

Guam Visitors Bureau

Japan Visitor Tracker Exit Profile & Market Segmentation Report

FY2017

MARCH 2017

Prepared by: Anthology Research

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**GUAM
VISITORS
BUREAU**
SETBISION BISITAN GUAHAN



Background and Methodology

- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, Anthology's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **356** departing Japan visitors were randomly interviewed at the Guam A.B. Wonpat International Airport's departure and waiting areas.
- The margin of error for a sample of **356** is +/- 5.23 percentage points with a 95% confidence level. That is, if all Japan visitors who traveled to Guam in the same time period were asked these questions, we can be 95% certain that their responses would not differ by +/- 5.23 percentage points.

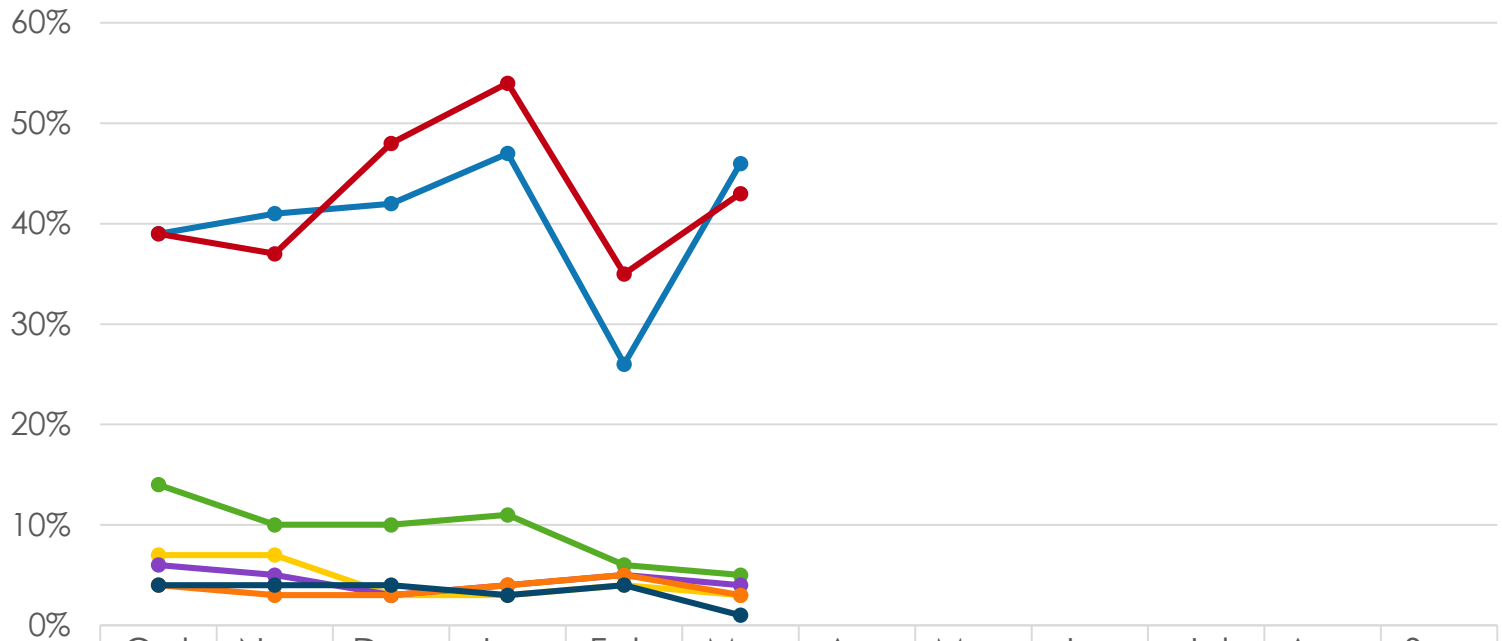
Objectives

- To monitor the effectiveness of the Japan seasonal campaigns in attracting Japan 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 (Q6)
 - Office Lady/ Salary Woman (Gender/ Q25 Office worker- non-managerial)
 - Group Tour (Q7)
 - MICE (Q5A Convention/ Conference/ Trade Show/ Company sponsored)
 - Silver (QF Age 60+)
 - Wedding (Q5A)
 - Repeat Visitor (Q3A)
 - To identify the most significant factors affecting overall visitor satisfaction.
 - To identify (for all Japan visitors) the most important determinants of on-island spending

Key Highlighted Segments

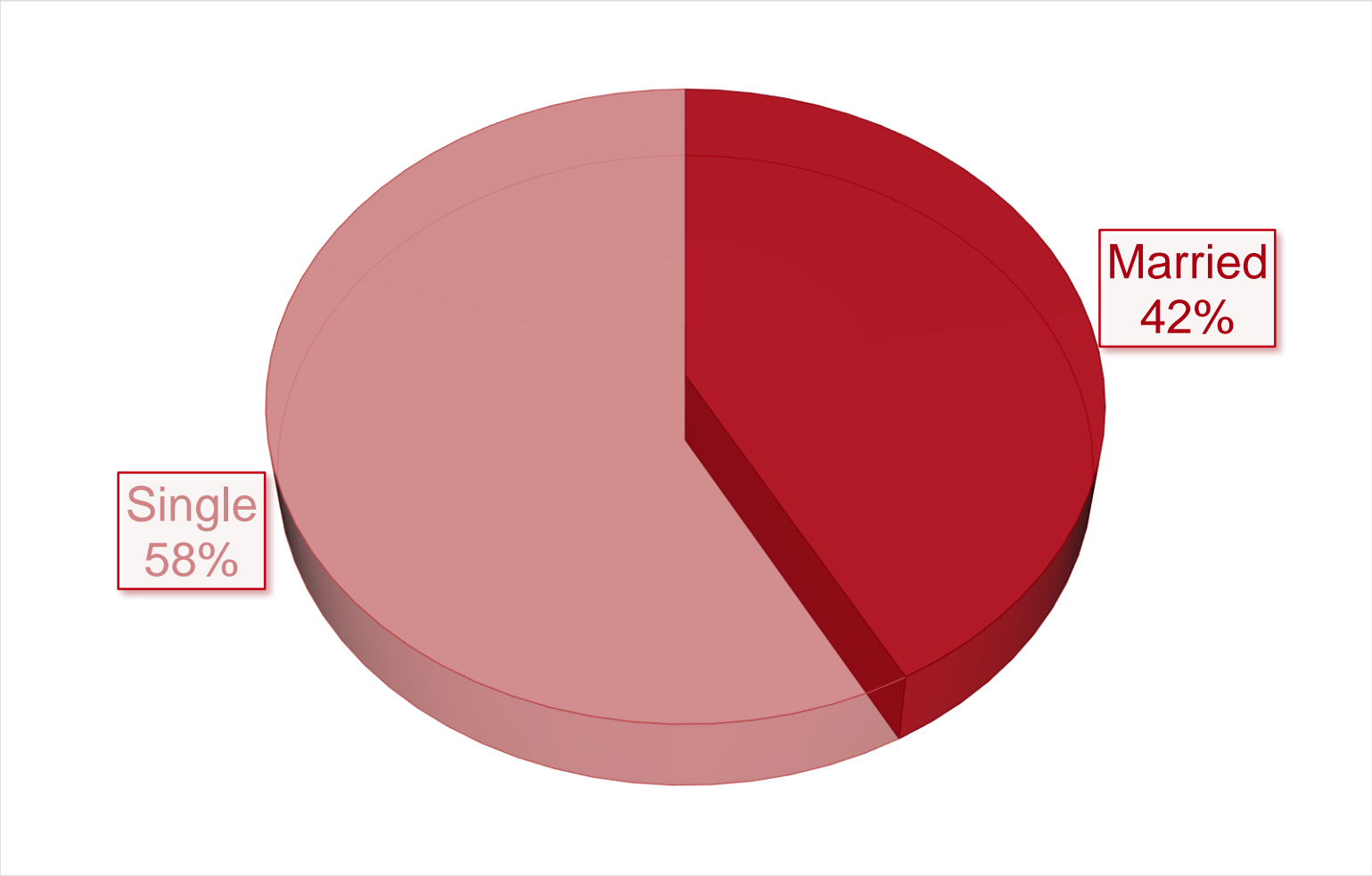


	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
Family	39%	41%	42%	47%	26%	46%						
Repeat	39%	37%	48%	54%	35%	43%						
Office Lady	14%	10%	10%	11%	6%	5%						
Wedding	7%	7%	3%	3%	4%	3%						
Silver	6%	5%	3%	4%	5%	4%						
Group	4%	3%	3%	4%	5%	3%						
MICE	4%	4%	4%	3%	4%	1%						

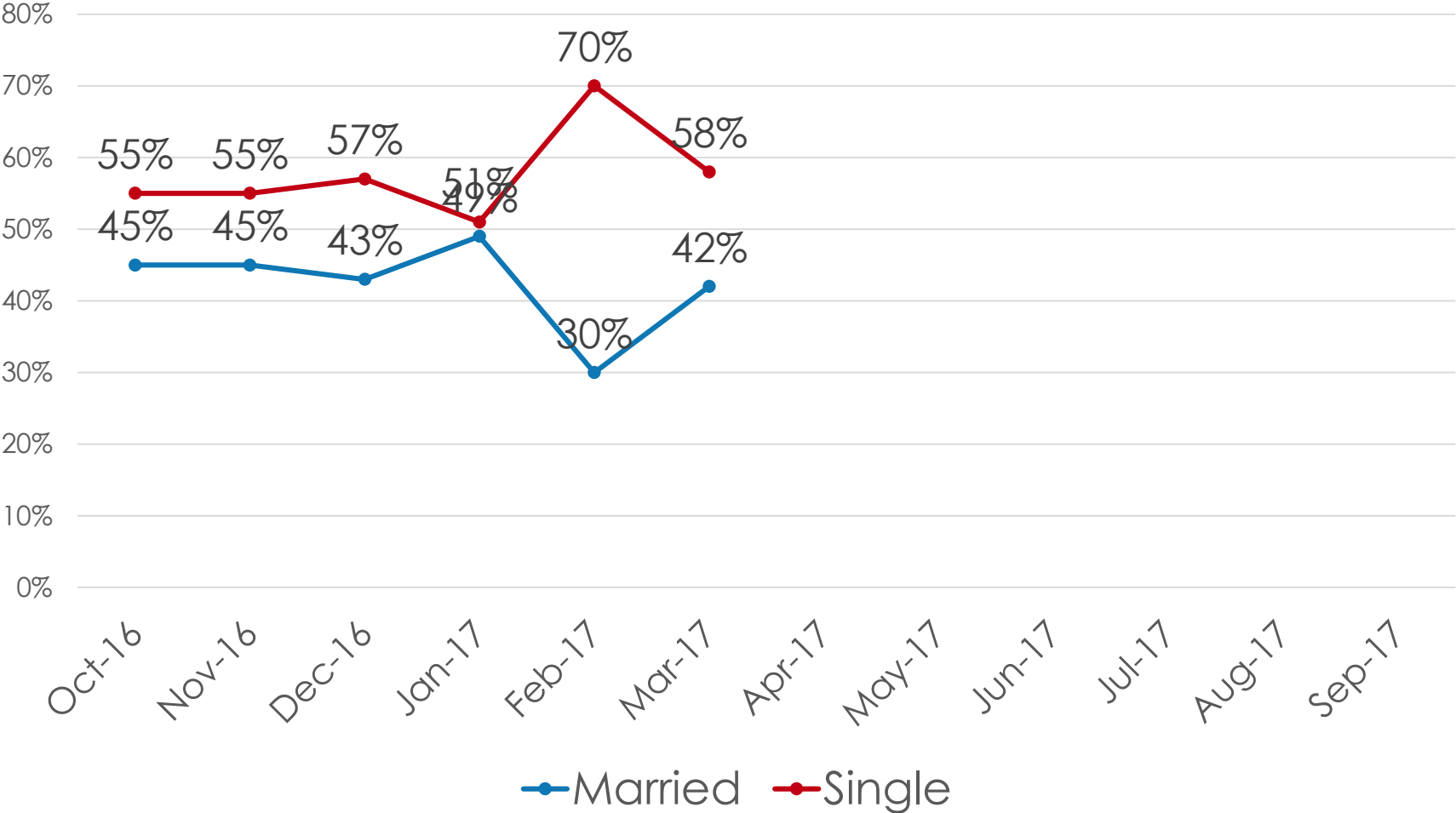
SECTION 1

PROFILE OF RESPONDENTS

Marital Status



Marital status – FY2017 Tracking



Marital status – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

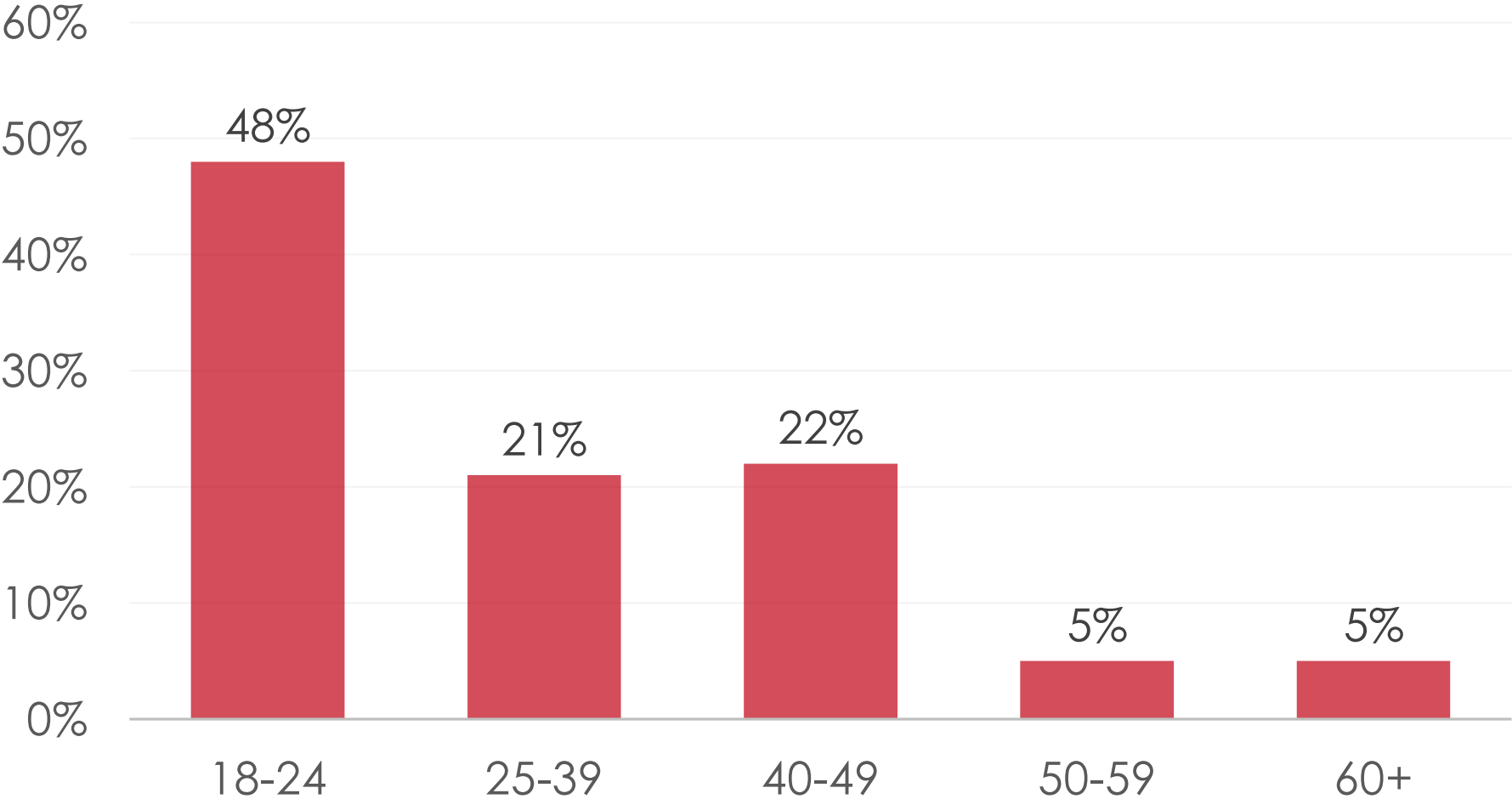
QE Are you married or single?

		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
QE	Married	42%	81%	35%	10%	100%	80%	62%	
	Single	58%	19%	65%	90%		20%	38%	100%
	Total	356	165	17	10	16	10	152	4

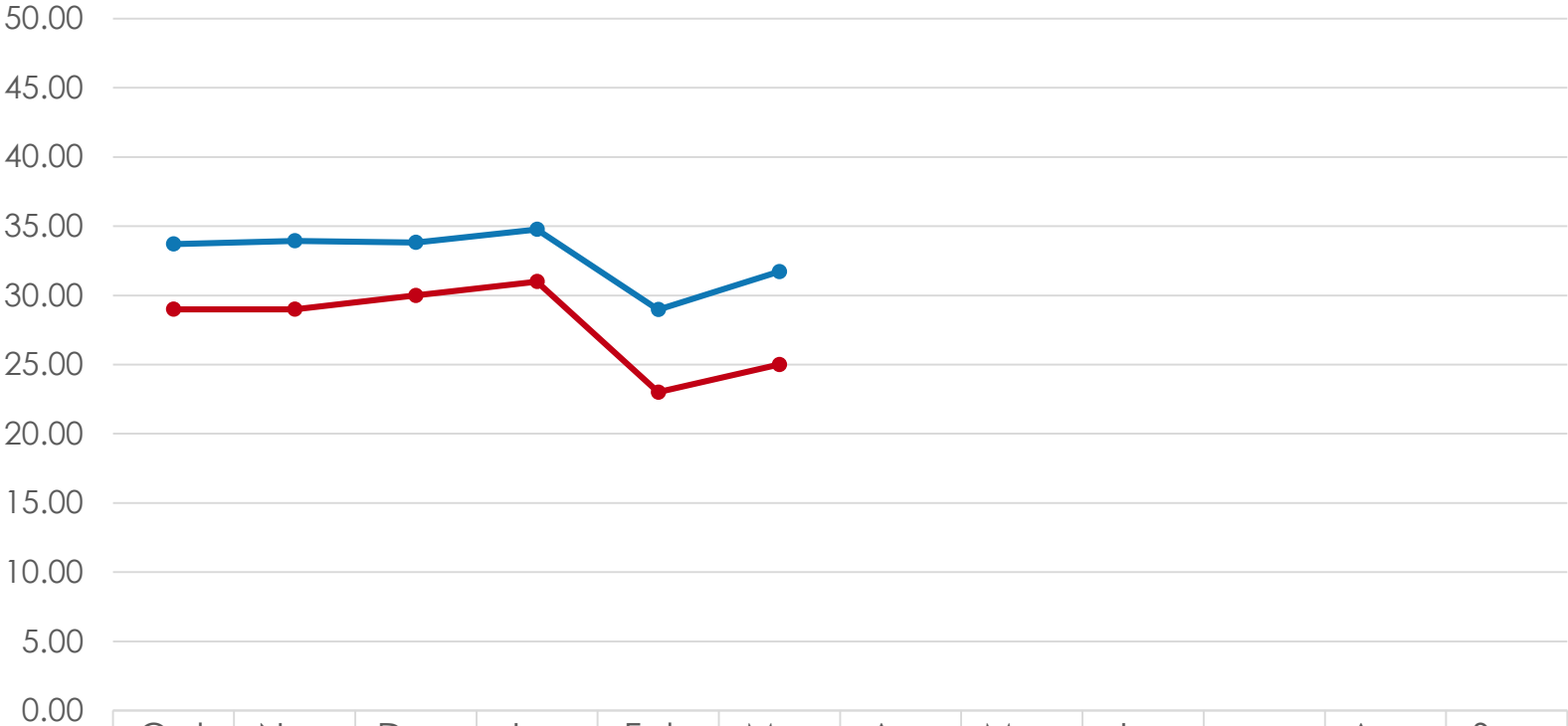
Prepared by QMark Research

Age

MEAN = 31.72
MEDIAN = 25



Age – FY2017 Tracking



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	33.71	33.94	33.83	34.77	28.97	31.72						
MEDIAN	29	29	30	31	23	25						

Age – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

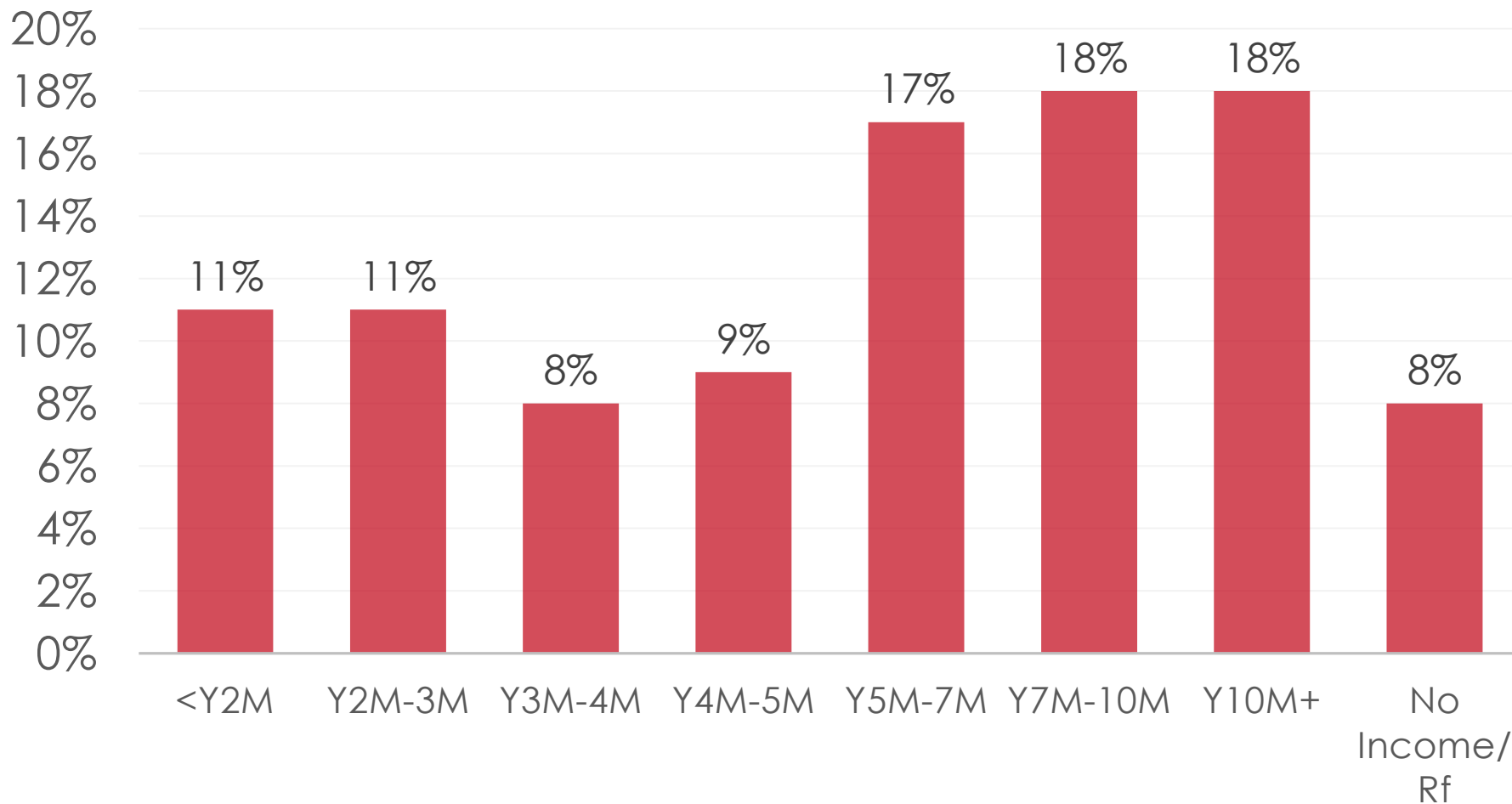
QF And what was your age on your last birthday?

		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
QF	18-24	48%	15%	35%	80%		10%	24%	25%
	25-39	21%	25%	41%	10%		70%	27%	75%
	40-49	22%	45%	18%	10%			36%	
	50-59	5%	8%	6%				8%	
	60+	5%	8%			100%	20%	5%	
	Total	355	164	17	10	16	10	152	4
QF	Mean	31.72	40.23	32.24	23.90	65.00	35.60	36.91	25.50
	Median	25	42	29	20	63	29	39	25

Prepared by QMark Research

Annual Household Income

EXCHANGE RATE ¥113.13=\$1



Annual Household Income – Key Segments

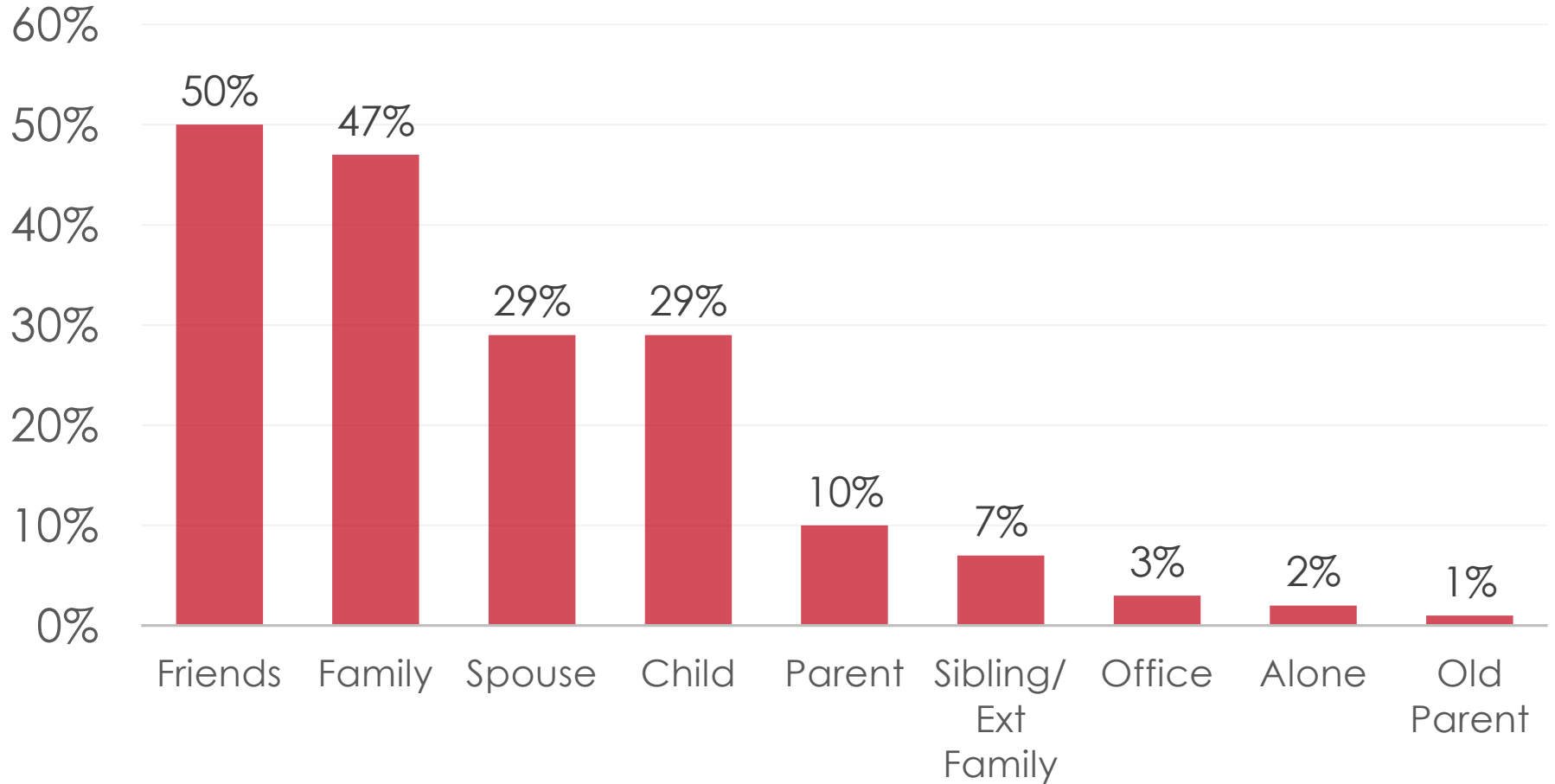
GUAM VISITORS BUREAU - EXIT SURVEY

Q26 What is your approximate annual household income before taxes?

		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
Q26	<Y2.0 million	11%	8%	7%		14%	22%	10%	25%
	Y2.0M-Y3.0M	11%	11%	20%	25%	29%	33%	8%	50%
	Y3.0M-Y4.0M	8%	4%	20%				8%	25%
	Y4.0M-Y5.0M	9%	8%	13%			22%	7%	
	Y5.0M-Y7.0M	17%	19%	7%	13%	36%		18%	
	Y7.0M-Y10.0M	18%	24%	20%	13%		11%	21%	
	Y10.0M+	18%	23%	13%	25%	14%	11%	23%	
	No Income	8%	3%		25%	7%		5%	
	Total	298	146	15	8	14	9	132	4

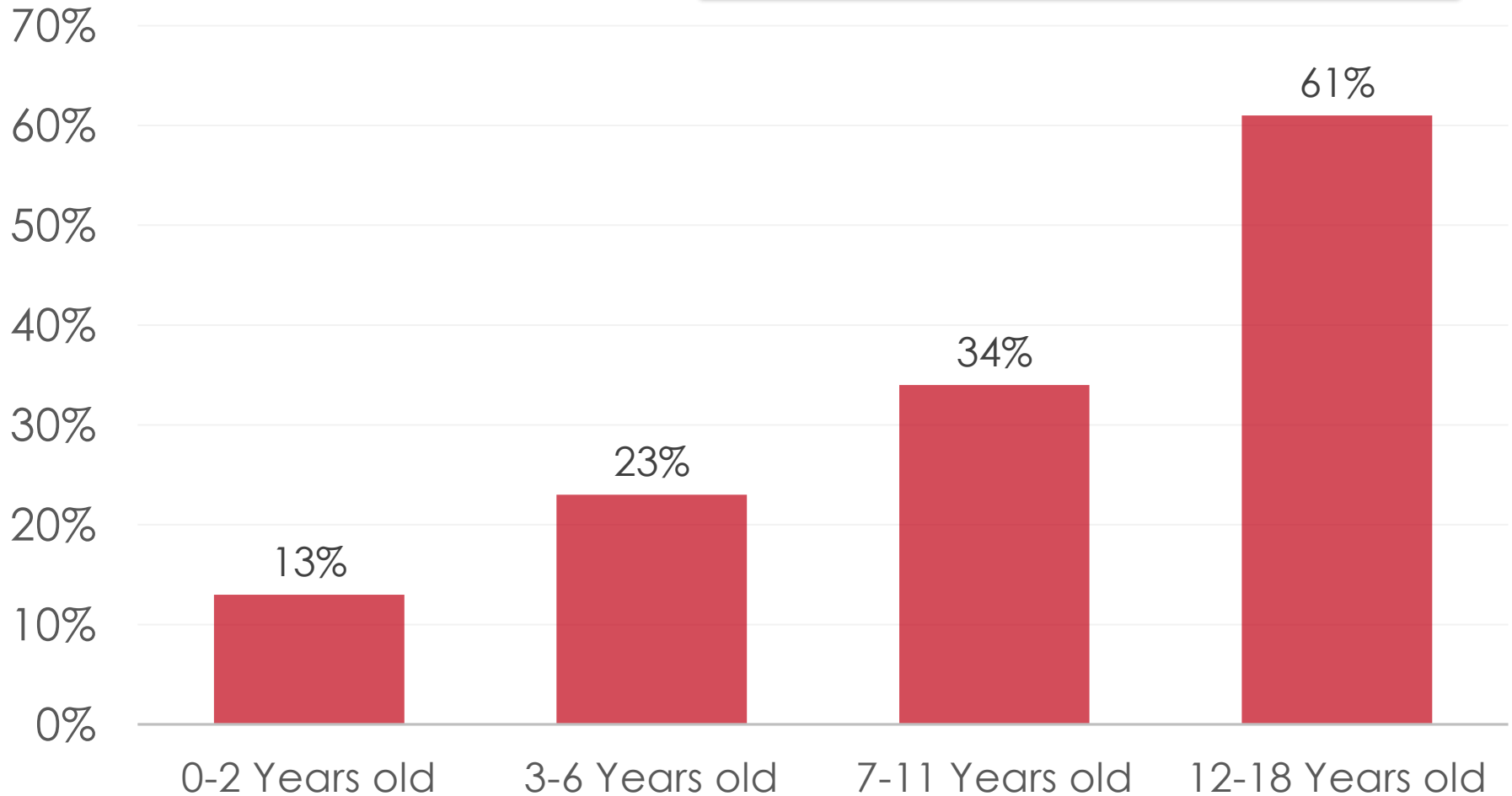
Prepared by QMark Research

Travel Party

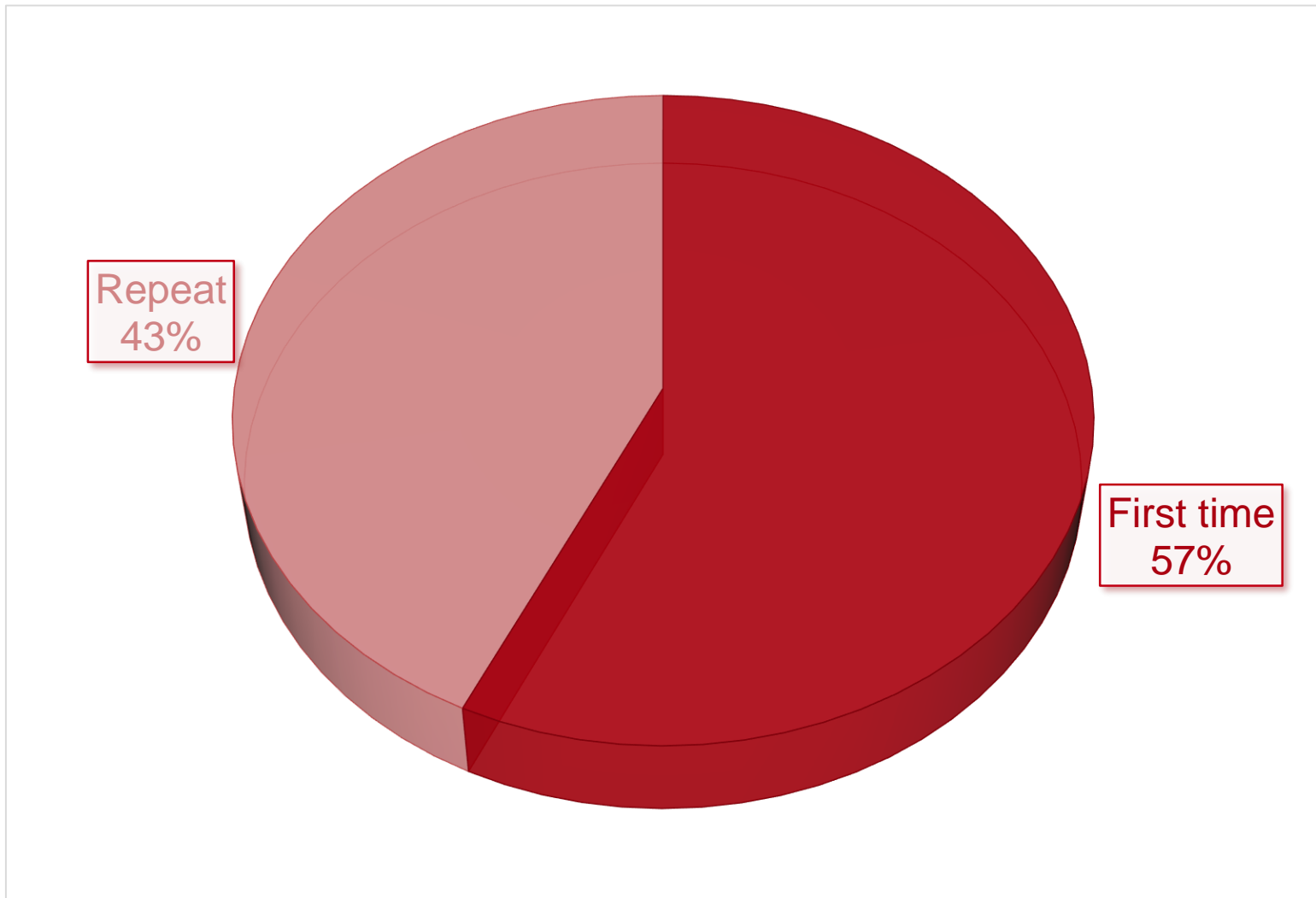


Travel Party - Children

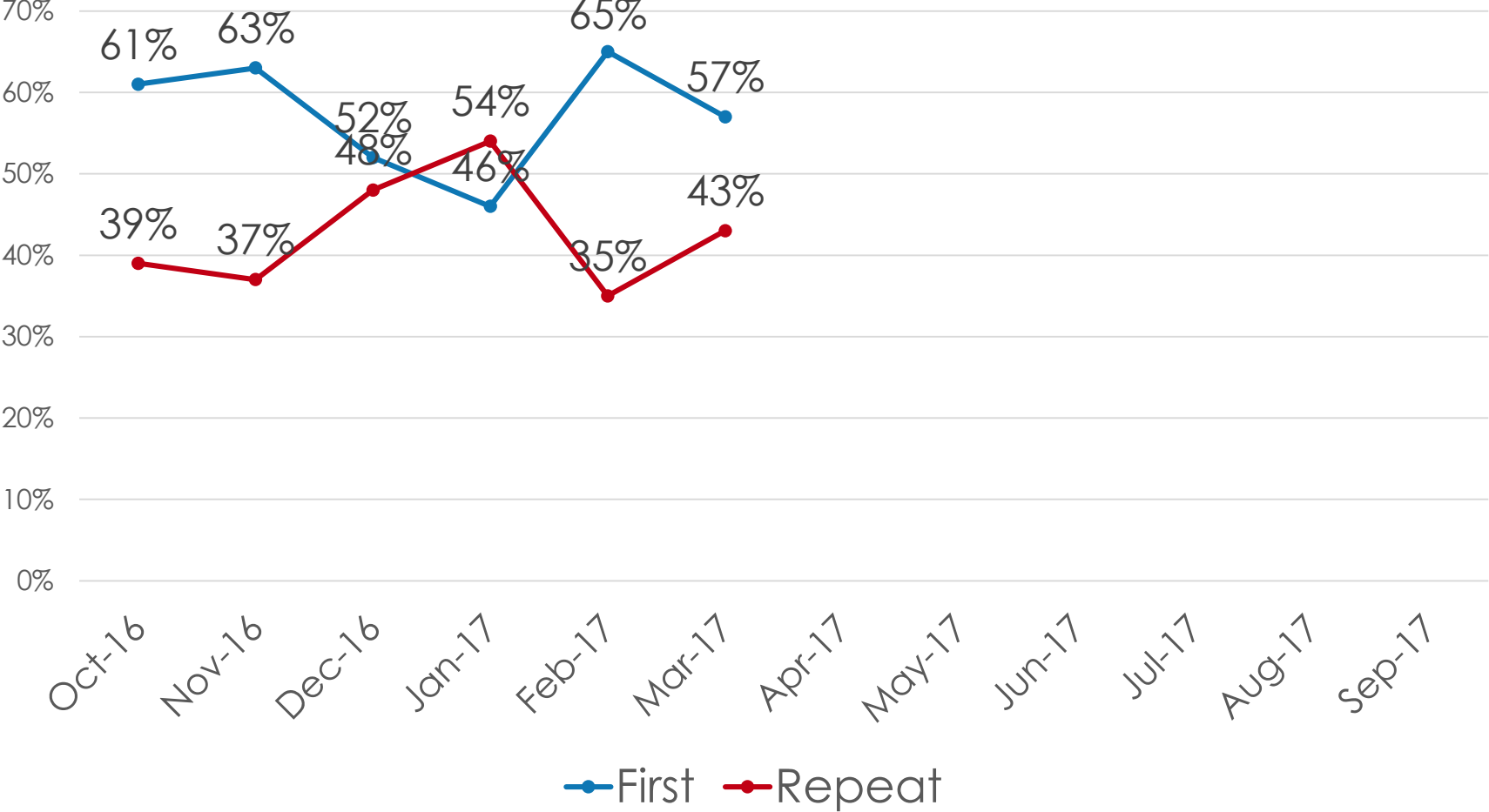
N = 103
29% TRAVELING WITH A CHILD



Trips to Guam



Trips to Guam – FY2017 Tracking



Trips to Guam – Key Segments

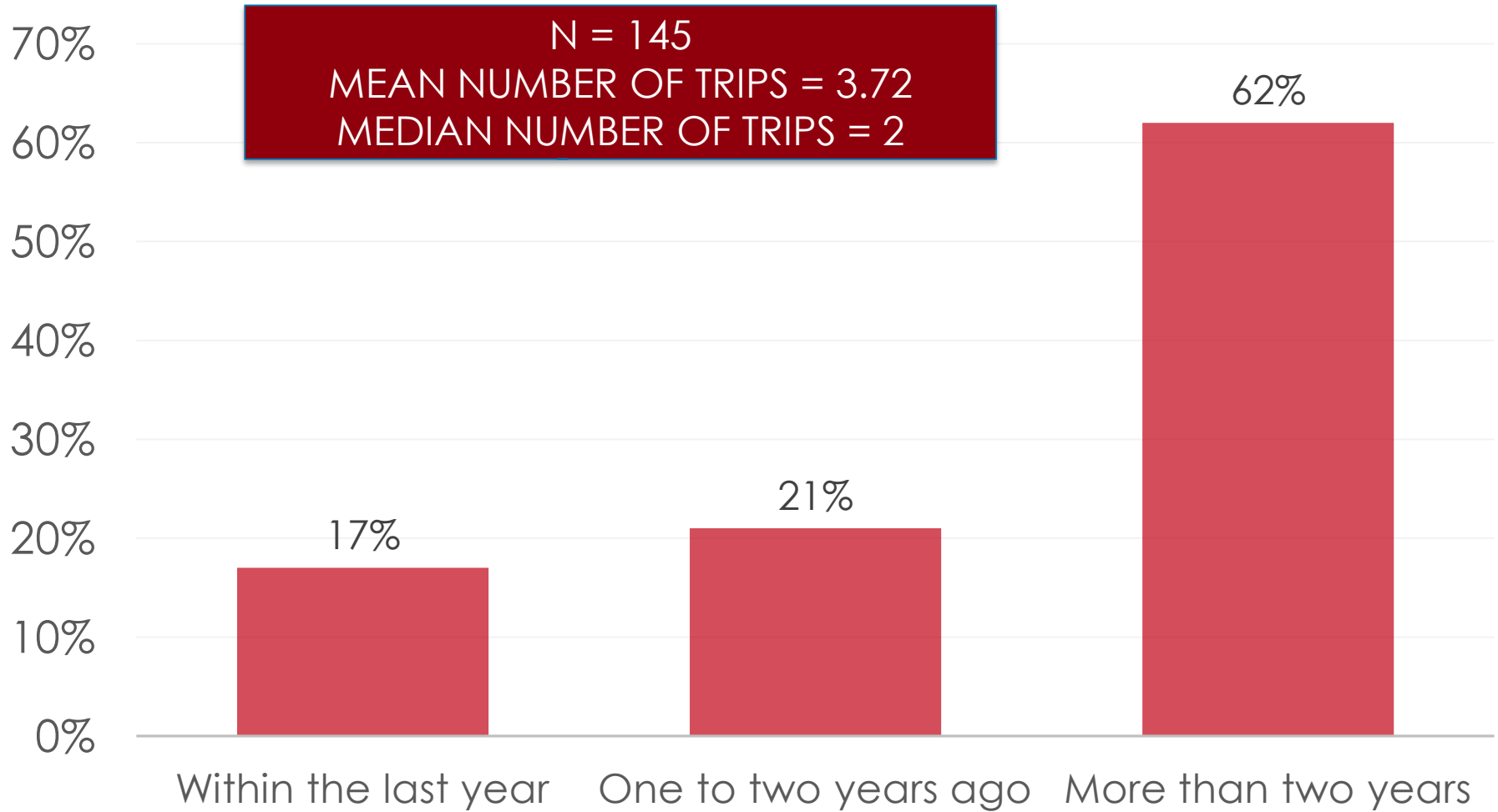
GUAM VISITORS BUREAU - EXIT SURVEY

Q3A Is this your first trip to Guam?

		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
q3a	Yes	57%	38%	47%	67%	50%	50%		50%
	No	43%	62%	53%	33%	50%	50%	100%	50%
	Total	354	164	17	9	16	10	152	4

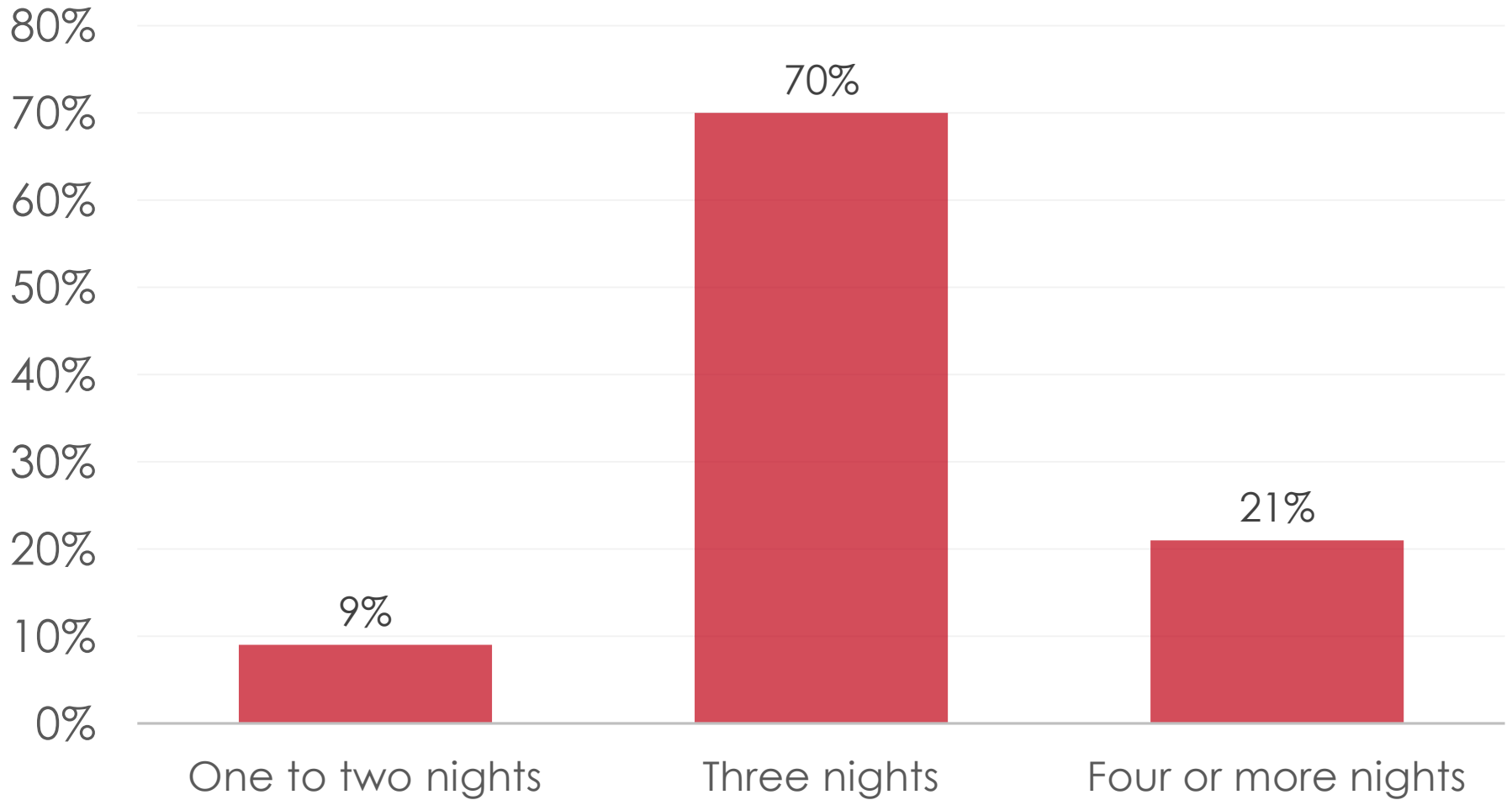
Prepared by QMark Research

Repeat Visitor- Most Recent Trip

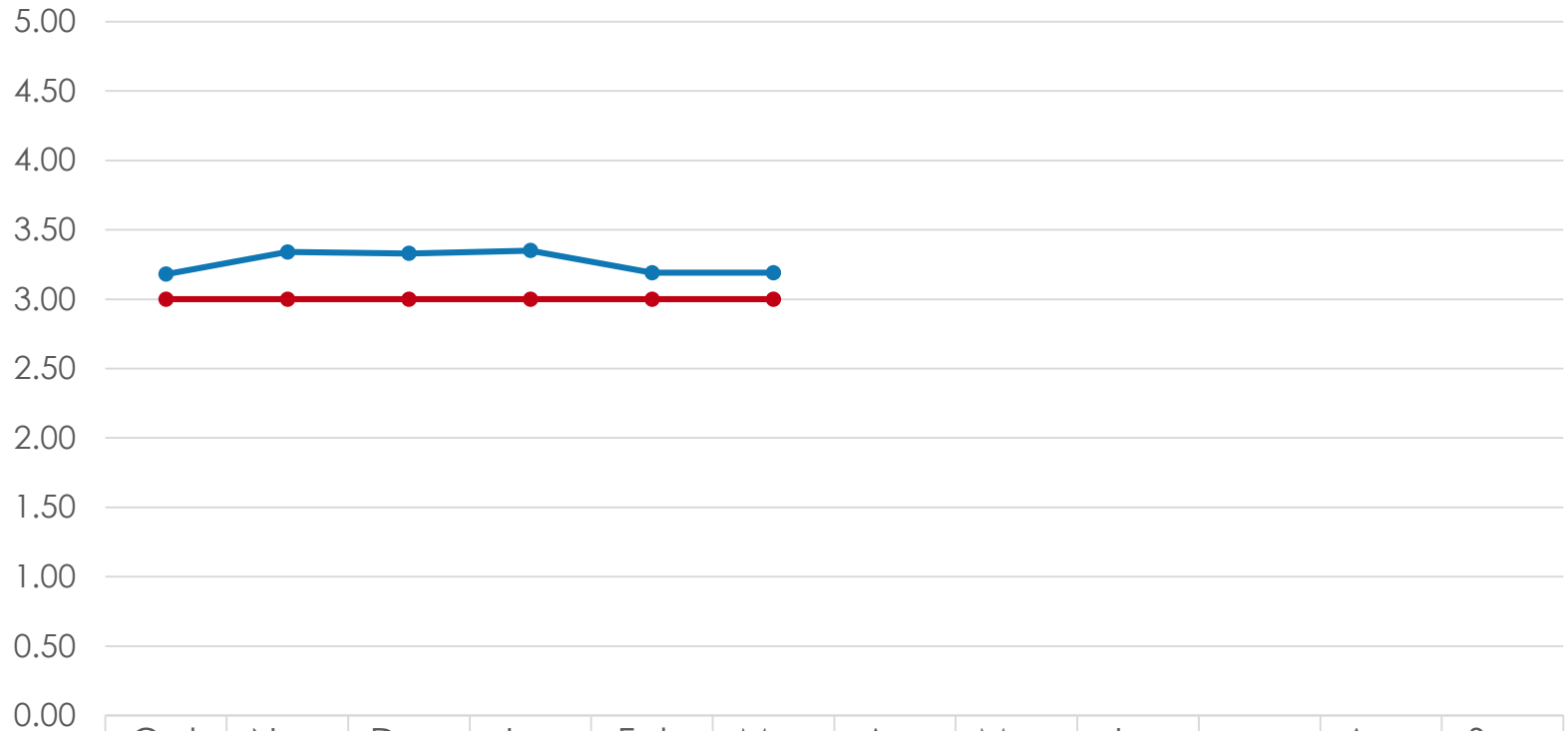


Length of Stay

MEAN NUMBER OF NIGHTS = 3.19
MEDIAN NUMBER OF NIGHTS = 3



Length of Stay – FY2017 Tracking



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	3.18	3.34	3.33	3.35	3.19	3.19						
MEDIAN	3	3	3	3	3	3						

Length of Stay – Key Segments

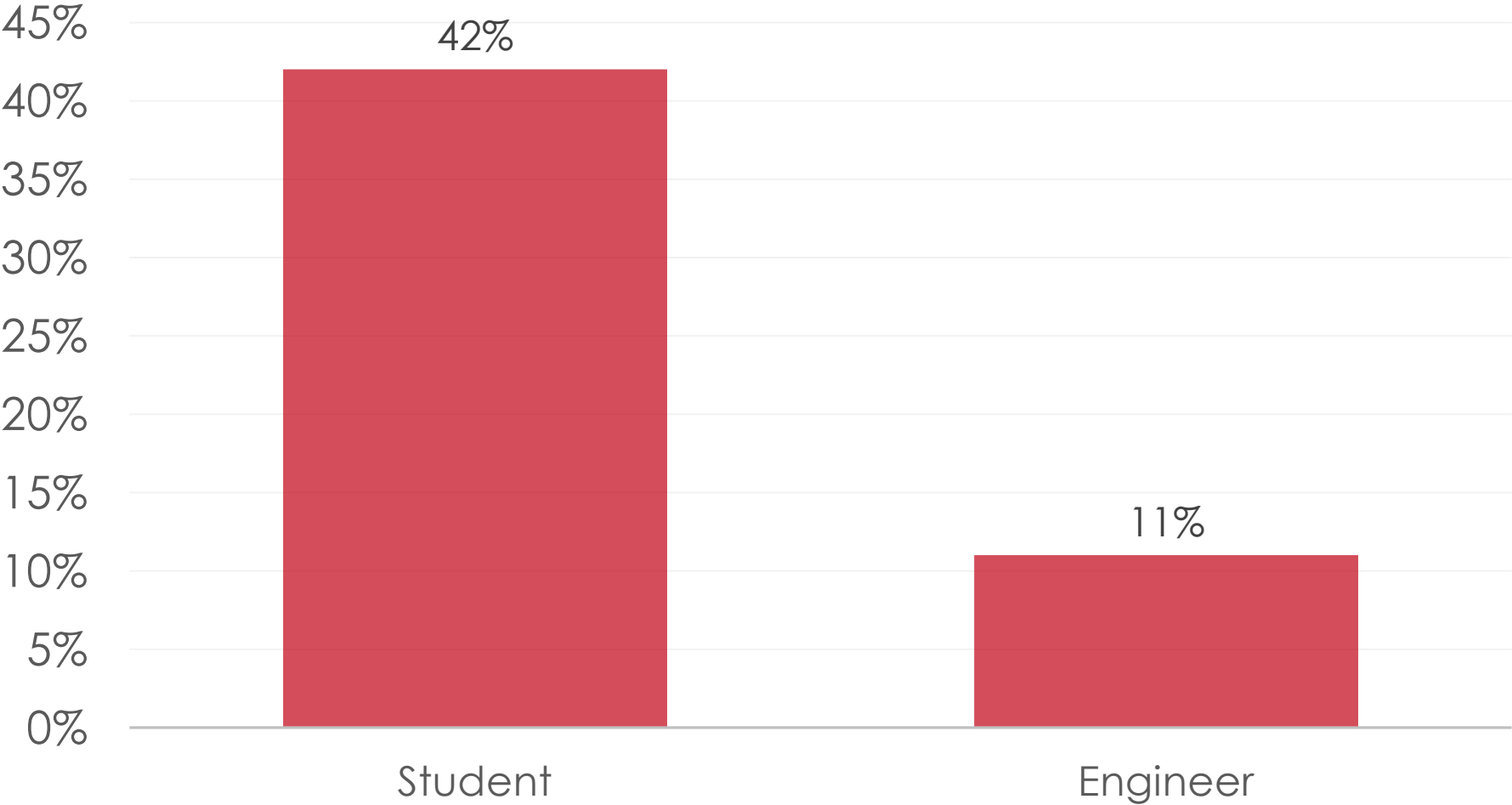
GUAM VISITORS BUREAU - EXIT SURVEY

Q8 How many nights did you stay on Guam?

		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
Q8	1-2	9%	7%	29%	20%	13%	40%	6%	25%
	3	70%	63%	59%	50%	63%	40%	65%	50%
	4+	21%	30%	12%	30%	25%	20%	29%	25%
	Total	352	161	17	10	16	10	150	4
Q8	Mean	3.19	3.35	2.82	3.10	3.25	2.80	3.39	3.00
	Median	3	3	3	3	3	3	3	3

Prepared by QMark Research

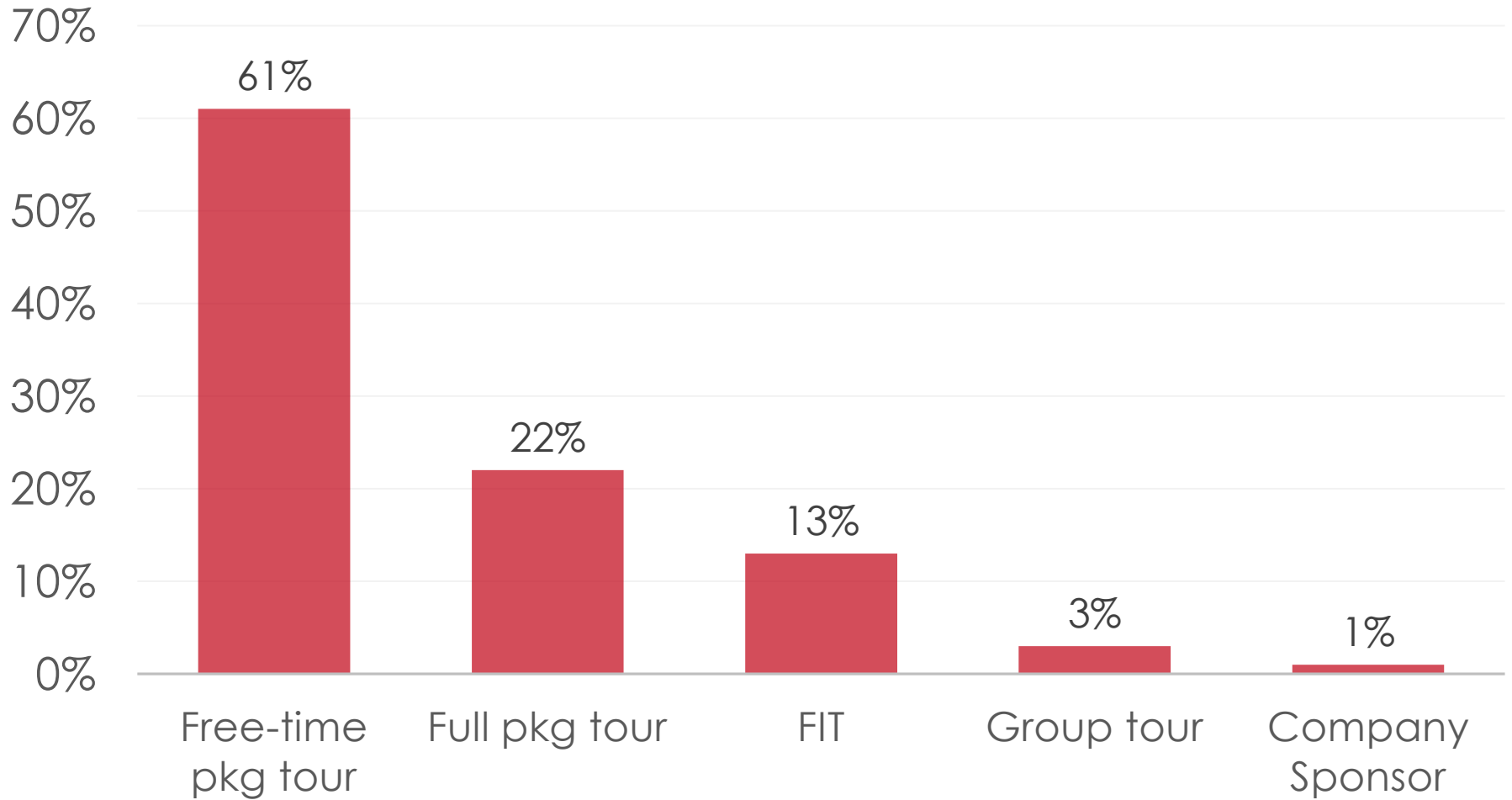
Occupation – Top Responses (10%+)



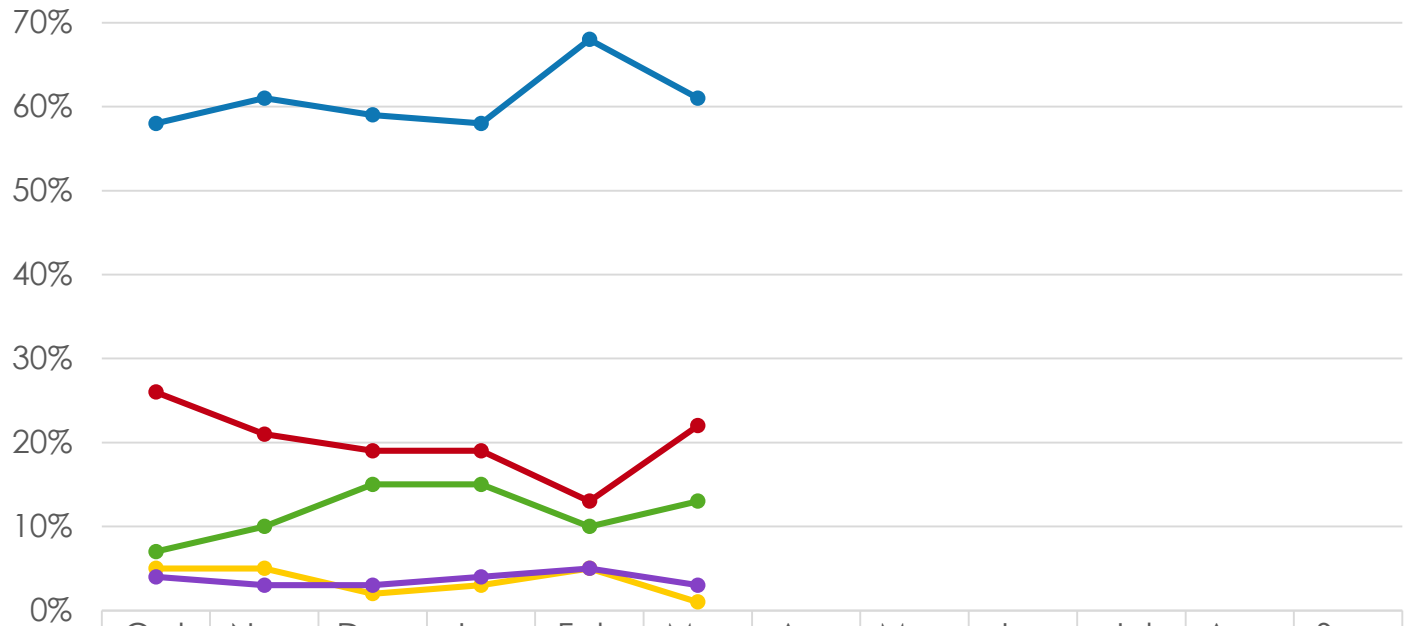
SECTION 2

TRAVEL PLANNING

Travel Planning



Travel Planning – FY2017 Tracking



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
Free-time pkg tour	58%	61%	59%	58%	68%	61%						
Full pkg tour	26%	21%	19%	19%	13%	22%						
FIT	7%	10%	15%	15%	10%	13%						
Company	5%	5%	2%	3%	5%	1%						
Group	4%	3%	3%	4%	5%	3%						

Travel Planning – Key Segments

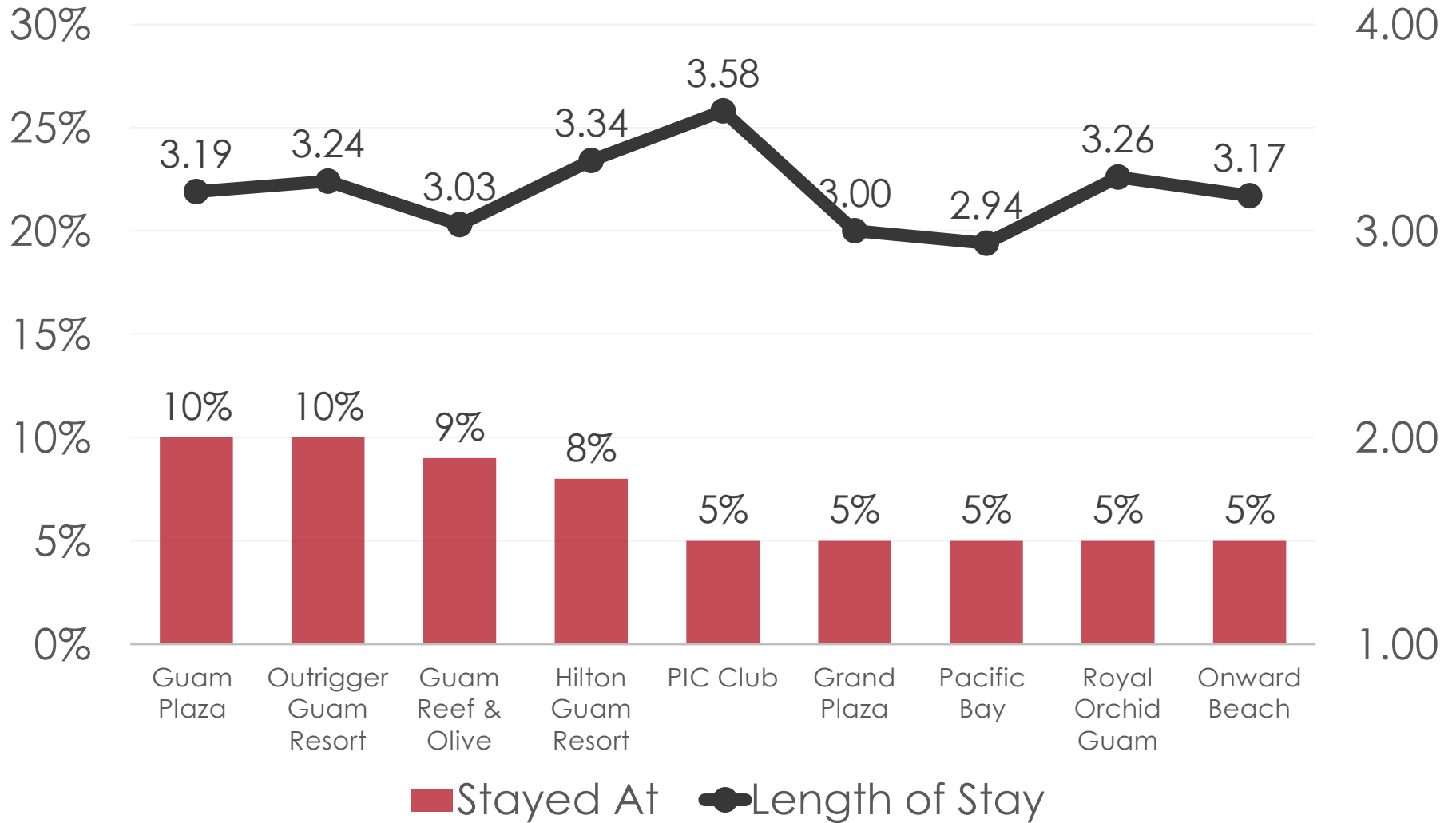
GUAM VISITORS BUREAU - EXIT SURVEY

Q7 Please describe your travel arrangements to Guam?

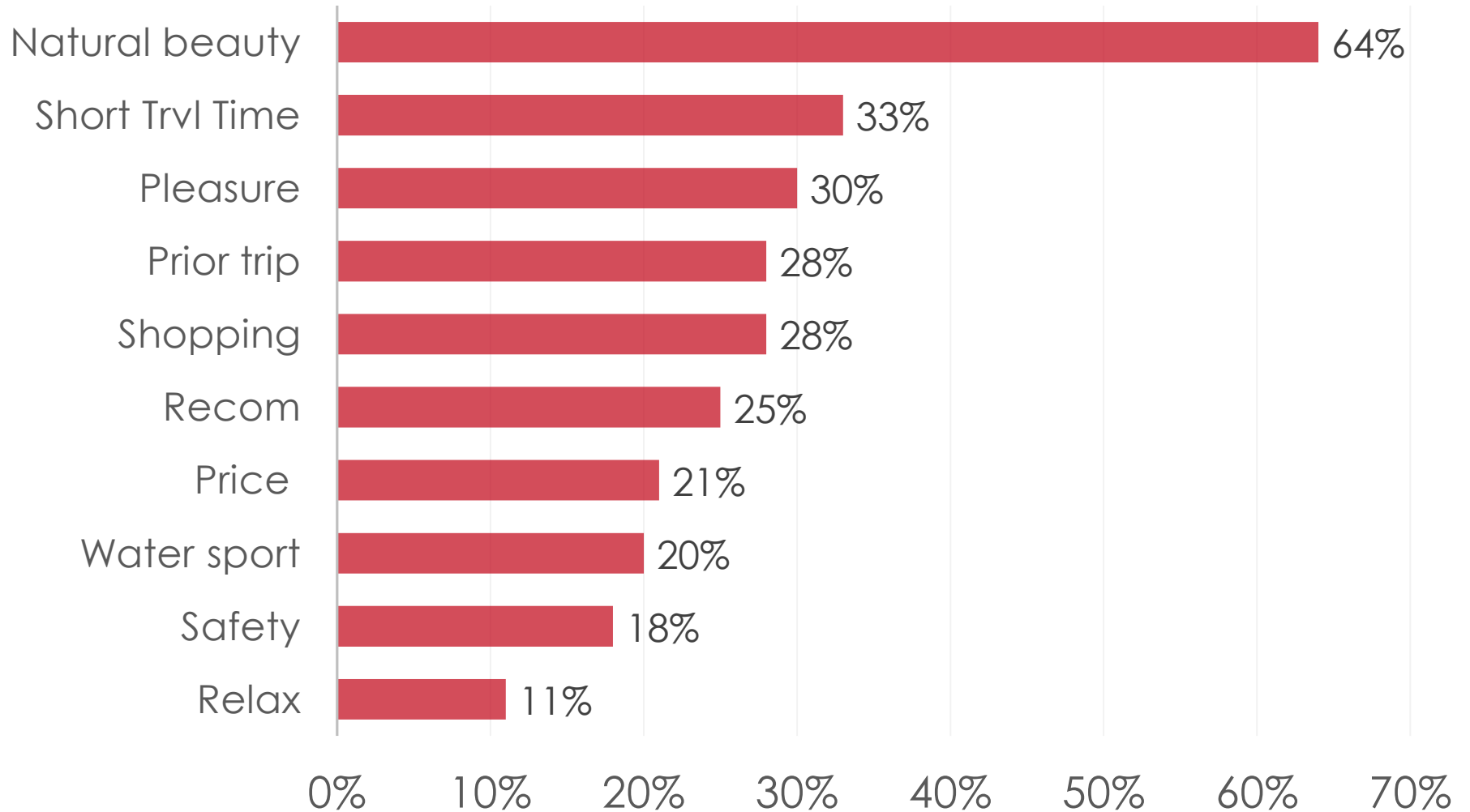
		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
Q7	Free-time package tour	61%	58%	53%		50%	60%	57%	
	Full package tour	22%	24%	18%		31%	30%	18%	50%
	Individually arranged travel (FIT)	13%	16%	24%		19%	10%	19%	
	Group tour	3%	1%		100%			2%	25%
	Company paid travel	1%		6%				2%	25%
	Other	1%						1%	
	Total	352	165	17	10	16	10	152	4

Prepared by QMark Research

Accommodations (Top Responses)



Travel Motivation (Top Responses)



Travel Motivation – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

Q5A Please select the top 3 reasons that motivated you to travel to Guam?

		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
Q5A	Natural beauty	64%	62%	71%	50%	69%	40%	61%	50%
	Short travel time	33%	47%	47%	10%	50%	10%	36%	
	Pleasure	30%	31%	53%	30%	13%	20%	32%	
	Shopping	28%	21%	41%	60%	38%	10%	25%	25%
	Previous trip	28%	39%	41%	30%	31%	40%	65%	50%
	Recomm- friend/family/trvl agnt	25%	16%	12%	50%	25%	20%	14%	
	Price	21%	19%		40%	6%	10%	20%	
	Water sports	20%	20%	6%	10%	6%		12%	
	Safe	18%	19%	6%		25%	20%	17%	25%
	Relax	11%	12%	24%		19%		17%	
	Visit friends/ Relatives	6%	6%		10%	6%	30%	5%	
	Other	5%	4%		10%		10%	7%	
	Honeymoon	4%	8%				20%	4%	
	Married/ Attn wedding	3%	2%	6%		13%	100%	3%	
	Scuba	3%	2%	6%		6%		3%	
	Company/ Business Trip	2%	1%	6%	10%			2%	25%
	Golf	2%	2%	6%	10%	13%		3%	
	Company Sponsored	1%	1%		10%			1%	75%
	Career Cert/ Testing	0%							
	Convention/ Trade/ Conference	0%						1%	25%
	Total	355	165	17	10	16	10	152	4

SECTION 3

EXPENDITURES

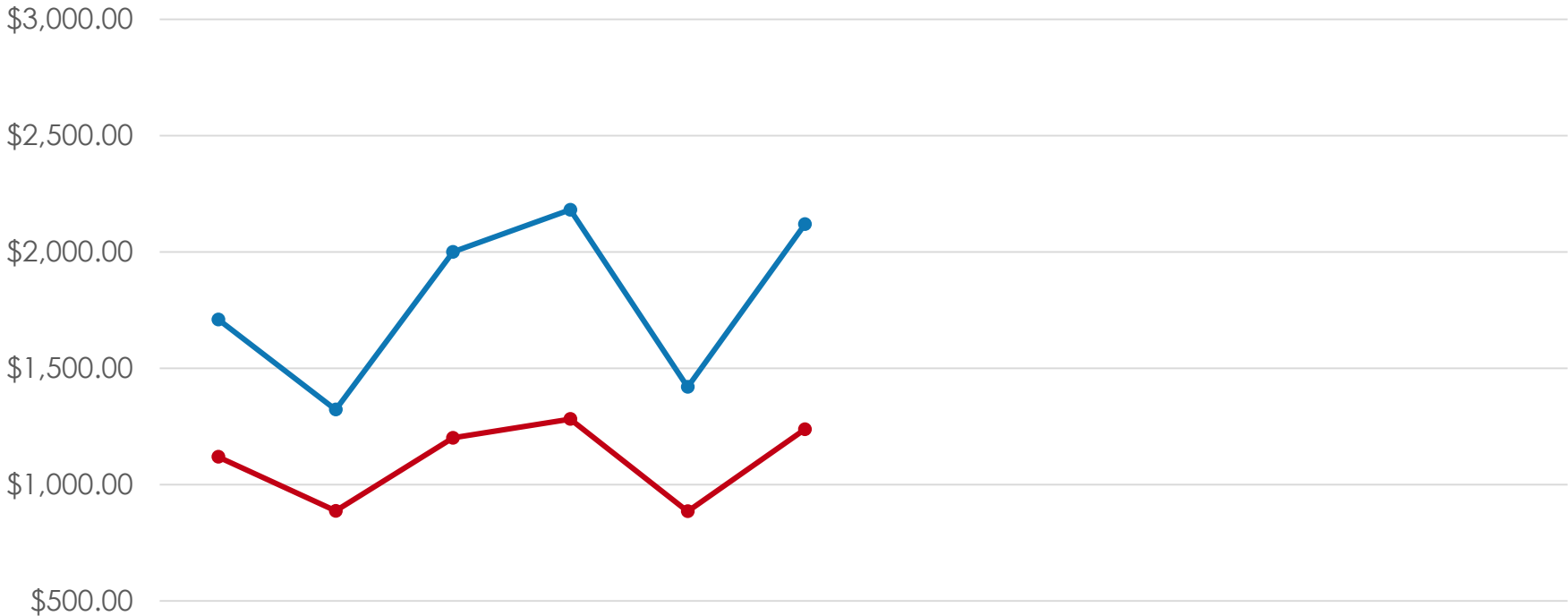
Prepaid Expenditures

EXCHANGE RATE ¥113.13=\$1

- \$2,119.70 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$876.79 = overall mean average per person prepaid expenditures

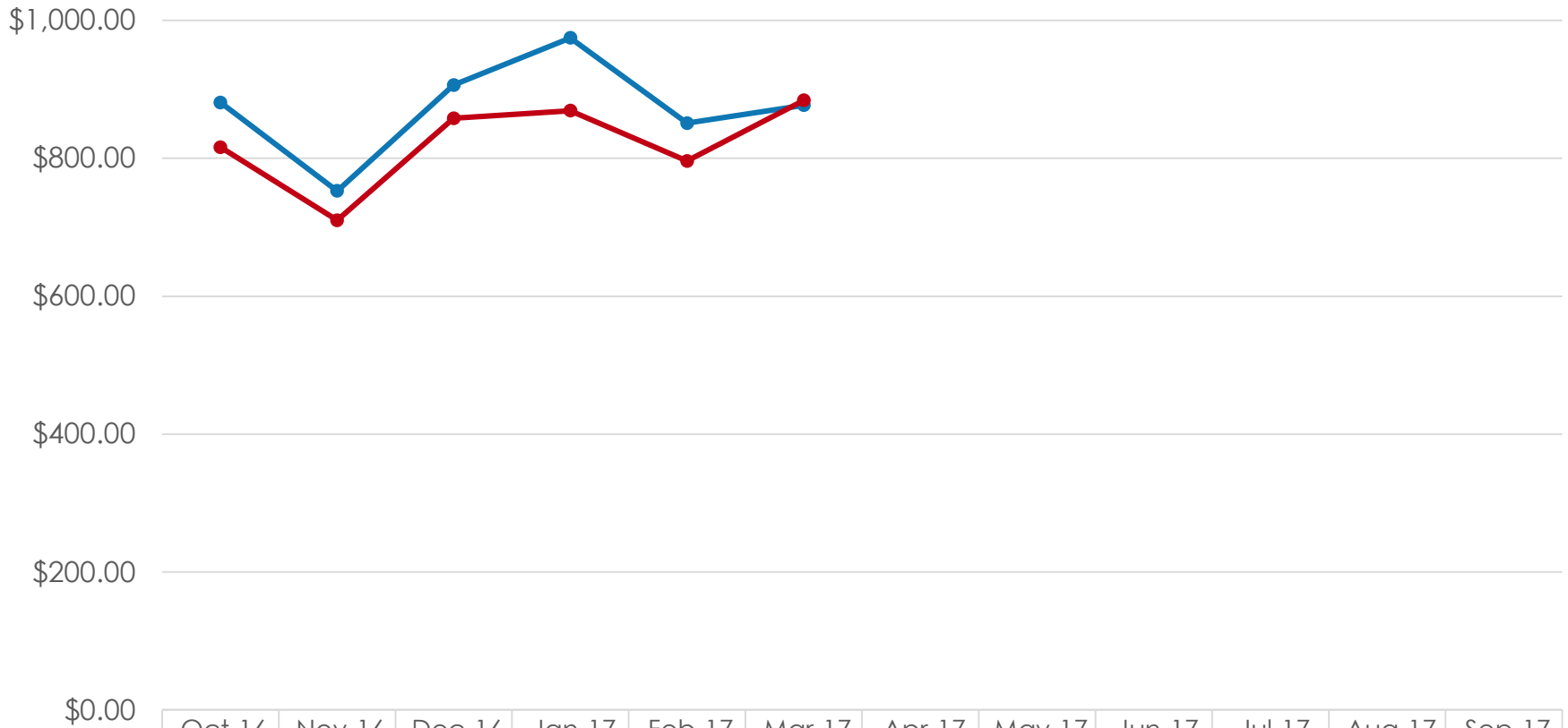
Prepaid Entire Travel Party – FY2017

Tracking



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$1,709.45	\$1,322.66	\$2,000.40	\$2,181.10	\$1,419.43	\$2,119.70						
MEDIAN	\$1,119.00	\$887.00	\$1,201.00	\$1,282.00	\$885.00	\$1,238.00						

Prepaid Per Person– FY2017 Tracking



Prepaid Per Person– Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

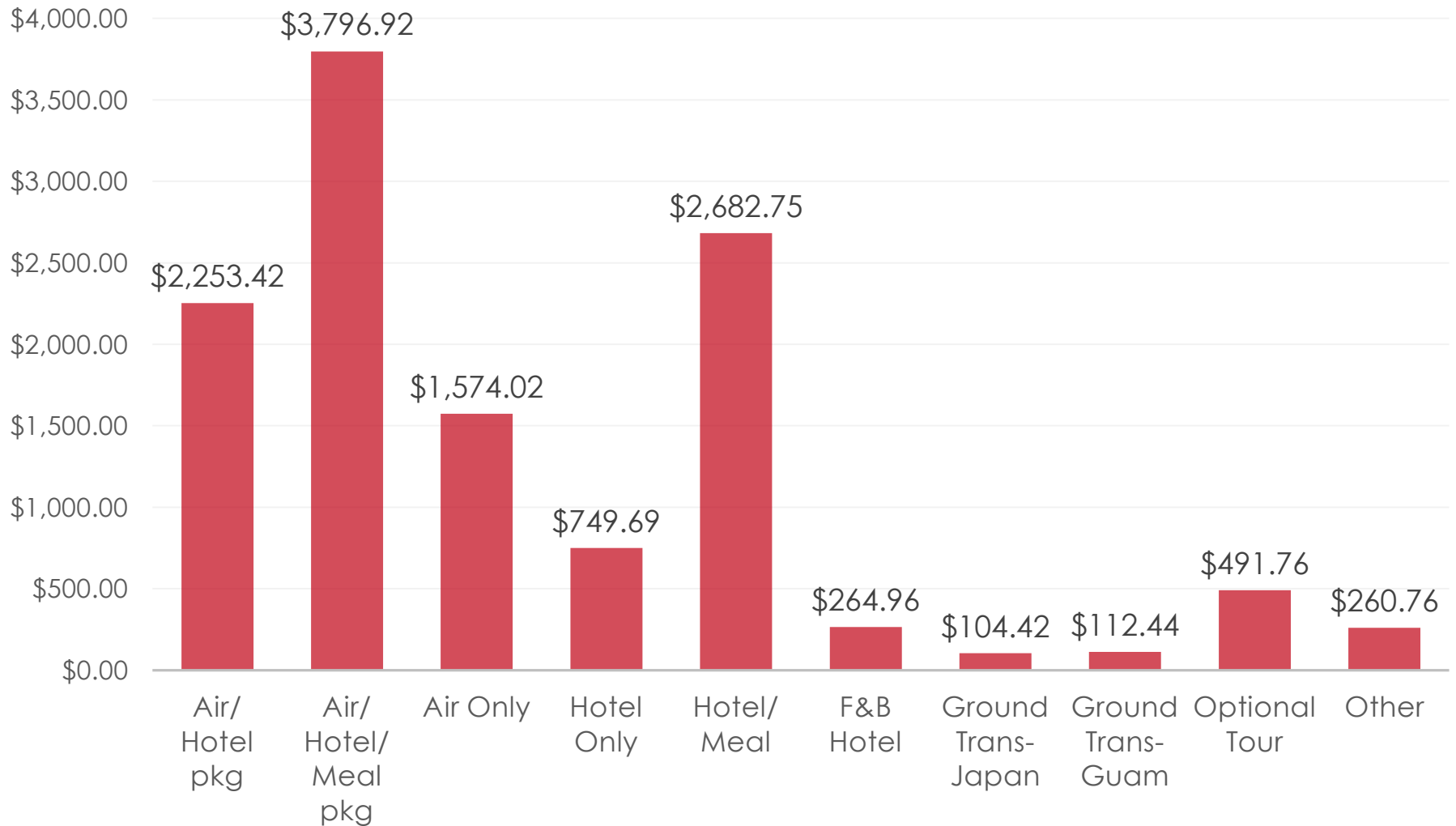
Q10A How much did you pay in Japan before coming to Guam for the tour package, your airfare, lodging meals, and transportation?

PER PERSON

		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
PREPAID PP	Mean	\$876.79	\$980.39	\$881.56	\$533.11	\$838.79	\$973.60	\$872.82	\$48.62
	Median	\$884	\$1,025	\$884	\$442	\$1,028	\$840	\$884	\$0

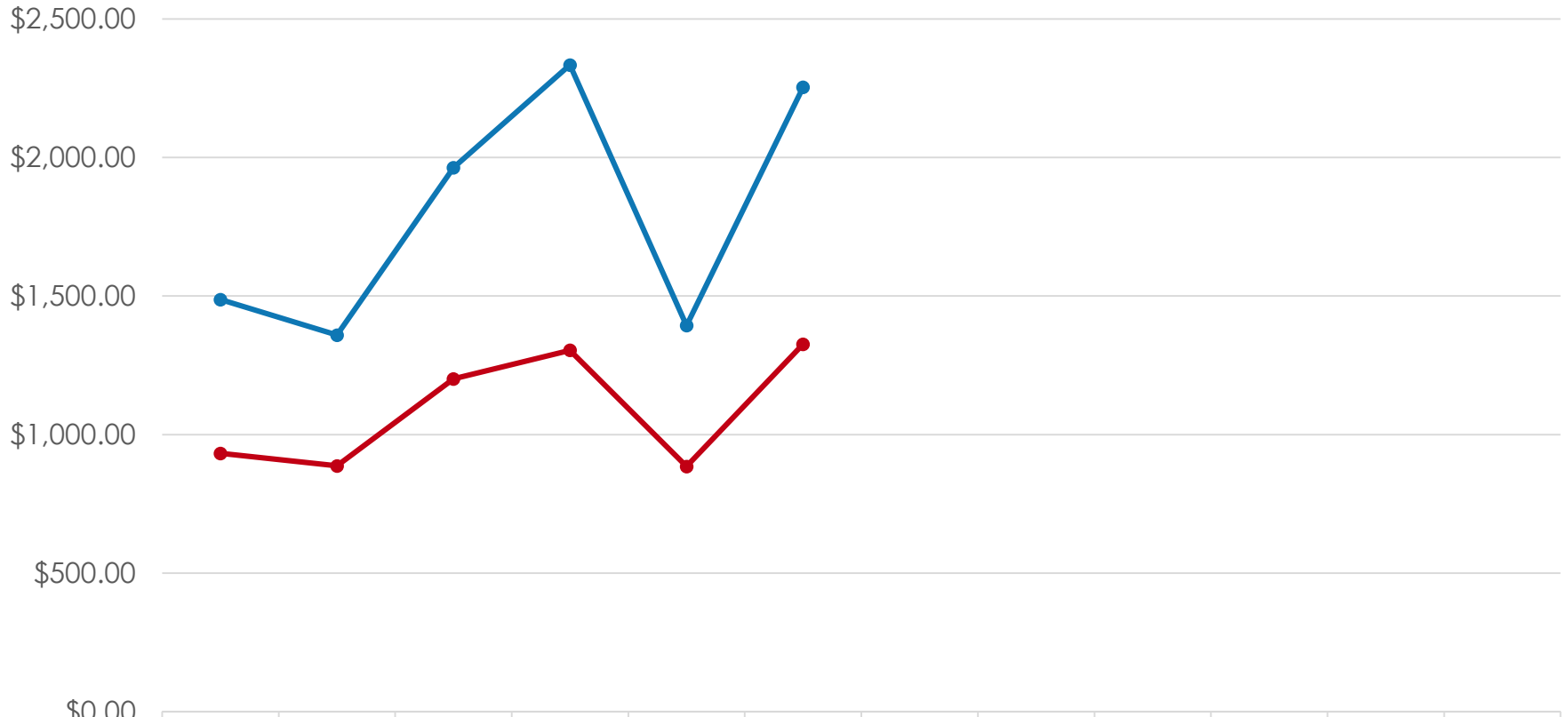
Prepared by QMark Research

Prepaid Expenses by Category – Mean Entire Travel Party



Prepaid- FY2017 Tracking

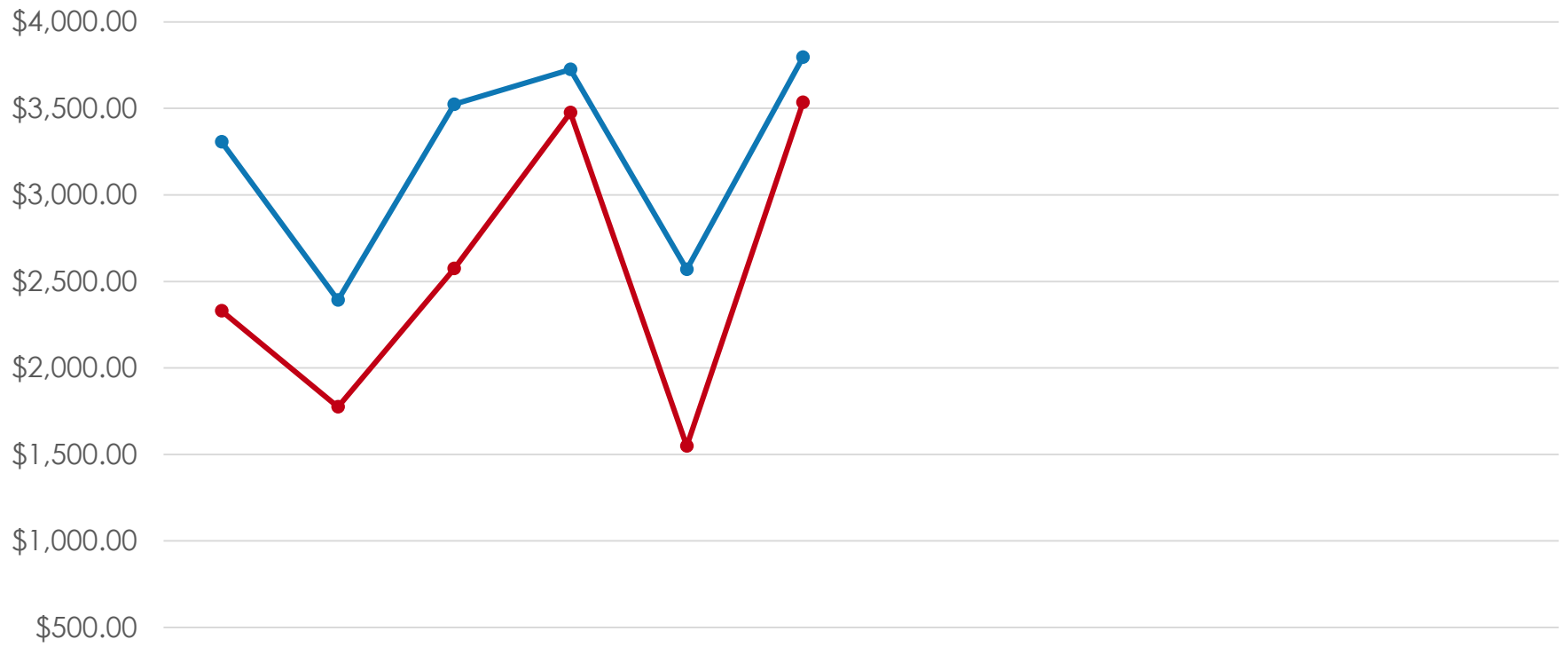
Airfare & Accommodation Packages



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$1,487.33	\$1,358.94	\$1,963.53	\$2,333.78	\$1,393.03	\$2,253.42						
MEDIAN	\$932.00	\$887.00	\$1,201.00	\$1,304.00	\$885.00	\$1,326.00						

Prepaid– FY2017 Tracking

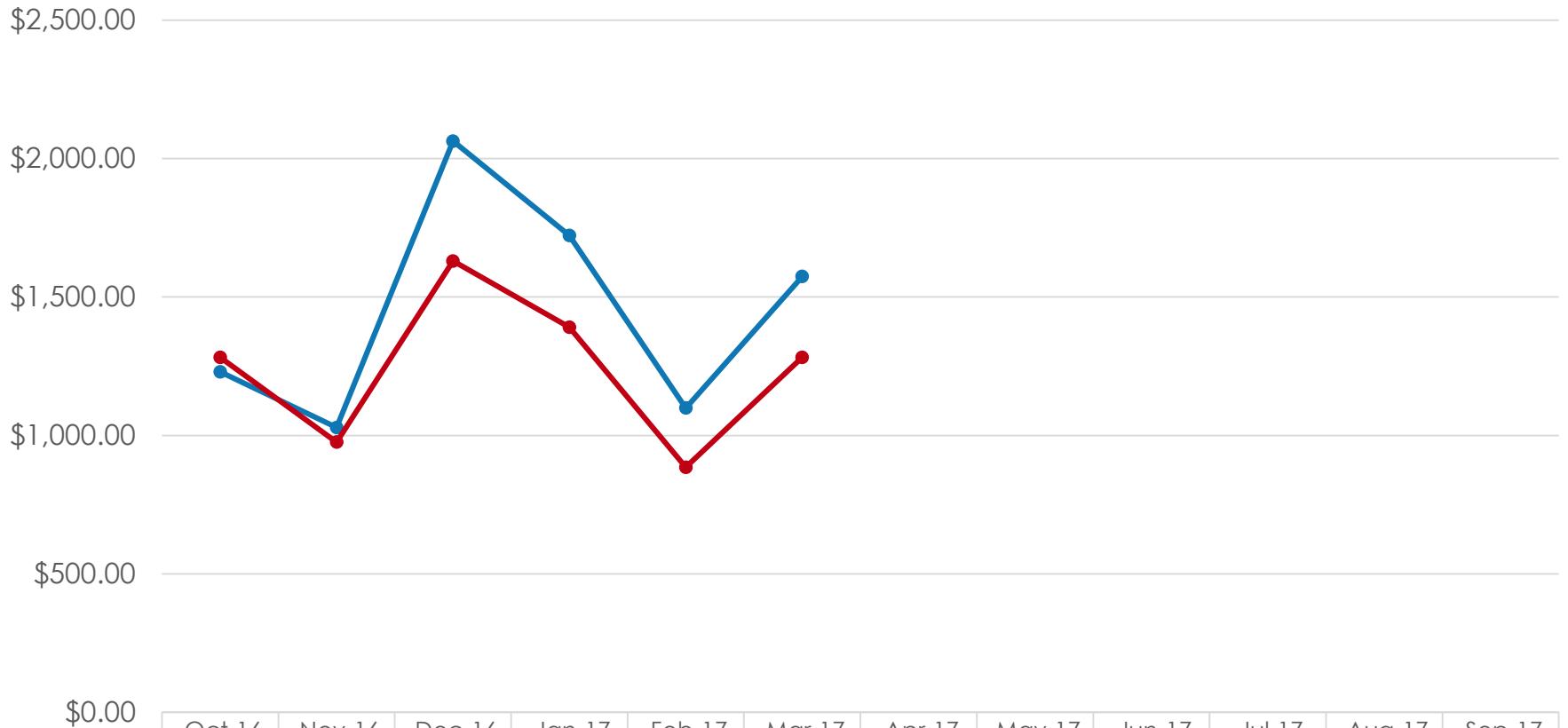
Airfare & Accommodation W/ Meal Packages



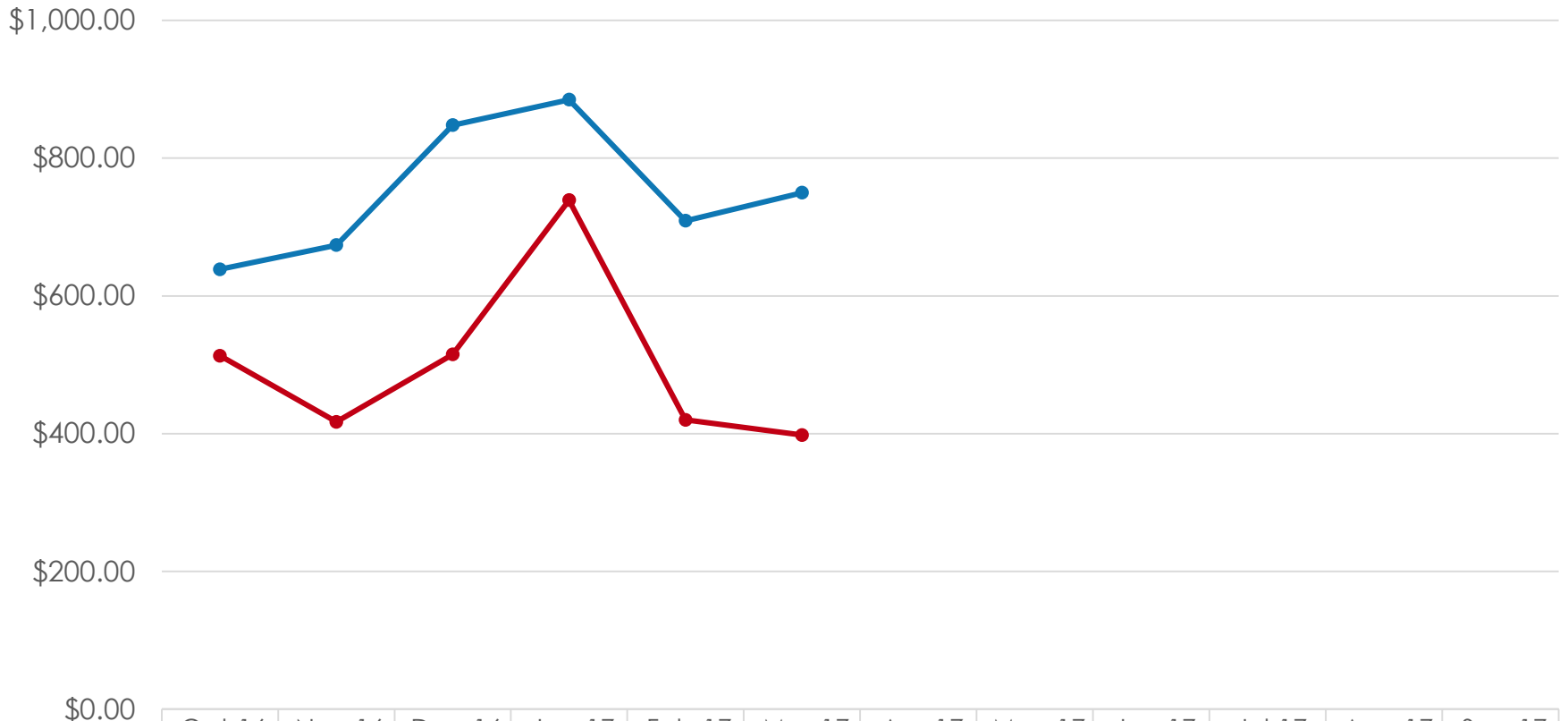
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$3,306.88	\$2,391.87	\$3,524.35	\$3,725.09	\$2,569.10	\$3,796.92						
MEDIAN	\$2,330.00	\$1,775.00	\$2,574.00	\$3,476.00	\$1,548.00	\$3,536.00						

Prepaid- FY2017 Tracking

Airfare Only

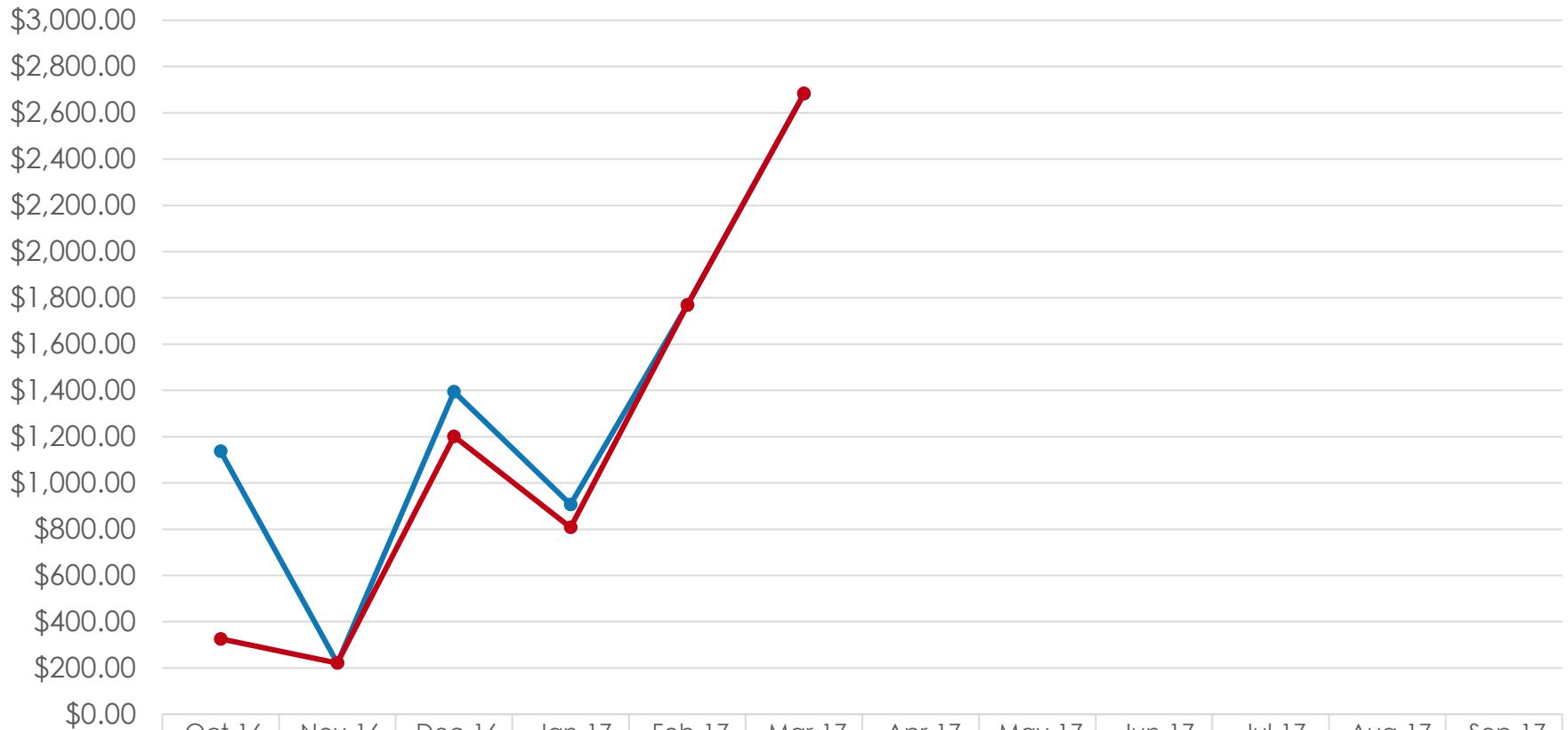


Prepaid- FY2017 Tracking Accommodations Only



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$638.52	\$673.59	\$847.76	\$884.76	\$709.04	\$749.69						
MEDIAN	\$513.00	\$417.00	\$515.00	\$739.00	\$420.00	\$398.00						

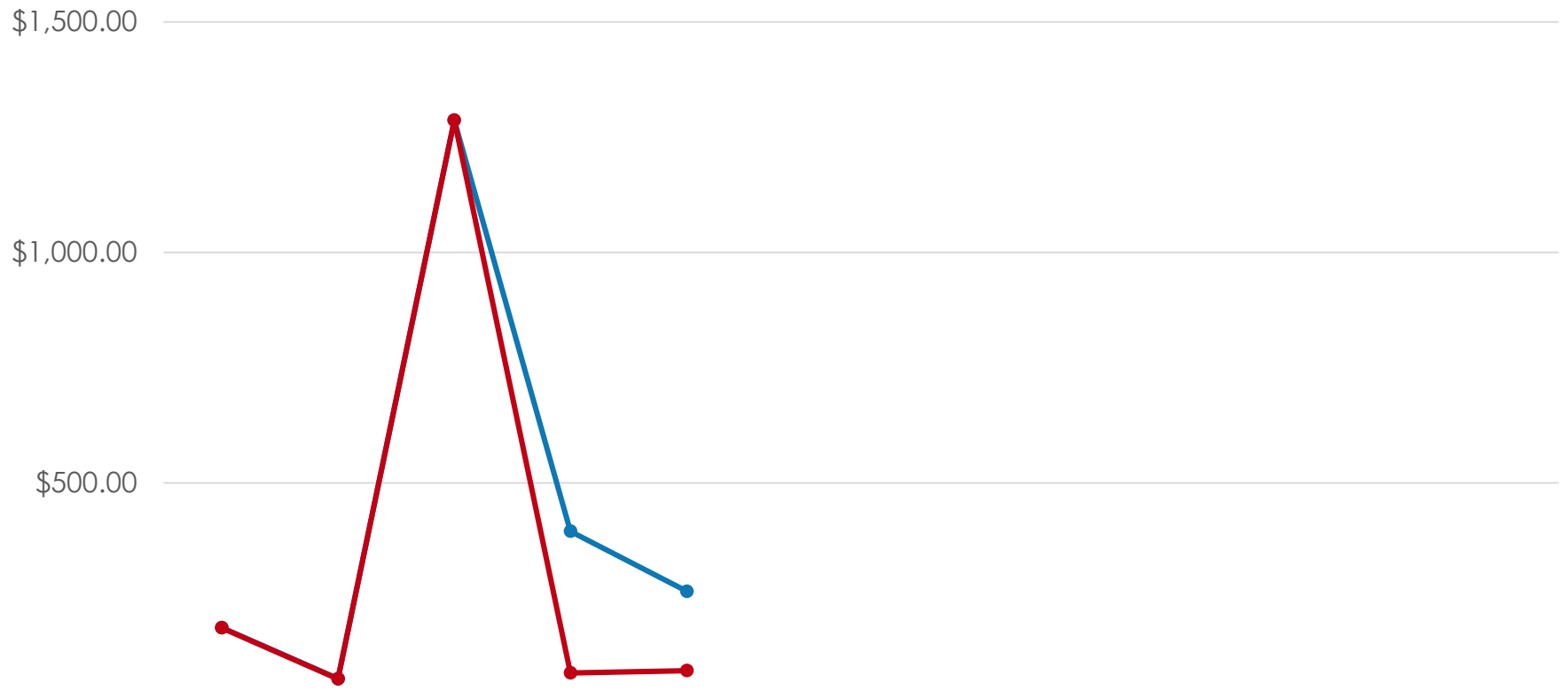
Prepaid- FY2017 Tracking Accommodations w/ Meal Only



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$1,137.21	\$221.87	\$1,394.01	\$906.77	\$1,769.44	\$2,682.75						
MEDIAN	\$326.00	\$222.00	\$1,201.00	\$808.00	\$1,769.00	\$2,683.00						

Prepaid- FY2017 Tracking

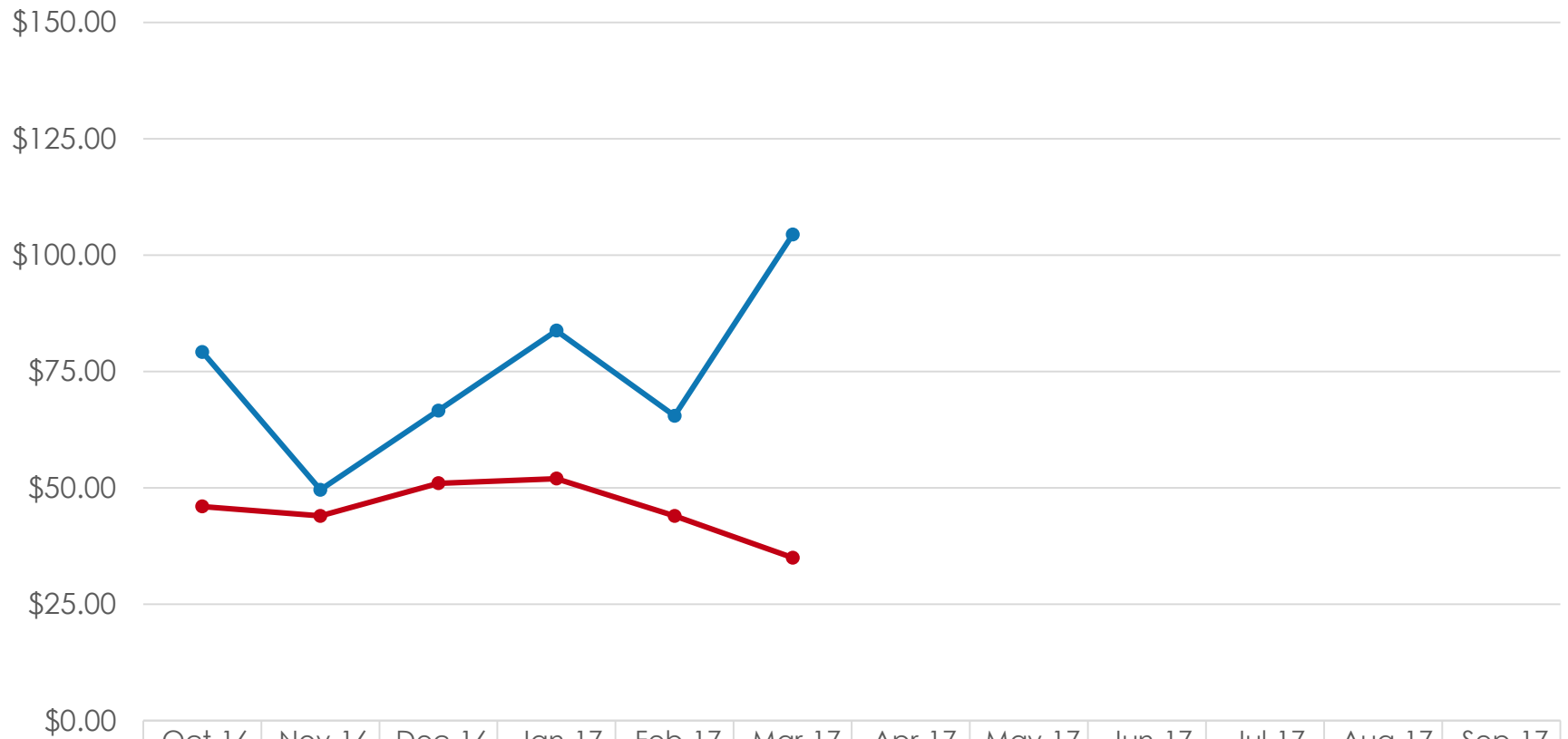
Food & Beverage in Hotel



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$186.43	\$75.43	\$1,286.78	\$395.18	\$264.96							
MEDIAN	\$186.00	\$75.00	\$1,287.00	\$88.00	\$93.00							

Prepaid- FY2017 Tracking

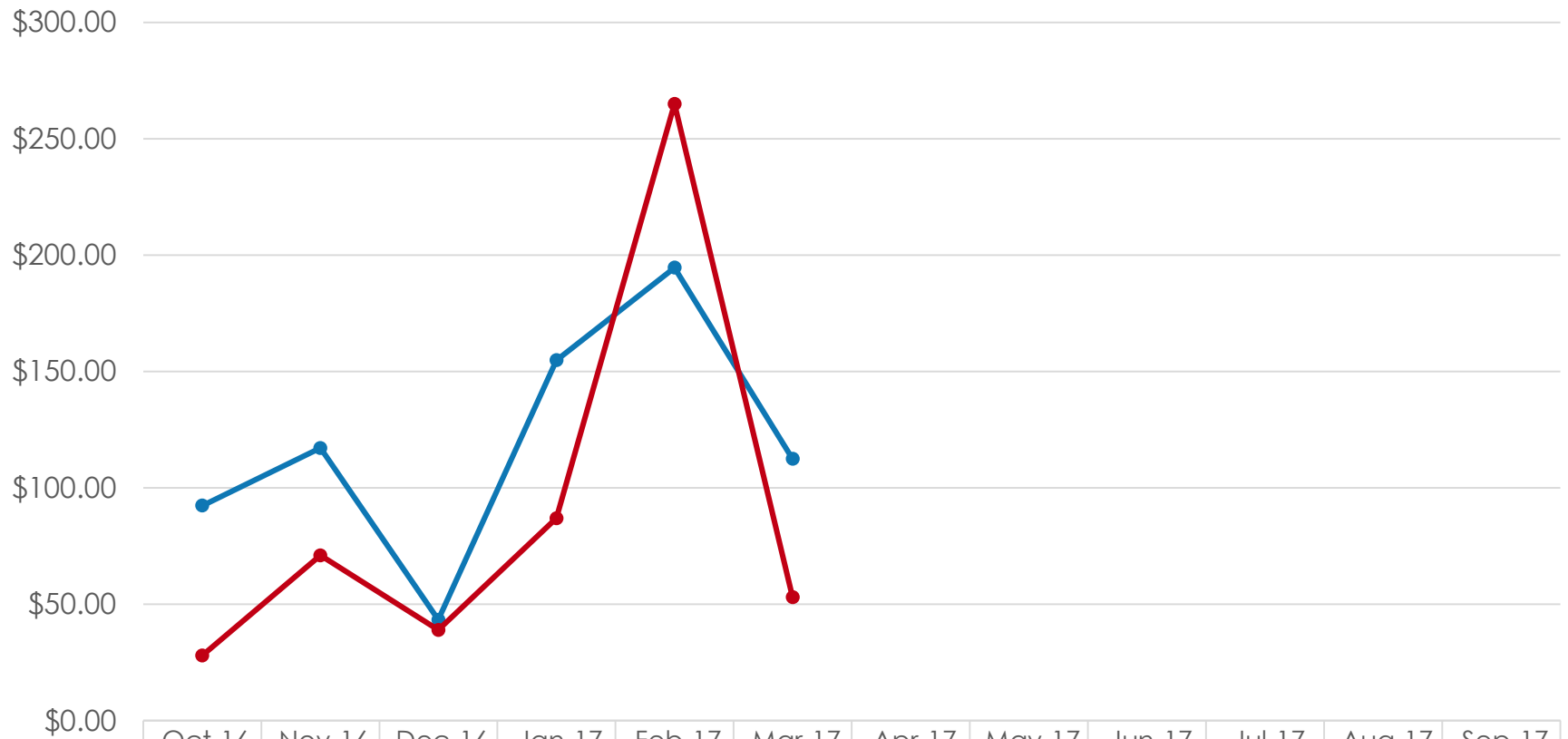
Ground Transportation - Japan



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$79.20	\$49.60	\$66.60	\$83.79	\$65.50	\$104.42						
MEDIAN	\$46.00	\$44.00	\$51.00	\$52.00	\$44.00	\$35.00						

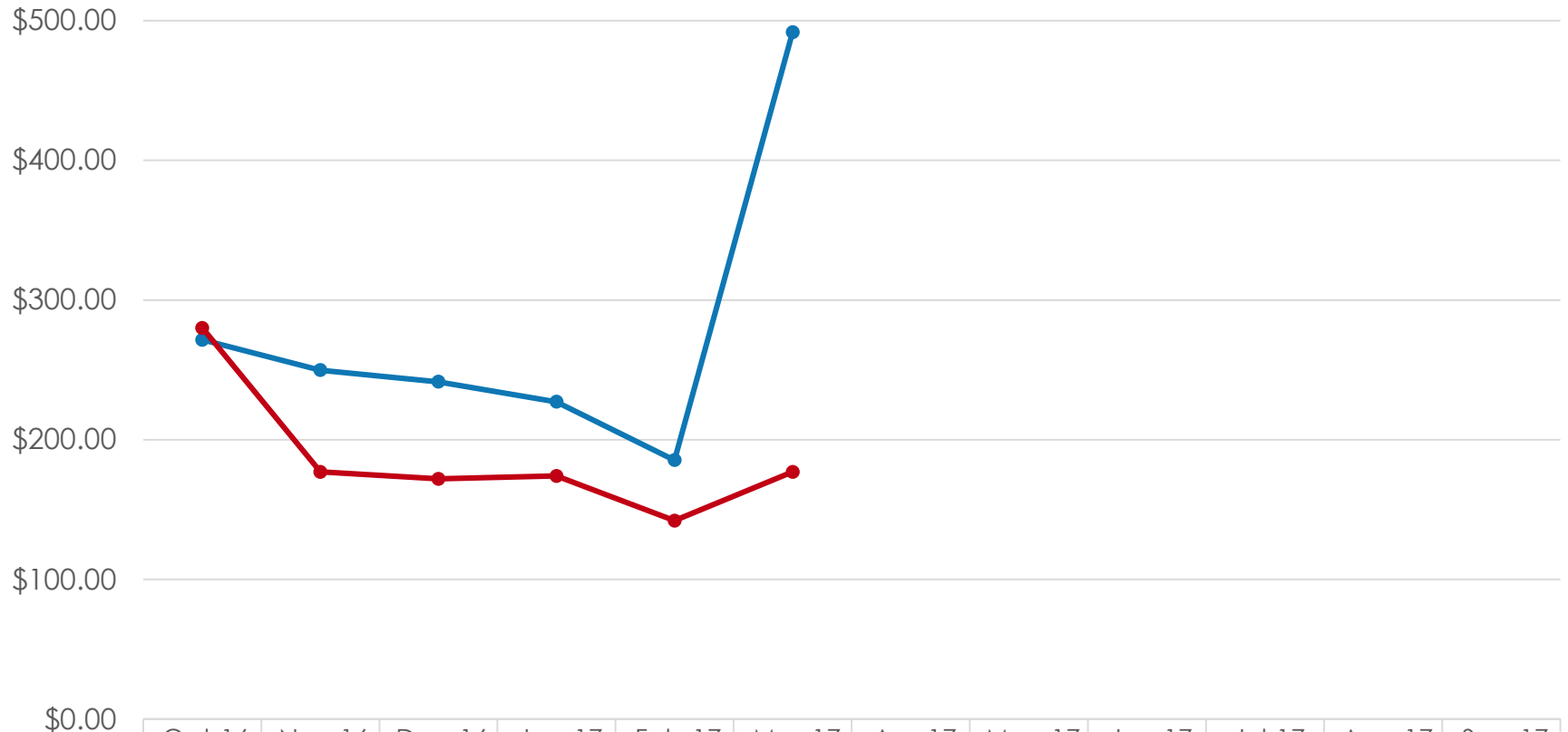
Prepaid- FY2017 Tracking

Ground Transportation - Guam



Prepaid- FY2017 Tracking

Optional tours/ Activities

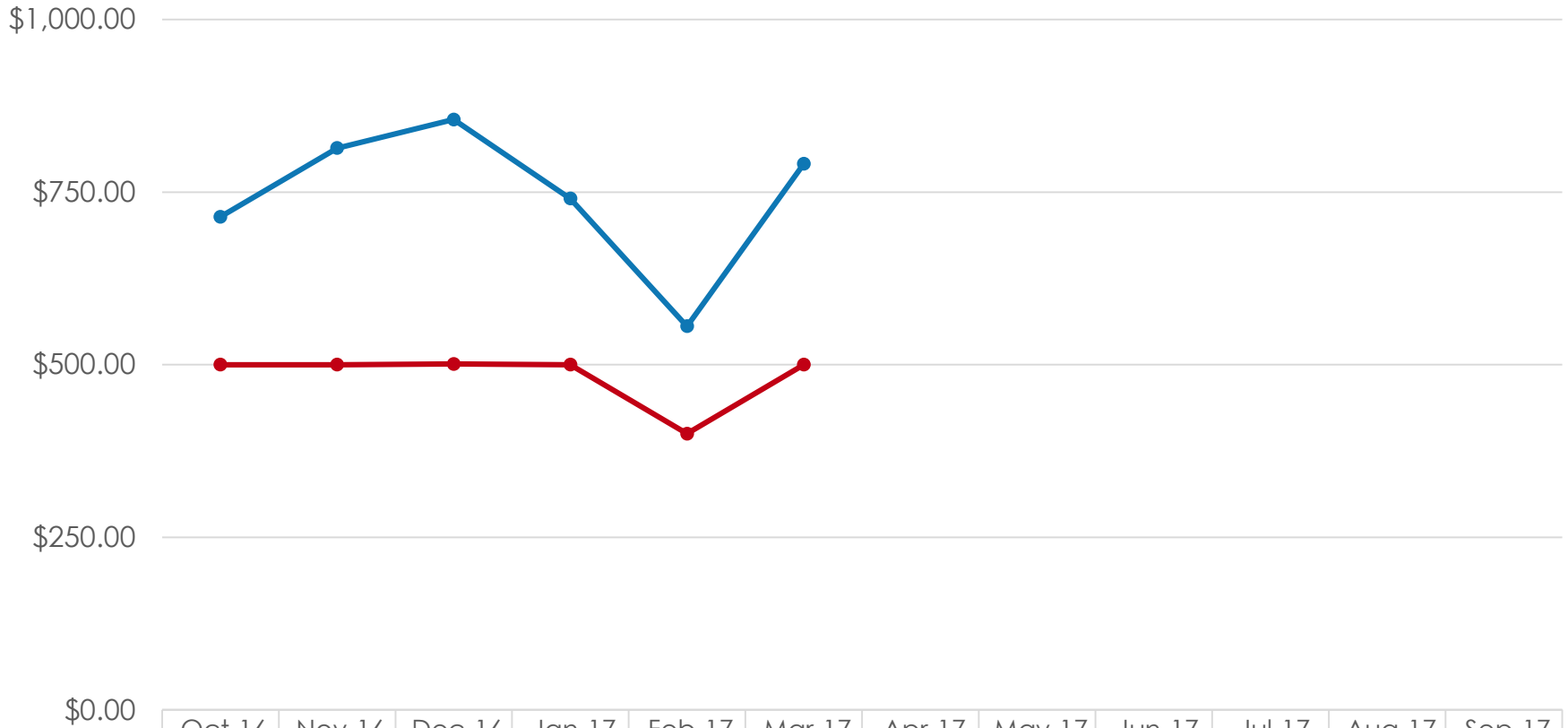


On-Island Expenditures

- \$790.76 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$397.44 = overall mean average per person prepaid expenditures

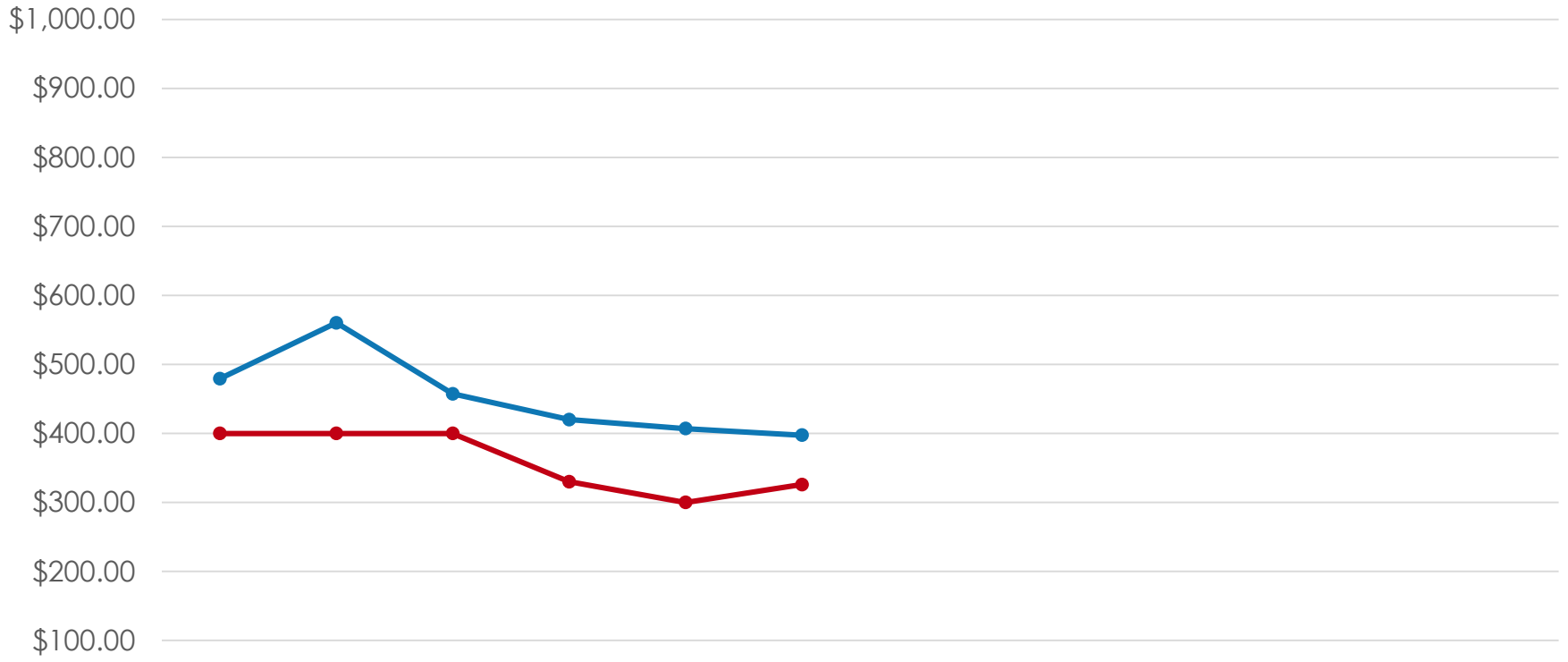
On-Island Entire Travel Party – FY2017

Tracking



On-Island Per Person – FY2017

Tracking



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$479.47	\$560.29	\$457.40	\$420.06	\$407.07	\$397.44						
MEDIAN	\$400.00	\$400.00	\$400.00	\$330.00	\$300.00	\$326.00						

On-Island Per Person – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

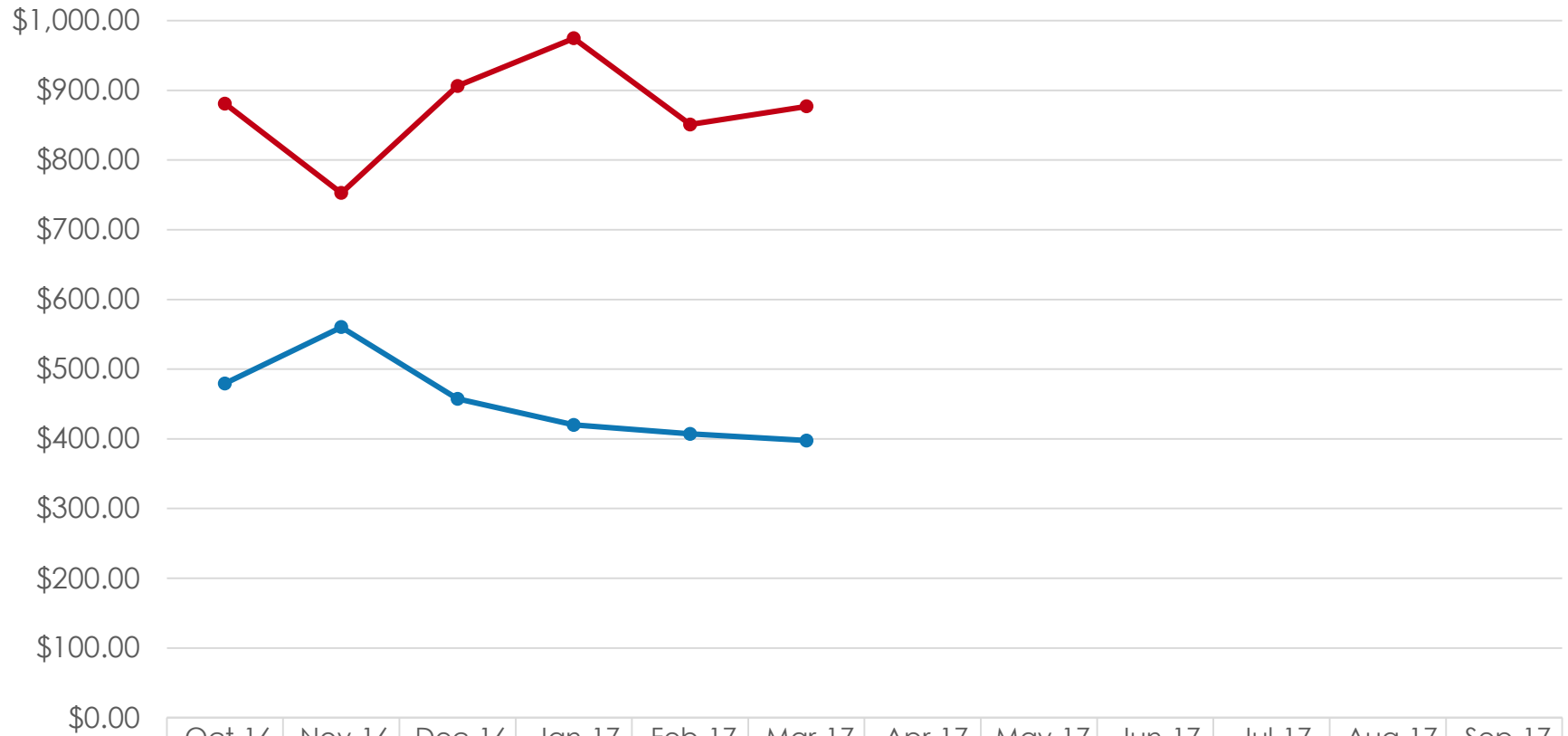
Q11A How much in total did you spend while on Guam during this trip?

PER PERSON

		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
ONISLE PP	Mean	\$397.44	\$408.55	\$390.39	\$543.20	\$539.06	\$284.50	\$427.34	\$399.50
	Median	\$326	\$325	\$350	\$438	\$350	\$250	\$356	\$460

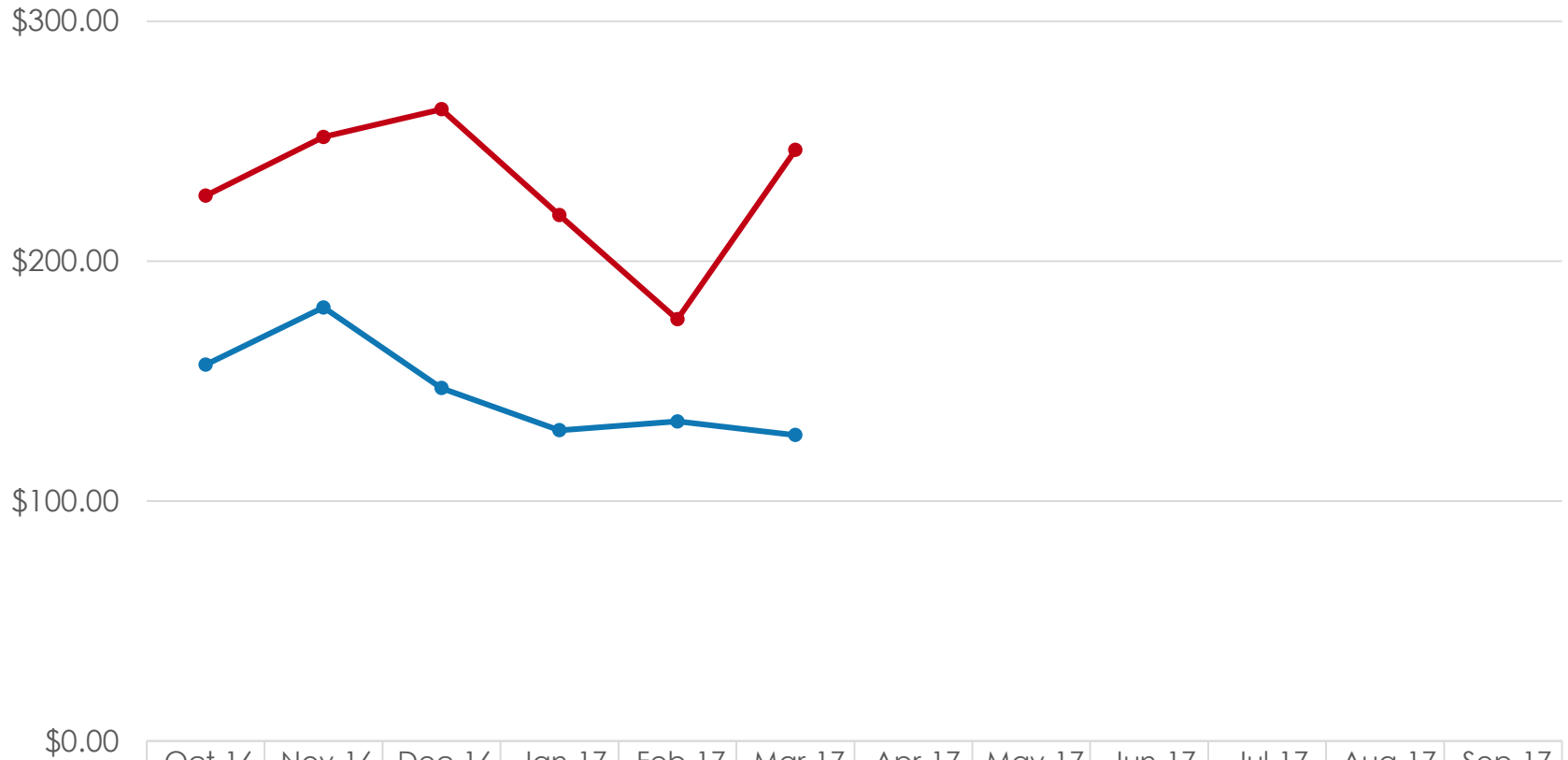
Prepared by QMark Research

Per Person MEAN expenditures – FY2017 Tracking On-Island/ Prepaid



On-Island Per Day Spending – FY2017 Tracking

MEAN

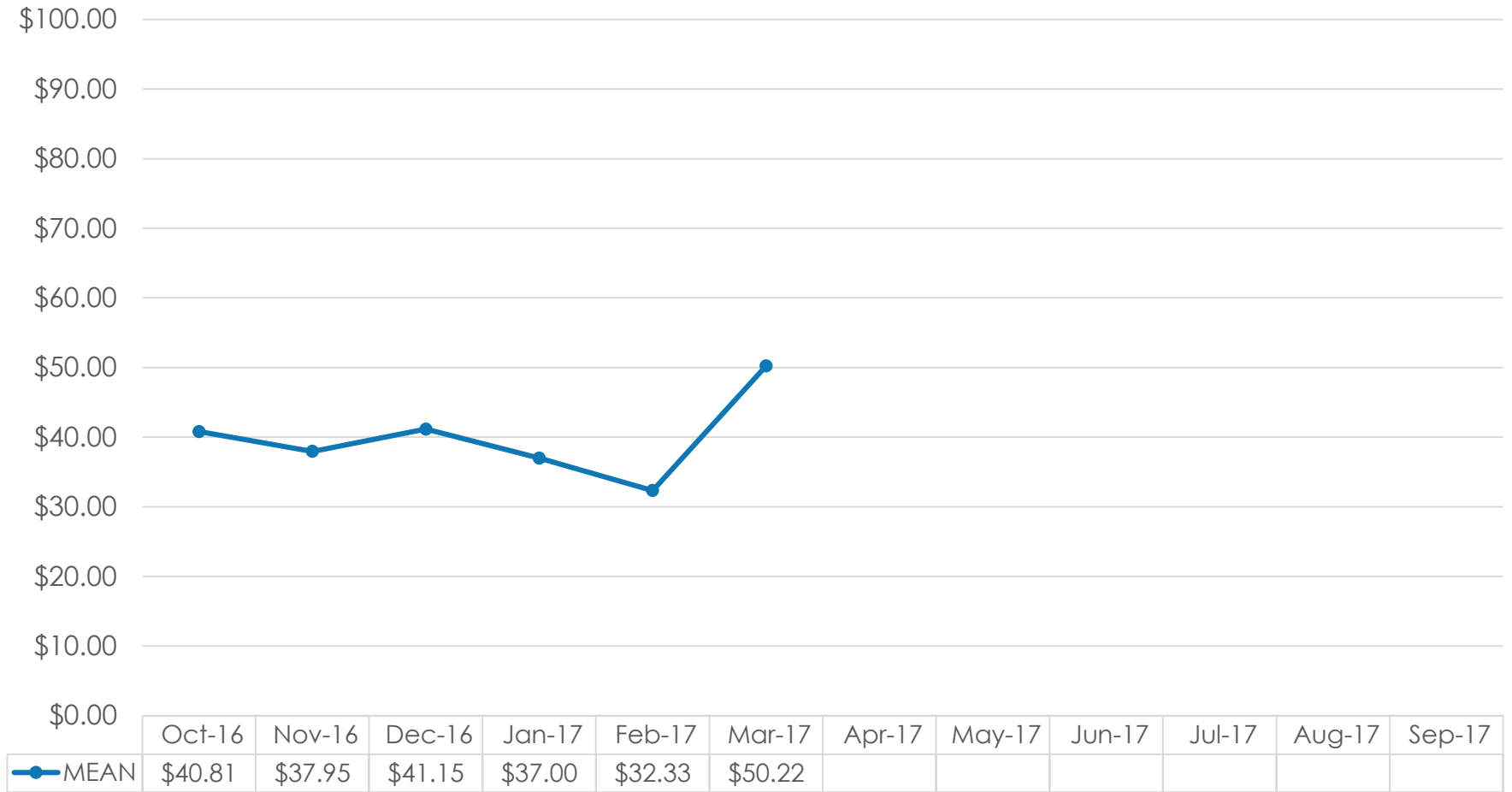


On-Island Expenses by Category – Mean Entire Travel Party



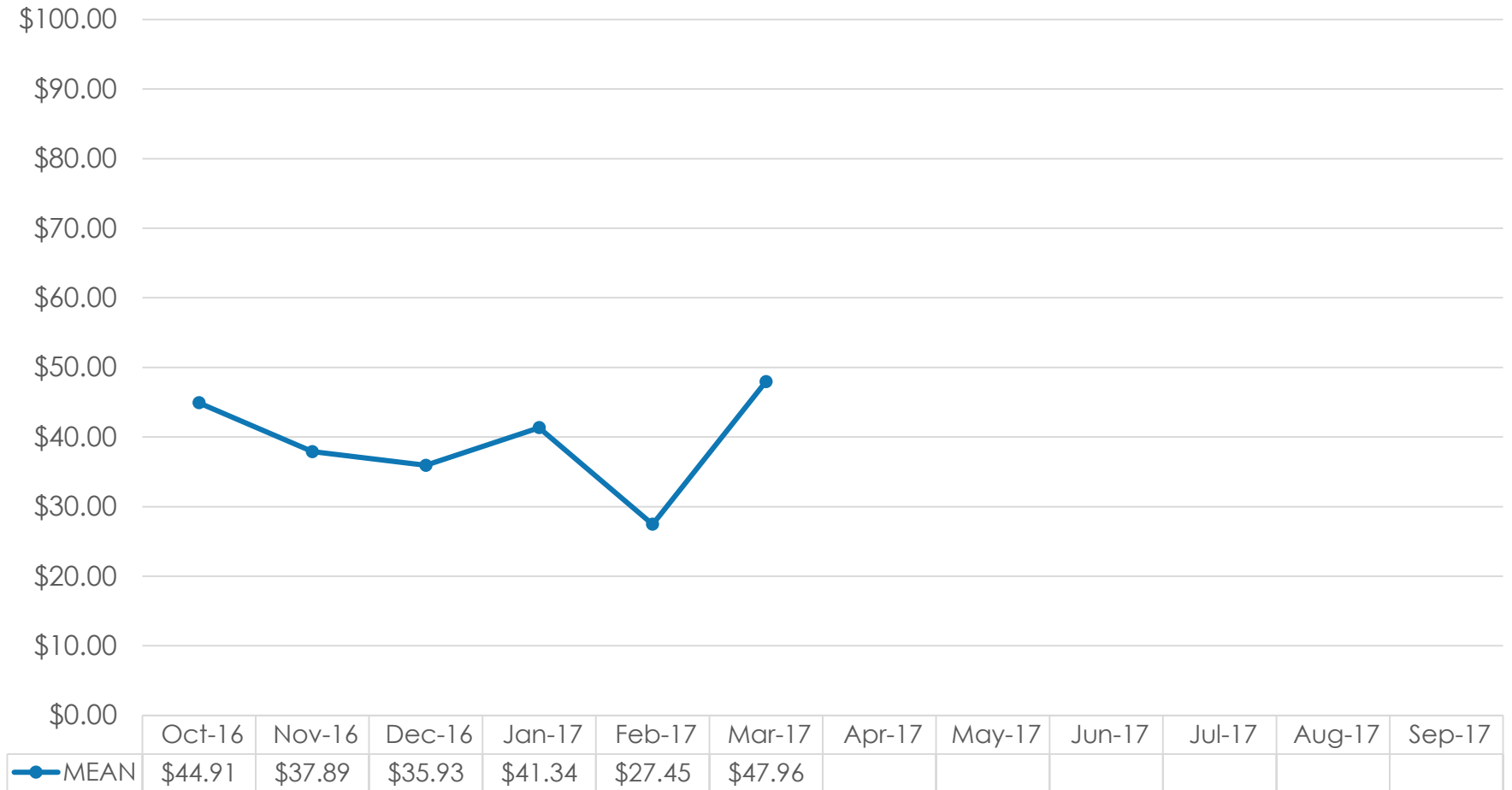
On-Island – FY2017 Tracking

Food & Beverage - Hotel



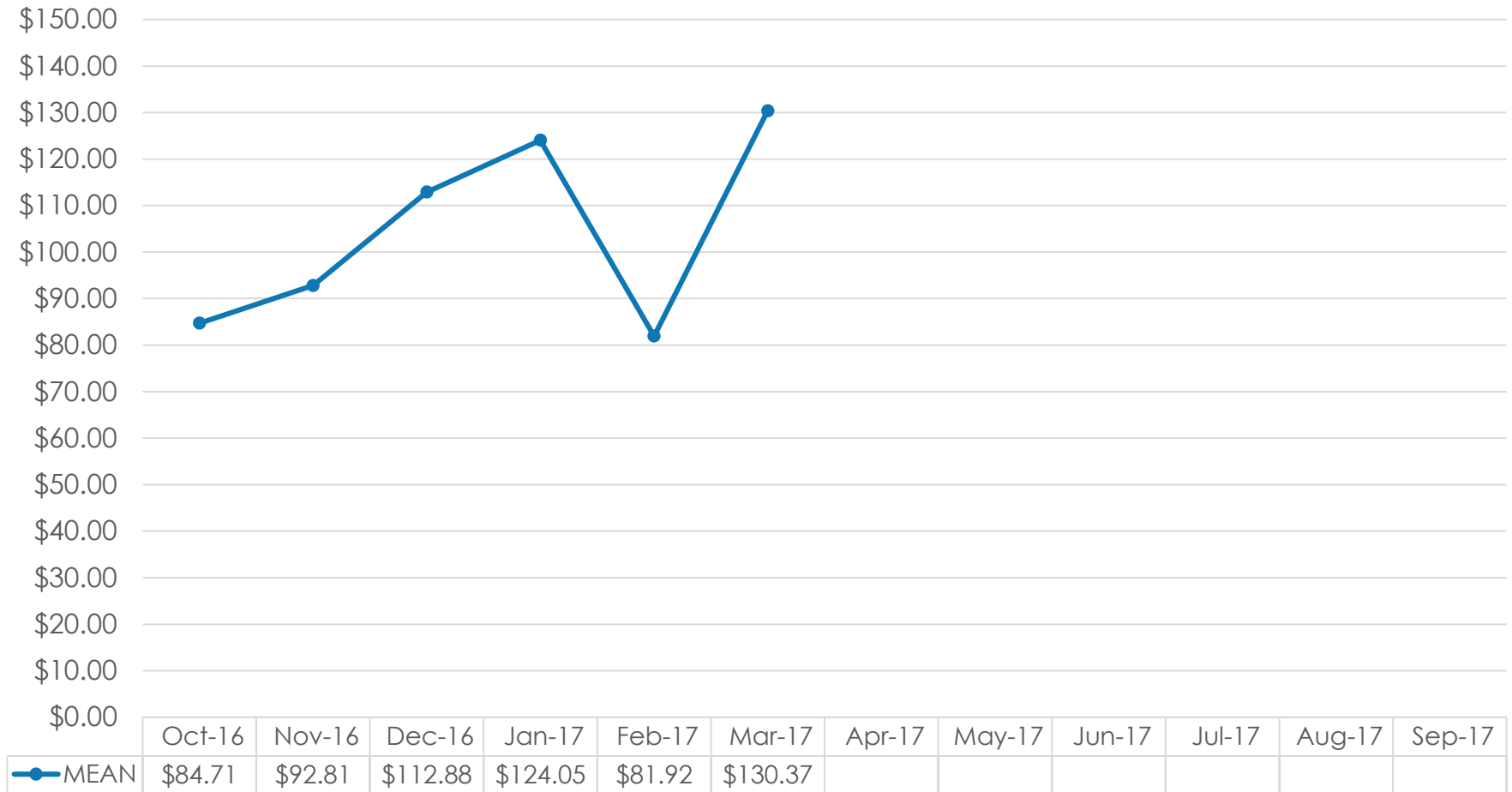
On-Island – FY2017 Tracking

Food & Beverage – Fast Food/ Convenience Store



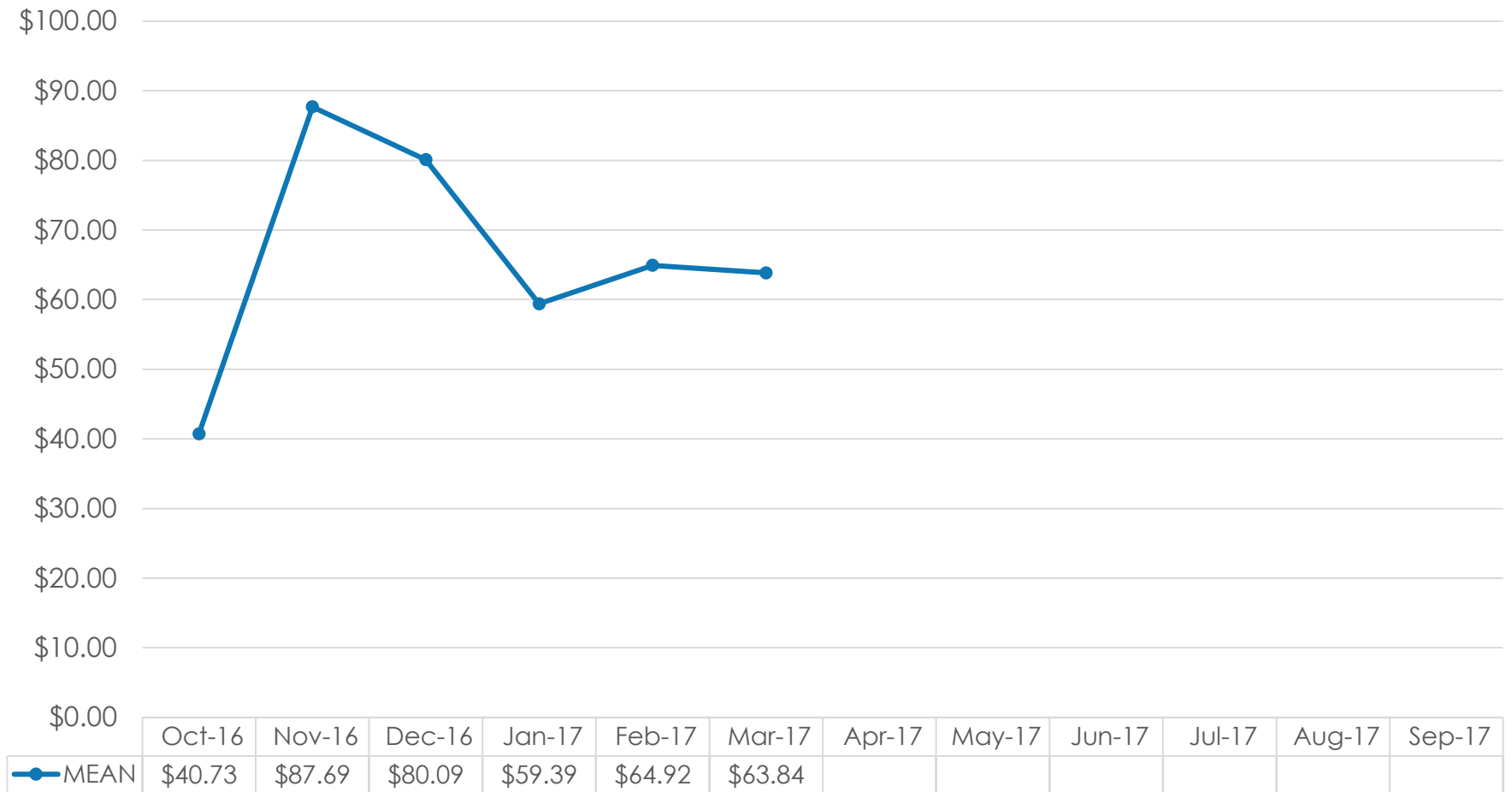
On-Island – FY2017 Tracking

Food & Beverage – Restaurant/ Drinking Est Outside Hotel



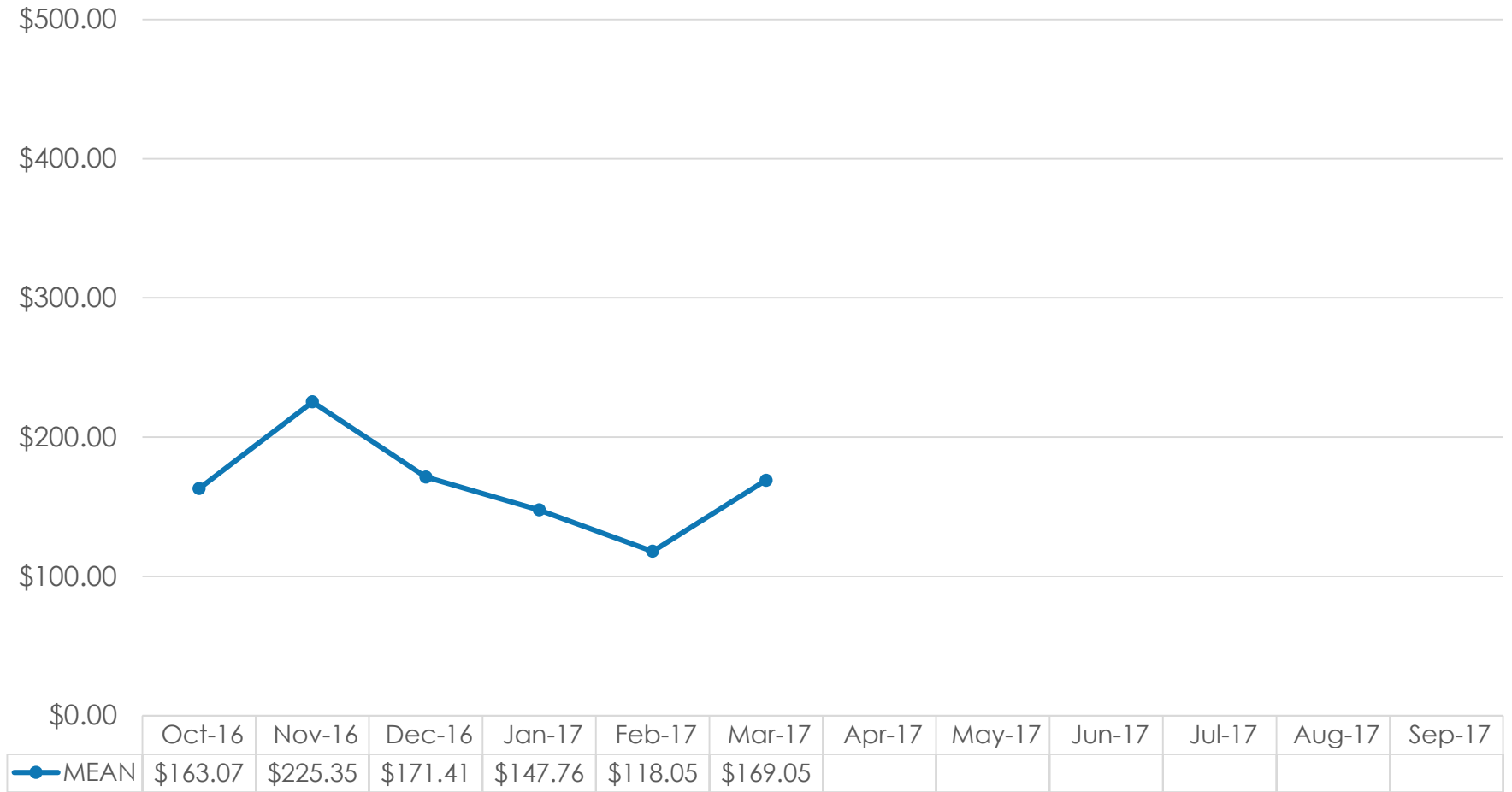
On-Island – FY2017 Tracking

Optional tour/ Activities



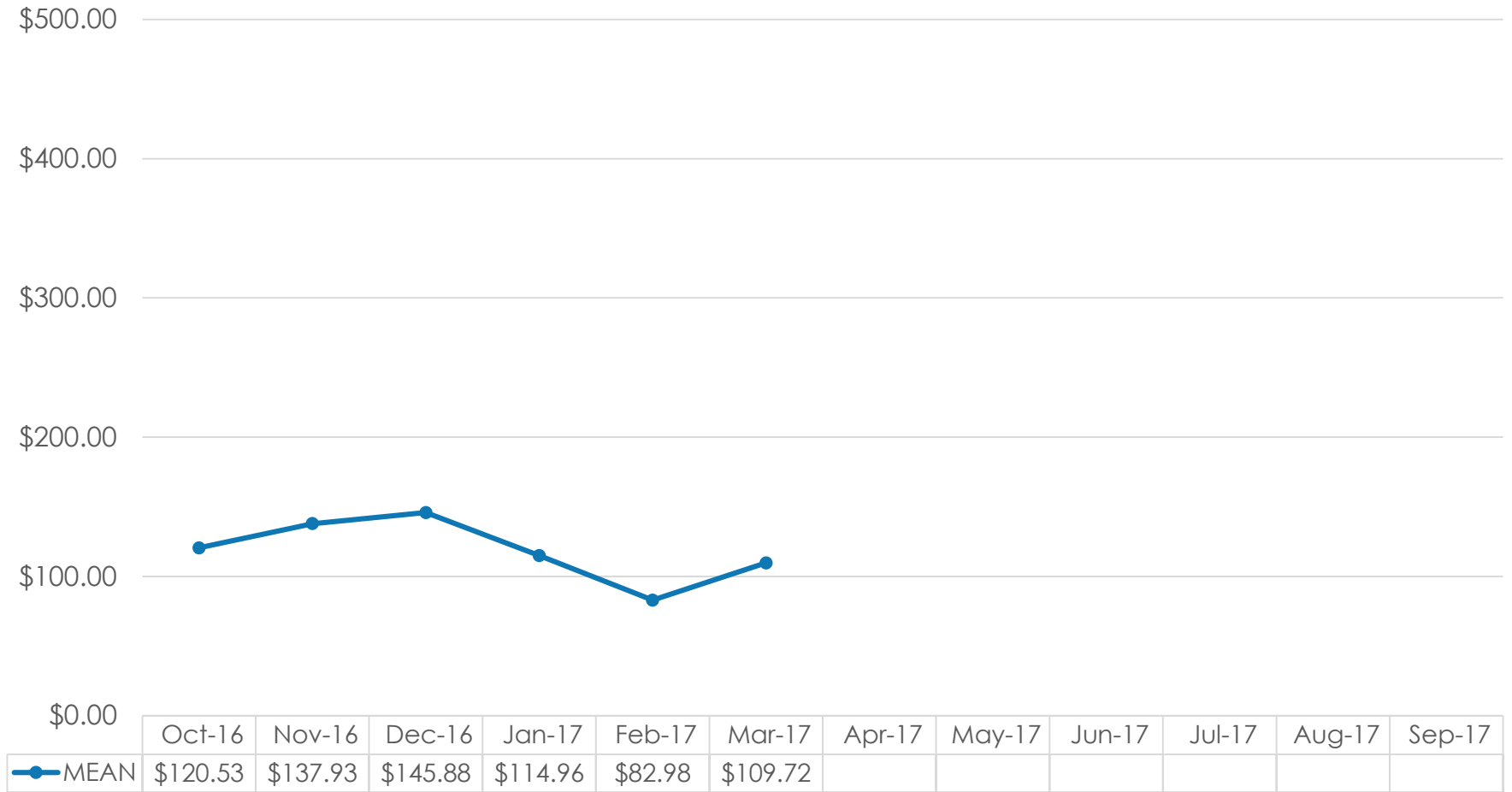
On-Island – FY2017 Tracking

Gift/ Souvenir – Self/ Companion



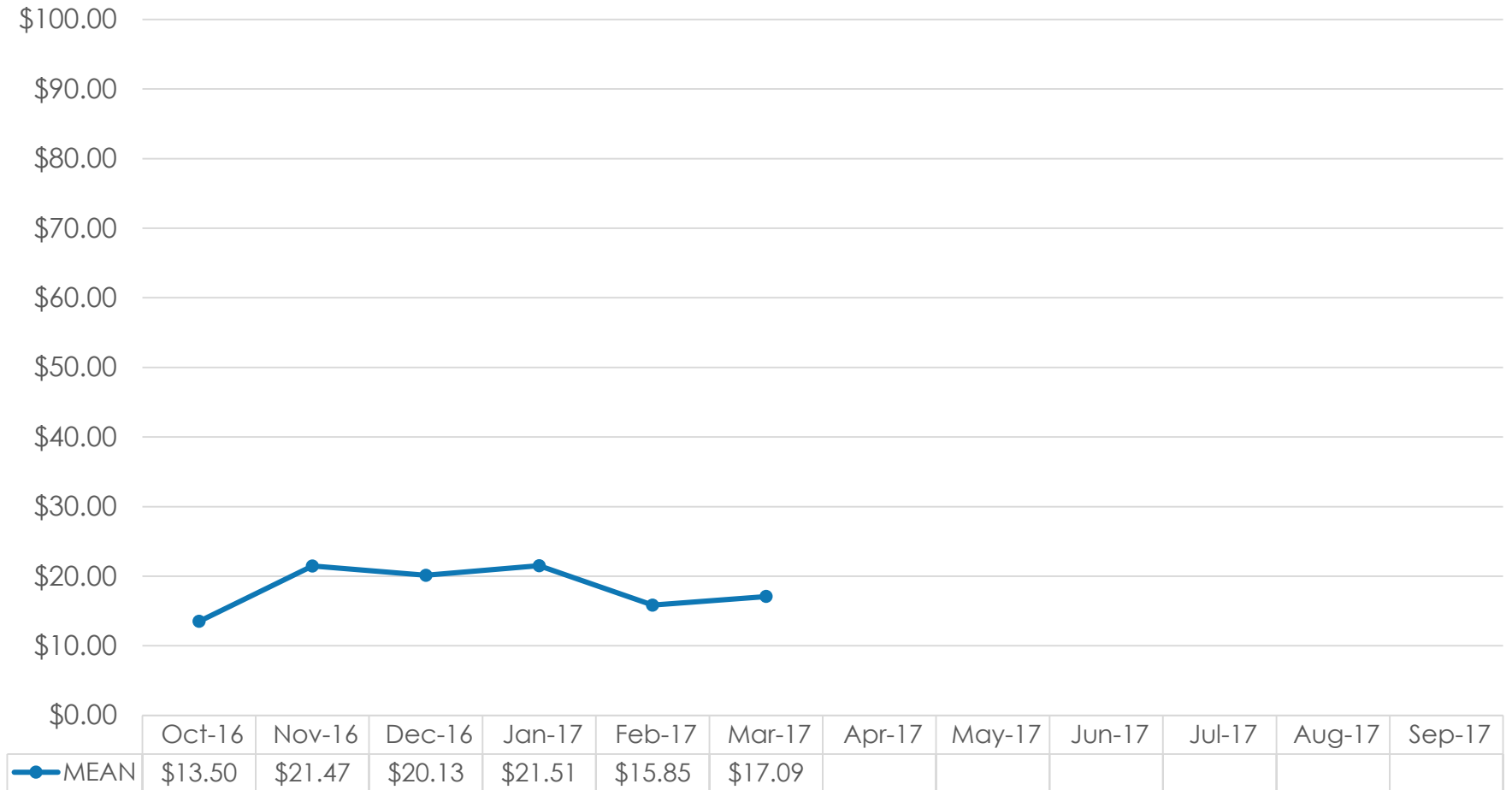
On-Island – FY2017 Tracking

Gift/ Souvenir – Friends/ Family



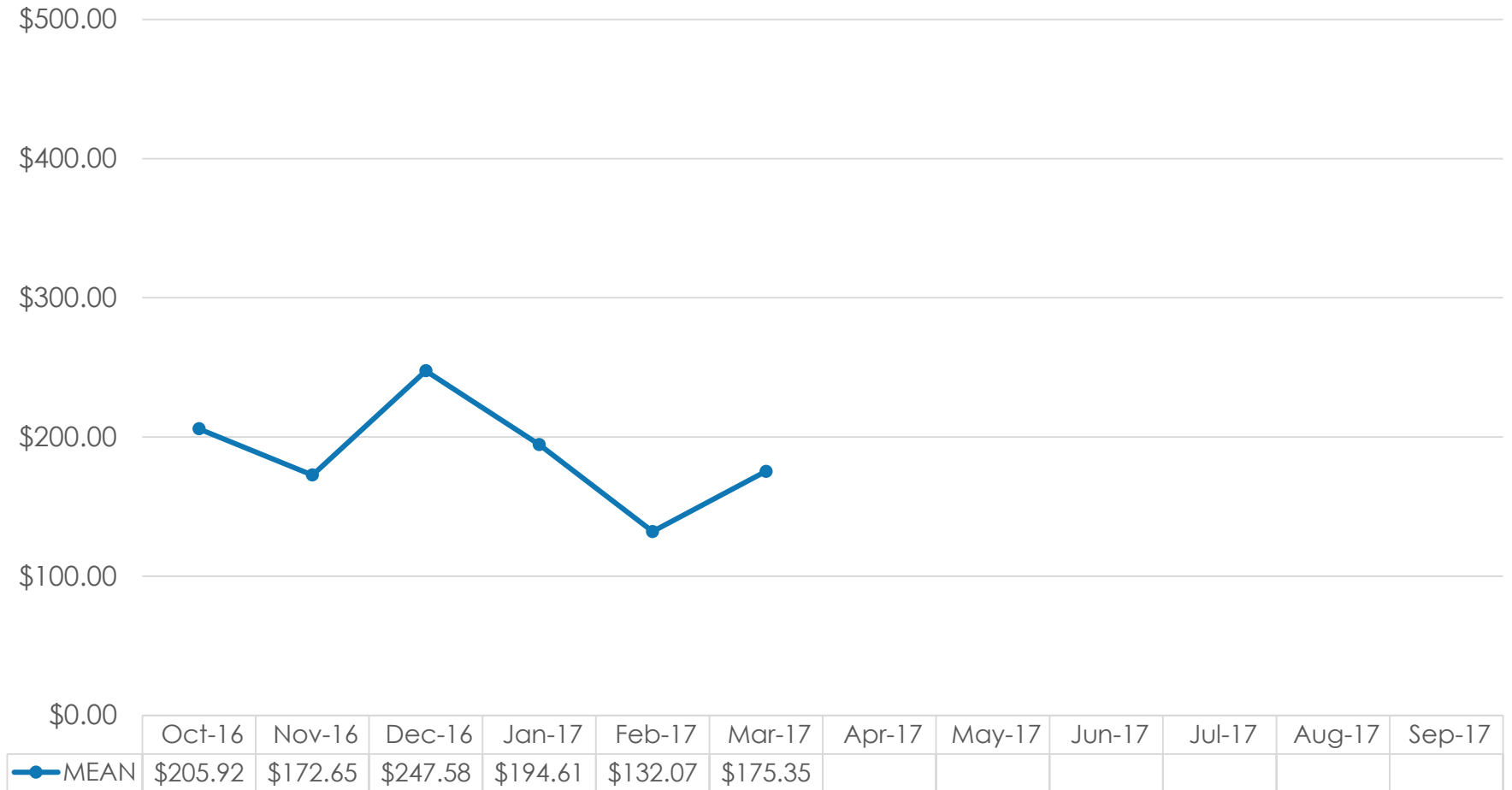
On-Island – FY2017 Tracking

Local Transportation



On-Island – FY2017 Tracking

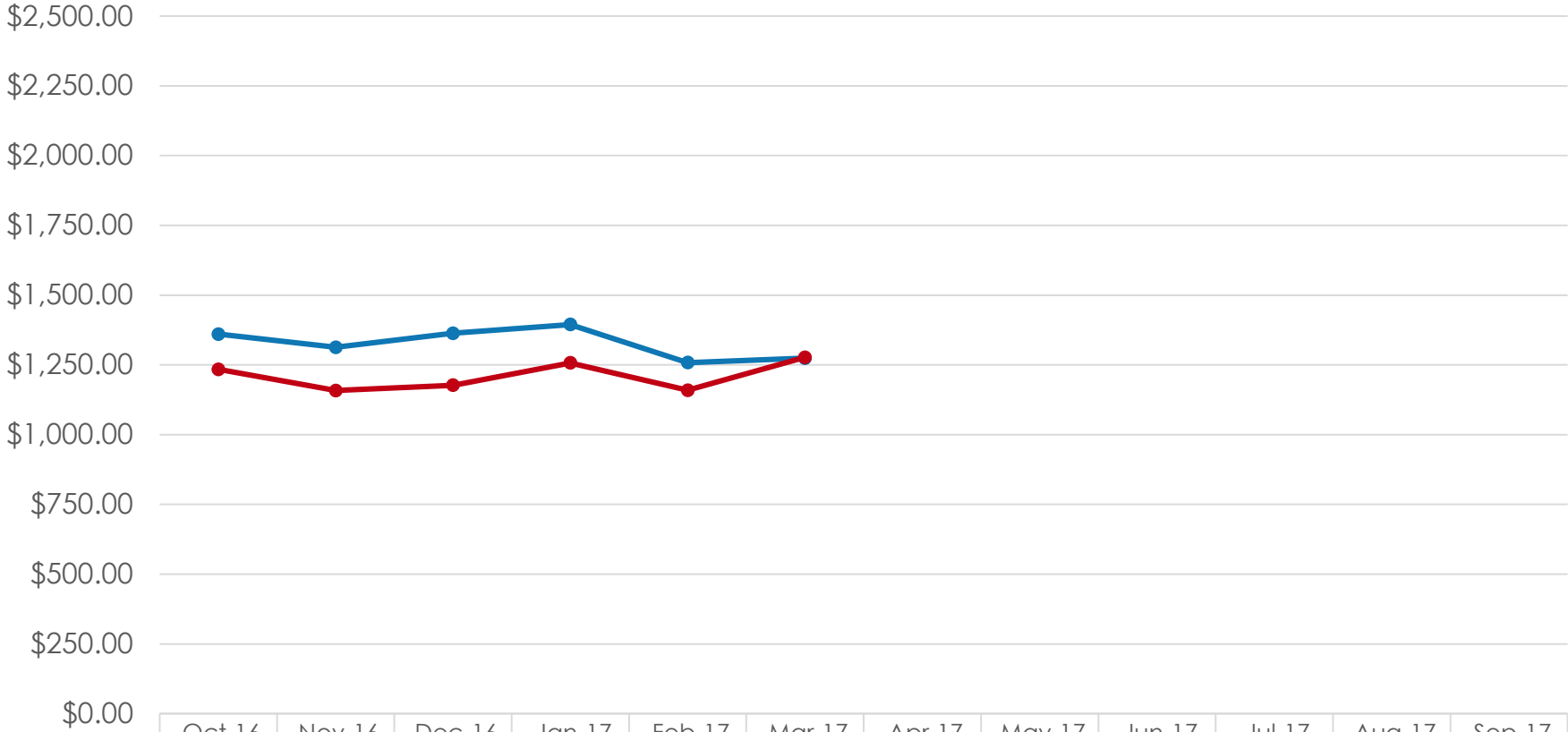
Other Not Included



TOTAL (On-Isle + Prepaid) Expenditures Per Person

- \$1,274.23 = overall mean average prepaid & on-isle expense by respondent

TOTAL Per Person Expenditures – FY2017 Tracking



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$1,360.31	\$1,312.92	\$1,363.21	\$1,394.62	\$1,257.93	\$1,274.23						
MEDIAN	\$1,234.00	\$1,158.00	\$1,177.00	\$1,257.00	\$1,159.00	\$1,277.00						

TOTAL Per Person Expenditures – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

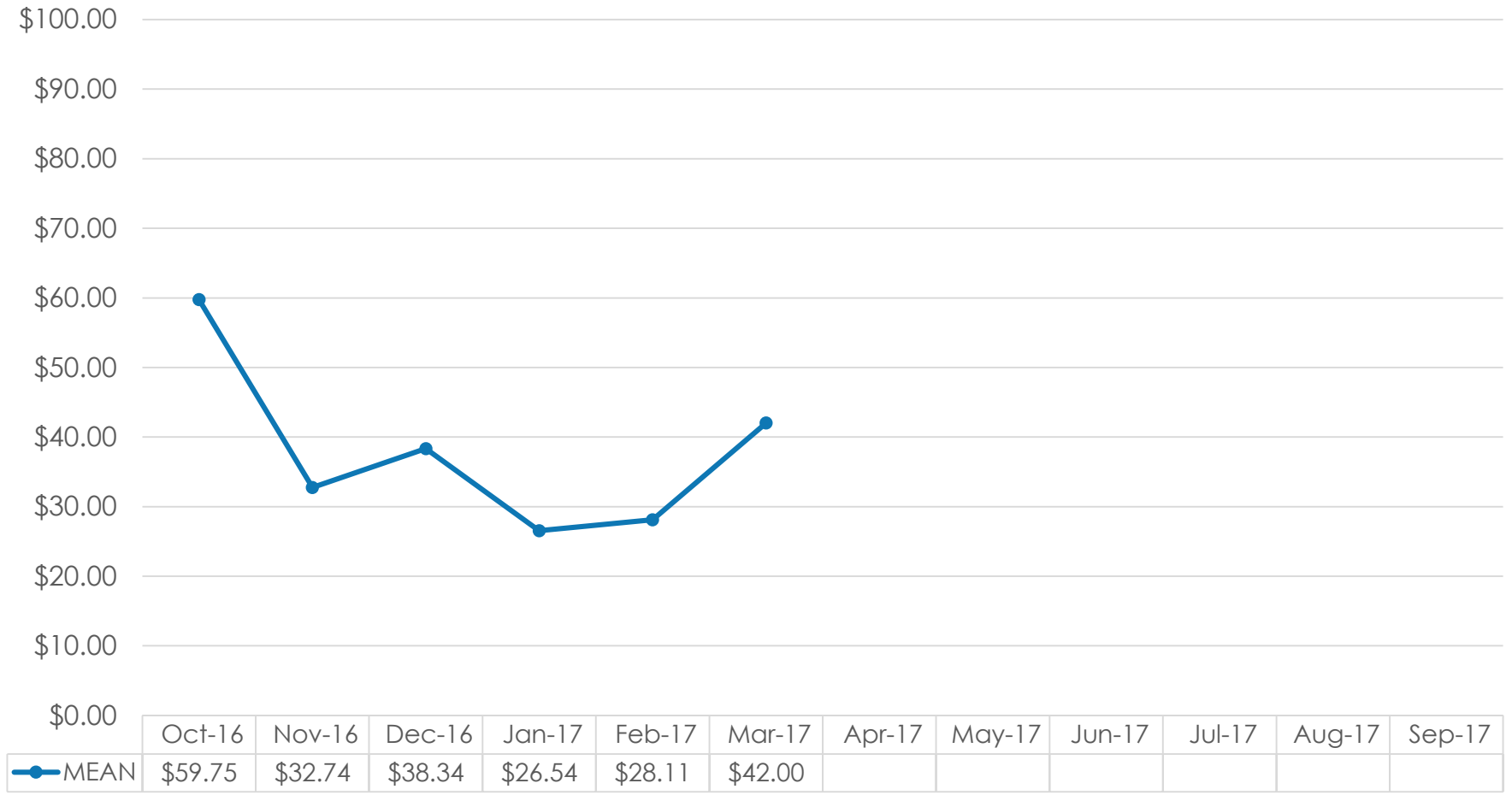
TOTAL EXPENDITURES (On-Isle / Prepaid)

PER PERSON

		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
TOTAL PP	Mean	\$1,274.23	\$1,388.94	\$1,271.95	\$1,076.31	\$1,377.85	\$1,258.10	\$1,300.17	\$448.12
	Median	\$1,277	\$1,374	\$1,283	\$1,009	\$1,398	\$1,251	\$1,277	\$515

Prepared by QMark Research

GUAM AIRPORT EXPENDITURE – FY2017 Tracking

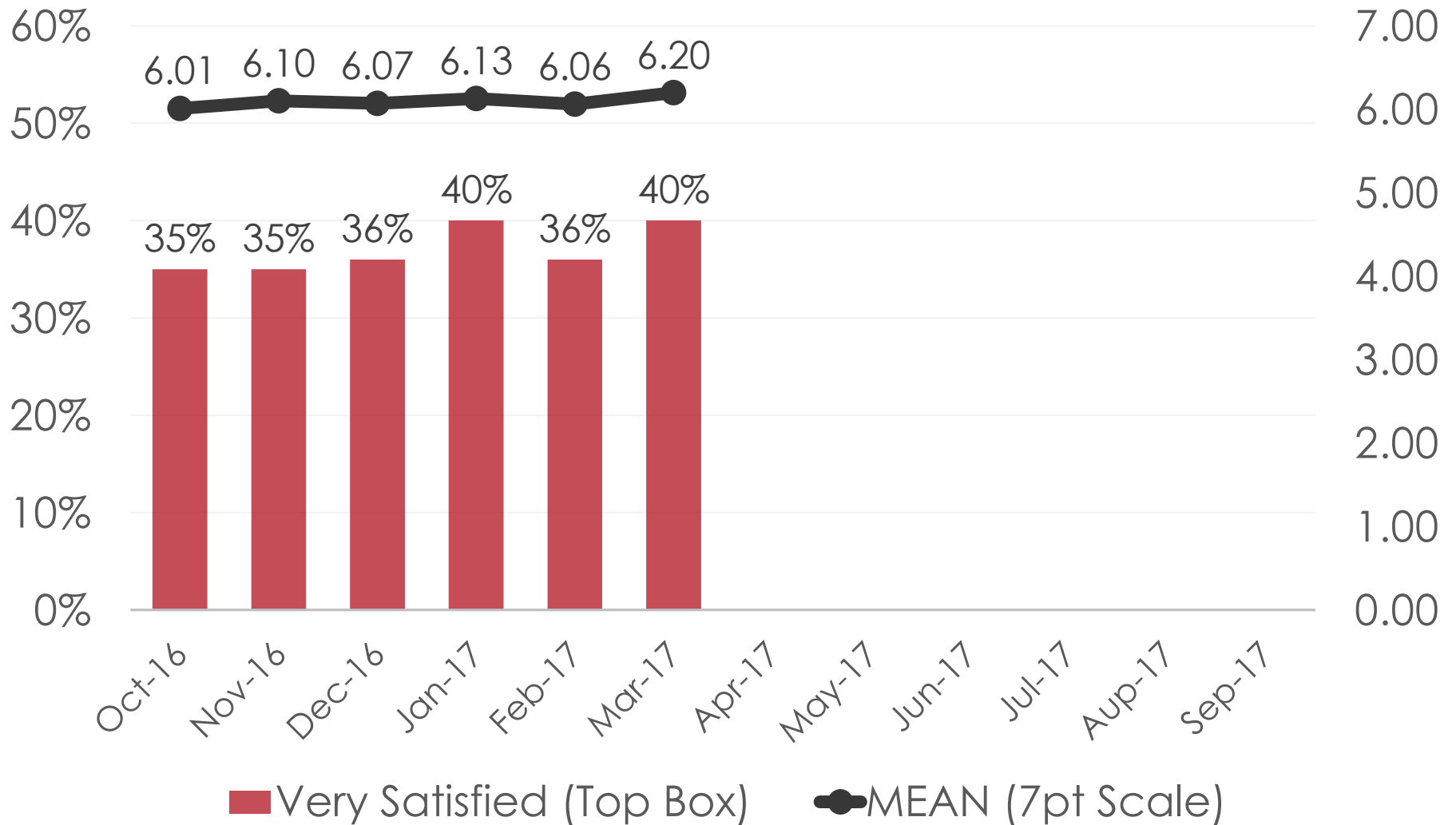


SECTION 4

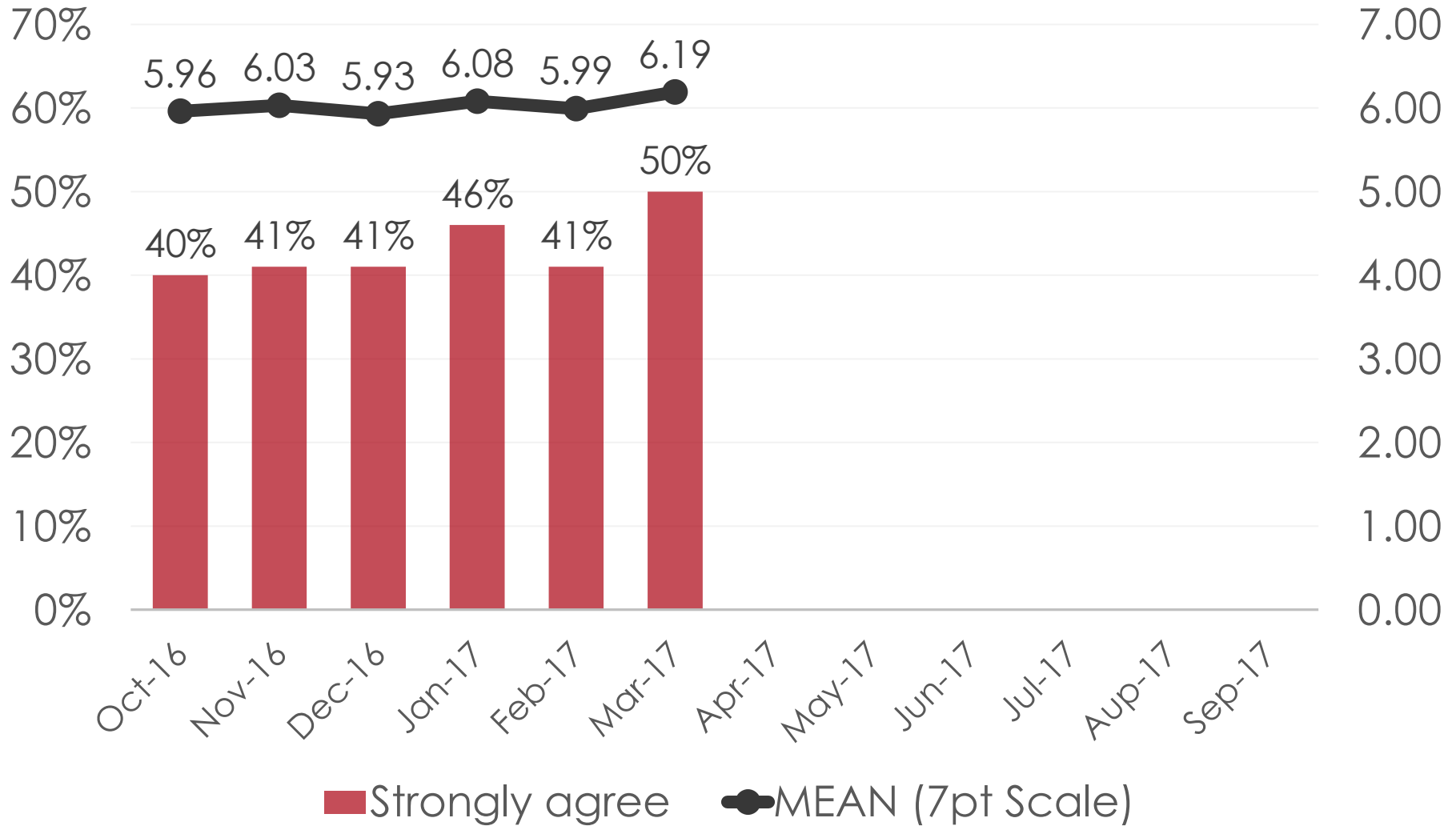
VISITOR SATISFACTION

BEHAVIOR

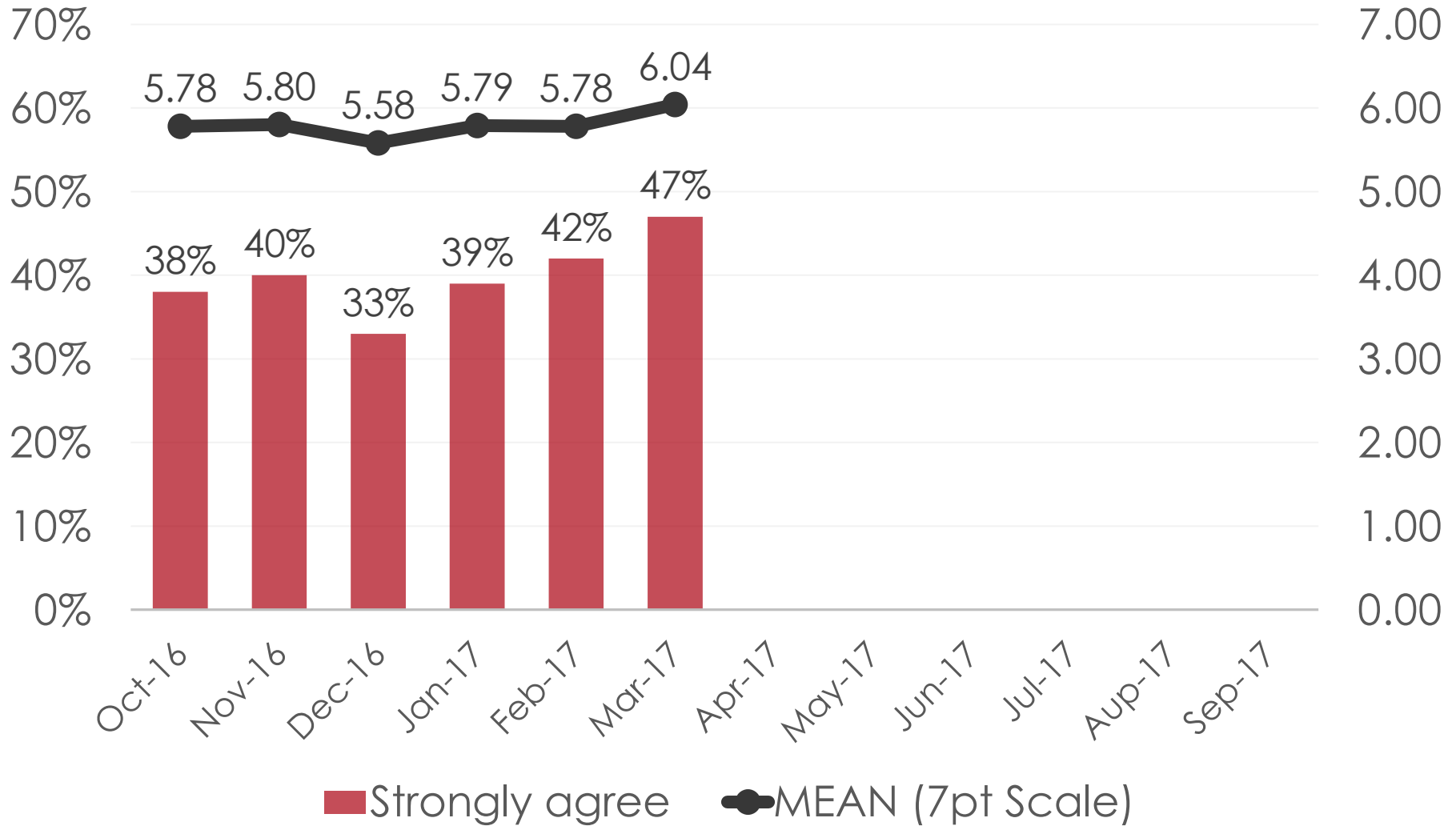
OVERALL SATISFACTION



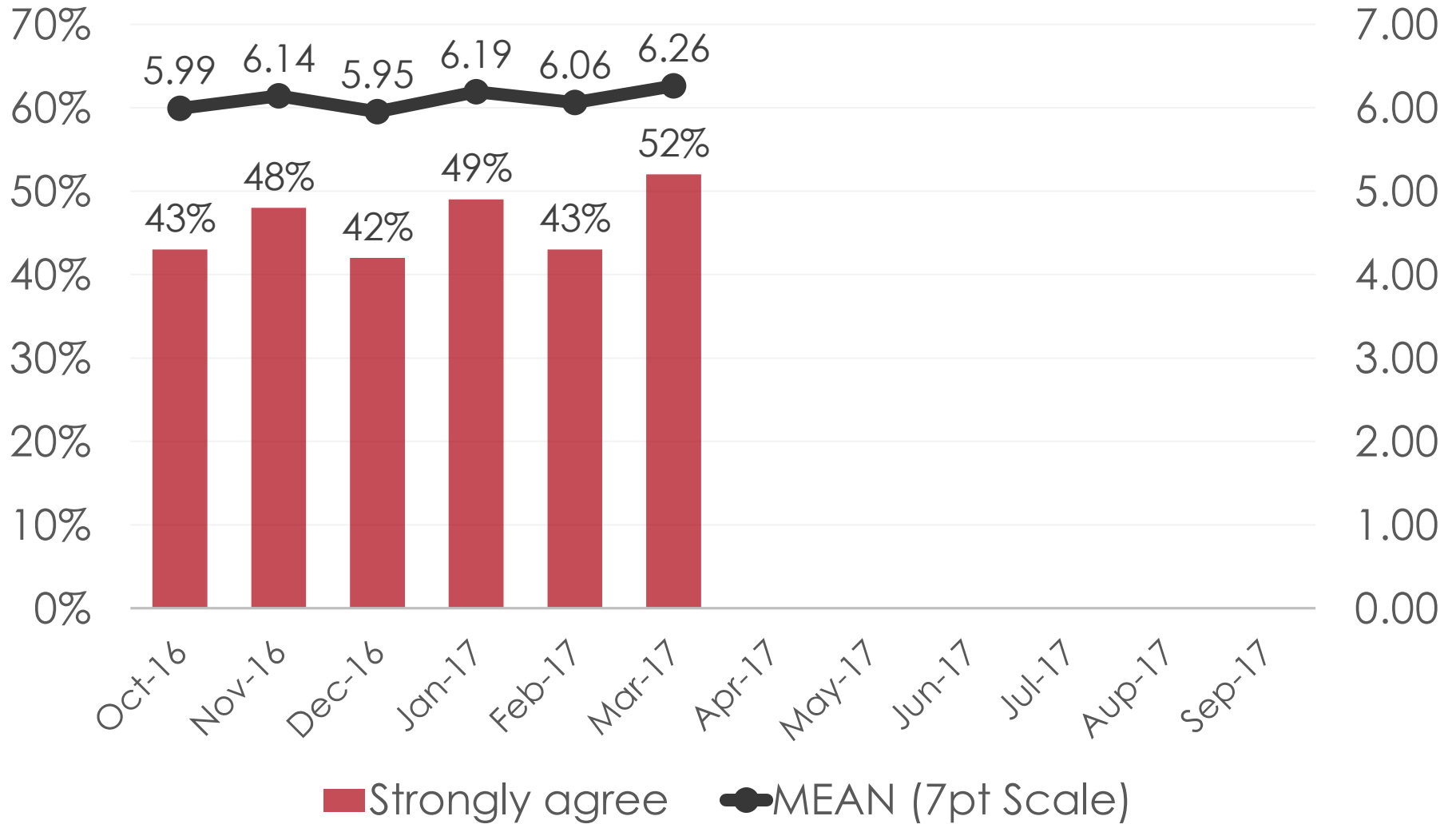
Guam was better than expected



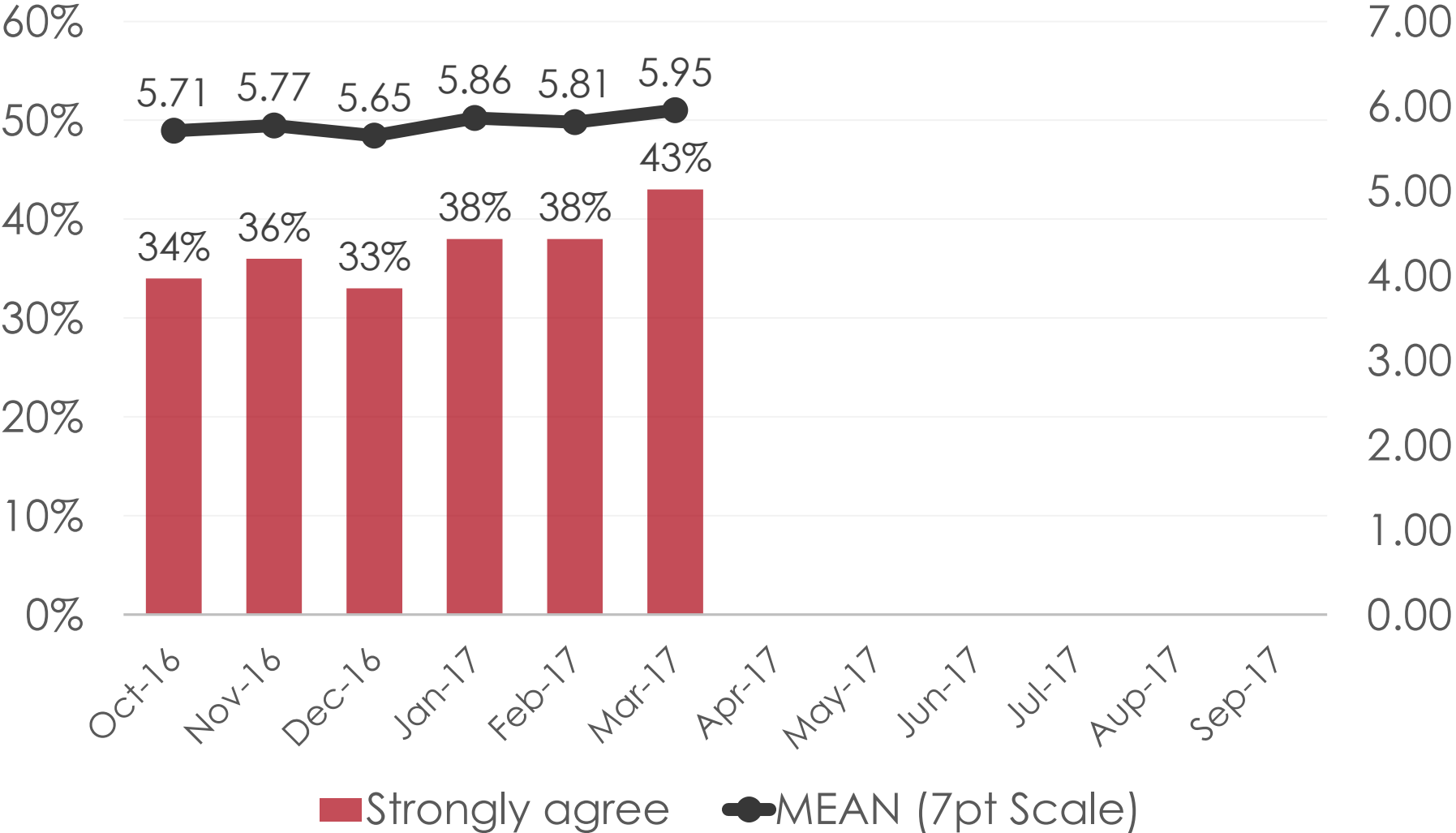
I had no communication problems



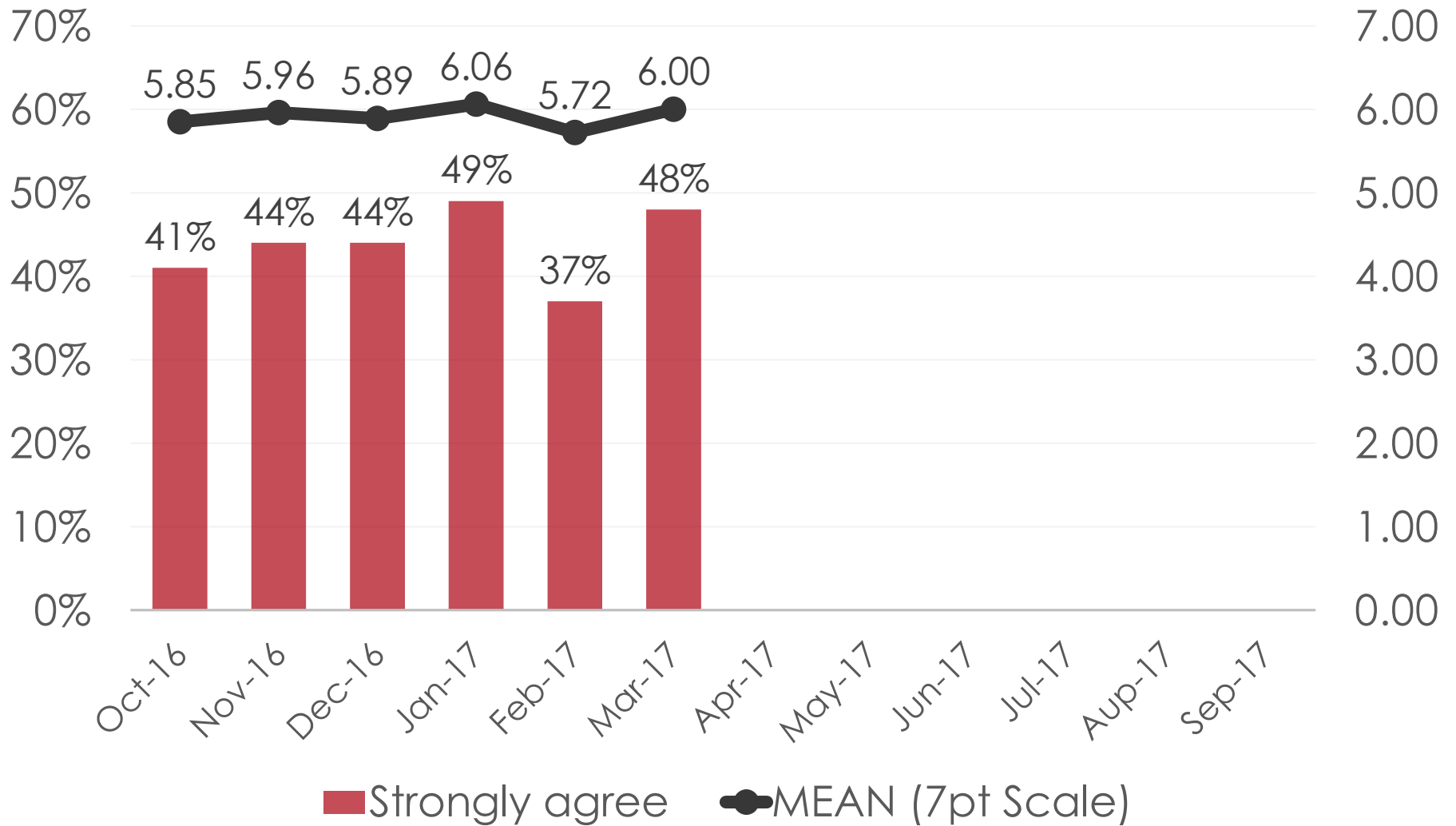
I will recommend Guam to friends



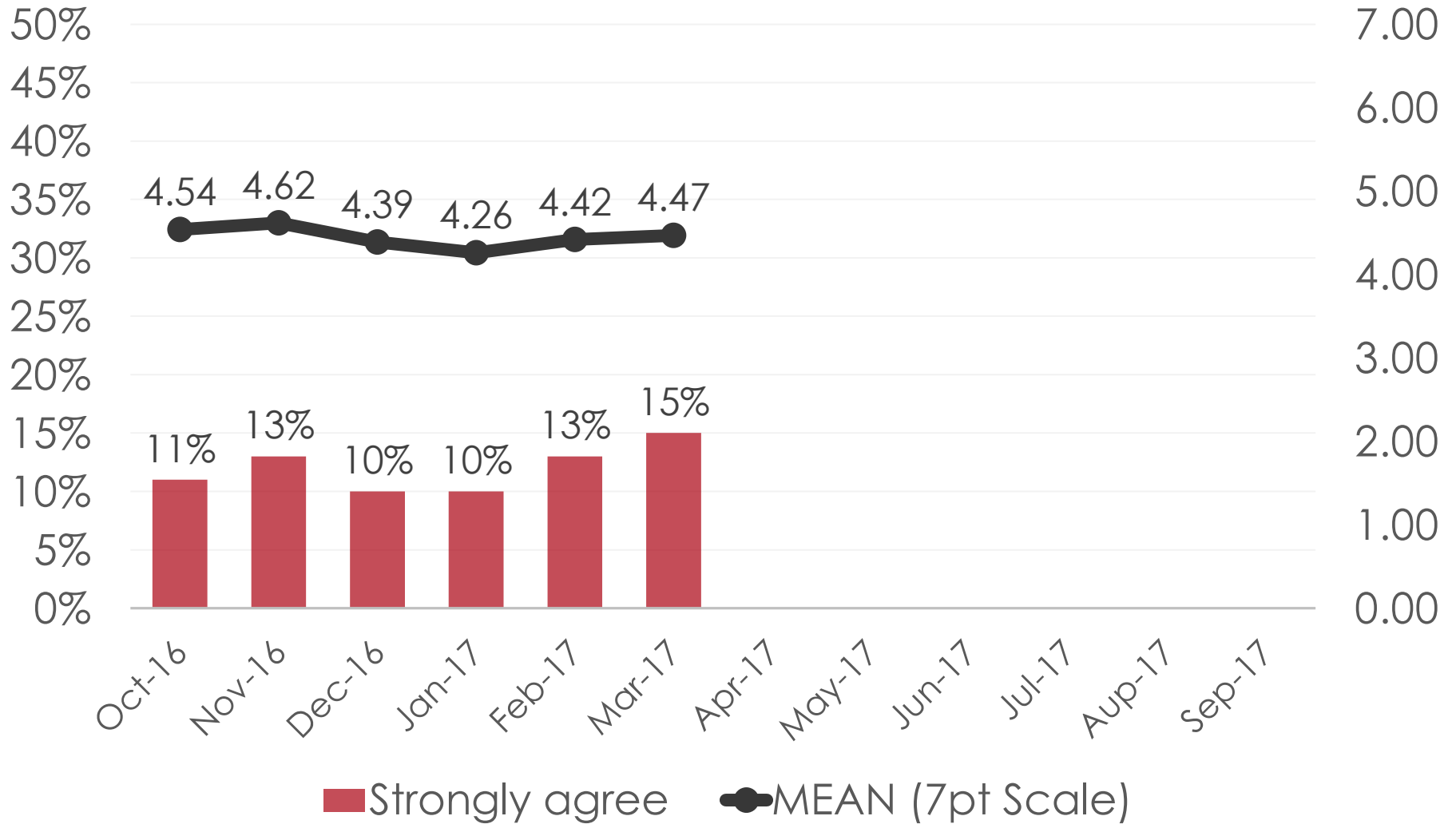
Sites on Guam were attractive



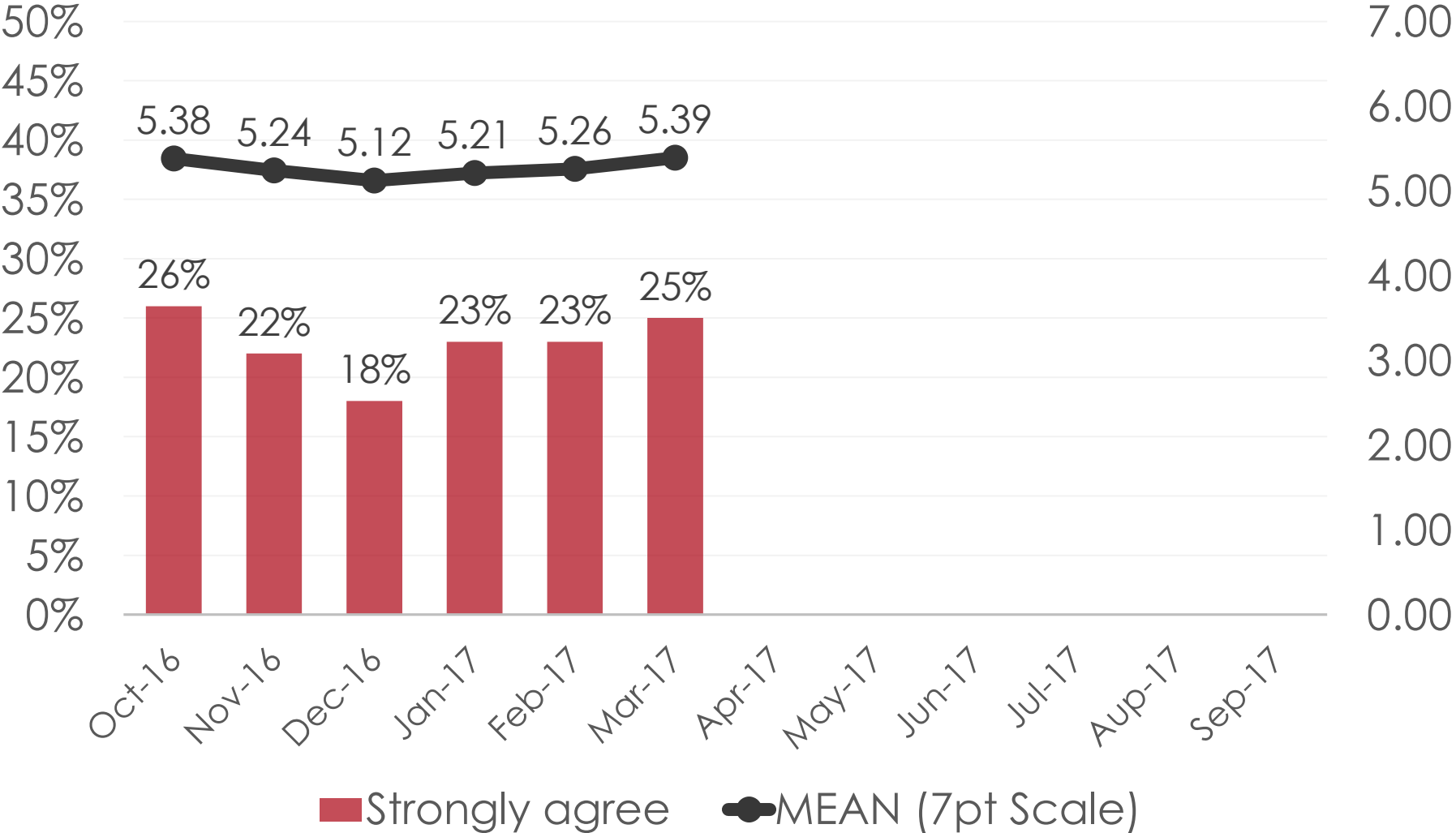
I plan to visit Guam again



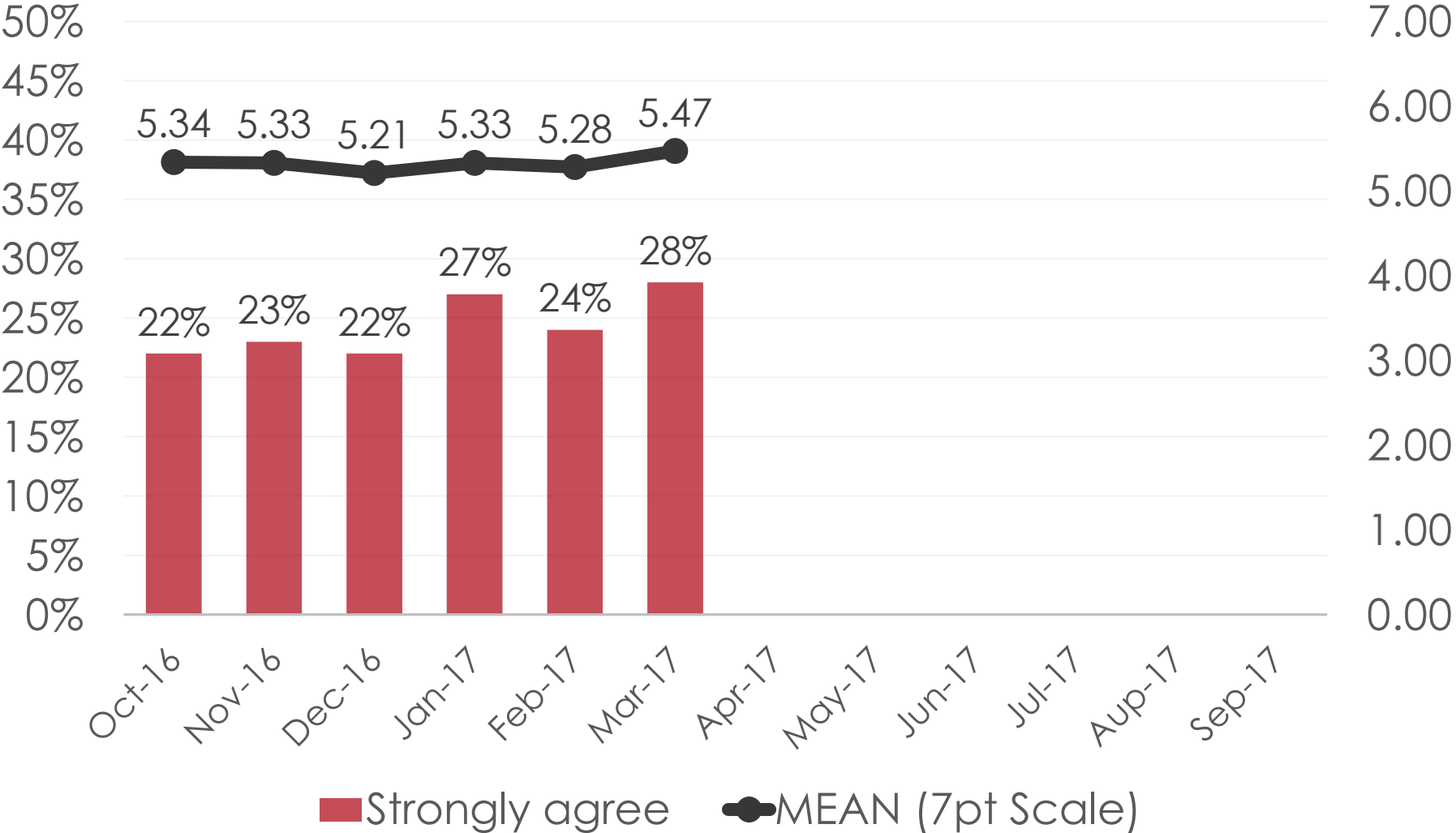
Not enough night time activities



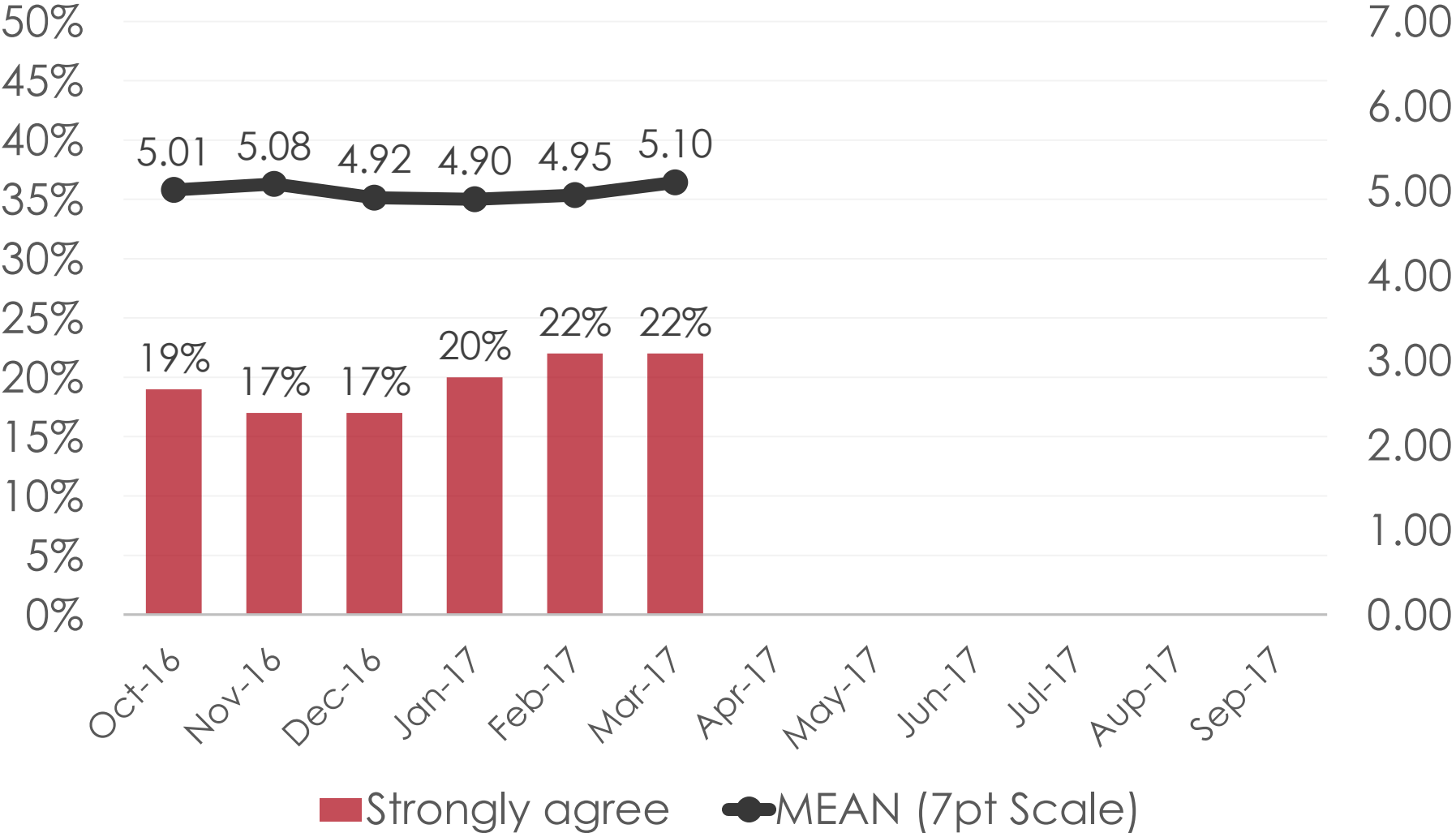
Tour guides were professional



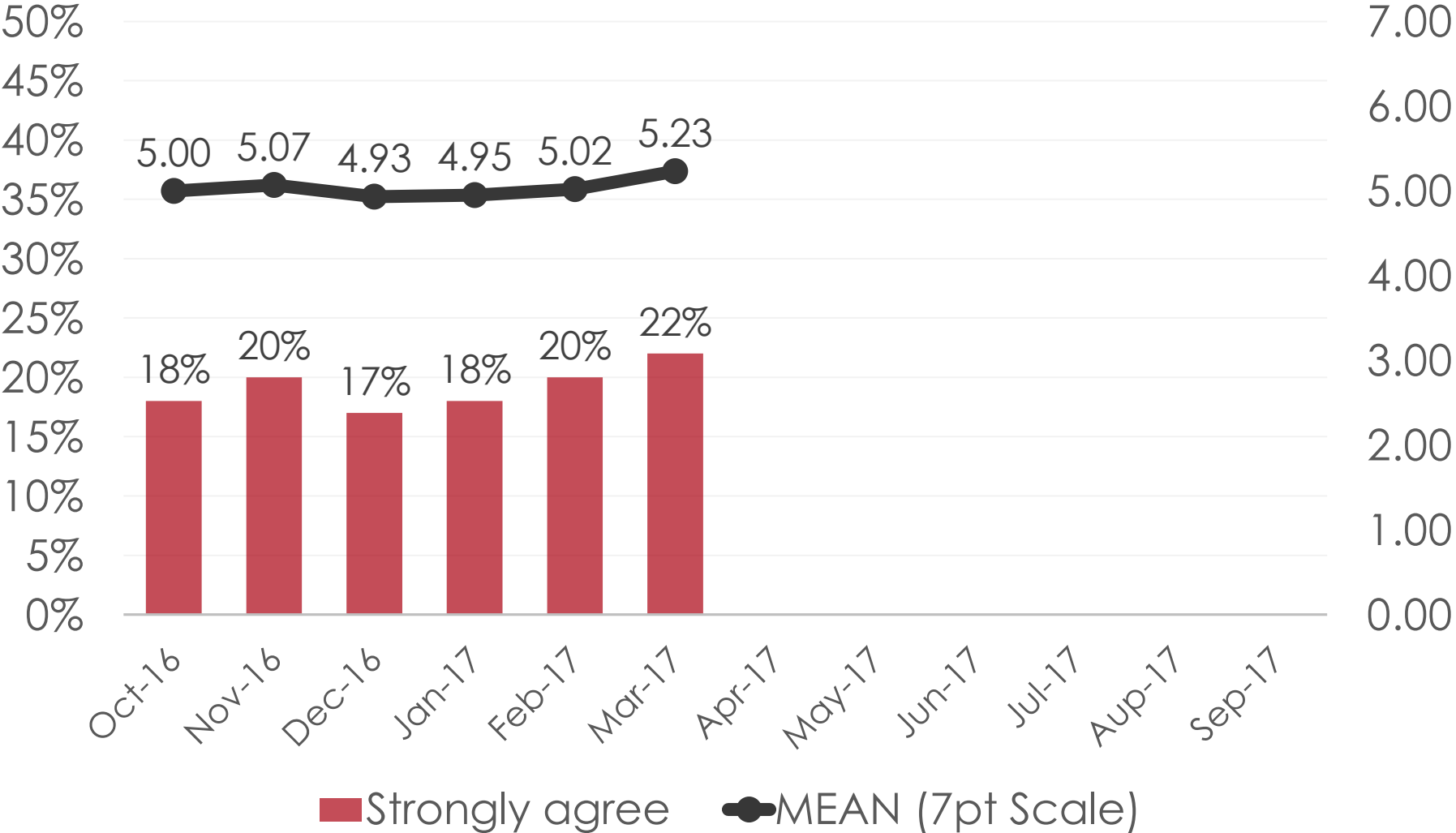
Tour drivers were professional



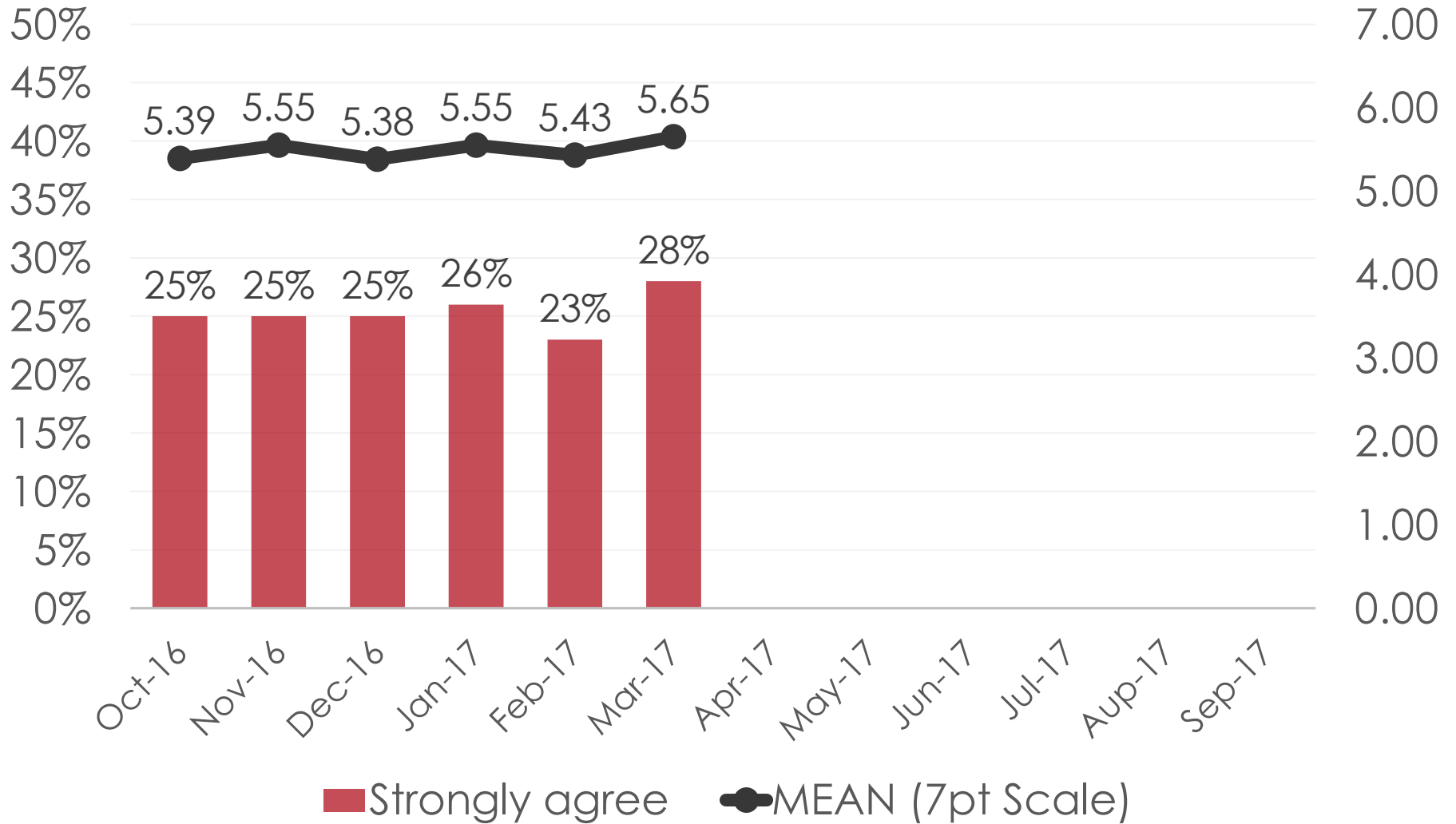
Taxi drivers were professional



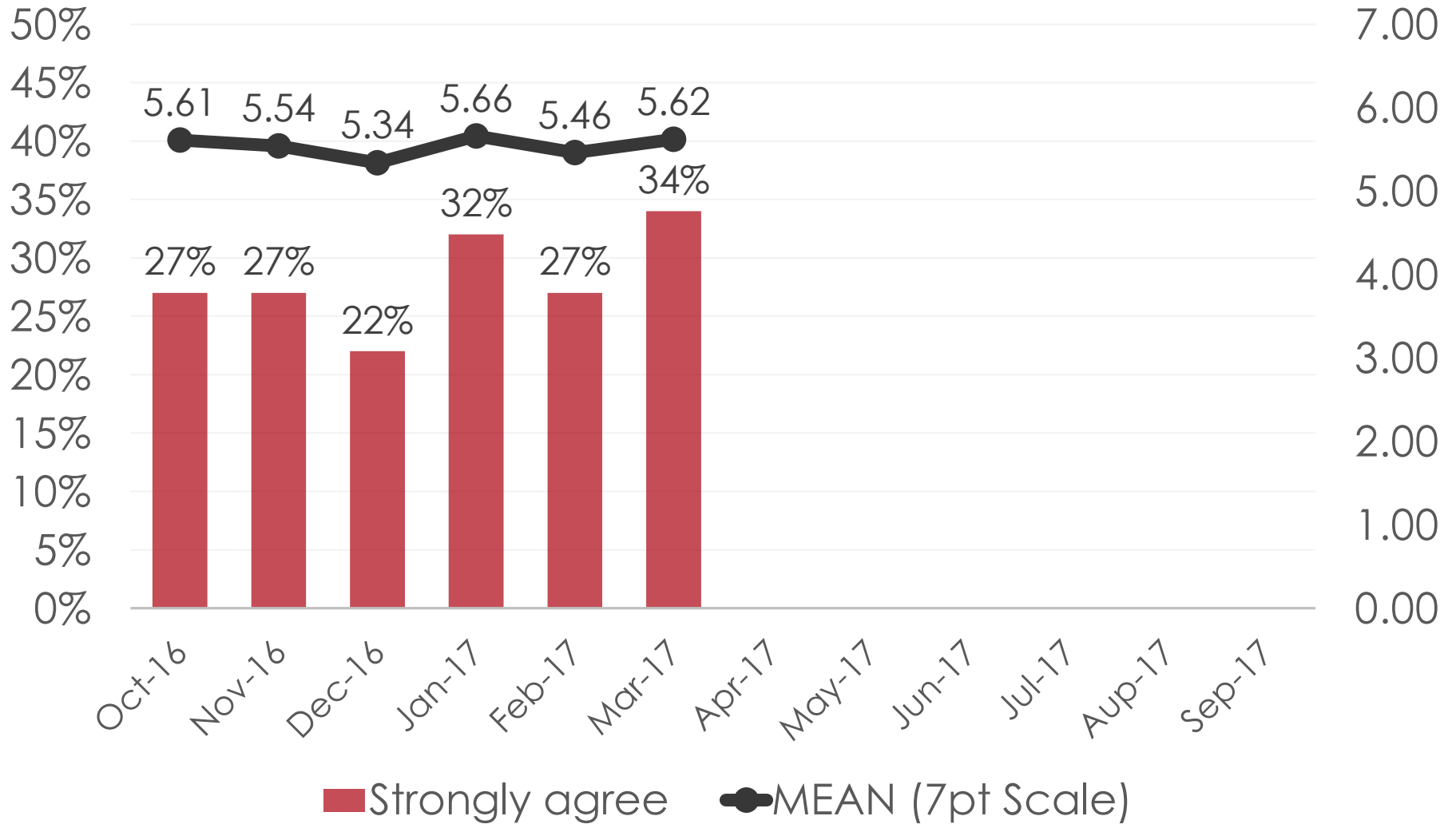
Taxis were clean



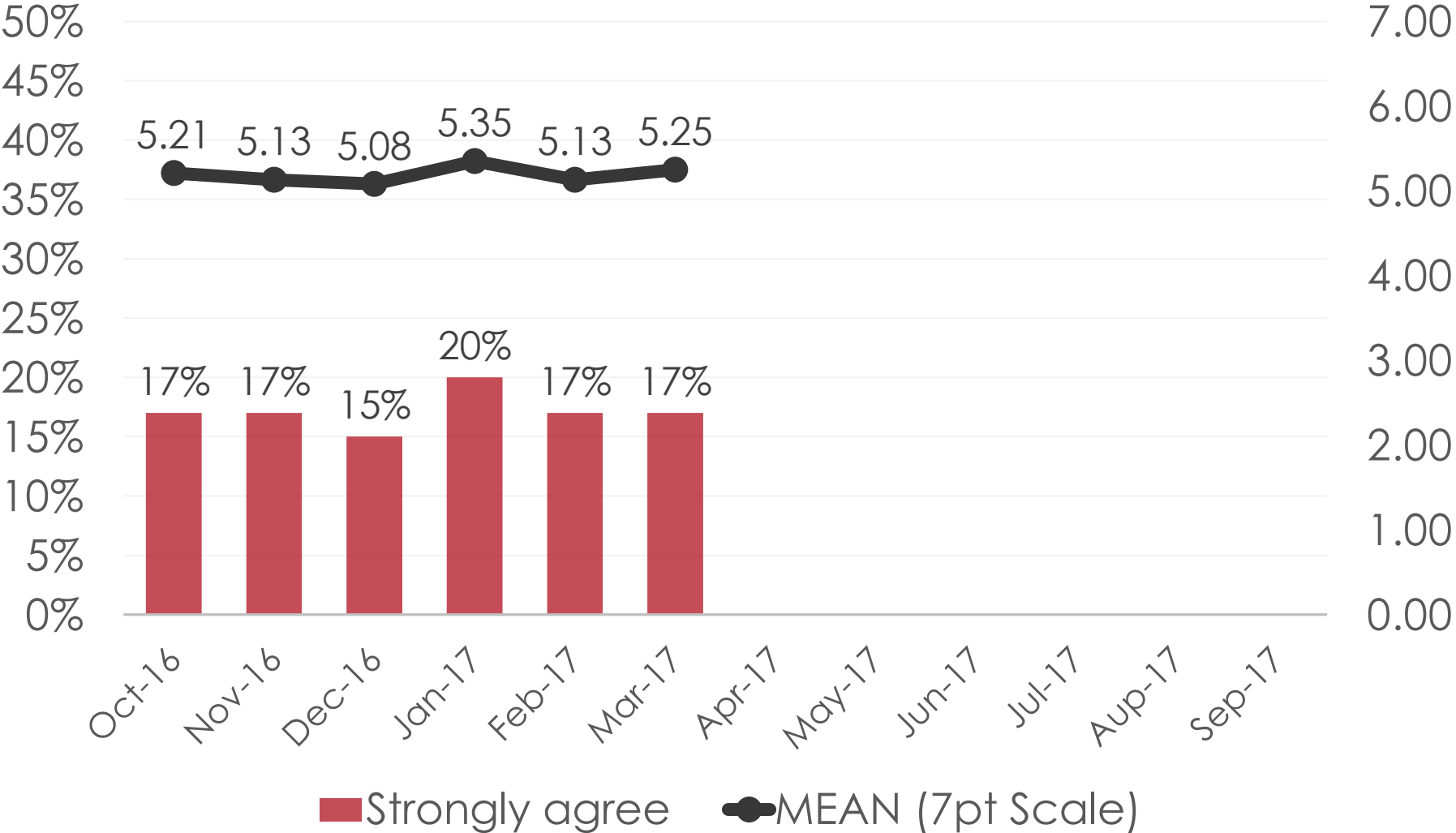
Guam airport was clean



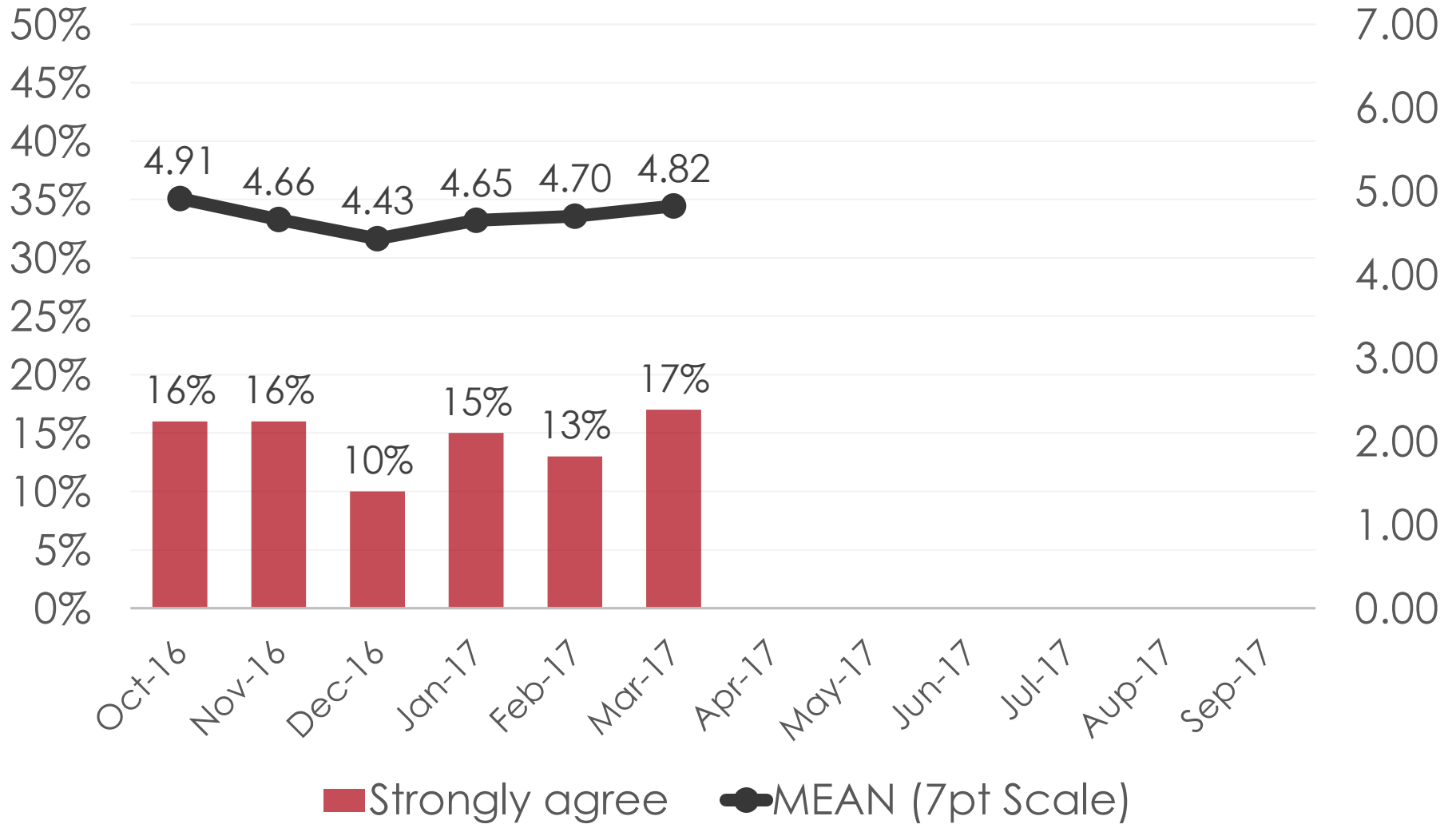
Ease of getting around



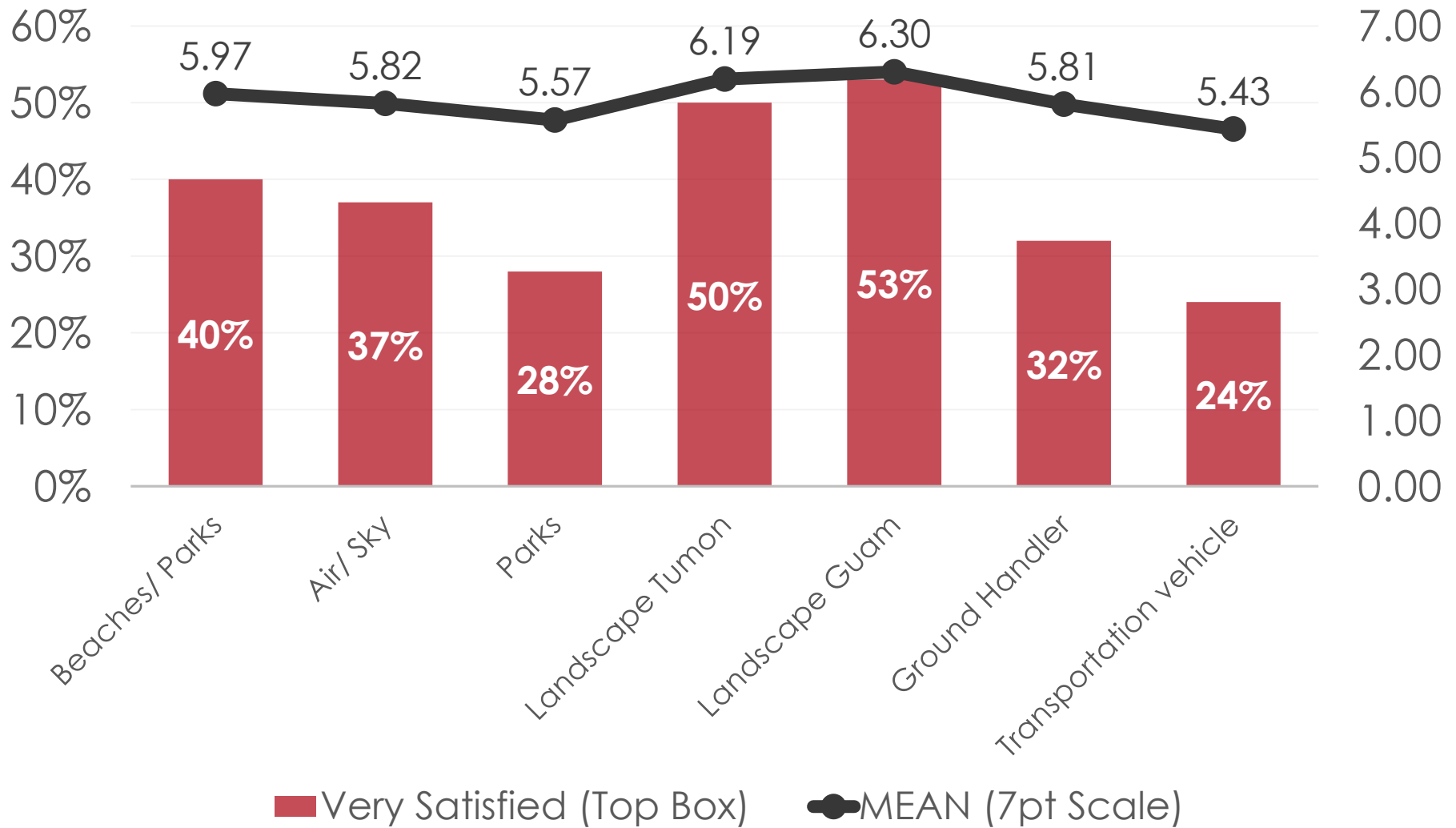
Safety walking around at night



Price of things on Guam

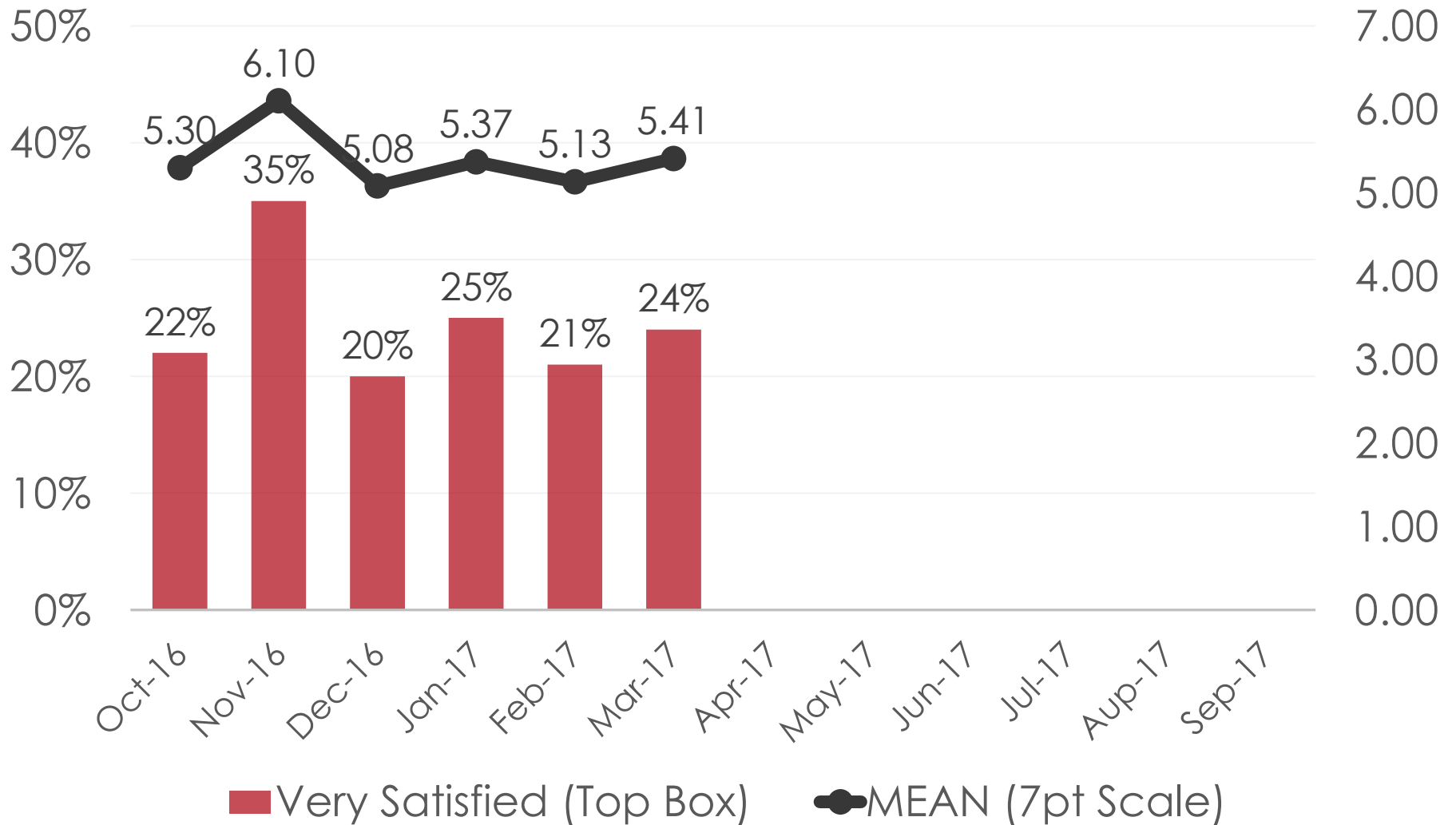


GENERAL SATISFACTION – Quality/ Cleanliness

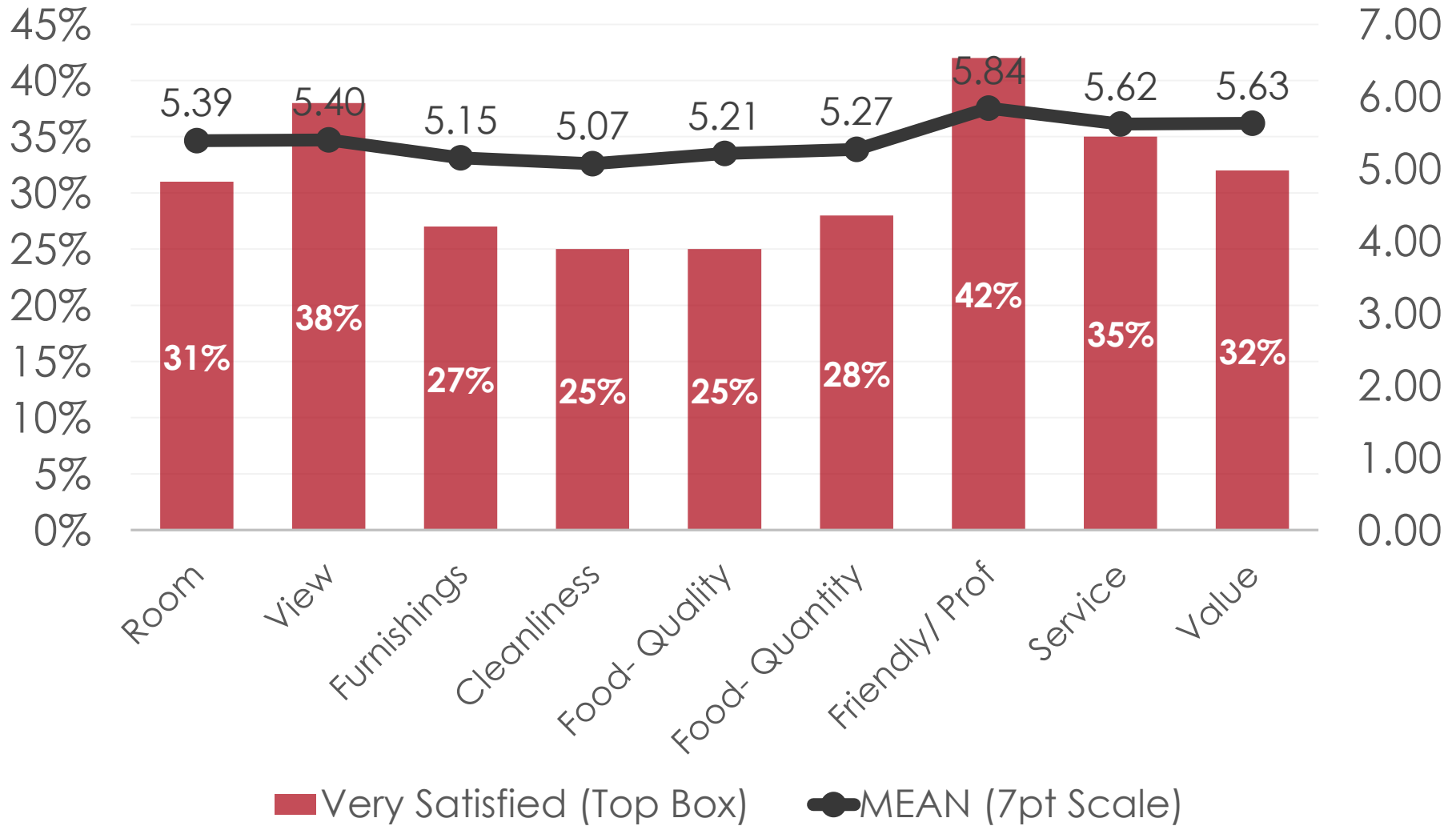


ACCOMMODATIONS

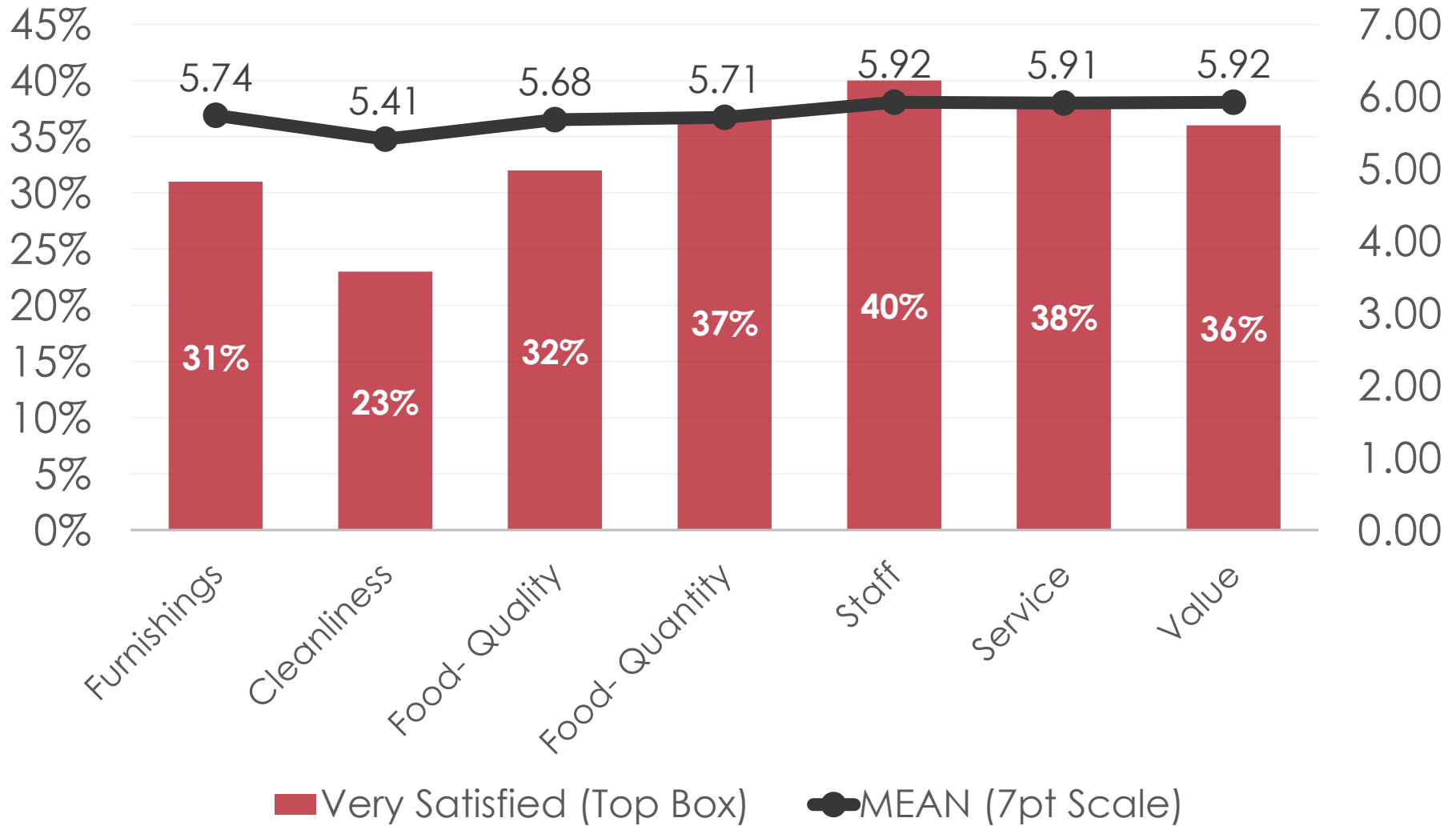
OVERALL SATISFACTION



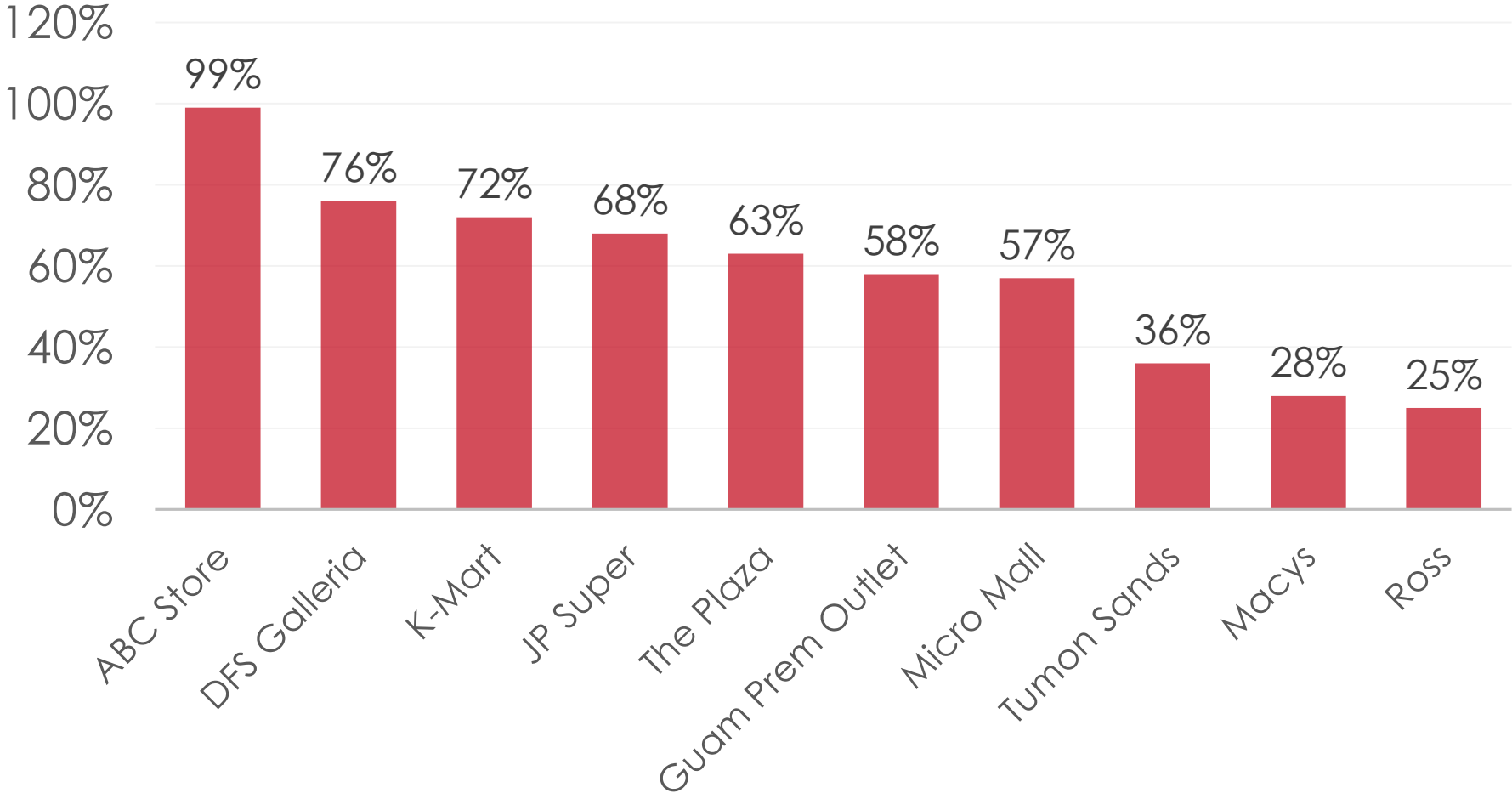
ACCOMMODATIONS – Satisfaction by Category



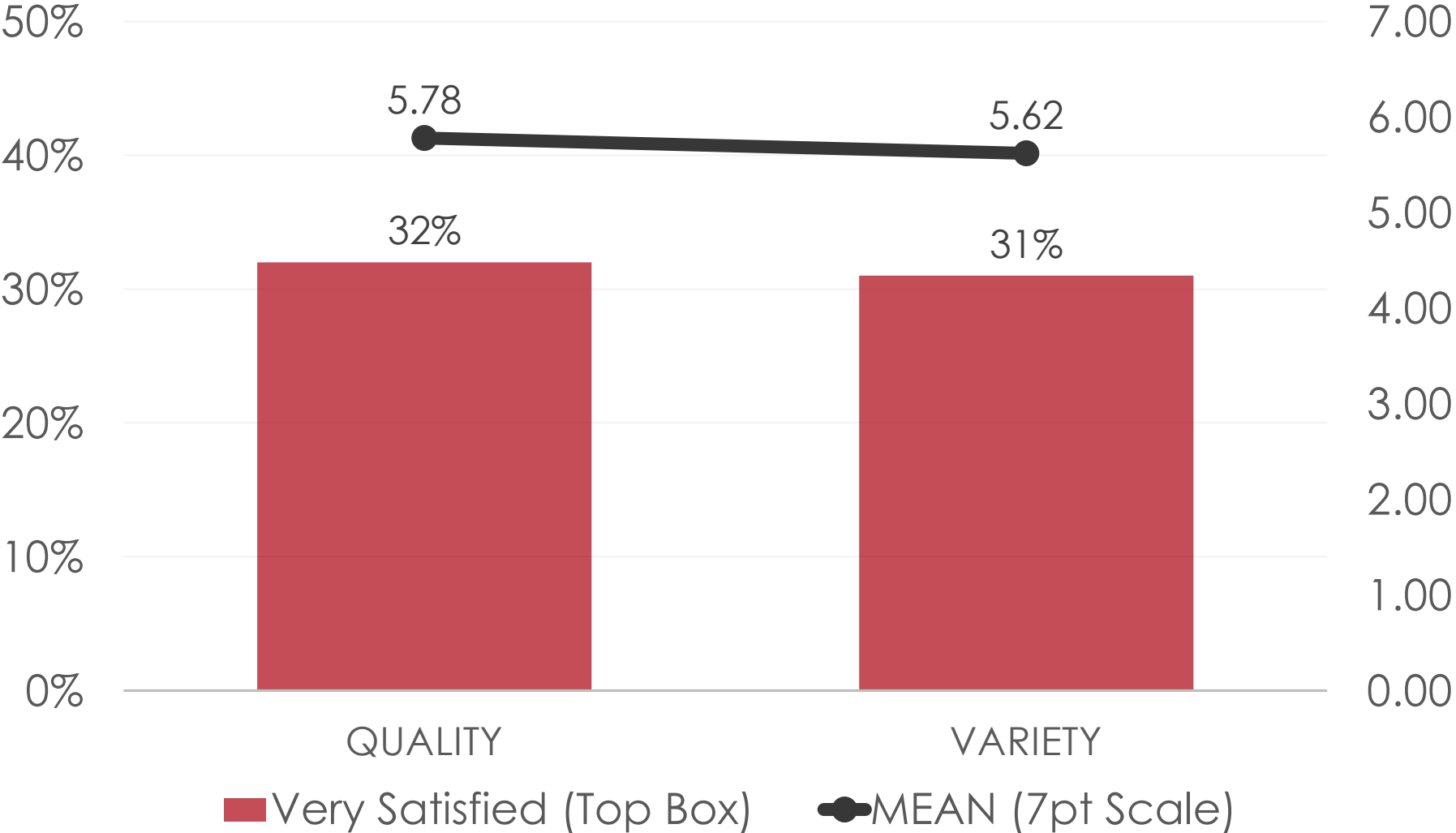
DINING EXPERIENCE (Outside Hotel) – Satisfaction by Category



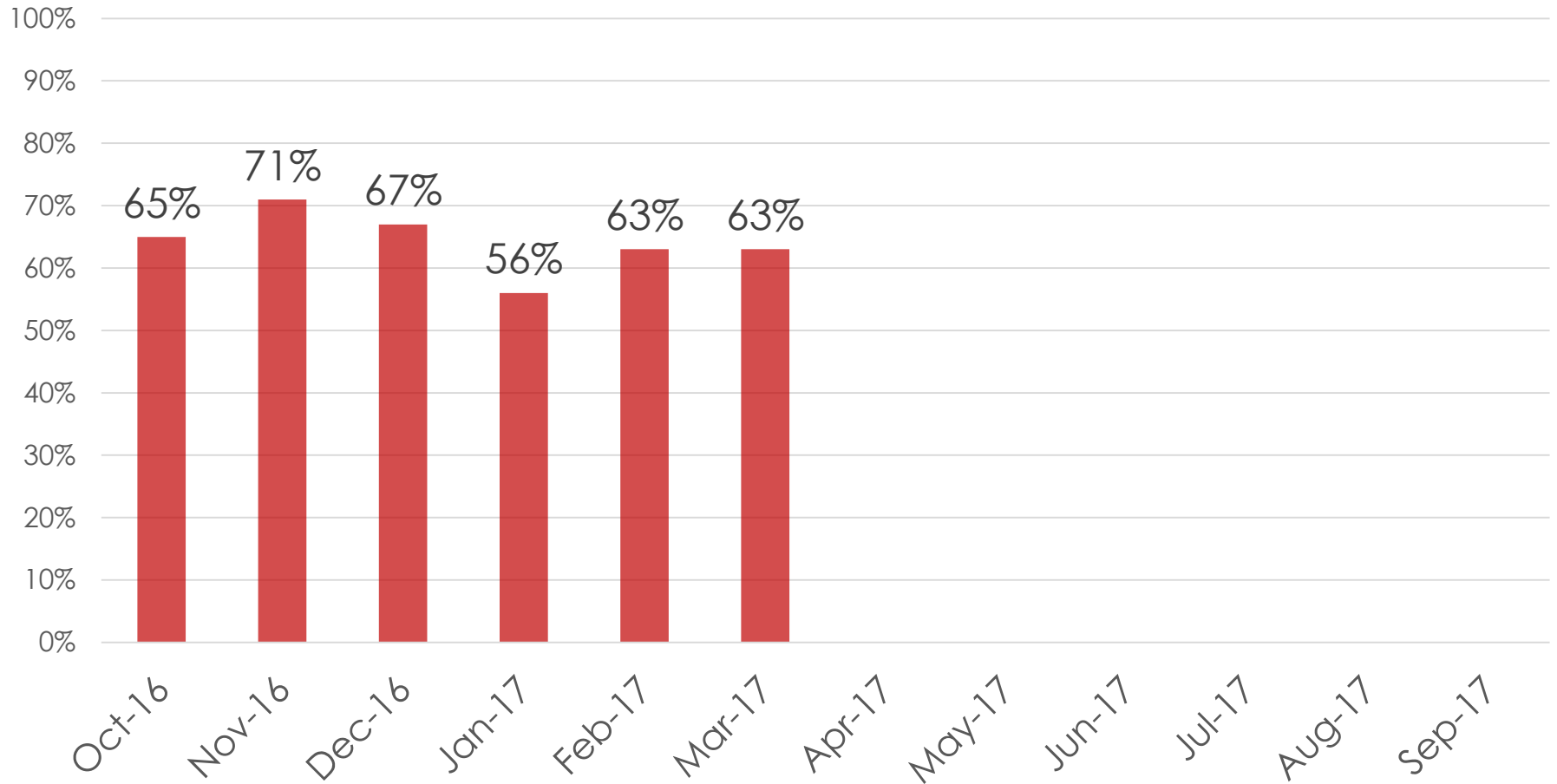
Shopping Malls/ Stores (Top Responses)



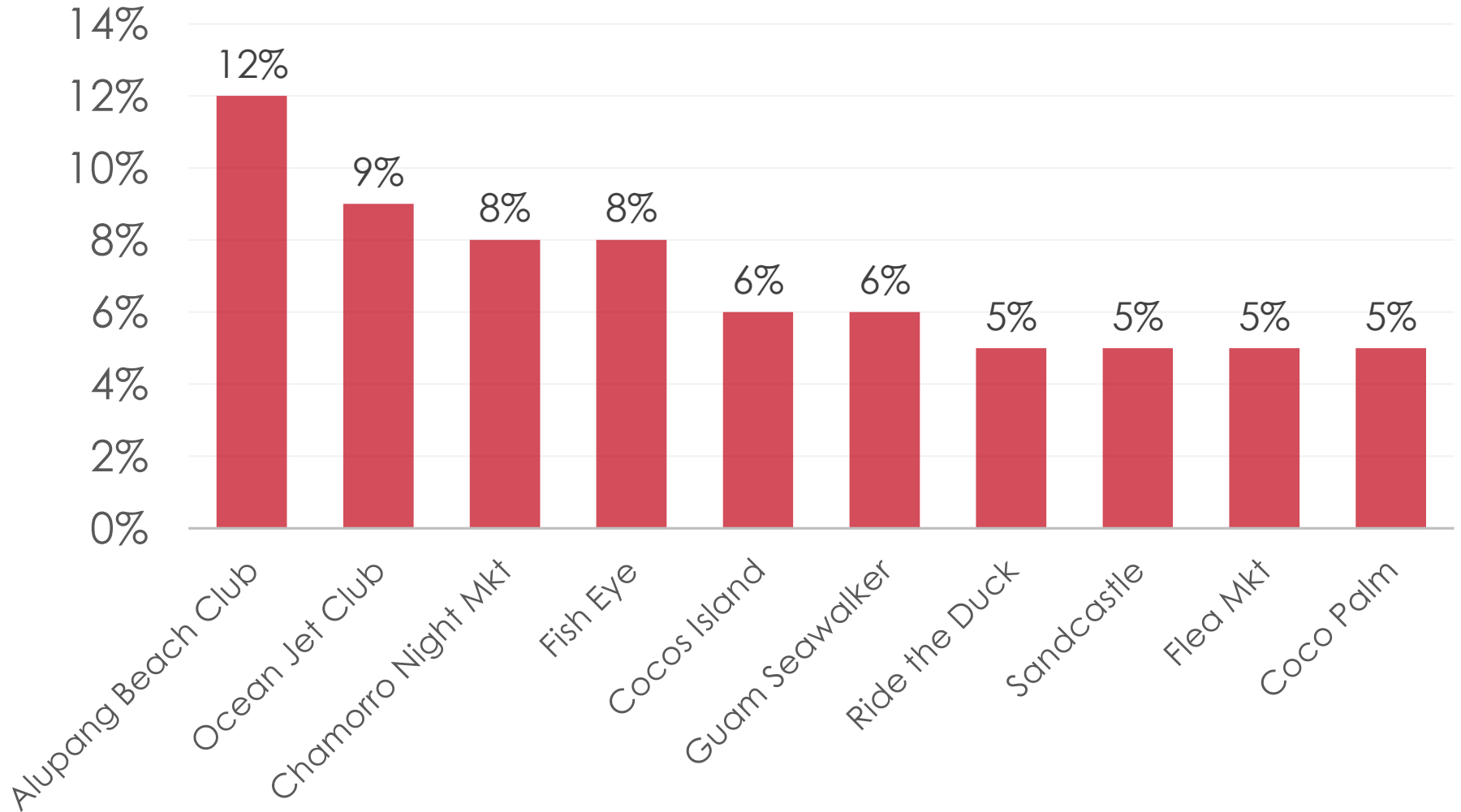
SHOPPING - SATISFACTION



OPTIONAL TOUR PARTICIPATION – FY2017 Tracking

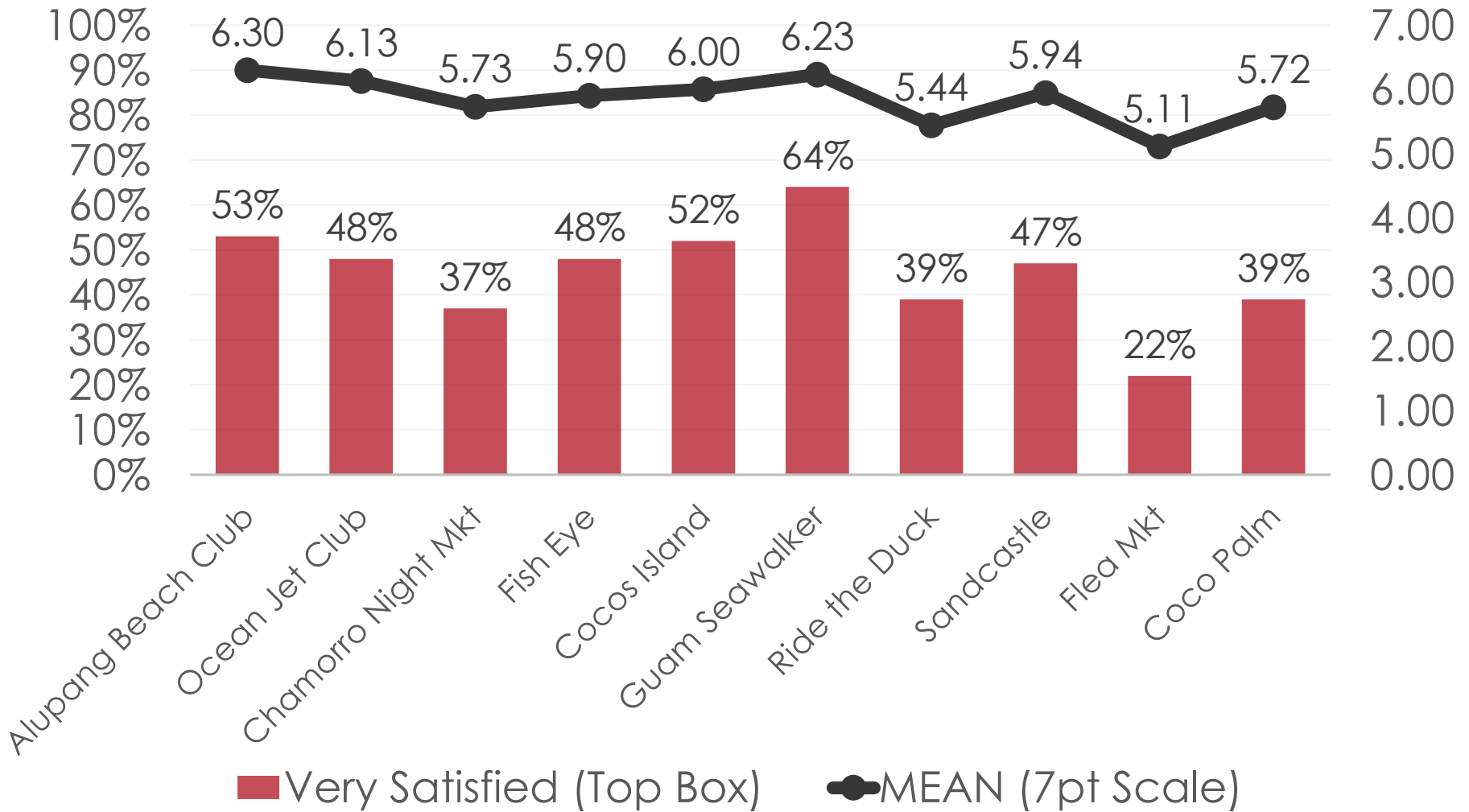


Optional Tour Participation (Top Responses)

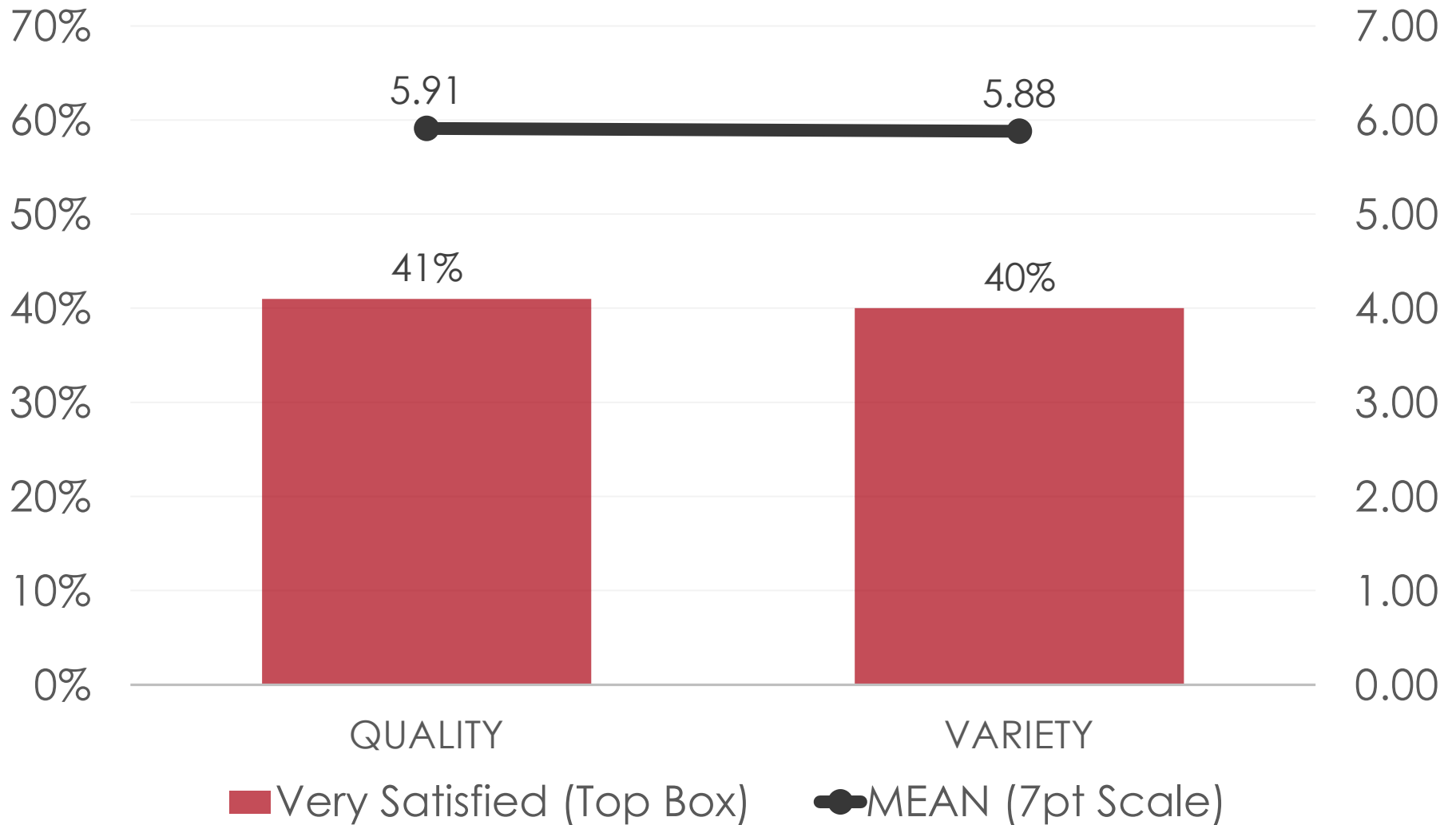


Optional Tour Satisfaction

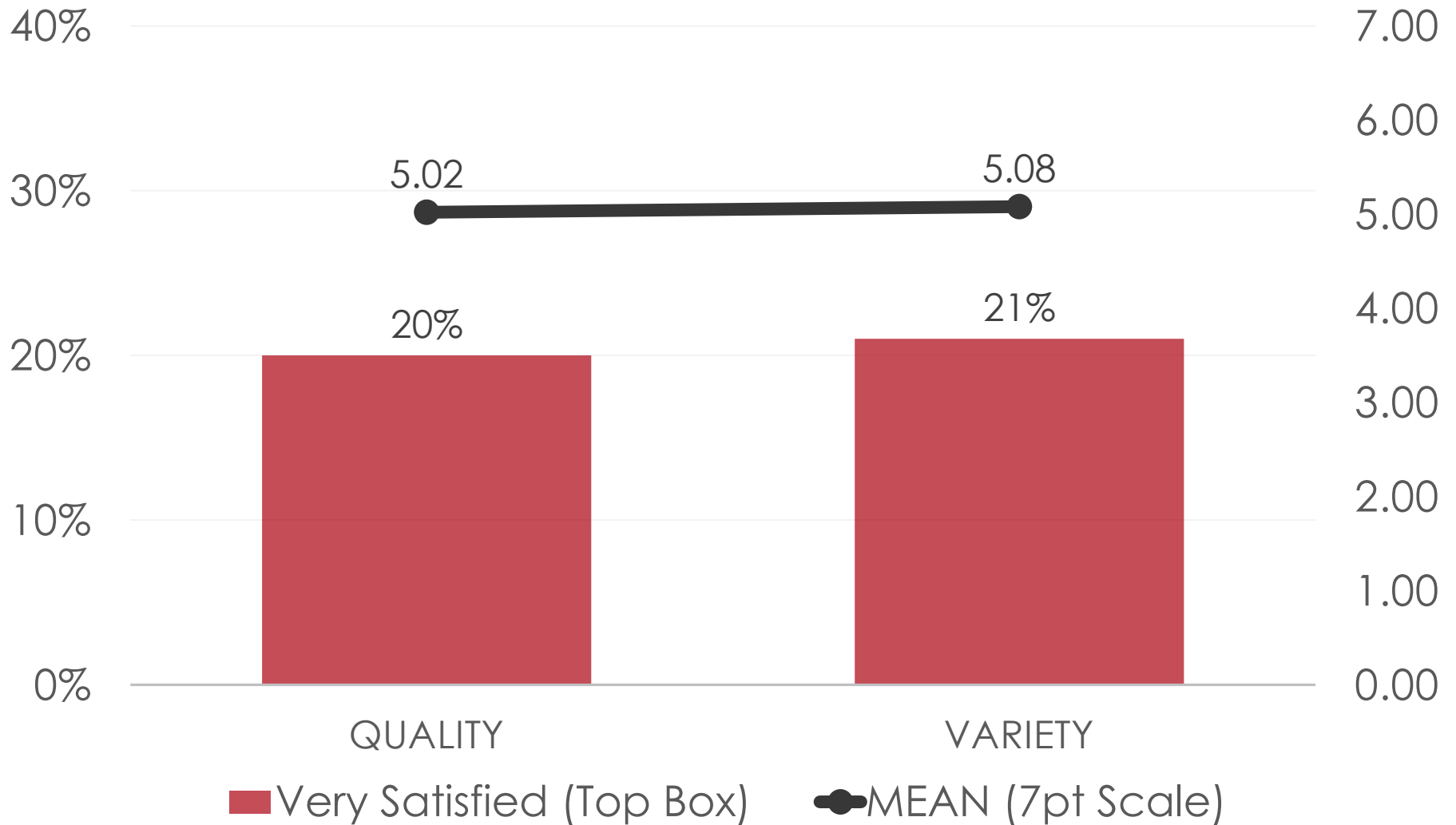
Top Responses only - Participation (5%+)



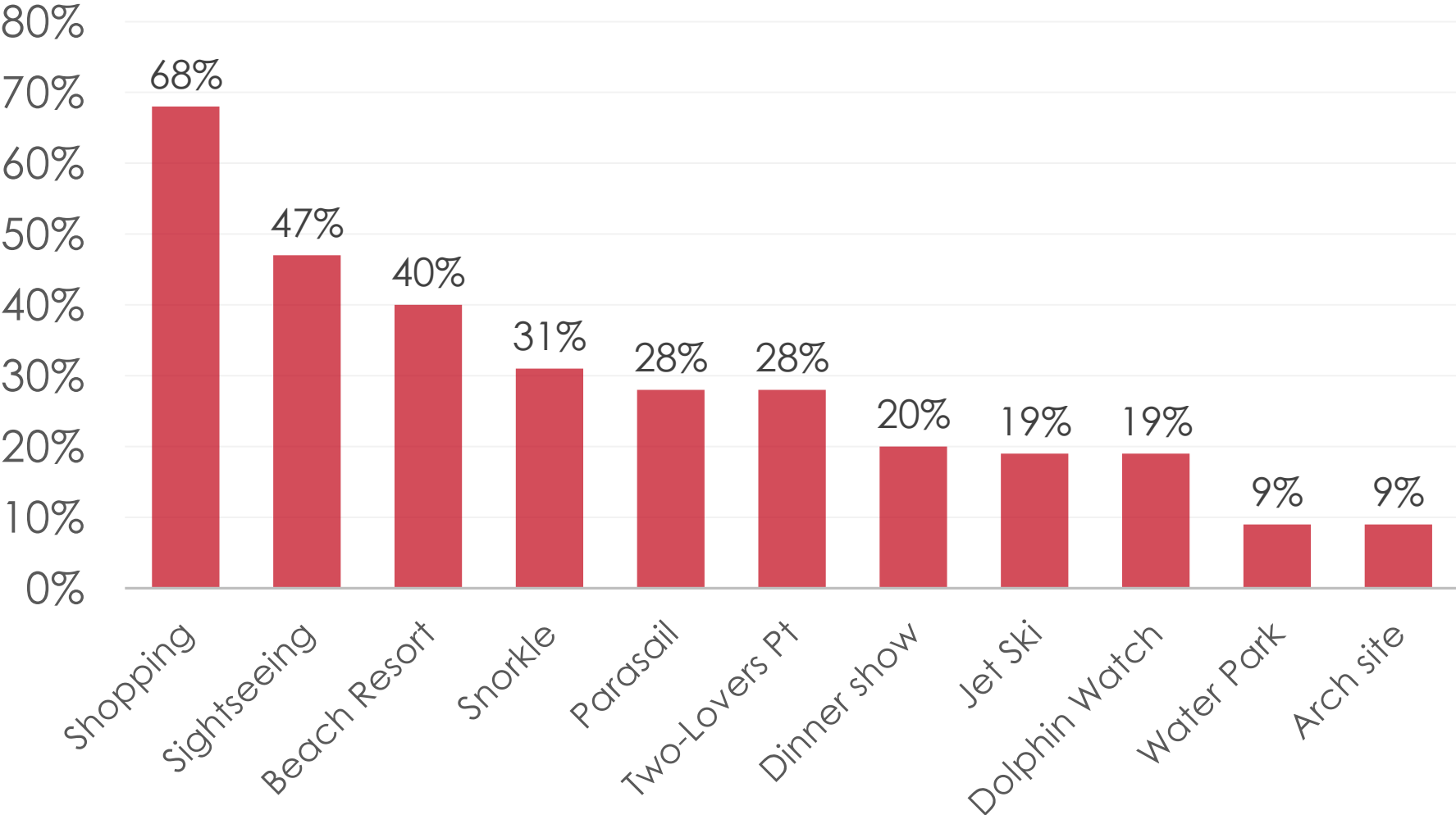
DAY TOUR - SATISFACTION



NIGHT TOUR - SATISFACTION

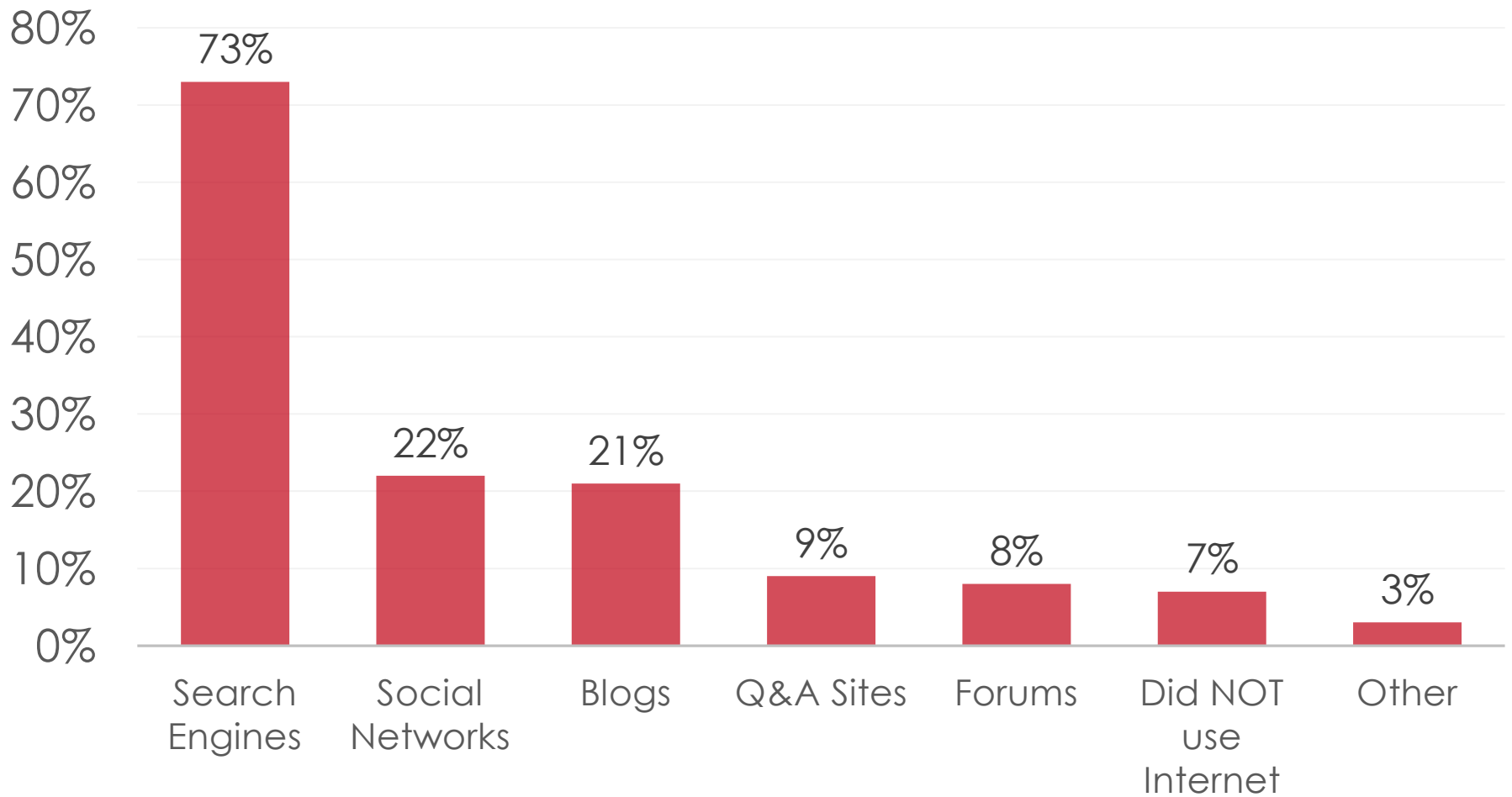


Activities Participation (Top Responses)



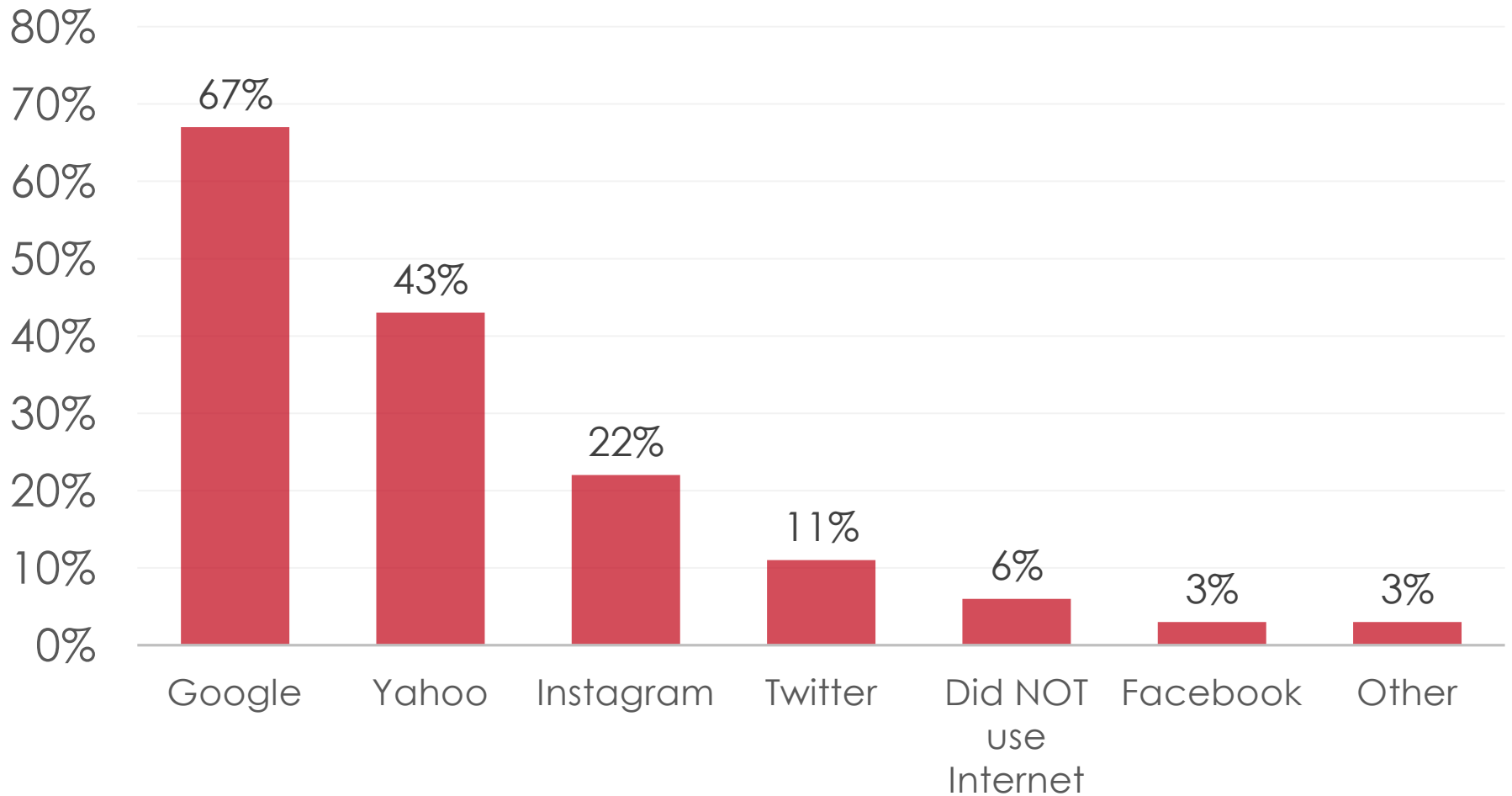
SECTION 5 PROMOTIONS

INTERNET- GUAM SOURCES OF INFORMATION



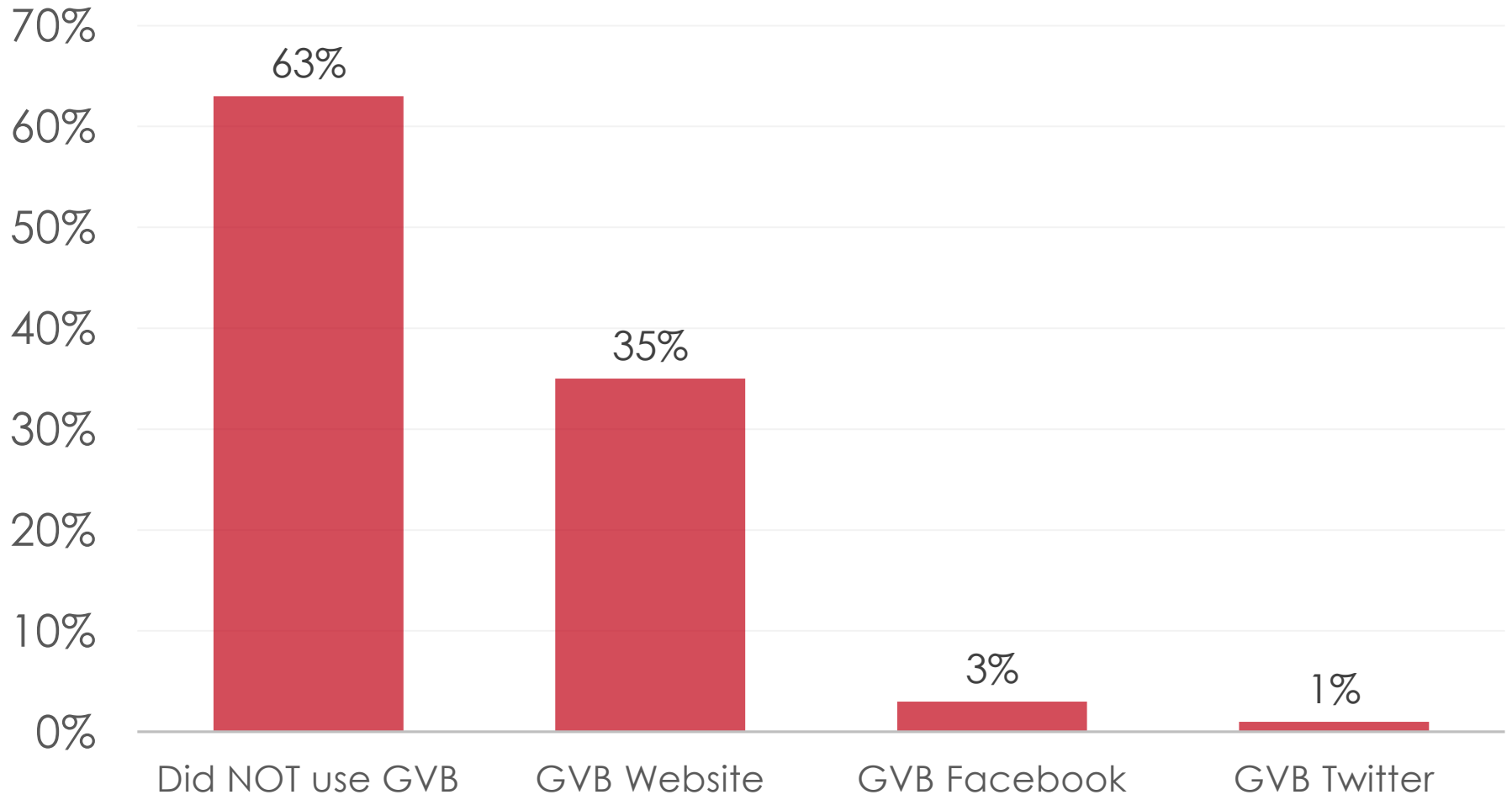
INTERNET- SOURCES OF INFORMATION

Things to do on Guam

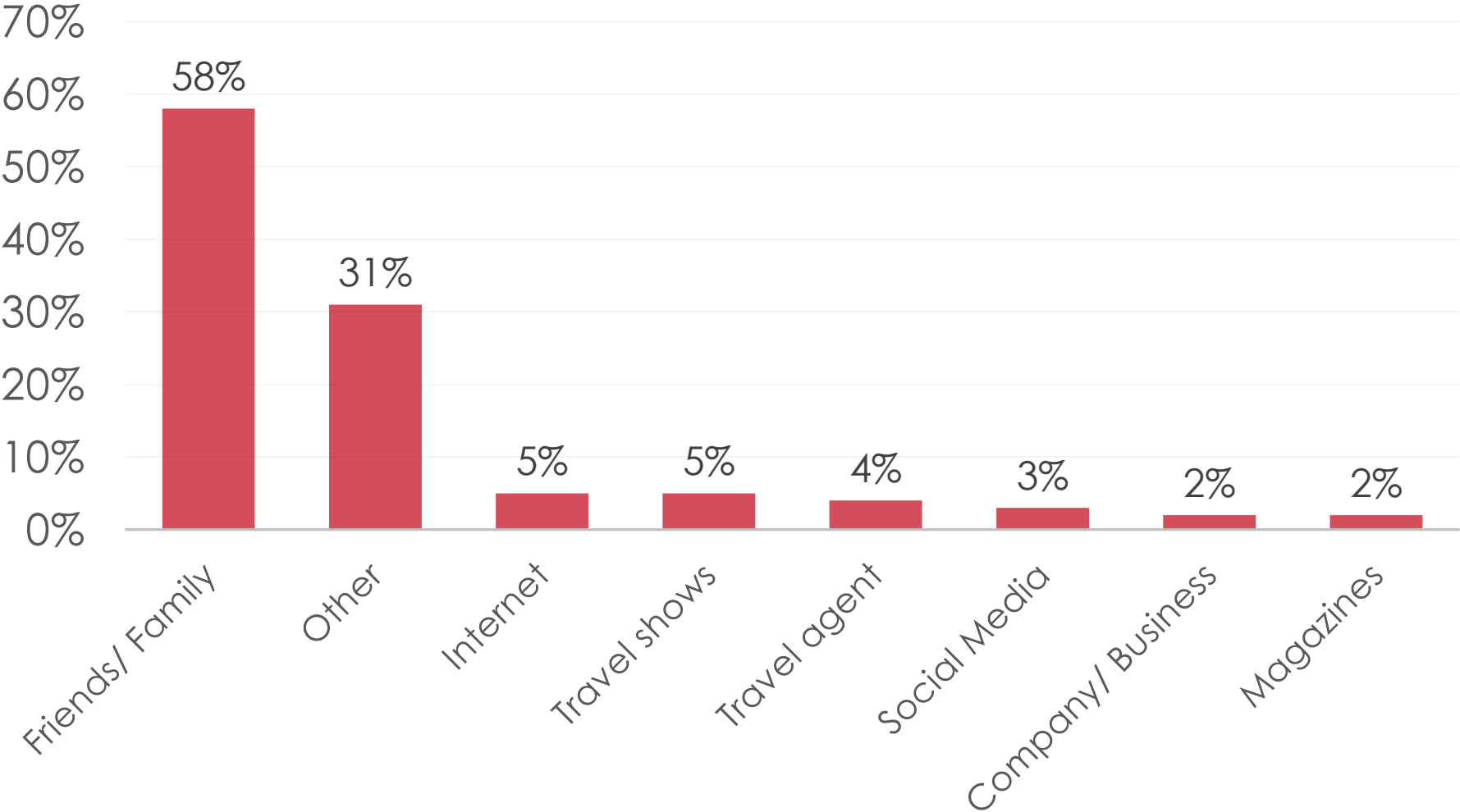


INTERNET- SOURCES OF INFORMATION

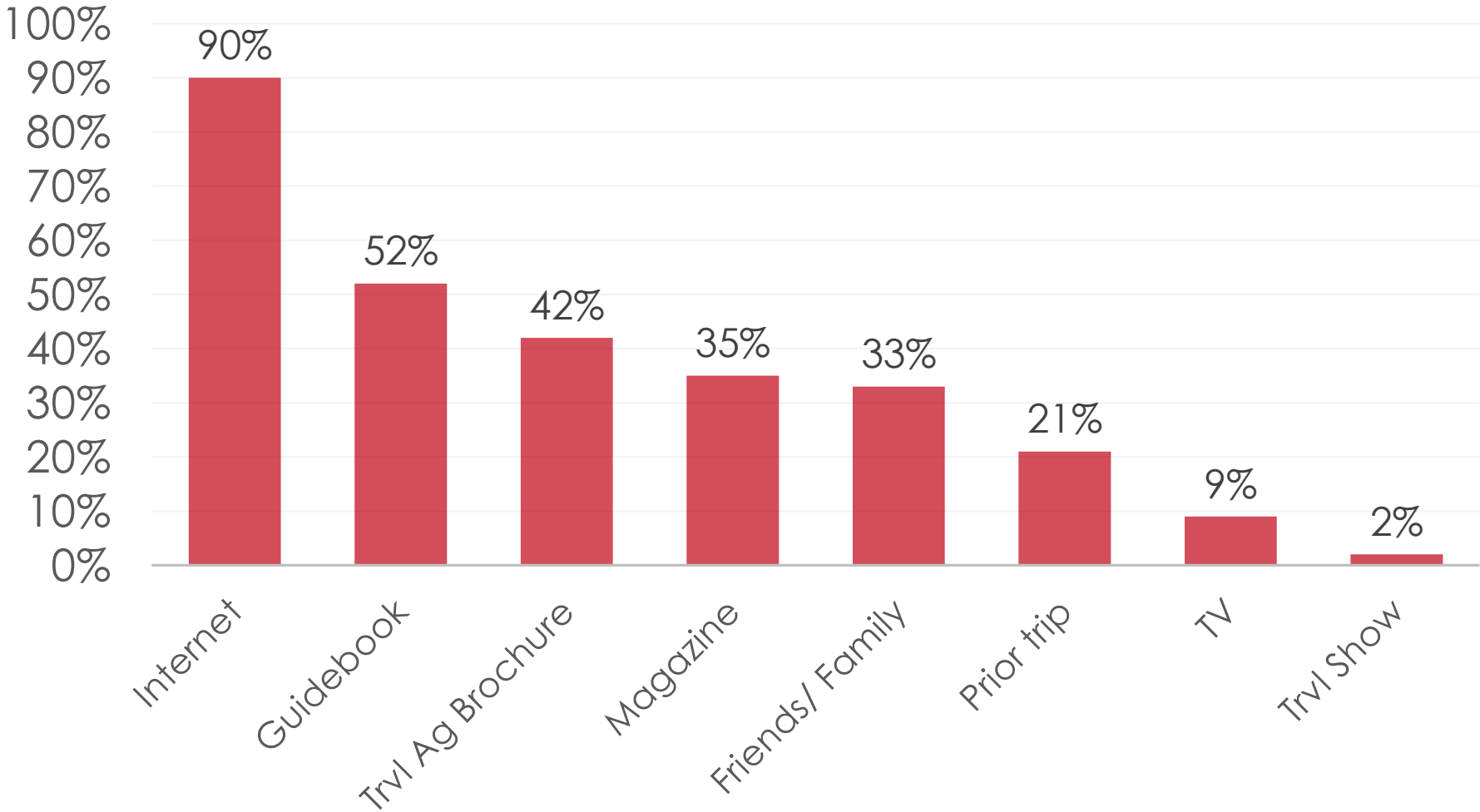
GVB



TRAVEL MOTIVATION



PRE-ARRIVAL SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION – Key Segments

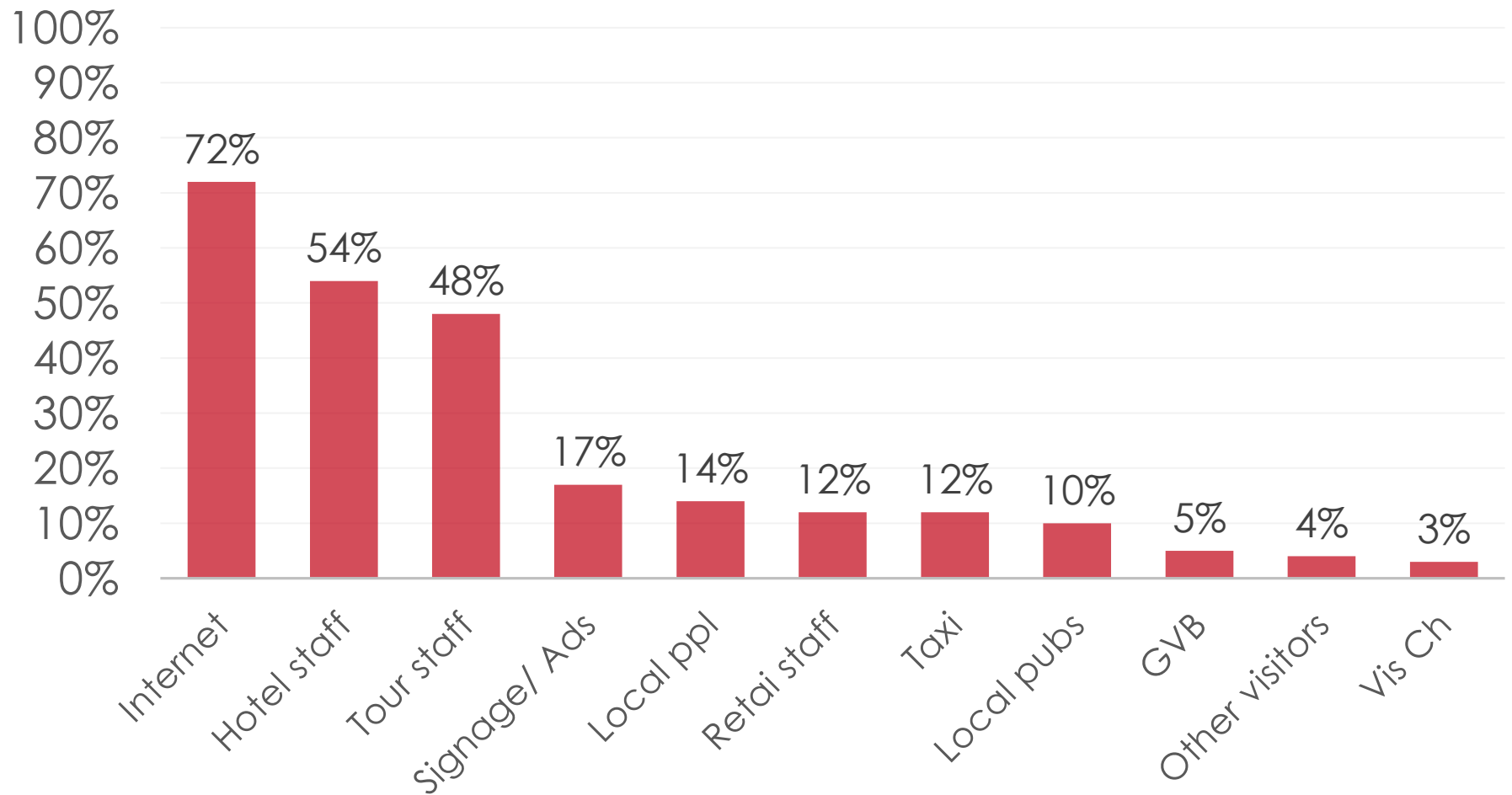
GUAM VISITORS BUREAU - EXIT SURVEY

Q1 Please select the top 3 sources of information you used to find out about Guam before you trip.

		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
Q1	Internet	90%	89%	100%	90%	67%	90%	88%	50%
	Travel Guidebook- Bookstore	52%	52%	65%	70%	40%	30%	48%	75%
	Travel Agent Brochure	42%	44%	41%	60%	53%	40%	31%	50%
	Magazine (Consumer)	35%	39%	24%	40%	53%	20%	33%	25%
	Friend/ Relative	33%	21%	41%	30%	27%	50%	26%	
	Prior Trip	21%	33%	29%	10%	40%	30%	50%	25%
	TV	9%	7%		10%	13%	10%	8%	
	Other	2%	1%					2%	
	Consumer Trvl Show	2%	2%					3%	
	Newspaper	2%	1%		10%			1%	
	Co-Worker/ Company Trvl Dept	1%	2%		10%			2%	25%
	GVB Office	1%	1%					1%	
	GVB Promo	1%	1%						
	Travel Trade Show	0%	1%					1%	
	Theater Ad	0%			10%			1%	
	Radio	0%							
	Total	353	163	17	10	15	10	149	4

ONISLE

SOURCES OF INFORMATION



ON-ISLE SOURCES OF INFORMATION – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

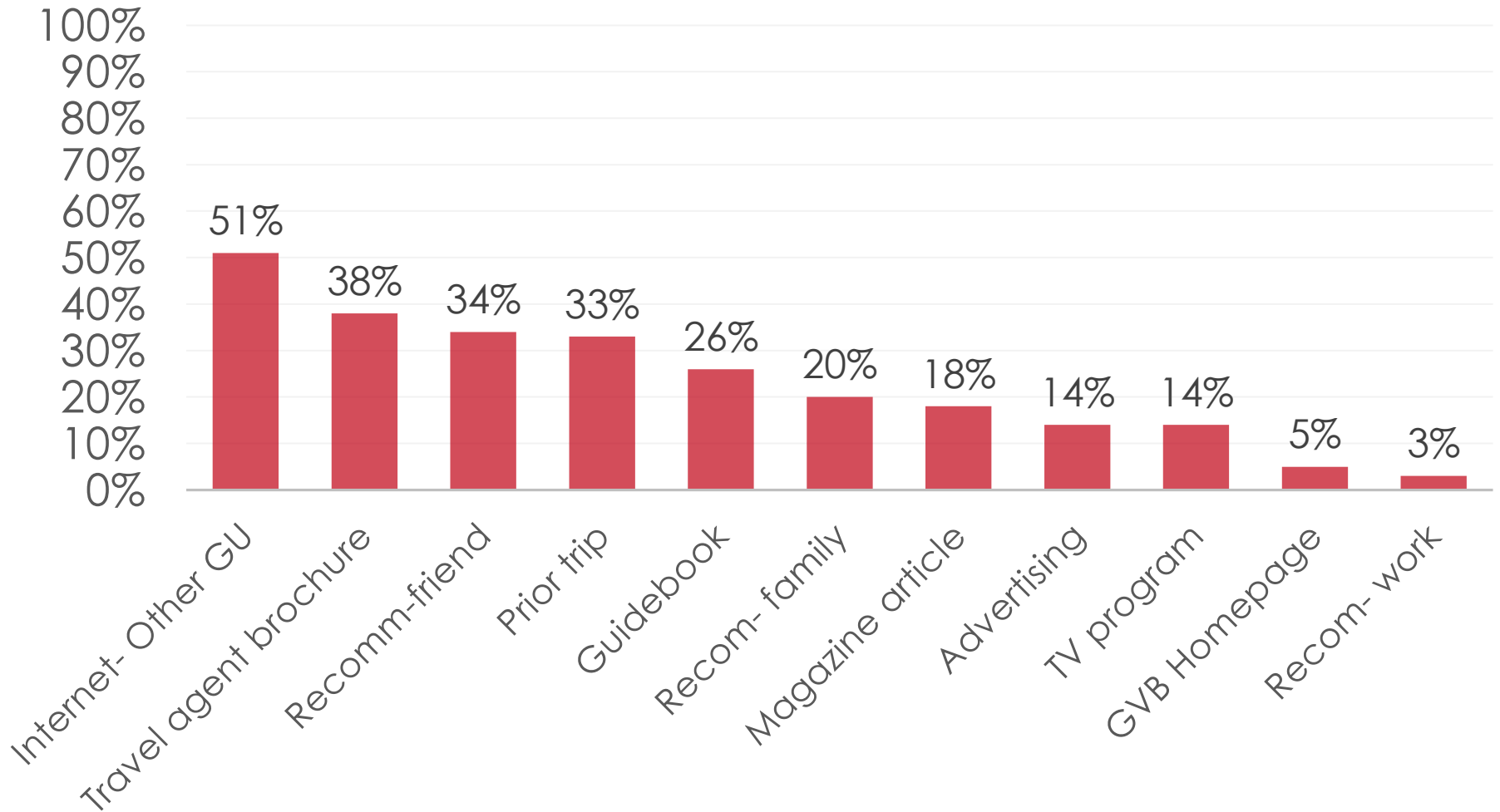
Q2 Please select the top 3 sources of information you used to find out about Guam while you were here.

		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
Q2	Internet	72%	71%	71%	56%	40%	50%	69%	33%
	Hotel Staff	54%	60%	47%	56%	80%	70%	55%	67%
	Tour Staff	48%	48%	47%	56%	33%	40%	46%	33%
	Signs/ Advertisement	17%	14%	12%	22%	20%	10%	16%	33%
	Local Ppl	14%	12%		22%	7%	10%	14%	
	Taxi Driver	12%	11%	18%	33%	13%	20%	11%	33%
	Retail Staff	12%	12%	18%	11%	27%	10%	10%	33%
	Local Publication	10%	12%	18%	33%	20%		12%	
	Other	9%	9%	12%		7%	10%	10%	
	GVB	5%	7%	18%		7%	10%	6%	
	Other Visitors	4%	5%					5%	
	Restaurant Staff	3%	3%			13%		1%	
	Visitor Channel	3%	4%		11%	20%	10%	3%	
	Total	349	161	17	9	15	10	147	3

Prepared by QMark Research

SOURCES OF INFORMATION

TRIP INFLUENCERS



SOURCES OF INFORMATION

TRIP INFLUENCERS – KEY SEGMENTS

GUAM VISITORS BUREAU - EXIT SURVEY

Q5C Please select the top 3 sources of information which motivated you to travel to Guam?

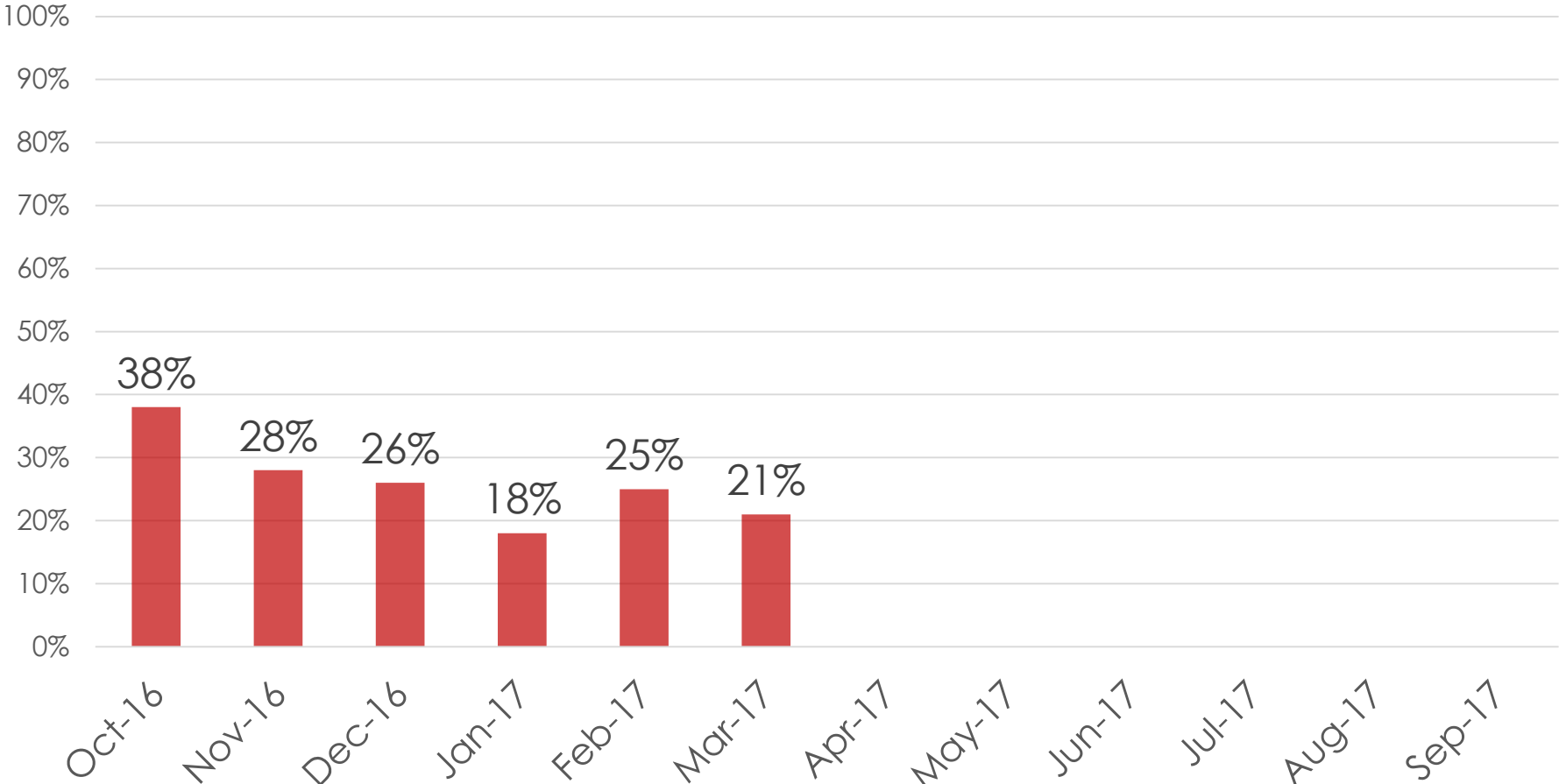
	TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
	-	-	-	-	-	-	-	-
Q5C Internet- Other Guam	51%	54%	35%	25%	19%	33%	49%	67%
Travel Ag Brochure	38%	36%	53%	25%	38%	78%	28%	33%
Recomm- friend	34%	14%	47%	63%	19%	33%	20%	
Prior trip	33%	51%	35%	25%	50%	44%	78%	33%
Guidebook- bookstore	26%	27%	18%	25%	25%	22%	22%	33%
Recomm- family/friends	20%	35%		13%	38%	22%	24%	
Magazine article	18%	16%	6%	25%	19%		10%	
Advertisement	14%	10%	18%		13%	22%	10%	
TV program	14%	9%	12%	25%	13%		8%	33%
GVB Japan homepage	5%	4%		25%	6%		4%	
Other	3%	2%	18%				4%	
Recomm- Co-worker	3%	1%	6%		6%		4%	
GVB Office	1%	1%		13%			1%	
GVB Promo activity	1%	1%					2%	33%
Guam Fiesta Show	1%	1%		13%			1%	
Miss Guam Promo	1%							
Podcast	0%						1%	33%
Total	348	162	17	8	16	9	148	3

Prepared by QMark Research

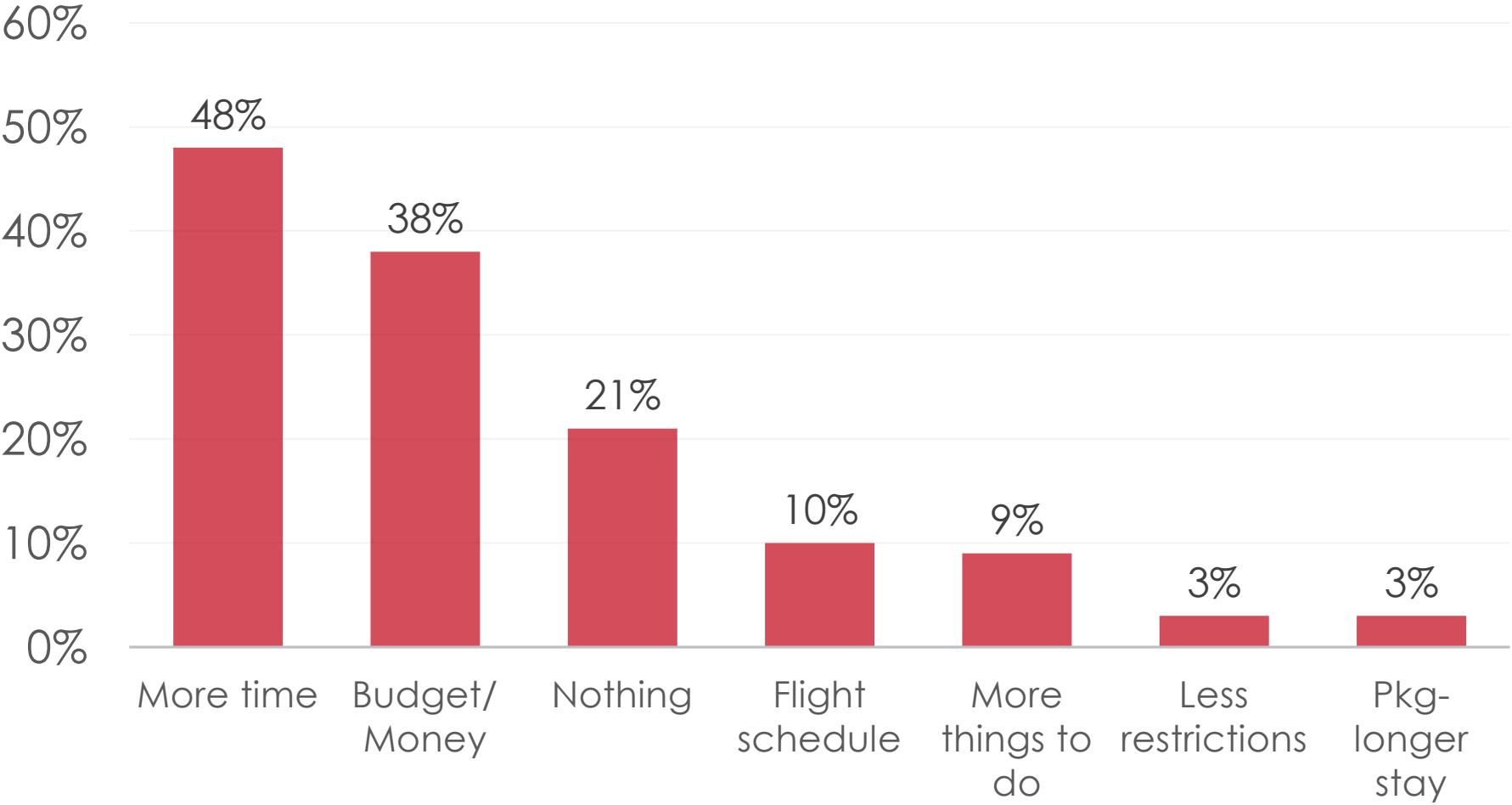
SECTION 6

FUTURE TRAVEL TO GUAM

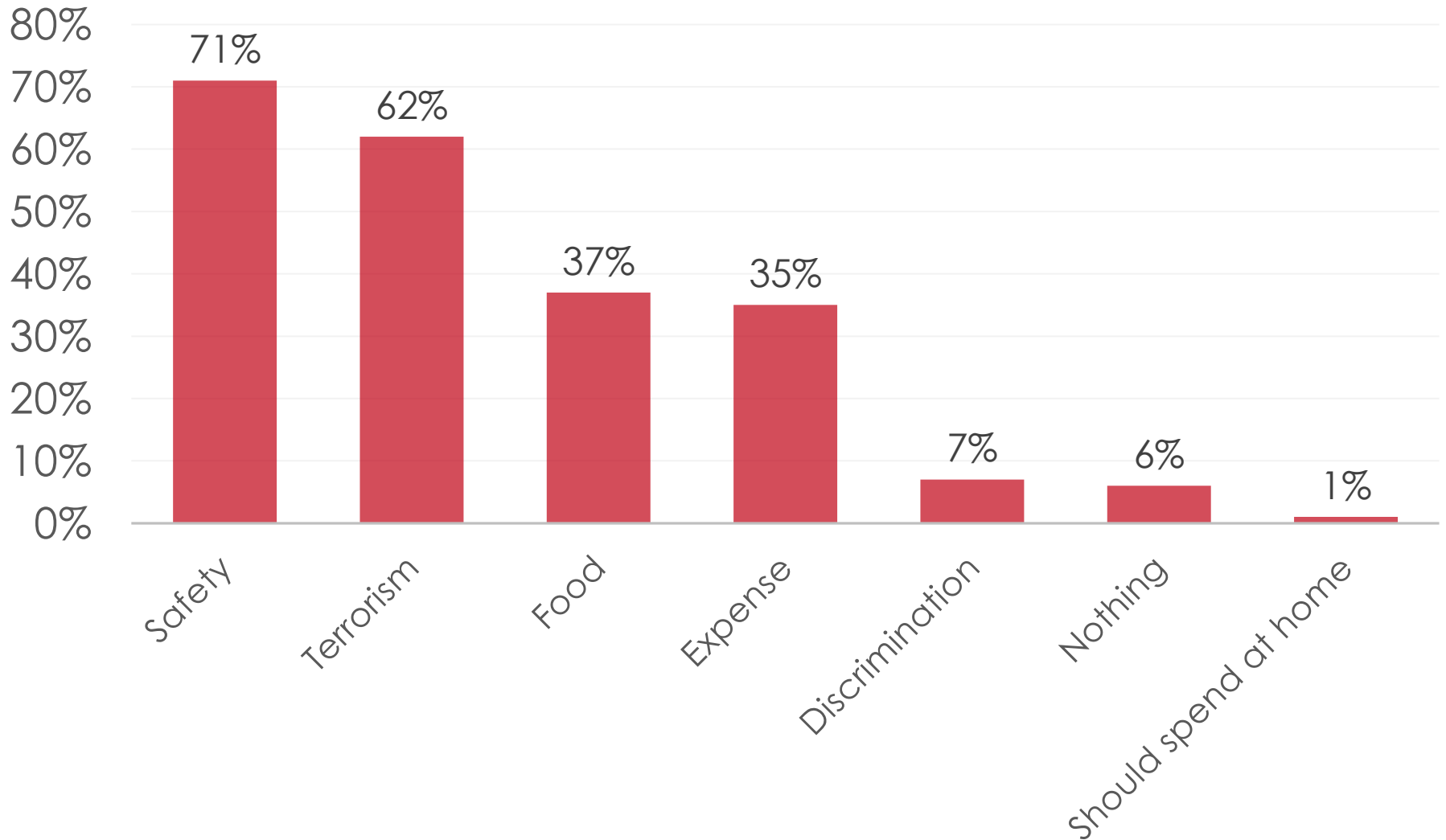
Will security screening/ immigration at Guam Airport impact future travel to Guam?



What would it take to make you stay an extra day on Guam?



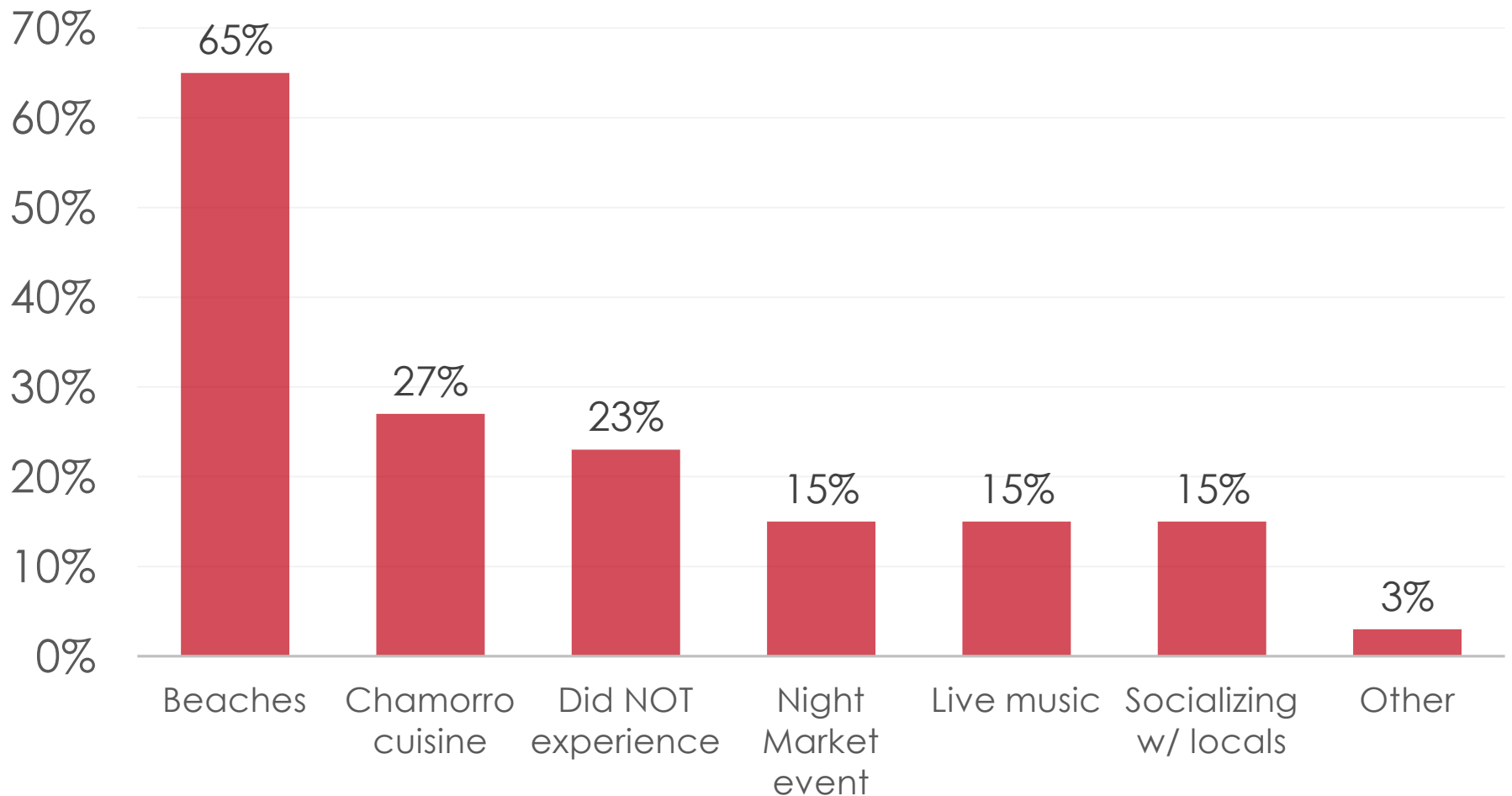
FUTURE TRAVEL CONCERNS



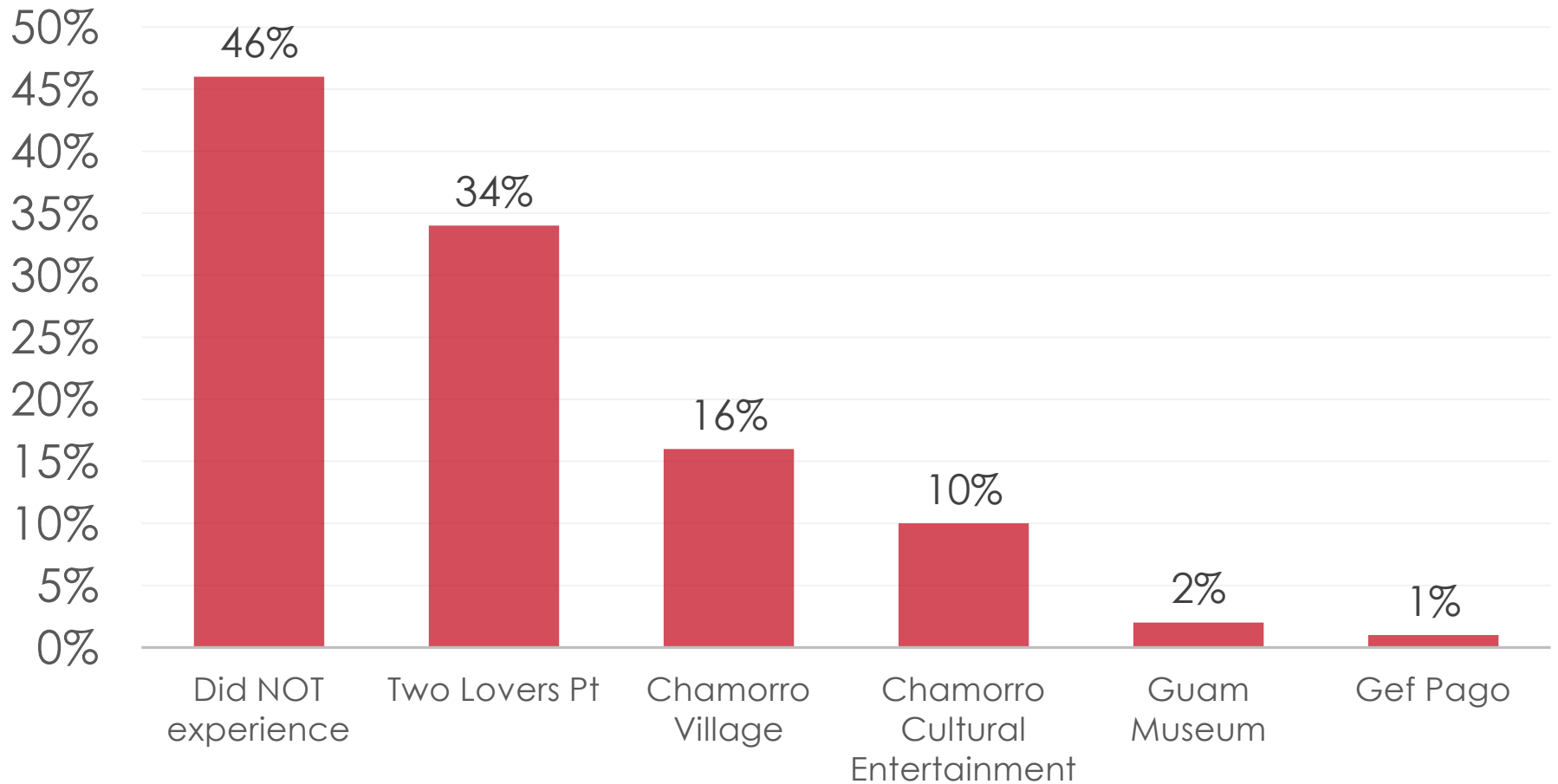
SECTION 7

GUAM CULTURE

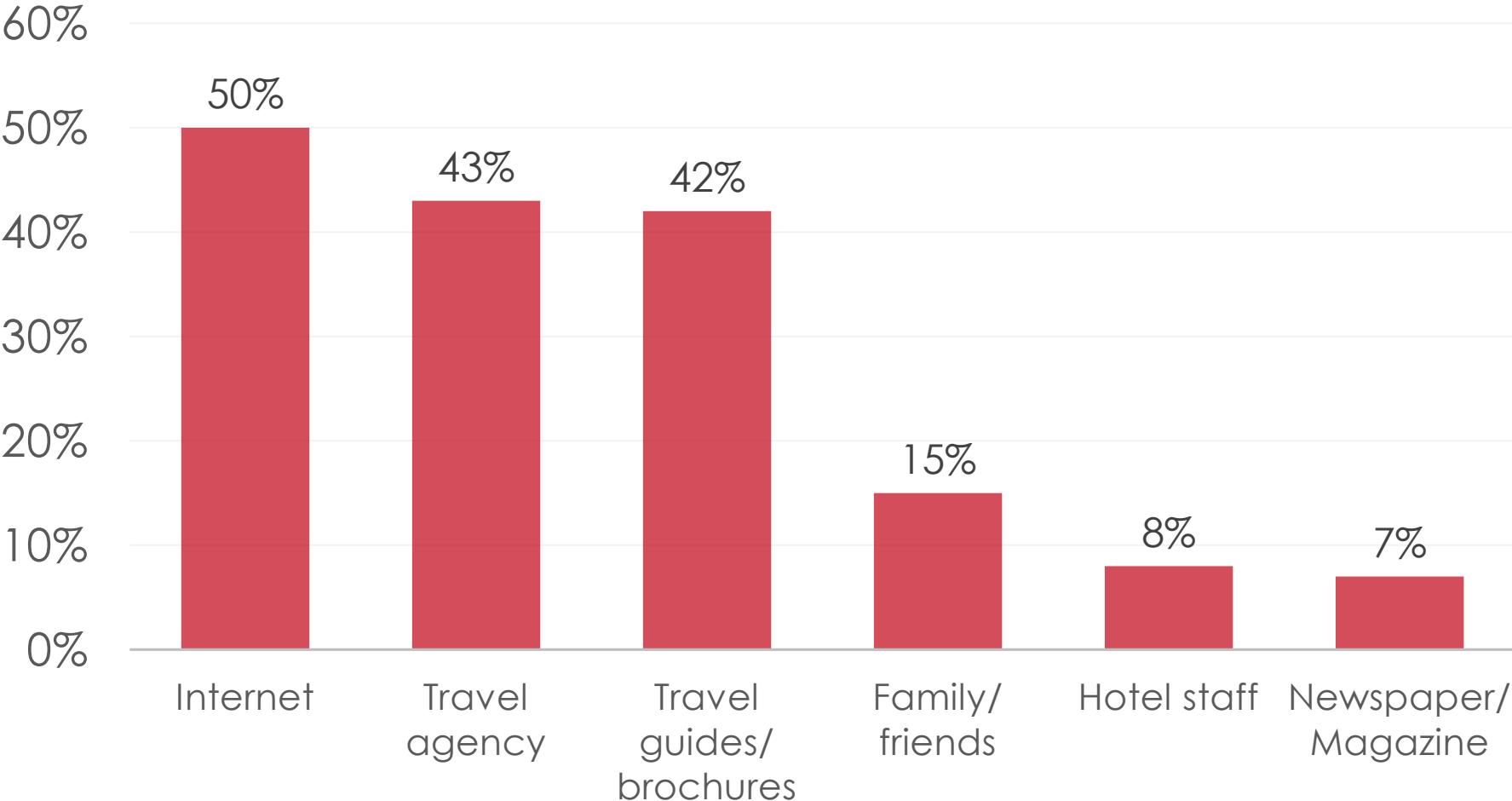
EXPERIENCED- CHAMORRO/ HAFSA ADAI SPIRIT



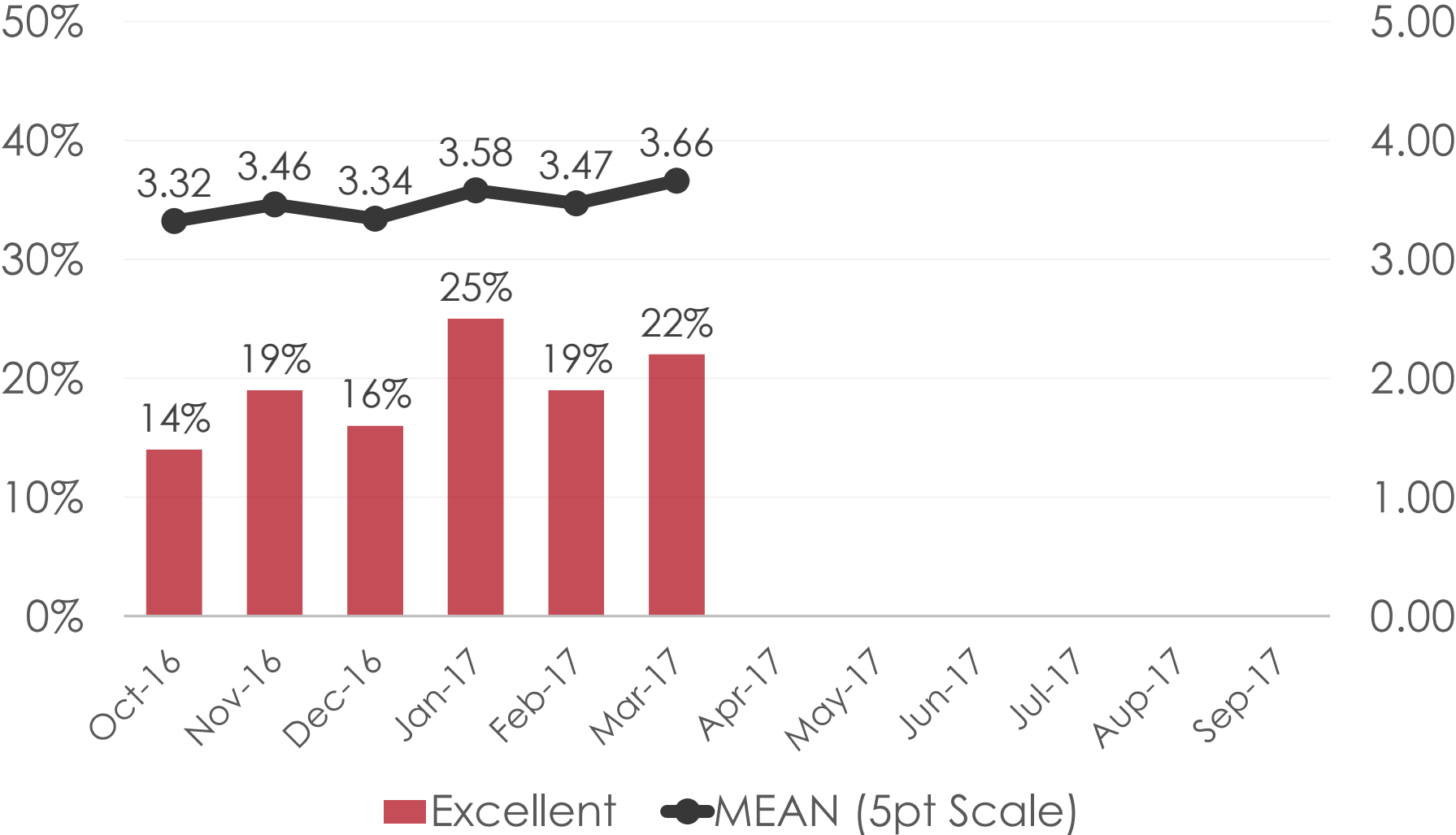
EXPERIENCED- OTHER CULTURAL ACTIVITY/EVENTS



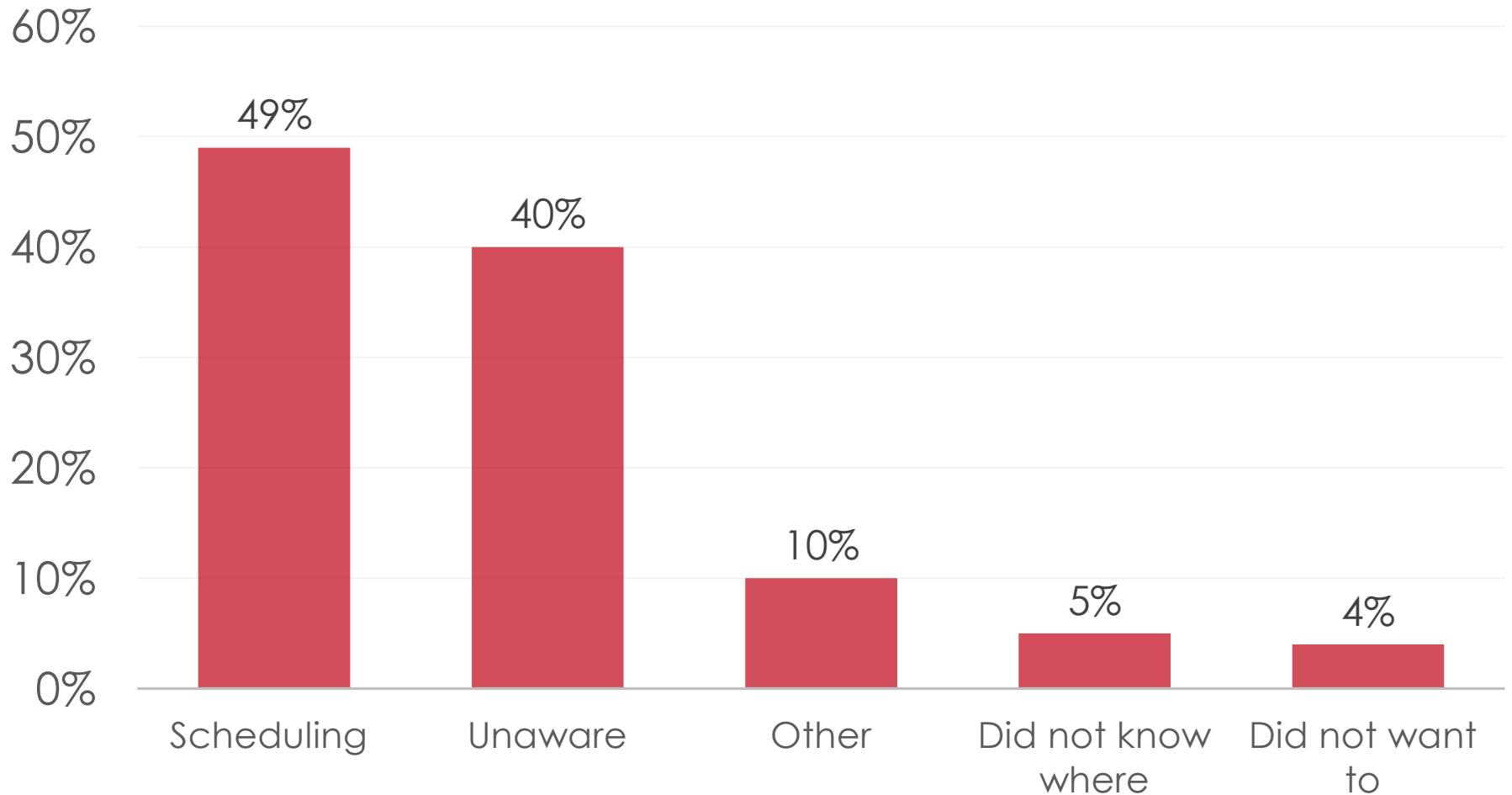
SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS



SATISFACTION- CULTURAL ACTIVITY/EVENTS



OBSTACLES- CULTURAL ACTIVITY/EVENTS



SECTION 7

ADVANCED STATISTICS

Analysis Technique

- Dependent variables: total per person on island expenditure and overall satisfaction (numeric)
- Independent variables are satisfaction with different aspects of trip to Guam (numeric).
- Use of linear stepwise regression to derive predictors (drivers) of on-island expenditure and overall satisfaction, Since both the independent and dependent variables are numeric.
- This determines the significant ($p < .05$) drivers and the percentage of the dependent variables accounted for by each significant predictor and by all of them combined.

Drivers- Overall Satisfaction

Comparison of Drivers of Overall Satisfaction, Oct, Nov, Dec 2016, Jan, Feb, Mar 2017, and Overall Oct 2016 - Mar 2017							
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Combined Oct 2016 - Mar 2017
Drivers:	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks		4	5			1	4
Ease of getting around							9
Safety walking around at night							
Quality of daytime tours			4		4		6
Variety of daytime tours							
Quality of nighttime tours							
Variety of nighttime tours							8
Quality of shopping	2		2	3			
Variety of shopping		6			3	2	3
Price of things on Guam							
Quality of hotel accommodations	3	3		4	5	3	2
Quality/cleanliness of air, sky		5	3				
Quality/cleanliness of parks							
Quality of landscape in Tumon		2			2		7
Quality of landscape in Guam			1	1		4	1
Quality of ground handler	1	1					5
Quality/cleanliness of transportation vehicles	4			2	1		
% of Overall Satisfaction Accounted For	64.7%	55.2%	43.2%	41.1%	43.4%	50.1%	46.8%

NOTE: Only significant drivers are included.

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Japan visitor's experience on Guam is driven by four significant factors in the March 2017 Period. By rank order they are:
 - **Quality & cleanliness of beaches & parks,**
 - **Variety of shopping,**
 - **Quality of hotel accommodations, and**
 - **Quality of landscape in Guam.**
- With all five factors the overall r^2 is .501 meaning that **50.1% of overall satisfaction is accounted for by these factors.**

Drivers – On-Isle Expenditures

Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2016, Jan, Feb, Mar 2017 and Overall Oct 2016-Mar 2017							
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Combined Oct 2016-Mar 2017
Drivers:	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks				1			
Ease of getting around				3			
Safety walking around at night							
Quality of daytime tours							
Variety of daytime tours				4			
Quality of nighttime tours							
Variety of nighttime tours							
Quality of shopping	1						3
Variety of shopping							
Price of things on Guam		1					
Quality of hotel accommodations					2		1
Quality/cleanliness of air, sky							
Quality/cleanliness of parks							
Quality of landscape in Tumon				2			
Quality of landscape in Guam							
Quality of ground handler				5			
Quality/cleanliness of transportation vehicles					1		2
% of Per Person On Island Expenditures Accounted For	2.7%	1.8%	0.0%	10.0%	5.6%	0.0%	1.3%

NOTE: Only significant drivers are included.

Drivers of On-Isle Expenditures

- **Per Person On Island Expenditure** of Japan visitors on Guam is driven by no significant factors in the March 2017 period.