

# Guam Visitors Bureau

## Korean Visitor Tracker Exit Profile & Market Segmentation Report

FY2017

OCTOBER 2016

Prepared by: Anthology Research

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**GUAM  
VISITORS  
BUREAU**  
SETBISION BISITAN GUAHAN



GUAM

# Background and Methodology

- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese 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.

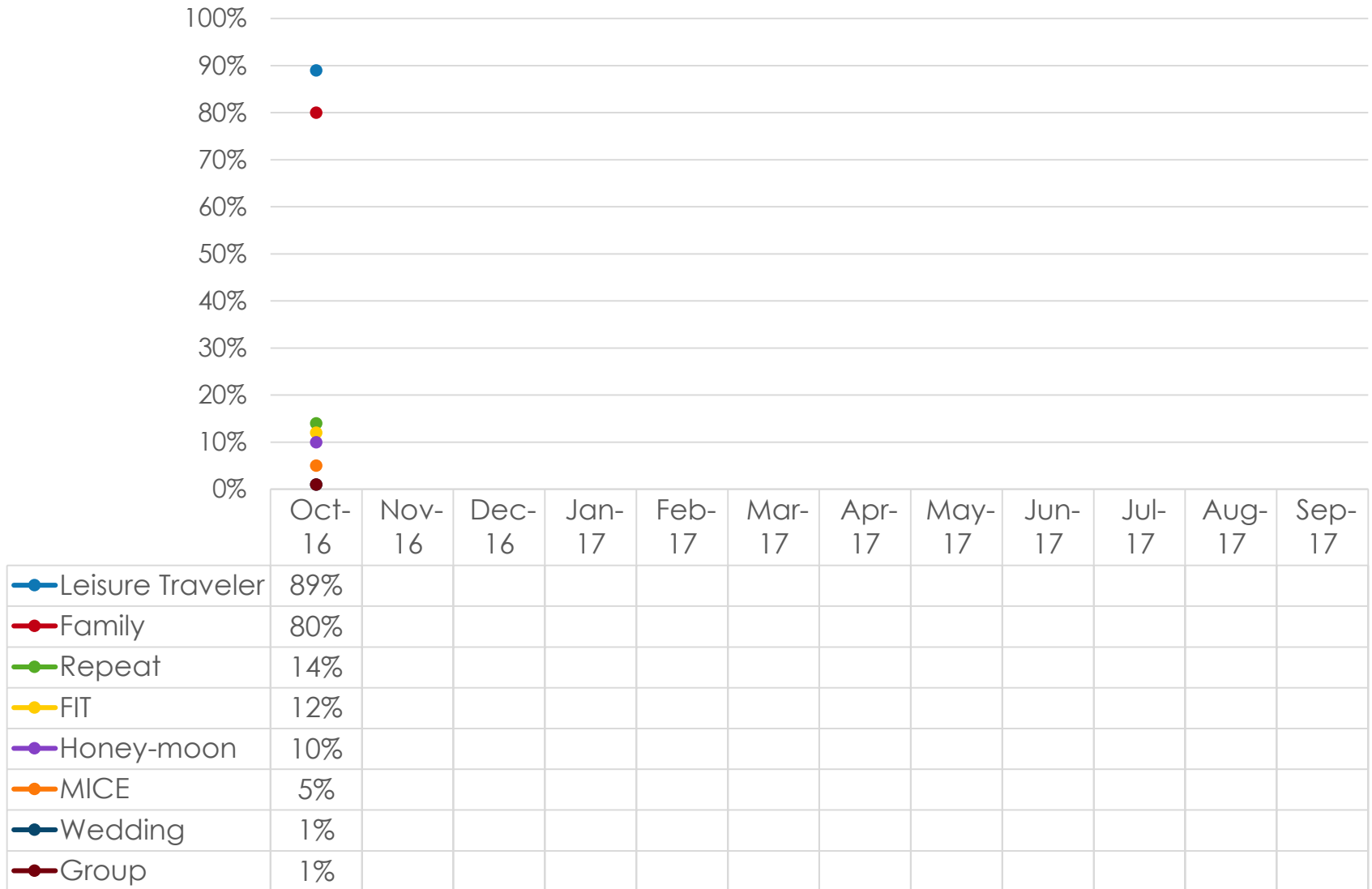
# Objectives

- 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.

# 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

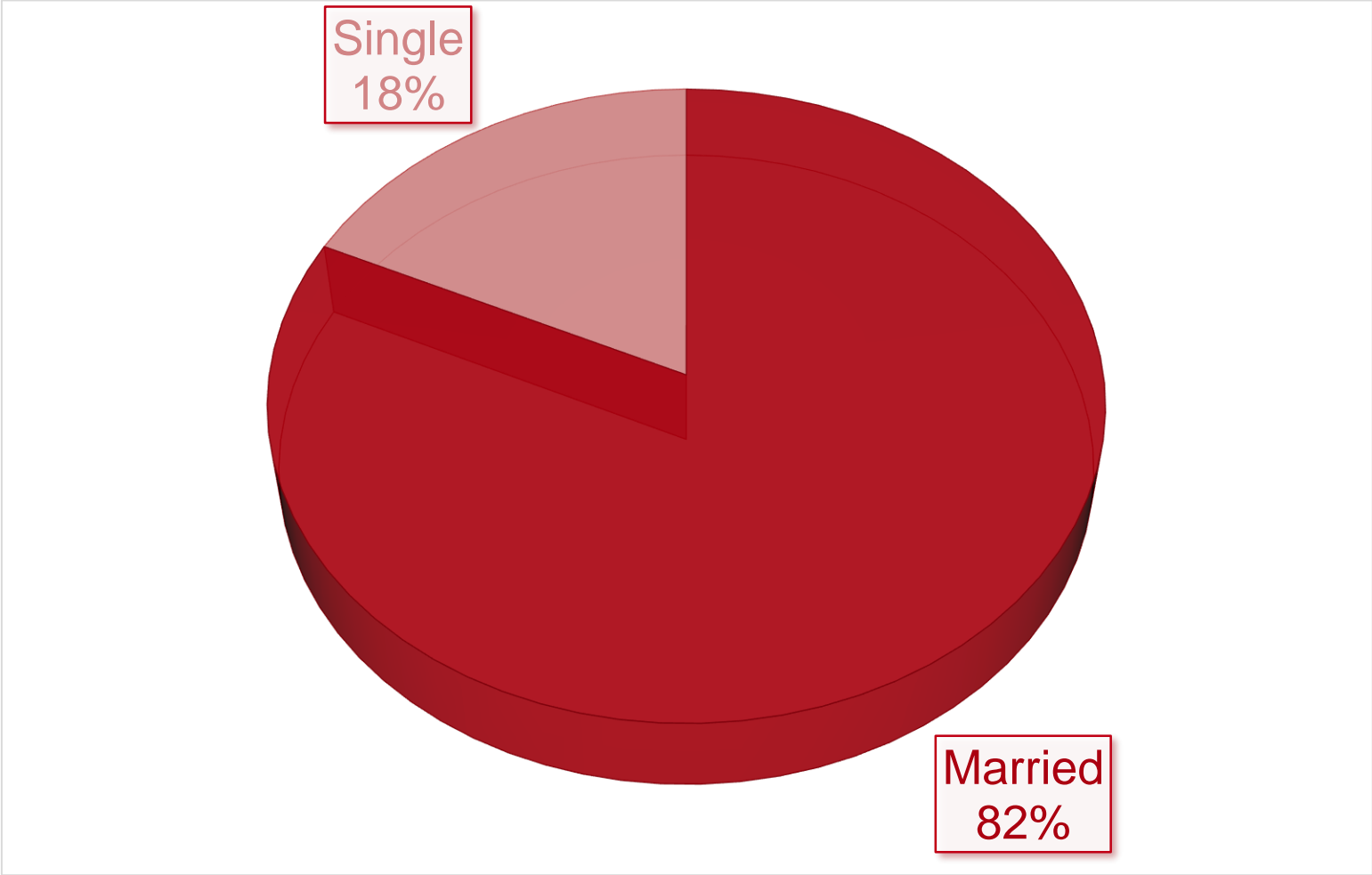
# Key Highlighted Segments



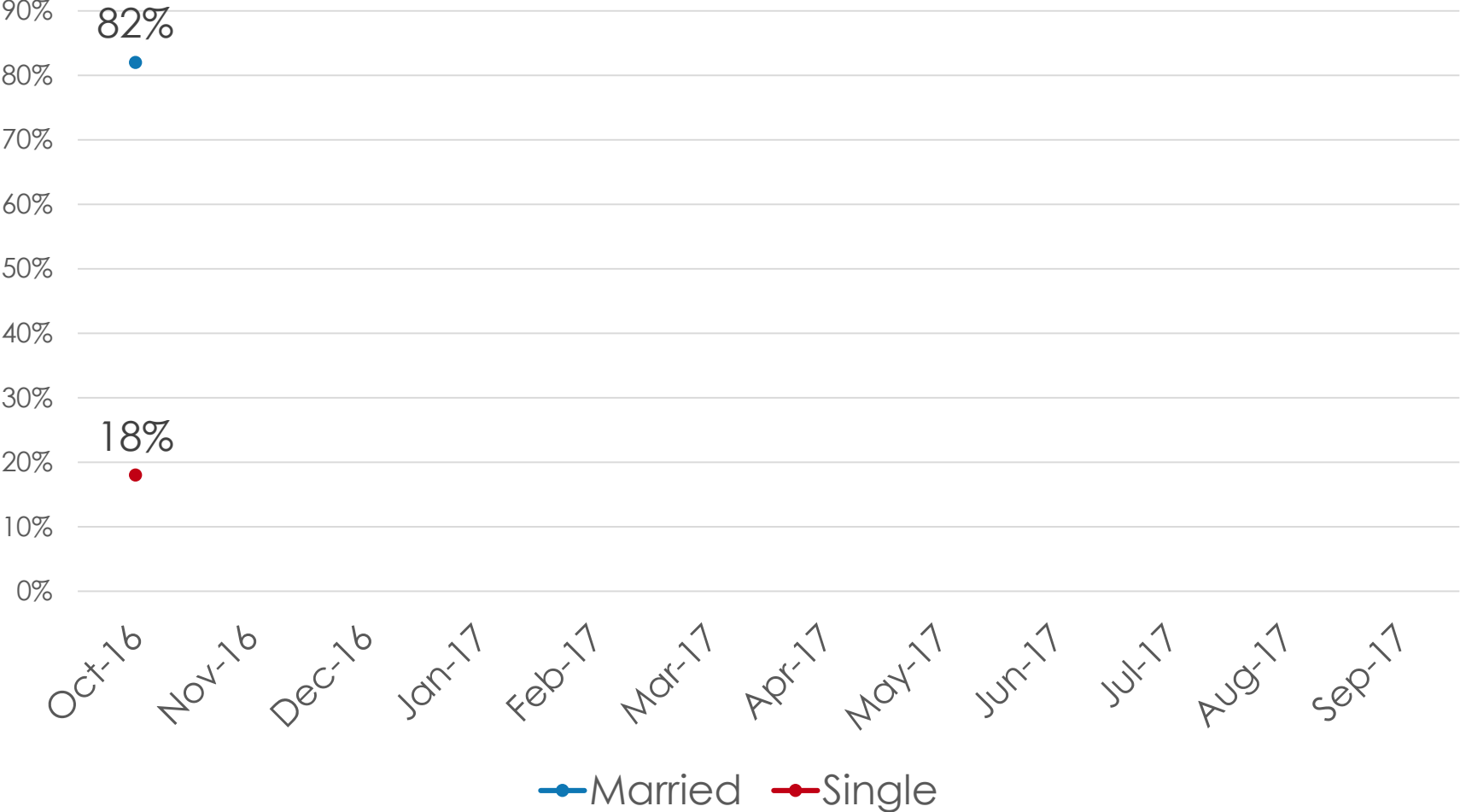
# SECTION 1

# PROFILE OF RESPONDENTS

# Marital Status



# Marital status – FY2017 Tracking





# Marital status – Key Segments

## GUAM VISITORS BUREAU - EXIT SURVEY

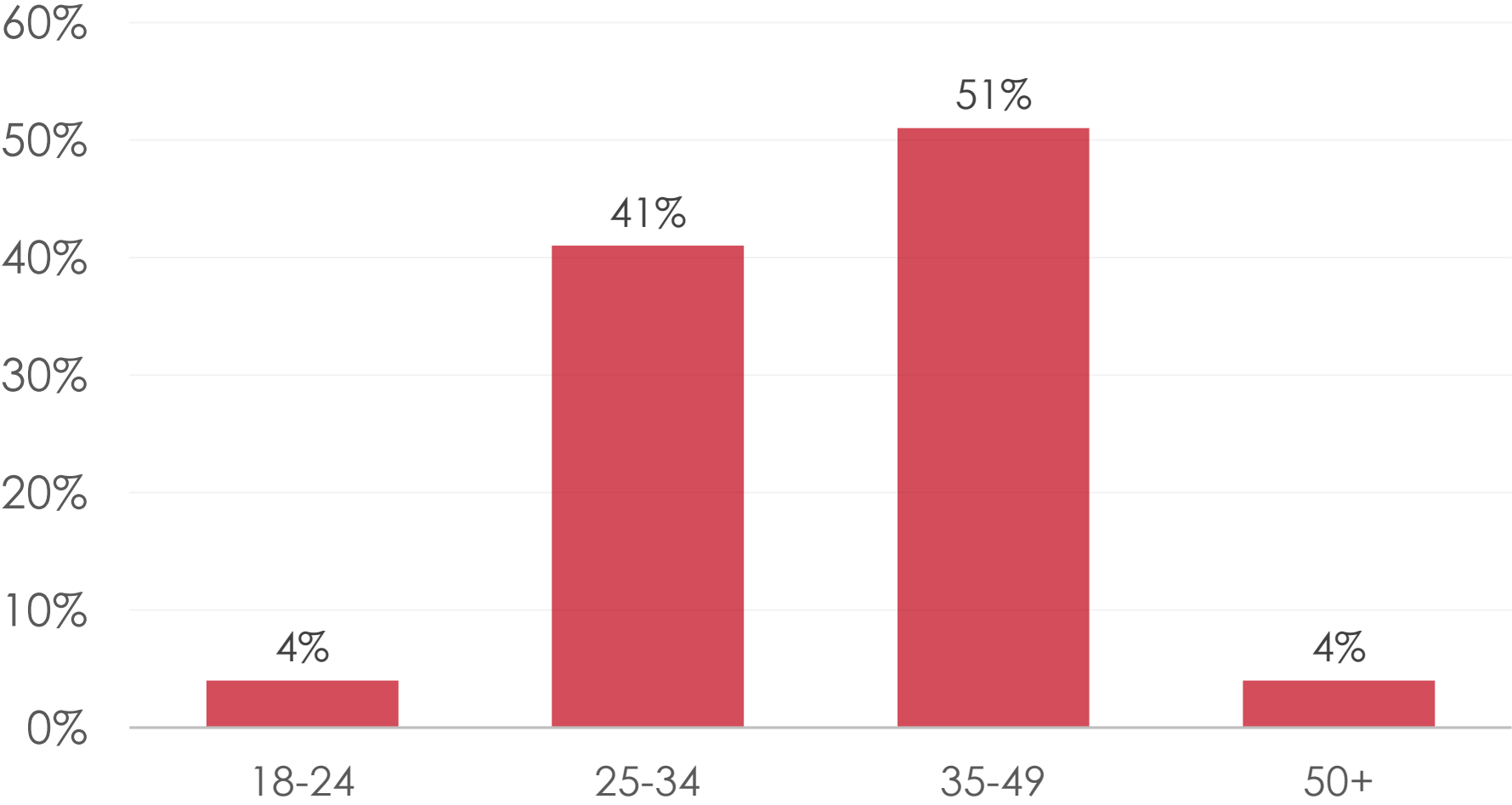
### QE Are you married or single?

		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
QE	Married	82%	63%	75%	100%	100%	83%	97%	100%	79%
	Single	18%	37%	25%			17%	3%		21%
	Total	352	41	16	36	3	308	277	2	48

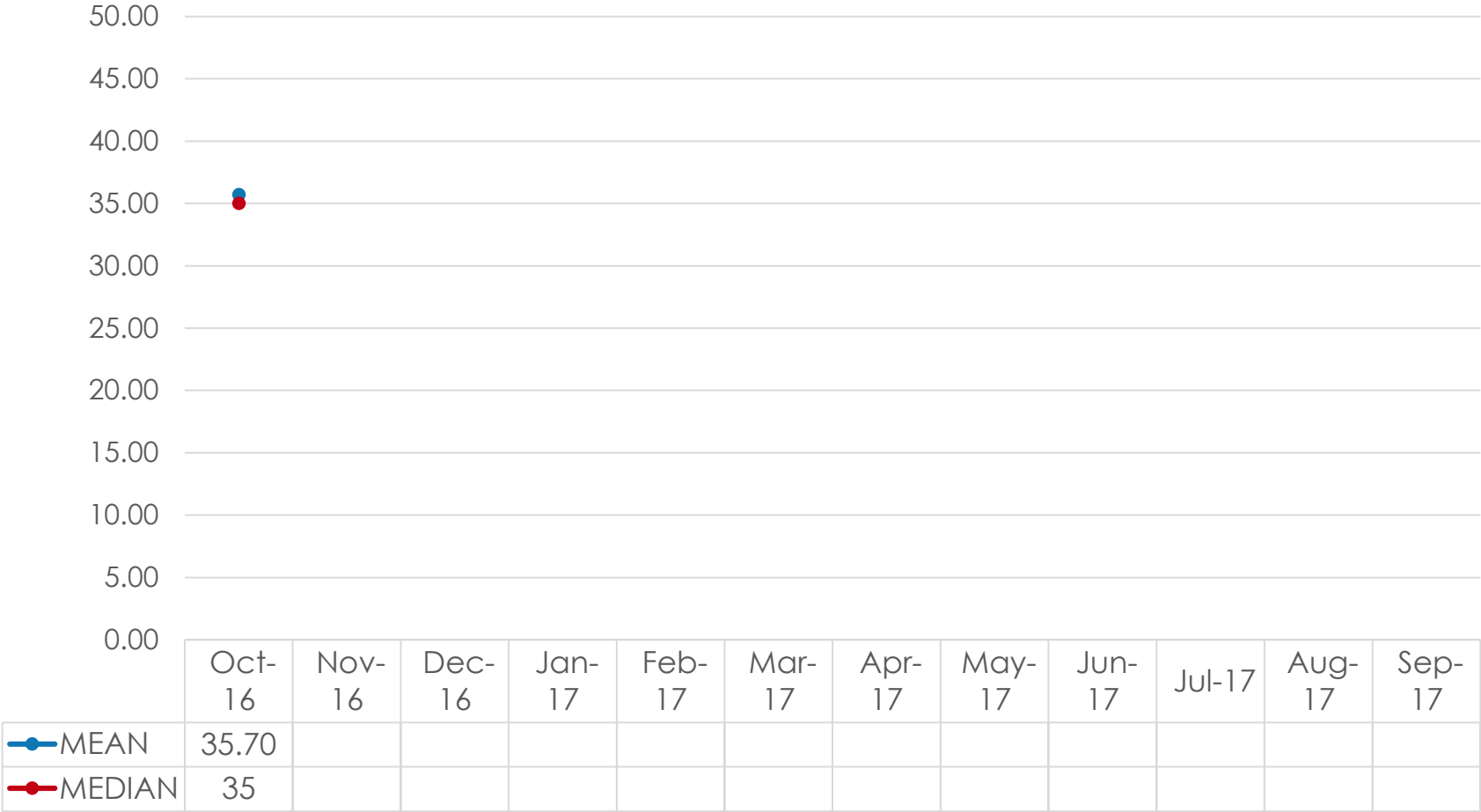
Prepared by QMark Research

# Age

MEAN = 35.70  
MEDIAN = 35



# Age – FY2017 Tracking



# Age – Key Segments

## GUAM VISITORS BUREAU - EXIT SURVEY

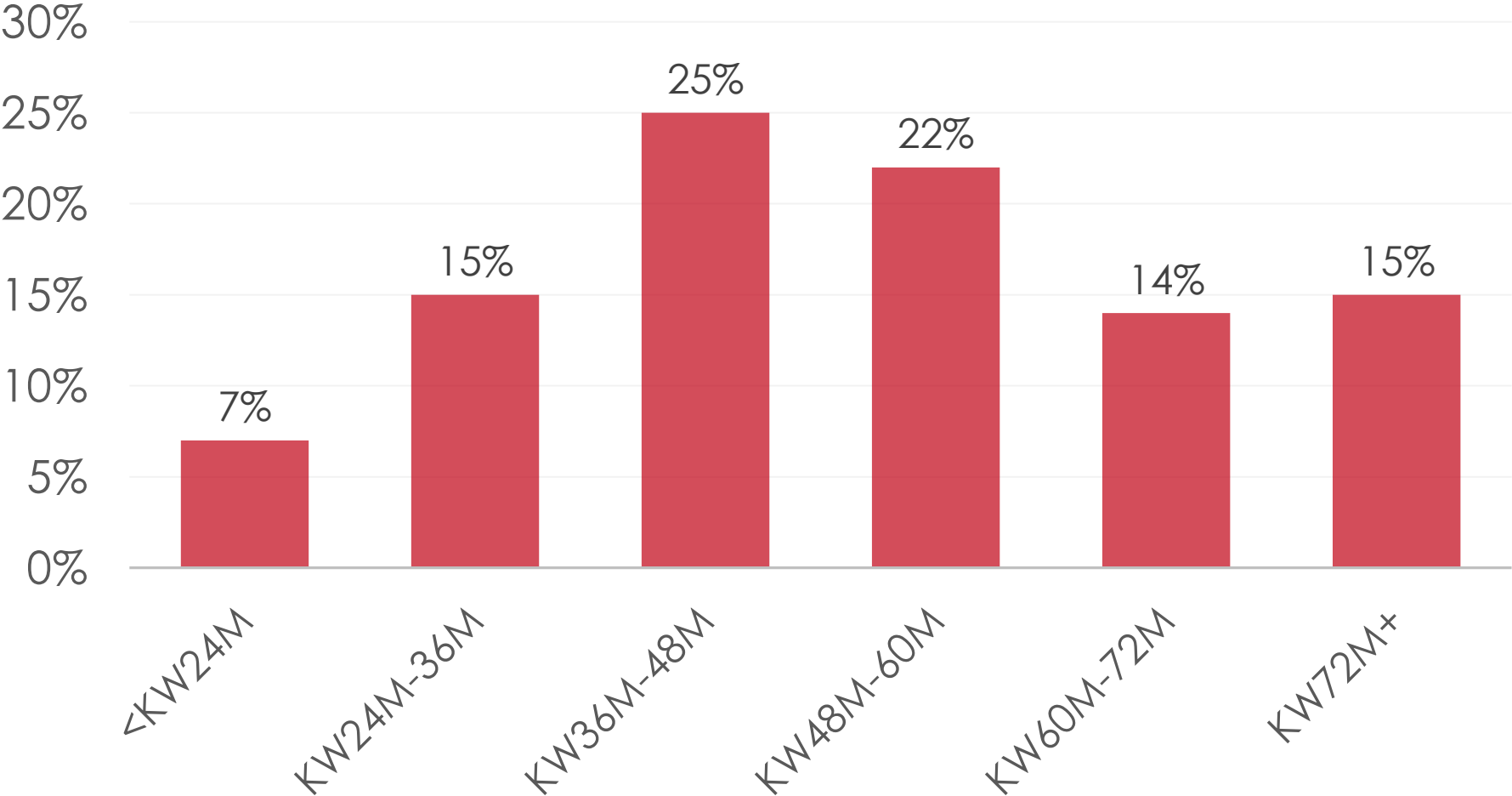
### QF And what was your age on your last birthday?

		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
QF	18-24	4%	5%	6%			3%	1%		4%
	25-34	41%	59%	31%	81%	33%	41%	36%		40%
	35-49	51%	32%	31%	19%	33%	51%	58%	100%	54%
	50+	4%	5%	31%		33%	5%	4%		2%
	Total	352	41	16	36	3	308	277	2	48
QF	Mean	35.70	33.34	41.31	31.14	40.33	35.79	36.85	37.50	36.25
	Median	35	31	46	30	38	35	37	38	37

Prepared by QMark Research

# Annual Household Income

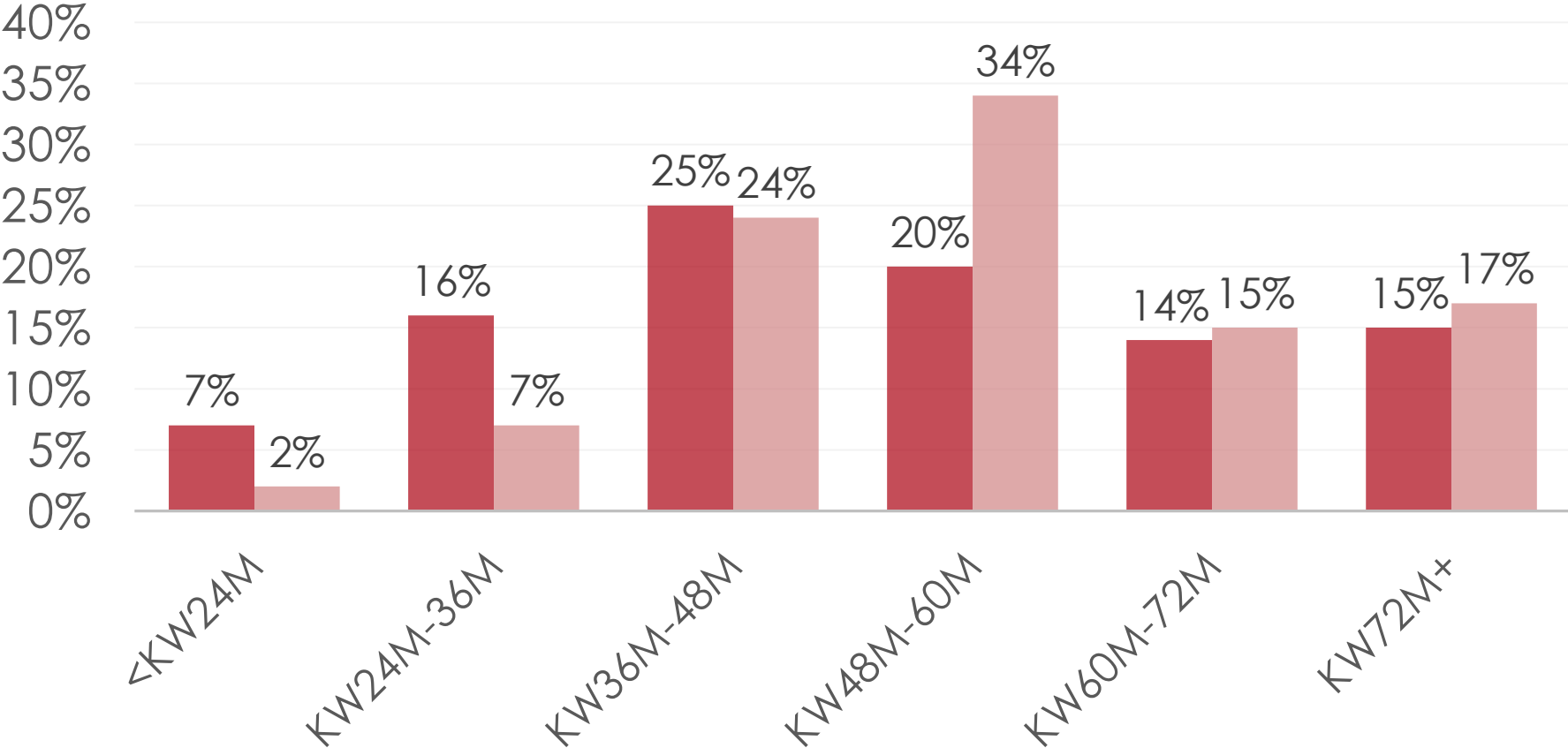
EXCHANGE RATE KW1,137.62=\$1



# Annual Household Income

EXCHANGE RATE KW1,137.62=\$1

■ 1st Time ■ Repeat



# Annual Household Income

## GUAM VISITORS BUREAU - EXIT SURVEY

### Q26 What is your approximate annual household income before taxes?

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
Q26	<KW12.0M	1%	1%	1%		1%	1%	
	KW12.0M-KW24.0M	6%	4%	8%	33%	10%	1%	
	KW24.0M-KW36.0M	15%	11%	19%	11%	28%	5%	
	KW36.0M-KW48.0M	25%	23%	27%	11%	34%	19%	8%
	KW48.0M-KW60.0M	22%	26%	19%		9%	35%	15%
	KW60.0M-KW72.0M	14%	16%	12%	22%	8%	19%	23%
	KW72.0M+	15%	19%	11%	11%	7%	19%	54%
	No Income	2%		4%	11%	2%	2%	
	Total	321	164	156	9	137	162	13

Prepared by QMark Research

# Annual Household Income – Key Segments

## GUAM VISITORS BUREAU - EXIT SURVEY

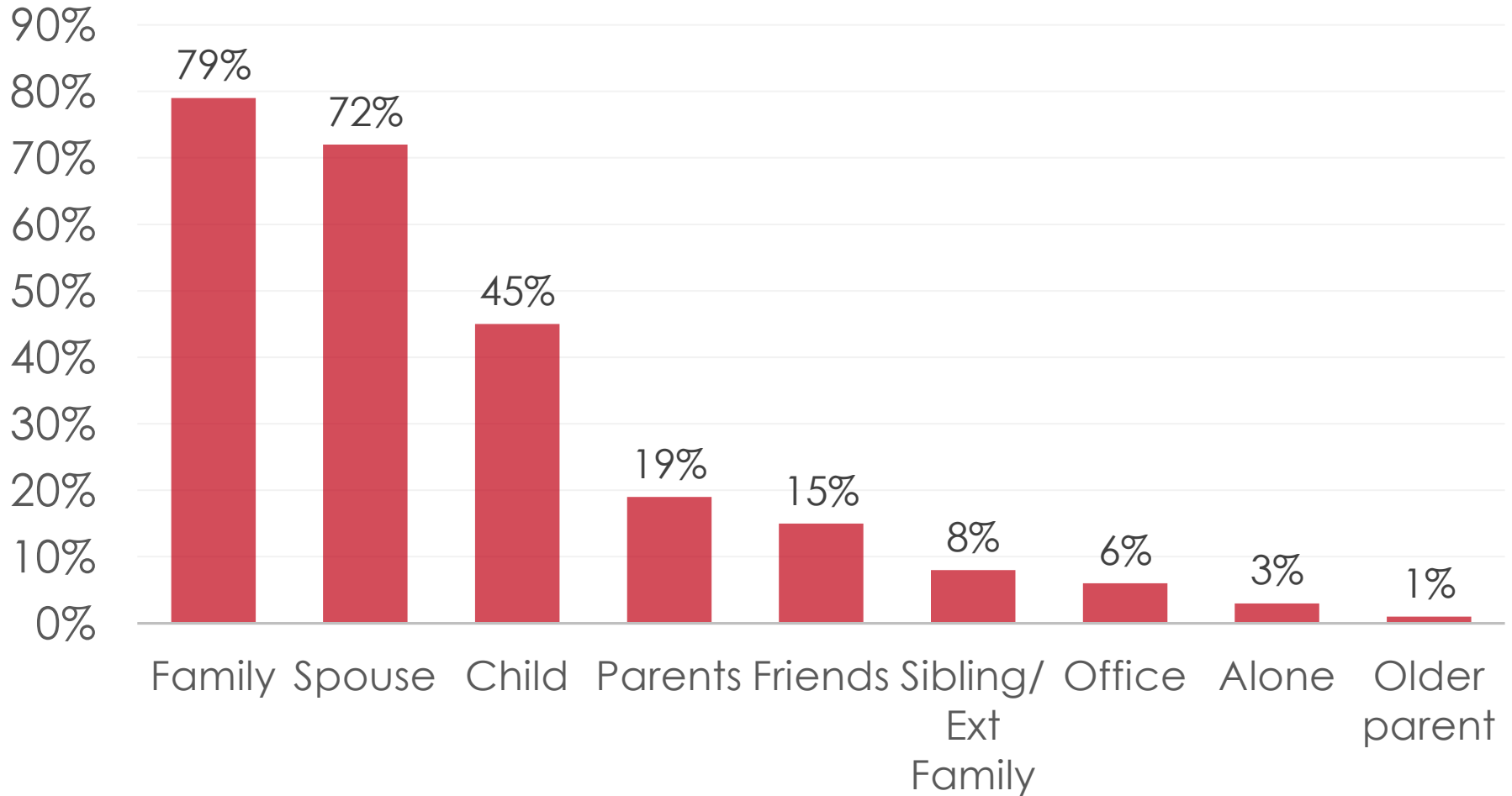
### Q26 What is your approximate annual household income before taxes?

		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
Q26	<KW12.0M	1%			3%		1%	1%		
	KW12.0M-KW24.0M	6%	6%		9%		6%	3%		2%
	KW24.0M-KW36.0M	15%	23%	13%	24%		15%	10%		7%
	KW36.0M-KW48.0M	25%	23%	7%	39%	50%	24%	27%		24%
	KW48.0M-KW60.0M	22%	14%	13%	6%		22%	26%		34%
	KW60.0M-KW72.0M	14%	17%	27%	9%		15%	15%		15%
	KW72.0M+	15%	17%	33%	6%	50%	14%	15%	100%	17%
	No Income	2%		7%	3%		2%	2%		
	Total	321	35	15	33	2	282	253	1	41

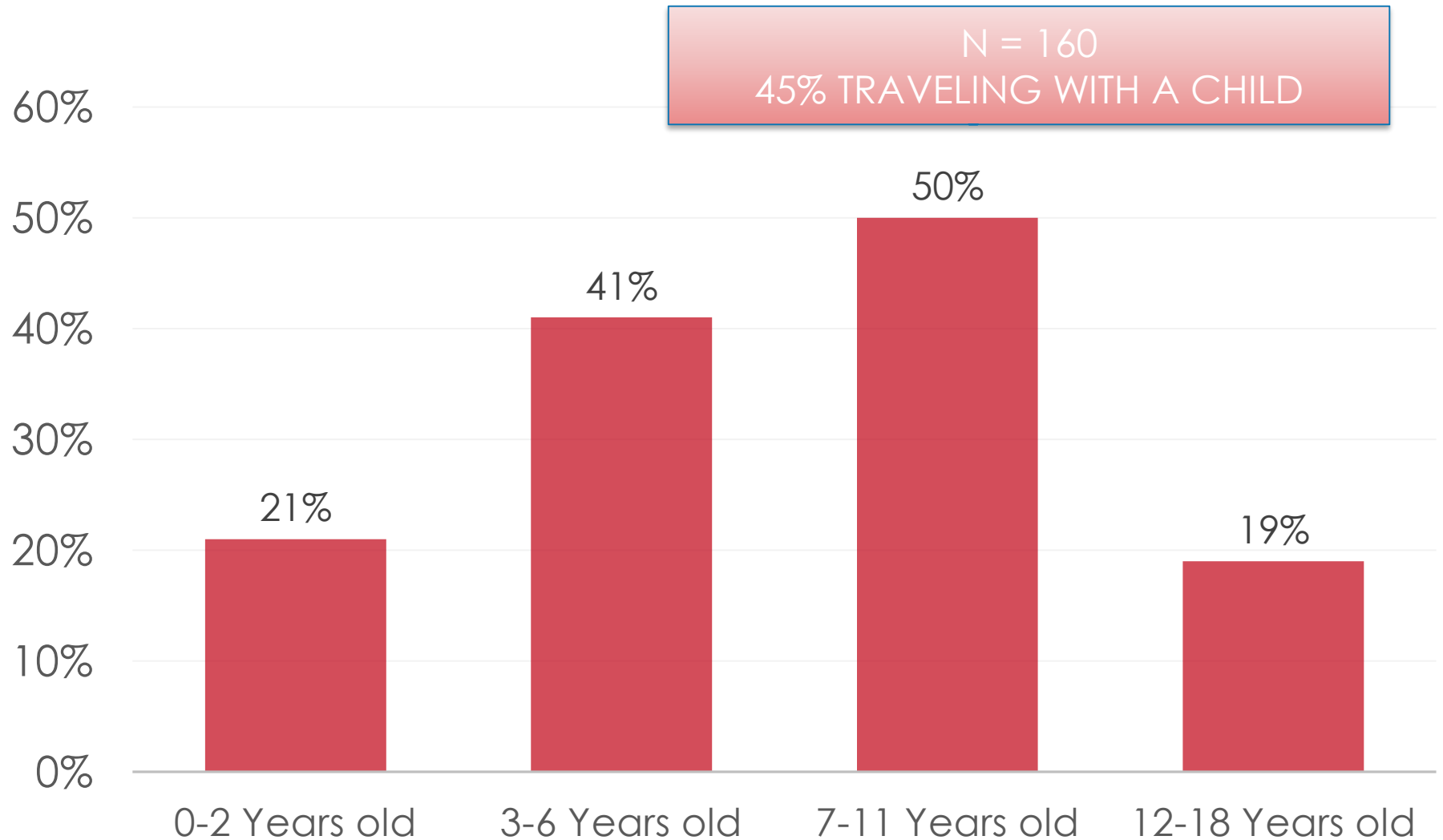
Prepared by QMark Research



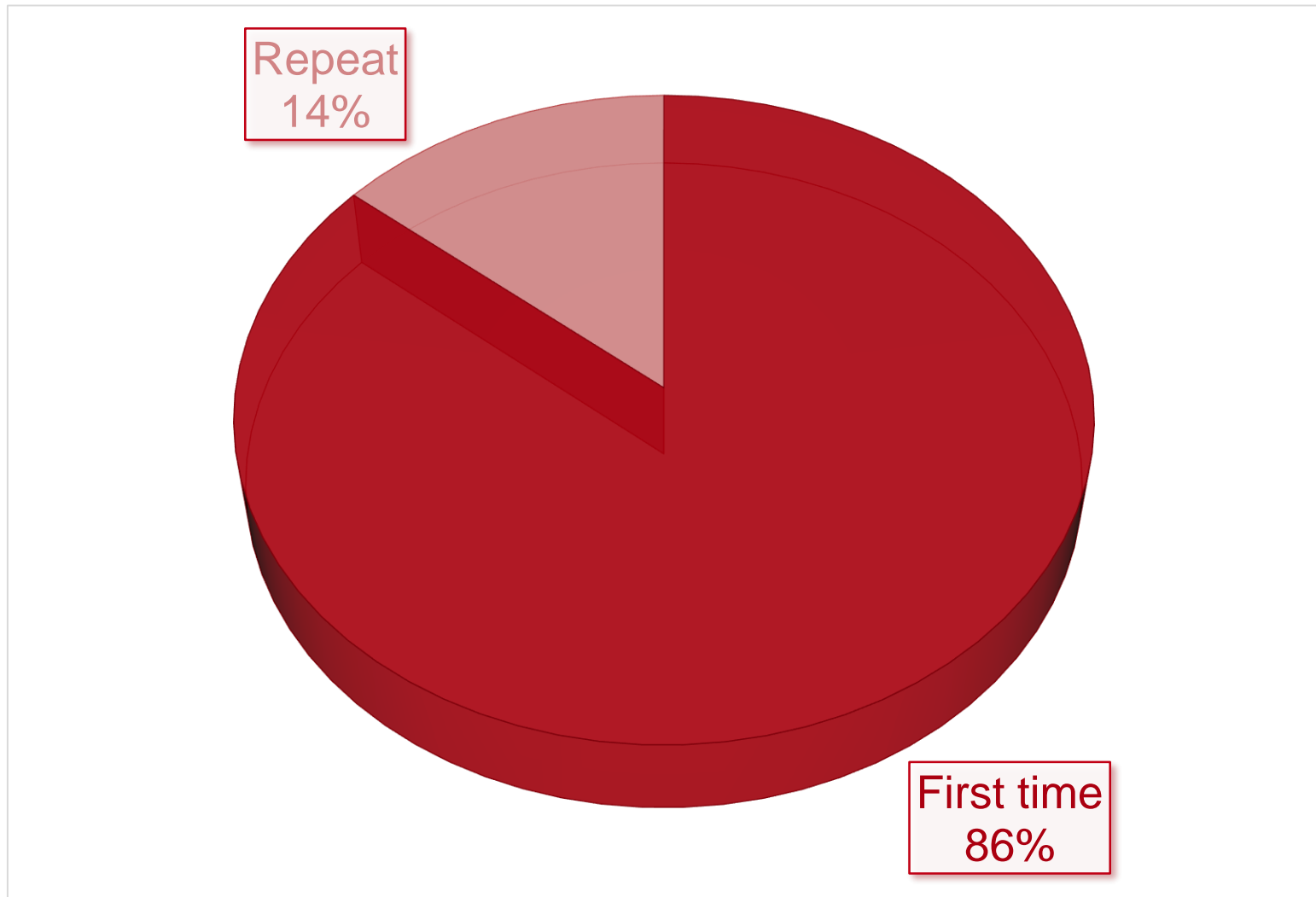
# Travel Party



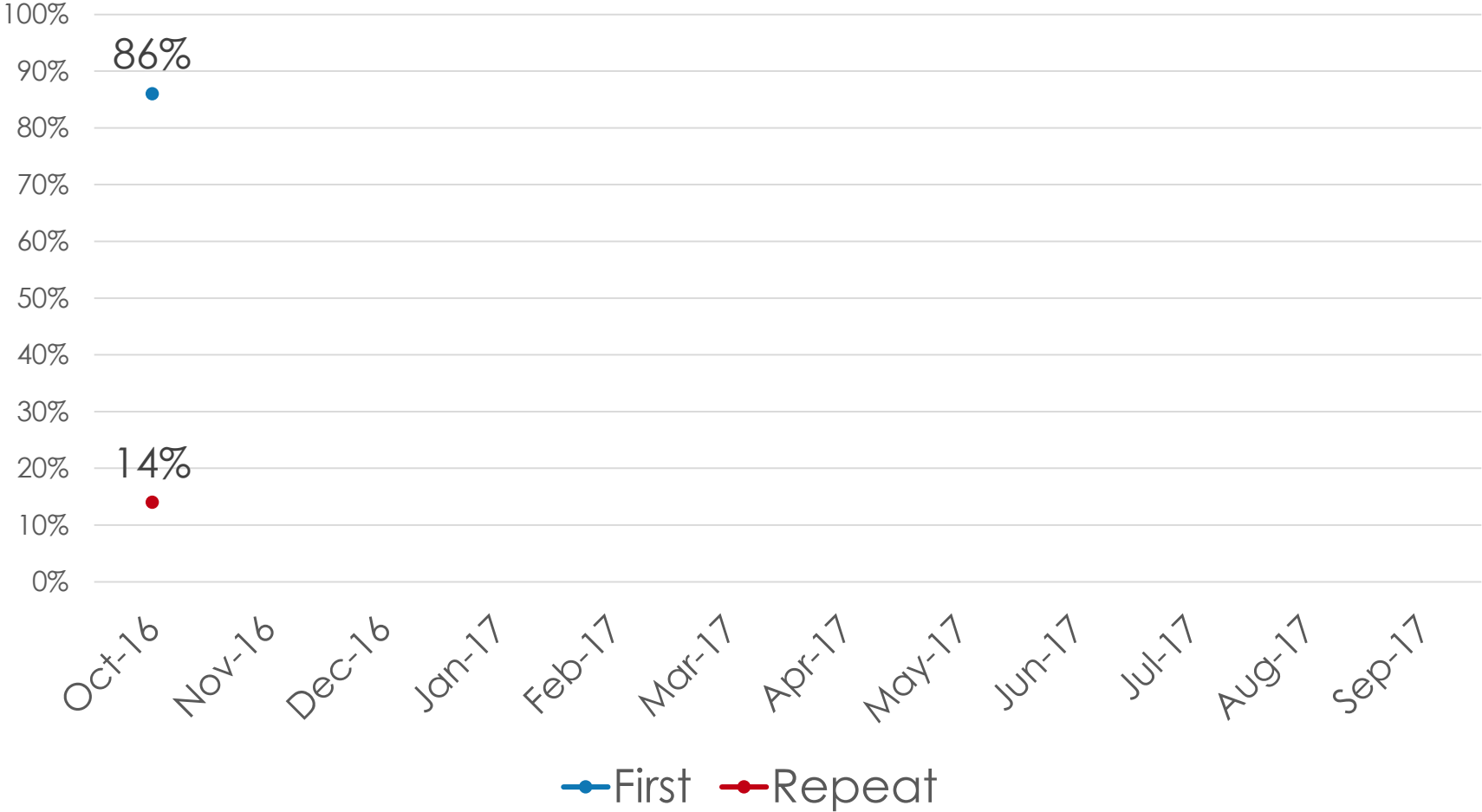
# Travel Party - Children



# Trips to Guam



# Trips to Guam – FY2017 Tracking



# Trips to Guam

## GUAM VISITORS BUREAU - EXIT SURVEY

### Q3A Is this your first trip to Guam?

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
GENDER	Male	50%	51%	45%
	Female	50%	49%	55%
	Total	351	304	47
AGE	18-24	4%	4%	4%
	25-34	41%	42%	40%
	35-49	51%	50%	54%
	50+	4%	5%	2%
	Total	352	304	48

Prepared by QMark Research

# Trips to Guam – Key Segments

## GUAM VISITORS BUREAU - EXIT SURVEY

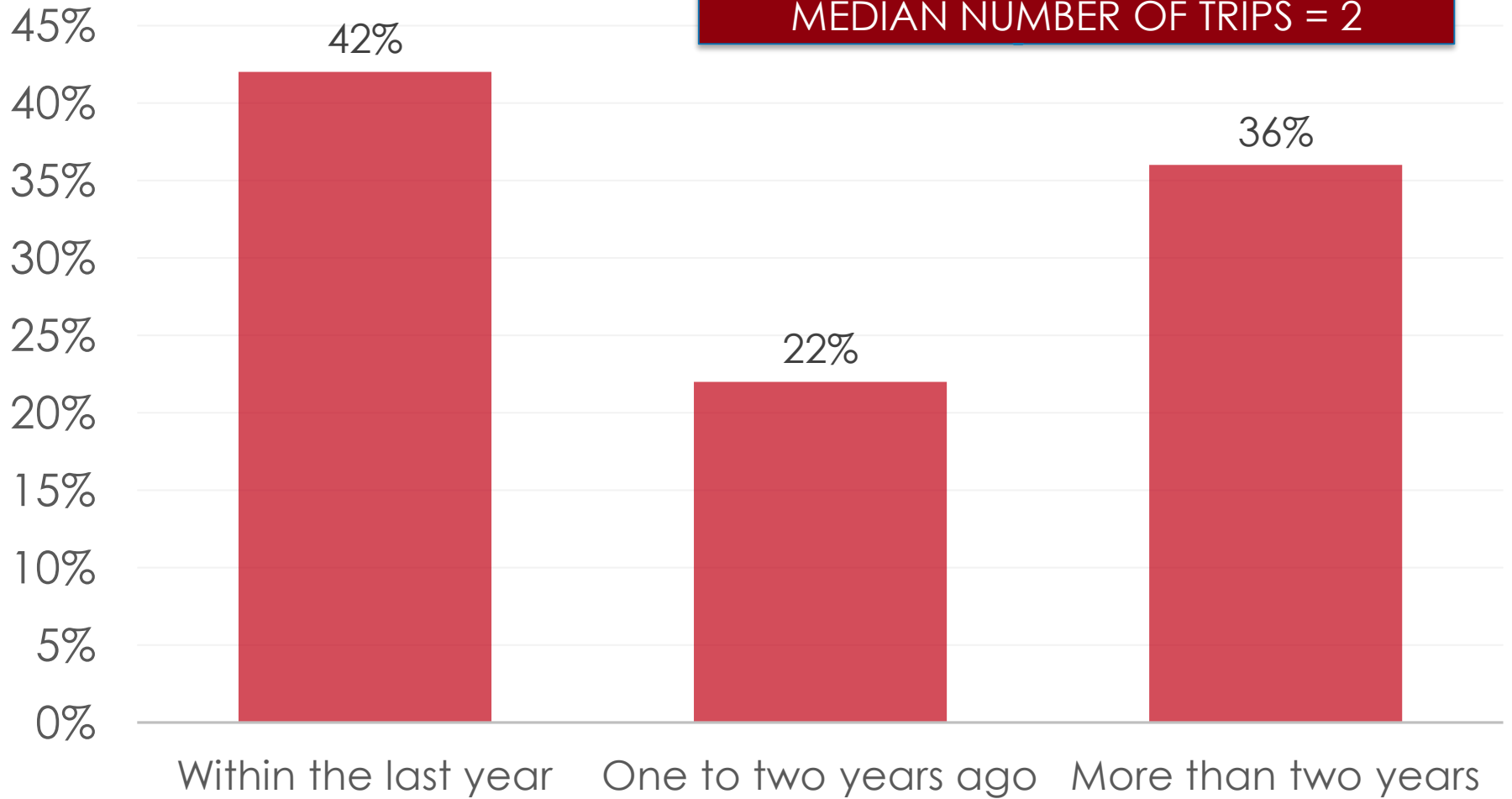
### Q3A Is this your first trip to Guam?

		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
Q3A	Yes	86%	85%	100%	94%	100%	90%	87%	100%	
	No	14%	15%		6%		10%	13%		100%
	Total	352	41	16	36	3	308	277	2	48

Prepared by QMark Research

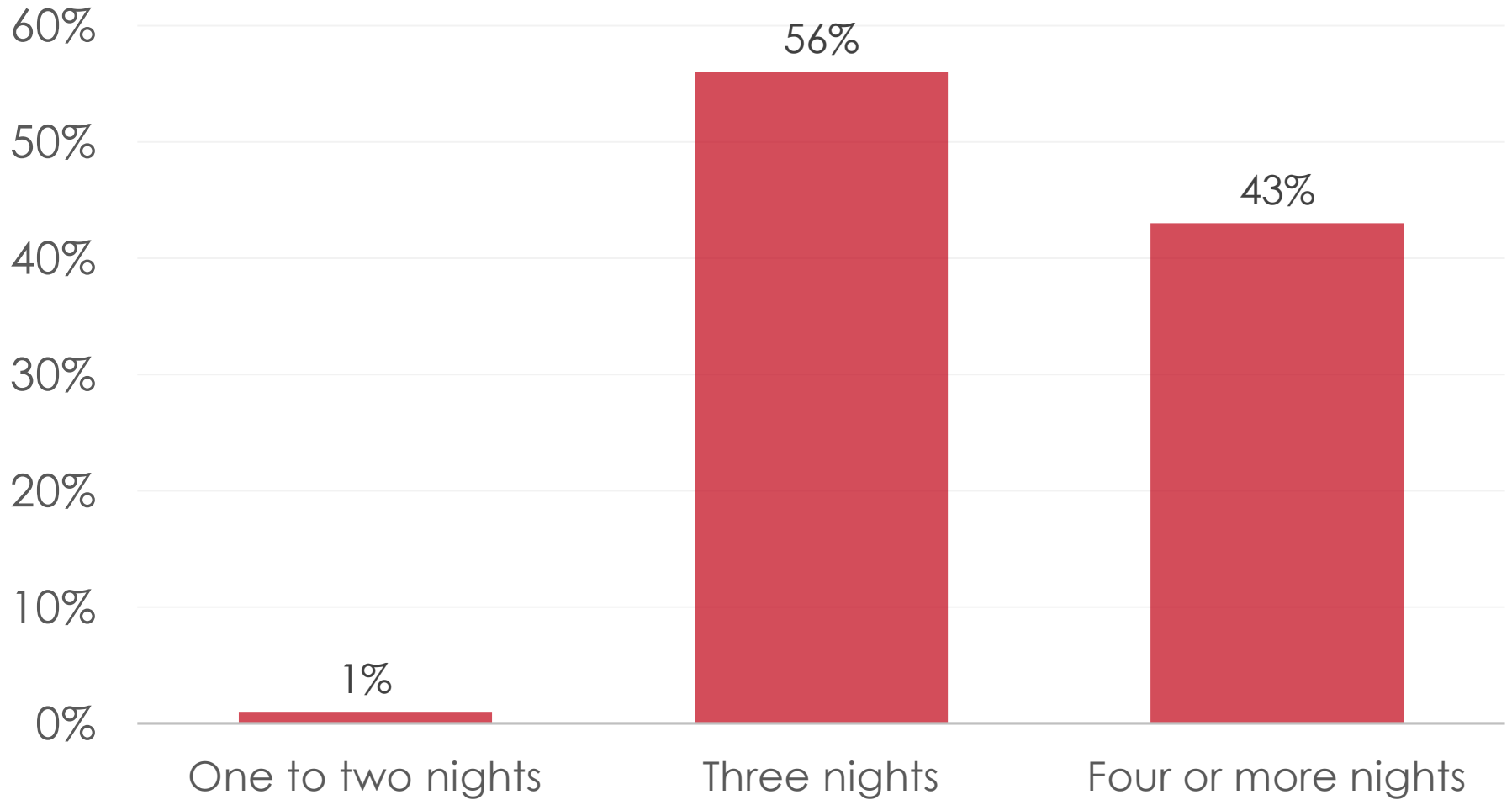
# Repeat Visitor- Most Recent Trip

N = 36  
MEAN NUMBER OF TRIPS = 2.30  
MEDIAN NUMBER OF TRIPS = 2



# Length of Stay

MEAN NUMBER OF NIGHTS = 3.60  
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	3.60											
MEDIAN	3											

# Length of Stay – Key Segments

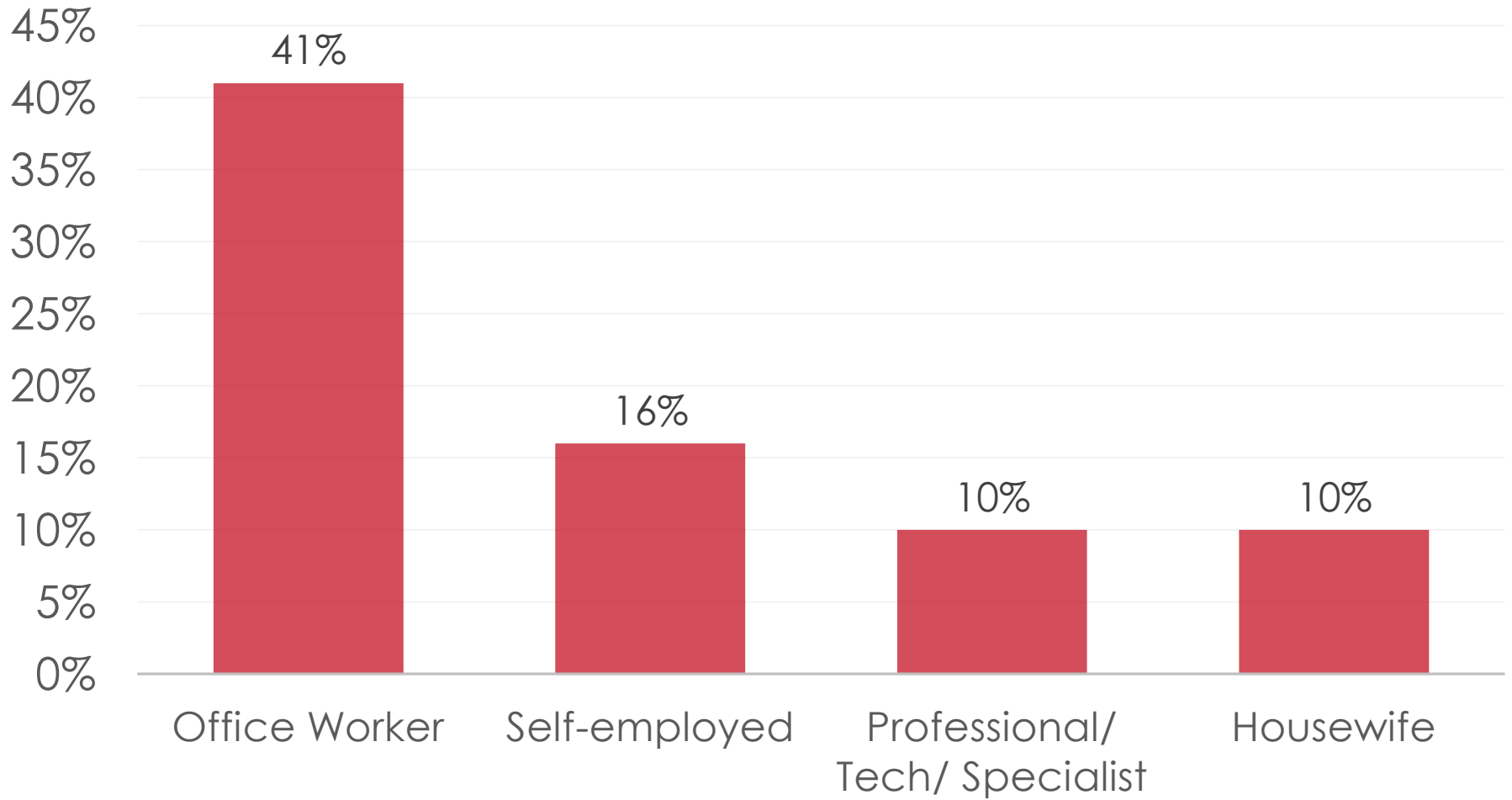
## GUAM VISITORS BUREAU - EXIT SURVEY

### 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	1%	3%				0%	0%		9%
	3	56%	39%	75%	31%	50%	56%	53%		46%
	4+	43%	58%	25%	69%	50%	43%	47%	100%	46%
	Total	344	38	16	36	2	302	269	2	46
Q8	Mean	3.60	4.08	3.31	4.17	3.50	3.61	3.66	4.00	3.70
	Median	3	4	3	4	4	3	3	4	3

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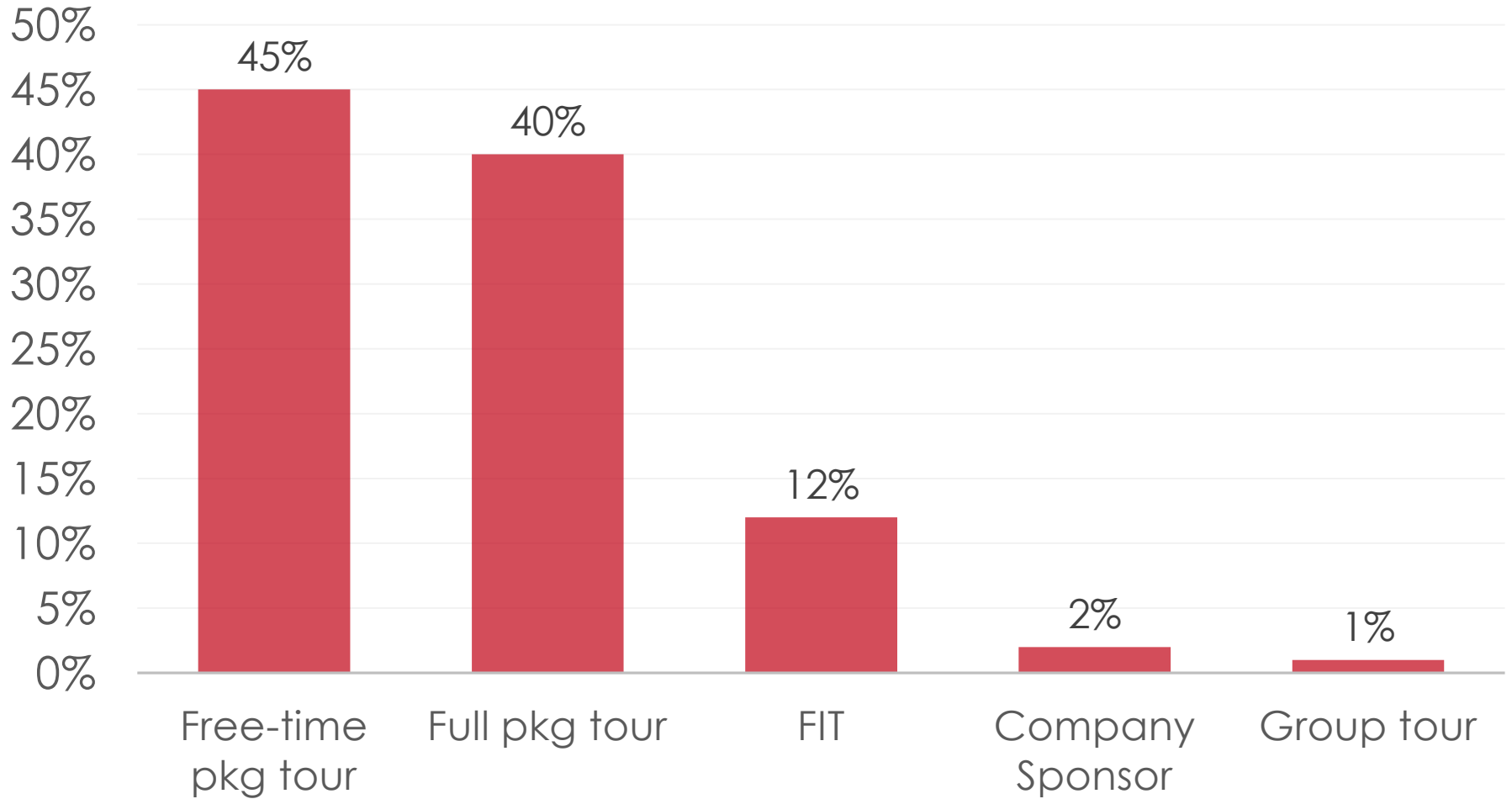
# Occupation – Top Responses (10%+)



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

# Travel Planning – Key Segments

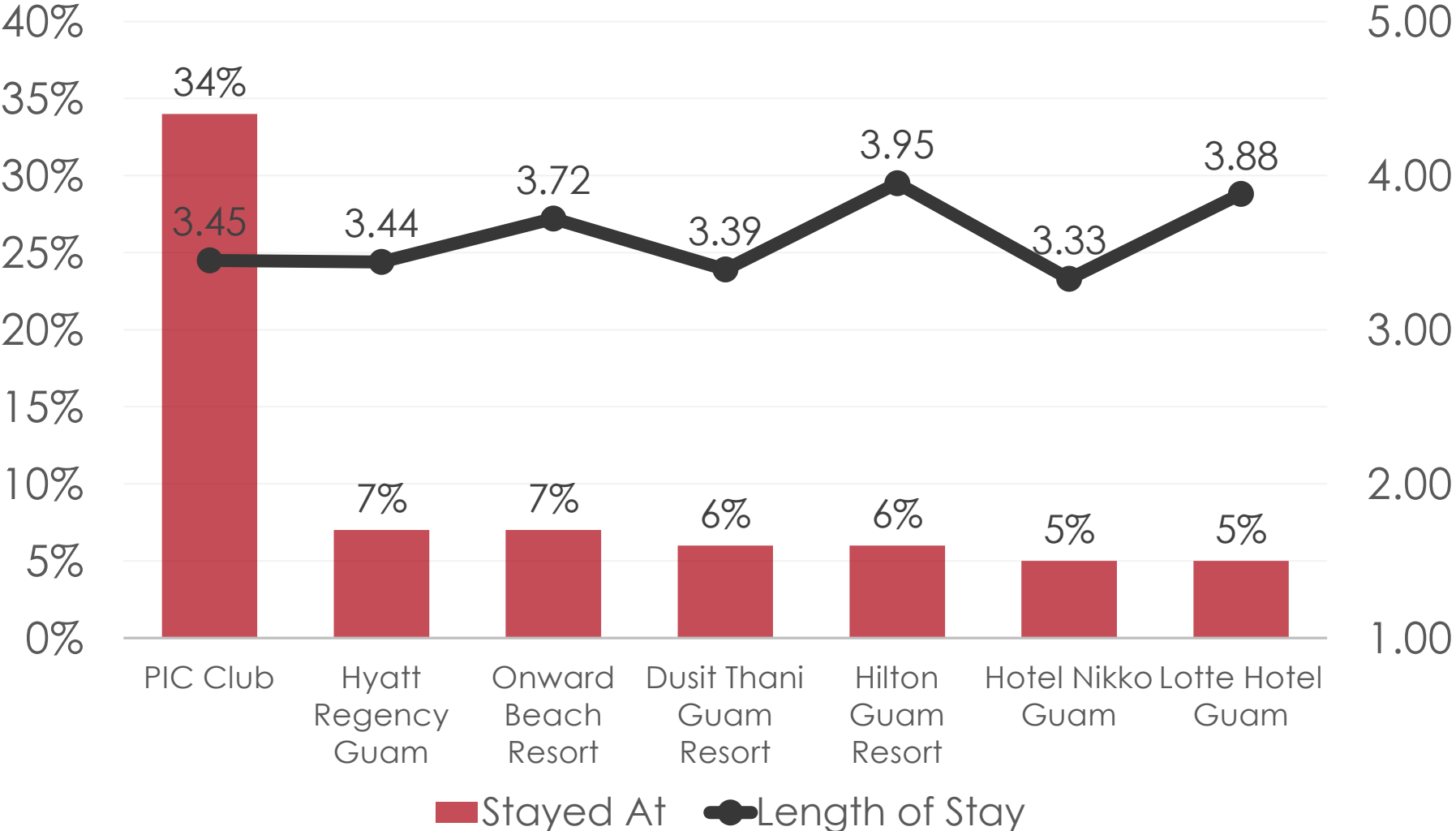
## GUAM VISITORS BUREAU - EXIT SURVEY

### 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%		13%	47%	33%	43%	43%		62%
	Full package tour	40%		63%	33%		43%	45%		19%
	Individually arranged travel (FIT)	12%	100%		19%	67%	11%	11%		13%
	Company paid travel	2%		25%			2%	0%		2%
	Other	1%					0%			4%
	Group tour	1%					1%	1%	100%	
	Total	350	41	16	36	3	306	275	2	47

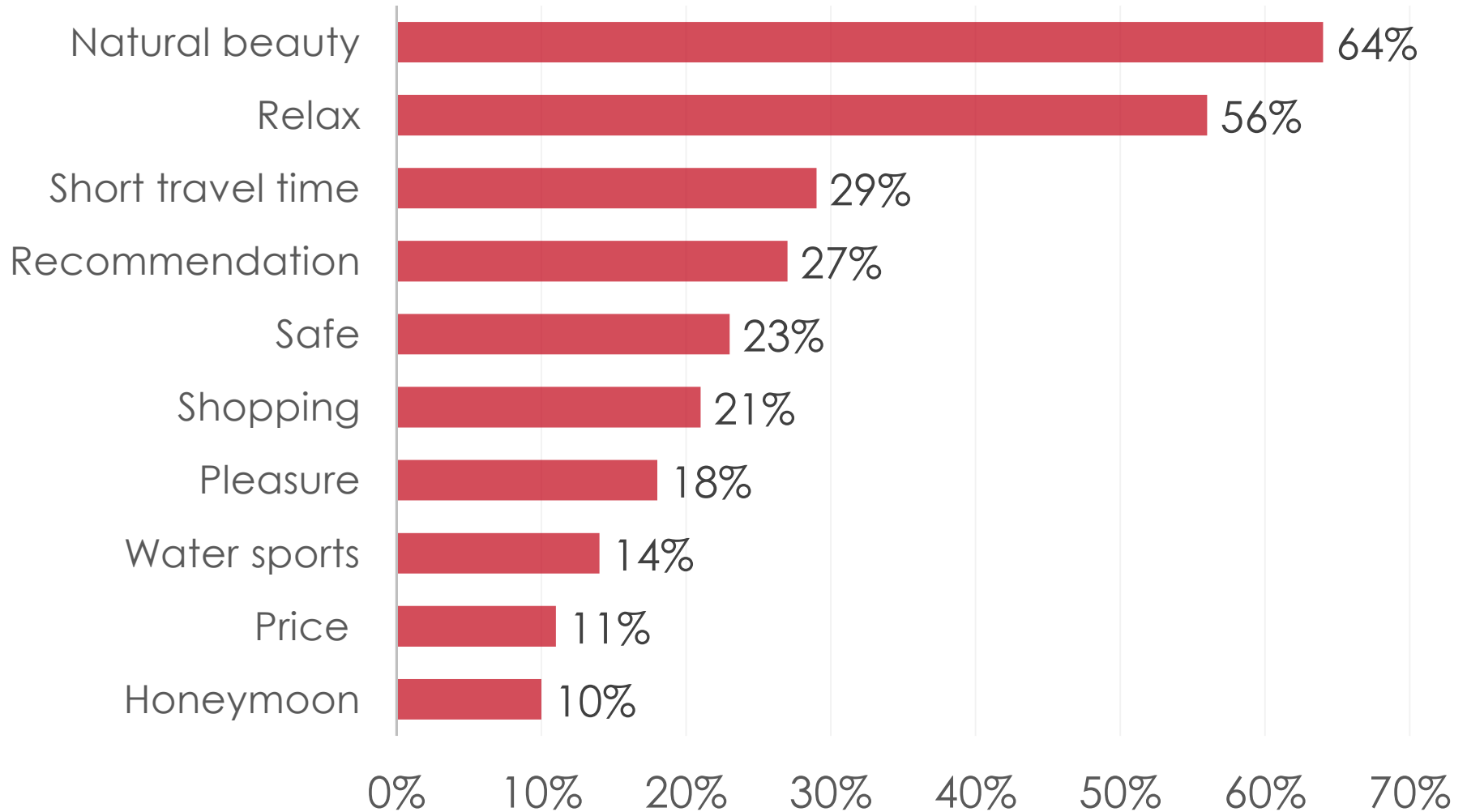
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# Accommodations (Top Responses)





# Travel Motivation (Top Responses)



# Travel Motivation

		TOTAL	AGE				GENDER	
		-	18-24	25-34	35-49	50+	Male	Female
Q5A	Natural beauty	64%	69%	61%	66%	53%	63%	64%
	Relax	56%	23%	49%	66%	47%	62%	50%
	Short travel time	29%	8%	30%	32%	13%	29%	30%
	Recomm- friend/family/trvl agnt	27%	8%	25%	31%	20%	28%	26%
	Safe	23%	8%	19%	27%	47%	23%	24%
	Shopping	21%	23%	27%	16%	13%	18%	23%
	Pleasure	18%	31%	21%	15%	13%	20%	17%
	Water sports	14%	8%	11%	16%	20%	13%	15%
	Price	11%	15%	16%	8%	0%	11%	11%
	Honeymoon	10%	0%	20%	4%	0%	12%	9%
	Previous trip	6%	0%	5%	8%	7%	6%	6%
	Company Sponsored	4%	8%	3%	3%	33%	5%	4%
	Visit friends/ Relatives	4%	31%	3%	4%	0%	3%	5%
	Scuba	3%	8%	4%	3%	0%	3%	3%
	Other	3%	8%	2%	3%	0%	1%	5%
	Company/ Business Trip	3%	0%	3%	2%	13%	2%	3%
	Career Cert/ Testing	1%	8%	1%	1%	0%	2%	1%
	Married/ Attn wedding	1%	0%	1%	1%	7%	1%	1%
	Organized sports	1%	0%	1%	1%	0%	1%	1%
	Golf	1%	0%	0%	1%	0%	1%	0%
	Convention/ Trade/ Conference	0%	0%	1%	0%	0%	1%	0%
	Total	350	13	145	177	15	174	175

# Travel Motivation

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
Q5A	Natural beauty	64%	67%	46%
	Relax	56%	60%	33%
	Short travel time	29%	29%	31%
	Recomm- friend/family/trvl agnt	27%	28%	17%
	Safe	23%	23%	29%
	Shopping	21%	20%	29%
	Pleasure	18%	19%	15%
	Water sports	14%	15%	10%
	Price	11%	12%	10%
	Honeymoon	10%	11%	4%
	Previous trip	6%	0%	46%
	Company Sponsored	4%	5%	0%
	Visit friends/ Relatives	4%	5%	2%
	Scuba	3%	3%	6%
	Other	3%	3%	4%
	Company/ Business Trip	3%	2%	6%
	Career Cert/ Testing	1%	0%	6%
	Married/ Attn wedding	1%	1%	0%
	Organized sports	1%	1%	0%
	Golf	1%	1%	0%
	Convention/ Trade/ Conference	0%	0%	0%
	Total	350	302	48

# 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%	65%	69%	36%		72%	64%	50%	46%
	Relax	56%	57%	31%	53%	67%	64%	61%	100%	33%
	Short travel time	29%	40%	13%	31%	100%	27%	29%		31%
	Recomm-friend/family/trvl agnt	27%	10%	31%	17%		25%	26%		17%
	Safe	23%	25%		17%	67%	22%	25%		29%
	Shopping	21%	28%	13%	22%		20%	21%	50%	29%
	Pleasure	18%	10%	6%	17%		20%	17%		15%
	Water sports	14%	8%	13%	3%		14%	14%		10%
	Price	11%	5%		8%		10%	11%		10%
	Honeymoon	10%	18%		100%		9%	13%		4%
	Previous trip	6%	5%				5%	8%		46%
	Company Sponsored	4%		94%			4%	2%		
	Visit friends/ Relatives	4%	5%		3%		5%	3%		2%
	Scuba	3%	8%	6%	6%		2%	4%	50%	6%
	Other	3%	8%				2%	3%		4%
	Company/ Business Trip	3%	3%	13%			2%	1%		6%
	Career Cert/ Testing	1%	5%				0%	0%		6%
	Married/ Attn wedding	1%	5%			100%	1%	1%		
	Organized sports	1%	3%		3%		1%	1%		
	Golf	1%					1%	0%		
	Convention/ Trade/ Conference	0%		6%			0%	0%		
	Total	350	40	16	36	3	308	276	2	48

Prepared by QMark Research

# SECTION 3

# EXPENDITURES

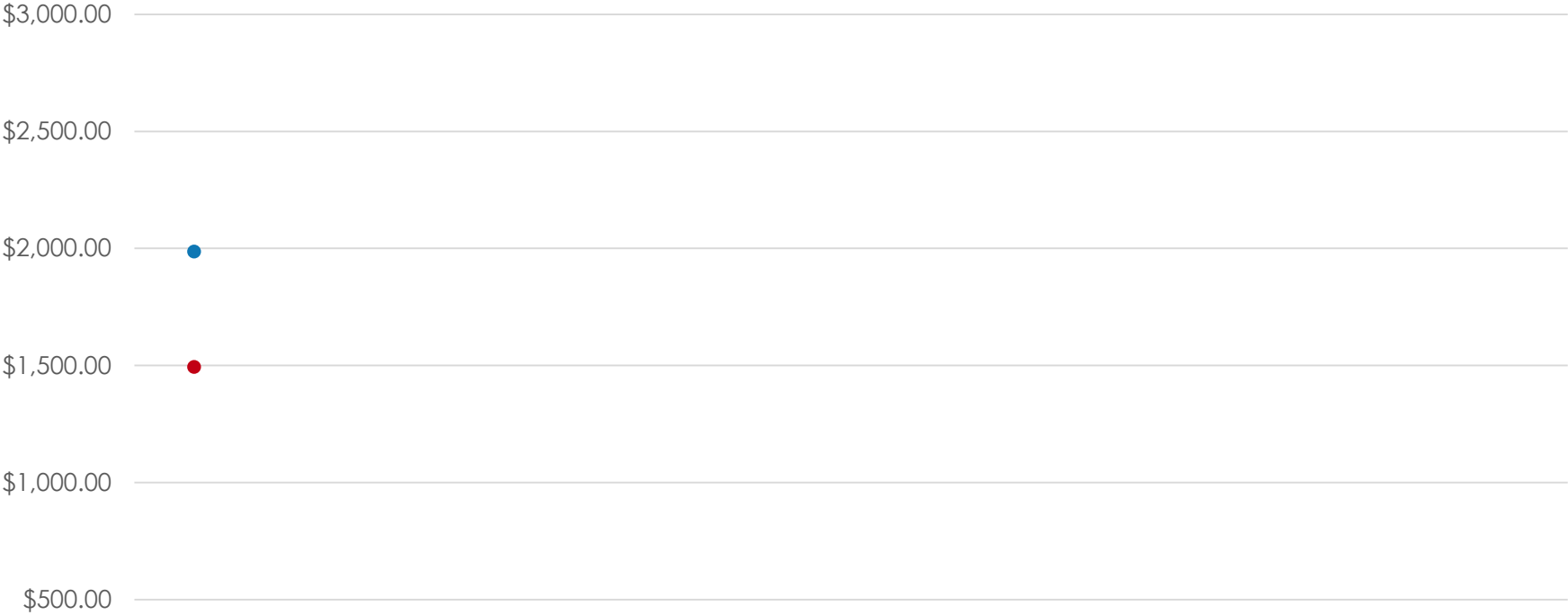
# Prepaid Expenditures

EXCHANGE RATE KW1,137.62=\$1

- \$1,986.98 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$658.04 = overall mean average per person prepaid expenditures

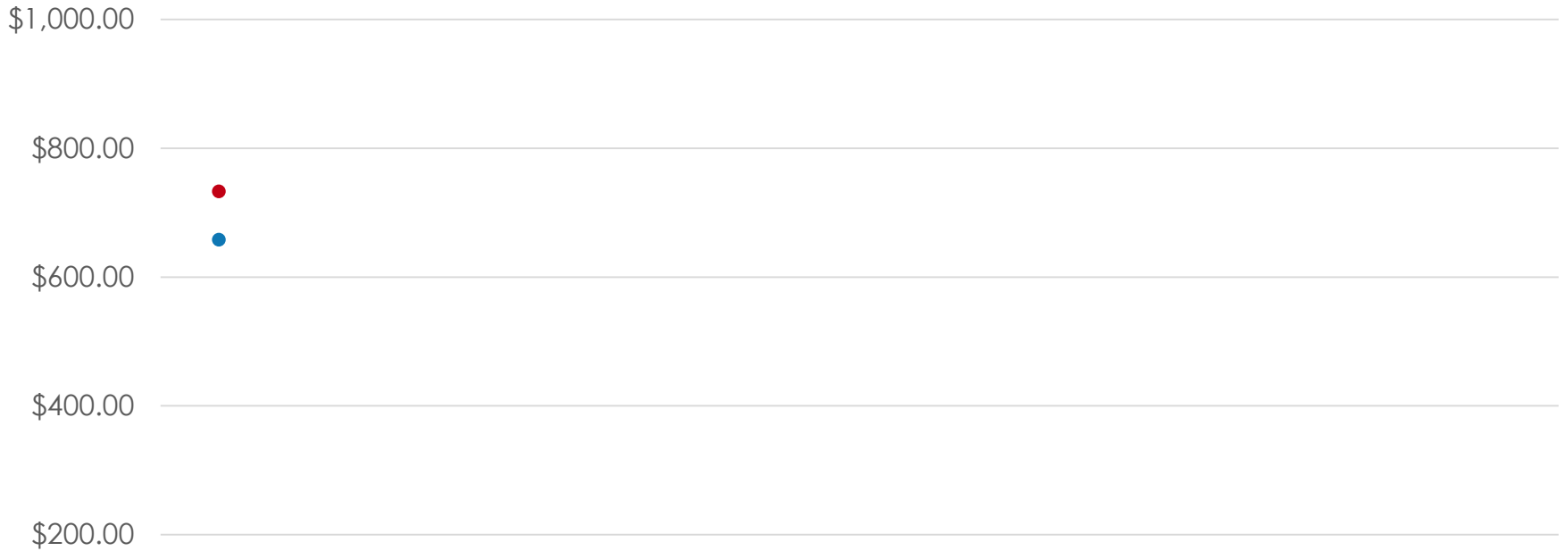
# Prepaid Entire Travel Party – FY2017

## 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											
● MEDIAN	\$1,494.00											

# 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											
MEDIAN	\$733.00											



# Prepaid Per Person– Key Segments

## GUAM VISITORS BUREAU - EXIT SURVEY

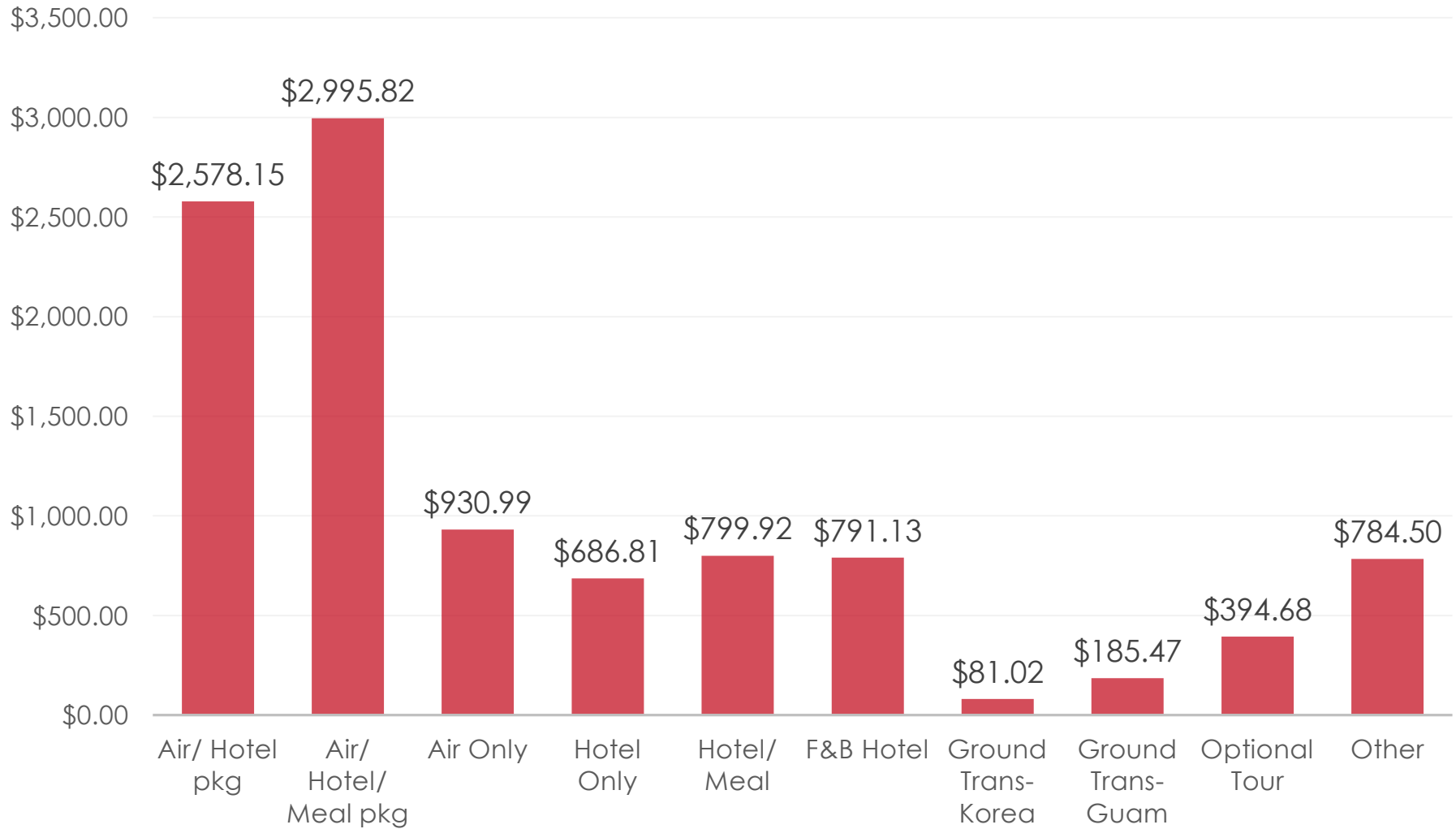
**Q10A How much did you pay in Korea before coming to Guam for the tour package, your airfare, lodging meals, and transportation?**

### PER PERSON

		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
PREPAID PP	Mean	\$658.04	\$496.02	\$259.66	\$897.28	\$366.26	\$664.12	\$690.45	\$659.27	\$602.65
	Median	\$733	\$403	\$0	\$1,077	\$0	\$747	\$747	\$659	\$633

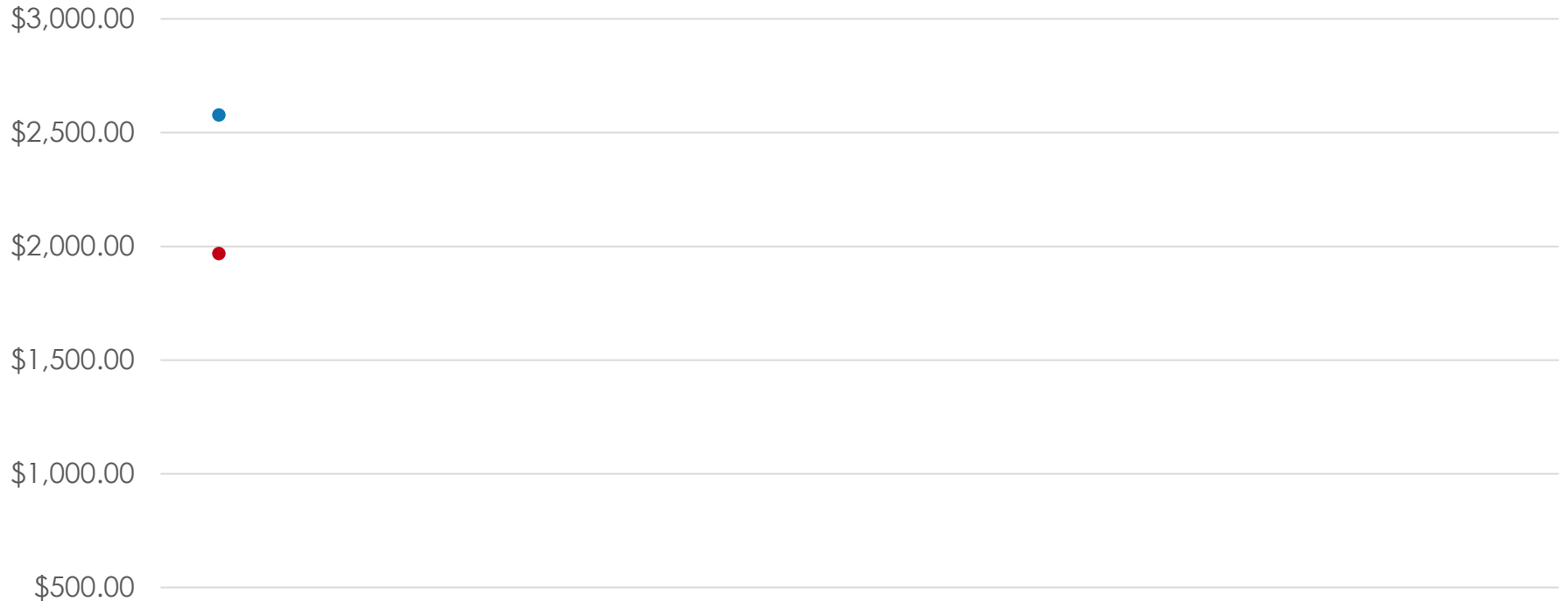
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# Prepaid Expenses by Category – MEAN Entire Travel Party



# Prepaid– FY2017 Tracking

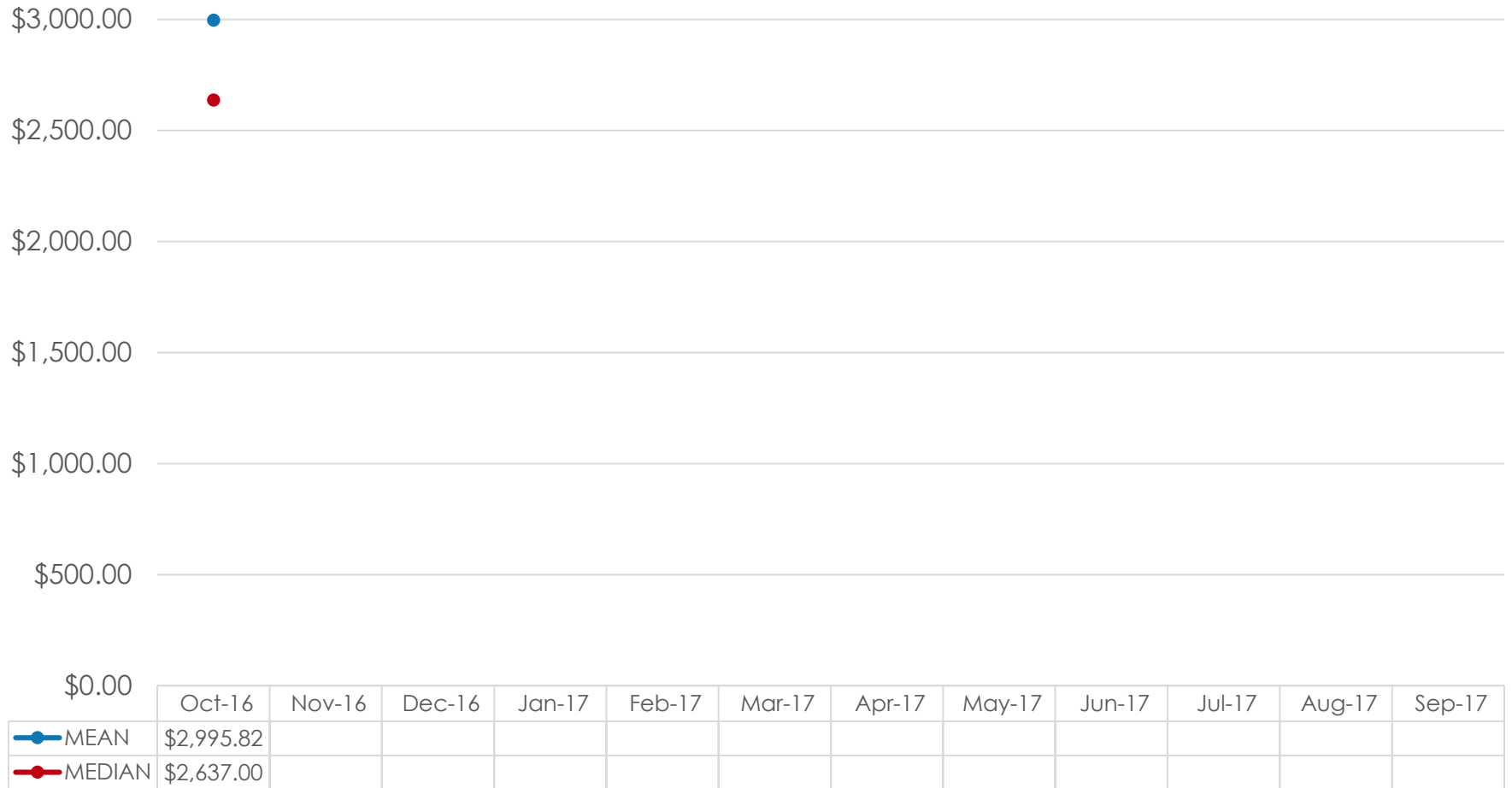
## Airfare & Accommodation Packages



	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											
● MEDIAN	\$1,969.00											

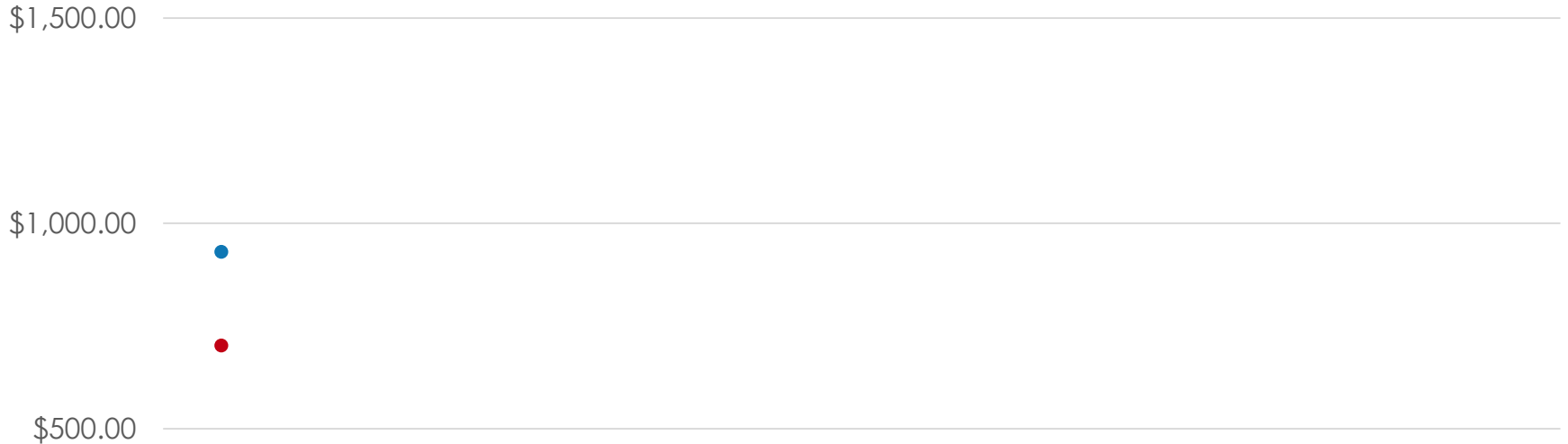
# Prepaid– FY2017 Tracking

## Airfare & Accommodation W/ Meal Packages



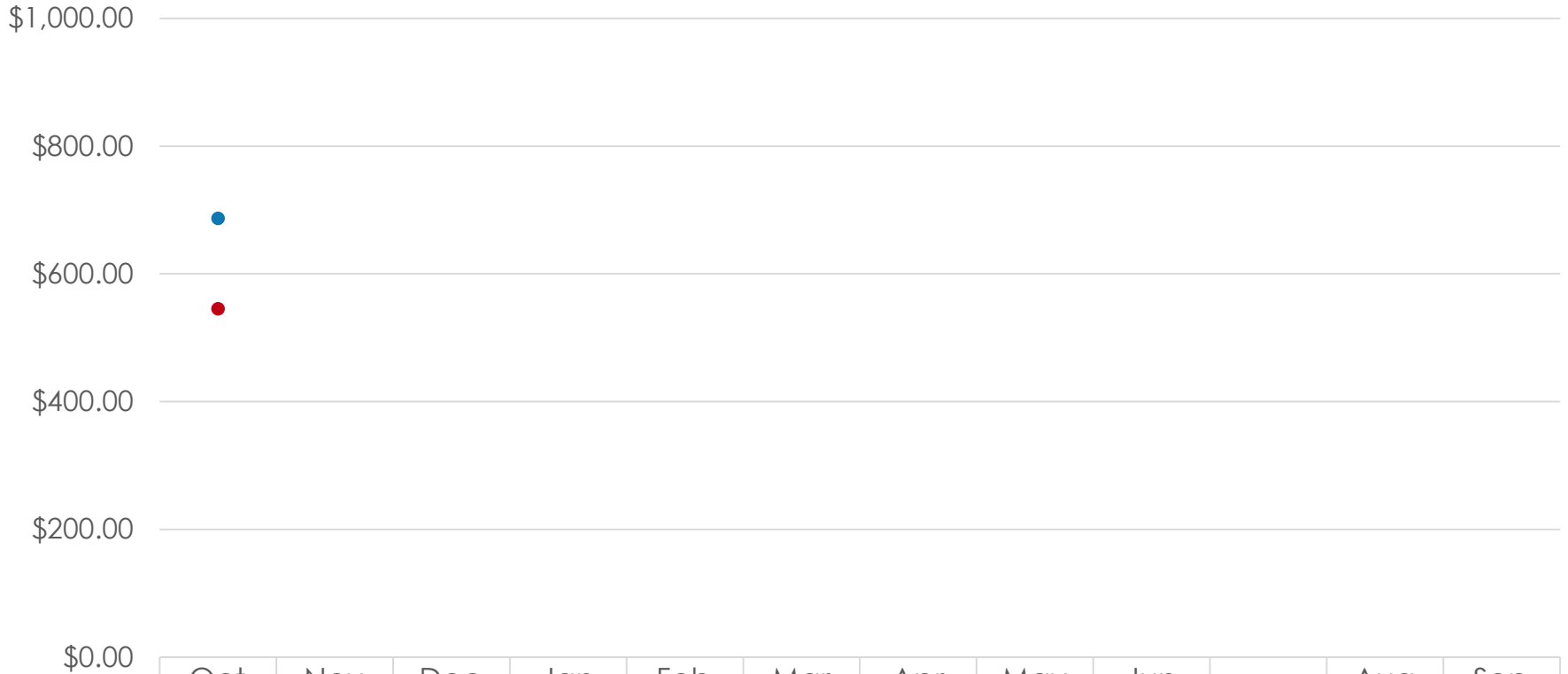
# Prepaid– FY2017 Tracking

## 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											
● MEDIAN	\$703.00											

# 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											
MEDIAN	\$545.00											

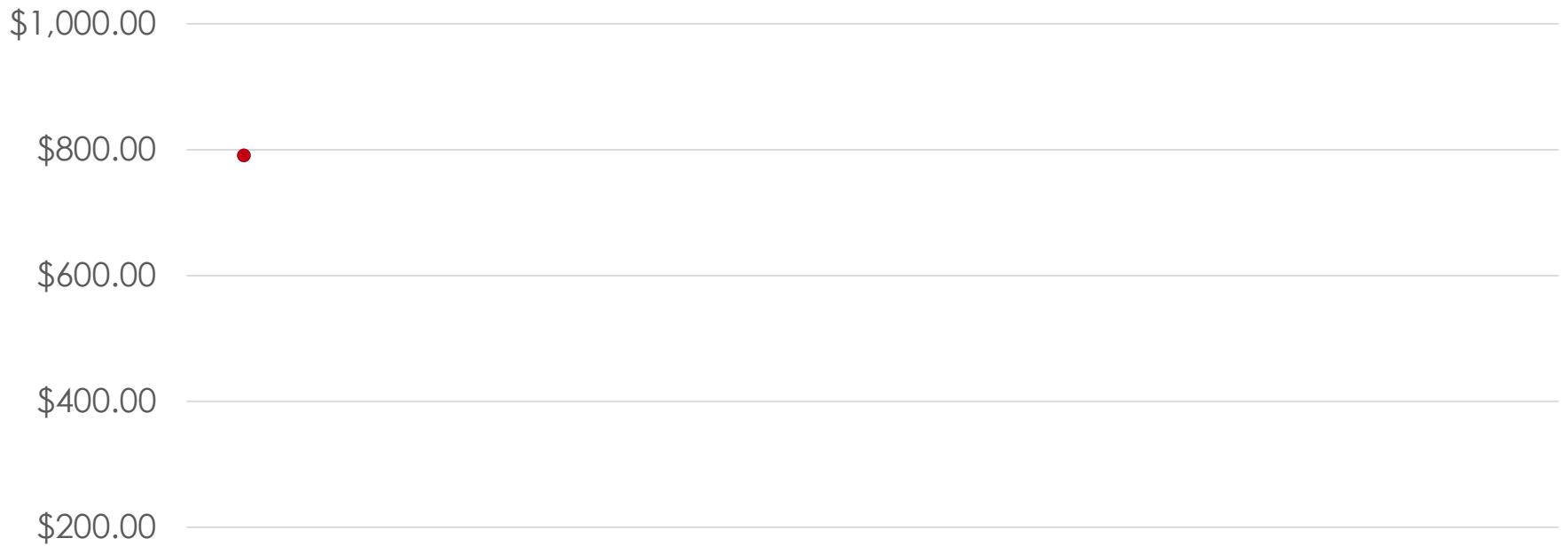
# Prepaid- FY2017 Tracking Accommodations w/ Meal Only



	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	\$799.92											
MEDIAN	\$879.00											

# 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	\$791.13											
MEDIAN	\$791.00											



# 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											
MEDIAN	\$44.00											

# Prepaid- FY2017 Tracking

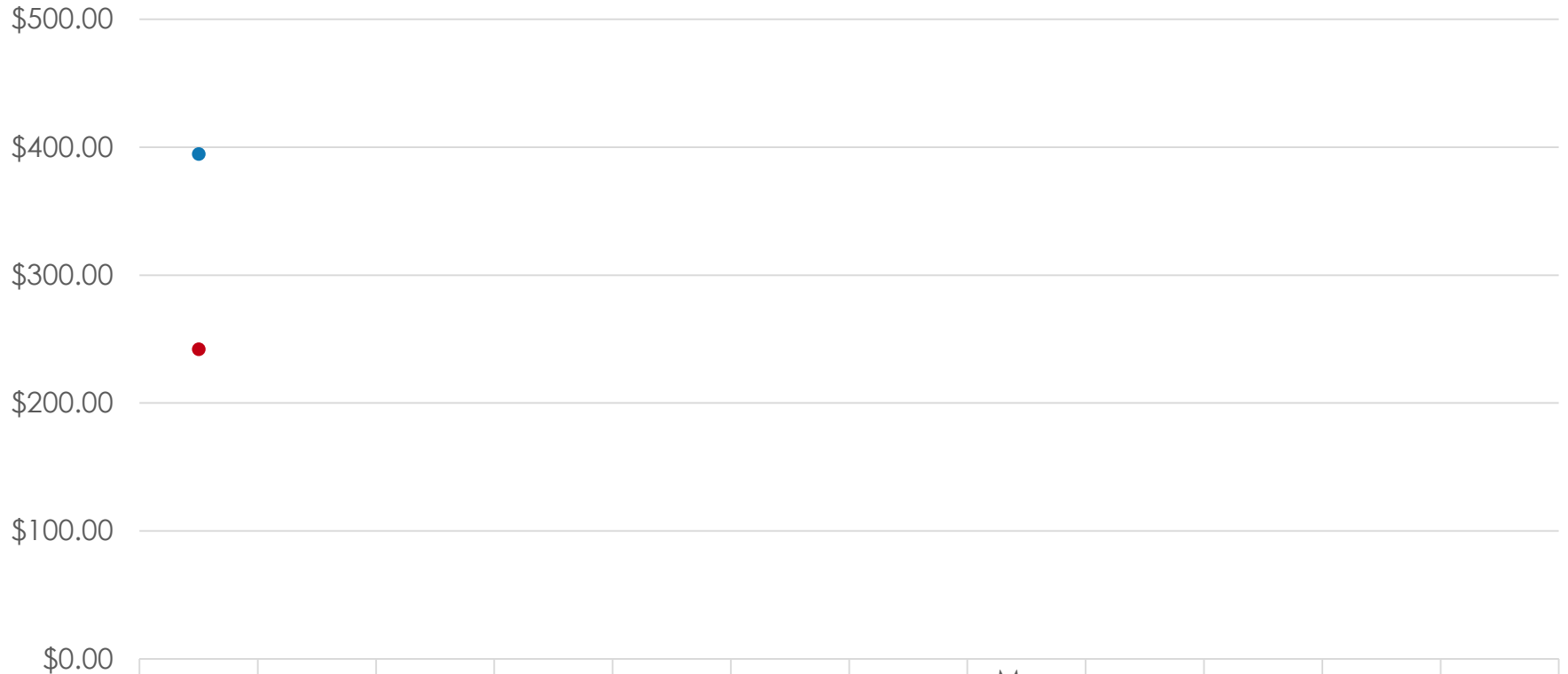
## Ground Transportation - Guam



	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											
MEDIAN	\$176.0											

# Prepaid– FY2017 Tracking

## Optional tours/ Activities

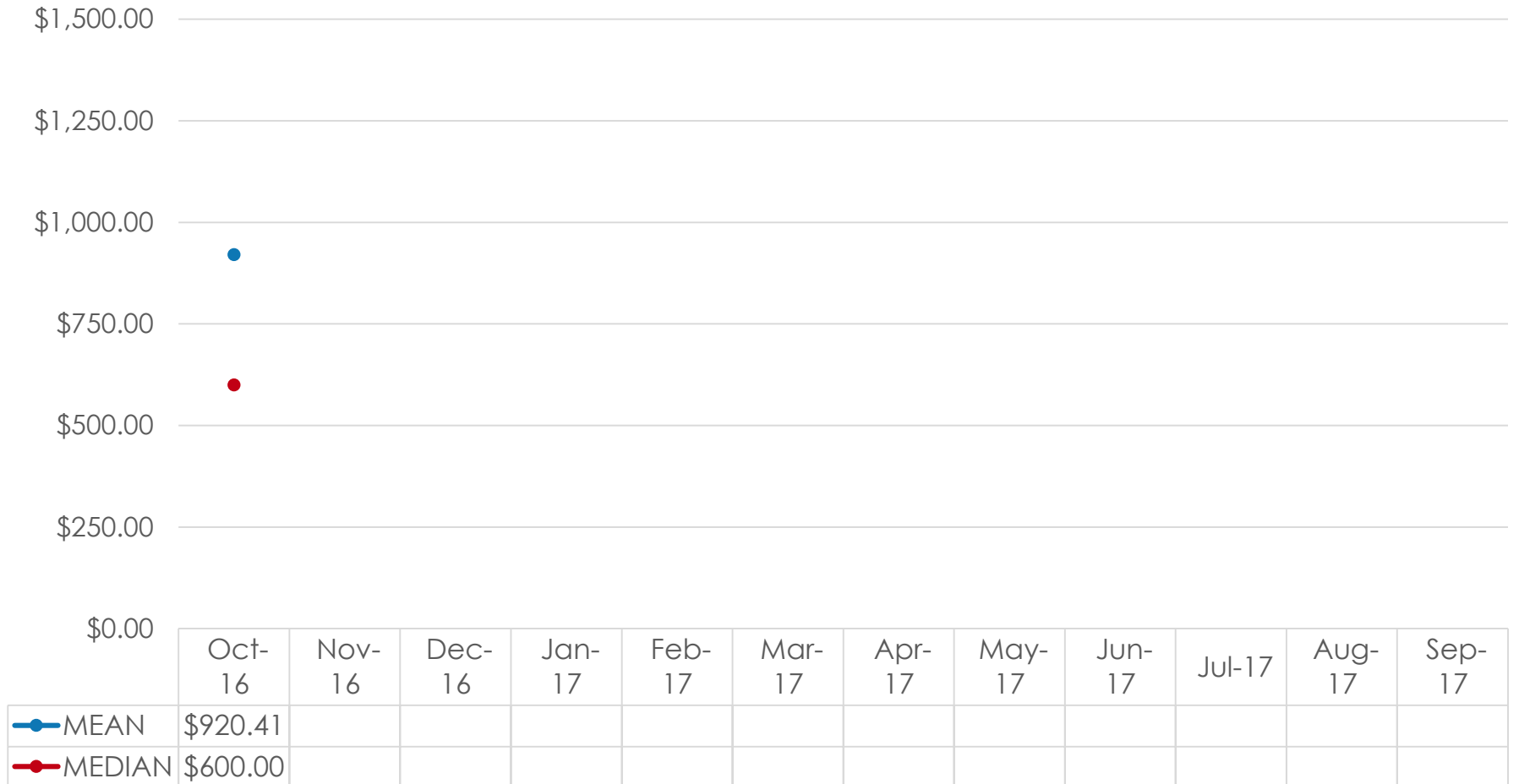


	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$394.68											
MEDIAN	\$242.00											

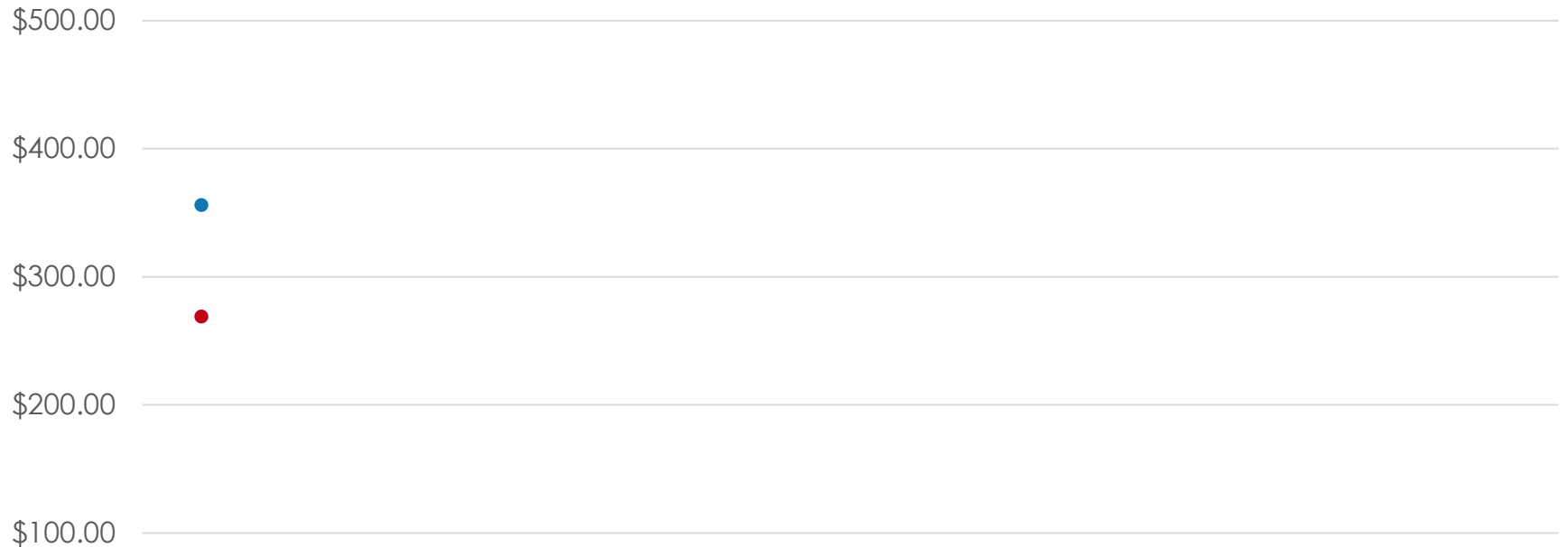
# On-Island Expenditures

- \$920.41 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$356.05 = 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	\$356.05											
● MEDIAN	\$269.00											

# On-Island Per Person – Key Segments

## GUAM VISITORS BUREAU - EXIT SURVEY

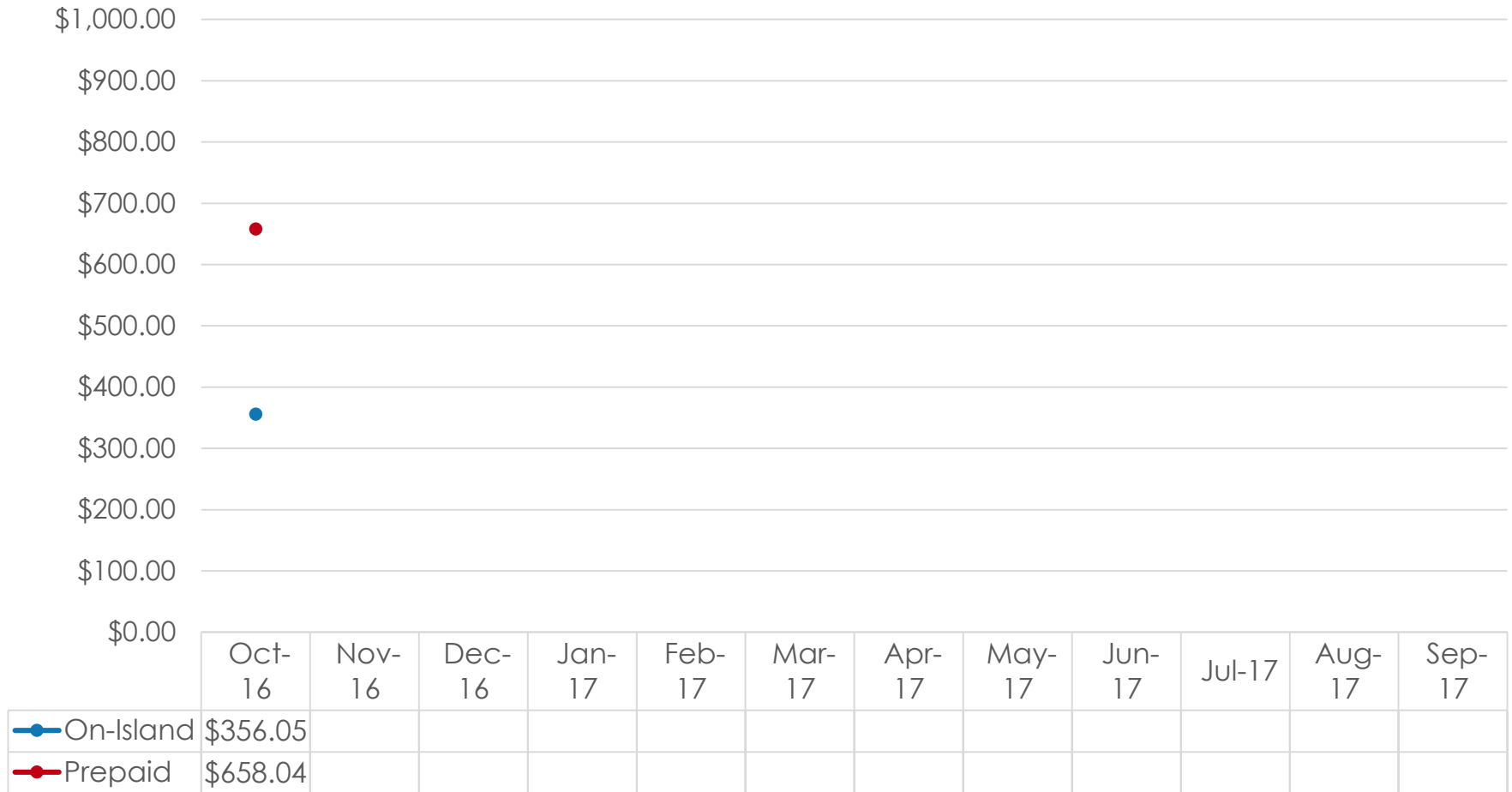
Q11A How much in total did you spend while on Guam during this trip?

### PER PERSON

		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
ONISLE PP	Mean	\$356.05	\$428.62	\$420.94	\$660.06	\$333.33	\$357.96	\$343.05	\$141.67	\$301.58
	Median	\$269	\$333	\$300	\$625	\$0	\$289	\$250	\$142	\$229

Prepared by QMark Research

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





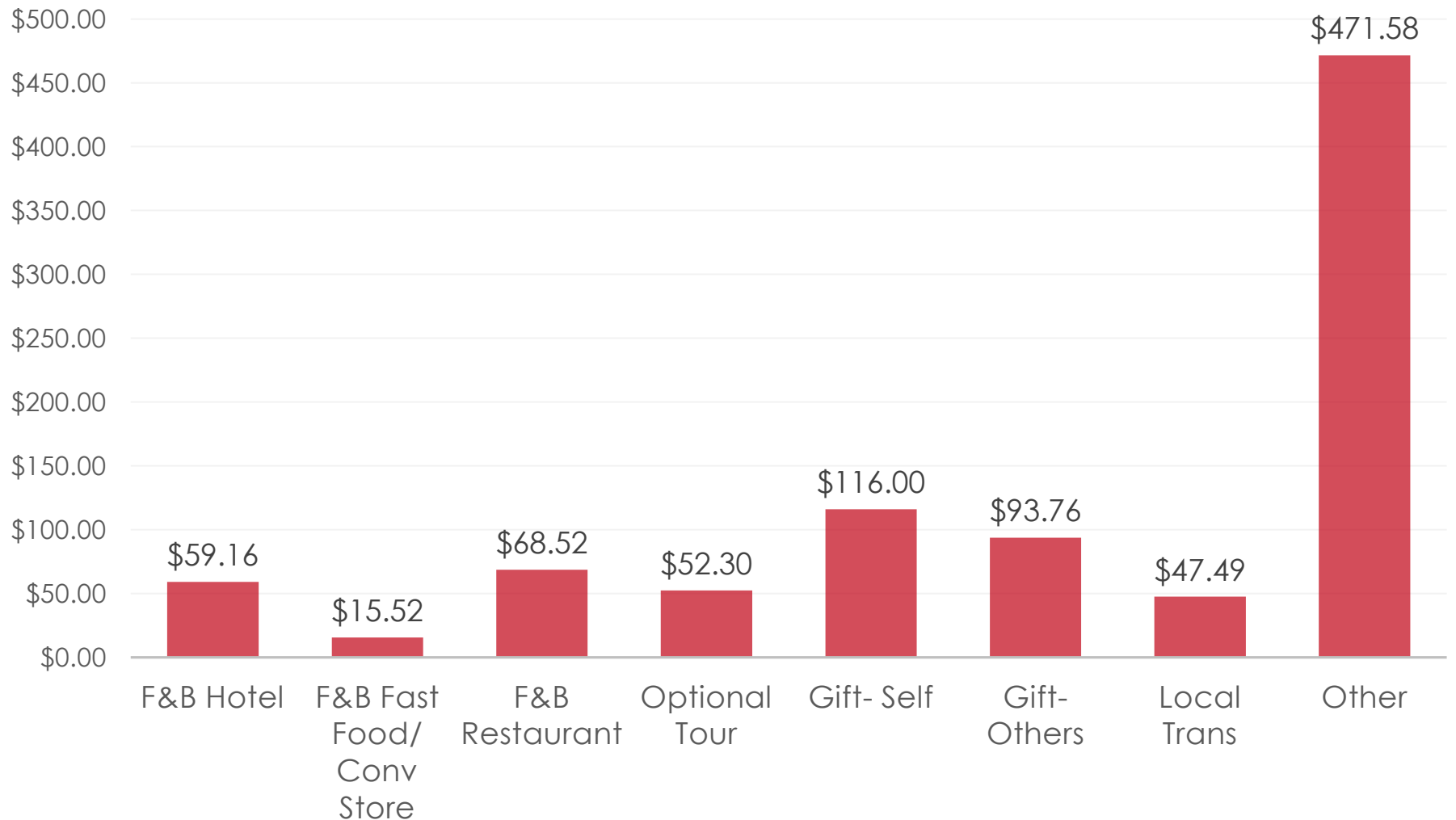
# On-Island Per Day Spending – FY2017 Tracking

## MEAN



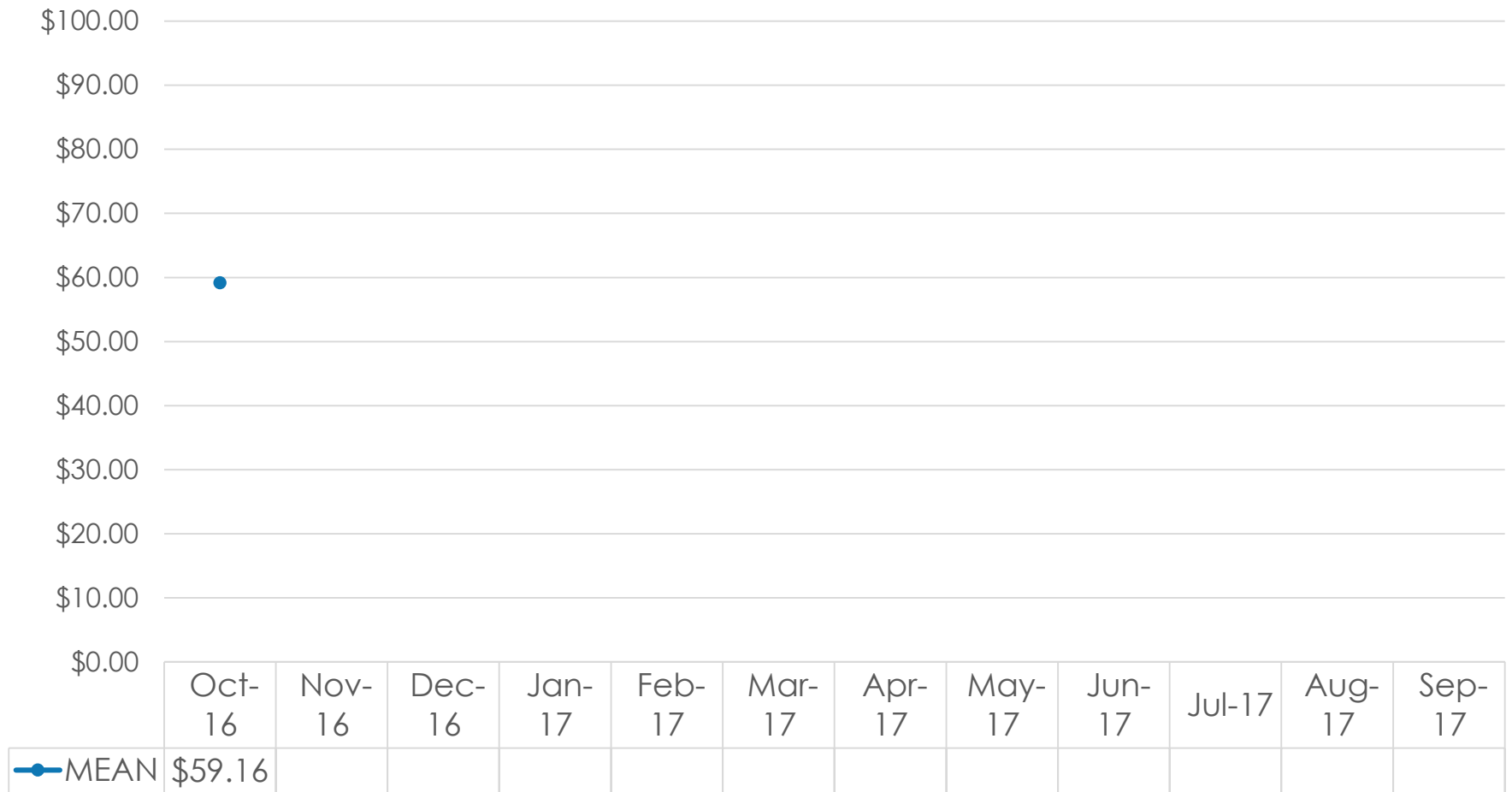
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
● Per Person	\$103.06											
● Travel Party	\$260.30											

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



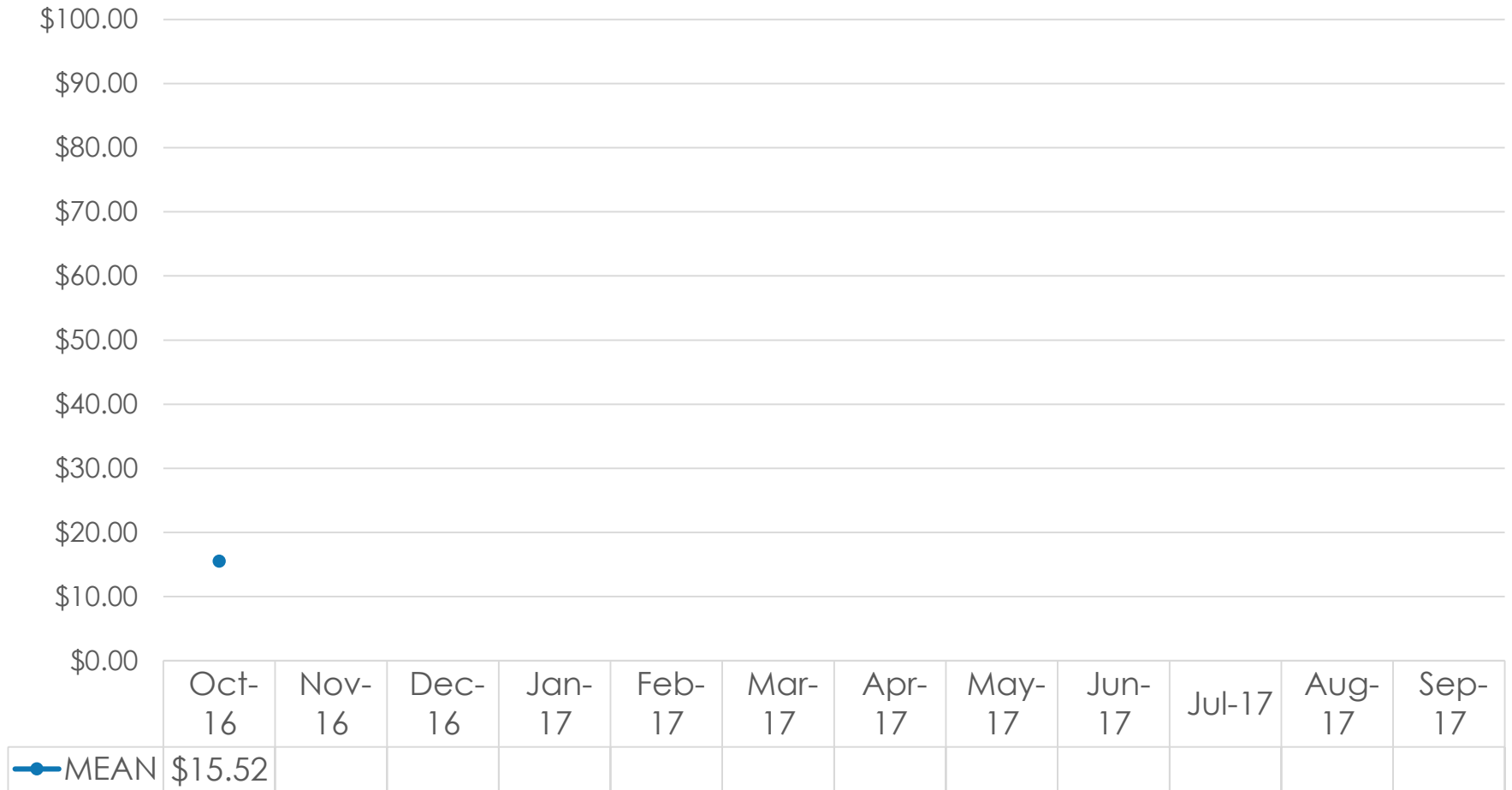
# On-Island – FY2017 Tracking

## Food & Beverage - Hotel



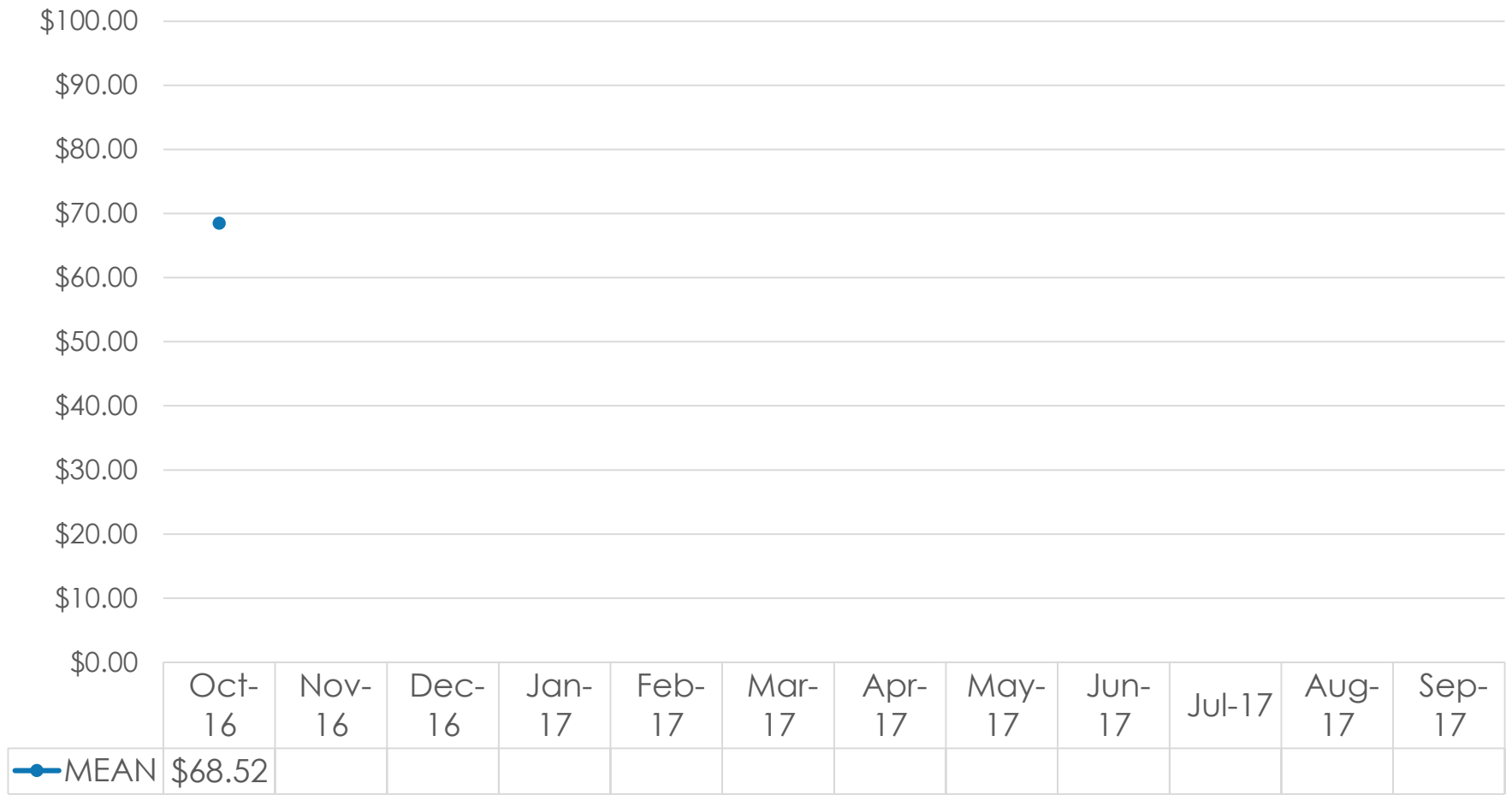
# On-Island – FY2017 Tracking

## Food & Beverage – Fast Food/ Convenience Store



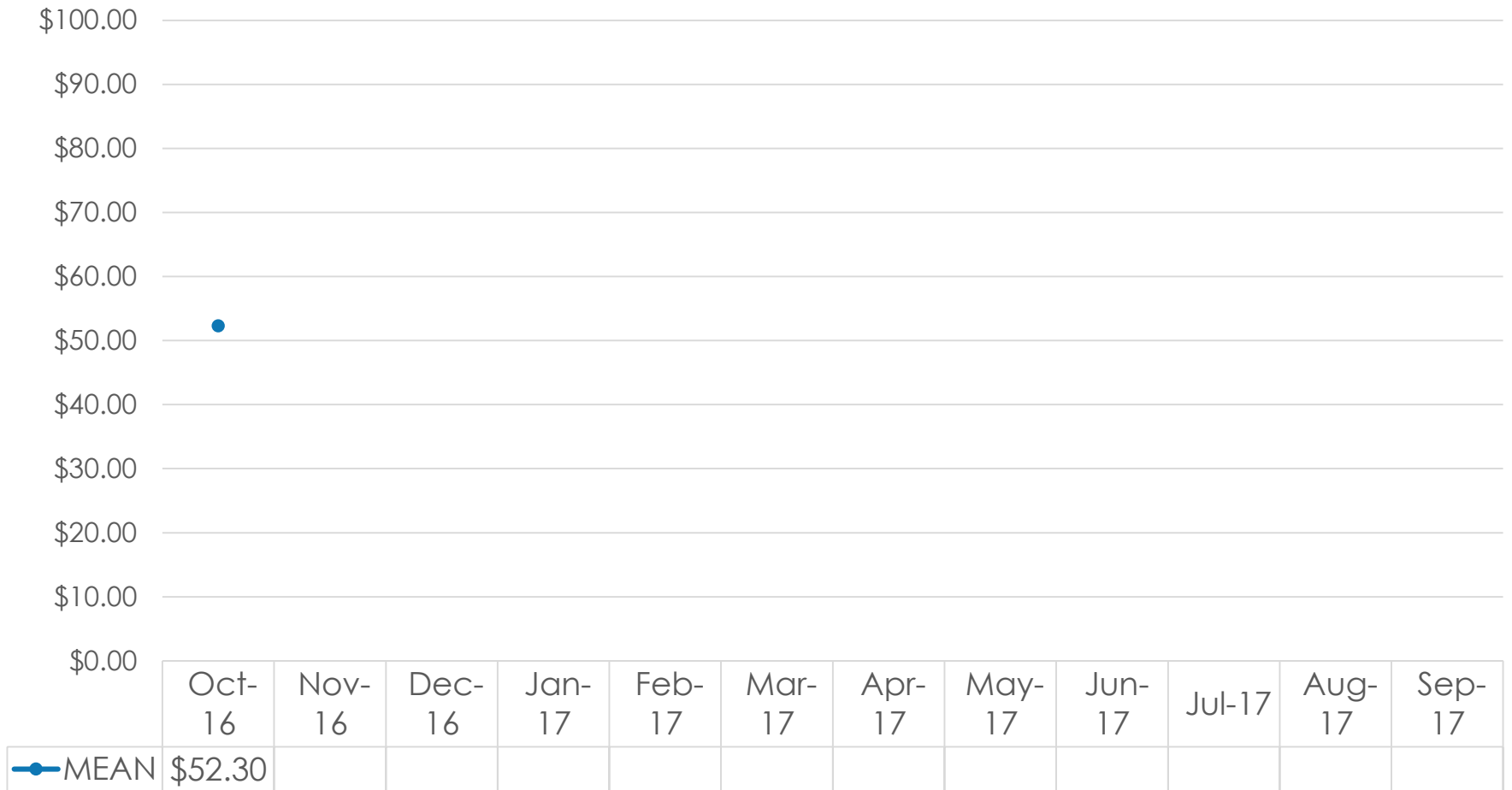
# On-Island – FY2017 Tracking

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



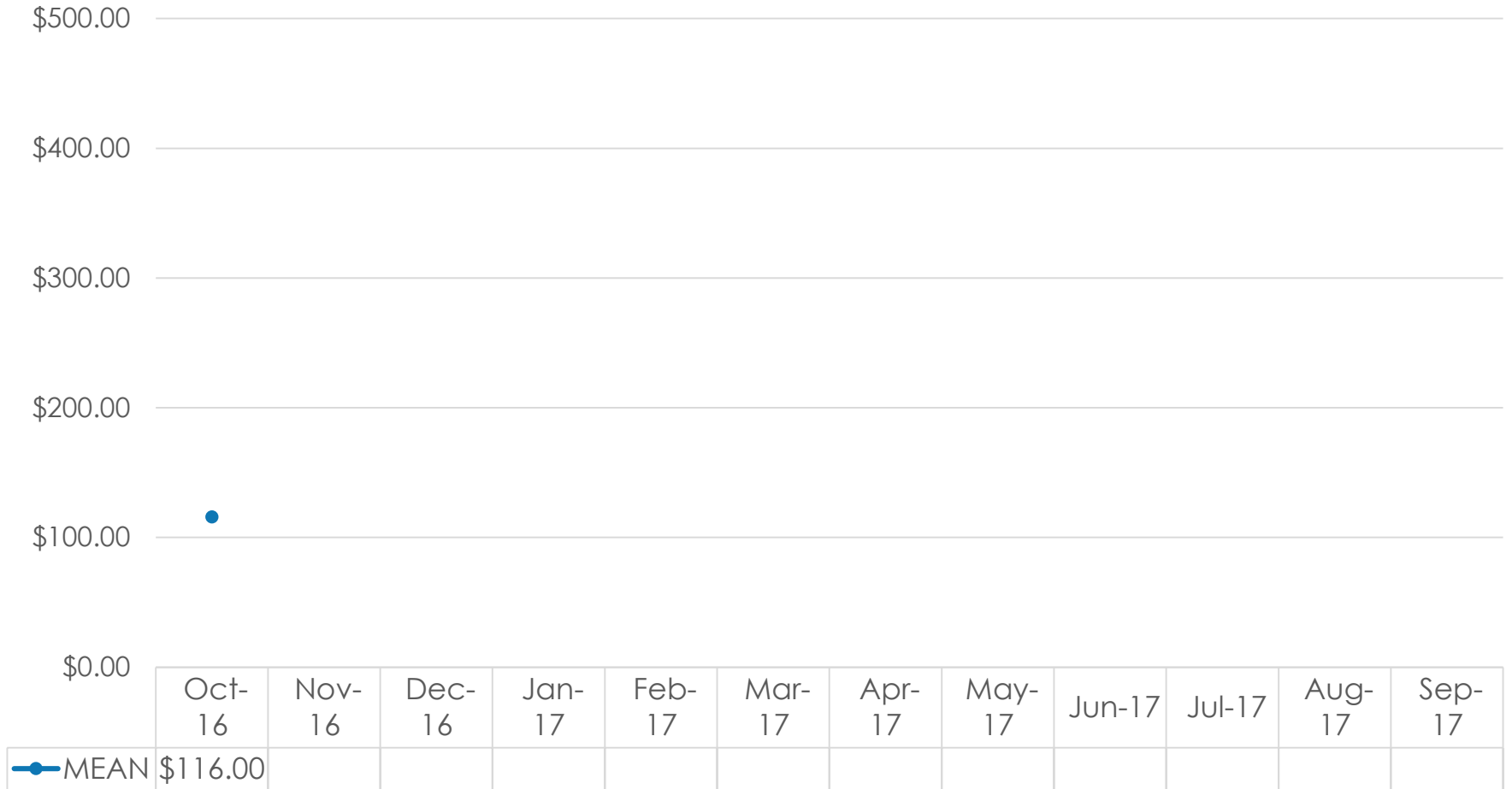
# On-Island – FY2017 Tracking

## Optional tour/ Activities



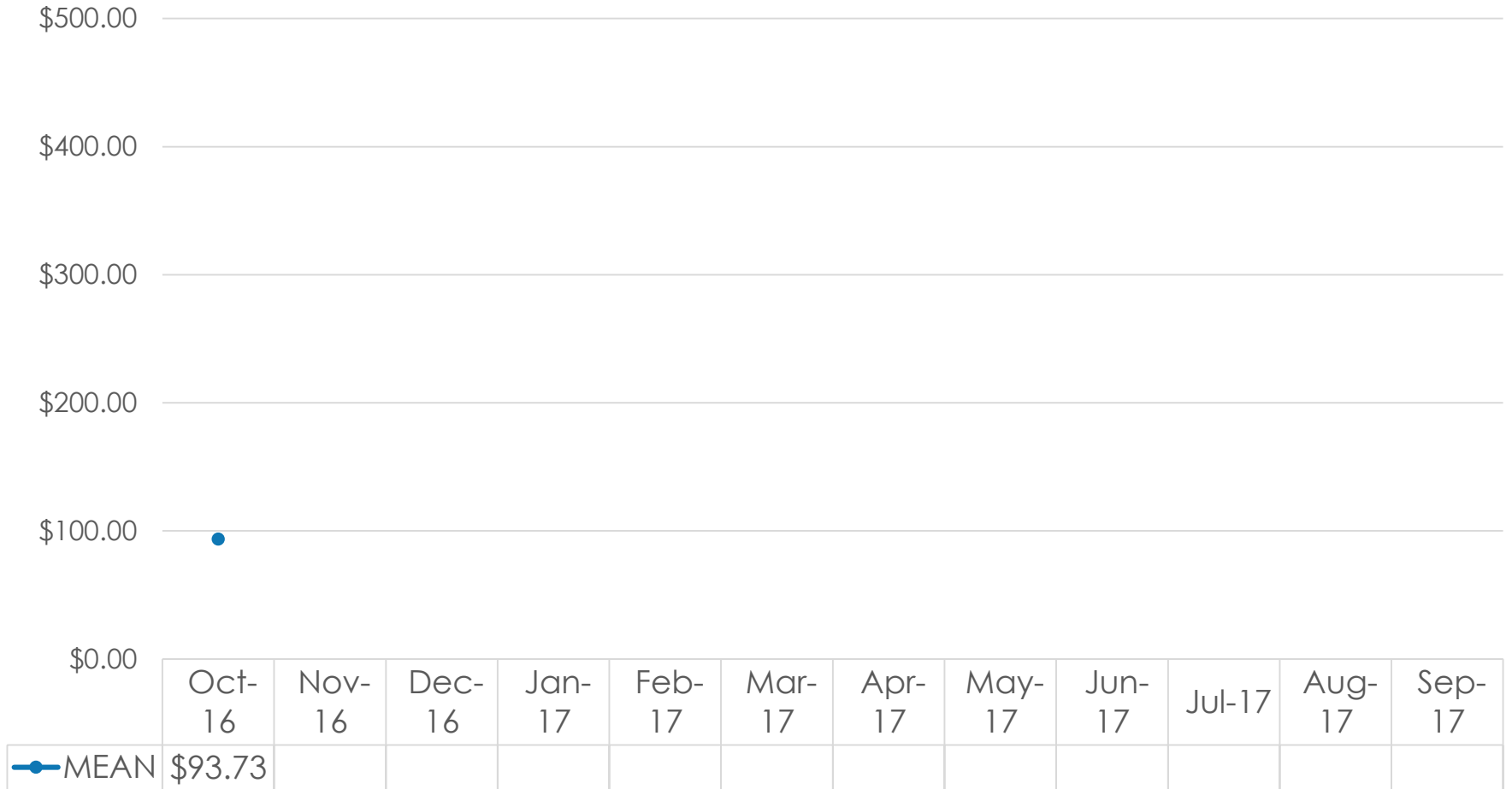
# On-Island – FY2017 Tracking

## Gift/ Souvenir – Self/ Companion



# On-Island – FY2017 Tracking

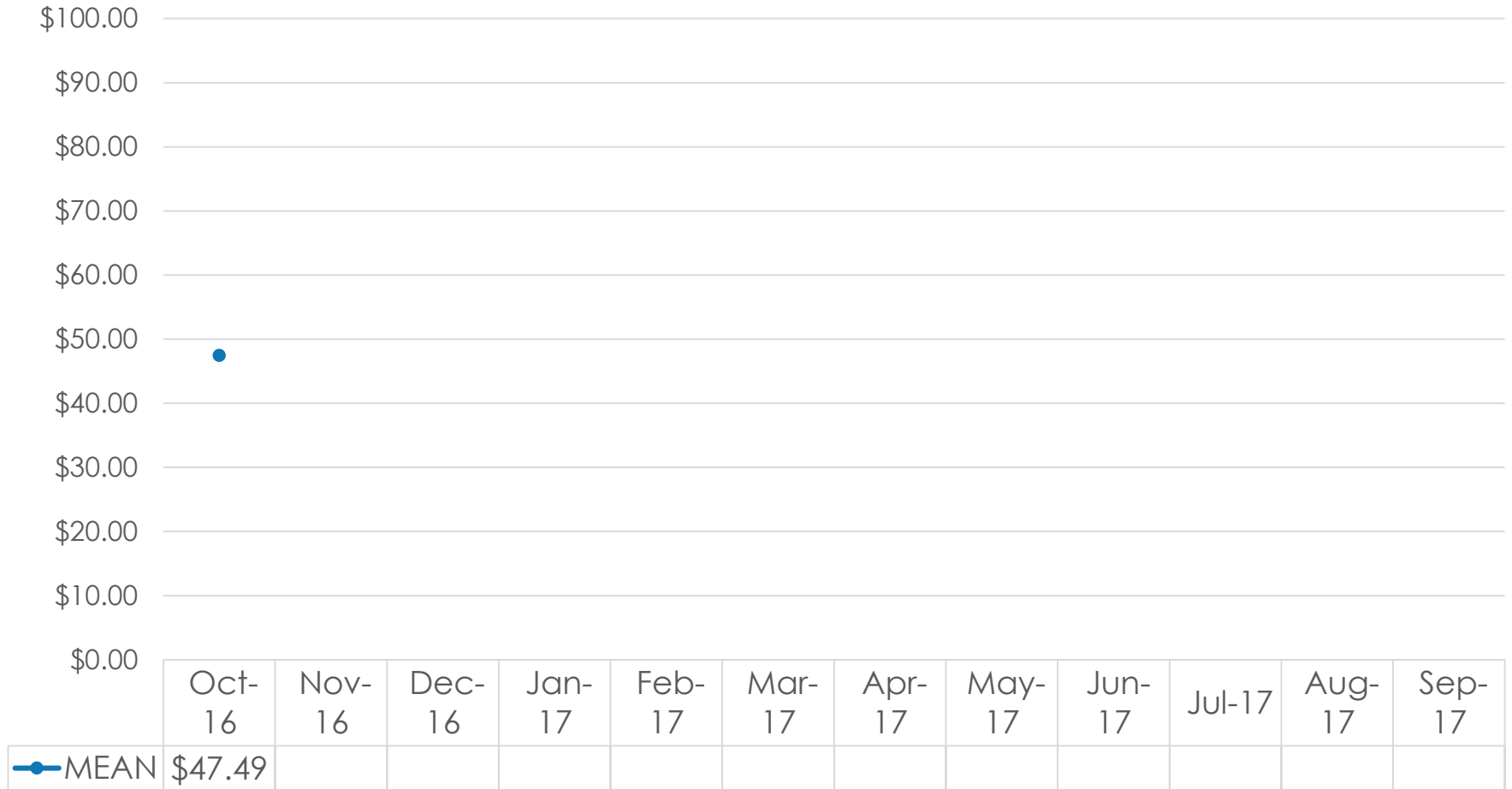
## Gift/ Souvenir – Friends/ Family





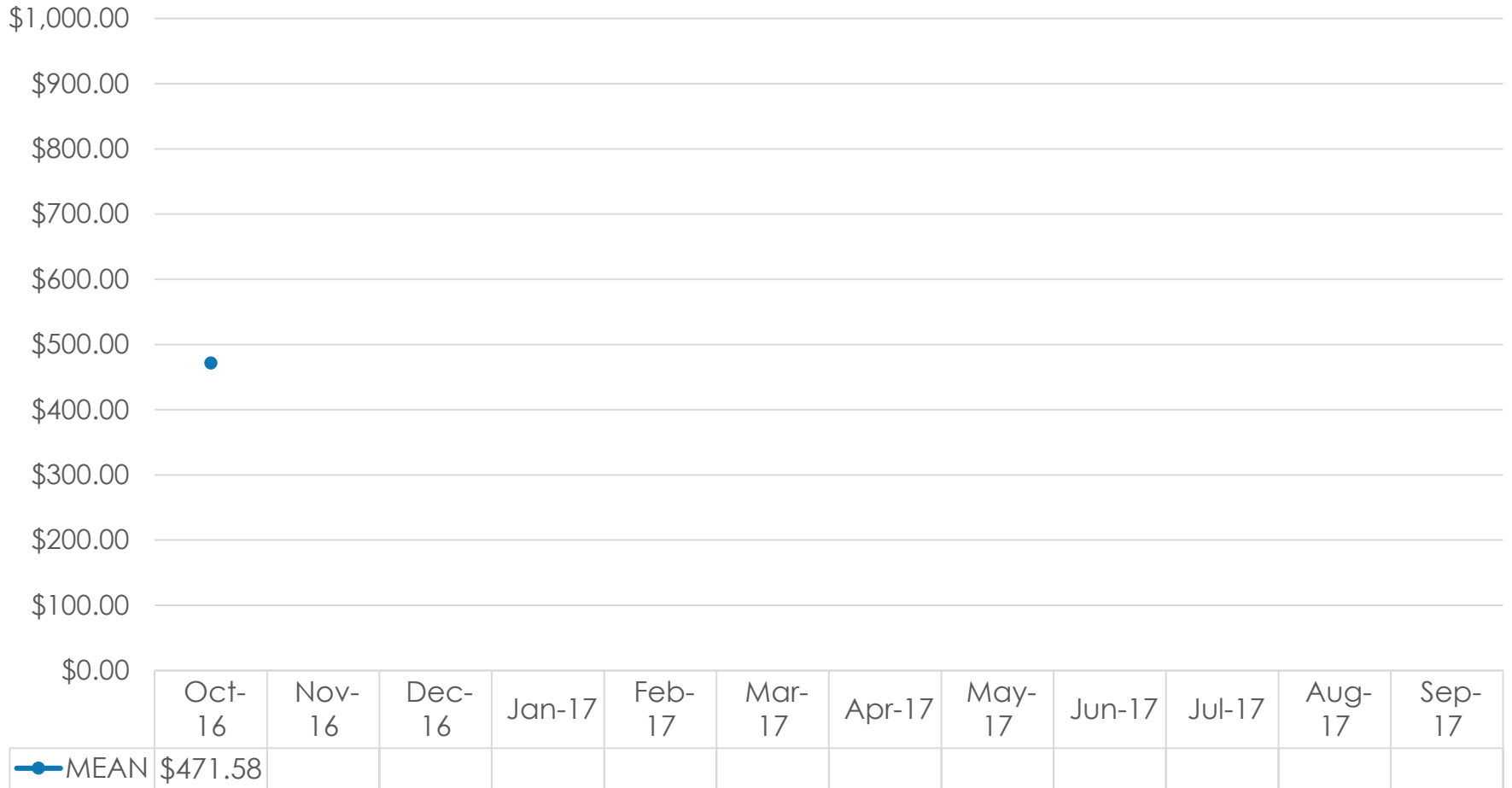
# On-Island – FY2017 Tracking

## Local Transportation



# On-Island – FY2017 Tracking

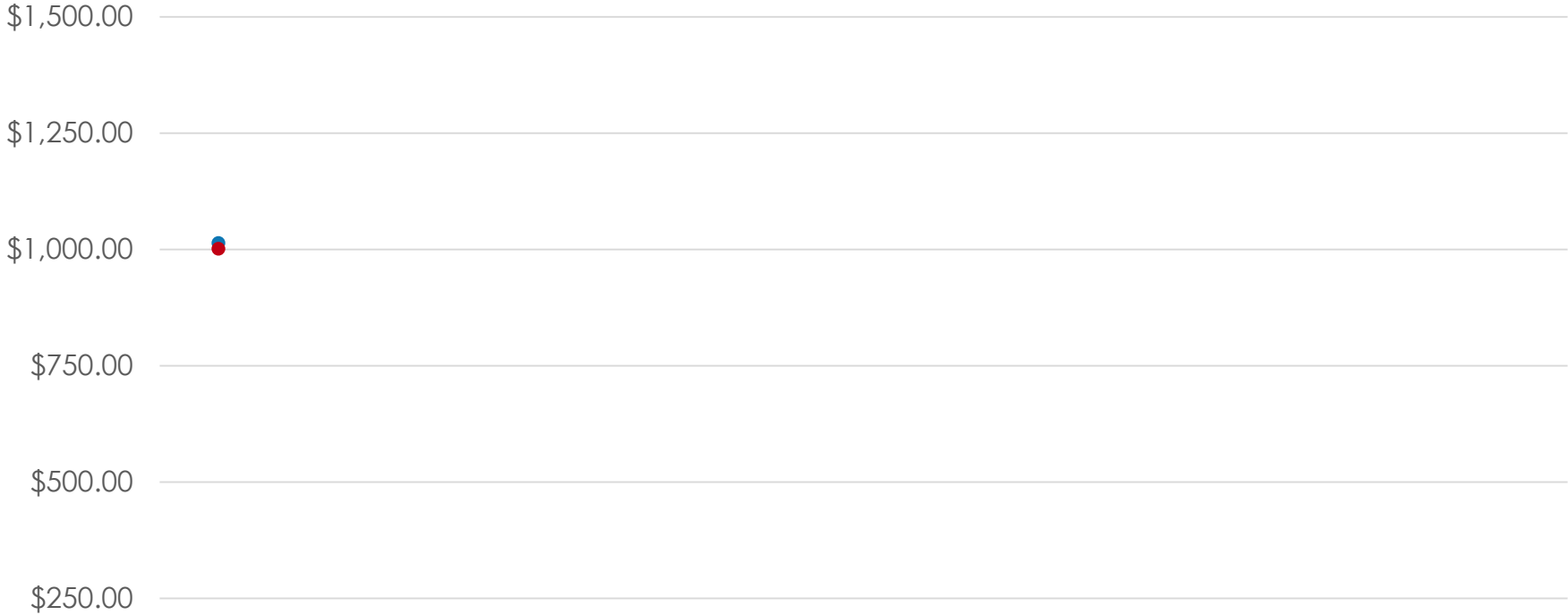
## Other Not Included



# TOTAL (On-Isle + Prepaid) Expenditures

- \$1,014.09 = overall mean average prepaid expense (for entire travel party size) 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											
MEDIAN	\$1,002.00											

# TOTAL Per Person Expenditures – Key Segments

## GUAM VISITORS BUREAU - EXIT SURVEY

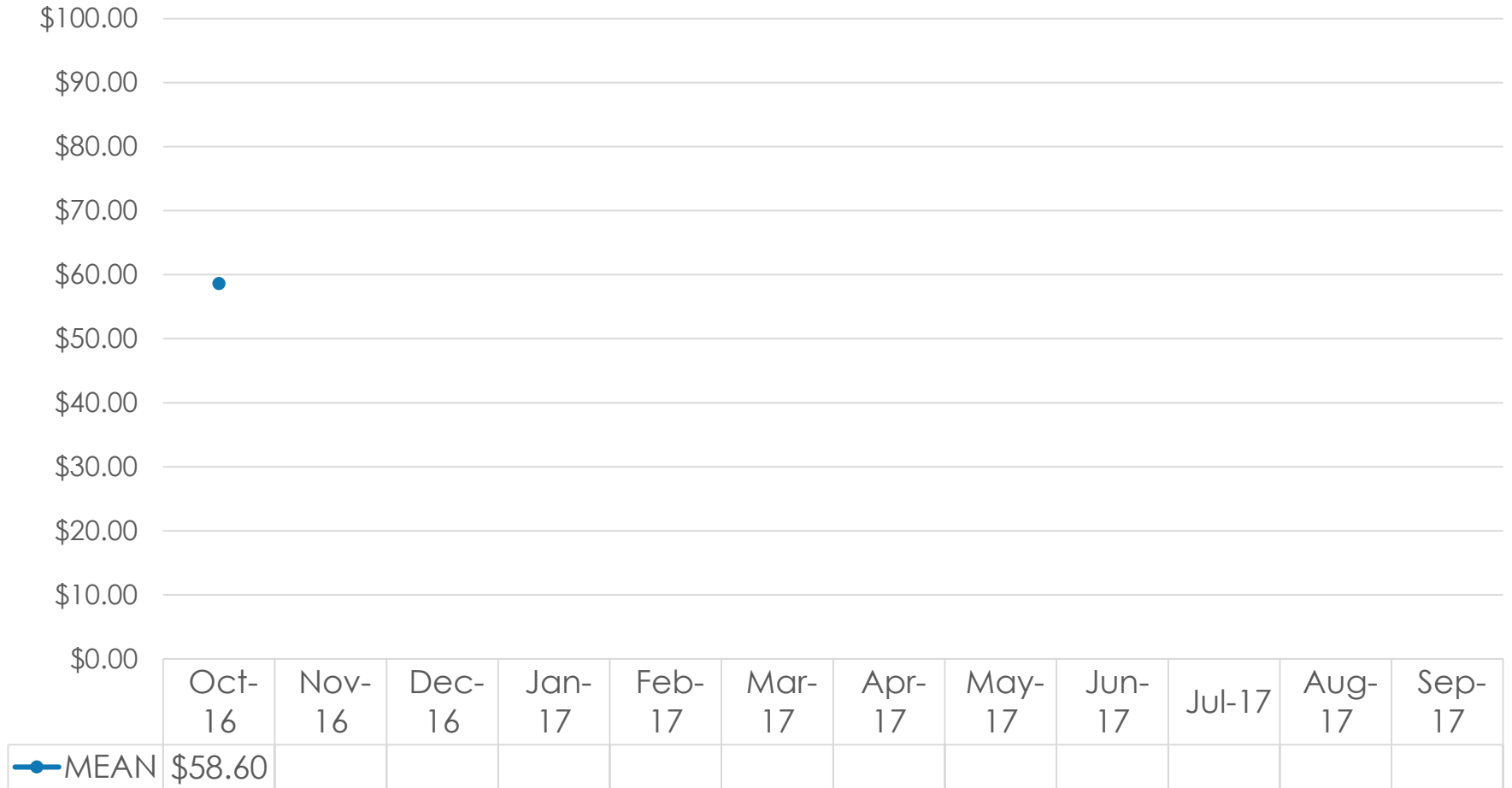
### TOTAL EXPENDITURES (On-Isle / Prepaid)

#### PER PERSON

		TOTAL	FIT	MICE	HONEY- MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
TOTAL PP	Mean	\$1,014.09	\$924.64	\$680.59	\$1,557.34	\$699.60	\$1,022.09	\$1,033.51	\$800.94	\$904.23
	Median	\$1,002	\$791	\$453	\$1,597	\$0	\$1,016	\$1,021	\$801	\$884

Prepared by QMark Research

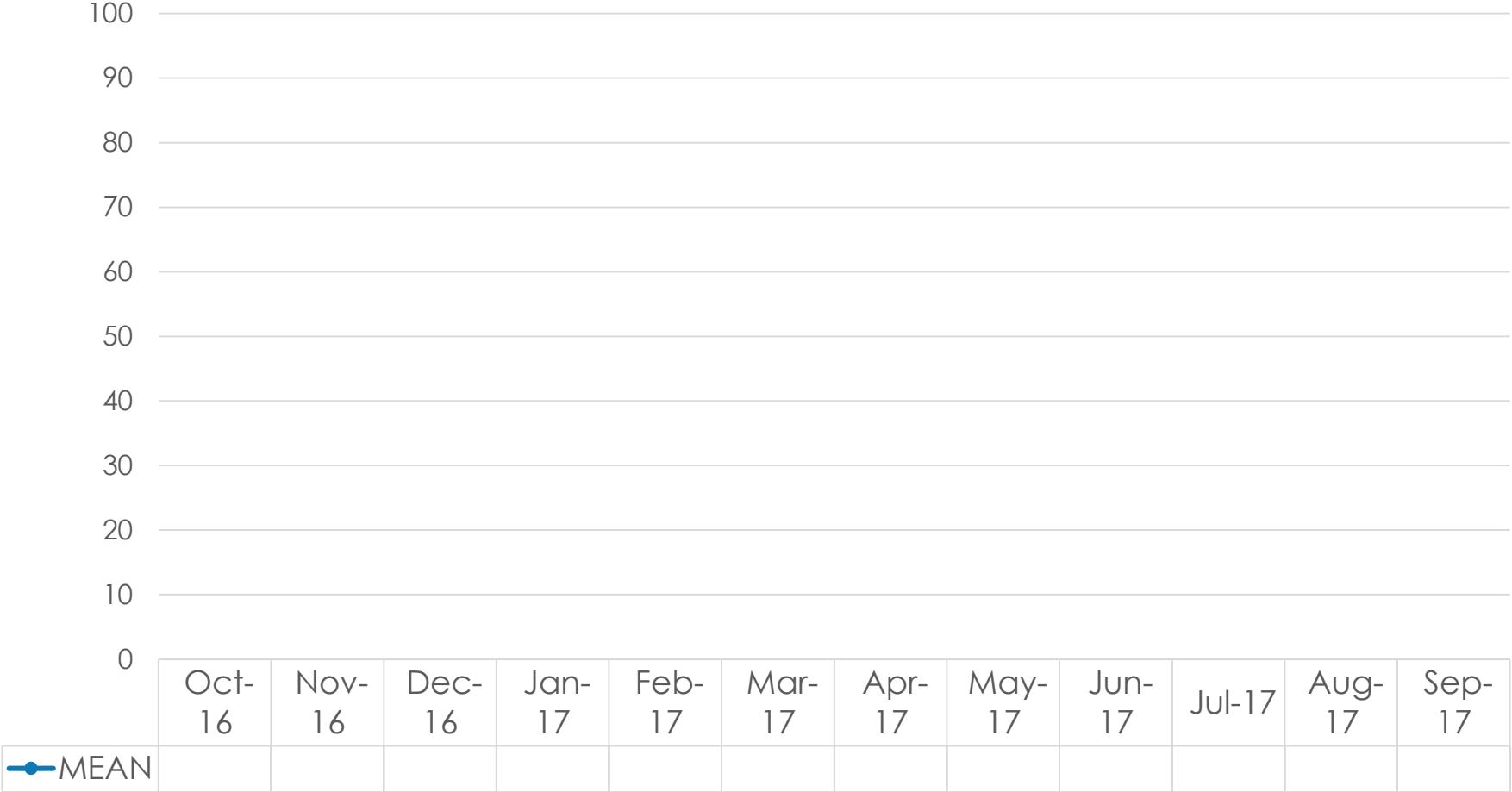
# GUAM AIRPORT EXPENDITURE – FY2017 Tracking



# **PARTICIPATED IN SHOP GUAM e-FESTIVAL (N/A)**



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



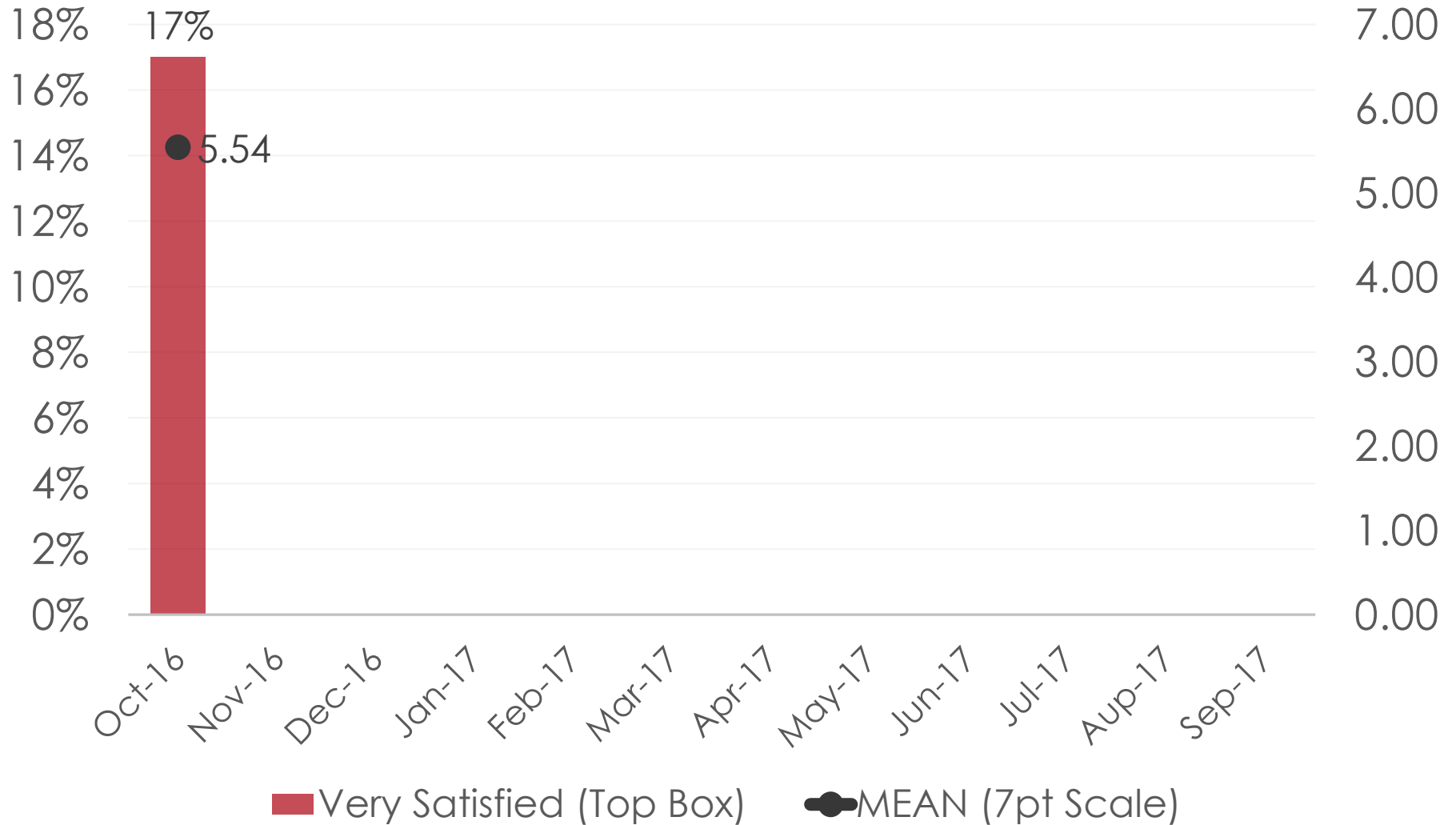


# SECTION 4

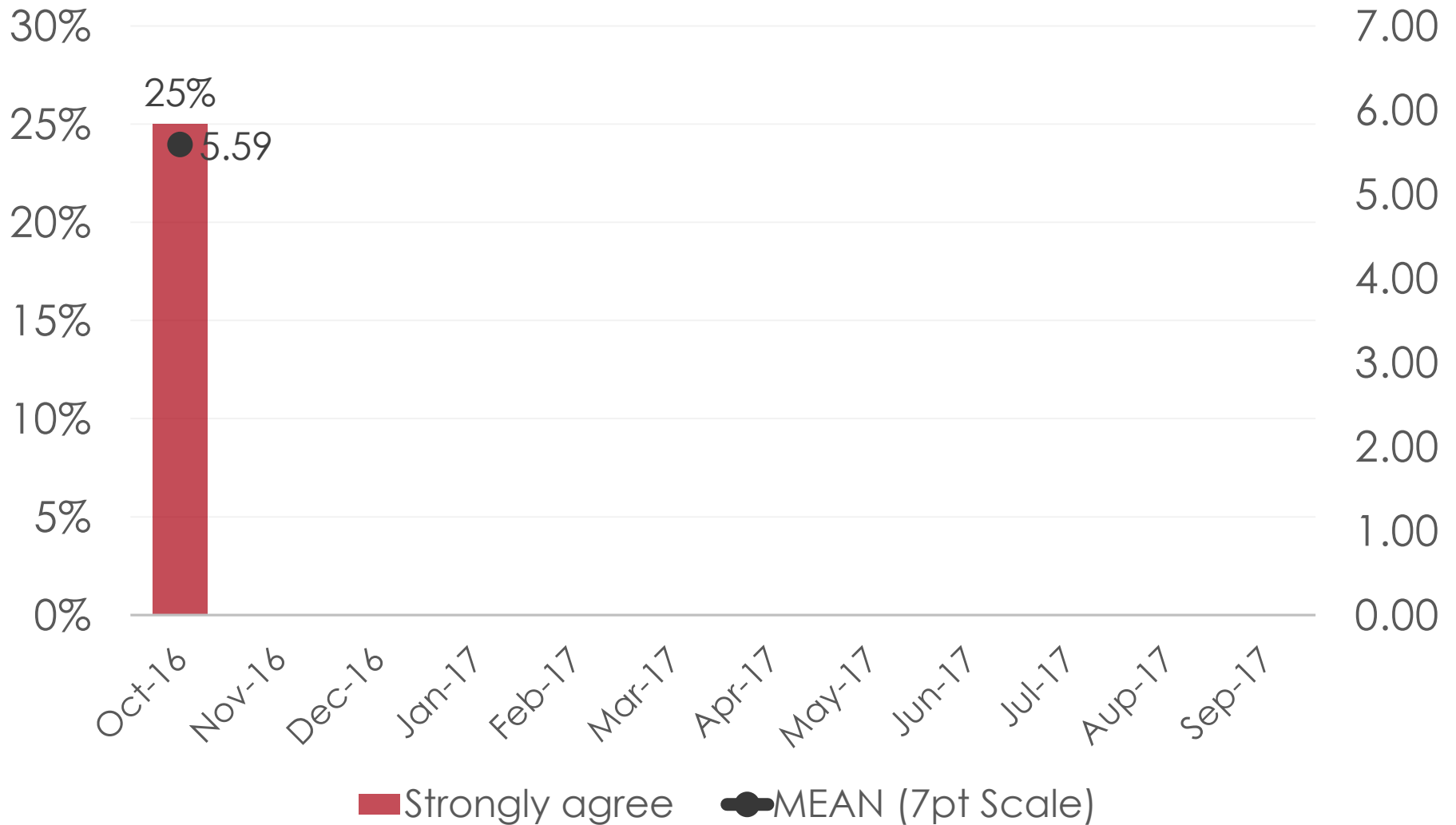
# VISITOR SATISFACTION

# BEHAVIOR

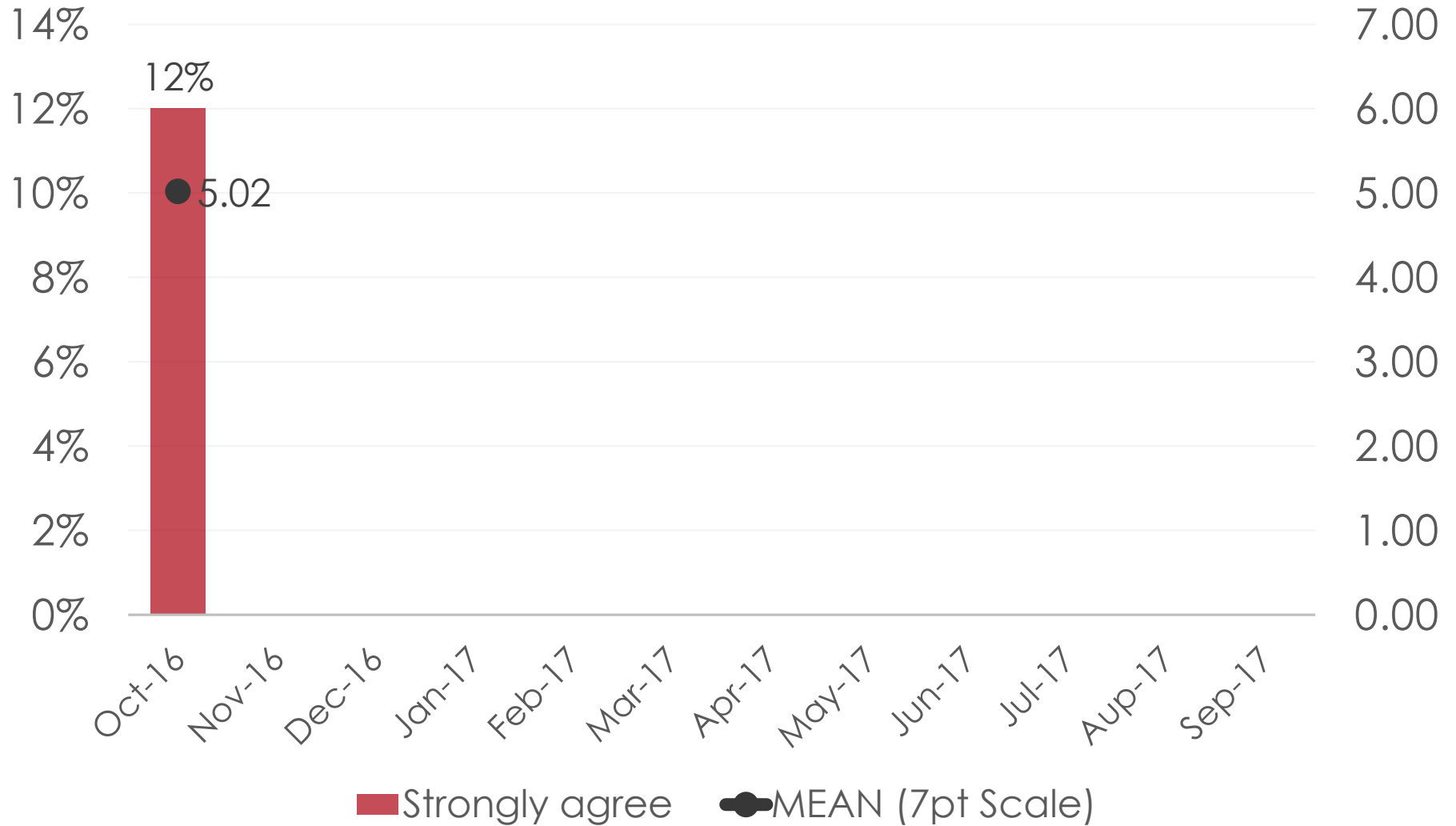
# OVERALL SATISFACTION



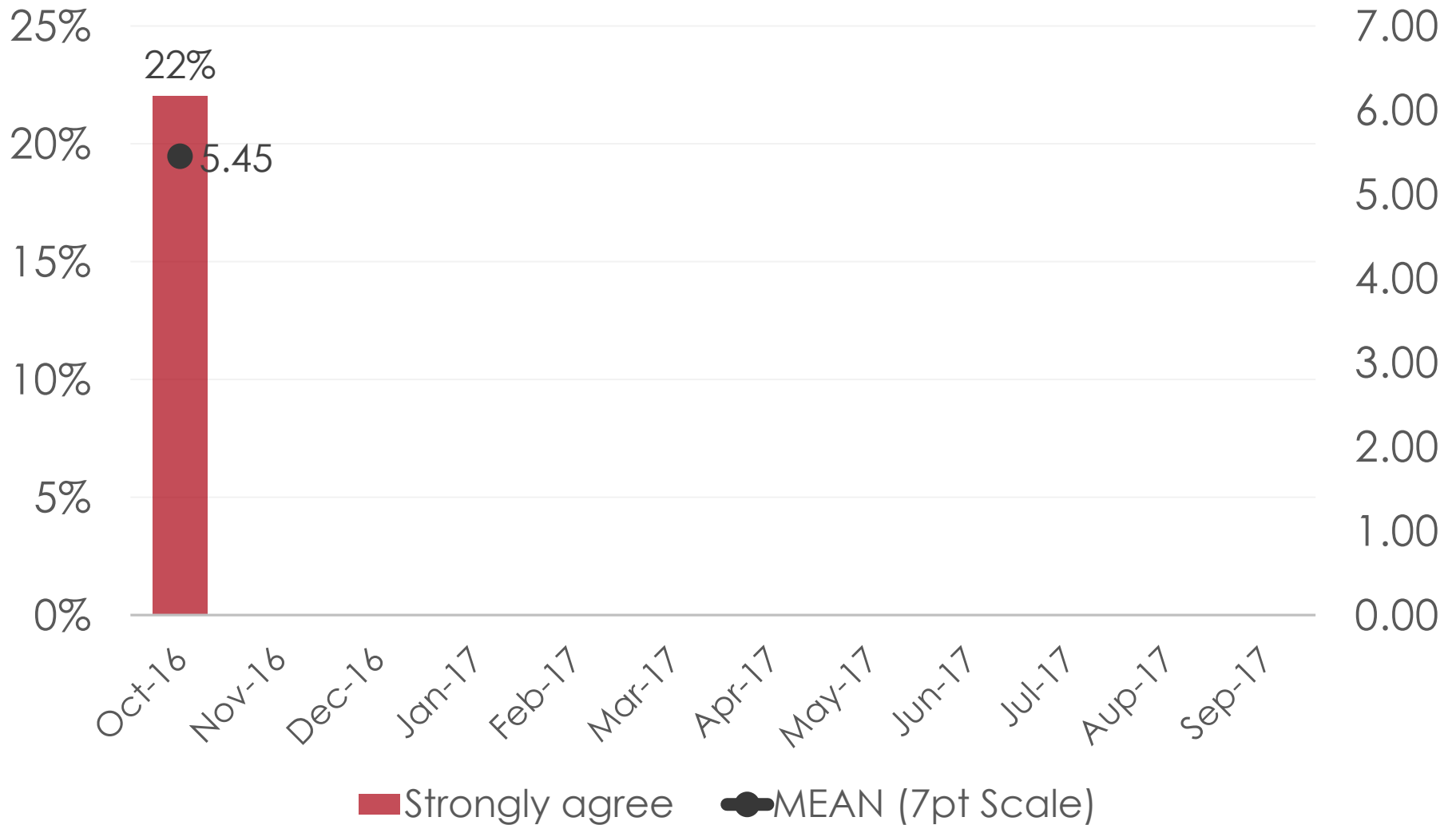
# Guam was better than expected



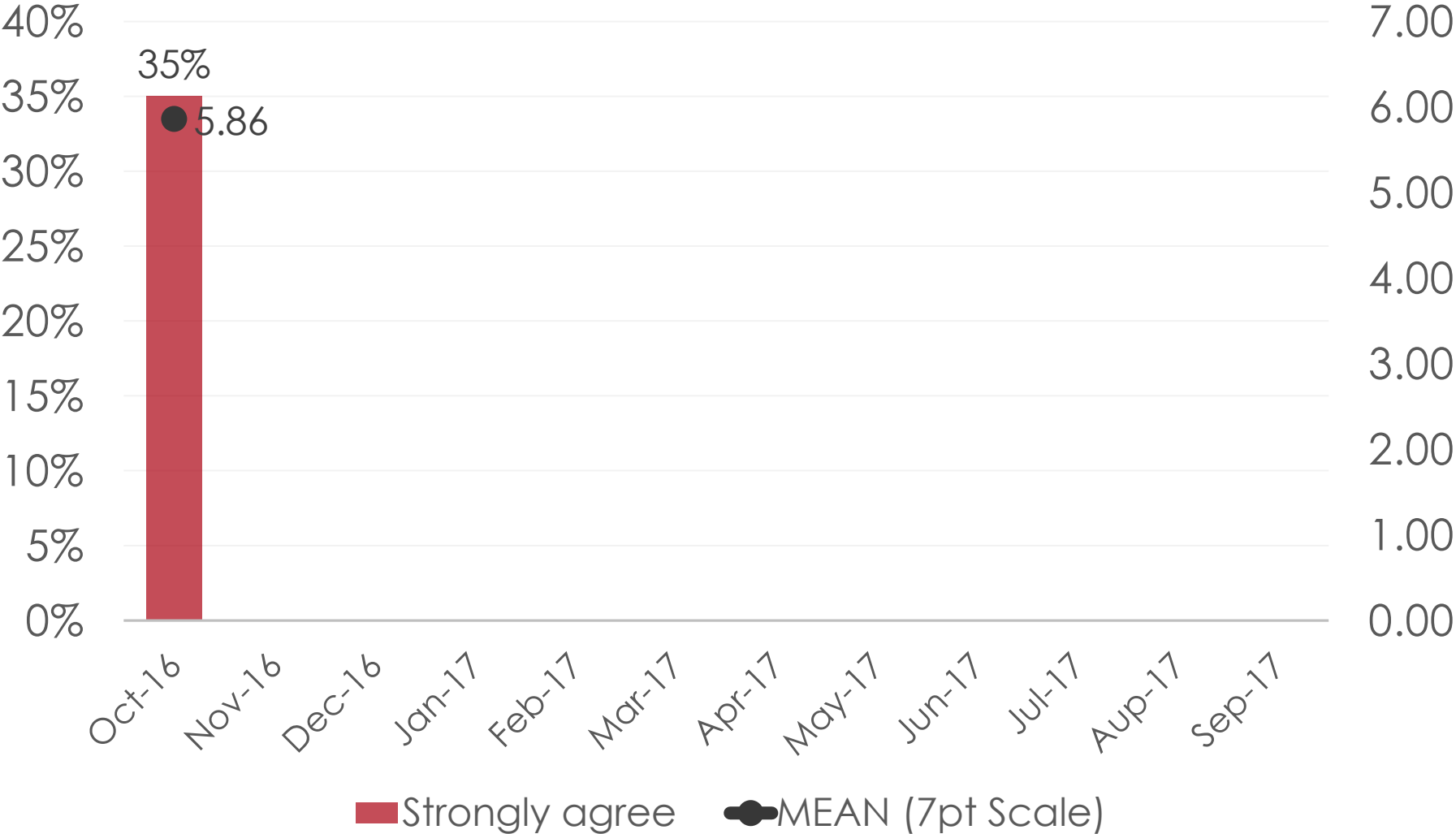
# I had no communication problems



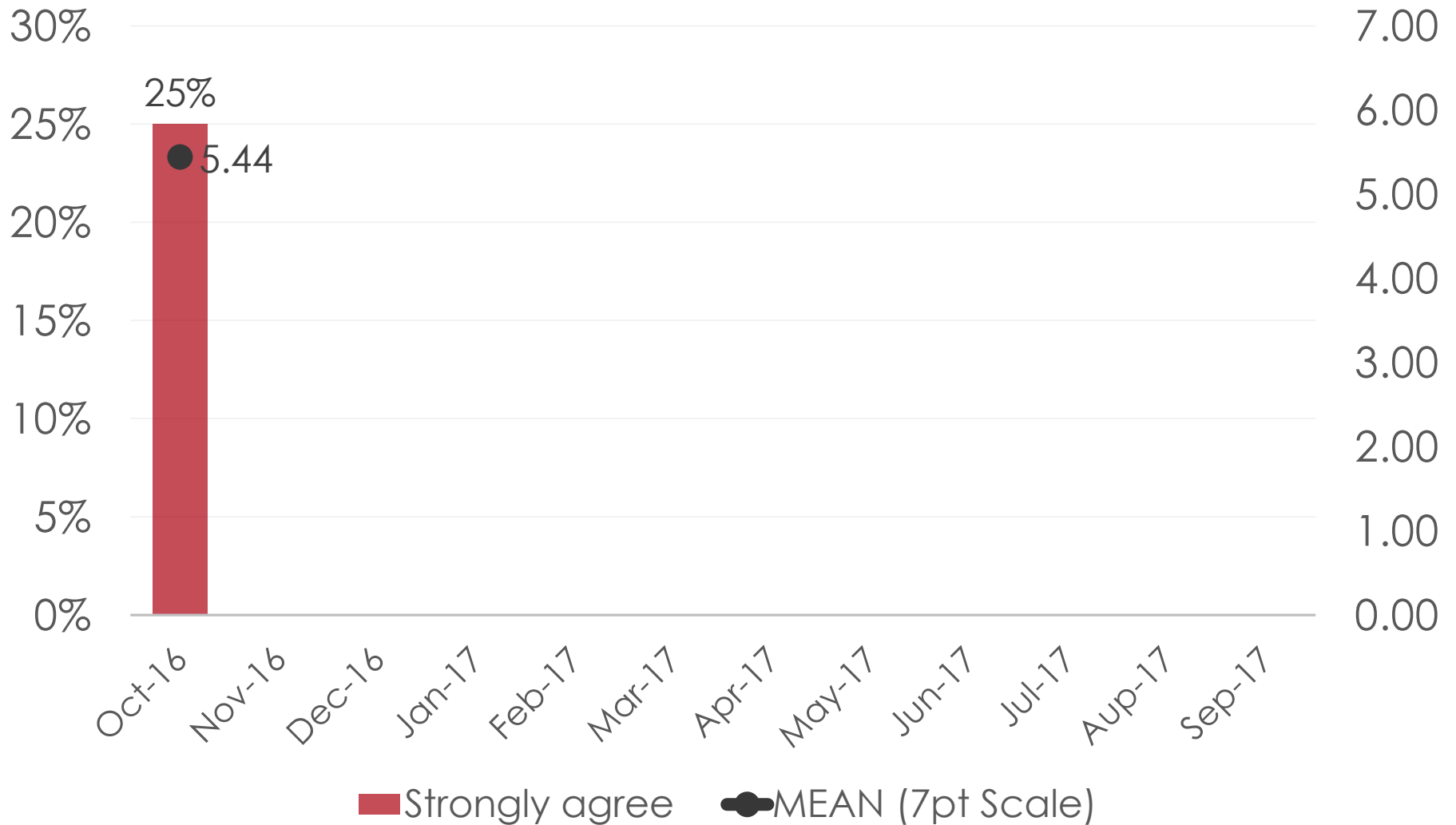
# I will recommend Guam to friends



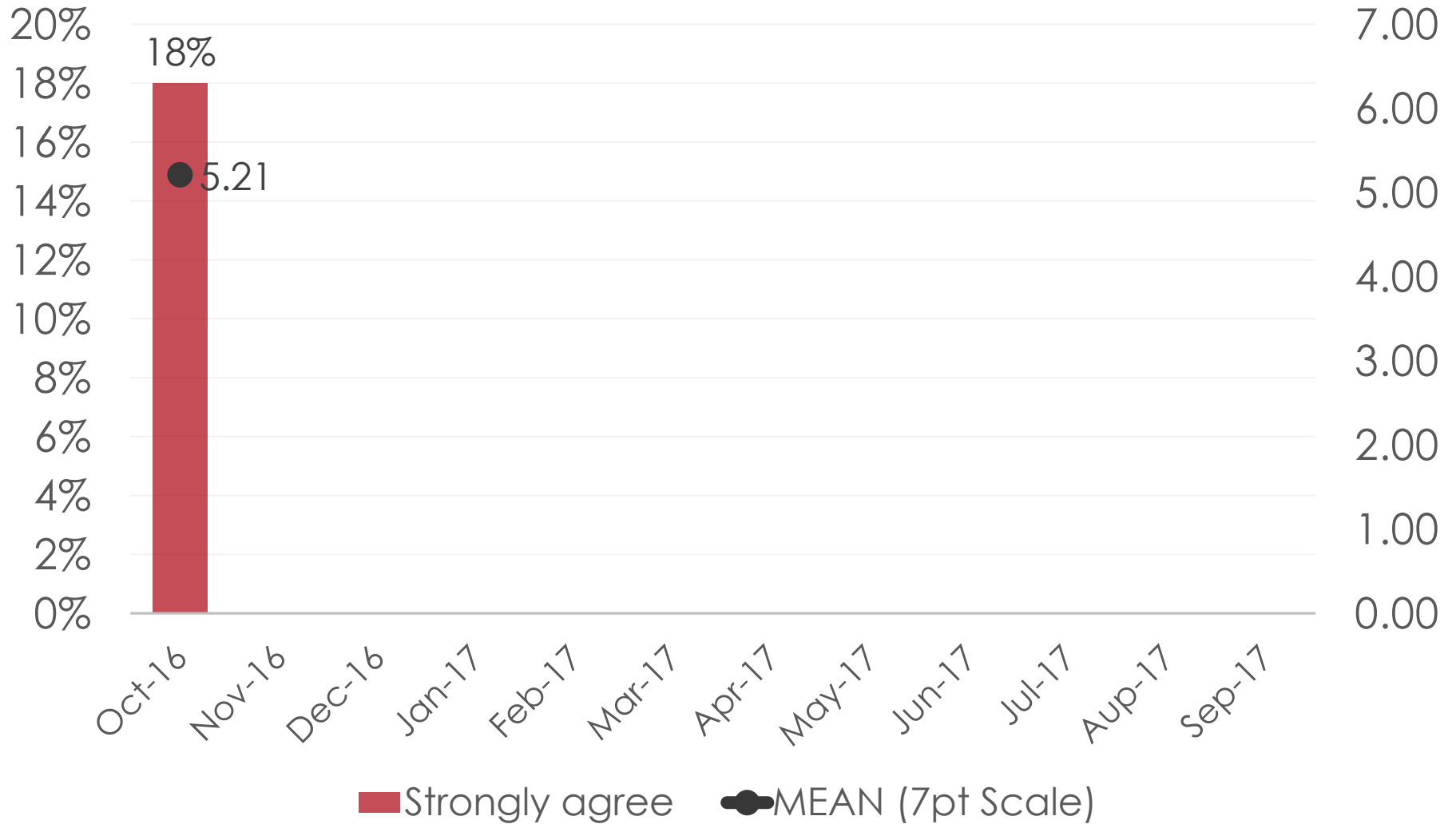
# Sites on Guam were attractive



# I plan to visit Guam again

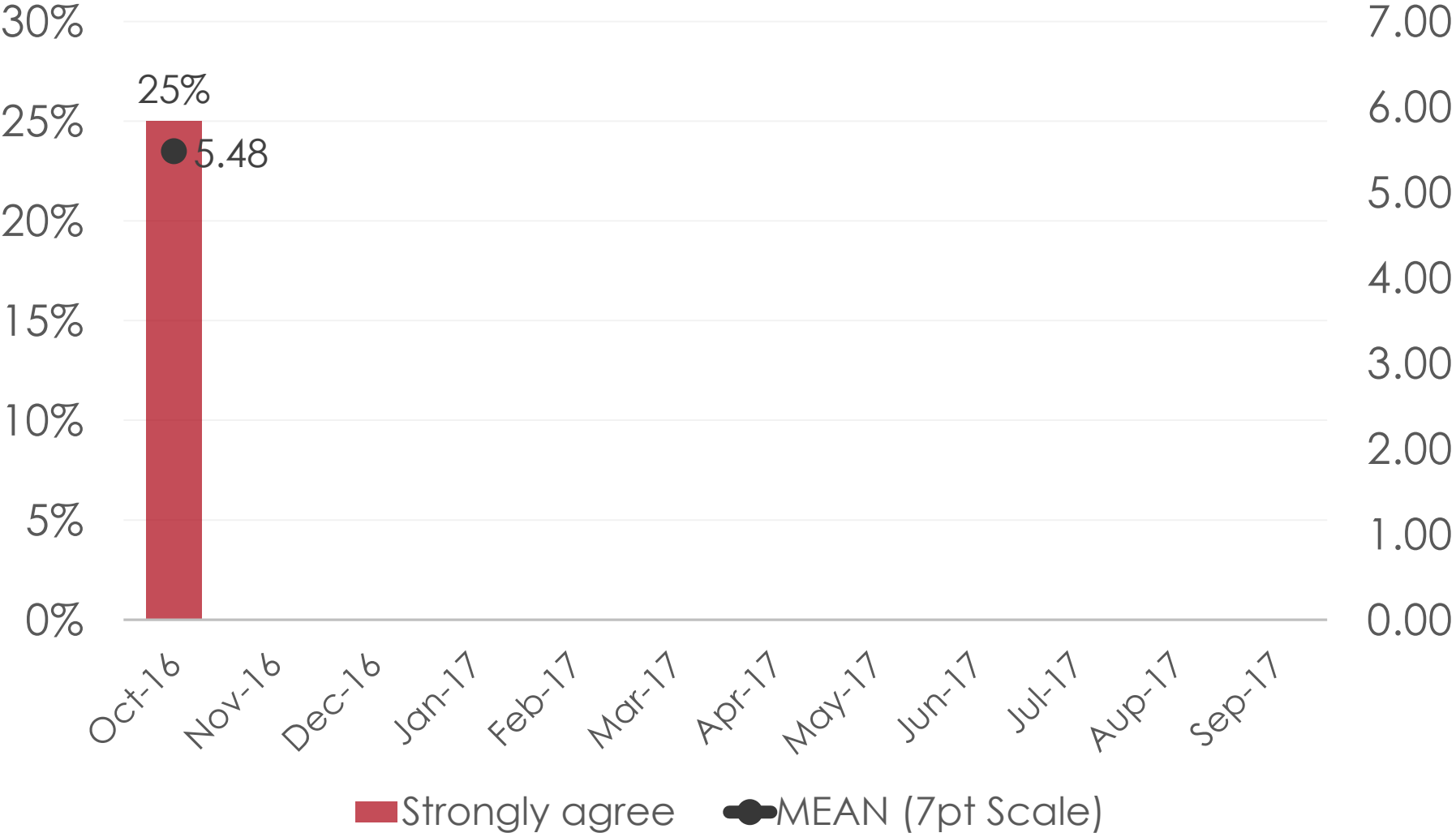


# Not enough night time activities

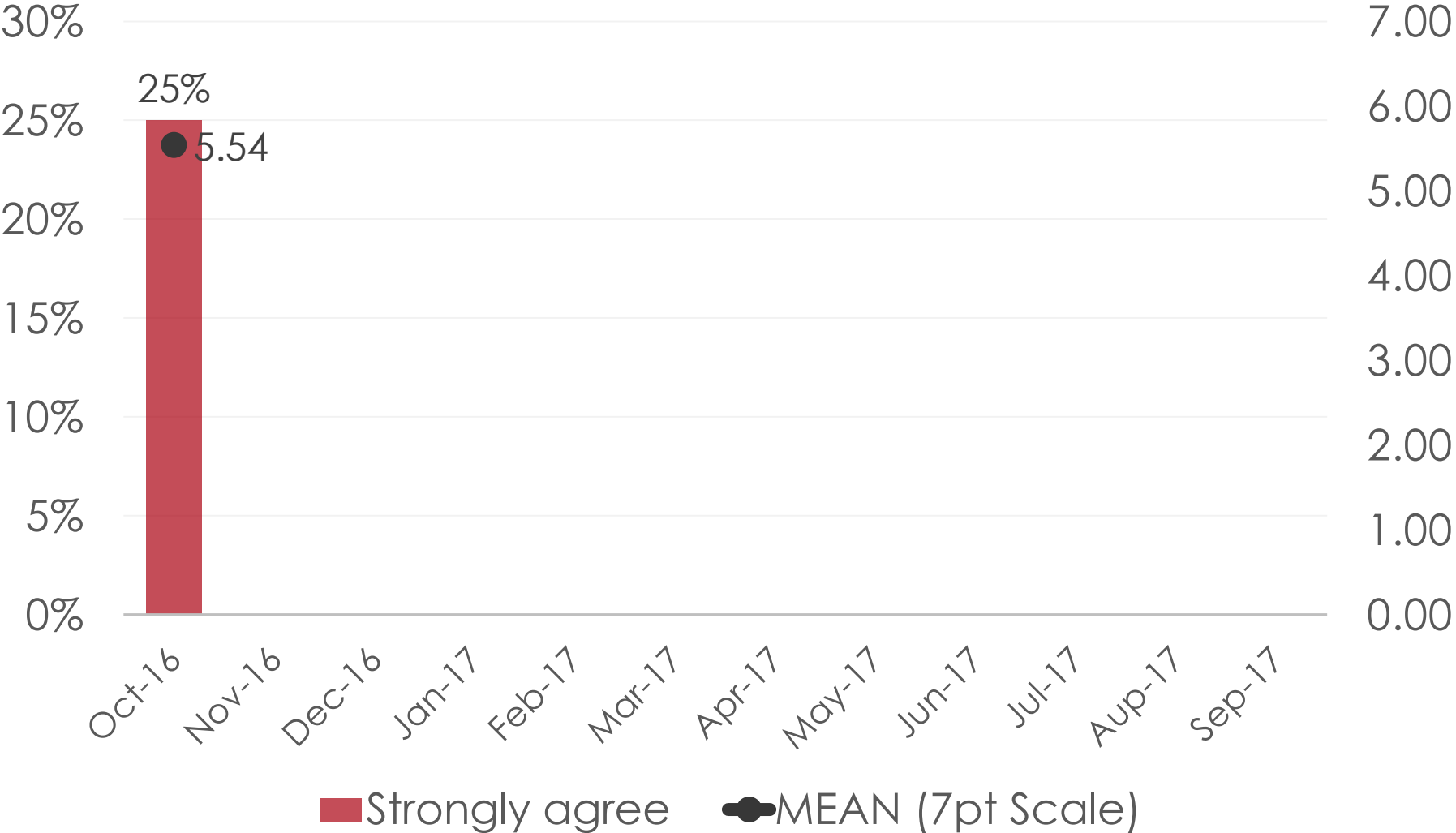




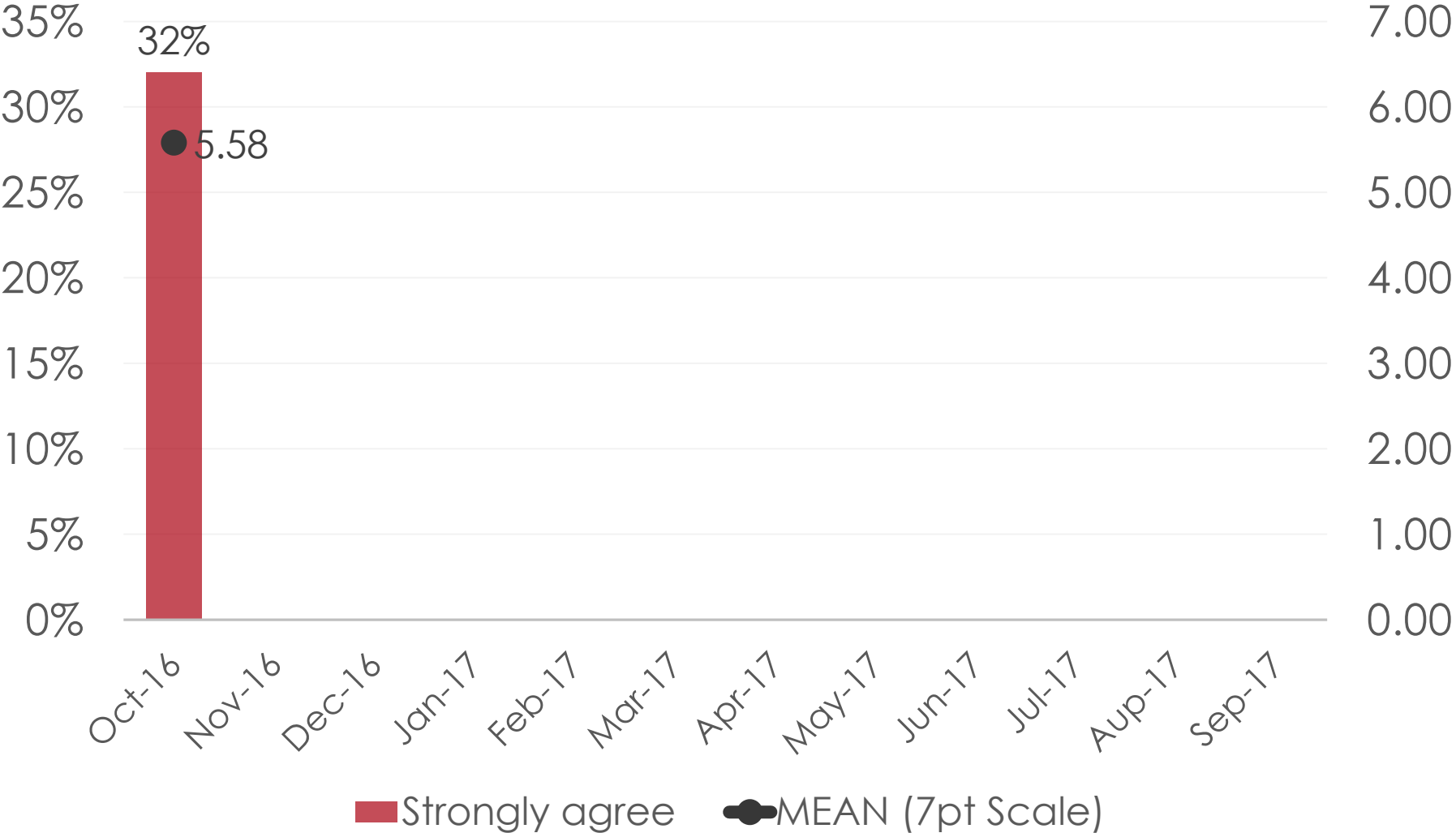
# Tour guides were professional



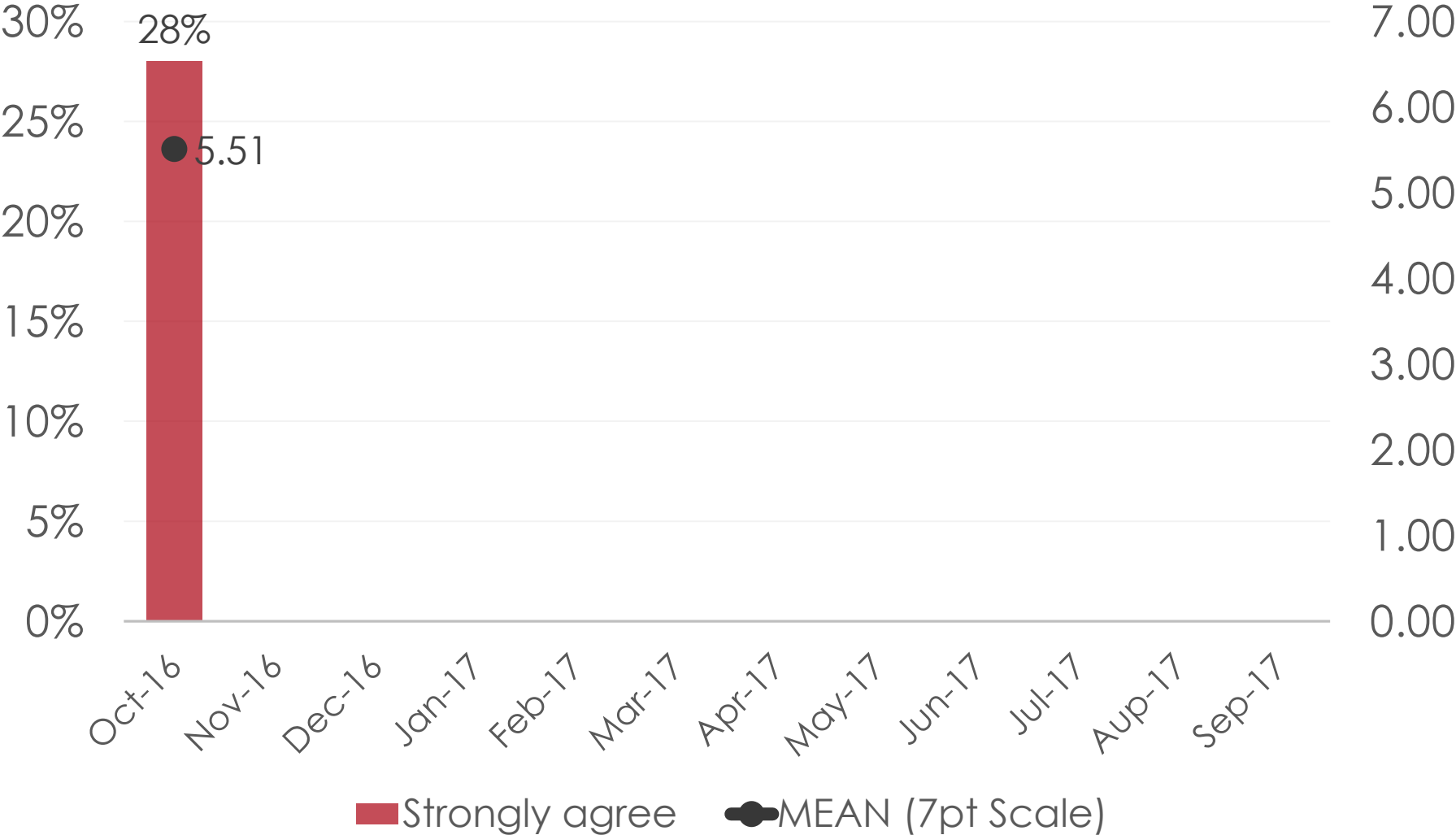
# Tour drivers were professional



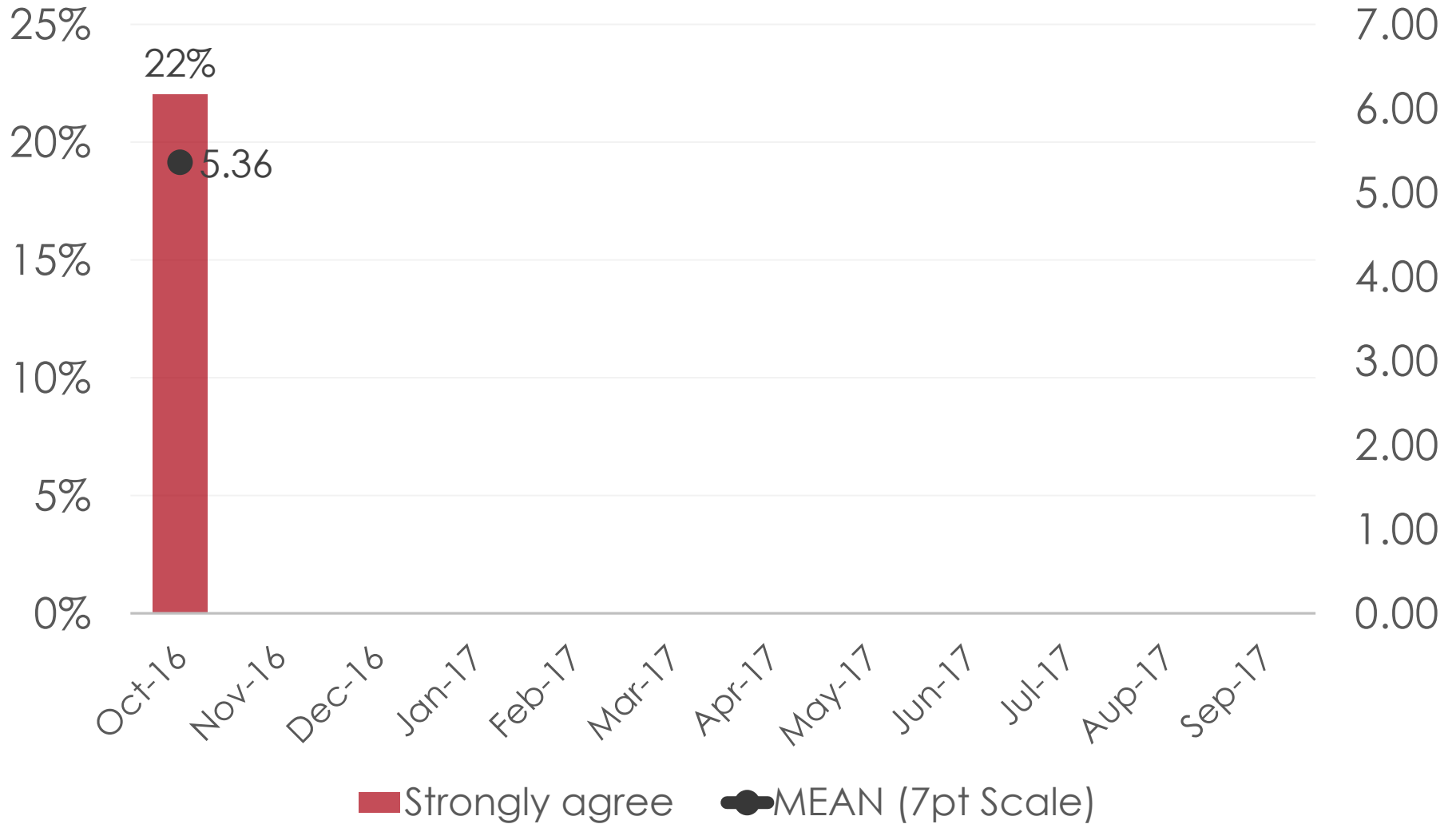
# Taxi drivers were professional



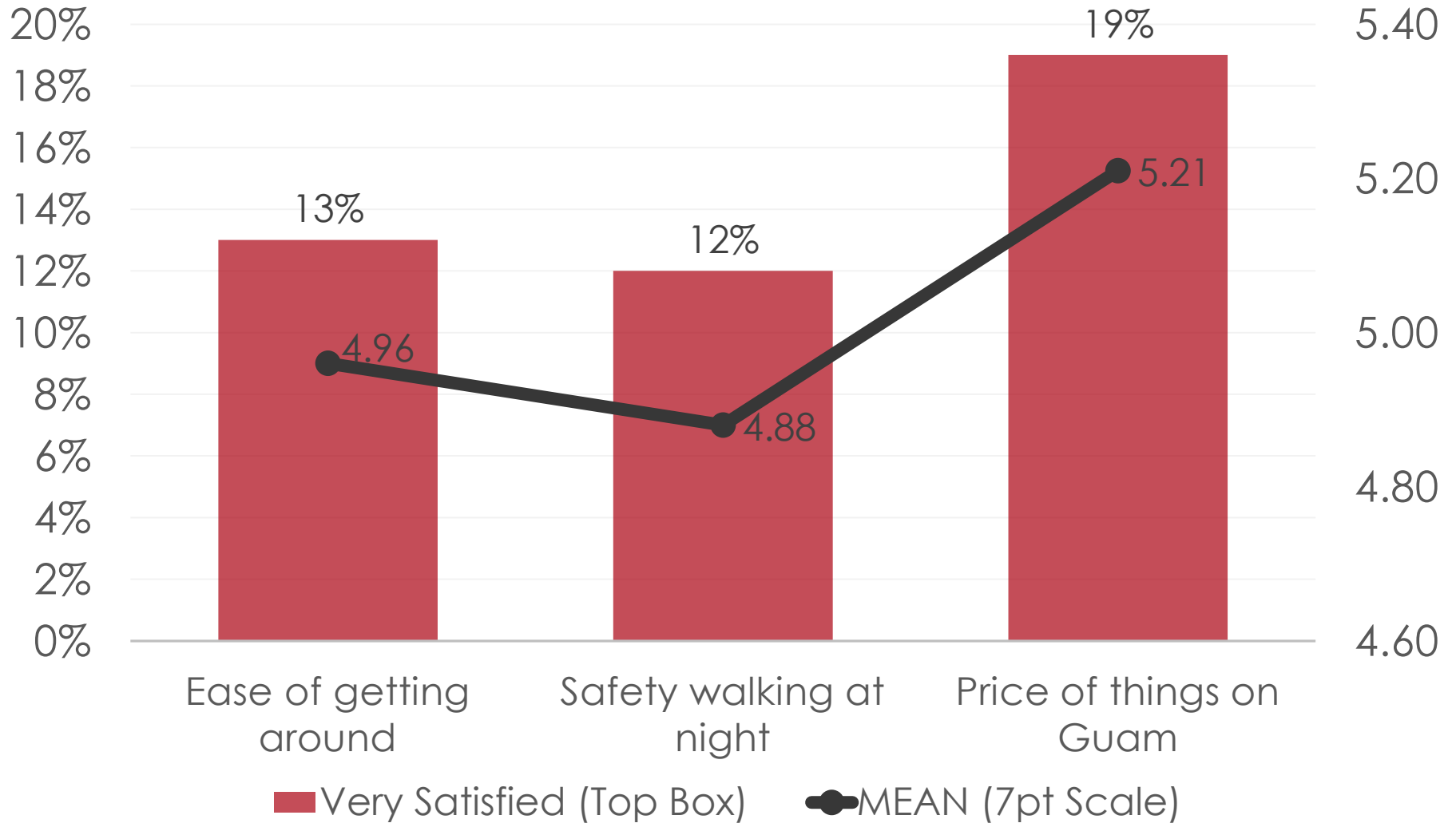
# Taxis were clean



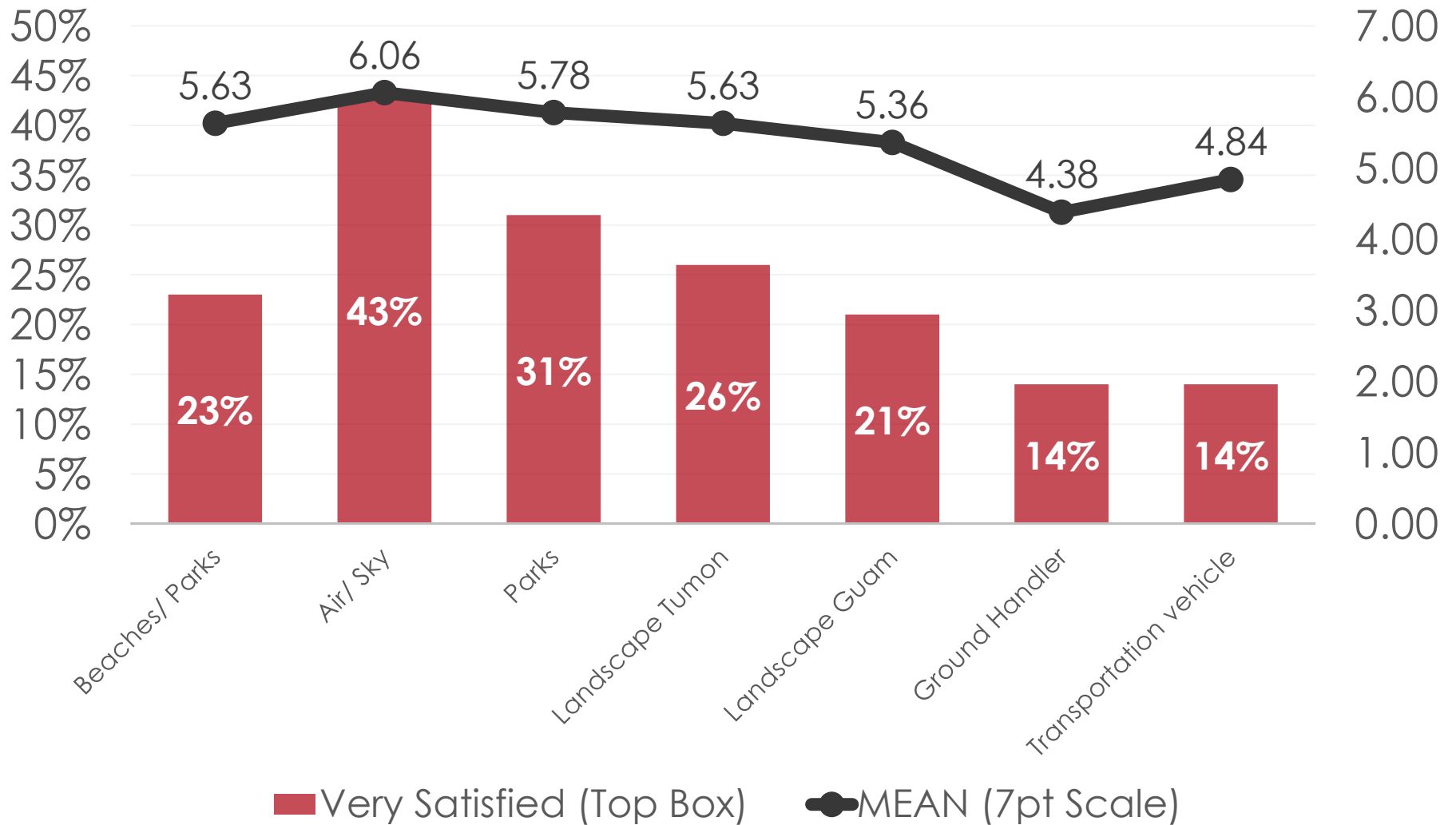
# Guam airport was clean



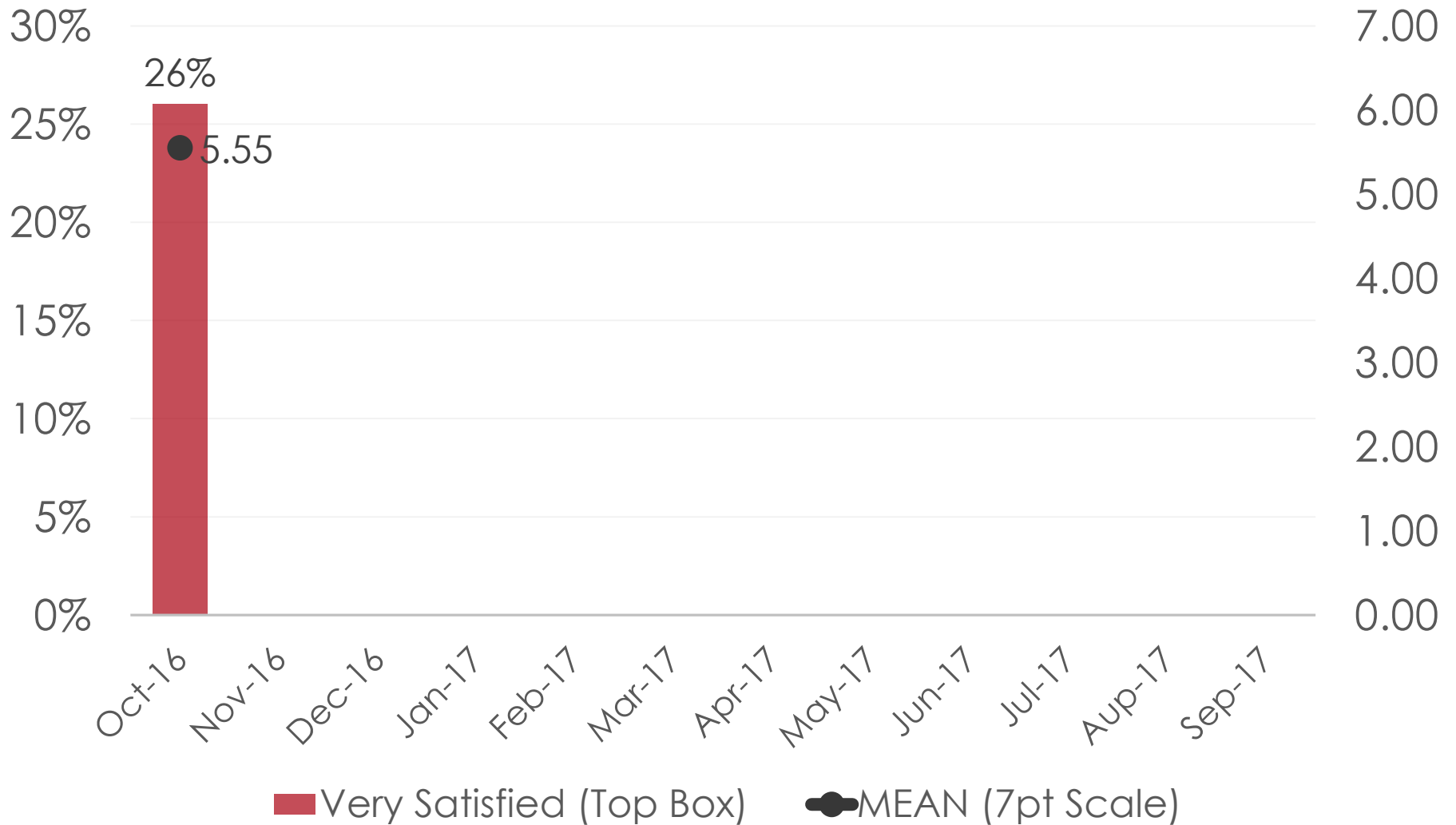
# GENERAL SATISFACTION



# GENERAL SATISFACTION – Quality/ Cleanliness

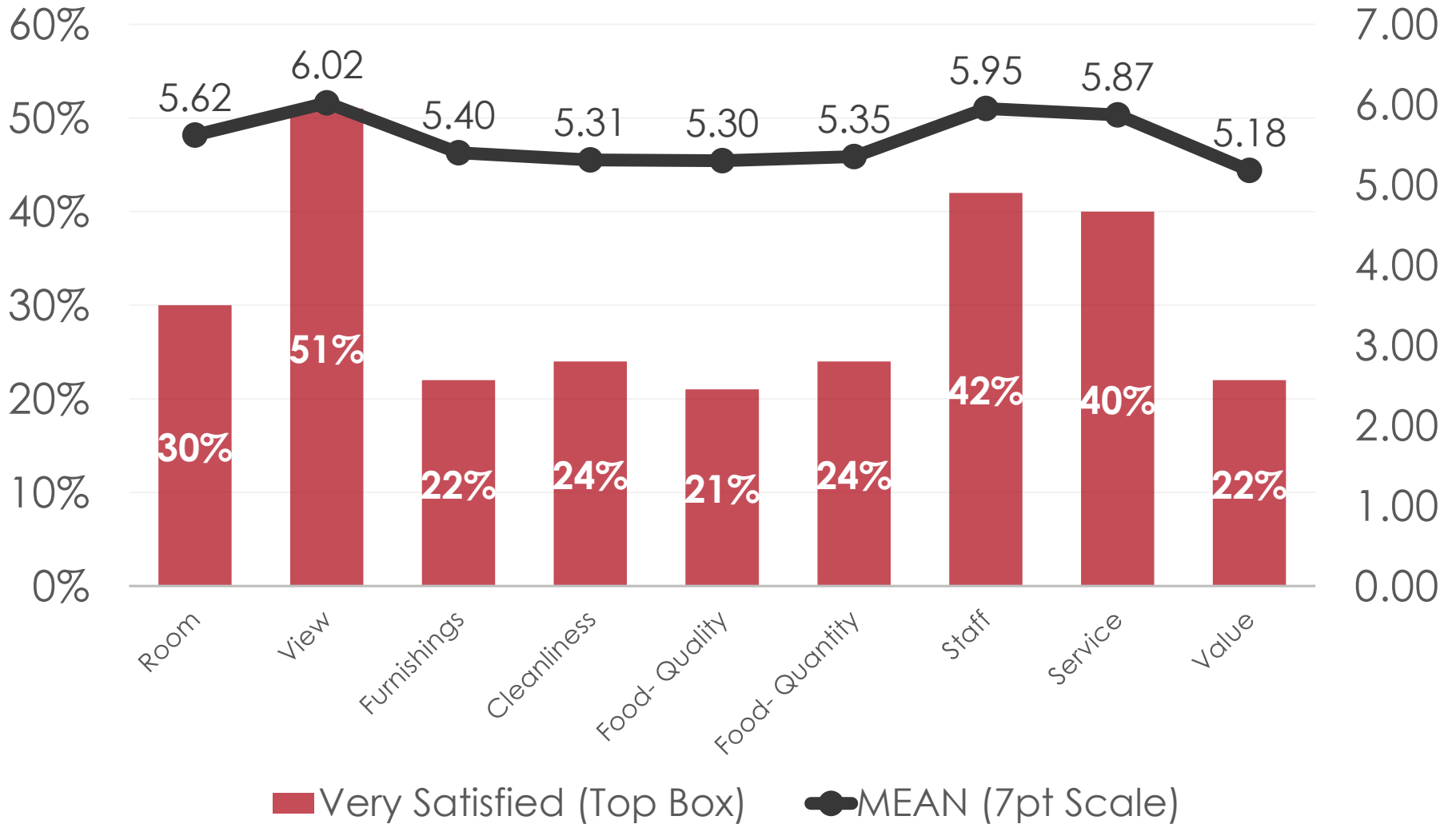


# ACCOMMODATIONS – OVERALL SATISFACTION

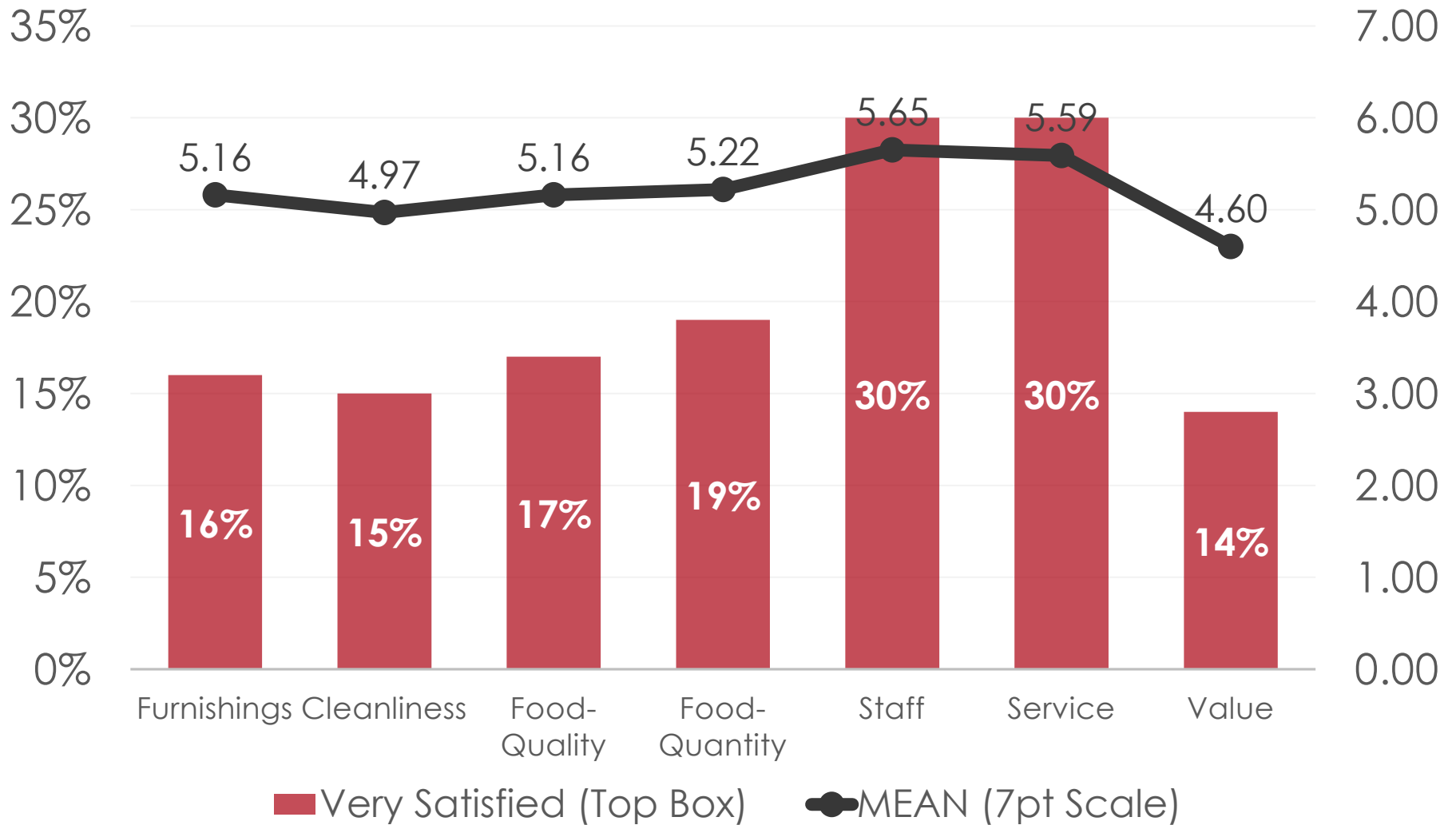




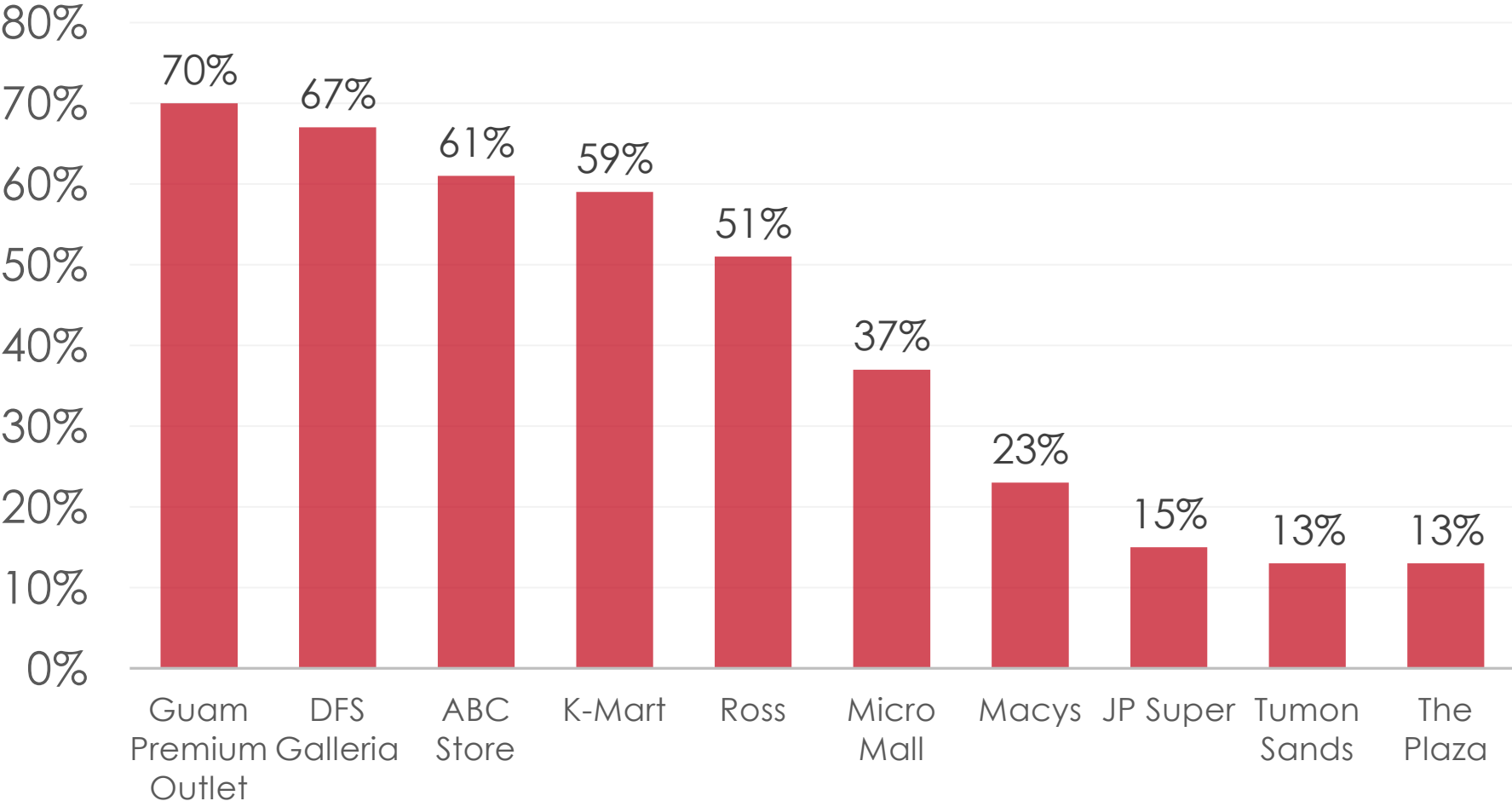
# ACCOMMODATIONS – Satisfaction by Category



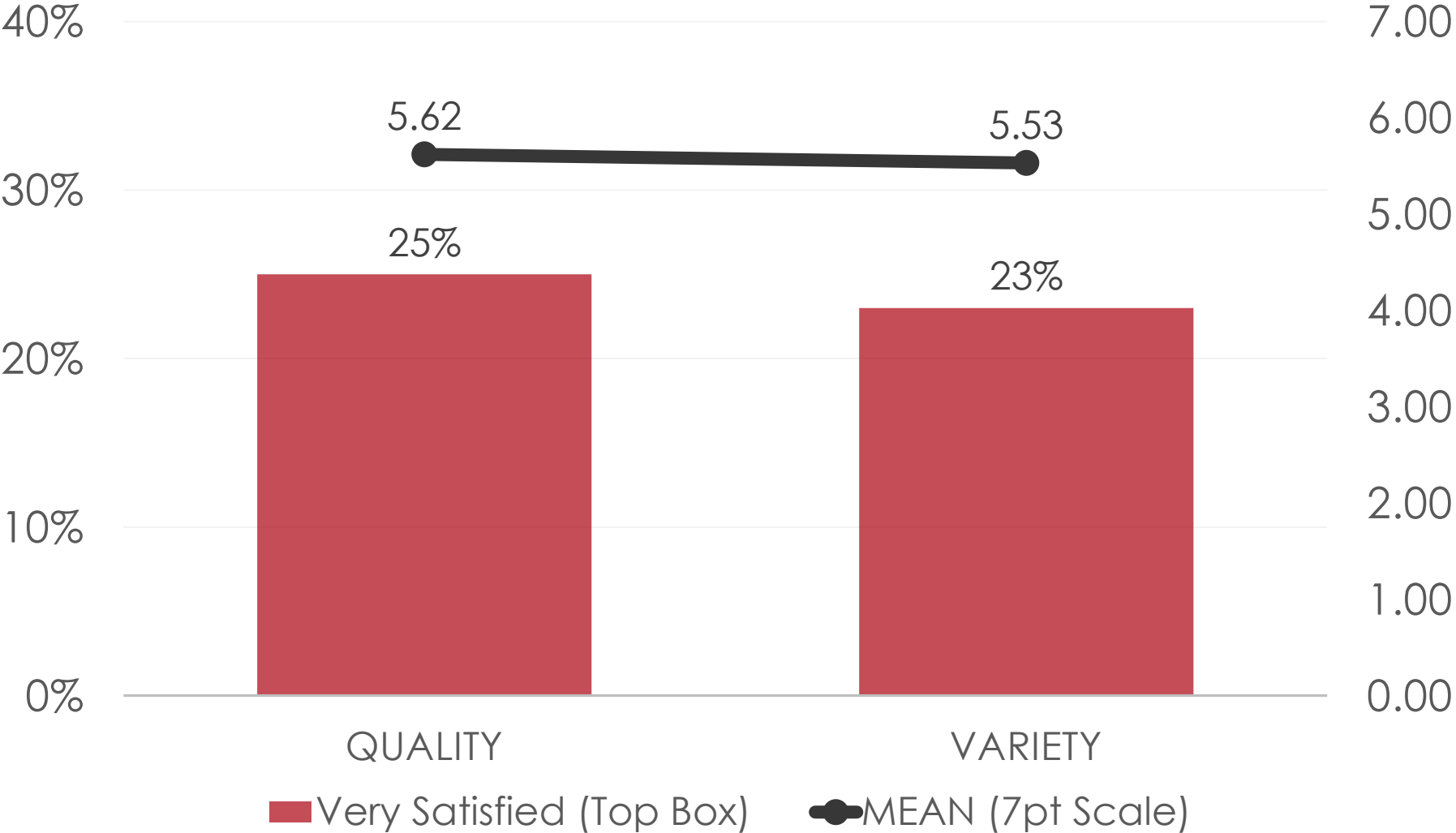
# DINING EXPERIENCE (Outside Hotel) – Satisfaction by Category



# Shopping Malls/ Stores (Top Responses)



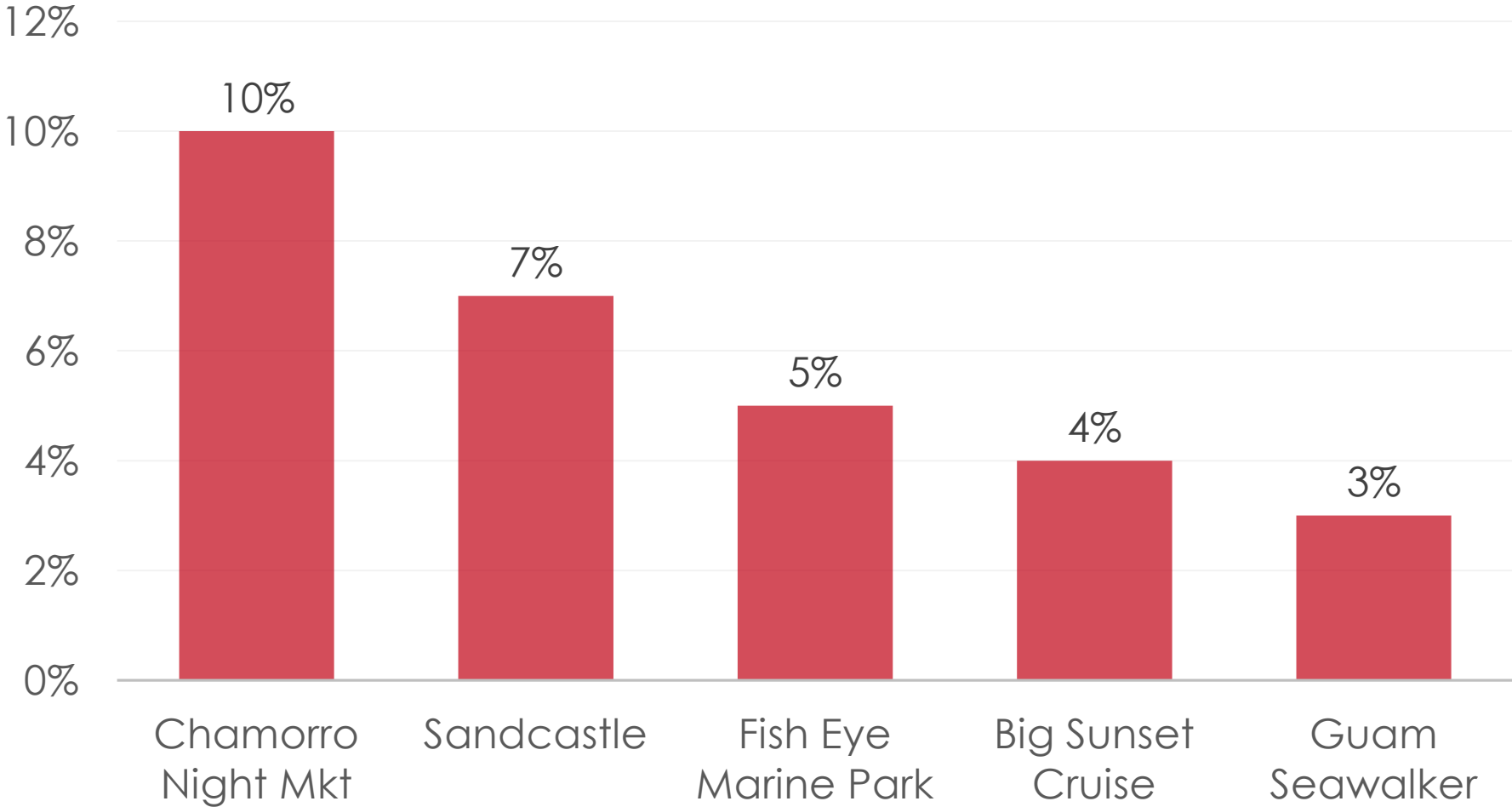
# SHOPPING - SATISFACTION



# OPTIONAL TOUR PARTICIPATION – FY2017 Tracking

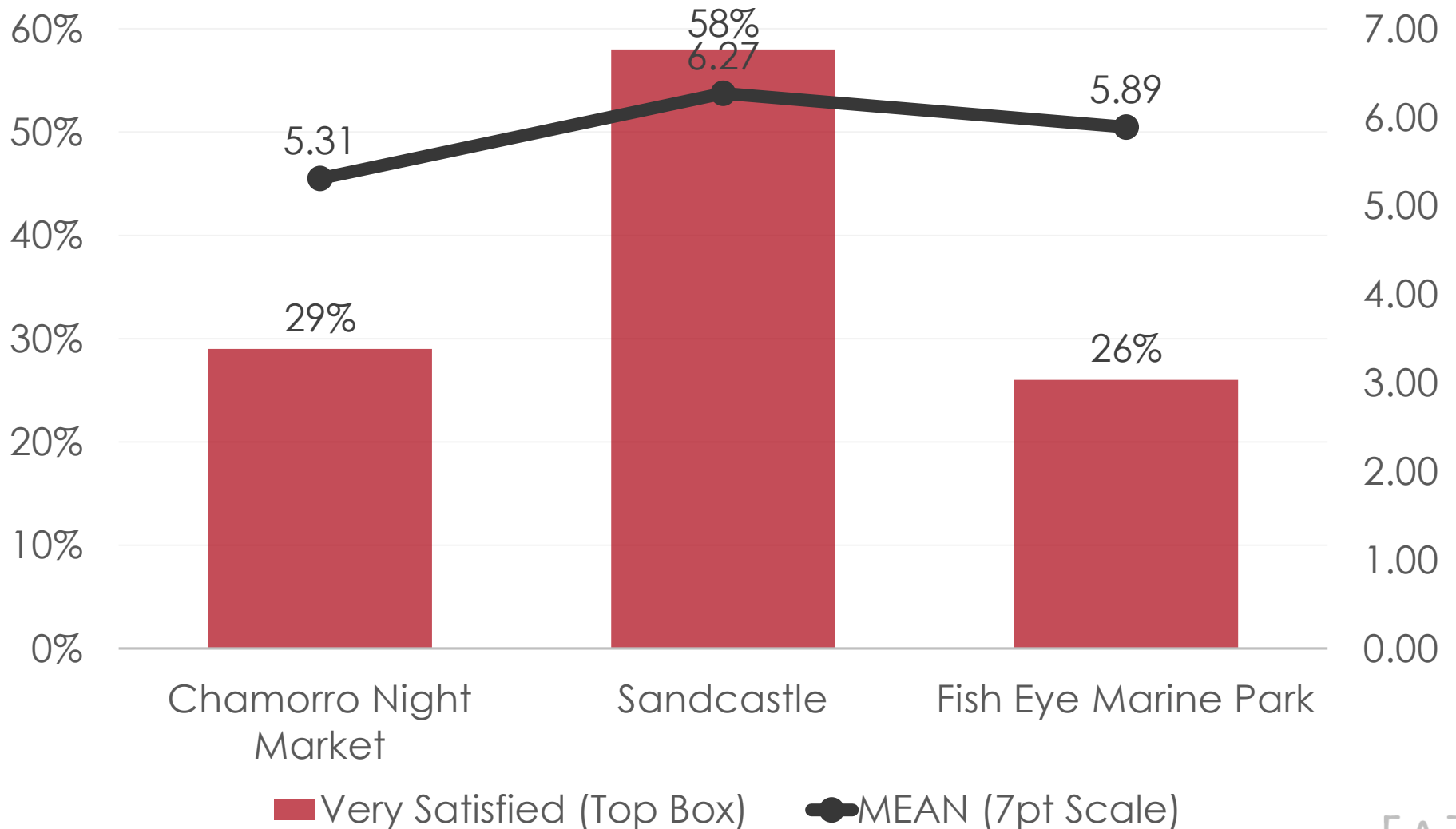


# Optional Tour Participation (Top Responses)

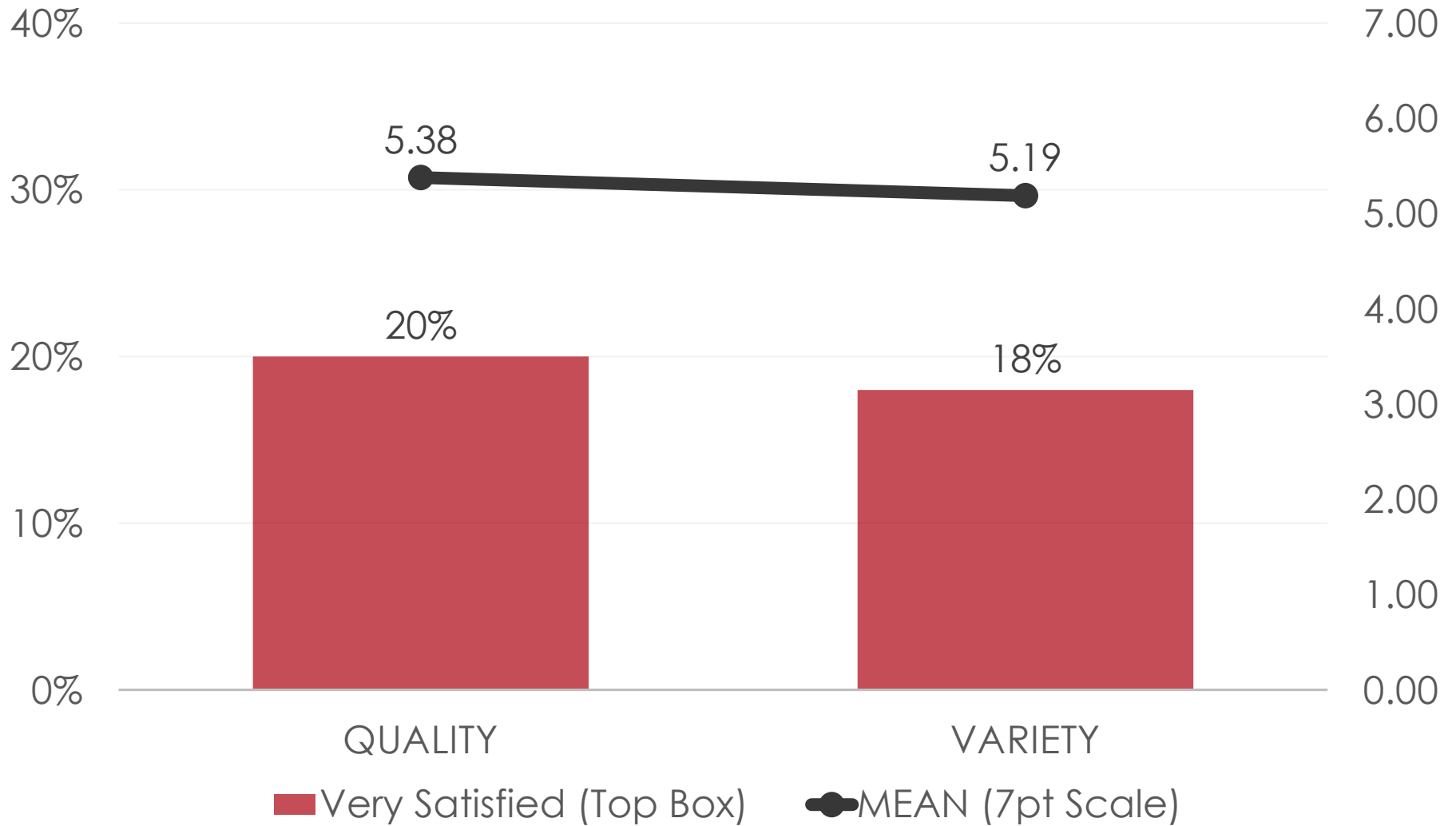


# Optional Tour Satisfaction

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

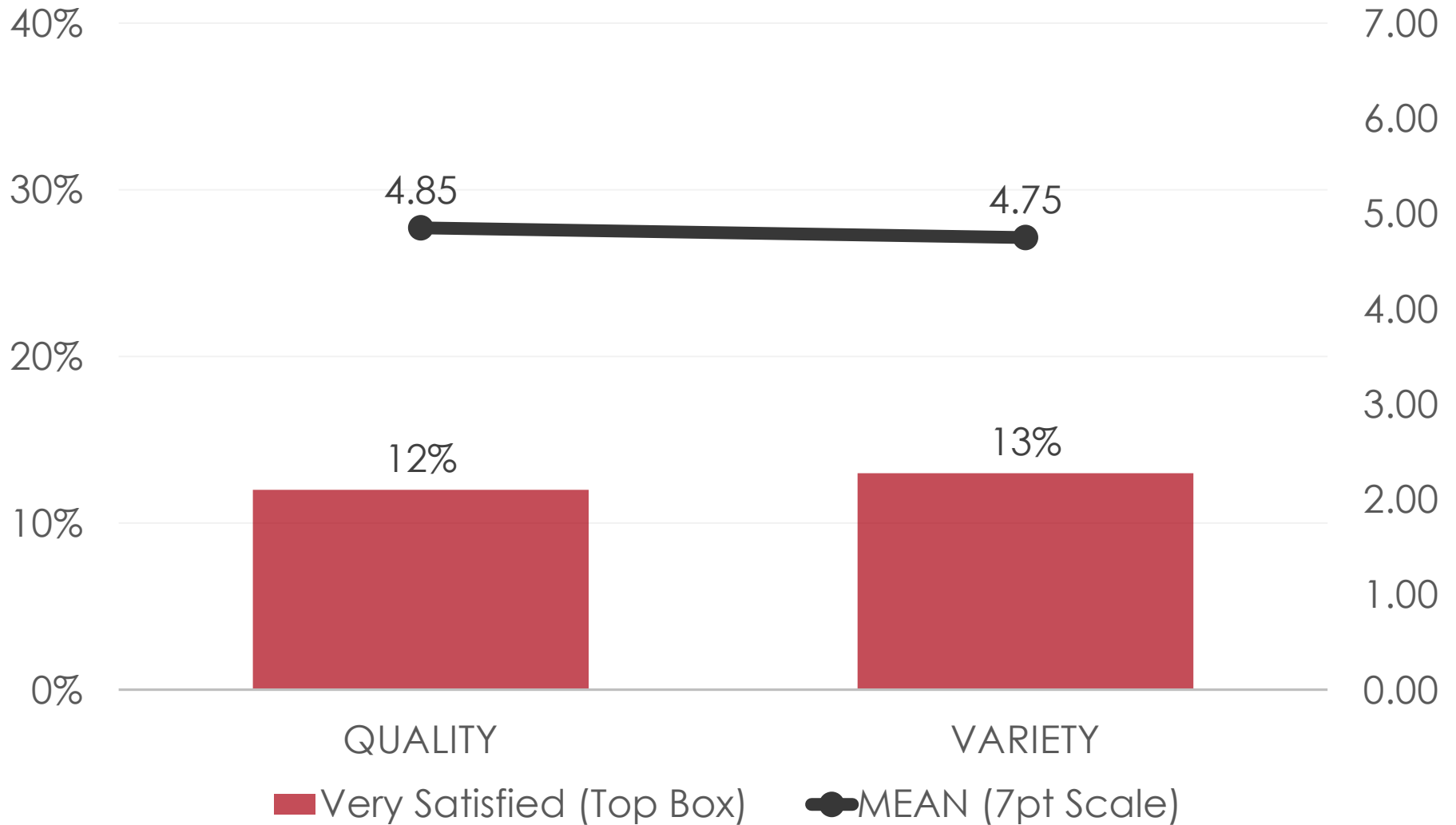


# DAY TOUR - SATISFACTION

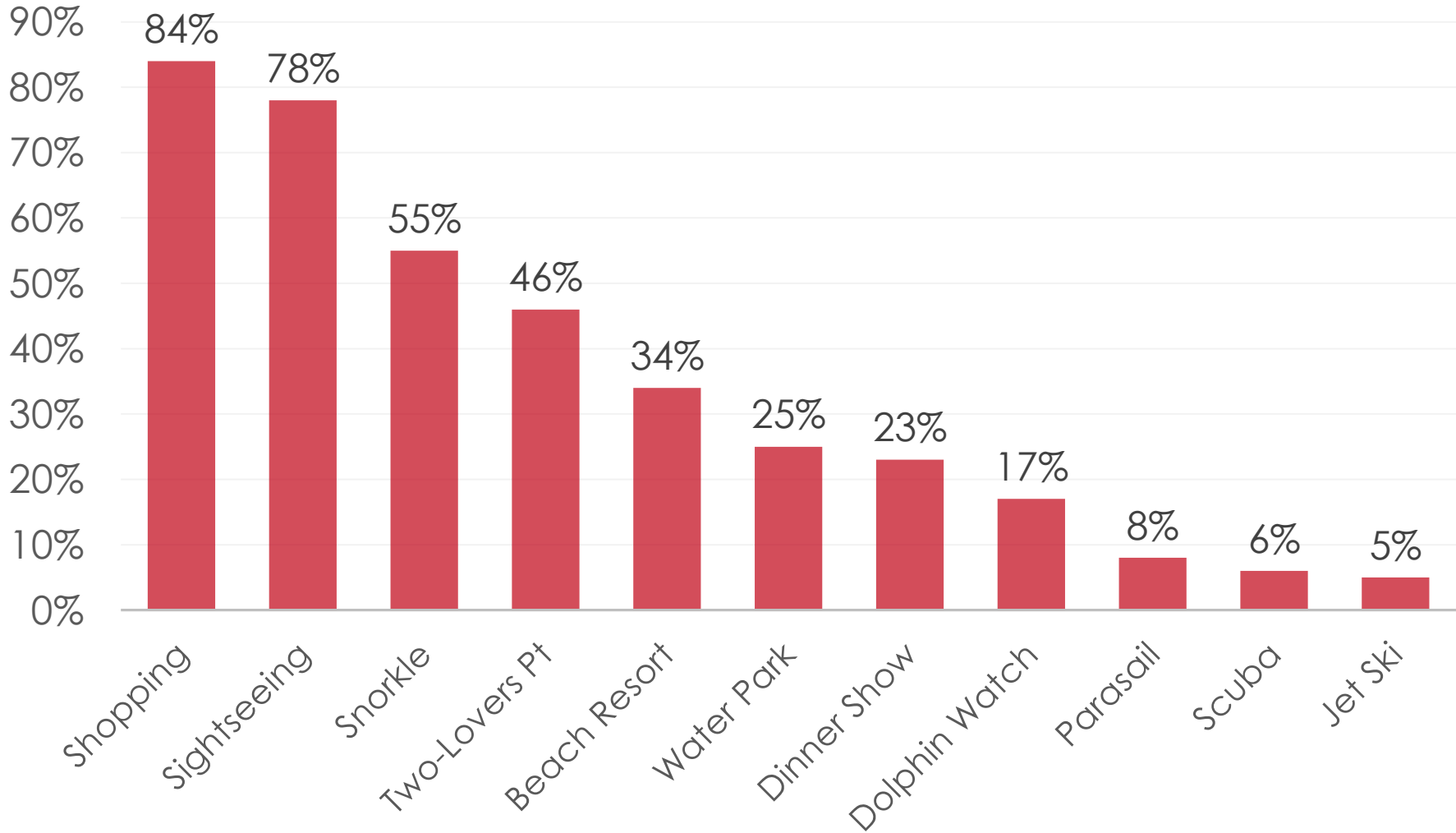




# NIGHT TOUR - SATISFACTION

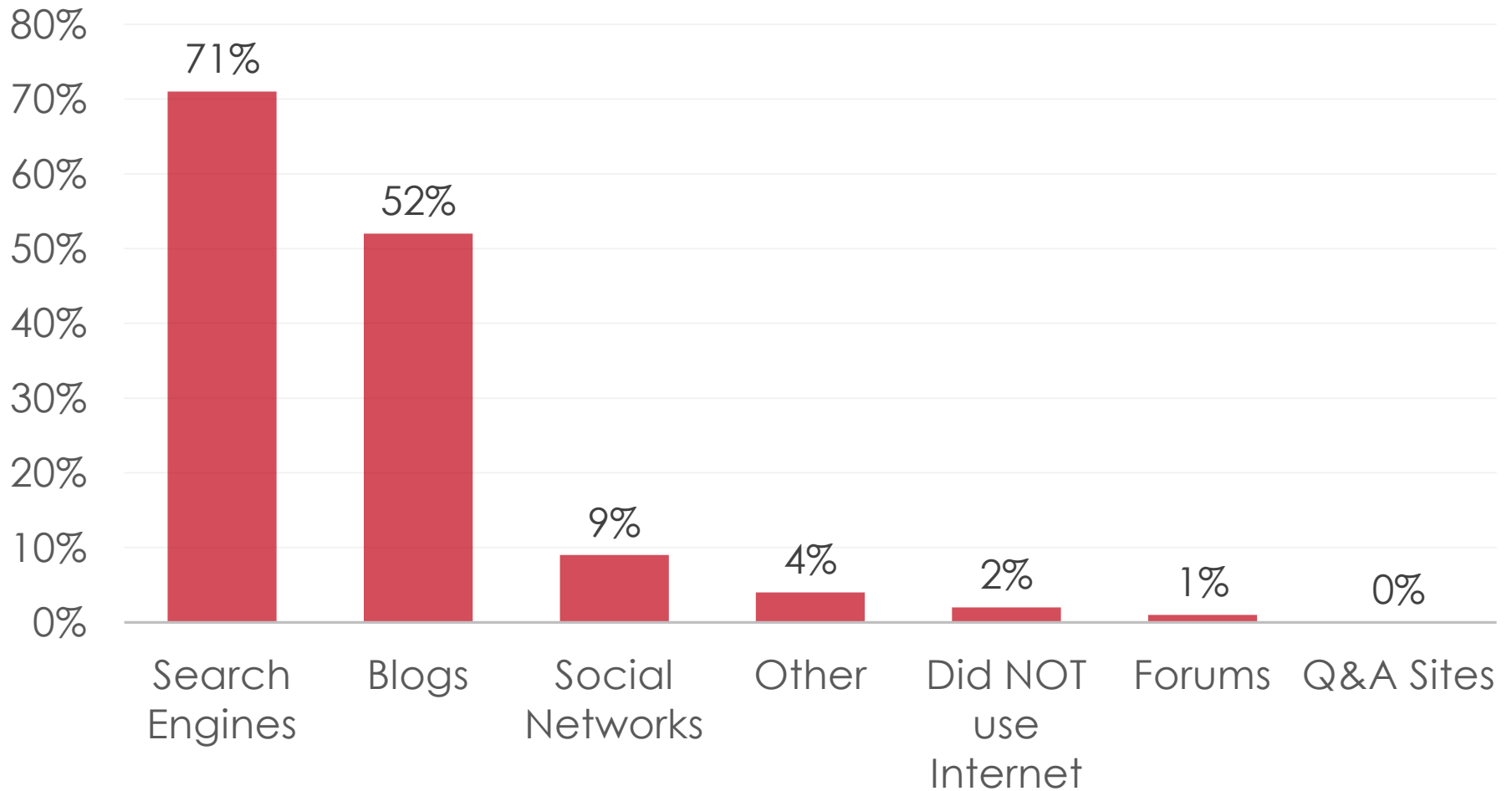


# Activities Participation (Top Responses)



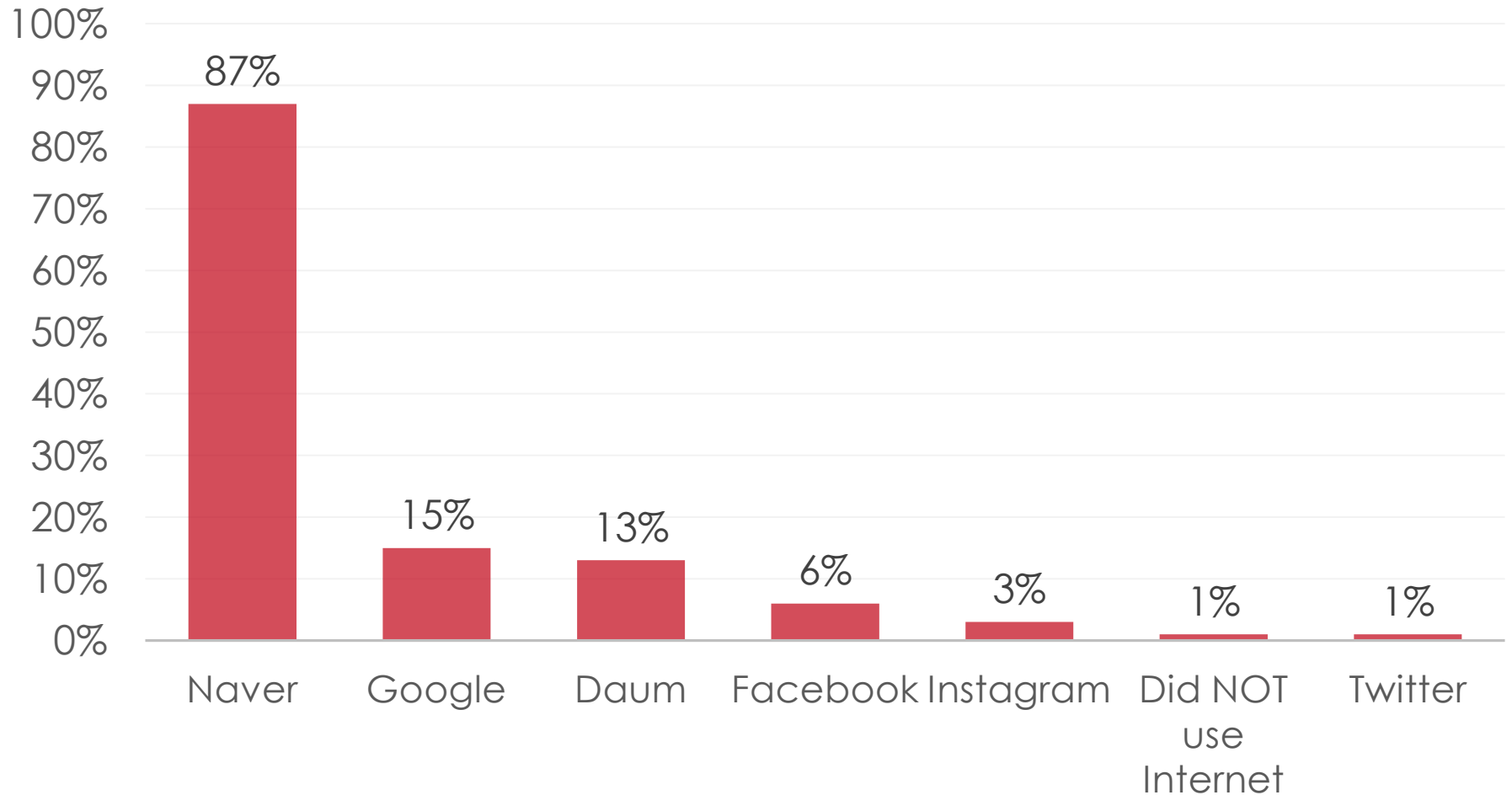
# SECTION 5 PROMOTIONS

# INTERNET- GUAM SOURCES OF INFORMATION



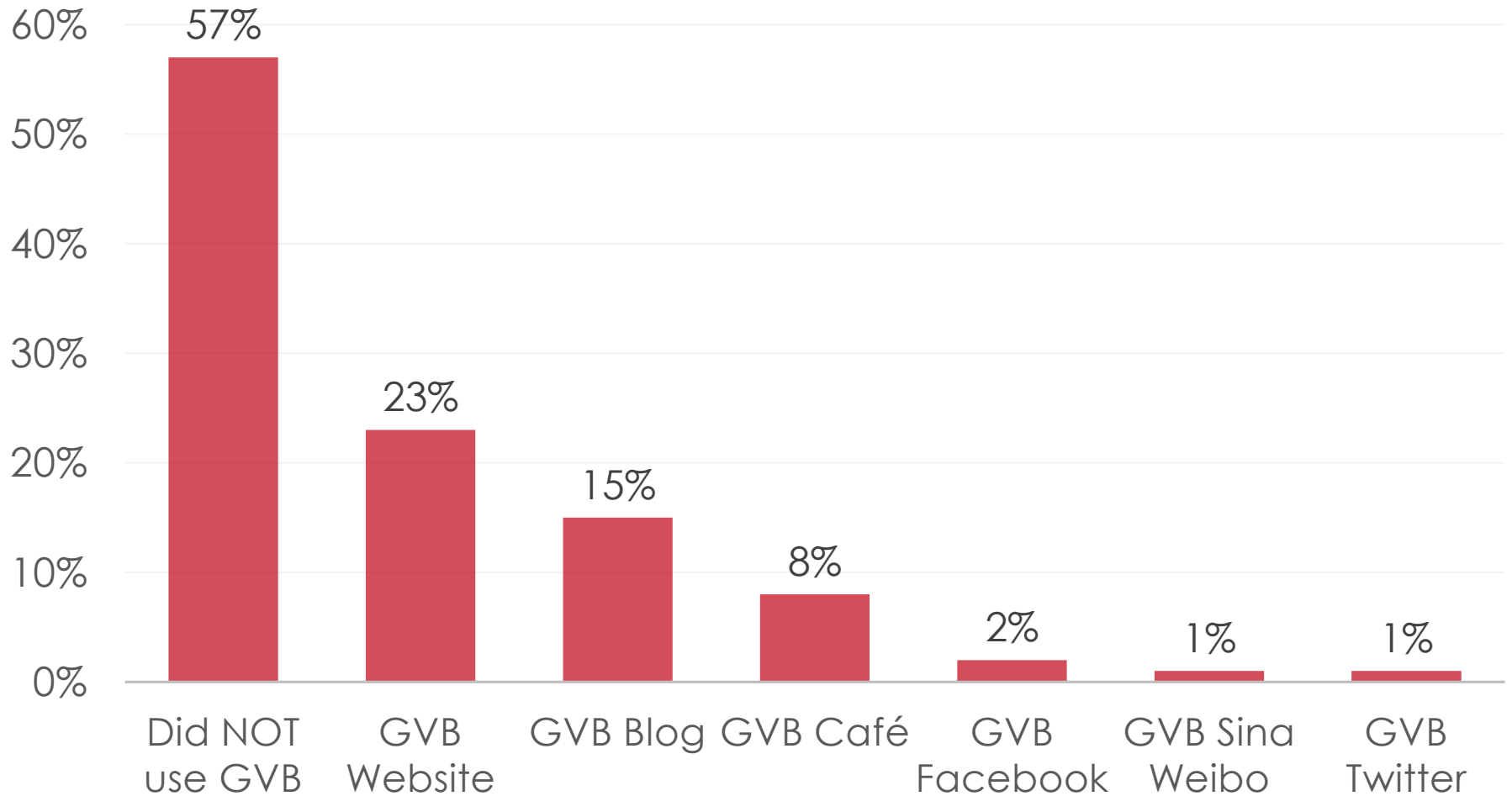
# INTERNET- SOURCES OF INFORMATION

## Things to do on Guam

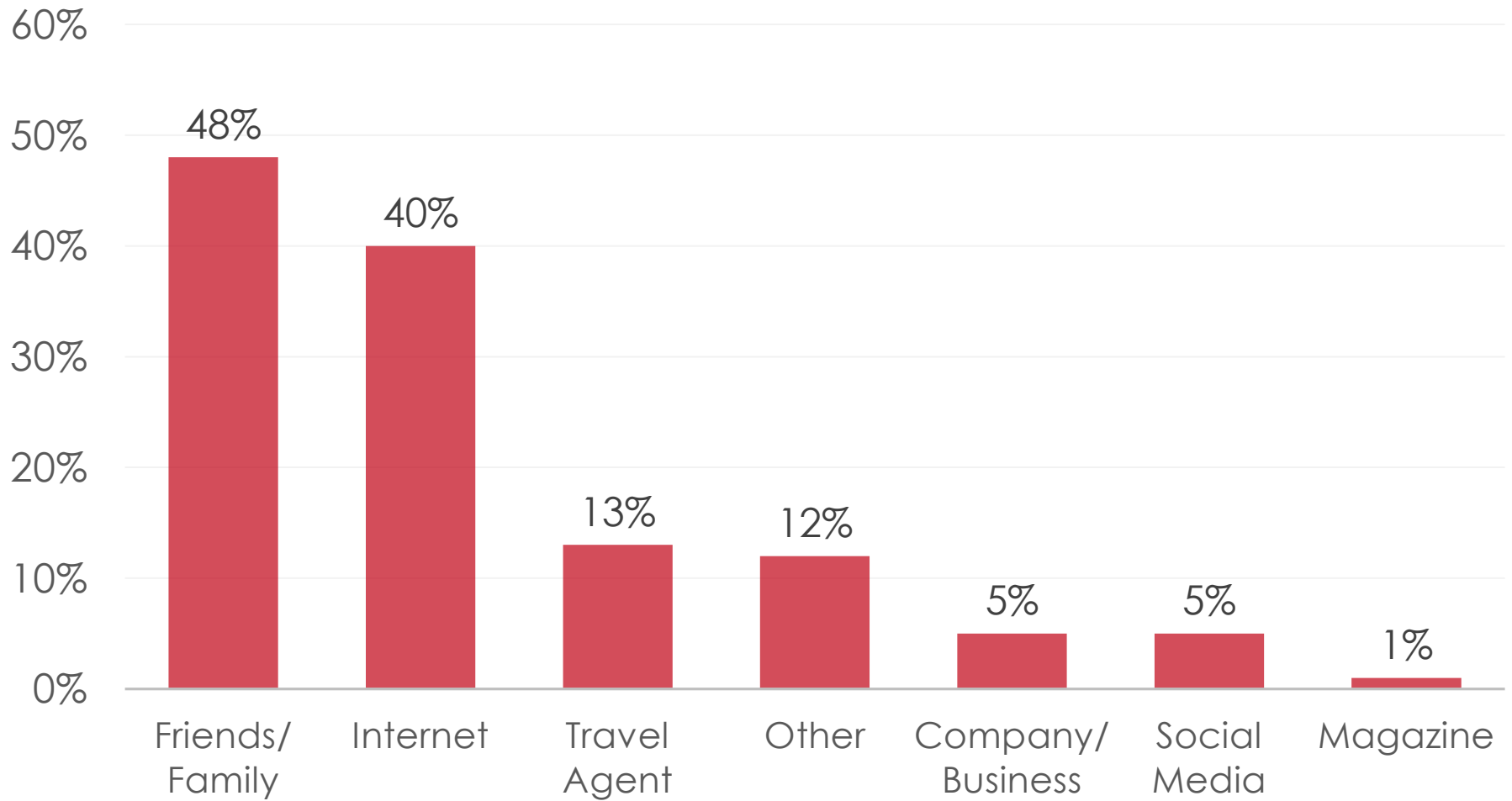


# INTERNET- SOURCES OF INFORMATION

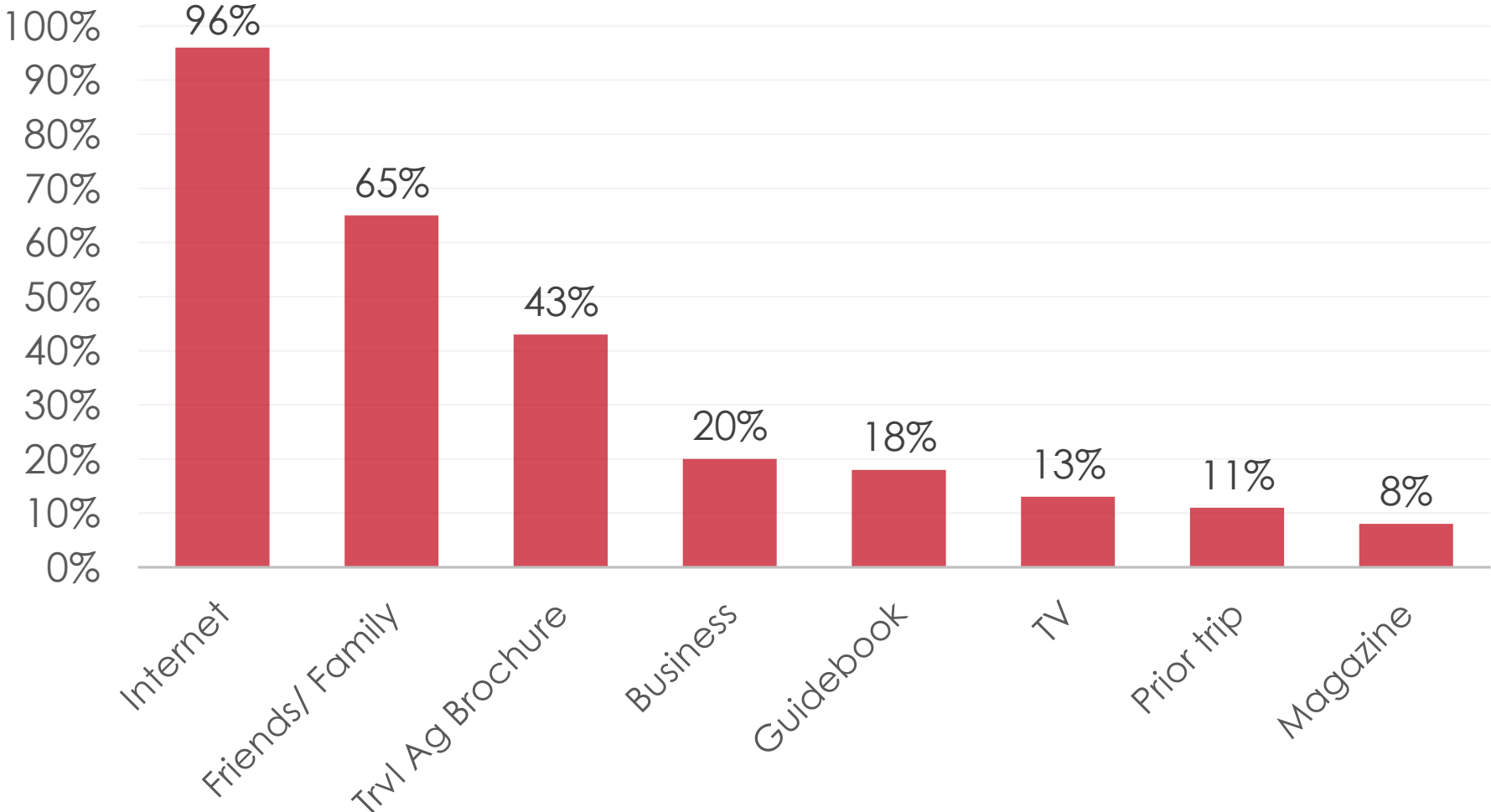
## GVB



# 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.

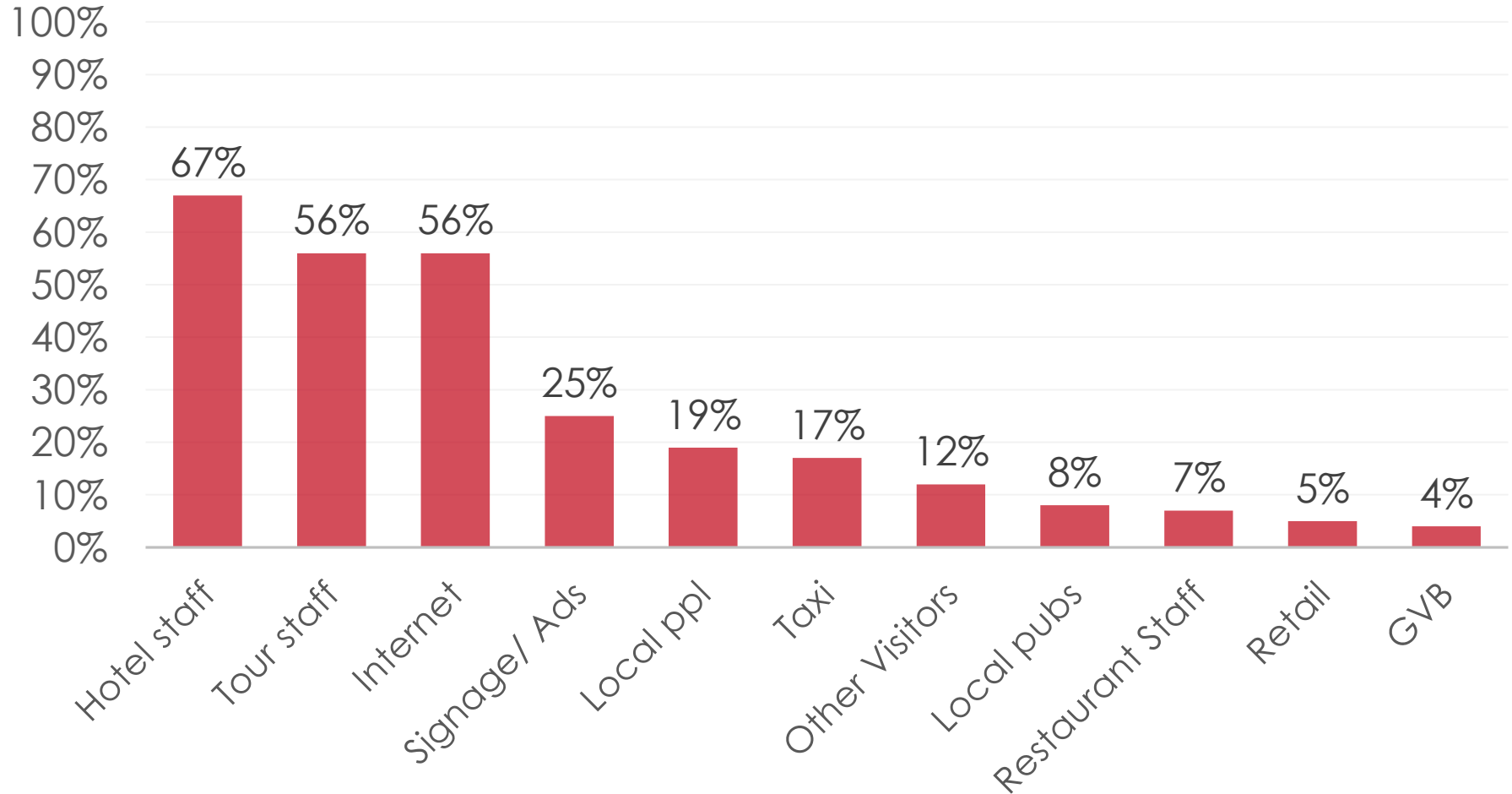
		TOTAL	FIT	MICE	HONEY- MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
Q1	Internet	96%	95%	88%	100%	100%	98%	96%	100%	85%
	Friend/ Relative	65%	63%	38%	61%	100%	66%	65%	100%	44%
	Travel Agent Brochure	43%	20%	56%	58%	33%	43%	47%	50%	38%
	Co-Worker/ Company Trvl Dept	20%	10%	69%	22%	33%	20%	18%	50%	15%
	Travel Guidebook- Bookstore	18%	29%		11%	33%	19%	16%		17%
	TV	13%	7%	6%	11%		13%	12%		2%
	Prior Trip	11%	10%				9%	11%		79%
	Magazine (Consumer)	8%	7%	6%	3%		7%	6%		4%
	Newspaper	4%			6%		4%	4%		
	GVB Office	3%	5%		6%		3%	3%		4%
	Other	1%	5%		3%		2%	2%		
	Consumer Trvl Show	1%	5%	6%			1%	0%		
	Travel Trade Show	1%	2%				1%	1%		2%
	GVB Promo	1%					1%	1%		
	Radio	1%	2%				0%	0%		2%
	Total	351	41	16	36	3	307	276	2	48

Prepared by QMark Research

[A]

# 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.

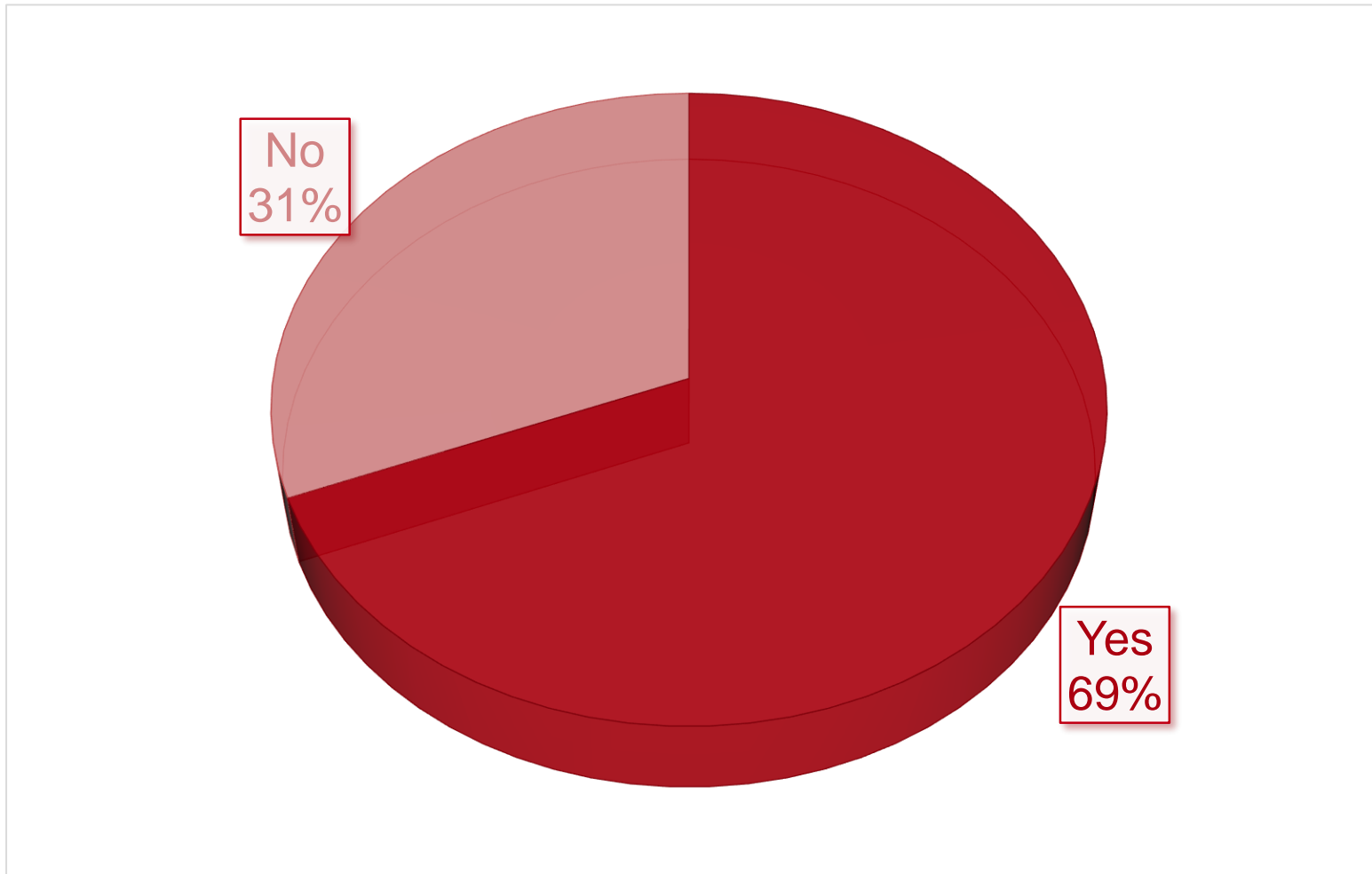
		TOTAL	FIT	MICE	HONEY- MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
Q2	Hotel Staff	67%	73%	63%	61%	67%	67%	66%	50%	65%
	Tour Staff	56%	20%	94%	42%	33%	57%	56%		42%
	Internet	56%	80%	38%	58%	100%	56%	57%	50%	67%
	Signs/ Advertisement	25%	17%	31%	39%		25%	25%	50%	13%
	Local Ppl	19%	17%	13%	25%		19%	18%		21%
	Taxi Driver	17%	15%	6%	17%		17%	17%		13%
	Other Visitors	12%	15%	25%	17%		12%	12%	50%	4%
	Local Publication	8%	10%	19%	8%		7%	7%		4%
	Restaurant Staff	7%	15%	6%	8%	33%	8%	8%		6%
	Retail Staff	5%	7%	6%	8%	33%	5%	6%		2%
	GVB	4%	2%		8%		4%	4%		8%
	Other	3%			3%		3%	3%	50%	4%
	Visitor Channel	3%			6%		2%	3%		19%
	Total	351	41	16	36	3	307	276	2	48

Prepared by QMark Research

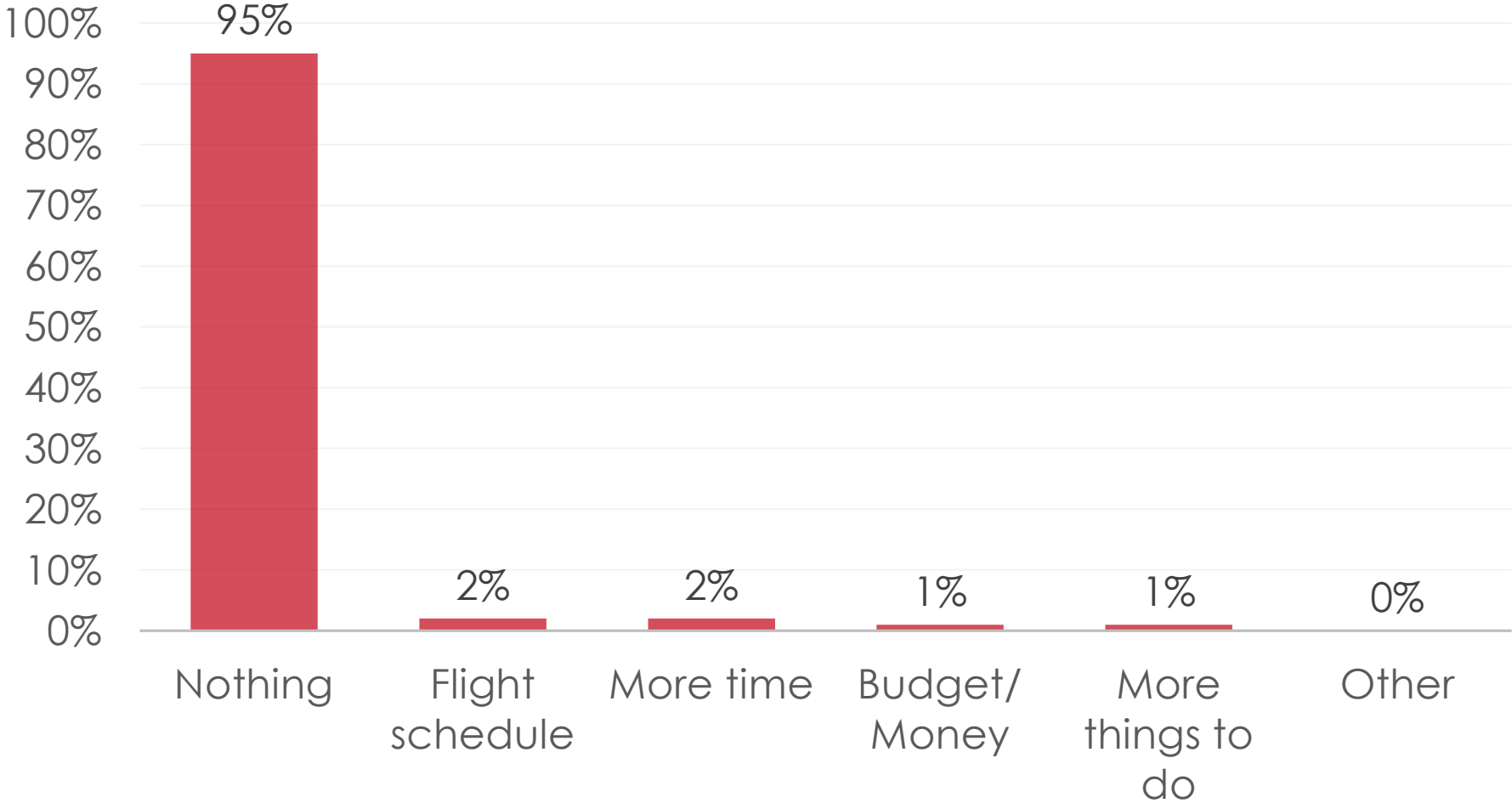
# SECTION 6

# FUTURE TRAVEL TO GUAM

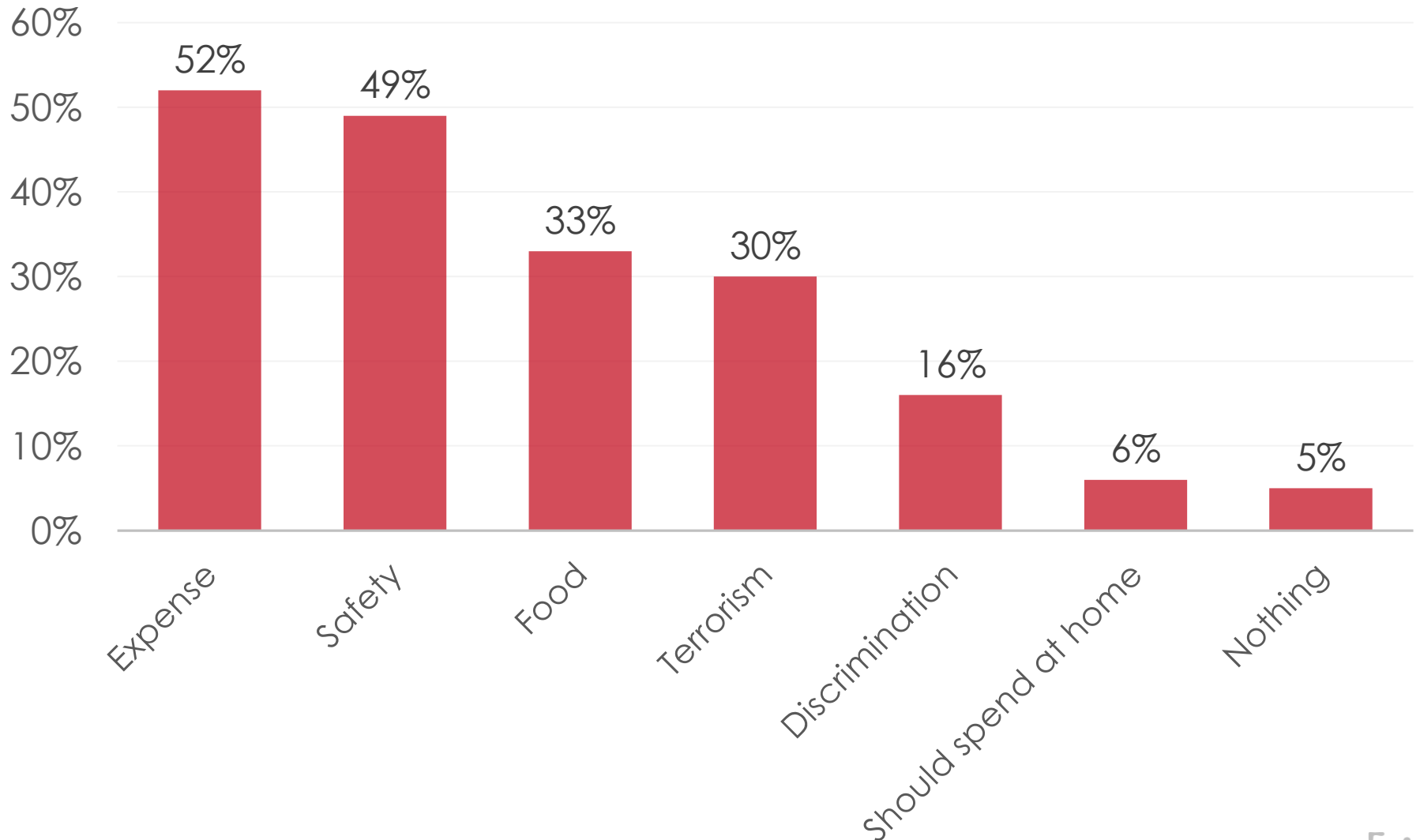
# Will security screening/ immigration at Guam Airport impact future travel to Guam?



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



# FUTURE TRAVEL CONCERNS

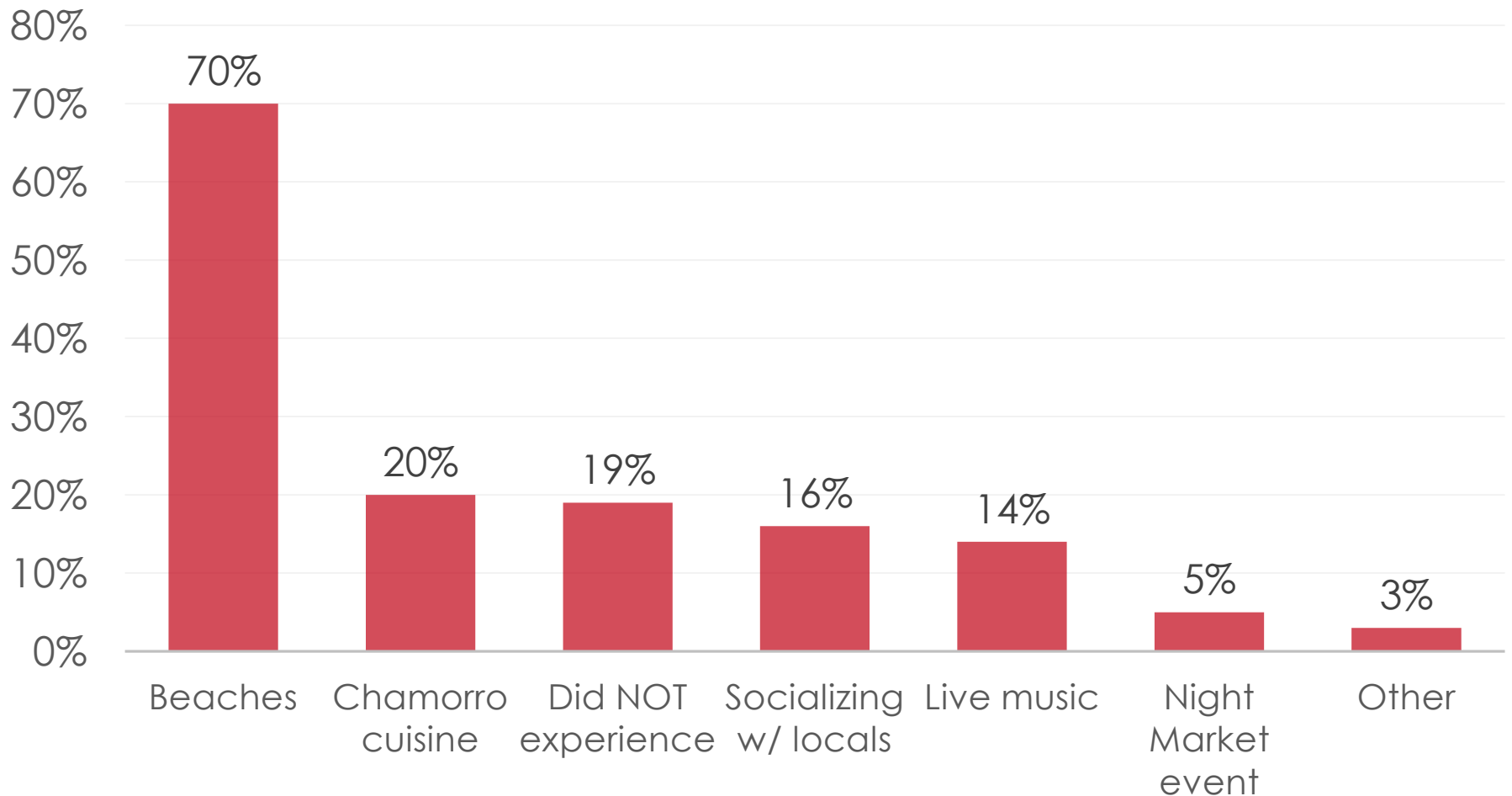


# SECTION 7

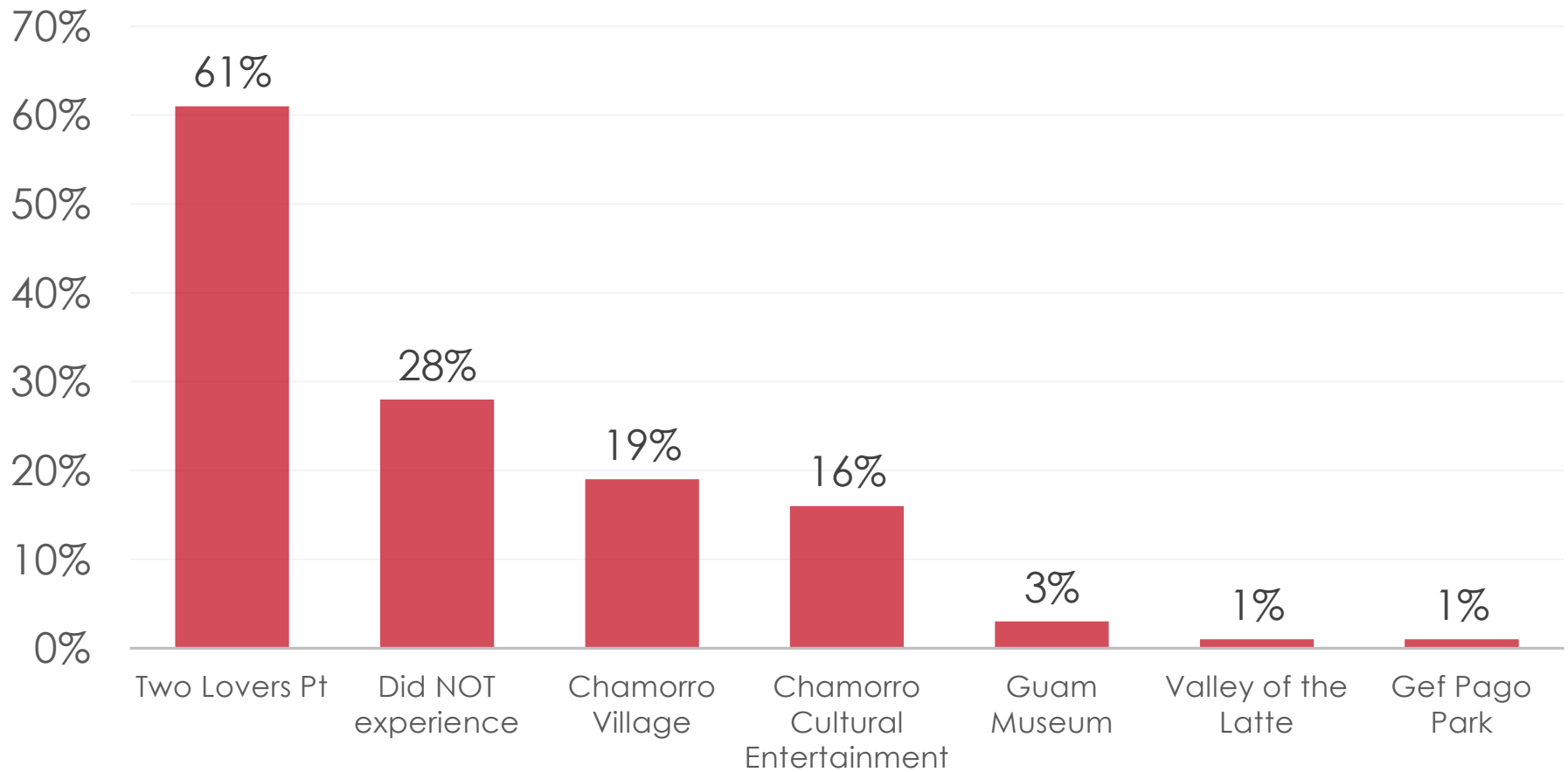
# GUAM CULTURE



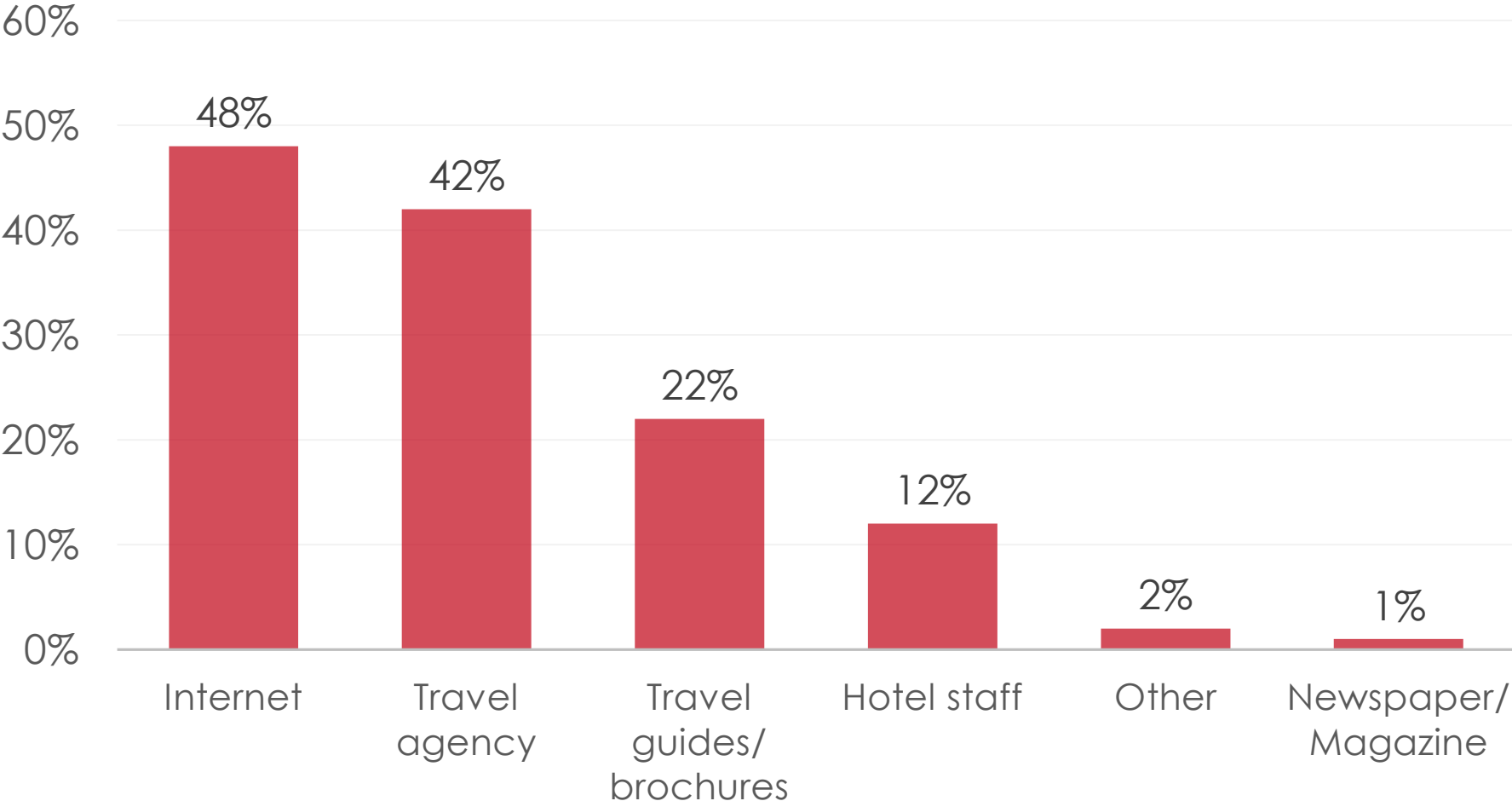
# EXPERIENCED- CHAMORRO/ HAFSA ADAI SPIRIT



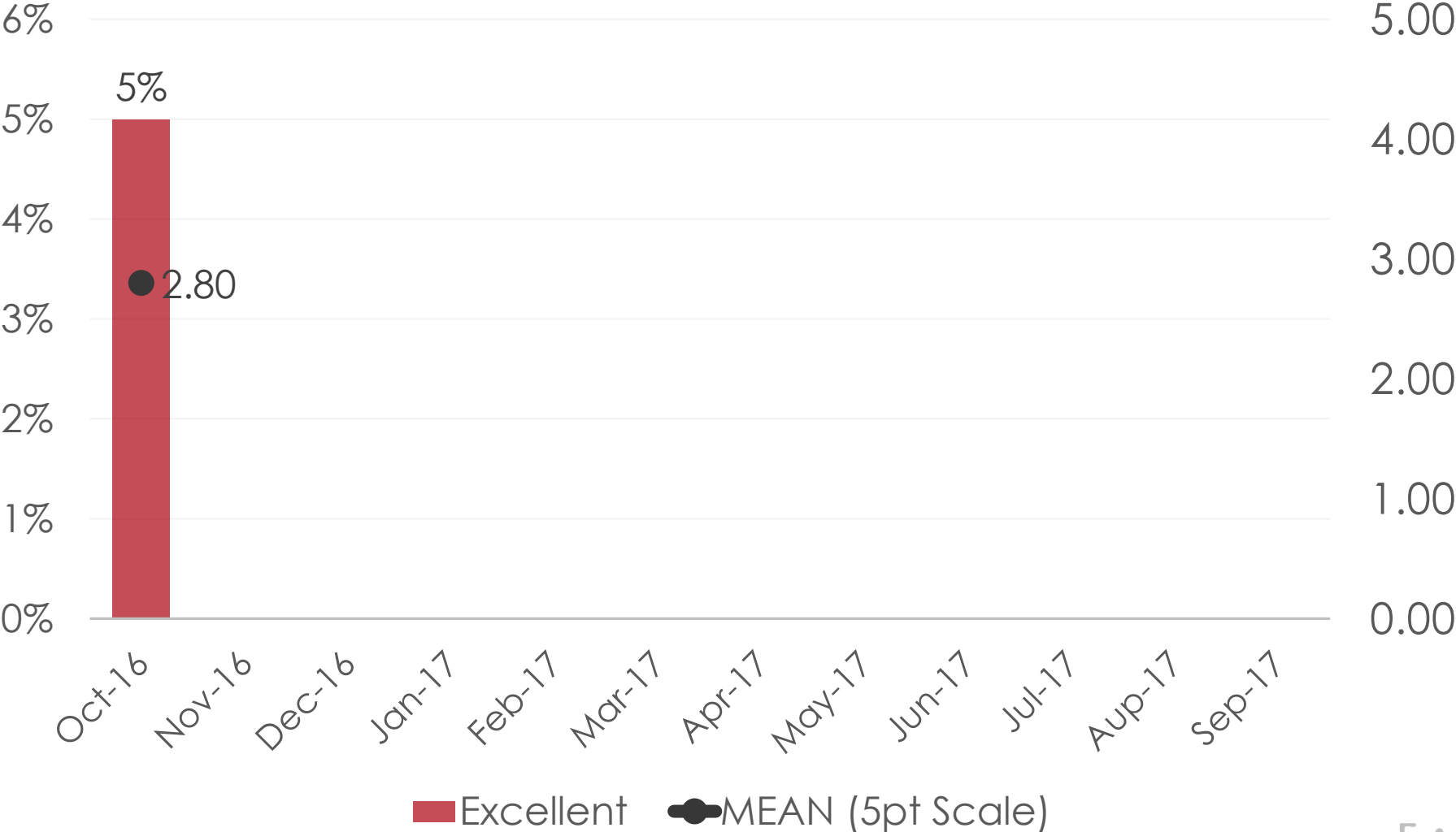
# EXPERIENCED- OTHER CULTURAL ACTIVITY/EVENTS



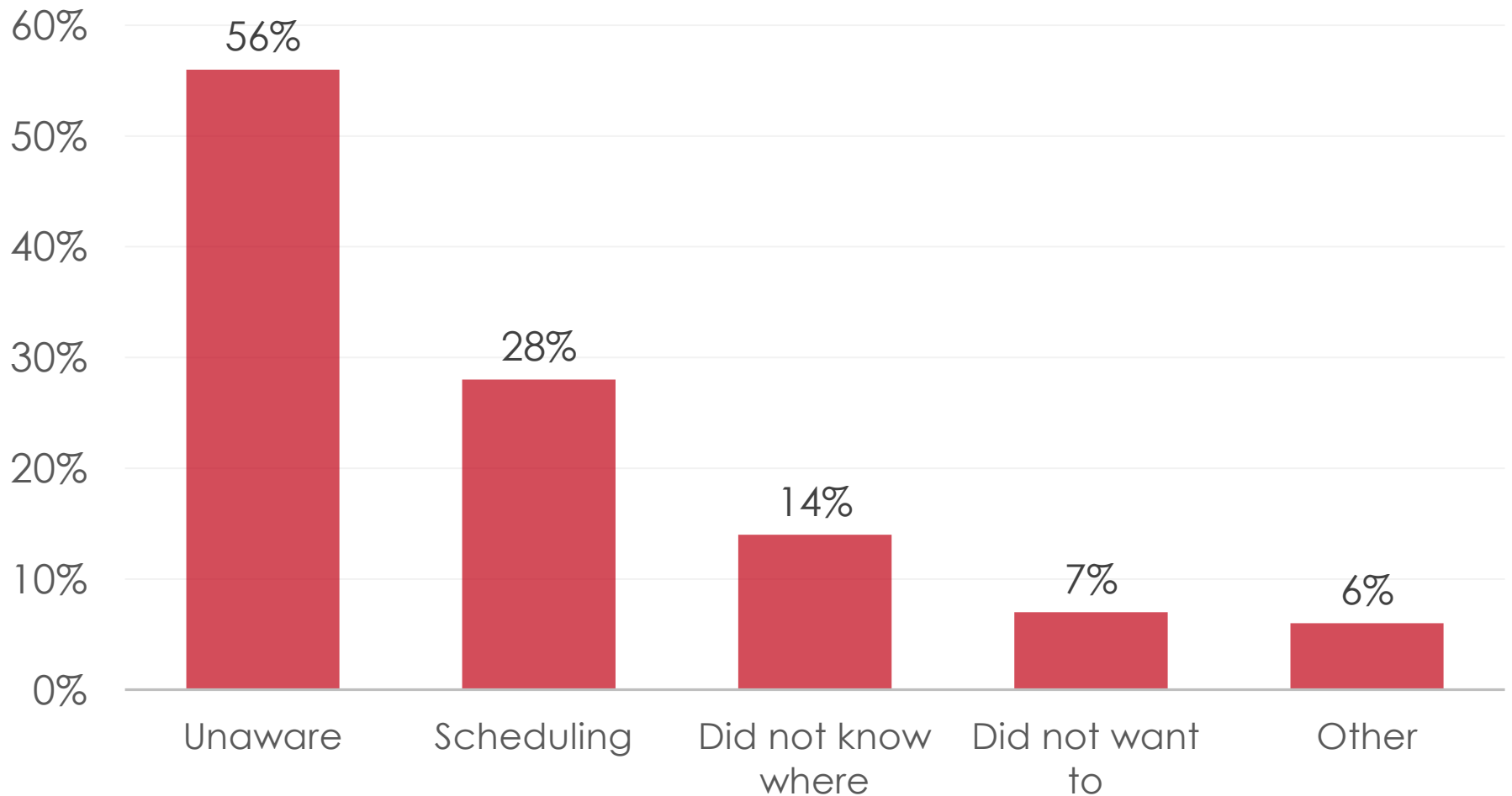
# SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS



# 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 ( $p \leq .05$ ) drivers and the percentage of the dependent variables accounted for by each significant predictor and by all of them combined.

# Drivers- Overall Satisfaction

<b>Drivers of Overall Satisfaction, October 2016</b>	
<b>Drivers:</b>	<b>rank</b>
Quality & Cleanliness of beaches & parks	<b>3</b>
Ease of getting around	
Safety walking around at night	<b>7</b>
Quality of daytime tours	
Variety of daytime tours	
Quality of nighttime tours	
Variety of nighttime tours	
Quality of shopping	
Variety of shopping	<b>6</b>
Price of things on Guam	
Quality of hotel accommodations	<b>4</b>
Quality/cleanliness of air, sky	
Quality/cleanliness of parks	<b>1</b>
Quality of landscape in Tumon	
Quality of landscape in Guam	
Quality of ground handler	<b>5</b>
Quality/cleanliness of transportation vehicles	<b>2</b>
% of Overall Satisfaction Accounted For	<b>64.0%</b>
NOTE: Only significant drivers are included.	



# Drivers of Overall Satisfaction

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by seven significant factors in the October 2016 Period. By rank order they are:
  - **Quality/cleanliness of parks,**
  - **Quality/cleanliness of transportation vehicles,**
  - **Quality & cleanliness of beaches & parks**
  - **Quality of hotel accommodations,**
  - **Quality of ground handler,**
  - **Variety of shopping, and**
  - **Safety walking around at night.**
- With all seven factors the overall  $r^2$  is .64 meaning that **64.0% of overall satisfaction is accounted for by these factors.**

# Drivers – On-Isle Expenditures

<b>Drivers of Per Person On Island Expenditures, Oct 2016</b>	
<b>Drivers:</b>	<b>rank</b>
Quality & Cleanliness of beaches & parks	<b>1</b>
Ease of getting around	
Safety walking around at night	
Quality of daytime tours	
Variety of daytime tours	
Quality of nighttime tours	
Variety of nighttime tours	
Quality of shopping	
Variety of shopping	
Price of things on Guam	
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	<b>2</b>
Quality/cleanliness of transportation vehicles	
% of Per Person On Island Expenditures Accounted For	<b>5.9%</b>
NOTE: Only significant drivers are included.	

# Drivers of On-Isle Expenditures

- **Per Person On Island Expenditure** of Korean visitors on Guam is driven by two significant factors in the October 2016 period. By rank order they are:
  - **Quality & cleanliness of beaches & parks, and**
  - **Quality of ground handler.**
- With these factors the overall  $r^2$  is .059 meaning that **5.9% of per person on island expenditure is accounted for by these factors.**