Japan Visitor Tracker Exit Profile & Market Segmentation Report

FY2023 – QTR4 (JULY-SEPTEMBER 2023)

[ANTHOLOGY®] RESEARCH

Background and Methodology

- Anthology Research conducted quantitative research in the form of an online survey from July 20, 2023 to October 11, 2023.

    - 2023 Quarter 4: A total of **379** completed surveys were collected among visitors from Japan who were on Guam between July 1, 2023 and September 30, 2023. The margin of error for a sample of 379 is +/- 5.03 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 Japan 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 Japan 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
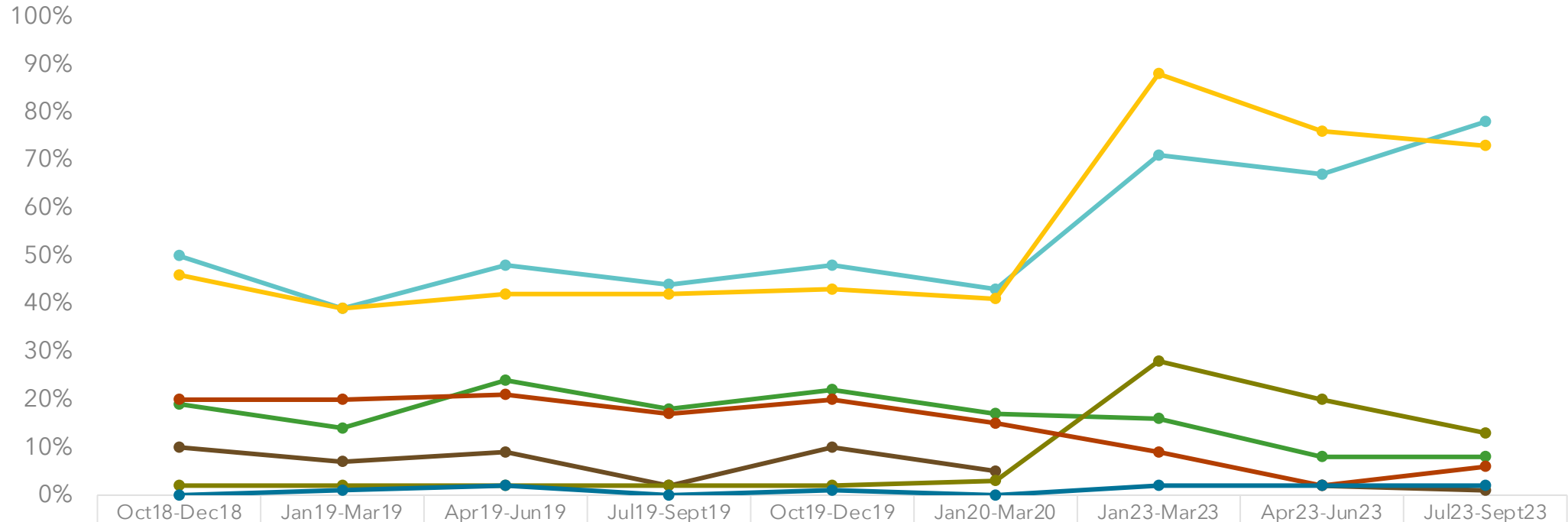
	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
Family	50%	39%	48%	44%	48%	43%	71%	67%	78%
Repeat	46%	39%	42%	42%	43%	41%	88%	76%	73%
Office Lady	19%	14%	24%	18%	22%	17%	16%	8%	8%
Wedding	10%	7%	9%	2%	10%	5%		2%	1%
Silver	2%	2%	2%	2%	2%	3%	28%	20%	13%
Group	20%	20%	21%	17%	20%	15%	9%	2%	6%
MICE	0%	1%	2%	0%	1%	0%	2%	2%	2%

SECTION 1
PROFILE OF RESPONDENTS

GENDER

Female
36%

Male
64%

MARITAL STATUS

Single
18%

Married
82%

Q: Are you married or single?
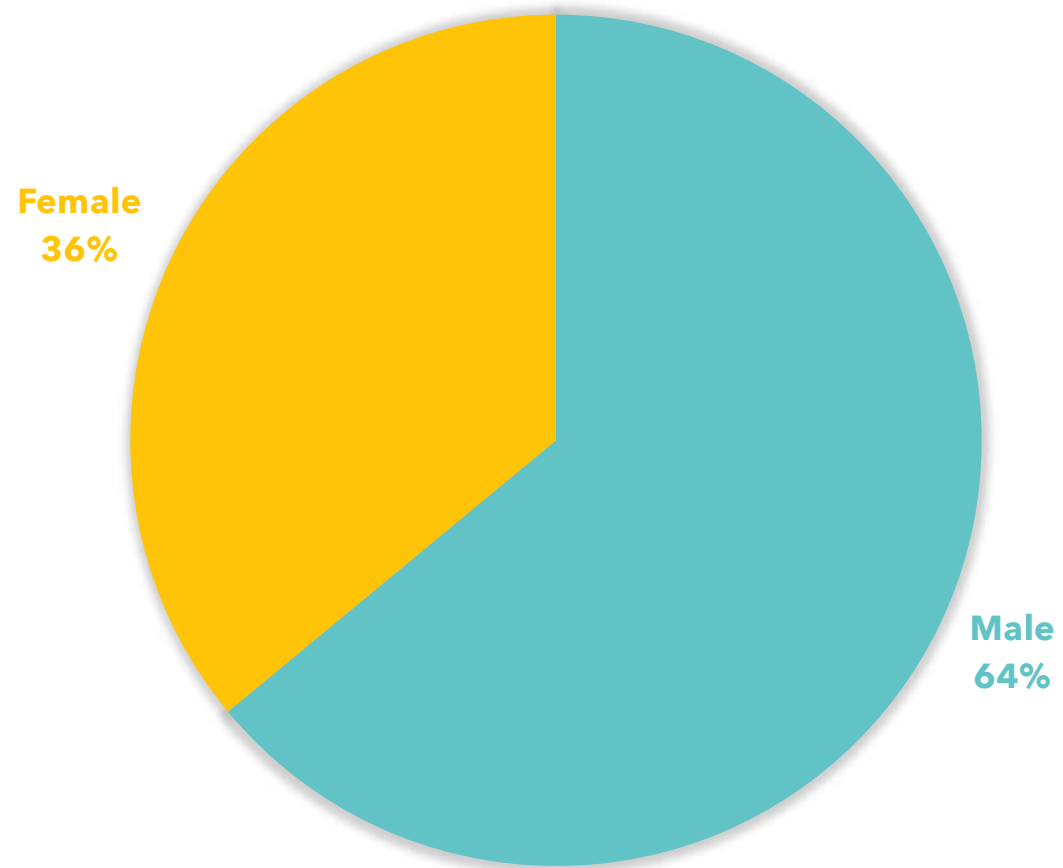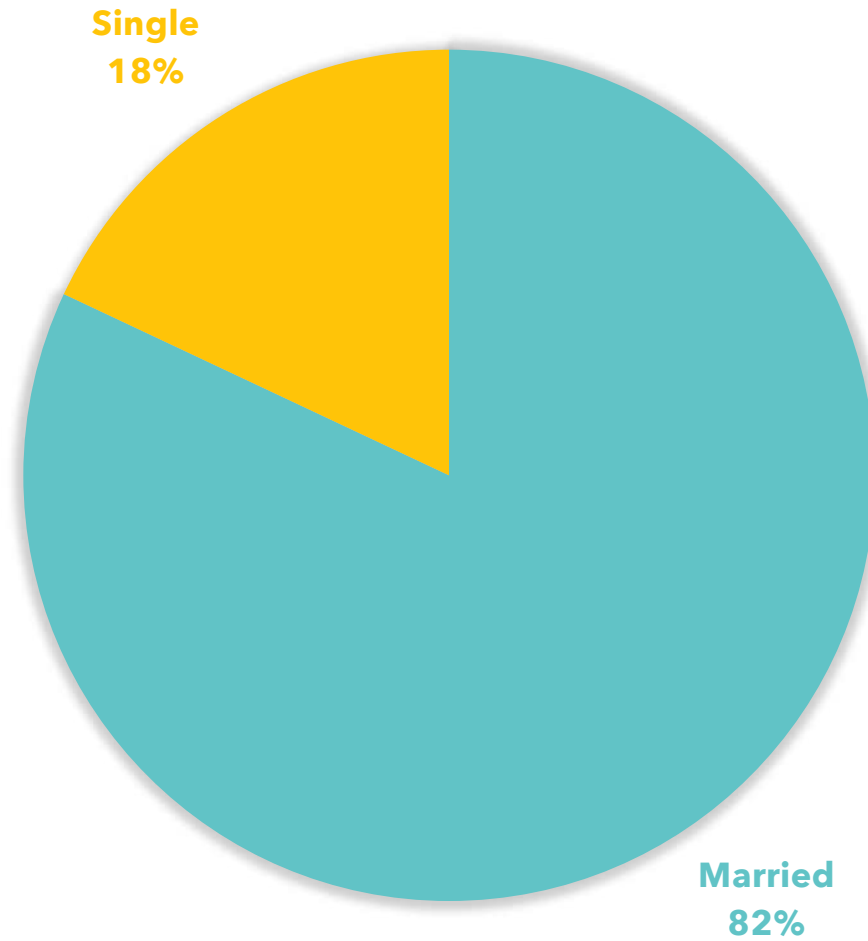
MARITAL STATUS – TRACKING
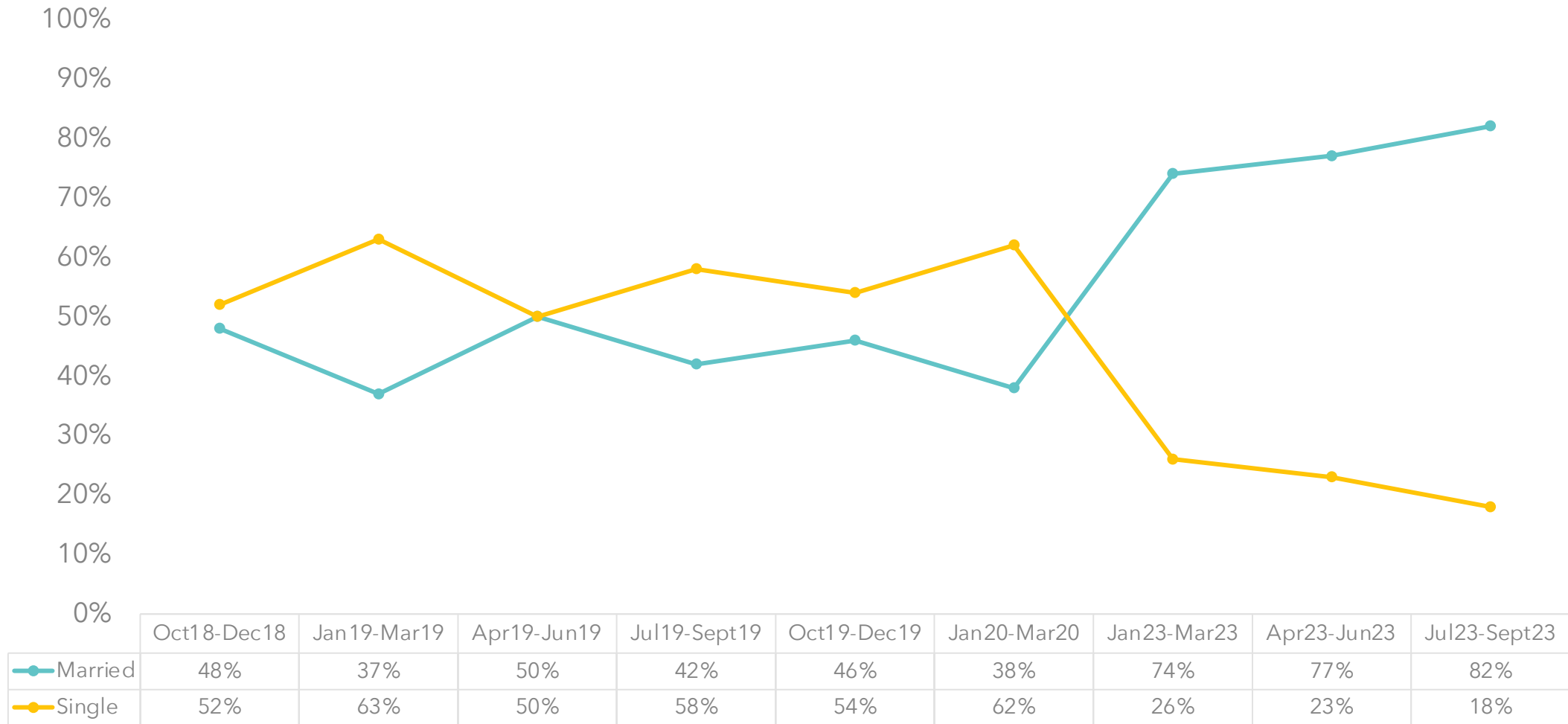
	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
Married	48%	37%	50%	42%	46%	38%	74%	77%	82%
Single	52%	63%	50%	58%	54%	62%	26%	23%	18%

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	82%	78%	88%	93% A D G	71%	67%	100%[1]	85%
	Single	18%	22% C	12%	7%	29% C	33%	[1]	15% C
	Total	379	32	50	295	21	6	4	277

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: Are you married or single?

AGE

Mean = 47.63
Median = 48

18-24	25-39	40-49	50-59	60+
4%	16%	34%	33%	13%

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

AGE – TRACKING

	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
MEAN	32.39	30.36	33.09	30.83	32.18	31.14	51.29	50.24	47.63
MEDIAN	30	26	30	27	29	26	52	50	48

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	4%	3% [3]		2%	5% [3]		[3]	2%
	25–39	16%	16% [3]		15%	14% [3]		75% C D G	12%
	40–49	34%	34% [3]		38%	29%	50%	[3]	34%
	50–59	33%	38% [3]		33%	29%	50%	25%	37%
	60+	13%	9%	100%[3]	12%	24% [3]		[3]	16% C
	Total	379	32	50	295	21	6	4	277
QF	Mean	47.63	46.50	64.14 A C D E F G	48.15	49.00	47.00	36.25	49.78 C
	Median	48	49	63 A C D E F G	48	50	48	30	50 C

Prepared by Anthology Research[1,2,4]

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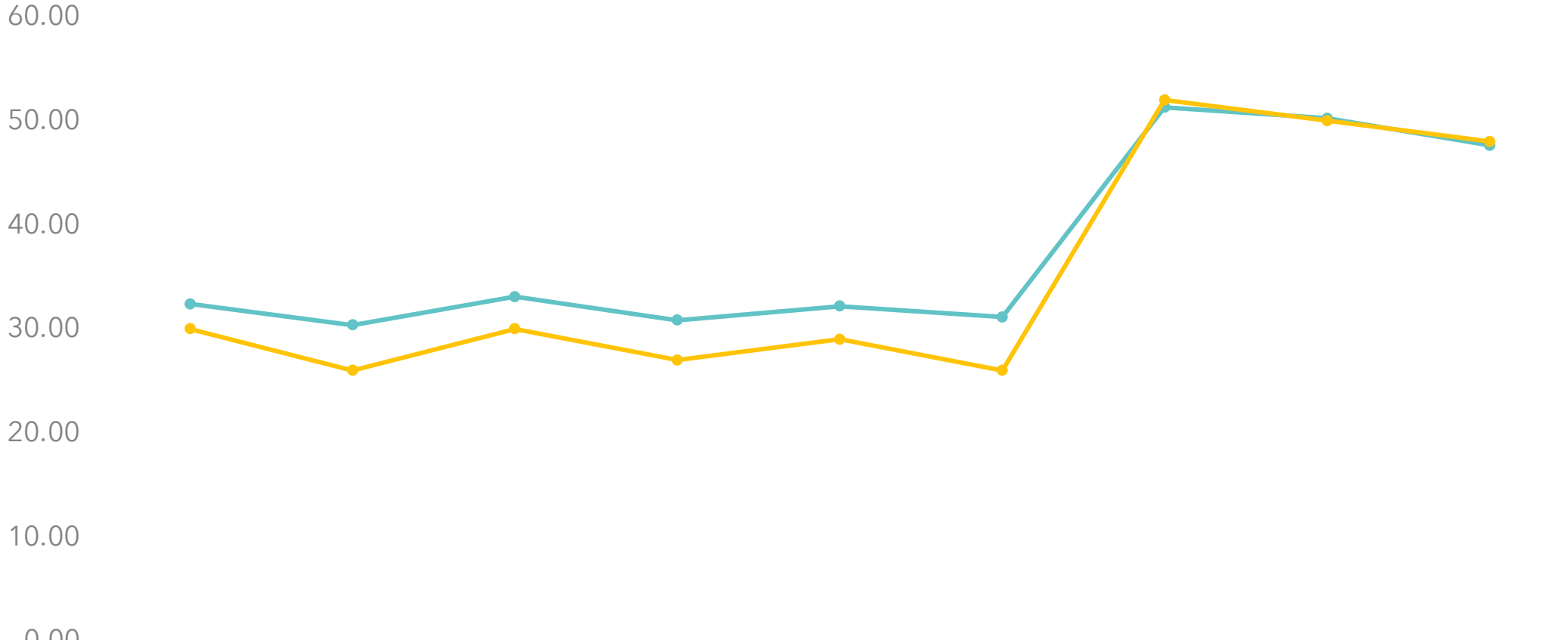
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HOUSEHOLD INCOME

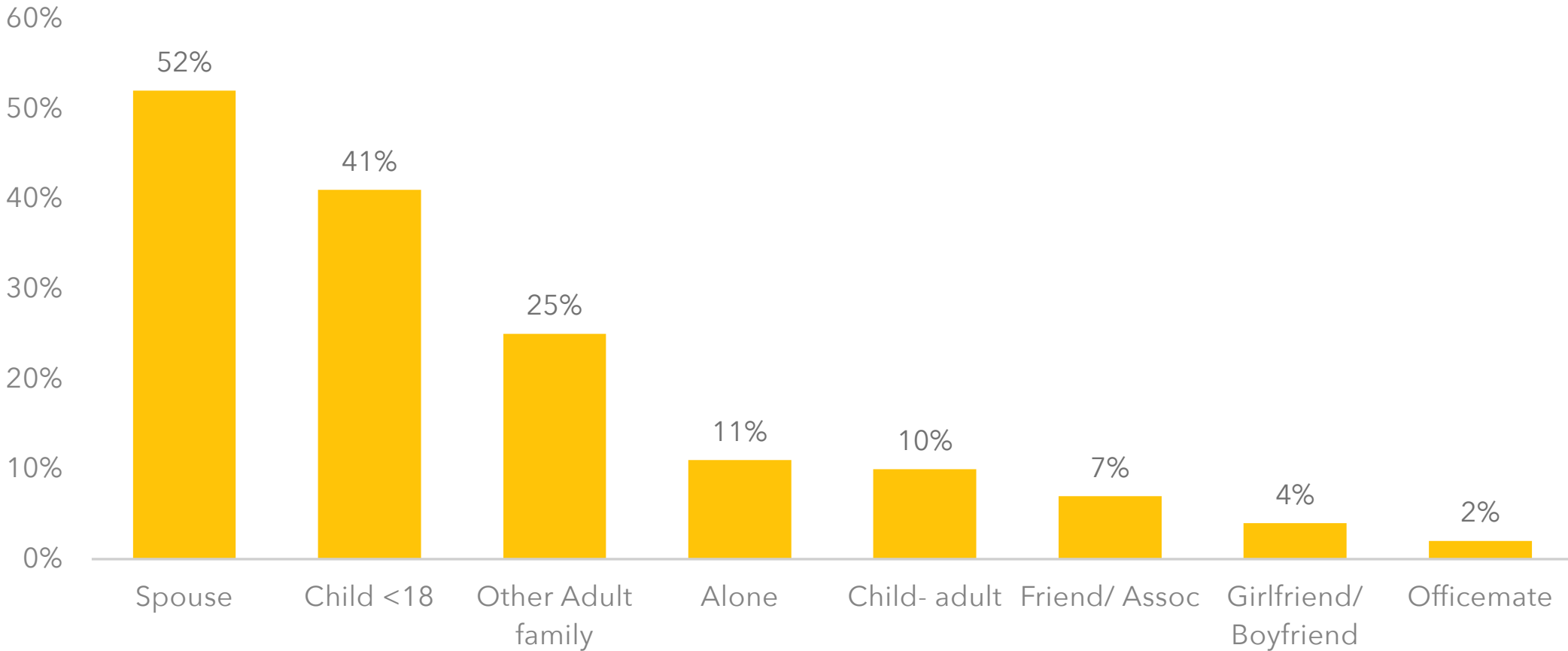| Income	Percentage
<Y2M	1%
Y2M-3M	2%
Y3M-4M	6%
Y4M-5M	5%
Y5M-7M	12%
Y7M-10M	18%
Y10M+	37%
No Income/Rf	19%

Q : What was your approximate annual household income, before taxes?
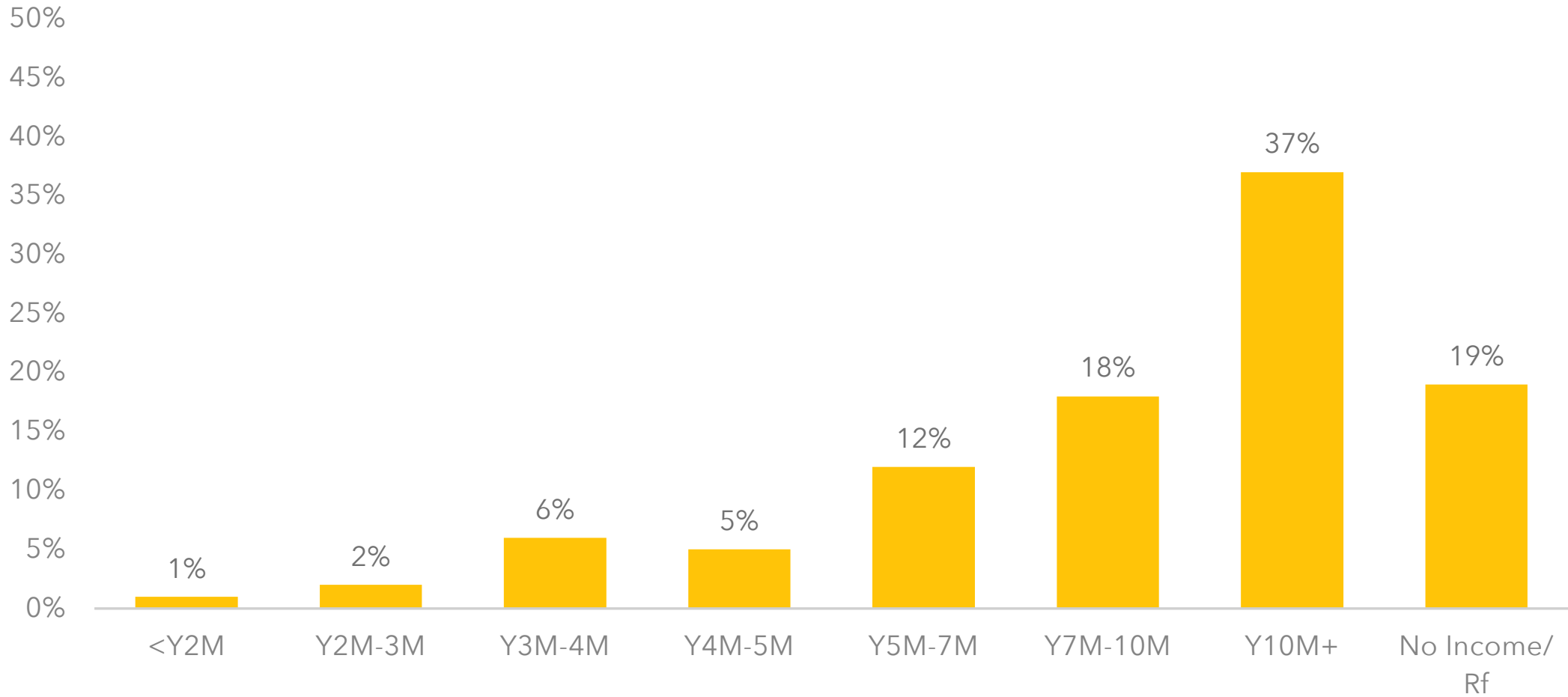
HOUSEHOLD INCOME – SEGMENTATION

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)
D2 JAPAN	Less than ¥2 million	1%	3% [1]		1% [1]	[1]	[1]	[1]	1%
	¥2,000,001 ~ ¥3,000,000	2%	6%	4%	1%	10%	[1]	25% C	3%
	¥3,000,001 ~ ¥4,000,000	6%	6%	8%	5%	5%	[1]	25%	5%
	¥4,000,001 ~ ¥5,000,000	5%	6%	10%	4%	19% C	[1]	[1]	5%
	¥5,000,001 ~ ¥7,000,000	12%	13%	22%	13%	10%	[1]	50%	11%
	¥7,000,001 ~ ¥10 million	18%	19%	14%	18%	19%	[1]	[1]	18%
	¥10 million or more	37%	19%	22%	41%	29%	67%	[1]	38%
	No Income	0%	[1]	[1]	0%	[1]	[1]	[1]	0%
	Prefer not to say	19%	28%	20%	17%	10%	33%	[1]	19%
	Total	379	32	50	295	21	6	4	277

Prepared by Anthology Research[2,3]

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

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

TRAVEL PARTY

Bar chart showing travel party composition:
- Spouse: 52%
- Child <18: 41%
- Other Adult family: 25%
- Alone: 11%
- Child- adult: 10%
- Friend/ Assoc: 7%
- Girlfriend/ Boyfriend: 4%
- Officemate: 2%

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

TRAVEL PARTY – TRACKING

	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
Friend/ Assoc	38%	48%	34%	42%	39%	42%	11%	8%	7%
Spouse	37%	27%	36%	33%	34%	28%	43%	46%	52%
Girlfriend/ Boyfriend	7%	7%	10%	10%	7%	12%	2%	6%	4%
Child <18	19%	17%	20%	22%	17%	17%	30%	23%	41%
Other adult family	15%	14%	14%	10%	17%	15%	22%	17%	25%
Officemate	7%	6%	11%	5%	8%	4%	2%	4%	2%
Child- adult	2%	2%	2%	2%	2%	3%	14%	4%	10%
Alone	2%	2%	2%	1%	2%	3%	17%	18%	11%

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

TRAVEL PARTY – CHILD UNDER 18

41% Traveling with a child

Age group	Percentage
0-2 years old	5%
3-6 years old	11%
7-11 years old	26%
12-18 years old	17%

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

TRAVEL PARTY SIZE

Alone, 11%

Two persons, 25%

Three or more, 64%

Mean = 3.84
Median = 3

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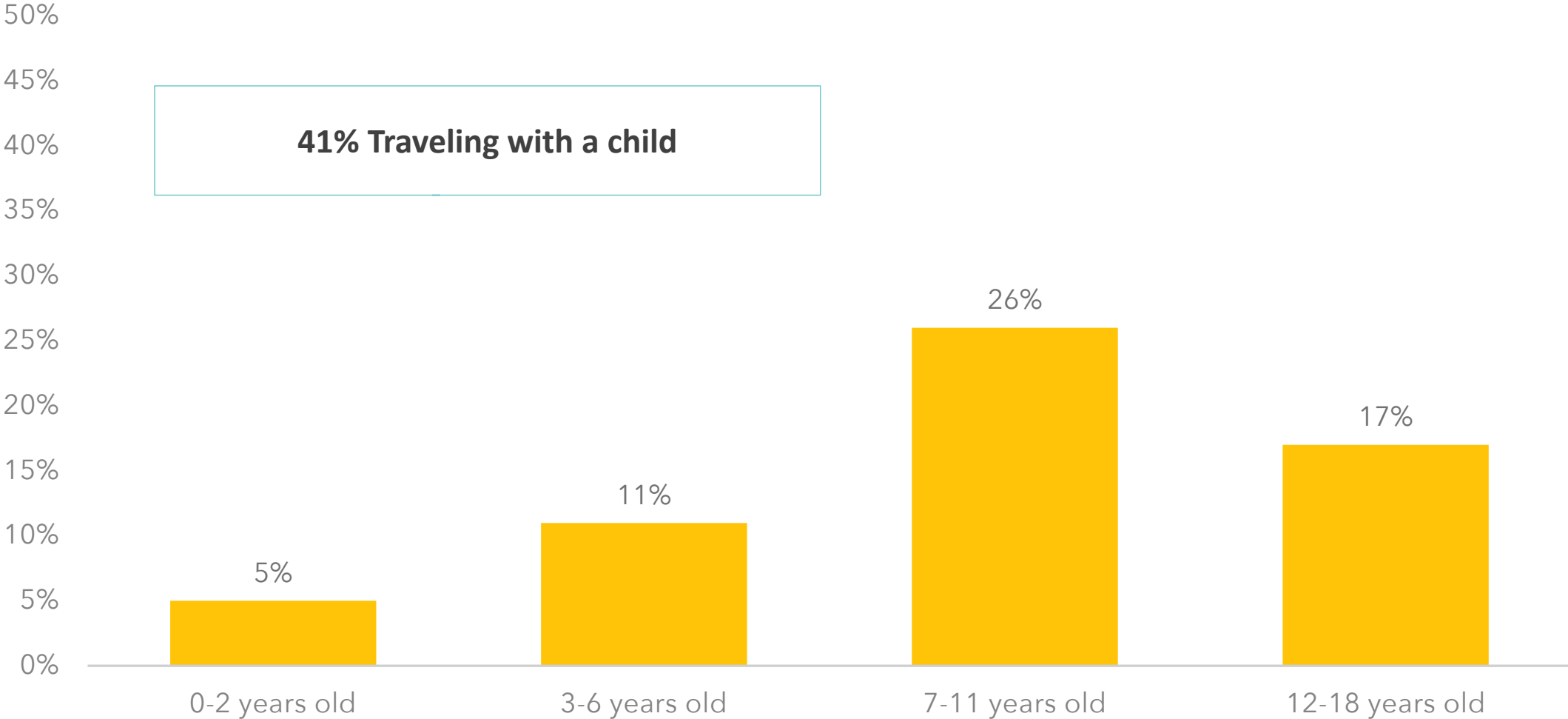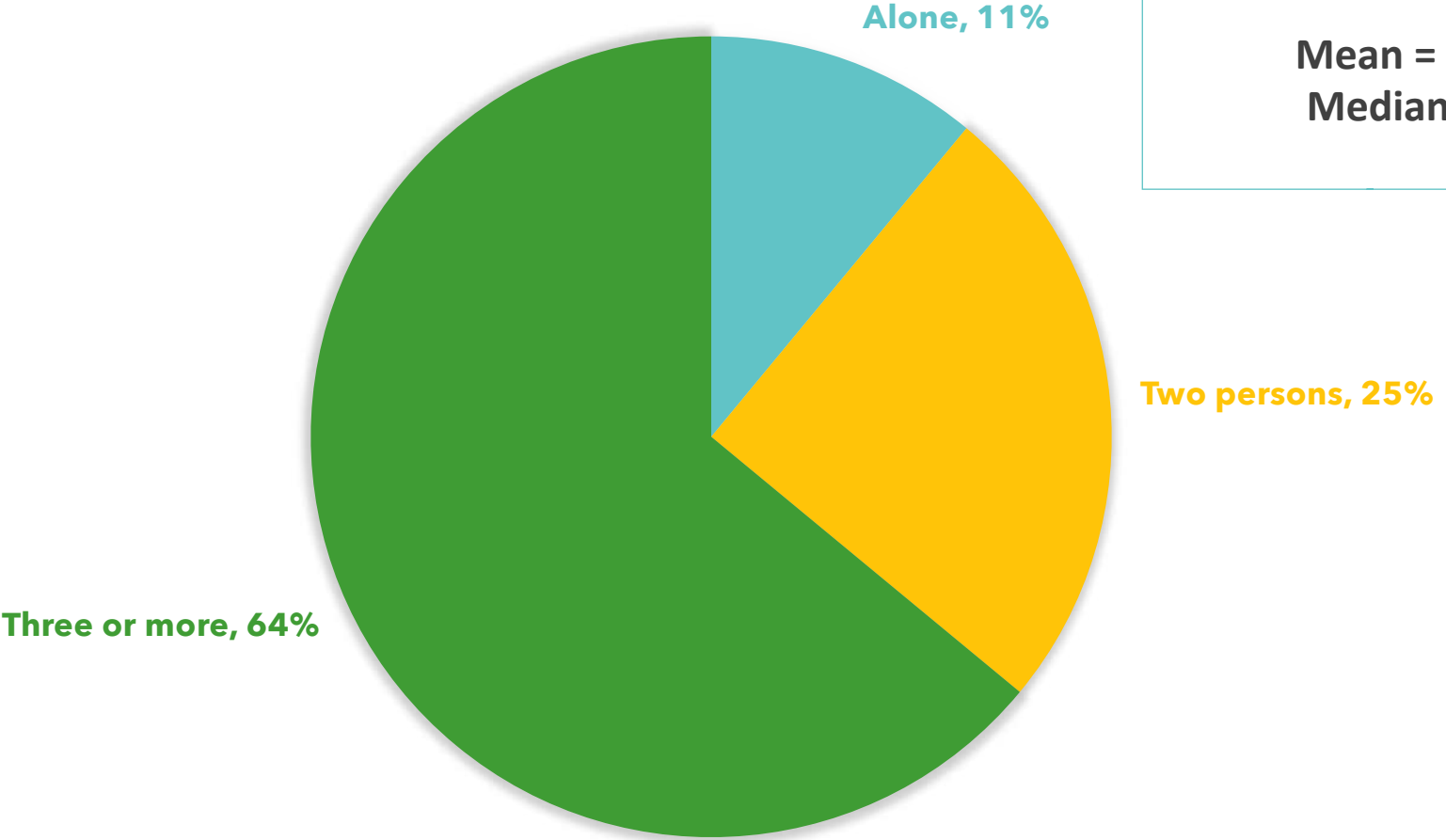
TRAVEL PARTY SIZE – TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
MEAN	3.94	4.64	3.83	4.69	3.48	3.24	2.51	3.84
MEDIAN	2	2	2	2	2	2	2	3

Q : Including yourself, how many people traveled with you in your immediate party?
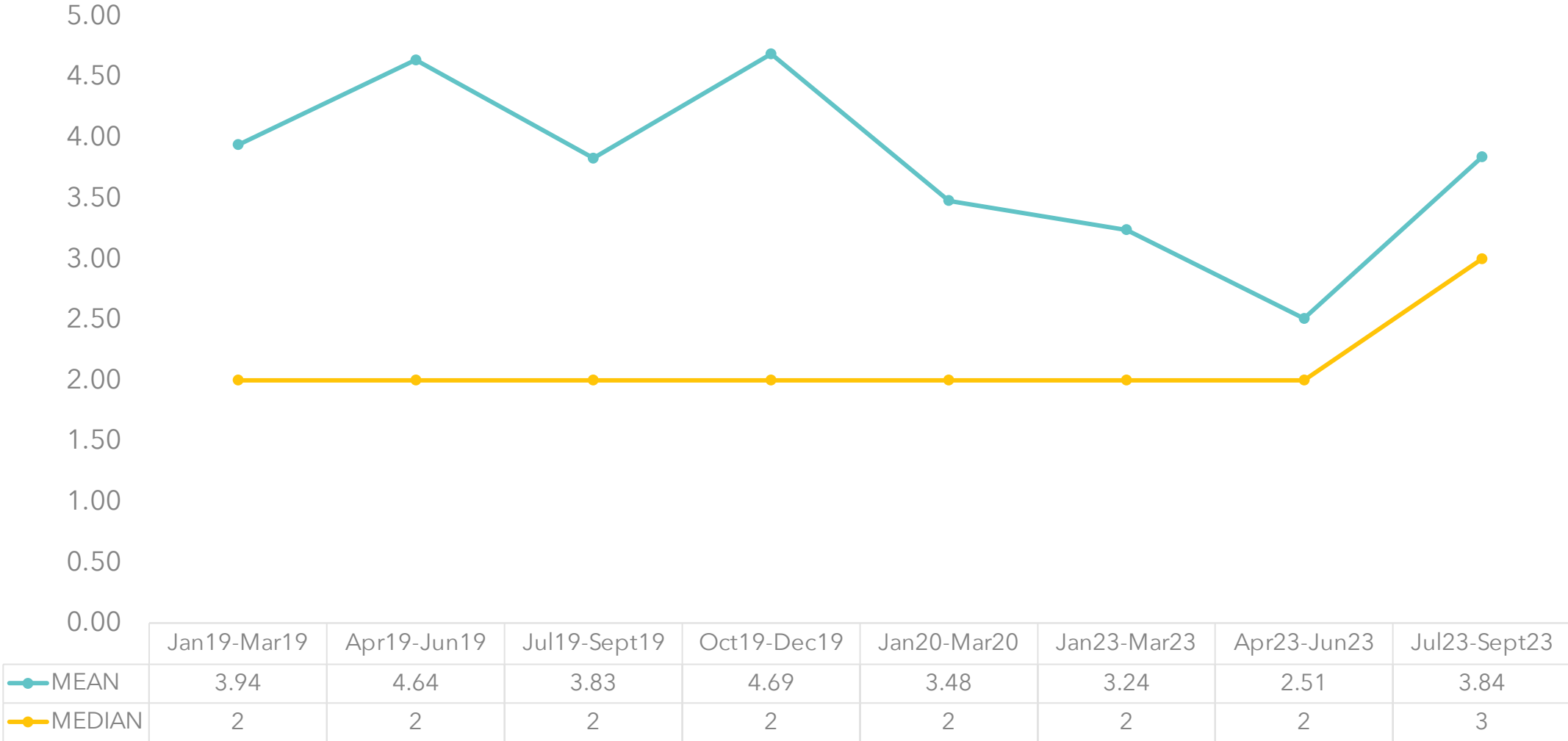
TRIPS TO GUAM

Mean = 6.24
Median = 4
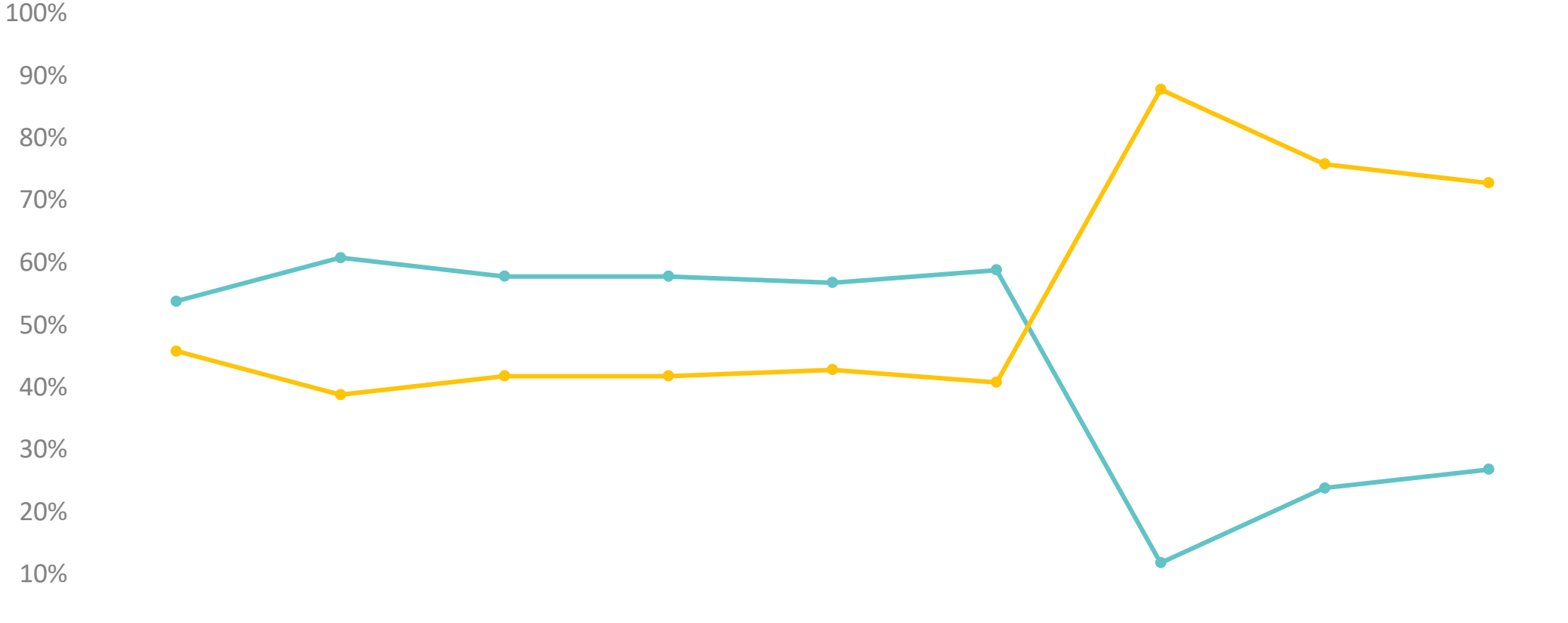
1st Time
27%

Repeat
73%

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

TRIPS TO GUAM – TRACKING

	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
First	54%	61%	58%	58%	57%	59%	12%	24%	27%
Repeat	46%	39%	42%	42%	43%	41%	88%	76%	73%

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	27%	22%	12%	24%	29%	50%	75% B	[3]
	Repeat	73%	78%	88% F	76%	71%	50%	25%	100%[3]
	Total	379	32	50	295	21	6	4	277
Q9	Mean	6.24	7.25	9.84 C	5.87	5.10	3.33	2.00	8.17 C
	Median	4	3	6 C	4	3	2	1	5 C

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

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

LENGTH OF STAY

Mean number of nights = 4.29
Median number of nights = 4

- One to two nights: 9%
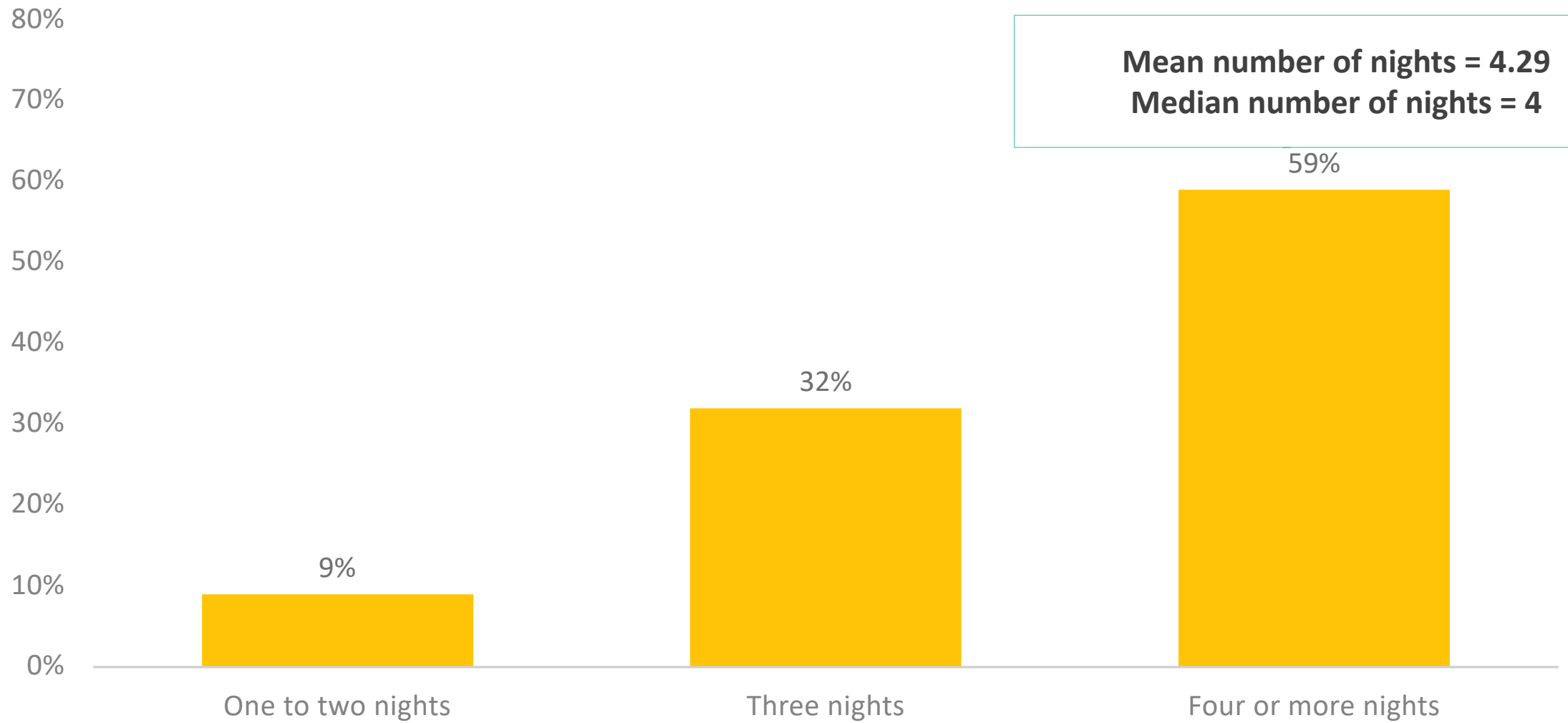- Three nights: 32%
- Four or more nights: 59%

Q: How many nights did you stay on Guam?

LENGTH OF STAY – TRACKING

	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
MEAN	3.39	3.42	3.19	3.31	3.32	3.25	5.22	4.56	4.29
MEDIAN	3	3	3	3	3	3	4	4	4

Q: How many nights did you stay on Guam?

LENGTH OF STAY – SEGMENTATION

GVB VISITOR SATISFACTION STUDY

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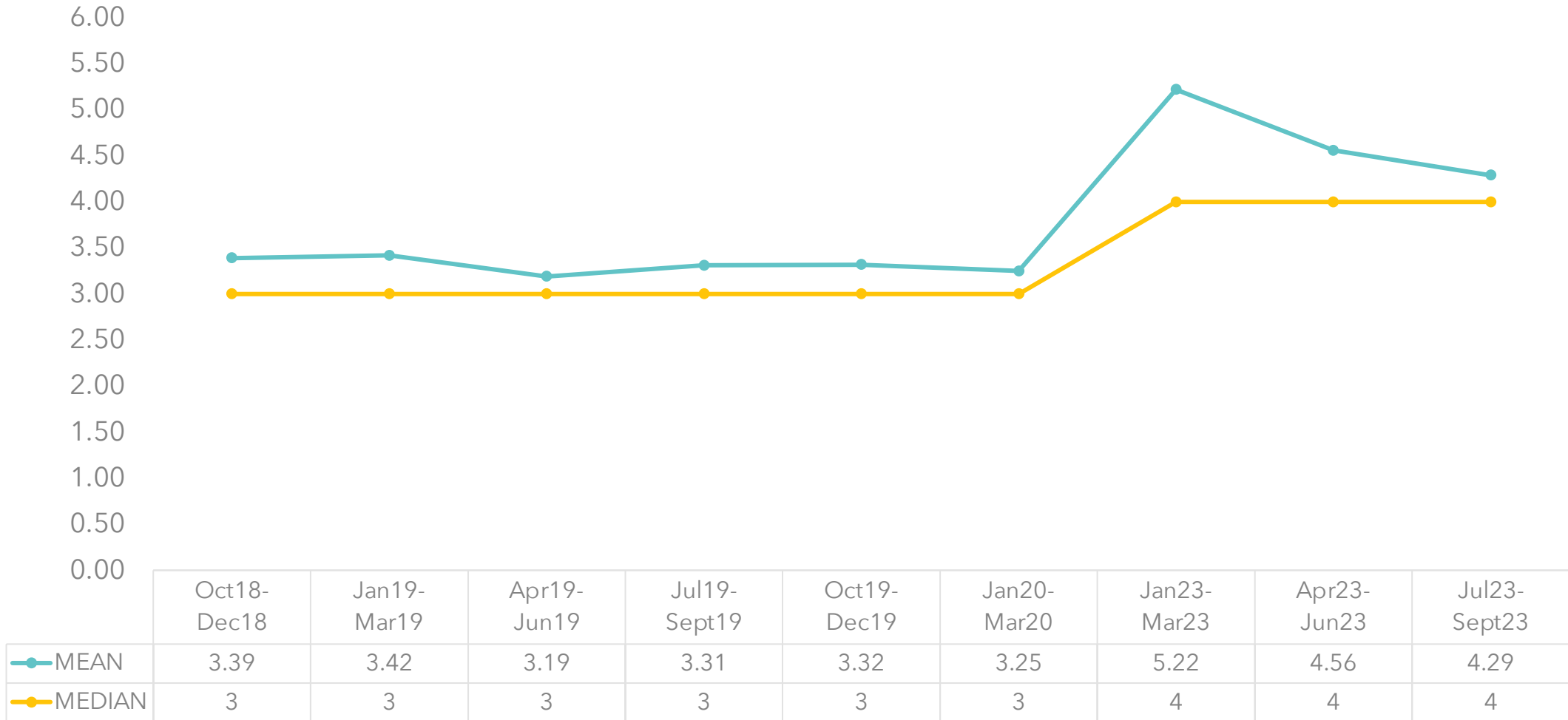|		TOTAL	KEY SEGMENTS						
		–	OL LADY	SILVER 60+	FAMILY	GROUP TOUR	MICE	WEDDING	REPEAT VISITOR
		(A)	(A)	(B)	(C)	(D)	(E)	(F)	(G)
SA	1–2 Nights	9%	3%	12%	5%	14%	c	25%	7%
	3 Nights	32%	50%	36%	32%	52%	17%	c	30%
	4+ Nights	59%	47%	52%	62%	33%	83%	75%	63%
	Total	379	32	50	295	21	6	4	277
SA	Mean	4.29	3.91	4.90	4.17	3.71	4.00	4.00	4.44
	Median	4	3	4	4	3	4	5	4

Prepared by Anthology Research[a,b,d]

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d. 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

Q: How many nights did you stay on Guam?
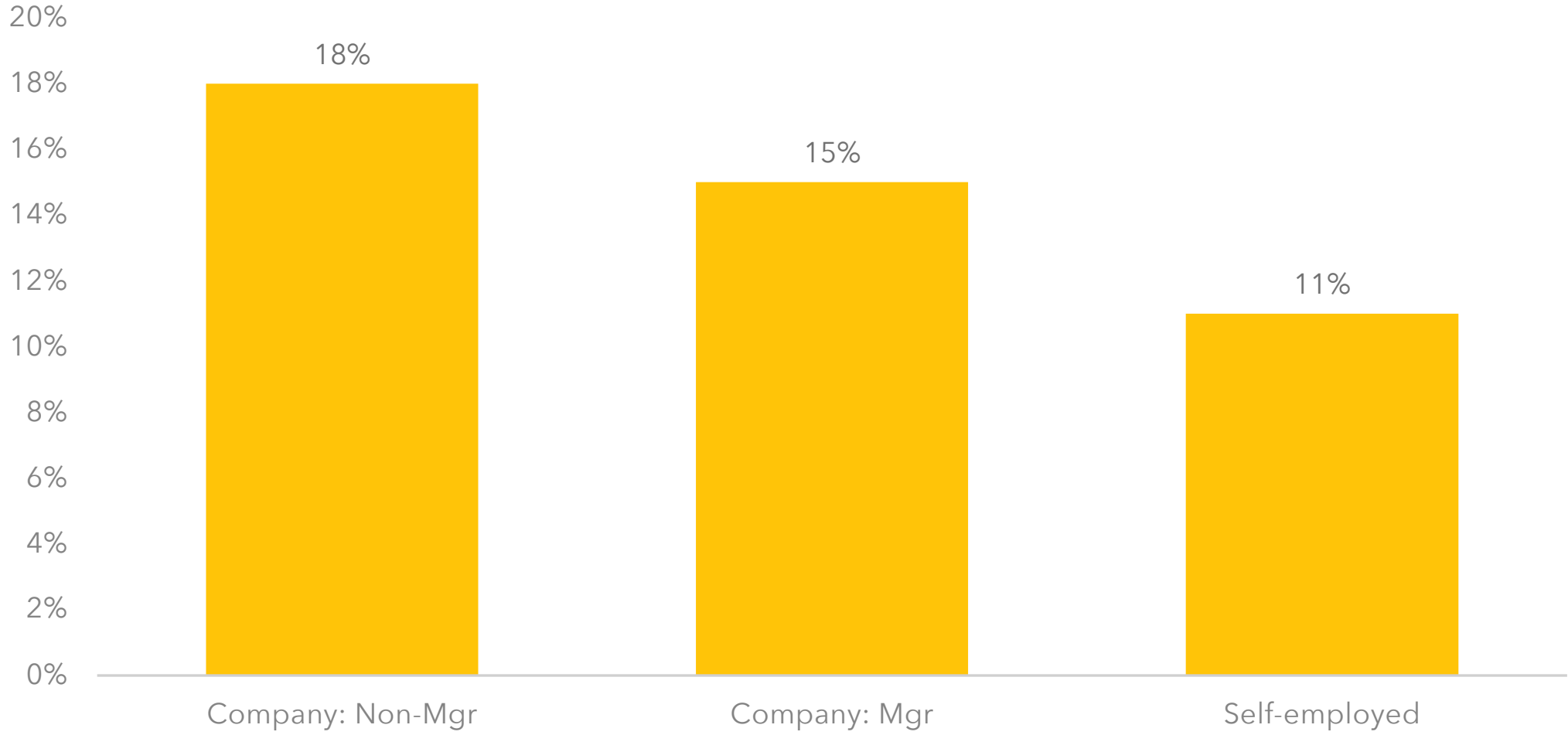
SECTION 2
TRAVEL PLANNING

ORGANIZED TOUR GROUP

Organized tour group
6%

No
94%

Q: On this trip, I am a member of an organized tour group?
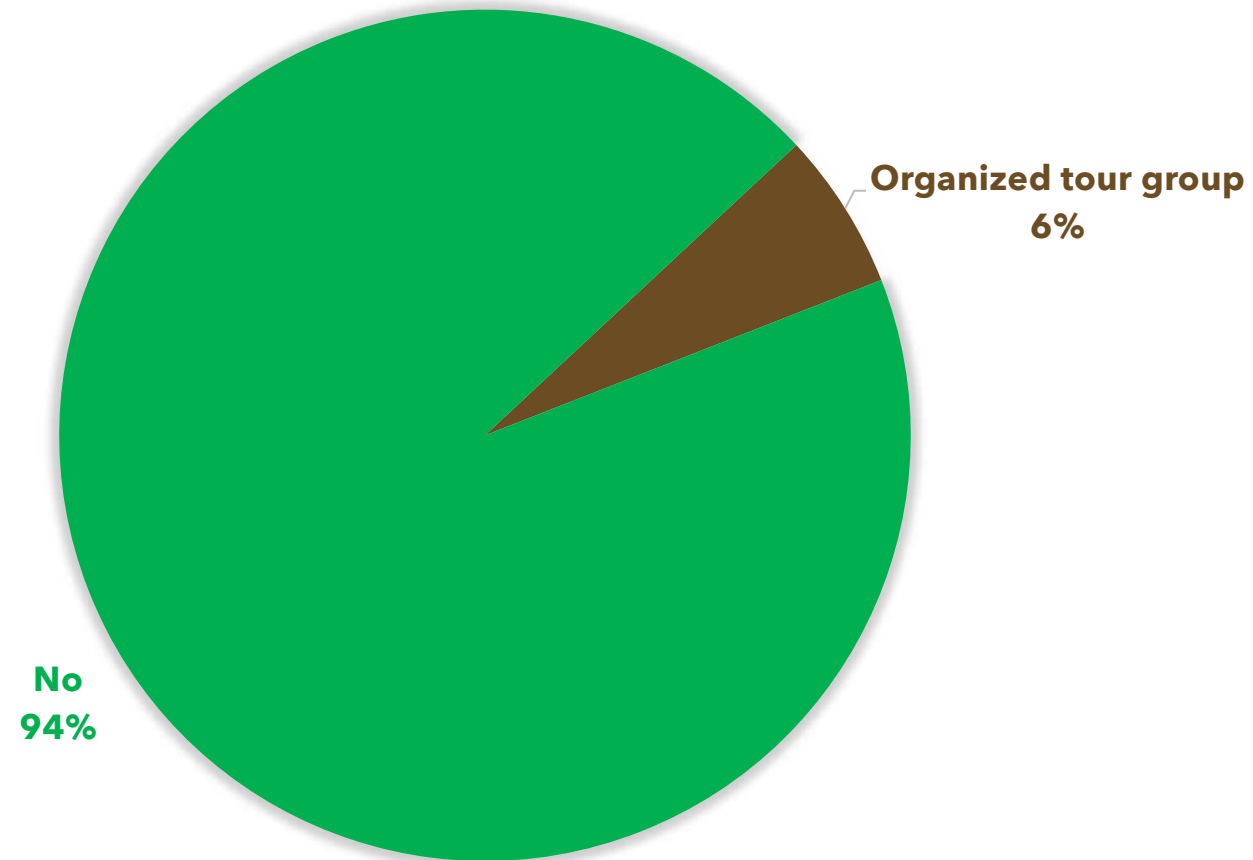
ORGANIZED TOUR GROUP – TRACKING

	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul-23-Sept23
Group Tour	20%	20%	21%	17%	20%	15%	9%	2%	6%

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?
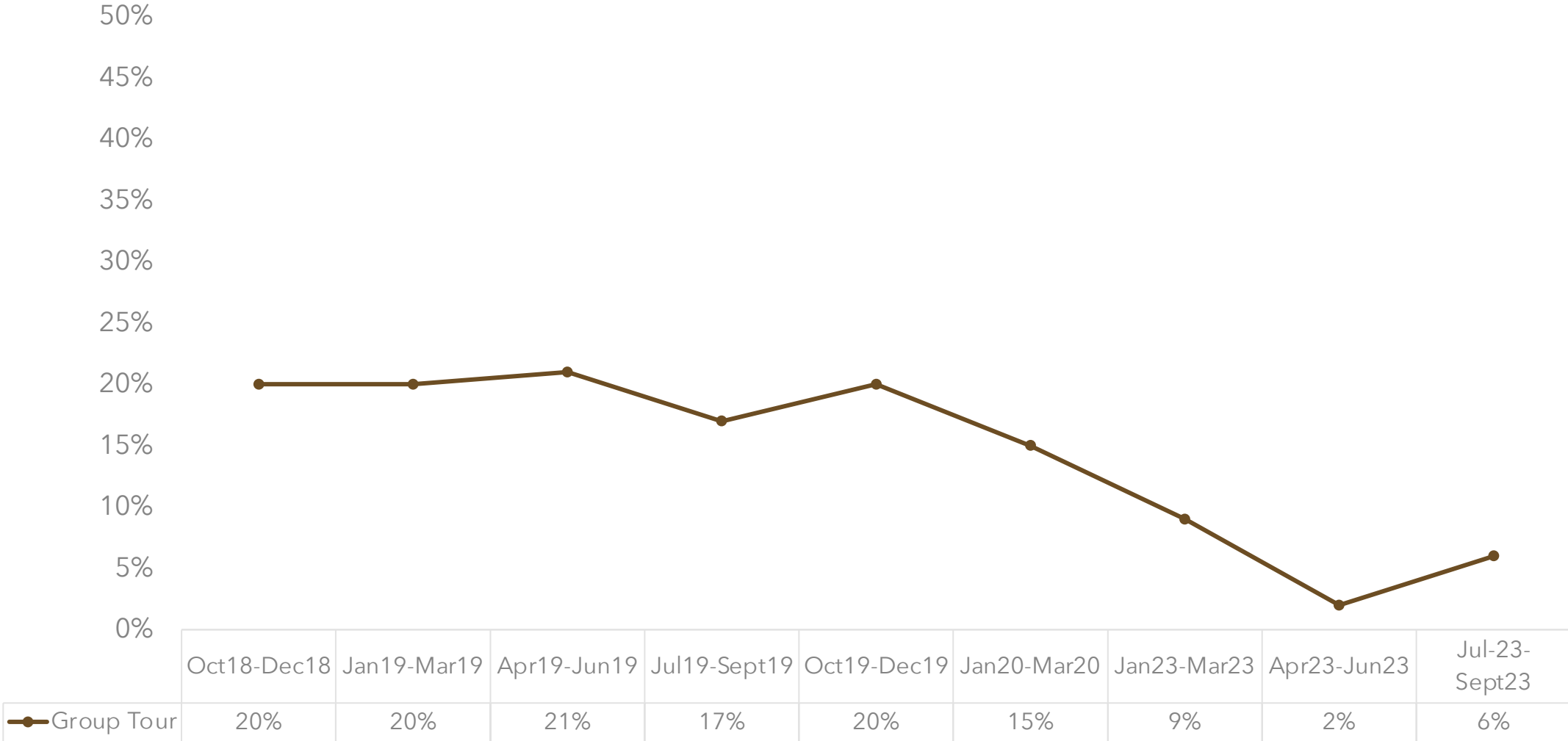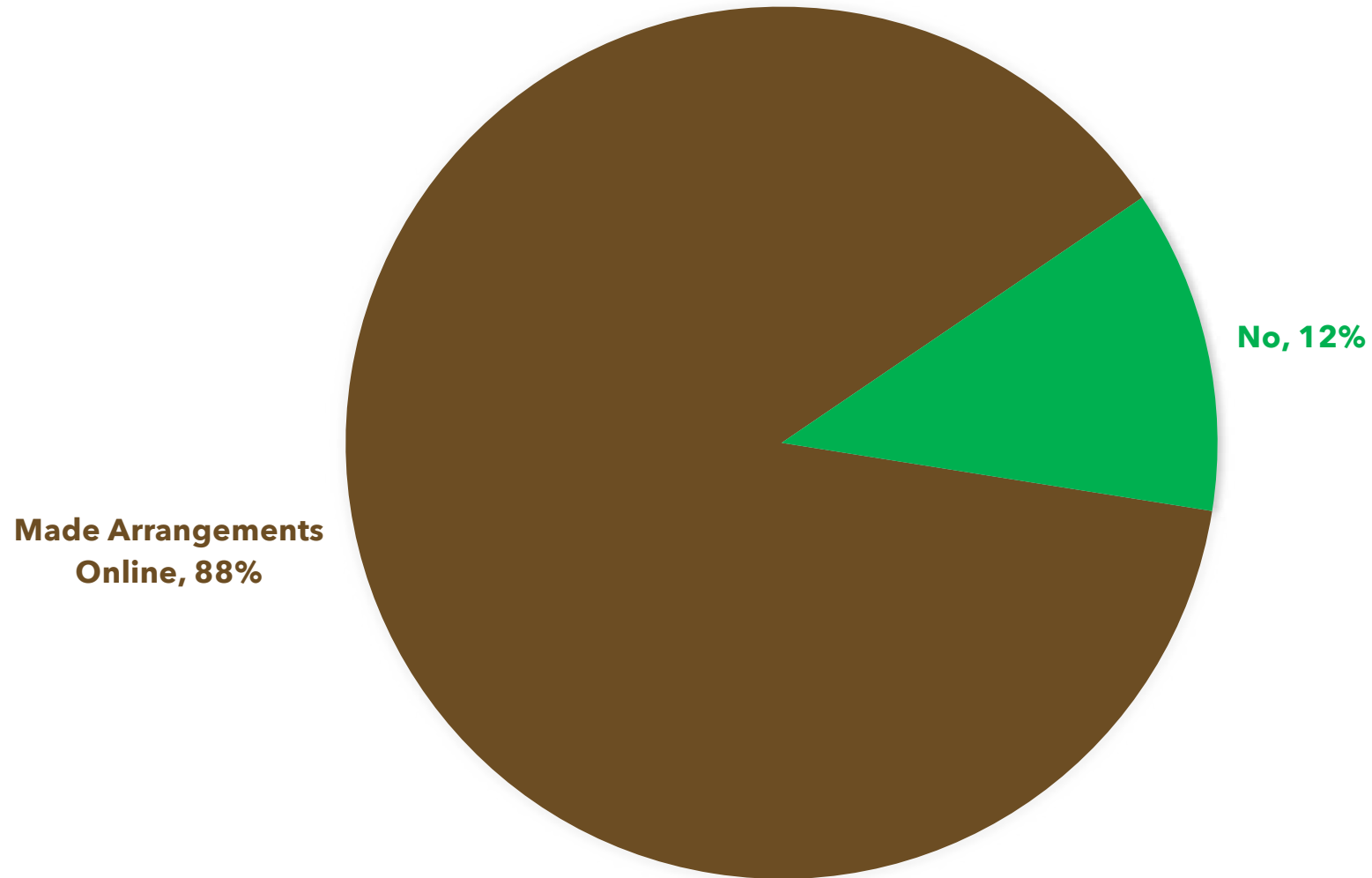
ONLINE BOOKING – TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Apr23	Apr23-Jun23	Jul23-Sept23
Online Booking	60%	63%	62%	60%	61%	85%	91%	88%

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

TRAVEL ARRANGEMENTS

Q: How did you book your travel arrangements to Guam?
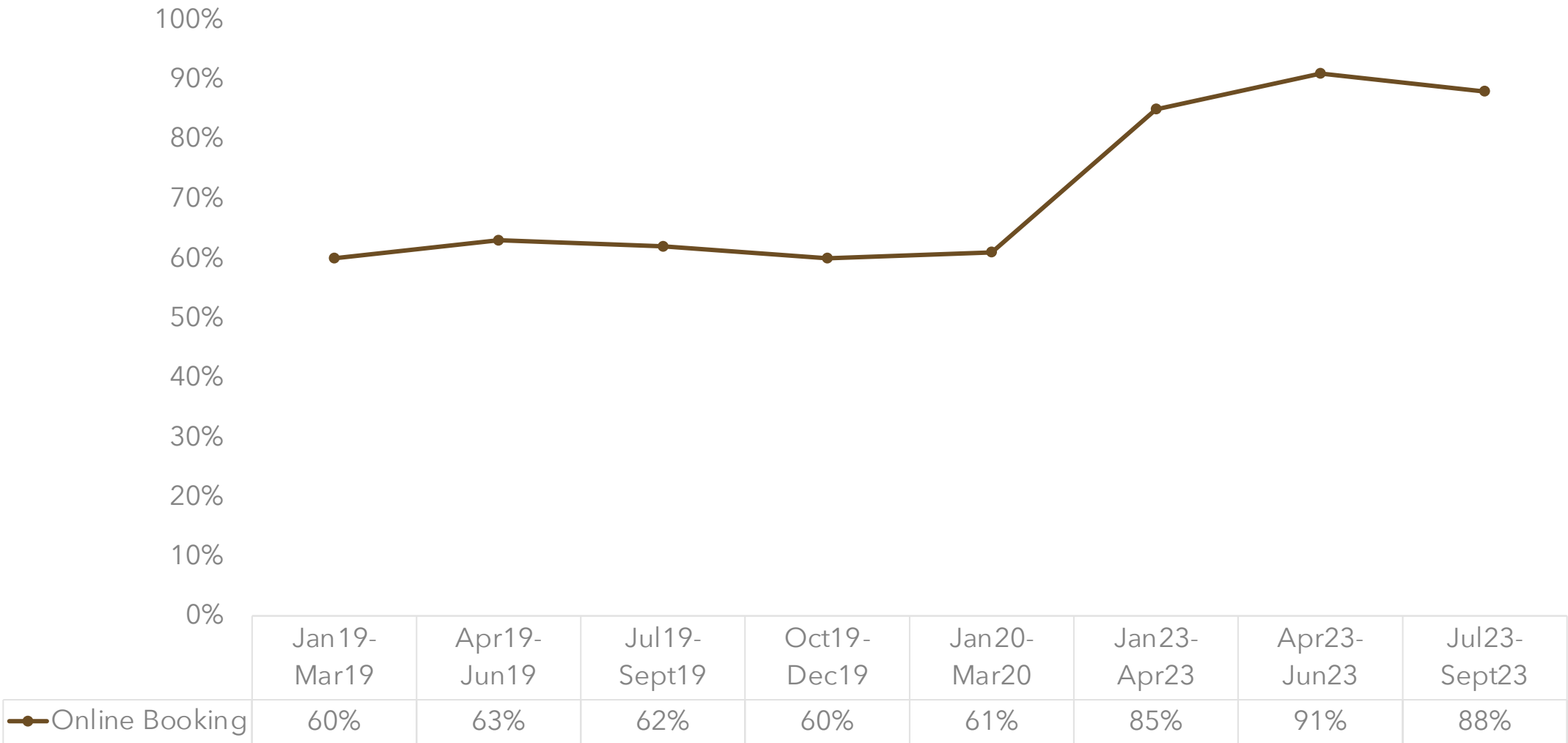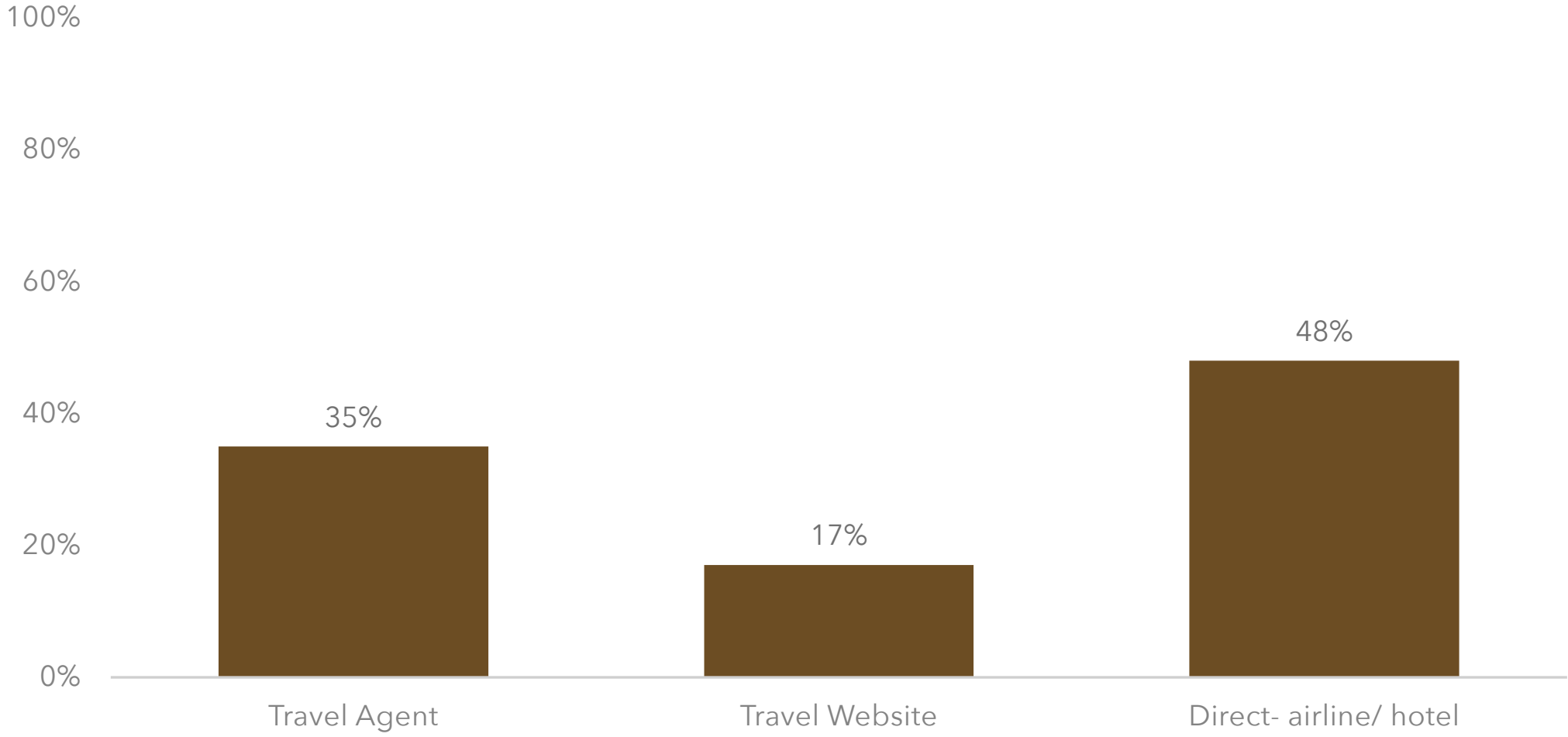
TRAVEL ARRANGEMENTS – TRACKING
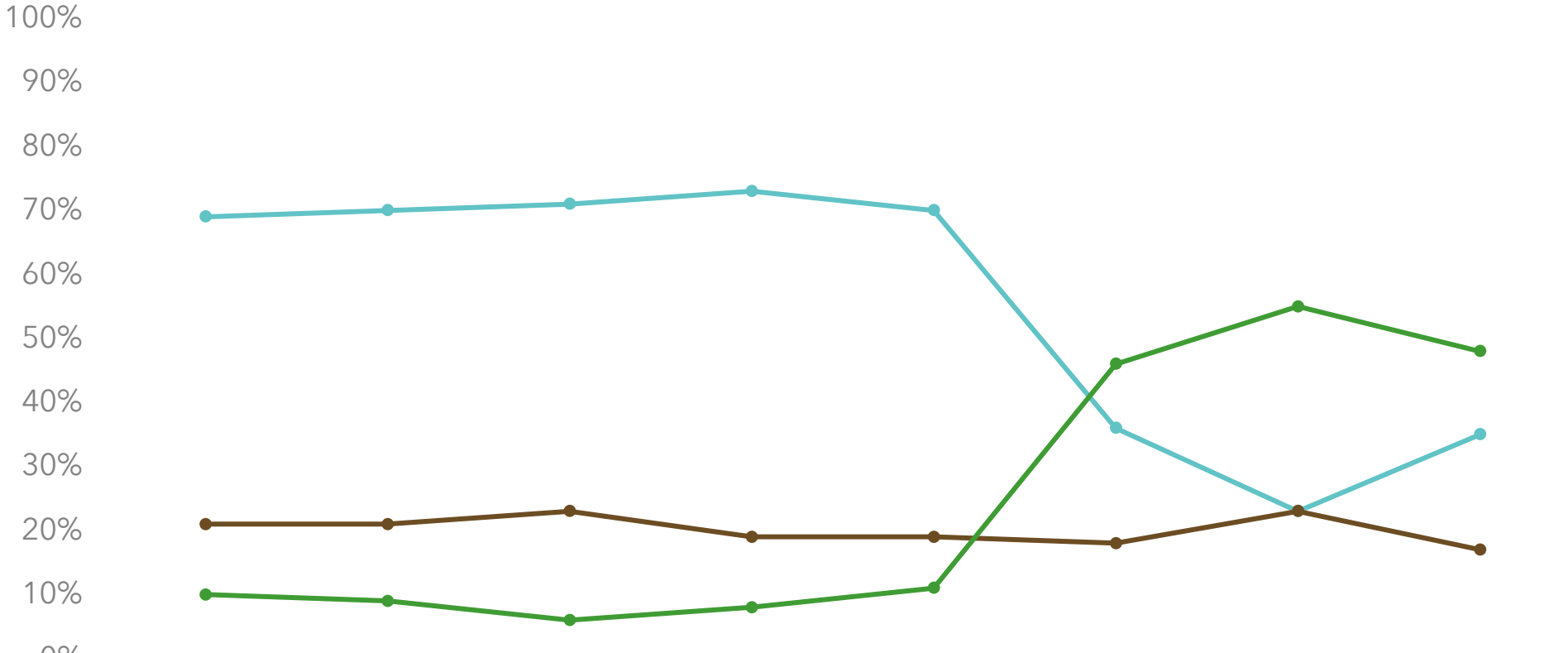
	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
Travel Agent	69%	70%	71%	73%	70%	36%	23%	35%
Travel Website	21%	21%	23%	19%	19%	18%	23%	17%
Direct- Airline/ Hotel	10%	9%	6%	8%	11%	46%	55%	48%

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

PREPAID PACKAGE TRIP

Prepaid Package Trip
37%

No
63%

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

PREPAID PACKAGE TRIP

	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
Prepaid Pkg	81%	82%	81%	86%	82%	80%	39%	24%	37%

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

ACCOMMODATIONS (5%+)

Q: *Where did you stay while on Guam?*
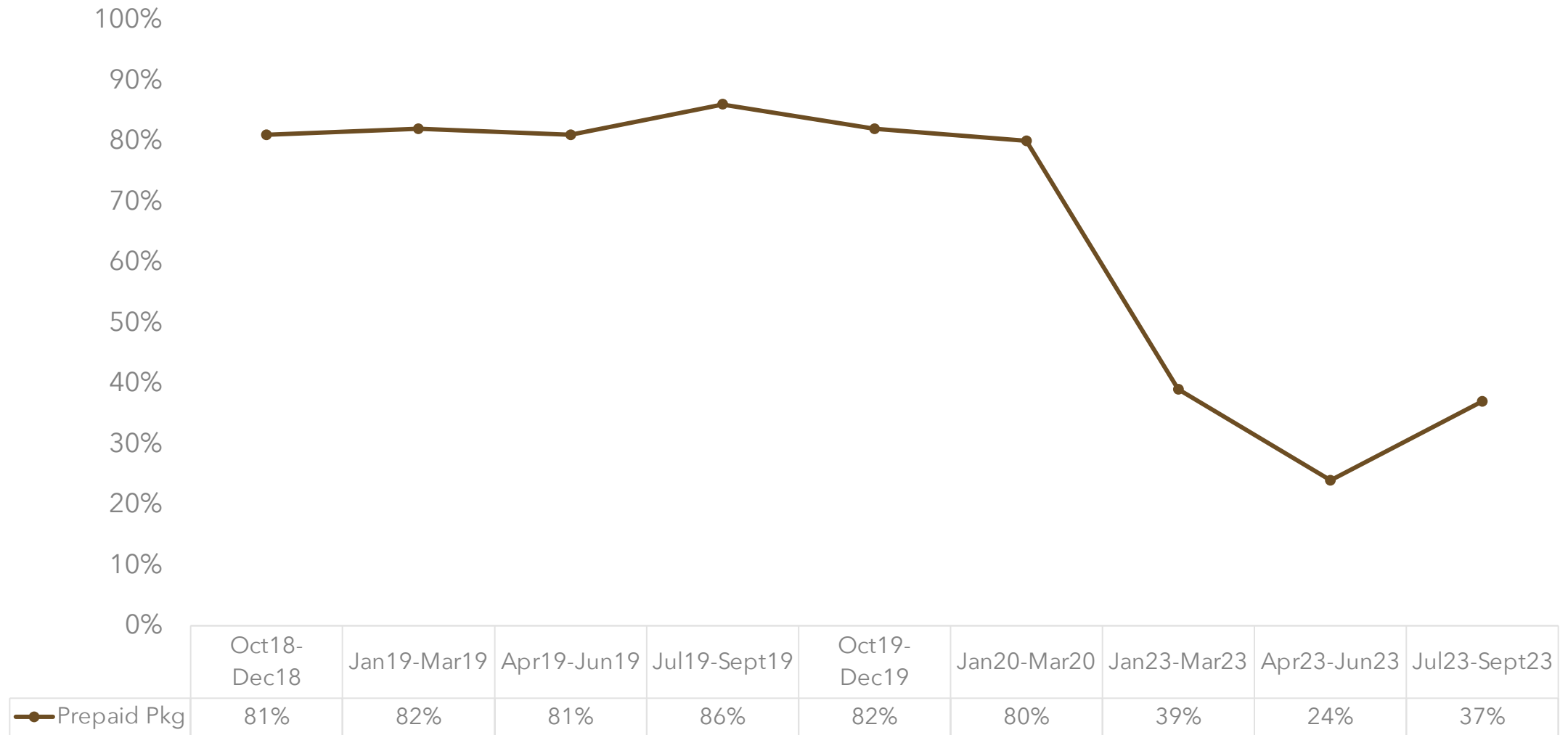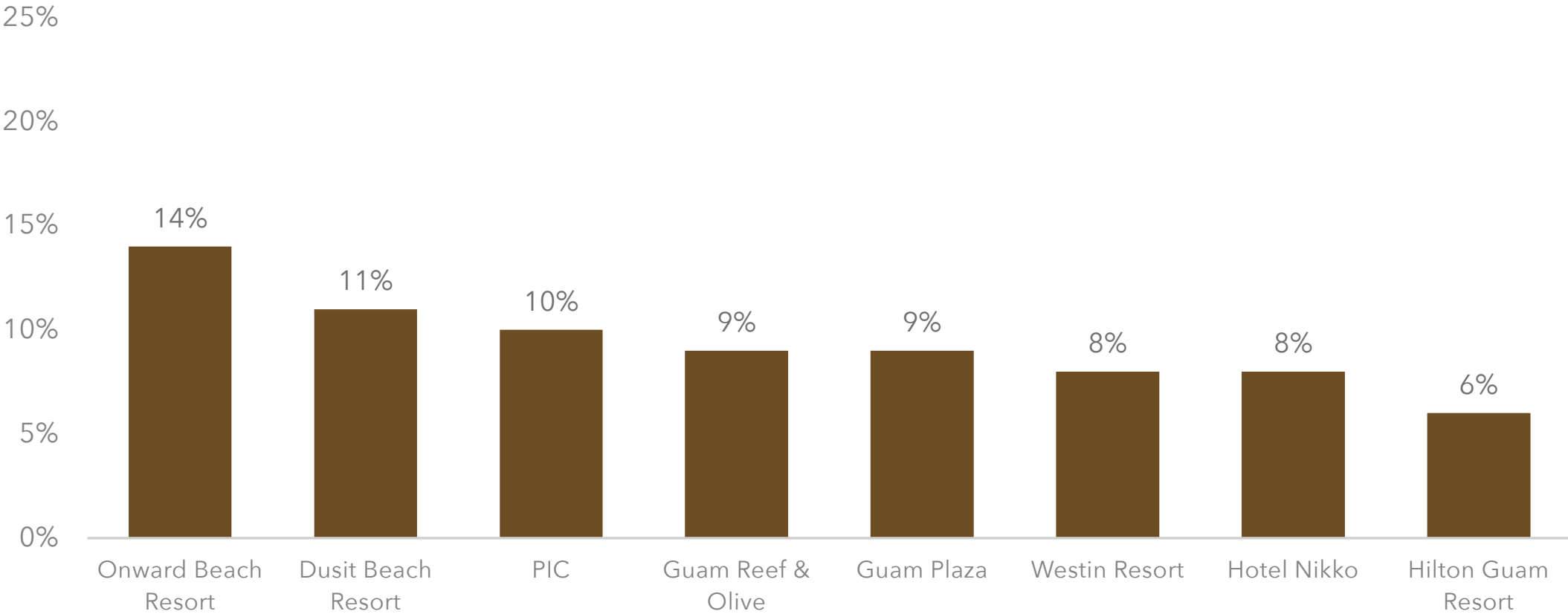
TRAVEL MOTIVATIONS (10%+)

100%

80%

60%

40%

20%

0%

| 51% | 44% | 39% | 35% | 27% | 15% | 10% | 10% |
| Short travel time | Pleasure/ Vacation | Prior Trip- Positive | Natural beauty | Relax | Water sports | Sightseeing | Shopping |

38   *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)	51%	75%	60%	56%	38%	17%	25%	52%
	Vacation	44%	44%	40%	45%	33%	33% [1]		39%
	A previous visit	39%	34%	42%	44%	33%	17%	25%	54% C
	Beautiful seas, beaches, tropical climate	35%	28%	30%	38%	19% [1]		25%	36%
	Just to relax	27%	16%	20%	27%	14% [1]		[1]	28%
	Water sports (snorkeling, windsurfing, parasailing)	15%	9%	18%	16%	14%	17%	[1]	14%
	Sightseeing/ visiting tourist spots	10%	13%	6%	10% G	5% [1]		[1]	6%
	Shopping	10%	16%	12%	12%	10% [1]		[1]	11%
	Price of the tour package	8%	3%	4%	8%	5% [1]		[1]	6%
	It is a safe place to spend a vacation	6%	3%	8%	7%	5%	17%	25%	6%
	To visit friends or relatives	4%	6%	8%	3%	5% [1]		25%	4%
	Scuba diving	2%	3%	2%	2% [1]		[1]	[1]	2%
	Honeymoon	2%	[1]	[1]	3% G	5% [1]		50% C D G	1%
	Recommendation of friend/ relative/ travel agency	2%	3%	[1]	1% [1]		[1]	[1]	2%
	Organized sporting activity/ event	2%	6%	2%	1%	5% [1]		[1]	1%
	Government or military	2%	[1]	2%	1% [1]		17% C G	[1]	1%
	To golf	1%	6%	4%	1%	5% [1]		[1]	1%
	Company/ business trip	1%	[1]	2%	0%	19% B C G	[1]	[1]	1% C
	Adventure	1%	[1]	[1]	1%	10% C G	[1]	[1]	1%
	To Get Married/ attend Wedding	1%	3%	[1]	1%	10% C G	[1]	100% [1]	0%
	Convention/ conference/ trade show/ meeting	1%	[1]	[1]	0% [1]		50% C G	[1]	0%
	Career certification/ testing	1%	[1]	2%	[1]	[1]	[1]	[1]	1%
	Incentive trip	1%	[1]	[1]	0%	5%	50% C D G	[1]	1%
	Social Media networks	1%	[1]	[1]	1% [1]		[1]	[1]	1%
	Travel shows/ agents	0%	[1]	[1]	[1]	[1]	[1]	[1]	[1]
	Total	378	32	50	294	21	6	4	277

Prepared by Anthology Research [4,5]

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

SECTION 3
EXPENDITURES

- $4,592.41 = overall mean average prepaid package expense (for entire travel party) by respondent

- $1,229.36 = 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?
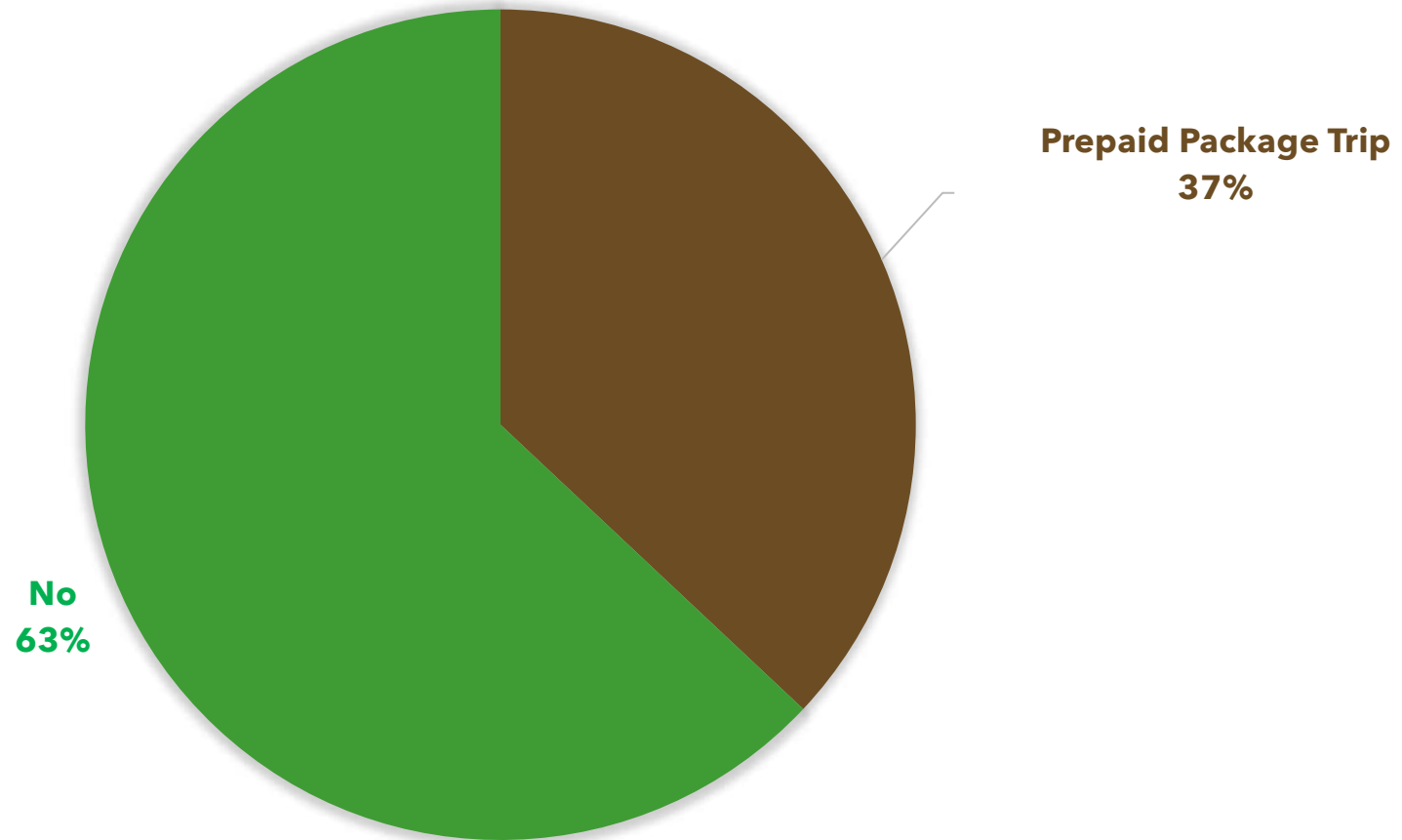
PREPAID PACKAGE – TRAVEL PARTY EXPENSE TRACKING
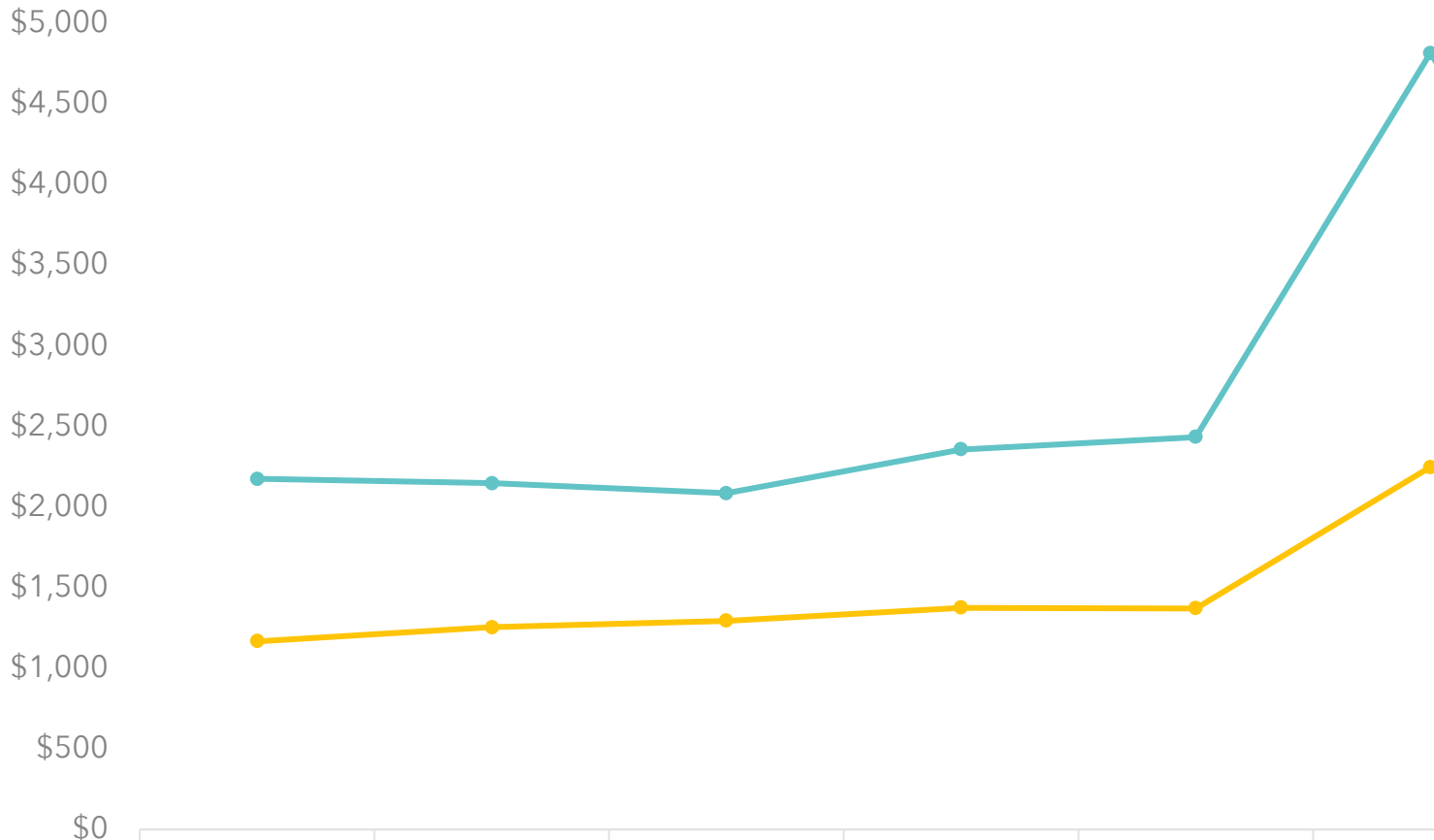
	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
MEAN	$2,172.48	$2,146.42	$2,084.56	$2,355.46	$2,433.32	$4,813.34	$2,436.25	$4,592.41
MEDIAN	$1,166.00	$1,254.00	$1,294.00	$1,375.00	$1,370.00	$2,246.00	$1,992.00	$3,109.00

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

PREPAID PACKAGE – PER PERSON EXPENSE TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
MEAN	$691.14	$711.62	$768.01	$753.07	$813.34	$2,111.06	$918.05	$1,229.36
MEDIAN	$544.00	$555.00	$578.00	$555.00	$638.00	$1,084.00	$935.00	$970.00

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

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 ...

		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	$1,229.36	$1,076.79	$1,898.09	$1,377.89	$615.79	$0.00[a]	$1,015.39	$1,394.38
	Median	$970	$979	$917	$1,036	$587	$0[a]	$1,015	$996

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

	Airfare	Lodging	Other
MEAN	$2,144.34	$1,868.34	$1,539.14
MEDIAN	$1,354	$1,105	$383

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

PREPAID PACKAGE – BREAKDOWN

Q: What did the package trip include?
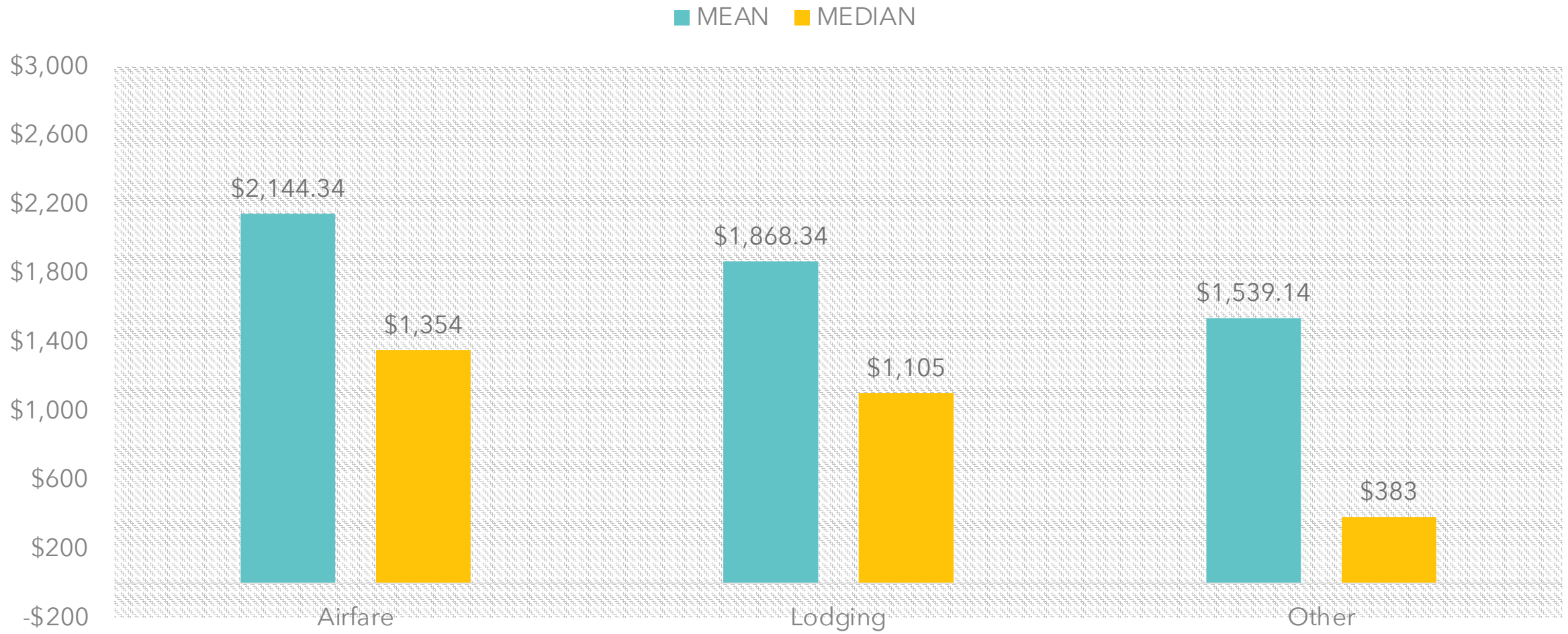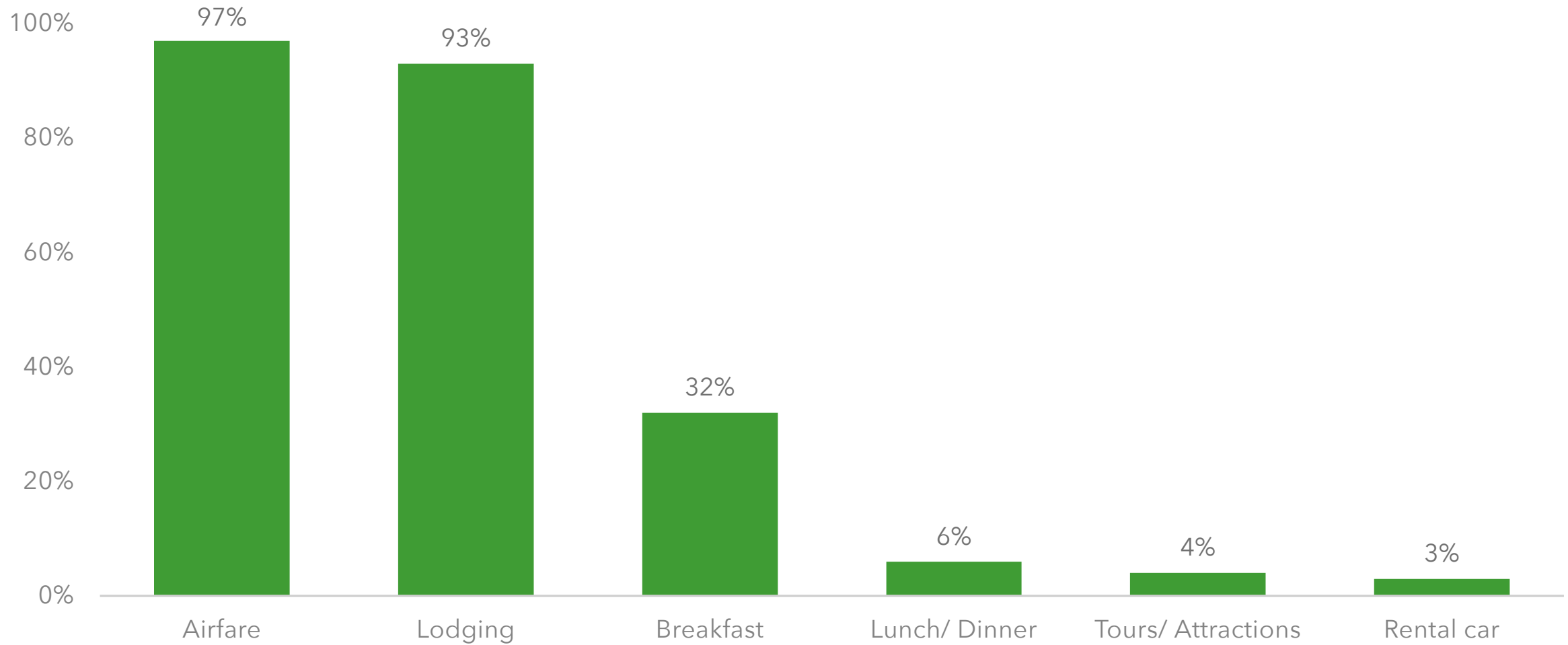
AIRFARE – FIT TRAVELER

- $1,691.36 = overall mean average airfare expense (for entire travel party) by respondent

- $635.67 = overall mean average **per person** airfare expenditures

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)?
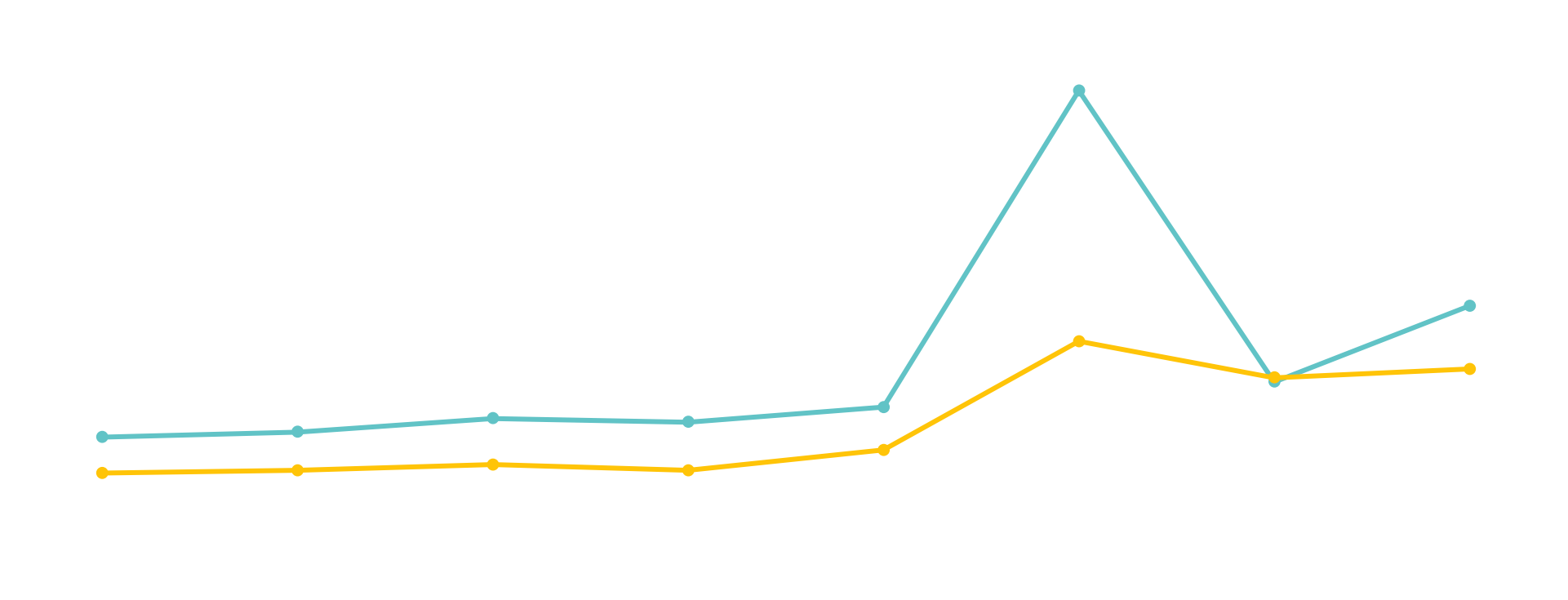
AIRFARE – FIT TRAVELER (GROUP) TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
MEAN	$1,372.59	$1,796.46	$1,364.81	$1,425.43	$1,862.94	$1,856.12	$2,094.45	$1,691.36
MEDIAN	$897.00	$965.00	$924.00	$918.00	$956.00	$898.00	$823.00	$839.00
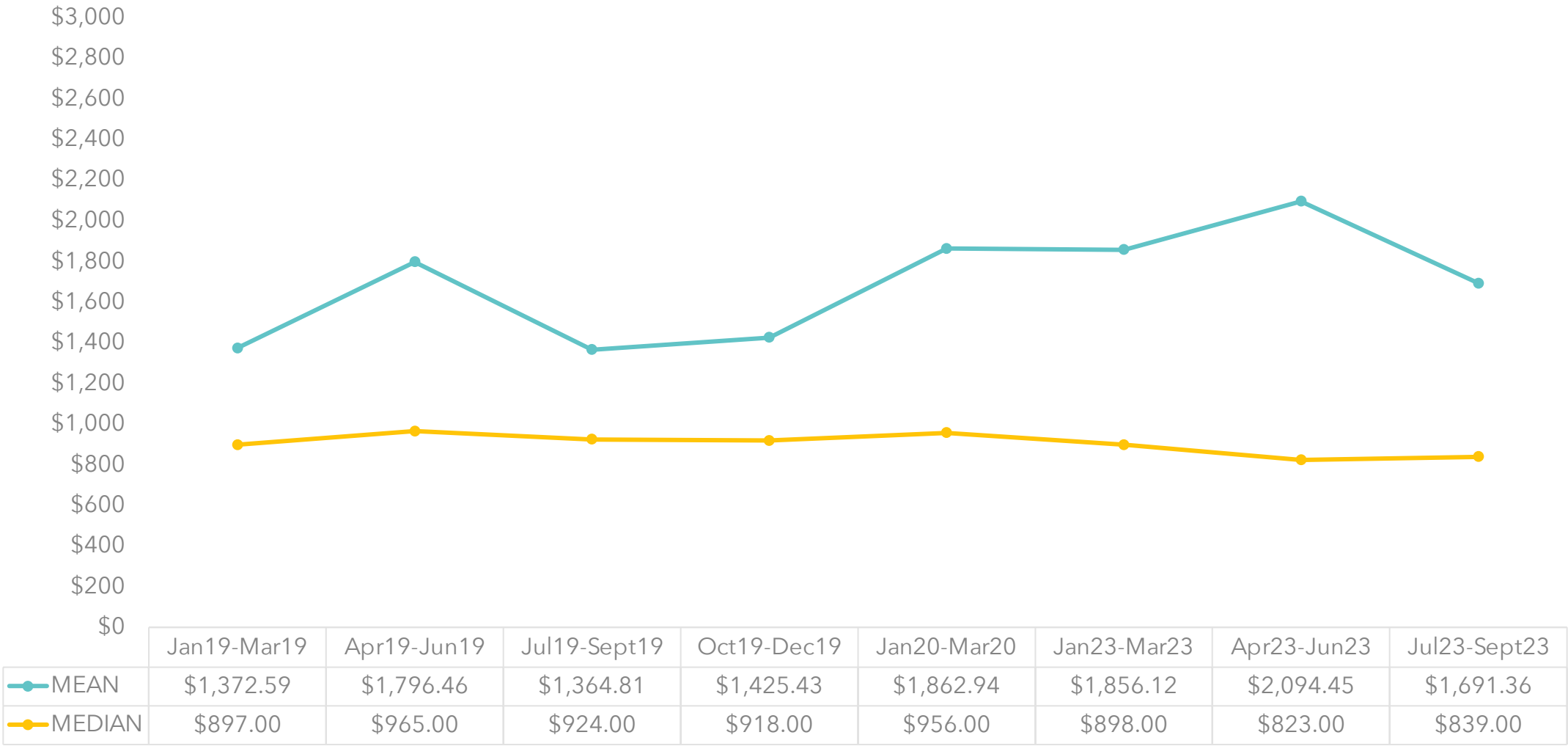
Q: How much of the total did you and your family/ travel party pay for the airline trip costs to Guam (if not included as part of a package)?

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AIRFARE – FIT TRAVELER (Per Person) TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
MEAN	$621.91	$681.61	$599.17	$617.98	$816.01	$694.85	$1,020.89	$635.67
MEDIAN	$538.00	$550.00	$462.00	$553.00	$609.00	$499.00	$495.00	$415.00

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)?
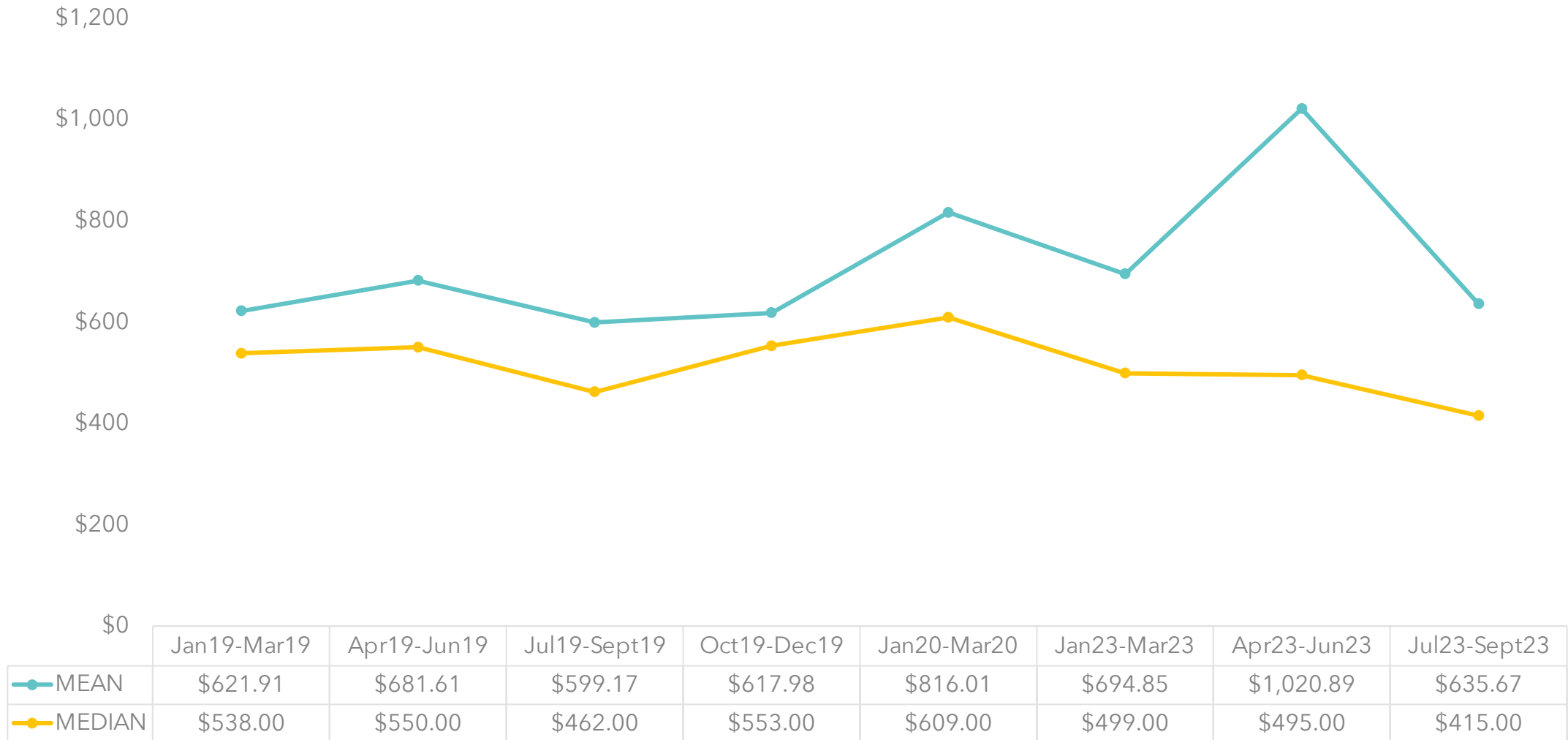
ONISLE EXPENDITURES

- $2,708.91 = overall mean average expense (for entire travel party) by respondent

- $959.10 = overall mean average **per person** expenditures

ONISLE – TRAVEL PARTY TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
MEAN	$1,159.36	$1,320.08	$1,180.66	$1,101.55	$1,112.18	$3,451.19	$3,228.41	$2,708.91
MEDIAN	$700.00	$756.00	$700.00	$681.00	$600.00	$2,263.00	$1,808.00	$1,810.00
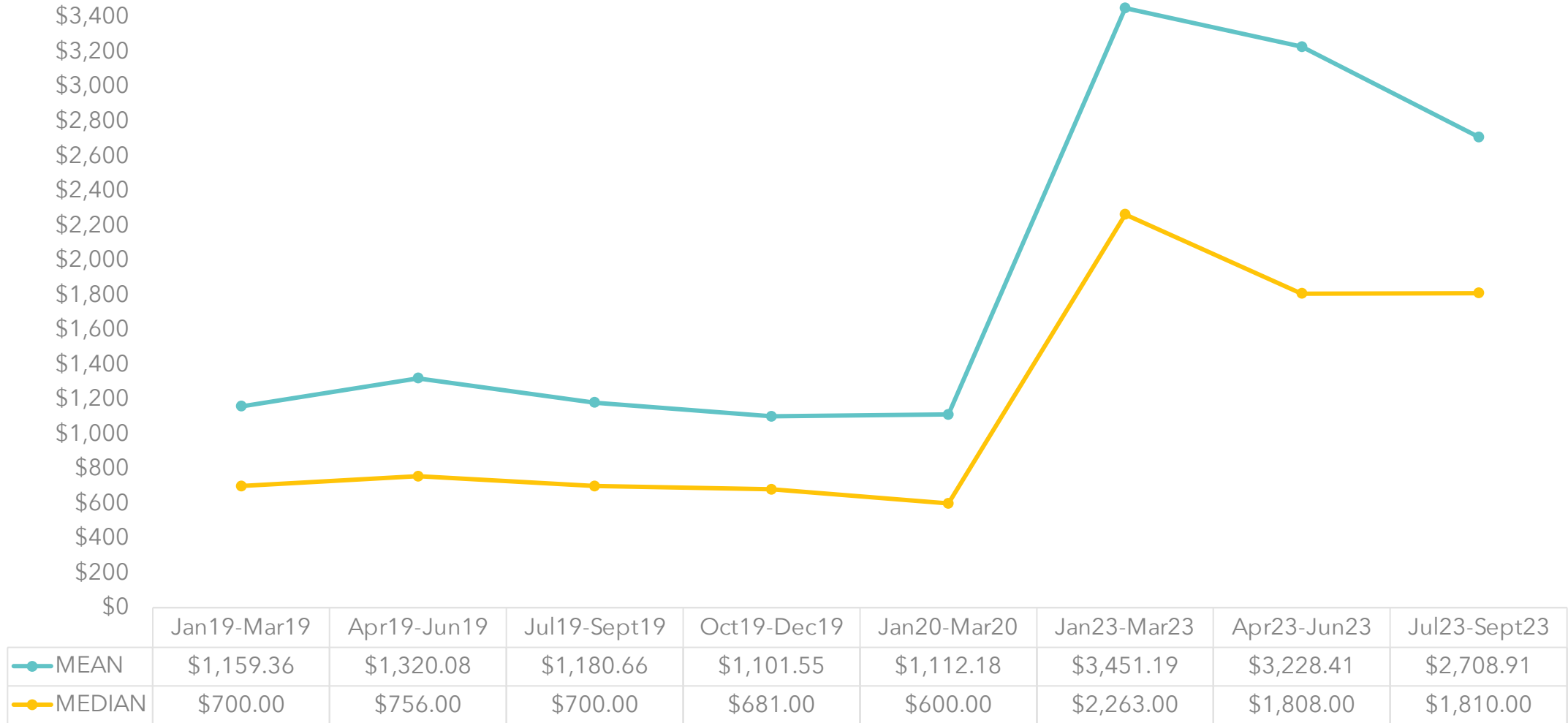
ONISLE – PER PERSON TRACKING
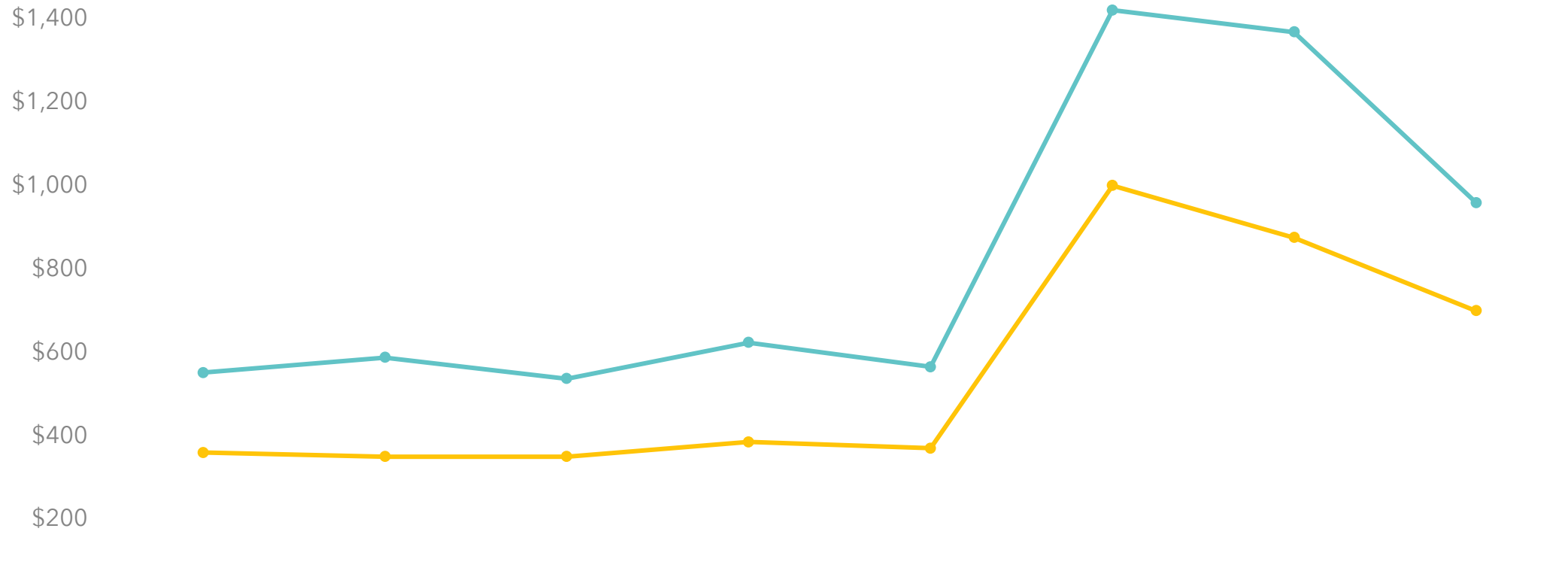
	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
MEAN	$551.36	$588.03	$536.83	$623.34	$565.07	$1,420.69	$1,368.29	$959.10
MEDIAN	$360.00	$350.00	$350.00	$385.00	$370.00	$1,000.00	$875.00	$700.00

ONISLE – PER DAY SPENDING

Legend: ■ MEAN ■ MEDIAN

Travel Party: Mean $673.97, Median $460
Per Person: Mean $244.95, Median $183

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ONISLE – TRAVEL PARTY/ PER DAY TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
MEAN	$356.49	$431.44	$370.94	$352.28	$347.72	$792.11	$797.58	$673.97
MEDIAN	$218.00	$250.00	$228.00	$225.00	$200.00	$577.00	$503.00	$460.00

54
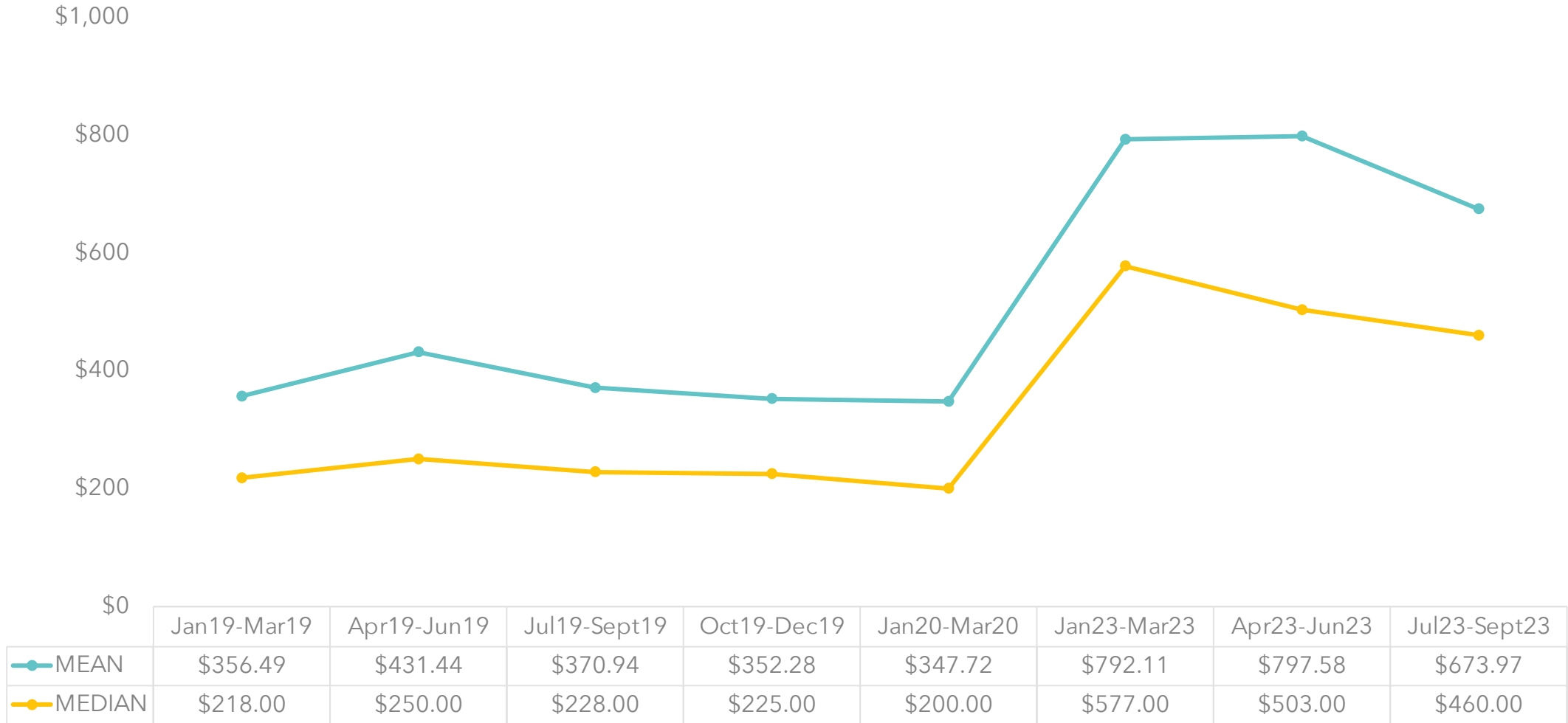
ONISLE – PER PERSON/ PER DAY TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
MEAN	$171.81	$196.51	$171.46	$204.50	$180.22	$321.97	$343.69	$244.95
MEDIAN	$112.00	$117.00	$112.00	$125.00	$117.00	$238.00	$242.00	$183.00

ONISLE – ACCOMMODATIONS

$1,214.03 — MEAN

$700.00 — MEDIAN

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

ONISLE – ACCOMMODATIONS TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
MEAN	$572.23	$601.01	$537.09	$361.70	$325.78	$1,429.17	$1,115.86	$1,214.03
MEDIAN	$300.00	$200.00	$237.00	$80.00	$50.00	$900.00	$490.00	$700.00

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

ONISLE – FOOD & BEVERAGE

Legend: ■ MEAN ■ MEDIAN

	TOTAL	Restaurants/ Bars	Groceries/ Snacks	Other
MEAN	$619.28	$471.69	$107.27	$40.31
MEDIAN	$450	$300	$50	$0

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

ONISLE – TOTAL FOOD & BEVERAGE TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
MEAN	$298.90	$337.82	$283.01	$242.78	$240.01	$792.62	$645.88	$619.28
MEDIAN	$180.00	$200.00	$200.00	$150.00	$140.00	$575.00	$400.00	$450.00

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

ONISLE – ENTERAINMENT & RECREATION

Legend: ■ MEAN ■ MEDIAN

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

Category	MEAN	MEDIAN
TOTAL	$188.20	$0
Attractions & Entertainment	$70.62	$0
Recreation & Sports	$89.66	$0
Other Activities/ Tours	$27.92	$0

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

[A] GUAM VISITORS BUREAU GUAM

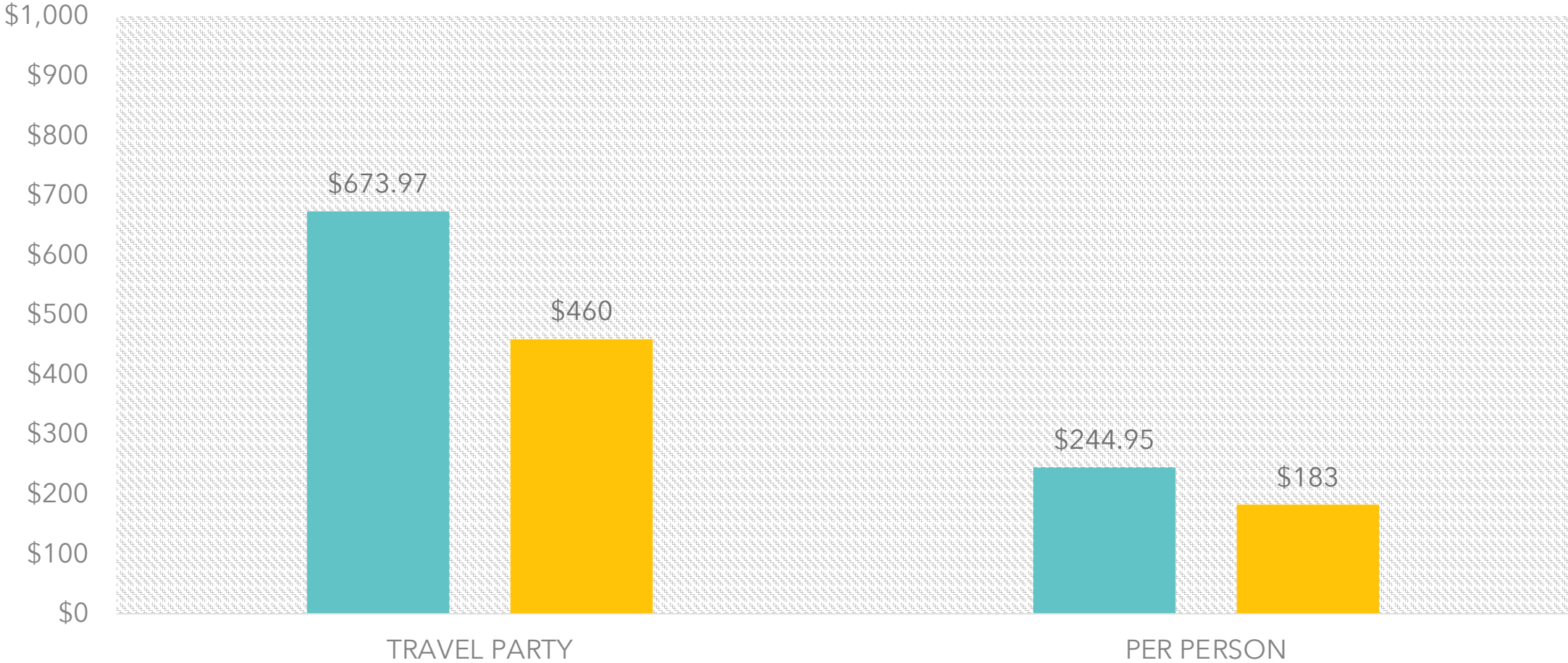# ONISLE – TOTAL ENTERAINMENT & RECREATION TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
MEAN	$118.06	$129.88	$106.35	$75.64	$104.85	$303.99	$220.20	$188.20
MEDIAN	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00

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

ONISLE – TRANSPORTATION

Legend: ■ MEAN ■ MEDIAN

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

Category	MEAN	MEDIAN
TOTAL	$156.64	$90
Bus, taxi, trolley, etc	$63.96	$32
Rental Car/ scooter/ bicycle	$86.29	$0
Other	$6.39	$0

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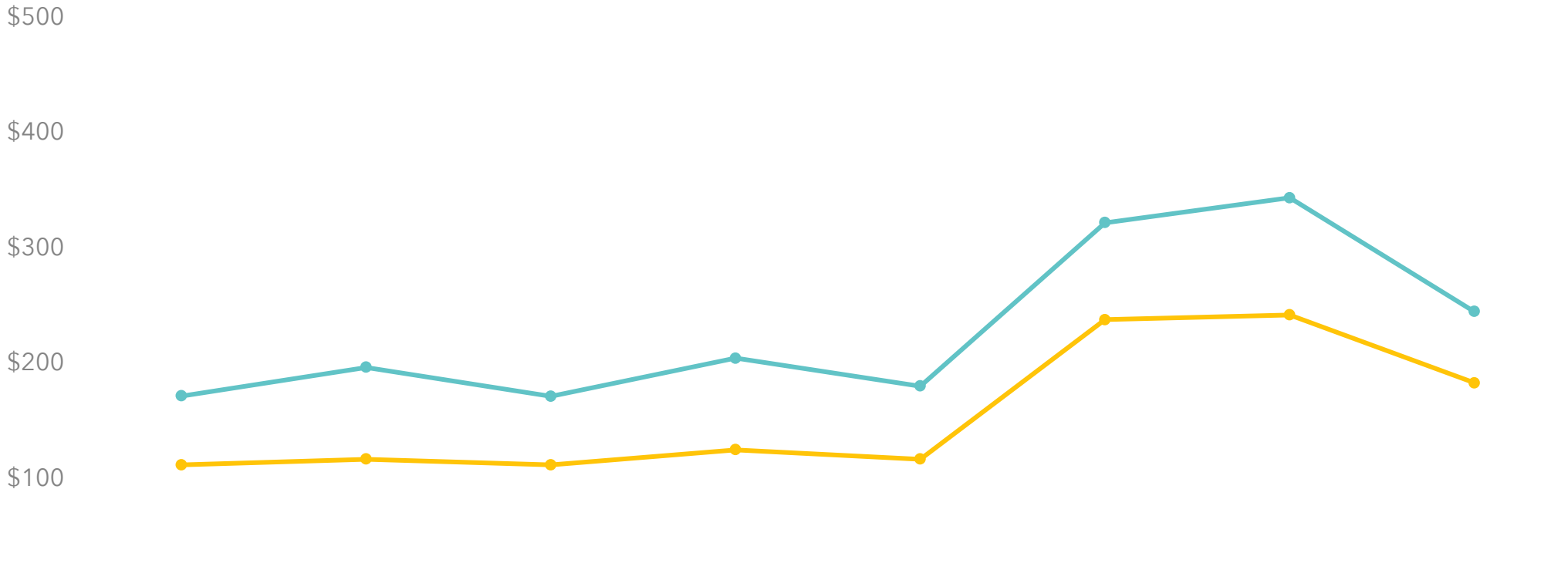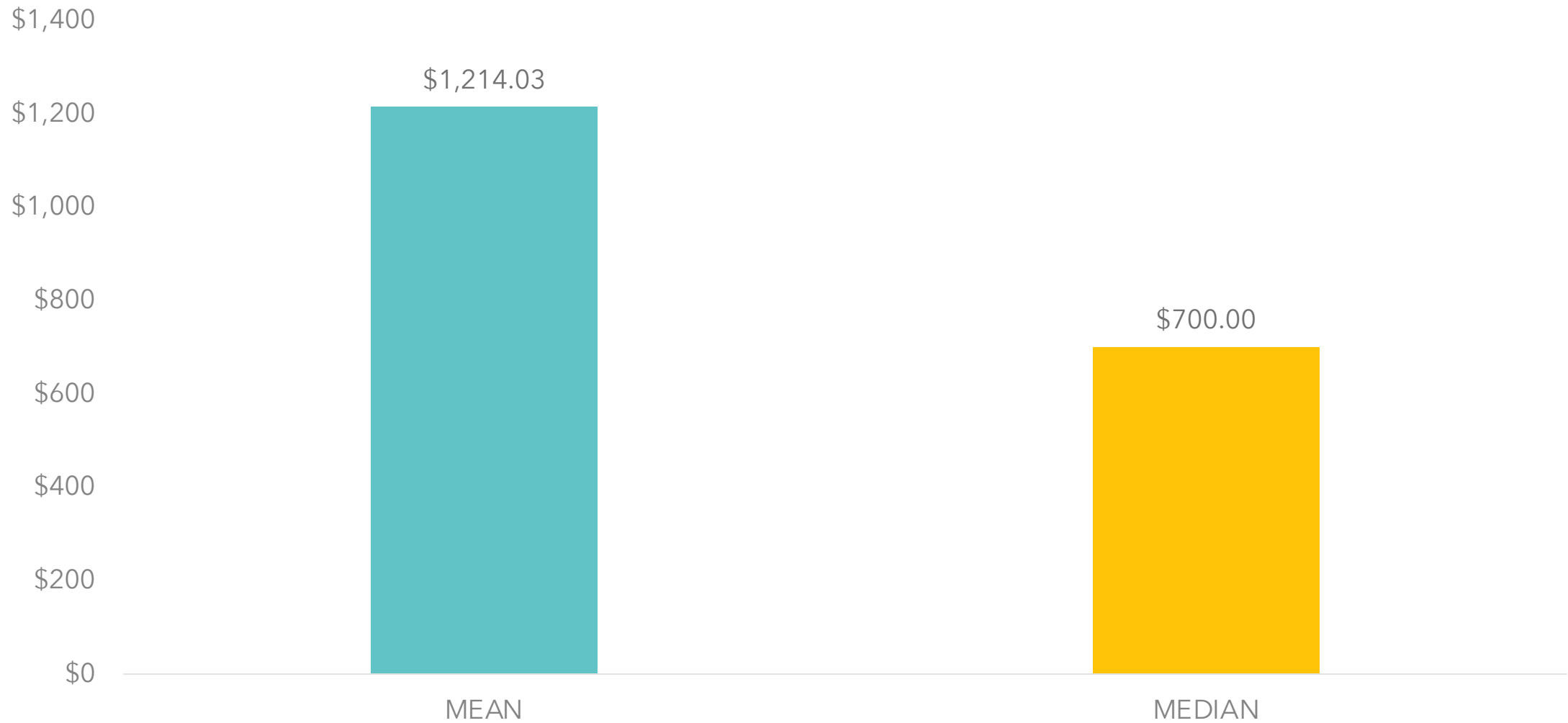
ONISLE – TOTAL TRANSPORTATION TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
MEAN	$37.43	$42.30	$53.17	$34.25	$37.08	$151.64	$168.92	$156.64
MEDIAN	$0.00	$0.00	$0.00	$0.00	$0.00	$78.00	$90.00	$90.00

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	$723.06	$250
Fashion & Clothing	$245.30	$40
Jewelry/ watches	$143.62	$0
Souvenirs	$135.13	$100
Accessories	$107.39	$0
Food - take home	$41.97	$0
Cosmetics/ perfume	$30.54	$0
Other	$19.10	$0

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

[A] GUAM VISITORS BUREAU | GUAM

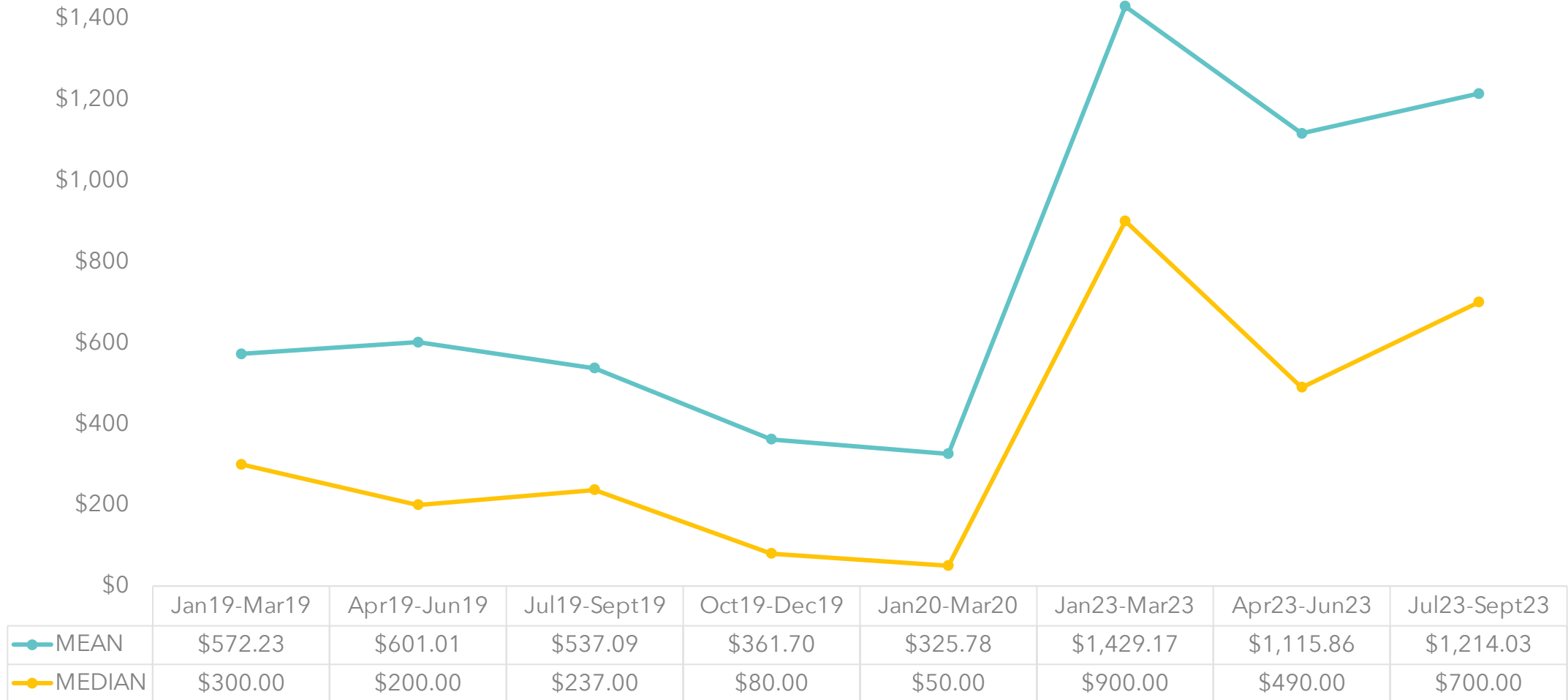# ONISLE – TOTAL SHOPPING TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
MEAN	$326.57	$426.54	$408.42	$395.09	$325.72	$1,095.91	$1,234.20	$723.06
MEDIAN	$128.00	$180.00	$160.00	$120.00	$100.00	$390.00	$290.00	$250.00

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

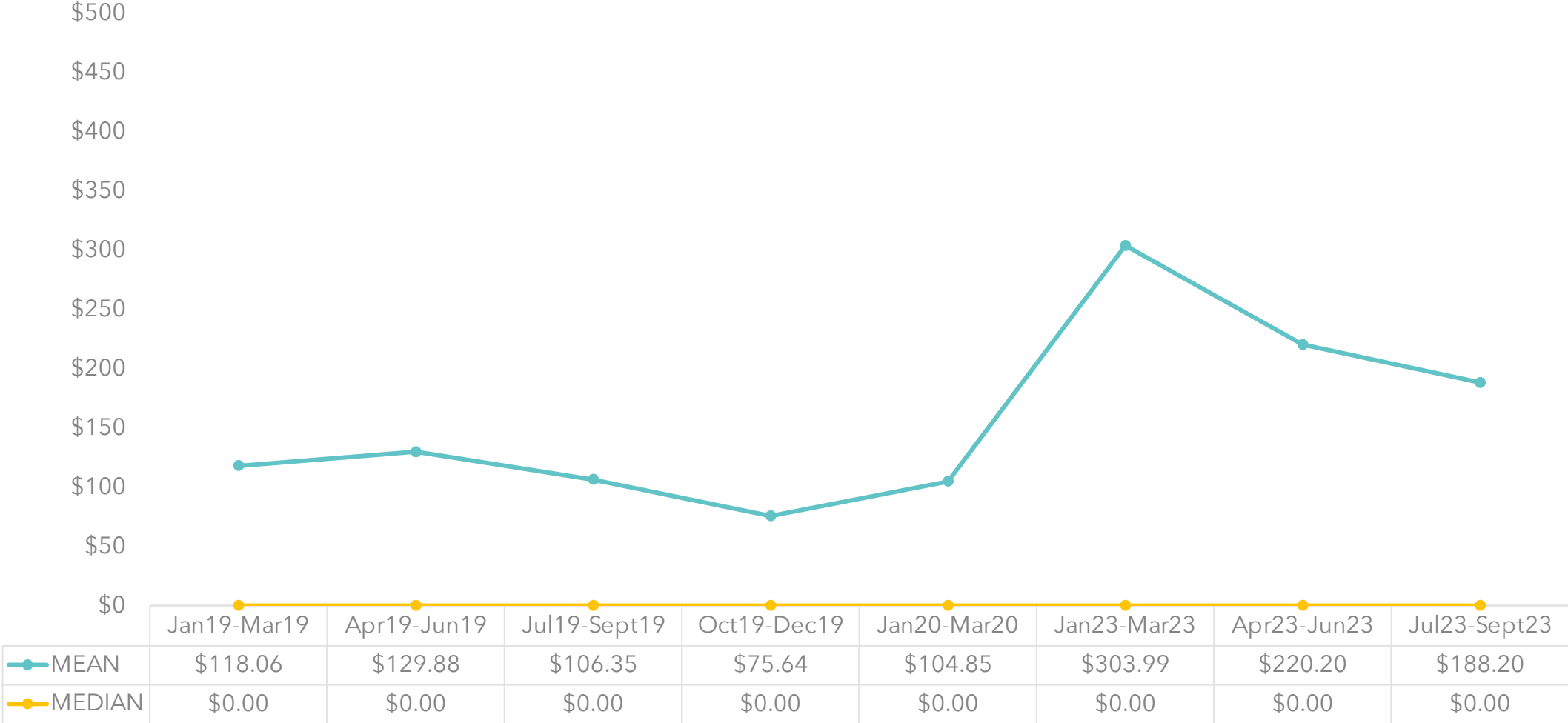# ONISLE – MISCELLANEOUS

■ MEAN ■ MEDIAN

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

	TOTAL	Other	Electronics	Health/ wellness	Household items
MEAN	$22.32	$11.37	$3.80	$3.67	$3.47
MEDIAN	$0	$0	$0	$0	$0

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

ONISLE – MISCELLANEOUS TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
MEAN	$5.61	$5.87	$8.43	$2.10	$7.79	$12.34	$8.99	$22.32
MEDIAN	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00

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

TOTAL EXPENDITURES PER PERSON (ONISLE + PREPAID)

- $1,815.53 = Mean average per person

- $1,360.00 = Median amount spent per person

TOTAL EXPENDITURES PER PERSON TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
MEAN	$1,200.63	$1,288.95	$1,280.56	$1,247.63	$1,263.85	$2,672.99	$2,364.27	$1,815.53
MEDIAN	$1,003.00	$1,034.00	$1,025.00	$996.00	$1,000.00	$1,804.00	$1,445.00	$1,360.00

ONISLE EXPENDITURE + PREPAID

GUAM AIRPORT EXPENDITURE TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
MEAN	$73.57	$115.76	$134.98	$70.18	$89.22	$72.28	$374.23	$117.15
MEDIAN	$10.00	$10.00	$15.00	$10.00	$8.00	$30.00	$20.00	$20.00

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

SECTION 4
VISITOR SATISFACTION

SWOT – POSITIVE ASPECT OF TRIP

Category	Percentage
Beach/ ocean	41%
Activities- variety	9%
Hotel/ Accommodations	7%
Natural beauty	7%
Weather	6%

Q: Please tell us about one detail that made your trip to Guam excellent?

SWOT – NEGATIVE ASPECT OF TRIP

Ground transportation — 21%
Expensive — 16%
Accommodations- cleanliness — 10%
Immigration — 9%
Food — 6%
Nothing — 6%
No local culture — 5%

0% 5% 10% 15% 20% 25% 30%

Q: Which one thing could be improved to make your stay on Guam more enjoyable?

SATISFACTION – ENTERTAINMENT

Very Satisfied (Top Box 9-10) ● MEAN

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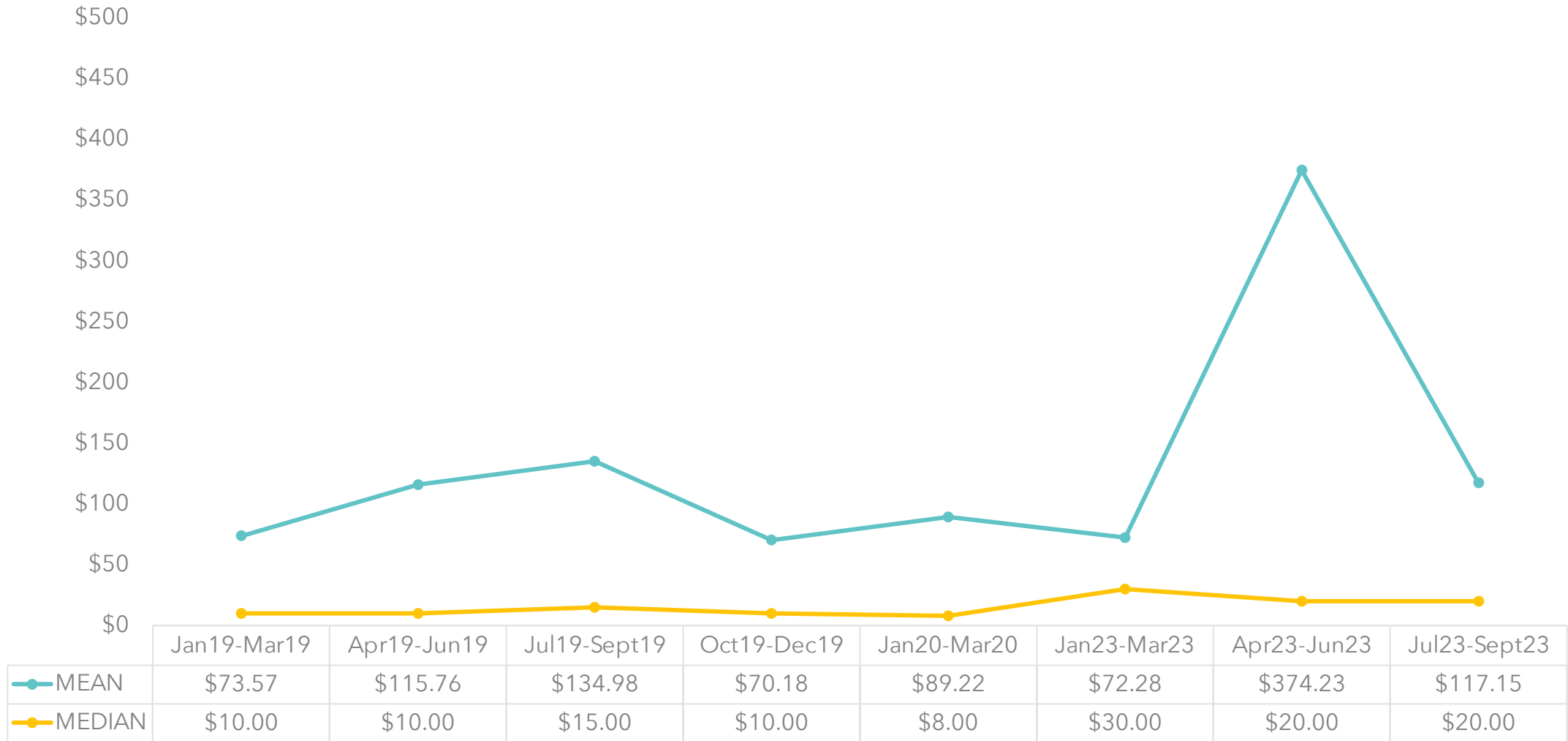
SATISFACTION – SHOPPING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
MEAN	7.78	7.94	8.03	7.94	8.12	6.96	6.76	6.85
Very Satisfied (Top Box 9-10)	39%	43%	45%	43%	46%	23%	18%	19%

Very Satisfied (Top Box 9-10)　　MEAN

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

SATISFACTION – DINING

Very Satisfied (Top Box 9-10): 38%, 40%, 39%, 38%, 43%, 28%, 24%, 26%

MEAN: 7.75, 7.87, 7.89, 7.79, 8.08, 7.32, 7.23, 7.36

Jan19-Mar19, Apr19-Jun19, Jul19-Sept19, Oct19-Dec19, Jan20-Mar20, Jan23-Mar23, Apr23-Jun23, Jul23-Sept23

Legend: Very Satisfied (Top Box 9-10) | MEAN

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

SATISFACTION – BEACHES

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
MEAN	8.72	8.83	8.45	8.74	8.92	8.44	8.33	8.40
Very Satisfied (Top Box 9-10)	66%	68%	58%	66%	71%	49%	51%	52%

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

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

SATISFACTION – PARKS

Very Satisfied (Top Box 9-10) ▬▬ MEAN

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
MEAN	7.19	7.25	7.13	7.14	7.46	7.52	7.23	7.07
Very Satisfied	32%	32%	28%	31%	38%	21%	19%	13%

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

SATISFACTION – ROADS

Very Satisfied (Top Box 9-10) — MEAN

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
MEAN	6.58	6.83	6.61	6.67	6.98	7.01	6.73	6.30
Very Satisfied	21%	25%	21%	23%	28%	19%	16%	13%

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

SATISFACTION – SIGHTSEEING AREAS

Mean values: 7.64, 7.77, 7.64, 7.65, 7.98, 7.15, 6.90, 7.04

Very Satisfied (Top Box 9-10): 38%, 40%, 37%, 39%, 46%, 20%, 16%, 17%

Periods: Jan19-Mar19, Apr19-Jun19, Jul19-Sept19, Oct19-Dec19, Jan20-Mar20, Jan23-Mar23, Apr23-Jun23, Jul23-Sept23

Legend: Very Satisfied (Top Box 9-10) | MEAN

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

SATISFACTION – SAFETY & SECURITY

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
MEAN	8.32	8.37	8.37	8.28	8.47	8.37	8.42	8.39
Very Satisfied (Top Box 9-10)	53%	52%	55%	51%	56%	43%	53%	51%

Very Satisfied (Top Box 9-10)   MEAN

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

SATISFACTION – ACCOMMODATIONS

Very Satisfied (Top Box 9-10) — MEAN

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
MEAN	7.06	7.37	7.20	7.24	7.35	7.74	7.59	7.31
Very Satisfied	28%	30%	27%	29%	33%	37%	34%	31%

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

BRAND ADVOCACY

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

MEAN values: 7.79, 8.23, 8.53, 8.28, 8.33, 8.58, 8.18, 7.86, 7.92

Ext Likely (Top Box 9-10): 43%, 46%, 55%, 47%, 49%, 56%, 45%, 44%, 41%

Periods: Oct18-Dec18, Jan19-Mar19, Apr19-Jun19, Jul19-Sept19, Oct19-Dec19, Jan20-Mar20, Jan23-Mar23, Apr23-Jun23, Jul23-Sept23

Legend: Ext Likely (Top Box 9-10) — MEAN

BRAND LOYALTY

Chart showing Ext Likely (Top Box 9-10) bars and MEAN line:

Period	Ext Likely (Top Box 9-10)	MEAN
Jan19-Mar19	27%	6.43
Apr19-Jun19	32%	6.77
Jul19-Sept19	26%	6.53
Oct19-Dec19	30%	6.60
Jan20-Mar20	31%	6.69
Jan23-Mar23	62%	8.38
Apr23-Jun23	68%	8.53
Jul23-Sept23	49%	7.79

Legend: Ext 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
16%

Guam exceeded my expectations
22%

Guam met my expectations
62%

Q: Would you say this trip to Guam...?
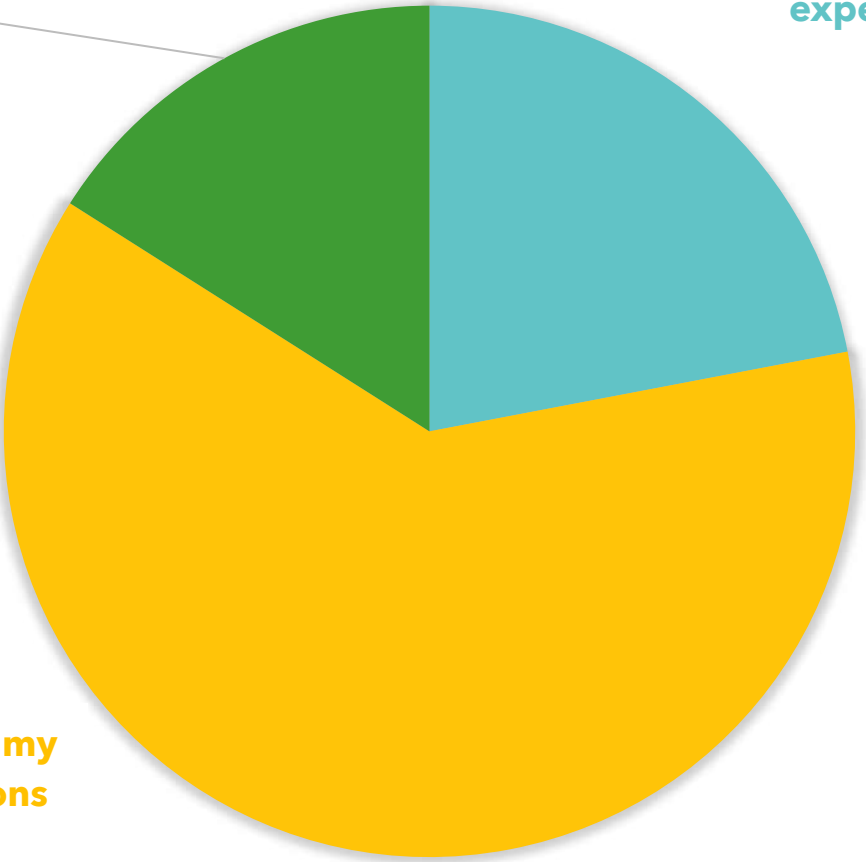
TRIP EXPECTATIONS – TRACKING
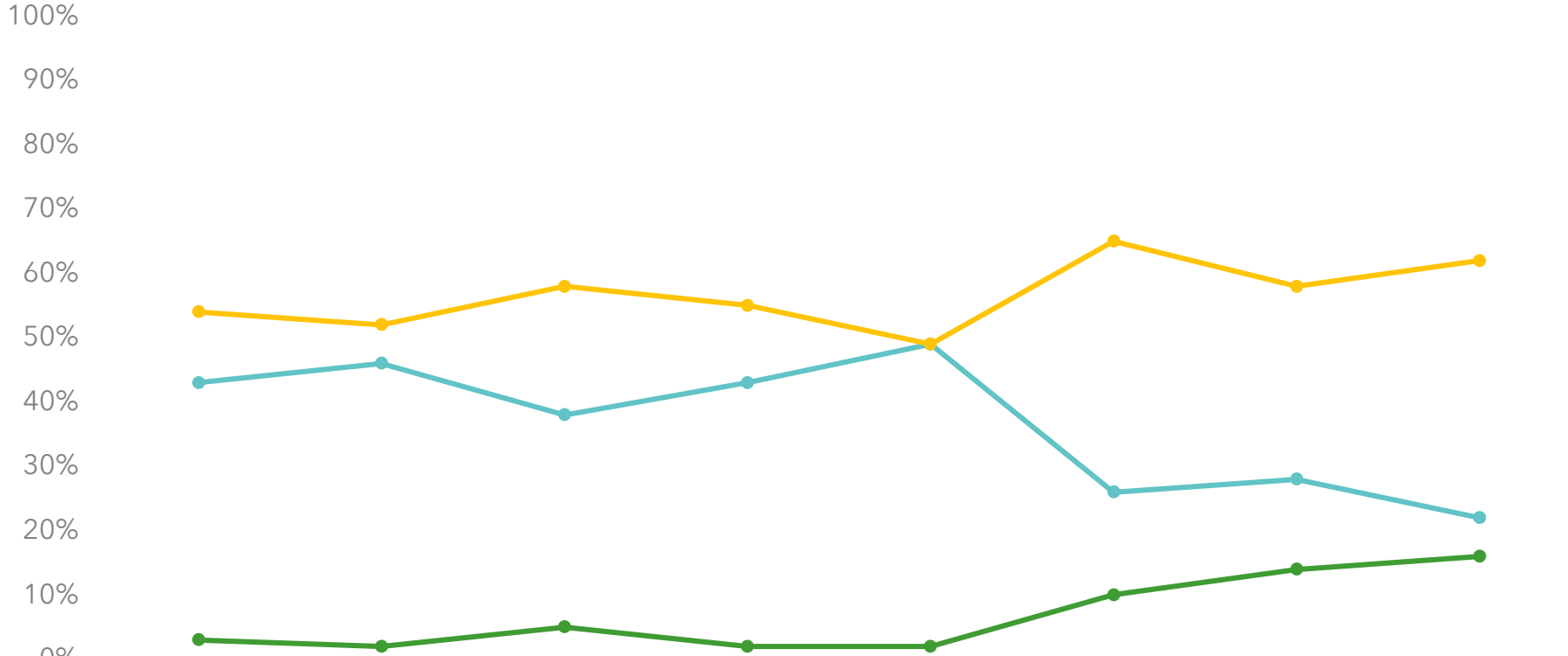
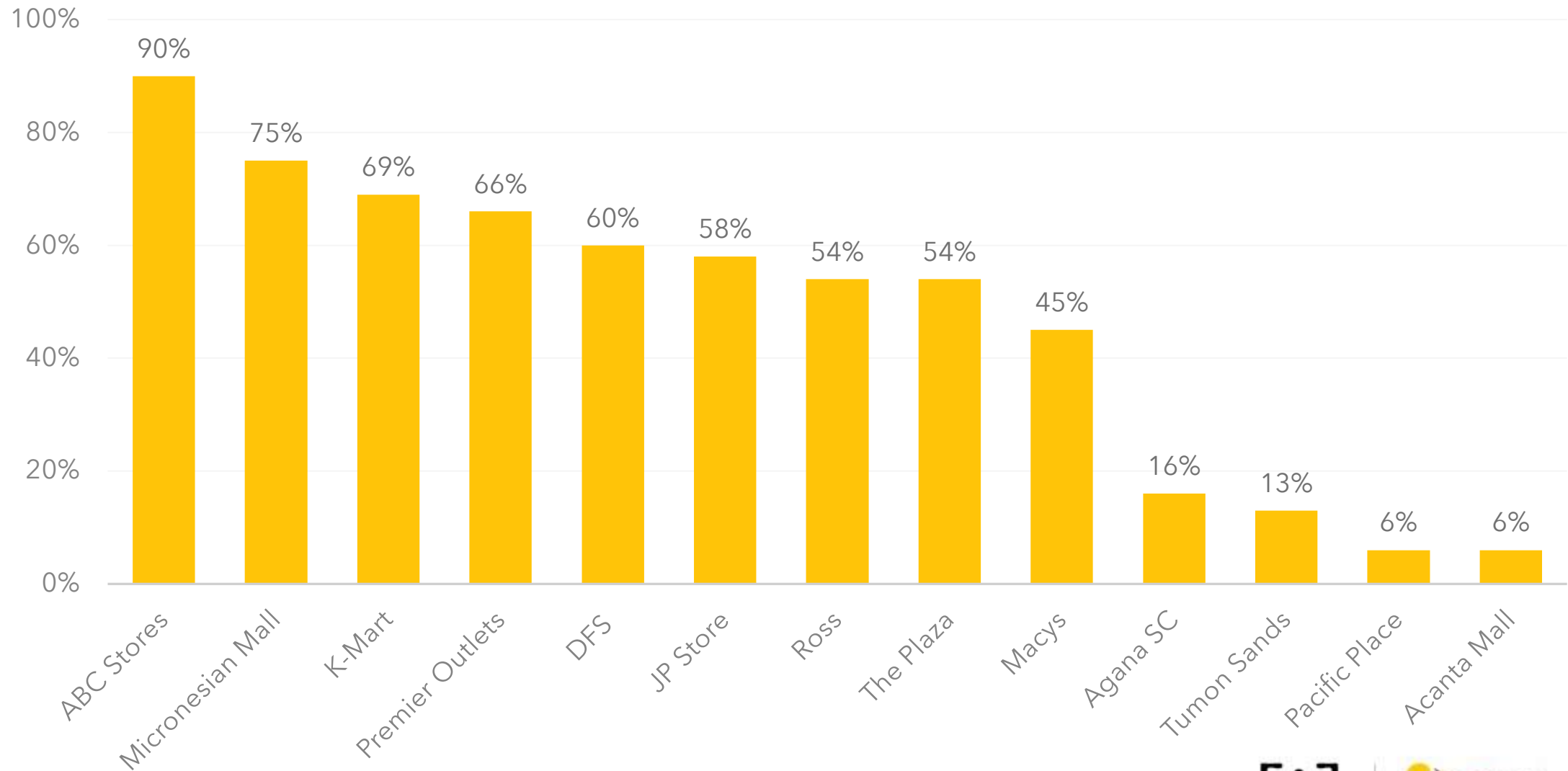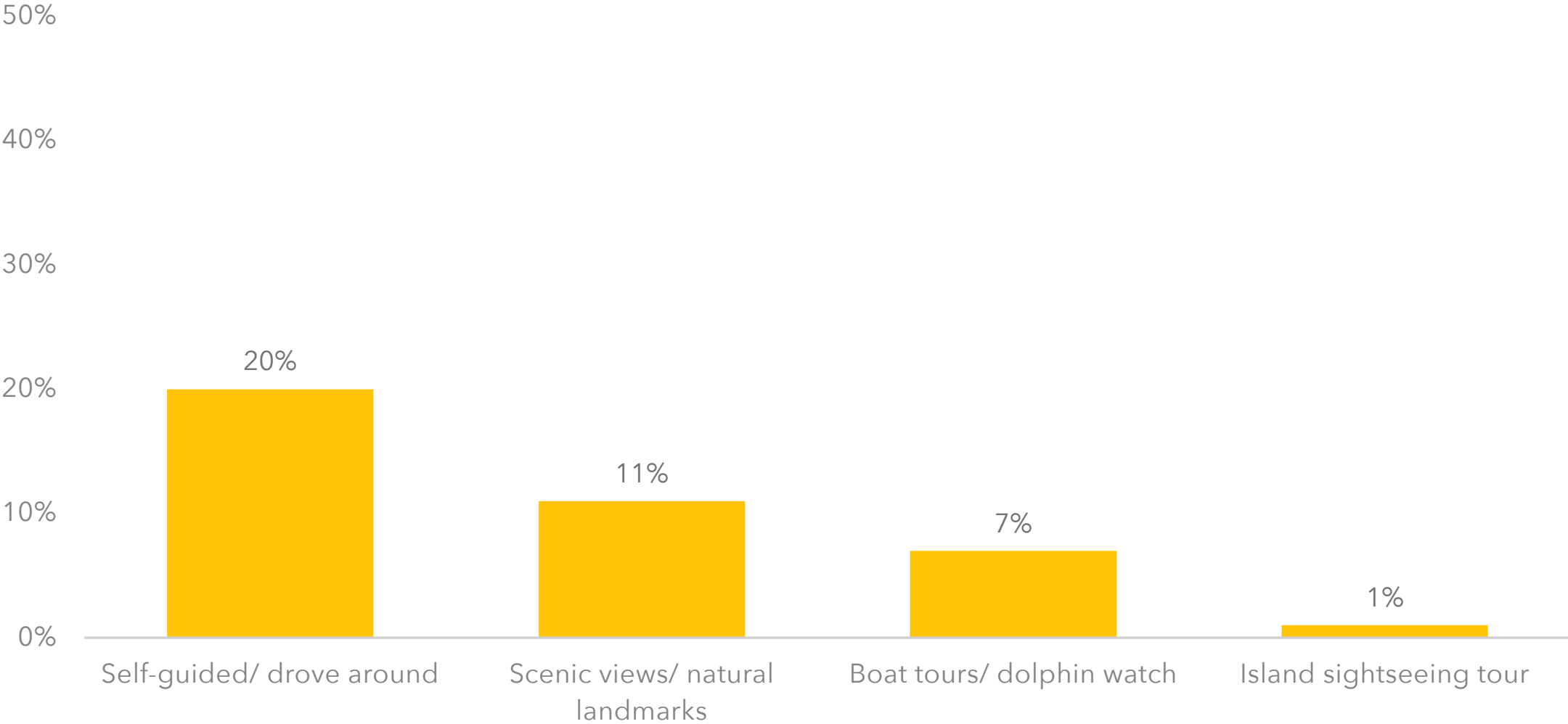|	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
Exceeded expectations	43%	46%	38%	43%	49%	26%	28%	22%
Met expectations	54%	52%	58%	55%	49%	65%	58%	62%
Did not meet expectations	3%	2%	5%	2%	2%	10%	14%	16%

Q: Would you say this trip to Guam...?

SECTION 5
VISITOR ACTIVITIES

SHOPPING AREAS – PENETRATION

Shopping Area	Penetration
ABC Stores	90%
Micronesian Mall	75%
K-Mart	69%
Premier Outlets	66%
DFS	60%
JP Store	58%
Ross	54%
The Plaza	54%
Macys	45%
Agana SC	16%
Tumon Sands	13%
Pacific Place	6%
Acanta Mall	6%

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

ACTIVITIES – SIGHTSEEING

50%

40%

30%

20%

10%

0%

20% — Self-guided/ drove around

11% — Scenic views/ natural landmarks

7% — Boat tours/ dolphin watch

1% — Island sightseeing tour

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

ACTIVITIES – RECREATION

Chart showing percentages for recreation activities:
- Beach/sunbathing: 65%
- Shopping: 63%
- Swimming in ocean: 54%
- Water park: 30%
- Spa: 5%
- Hiking: 3%
- Boat cruise: 2%
- Off-roading: 0%

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

ACTIVITIES – SPORTS

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

ACTIVITIES – HISTORY, CULTURE, ARTS

Chart showing activity participation:
- Chamorro cuisine: 33%
- Chamorro night market: 16%
- Archeology site visit: 11%
- Historic military site: 9%
- Local night market: 7%
- Chamorro culture: 7%
- Village festival: 2%

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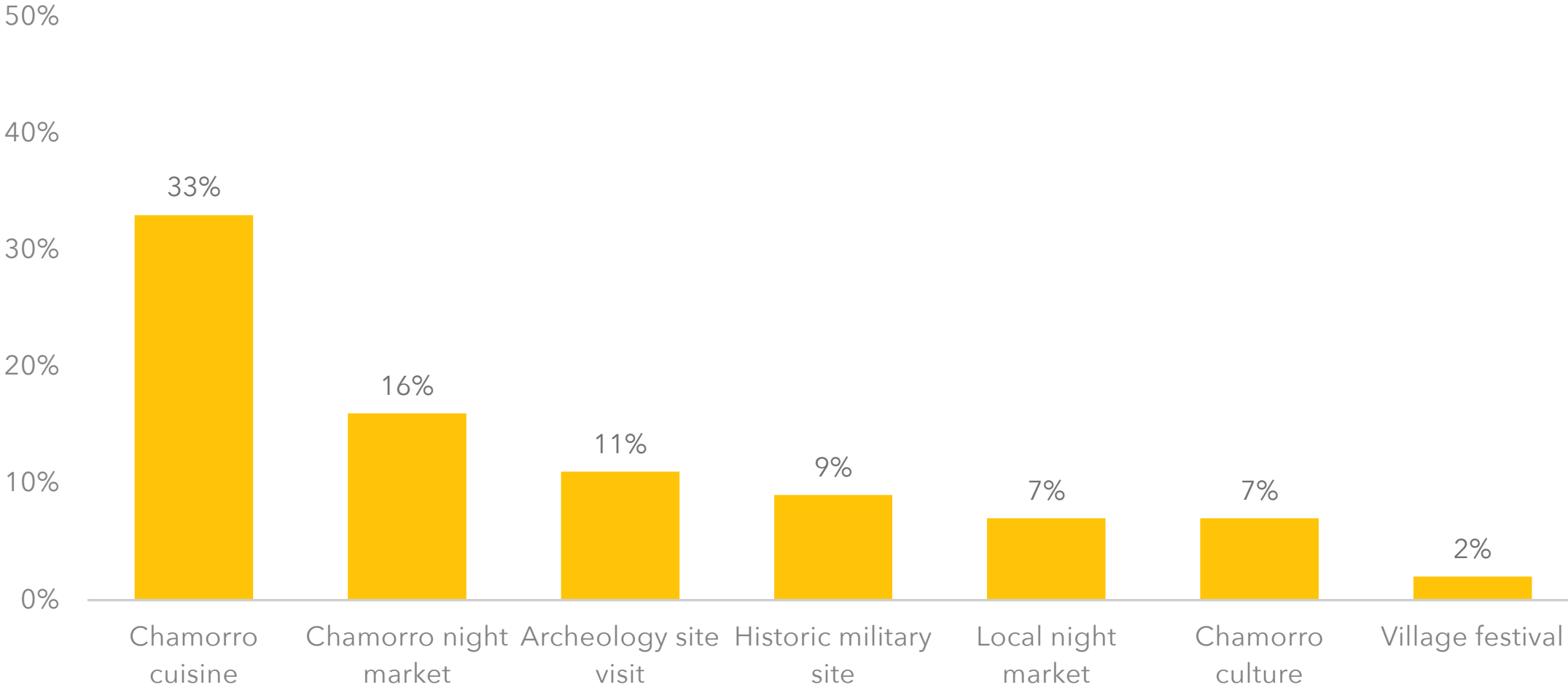
ACTIVITIES – ENTERTAINMENT & DINING

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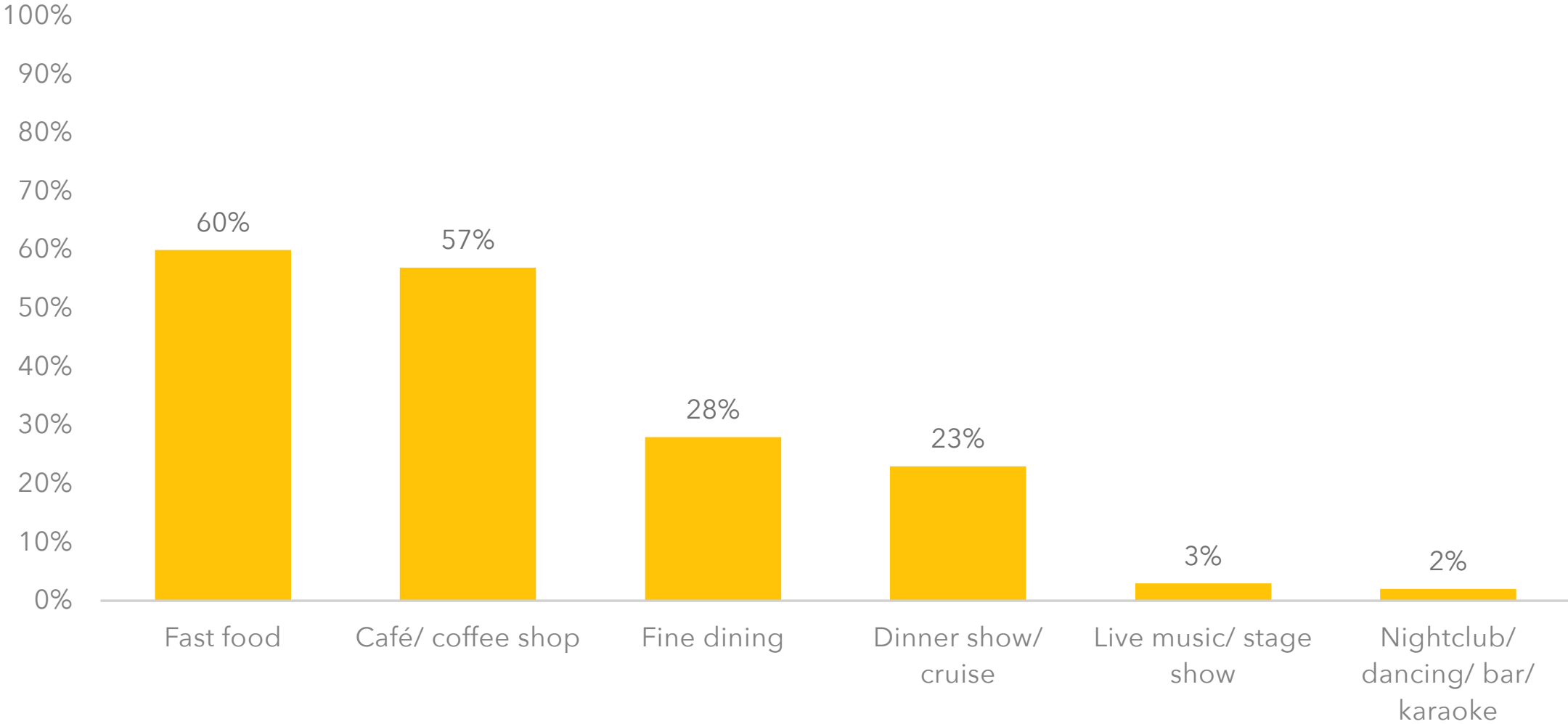
LOCAL ATTRACTIONS – TOP RESPONSES (5%+)

Bar chart:

Attraction	Percentage
Chamorro Night Mkt	16%
Two Lovers Pt	14%
Chamorro Village	11%
Fish Eye Marine Park	9%
Underwater World	9%
Dededo Flea Mkt	7%

Y-axis: 0%, 10%, 20%, 30%, 40%, 50%

Q: During this trip to Guam, which of the following attractions did you visit?
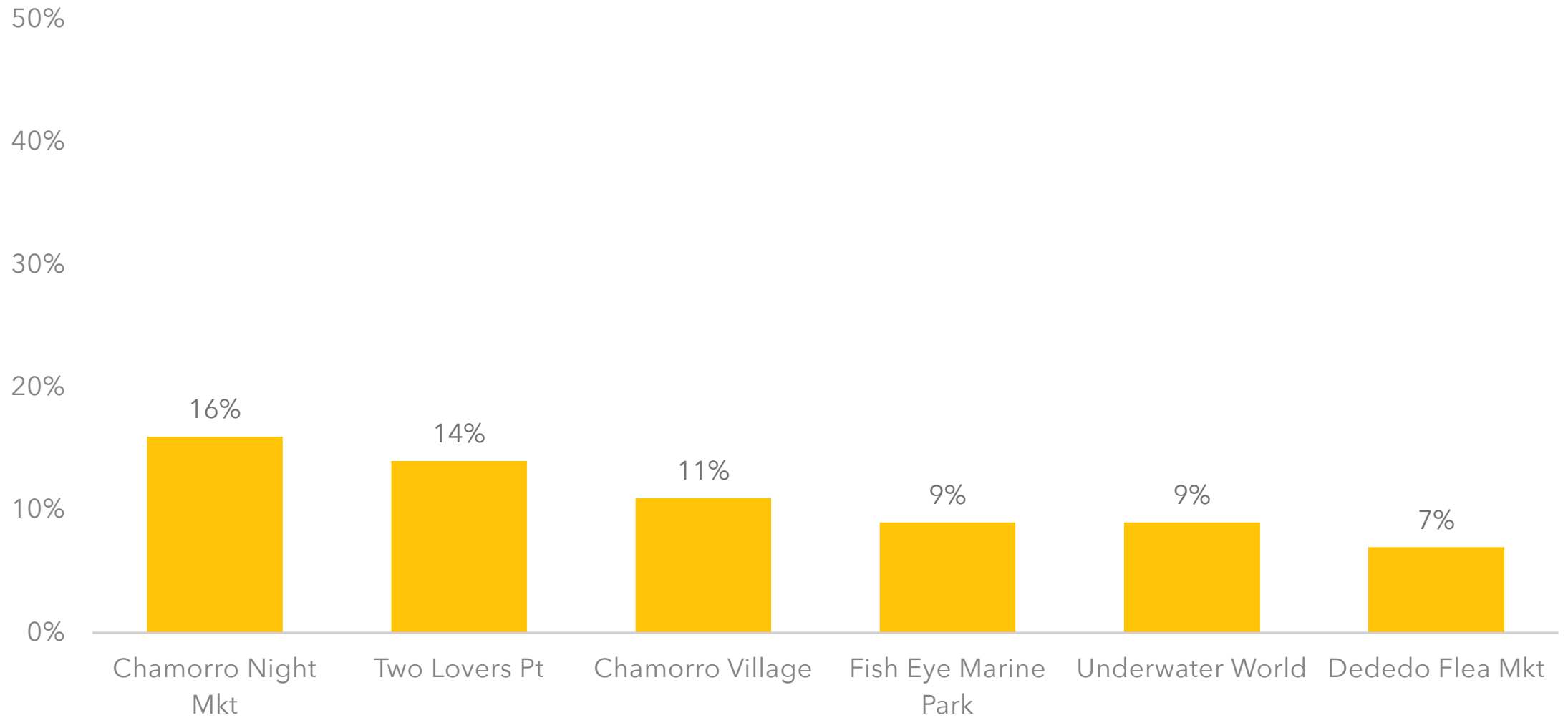
LOCAL CULTURE – OBSTACLES

	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
Scheduling conflict	55%	65%	64%	68%	67%	65%	29%	53%	63%
Unaware	32%	21%	16%	18%	18%	21%	25%	15%	25%
Did not want to	17%	16%	19%	15%	18%	16%	44%	33%	18%
Did not know location	5%	4%	4%	5%	6%	5%	4%	6%	7%

Q: Why did you not participate in any cultural activities or events during your recent stay on Guam?
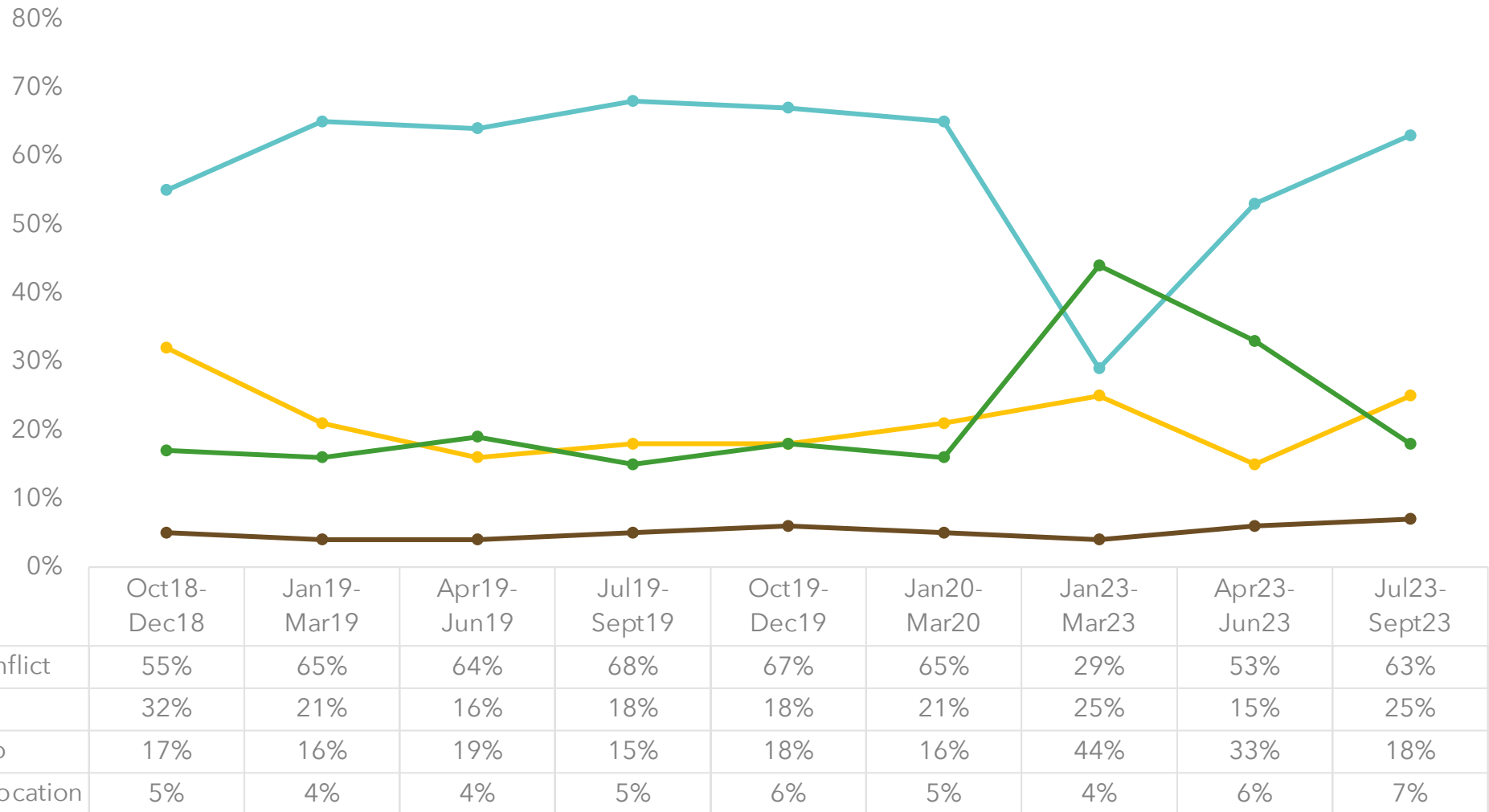
SECTION 6
SOURCES OF INFORMATION
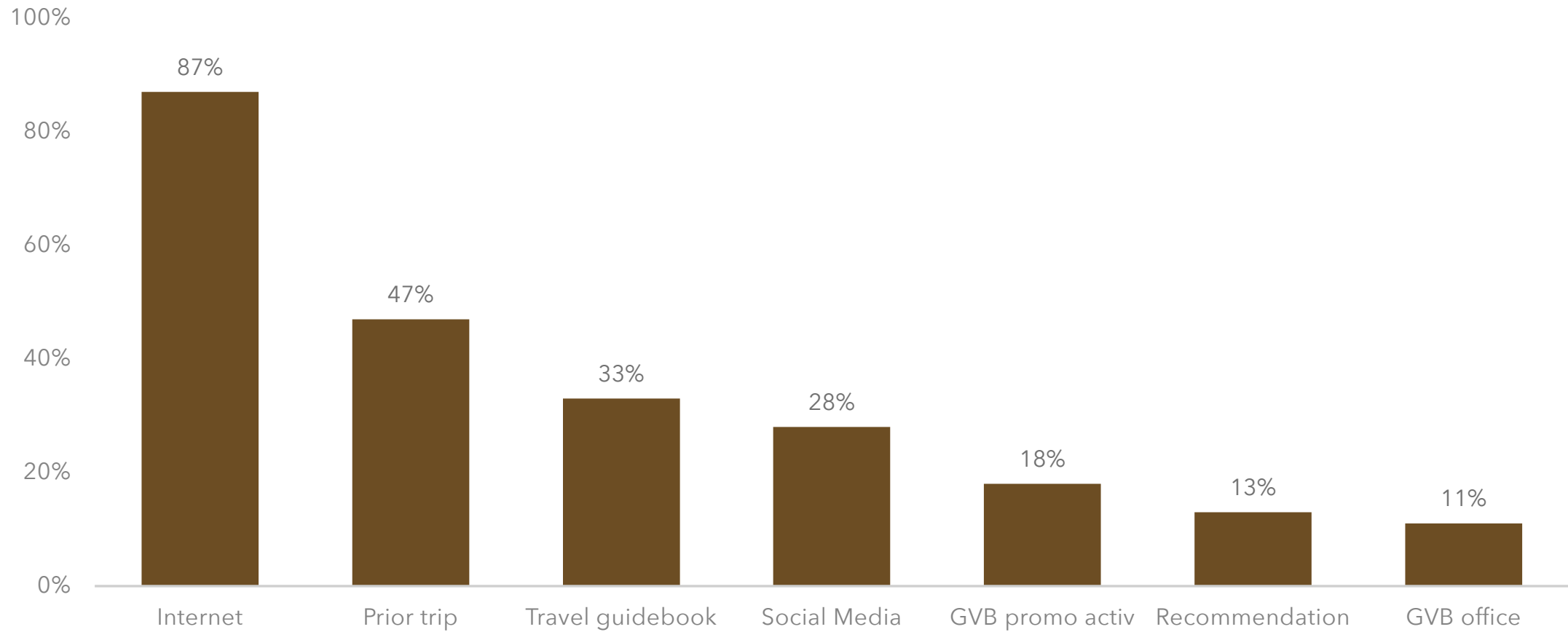
PRE-ARRIVAL SOURCES OF INFORMATION

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	87%	91%	86%	88%	81%	100%[1]	75%	86%
	I have been to Guam before	47%	44%	62%	49%	52%	17%	50%	64% C
	Travel guide book at bookstores	33%	31%	26%	36% G	33%	50%	50%	28%
	Social media	28%	25%	22%	28%	19%	33%	25%	27%
	Guam Visitors Bureau promotional activities	18%	16%	22%	20%	10%	17%	25%	21%
	Friend or relative	13%	13%	6%	10%	19%	17%	[1]	10%
	Guam Visitors Bureau office	11%	6%	14%	11%	[1]	[1]	[1]	13%
	Magazine (consumer)	7%	9%	10%	8% G	10%	17%	25%	5%
	Travel agent brochure	6%	3%	2%	6%	10%	17%	[1]	4%
	TV	2%	[1]	2%	2%	5%	[1]	[1]	1%
	Co–worker/ company travel department	2%	3%	[1]	1%	5%	17% C G	[1]	1%
	Consumer travel shows	1%	3%	2%	1%	[1]	[1]	[1]	1%
	Travel trade shows	1%	3%	[1]	0%	5%	[1]	[1]	1%
	Total	379	32	50	295	21	6	4	277

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

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

GVB VISITOR SATISFACTION STUDY

...

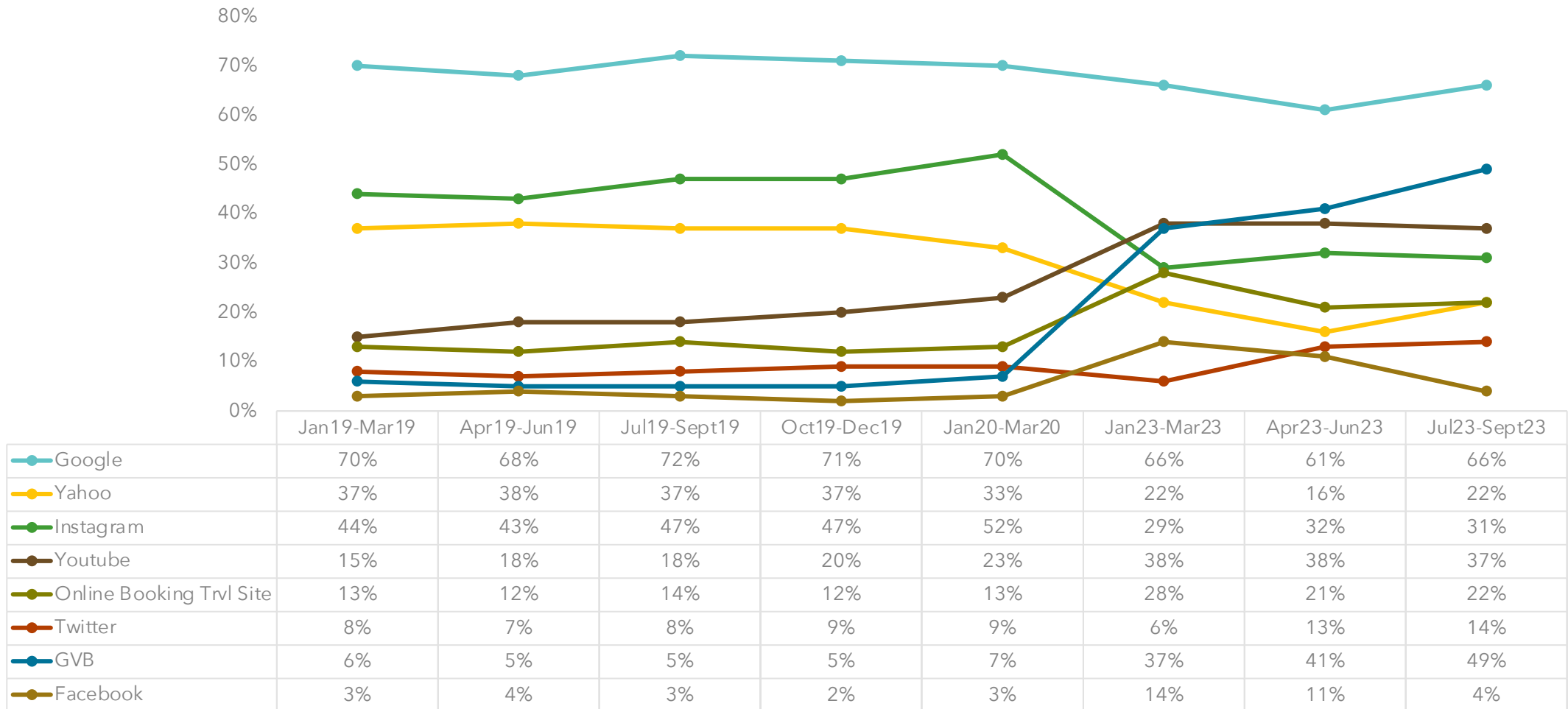|		TOTAL	KEY SEGMENTS						
		–	OL LADY	SILVER 60+	FAMILY	GROUP TOUR	MICE	WEDDING	REPEAT VISITOR
		(A)	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Q6	Internet/ Mobile App	74%	69%	78%	76%	76%	67%	50%	74%
	Social Media	36%	41%	28%	36%	14%	17%	50%	38%
	Hotel staff	30%	28%	36%	29%	33%	33%	50%	30%
	Guide books I brought with me	30%	22%	28%	34% G	29%	33%	25%	26%
	Local people	12%	13%	8%	10%	10%	33%	25%	13%
	Guam Visitors Bureau	12%	9%	14%	12%	14%	1	25%	13%
	Taxi drivers	10%	13%	6%	11%	19%	1	50%	9%
	Tour staff	8%	3%	14%	8%	38% A C G	33%	25%	9%
	Signs/ advertisement	4%	1	2%	4%	5%	1	1	4%
	Other visitors	3%	6%	2%	3%	10%	17%	1	4%
	Retail staff	3%	1	4%	3%	1	17%	1	3%
	Local publication	2%	1	1	3%	1	17%	1	2%
	Restaurant staff (outside hotel)	2%	1	2%	2%	5%	1	1	2%
	Visitors channel	1%	1	2%	1%	1	1	1	1%
	Total	379	32	50	295	21	6	4	277

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

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
Google	70%	68%	72%	71%	70%	66%	61%	66%
Yahoo	37%	38%	37%	37%	33%	22%	16%	22%
Instagram	44%	43%	47%	47%	52%	29%	32%	31%
Youtube	15%	18%	18%	20%	23%	38%	38%	37%
Online Booking Trvl Site	13%	12%	14%	12%	13%	28%	21%	22%
Twitter	8%	7%	8%	9%	9%	6%	13%	14%
GVB	6%	5%	5%	5%	7%	37%	41%	49%
Facebook	3%	4%	3%	2%	3%	14%	11%	4%

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

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?
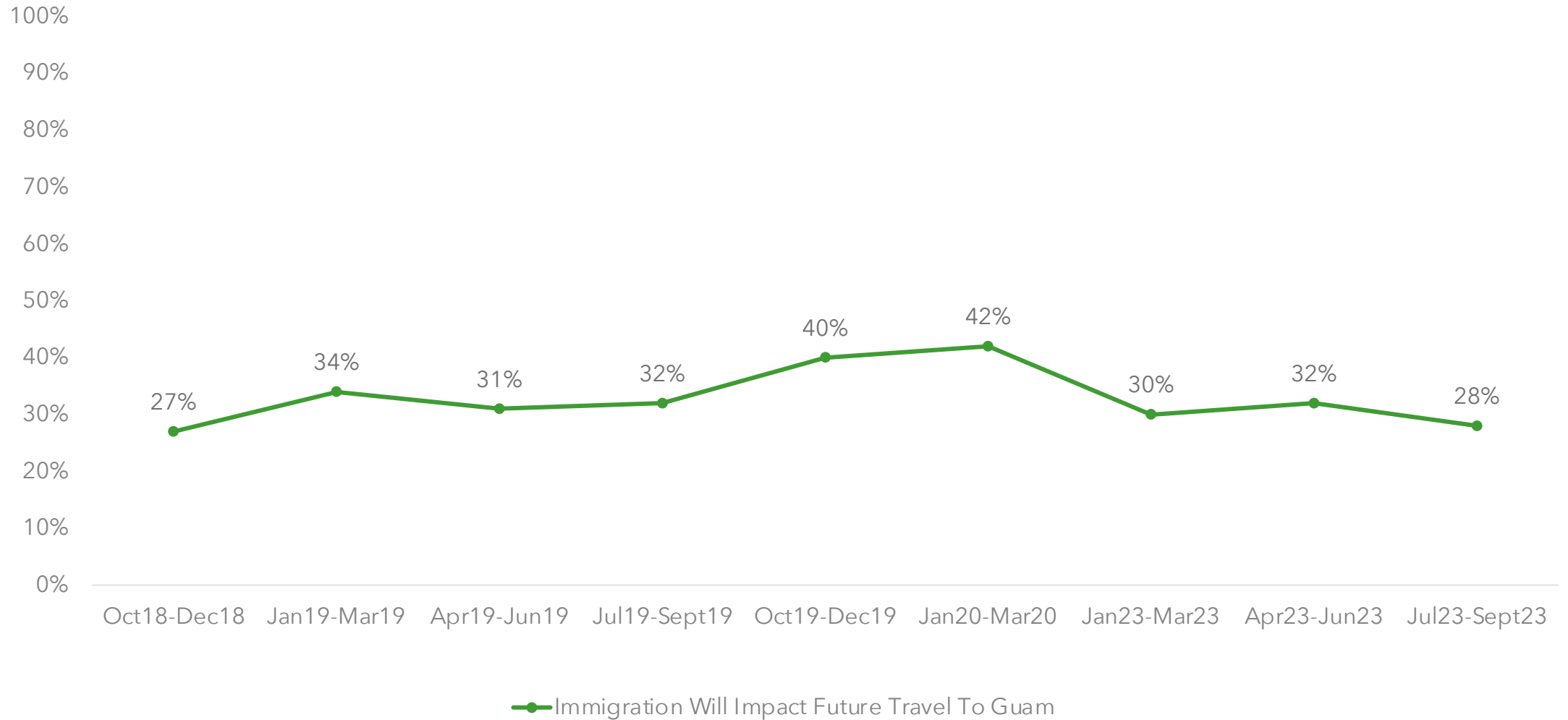
AIRPORT – SECURITY/ IMMIGRATION ISSUES

Bar chart showing:
- Wait times: 70%
- Paperwork- better instructions: 25%
- Better signage: 19%
- Customer service: 14%
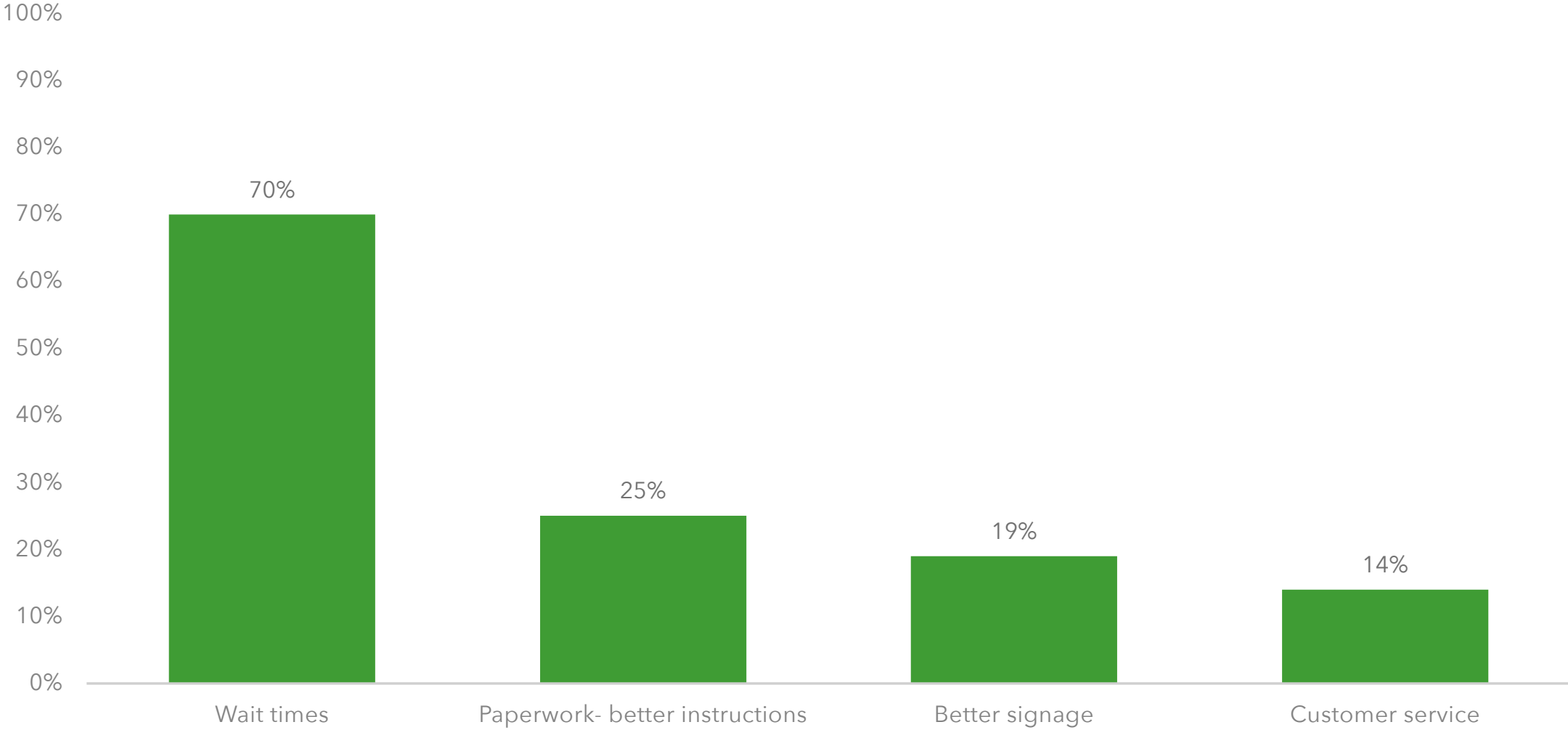
Q: What about the security screening and/ or immigration process here at the Guam International Airport could be improved?