



Guam Visitors Bureau

Korea Visitor Tracker Exit Profile & Market Segmentation Report

FY2023 – QTR4 (JUL 2023-SEPT 2023)

[ANTHOLOGY®]
RESEARCH



Background and Methodology

- Anthology Research conducted quantitative research in the form of an online survey from July 20, 2023 to October 16, 2023.
 - 2023 Quarter Three: A total of **440** completed surveys were collected among visitors from Korea who were on island between July 1, 2023 and September 30, 2023. The margin of error for a sample of 440 is +/- 4.67 percentage points with a 95% confidence level.
- The self-administered online survey utilized email addresses collected by the Guam Electronic Declaration Form (Guam EDF), a mandatory digital form that all arriving passengers complete before entering Guam.



Objectives

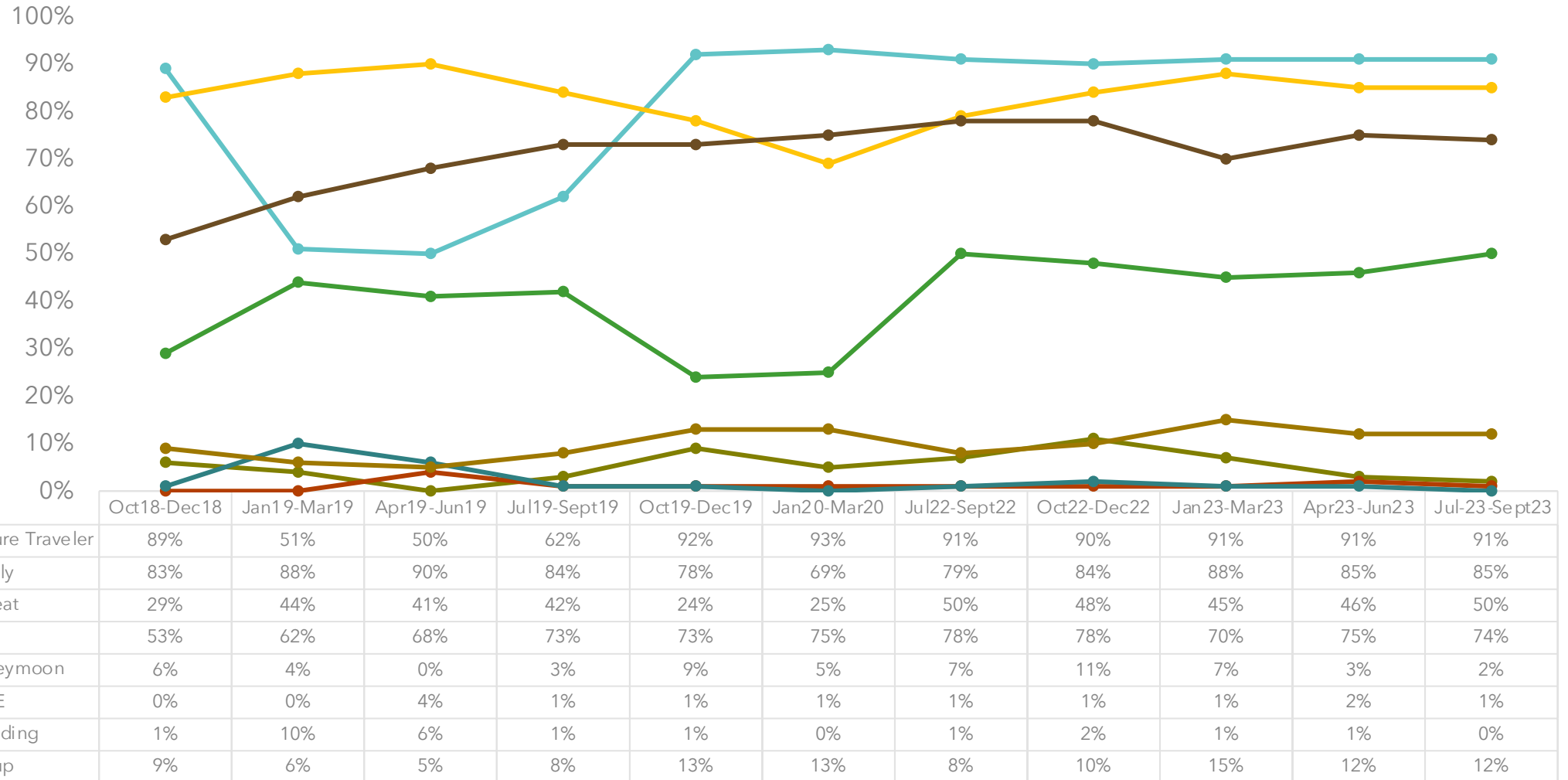
- To monitor the effectiveness of the Korea seasonal campaigns in attracting Korean visitors, refresh certain baseline data, to better understand the nature and economic value or impact of each of the targeted segments in the Korea marketing plan.
- Identify significant determinants of visitor satisfaction,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

Key Highlighted Segments

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



Key Highlighted Segments



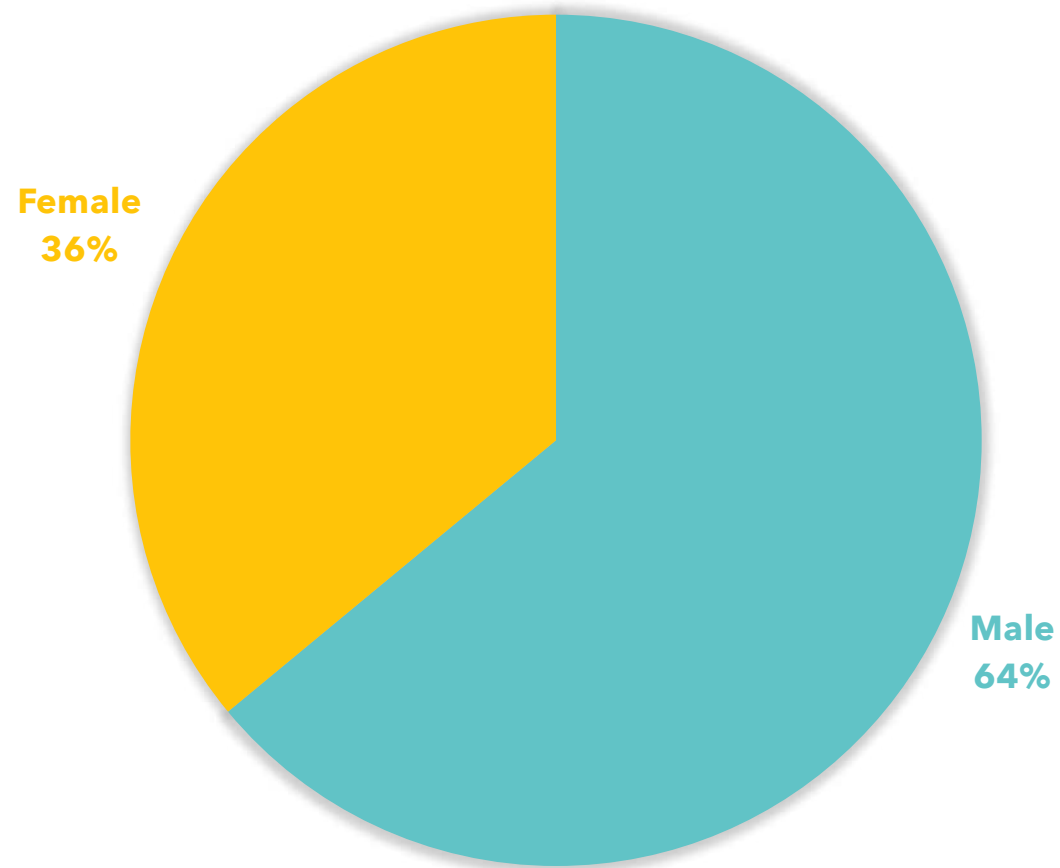


SECTION 1

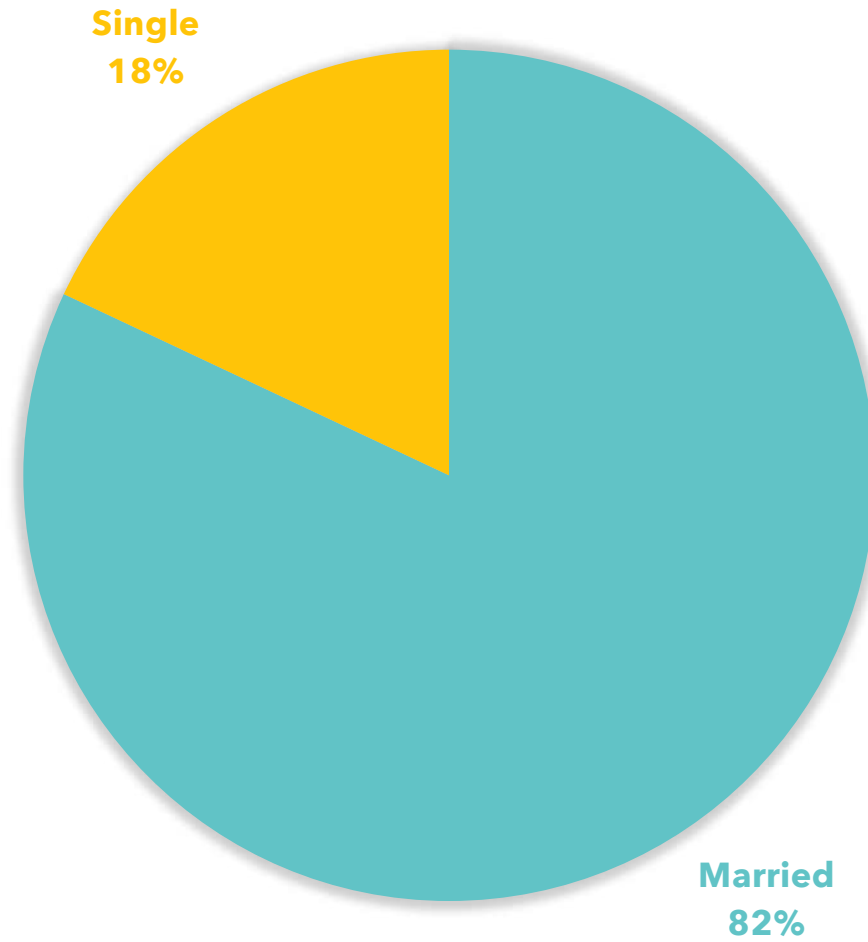
PROFILE OF RESPONDENTS



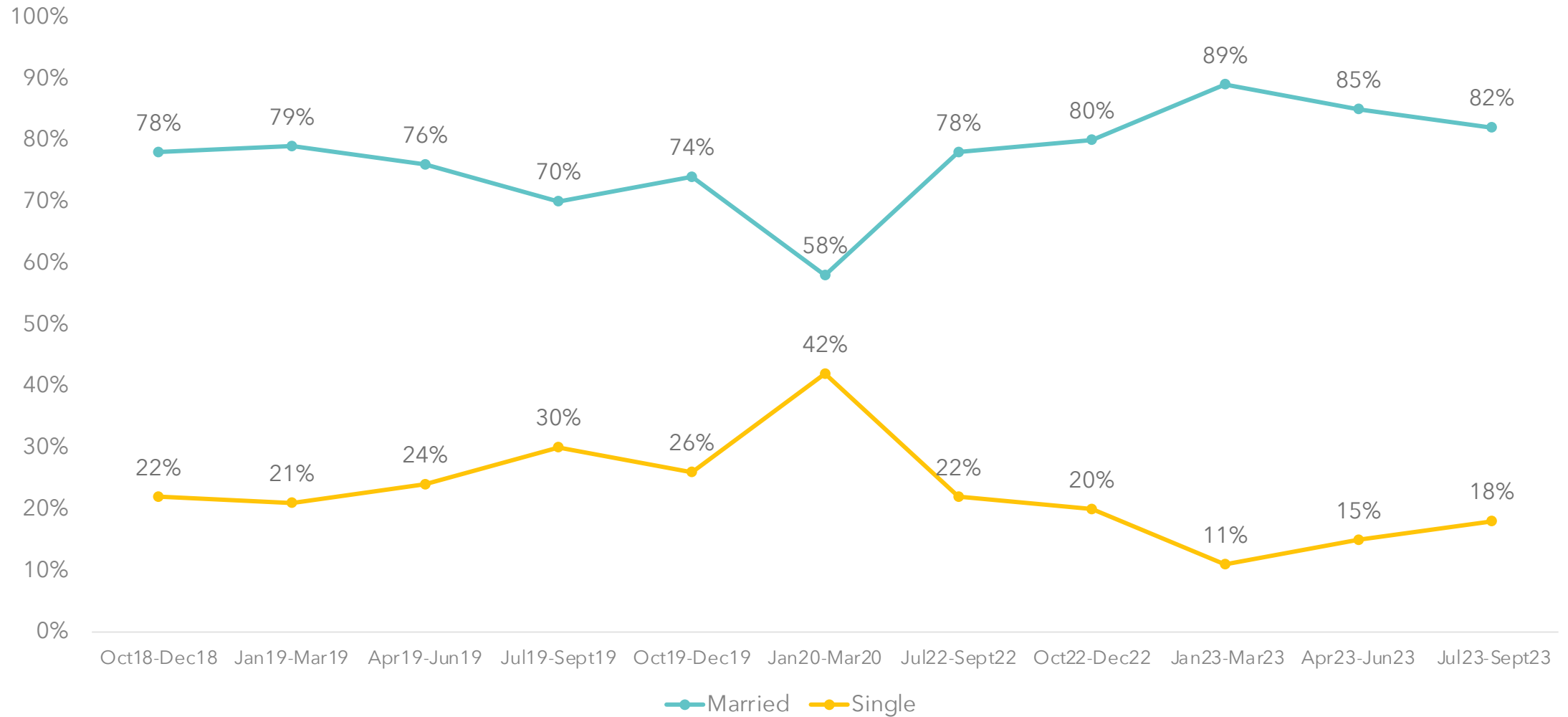
GENDER



MARITAL STATUS



MARITAL STATUS – TRACKING



MARITAL STATUS – SEGMENTATION

GVB VISITOR SATISFACTION STUDY

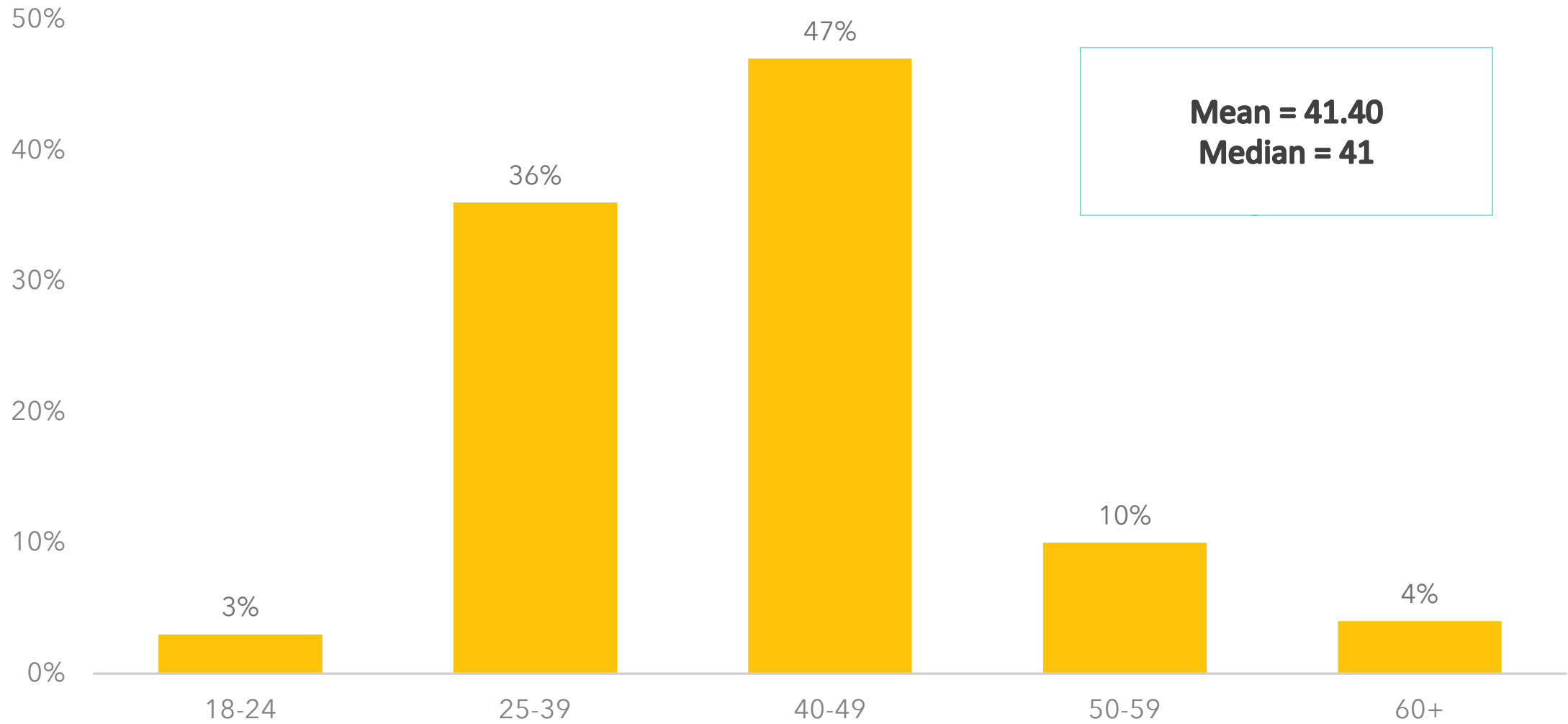
		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
		-	-	-	-	-	-	-	-	-
		(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
QE	Married	82%	92%	81%	71%	60%	90%	100% ^{a,b}	88%	83%
	Single	18%	8%	19%	29%	40%	10%	^{a,b}	12%	17%
	Total	440	373	324	52	5	10	1	221	402

*Prepared by Anthology Research^{c,d}

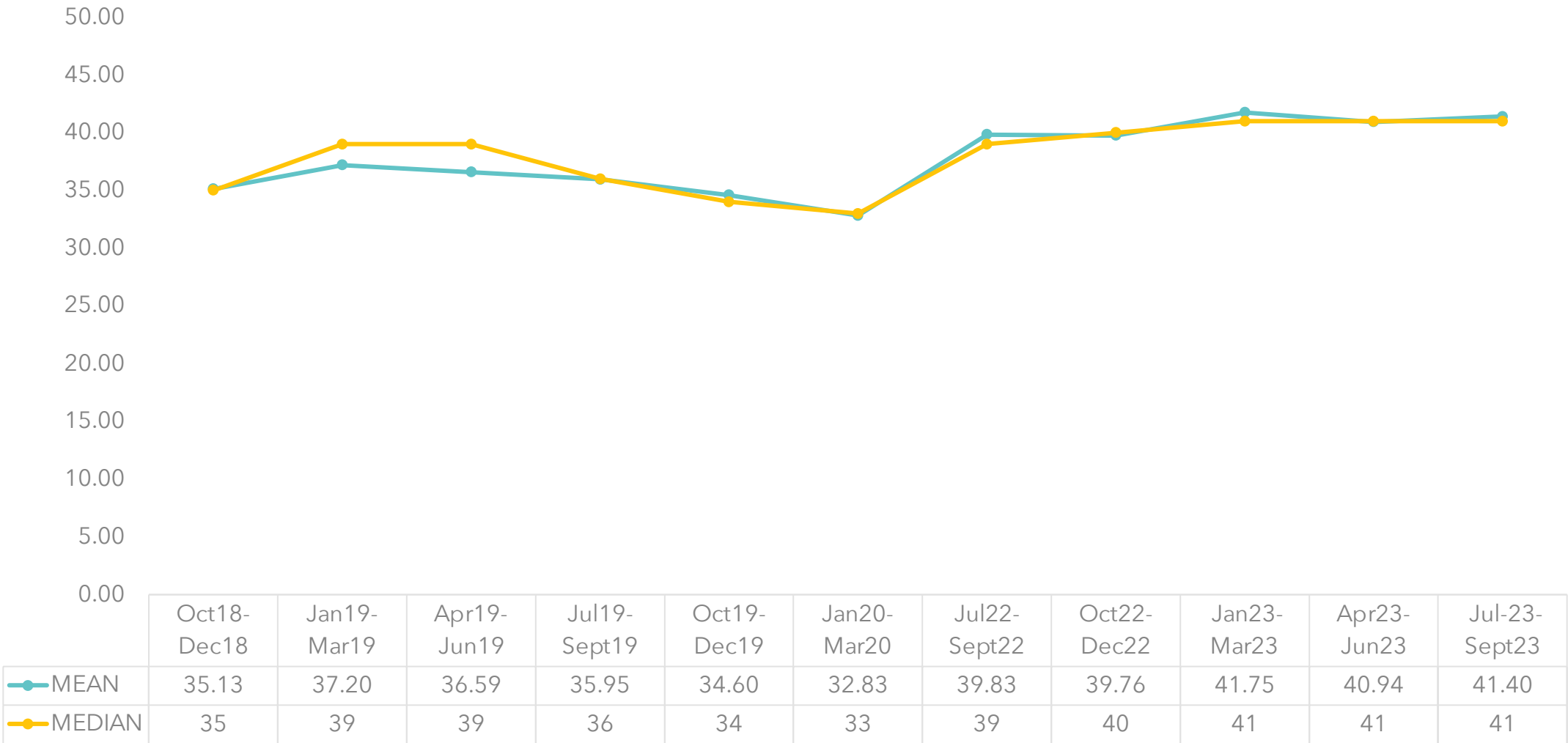
- This category is not used in comparisons because the sum of case weights is less than two.
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- Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with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



AGE



AGE – TRACKING



AGE – SEGMENTATION

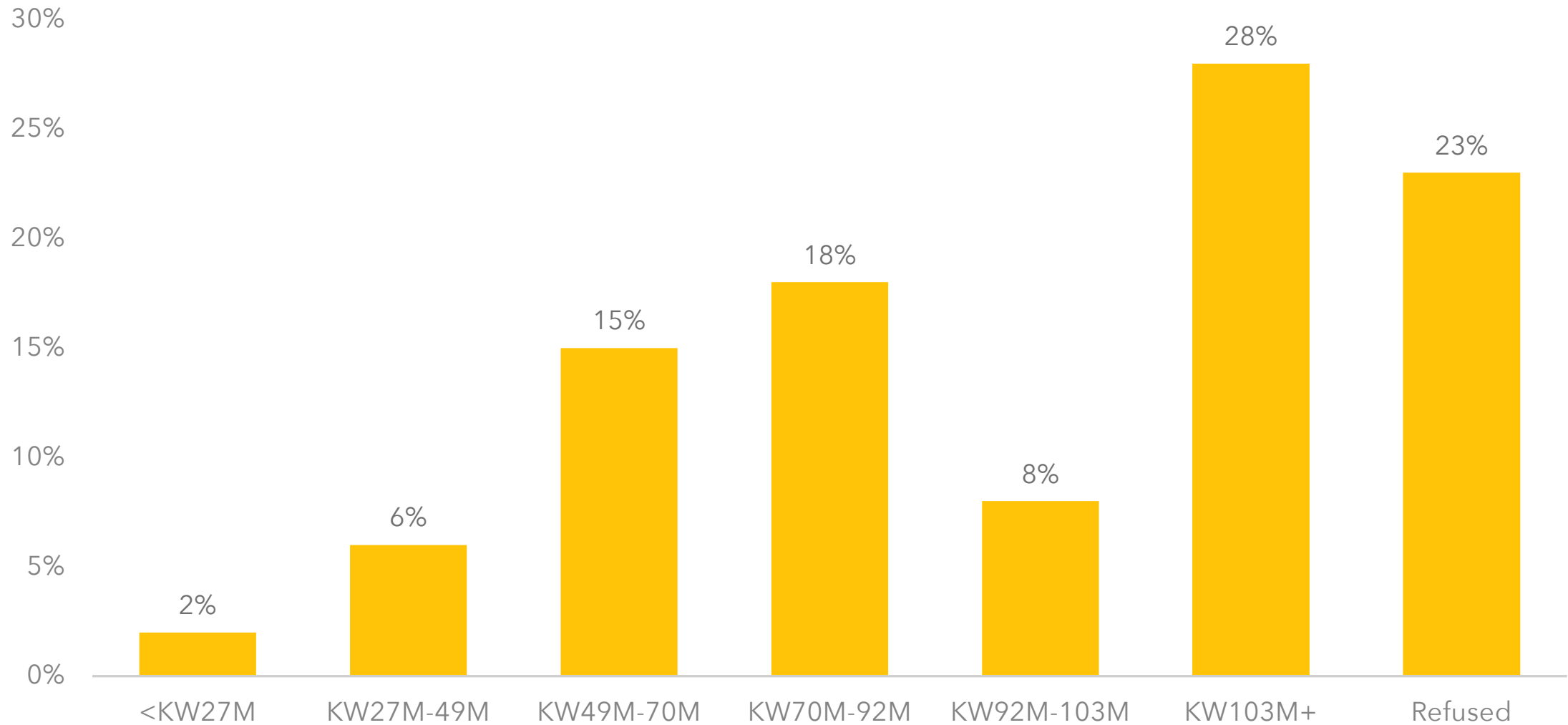
GVB VISITOR SATISFACTION STUDY

		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
		-	-	-	-	-	-	-	-	-
		(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
QF	18-24	3%	1%	2%	13%	20%	10%	^{a,e}	1%	2%
	25-39	36%	34%	39%	37%	20%	90%	100% ^{a,e}	29%	37%
	40-49	47%	51%	46%	38%	60%	^e	^{a,e}	54%	48%
	50-59	10%	9%	10%	6%	^e	^e	^{a,e}	12%	9%
	60+	4%	4%	3%	6%	^e	^e	^{a,e}	4%	3%
	Total	440	373	324	52	5	10	1	221	402
QF	Mean	41.40	42.21	40.98	38.54	34.40	33.40	30.00 ^a	42.78	41.19
	Median	41	42	41	40	40	35	30 ^a	42	41

*Prepared by Anthology Research^{b,c,d,f}

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HOUSEHOLD INCOME



HOUSEHOLD INCOME – SEGMENTATION

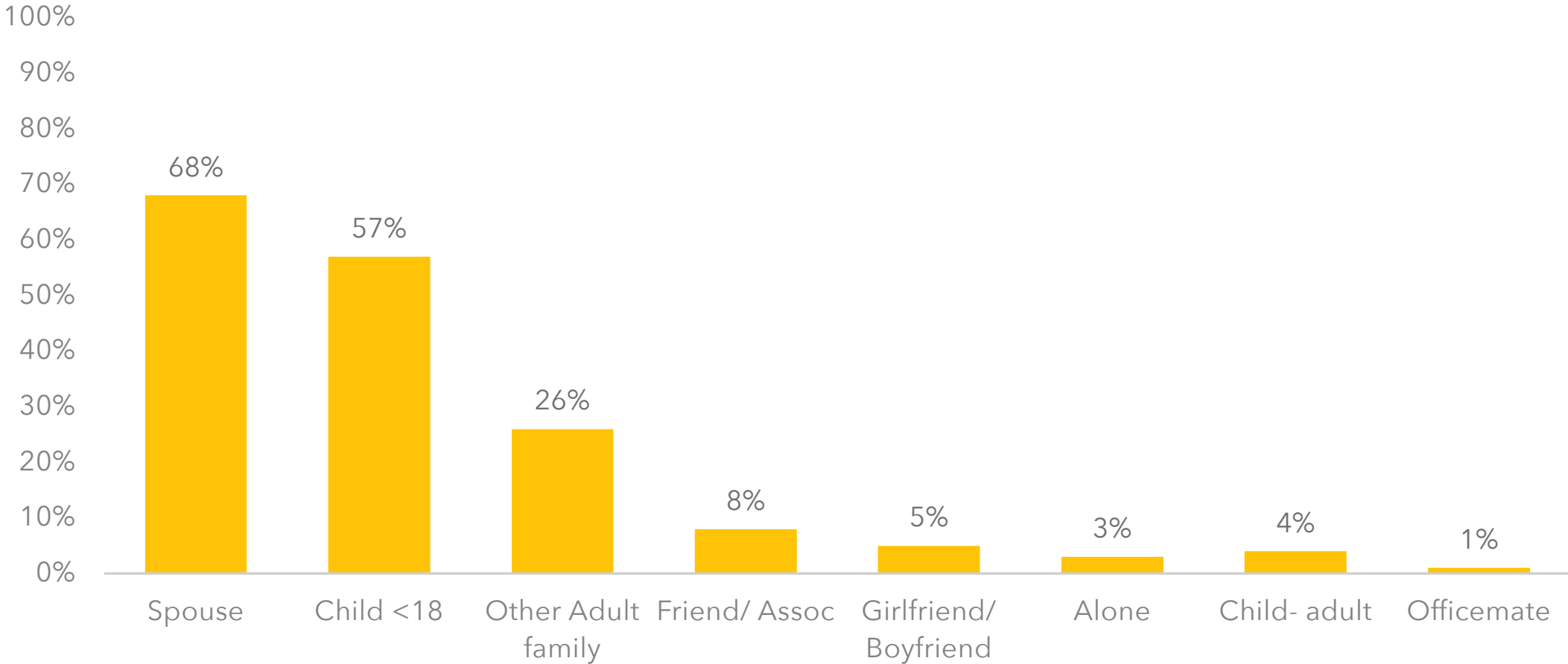
GVB VISITOR SATISFACTION STUDY

		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
		-	-	-	-	-	-	-	-	-
		(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
D2 KOREA	Up to KW16,305,000	1%	1%	1%	^a	20%	^a	^{a,b}	^a	0%
	KW16,305,000 ~ KW27,173,999	1%	1%	2%	4%	^a	10%	^{a,b}	1%	1%
	KW27,174,000 ~ KW38,041,999	3%	2%	3%	4%	^a	20%	^{a,b}	2%	3%
	KW38,042,000 ~ KW48,911,999	3%	2%	2%	2%	^a	^a	^{a,b}	1%	3%
	KW48,912,000 ~ KW59,781,999	6%	6%	5%	4%	^a	30%	100% ^{a,b}	7%	6%
	KW59,782,000 ~ KW70,652,999	9%	9%	9%	8%	^a	^a	^{a,b}	10%	9%
	KW70,653,000 ~ KW81,520,999	10%	10%	10%	15%	^a	^a	^{a,b}	8%	10%
	No Income	1%	1%	^a	4%	^a	^a	^{a,b}	0%	1%
	KW81,521,000 ~ KW92,390,999	8%	9%	7%	4%	20%	^a	^{a,b}	7%	8%
	KW92,391,000 ~ KW103,259,999	8%	9%	8%	10%	^a	^a	^{a,b}	10%	8%
	More than KW103,260,000	28%	29%	28%	17%	40%	^a	^{a,b}	34%	25%
	Prefer not to say	23%	21%	24%	29%	20%	40%	^{a,b}	19%	23%
	Total	440	373	324	52	5	10	1	221	402

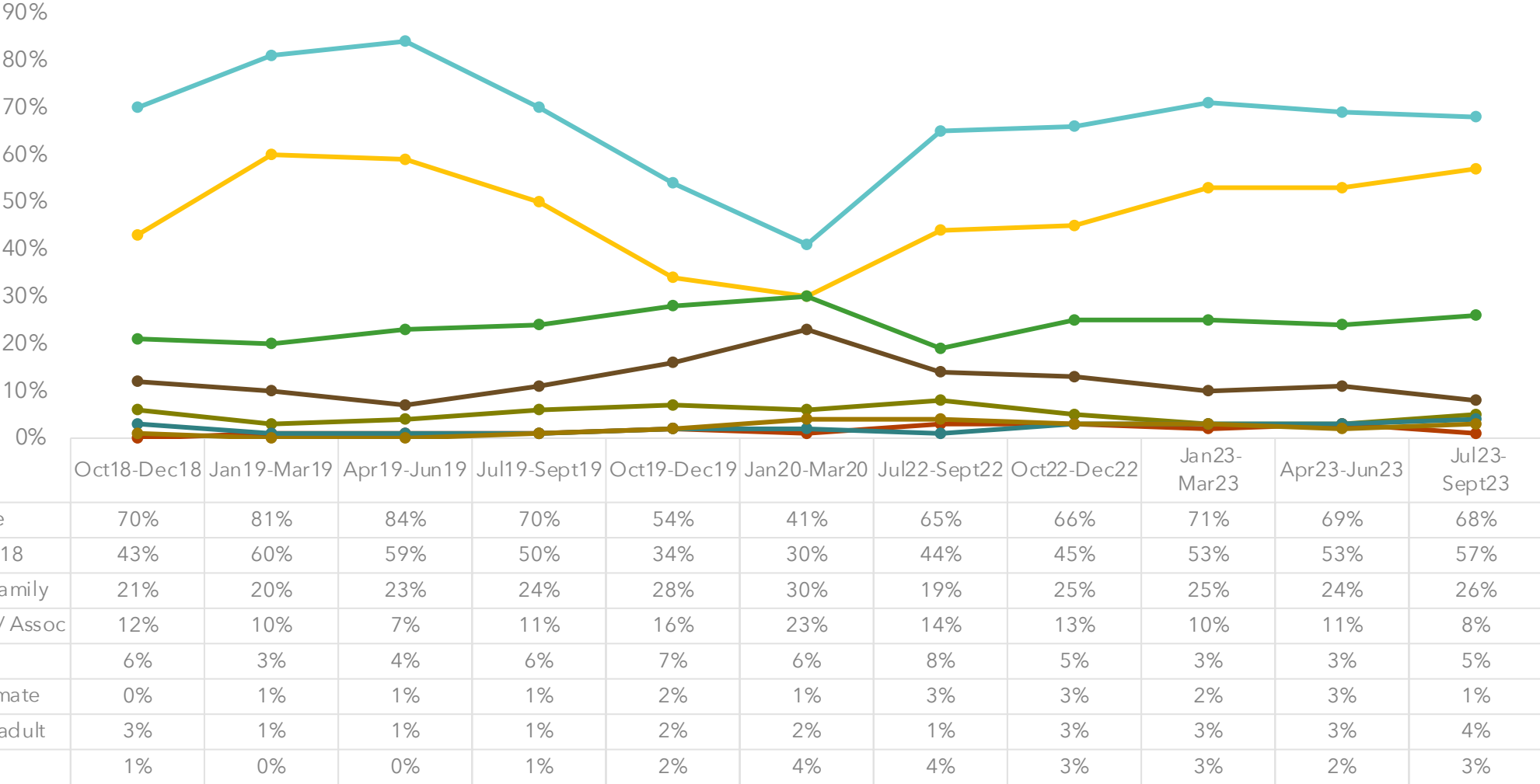
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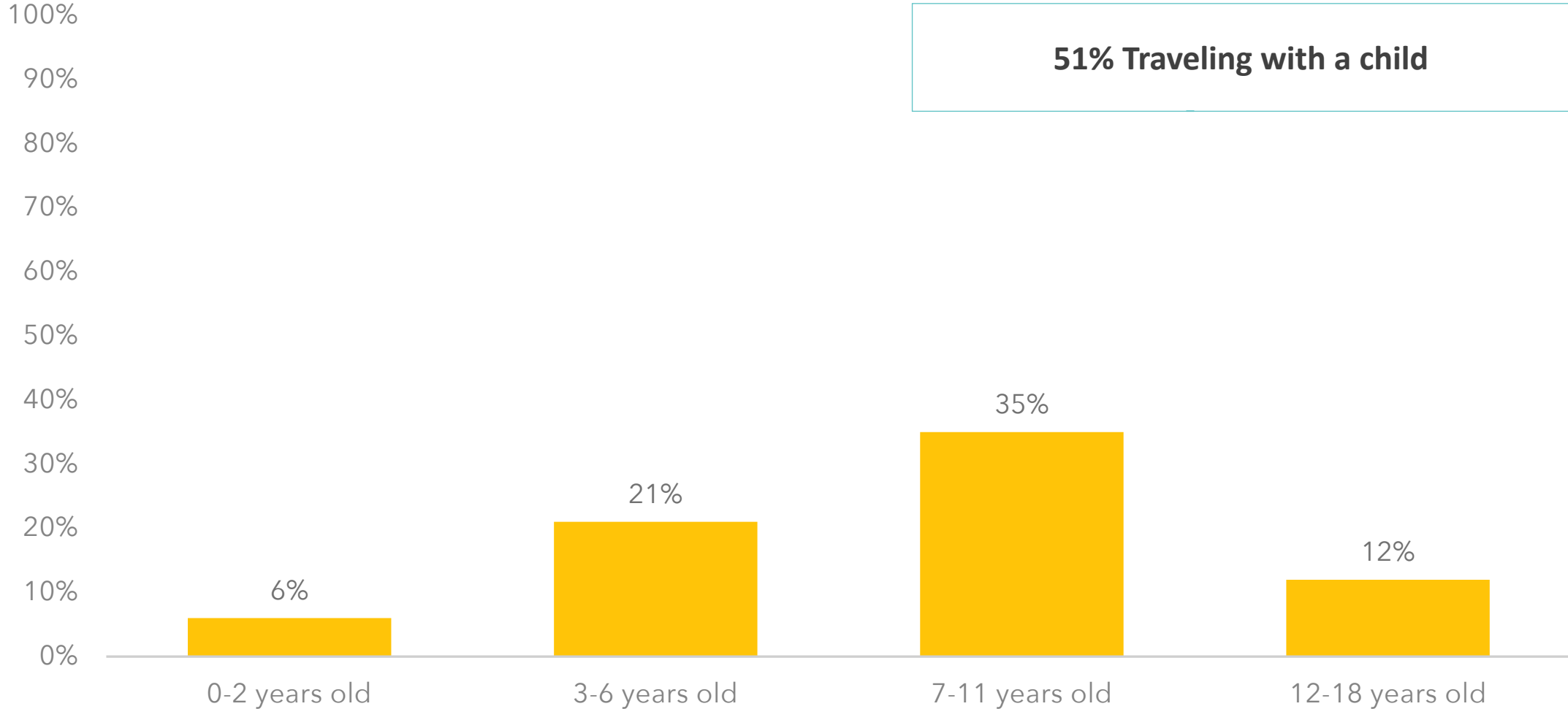
TRAVEL PARTY



TRAVEL PARTY – TRACKING

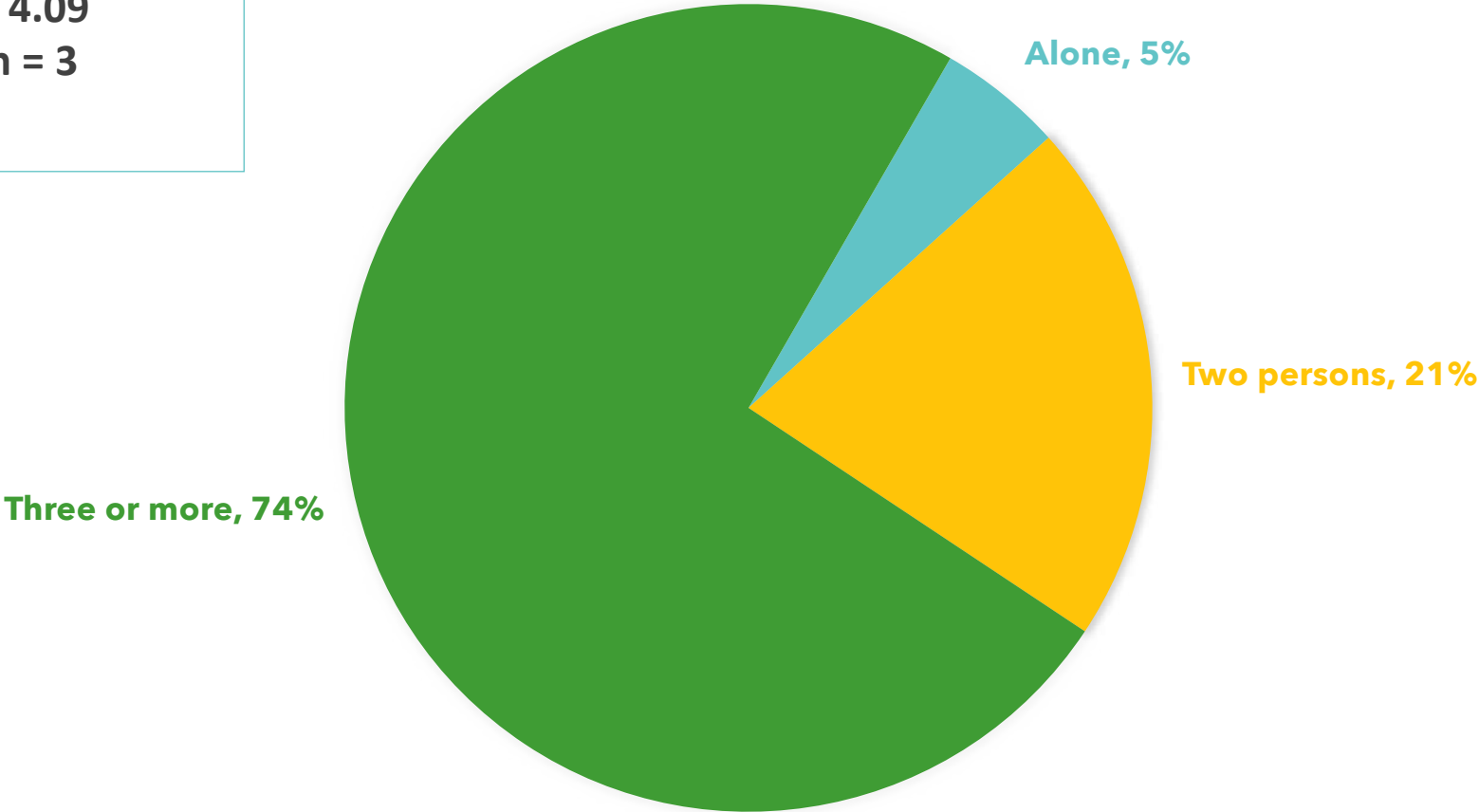


TRAVEL PARTY – CHILD UNDER 18

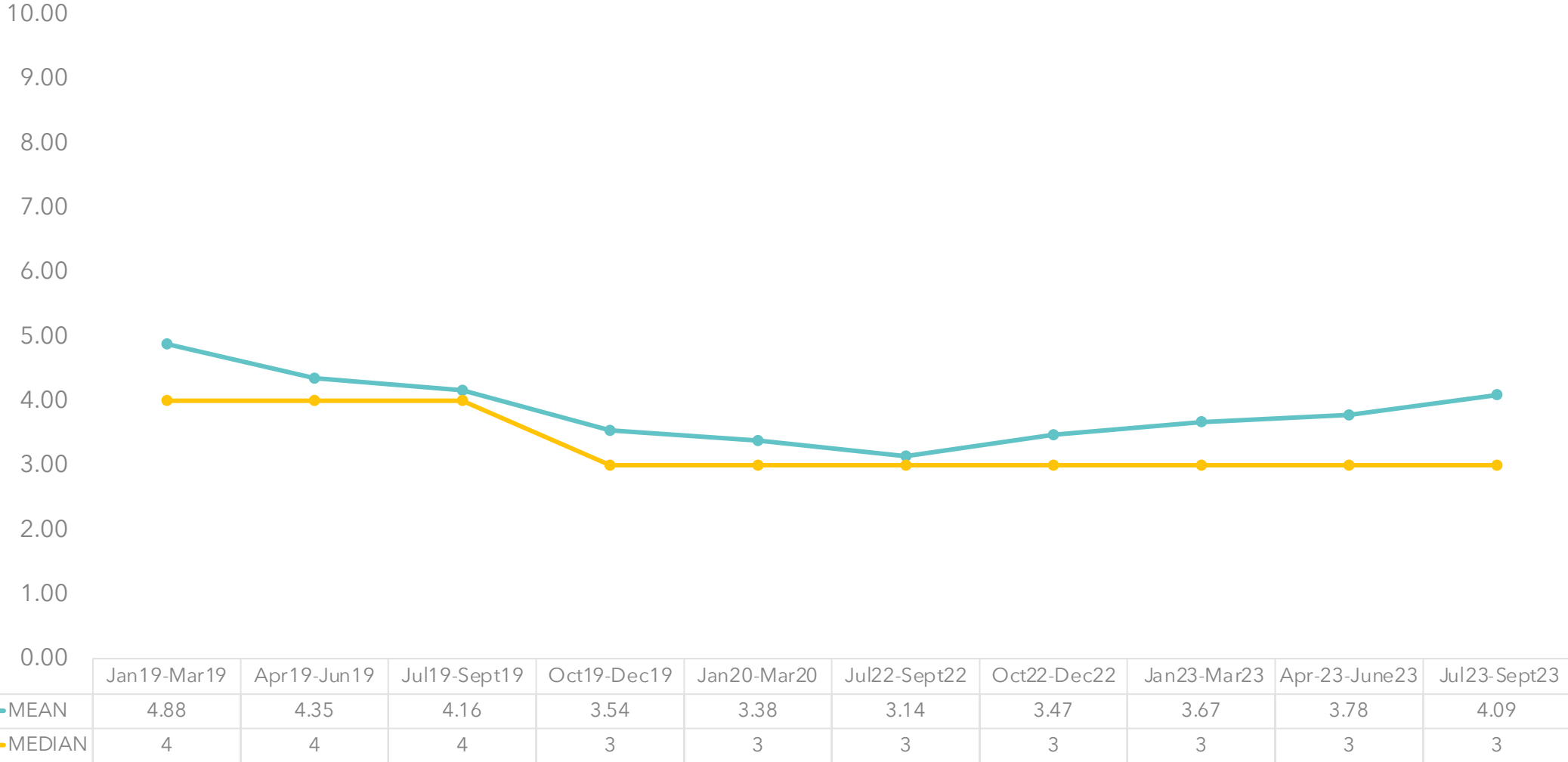


TRAVEL PARTY SIZE

Mean = 4.09
Median = 3



TRAVEL PARTY SIZE – TRACKING



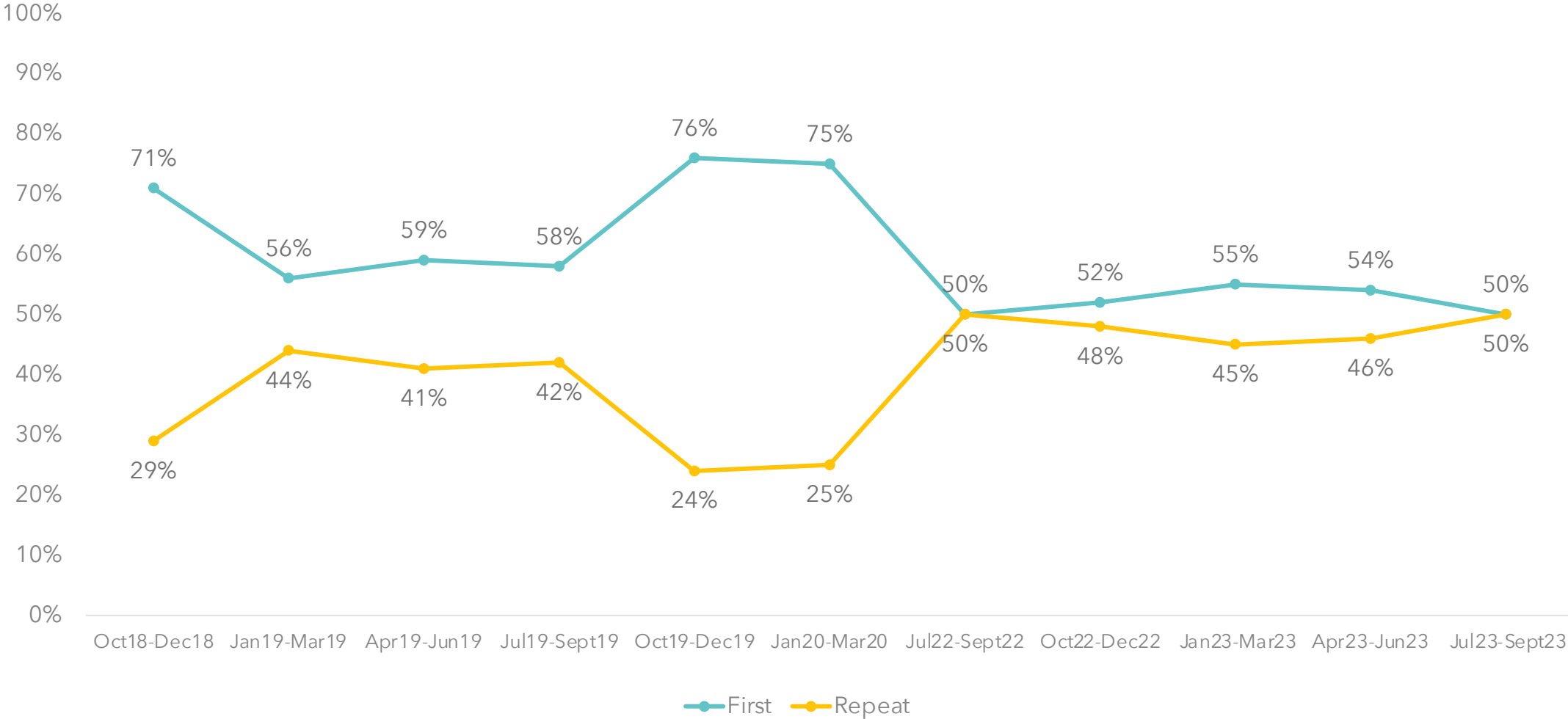
TRIPS TO GUAM



Mean = 2.48
Median = 2



TRIPS TO GUAM – TRACKING



TRIPS TO GUAM – SEGMENTATION

GVB VISITOR SATISFACTION STUDY

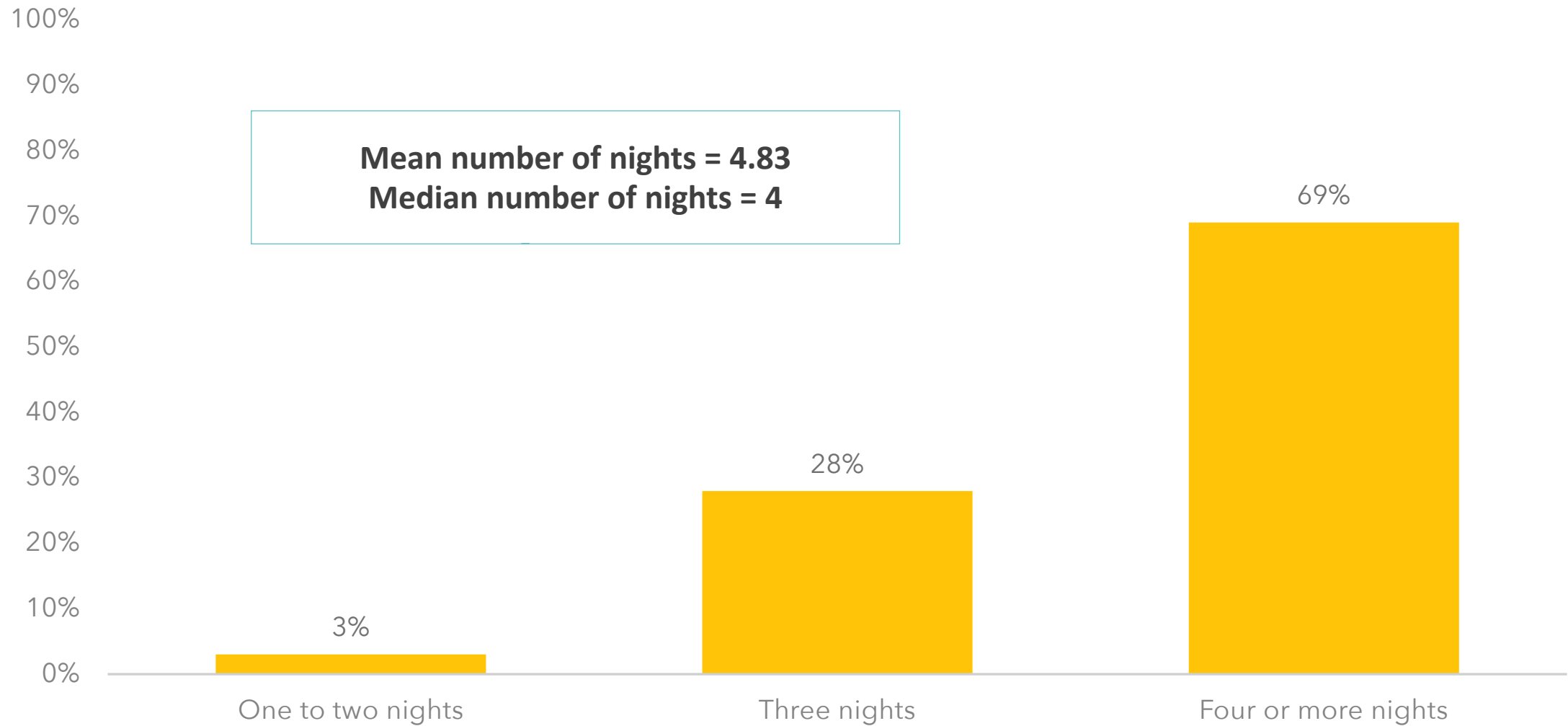
		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
		-	-	-	-	-	-	-	-	-
		(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
Q9	First-time	50%	49%	44%	71%	80%	80%	100% ^{a,e}	^e	52%
	Repeat	50%	51%	56%	29%	20%	20%	^{a,e}	100% ^e	48%
	Total	440	373	324	52	5	10	1	221	402
Q9	Mean	2.48	2.46	2.70	1.46	1.20	2.00	1.00 ^a	3.95	2.14
	Median	2	2	2	1	1	1	1 ^a	3	1

*Prepared by Anthology Research^{b,c,d,f}

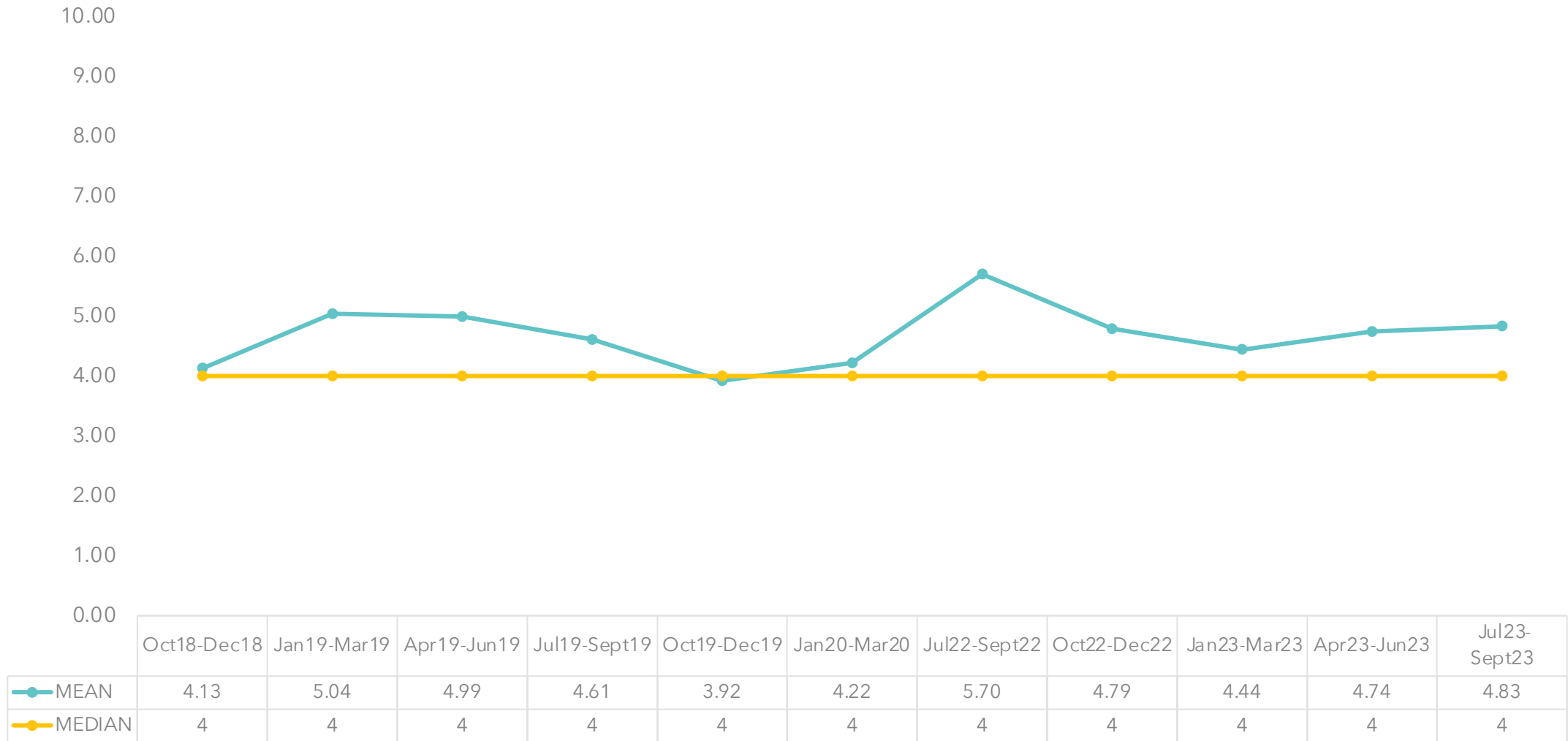
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LENGTH OF STAY



LENGTH OF STAY – TRACKING



LENGTH OF STAY – SEGMENTATION

GVB VISITOR SATISFACTION STUDY

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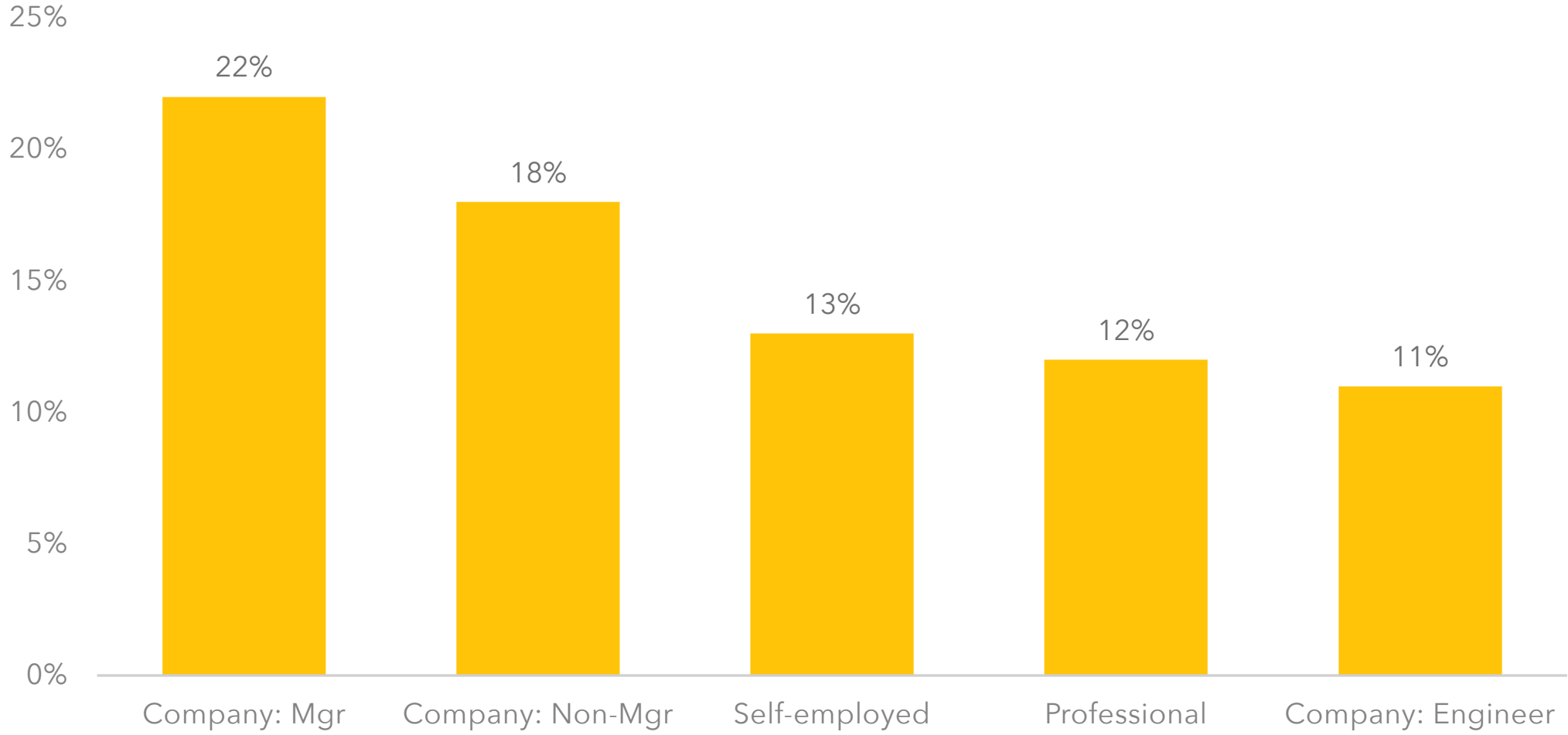
		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
		-	-	-	-	-	-	-	-	-
		(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
SA	1-2 Nights	3%	2%	3%	2%	^e	^e	^{a,e}	3%	3%
	3 Nights	28%	28%	23%	35%	40%	10%	^{a,e}	25%	29%
	4+ Nights	69%	70%	75%	63%	60%	90%	100% ^{a,e}	71%	69%
	Total	440	373	324	52	5	10	1	221	402
SA	Mean	4.83	4.45	4.96	6.38	7.80	4.80	6.00 ^a	4.95	4.74
	Median	4	4	4	4	5	5	6 ^a	4	4

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OCCUPATION – Top Responses (10%+)



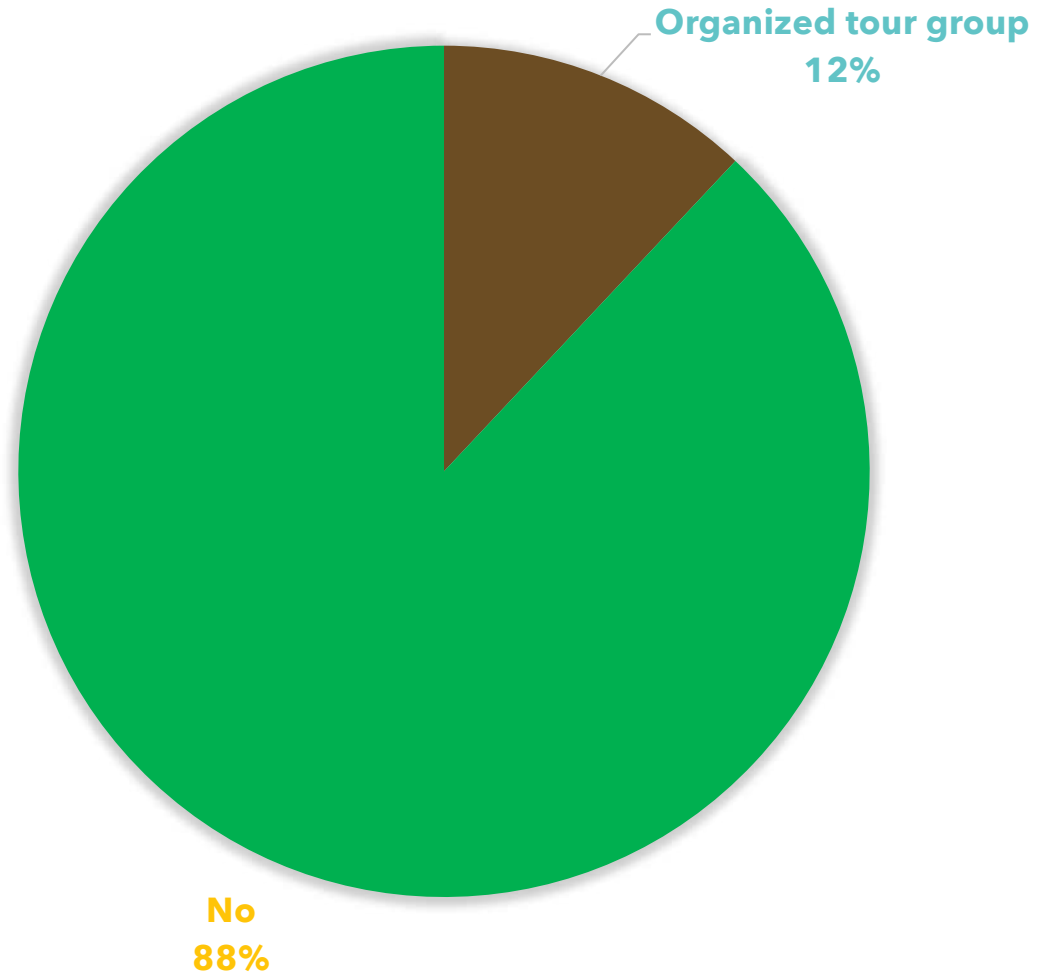


SECTION 2

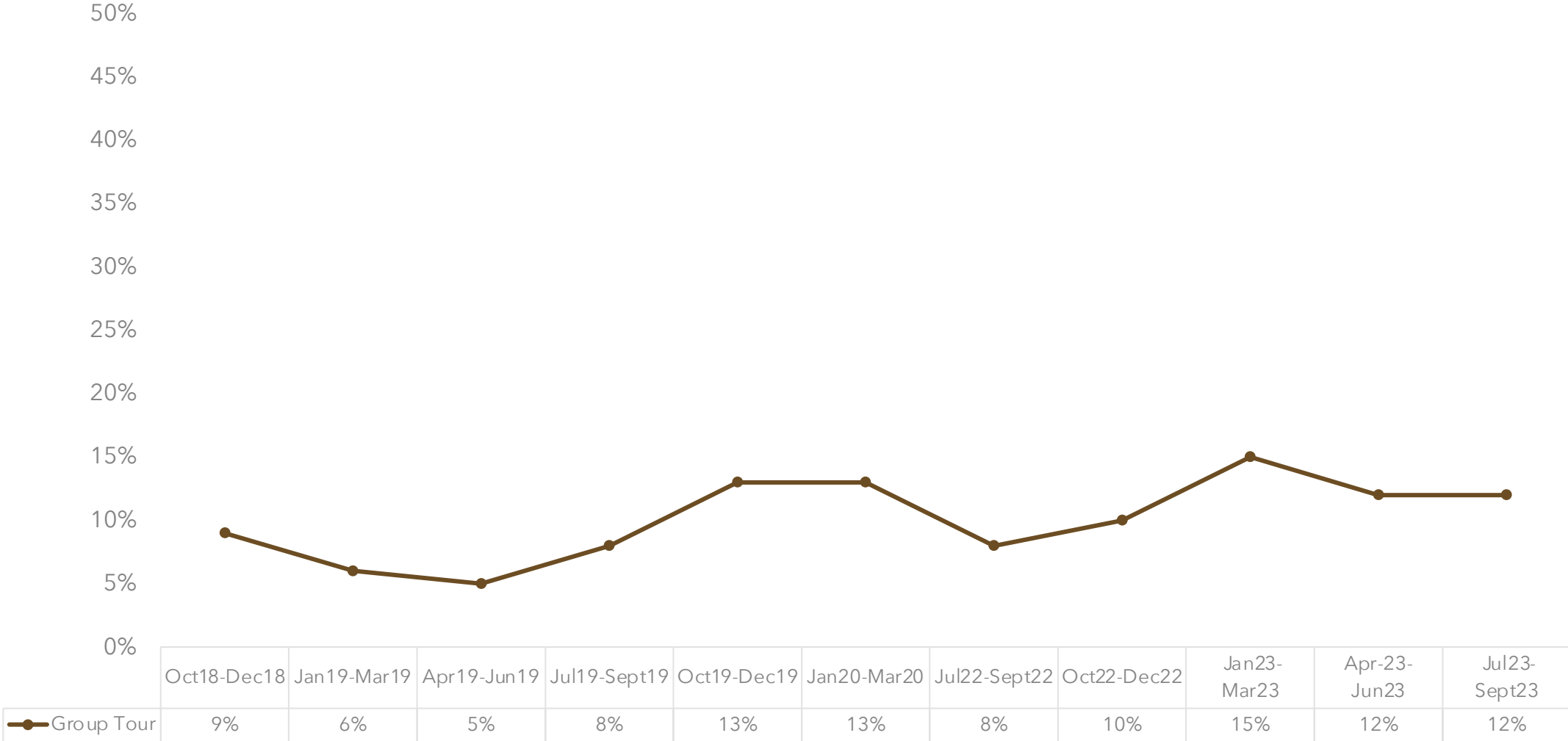
TRAVEL PLANNING



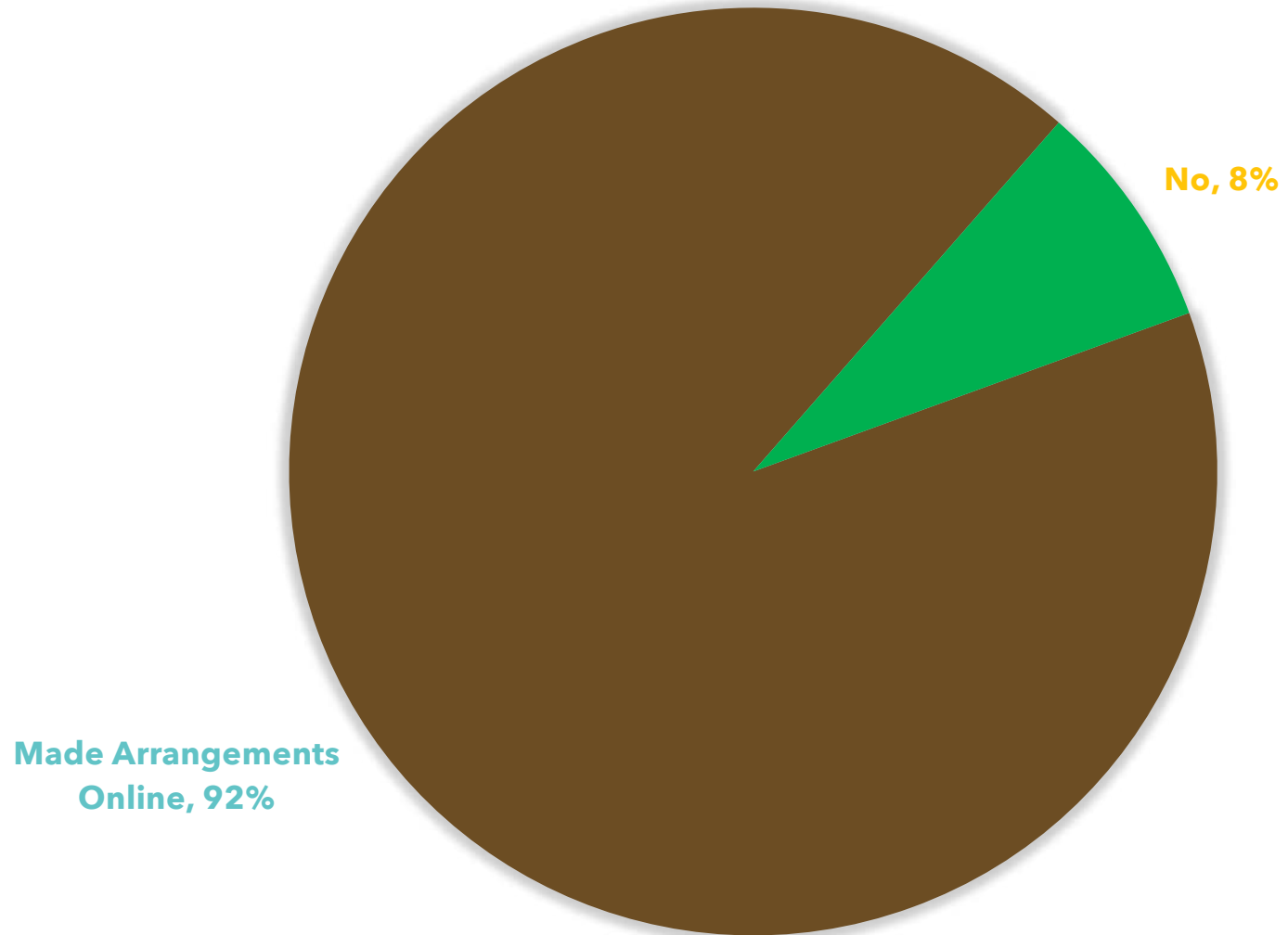
ORGANIZED TOUR GROUP



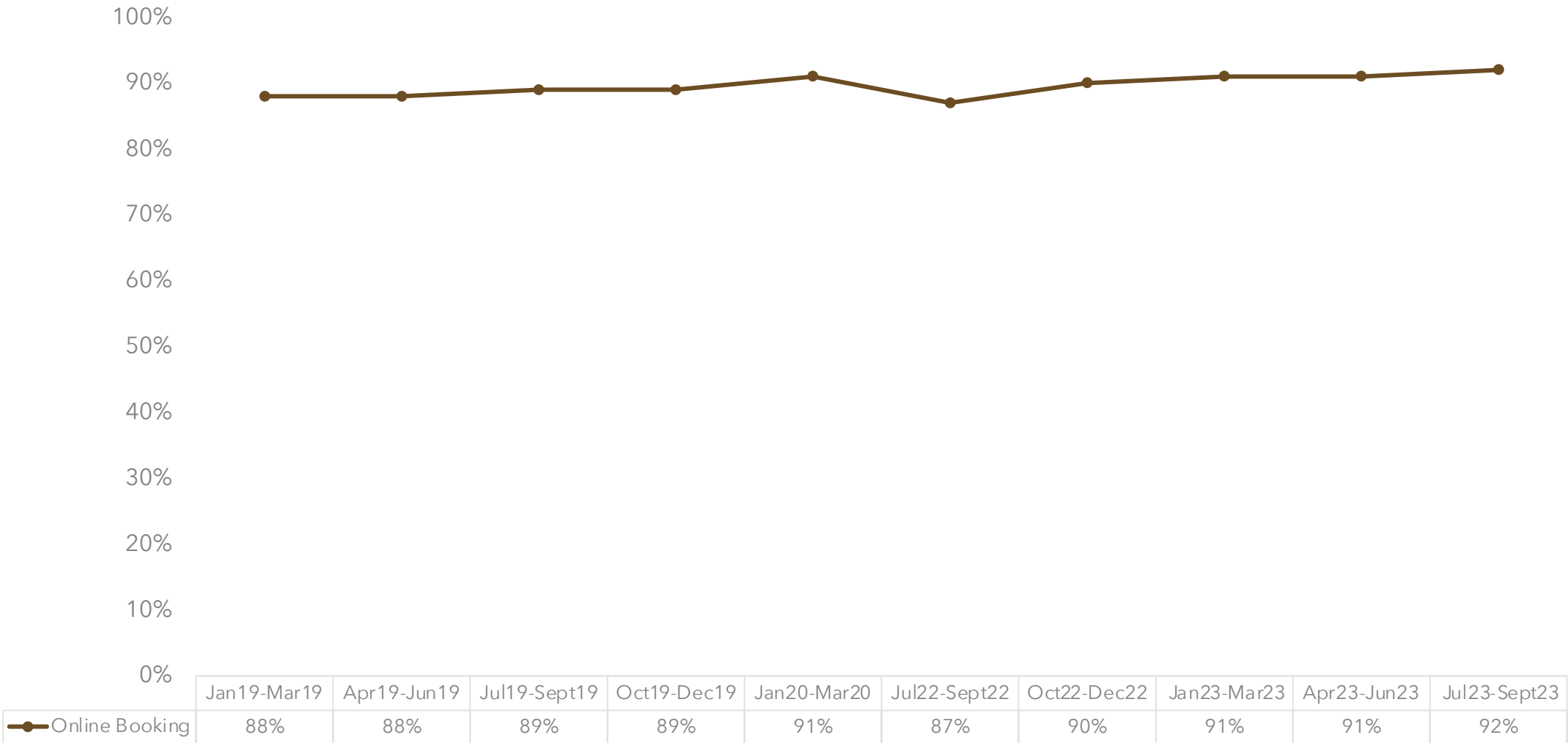
ORGANIZED TOUR GROUP – TRACKING



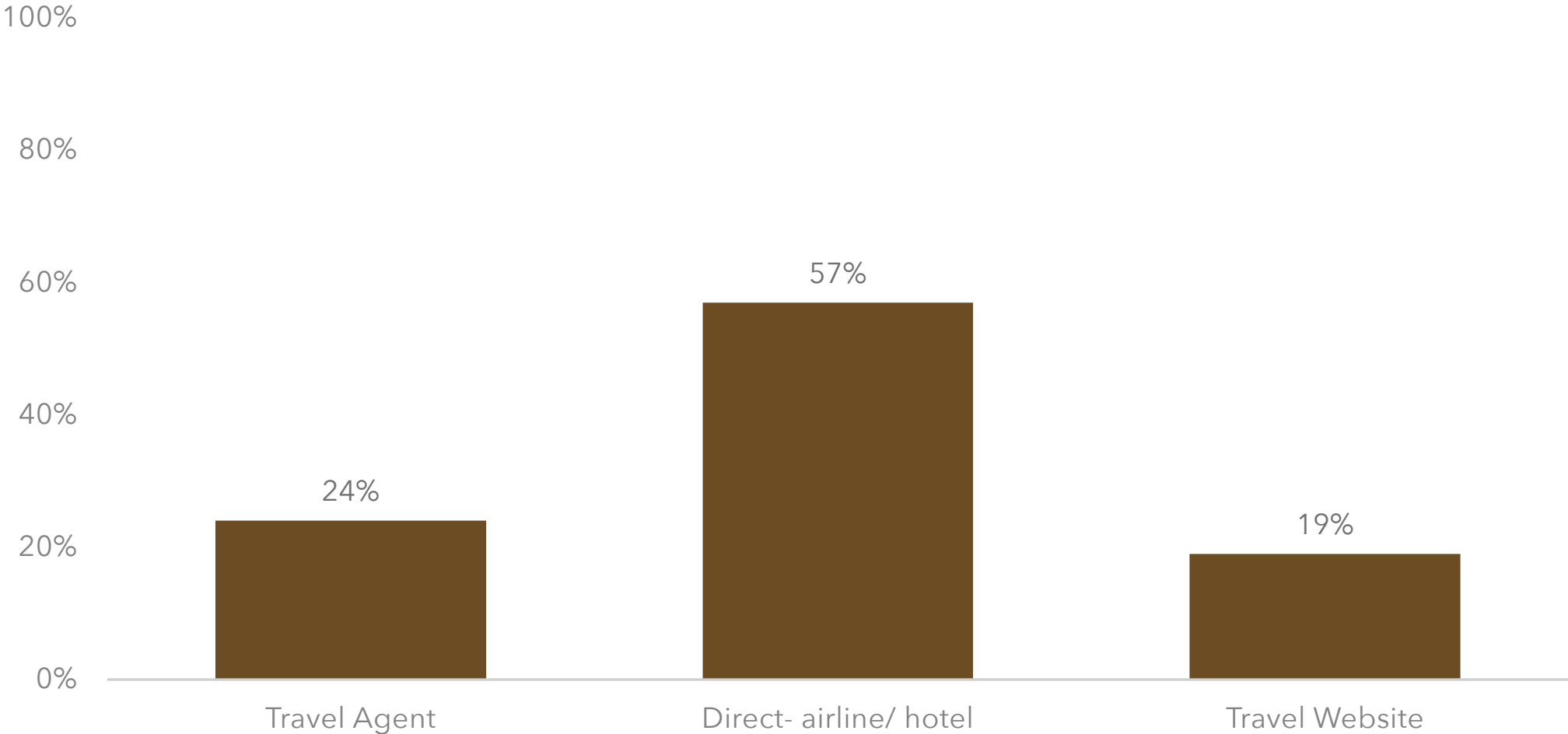
ONLINE BOOKING



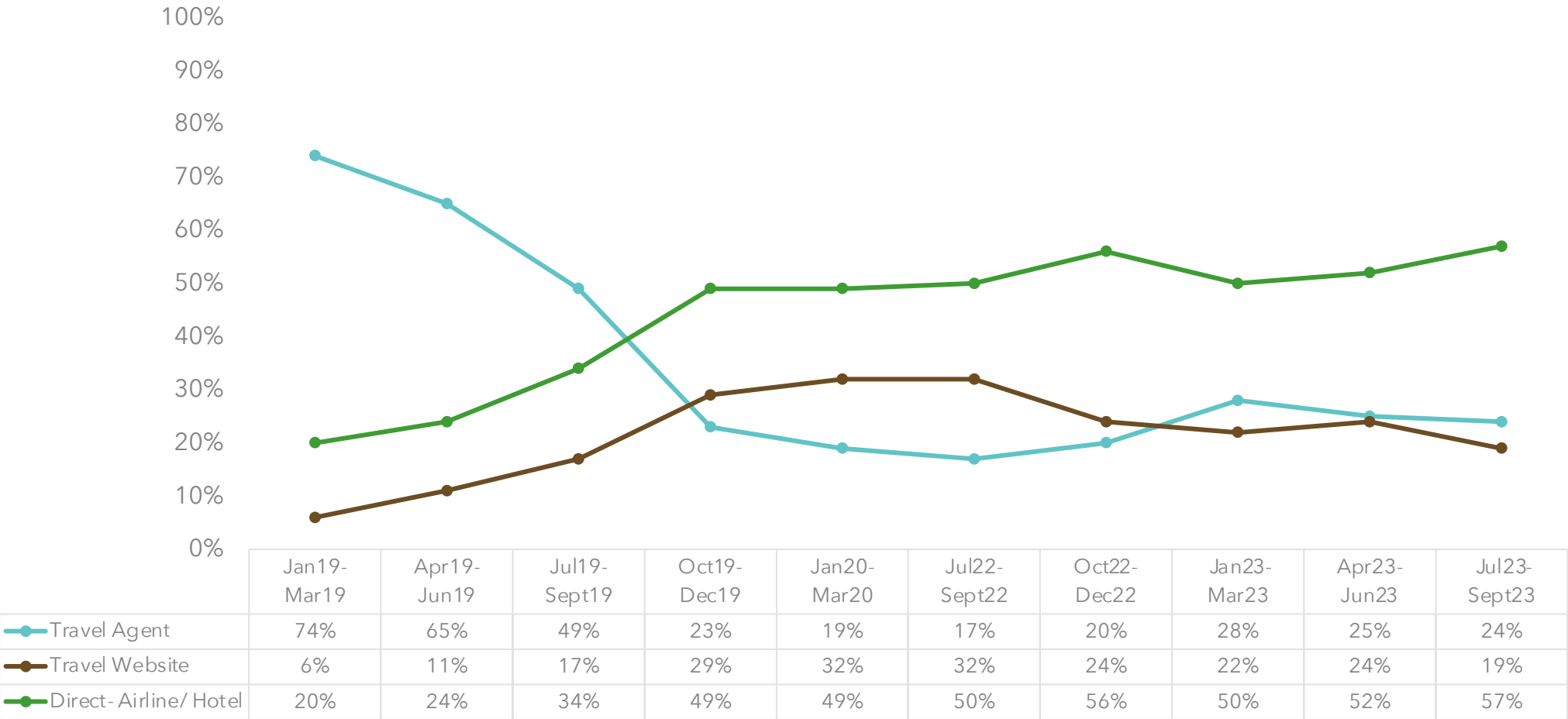
ONLINE BOOKING – TRACKING



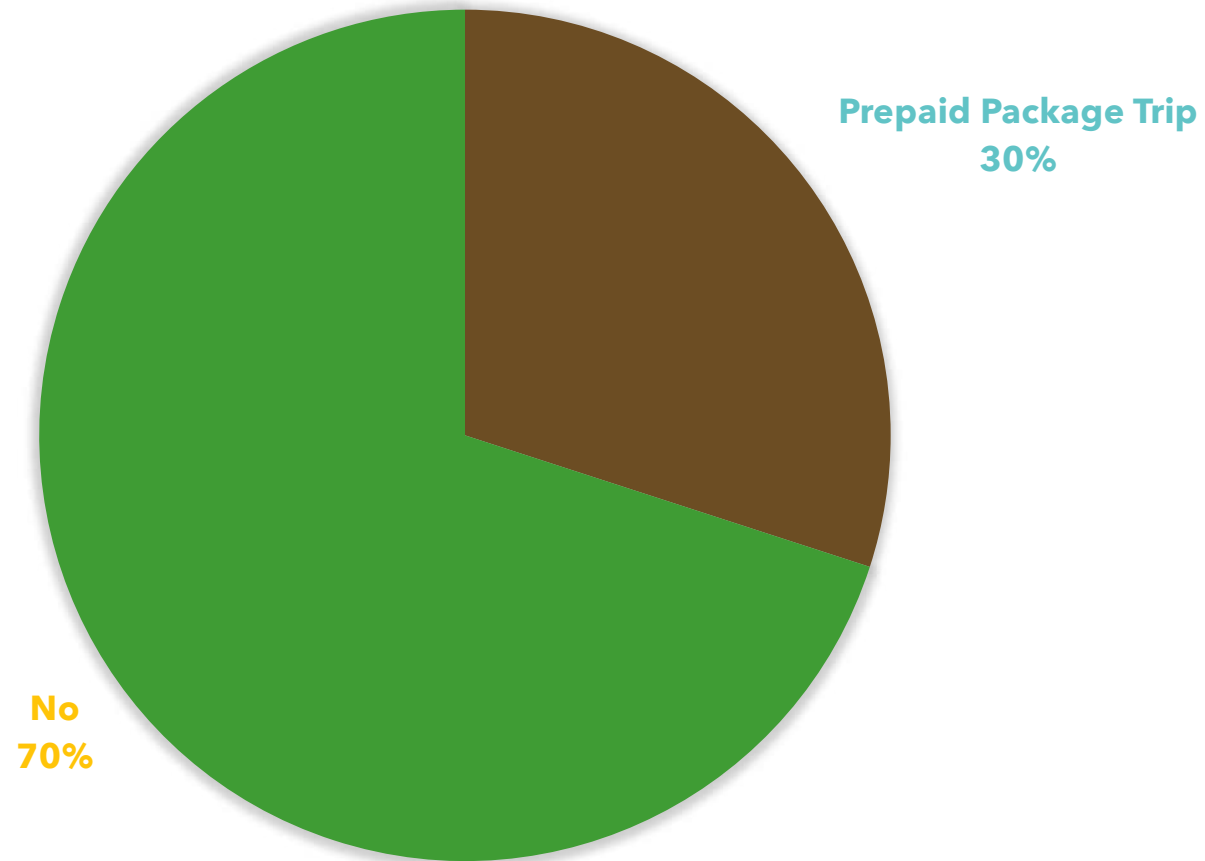
TRAVEL ARRANGEMENTS



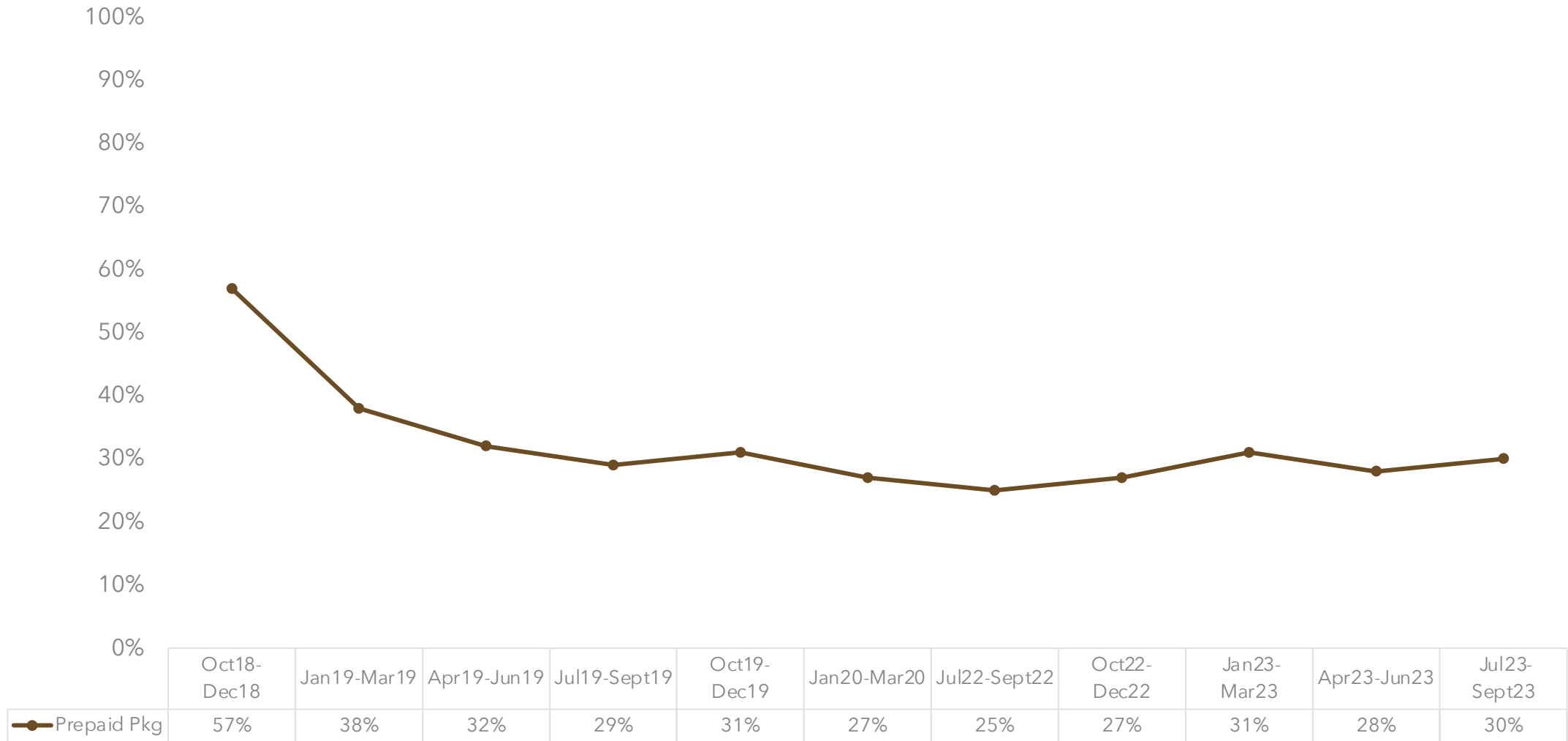
TRAVEL ARRANGEMENTS – TRACKING



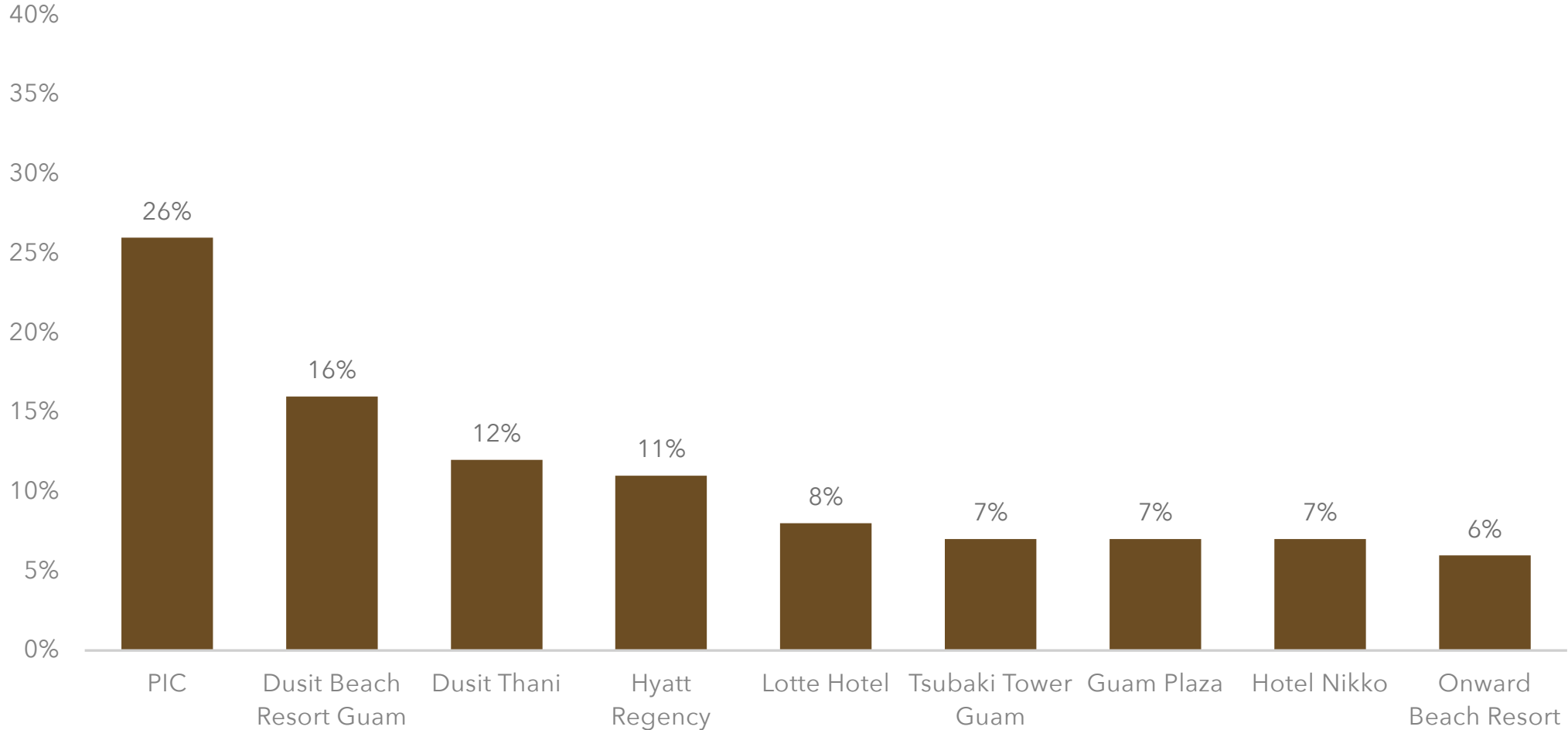
PREPAID PACKAGE TRIP



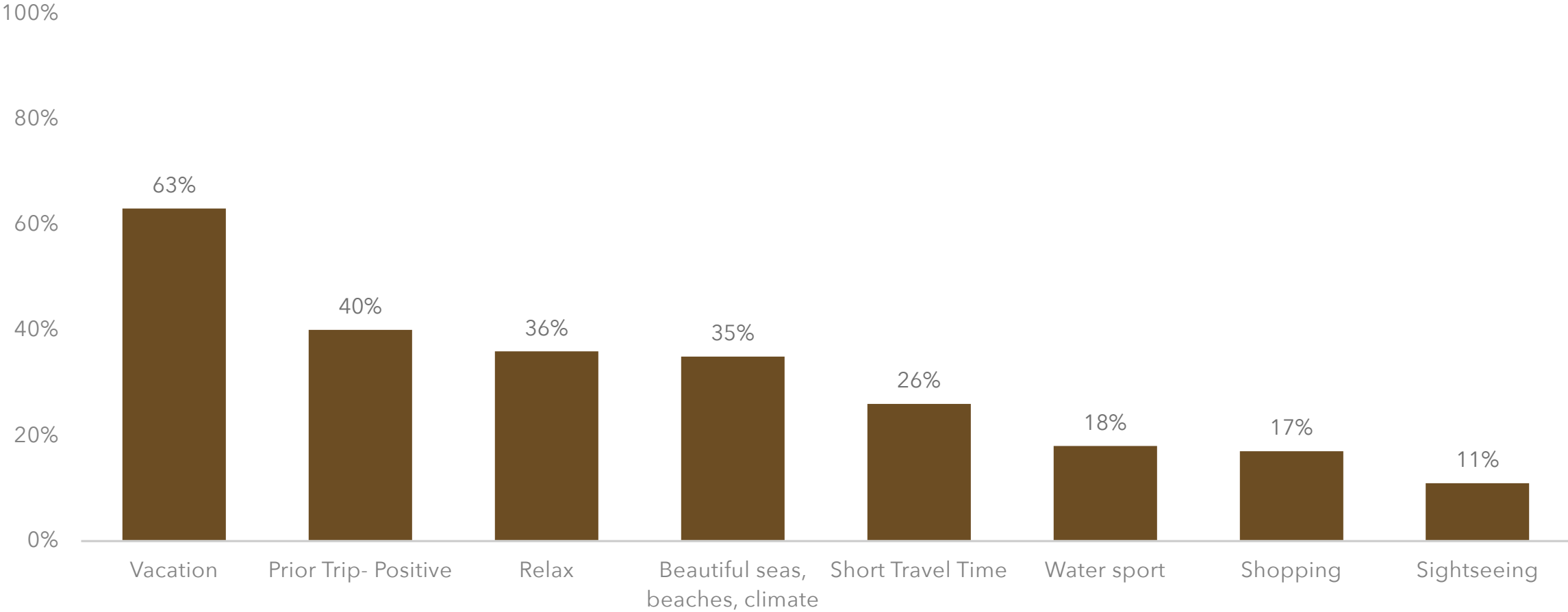
PREPAID PACKAGE TRIP



ACCOMMODATIONS (5%+)



TRAVEL MOTIVATIONS (10%+)



TRAVEL MOTIVATIONS – SEGMENTATION

	TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
	-	-	-	-	-	-	-	-	-
	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
Q8 Vacation	63%	65%	61%	60%	60%	60%	100% ^{a,b}	53%	69%
A previous visit	40%	42%	45%	23%	^a	10%	a,b	80%	38%
Just to relax	36%	36%	36%	42%	^a	20%	a,b	29%	40%
Beautiful seas, beaches, tropical climate	35%	38%	36%	29%	^a	20%	a,b	36%	39%
Short travel time (not too far from home)	26%	27%	27%	25%	^a	30%	a,b	24%	24%
Water sports (snorkeling, windsurfing, parasailing)	18%	17%	17%	15%	^a	^a	a,b	14%	17%
Shopping	17%	19%	15%	15%	20%	^a	a,b	17%	17%
Sightseeing/ visiting tourist spots	11%	11%	10%	15%	^a	^a	a,b	9%	12%
It is a safe place to spend a vacation	7%	8%	7%	4%	^a	^a	a,b	6%	7%
To golf	3%	2%	4%	4%	^a	10%	a,b	4%	2%
Scuba diving	3%	1%	3%	2%	^a	^a	a,b	1%	2%
Honeymoon	2%	2%	2%	2%	^a	100% ^a	100% ^{a,b}	1%	2%
To visit friends or relatives	2%	2%	3%	^a	^a	10%	a,b	3%	2%
Company/ business trip	2%	^a	2%	6%	60%	^a	a,b	3%	1%
Social Media networks	2%	2%	2%	4%	^a	^a	a,b	0%	2%
Price of the tour package	2%	2%	^a	4%	^a	^a	a,b	1%	1%
Recommendation of friend/ relative/ travel agency	2%	2%	2%	6%	^a	10%	a,b	^a	2%
Organized sporting activity/ event	2%	1%	2%	^a	^a	^a	a,b	2%	1%
School trip	1%	0%	1%	8%	^a	^a	a,b	1%	1%
Convention/ conference/ trade show/ meeting	1%	^a	1%	4%	60%	^a	a,b	^a	0%
Government or military	1%	1%	1%	^a	^a	^a	a,b	0%	0%
Incentive trip	0%	0%	1%	^a	40%	^a	a,b	0%	0%
Adventure	0%	0%	1%	^a	^a	^a	a,b	1%	0%
Career certification/ testing	0%	0%	0%	^a	^a	^a	a,b	0%	0%
To Get Married/ attend Wedding	0%	0%	0%	^a	^a	10%	100% ^{a,b}	^a	0%
Total	440	373	324	52	5	10	1	221	402

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b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

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





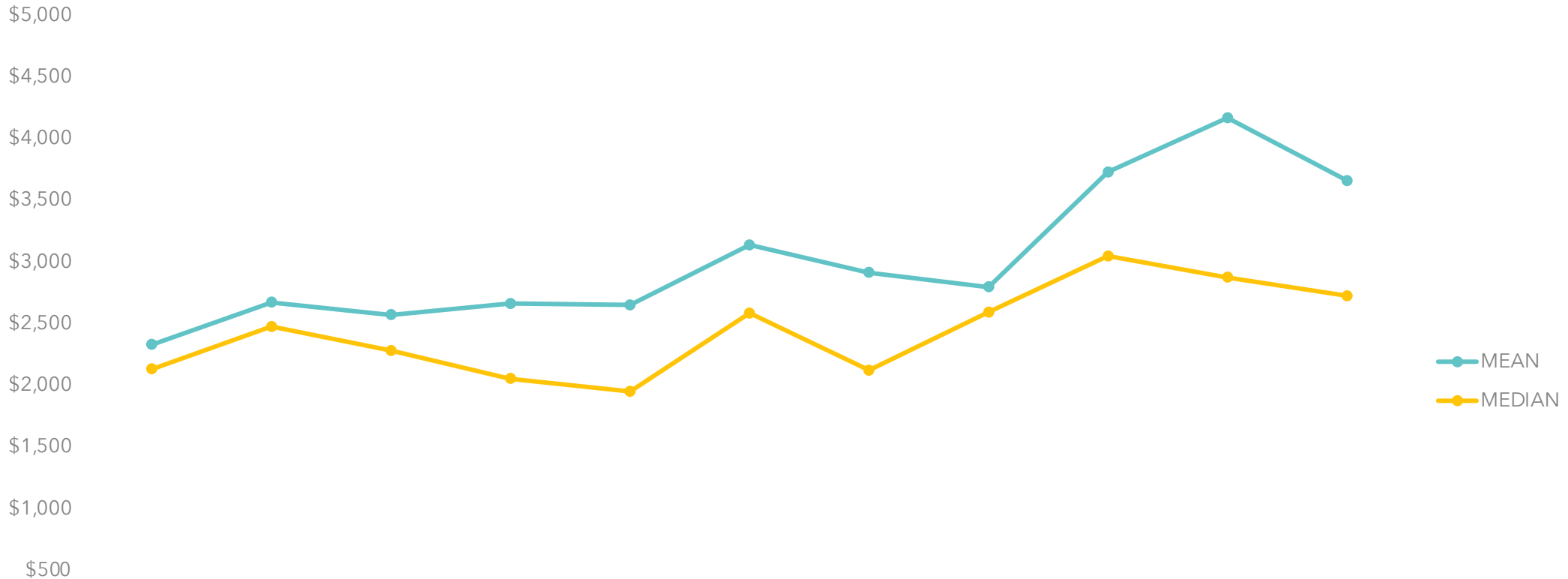
SECTION 3
EXPENDITURES



PREPAID PACKAGE EXPENDITURES

- \$3,656.88 = overall mean average prepaid package expense (for entire travel party) by respondent
- \$942.59 = overall mean average **per person** prepaid package expenditures

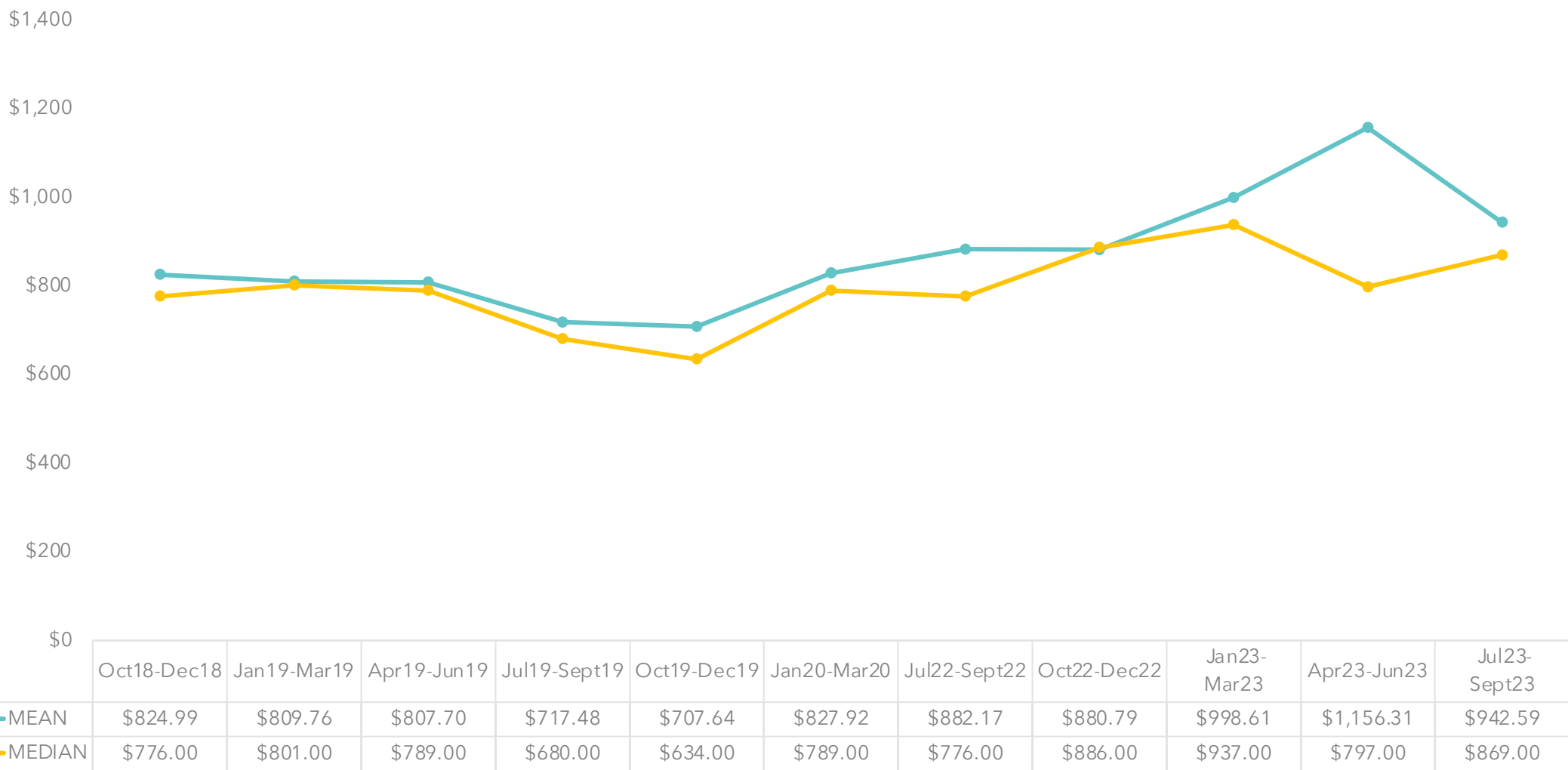
PREPAID PACKAGE – TRAVEL PARTY EXPENSE TRACKING



	Oct18- Dec18	Jan19- Mar19	Apr19- Jun19	Jul19- Sept19	Oct19- Dec19	Jan20- Mar20	Jul22- Sept22	Oct22- Dec22	Jan23- Mar23	Apr23- Jun23	Jul23- Sept23
MEAN	\$2,326.86	\$2,670.15	\$2,568.95	\$2,660.05	\$2,648.03	\$3,134.55	\$2,911.19	\$2,794.74	\$3,726.36	\$4,165.67	\$3,656.88
MEDIAN	\$2,129.00	\$2,473.00	\$2,279.00	\$2,052.00	\$1,948.00	\$2,582.00	\$2,119.00	\$2,590.00	\$3,046.00	\$2,873.00	\$2,723.00



PREPAID PACKAGE – PER PERSON EXPENSE TRACKING



PREPAID PACKAGE – PER PERSON EXPENSE SEGMENTATION

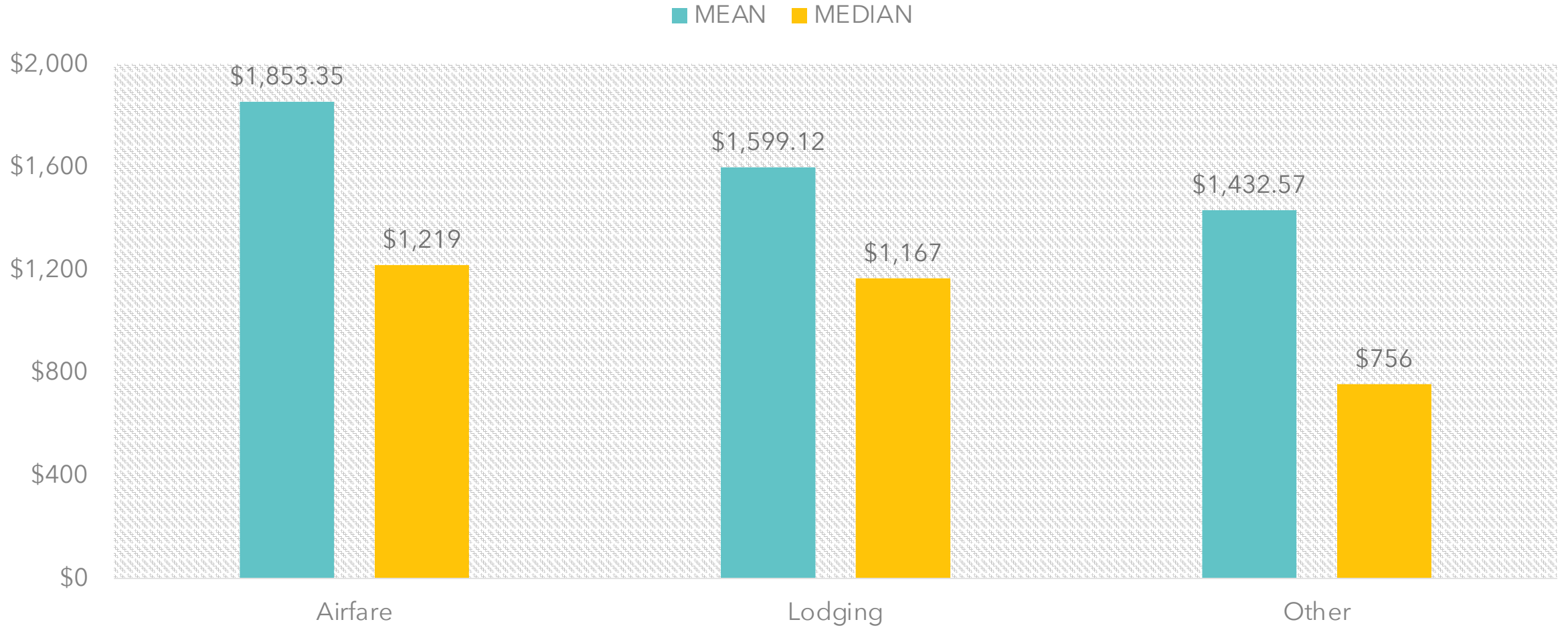
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		-	-	-	-	-	-	-	-	-
		(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
PREPAID PKG TRIP/ PER PERSON IN \$	Mean	\$942.59	\$974.10	\$970.11	\$735.88	\$0.00	\$1,099.97	.	\$1,046.02	\$956.10
	Median	\$869	\$882	\$1,022	\$853	\$0	\$1,100	.	\$856	\$869

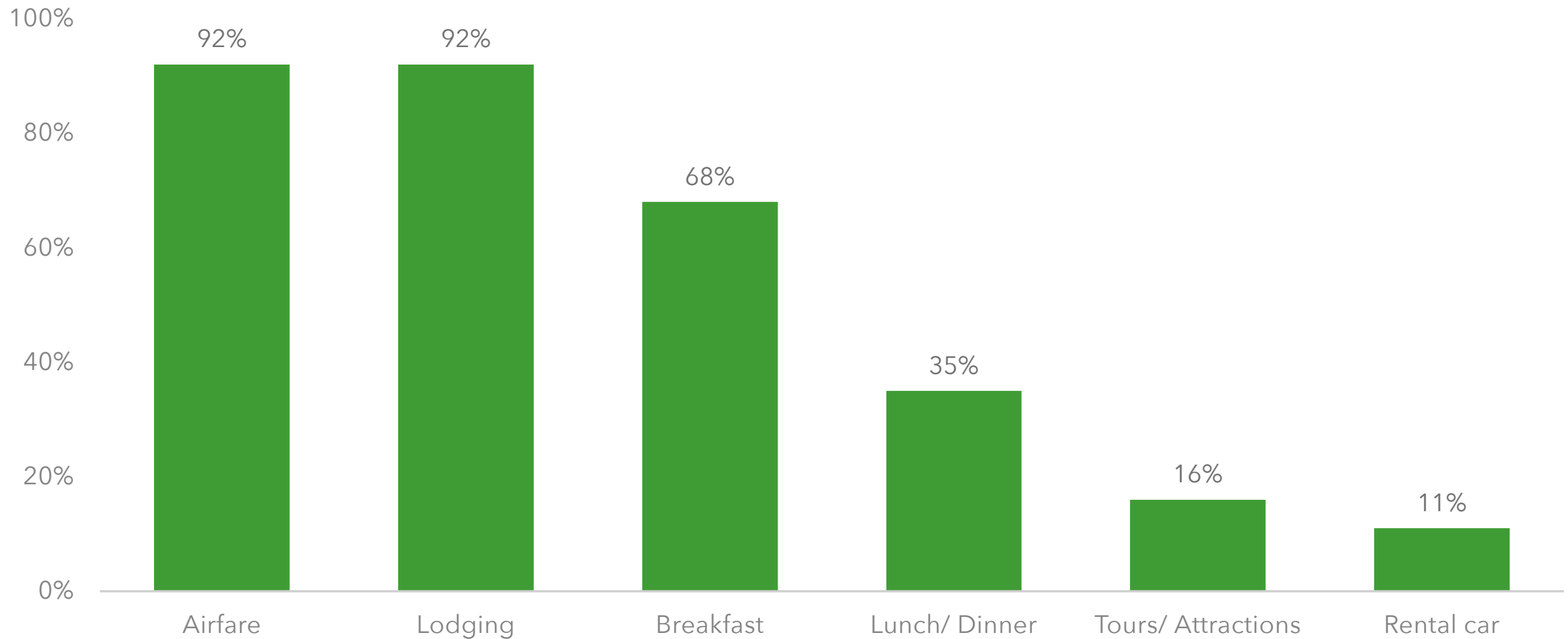
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PREPAID PACKAGE – BREAKDOWN



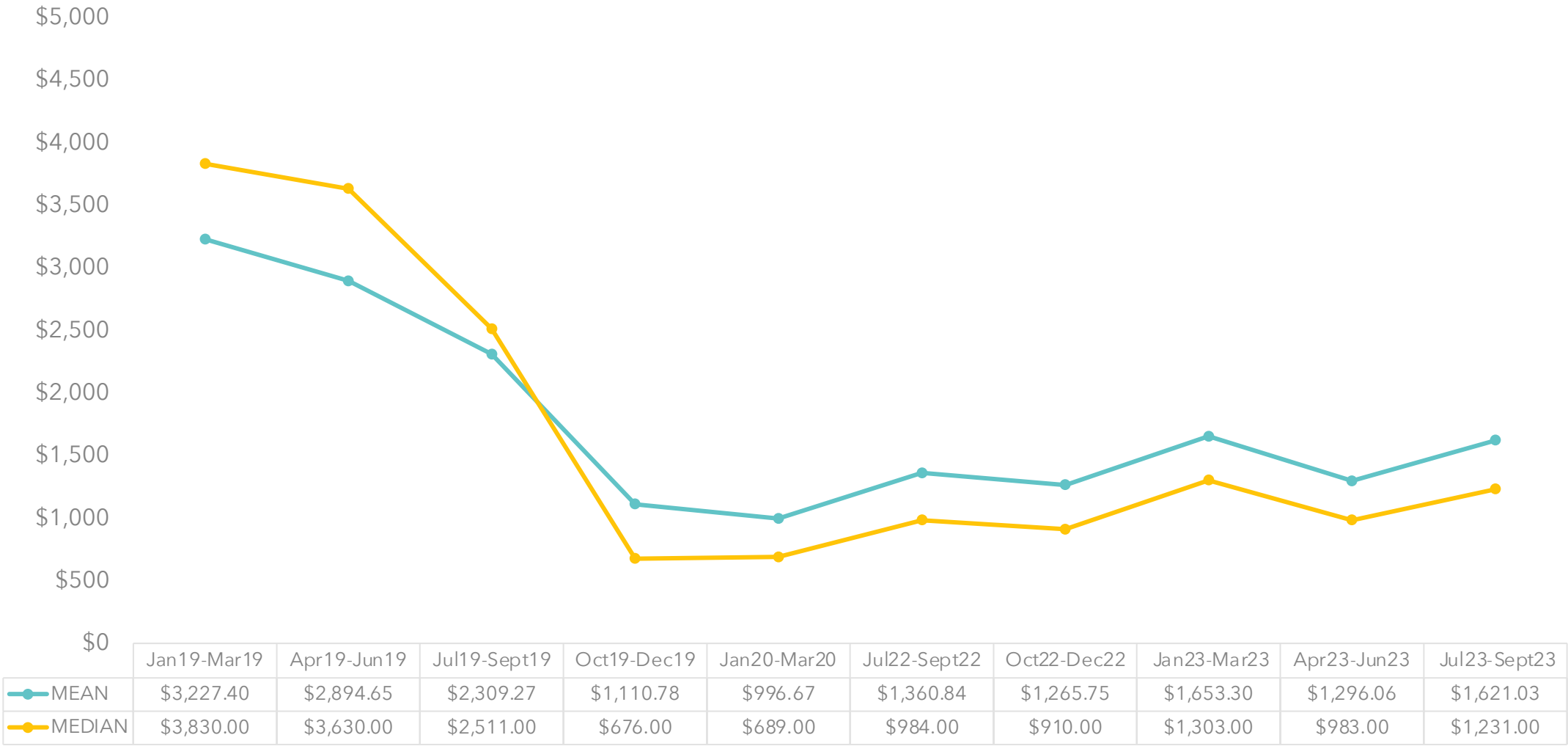
PREPAID PACKAGE – BREAKDOWN



AIRFARE – FIT TRAVELER

- \$1,621.03 = overall mean average airfare expense (for entire travel party) by respondent
- \$478.48 = overall mean average **per person** airfare expenditures

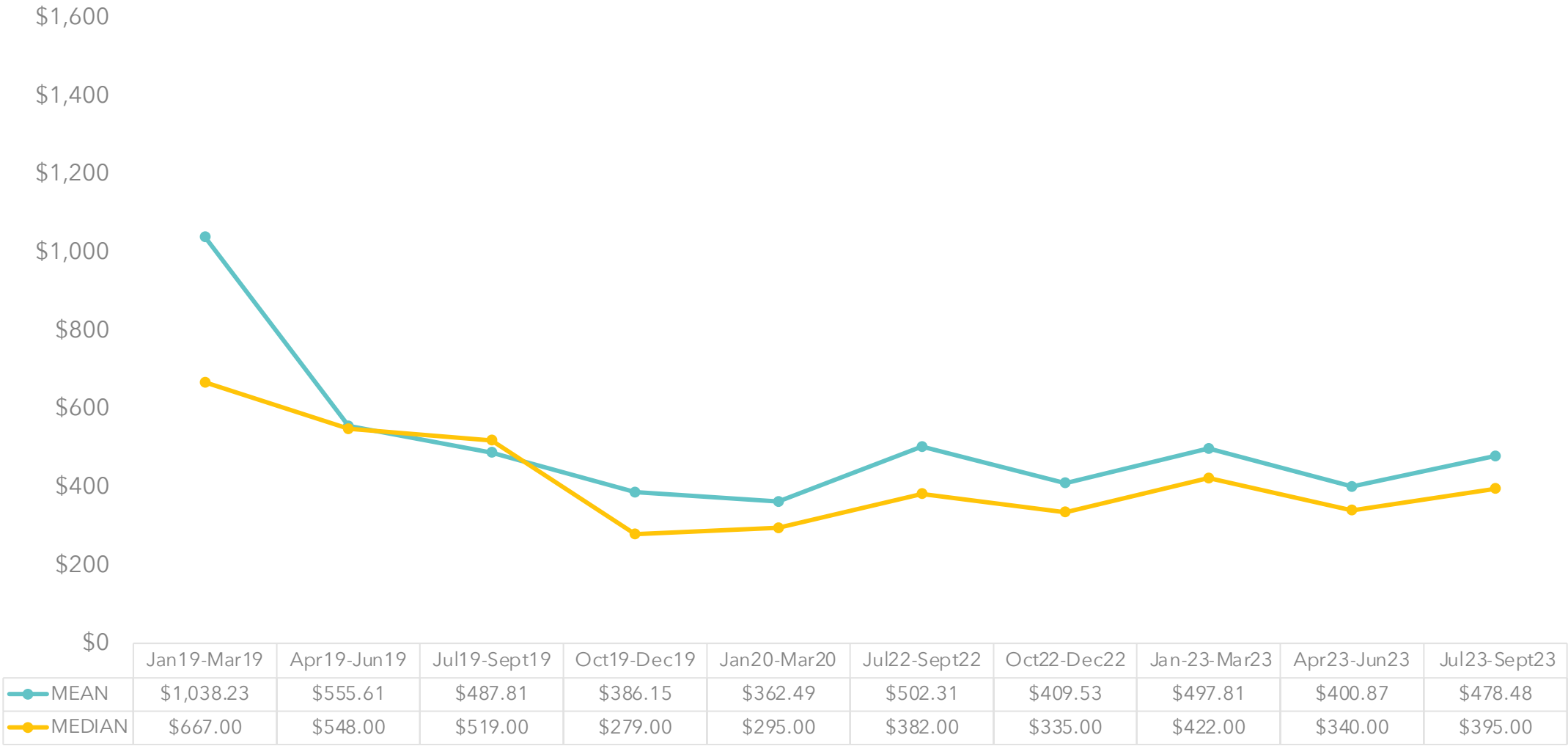
AIRFARE – FIT TRAVELER (GROUP) TRACKING



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



AIRFARE – FIT TRAVELER (Per Person) TRACKING



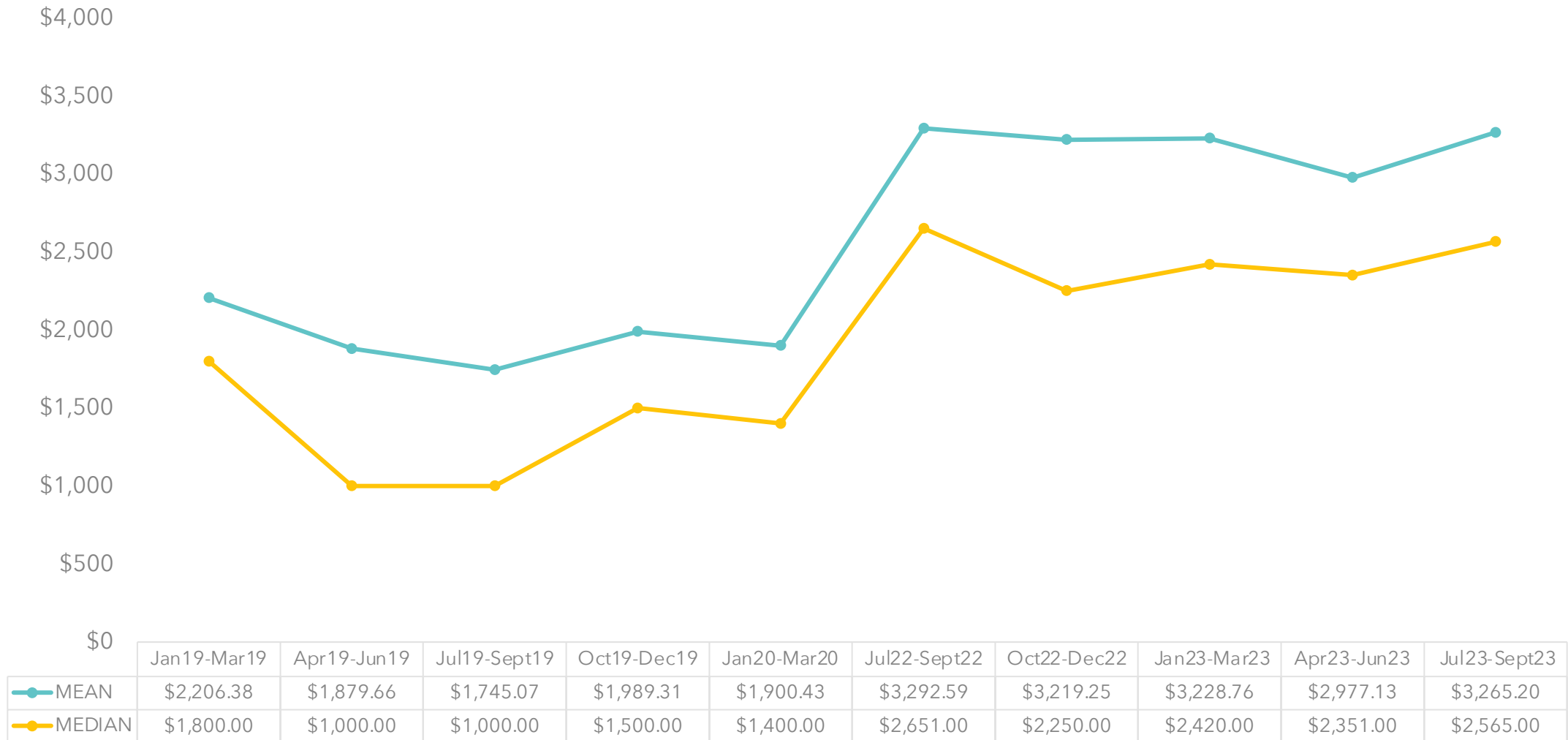
Q: How much did the total did you and your family/ travel party pay for the airline trip costs to Guam (if not included as part of a package)?



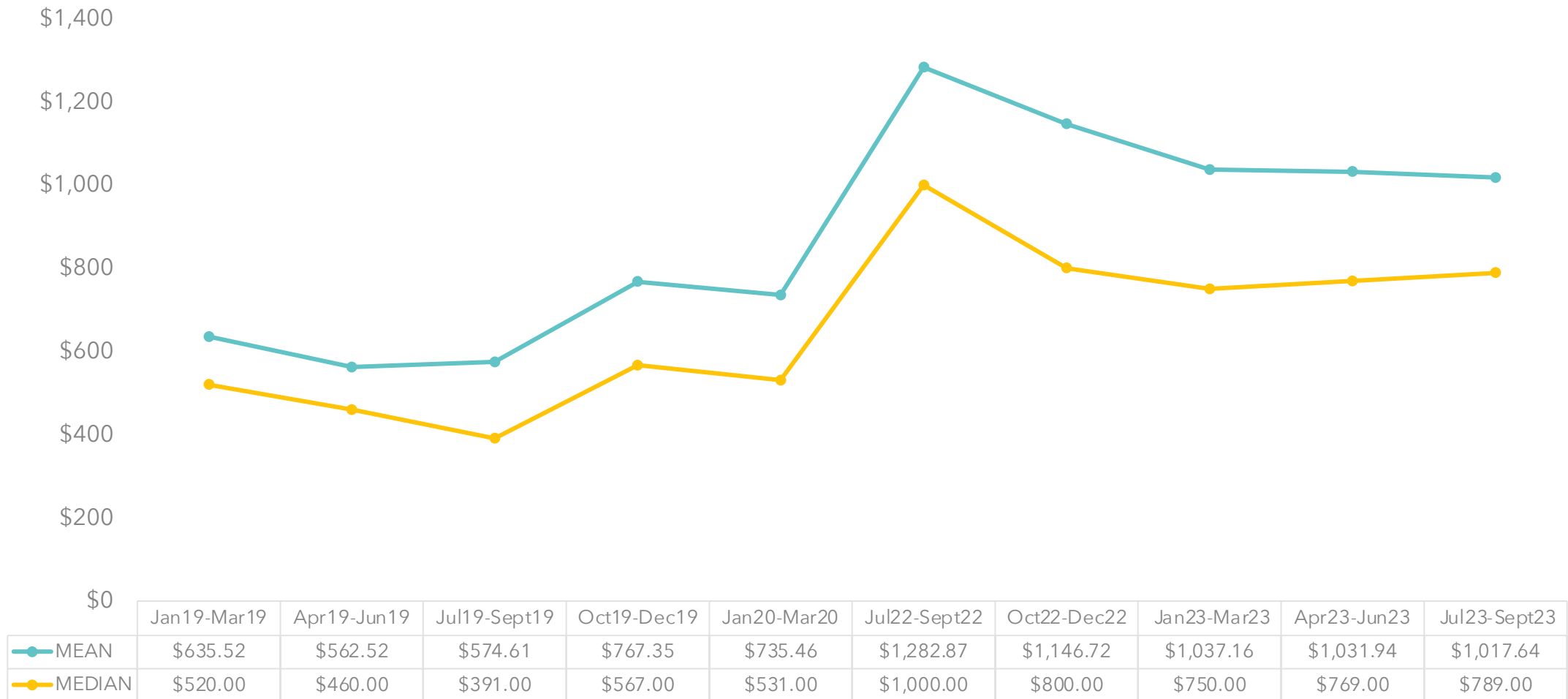
ONISLE EXPENDITURES

- \$3,265.20 = overall mean average expense (for entire travel party) by respondent
- \$1,017.64 = overall mean average **per person** expenditures

ONISLE – TRAVEL PARTY TRACKING

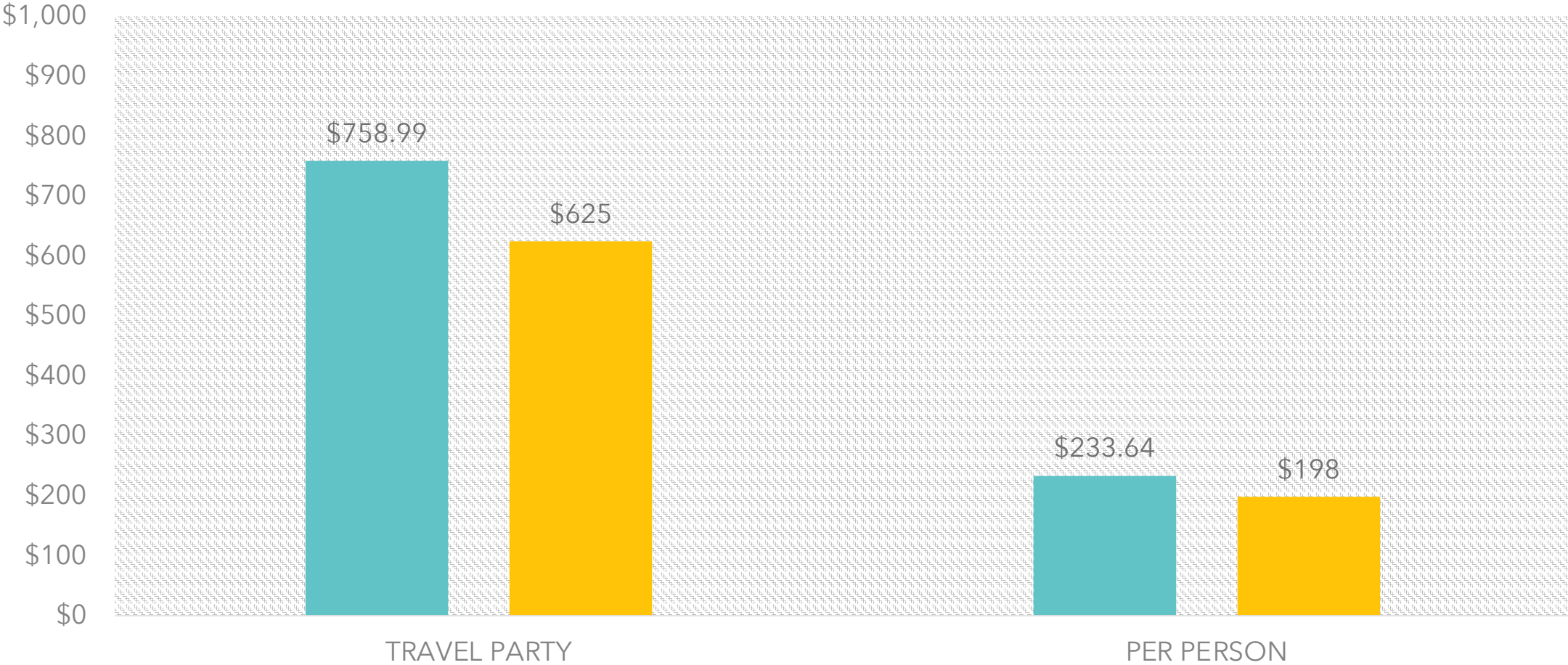


ONISLE – PER PERSON TRACKING

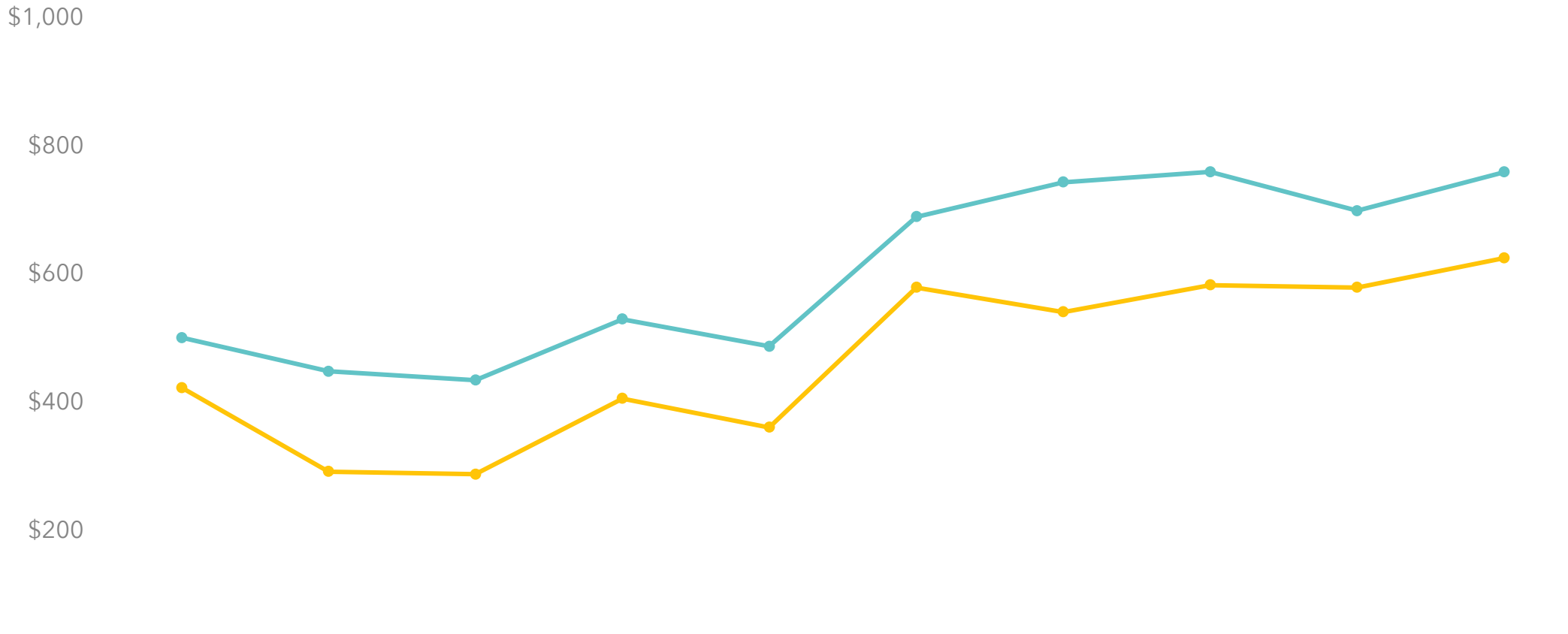


ONISLE – PER DAY SPENDING

■ MEAN ■ MEDIAN



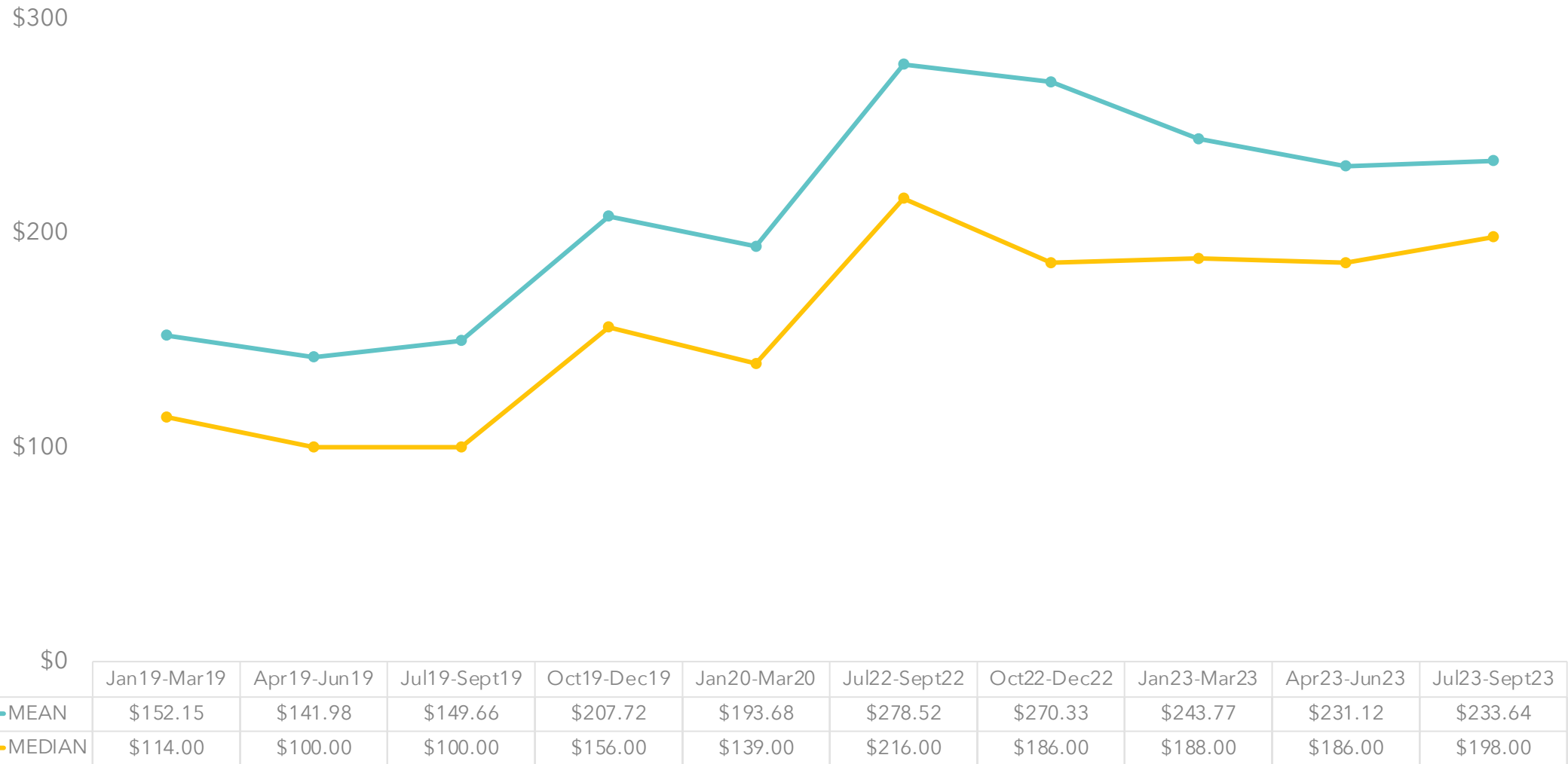
ONISLE – TRAVEL PARTY/ PER DAY TRACKING



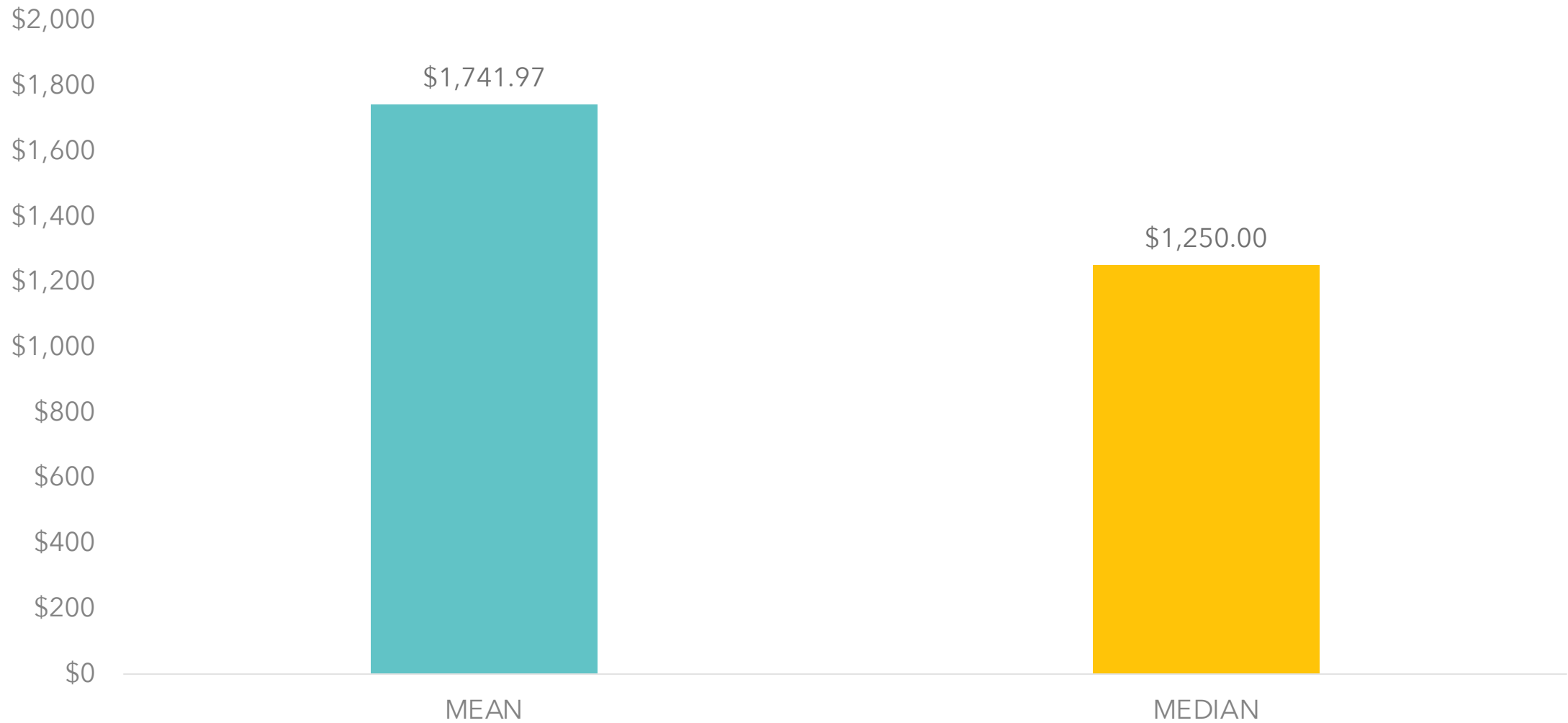
	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22	Jan23-Mar23	Apr23-Jun23	Jul23-Sept23
MEAN	\$500.72	\$448.17	\$434.55	\$529.79	\$487.23	\$689.45	\$743.23	\$759.50	\$698.89	\$758.99
MEDIAN	\$423.00	\$292.00	\$288.00	\$406.00	\$361.00	\$579.00	\$541.00	\$583.00	\$579.00	\$625.00



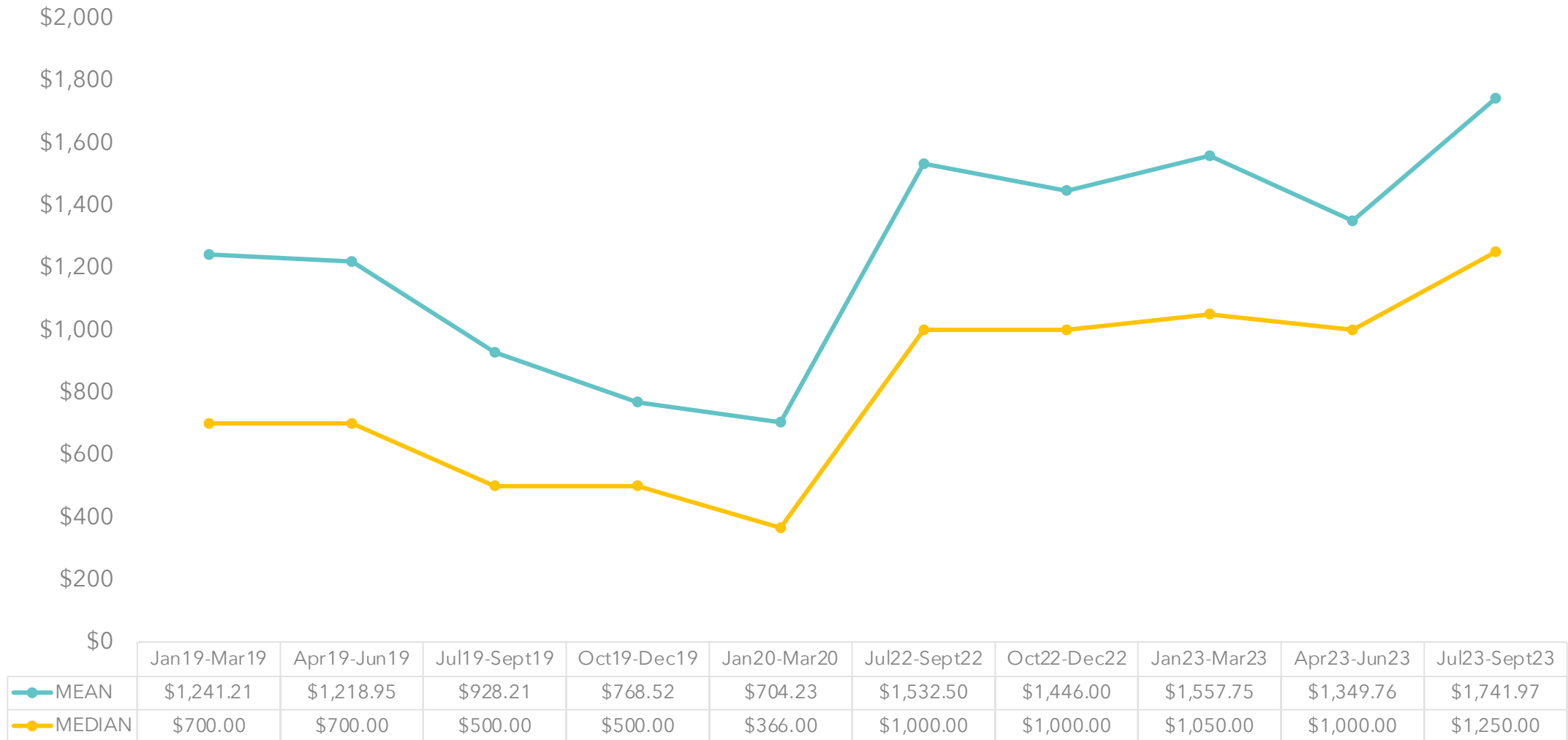
ONISLE – PER PERSON/ PER DAY TRACKING



ONISLE – ACCOMMODATIONS

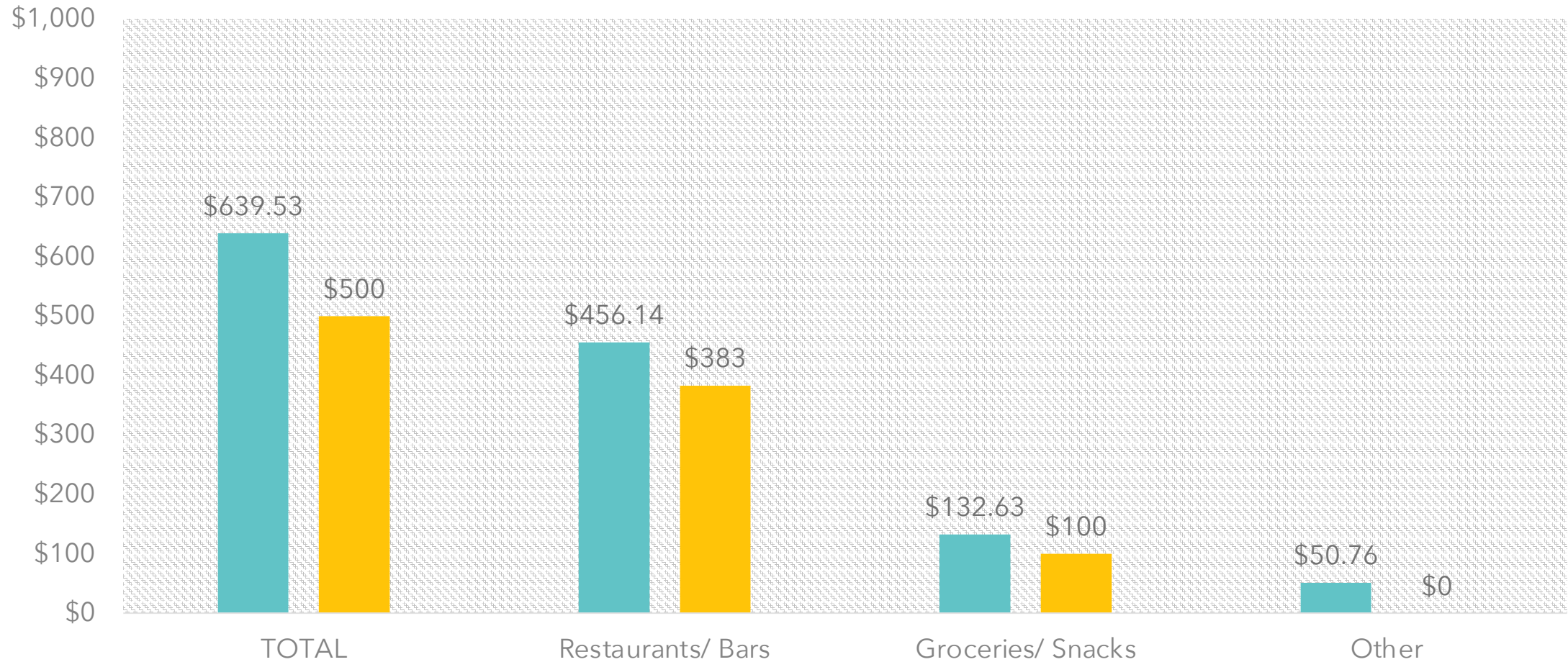


ONISLE – ACCOMMODATIONS TRACKING

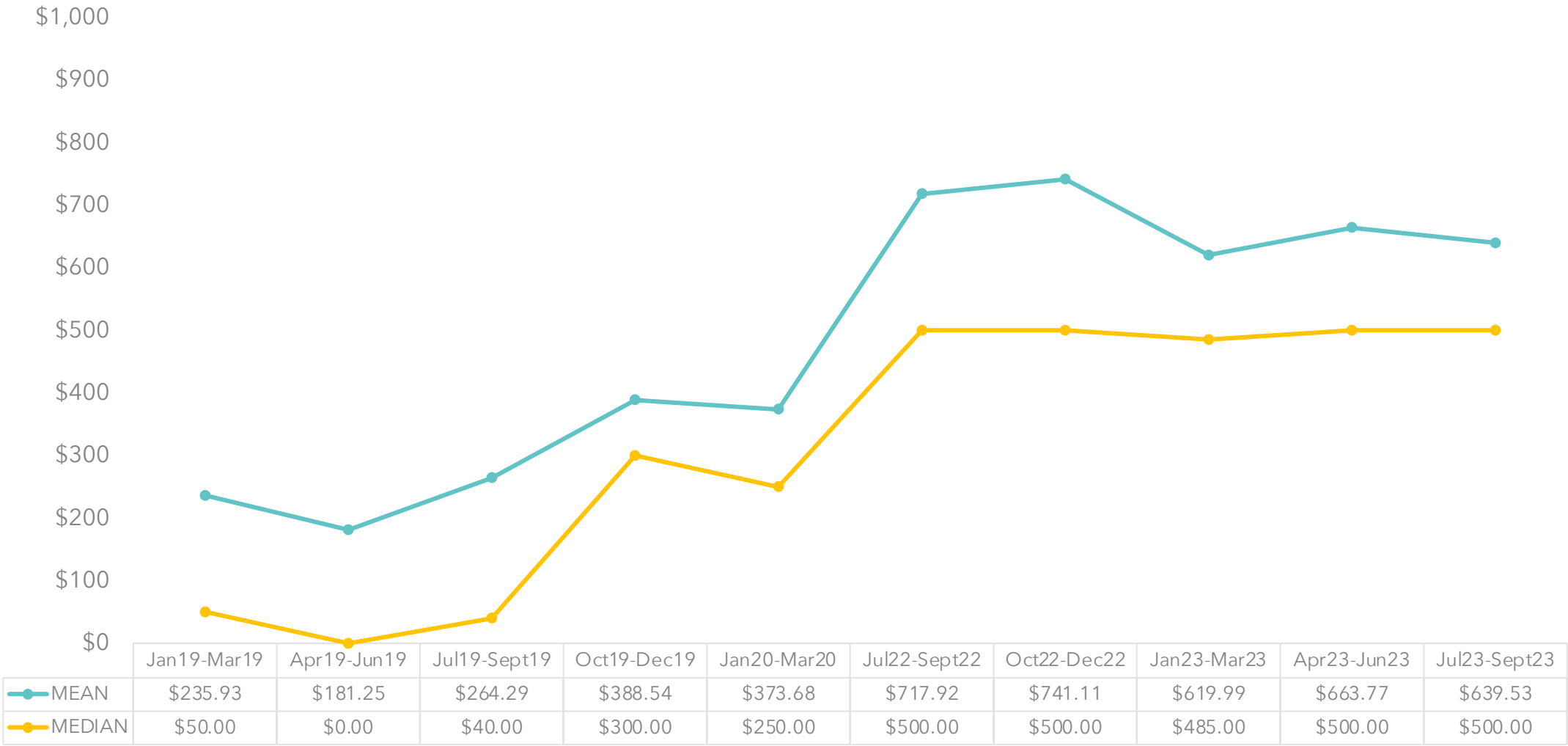


ONISLE – FOOD & BEVERAGE

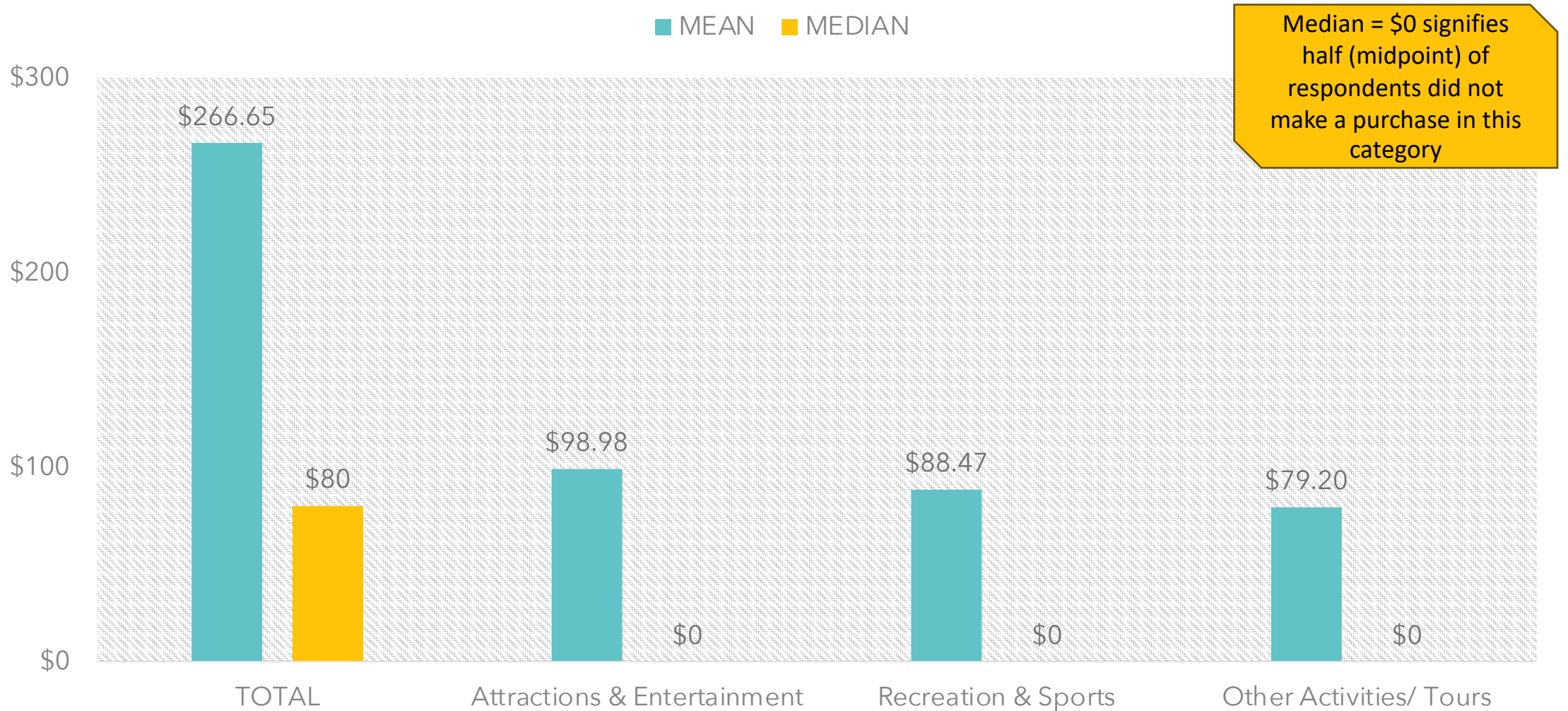
■ MEAN ■ MEDIAN



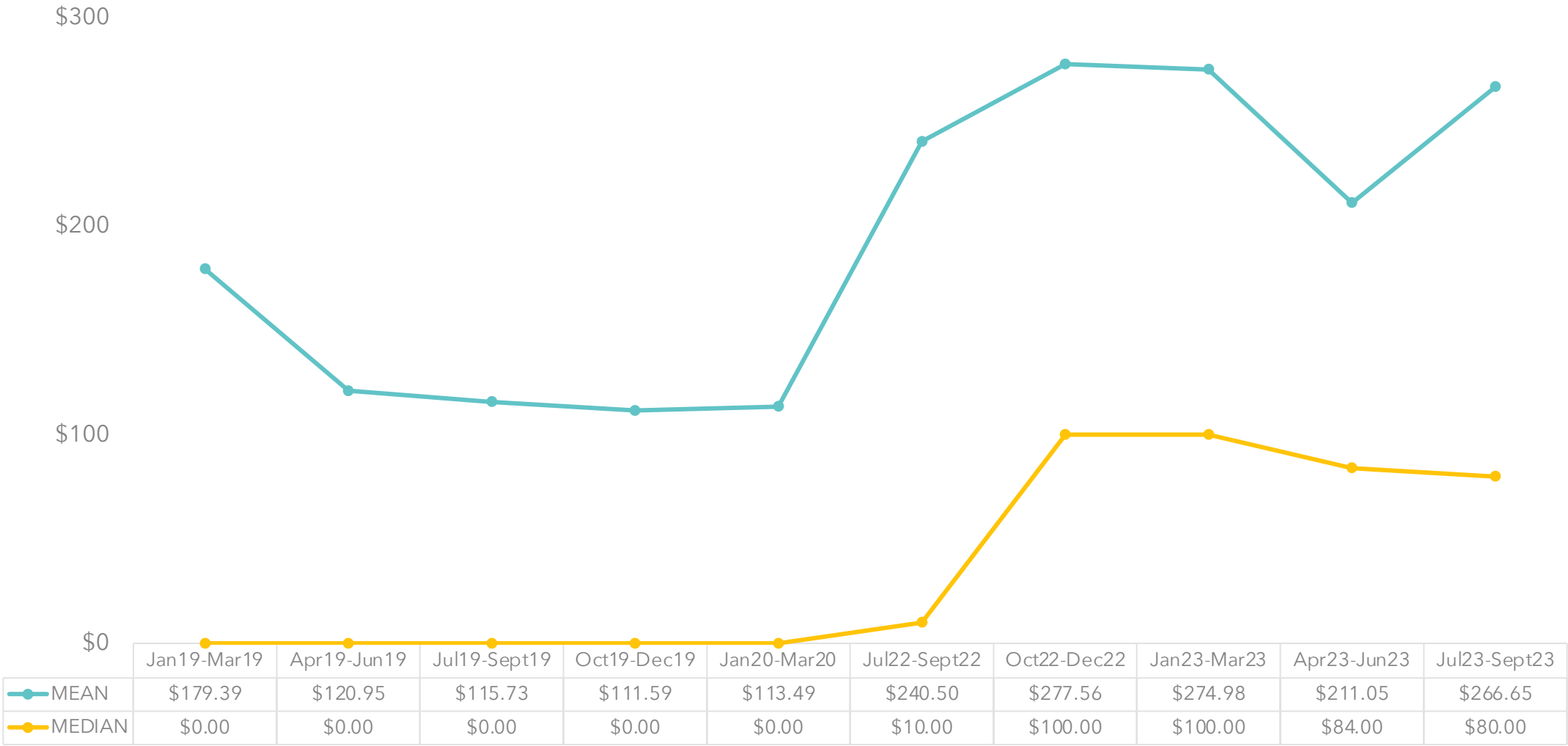
ONISLE – TOTAL FOOD & BEVERAGE TRACKING



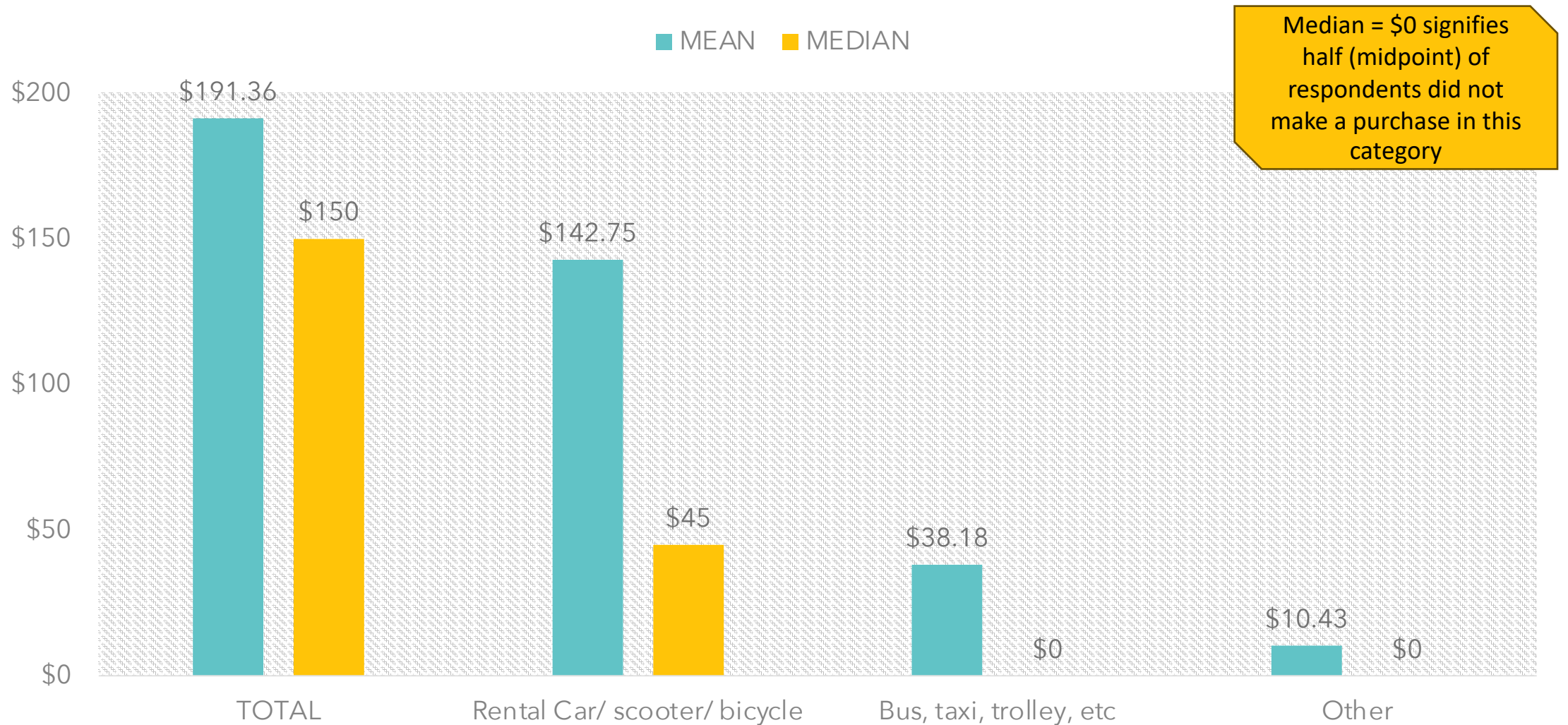
ONISLE – ENTERTAINMENT & RECREATION



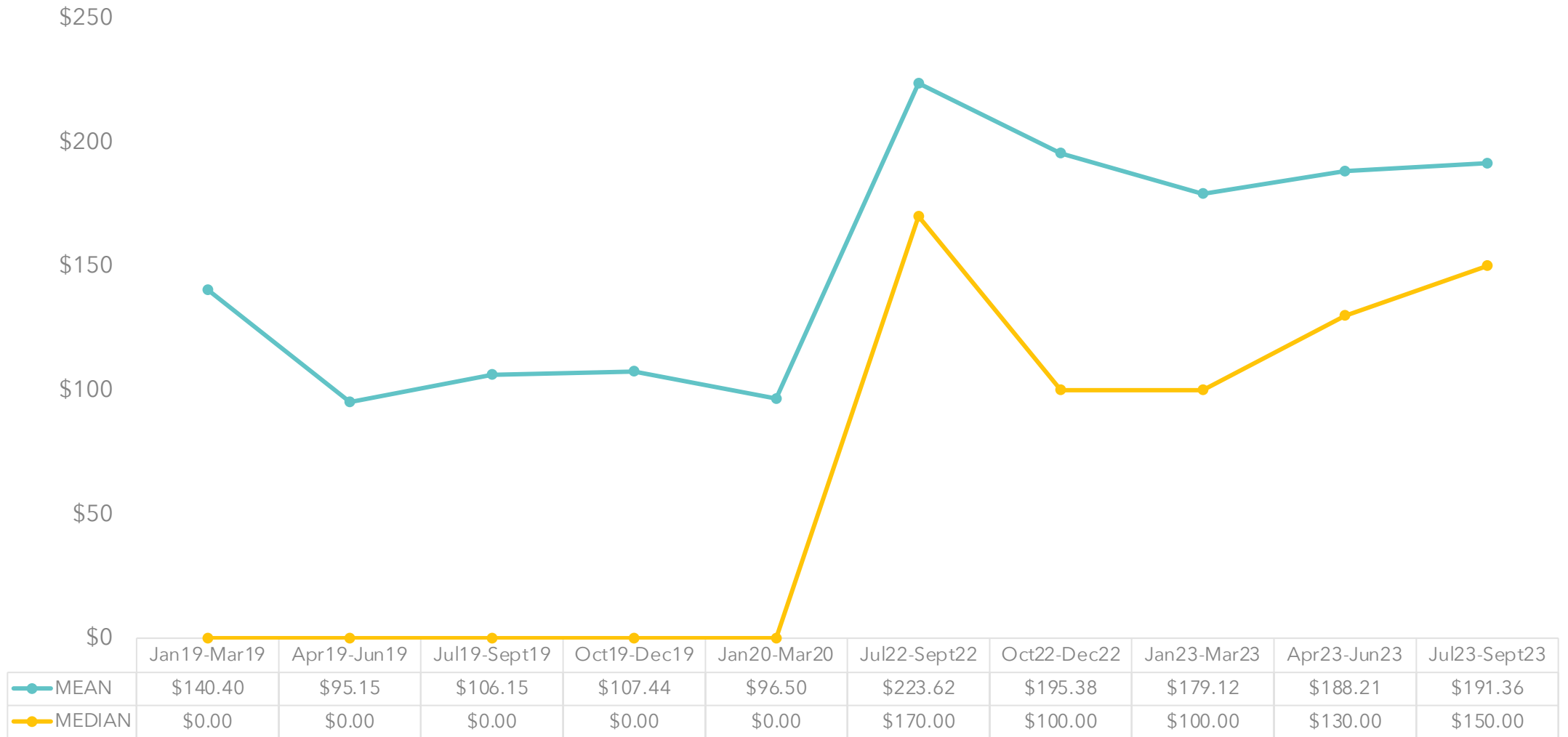
ONISLE – TOTAL ENTERTAINMENT & RECREATION TRACKING



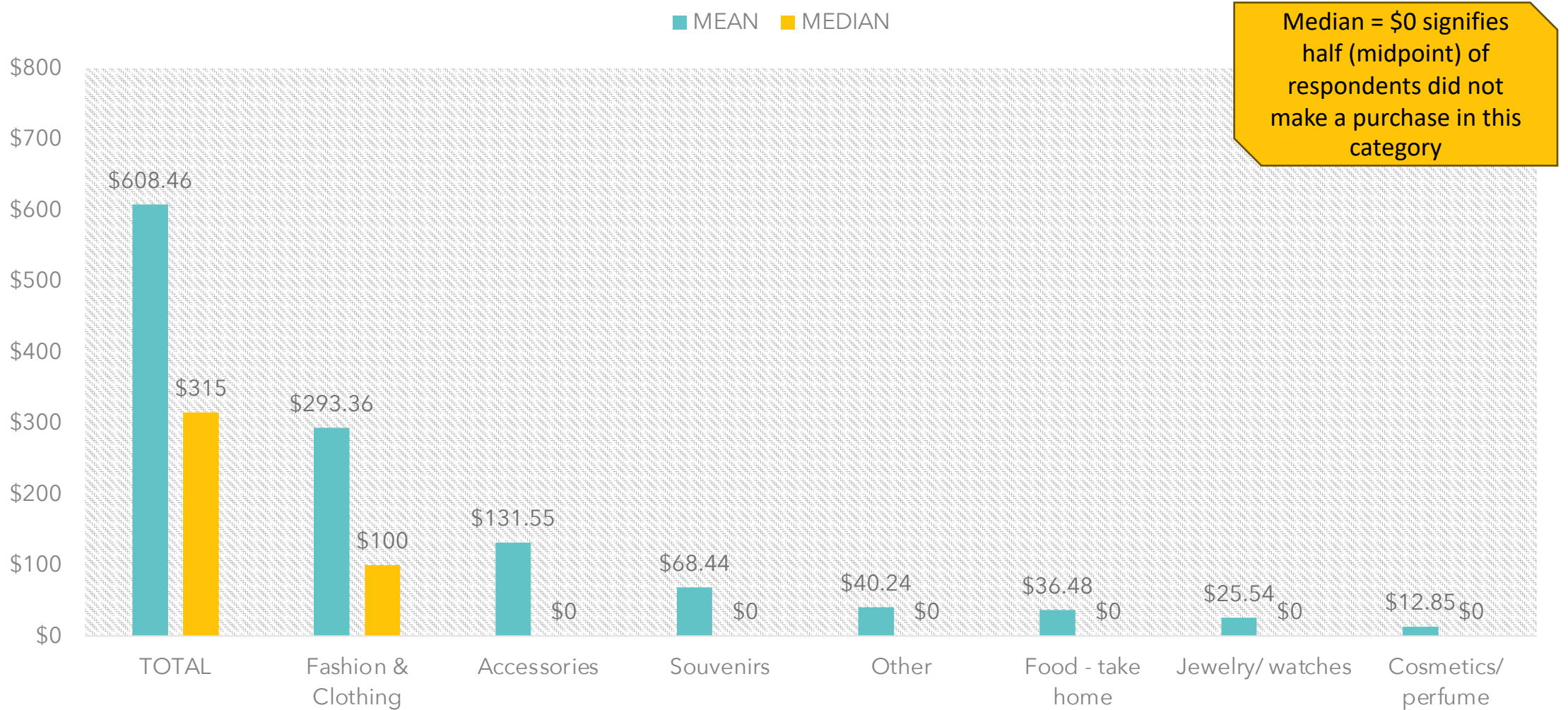
ONISLE – TRANSPORTATION



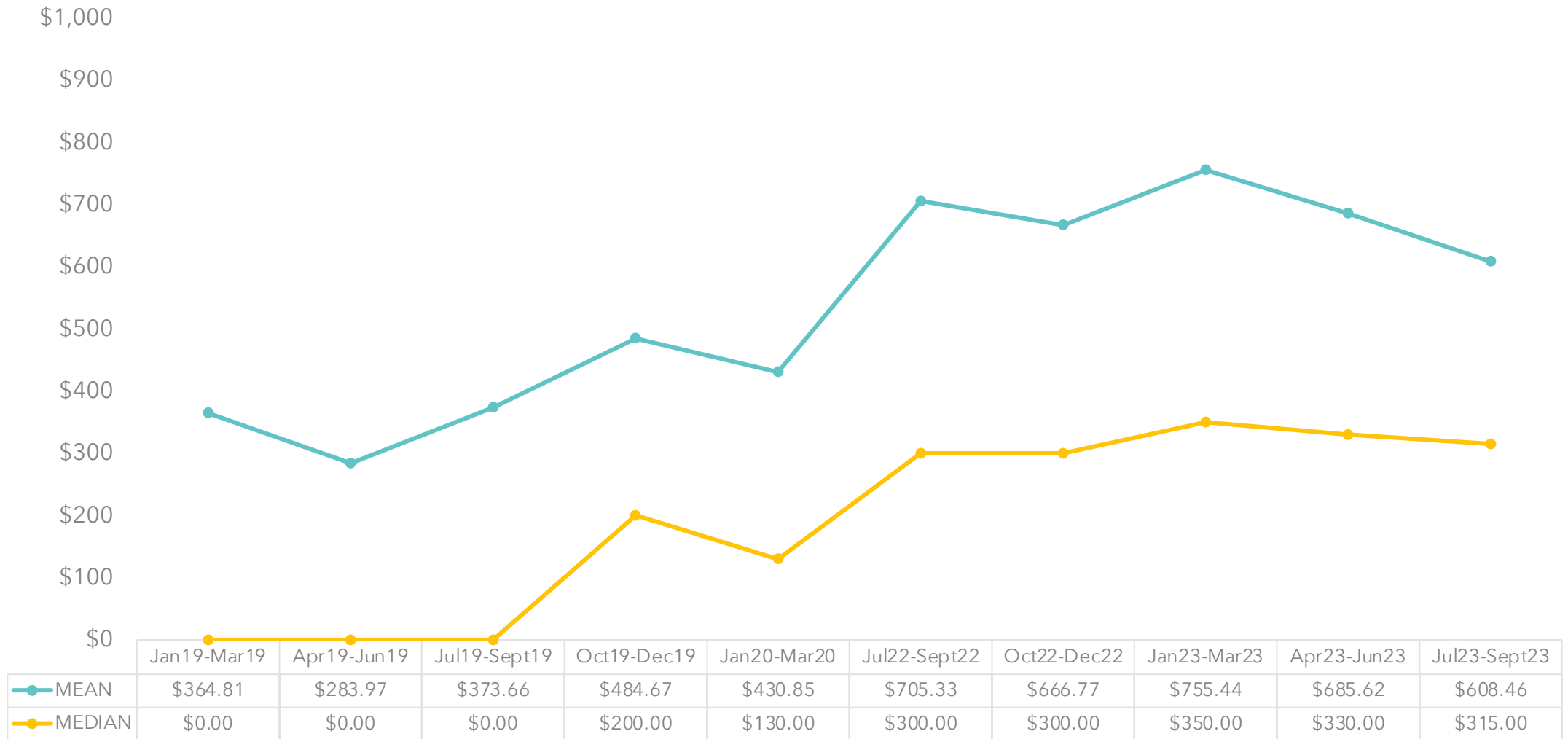
ONISLE – TOTAL TRANSPORTATION TRACKING



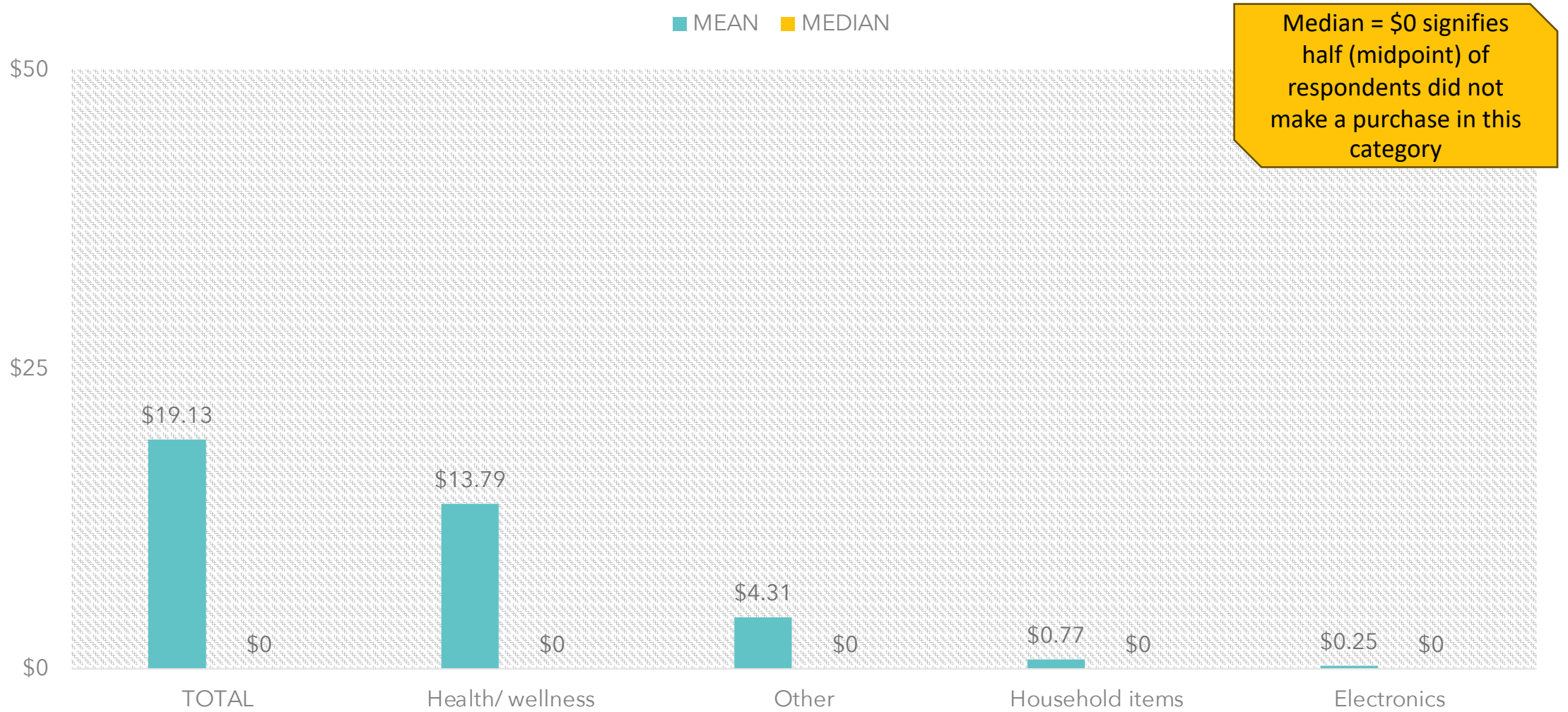
ONISLE – SHOPPING



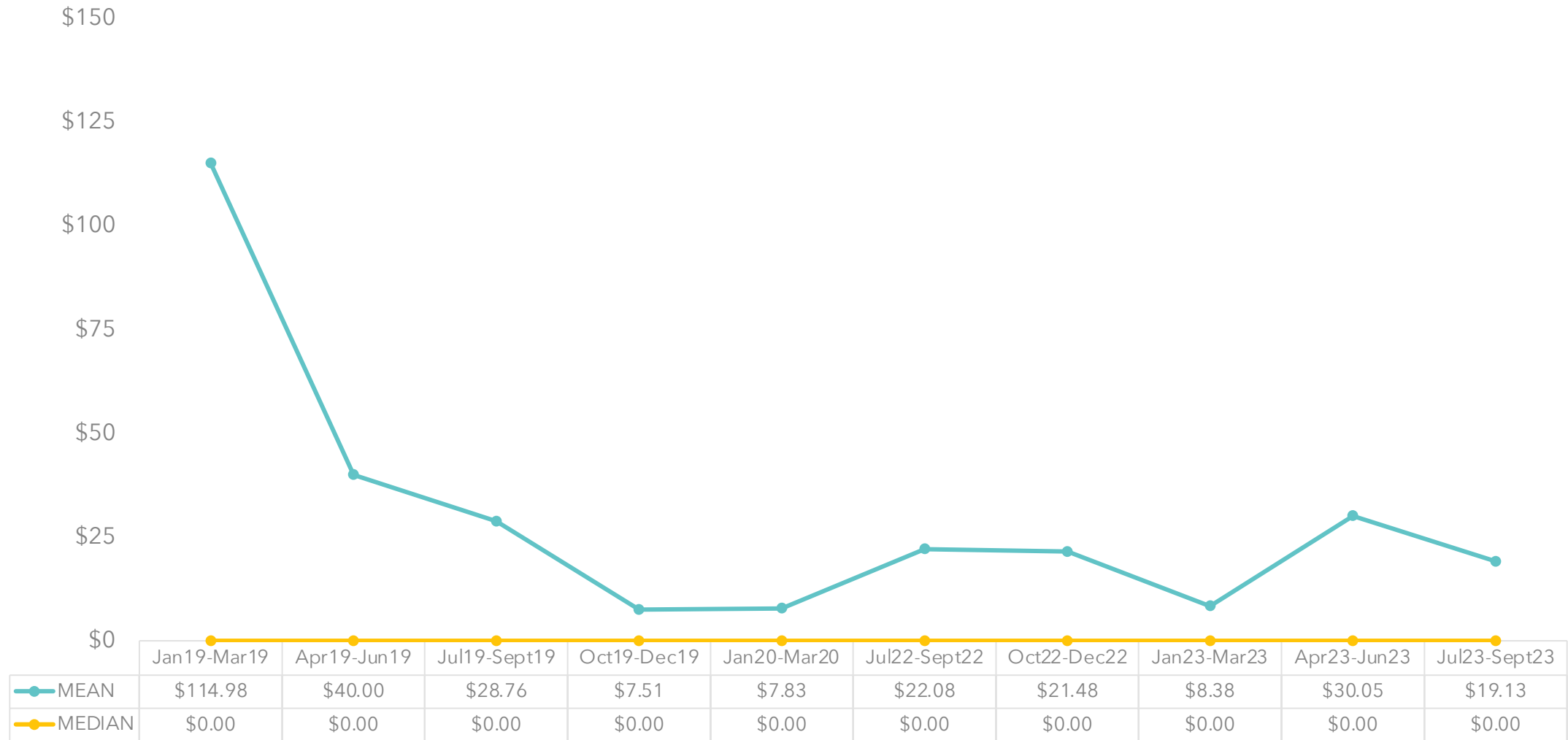
ONISLE – TOTAL SHOPPING TRACKING



ONISLE – MISCELLANEOUS



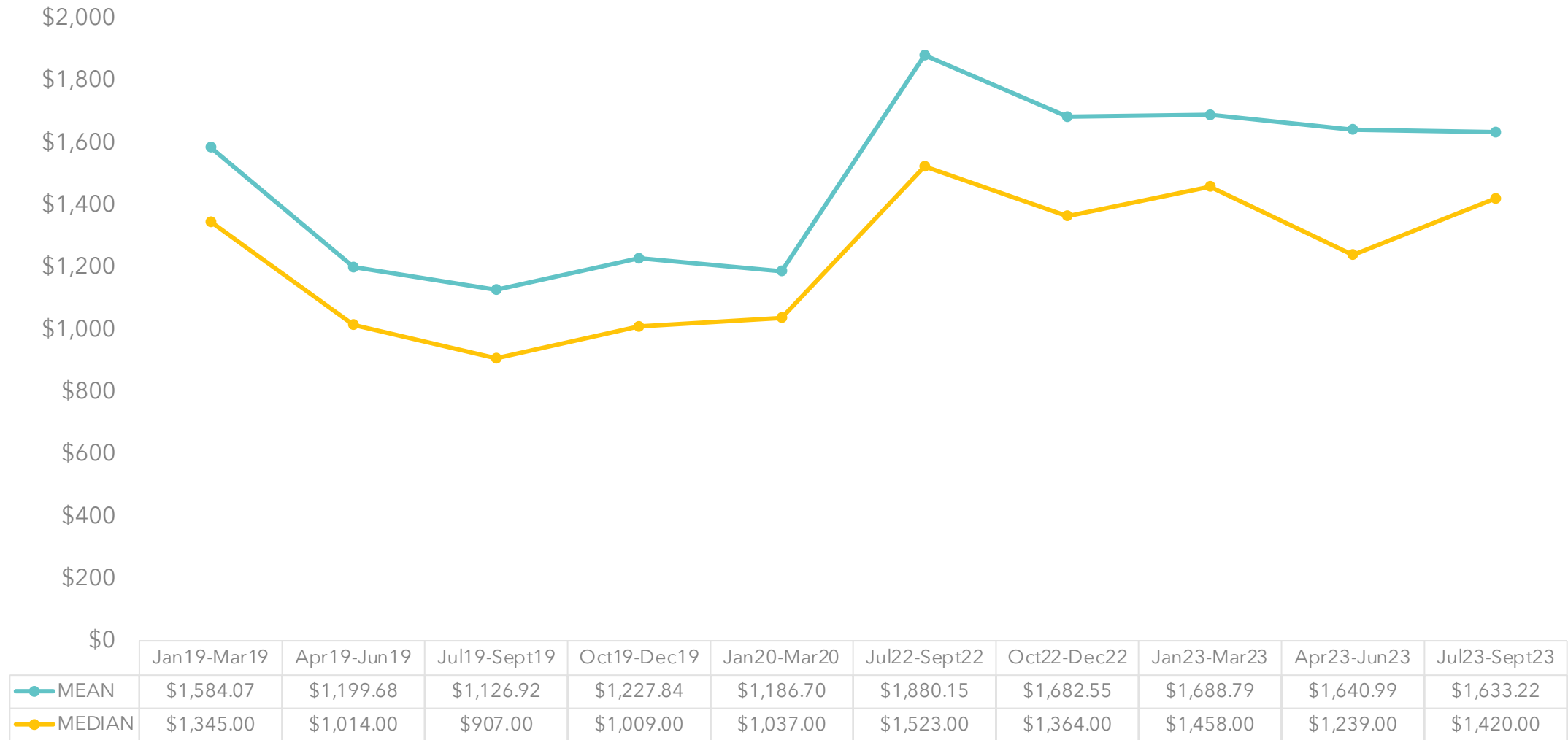
ONISLE – TOTAL MISCELLANEOUS TRACKING



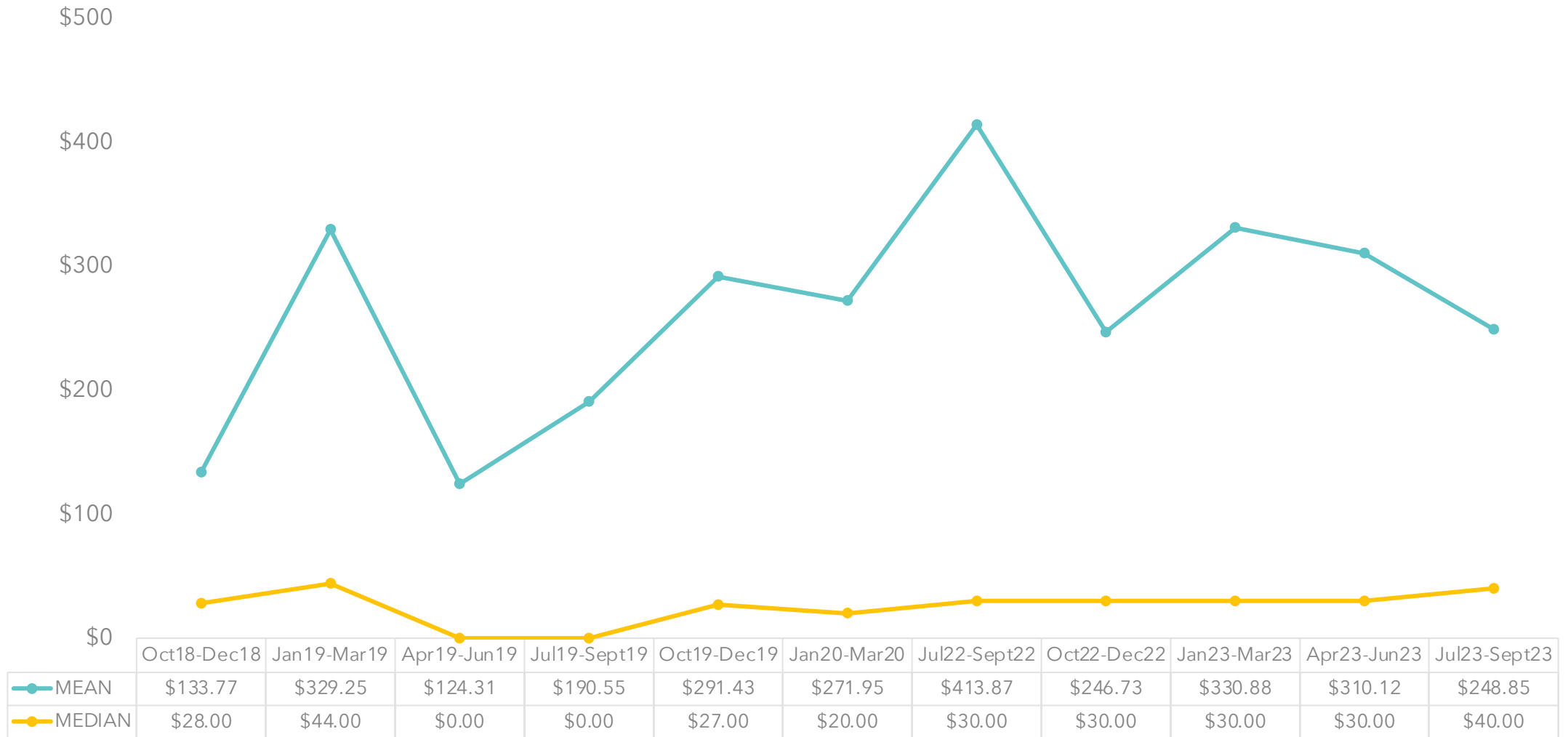
TOTAL EXPENDITURES PER PERSON (ONISLE + PREPAID)

- \$1,633.22 = Mean average per person
- \$1,420.00 = Median amount spent per person

TOTAL EXPENDITURES PER PERSON TRACKING



GUAM AIRPORT EXPENDITURE TRACKING



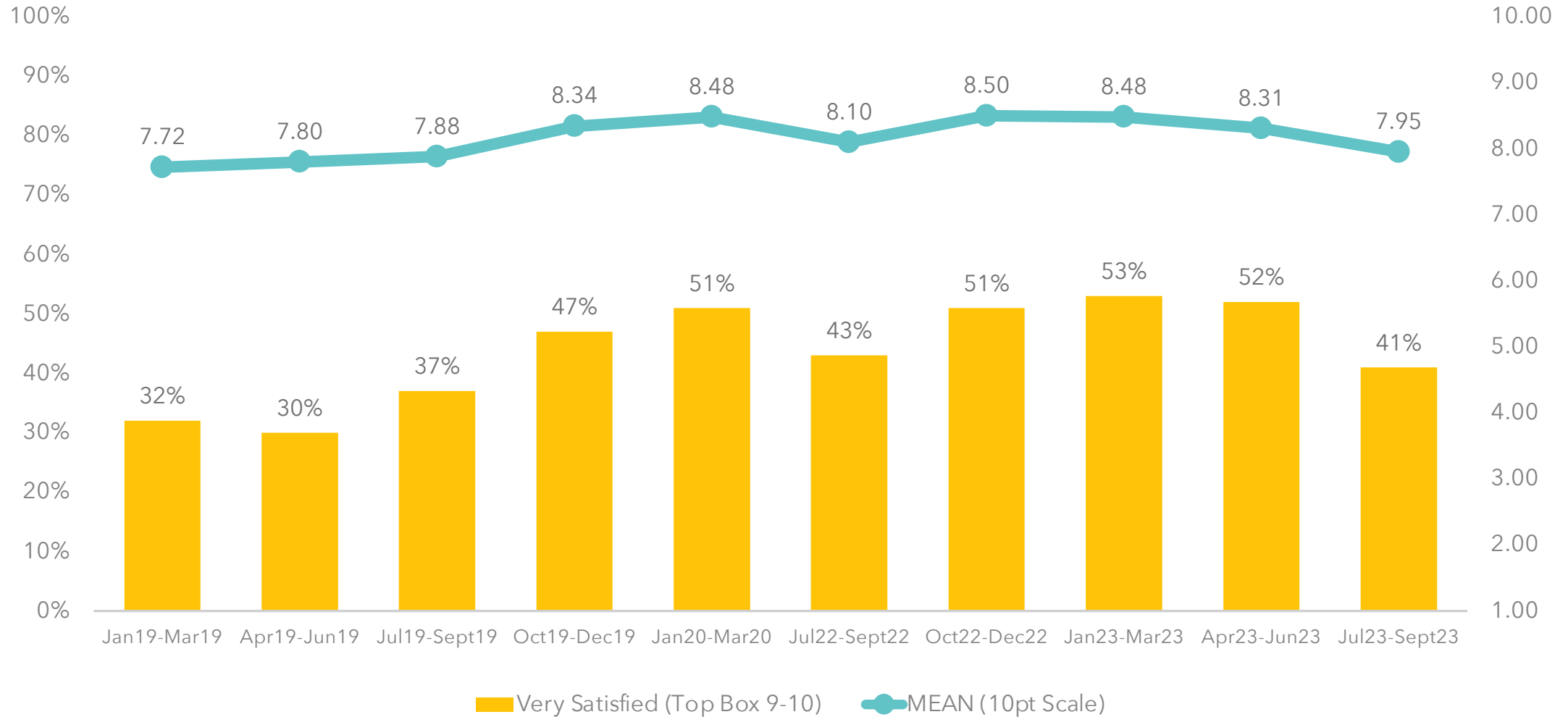


SECTION 4

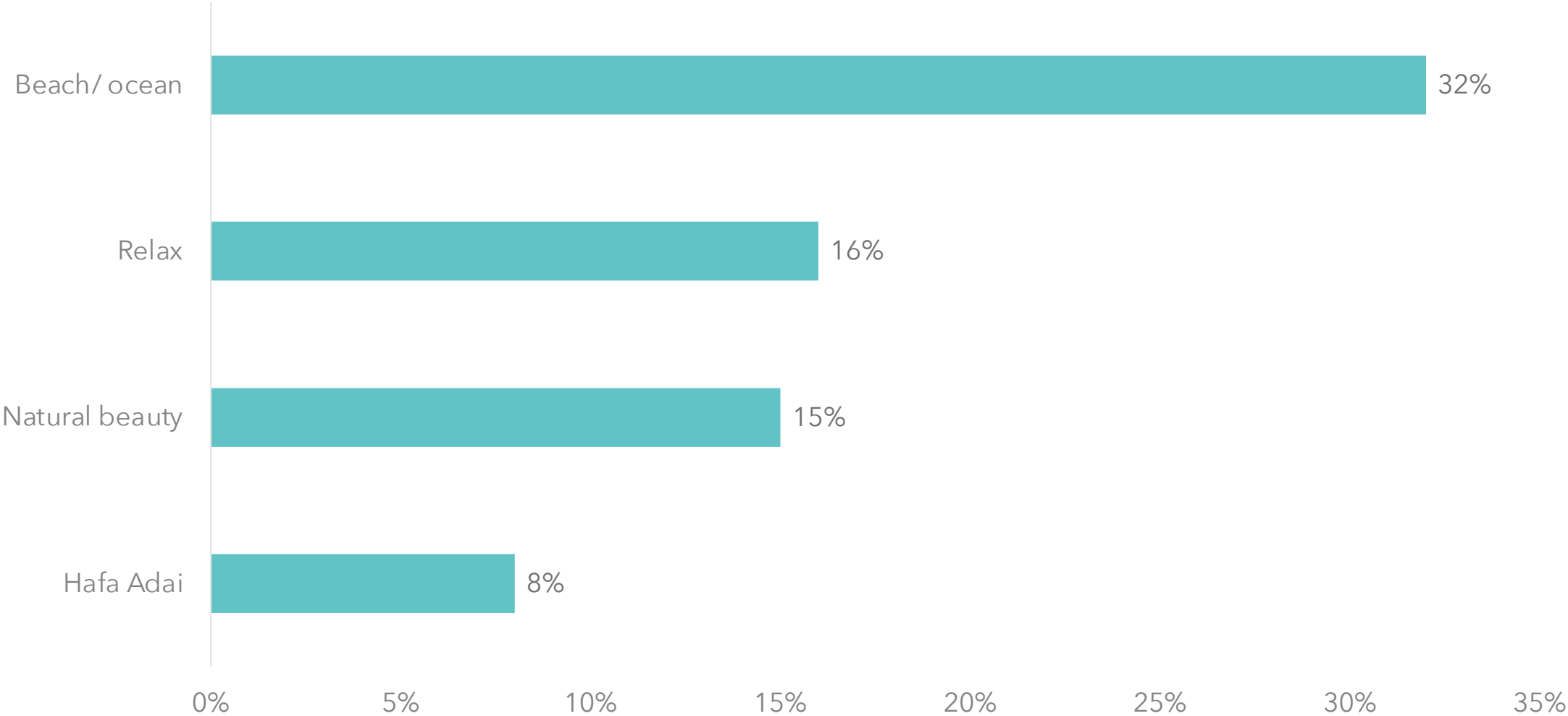
VISITOR SATISFACTION



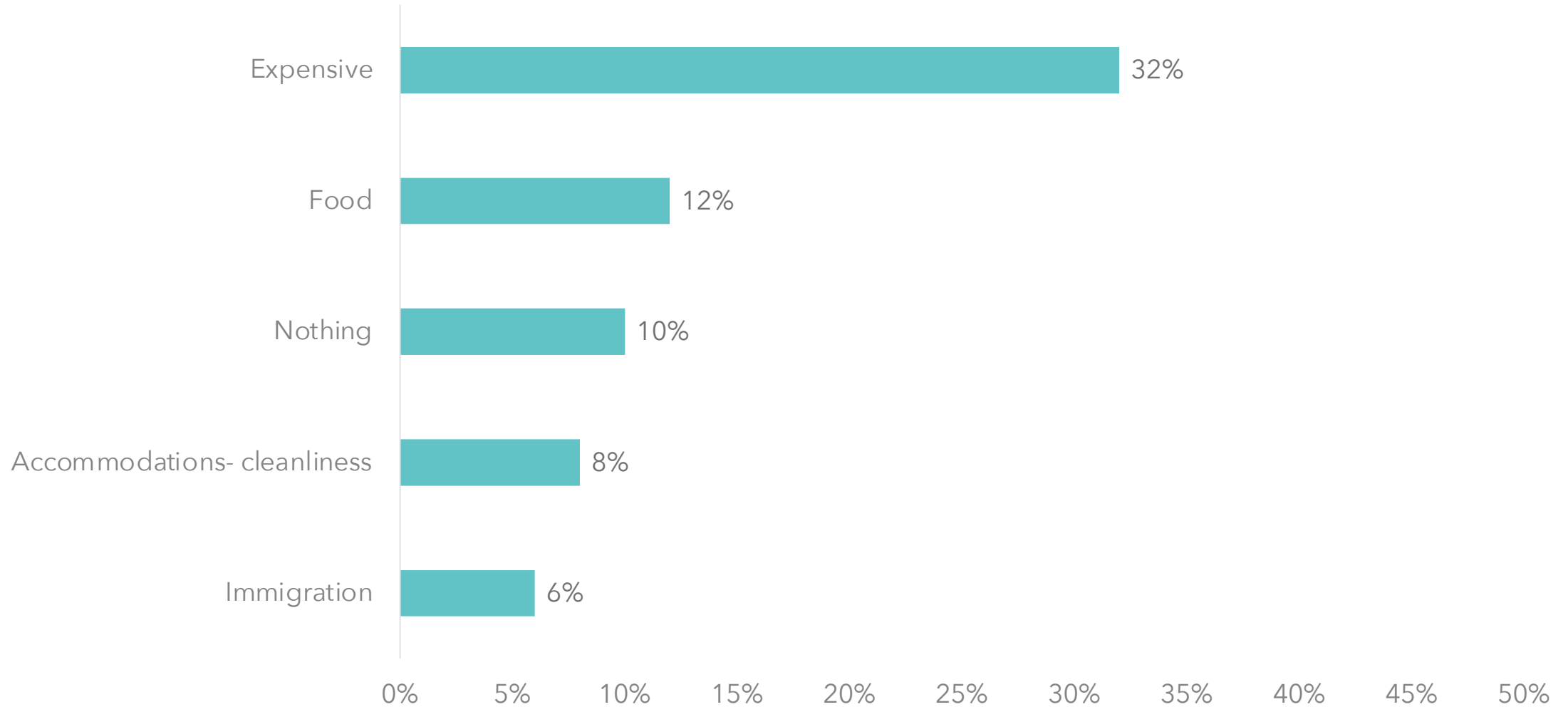
OVERALL SATISFACTION – 10PT SCALE



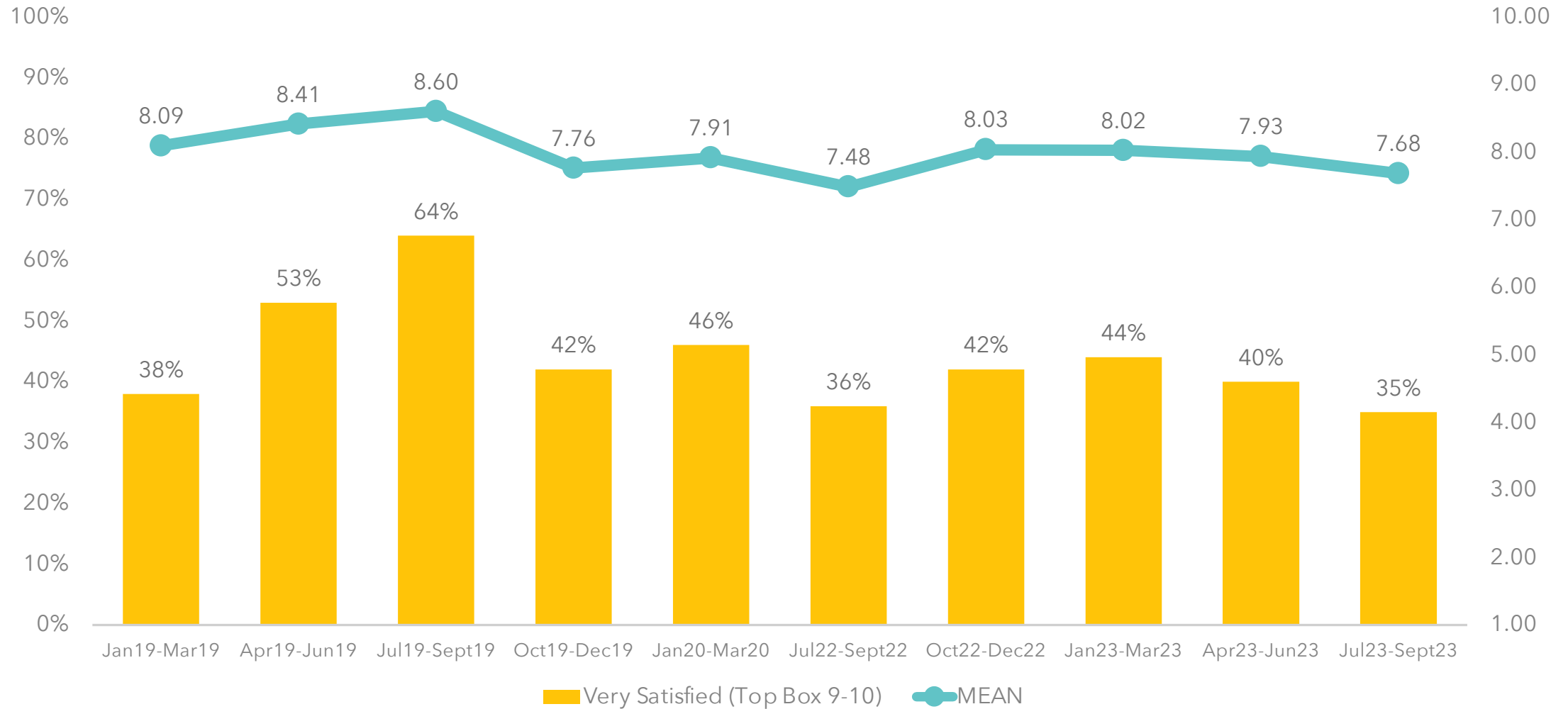
SWOT – POSITIVE ASPECT OF TRIP (5%+)



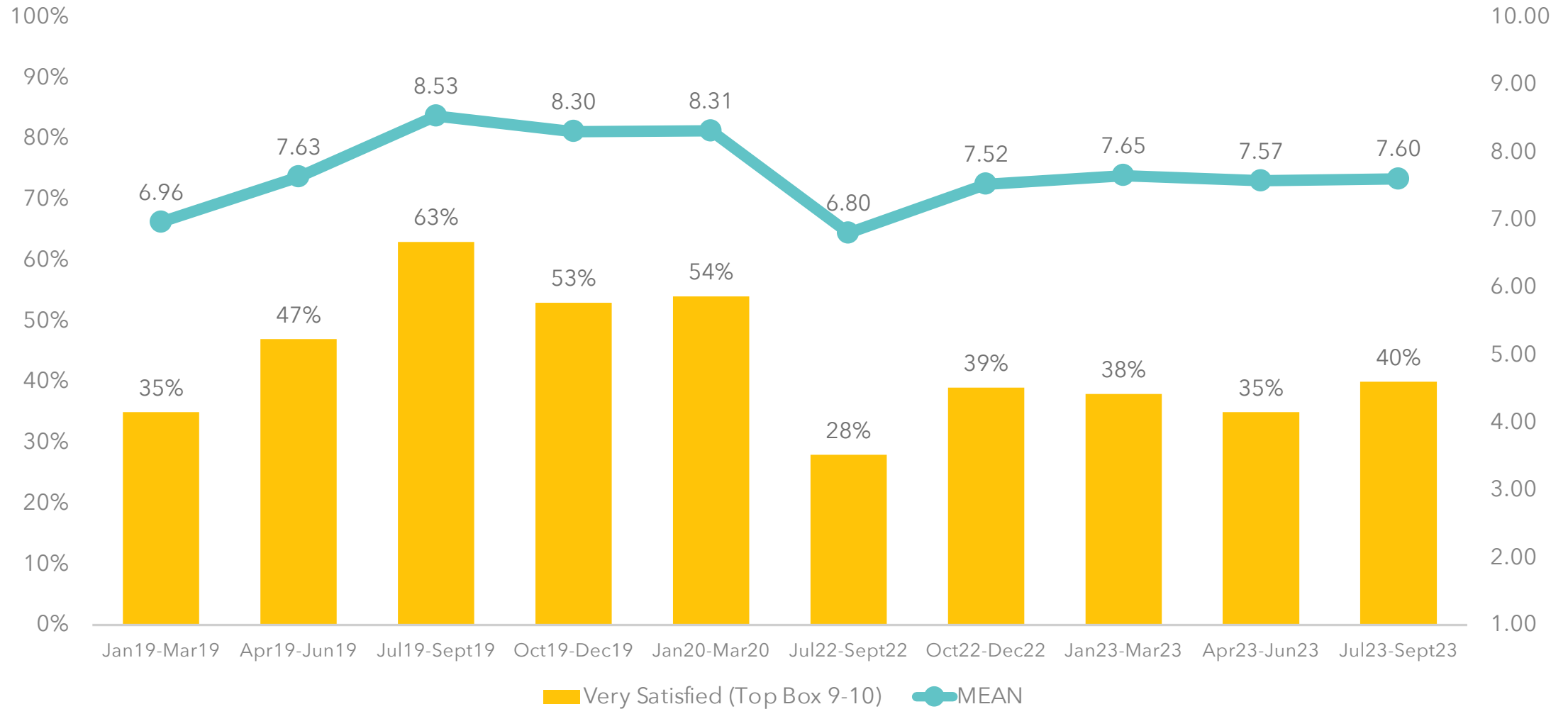
SWOT – NEGATIVE ASPECT OF TRIP (5%+)



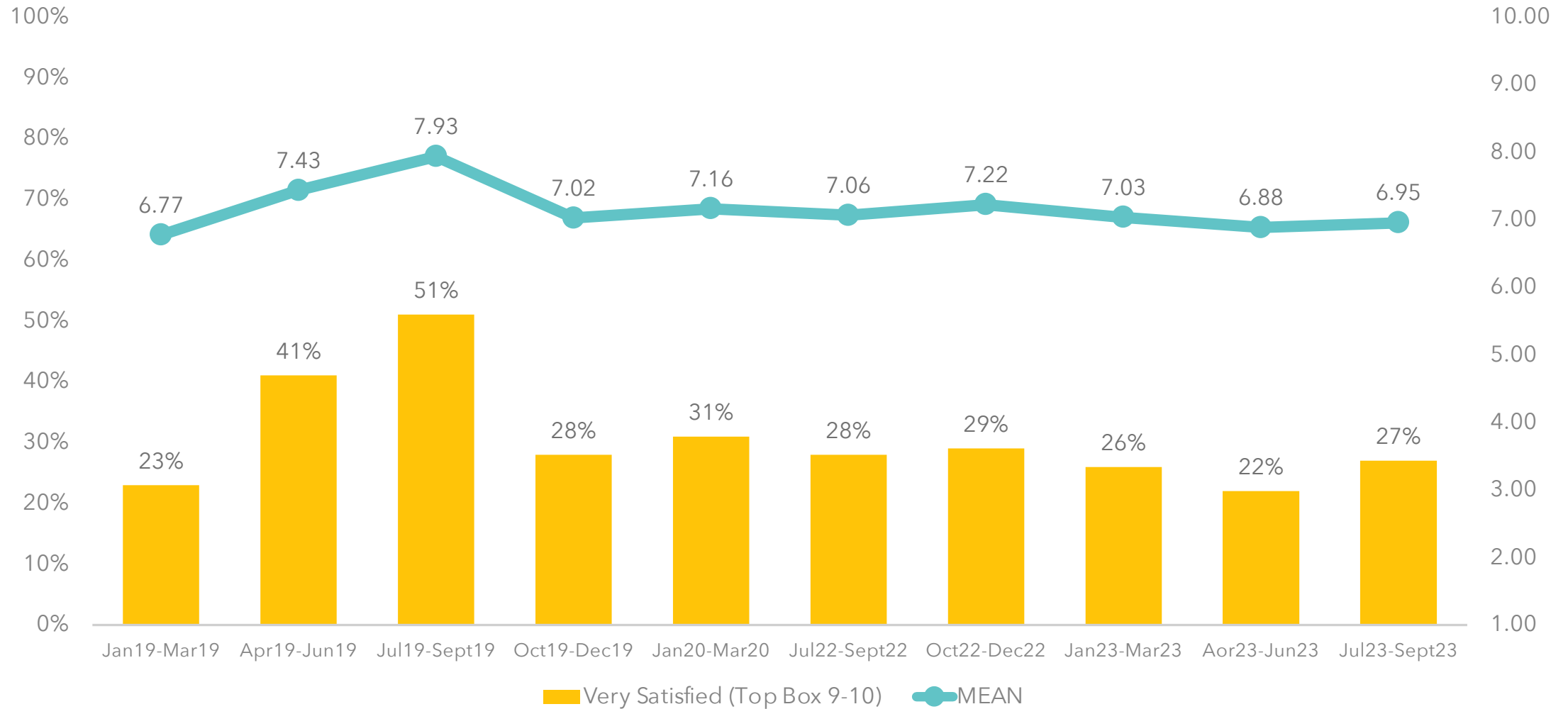
SATISFACTION – ENTERTAINMENT



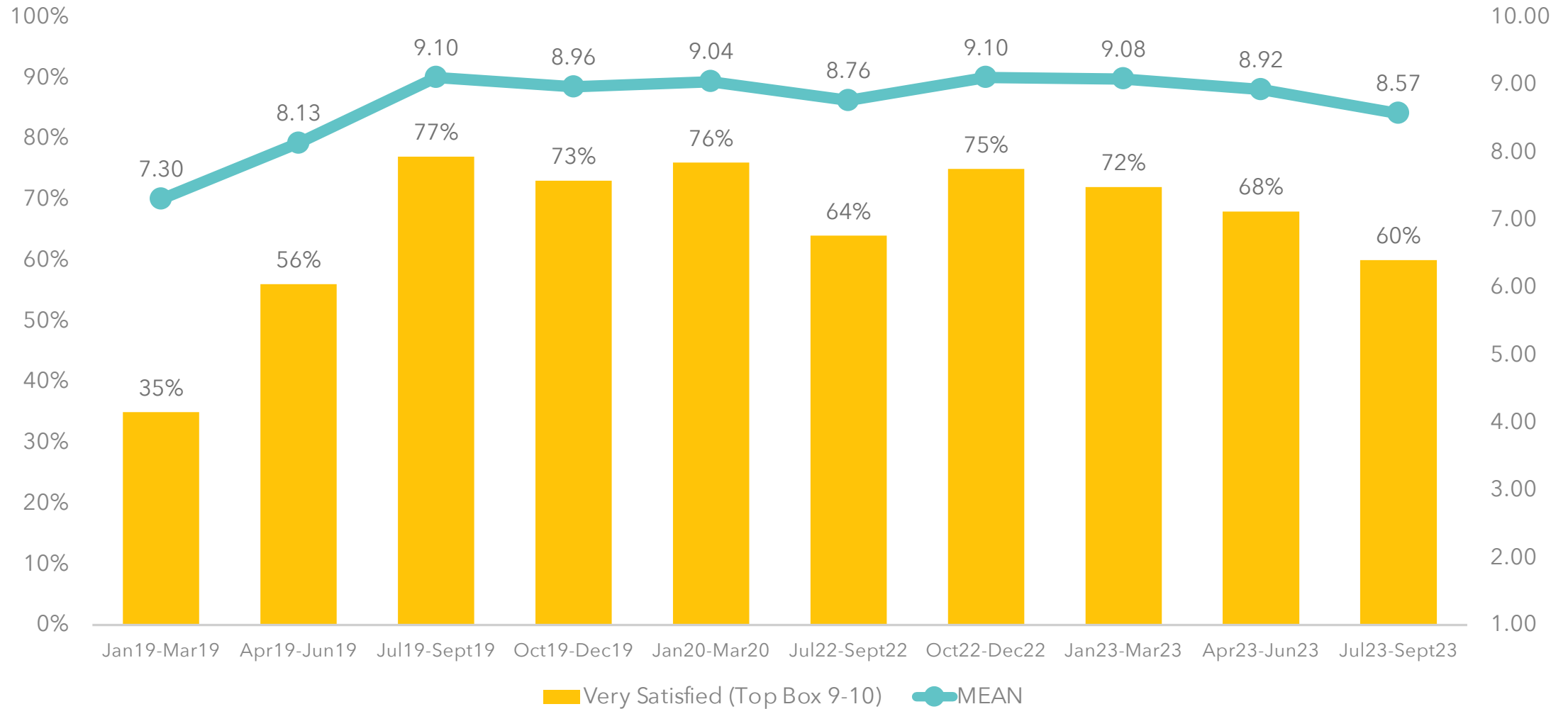
SATISFACTION – SHOPPING



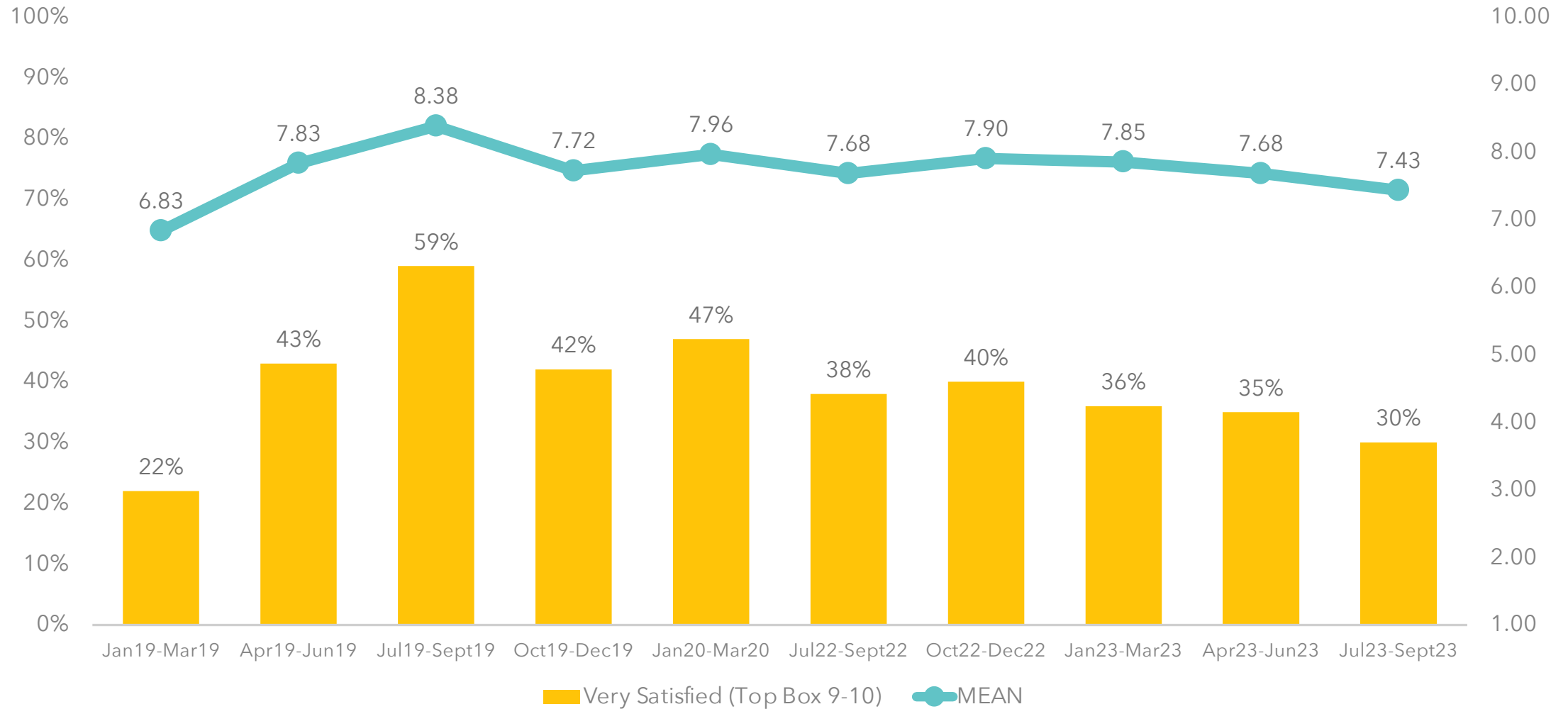
SATISFACTION – DINING



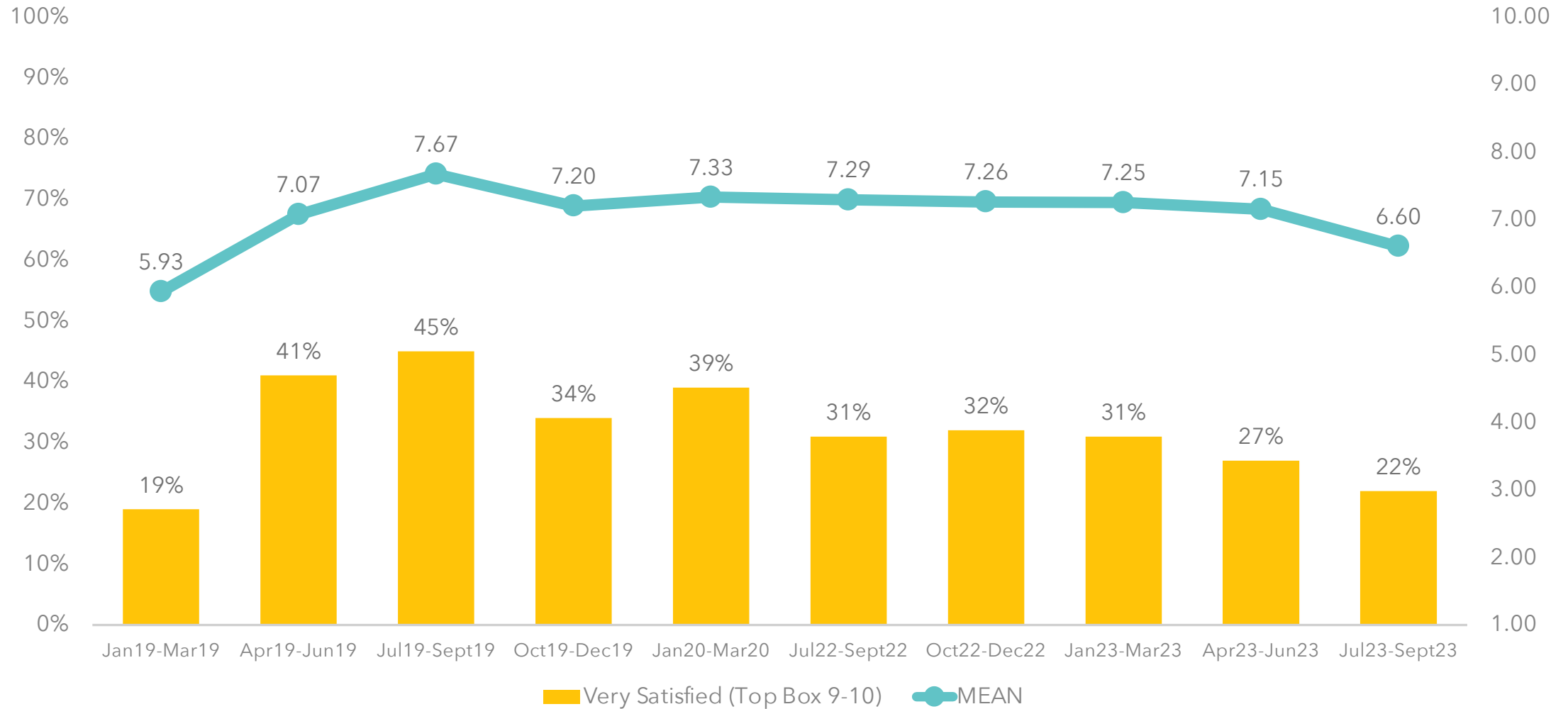
SATISFACTION – BEACHES



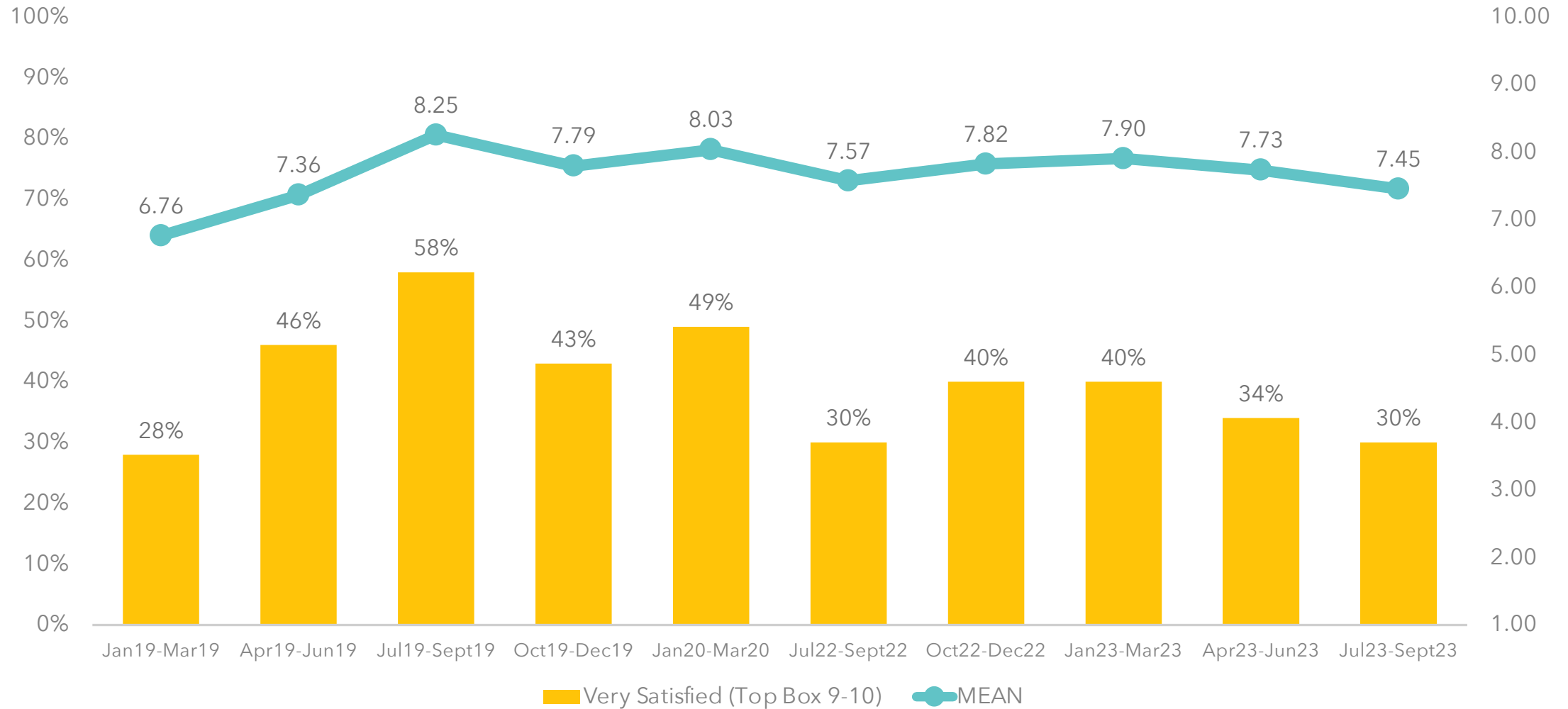
SATISFACTION – PARKS



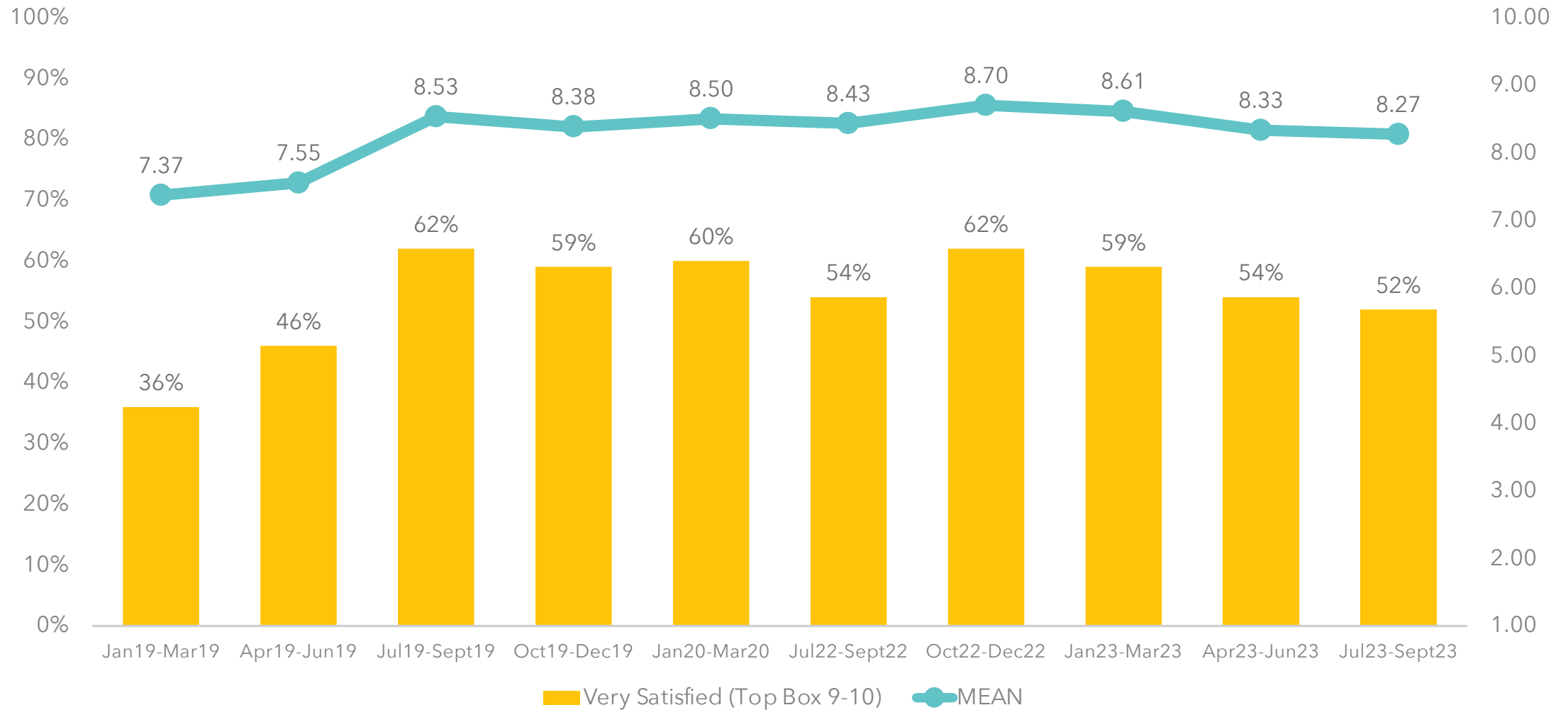
SATISFACTION – ROADS



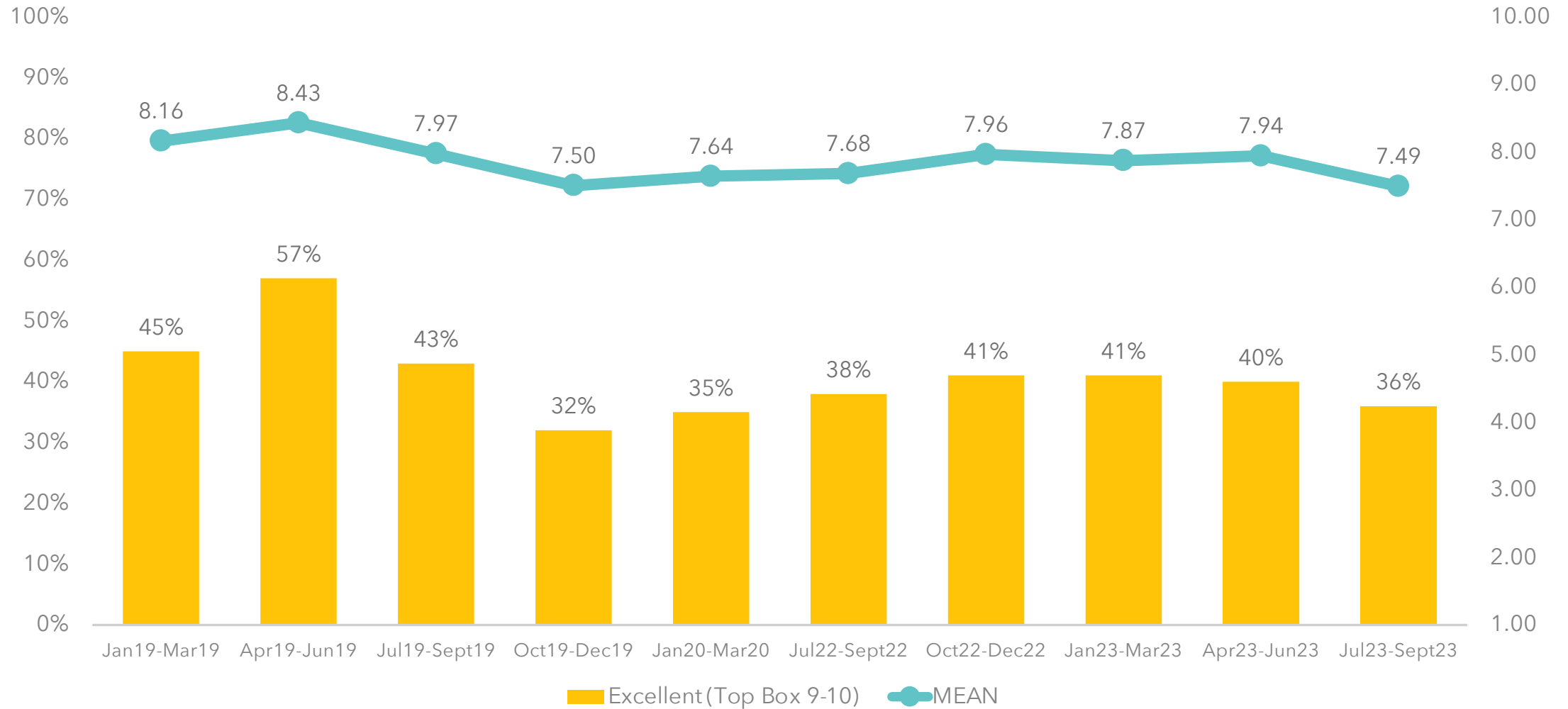
SATISFACTION – SIGHTSEEING AREAS



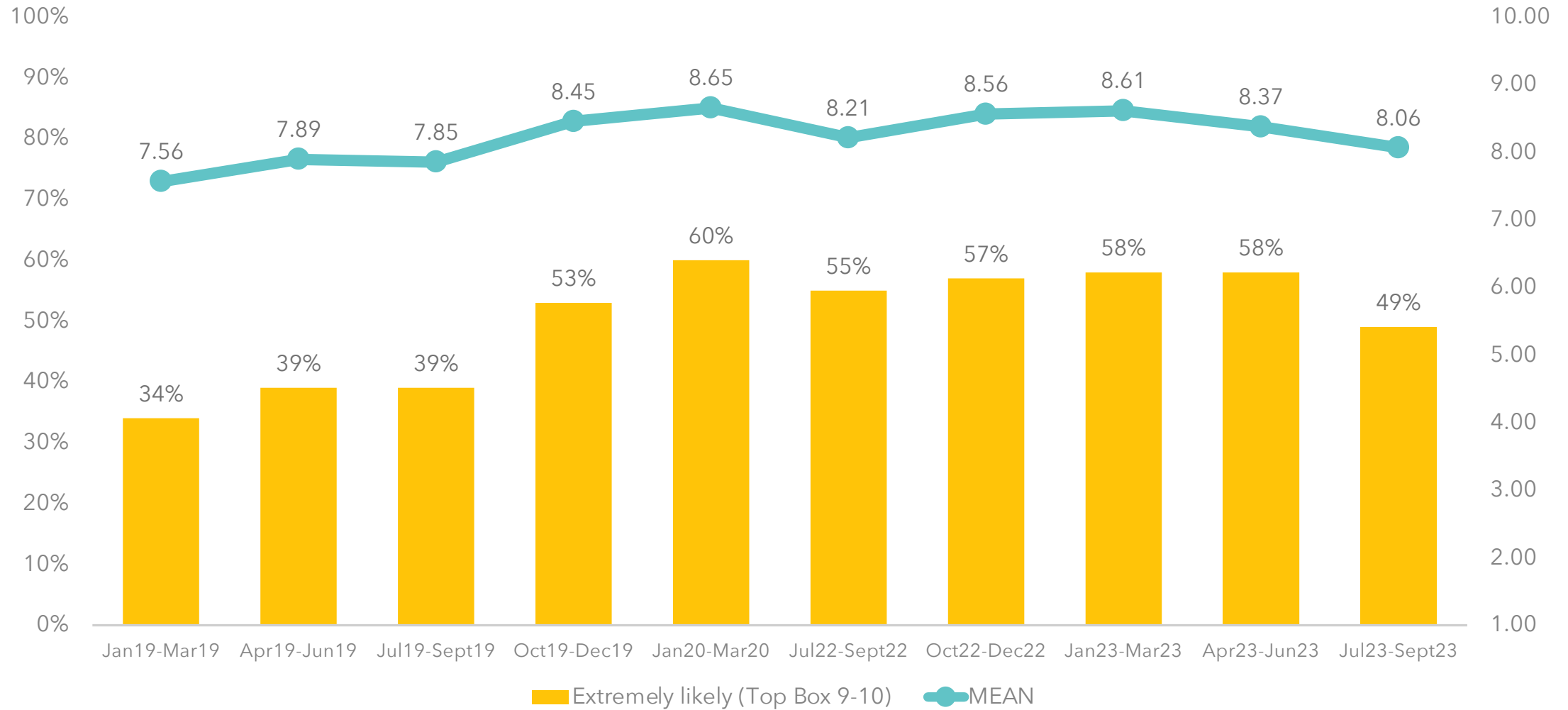
SATISFACTION – SAFETY & SECURITY



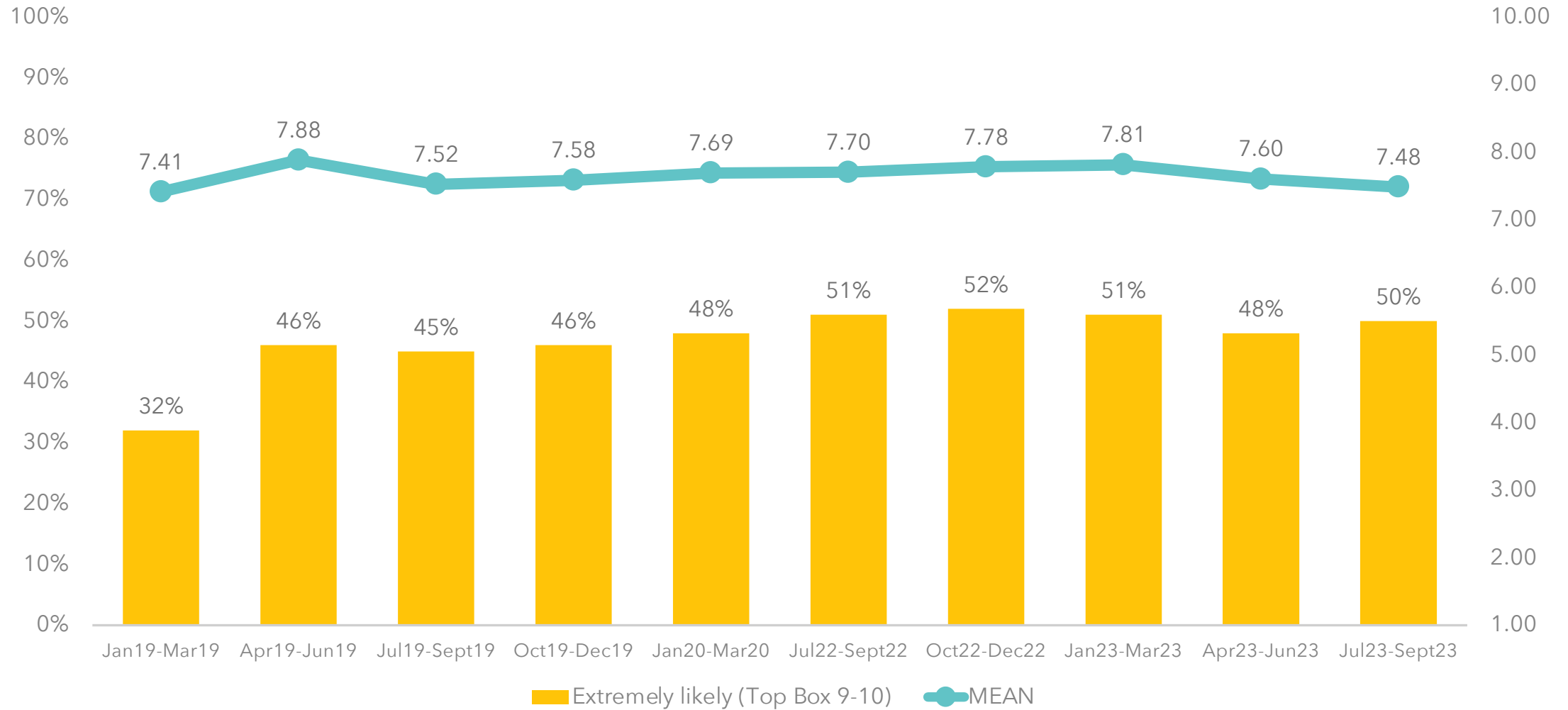
SATISFACTION – ACCOMMODATIONS



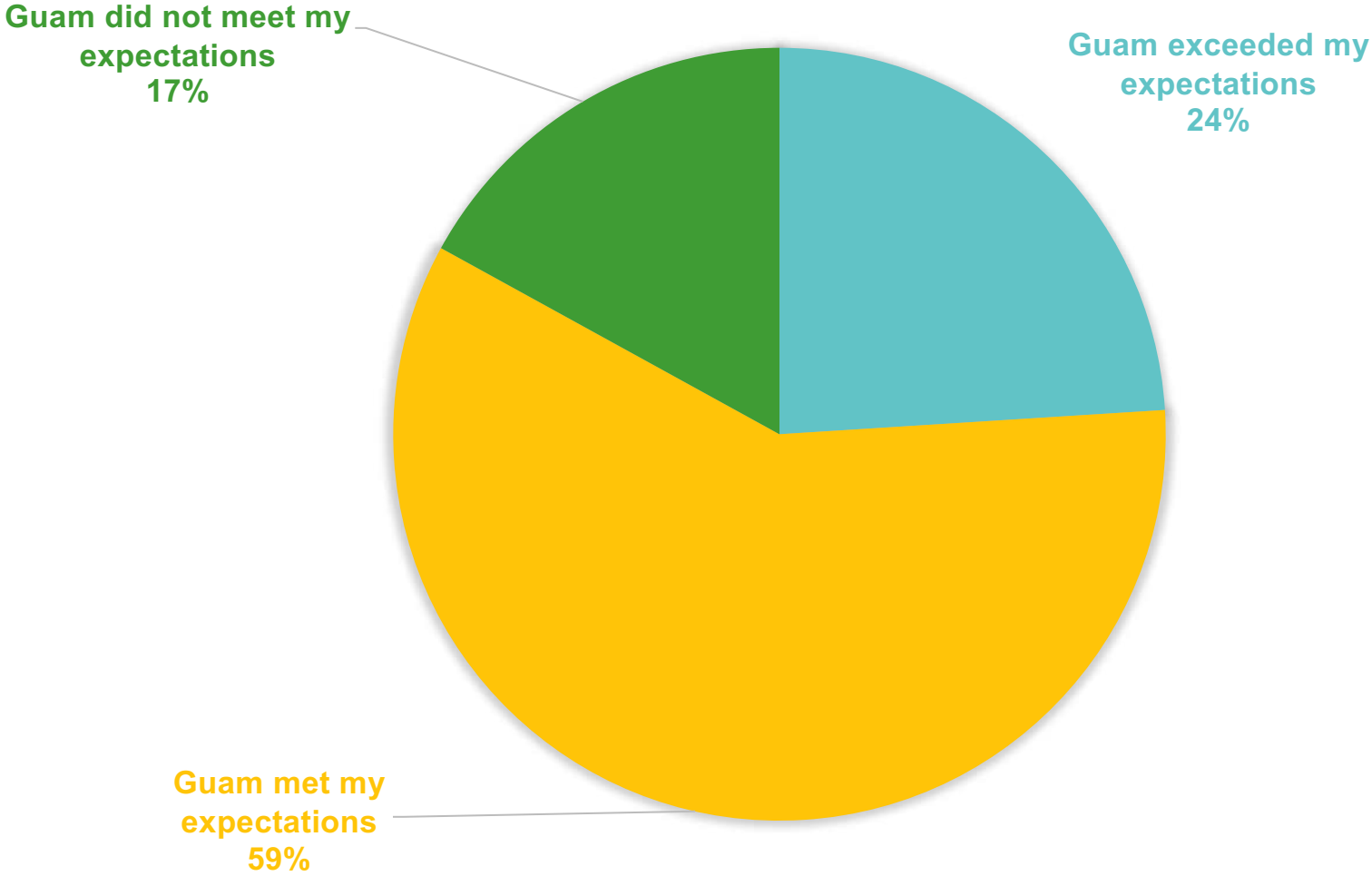
BRAND ADVOCACY



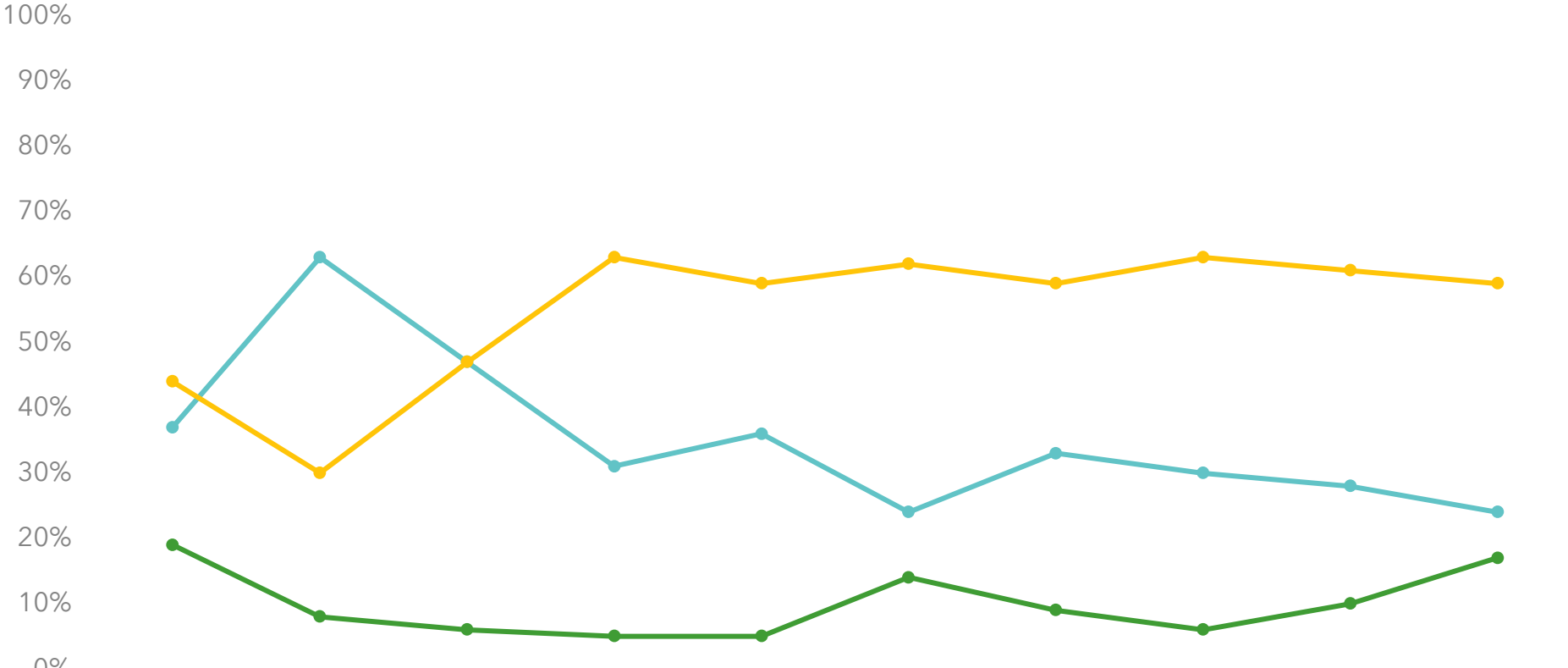
BRAND LOYALTY



TRIP EXPECTATIONS



TRIP EXPECTATIONS – TRACKING



	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22	Jan23-Mar23	Apr23-Jun23	Jul23-Sep23
Exceeded expectations	37%	63%	47%	31%	36%	24%	33%	30%	28%	24%
Met expectations	44%	30%	47%	63%	59%	62%	59%	63%	61%	59%
Did not meet expectations	19%	8%	6%	5%	5%	14%	9%	6%	10%	17%



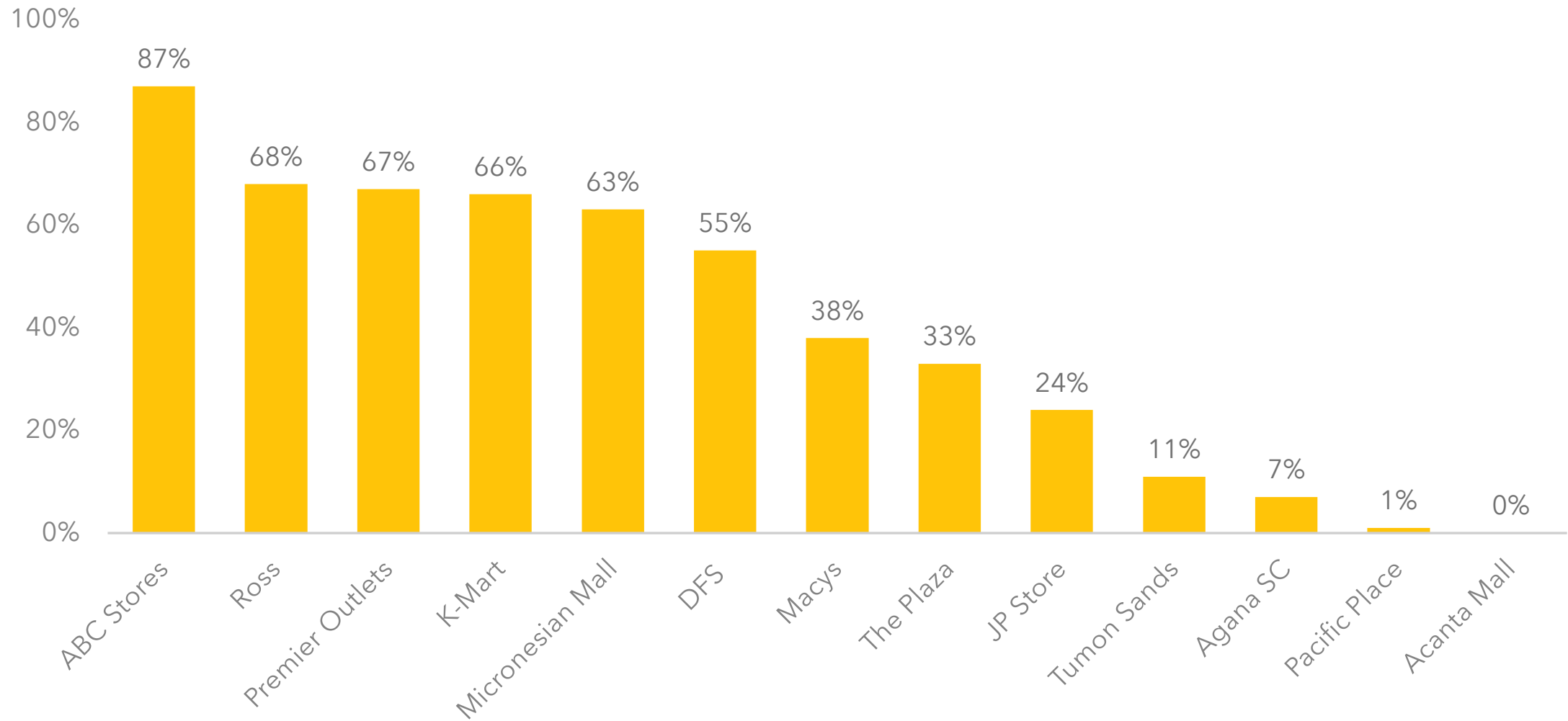


SECTION 5

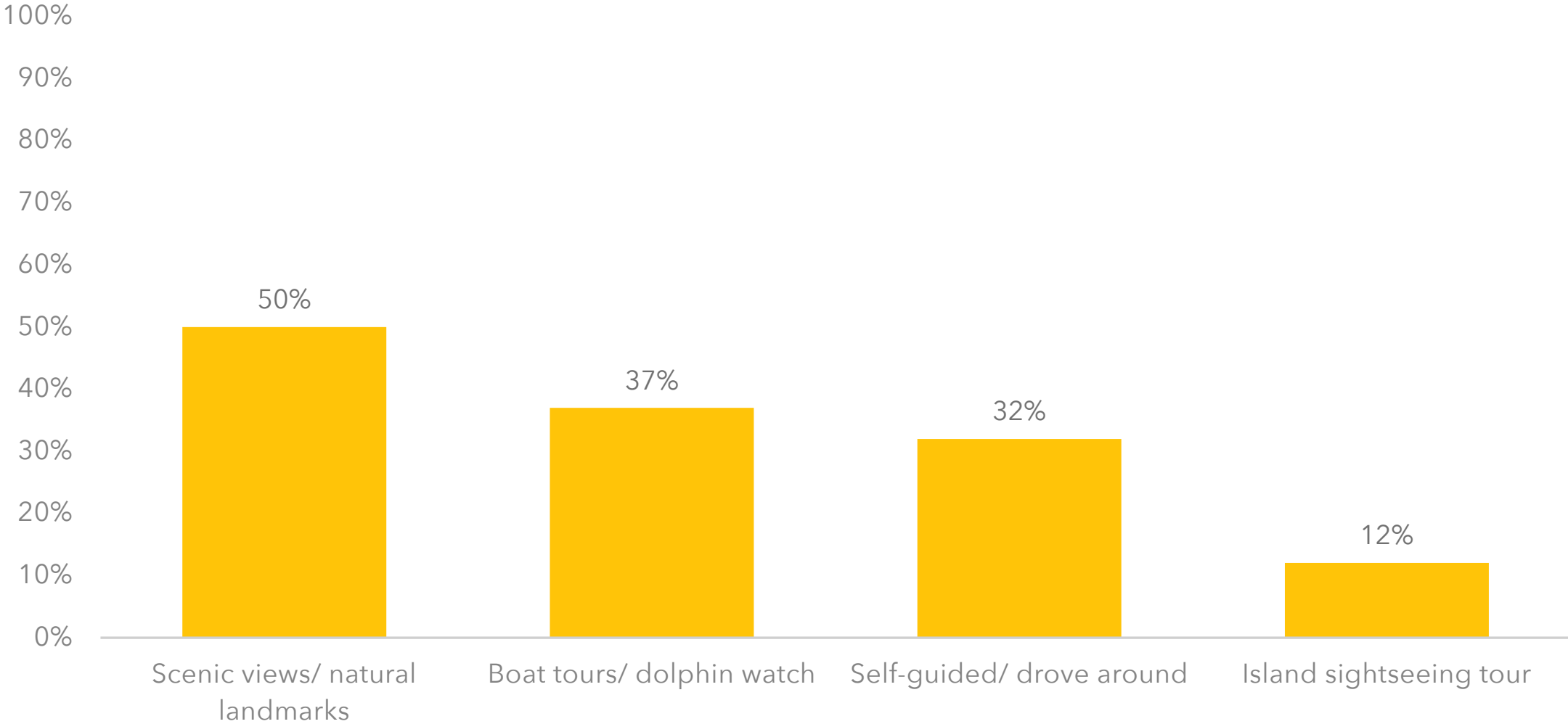
VISITOR ACTIVITIES



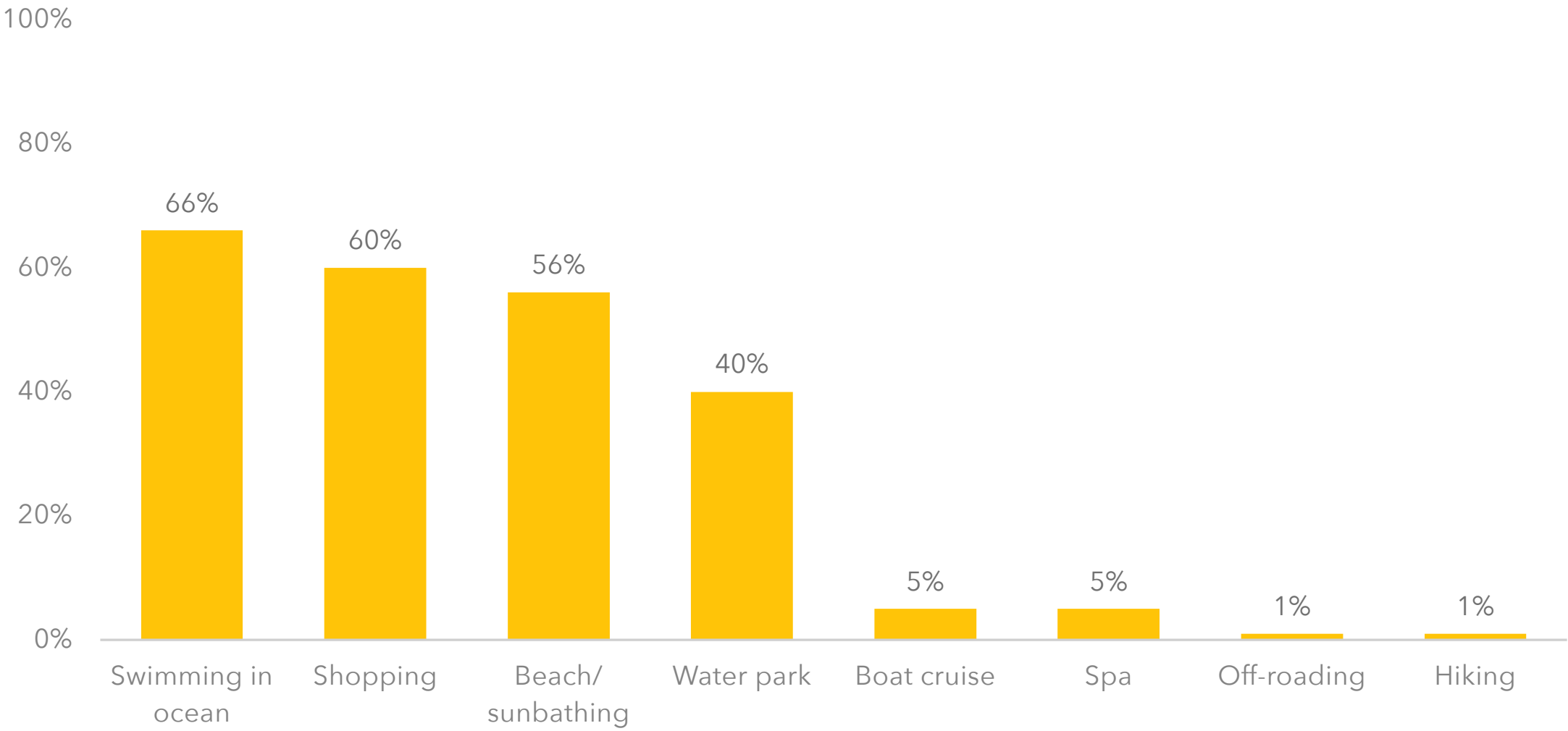
SHOPPING AREAS – PENETRATION



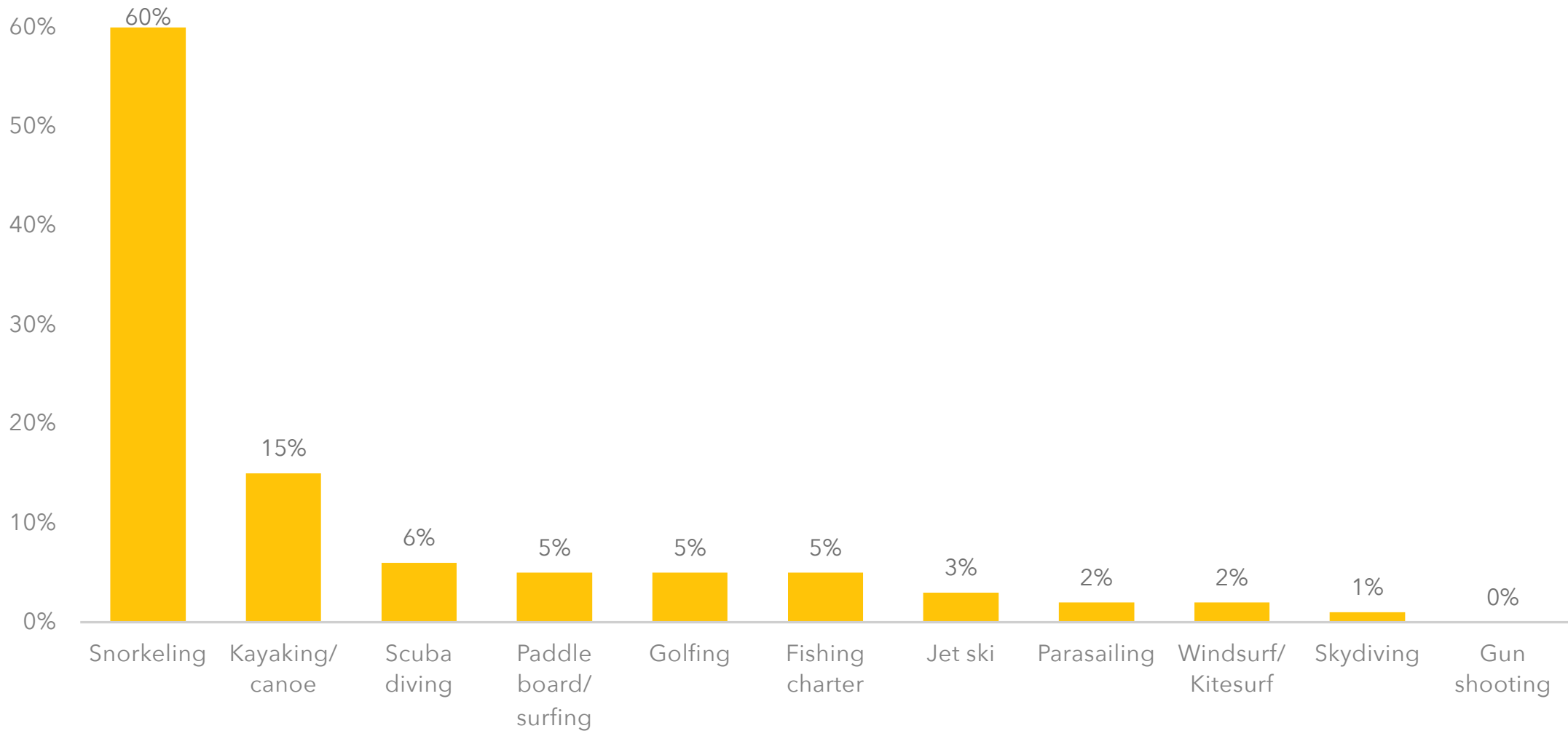
ACTIVITIES – SIGHTSEEING



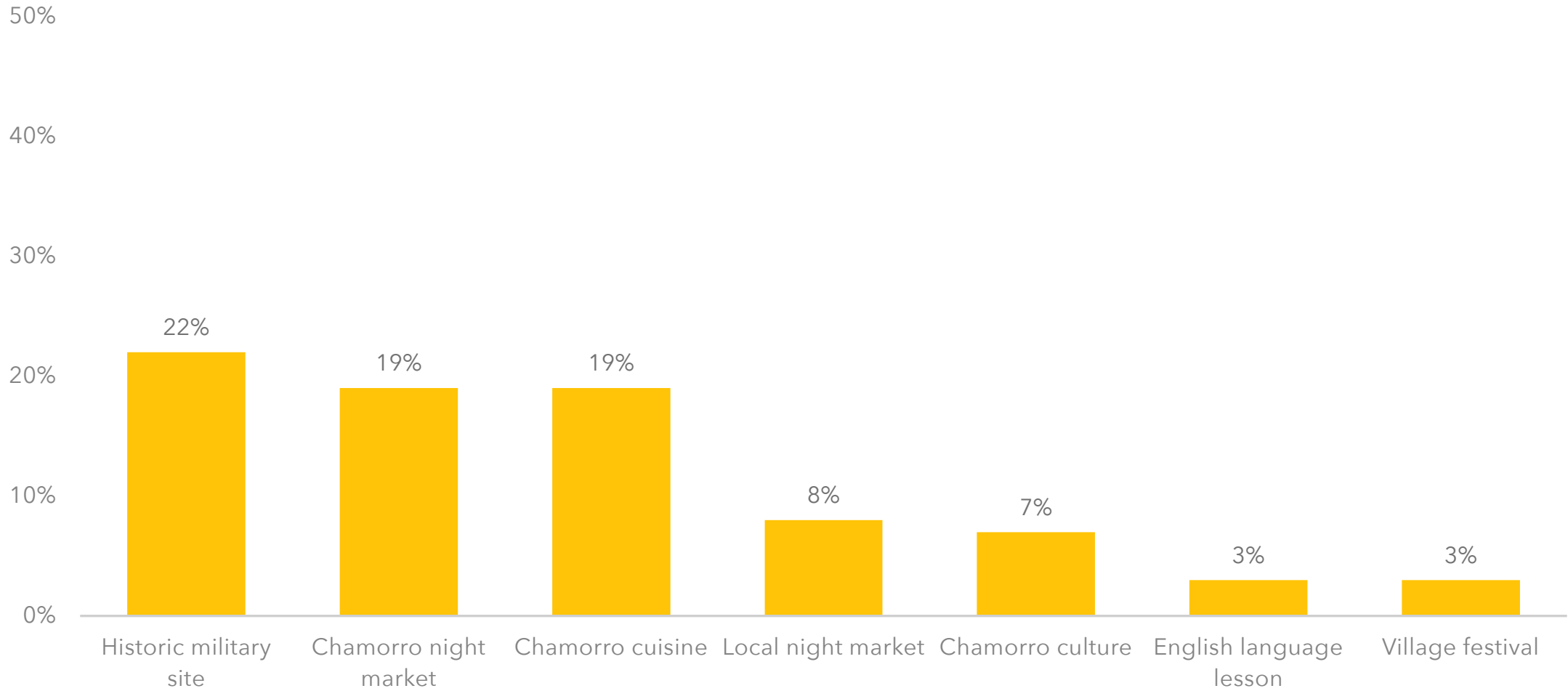
ACTIVITIES – RECREATION



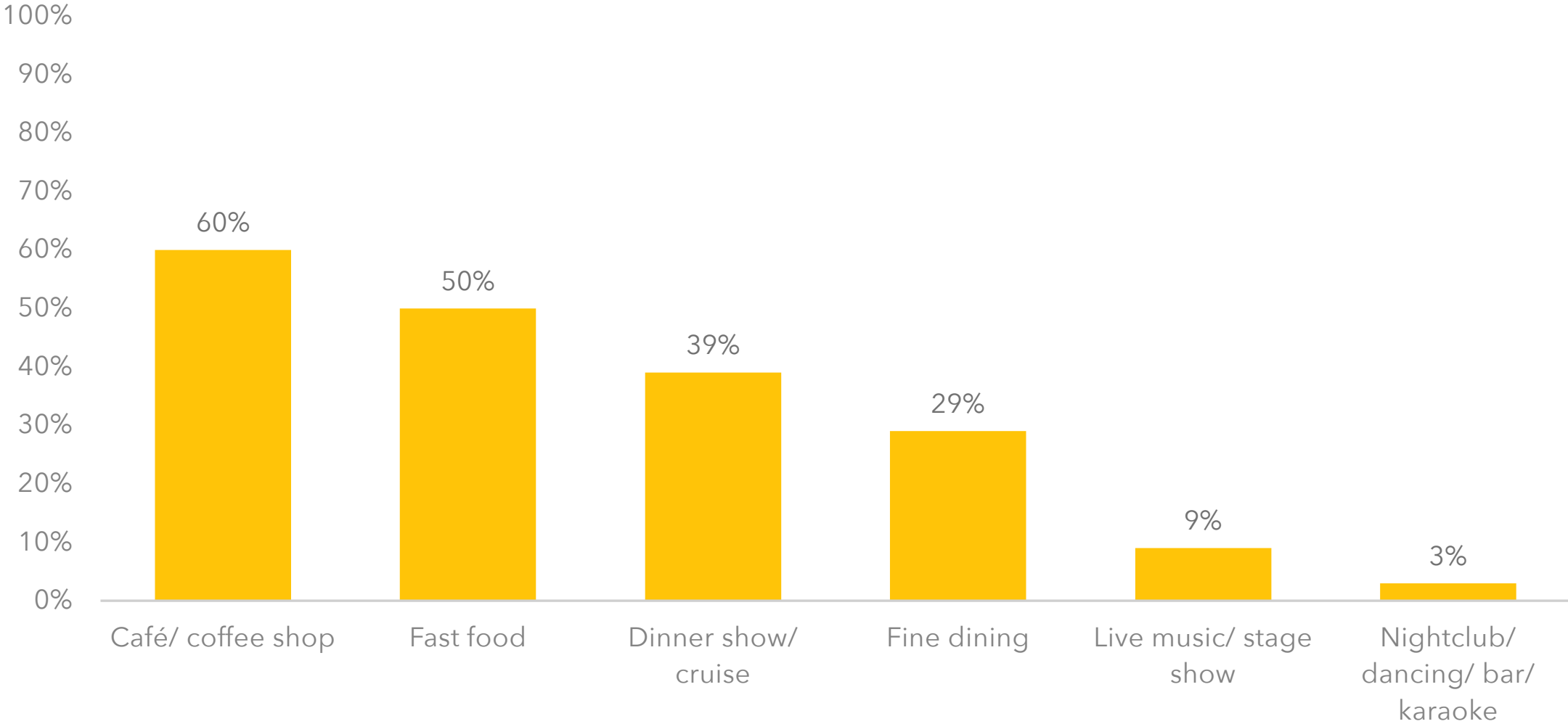
ACTIVITIES – SPORTS



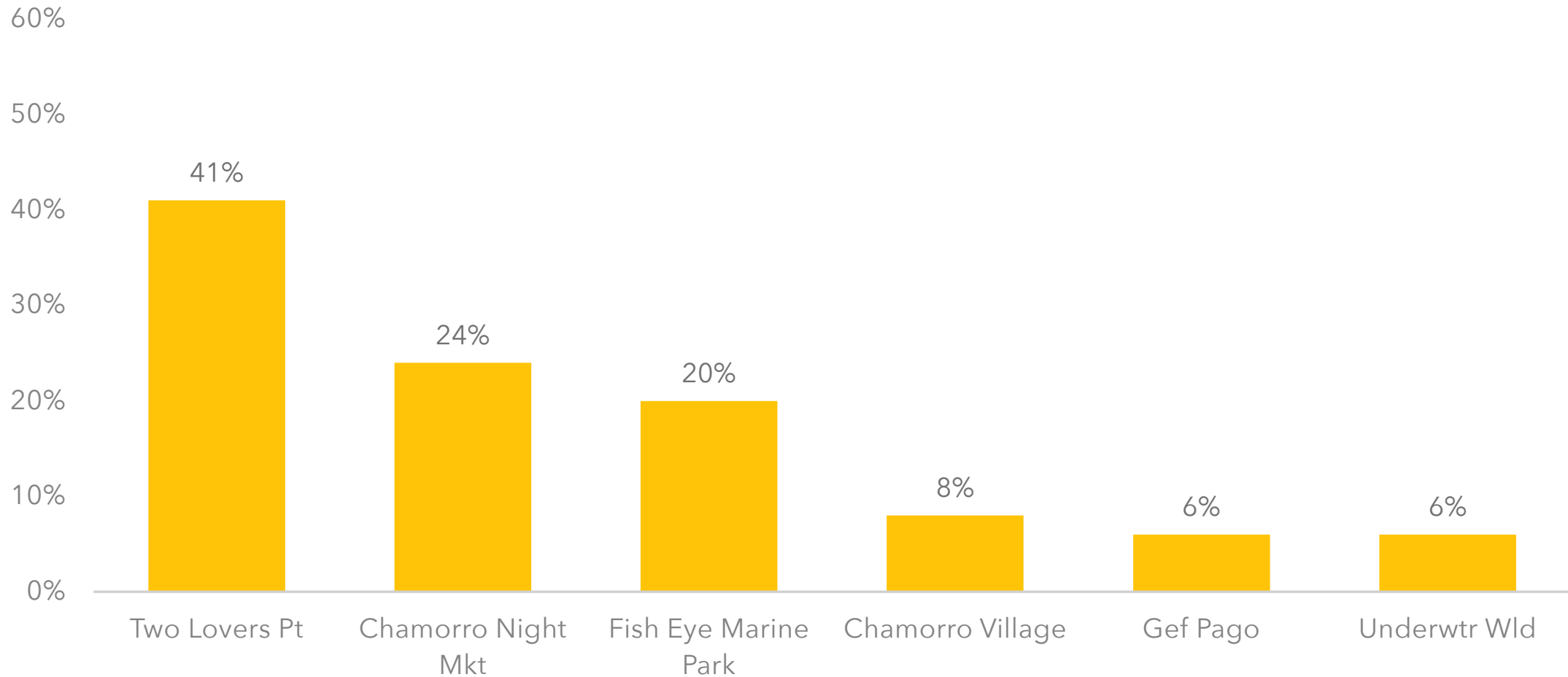
ACTIVITIES – HISTORY, CULTURE, ARTS



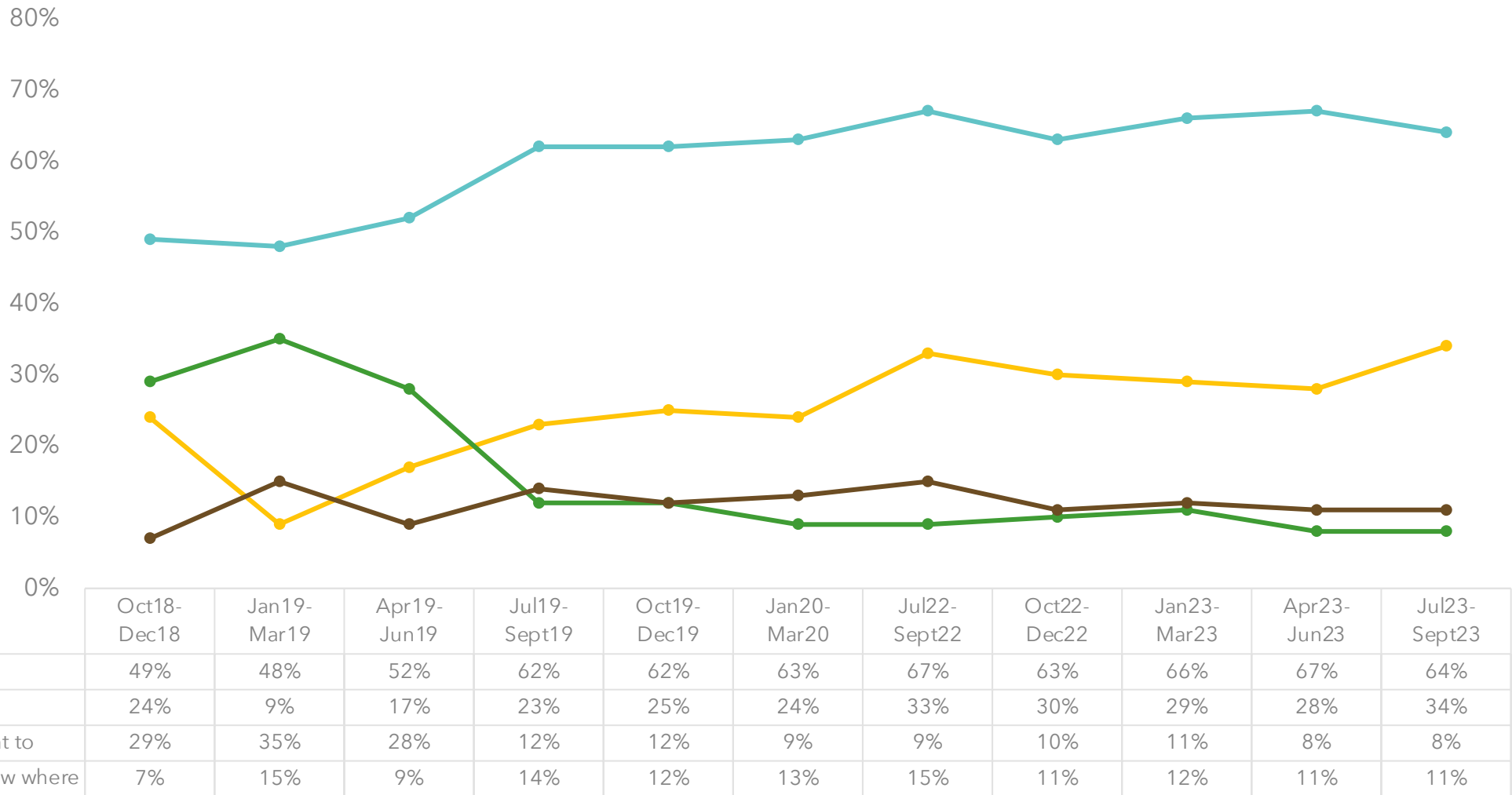
ACTIVITIES – ENTERTAINMENT & DINING



LOCAL ATTRACTIONS – TOP RESPONSES (5%+)



LOCAL CULTURE – OBSTACLES



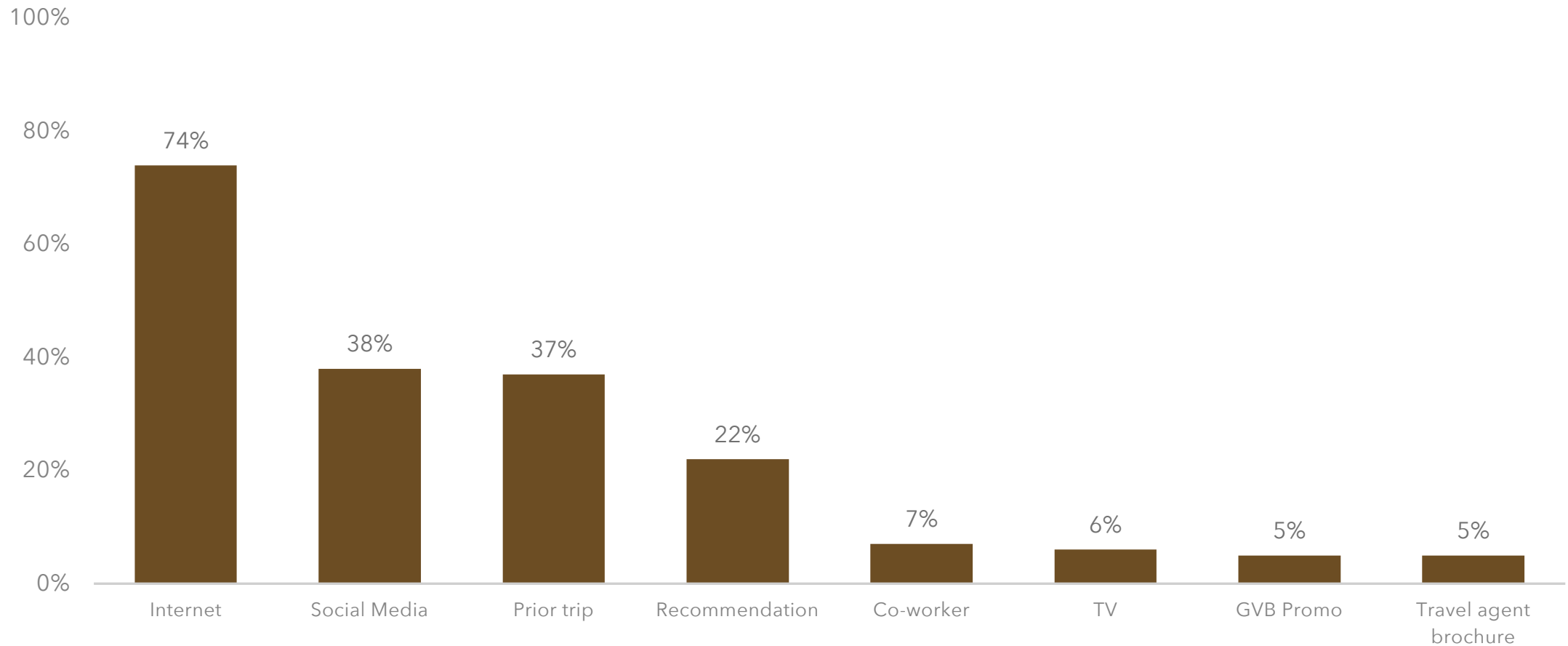


SECTION 6

SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION - SEGMENTATION

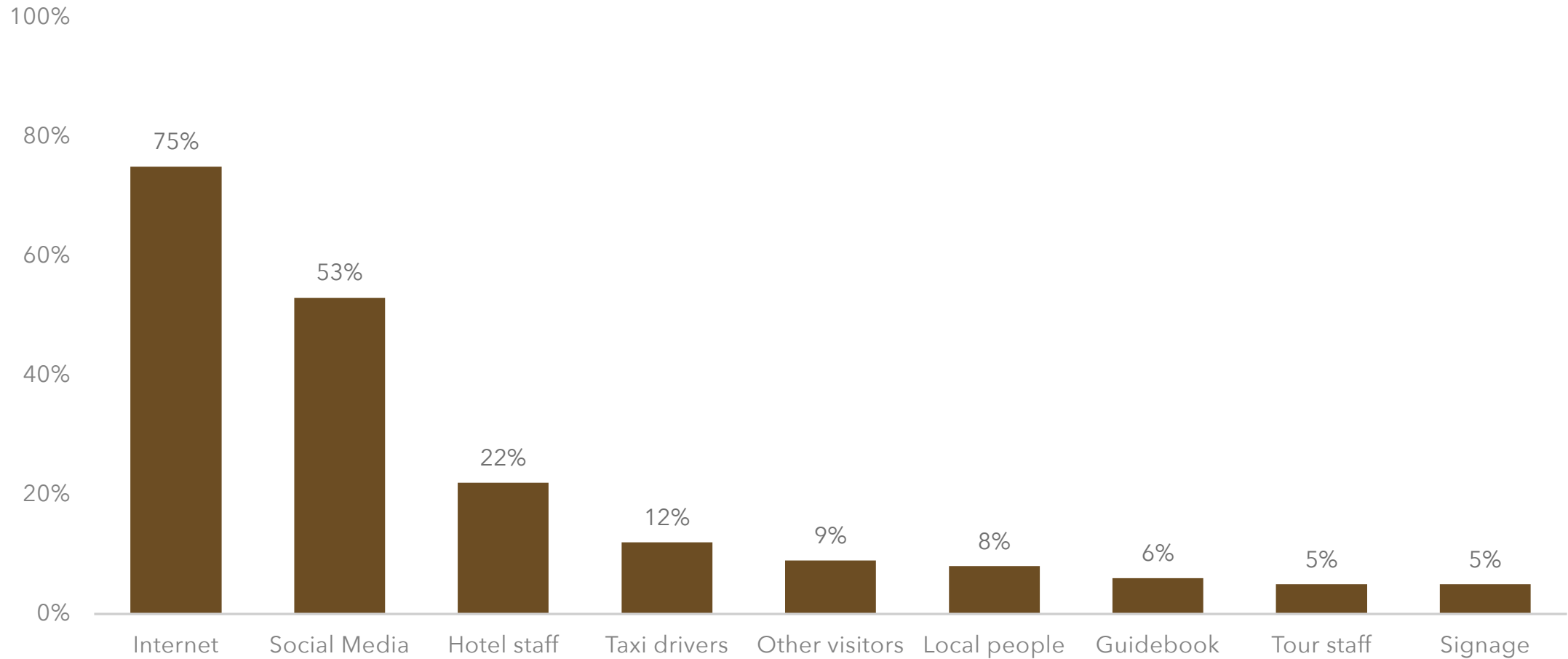
GVB VISITOR SATISFACTION STUDY

		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
		-	-	-	-	-	-	-	-	-
		(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
Q5	Internet/Mobile App	74%	74%	73%	71%	80%	80%	100% ^{a,b}	65%	75%
	Social media	38%	39%	37%	38%	a	50%	100% ^{a,b}	30%	40%
	I have been to Guam before	37%	40%	41%	21%	20%	20%	a,b	74%	36%
	Friend or relative	22%	21%	21%	17%	a	30%	a,b	13%	22%
	Co-worker/ company travel department	7%	6%	6%	12%	20%	10%	a,b	2%	6%
	TV	6%	6%	6%	10%	a	10%	a,b	4%	6%
	Travel agent brochure	5%	6%	3%	10%	a	a	a,b	4%	5%
	Guam Visitors Bureau promotional activities	5%	5%	5%	4%	20%	10%	a,b	7%	5%
	Travel guide book at bookstores	4%	4%	4%	6%	a	a	a,b	1%	3%
	Magazine (consumer)	1%	1%	1%	a	a	a	a,b	a	1%
	Newspaper	0%	1%	1%	a	a	a	a,b	0%	0%
	Guam Visitors Bureau office	0%	0%	1%	a	a	a	a,b	0%	0%
	Travel trade shows	0%	1%	1%	2%	a	a	a,b	0%	0%
	Radio	0%	0%	a	a	a	a	a,b	a	0%
	Total	440	373	324	52	5	10	1	221	402

*Prepared by Anthology Research^{c,d}

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. This category is not used in comparisons because the sum of case weights is less than two.
- c. 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
- d. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

ONISLE SOURCES OF INFORMATION



ONISLE SOURCES OF INFORMATION

GVB VISITOR SATISFACTION STUDY

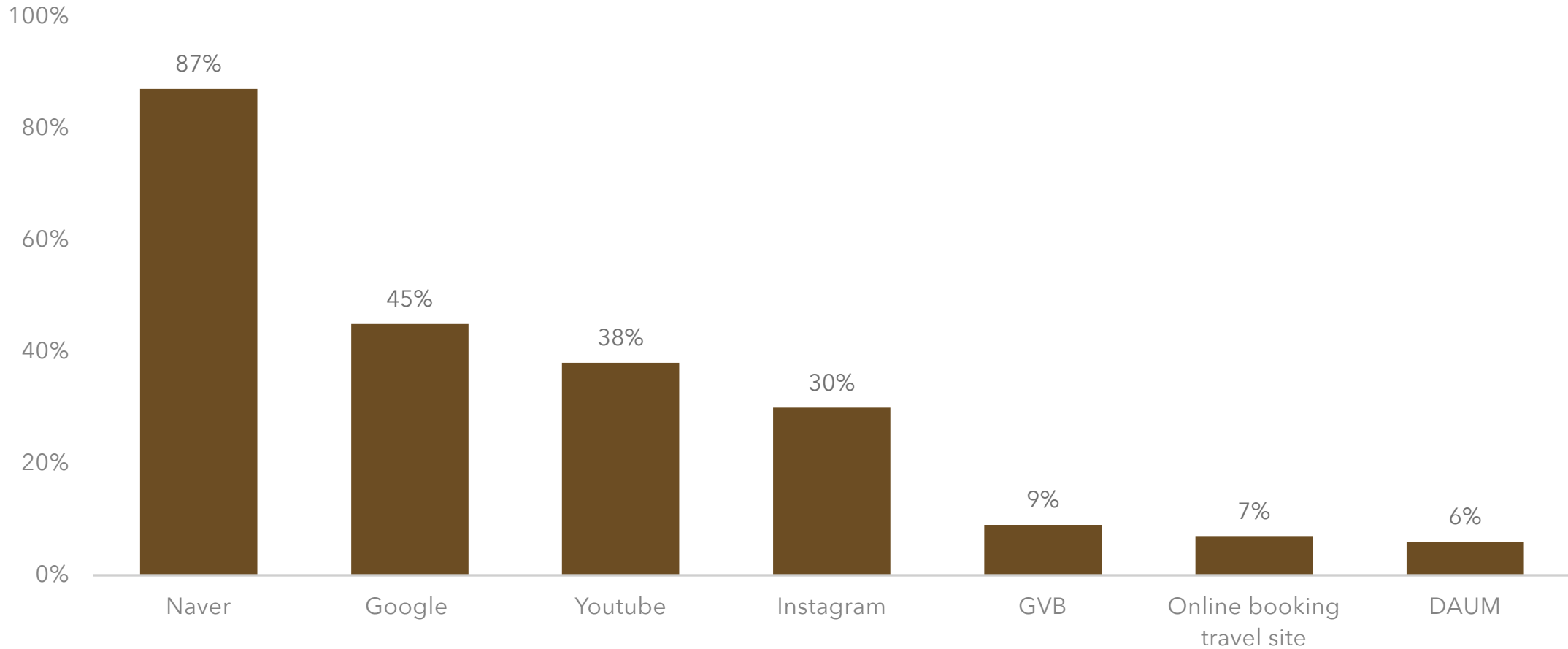
		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
		-	-	-	-	-	-	-	-	-
		(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
Q6	Internet/ Mobile App	75%	77%	75%	67%	80%	100% ^a	100% ^{a,b}	75%	75%
	Social Media	53%	54%	53%	44%	^a	60%	^{a,b}	52%	53%
	Hotel staff	22%	21%	20%	27%	^a	^a	^{a,b}	23%	22%
	Taxi drivers	12%	11%	12%	23%	20%	10%	100% ^{a,b}	9%	12%
	Other visitors	9%	9%	10%	10%	40%	^a	^{a,b}	9%	9%
	Local people	8%	6%	9%	6%	40%	^a	^{a,b}	10%	6%
	Guide books I brought with me	6%	6%	6%	6%	^a	^a	^{a,b}	4%	6%
	Signs/ advertisement	5%	6%	5%	2%	^a	10%	^{a,b}	7%	5%
	Tour staff	5%	5%	2%	21%	20%	^a	^{a,b}	2%	6%
	Visitors channel	4%	4%	4%	2%	^a	^a	^{a,b}	2%	5%
	Guam Visitors Bureau	4%	3%	5%	2%	^a	^a	^{a,b}	5%	4%
	Local publication	3%	3%	3%	2%	^a	^a	^{a,b}	4%	3%
	Retail staff	2%	1%	2%	4%	^a	^a	^{a,b}	3%	2%
	Restaurant staff (outside hotel)	2%	1%	2%	4%	20%	^a	^{a,b}	2%	2%
	Total	440	373	324	52	5	10	1	221	402

*Prepared by Anthology Research^{c,d}

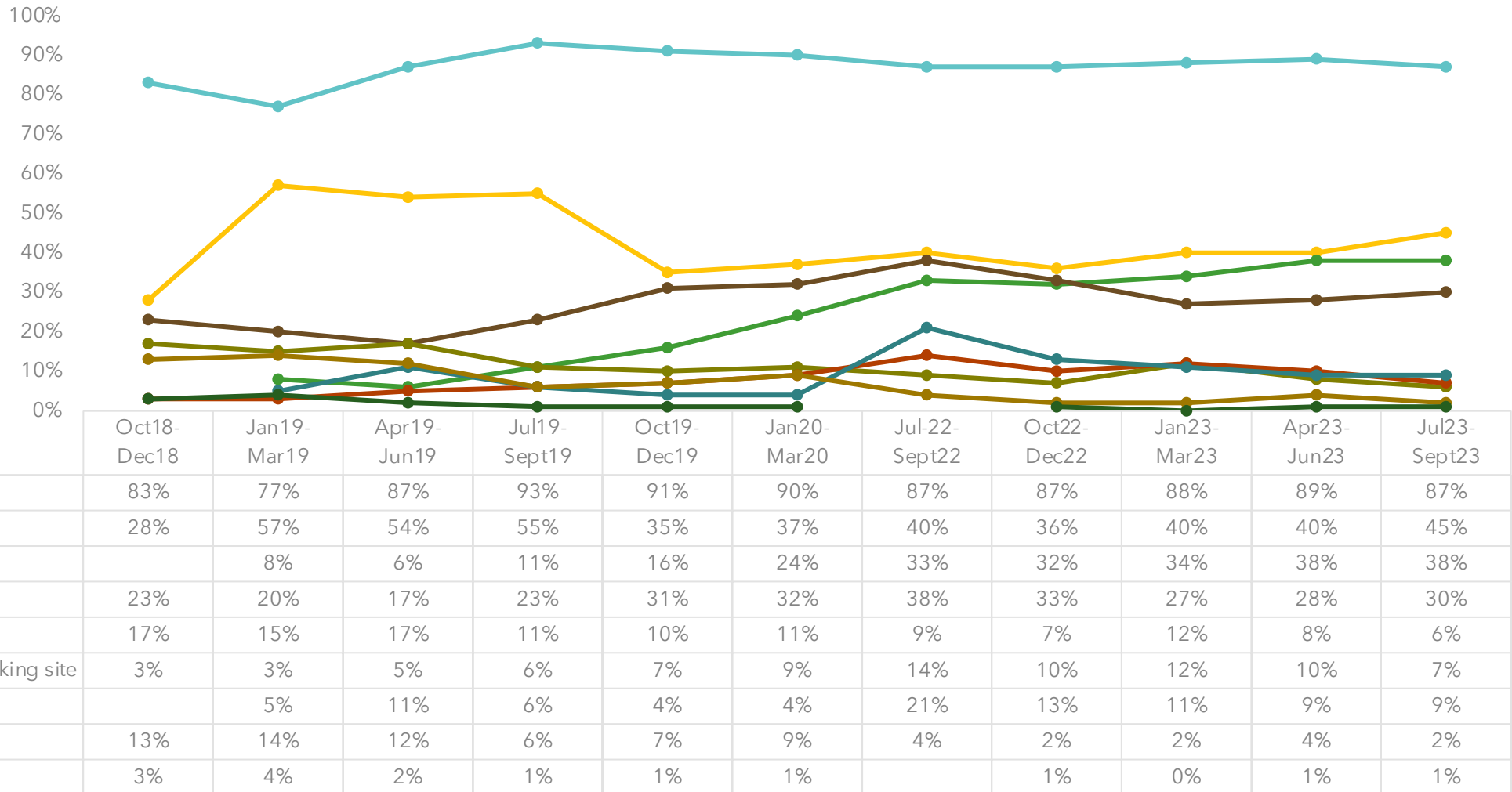
- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. This category is not used in comparisons because the sum of case weights is less than two.
- c. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller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



ONLINE SOURCES OF INFORMATION



ONLINE SOURCES OF INFORMATION

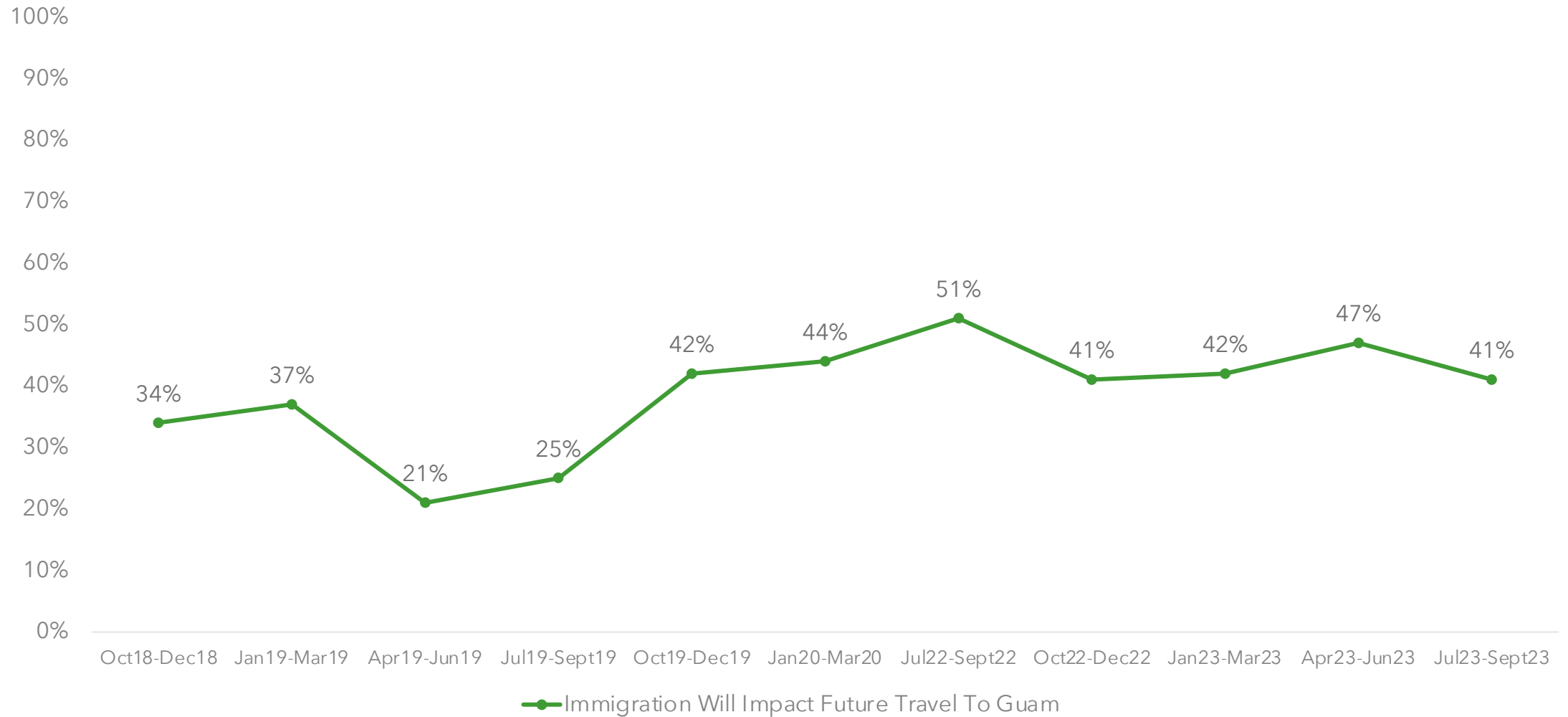




SECTION 7
IMMIGRATION



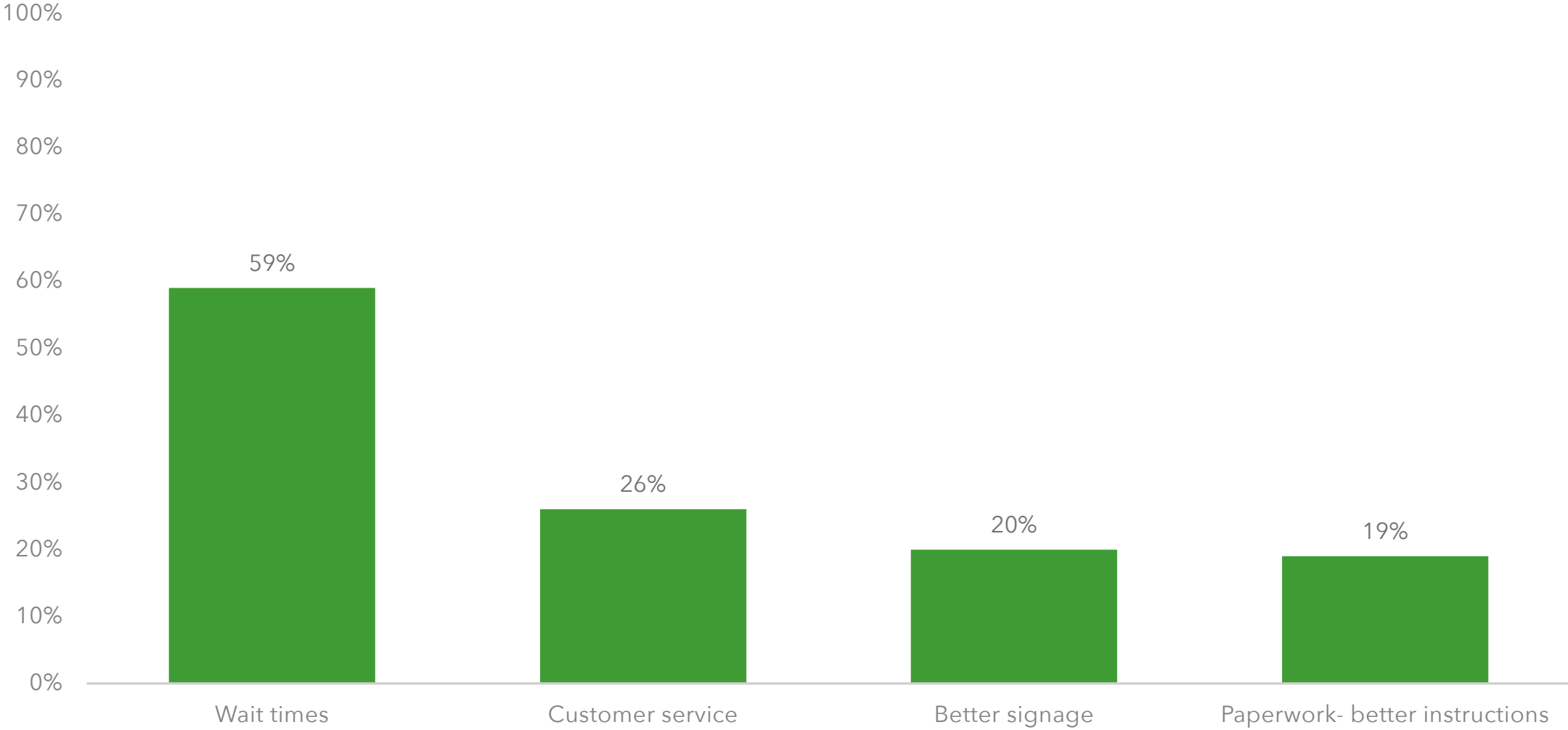
IMPACT OF AIRPORT IMMIGRATION SVC ON FUTURE TRAVEL TO GUAM



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



AIRPORT – SECURITY/ IMMIGRATION ISSUES



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

