Japan Visitor Tracker Exit Profile & Market Segmentation Report

FY 2023 RECAP

[ANTHOLOGY®] RESEARCH

Background and Methodology

- Anthology Research conducted quantitative research in the form of an online survey from June 17, 2023 to October 11, 2023.

  - FY 2023: A total of **601** completed surveys were collected among visitors from Japan who were on island between June 1, 2023 and September 30, 2023. The margin of error for a sample of 601 is +/- 4.00 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.

Note on Tracking Data

- This report shows data for FY2023 tracked against Visitor Exit Survey data from prior periods.

- The COVID-19 pandemic significantly disrupted to Guam from every market area in FY2020, FY2021 and FY2022. Thus, tracking data are shown for FY2019 and prior periods.

- The methodology used in the Visitor Exit Survey changed in FY2023 to rely on email invitations derived from the Guam EDF, which was not available in prior periods. Surveys conducted in FY2019 and prior periods utilized an in-person intercept survey of departing visitors at the A.B. Won Pat International Airport.
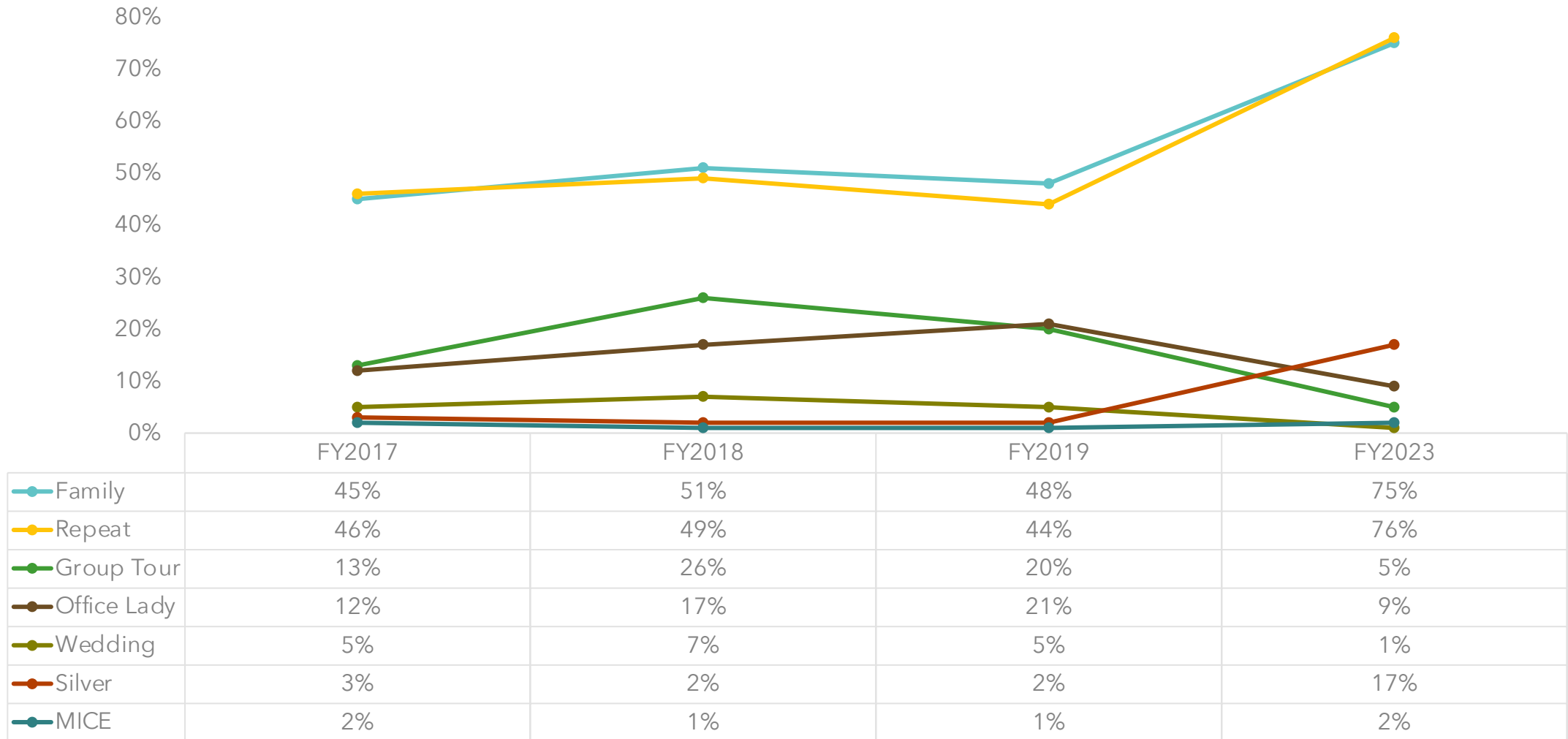
Objectives

- To monitor the effectiveness of the Japanese seasonal campaigns in attracting Japanese visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Japanese 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)
    - Office Lady/ Salary Woman (Gender/ D1 Office worker- non-managerial
    - Group Tour (Q12)
    - MICE (Q8 Convention/ Conference/ Trade Show/ Incentive Trip)
    - Silver (QF Age 60+)
    - Wedding (Q8- Get married/ attend wedding)
    - Repeat Visitor (Q9)
  - To identify the most significant factors affecting overall visitor satisfaction.
  - To identify (for all visitors from Japan) the most important determinants of on-island spending.

Key Highlighted Segments

	FY2017	FY2018	FY2019	FY2023
Family	45%	51%	48%	75%
Repeat	46%	49%	44%	76%
Group Tour	13%	26%	20%	5%
Office Lady	12%	17%	21%	9%
Wedding	5%	7%	5%	1%
Silver	3%	2%	2%	17%
MICE	2%	1%	1%	2%

SECTION 1

PROFILE OF RESPONDENTS

GENDER

Female 37%

Male 63%

MARITAL STATUS

Single
20%

Married
80%

Q: Are you married or single?
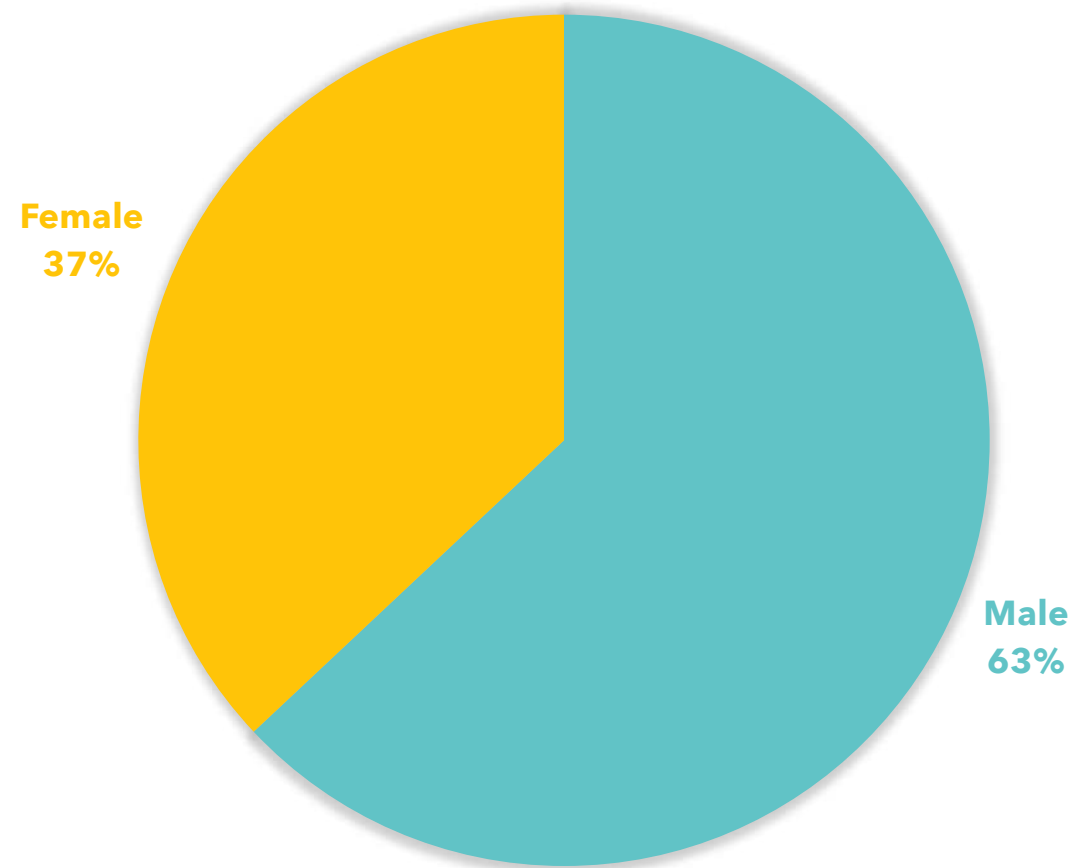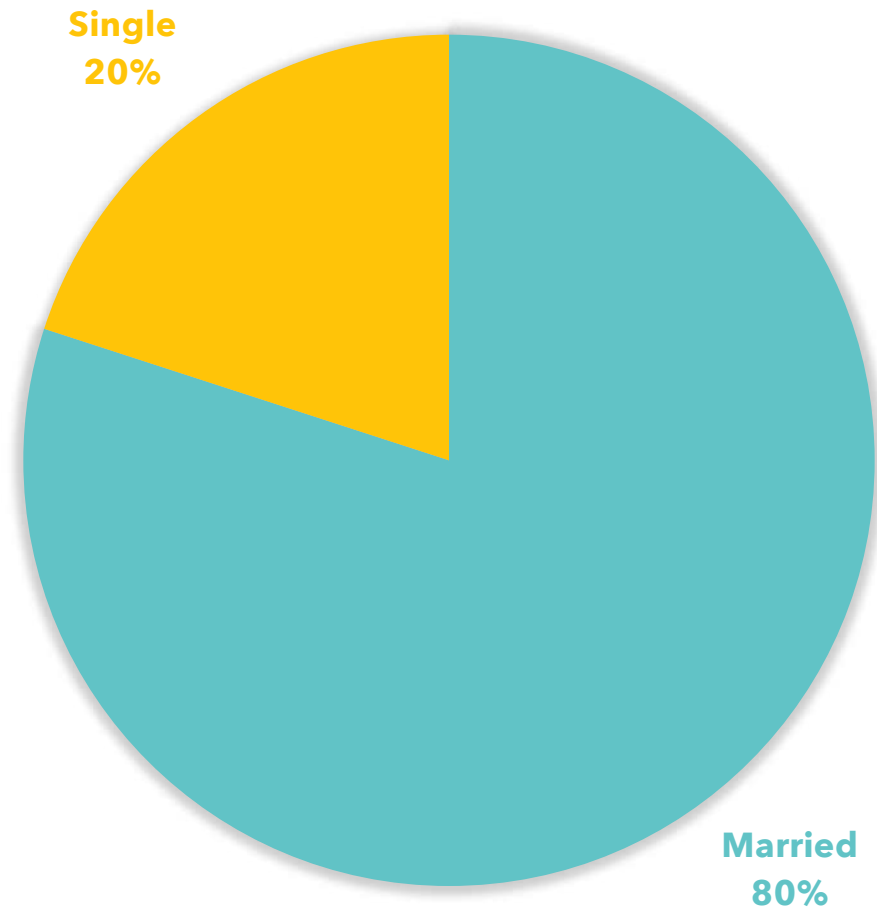
MARITAL STATUS – TRACKING
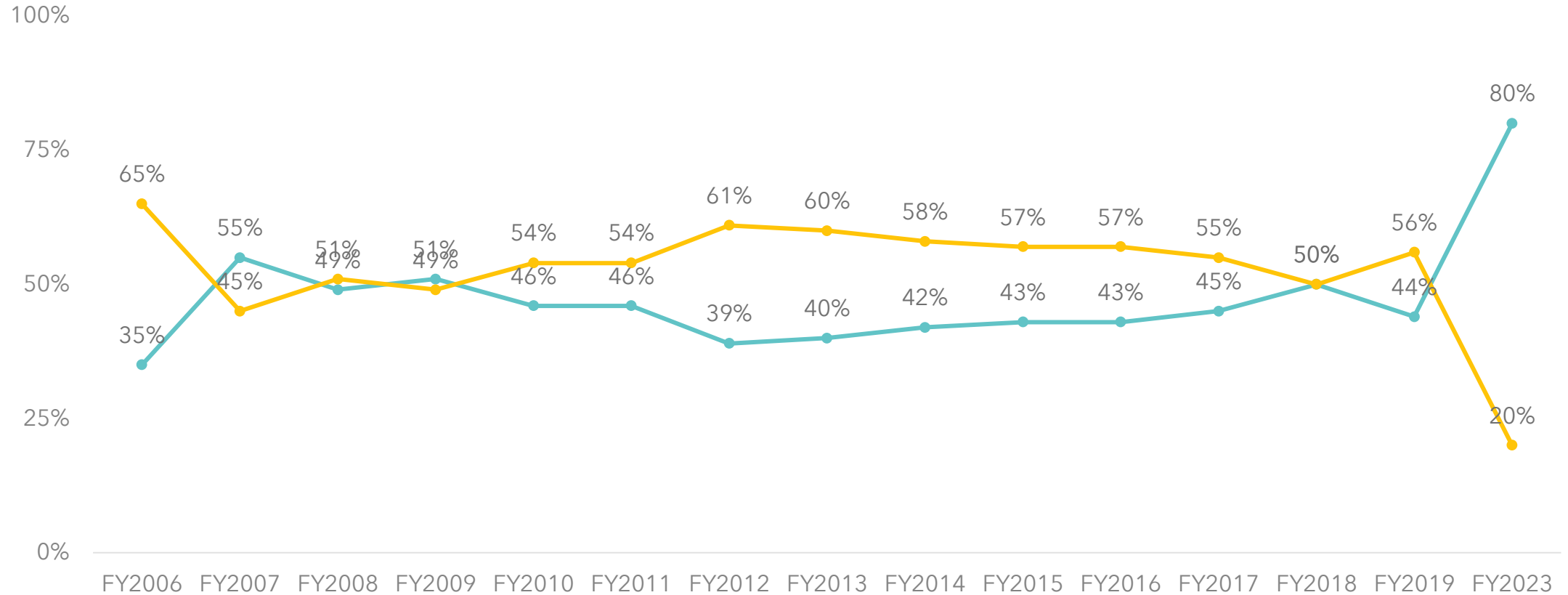
Q: Are you married or single?

GVB VISITOR SATISFACTION STUDY

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		TOTAL	KEY SEGMENTS						
		–	OL LADY	SILVER 60+	FAMILY	GROUP TOUR	MICE	WEDDING	REPEAT VISITOR
		(A)	(A)	(B)	(C)	(D)	(E)	(F)	(G)
QE	Married	80%	70%	86%	92% A D G	71%	70%	100%[1]	82%
	Single	20%	30% C	14%	8%	29% C	30%	[1]	18% C
	Total	601	57	101	448	31	10	6	457

Prepared by Anthology Research[2,3]

1. This category is not used in comparisons because its column proportion is equal to zero or one.

2. 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

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Q: Are you married or single?

AGE

Mean = 48.76
Median = 49

3%	16%	33%	31%	17%
18-24	25-39	40-49	50-59	60+

Q: And what was your age on your last birthday?

AGE – TRACKING

	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2023
Mean	29.5	32.5	31.8	32.2	32	32.3	31.6	31.99	32.66	32.95	32.94	33.14	32.84	31.68	48.76
Median													30	29	49

Q: And what was your age on your last birthday?

GVB VISITOR SATISFACTION STUDY

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		TOTAL	KEY SEGMENTS						
		–	OL LADY	SILVER 60+	FAMILY	GROUP TOUR	MICE	WEDDING	REPEAT VISITOR
		(A)	(A)	(B)	(C)	(D)	(E)	(F)	(G)
QF	18–24	3%	2% [3]	[3]	2%	3% [3]	[3]	[3]	1%
	25–39	16%	28% C G	[3]	15% G	16% [3]		67% C G	11%
	40–49	33%	33% [3]	[3]	37%	32%	30%	[3]	34%
	50–59	31%	30% [3]	[3]	31%	29%	50%	17%	35%
	60+	17%	7%	100%[3]	16%	19%	20%	17%	19% C
	Total	601	57	101	448	31	10	6	457
QF	Mean	48.76	44.95	64.89 A C D E F G	49.13 A	48.26	52.40	39.50	50.74 A C
	Median	49	47	64 A C D E F G	49 A	49	52	31	50 A C

Prepared by Anthology Research[1,2,4]

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Q: And what was your age on your last birthday?

HOUSEHOLD INCOME

	<Y2M	Y2M-3M	Y3M-4M	Y4M-5M	Y5M-7M	Y7M-10M	Y10M+	No Income/ Rf
	1%	2%	5%	6%	11%	17%	38%	18%

Q : What was your approximate annual household income, before taxes?

HOUSEHOLD INCOME

	FY2018	FY2019	FY2023
No Income	3%	4%	18%
Y10M+	16%	15%	38%
Y7M-10M	15%	15%	17%
Y5M-7M	19%	20%	11%
Y4M-5M	12%	11%	6%
Y3M-4M	15%	13%	5%
Y2M-3M	14%	14%	2%
<Y2M	7%	9%	1%

Q : What was your approximate annual household income, before taxes?

GVB VISITOR SATISFACTION STUDY

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		TOTAL	KEY SEGMENTS						
		–	OL LADY	SILVER 60+	FAMILY	GROUP TOUR	MICE	WEDDING	REPEAT VISITOR
		(A)	(A)	(B)	(C)	(D)	(E)	(F)	(G)
D2 JAPAN	Less than ¥2 million	1%	2%	1%	2%	[1]	[1]	[1]	1%
	¥2,000,001 ~ ¥3,000,000	2%	4%	4%	2%	6%	[1]	17%	3%
	¥3,000,001 ~ ¥4,000,000	5%	12%	7%	4%	3%	10%	17%	5%
	¥4,000,001 ~ ¥5,000,000	6%	9%	10%	5%	16%	[1]	[1]	7%
	¥5,000,001 ~ ¥7,000,000	11%	12%	19% G	11%	6%	10%	33%	10%
	¥7,000,001 ~ ¥10 million	17%	14%	12%	16%	19%	[1]	[1]	18%
	¥10 million or more	38%	23%	27%	41% B	35%	60%	[1]	40% B
	No Income	0%	[1]	1%	0%	[1]	[1]	[1]	0%
	Prefer not to say	18%	25%	20%	18%	13%	20%	33%	17%
	Total	601	57	101	448	31	10	6	457

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TRAVEL PARTY

Travel party percentages:
- Spouse: 49%
- Child <18: 35%
- Other Adult family: 23%
- Alone: 13%
- Child- adult: 9%
- Friend/ Assoc: 8%
- Girlfriend/ Boyfriend: 4%
- Officemate: 2%

Q: In addition to yourself, on this trip, who else was in your travel party?
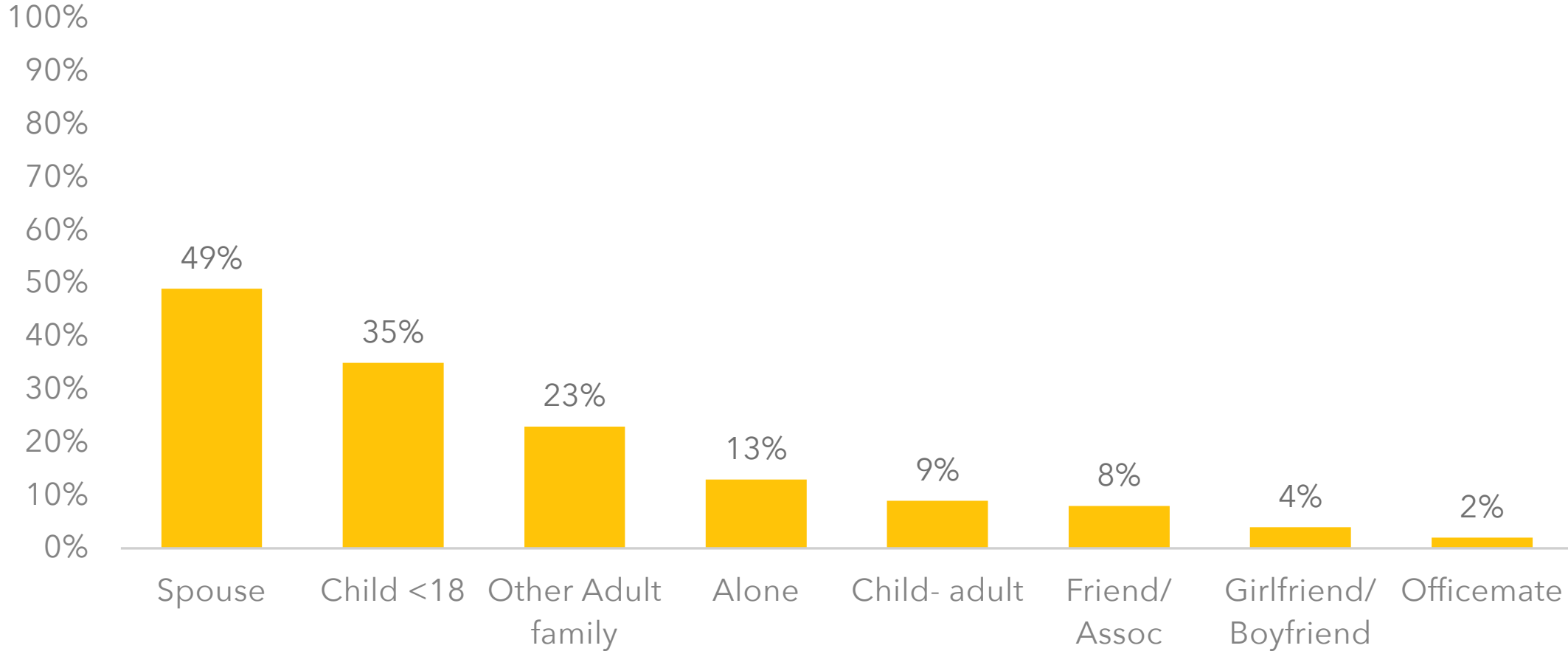
TRAVEL PARTY – TRACKING
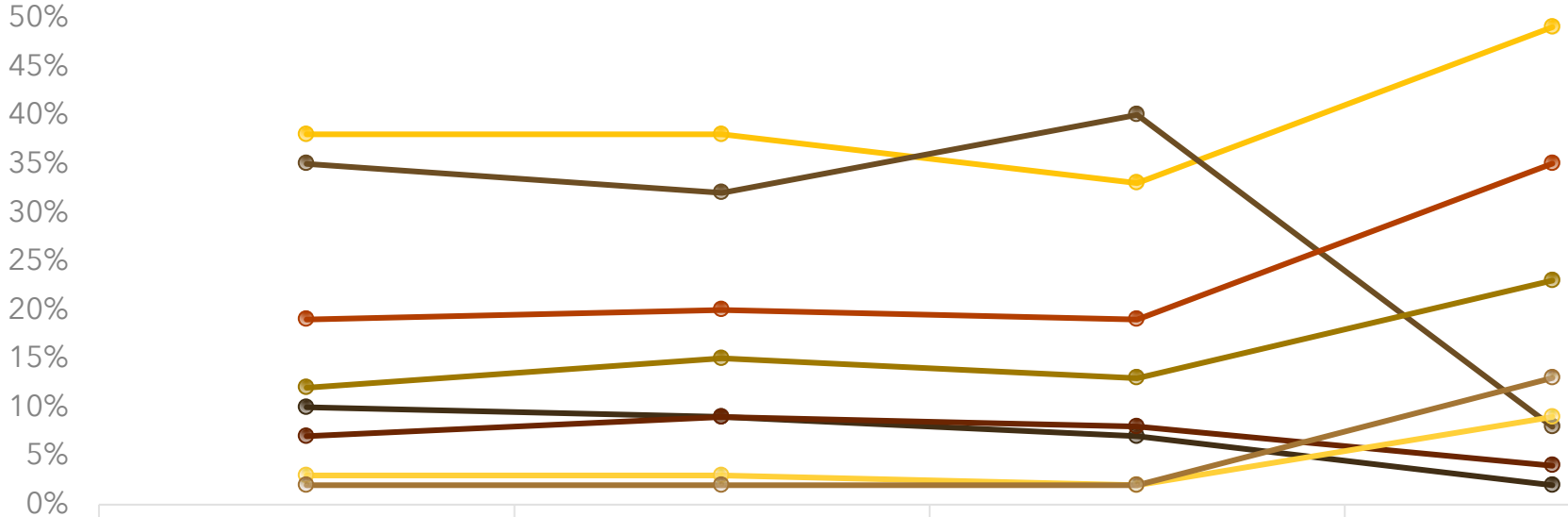
	FY2017	FY2018	FY2019	FY2023
Spouse	38%	38%	33%	49%
Friend/ Assoc	35%	32%	40%	8%
Child Under 18	19%	20%	19%	35%
Other Adult Family	12%	15%	13%	23%
Office	10%	9%	7%	2%
Girlfriend/ Boyfriend	7%	9%	8%	4%
Child- Adult	3%	3%	2%	9%
Alone	2%	2%	2%	13%

Q: In addition to yourself, on this trip, who else was in your travel party?

TRAVEL PARTY – CHILD UNDER 18

35% Traveling with a child

Age group	Percentage
0-2 years old	5%
3-6 years old	10%
7-11 years old	21%
12-18 years old	14%

Q : In addition to yourself, on this trip, who else was in your travel party?

TRAVEL PARTY SIZE

Alone, 13%

Three or more, 55%

Two persons, 32%

Mean = 3.46
Median = 3

Q : Including yourself, how many people traveled with you in your immediate party?
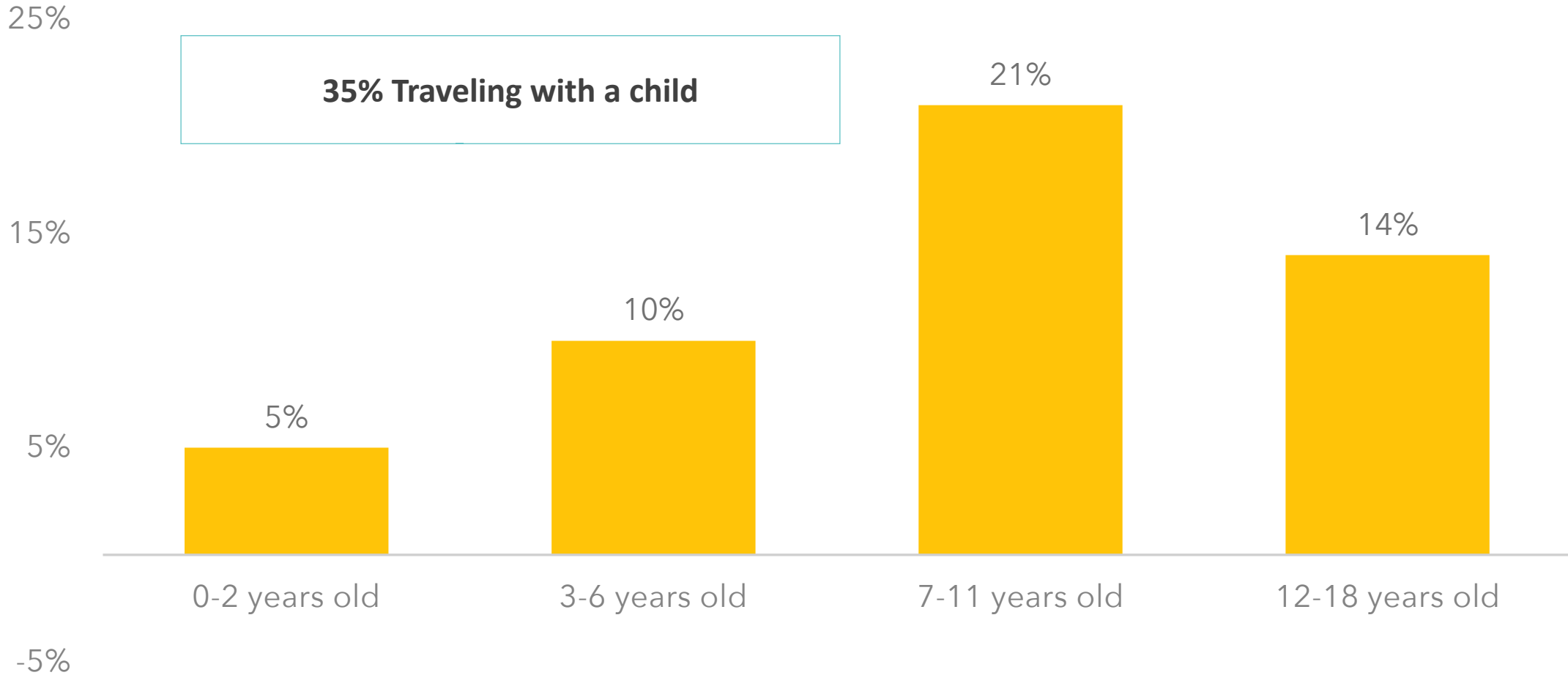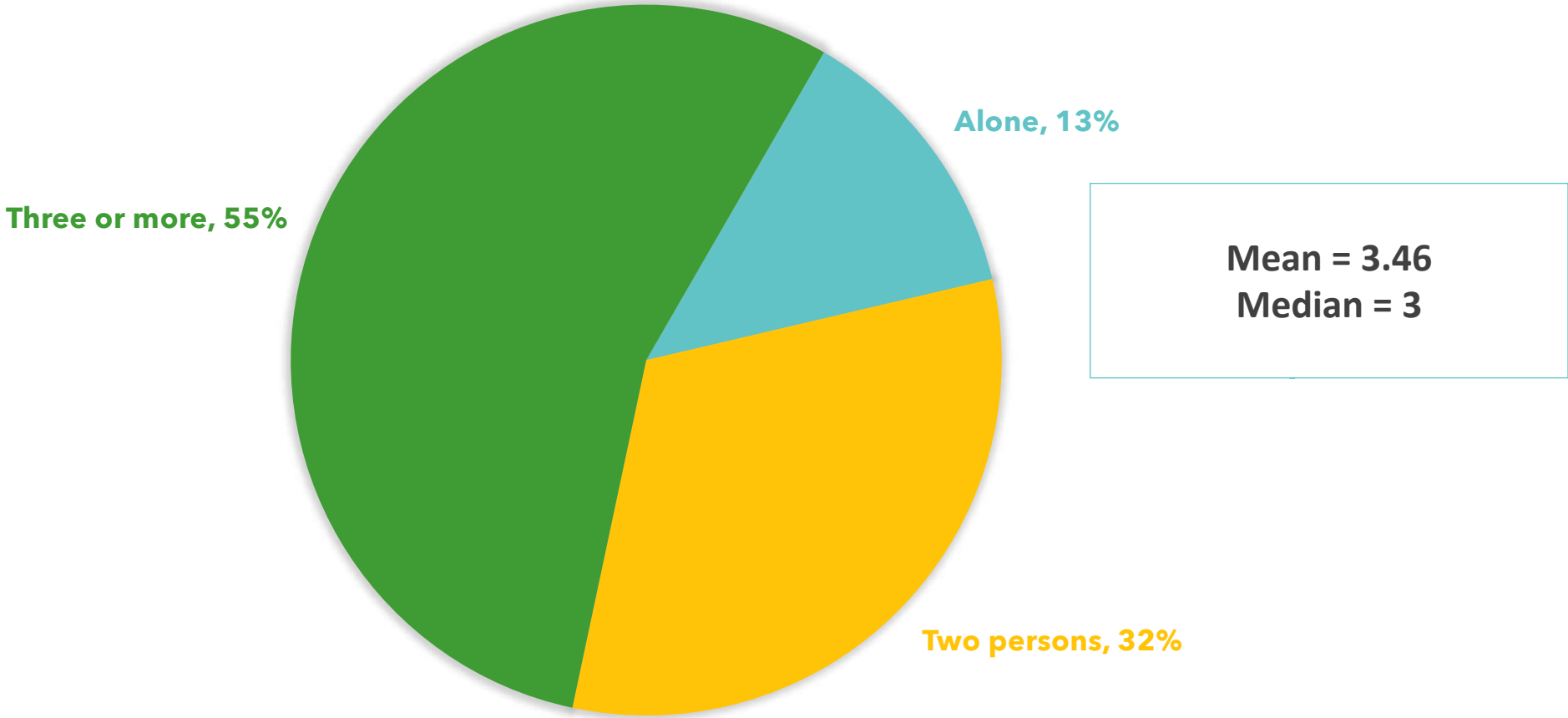
TRAVEL PARTY SIZE – TRACKING

	FY2019	FY2023
MEAN	4.14	3.46
MEDIAN	2	3

22   *Q : Including yourself, how many people traveled with you in your immediate party?*

TRIPS TO GUAM

1st Time
24%

Repeat
76%

Mean = 7.29
Median = 4

Q : Including this trip, how many times have you visited Guam?

TRIPS TO GUAM – TRACKING

	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2023
Teal	70%	64%	63%	63%	61%	61%	62%	60%	56%	57%	57%	47%	51%	58%	24%
Yellow	30%	36%	37%	37%	39%	39%	38%	40%	44%	43%	43%	53%	49%	42%	76%

Q: Including this trip, how many times have you visited Guam?

TRIPS TO GUAM – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
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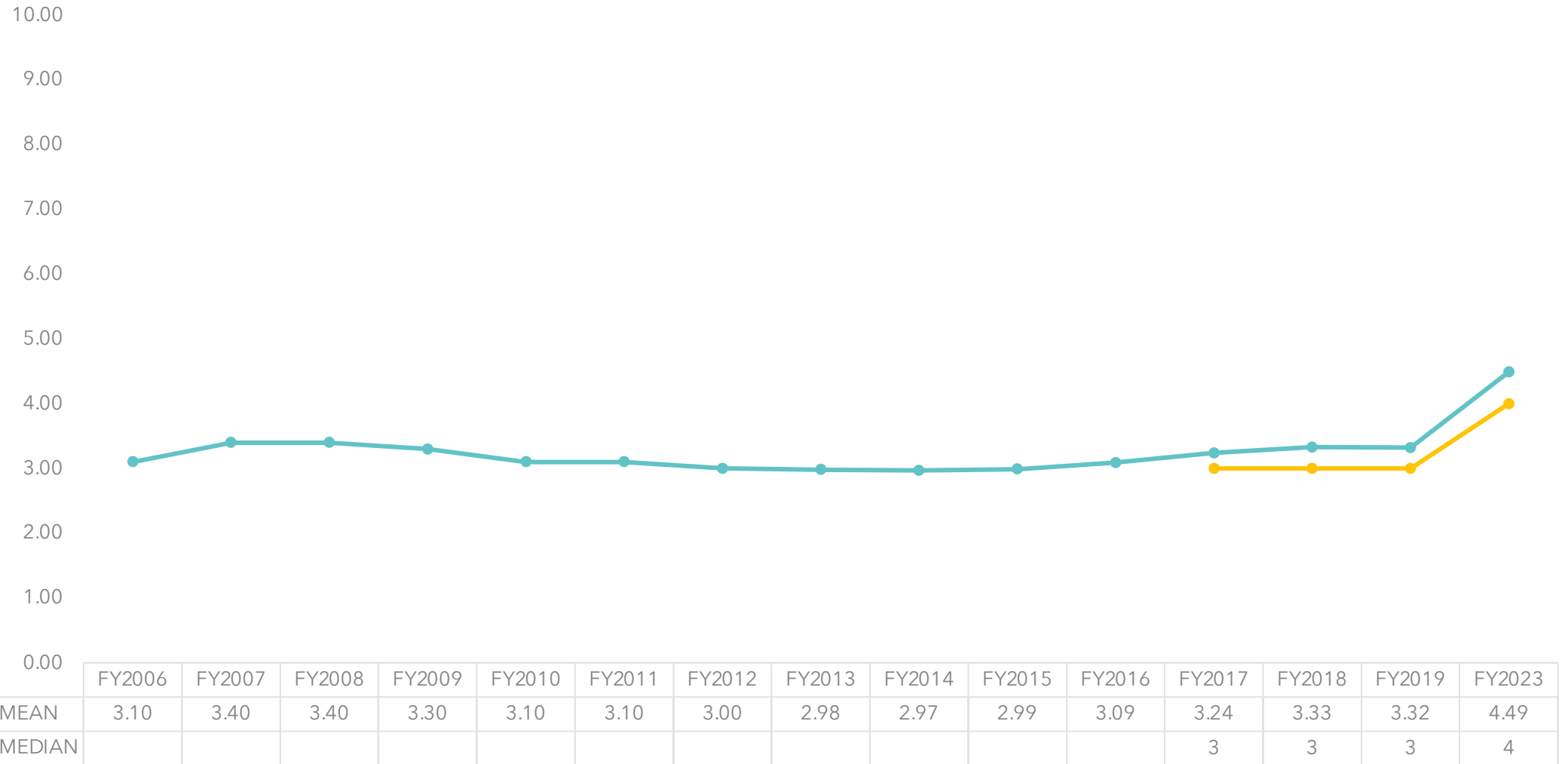|		TOTAL	KEY SEGMENTS						
		–	OL LADY	SILVER 60+	FAMILY	GROUP TOUR	MICE	WEDDING	REPEAT VISITOR
		(A)	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Q9	First–time	24%	23%	12%	23%	23%	30%	83% [3] A B C D	
	Repeat	76%	77% F	88% F	77% F	77% F	70%	17%	100%[3]
	Total	601	57	101	448	31	10	6	457
Q9	Mean	7.29	9.23	10.38 C	6.85	7.16	5.50	1.67	9.27 C
	Median	4	4	7 C	4	4	6	1	6 C

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Q: Including this trip, how many times have you visited Guam?

LENGTH OF STAY

Mean number of nights = 4.49
Median number of nights = 4

- One to two nights: 10%
- Three nights: 32%
- Four or more nights: 58%

Q: *How many nights did you stay on Guam?*

LENGTH OF STAY – TRACKING

	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2023
MEAN	3.10	3.40	3.40	3.30	3.10	3.10	3.00	2.98	2.97	2.99	3.09	3.24	3.33	3.32	4.49
MEDIAN												3	3	3	4

27   Q : *Including yourself, how many people traveled with you in your immediate party?*

GVB VISITOR SATISFACTION STUDY

		TOTAL	KEY SEGMENTS						
		–	OL LADY	SILVER 60+	FAMILY	GROUP TOUR	MICE	WEDDING	REPEAT VISITOR
		(A)	(A)	(B)	(C)	(D)	(E)	(F)	(G)
SA	1–2 Nights	10%	5%	12%	5%	13%	10%	33%	9% C
	3 Nights	32%	53% C G	32%	32%	48%	30%	3	30%
	4+ Nights	58%	42%	56%	63% A	39%	60%	67%	61% A
	Total	601	57	101	448	31	10	6	457
SA	Mean	4.49	3.82	4.86	4.39	4.23	4.10	5.00	4.69
	Median	4	3	4	4	3	4	5	4

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Q: How many nights did you stay on Guam?

OCCUPATION – Top Responses (10%+)

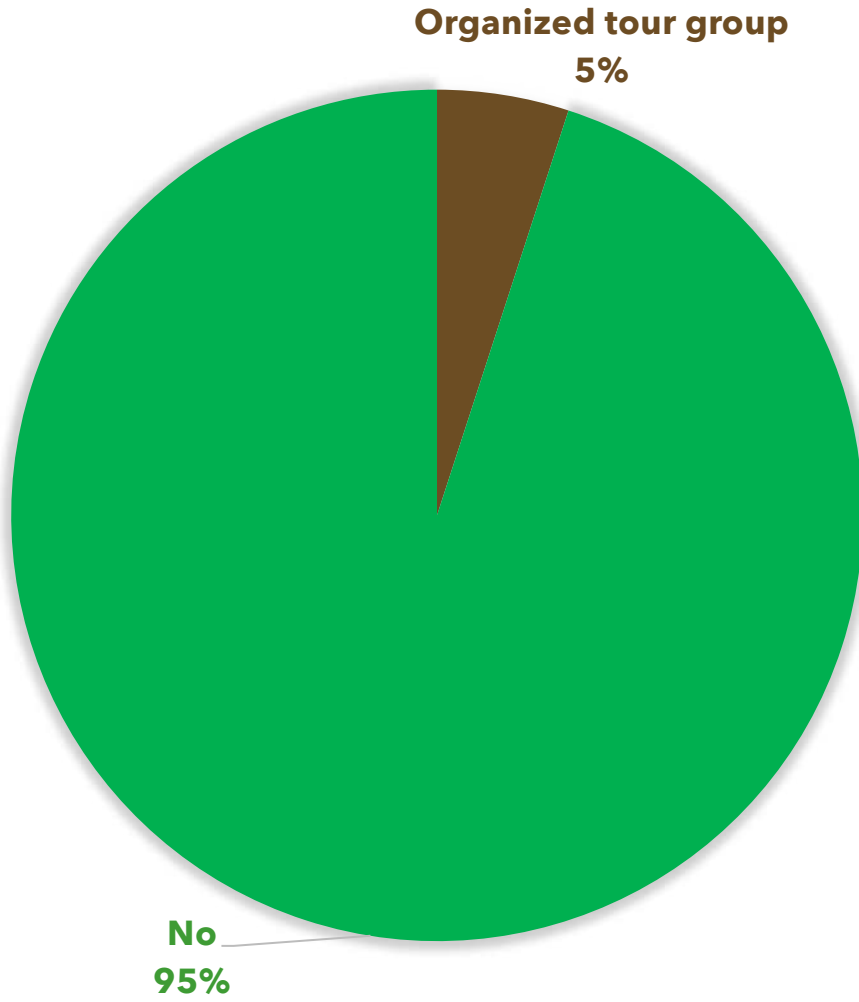| Company: Non-Mgr	Company: Manager	Self-employed	Company: Engineer
18%	15%	13%	10%

Q: What is your occupation?
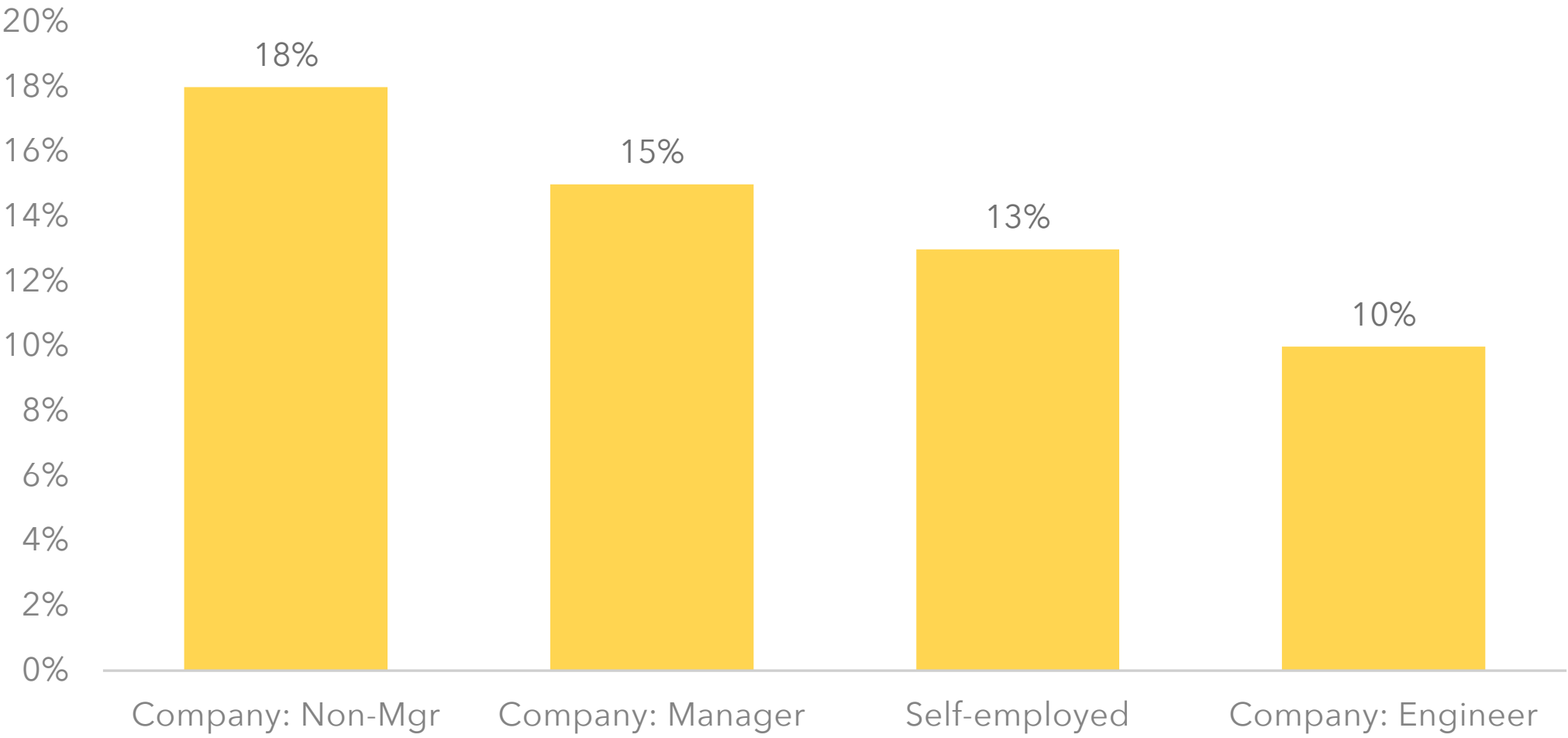
SECTION 2
TRAVEL PLANNING

ORGANIZED TOUR GROUP

Organized tour group
5%

No
95%

Q: On this trip, I am a member of an organized tour group?

ORGANIZED TOUR GROUP – TRACKING

	FY2017	FY2018	FY2019	FY2023
Organized Group Tour	26%	26%	19%	5%

Q: On this trip, I am a member of an organized tour group?

ONLINE BOOKING

No, 12%

Made Arrangements
Online, 88%

Q: Did you book any of your travel arrangements online?
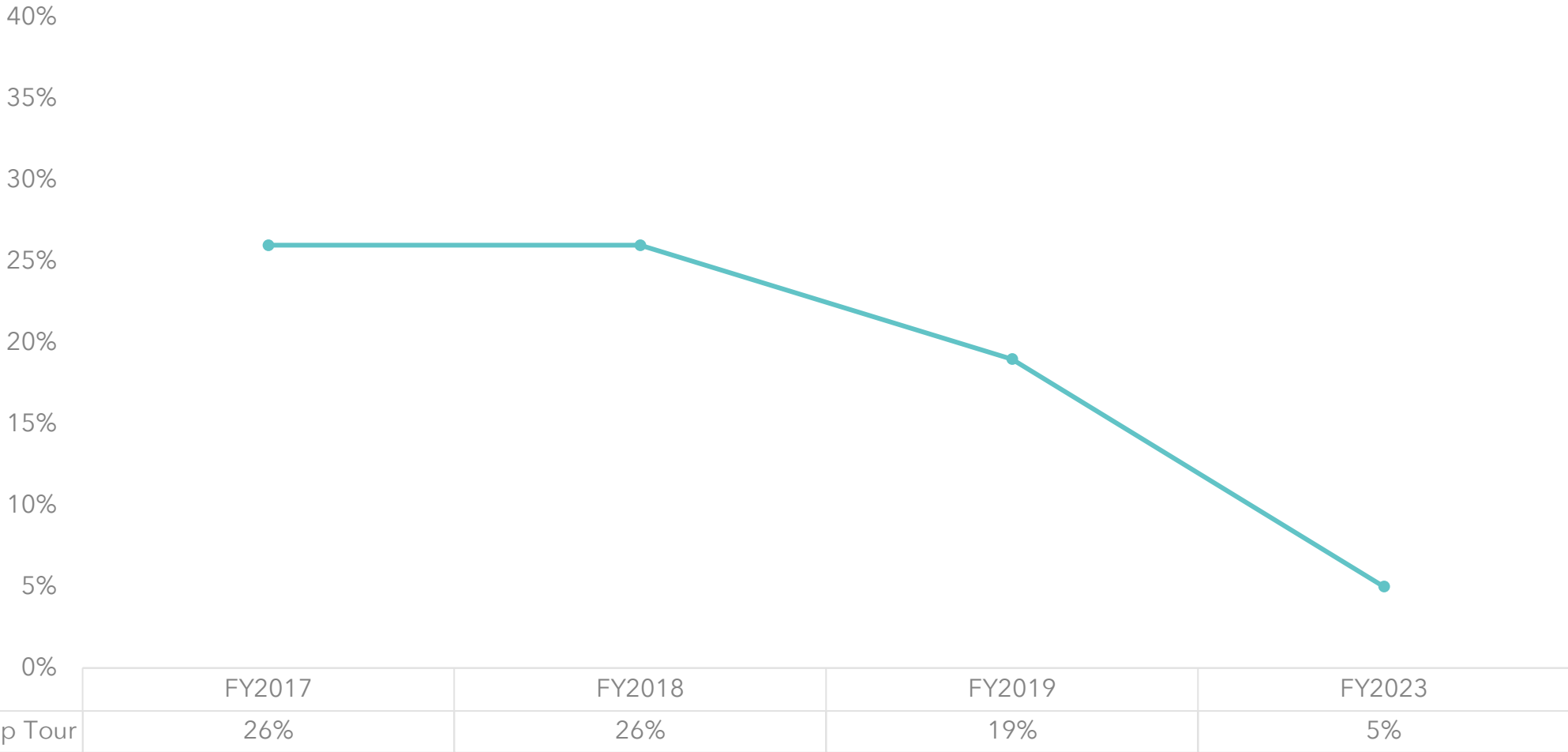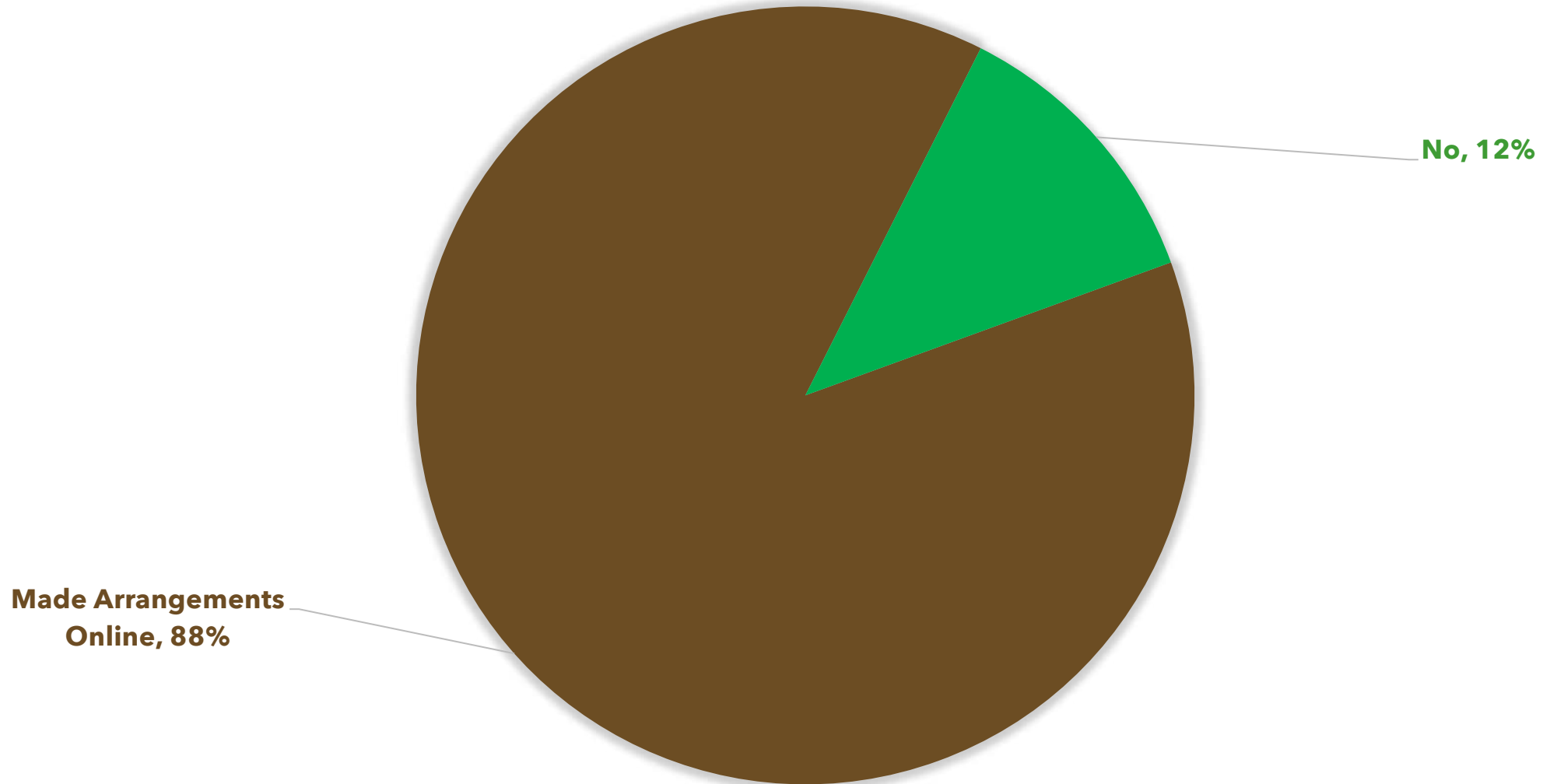
ONLINE BOOKING – TRACKING

	FY2019	FY2023
Online Booking	62%	88%

Q: Did you book any of your travel arrangements online?

TRAVEL ARRANGEMENTS

Bar chart showing:
- Direct - air/ hotel: 49%
- Trvl Agt (HIS, Rakuten, JTB, etc): 33%
- Travel website: 18%

Q: How did you book your travel arrangements to Guam?
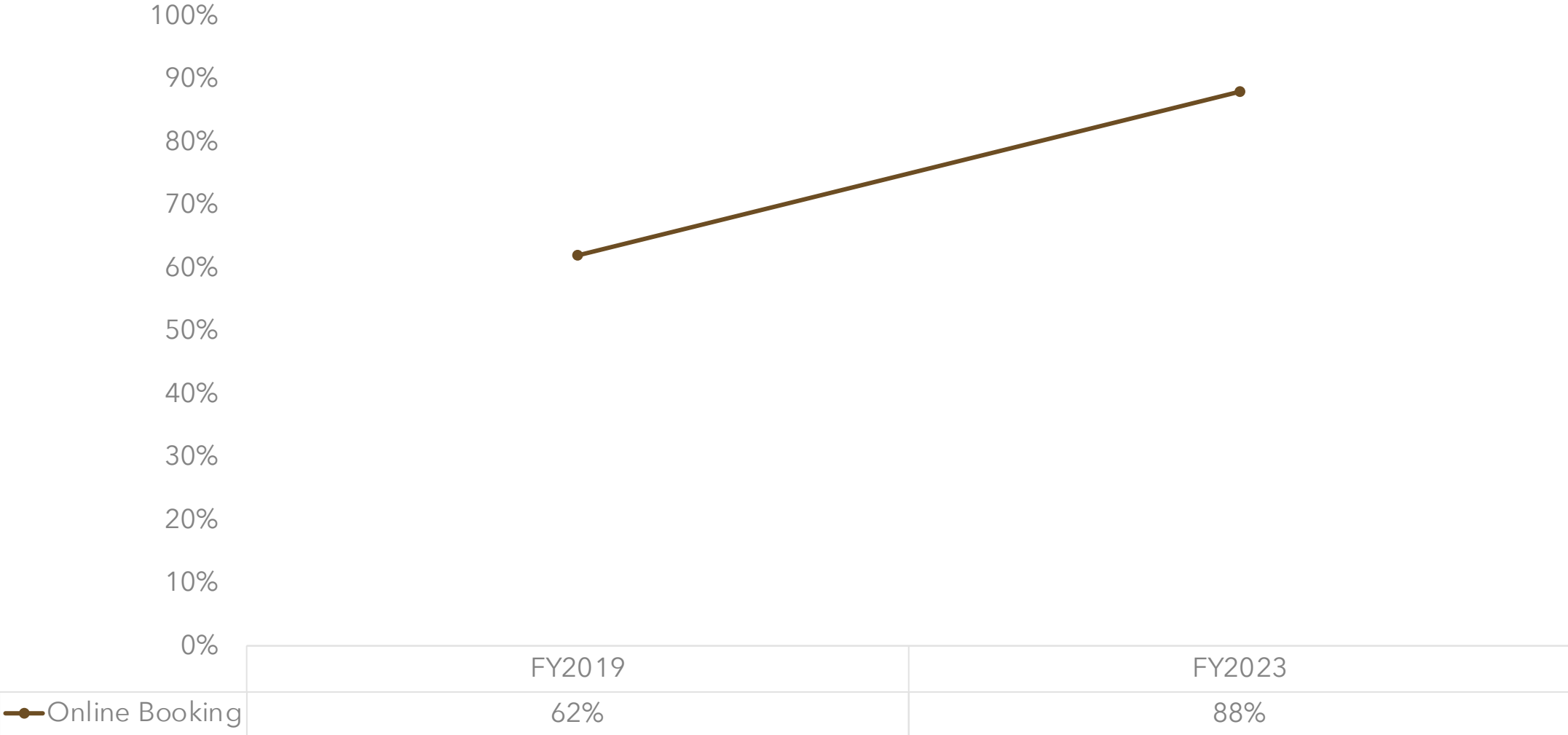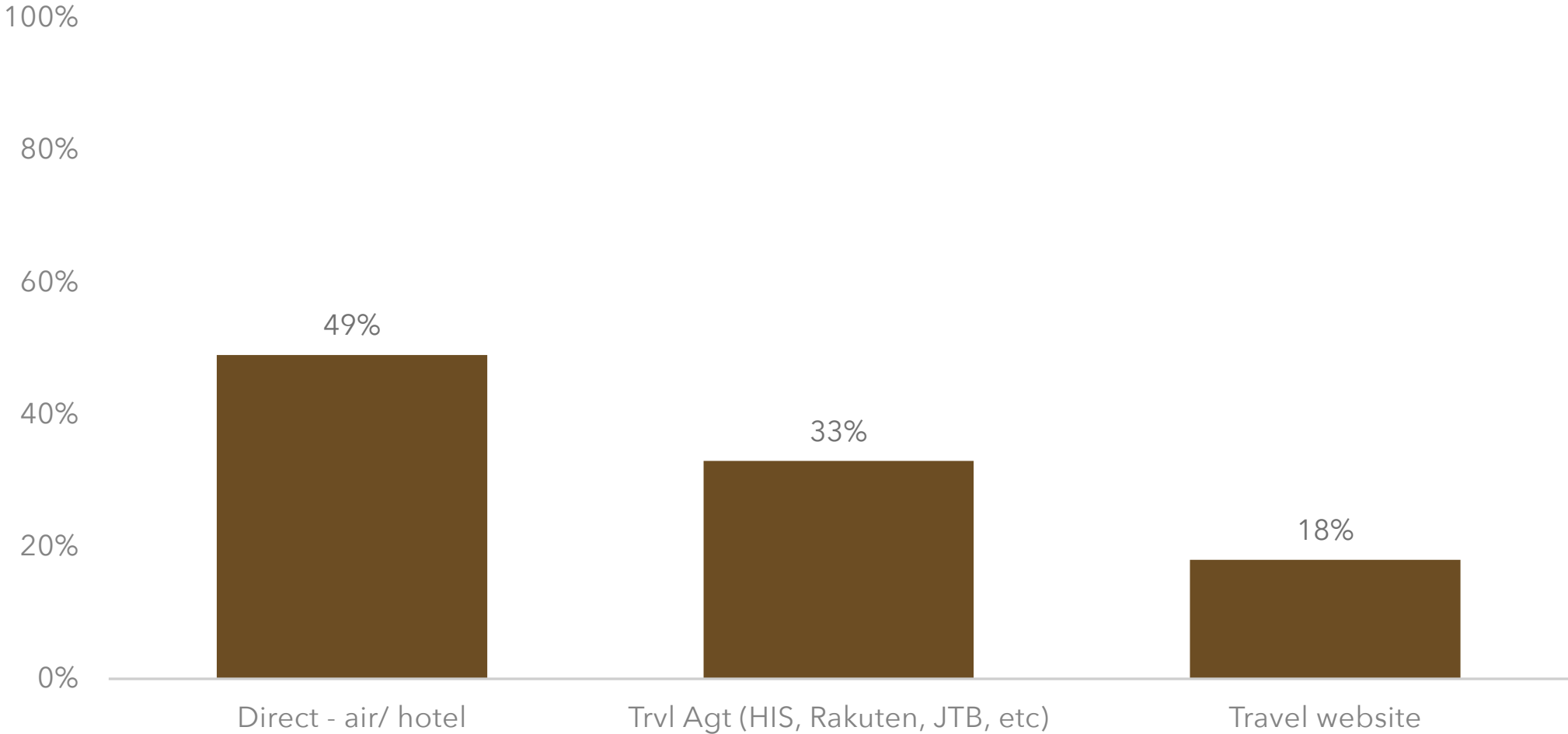
TRAVEL ARRANGEMENTS – TRACKING
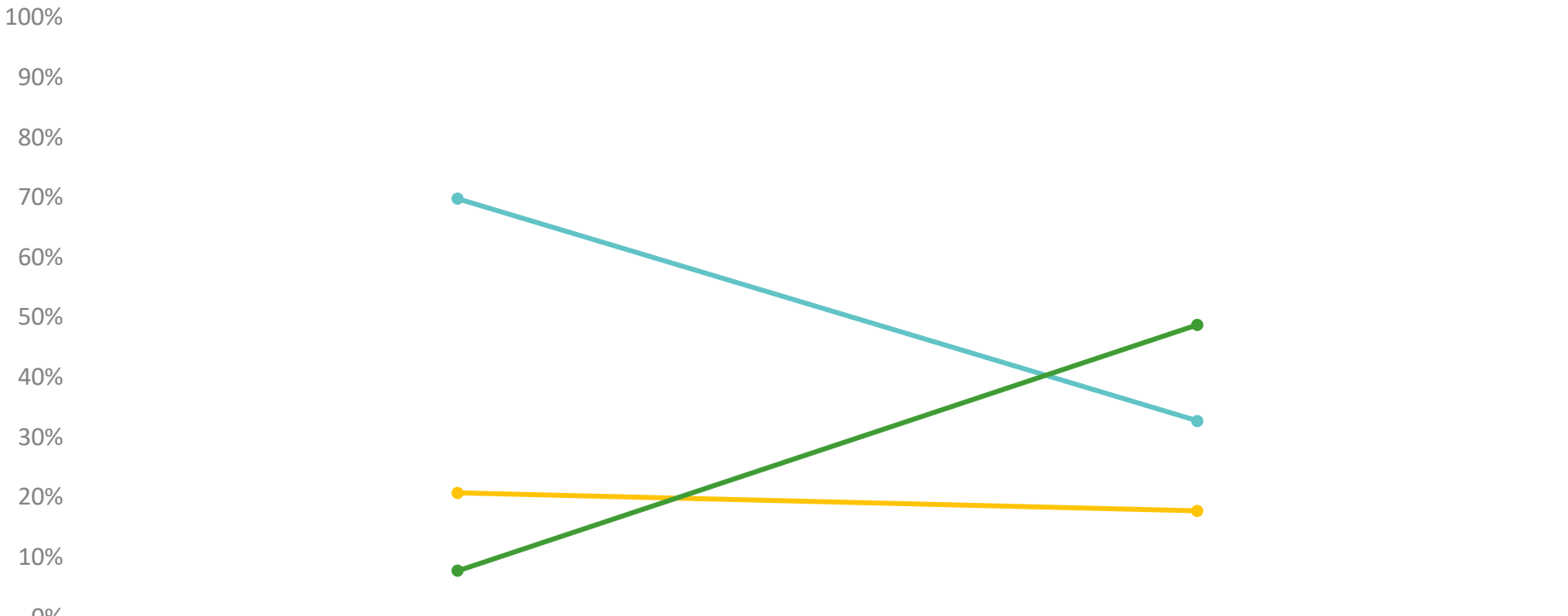
	FY2019	FY2023
Trvl Agt (HIS, Rakuten, JTB, etc)	70%	33%
Travel website	21%	18%
Direct Air/ Hotel	8%	49%

Q: How did you book your travel arrangements to Guam?

PREPAID PACKAGE TRIP

Prepaid Package Trip
35%

No
65%

Q: Are you on a prepaid package trip that includes at least airfare and hotel?

PREPAID PACKAGE TRIP

	FY2017	FY2018	FY2019	FY2023
Prepaid Pkg Trip	88%	86%	82%	35%

Q: Are you on a prepaid package trip that includes at least airfare and hotel?

ACCOMMODATIONS (5%+)

Bar chart showing accommodations:
- Onward Beach Resort: 11%
- Guam Reef & Olive: 10%
- Dusit Beach Resort: 10%
- PIC: 9%
- Grand Plaza: 9%
- Westin Resort: 8%
- Hotel Nikko: 7%
- Hilton Guam: 7%
- Hyatt Regency: 5%

Q: Where did you stay while on Guam?

TRAVEL MOTIVATIONS (10%+)

49%	44%	41%	35%	26%	14%	10%
Short Travel Time	Vacation	Prior Trip-Positive	Natural Beauty	Relax	Water sport	Shopping

Q: What top three reasons motivated you to travel to Guam on this trip?

TRAVEL MOTIVATIONS – Top 3

FY2018	FY2019	FY2023
70% Natural Beauty 45% Short Travel Time 28% Pleasure/Vacation	44% Short Travel Time 38% Vacation 38% Natural Beauty	49% Short Travel Time 44% Vacation 41% Prior trip

Q: What top three reasons motivated you to travel to Guam on this trip?

	TOTAL	KEY SEGMENTS						
	–	OL LADY	SILVER 60+	FAMILY	GROUP TOUR	MICE	WEDDING	REPEAT VISITOR
	(A)	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Q8 Short travel time (not too far from home)	49%	61%	51%	54% G	39%	20%	17%	48%
Vacation	44%	53%	34%	45%	35%	20% [1]		40%
A previous visit	41%	44%	50%	45%	35%	20%	17%	54% C
Beautiful seas, beaches, tropical climate	35%	33%	29%	39%	19% [1]		17%	35%
Just to relax	26%	16%	23%	25%	16% [1]		[1]	27%
Water sports (snorkeling, windsurfing, parasailing)	14%	9%	15%	15%	10%	10% [1]		13%
Shopping	10%	12%	10%	11%	16% [1]		[1]	11%
Sightseeing/ visiting tourist spots	8%	9%	4%	8% G	6% [1]		[1]	5%
Price of the tour package	8%	9%	6%	9%	13% [1]		[1]	6%
It is a safe place to spend a vacation	6%	2%	7%	7%	6%	10%	17%	5%
To visit friends or relatives	5%	5%	9% C	3%	3%	10%	17%	5% C
To golf	4%	5%	12% CG	3%	6%	10%	[1]	5%
Scuba diving	3%	2%	4%	2%	[1]	[1]	[1]	3%
Honeymoon	3%	[1]	[1]	3% G	3%	[1]	50% CDG	1%
Company/ business trip	2%	[1]	3%	1%	16% BCG	[1]	[1]	2% C
Recommendation of friend/ relative/ travel agency	2%	4%	[1]	2%	[1]	[1]	[1]	1%
Organized sporting activity/ event	2%	4%	3%	1%	3%	[1]	[1]	1%
Adventure	1%	2%	[1]	1%	10% CG	[1]	[1]	1%
Convention/ conference/ trade show/ meeting	1%	[1]	2%	0%	[1]	70% BCG	[1]	1% C
Government or military	1%	[1]	1%	1%	[1]	10% C	[1]	1%
To Get Married/ attend Wedding	1%	2%	1%	1% G	6% G	[1]	100% [1]	0%
Career certification/ testing	1%	[1]	1%	[1]	[1]	[1]	[1]	1%
Incentive trip	1%	[1]	[1]	0%	3%	30% CG	[1]	0%
Social Media networks	0%	[1]	[1]	0%	[1]	[1]	[1]	0%
School trip	0%	[1]	[1]	[1]	[1]	[1]	[1]	[1]
Travel shows/ agents	0%	[1]	[1]	[1]	[1]	[1]	[1]	[1]
Total	600	57	101	447	31	10	6	457

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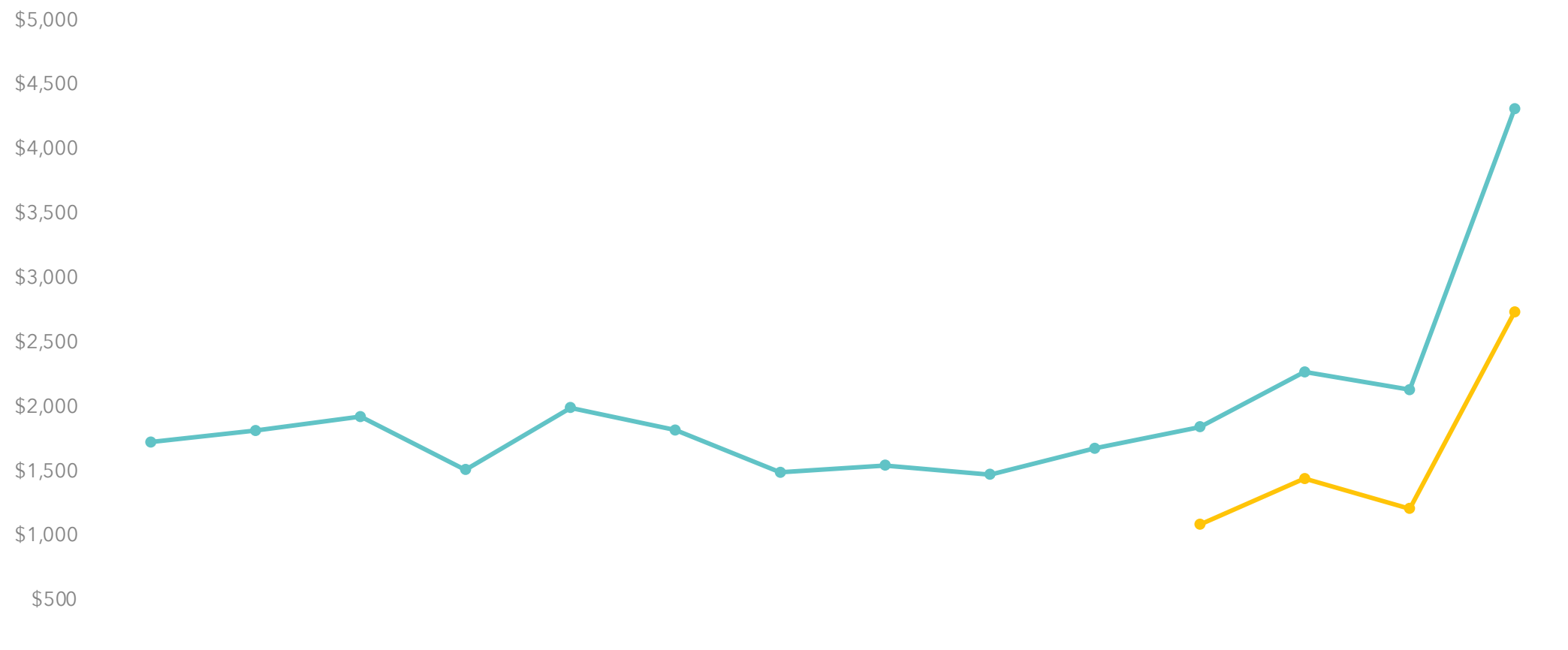*Q: What top three reasons motivated you to travel to Guam on this trip?*

SECTION 3
EXPENDITURES

PREPAID PACKAGE EXPENDITURES

- $4,313.05 = overall mean average prepaid package expense (for entire travel party) by respondent

- $1,338.75 = overall mean average **per person** prepaid package expenditures

Q: How much did the total prepaid package trip cost for you and other members of your covered travel party?

PREPAID PACKAGE – TRAVEL PARTY EXPENSE TRACKING

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2023
MEAN	$1,728.00	$1,816.00	$1,925.00	$1,513.90	$1,993.70	$1,820.20	$1,492.88	$1,546.41	$1,475.15	$1,679.34	$1,844.75	$2,272.20	$2,133.03	$4,313.05
MEDIAN											$1,088.00	$1,444.00	$1,212.00	$2,736.00

PREPAID PACKAGE – PER PERSON EXPENSE TRACKING

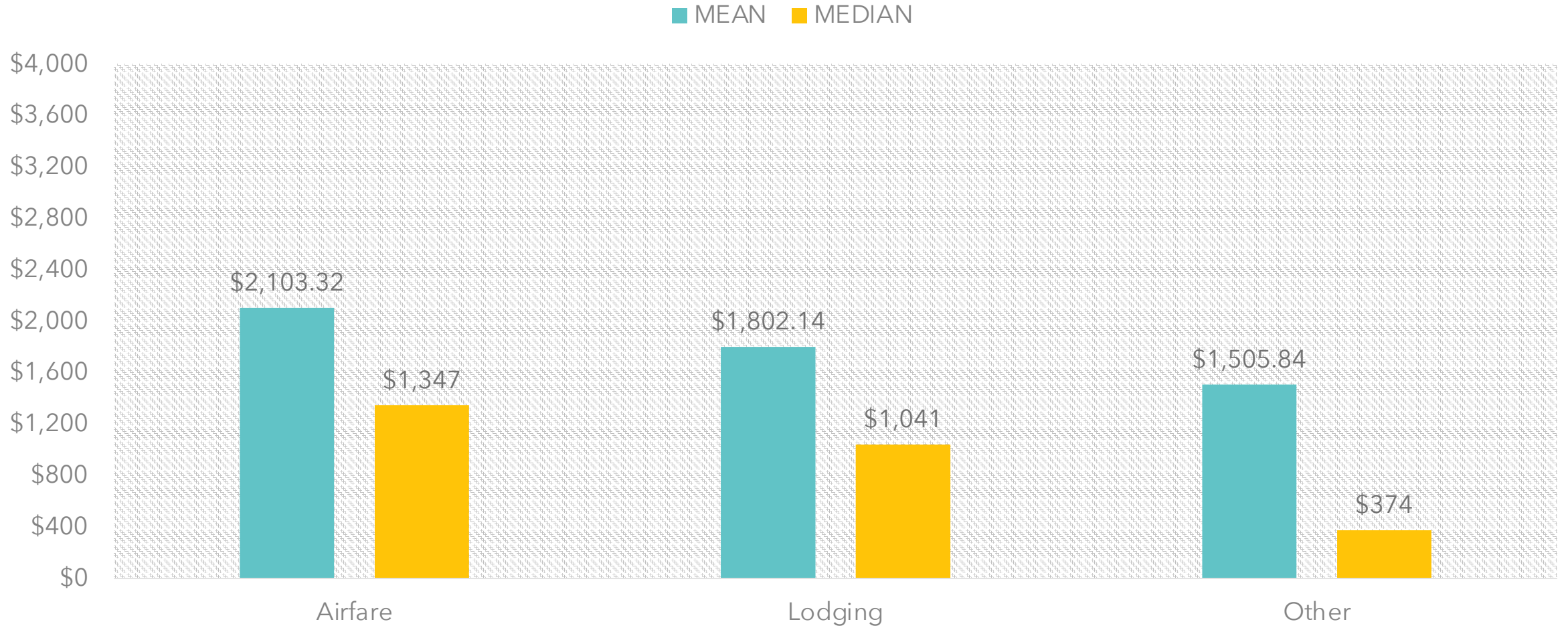|	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2023
MEAN	$769.79	$846.79	$865.94	$720.90	$926.60	$900.30	$751.20	$774.17	$731.16	$820.05	$853.76	$971.25	$724.87	$1,338.75
MEDIAN											$770.00	$886.00	$555.00	$978.00

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GVB VISITOR SATISFACTION STUDY

Q20 How much did the total prepaid package trip cost for you and other members of your covered ...

		TOTAL	KEY SEGMENTS						
		–	OL LADY	SILVER 60+	FAMILY	GROUP TOUR	MICE	WEDDING	REPEAT VISITOR
		(A)	(A)	(B)	(C)	(D)	(E)	(F)	(G)
YEN$1	Mean	$1,338.75	$1,059.96	$1,504.68	$1,326.77	$1,903.89	$0.00[a]	$938.87	$1,324.37
	Median	$978	$948	$996	$1,036	$765	$0[a]	$862	$991

Prepared by Anthology Research[b,c]

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.

Q: How much did the total prepaid package trip cost for you and other members of your covered travel party?

PREPAID PACKAGE – BREAKDOWN

Legend: ■ MEAN ■ MEDIAN

Category	MEAN	MEDIAN
Airfare	$2,103.32	$1,347
Lodging	$1,802.14	$1,041
Other	$1,505.84	$374

Q: (OPTTIONAL) Of the total prepaid package trip cost, how much went towards...?

Prepaid–Tracking: Airfare

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2023
MEAN	$1,129.00	$924.00	$937.00	$952.90	$1,359.60	$1,836.40	$1,454.43	$1,330.39	$1,435.94	$1,418.64	$1,387.12	$1,256.86	$1,040.07	$2,103.32
MEDIAN											$975.00	$912.00	$647.00	$1,347.00
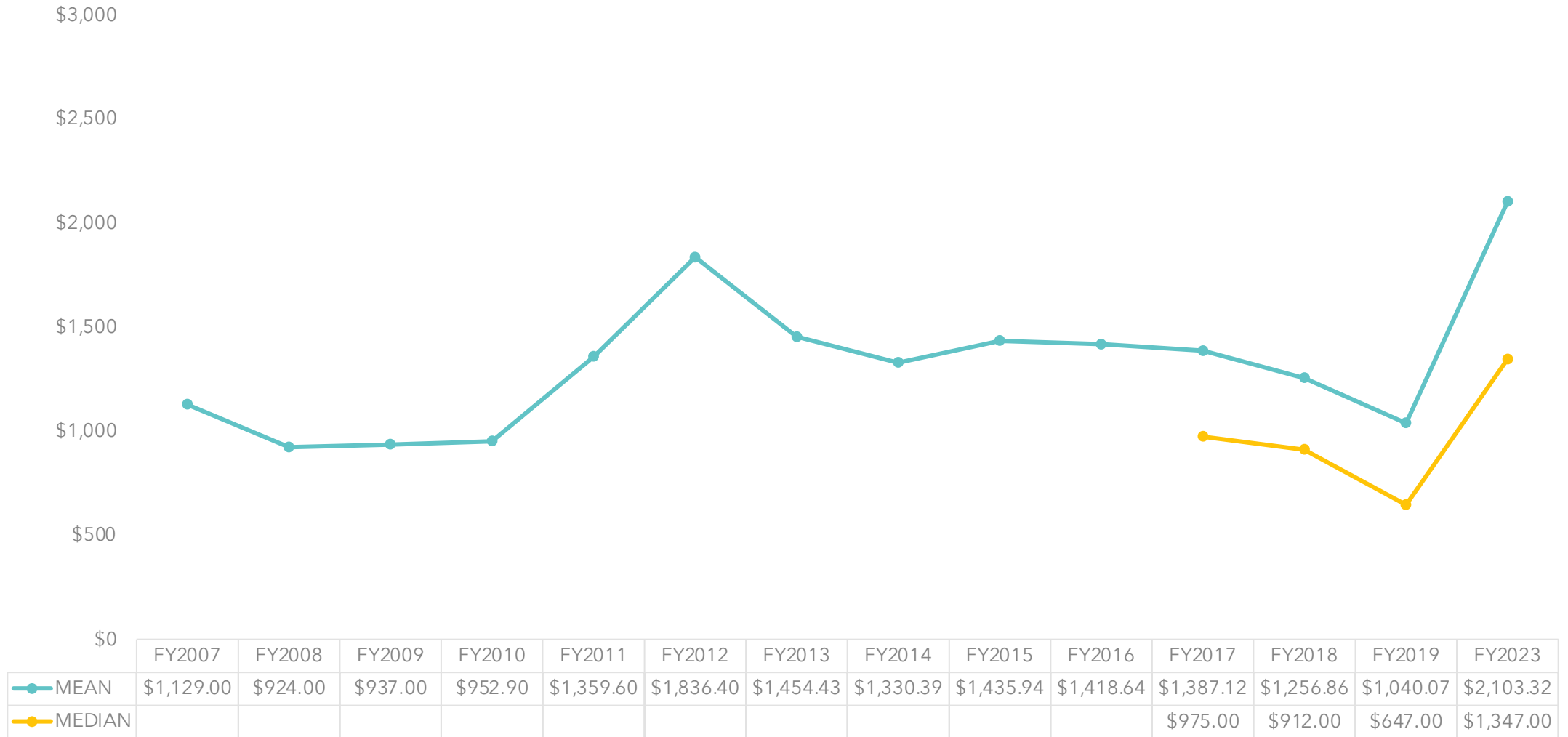
Prepaid–Tracking: Accommodations

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2023
MEAN	$532.00	$520.00	$748.00	$524.00	$748.30	$1,136.90	$843.15	$684.83	$715.78	$861.75	$727.03	$819.98	$997.51	$1,802.14
MEDIAN											$545.00	$586.00	$538.00	$1,041.00

PREPAID PACKAGE – BREAKDOWN

	Airfare	Lodging	Breakfast	Lunch/ Dinner	Tours/ Attractions	Rental car
Percentage	97%	93%	29%	6%	4%	3%

Q: What did the package trip include?
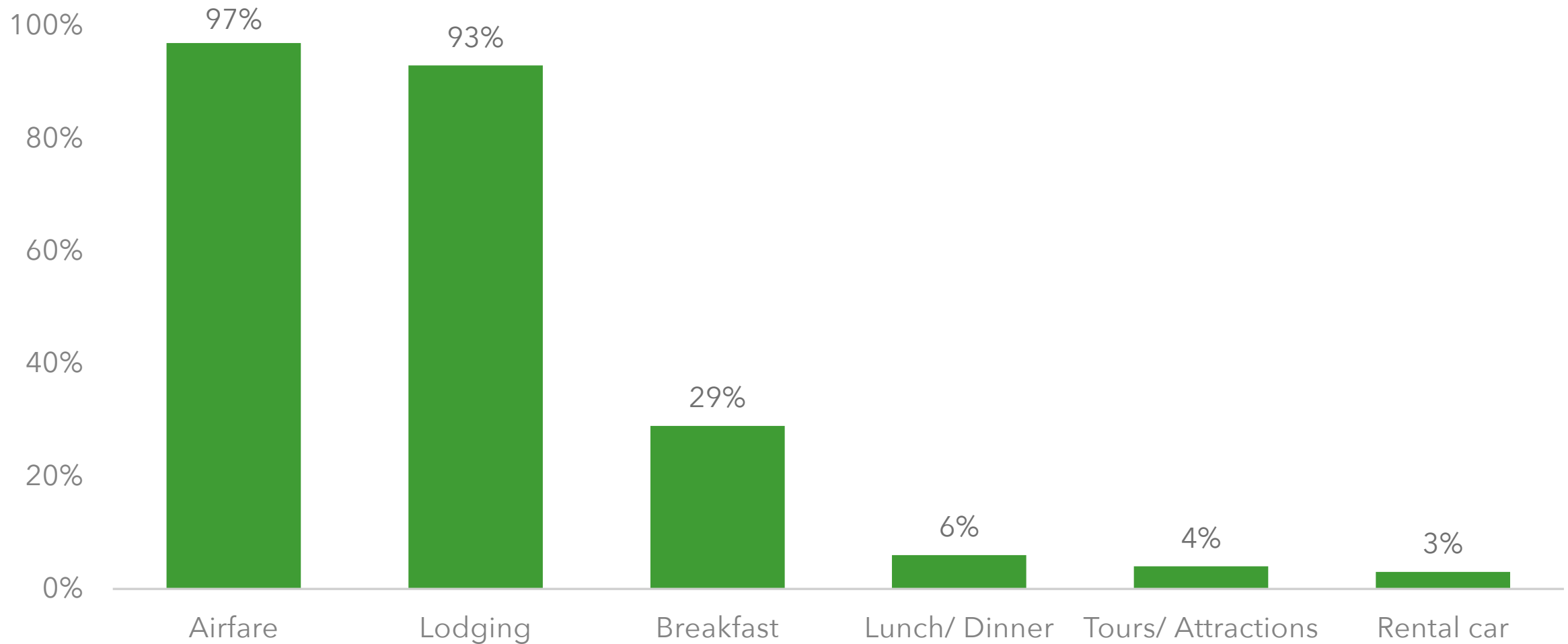
- $1,815.70 = overall mean average airfare expense (for entire travel party) by respondent

- $740.13 = overall mean average **per person** airfare expenditures

Q: How much of 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)?

[A] | GUAM VISITORS BUREAU | GUAM

AIRFARE – FIT TRAVELER (GROUP) TRACKING
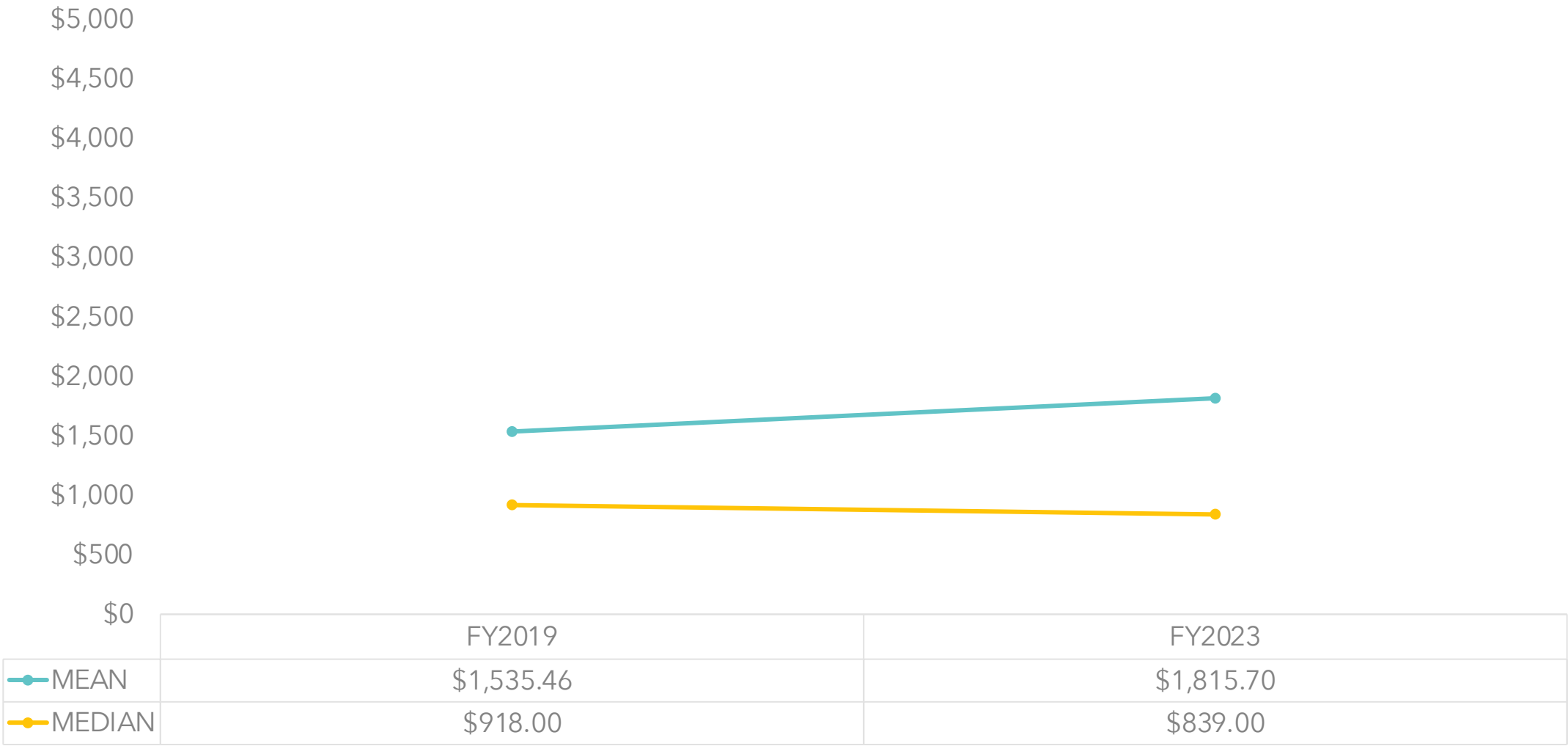
	FY2019	FY2023
MEAN	$1,535.46	$1,815.70
MEDIAN	$918.00	$839.00

Q: How much of 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)?

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AIRFARE – FIT TRAVELER (Per Person) TRACKING

	FY2019	FY2023
MEAN	$638.80	$740.13
MEDIAN	$508.00	$466.00

Q: How much of 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)?

- $2,935.65 = overall mean average expense (for entire travel party) by respondent

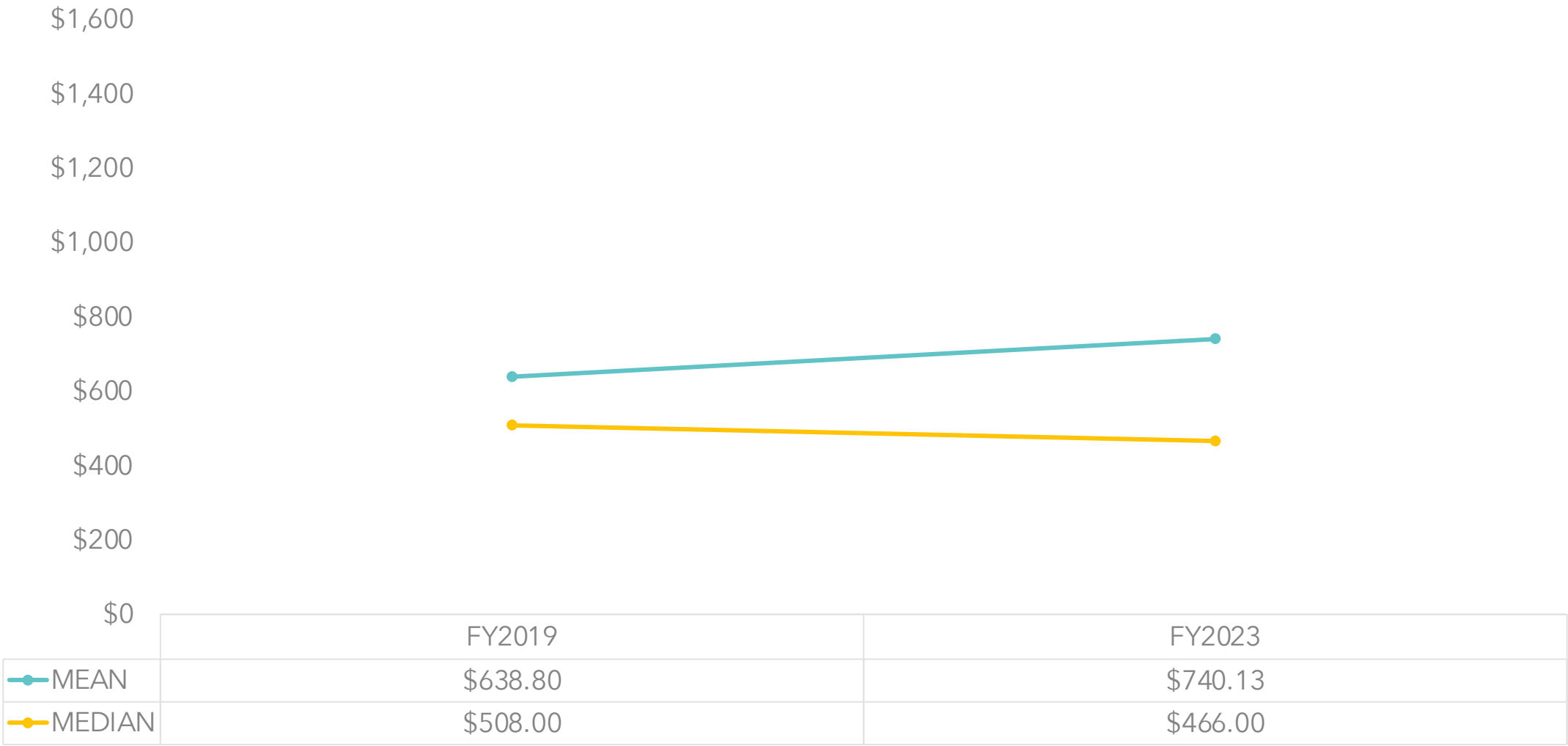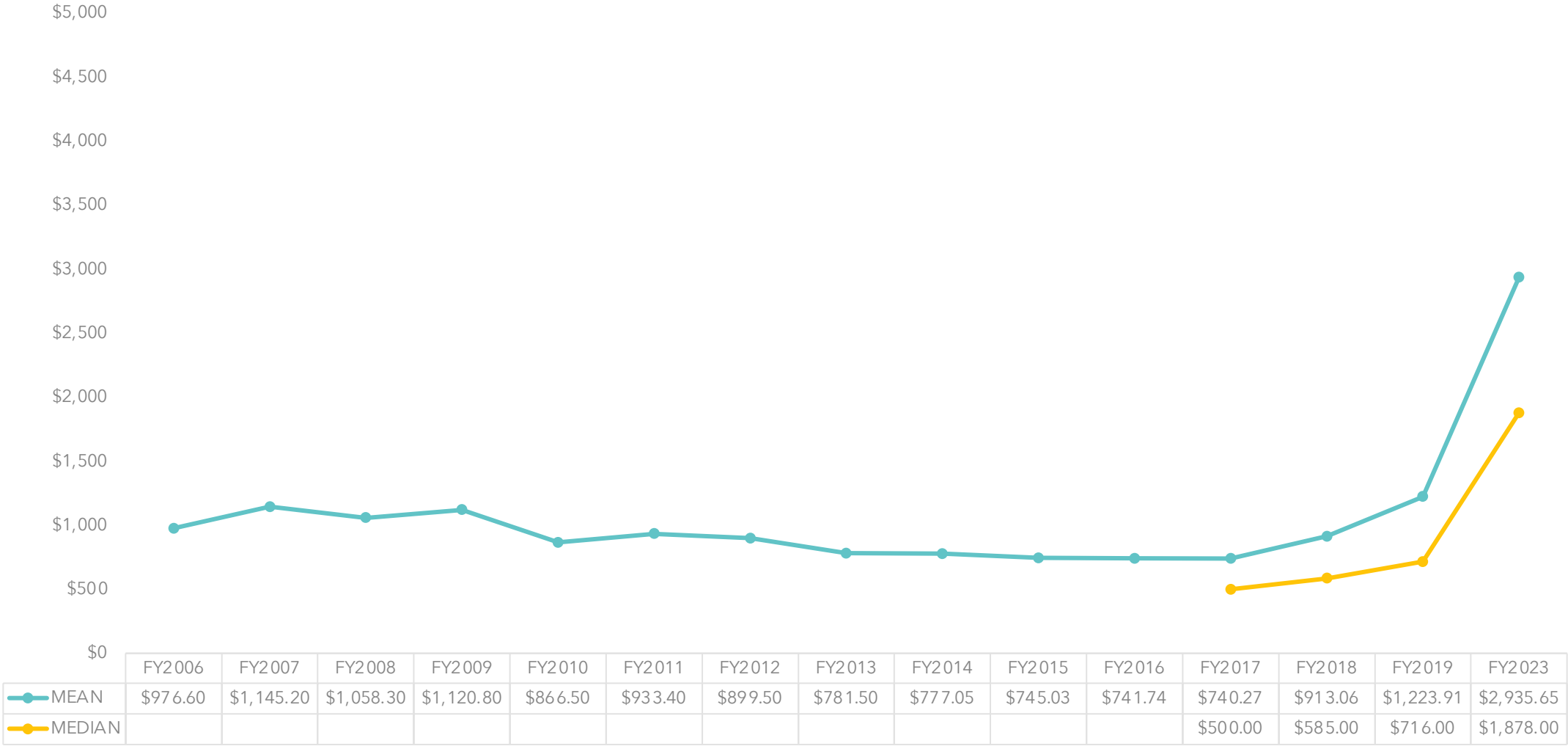- $1,118.44 = overall mean average **per person** expenditures

ONISLE – TRAVEL PARTY TRACKING

	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2023
MEAN	$976.60	$1,145.20	$1,058.30	$1,120.80	$866.50	$933.40	$899.50	$781.50	$777.05	$745.03	$741.74	$740.27	$913.06	$1,223.91	$2,935.65
MEDIAN												$500.00	$585.00	$716.00	$1,878.00

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ONISLE – PER PERSON TRACKING

	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2023
MEAN	$666.21	$584.22	$603.26	$605.71	$499.40	$558.50	$596.00	$498.25	$488.15	$443.17	$442.27	$438.57	$527.47	$559.57	$1,118.44
MEDIAN												$330.00	$350.00	$352.00	$750.00

ONISLE – PER DAY SPENDING
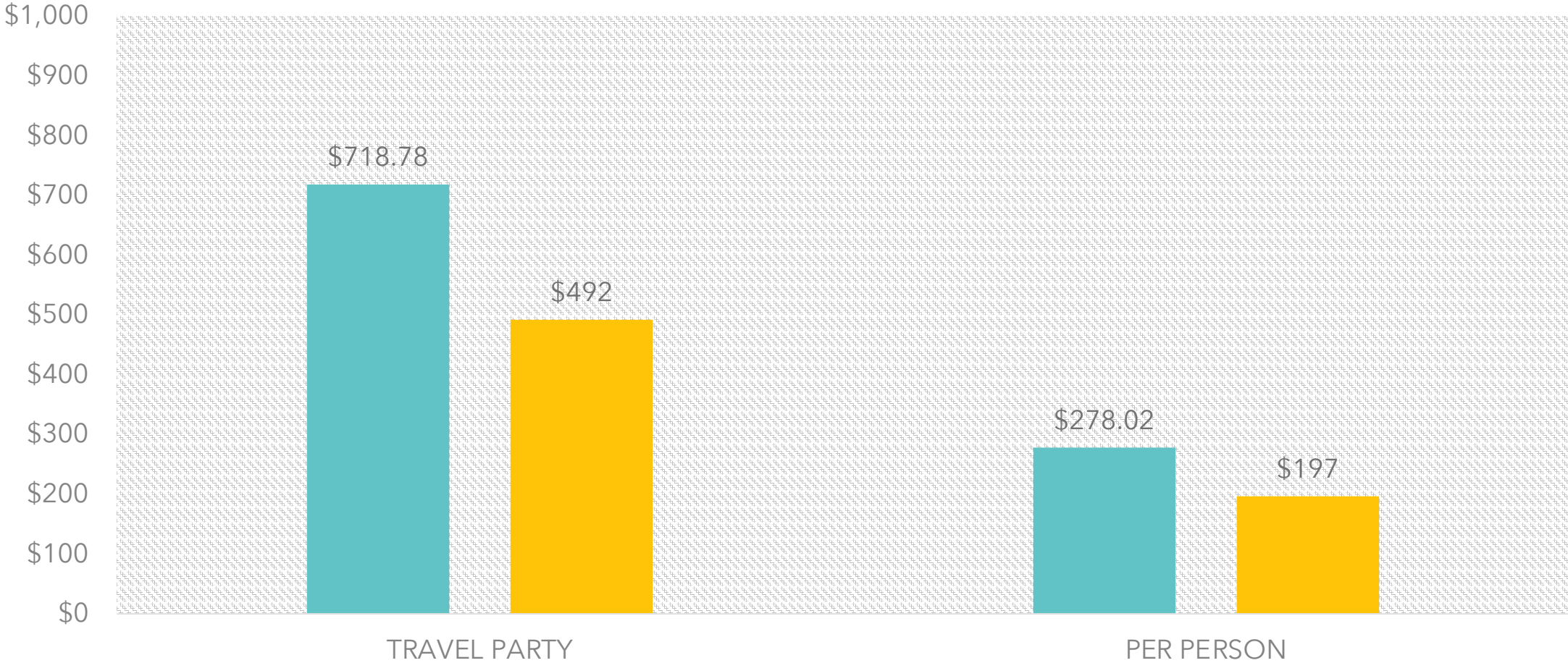
ONISLE – TRAVEL PARTY/ PER DAY TRACKING

	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2023
MEAN	$270.78	$251.23	$242.07	$229.44	$282.71	$388.13	$718.78
MEDIAN						$233.00	$492.00

ONISLE – PER PERSON/ PER DAY TRACKING
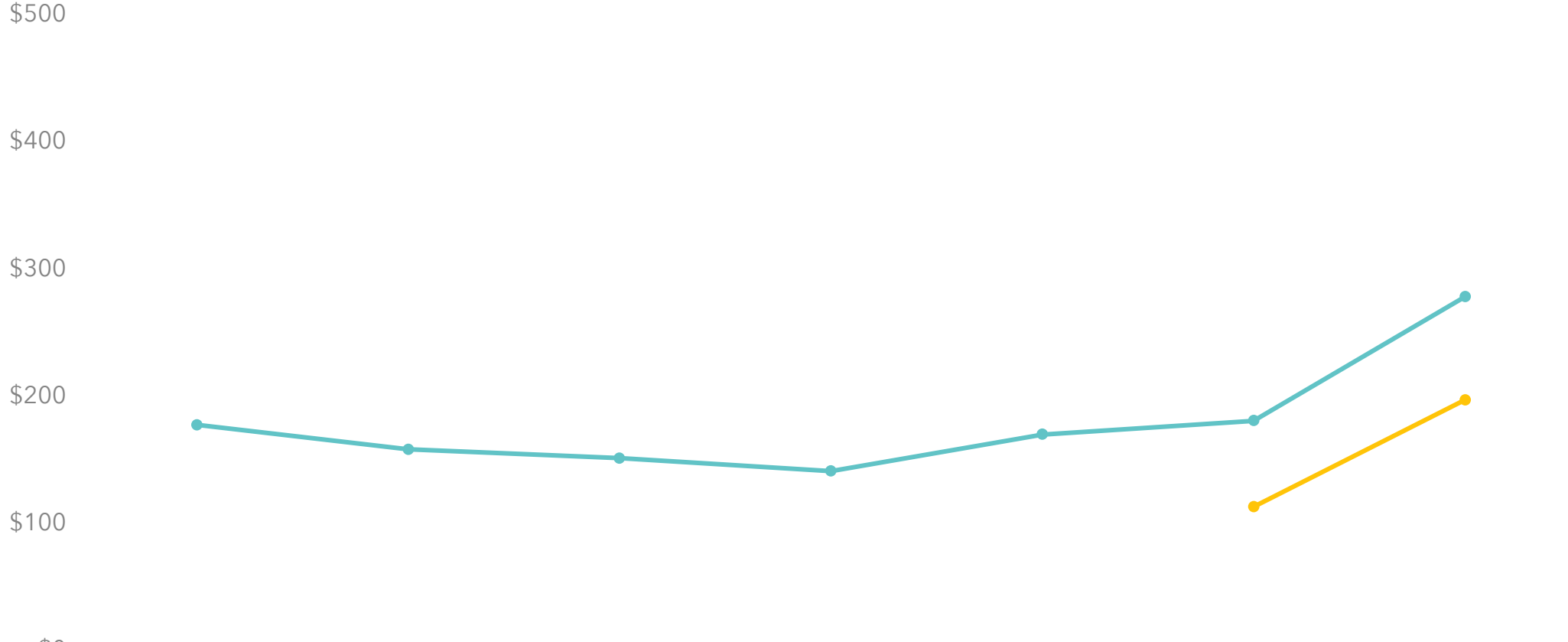
	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2023
MEAN	$177.23	$158.00	$151.03	$140.98	$169.87	$180.50	$278.02
MEDIAN						$113.00	$197.00

ONISLE – ACCOMMODATIONS

$1,223.74 — MEAN
$700.00 — MEDIAN

Q: *How much additional did you and your family spend on Guam – Lodging?*
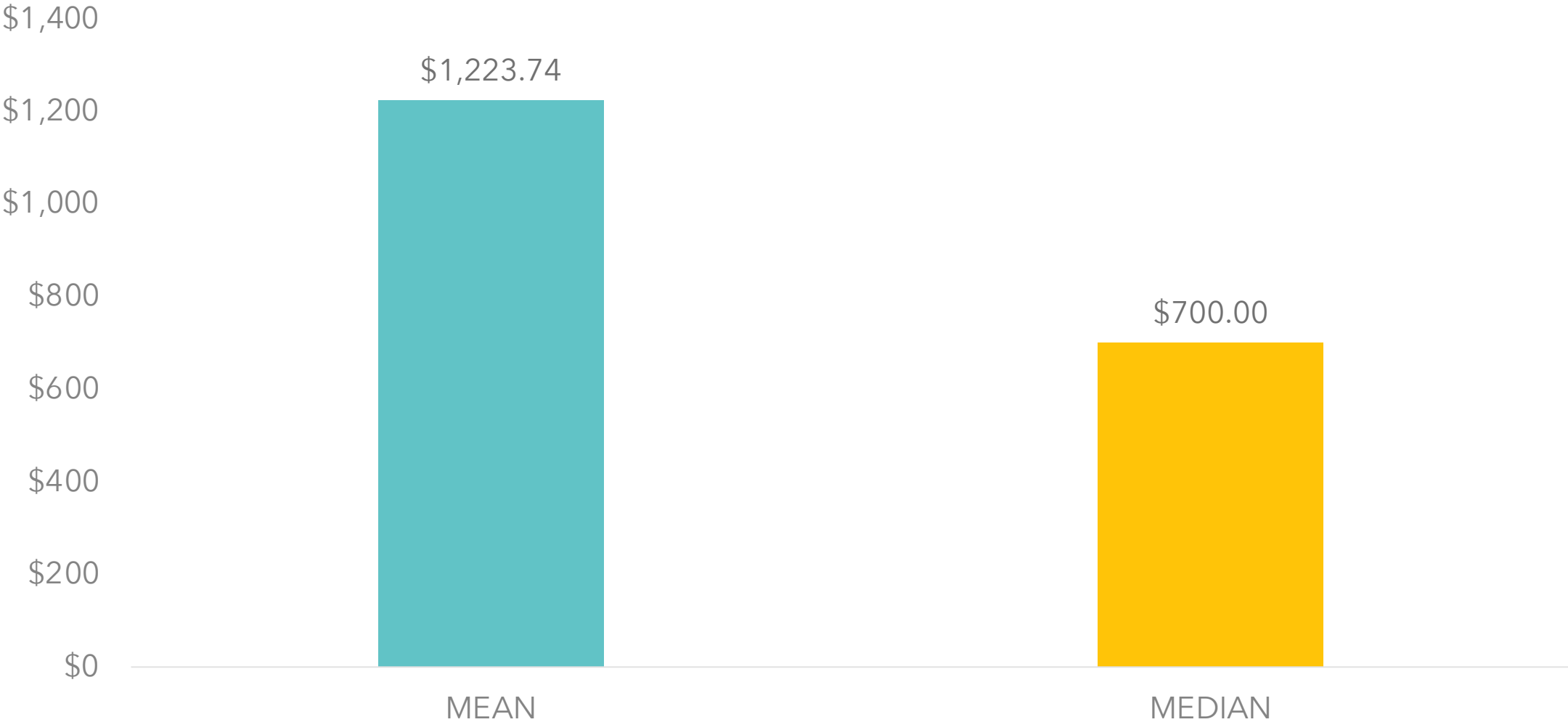
ONISLE – ACCOMMODATIONS TRACKING

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2023
MEAN	$532.00	$520.00	$748.00	$524.00	$748.30	$1,136.90	$843.15	$684.83	$715.78	$861.75	$727.03	$819.98	$571.08	$1,223.74
MEDIAN											$545.00	$586.00	$250.00	$700.00
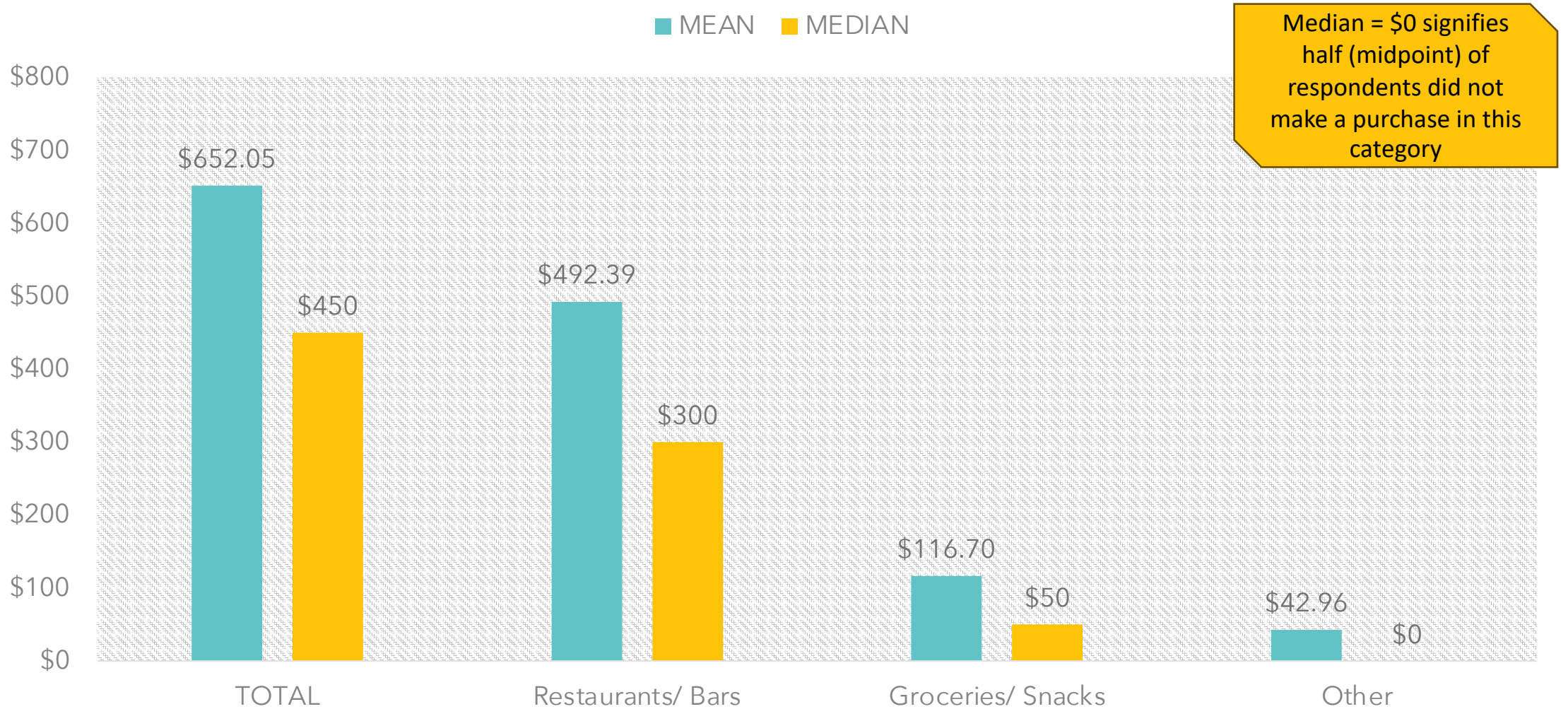
Q: How much additional did you and your family spend on Guam – Lodging?

ONISLE – FOOD & BEVERAGE

Legend: ■ MEAN ■ MEDIAN

Median = $0 signifies half (midpoint) of respondents did not make a purchase in this category

	MEAN	MEDIAN
TOTAL	$652.05	$450
Restaurants/ Bars	$492.39	$300
Groceries/ Snacks	$116.70	$50
Other	$42.96	$0

Q: How much additional did you and your family spend on Guam – Food & Beverage?

ONISLE – TOTAL FOOD & BEVERAGE TRACKING
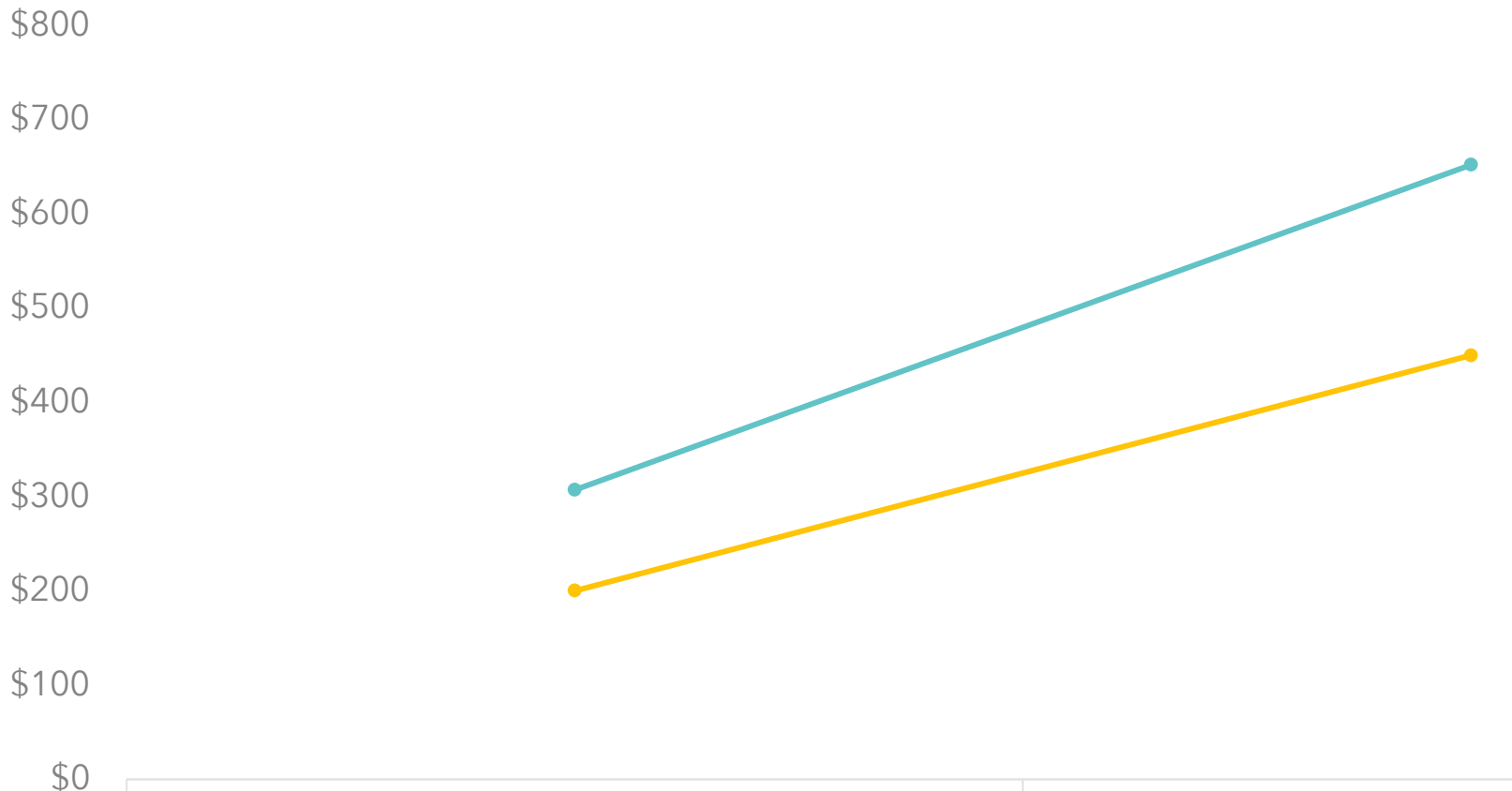
	FY2019	FY2023
MEAN	$307.07	$652.05
MEDIAN	$200.00	$450.00

Q: How much additional did you and your family spend on Guam – Food & Beverage?

ONISLE – ENTERAINMENT & RECREATION

Legend: ■ MEAN ■ MEDIAN

Median = $0 signifies half (midpoint) of respondents did not make a purchase in this category

Category	Mean	Median
TOTAL	$213.13	$0
Recreation & Sports	$114.82	$0
Attractions & Entertainment	$66.11	$0
Other Activities/ Tours	$32.20	$0

Q: How much additional did you and your family spend on Guam – Entertainment & Recreation?
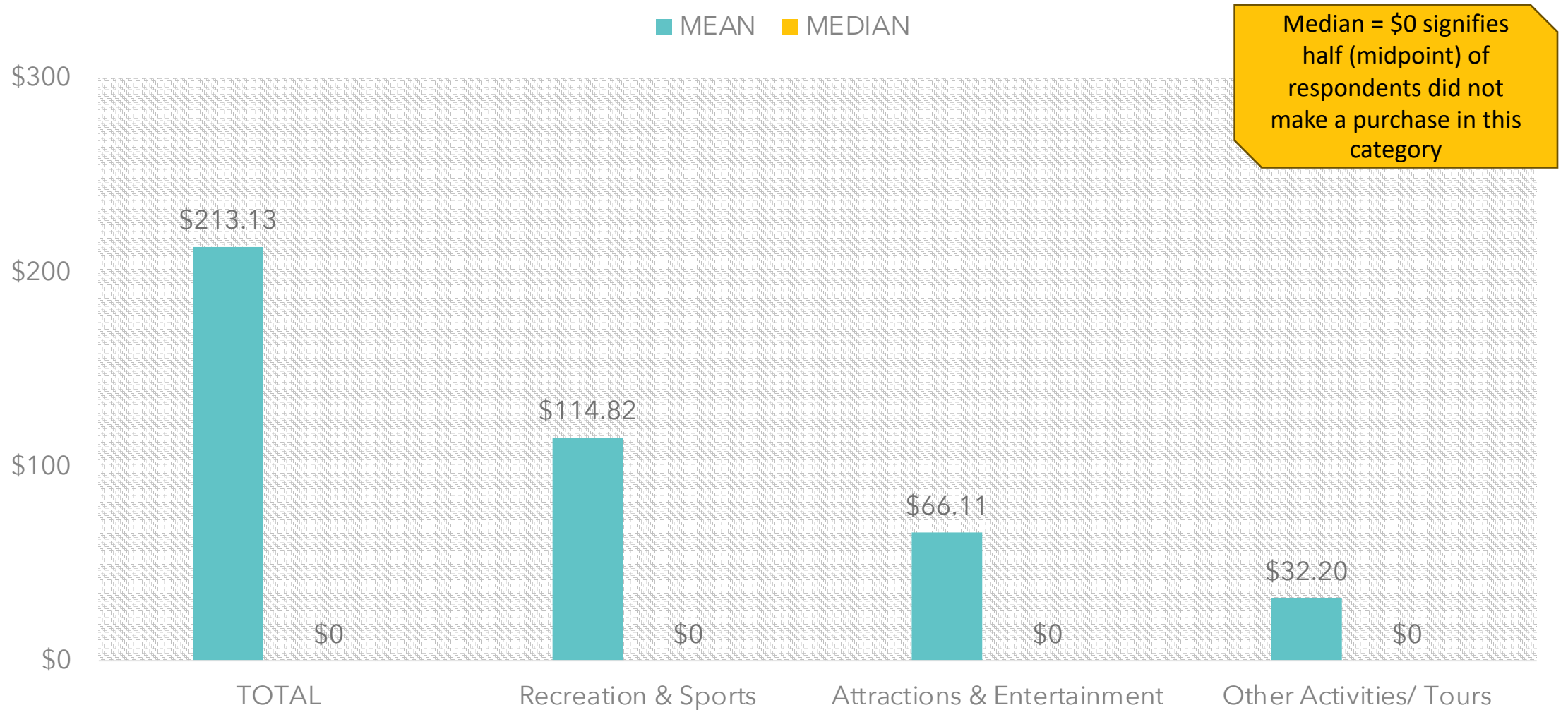
ONISLE – TOTAL ENTERTAINMENT & RECREATION TRACKING

Median = $0 signifies half (midpoint) of respondents did not make a purchase in this category

	FY2019	FY2023
MEAN	$118.27	$213.13
MEDIAN	$0.00	$0.00

Q: How much additional did you and your family spend on Guam – Entertainment & Recreation?

ONISLE – TRANSPORTATION

MEAN MEDIAN

Median = $0 signifies half (midpoint) of respondents did not make a purchase in this category

$200

$150

$100

$50

$0

$158.47

$88

$93.11

$0

$57.84

$0

$7.52

$0

TOTAL

Rental Car/ scooter/ bicycle

Bus, taxi, trolley, etc

Other

Q: How much additional did you and your family spend on Guam – Transportation?

[A]   GUAM VISITORS BUREAU   GUAM

ONISLE – TOTAL TRANSPORTATION TRACKING

Median = $0 signifies half (midpoint) of respondents did not make a purchase in this category

	FY2019	FY2023
MEAN	$44.30	$158.47
MEDIAN	$0.00	$88.00

Q: How much additional did you and your family spend on Guam – Transportation?

ONISLE – SHOPPING

Legend: ■ MEAN ■ MEDIAN
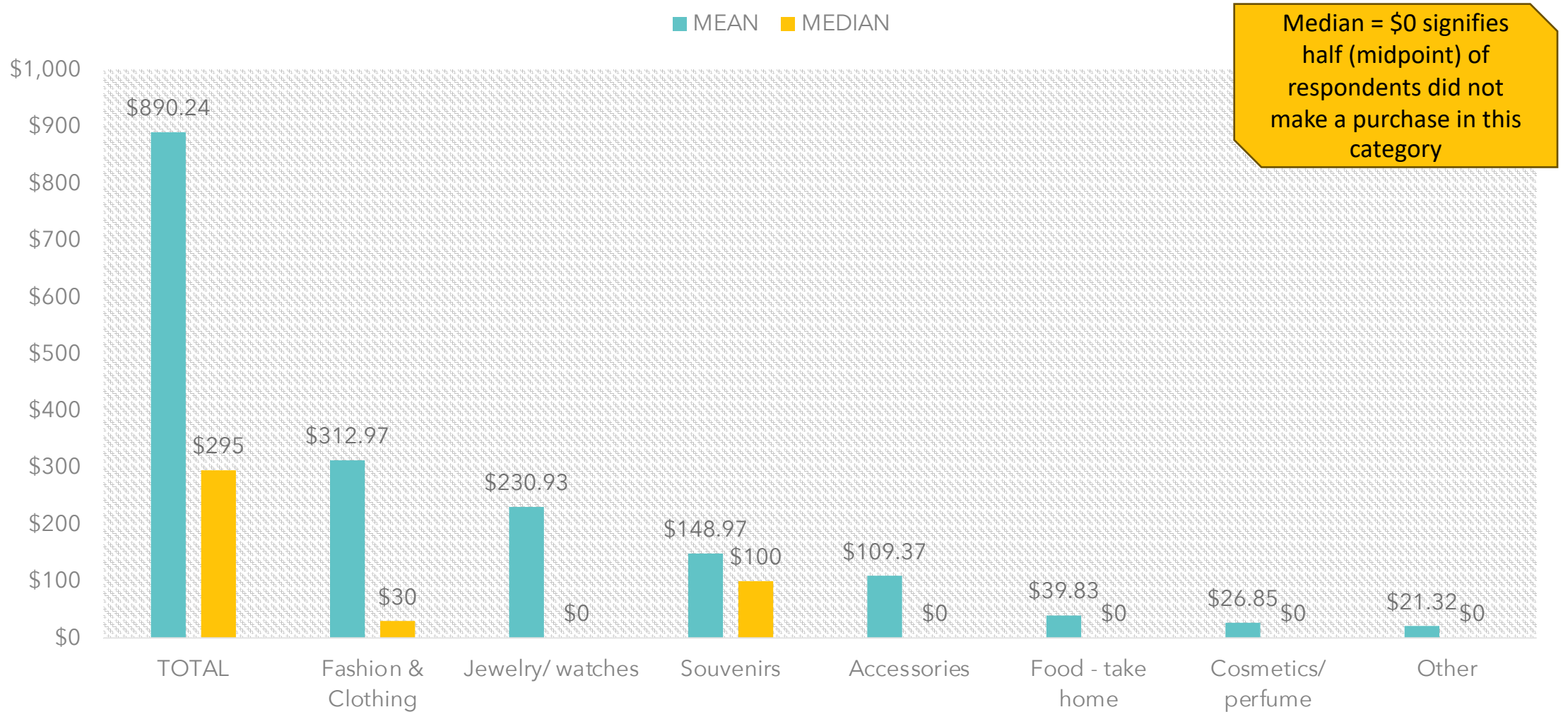
Median = $0 signifies half (midpoint) of respondents did not make a purchase in this category

Category	MEAN	MEDIAN
TOTAL	$890.24	$295
Fashion & Clothing	$312.97	$30
Jewelry/ watches	$230.93	$0
Souvenirs	$148.97	$100
Accessories	$109.37	$0
Food - take home	$39.83	$0
Cosmetics/ perfume	$26.85	$0
Other	$21.32	$0

Q: How much additional did you and your family spend on Guam – Shopping?

GUAM VISITORS BUREAU

GUAM

ONISLE – TOTAL SHOPPING TRACKING

	FY2019	FY2023
MEAN	$388.05	$890.24
MEDIAN	$150.00	$295.00

Q: How much additional did you and your family spend on Guam – Shopping?

ONISLE – MISCELLANEOUS

Legend: ■ MEAN ■ MEDIAN

Callout: Median = $0 signifies half (midpoint) of respondents did not make a purchase in this category

Category	MEAN	MEDIAN
TOTAL	$17.92	$0
Other	$7.40	$0
Health/ wellness	$3.91	$0
Household items	$3.84	$0
Electronics	$2.76	$0

Q: How much additional did you and your family spend on Guam – Other spending?

ONISLE – MISCELLANEOUS TRACKING

Median = $0 signifies half (midpoint) of respondents did not make a purchase in this category

	FY2019	FY2023
MEAN	$6.63	$17.92
MEDIAN	$0.00	$0.00

Q: How much additional did you and your family spend on Guam – Other spending?
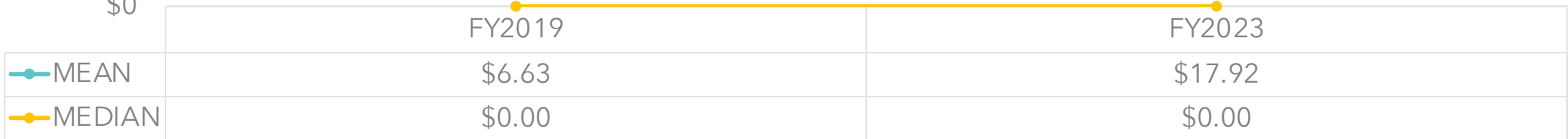
TOTAL EXPENDITURES PER PERSON (ONISLE + PREPAID)

- $2,066.51 = Mean average per person
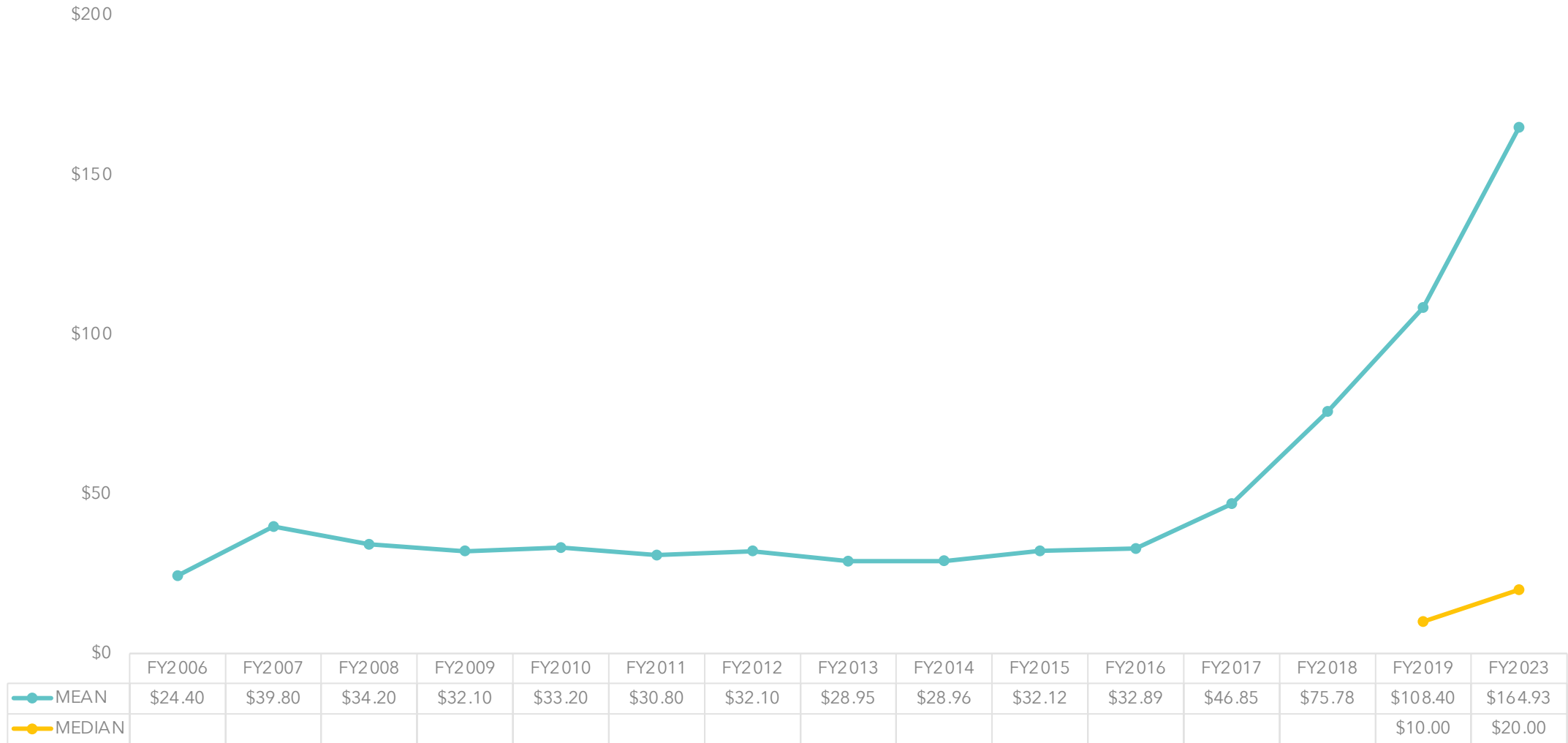
- $1,448.00 = Median amount spent per person

TOTAL EXPENDITURES PER PERSON TRACKING
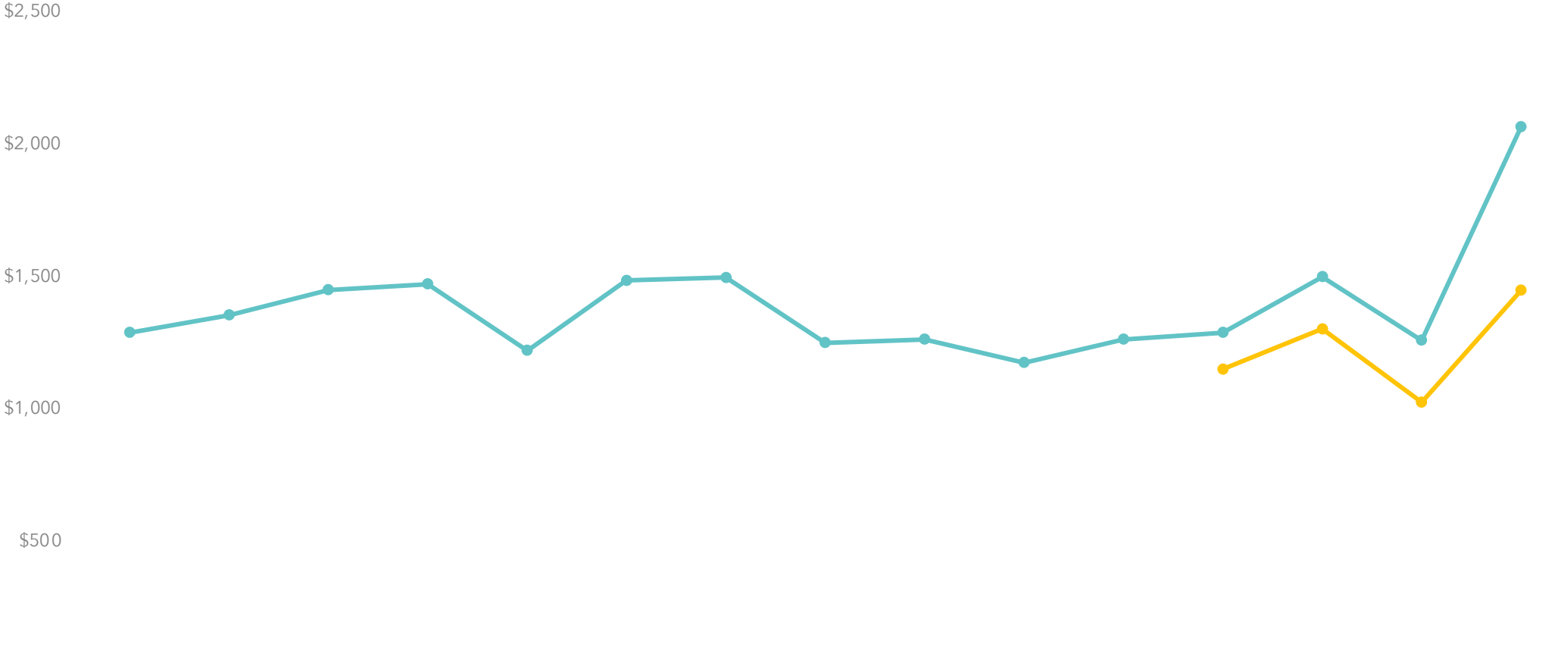
	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2023
MEAN	$1,287.98	$1,354.00	$1,450.00	$1,471.90	$1,220.20	$1,485.10	$1,496.40	$1,249.56	$1,262.71	$1,174.33	$1,262.32	$1,288.13	$1,498.91	$1,259.37	$2,066.51
MEDIAN												$1,150.00	$1,302.00	$1,025.00	$1,448.00

Q: How much additional did you and your family spend on Guam – Other spending?

GUAM AIRPORT EXPENDITURE TRACKING

	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2023
MEAN	$24.40	$39.80	$34.20	$32.10	$33.20	$30.80	$32.10	$28.95	$28.96	$32.12	$32.89	$46.85	$75.78	$108.40	$164.93
MEDIAN														$10.00	$20.00

75   *Q: How much in total did you spend on your purchases at the airport for shopping, dining, etc?*

SECTION 4
VISITOR SATISFACTION

[A] | GUAM VISITORS BUREAU | GUAM

OVERALL SATISFACTION – 10PT SCALE

	FY2019	FY2023
Very Satisfied (Top Box 9-10)	50%	39%
MEAN (10pt Scale)	8.44	7.87

Very Satisfied (Top Box 9-10) ● MEAN (10pt Scale)

Q: Overall, how satisfied are you with your experience while on Guam?

SWOT – POSITIVE ASPECT OF TRIP

Beach/ ocean — 39%
Activities- variety — 8%
Hotel/ Accommodations — 7%
Natural beauty — 6%
Weather — 6%

Q: Which one detail made your trip to Guam more enjoyable?

SWOT – NEGATIVE ASPECT OF TRIP

Ground Transportation 17%
Expensive 16%
Immigration 13%
Food 8%
Accommodations- Cleanliness 8%
Nothing 7%

0% 10% 20% 30% 40% 50% 60%

Q: If applicable, which ONE thing could be improved to make your stay on Guam more enjoyable?

SATISFACTION – ENTERTAINMENT

8.01

7.41

46%

24%

FY2019

FY2023

■ Very Satisfied (Top Box 9-10)   ━●━ MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – SHOPPING

FY2019
FY2023

7.92
6.85
43%
20%

Very Satisfied (Top Box 9-10)　　MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – DINING

39% — FY2019 Very Satisfied (Top Box 9-10)
26% — FY2023 Very Satisfied (Top Box 9-10)
7.84 — FY2019 MEAN
7.32 — FY2023 MEAN

Very Satisfied (Top Box 9-10) MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – BEACHES

Very Satisfied (Top Box 9-10)   MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – PARKS

7.19   7.19

31%

16%

100%   10.00
90%   9.00
80%   8.00
70%   7.00
60%   6.00
50%   5.00
40%   4.00
30%   3.00
20%   2.00
10%
0%   1.00

FY2019   FY2023

■ Very Satisfied (Top Box 9-10)   ━●━ MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – ROADS

	FY2019	FY2023
MEAN	6.68	6.50
Very Satisfied (Top Box 9-10)	22%	14%

Very Satisfied (Top Box 9-10)　MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – SIGHTSEEING AREAS

7.69

7.03

38%

17%

FY2019

FY2023

■ Very Satisfied (Top Box 9-10) ━●━ MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – SAFETY & SECURITY

8.35

8.39

53%

50%

100%

90%

80%

70%

60%

50%

40%

30%

20%

10%

0%

10.00

9.00

8.00

7.00

6.00

5.00

4.00

3.00

2.00

1.00

FY2019

FY2023

■ Very Satisfied (Top Box 9-10)   —●— MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – ACCOMMODATIONS

Q: Overall, how would you rate your lodging/ hotel accommodations?

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BRAND ADVOCACY

	FY2019	FY2023
MEAN	8.21	7.95
Extremely likely (Top Box 9-10)	48%	42%

◼ Extremely likely (Top Box 9-10)　━●━ MEAN

Q: How likely are you to recommend Guam to your family and friends?

BRAND LOYALTY

	FY2019	FY2023
Extremely likely (Top Box 9-10)	28%	55%
MEAN	6.58	8.04

Extremely likely (Top Box 9-10)   MEAN

Q: How likely are you to return to visit Guam in the next three years?

TRIP EXPECTATIONS

Guam did not meet my expectations
14%

Guam exceeded my expectations
24%

Guam met my expectations
62%

Q: Would you say this trip to Guam…?

TRIP EXPECTATIONS – TRACKING

	FY2019	FY2023
Exceeded expectations	42%	24%
Met expectations	55%	62%
Did not meet expectations	3%	14%

Q: Would you say this trip to Guam…?

SECTION 5
VISITOR ACTIVITIES

SHOPPING AREAS – PENETRATION

Chart values:
- ABC Stores: 90%
- Micronesian Mall: 74%
- K-Mart: 67%
- Premier Outlets: 64%
- DFS: 57%
- JP Store: 56%
- Ross: 52%
- The Plaza: 49%
- Macys: 45%
- Tumon Sands: 17%
- Agana SC: 17%
- Acanta Mall: 8%
- Pacific Place: 6%

Q: Guam has a number of shopping malls and stores. Please check all those visited during this trip
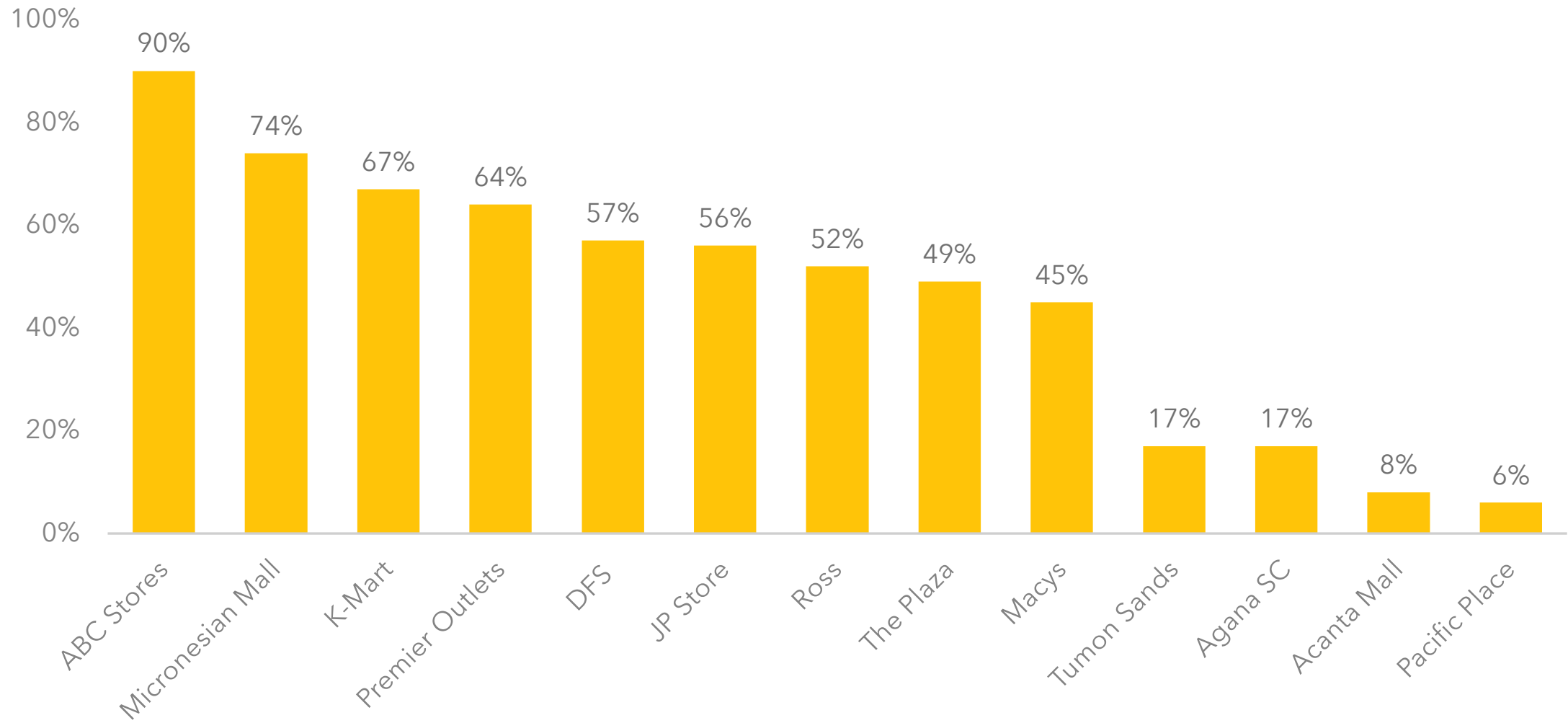
SHOPPING AREAS – TOP 3

FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012
95% DFS 94% ABC Stores 66% Micronesian Mall	95% ABC Stores 95% DFS 70% Micronesian Mall	96% ABC Stores 94% DFS 72% Micronesian Mall	95% ABC Stores 92% DFS 71% Micronesian Mall	94% ABC Stores 89% DFS 65% Micronesian Mall	95% ABC Stores 91% DFS 64% Micronesian Mall 64% K-Mart	95% ABC Stores 90% DFS 71% JP Super

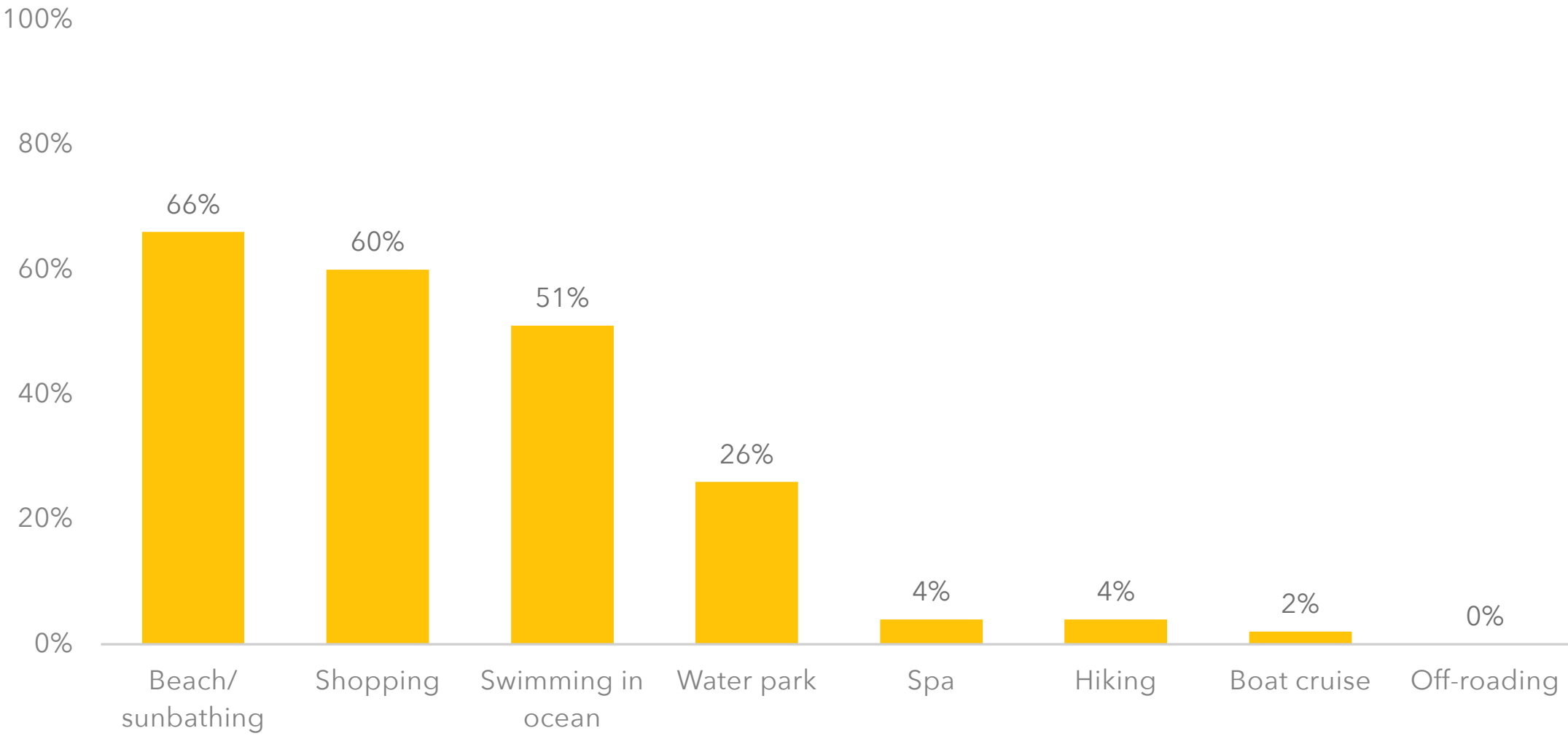| FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
95% ABC Stores 87% DFS 67% The Plaza/ JP Super	95% ABC Stores 85% DFS 69% The Plaza	96% ABC Stores 79% DFS 70% K-Mart	96% ABC Stores 74% DFS 69% K-Mart	96% ABC Stores 74% DFS 65% K-Mart	95% ABC Stores 72% DFS 72% K-Mart	95% ABC Stores 71% DFS 63% The Plaza

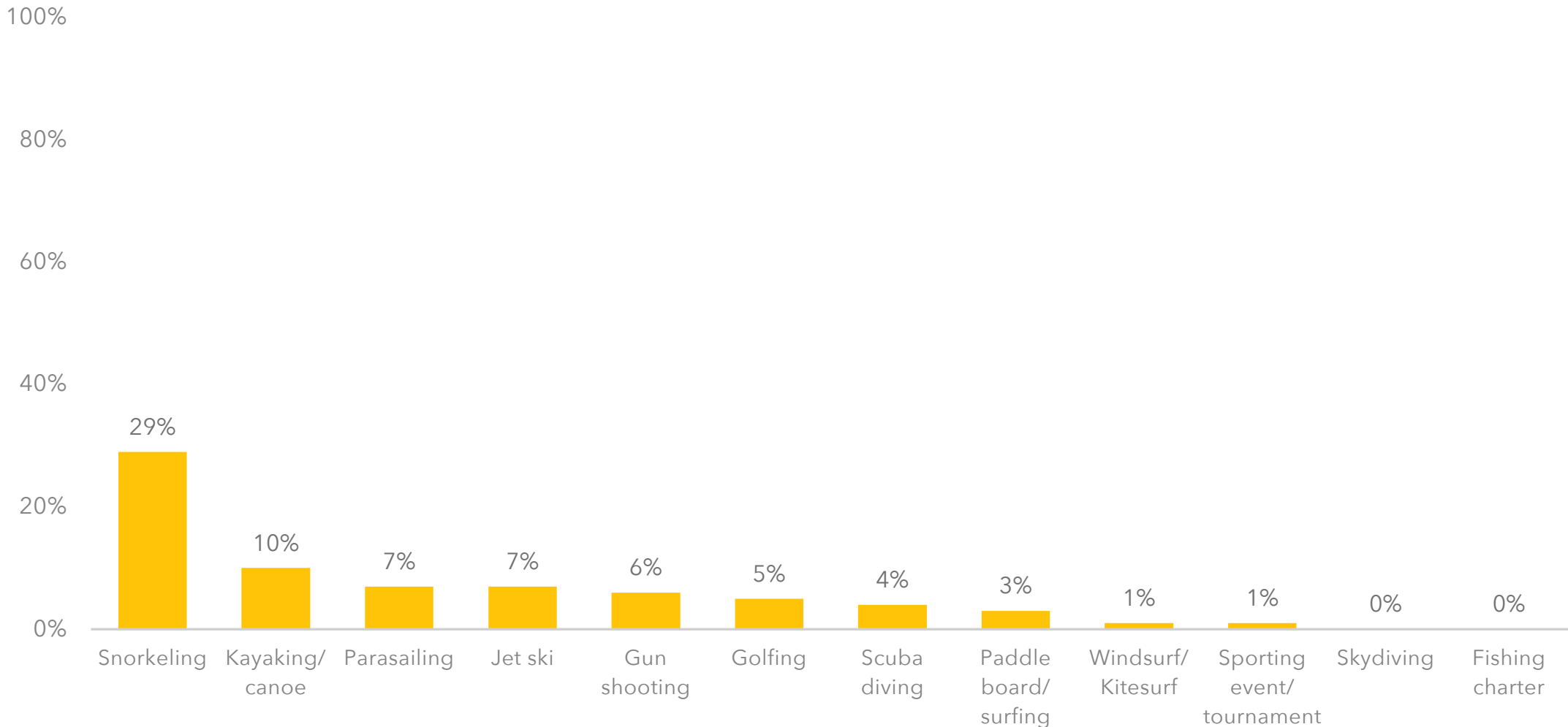| FY2023 |
|---|
| 90% ABC Stores
74% Micronesian Mall
67% K-Mart |

Q: Guam has a number of shopping malls and stores. Please check all those visited during this trip

ACTIVITIES – SIGHTSEEING

Self-guided/ drove around: 22%
Scenic views/ natural landmarks: 12%
Boat tours/ dolphin watch: 7%
Island sightseeing tour: 1%

Q: During this trip to Guam, which of the following activities did you participate in?

ACTIVITIES – RECREATION

Bar chart:
- Beach/sunbathing: 66%
- Shopping: 60%
- Swimming in ocean: 51%
- Water park: 26%
- Spa: 4%
- Hiking: 4%
- Boat cruise: 2%
- Off-roading: 0%

Q: During this trip to Guam, which of the following activities did you participate in?

ACTIVITIES – SPORTS

Snorkeling	29%
Kayaking/canoe	10%
Parasailing	7%
Jet ski	7%
Gun shooting	6%
Golfing	5%
Scuba diving	4%
Paddle board/surfing	3%
Windsurf/Kitesurf	1%
Sporting event/tournament	1%
Skydiving	0%
Fishing charter	0%

Q: During this trip to Guam, which of the following activities did you participate in?

ACTIVITIES – HISTORY, CULTURE, ARTS

100%

80%

60%

40%

31%

20%

14% 11% 11%
          9%
               7%
                    1%   1%

0%

Chamorro cuisine | Chamorro night market | Archeology site visit | Historic military site | Local night market | Chamorro culture | Village festival | Festival/ event

Q: During this trip to Guam, which of the following activities did you participate in?
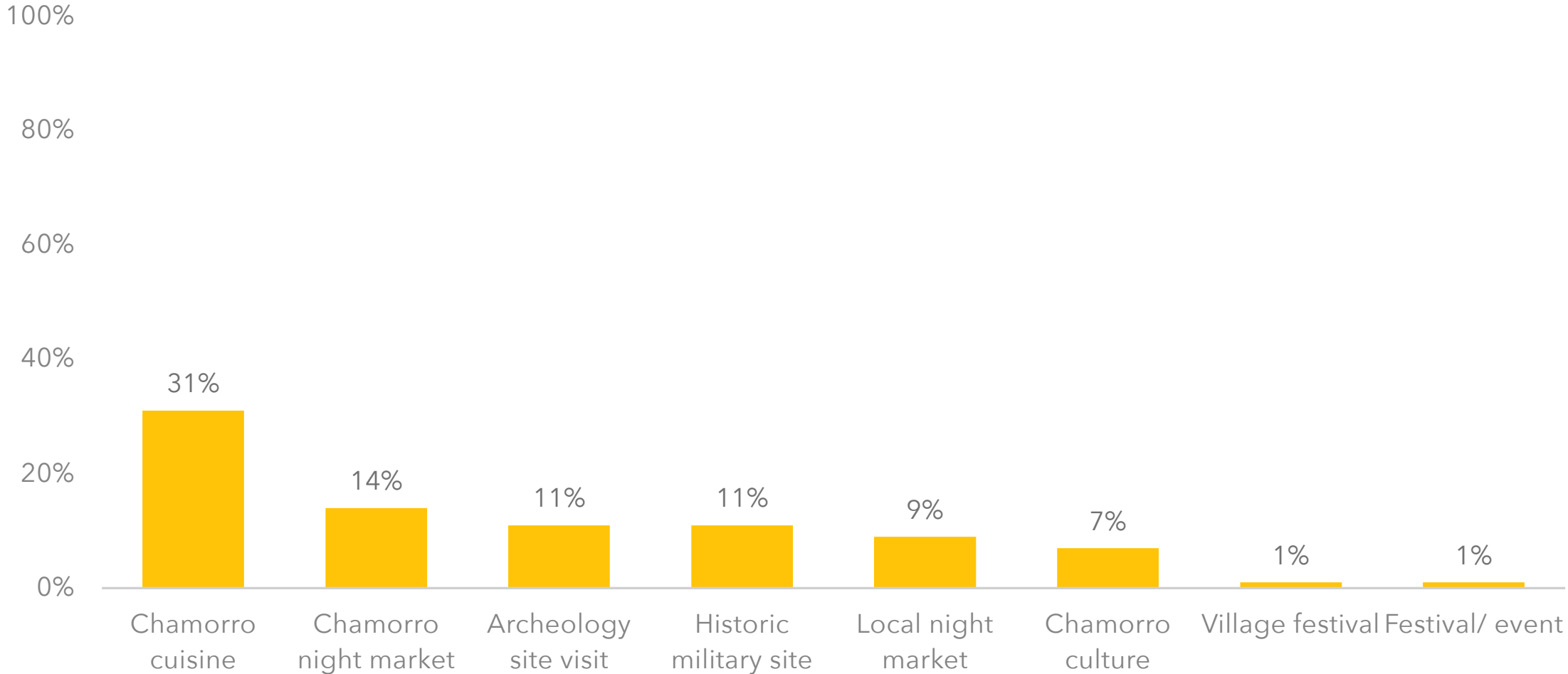
ACTIVITIES – ENTERTAINMENT & DINING

Q: During this trip to Guam, which of the following activities did you participate in?
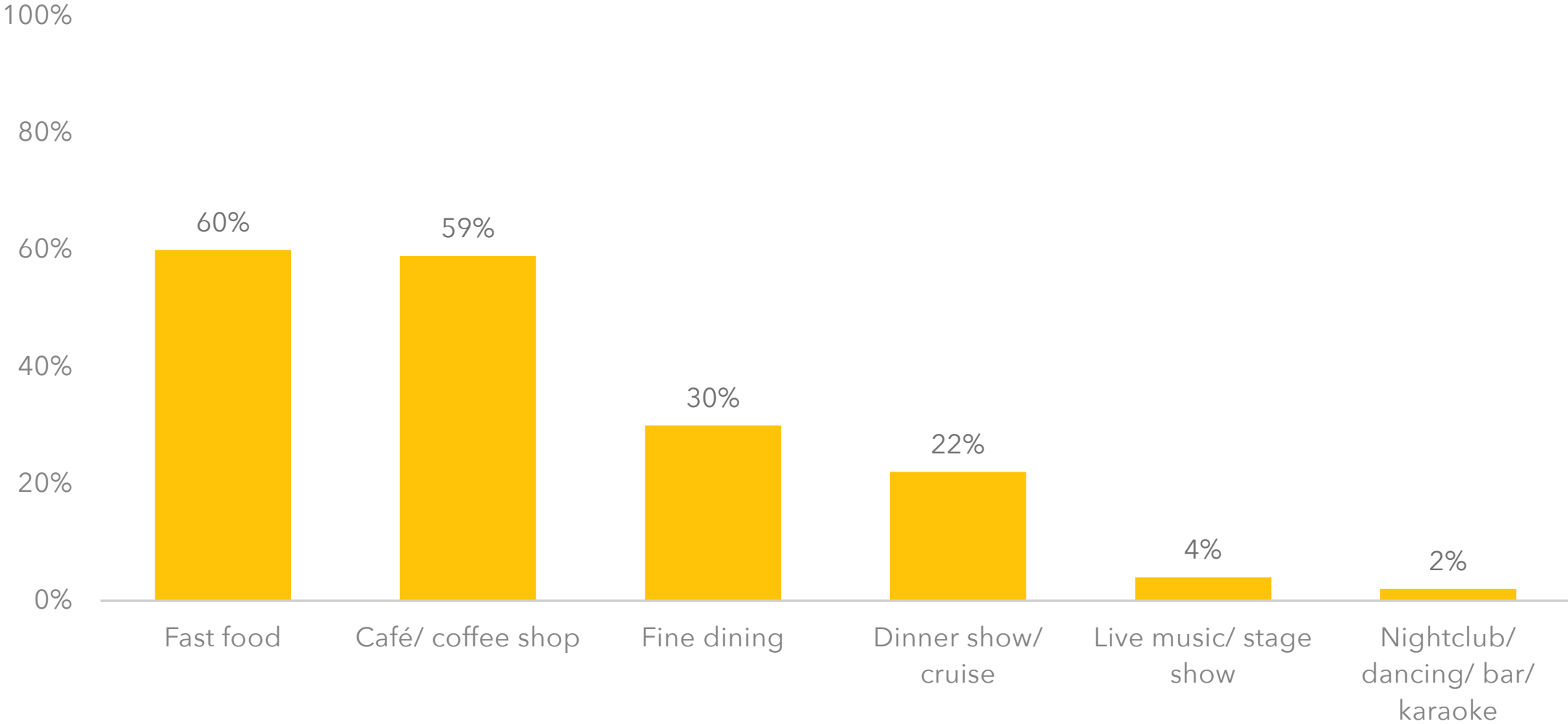
LOCAL ATTRACTIONS – TOP RESPONSES (5%+)

Bar chart:

- Chamorro Night Mkt: 15%
- Two Lovers Pt: 13%
- Chamorro Village: 11%
- Dedado Flea Mkt: 8%
- Fish Eye Marine Park: 8%
- Underwtr Wld: 7%

Q: During this trip to Guam, which of the following attractions did you visit?
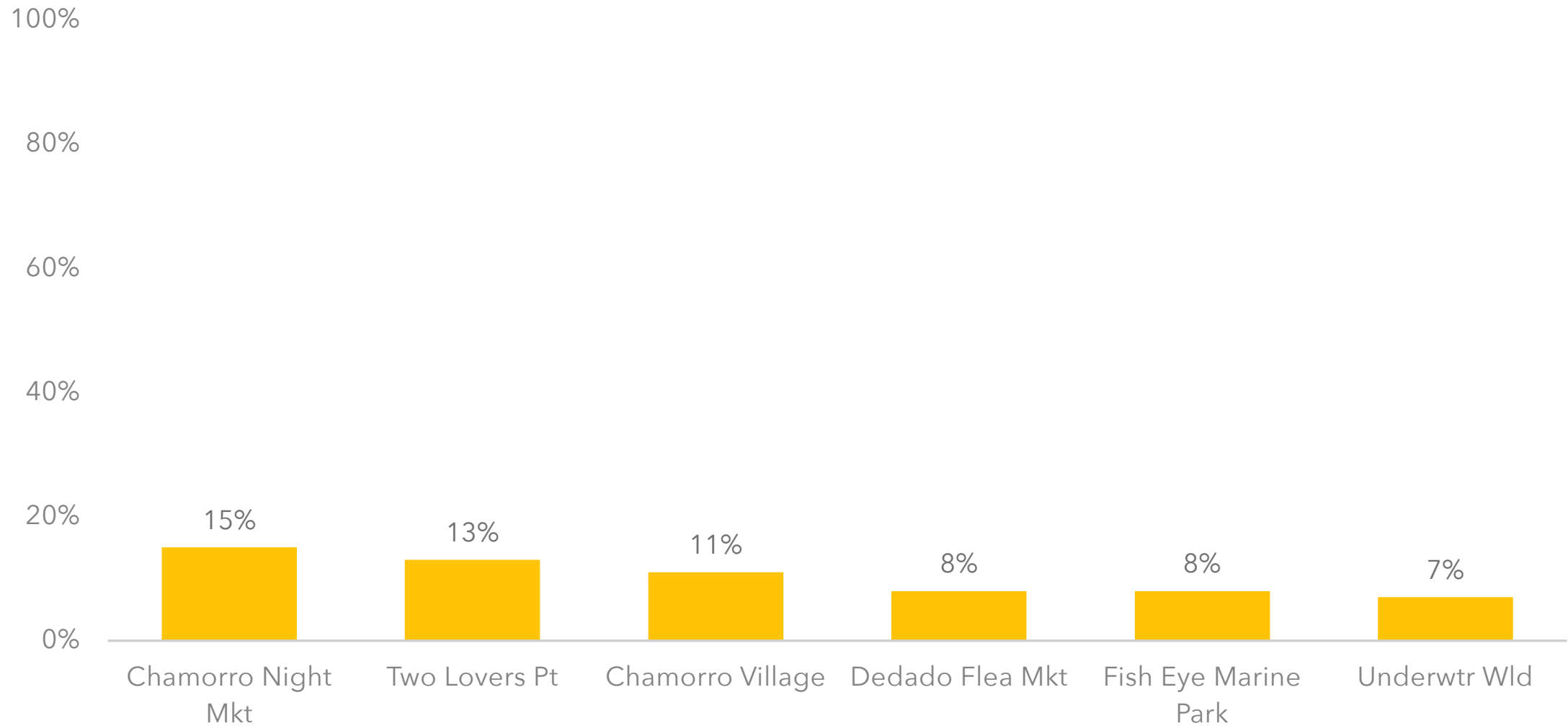
LOCAL CULTURE – OBSTACLES
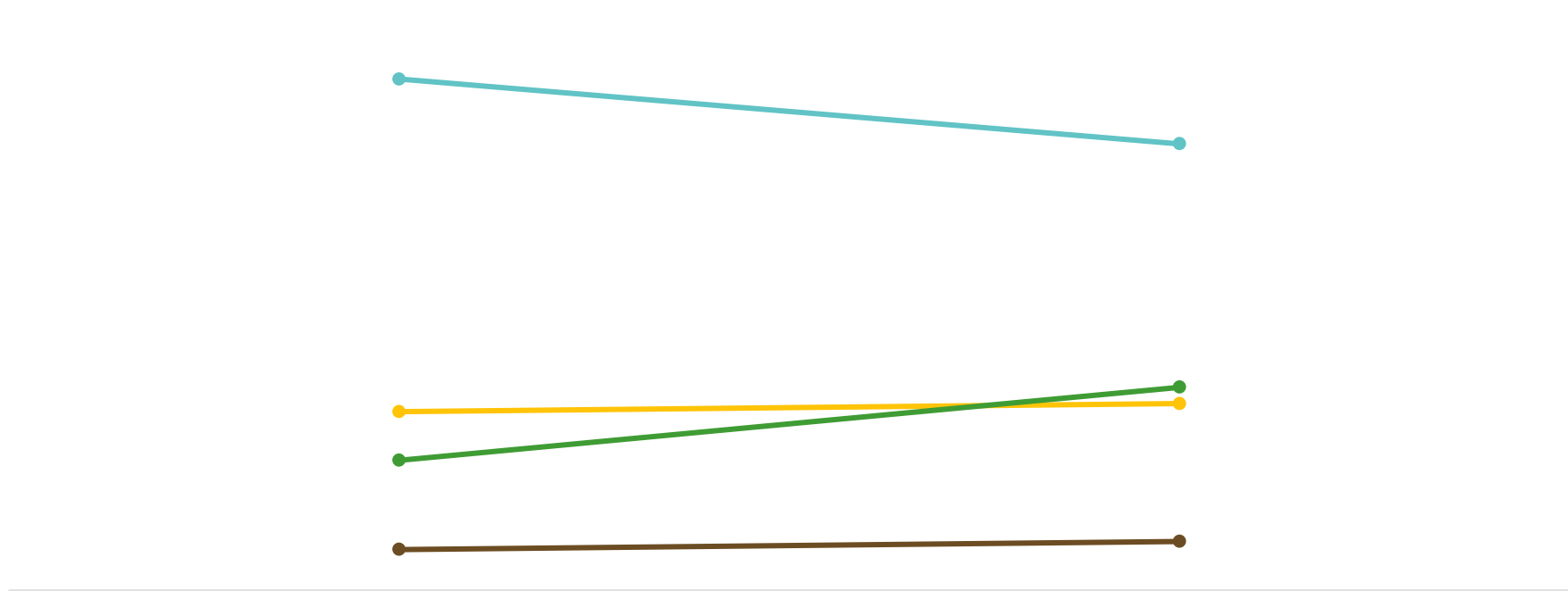
	FY2019	FY2023
Scheduling conflict	63%	55%
Unaware	22%	23%
Did not want to	16%	25%
Did not know where	5%	6%

Q: Why did you not participate in any cultural activities or events during your recent stay on Guam?

SECTION 6
SOURCES OF INFORMATION

PRE-ARRIVAL SOURCES OF INFORMATION

Q: *Please select the top three sources of information you used to find out about Guam before your trip.*

GVB VISITOR SATISFACTION STUDY

...

	TOTAL	KEY SEGMENTS						
	–	OL LADY	SILVER 60+	FAMILY	GROUP TOUR	MICE	WEDDING	REPEAT VISITOR
	(A)	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Q5 Internet/Mobile App	86%	88%	83%	88%	84%	100%[1]	83%	85%
I have been to Guam before	51%	53%	59%	53%	58%	40%	33%	67% C
Travel guide book at bookstores	30%	26%	22%	34% G	35%	30%	67%	25%
Social media	29%	26%	20%	28%	23%	30%	33%	28%
Guam Visitors Bureau promotional activities	18%	19%	23%	19%	6%	10%	17%	19%
Friend or relative	13%	14%	6%	10%	13%	10%	[1]	10%
Guam Visitors Bureau office	12%	12%	17%	13%	3%	[1]	[1]	13%
Magazine (consumer)	6%	7%	8%	7% G	6%	10%	17%	4%
Travel agent brochure	5%	2%	4%	6% G	10%	10%	[1]	3%
TV	2%	2%	2%	2%	3%	[1]	[1]	2%
Co-worker/ company travel department	2%	2%	2%	1%	6% C	20% BCG	[1]	1%
Consumer travel shows	1%	2%	4%	1%	[1]	[1]	[1]	2%
Travel trade shows	1%	2%	[1]	0%	3%	[1]	[1]	1%
Total	601	57	101	448	31	10	6	457

Prepared by Anthology Research[2,3]

1. This category is not used in comparisons because its column proportion is equal to zero or one.

2. 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

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

Q: Please select the top three sources of information you used to find out about Guam before your trip.

ONISLE SOURCES OF INFORMATION

100%	
80%	74%
60%	
40%	36% 33%
28%	
20%	14% 13% 11% 8%
0%	

Internet · Social Media · Hotel staff · Guidebook · Local people · GVB · Taxi Drivers · Tour staff

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

GVB VISITOR SATISFACTION STUDY

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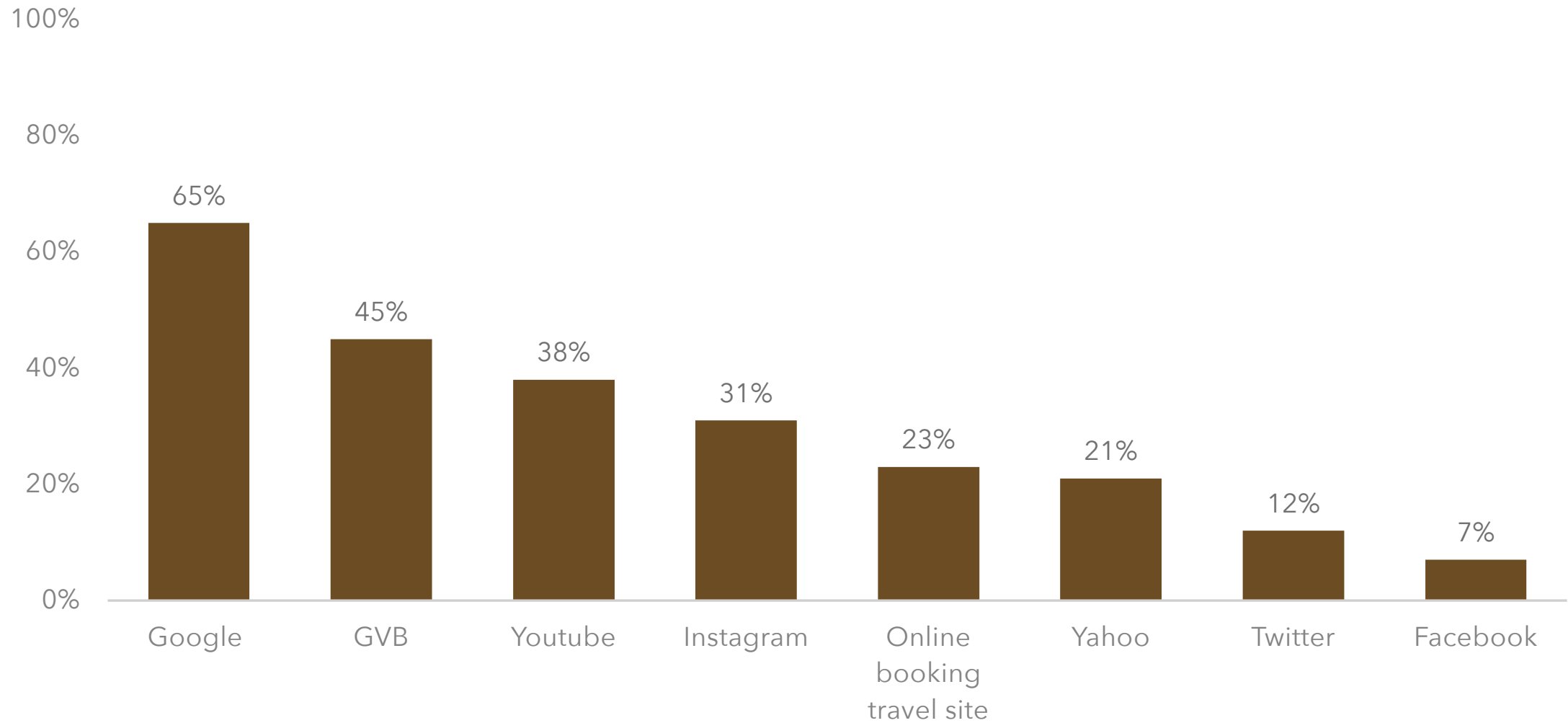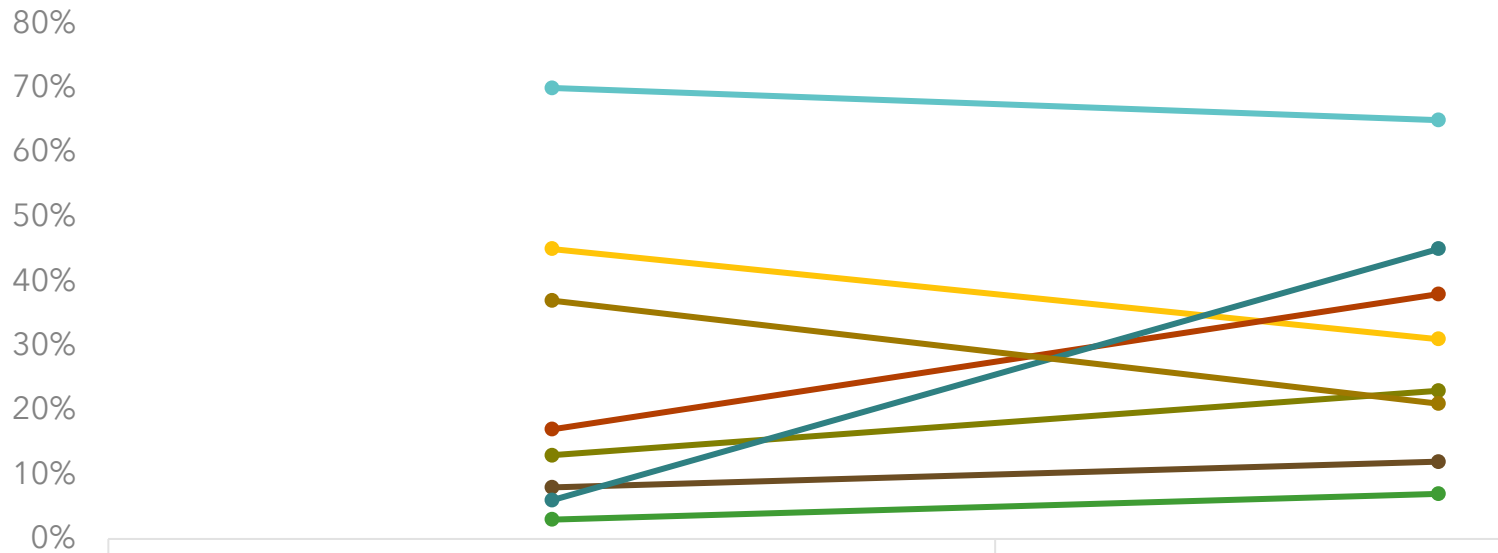|		TOTAL	KEY SEGMENTS						
		–	OL LADY	SILVER 60+	FAMILY	GROUP TOUR	MICE	WEDDING	REPEAT VISITOR
		(A)	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Q6	Internet/ Mobile App	74%	70%	77%	77%	68%	70%	50%	75%
	Social Media	36%	42%	27%	34%	16%	20%	33%	38%
	Hotel staff	33%	28%	37%	33%	45%	20%	50%	31%
	Guide books I brought with me	28%	25%	23%	32% G	26%	30%	50%	25%
	Local people	14%	18%	11%	11%	13%	50% B C G	17%	14% C
	Guam Visitors Bureau	13%	12%	16%	14%	10%	[1]	17%	15%
	Taxi drivers	11%	11%	11%	10%	16%	10%	33%	10%
	Tour staff	8%	7%	13%	8%	35% A C G	20%	17%	8%
	Retail staff	4%	[1]	4%	4%	3%	10%	[1]	4%
	Signs/ advertisement	3%	[1]	3%	4%	3%	[1]	[1]	3%
	Other visitors	3%	4%	2%	3%	6%	10%	17%	3%
	Local publication	2%	2%	1%	3%	3%	10%	[1]	2%
	Restaurant staff (outside hotel)	2%	[1]	1%	2%	6%	[1]	[1]	2%
	Visitors channel	1%	[1]	1%	1%	[1]	[1]	[1]	1%
	Total	601	57	101	448	31	10	6	457

Prepared by Anthology Research[2,3]

1. This category is not used in comparisons because its column proportion is equal to zero or one.

2. 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

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

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

ONLINE SOURCES OF INFORMATION

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

ONLINE SOURCES OF INFORMATION

	FY2019	FY2023
Google	70%	65%
Instagram	45%	31%
Facebook	3%	7%
Twitter	8%	12%
Online booking site	13%	23%
YouTube	17%	38%
GVB	6%	45%
Yahoo	37%	21%

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

SECTION 7
IMMIGRATION

IMPACT OF AIRPORT IMMIGRATION SVC ON FUTURE TRAVEL TO GUAM

Yes
29%

No
71%

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?

IMPACT OF AIRPORT IMMIGRATION SVC ON FUTURE TRAVEL TO GUAM

Immigration Will Impact 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?
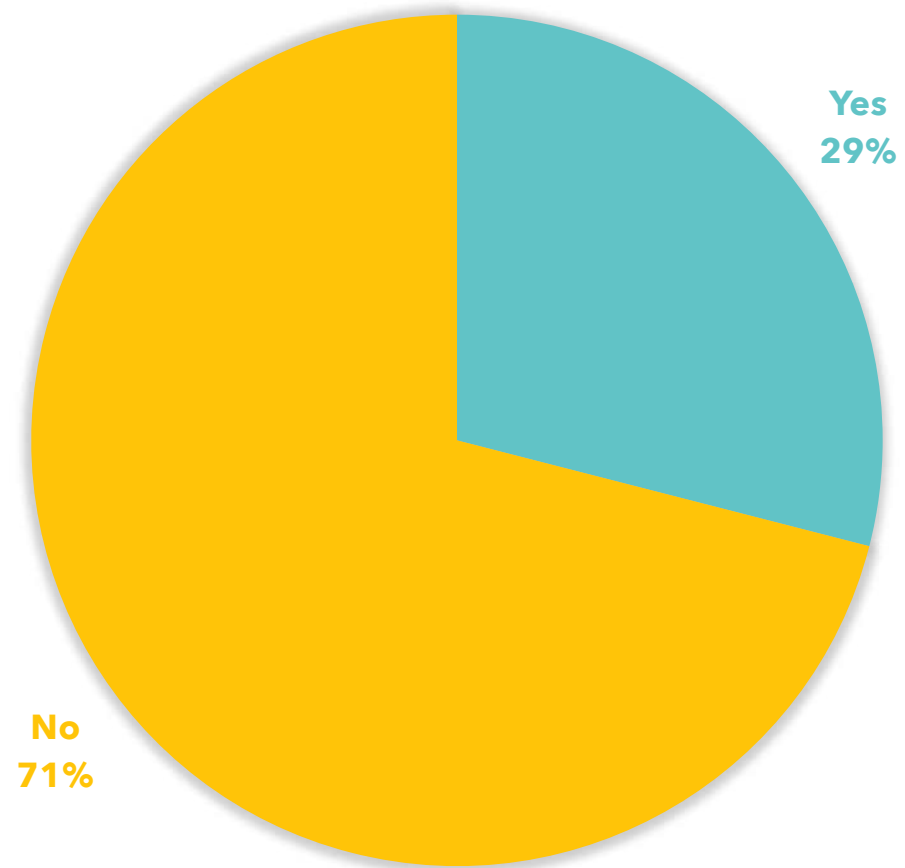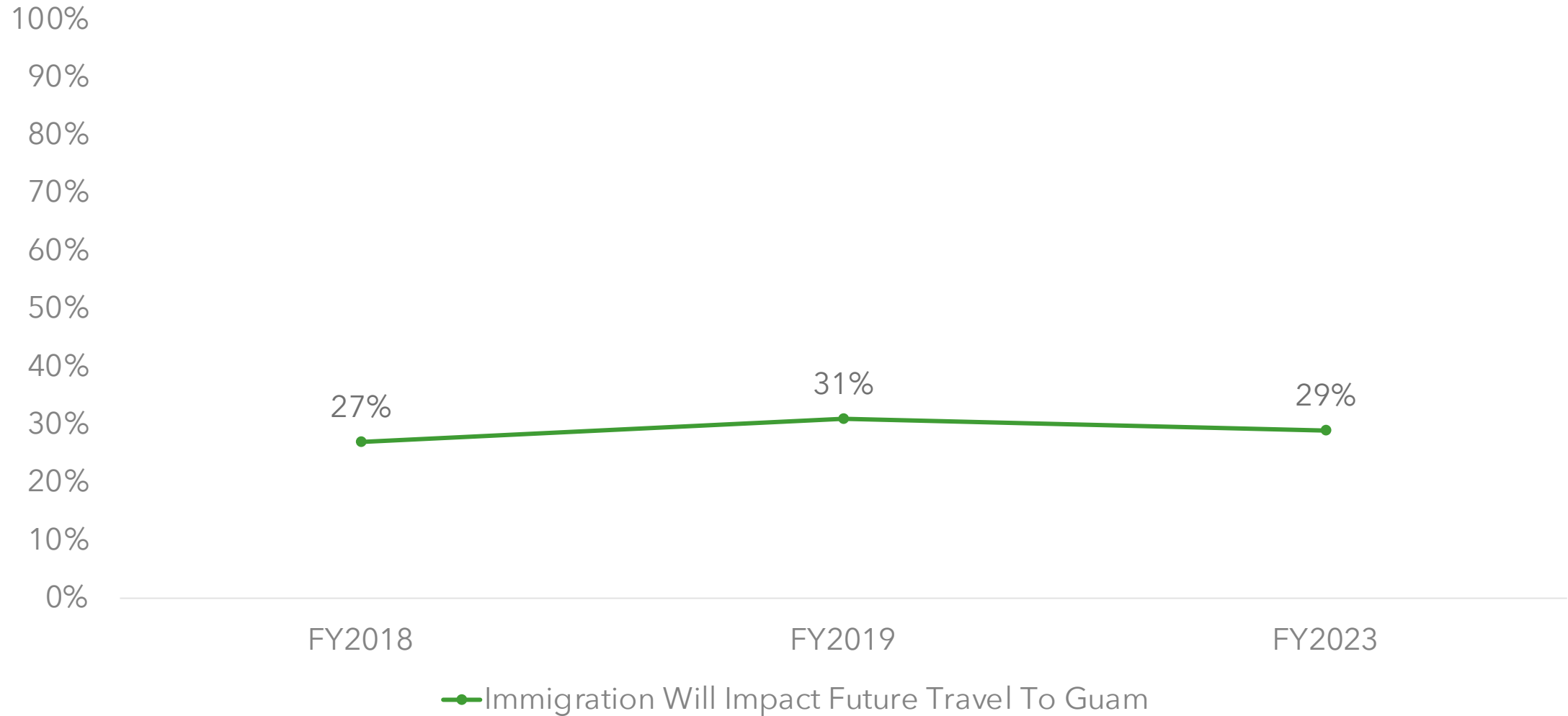
AIRPORT – SECURITY/ IMMIGRATION ISSUES
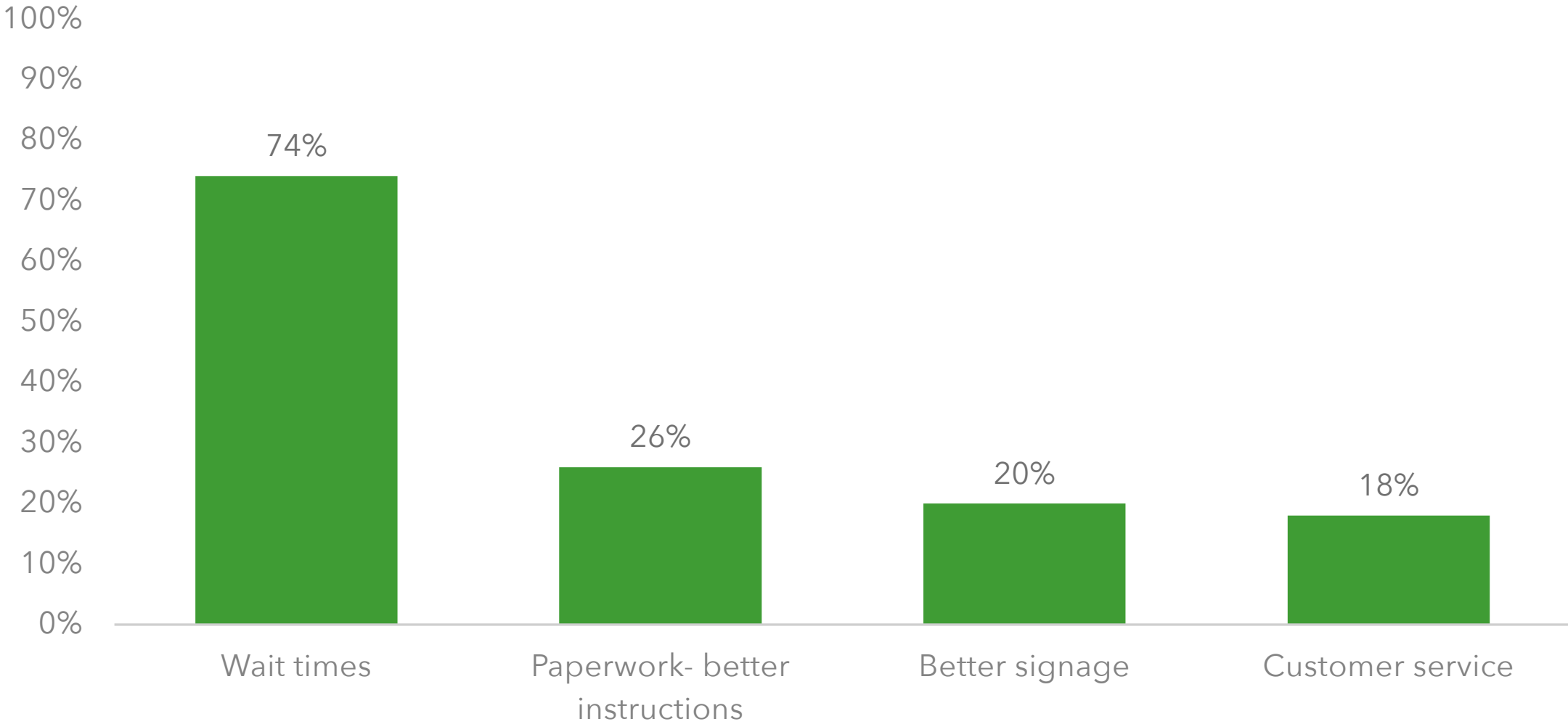
Q: What about the security screening and/ or immigration process here at the Guam International Airport could be improved?