

Guam Visitors Bureau

Korean Visitor Tracker Exit Profile & Market Segmentation Report

FY2017

SEPTEMBER 2017

Prepared by: Anthology Research

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**GUAM
VISITORS
BUREAU**
SETBISION BISITAN GUAHAN



[ANTHOLOGY]
AnthologyGroup.com

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 +/- 5.21 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 +/- 5.21 percentage points.

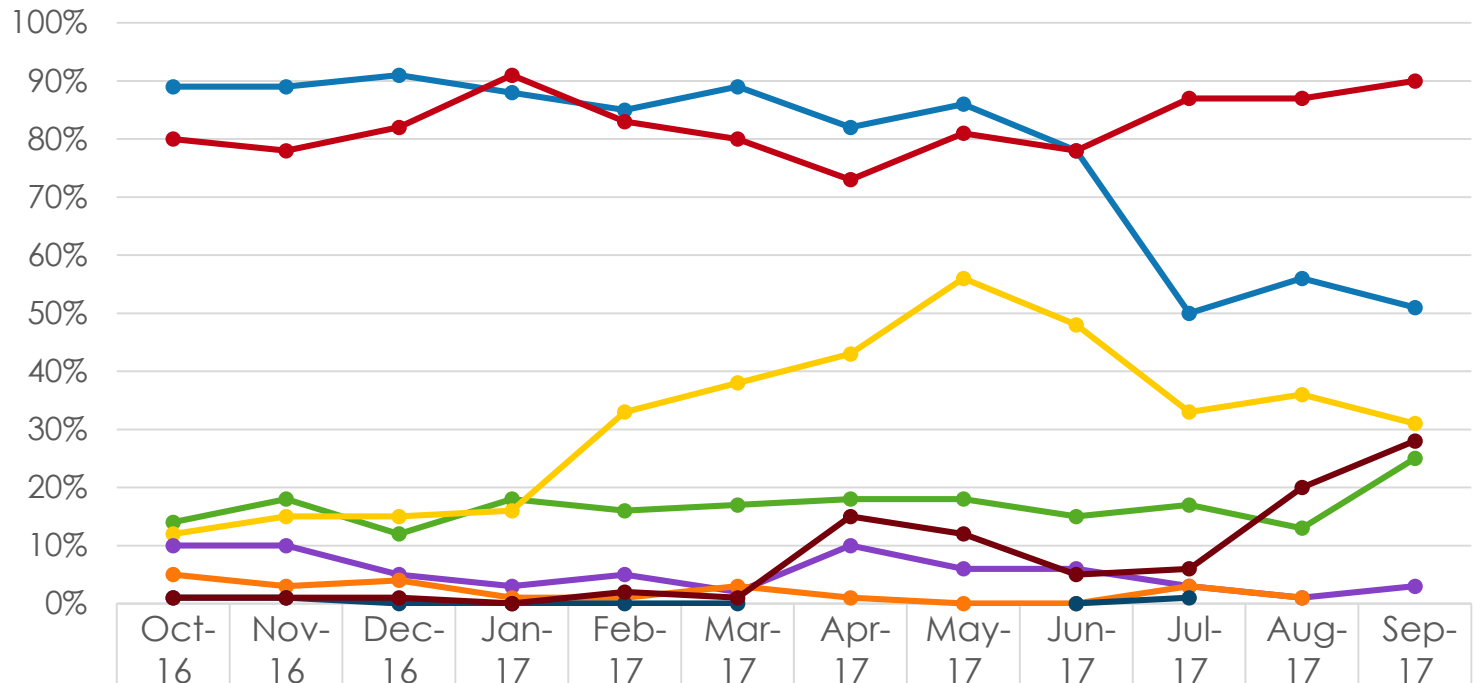
Objectives

- 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 3rd 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

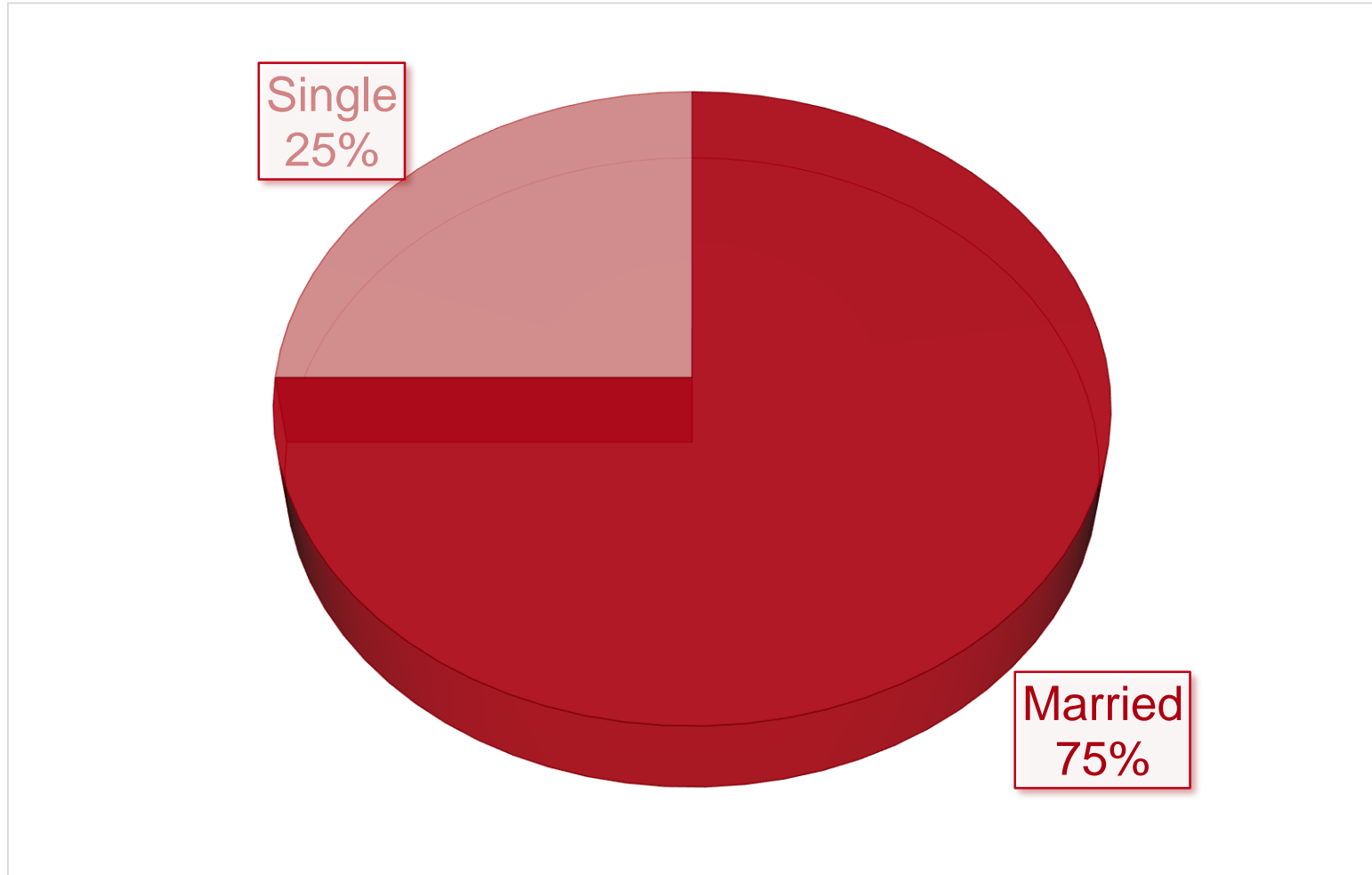


	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
Leisure Traveler	89%	89%	91%	88%	85%	89%	82%	86%	78%	50%	56%	51%
Family	80%	78%	82%	91%	83%	80%	73%	81%	78%	87%	87%	90%
Repeat	14%	18%	12%	18%	16%	17%	18%	18%	15%	17%	13%	25%
FIT	12%	15%	15%	16%	33%	38%	43%	56%	48%	33%	36%	31%
Honey-moon	10%	10%	5%	3%	5%	2%	10%	6%	6%	3%	1%	3%
MICE	5%	3%	4%	1%	1%	3%	1%	0%	0%	3%	1%	
Wedding	1%	1%	0%	0%	0%	0%			0%	1%		
Group	1%	1%	1%	0%	2%	1%	15%	12%	5%	6%	20%	28%

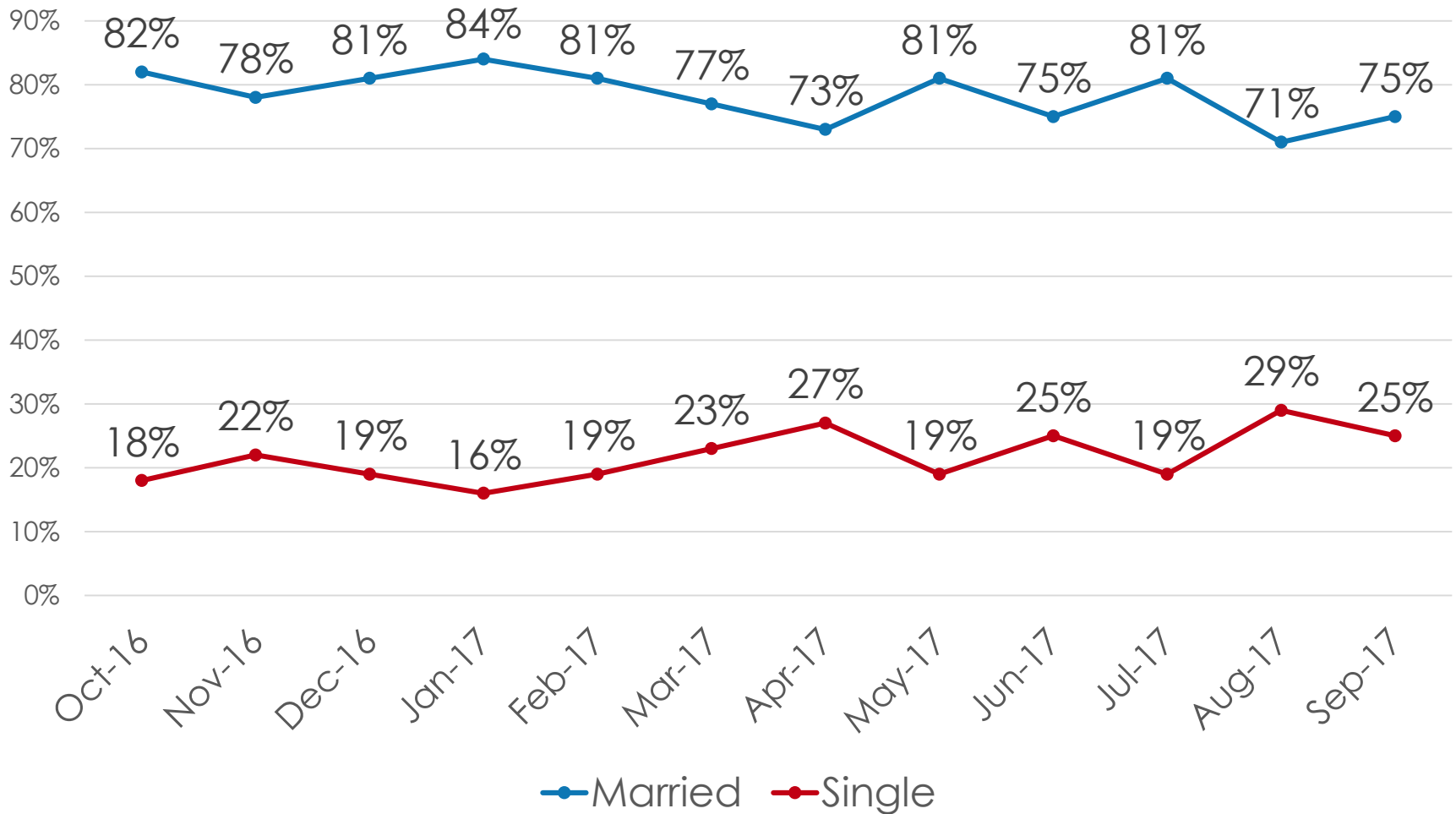
SECTION 1

PROFILE OF RESPONDENTS

Marital Status



Marital status – FY2017 Tracking



Marital status – Key Segments

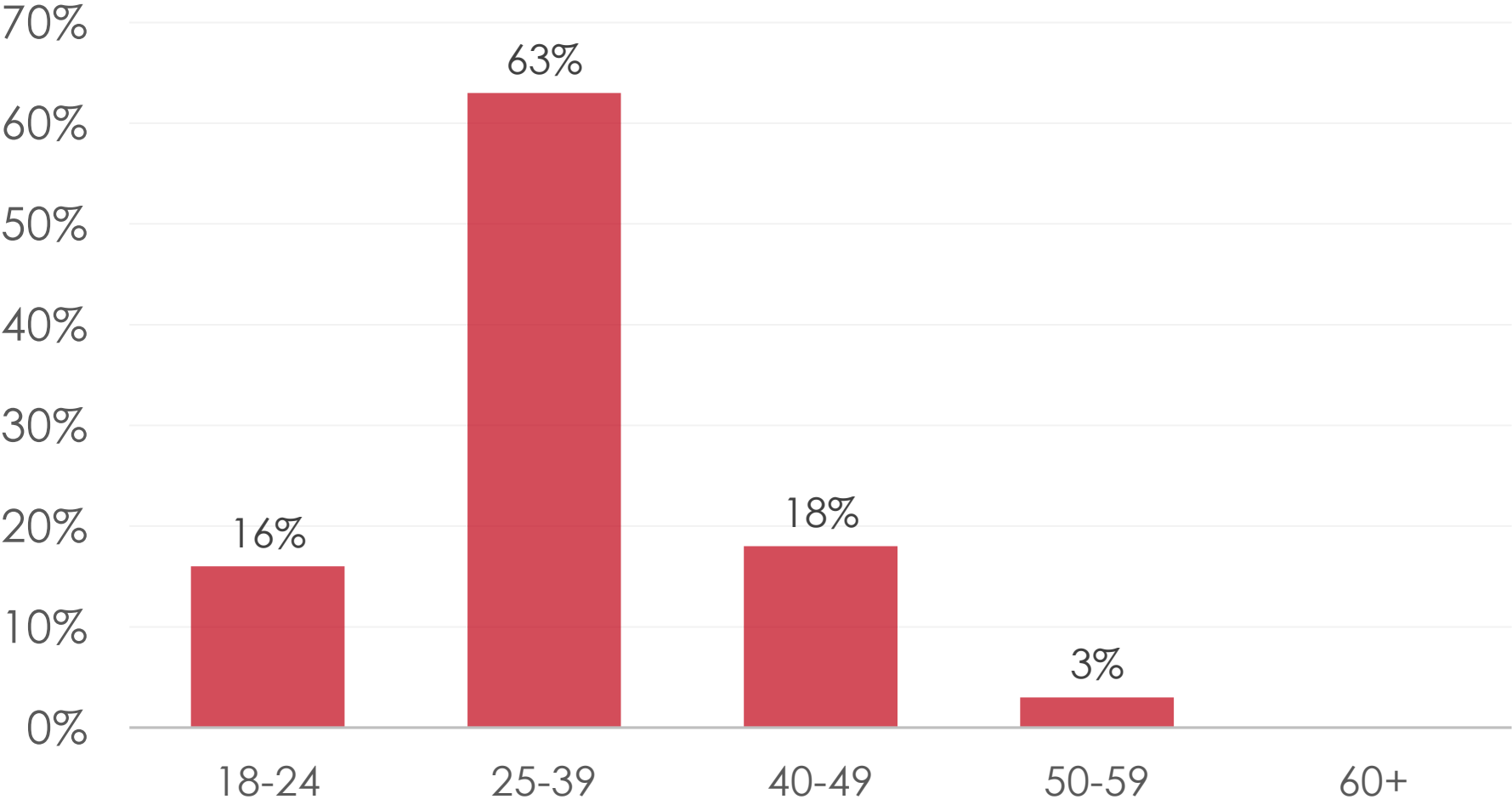
GVB EXIT SURVEY
QE MARITAL STATUS

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
QE	Married	75%		100%		77%	71%	73%	83%	67%
	Single	25%				23%	29%	27%	17%	33%
	Total	354		9		180	98	89	318	108

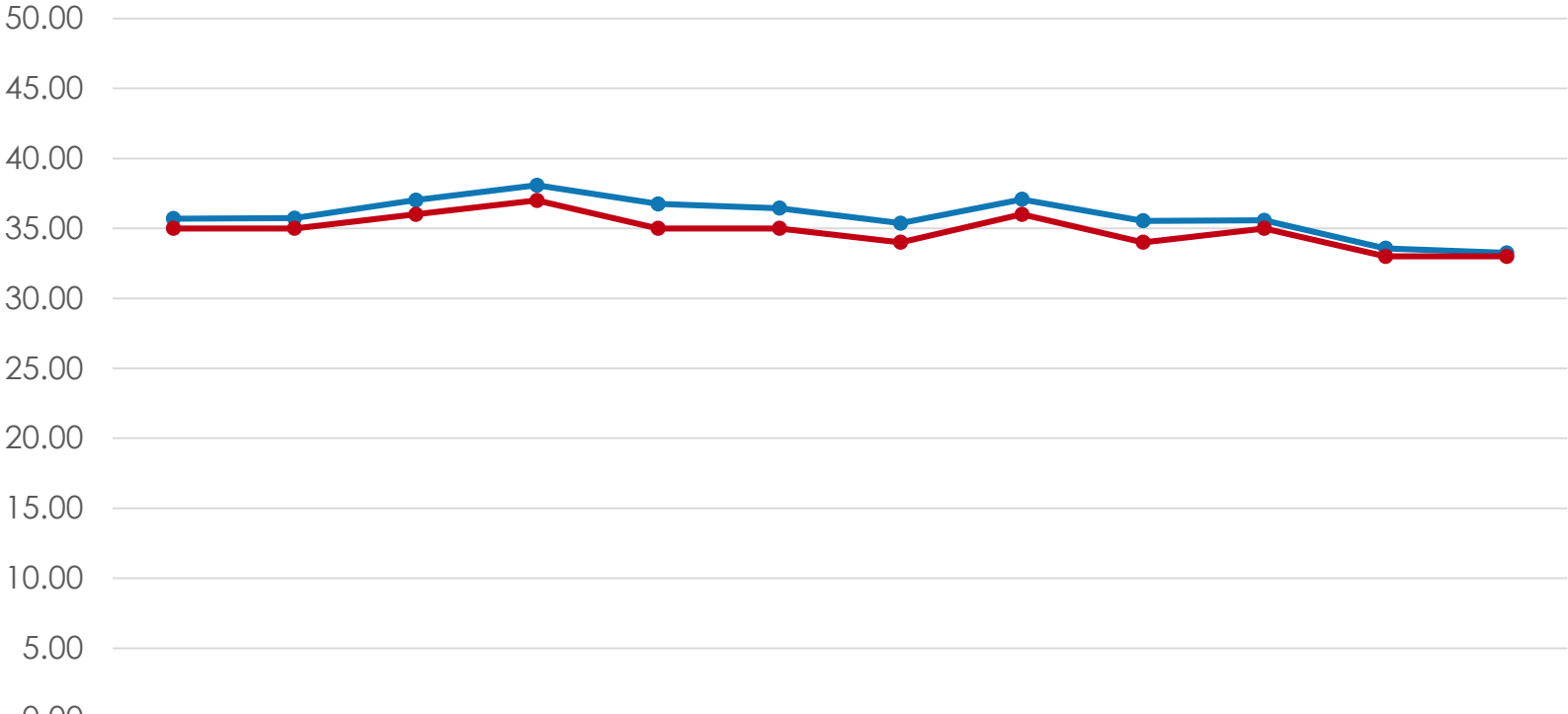
Prepared by Anthology Research

Age

MEAN = 33.25
MEDIAN = 33



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	35.54	35.57	33.57	33.25
MEDIAN	35	35	36	37	35	35	34	36	34	35	33	33

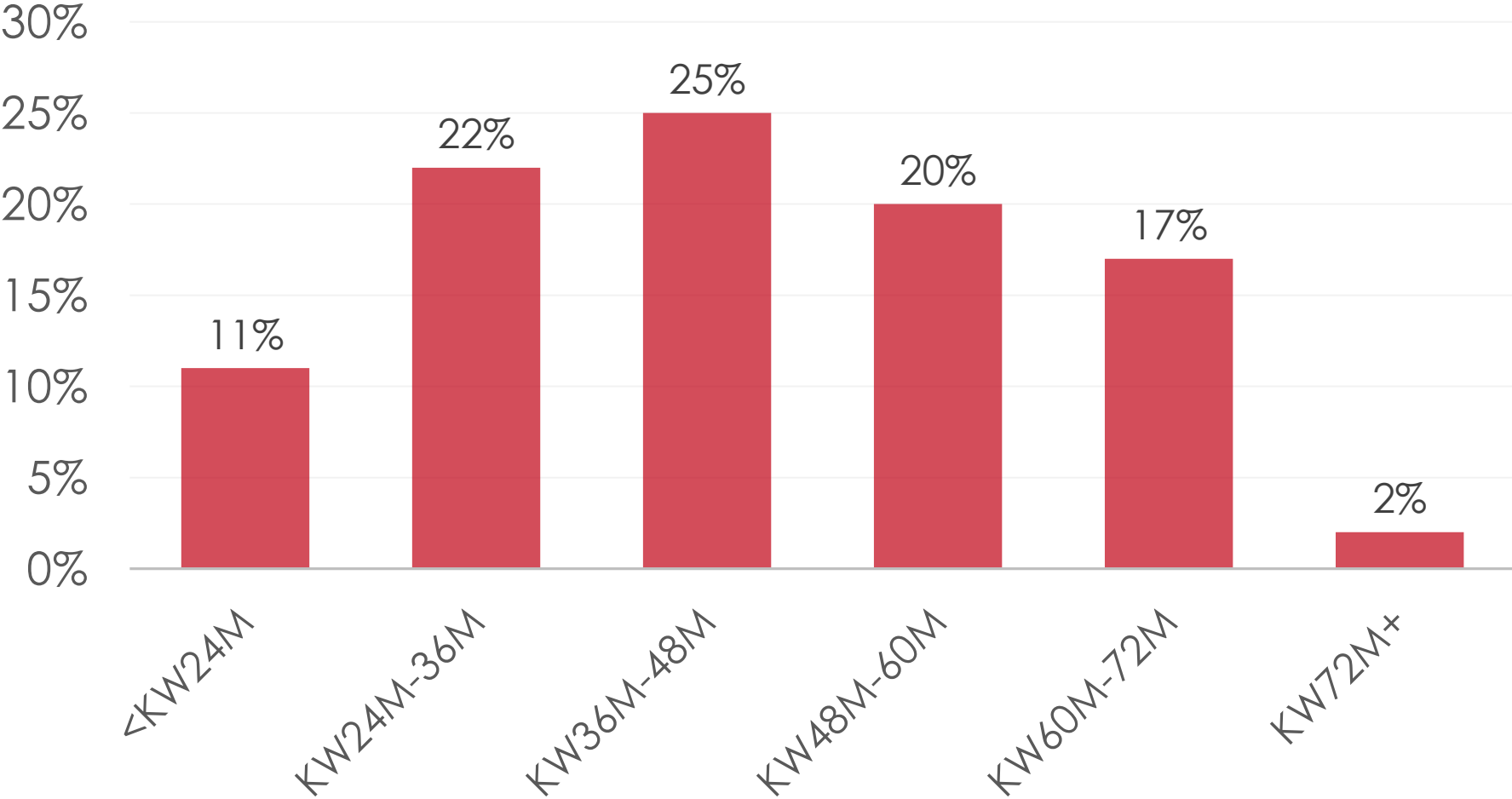
Age – Key Segments

GVB EXIT SURVEY AGE

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
SD	18-24	16%				11%	28%	25%	17%	15%
	25-39	63%		100%		62%	53%	56%	60%	77%
	40-49	18%				23%	17%	15%	20%	8%
	50-59	3%				4%	2%	4%	3%	
	Total	354		9		180	98	89	318	108
SD	Mean	33.25	.	30.67	.	34.71	31.76	32.33	33.75	31.29
	Median	33	.	30	.	35	32	32	33	32

Prepared by Anthology Research

Annual Household Income



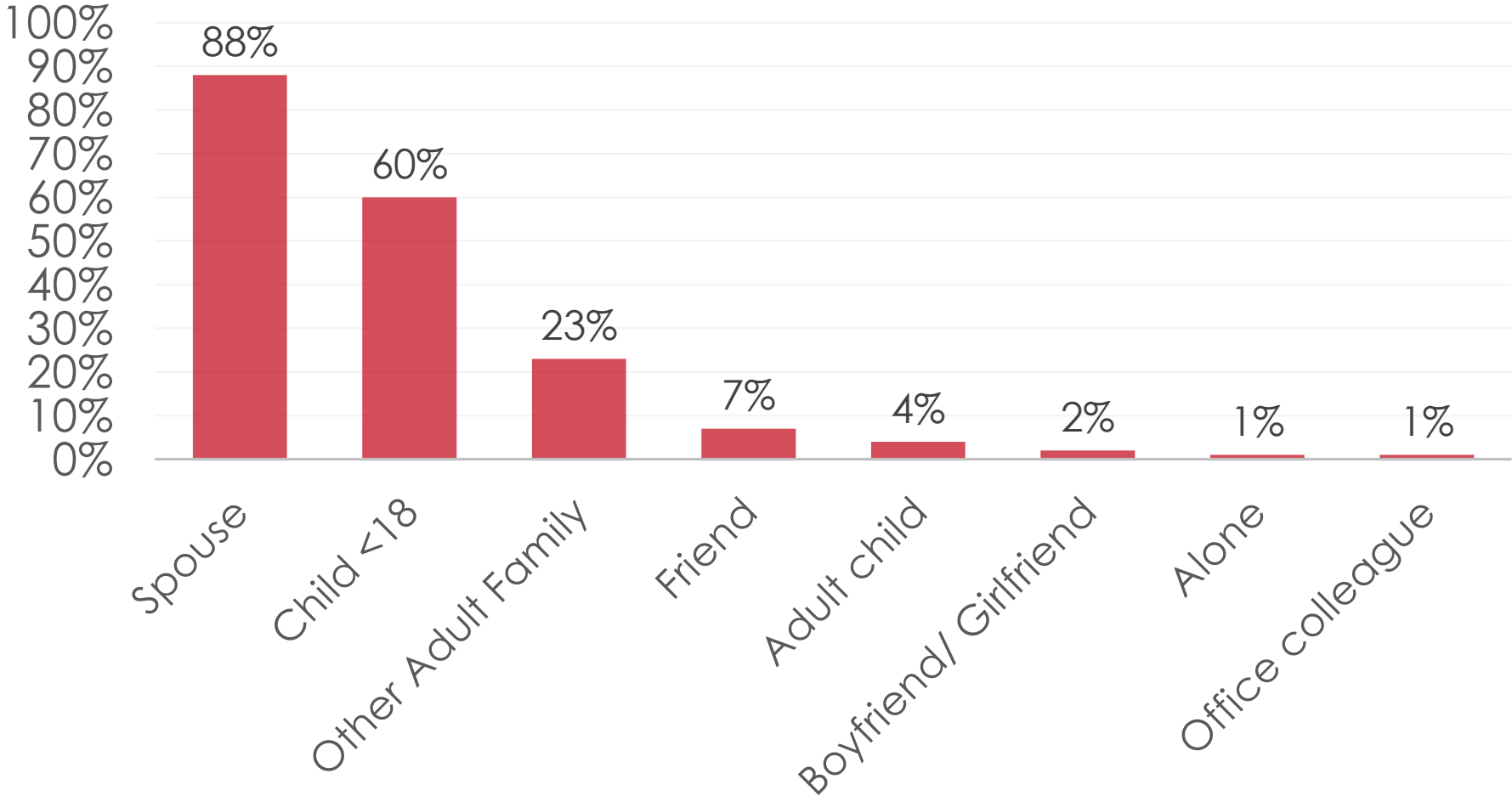
Annual Household Income – Key Segments

GVB EXIT SURVEY Q26 Household income:

	TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
	-	-	-	-	-	-	-	-	-
Q26 Up to KW12,000,000	3%				4%	1%			6%
KW12,000,001 ~ KW24,000,000	8%		33%		11%	1%	1%	5%	17%
KW24,000,001 ~ KW36,000,000	22%		44%		21%	18%	25%	23%	23%
KW36,000,001 ~ KW48,000,000	25%		22%		25%	27%	26%	28%	19%
KW48,000,001 ~ KW60,000,000	20%				20%	26%	24%	22%	17%
KW60,000,001 ~ KW72,000,000	17%				12%	27%	21%	19%	14%
More than KW72,000,001	2%				3%	1%	3%	3%	
No Income	2%				4%			1%	5%
Total	354		9		180	98	89	318	108

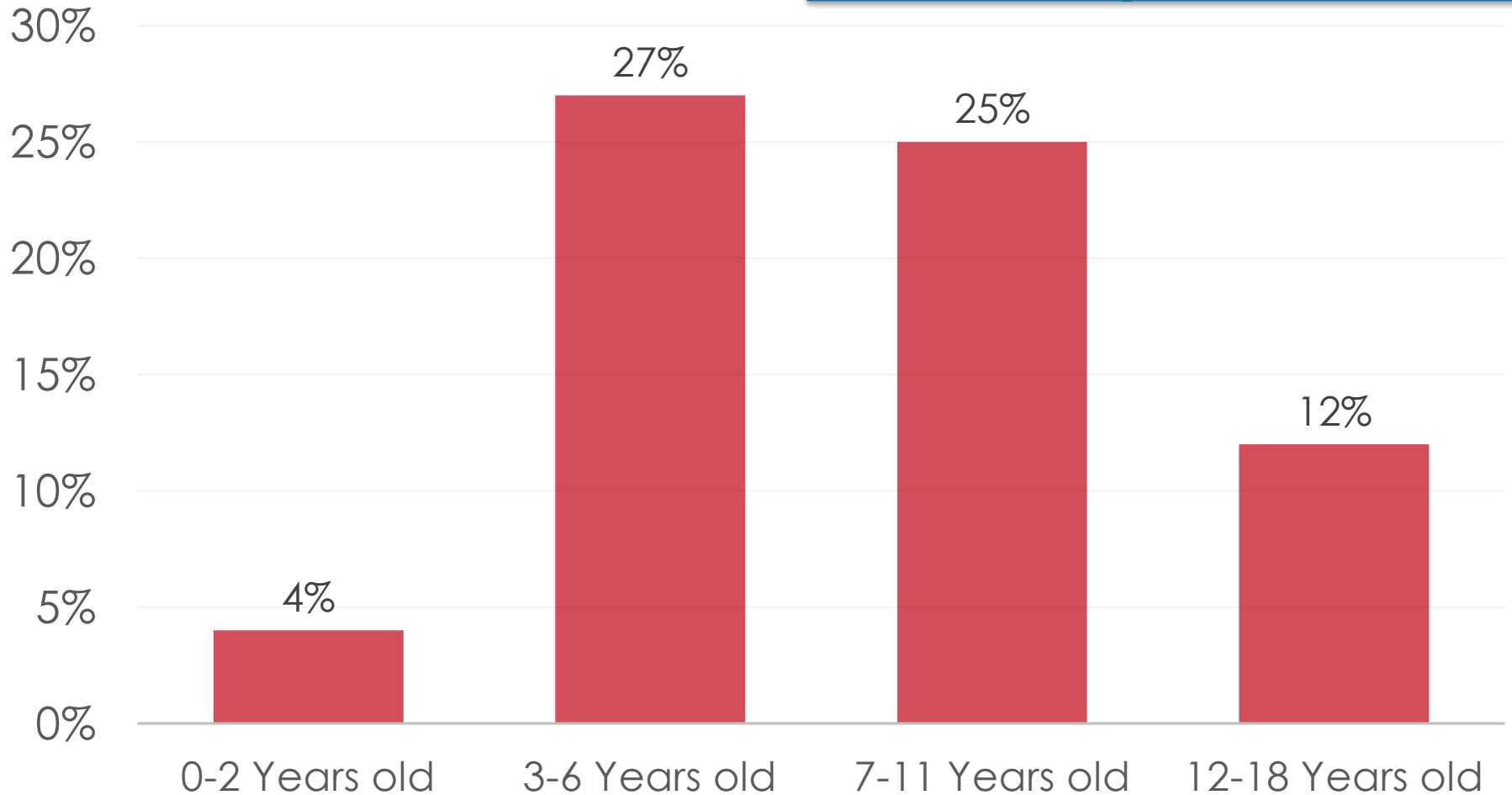
Prepared by Anthology Research

Travel Party

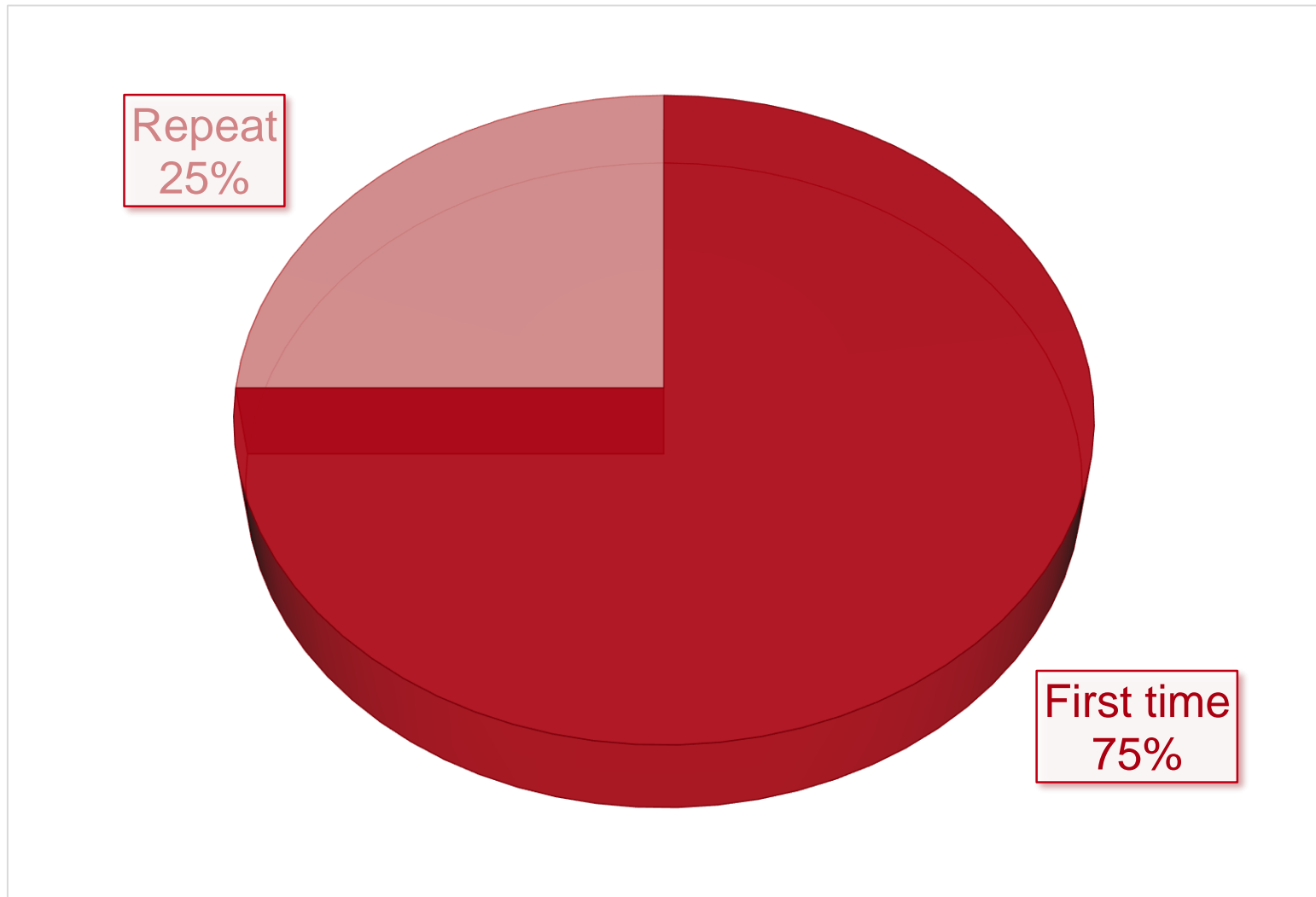


Travel Party - Children

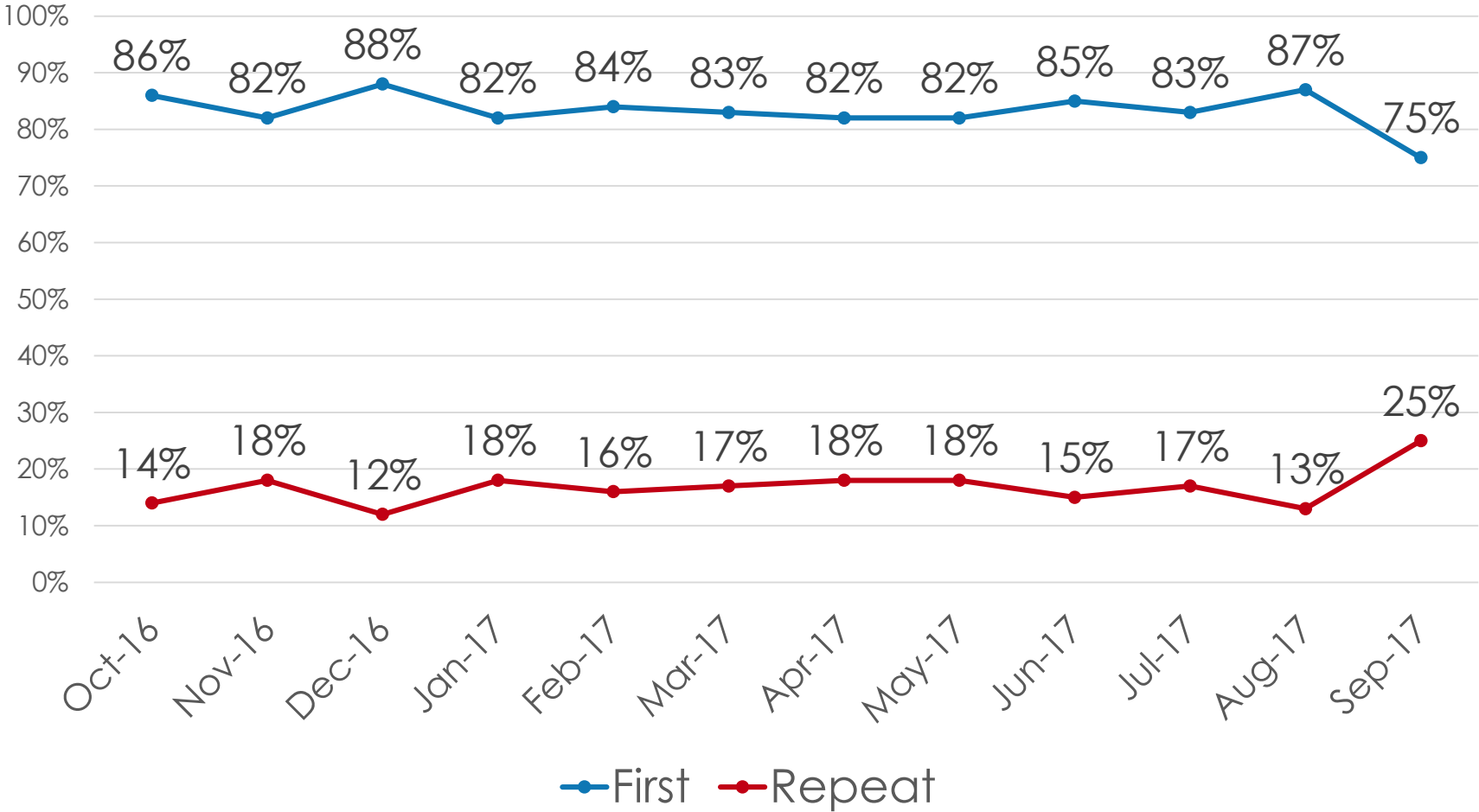
60% TRAVELING WITH A CHILD



Trips to Guam



Trips to Guam – FY2017 Tracking



Trips to Guam – Key Segments

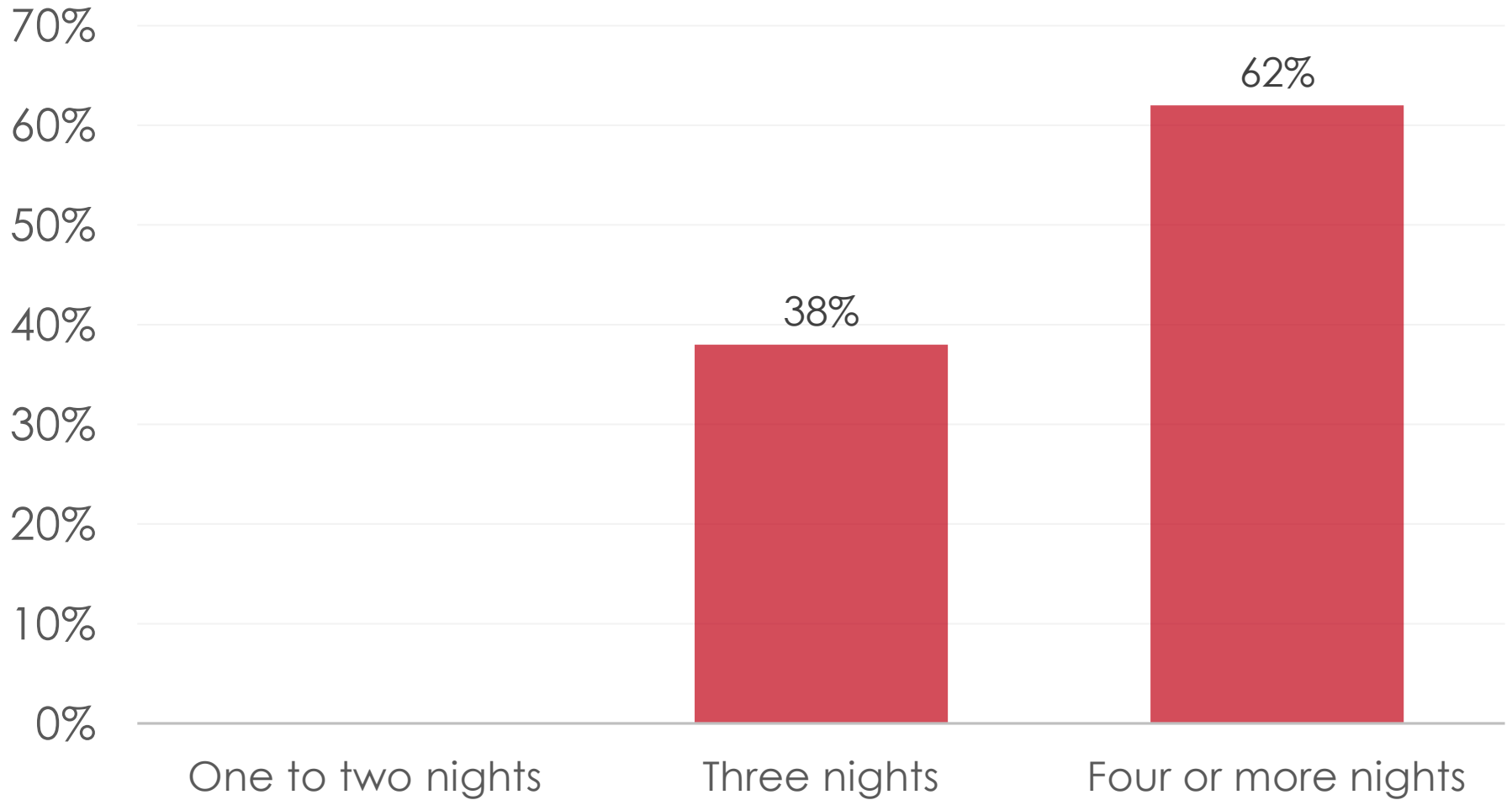
GVB EXIT SURVEY
Q3 Including this trip, how many times have you visited Guam?

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q3	1st Time	75%		100%		86%	61%		73%	70%
	Repeat	25%				14%	39%	100%	27%	30%
	Total	354		9		180	98	89	318	108
Q3	Mean	1.26	.	1.00	.	1.14	1.39	2.02	1.28	1.30
	Median	1	.	1	.	1	1	2	1	1

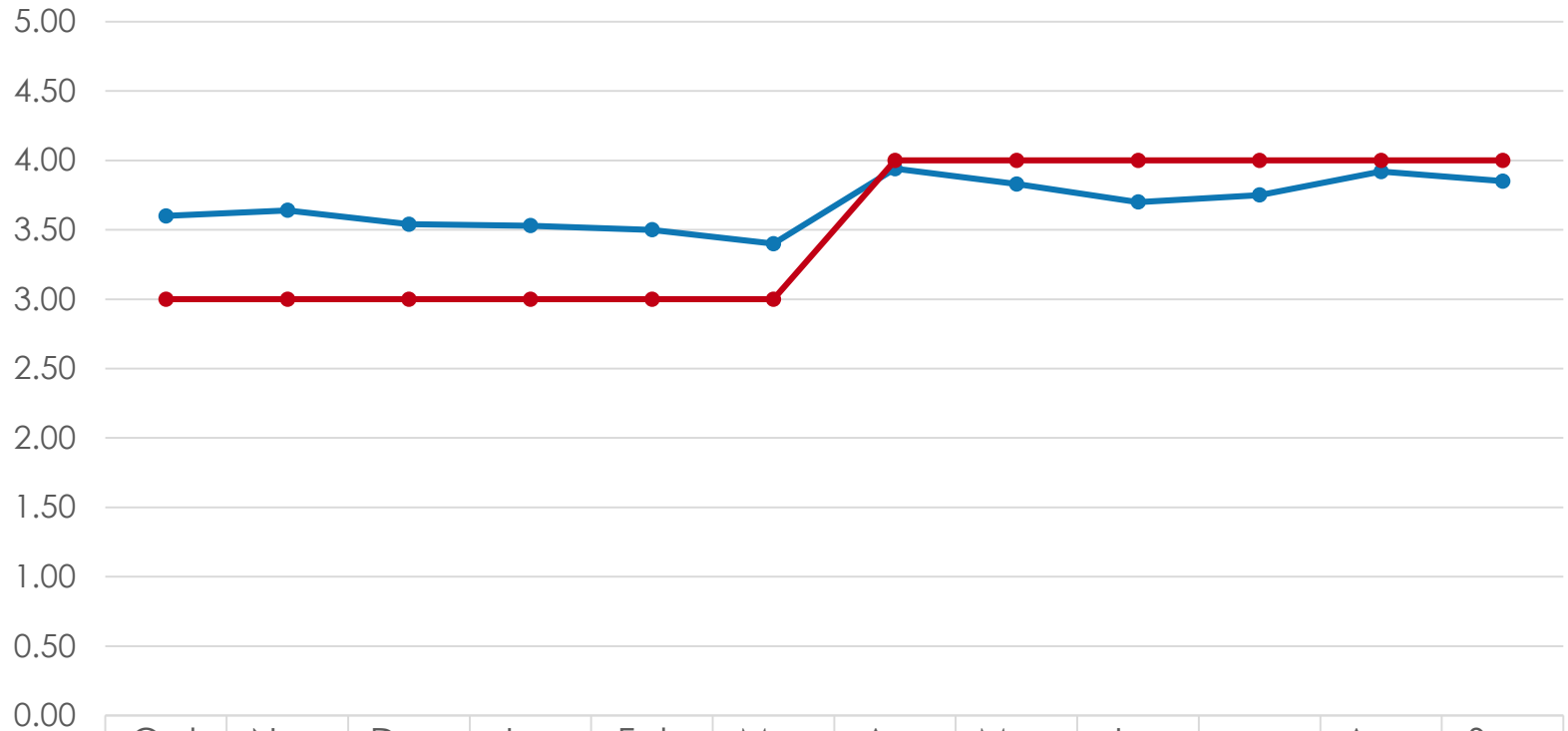
Prepared by Anthology Research

Length of Stay

MEAN NUMBER OF NIGHTS = 3.85
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	3.70	3.75	3.92	3.85
MEDIAN	3	3	3	3	3	3	4	4	4	4	4	4

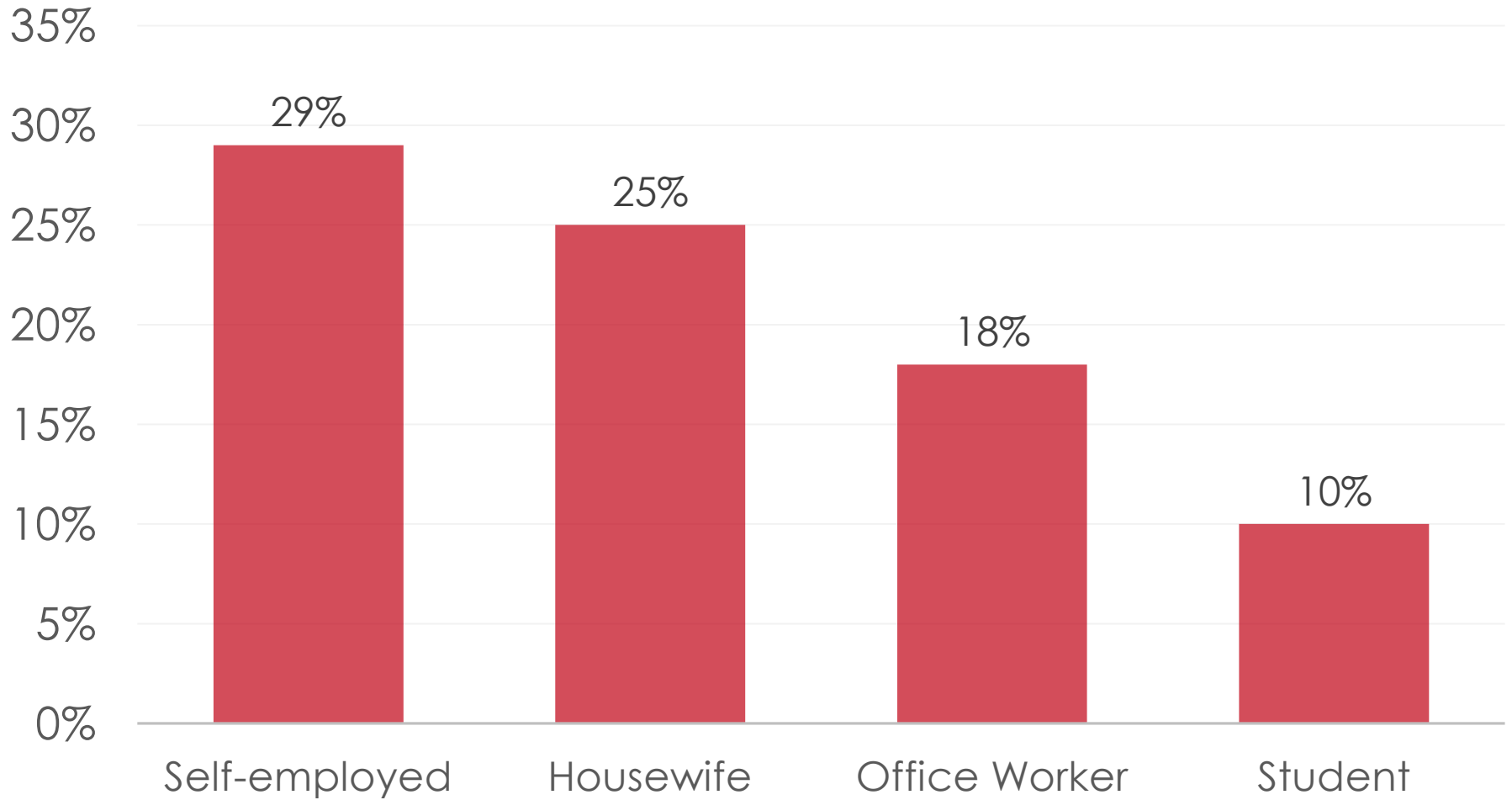
Length of Stay – Key Segments

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

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
SA	3	38%				27%	48%	47%	39%	45%
	4+	62%		100%		73%	52%	53%	61%	55%
	Total	354		9		180	98	89	318	108
SA	Mean	3.85		8.00		4.14	3.54	3.55	3.84	3.92
	Median	4		6		4	4	4	4	4

Prepared by Anthology Research

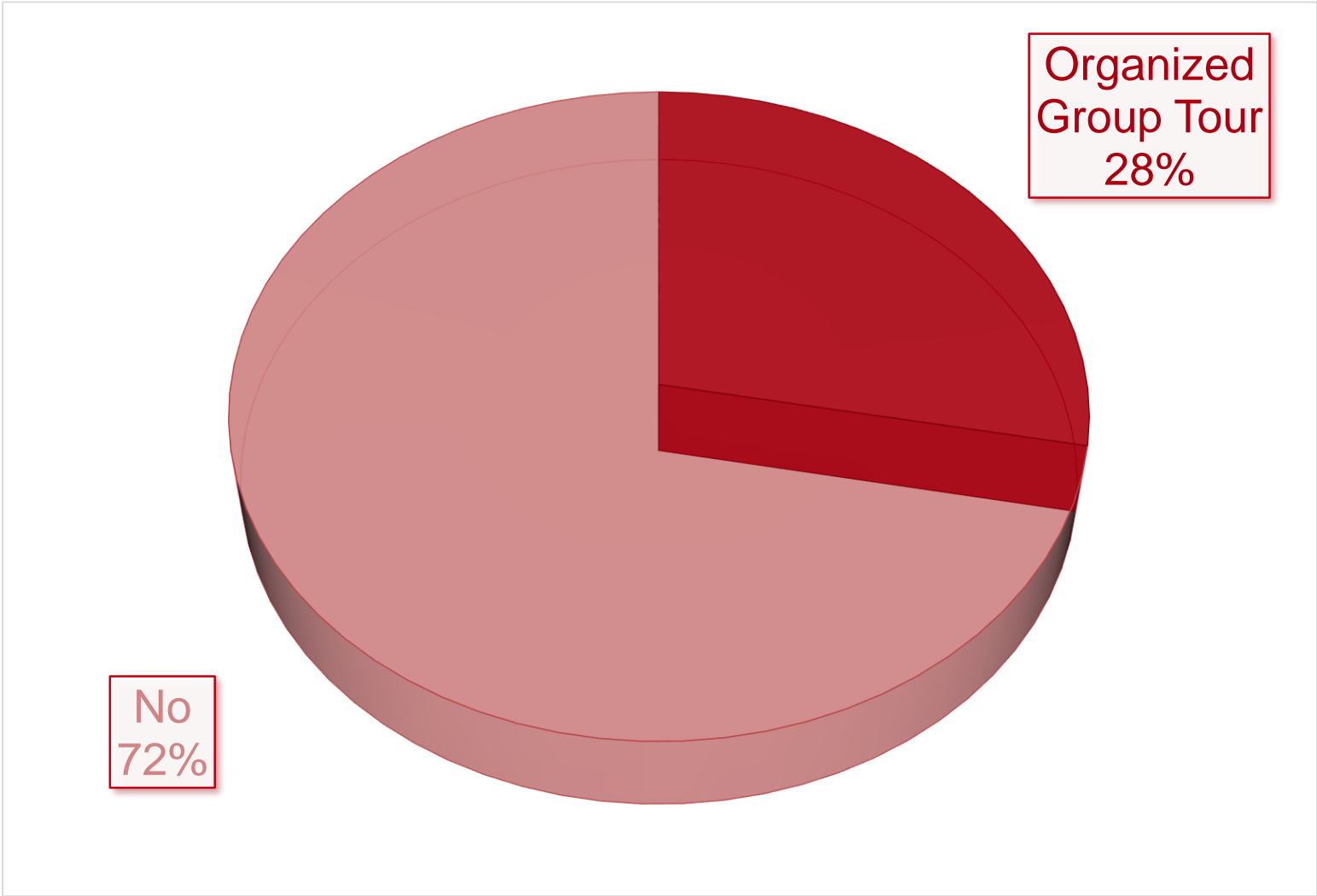
Occupation – Top Responses (10%+)



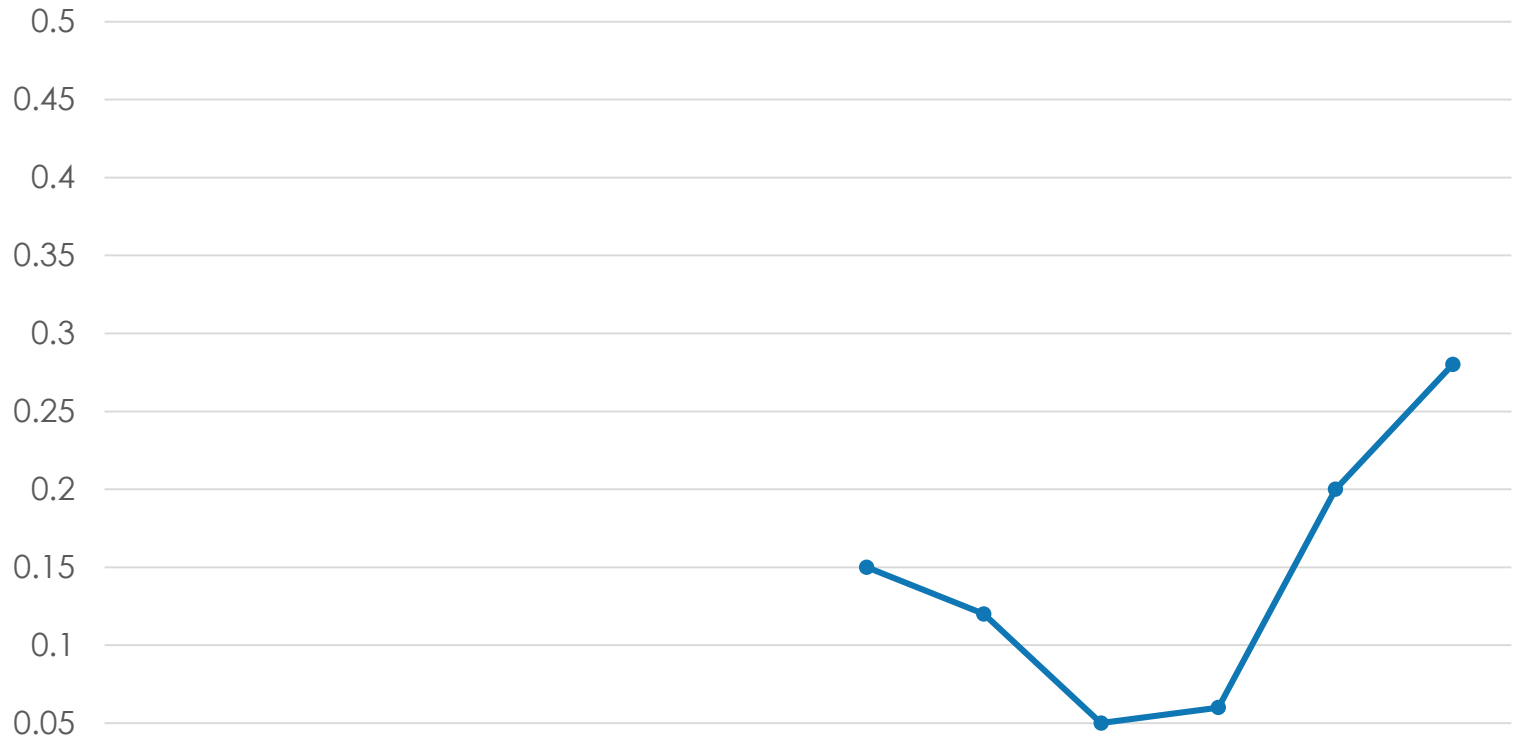
SECTION 2

TRAVEL PLANNING

Organized Group Tour

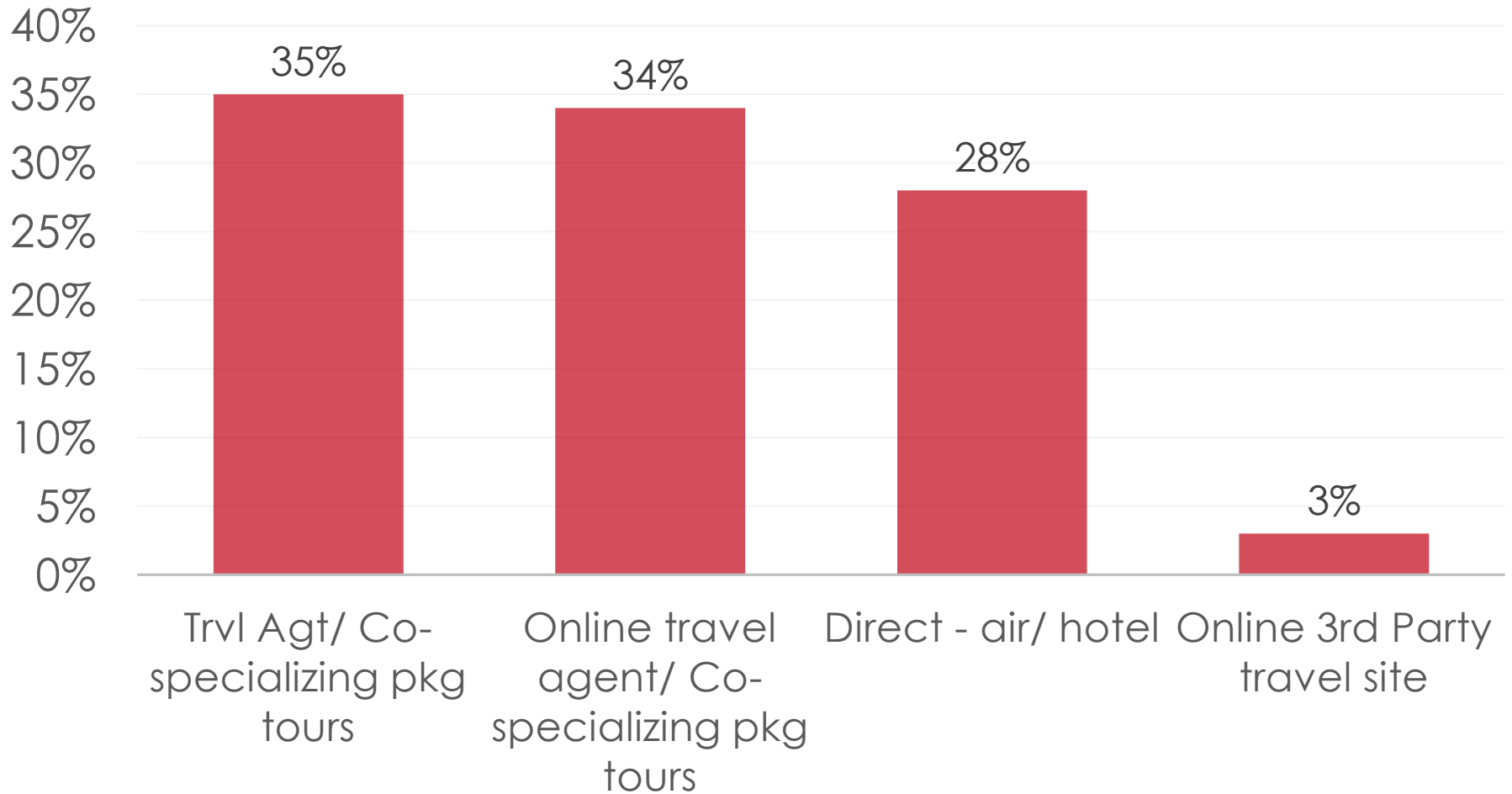


Organized Group Tour – FY2017 Tracking

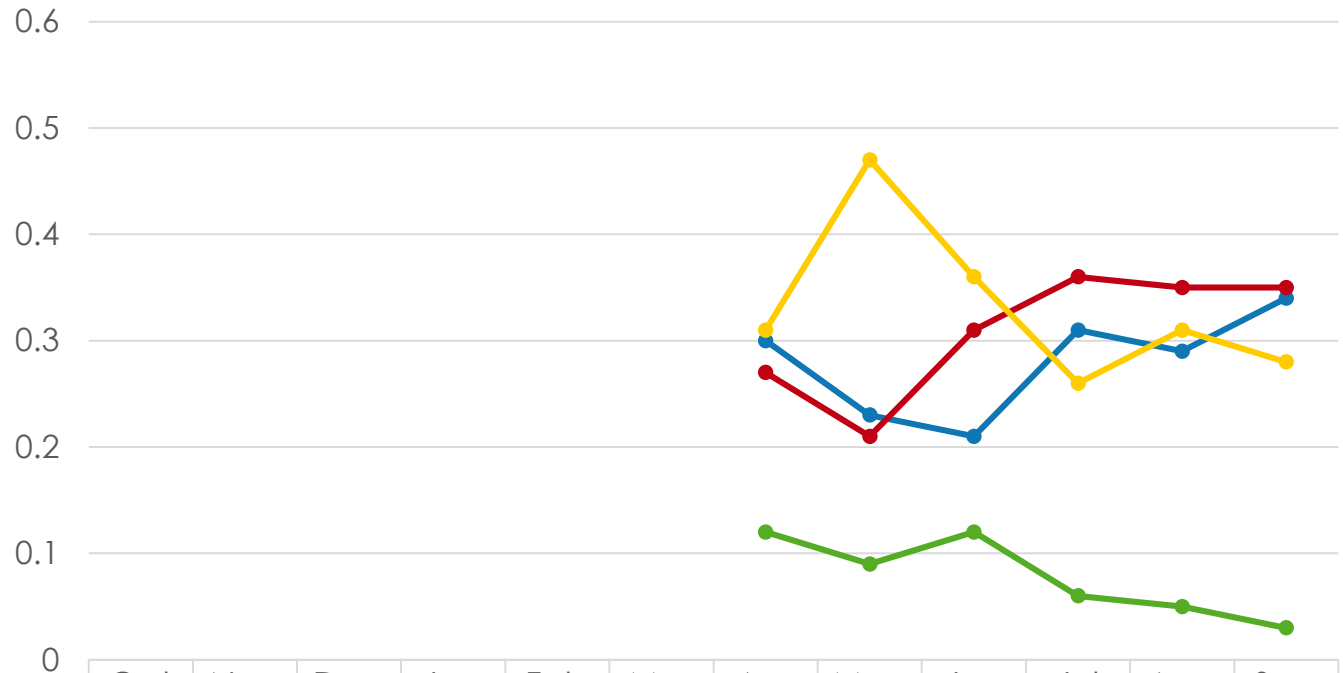


	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
Group Tour							15%	12%	5%	6%	20%	28%

Travel Arrangements - Sources

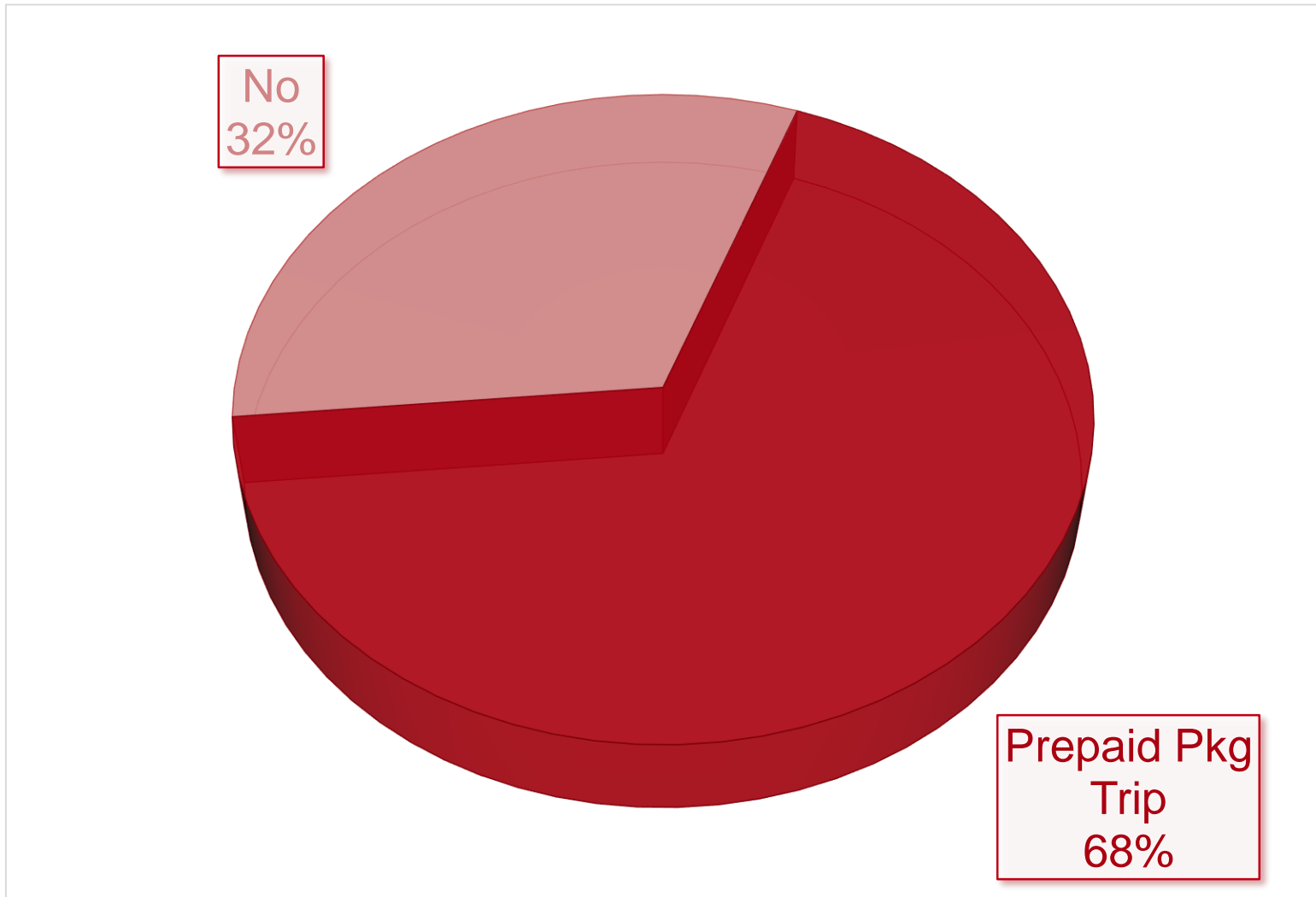


Travel Arrangements - Sources

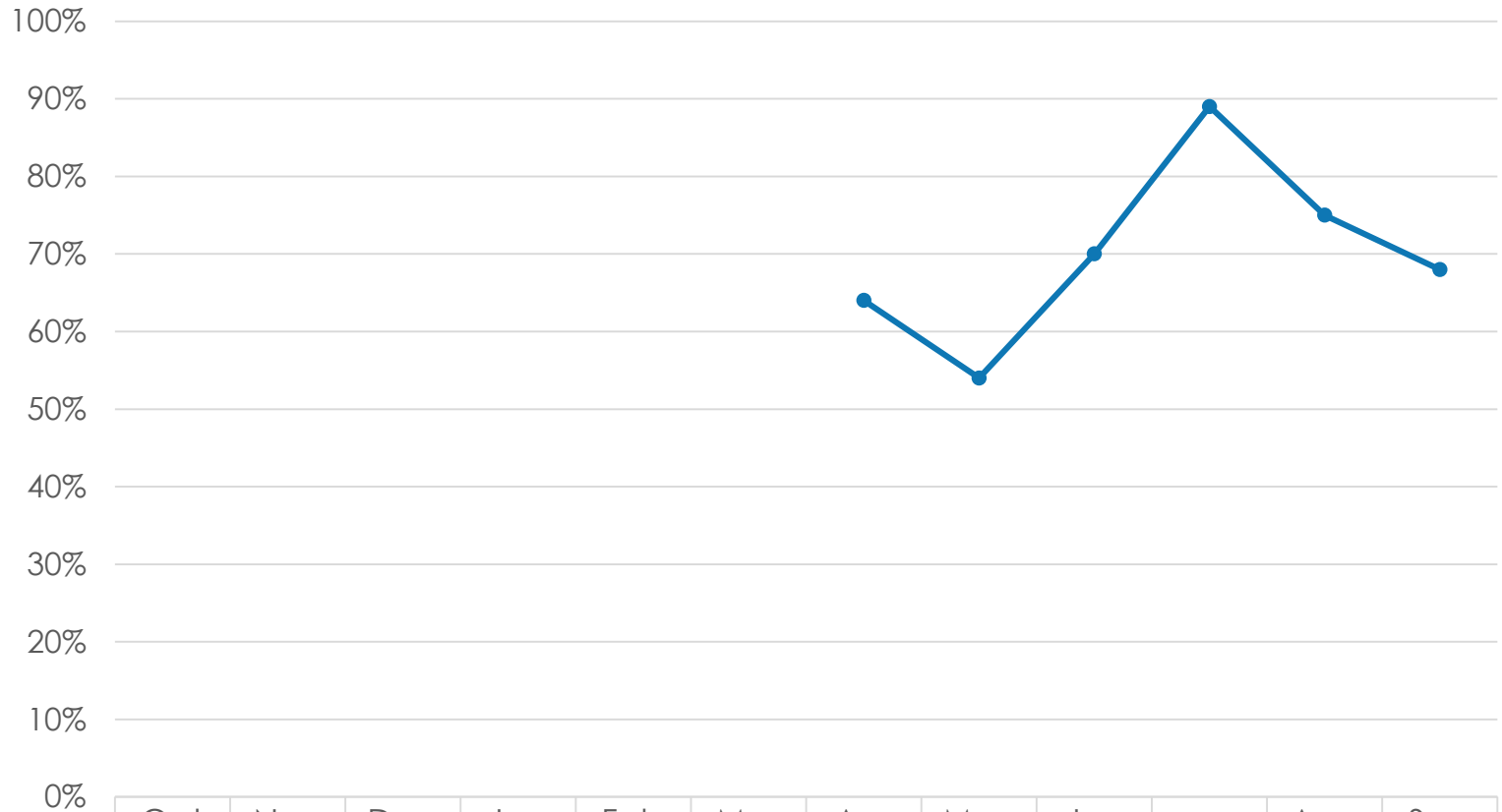


	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
Online travel agent							30%	23%	21%	31%	29%	34%
Trvl Agt/ Co- Pkg Tour							27%	21%	31%	36%	35%	35%
Online 3rd Party							12%	9%	12%	6%	5%	3%
Direct Air/ Hotel							31%	47%	36%	26%	31%	28%

Prepaid Package Trip



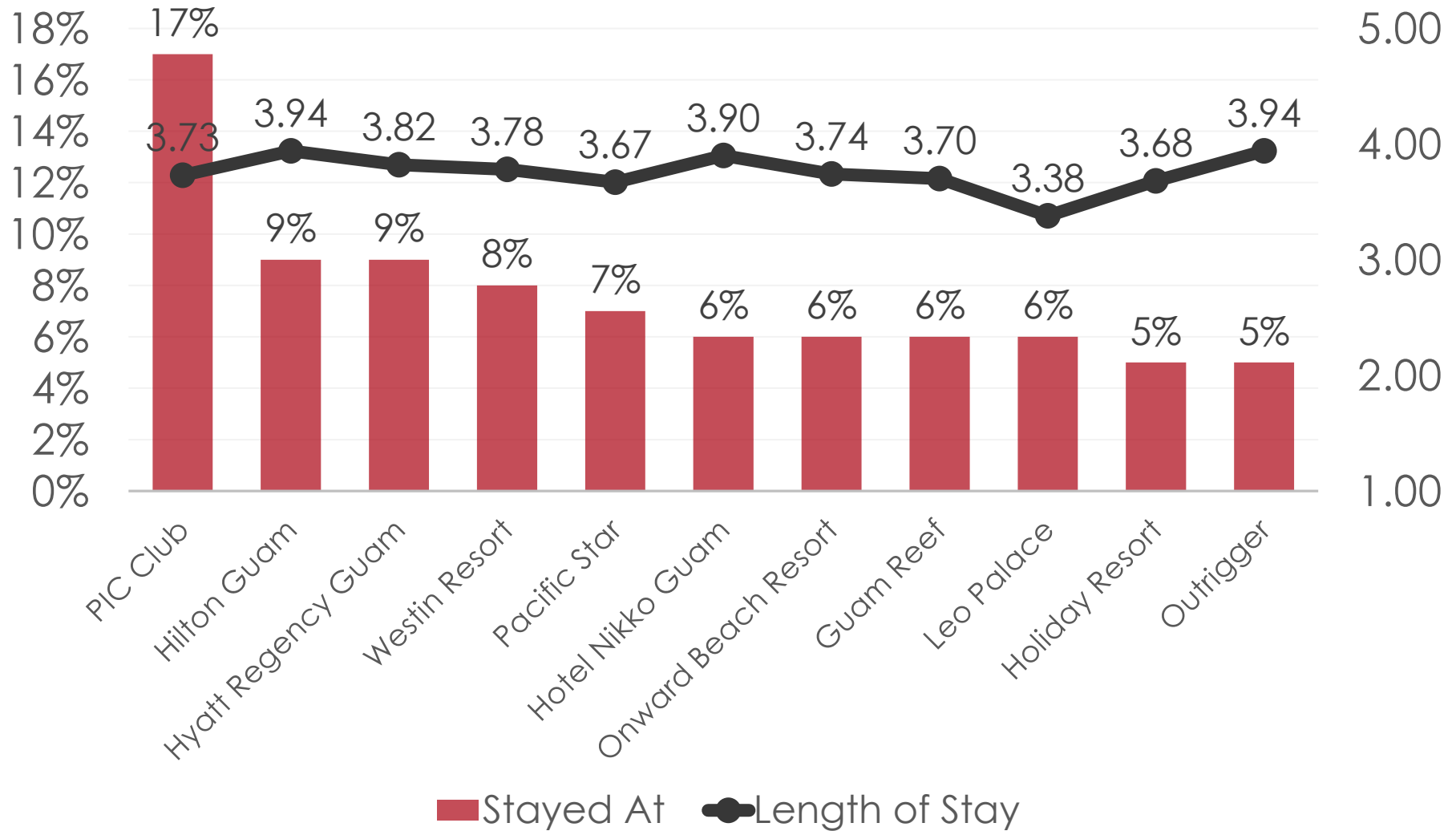
Prepaid Pkg Trip – FY2017 Tracking



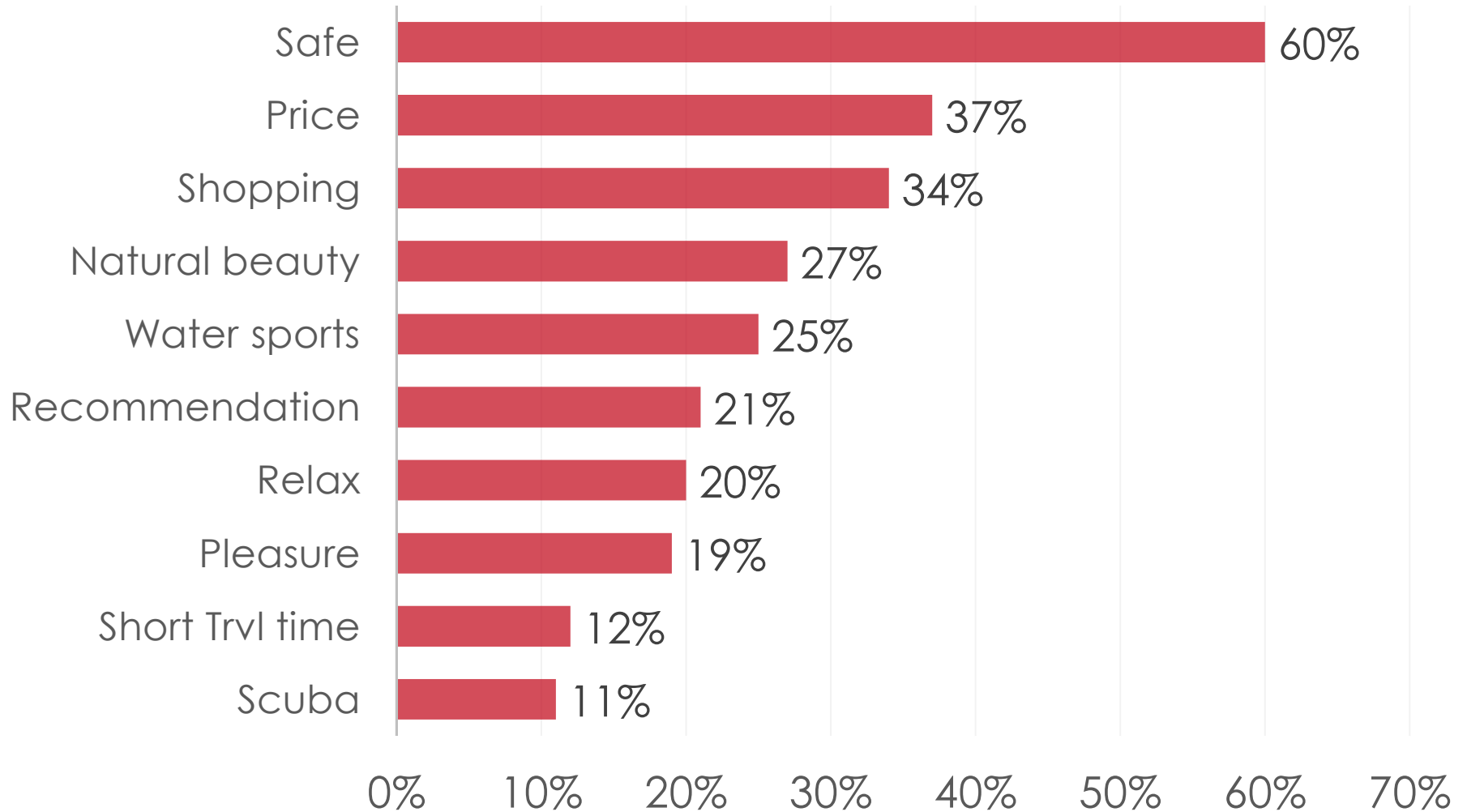
Prepaid Pkg

Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
						64%	54%	70%	89%	75%	68%

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	It is a safe place to spend a vacation	60%		67%		49%	62%	60%	62%	58%
	Price of the tour package	37%				14%	61%	47%	40%	34%
	Shopping	34%				15%	46%	44%	35%	44%
	Beautiful seas, beaches, tropical climate	27%		78%		53%	11%	9%	24%	30%
	Water sports (snorkeling, windsurfing, parasailing)	25%		11%		22%	19%	20%	23%	27%
	Recommendation of friend/ relative/ travel agency	21%				23%	16%	15%	20%	15%
	Just to relax	20%				39%	6%	6%	20%	12%
	Pleasure/ vacation	19%		44%		38%	20%	17%	19%	21%
	Short travel time (not too far from home)	12%				15%	4%	1%	11%	14%
	Scuba diving	11%				4%	15%	12%	11%	9%
	A previous visit	9%				6%	7%	35%	9%	10%
	School trip	7%				7%	14%	11%	8%	5%
	To visit friends or relatives	6%				2%	8%	10%	6%	8%
	To golf	5%				5%	5%	7%	5%	5%
	Honeymoon	3%		100%		5%			3%	2%
	Company/ business trip	1%				2%	2%	3%	1%	3%
	My company sponsored me	1%				1%	1%	2%	1%	1%
	Career certification/ testing	1%						1%	1%	
	Organized sporting activity/ event	0%				1%			0%	
	Total	354		9		180	98	89	318	108

SECTION 3

EXPENDITURES

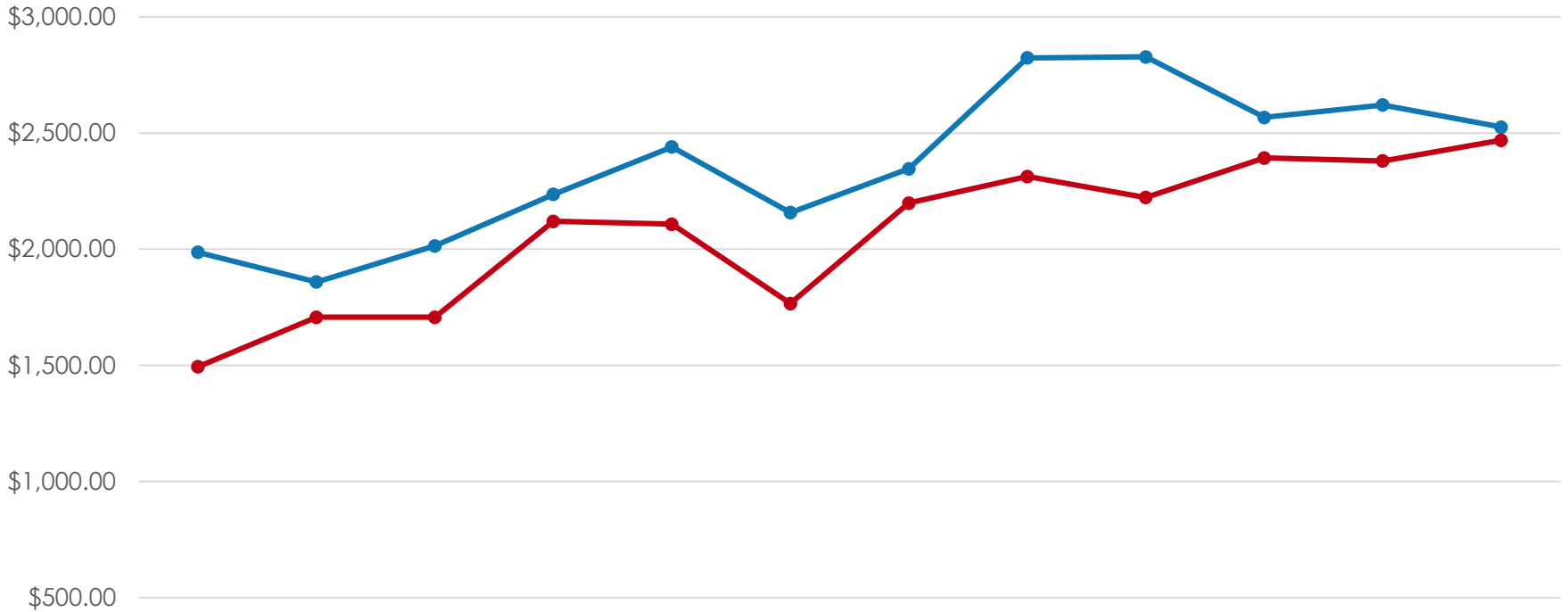
Prepaid Expenditures

EXCHANGE RATE KW1,134.22=\$1

- \$2,525.60 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$757.65 = overall mean average per person prepaid expenditures

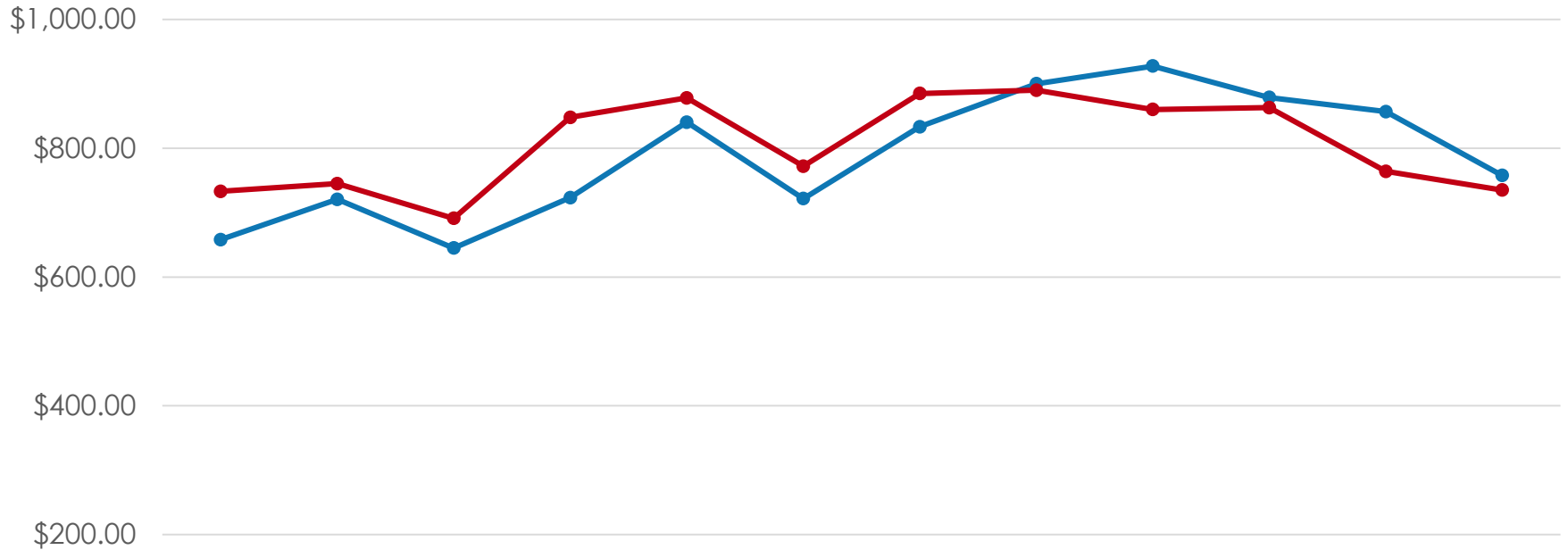
Prepaid Entire Travel Party – FY2017

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	\$2,827.92	\$2,567.24	\$2,620.81	\$2,525.60
● 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	\$2,223.00	\$2,393.00	\$2,380.00	\$2,469.00

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	\$927.63	\$878.71	\$856.72	\$757.65
● MEDIAN	\$733.00	\$745.00	\$691.00	\$848.00	\$878.00	\$772.00	\$885.00	\$890.00	\$860.00	\$863.00	\$764.00	\$735.00

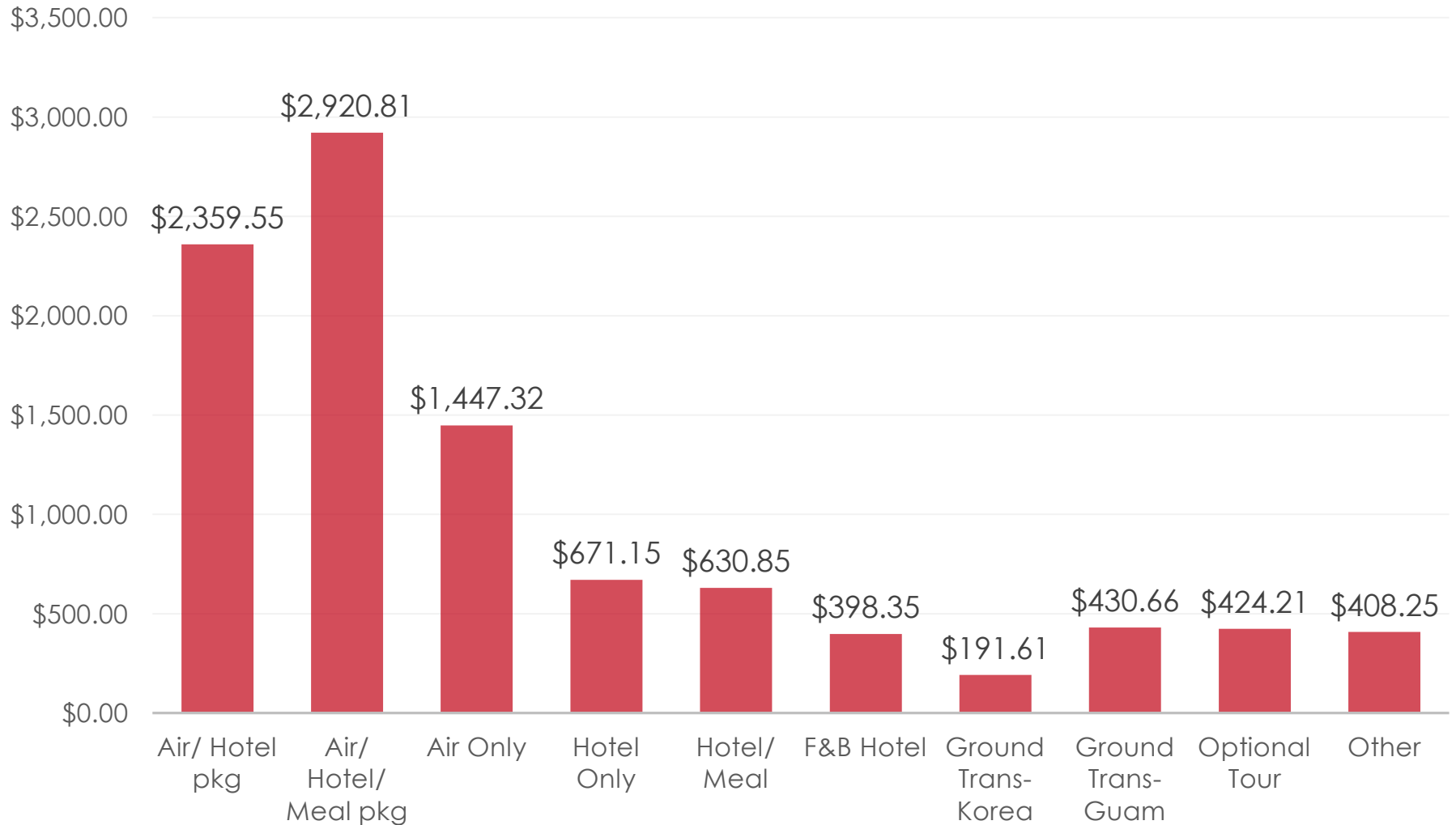
Prepaid Per Person– Key Segments

GVB EXIT SURVEY
Q10A PREPAID - PER PERSON:

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
PREPAID PP	Mean	\$757.65	.	\$1,532.62	.	\$790.24	\$683.25	\$683.97	\$762.23	\$692.32
	Median	\$735	.	\$1,543	.	\$749	\$705	\$705	\$735	\$705

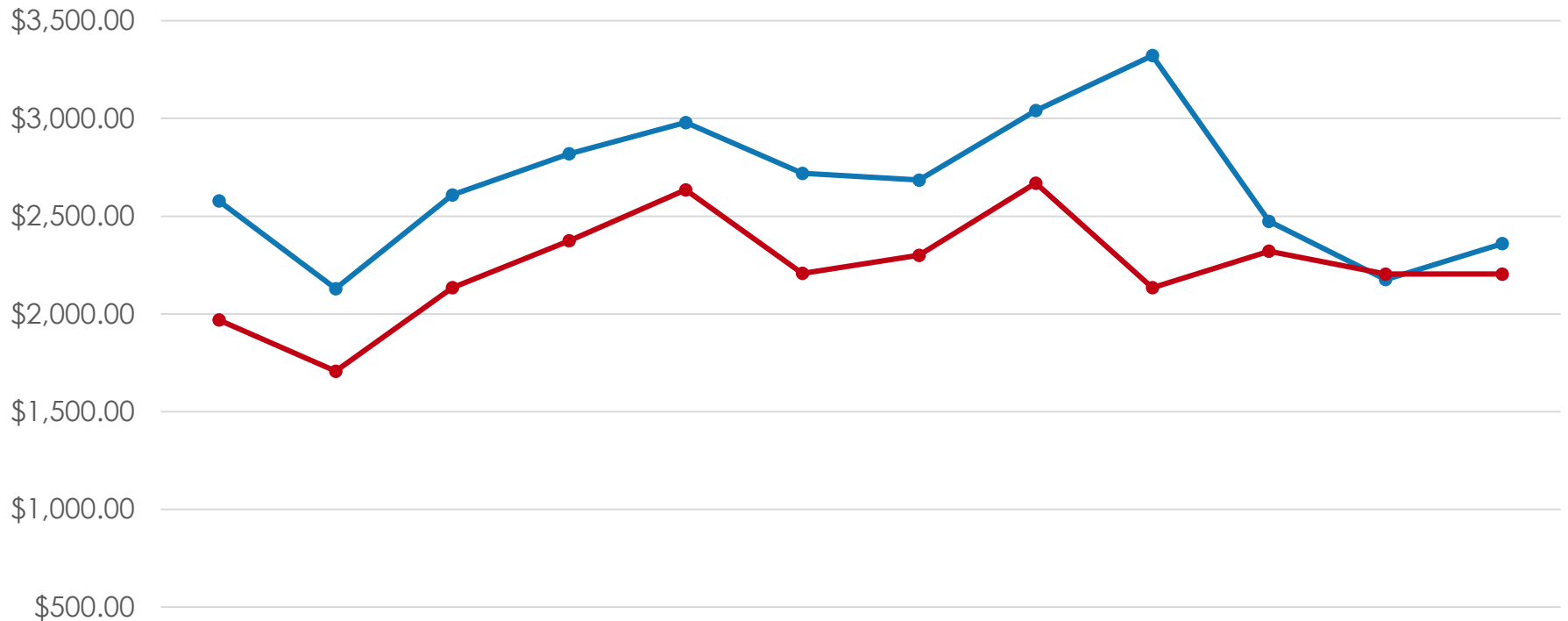
Prepared by Anthology Research

Prepaid Expenses by Category – MEAN Entire Travel Party



Prepaid- FY2017 Tracking

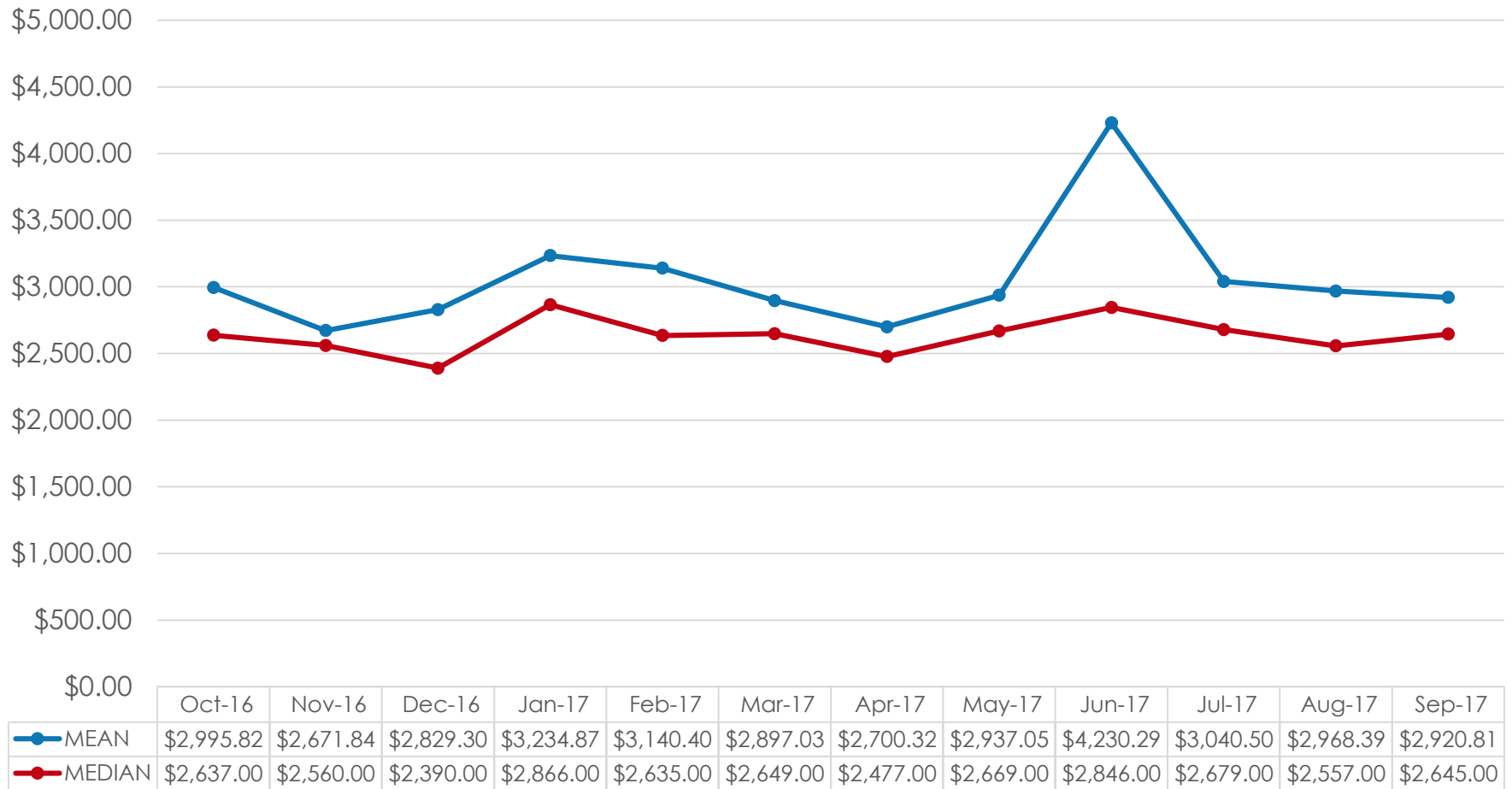
Airfare & Accommodation Packages



	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	\$3,322.35	\$2,473.86	\$2,175.52	\$2,359.55
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	\$2,134.00	\$2,321.00	\$2,204.00	\$2,204.00

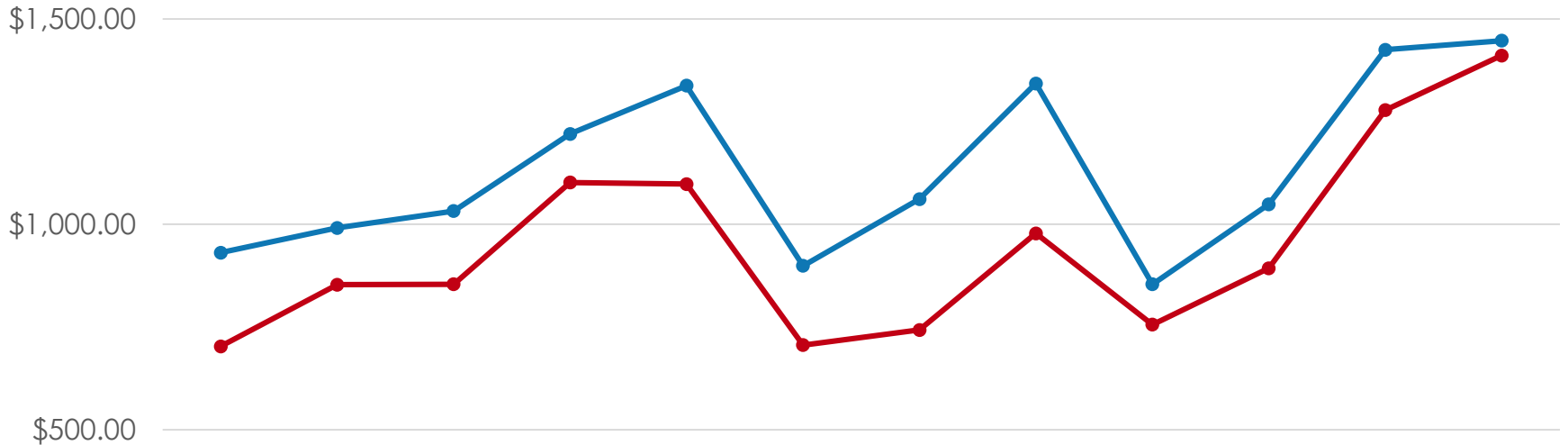
Prepaid- FY2017 Tracking

Airfare & Accommodation W/ Meal Packages



Prepaid- FY2017 Tracking

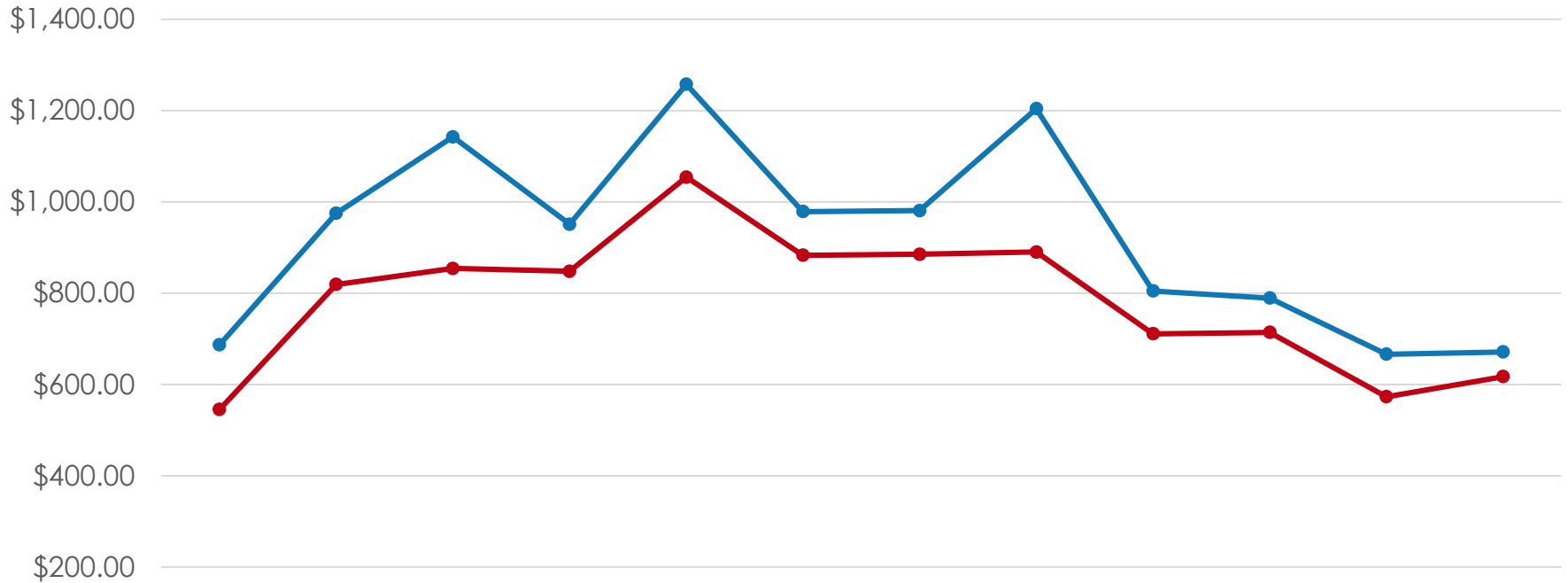
Airfare Only



	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	\$854.20	\$1,048.76	\$1,425.06	\$1,447.32
MEDIAN	\$703.00	\$853.00	\$854.00	\$1,102.00	\$1,098.00	\$706.00	\$743.00	\$978.00	\$756.00	\$893.00	\$1,278.00	\$1,411.00

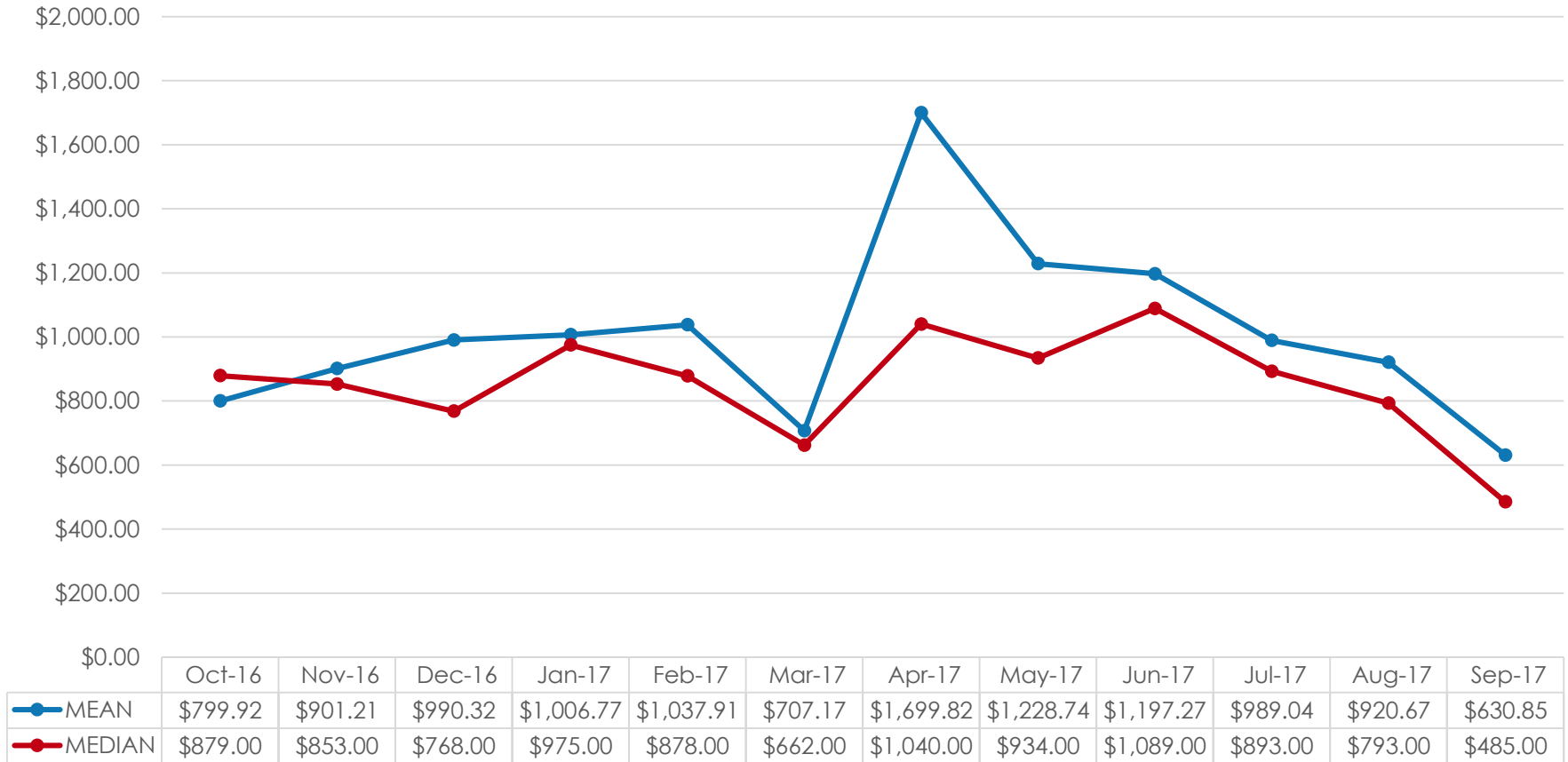
Prepaid- FY2017 Tracking

Accommodations Only



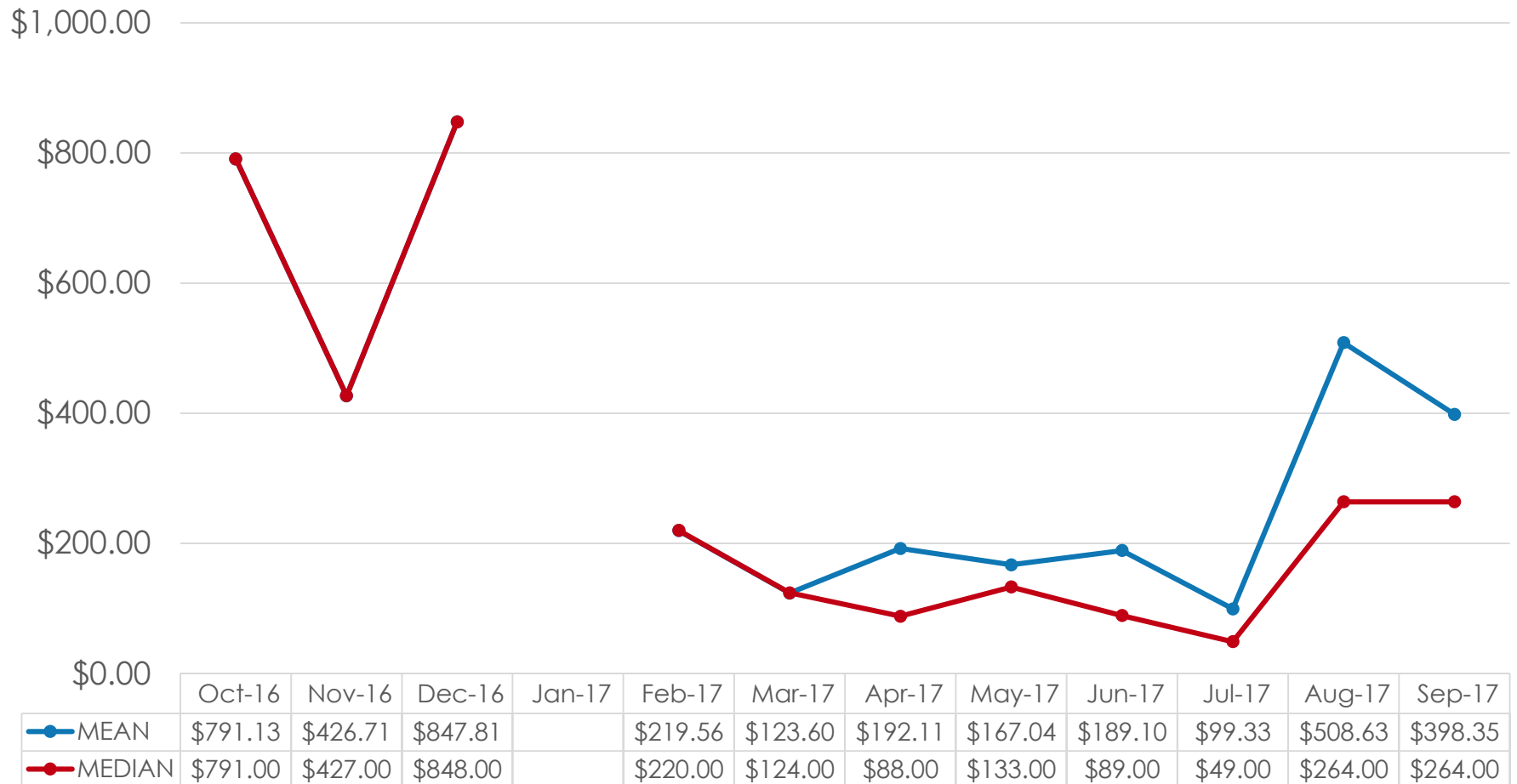
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$686.81	\$974.76	\$1,142.28	\$951.10	\$1,257.38	\$978.59	\$980.77	\$1,204.05	\$804.84	\$789.04	\$666.11	\$671.15
MEDIAN	\$545.00	\$819.00	\$854.00	\$848.00	\$1,054.00	\$883.00	\$885.00	\$890.00	\$711.00	\$714.00	\$573.00	\$617.00

Prepaid- FY2017 Tracking Accommodations w/ Meal Only



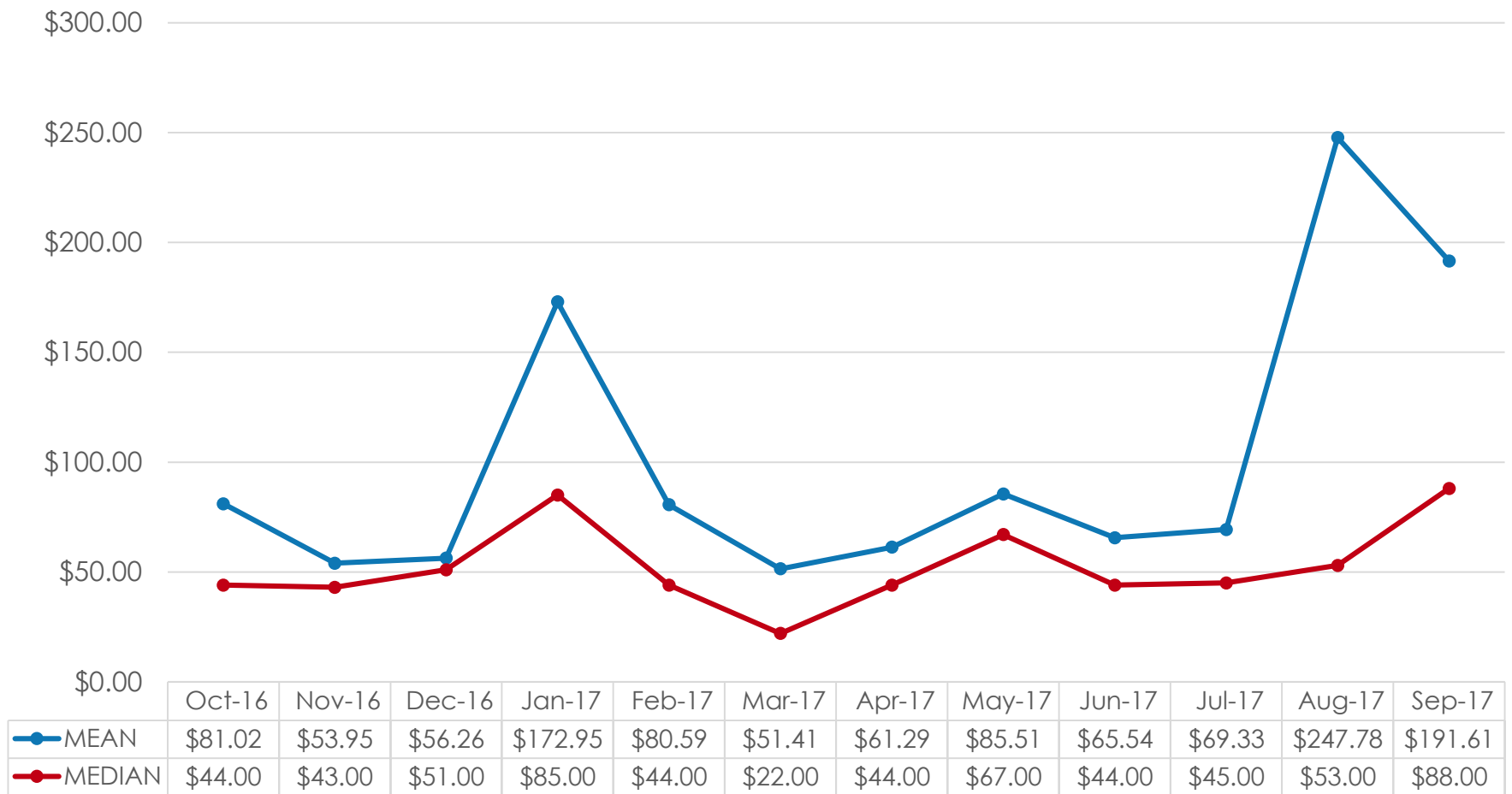
Prepaid- FY2017 Tracking

Food & Beverage in Hotel



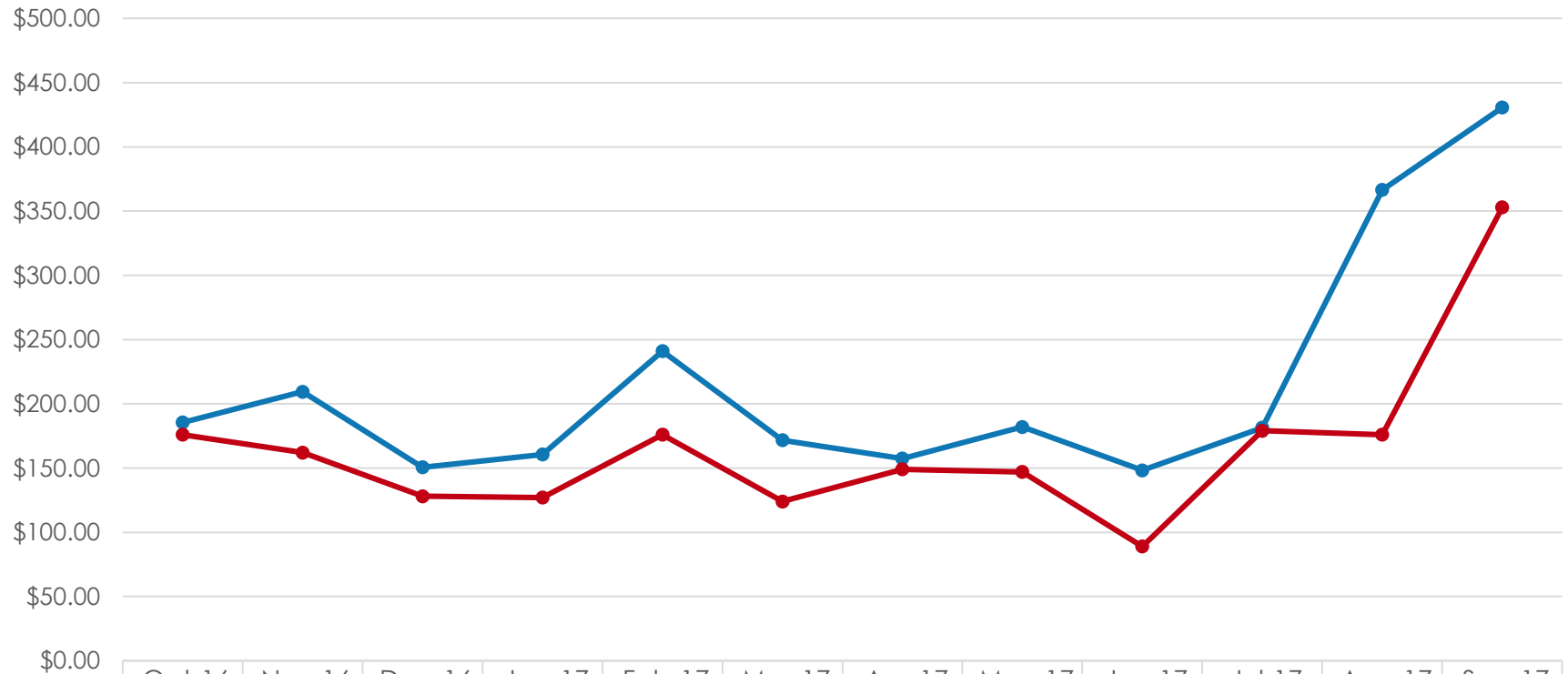
Prepaid- FY2017 Tracking

Ground Transportation - Korea



Prepaid- FY2017 Tracking

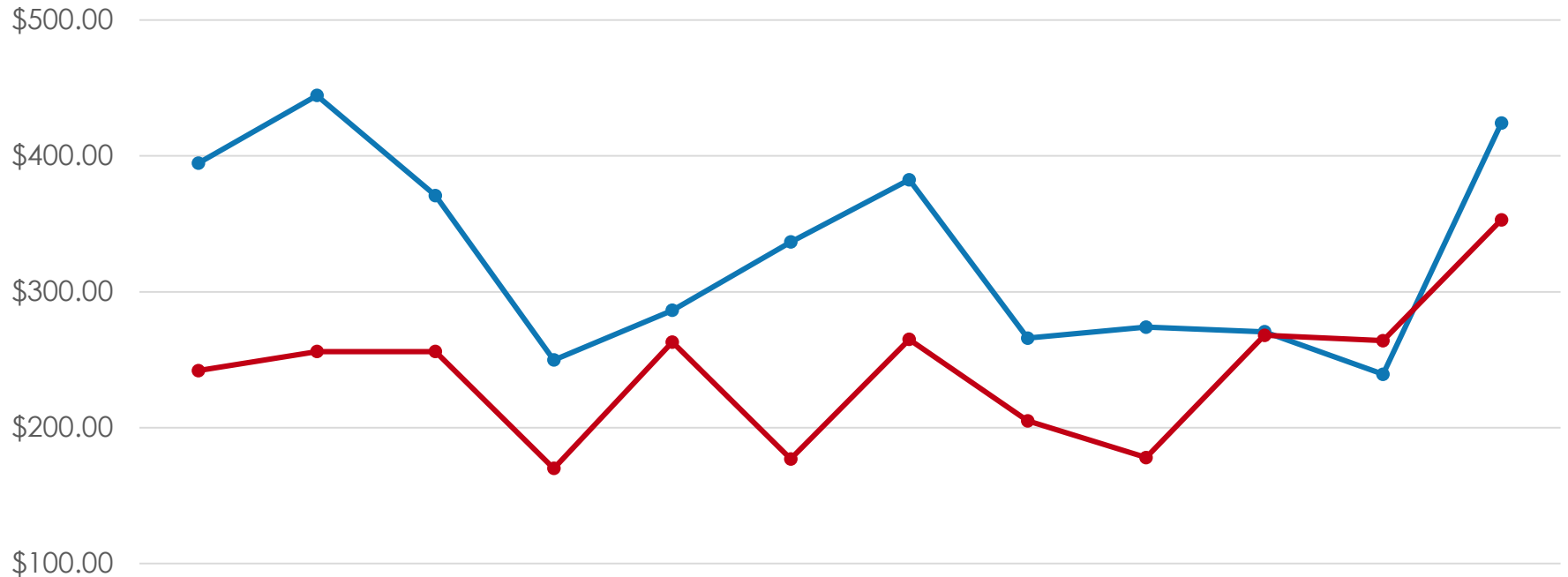
Ground Transportation - Guam



	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	\$148.24	\$181.40	\$366.61	\$430.66
MEDIAN	\$176.00	\$162.00	\$128.00	\$127.00	\$176.00	\$124.00	\$149.00	\$147.00	\$89.00	\$179.00	\$176.00	\$353.00

Prepaid- FY2017 Tracking

Optional tours/ Activities

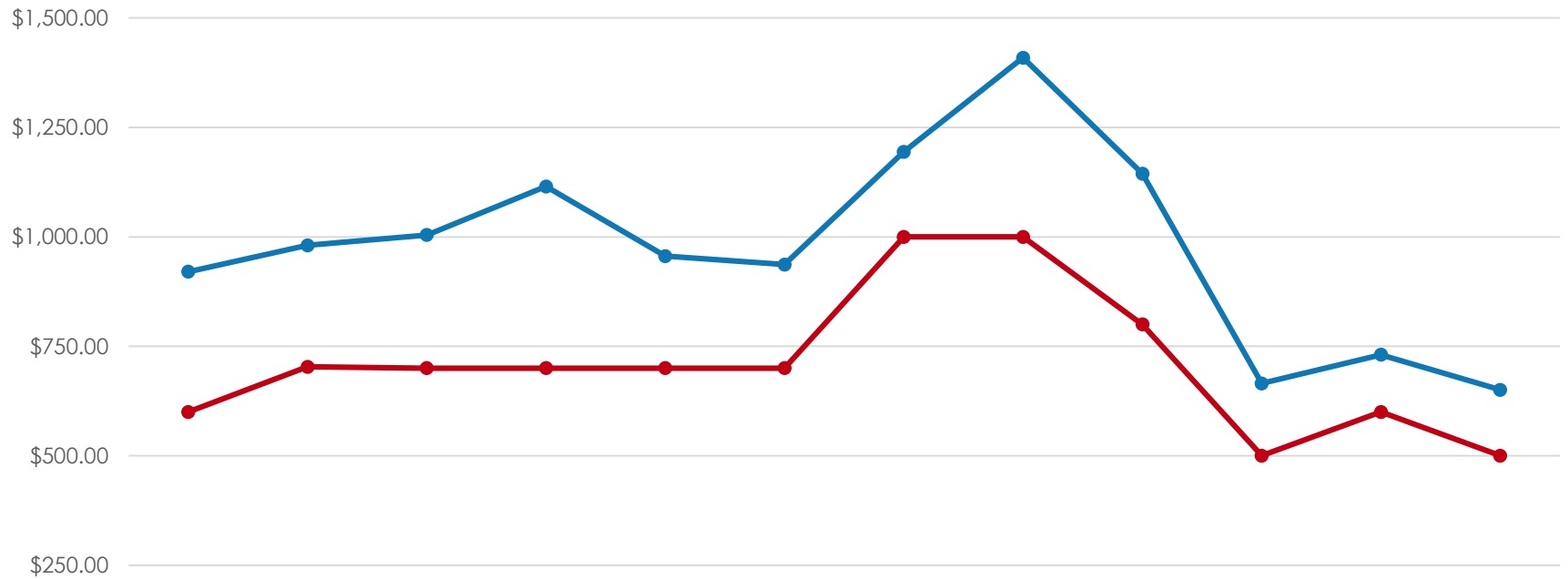


	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$394.68	\$444.49	\$370.79	\$249.85	\$286.33	\$336.64	\$382.43	\$265.87	\$274.04	\$270.61	\$239.29	\$424.21
MEDIAN	\$242.00	\$256.00	\$256.00	\$170.00	\$263.00	\$177.00	\$265.00	\$205.00	\$178.00	\$268.00	\$264.00	\$353.00

On-Island Expenditures

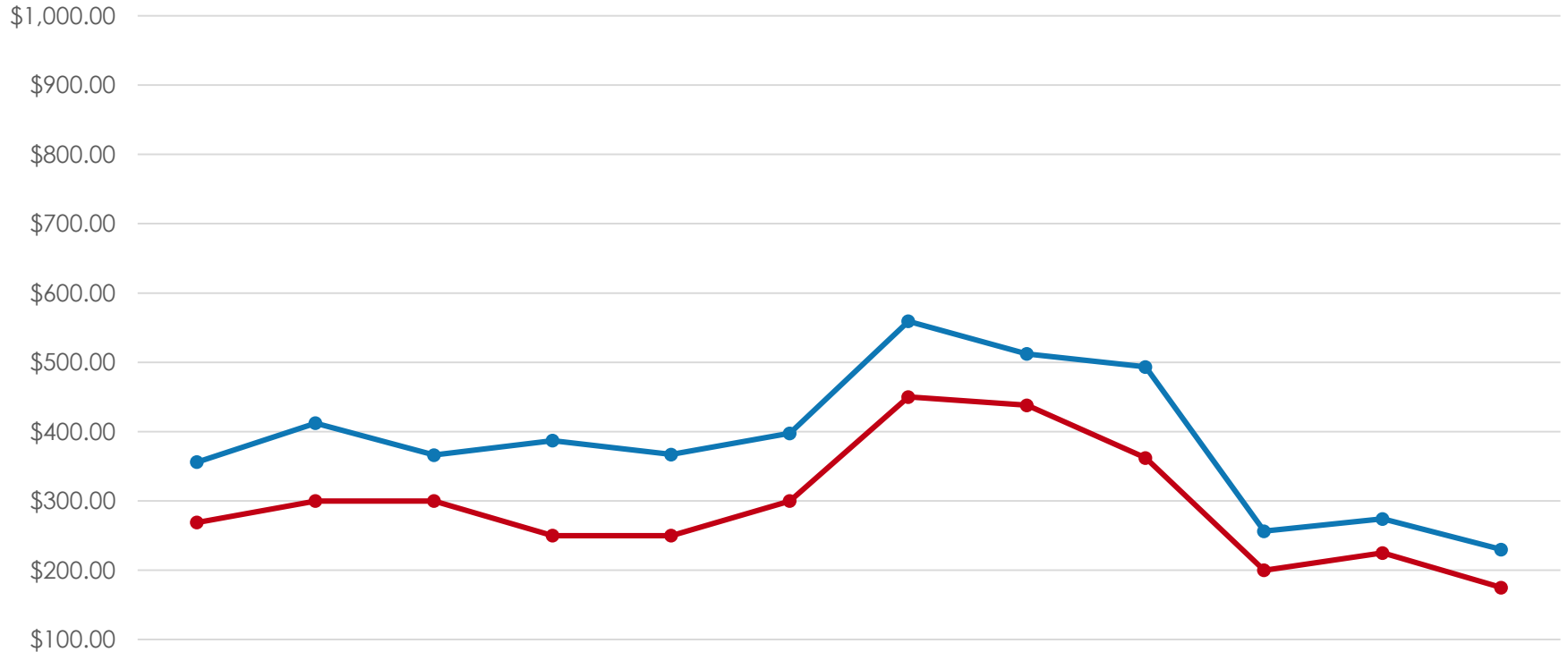
- \$650.44 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$229.89 = overall mean average per person prepaid expenditures

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	\$1,144.30	\$665.25	\$730.58	\$650.44
● MEDIAN	\$600.00	\$703.00	\$700.00	\$700.00	\$700.00	\$700.00	\$1,000.00	\$1,000.00	\$800.00	\$500.00	\$600.00	\$500.00

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	\$493.47	\$256.35	\$274.14	\$229.89
MEDIAN	\$269.00	\$300.00	\$300.00	\$250.00	\$250.00	\$300.00	\$450.00	\$438.00	\$362.00	\$200.00	\$225.00	\$175.00

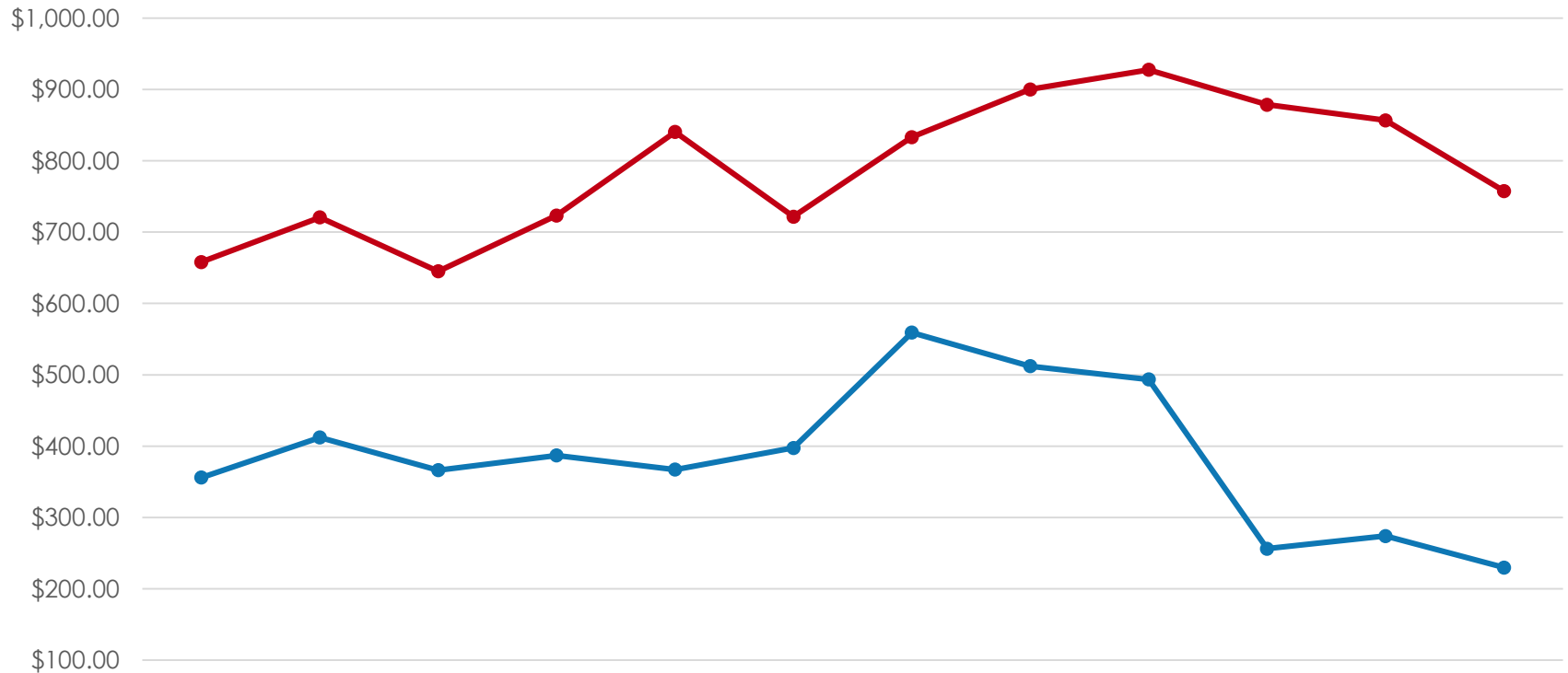
On-Island Per Person – Key Segments

GVB EXIT SURVEY
Q11A ONISLE EXPENDITURE- PER PERSO

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
ONISLE PP	Mean	\$229.89	.	\$431.11	.	\$292.79	\$125.13	\$175.04	\$215.55	\$241.77
	Median	\$175	.	\$300	.	\$233	\$120	\$160	\$167	\$200

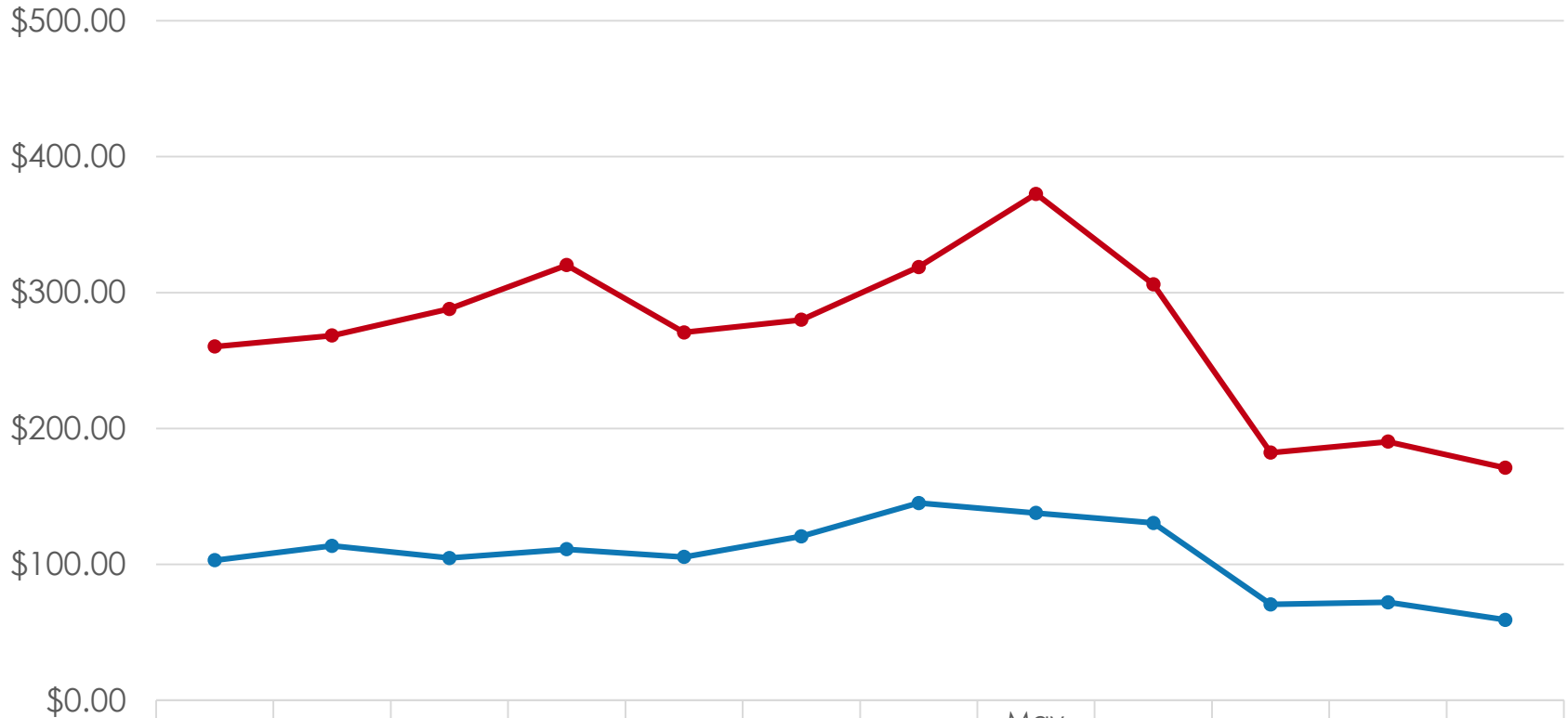
Prepared by Anthology Research

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



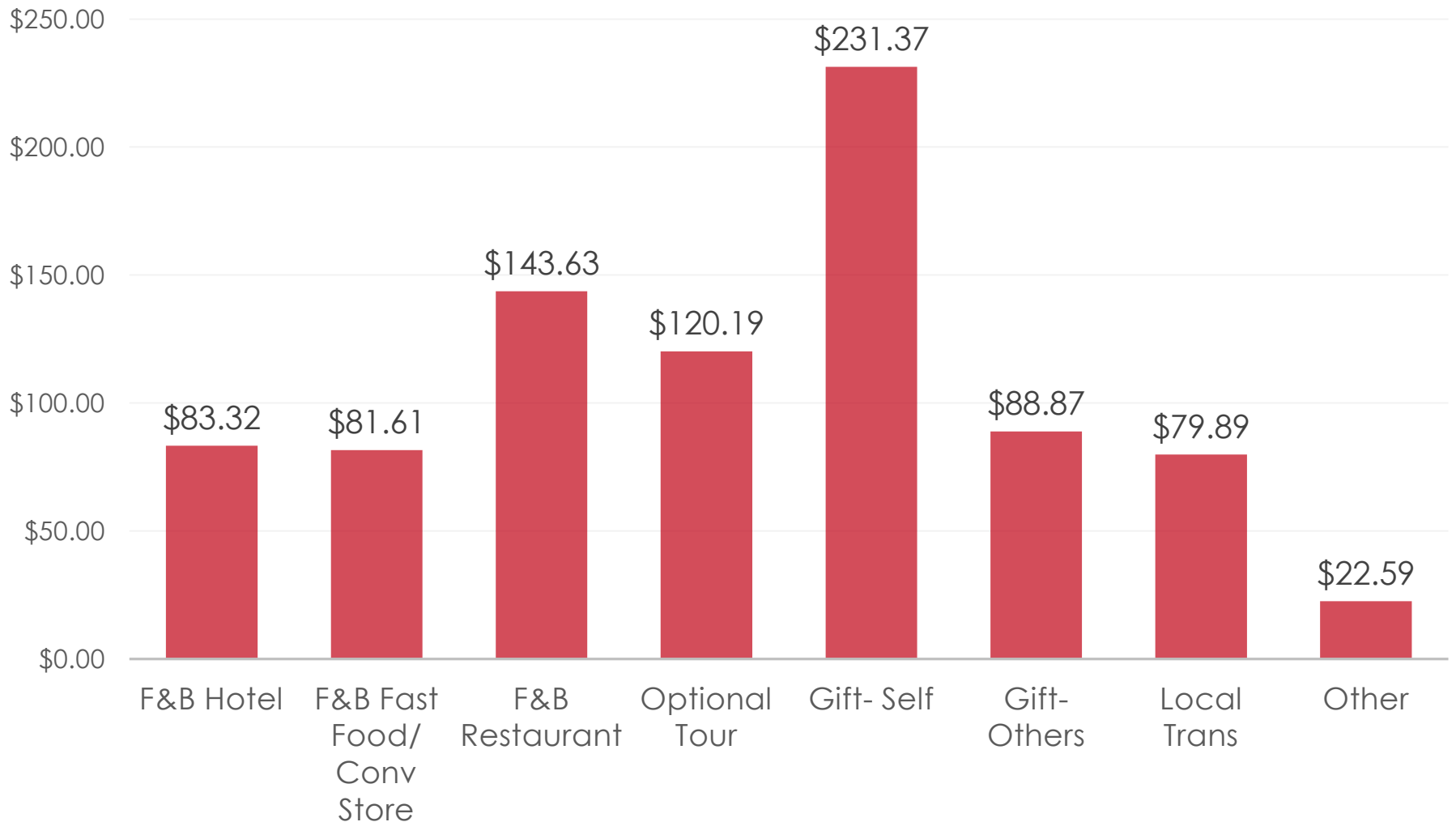
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
On-Island	\$356.05	\$412.21	\$366.24	\$386.94	\$367.09	\$397.56	\$559.29	\$512.14	\$493.47	\$256.35	\$274.14	\$229.89
Prepaid	\$658.04	\$720.62	\$645.02	\$723.26	\$840.37	\$721.76	\$833.23	\$900.01	\$927.63	\$878.71	\$856.72	\$757.65

On-Island Per Day Spending – FY2017 Tracking MEAN



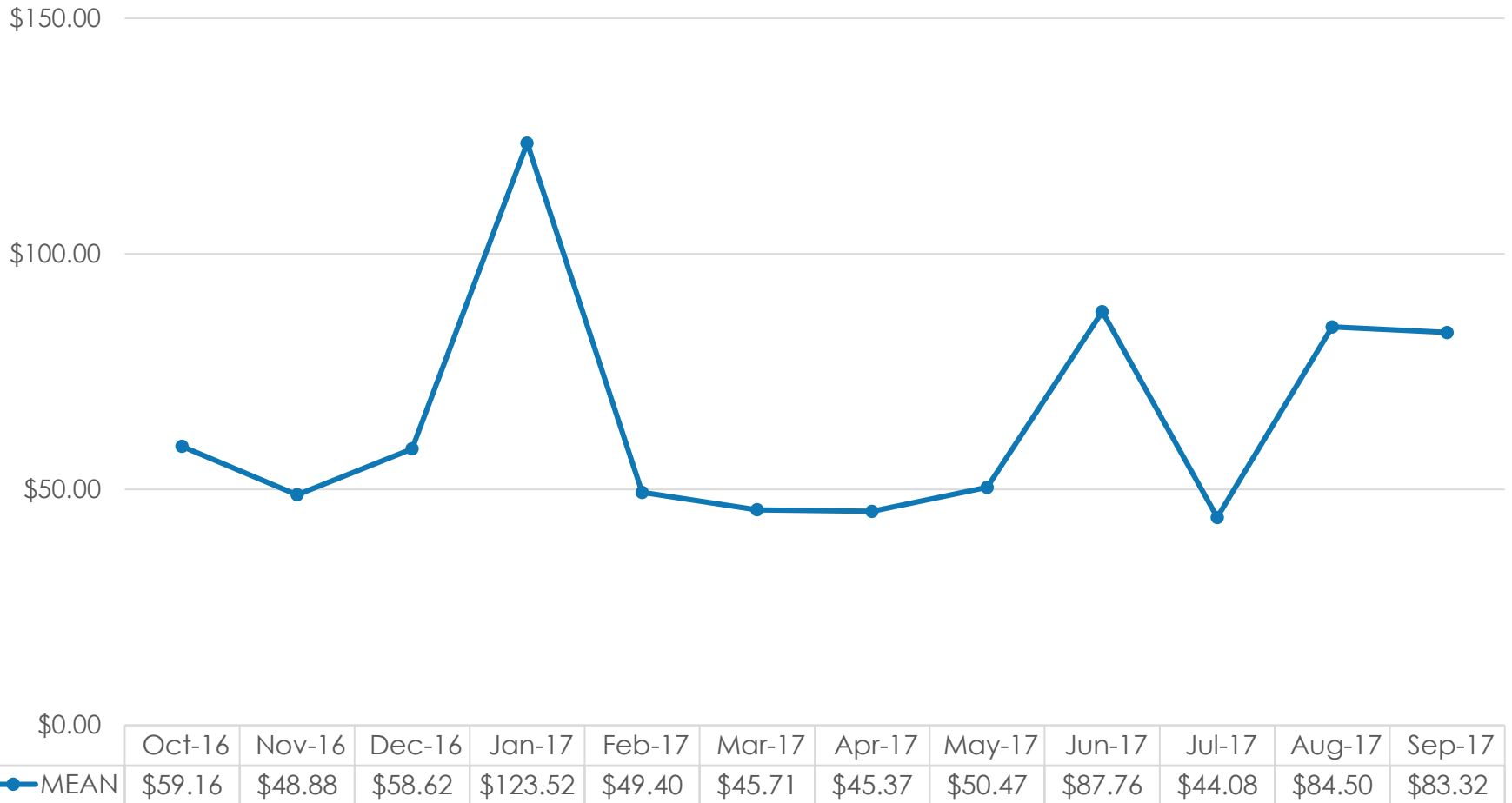
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
Per Person	\$103.06	\$113.69	\$104.72	\$111.17	\$105.45	\$120.60	\$145.12	\$137.78	\$130.47	\$70.57	\$72.11	\$59.23
Travel Party	\$260.30	\$268.39	\$287.95	\$320.20	\$270.68	\$279.99	\$318.80	\$372.56	\$306.08	\$182.24	\$190.27	\$171.05

On-Island Expenses by Category – MEAN Entire Travel Party



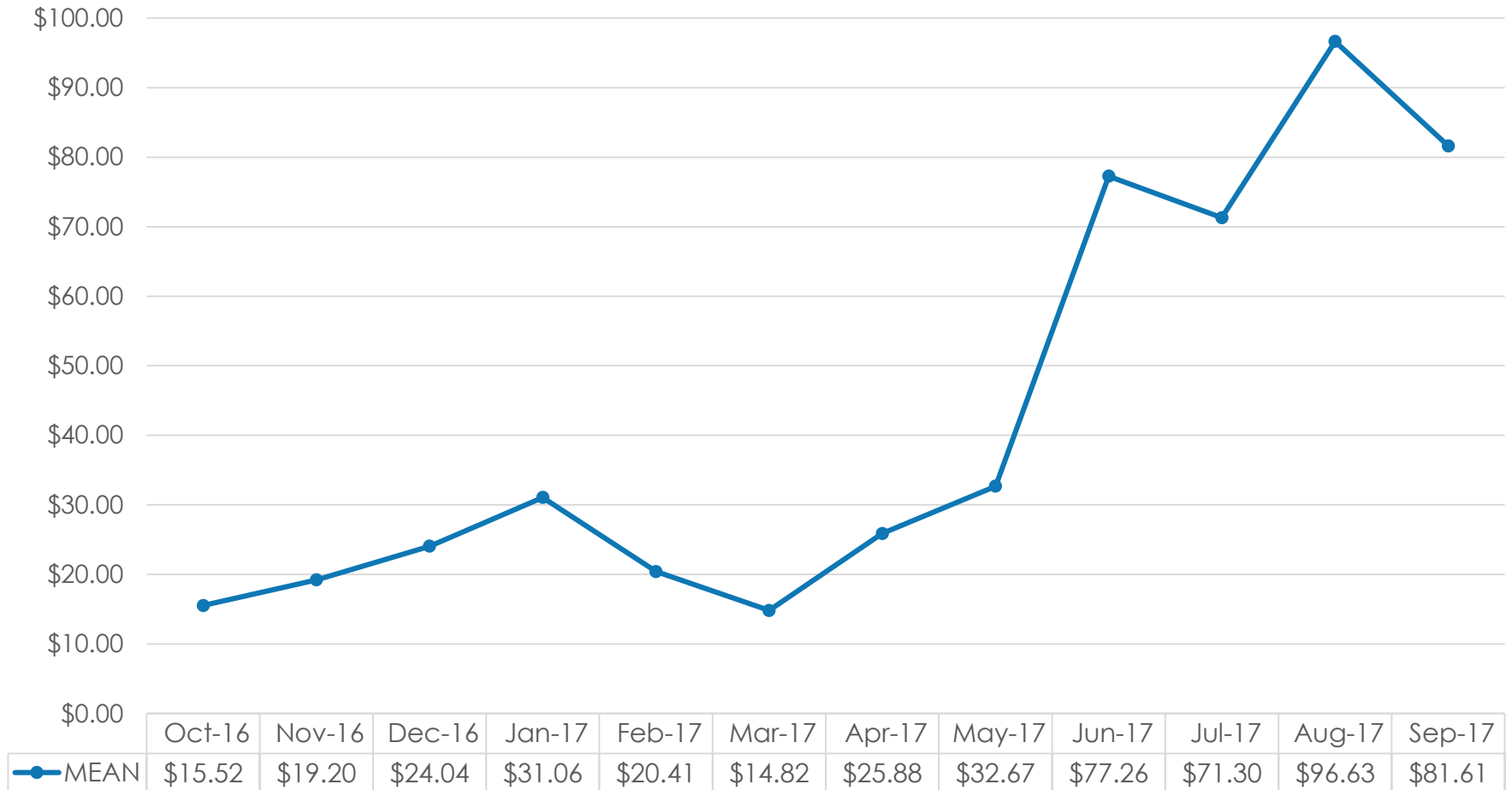
On-Island – FY2017 Tracking

Food & Beverage - Hotel



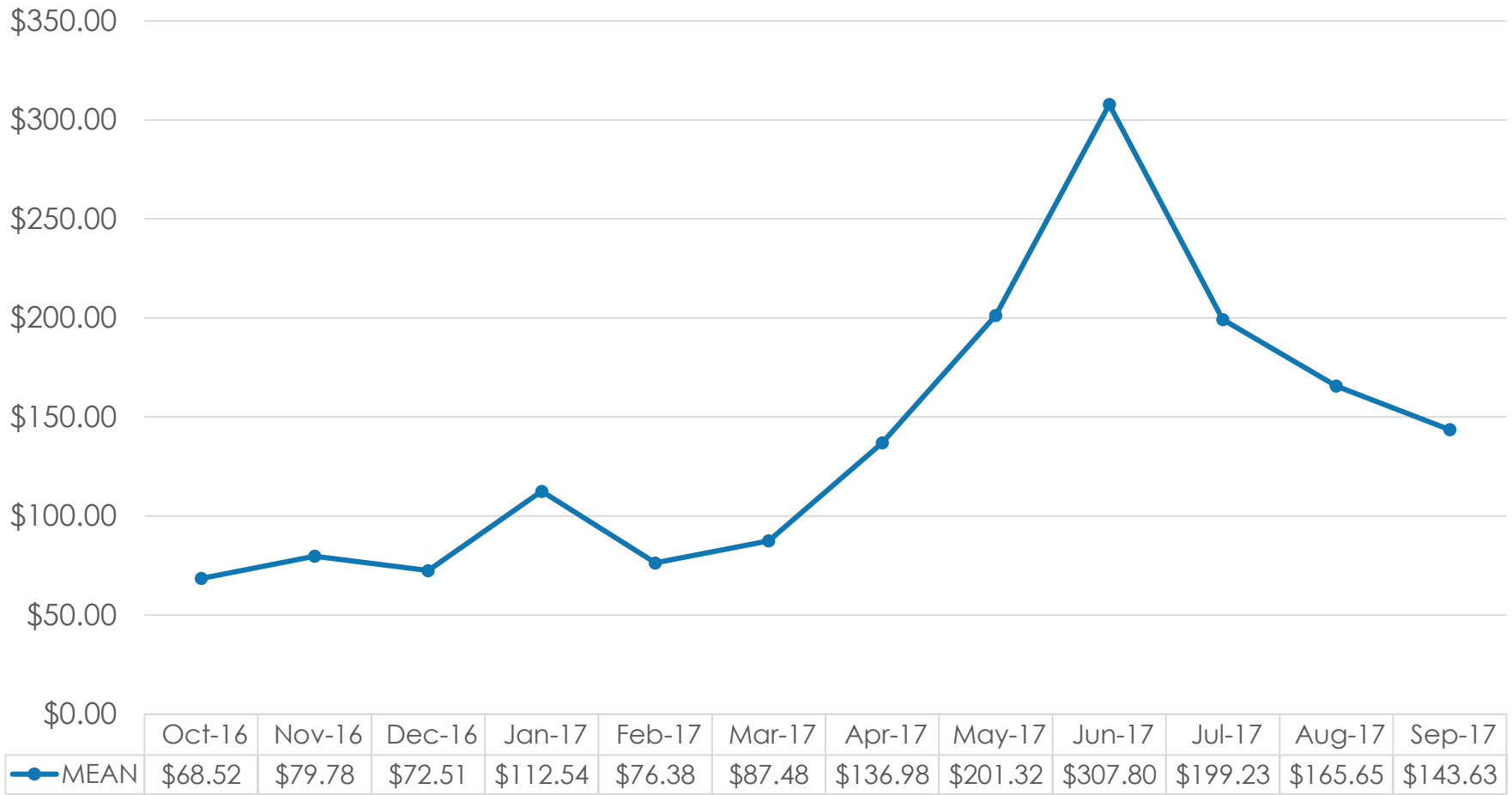
On-Island – FY2017 Tracking

Food & Beverage – Fast Food/ Convenience Store



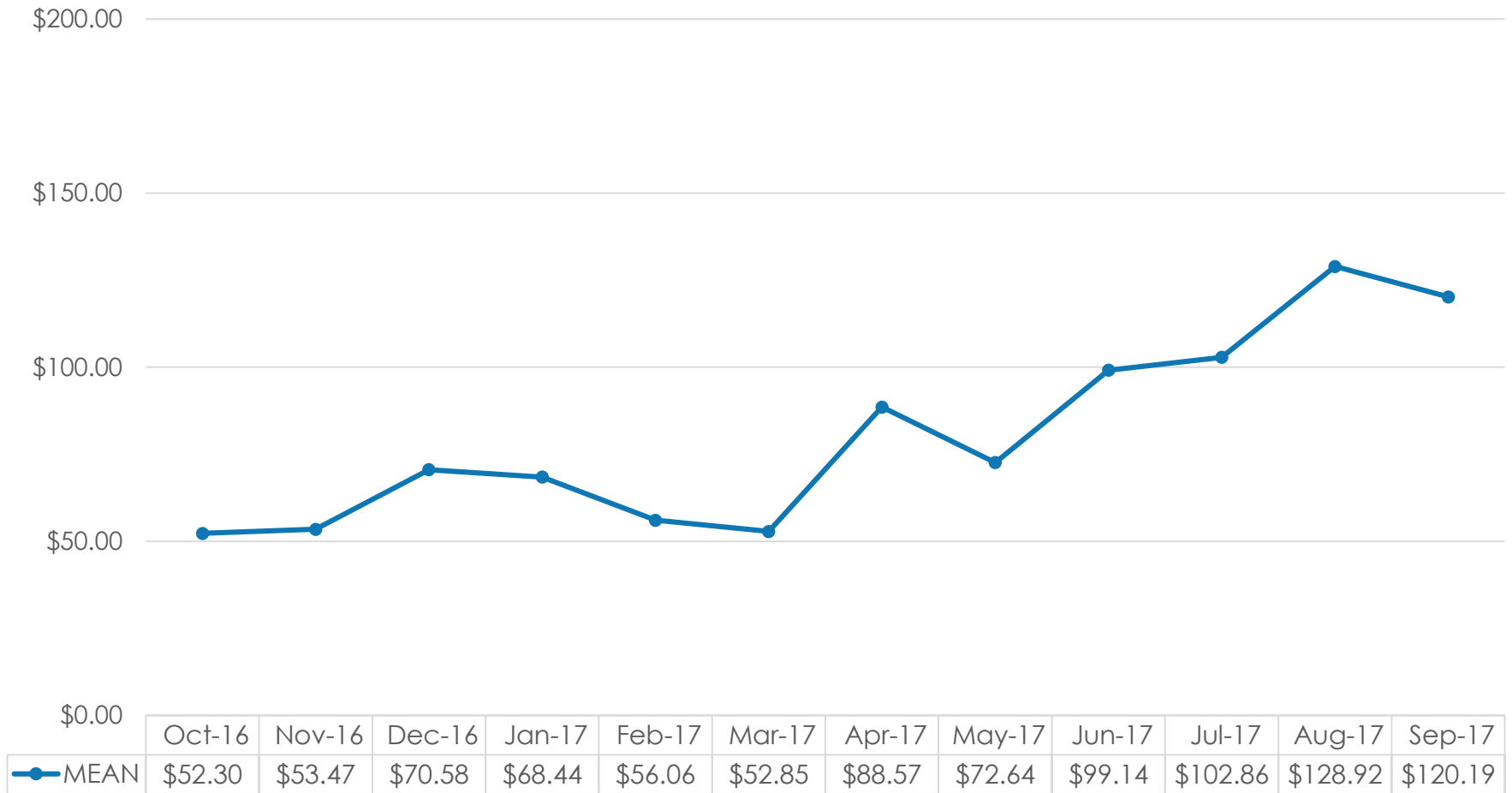
On-Island – FY2017 Tracking

Food & Beverage – Restaurant/ Drinking Est Outside Hotel



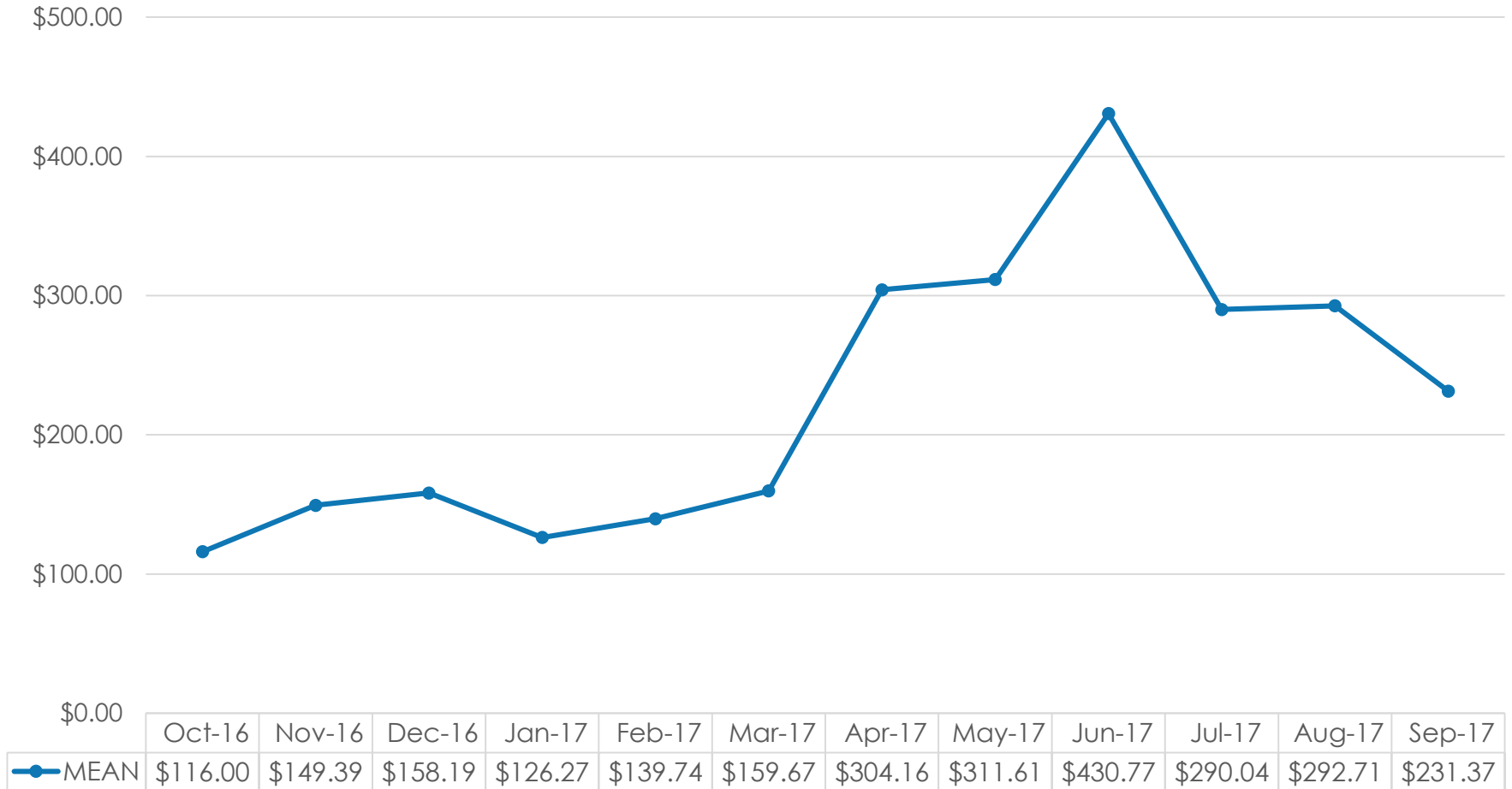
On-Island – FY2017 Tracking

Optional tour/ Activities



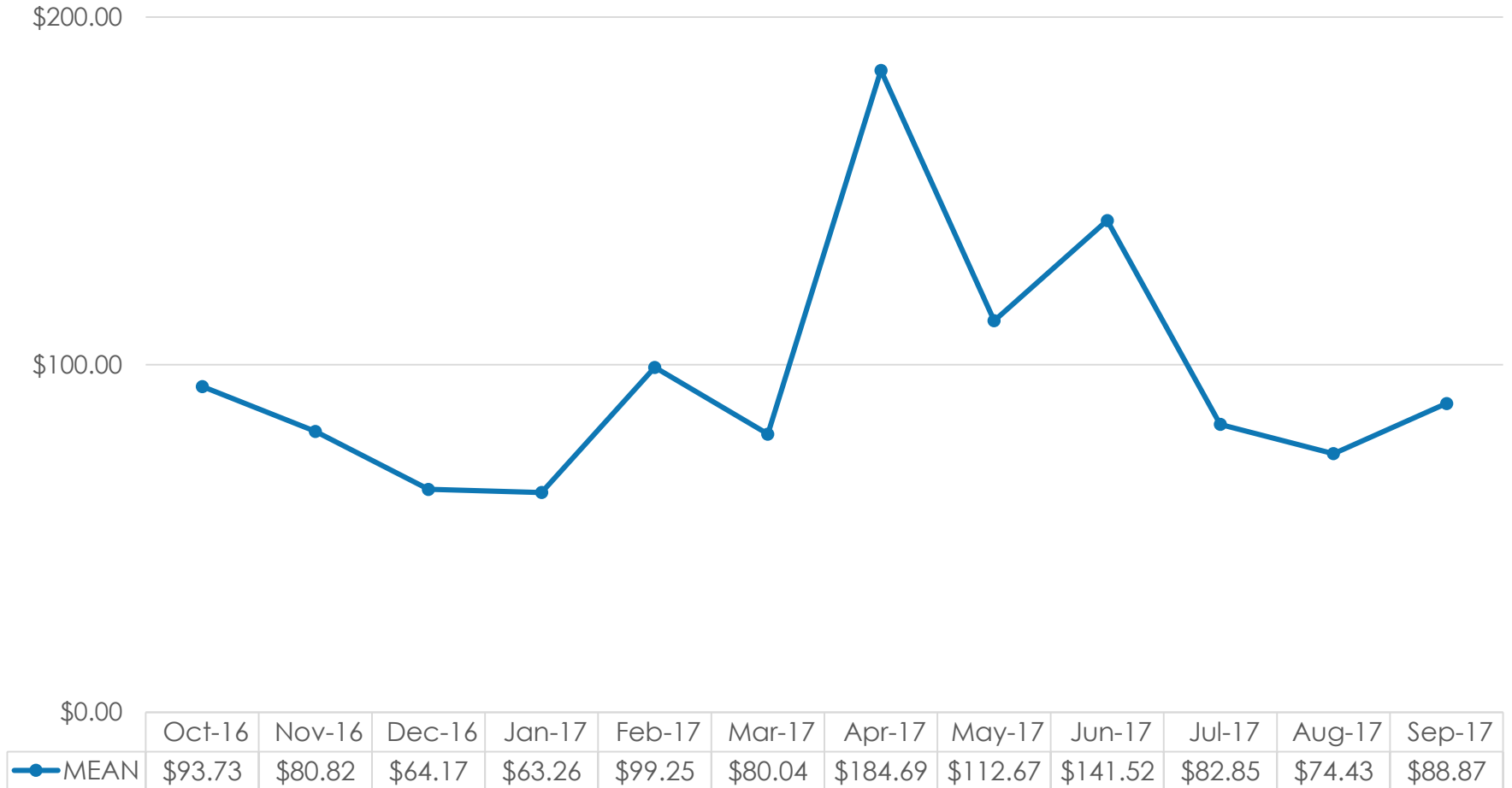
On-Island – FY2017 Tracking

Gift/ Souvenir – Self/ Companion



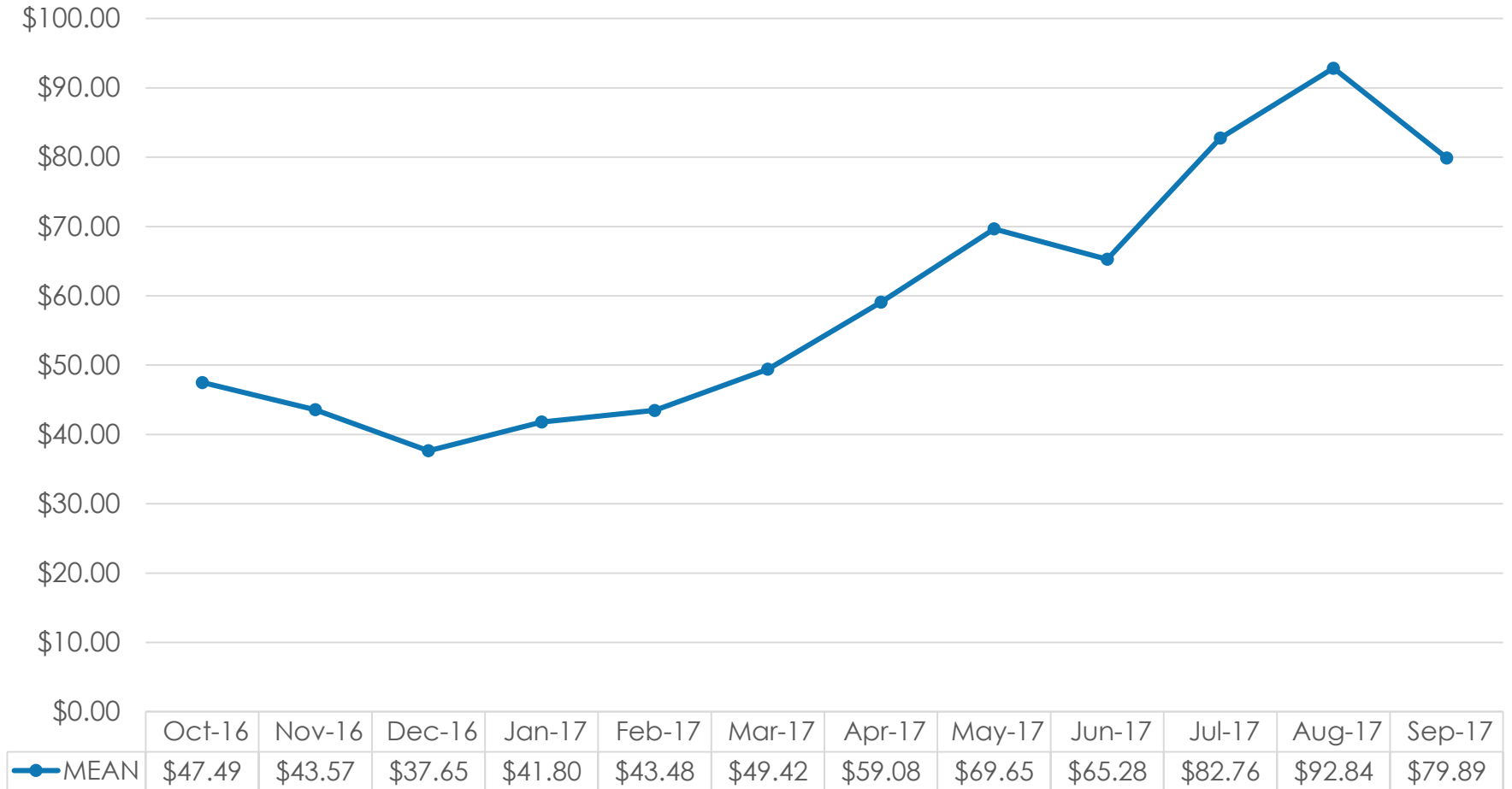
On-Island – FY2017 Tracking

Gift/ Souvenir – Friends/ Family



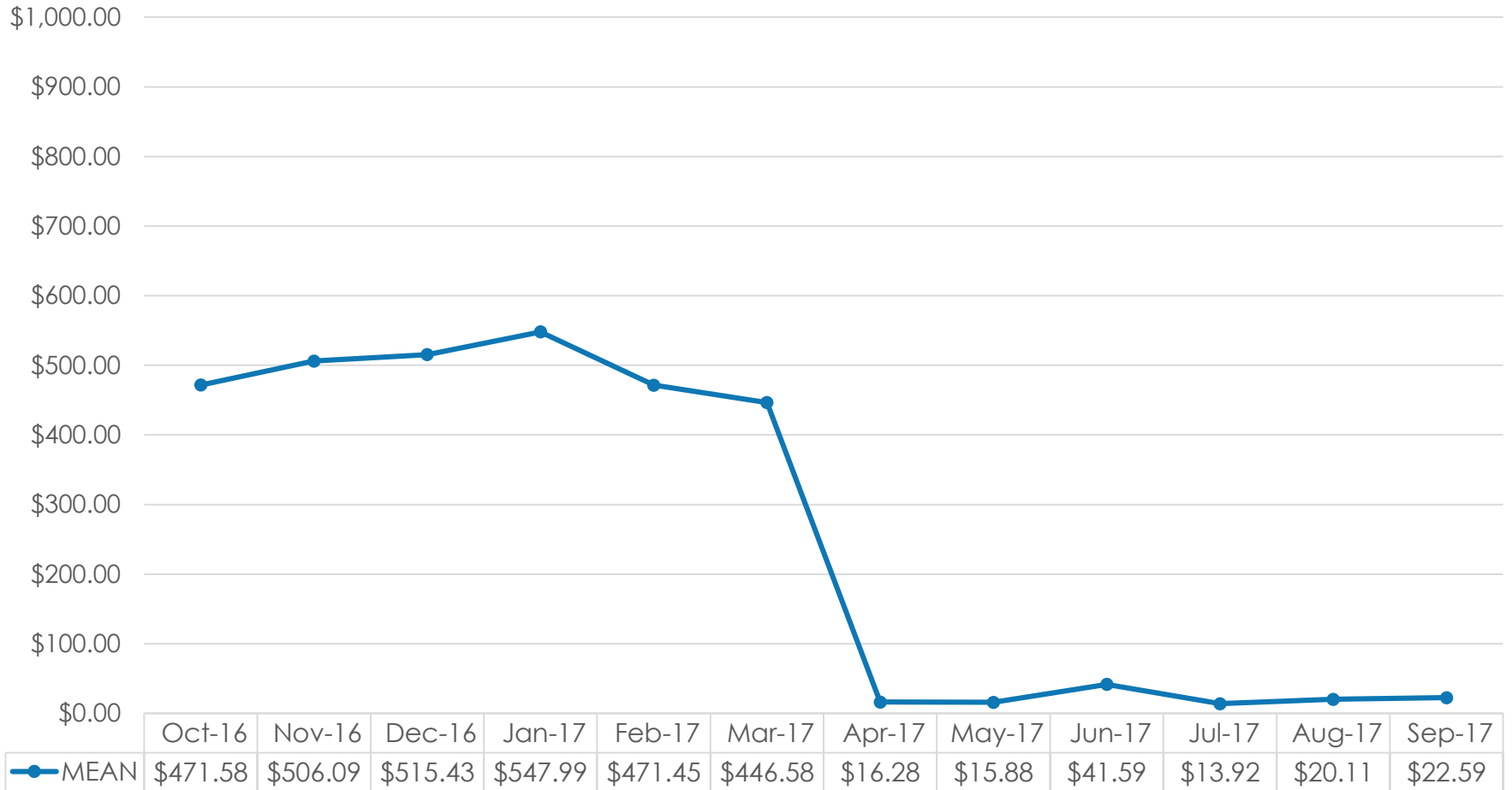
On-Island – FY2017 Tracking

Local Transportation



On-Island – FY2017 Tracking

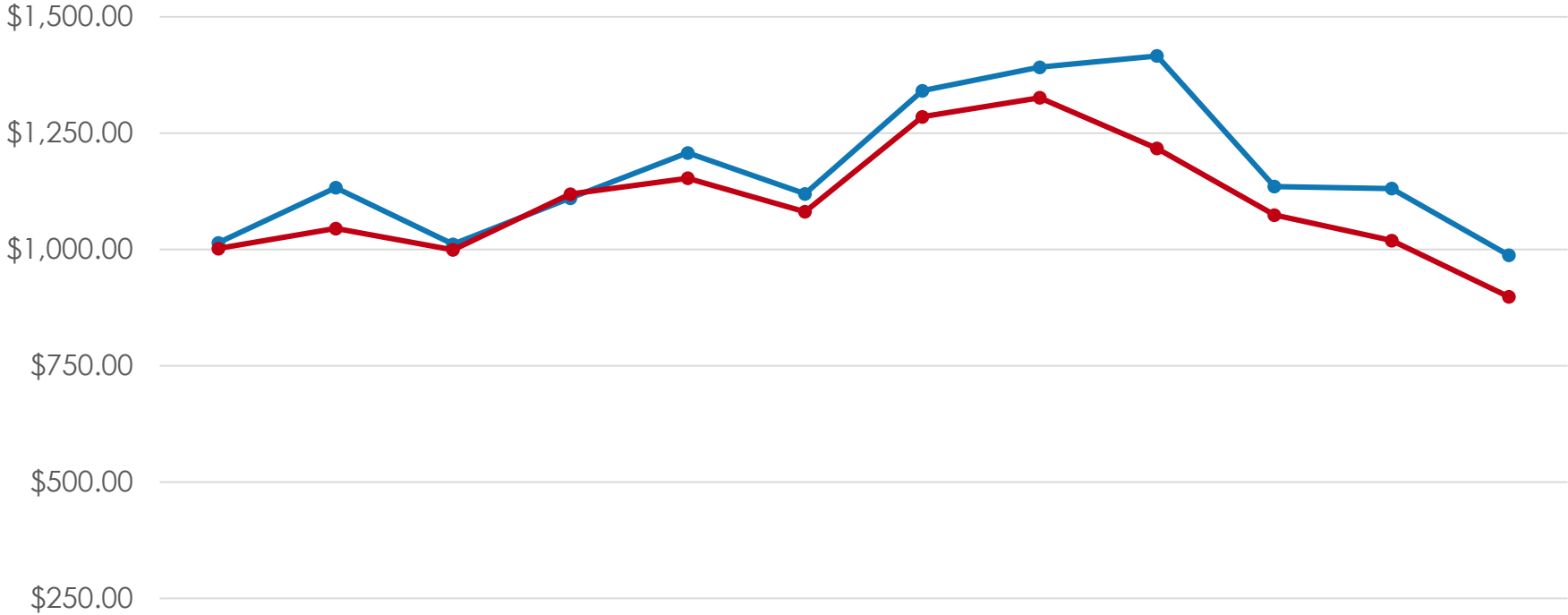
Other Not Included



TOTAL (On-Isle + Prepaid) Expenditures Per Person

- \$987.53 = 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	\$1,415.86	\$1,135.06	\$1,130.86	\$987.53
MEDIAN	\$1,002.00	\$1,045.00	\$999.00	\$1,119.00	\$1,153.00	\$1,081.00	\$1,285.00	\$1,326.00	\$1,217.00	\$1,074.00	\$1,019.00	\$898.00

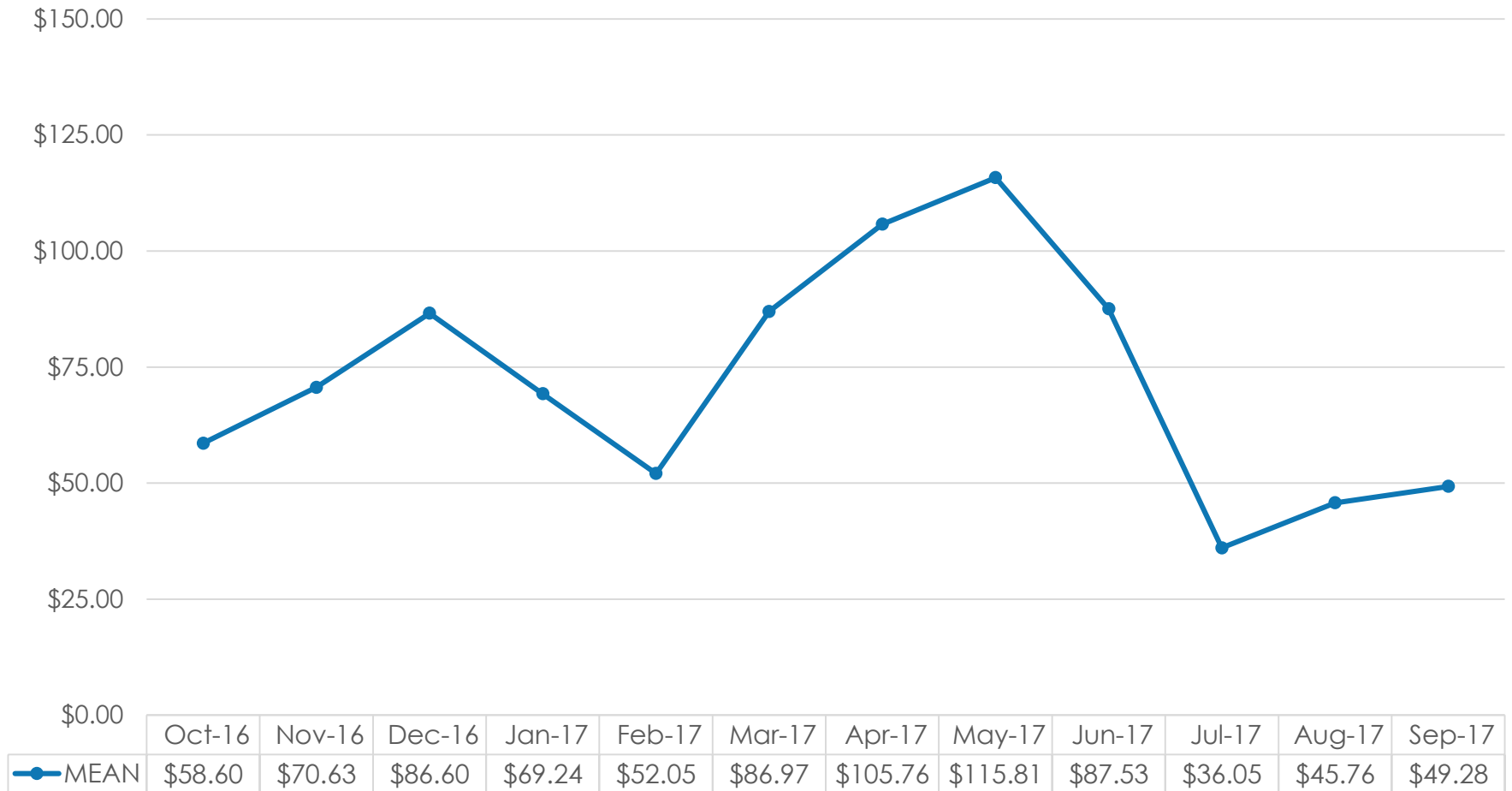
TOTAL Per Person Expenditures – Key Segments

GVB EXIT SURVEY
TOTAL- PER PERSO

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
TOTAL PP	Mean	\$987.53	.	\$1,963.74	.	\$1,083.03	\$808.38	\$859.01	\$977.78	\$934.09
	Median	\$898	.	\$2,009	.	\$969	\$785	\$795	\$888	\$880

Prepared by Anthology Research

GUAM AIRPORT EXPENDITURE – FY2017 Tracking

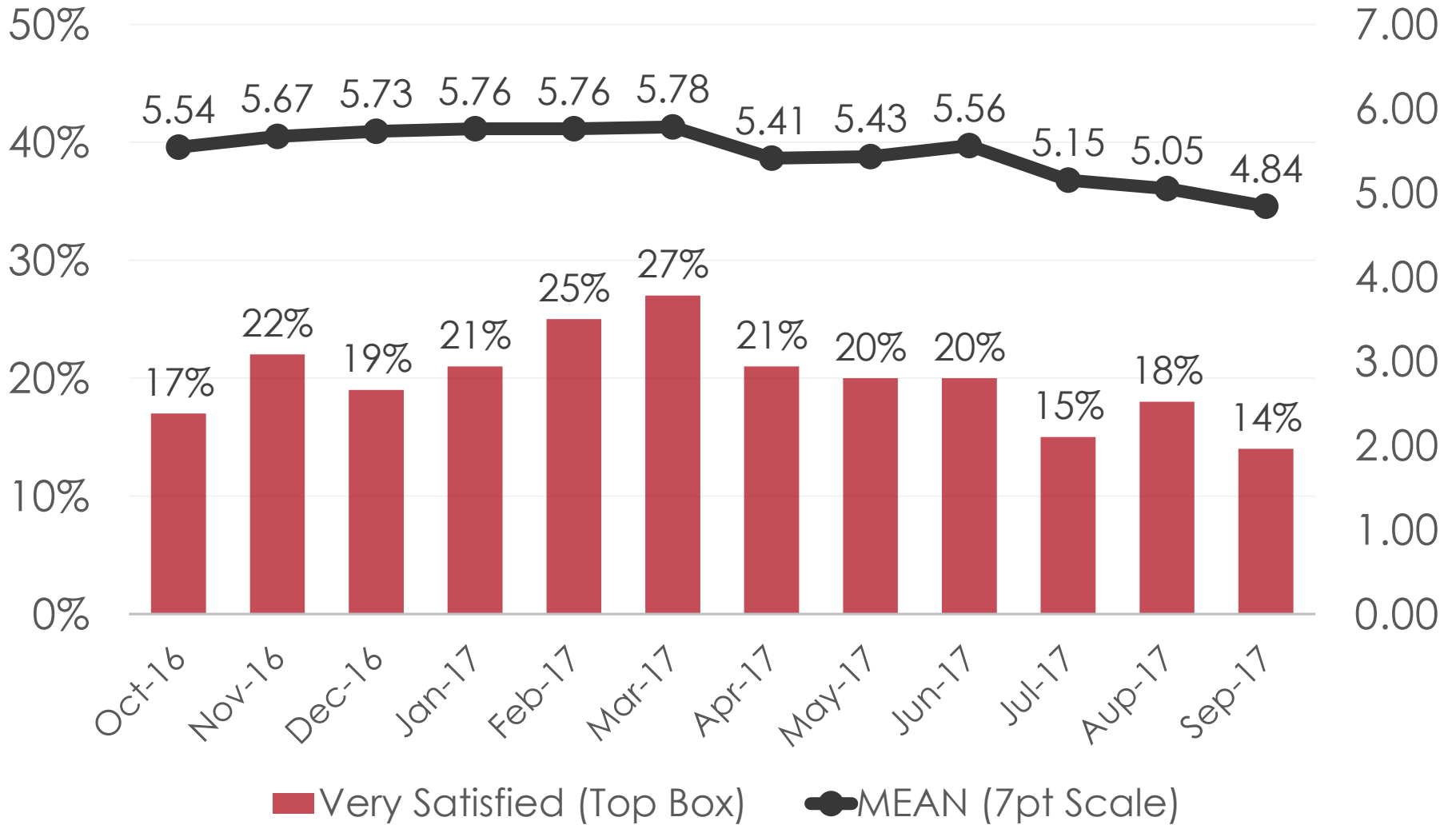


SECTION 4

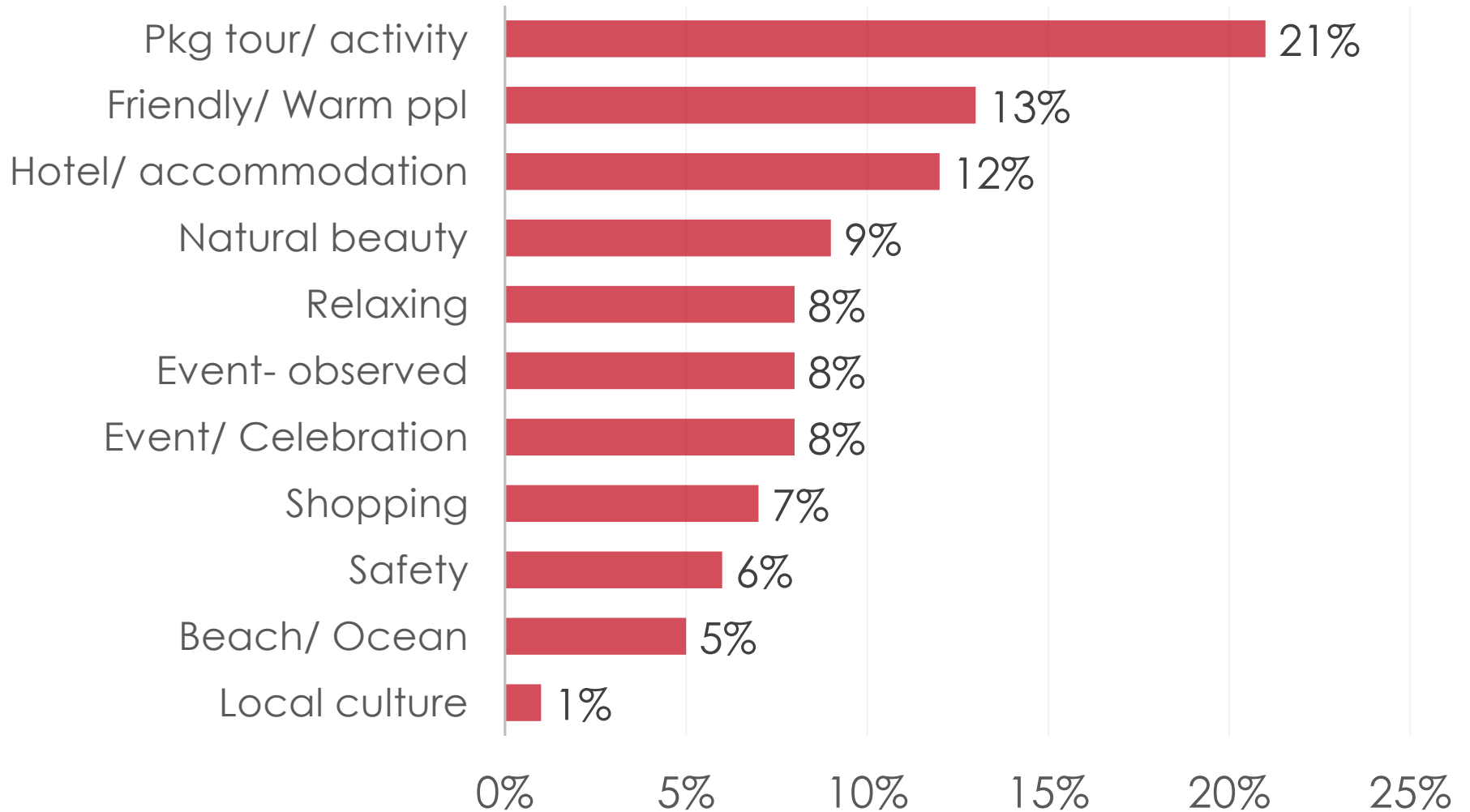
VISITOR SATISFACTION

BEHAVIOR

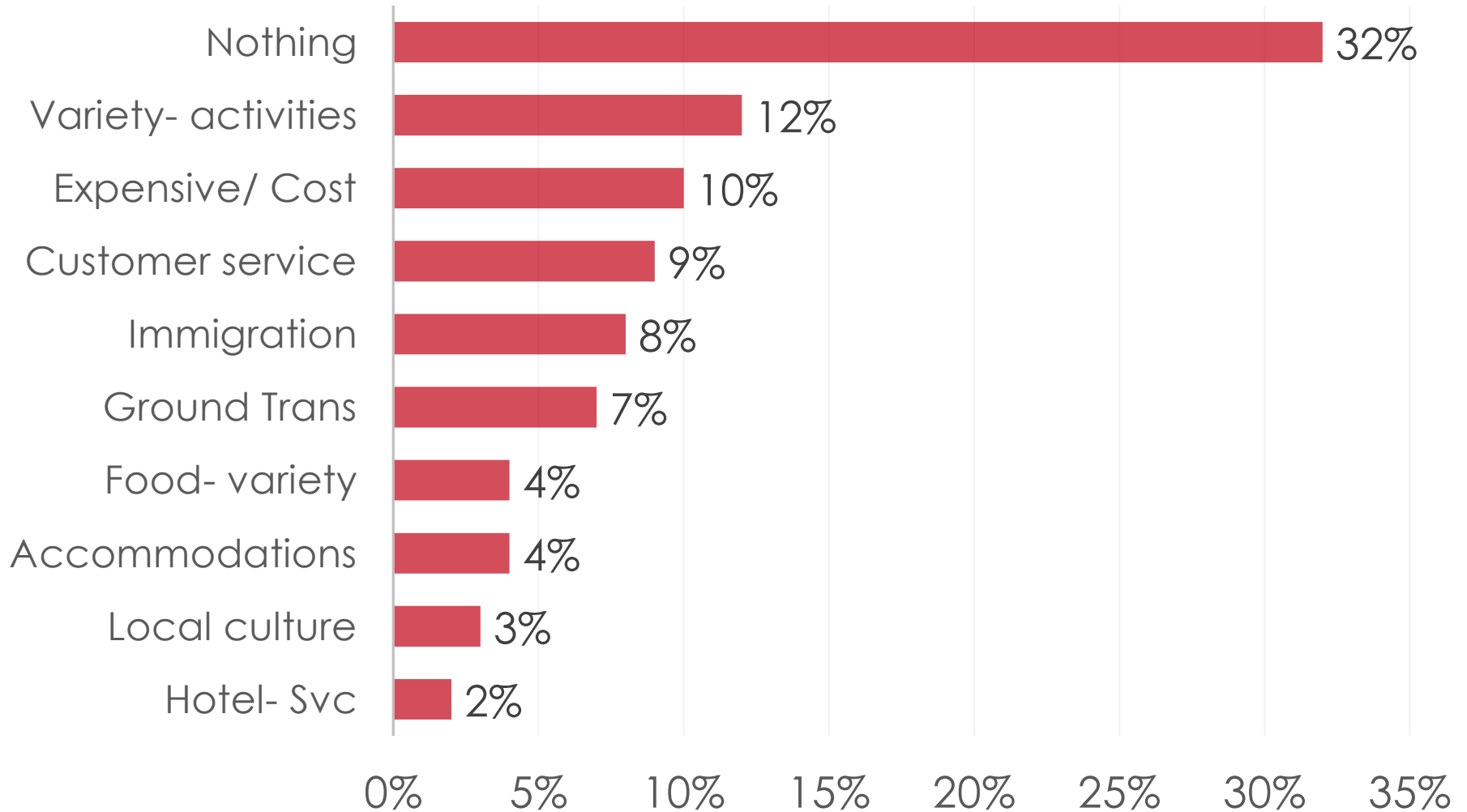
OVERALL SATISFACTION



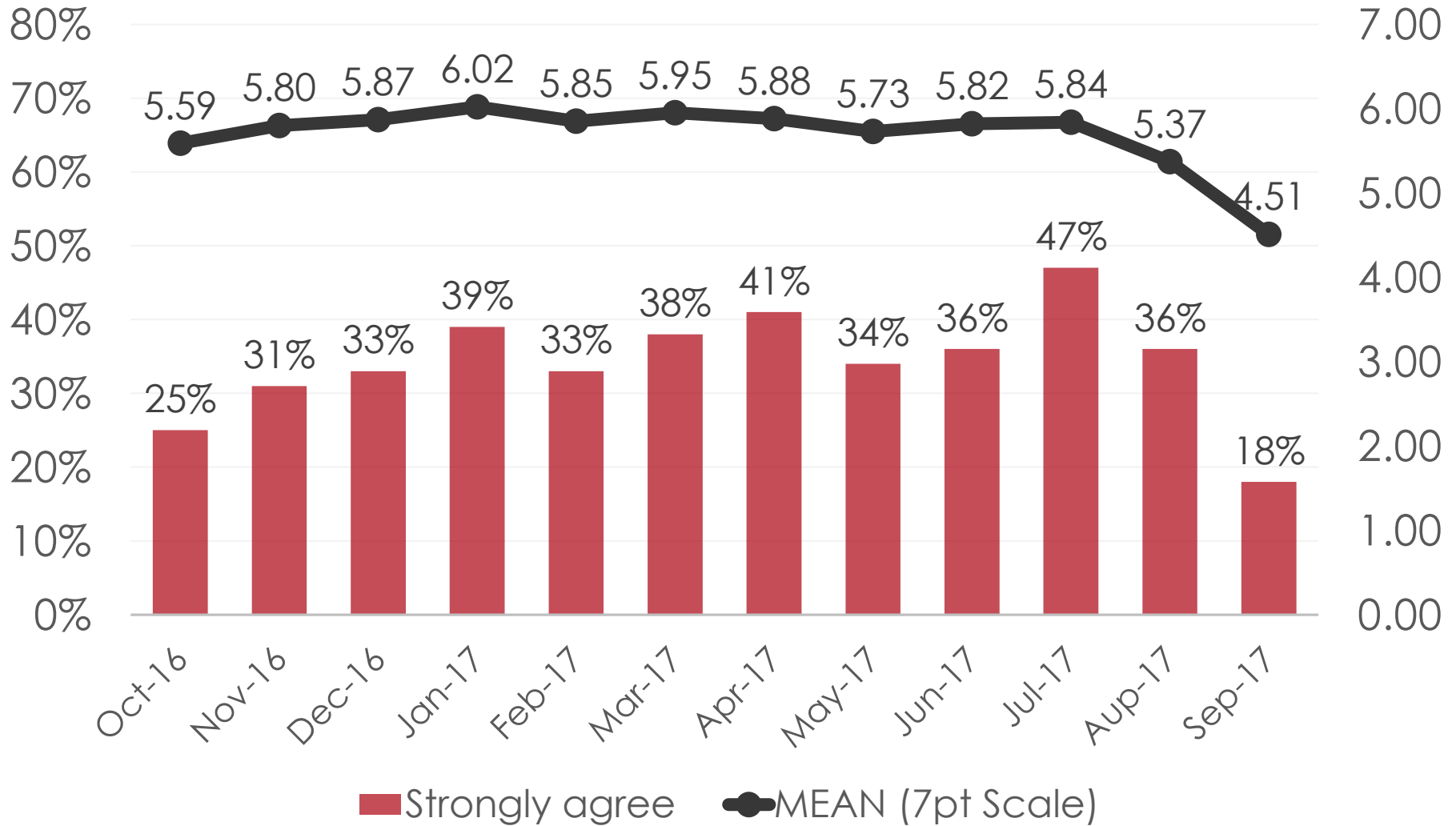
Positive aspects of trip (Top Reason)



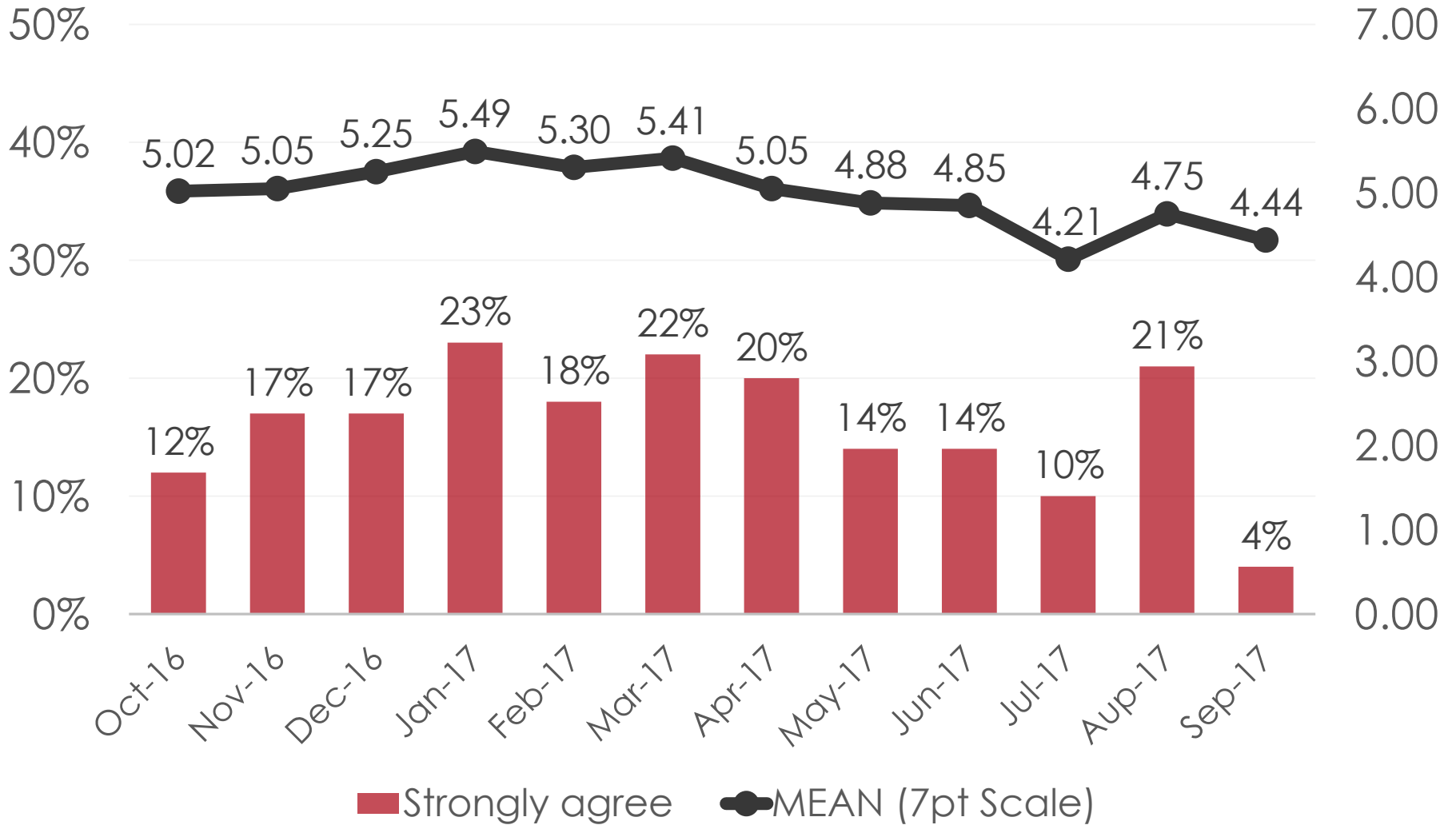
Negative aspects of trip (Top Reason)



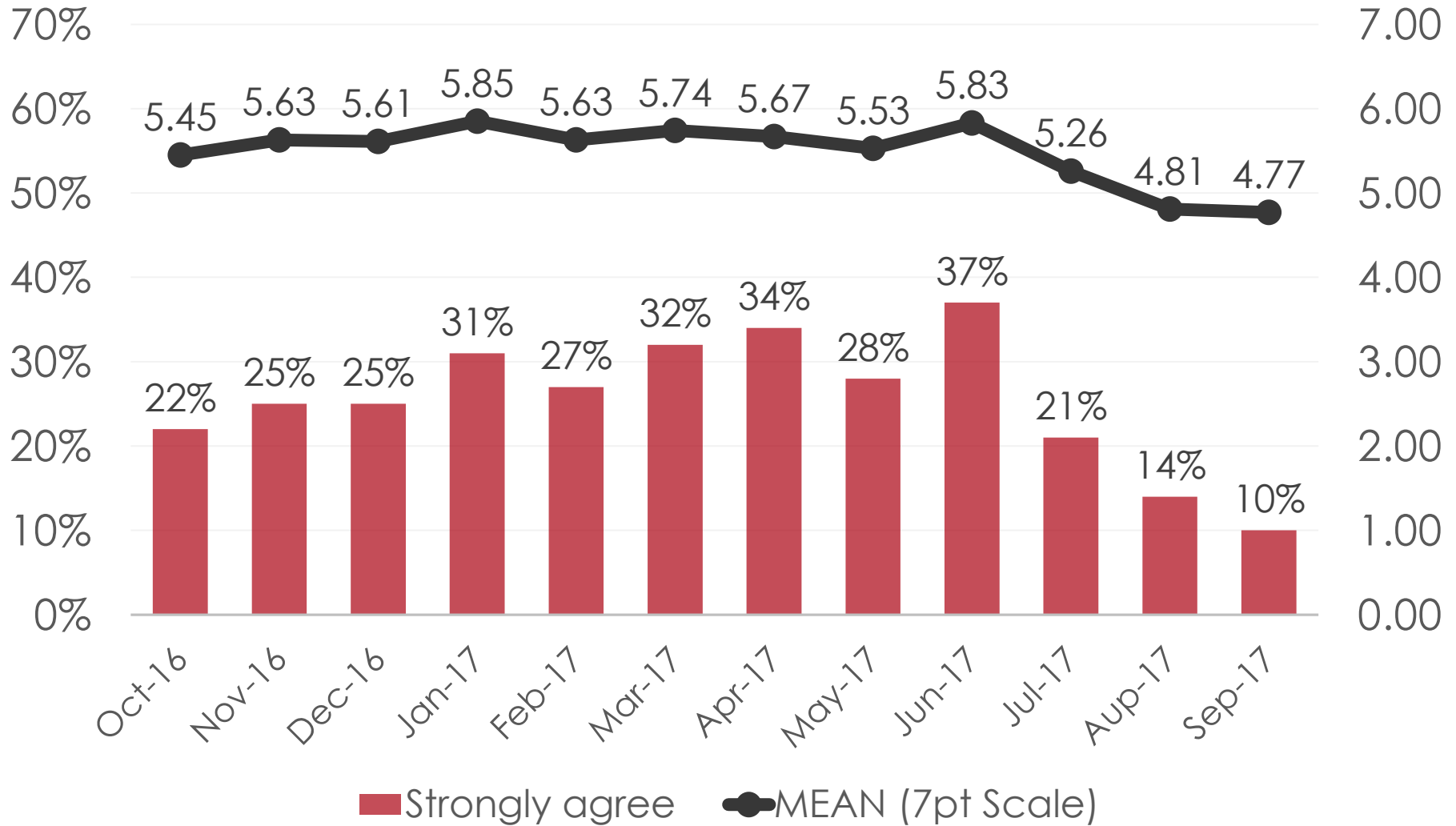
Guam was better than expected



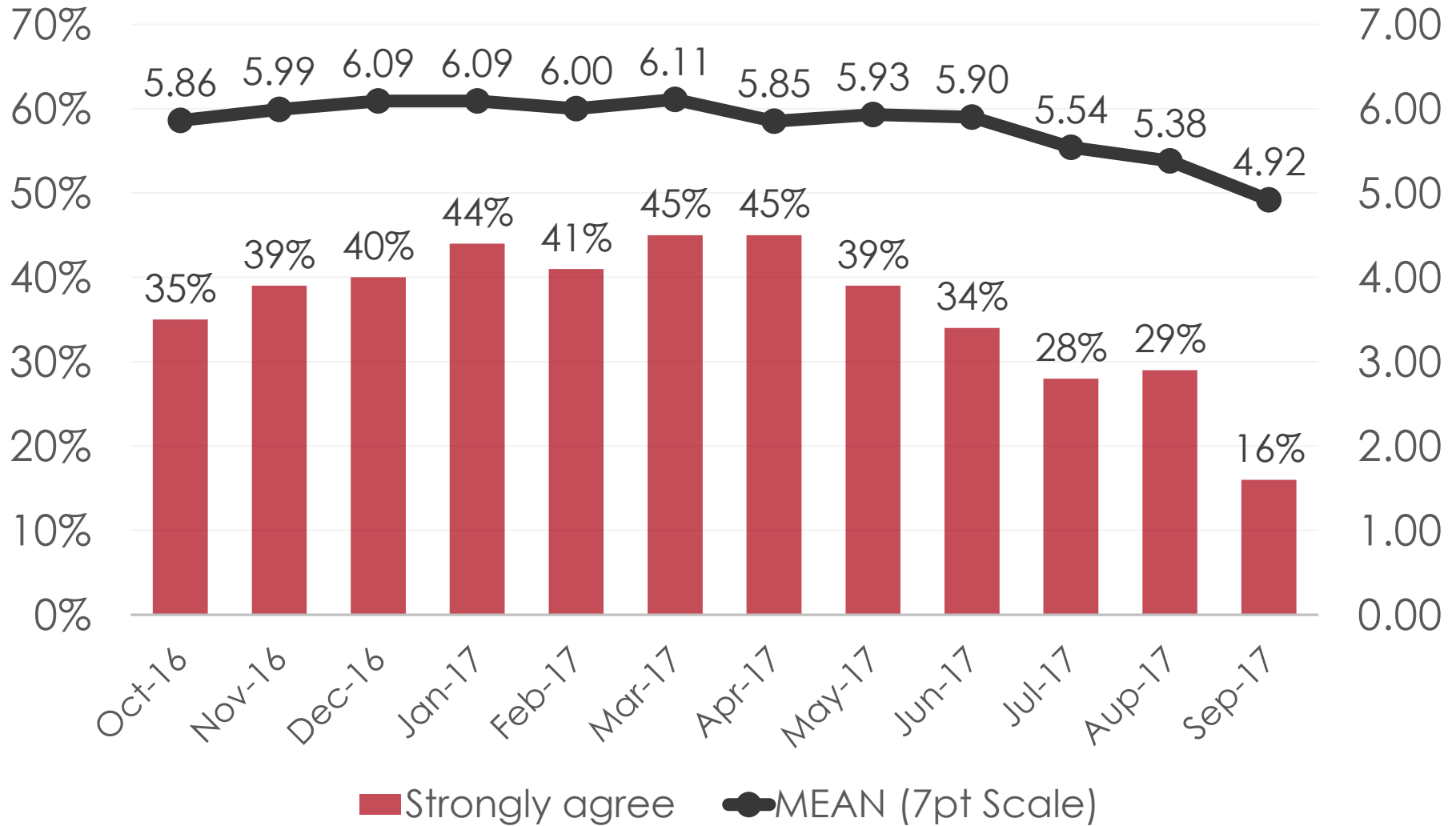
I had no communication problems



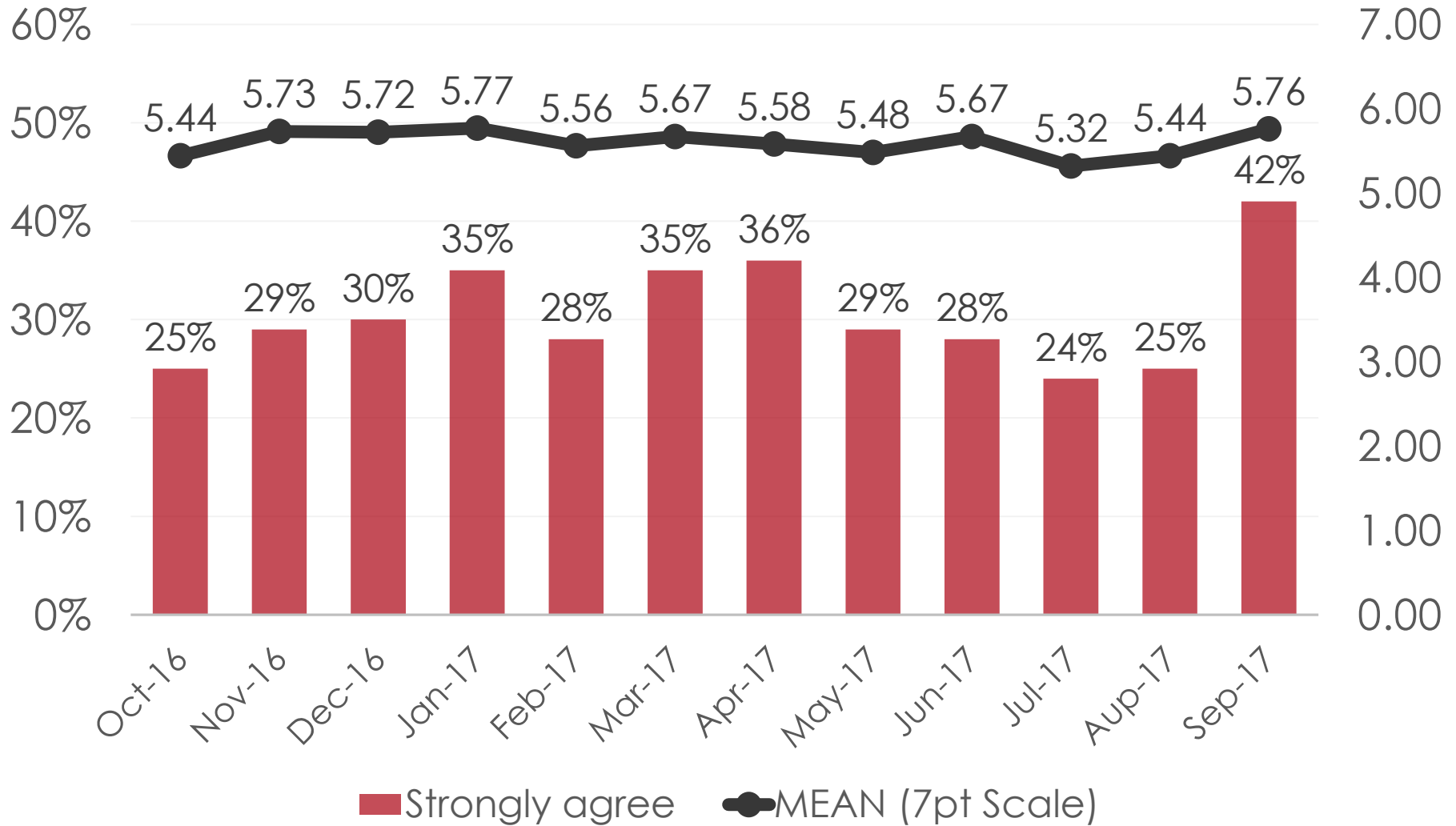
I will recommend Guam to friends



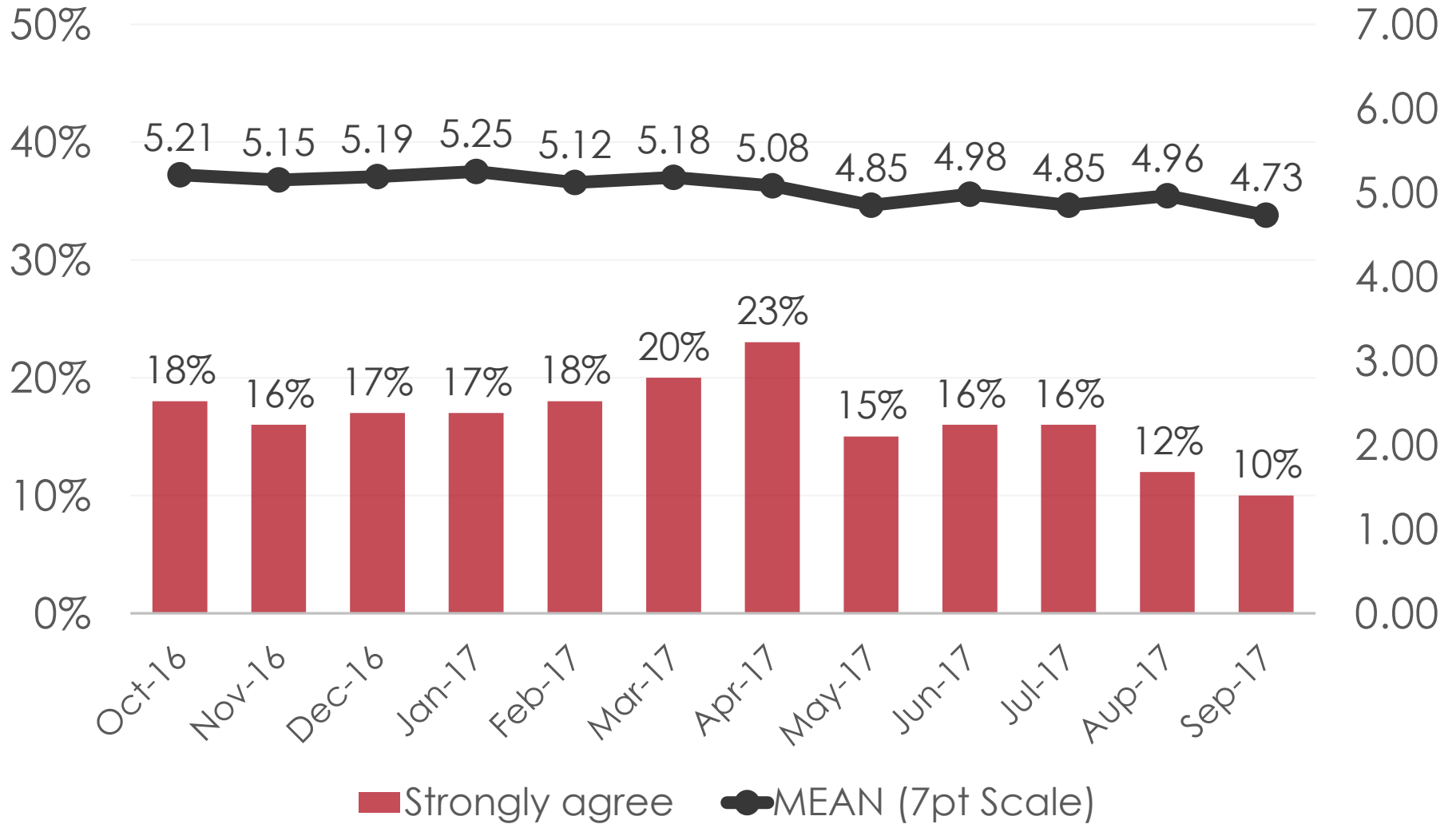
Sites on Guam were attractive



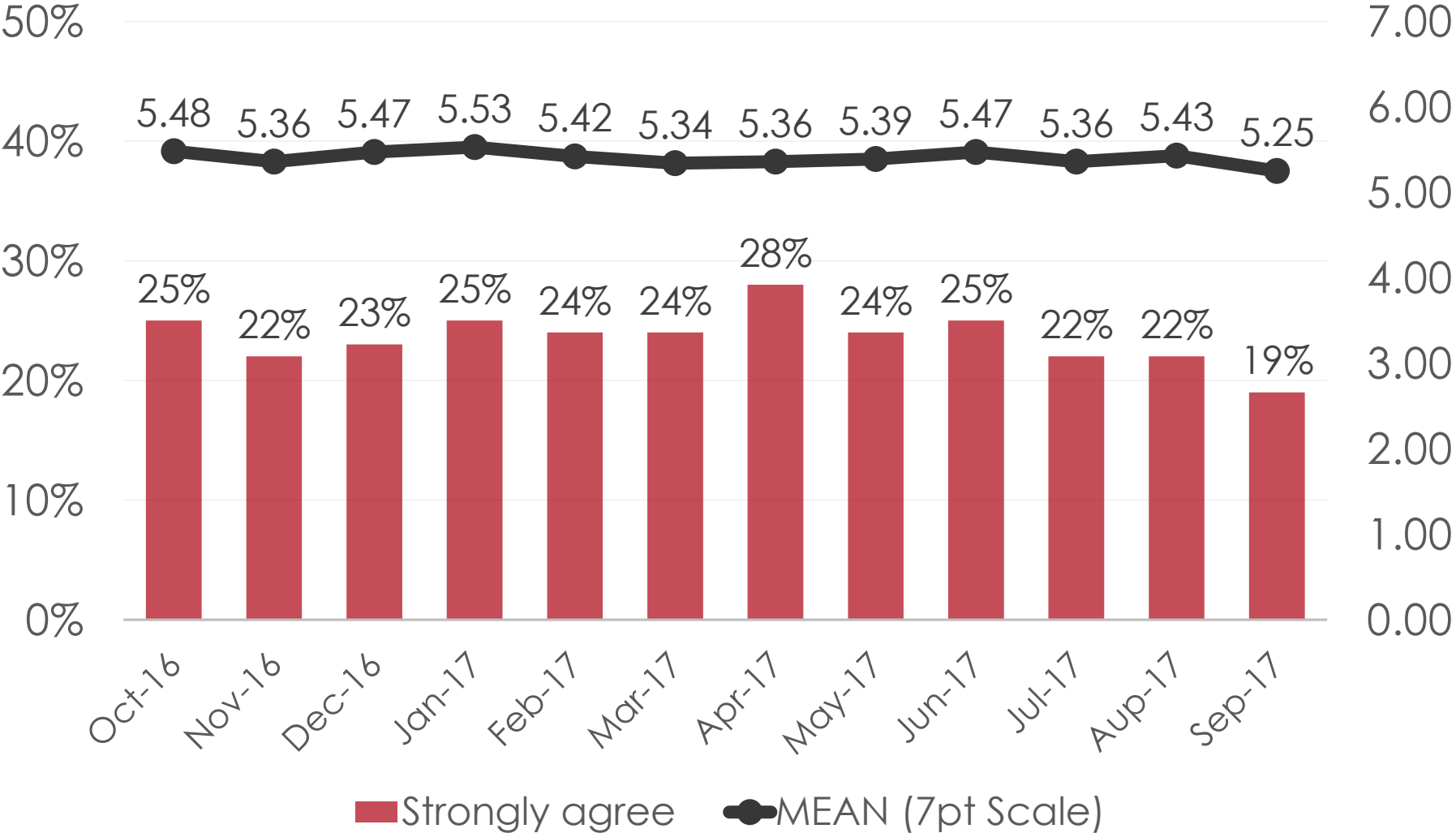
I plan to visit Guam again



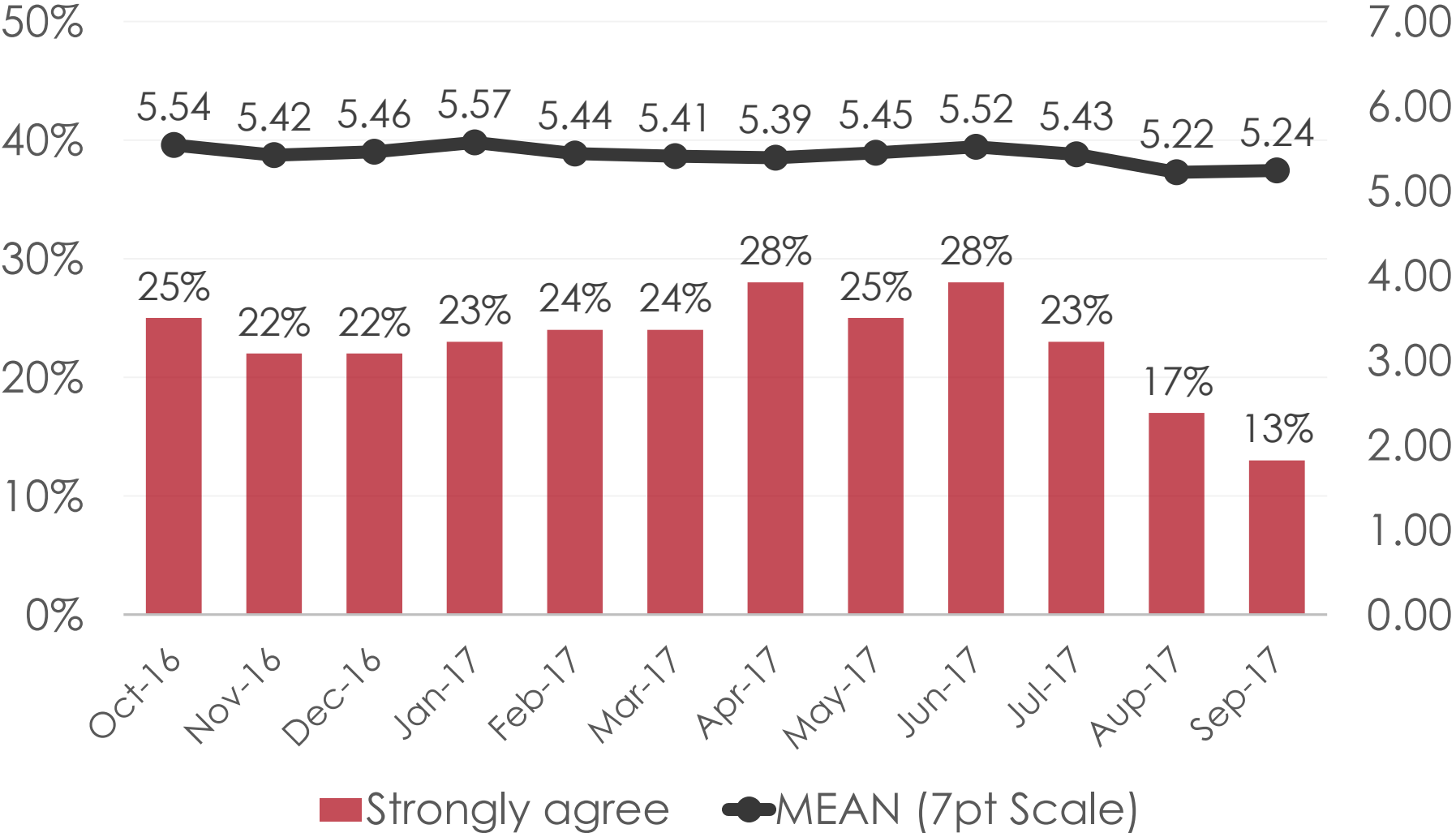
Not enough night time activities



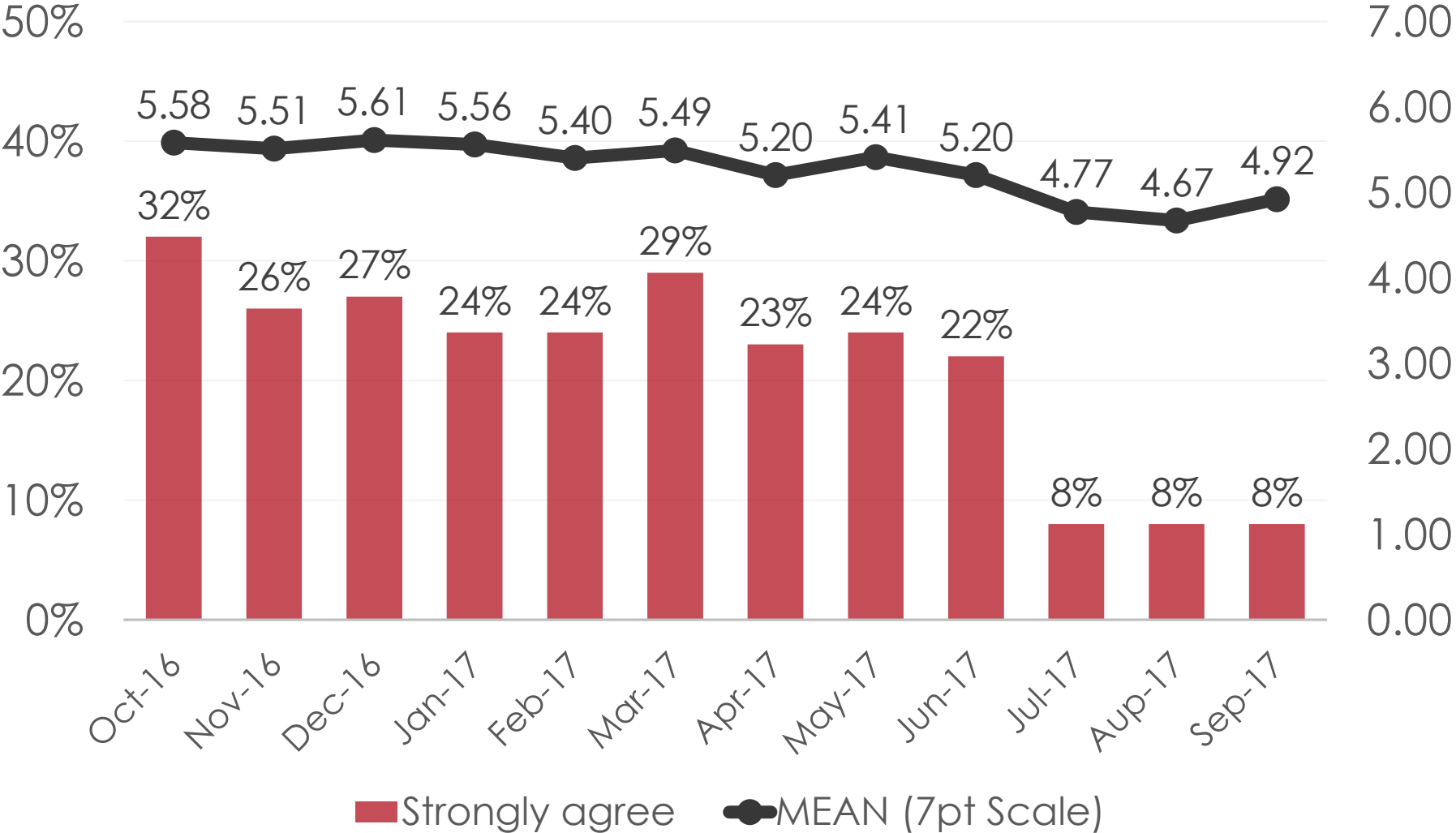
Tour guides were professional



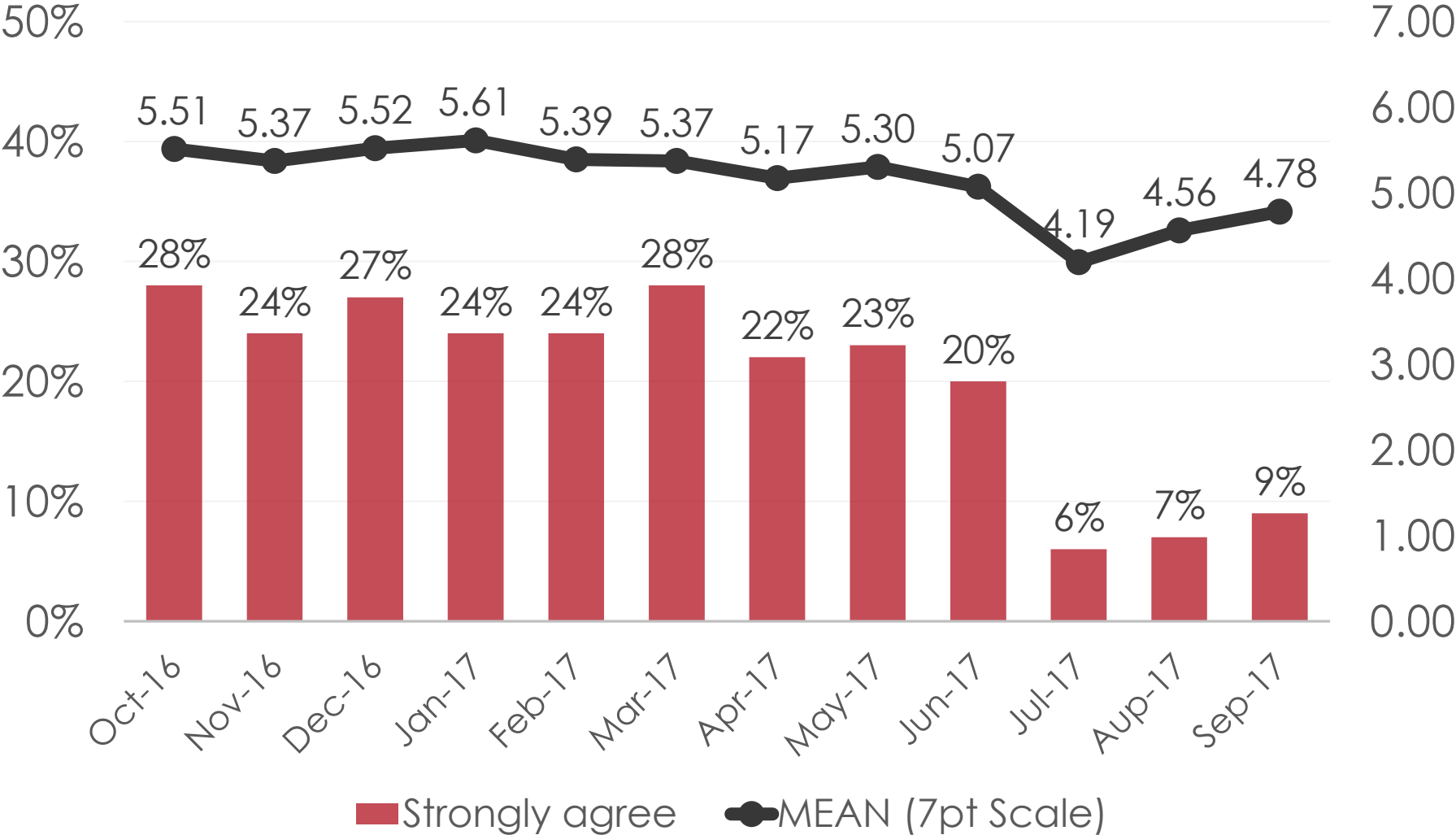
Tour drivers were professional



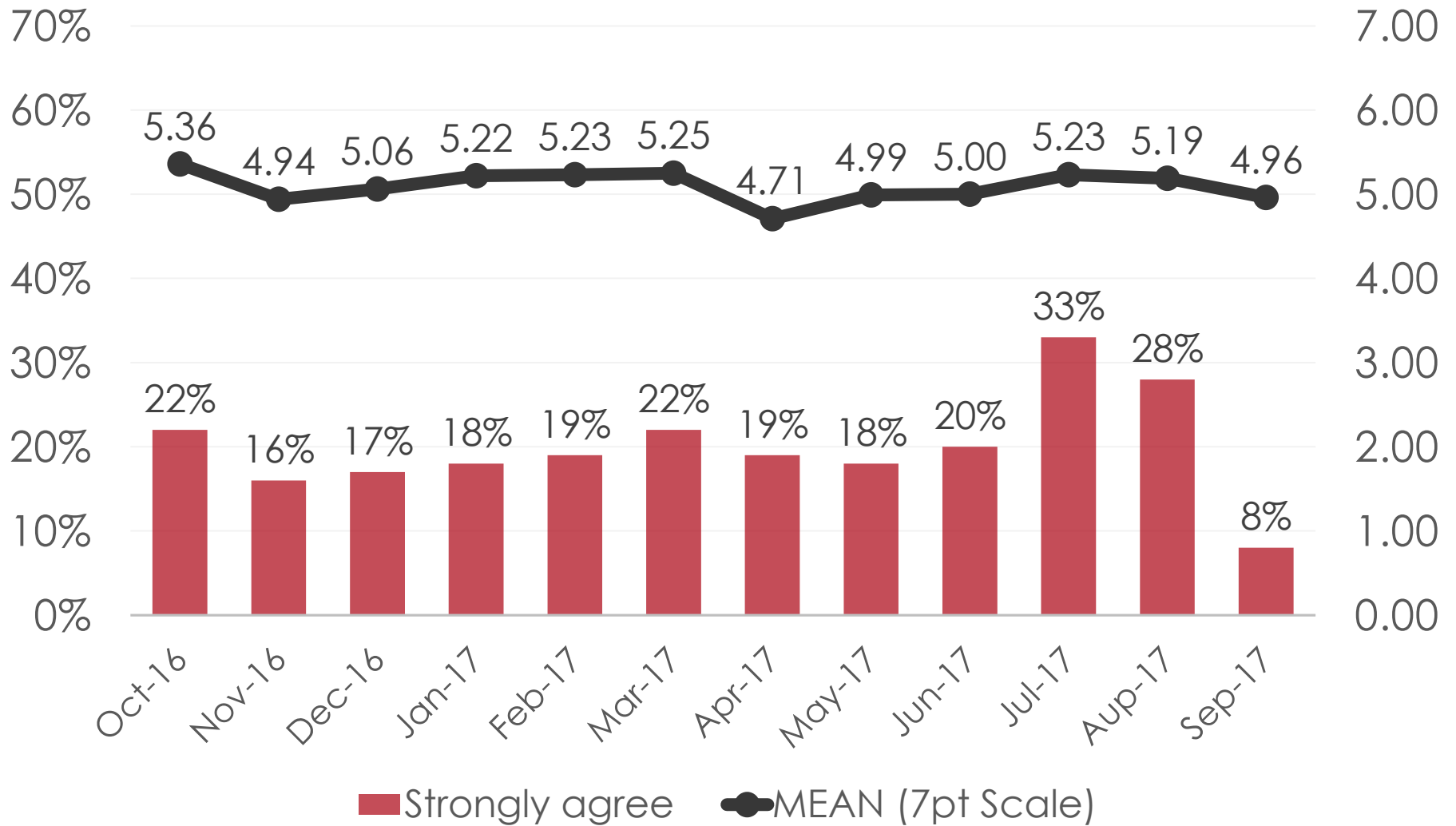
Taxi drivers were professional



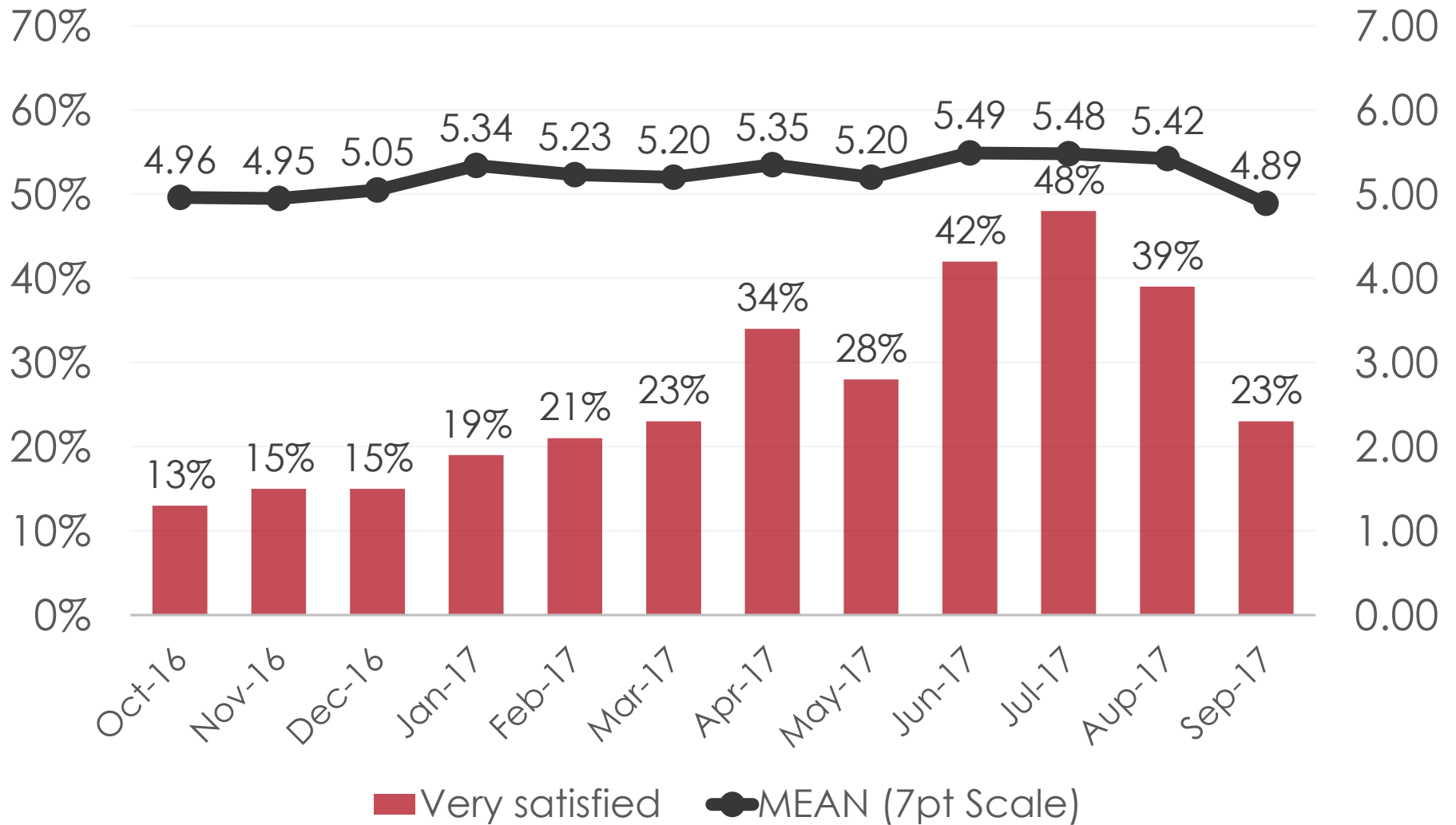
Taxis were clean



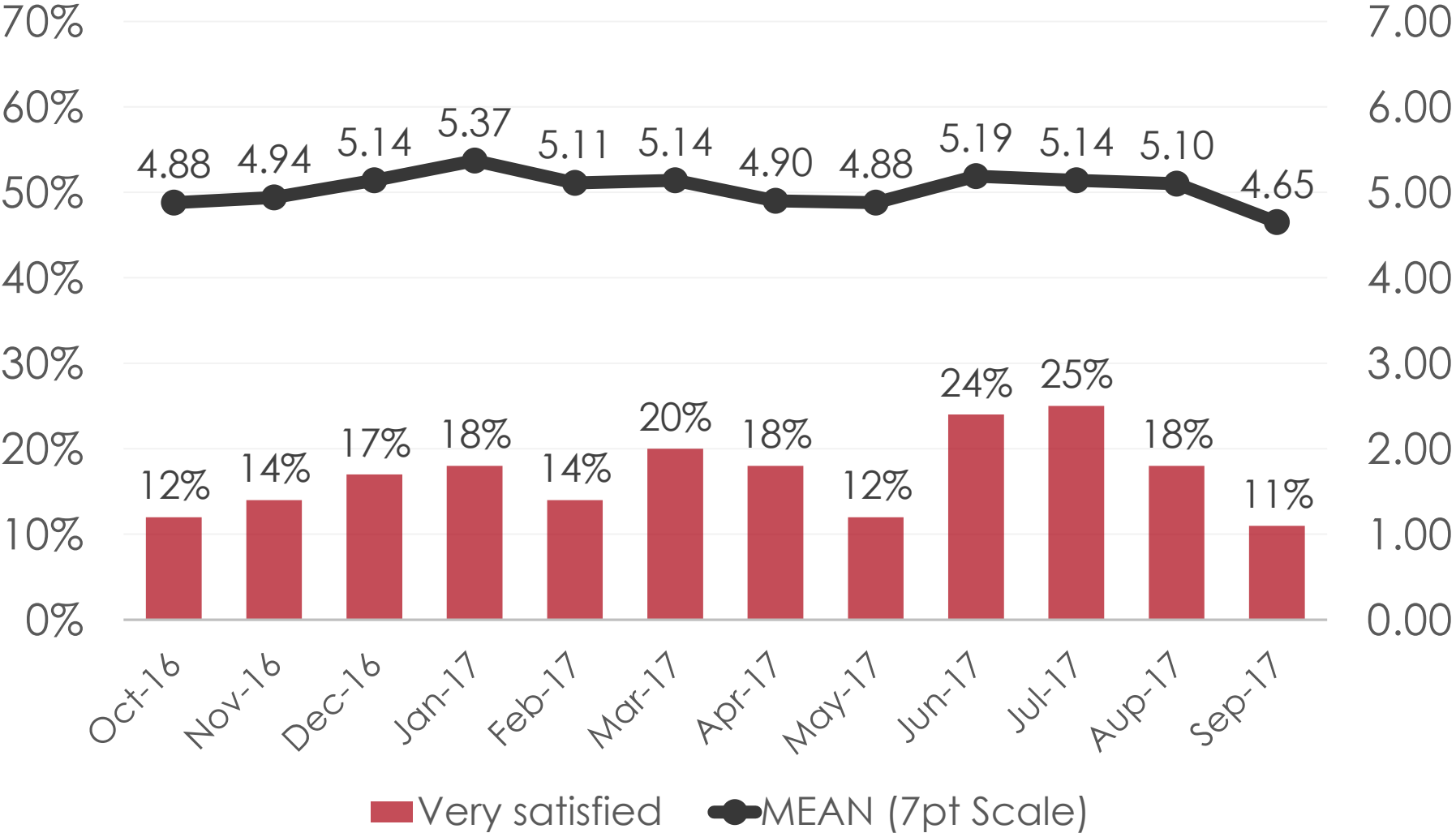
Guam airport was clean



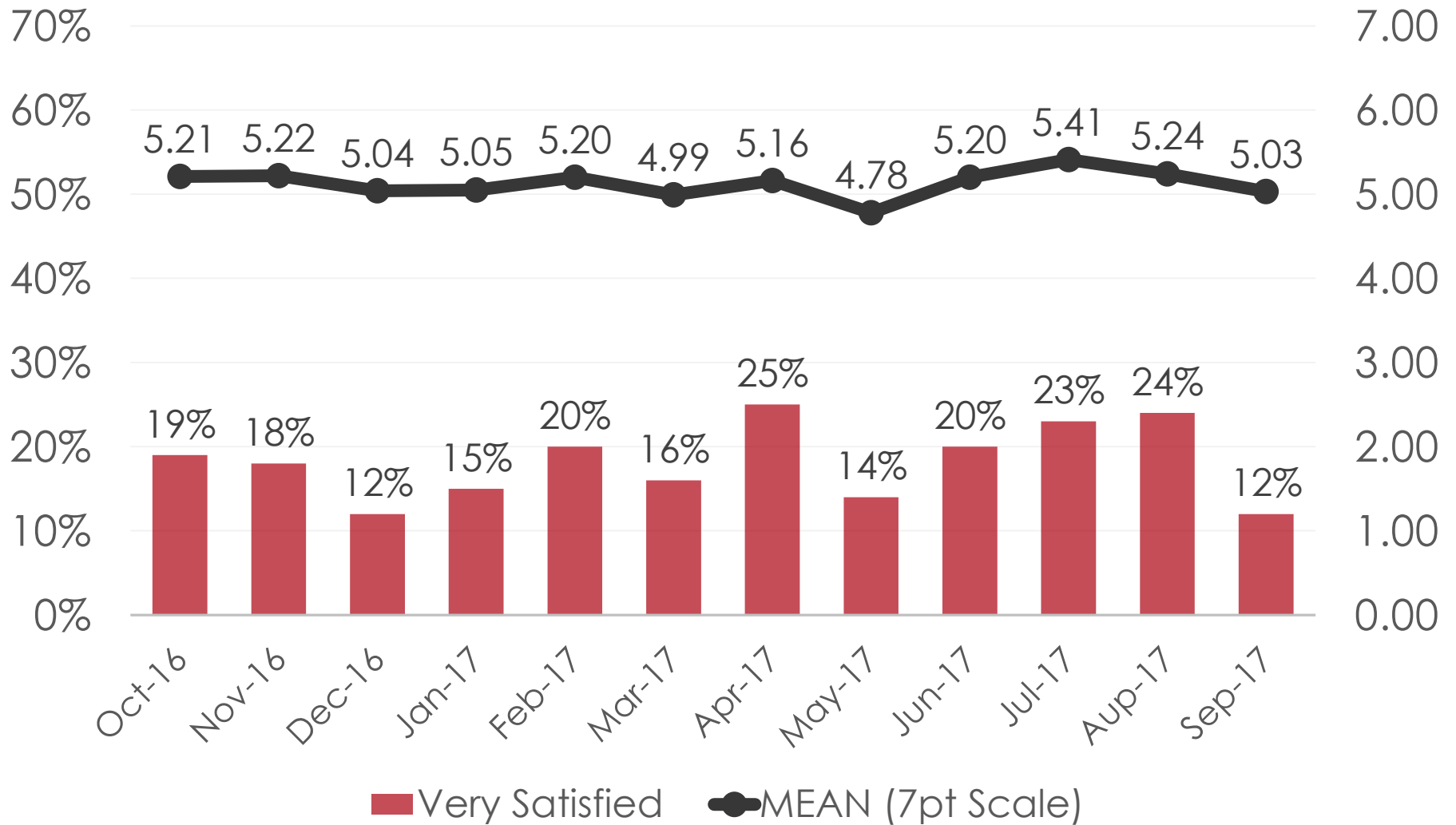
Ease of getting around



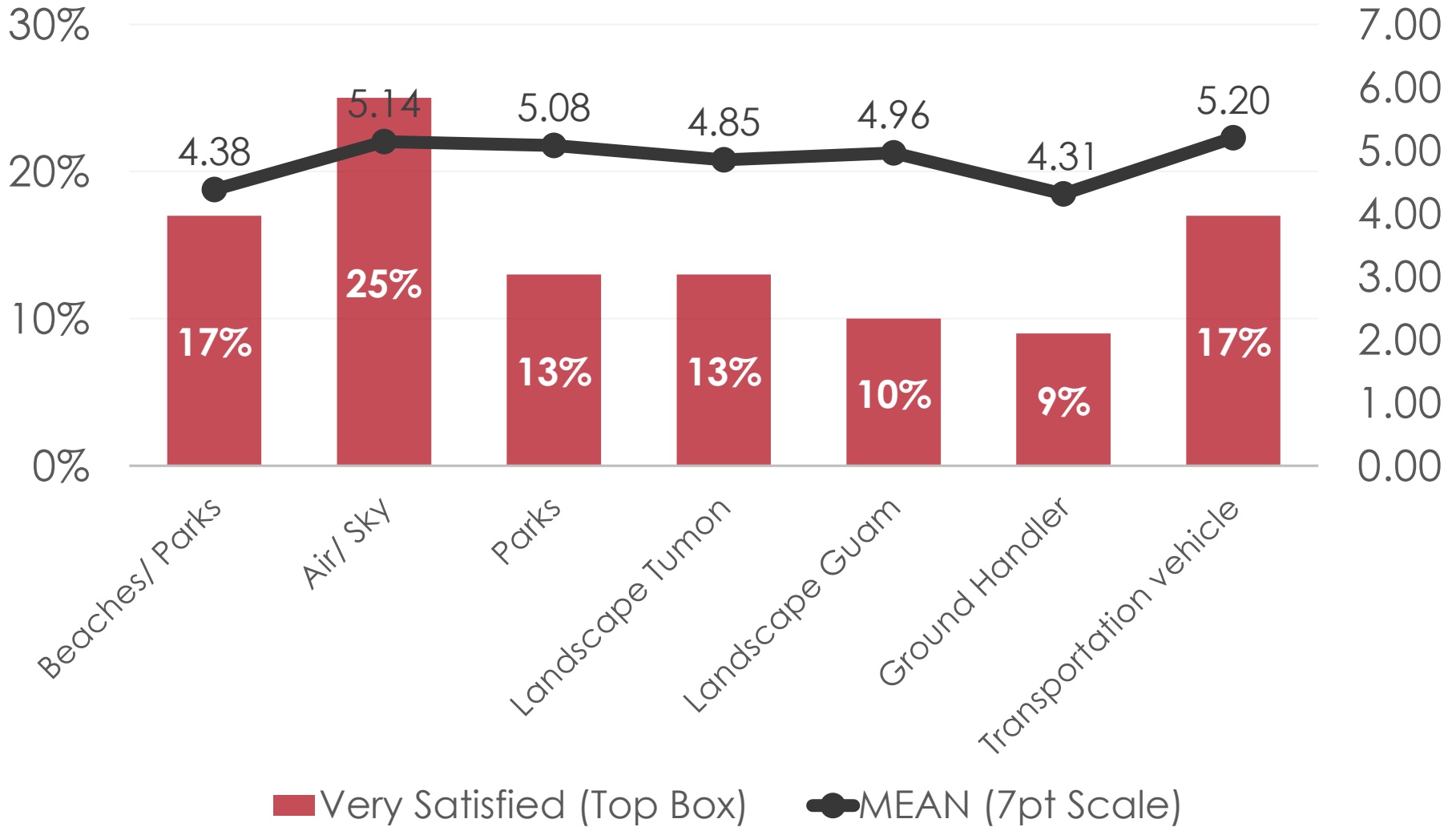
Safety walking around at night



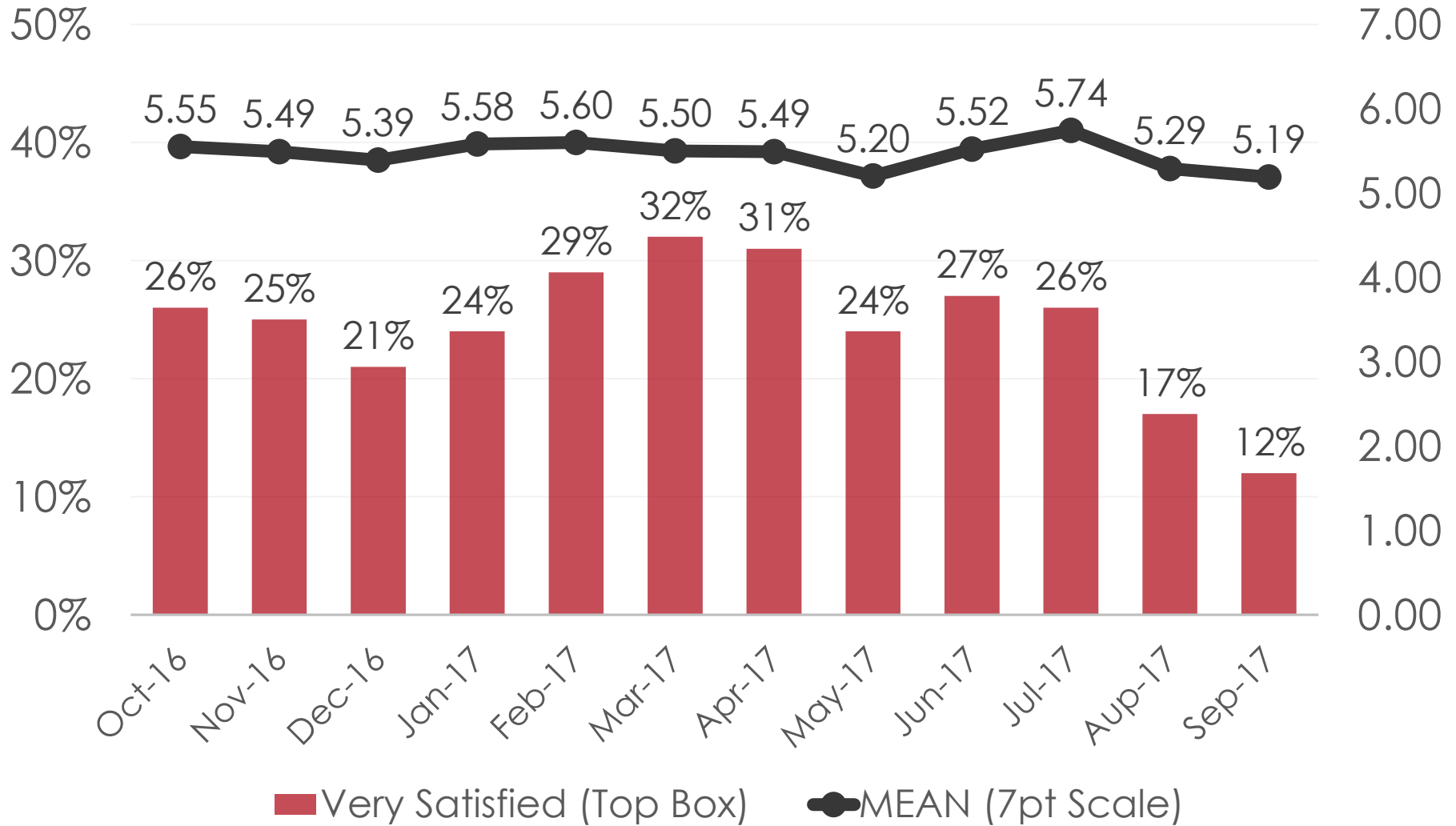
Price of things on Guam



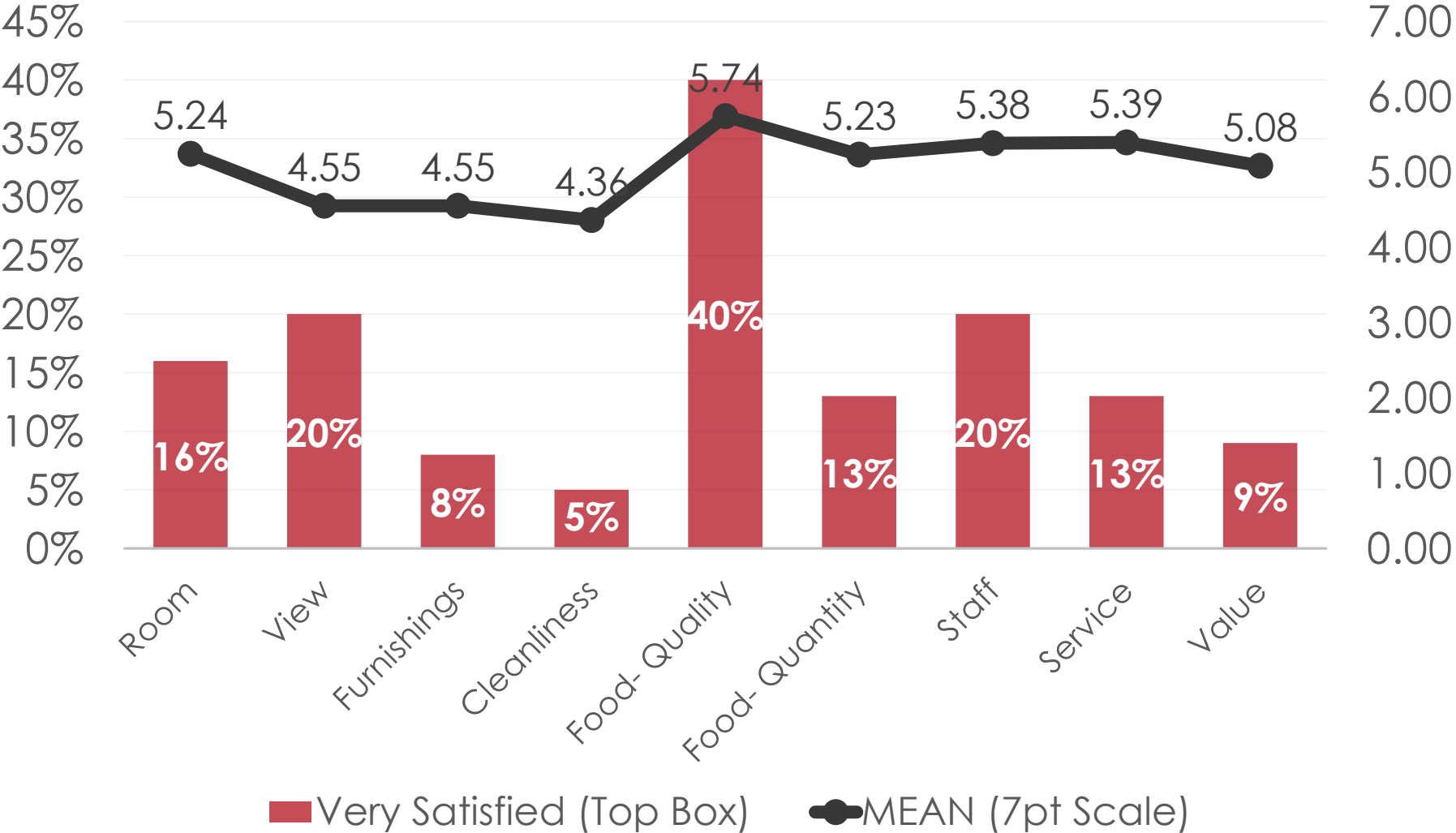
GENERAL SATISFACTION – Quality/ Cleanliness



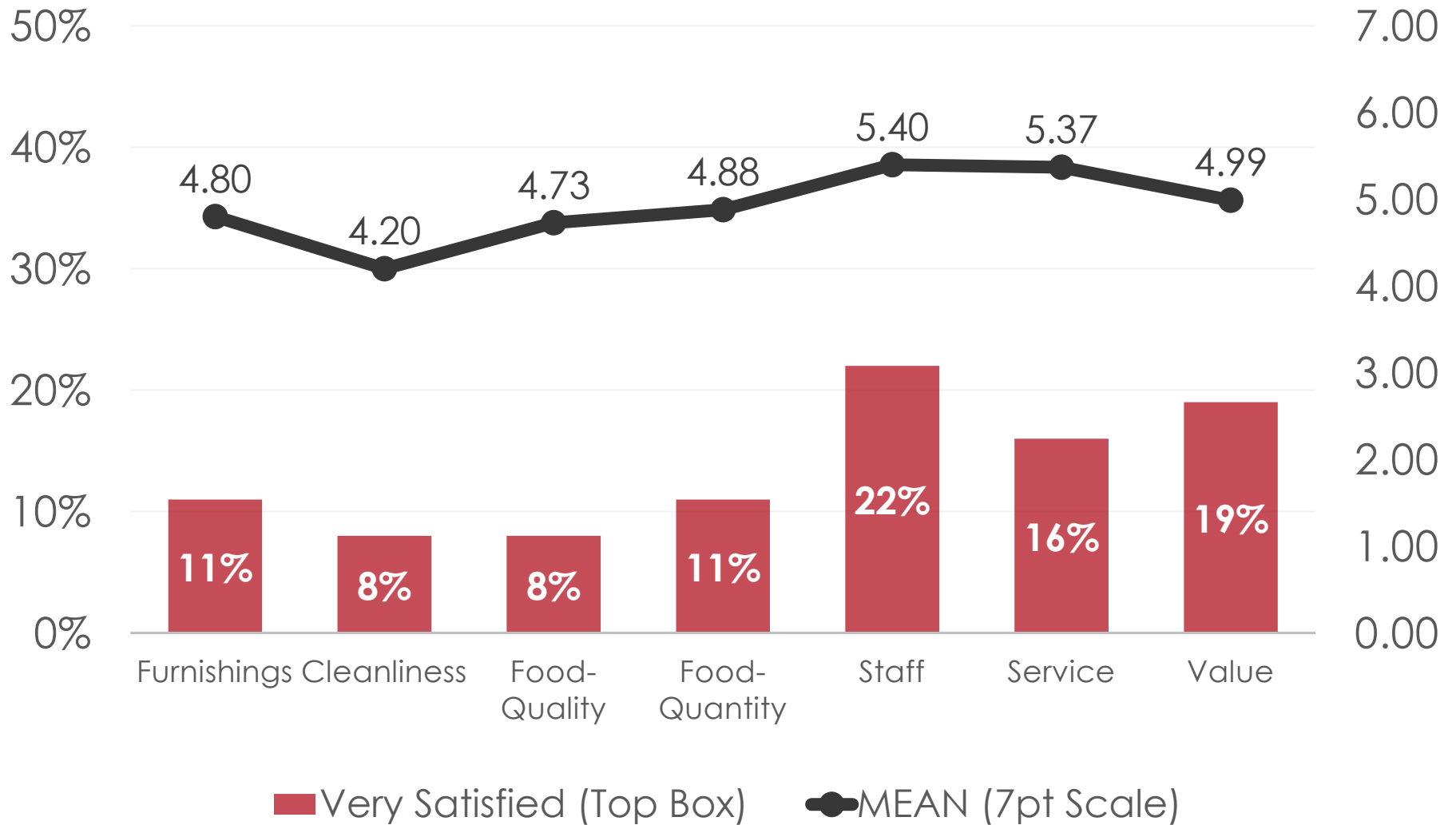
ACCOMMODATIONS – OVERALL SATISFACTION



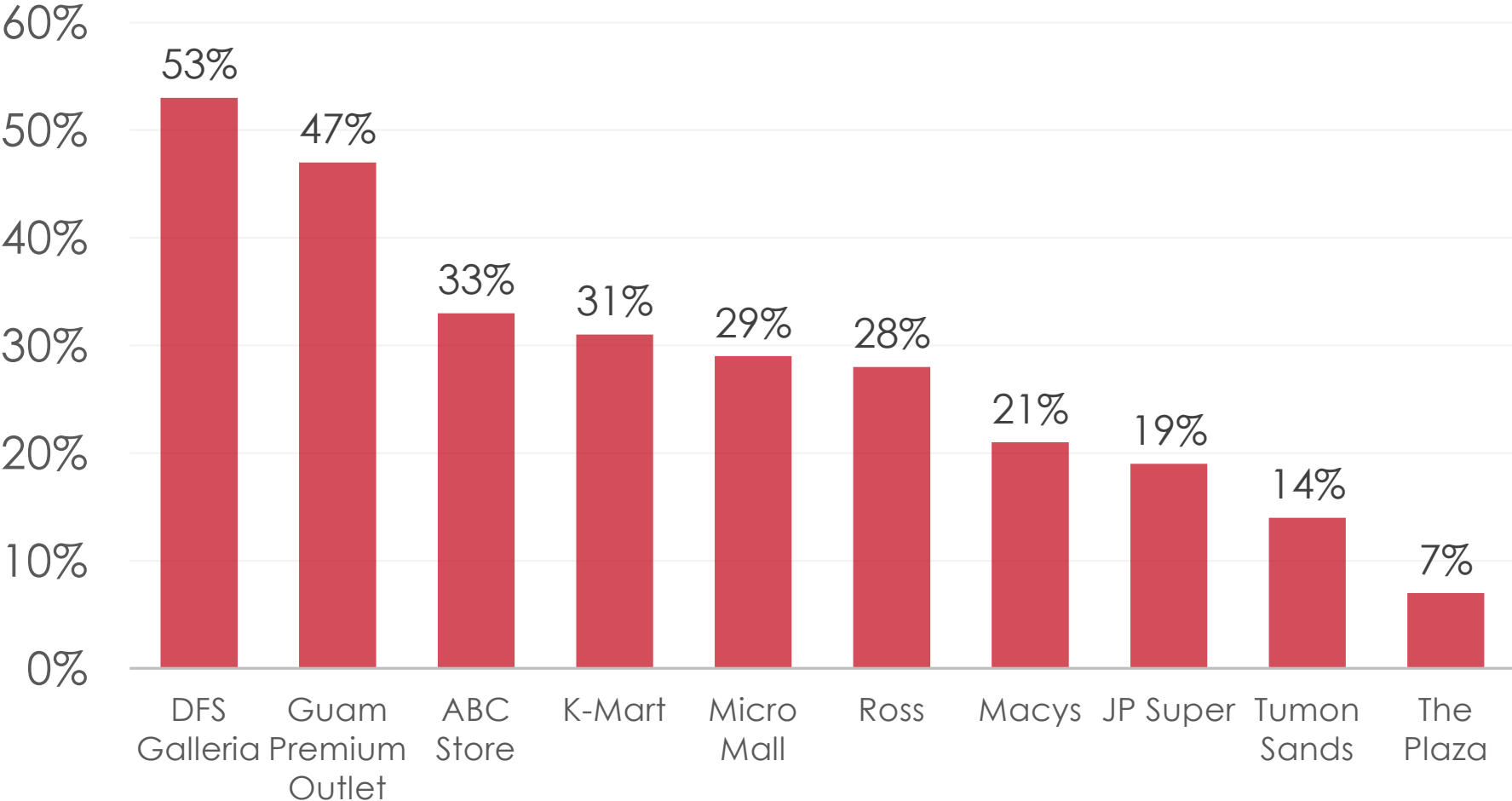
ACCOMMODATIONS – Satisfaction by Category



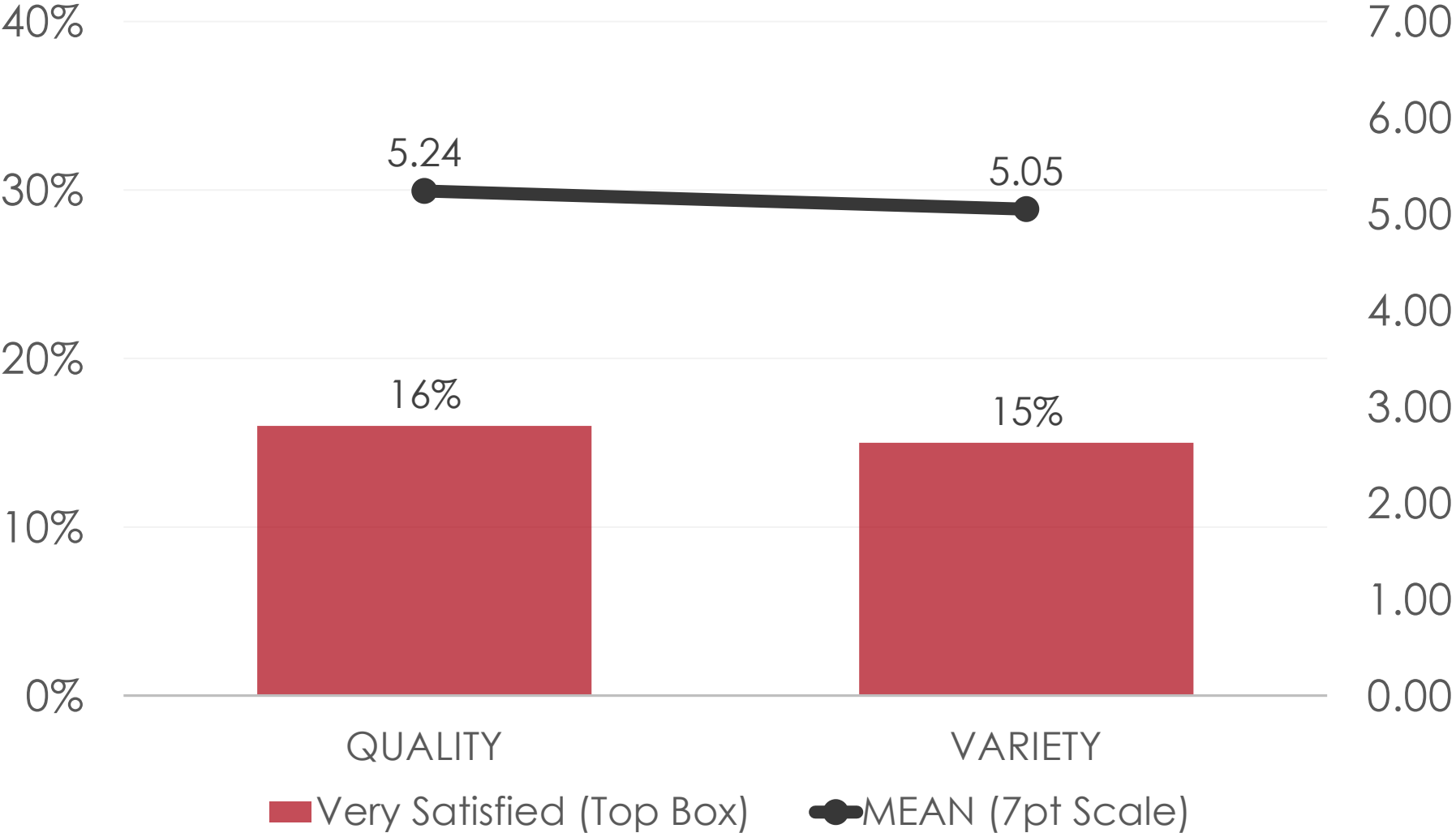
DINING EXPERIENCE (Outside Hotel) – Satisfaction by Category



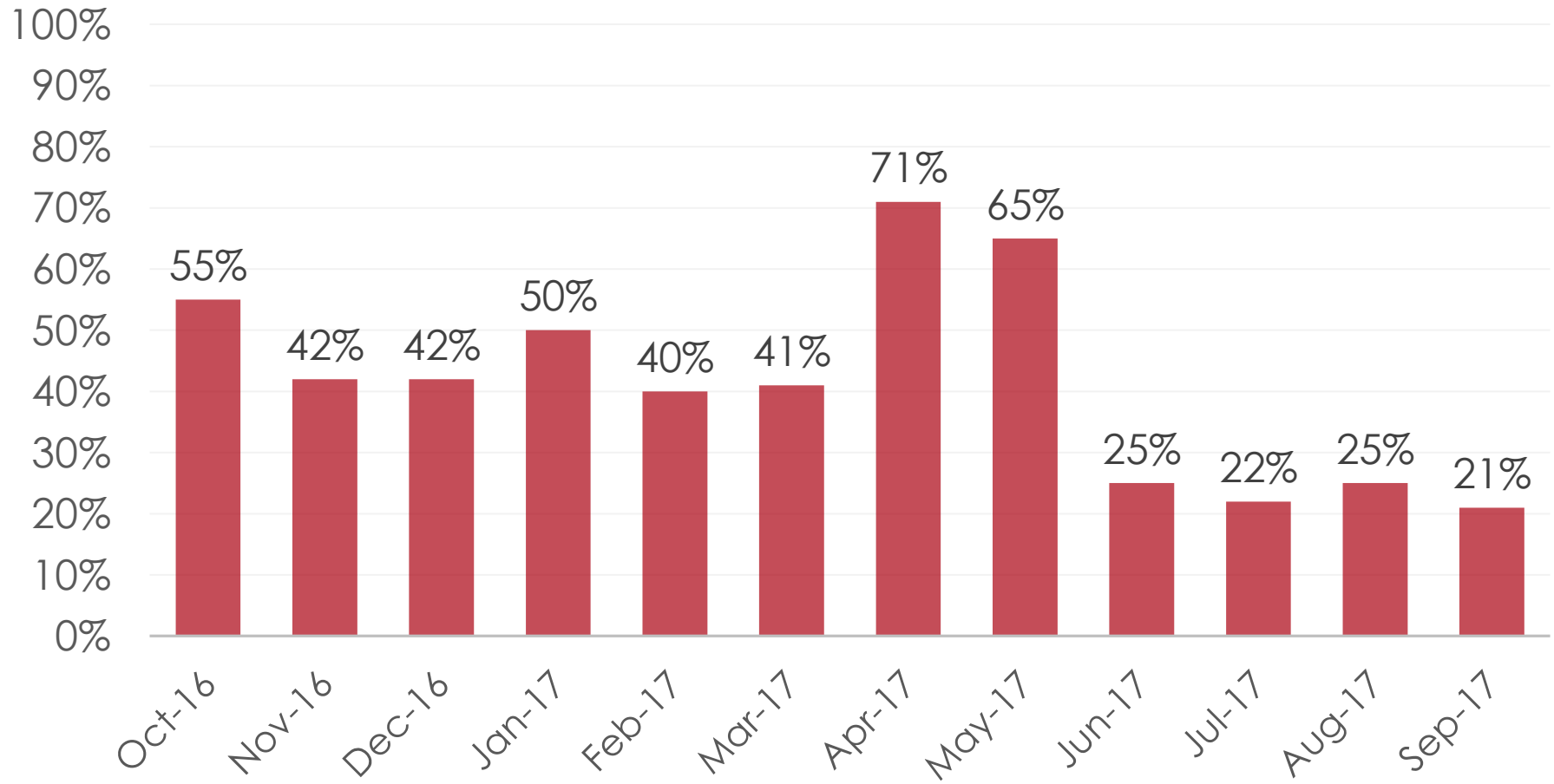
Shopping Malls/ Stores (Top Responses)



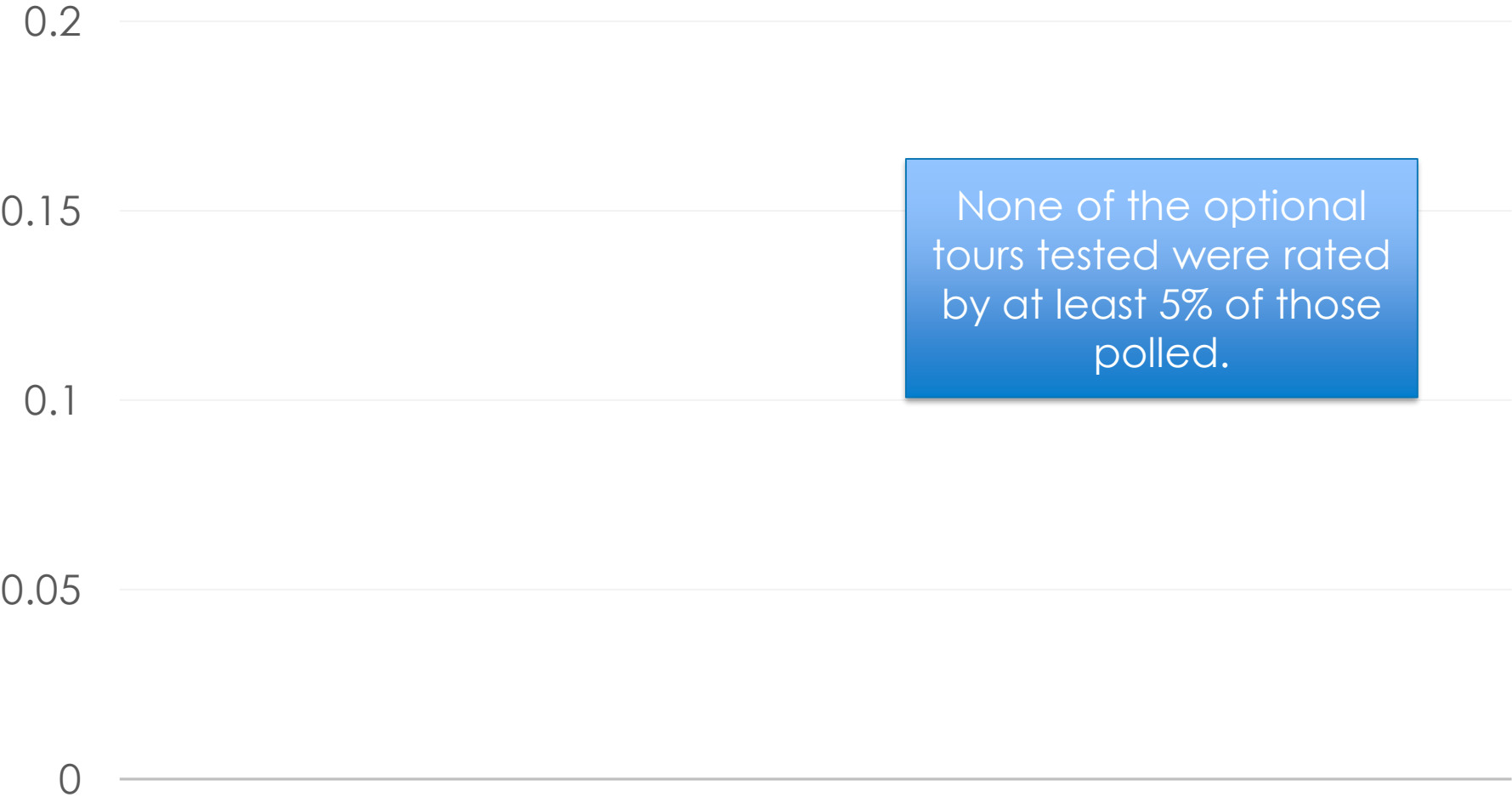
SHOPPING - SATISFACTION



OPTIONAL TOUR PARTICIPATION – FY2017 Tracking



Optional Tour Participation (Top Responses 5%+)

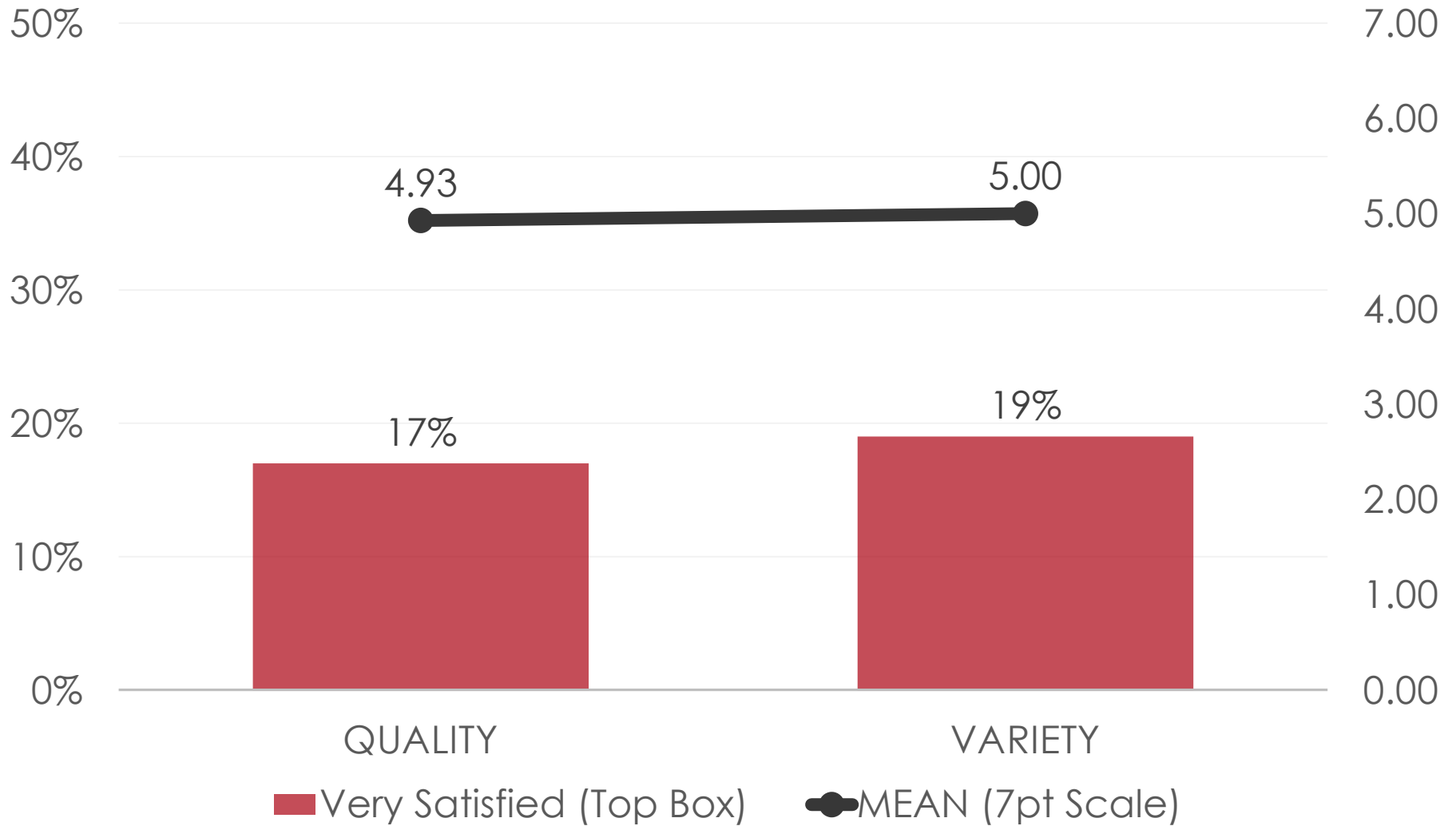


Optional Tour Satisfaction

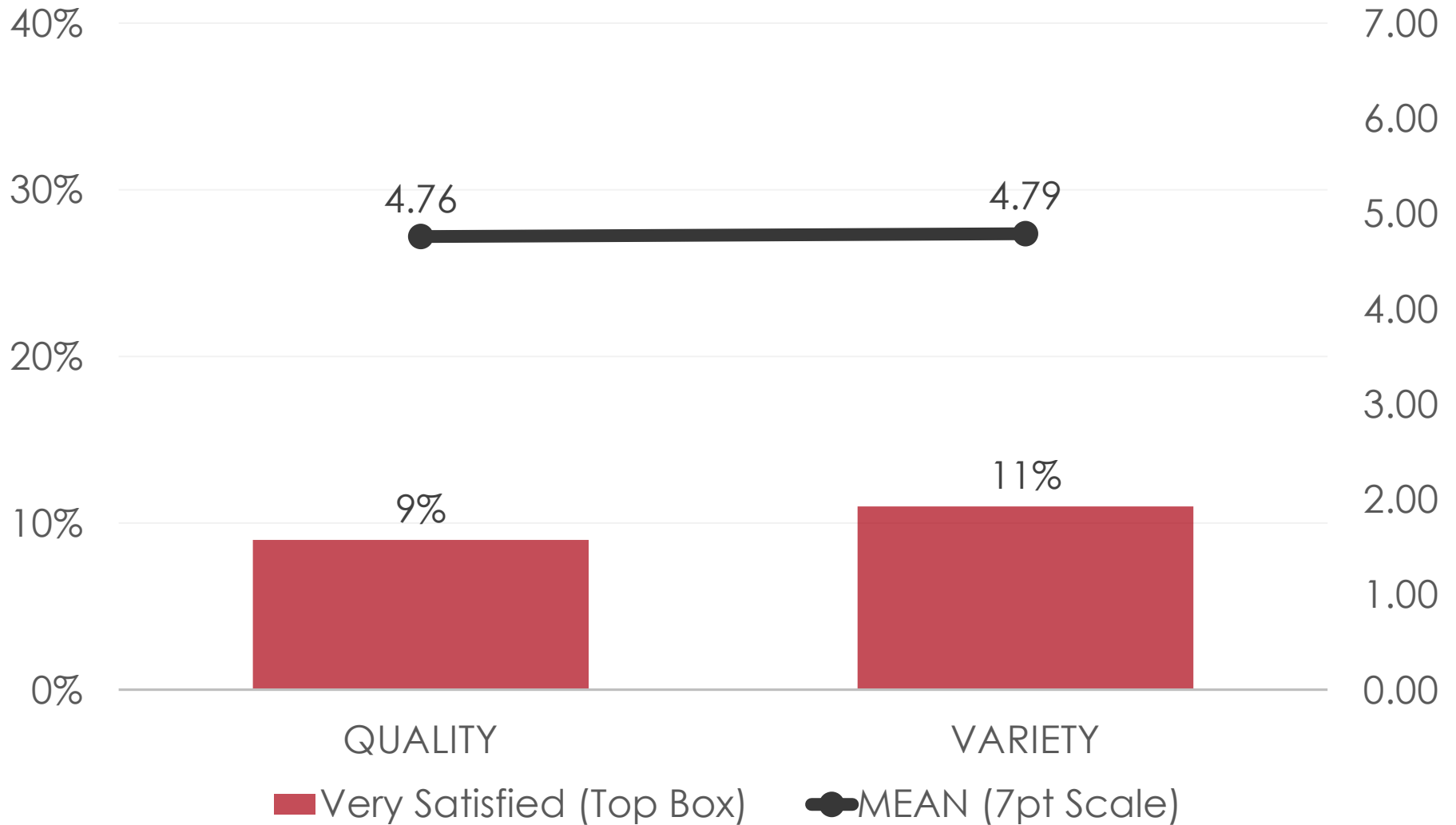
Top Responses only - Participation (5%+)



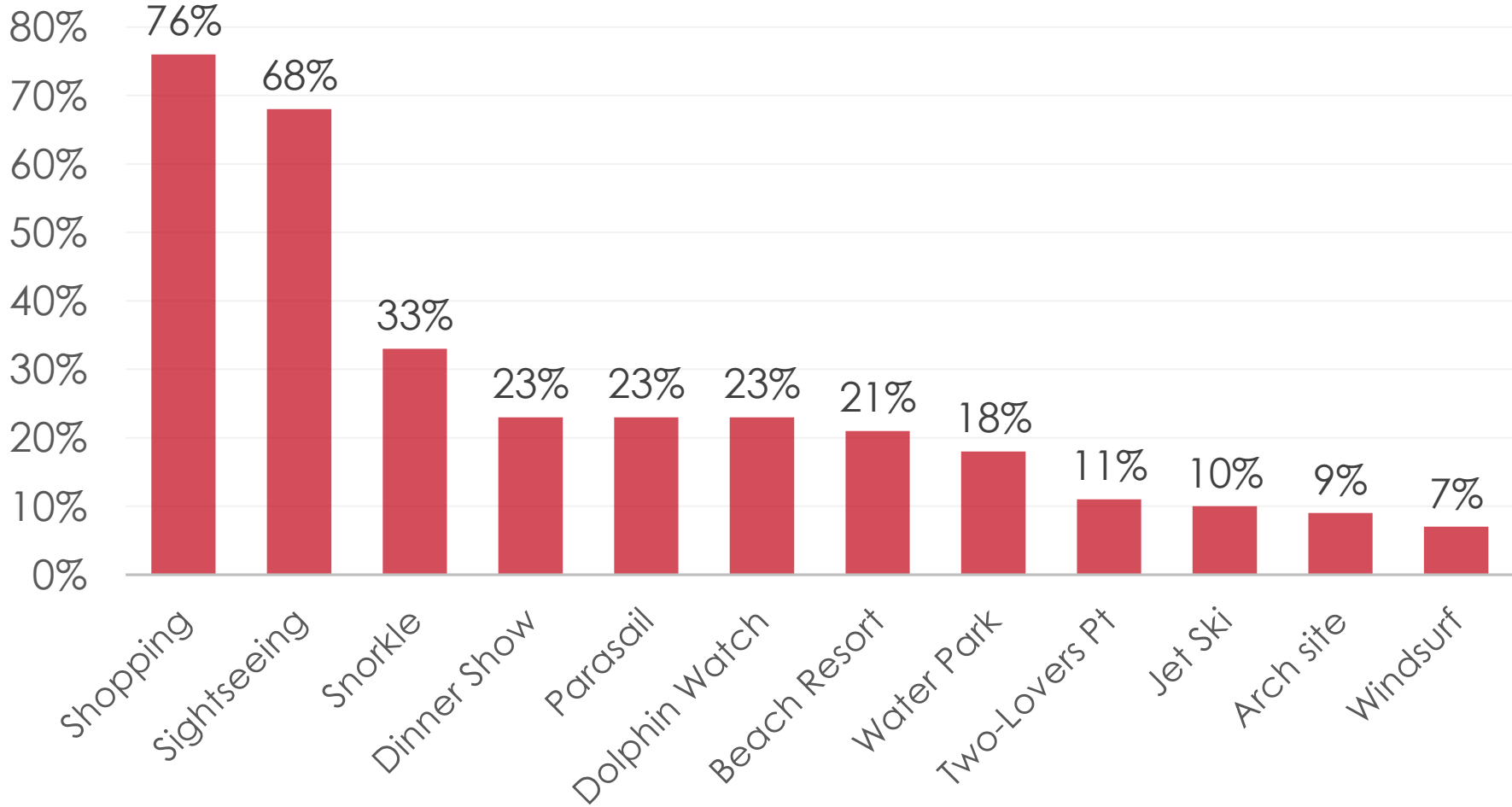
DAY TOUR - SATISFACTION



NIGHT TOUR - SATISFACTION

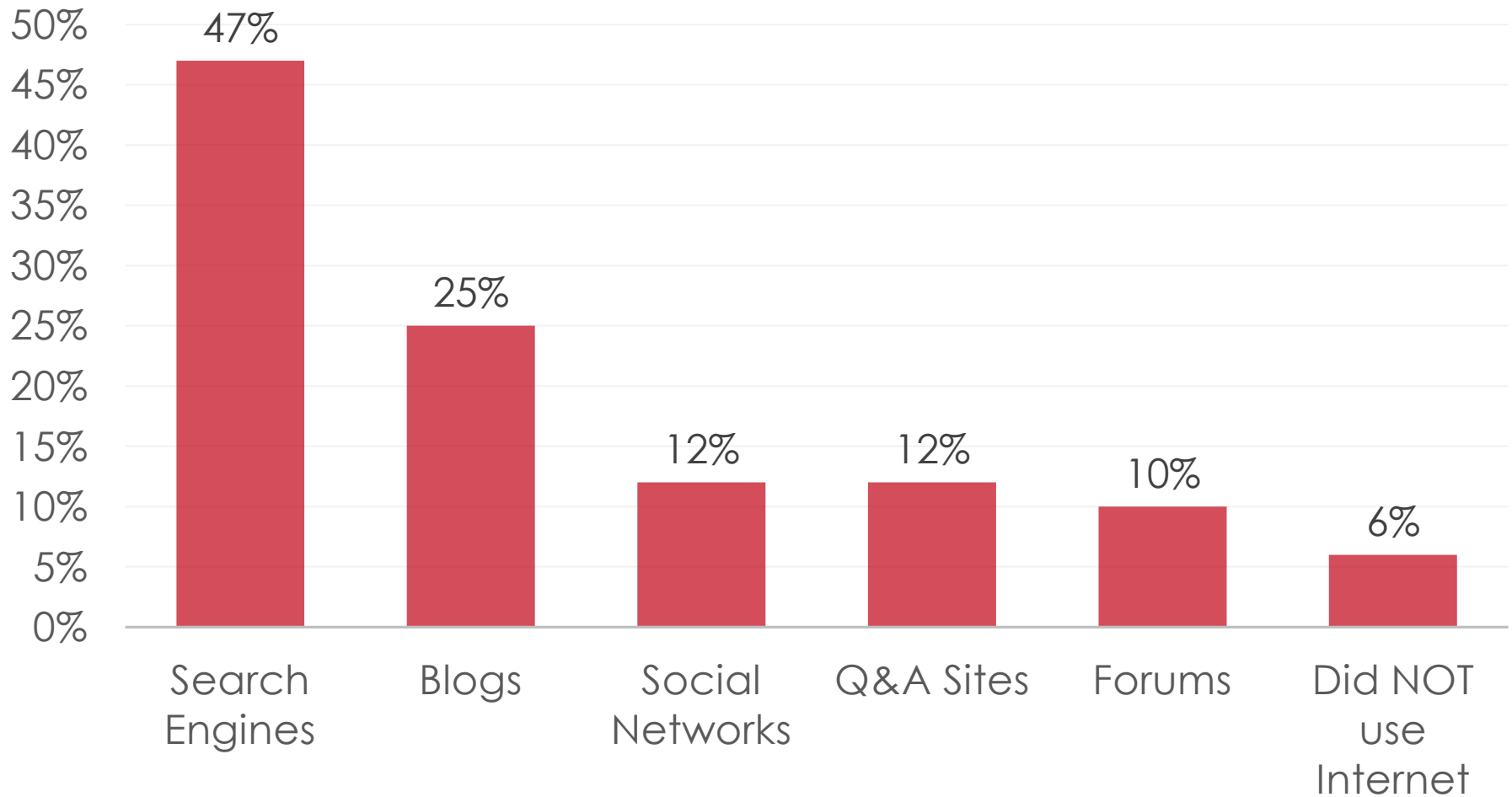


Activities Participation (Top Responses)



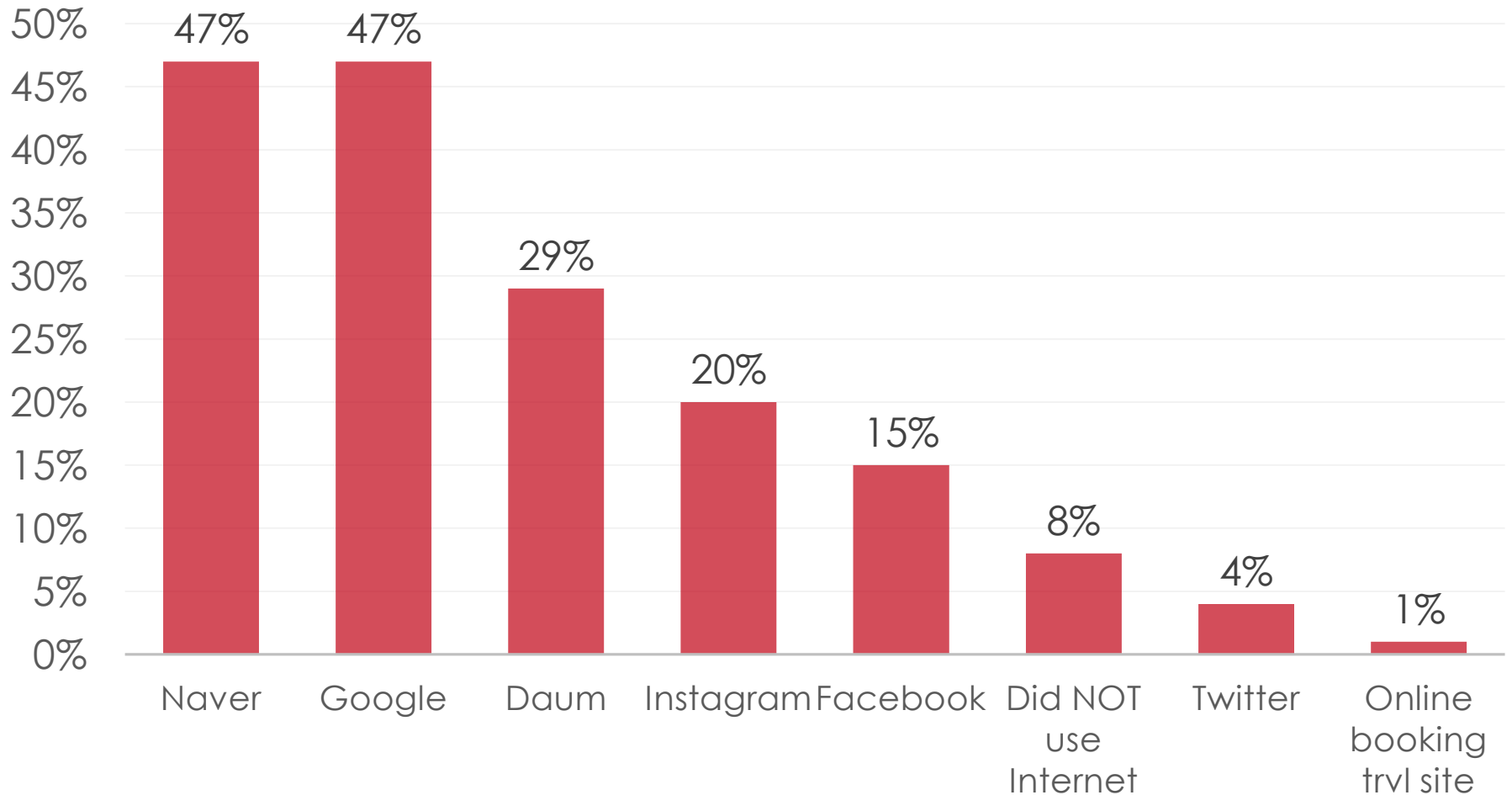
SECTION 5 PROMOTIONS

INTERNET- GUAM SOURCES OF INFORMATION



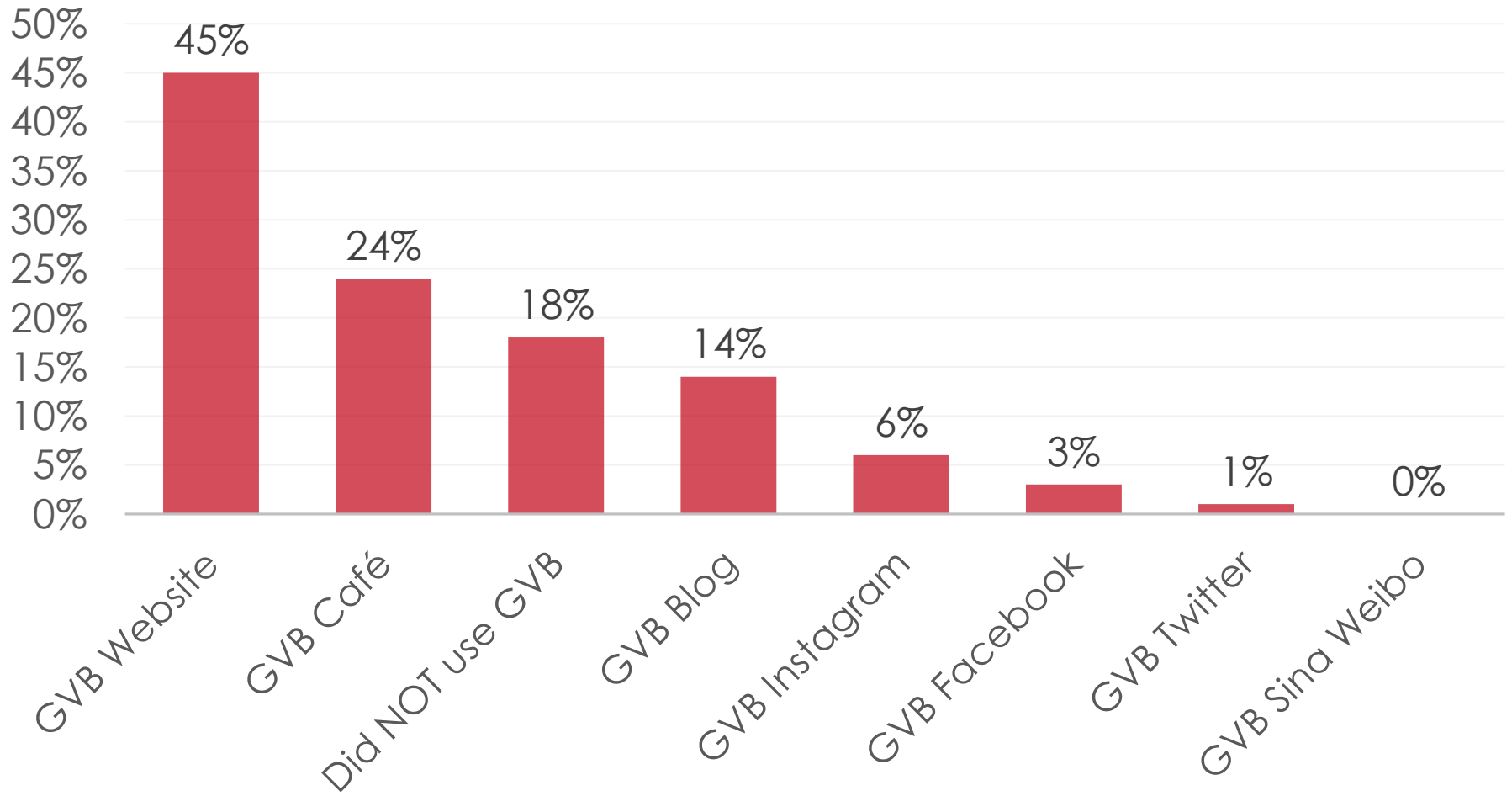
INTERNET- SOURCES OF INFORMATION

Things to do on Guam

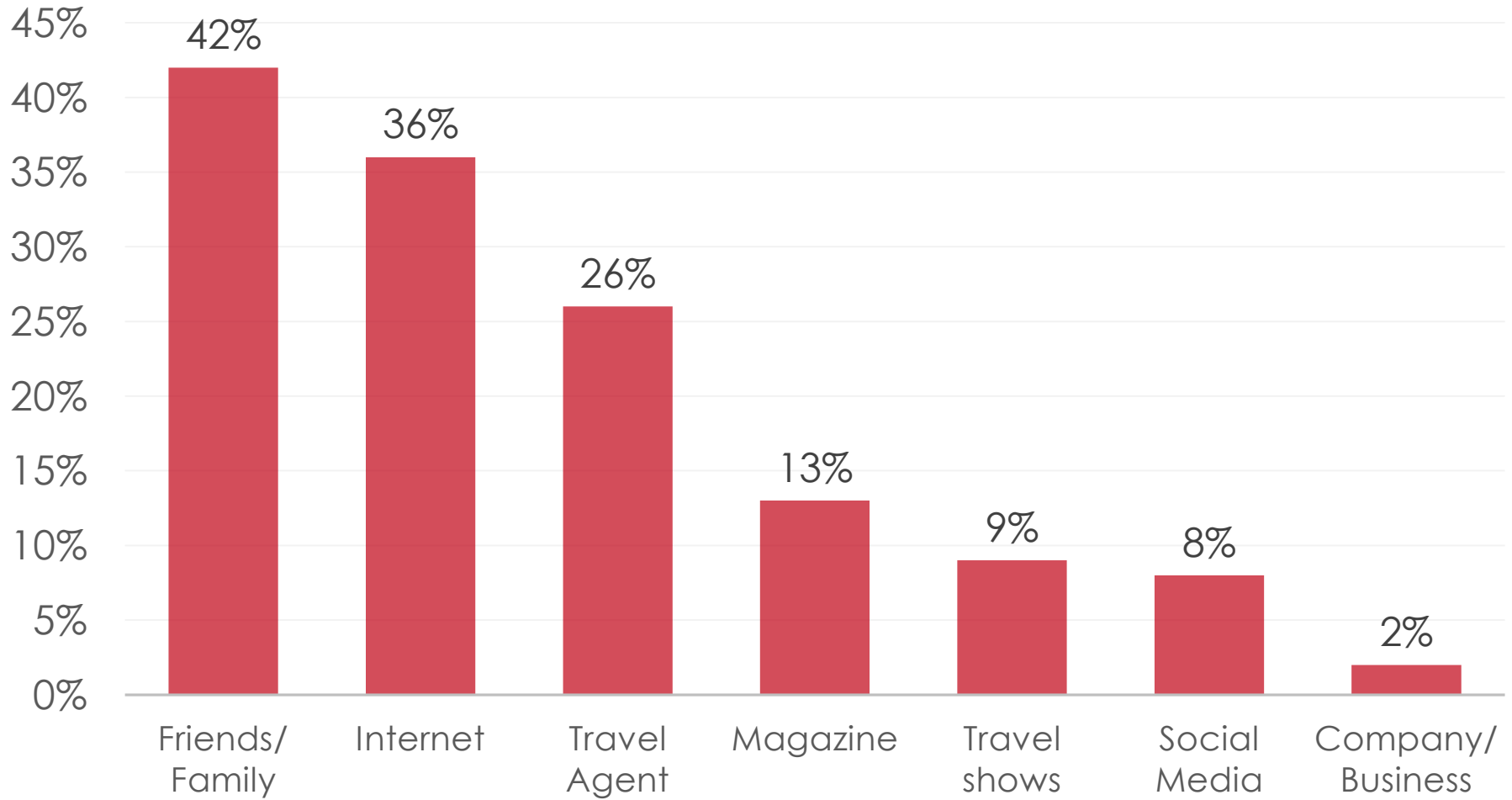


INTERNET- SOURCES OF INFORMATION

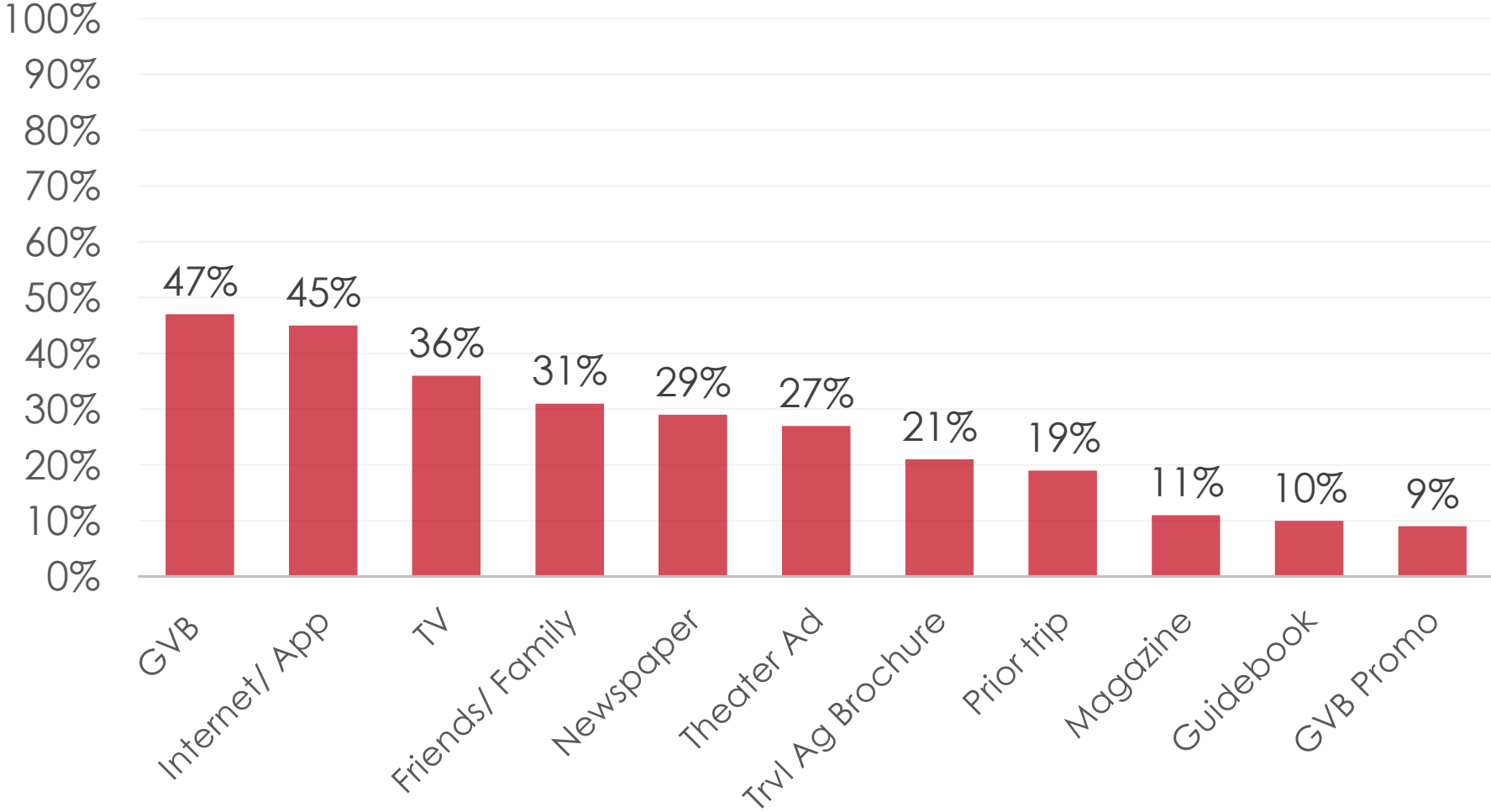
GVB



TRAVEL MOTIVATION



PRE-ARRIVAL SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION – Key Segments

GVB EXIT SURVEY

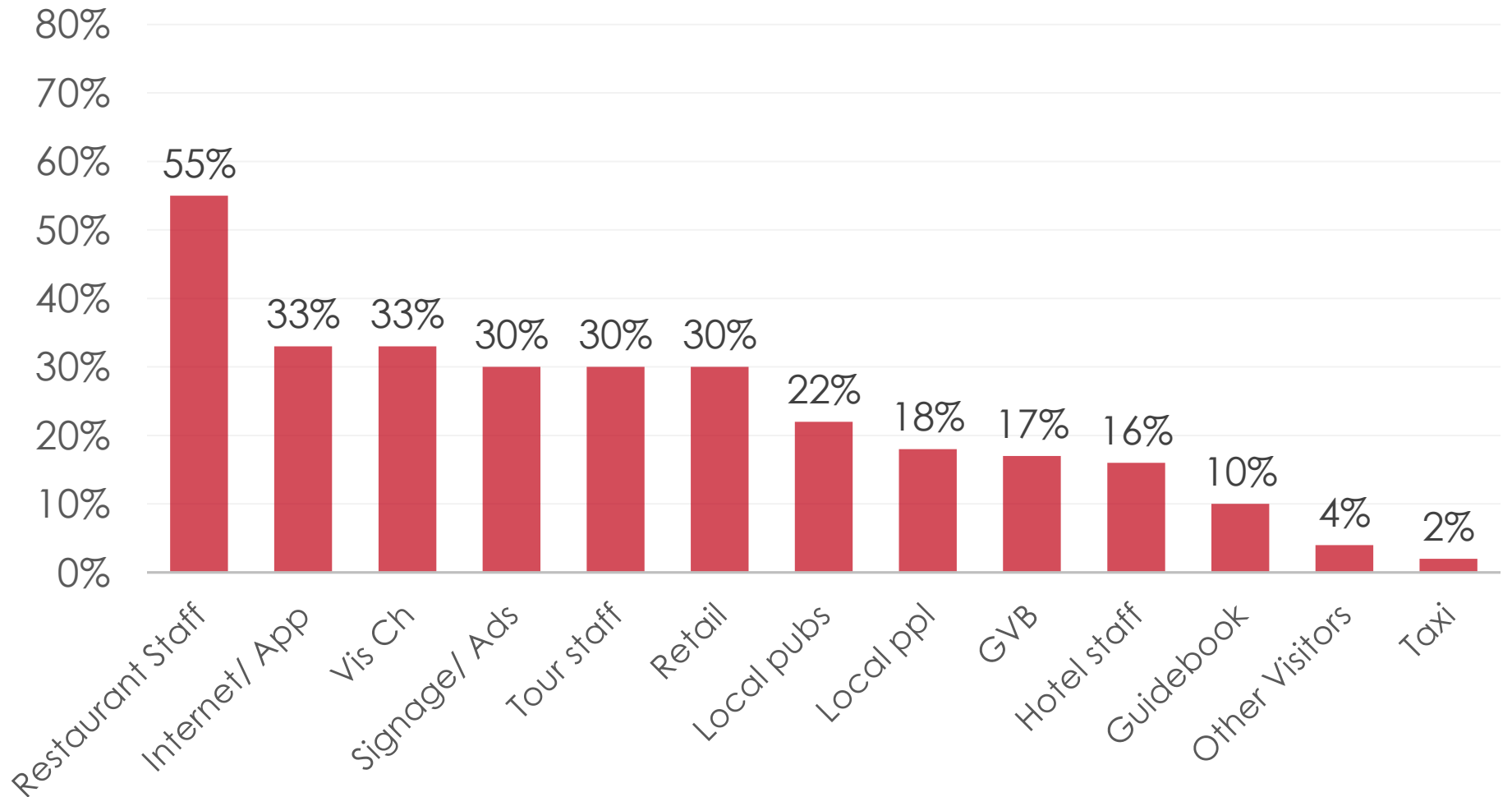
Q1 Please select the top three sources of information you used to find out about Guam before your trip:

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q1	Guam Visitors Bureau office	47%				26%	79%	73%	51%	50%
	Internet/Mobile App	45%		100%		59%	17%	17%	40%	48%
	TV	36%		11%		42%	28%	19%	39%	39%
	Friend or relative	31%		67%		41%	10%	11%	25%	31%
	Newspaper	29%		33%		27%	33%	17%	32%	25%
	Theater ads	27%				14%	49%	40%	30%	25%
	Travel agent brochure	21%		67%		29%	12%	9%	23%	6%
	I have been to Guam before	19%				10%	33%	76%	21%	20%
	Magazine (consumer)	11%		11%		17%	2%	3%	12%	8%
	Travel guide book at bookstores	10%				14%	5%	2%	7%	19%
	Travel trade shows	9%				8%	18%	19%	10%	13%
	Guam Visitors Bureau promotional activities	9%		11%		8%	10%	9%	8%	10%
	Co-worker/ company travel department	3%				3%	1%	3%	1%	2%
	Consumer travel shows	1%				1%	3%		1%	1%
	Total	354		9		180	98	89	318	108

Prepared by Anthology Research

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:

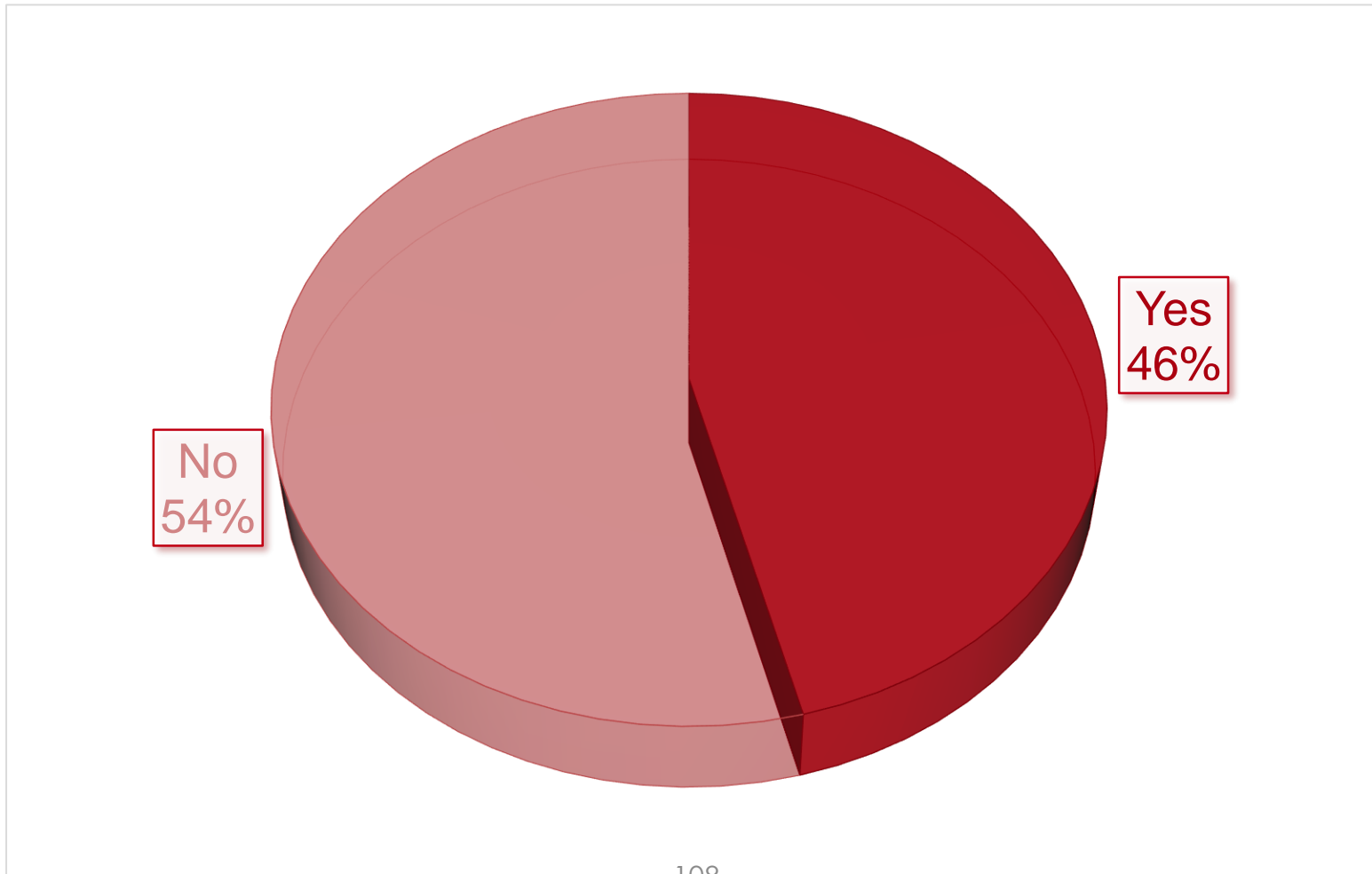
	TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
	-	-	-	-	-	-	-	-	-
Q2 Restaurant staff (outside hotel)	55%		11%		36%	87%	82%	61%	60%
Visitors channel	33%				23%	52%	49%	36%	31%
Internet/Mobile App	33%		33%		33%	30%	26%	27%	36%
Signs/ advertisement	30%		78%		43%	15%	9%	28%	25%
Retail staff	30%				18%	45%	47%	33%	32%
Tour staff	30%		78%		45%	12%	13%	31%	9%
Local publication	22%		33%		28%	12%	11%	19%	22%
Local people	18%		22%		20%	11%	19%	17%	19%
Guam Visitors Bureau	17%				12%	26%	27%	19%	28%
Hotel staff	16%		33%		18%	8%	10%	16%	12%
Guide books I brought with me	10%				16%	1%	2%	5%	18%
Other visitors	4%		11%		5%	1%	3%	4%	4%
Taxi drivers	2%				2%			2%	1%
Total	354		9		180	98	89	318	108

Prepared by Anthology Research

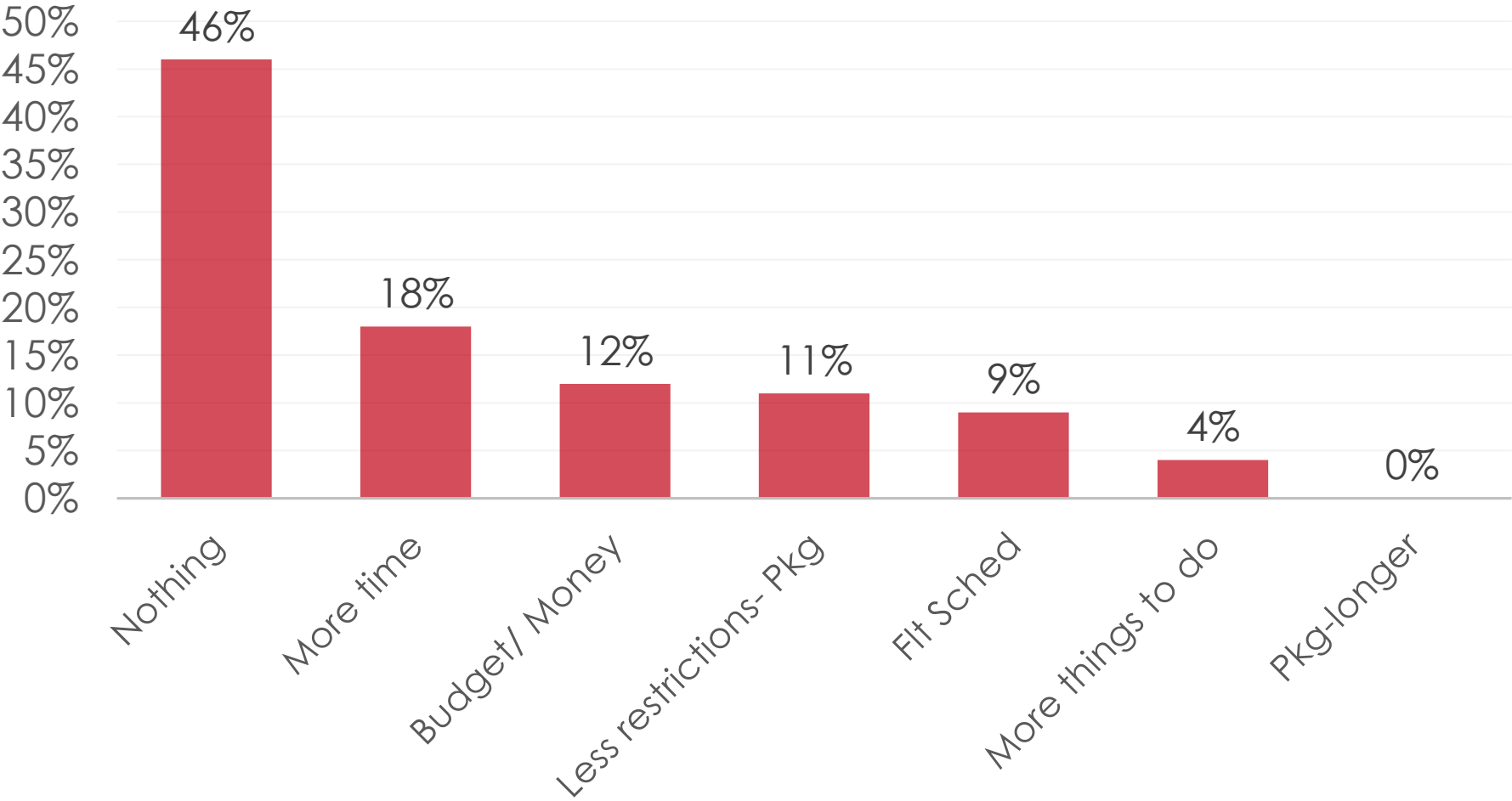
SECTION 6

FUTURE TRAVEL TO GUAM

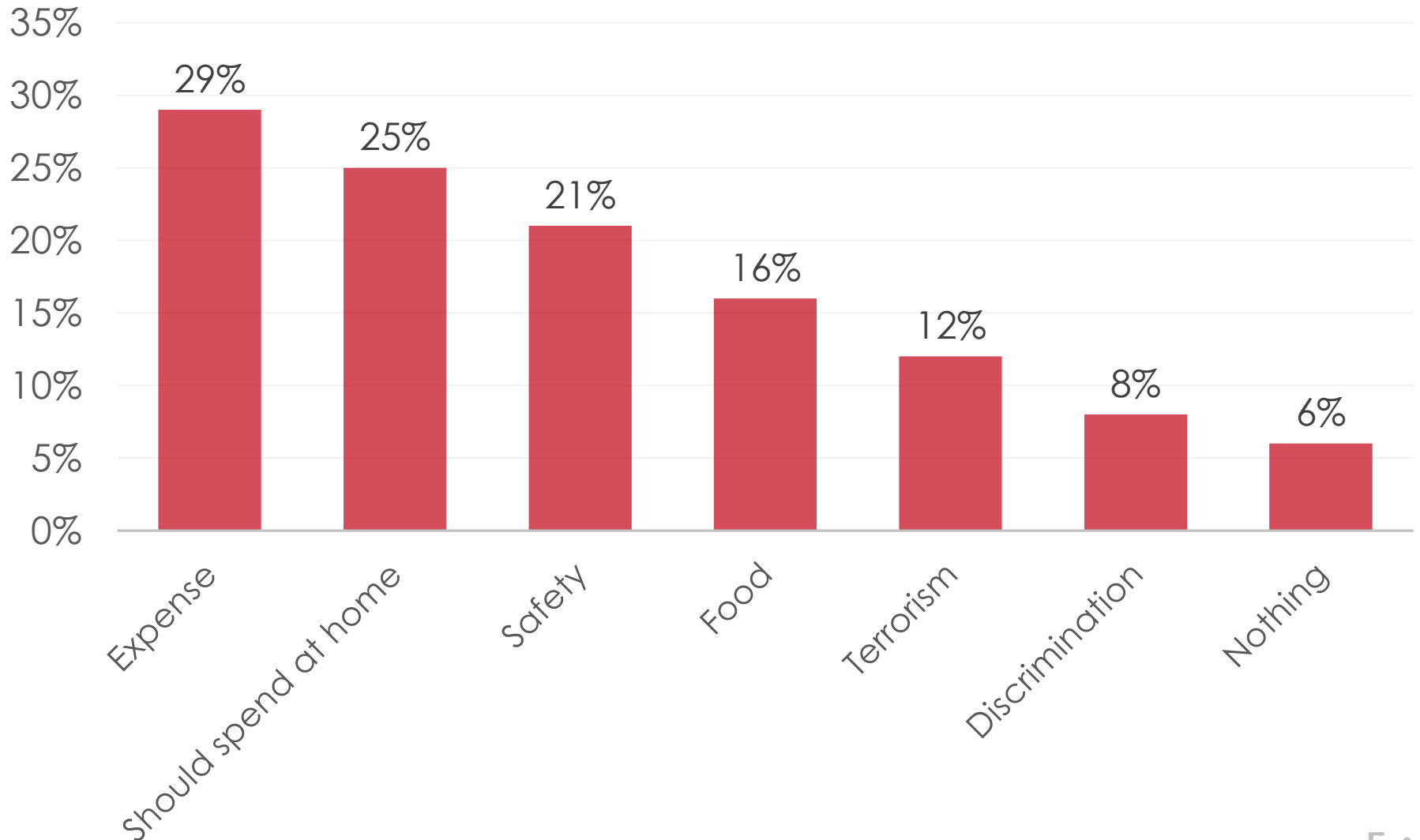
Will security screening/ immigration at Guam Airport impact future travel to Guam?



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



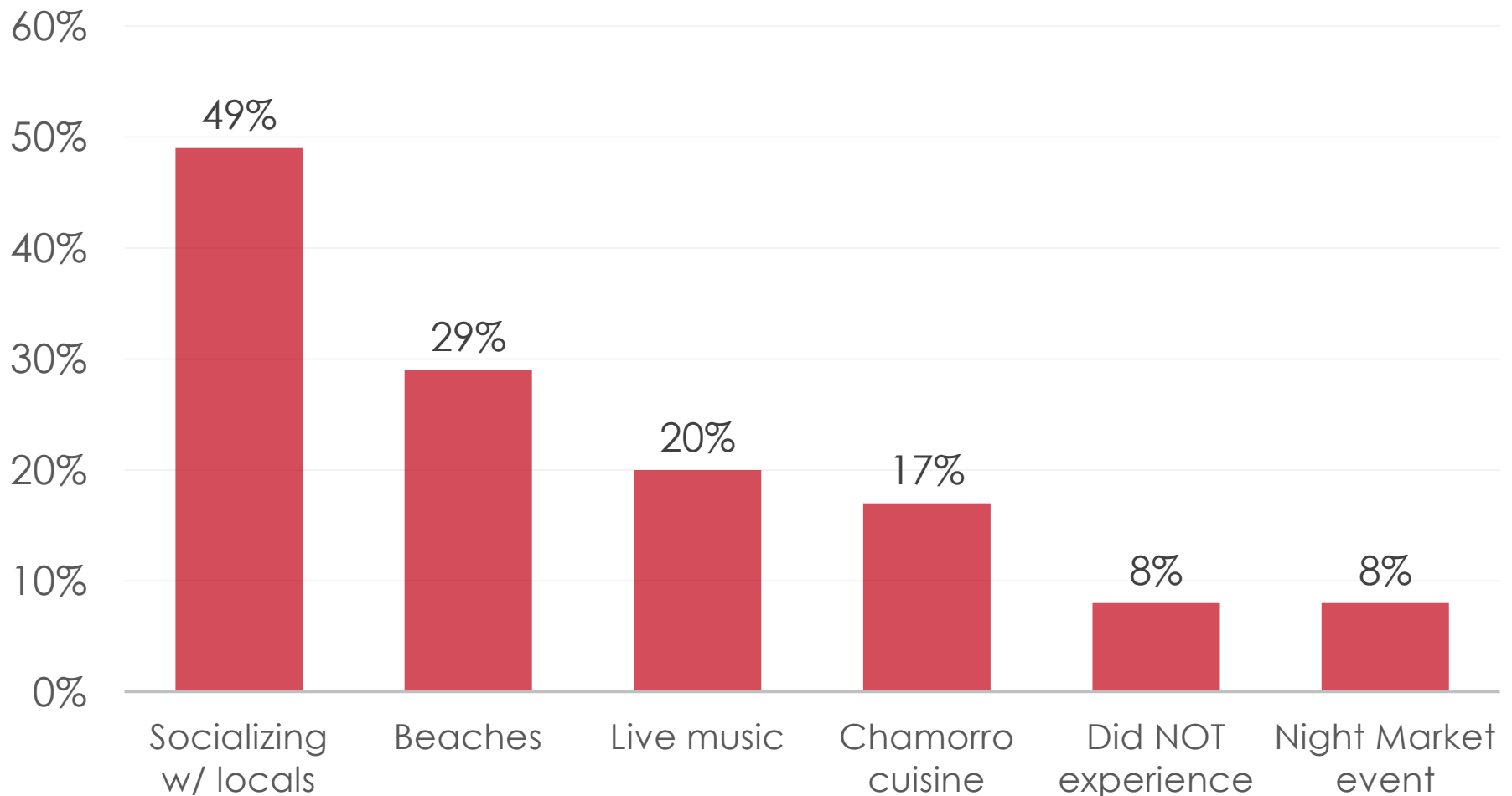
FUTURE TRAVEL CONCERNS



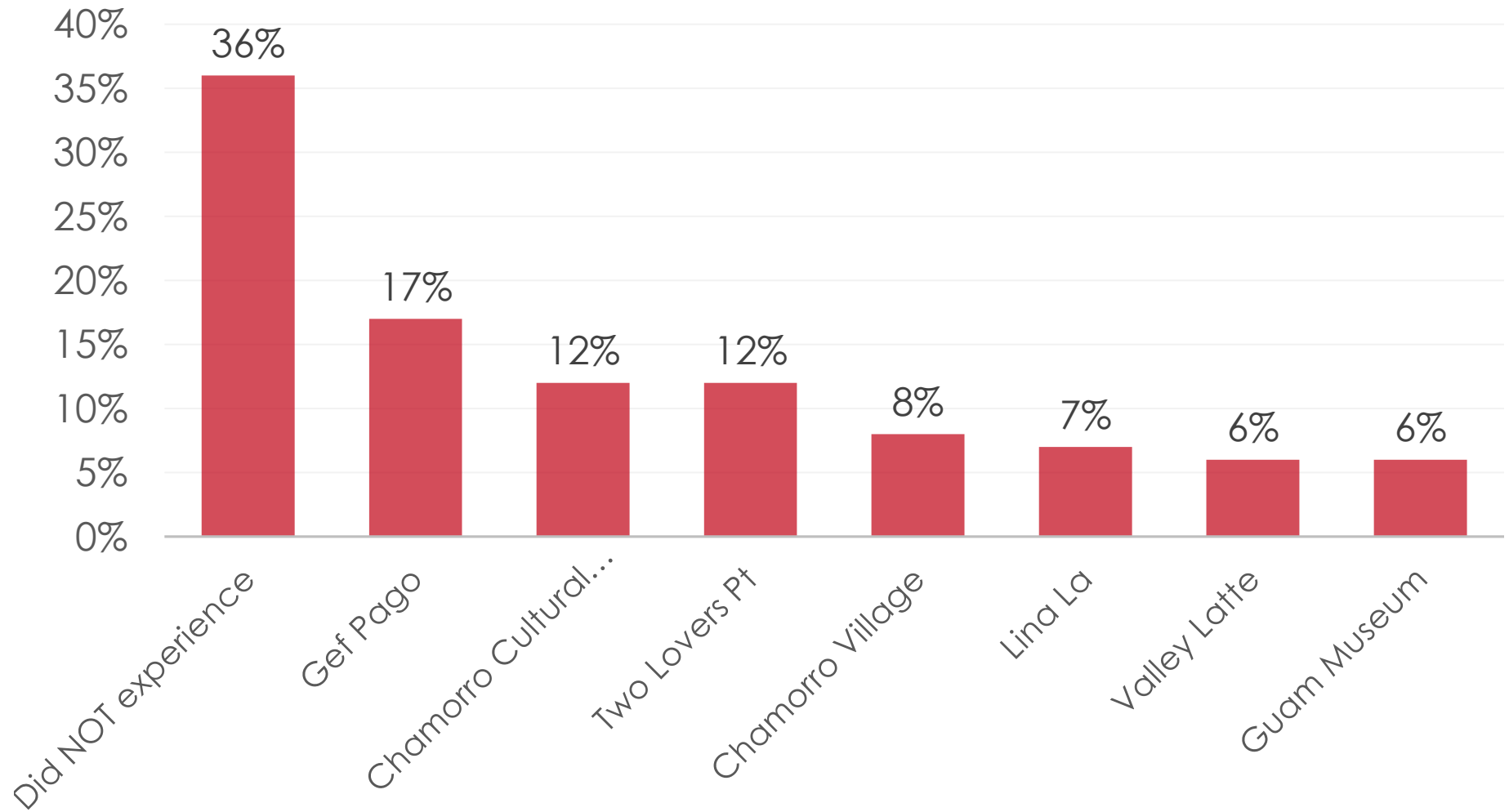
SECTION 7

GUAM CULTURE

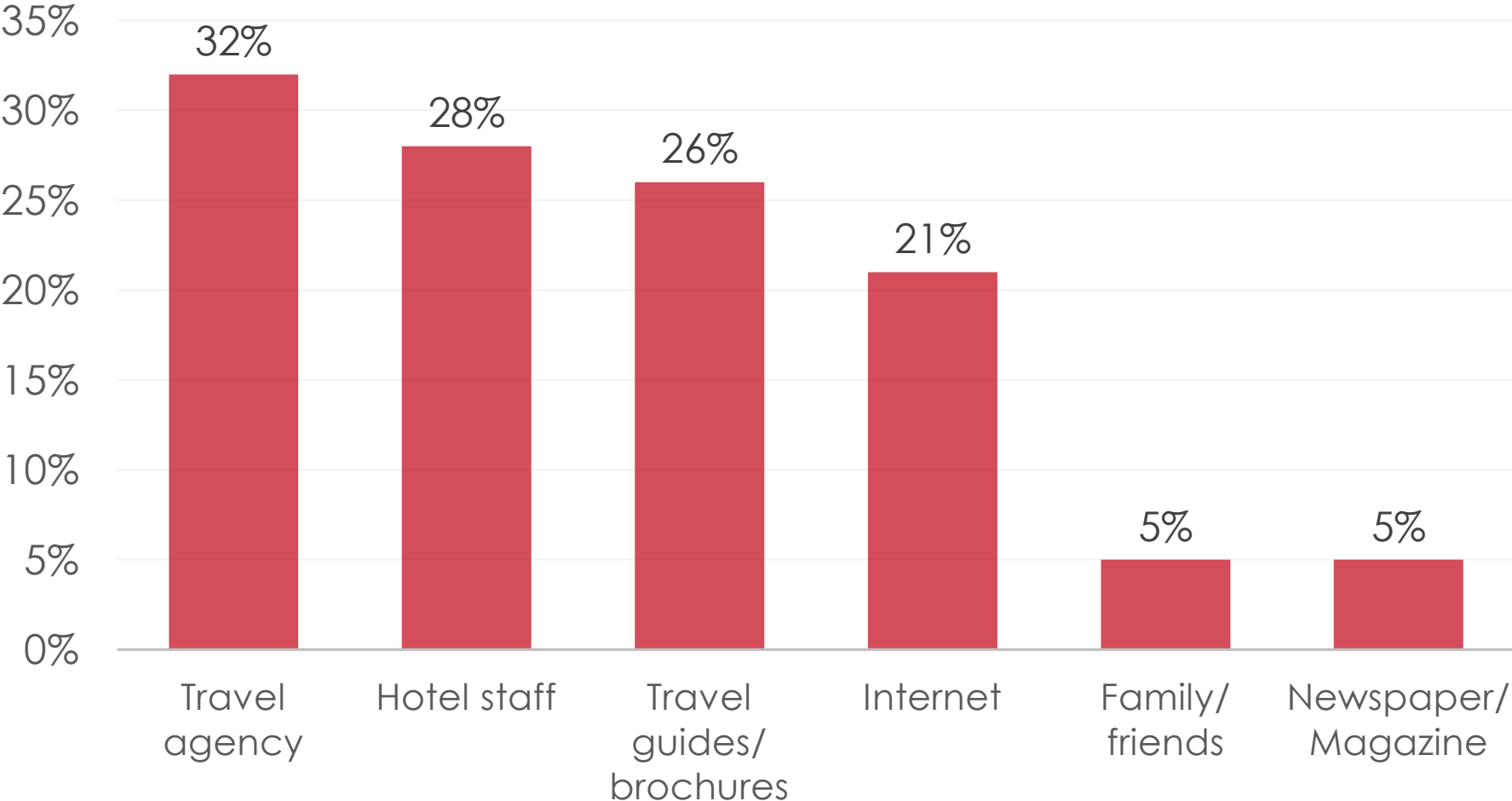
EXPERIENCED- CHAMORRO/ HAFSA ADAI SPIRIT



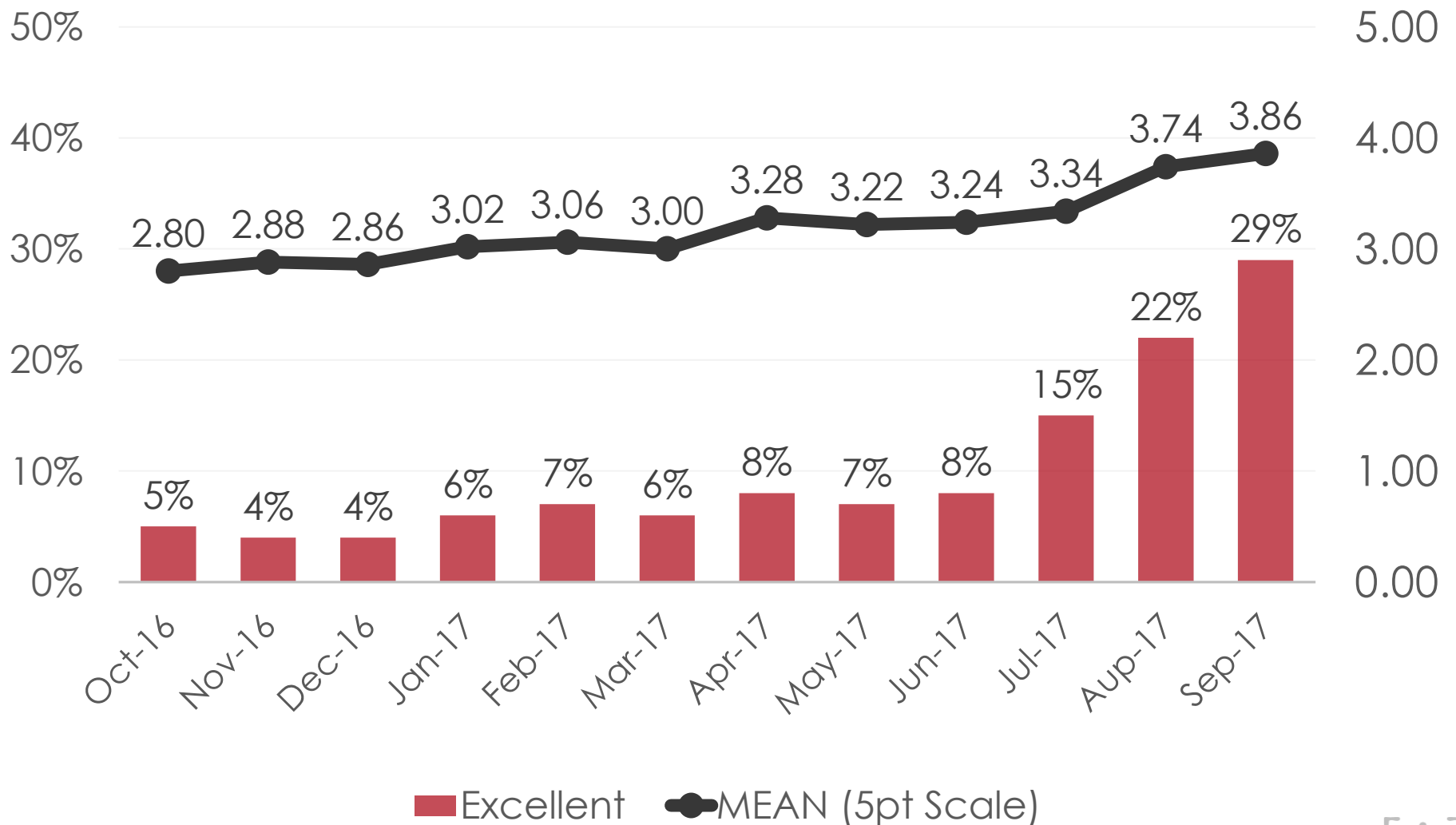
EXPERIENCED- OTHER CULTURAL ACTIVITY/EVENTS



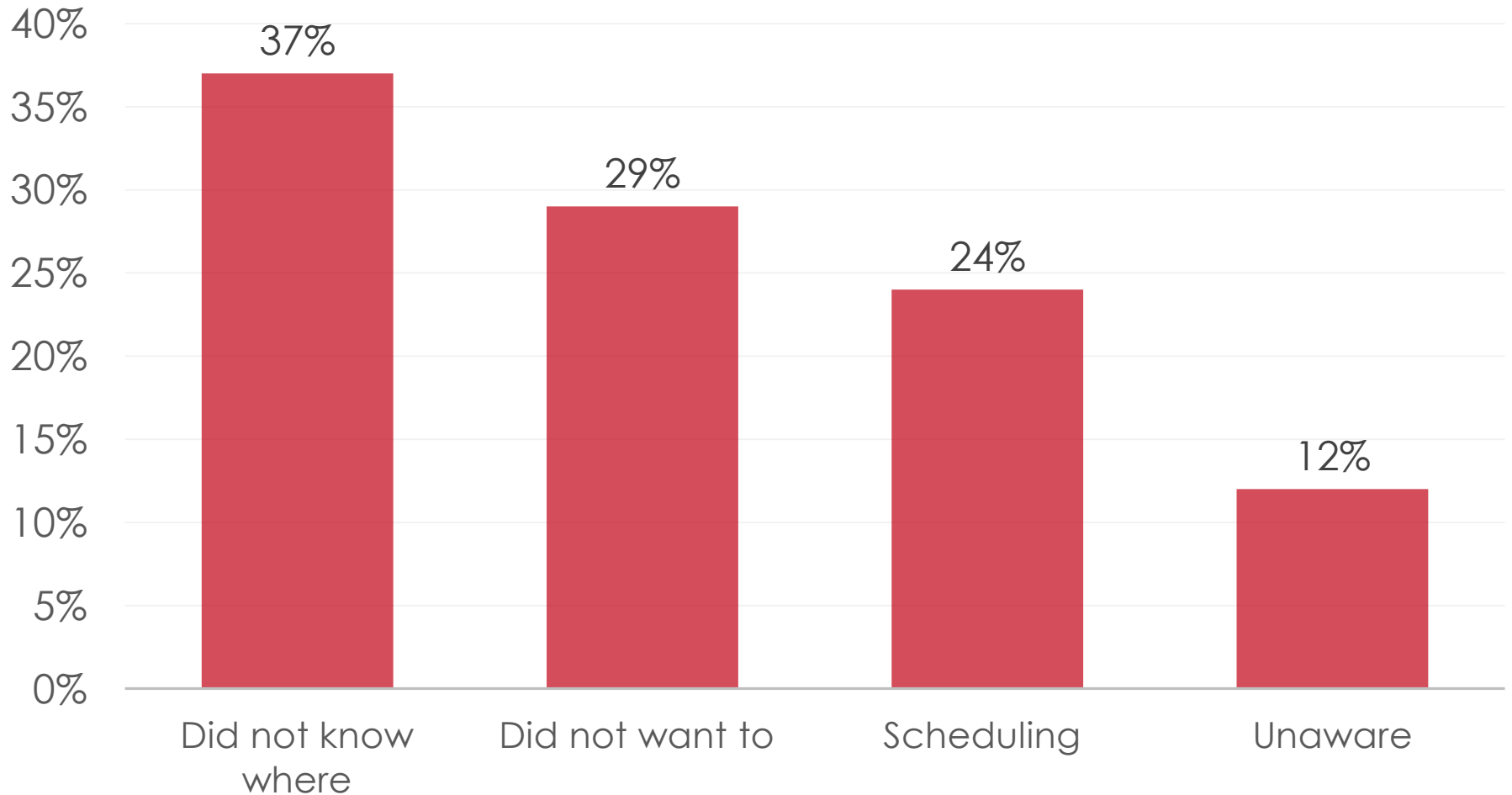
SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS



SATISFACTION- CULTURAL ACTIVITY/EVENTS



OBSTACLES- CULTURAL ACTIVITY/EVENTS



SECTION 8

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, Jun, Jul, Aug, Sep 2017, and Overall Oct 2016 - Sep 2017													
Drivers:	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Combined Oct 2016 - Sep 2017
	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks	3	3		3	6						2		4
Ease of getting around			4									3	11
Safety walking around at night	7									4			8
Quality of daytime tours			3		2					1			2
Variety of daytime tours						3			2			2	
Quality of nighttime tours							2	4					
Variety of nighttime tours											3		
Quality of shopping			6	2			5						9
Variety of shopping	6					7							
Price of things on Guam						6							
Quality of hotel accommodations	4	4			4			2	4	3	4	1	5
Quality/cleanliness of air, sky						4	3	6	3				7
Quality/cleanliness of parks	1				5					2			
Quality of landscape in Tumon		2	1	1	1	1	1					4	1
Quality of landscape in Guam			5	4		5		1			1		10
Quality of ground handler	5		2				4	5	5				6
Quality/cleanliness of transportation vehicles	2	1			3	2		3	1	5	5		3
% of Per Person On Island Expenditures Accounted For	64.0%	61.8%	44.1%	40.8%	57.5%	56.1%	45.3%	50.2%	42.7%	47.3%	29.8%	30.1%	46.6%

NOTE: Only significant drivers are included.

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by four significant factors in the September 2017 Period. By rank order they are:
 - **Quality of hotel accommodations,**
 - **Variety of day time tours,**
 - **Ease of getting around, and**
 - **Quality of landscape in Tumon.**
- With all four factors the overall r^2 is .301 meaning that **30.1% of overall satisfaction is accounted for by these factors.**

Drivers – On-Isle Expenditures

Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2016, Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep 2017 and Overall Oct 2016-Sep 2017

	Oct-17	Nov-17	Dec-17	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Combined Oct 2016-Sep 2017
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks	1										1	1	1
Ease of getting around		2								3			
Safety walking around at night													3
Quality of daytime tours													
Variety of daytime tours								1			2		
Quality of nighttime tours													
Variety of nighttime tours													2
Quality of shopping		3								1			
Variety of shopping													
Price of things on Guam		1											
Quality of hotel accommodations					1								
Quality/cleanliness of air, sky						1			1				
Quality/cleanliness of parks													
Quality of landscape in Tumon													
Quality of landscape in Guam													
Quality of ground handler	2									2			
Quality/cleanliness of transportation vehicles													
% of Per Person On Island Expenditures Accounted For	5.9%	7.2%	0.0%	0.0%	2.0%	1.5%	0.0%	2.6%	1.4%	9.8%	12.9%	12.1%	1.1%

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 September 2017 period. It is:
 - **Quality & cleanliness of beaches & parks.**
- With this factor the overall r^2 is .121 meaning that **12.1% of per person on island expenditure is accounted for by this factor.**