Guam Visitors Bureau
Korean Visitor Tracker Exit Profile & Market Segmentation Report

FY2017
NOVEMBER 2016

Prepared by: Anthology Research

VISIT GUAM 2017 YEAR of LOVE

[ANTHOLOGY]
AnthologyGroup.com

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

GUAM

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 **352** 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 **352** 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.

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Key Highlighted Segments

- **The specific objectives were:**

  - To determine the relative size and expenditure behavior of the following market segments:
    - Families (Q6)
    - FITS (Q7)
    - 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 (Q7)
    - Repeat Visitor (Q3A)

  - To identify the most significant factors affecting overall visitor satisfaction.

  - To identify (for all Korean visitors) the most important determinants of on-island spending
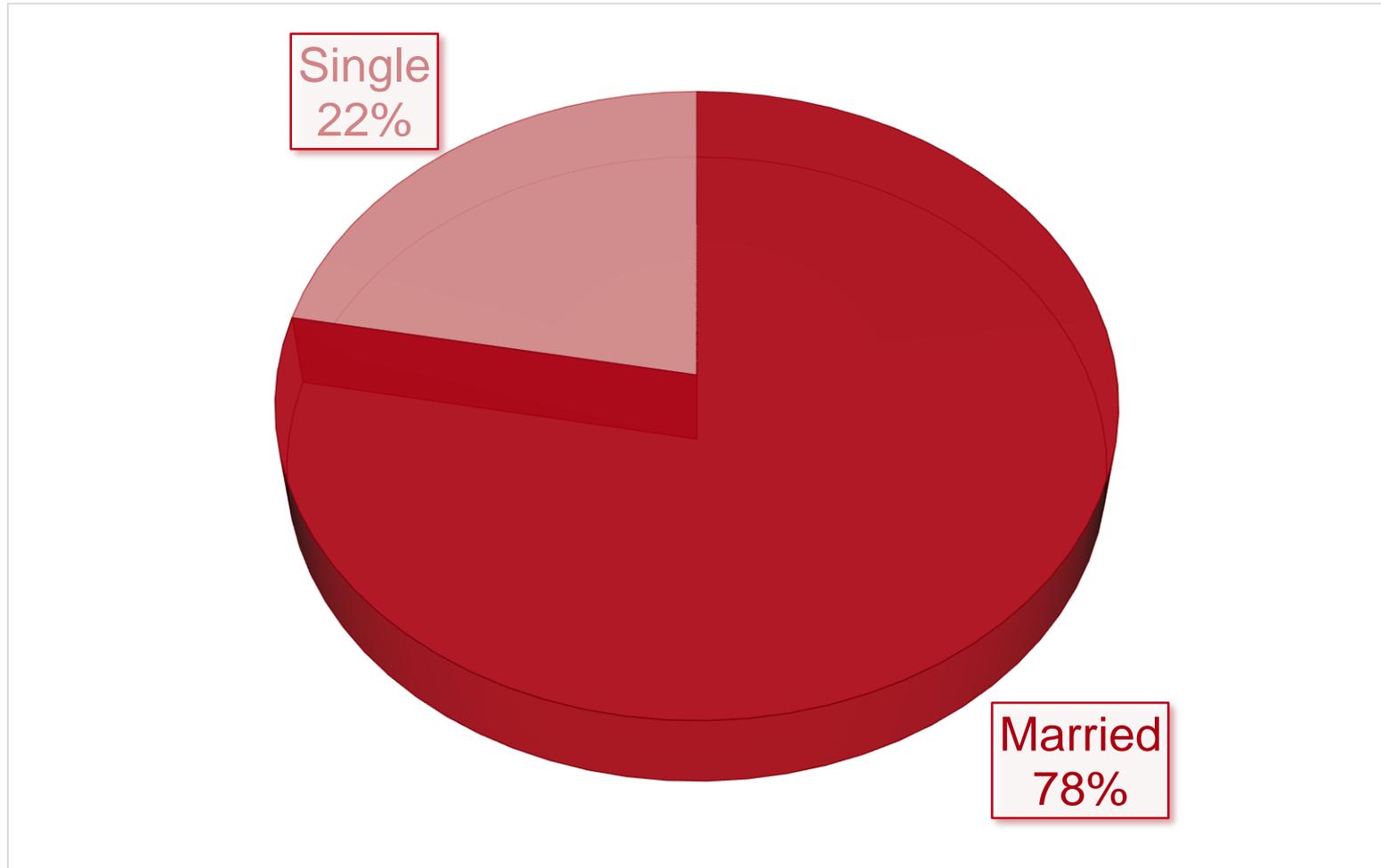
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Key Highlighted Segments

	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%										
Family	80%	78%										
Repeat	14%	18%										
FIT	12%	15%										
Honey-moon	10%	10%										
MICE	5%	3%										
Wedding	1%	1%										
Group	1%	1%										

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SECTION 1
PROFILE OF RESPONDENTS

Marital Status

Single
22%

Married
78%

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Marital status – FY2017 Tracking
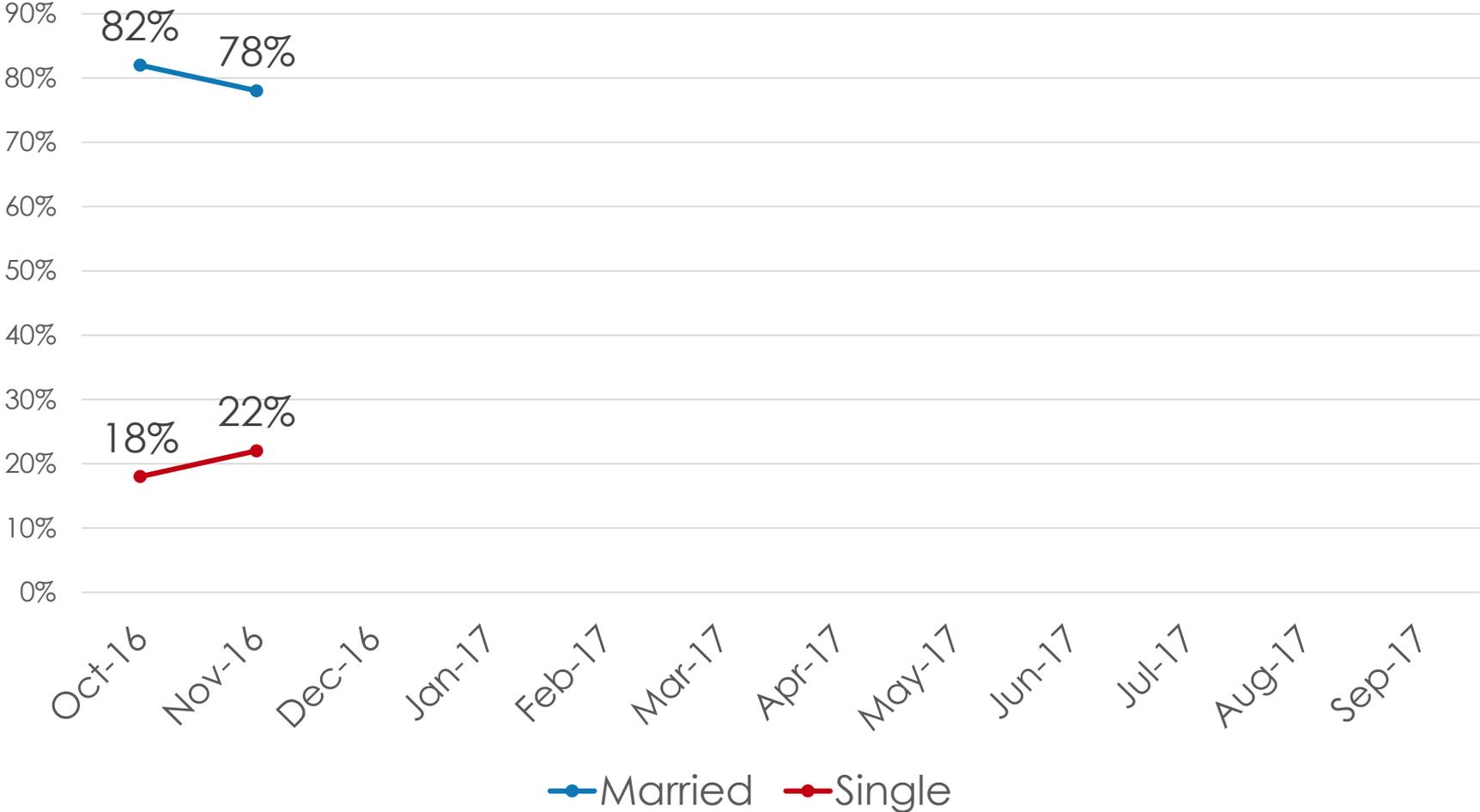
Marital status – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

QE Are you married or single?

		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
QE	Married	78%	74%	58%	94%	100%	78%	93%	33%	85%
	Single	22%	26%	42%	6%		22%	7%	67%	15%
	Total	352	53	12	36	2	314	276	3	62

Prepared by QMark Research

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Age

MEAN = 35.73
MEDIAN = 35

- 18-24: 2%
- 25-34: 48%
- 35-49: 44%
- 50+: 6%

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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										
MEDIAN	35	35										

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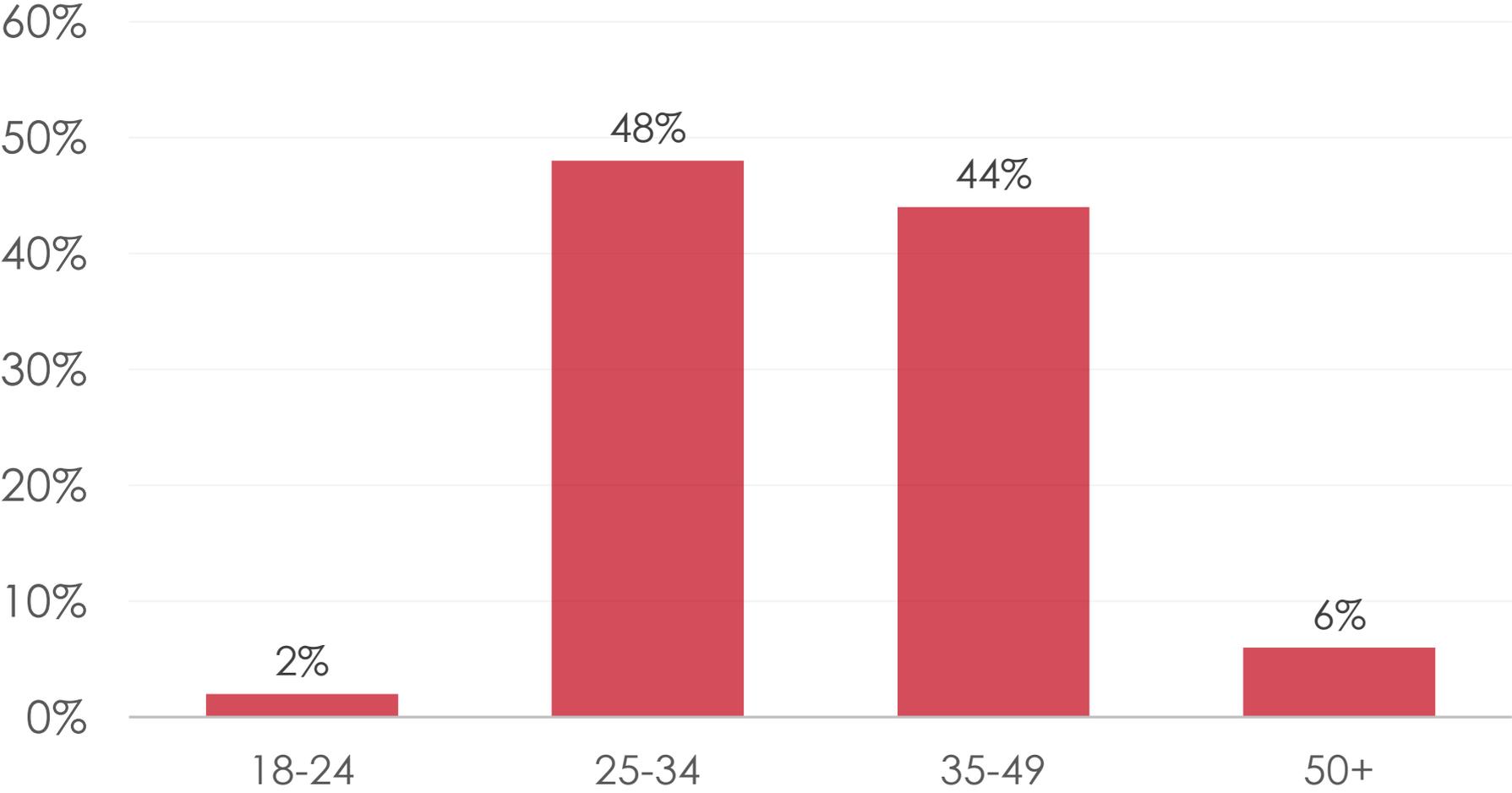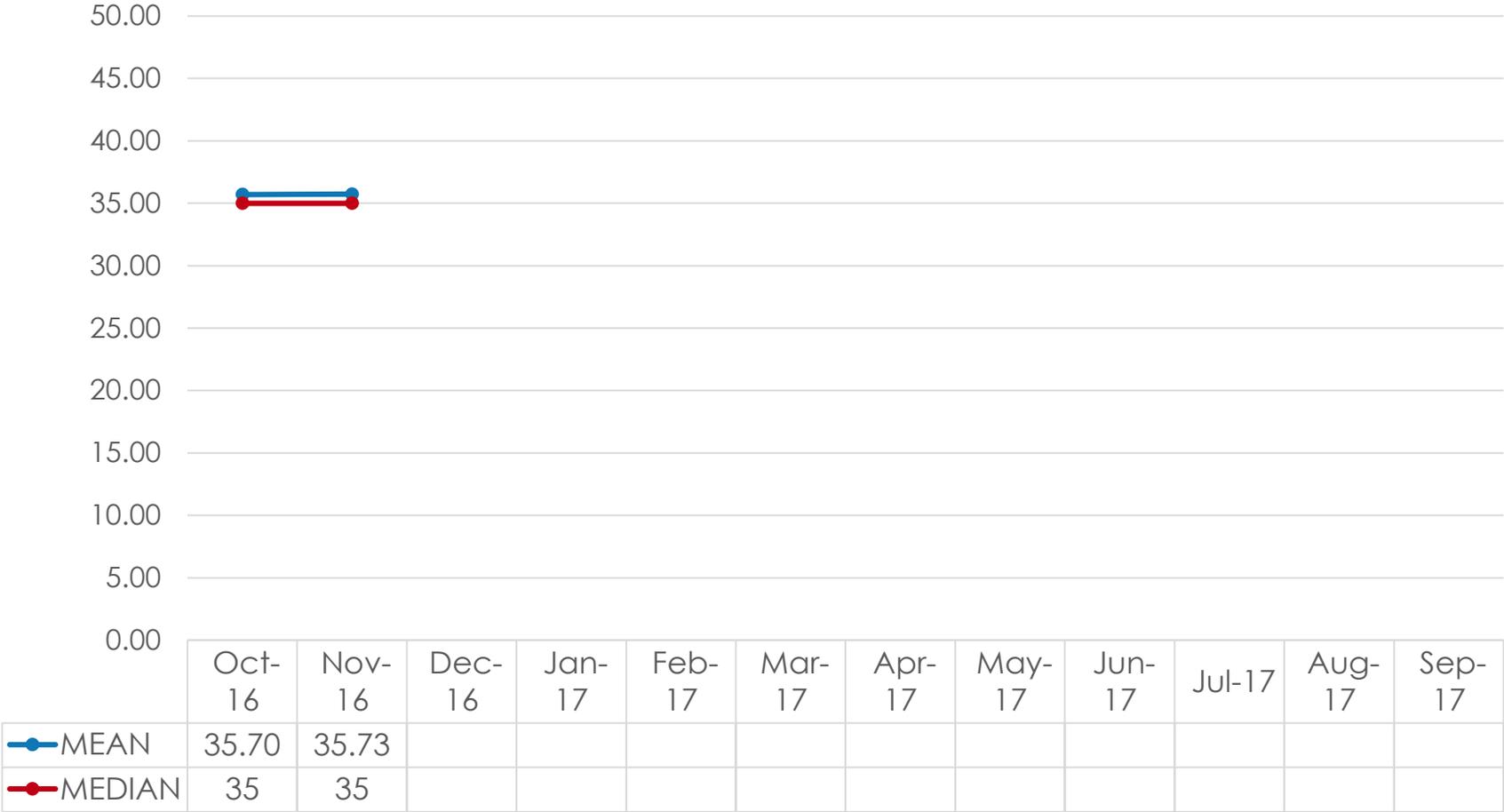
Age – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

QF And what was your age on your last birthday?

		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
QF	18-24	2%	4%	8%	3%		2%	1%		3%
	25-34	48%	57%	25%	83%	50%	46%	42%	33%	32%
	35-49	44%	36%	67%	8%	50%	46%	53%	33%	61%
	50+	6%	4%		6%		5%	4%	33%	3%
	Total	352	53	12	36	2	314	276	3	62
QF	Mean	35.73	34.06	38.92	31.64	32.00	35.72	36.55	42.33	36.81
	Median	35	31	42	30	32	35	36	40	37

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Annual Household Income

EXCHANGE RATE KW1,171.76=$1

13

Annual Household Income

Chart: Annual Household Income by 1st Time and Repeat visitors

Income Range	1st Time	Repeat
<KW24M	9%	2%
KW24M-36M	20%	12%
KW36M-48M	23%	12%
KW48M-60M	23%	15%
KW60M-72M	12%	23%
KW72M+	11%	35%
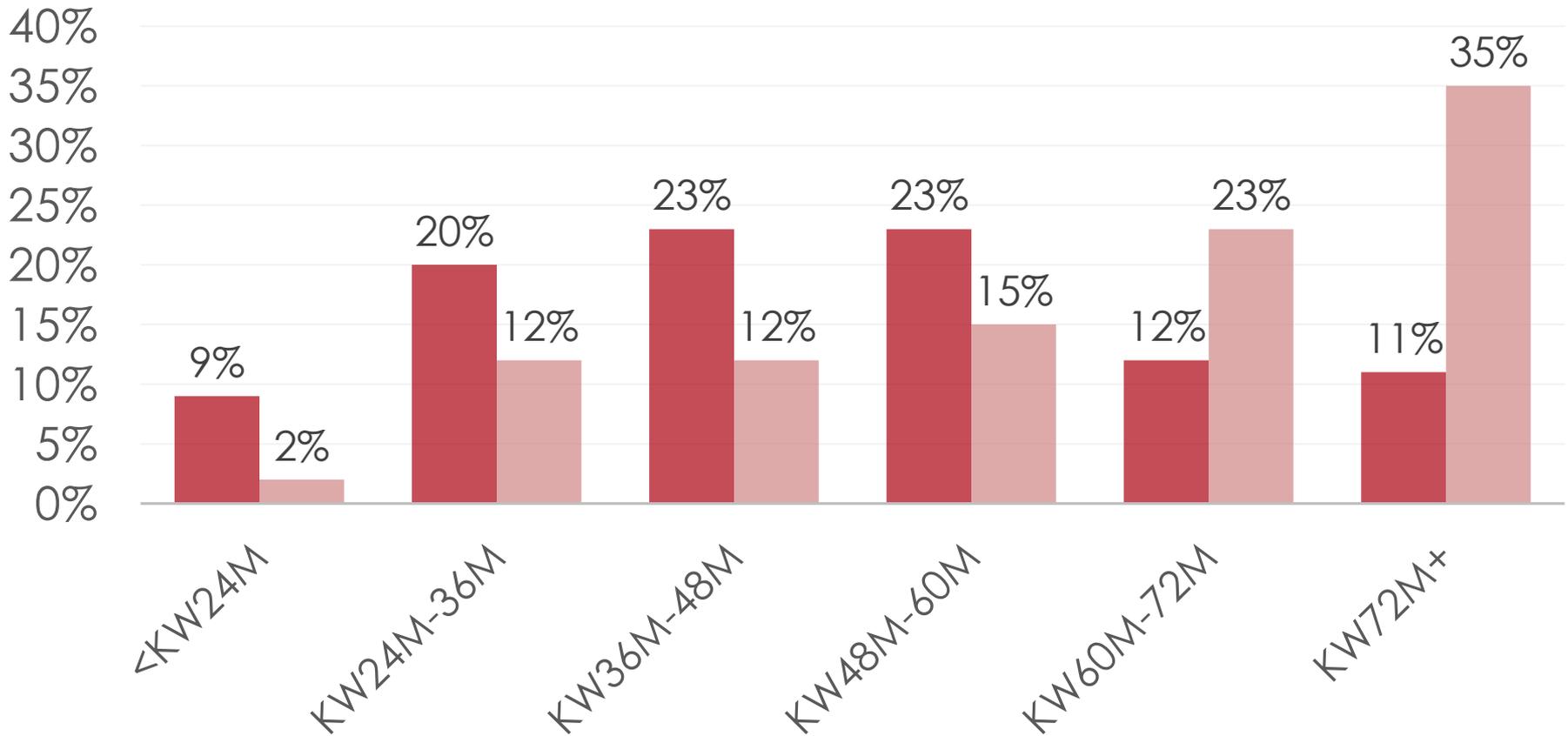
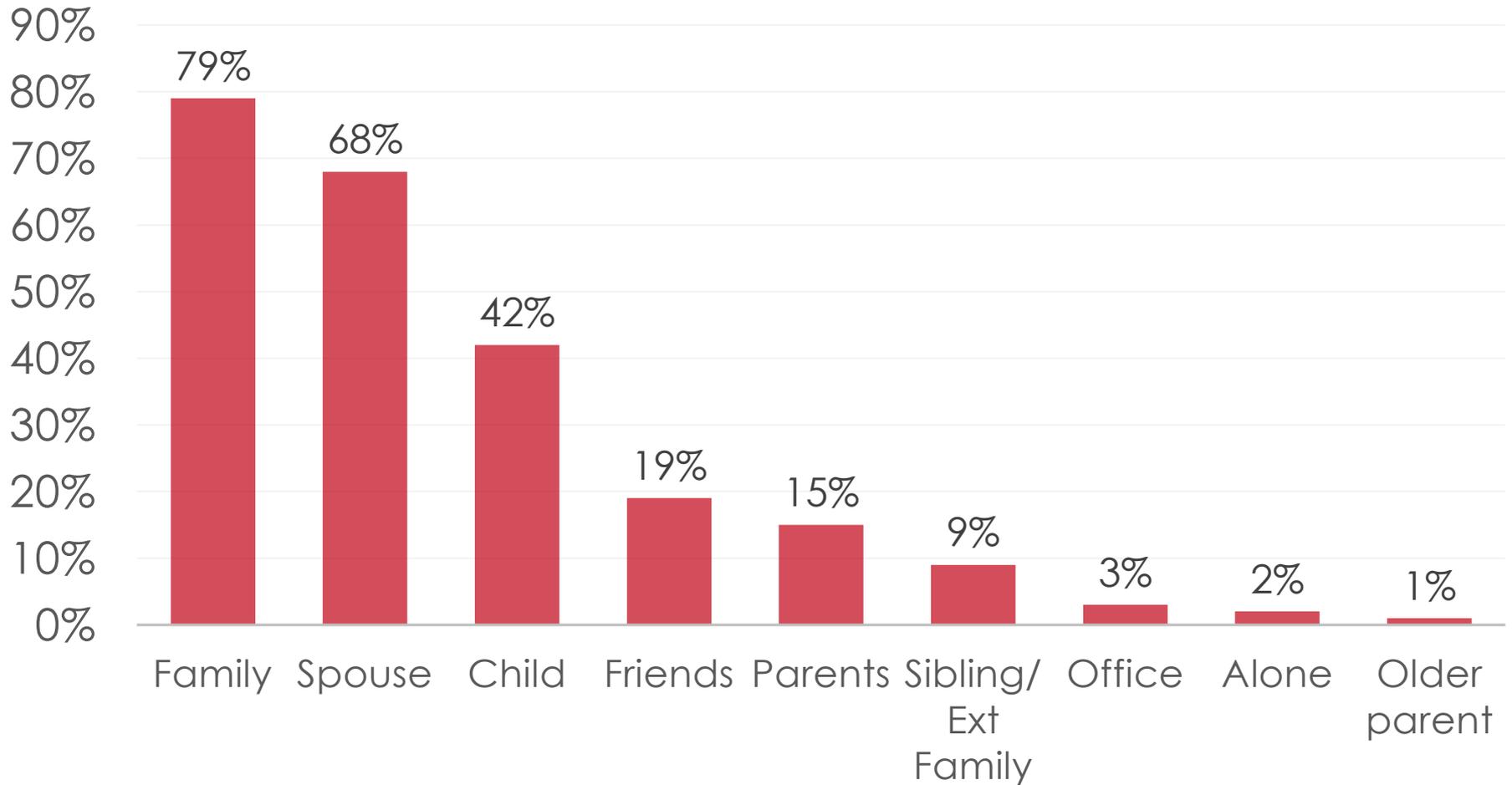# Annual Household Income – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

Q26 What is your approximate annual household income before taxes?

		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
Q26	<KW12.0M	2%	4%		3%		2%	1%	33%	
	KW12.0M-KW24.0M	7%	8%		13%		5%	2%		2%
	KW24.0M-KW36.0M	18%	20%	11%	30%	50%	19%	17%		12%
	KW36.0M-KW48.0M	21%	14%		27%	50%	20%	23%		12%
	KW48.0M-KW60.0M	22%	16%	22%	13%		23%	24%	33%	15%
	KW60.0M-KW72.0M	14%	20%	11%	7%		15%	17%	33%	23%
	KW72.0M+	15%	14%	44%	3%		14%	15%		35%
	No Income	1%	2%	11%	3%		1%	1%		2%
	Total	306	49	9	30	2	270	242	3	52

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Travel Party

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Travel Party - Children

Age Group	Percentage
0-2 Years old	23%
3-6 Years old	33%
7-11 Years old	46%
12-18 Years old	24%

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Trips to Guam

Repeat
18%

First time
82%

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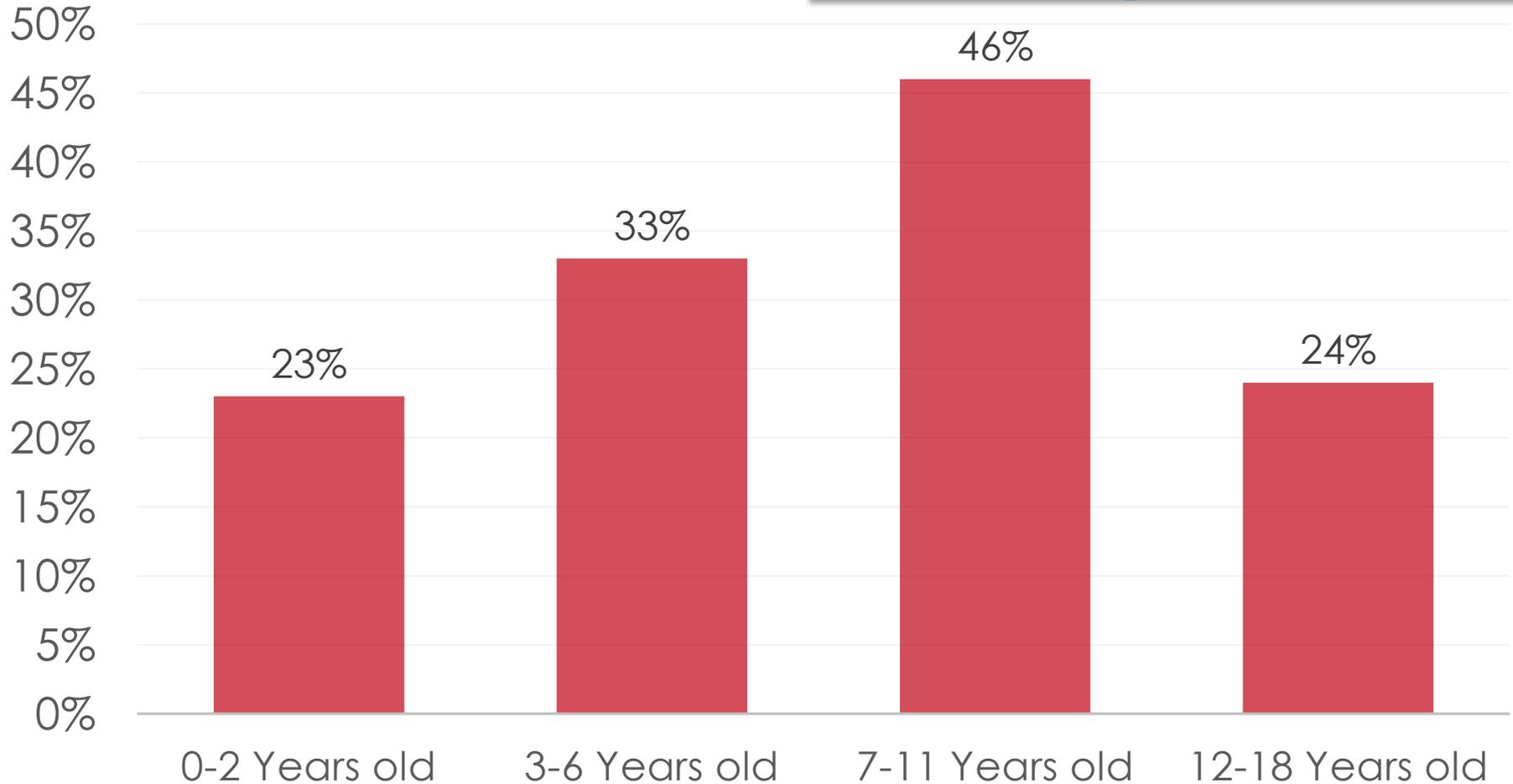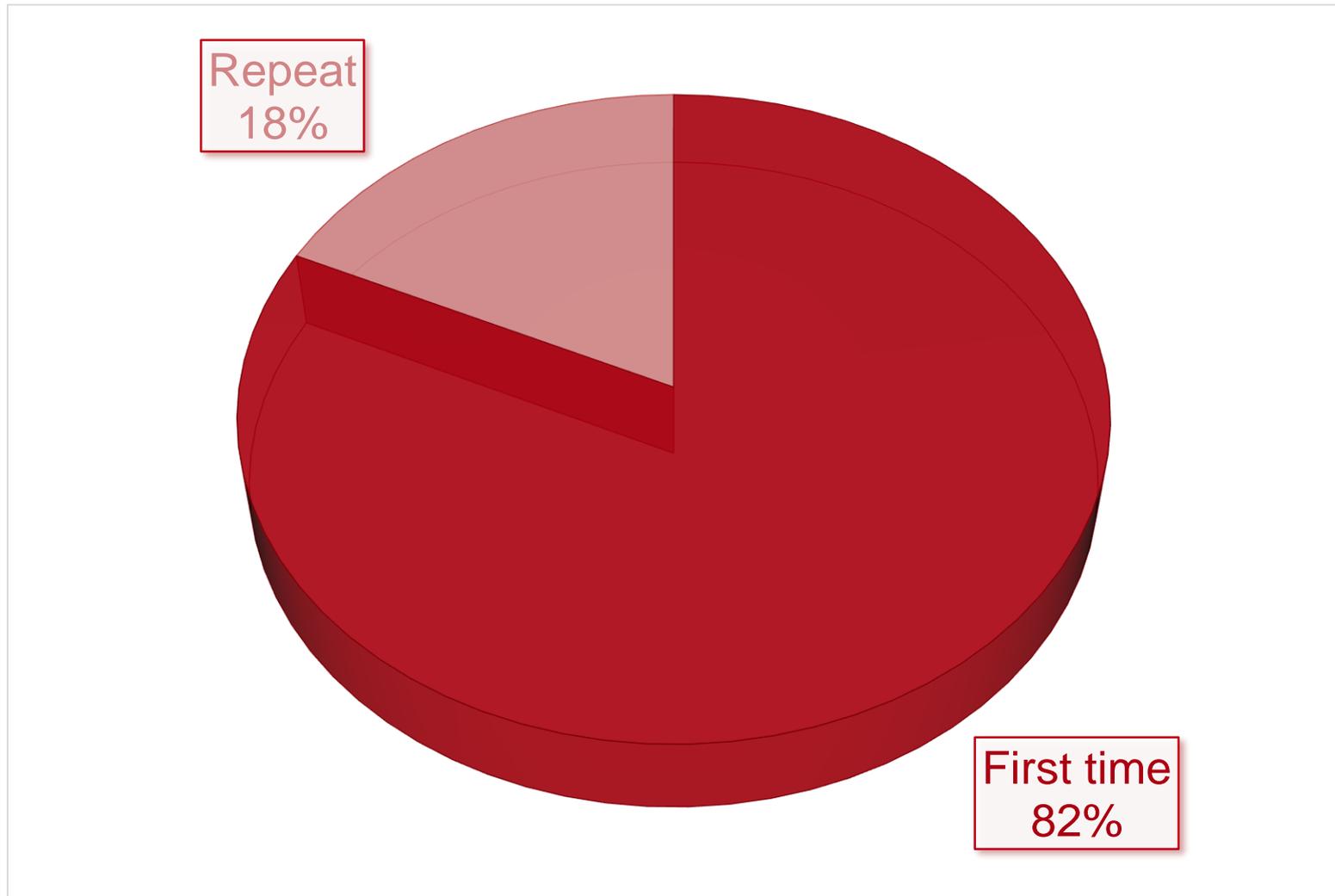
Trips to Guam – FY2017 Tracking

First — Repeat

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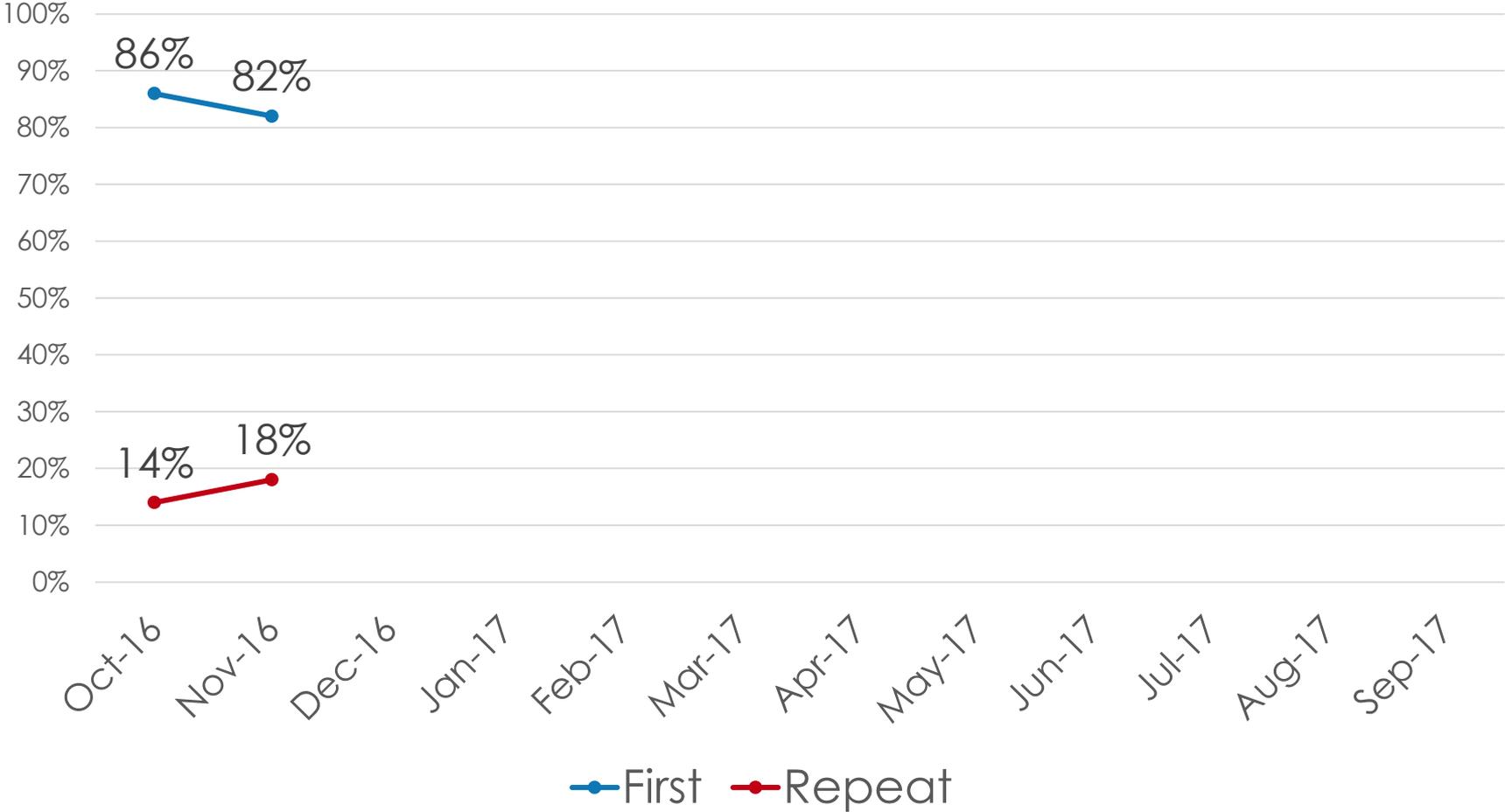
Trips to Guam – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

Q3A Is this your first trip to Guam?

		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
Q3A	Yes	82%	74%	83%	100%	100%	83%	81%	100%	
	No	18%	26%	17%			17%	19%		100%
	Total	352	53	12	36	2	314	276	3	62

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Repeat Visitor- Most Recent Trip

N = 56
MEAN NUMBER OF TRIPS = 2.59
MEDIAN NUMBER OF TRIPS = 2

Bar chart showing percentages:
- Within the last year: 39%
- One to two years ago: 20%
- More than two years: 41%

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Length of Stay

Length of Stay	Percentage
One to two nights	0%
Three nights	53%
Four or more nights	46%

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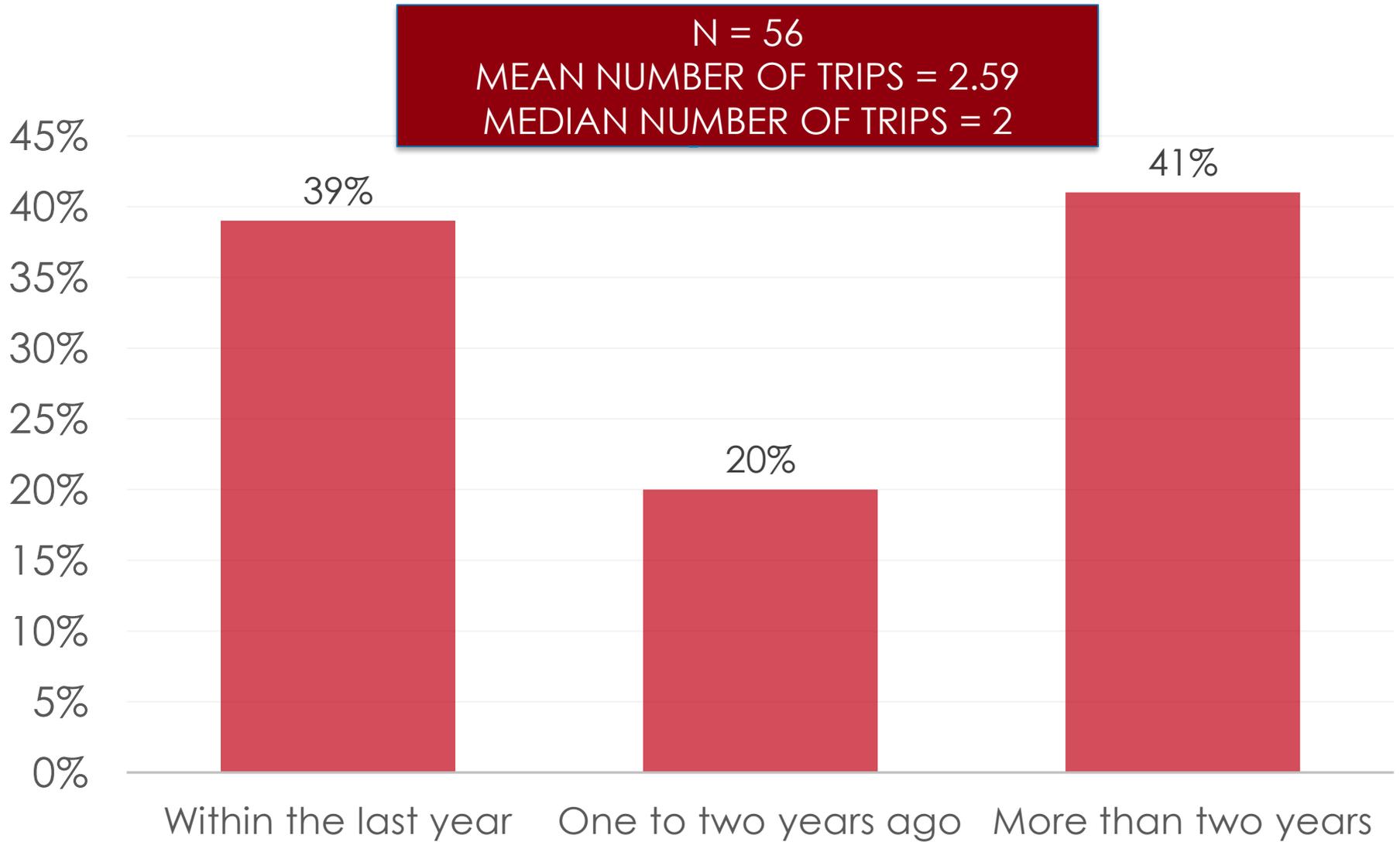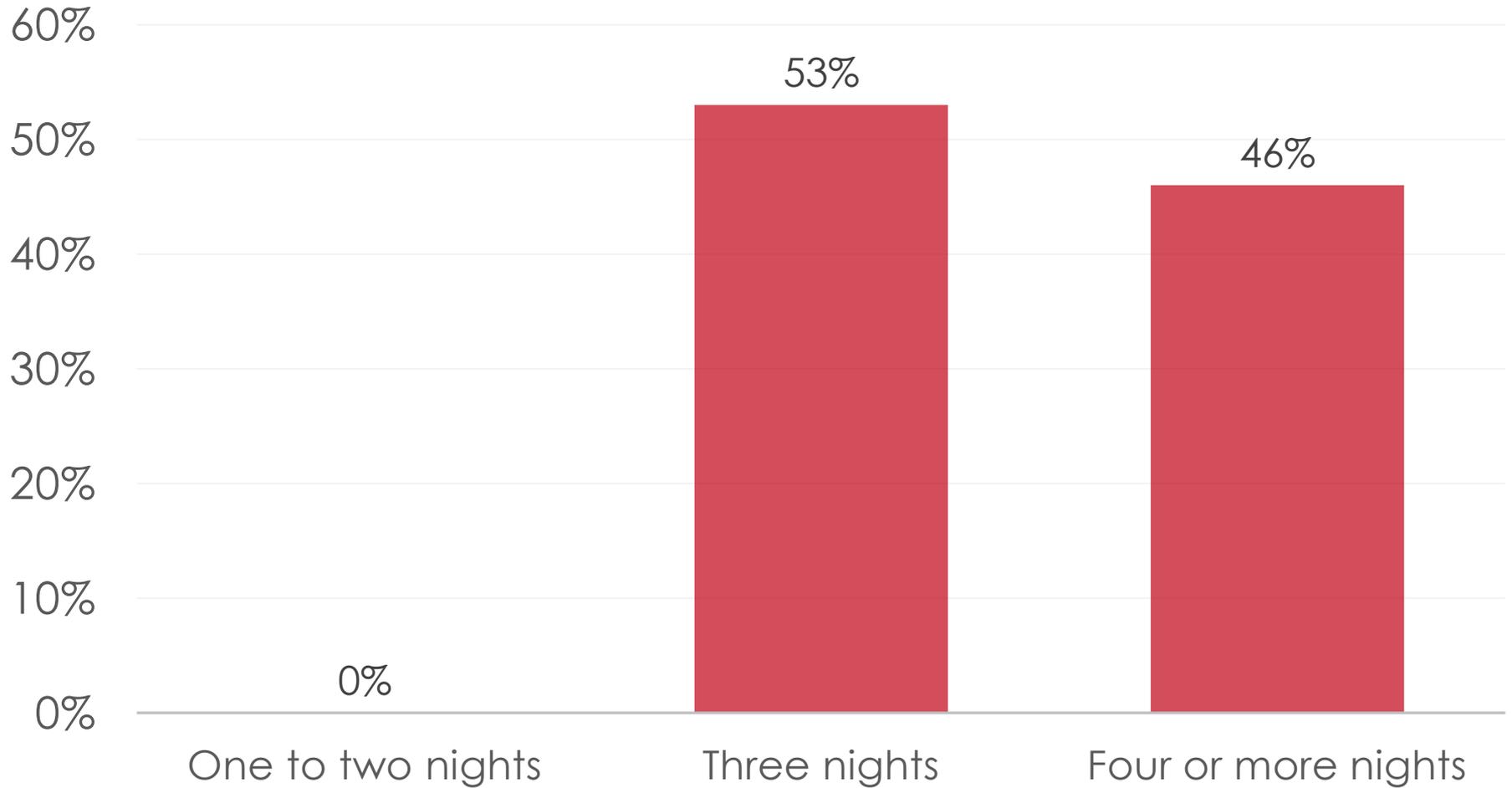
Length of Stay – FY2017 Tracking

	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										
MEDIAN	3	3										

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Length of Stay – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

Q8 How many nights did you stay on Guam?

		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
Q8	1-2	0%					0%			
	3	53%	43%	100%	17%		54%	47%	33%	58%
	4+	46%	57%		83%	100%	46%	53%	67%	42%
	Total	344	51	11	36	2	307	271	3	59
Q8	Mean	3.64	4.12	3.00	4.31	4.00	3.64	3.74	3.67	3.75
	Median	3	4	3	4	4	3	4	4	3

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Occupation – Top Responses (10%+)

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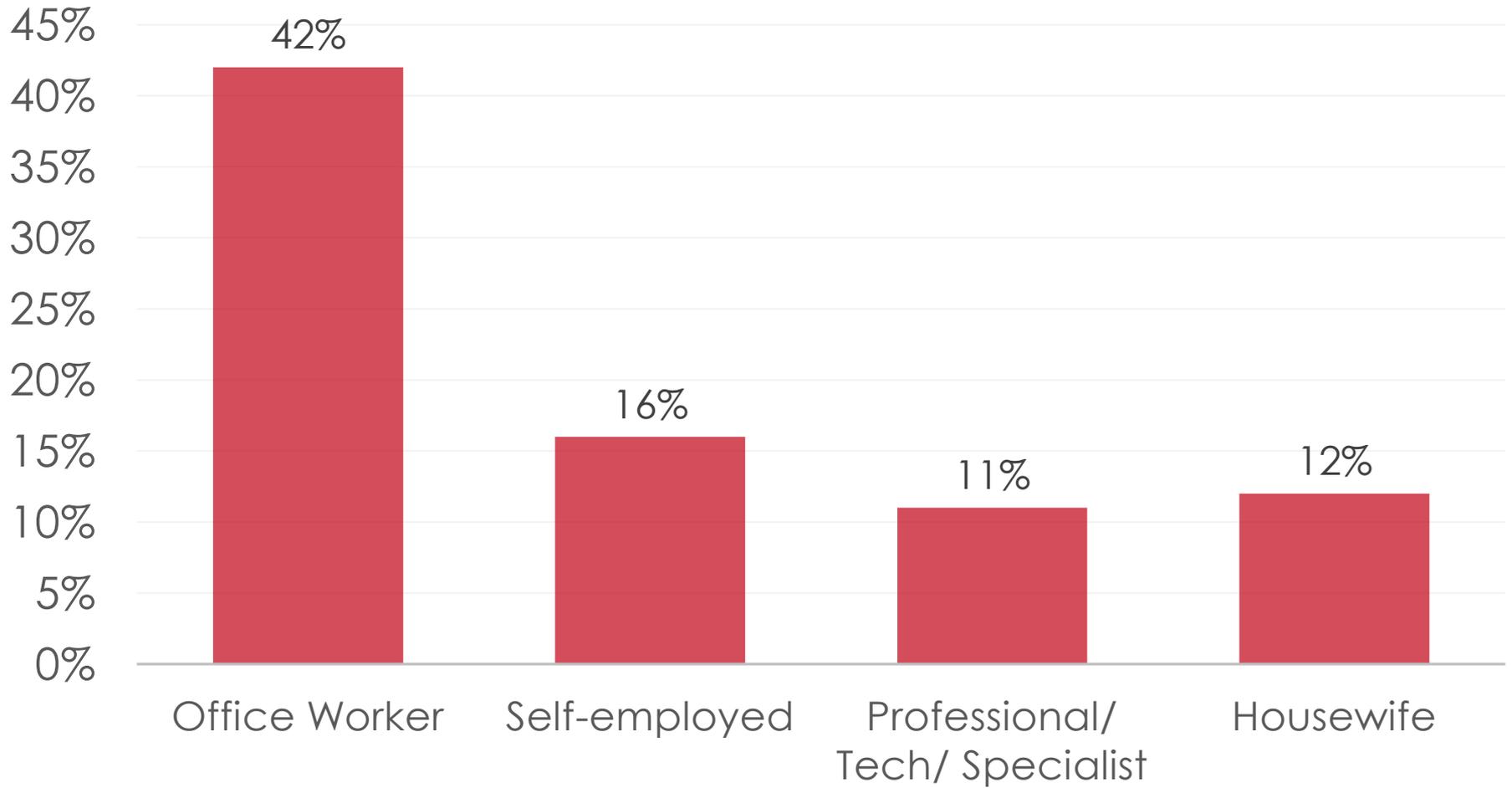
SECTION 2
TRAVEL PLANNING

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Travel Planning

[A]
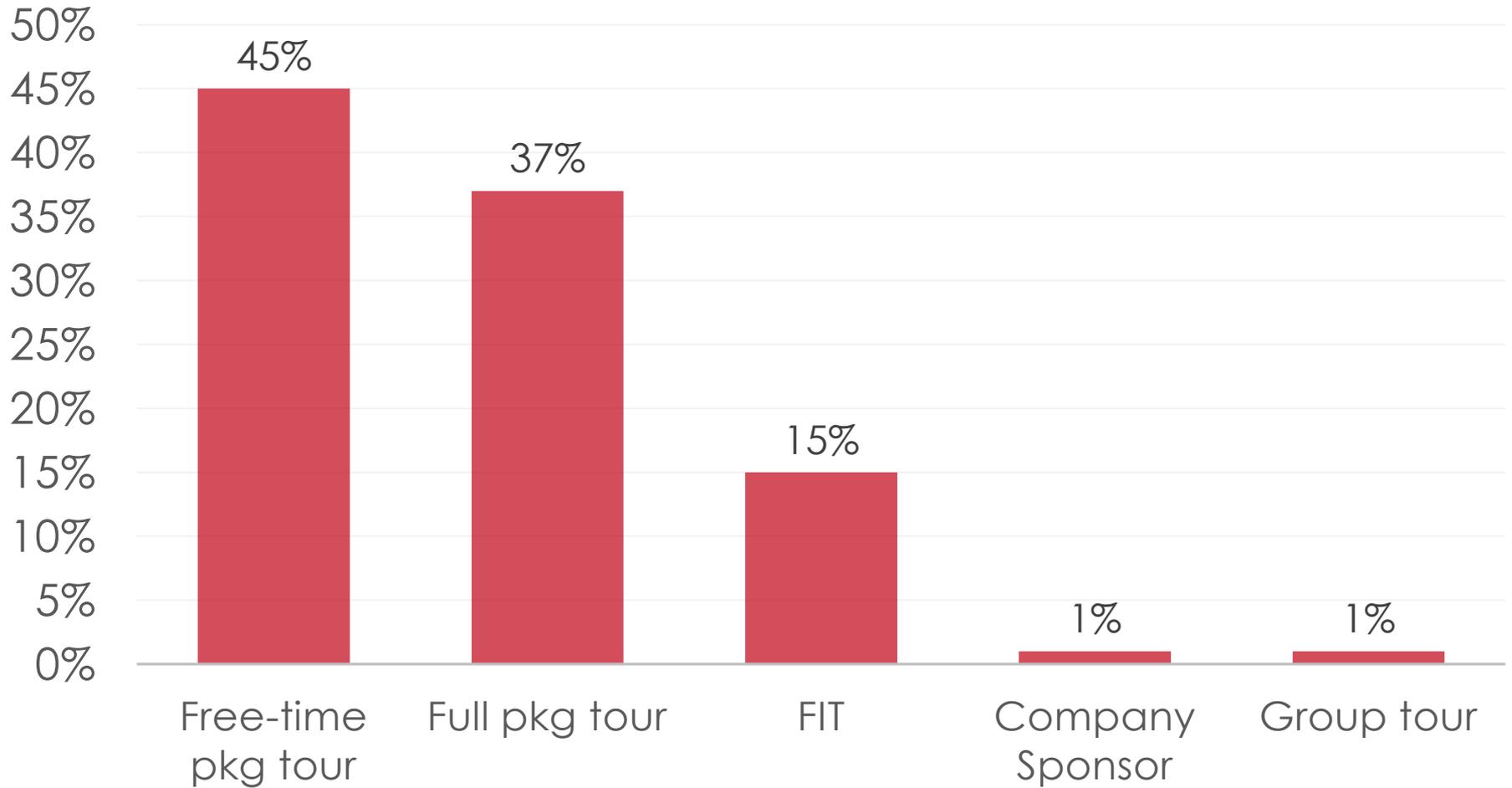
Travel Planning – FY2017 Tracking

	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	45%	45%										
Full pkg tour	40%	37%										
FIT	12%	15%										
Company	2%	1%										
Group	1%	1%										

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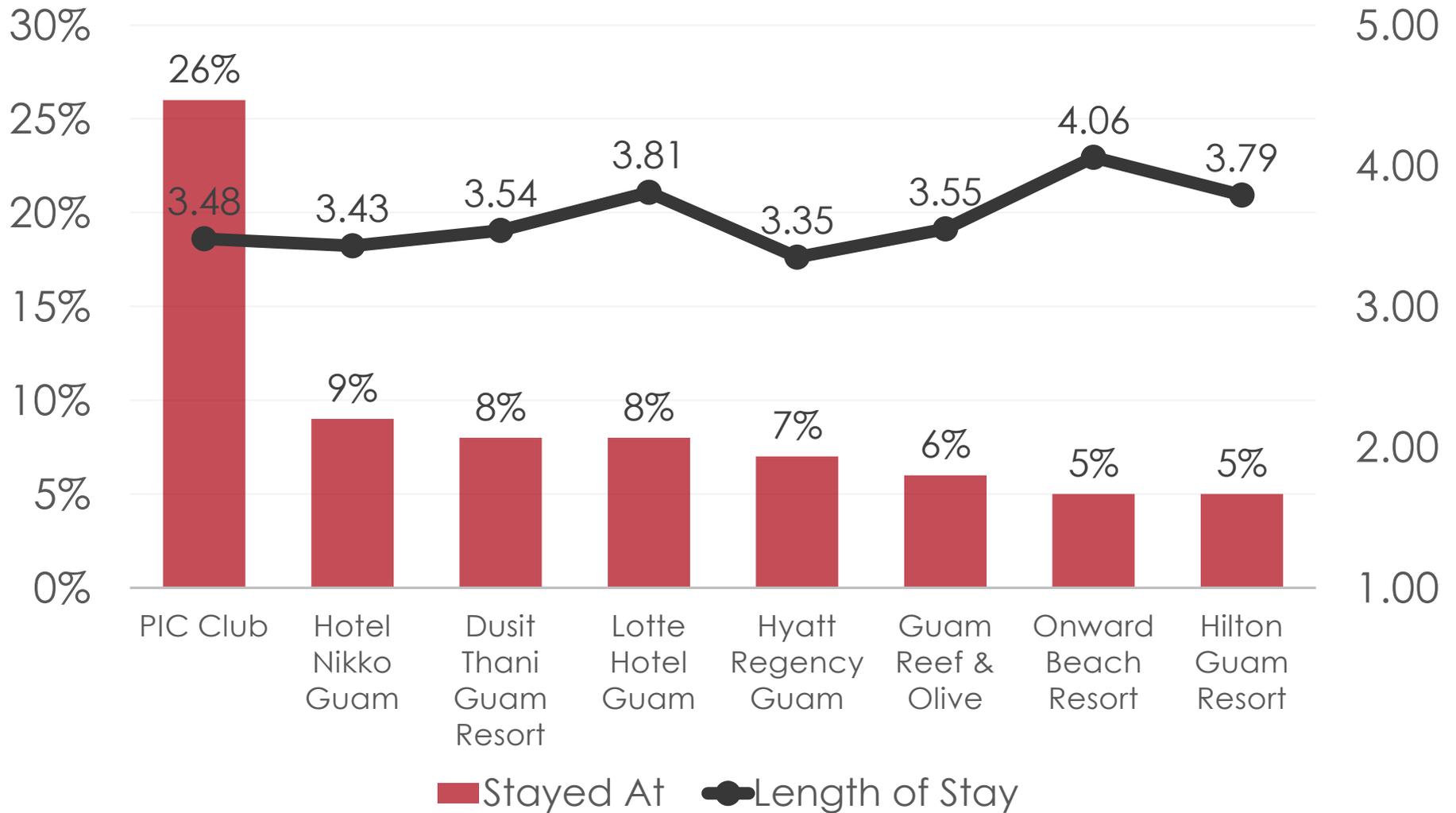# Travel Planning – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

Q7 Please describe your travel arrangements to Guam?

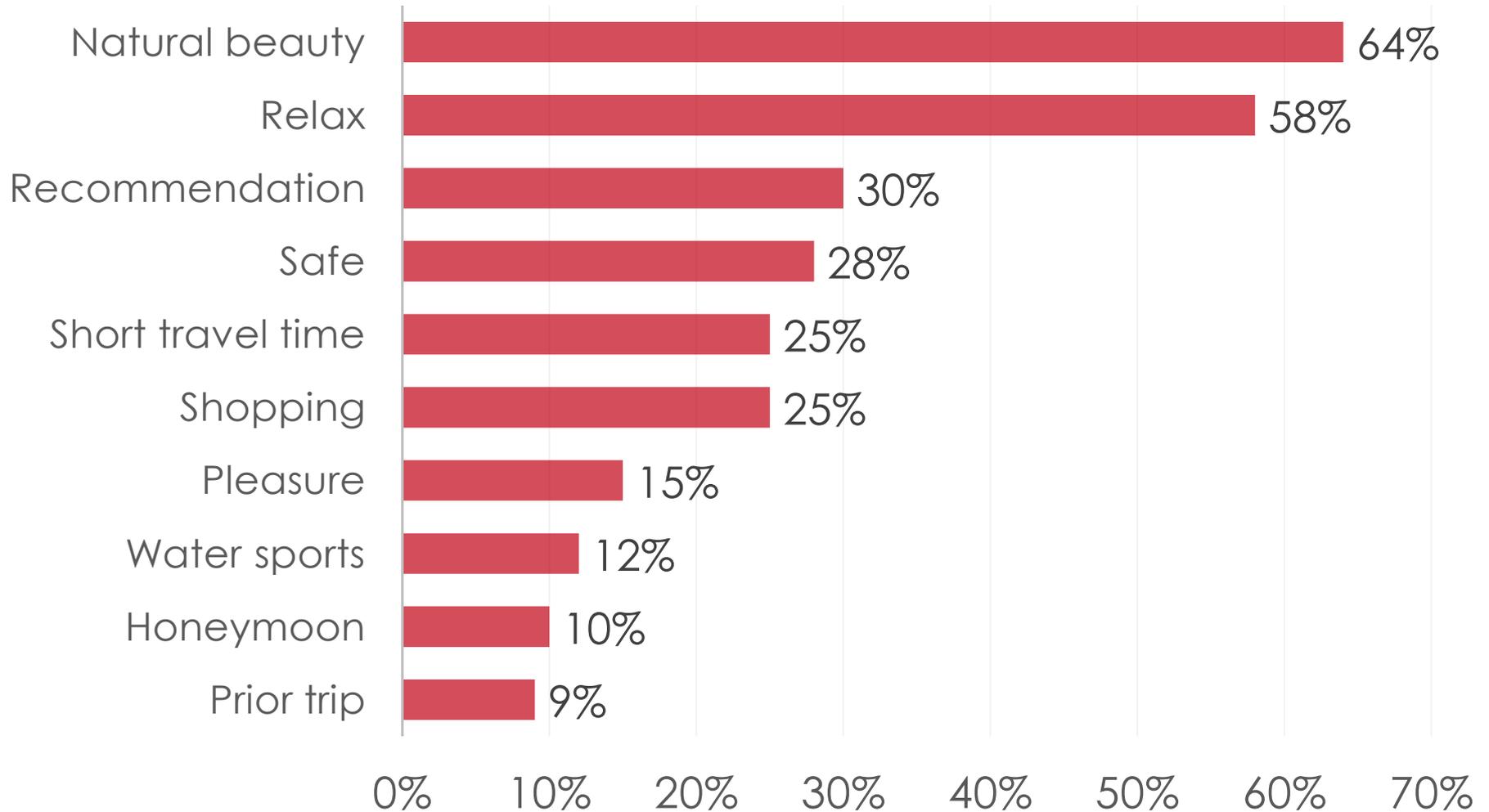|		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
Q7	Free-time package tour	45%		9%	36%		43%	41%		53%
	Full package tour	37%		55%	47%	100%	39%	43%		23%
	Individually arranged travel (FIT)	15%	100%	9%	17%		15%	16%		23%
	Company paid travel	1%		27%			2%	0%		2%
	Group tour	1%					1%	1%	100%	
	Total	348	53	11	36	2	311	274	3	62

Prepared by QMark Research

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Accommodations (Top Responses)

Chart showing "Stayed At" (bar) and "Length of Stay" (line) for top accommodation responses:

Accommodation	Stayed At	Length of Stay
PIC Club	26%	3.48
Hotel Nikko Guam	9%	3.43
Dusit Thani Guam Resort	8%	3.54
Lotte Hotel Guam	8%	3.81
Hyatt Regency Guam	7%	3.35
Guam Reef & Olive	6%	3.55
Onward Beach Resort	5%	4.06
Hilton Guam Resort	5%	3.79

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Travel Motivation (Top Responses)

Motivation	Percentage
Natural beauty	64%
Relax	58%
Recommendation	30%
Safe	28%
Short travel time	25%
Shopping	25%
Pleasure	15%
Water sports	12%
Honeymoon	10%
Prior trip	9%

[A]

Travel Motivation – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

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

		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
Q5A	Natural beauty	64%	72%	58%	56%		71%	65%	67%	53%
	Relax	58%	53%	58%	33%	100%	65%	60%	33%	52%
	Recomm-friend/family/trvl agnt	30%	28%	17%	14%		29%	28%		10%
	Safe	28%	17%	17%	11%		27%	29%		27%
	Shopping	25%	34%		33%		25%	27%	33%	40%
	Short travel time	25%	40%	17%	19%		23%	25%		27%
	Pleasure	15%	6%	8%	19%		17%	16%		21%
	Water sports	12%	11%	8%	6%		11%	10%		6%
	Honeymoon	10%	11%		100%	100%	10%	12%		
	Previous trip	9%	13%				8%	9%		48%
	Price	8%	9%		6%		6%	7%		8%
	Visit friends/ Relatives	5%	4%		6%		4%	3%	33%	10%
	Company Sponsored	3%	2%	100%			4%	2%		3%
	Scuba	3%	2%				3%	2%	33%	3%
	Golf	1%					1%	1%		2%
	Career Cert/ Testing	1%			3%		1%			2%
	Other	1%			3%		1%	1%		2%
	Organized sports	1%					0%	1%	33%	
	Married/ Attn wedding	1%			6%	100%	1%	1%		
	Company/ Business Trip	1%					0%	1%		
	Total	350	53	12	36	2	314	276	3	62

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SECTION 3
EXPENDITURES

[A]

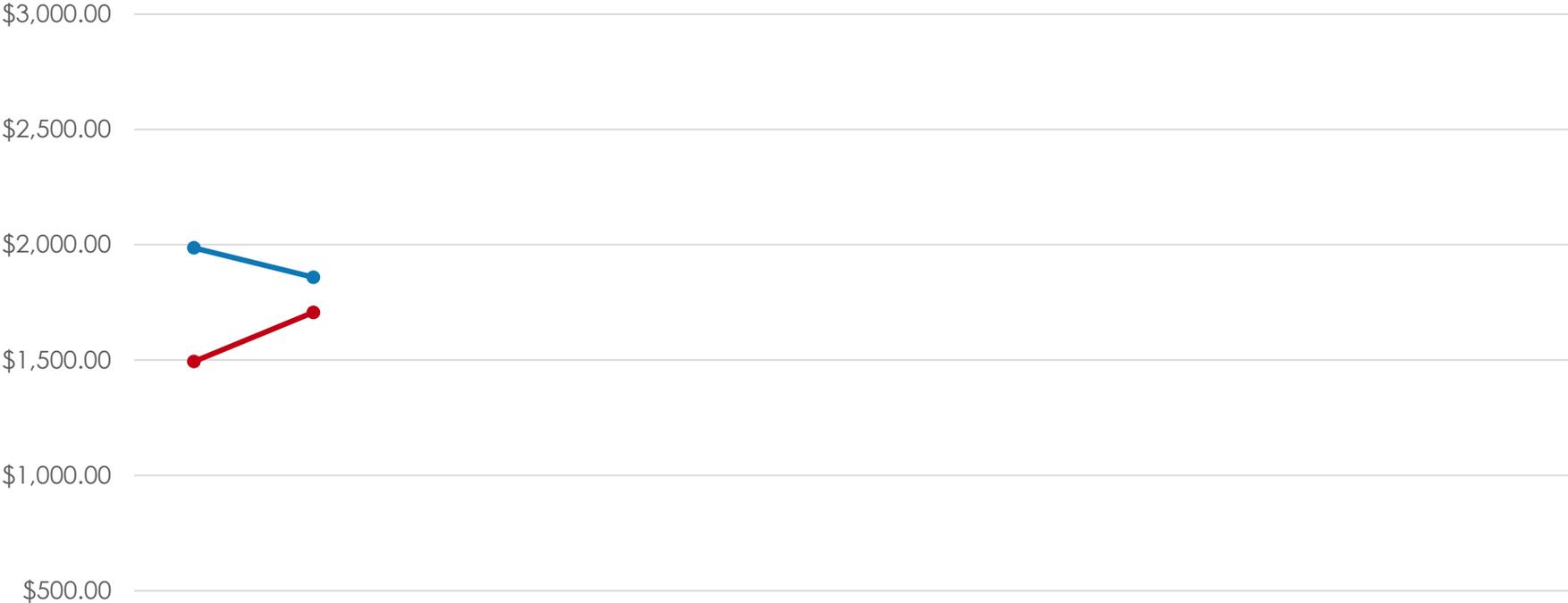# Prepaid Expenditures

- $1,858.83 = overall mean average prepaid expense (for entire travel party size) by respondent

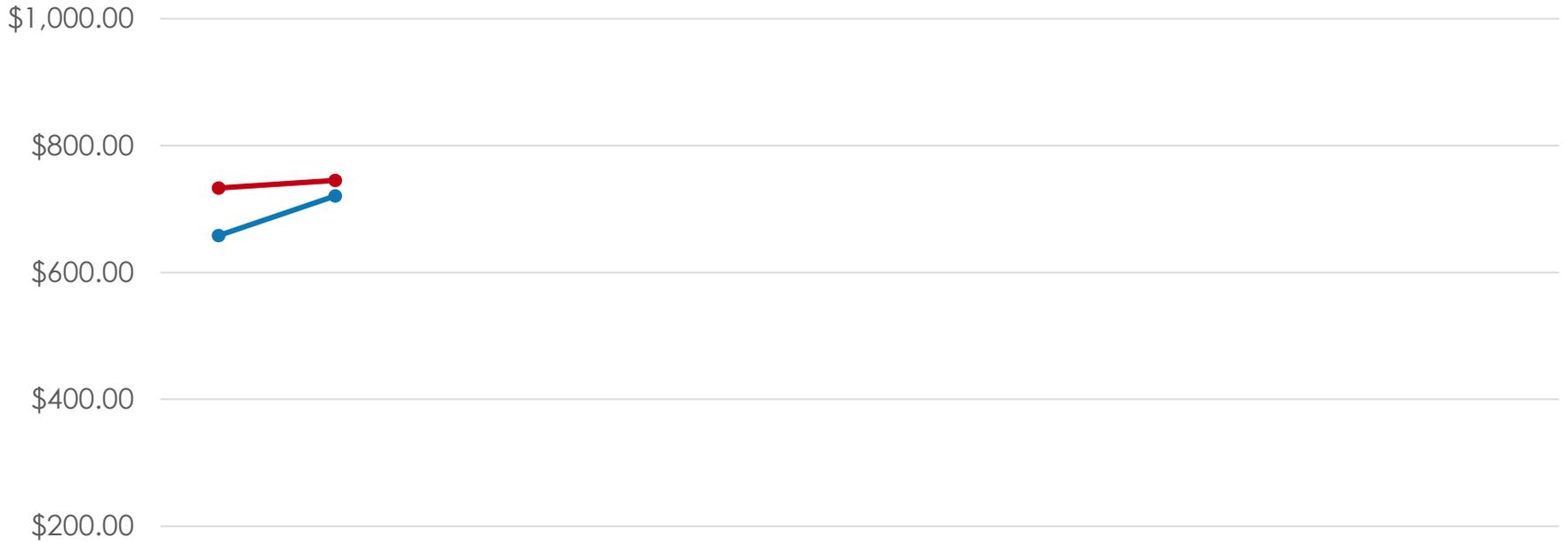- $720.62 = overall mean average <u>per person</u> prepaid expenditures

[A]

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										
MEDIAN	$1,494.00	$1,707.00										

[A]

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										
MEDIAN	$733.00	$745.00										

Prepaid Per Person– Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

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

PER PERSON

		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
PREPAID PP	Mean	$720.62	$765.47	$255.55	$1,221.22	$597.39	$712.53	$729.60	$403.95	$686.95
	Median	$745	$768	$121	$1,280	$597	$735	$725	$0	$712

Prepared by QMark Research

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Prepaid Expenses by Category – MEAN Entire Travel Party
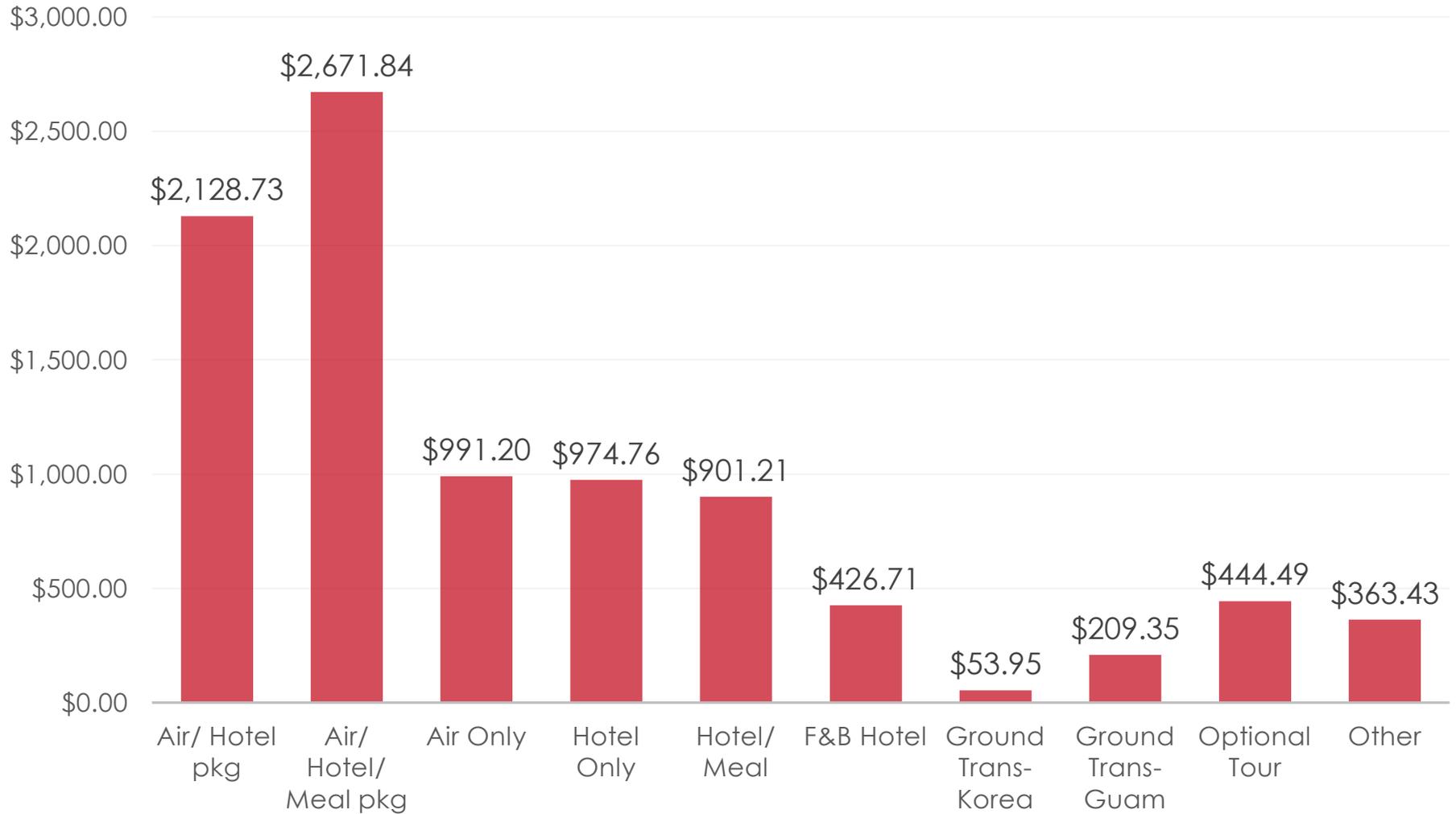
Prepaid– FY2017 Tracking
Airfare & Accommodation Packages
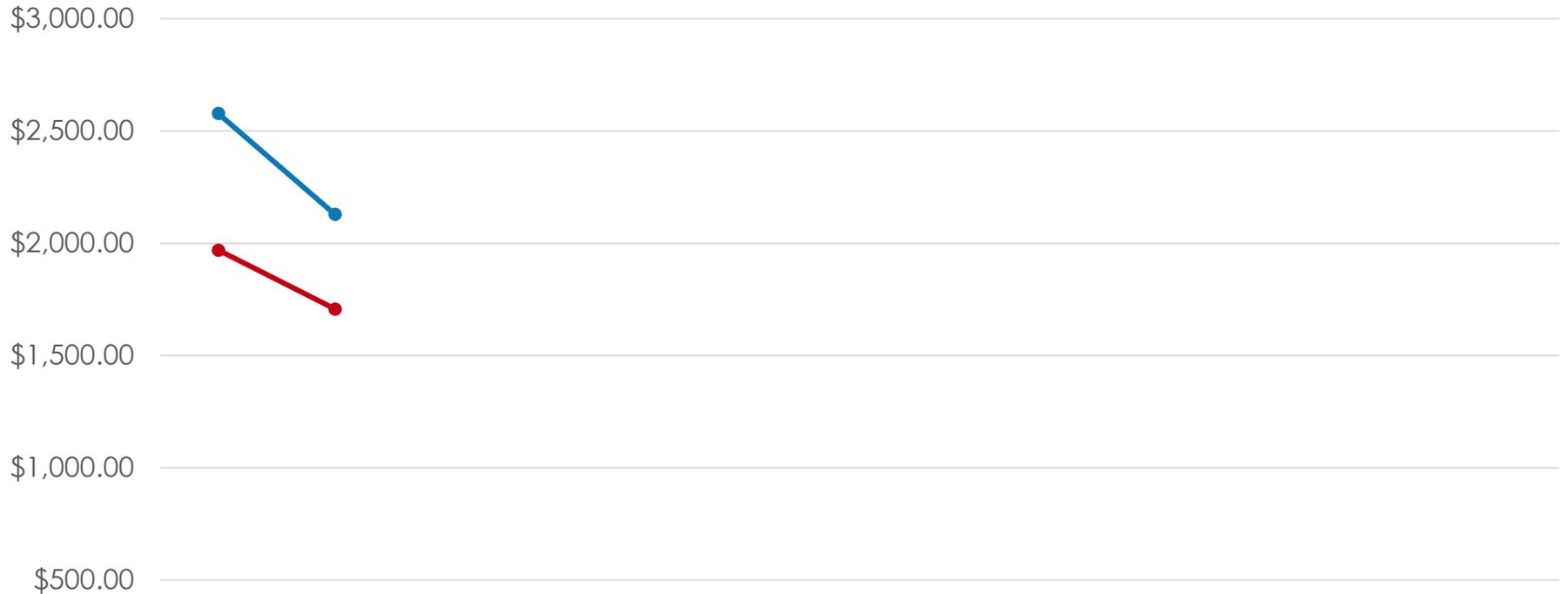
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	$2,578.15	$2,128.73										
MEDIAN	$1,969.00	$1,707.00										

[A]

Prepaid– FY2017 Tracking
Airfare & Accommodation W/ Meal Packages
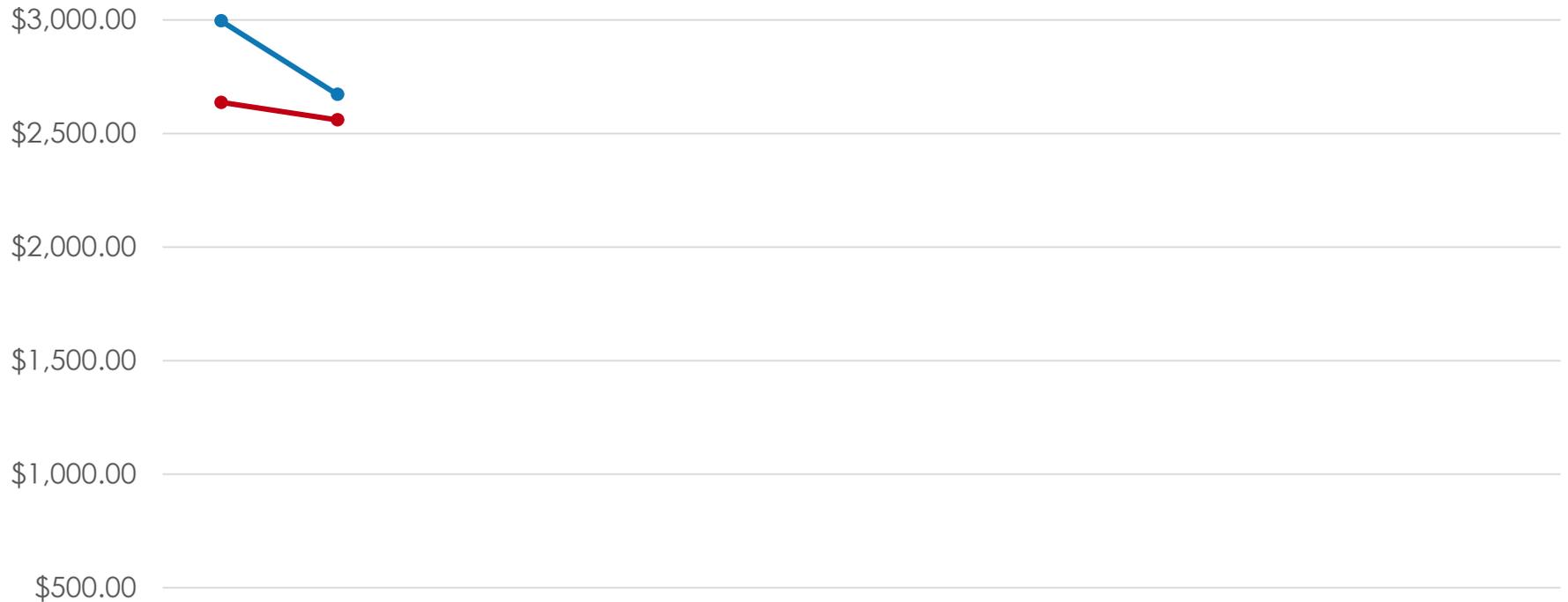
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	$2,995.82	$2,671.84										
MEDIAN	$2,637.00	$2,560.00										

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Prepaid– FY2017 Tracking
Airfare Only
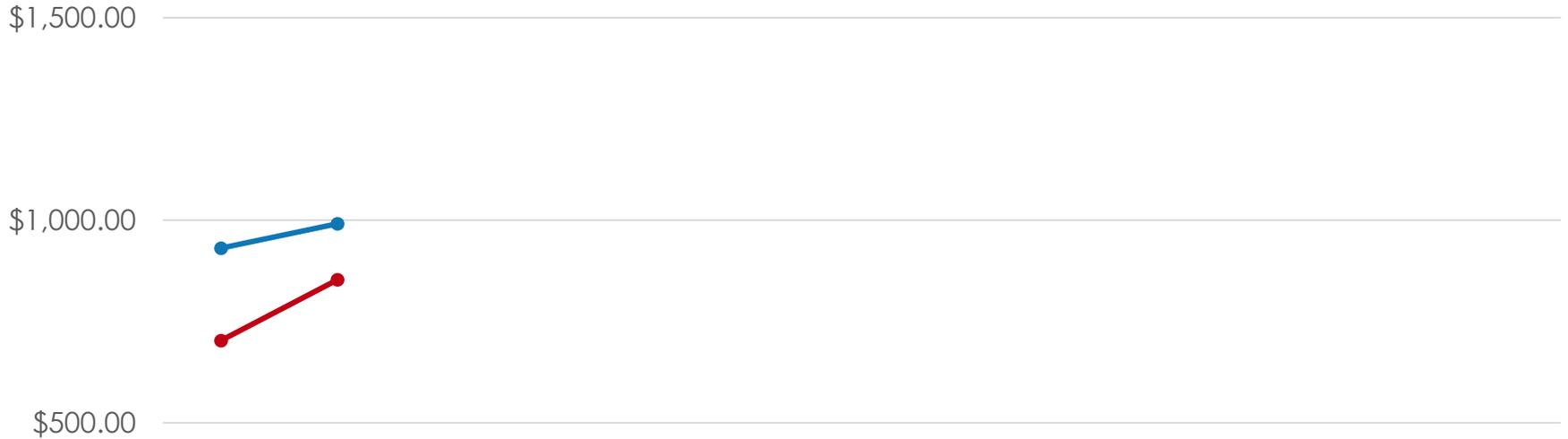
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	$930.99	$991.20										
MEDIAN	$703.00	$853.00										

[A]

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										
MEDIAN	$545.00	$819.00										

[A]

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	$799.92	$901.21										
MEDIAN	$879.00	$853.00										

[A]

Prepaid– FY2017 Tracking
Food & Beverage in Hotel
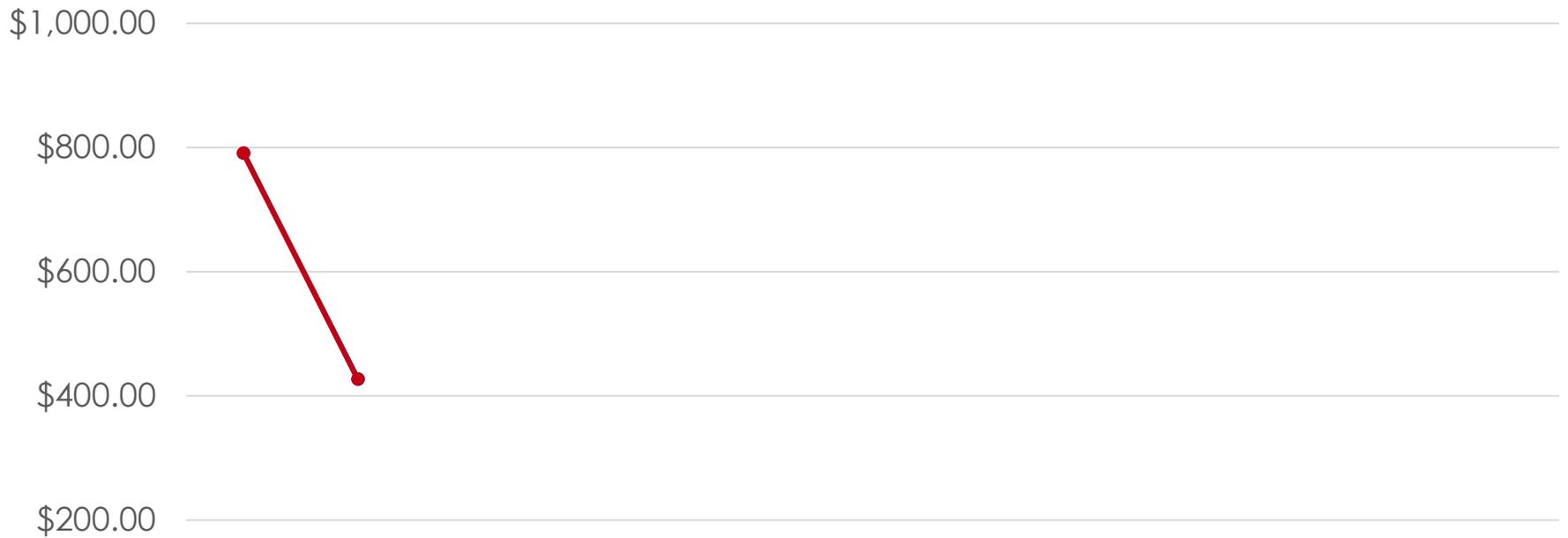
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	$791.13	$426.71										
MEDIAN	$791.00	$427.00										

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Prepaid– FY2017 Tracking
Ground Transportation - Korea

	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	$81.02	$53.95										
MEDIAN	$44.00	$43.00										

[A]

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	$185.4	$209.3										
MEDIAN	$176.0	$162.0										

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Prepaid– FY2017 Tracking
Optional tours/ Activities
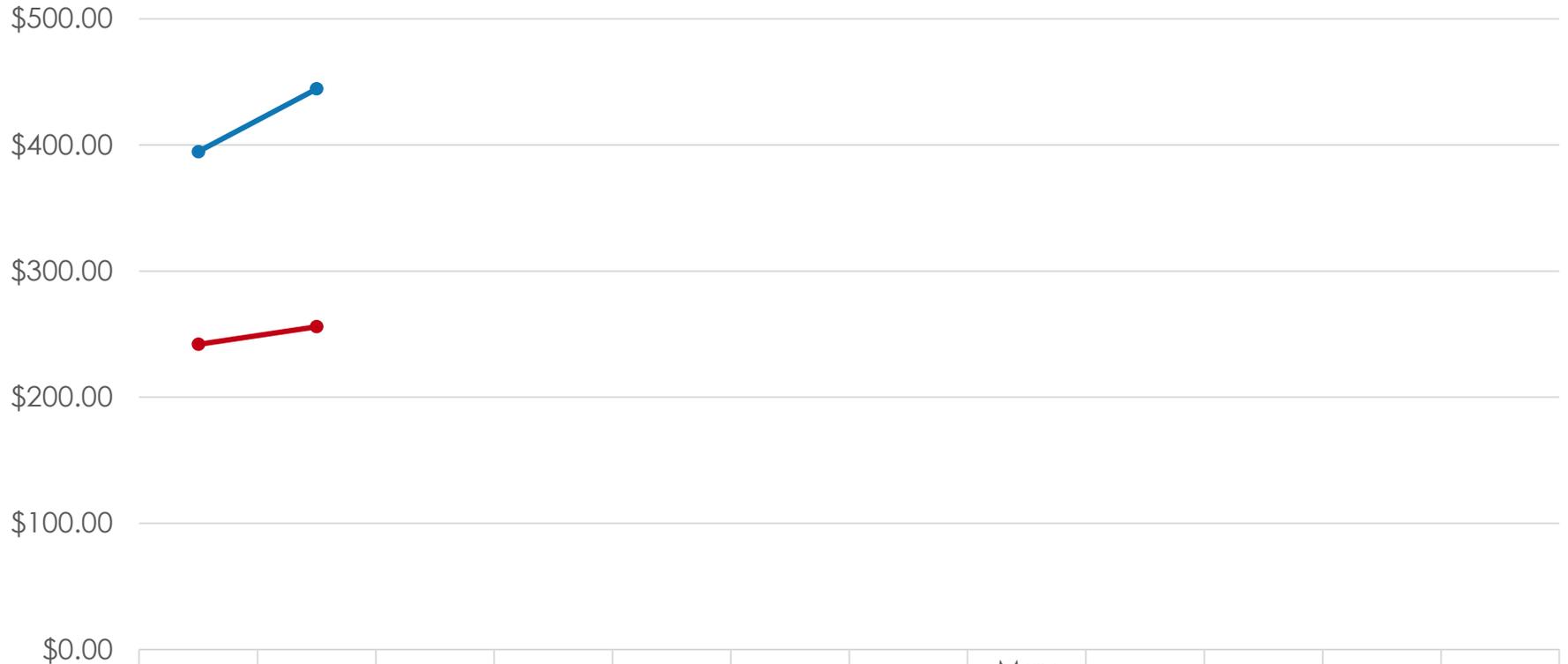
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	$394.68	$444.49										
MEDIAN	$242.00	$256.00										

On-Island Expenditures

- $980.55 = overall mean average prepaid expense (for entire travel party size) by respondent

- $412.21 = overall mean average <u>per person</u> prepaid expenditures

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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										
MEDIAN	$600.00	$703.00										
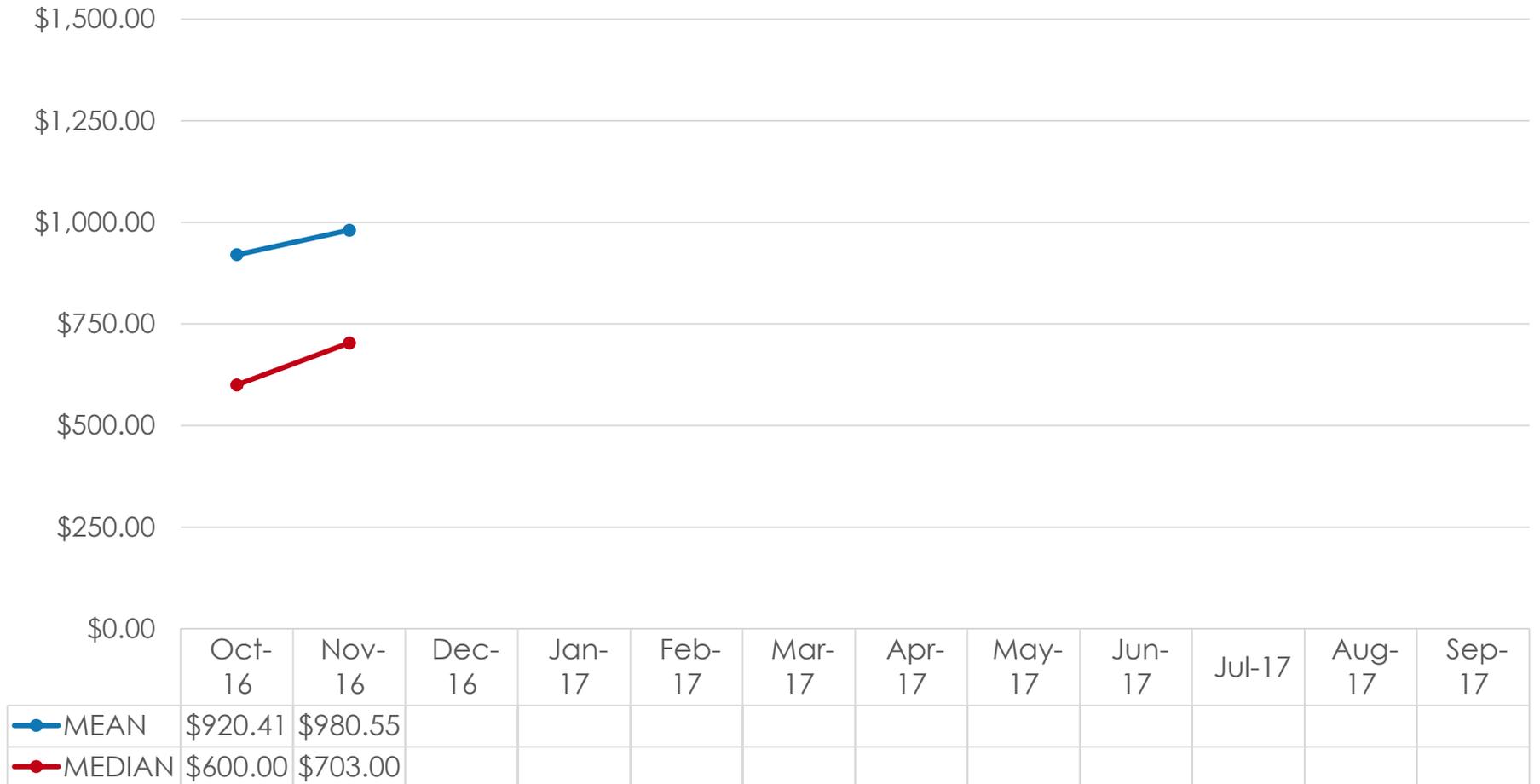
On-Island Per Person – FY2017 Tracking

	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										
MEDIAN	$269.00	$300.00										

[A]

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	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
ONISLE PP	Mean	$412.21	$506.18	$197.94	$711.51	$316.25	$411.31	$407.35	$66.67	$432.80
	Median	$300	$358	$112	$593	$316	$323	$300	$0	$333

Prepared by QMark Research

[A]

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										
Prepaid	$658.04	$720.62										
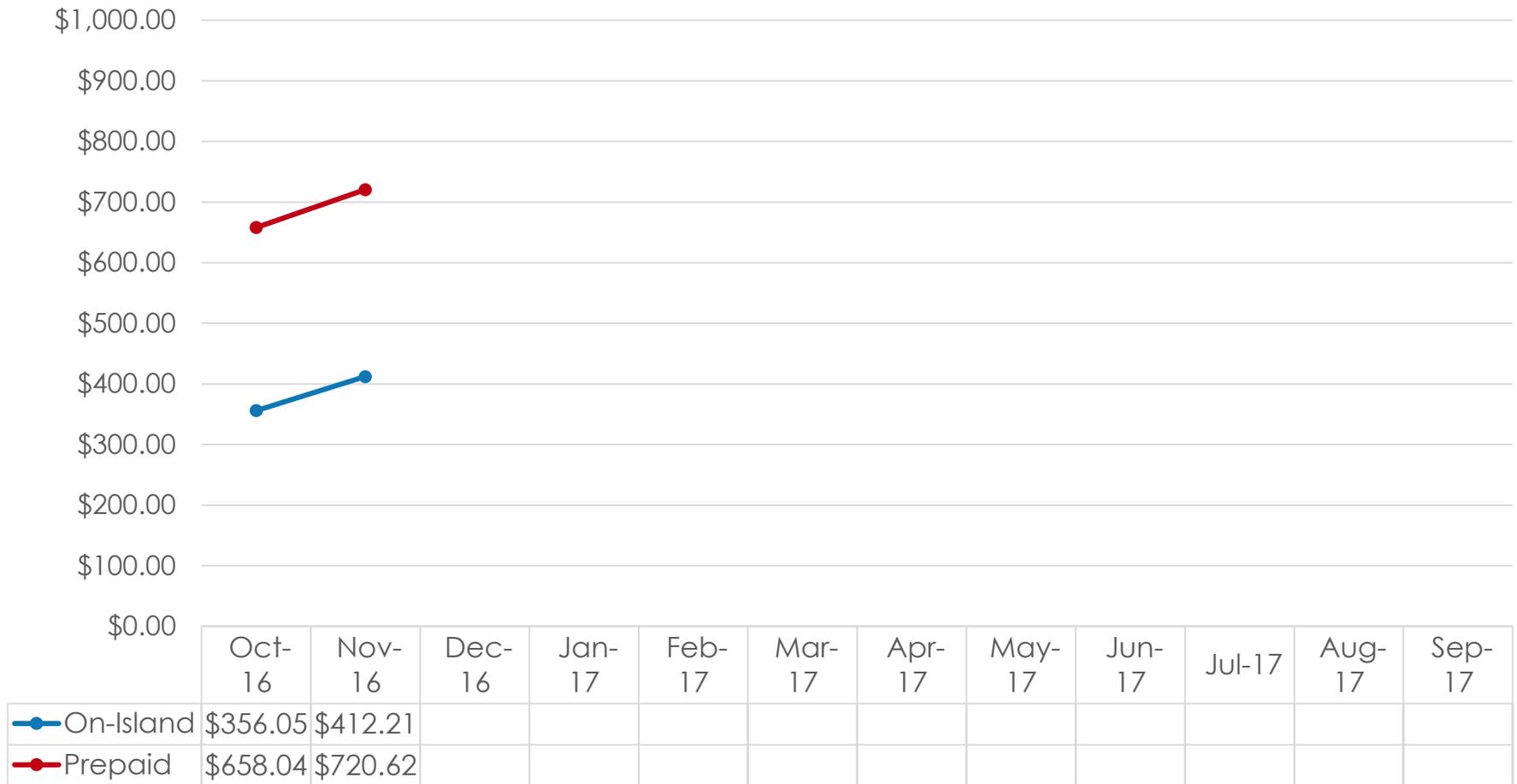
On-Island Per Day Spending – FY2017 Tracking MEAN
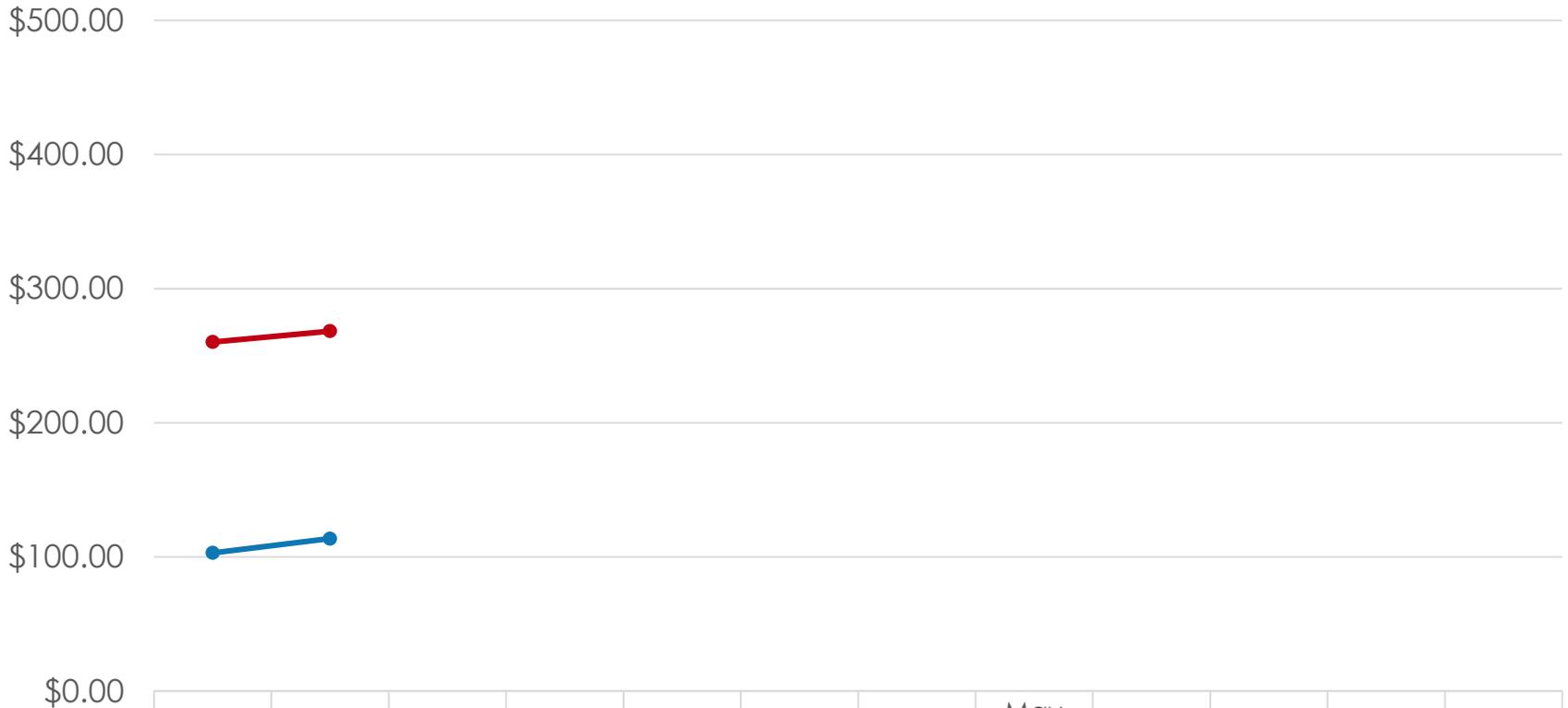
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
Per Person	$103.06	$113.69										
Travel Party	$260.30	$268.39										

On-Island Expenses by Category – MEAN Entire Travel Party

On-Island – FY2017 Tracking
Food & Beverage - 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	$59.16	$48.88										

[A]
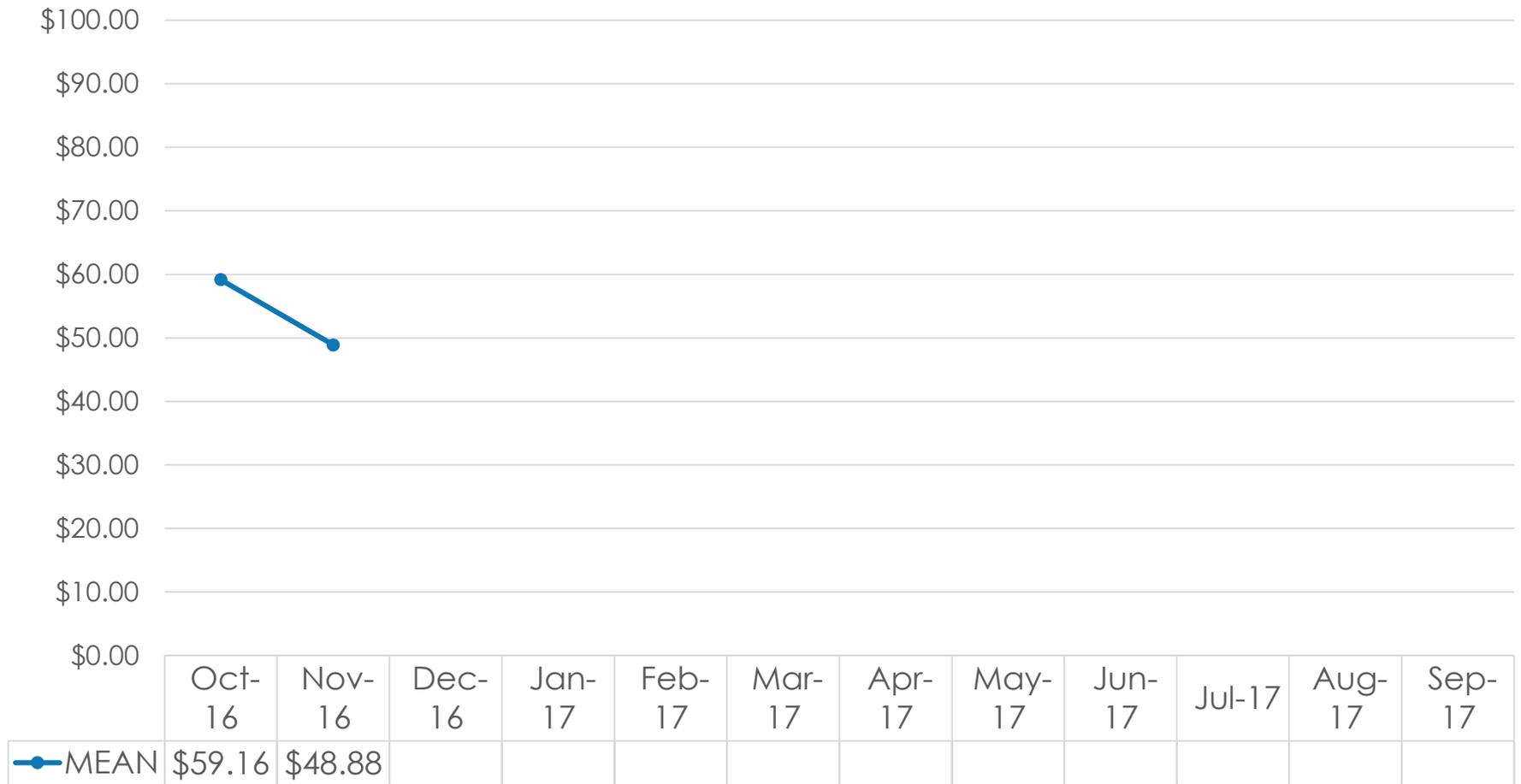
On-Island – FY2017 Tracking
Food & Beverage – Fast Food/ Convenience Store

	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	$15.52	$19.20										

[A]
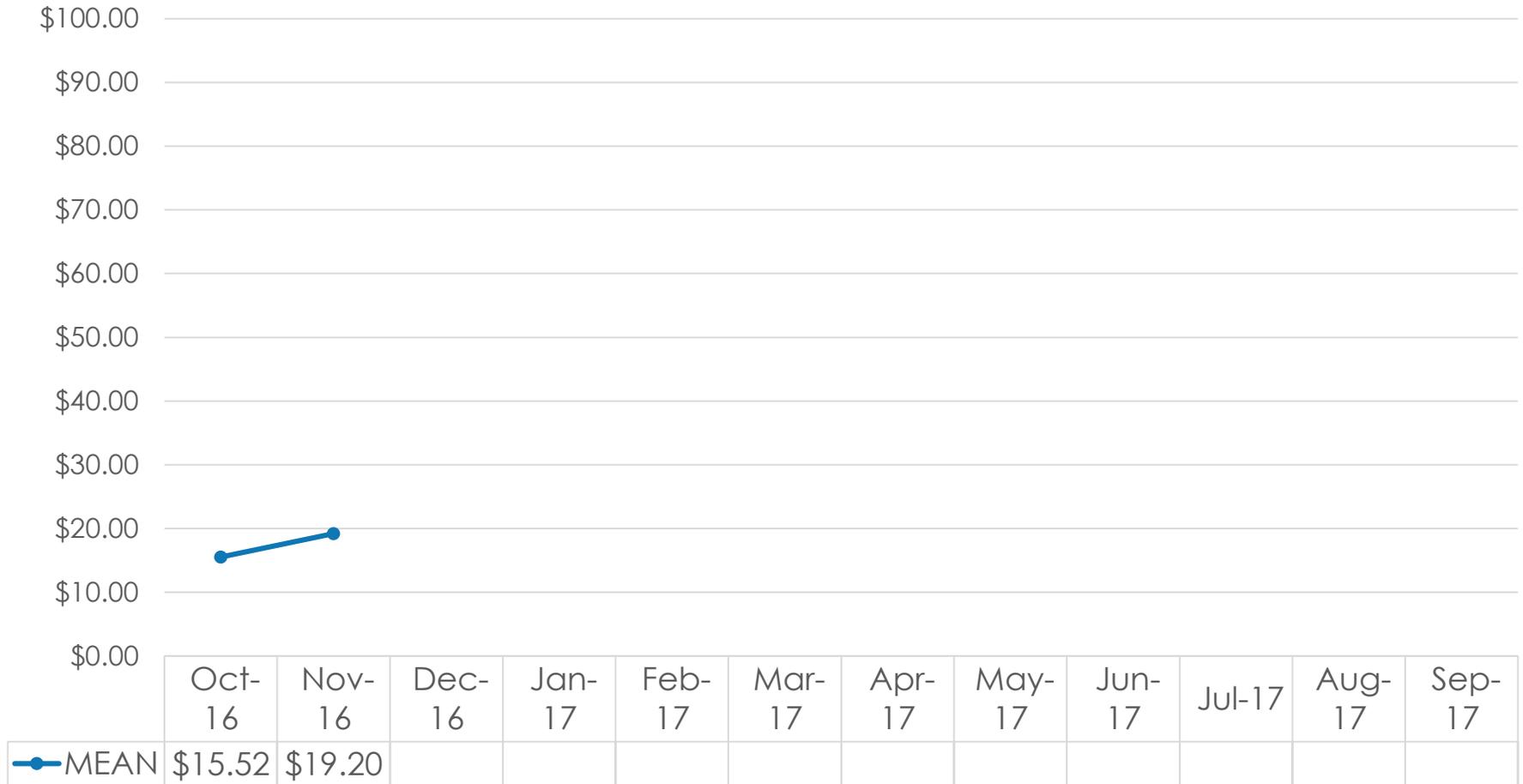
On-Island – FY2017 Tracking
Food & Beverage – Restaurant/ Drinking Est Outside Hotel

	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										

[A]
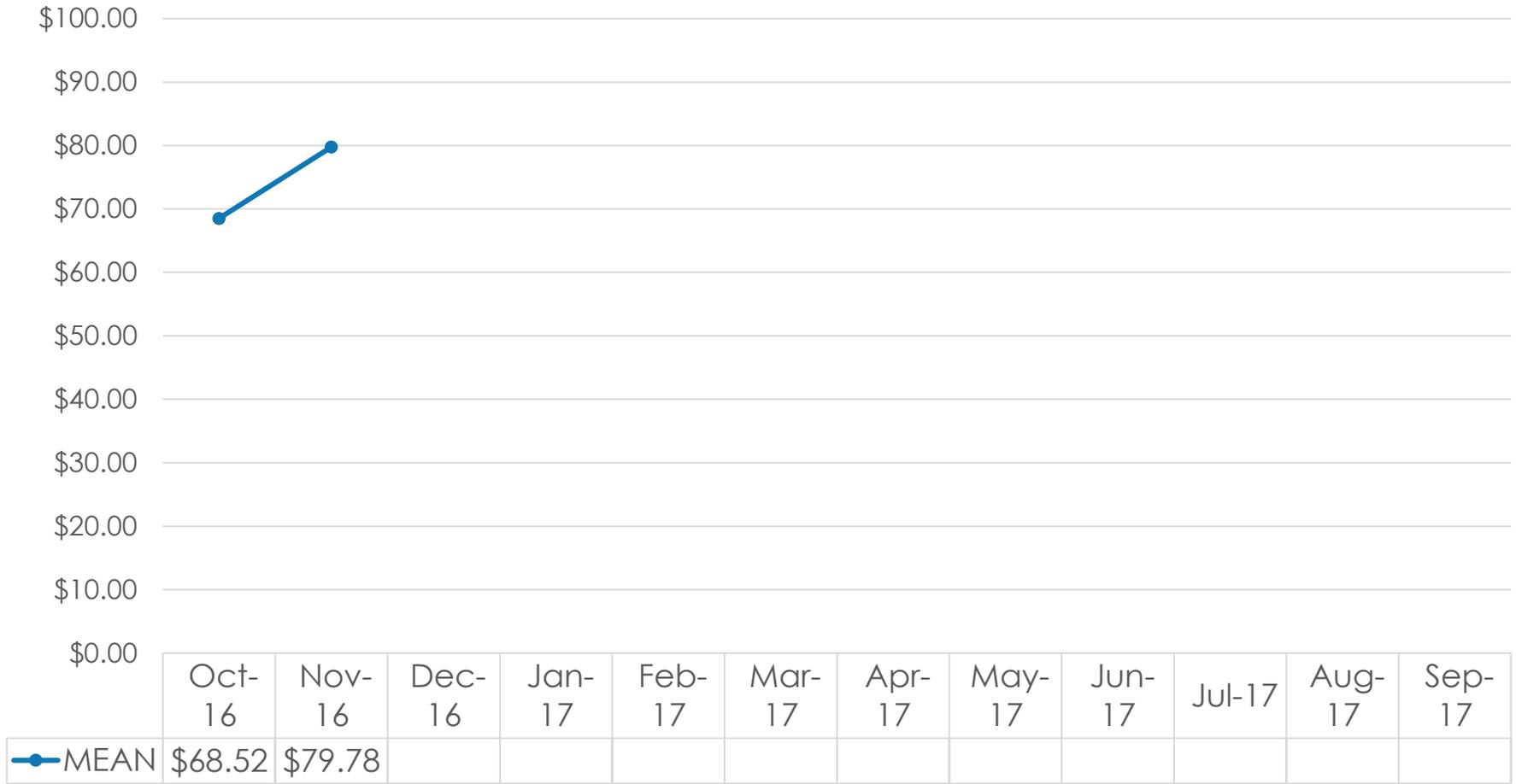
On-Island – FY2017 Tracking
Optional tour/ Activities

	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	$52.30	$53.47										

[A]
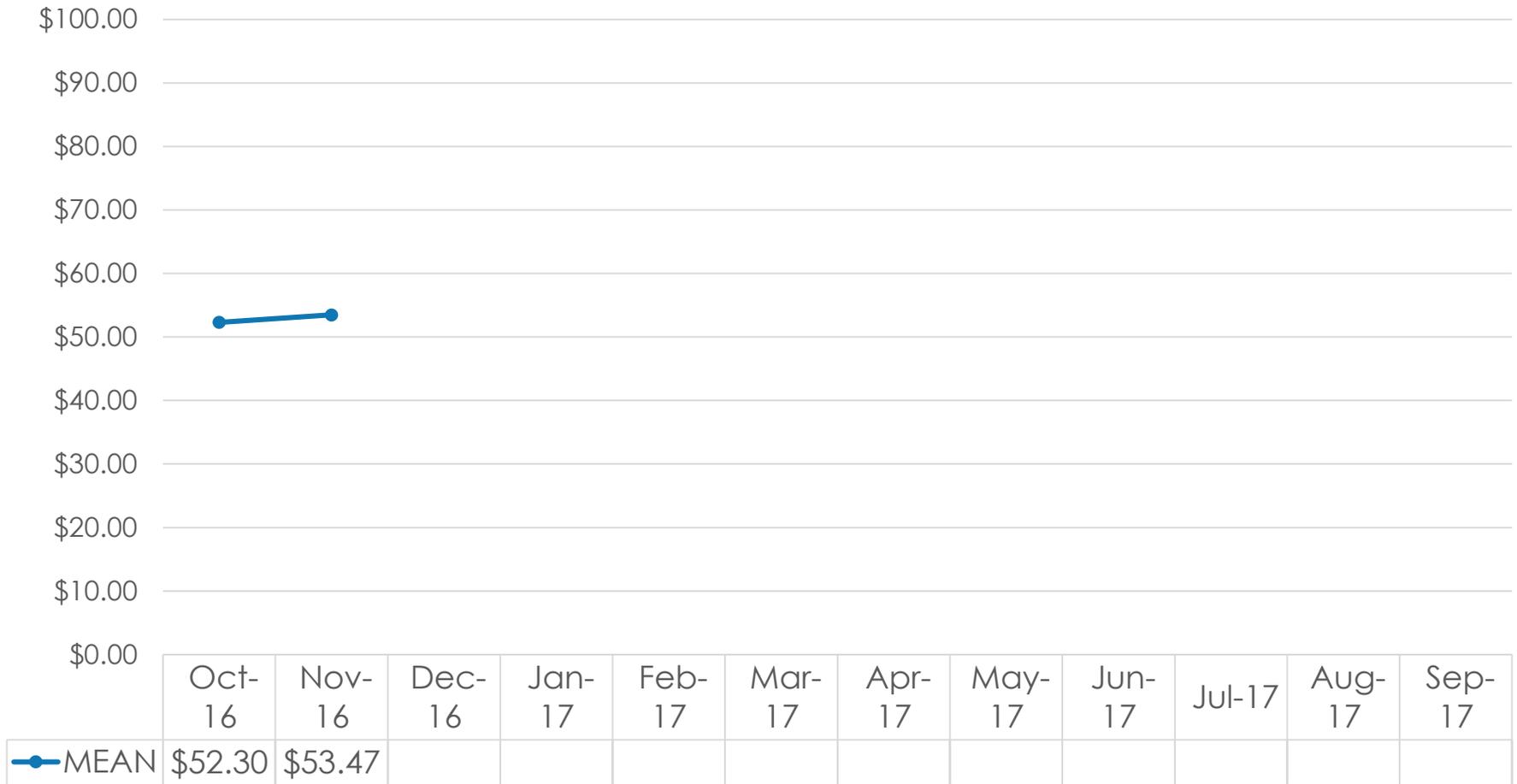
On-Island – FY2017 Tracking
Gift/ Souvenir – Self/ Companion

	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	$116.00	$149.39										

[A]
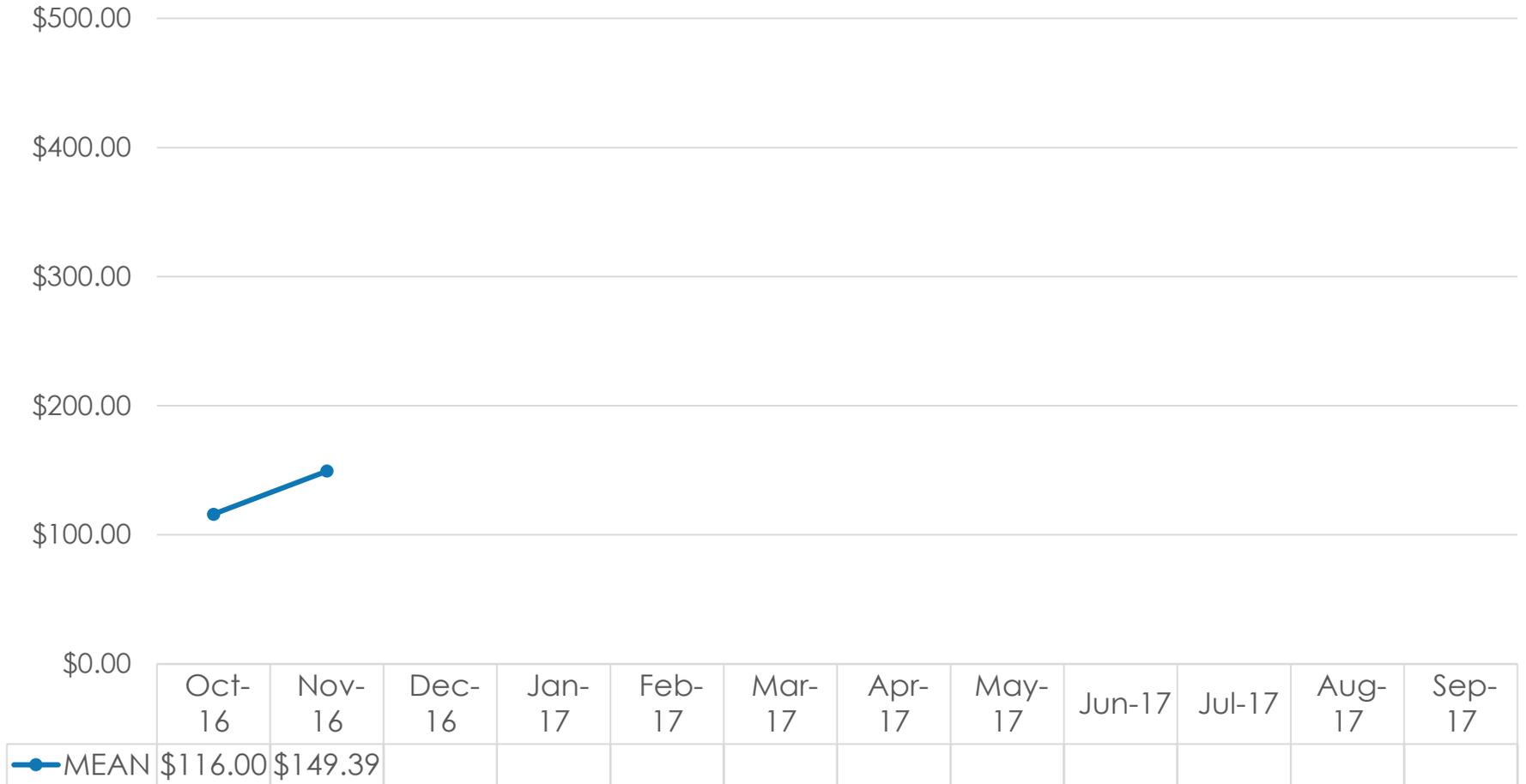
On-Island – FY2017 Tracking
Gift/ Souvenir – Friends/ Family

	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	$93.73	$80.82										
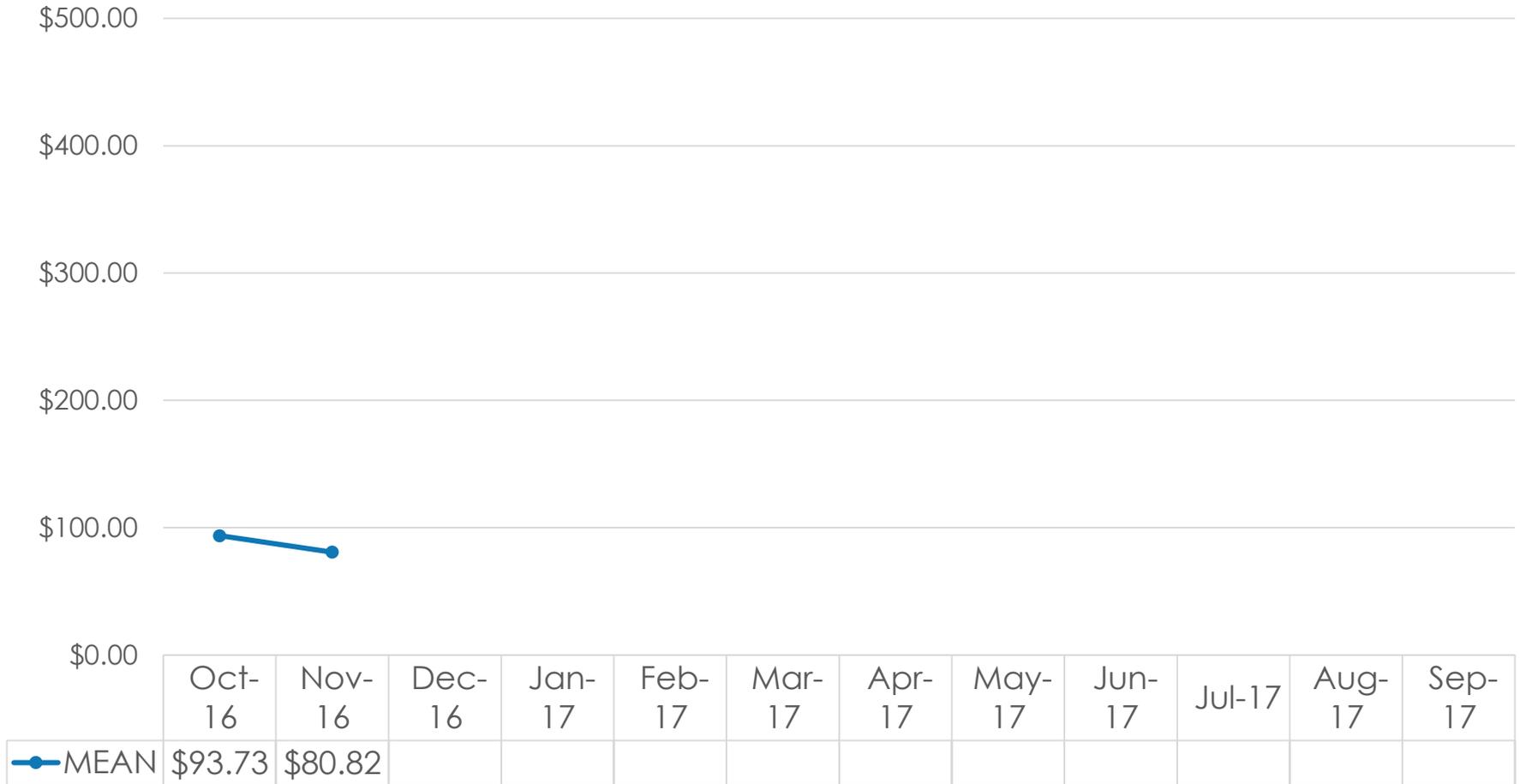
On-Island – FY2017 Tracking
Local Transportation

	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	$47.49	$43.57										

[A]
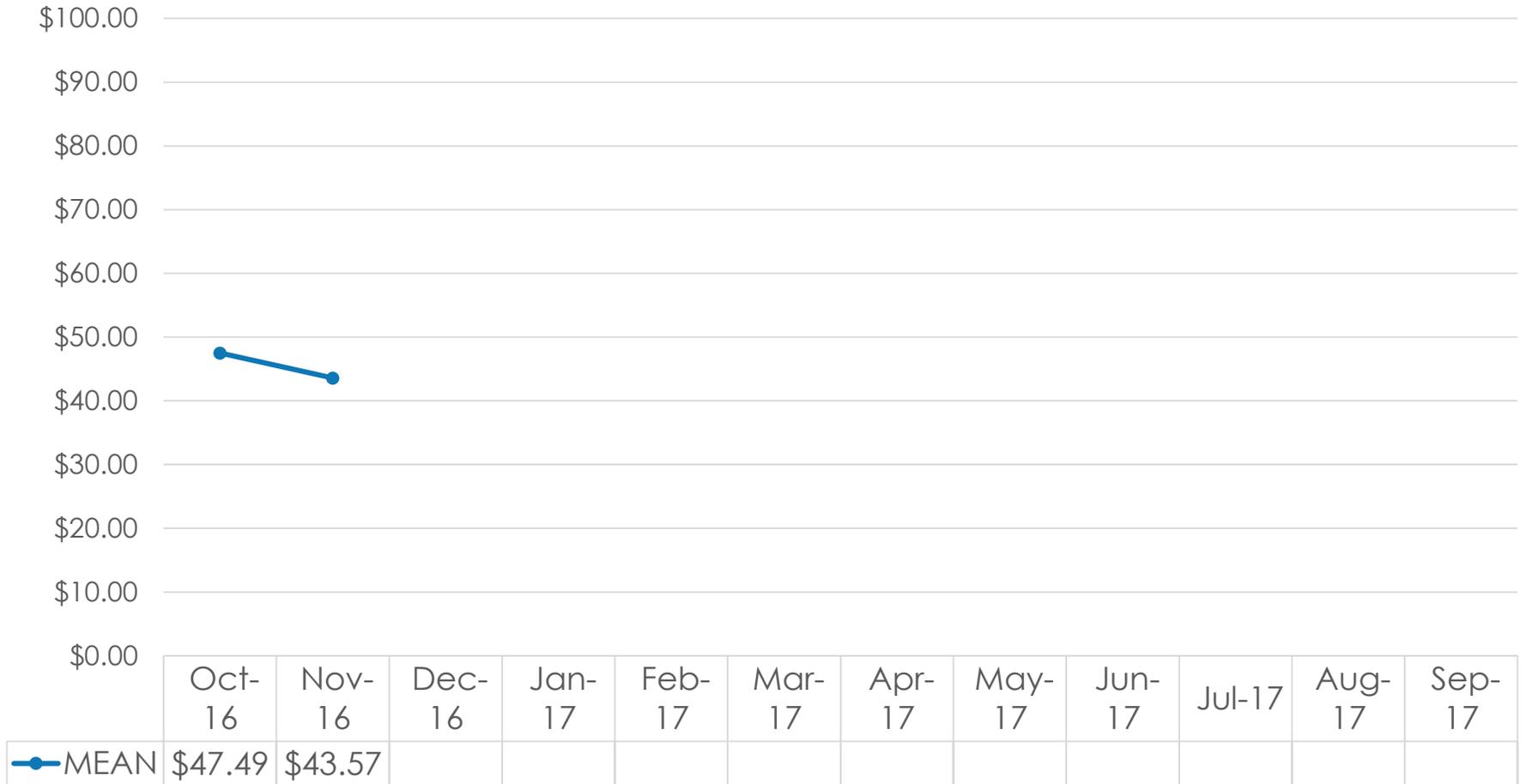
On-Island – FY2017 Tracking
Other Not Included

	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	$471.58	$506.09										

[A]
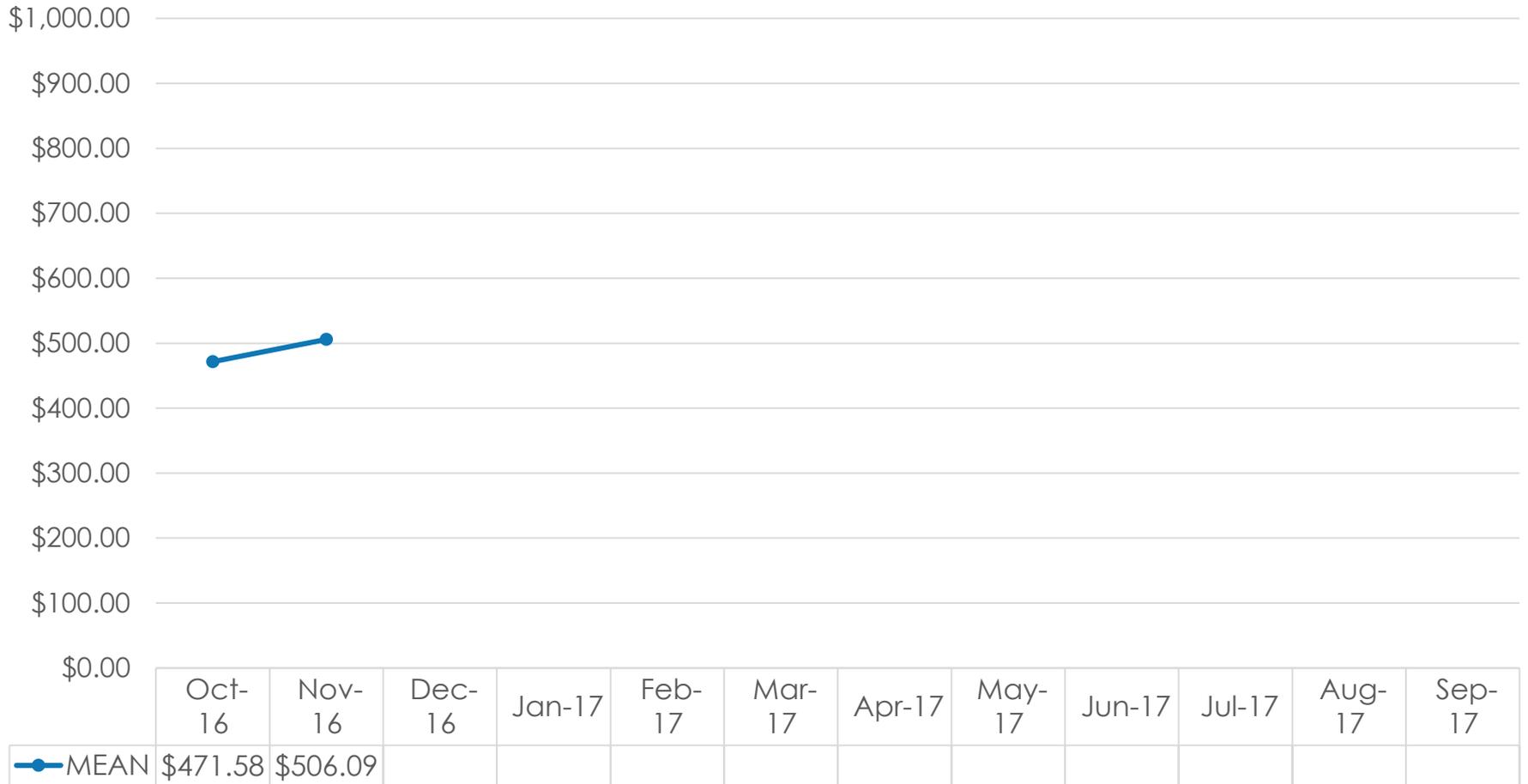
TOTAL (On-Isle + Prepaid) Expenditures

- $1,132.84 = overall mean average prepaid & on-isle expense by respondent/ Per Person

[A]

TOTAL Per Person Expenditures – FY2017 Tracking
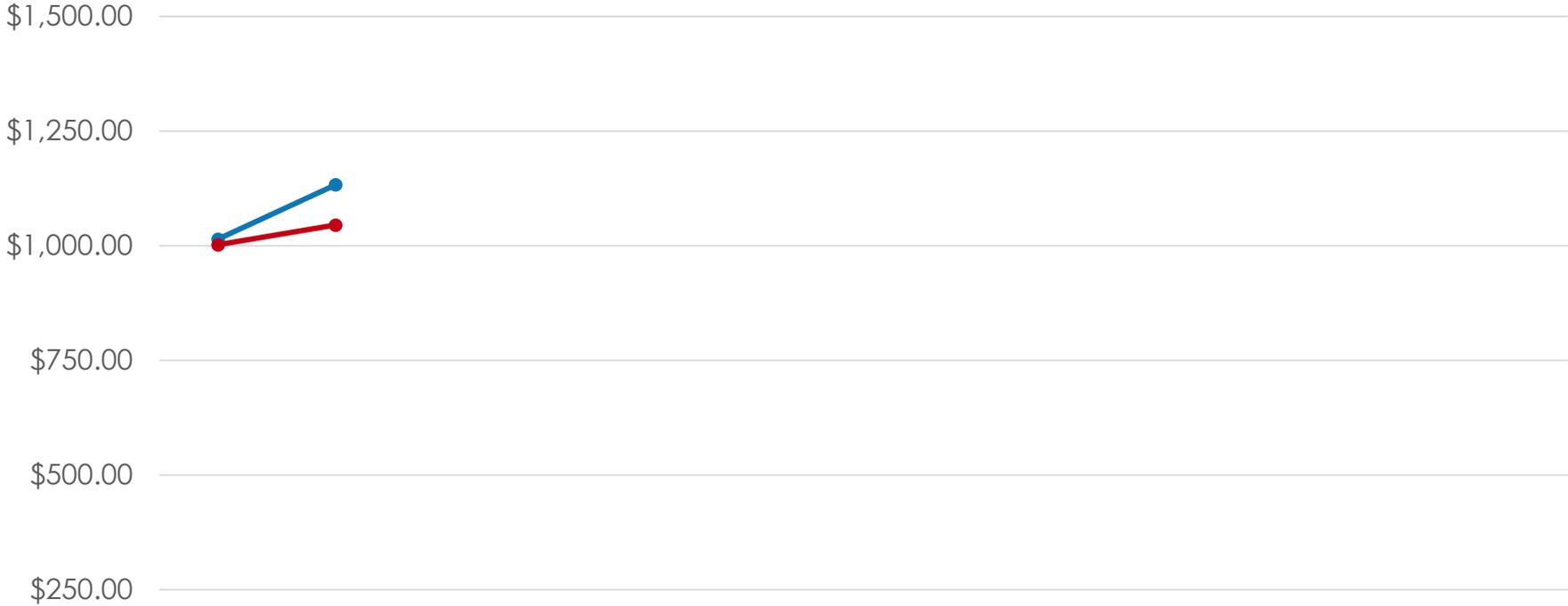
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	$1,014.09	$1,132.84										
MEDIAN	$1,002.00	$1,045.00										

[A]

TOTAL Per Person Expenditures – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

TOTAL EXPENDITURES (On-Isle / Prepaid)

PER PERSON

		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
TOTAL PP	Mean	$1,132.84	$1,271.65	$453.50	$1,932.73	$913.64	$1,123.84	$1,136.95	$470.62	$1,119.75
	Median	$1,045	$1,053	$312	$1,822	$914	$1,045	$1,024	$200	$1,109

Prepared by QMark Research

[A]

GUAM AIRPORT EXPENDITURE – 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	$58.60	$70.63										

[A]
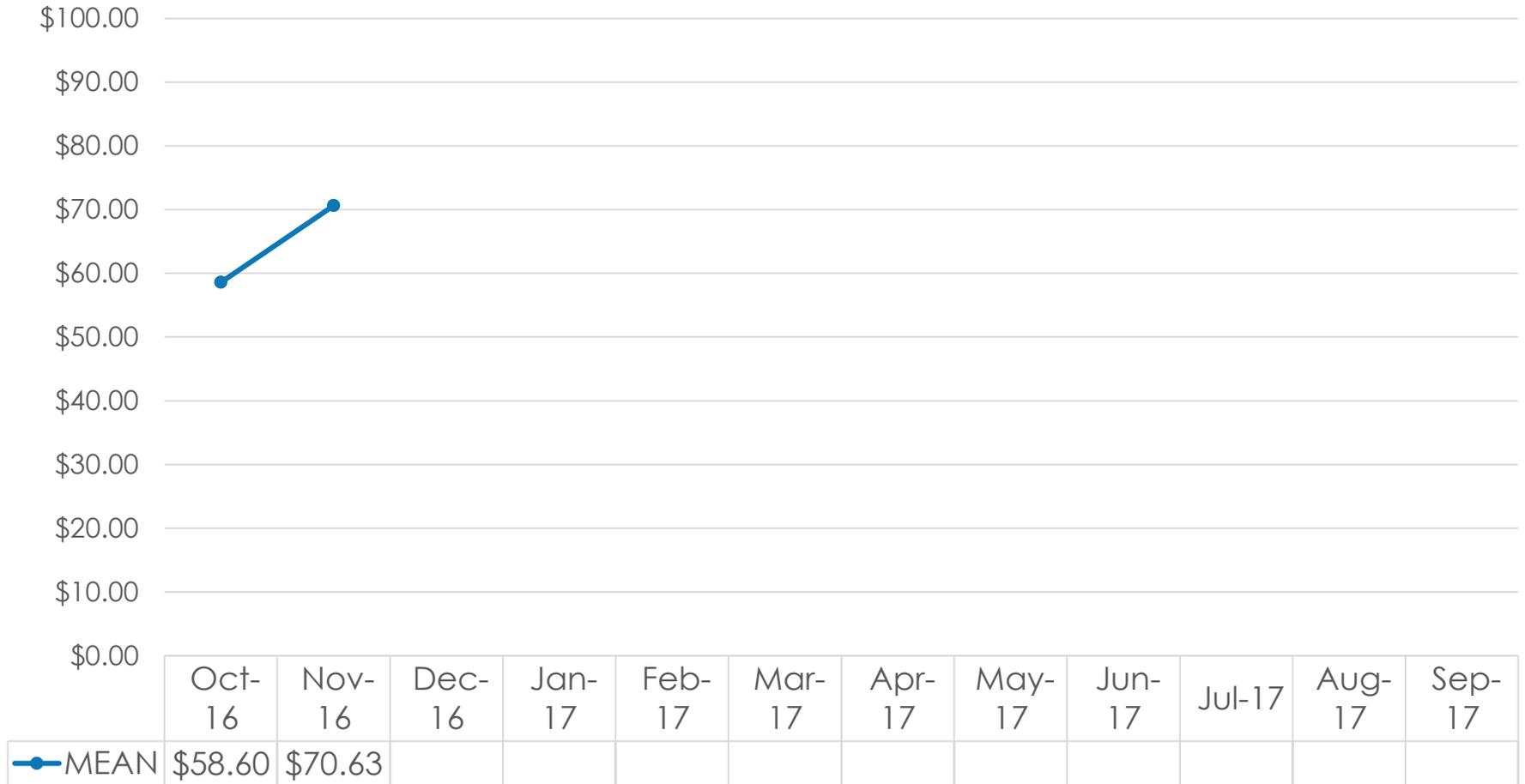
PARTICIPATED IN SHOP GUAM e-FESTIVAL (N/A)

[A]

SHOP GUAM E-FESTIVAL SPENDING – FY2017 Tracking (N/A)

	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												

[A]
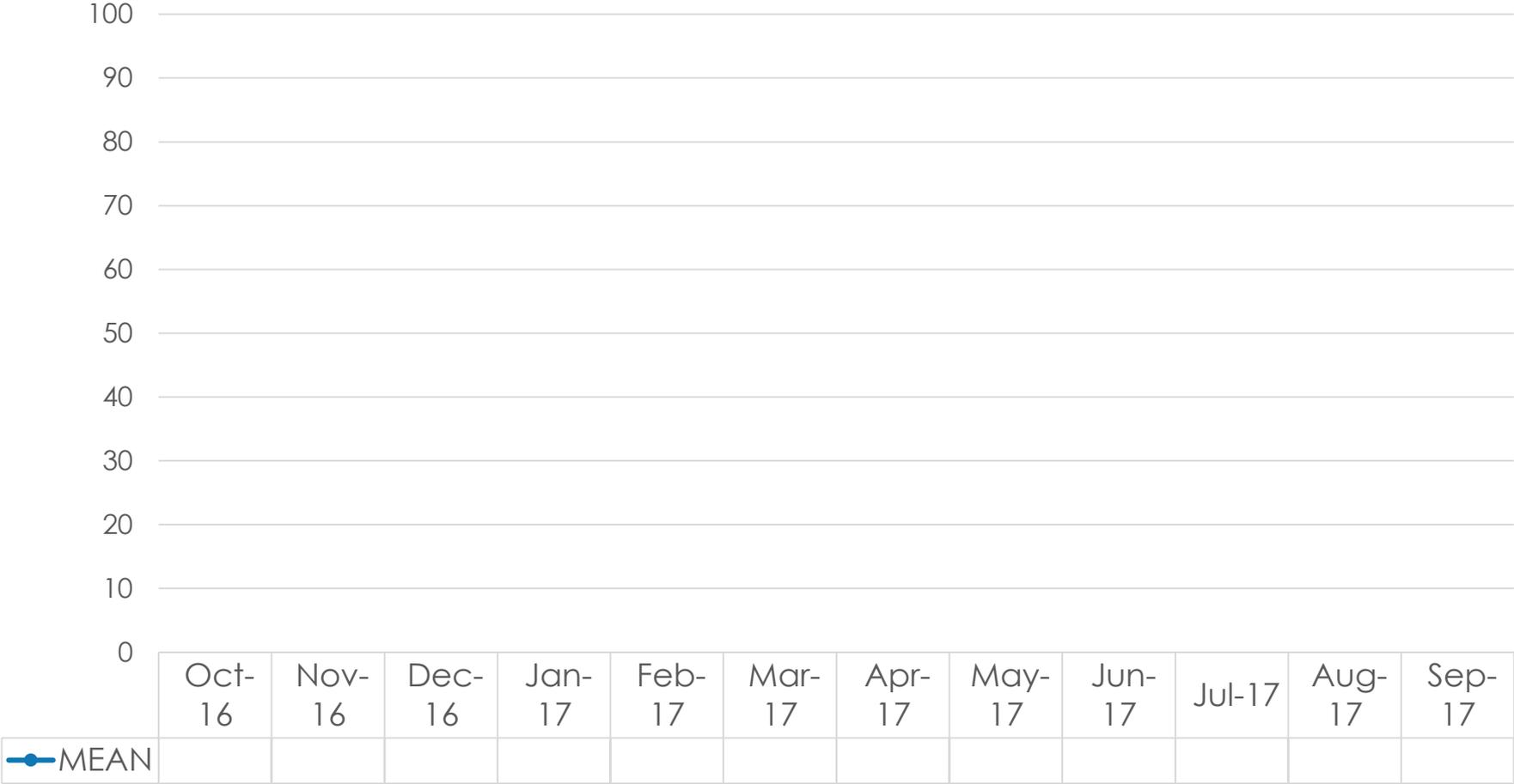
SECTION 4
VISITOR SATISFACTION BEHAVIOR

[A]

OVERALL SATISFACTION
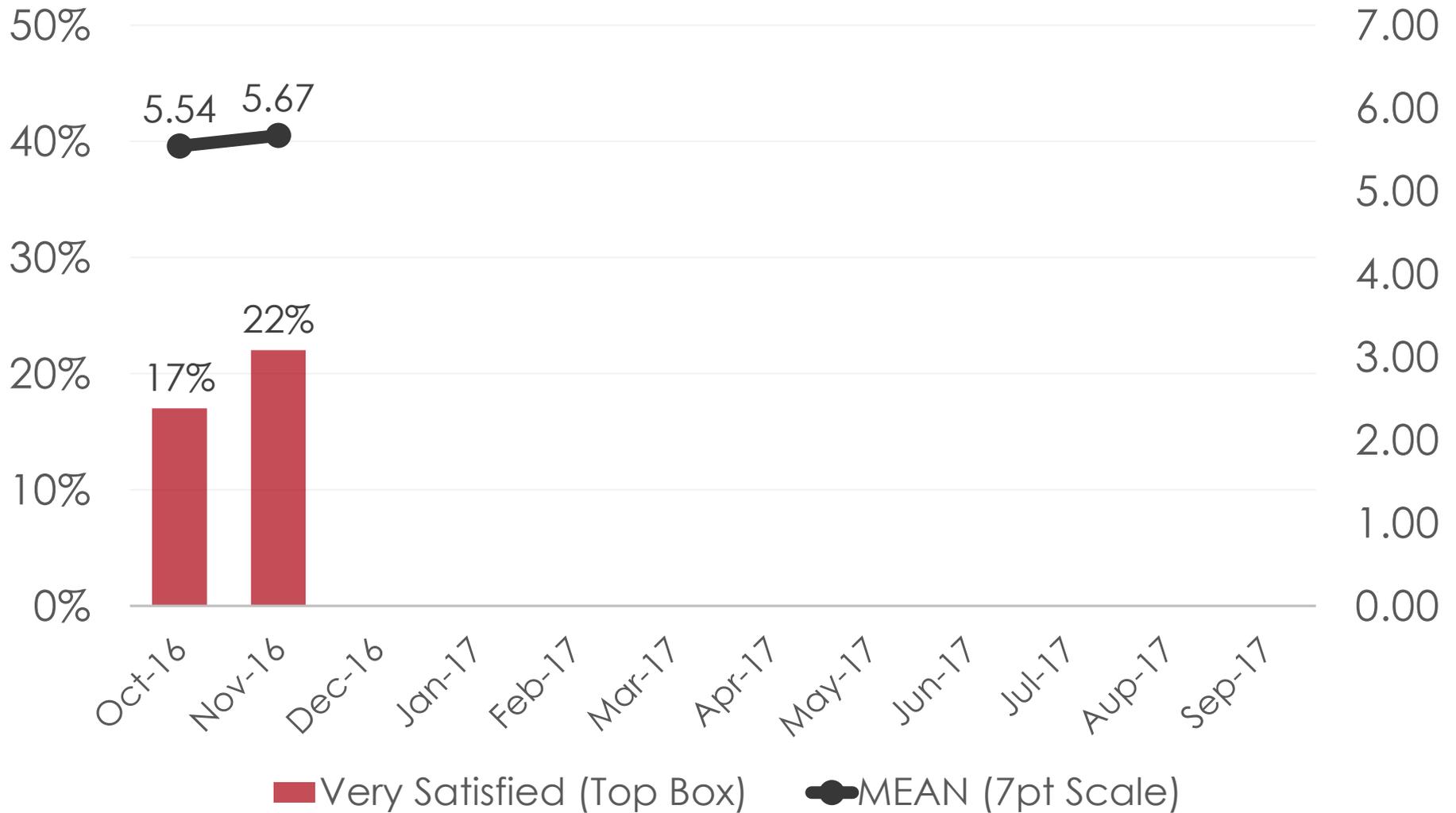
Guam was better than expected
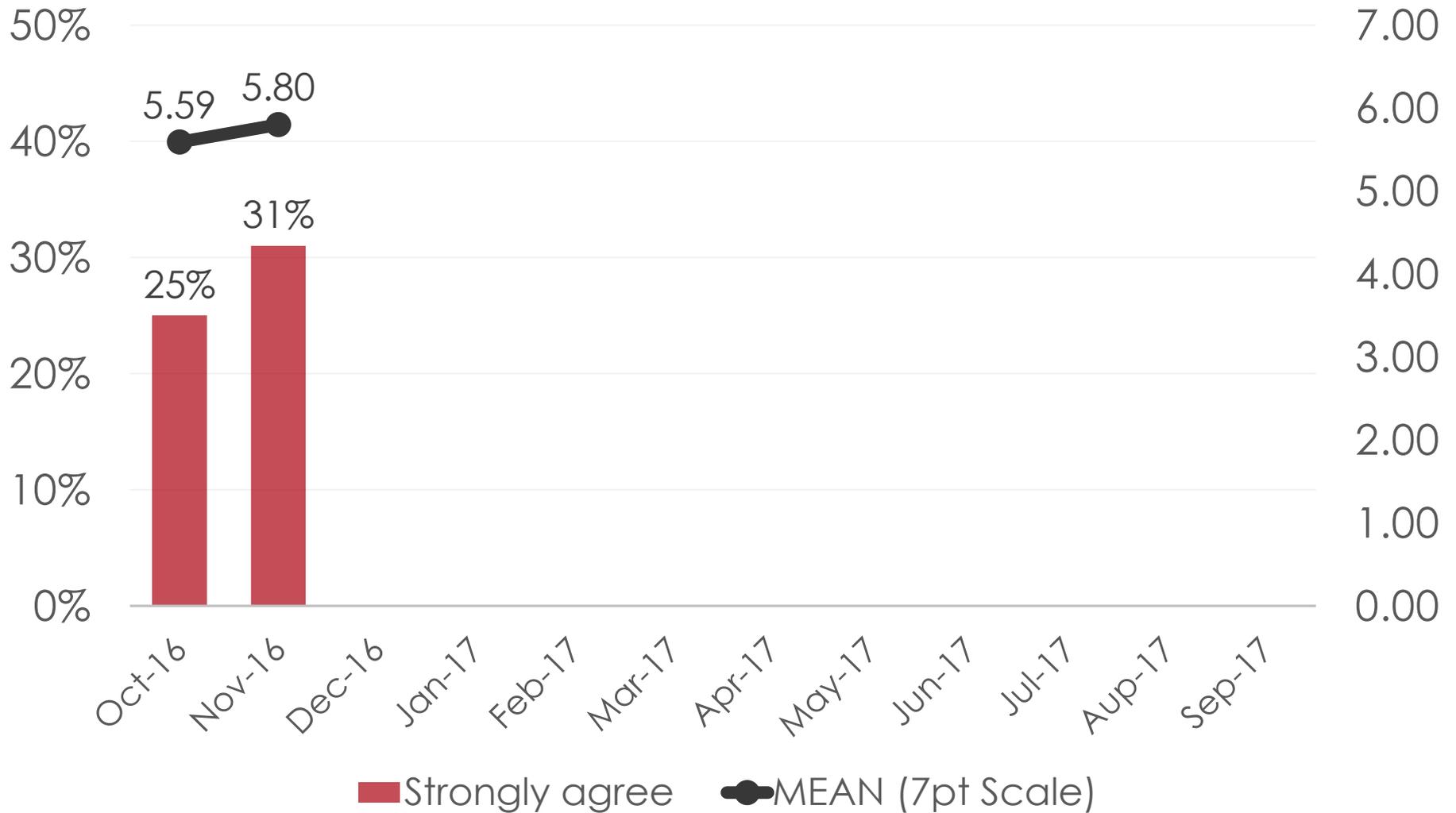
I had no communication problems

5.02   5.05

17%

12%

Oct-16 Nov-16 Dec-16 Jan-17 Feb-17 Mar-17 Apr-17 May-17 Jun-17 Jul-17 Aup-17 Sep-17

■ Strongly agree   ● MEAN (7pt Scale)

[A]
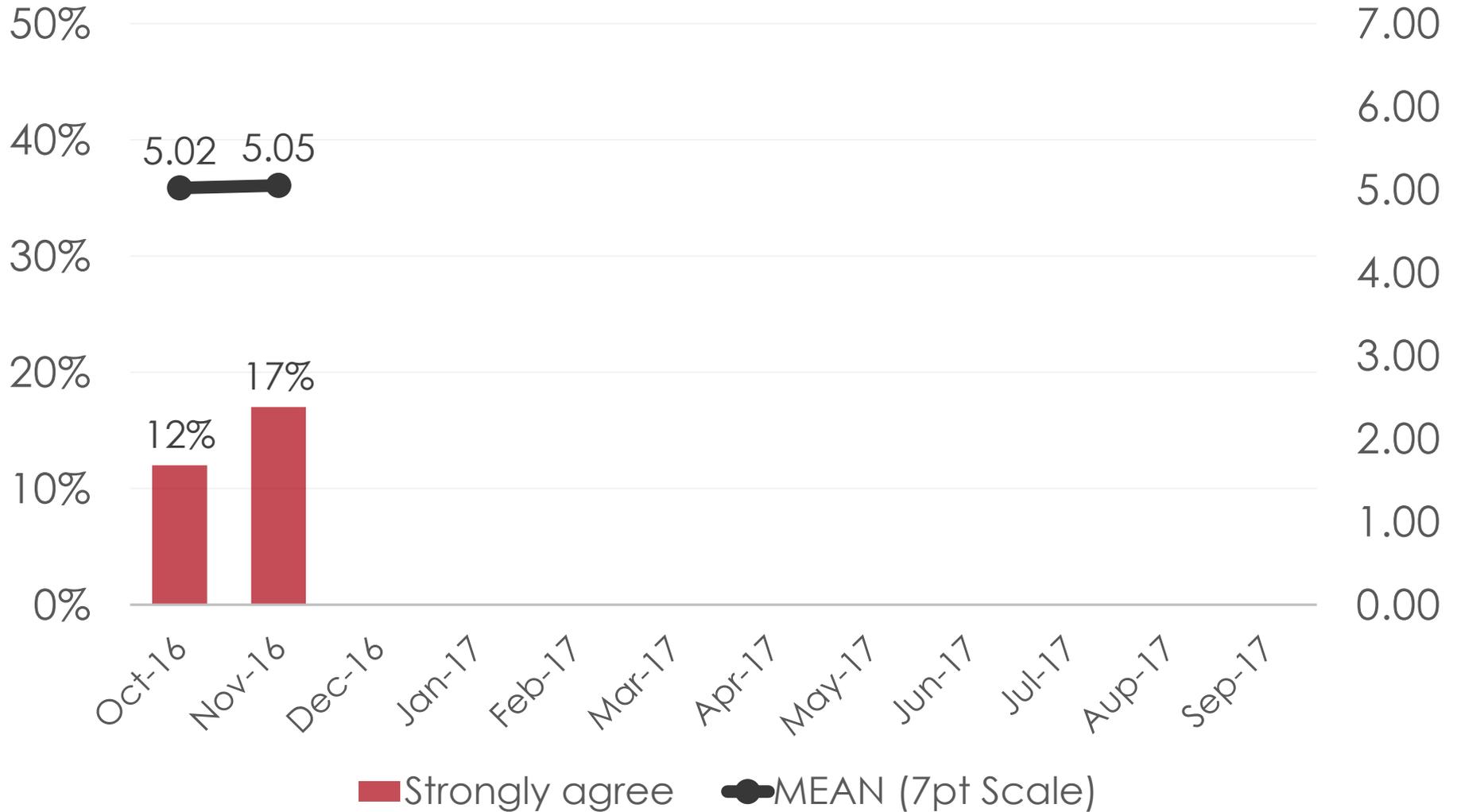
I will recommend Guam to friends

Legend: Strongly agree ■ · MEAN (7pt Scale) ●—●

Data labels: 5.45, 5.63 (MEAN line); 22%, 25% (Strongly agree bars)

X-axis: Oct-16, Nov-16, Dec-16, Jan-17, Feb-17, Mar-17, Apr-17, May-17, Jun-17, Jul-17, Aup-17, Sep-17

Left axis: 0%, 10%, 20%, 30%, 40%, 50%
Right axis: 0.00, 1.00, 2.00, 3.00, 4.00, 5.00, 6.00, 7.00

[A]
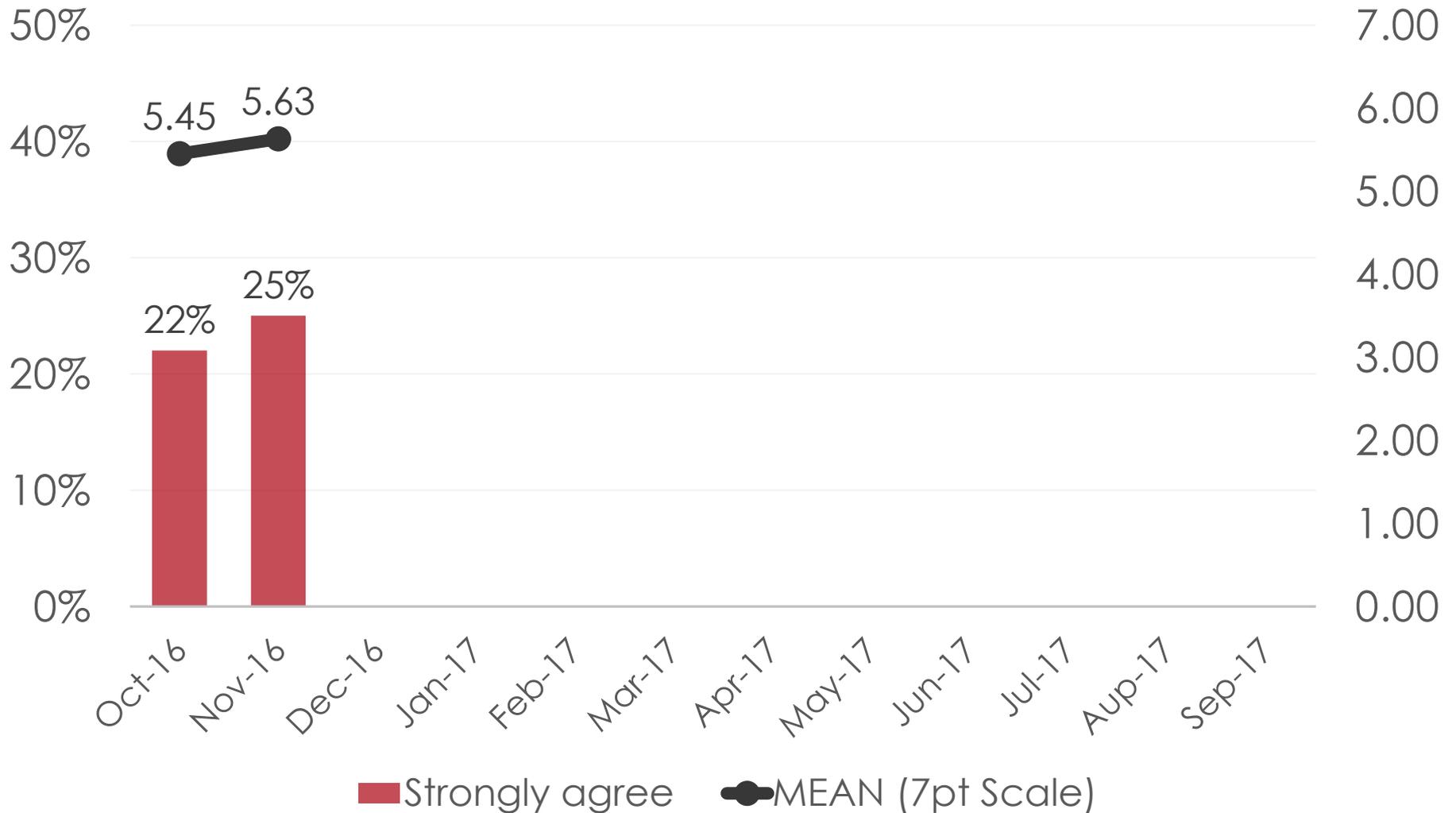
Sites on Guam were attractive
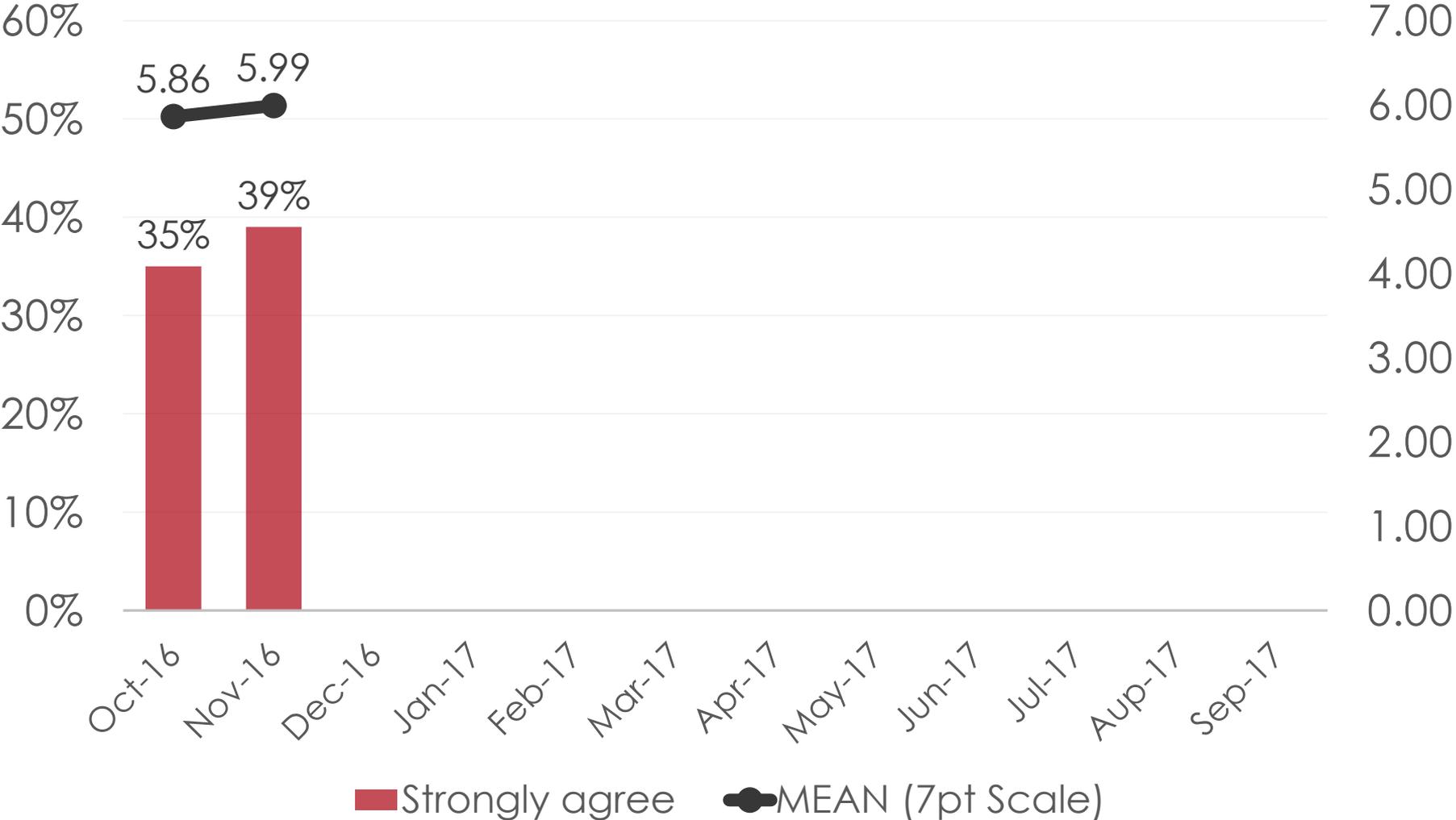
I plan to visit Guam again

75
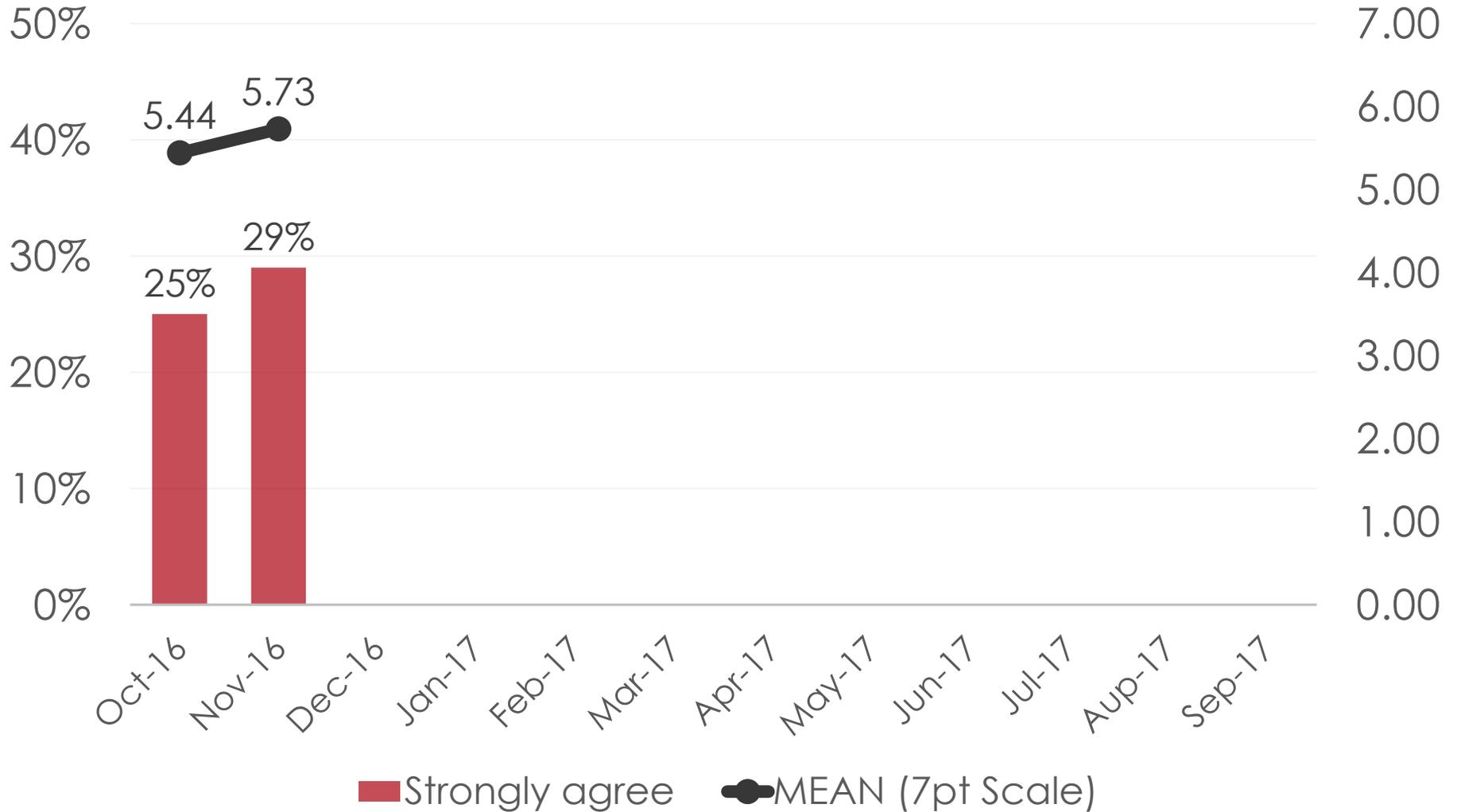
Not enough night time activities
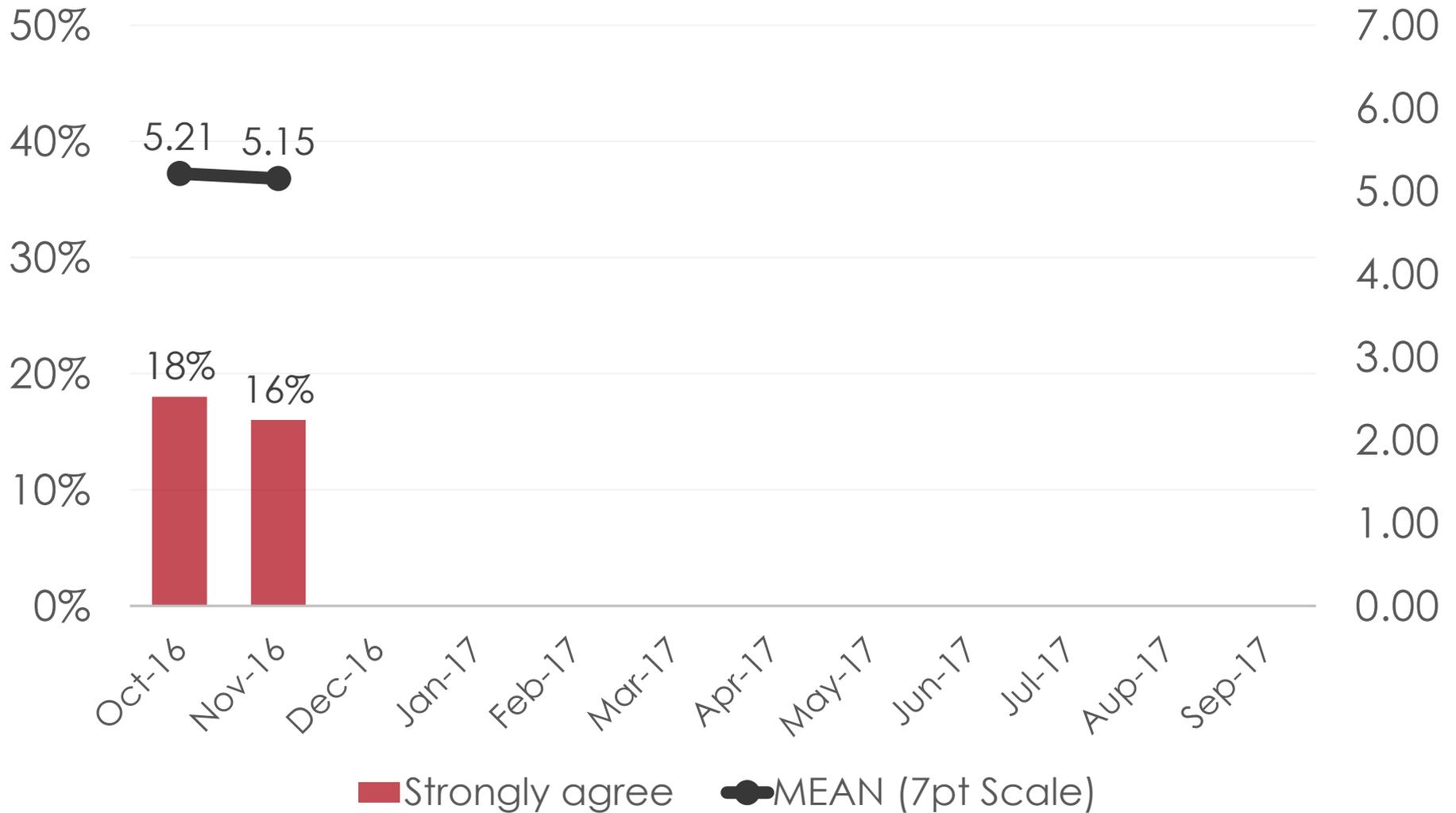
Tour guides were professional

Chart showing "Strongly agree" percentages and MEAN (7pt Scale) by month:
- Oct-16: 25%, MEAN 5.48
- Nov-16: 22%, MEAN 5.36
- Dec-16 through Sep-17: no data

Legend: Strongly agree | MEAN (7pt Scale)

[A]
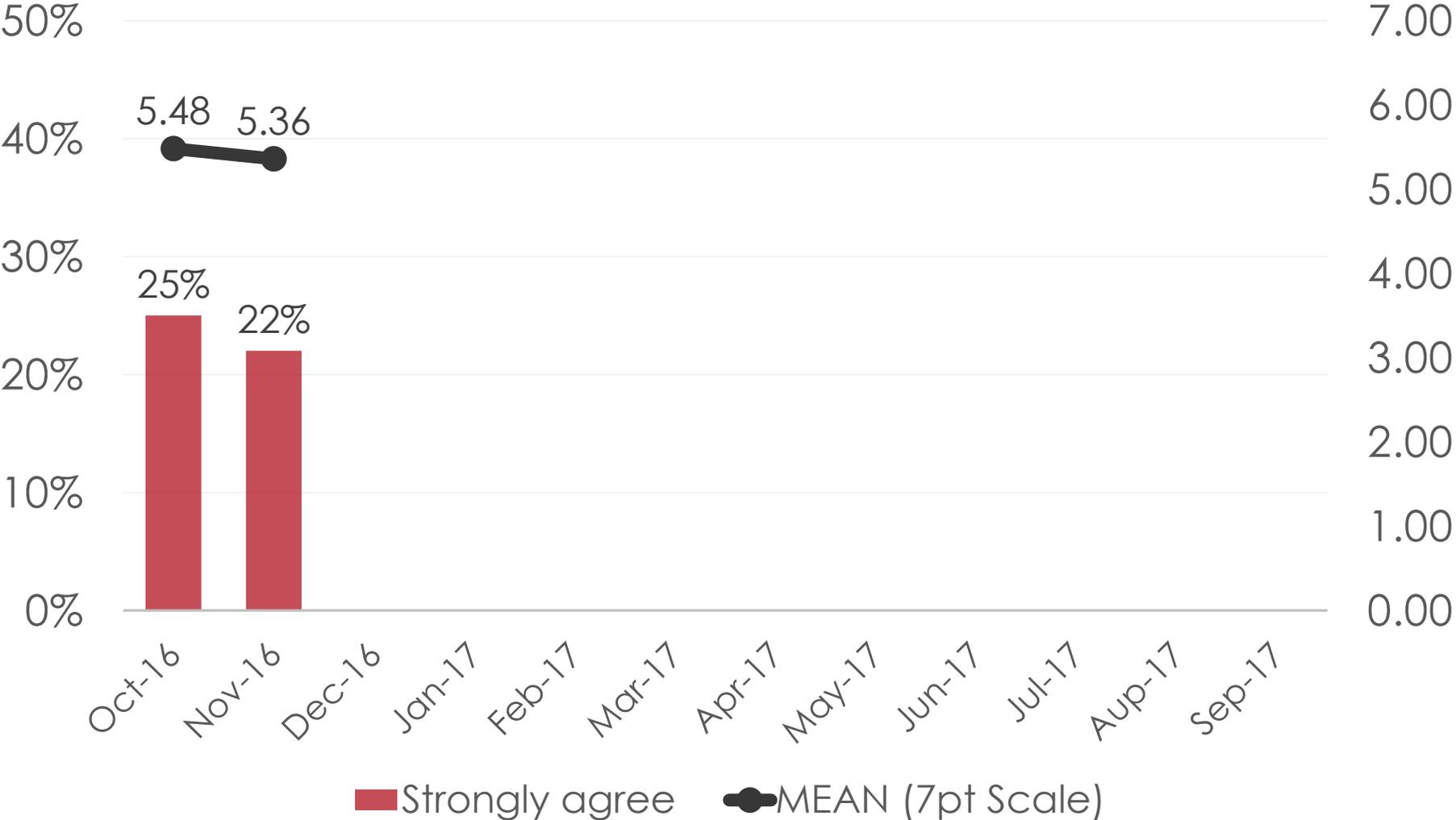
Tour drivers were professional
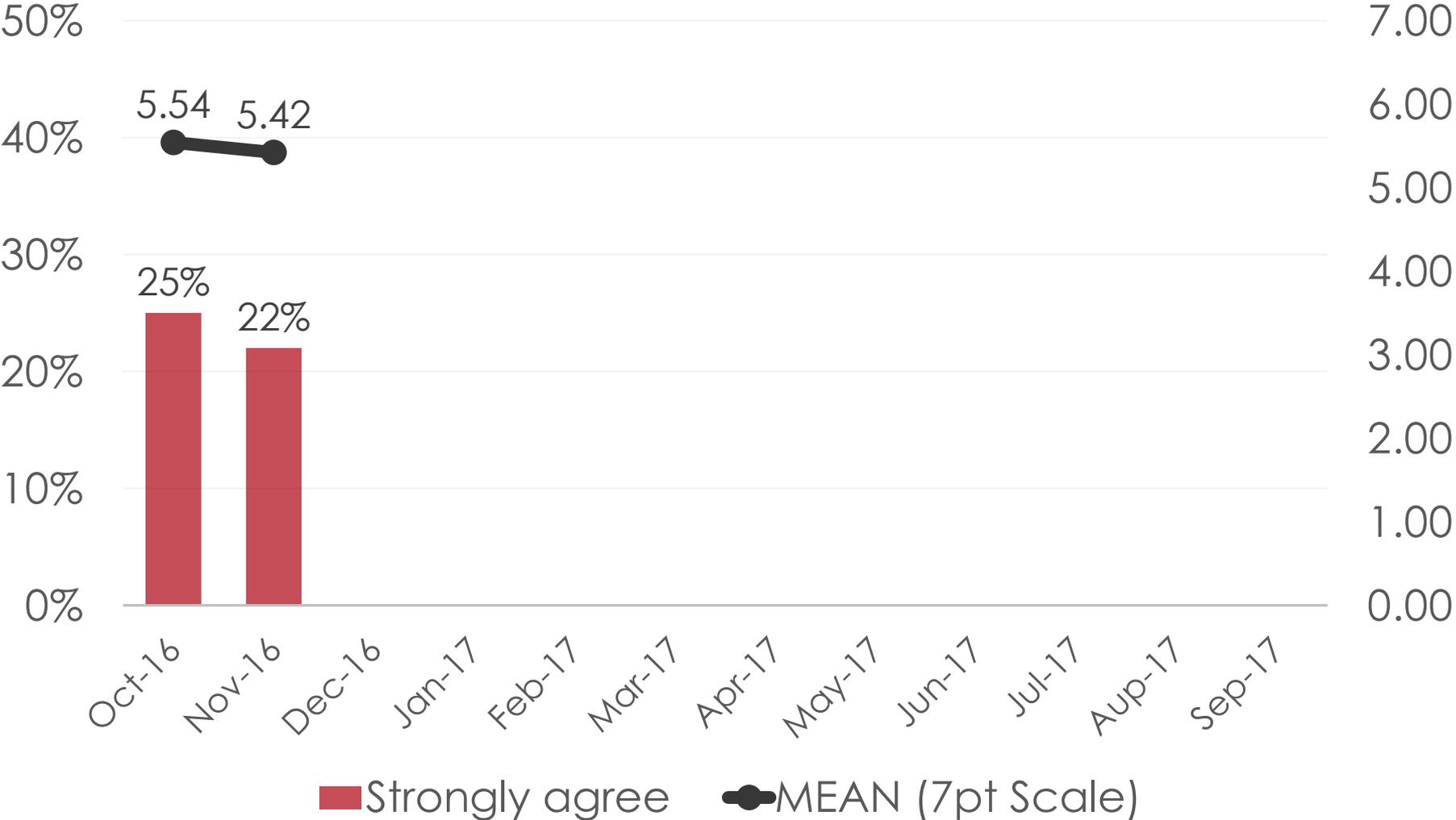
Taxi drivers were professional

Taxis were clean

Legend: Strongly agree, MEAN (7pt Scale)

Guam airport was clean

Legend: Strongly agree (bar), MEAN (7pt Scale) (line)

Data points:
- Oct-16: 22% Strongly agree, MEAN 5.36
- Nov-16: 16% Strongly agree, MEAN 4.94

Months shown: Oct-16, Nov-16, Dec-16, Jan-17, Feb-17, Mar-17, Apr-17, May-17, Jun-17, Jul-17, Aup-17, Sep-17

[A]

GENERAL SATISFACTION

4.95   4.94   5.20

15%   14%   18%

Ease of getting around   Safety walking at night   Price of things on Guam

■ Very Satisfied (Top Box)   ━●━ MEAN (7pt Scale)

[A]
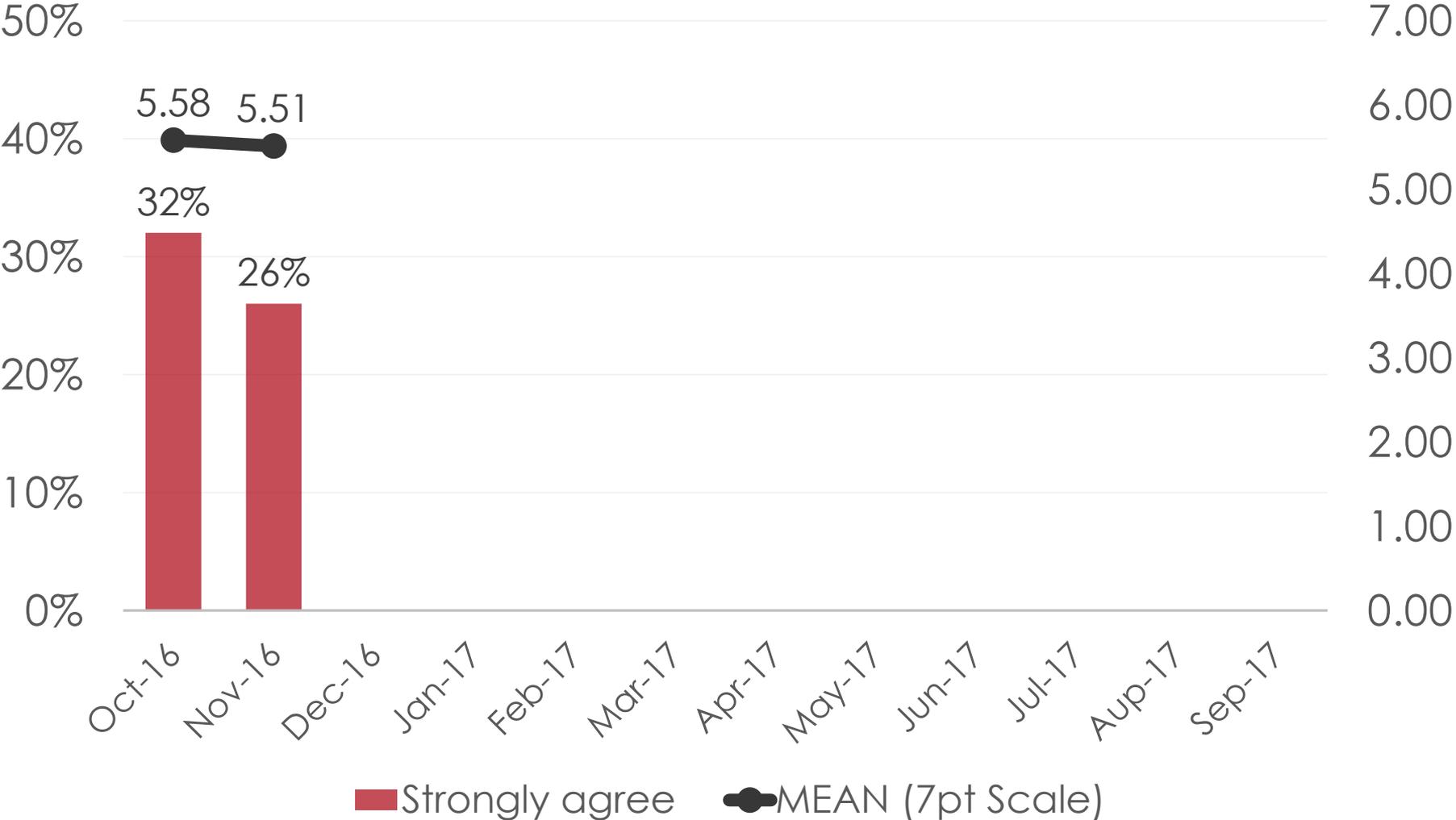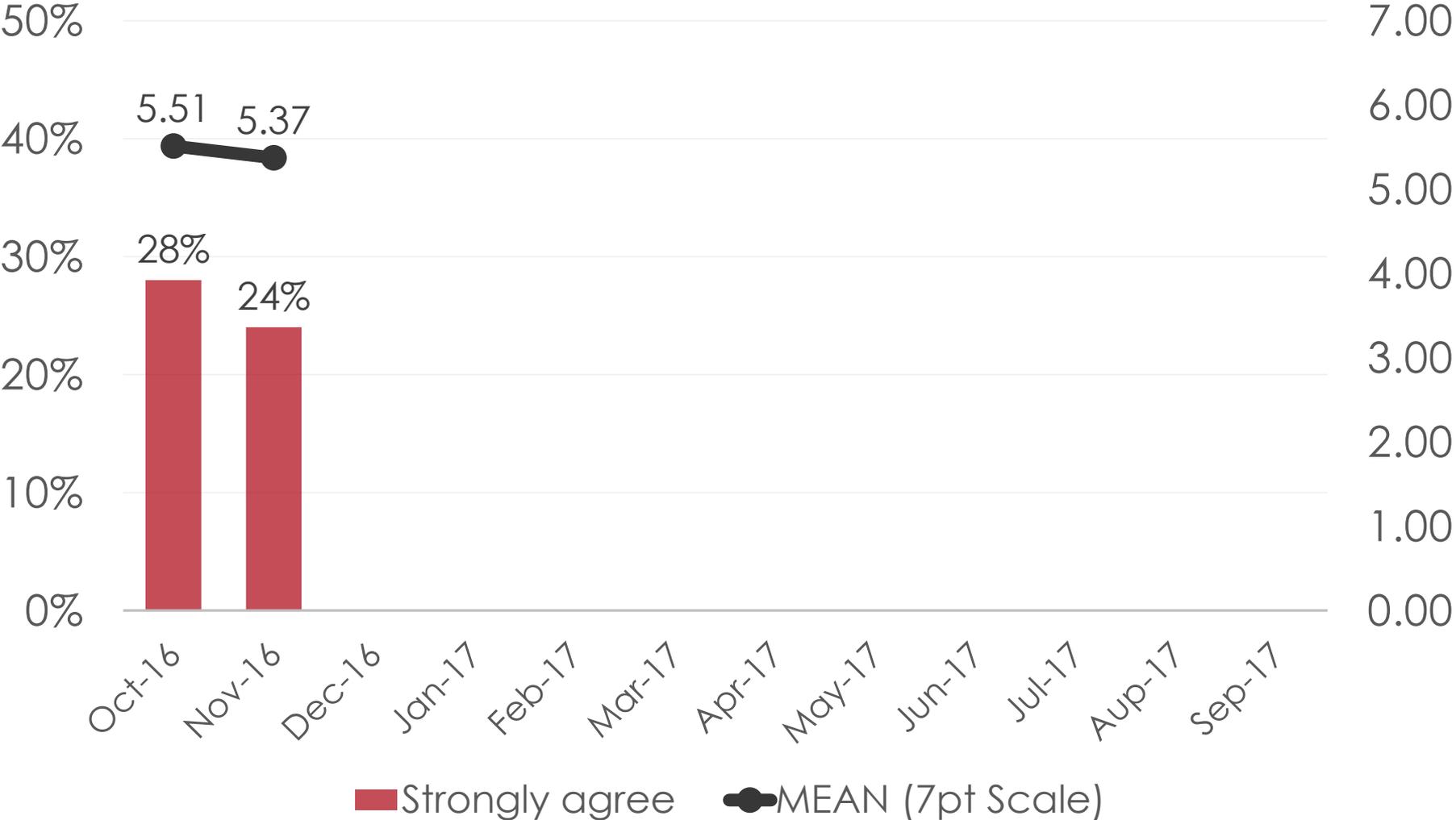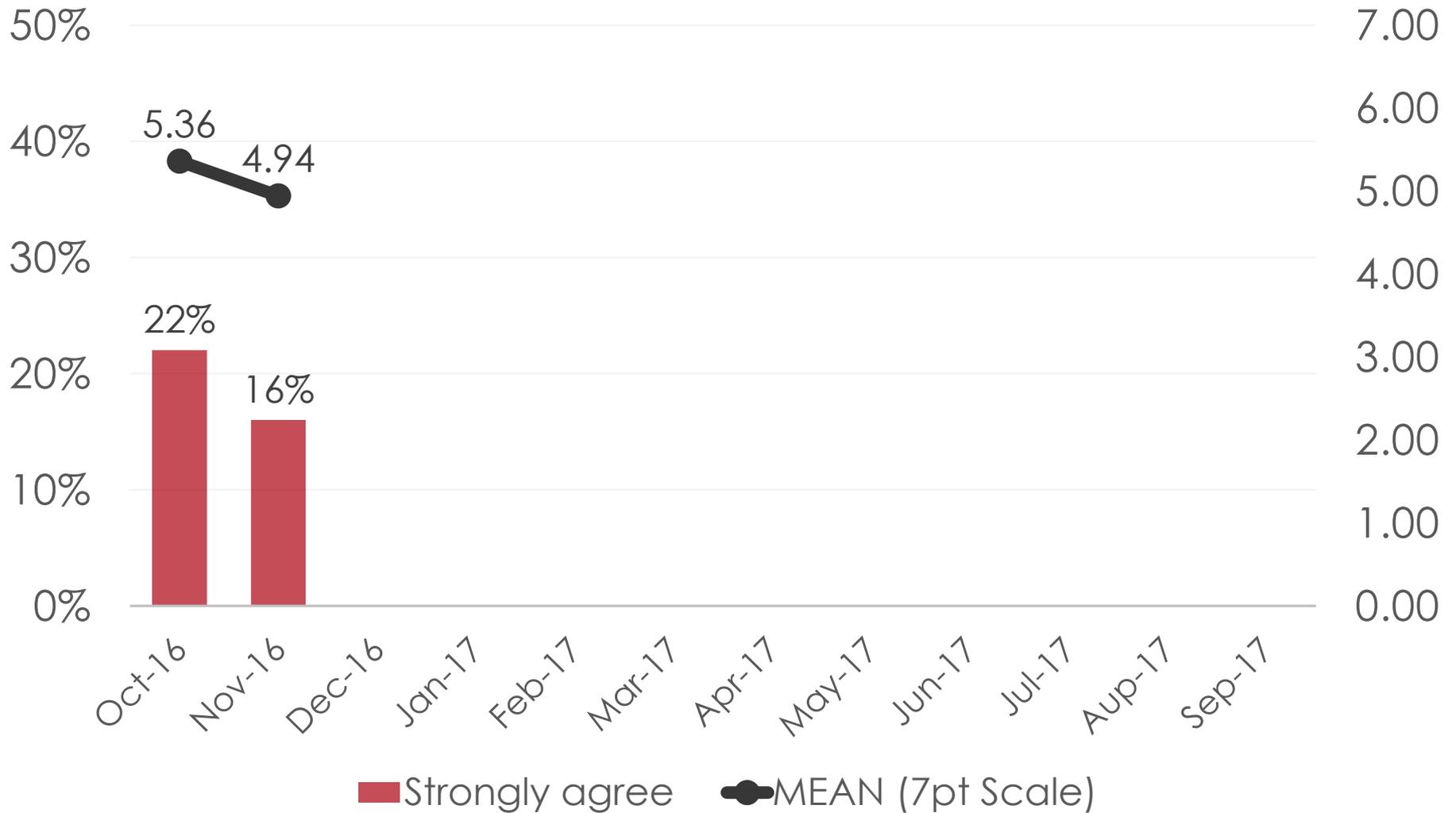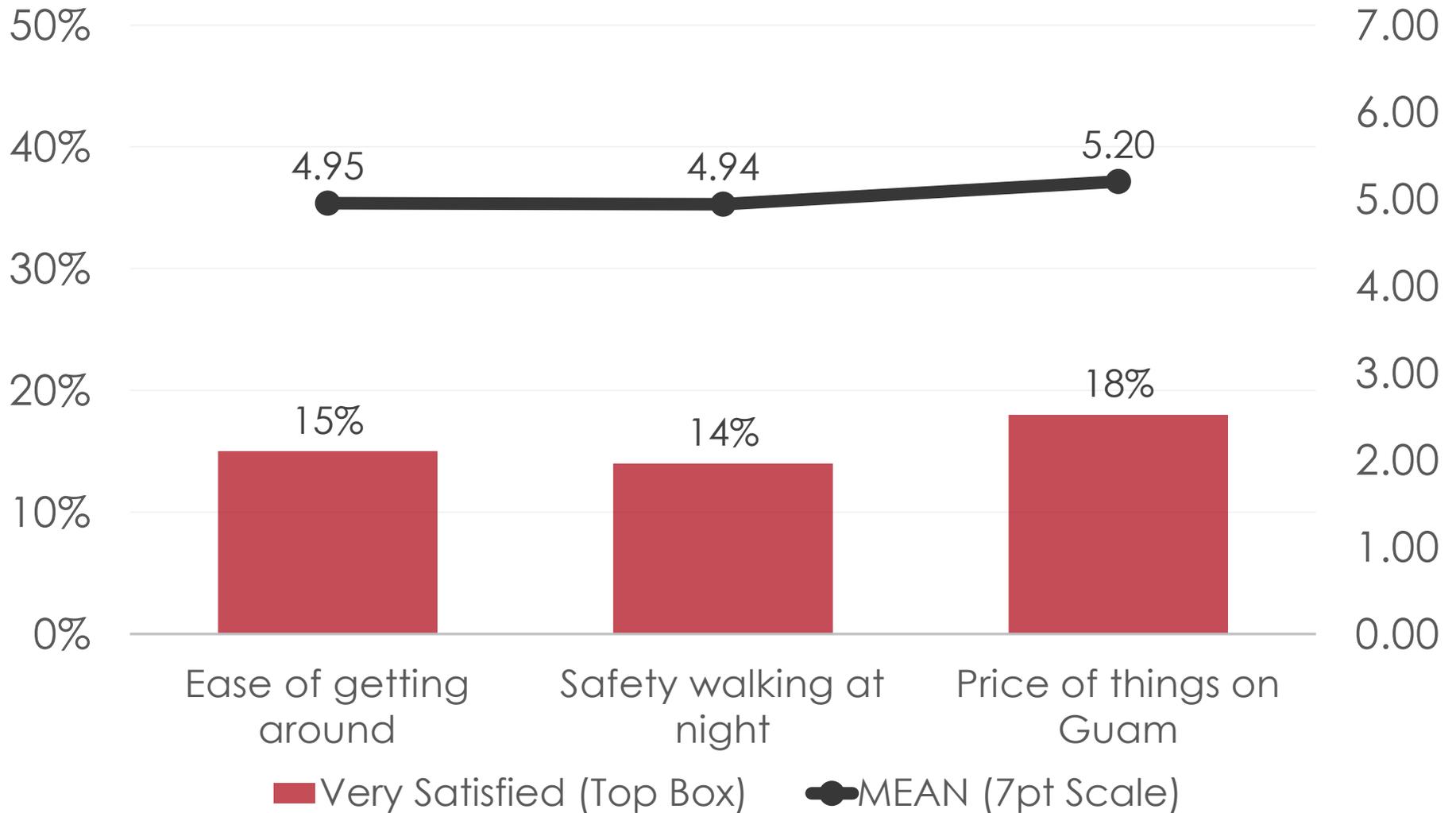
GENERAL SATISFACTION –
Quality/ Cleanliness

83
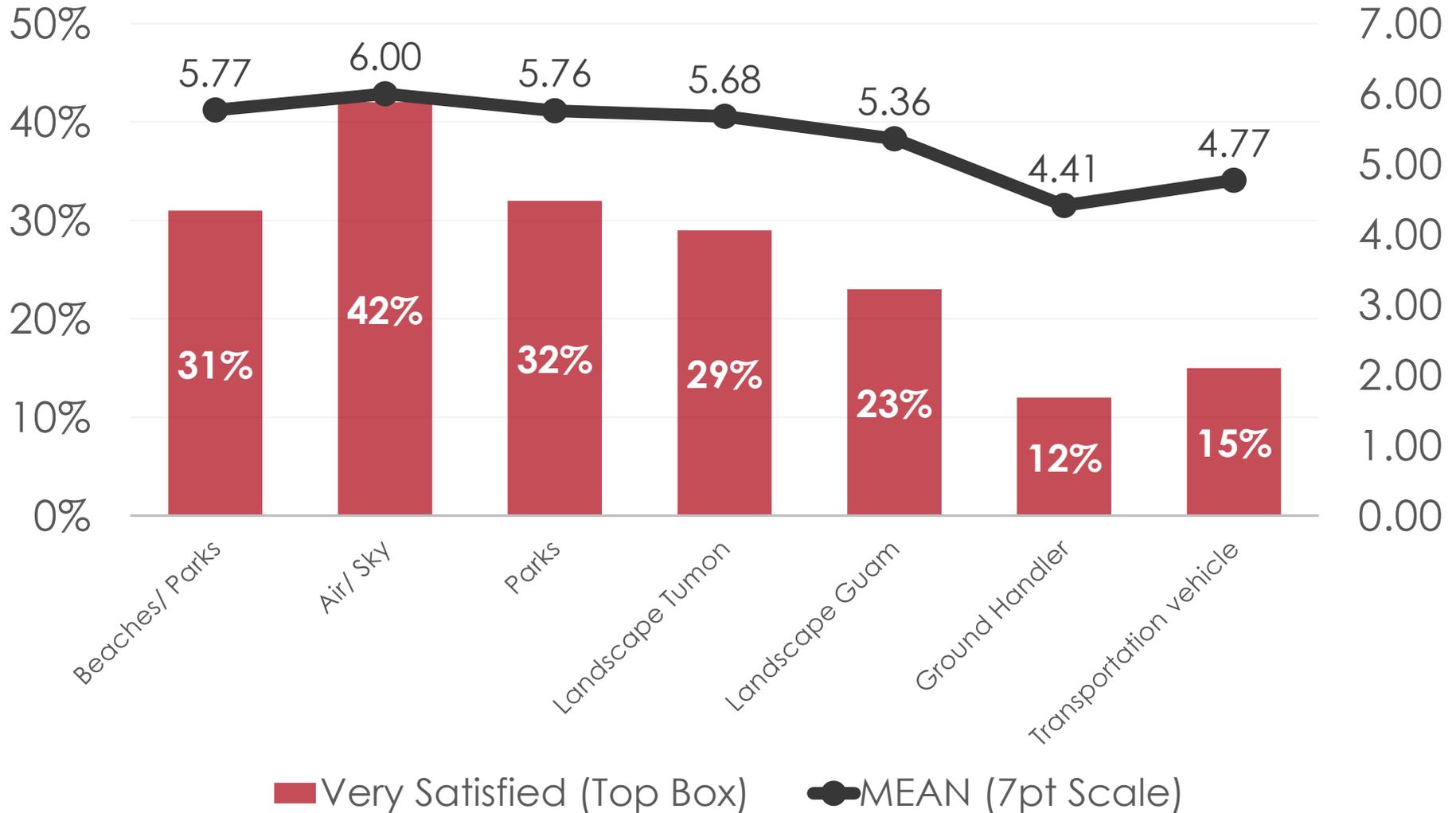
ACCOMMODATIONS –
OVERALL SATISFACTION

Very Satisfied (Top Box) ● MEAN (7pt Scale)

[A]
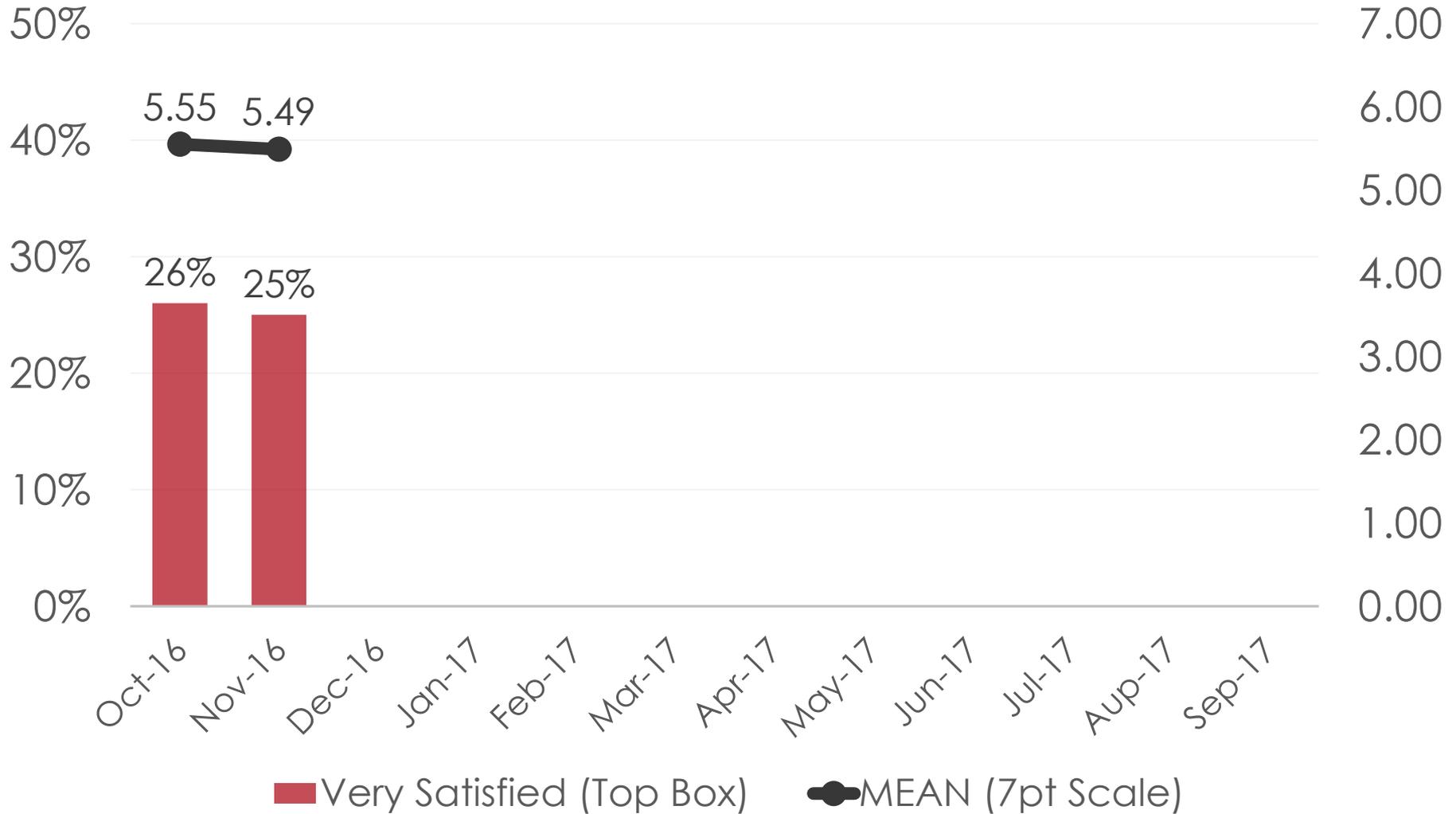
ACCOMMODATIONS –
Satisfaction by Category

Legend: Very Satisfied (Top Box) ■ | MEAN (7pt Scale) ●

Category	Very Satisfied (Top Box)	MEAN (7pt Scale)
Room	36%	5.62
View	52%	6.05
Furnishings	28%	5.45
Cleanliness	28%	5.43
Food- Quality	24%	5.36
Food- Quantity	25%	5.40
Staff	44%	5.93
Service	43%	5.86
Value	22%	5.14
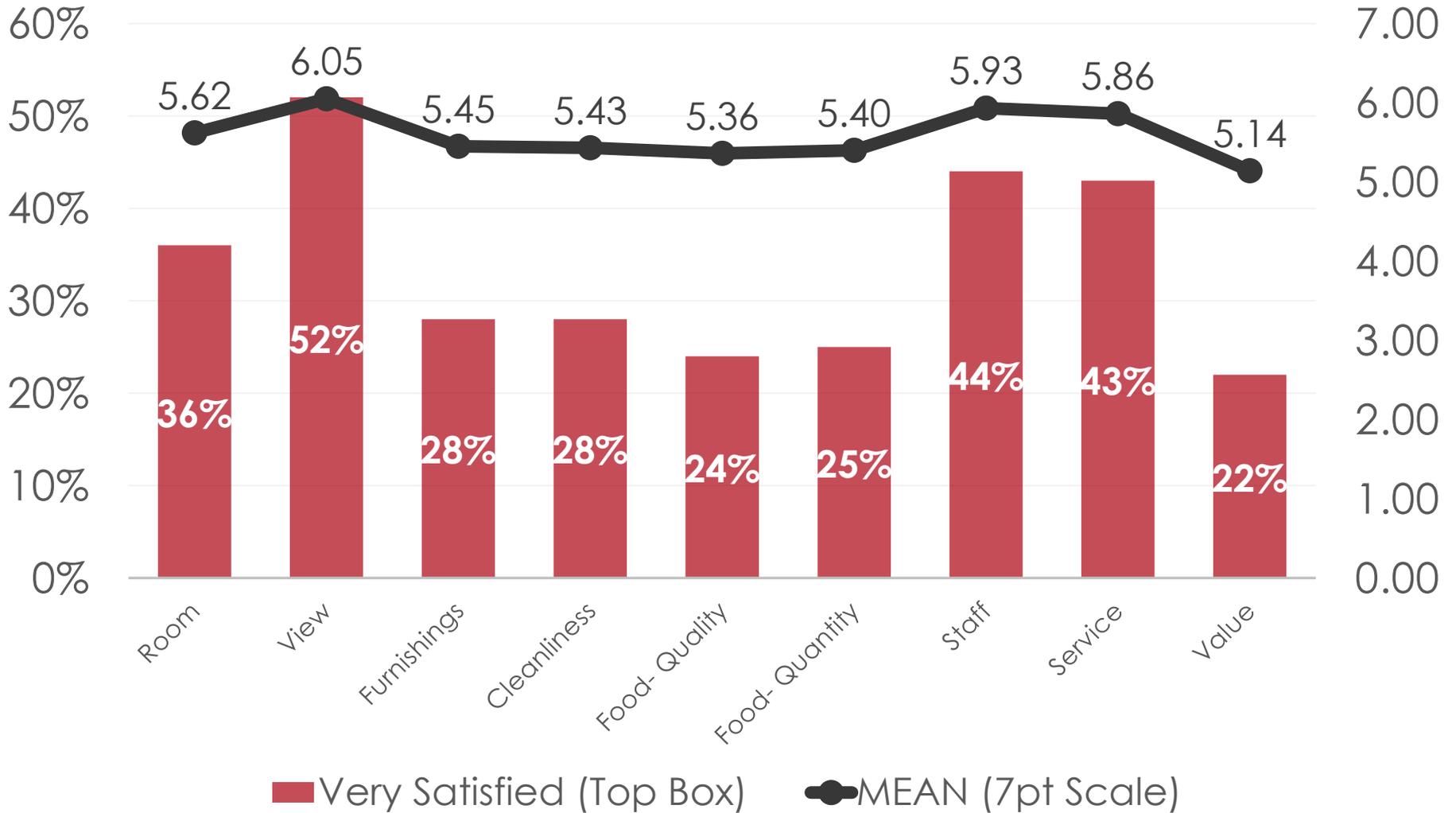
DINING EXPERIENCE (Outside Hotel) –
Satisfaction by Category

Very Satisfied (Top Box) — MEAN (7pt Scale)
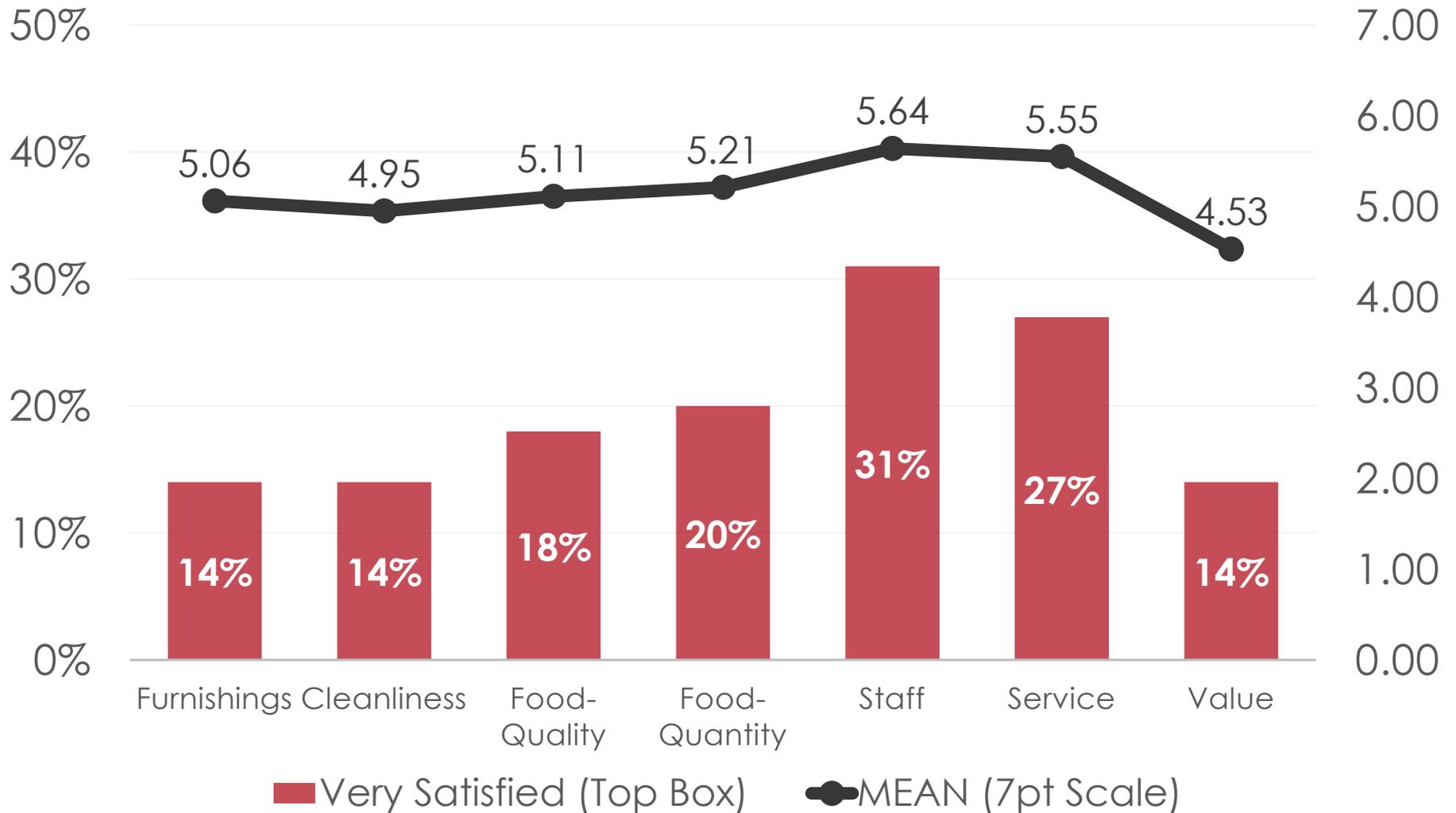
Shopping Malls/ Stores (Top Responses)

[A]
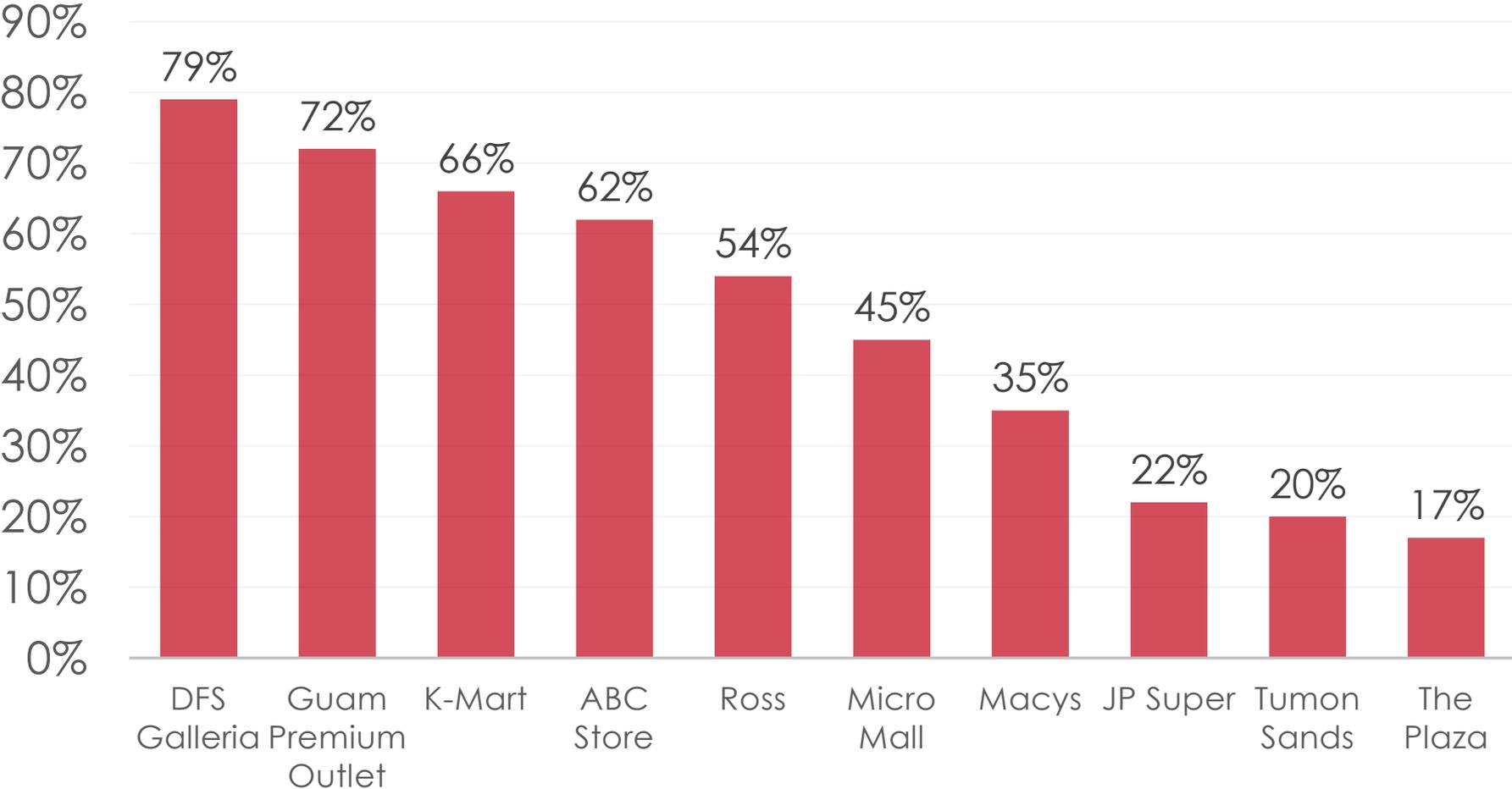
SHOPPING - SATISFACTION

5.59   5.46

22%   21%

QUALITY   VARIETY

■ Very Satisfied (Top Box)   ●—MEAN (7pt Scale)

[A]
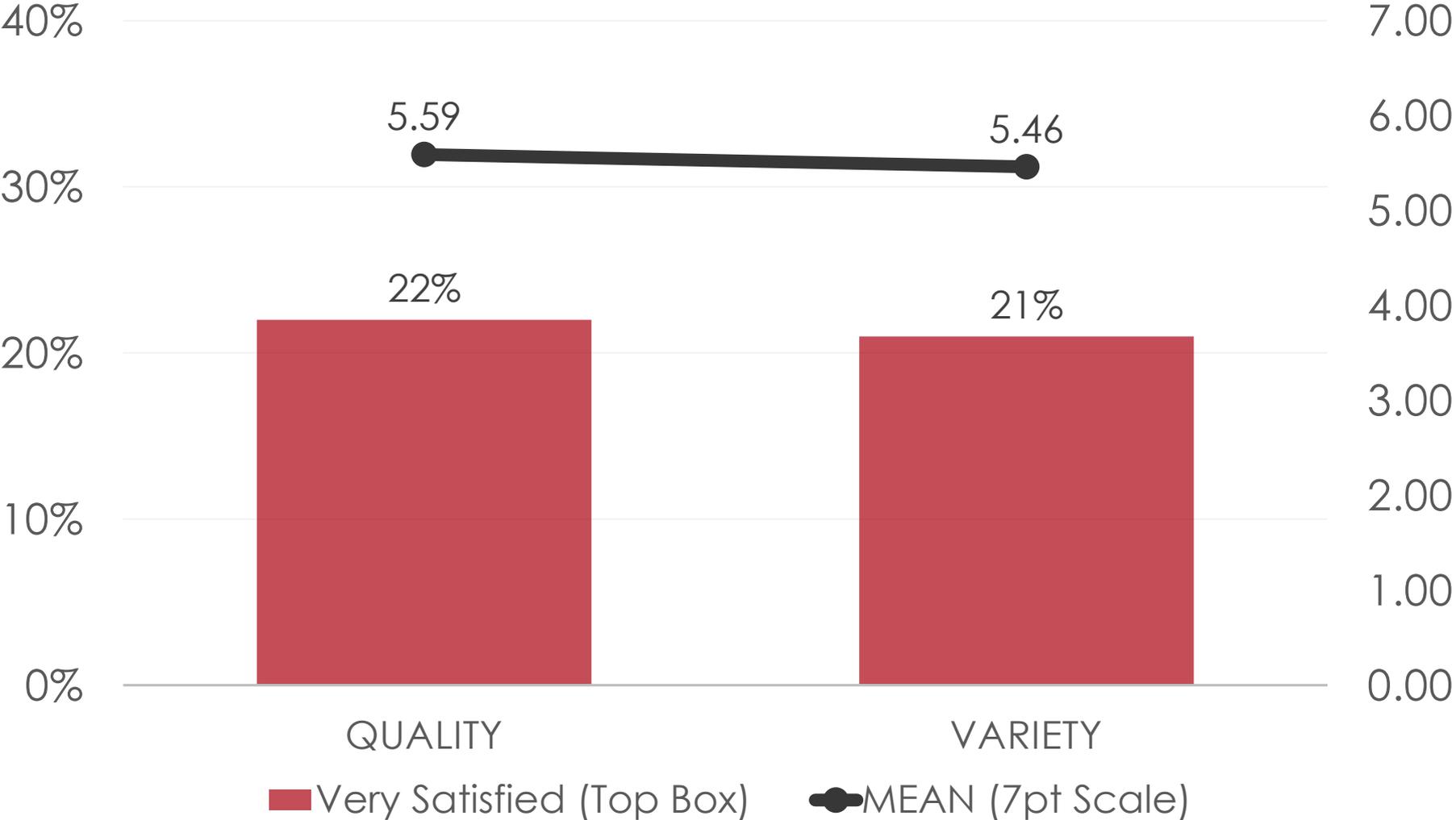
OPTIONAL TOUR PARTICIPATION – FY2017 Tracking

[A]

Optional Tour Participation (Top Responses)
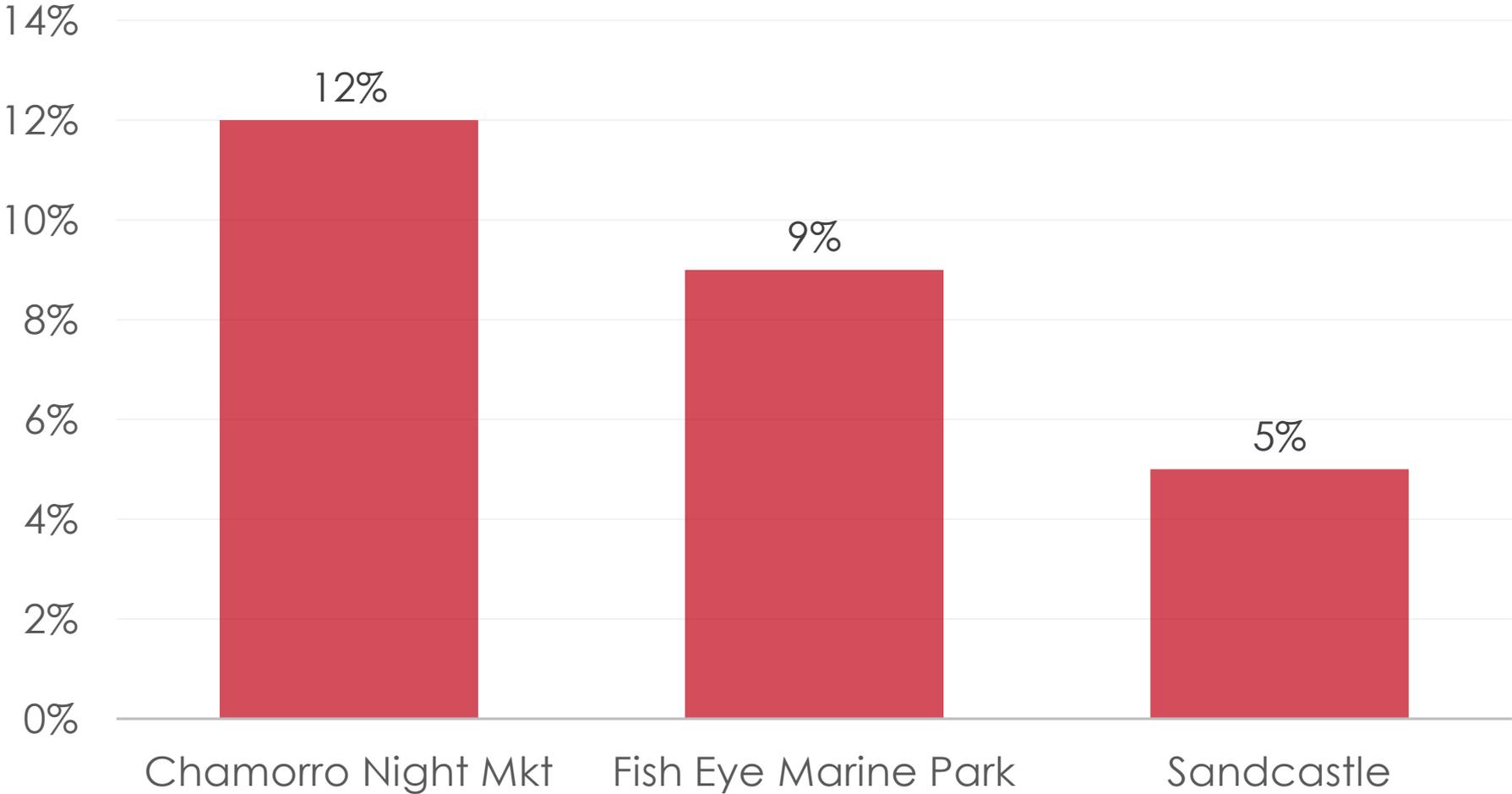
[A]

DAY TOUR - SATISFACTION

5.34

5.28

18%

18%

QUALITY

VARIETY

■ Very Satisfied (Top Box) ━●━ MEAN (7pt Scale)

[A]

NIGHT TOUR - SATISFACTION

QUALITY: 4.88, 12% Very Satisfied (Top Box)
VARIETY: 4.85, 13% Very Satisfied (Top Box)

Very Satisfied (Top Box) — MEAN (7pt Scale)

[A]
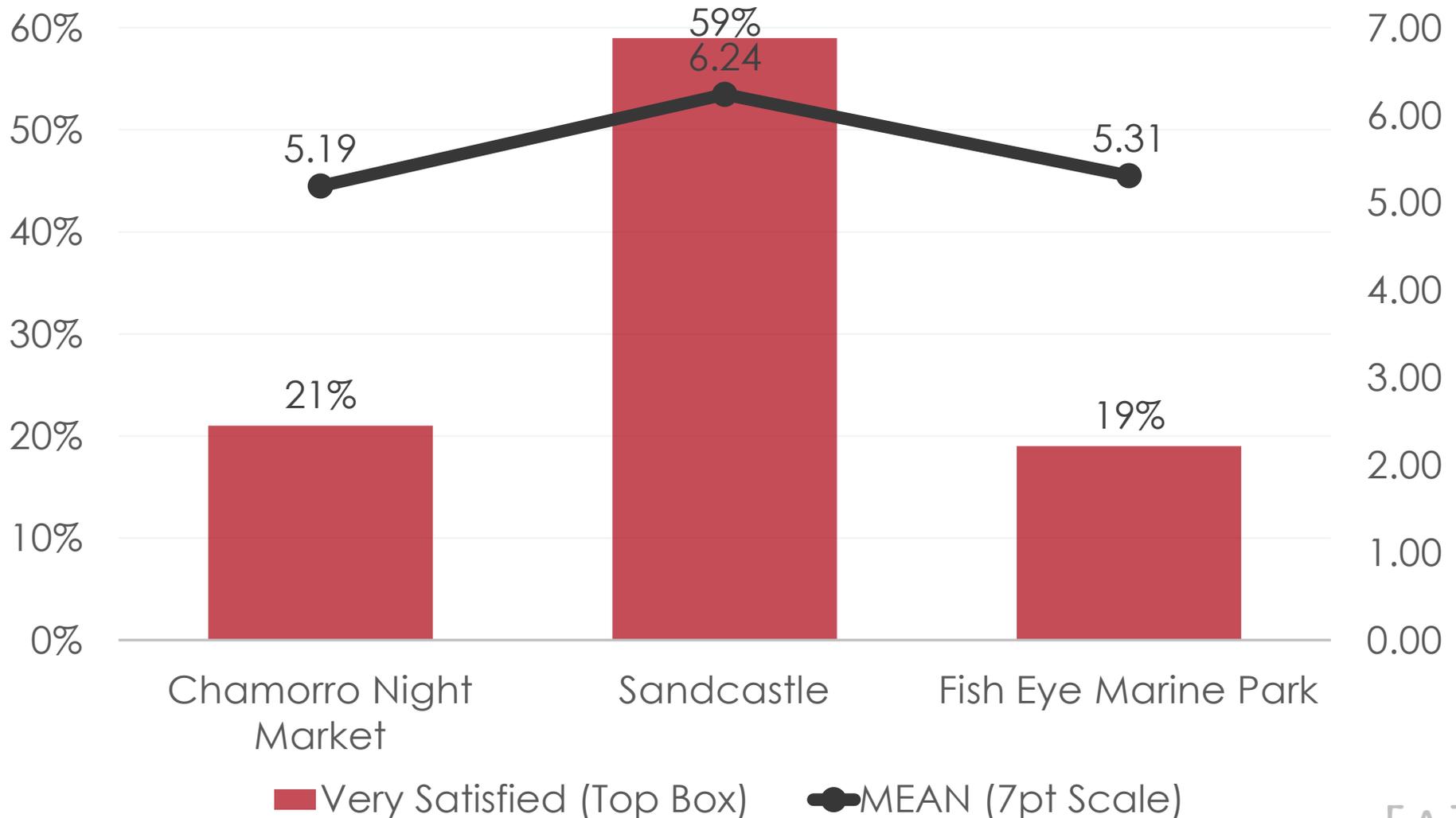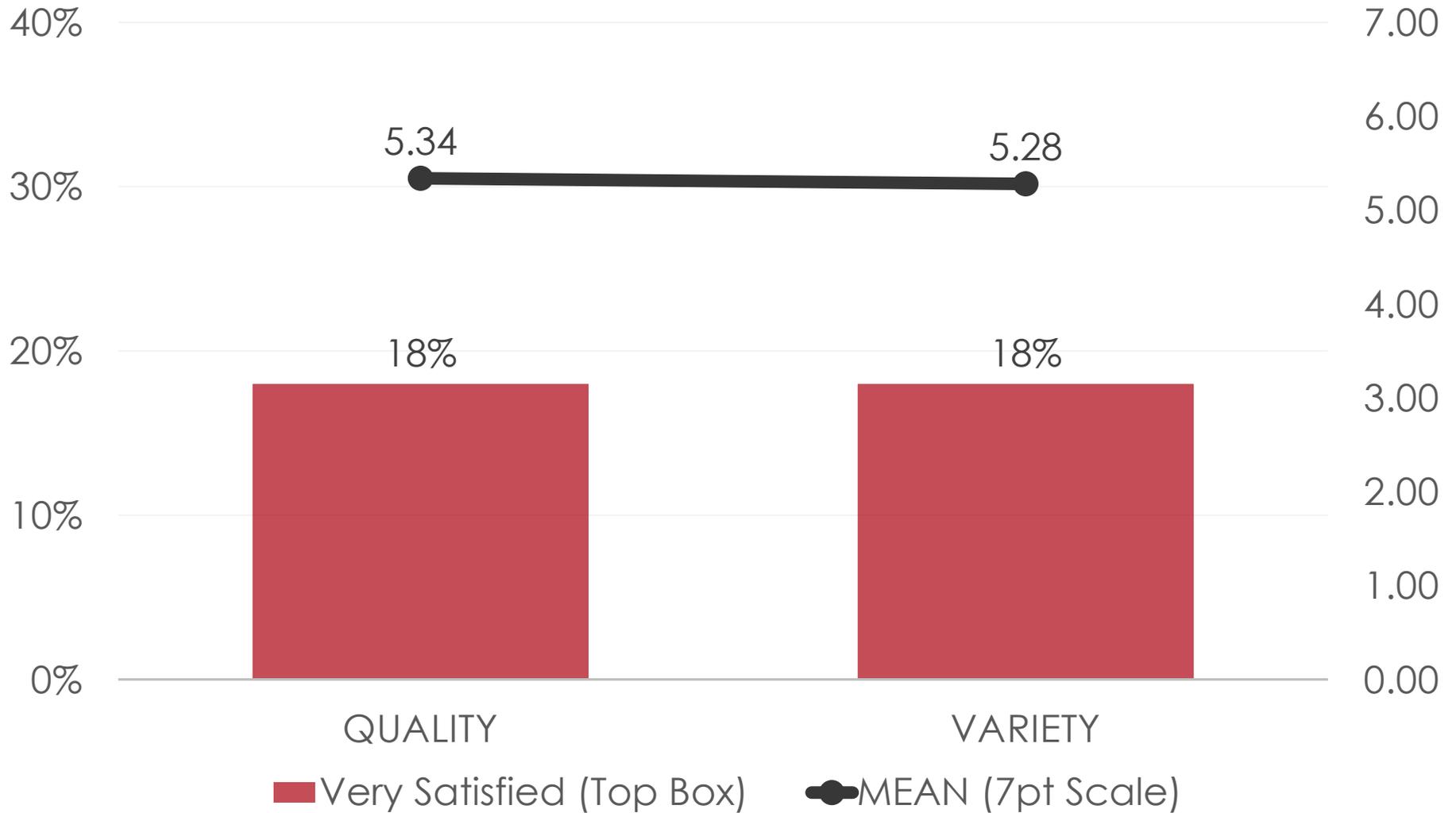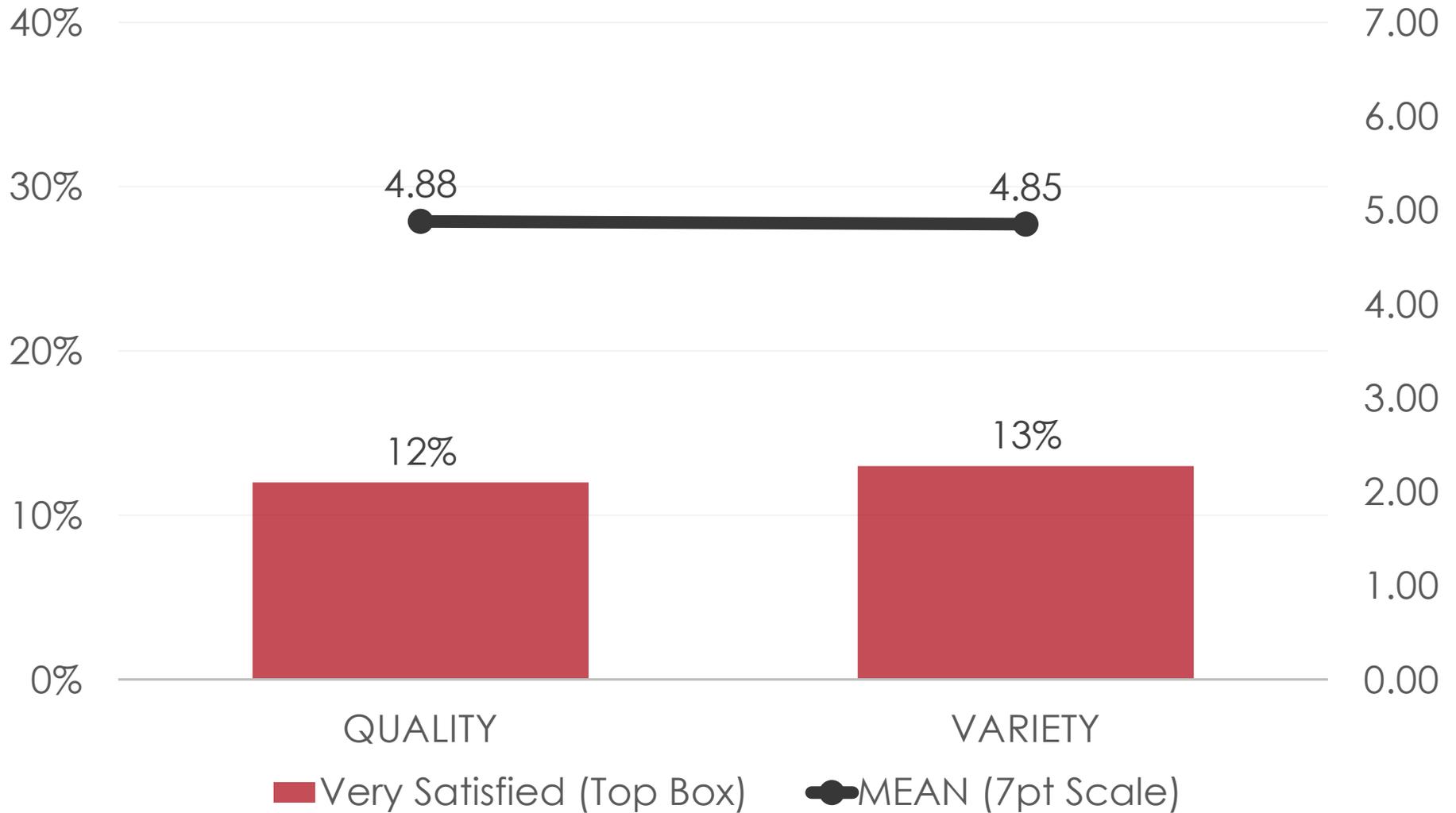
Activities Participation (Top Responses)
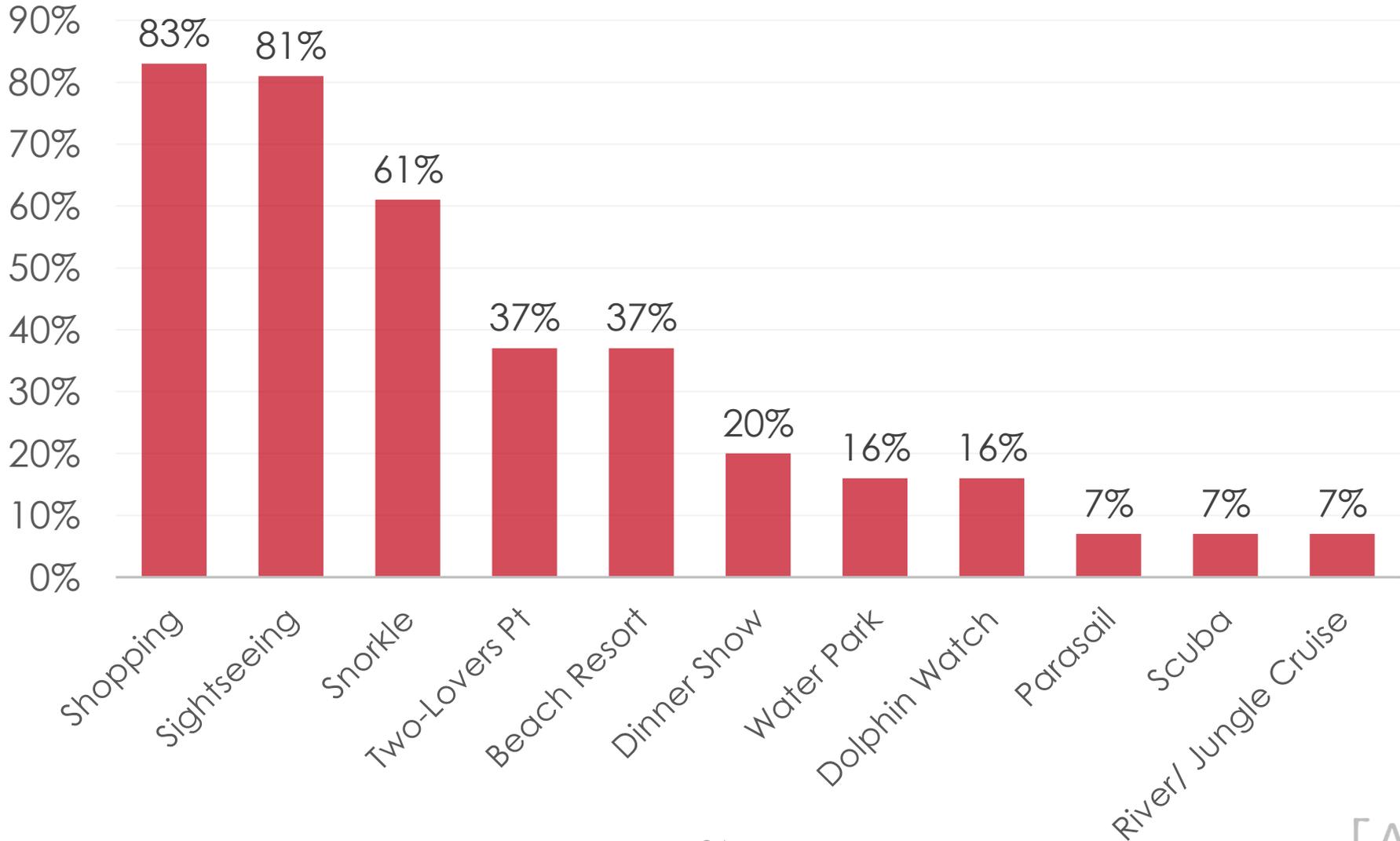
SECTION 5 PROMOTIONS

INTERNET- GUAM SOURCES OF INFORMATION
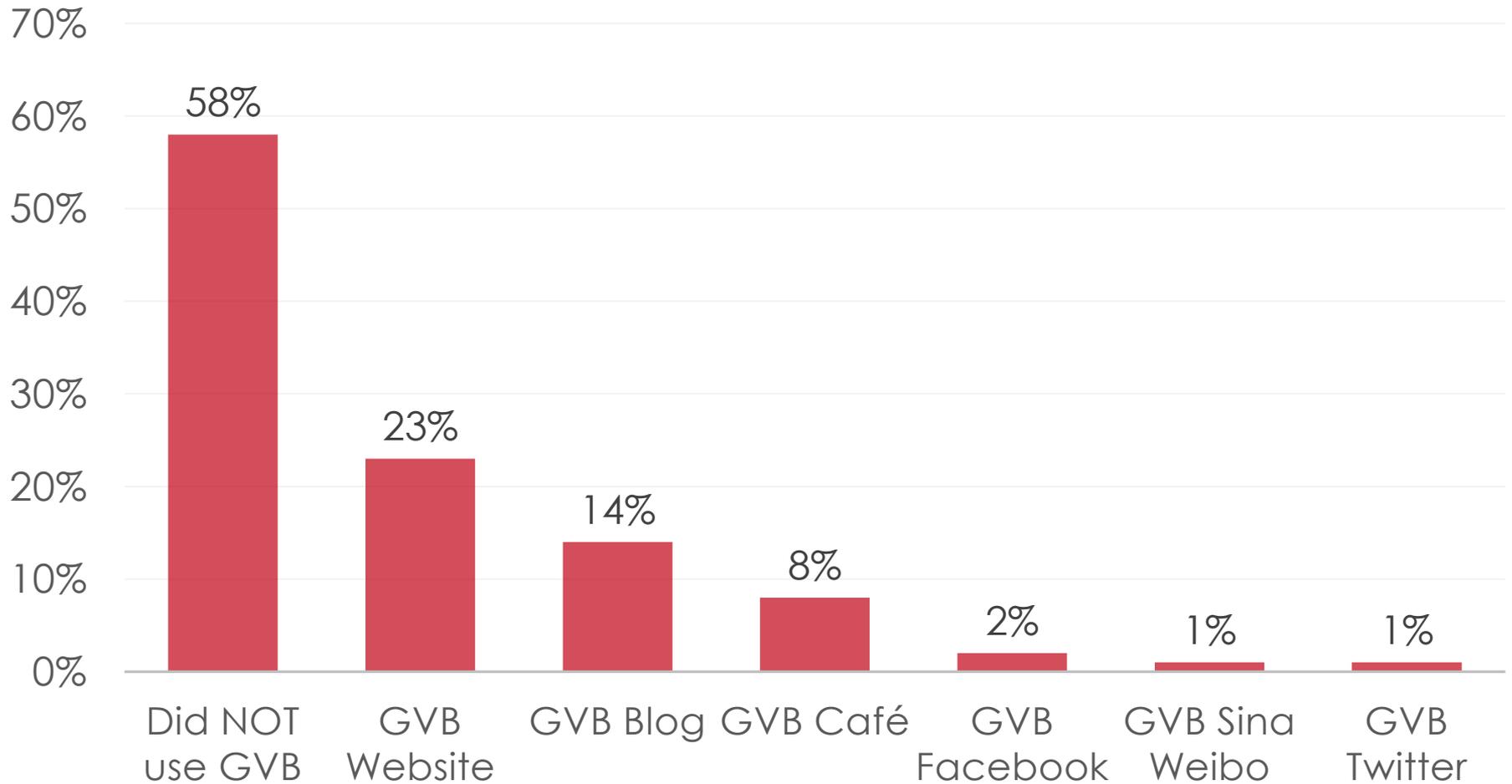
[A]
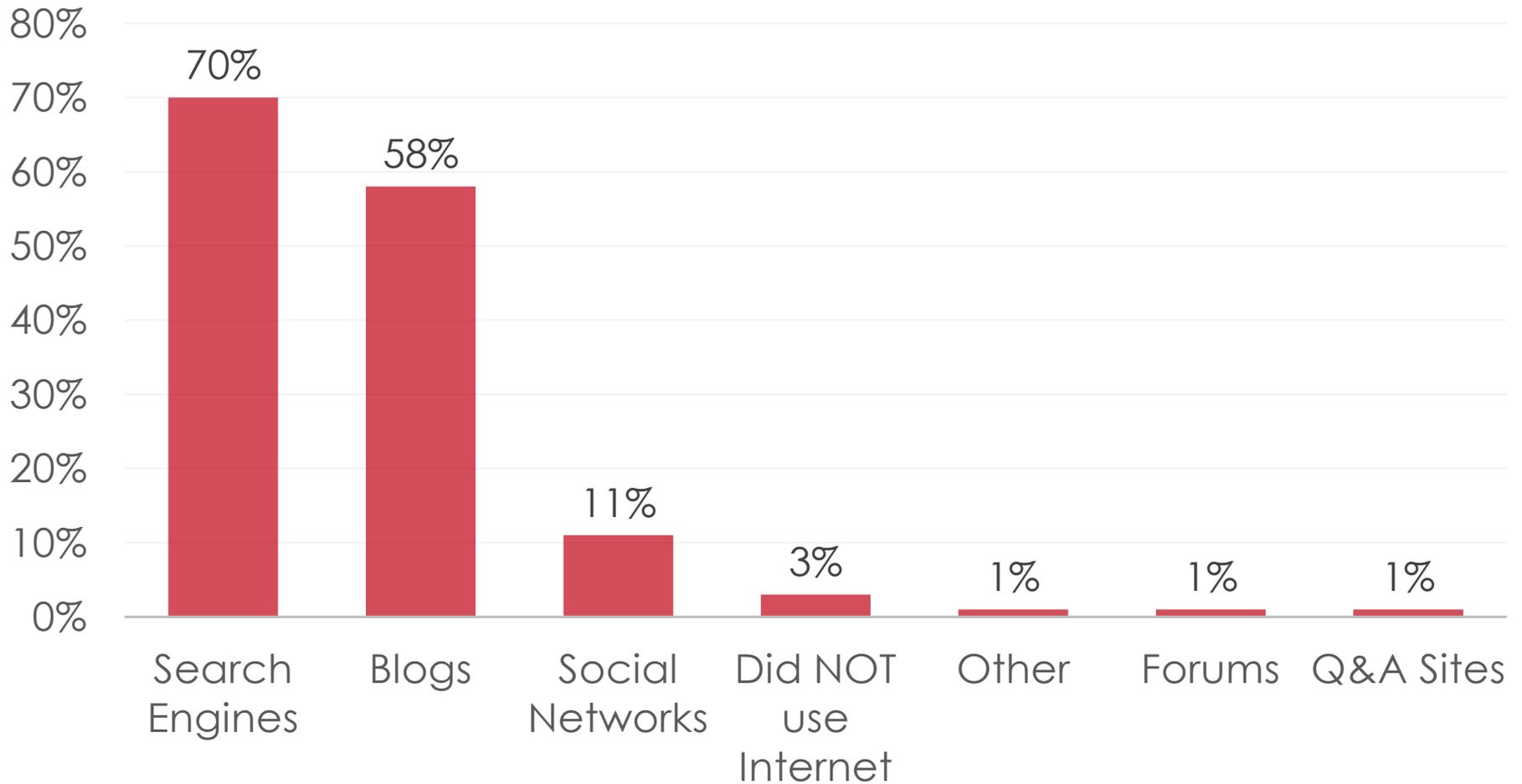
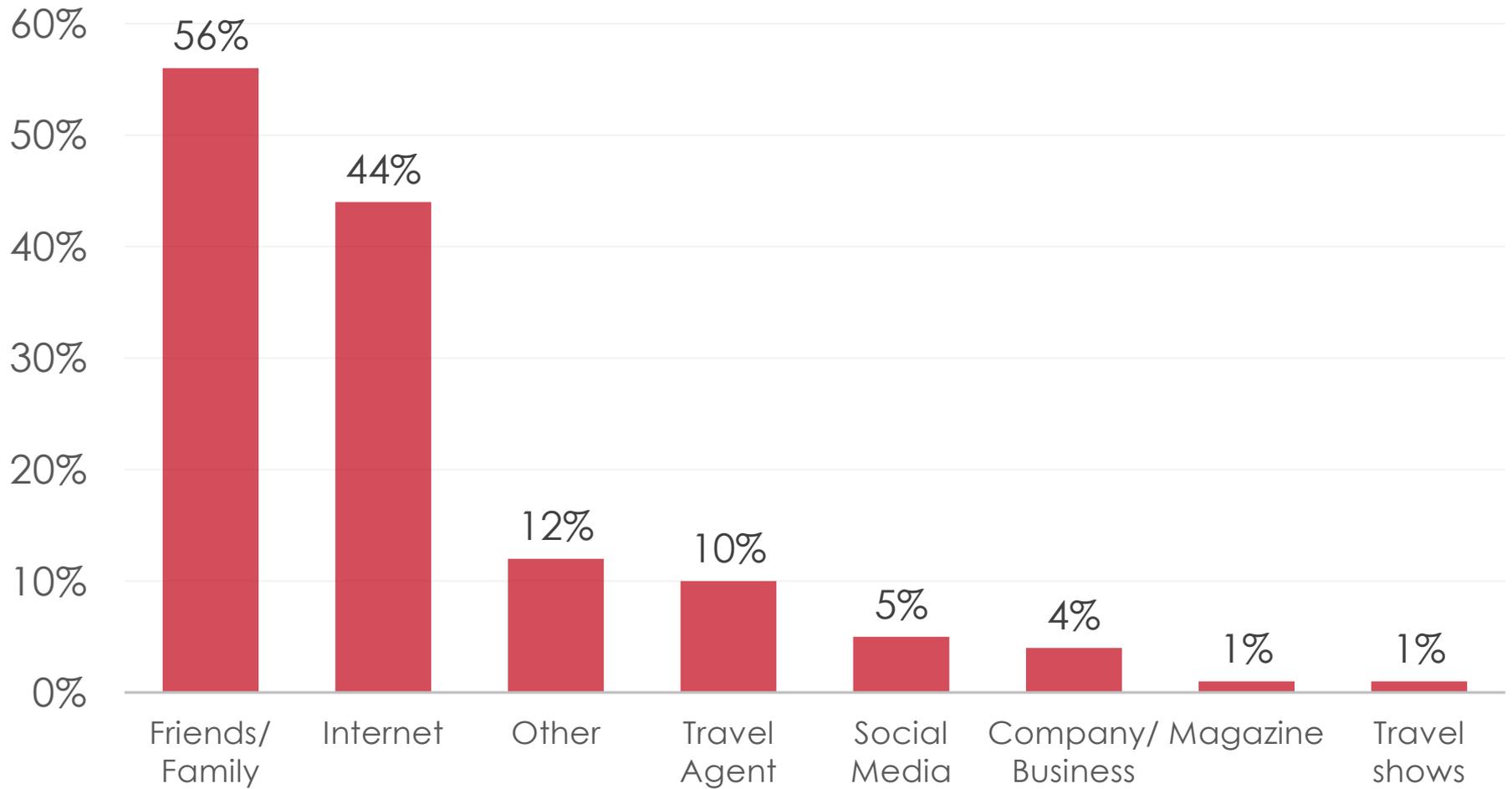# INTERNET- SOURCES OF INFORMATION
Things to do on Guam

[A]
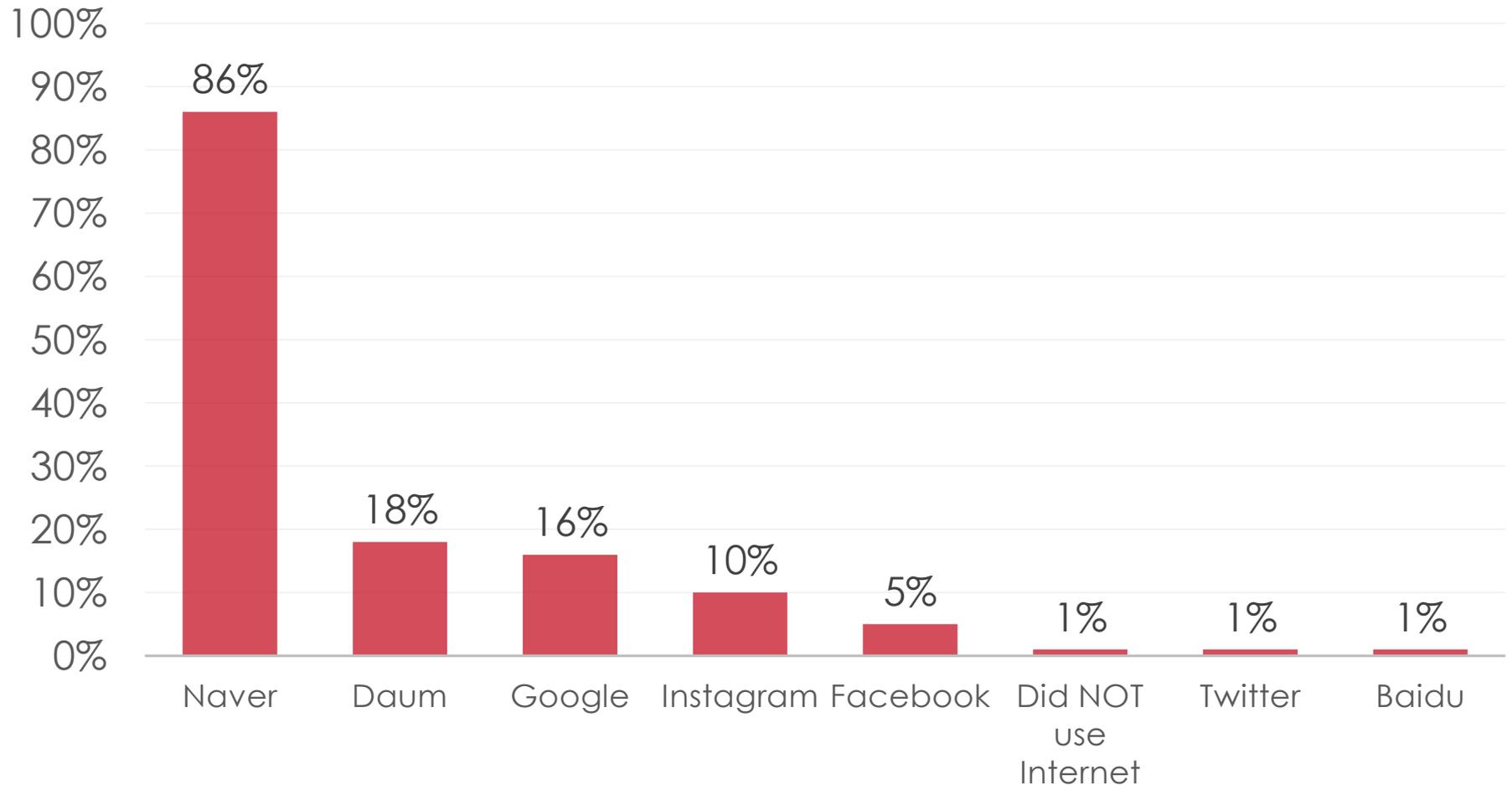
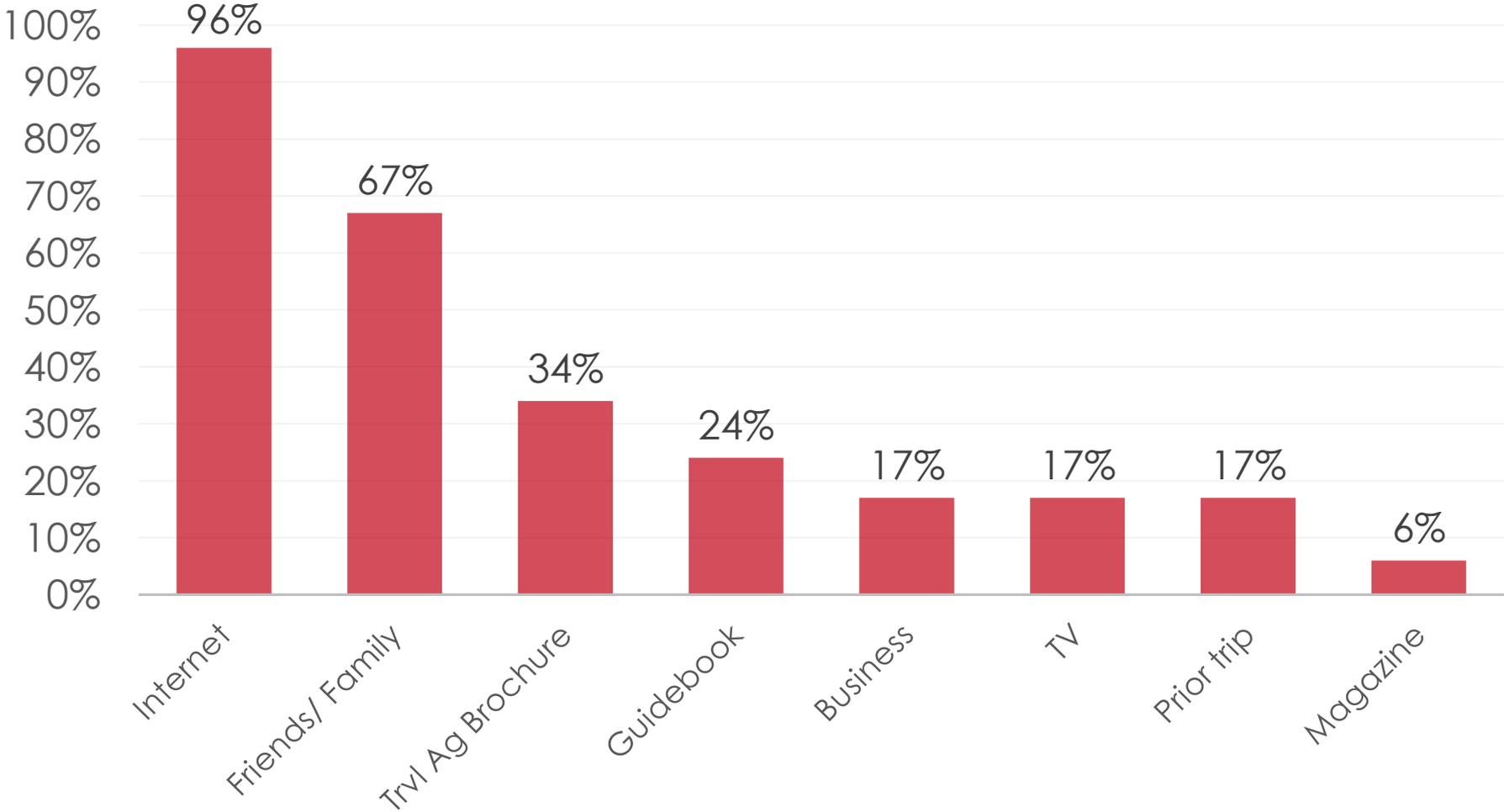# INTERNET- SOURCES OF INFORMATION GVB

[A]

TRAVEL MOTIVATION

[A]

PRE-ARRIVAL SOURCES OF INFOMATION

[A]

PRE-ARRIVAL SOURCES OF INFORMATION –
Key Segments
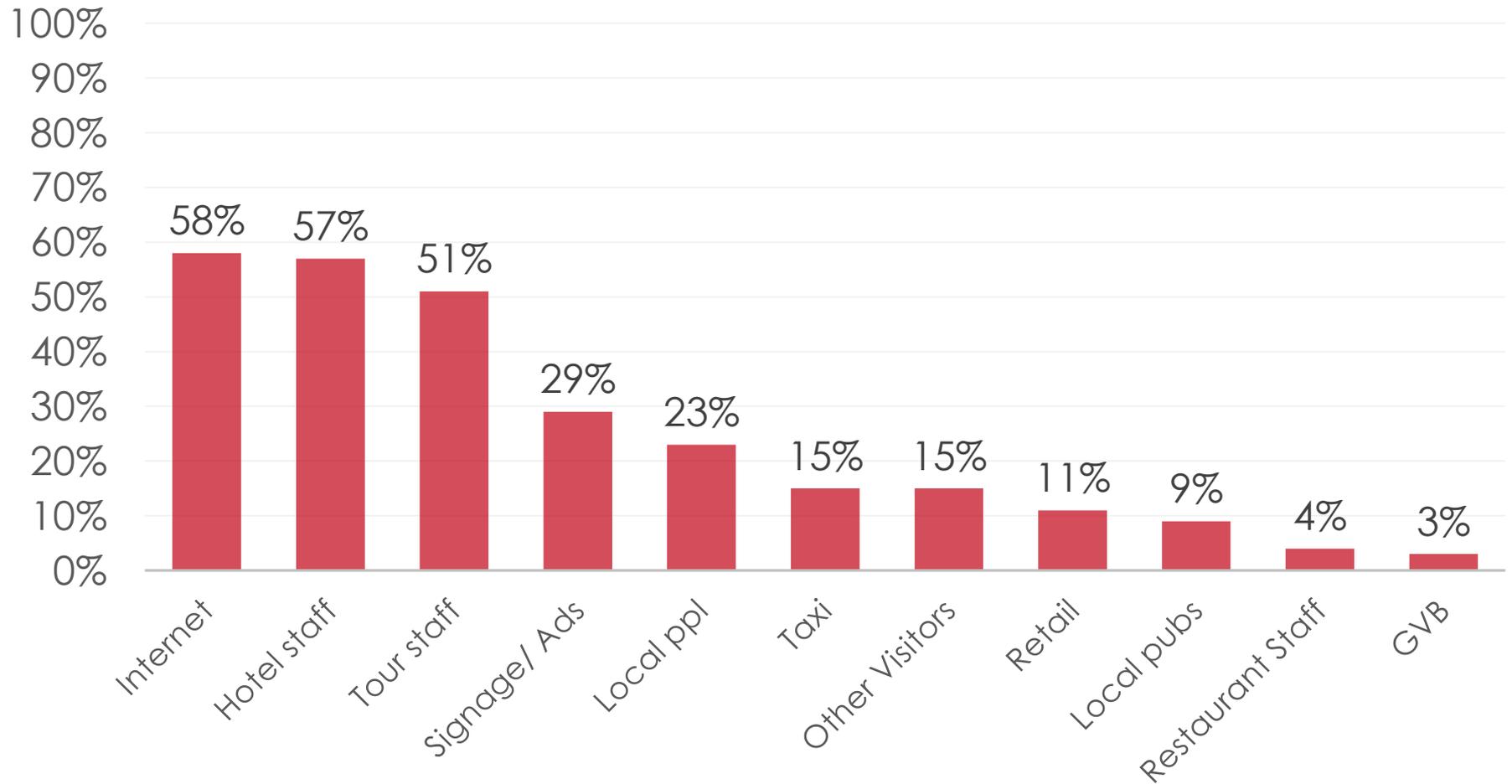
GUAM VISITORS BUREAU - EXIT SURVEY

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

		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
Q1	Internet	96%	96%	100%	94%	100%	96%	96%	100%	95%
	Friend/ Relative	67%	57%	36%	71%	50%	66%	65%	100%	50%
	Travel Agent Brochure	34%	21%	82%	54%	100%	35%	37%	50%	18%
	Travel Guidebook-Bookstore	24%	40%	9%	31%	50%	24%	21%		11%
	Prior Trip	17%	26%	18%			17%	19%		97%
	Co-Worker/ Company Trvl Dept	17%	13%	27%	17%		17%	17%		2%
	TV	17%	19%	18%	11%		16%	16%	50%	16%
	Magazine (Consumer)	6%	4%	9%			6%	6%		5%
	GVB Office	4%	8%				4%	4%		5%
	Newspaper	4%	2%		3%		4%	4%		
	Travel Trade Show	1%		9%			1%	1%		
	GVB Promo	1%			3%		1%	1%		
	Consumer Trvl Show	1%					1%	1%		
	Radio	0%	2%				0%	0%		
	Total	345	53	11	35	2	310	272	2	62

Prepared by QMark Research

[A]

ONISLE
SOURCES OF INFOMATION

[A]

ON-ISLE
SOURCES OF INFORMATION –
Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

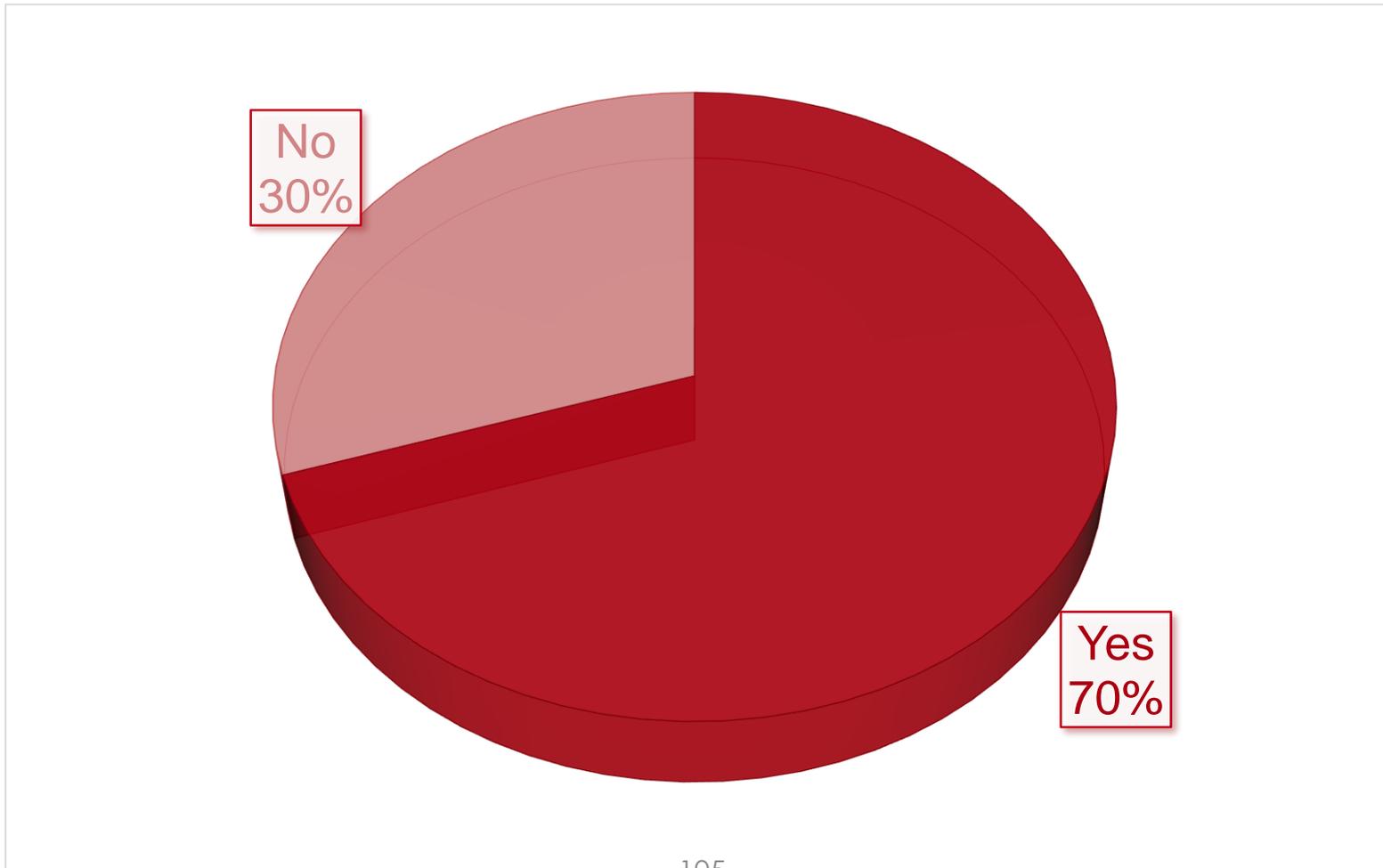**Q2 Please select the top 3 sources of information you used to find out about Guam while you were here.**

		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
Q2	Internet	58%	73%	60%	74%	50%	58%	58%		65%
	Hotel Staff	57%	54%	50%	49%		59%	57%		62%
	Tour Staff	51%	12%	90%	46%	100%	53%	50%	50%	35%
	Signs/ Advertisement	29%	25%		14%		29%	29%	50%	27%
	Local Ppl	23%	19%		20%		23%	22%		20%
	Other Visitors	15%	23%	20%	17%		14%	16%	50%	22%
	Taxi Driver	15%	17%	10%	17%	50%	15%	15%		17%
	Retail Staff	11%	13%	20%	11%	50%	11%	11%		10%
	Local Publication	9%	13%	30%	11%		10%	9%		12%
	Other	6%	8%		9%	50%	5%	4%		7%
	Restaurant Staff	4%	6%				4%	4%		3%
	GVB	3%	6%	20%	3%		3%	3%	50%	2%
	Visitor Channel	2%	2%		3%		2%	2%		5%
	Total	340	52	10	35	2	306	270	2	60

Prepared by QMark Research
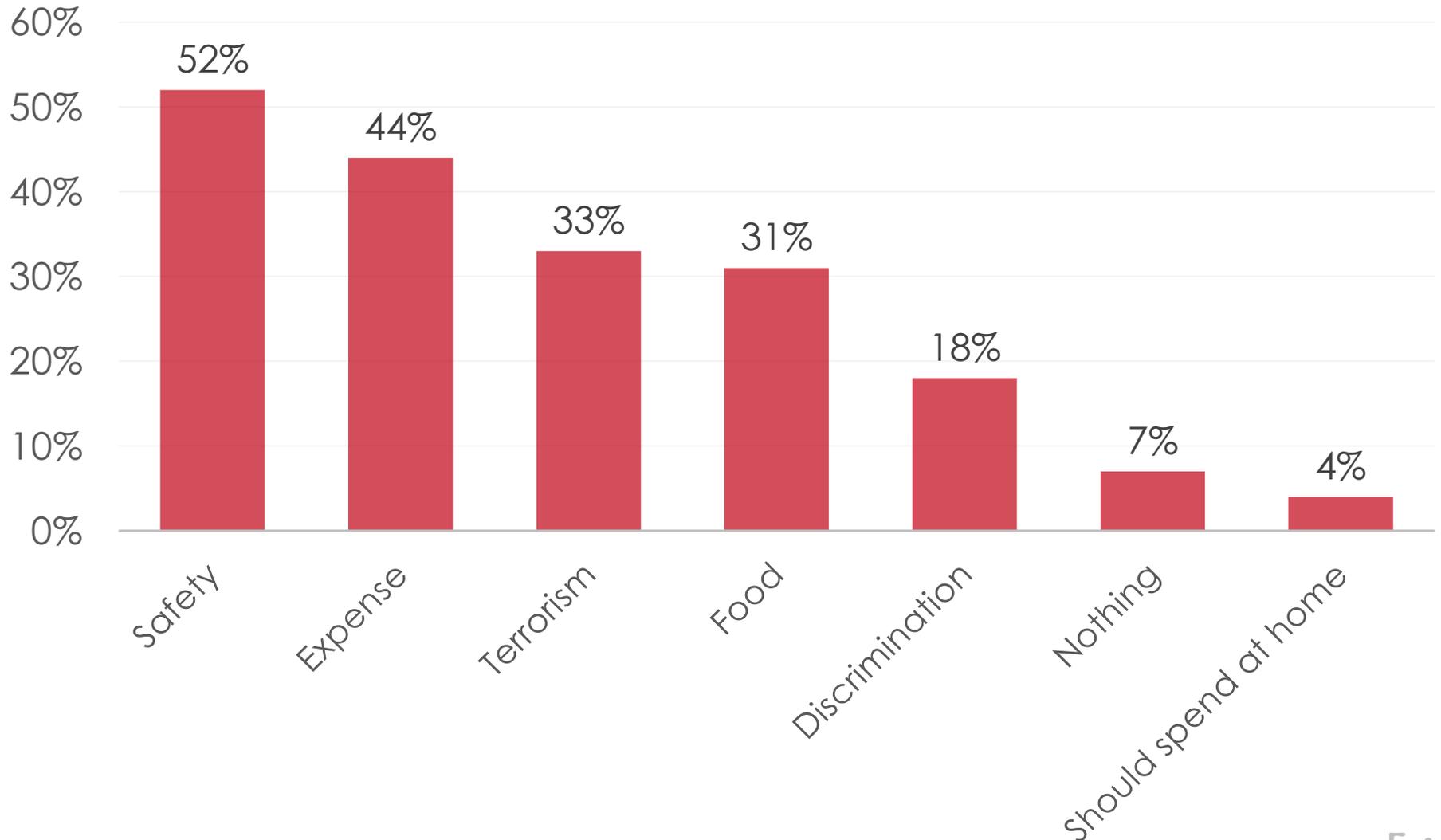
[A]

SECTION 6
FUTURE TRAVEL TO GUAM

[A]

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

No
30%

Yes
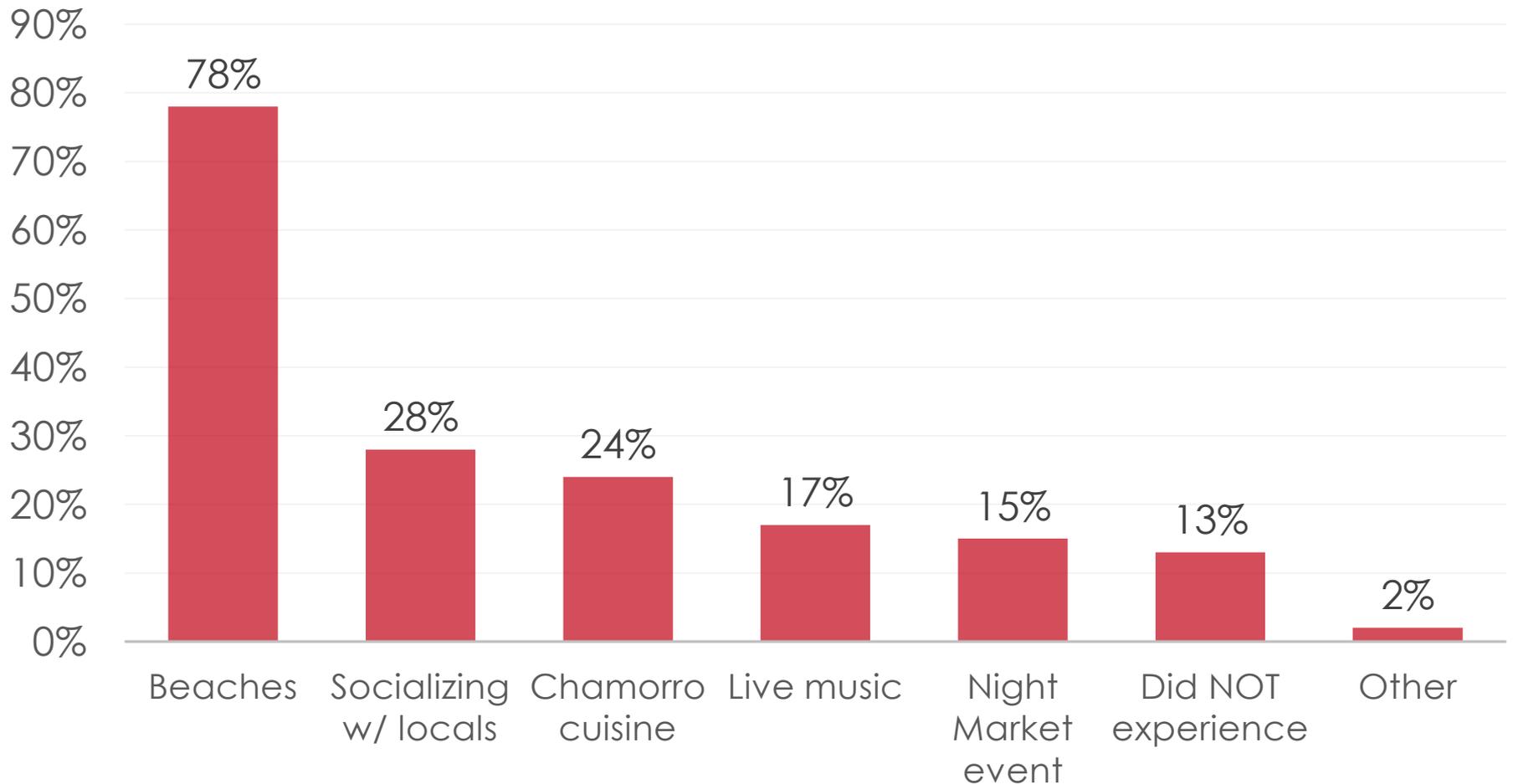70%

[A]

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

Bar chart showing:
- Nothing: 94%
- Flight schedule: 1%
- More time: 4%
- Budget/Money: 2%
- Less restrictions-Pkg: 1%
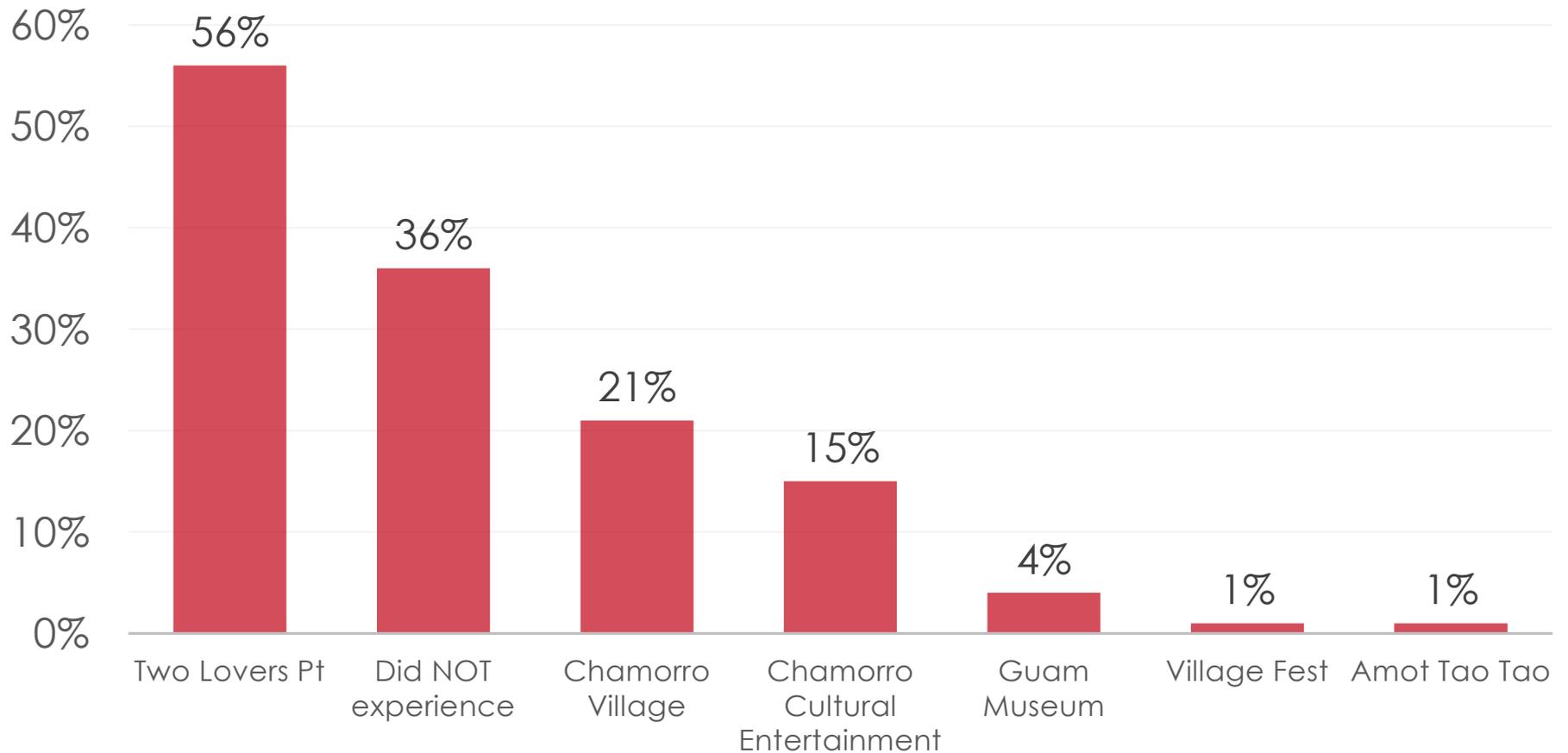- More things to do: 1%
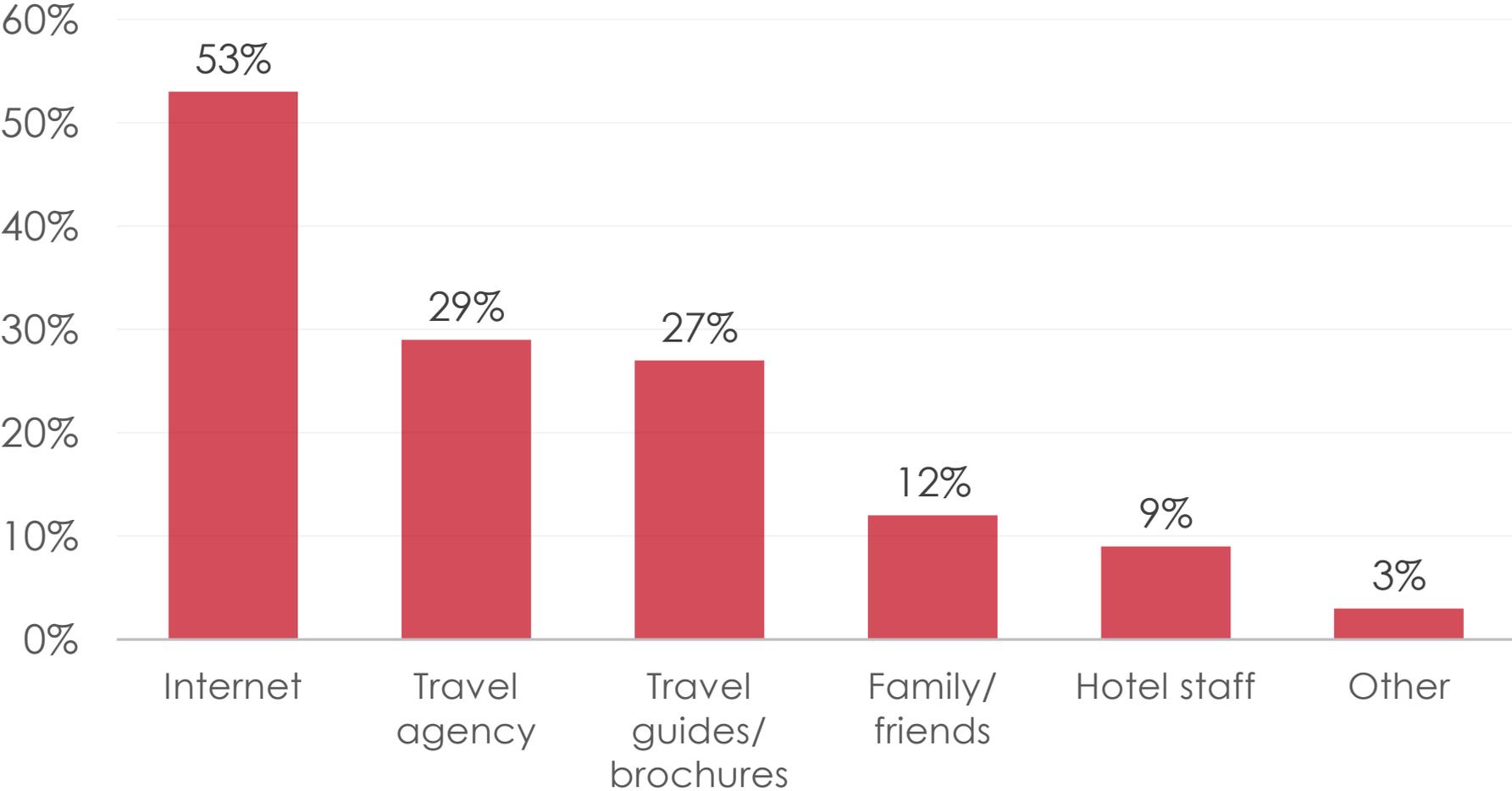
[A]
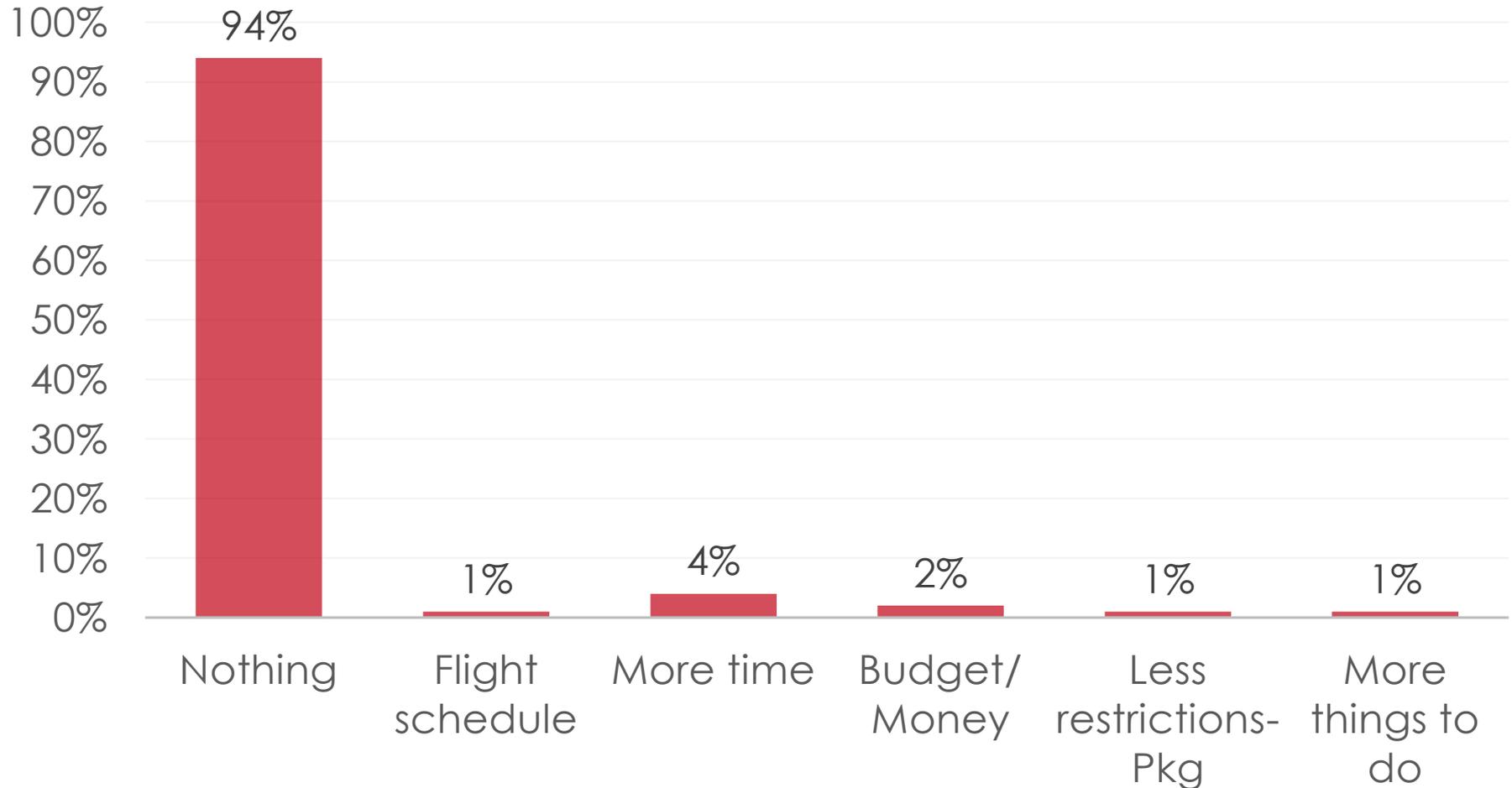
SECTION 7
GUAM CULTURE

EXPERIENCED-CHAMORRO/ HAFA ADAI SPIRIT

[A]

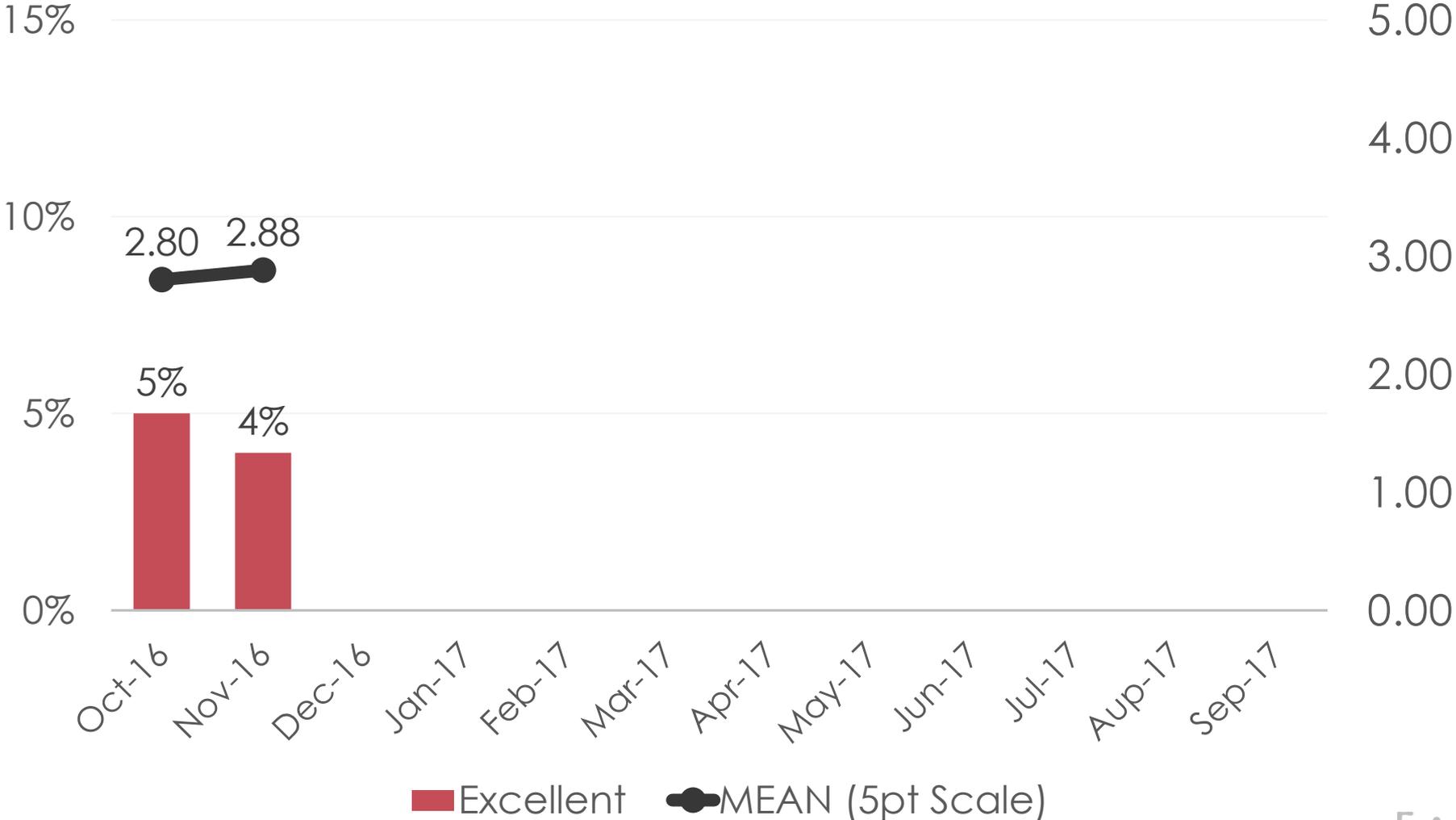# EXPERIENCED-
OTHER CULTURAL ACTIVITY/EVENTS

[A]

SOURCES OF INFORMATION-CULTURAL ACTIVITY/EVENTS

SATISFACTION-CULTURAL ACTIVITY/EVENTS

15%

10%

5%

0%

5.00

4.00

3.00

2.00

1.00

0.00

2.80   2.88

5%

4%

Oct-16   Nov-16   Dec-16   Jan-17   Feb-17   Mar-17   Apr-17   May-17   Jun-17   Jul-17   Aup-17   Sep-17

■ Excellent   ●—MEAN (5pt Scale)

[A]

OBSTACLES-
CULTURAL ACTIVITY/EVENTS

[A]
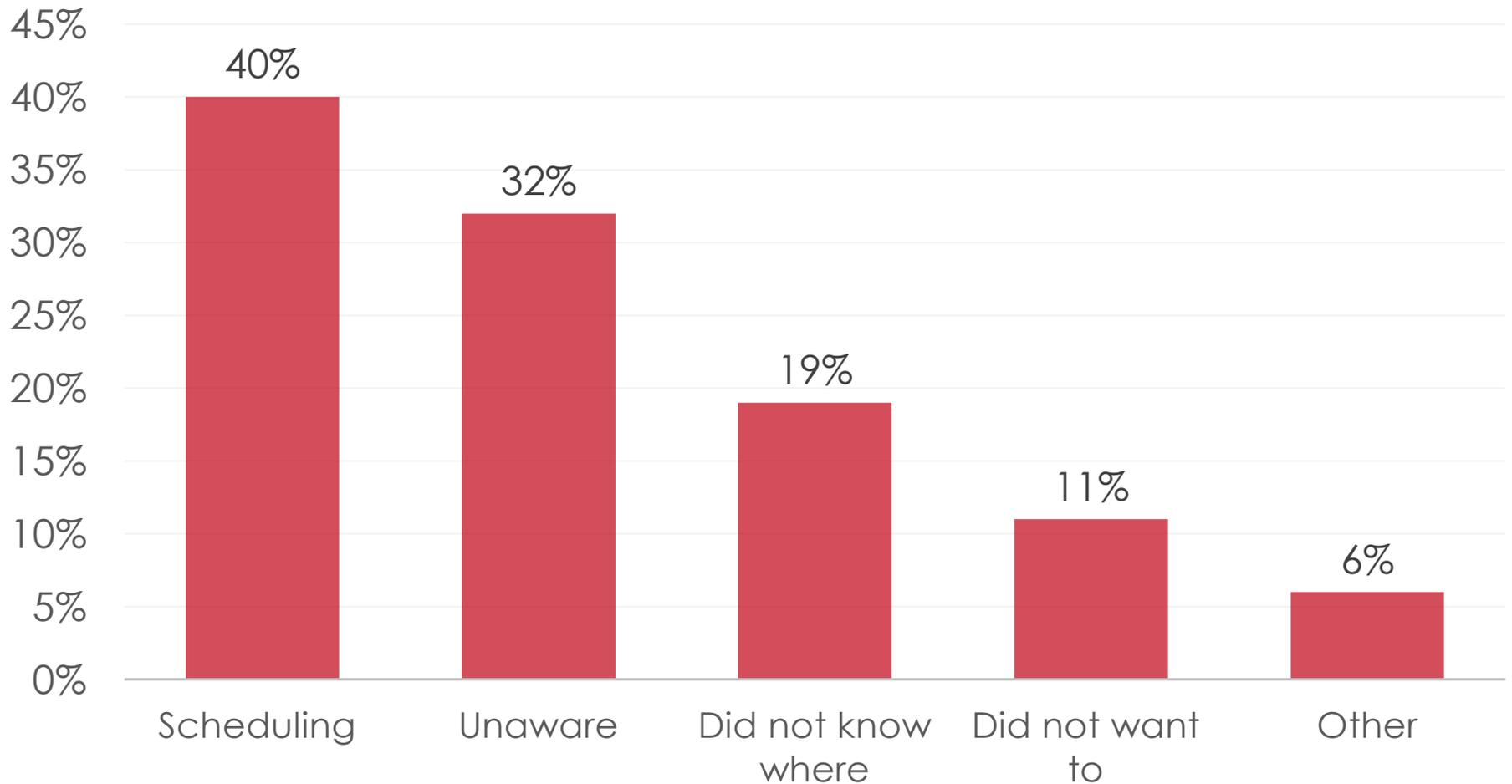
SECTION 7
ADVANCED STATISTICS

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.

[A]

Drivers- Overall Satisfaction

Comparison of Drivers of Overall Satisfaction, Oct, Nov 2016, and Overall Oct-Nov 2016			
Drivers:	Oct-16 rank	**Nov-16** **rank**	Combined Oct-Nov 2016 rank
Quality & Cleanliness of beaches & parks	3	**3**	3
Ease of getting around			7
Safety walking around at night	7		
Quality of daytime tours			
Variety of daytime tours			
Quality of nighttime tours			
Variety of nighttime tours			
Quality of shopping			8
Variety of shopping	6		
Price of things on Guam			
Quality of hotel accommodations	4	**4**	4
Quality/cleanliness of air, sky			
Quality/cleanliness of parks	1		1
Quality of landscape in Tumon		**2**	5
Quality of landscape in Guam			
Quality of ground handler	5		6
Quality/cleanliness of transportation vehicles	2	**1**	2
% of Per Person On Island Expenditures Accounted For	64.0%	**61.8%**	62.2%
NOTE: Only significant drivers are included.			

[A]

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by four significant factors in the November 2016 Period. By rank order they are:

  - **Quality/cleanliness of transportation vehicles,**
  - **Quality of landscape in Guam,**
  - **Quality & cleanliness of beaches & parks, and**
  - **Quality of hotel accommodations.**

- With all four factors the overall r^2 is .618 meaning that **61.8% of overall satisfaction is accounted for by these factors.**

[A]

Drivers – On-Isle Expenditures

Comparison of Drivers of Per Person On Isle Expenditure, Oct, Nov 2016, and Overall Oct-Nov 2016			
Drivers:	Oct-65 rank	**Nov-16 rank**	Combined Oct-Nov 2065 rank
Quality & Cleanliness of beaches & parks	1		
Ease of getting around		**2**	1
Safety walking around at night			
Quality of daytime tours			
Variety of daytime tours			
Quality of nighttime tours			
Variety of nighttime tours			5
Quality of shopping		**3**	3
Variety of shopping			
Price of things on Guam		**1**	2
Quality of hotel accommodations			
Quality/cleanliness of air, sky			
Quality/cleanliness of parks			
Quality of landscape in Tumon			
Quality of landscape in Guam			
Quality of ground handler	2		4
Quality/cleanliness of transportation vehicles			
% of Per Person On Island Expenditures Accounted For	5.9%	**7.2%**	5.0%
NOTE: Only significant drivers are included.			

[A]

Drivers of On-Isle Expenditures

- **Per Person On Island Expenditure** of Korean visitors on Guam is driven by three significant factors in the November 2016 period. By rank order they are:
  - **Price of things on Guam,**
  - **Ease of getting around, and**
  - **Quality of shopping.**
- With these factors the overall r^2 is .072 meaning that **7.2% of per person on island expenditure is accounted for by these factors.**

[A]