



# *Guam Visitors Bureau*

## **Korea Visitor Tracker Exit Profile & Market Segmentation Report**

FY2023 – QTR3 (APR 2023-JUN 2023)

[ANTHOLOGY®]  
RESEARCH



# Background and Methodology

- Anthology Research conducted quantitative research in the form of an online survey from April 4, 2023 to July 16, 2023.
  - 2023 Quarter Three: A total of **329** completed surveys were collected among visitors from Korea who were on island between April 1, 2023 and June 30, 2023. The margin of error for a sample of 415 is +/- 5.40 percentage points with a 95% confidence level.
- The self-administered online survey utilized email addresses collected by the Guam Electronic Declaration Form (Guam EDF), a mandatory digital form that all arriving passengers complete before entering Guam.



# Objectives

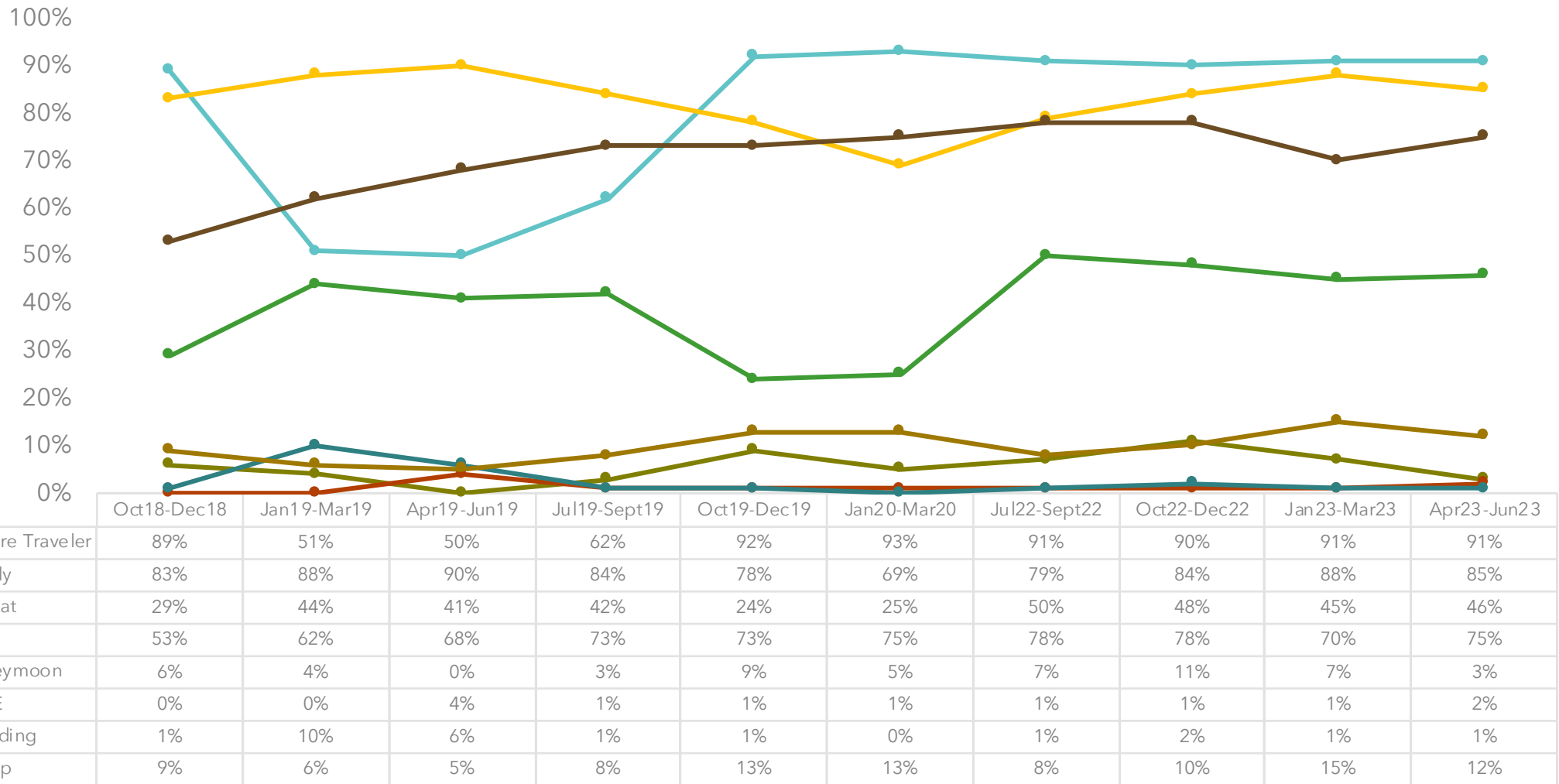
- To monitor the effectiveness of the Korea seasonal campaigns in attracting Korean visitors, refresh certain baseline data to better understand the nature and economic value or impact of each of the targeted segments in the Korea marketing plan.
- Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.

# Key Highlighted Segments

- The specific objectives were:
  - To determine the relative size and expenditure behavior of the following market segments:
    - Families (Q11 Traveling w/ spouse/ child/ other family)
    - FIT (Q12/Q17- Not on group tour or prepaid package trip/ Q14 Direct booking air/ hotel)
    - Group Tour (Q12)
    - MICE (Q8 Convention/ Conference/ Trade Show/ Incentive Trip)
    - Honeymoon (Q8)
    - Wedding (Q8 Get married/ attend wedding)
    - Repeat Visitor (Q9)
    - Leisure traveler (Q8 Vacation/ relax/ beautiful beaches/ sightseeing)
  - To identify the most significant factors affecting overall visitor satisfaction.
  - To identify (for all visitors from Korea) the most important determinants of on-island spending.



# Key Highlighted Segments





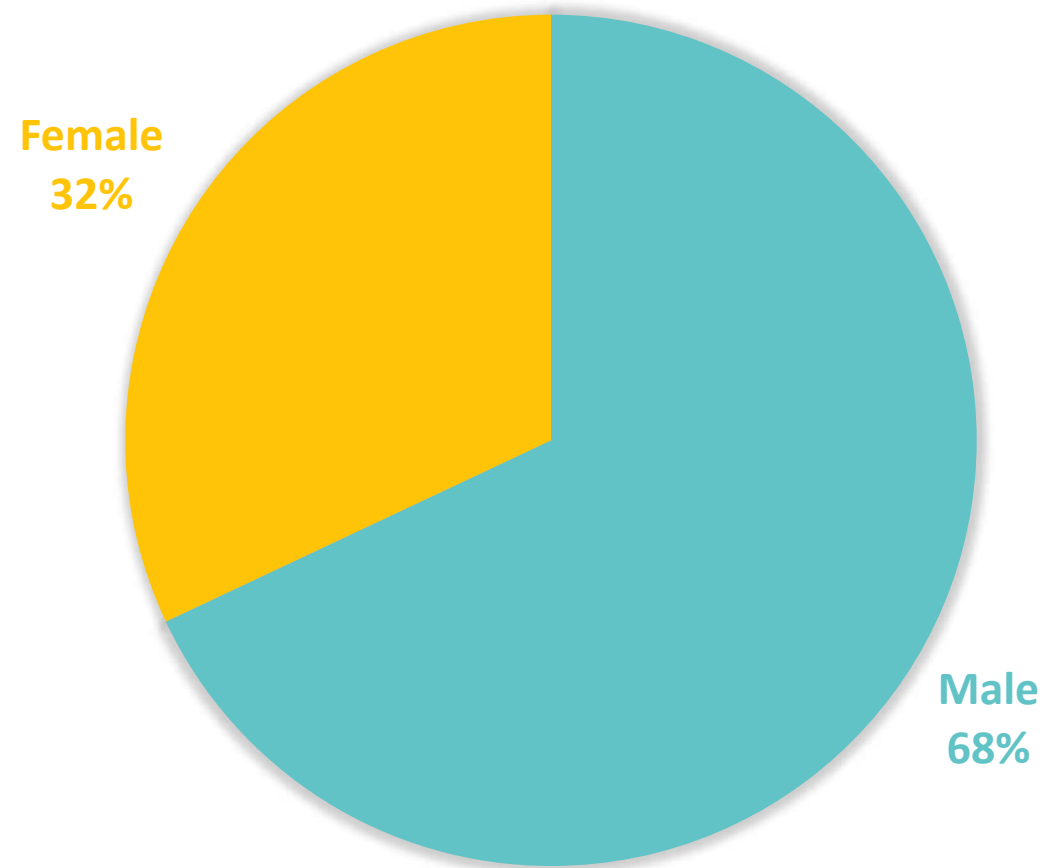


SECTION 1

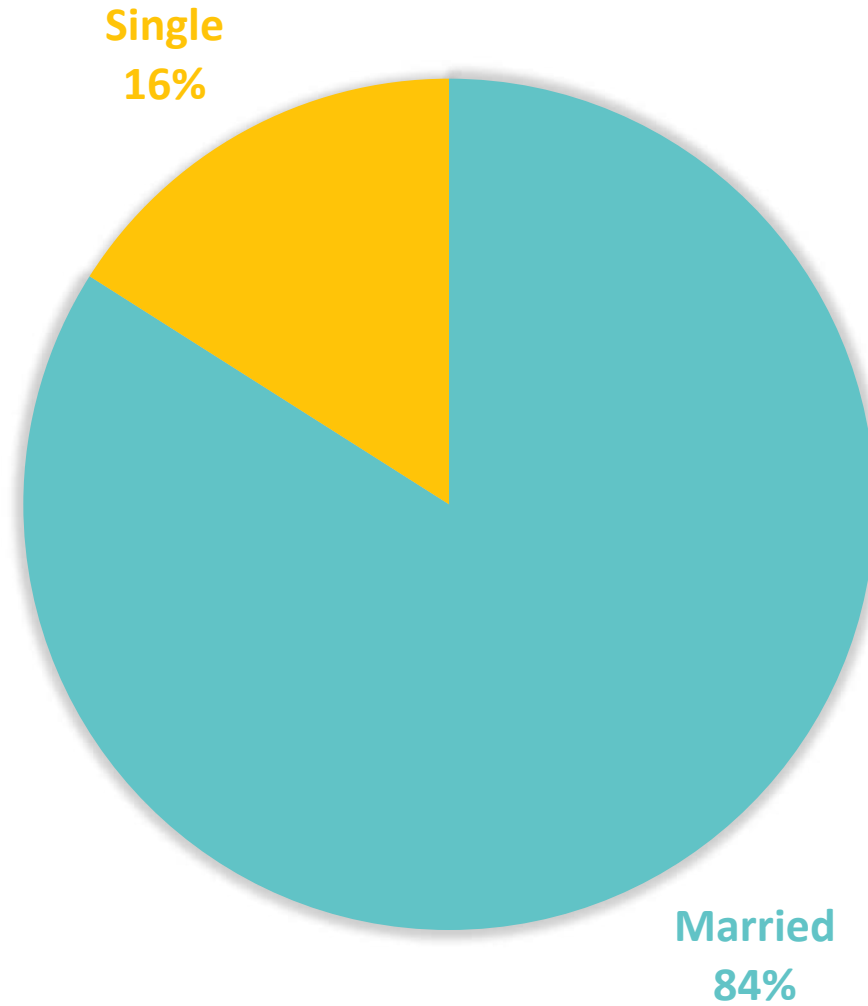
# PROFILE OF RESPONDENTS



# GENDER

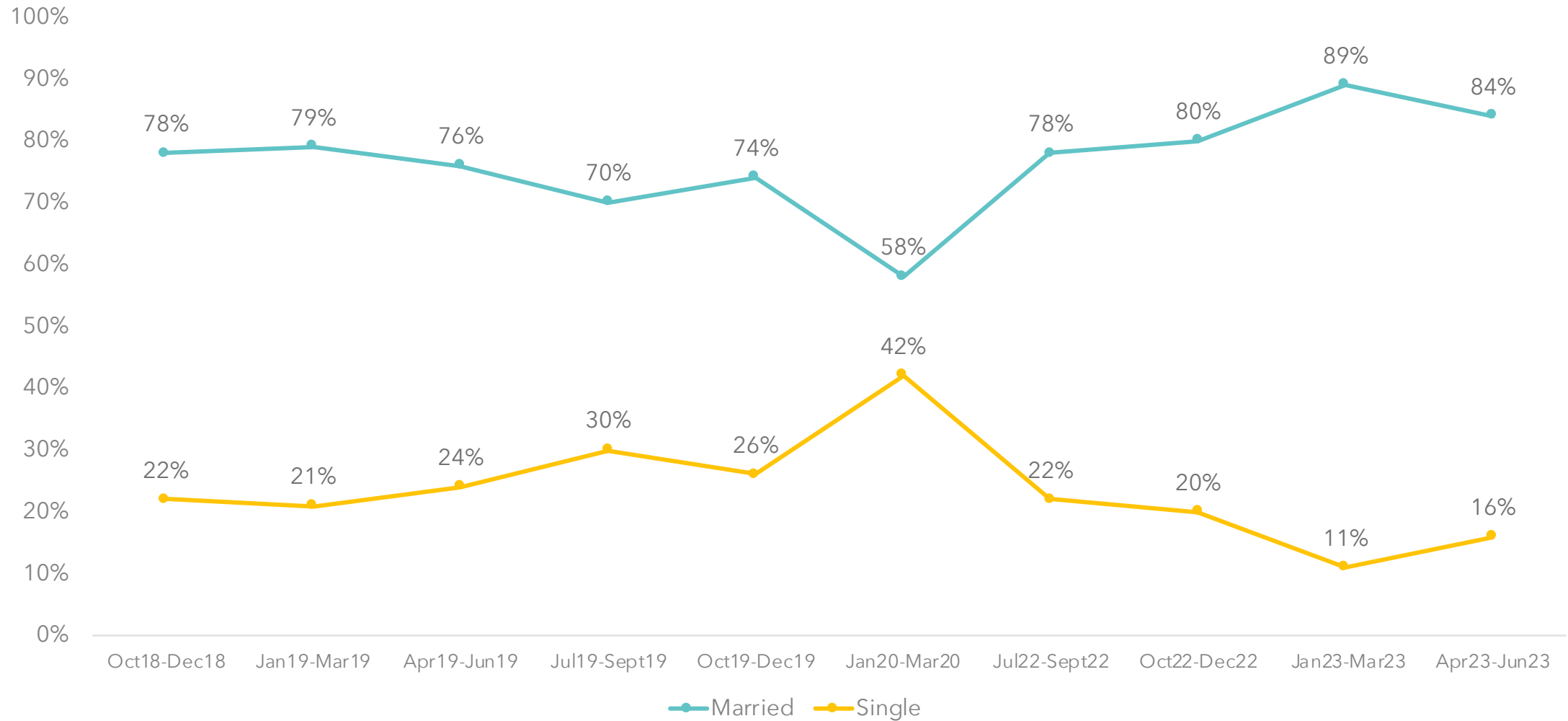


# MARITAL STATUS





# MARITAL STATUS – TRACKING



# MARITAL STATUS – SEGMENTATION

**GVB VISITOR SATISFACTION STUDY**  
**QE Are you married or single?**

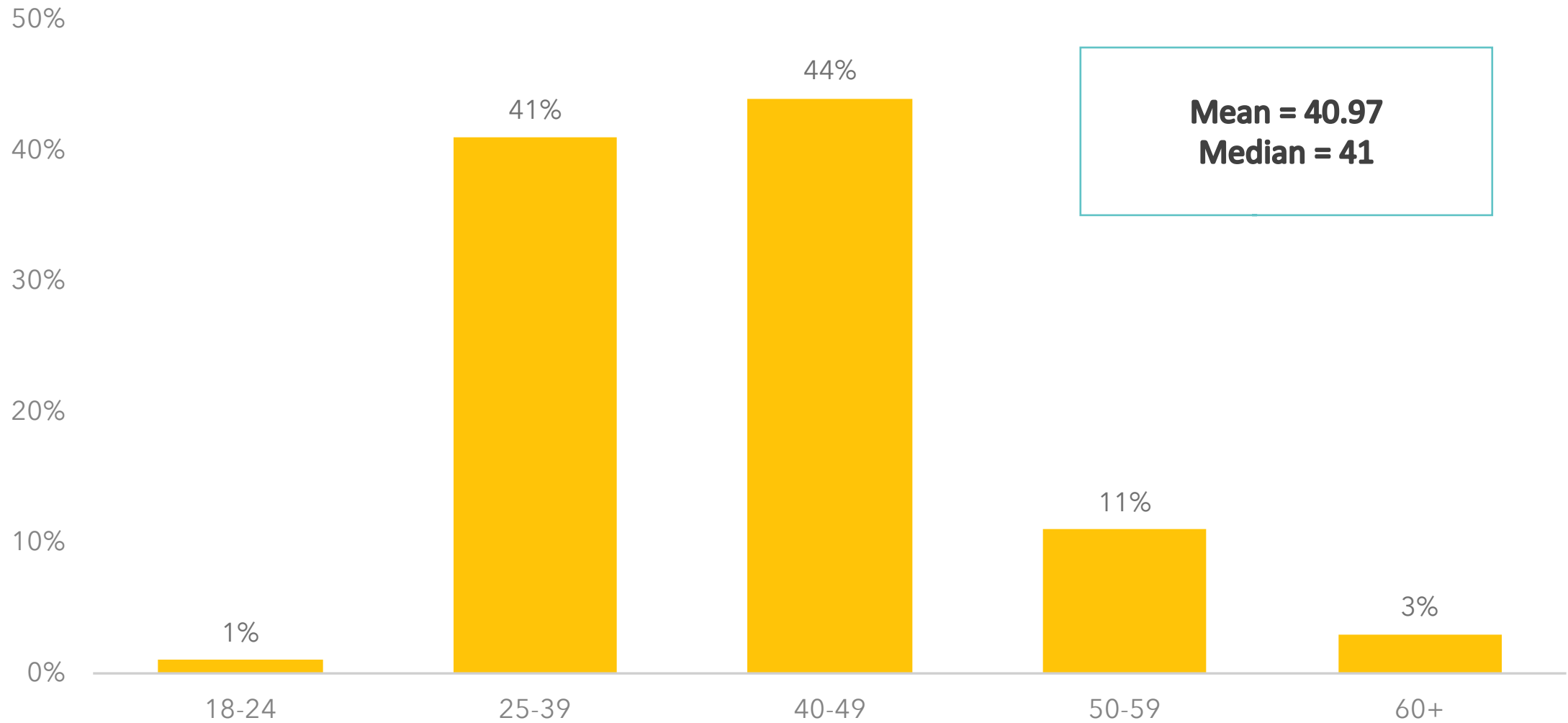
		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
		-	-	-	-	-	-	-	-	-
		(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
QE	Married	84%	93%	84%	78%	80%	91%	67%	91%	85%
	Single	16%	7%	16%	23%	20%	9%	33%	9%	15%
	Total	329	281	246	40	5	11	3	150	300

\*Prepared by Anthology Research<sup>a,b</sup>

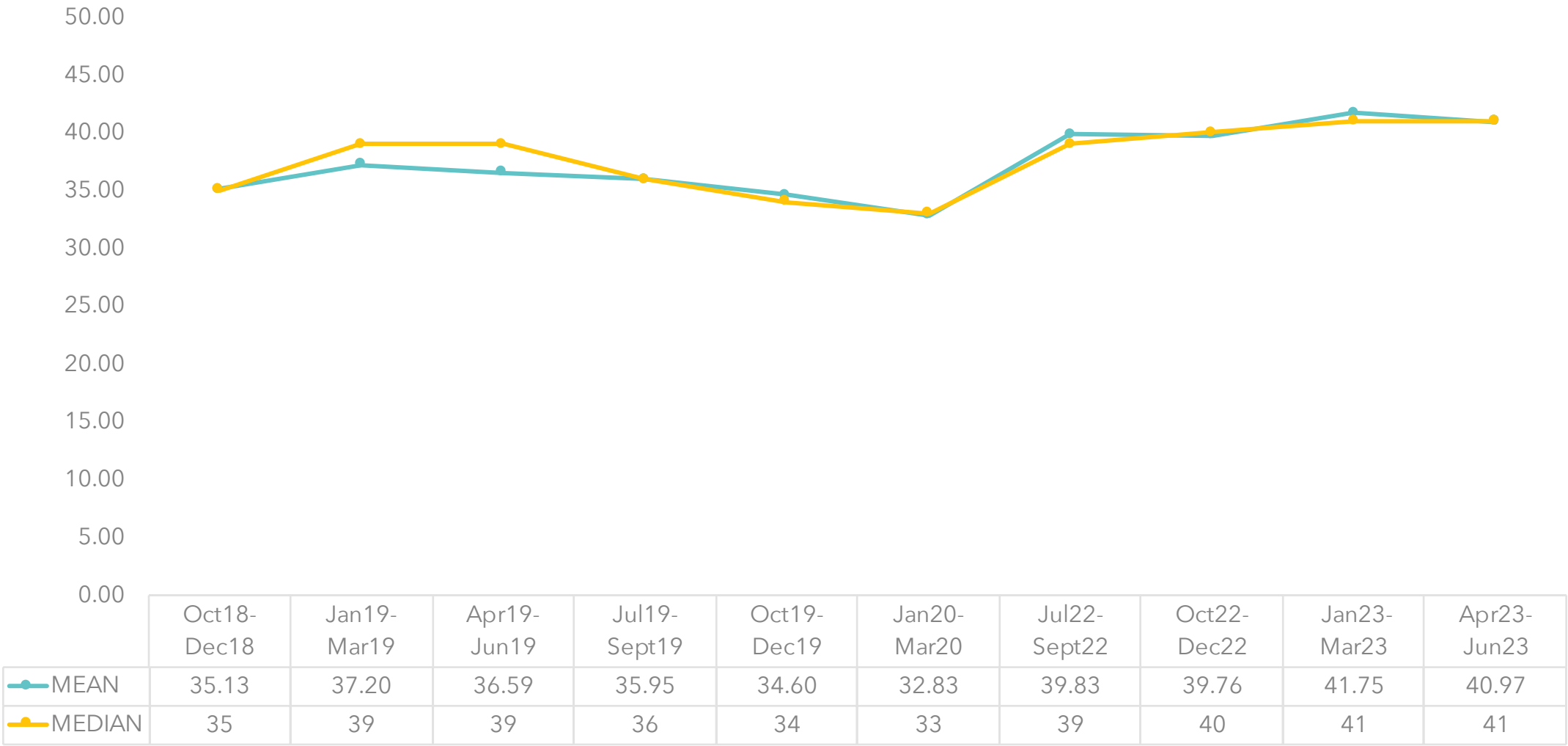
- a. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion.  
 Significance level for upper case letters (A, B, C): .05
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.



# AGE



# AGE – TRACKING





# AGE – SEGMENTATION

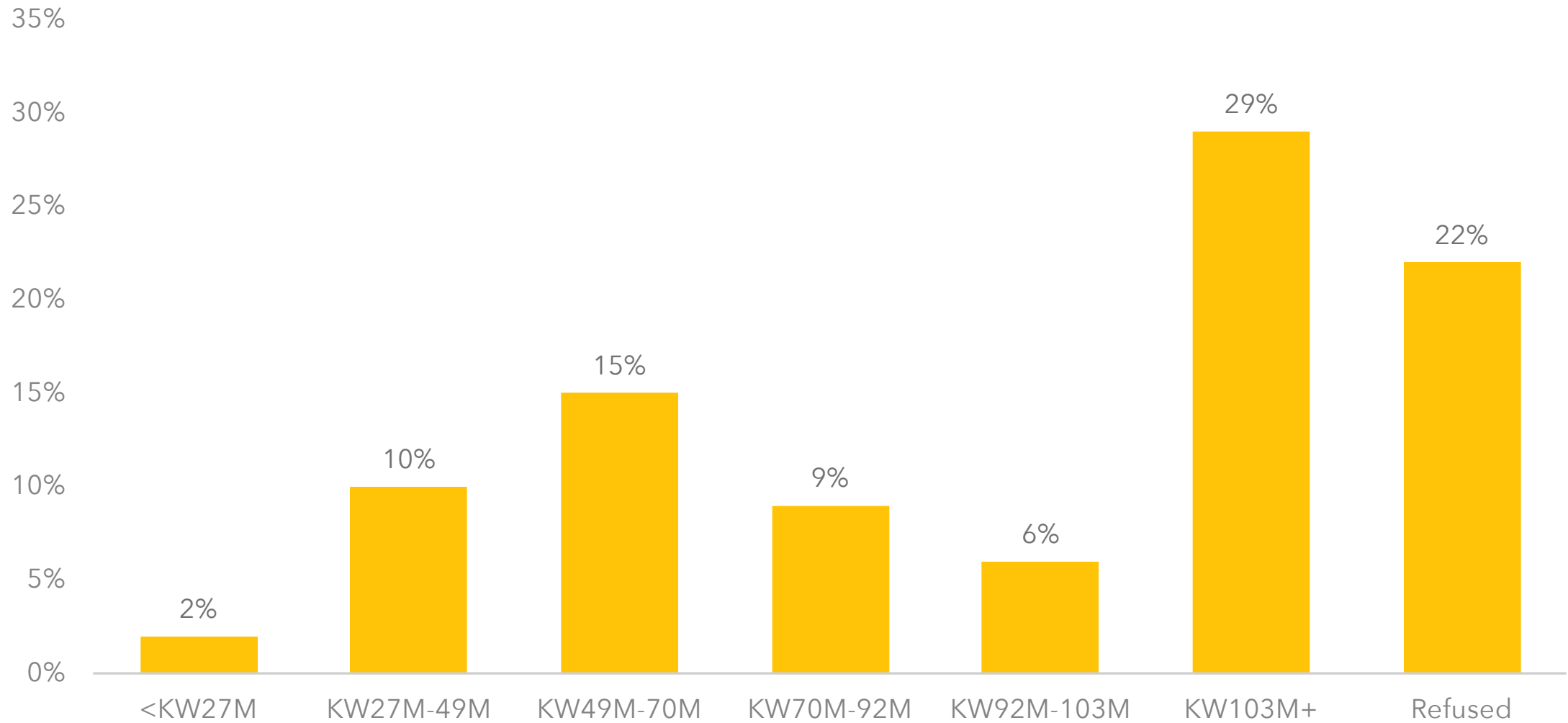
**GVB VISITOR SATISFACTION STUDY**  
**QF What was your age on your last birthday?**

		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
		-	-	-	-	-	-	-	-	-
		(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
QF	18-24	1%	0%	1%	3%	<sup>c</sup>	<sup>c</sup>	<sup>c</sup>	<sup>c</sup>	1%
	25-39	41%	39%	44%	43%	40%	82%	67%	30%	42%
	40-49	44%	47%	43%	38%	60%	9%	<sup>c</sup> 33%	54%	44%
	50-59	11%	11%	10%	13%	<sup>c</sup>	9%		13%	11%
	60+	3%	4%	2%	5%	<sup>c</sup>	<sup>c</sup>	<sup>c</sup>	3%	3%
	Total	329	281	246	40	5	11	3	150	300
QF	Mean	40.97	41.54	40.50	40.58	37.00	35.09	41.00	43.05	40.83
	Median	41	41	40	40	41	32	33	42	41

\*Prepared by Anthology Research<sup>a,b,d</sup>

- Results are based on two-sided tests assuming equal variances. For each significant pair, the key of the smaller category appears in the category with the larger mean.  
Significance level for upper case letters (A, B, C): .05
- Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- This category is not used in comparisons because its column proportion is equal to zero or one.
- Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion.  
Significance level for upper case letters (A, B, C): .05

# HOUSEHOLD INCOME



# HOUSEHOLD INCOME – SEGMENTATION

**GVB VISITOR SATISFACTION STUDY**  
**D2 What is your approximate annual household income, before taxes?**

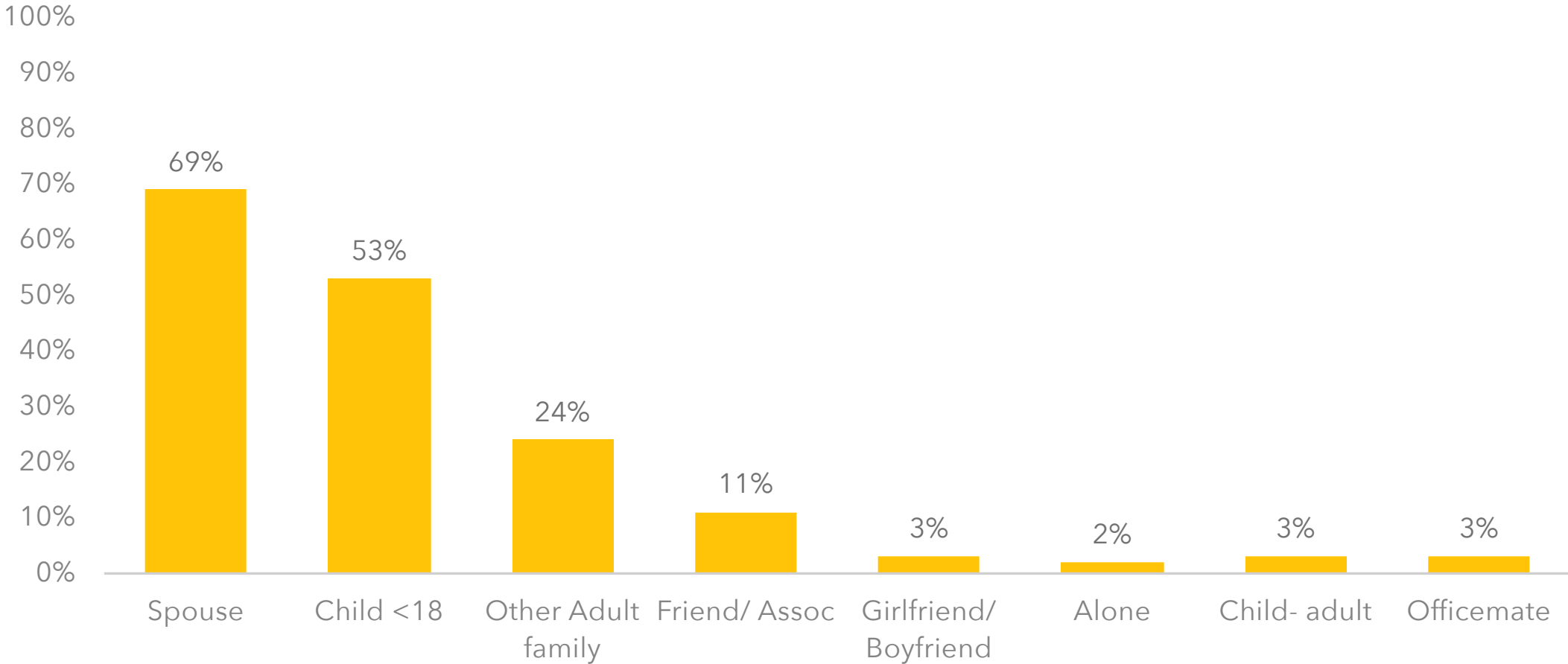
		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
		-	-	-	-	-	-	-	-	-
		(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
D2 KOREA	Up to KW16,305,000	1%	1%	1%	<sup>a</sup>	<sup>a</sup>	<sup>a</sup>	<sup>a</sup>	1%	1%
	KW16,305,000 ~ KW27,173,999	1%	0%	1%	3%	<sup>a</sup>	<sup>a</sup>	<sup>a</sup>	<sup>a</sup>	1%
	KW27,174,000 ~ KW38,041,999	4%	2%	4%	3%	<sup>a</sup>	9%	<sup>a</sup>	2%	4%
	KW38,042,000 ~ KW48,911,999	6%	5%	6%	13%	20%	18%	<sup>a</sup>	3%	5%
	KW48,912,000 ~ KW59,781,999	6%	5%	5%	13%	20%	9%	<sup>a</sup>	6%	6%
	KW59,782,000 ~ KW70,652,999	9%	10%	9%	13%	20%	9%	<sup>a</sup>	10%	9%
	KW70,653,000 ~ KW81,520,999	8%	8%	7%	5%	20%	<sup>a</sup>	<sup>a</sup>	9%	8%
	No Income	1%	1%	1%	3%	<sup>a</sup>	<sup>a</sup>	33%	1%	1%
	KW81,521,000 ~ KW92,390,999	8%	9%	7%	5%	<sup>a</sup>	<sup>a</sup>	<sup>a</sup>	9%	8%
	KW92,391,000 ~ KW103,259,999	6%	7%	6%	5%	<sup>a</sup>	<sup>a</sup>	<sup>a</sup>	5%	7%
	More than KW103,260,000	29%	32%	32%	20%	20%	18%	33%	36%	28%
	Prefer not to say	21%	20%	21%	20%	<sup>a</sup>	36%	33%	19%	21%
	Total	329	281	246	40	5	11	3	150	300

\*Prepared by Anthology Research<sup>a,b,c</sup>

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
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Significance level for upper case letters (A, B, C): .05
- c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

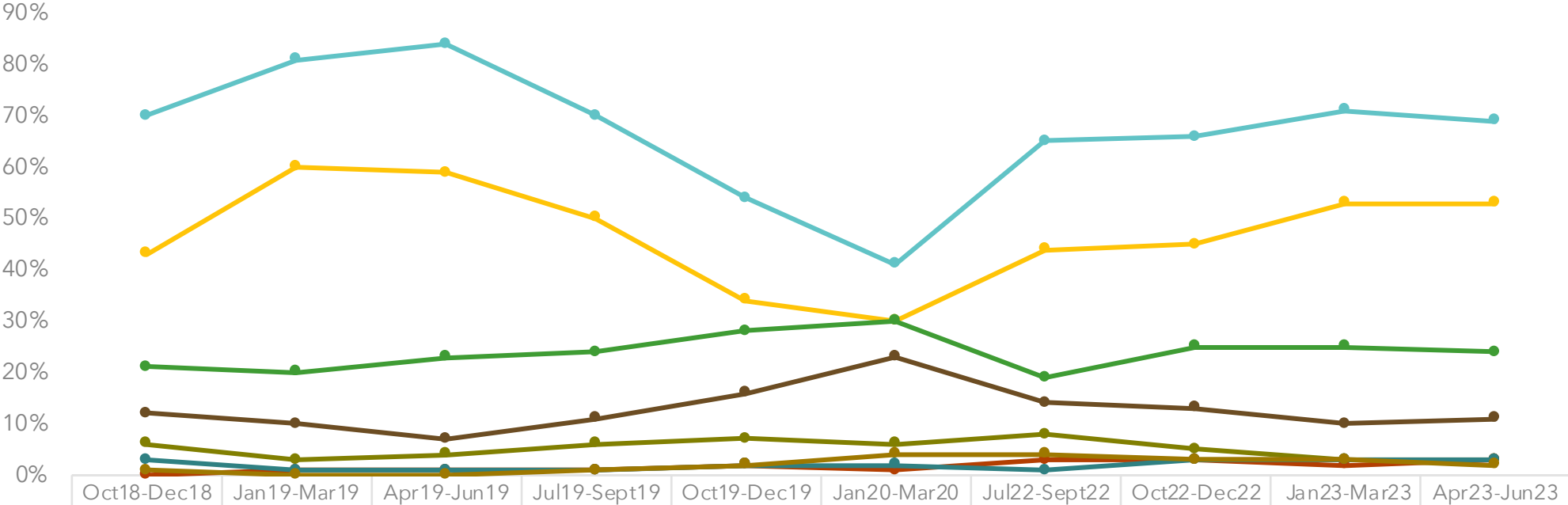


# TRAVEL PARTY





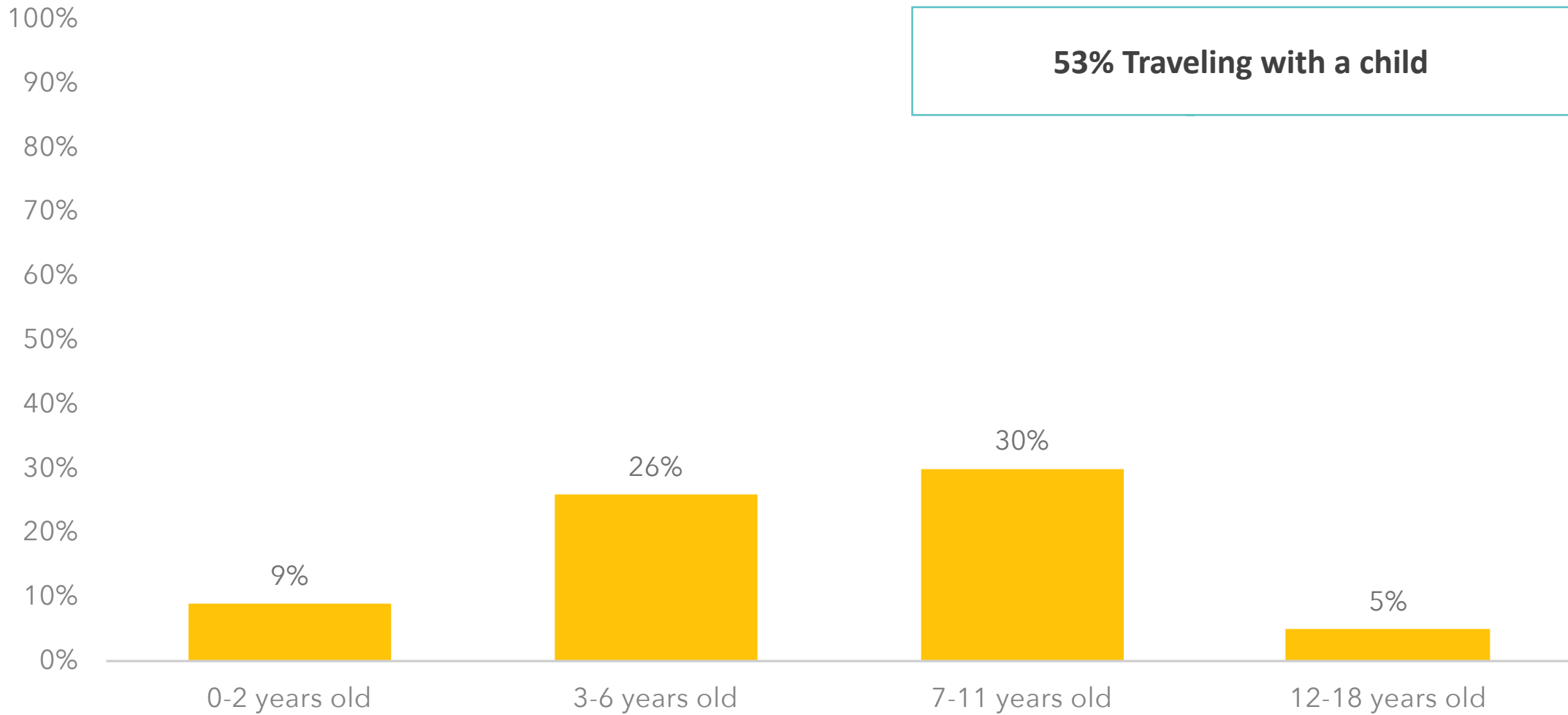
# TRAVEL PARTY – TRACKING



	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22	Jan23-Mar23	Apr23-Jun23
Spouse	70%	81%	84%	70%	54%	41%	65%	66%	71%	69%
Child<18	43%	60%	59%	50%	34%	30%	44%	45%	53%	53%
Adult family	21%	20%	23%	24%	28%	30%	19%	25%	25%	24%
Friend/ Assoc	12%	10%	7%	11%	16%	23%	14%	13%	10%	11%
GF/BF	6%	3%	4%	6%	7%	6%	8%	5%	3%	3%
Officemate	0%	1%	1%	1%	2%	1%	3%	3%	2%	3%
Child- adult	3%	1%	1%	1%	2%	2%	1%	3%	3%	3%
Alone	1%	0%	0%	1%	2%	4%	4%	3%	3%	2%

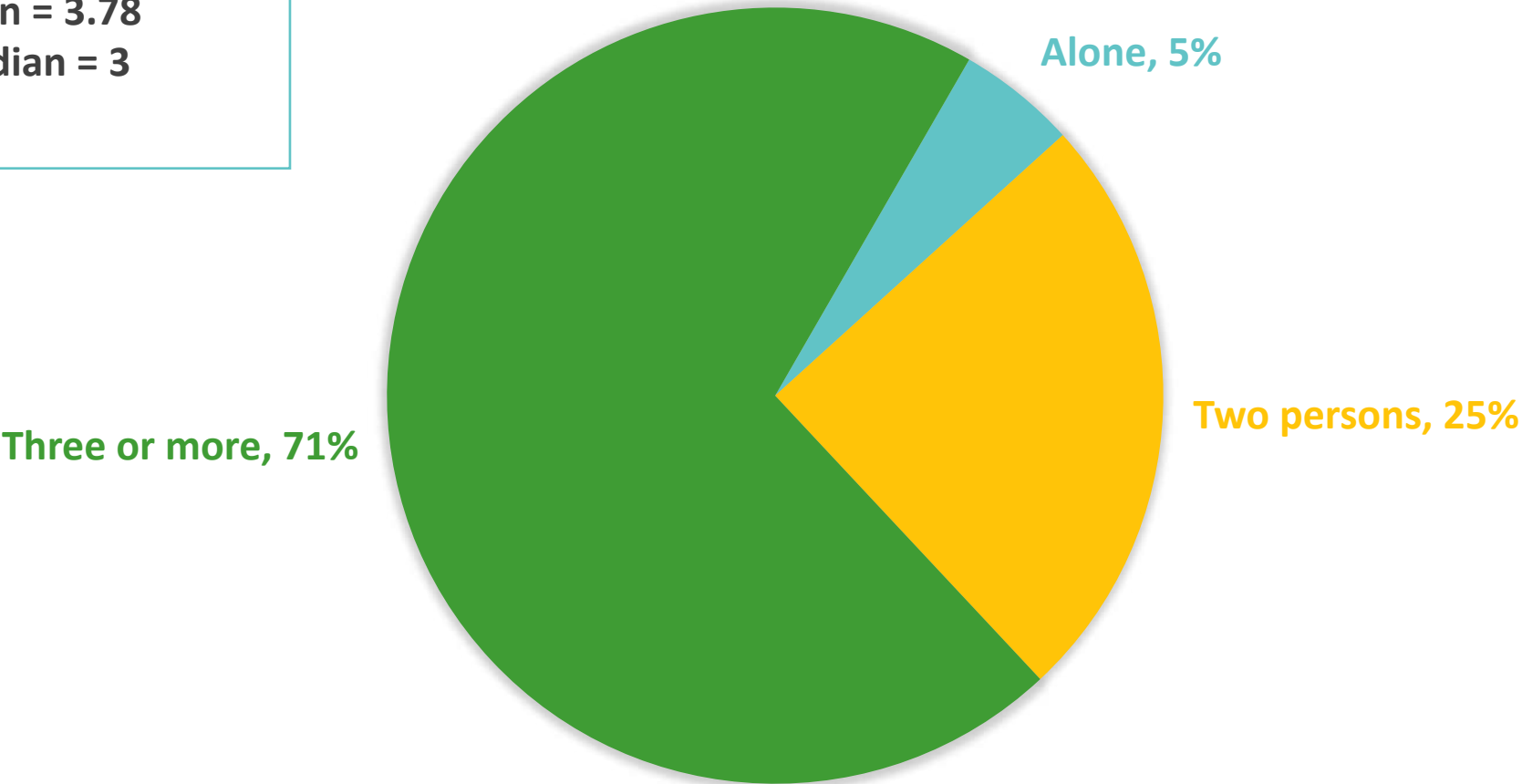


# TRAVEL PARTY – CHILD UNDER 18

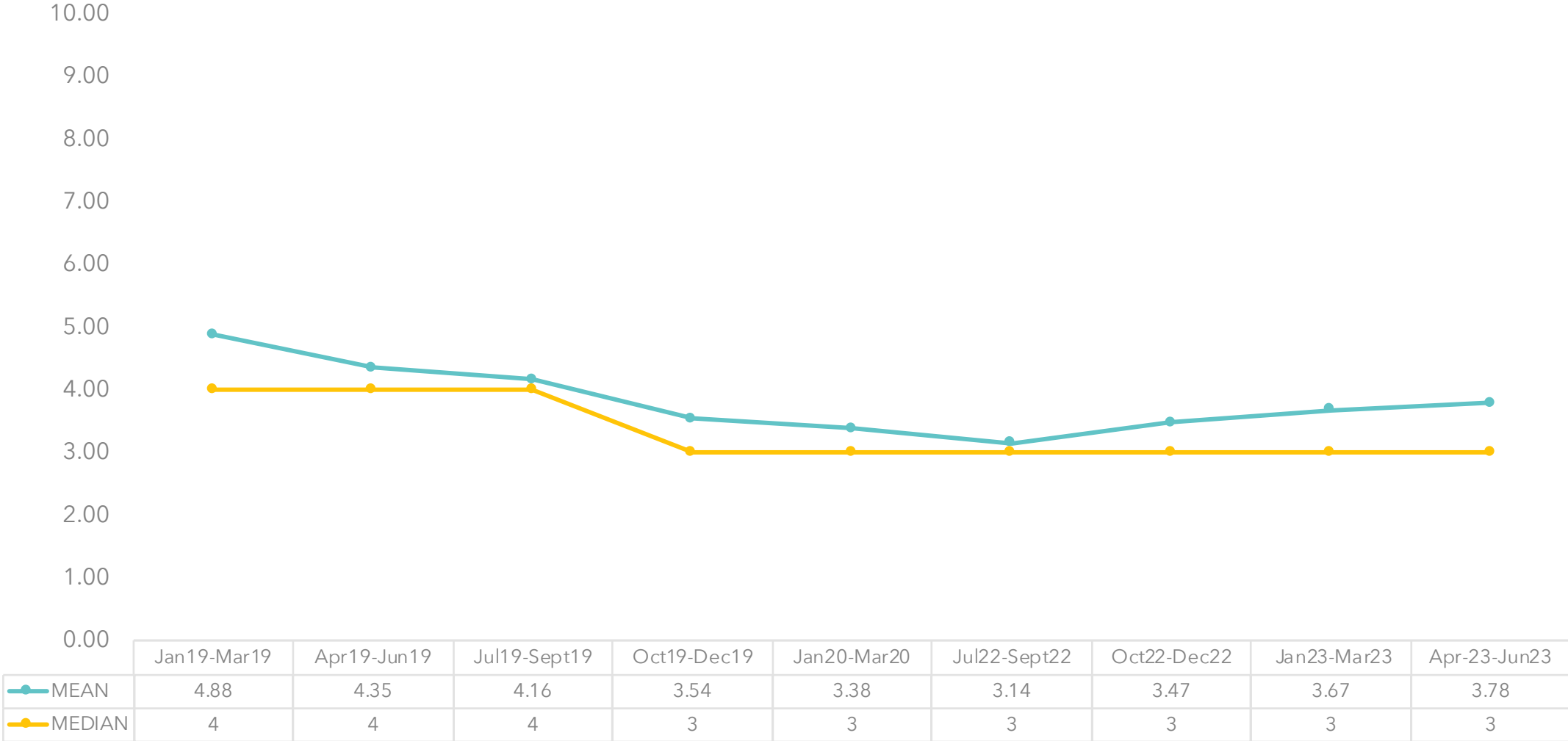


# TRAVEL PARTY SIZE

Mean = 3.78  
Median = 3



# TRAVEL PARTY SIZE – TRACKING





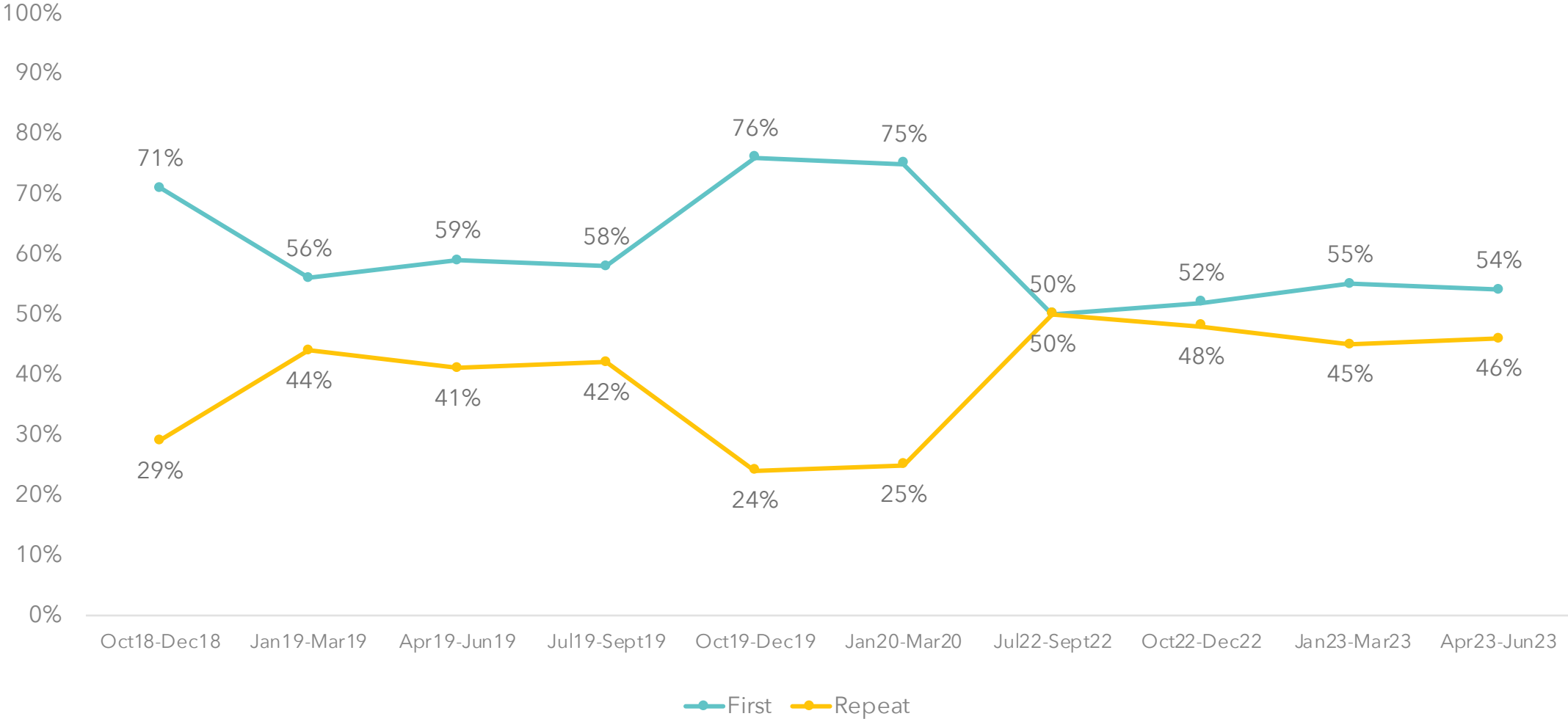
# TRIPS TO GUAM



Mean = 2.08  
Median = 1



# TRIPS TO GUAM – TRACKING



# TRIPS TO GUAM – SEGMENTATION

**GVB VISITOR SATISFACTION STUDY**  
**Q9 Including this trip, how many times have you been to Guam?**

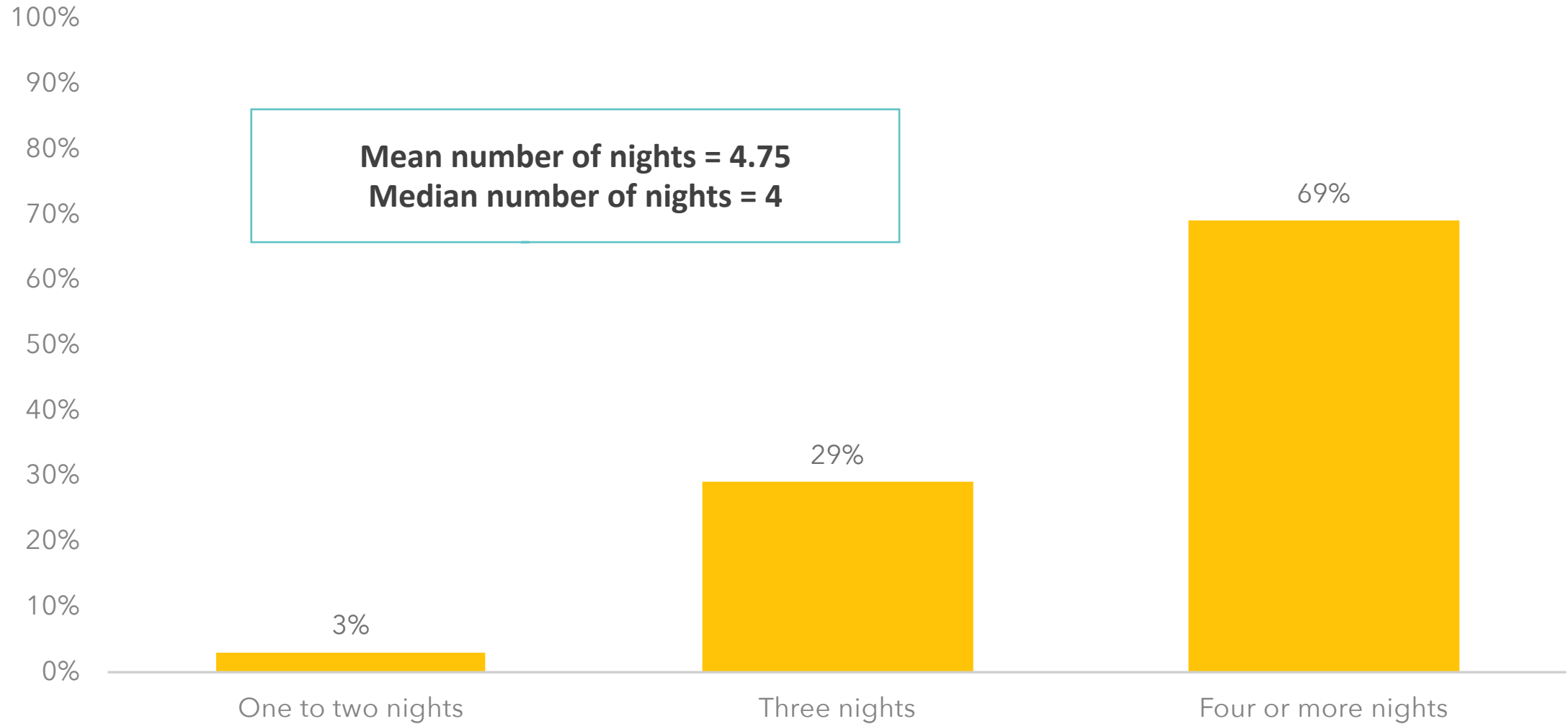
		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
		-	-	-	-	-	-	-	-	-
		(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
Q9	First-time	54%	53%	49%	65%	100% <sup>d</sup>	91%	67%	<sup>d</sup>	56%
	Repeat	46%	47%	51%	35%	<sup>d</sup>	9%	33%	100% <sup>d</sup>	44%
	Total	329	281	246	40	5	11	3	150	300
Q9	Mean	2.08	2.08	2.28	1.82	1.00	1.18	1.67	3.37	2.03
	Median	1	1	2	1	1	1	1	3	1

\*Prepared by Anthology Research<sup>a,b,c,e</sup>

- a. Results are based on two-sided tests assuming equal variances. For each significant pair, the key of the smaller category appears in the category with the larger mean.  
Significance level for upper case letters (A, B, C): .05
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Pairwise comparisons are not performed for some subtables because of numerical problems.
- d. This category is not used in comparisons because its column proportion is equal to zero or one.
- e. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion.  
Significance level for upper case letters (A, B, C): .05

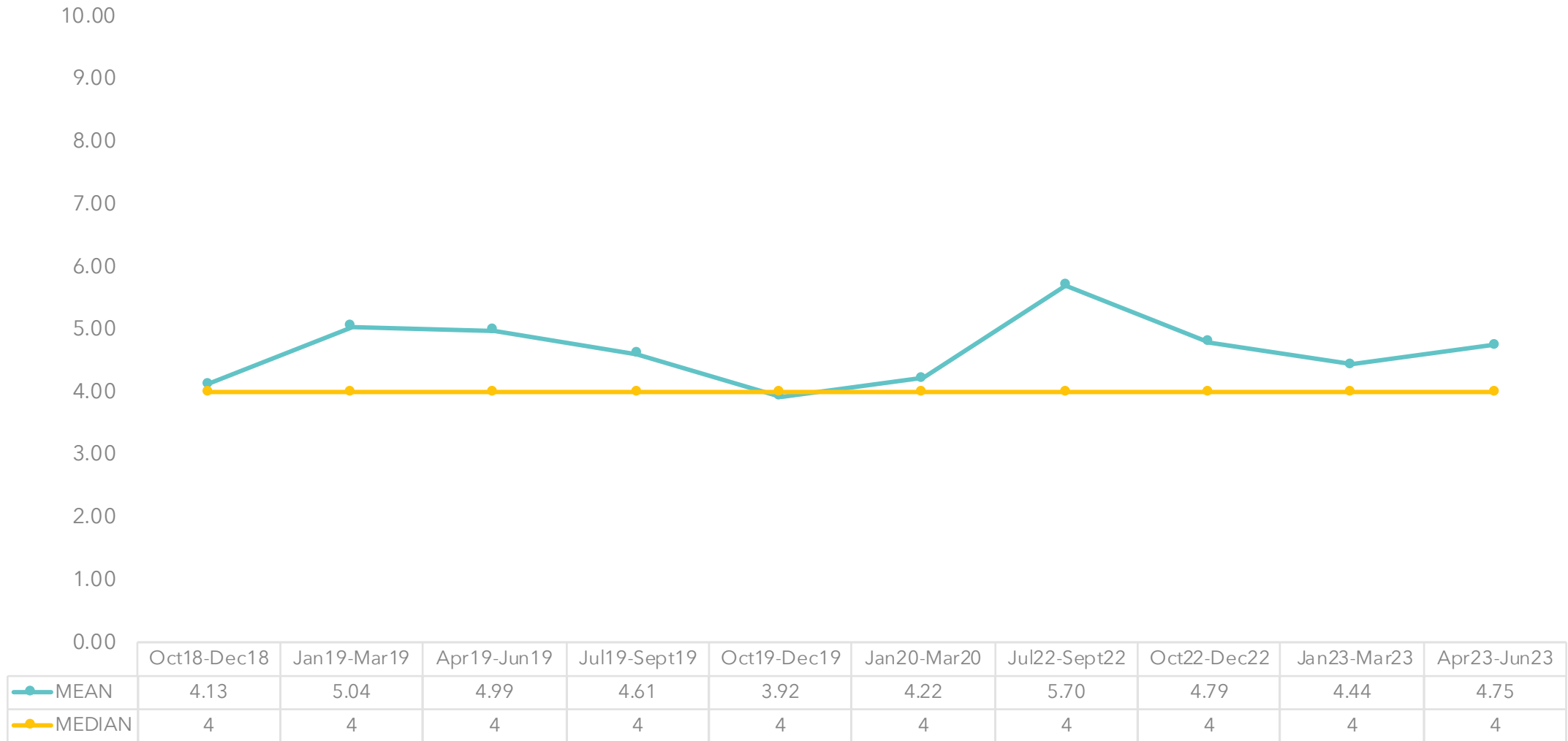


# LENGTH OF STAY





# LENGTH OF STAY – TRACKING



# LENGTH OF STAY – SEGMENTATION

**GVB VISITOR SATISFACTION STUDY**  
**SA How many nights did you stay on Guam?**

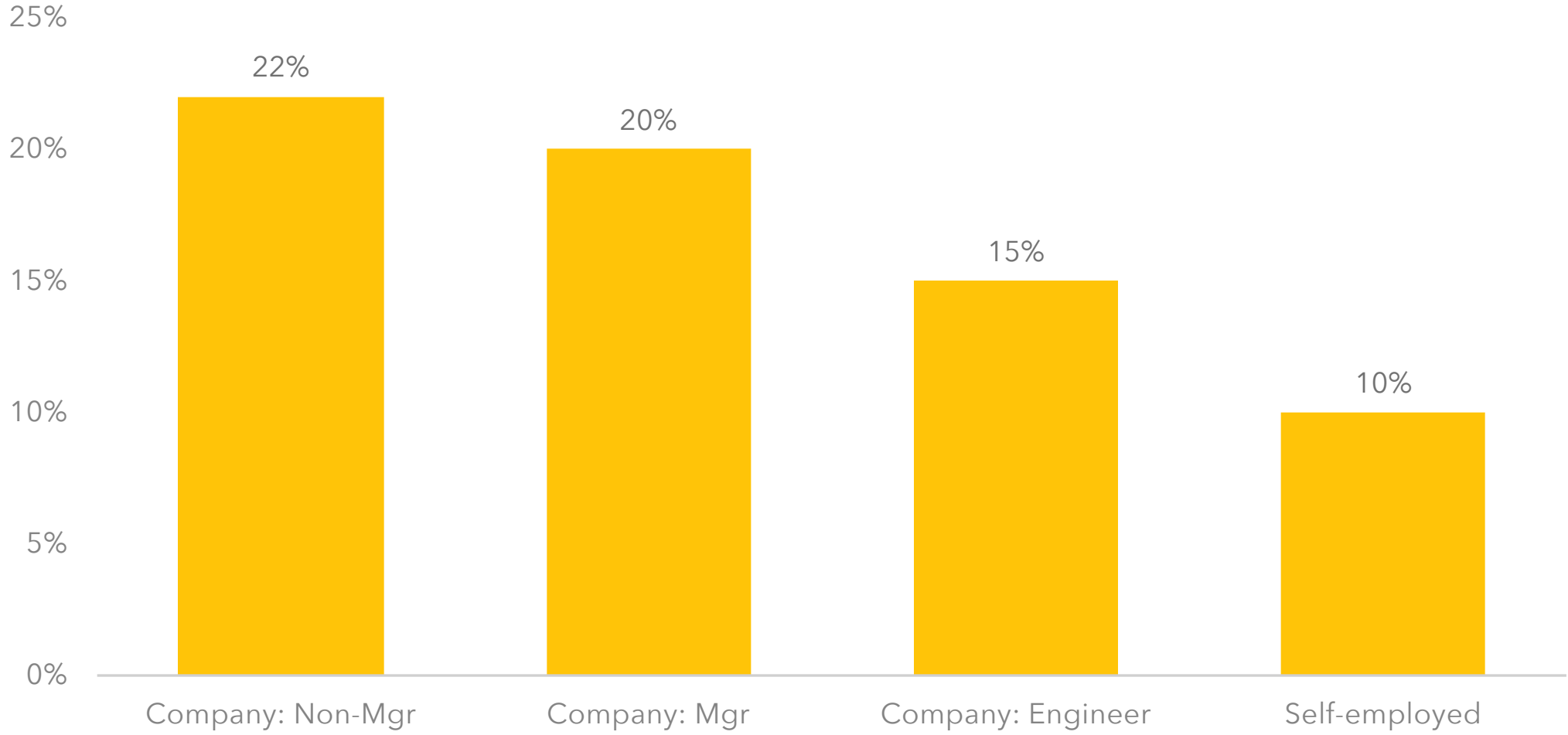
		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
		-	-	-	-	-	-	-	-	-
		(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
SA	1-2 Nights	3%	1%	2%	3%	40% <sup>c</sup>		<sup>c</sup>	3%	2%
	3 Nights	29%	28%	22%	33%	40%	9%	33%	26%	30%
	4+ Nights	69%	71%	76%	65%	20%	91%	67%	71%	69%
	Total	329	281	246	40	5	11	3	150	300
SA	Mean	4.75	4.38	5.01	4.60	3.00	4.64	5.00	5.51	4.36
	Median	4	4	4	4	3	4	4	4	4

\*Prepared by Anthology Research<sup>a,b,d</sup>

- Results are based on two-sided tests assuming equal variances. For each significant pair, the key of the smaller category appears in the category with the larger mean.  
Significance level for upper case letters (A, B, C): .05
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Significance level for upper case letters (A, B, C): .05



# OCCUPATION – Top Responses (10%+)



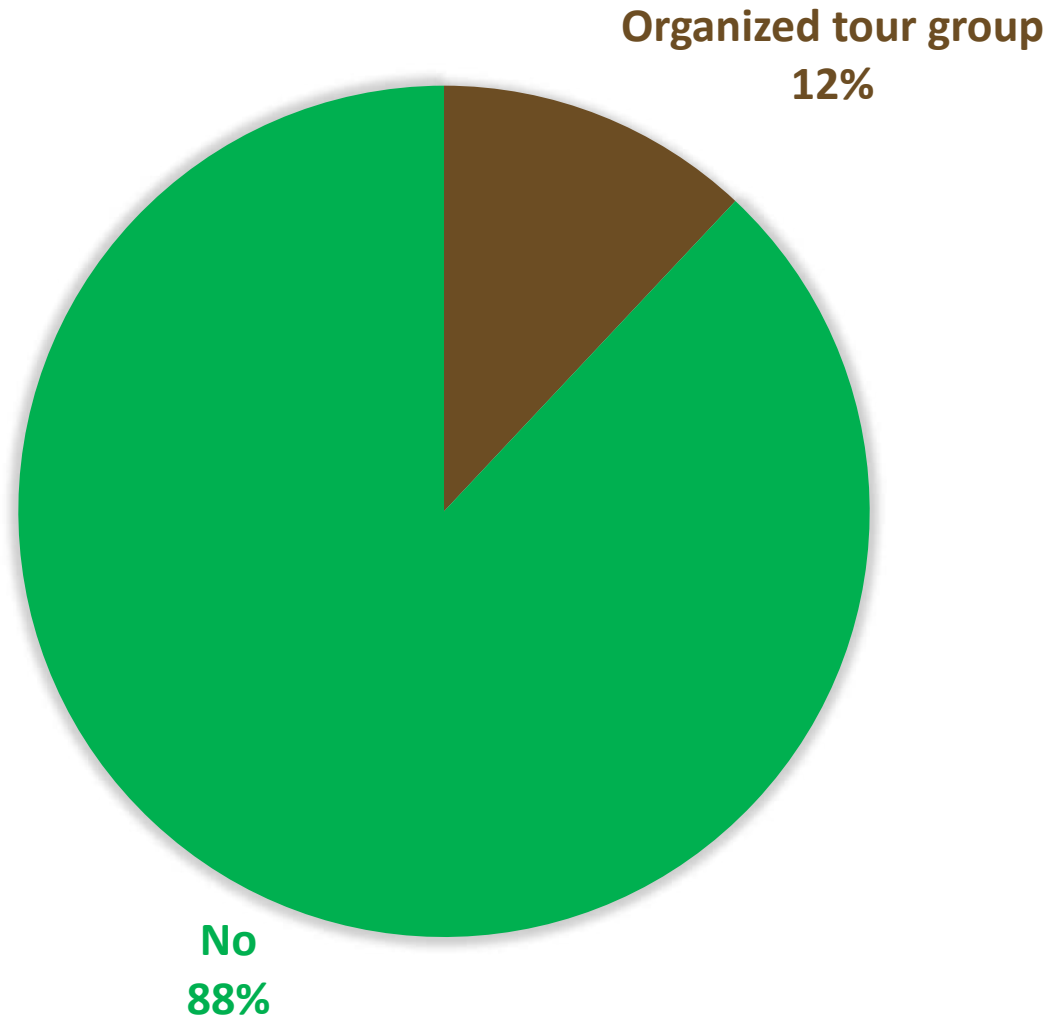


SECTION 2

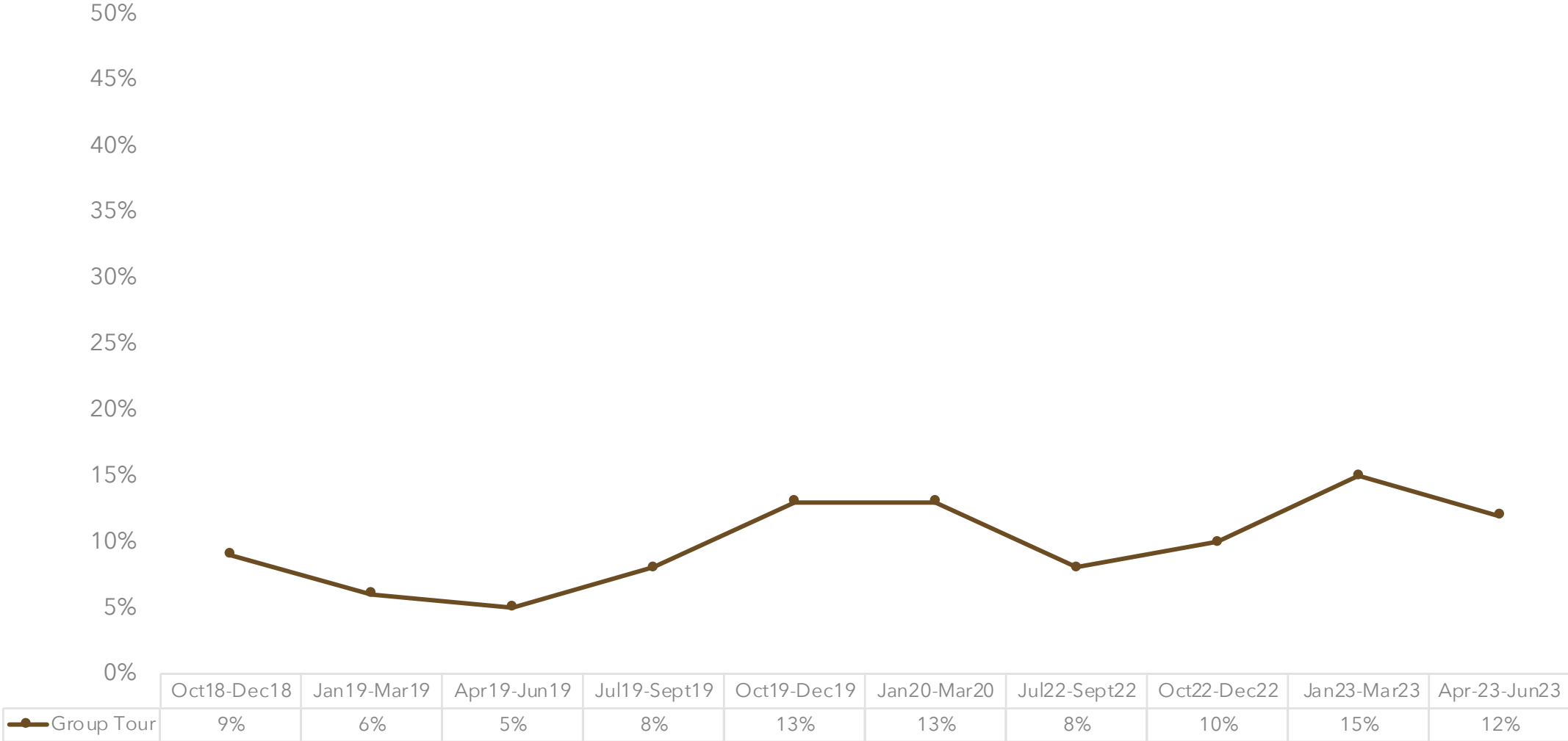
# TRAVEL PLANNING



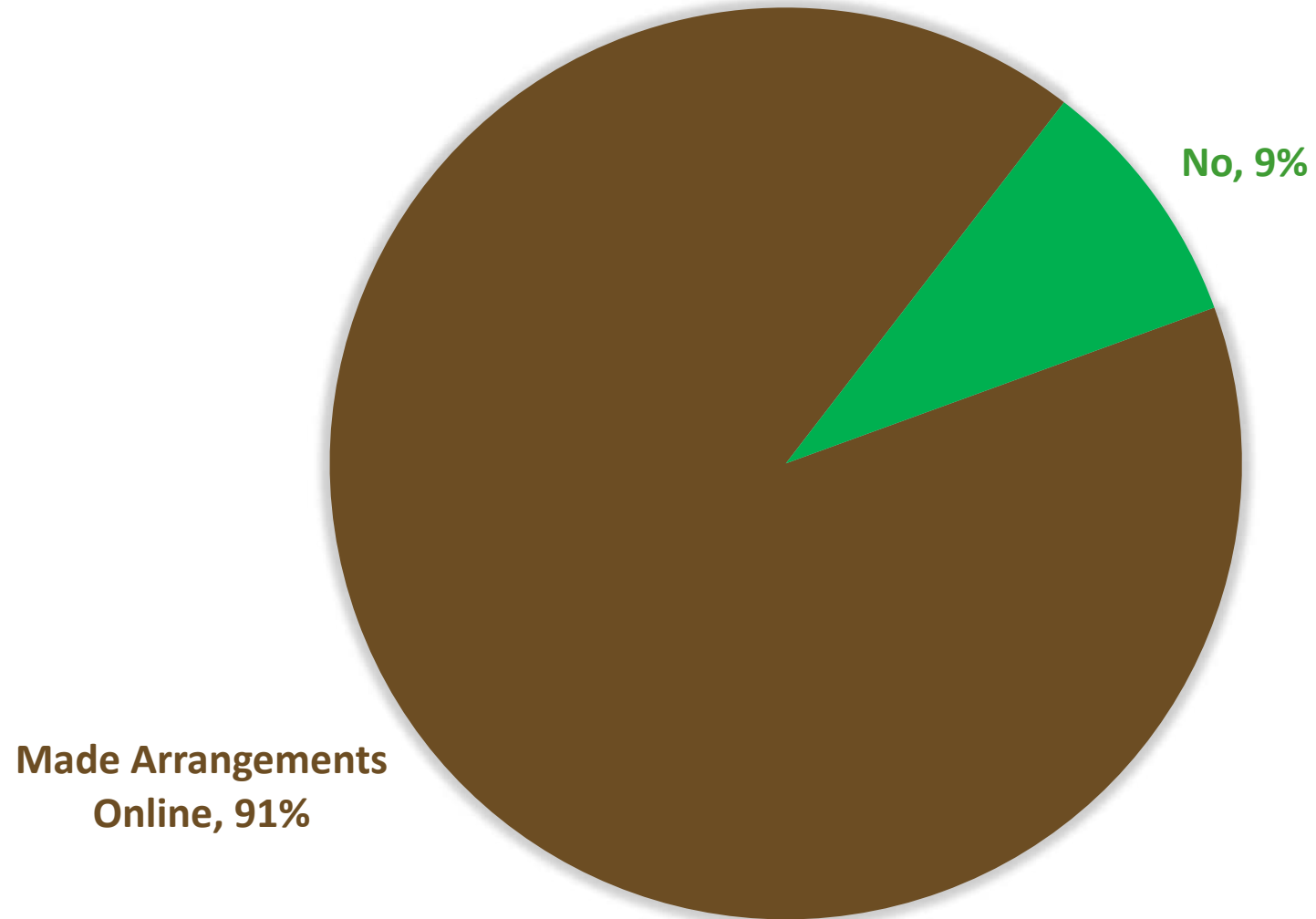
# ORGANIZED TOUR GROUP



# ORGANIZED TOUR GROUP – TRACKING

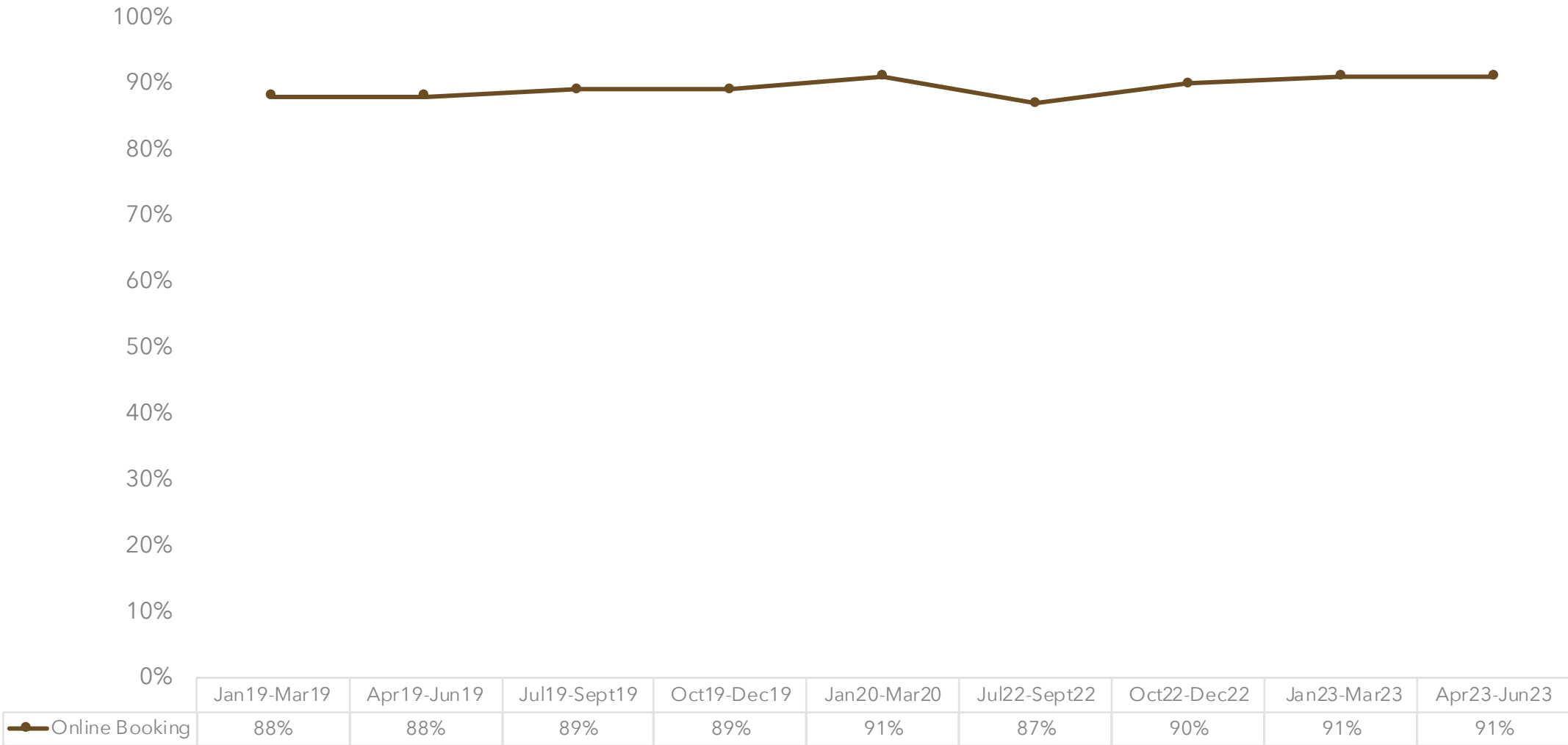


# ONLINE BOOKING

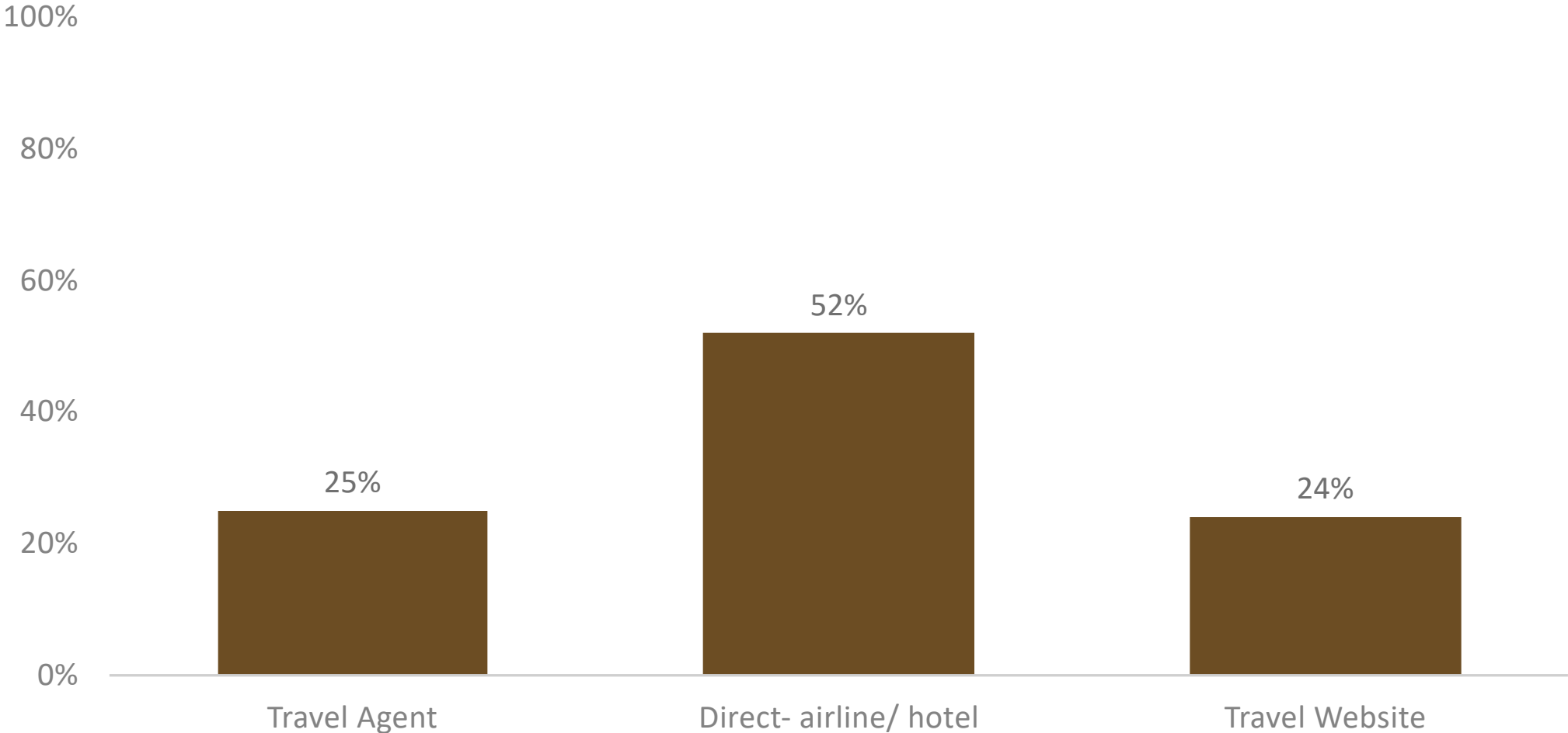




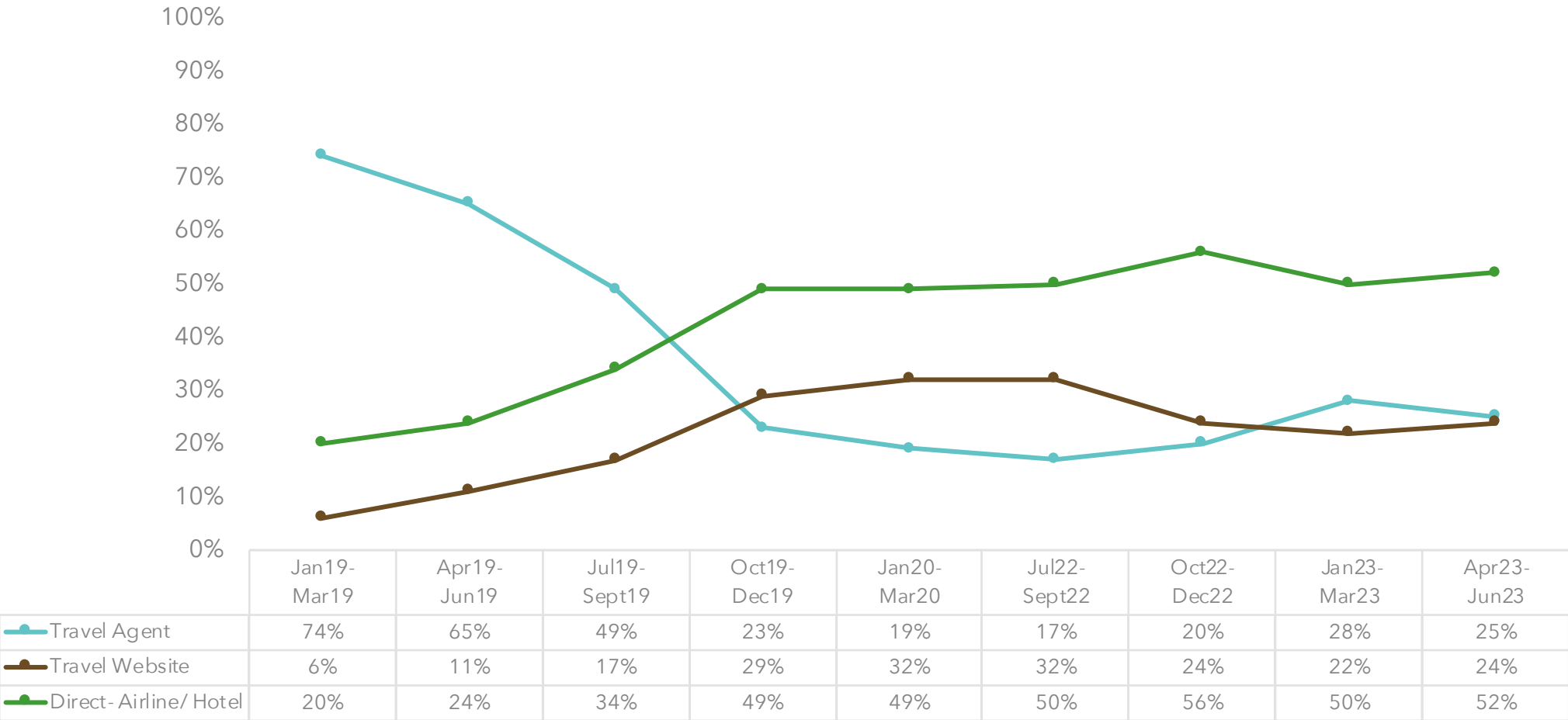
# ONLINE BOOKING – TRACKING



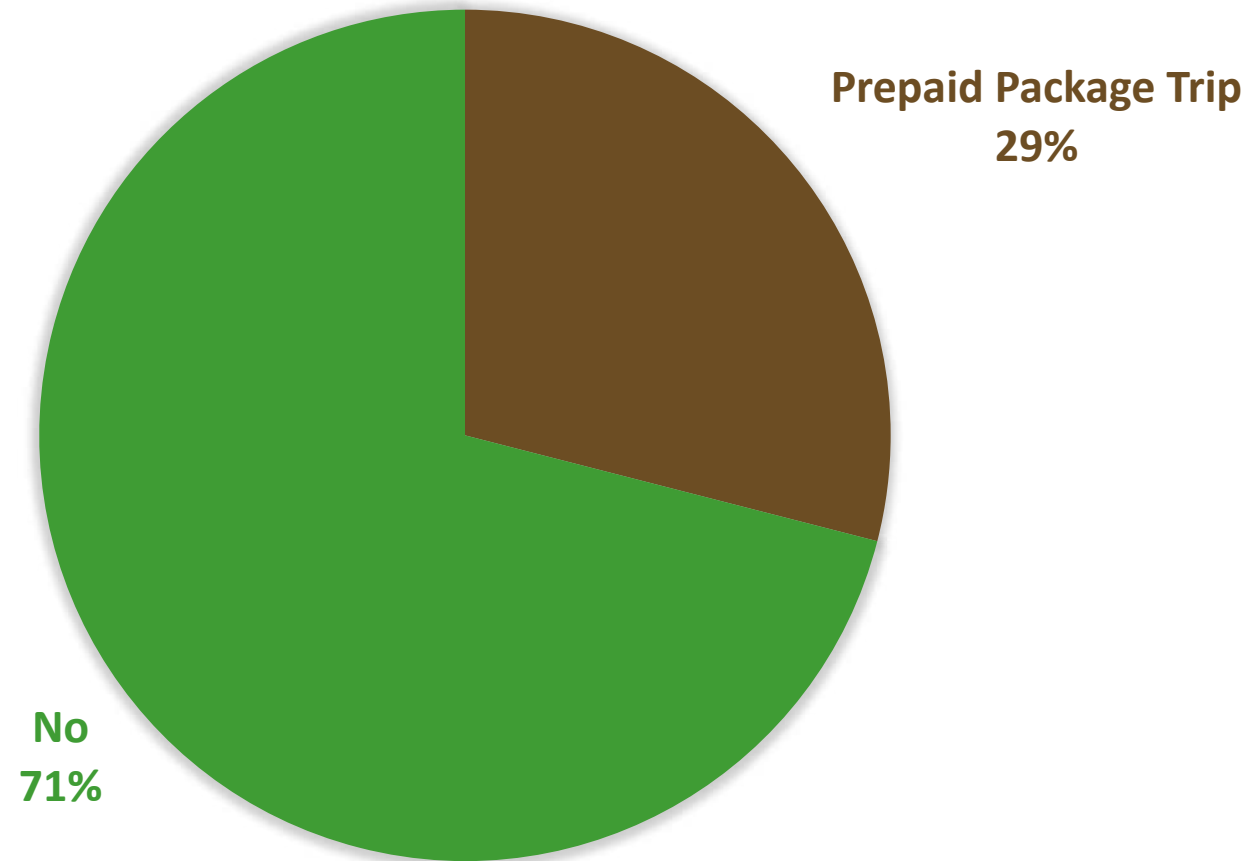
# TRAVEL ARRANGEMENTS



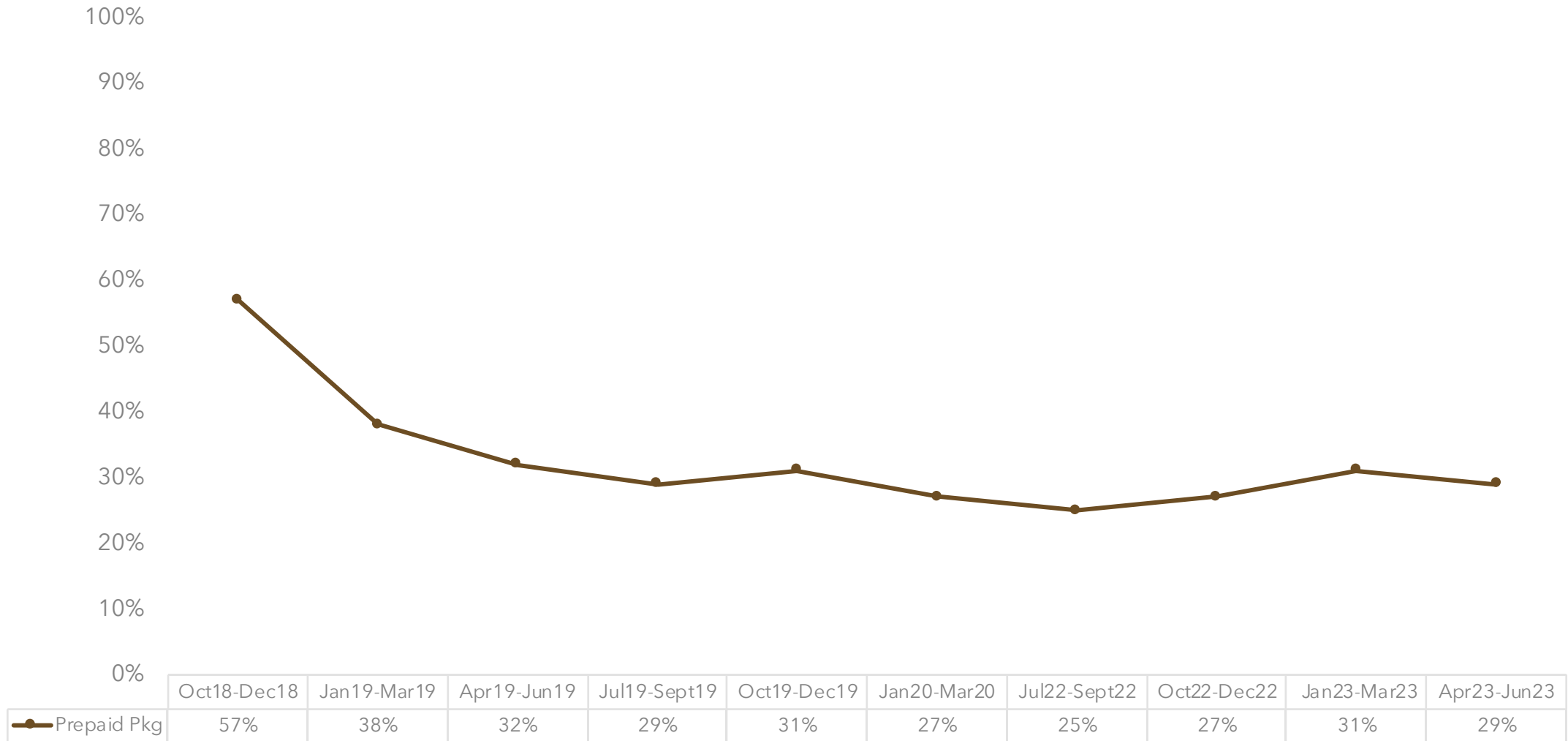
# TRAVEL ARRANGEMENTS – TRACKING



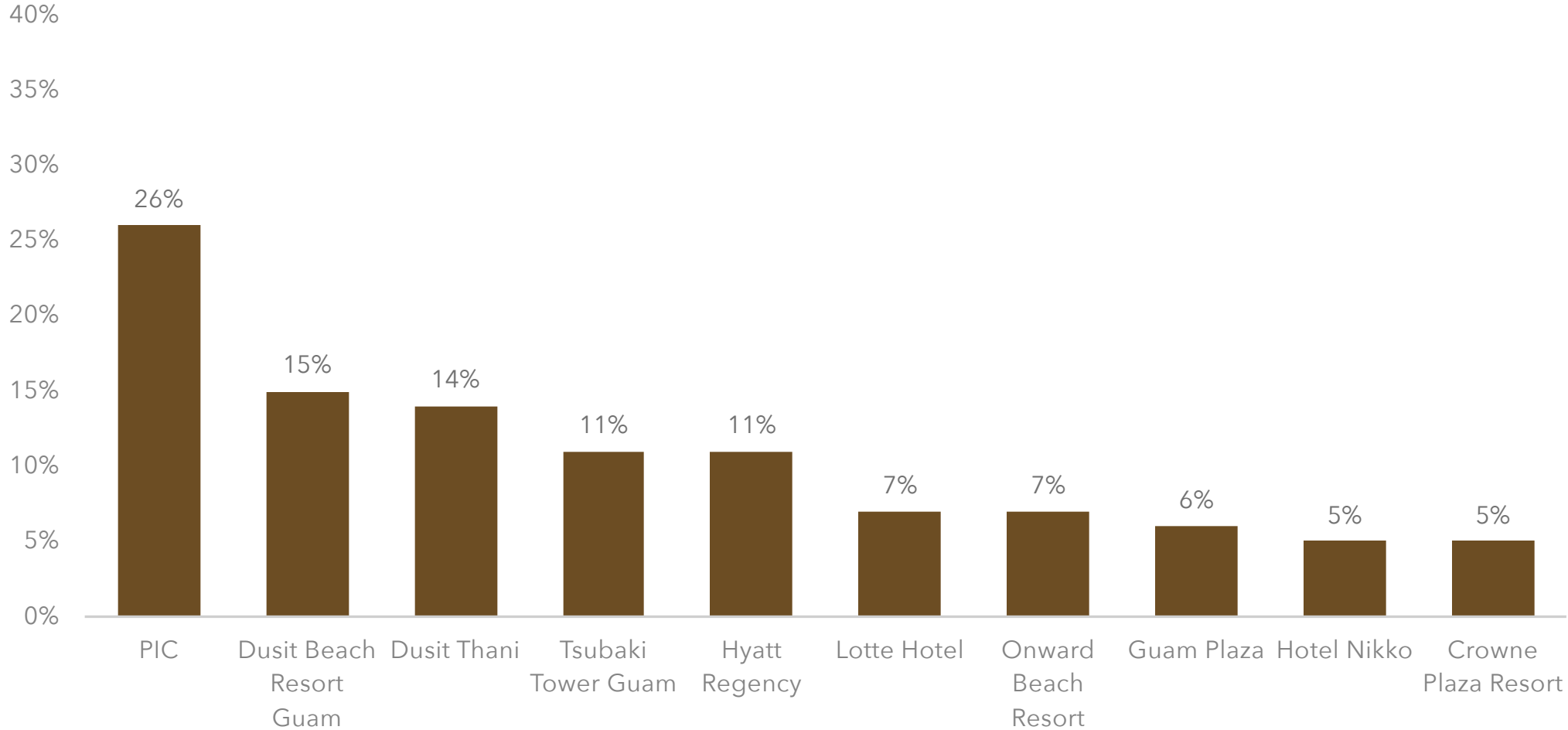
# PREPAID PACKAGE TRIP



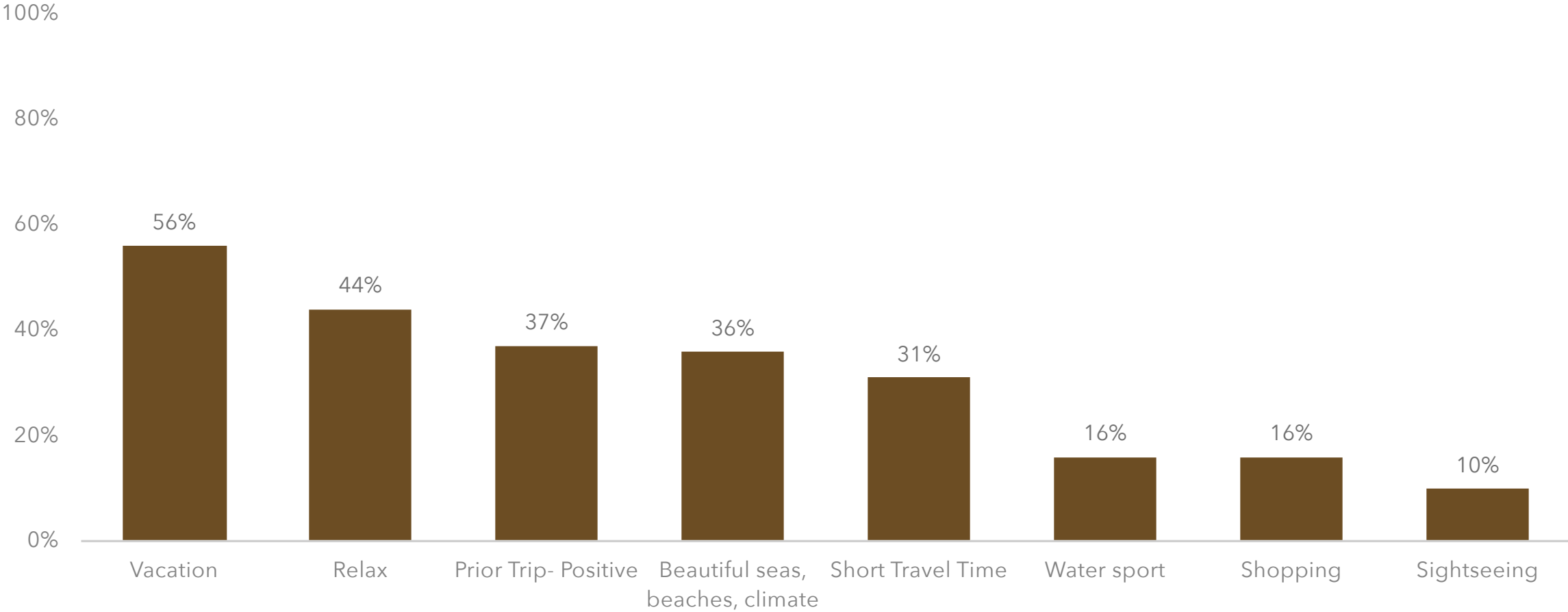
# PREPAID PACKAGE TRIP



# ACCOMMODATIONS (5%+)



# TRAVEL MOTIVATIONS (10%+)





# TRAVEL MOTIVATIONS – SEGMENTATION

GVB VISITOR SATISFACTION STUDY  
Q8 What top three reasons motivated you to travel to Guam on this trip?

	TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
	-	-	-	-	-	-	-	-	-
	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
Q8 Vacation	56%	58%	57%	57%	20%	36%	33%	52%	61%
Just to relax	44%	45%	45%	45%	20%	45%	a	31%	49%
A previous visit	37%	39%	40%	28%	a	9%	33%	81%	36%
Beautiful seas, beaches, tropical climate	36%	36%	37%	30%	40%	9%	a	31%	39%
Short travel time (not too far from home)	31%	32%	34%	13%	20%	18%	a	31%	31%
Shopping	16%	17%	18%	23%	a	18%	a	17%	16%
Water sports (snorkeling, windsurfing, parasailing)	16%	17%	15%	10%	a	9%	a	11%	16%
Sightseeing/ visiting tourist spots	10%	9%	9%	10%	a	a	33%	9%	11%
It is a safe place to spend a vacation	5%	6%	5%	8%	a	a	a	6%	5%
Price of the tour package	4%	3%	2%	8%	a	a	a	2%	3%
Recommendation of friend/ relative/ travel agency	3%	4%	2%	3%	a	a	33%	1%	4%
To golf	3%	3%	2%	3%	a	a	a	4%	3%
Honeymoon	3%	4%	2%	8%	a	100% <sup>a</sup>	a	1%	3%
Organized sporting activity/ event	3%	3%	4%	3%	a	a	a	3%	3%
Incentive trip	2%	1%	0%	5%	100% <sup>a</sup>	a	a	a	1%
To visit friends or relatives	1%	1%	2%	a	a	a	a	2%	1%
Scuba diving	1%	1%	2%	a	a	9%	a	1%	1%
To Get Married/ attend Wedding	1%	1%	1%	3%	a	a	100% <sup>a</sup>	1%	1%
Government or military	1%	1%	1%	a	a	a	a	1%	1%
Career certification/ testing	1%	0%	1%	a	a	a	a	1%	0%
Adventure	1%	0%	1%	a	a	a	a	a	1%
Social Media networks	1%	1%	a	a	3%	a	a	a	a
Company/ business trip	0%	a	0%	a	a	a	a	1%	a
School trip	0%	a	a	3%	a	a	a	a	a
Total	329	281	246	40	5	11	3	150	300

\*Prepared by Anthology Research<sup>b,c</sup>

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b. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion.

Significance level for upper case letters (A, B, C): .05

c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.





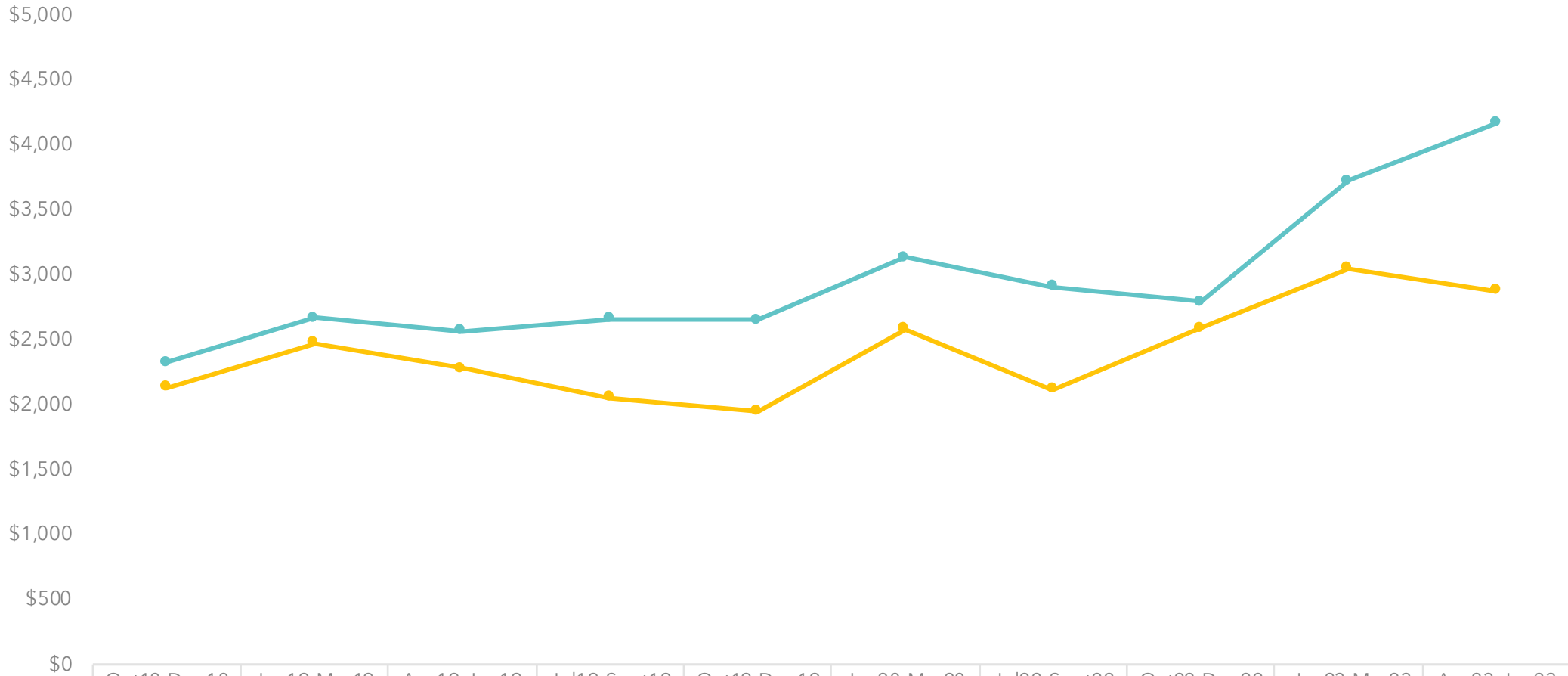
SECTION 3  
**EXPENDITURES**



# PREPAID PACKAGE EXPENDITURES

- \$4,165.67 = overall mean average prepaid package expense (for entire travel party) by respondent
- \$1,156.31 = overall mean average **per person** prepaid package expenditures

# PREPAID PACKAGE – TRAVEL PARTY EXPENSE TRACKING

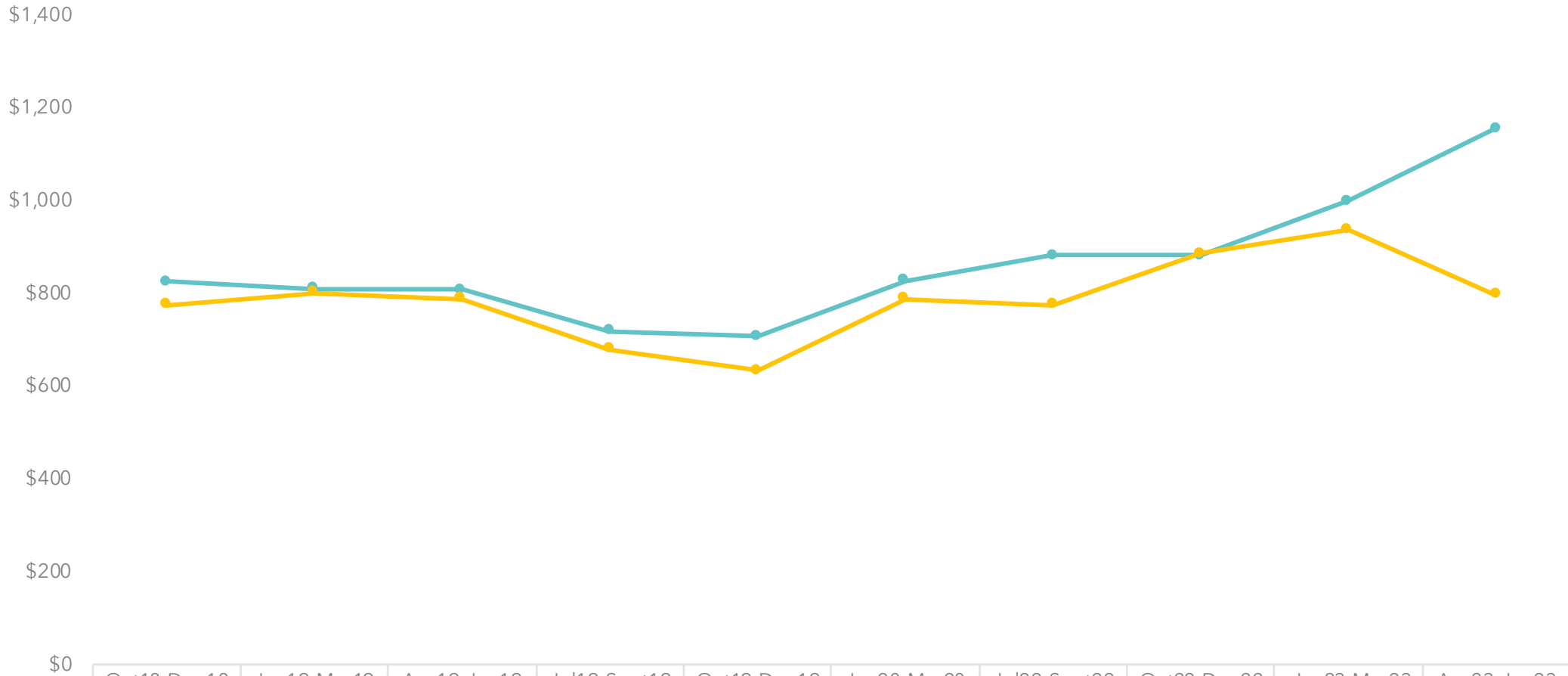


	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22	Jan23-Mar23	Apr23-Jun23
MEAN	\$2,326.86	\$2,670.15	\$2,568.95	\$2,660.05	\$2,648.03	\$3,134.55	\$2,911.19	\$2,794.74	\$3,726.36	\$4,165.67
MEDIAN	\$2,129.00	\$2,473.00	\$2,279.00	\$2,052.00	\$1,948.00	\$2,582.00	\$2,119.00	\$2,590.00	\$3,046.00	\$2,873.00





# PREPAID PACKAGE – PER PERSON EXPENSE TRACKING



	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22	Jan23-Mar23	Apr23-Jun23
MEAN	\$824.99	\$809.76	\$807.70	\$717.48	\$707.64	\$827.92	\$882.17	\$880.79	\$998.61	\$1,156.31
MEDIAN	\$776.00	\$801.00	\$789.00	\$680.00	\$634.00	\$789.00	\$776.00	\$886.00	\$937.00	\$797.00



# PREPAID PACKAGE – PER PERSON EXPENSE SEGMENTATION

**GVB VISITOR SATISFACTION STUDY**  
**Q20 How much did the total prepaid package trip cost for you and other members of your covered travel party? PER PERSON**

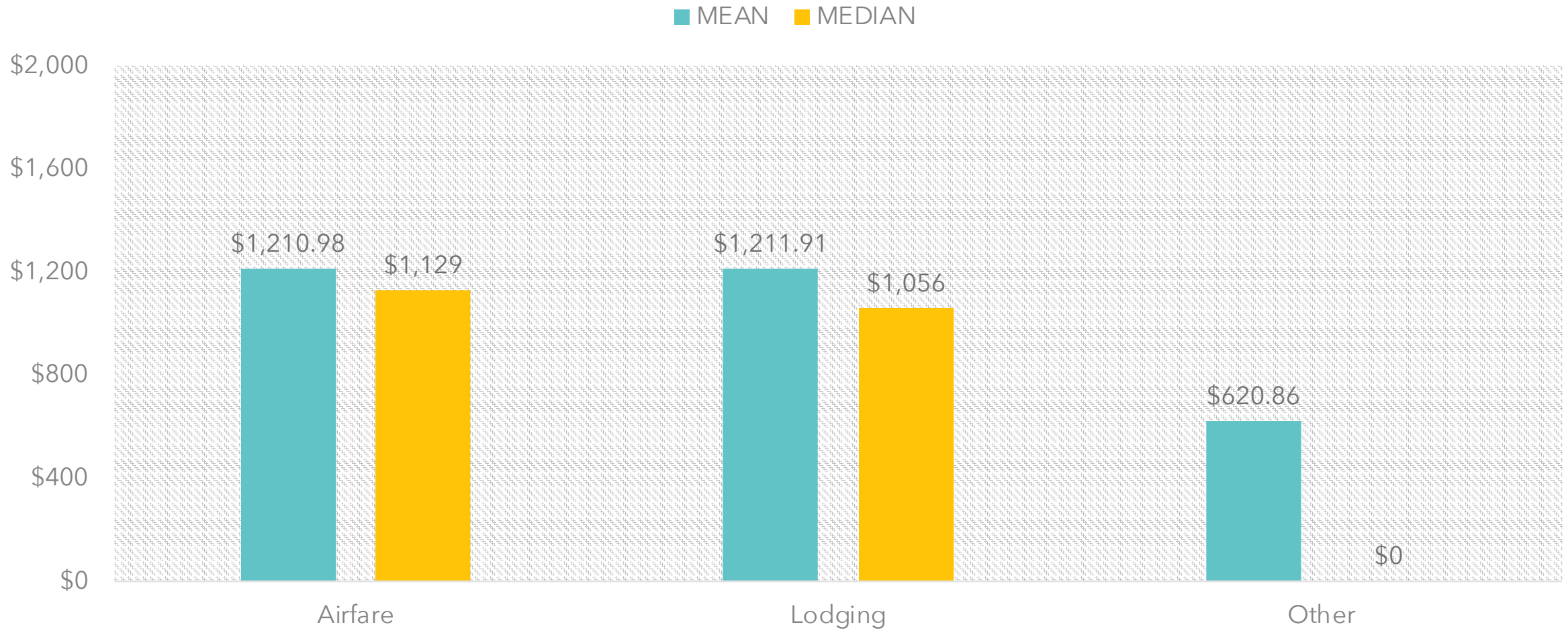
		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
		-	-	-	-	-	-	-	-	-
		(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
PREPAID PKG TRIP/ PER PERSON IN \$	Mean	\$1,156.31	\$1,156.15	\$982.61	\$678.15	\$252.03	\$1,736.15	\$1,701.18 <sup>a</sup>	\$1,346.09	\$1,206.78
	Median	\$797	\$832	\$941	\$758	\$0	\$1,711	\$1,701 <sup>a</sup>	\$803	\$832

\*Prepared by Anthology Research<sup>a,b,c,d</sup>

- a. This category is not used in comparisons because the sum of case weights is less than two.
- b. Results are based on two-sided tests assuming equal variances. For each significant pair, the key of the smaller category appears in the category with the larger mean.  
Significance level for upper case letters (A, B, C): .05
- c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- d. Pairwise comparisons are not performed for some subtables because of numerical problems.

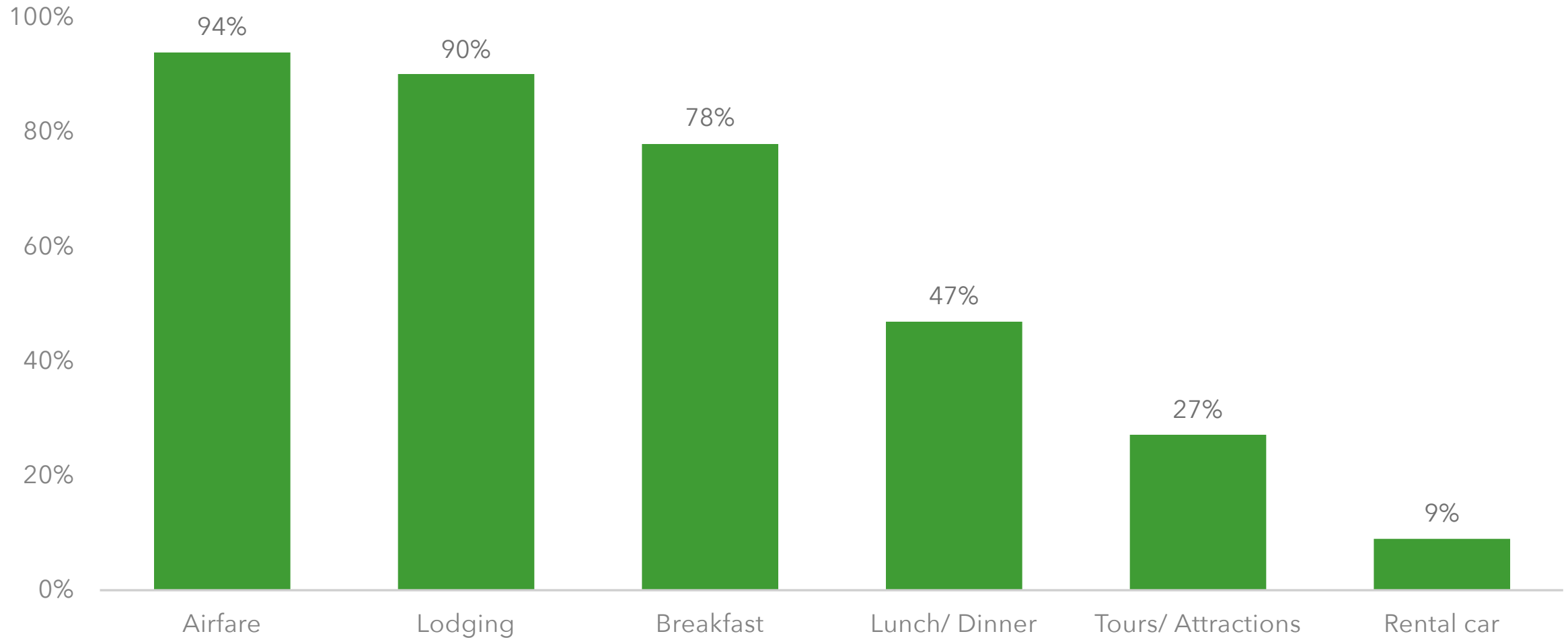


# PREPAID PACKAGE – BREAKDOWN





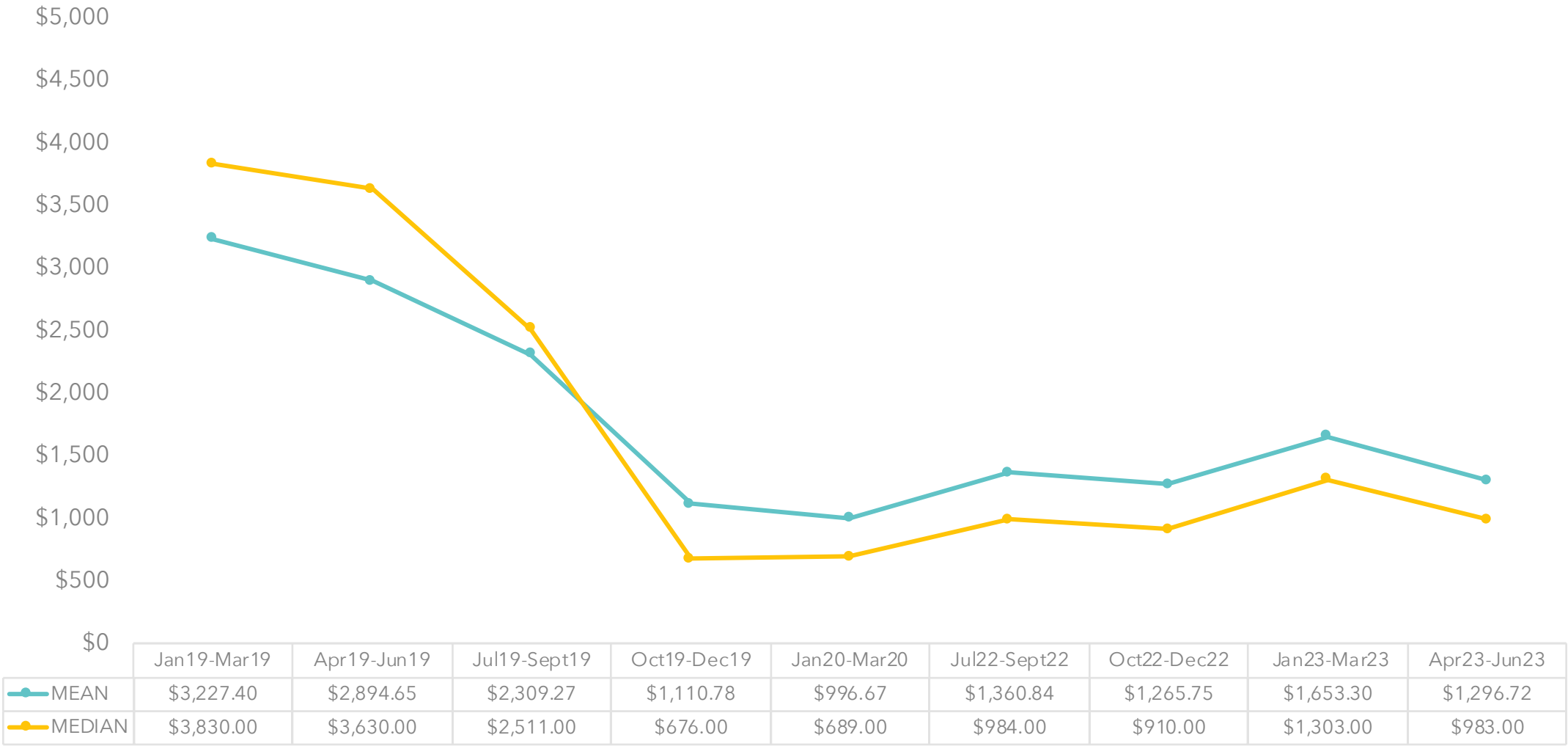
# PREPAID PACKAGE – BREAKDOWN



# AIRFARE – FIT TRAVELER

- \$1,296.72 = overall mean average airfare expense (for entire travel party) by respondent
- \$401.36 = overall mean average **per person** airfare expenditures

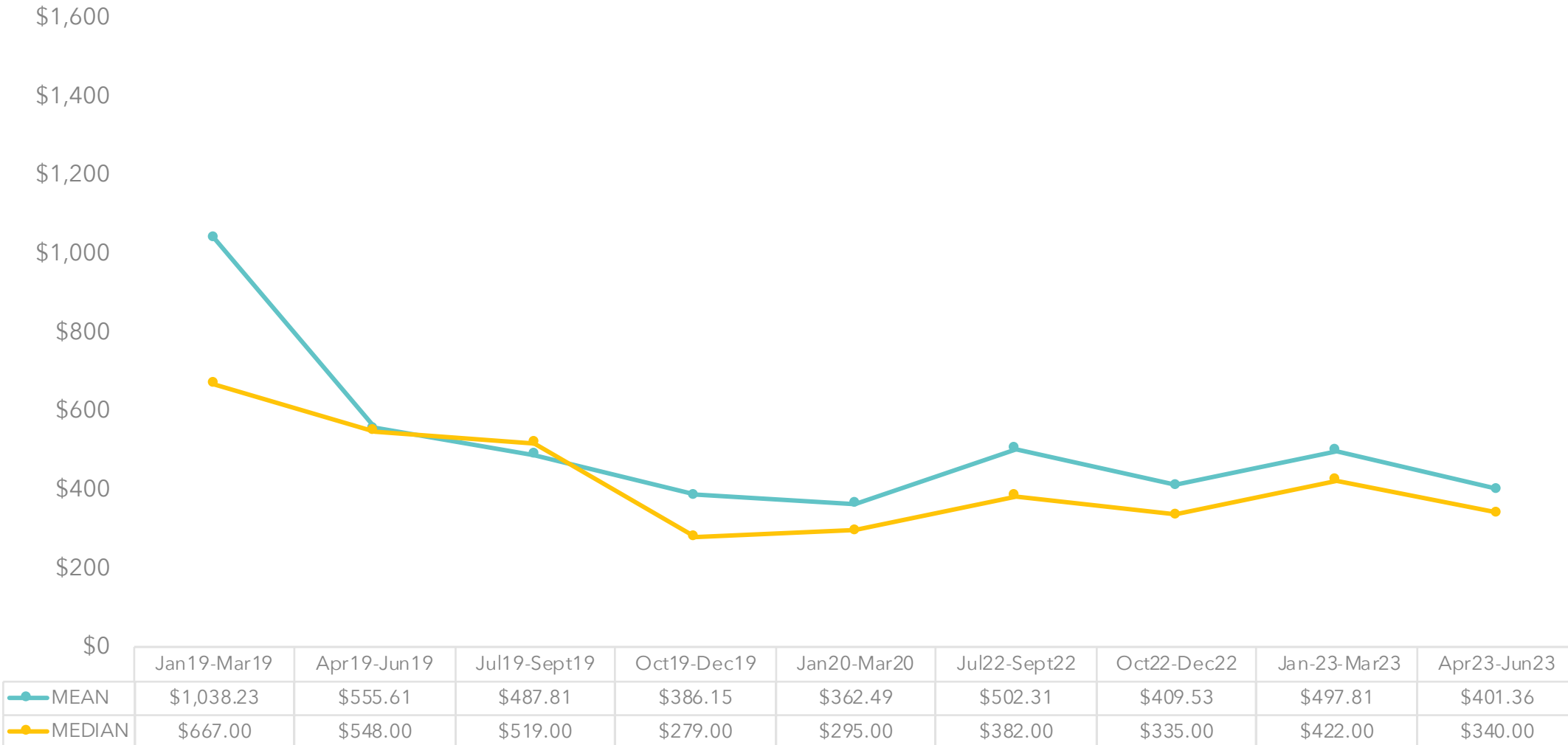
# AIRFARE – FIT TRAVELER (GROUP) TRACKING



Q: How much did the total did you and your family/ travel party pay for the airline trip costs to Guam (if not included as part of a package)?



# AIRFARE – FIT TRAVELER (Per Person) TRACKING



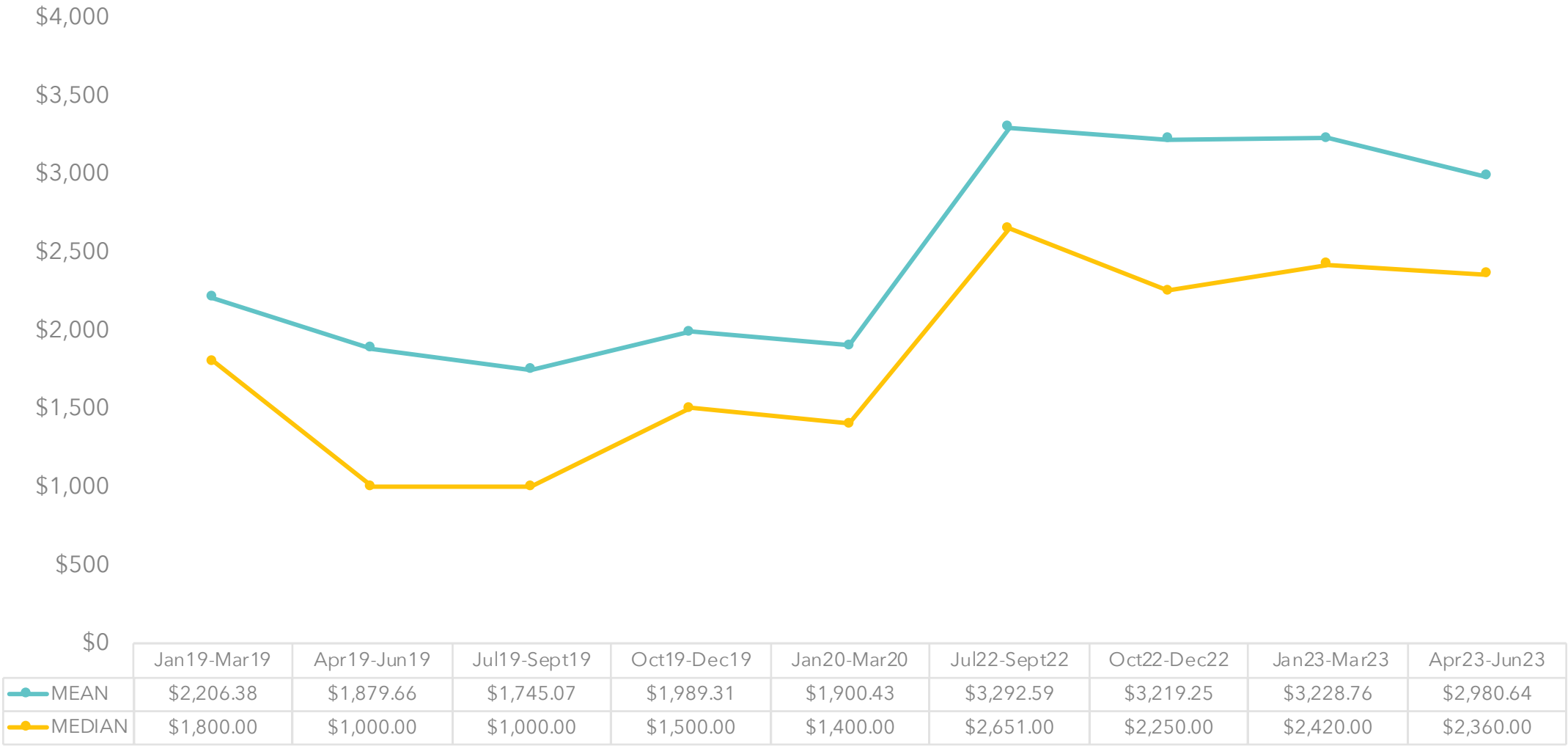
Q: How much did the total did you and your family/ travel party pay for the airline trip costs to Guam (if not included as part of a package)?



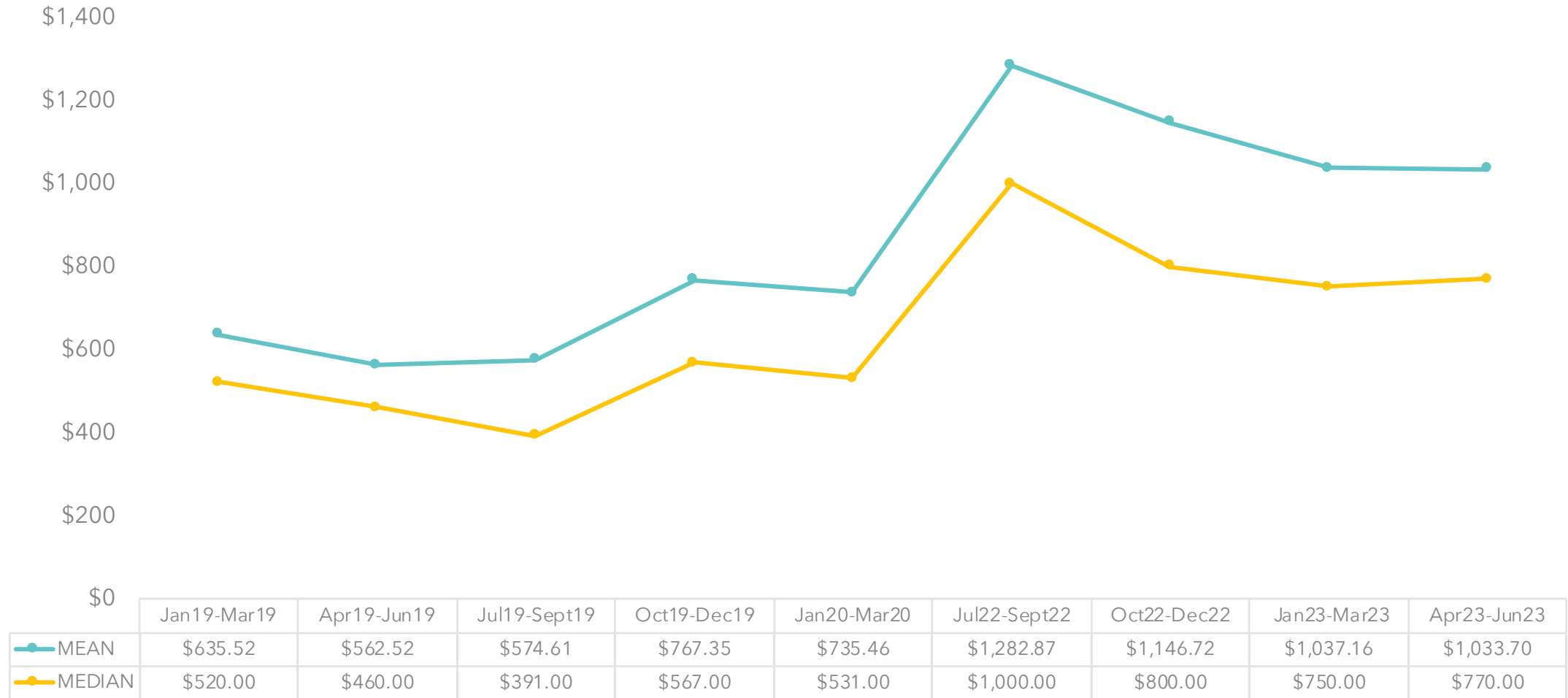
# ONISLE EXPENDITURES

- \$2,980.64 = overall mean average expense (for entire travel party) by respondent
- \$1,033.70 = overall mean average **per person** expenditures

# ONISLE – TRAVEL PARTY TRACKING

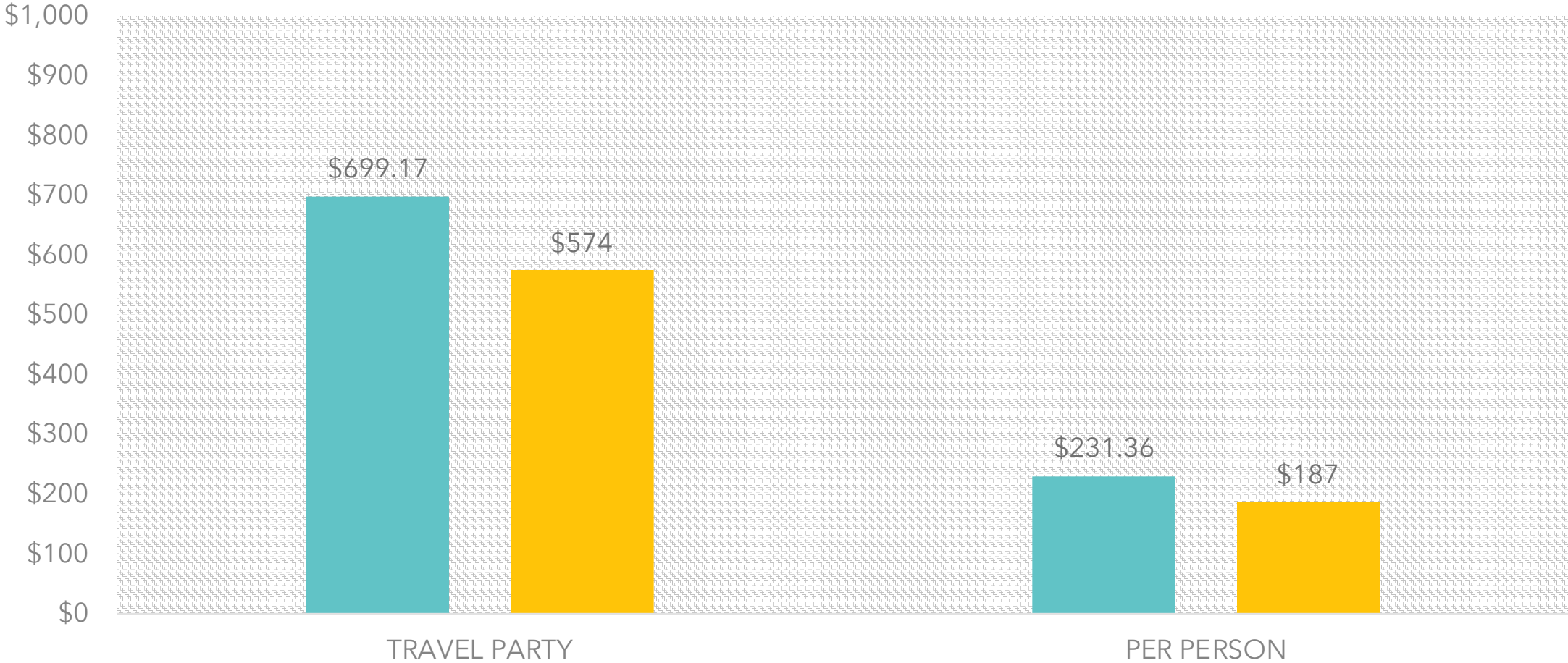


# ONISLE – PER PERSON TRACKING



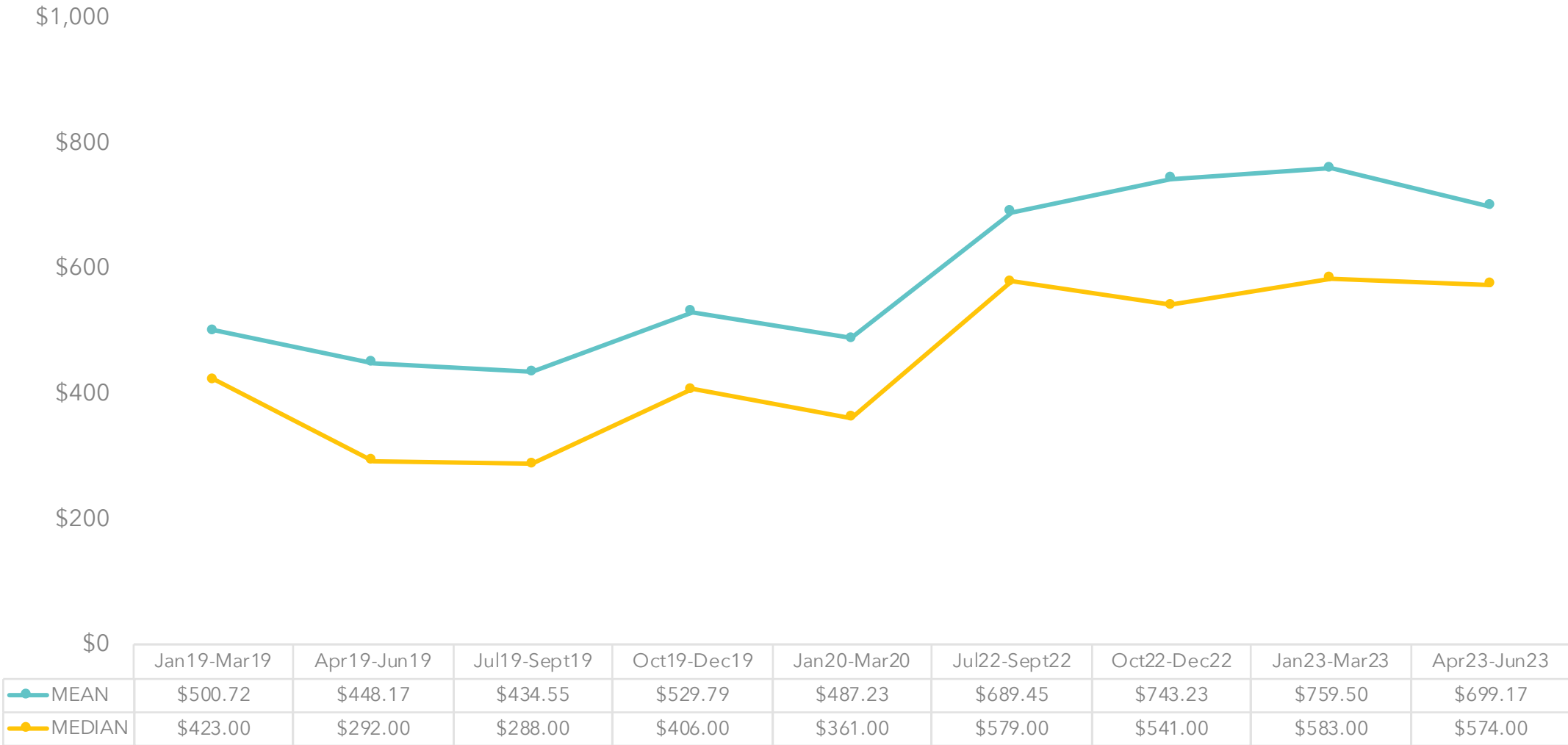
# ONISLE – PER DAY SPENDING

■ MEAN ■ MEDIAN

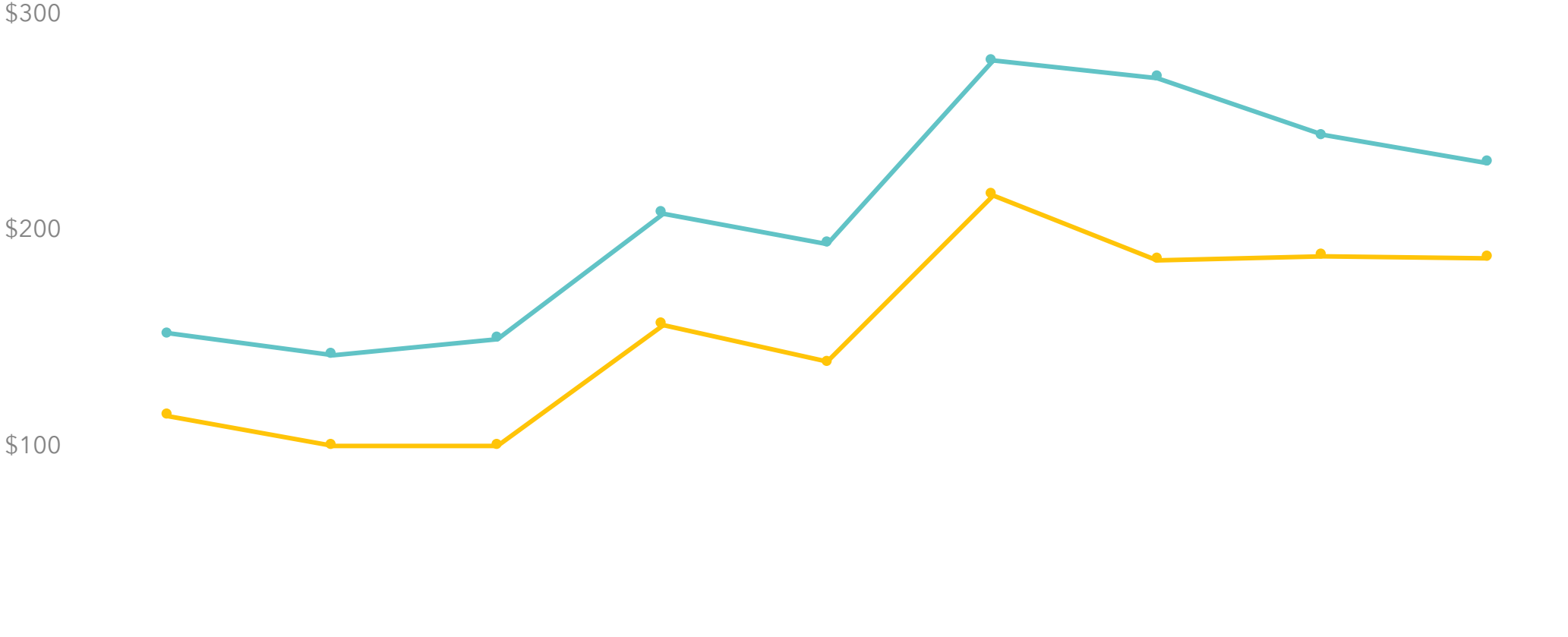




# ONISLE – TRAVEL PARTY/ PER DAY TRACKING



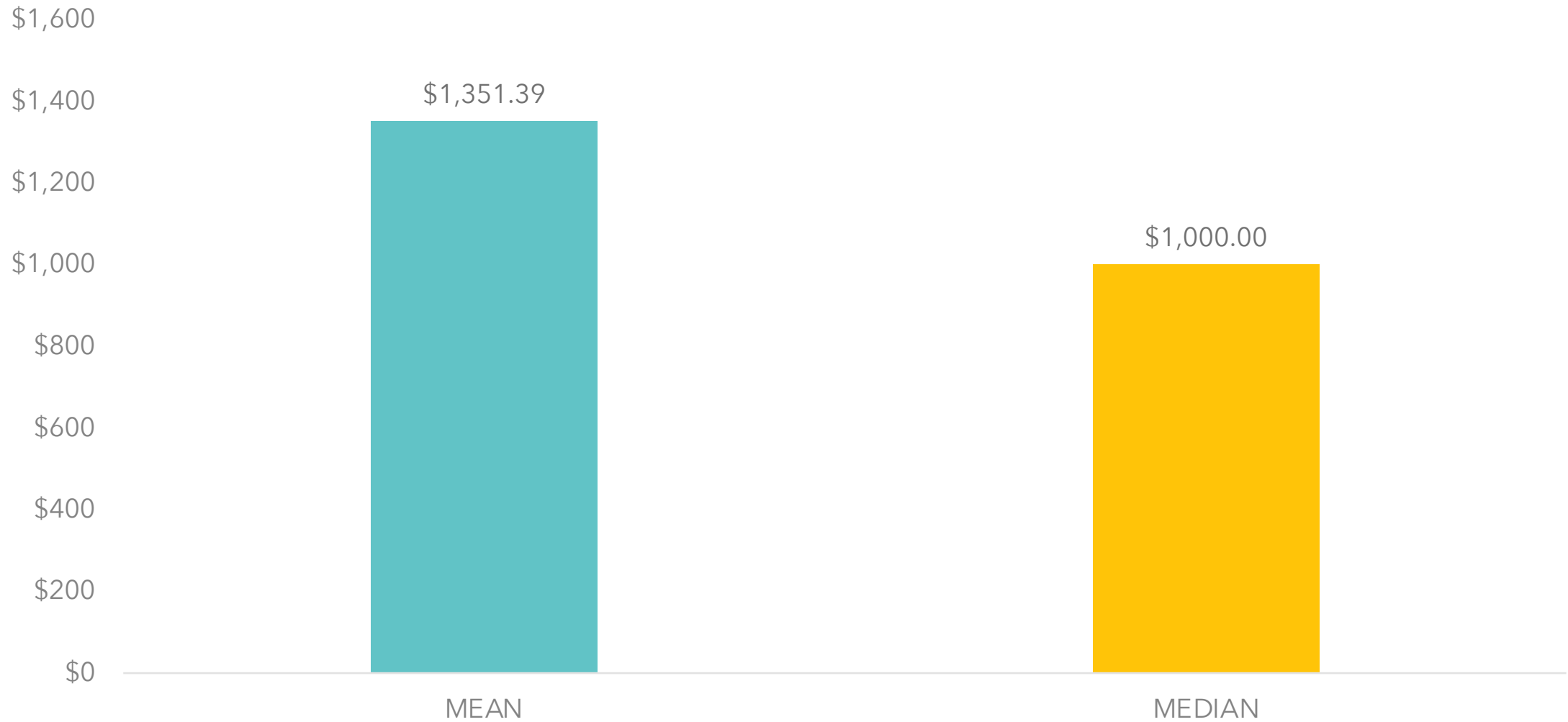
# ONISLE – PER PERSON/ PER DAY TRACKING



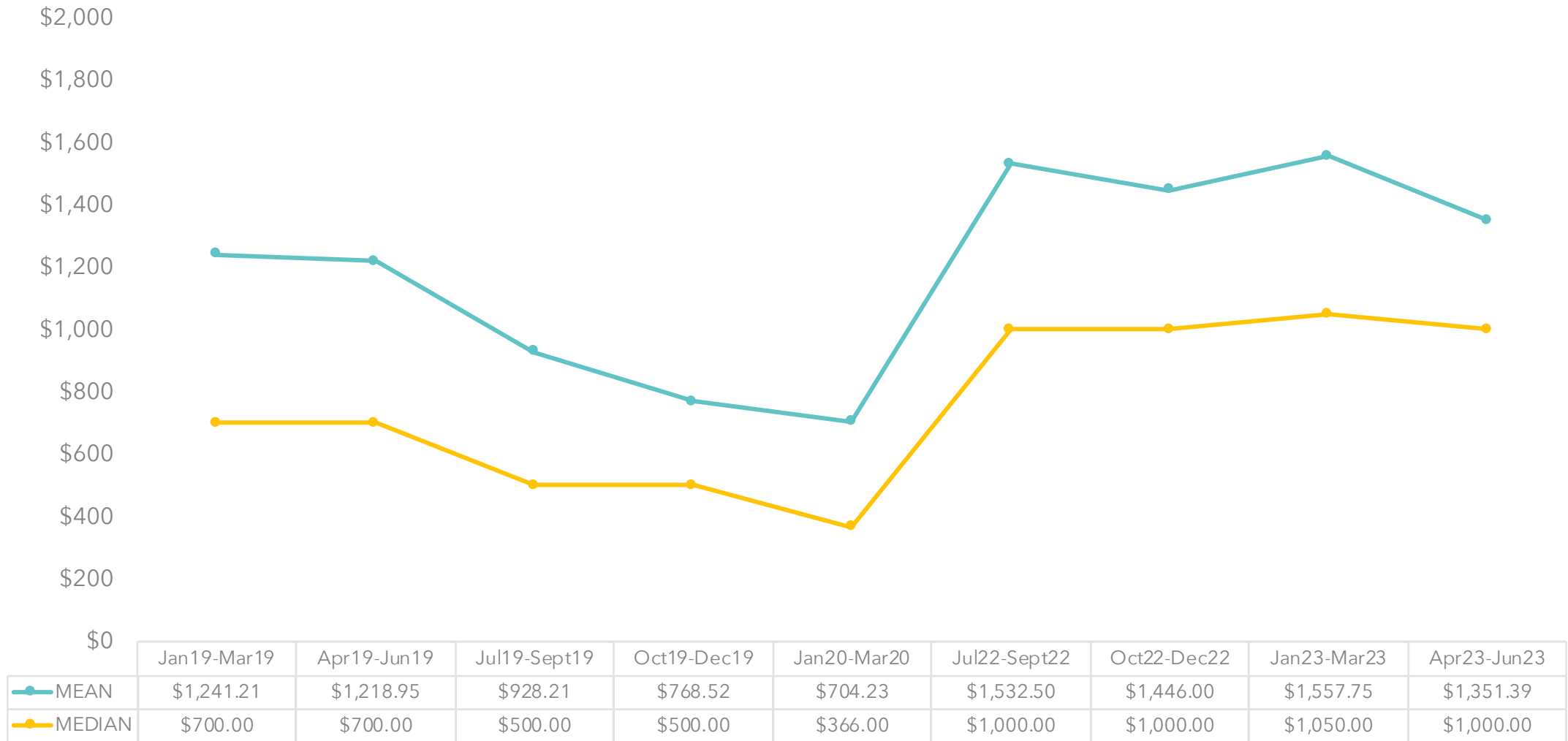
	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22	Jan23-Mar23	Apr23-Jun23
MEAN	\$152.15	\$141.98	\$149.66	\$207.72	\$193.68	\$278.52	\$270.33	\$243.77	\$231.36
MEDIAN	\$114.00	\$100.00	\$100.00	\$156.00	\$139.00	\$216.00	\$186.00	\$188.00	\$187.00



# ONISLE – ACCOMMODATIONS

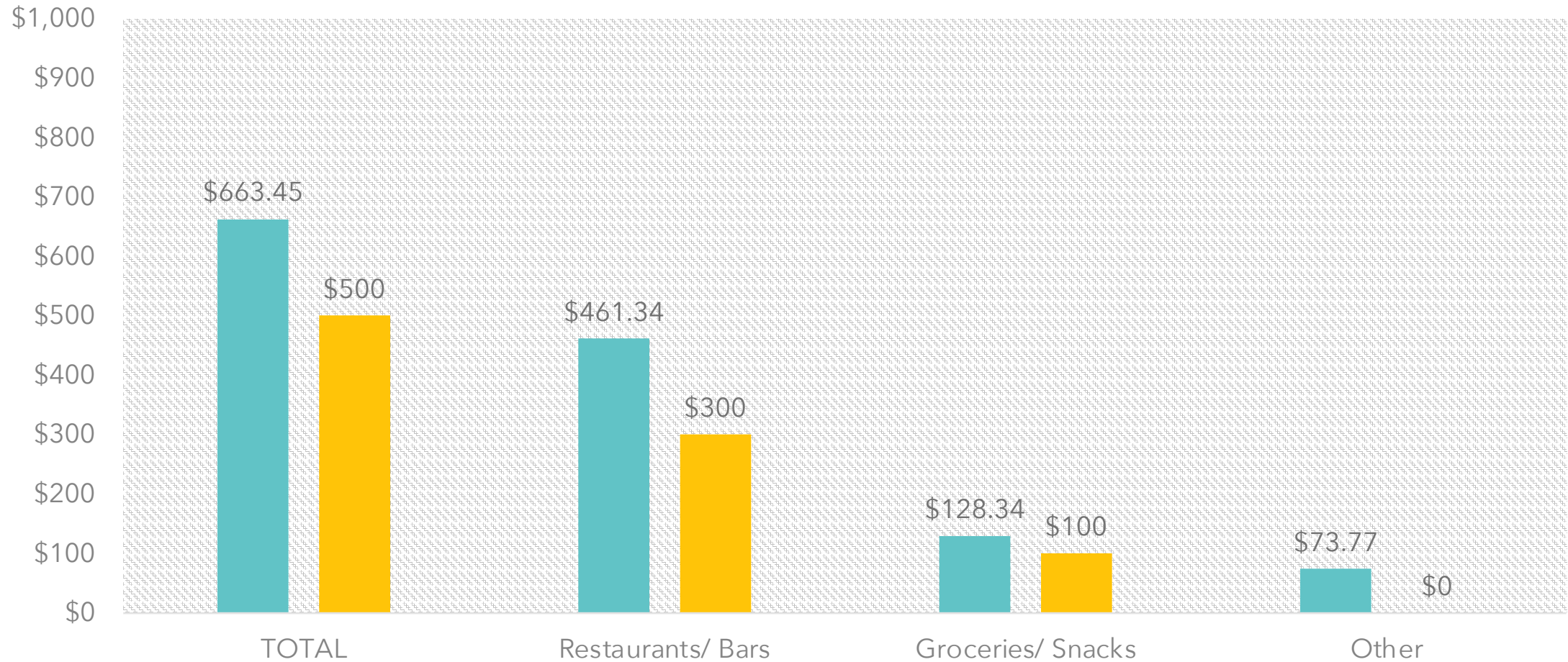


# ONISLE – ACCOMMODATIONS TRACKING

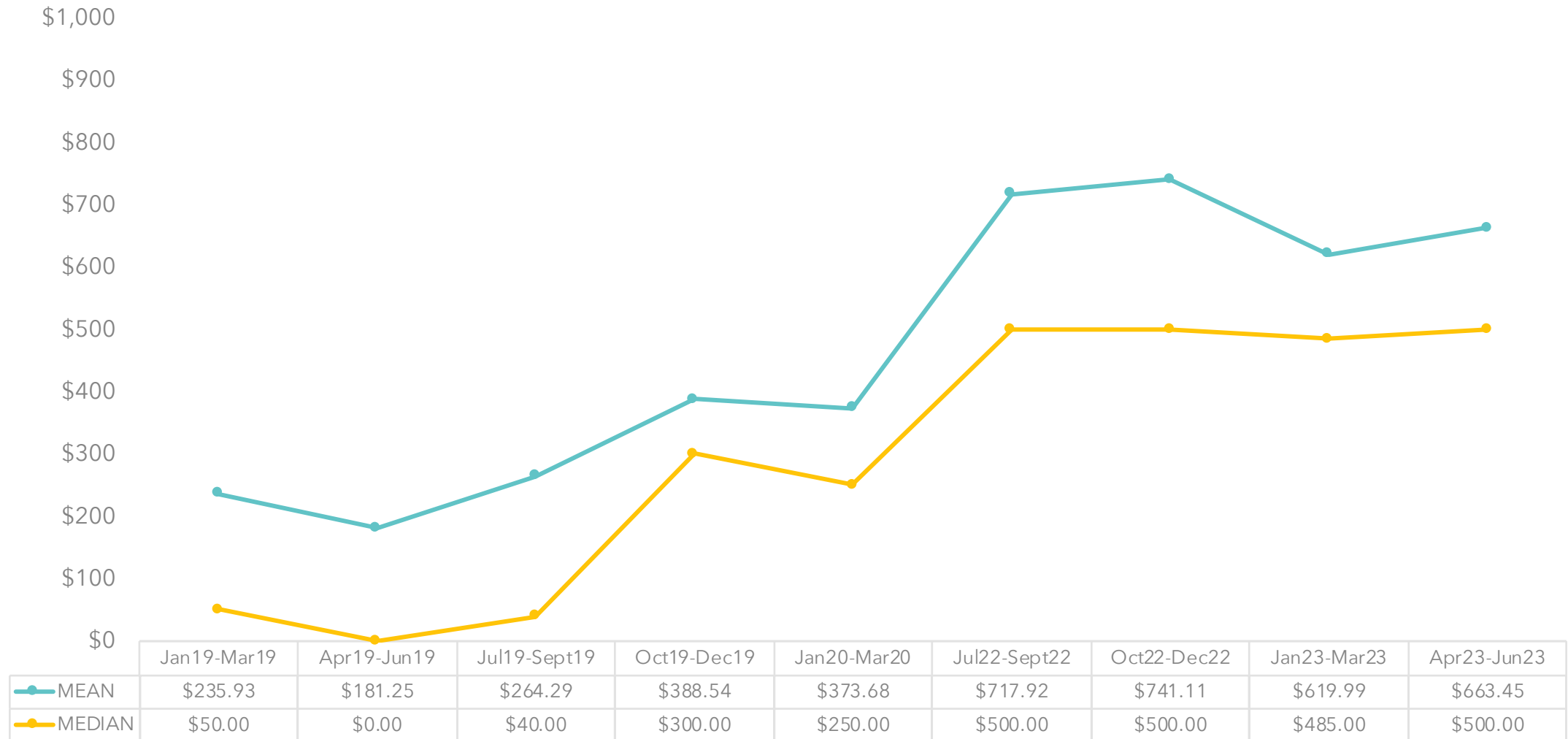


# ONISLE – FOOD & BEVERAGE

■ MEAN ■ MEDIAN

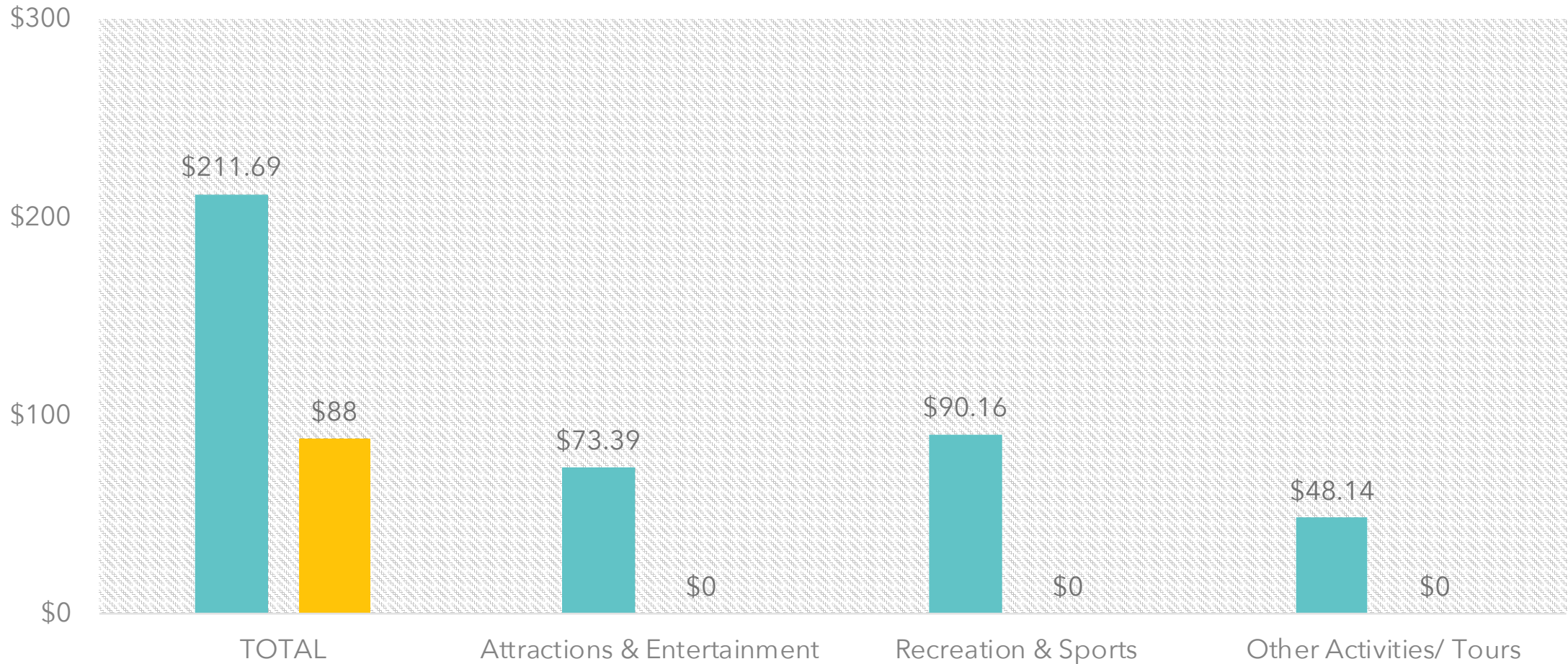


# ONISLE – TOTAL FOOD & BEVERAGE TRACKING

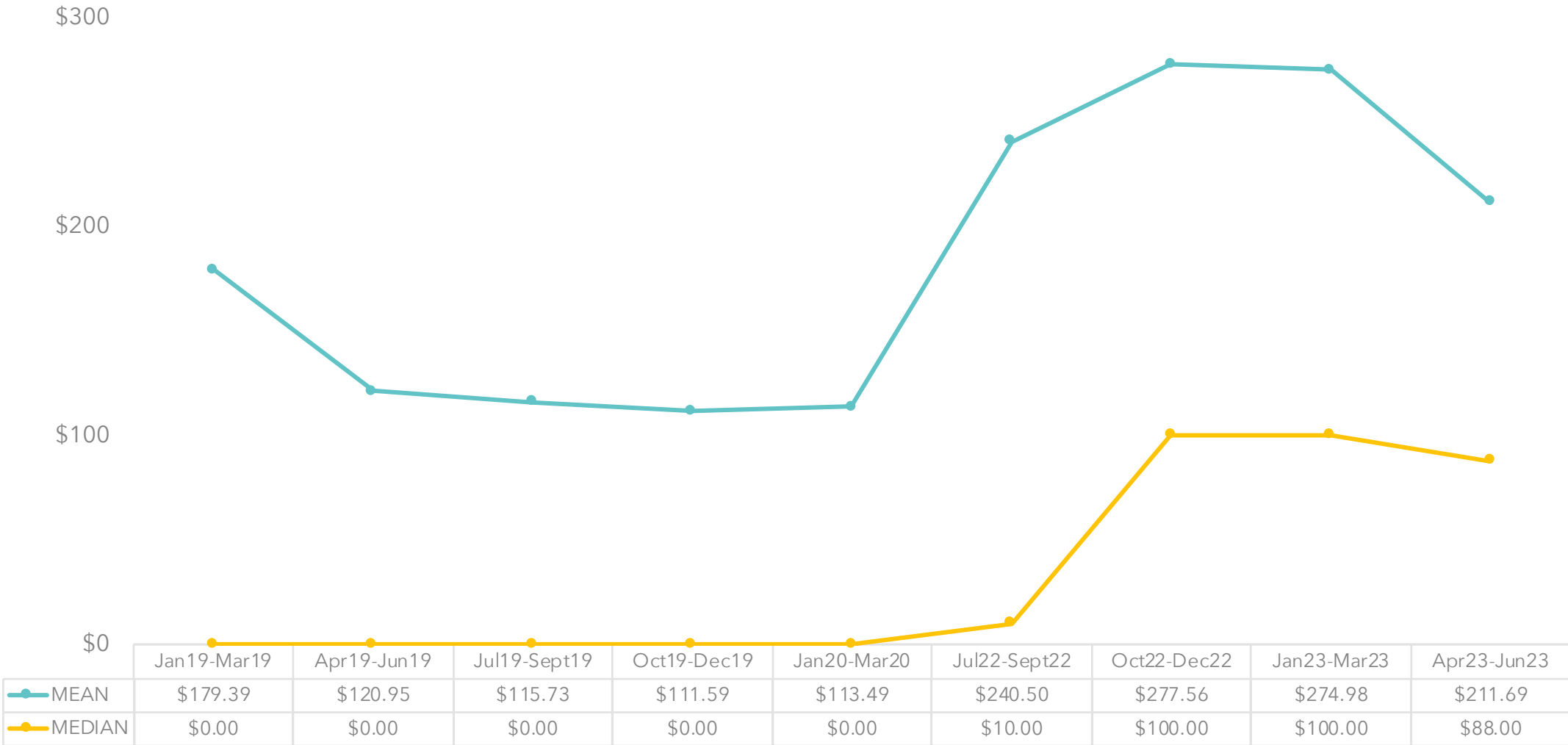


# ONISLE – ENTERTAINMENT & RECREATION

■ MEAN ■ MEDIAN

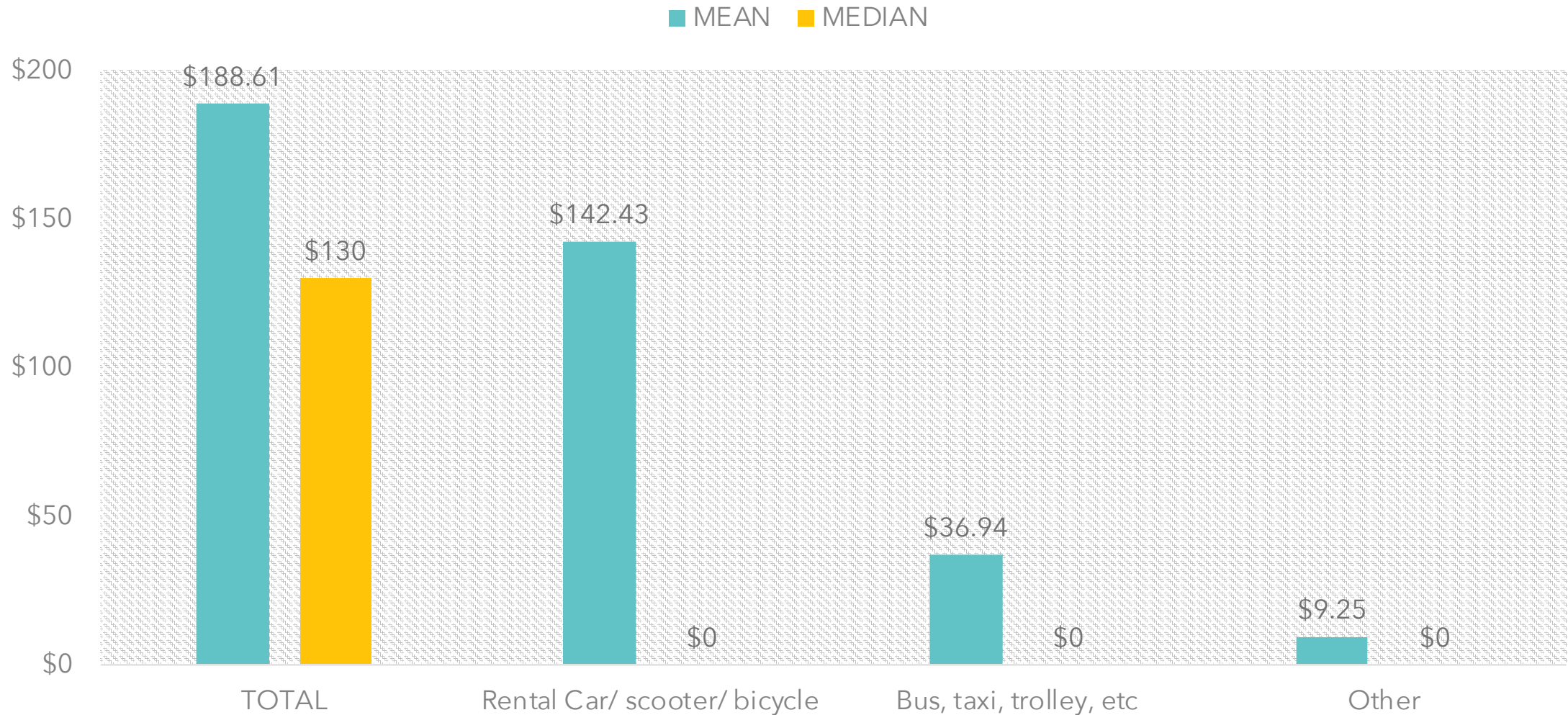


# ONISLE – TOTAL ENTERTAINMENT & RECREATION TRACKING

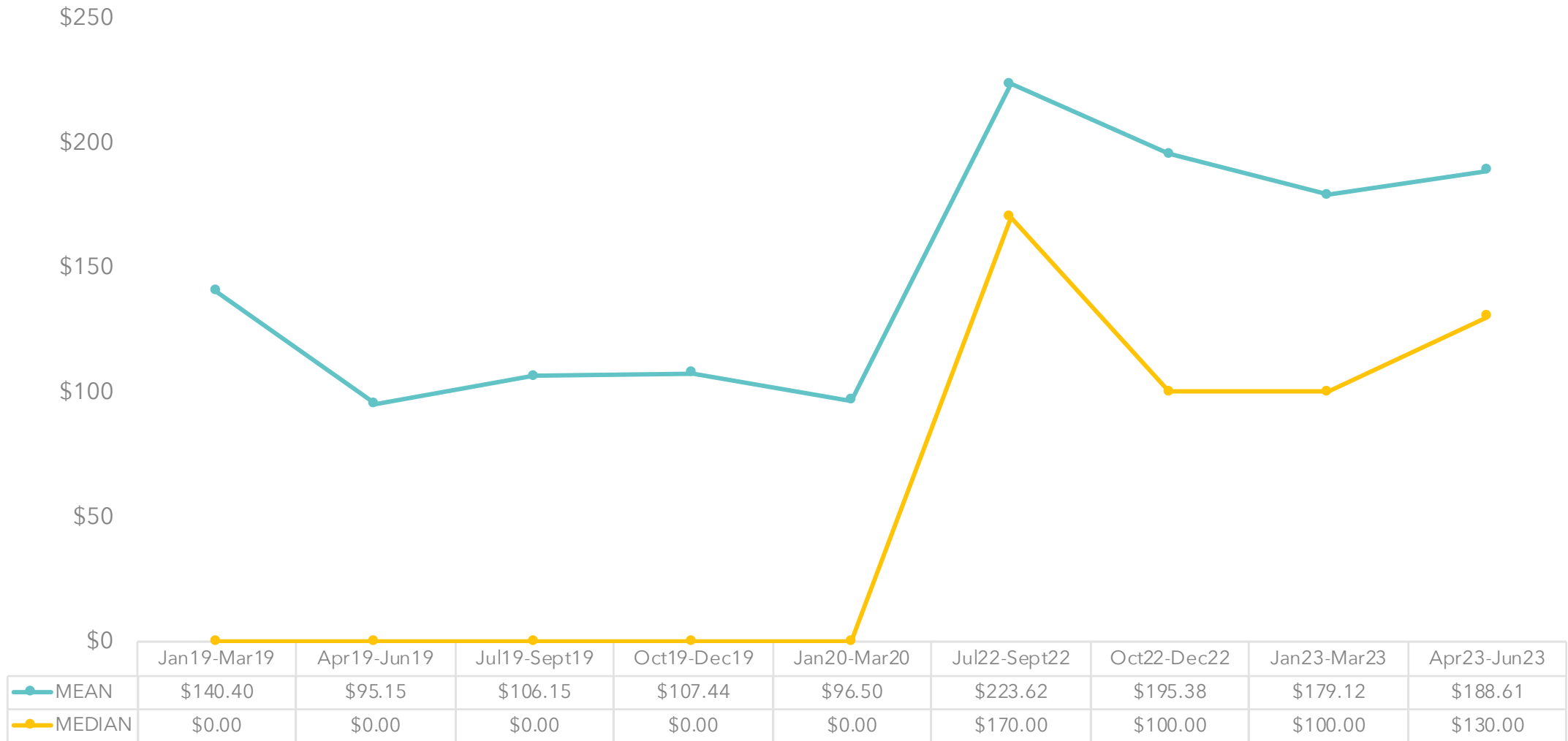




# ONISLE – TRANSPORTATION

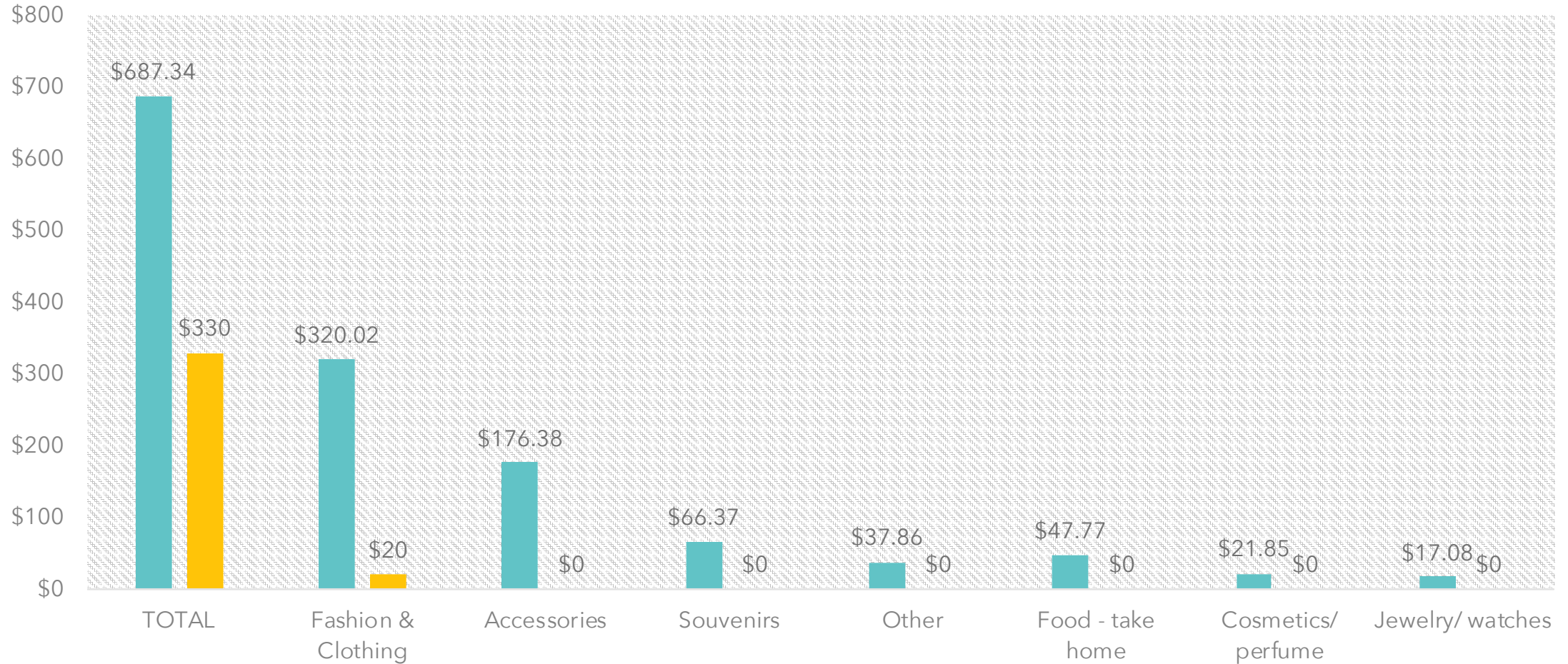


# ONISLE – TOTAL TRANSPORTATION TRACKING

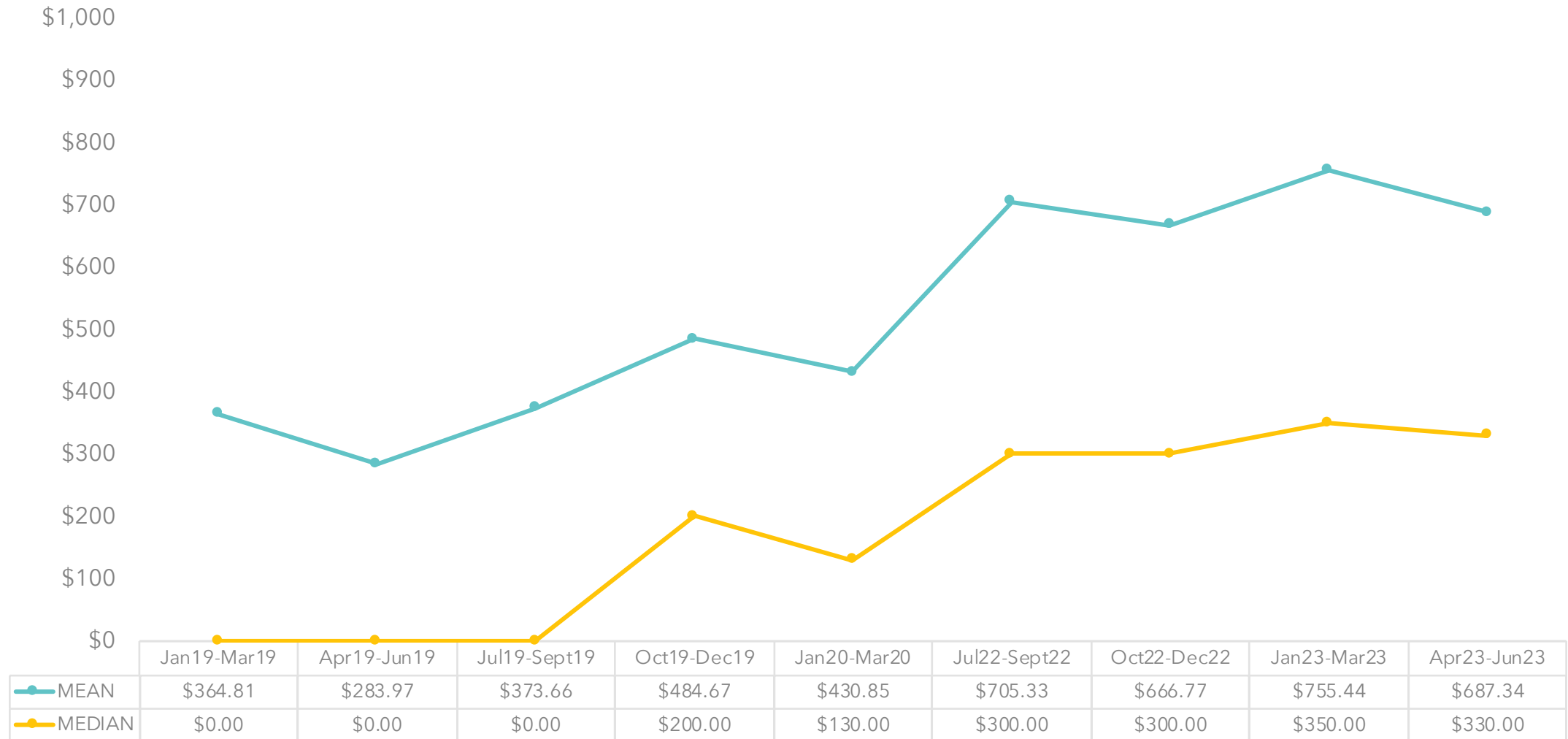


# ONISLE – SHOPPING

■ MEAN ■ MEDIAN

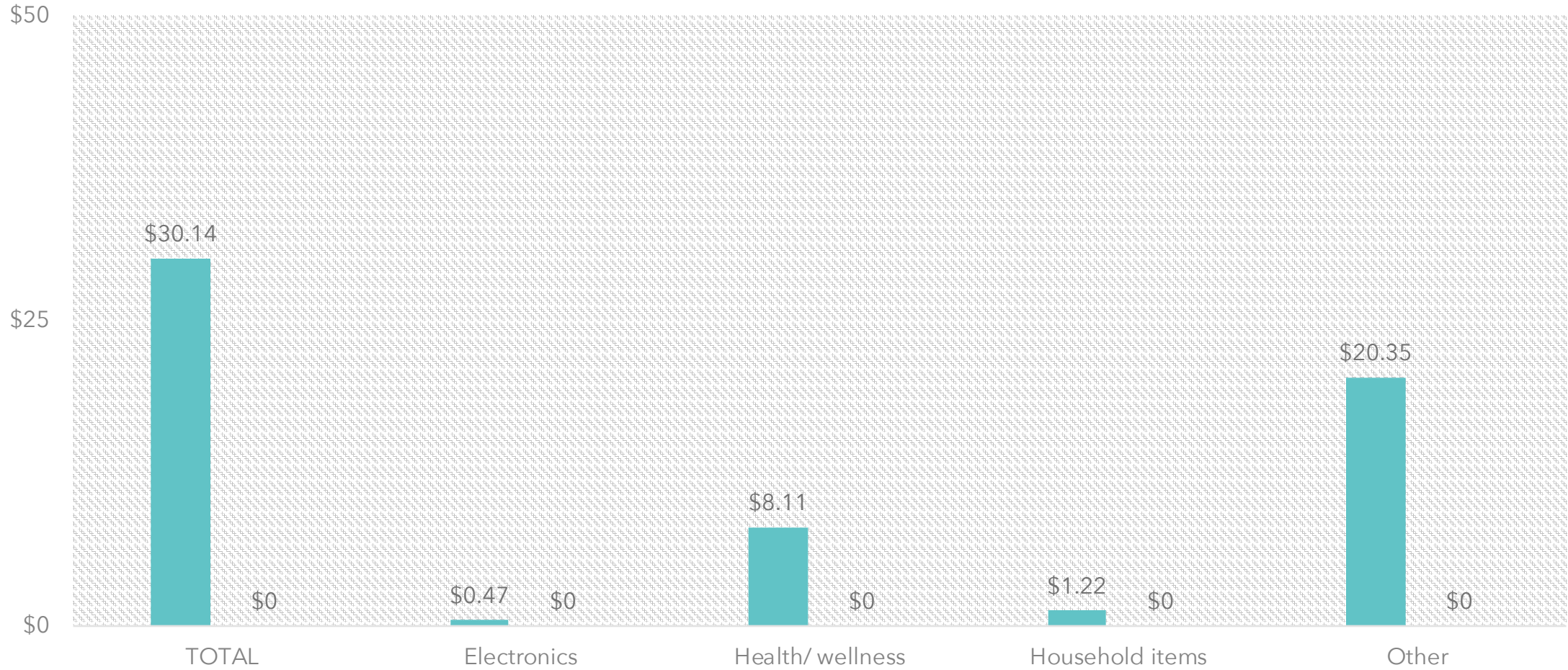


# ONISLE – TOTAL SHOPPING TRACKING

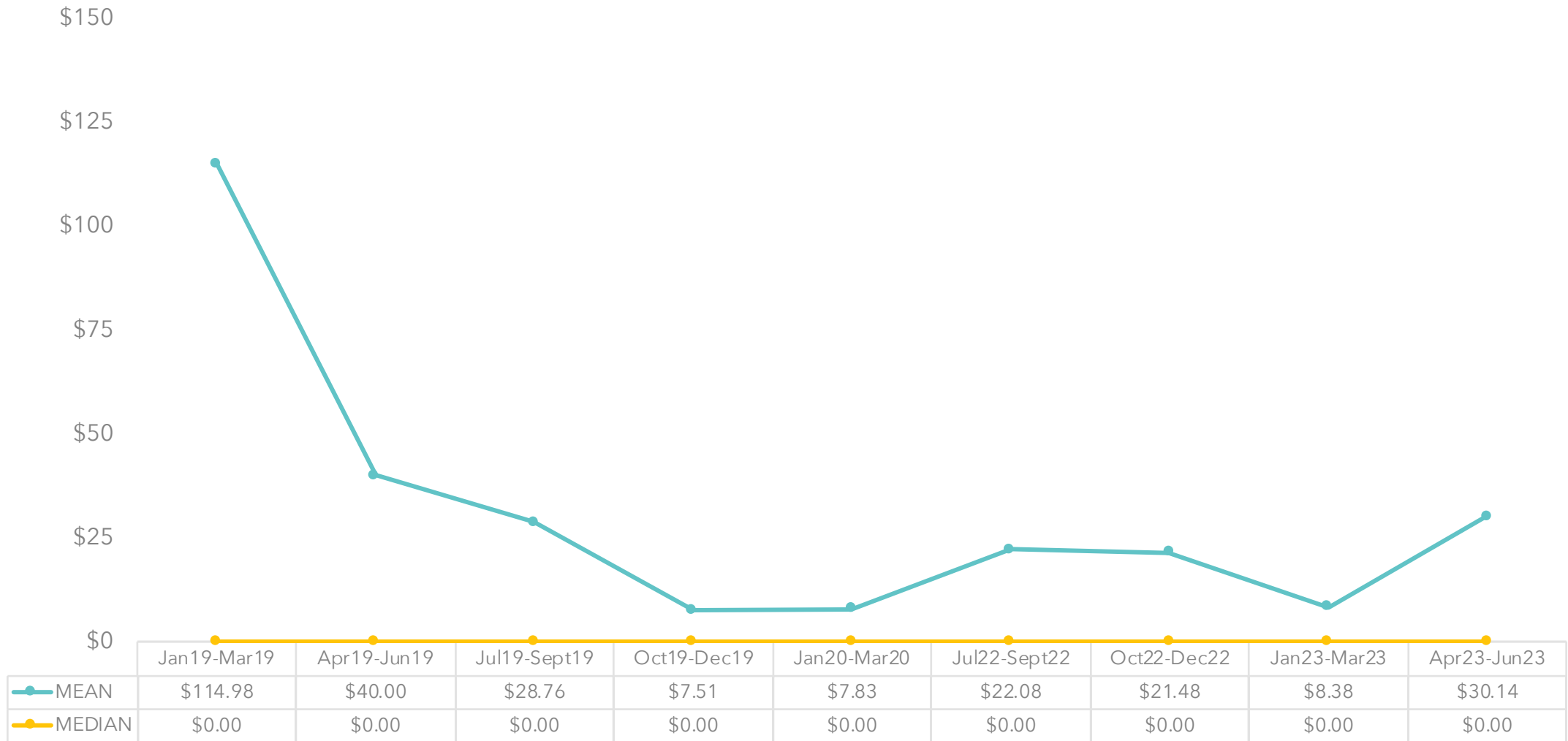


# ONISLE – MISCELLANEOUS

■ MEAN ■ MEDIAN



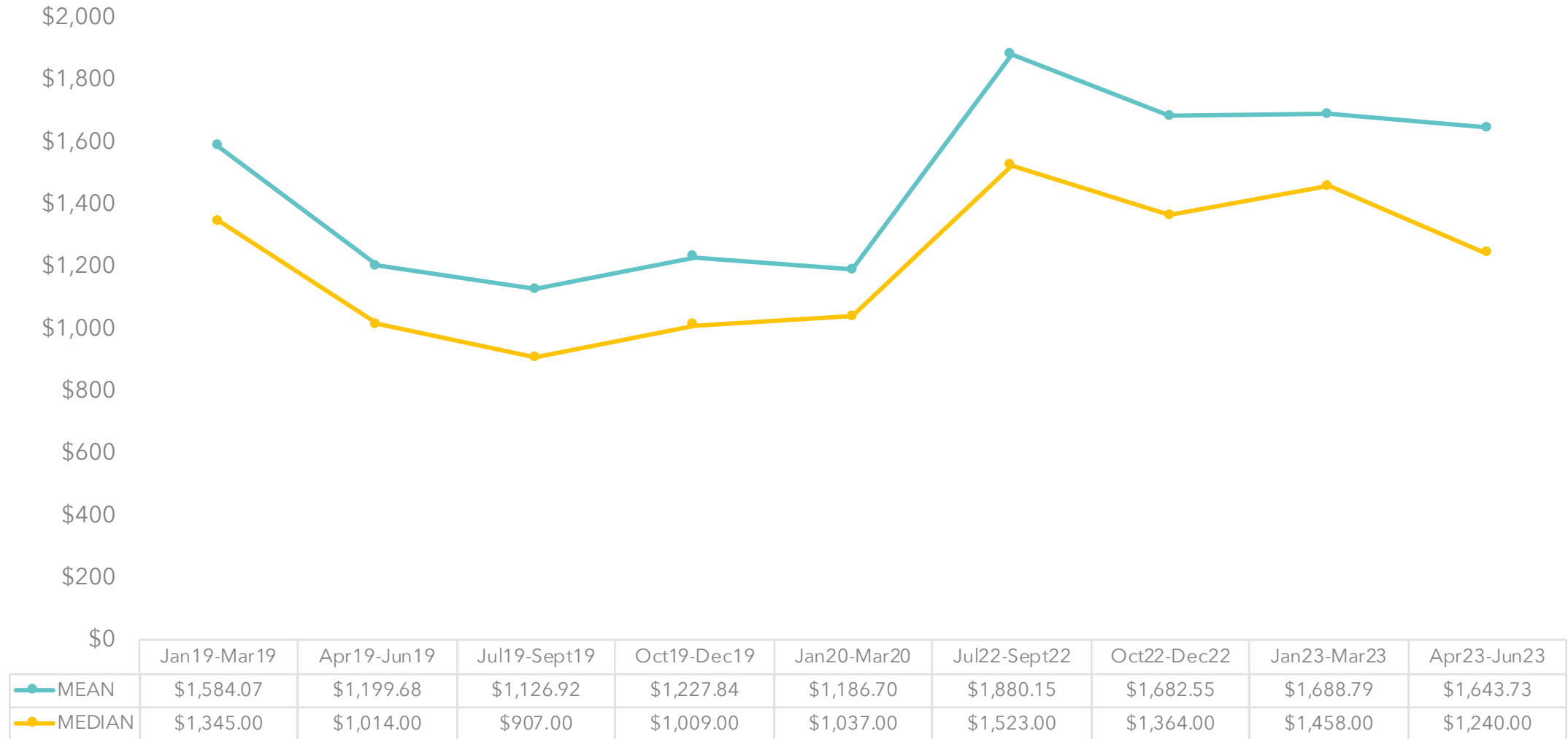
# ONISLE – TOTAL MISCELLANEOUS TRACKING



# TOTAL EXPENDITURES PER PERSON (ONISLE + PREPAID)

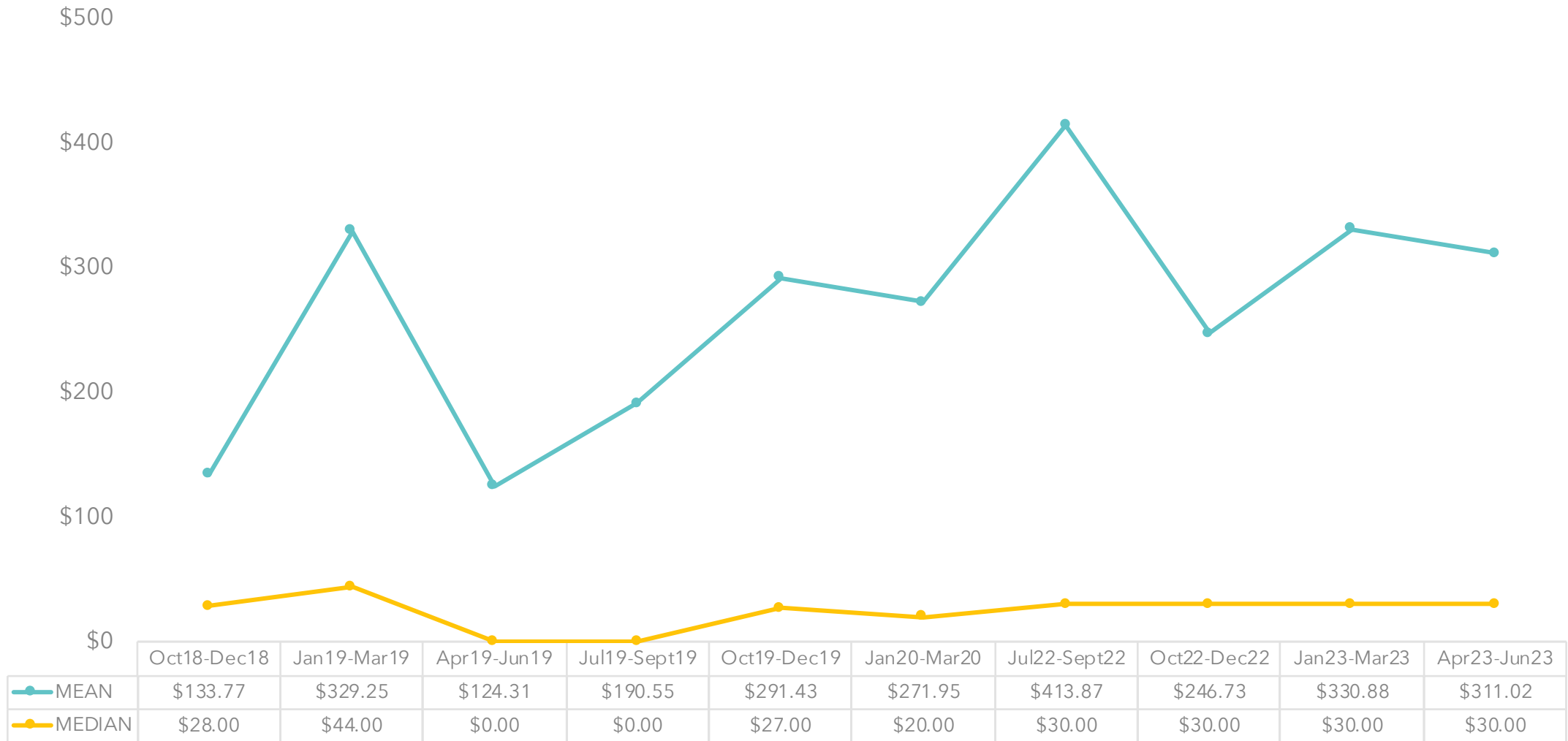
- \$1,643.73 = Mean average per person
- \$1,240.00 = Median amount spent per person

# TOTAL EXPENDITURES PER PERSON TRACKING





# GUAM AIRPORT EXPENDITURE TRACKING



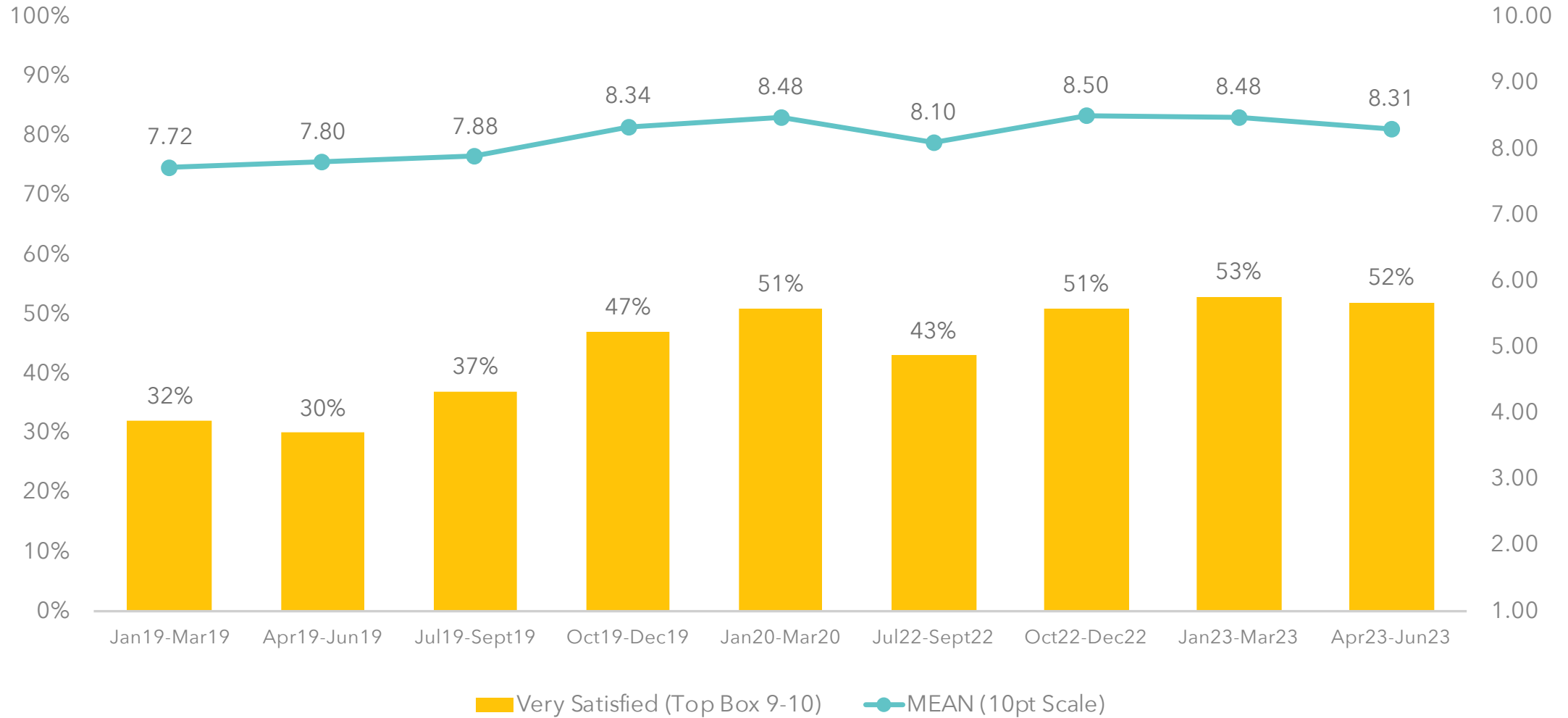


SECTION 4

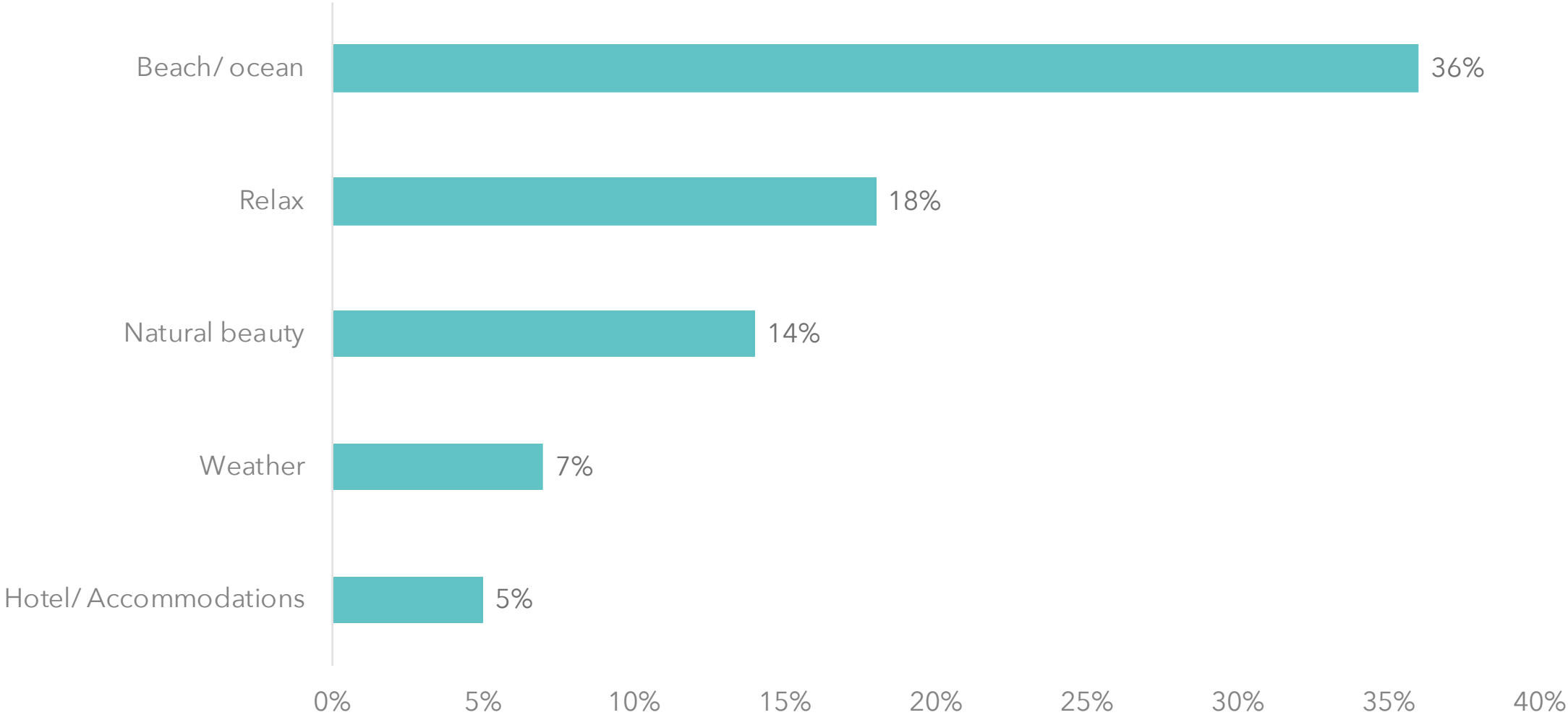
# VISITOR SATISFACTION



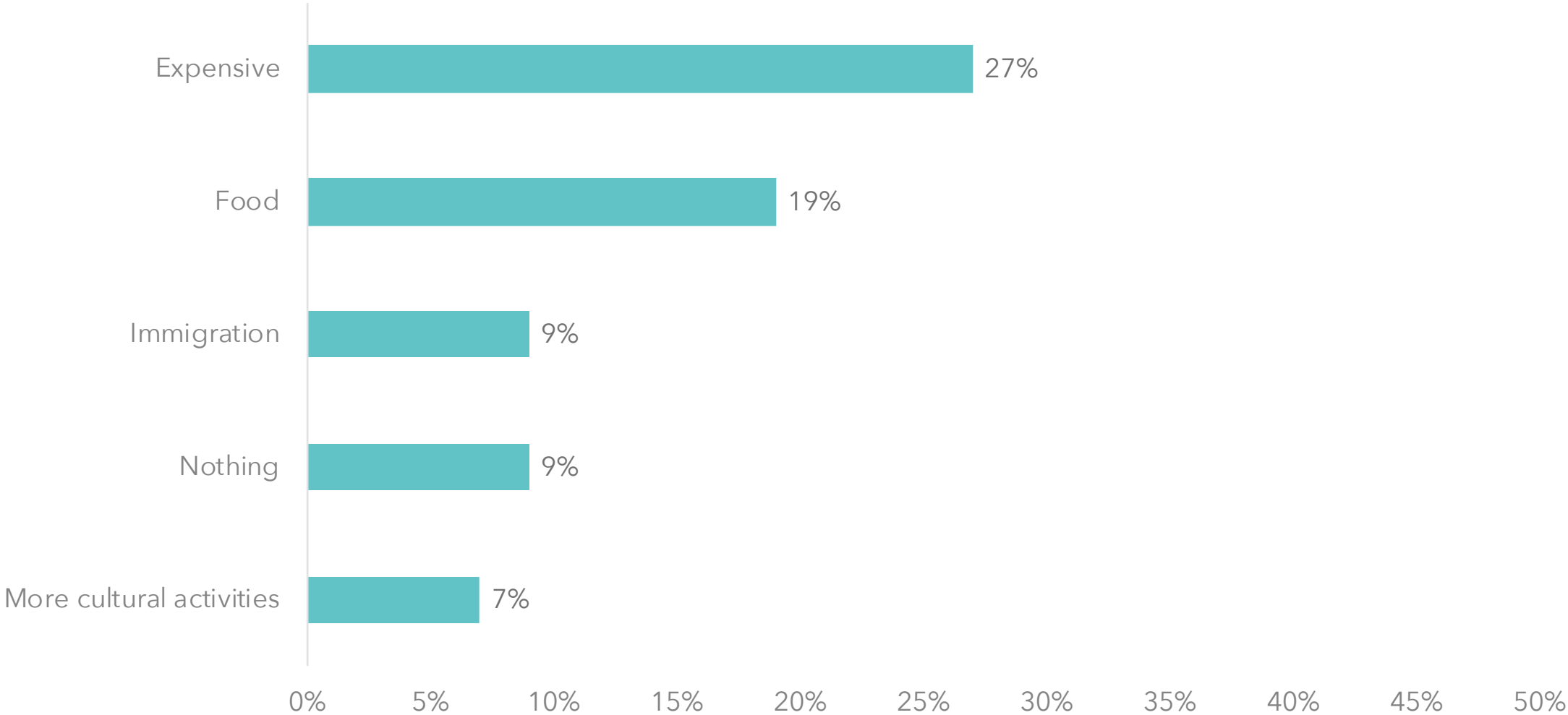
# OVERALL SATISFACTION – 10PT SCALE



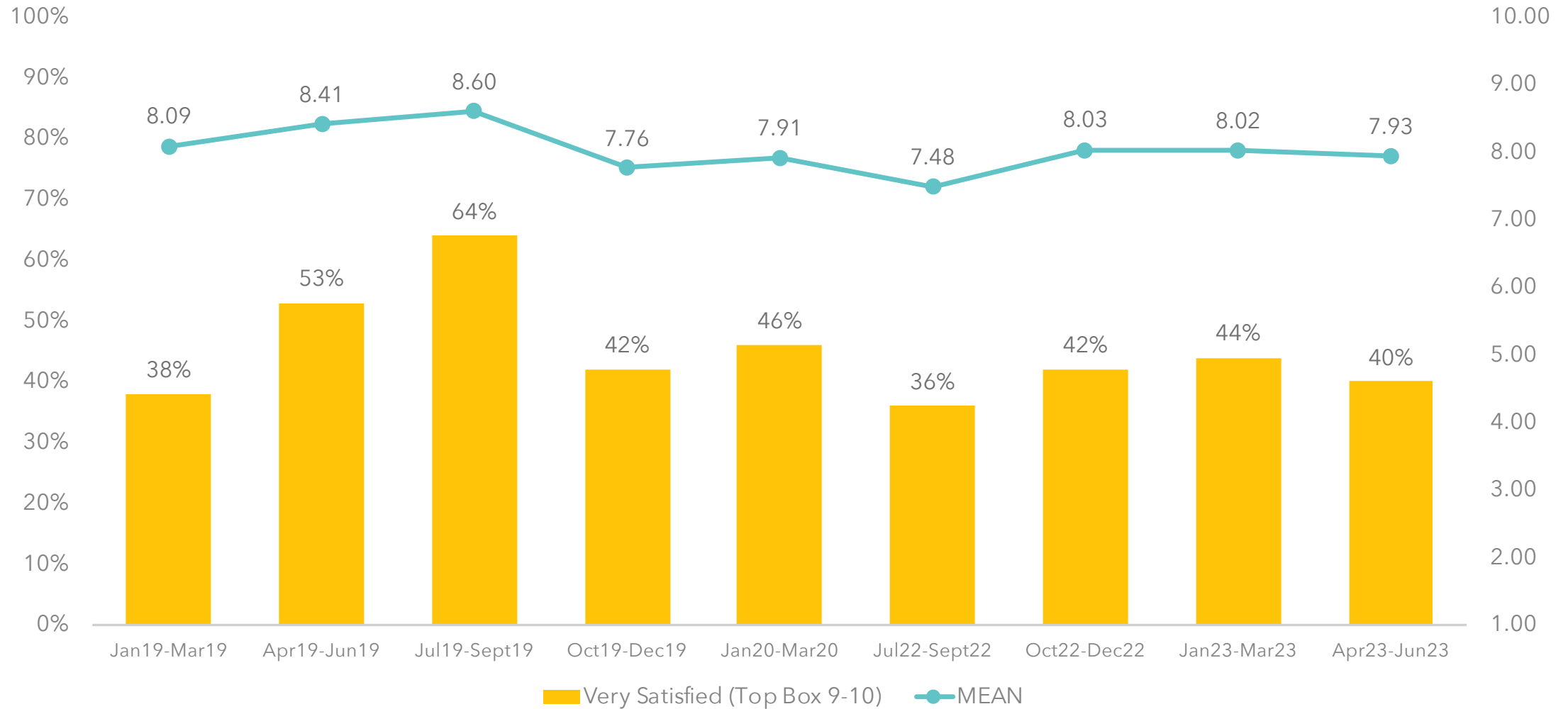
# SWOT – POSITIVE ASPECT OF TRIP (5%+)



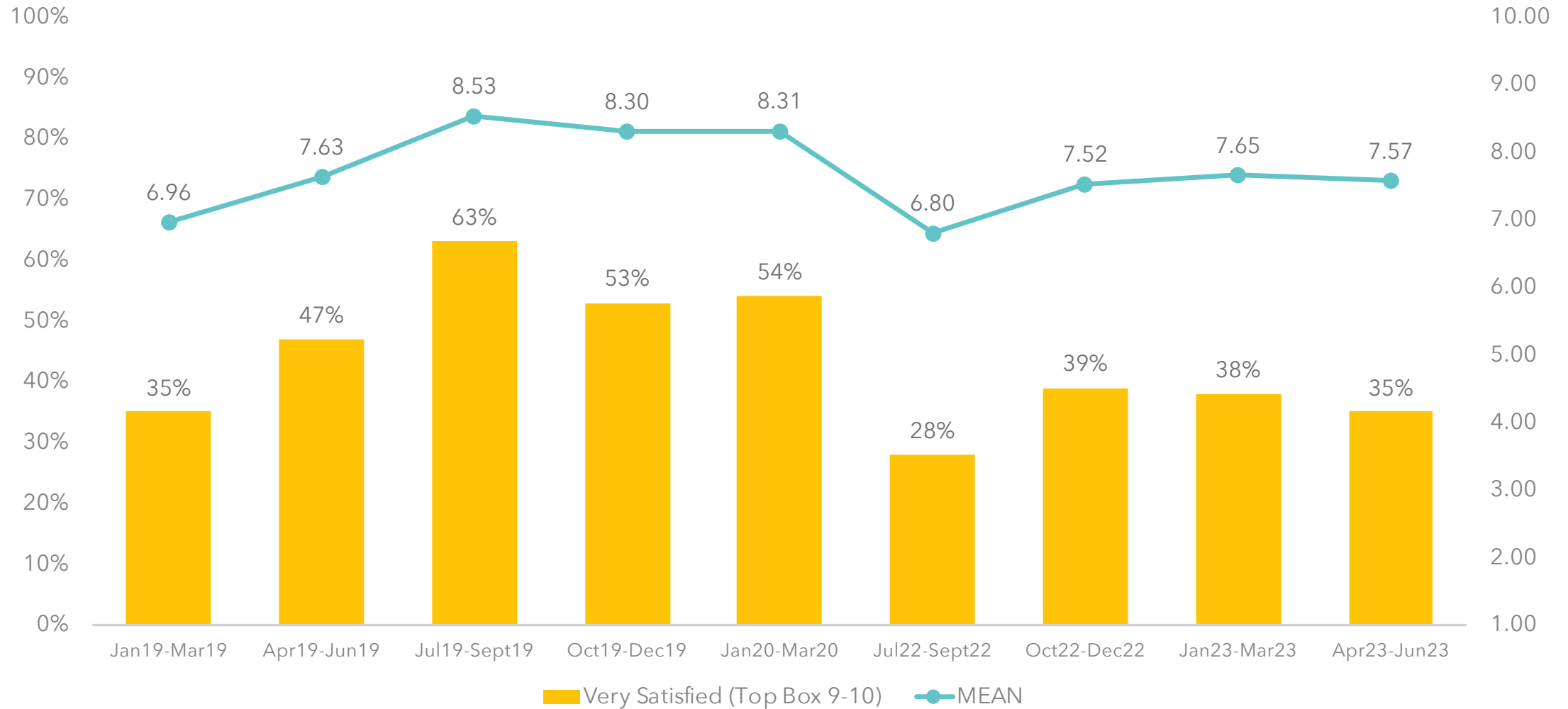
# SWOT – NEGATIVE ASPECT OF TRIP (5%+)



# SATISFACTION – ENTERTAINMENT

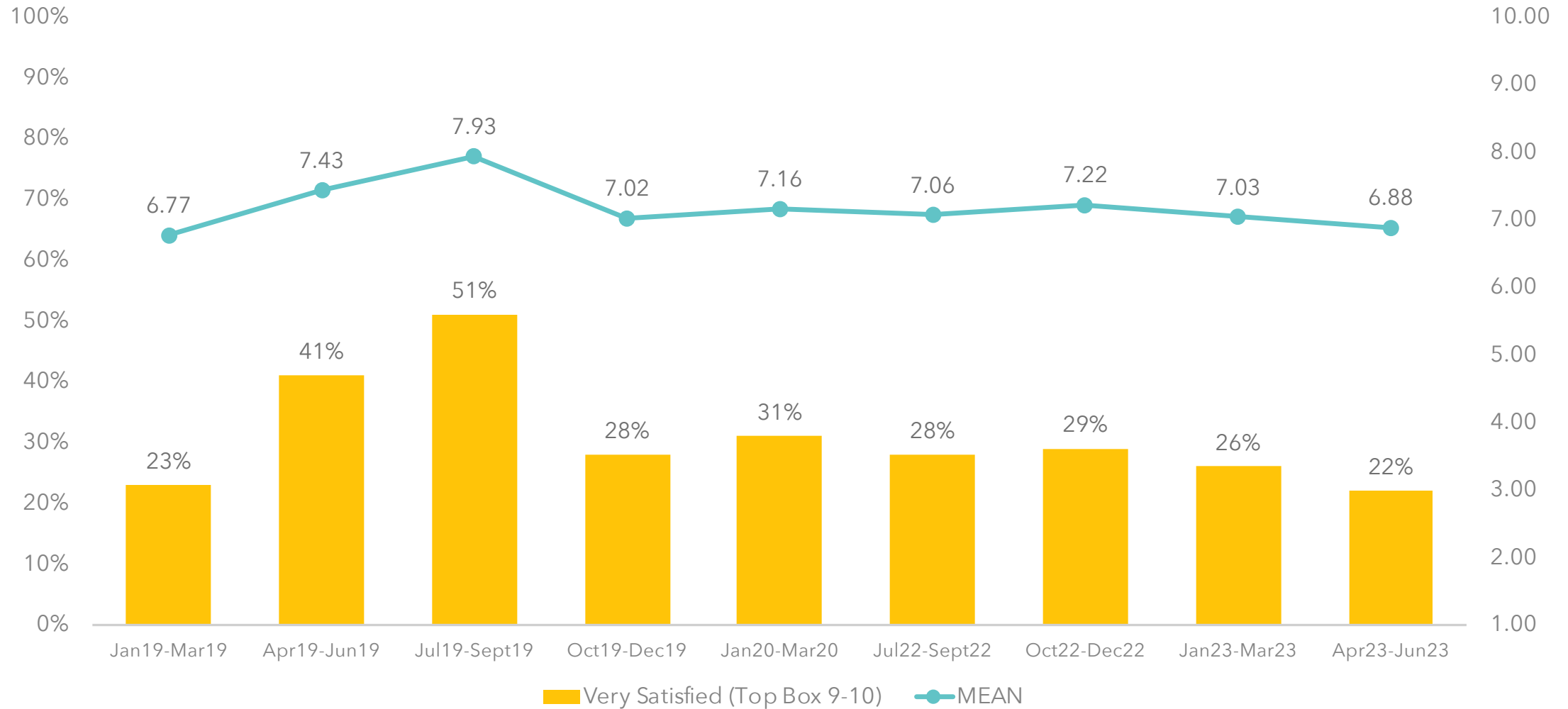


# SATISFACTION – SHOPPING



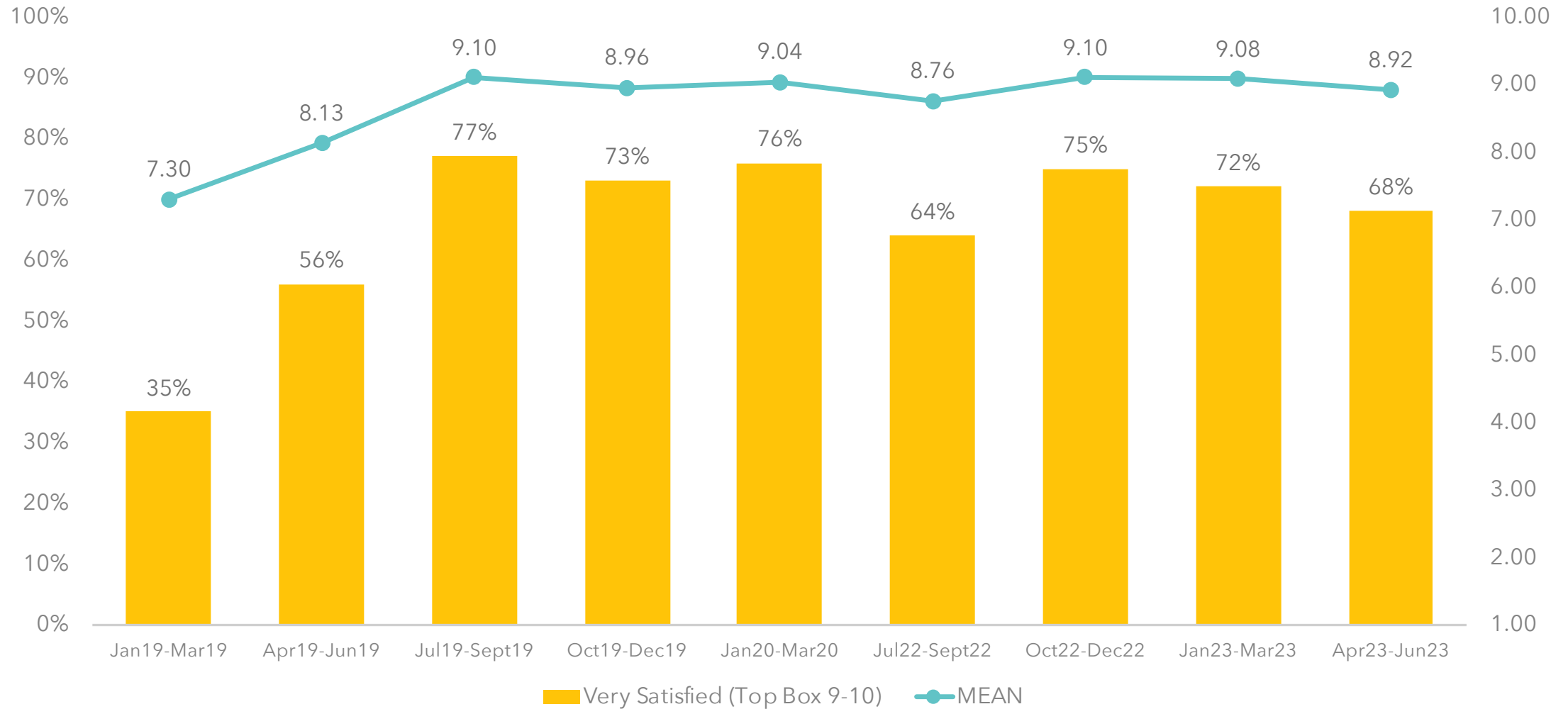


# SATISFACTION – DINING

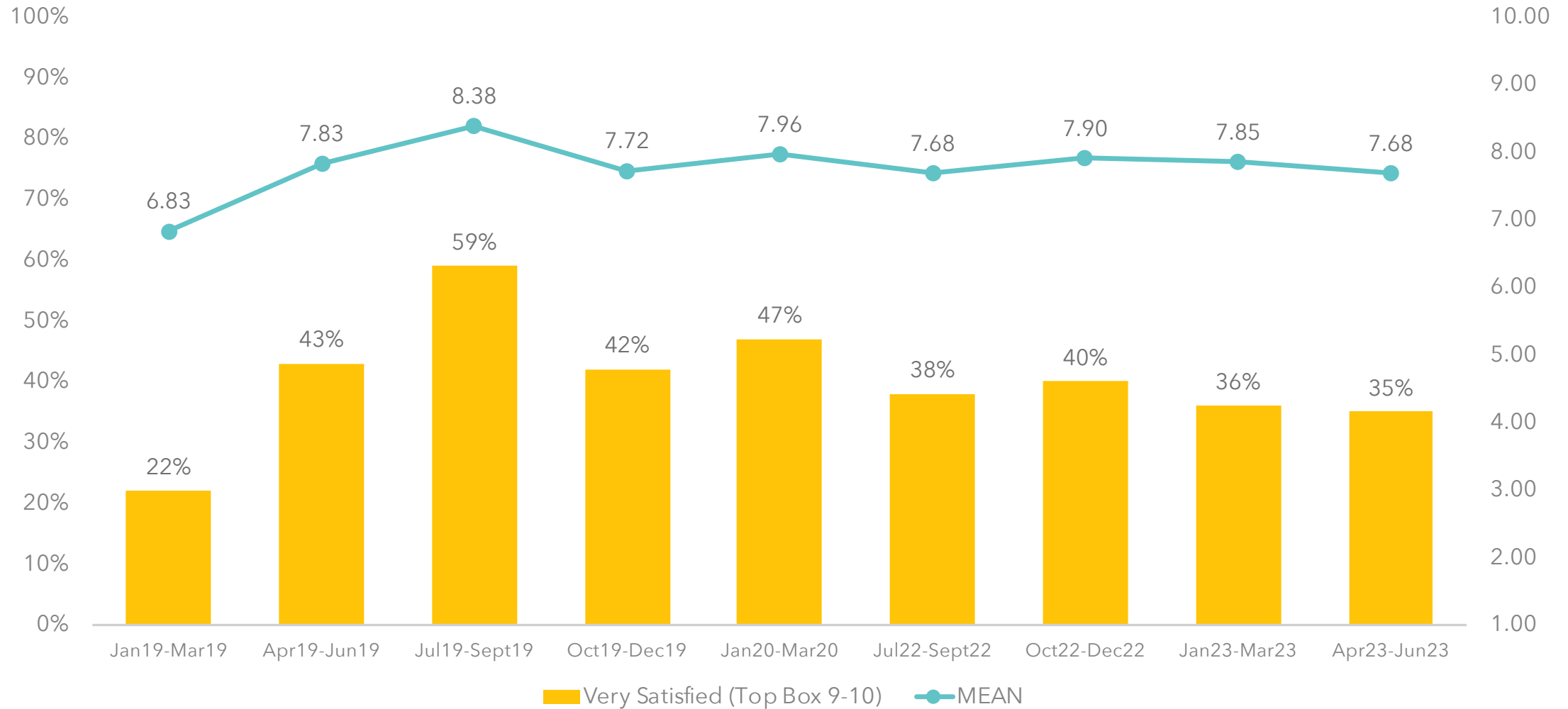




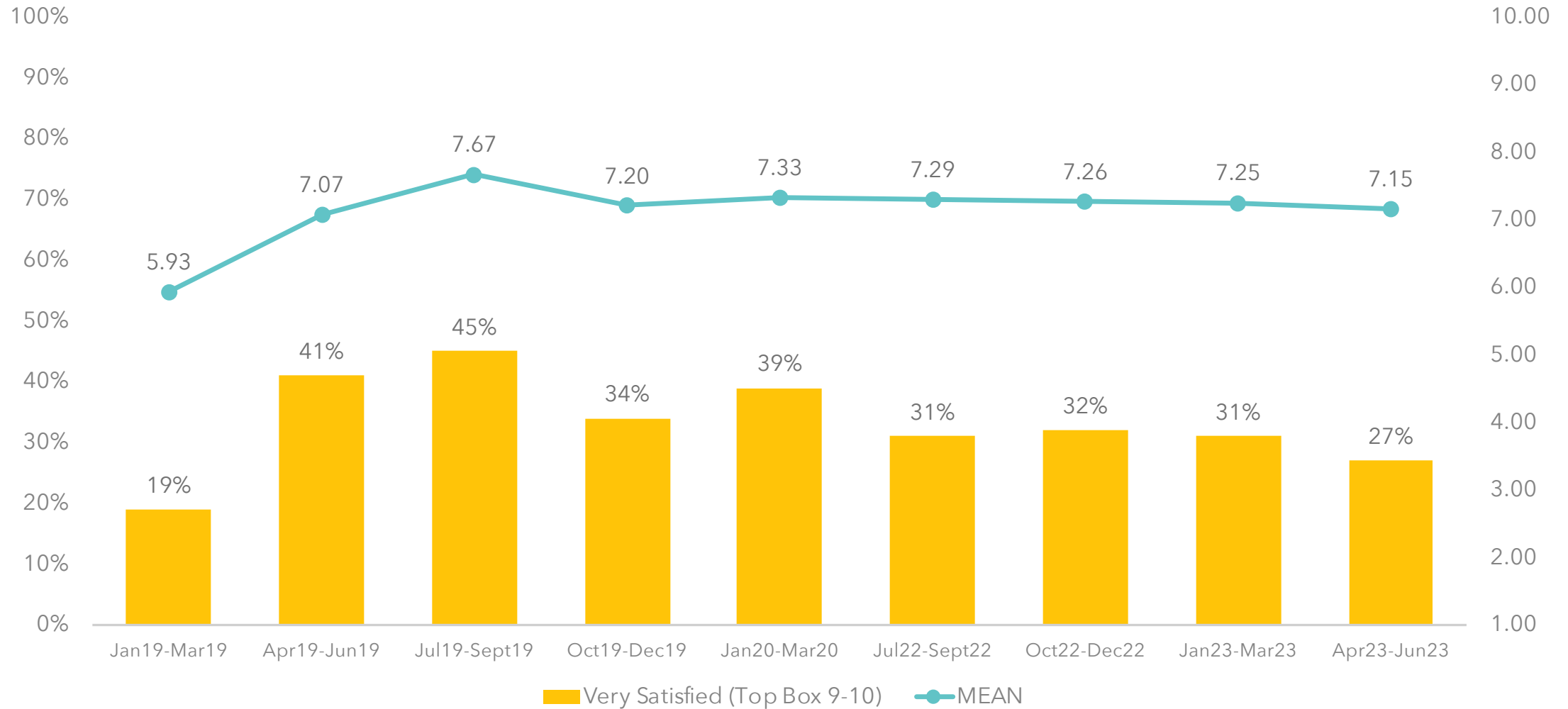
# SATISFACTION – BEACHES



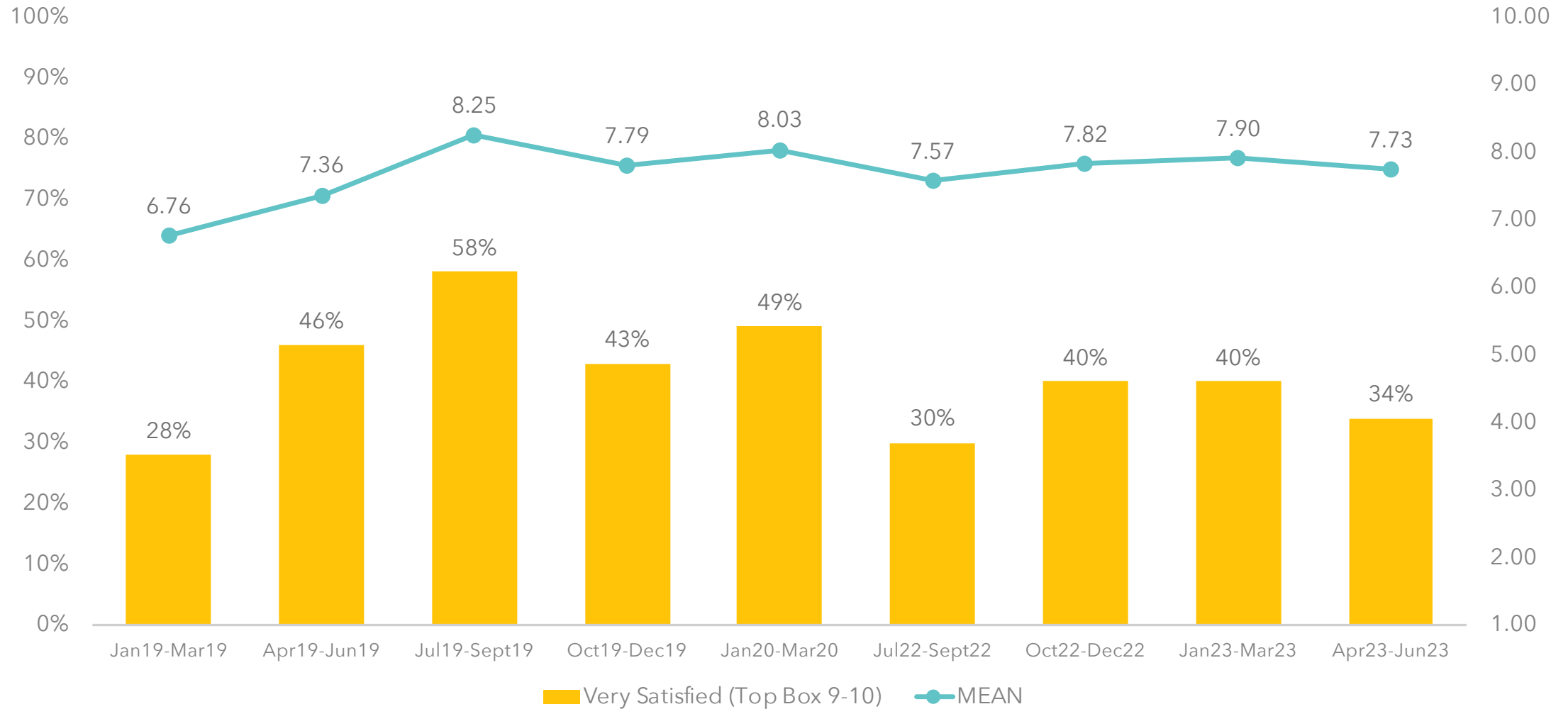
# SATISFACTION – PARKS



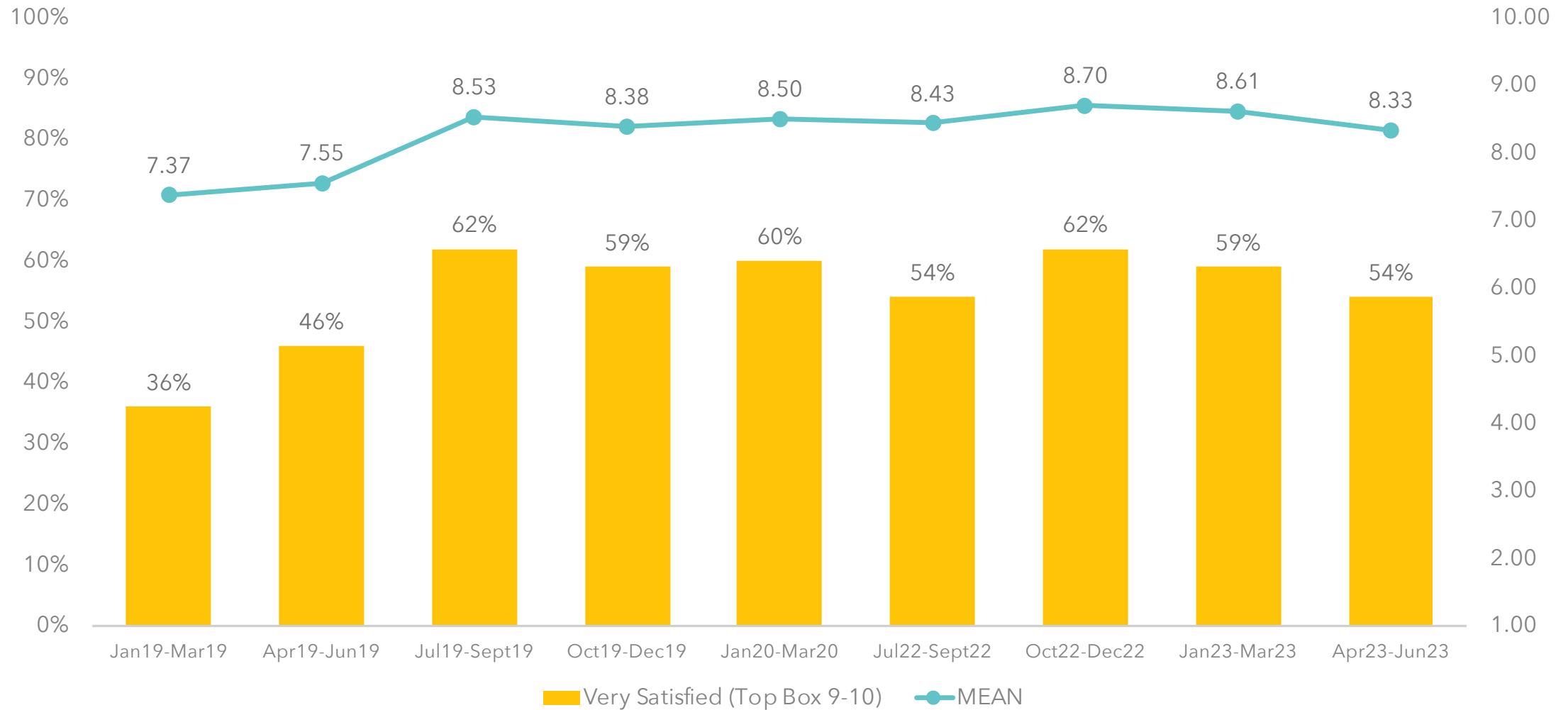
# SATISFACTION – ROADS



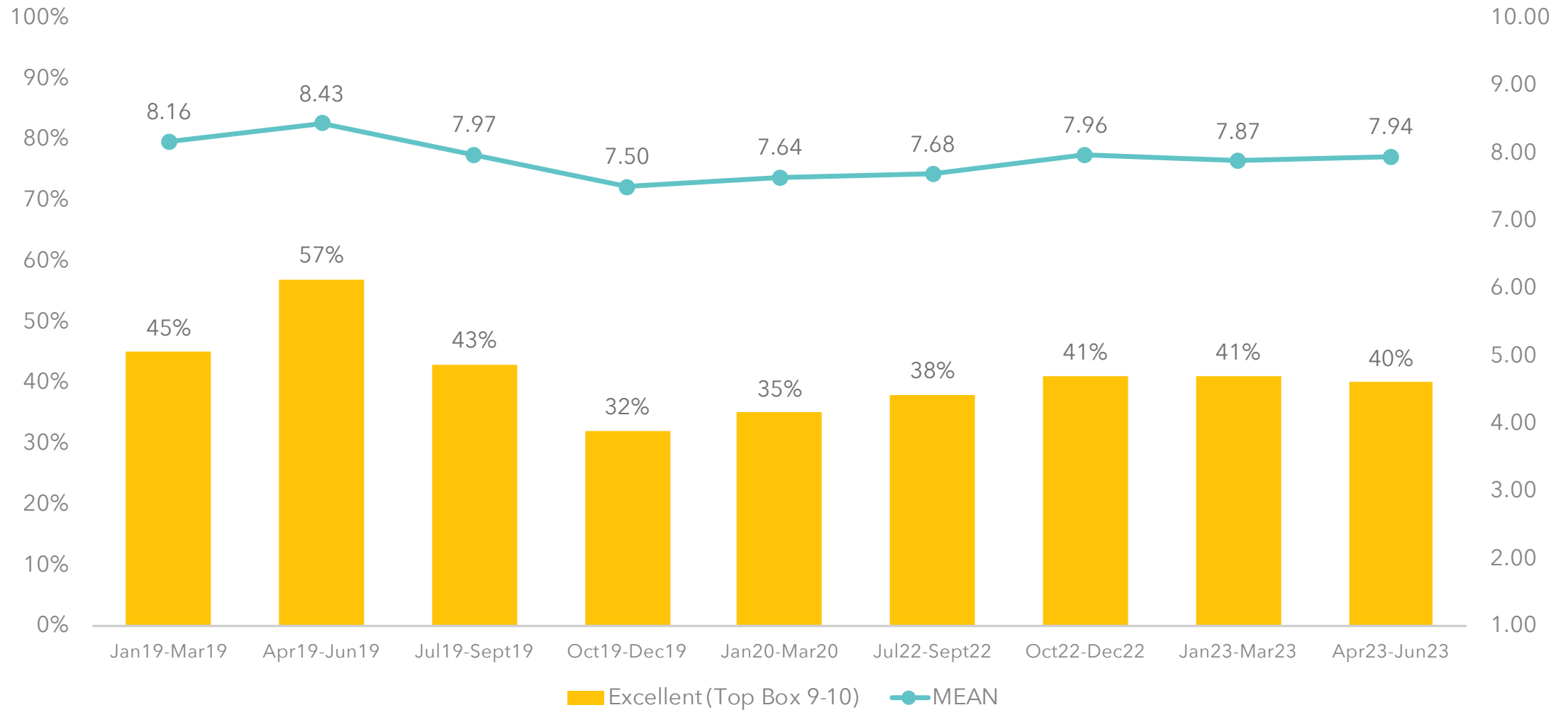
# SATISFACTION – SIGHTSEEING AREAS



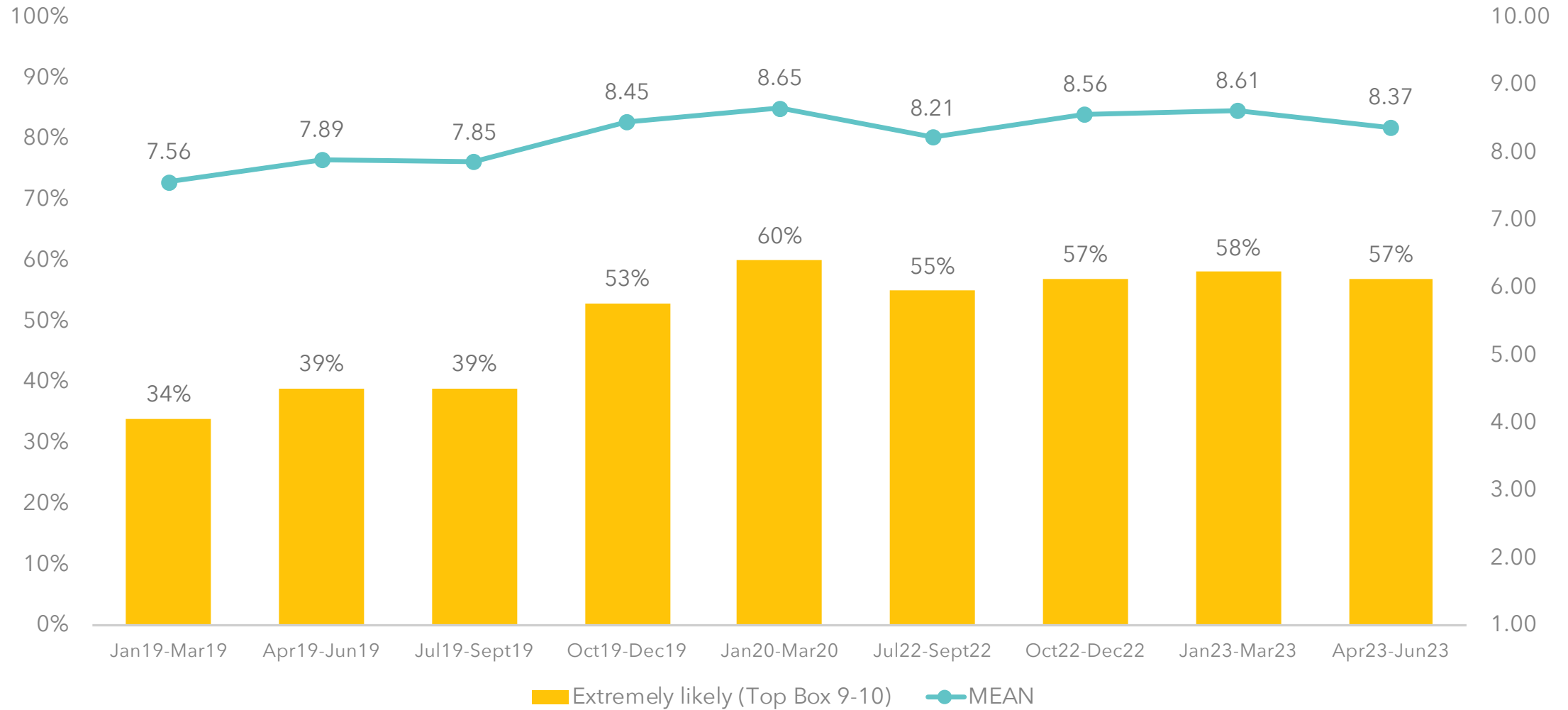
# SATISFACTION – SAFETY & SECURITY



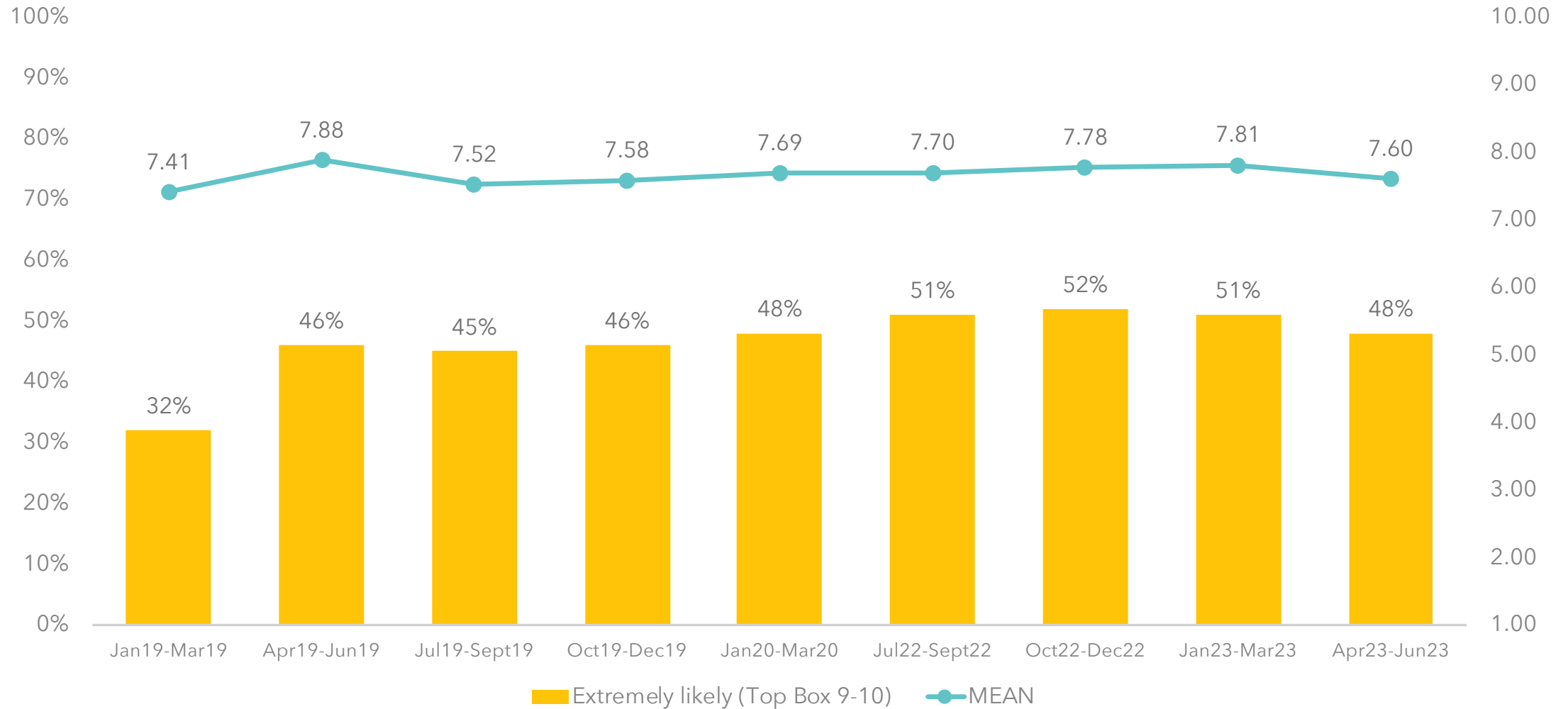
# SATISFACTION – ACCOMMODATIONS



# BRAND ADVOCACY

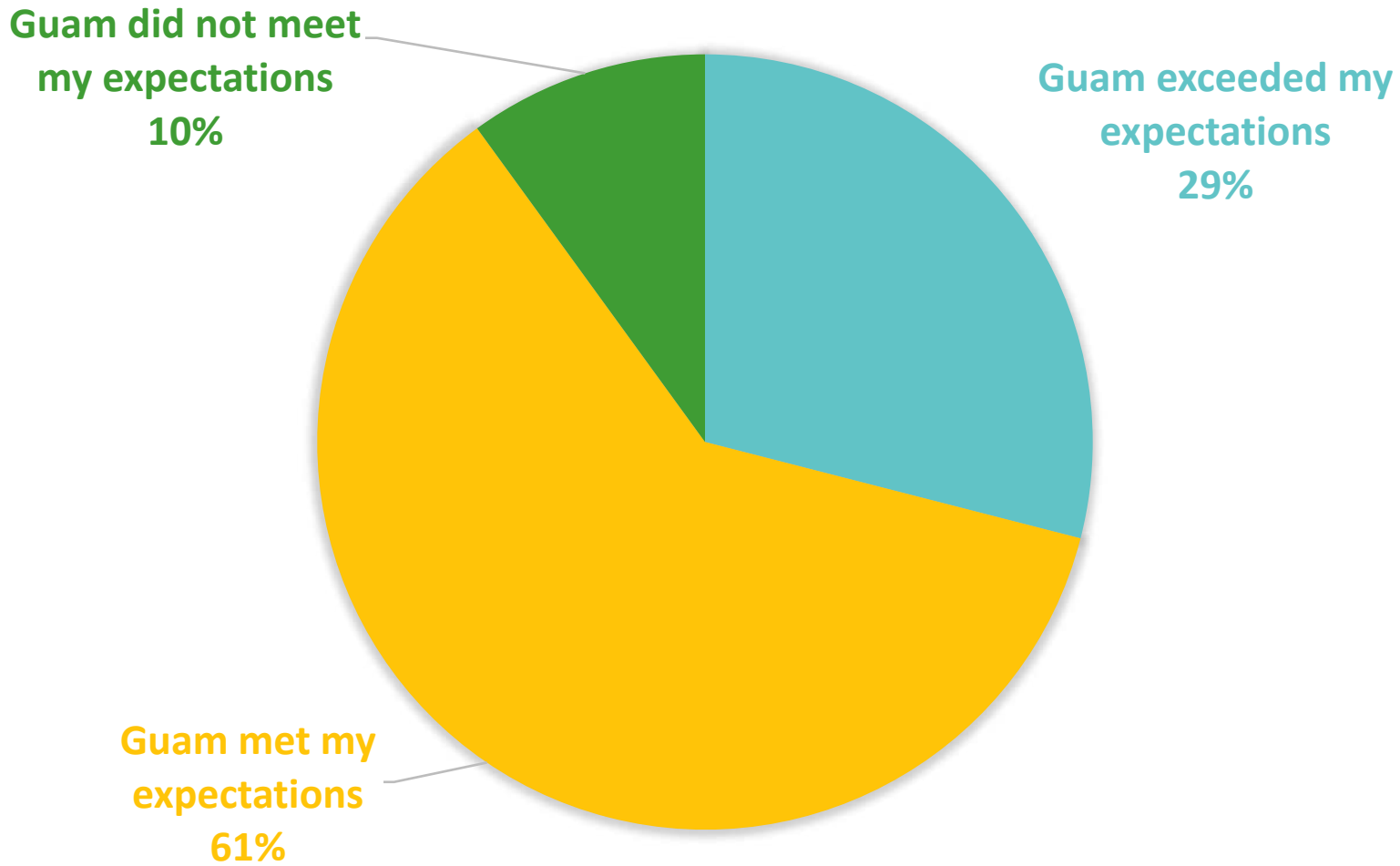


# BRAND LOYALTY

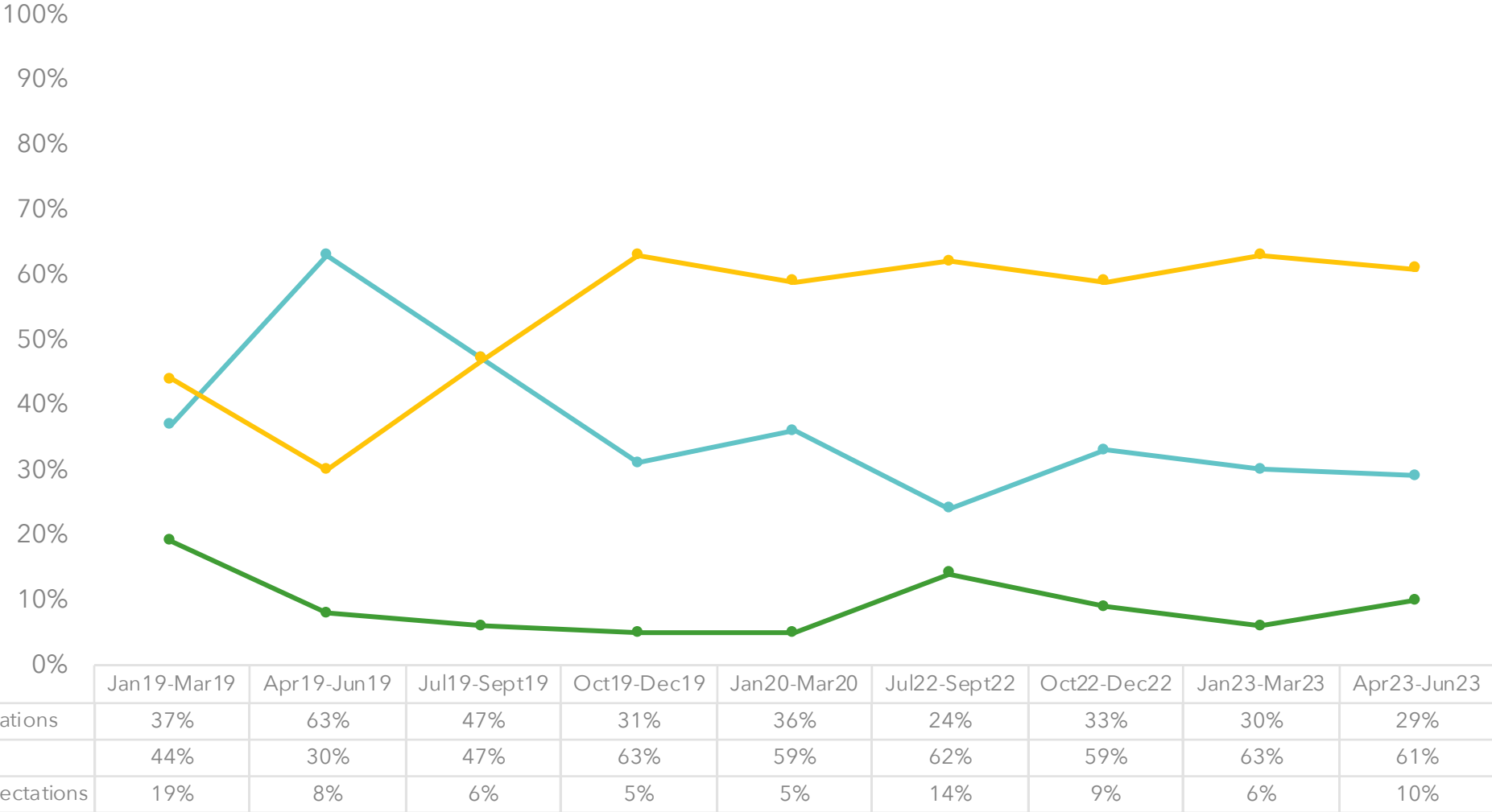




# TRIP EXPECTATIONS



# TRIP EXPECTATIONS – TRACKING



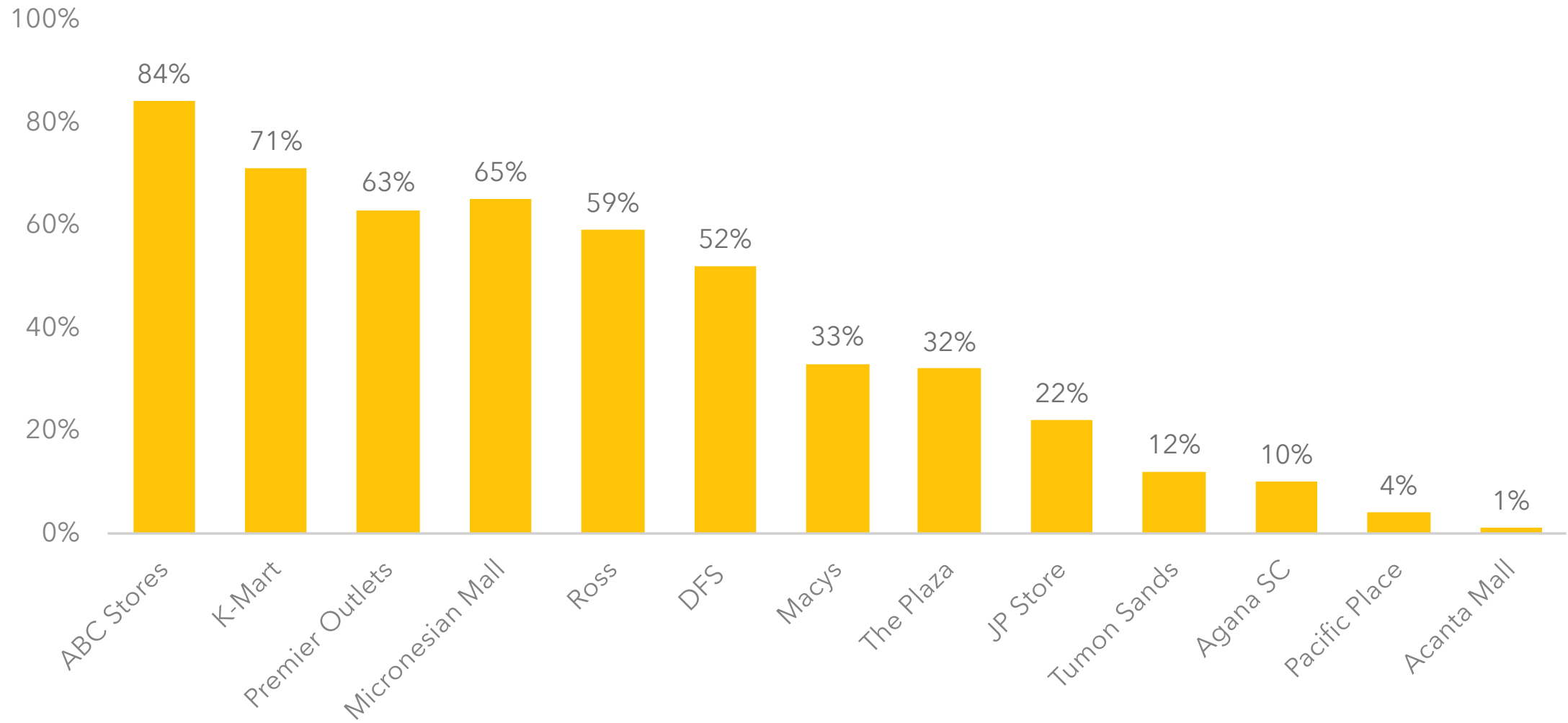


SECTION 5

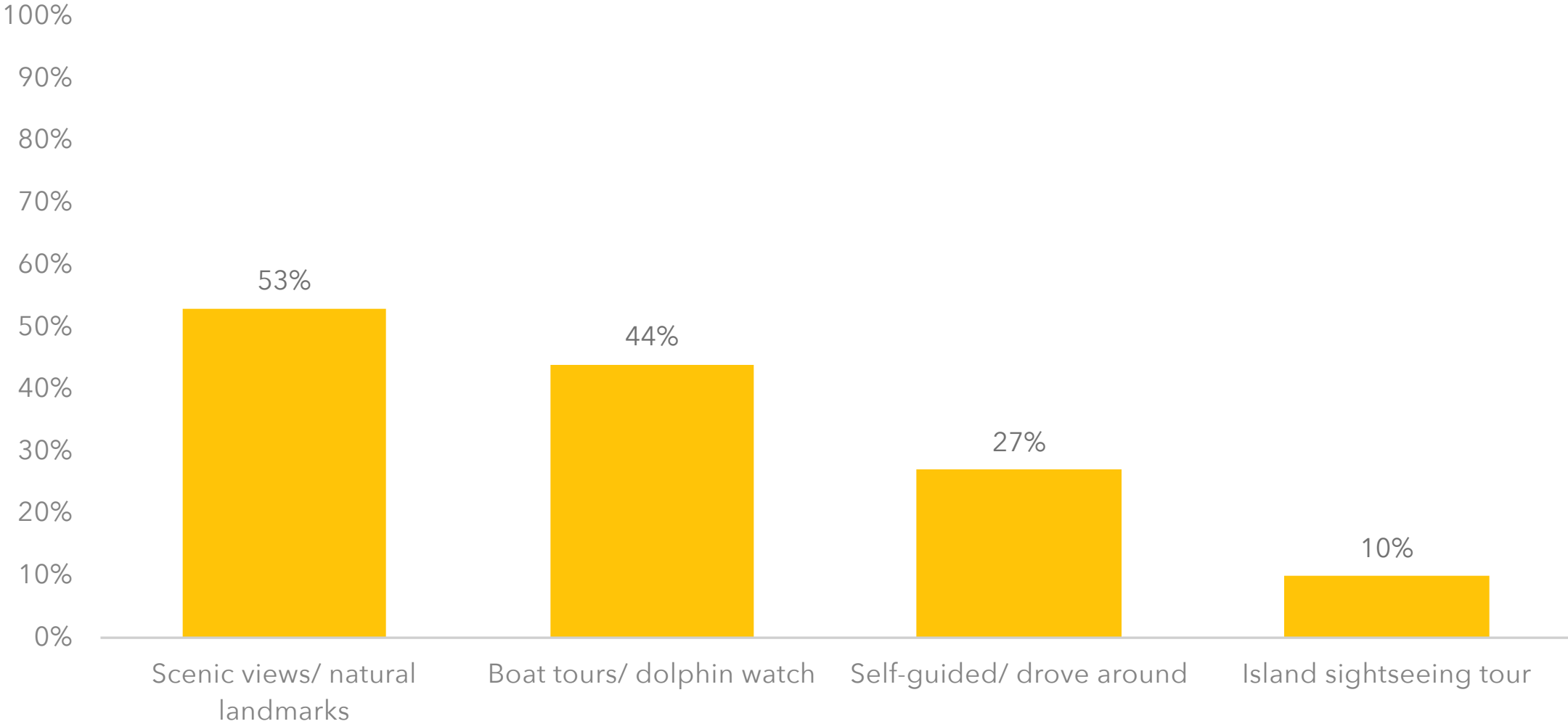
**VISITOR ACTIVITIES**



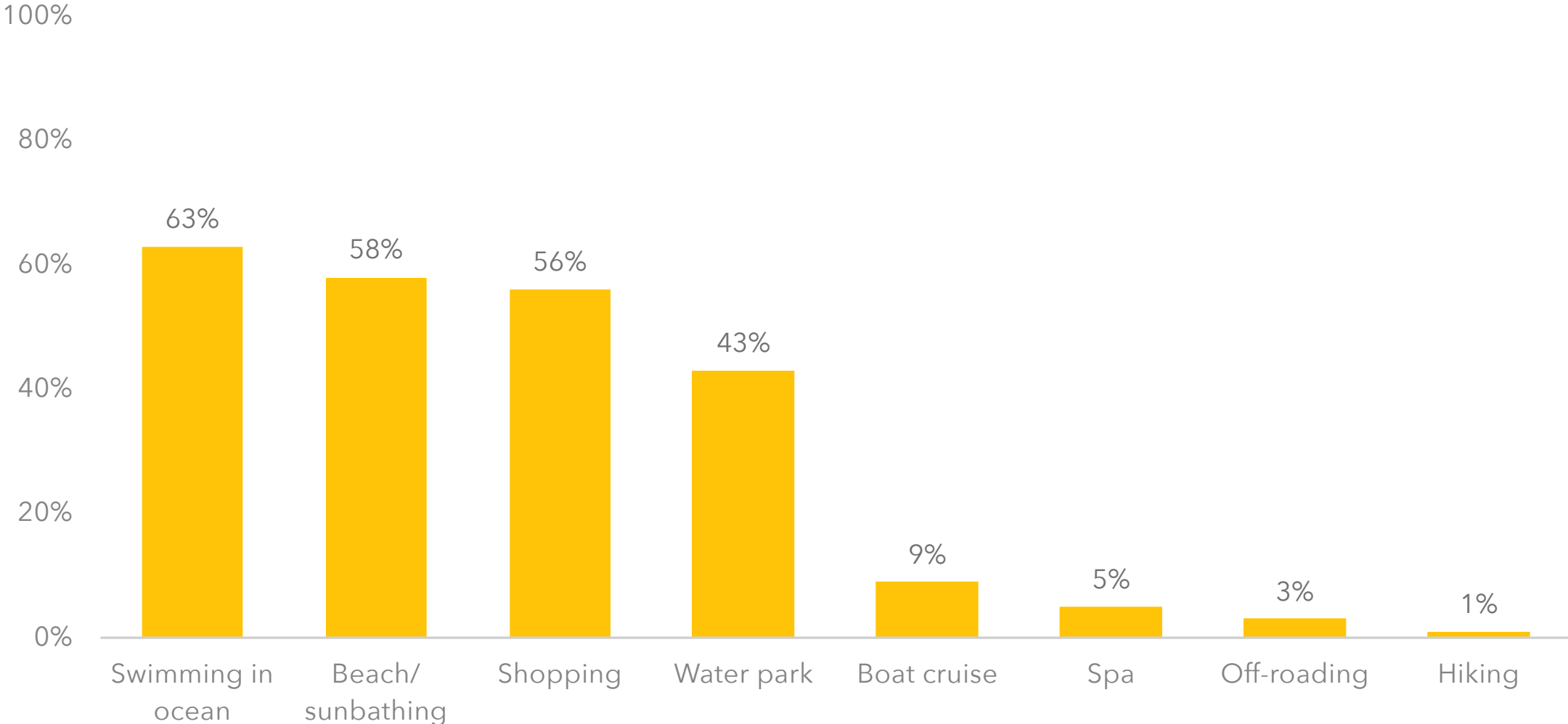
# SHOPPING AREAS – PENETRATION



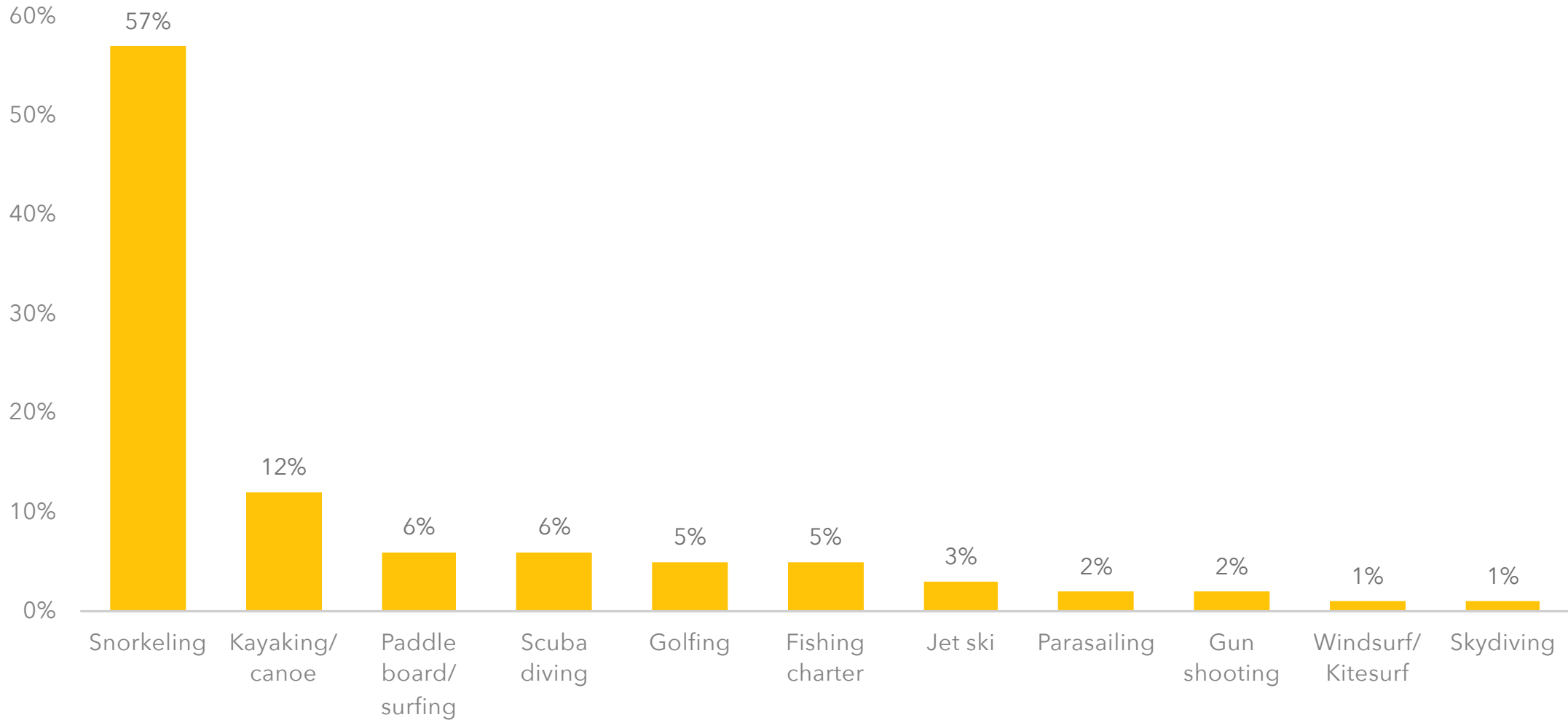
# ACTIVITIES – SIGHTSEEING



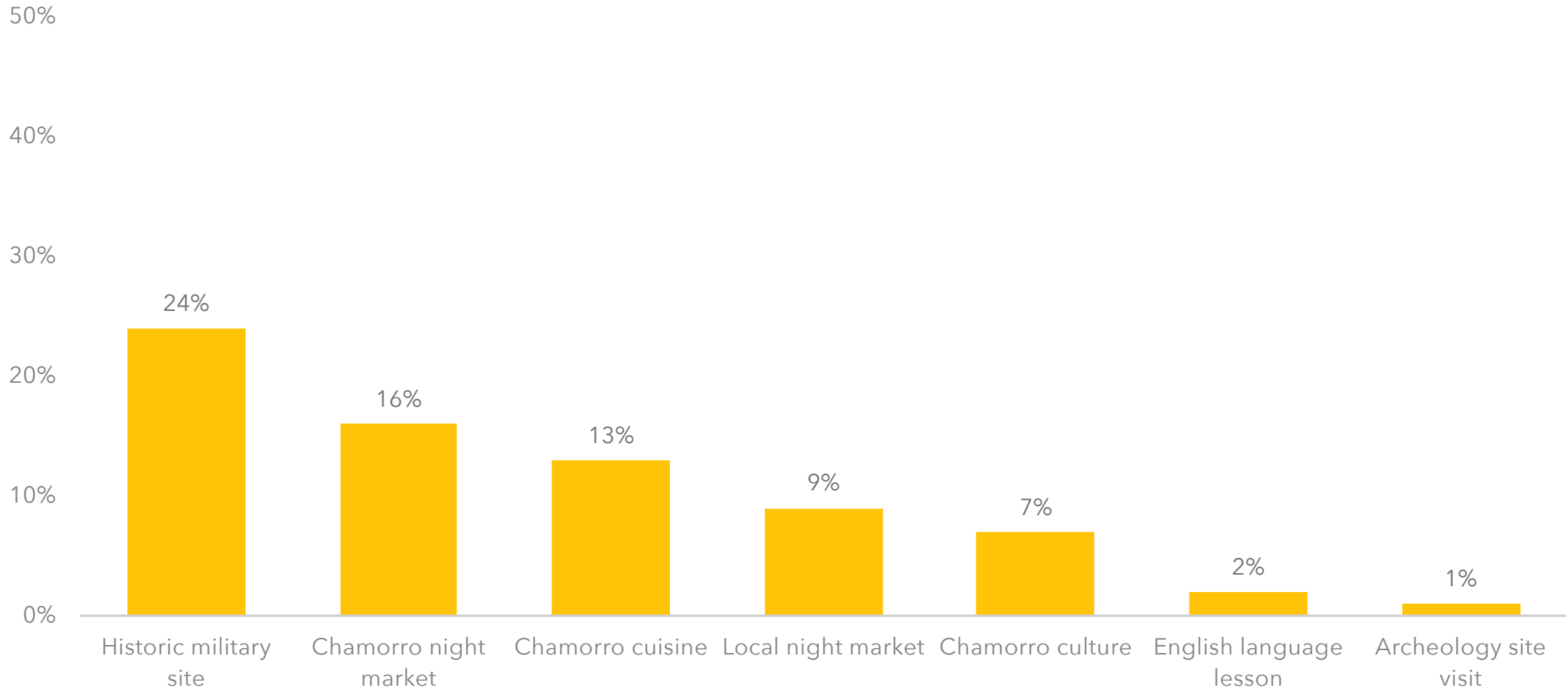
# ACTIVITIES – RECREATION



# ACTIVITIES – SPORTS

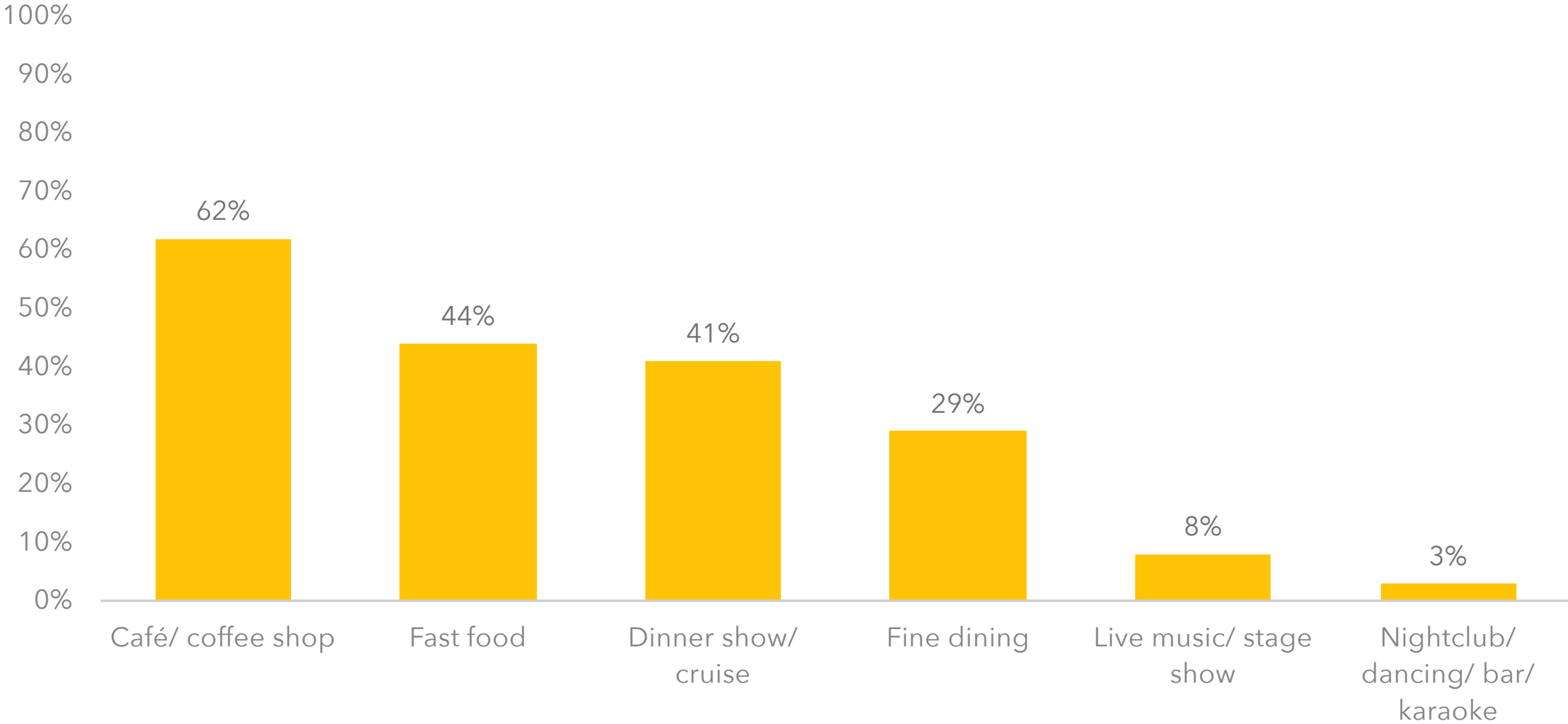


# ACTIVITIES – HISTORY, CULTURE, ARTS

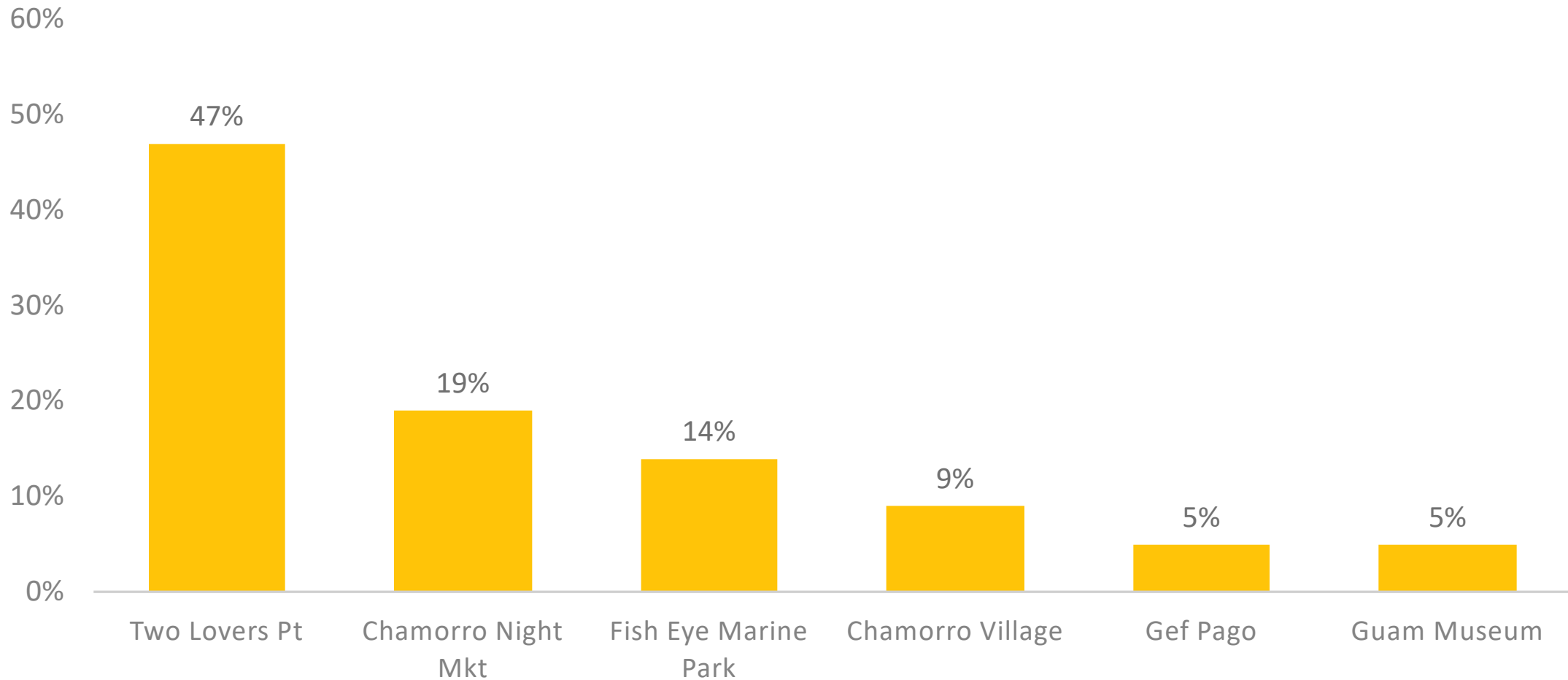




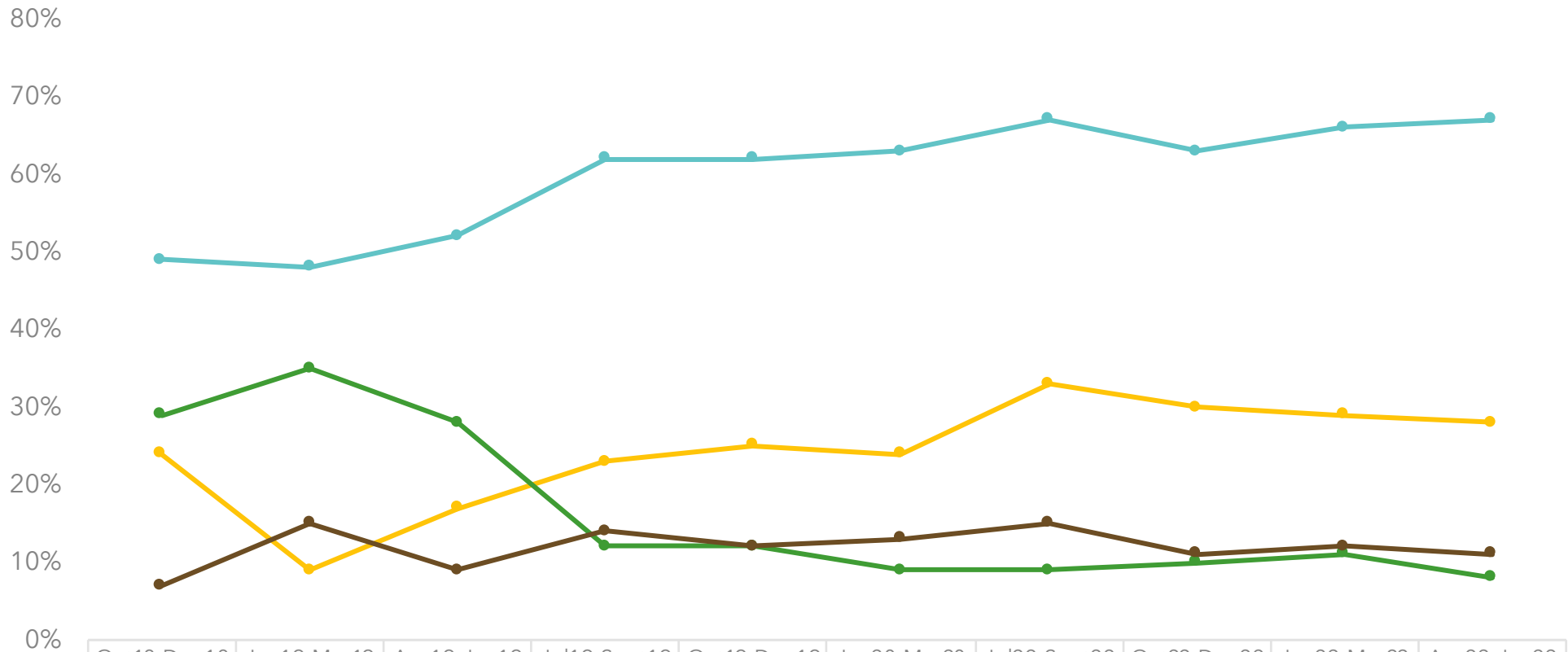
# ACTIVITIES – ENTERTAINMENT & DINING



# LOCAL ATTRACTIONS – TOP RESPONSES (5%+)



# LOCAL CULTURE – OBSTACLES



	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22	Jan23-Mar23	Apr23-Jun23
Schedule	49%	48%	52%	62%	62%	63%	67%	63%	66%	67%
Unaware	24%	9%	17%	23%	25%	24%	33%	30%	29%	28%
Did not want to	29%	35%	28%	12%	12%	9%	9%	10%	11%	8%
Did not know where	7%	15%	9%	14%	12%	13%	15%	11%	12%	11%

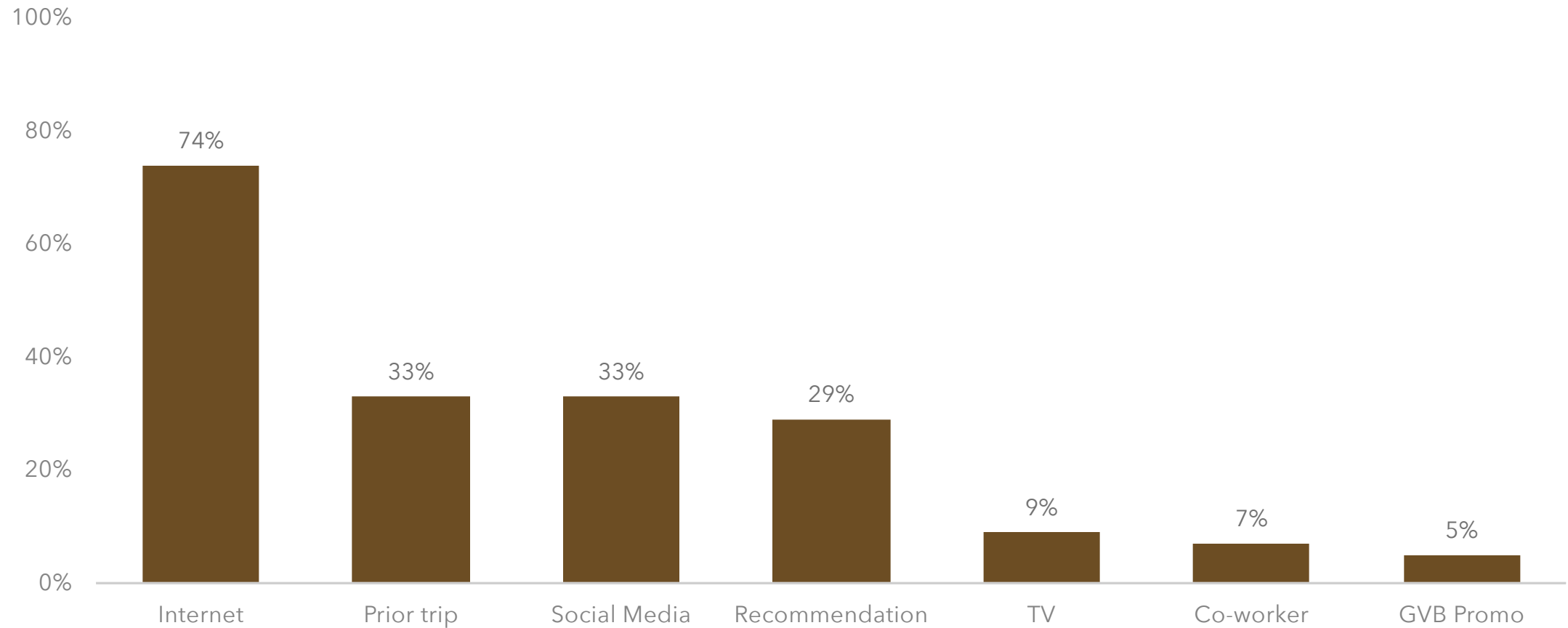


SECTION 6

# SOURCES OF INFORMATION



# PRE-ARRIVAL SOURCES OF INFORMATION





# PRE-ARRIVAL SOURCES OF INFORMATION - SEGMENTATION

**GVB VISITOR SATISFACTION STUDY**  
**Q5 Please select the top three sources of information you used to find out about Guam before your trip**

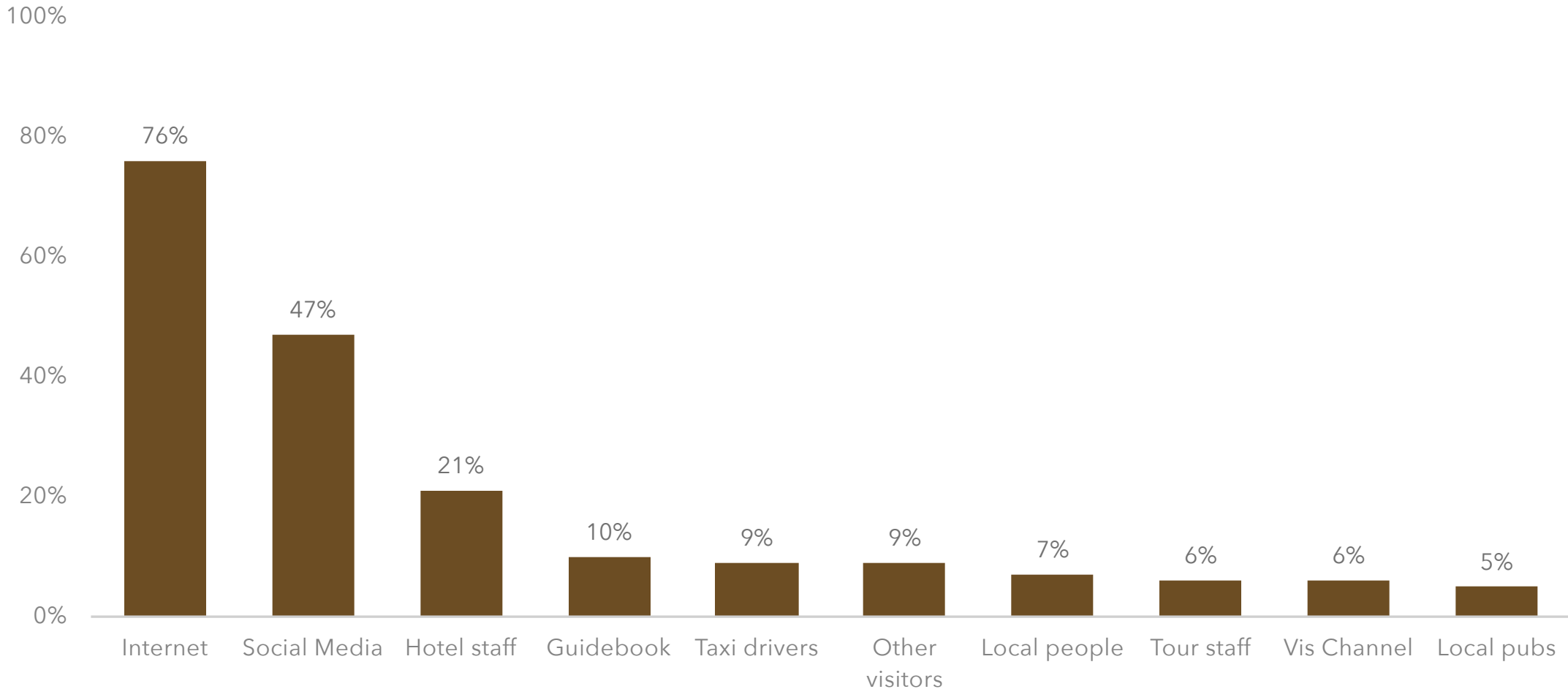
		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
		-	-	-	-	-	-	-	-	-
		(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
Q5	Internet/Mobile App	74%	74%	76%	70%	100% <sup>a</sup>	100% <sup>a</sup>	67%	63%	76%
	I have been to Guam before	33%	36%	38%	28%	<sup>a</sup>	9%	33%	73%	33%
	Social media	33%	31%	36%	30%	20%	9%	<sup>a</sup>	23%	34%
	Friend or relative	29%	28%	29%	20%	20%	45%	33%	15%	29%
	TV	9%	9%	9%	13%	20%	<sup>a</sup>	<sup>a</sup>	7%	9%
	Co-worker/ company travel department	7%	7%	5%	18%	20%	<sup>a</sup>	<sup>a</sup>	1%	7%
	Guam Visitors Bureau promotional activities	5%	4%	4%	8%	<sup>a</sup>	18%	33%	5%	5%
	Travel guide book at bookstores	4%	4%	4%	<sup>a</sup>	<sup>a</sup>	<sup>a</sup>	<sup>a</sup>	3%	4%
	Travel agent brochure	2%	2%	1%	<sup>a</sup>	<sup>a</sup>	<sup>a</sup>	<sup>a</sup>	<sup>a</sup>	2%
	Magazine (consumer)	1%	1%	1%	<sup>a</sup>	<sup>a</sup>	<sup>a</sup>	<sup>a</sup>	1%	1%
	Newspaper	0%	0%	0%	<sup>a</sup>	<sup>a</sup>	<sup>a</sup>	<sup>a</sup>	<sup>a</sup>	0%
	Guam Visitors Bureau office	0%	<sup>a</sup>	<sup>a</sup>	3%	<sup>a</sup>	<sup>a</sup>	<sup>a</sup>	1%	<sup>a</sup>
	Total	329	281	246	40	5	11	3	150	300

\*Prepared by Anthology Research<sup>b,c</sup>

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion.  
Significance level for upper case letters (A, B, C): .05
- c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.



# ONISLE SOURCES OF INFORMATION



# ONISLE SOURCES OF INFORMATION

## GVB VISITOR SATISFACTION STUDY

Q6 Please select the top three sources of information you used to find out about Guam while you were here

	TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
	-	-	-	-	-	-	-	-	-
	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
Q6 Internet/ Mobile App	76%	79%	79%	68%	60%	64%	33%	75%	78%
Social Media	47%	45%	50%	43%	40%	64%	a	44%	48%
Hotel staff	21%	20%	21%	25%	a	27%	a	21%	21%
Guide books I brought with me	10%	10%	11%	3%	a	a	a	11%	10%
Taxi drivers	9%	8%	8%	15%	a	27%	a	9%	9%
Other visitors	9%	9%	9%	10%	20%	9%	33%	13%	8%
Local people	7%	6%	9%	5%	20%	9%	33%	6%	7%
Visitors channel	6%	5%	7%	5%	a	a	a	7%	6%
Tour staff	6%	5%	2%	18%	40%	a	33%	4%	5%
Local publication	5%	4%	3%	5%	20%	a	a	7%	4%
Signs/ advertisement	4%	5%	5%	5%	a	a	a	4%	4%
Guam Visitors Bureau	3%	2%	3%	5%	a	a	a	3%	2%
Retail staff	2%	2%	1%	a	a	a	a	1%	2%
Restaurant staff (outside hotel)	1%	1%	2%	a	a	a	a	2%	1%
Total	329	281	246	40	5	11	3	150	300

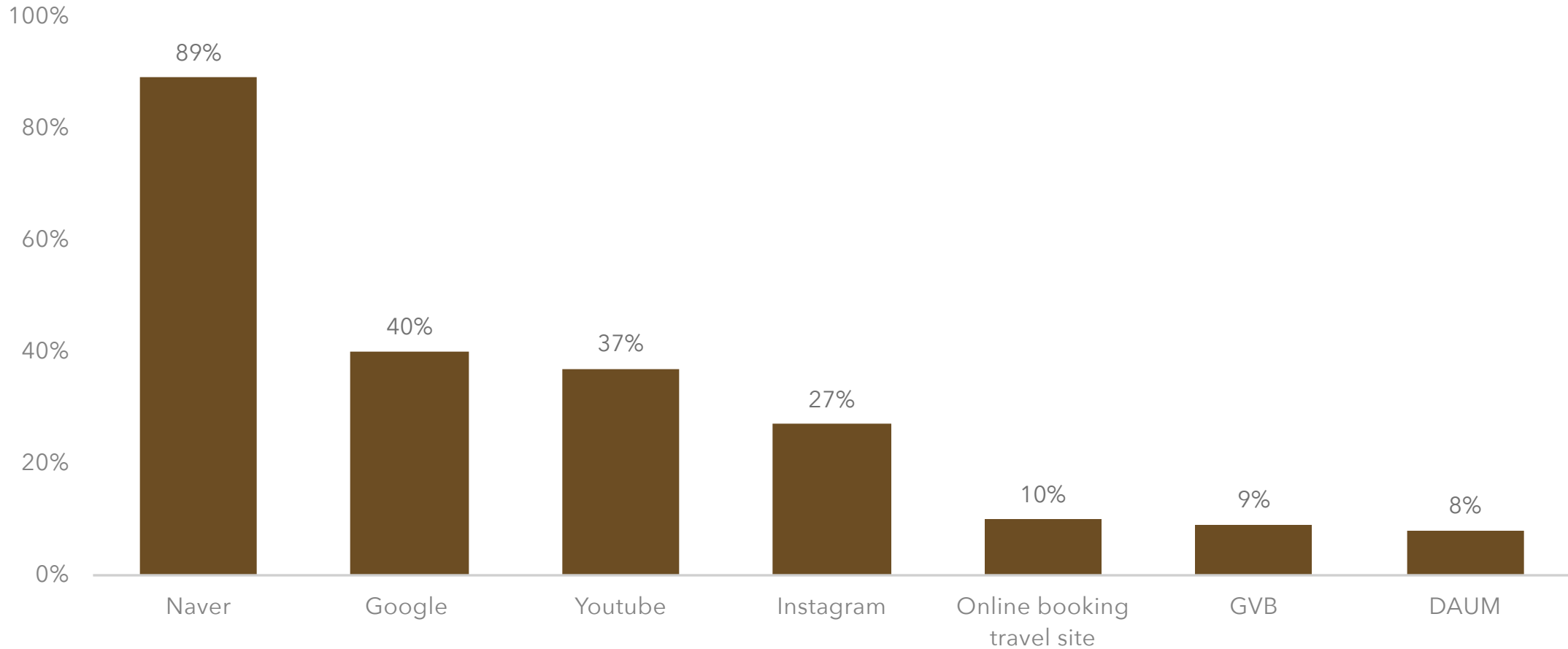
\*Prepared by Anthology Research<sup>a,b,c</sup>

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion.  
Significance level for upper case letters (A, B, C): .05
- c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

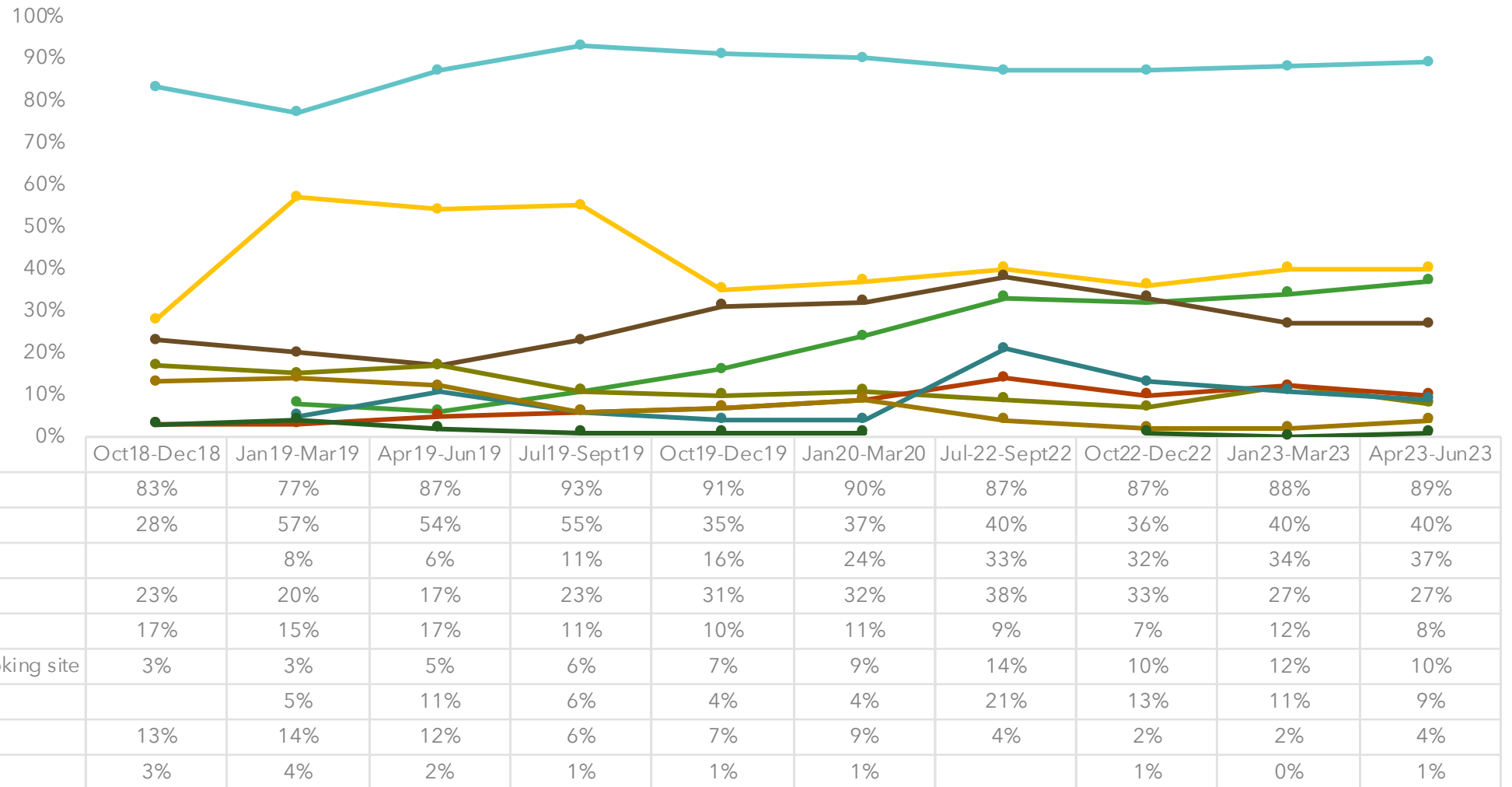




# ONLINE SOURCES OF INFORMATION



# ONLINE SOURCES OF INFORMATION

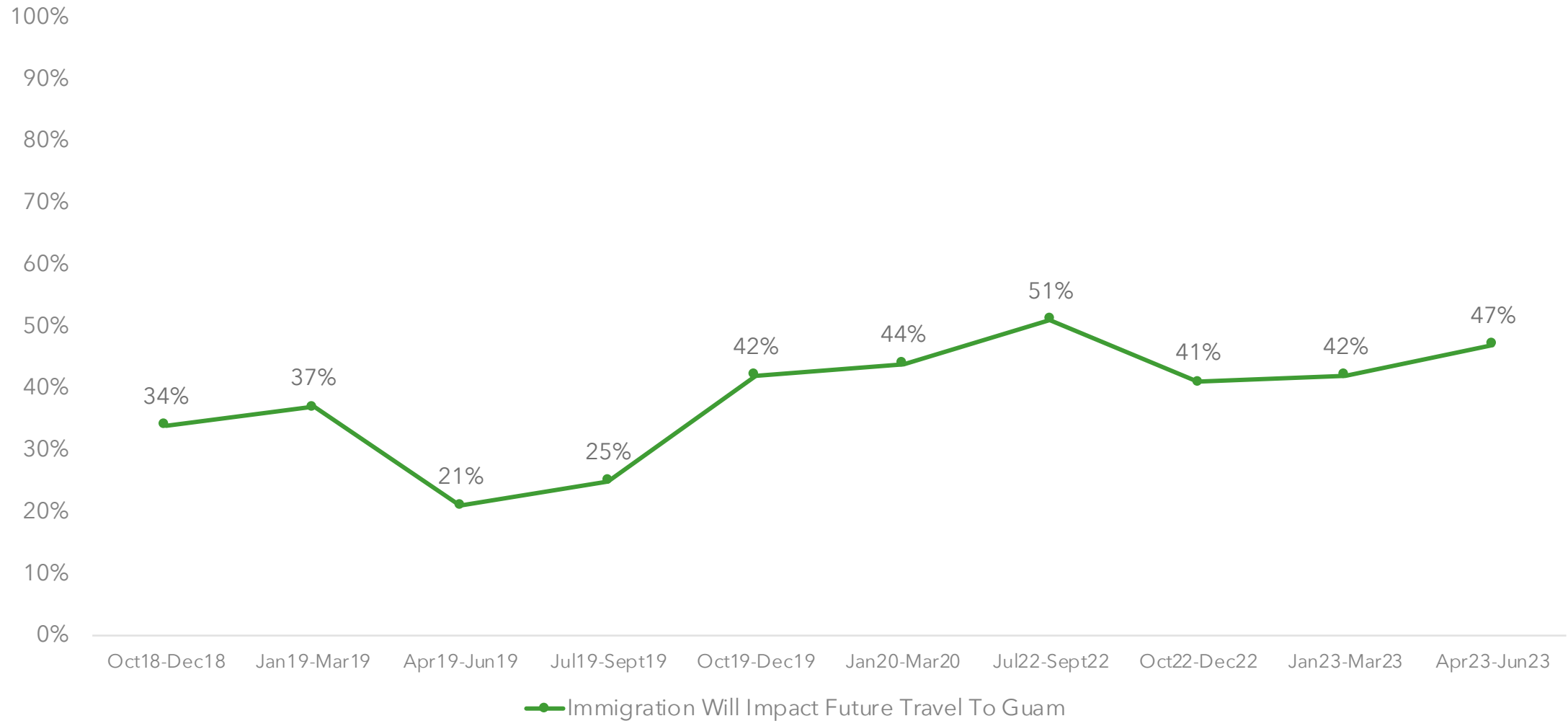




SECTION 7  
**IMMIGRATION**



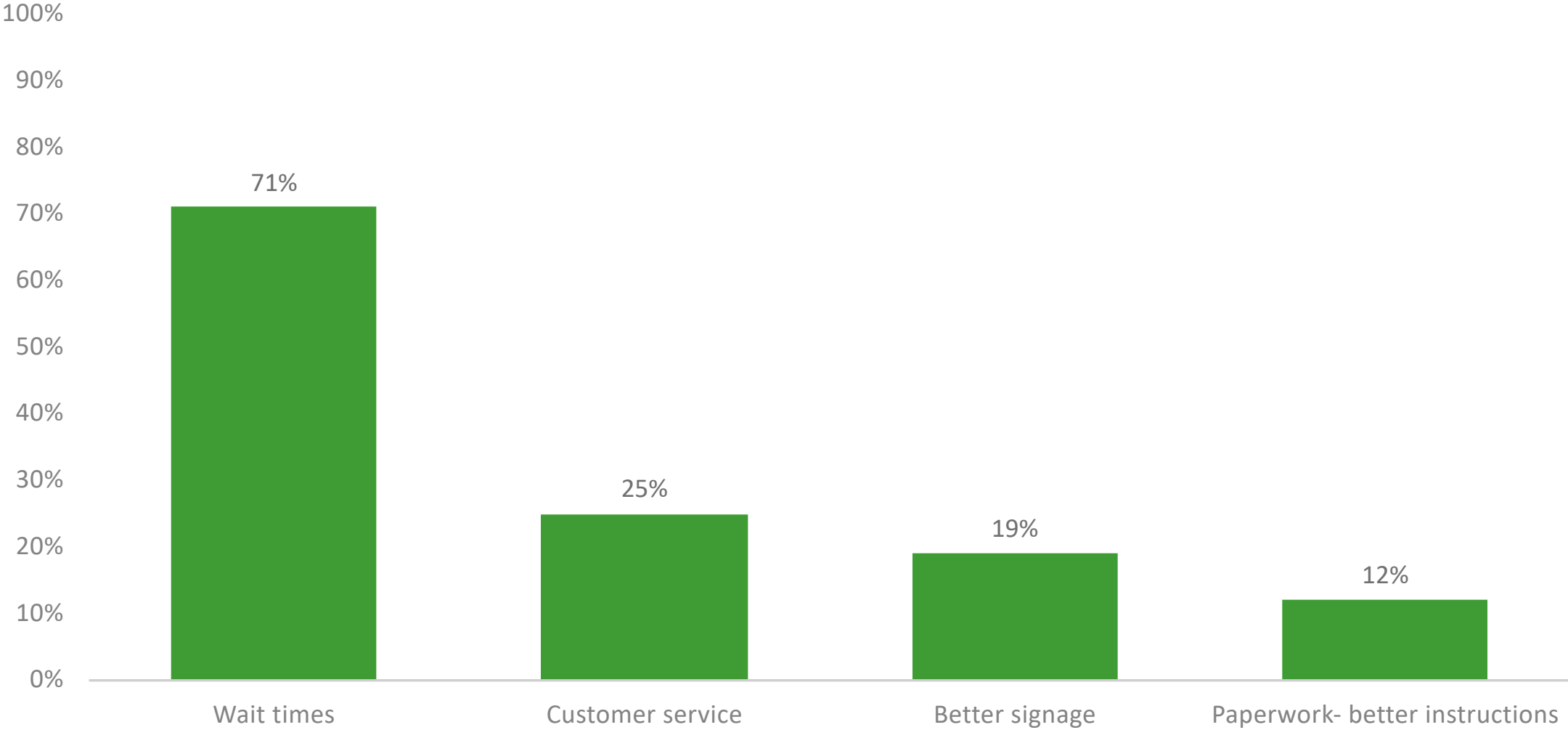
# IMPACT OF AIRPORT IMMIGRATION SVC ON FUTURE TRAVEL TO GUAM



Q: Do you think the security screening and/or immigration process here at the Guam International Airport will affect your decisions to visit Guam again in the future?



# AIRPORT – SECURITY/ IMMIGRATION ISSUES



*Q: What about the security screening and/ or immigration process here at the Guam International Airport could be improved?*





## FY2023 Q3 Korea Visitor Tracker Exit Profile & Market Segmentation Report Verbatim Responses

### **Prefecture/Region**

#### **Other (please specify):**

Pyeongtaek

Yeonsu-gu Landmark 19

Seongnam-si, Bundang-gu, Bundang-dong

Seoul

Daejeon Metropolitan City

Daejeon

United states

Sejong

France

Daejeon

Daejeon

### **Tour Company**

#### **Other (please specify):**

Hotel discount

TMON

Verygoodtour

Self/Free travel



Wooritour

Onvacation

Onlinetour

Travel easy/kyowontour

Travel easy/kyowontour

Yellow Balloon/ybtour tour agency

Yellow Balloon/ybtour

Yellow Balloon/ybtour

Yellow Balloon/ybtour

Travel easy/kyowontour

Travel easy/kyowontour

Travel easy/kyowontour

Travel easy/kyowontour

Travel easy/kyowontour

Travel easy/kyowontour

Guammall

Norang poongsun(yellow balloon)

Friends



## **Q2b What would have to happen to make you more likely to recommend Guam to your family and friends?**

There is almost nothing you can do when you leave the hotel. Because all the street restaurants/shops were closed, it was a pity there was nothing else to do but play in the water.

Better hotel service

The food quality of facilities such as hotels and restaurants is relatively unsatisfactory compared to the price, it seems to need improvement. I would recommend if the price is lowered or the level of service is improved, but the price is the highest grade yet the hotel facilities are old and there are barely any restaurants to recommend.

Development of special tourist attractions, development of traditional foods, showing Guam's unique traditions, development of a separable menu for children and adults

To first recover from the typhoon

Compared to other Southeast Asian countries, prices are too high and there is nothing to see. I came because I didn't know, now that I know, I can't go.

Cleanliness

First. I hope the surrounding restaurants, pubs, and bars extend their business hours. Second. I hope there are many local travel agencies you can choose from for a variety of activities. Third. I hope the street/distance from Nikko Hotel to Onward Hotel will be developed a lot.^^

Compared to now, I think the cost of staying should be cheaper and an increase of various activities and attractions.

With willingness the Guam government and the police must arrest the local handgun carrying gangs who commit organized crimes, but the Guam government and police show no will to arrest or solve the gang. In addition, a comprehensive and extensive





search and investigation of the local stolen goods market is required. In a very dangerous security situation like today, I am widely informing people around me not to travel to Guam.

Accurate hotel information, weather information, shopping and restaurant information, etc. Are required of guidance kindly.

Overall prices are too high

Affordable prices.... Hotel.. Cost.. Etc etc

I think the natural disaster damage should be overcome quickly. Currently, the nature is greatly damaged by the typhoon, and I think the hotels might also be in poor condition.

First of all, the hotel price is too expensive. Despite the fact that it is an old building the hotel price is on the expensive side.

Hygiene. Improving the convenience of using facilities in the resort

No matter where you are, what you do, the wait time is too long.

The accommodation's ability to manage

Wish there are more shopping centers and prices are expensive

Improvement of shopping malls. In addition to recreation, it would be good to vitalize tourism/sightseeing.

I hope shopping, food, taxi use, and massage will be cheaper and desirable

Service

Social infrastructure, infrastructure, abundant shopping, expansion of attractions, prices



Quick damage recovery

If there were developments of more programs that I could enjoy...

Prices must be lowered. Also, if there aren't a variety of food in convenience stores, I wish in the hotels there were more bakeries that sell light bread that can be eaten simply.

Prices are too high, price stabilization

Price stabilization

Food diversification, public transportation vitalization, price stabilization

Please manage the rental car so that there are no insects.

Need more variety of food

Need to reduce public transportation costs and improve tip culture and the quality of service. I think the prices need to be kept down.

I went to Guam 10 years ago. This is the second time since and nothing has changed, the weather is still good and the scenery is good for sightseeing and vacation, but the hotels are very underdeveloped I think it needs some changes. And I think the thoughts of the citizens needs to change a little bit. My son lost his cell phone in the hotel lobby and even though a non-Korean employee took it, maybe it was to protect the employee but because no one actively tried to help so I returned with bad memories. I think employees and Guam citizens should change their thoughts now like a developed country they are.

Cleanliness at tourist attractions and price reduction

I hope that locals living outside of tourist attractions will keep their manners. The Chamorro people behaved without manners. Cat calling



Need to expand tourism infrastructure and vitalize various local food restaurants

With typhoon damage aside, you can see years of neglect around the island. Public schools, abandoned buildings, and government offices look like there's no pride of ownership. If the island didn't seem so neglected, it would be much more beautiful and would make me recommend to family and friends. Paying a high price to see run-down buildings as you make it to the beach isn't worth it in my opinion. The people are amazing and deserve to have an island that reflects their beautiful spirit!

Typhoon warning system has to be more advanced.

Typhoon recovery is like a third world country here. Unbelievable that Guam is considered U.S. but takes over two weeks plus to restore power. Then, power is shut off at no notice day and night. Japan has had worse typhoons and has more population and land but recovery efforts are planned ahead of time and aide is provided immediately.

The food wasn't nice but the ambiance was a 10/10

I think that your government needs to do the restoration work as soon as quickly after the typhoon. There were a lot of restaurant and shops that closed and no good service from disorder menu

Crystal ocean!!

**Q7 Which internet or social media sources, if any, did you use to learn about Guam?**

**Other (please specify):**

KakaoTalk open chatting

KakaoTalk

Naver Cafe Guam Free Travel Guide



Naver Cafe (Guam Free Travel Guide)

Guamjagil blog

Trip Advisor

Local

Facebook

**Q22 What did the package trip include?**

**Other (please specify):**

Lunch, dinner

Dolphin cruise

Golf

Pic gold card

**Q30 In this section, we would like to know what additional spending you and your family/travel party spent while on Guam.**

**Other Spending**

**Other (please specify):**

Hotel tip

Stolen car

Food and drinks

Repair cost

Wifi



Toy

Sim card

Pain killer

**Q33 Which ONE detail made your trip to Guam more enjoyable?**

Mangilao golf rounds

Dolphin cruise

Golf

Visiting my husband working in Guam on a contract

PIC English program and pool condition

More street name signs

Immigration issue resolved after 10 years

Golf

**Q34 If applicable, please share the ONE thing that could be improved to make your stay in Guam more enjoyable.**

Fast recovery from the typhoon

There are fewer places to shop than before Corona

Public safety, criminal arrest



It would have been better if the damage from the typhoon was dealt with and recovered more quickly.

Lack of signposts. Lack of attractions

Immigration, airlines, restaurants, hotels, etc. Wherever you go you basically have to wait

Old facility

Business closing time, till 12:00

I wish there was an outlet.

Restaurant prices are too high

Keep cockroach under control

City development

Establish and reinforce anti-theft system

The departure area of Guam Airport is too hot

Traffic Control system

Room condition at PIC accommodation's was the worst. Thanks to the water park I'm satisfied but the rest... I can't give it a good score

More places to visit like shopping mall

Attitude of airport staff upon return. Especially a man with a curly mustache

Air Conditioner in the airport

A bit uncomfortable to get around using a rental car as there are no street signs.



**Q35 Guam has a number of shopping malls and stores. Please select all those visited during this trip.**

**Other (please specify):**

Olympia Mart

Latte Store

Tokyo Mart. Costures

Payless, Food's, Circle K

Payless Supermarket

PayLess

payless

payless

payless

Home depot, CostUless, Payless

**Q38 During this trip on Guam, which of the following activities did you participate in?**

**Sports:**

**Sports event/tournament (please specify):**

Koko road race

Golf

Runrace