



# **GUAM VISITORS BUREAU**

## **Korean Visitor Tracker Exit Profile**

### **FY2015 DATA AGGREGATION**



**Prepared by: QMark Research**

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# Background & 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 **4,220** 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 **4,220** is +/- 1.51 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 +/- 1.51 percentage points.

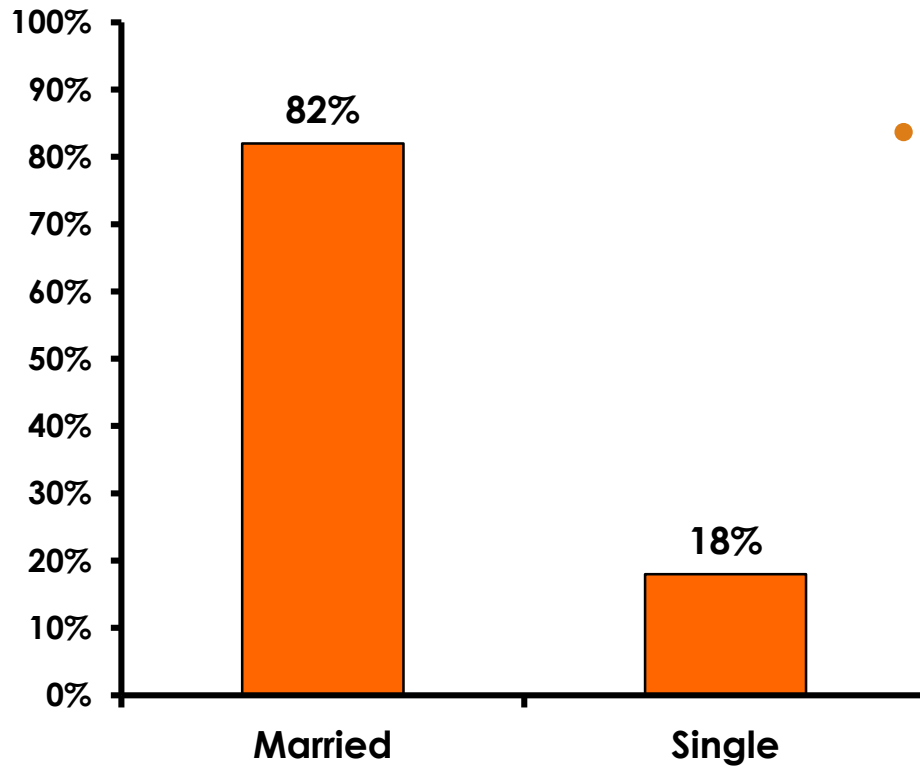
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# OBJECTIVES

- 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.

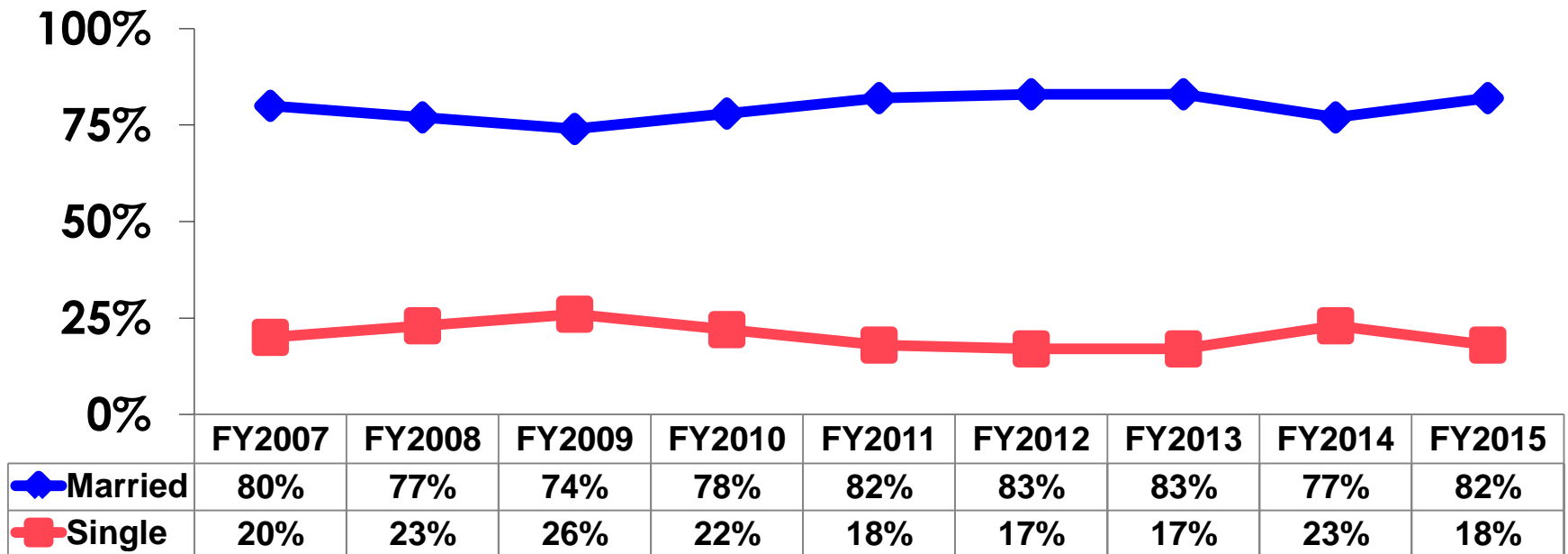
# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status - Overall

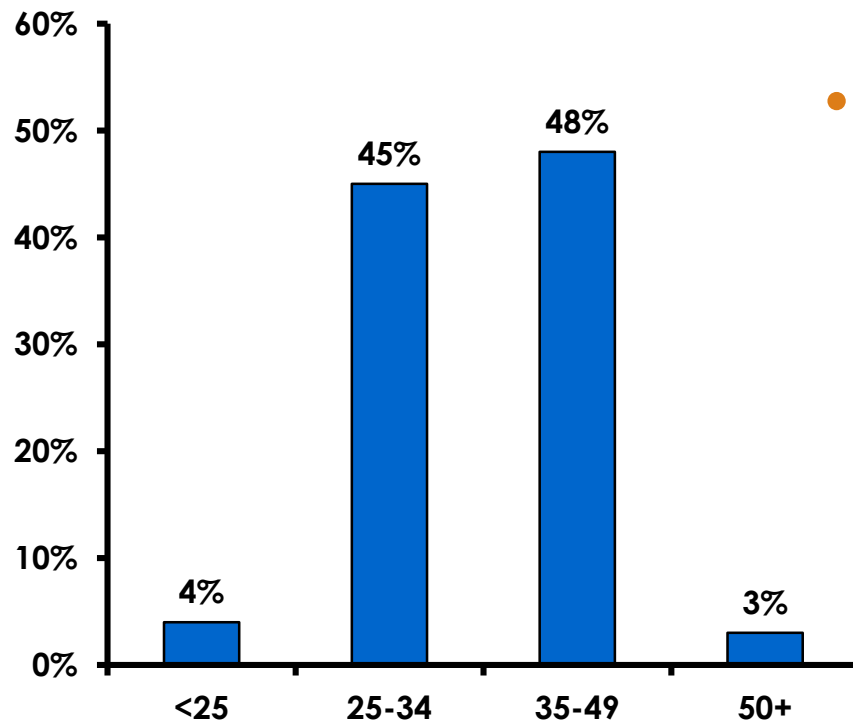


- Majority of Korean visitors are married.

# MARITAL STATUS

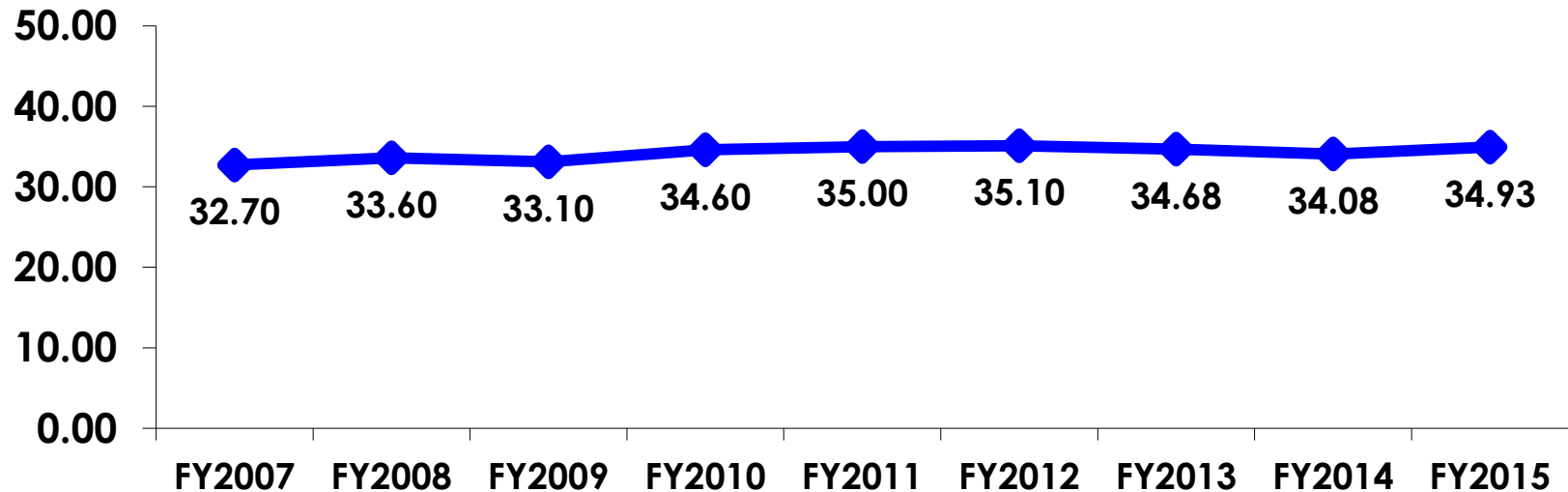


# Age - Overall



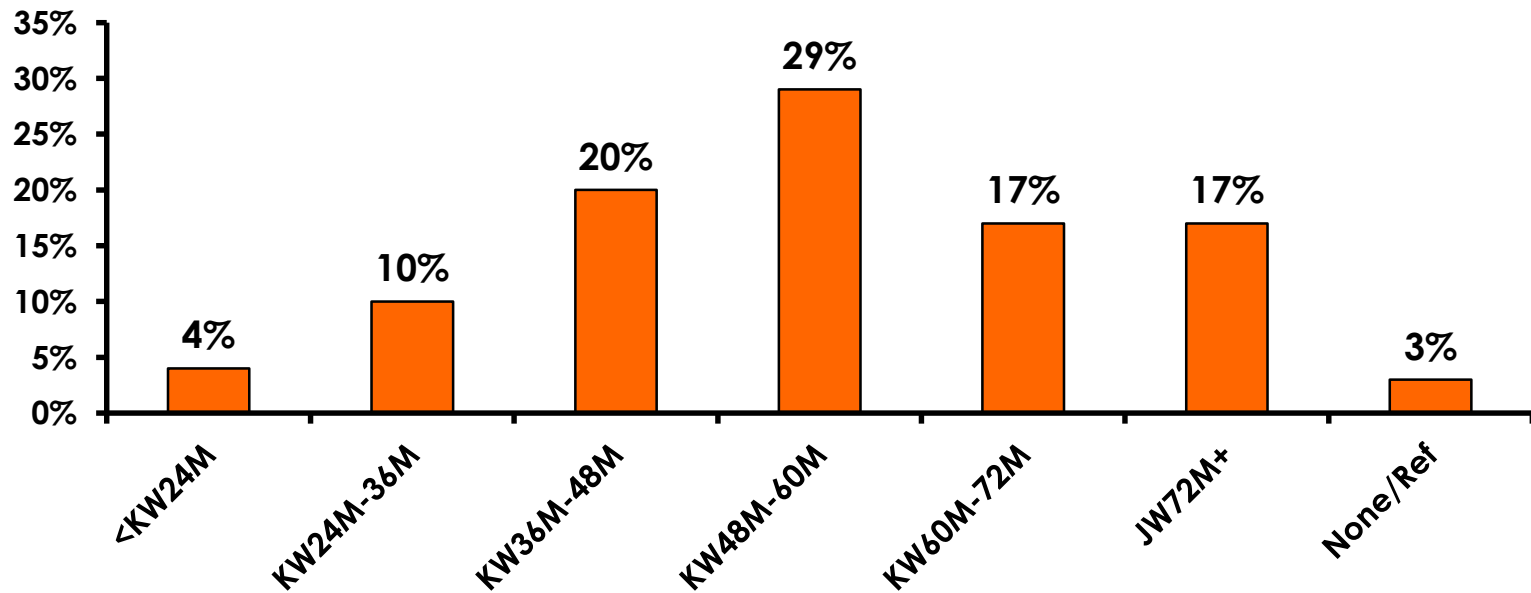
- The average age of the respondents is 34.93 years of age.

# AVERAGE - AGE





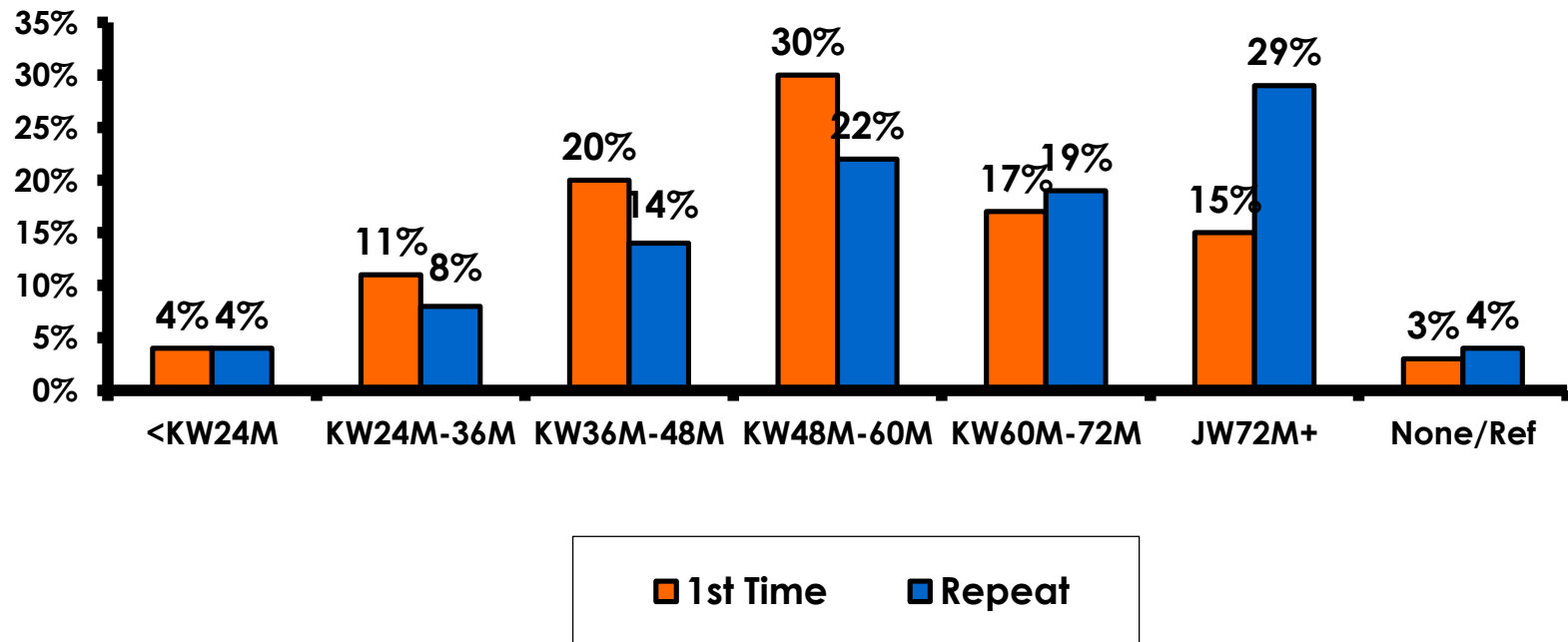
# Personal Income



# Personal Income

	FY 2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
<KW24.0m	14%	9%	11%	7%	8%	8%	7%	7%	4%
KW24.0m-36.0m	21%	19%	22%	18%	16%	14%	15%	14%	10%
KW36.0m-48.0m	16%	18%	18%	16%	18%	18%	17%	17%	20%
KW48.0m-60.0m	15%	15%	13%	16%	16%	17%	19%	19%	29%
KW60.0m-72.0m	9%	11%	10%	12%	12%	12%	13%	13%	17%
KW72.0m+	21%	24%	23%	28%	28%	28%	26%	25%	17%
Refused/ None	4%	3%	3%	3%	2%	3%	2%	6%	3%

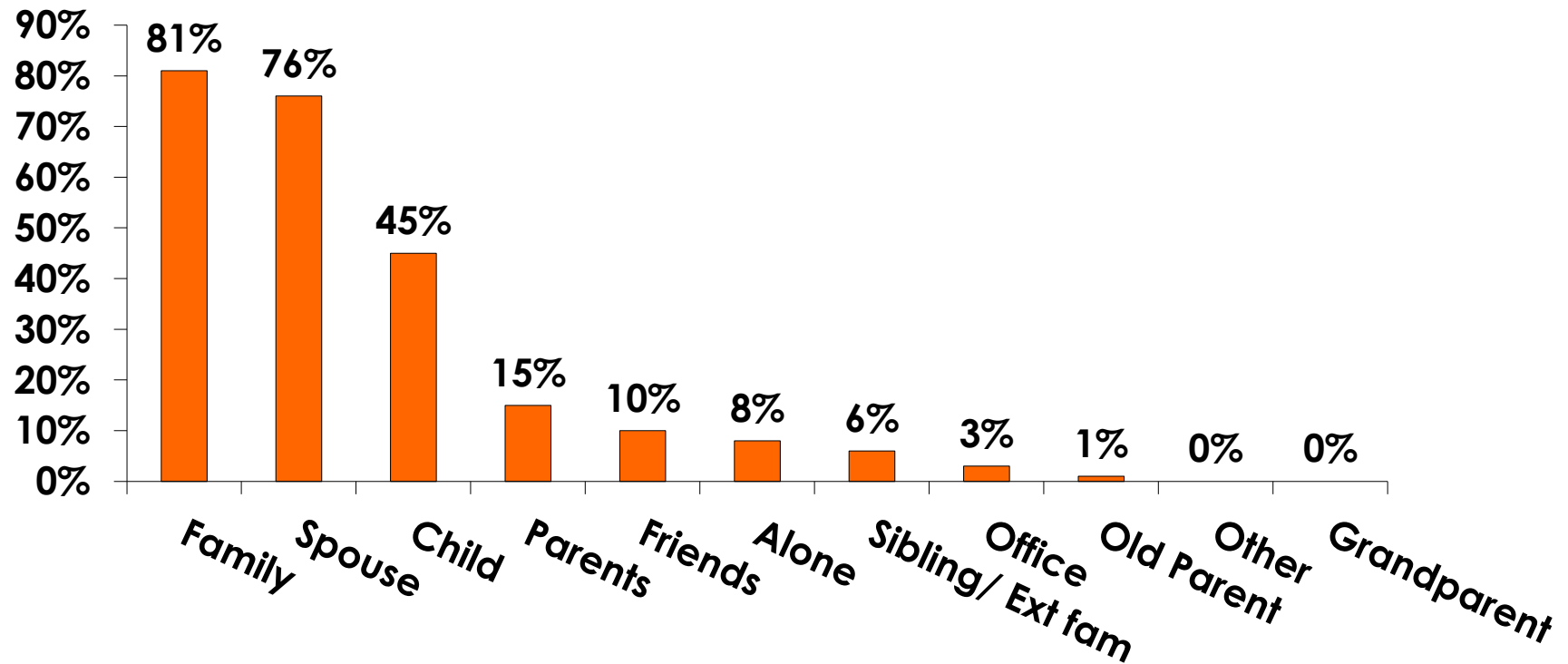
# Personal Income – 1st time vs. repeat



# Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<KW12.0M	Count	41	20	20	6	26	8	1
		Column N %	1%	1%	1%	5%	2%	0%	1%
	KW12.0M-KW24.0M	Count	107	26	81	16	71	18	1
		Column N %	3%	1%	5%	13%	4%	1%	1%
	KW24.0M-KW36.0M	Count	368	145	222	19	262	78	6
		Column N %	10%	8%	13%	15%	16%	4%	7%
	KW36.0M-KW48.0M	Count	706	343	362	18	427	251	7
		Column N %	20%	18%	22%	15%	27%	14%	8%
	KW48.0M-KW60.0M	Count	1045	609	432	10	426	589	19
		Column N %	29%	32%	26%	8%	27%	33%	22%
	KW60.0M-KW72.0M	Count	626	392	234	13	179	404	30
		Column N %	17%	20%	14%	11%	11%	23%	34%
	KW72.0M+	Count	598	351	243	17	154	405	21
		Column N %	17%	18%	15%	14%	10%	23%	24%
	No Income	Count	97	39	57	24	46	25	2
		Column N %	3%	2%	3%	20%	3%	1%	2%
	Total	Count	3588	1925	1651	123	1591	1778	87

# Travel Companions



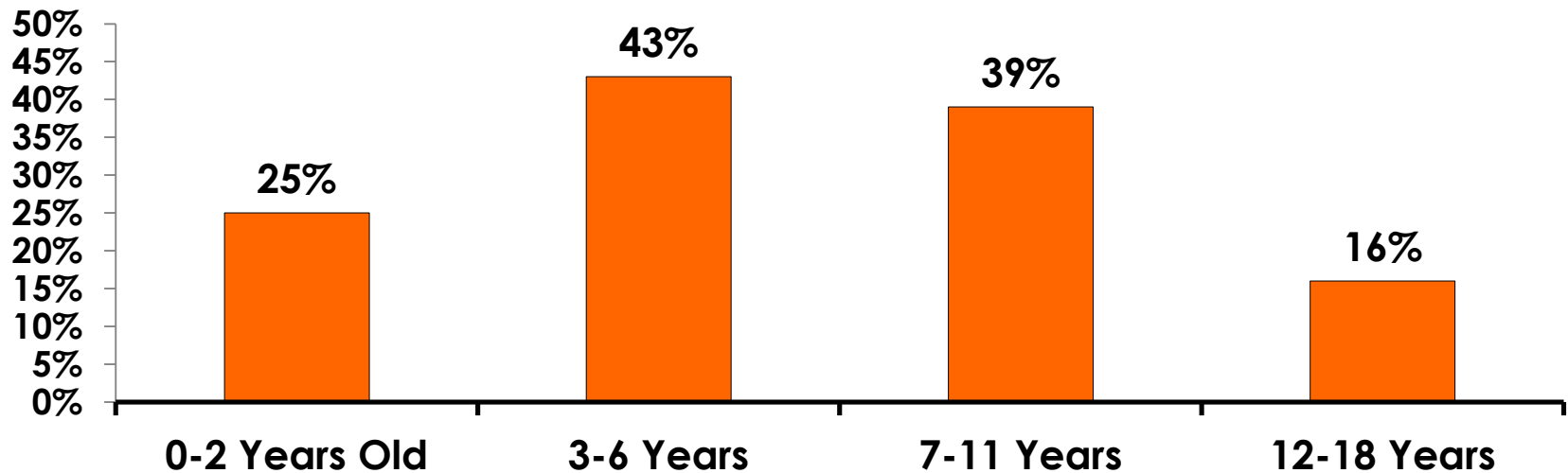
# Travel Companions

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
Family	31%	41%	35%	41%	43%	44%	81%	78%	81%
Child	27%	36%	29%	34%	36%	36%	40%	34%	45%
Spouse	43%	31%	36%	33%	35%	37%	76%	70%	76%
Friends	9%	11%	14%	10%	10%	9%	12%	13%	10%
Parent	NA	NA	NA	NA	NA	NA	11%	11%	15%
Office	8%	8%	8%	8%	7%	8%	6%	4%	3%
Sibling/ Ext Fam	NA	NA	NA	NA	NA	NA	6%	7%	6%
Alone	9%	8%	8%	7%	5%	4%	3%	7%	8%
Other	-	1%	1%	0%	0%	0%	0%	0%	0%

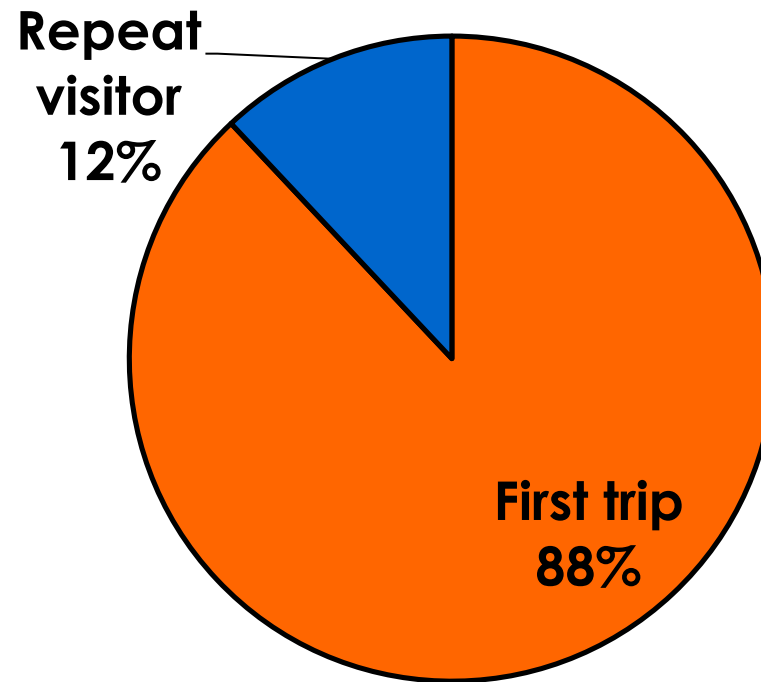
# Number of Children Travel Party

N=1,904 total respondents traveling with children.

(Of those N=1,904 respondents, there is a total of 2,651 children 18 years or younger)

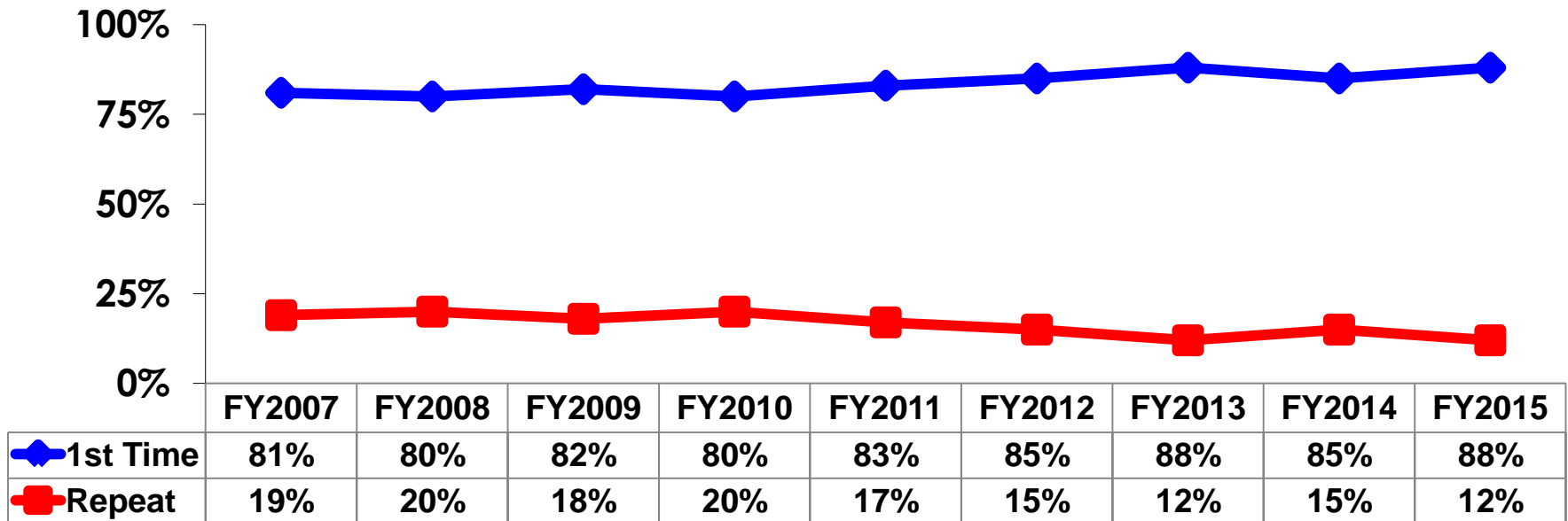


# Prior Trips to Guam





# PRIOR TRIPS TO GUAM



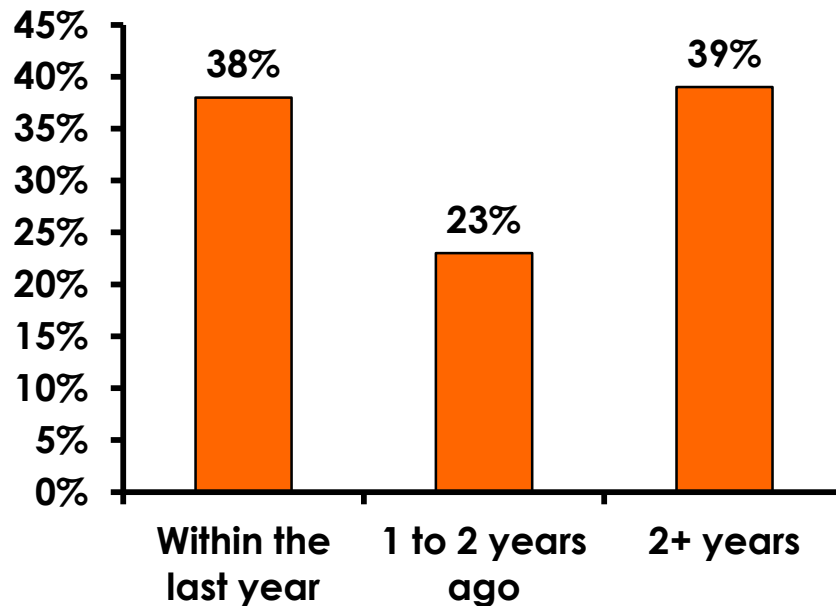
# Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
			-	1st	Repeat
GENDER	Male	Count	2126	1882	242
		Column N %	51%	51%	48%
	Female	Count	2079	1810	267
		Column N %	49%	49%	52%
AGE	Total	Count	4205	3692	509
	18-24	Count	162	143	18
		Column N %	4%	4%	4%
	25-34	Count	1886	1713	172
		Column N %	45%	46%	34%
	35-49	Count	2038	1738	297
		Column N %	48%	47%	58%
	50+	Count	120	97	23
		Column N %	3%	3%	5%
	Total	Count	4206	3691	510

- First-time visitors tend to be younger than repeat visitors to Guam.

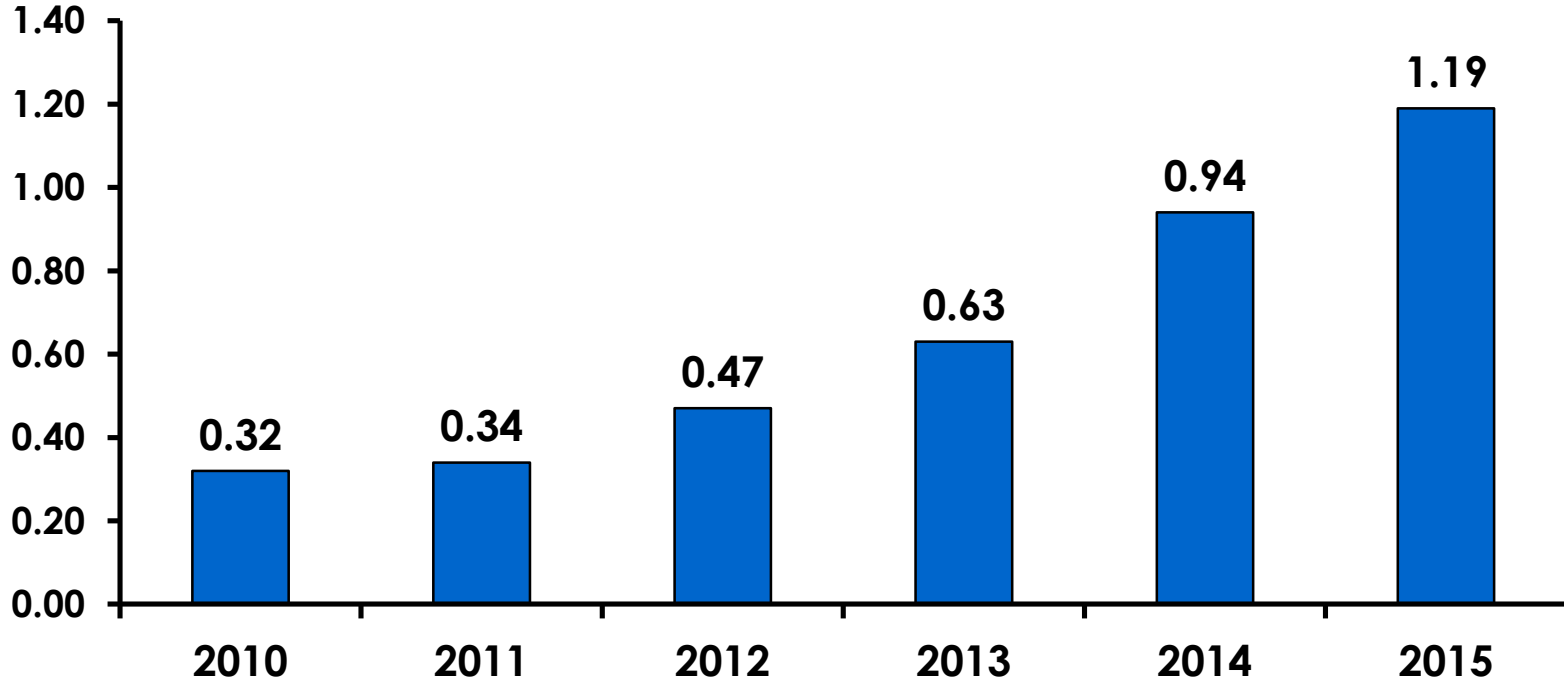
# Repeat Visitors Last Trip

n = 493



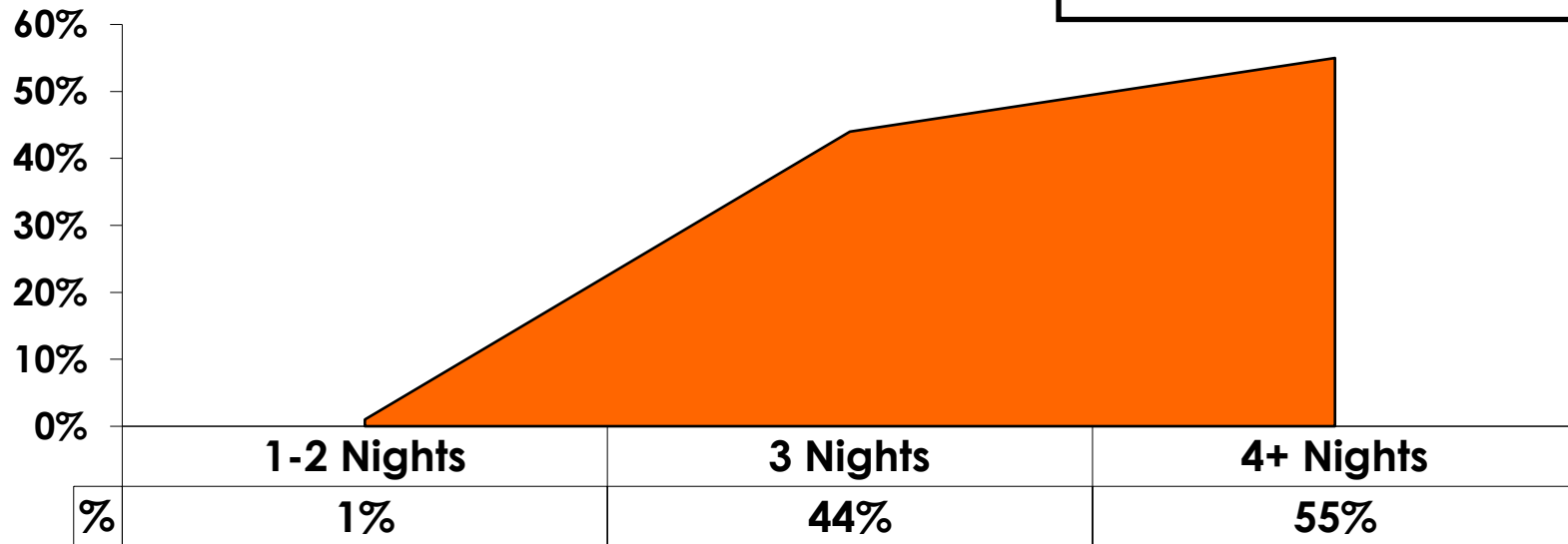
- The average repeat visitor has been to Guam 2.21 times.
- More than half the repeat visitors have been here within the last two years.

# Average Number Overnight Trips (2010-2015) (2 nights or more)

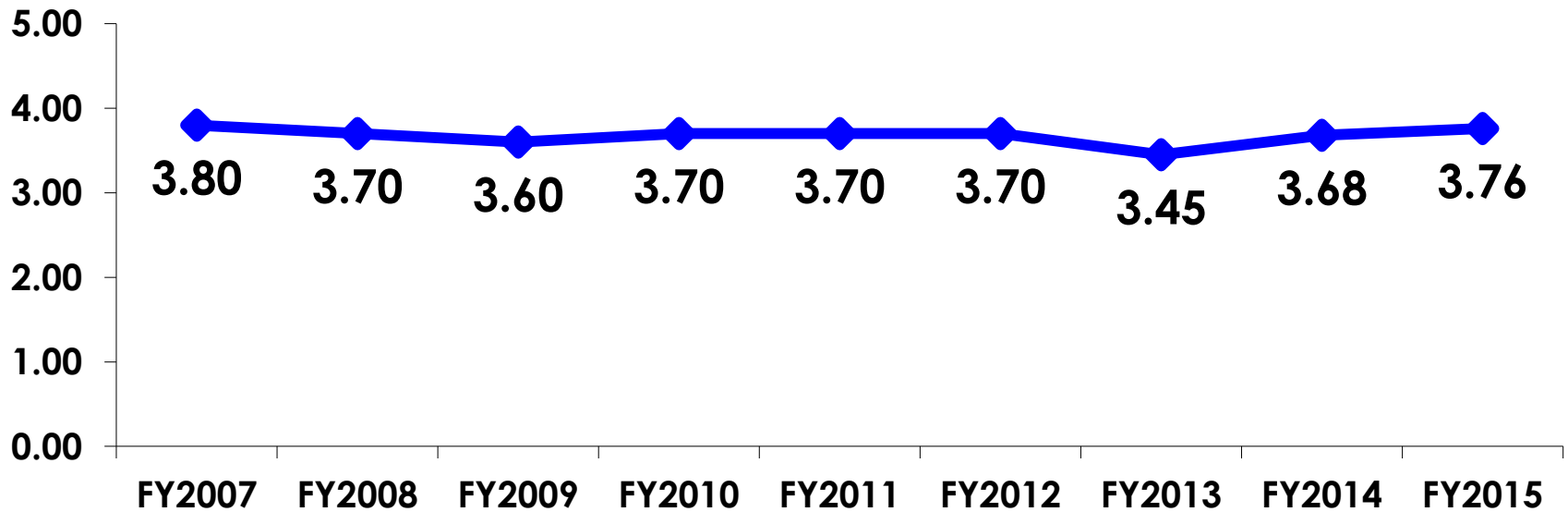


# Length of Stay

Mean = 3.76 Days  
Median = 4.0 Days



# AVG LENGTH OF STAY



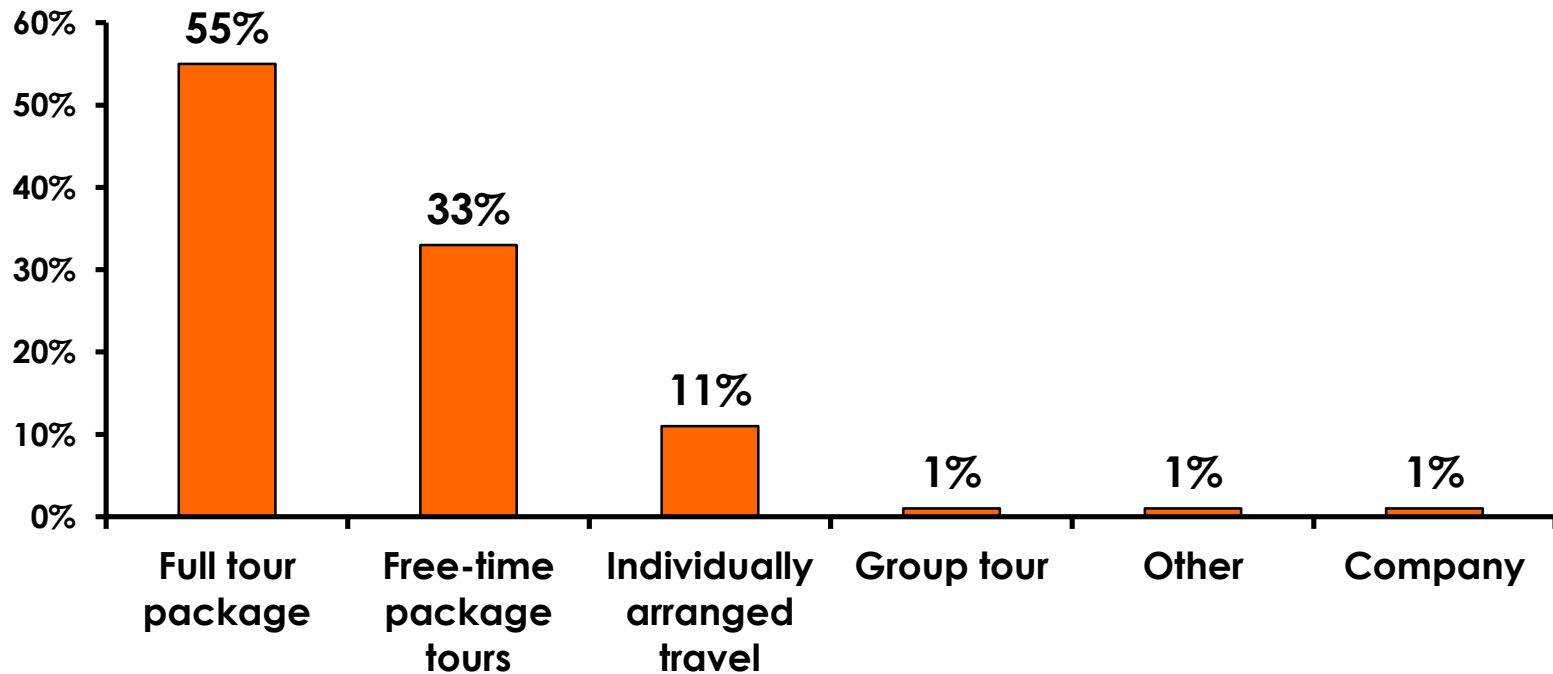
# Occupation by Income

		TOTAL	Q26							No Income	
		-	<KW12.0M	KW12.0M-KW24.0M	KW24.0M-KW36.0M	KW36.0M-KW48.0M	KW48.0M-KW60.0M	KW60.0M-KW72.0M	KW72.0M+		
Q25	White Collar Office Worker	24%	5%	29%	33%	36%	20%	18%	28%	8%	
	Self-employed	20%	18%	8%	14%	16%	27%	25%	22%	15%	
	Housewife/ Homemaker	11%	10%	10%	8%	7%	5%	7%	10%	17%	
	Professional/ Specialist/ Tech	10%	3%	12%	10%	7%	11%	16%	14%	1%	
	Service worker/ Private hse worker	8%	8%	23%	8%	8%	13%	6%	2%		
	Professor/ Teacher/ After-school	5%	10%	7%	5%	3%	6%	9%	6%	2%	
	Student	4%	21%	3%	2%	1%	0%	1%	3%	35%	
	Manager/ Admin	3%	3%	4%	4%	3%	4%	2%	3%	2%	
	Sales worker/ Clerical	3%			5%	7%	2%	1%	1%		
	Freelancer	2%	5%	1%	1%	2%	3%	4%	1%		
	Govt- Executive	2%	3%		0%	3%	3%	2%	2%		
	Govt- office worker non-mgr	1%		1%	4%	2%	1%	1%	1%	1%	
	Farmer/ Forestry/ Fisherman	1%				0%	1%	4%		1%	
	Govt- Manager	1%			2%	1%	1%	1%	1%	1%	
	Skilled worker	1%	3%		1%	1%	1%	1%	1%		
	Unemployed	1%	5%	1%	1%	0%	0%	0%	1%	14%	
	Other	1%	8%	2%	1%	1%	1%	0%	1%	1%	
	Judicial	0%			1%		0%	0%	1%		
	Retired	0%				0%		0%		1%	
	Total	Count	4031	39	103	363	702	1036	622	596	93

# SECTION 2 **TRAVEL PLANNING**



# Travel Planning - Overall



# Travel Planning - Overall

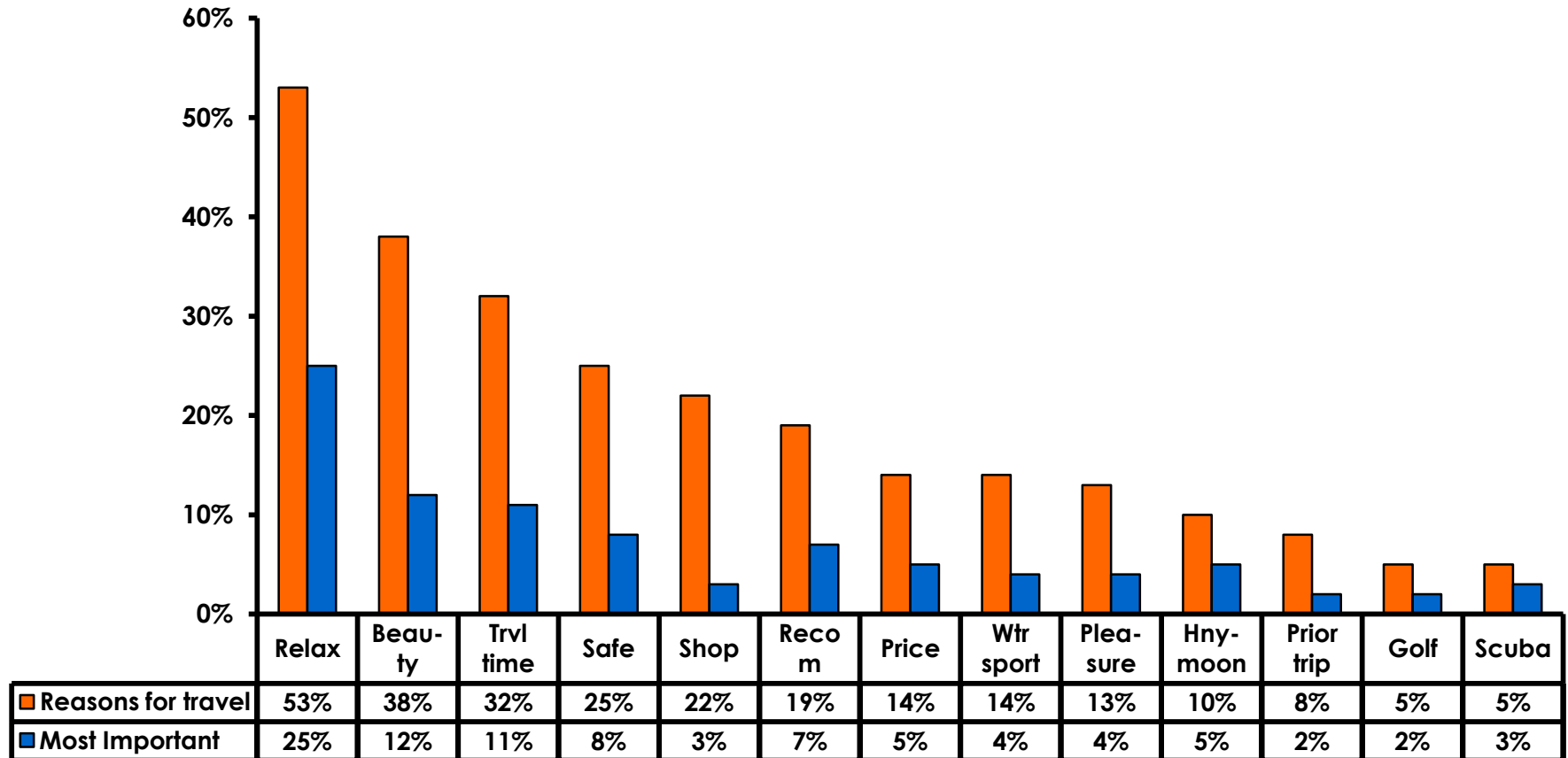
	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
<b>Full-pkg tour</b>	62%	64%	62%	59%	57%	55%	50%	37%	55%
<b>Free-time pkg tour</b>	23%	23%	28%	29%	32%	33%	39%	44%	33%
<b>FIT</b>	10%	8%	7%	8%	7%	6%	8%	16%	11%
<b>Group tour</b>	4%	4%	3%	3%	2%	3%	0%	1%	1%
<b>Com-pany</b>	NA	NA	NA	NA	1%	3%	2%	2%	1%
<b>Other</b>	0%	1%	1%	1%	1%	0%	0%	0%	0%

# Accommodation by Income

Average length of stay: 3.76 days

	TOTAL	Q26								
		-	<KW12.0M	KW12.0M-KW24.0M	KW24.0M-KW36.0M	KW36.0M-KW48.0M	KW48.0M-KW60.0M	KW60.0M-KW72.0M	KW72.0M+	No Income
Q9										
PIC Club	36%	34%	35%	25%	35%	39%	40%	42%	33%	
Hyatt Regency Guam	9%	15%	9%	9%	9%	10%	10%	11%	7%	
Lotte Hotel Guam	9%	12%	5%	9%	9%	11%	10%	6%	6%	
Hotel Nikko Guam	8%	5%	10%	14%	10%	6%	7%	7%	5%	
Sheraton Laguna Guam	5%		7%	6%	5%	5%	4%	6%	6%	
Westin Resort Guam	5%	5%	5%	6%	5%	5%	6%	4%	2%	
Hilton Guam Resort	5%	2%	5%	4%	5%	5%	4%	5%	4%	
Outrigger Guam Resort	4%	2%	5%	7%	4%	3%	3%	5%	3%	
Onward Beach Resort	4%	2%	5%	5%	4%	3%	4%	5%	7%	
Holiday Resort Guam	2%		2%	2%	3%	2%	2%	1%	2%	
Leo Palace Resort	2%		1%	1%	1%	2%	3%	3%	8%	
Guam Reef & Olive Spa	2%	2%	3%	4%	2%	2%	2%	1%	1%	
Pacific Star Resort & Spa	2%			1%	3%	2%	1%	1%		
Home stay/ friend/ relative	1%	2%	3%	1%	1%	1%	1%	1%	7%	
Fiesta Resort Guam	1%		1%	2%	1%	0%	1%	1%	3%	
Royal Orchid Guam	1%			2%	1%	0%	0%	0%	1%	
Verona Resort & Spa	1%	12%	2%	1%	1%	1%	1%	1%		
Bayview Hotel	1%	2%	1%	0%	1%	0%	0%	1%		
Guam Plaza Hotel	0%	2%	2%	1%		0%	0%		1%	
Oceanview Hotel	0%			1%	0%			0%		
Condo	0%				0%	0%	0%	0%	1%	
Pacific Bay Hotel	0%			0%	0%	0%	0%		1%	
Other	0%		1%	1%	0%	0%	0%			
Hotel Santa Fe	0%			0%	0%		0%	0%		
Apartment	0%				0%		0%			
Dusit Thani Guam Resort	0%				0%	0%	0%	0%		
Aqua Suites	0%			0%	0%		0%			
Grand Plaza Hotel	0%				0%	0%				
Days Inn (Tamuning)	0%									
Total	Count	4217	41	107	367	706	1045	626	597	97

# Travel Motivation - Top Responses



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# Most Important Reason for Choosing Guam

- Relaxation
- Guam's natural beauty/ beaches
- Short travel time

are the primary reasons for visiting during this period.

# Most Important- Top 3

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
<b>Relax</b>	29%	32%	30%	31%	32%	32%	32%	27%	25%
<b>Natural Beauty</b>	15%	16%	16%	15%	16%	16%	19%	16%	12%
<b>Honey-moon</b>	13%	Not top 3	12%	9%	9%	10%	Not top 3	10%	Not top 3
<b>Short travel time</b>	Not top 3	8%	Not top 3	9%	9%	10%	10%	Not top 3	11%

# Motivation by Age & Gender

		TOTAL	AGE				GENDER		
		-	18-24	25-34	35-49	50+	Male	Female	
Q5A	Relax	53%	48%	47%	59%	56%	54%	51%	
	Natural beauty	38%	54%	38%	37%	43%	37%	38%	
	Short travel time	32%	26%	32%	33%	25%	30%	34%	
	Safe	25%	17%	23%	28%	38%	26%	25%	
	Shopping	22%	27%	26%	19%	10%	20%	24%	
	Recomm- friend/family/trvl agnt	19%	20%	18%	20%	25%	18%	21%	
	Price	14%	19%	15%	12%	21%	14%	14%	
	Water sports	14%	23%	15%	13%	8%	14%	14%	
	Pleasure	13%	19%	13%	12%	18%	13%	13%	
	Honeymoon	10%	14%	16%	4%		10%	9%	
	Previous trip	8%	7%	6%	10%	13%	8%	9%	
	Golf	5%	2%	5%	6%	11%	6%	5%	
	Scuba	5%	3%	5%	5%	3%	6%	4%	
	Company/ Business Trip	4%	2%	4%	4%	9%	4%	4%	
	Visit friends/ Relatives	4%	6%	5%	3%	9%	4%	4%	
	Married/ Attn wedding	4%	1%	5%	4%	2%	4%	4%	
	Company Sponsored	3%	4%	3%	3%	3%	3%	3%	
	Career Cert/ Testing	2%	3%	3%	2%		2%	2%	
	Convention/ Trade/ Conference	2%		2%	2%	1%	2%	2%	
	Organized sports	2%	3%	2%	2%	3%	2%	2%	
	Other	2%	3%	1%	1%	3%	2%	2%	
	Total	Count	4208	160	1880	2034	120	2117	2076

# Motivation by Income

		TOTAL	Q26							No Income	
		-	<KW12.0M	KW12.0M-KW24.0M	KW24.0M-KW36.0M	KW36.0M-KW48.0M	KW48.0M-KW60.0M	KW60.0M-KW72.0M	KW72.0M+		
Q5A	Relax	53%	51%	47%	52%	52%	55%	63%	61%	45%	
	Natural beauty	38%	44%	34%	45%	40%	30%	40%	55%	53%	
	Short travel time	32%	12%	18%	30%	29%	36%	33%	32%	24%	
	Safe	25%	20%	19%	25%	21%	24%	26%	30%	24%	
	Shopping	22%	22%	22%	27%	25%	18%	19%	30%	29%	
	Recomm- friend/family/trvl agnt	19%	22%	21%	19%	19%	17%	23%	19%	14%	
	Price	14%	5%	11%	16%	13%	14%	14%	9%	17%	
	Water sports	14%	17%	14%	16%	14%	14%	11%	13%	10%	
	Pleasure	13%	10%	12%	11%	13%	12%	15%	16%	17%	
	Honeymoon	10%	17%	24%	21%	14%	9%	5%	4%	6%	
	Previous trip	8%	2%	7%	7%	6%	7%	9%	15%	11%	
	Golf	5%	5%	2%	1%	5%	6%	7%	4%		
	Scuba	5%	7%	2%	4%	4%	6%	4%	2%	3%	
	Company/ Business Trip	4%	2%	4%	3%	6%	4%	4%	2%	1%	
	Visit friends/ Relatives	4%	10%	6%	4%	4%	4%	2%	2%	5%	
	Married/ Attn wedding	4%	2%	1%	1%	5%	7%	4%	0%	2%	
	Company Sponsored	3%	2%	9%	3%	3%	2%	2%	2%		
	Career Cert/ Testing	2%			0%	3%	3%	2%	1%	3%	
	Convention/ Trade/ Conference	2%			0%	2%	3%	3%	0%		
	Organized sports	2%		4%	2%	1%	2%	1%	2%		
	Other	2%	5%		3%	2%	1%	1%	3%	1%	
	Total	Count	4208	41	107	367	706	1043	622	597	96



# SECTION 3 **EXPENDITURES**

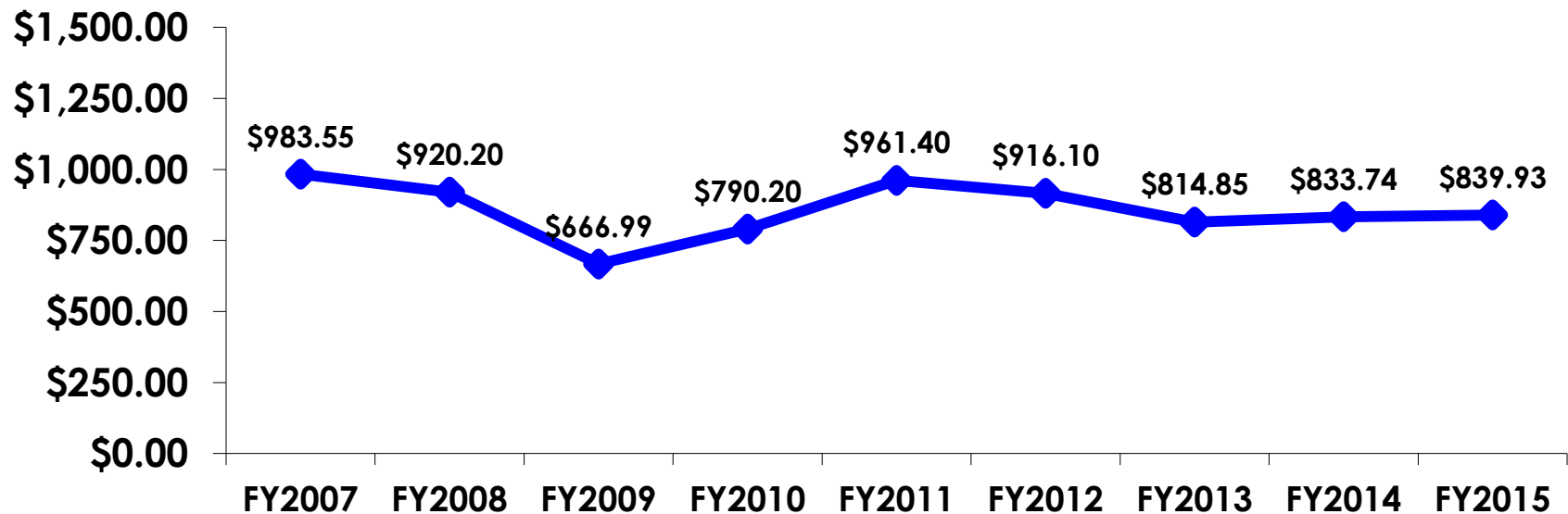
# Prepaid Expenditures

## KW Varies/US\$1

- \$2,377.75 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$26,931 = maximum (highest amount recorded for the entire sample)
- \$839.93 = overall mean average per person prepaid expenditures

# PREPAID EXPENDITURES

## Per Person



# Breakdown of Prepaid Expenditures

## KW Varies=\$1

(Filter: Only those who responded/  
Per Travel Party)

	MEAN \$
Air & Accommodation package only	\$2,481.01
Air & Accommodation w/ daily meal package	\$3,323.42
Air only	\$1,245.17
Accommodation only	\$758.08
Accommodation w/ daily meal only	\$980.86
Food & Beverages in Hotel	\$115.75
Ground transportation – Korea	\$109.76
Ground transportation – Guam	\$245.86
Optional tours/ activities	\$344.65
Other expenses	\$374.78
<b>Total Prepaid</b>	<b>\$2,377.75</b>

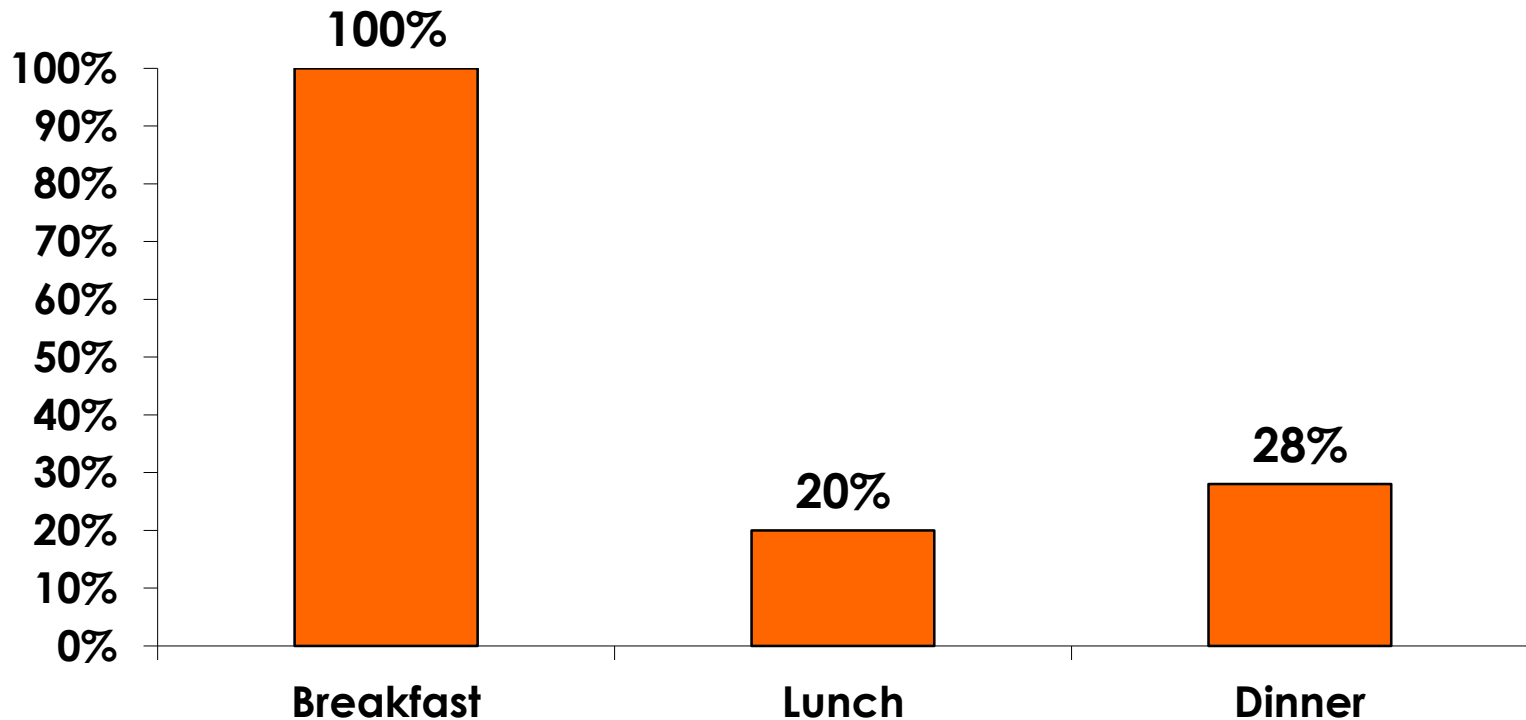
# Breakdown of Prepaid Expenditures

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
Air & Accommodation package only	\$2,144.18	\$2,046	\$1,207	\$1,947.10	\$2,207.00	\$2,378.40	\$1,964.05	\$2,192.37	\$2,481.01
Air & Accommodation w/ daily meal package	\$2,662.38	\$2,766	\$1,936	\$2,427.00	\$3,087.00	\$3,197.80	\$2,613.79	\$2,853.04	\$3,323.42
Air only	\$849.45	\$1,070	\$865	\$672.30	\$1,069.70	\$1,366.00	\$1,377.34	\$1,223.68	\$1,245.17
Accommodation only	\$625.23	\$578	\$595	\$580.90	\$944.80	\$1,385.10	\$932.53	\$787.12	\$758.08
Accommodation w/ daily meal only	\$985.93	\$830	\$517	\$842.90	\$957.30	\$962.50	\$956.05	\$950.76	\$980.86
Food & Beverages in Hotel	\$103.80	\$146	\$133	\$141.60	\$150.50	\$382.30	\$255.35	\$214.95	\$115.75
Ground transportation –	\$84.98	\$76	\$54	\$69.70	\$83.70	\$100.30	\$86.53	\$103.36	\$109.76
Ground transportation –	\$68.04	\$88	\$76	\$98.40	\$117.50	\$170.00	\$158.51	\$170.47	\$245.86
Optional tours/ activities	\$353.46	\$367	\$280	\$344.00	\$329.30	\$397.90	\$408.61	\$345.50	\$344.65
Other expenses	\$542.02	\$806	\$362	\$468.20	\$465.70	\$446.30	\$405.24	\$484.13	\$374.78
<b>Total Prepaid</b>	<b>\$2,217.43</b>	<b>\$2,374</b>	<b>\$1,584</b>	<b>\$1,932.10</b>	<b>\$2,428.30</b>	<b>\$2,350.00</b>	<b>\$1,959.37</b>	<b>\$2,011.85</b>	<b>\$2,377.75</b>

# PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n=2192

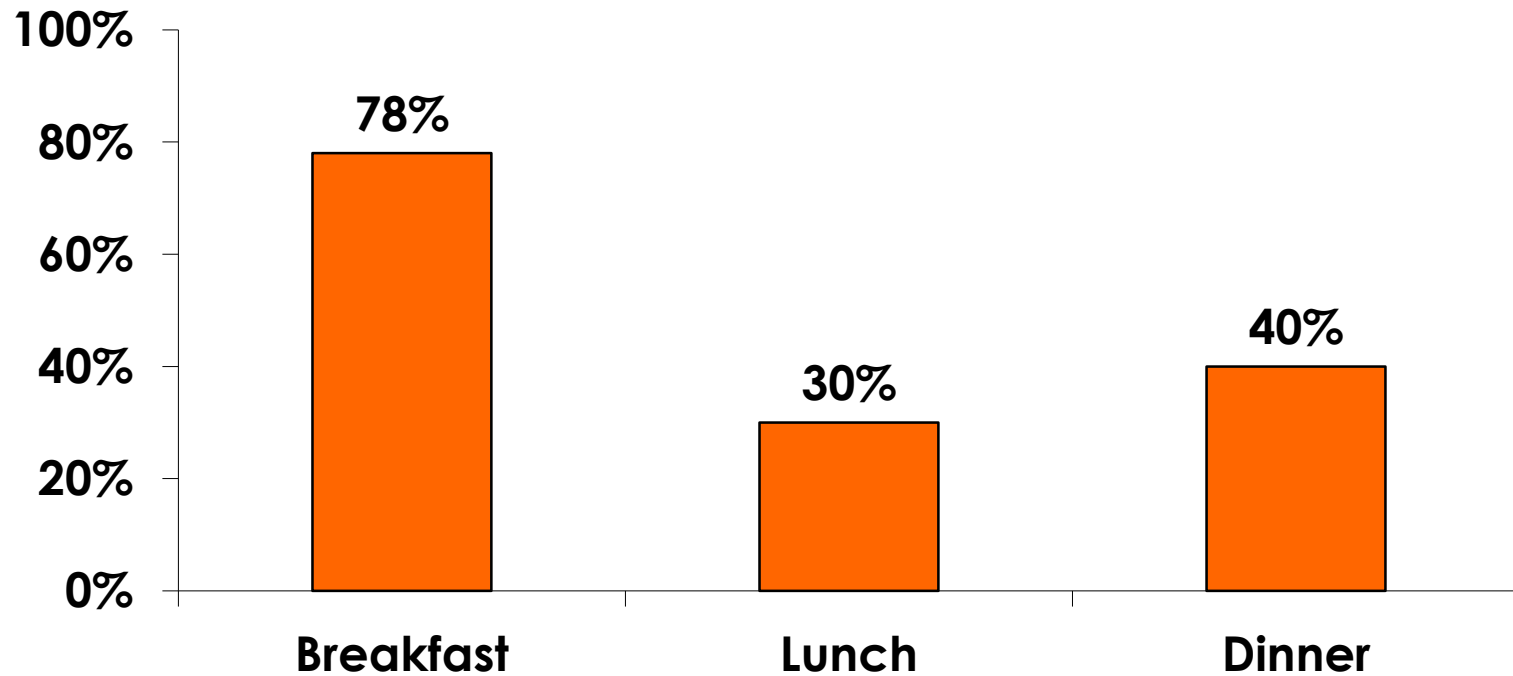


Mean=\$3,323.42 per travel party

# PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

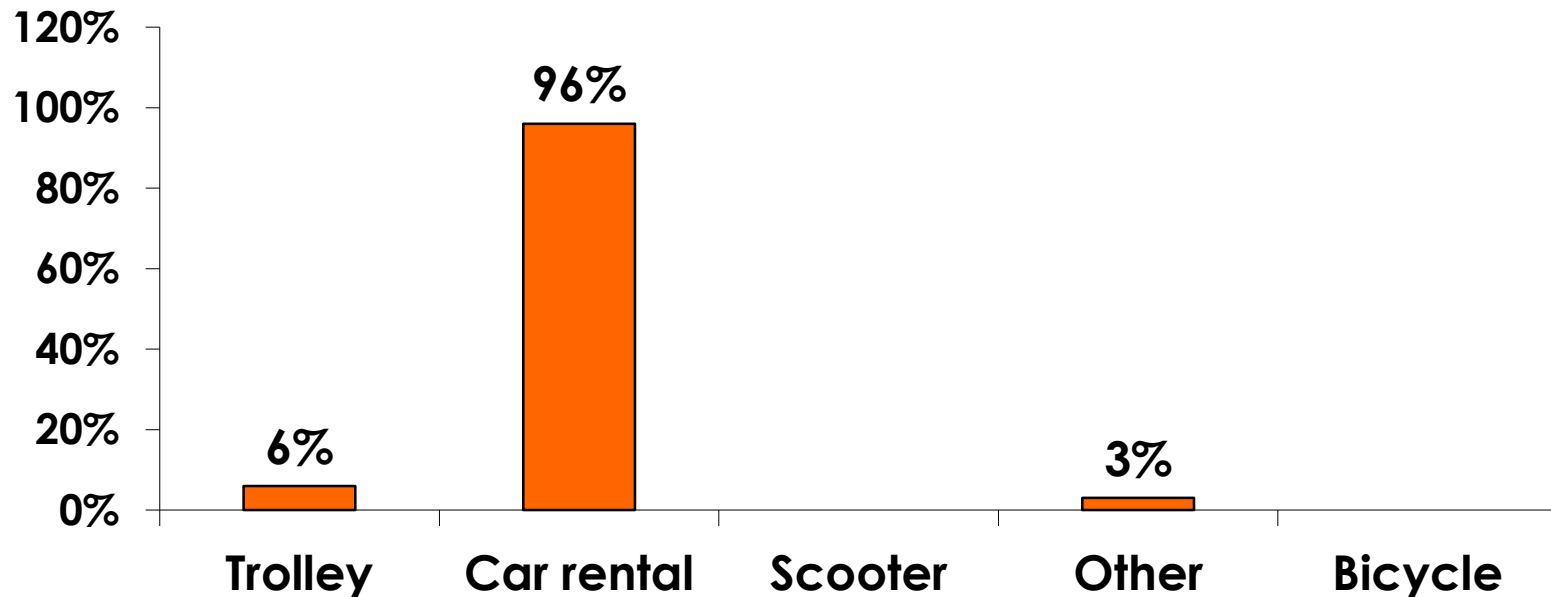
n=40



Mean=\$980.86 per travel party

# PREPAID GROUND TRANSPORTATION

n=70



Mean=\$245.86 per travel party



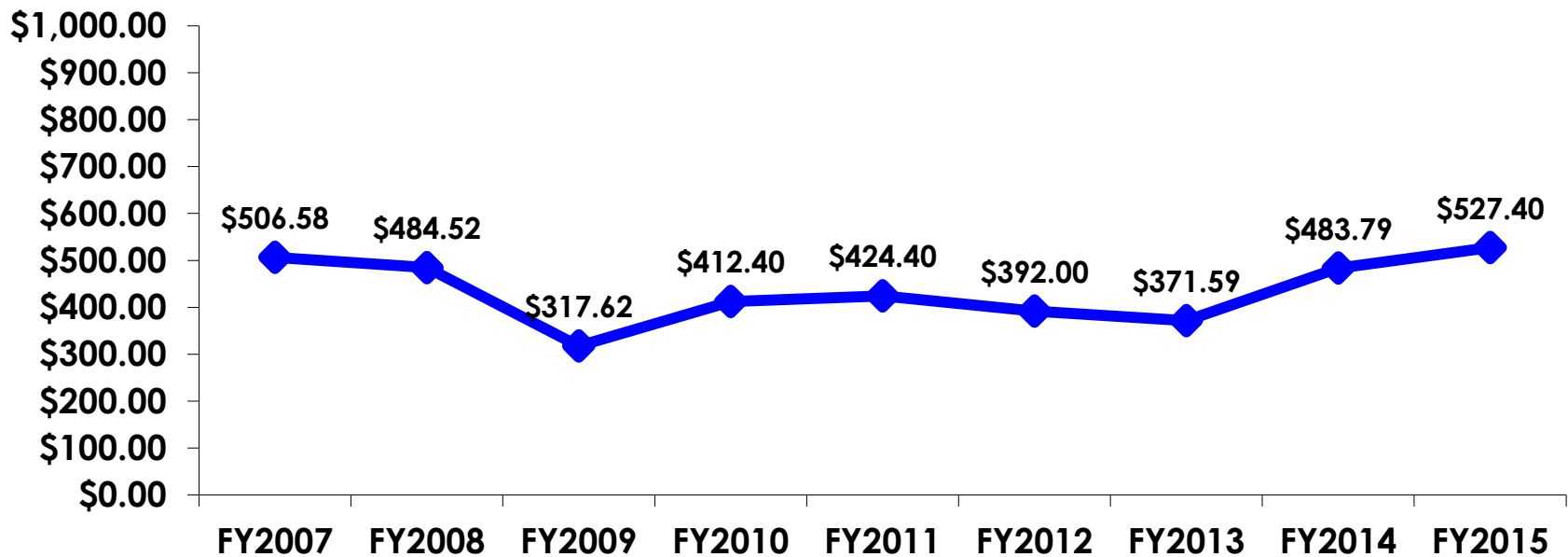
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# On-Island Expenditures

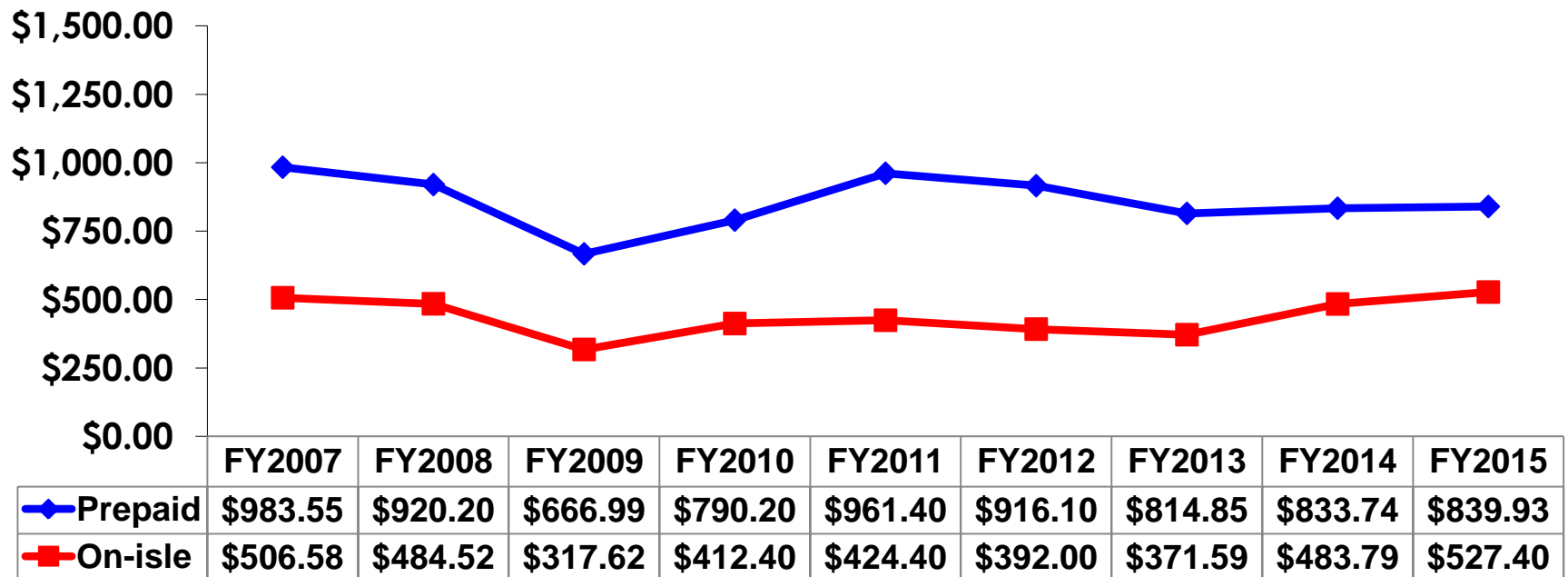
- \$1,357.77 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$11,000 = Maximum (highest amount recorded for the entire sample)
- \$527.40 = overall mean average per person on-island expenditure

# ON-ISLAND EXPENDITURES

## Per Person



# PREPAID/ ON-ISLE EXPENDITURES – Per Person



# Total On-Island Expenditure by Gender & Age

		TOTAL	GENDER		GENDER							
		-	Male	Female	Male				Female			
					AGE				AGE			
					18-24	25-34	35-49	50+	18-24	25-34	35-49	50+
PER PERSON	Mean	\$527.40	\$531.83	\$521.85	\$485.06	\$608.01	\$478.38	\$541.94	\$521.34	\$574.17	\$451.56	\$816.89
	Median	\$467	\$500	\$450	\$375	\$500	\$400	\$500	\$470	\$500	\$400	\$725
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$5,000	\$5,000	\$4,000	\$1,500	\$5,000	\$3,000	\$1,750	\$2,150	\$3,000	\$4,000	\$2,600

# On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$55.60	\$63.09	\$46.96	\$32.09	\$50.05	\$61.15	\$85.79
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$25.78	\$26.49	\$24.53	\$34.13	\$23.78	\$26.65	\$33.15
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B RESTRNT	Mean	\$87.83	\$97.22	\$77.51	\$78.73	\$97.83	\$78.45	\$104.30
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPT TOUR	Mean	\$153.81	\$154.69	\$152.82	\$110.23	\$141.06	\$167.44	\$197.77
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$223.32	\$238.67	\$208.18	\$144.50	\$233.38	\$220.00	\$231.92
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- OTHER	Mean	\$164.63	\$172.32	\$156.22	\$111.12	\$172.50	\$162.57	\$162.65
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TRANS	Mean	\$69.39	\$70.42	\$68.17	\$55.69	\$71.11	\$68.31	\$84.01
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$574.86	\$578.55	\$570.97	\$474.12	\$483.74	\$666.26	\$617.87
	Median	\$60	\$50	\$80	\$28	\$50	\$100	\$100
TOTAL	Mean	\$1,357.77	\$1,403.63	\$1,308.26	\$1,039.81	\$1,275.60	\$1,453.63	\$1,526.62
	Median	\$1,050	\$1,105	\$1,000	\$750	\$1,000	\$1,200	\$1,200

# On-Island Expenditures

## First Timers & Repeaters

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$55.60	\$45.88	\$124.56
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$25.78	\$24.49	\$33.27
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$87.83	\$82.05	\$128.30
	Median	\$0	\$0	\$0
OPT TOUR	Mean	\$153.81	\$154.48	\$147.56
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$223.32	\$220.12	\$244.04
	Median	\$0	\$0	\$0
GIFT- OTHER	Mean	\$164.63	\$162.74	\$173.60
	Median	\$0	\$0	\$0
TRANS	Mean	\$69.39	\$66.09	\$91.42
	Median	\$0	\$0	\$0
OTHER	Mean	\$574.86	\$580.04	\$541.04
	Median	\$60	\$70	\$50
TOTAL	Mean	\$1,357.77	\$1,338.78	\$1,483.74
	Median	\$1,050	\$1,000	\$1,100

# ON-ISLE EXPENDITURES – Per Day

\$500.00  
\$400.00  
\$300.00  
\$200.00  
\$100.00  
\$0.00

	FY2014	FY2015							
◆ Per Person	\$136.26	\$145.33							
■ Travel Party	\$293.02	\$372.57							

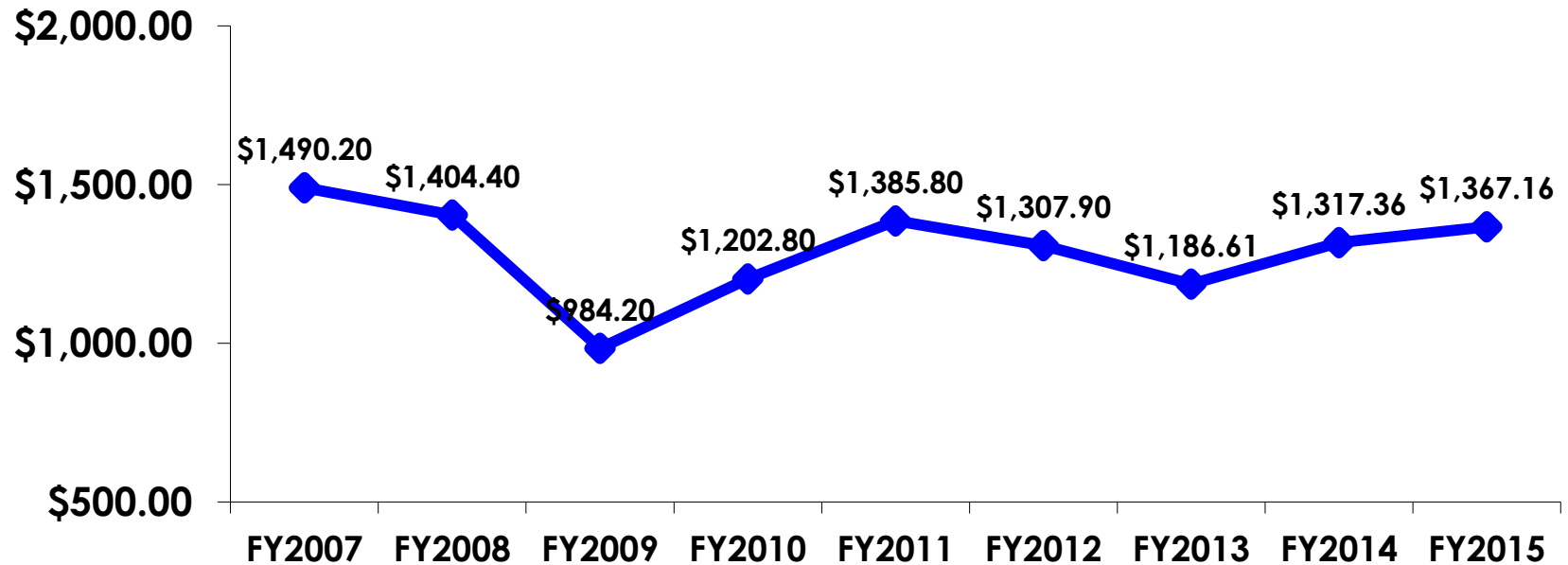
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# Total Expenditures Per Person (Prepaid & On-Island)

- \$1,367.16 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$9,626 = Maximum (highest amount recorded for the entire sample)



# TOTAL EXPENDITURES Per Person



# Breakdown of On-Island Expenditures

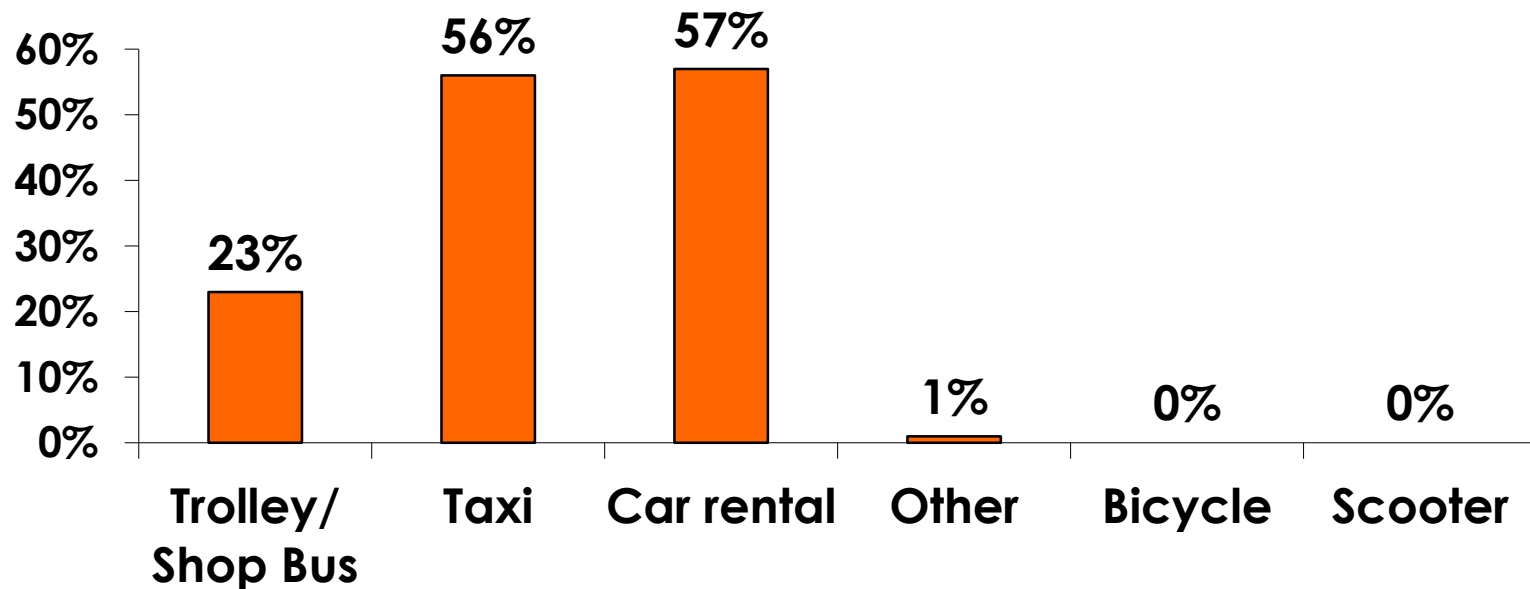
	MEAN \$
Food & beverage in a hotel	\$55.60
Food & beverage in fast food restaurant/convenience store	\$25.78
Food & beverage at restaurants or drinking establishments outside a hotel	\$87.83
Optional tours and activities	\$153.81
Gifts/ souvenirs for yourself/companions	\$223.32
Gifts/ souvenirs for friends/family at home	\$164.63
Local transportation	\$69.39
Other expenses not covered	\$574.86
<b>Average Total</b>	<b>\$1,357.77</b>

# Breakdown of On-Island Expenditures

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
Food & beverage in a hotel	\$64.70	\$63.00	\$40.50	\$50.10	\$45.20	\$51.20	\$51.01	\$58.11	\$55.60
Food & beverage in fast food restaurant/convenience store	\$35.40	\$24.60	\$21.70	\$23.20	\$29.60	\$25.20	\$30.40	\$32.73	\$25.78
Food & beverage at restaurants or drinking establishments outside a hotel	\$35.40	\$44.30	\$39.90	\$39.10	\$48.50	\$44.30	\$58.14	\$79.86	\$87.83
Optional tours and activities	\$173.10	\$118.50	\$96.60	\$117.00	\$121.40	\$110.00	\$84.36	\$97.18	\$153.81
Gifts/ souvenirs for yourself/ companions	\$324.10	\$208.60	\$132.90	\$197.30	\$227.90	\$199.10	\$189.09	\$237.73	\$223.32
Gifts/ souvenirs for friends/family	\$232.00	\$126.50	\$87.40	\$115.70	\$130.60	\$114.20	\$113.57	\$139.58	\$164.63
Local transportation	\$27.70	\$26.80	\$22.20	\$26.30	\$26.00	\$26.80	\$35.30	\$52.35	\$69.39
Other expenses not covered	\$156.90	\$476.40	\$240.70	\$337.40	\$310.80	\$319.80	\$274.93	\$335.33	\$574.86
<b>Average Total</b>	<b>\$1,051.20</b>	<b>\$1,085.50</b>	<b>\$679.80</b>	<b>\$907.50</b>	<b>\$939.30</b>	<b>\$886.30</b>	<b>\$835.06</b>	<b>\$1,030.98</b>	<b>\$1,357.77</b>

# Local Transportation

n=1756



Mean=\$69.39 per travel party

---

# Guam Airport Expenditures

- \$65.42 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$2,000 = Maximum (highest amount recorded for the entire sample)

# Breakdown of Airport Expenditures

	<b>MEAN \$</b>
<b>Food &amp; Beverages</b>	\$17.23
<b>Gifts/Souvenirs Self</b>	\$25.25
<b>Gifts/Souvenirs Others</b>	\$23.79
<b>Total</b>	<b>\$65.42</b>

# Breakdown of Airport Expenditures

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
<b>Food &amp; Beverage</b>	\$9.80	\$9.60	\$4.00	\$4.60	\$5.40	\$6.10	\$5.44	\$9.16	\$17.23
<b>Gifts/ Souvenirs Self</b>	\$43.00	\$31.70	\$28.60	\$33.00	\$34.70	\$30.90	\$29.37	\$33.08	\$25.25
<b>Gifts/ Souvenirs Others</b>	\$37.20	\$29.00	\$24.20	\$24.50	\$28.60	\$17.70	\$24.12	\$25.37	\$23.79
<b>Total</b>	\$88.50	\$70.50	\$56.70	\$62.40	\$68.80	\$54.80	\$59.38	\$67.65	\$65.42

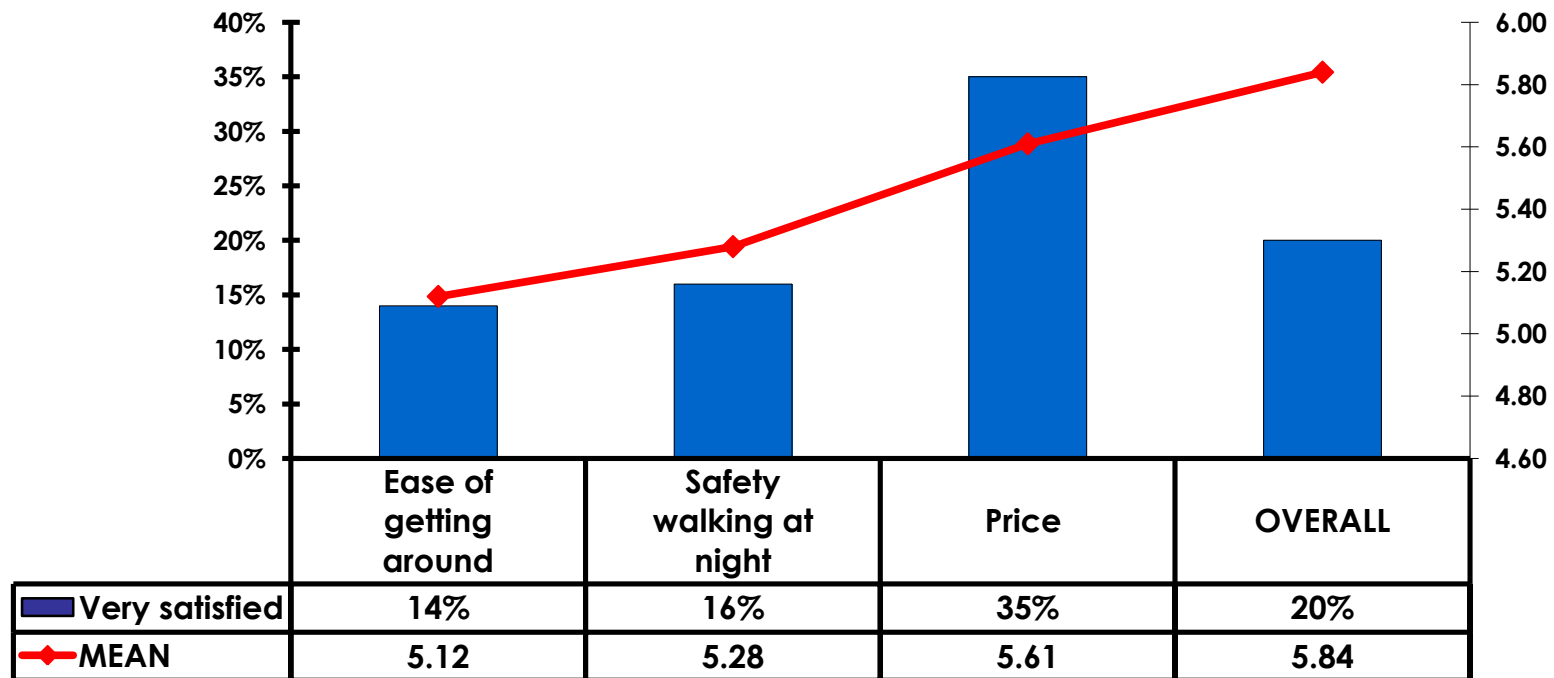
# SECTION 4 **VISITOR SATISFACTION**



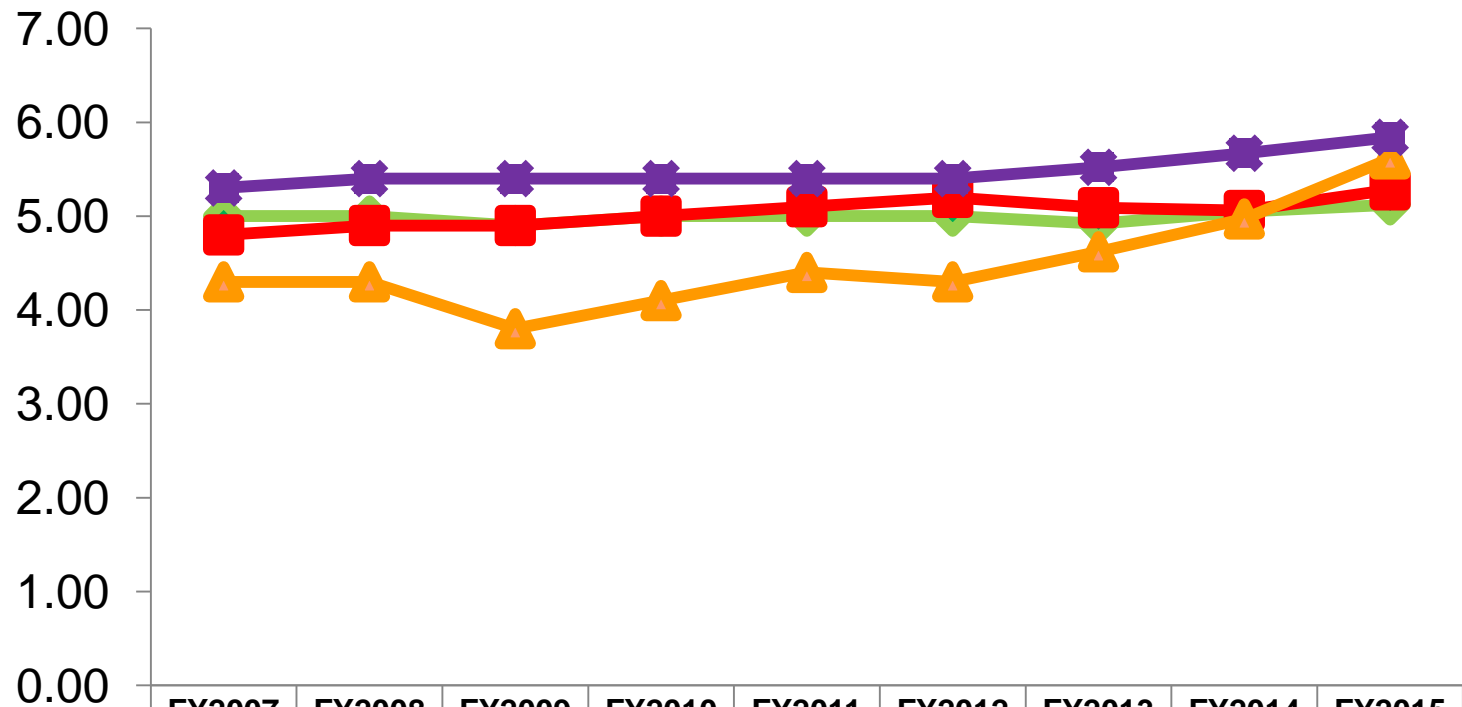
# Satisfaction Scores Overall




7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Satisfaction Scores Overall

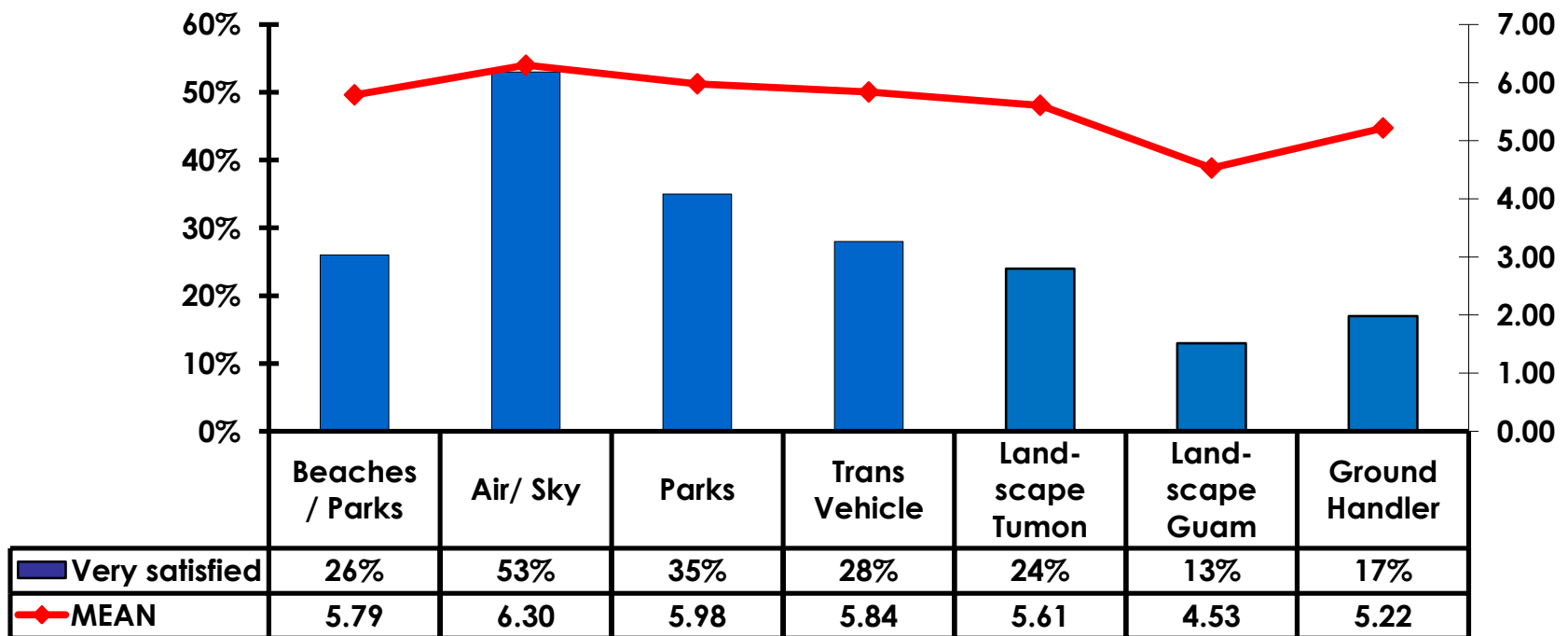


	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
 Ease of getting around	5.00	5.00	4.90	5.00	5.00	5.00	4.92	5.05	5.12
 Safety walking at night	4.80	4.90	4.90	5.00	5.10	5.20	5.09	5.06	5.28
 Price	4.30	4.30	3.80	4.10	4.40	4.30	4.62	4.97	5.61
 OVERALL	5.30	5.40	5.40	5.40	5.40	5.40	5.52	5.67	5.84

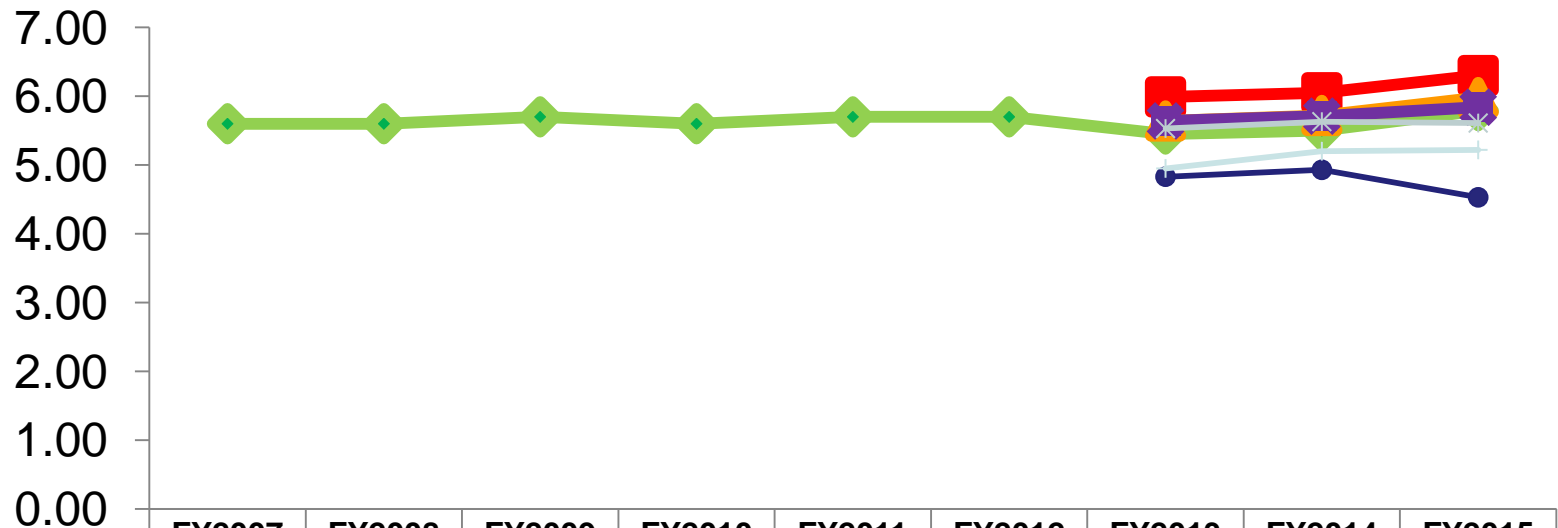
# Satisfaction Quality/ Cleanliness

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Satisfaction Quality/ Cleanliness

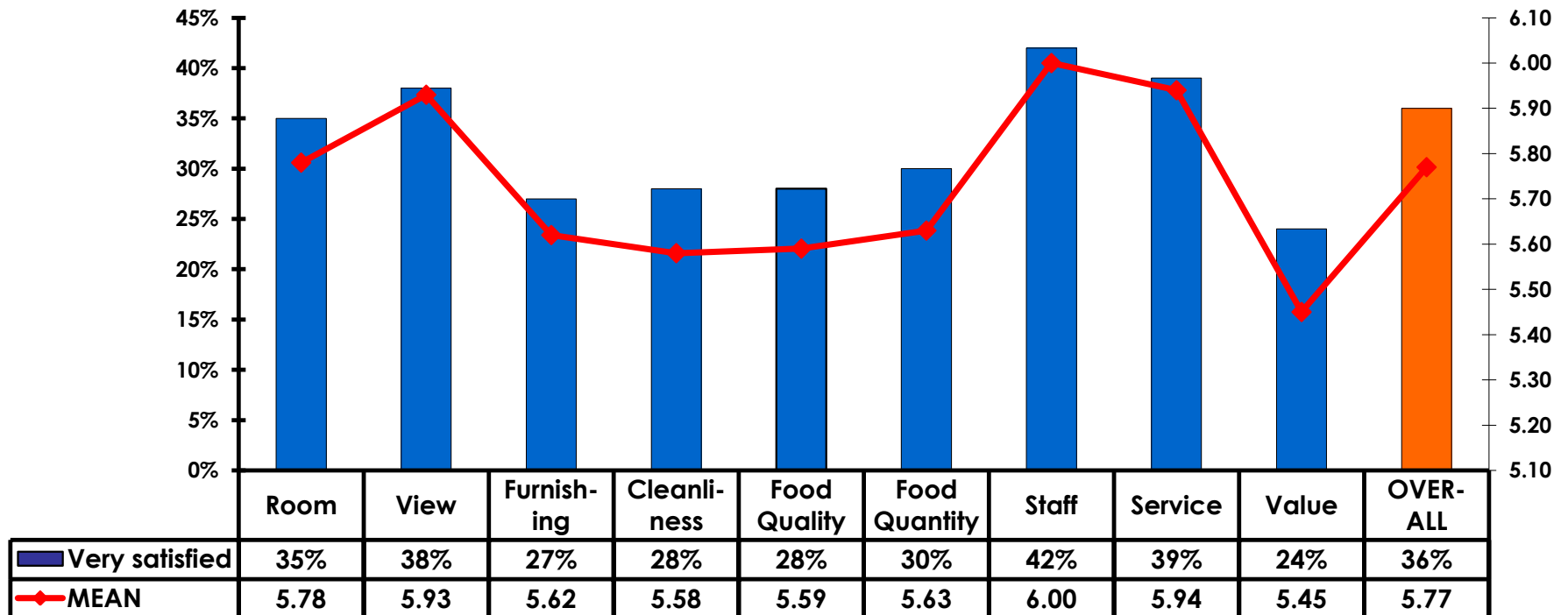


	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
Beaches/ Parks	5.60	5.60	5.70	5.60	5.70	5.70	5.45	5.50	5.79
Air/ Sky							5.99	6.05	6.30
Parks							5.64	5.72	5.98
Landscape Tumon							5.64	5.71	5.84
Landscape Guam							5.53	5.63	5.61
Grnd Handler							4.83	4.93	4.53
Trans Vehicle							4.95	5.20	5.22

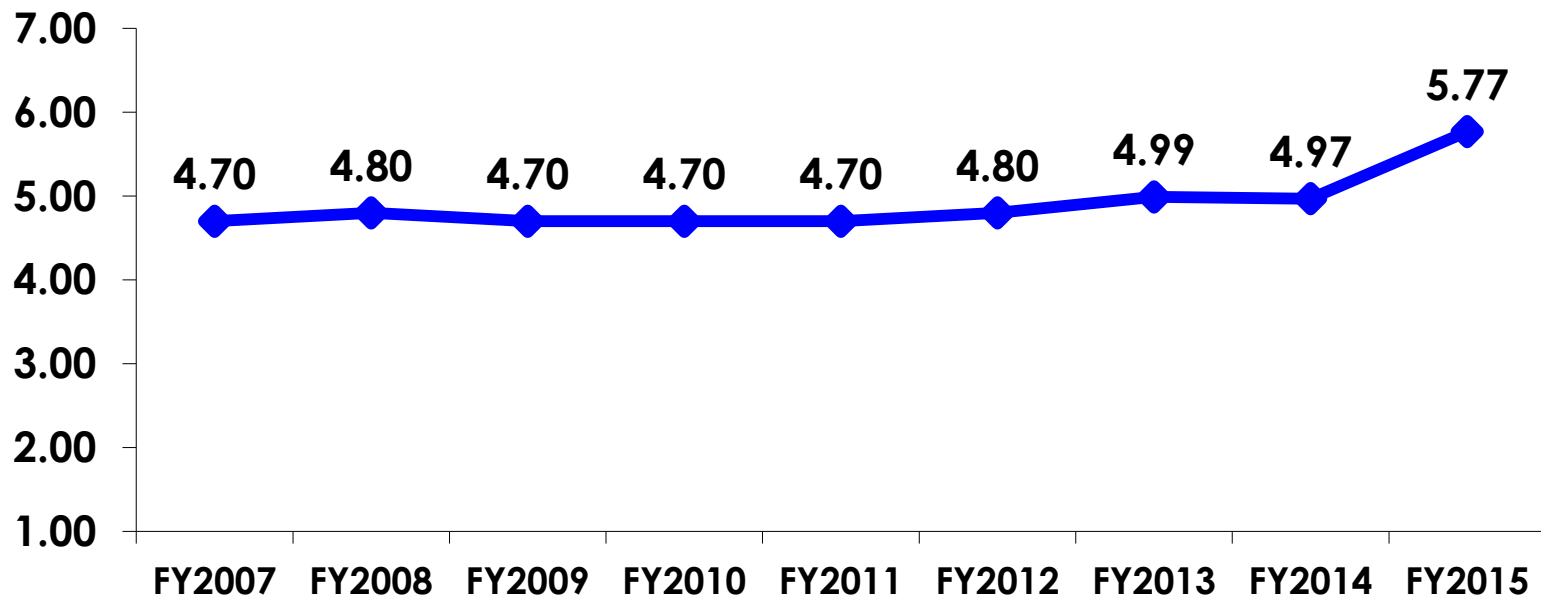
# Quality of Accommodations

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



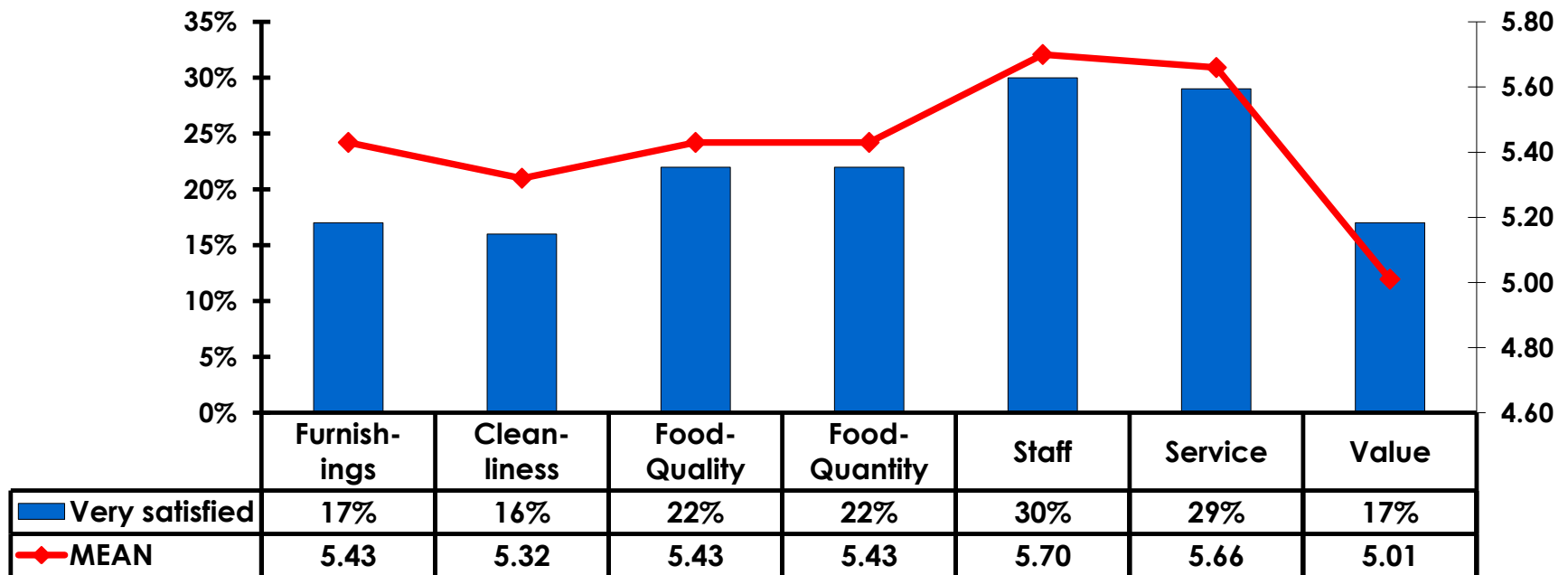
# Accommodations – Overall Satisfaction



# Quality of Dining Experience

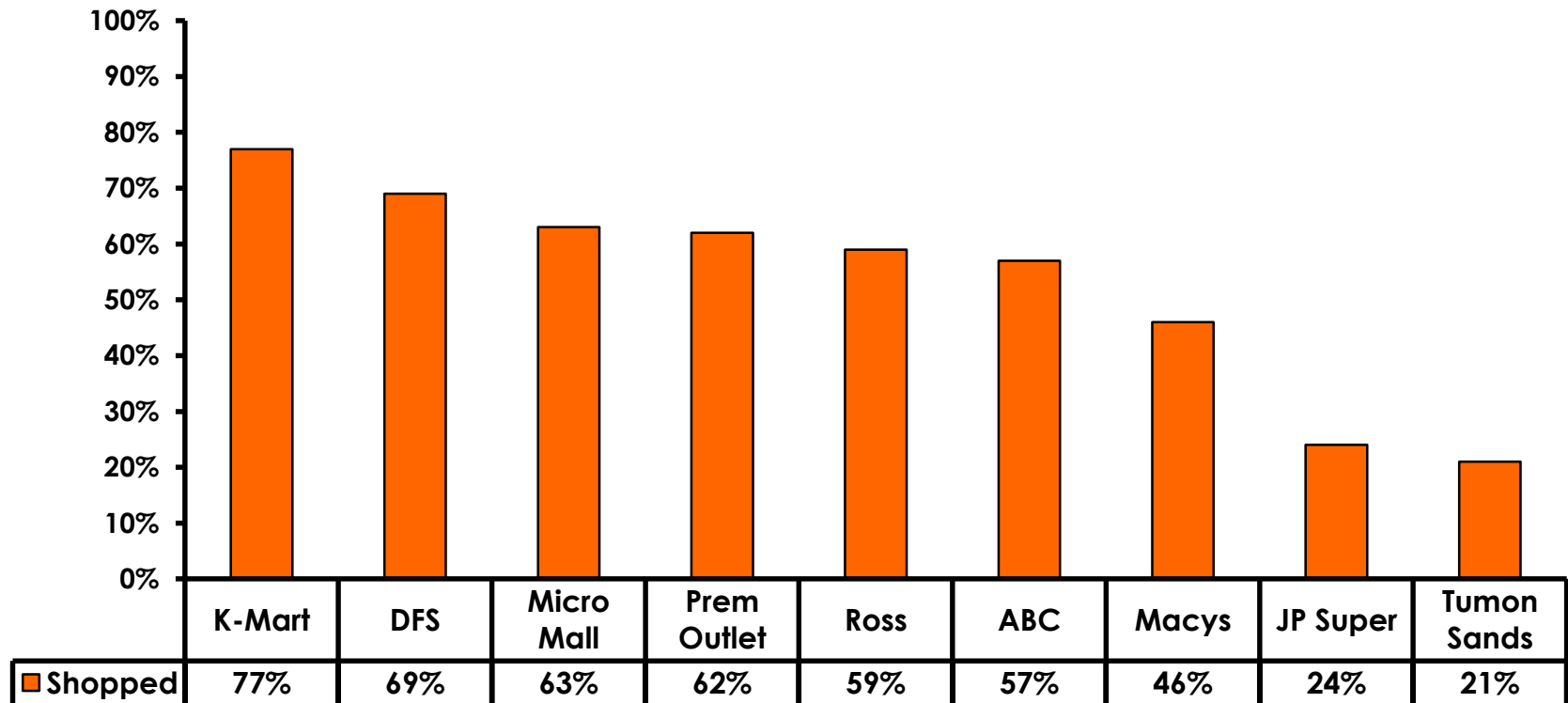
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Visits to Shopping Centers/Malls on Guam

## Top responses





# Shopping Malls/ Centers- Top Responses

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
<b>DFS Galleria</b>	73%	77%	70%	73%	74%	75%	73%	72%	69%
<b>ABC</b>	59%	65%	64%	65%	67%	70%	72%	70%	57%
<b>K-Mart</b>	35%	37%	38%	41%	42%	47%	57%	62%	77%
<b>Micro Mall</b>	35%	41%	33%	40%	45%	47%	54%	54%	63%
<b>Prem Outlet</b>	28%	34%	35%	40%	42%	41%	49%	54%	62%

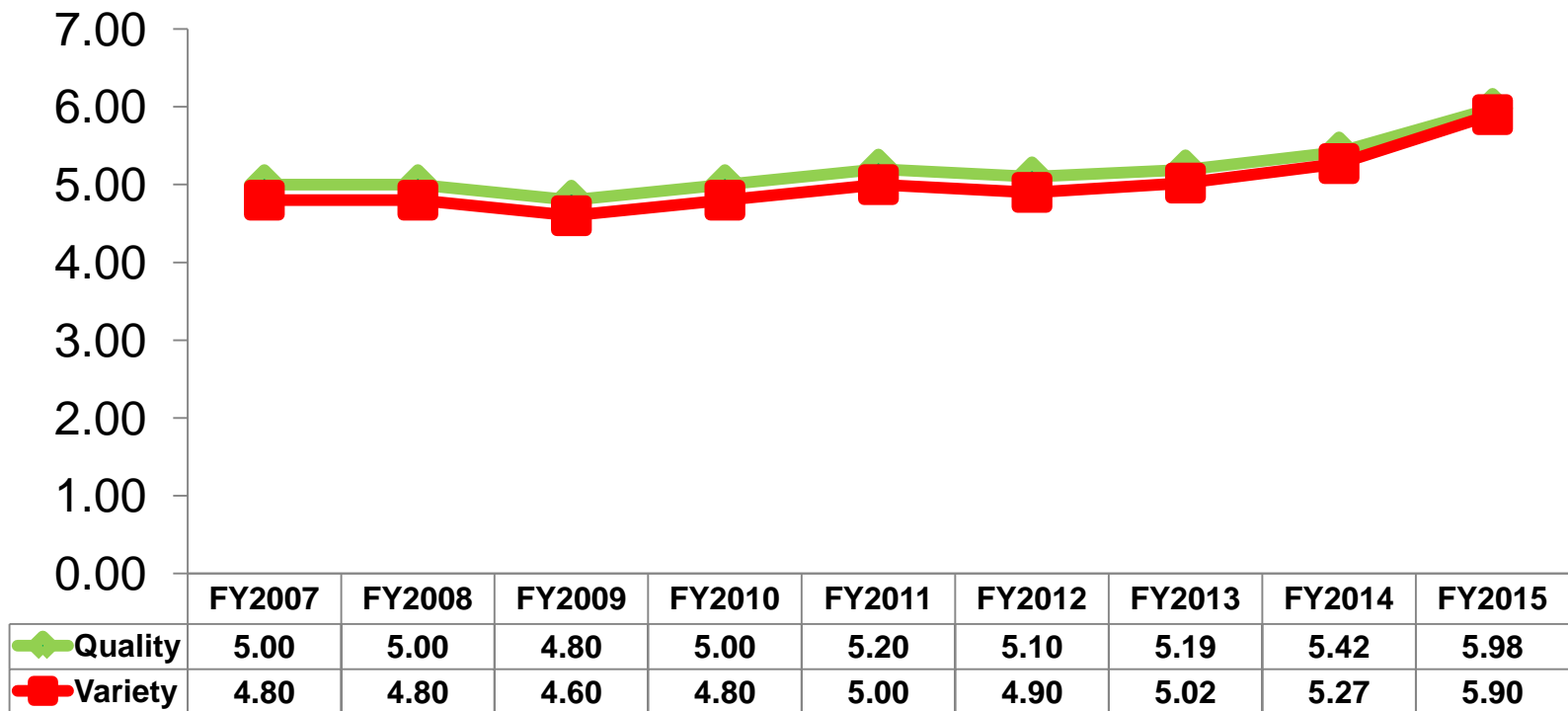
# Satisfaction with Shopping

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

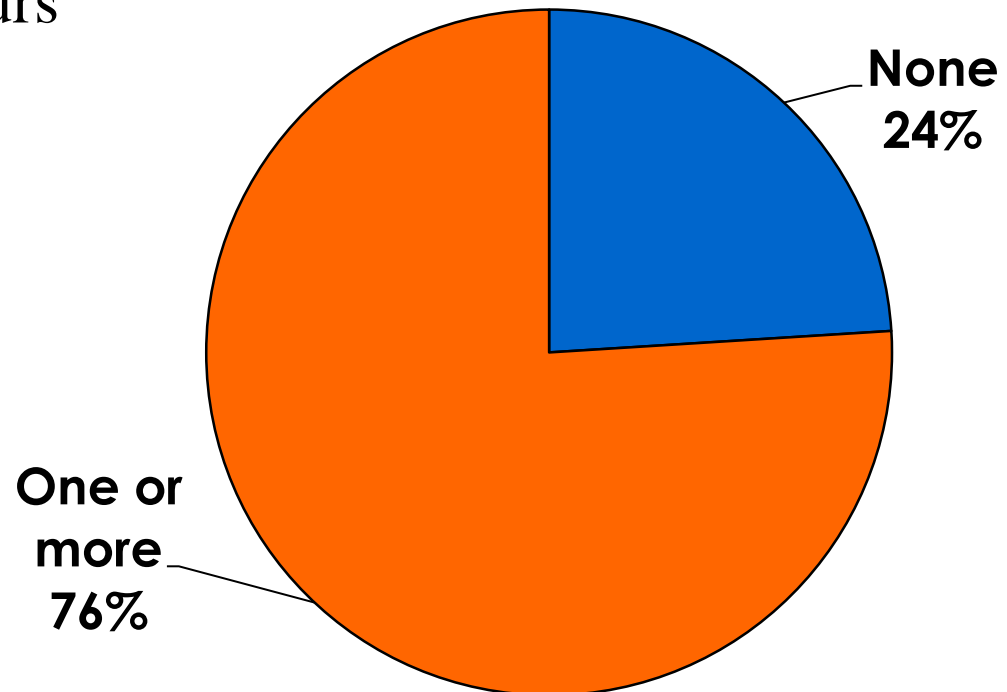
Quality of Shopping	Variety of Shopping
Score of 6 to 7 = <b>84%</b>	Score of 6 to 7 = <b>72%</b>
Score of 4 to 5 = <b>23%</b>	Score of 4 to 5 = <b>23%</b>
Score 1 to 3 = <b>3%</b>	Score 1 to 3 = <b>5%</b>
<b>MEAN = 5.98</b>	<b>MEAN = 5.90</b>

# Satisfaction with Shopping

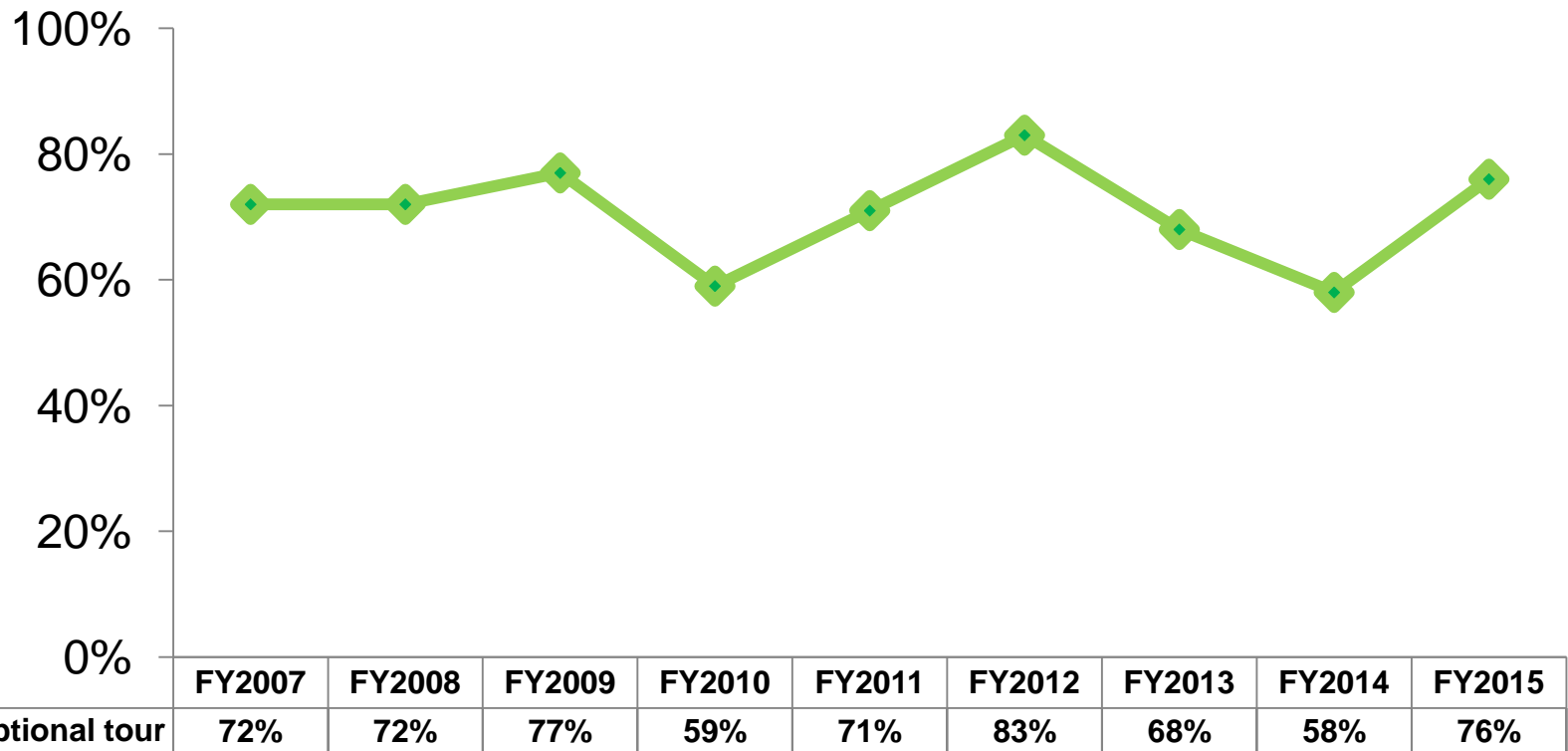


# Optional Tour Participation

- Average number of tours participated in is 2.12

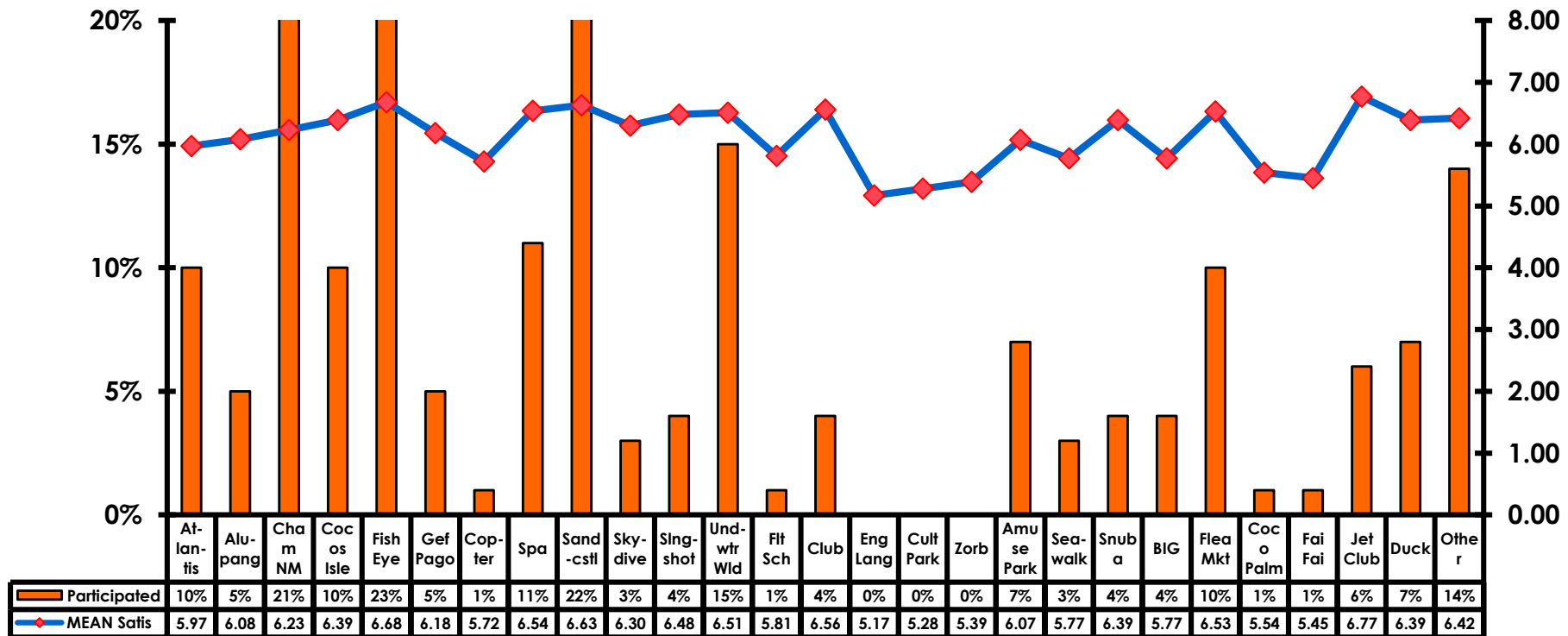


# Optional Tour Participation



# Optional Tours

## Participation & Satisfaction



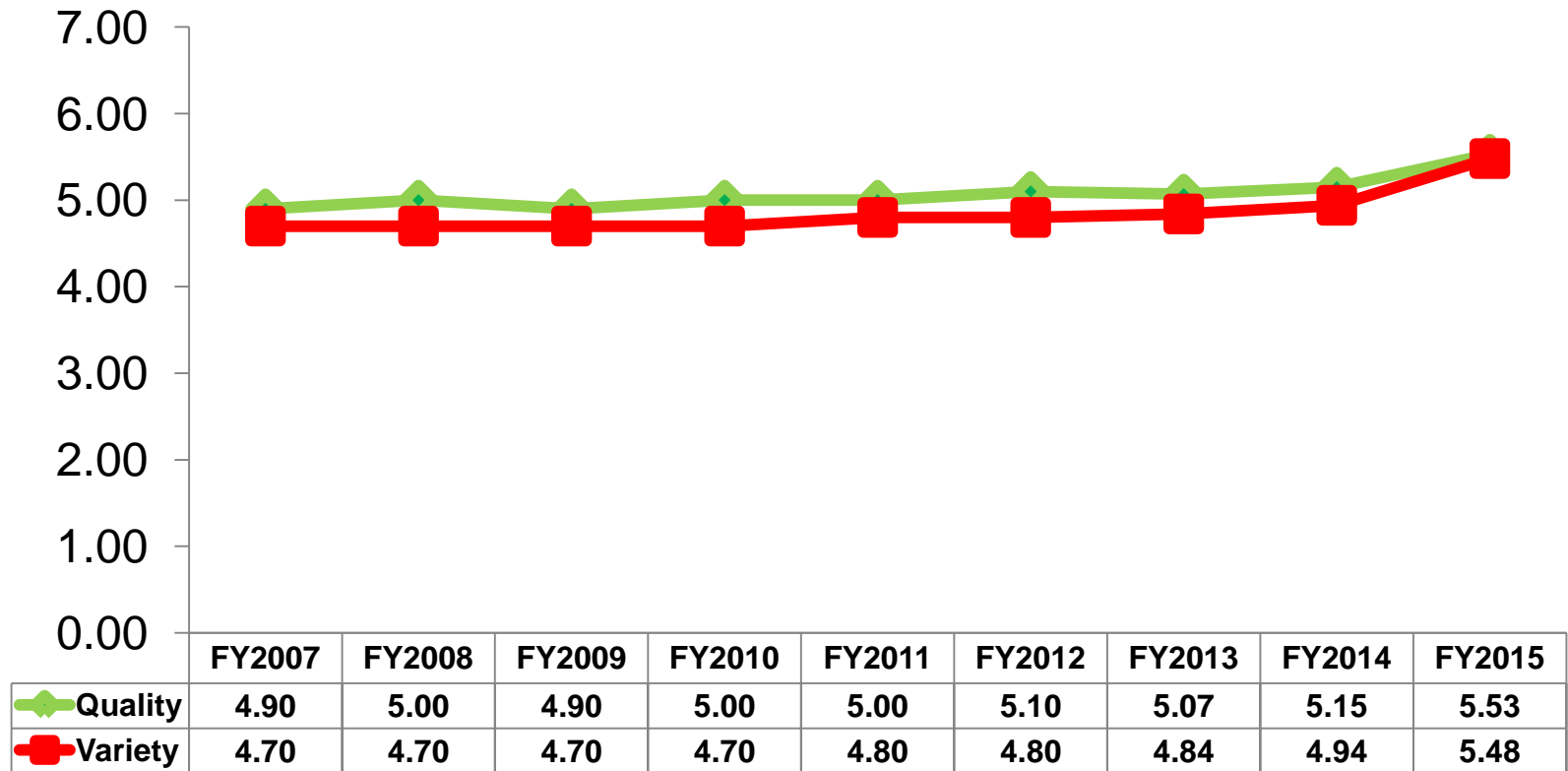
# Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Day Tour	Variety of Day Tour
Score of 6 to 7 = <b>58%</b>	Score of 6 to 7 = <b>57%</b>
Score of 4 to 5 = <b>38%</b>	Score of 4 to 5 = <b>38%</b>
Score 1 to 3 = <b>3%</b>	Score 1 to 3 = <b>5%</b>
<b>MEAN = 5.53</b>	<b>MEAN = 5.48</b>

# Day Tours Satisfaction





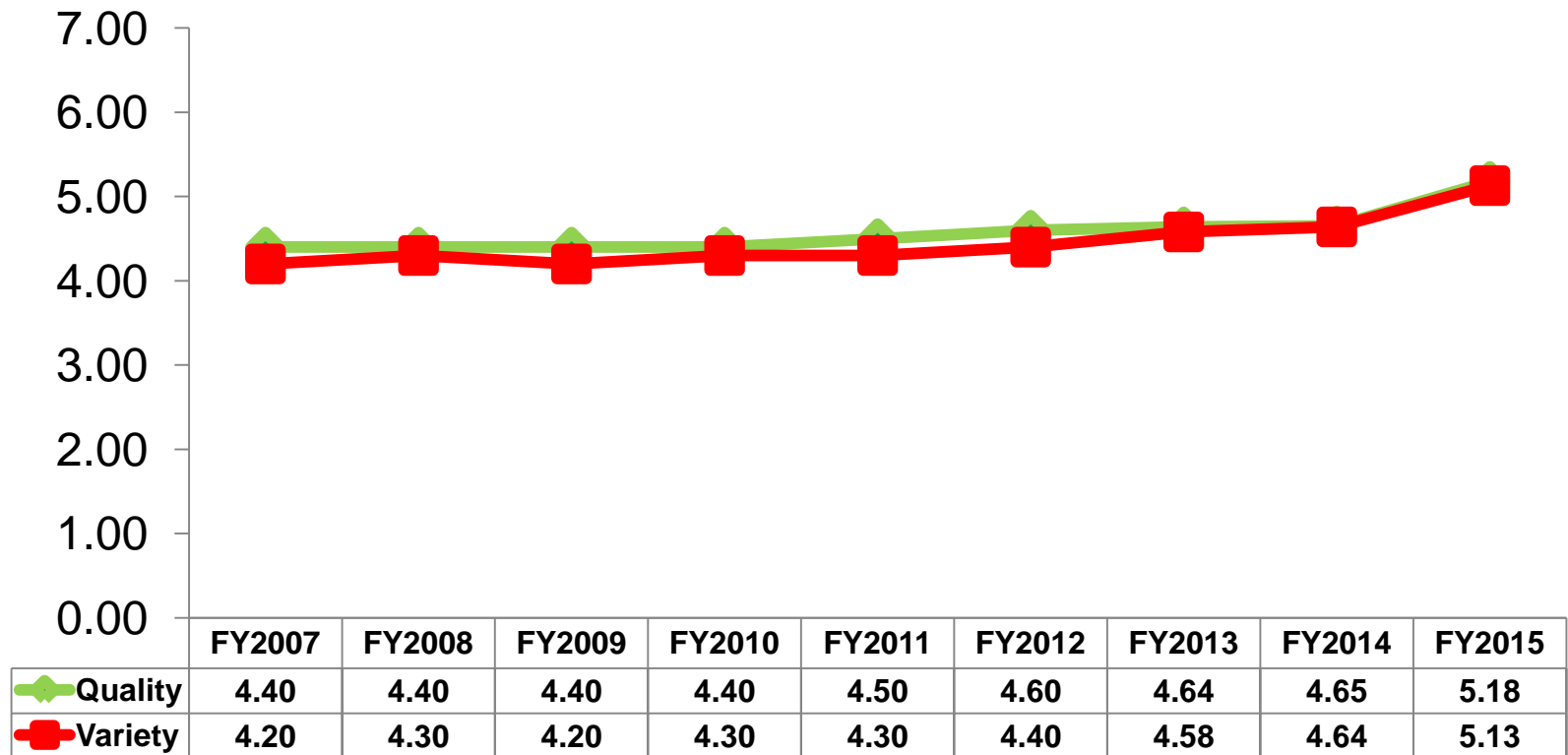
# Night Tours Satisfaction

7pt Rating Scale

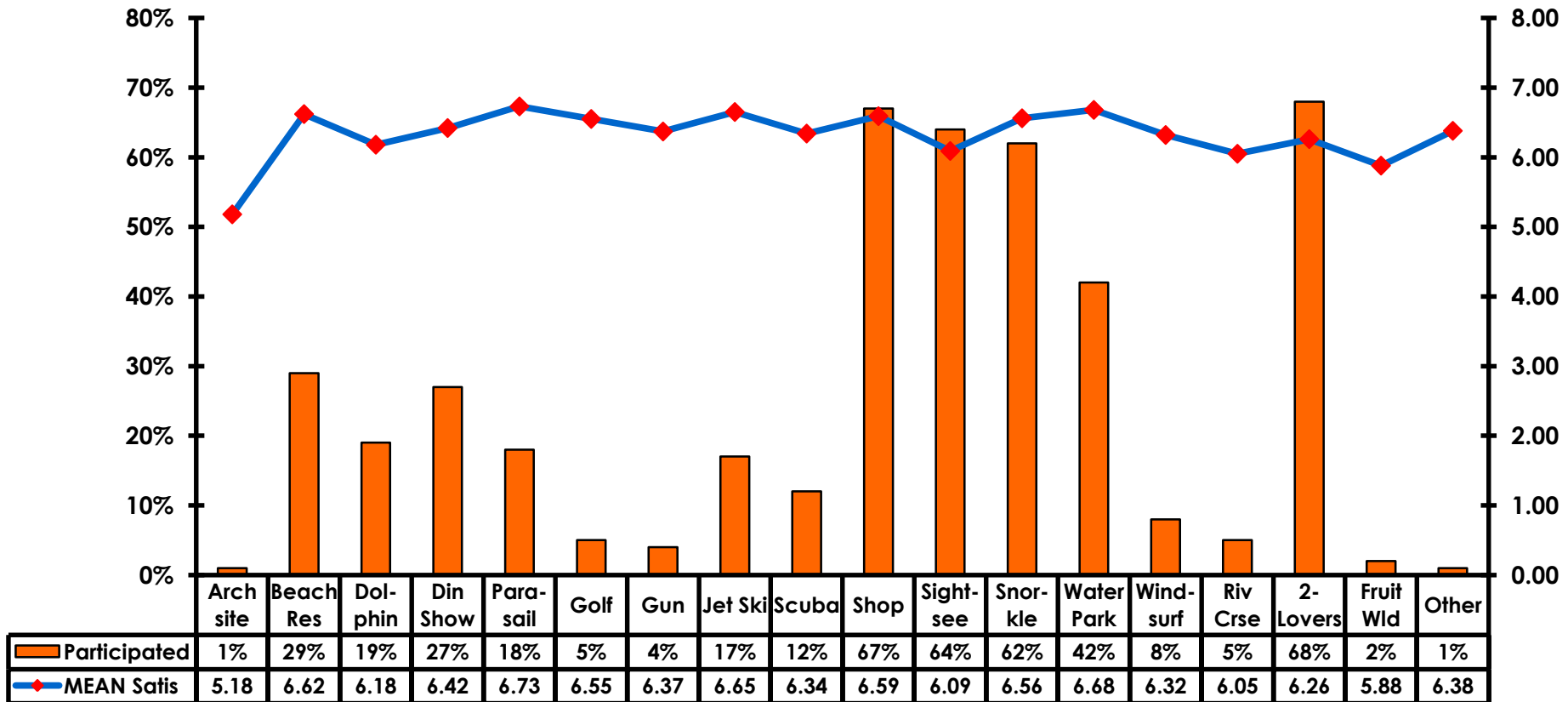
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = <b>44%</b>	Score of 6 to 7 = <b>42%</b>
Score of 4 to 5 = <b>48%</b>	Score of 4 to 5 = <b>50%</b>
Score 1 to 3 = <b>7%</b>	Score 1 to 3 = <b>9%</b>
<b>MEAN = 5.18</b>	<b>MEAN = 5.13</b>

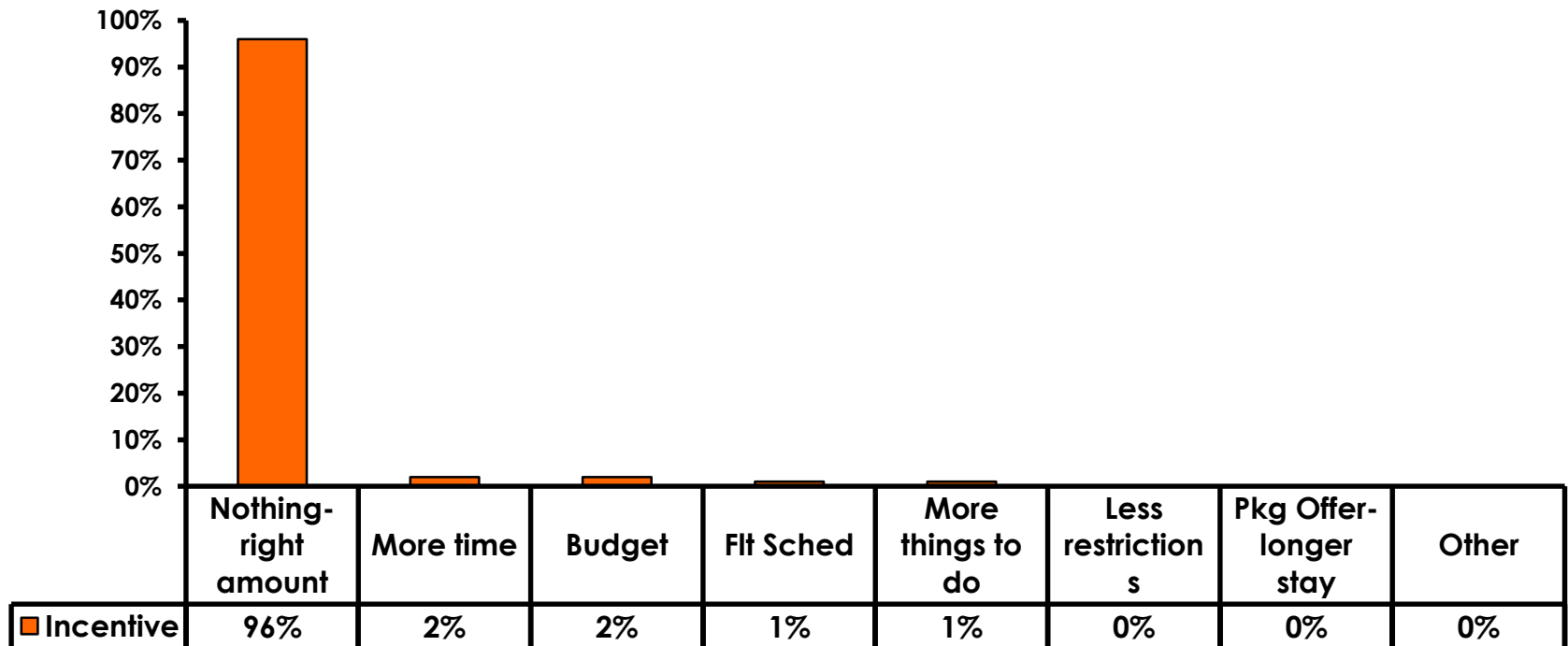
# Night Tours Satisfaction



# Satisfaction with Other Activities



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



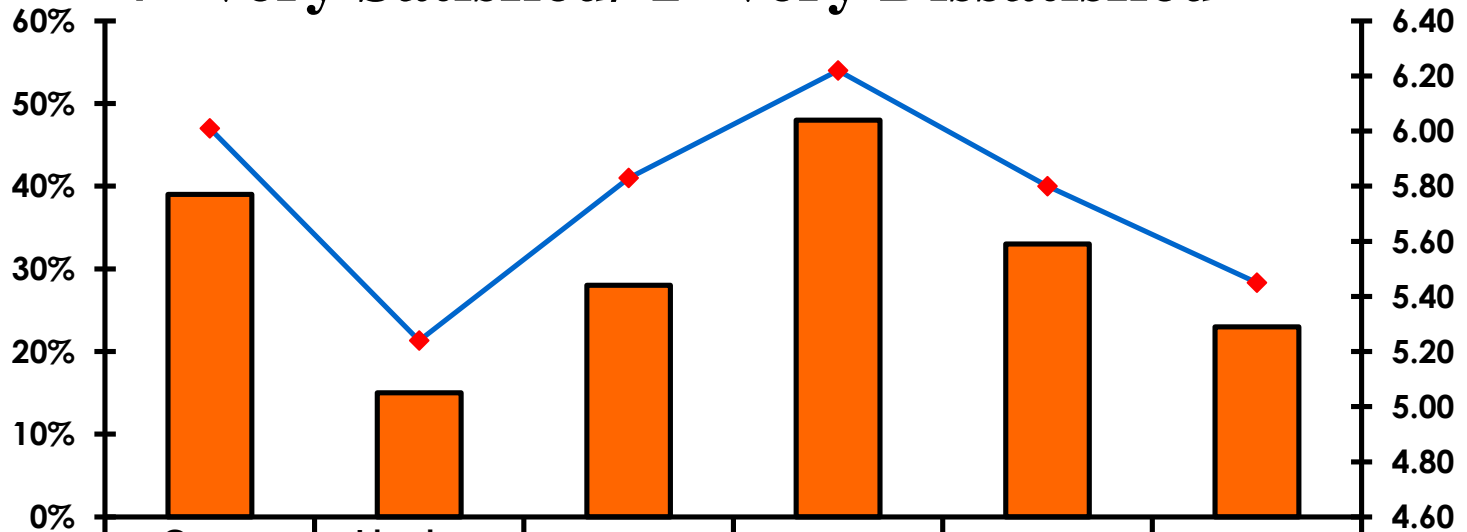
# What would it take to make you want to stay an extra day in Guam?



	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
Nothing- spent right amount of time	89%	91%	93%	93%	91%	93%	96%
More time	6%	5%	4%	4%	4%	3%	2%
Budget/ money	3%	2%	2%	1%	5%	2%	2%
More things to do	2%	2%	1%	1%	1%	1%	1%
Less restrictions	-	0%	-	-	0%	0%	0%
Flight schedule times	2%	1%	2%	1%	1%	1%	1%
Packages – longer stays	-	-	0%	0%	0%	0%	0%
Other	1%	1%	0%	0%	0%	0%	0%

# On-Island Perceptions

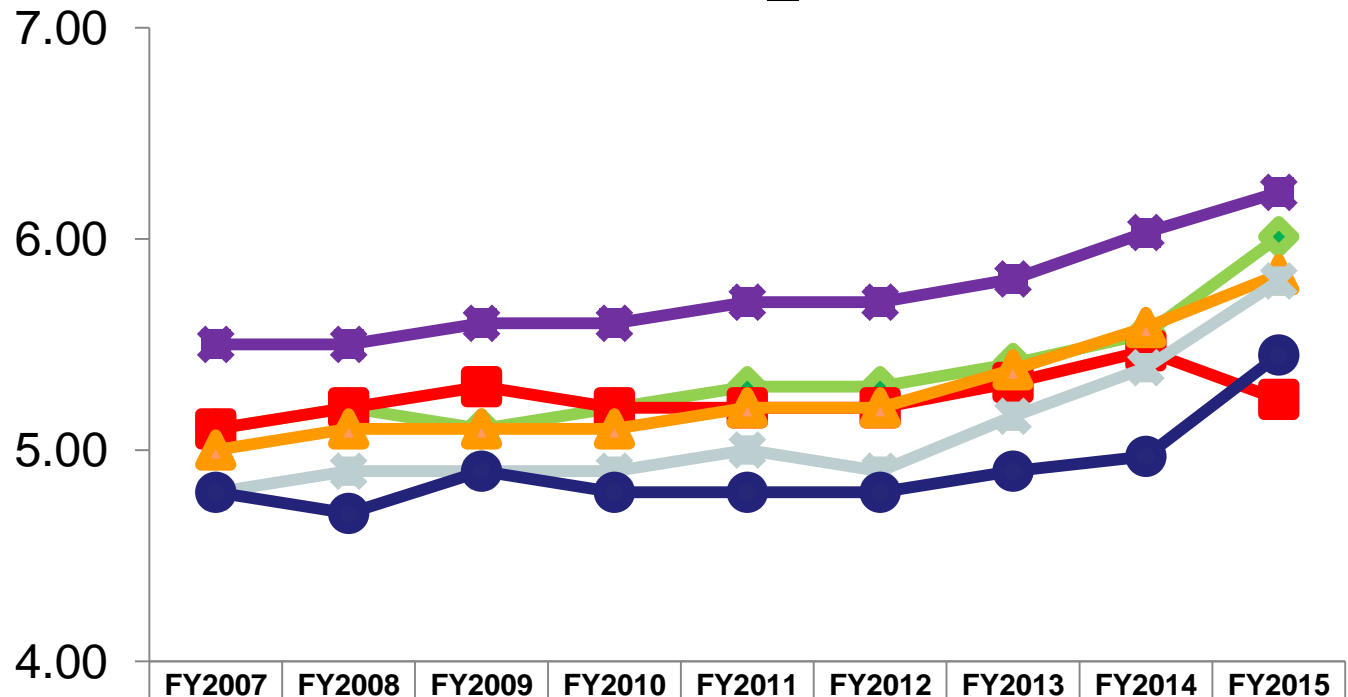
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



 Strongly agree	39%	15%	28%	48%	33%	23%
 MEAN	6.01	5.24	5.83	6.22	5.80	5.45

# On-Island Perceptions

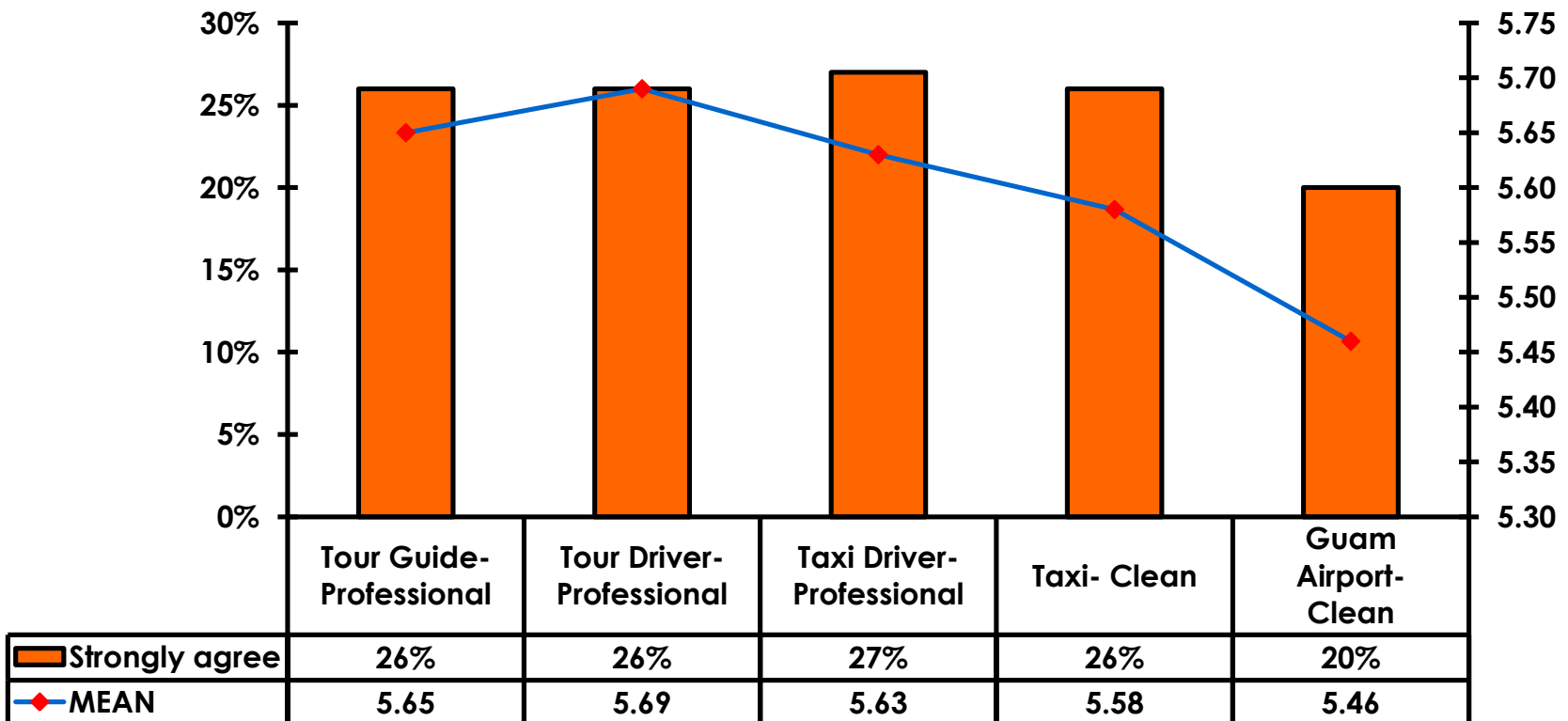


	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
Guam was better than expected	5.10	5.20	5.10	5.20	5.30	5.30	5.41	5.55	6.01
I had no communication problems	5.10	5.20	5.30	5.20	5.20	5.20	5.32	5.47	5.24
I will recommend Guam to friends	5.00	5.10	5.10	5.10	5.20	5.20	5.38	5.58	5.83
Sites on Guam were attractive	5.50	5.50	5.60	5.60	5.70	5.70	5.81	6.03	6.22
I plan to visit Guam again	4.80	4.90	4.90	4.90	5.00	4.90	5.16	5.39	5.80
Not enough night activities	4.80	4.70	4.90	4.80	4.80	4.80	4.90	4.97	5.45

# On-Island Perceptions

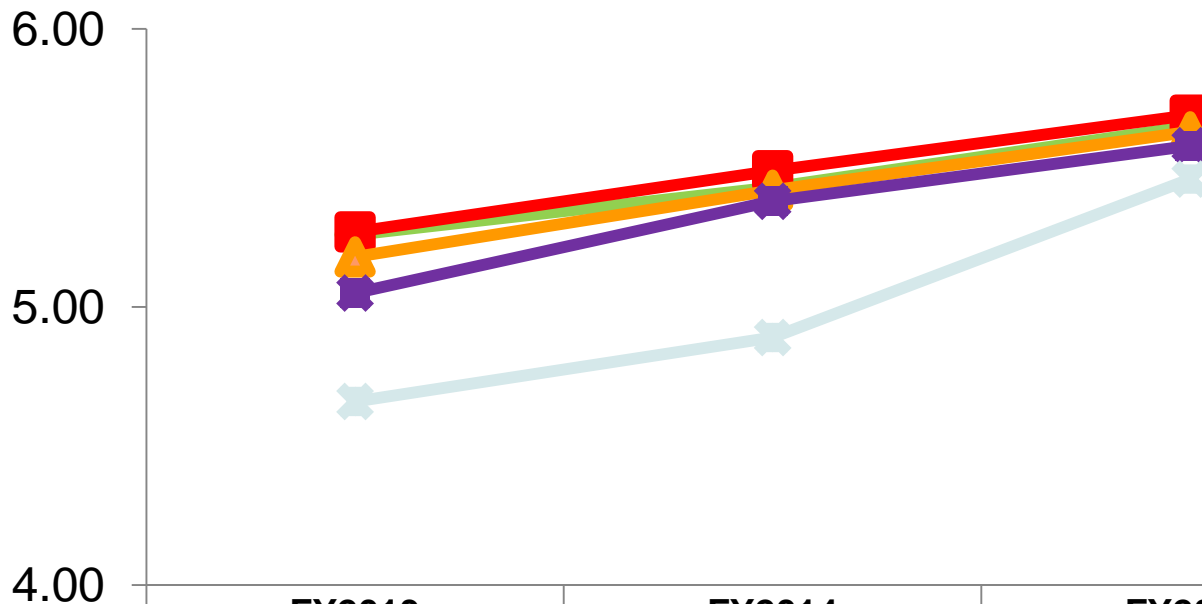
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied





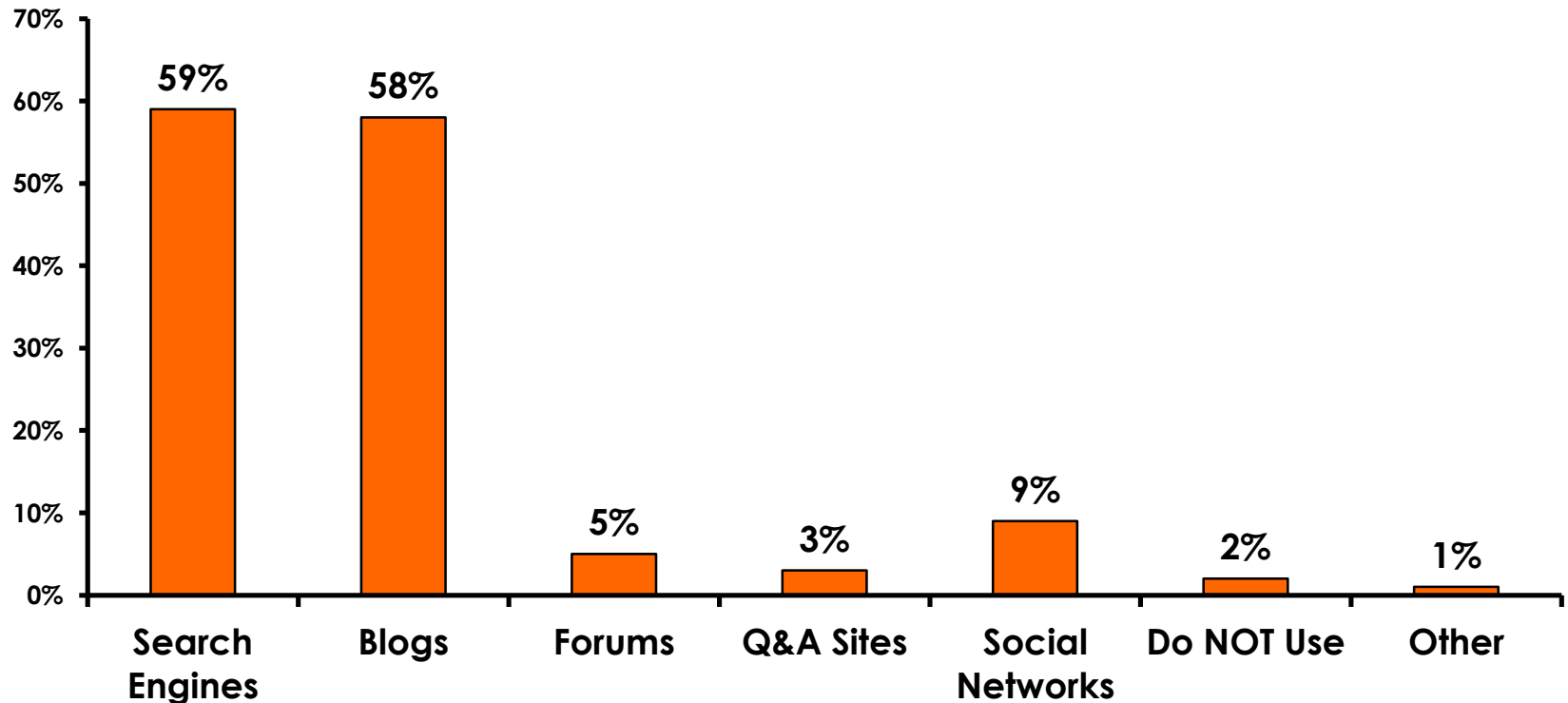
# On-Island Perceptions



	FY2013	FY2014	FY2015
 Tour Guide- Professional	5.26	5.43	5.65
 Tour Driver- Professional	5.27	5.49	5.69
 Taxi Driver- Professional	5.18	5.42	5.63
 Taxi- Clean	5.05	5.38	5.58
 Guam Airport- Clean	4.66	4.89	5.46

# SECTION 5 **PROMOTIONS**

# Internet- Guam Sources of Info

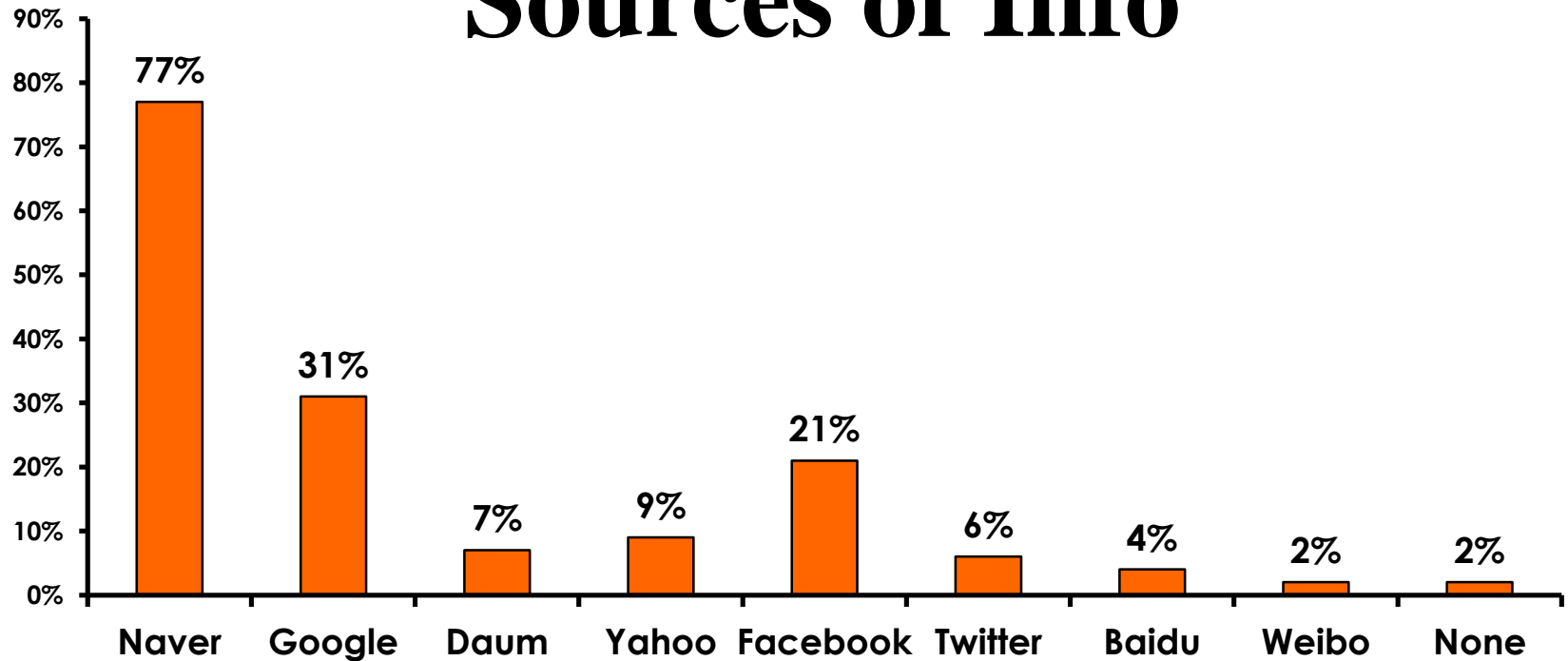


# Internet- Guam Sources of Info

	FY2013	FY2014	FY2015
Search engines	66%	66%	59%
Blogs	66%	66%	58%
None	4%	3%	2%
Q&A sites	1%	1%	3%
Social Network	3%	6%	9%
Forums	1%	4%	5%
Other	2%	2%	1%

# Internet- Things To Do

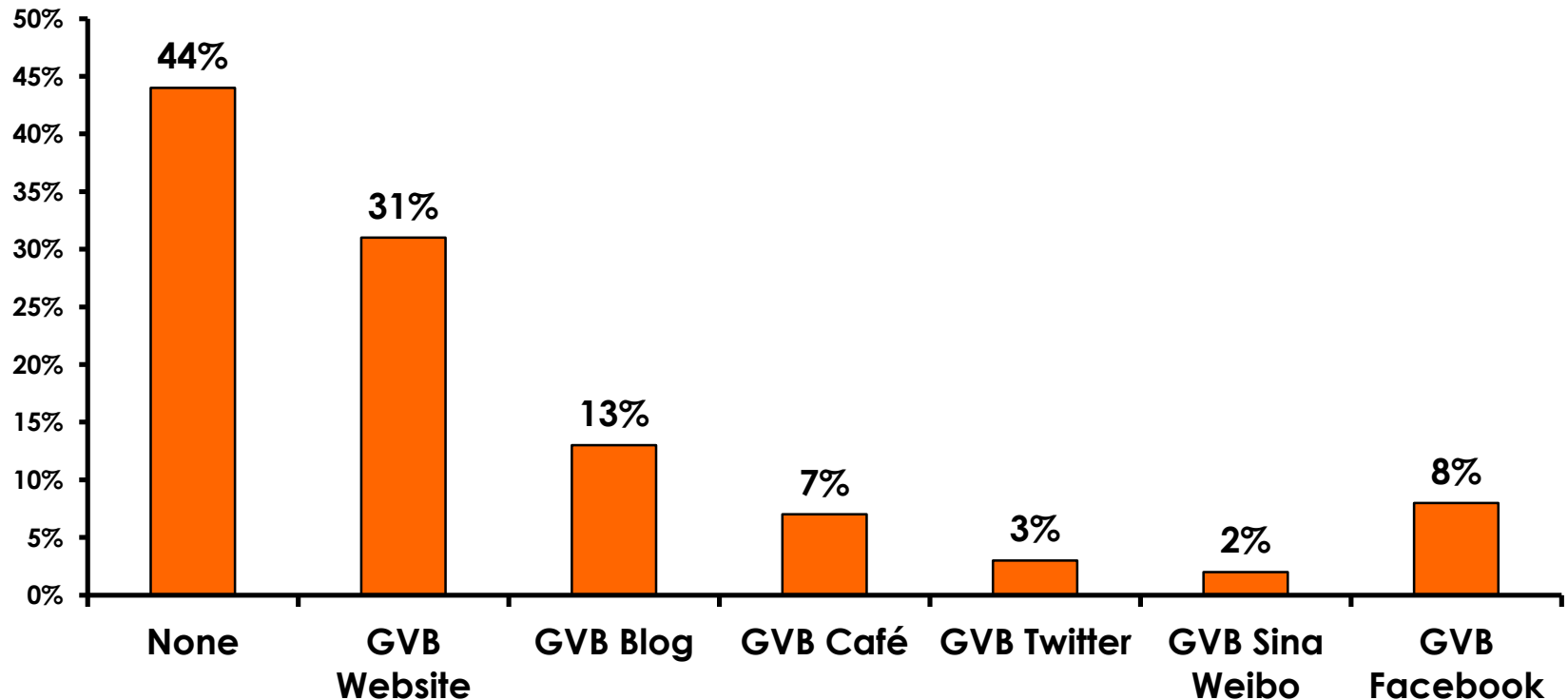
## Sources of Info



# Internet- Things To Do Sources of Info

	FY2013	FY2014	FY2015
<b>Naver</b>	88%	84%	77%
<b>Google</b>	12%	19%	31%
<b>Yahoo</b>	2%	6%	9%
<b>Daum</b>	5%	6%	7%
<b>Facebook</b>	1%	5%	21%
<b>Do Not Use</b>	6%	4%	2%
<b>Twitter</b>	1%	1%	6%
<b>Other</b>	1%	1%	
<b>Baidu</b>		1%	4%
<b>Weibo</b>		0%	2%

# Internet- GVB Sources

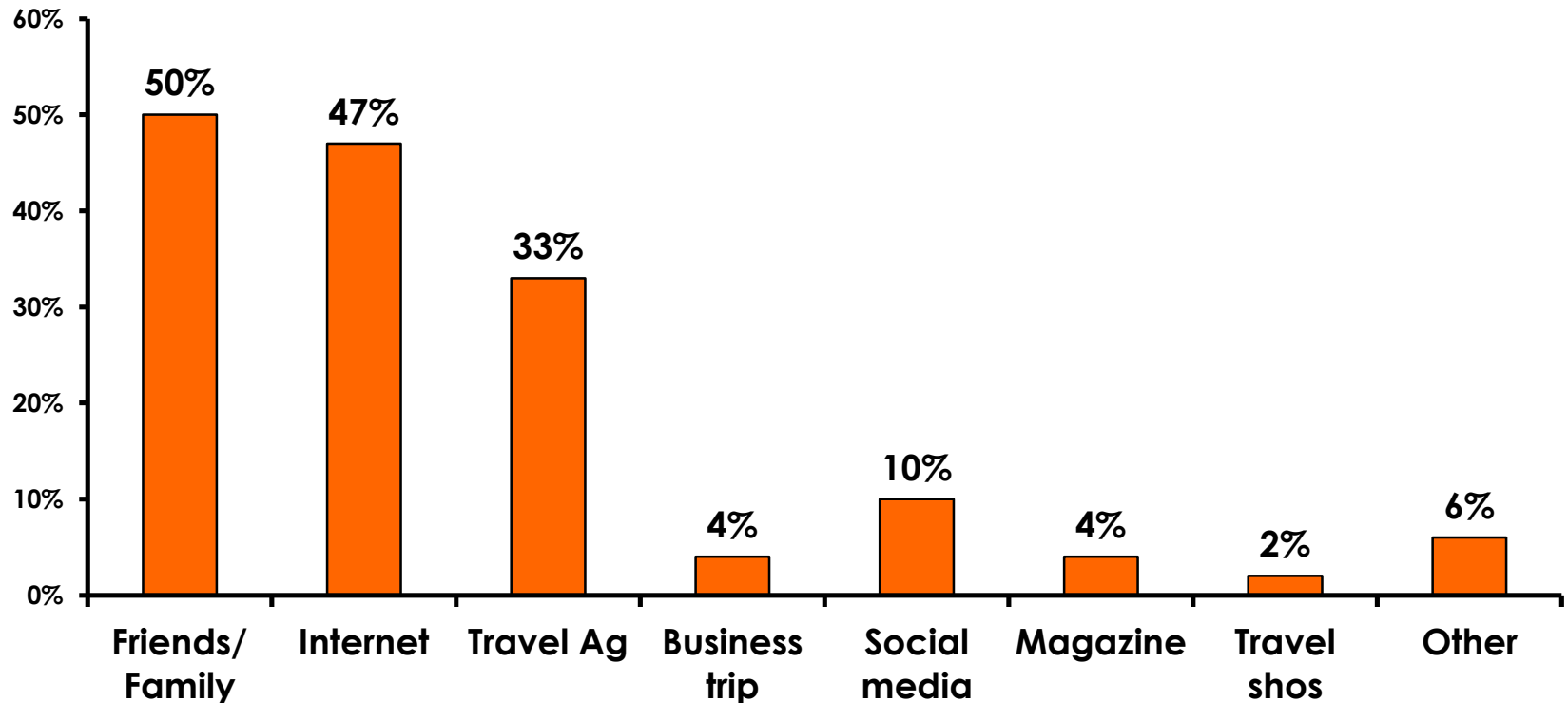


# Internet- GVB Sources

	FY2013	FY2014	FY2015
<b>None</b>	62%	61%	44%
<b>GVB Website</b>	24%	25%	31%
<b>GVB Blog</b>	14%	12%	13%
<b>GVB Café</b>	6%	7%	7%
<b>GVB Facebook</b>	1%	2%	8%
<b>GVB Twitter</b>	1%	1%	3%
<b>GVB Sina Weibo</b>	1%	0%	2%



# Travel Motivation- Info Sources

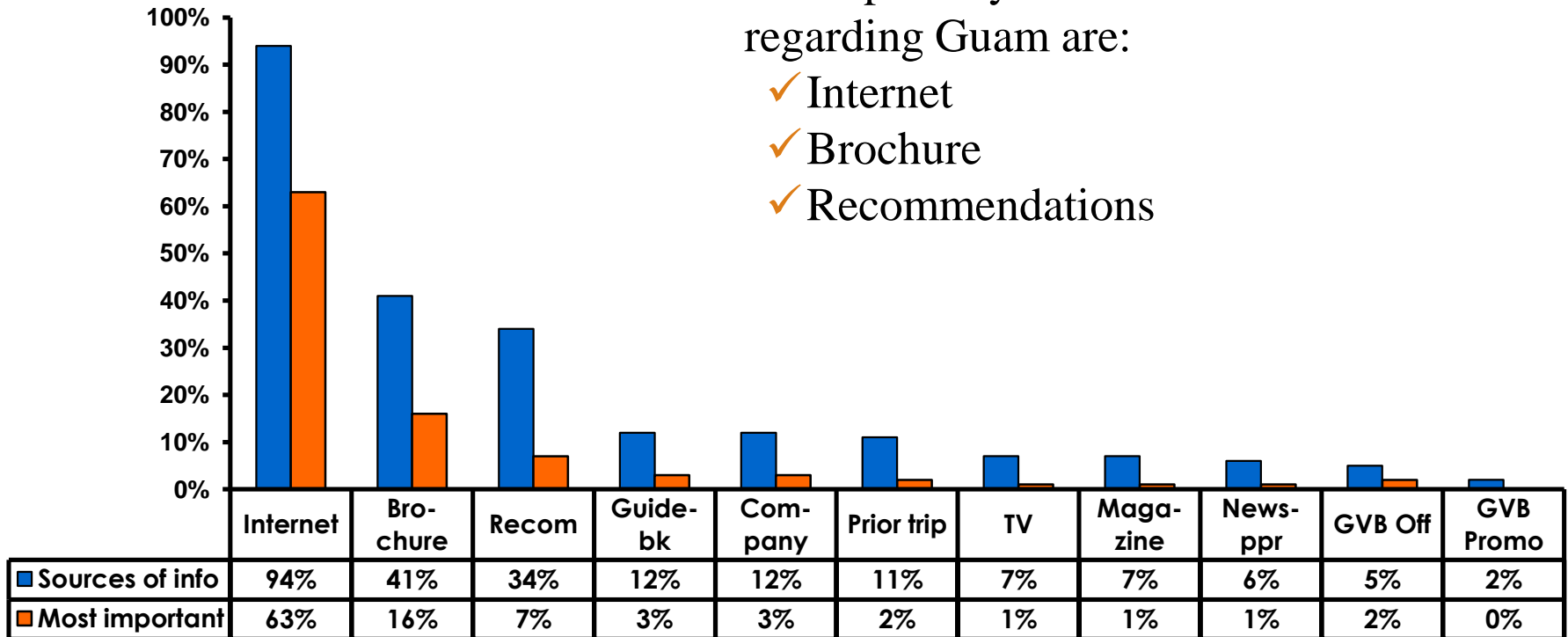


# Travel Motivation- Info Sources

	FY2013	FY2014	FY2015
<b>Friends/ family</b>	48%	48%	50%
<b>Internet</b>	38%	39%	47%
<b>Travel agent</b>	14%	13%	33%
<b>Other</b>	10%	12%	6%
<b>Social media</b>	3%	6%	10%
<b>Company/ Bus trip</b>	3%	5%	4%
<b>Magazines</b>	2%	2%	4%
<b>Travel Shows</b>	1%	2%	2%

# Sources of Information Pre-arrival

- The 3 primary sources of information regarding Guam are:
  - ✓ Internet
  - ✓ Brochure
  - ✓ Recommendations

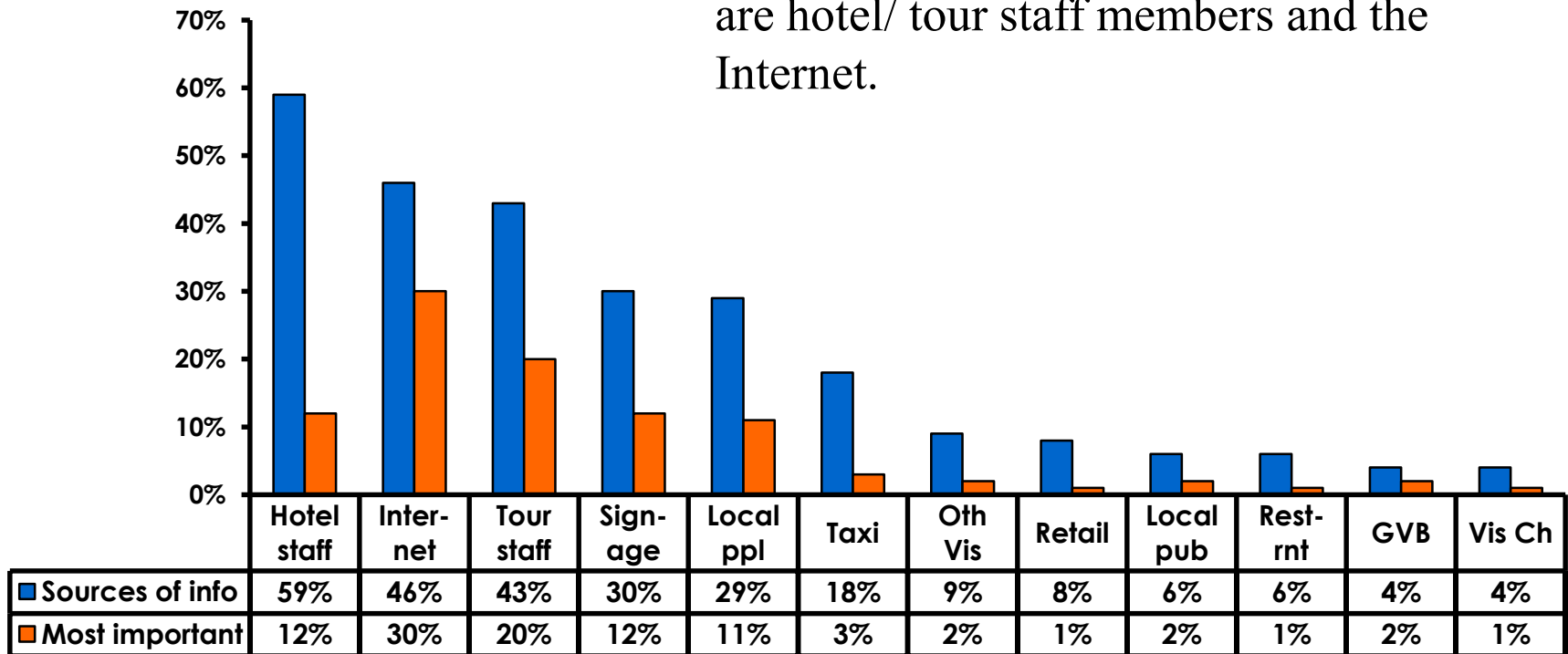


# Pre-Arrival Sources – Top 3 Most Important

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
<b>Internet</b>	62%	63%	62%	63%	65%	68%	75%	75%	63%
<b>Brochure</b>	11%	10%	11%	12%	11%	10%	9%	6%	16%
<b>Recom- mendat- ion</b>	6%	6%	6%	6%	Not top 3	4%	8%	7%	7%
<b>TV</b>	6%	6%	6%	6%	6%	Not top 3	Not top 3	Not top 3	Not top 3

# Sources of Information Post-arrival

- The primary local source of information are hotel/ tour staff members and the Internet.

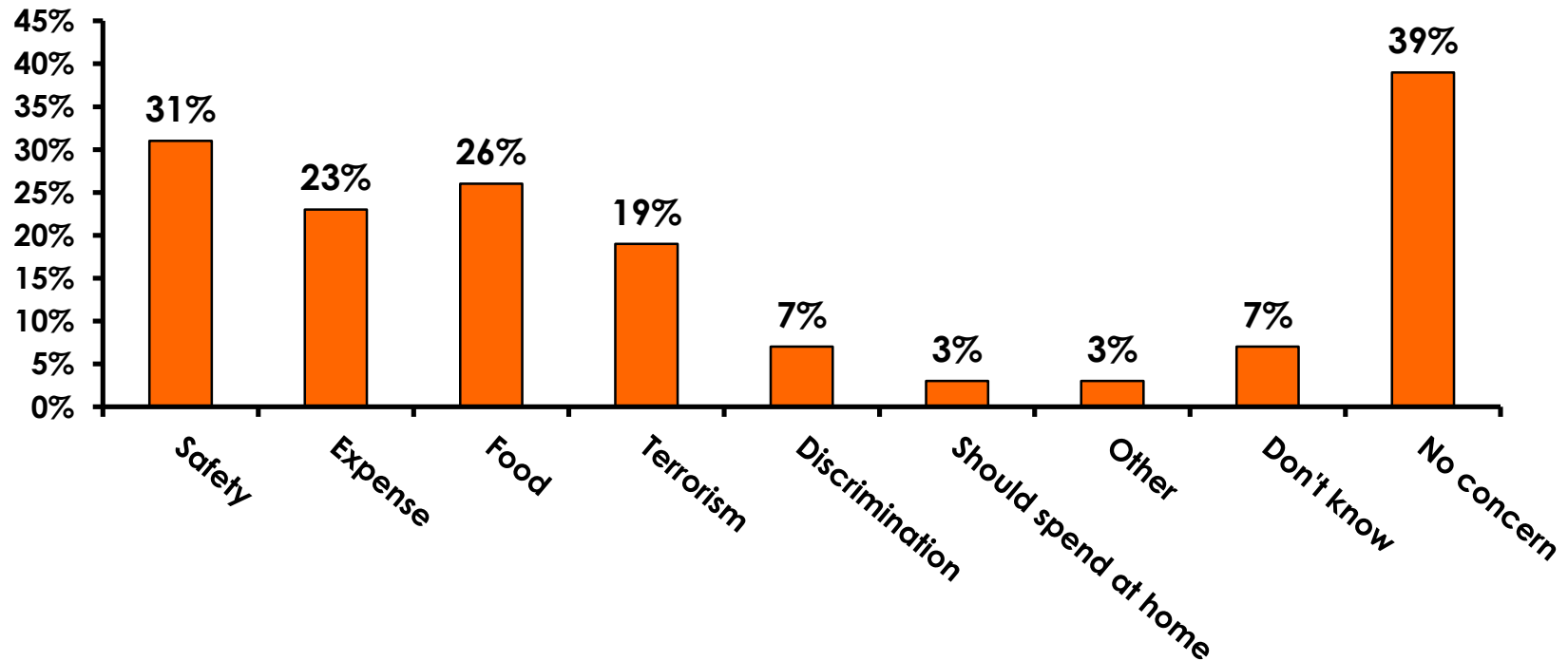


# Post-Arrival Sources – Top 3 Most Important

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
<b>Tour staff</b>	43%	44%	42%	44%	43%	41%	30%	23%	20%
<b>Internet</b>	NA	NA	NA	NA	NA	NA	24%	37%	30%
<b>Hotel staff</b>	17%	20%	21%	19%	20%	20%	19%	16%	12%
<b>Signage</b>	9%	10%	10%	11%	12%	12%	Not top 3	Not top 3	12%

# SECTION 6 **OTHER ISSUES**

# Concerns about travel outside of Korea - Overall





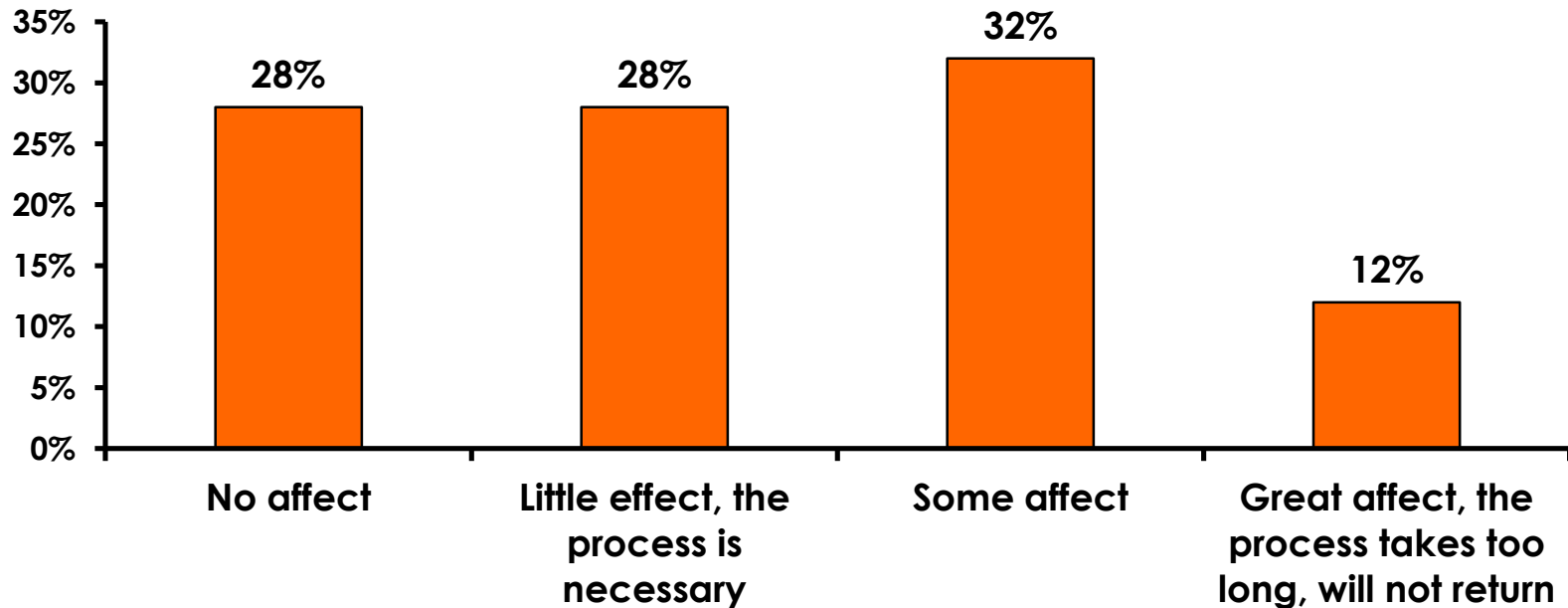
# Concerns about travel outside of Korea

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
<b>Safety</b>	62%	58%	57%	62%	66%	63%	43%	41%	31%
<b>Expense</b>	44%	48%	58%	49%	50%	51%	37%	35%	23%
<b>Food</b>	35%	35%	35%	33%	37%	37%	35%	36%	26%
<b>Terrorism</b>	34%	26%	27%	30%	29%	24%	27%	29%	19%
<b>Dis-crimina-tion</b>	-	-	-	-	4%	11%	14%	12%	7%
<b>Should spend @home</b>	12%	11%	15%	9%	9%	8%	6%	5%	3%
<b>Other</b>	5%	6%	9%	6%	4%	3%	3%	5%	3%
<b>DK</b>	4%	4%	2%	3%	3%	4%	12%	12%	7%
<b>No Concern</b>	3%	4%	2%	3%	2%	3%	7%	7%	39%

# Concerns about travel outside of Korea - By Age & Income

		TOTAL	AGE				Q26								
		-	18-24	25-34	35-49	50+	<KW12.0M	KW12.0M-KW24.0M	KW24.0M-KW36.0M	KW36.0M-KW48.0M	KW48.0M-KW60.0M	KW60.0M-KW72.0M	KW72.0M+	No Income	
Q21	No concerns	39%	19%	39%	42%	29%	25%	18%	26%	42%	56%	45%	12%	16%	
	Safety	31%	28%	29%	34%	32%	30%	28%	37%	31%	28%	34%	48%	36%	
	Food	26%	34%	27%	24%	29%	43%	31%	35%	27%	22%	27%	36%	27%	
	Expense	23%	40%	25%	20%	15%	33%	42%	39%	25%	17%	20%	30%	31%	
	Terrorism	19%	18%	19%	19%	23%	13%	17%	23%	19%	14%	18%	35%	16%	
	Don't know	7%	15%	7%	6%	20%	10%	10%	4%	4%	3%	2%	8%	9%	
	Discrimination against Koreans	7%	11%	7%	6%	5%	8%	8%	11%	7%	5%	5%	13%	6%	
	Should spend at home	3%	5%	4%	2%	3%	10%	5%	7%	3%	2%	2%	4%	2%	
	Other	3%	8%	3%	2%	2%	5%	5%	4%	3%	2%	3%	3%	6%	
	Total	Count	4191	160	1872	2027	118	40	106	367	704	1043	623	590	97

# Security Screening/ Immigration Process at Guam International Airport



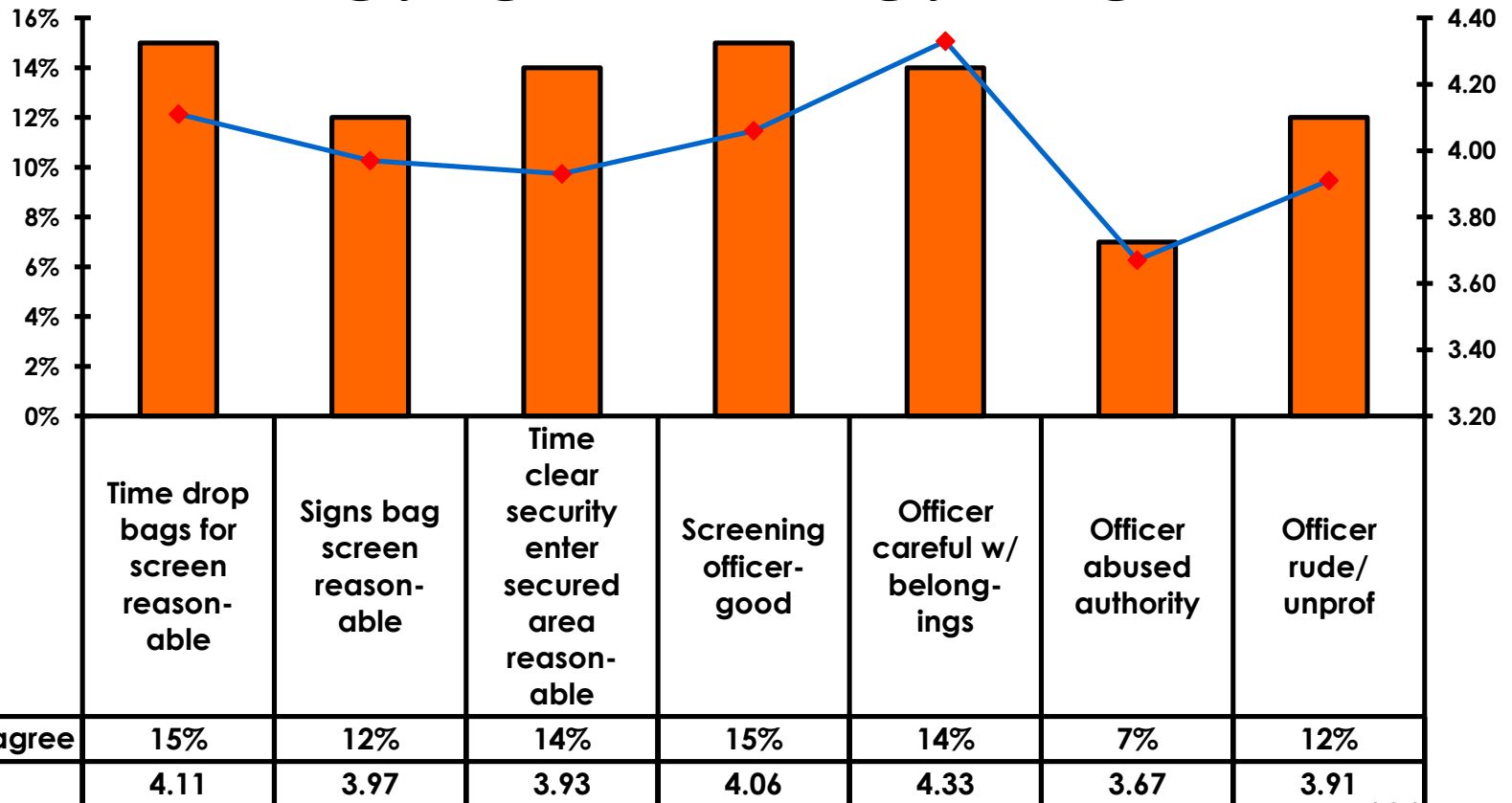
# Security Screening/ Immigration Process at Guam International Airport

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
<b>No effect</b>	23%	27%	28%	29%	31%	29%	45%	41%	28%
<b>Little effect</b>	38%	33%	33%	31%	31%	31%	26%	26%	28%
<b>Some effect</b>	25%	24%	27%	28%	28%	27%	22%	26%	32%
<b>Great effect</b>	14%	16%	12%	12%	10%	12%	8%	8%	12%

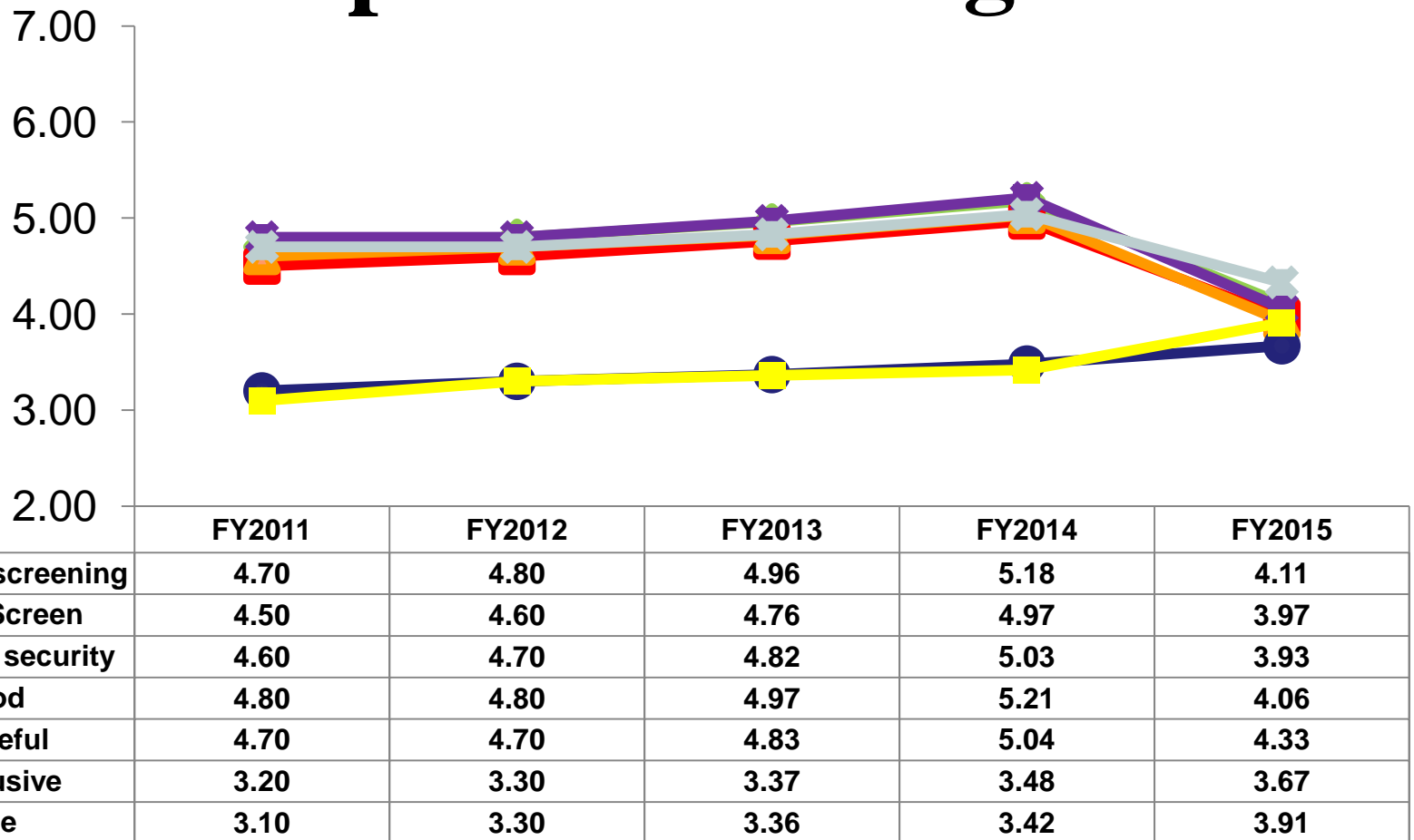
# Airport Screening

## 7pt Rating Scale

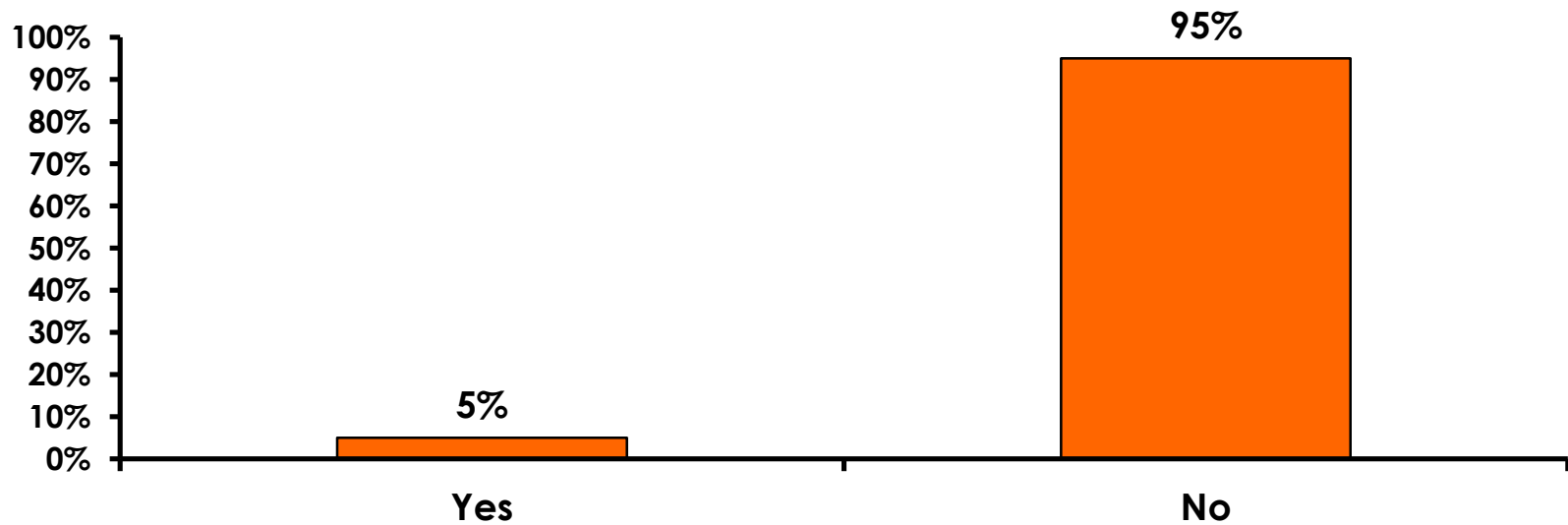
7=Strongly Agree/ 1=Strongly Disagree



# Airport Screening



# SHOP GUAM FESTIVAL AWARENESS



# SHOP GUAM FESTIVAL – IMPACT

n=200

