

# Guam Visitors Bureau

## Korean Visitor Tracker Exit Profile & Market Segmentation Report

FY2017

MAY 2017

Prepared by: Anthology Research

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# Background and Methodology

- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, Anthology's professional Korean speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **354** departing Korean 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 **354** is +/- 5.23 percentage points with a 95% confidence level. That is, if all Korean 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.

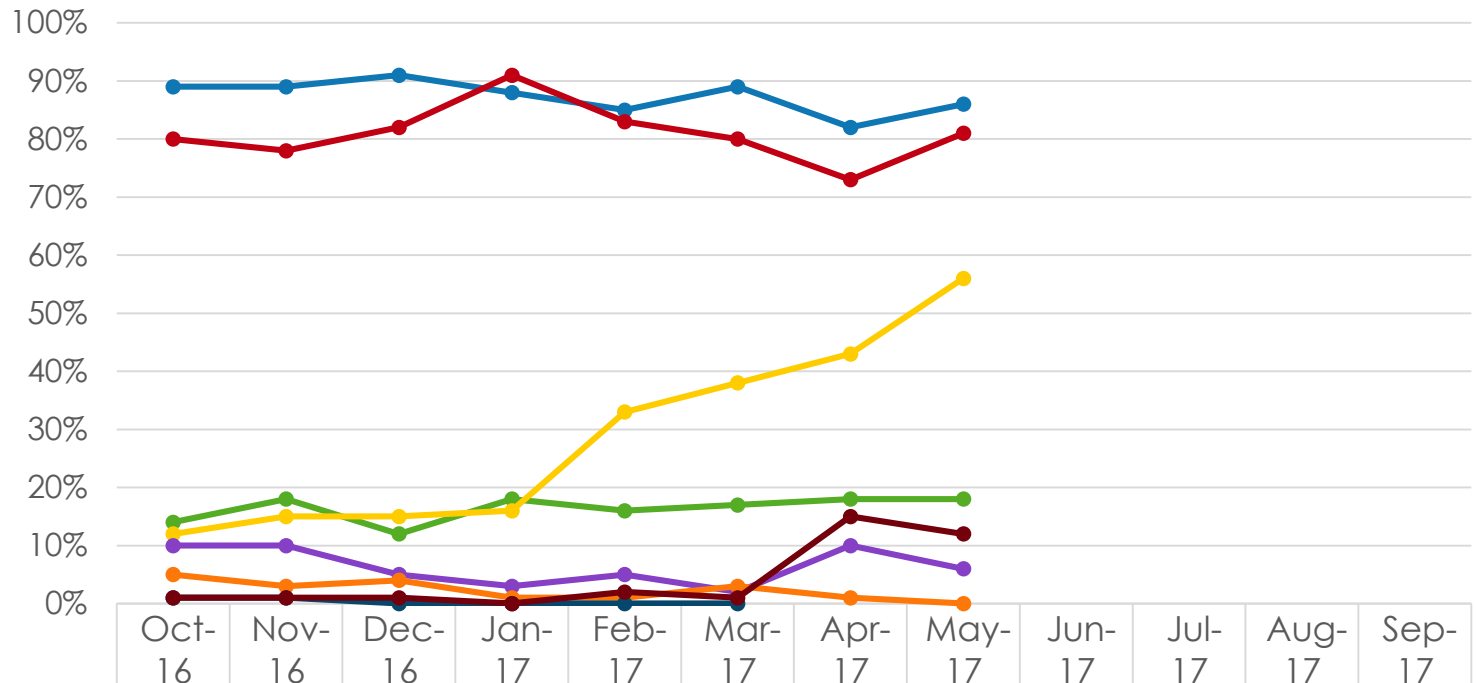
# Objectives

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

# Key Highlighted Segments

- **The specific objectives were:**
  - To determine the relative size and expenditure behavior of the following market segments:
    - MICE (Q5A Convention/ Conference/ Trade Show/ Company sponsored)
    - Leisure Traveler (Q5A Here to relax/ Here to see beaches, tropical climate, here for pleasure)
    - Wedding (Q5A)
    - Honeymoon (Q5A)
    - Group Tour (Q6)
    - Repeat Visitor (Q3)
    - FIT (Q7 Direct with airline/ hotel or online 3<sup>rd</sup> party travel site)
    - FAMILY (Q5 traveling with spouse/ child/ adult child/ adult family)
  - To identify the most significant factors affecting overall visitor satisfaction.
  - To identify (for all Korean visitors) the most important determinants of on-island spending

# Key Highlighted Segments

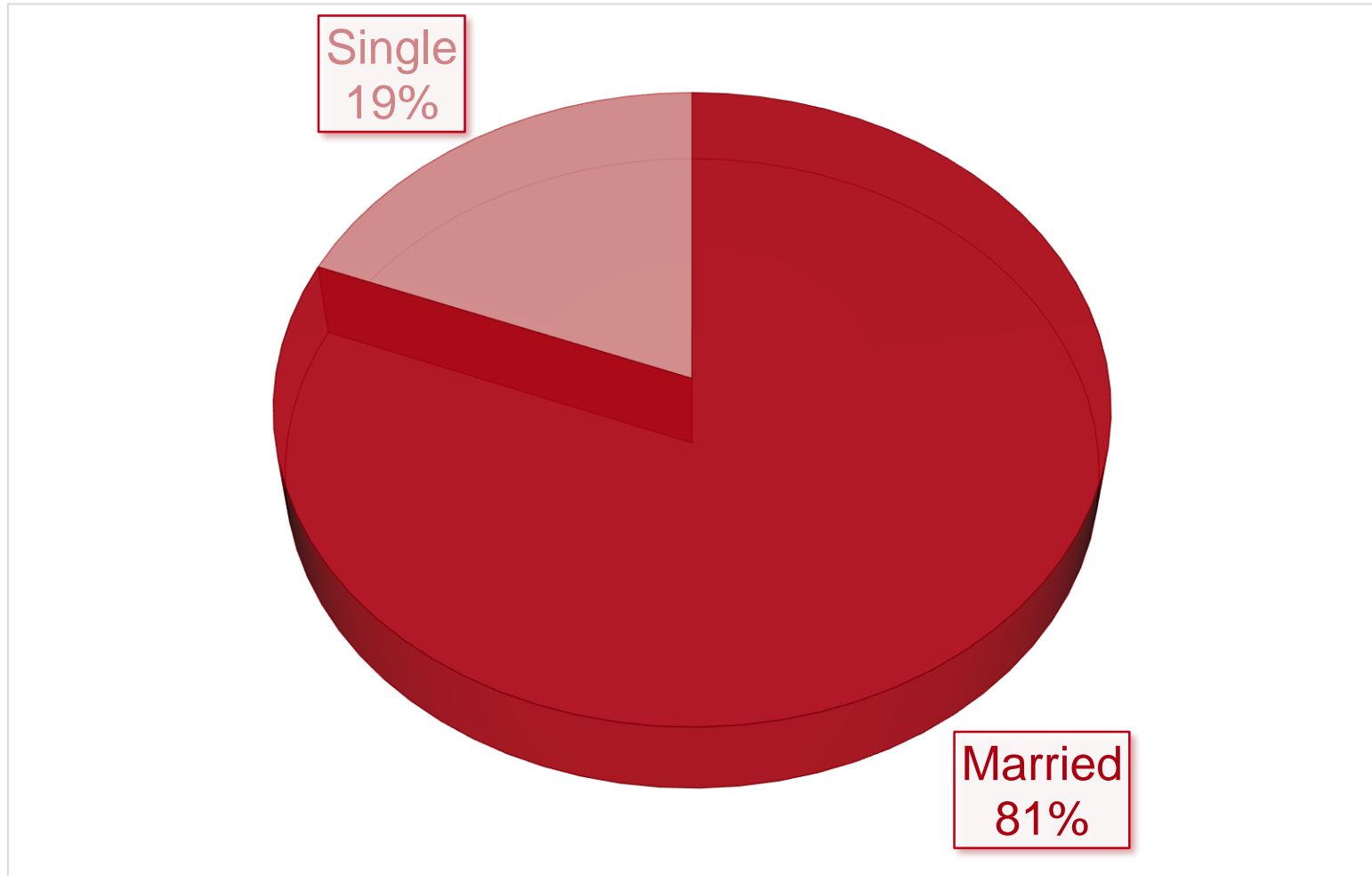


	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
Leisure Traveler	89%	89%	91%	88%	85%	89%	82%	86%				
Family	80%	78%	82%	91%	83%	80%	73%	81%				
Repeat	14%	18%	12%	18%	16%	17%	18%	18%				
FIT	12%	15%	15%	16%	33%	38%	43%	56%				
Honey-moon	10%	10%	5%	3%	5%	2%	10%	6%				
MICE	5%	3%	4%	1%	1%	3%	1%	0%				
Wedding	1%	1%	0%	0%	0%	0%						
Group	1%	1%	1%	0%	2%	1%	15%	12%				

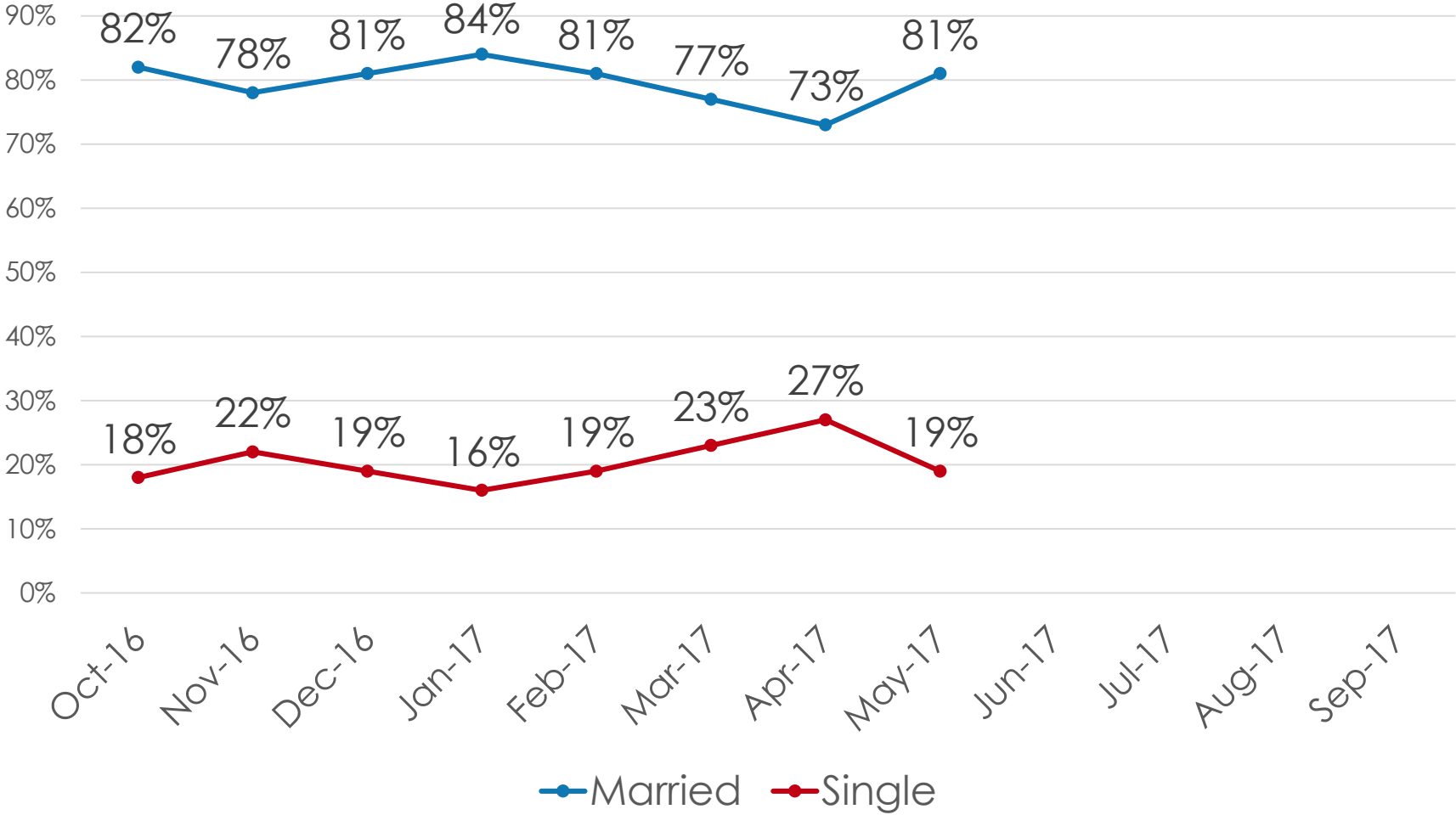
# SECTION 1

# PROFILE OF RESPONDENTS

# Marital Status



# Marital status – FY2017 Tracking





# Marital status – Key Segments

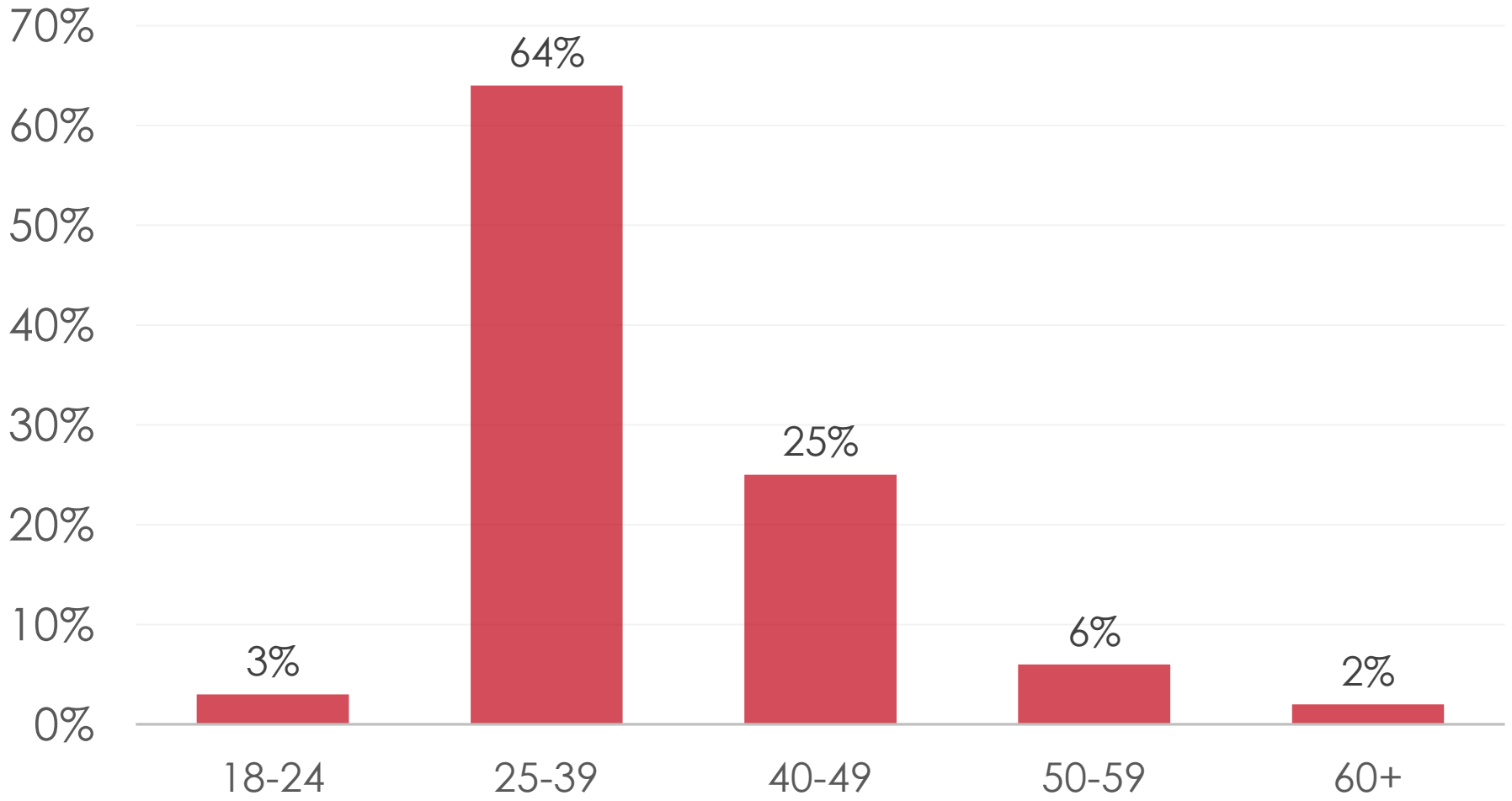
## GVB EXIT SURVEY QE MARITAL STATUS

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
QE	Married	81%	100%	100%		82%	87%	84%	96%	75%
	Single	19%				18%	13%	16%	4%	25%
	Total	351	1	23		302	39	62	286	196

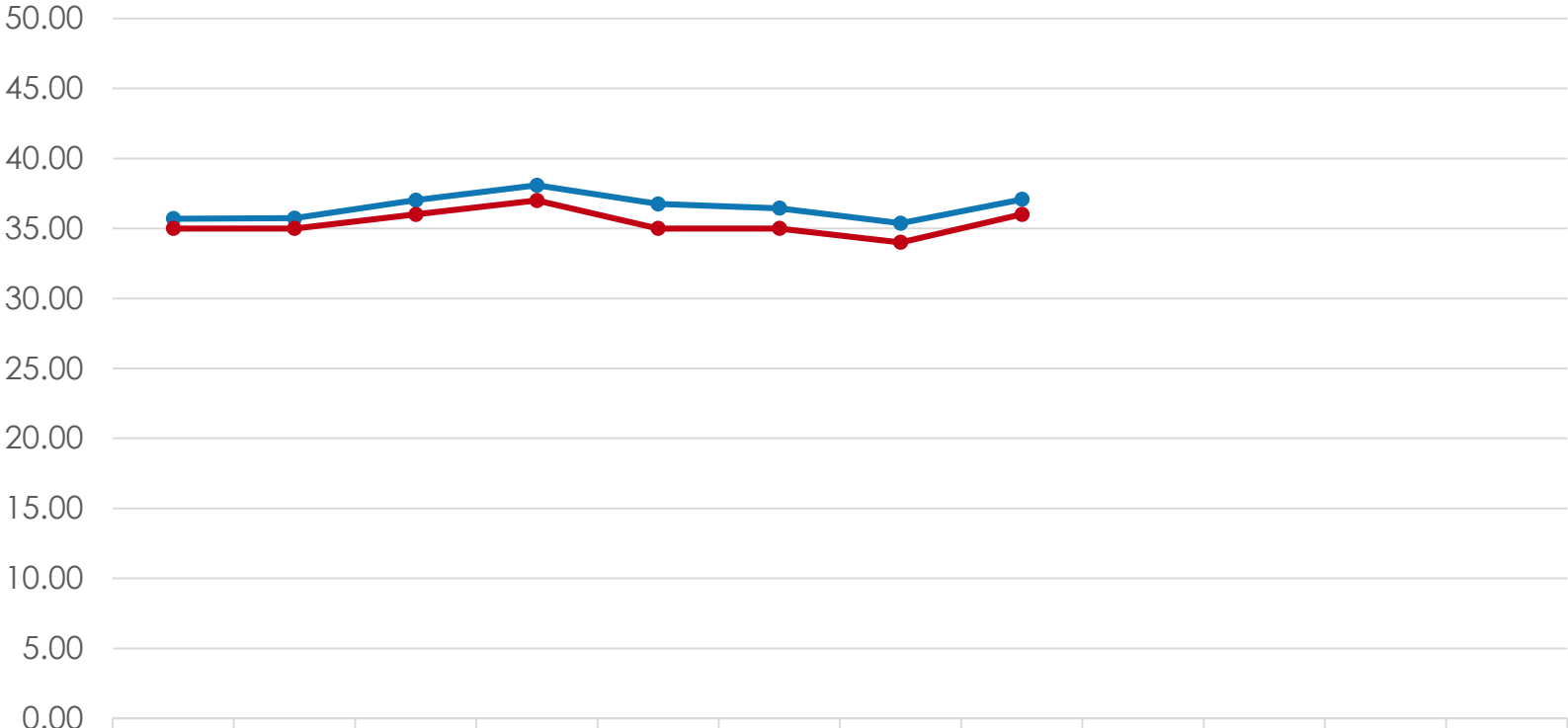
Prepared by Anthology Research

# Age

MEAN = 37.07  
MEDIAN = 36



# 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	35.70	35.73	37.02	38.08	36.75	36.44	35.37	37.07				
MEDIAN	35	35	36	37	35	35	34	36				

# Age – Key Segments

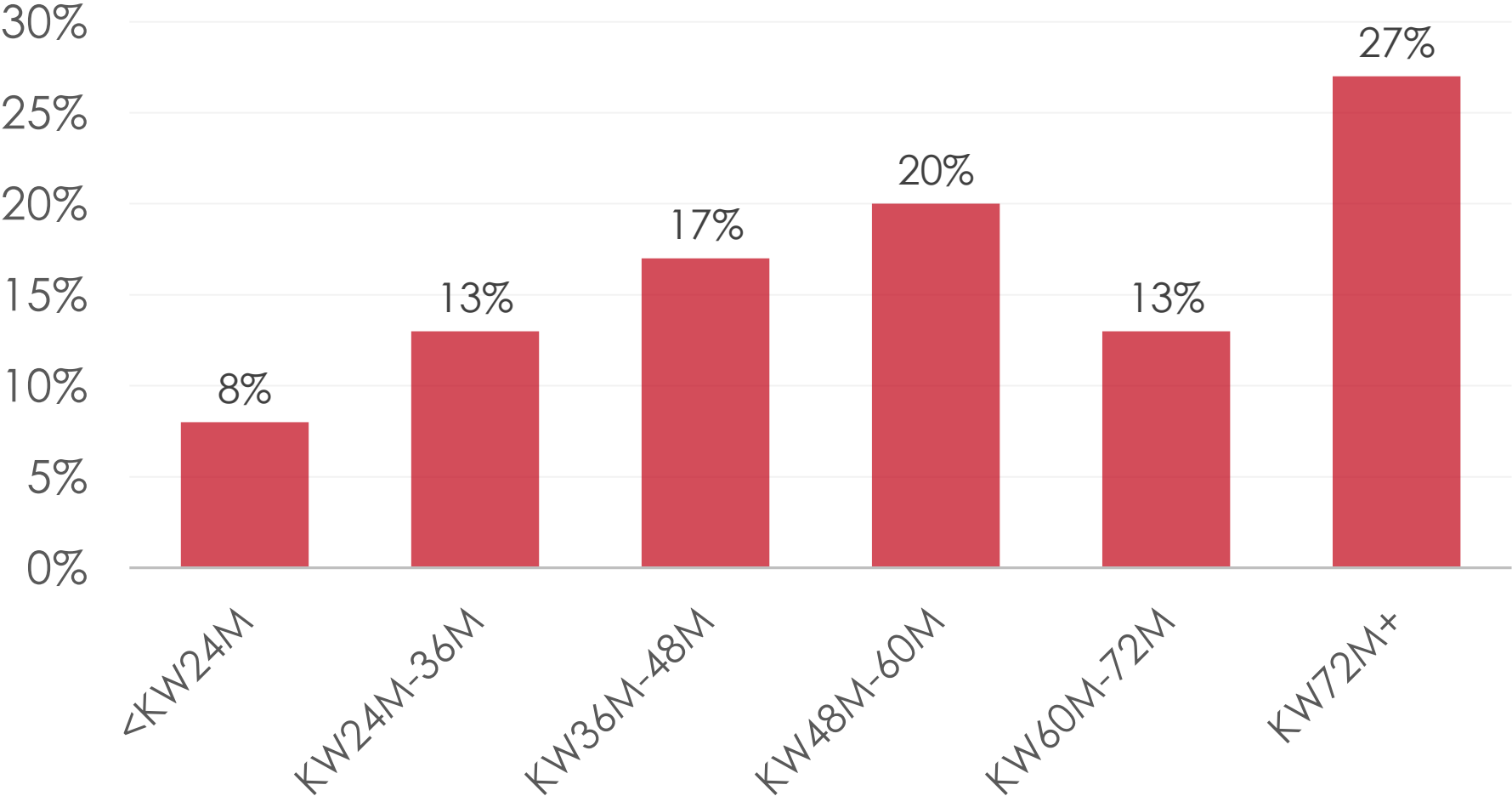
## GVB EXIT SURVEY AGE

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
SD	18-24	3%		9%		3%	2%		1%	4%
	25-39	64%	100%	91%		64%	61%	60%	61%	70%
	40-49	25%				24%	37%	25%	29%	21%
	50-59	6%				7%		8%	6%	3%
	60+	2%				2%		7%	3%	2%
	Total	352	1	23		305	41	60	287	196
SD	Mean	37.07	37.00	30.26	.	37.13	36.90	40.38	38.32	35.56
	Median	36	37	31	.	36	37	38	37	35

Prepared by Anthology Research

# Annual Household Income

EXCHANGE RATE KW1,124.22=\$1



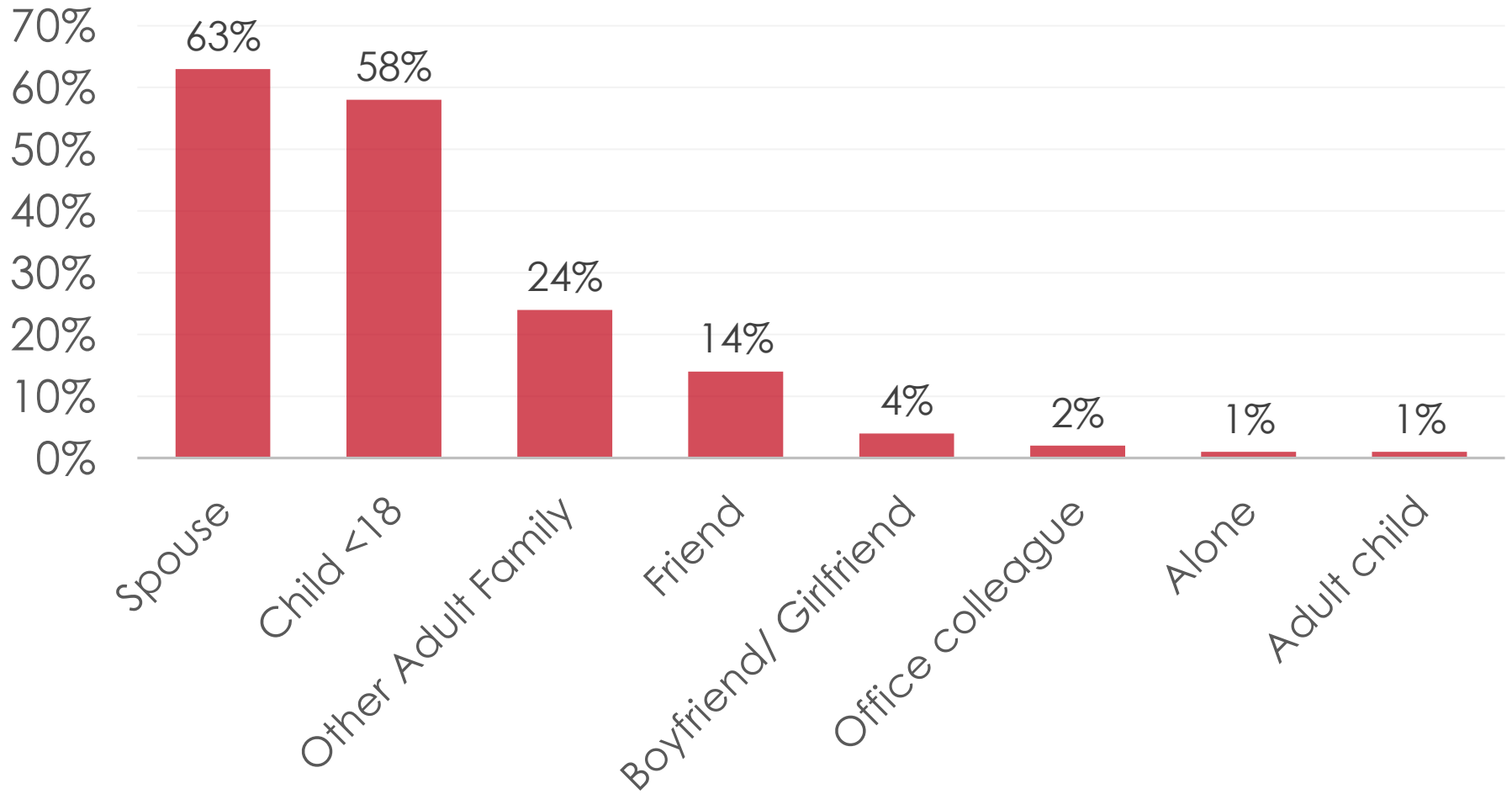
# Annual Household Income – Key Segments

## GVB EXIT SURVEY Q26 Household income:

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q26	Up to KW12,000,000	3%				2%			0%	5%
	KW12,000,001 ~ KW24,000,000	5%		4%		5%	8%	2%	1%	6%
	KW24,000,001 ~ KW36,000,000	13%		39%		12%	13%	15%	9%	13%
	KW36,000,001 ~ KW48,000,000	17%		39%		17%	23%	16%	17%	14%
	KW48,000,001 ~ KW60,000,000	20%		17%		20%	18%	20%	24%	18%
	KW60,000,001 ~ KW72,000,000	13%				14%	13%	10%	15%	11%
	More than KW72,000,001	27%	100%			28%	28%	38%	32%	31%
	No Income	2%				3%			1%	3%
	Total	352	1	23		303	40	61	287	197

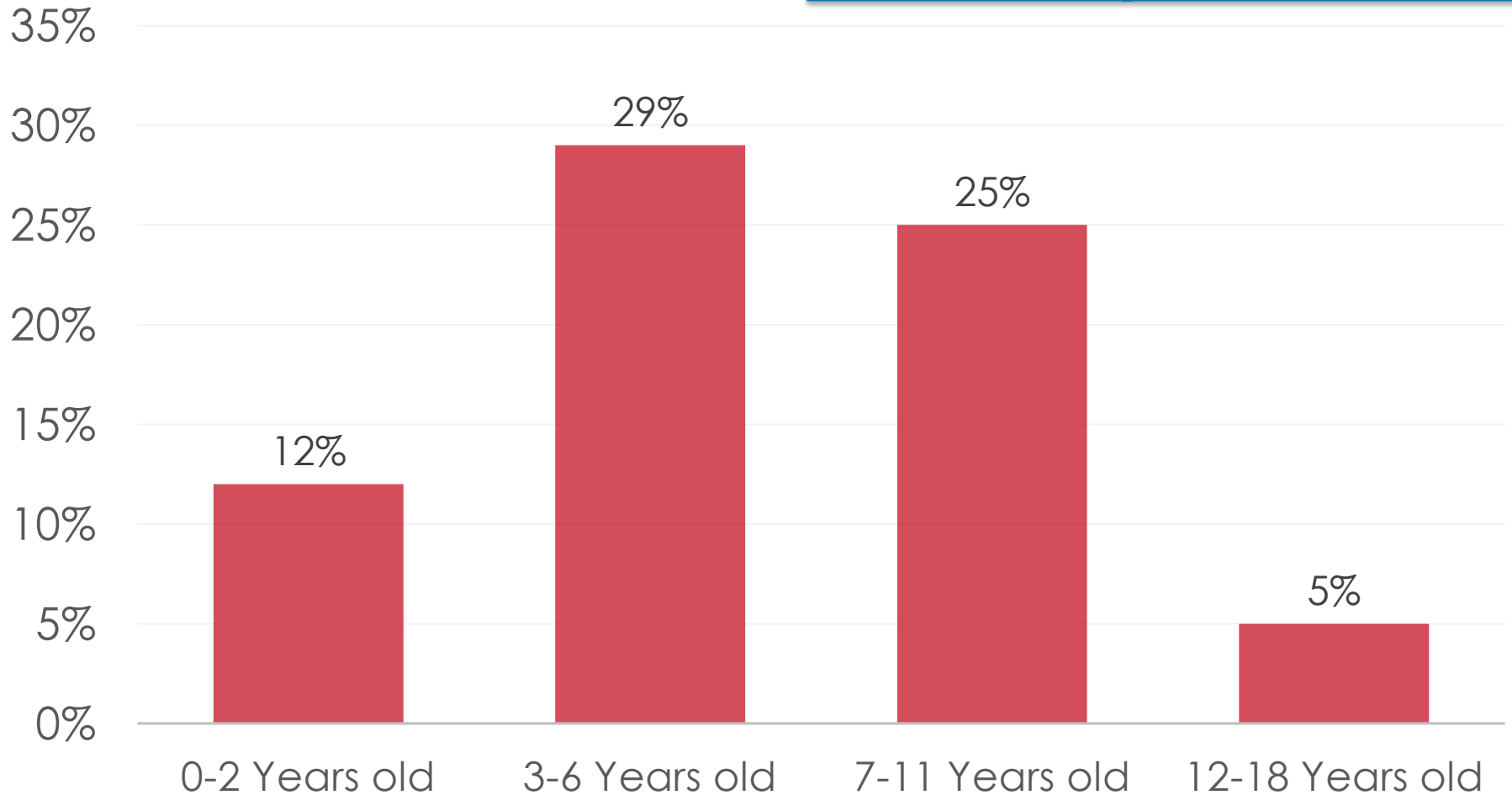
Prepared by Anthology Research

# Travel Party



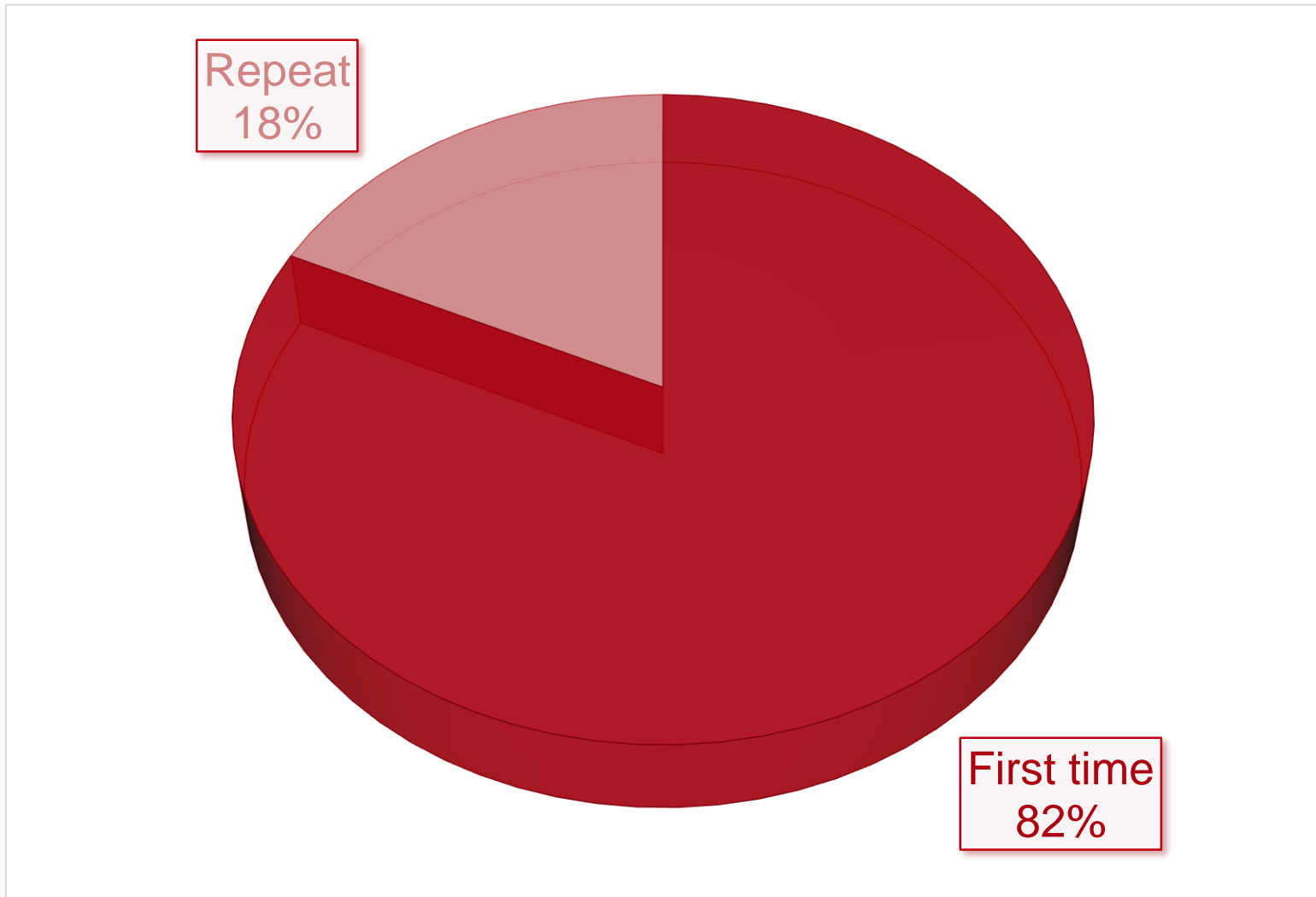
# Travel Party - Children

58% TRAVELING WITH A CHILD

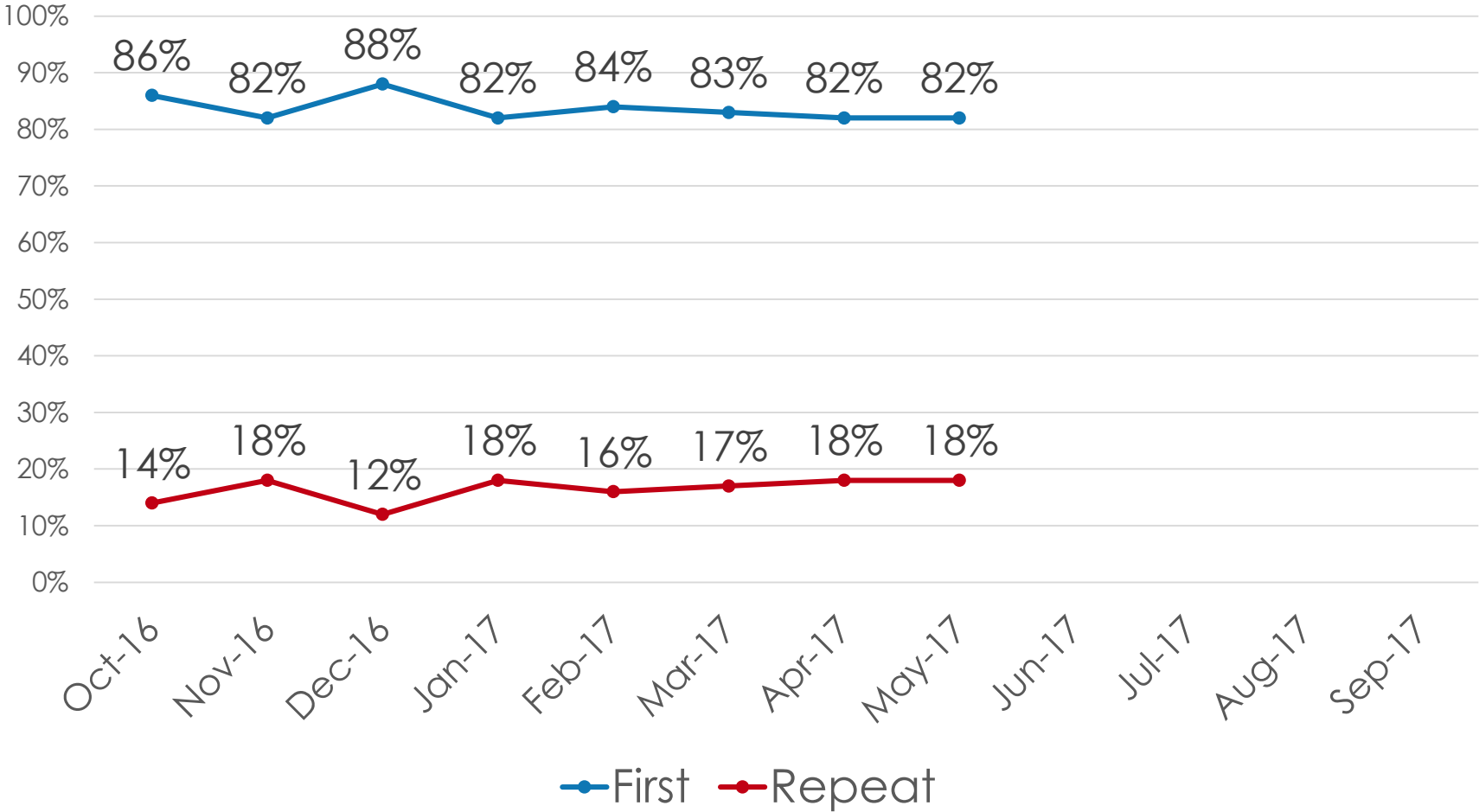




# Trips to Guam



# Trips to Guam – FY2017 Tracking



# Trips to Guam – Key Segments

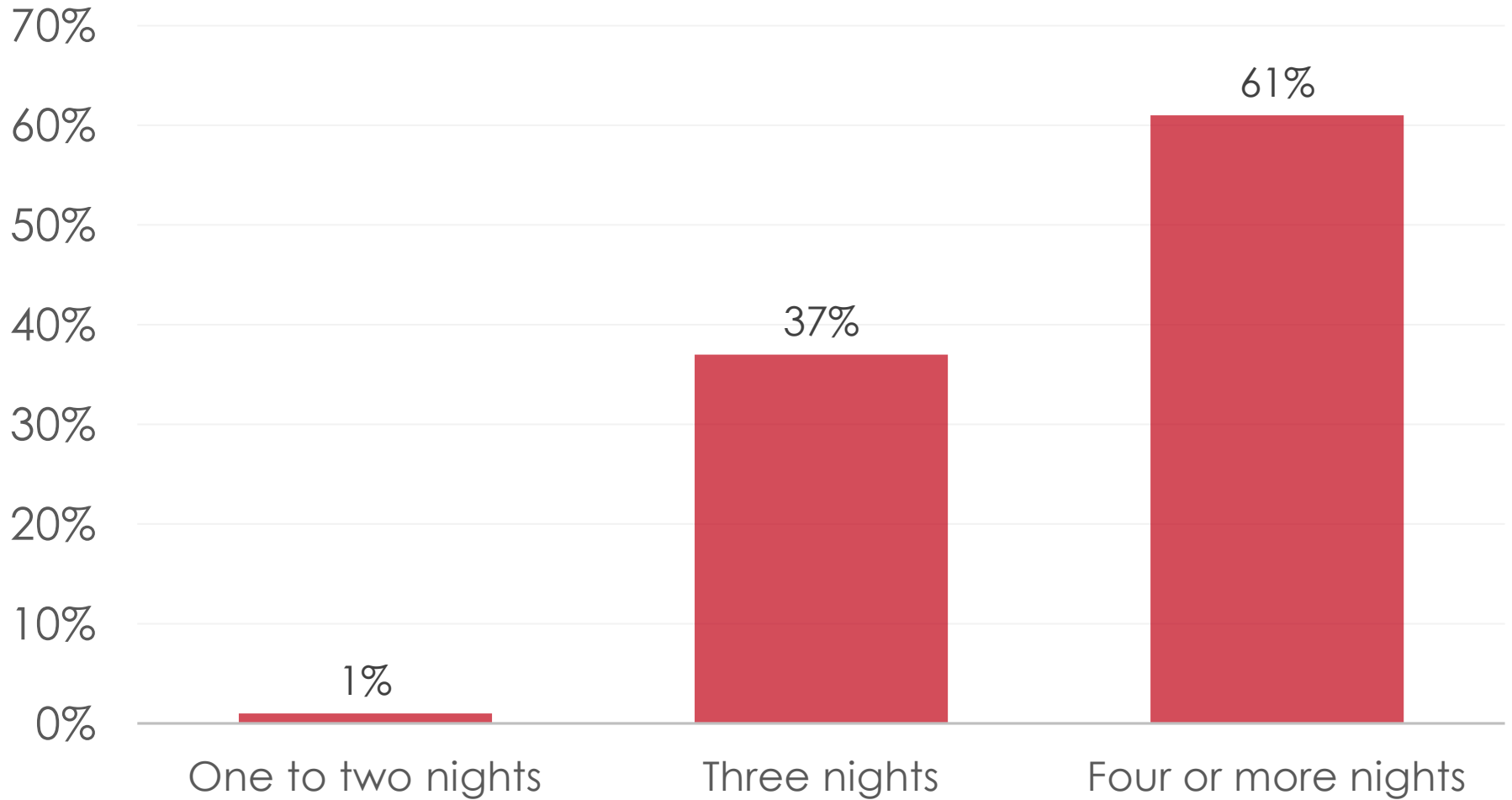
**GVB EXIT SURVEY**  
**Q3 Including this trip, how many times have you visited Guam?**

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q3	1st Time	82%	100%	100%		85%	93%		83%	81%
	Repeat	18%				15%	7%	100%	17%	19%
	Total	354	1	23		305	41	62	288	198
Q3	Mean	1.38	1.00	1.00	.	1.35	1.15	3.19	1.43	1.52
	Median	1	1	1	.	1	1	2	1	1

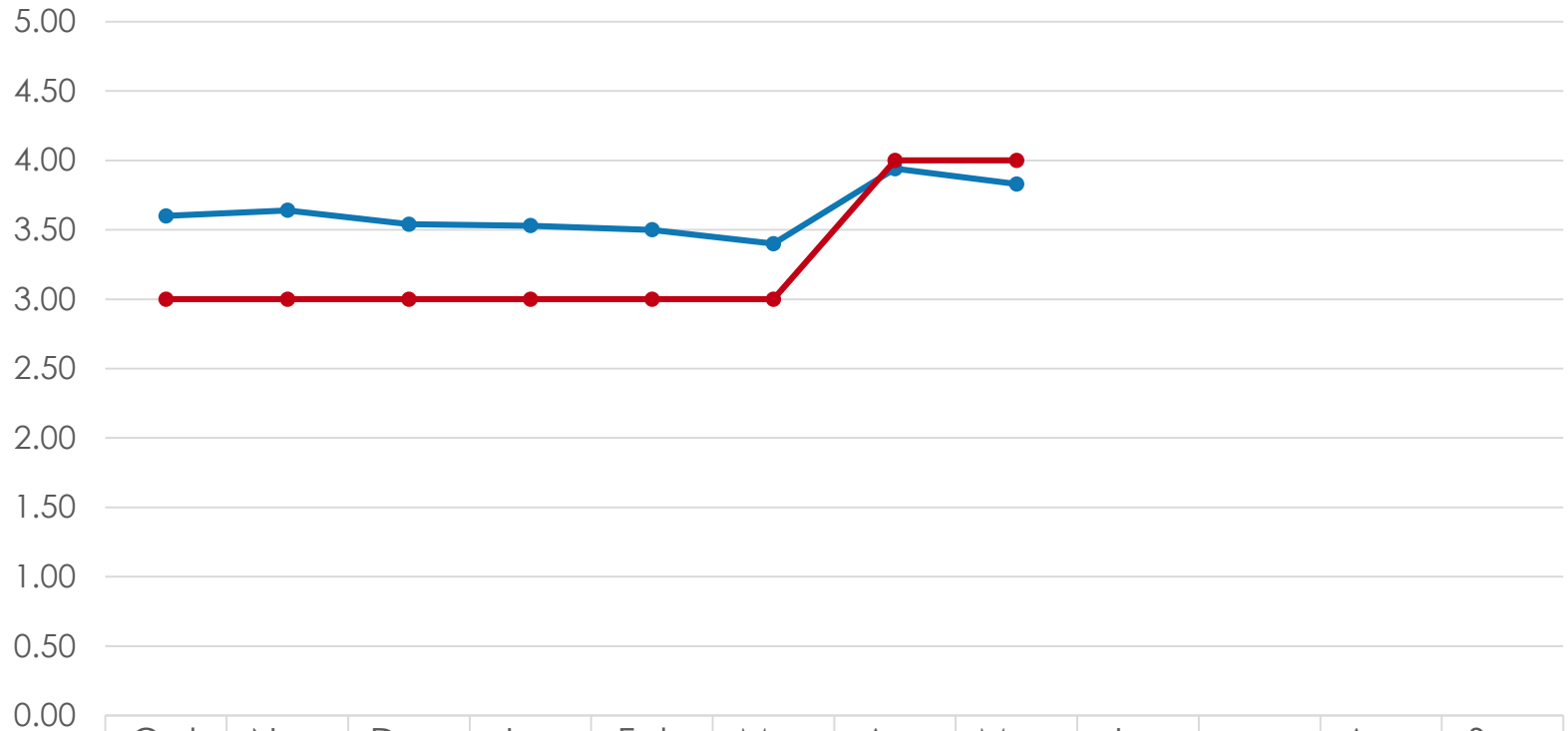
Prepared by Anthology Research

# Length of Stay

MEAN NUMBER OF NIGHTS = 3.83  
MEDIAN NUMBER OF NIGHTS = 4



# 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	3.60	3.64	3.54	3.53	3.50	3.40	3.94	3.83				
MEDIAN	3	3	3	3	3	3	4	4				

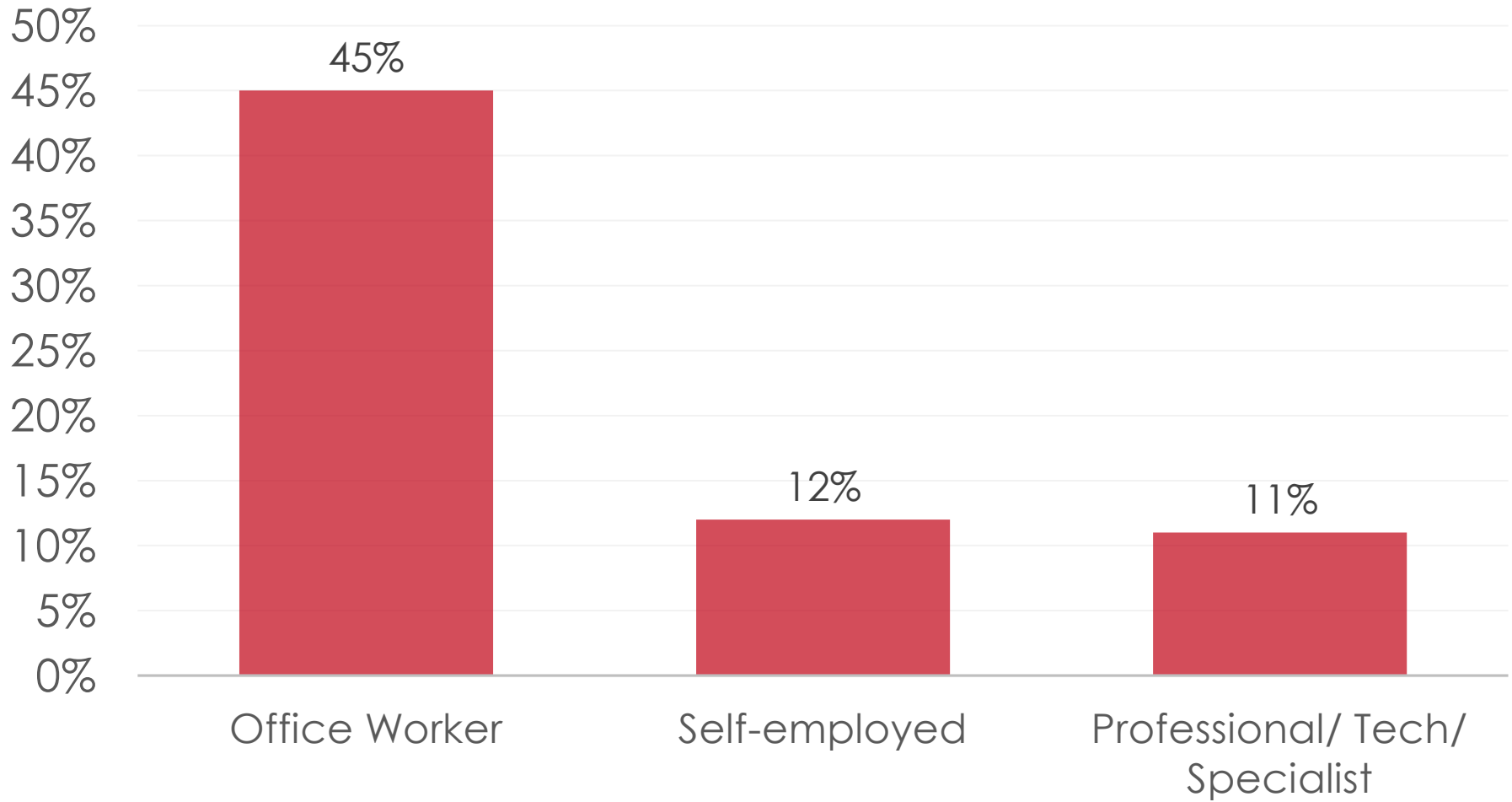
# Length of Stay – Key Segments

**GVB EXIT SURVEY**  
**SA How many nights did you stay on Guam?**

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
SA	1-2	1%				1%		2%	1%	3%
	3	37%		35%		36%	56%	35%	35%	30%
	4+	61%	100%	65%		63%	44%	63%	65%	68%
	Total	354	1	23		305	41	62	288	198
SA	Mean	3.83	5.00	4.00	.	3.86	3.68	3.94	3.88	3.90
	Median	4	5	4	.	4	3	4	4	4

Prepared by Anthology Research

# Occupation – Top Responses (10%+)

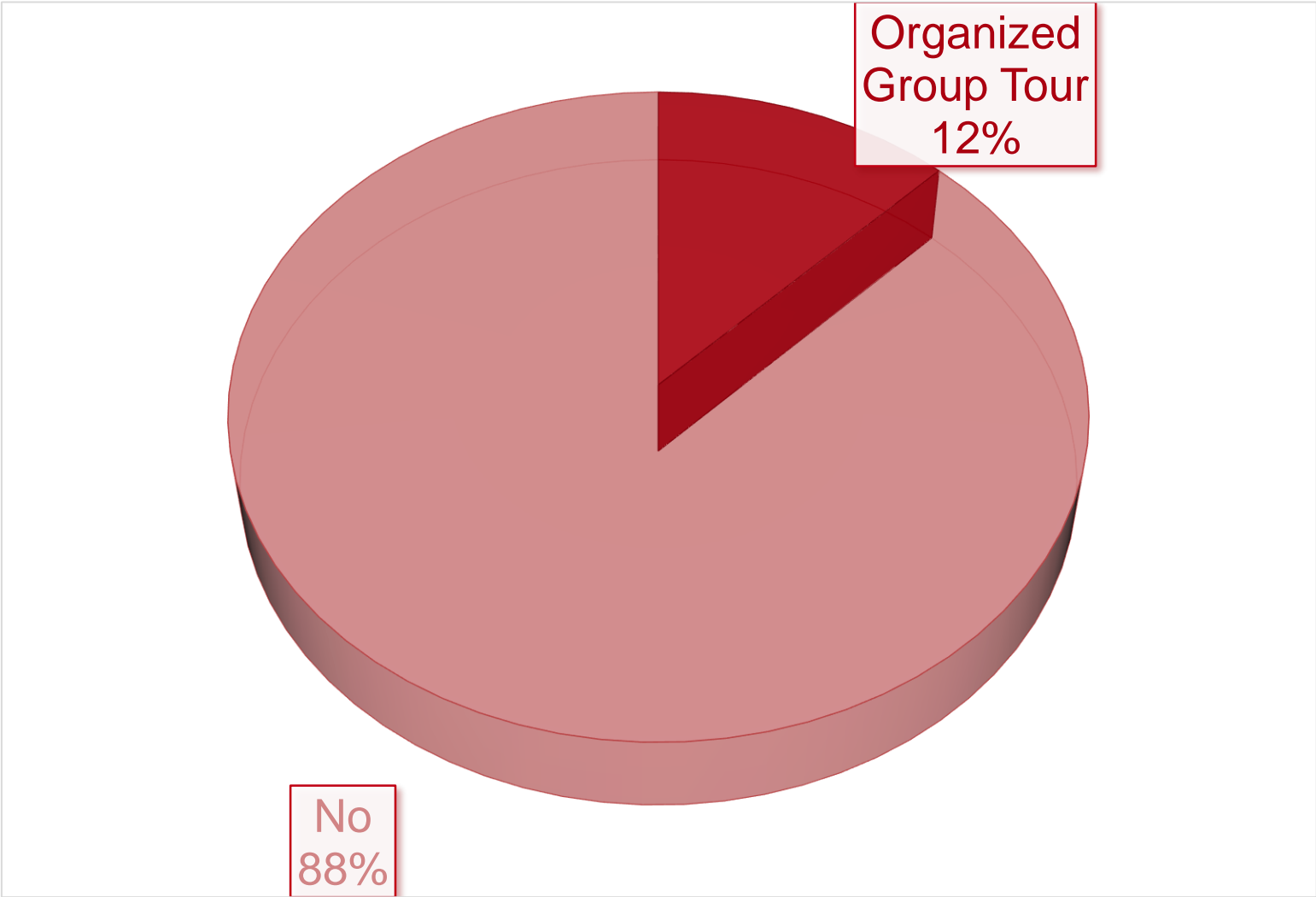


# SECTION 2

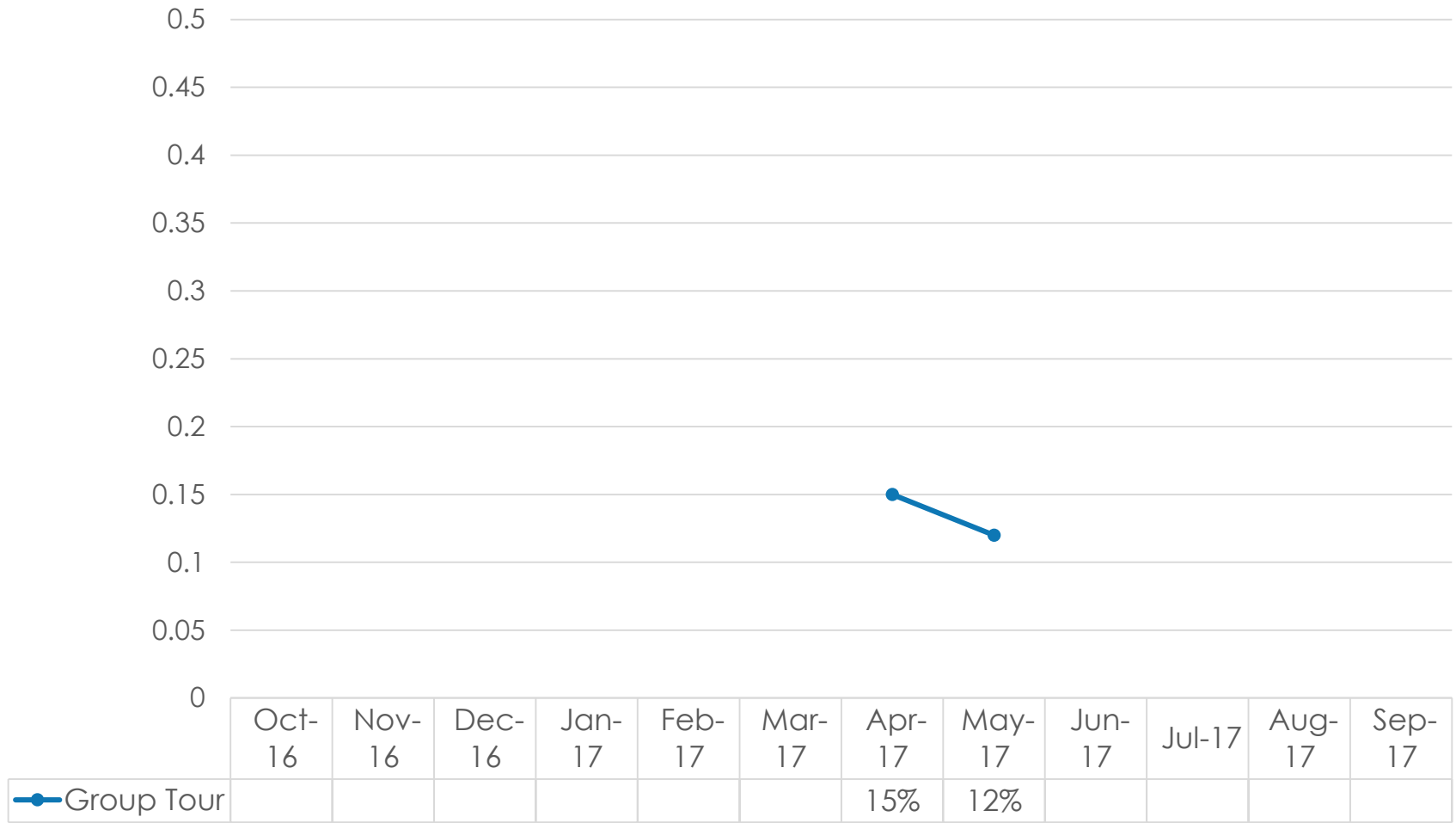
# TRAVEL PLANNING



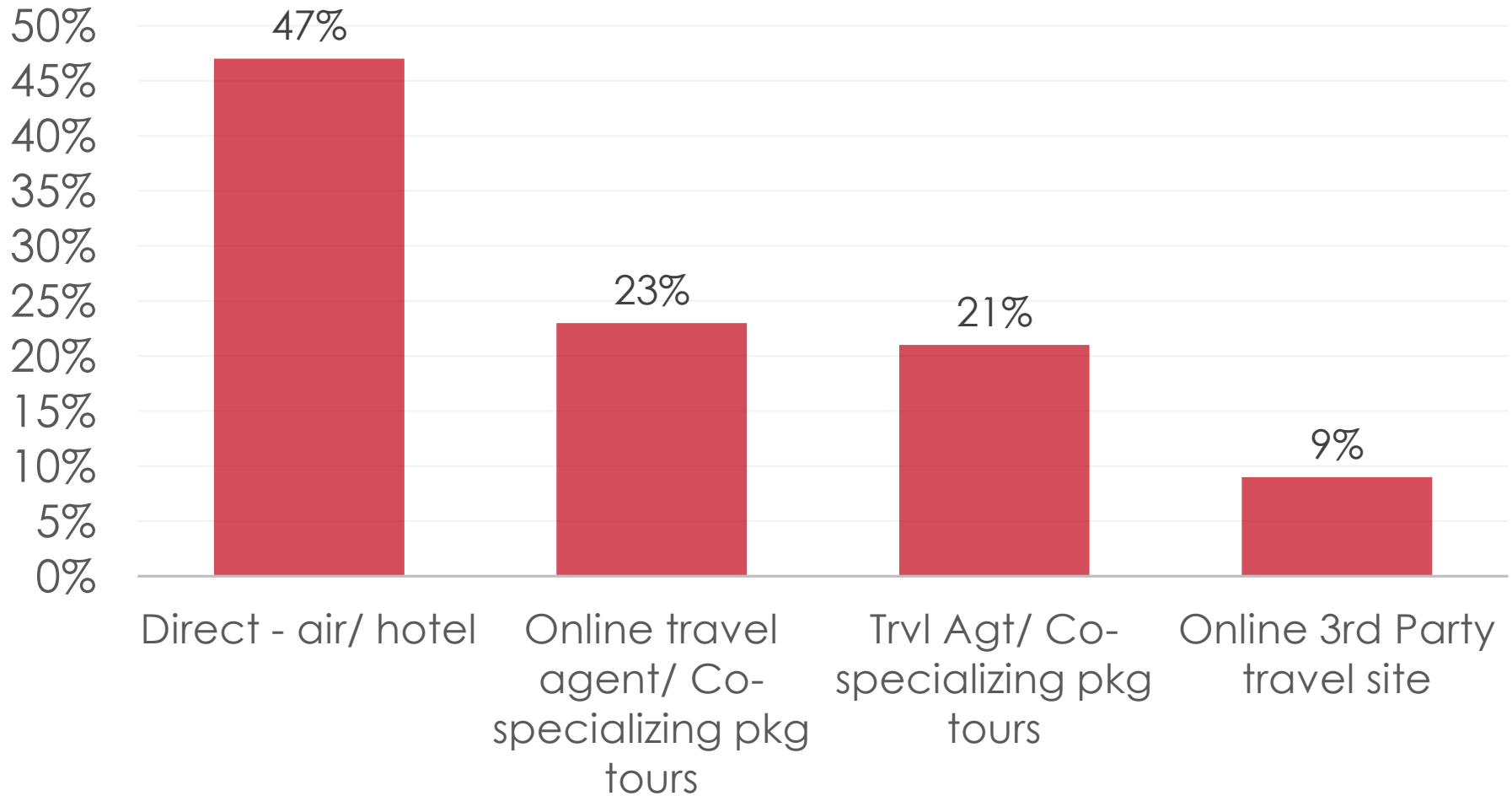
# Organized Group Tour



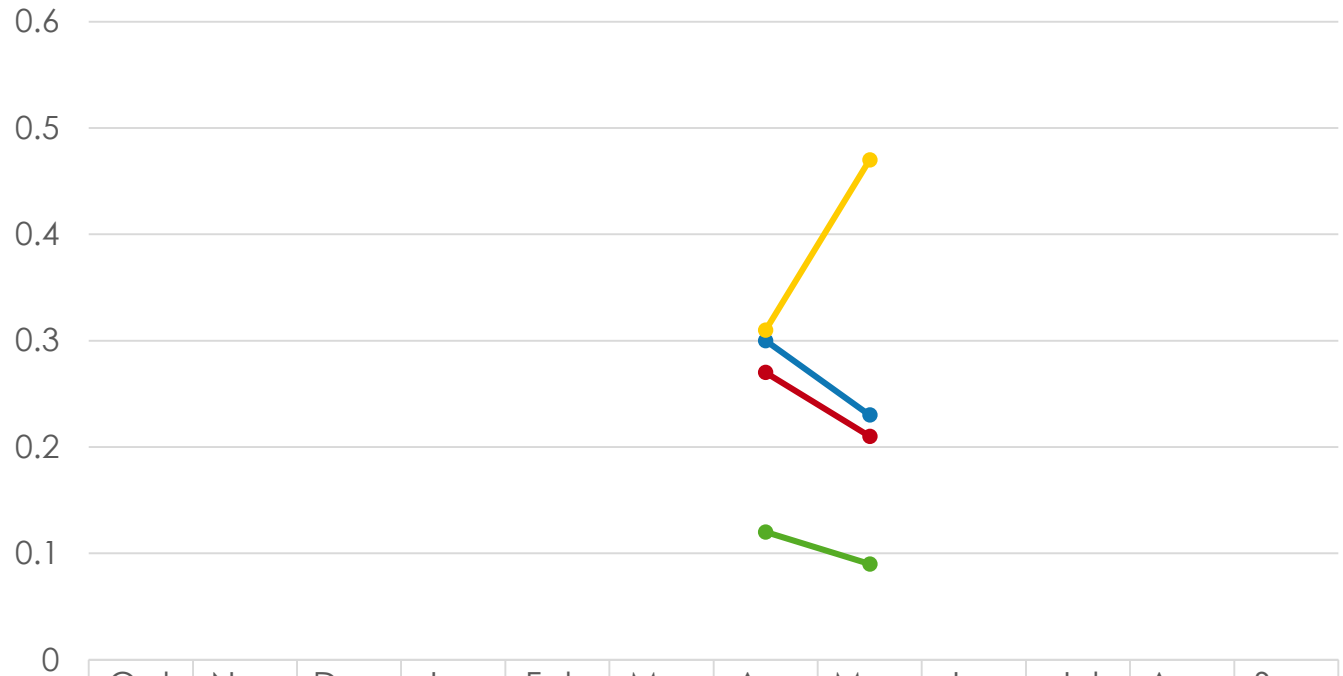
# Organized Group Tour – FY2017 Tracking



# Travel Arrangements - Sources

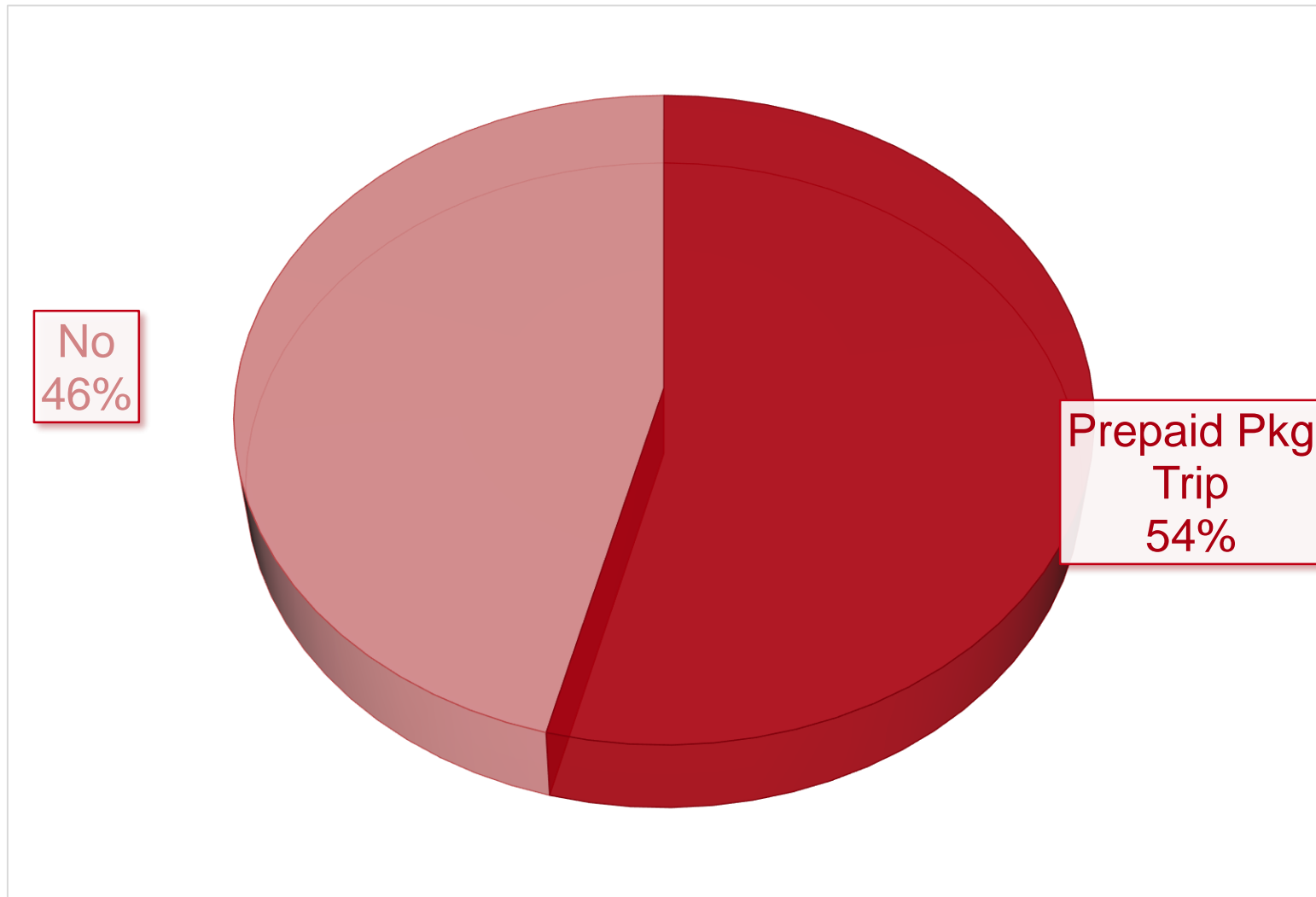


# Travel Arrangements - Sources

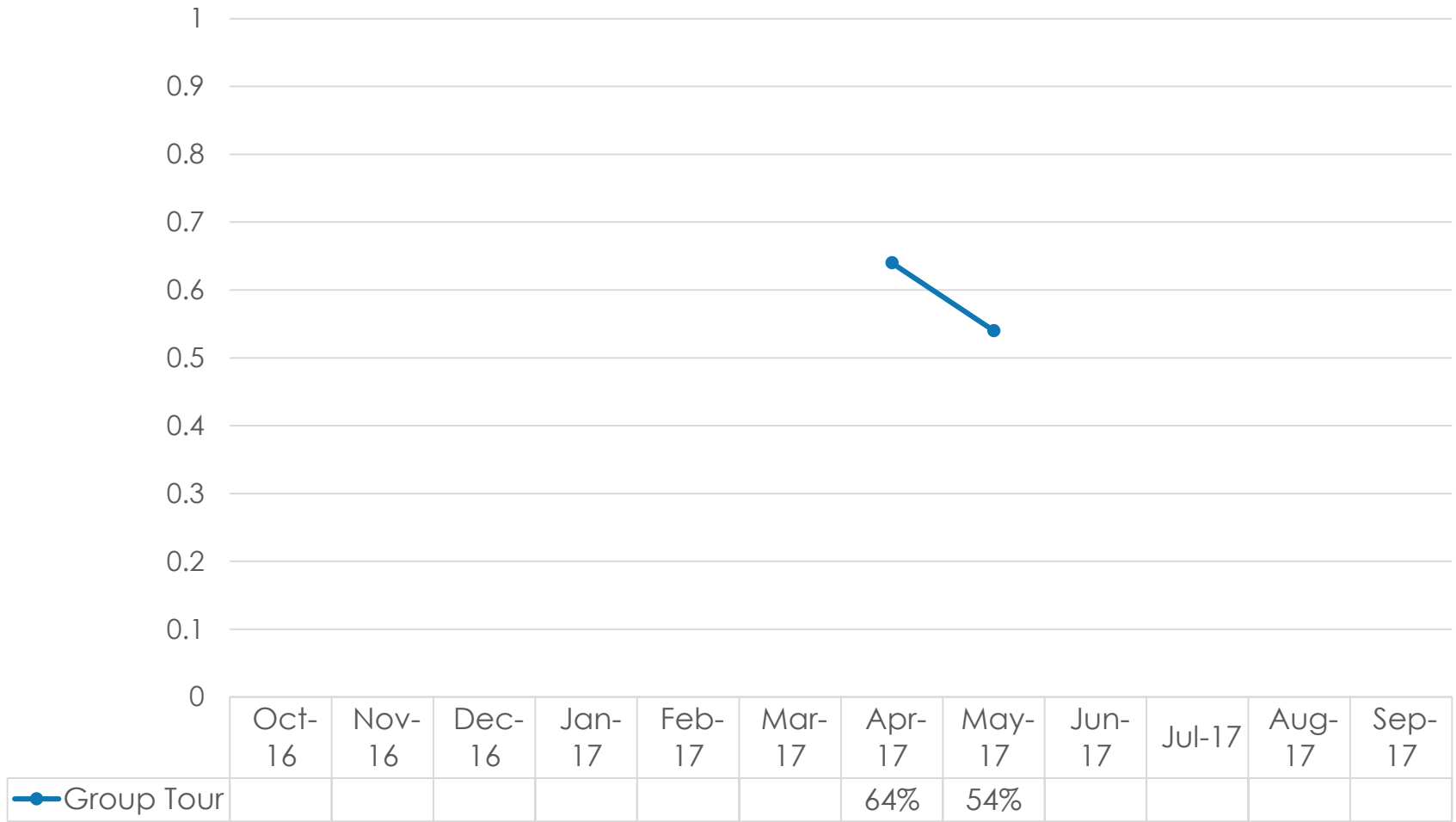


	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
Online travel agent							30%	23%				
Trvl Agt/ Co- Pkg Tour							27%	21%				
Online 3rd Party							12%	9%				
Direct Air/ Hotel							31%	47%				

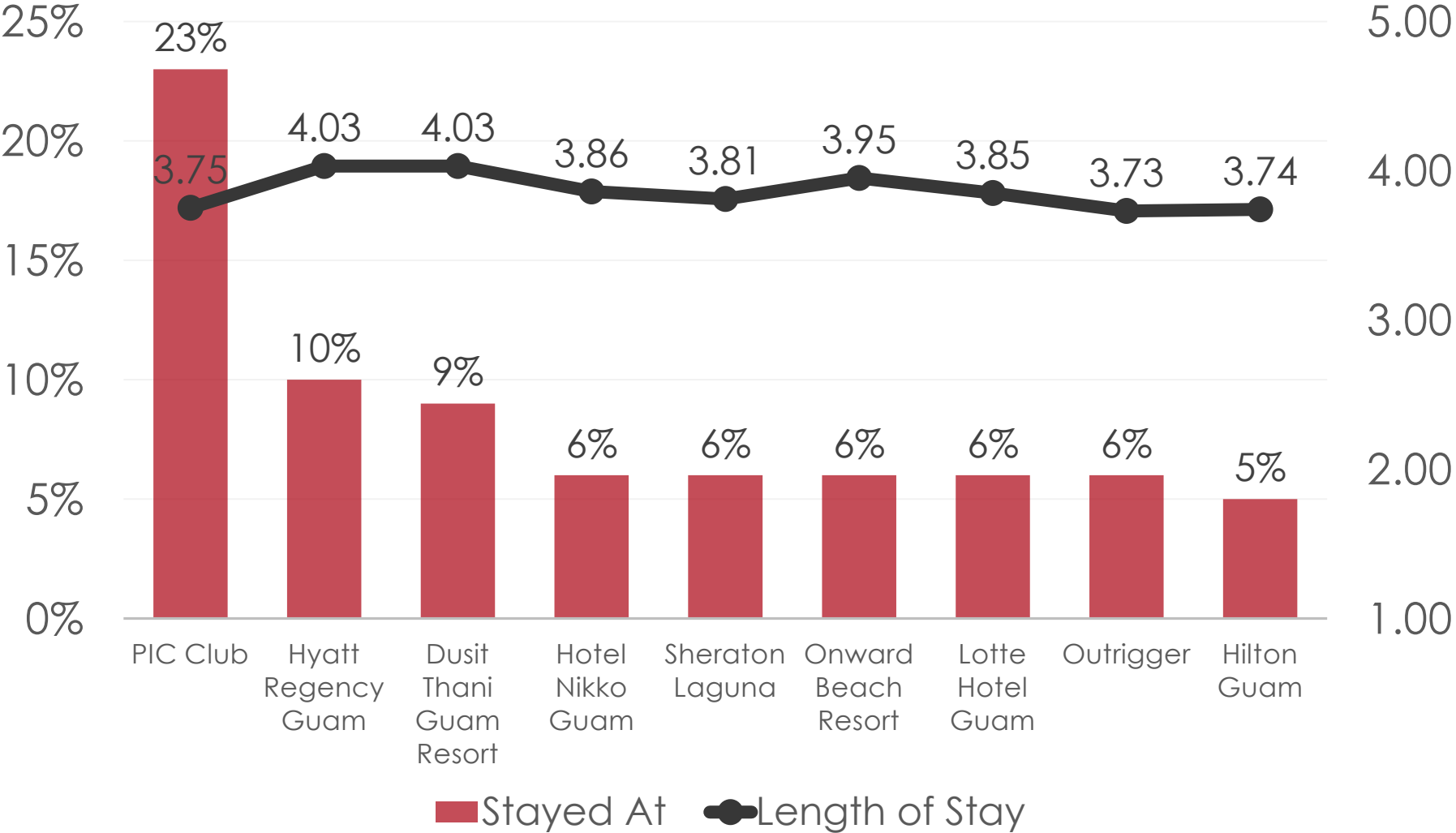
# Prepaid Package Trip



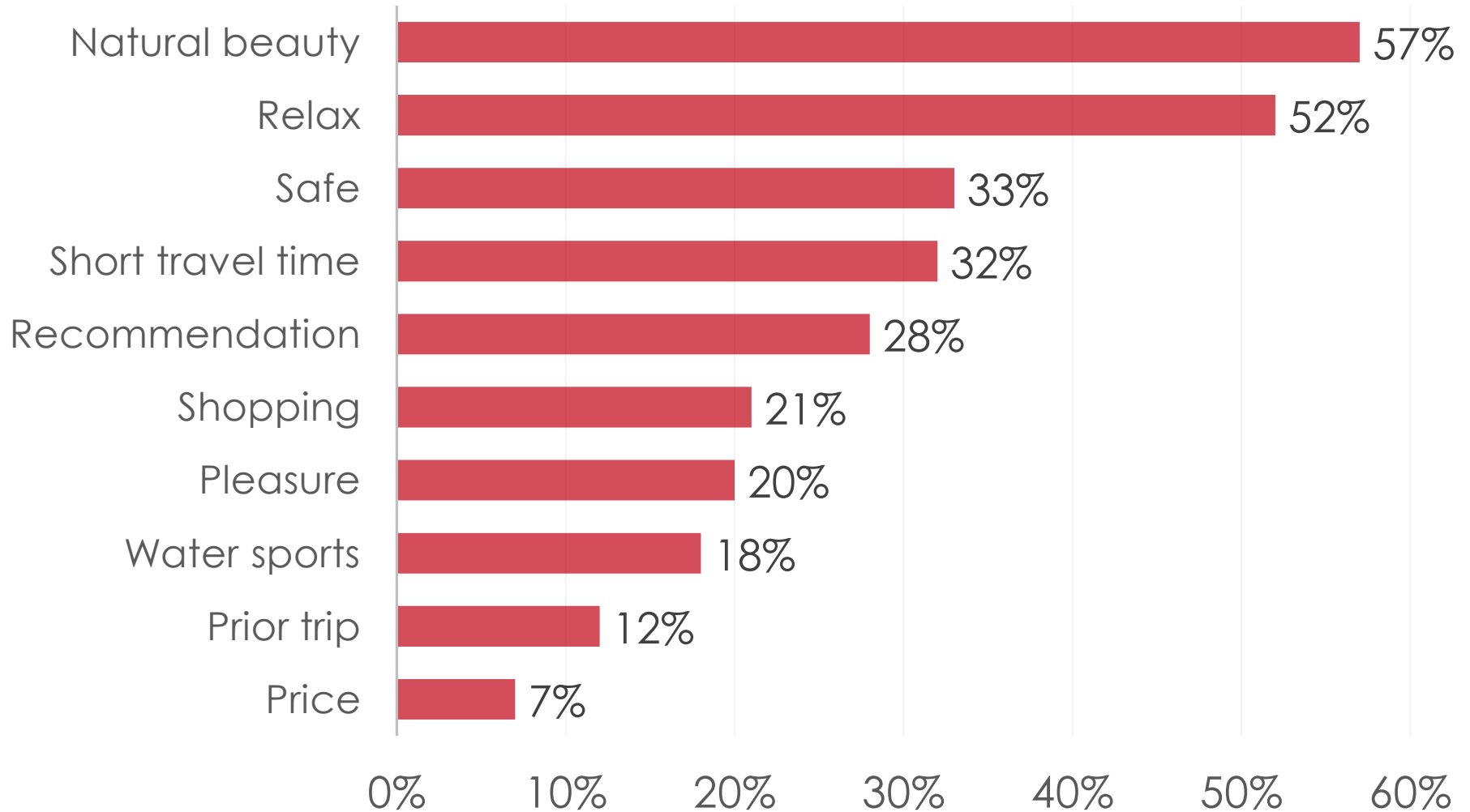
# Prepaid Pkg Trip – FY2017 Tracking



# Accommodations (Top Responses)



# Travel Motivation (Top Responses)





# Travel Motivation – Key Segments

**GVB EXIT SURVEY**  
**Q5A Please select the top three reasons that motivated you to travel to Guam?**

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q5A	Beautiful seas, beaches, tropical climate	57%		48%		66%	61%	40%	56%	57%
	Just to relax	52%	100%	48%		61%	56%	42%	55%	48%
	It is a safe place to spend a vacation	33%		30%		33%	15%	24%	32%	31%
	Short travel time (not too far from home)	32%		13%		28%	34%	32%	36%	36%
	Recommendation of friend/ relative/ travel agency	28%		13%		24%	39%	10%	29%	24%
	Shopping	21%		13%		22%	34%	21%	19%	27%
	Pleasure/ vacation	20%		26%		23%	27%	16%	20%	20%
	Water sports (snorkeling, windsurfing, parasailing)	18%		4%		13%	2%	16%	16%	21%
	A previous visit	12%				10%	2%	71%	13%	14%
	Price of the tour package	7%		4%		4%	5%	3%	6%	7%
	Honeymoon	6%		100%		7%	5%		8%	3%
	To visit friends or relatives	3%				3%	2%	10%	3%	4%
	Scuba diving	3%				1%	2%	6%	1%	4%
	Company/ business trip	2%	100%			2%	7%	3%	2%	2%
	My company sponsored me	1%				1%	7%	2%	1%	1%
	To golf	1%				1%		2%	1%	
	Career certification/ testing	0%						2%		1%
	Organized sporting activity/ event	0%				0%			0%	
	Incentive trip	0%	100%			0%			0%	1%
	Total	354	1	23		305	41	62	288	198

# SECTION 3

# EXPENDITURES

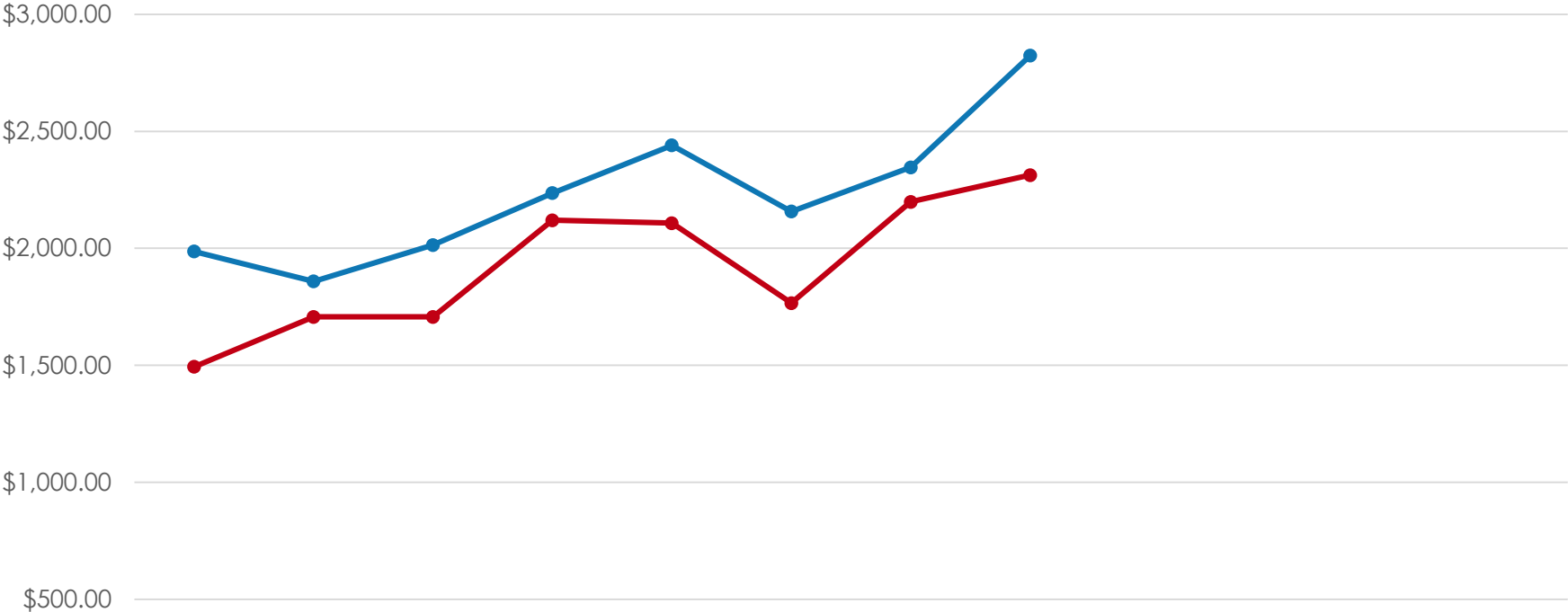
# Prepaid Expenditures

EXCHANGE RATE KW1,124.22=\$1

- \$2,823.65 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$900.01 = overall mean average per person prepaid expenditures

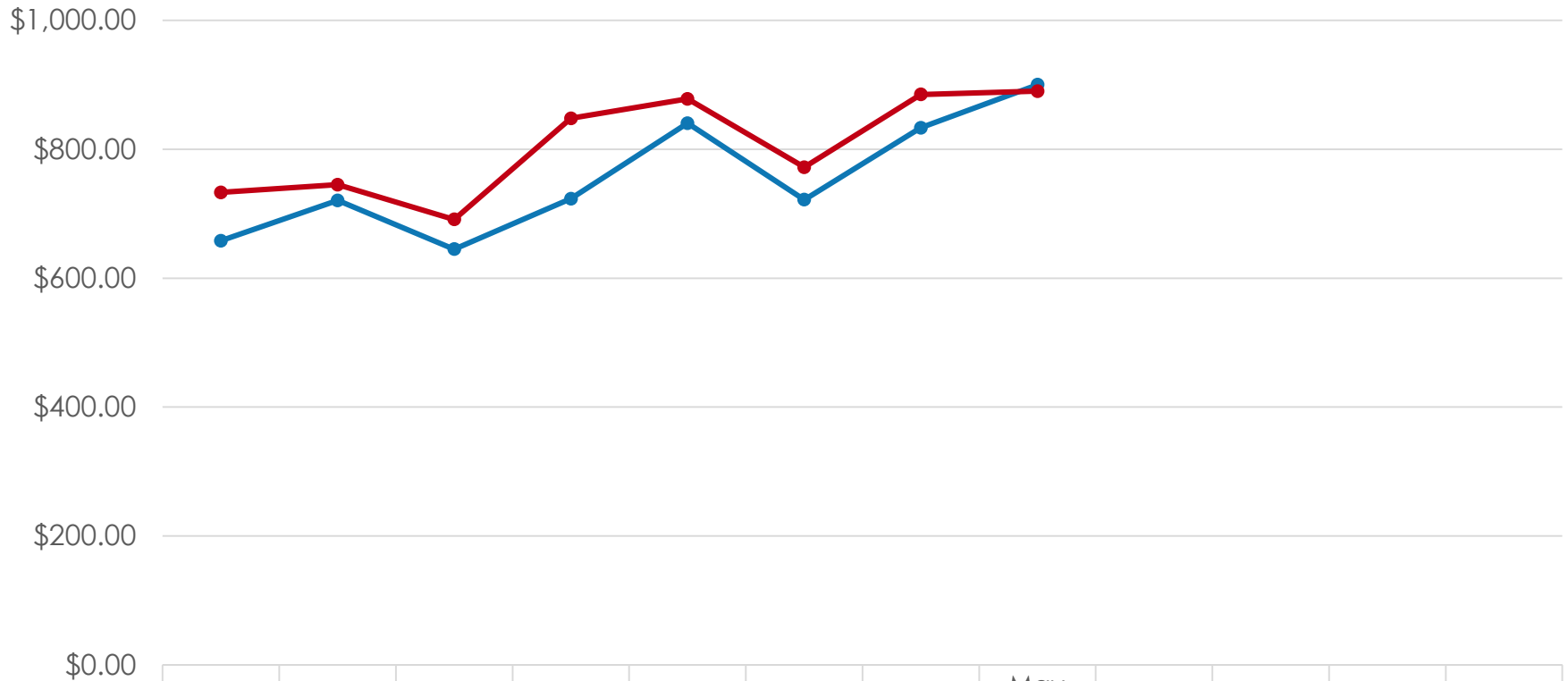
# Prepaid Entire Travel Party – FY2017

## 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	\$1,986.98	\$1,858.83	\$2,014.43	\$2,236.01	\$2,440.06	\$2,157.26	\$2,346.45	\$2,823.65				
MEDIAN	\$1,494.00	\$1,707.00	\$1,707.00	\$2,120.00	\$2,108.00	\$1,766.00	\$2,199.00	\$2,313.00				

# Prepaid 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	\$658.04	\$720.62	\$645.02	\$723.26	\$840.37	\$721.76	\$833.23	\$900.01				
MEDIAN	\$733.00	\$745.00	\$691.00	\$848.00	\$878.00	\$772.00	\$885.00	\$890.00				

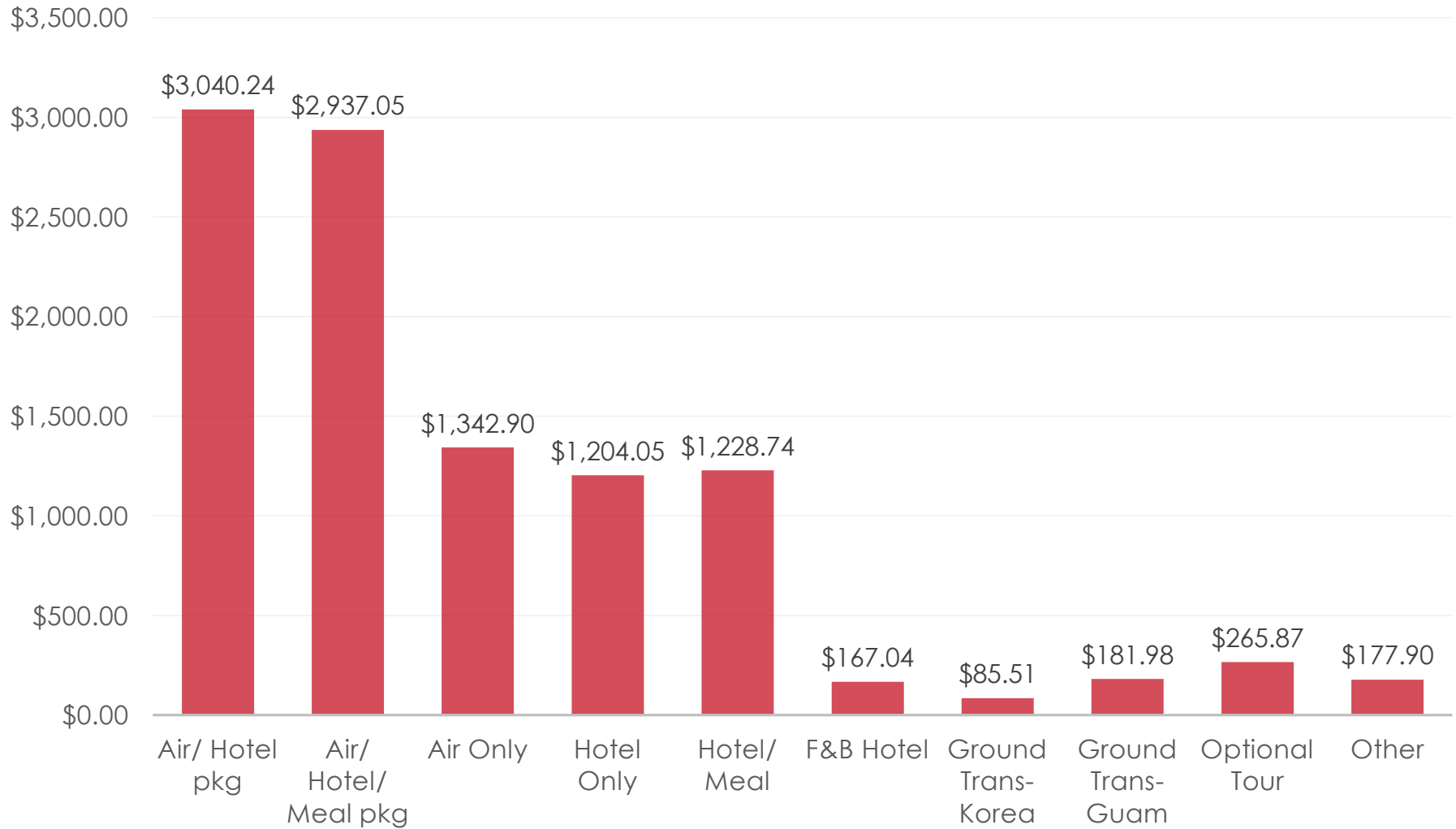
# Prepaid Per Person– Key Segments

**GVB EXIT SURVEY  
Q10A PREPAID - PER PERSON:**

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
PREPAID PP	Mean	\$900.01	\$1,111.88	\$1,261.94	.	\$916.10	\$901.69	\$984.73	\$928.11	\$862.21
	Median	\$890	\$1,112	\$1,290	.	\$890	\$890	\$775	\$890	\$801

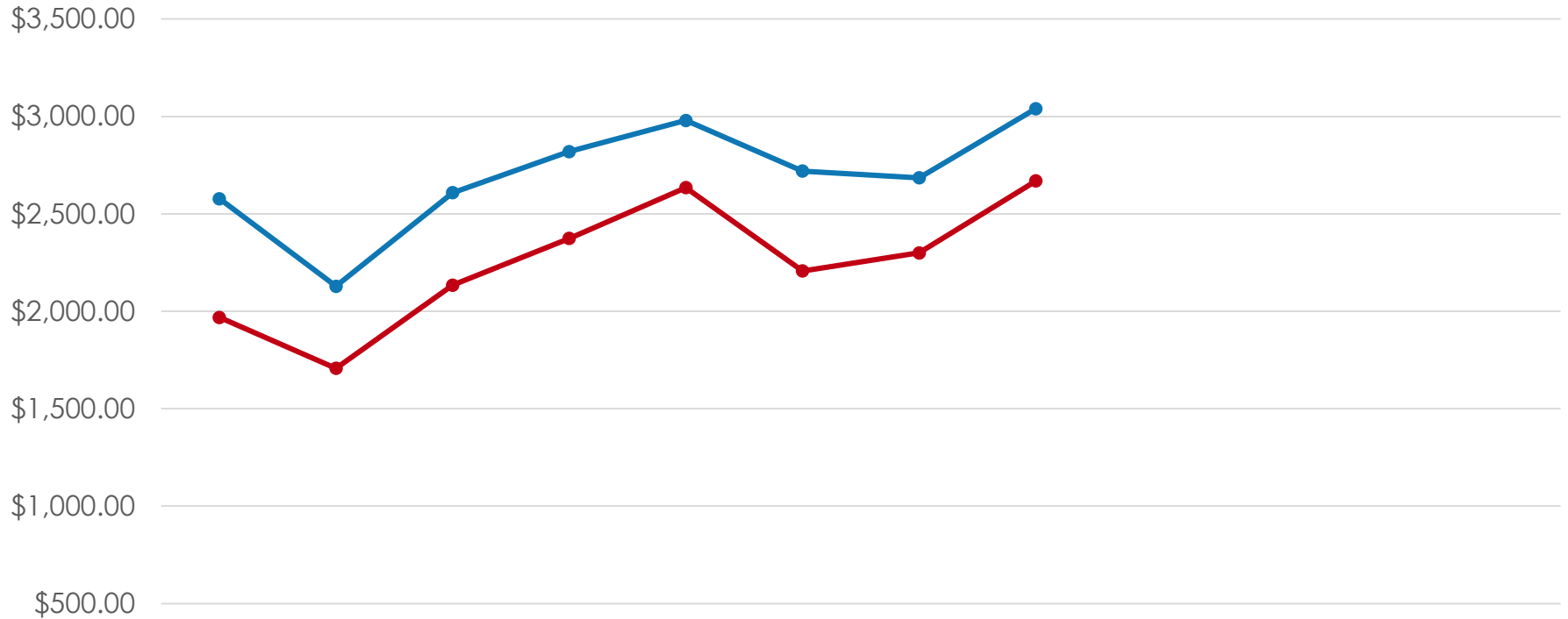
Prepared by Anthology Research

# Prepaid Expenses by Category – MEAN Entire Travel Party



# Prepaid- FY2017 Tracking

## Airfare & Accommodation Packages

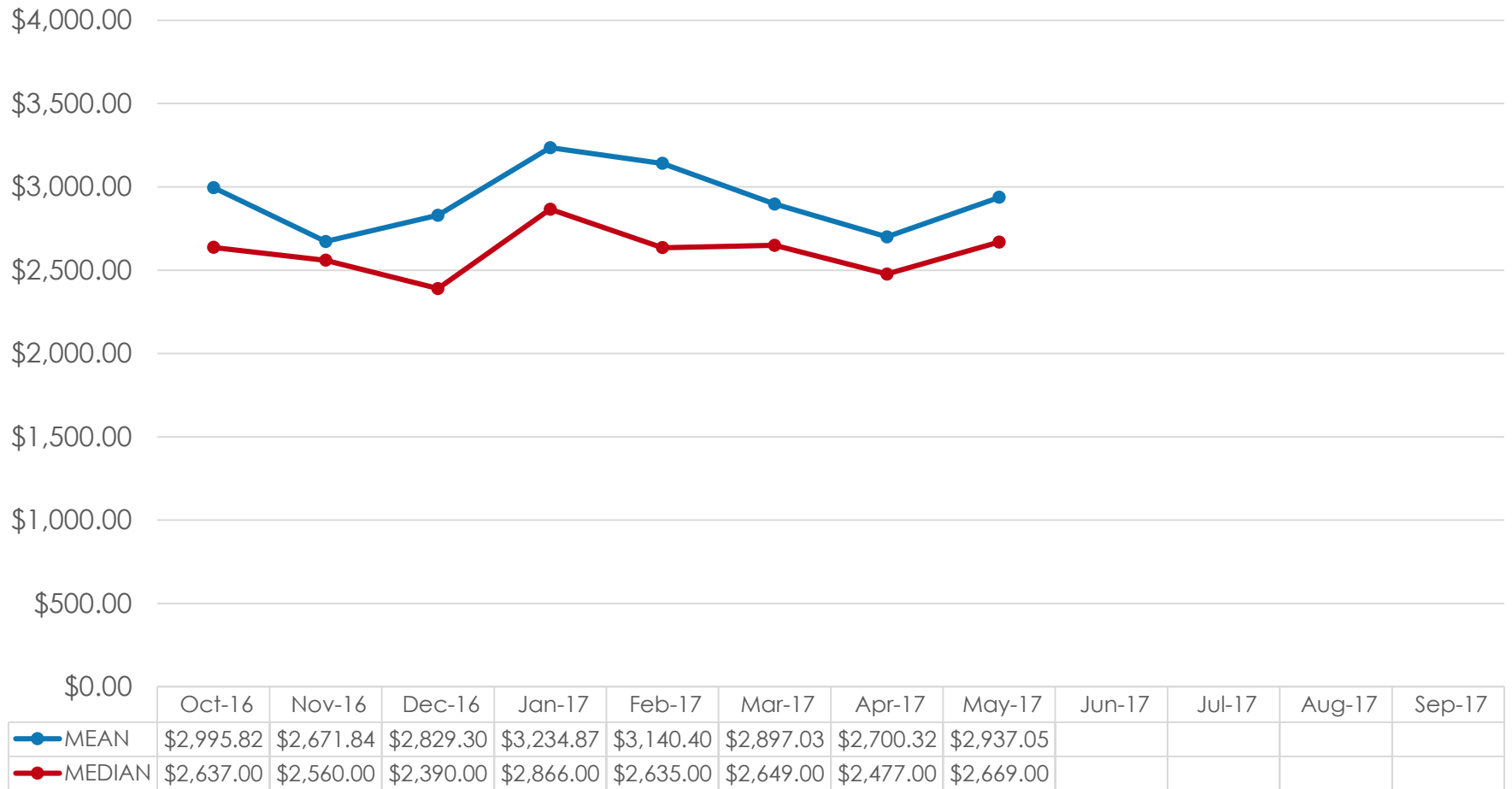


	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$2,578.15	\$2,128.73	\$2,608.73	\$2,819.60	\$2,979.70	\$2,719.39	\$2,684.99	\$3,040.24				
MEDIAN	\$1,969.00	\$1,707.00	\$2,134.00	\$2,374.00	\$2,635.00	\$2,207.00	\$2,300.00	\$2,669.00				



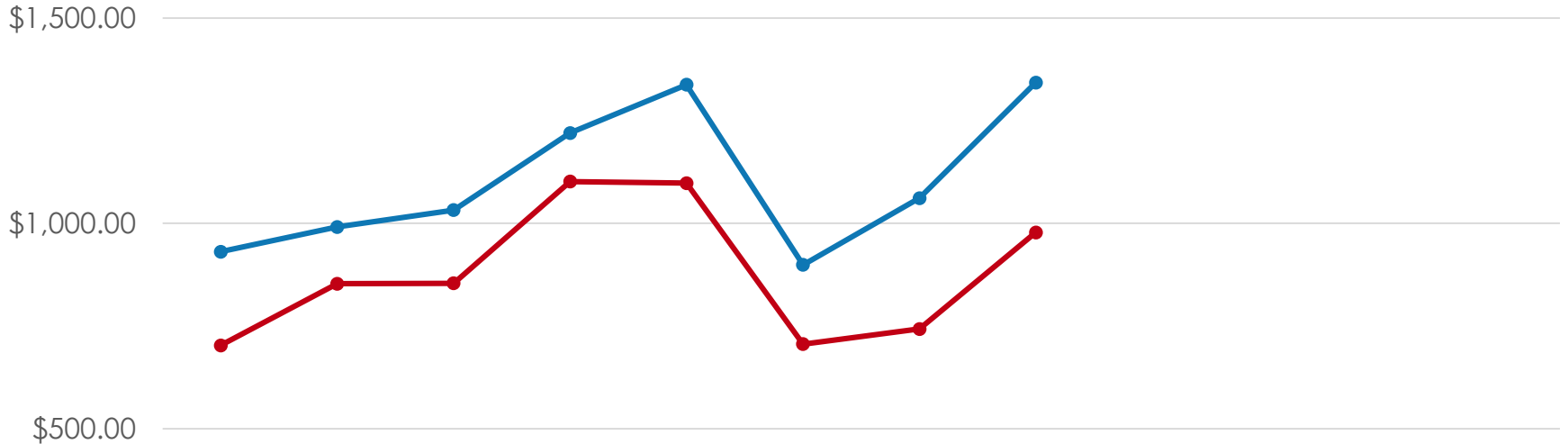
# Prepaid- FY2017 Tracking

## Airfare & Accommodation W/ Meal Packages



# Prepaid- FY2017 Tracking

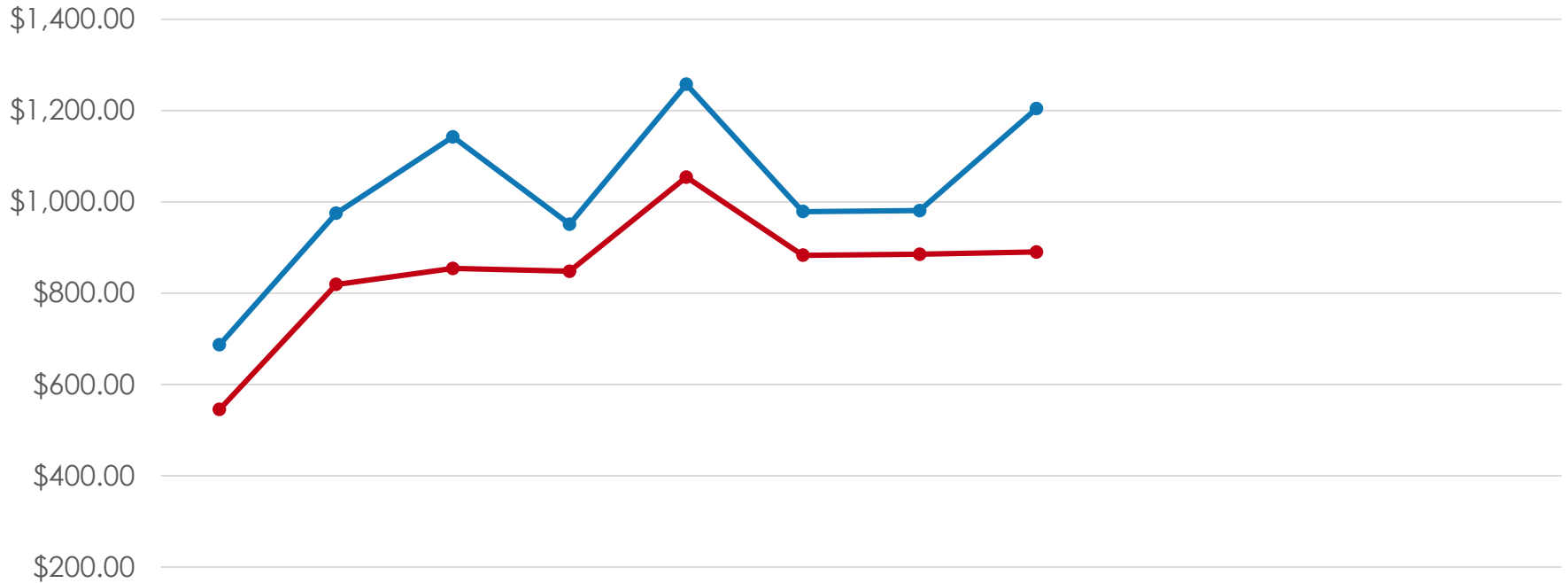
## Airfare Only



	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	\$930.99	\$991.20	\$1,032.22	\$1,220.24	\$1,337.74	\$899.01	\$1,061.69	\$1,342.90				
MEDIAN	\$703.00	\$853.00	\$854.00	\$1,102.00	\$1,098.00	\$706.00	\$743.00	\$978.00				

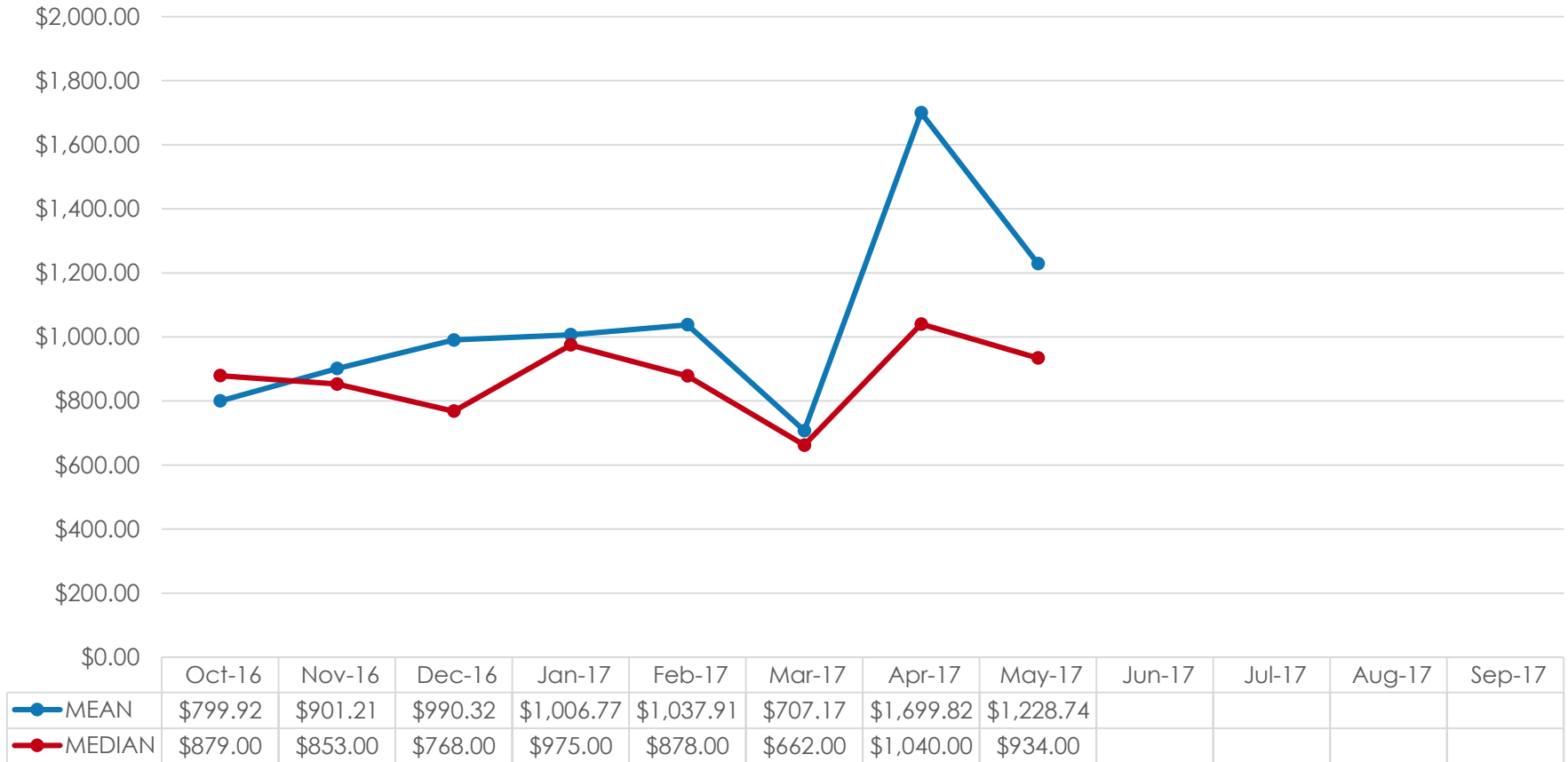
# Prepaid- FY2017 Tracking

## Accommodations Only



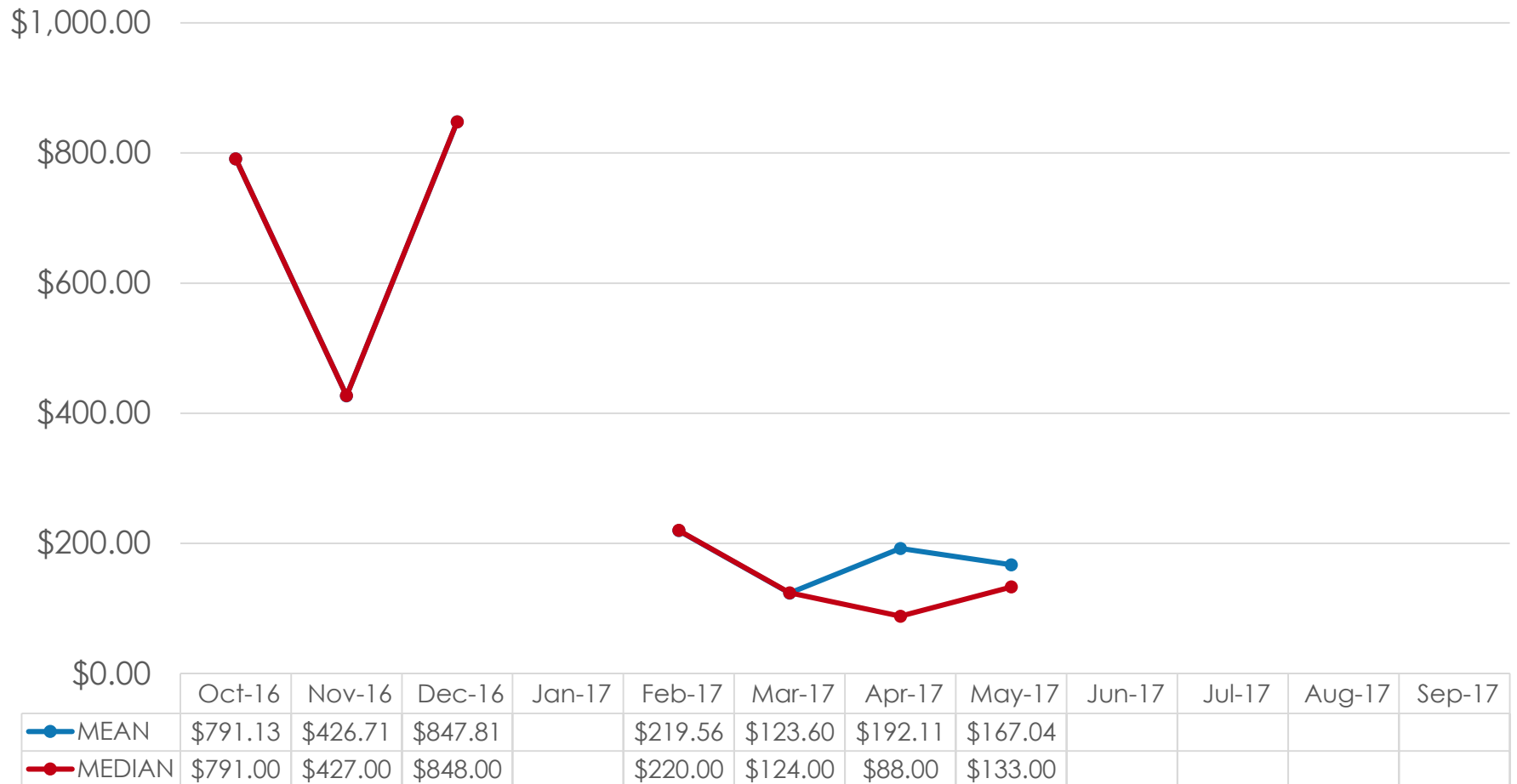
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$686.81	\$974.76	\$1,142.28	\$951.10	\$1,257.38	\$978.59	\$980.77	\$1,204.05				
MEDIAN	\$545.00	\$819.00	\$854.00	\$848.00	\$1,054.00	\$883.00	\$885.00	\$890.00				

# Prepaid- FY2017 Tracking Accommodations w/ Meal Only



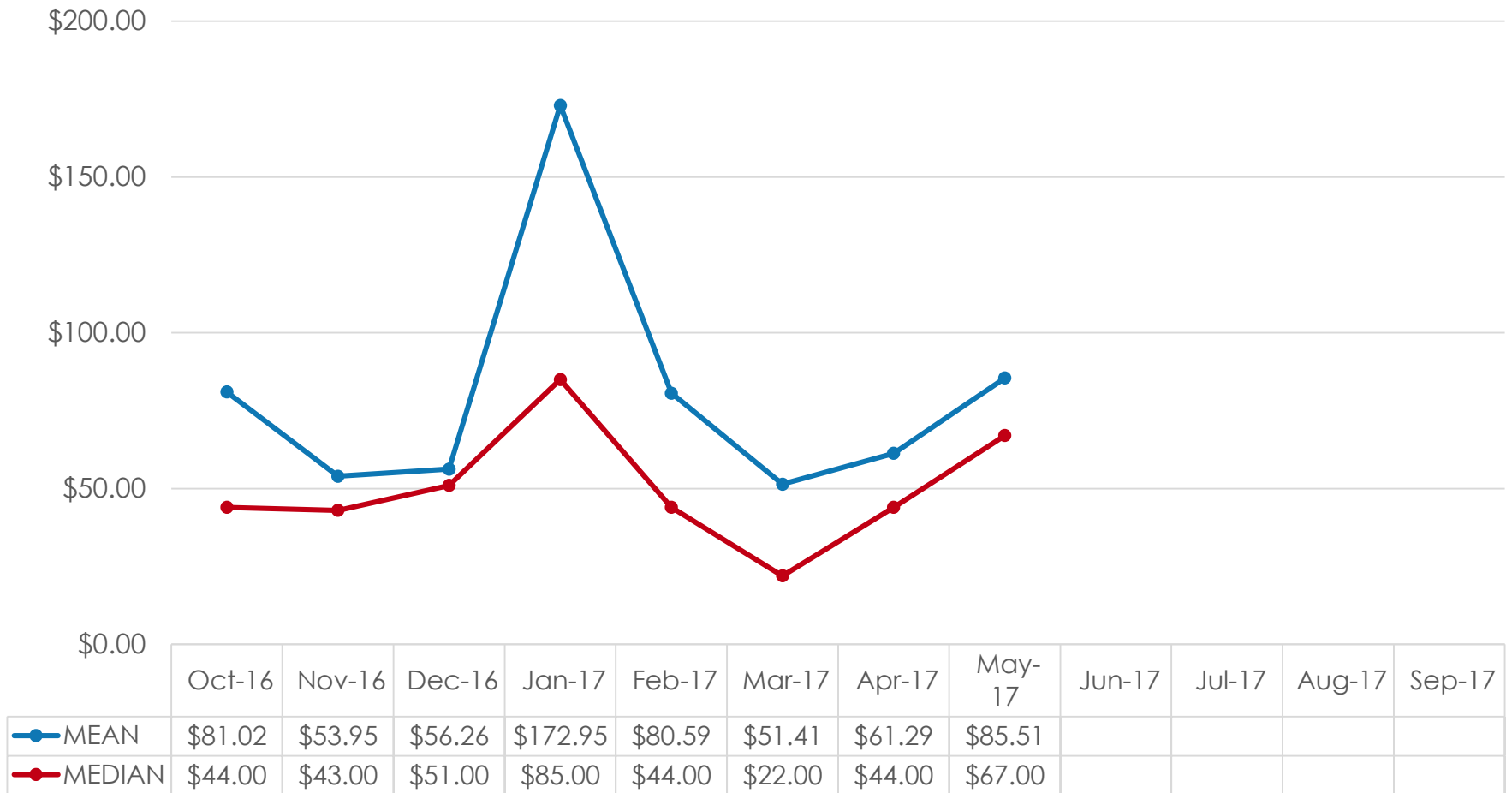
# Prepaid- FY2017 Tracking

## Food & Beverage in Hotel



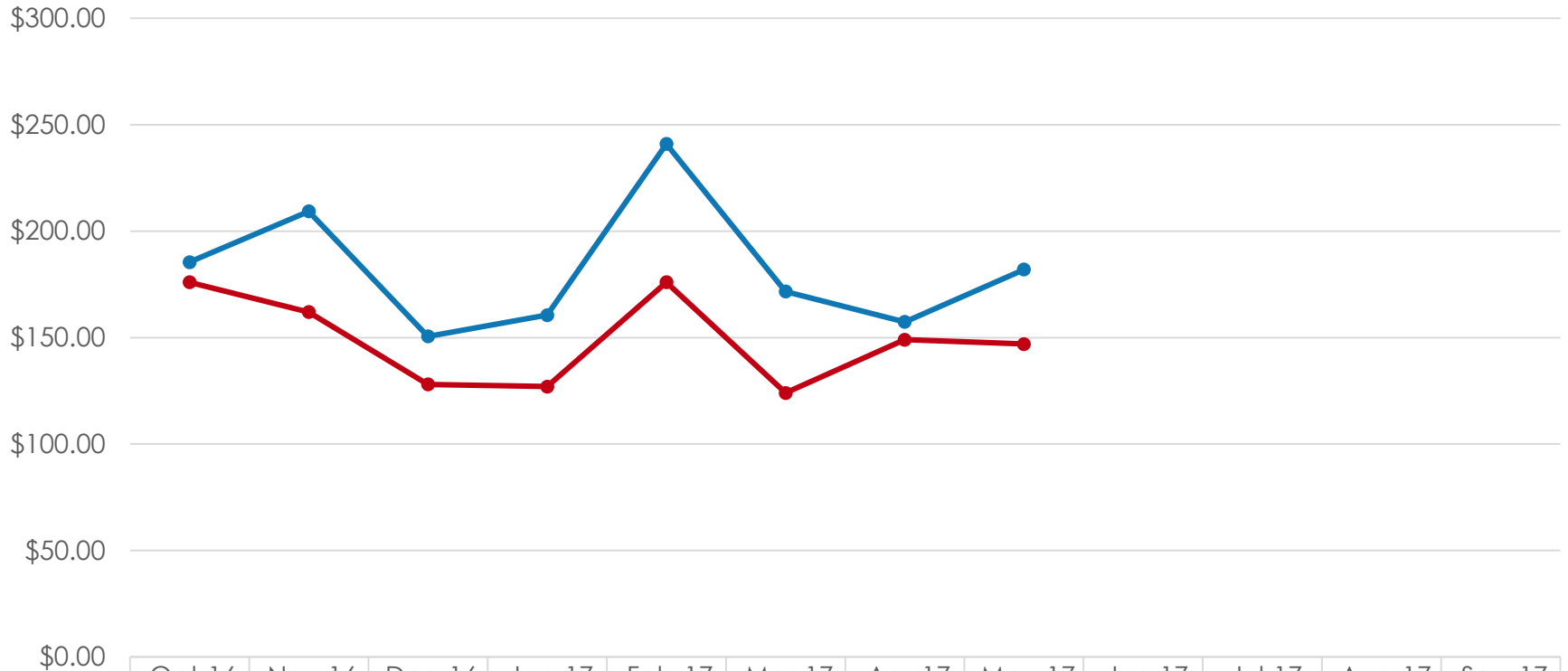
# Prepaid- FY2017 Tracking

## Ground Transportation - Korea



# Prepaid- FY2017 Tracking

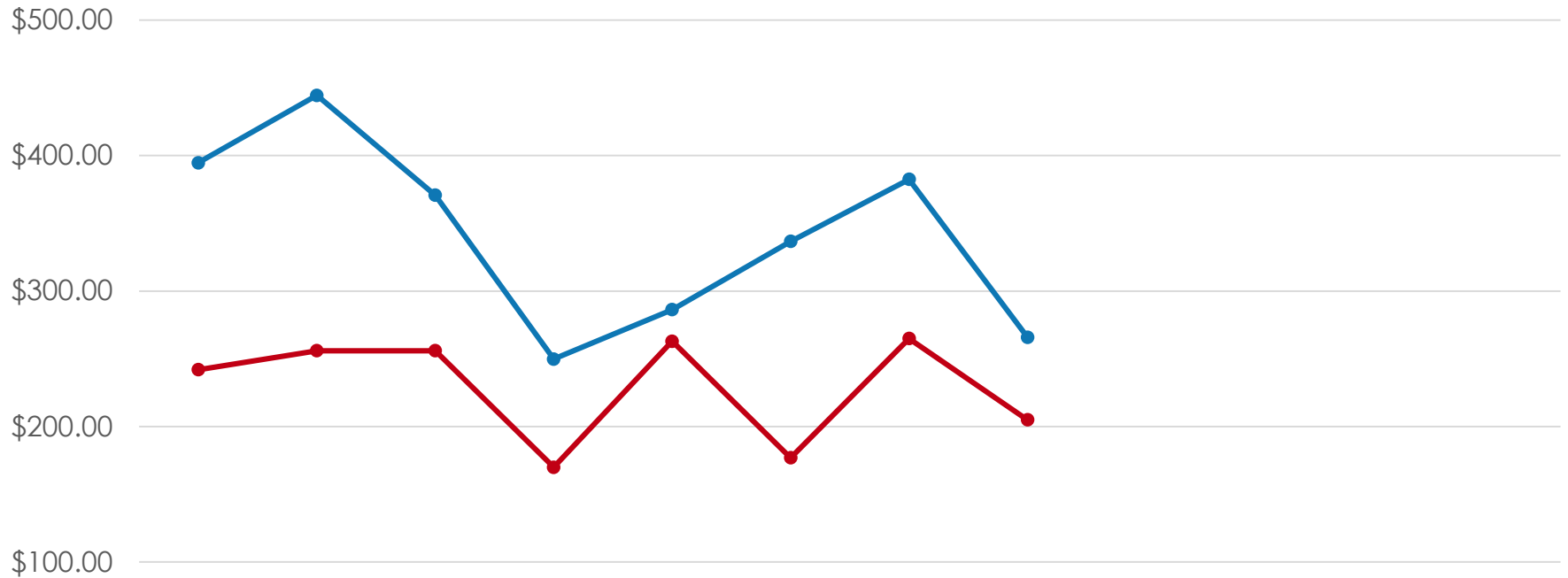
## Ground Transportation - Guam



	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	\$185.47	\$209.35	\$150.57	\$160.59	\$240.98	\$171.69	\$157.41	\$181.98				
MEDIAN	\$176.00	\$162.00	\$128.00	\$127.00	\$176.00	\$124.00	\$149.00	\$147.00				

# Prepaid– FY2017 Tracking

## Optional tours/ Activities



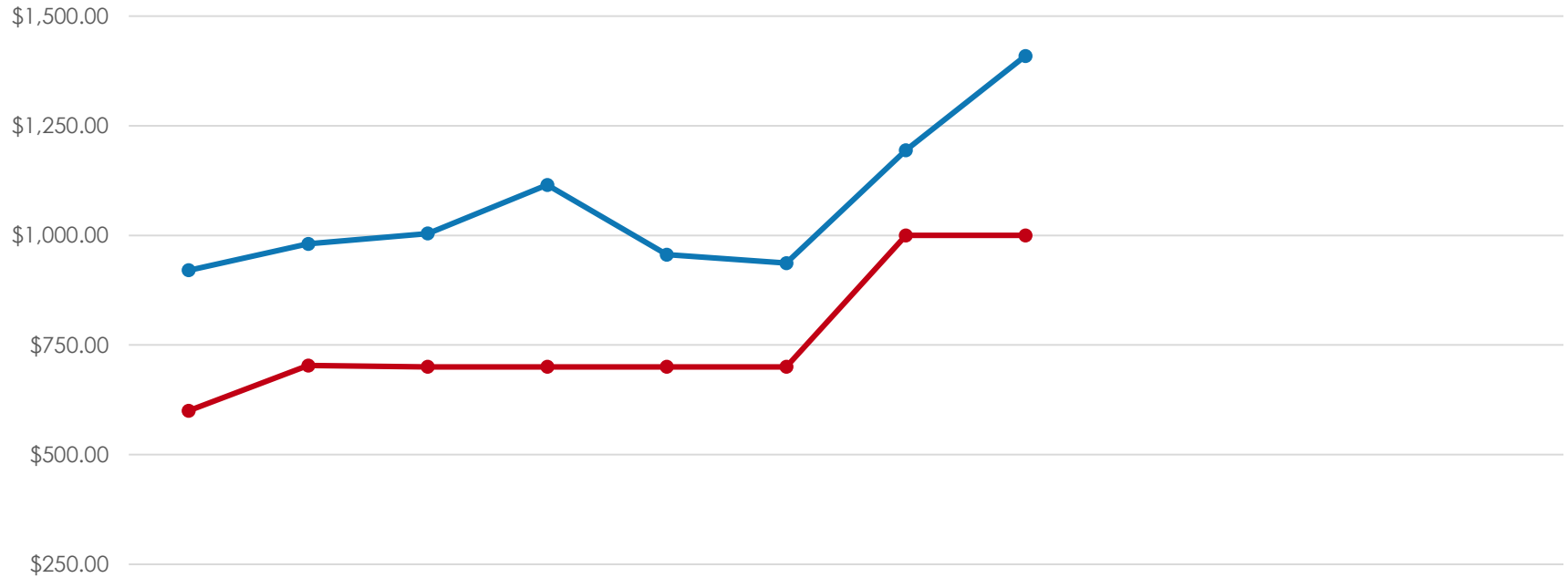
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$394.68	\$444.49	\$370.79	\$249.85	\$286.33	\$336.64	\$382.43	\$265.87				
MEDIAN	\$242.00	\$256.00	\$256.00	\$170.00	\$263.00	\$177.00	\$265.00	\$205.00				



# On-Island Expenditures

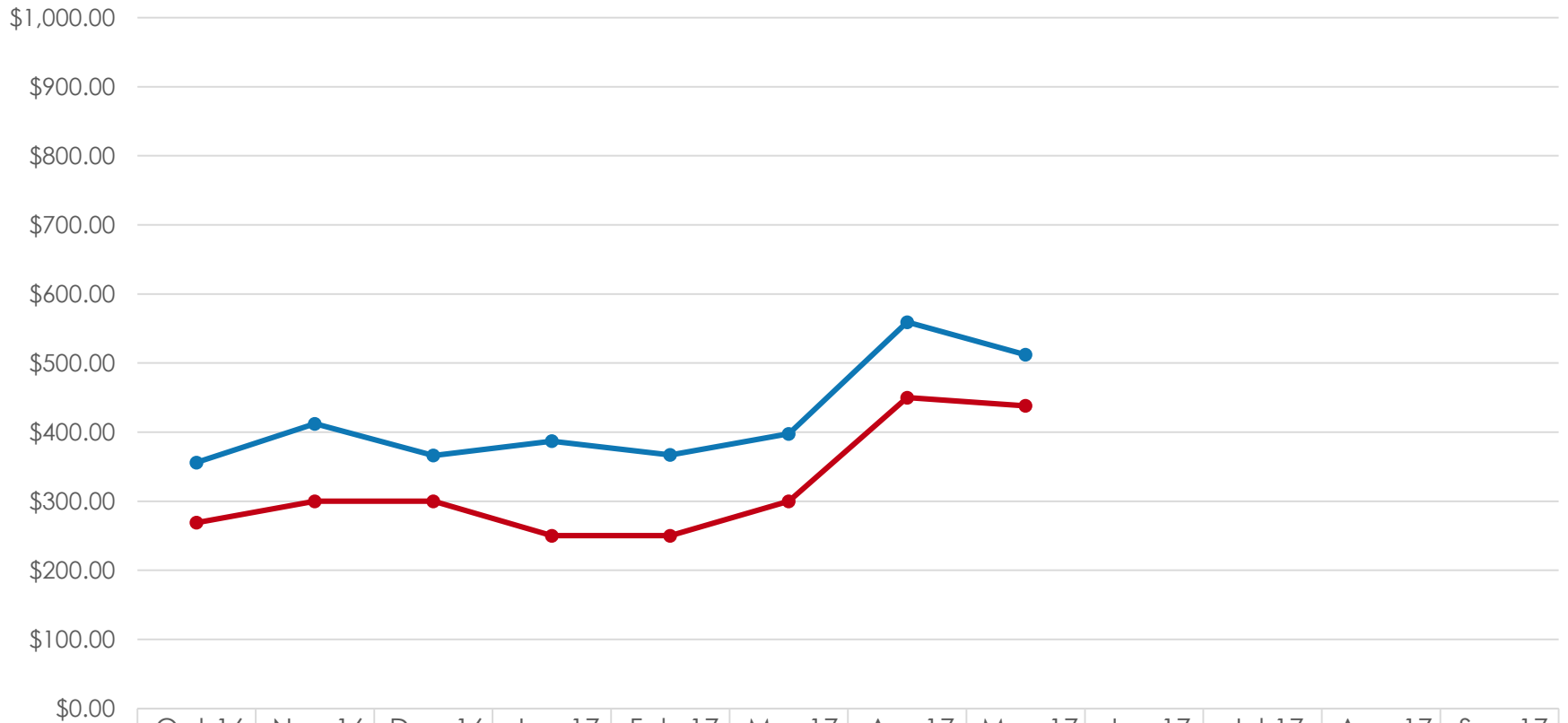
- \$1,409.05 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$512.14 = overall mean average per person prepaid expenditures

# On-Island 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	\$920.41	\$980.55	\$1,004.04	\$1,114.87	\$955.97	\$936.57	\$1,194.12	\$1,409.05				
● MEDIAN	\$600.00	\$703.00	\$700.00	\$700.00	\$700.00	\$700.00	\$1,000.00	\$1,000.00				

# 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	\$356.05	\$412.21	\$366.24	\$386.94	\$367.09	\$397.56	\$559.29	\$512.14				
MEDIAN	\$269.00	\$300.00	\$300.00	\$250.00	\$250.00	\$300.00	\$450.00	\$438.00				

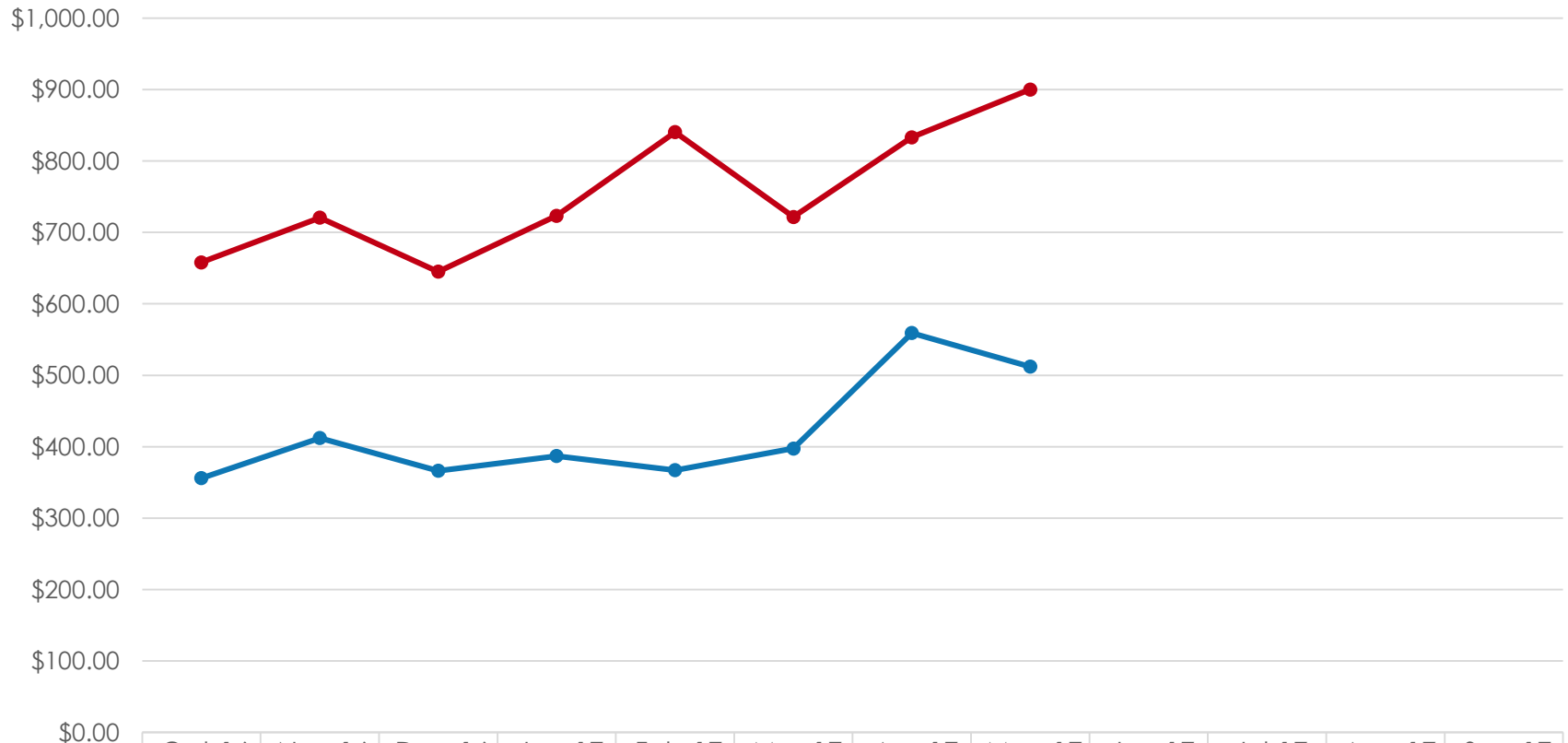
# On-Island Per Person – Key Segments

GVB EXIT SURVEY  
Q11A ONISLE EXPENDITURE- PER PERSO

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
ONISLE PP	Mean	\$512.14	\$0.00	\$834.78	.	\$515.44	\$450.13	\$520.08	\$507.98	\$518.47
	Median	\$438	\$0	\$900	.	\$430	\$336	\$500	\$400	\$450

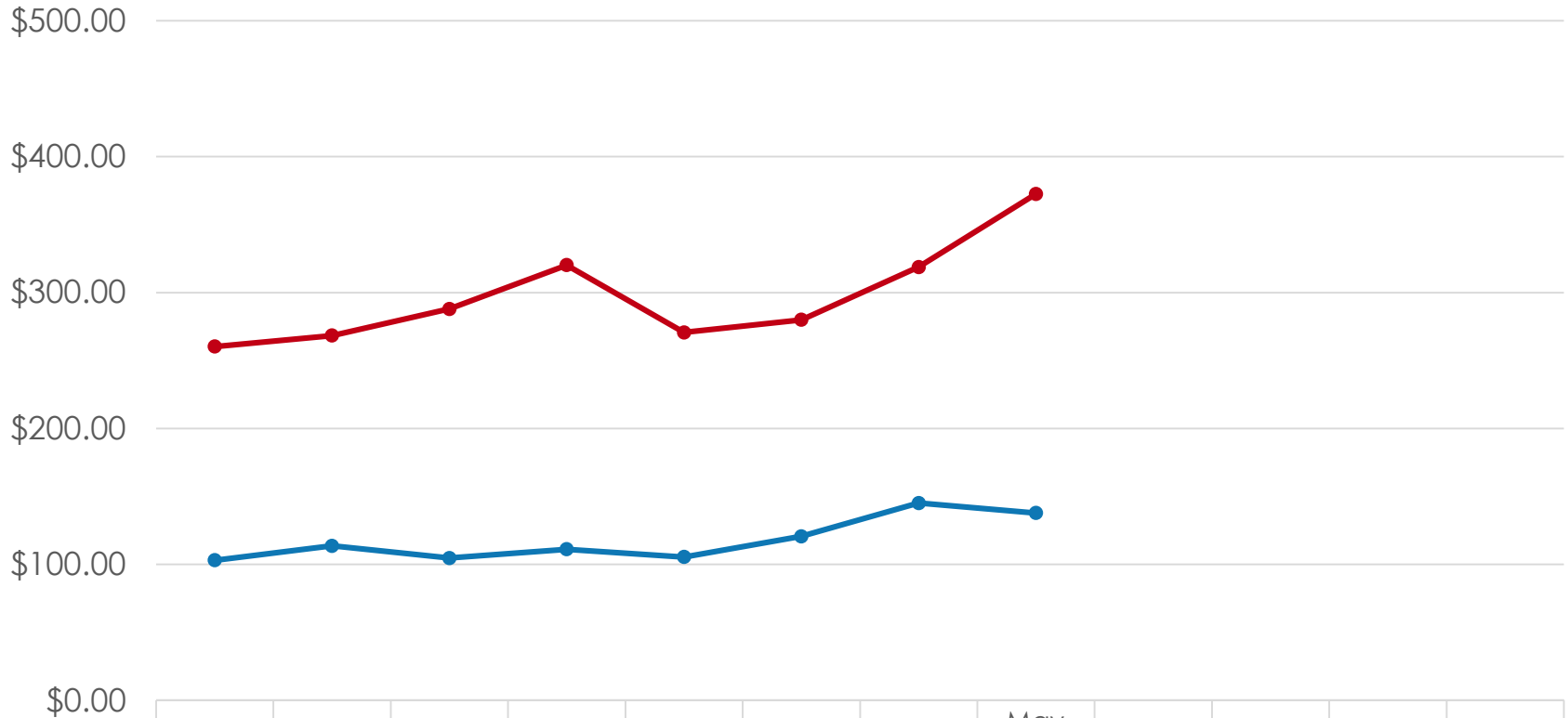
Prepared by Anthology Research

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



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
On-Island	\$356.05	\$412.21	\$366.24	\$386.94	\$367.09	\$397.56	\$559.29	\$512.14				
Prepaid	\$658.04	\$720.62	\$645.02	\$723.26	\$840.37	\$721.76	\$833.23	\$900.01				

# On-Island Per Day Spending – FY2017 Tracking MEAN



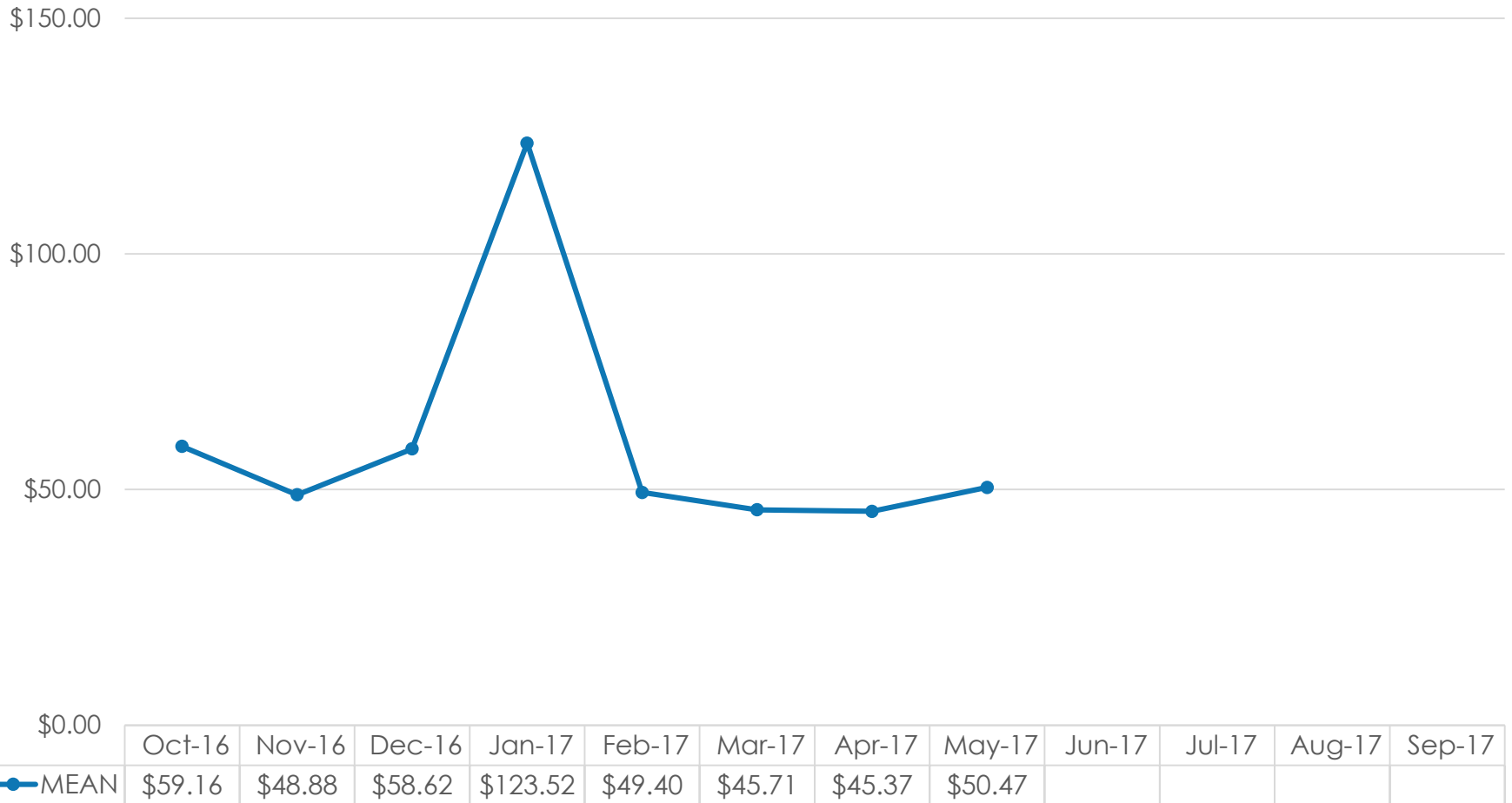
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
Per Person	\$103.06	\$113.69	\$104.72	\$111.17	\$105.45	\$120.60	\$145.12	\$137.78				
Travel Party	\$260.30	\$268.39	\$287.95	\$320.20	\$270.68	\$279.99	\$318.80	\$372.56				

# On-Island Expenses by Category – MEAN Entire Travel Party



# On-Island – FY2017 Tracking

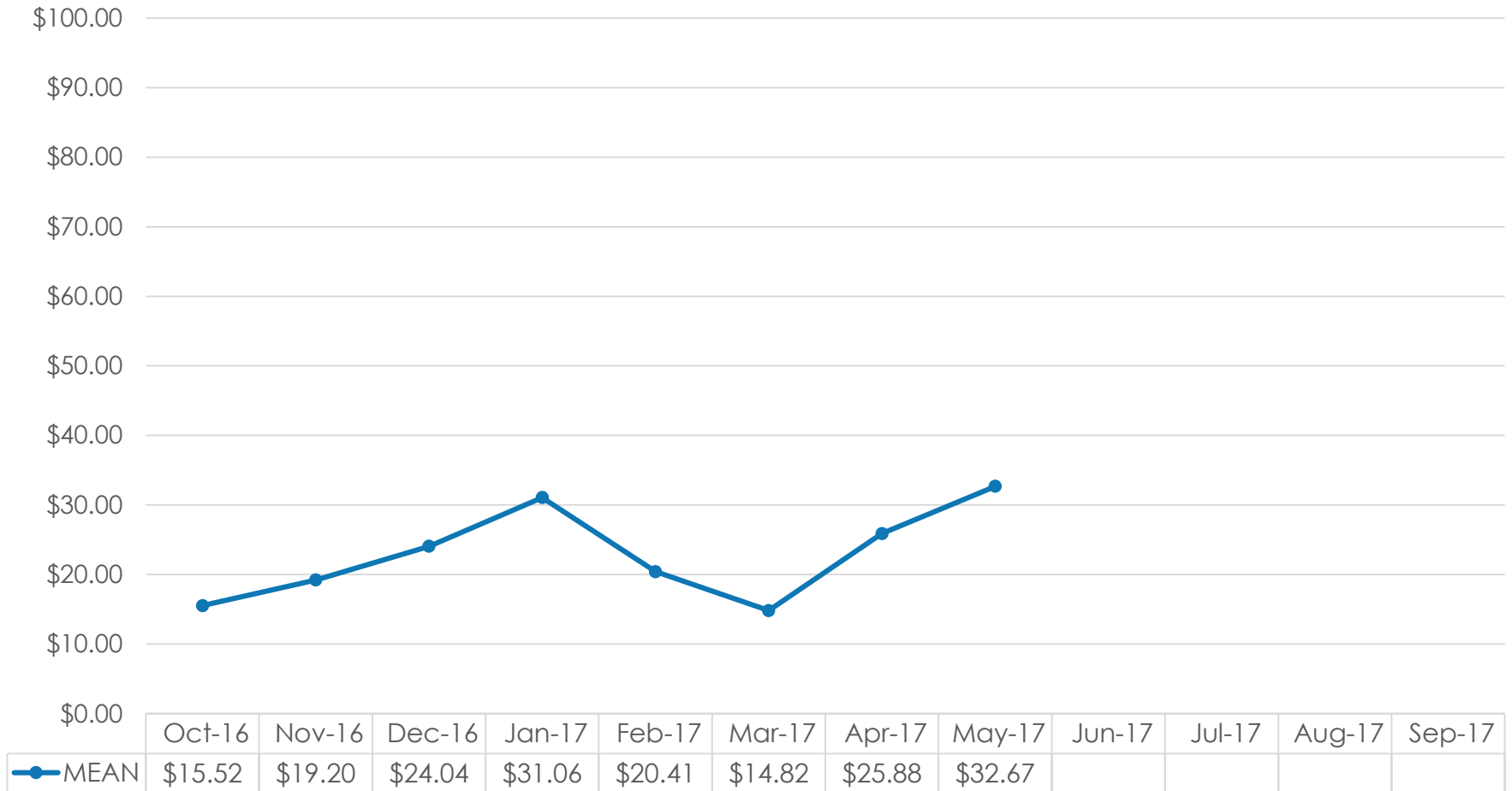
## Food & Beverage - Hotel





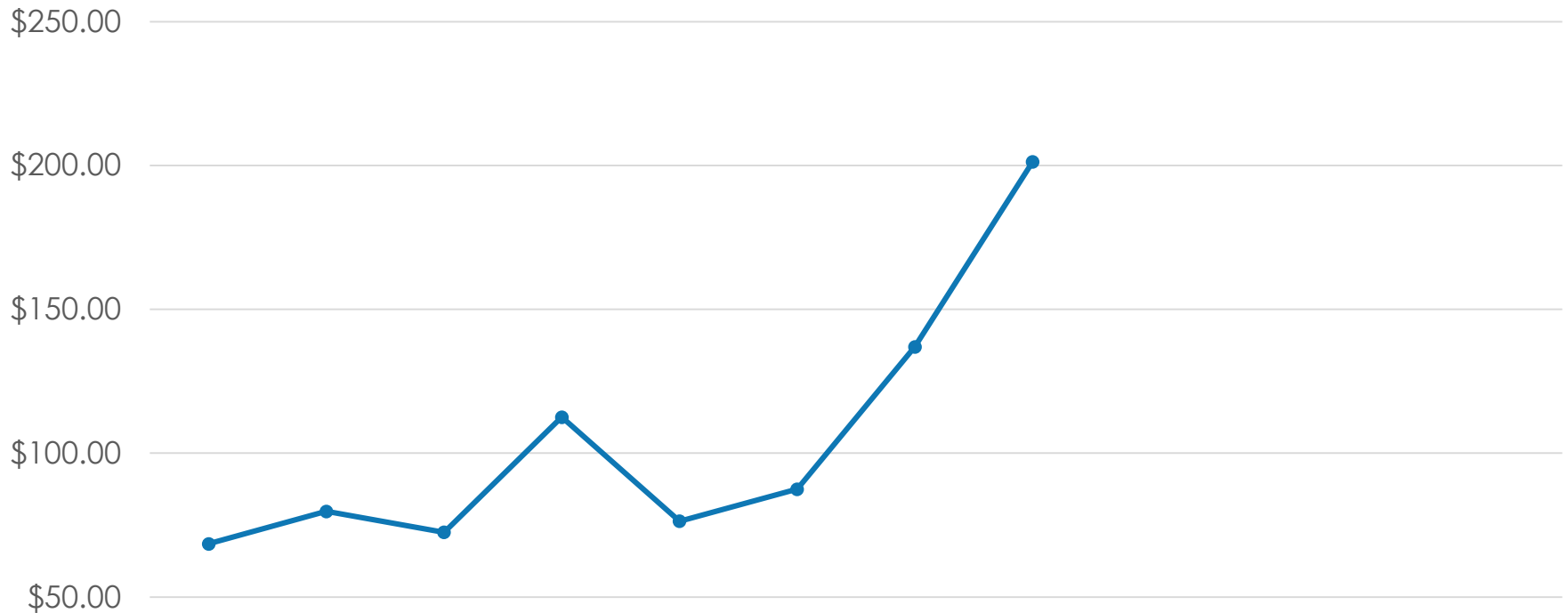
# On-Island – FY2017 Tracking

## Food & Beverage – Fast Food/ Convenience Store



# On-Island – FY2017 Tracking

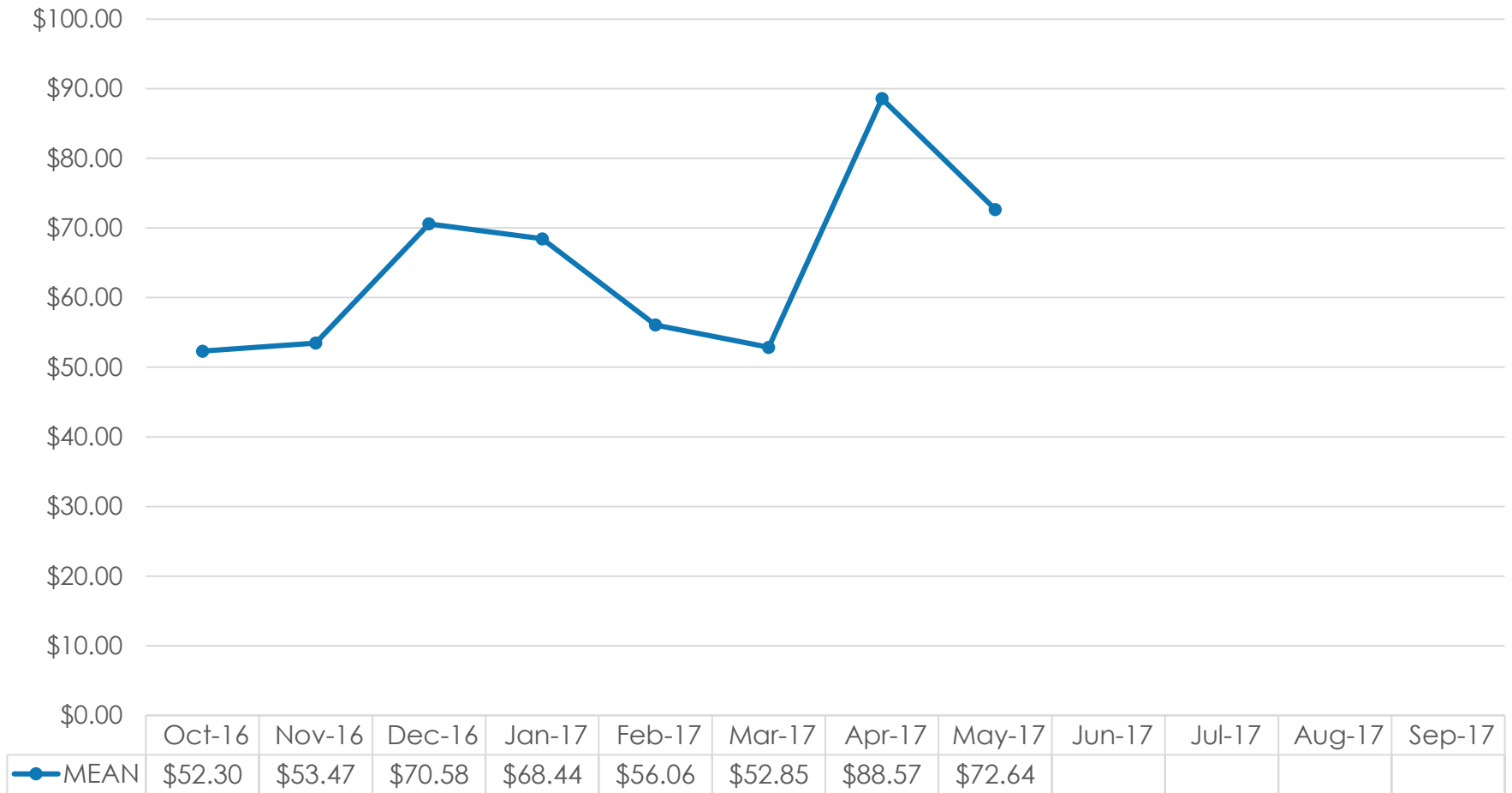
## Food & Beverage – Restaurant/ Drinking Est Outside Hotel



	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	\$68.52	\$79.78	\$72.51	\$112.54	\$76.38	\$87.48	\$136.98	\$201.32				

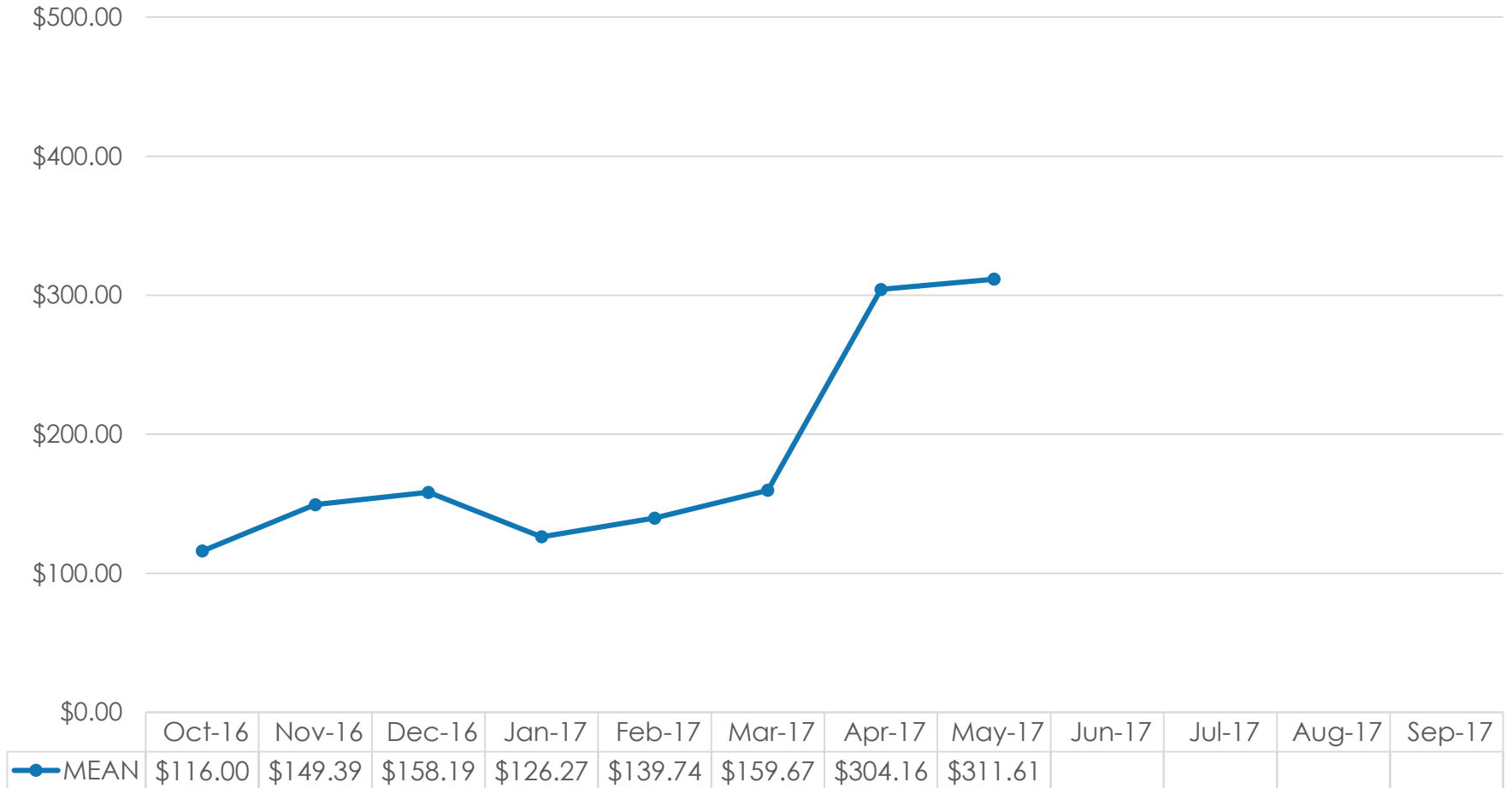
# On-Island – FY2017 Tracking

## Optional tour/ Activities



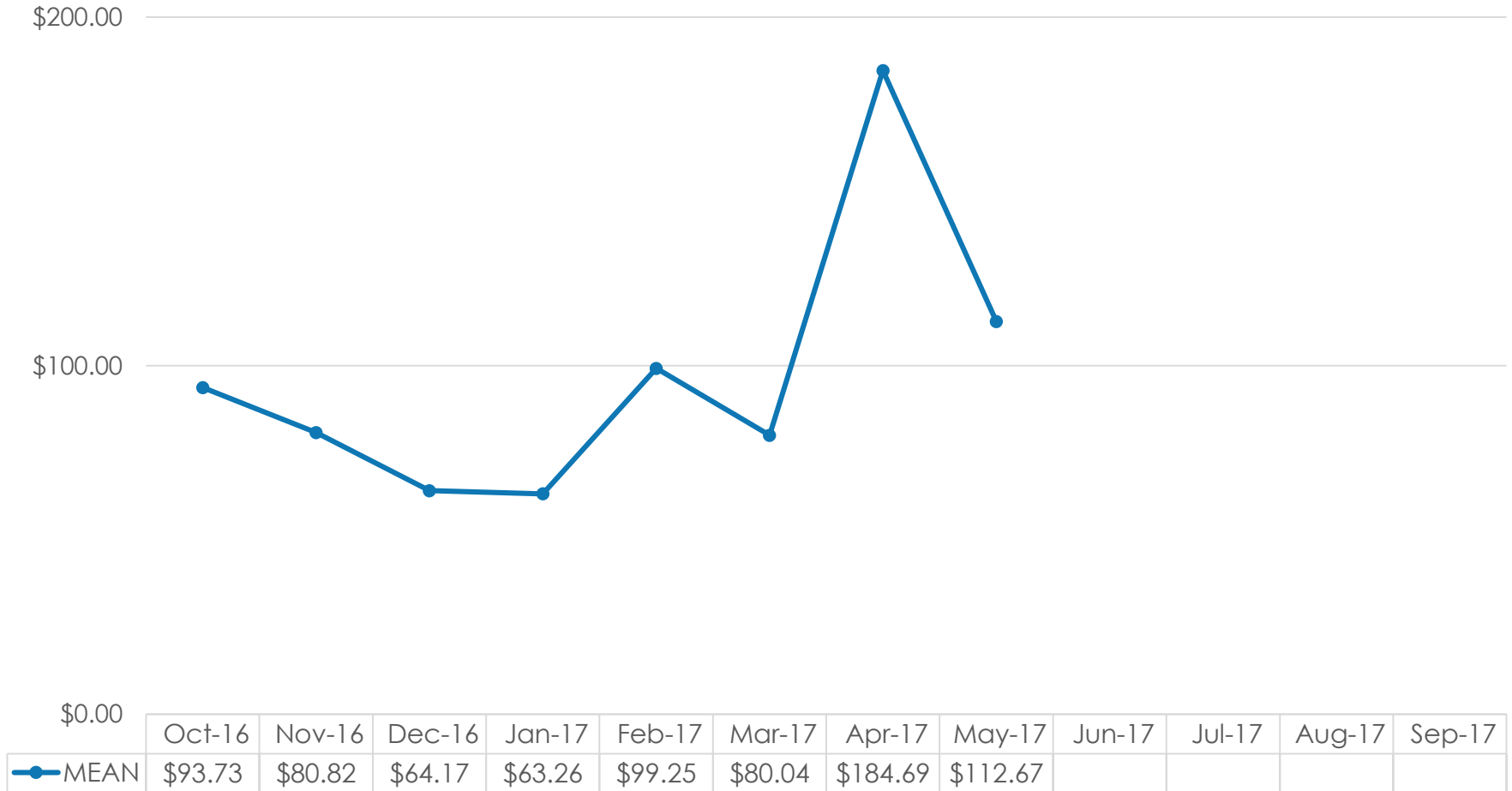
# On-Island – FY2017 Tracking

## Gift/ Souvenir – Self/ Companion



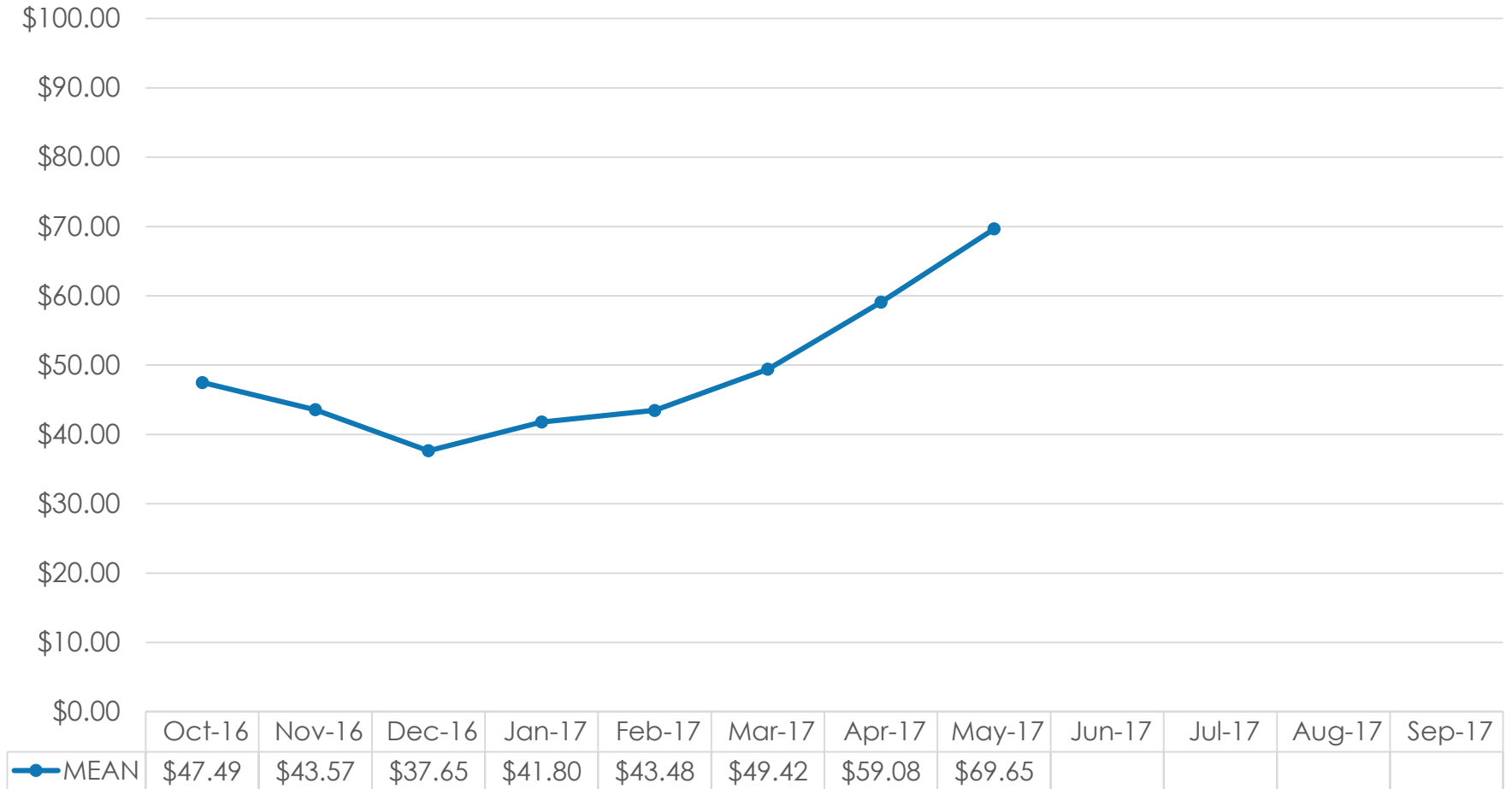
# On-Island – FY2017 Tracking

## Gift/ Souvenir – Friends/ Family



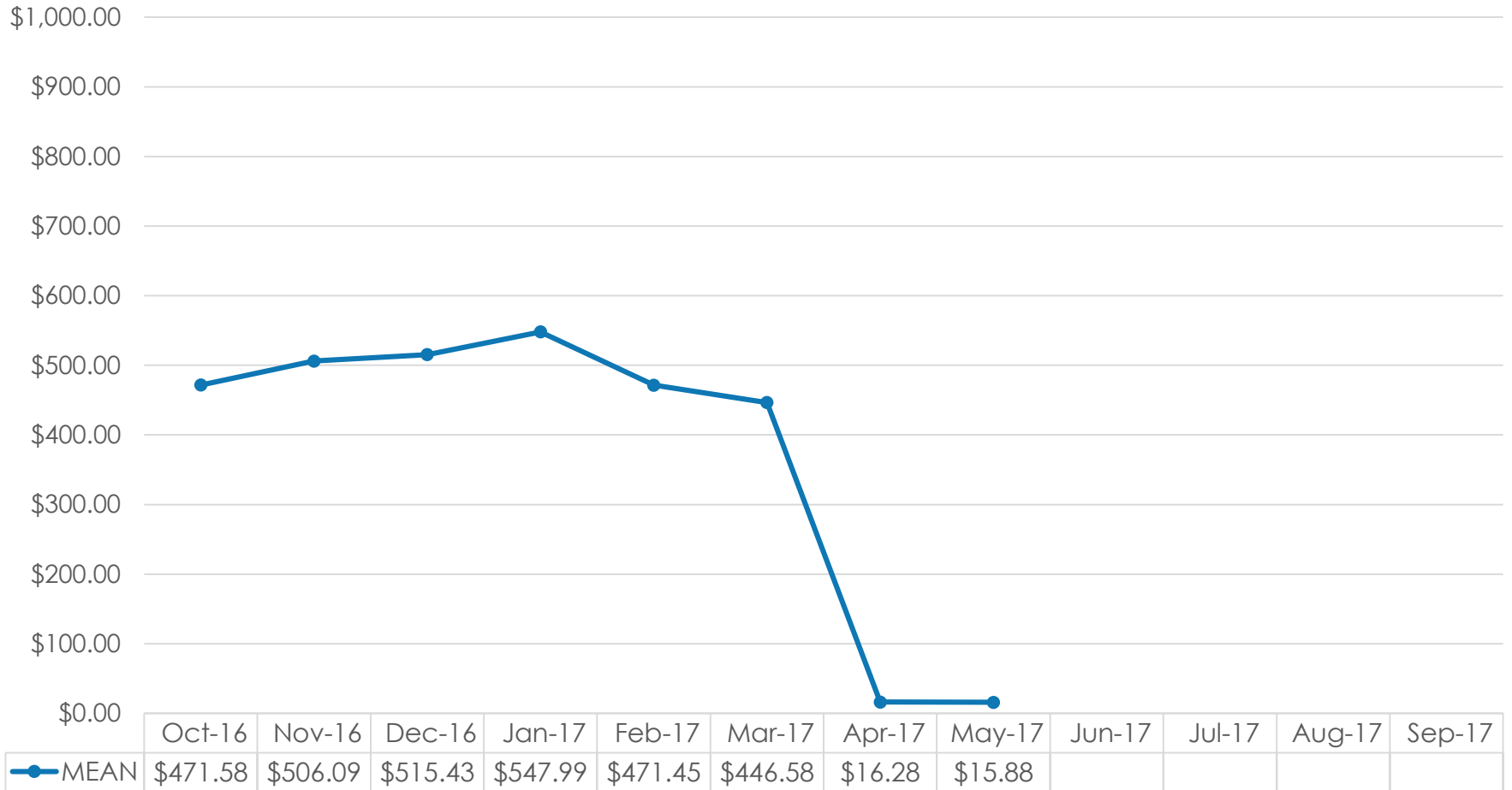
# On-Island – FY2017 Tracking

## Local Transportation



# On-Island – FY2017 Tracking

## Other Not Included

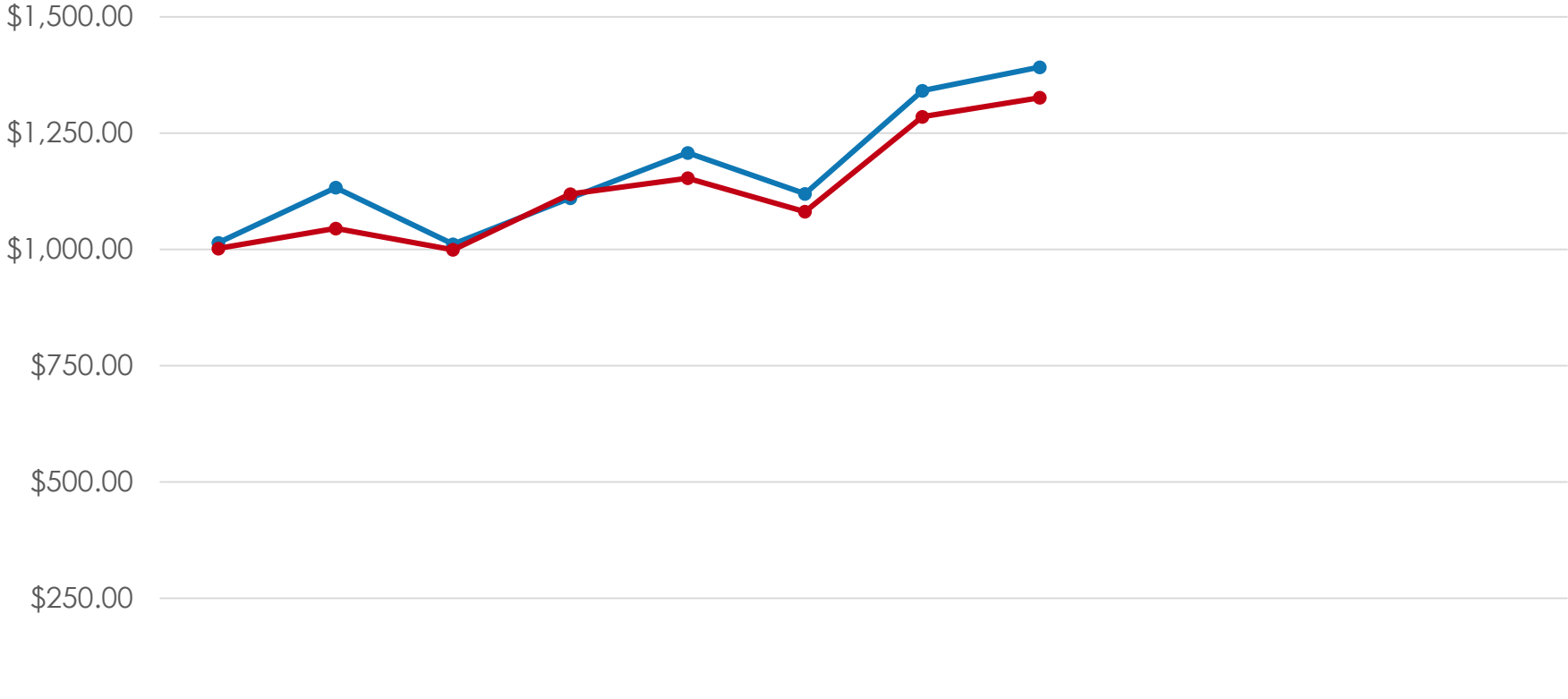


# TOTAL (On-Isle + Prepaid) Expenditures Per Person

- \$1,391.46 = 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	\$1,014.09	\$1,132.84	\$1,011.26	\$1,110.20	\$1,207.47	\$1,119.32	\$1,340.96	\$1,391.46				
MEDIAN	\$1,002.00	\$1,045.00	\$999.00	\$1,119.00	\$1,153.00	\$1,081.00	\$1,285.00	\$1,326.00				

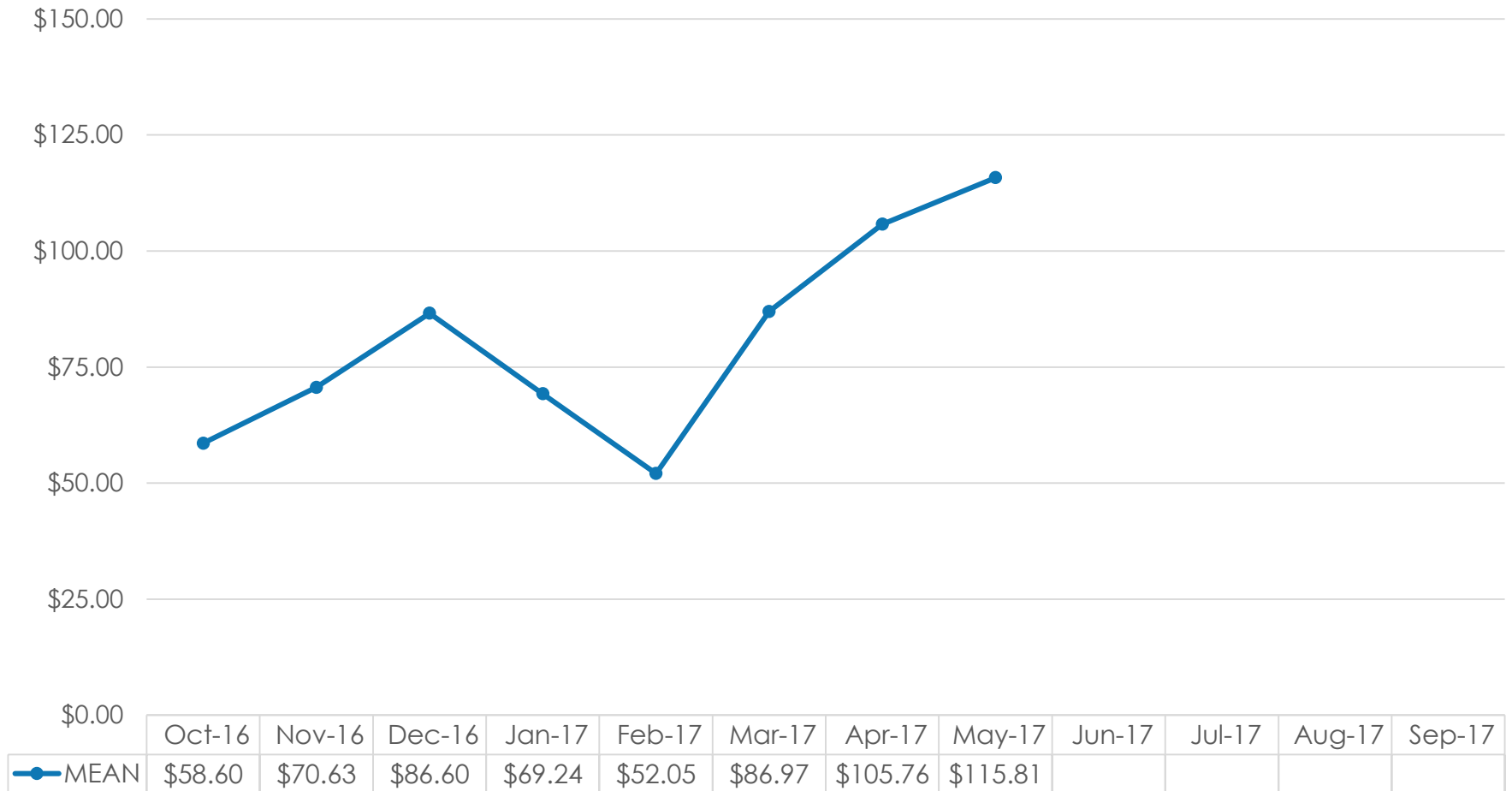
# TOTAL Per Person Expenditures – Key Segments

GVB EXIT SURVEY  
TOTAL - PER PERSON

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
TOTAL PP	Mean	\$1,391.46	\$1,111.88	\$2,096.72	.	\$1,407.19	\$1,329.28	\$1,454.74	\$1,409.95	\$1,358.46
	Median	\$1,326	\$1,112	\$2,123	.	\$1,353	\$1,241	\$1,323	\$1,327	\$1,260

Prepared by Anthology Research

# GUAM AIRPORT EXPENDITURE – FY2017 Tracking

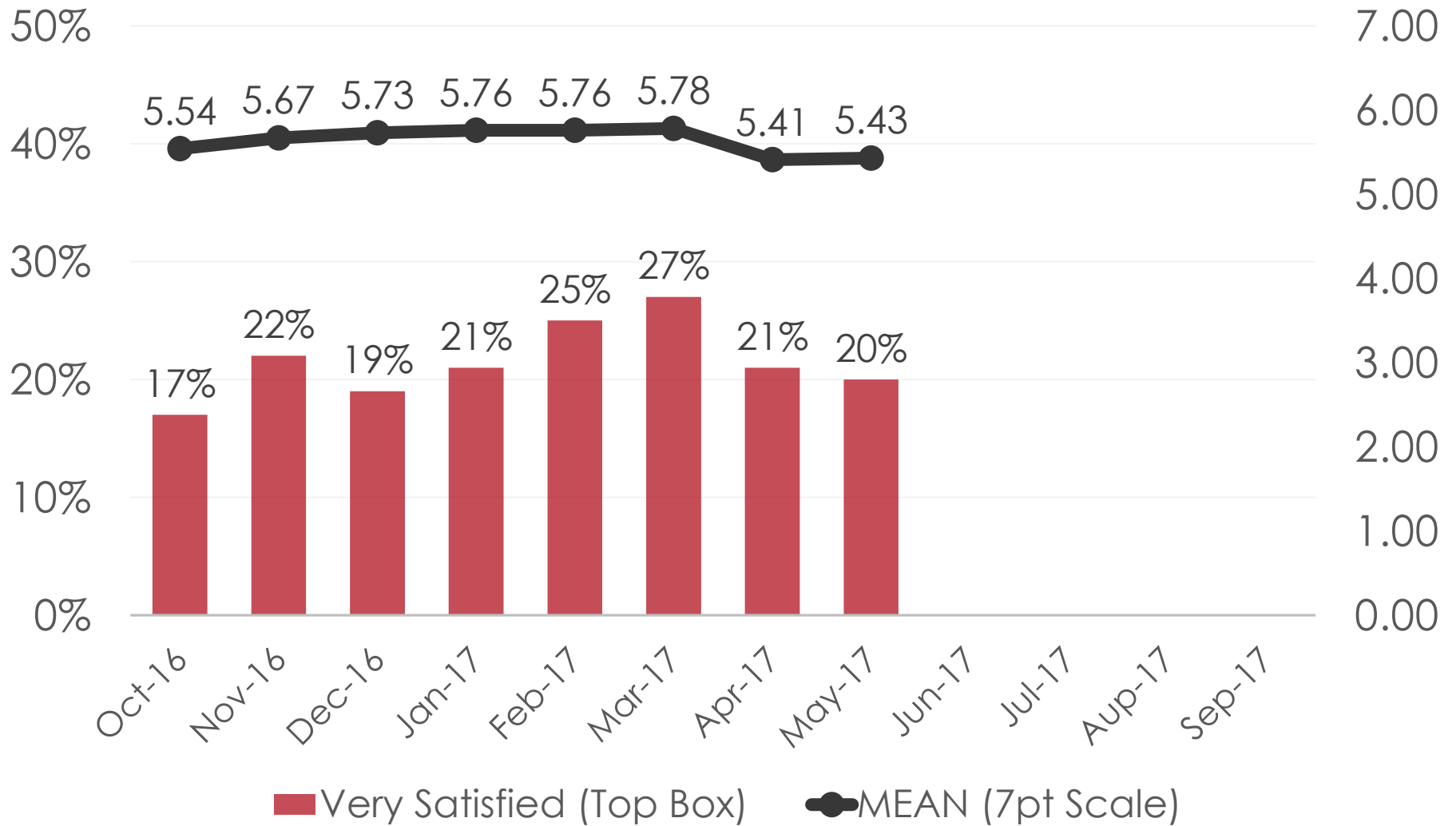


# SECTION 4

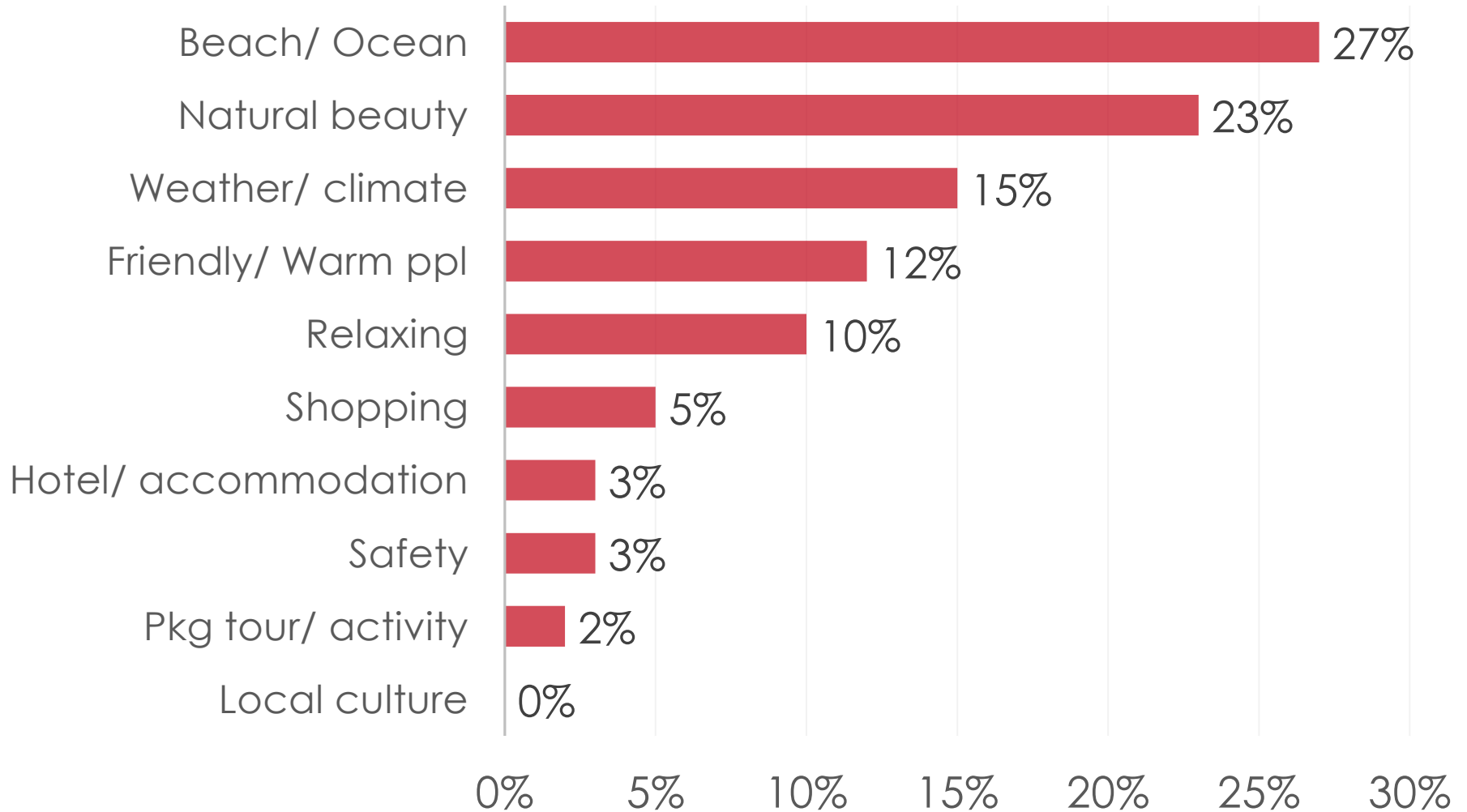
# VISITOR SATISFACTION

# BEHAVIOR

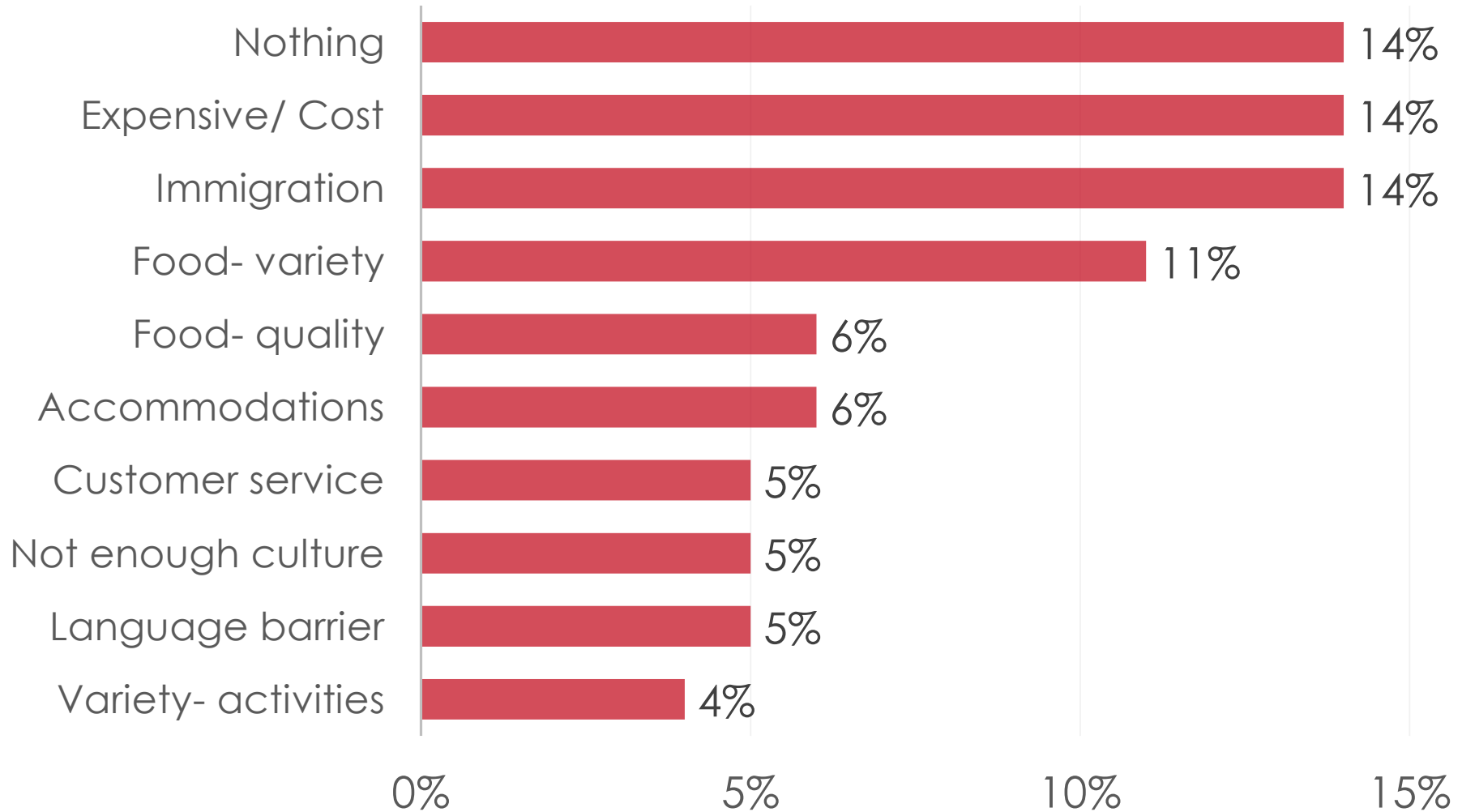
# OVERALL SATISFACTION



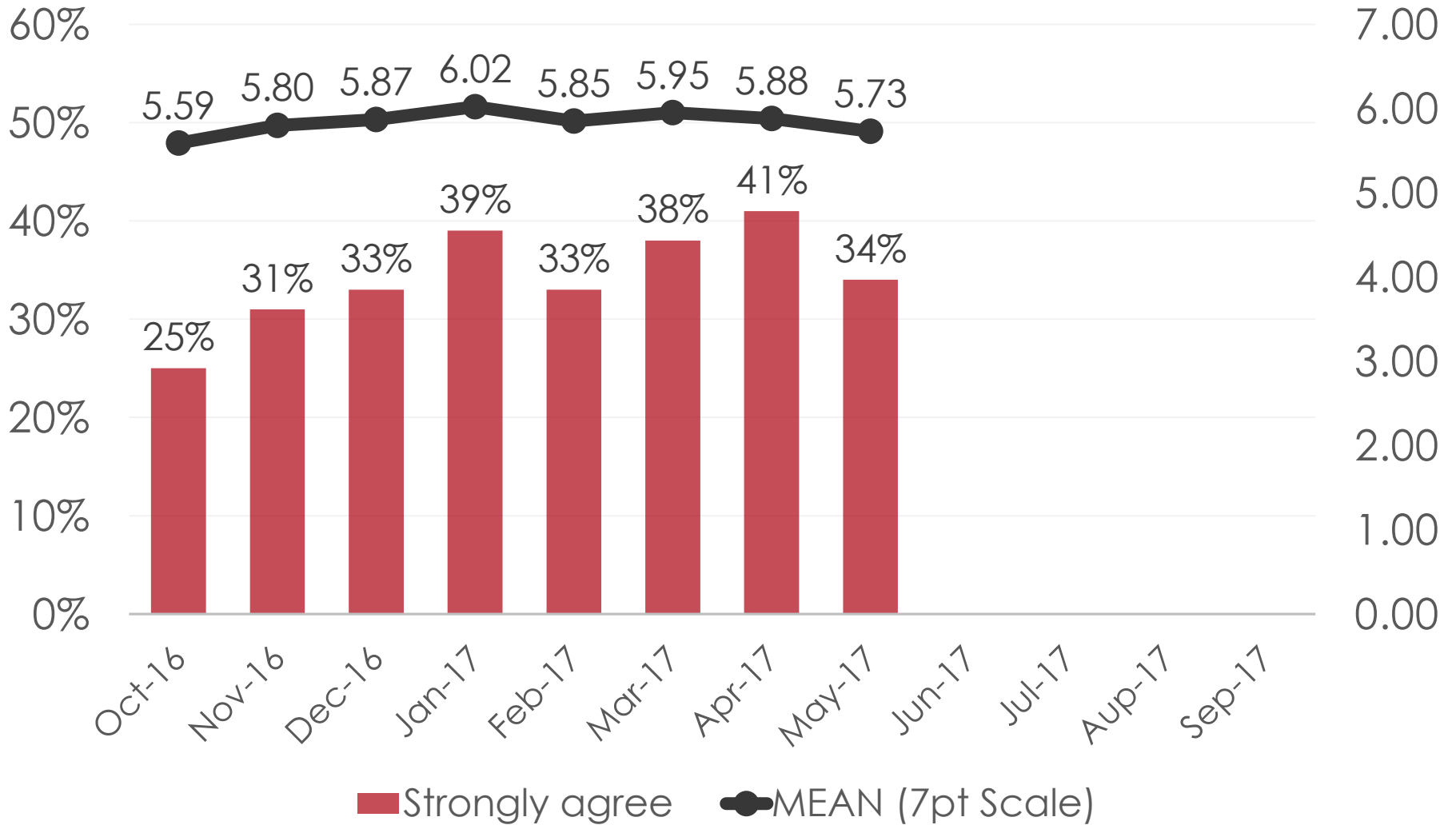
# Positive aspects of trip (Top Reason)



# Negative aspects of trip (Top Reason)

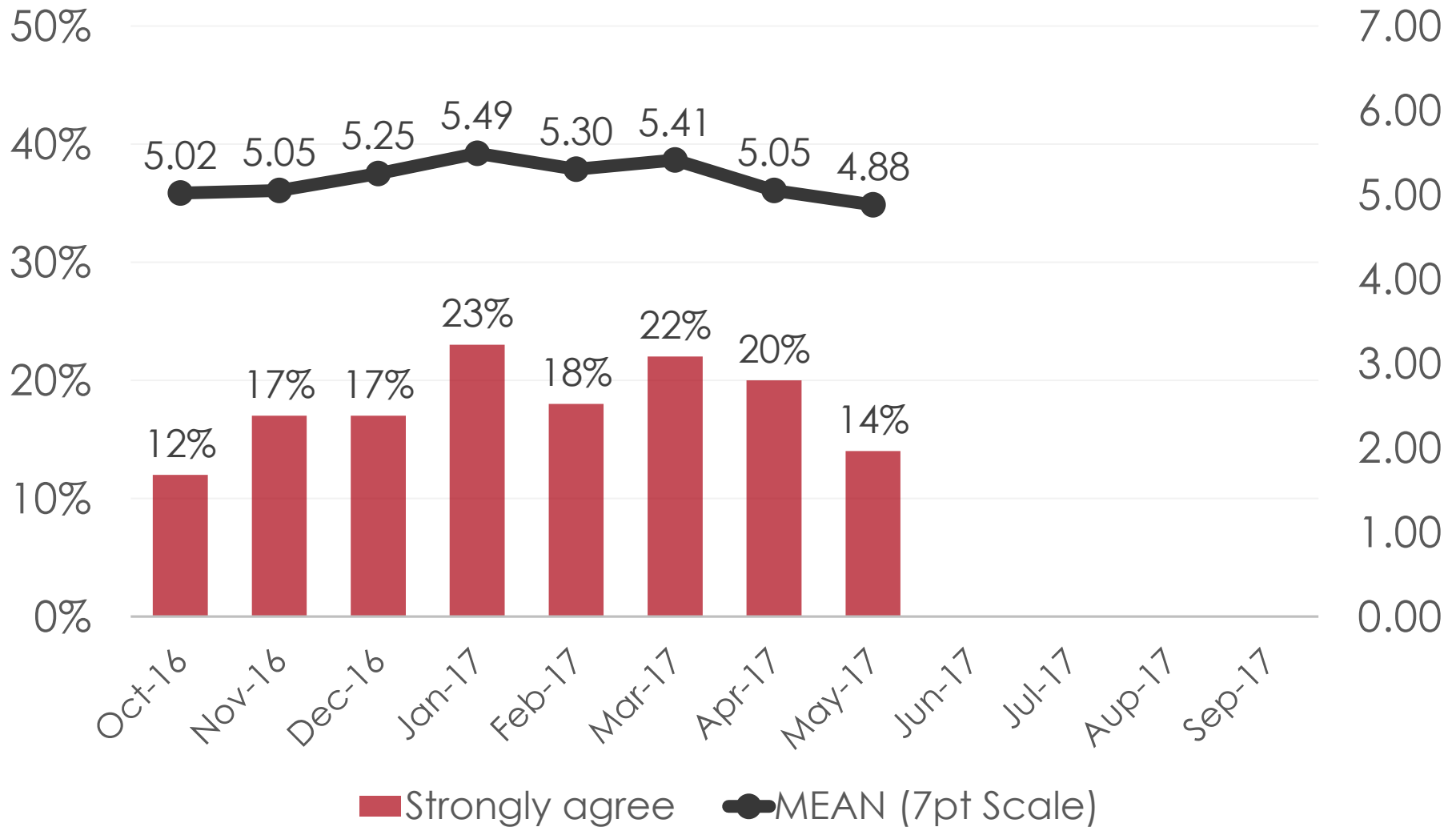


# Guam was better than expected

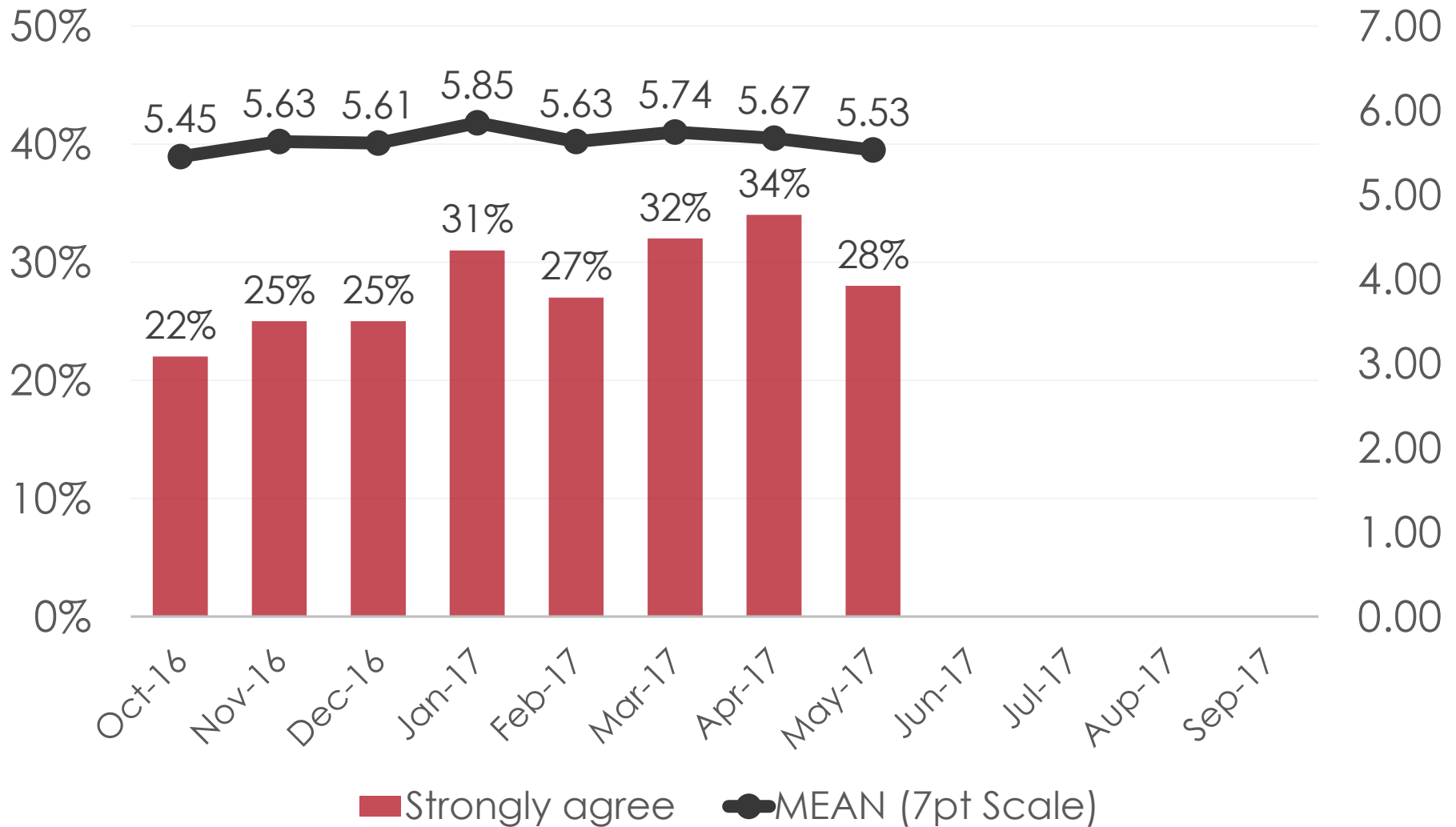




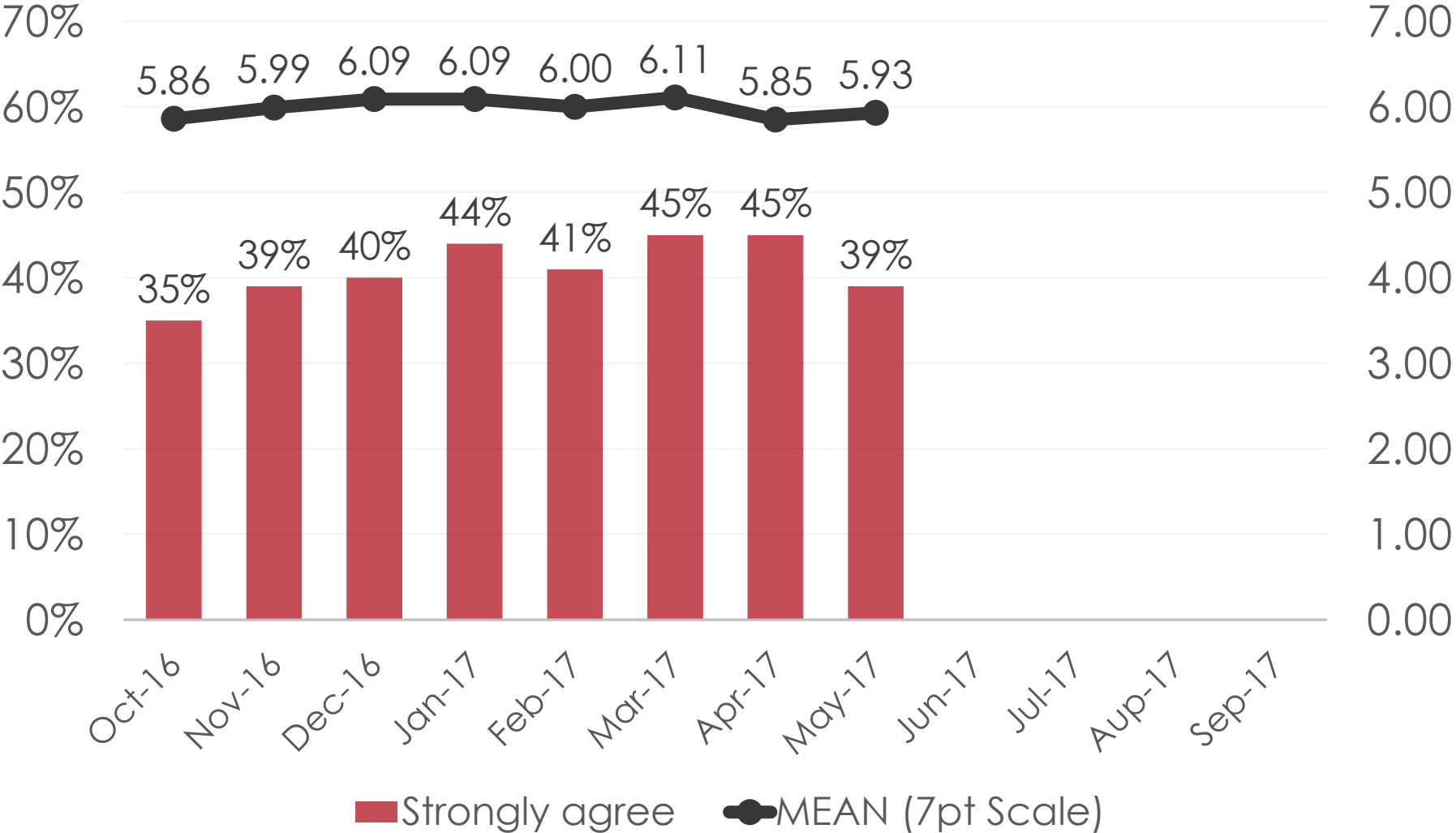
# I had no communication problems



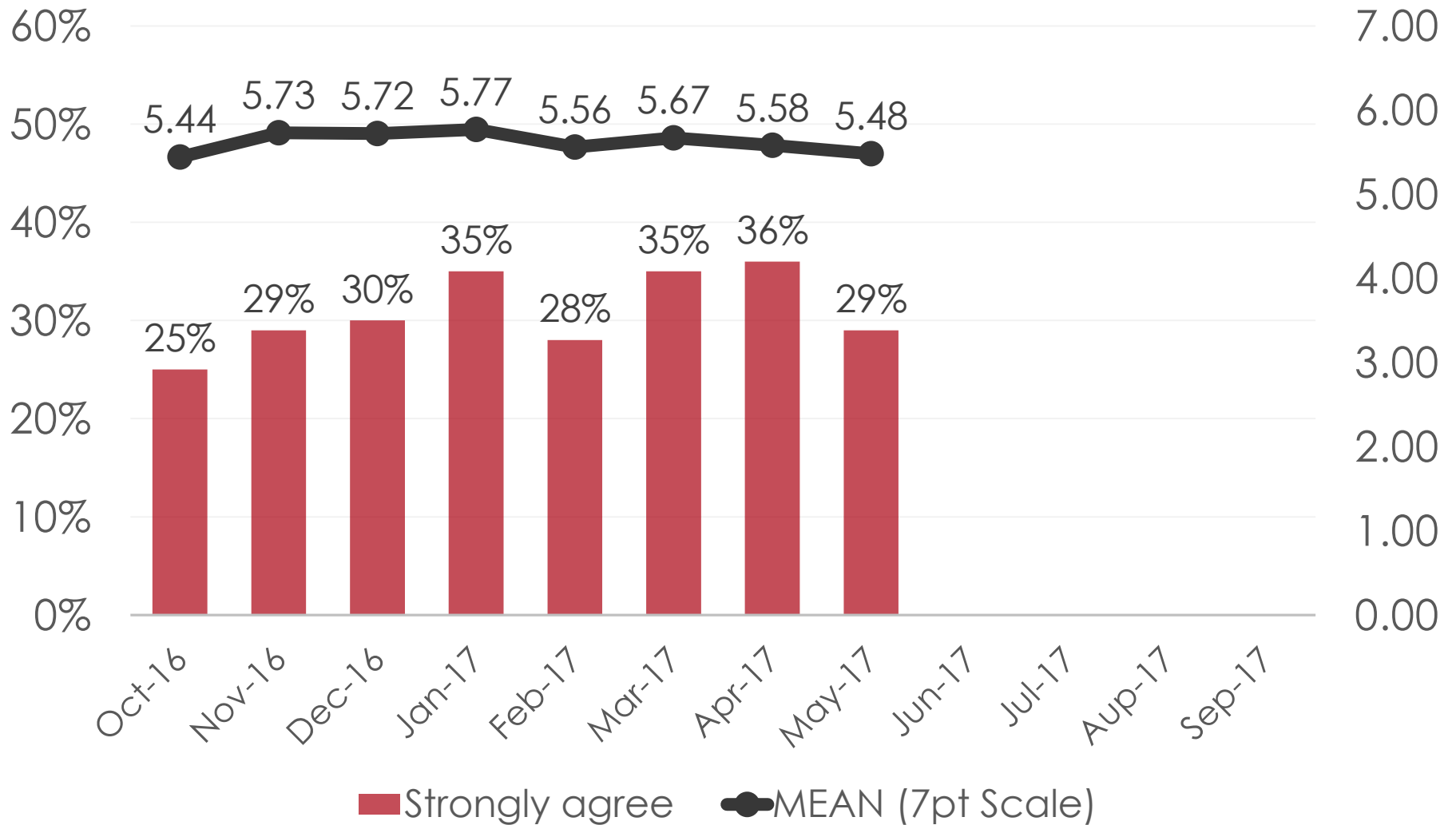
# I will recommend Guam to friends



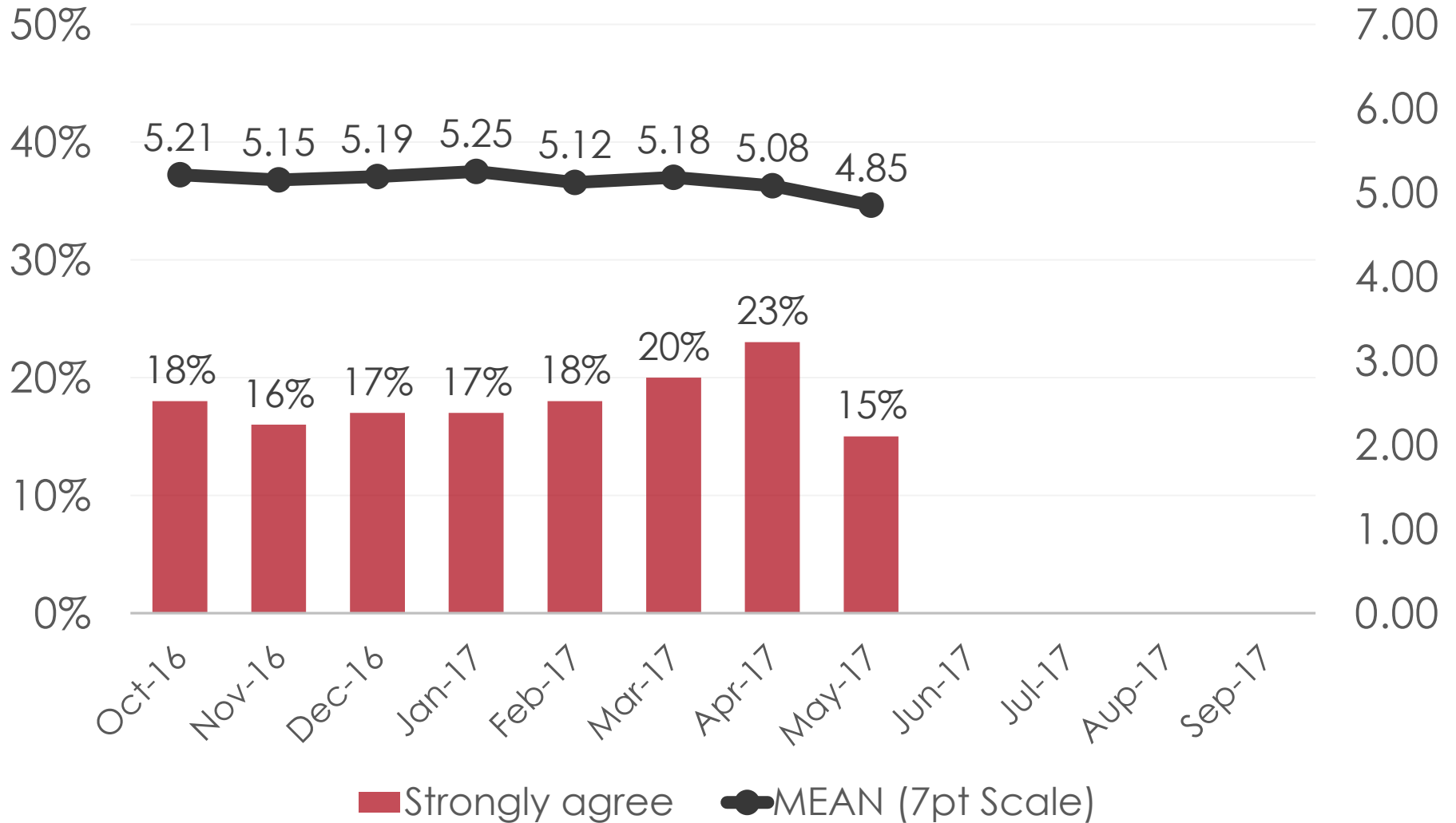
# Sites on Guam were attractive



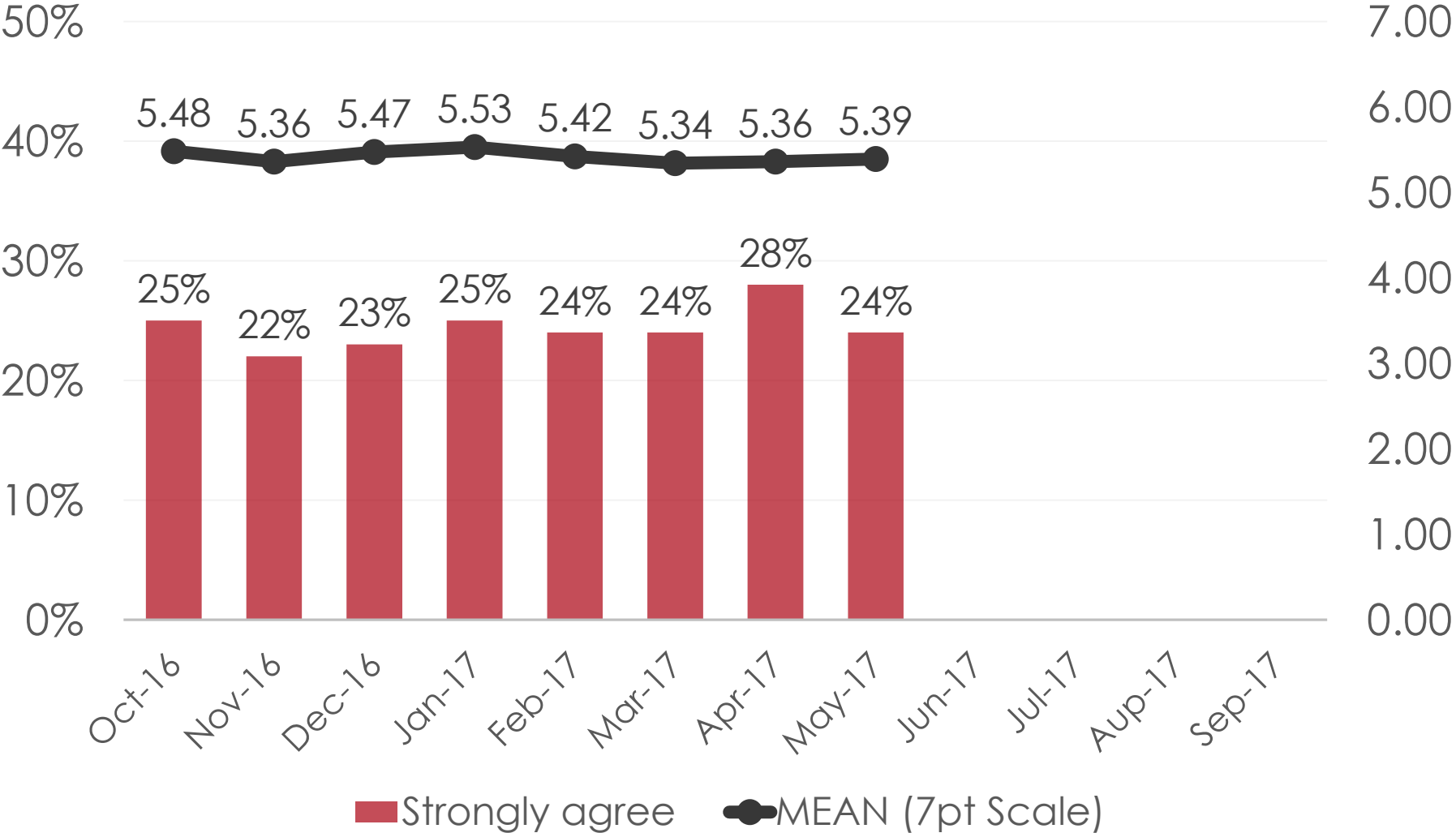
# I plan to visit Guam again



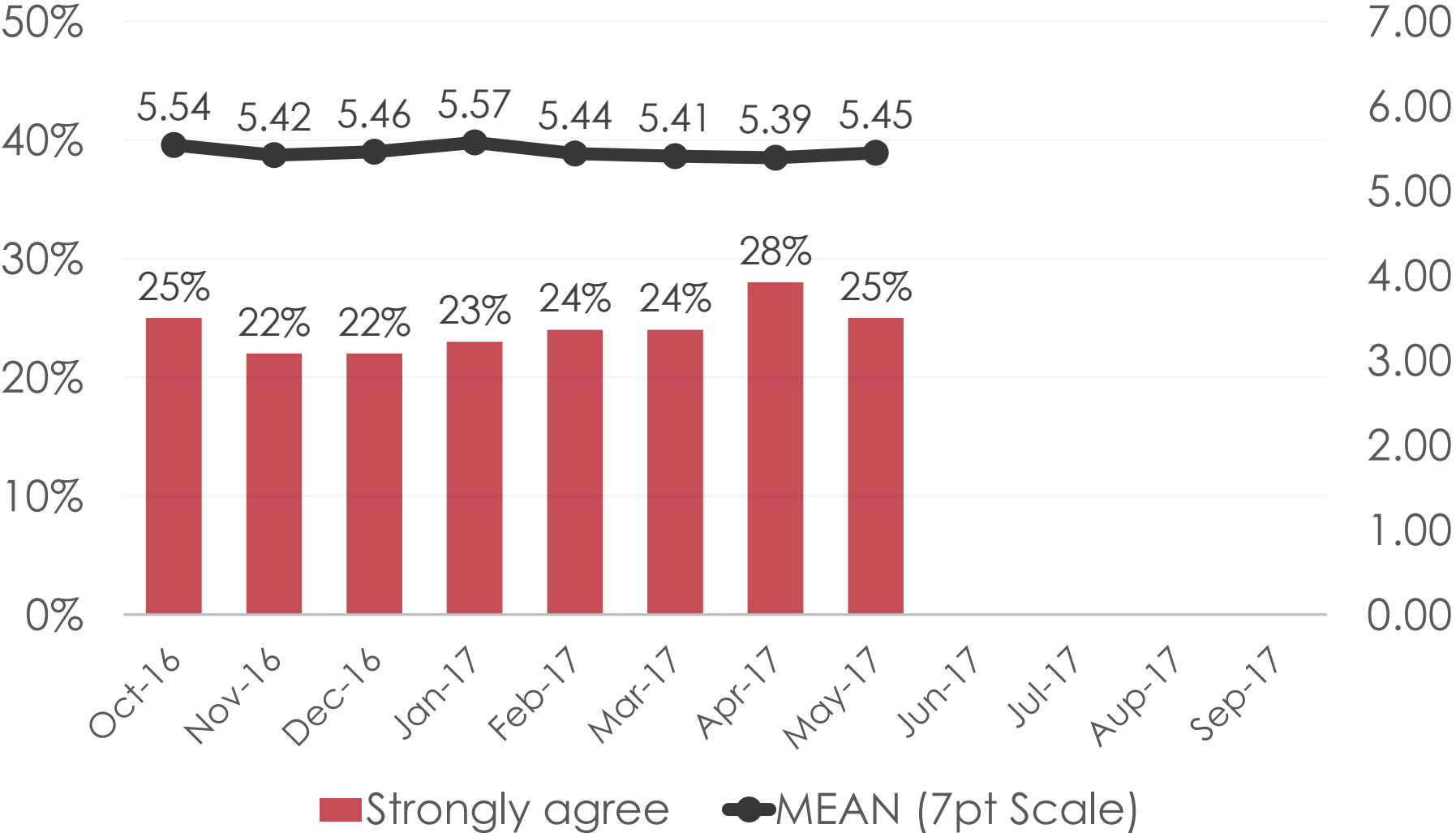
# Not enough night time activities



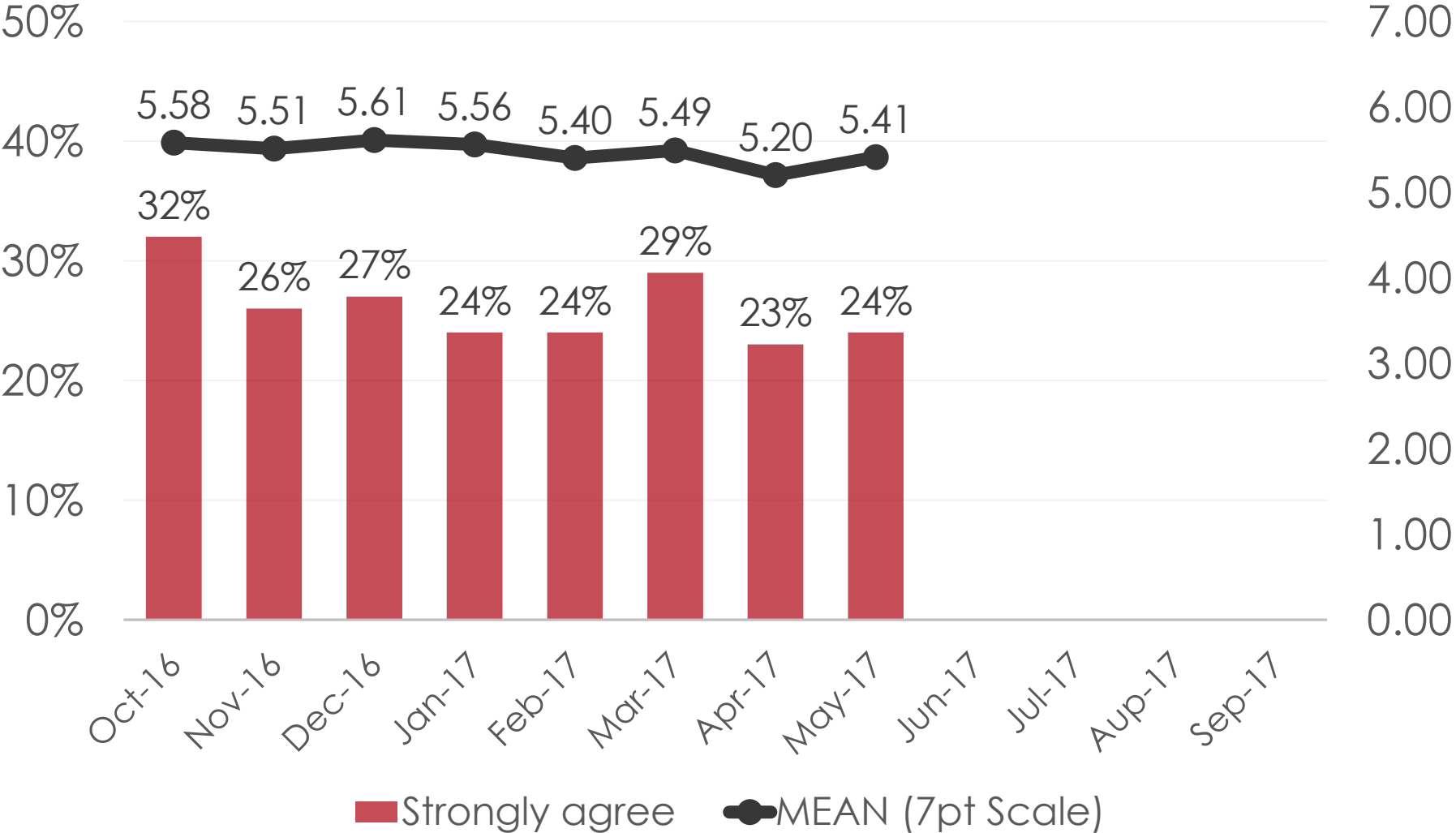
# Tour guides were professional



# Tour drivers were professional

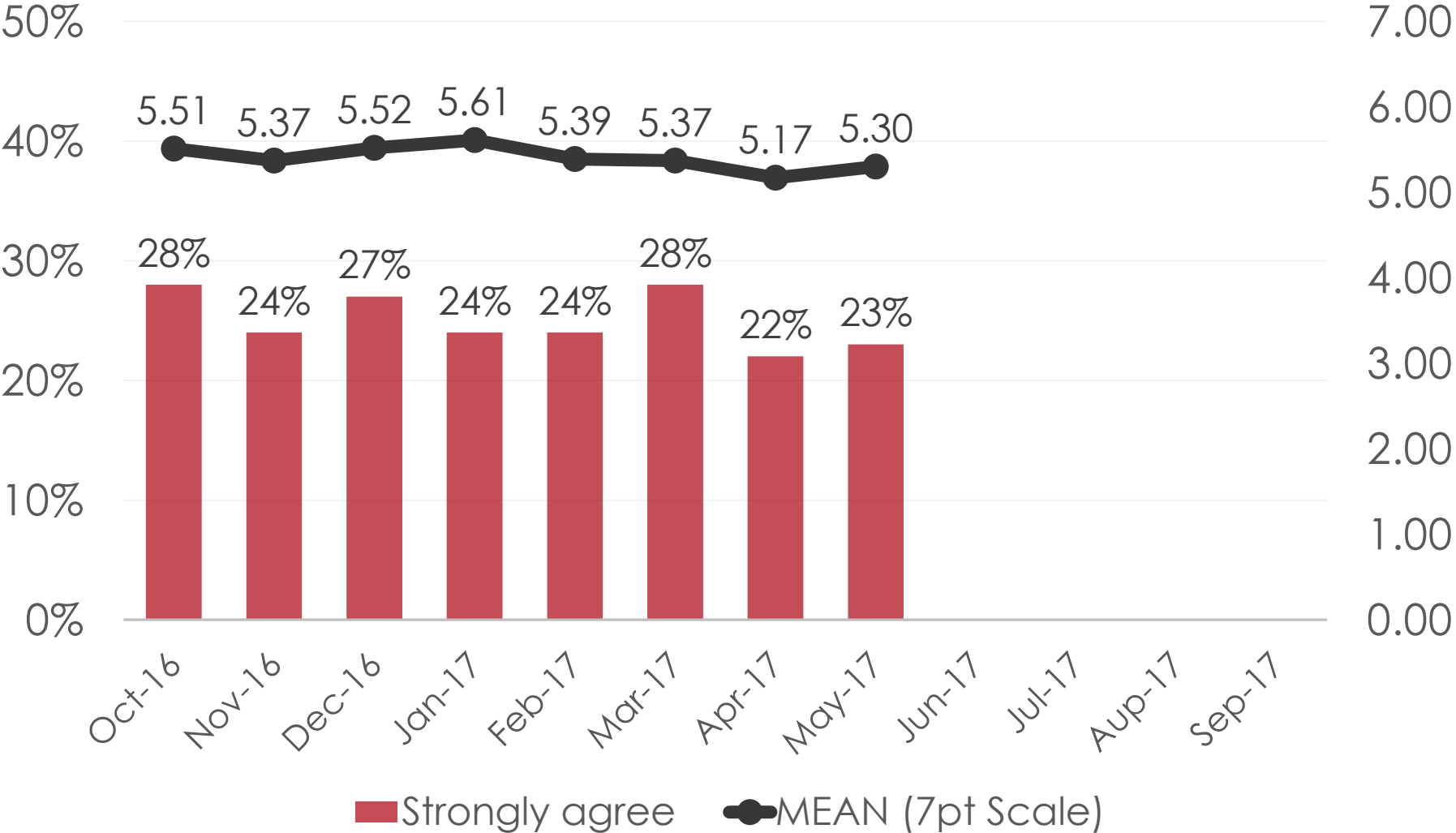


# Taxi drivers were professional

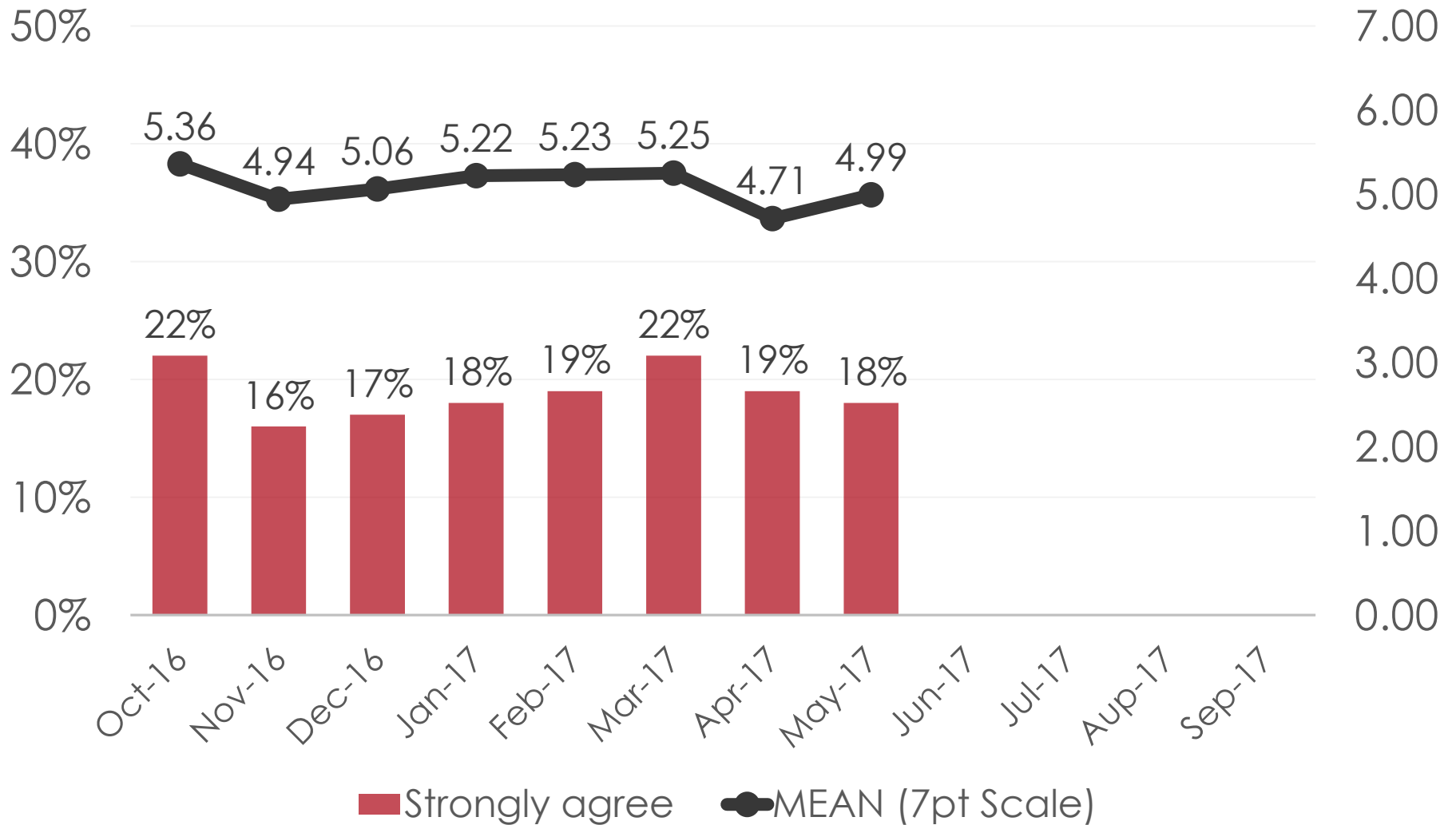




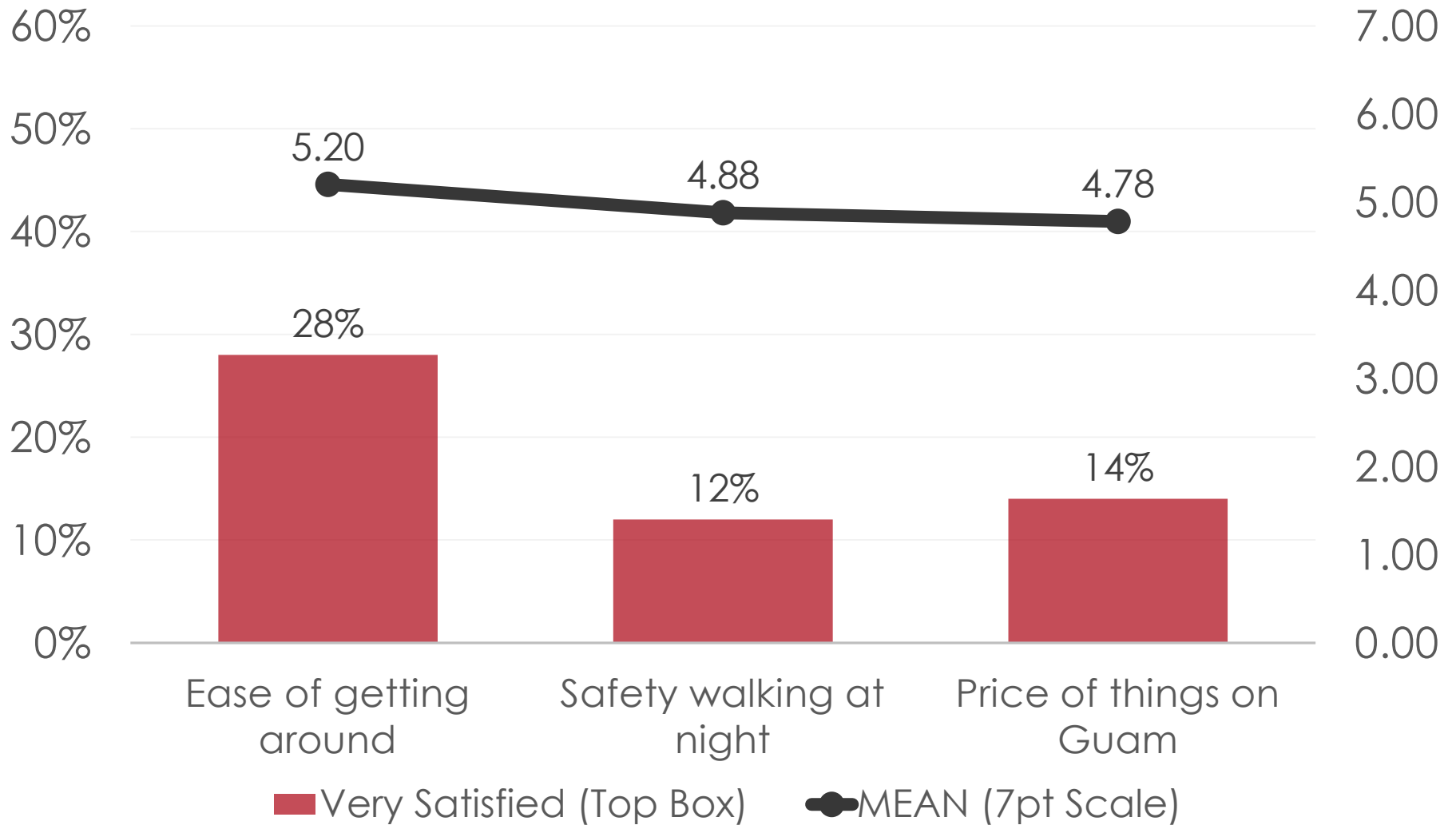
# Taxis were clean



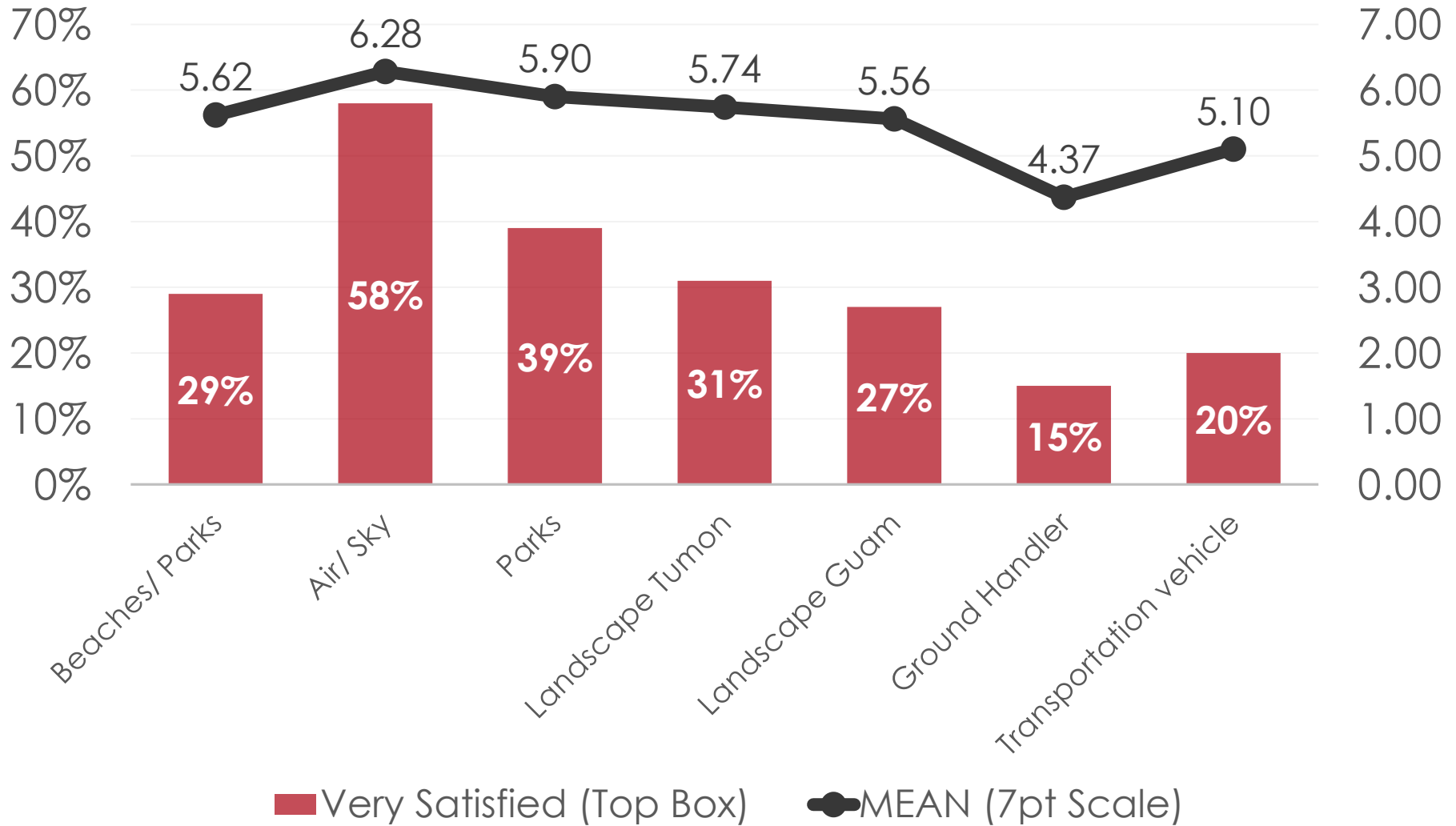
# Guam airport was clean



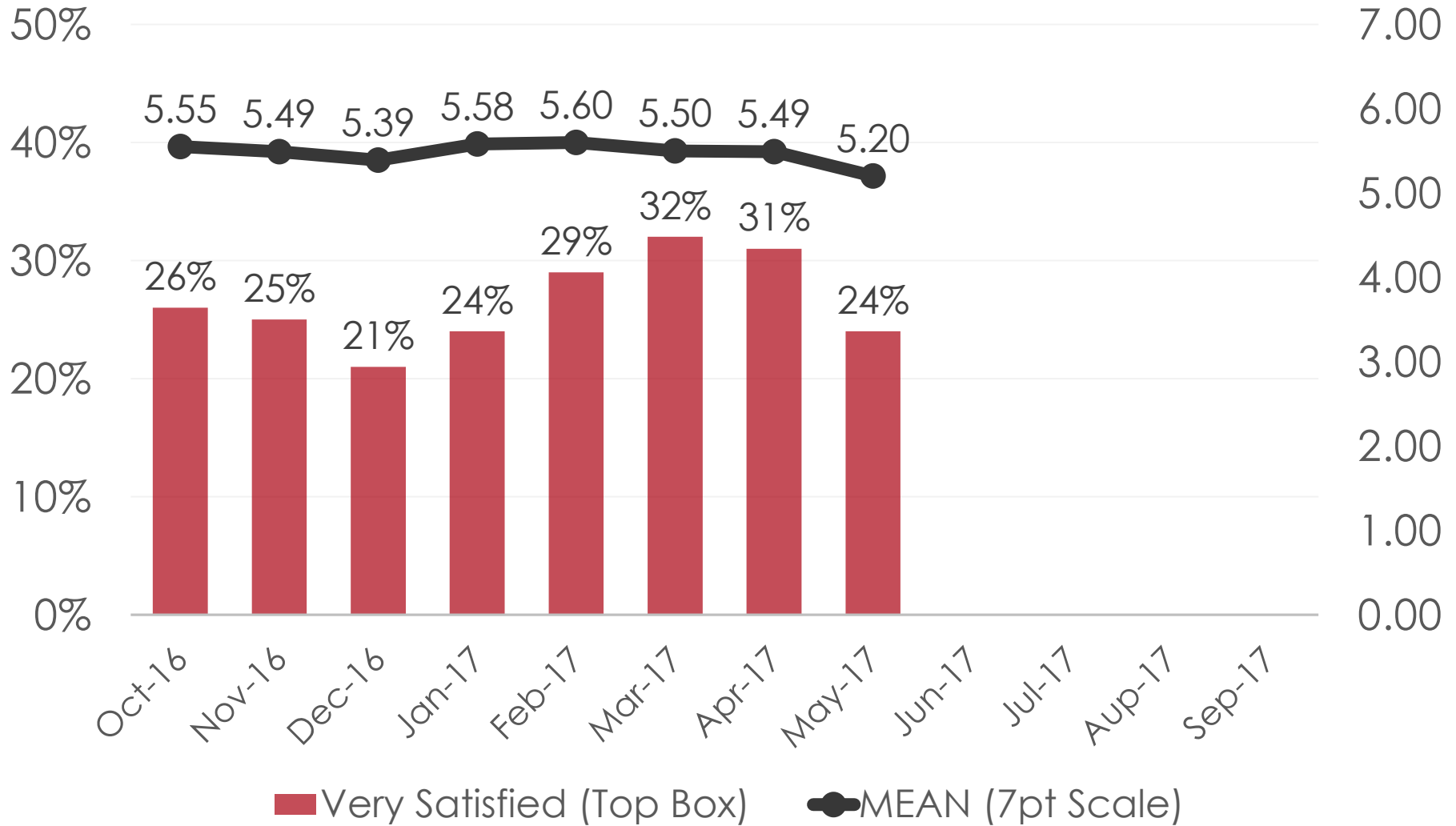
# GENERAL SATISFACTION



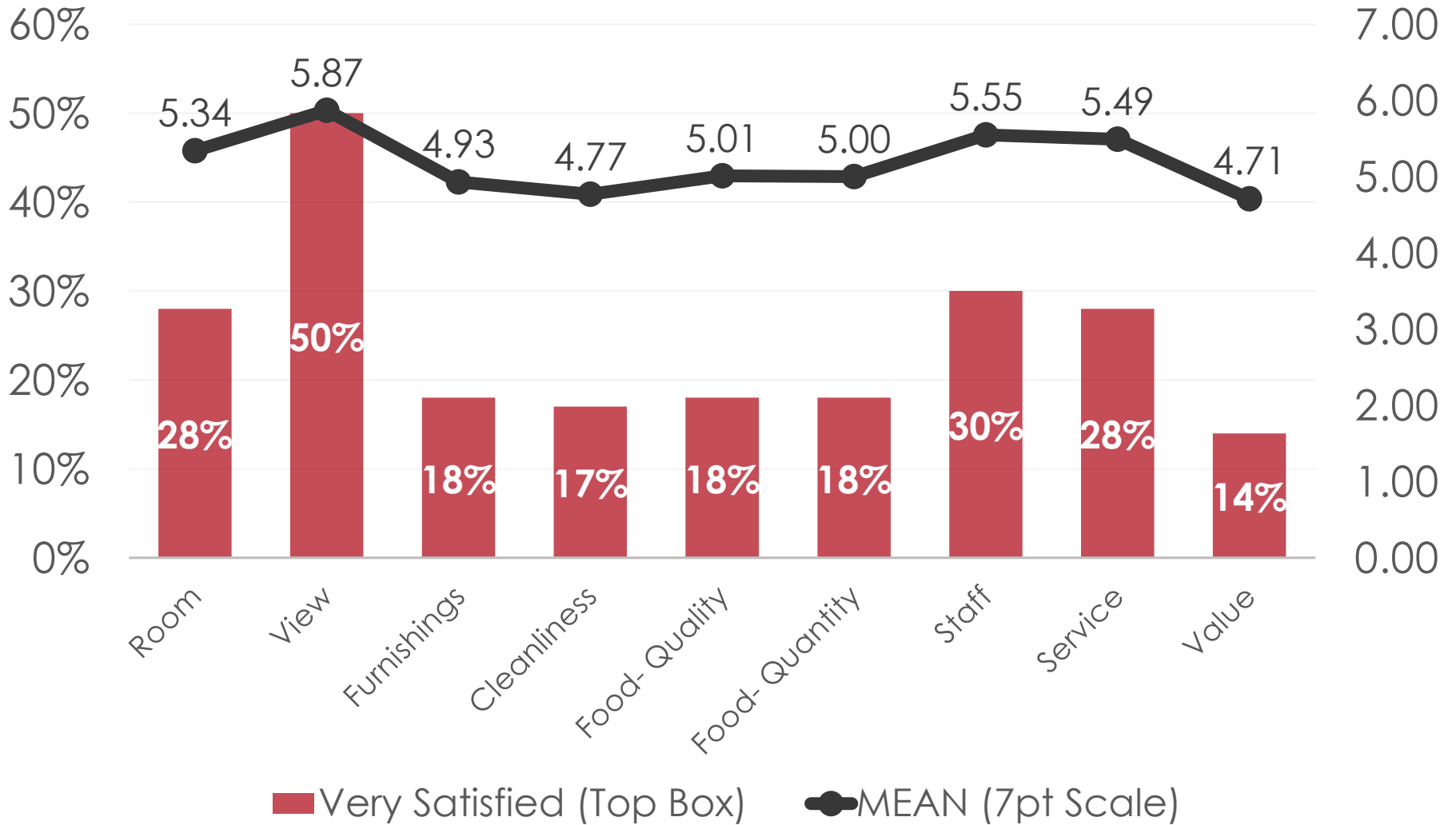
# GENERAL SATISFACTION – Quality/ Cleanliness



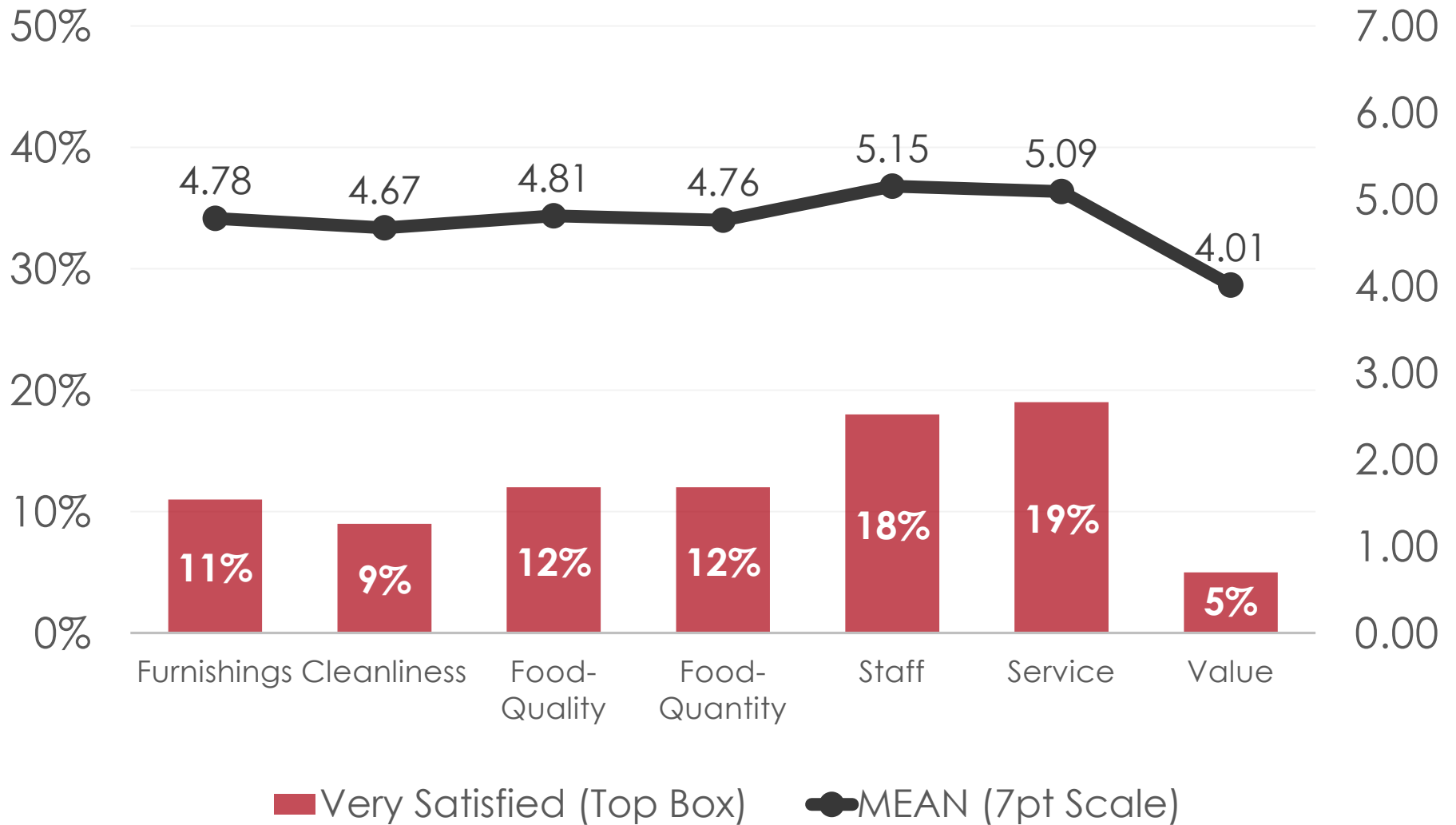
# ACCOMMODATIONS – OVERALL SATISFACTION



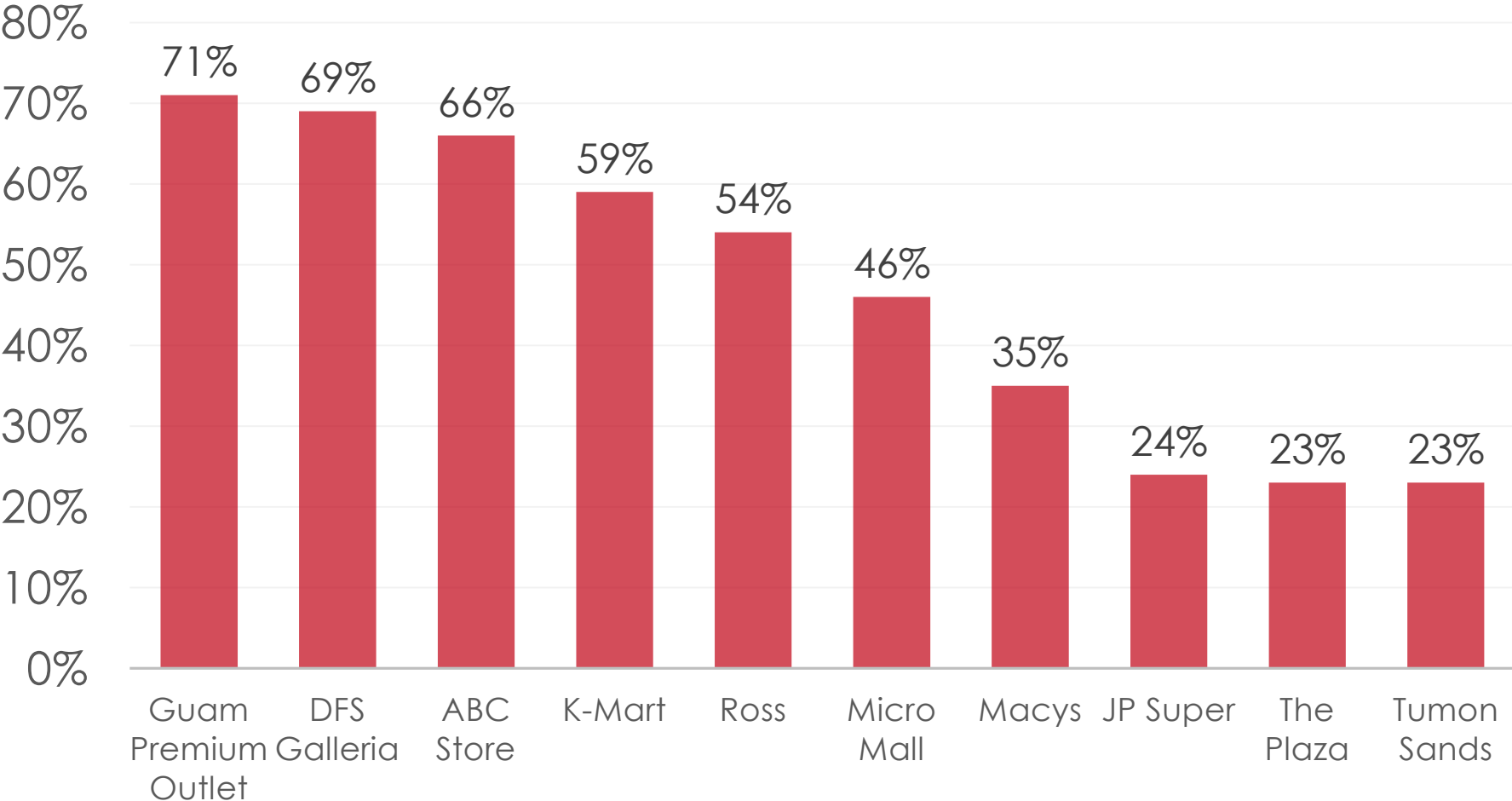
# ACCOMMODATIONS – Satisfaction by Category



# DINING EXPERIENCE (Outside Hotel) – Satisfaction by Category

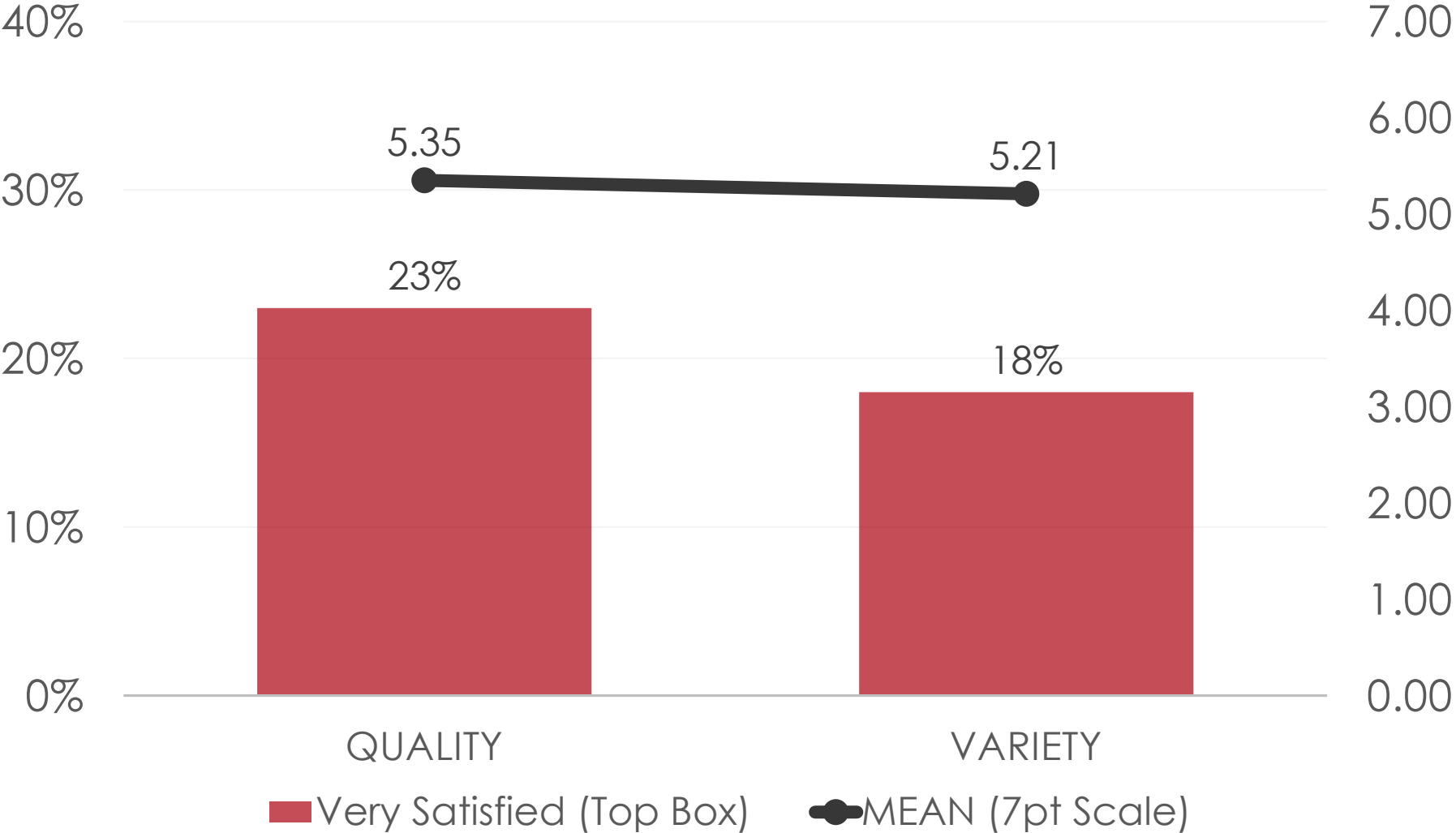


# Shopping Malls/ Stores (Top Responses)

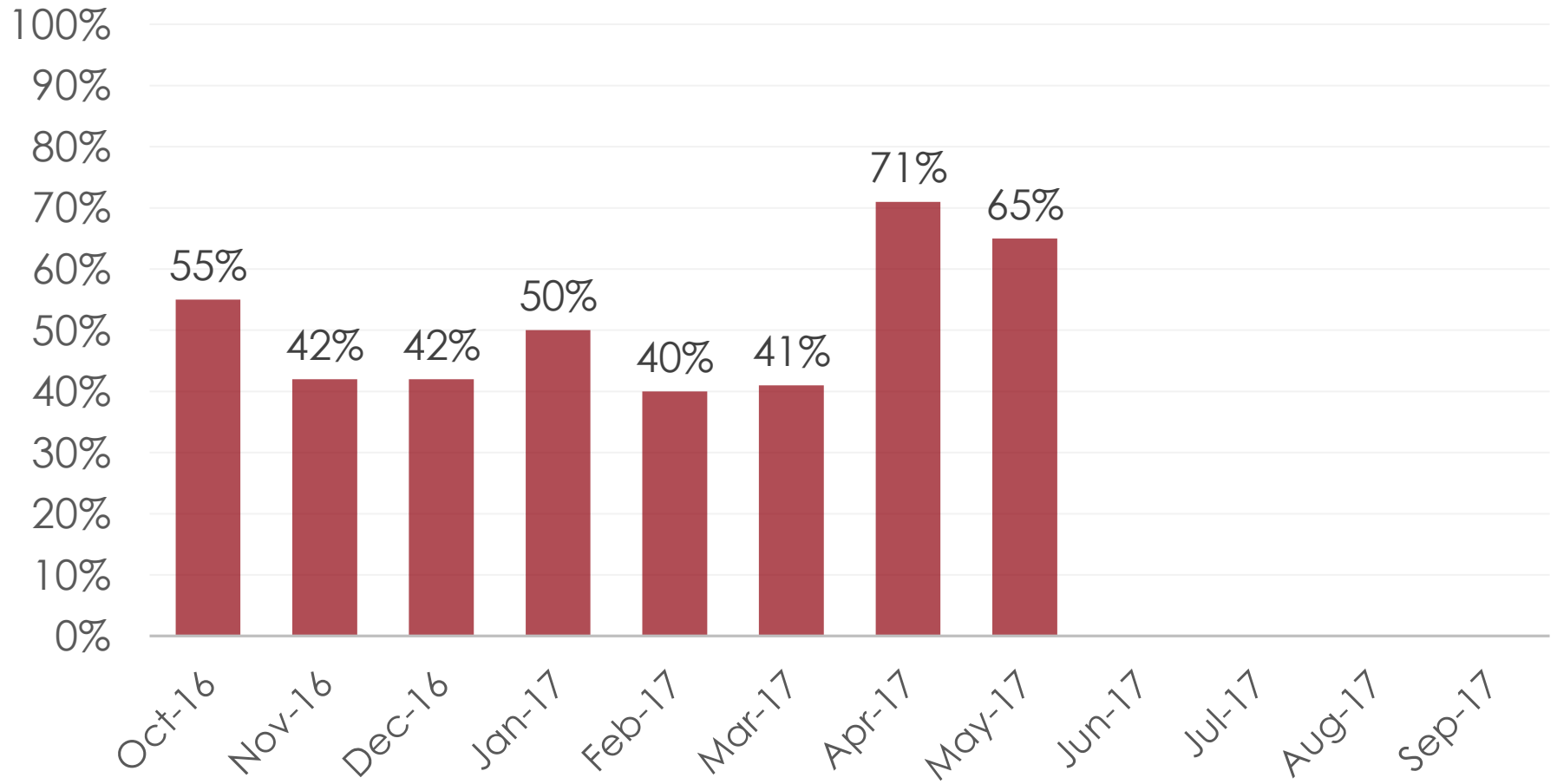




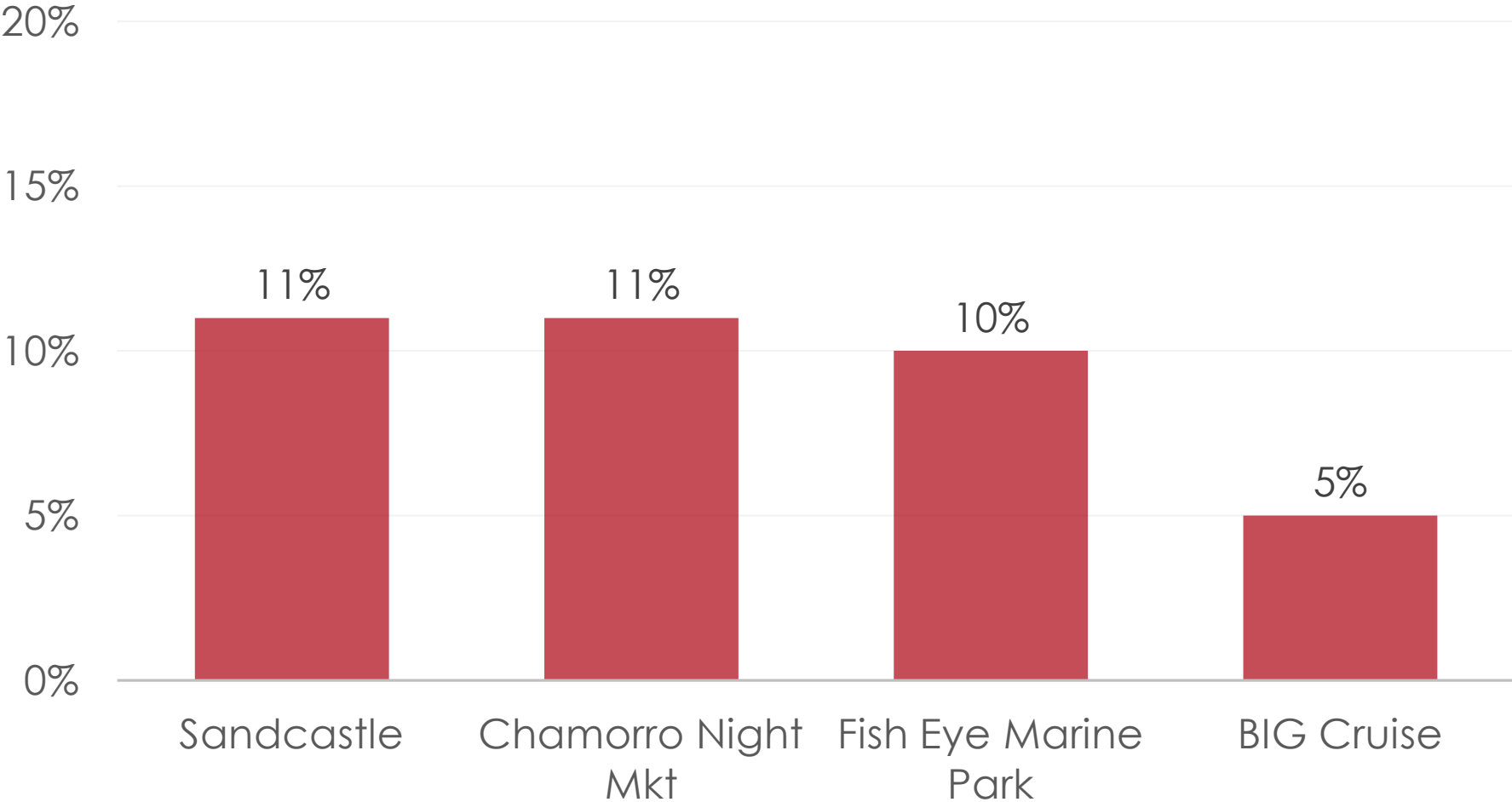
# SHOPPING - SATISFACTION



# OPTIONAL TOUR PARTICIPATION – FY2017 Tracking

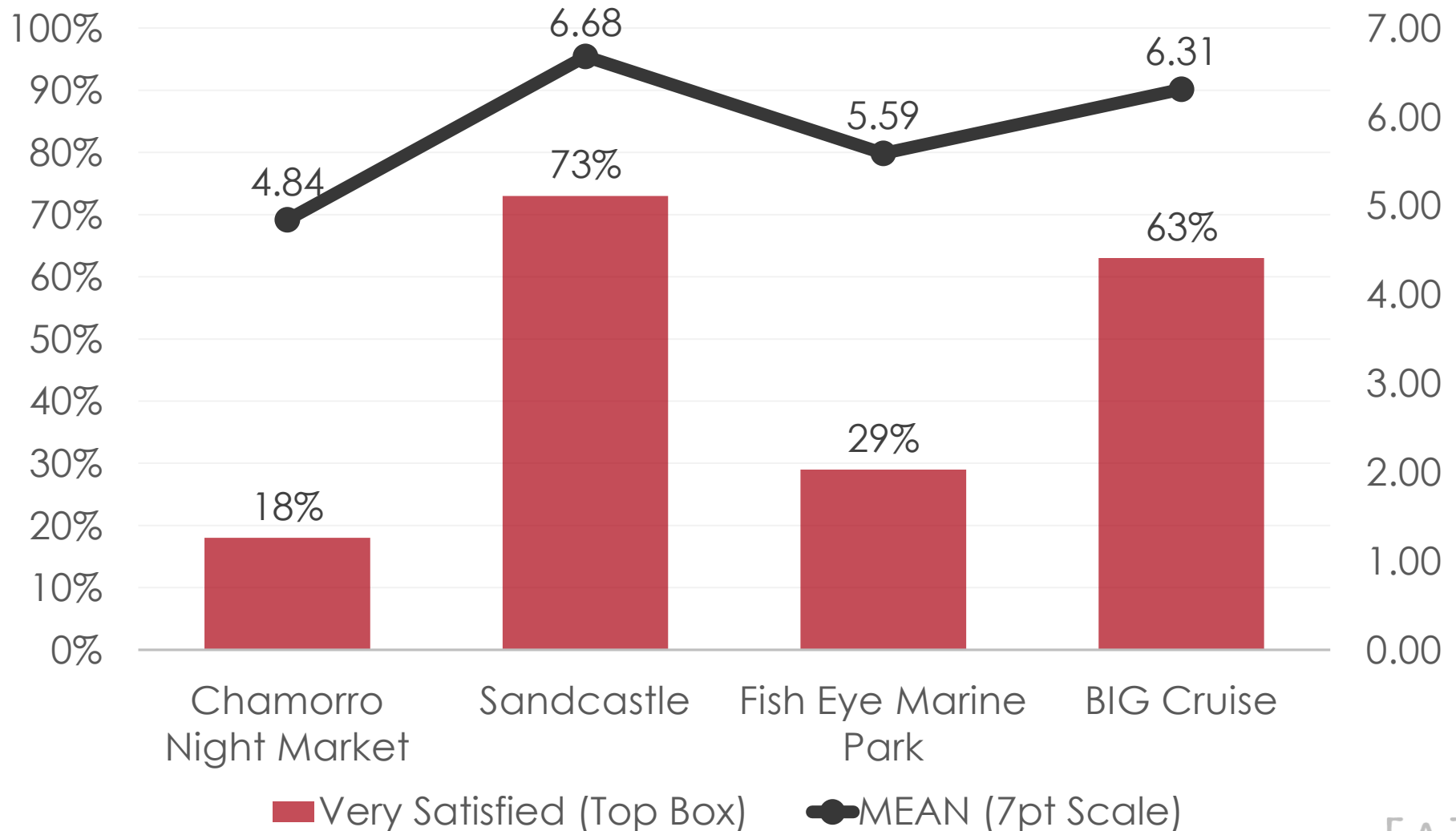


# Optional Tour Participation (Top Responses 5%+)

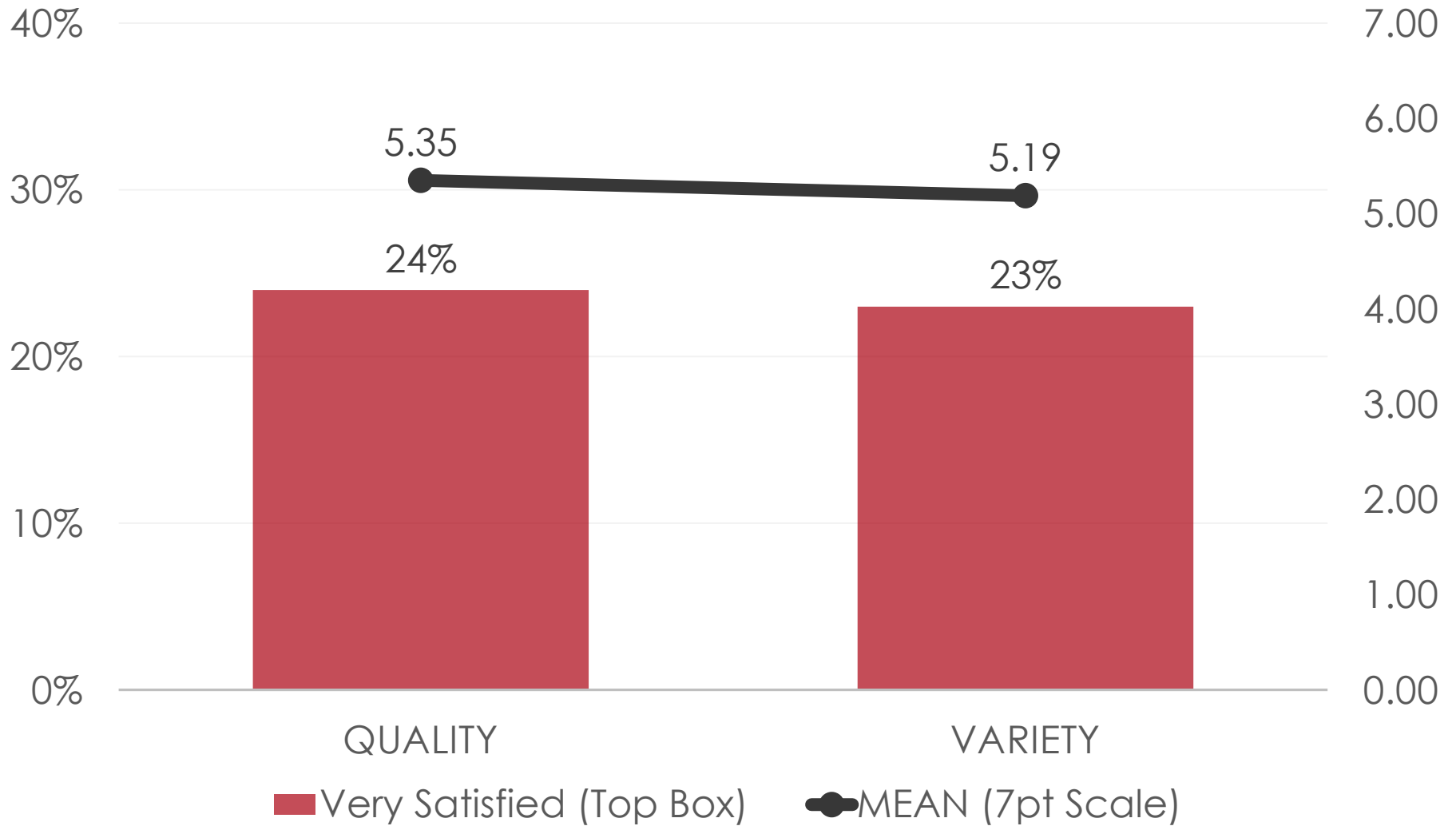


# Optional Tour Satisfaction

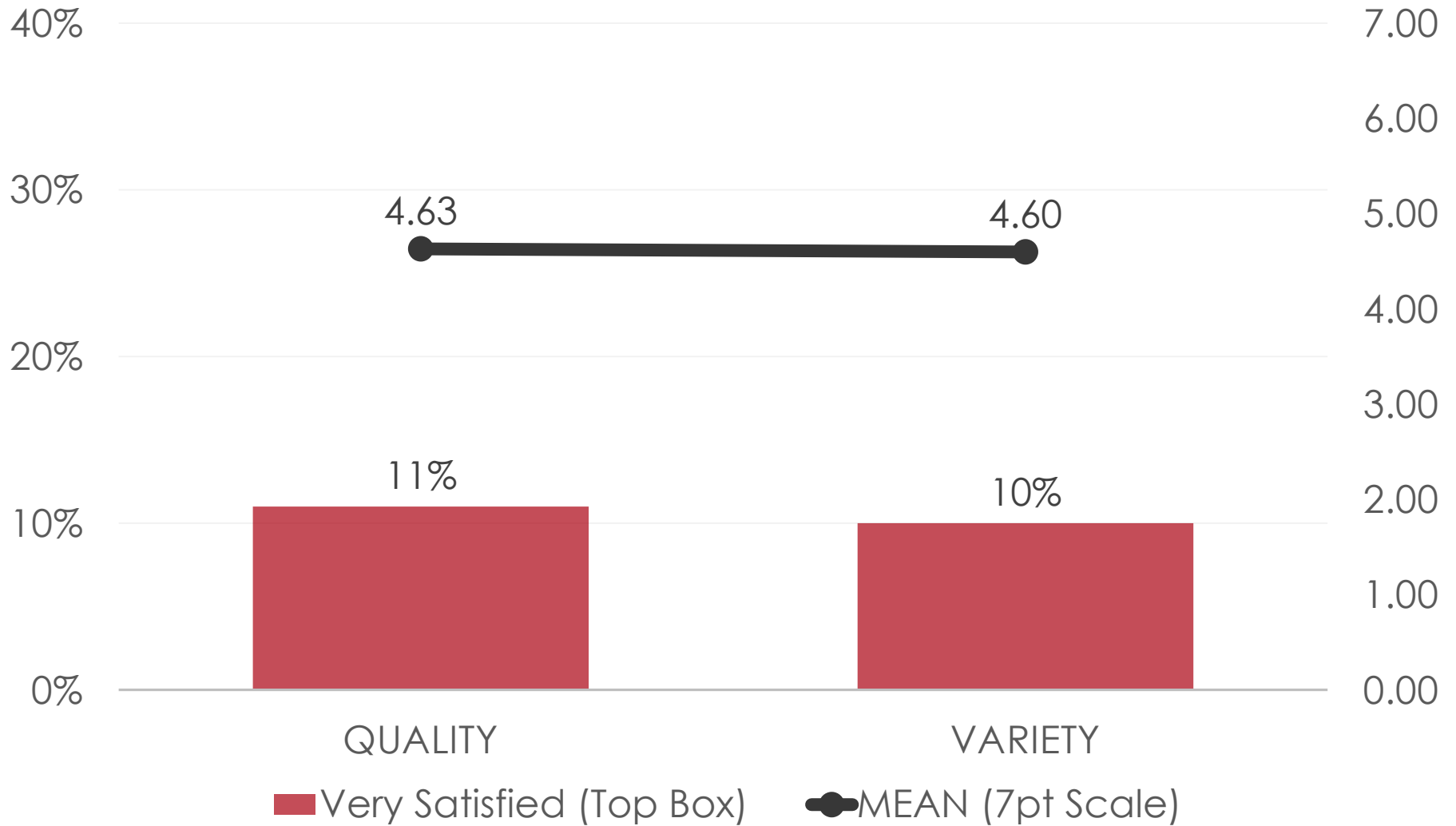
## Top Responses only - Participation (5%+)



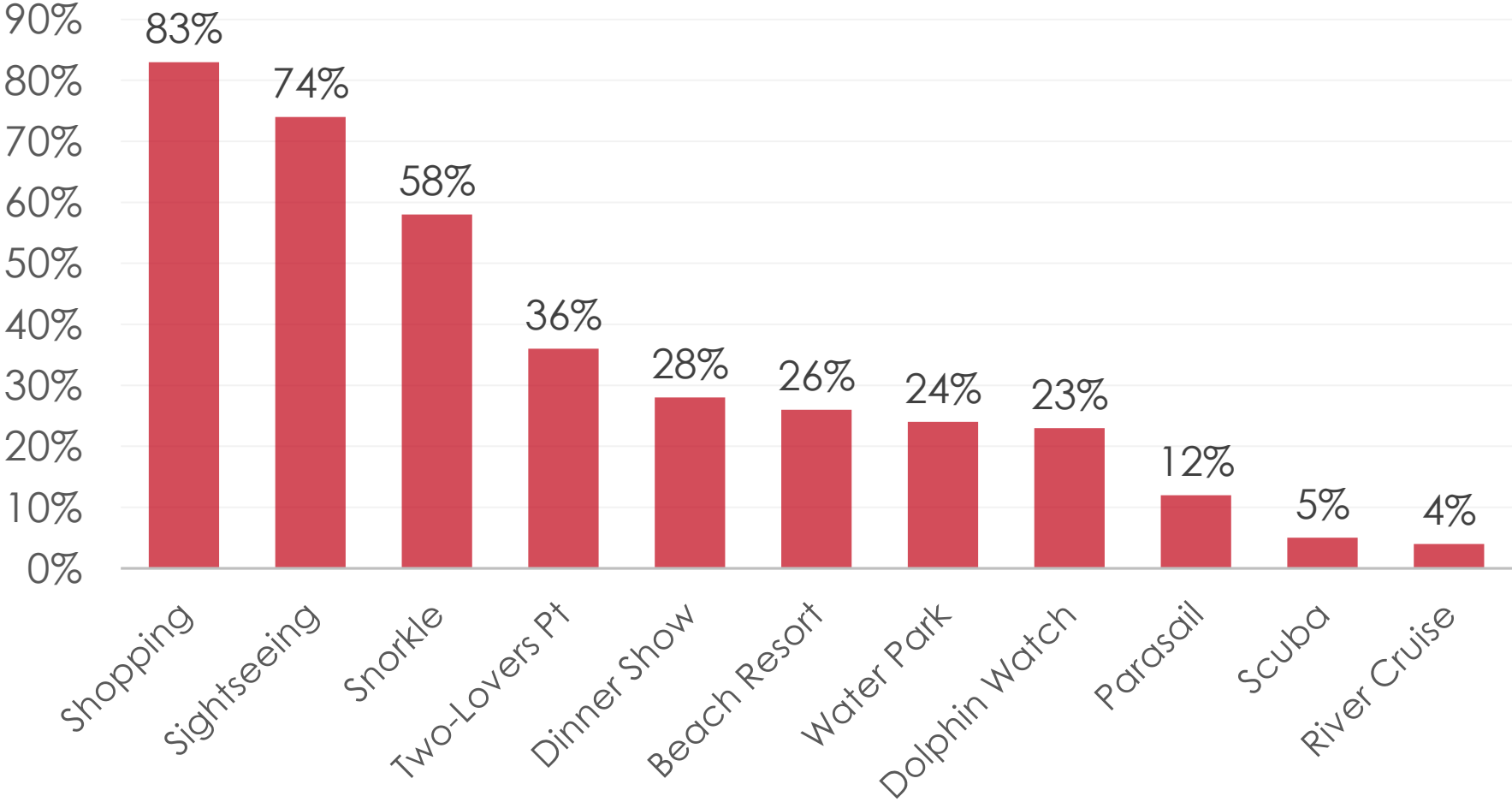
# DAY TOUR - SATISFACTION



# NIGHT TOUR - SATISFACTION



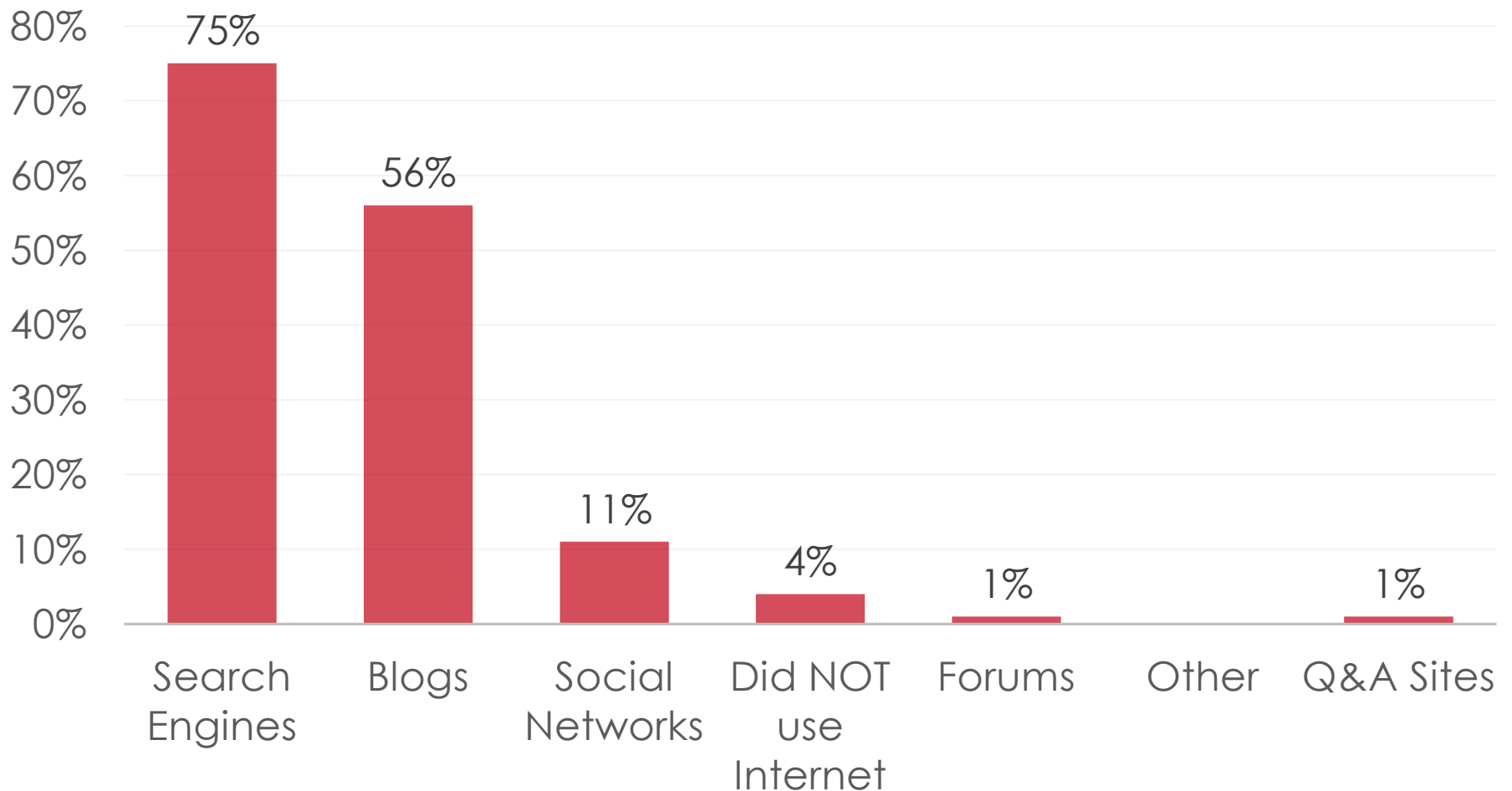
# Activities Participation (Top Responses)



# SECTION 5 PROMOTIONS

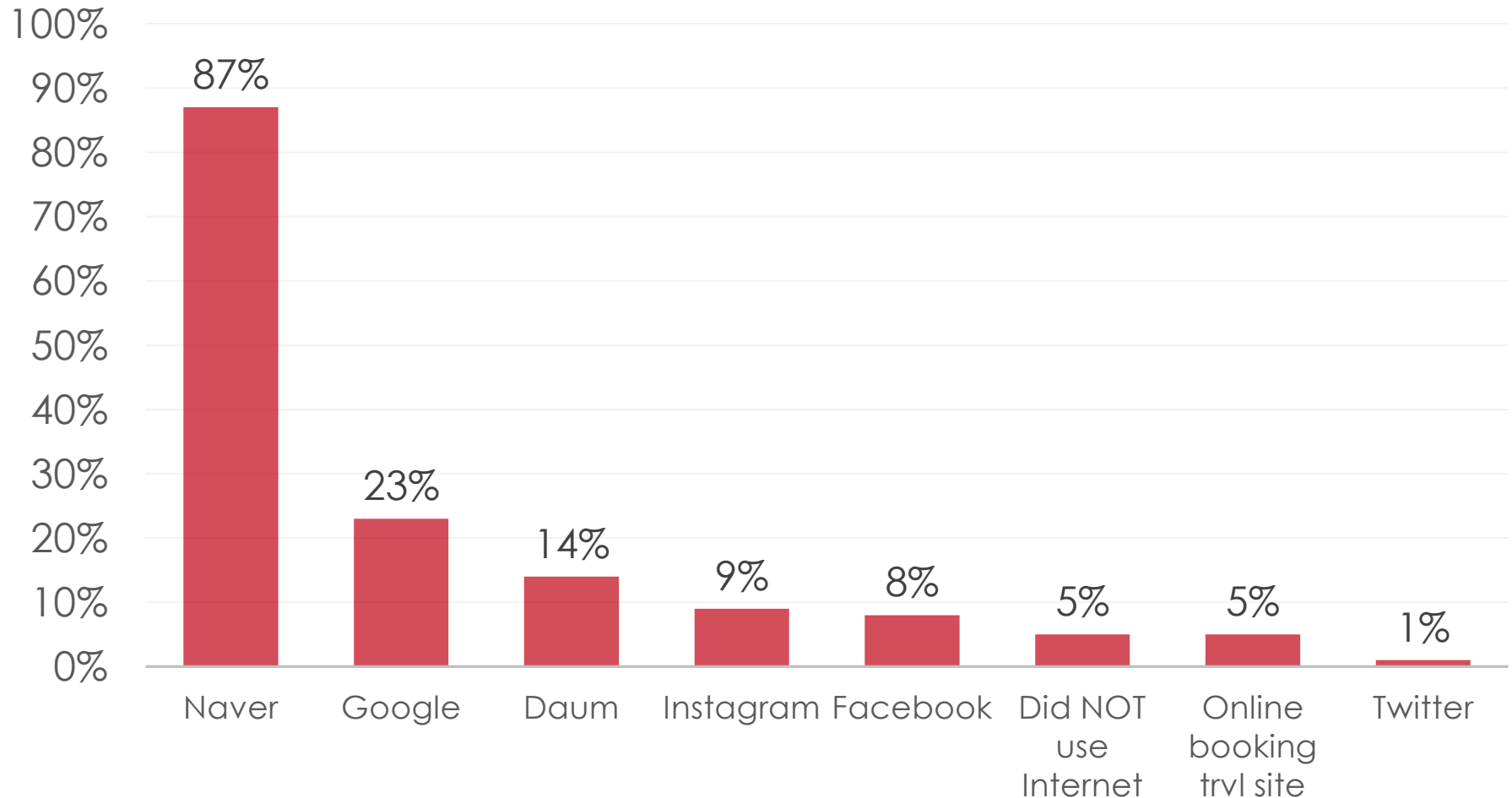


# INTERNET- GUAM SOURCES OF INFORMATION



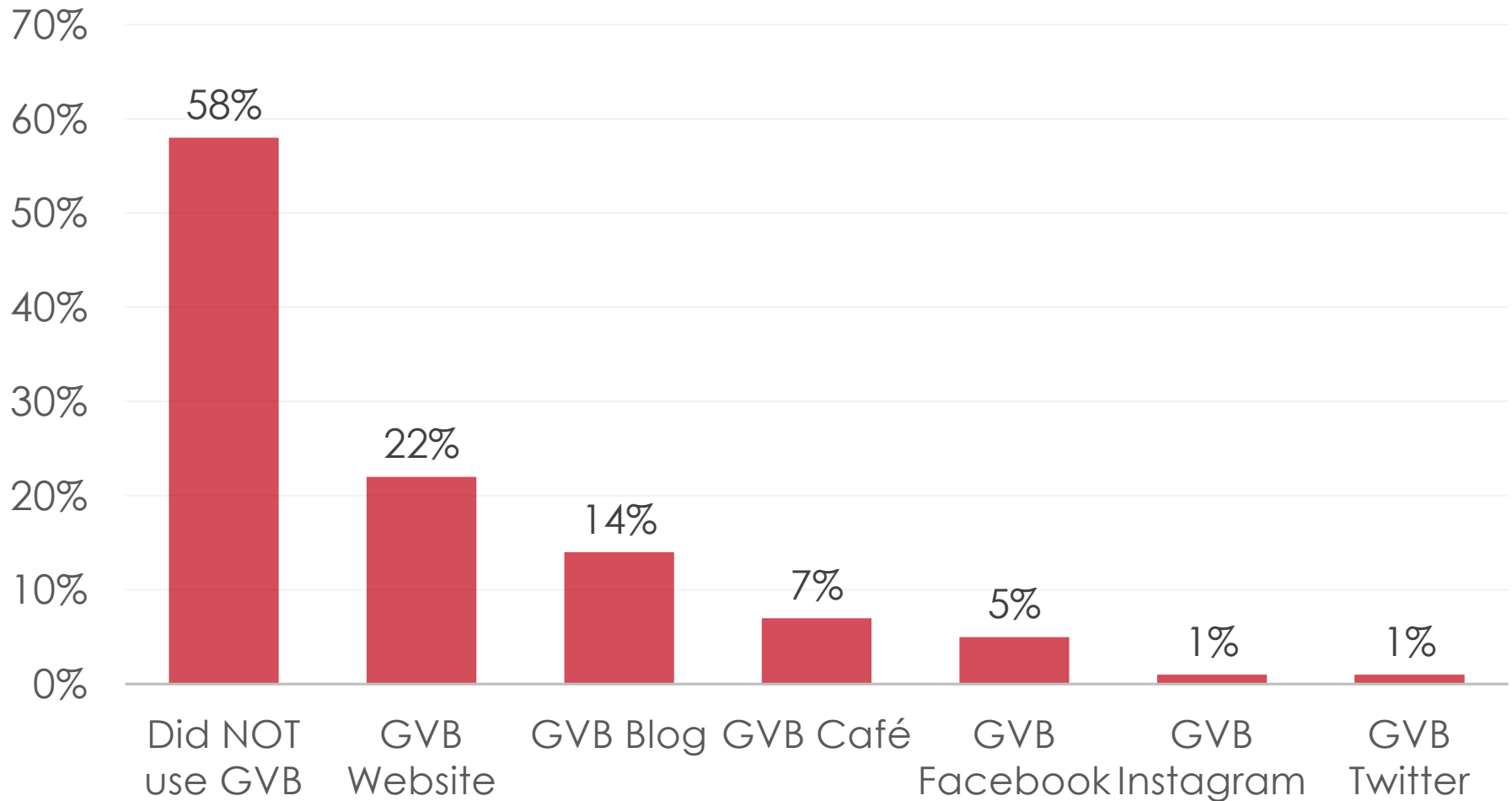
# INTERNET- SOURCES OF INFORMATION

## Things to do on Guam

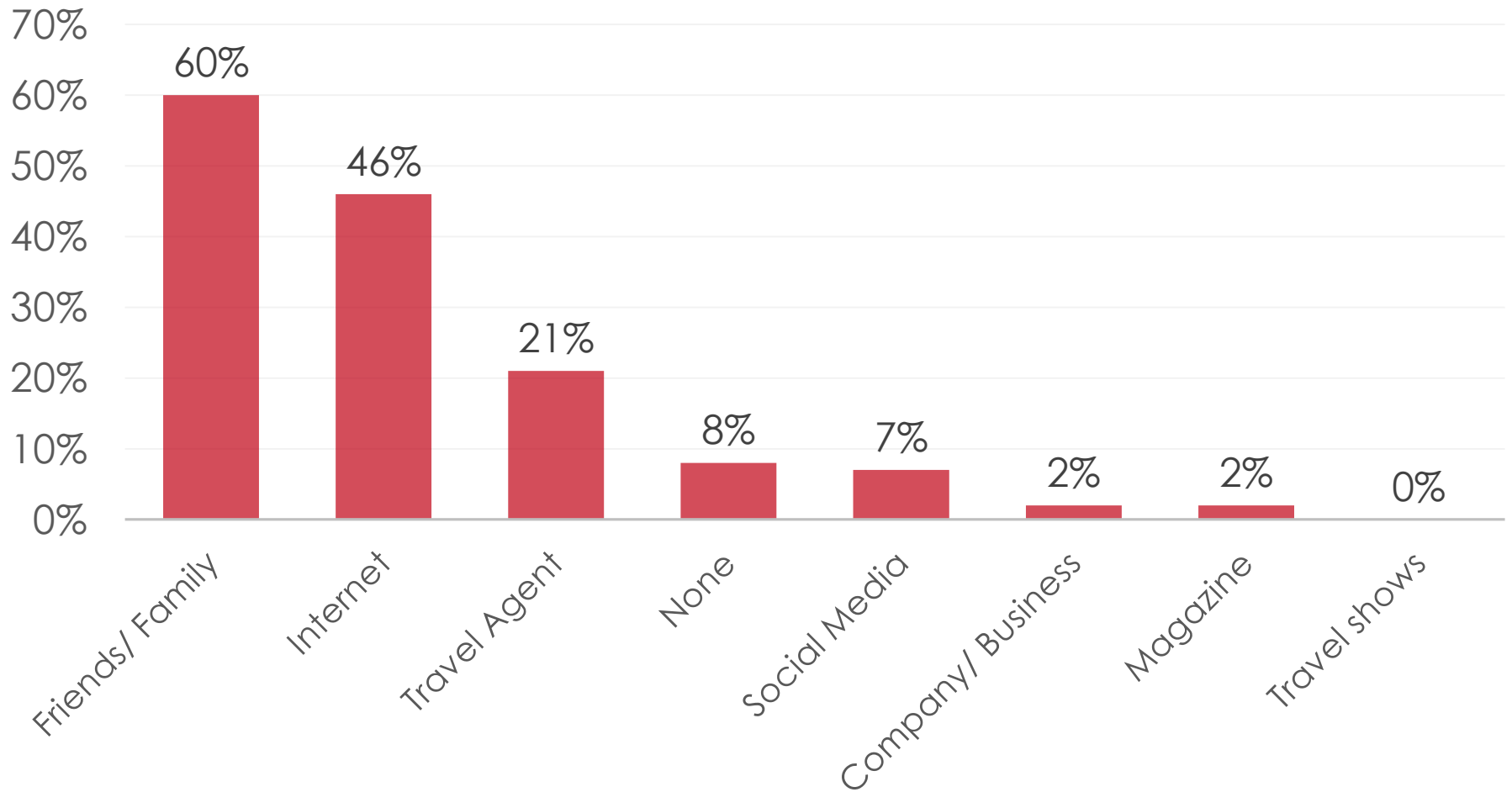


# INTERNET- SOURCES OF INFORMATION

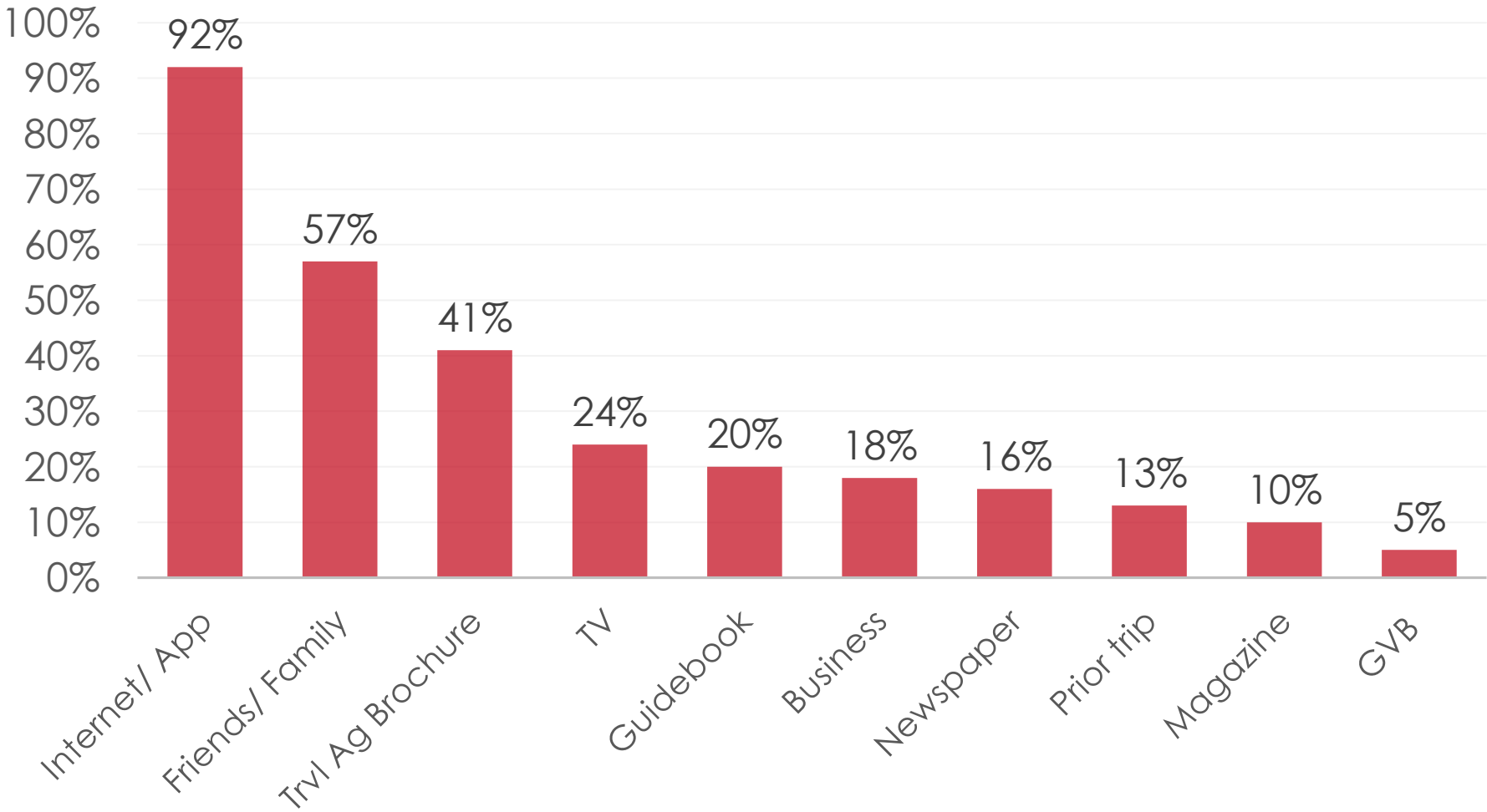
## GVB



# TRAVEL MOTIVATION



# PRE-ARRIVAL SOURCES OF INFORMATION



# PRE-ARRIVAL SOURCES OF INFORMATION – Key Segments

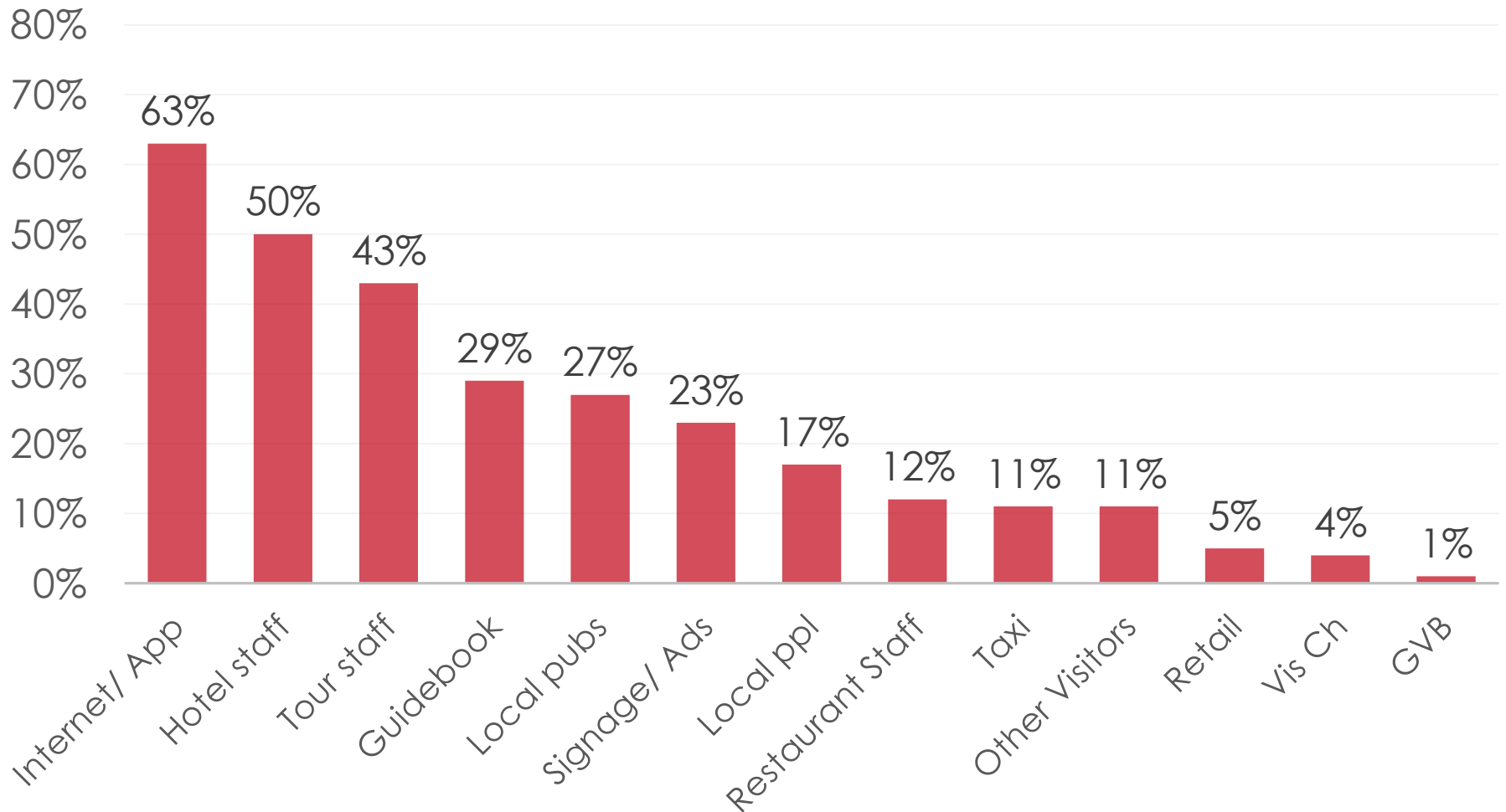
## GVB EXIT SURVEY

Q1 Please select the top three sources of information you used to find out about Guam before your trip:

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q1	Internet/Mobile App	92%	100%	100%		91%	90%	84%	91%	97%
	Friend or relative	57%	100%	43%		57%	44%	44%	54%	64%
	Travel agent brochure	41%		78%		43%	71%	23%	45%	17%
	TV	24%		17%		23%	20%	19%	22%	28%
	Travel guide book at bookstores	20%		9%		22%	17%	15%	20%	27%
	Co-worker/ company travel department	18%	100%	4%		18%	32%	15%	17%	21%
	Newspaper	16%		35%		16%	7%	11%	18%	9%
	I have been to Guam before	13%				11%	7%	74%	13%	14%
	Magazine (consumer)	10%		9%		10%	7%	8%	10%	11%
	Guam Visitors Bureau office	5%		4%		5%	2%	6%	6%	7%
	Guam Visitors Bureau promotional activities	1%				1%			0%	2%
	Consumer travel shows	1%				1%	2%		0%	1%
	Travel trade shows	0%				0%				1%
	Total	354	1	23		305	41	62	288	198

# ONISLE

## SOURCES OF INFORMATION



# ON-ISLE SOURCES OF INFORMATION – Key Segments

## GVB EXIT SURVEY

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

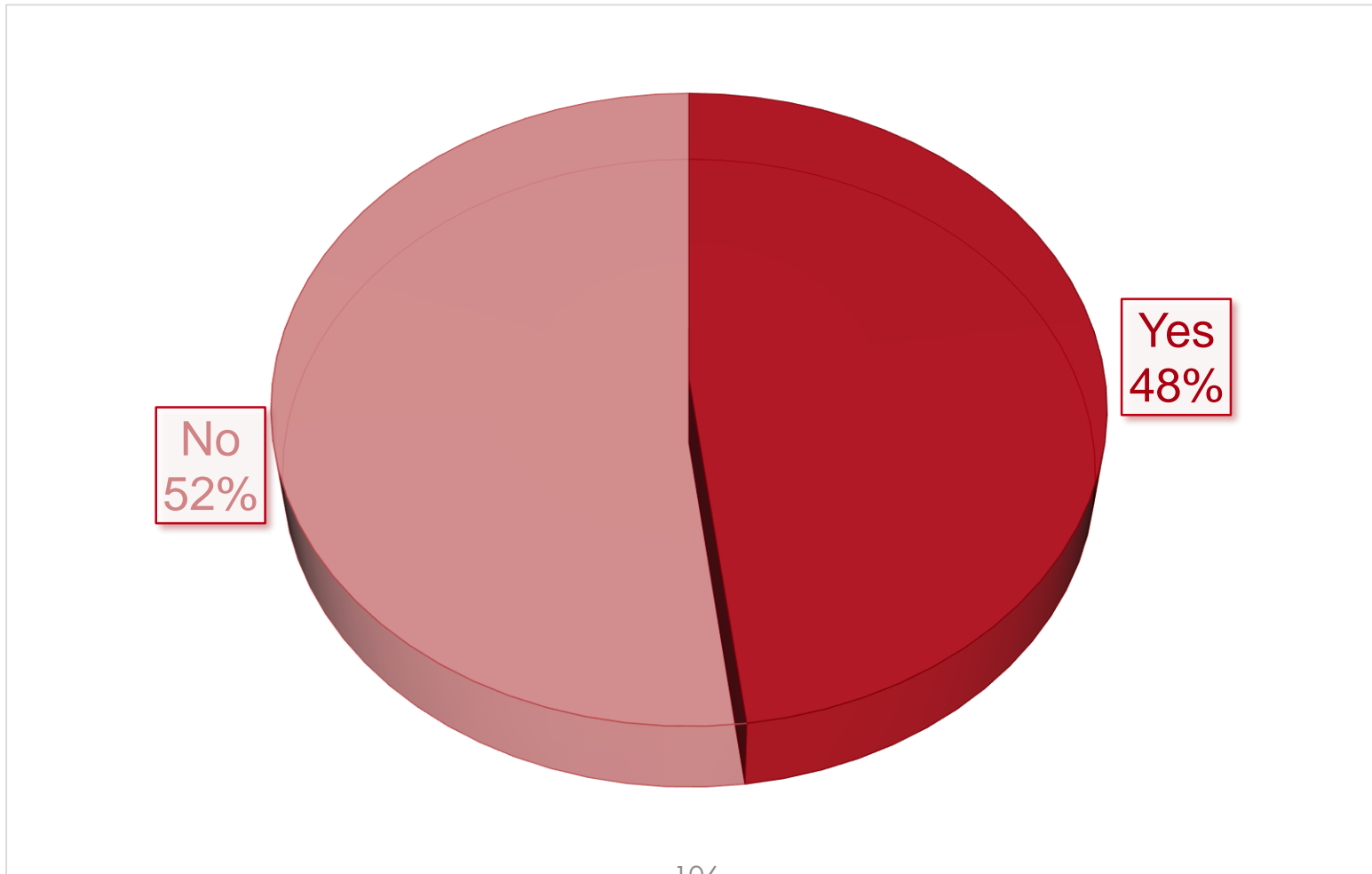
		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q2	Internet/Mobile App	63%		83%		64%	59%	63%	64%	71%
	Hotel staff	50%	100%	26%		50%	51%	50%	52%	53%
	Tour staff	43%		74%		45%	49%	32%	43%	23%
	Guide books I brought with me	29%	100%	13%		31%	29%	23%	28%	36%
	Local publication	27%		26%		26%	24%	37%	27%	27%
	Signs/ advertisement	23%		35%		21%	7%	18%	22%	24%
	Local people	17%		9%		16%	20%	21%	18%	16%
	Restaurant staff (outside hotel)	12%				11%	12%	18%	10%	13%
	Taxi drivers	11%	100%	13%		12%	10%	15%	10%	13%
	Other visitors	11%		13%		11%	15%	11%	12%	11%
	Retail staff	5%		9%		5%	12%	3%	6%	7%
	Visitors channel	4%				3%	10%	5%	5%	3%
	Guam Visitors Bureau	1%				2%		5%	1%	2%
	Total	351	1	23		302	41	62	286	196



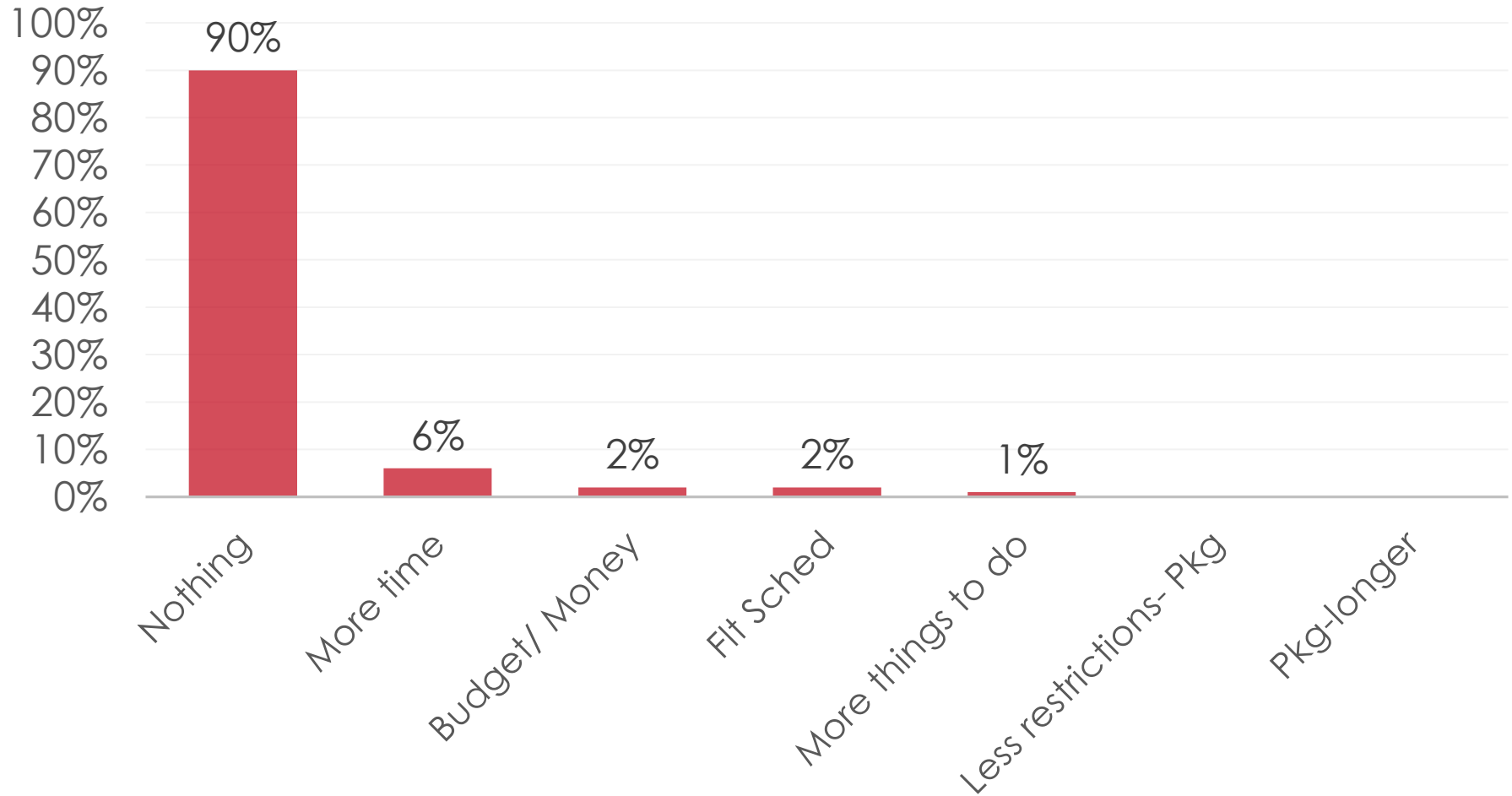
# SECTION 6

# FUTURE TRAVEL TO GUAM

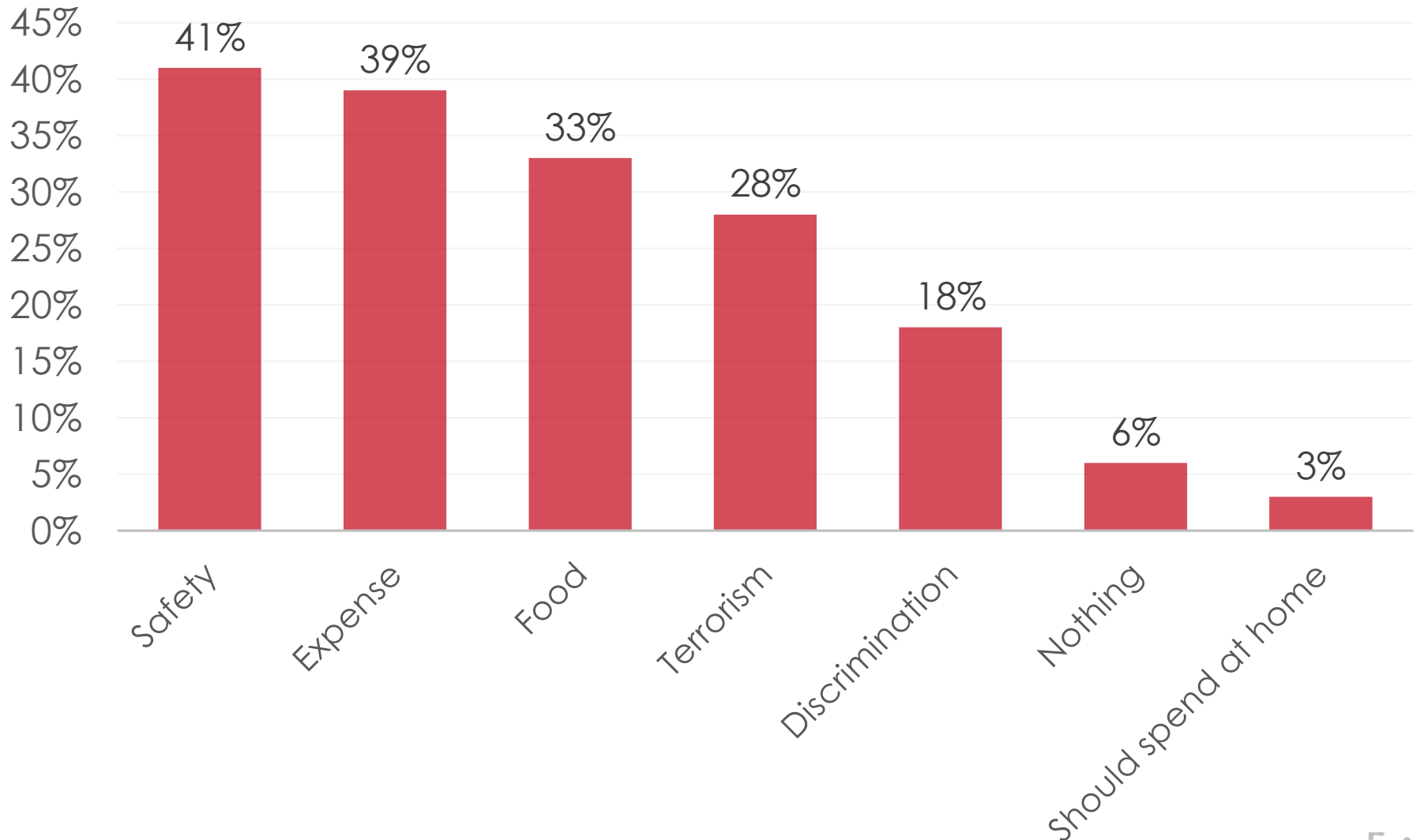
# Will security screening/ immigration at Guam Airport impact future travel to Guam?



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



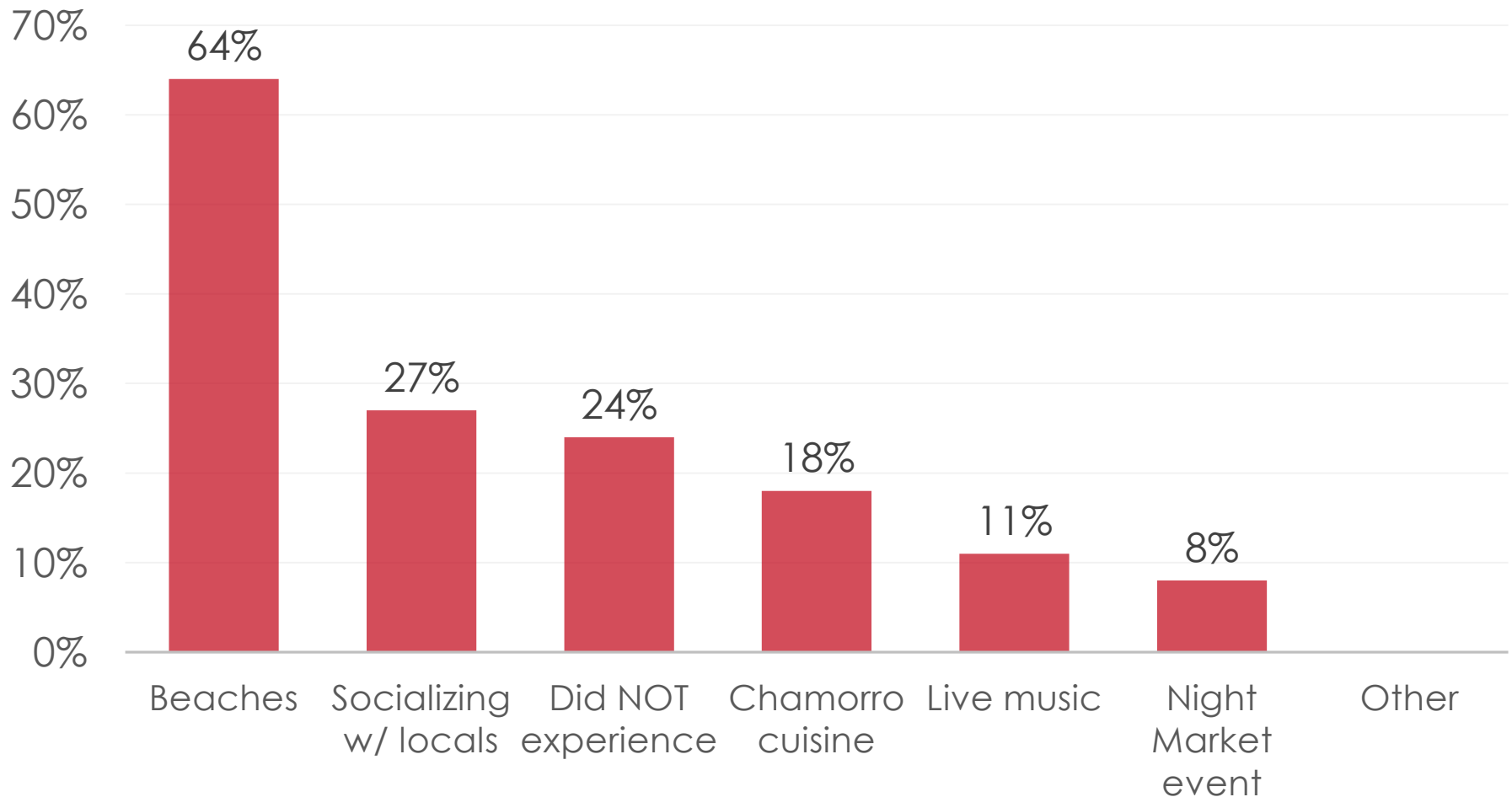
# FUTURE TRAVEL CONCERNS



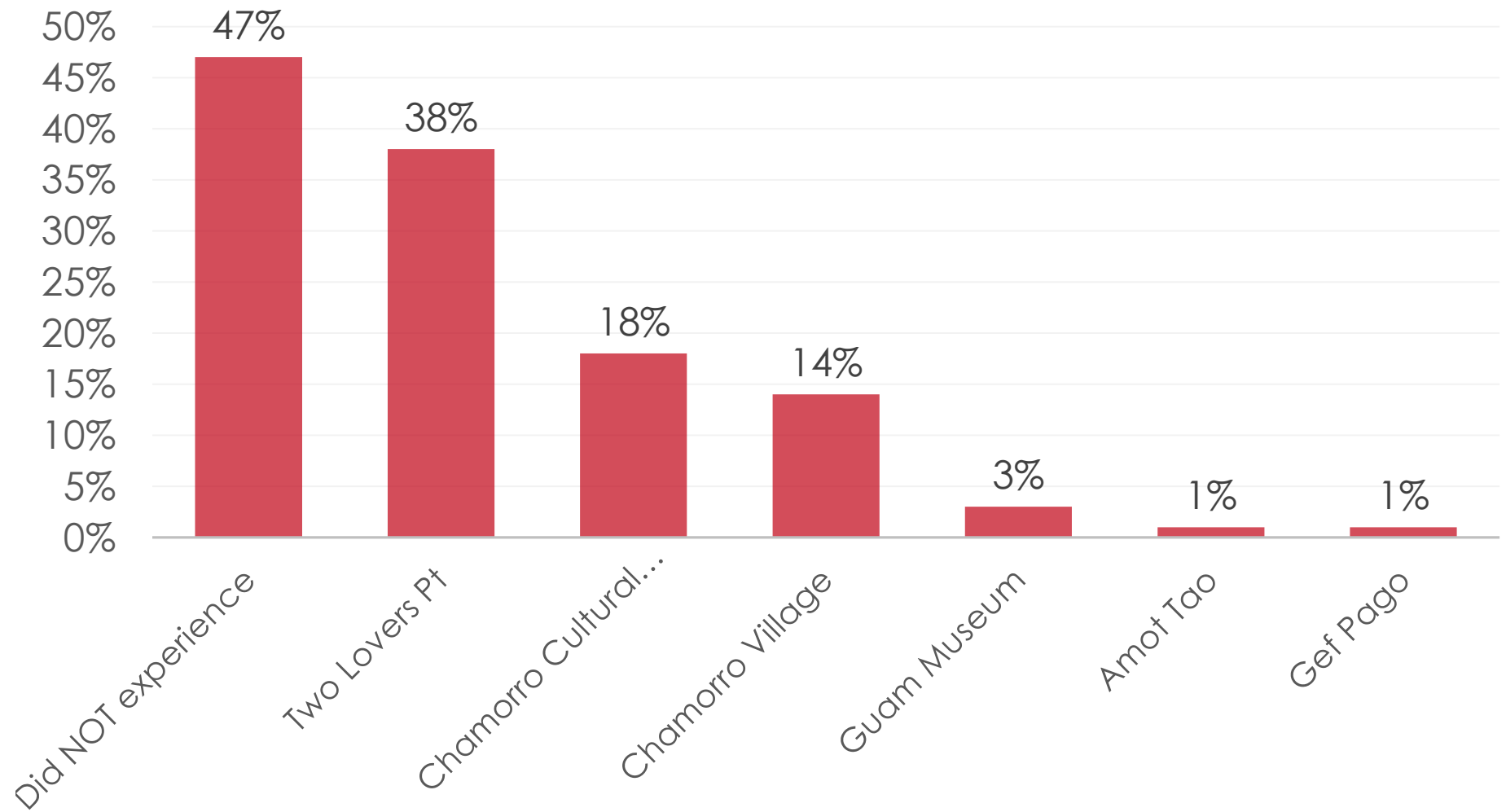
# SECTION 7

# GUAM CULTURE

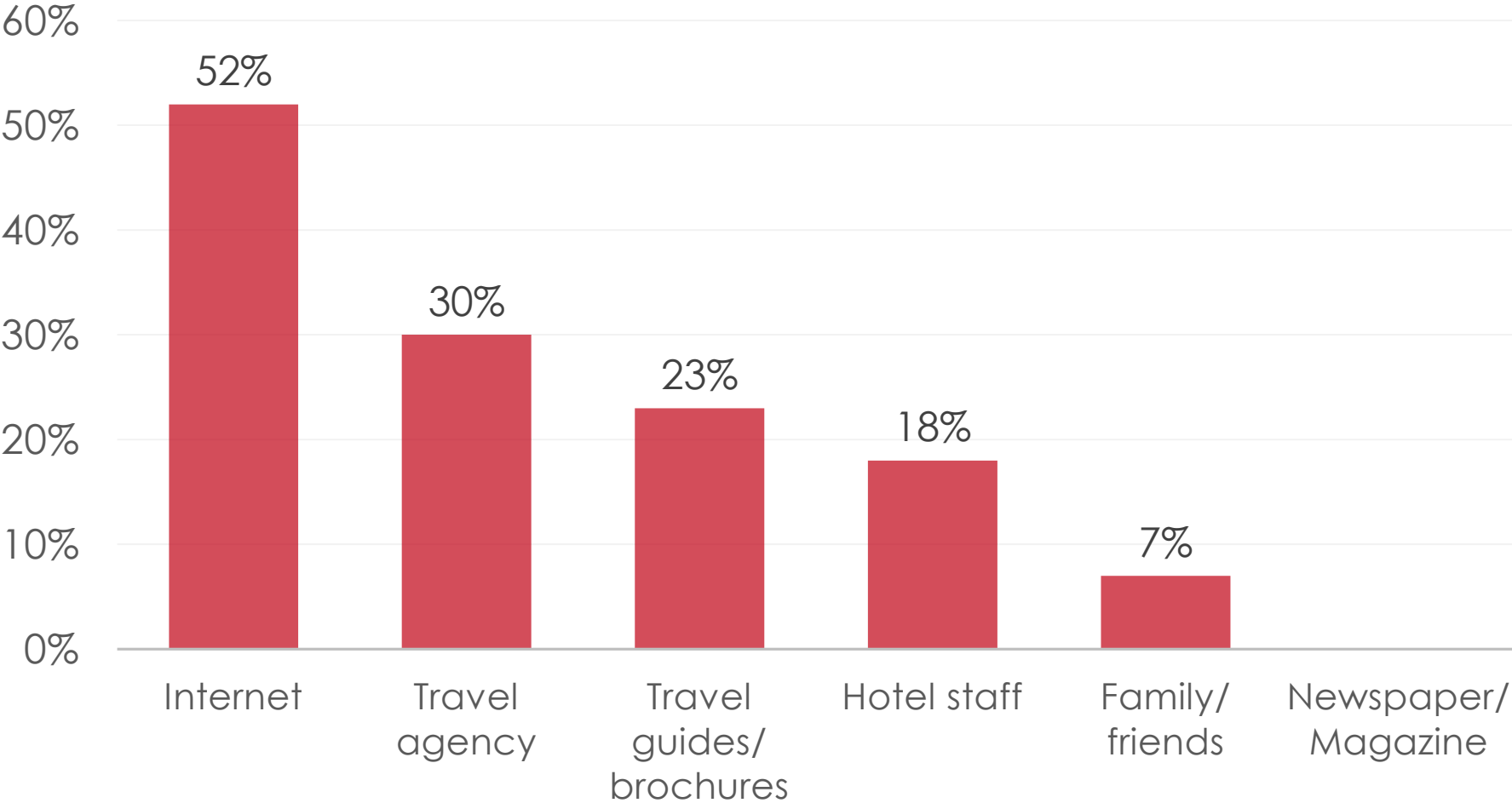
# EXPERIENCED- CHAMORRO/ HAFSA ADAI SPIRIT



# EXPERIENCED- OTHER CULTURAL ACTIVITY/EVENTS

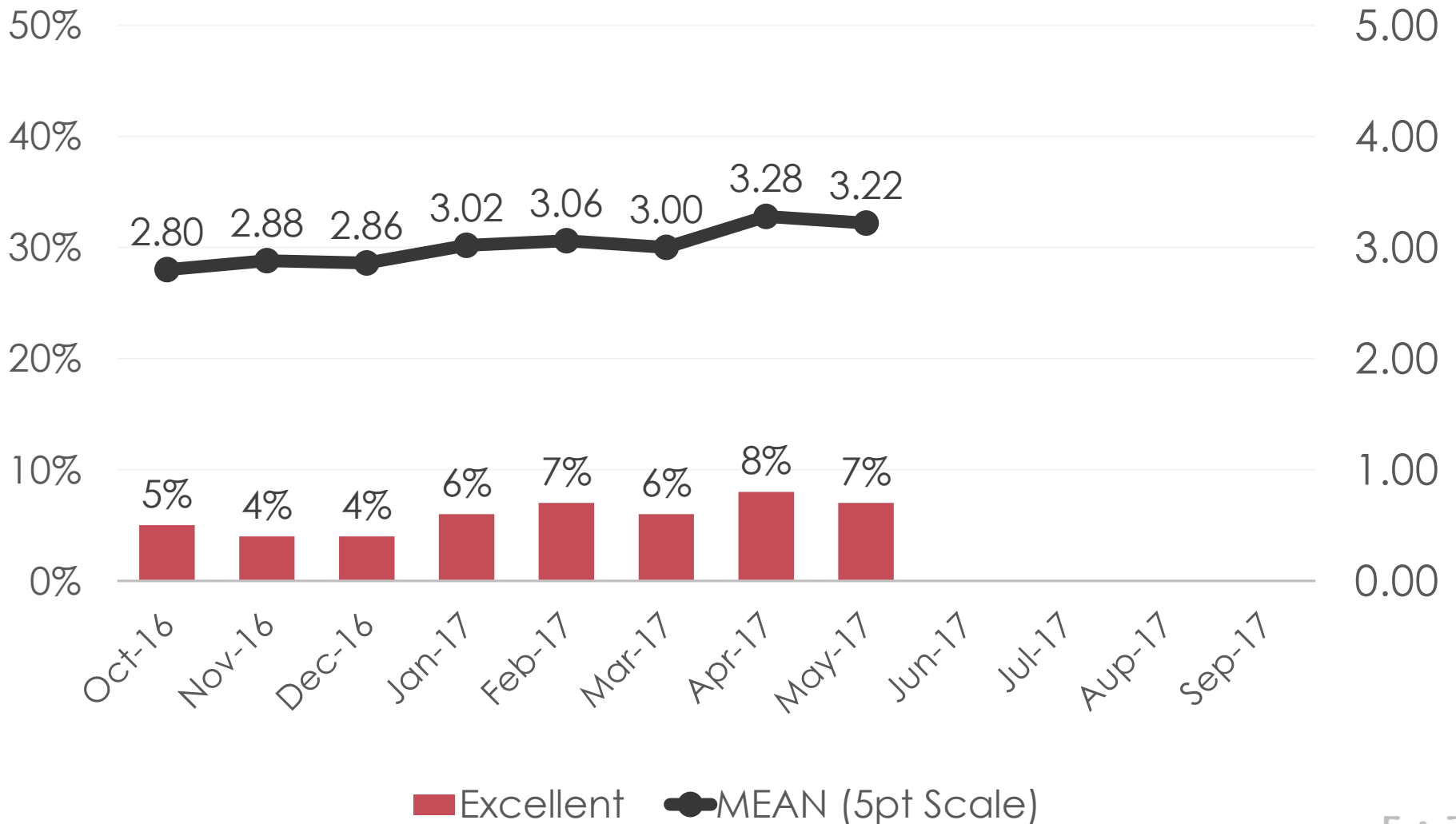


# SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS

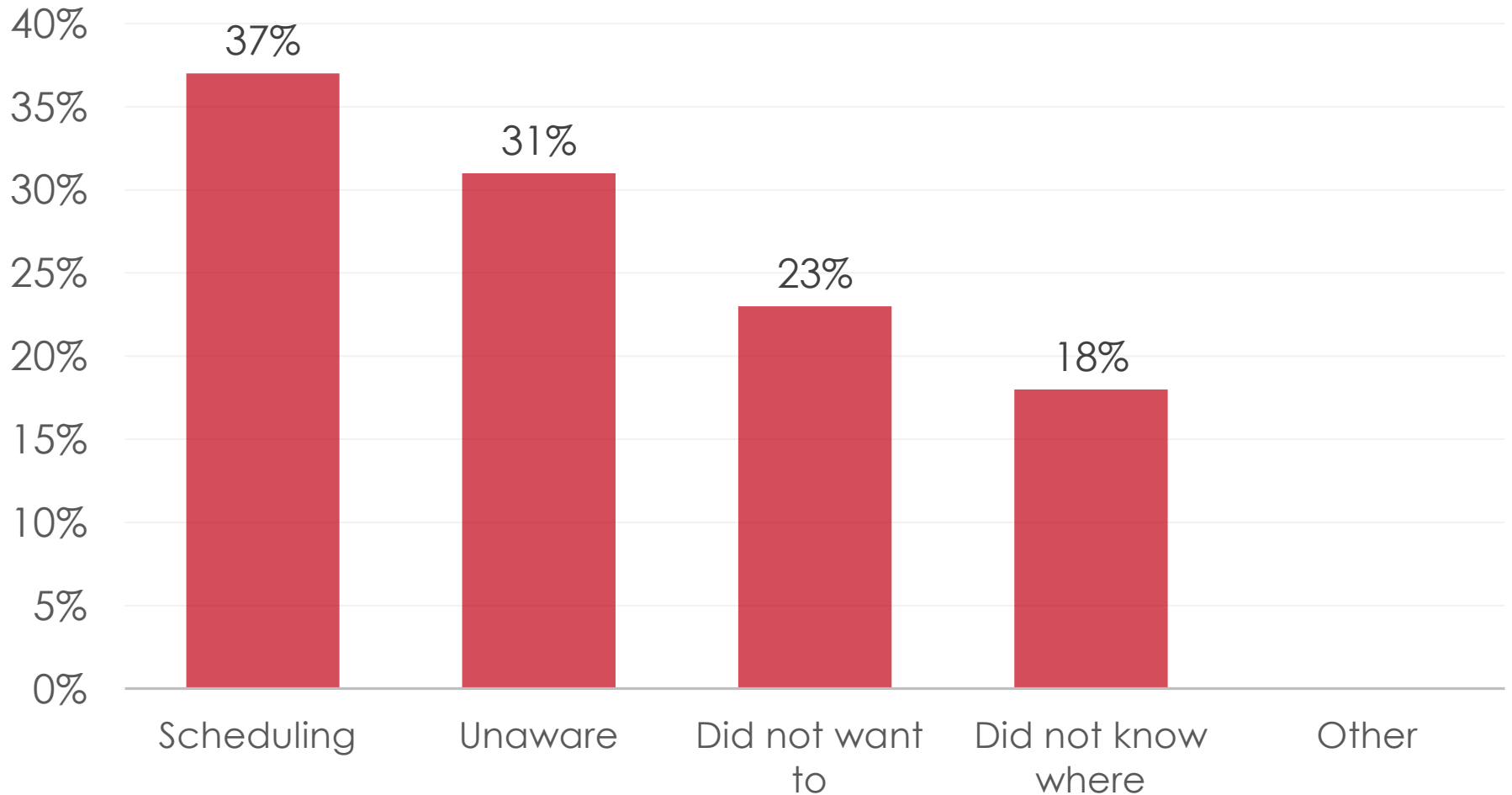




# SATISFACTION- CULTURAL ACTIVITY/EVENTS



# 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, Apr, May 2017, and Overall Oct 2016 - May 2017

	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Combined Oct 2016 - May 2017
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks	3	3		3	6				5
Ease of getting around			4						8
Safety walking around at night	7								11
Quality of daytime tours			3		2				3
Variety of daytime tours						3			
Quality of nighttime tours							2	4	
Variety of nighttime tours									
Quality of shopping			6	2			5		7
Variety of shopping	6					7			
Price of things on Guam						6			
Quality of hotel accommodations	4	4			4			2	4
Quality/cleanliness of air, sky						4	3	6	9
Quality/cleanliness of parks	1				5				
Quality of landscape in Tumon		2	1	1	1	1	1		1
Quality of landscape in Guam			5	4		5		1	10
Quality of ground handler	5		2				4	5	6
Quality/cleanliness of transportation vehicles	2	1			3	2		3	2
% of Per Person On Island Expenditures Accounted For	64.0%	61.8%	44.1%	40.8%	57.5%	56.1%	45.3%	50.2%	51.6%

NOTE: Only significant drivers are included.

# Drivers of Overall Satisfaction

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by six significant factors in the May 2017 Period. By rank order they are:
  - **Quality of landscape in Guam,**
  - **Quality of hotel accommodations,**
  - **Quality/cleanliness of transportation vehicles,**
  - **Quality of night time tours,**
  - **Quality of ground handler, and**
  - **Quality/cleanliness of air, sky.**
- With all six factors the overall  $r^2$  is .502 meaning that **50.2% 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, Apr, May 2017 and Overall Oct 2016-May 2017**

	Oct-16 rank	Nov-16 rank	Dec-16 rank	Jan-17 rank	Feb-17 rank	Mar-17 rank	Apr-17 rank	<b>May-17 rank</b>	Combined Oct 2016- May 2017 rank
Drivers:									
Quality & Cleanliness of beaches & parks	1								
Ease of getting around		2							
Safety walking around at night									
Quality of daytime tours									
Variety of daytime tours								1	
Quality of nighttime tours									
Variety of nighttime tours									2
Quality of shopping		3							3
Variety of shopping									
Price of things on Guam		1							4
Quality of hotel accommodations					1				
Quality/cleanliness of air, sky						1			
Quality/cleanliness of parks									
Quality of landscape in Tumon									
Quality of landscape in Guam									
Quality of ground handler	2								
Quality/cleanliness of transportation vehicles									1
% of Per Person On Island Expenditures Accounted For	5.9%	7.2%	0.0%	0.0%	2.0%	1.5%	0.0%	<b>2.6%</b>	1.2%

NOTE: Only significant drivers are included.

# Drivers of On-Isle Expenditures

- **Per Person On Island Expenditure** of Korean visitors on Guam is driven by one significant factor in the May 2017 period. It is:
  - **Variety of day time tours.**
- With this factor the overall  $r^2$  is .026 meaning that **2.6% of per person on island expenditure is accounted for by this factor.**