Korea In-Market Insight Report

MAY 2021

[ANTHOLOGY®] RESEARCH

GUAM VISITORS BUREAU

GUAM

Background & Objectives

- In light of the covid-19 pandemic and its abrupt and severe impacts on visitor arrivals on Guam, Guam Visitors Bureau contracted Anthology Research to gather feedback from residents likely to travel in the near future from key source markets, in order to achieve the following objectives.
  - Inform strategies to drive demand for Guam as a destination for leisure travel from the source market covered by the study: Korea.
  - Better understand motivations to travel internationally.
  - Gauge perceptions of and satisfaction with Guam as a destination.
- Anthology and Guam Visitors Bureau research staff collaboratively developed the questionnaire, which was translated into Korean.

Methodology

- Anthology Research conducted a self-administered online survey of residents of Korea, utilizing sample provided by a reputable online sample provider. All surveys were presented in Korean, with the option to view the survey in English. Participants were screened to include only those residents who have traveled internationally for vacation in the last two years or intend to travel internationally for vacation in the next two years.
- This report includes results from the survey, conducted May 3-5, 2021. A total of 303 surveys were collected during this period.
- The margin of error for a sample of 303 is +/- 5.63 percentage points with a 95% confidence level. That is, if all Korean residents in the same time period were asked these questions, we can be 95% certain that their responses would not differ by +/- 5.63 percentage points.
- Note: In some areas of this report, tracking is shown for comparison purposes against a pilot survey that was conducted online in December/January 2021, using a sample derived from prior visitors to Guam provided by Guam Visitors Bureau. Please use caution when comparing these data, as the sample frame was different in each study.

Key Highlights

- Half (43%) of those polled do not intend to travel internationally until the pandemic is over.
- Nearly 1 in 3 (30%) are considering Guam as a possible destination for a future vacation, following Europe (36%) and Hawaii (35%) as preferred destinations, and tied with Continental U.S. (30%) and Japan (30%).
- Of those who said they would consider Guam as a possible future travel destination, 49% indicate they intend to vacation outside of Korean in the next 6-12 months, with an additional 19% indicating that they would travel in 1-2 years. A third (32%) indicate they would not travel until the pandemic ends.
- “Safety is an important factor when traveling internationally” was identified by 70% of respondents as a very important factor in choosing a destination, the most selected item tested.

Key Highlights (cont.)

- While only 13% had reported receiving at least one shot of the COVID-19 vaccine, 71% of respondents will get the vaccine when available to them. One in seven (16%) indicate they will not get vaccinated.
- A majority (62%) of respondents indicate they will likely travel less often after the pandemic; one in five (20%) will travel more often.
- The factors that most selected as very important when selecting a destination to visit post-COVID are low rates of COVID-19 (76%) and advanced hygiene measures (58%).
- The majority of likely travelers in Korea (76%) see Guam's plans for improvements to safety measures at the airport, including a digital/ touchless experience using kiosks and QR codes for the customers and border protection/ ESTA process, as added value and are willing to pay a little more for them.

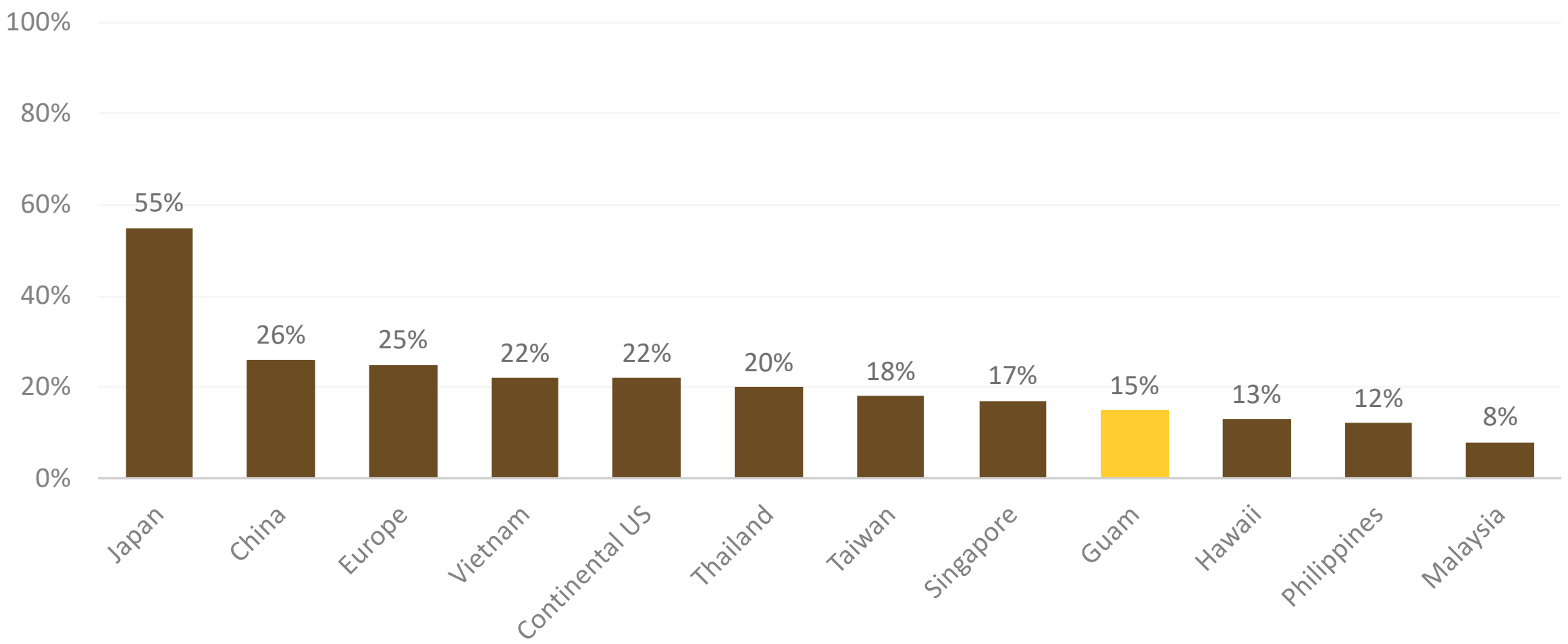
SECTION 1

TRAVEL PLANNING

GUAM VISITORS BUREAU

GUAM

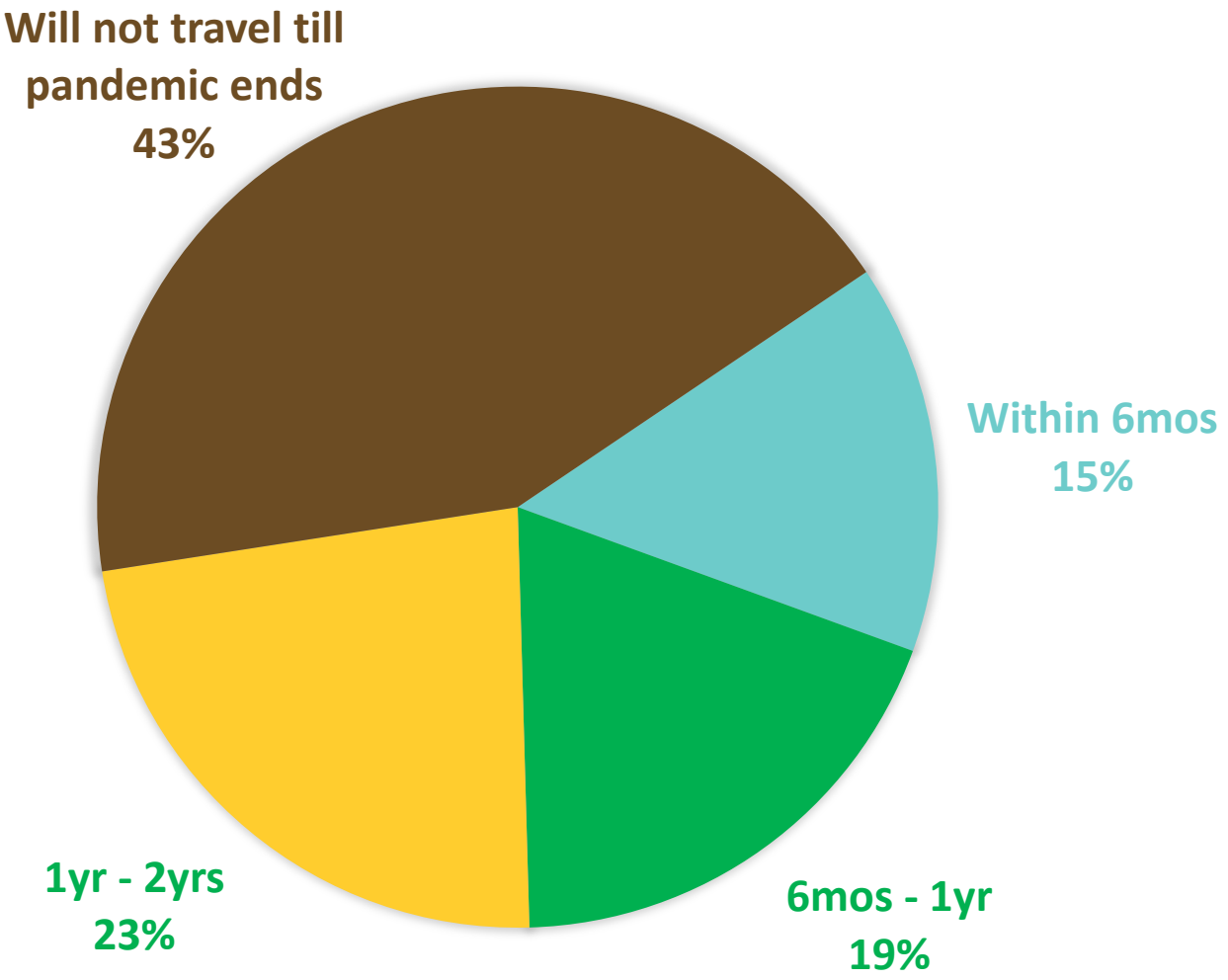
TRAVEL HISTORY



Q: To what international destination(s) have you traveled in the last five years?

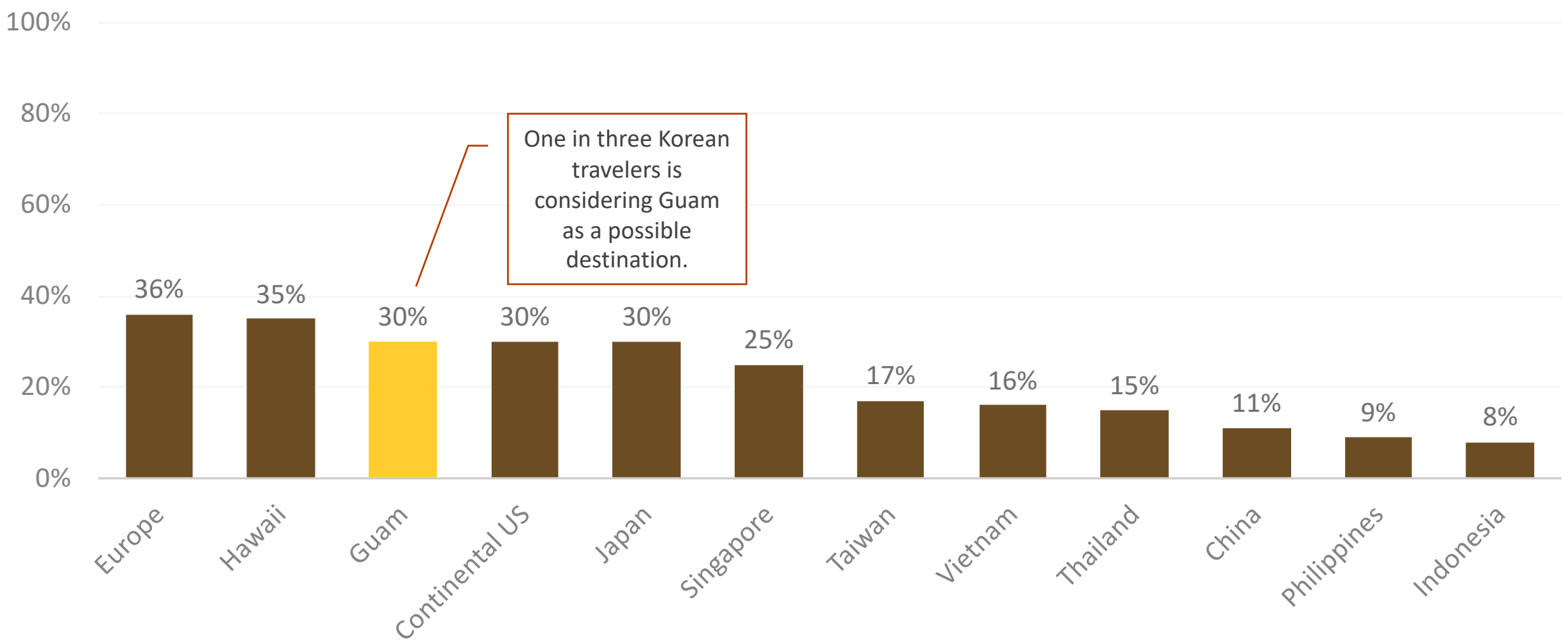
FUTURE TRAVEL PLANS

Majority of those polled anticipate international travel, even with the threat of the pandemic still looming.



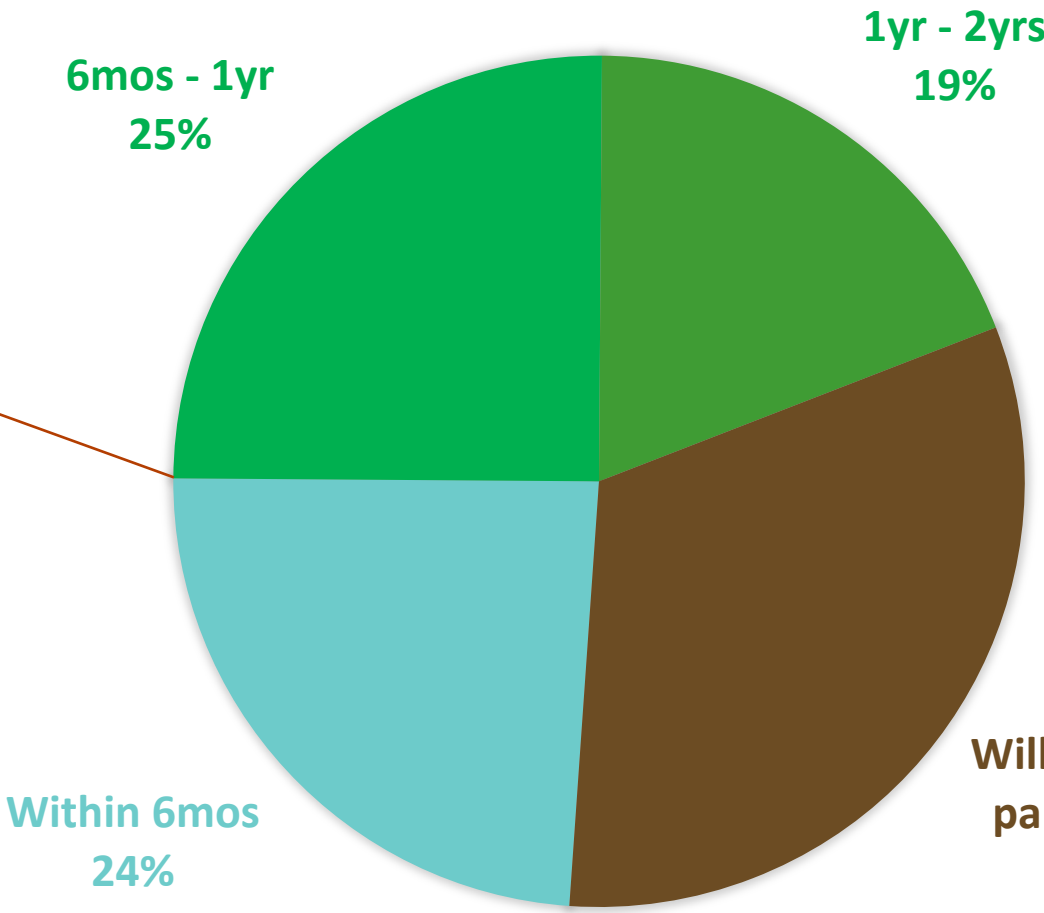
Q: When, if at all, do you intend to take an international trip for vacation purposes outside of Korea?

POTENTIAL FUTURE TRAVEL DESTINATIONS



Q: Thinking of your next vacation trip outside of Korea, what destinations are you considering?

TIMING OF FUTURE TRAVEL TO GUAM



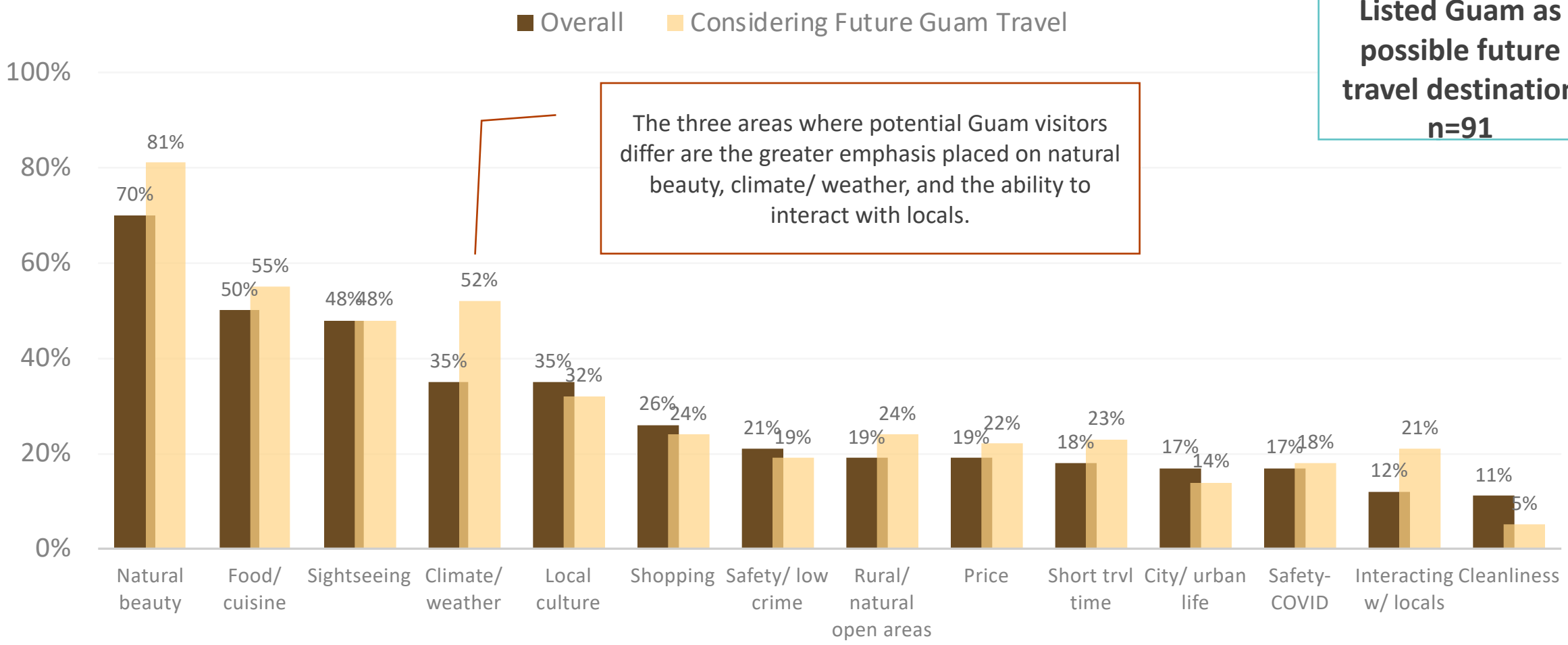
Half who are considering Guam as a possible destination intend to travel internationally within the next year.

Filter:
Listed Guam as possible future travel destination
n=91

Q: When, if at all, do you intend to take an international trip for vacation purposes outside of Korea?

APPEAL OF INTERNATIONAL TRAVEL DESTINATIONS

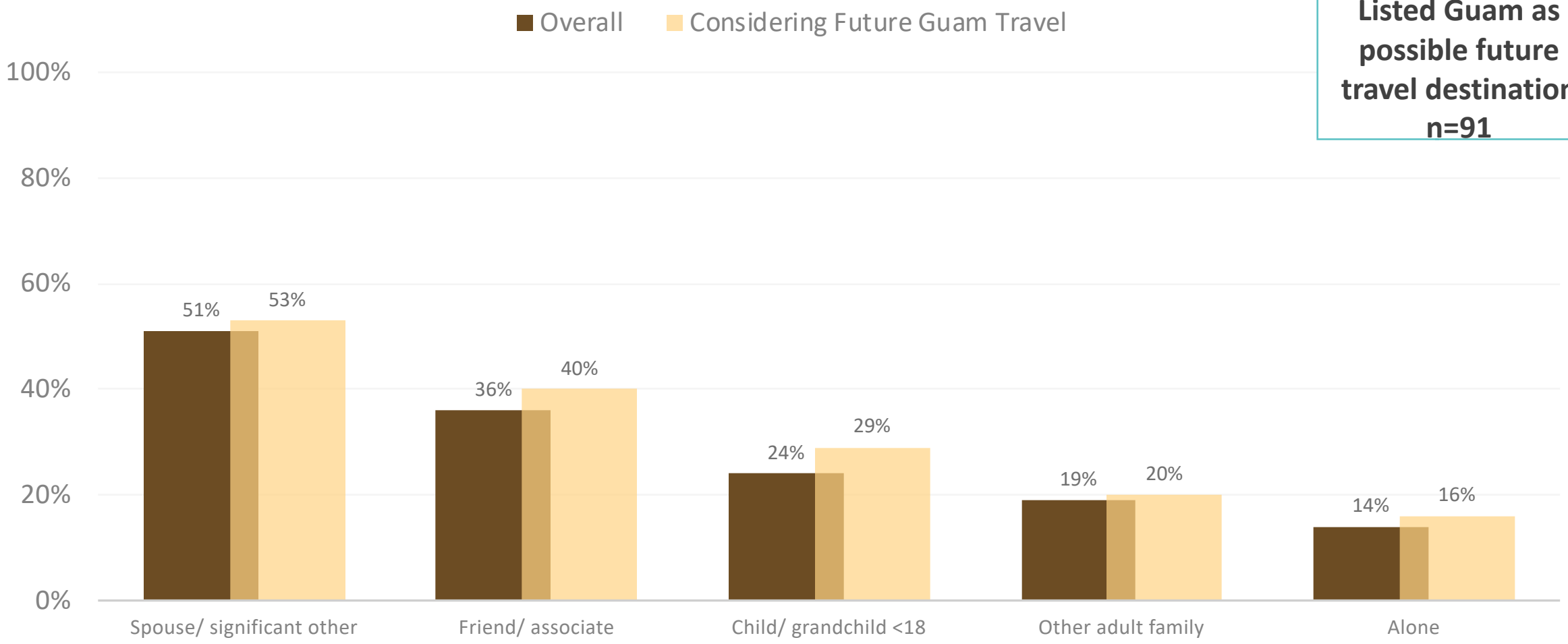
Filter:
Listed Guam as possible future travel destination
n=91



Q: What is appealing about those places?

FUTURE INTERNATIONAL TRAVEL PARTY

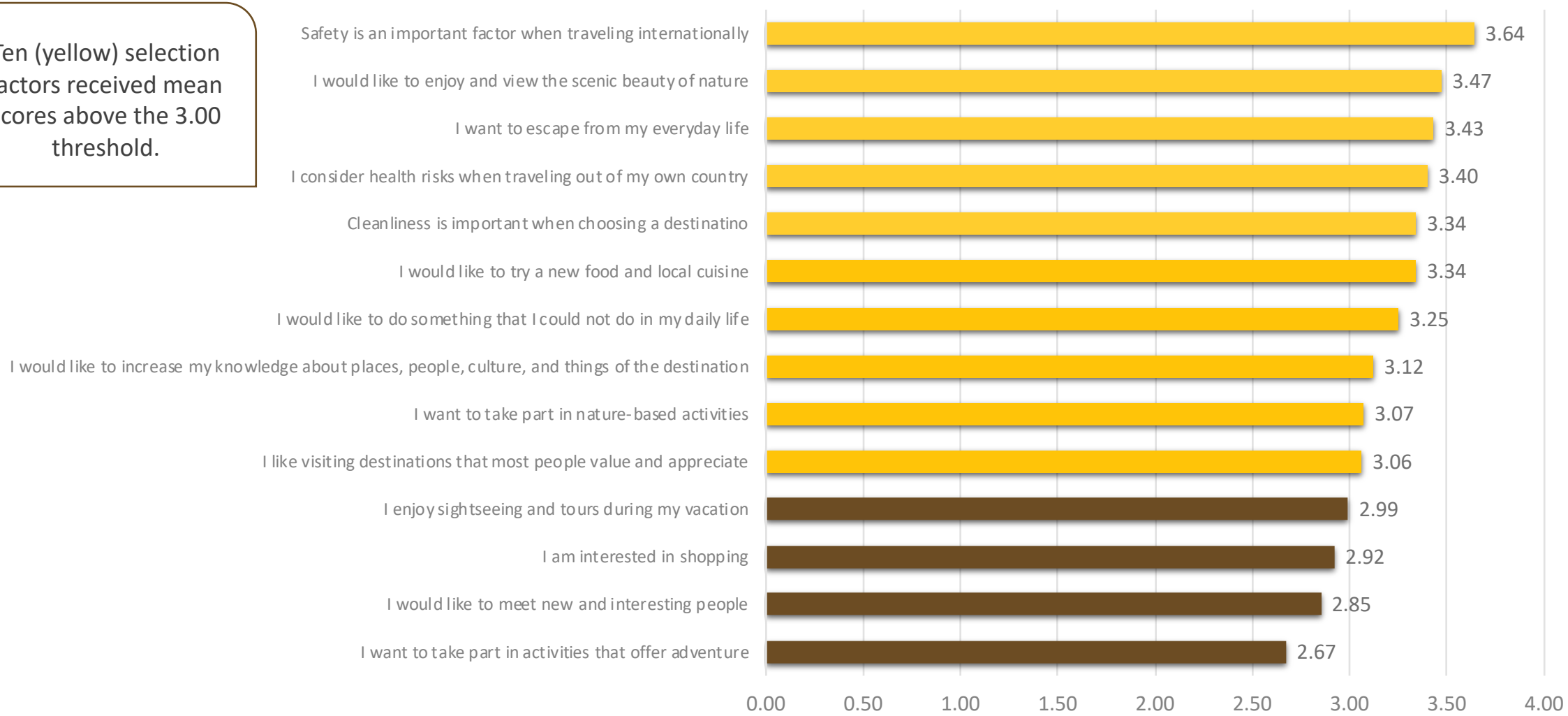
Filter:
Listed Guam as possible future travel destination
n=91



Q: Thinking of your travel plans post-COVID-19, who are you most looking forward to traveling with to an international destination?

DESTINATION SELECTION FACTORS – IMPORTANCE MEAN SCORE 4PT SCALE

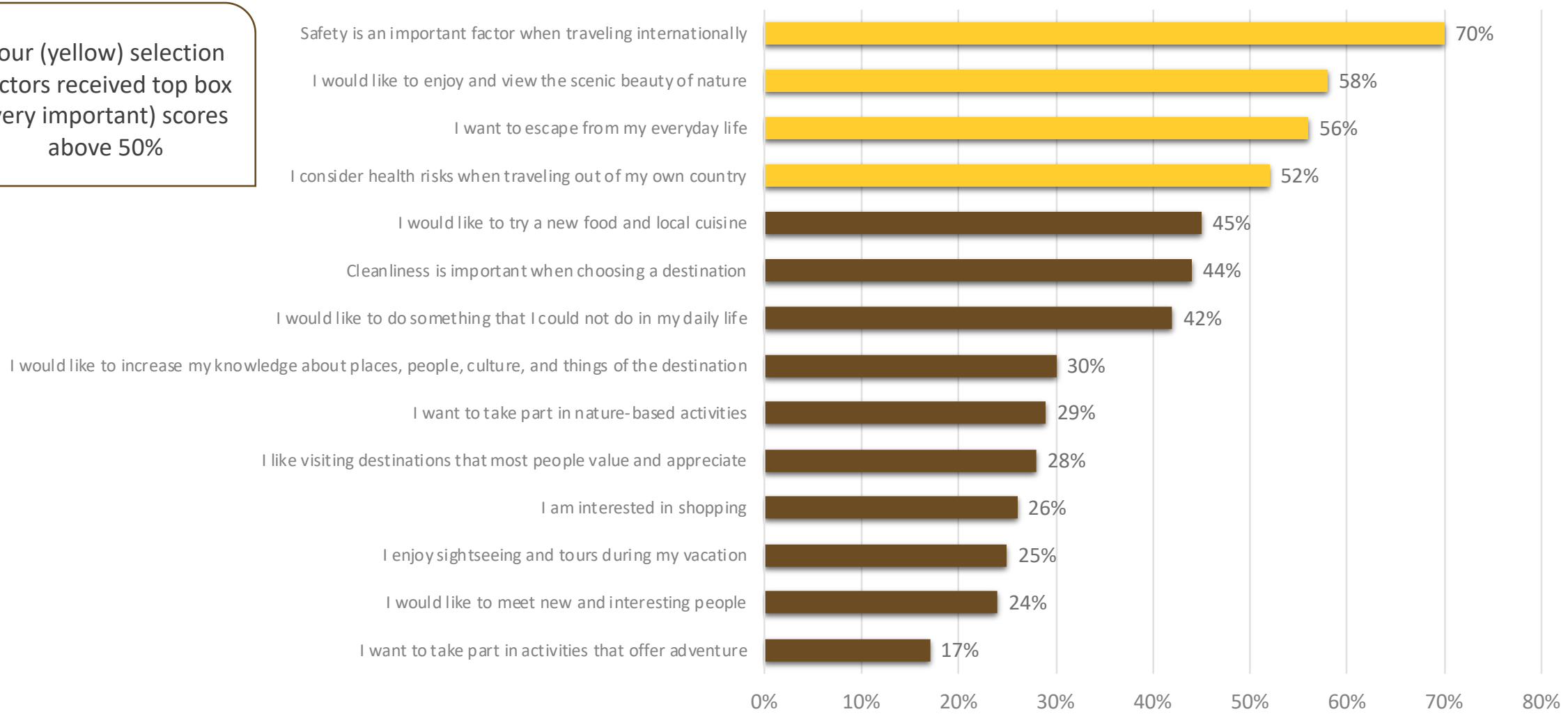
Ten (yellow) selection factors received mean scores above the 3.00 threshold.



Q: When considering a destination to visit, how important are each of the following in your decision of where to go?

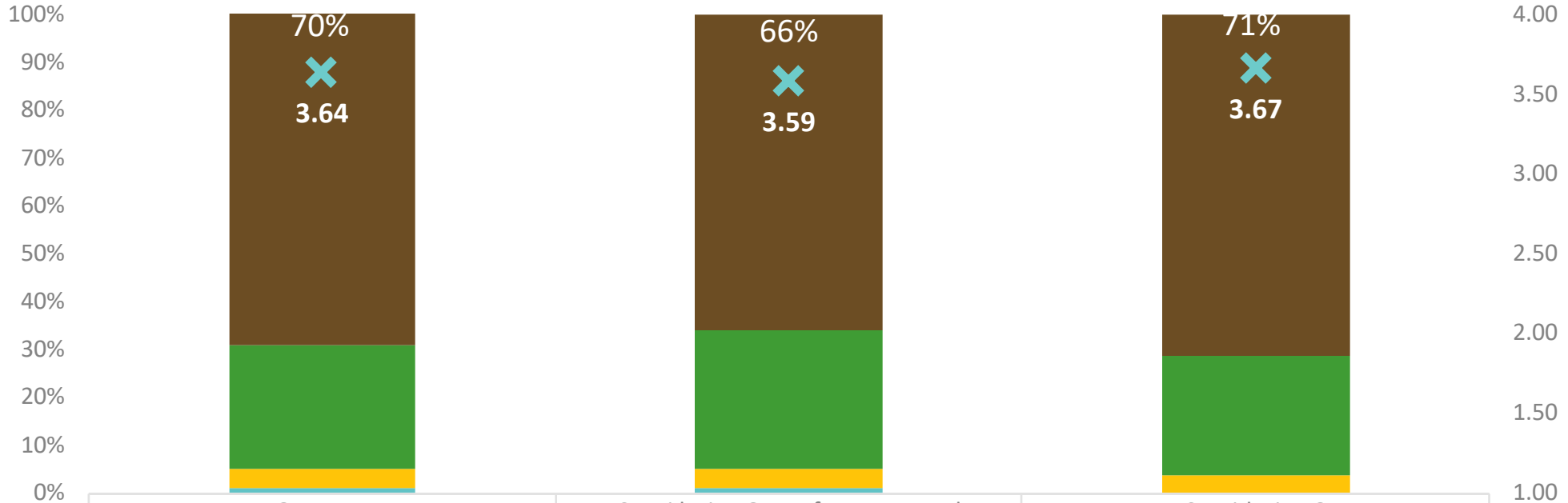
DESTINATION SELECTION FACTORS – VERY IMPORTANT / TOP BOX

Four (yellow) selection factors received top box (very important) scores above 50%



Q: When considering a destination to visit, how important are each of the following in your decision of where to go?

Safety is an important factor when traveling internationally



	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Important (4)	70%	66%	71%
Somewhat Important (3)	26%	29%	25%
Somewhat unimportant (2)	4%	4%	4%
Very unimportant (1)	1%	1%	0%
BASE	303	91	212
MEAN	3.64	3.59	3.67

Q: When considering a destination to visit, how important are each of the following in your decision of where to go?

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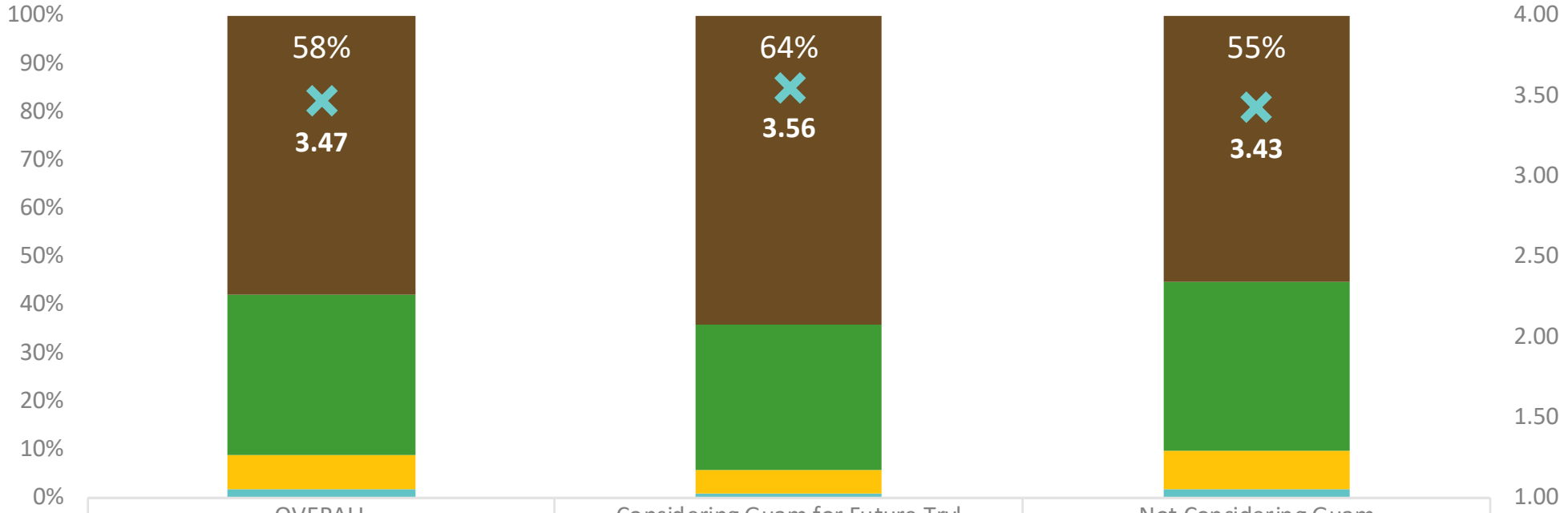
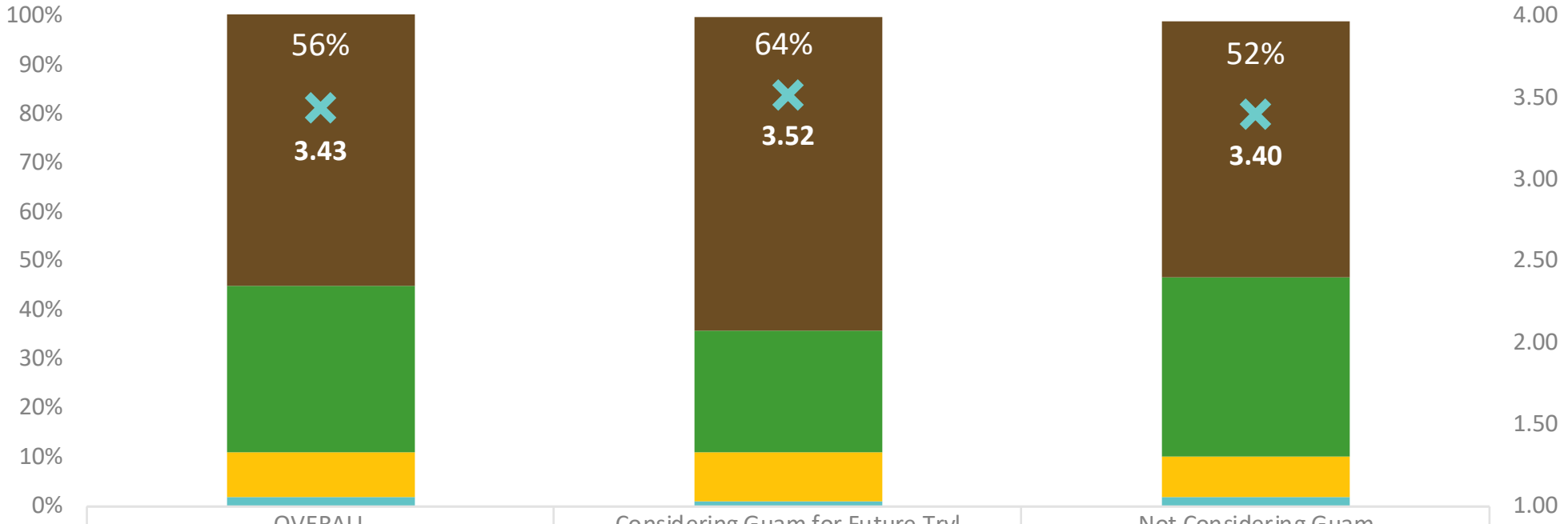
I would like to enjoy and view the scenic beauty of nature



	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Important (4)	58%	64%	55%
Somewhat Important (3)	33%	30%	35%
Somewhat unimportant (2)	7%	5%	8%
Very unimportant (1)	2%	1%	2%
BASE	303	91	212
MEAN	3.47	3.56	3.43

Q: When considering a destination to visit, how important are each of the following in your decision of where to go?

I want to escape my everyday life



	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Important (4)	56%	64%	52%
Somewhat Important (3)	34%	25%	37%
Somewhat unimportant (2)	9%	10%	8%
Very unimportant (1)	2%	1%	2%
BASE	303	91	212
MEAN	3.43	3.52	3.40

Q: When considering a destination to visit, how important are each of the following in your decision of where to go?

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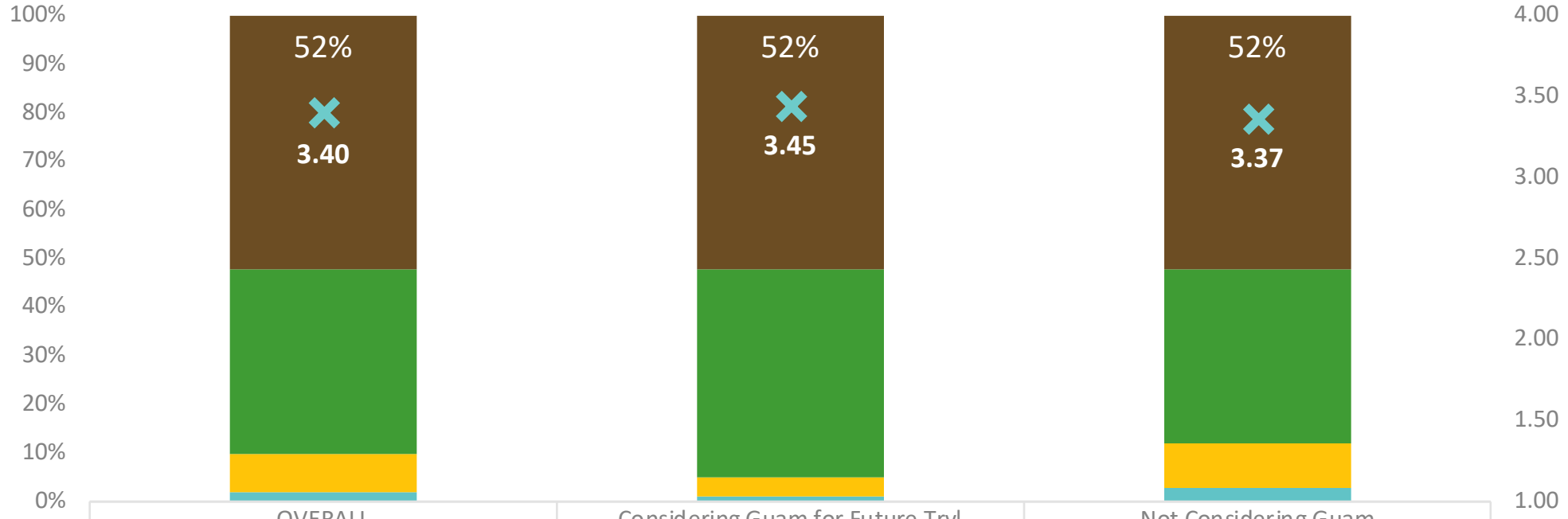
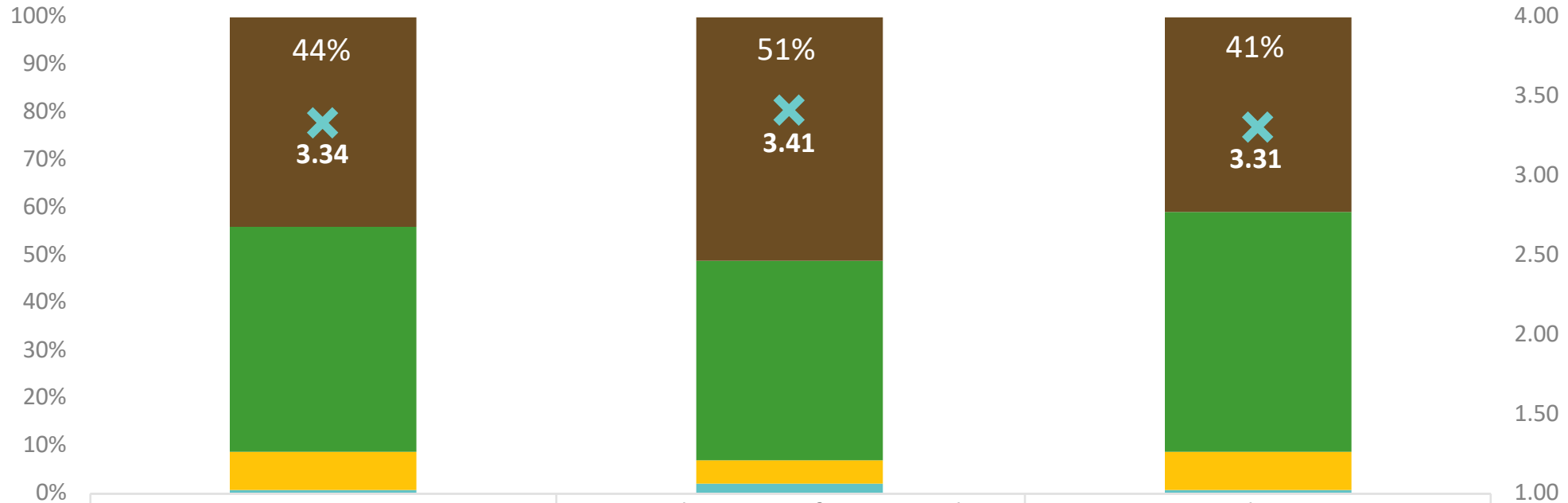
I consider health risks when traveling out of my own country



	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Important (4)	52%	52%	52%
Somewhat Important (3)	38%	43%	36%
Somewhat unimportant (2)	8%	4%	9%
Very unimportant (1)	2%	1%	3%
BASE	303	91	212
MEAN	3.40	3.45	3.37

Q: When considering a destination to visit, how important are each of the following in your decision of where to go?

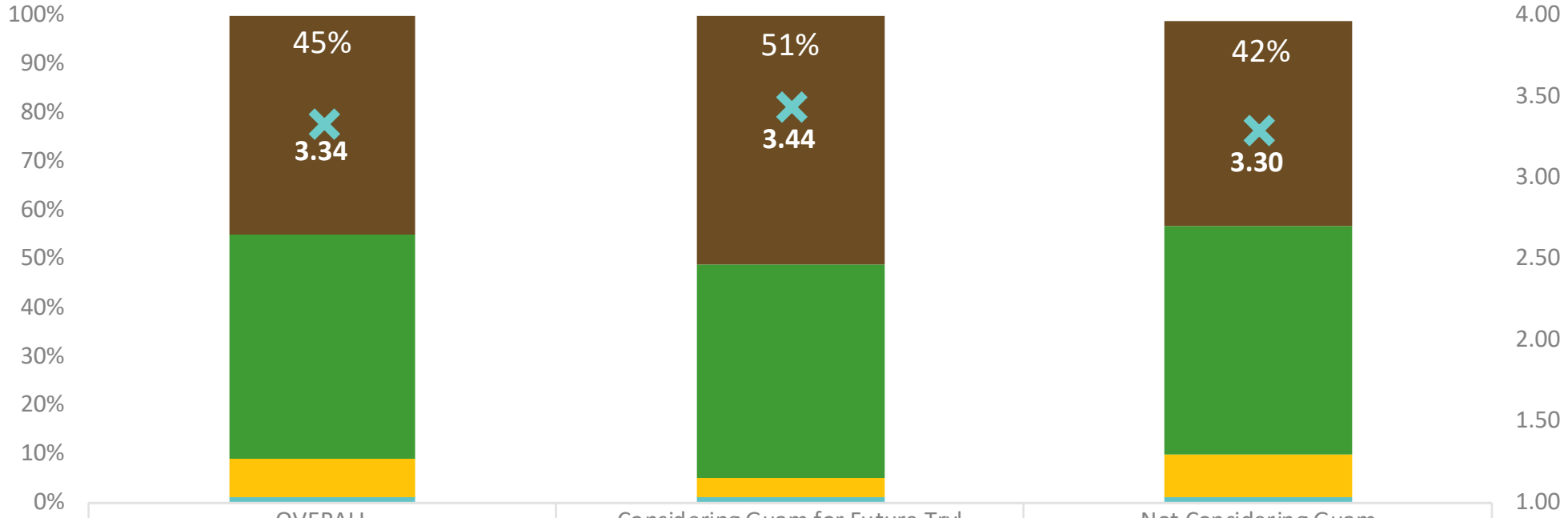
Cleanliness is important when choosing a destination



	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Important (4)	44%	51%	41%
Somewhat Important (3)	47%	42%	50%
Somewhat unimportant (2)	8%	5%	8%
Very unimportant (1)	1%	2%	1%
BASE	303	91	212
MEAN	3.34	3.41	3.31

Q: When considering a destination to visit, how important are each of the following in your decision of where to go?

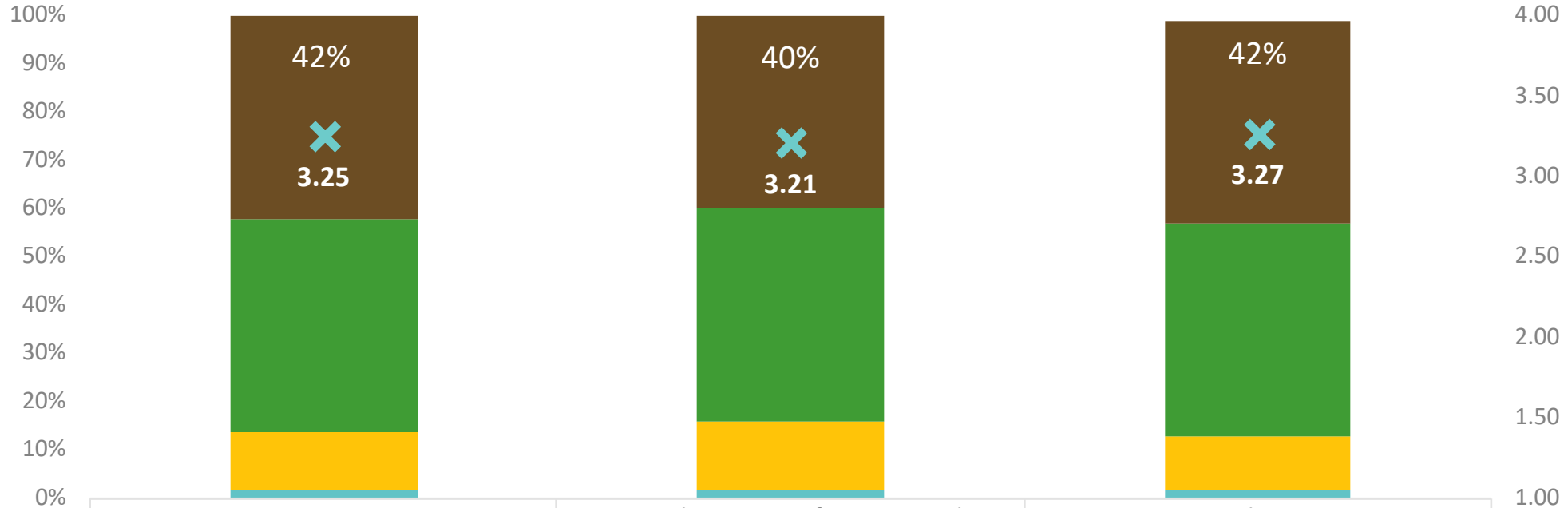
I would like to try a new food and local cuisine



	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Important (4)	45%	51%	42%
Somewhat Important (3)	46%	44%	47%
Somewhat unimportant (2)	8%	4%	9%
Very unimportant (1)	1%	1%	1%
BASE	303	91	212
MEAN	3.34	3.44	3.30

Q: When considering a destination to visit, how important are each of the following in your decision of where to go?

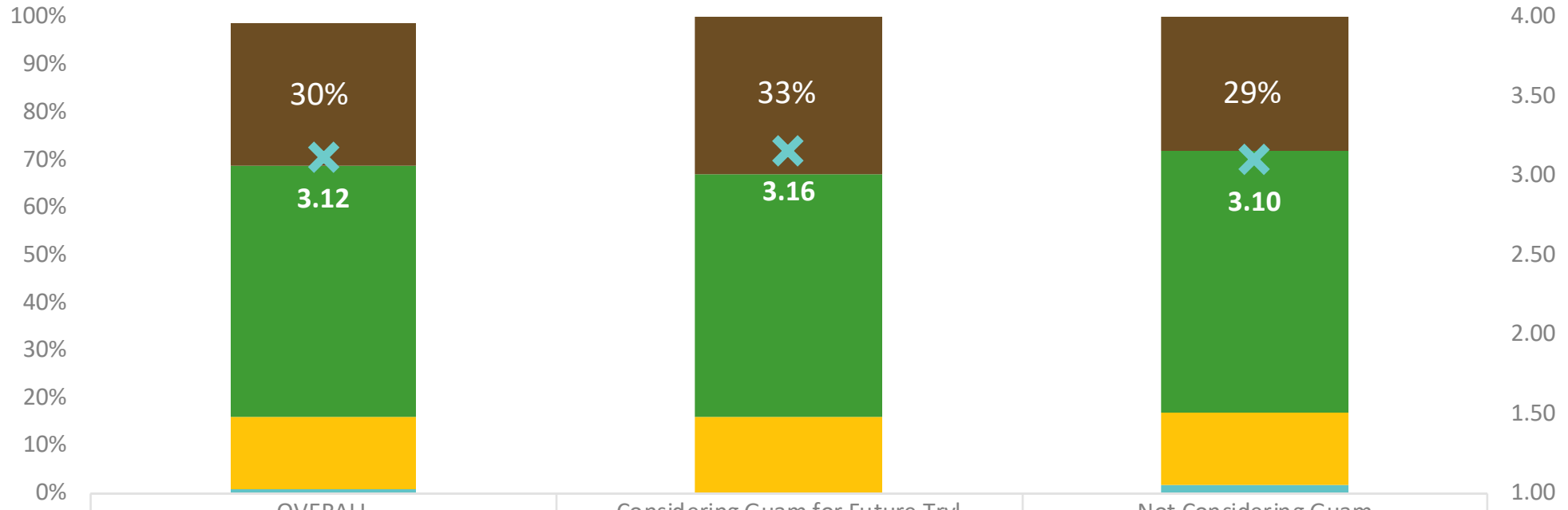
I would like to do something that I could not do in my daily life



	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Important (4)	42%	40%	42%
Somewhat Important (3)	44%	44%	44%
Somewhat unimportant (2)	12%	14%	11%
Very unimportant (1)	2%	2%	2%
BASE	303	91	212
MEAN	3.25	3.21	3.27

Q: When considering a destination to visit, how important are each of the following in your decision of where to go?

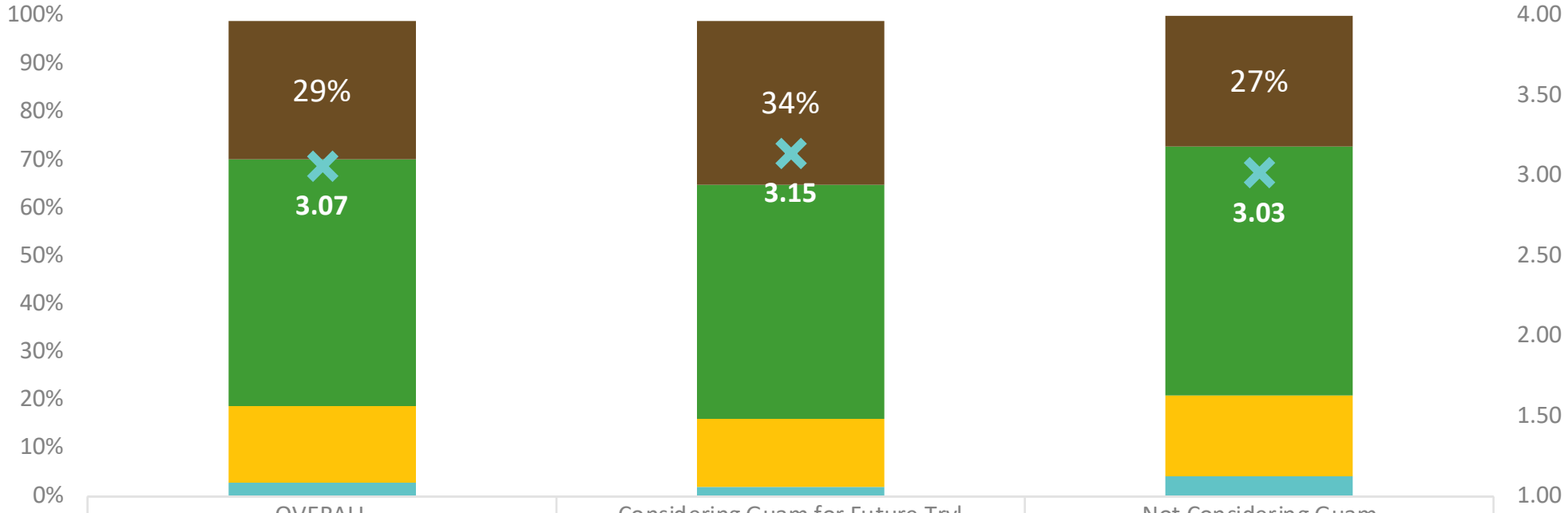
I would like to increase my knowledge about places, people, culture, and things of the destination



	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Important (4)	30%	33%	29%
Somewhat Important (3)	53%	51%	55%
Somewhat unimportant (2)	15%	16%	15%
Very unimportant (1)	1%		2%
BASE	303	91	212
MEAN	3.12	3.16	3.10

Q: When considering a destination to visit, how important are each of the following in your decision of where to go?

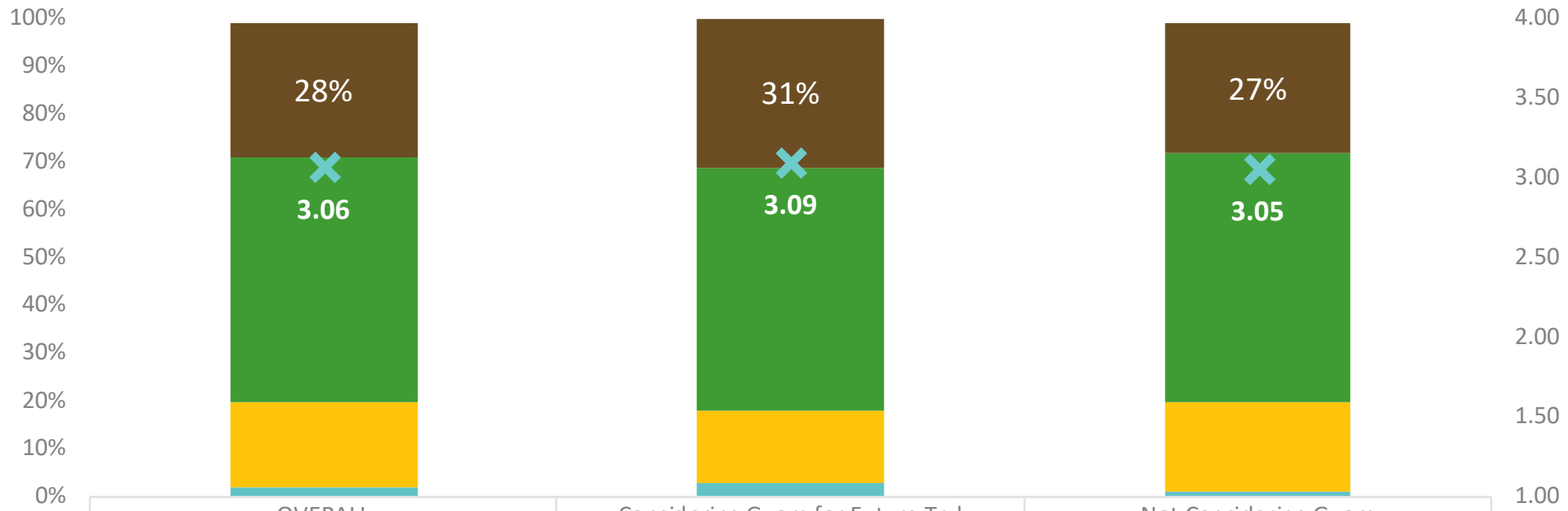
I want to take part in nature-based activities



	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Important (4)	29%	34%	27%
Somewhat Important (3)	51%	49%	52%
Somewhat unimportant (2)	16%	14%	17%
Very unimportant (1)	3%	2%	4%
BASE	303	91	212
MEAN	3.07	3.15	3.03

Q: When considering a destination to visit, how important are each of the following in your decision of where to go?

I like visiting destinations that most people value and appreciate



	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Important (4)	28%	31%	27%
Somewhat Important (3)	51%	51%	52%
Somewhat unimportant (2)	18%	15%	19%
Very unimportant (1)	2%	3%	1%
BASE	303	91	212
MEAN	3.06	3.09	3.05

Q: When considering a destination to visit, how important are each of the following in your decision of where to go?

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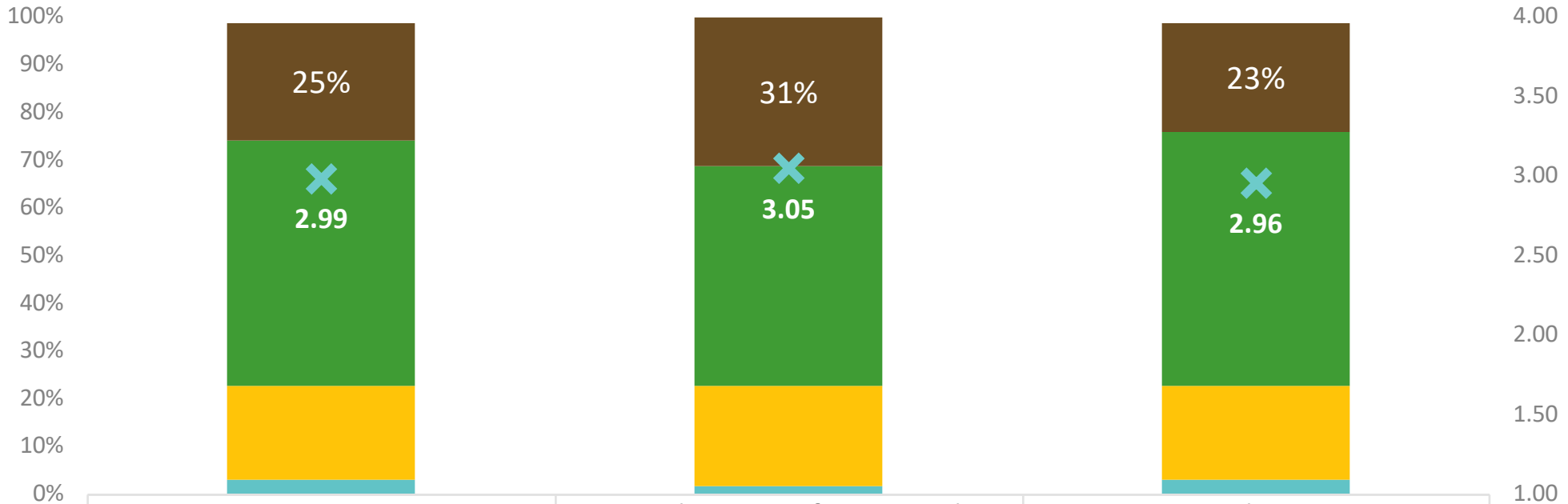
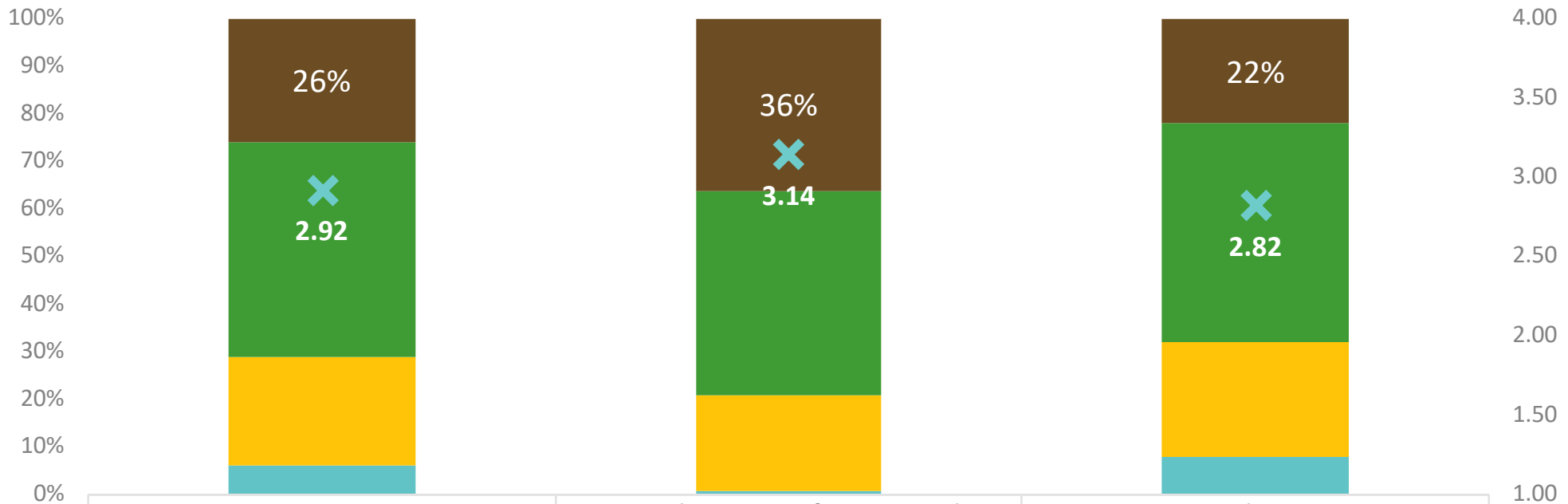
I enjoy sightseeing and tours during my vacation



	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Important (4)	25%	31%	23%
Somewhat Important (3)	51%	46%	53%
Somewhat unimportant (2)	20%	21%	20%
Very unimportant (1)	3%	2%	3%
BASE	303	91	212
MEAN	2.99	3.05	2.96

Q: When considering a destination to visit, how important are each of the following in your decision of where to go?

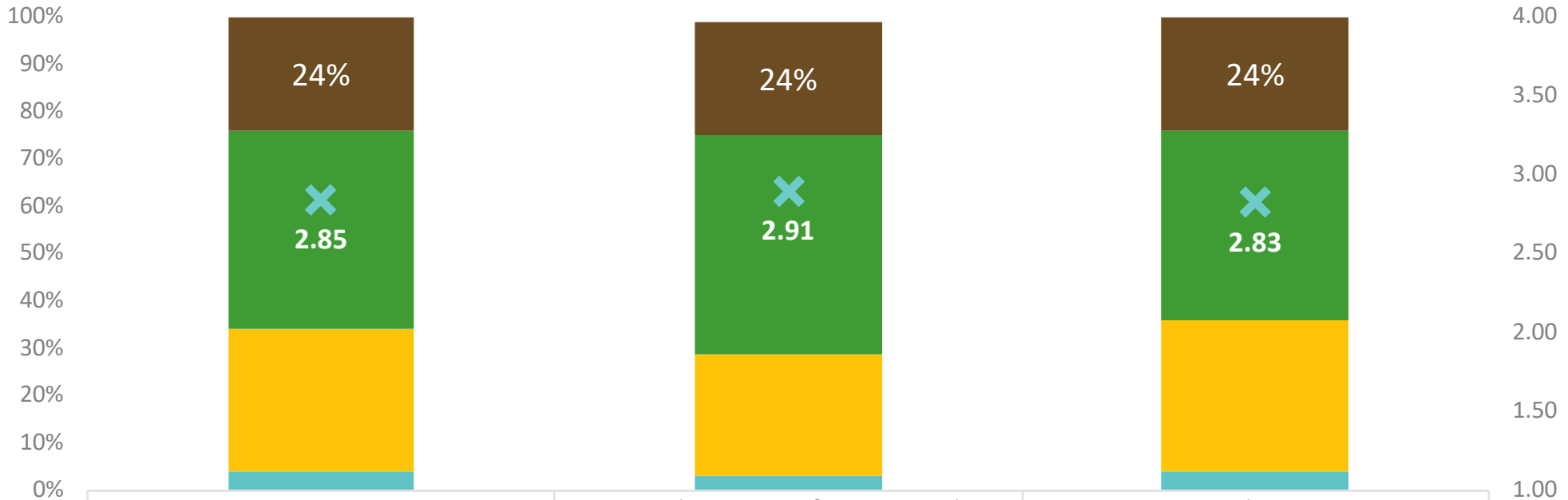
I am interested in shopping



	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Important (4)	26%	36%	22%
Somewhat Important (3)	45%	43%	46%
Somewhat unimportant (2)	23%	20%	24%
Very unimportant (1)	6%	1%	8%
BASE	303	91	212
MEAN	2.92	3.14	2.82

Q: When considering a destination to visit, how important are each of the following in your decision of where to go?

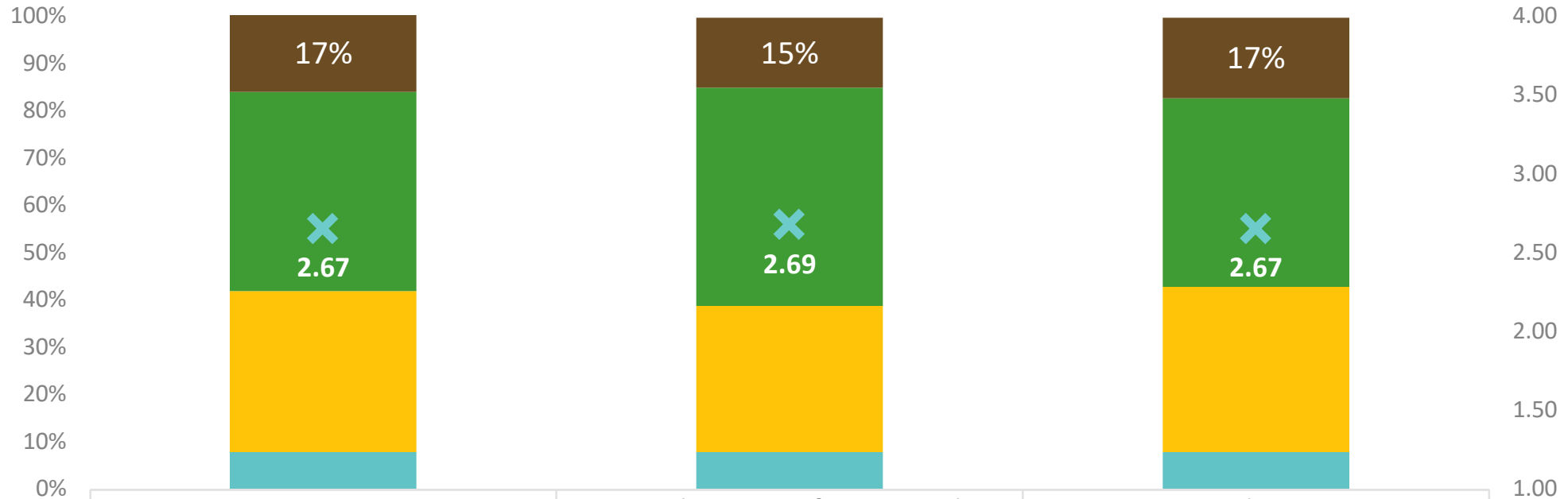
I would like to meet new and interesting people



	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Important (4)	24%	24%	24%
Somewhat Important (3)	42%	46%	40%
Somewhat unimportant (2)	30%	26%	32%
Very unimportant (1)	4%	3%	4%
BASE	303	91	212
MEAN	2.85	2.91	2.83

Q: When considering a destination to visit, how important are each of the following in your decision of where to go?

I want to take part in activities that offer adventure

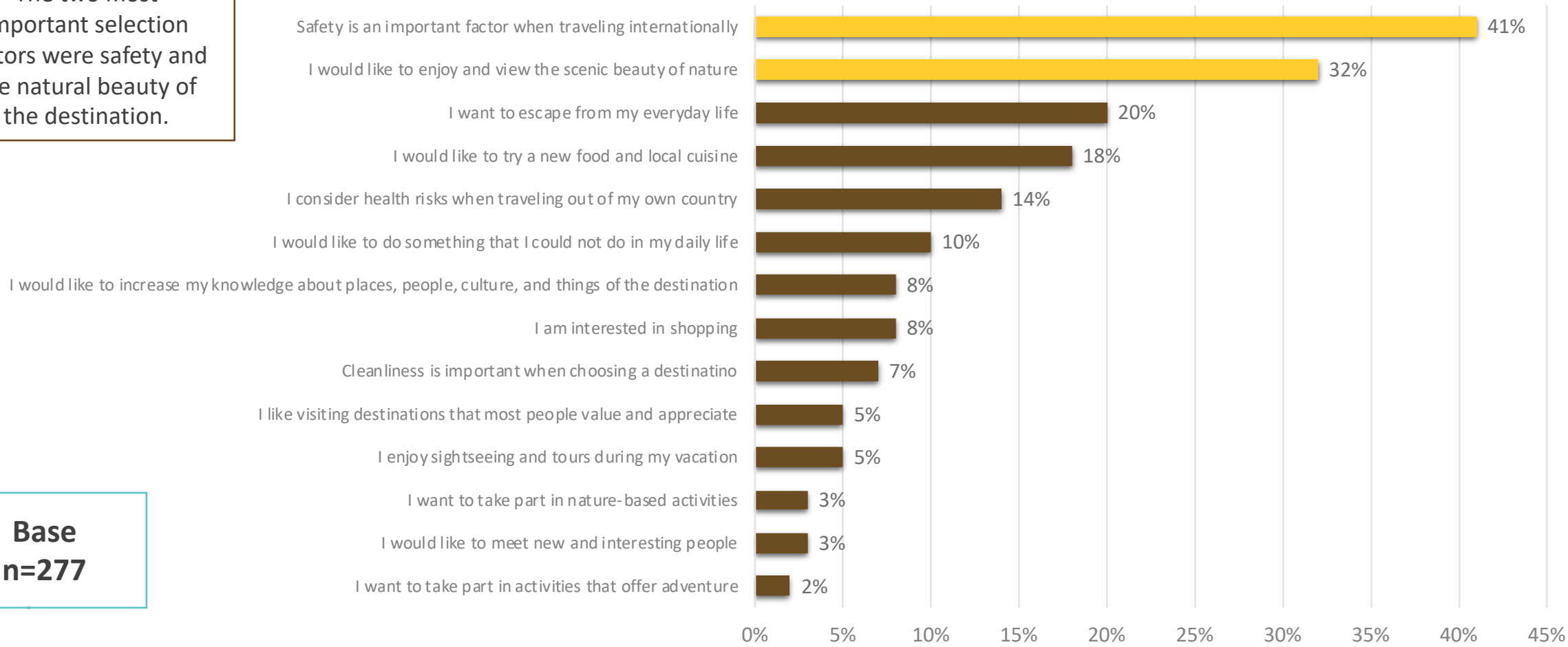


	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Important (4)	17%	15%	17%
Somewhat Important (3)	42%	46%	40%
Somewhat unimportant (2)	34%	31%	35%
Very unimportant (1)	8%	8%	8%
BASE	303	91	212
MEAN	2.67	2.69	2.67

Q: When considering a destination to visit, how important are each of the following in your decision of where to go?

DESTINATION SELECTION FACTORS – TOP TWO

The two most important selection factors were safety and the natural beauty of the destination.



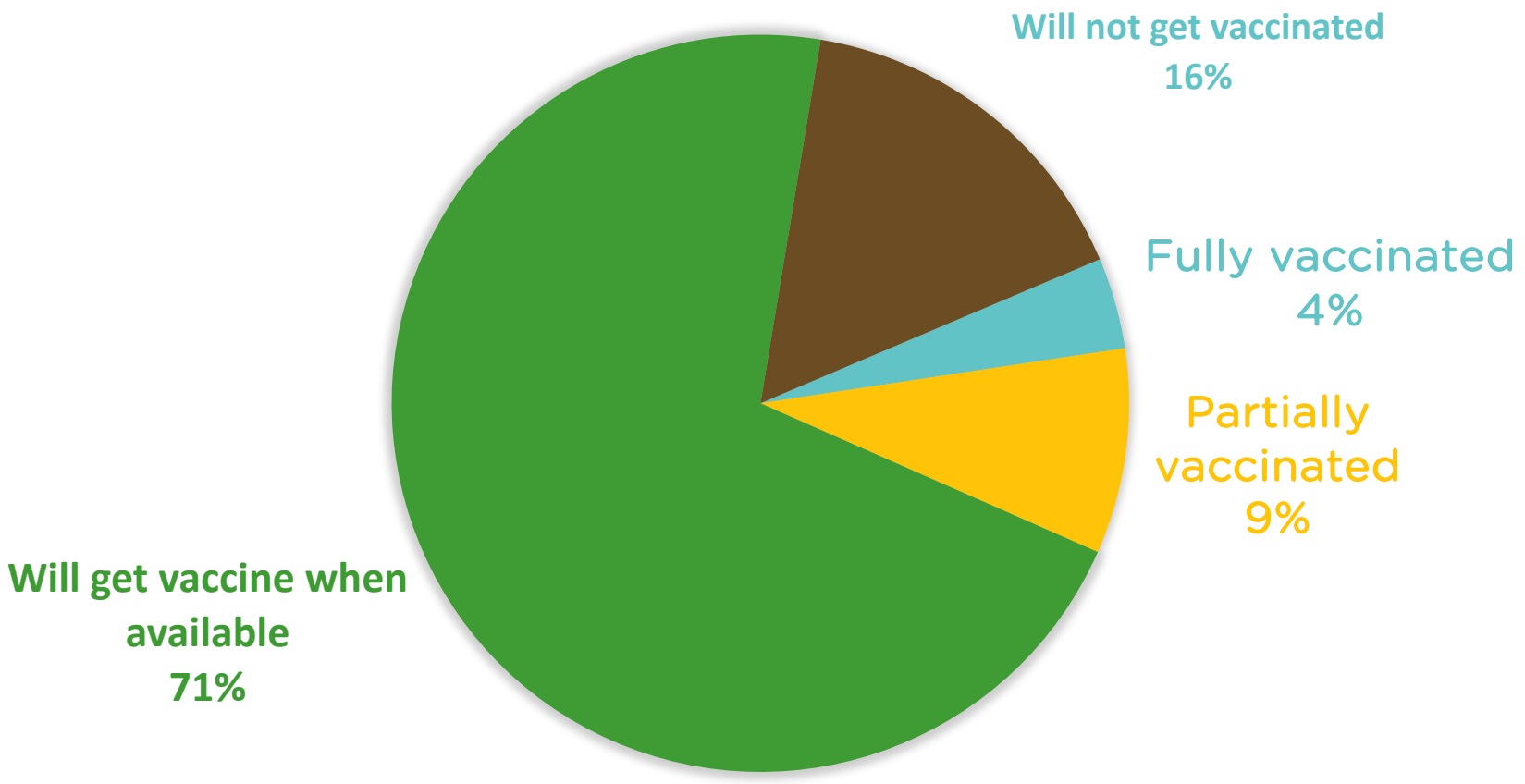
Base n=277

Q: Which two of these things are MOST important to you when you travel?

SECTION 2

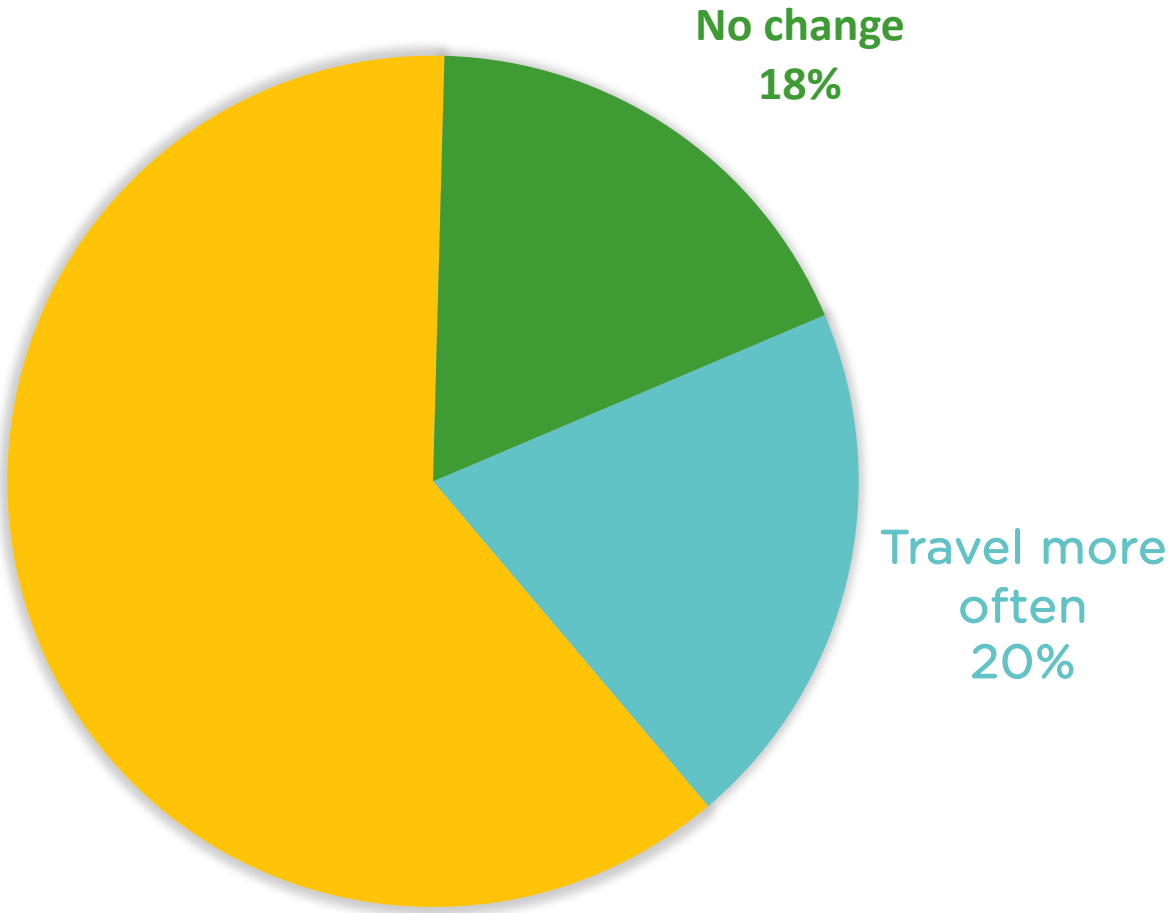
COVID-19

COVID-19 VACCINE STATUS



Q: Which of the following best describes your current COVID-19 vaccination status?

POST-COVID TRAVEL



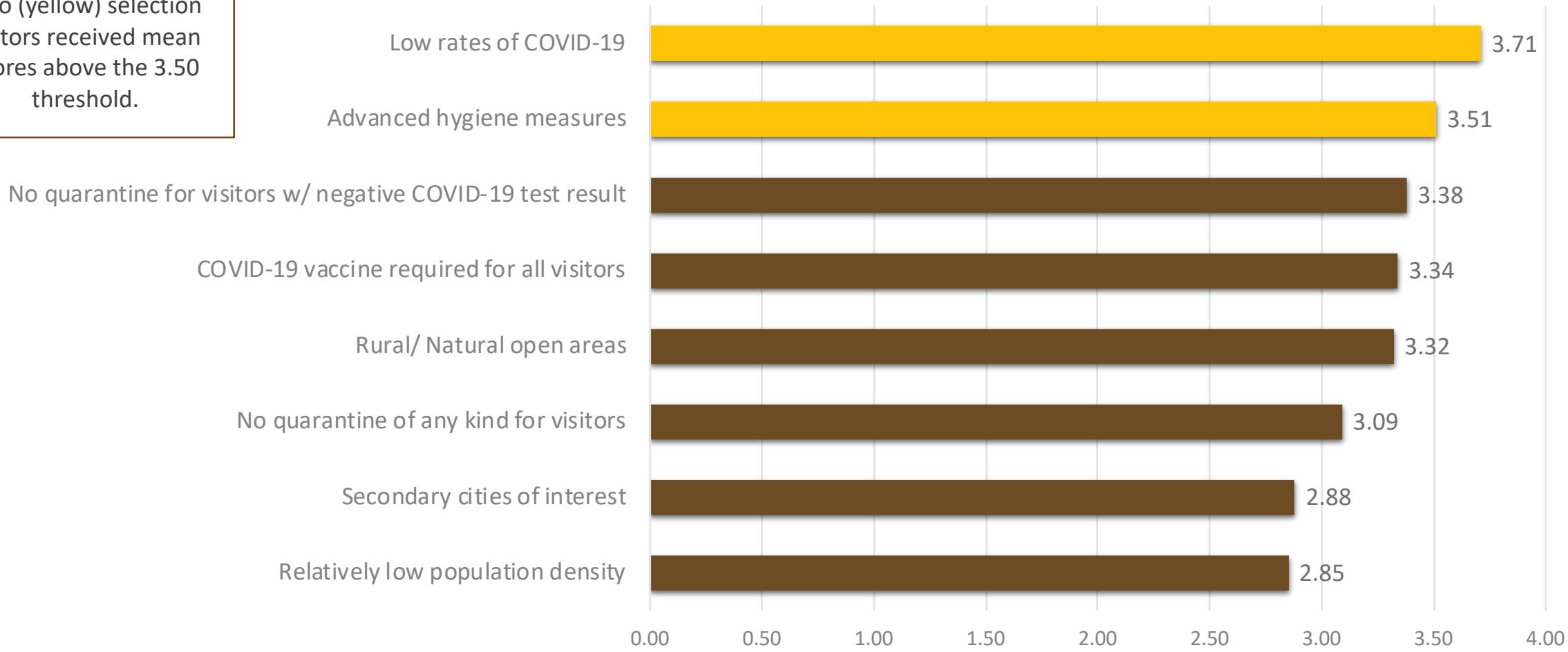
Tourism recovery will be slowed post-COVID.

Q: Thinking of your travel plans post-COVID-19, are you likely to travel more often, likely to travel less often or is there no change in your planned frequency of travel compared to before the pandemic?

[A] | GUAM VISITORS BUREAU | GUAM

POST-COVID TRAVEL – IMPORTANCE
4PT RATING SCALE – MEAN SCORE

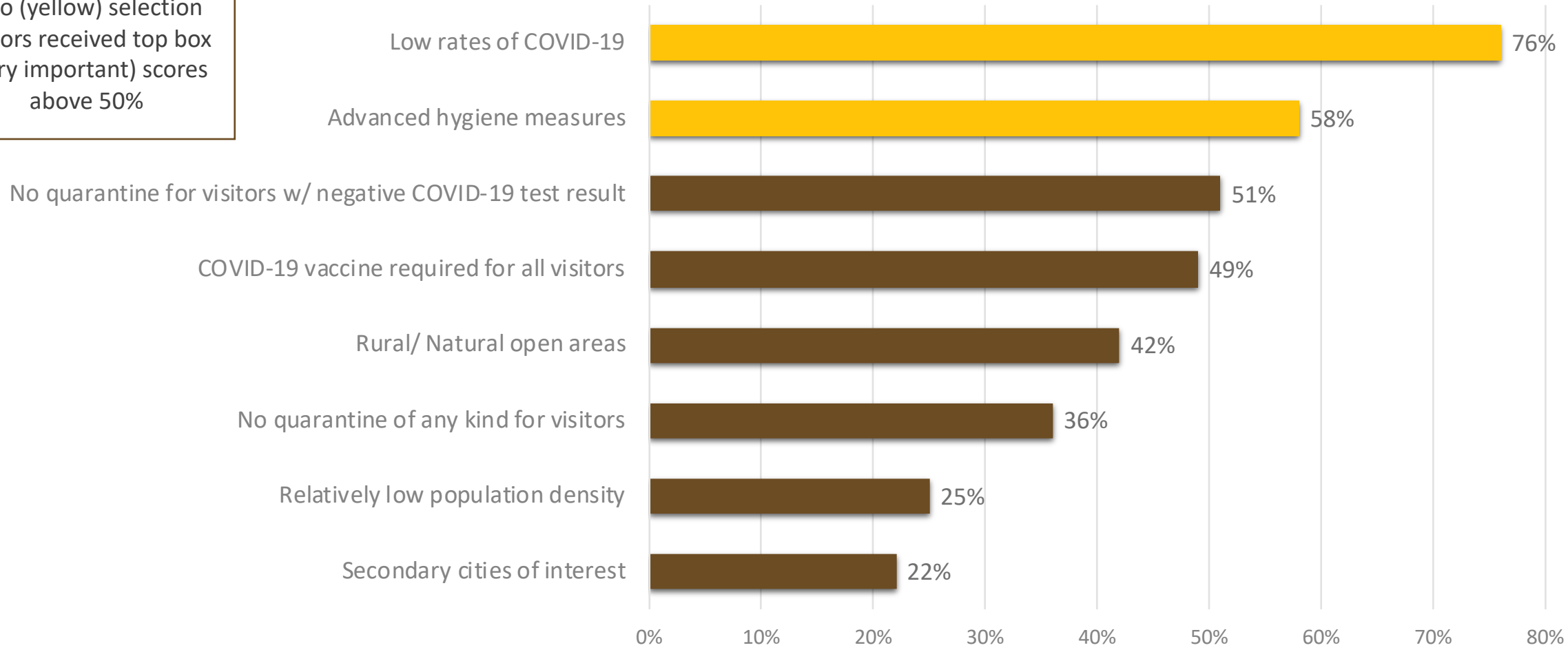
Two (yellow) selection factors received mean scores above the 3.50 threshold.



Q: When considering an international destination for travel post-COVID-19, how important are each of the following To you in selecting a destination to visit?

POST-COVID TRAVEL – IMPORTANCE
4PT RATING SCALE – TOP BOX (VERY IMPORTANT)

Two (yellow) selection factors received top box (very important) scores above 50%



Q: When considering an international destination for travel post-COVID-19, how important are each of the following To you in selecting a destination to visit?

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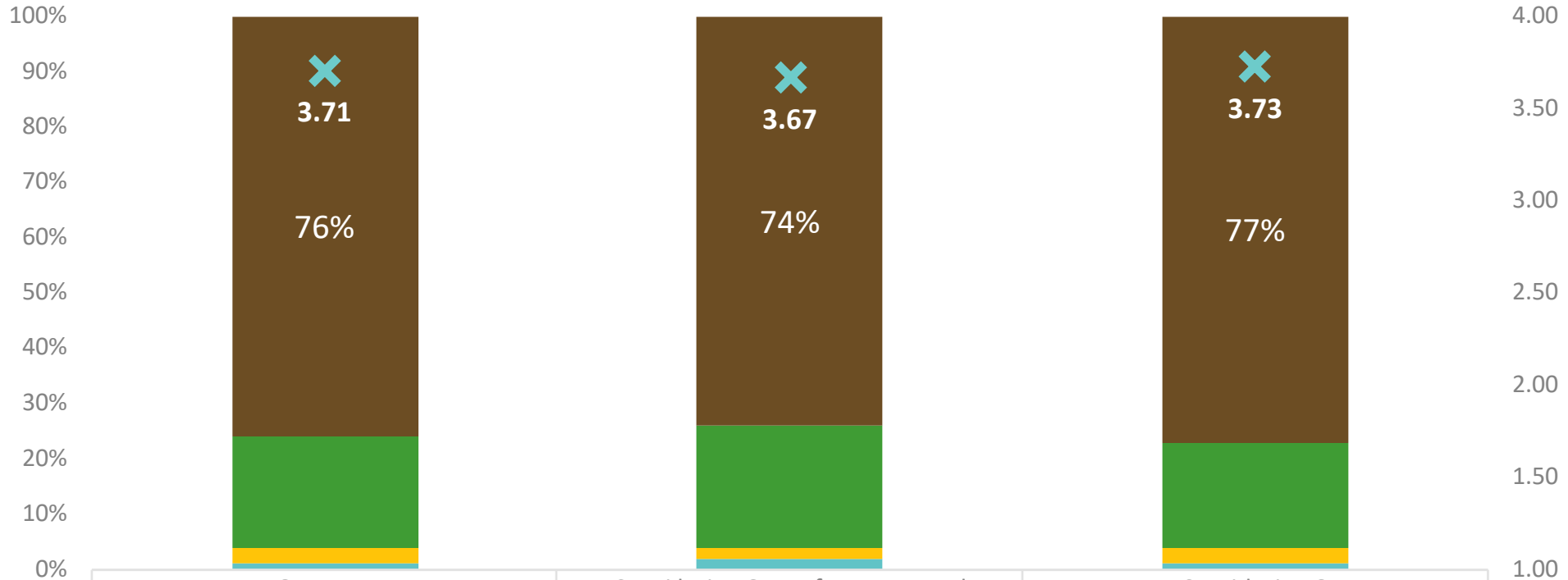
POST-COVID SELECTION FACTOR
Low rates of COVID-19



	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Important (4)	76%	74%	77%
Somewhat Important (3)	20%	22%	19%
Somewhat unimportant (2)	3%	2%	3%
Very unimportant (1)	1%	2%	1%
BASE	303	91	212
MEAN	3.71	3.67	3.73

Q: When considering an international destination for travel post-COVID-19, how important are each of the following To you in selecting a destination to visit?

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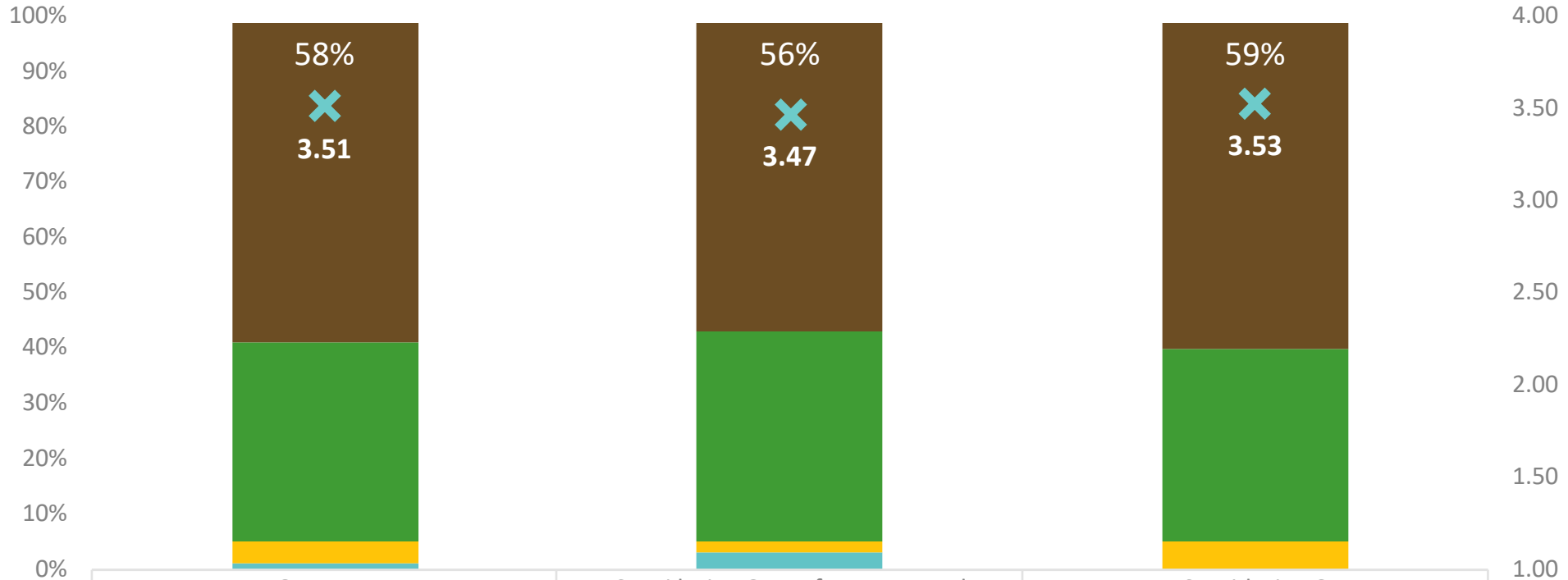
POST-COVID SELECTION FACTOR
Advanced hygiene measures

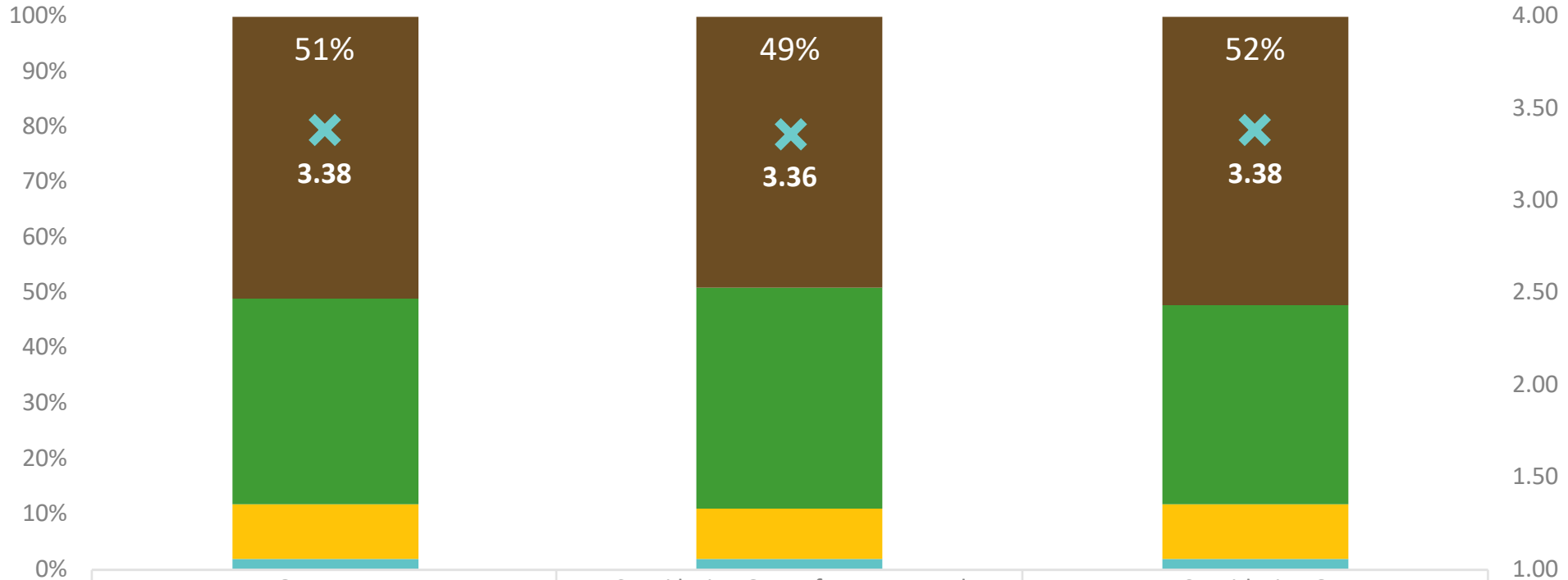


	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Important (4)	58%	56%	59%
Somewhat Important (3)	36%	38%	35%
Somewhat unimportant (2)	4%	2%	5%
Very unimportant (1)	1%	3%	0%
BASE	303	91	212
MEAN	3.51	3.47	3.53

Q: When considering an international destination for travel post-COVID-19, how important are each of the following To you in selecting a destination to visit?

GUAM VISITORS BUREAU | GUAM

POST-COVID SELECTION FACTOR
No quarantine for visitors w/ negative COVID-19 test results

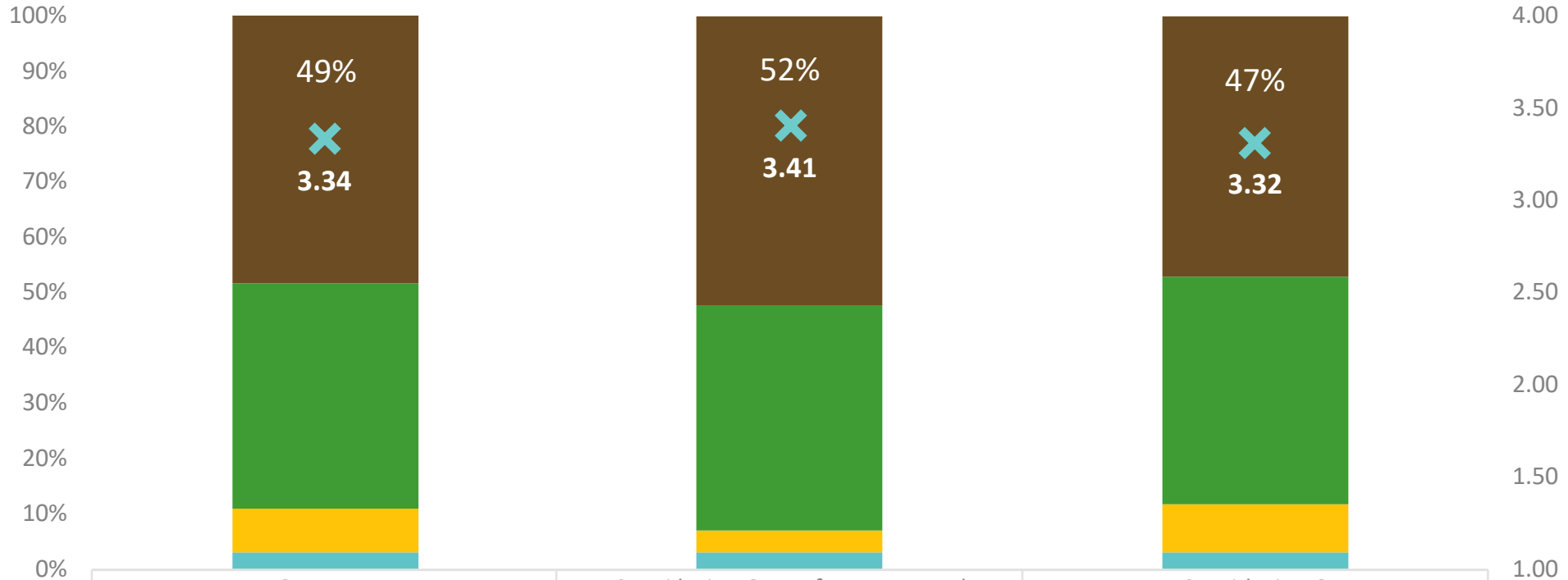


	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Important (4)	51%	49%	52%
Somewhat Important (3)	37%	40%	36%
Somewhat unimportant (2)	10%	9%	10%
Very unimportant (1)	2%	2%	2%
BASE	303	91	212
MEAN	3.38	3.36	3.38

Q: When considering an international destination for travel post-COVID-19, how important are each of the following To you in selecting a destination to visit?

GUAM VISITORS BUREAU | GUAM

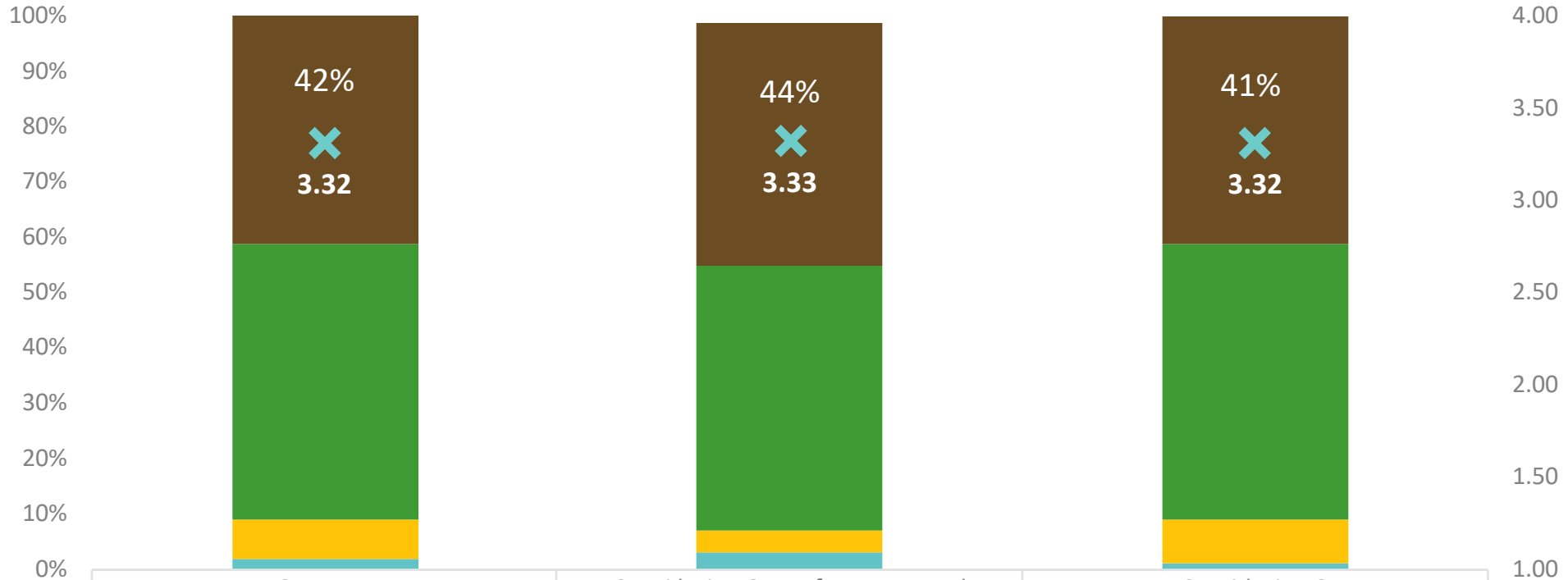
POST-COVID SELECTION FACTOR
COVID-19 vaccine required for all visitors



	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Important (4)	49%	52%	47%
Somewhat Important (3)	41%	41%	41%
Somewhat unimportant (2)	8%	4%	9%
Very unimportant (1)	3%	3%	3%
BASE	303	91	212
MEAN	3.34	3.41	3.32

Q: When considering an international destination for travel post-COVID-19, how important are each of the following To you in selecting a destination to visit?

POST-COVID SELECTION FACTOR
Rural/ natural open areas

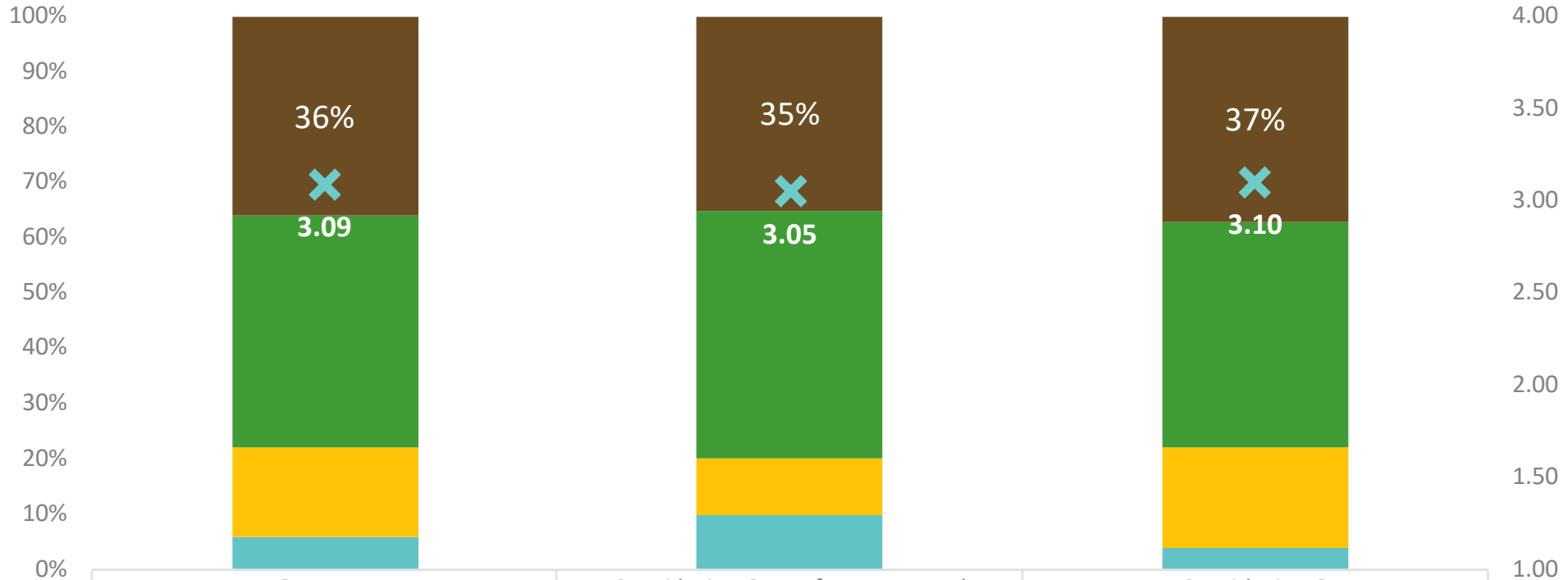


	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Important (4)	42%	44%	41%
Somewhat Important (3)	50%	48%	50%
Somewhat unimportant (2)	7%	4%	8%
Very unimportant (1)	2%	3%	1%
BASE	303	91	212
MEAN	3.32	3.33	3.32

Q: When considering an international destination for travel post-COVID-19, how important are each of the following To you in selecting a destination to visit?

GUAM VISITORS BUREAU | GUAM

POST-COVID SELECTION FACTOR
No quarantine of any kind for visitors



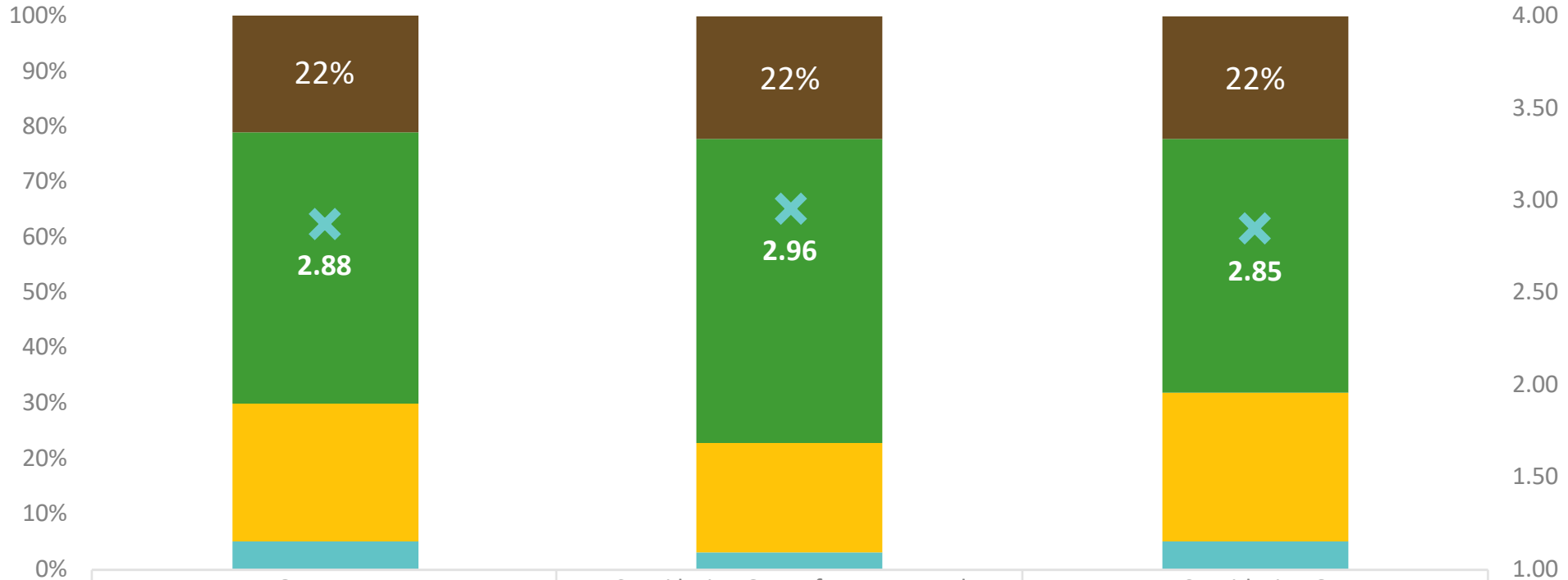
	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Important (4)	36%	35%	37%
Somewhat Important (3)	42%	45%	41%
Somewhat unimportant (2)	16%	10%	18%
Very unimportant (1)	6%	10%	4%
BASE	303	91	212
MEAN	3.09	3.05	3.10

Q: When considering an international destination for travel post-COVID-19, how important are each of the following To you in selecting a destination to visit?

GUAM VISITORS BUREAU

GUAM

POST-COVID SELECTION FACTOR
Secondary cities of interest



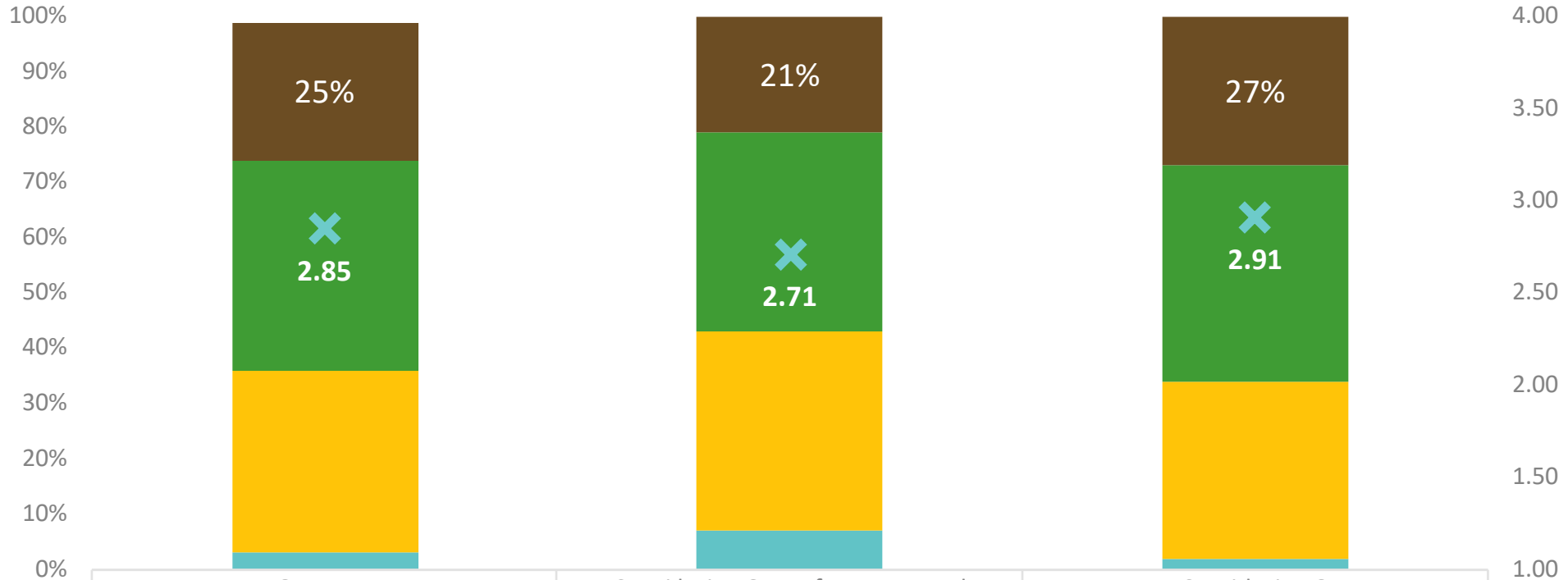
	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Important (4)	22%	22%	22%
Somewhat Important (3)	49%	55%	46%
Somewhat unimportant (2)	25%	20%	27%
Very unimportant (1)	5%	3%	5%
BASE	303	91	212
MEAN	2.88	2.96	2.85

Q: When considering an international destination for travel post-COVID-19, how important are each of the following To you in selecting a destination to visit?

GUAM VISITORS BUREAU

GUAM

POST-COVID SELECTION FACTOR
Relatively low population density



	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Important (4)	25%	21%	27%
Somewhat Important (3)	38%	36%	39%
Somewhat unimportant (2)	33%	36%	32%
Very unimportant (1)	3%	7%	2%
BASE	303	91	212
MEAN	2.85	2.71	2.91

Q: When considering an international destination for travel post-COVID-19, how important are each of the following To you in selecting a destination to visit?

GUAM AIRPORT COVID-19 SAFETY MEASURES

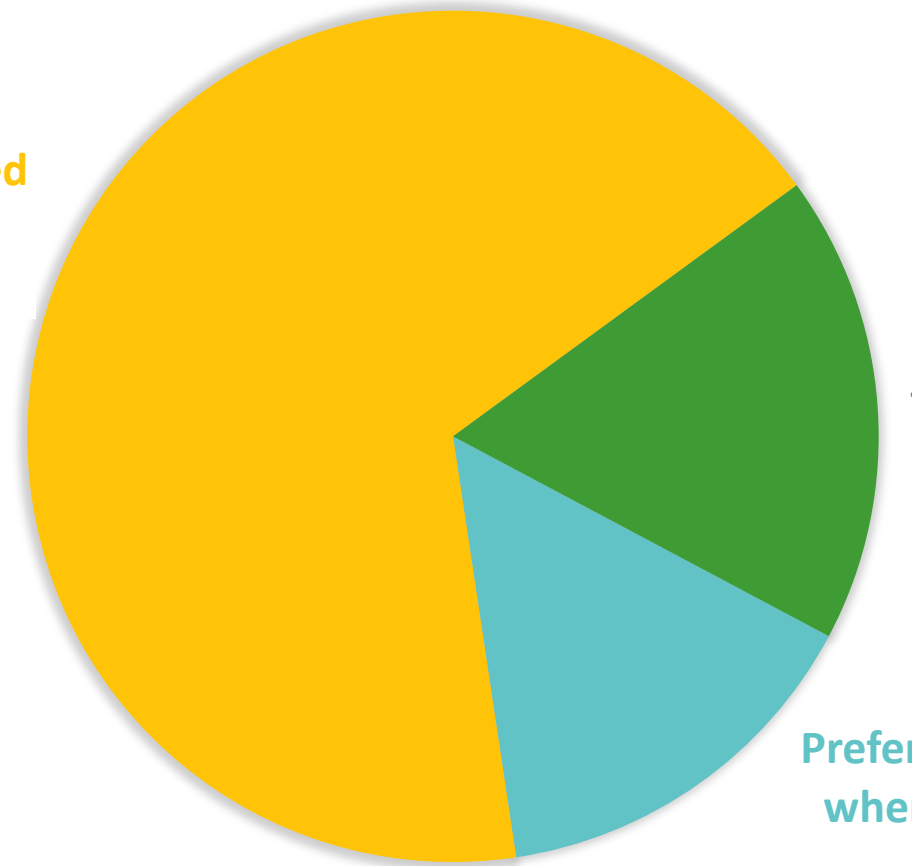
Majority appear to be okay with a fee that results in increased COVID safety measures.

I see these improvements as added value and am willing to pay a little more for them 76%

I am looking for a budget travel package and I am willing to forego these added benefits 24%

Q: In light of the COVID-19 pandemic, Guam has plans to implement numerous safety measures at the airport, including Digital/ touchless experience using kiosks and QR codes for the customers and border protection/ ESTA process. Which of the Following best describes your reaction to these improvements?

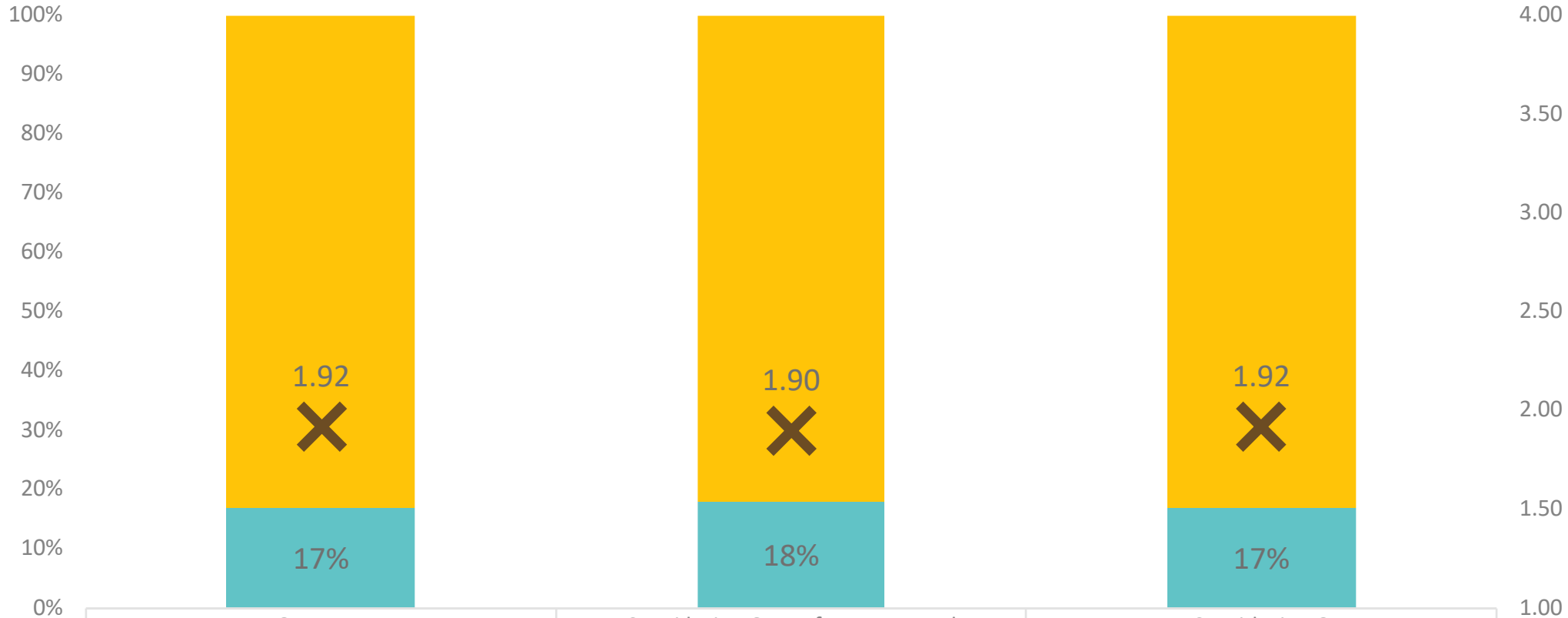
ON-ISLE COVID-19 TESTING PREFERENCE



Roughly 1 in 5 indicate they will not travel to Guam while testing is required.

Q: If Guam were to require visitors to pay for COVID-19 testing on island, either upon arrival or before leaving, which would You prefer?

IMPACT ON TRAVEL – FDA APPROVED COVID TEST



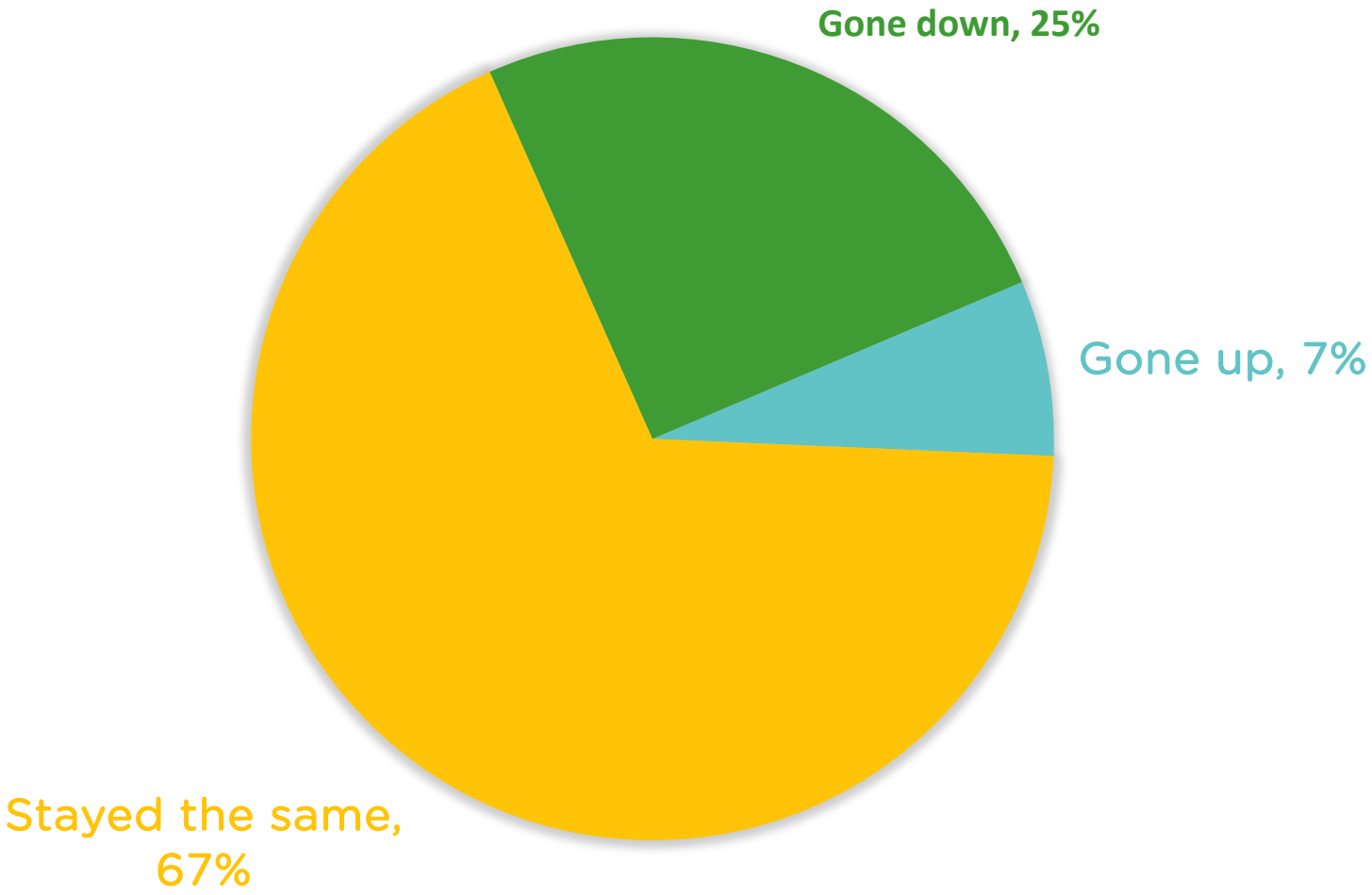
	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Other	83%	82%	83%
Much more likely	17%	18%	17%
Base	303	91	212
MEAN	1.92	1.90	1.92

Q: If Guam were to require the COVID-19 test to be FDA approved, would that make you more likely or less likely to Consider visiting Guam in the near future?

GUAM VISITORS BUREAU

GUAM

CHANGES IN HOUSEHOLD INCOME DURING PANDEMIC

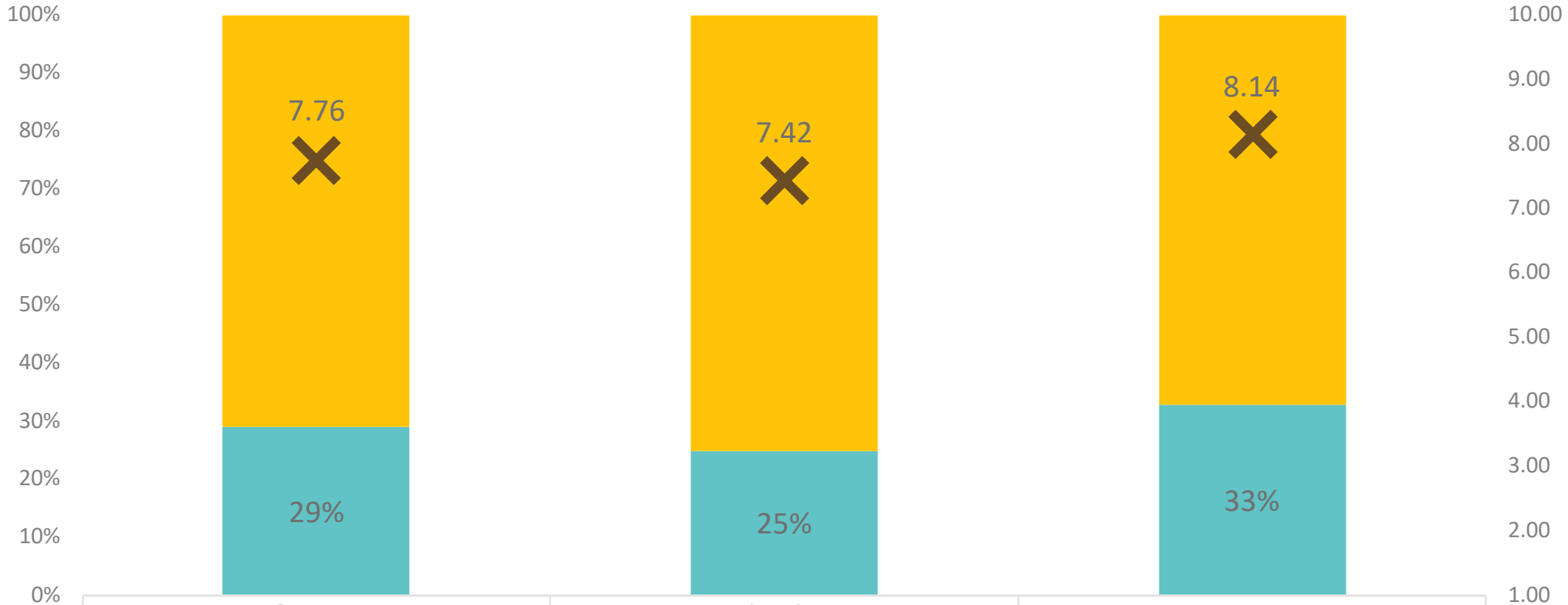


Q: In the last six months, has your household income gone up, stayed the same, or gone down?

SECTION 3

VISITOR SATISFACTION

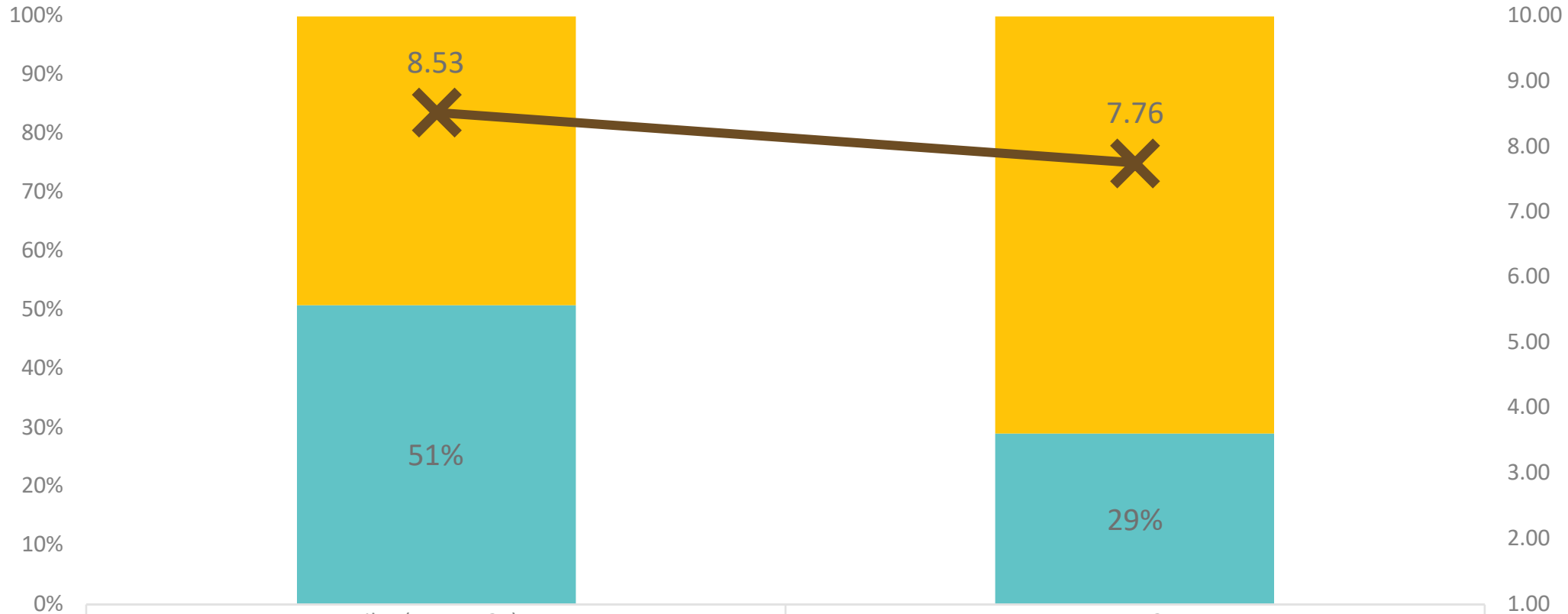
OVERALL SATISFACTION – 10PT SCALE



	OVERALL	First-time	Repeat
Other (1-8)	71%	75%	67%
TopBox (9-10)	29%	25%	33%
Base	45	24	21
MEAN	7.76	7.42	8.14

Q: How satisfied were you with your experience while on the island?

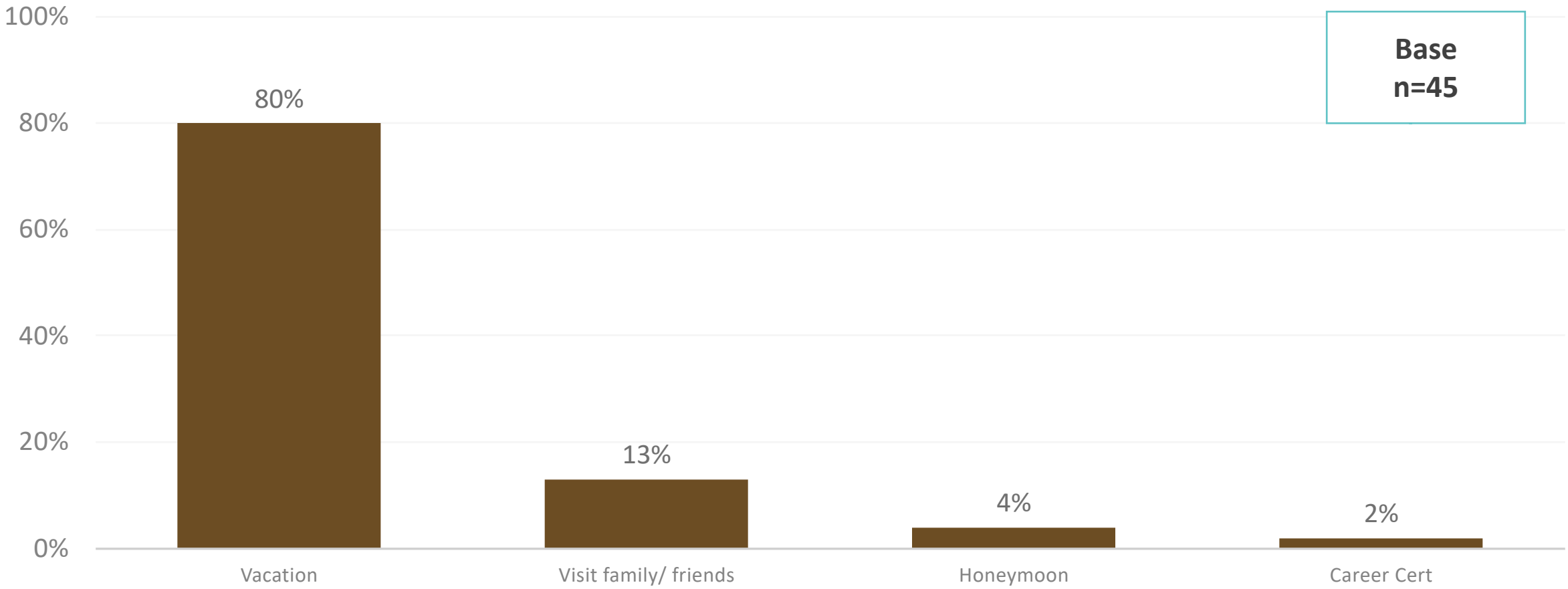
OVERALL SATISFACTION – 10PT SCALE Tracking



	Pilot (Dec-Jan21)	May-21
Other (1-8)	49%	71%
TopBox (9-10)	51%	29%
Base	105	45
MEAN	8.53	7.76

Q: How satisfied were you with your experience while on the island?

PRIMARY TRAVEL MOTIVATION



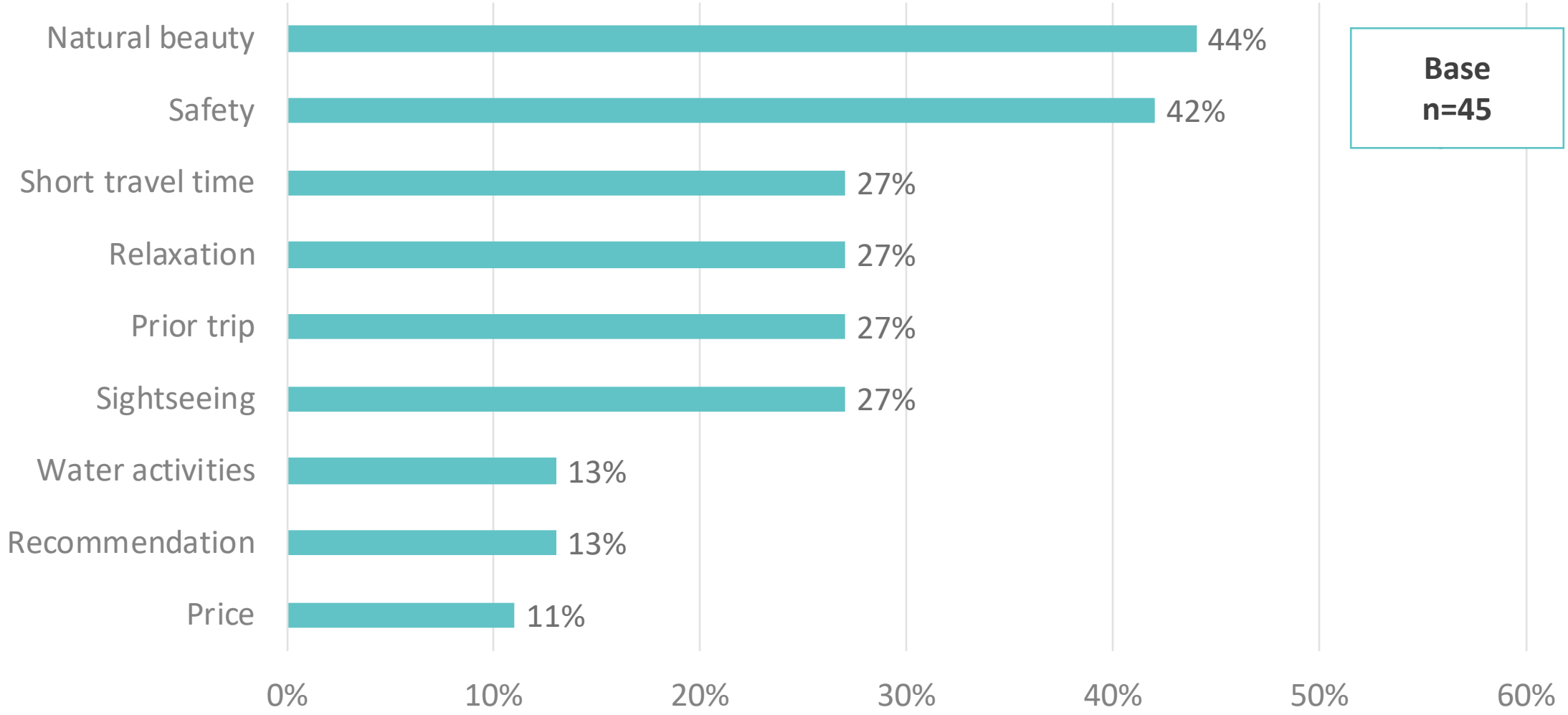
Q: What was the primary purpose of your most recent trip to Guam?

PRIMARY TRAVEL MOTIVATION
Tracking

	Pilot (Dec-Jan21)	May-21
BASE	105	45
Pleasure/ Vacation	90%	80%
Visiting friends/ family	3%	13%
Honeymoon	3%	4%
Attend school/ testing/ certification	-	2%
Organized sporting activity	3%	-
Business trip	1%	-
Incentive trip	1%	-

Q: What was the primary purpose of your most recent trip to Guam?

TRAVEL MOTIVATIONS – TOP 3



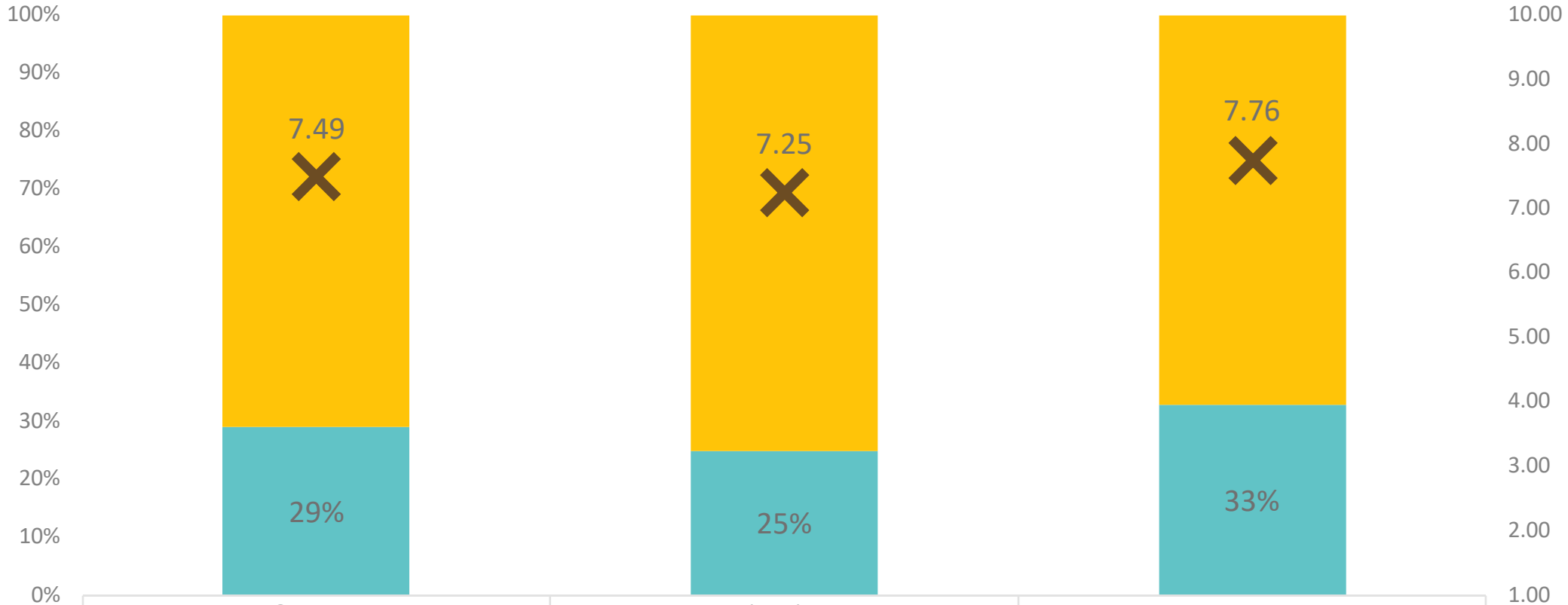
Q: Thinking of the most recent trip to Guam, why did you choose Guam instead of another destination for that trip?

TRAVEL MOTIVATIONS – TOP 3
Tracking

	Pilot (Dec-Jan21)	May-21
BASE	105	45
Beautiful seas, beaches, tropical climate	66%	44%
Safe place to spend a vacation	51%	42%
A previous trip	18%	27%
Short travel time	40%	27%
Sightseeing	9%	27%
Relaxation	27%	27%
Recommendation from friend/ relative/ travel agency	6%	13%
Water activity	15%	13%
Price	<5%	11%

Q: Thinking of the most recent trip to Guam, why did you choose Guam instead of another destination for that trip?

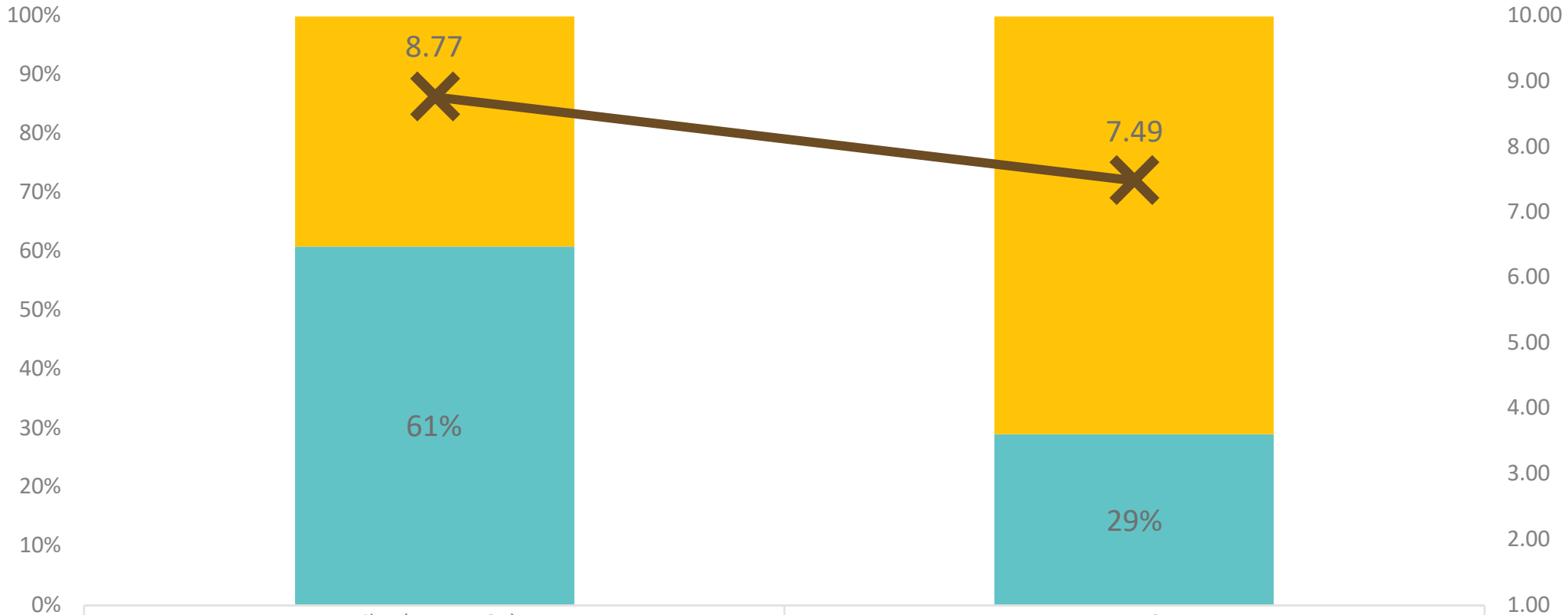
BRAND ADVOCACY – 10PT SCALE



	OVERALL	First-time	Repeat
Other (1-8)	71%	75%	67%
TopBox (9-10)	29%	25%	33%
Base	45	24	21
MEAN	7.49	7.25	7.76

Q: If asked, how likely are you to recommend Guam as a place to visit to friends and family?

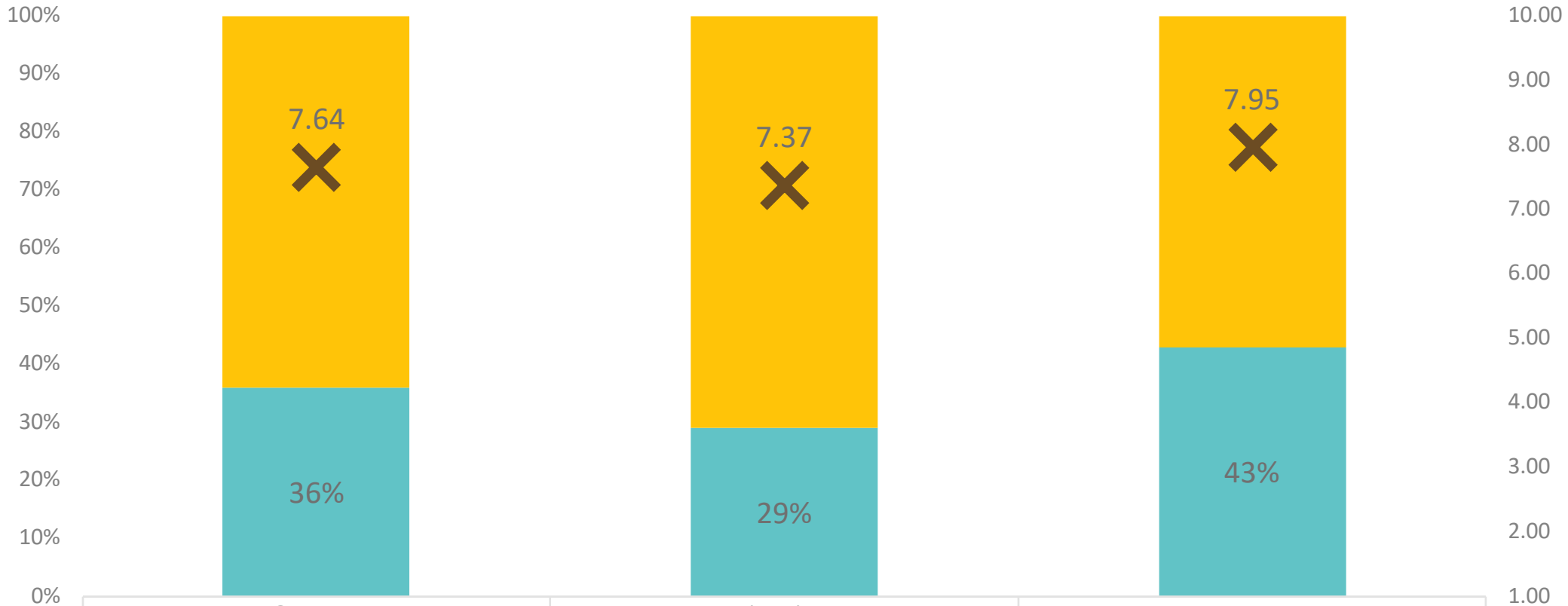
BRAND ADVOCACY – 10PT SCALE
Tracking



	Pilot (Dec-Jan21)	May 21
Other (1-8)	39%	71%
TopBox (9-10)	61%	29%
Base	105	45
MEAN	8.77	7.49

Q: If asked, how likely are you to recommend Guam as a place to visit to friends and family?

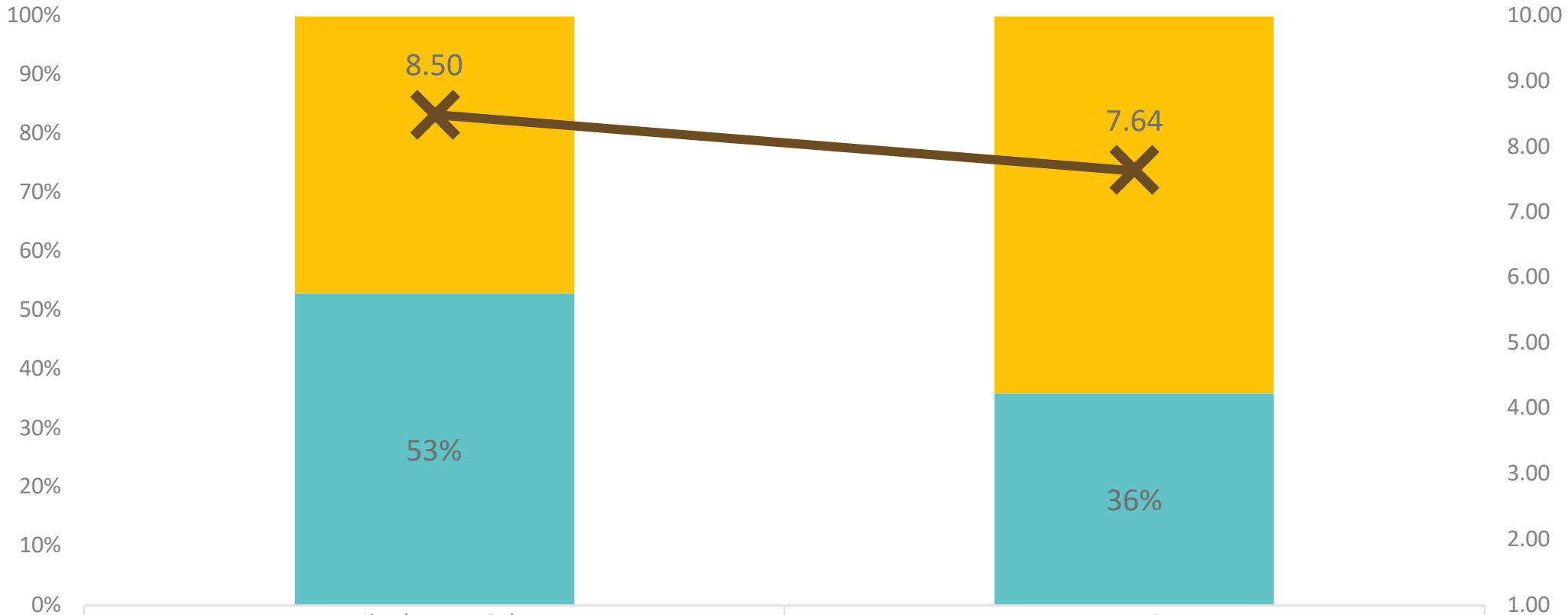
BRAND LOYALTY – 10PT SCALE



	OVERALL	First-time	Repeat
Other (1-8)	64%	71%	57%
TopBox (9-10)	36%	29%	43%
Base	45	24	21
MEAN	7.64	7.37	7.95

Q: How likely are you to consider Guam for your next vacation?

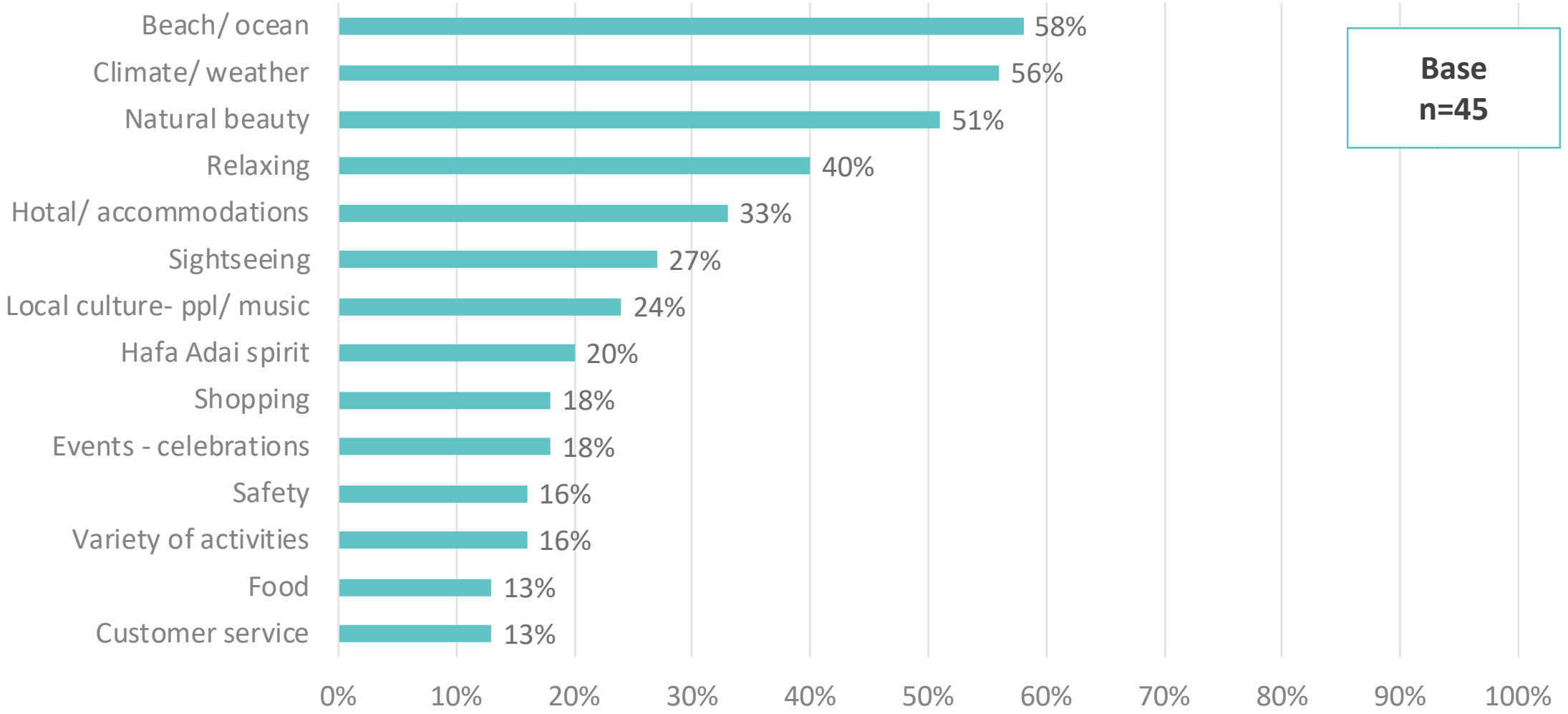
BRAND LOYALTY – 10PT SCALE
Tracking



	Pilot (Dec-Jan21)	May 21
Other (1-8)	47%	64%
TopBox (9-10)	53%	36%
Base	105	45
MEAN	8.50	7.64

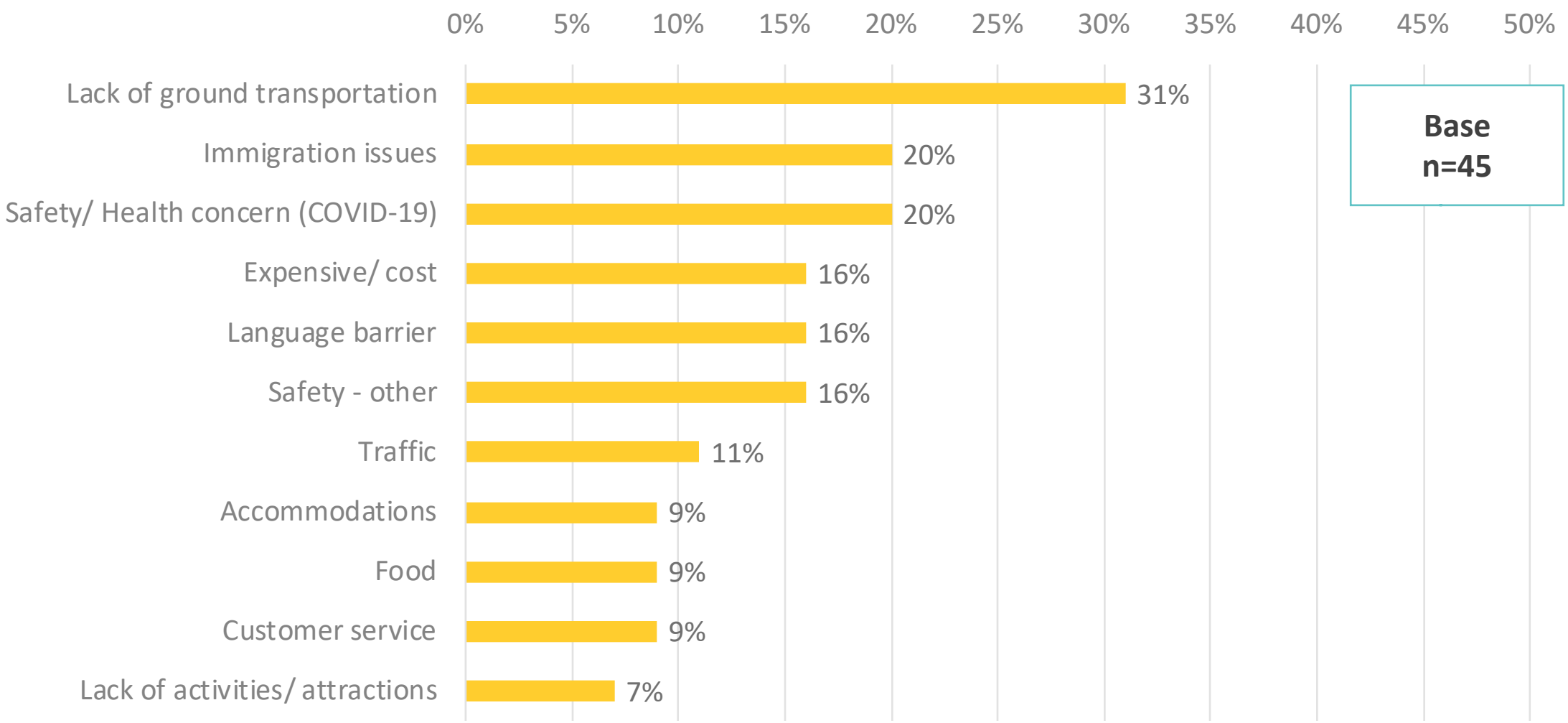
Q: How likely are you to consider Guam for your next vacation?

GUAM TRAVELER – TRIP MOTIVATIONS



Q: In your mind, what are the best things about a vacation in Guam?

GUAM TRAVELERS – DRAWBACKS



Q: (Very or somewhat unlikely to consider Guam) Why do you say you are unlikely to consider Guam for your next vacation?

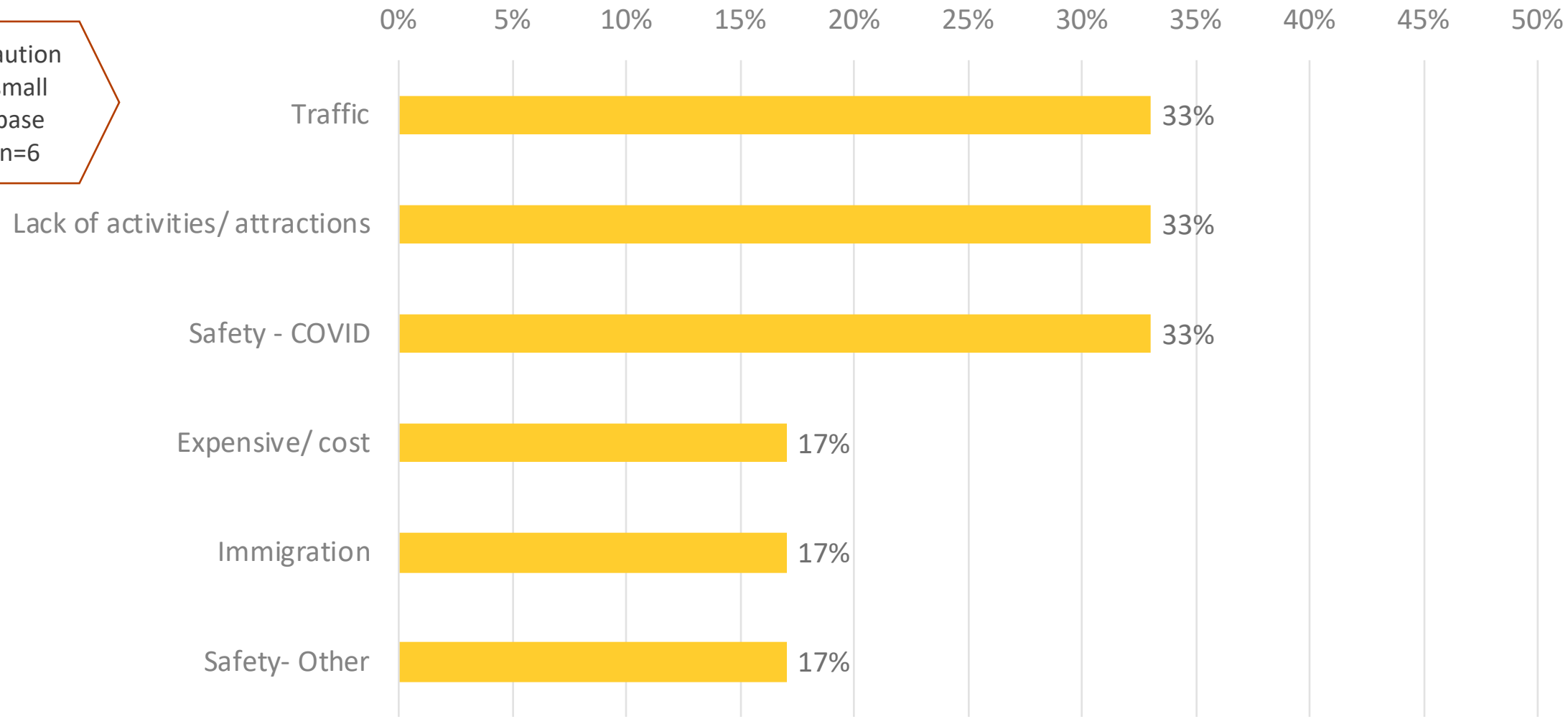
GUAM TRAVELERS – DRAWBACKS TRACKING

	Pilot (Dec-Jan21)	May-21
BASE	105	45
Limited availability – ground transportation	24%	31%
Immigration	42%	20%
Safety- Health/ COVID	13%	20%
Expensive	33%	16%
Language barrier	7%	16%
Safety- Other	1%	16%
Traffic	3%	11%
Food	15%	9%
Accommodations	23%	9%
Customer service	3%	9%
Lack of activities	11%	7%

Q: (Very or somewhat unlikely to consider Guam) Why do you say you are unlikely to consider Guam for your next vacation?

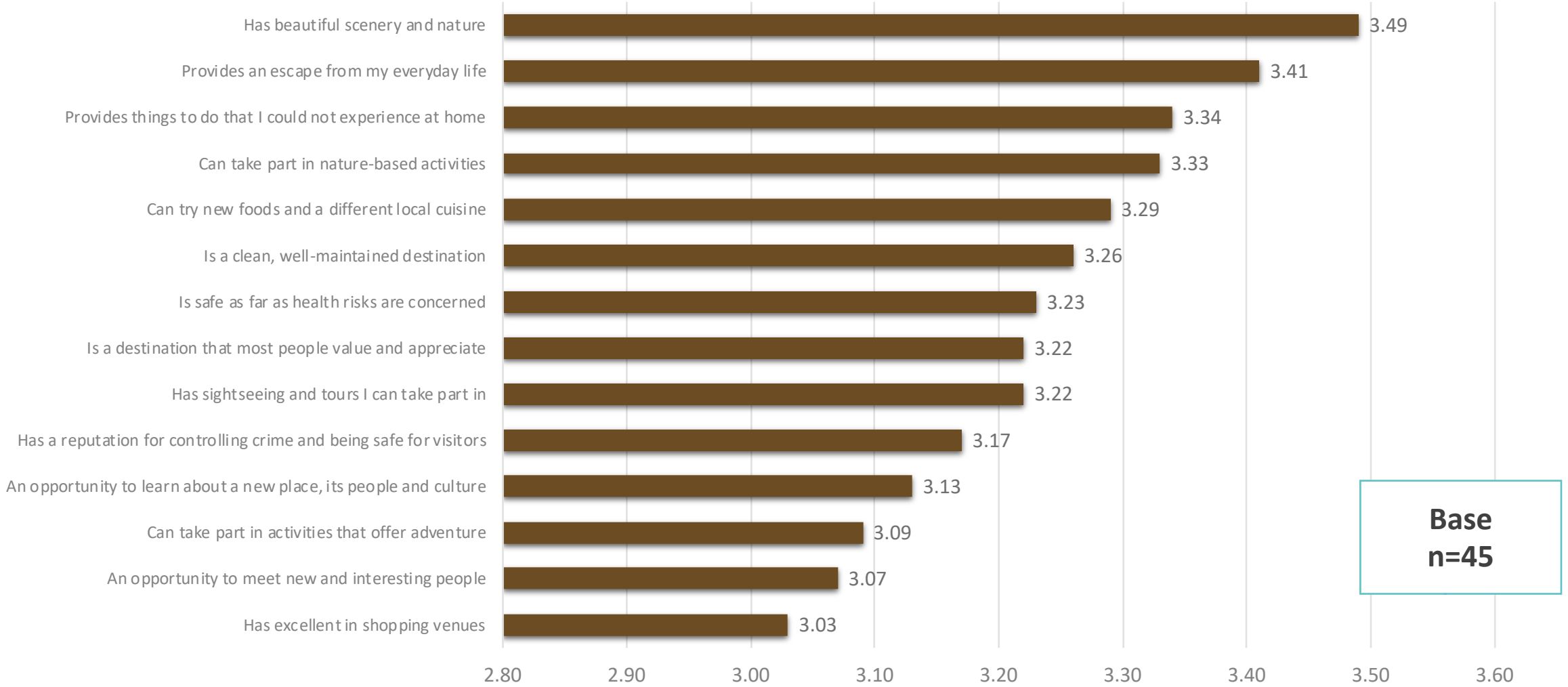
UNLIKELY TO RETURN – REASONS

Caution small base n=6



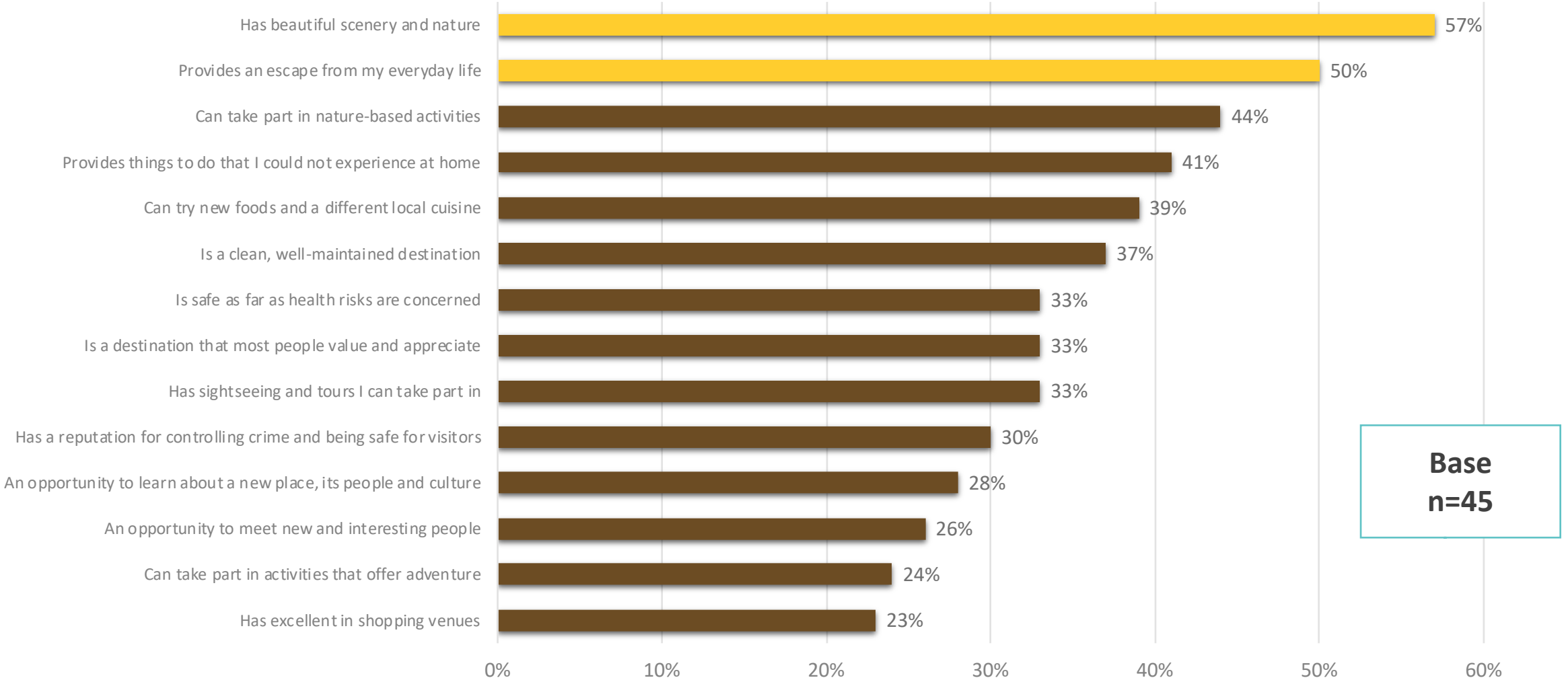
Q: (Very or somewhat unlikely to consider Guam) Why do you say you are unlikely to consider Guam for you next vacation?

SELECTION FACTORS – SATISFACTION MEAN SCORES 4PT SCALE



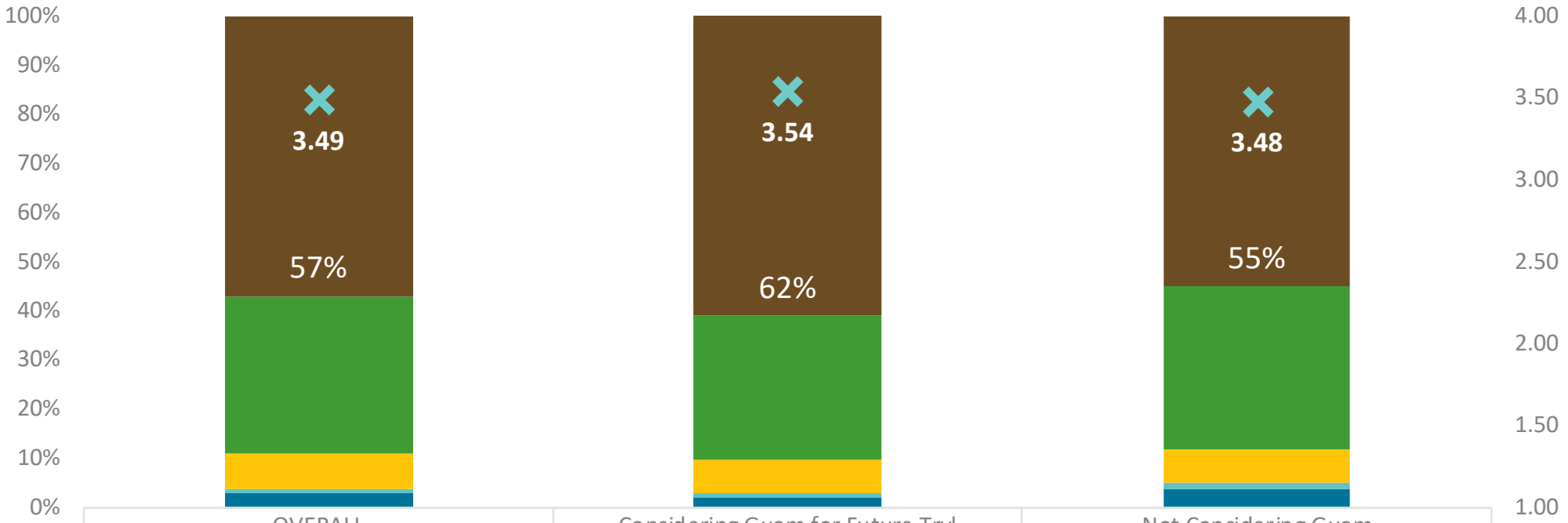
Q: Based on what you know or have heard, how would you rate Guam on providing each of the following?

SELECTION FACTORS – SATISFACTION TOP BOX (VERY GOOD)



Q: Based on what you know or have heard, how would you rate Guam on providing each of the following?

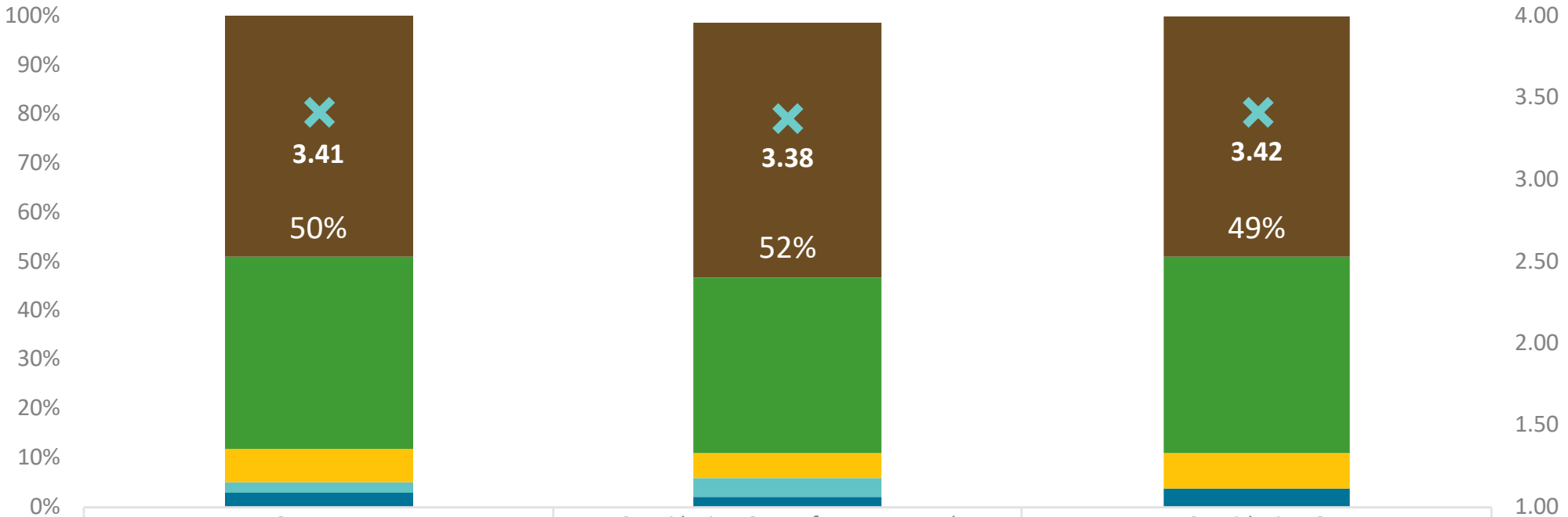
Has beautiful scenery and nature



	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Good (4)	57%	62%	55%
Somewhat Good (3)	32%	29%	33%
Somewhat Poor (2)	7%	7%	7%
Very Poor (1)	1%	1%	1%
Don't know	3%	2%	4%
BASE	303	91	212
MEAN	3.49	3.54	3.48

Q: Based on what you know or have heard, how would you rate Guam on providing each of the following?

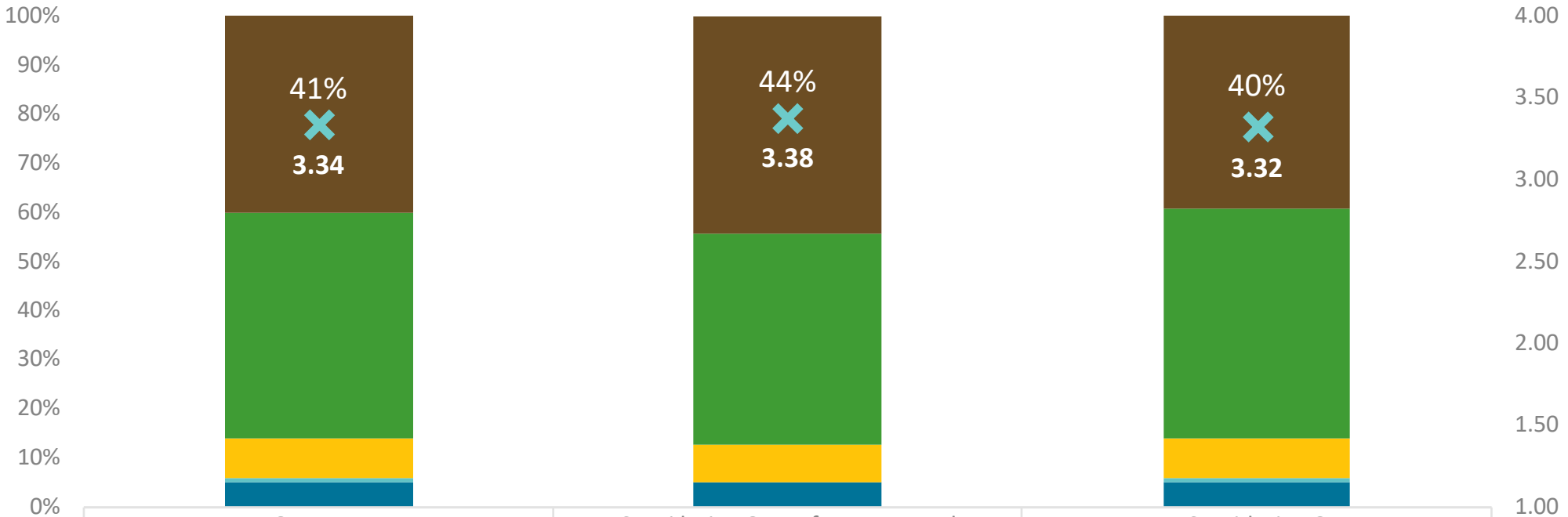
Provides an escape from my everyday life



	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Good (4)	50%	52%	49%
Somewhat Good (3)	39%	36%	40%
Somewhat Poor (2)	7%	5%	7%
Very Poor (1)	2%	4%	0%
Don't know	3%	2%	4%
BASE	303	91	212
MEAN	3.41	3.38	3.42

Q: Based on what you know or have heard, how would you rate Guam on providing each of the following?

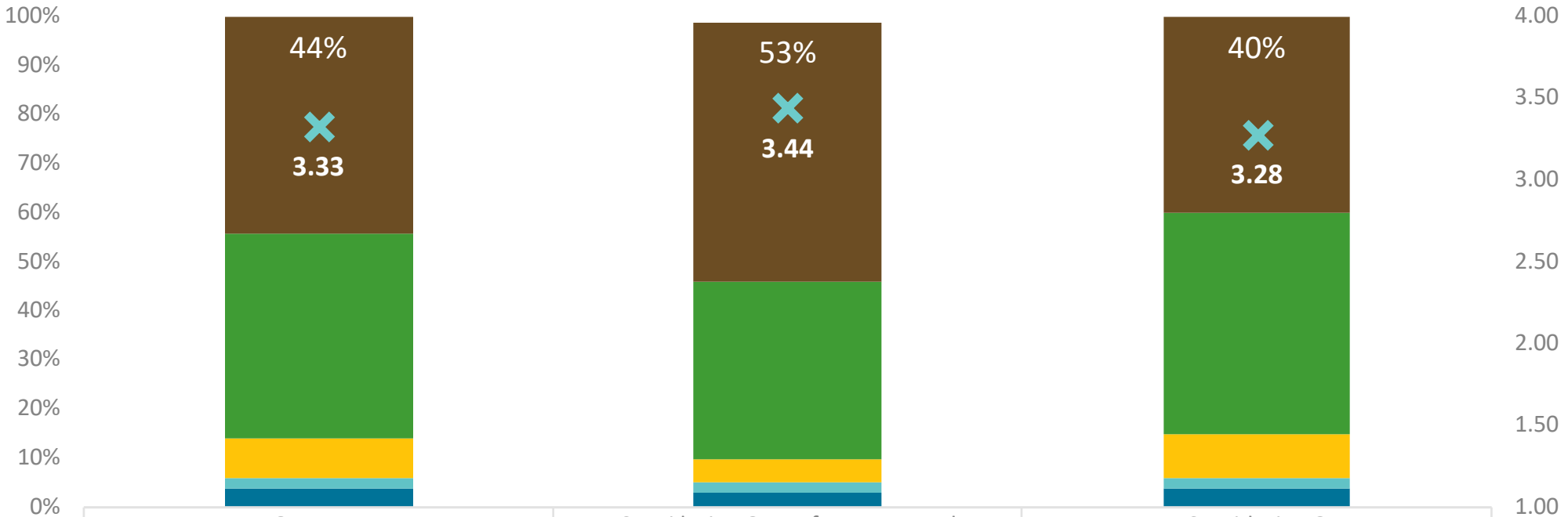
Provides things to do that I could not experience at home



	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Good (4)	41%	44%	40%
Somewhat Good (3)	46%	43%	47%
Somewhat Poor (2)	8%	8%	8%
Very Poor (1)	1%		1%
Don't know	5%	5%	5%
BASE	303	91	212
MEAN	3.34	3.38	3.32

Q: Based on what you know or have heard, how would you rate Guam on providing each of the following?

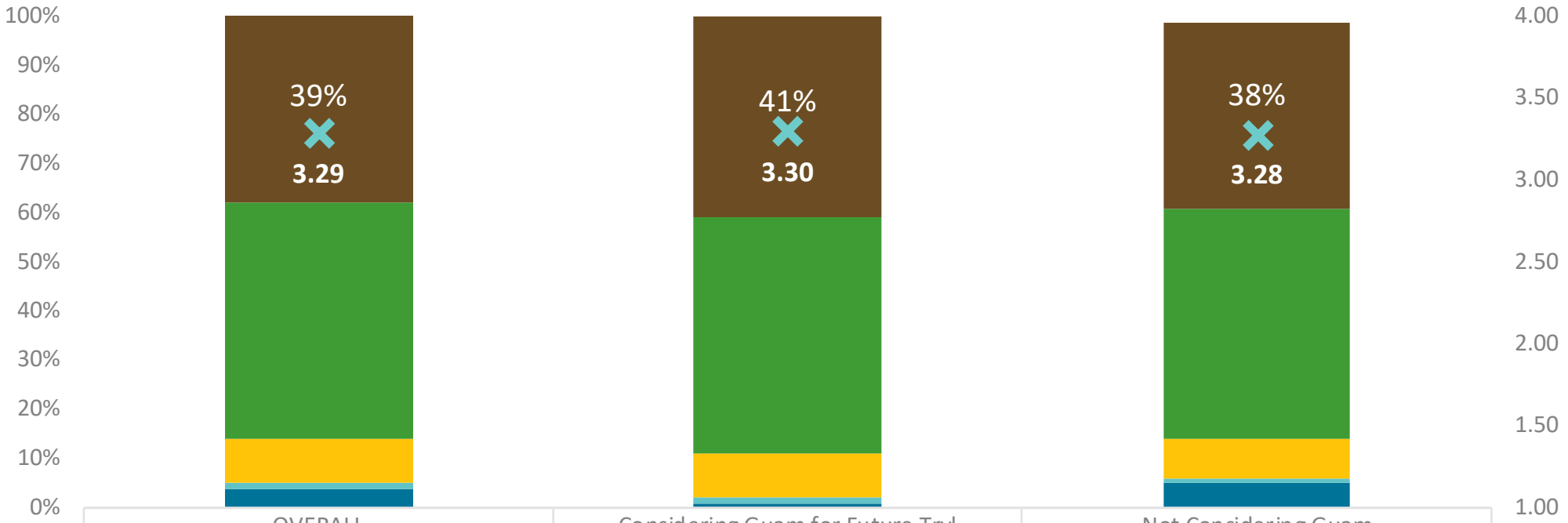
Can take part in nature-based activities



	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Good (4)	44%	53%	40%
Somewhat Good (3)	42%	36%	45%
Somewhat Poor (2)	8%	5%	9%
Very Poor (1)	2%	2%	2%
Don't know	4%	3%	4%
BASE	303	91	212
MEAN	3.33	3.44	3.28

Q: Based on what you know or have heard, how would you rate Guam on providing each of the following?

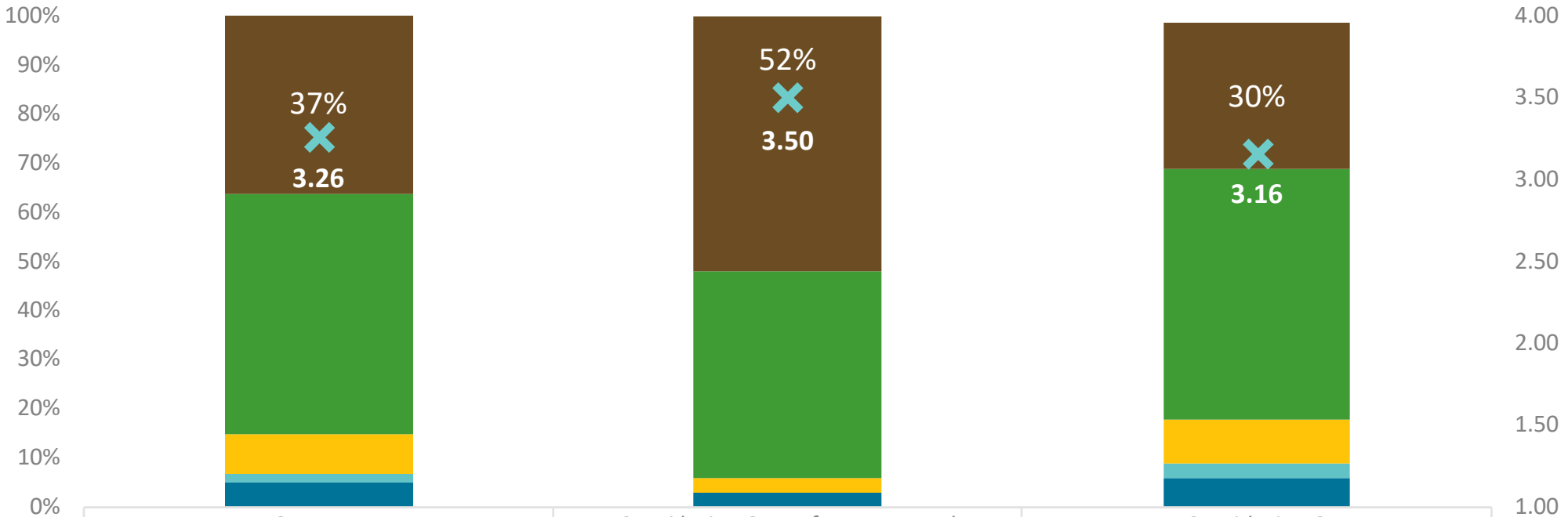
Can try new foods and a different local cuisine



	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Good (4)	39%	41%	38%
Somewhat Good (3)	48%	48%	47%
Somewhat Poor (2)	9%	9%	8%
Very Poor (1)	1%	1%	1%
Don't know	4%	1%	5%
BASE	303	91	212
MEAN	3.29	3.30	3.28

Q: Based on what you know or have heard, how would you rate Guam on providing each of the following?

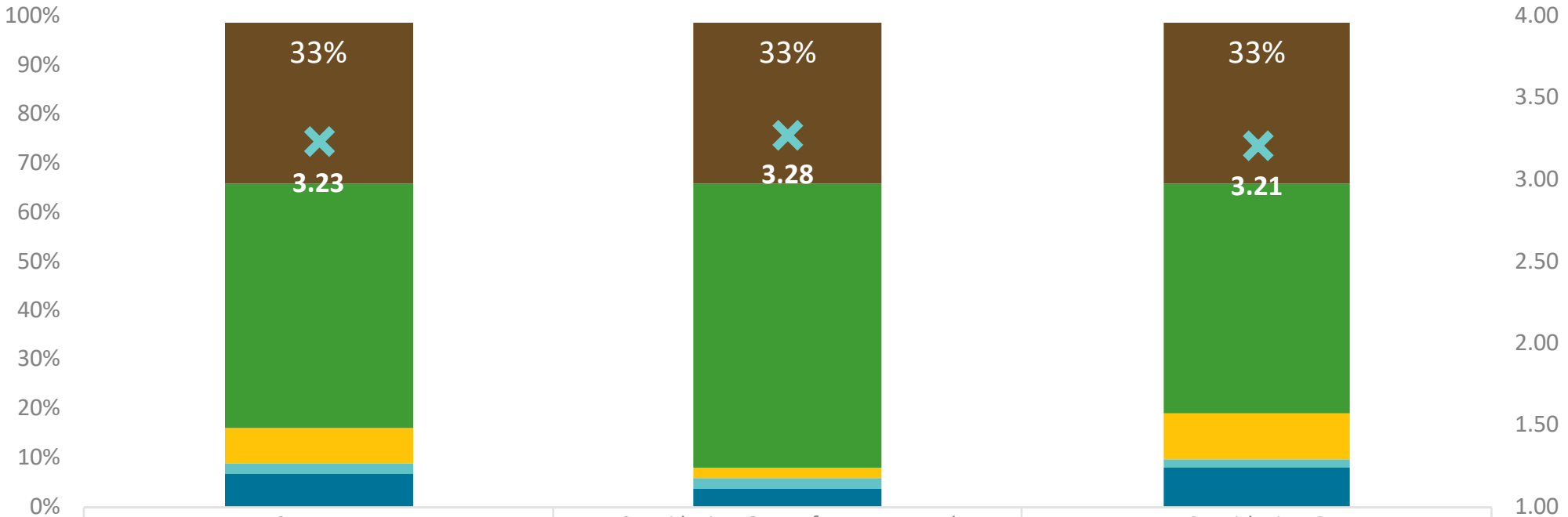
Is a clean, well-maintained destination



	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Good (4)	37%	52%	30%
Somewhat Good (3)	49%	42%	51%
Somewhat Poor (2)	8%	3%	9%
Very Poor (1)	2%		3%
Don't know	5%	3%	6%
BASE	303	91	212
MEAN	3.26	3.50	3.16

Q: Based on what you know or have heard, how would you rate Guam on providing each of the following?

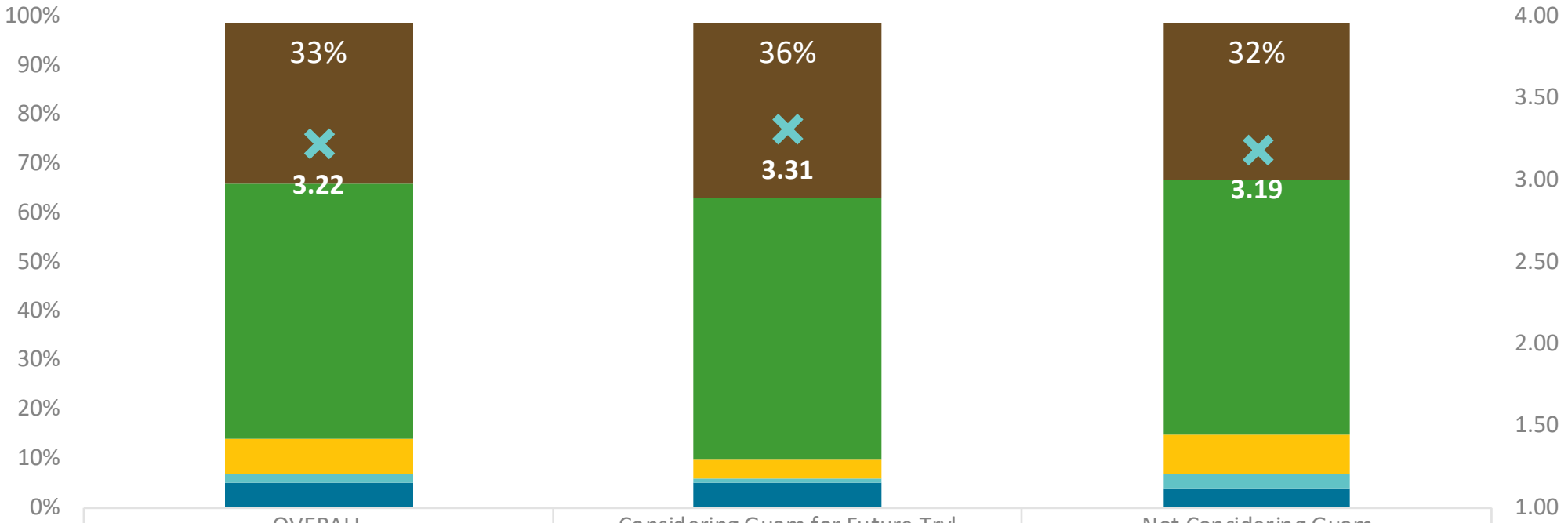
Is safe as far as health risks are concerned



	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Good (4)	33%	33%	33%
Somewhat Good (3)	50%	58%	47%
Somewhat Poor (2)	7%	2%	9%
Very Poor (1)	2%	2%	2%
Don't know	7%	4%	8%
BASE	303	91	212
MEAN	3.23	3.28	3.21

Q: Based on what you know or have heard, how would you rate Guam on providing each of the following?

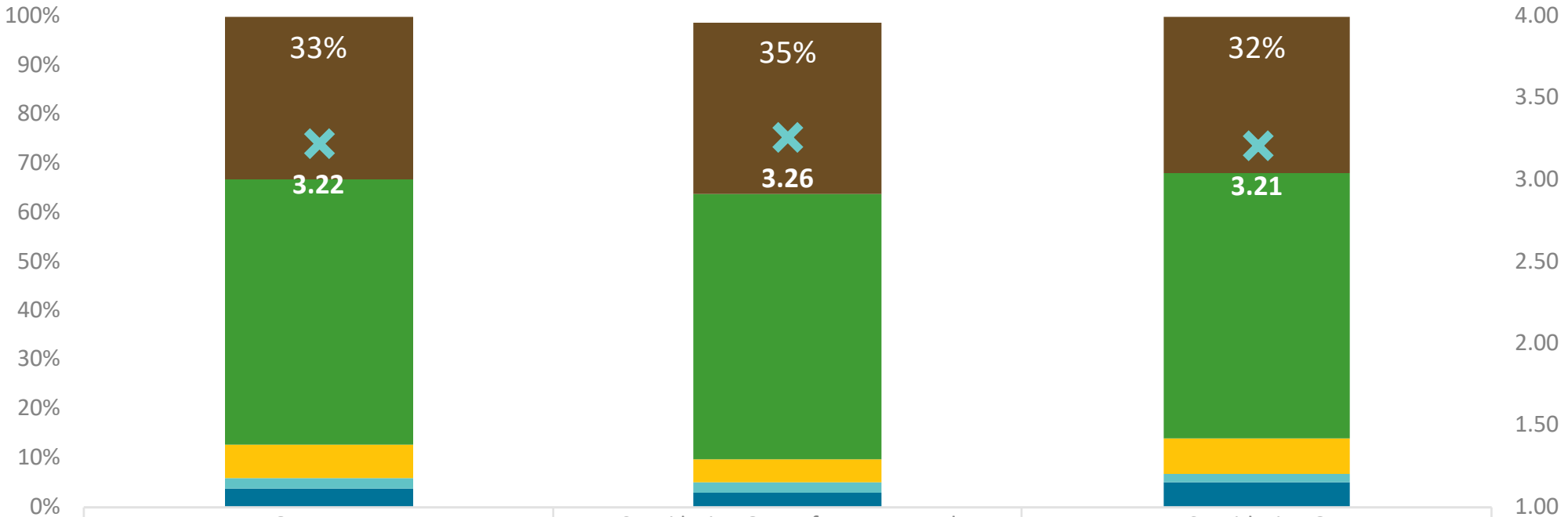
Is a destination that most people value and appreciate



	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Good (4)	33%	36%	32%
Somewhat Good (3)	52%	53%	52%
Somewhat Poor (2)	7%	4%	8%
Very Poor (1)	2%	1%	3%
Don't know	5%	5%	4%
BASE	303	91	212
MEAN	3.22	3.31	3.19

Q: Based on what you know or have heard, how would you rate Guam on providing each of the following?

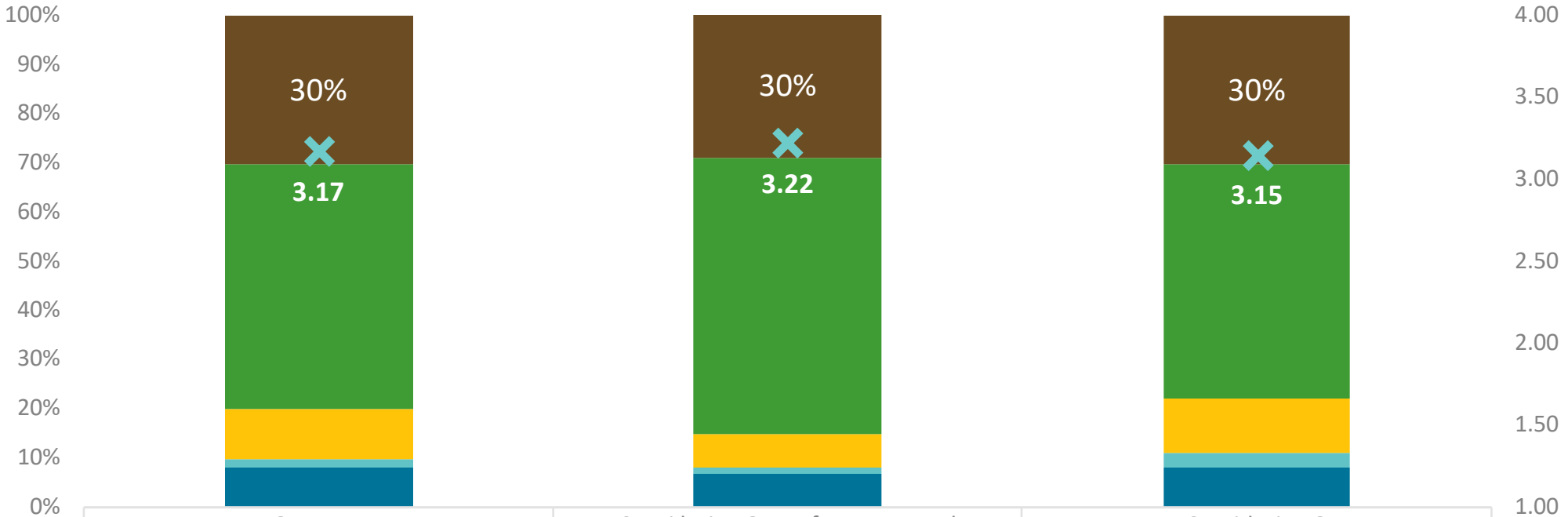
Has sightseeing and tours I can take part in



	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Good (4)	33%	35%	32%
Somewhat Good (3)	54%	54%	54%
Somewhat Poor (2)	7%	5%	7%
Very Poor (1)	2%	2%	2%
Don't know	4%	3%	5%
BASE	303	91	212
MEAN	3.22	3.26	3.21

Q: Based on what you know or have heard, how would you rate Guam on providing each of the following?

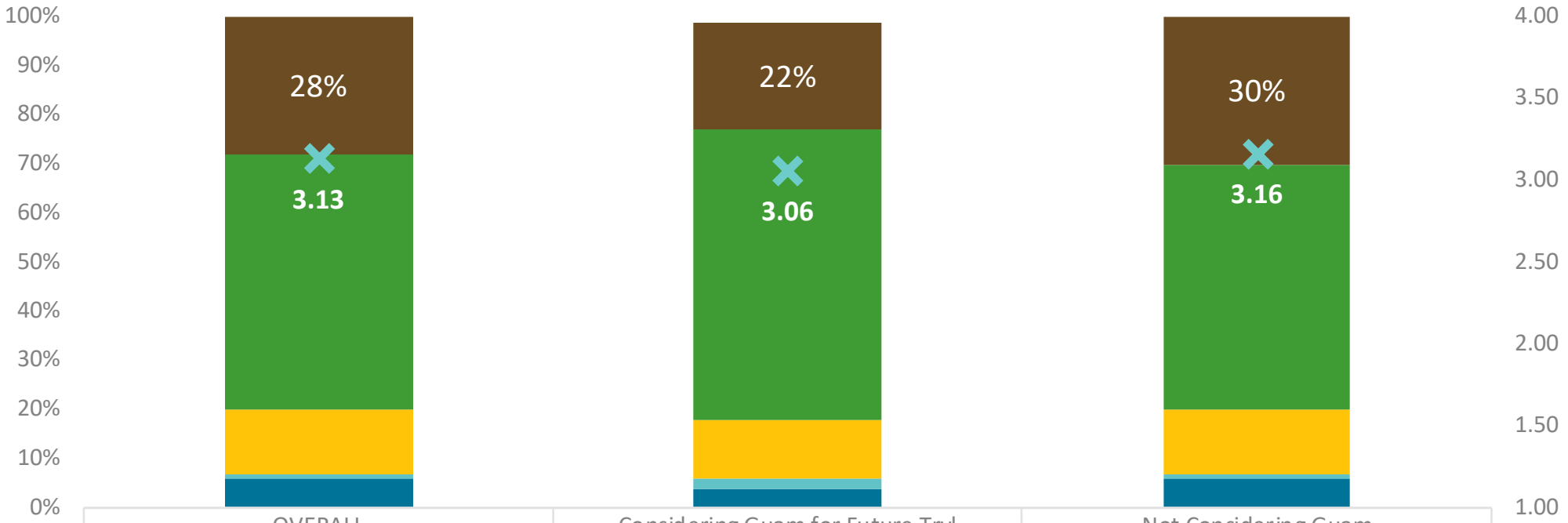
Has a reputation for controlling crime and being safe for visitors



	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Good (4)	30%	30%	30%
Somewhat Good (3)	50%	56%	48%
Somewhat Poor (2)	10%	7%	11%
Very Poor (1)	2%	1%	3%
Don't know	8%	7%	8%
BASE	303	91	212
MEAN	3.17	3.22	3.15

Q: Based on what you know or have heard, how would you rate Guam on providing each of the following?

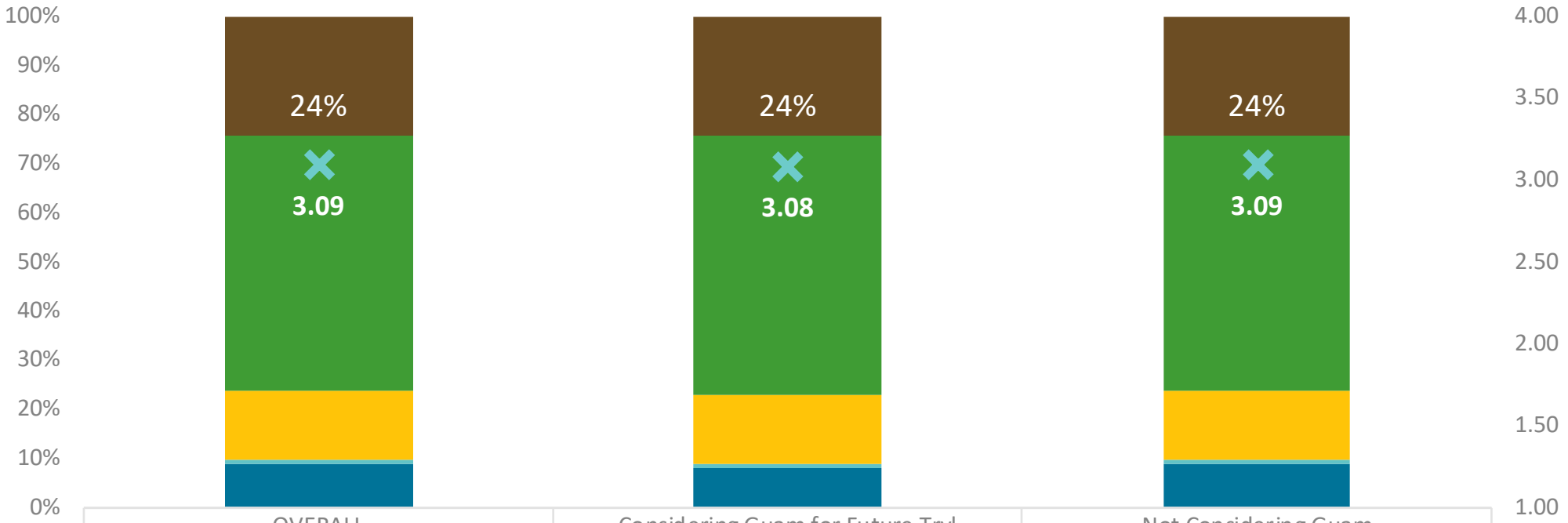
An opportunity to learn about a new place, its people and culture



	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Good (4)	28%	22%	30%
Somewhat Good (3)	52%	59%	50%
Somewhat Poor (2)	13%	12%	13%
Very Poor (1)	1%	2%	1%
Don't know	6%	4%	6%
BASE	303	91	212
MEAN	3.13	3.06	3.16

Q: Based on what you know or have heard, how would you rate Guam on providing each of the following?

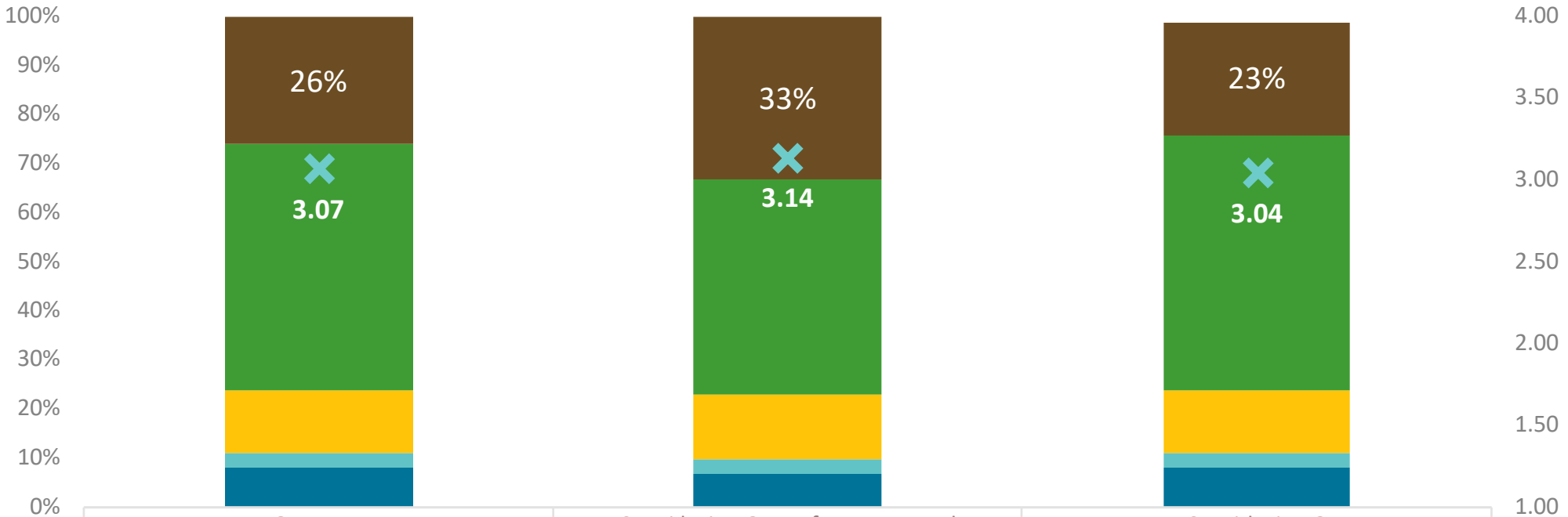
Can take part in activities that offer adventure



	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Good (4)	24%	24%	24%
Somewhat Good (3)	52%	53%	52%
Somewhat Poor (2)	14%	14%	14%
Very Poor (1)	1%	1%	1%
Don't know	9%	8%	9%
BASE	303	91	212
MEAN	3.09	3.08	3.09

Q: Based on what you know or have heard, how would you rate Guam on providing each of the following?

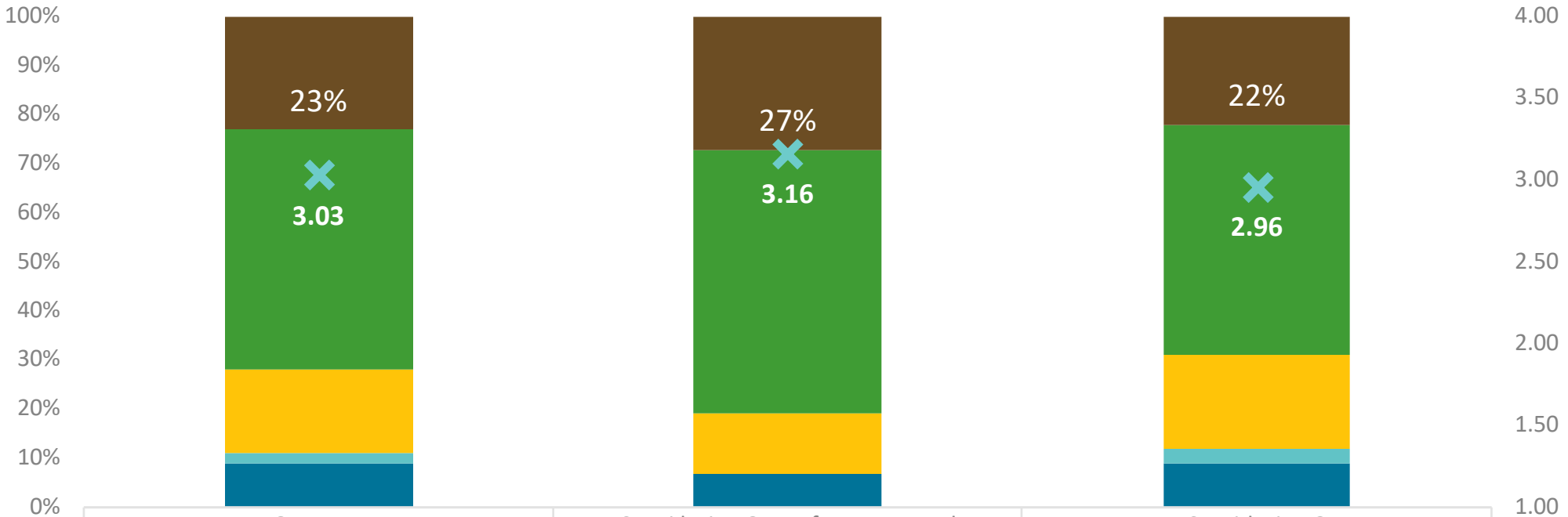
An opportunity to meet new and interesting people



	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Good (4)	26%	33%	23%
Somewhat Good (3)	50%	44%	52%
Somewhat Poor (2)	13%	13%	13%
Very Poor (1)	3%	3%	3%
Don't know	8%	7%	8%
BASE	303	91	212
MEAN	3.07	3.14	3.04

Q: Based on what you know or have heard, how would you rate Guam on providing each of the following?

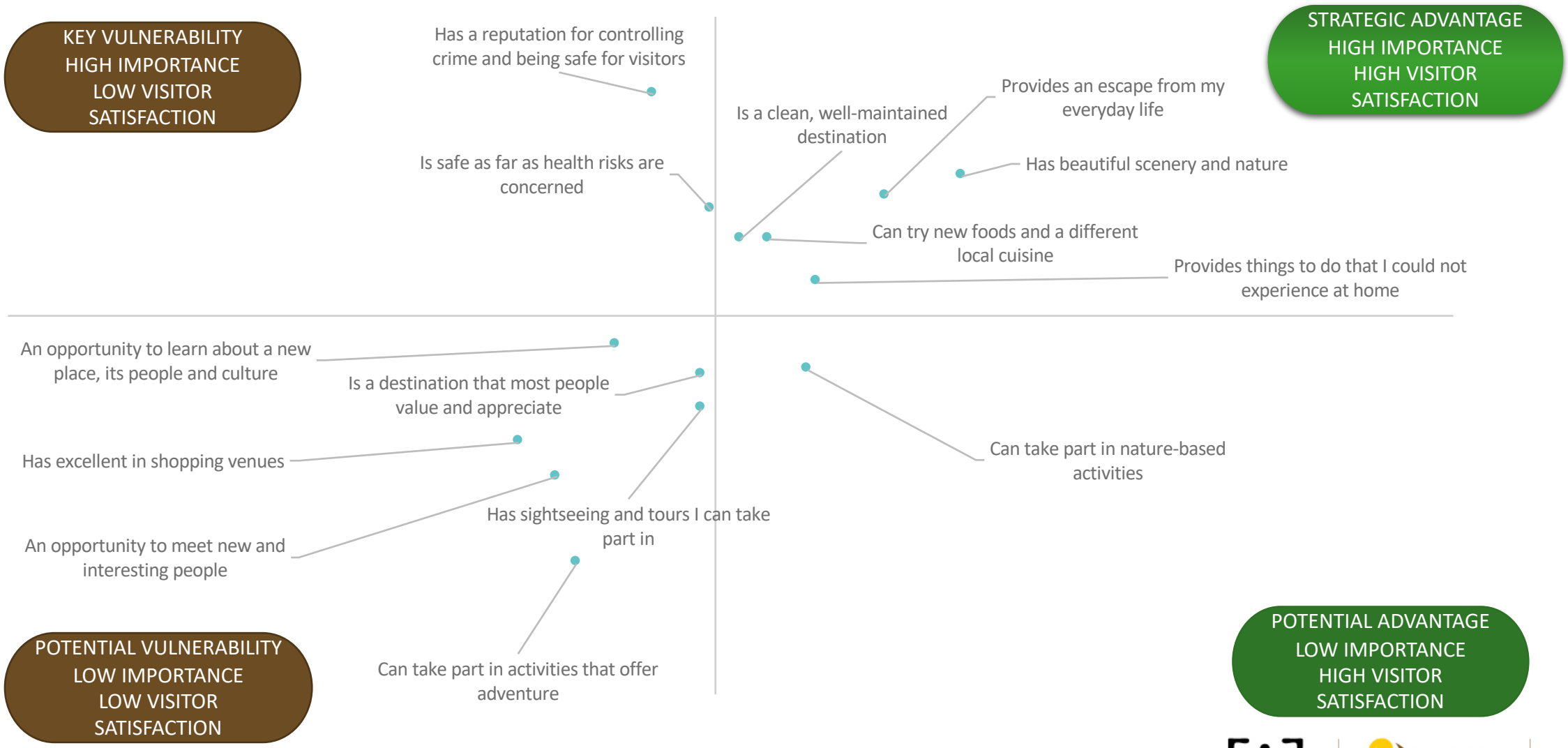
Has excellent shopping in venues



	OVERALL	Considering Guam for Future Trvl	Not Considering Guam
Very Good (4)	23%	27%	22%
Somewhat Good (3)	49%	54%	47%
Somewhat Poor (2)	17%	12%	19%
Very Poor (1)	2%		3%
Don't know	9%	7%	9%
BASE	303	91	212
MEAN	3.03	3.16	2.96

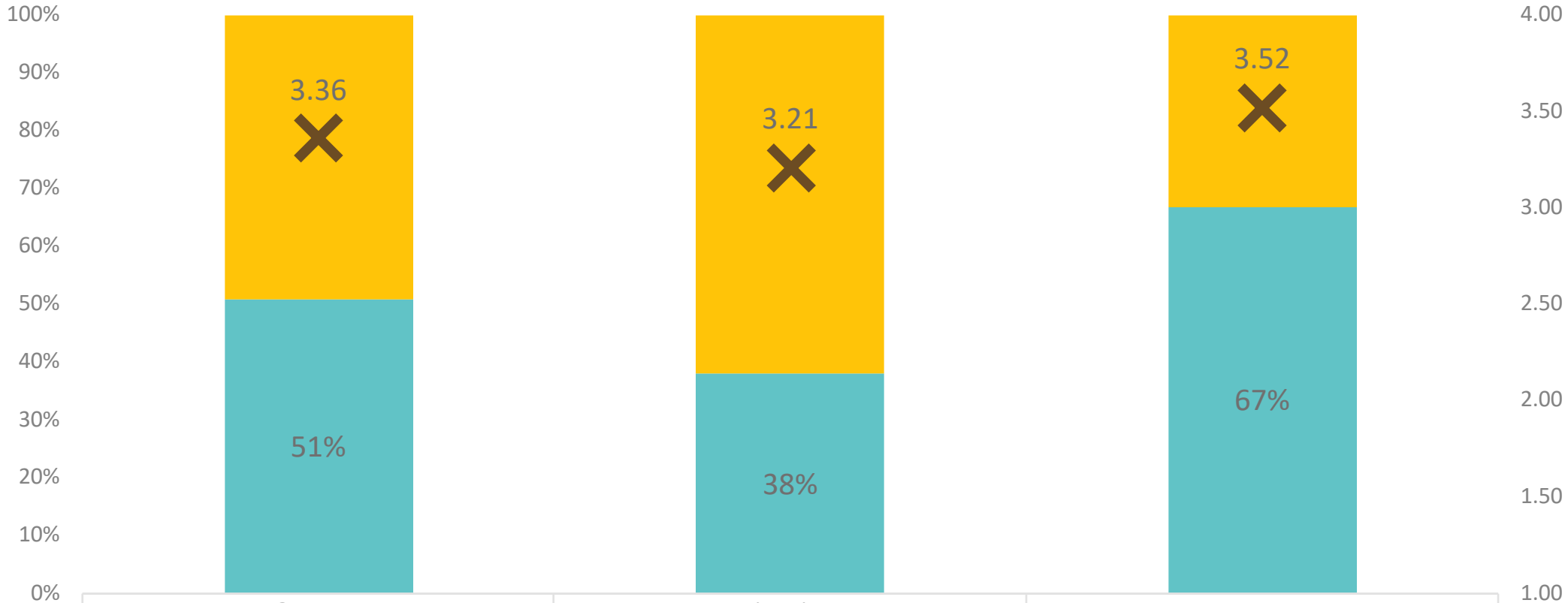
Q: Based on what you know or have heard, how would you rate Guam on providing each of the following?

NEED-GAP ANALYSIS



Q: Based on what you know or have heard, how would you rate Guam on providing each of the following?

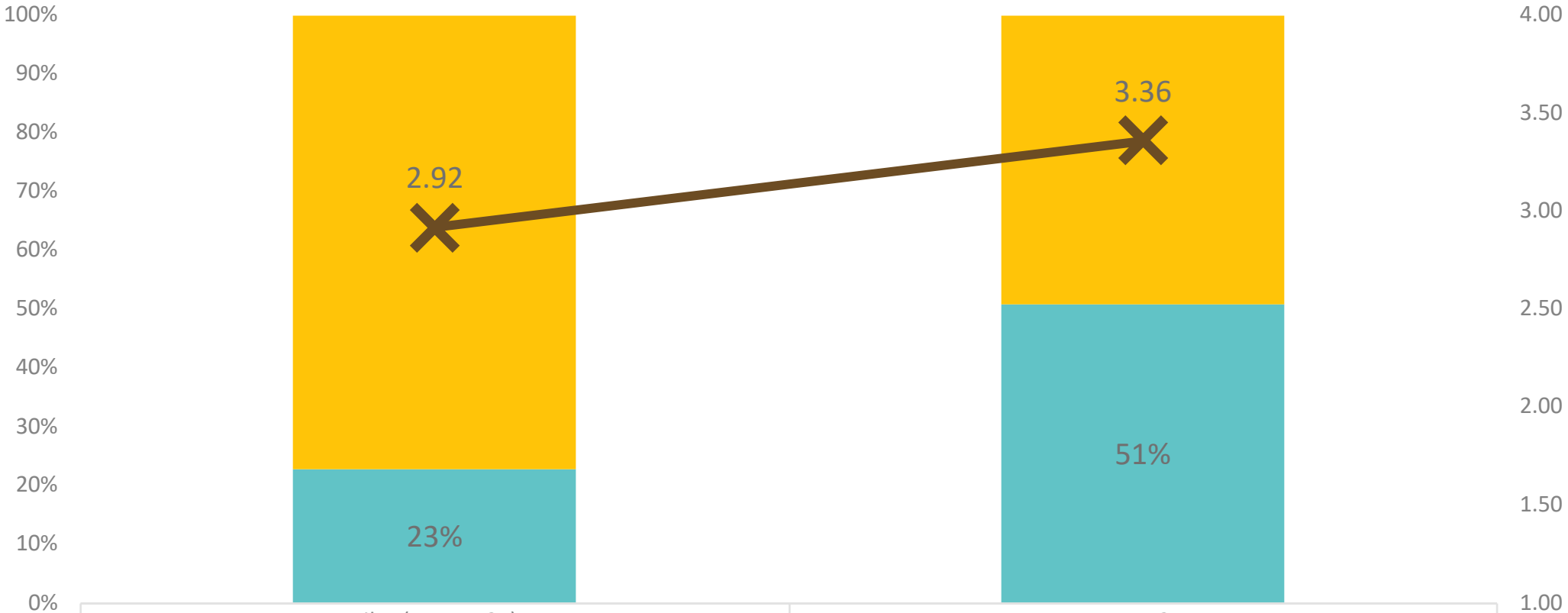
ACCOMMODATIONS – SATISFACTION
4PT RATING SCALE



	OVERALL	First-time	Repeat
Other	49%	62%	33%
Very satisfied	51%	38%	67%
Base	45	24	21
MEAN	3.36	3.21	3.52

Q: Based on your most recent trip to Guam, how satisfied were you with Guam on each of the following factors?

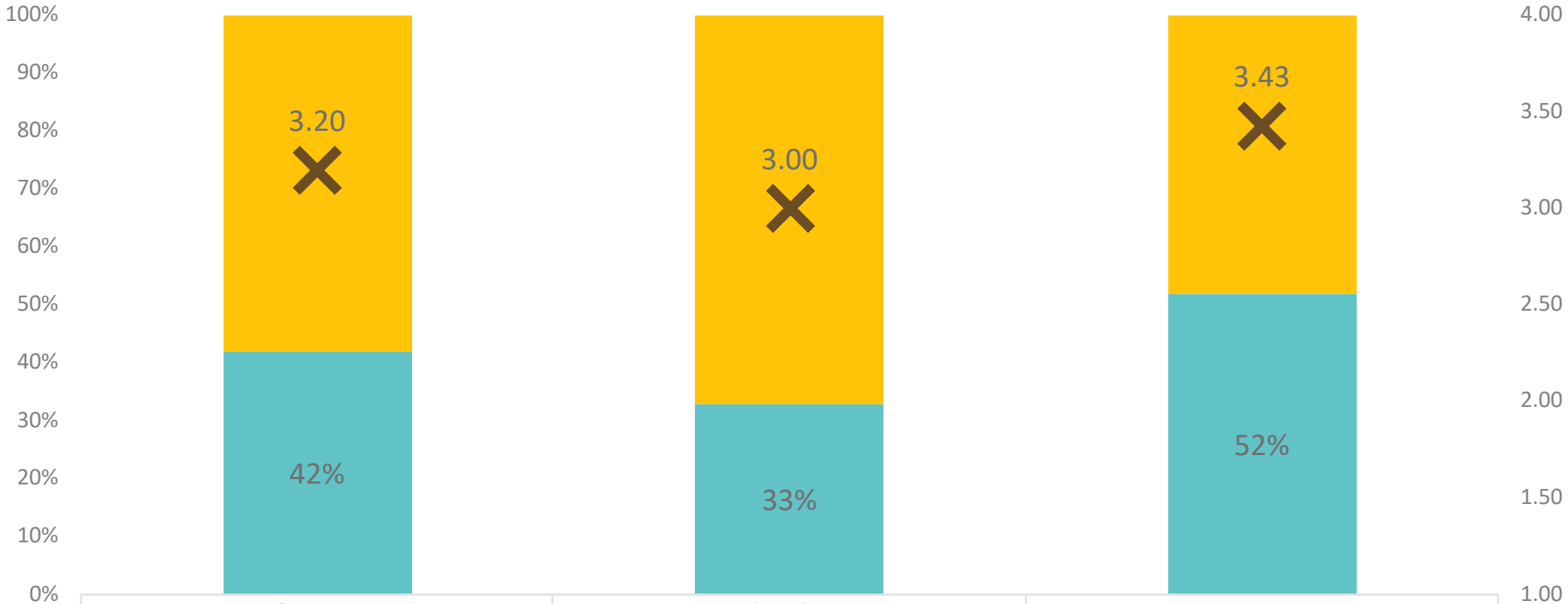
ACCOMMODATIONS – SATISFACTION
4PT RATING SCALE – TRACKING



	Pilot (Dec-Jan21)	May 21
Other	77%	49%
Very satisfied	23%	51%
Base	105	45
MEAN	2.92	3.36

Q: Based on your most recent trip to Guam, how satisfied were you with Guam on each of the following factors?

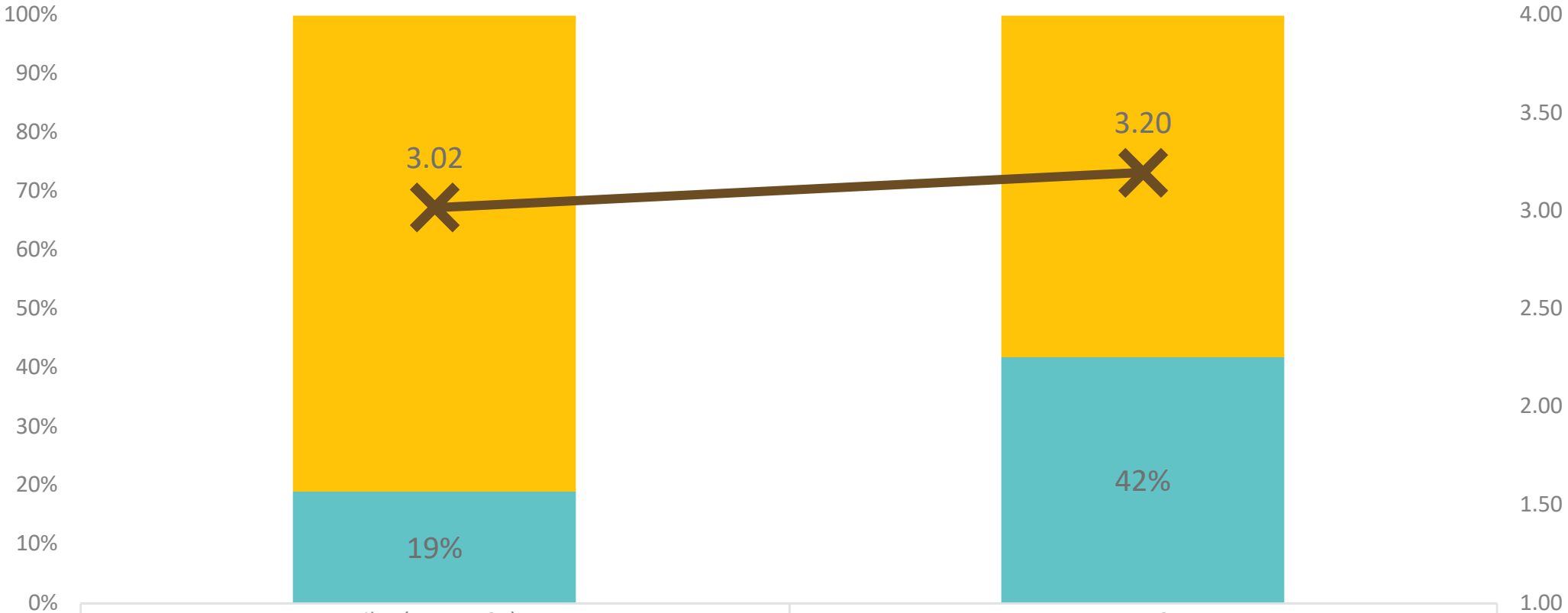
QUALITY CUSTOMER SERVICE – SATISFACTION 4PT RATING SCALE



	OVERALL	First-time	Repeat
Other	58%	67%	48%
Very satisfied	42%	33%	52%
Base	45	24	21
MEAN	3.20	3.00	3.43

Q: Based on your most recent trip to Guam, how satisfied were you with Guam on each of the following factors?

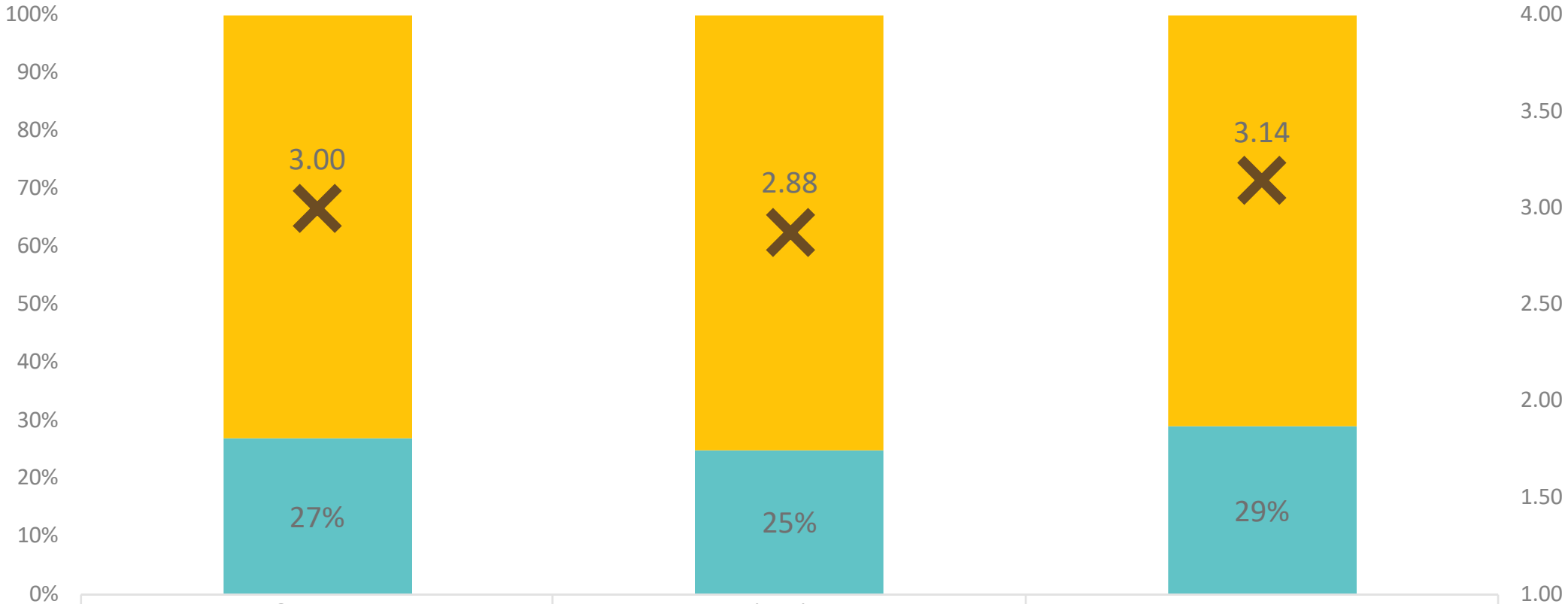
QUALITY CUSTOMER SERVICE – SATISFACTION 4PT RATING SCALE – TRACKING



	Pilot (Dec-Jan21)	May 21
Other	81%	58%
Very satisfied	19%	42%
Base	105	45
MEAN	3.02	3.20

Q: Based on your most recent trip to Guam, how satisfied were you with Guam on each of the following factors?

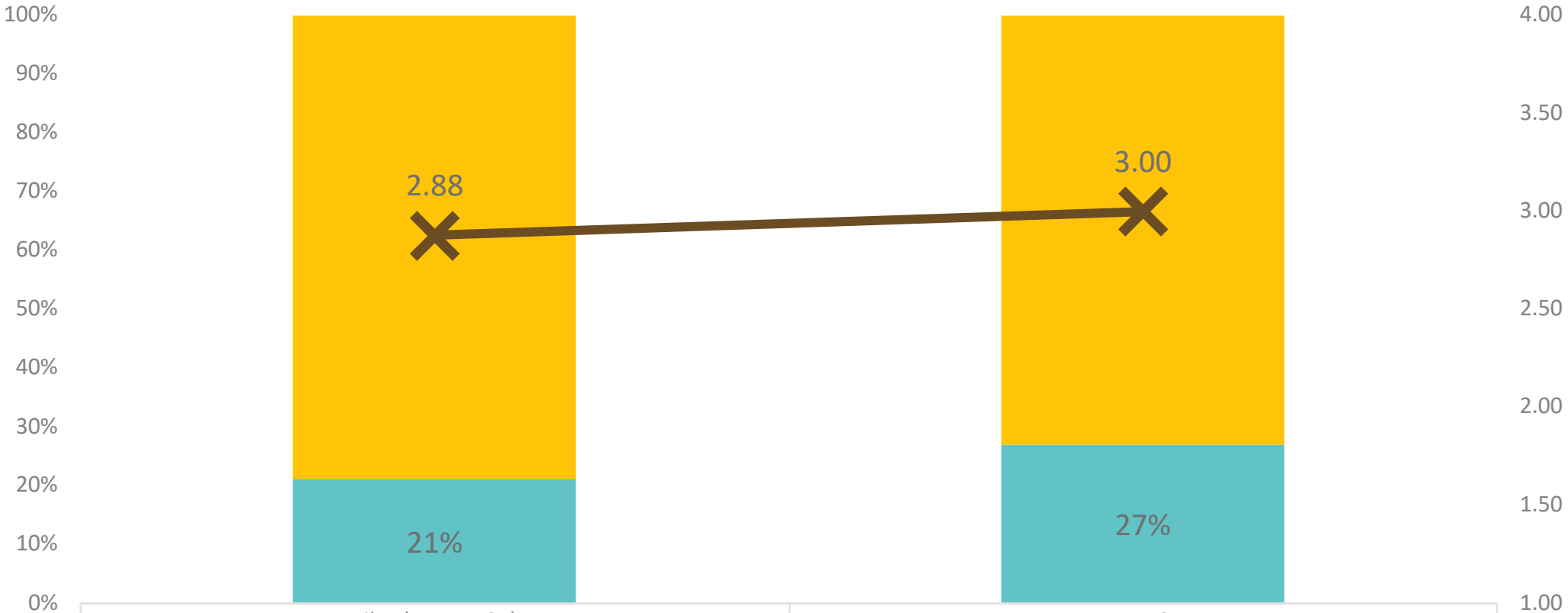
TRANSPORTATION OPTIONS – SATISFACTION 4PT RATING SCALE



	OVERALL	First-time	Repeat
Other	73%	75%	71%
Very satisfied	27%	25%	29%
Base	45	24	21
MEAN	3.00	2.88	3.14

Q: Based on your most recent trip to Guam, how satisfied were you with Guam on each of the following factors?

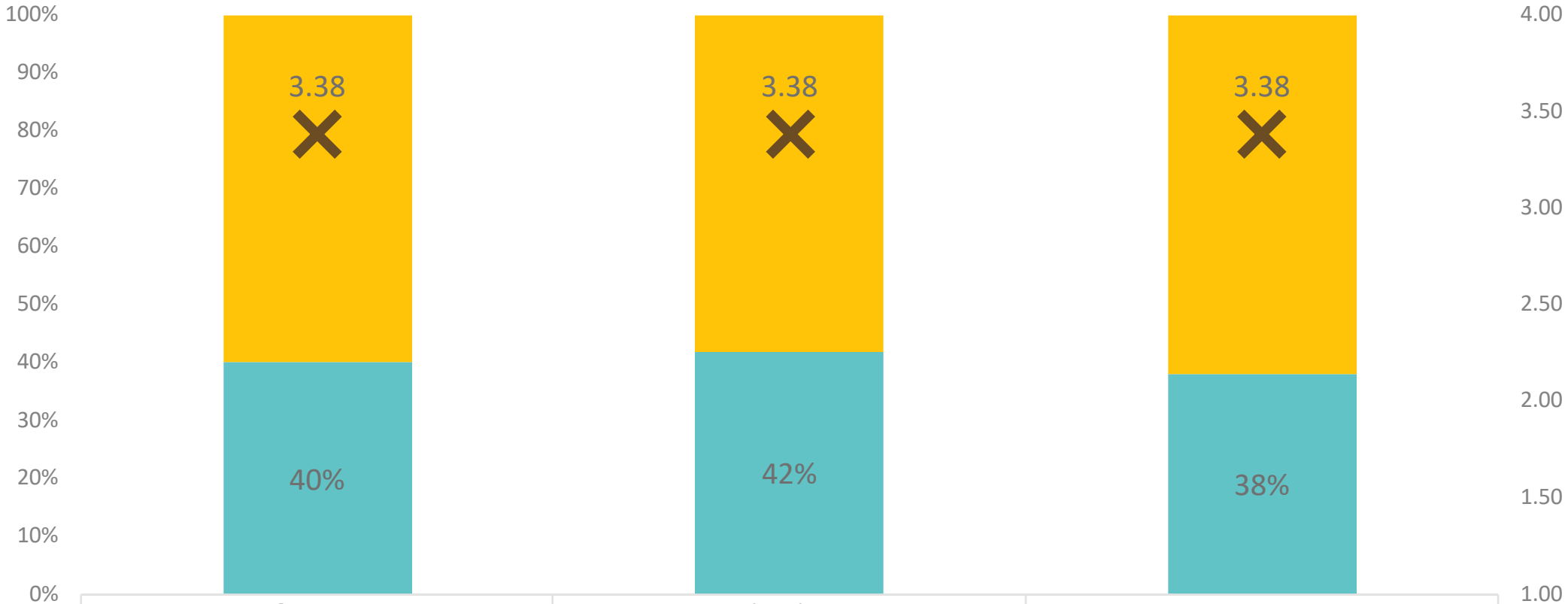
TRANSPORTATION OPTIONS – SATISFACTION
4PT RATING SCALE – TRACKING



	Pilot (Dec-Jan21)	May 21
Other	79%	73%
Very satisfied	21%	27%
Base	105	45
MEAN	2.88	3.00

Q: Based on your most recent trip to Guam, how satisfied were you with Guam on each of the following factors?

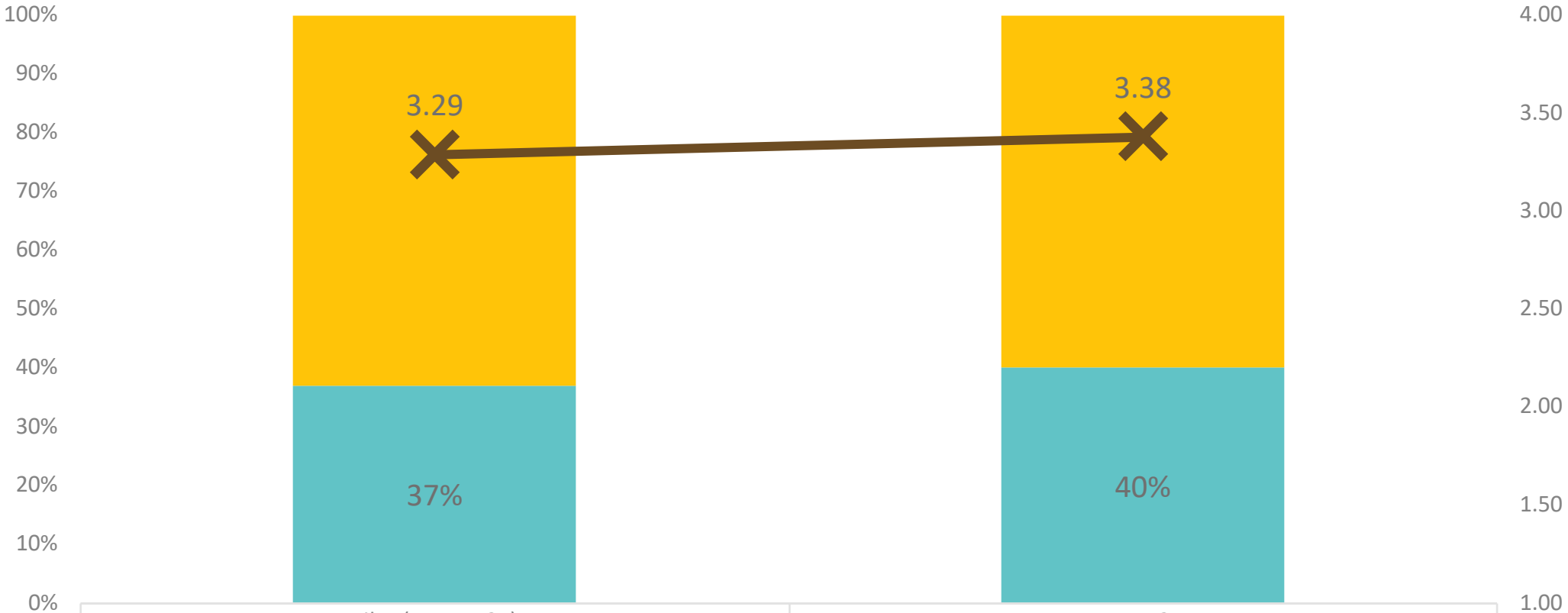
VISITORS FEEL WELCOME – SATISFACTION 4PT RATING SCALE



	OVERALL	First-time	Repeat
Other	60%	58%	62%
Very satisfied	40%	42%	38%
Base	45	24	21
MEAN	3.38	3.38	3.38

Q: Based on your most recent trip to Guam, how satisfied were you with Guam on each of the following factors?

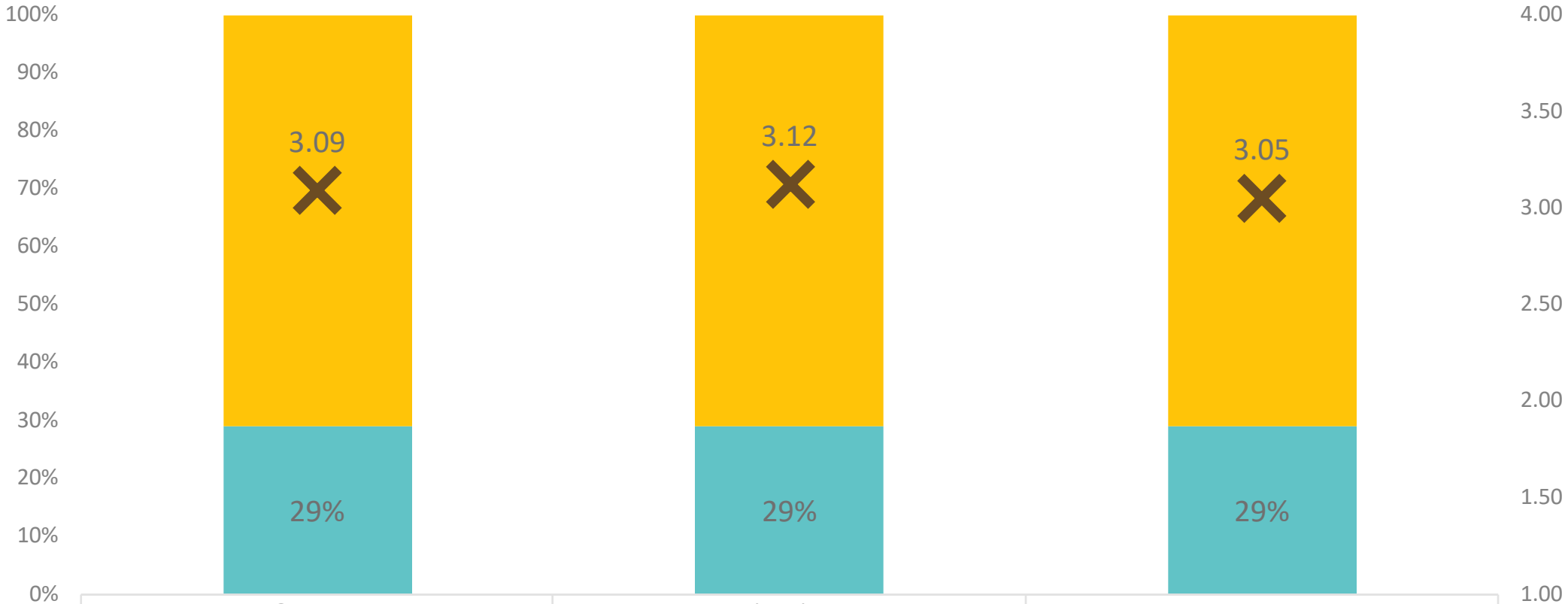
VISITORS FEEL WELCOME – SATISFACTION
4PT RATING SCALE – TRACKING



	Pilot (Dec-Jan21)	May 21
Other	63%	60%
Very satisfied	37%	40%
Base	105	45
MEAN	3.29	3.38

Q: Based on your most recent trip to Guam, how satisfied were you with Guam on each of the following factors?

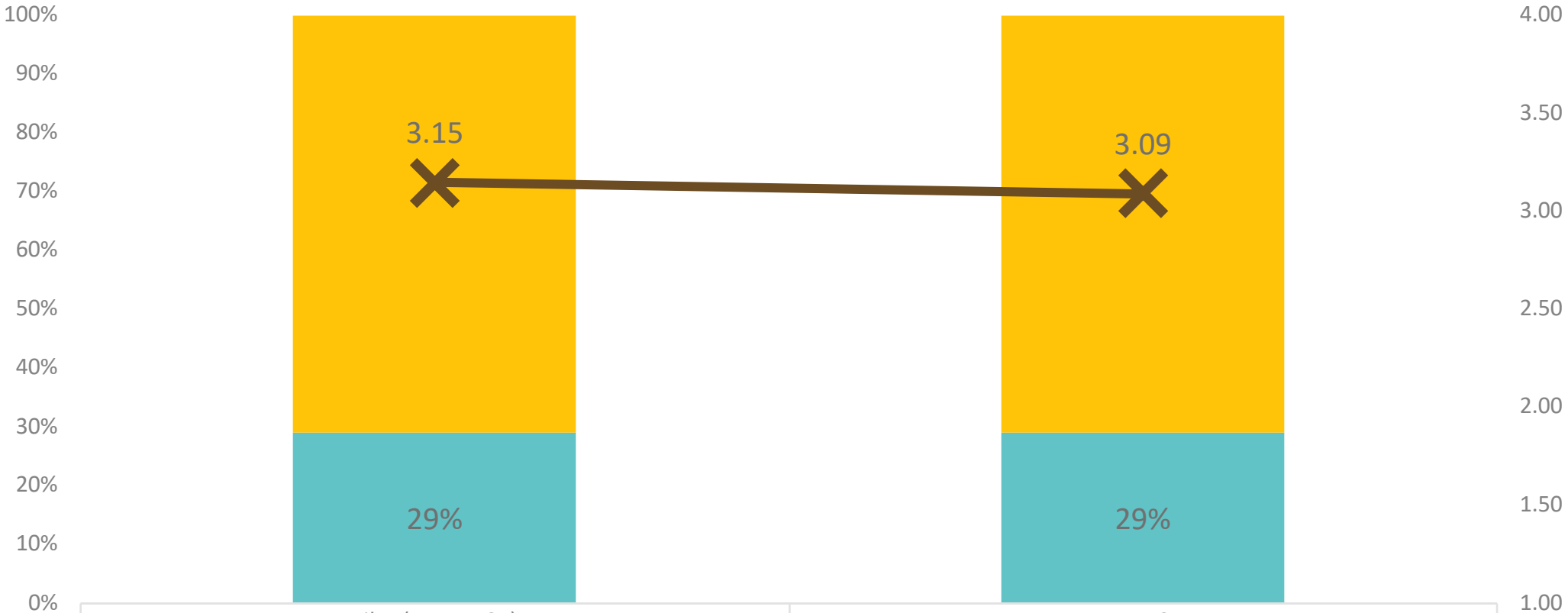
VARIETY OF ACTIVITIES – SATISFACTION 4PT RATING SCALE



	OVERALL	First-time	Repeat
Other	71%	71%	71%
Very satisfied	29%	29%	29%
Base	45	24	21
MEAN	3.09	3.12	3.05

Q: Based on your most recent trip to Guam, how satisfied were you with Guam on each of the following factors?

VARIETY OF ACTIVITIES – SATISFACTION
4PT RATING SCALE – TRACKING



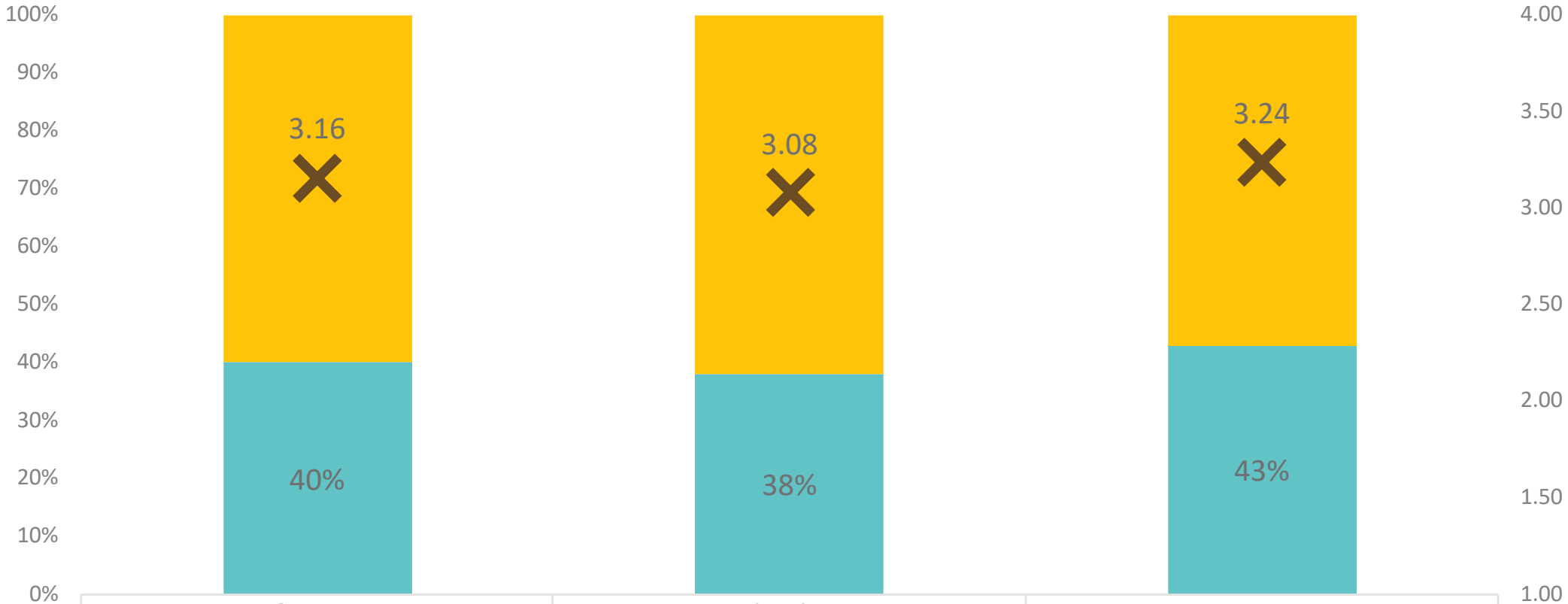
	Pilot (Dec-Jan21)	May 21
Other	71%	71%
Very satisfied	29%	29%
Base	105	45
MEAN	3.15	3.09

Q: Based on your most recent trip to Guam, how satisfied were you with Guam on each of the following factors?

GUAM VISITORS BUREAU

GUAM

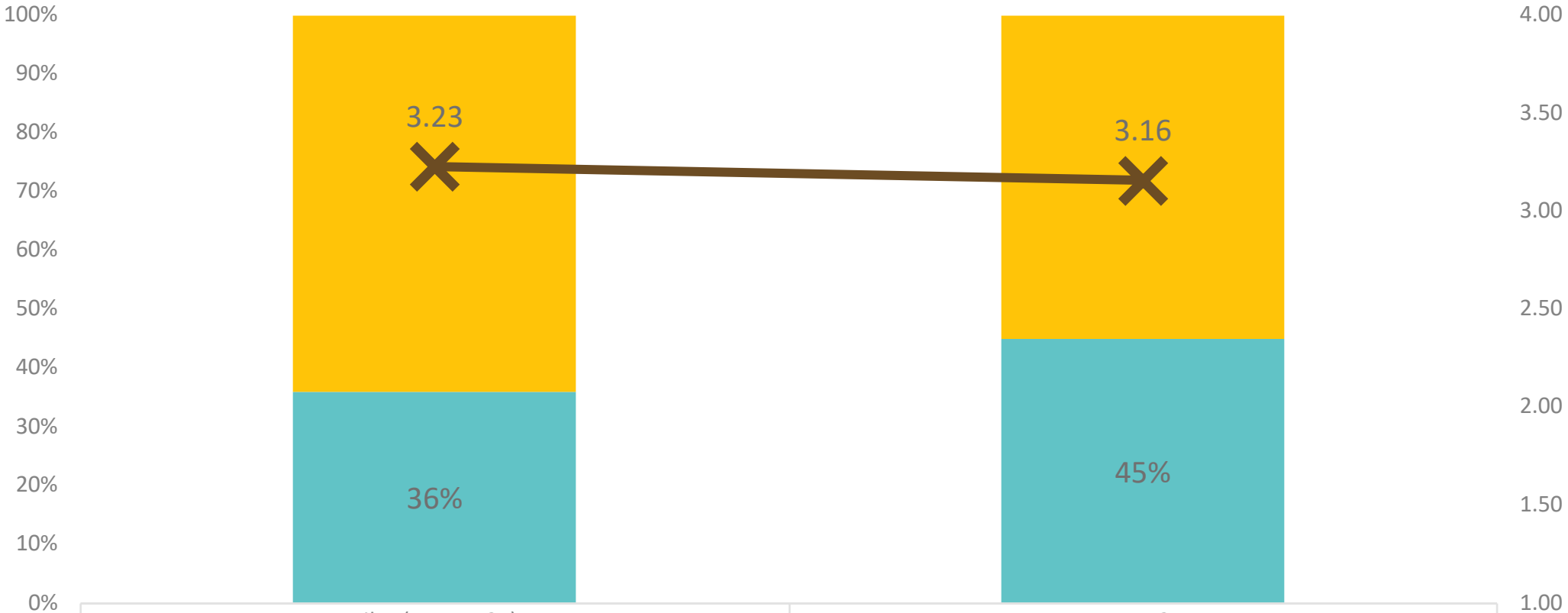
SHOPPING OPTIONS – SATISFACTION
4PT RATING SCALE



	OVERALL	First-time	Repeat
Other	60%	62%	57%
Very satisfied	40%	38%	43%
Base	45	24	21
MEAN	3.16	3.08	3.24

Q: Based on your most recent trip to Guam, how satisfied were you with Guam on each of the following factors?

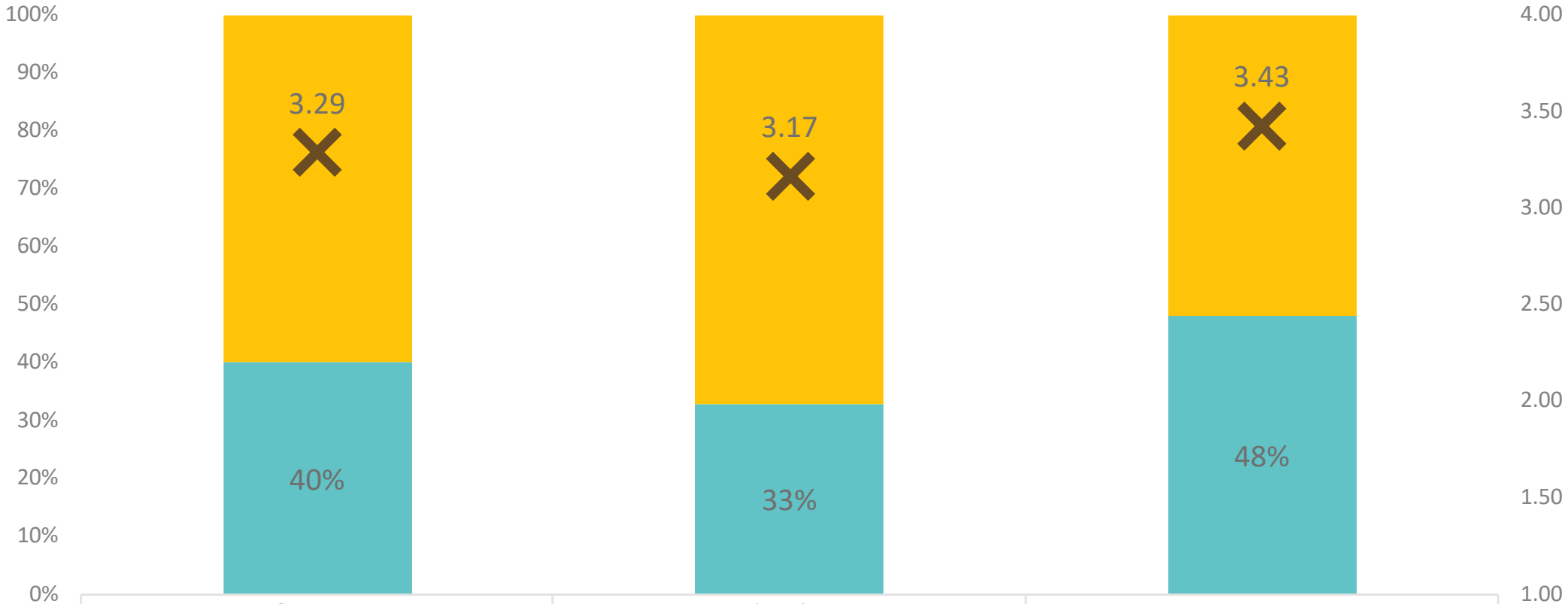
SHOPPING OPTIONS – SATISFACTION
4PT RATING SCALE – TRACKING



	Pilot (Dec-Jan21)	May 21
Other	64%	55%
Very satisfied	36%	45%
Base	105	45
MEAN	3.23	3.16

Q: Based on your most recent trip to Guam, how satisfied were you with Guam on each of the following factors?

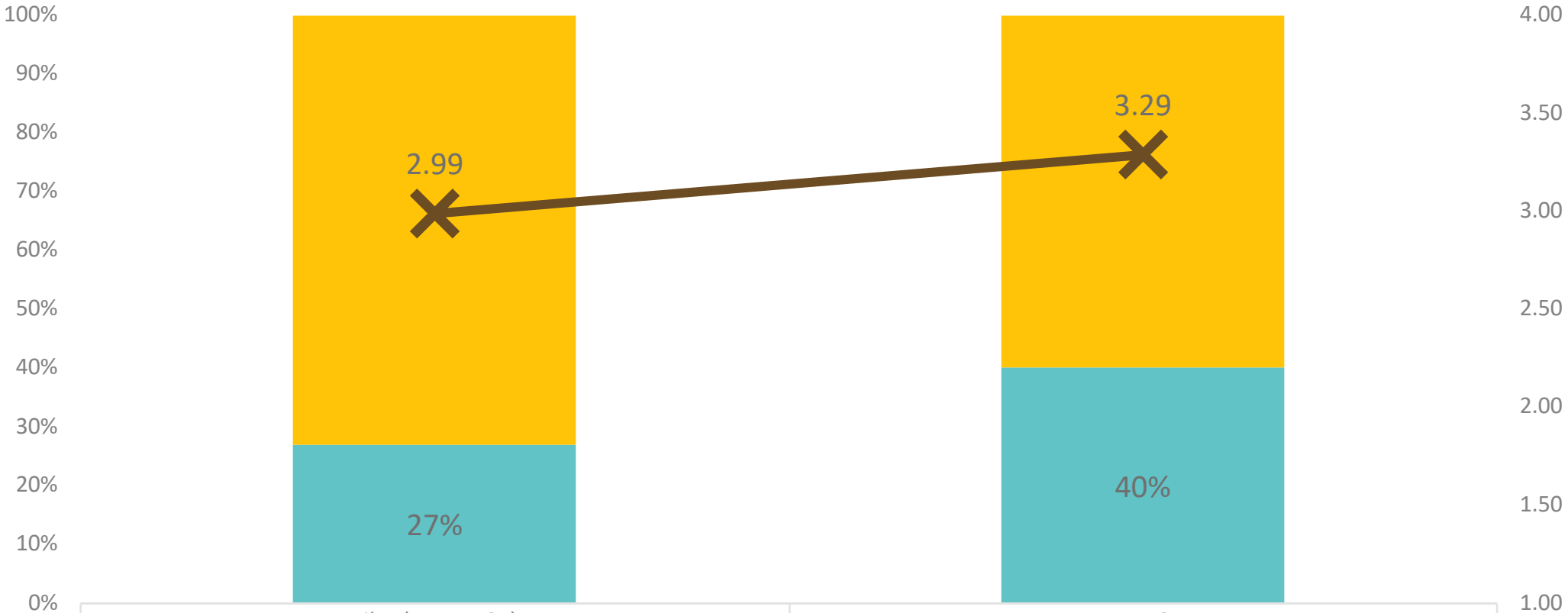
OVERALL VALUE – SATISFACTION
4PT RATING SCALE



	OVERALL	First-time	Repeat
Other	60%	67%	52%
Very satisfied	40%	33%	48%
Base	45	24	21
MEAN	3.29	3.17	3.43

Q: Based on your most recent trip to Guam, how satisfied were you with Guam on each of the following factors?

OVERALL VALUE – SATISFACTION
4PT RATING SCALE – TRACKING



	Pilot (Dec-Jan21)	May 21
Other	73%	60%
Very satisfied	27%	40%
Base	105	45
MEAN	2.99	3.29

Q: Based on your most recent trip to Guam, how satisfied were you with Guam on each of the following factors?

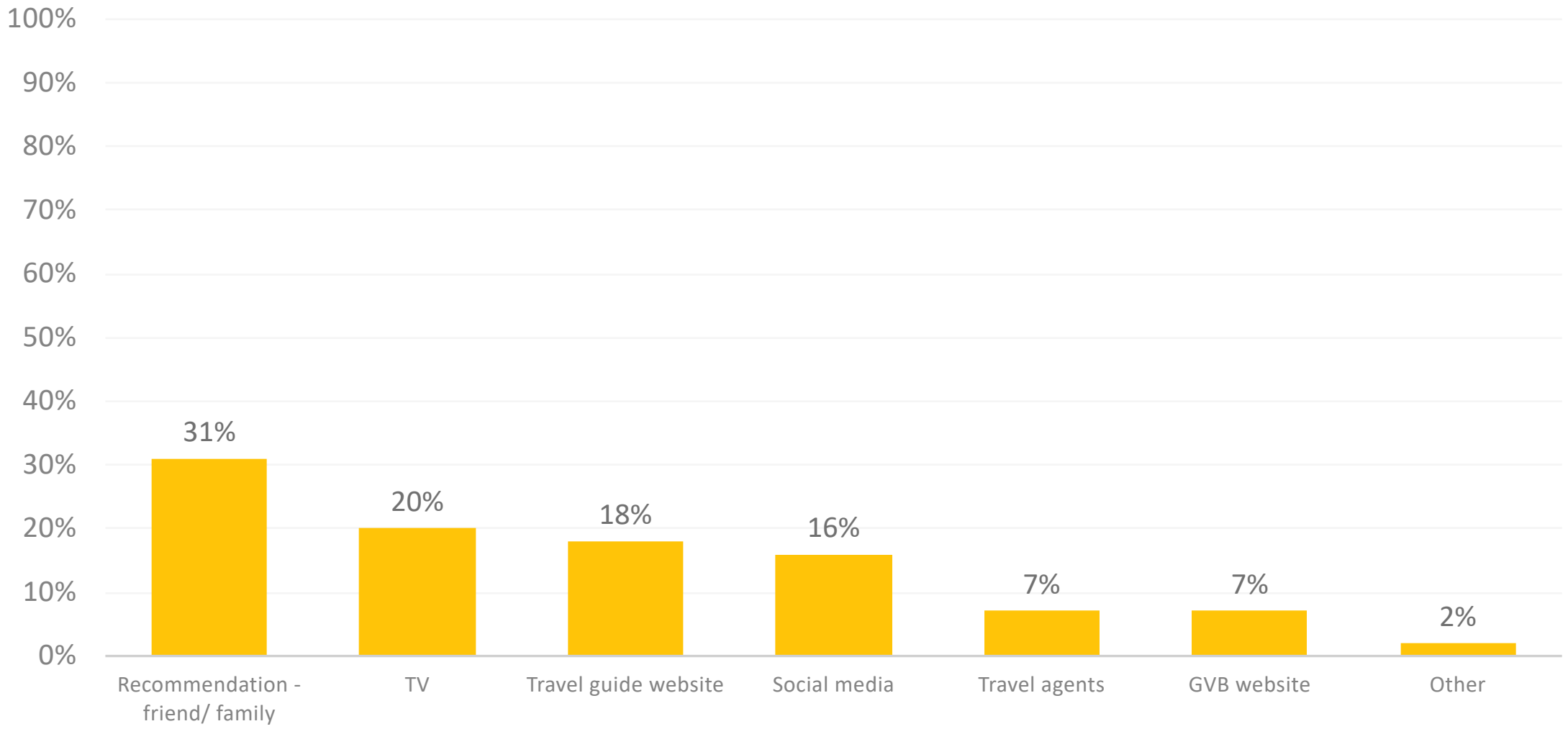
SECTION 4

MARKETING & COMMUNICATIONS

AIDED ADVERTISING AWARENESS

Q: Have you seen advertising encouraging you to visit Guam in the past six months?

SOURCES OF INFORMATION ABOUT GUAM

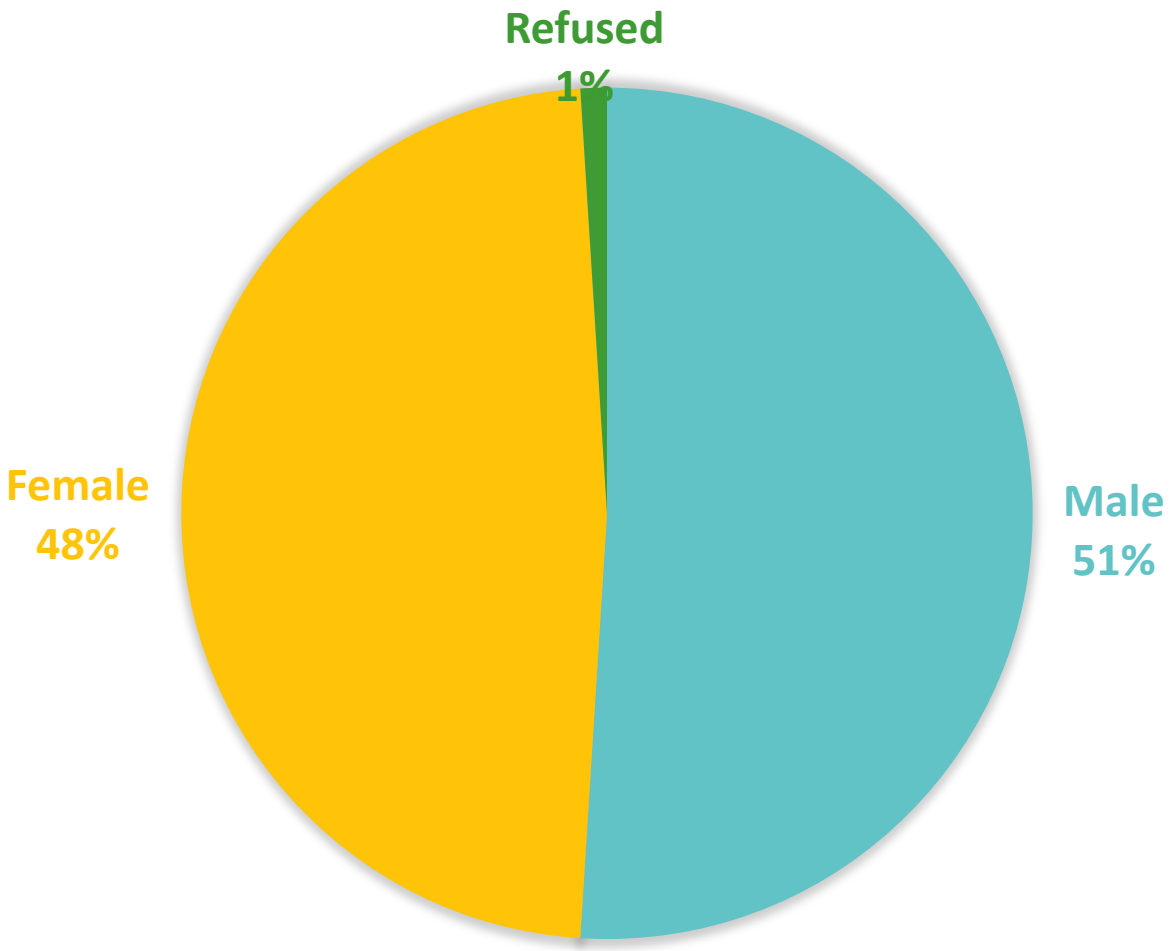


Q: How did you first learn about Guam?

SECTION 5

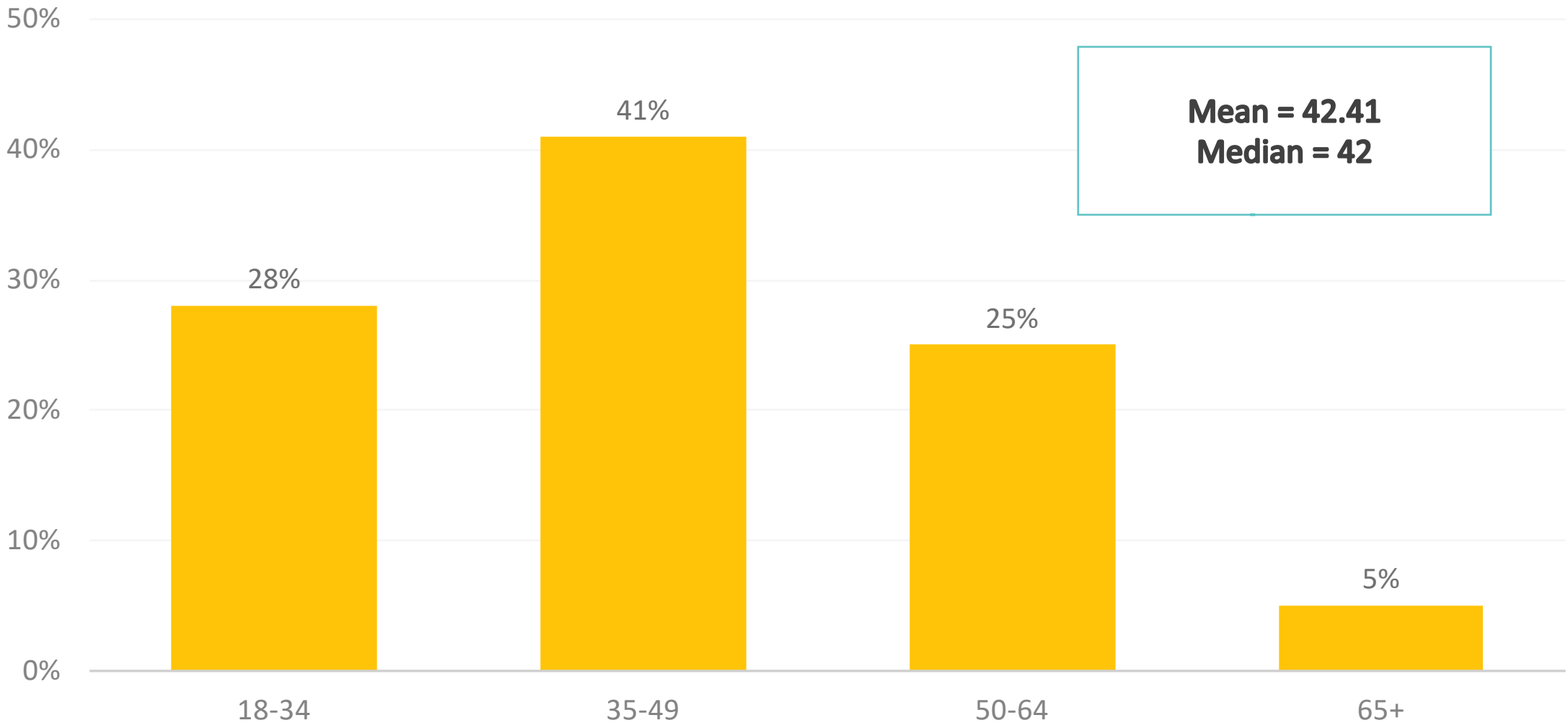
PROFILE OF RESPONDENTS

GENDER



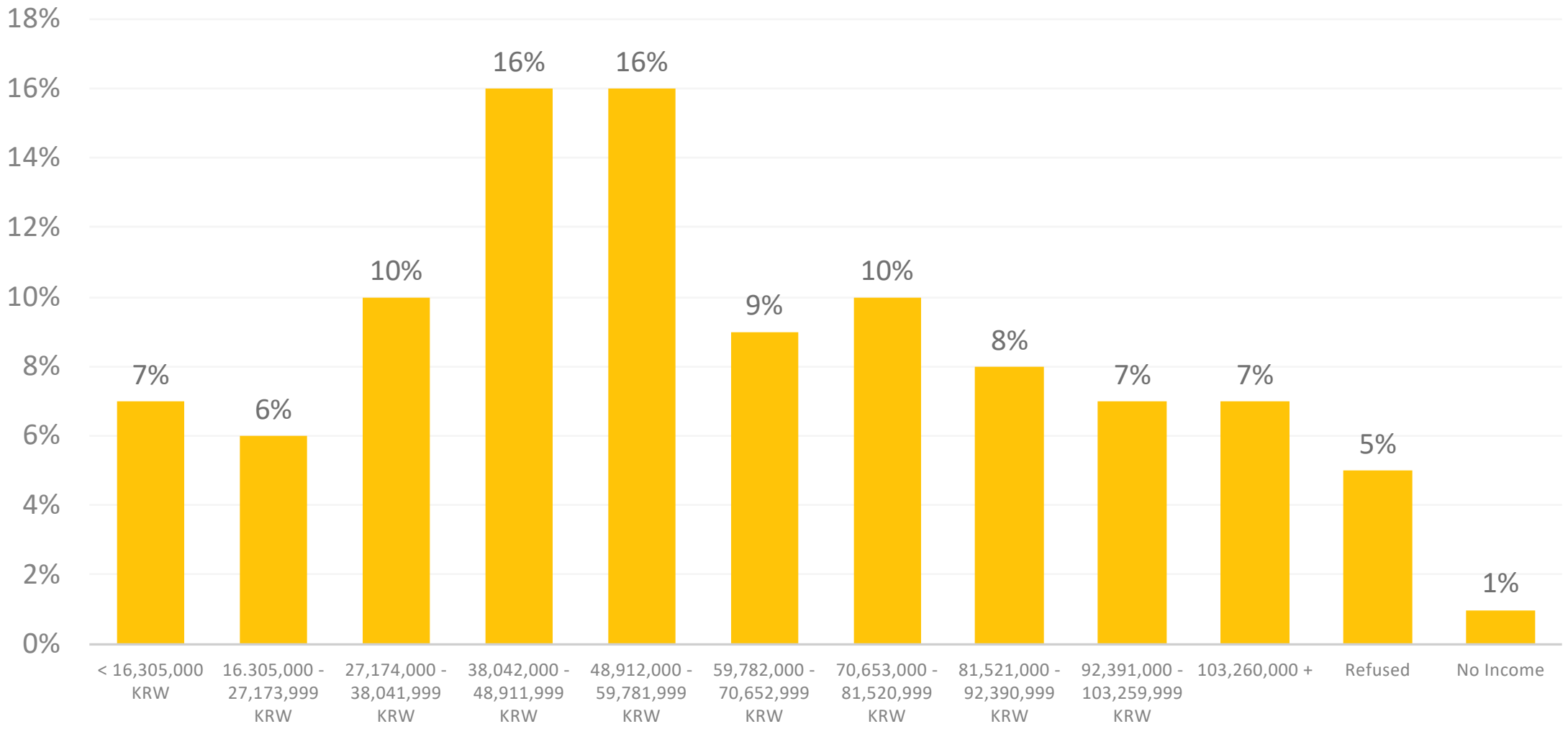
Q: Gender

AGE



Q: What was your age on your last birthday?

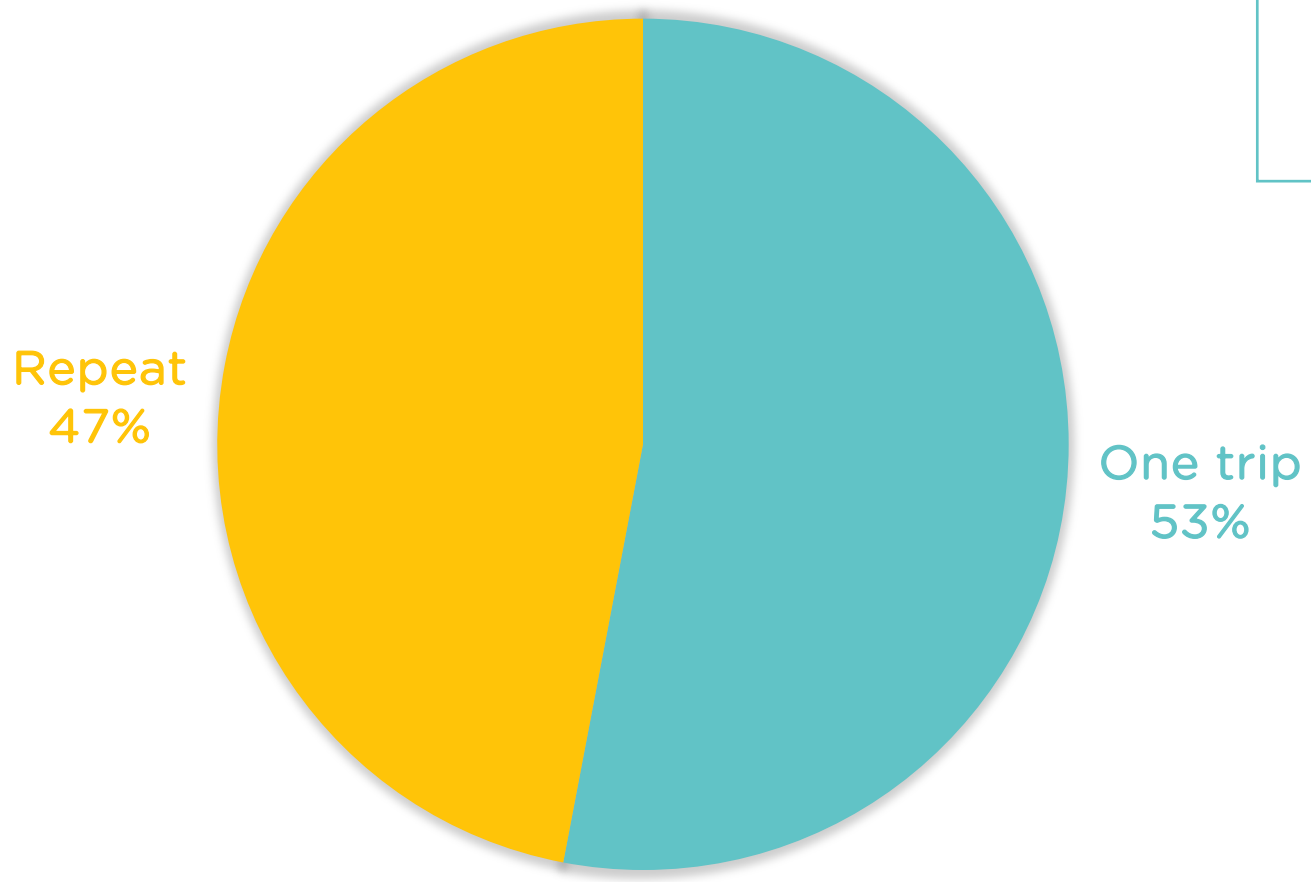
HOUSEHOLD INCOME



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

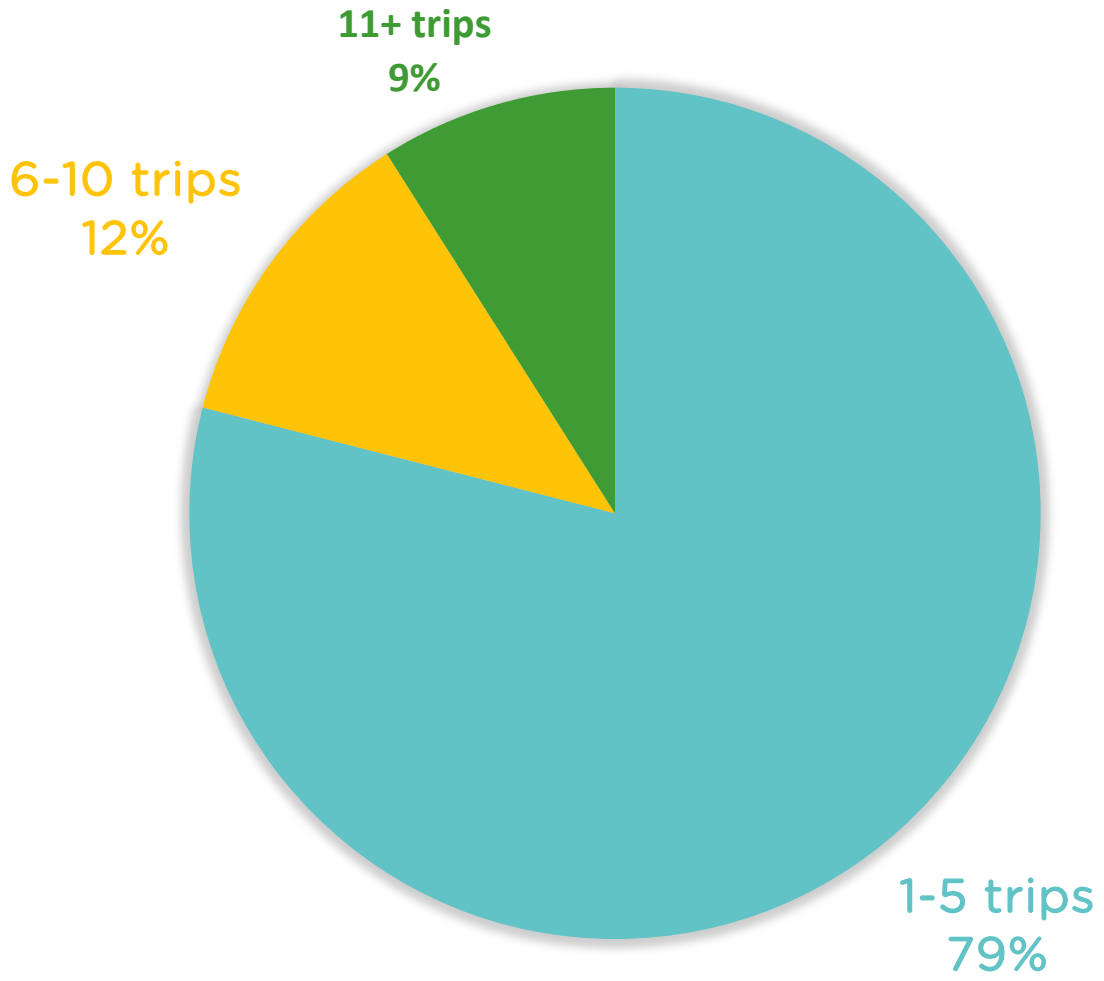
TRIPS TO GUAM

Mean = 2.73
Median = 1



Q: You indicated you have visited Guam at least once in the past five years. How many trips have you made to Guam total?

INTERNATIONAL TRAVEL



Mean = 5.12
Median = 3

Q: How many times in the last five years have you traveled internationally?