



# **GUAM VISITORS BUREAU**

## **Korean Visitor Tracker Exit Profile**

### **FY2016**

### **FEBUARY 2016**



**Prepared by: QMark Research**

Information contained herein is the property of the Guam Visitors Bureau.

The use of this information, in part or in whole, shall require written permission from the Guam Visitors Bureau.

---

# 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 **356** 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 **356** 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.

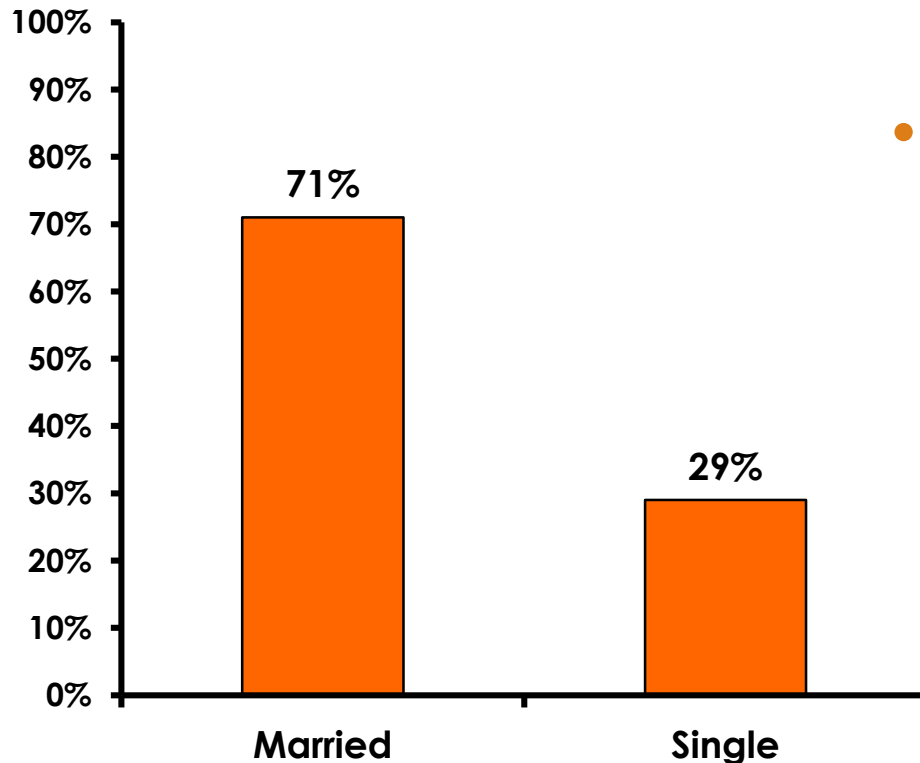
---

# 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.

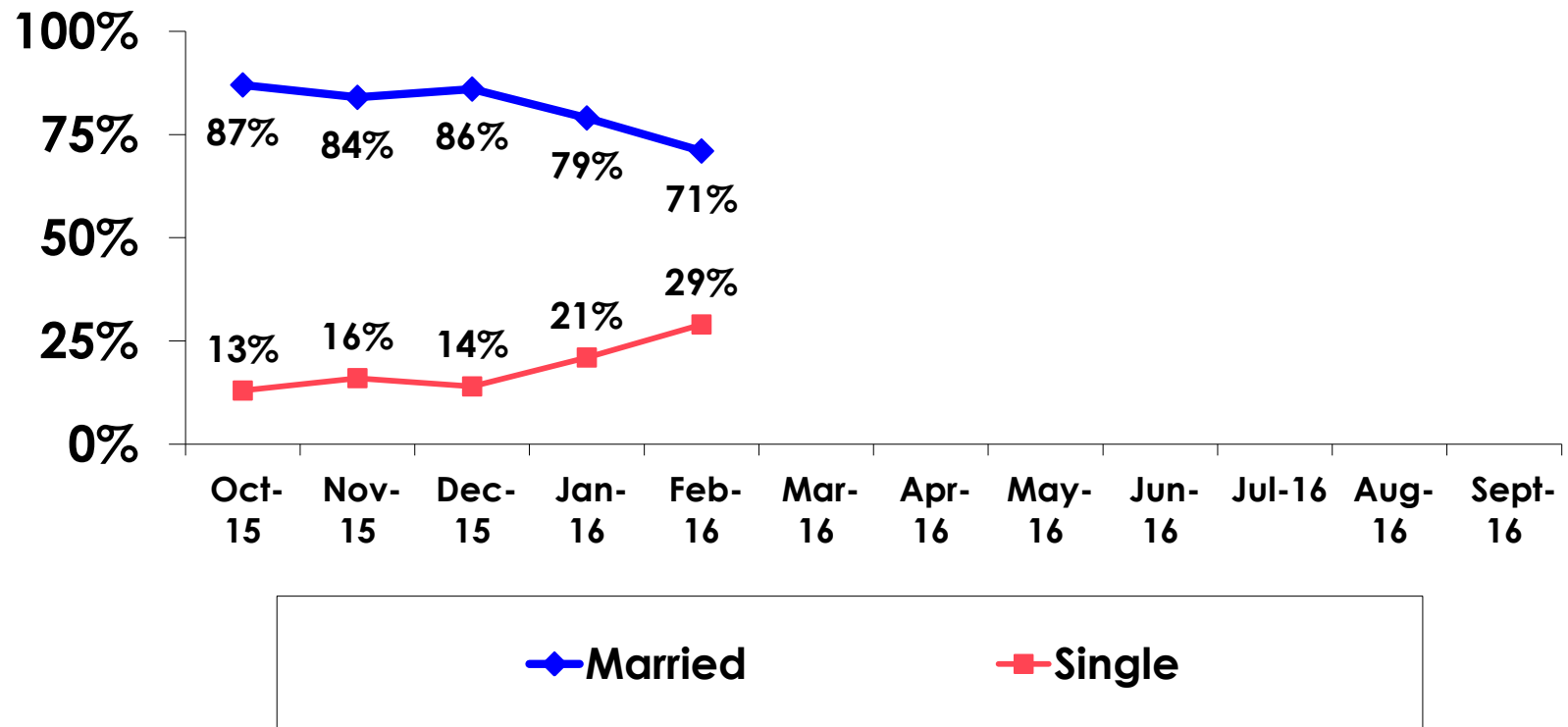
# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status - Overall

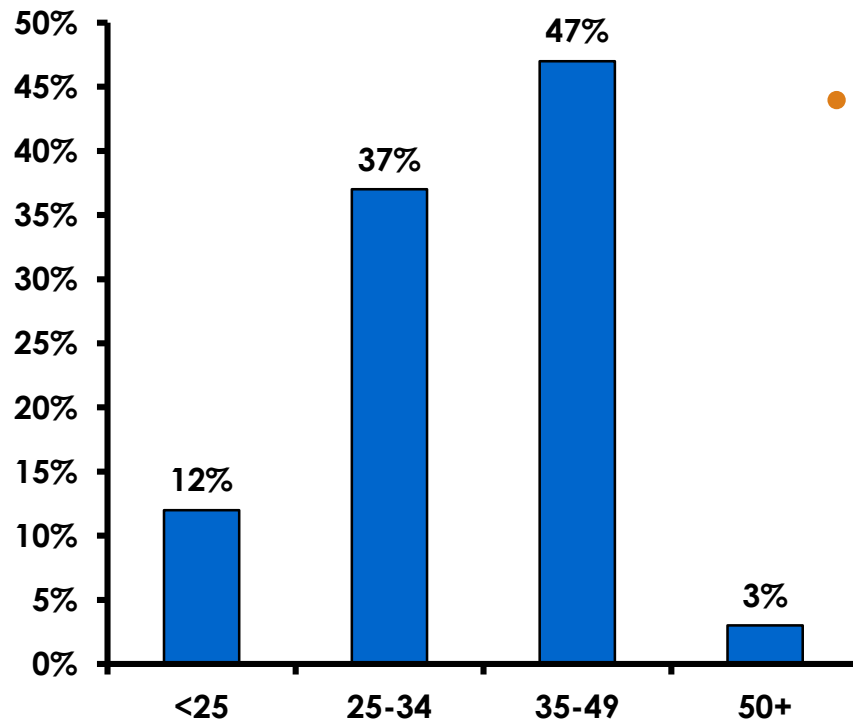


- Majority of Korean visitors are married.

# MARITAL STATUS

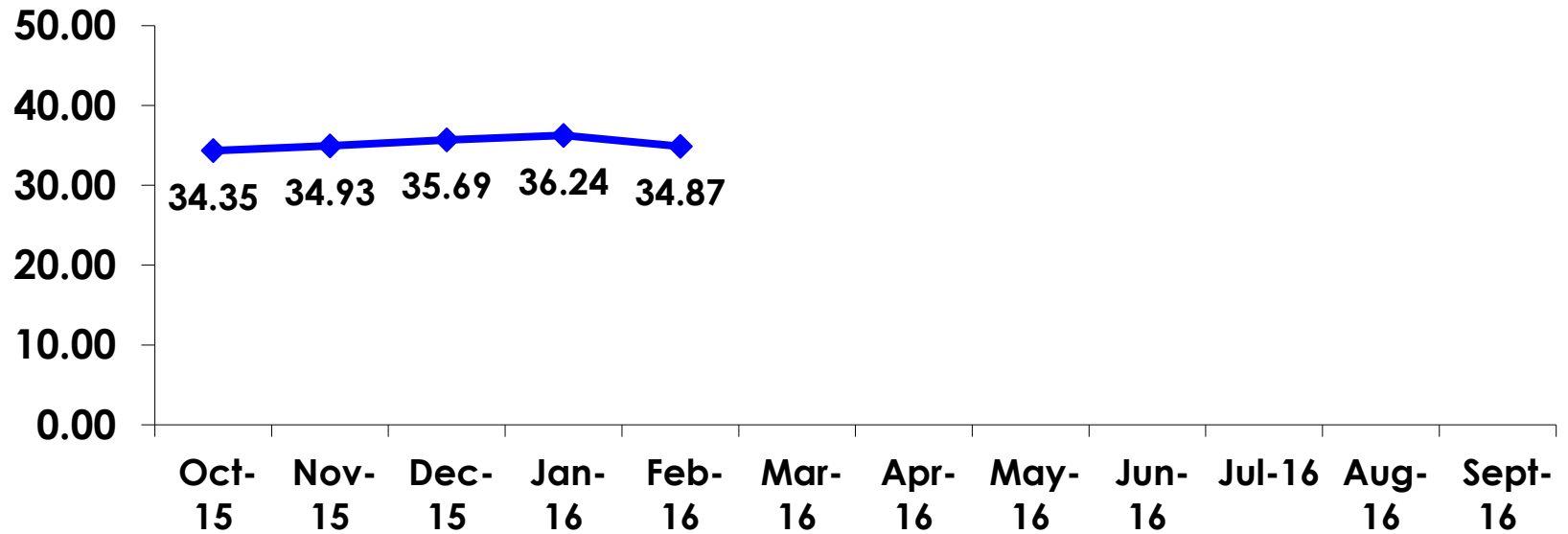


# Age - Overall



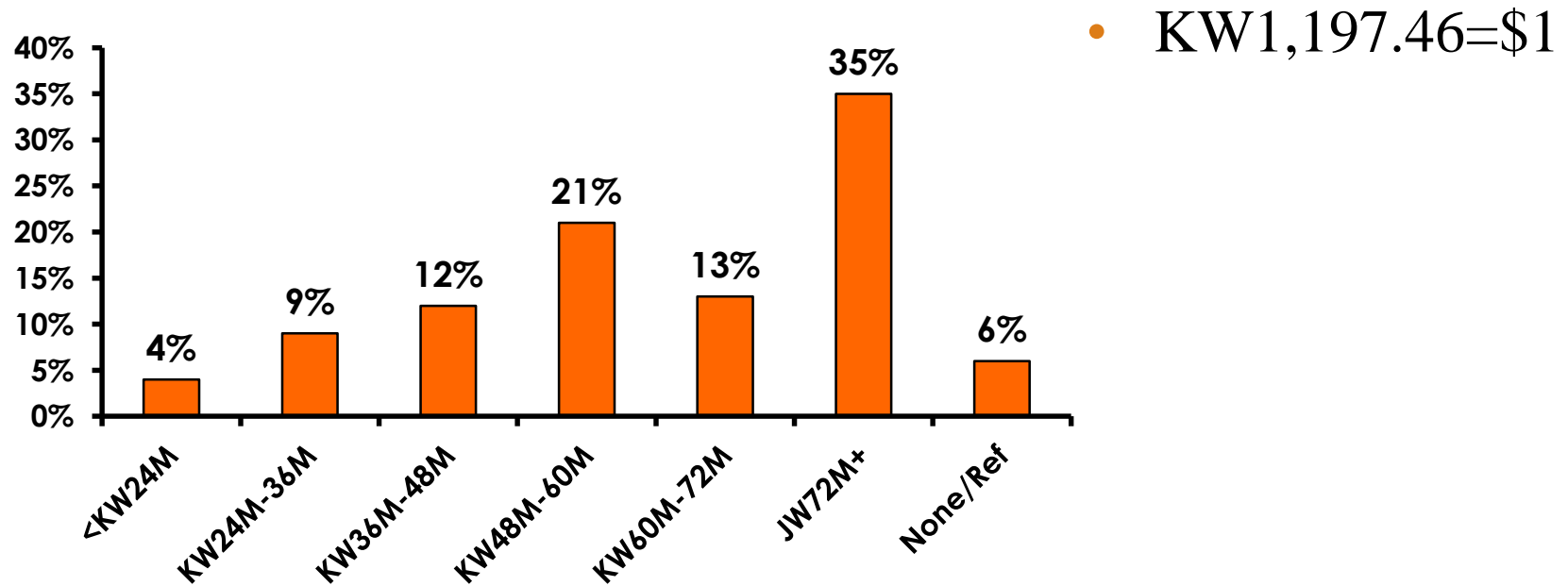
- The average age of the respondents is 34.87 years of age.

# AVERAGE - AGE

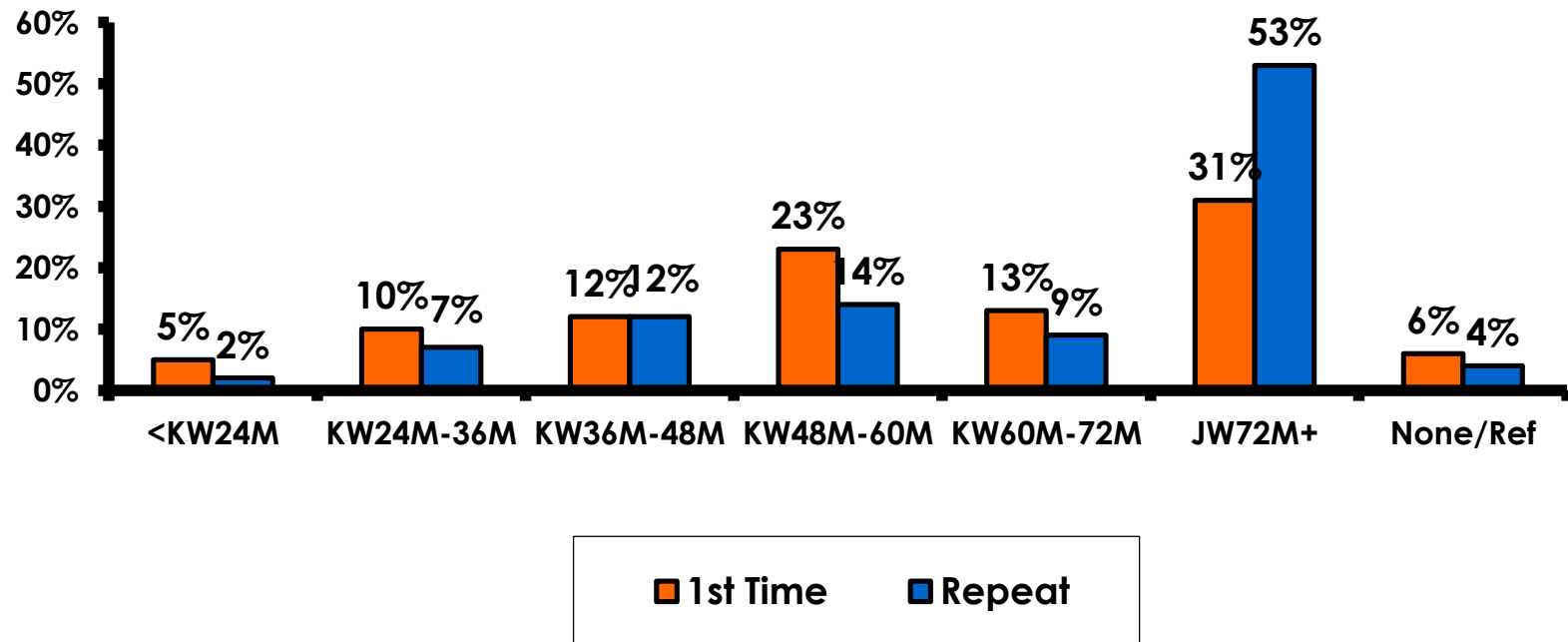




# Personal Income



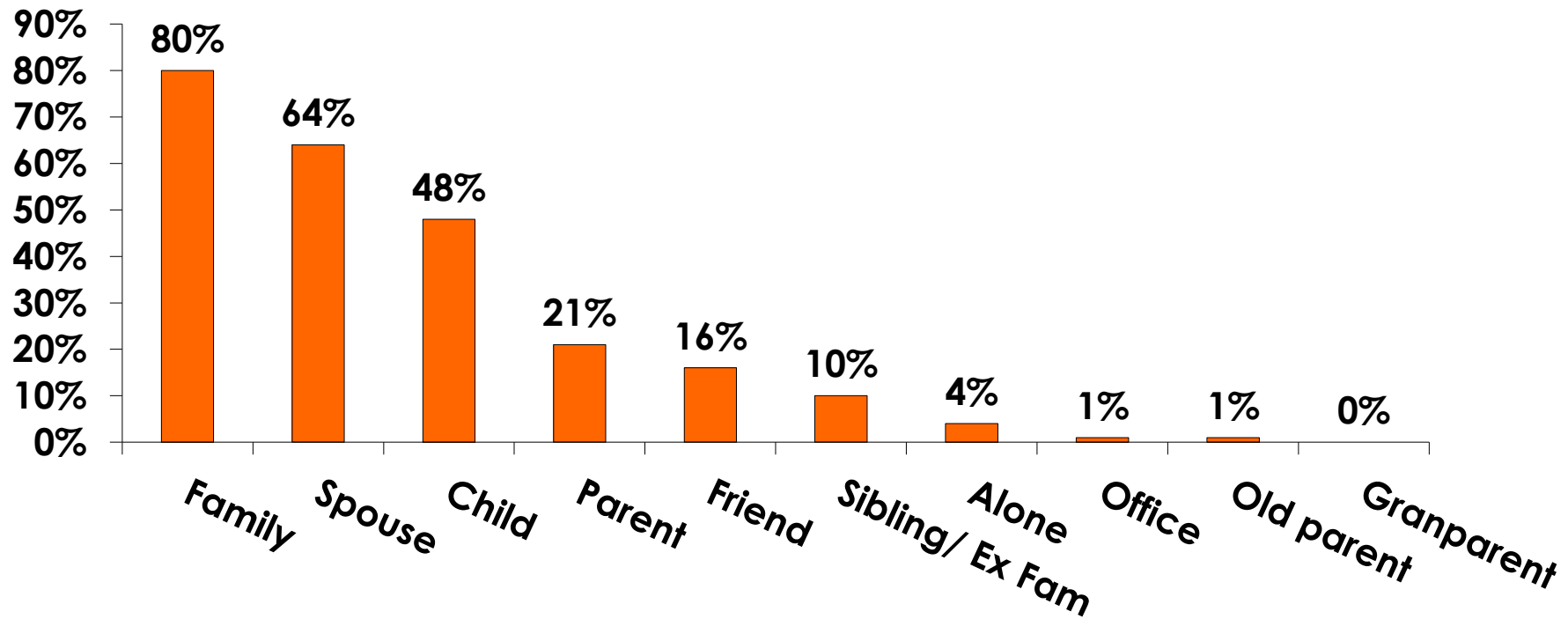
# Personal Income – 1st time vs. repeat



# Personal Income by Gender & Age

|     |                 |            | TOTAL | GENDER |        | AGE   |       |       |     |
|-----|-----------------|------------|-------|--------|--------|-------|-------|-------|-----|
|     |                 |            | -     | Male   | Female | 18-24 | 25-34 | 35-49 | 50+ |
| Q26 | <KW12.0M        | Count      | 5     | 3      | 2      | 5     |       |       |     |
|     |                 | Column N % | 2%    | 2%     | 1%     | 14%   |       |       |     |
|     | KW12.0M-KW24.0M | Count      | 7     | 2      | 5      | 1     | 4     | 2     |     |
|     |                 | Column N % | 2%    | 1%     | 3%     | 3%    | 4%    | 1%    |     |
|     | KW24.0M-KW36.0M | Count      | 27    | 8      | 19     | 5     | 18    | 4     |     |
|     |                 | Column N % | 9%    | 6%     | 13%    | 14%   | 18%   | 3%    |     |
|     | KW36.0M-KW48.0M | Count      | 34    | 17     | 17     | 4     | 17    | 12    |     |
|     |                 | Column N % | 12%   | 12%    | 12%    | 11%   | 17%   | 8%    |     |
|     | KW48.0M-KW60.0M | Count      | 61    | 33     | 28     | 2     | 24    | 35    |     |
|     |                 | Column N % | 21%   | 23%    | 19%    | 6%    | 24%   | 25%   |     |
|     | KW60.0M-KW72.0M | Count      | 36    | 24     | 12     | 1     | 7     | 24    | 4   |
|     |                 | Column N % | 13%   | 17%    | 8%     | 3%    | 7%    | 17%   | 44% |
|     | KW72.0M+        | Count      | 102   | 53     | 49     | 5     | 28    | 64    | 5   |
|     |                 | Column N % | 35%   | 37%    | 34%    | 14%   | 28%   | 45%   | 56% |
|     | No Income       | Count      | 16    | 4      | 12     | 12    | 3     | 1     |     |
|     |                 | Column N % | 6%    | 3%     | 8%     | 34%   | 3%    | 1%    |     |
|     | Total           | Count      | 288   | 144    | 144    | 35    | 101   | 142   | 9   |

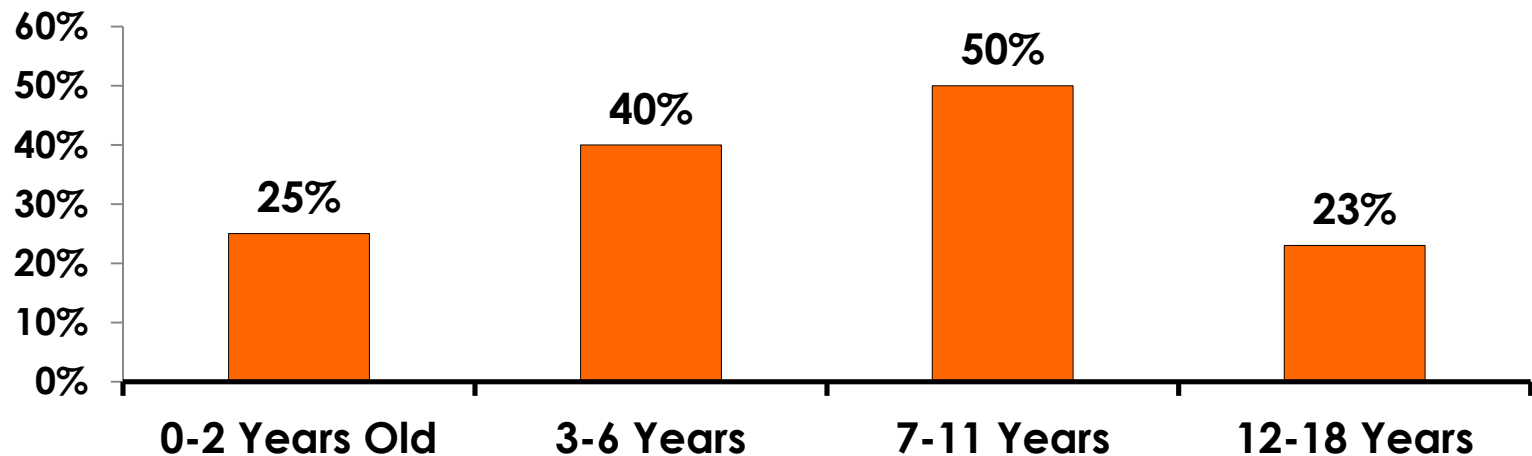
# Travel Companions



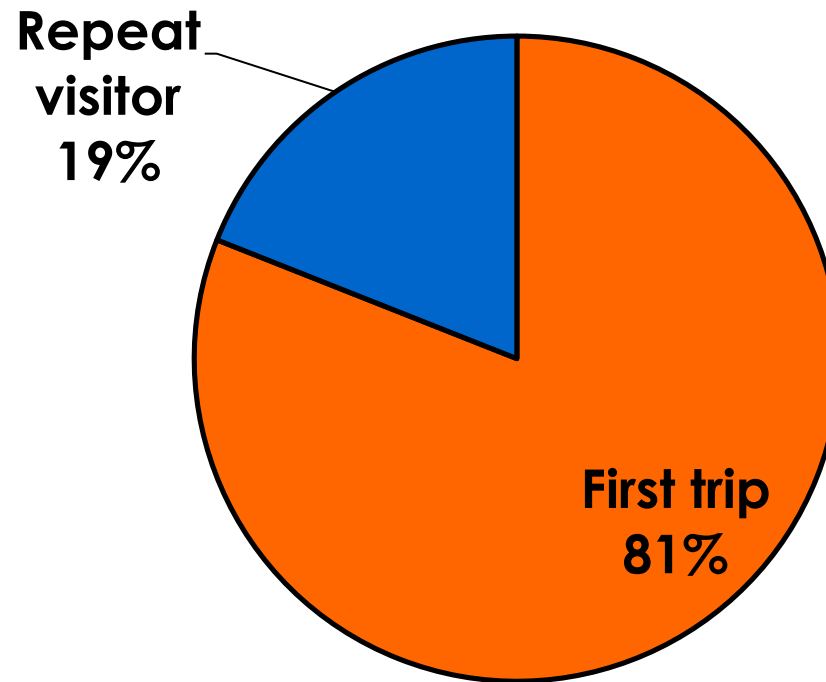
# Number of Children Travel Party

N=170 total respondents traveling with children.

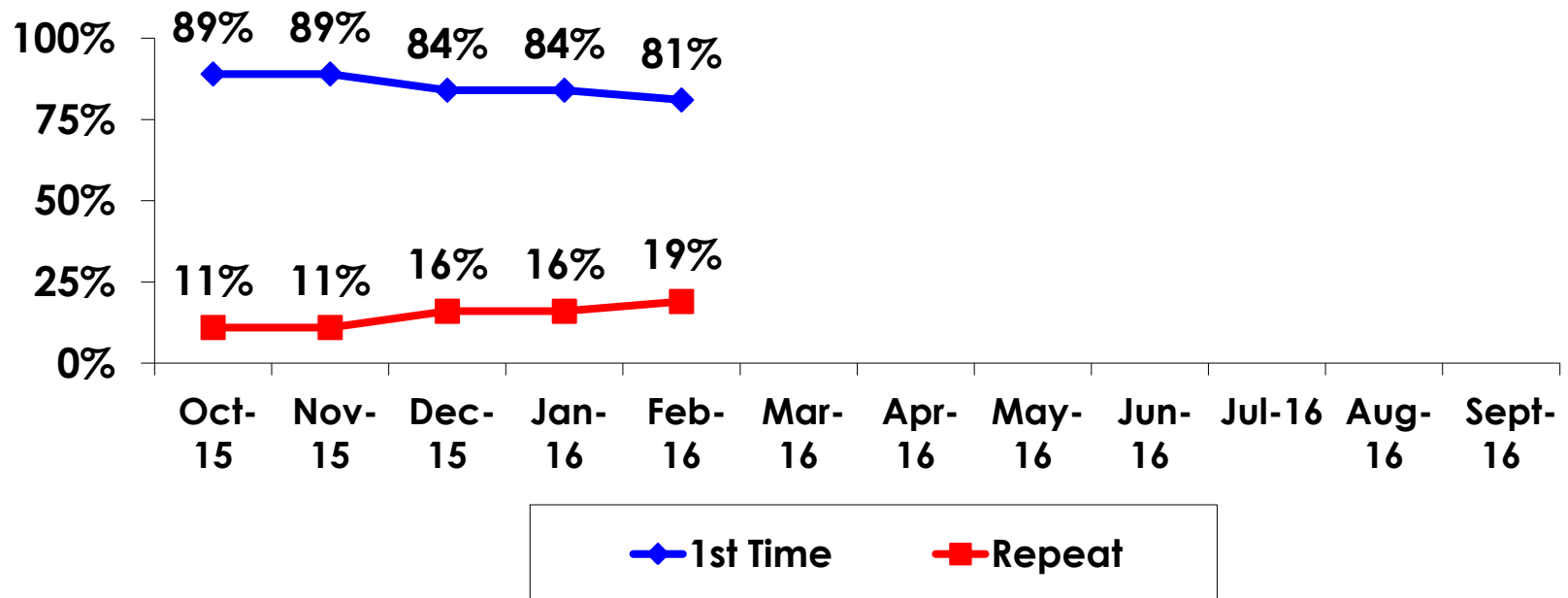
(Of those N=170 respondents, there is a total of 278 children 18 years or younger)



# Prior Trips to Guam



# PRIOR TRIPS TO GUAM



# Trips to Guam by Age & Gender

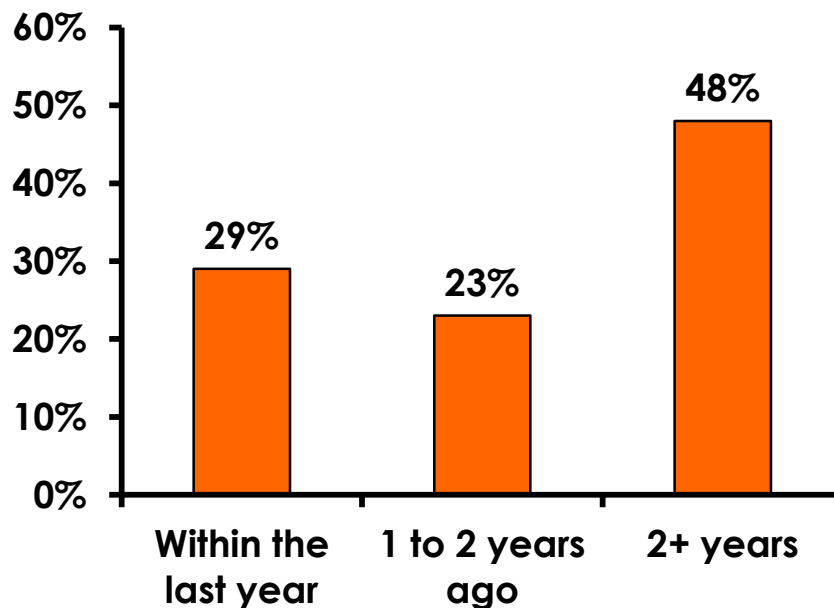
|        |        |            | TOTAL | TRIPS TO GUAM |        |    |
|--------|--------|------------|-------|---------------|--------|----|
|        |        |            | -     | 1st           | Repeat |    |
| GENDER | Male   | Count      | 175   | 146           | 29     |    |
|        |        | Column N % | 49%   | 51%           | 43%    |    |
|        | Female | Count      | 181   | 142           | 38     |    |
|        |        | Column N % | 51%   | 49%           | 57%    |    |
|        | Total  | Count      | 356   | 288           | 67     |    |
| AGE    | 18-24  | Count      | 44    | 40            | 4      |    |
|        |        | Column N % | 12%   | 14%           | 6%     |    |
|        | 25-34  | Count      | 131   | 115           | 16     |    |
|        |        | Column N % | 37%   | 40%           | 24%    |    |
|        | 35-49  | Count      | 168   | 123           | 44     |    |
|        |        | Column N % | 47%   | 43%           | 66%    |    |
|        | 50+    | Count      | 12    | 9             | 3      |    |
|        |        | Column N % | 3%    | 3%            | 4%     |    |
|        |        | Total      | Count | 355           | 287    | 67 |



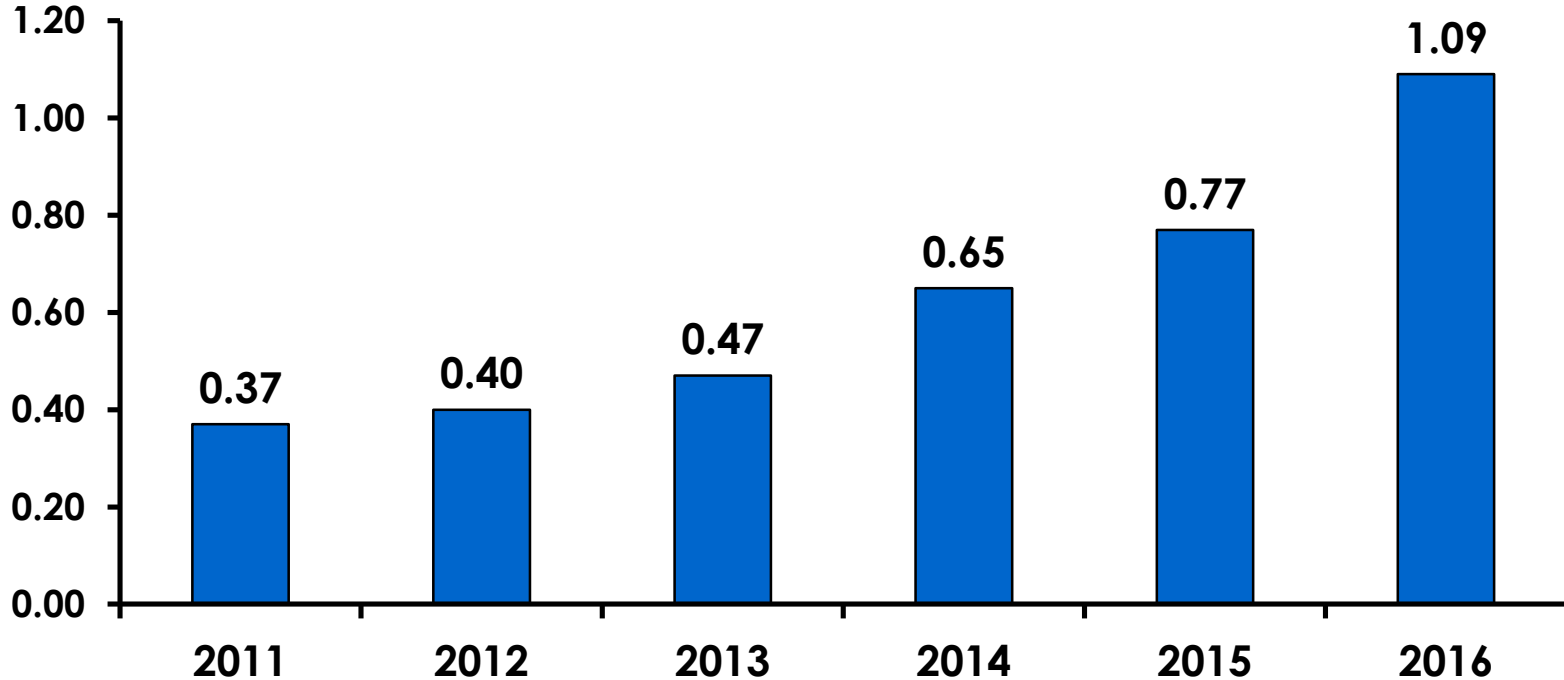
# Repeat Visitors Last Trip

n = 65

- The average repeat visitor has been to Guam 3.41 times.

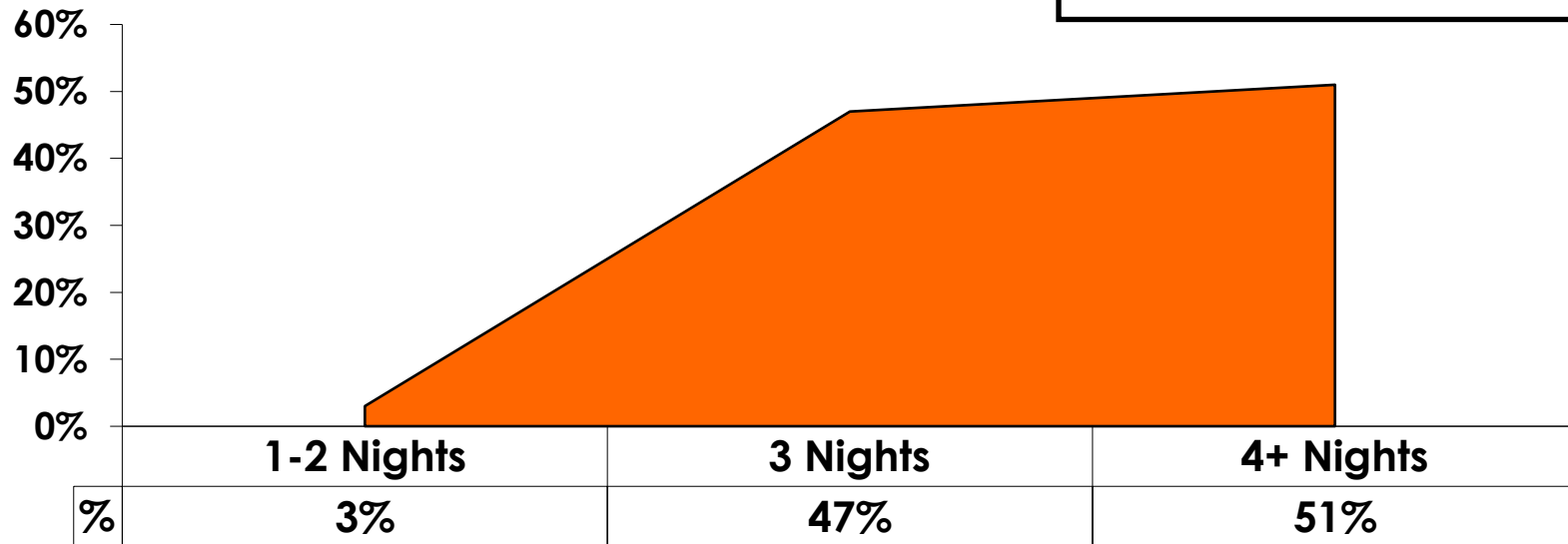


# Average Number Overnight Trips (2011-2016) (2 nights or more)

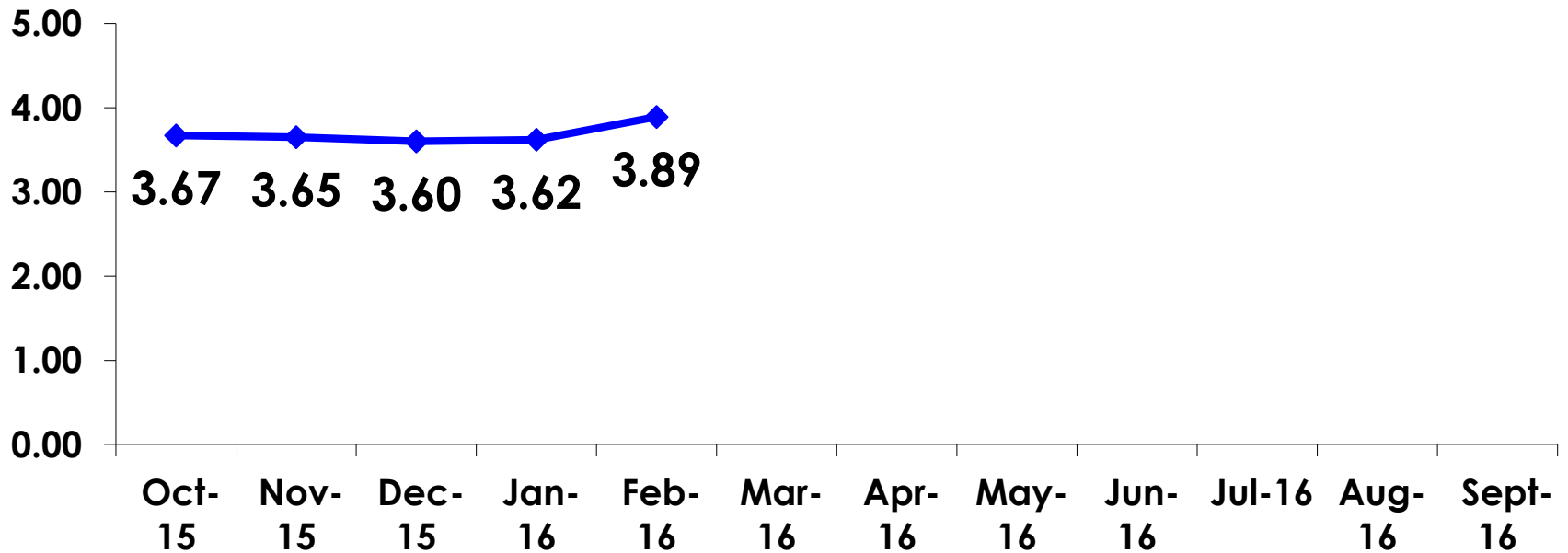


# Length of Stay

Mean = 3.89 Days  
Median = 4.0 Days



# AVG LENGTH OF STAY

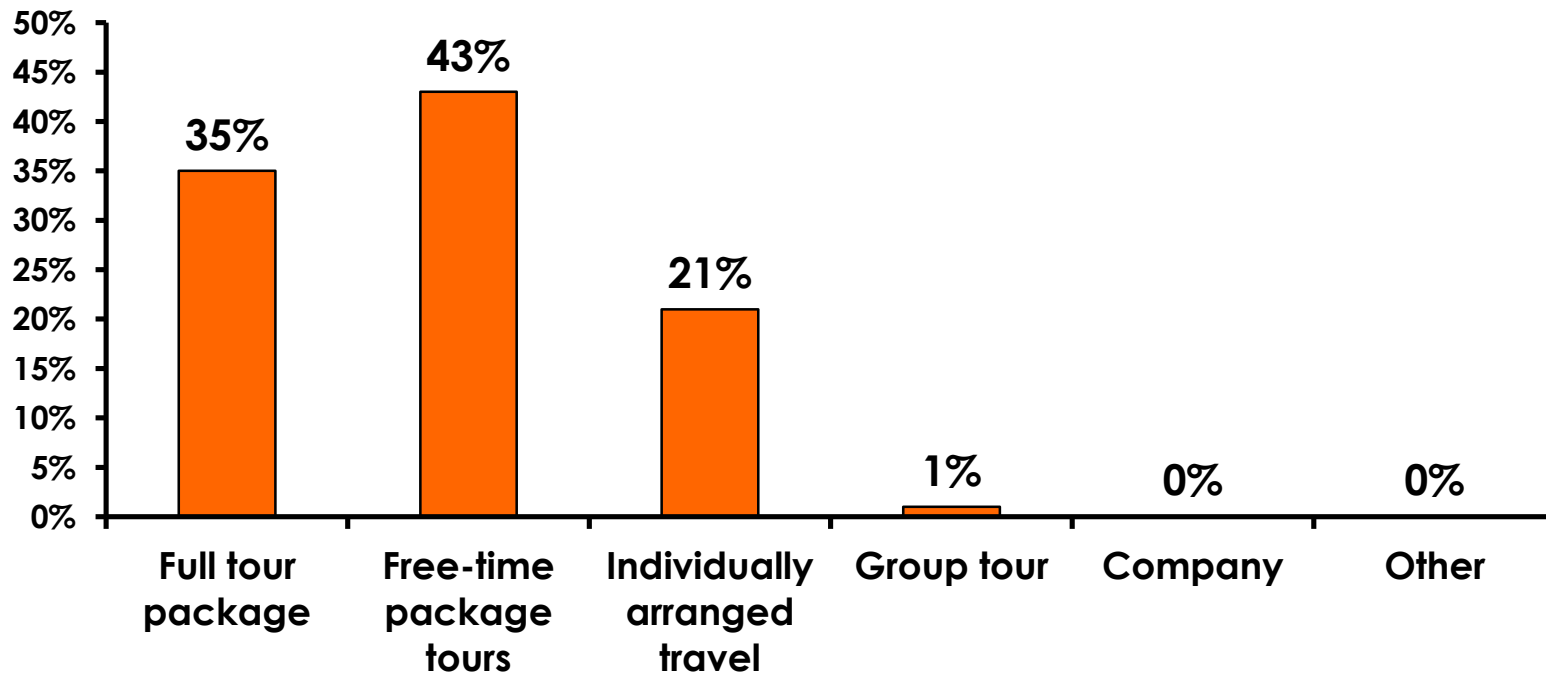


# Occupation by Income

|     |                                    | 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         | 28%   |          | 43%             | 33%             | 38%             | 33%             | 25%             | 22%      |           |    |
|     | Self-employed                      | 15%   |          | 29%             | 11%             | 9%              | 13%             | 22%             | 23%      | 6%        |    |
|     | Student                            | 15%   | 100%     | 29%             | 7%              | 12%             | 3%              |                 | 9%       | 94%       |    |
|     | Housewife/ Homemaker               | 11%   |          |                 | 19%             | 9%              | 10%             | 8%              | 12%      |           |    |
|     | Professional/ Specialist/ Tech     | 9%    |          |                 | 15%             | 6%              | 2%              | 17%             | 18%      |           |    |
|     | Service worker/ Private hse worker | 5%    |          |                 |                 | 9%              | 11%             | 8%              | 1%       |           |    |
|     | Professor/ Teacher/ After-school   | 5%    |          |                 |                 | 3%              | 10%             | 8%              | 5%       |           |    |
|     | Skilled worker                     | 2%    |          |                 | 4%              | 6%              | 2%              |                 | 3%       |           |    |
|     | Sales worker/ Clerical             | 2%    |          |                 | 4%              | 9%              |                 | 3%              |          |           |    |
|     | Manager/ Admin                     | 2%    |          |                 |                 |                 | 3%              |                 | 5%       |           |    |
|     | Freelancer                         | 1%    |          |                 | 4%              |                 | 5%              |                 | 1%       |           |    |
|     | Govt- office worker non-mgr        | 1%    |          |                 | 4%              |                 | 2%              |                 |          |           |    |
|     | Other                              | 1%    |          |                 |                 |                 | 3%              |                 | 1%       |           |    |
|     | Unemployed                         | 1%    |          |                 |                 |                 | 2%              | 3%              |          |           |    |
|     | Farmer/ Forestry/ Fisherman        | 1%    |          |                 |                 |                 | 2%              | 3%              | 1%       |           |    |
|     | Judicial                           | 0%    |          |                 |                 |                 |                 | 3%              |          |           |    |
|     | Govt- Executive                    | 0%    |          |                 |                 |                 |                 |                 | 1%       |           |    |
|     | Total                              | Count | 338      | 5               | 7               | 27              | 34              | 61              | 36       | 102       | 16 |

# SECTION 2 **TRAVEL PLANNING**

# Travel Planning - Overall



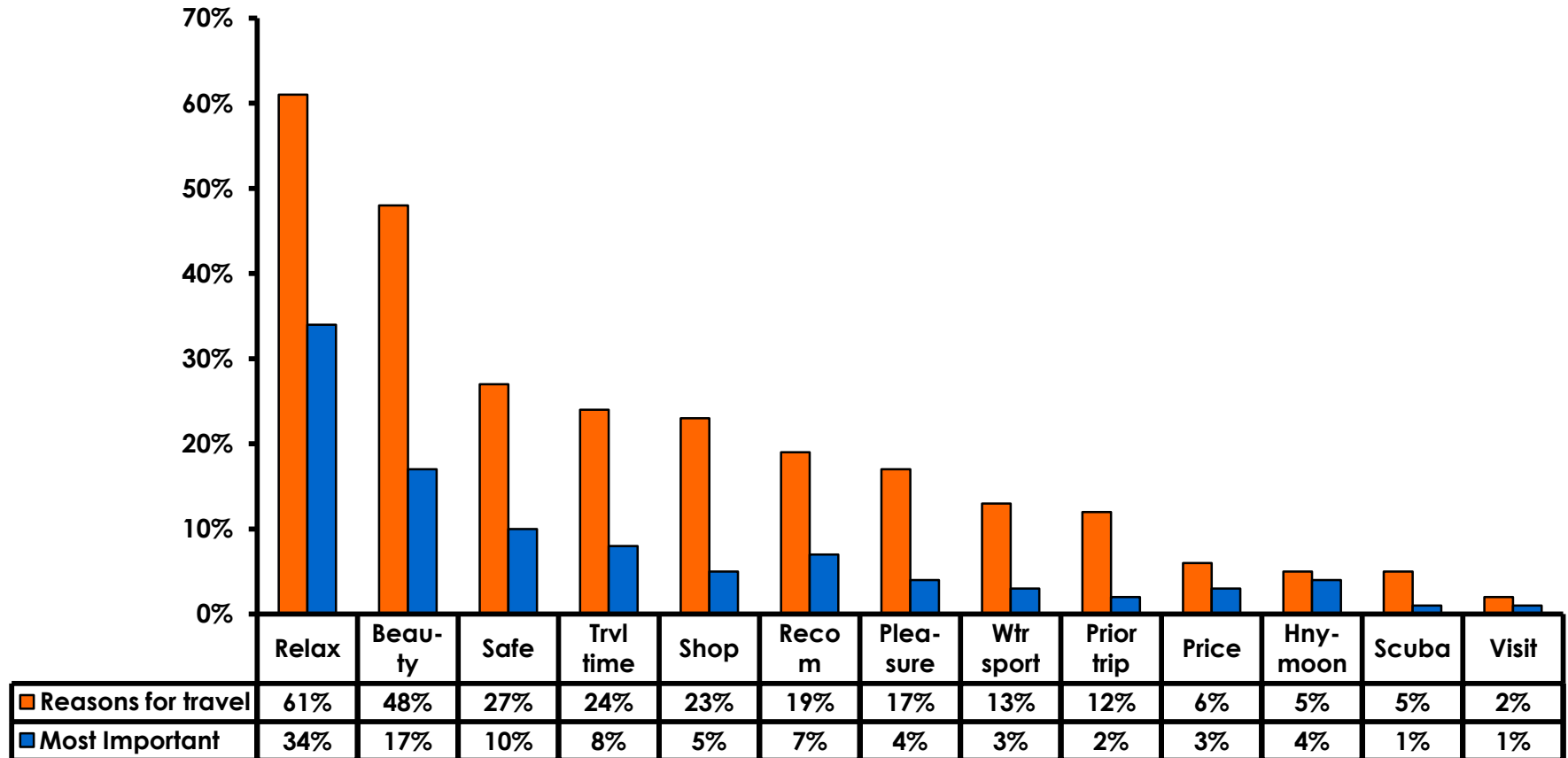
# Accommodation by Income

Average length of stay: 3.89 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                    | 27%   |          |                 | 15%             | 18%             | 36%             | 31%             | 30%      | 7%        |    |
|    | Lotte Hotel Guam            | 10%   |          |                 | 19%             | 12%             | 11%             | 9%              | 6%       | 7%        |    |
|    | Hyatt Regency Guam          | 8%    |          |                 |                 | 3%              | 3%              | 9%              | 15%      | 7%        |    |
|    | Sheraton Laguna Guam        | 7%    | 20%      | 14%             |                 | 6%              | 10%             | 6%              | 3%       | 20%       |    |
|    | Dusit Thani Guam Resort     | 6%    |          |                 | 4%              | 6%              | 5%              | 9%              | 8%       | 7%        |    |
|    | Hilton Guam Resort          | 6%    |          |                 | 4%              | 6%              | 5%              | 17%             | 6%       |           |    |
|    | Onward Beach Resort         | 5%    |          |                 | 7%              | 3%              | 10%             |                 | 7%       |           |    |
|    | Hotel Nikko Guam            | 5%    |          |                 | 15%             | 15%             | 2%              |                 | 7%       |           |    |
|    | Outrigger Guam Resort       | 5%    |          | 14%             | 4%              | 15%             |                 | 6%              | 6%       |           |    |
|    | Guam Reef & Olive Spa       | 4%    |          | 14%             | 7%              | 3%              | 3%              |                 | 1%       | 20%       |    |
|    | Westin Resort Guam          | 3%    |          | 14%             | 4%              | 6%              | 5%              | 3%              | 1%       |           |    |
|    | Holiday Resort Guam         | 3%    |          | 14%             | 7%              |                 |                 | 3%              | 2%       | 7%        |    |
|    | Other                       | 2%    | 40%      | 14%             | 4%              |                 | 2%              |                 |          | 13%       |    |
|    | Home stay/ friend/ relative | 2%    | 20%      |                 | 4%              | 3%              | 2%              | 3%              | 1%       | 7%        |    |
|    | Leo Palace Resort           | 2%    |          |                 | 4%              |                 | 3%              | 6%              | 1%       |           |    |
|    | Oceanview Hotel             | 1%    | 20%      |                 |                 |                 |                 |                 | 2%       | 7%        |    |
|    | Fiesta Resort Guam          | 1%    |          | 14%             |                 | 3%              |                 |                 | 1%       |           |    |
|    | Bayview Hotel               | 1%    |          |                 | 4%              |                 |                 |                 | 2%       |           |    |
|    | Condo                       | 1%    |          |                 |                 |                 |                 |                 | 1%       |           |    |
|    | Verona Resort & Spa         | 0%    |          |                 |                 | 3%              |                 |                 |          |           |    |
|    | Hotel Santa Fe              | 0%    |          |                 |                 |                 |                 |                 | 1%       |           |    |
|    | Days Inn (Tamuning)         | 0%    |          |                 |                 |                 | 2%              |                 |          |           |    |
|    | Pacific Star Resort & Spa   | 0%    |          |                 |                 |                 | 2%              |                 |          |           |    |
|    | Total                       | Count | 353      | 5               | 7               | 27              | 34              | 61              | 35       | 102       | 15 |



# Travel Motivation - Top Responses



---

# Most Important Reason for Choosing Guam

- Relaxation,
- Natural beauty,
- Short travel time

are the primary reasons for visiting during this period.

# Motivation by Age & Gender

|     |                                    | TOTAL | AGE   |       |       |     | GENDER |        |     |
|-----|------------------------------------|-------|-------|-------|-------|-----|--------|--------|-----|
|     |                                    | -     | 18-24 | 25-34 | 35-49 | 50+ | Male   | Female |     |
| Q5A | Relax                              | 61%   | 64%   | 56%   | 64%   | 75% | 62%    | 61%    |     |
|     | Natural beauty                     | 48%   | 62%   | 44%   | 49%   | 25% | 41%    | 54%    |     |
|     | Safe                               | 27%   | 17%   | 24%   | 33%   | 25% | 24%    | 31%    |     |
|     | Short travel time                  | 24%   | 5%    | 24%   | 27%   | 33% | 21%    | 27%    |     |
|     | Shopping                           | 23%   | 26%   | 32%   | 15%   | 8%  | 19%    | 26%    |     |
|     | Recomm-<br>friend/family/trvl agnt | 19%   | 31%   | 21%   | 15%   | 25% | 16%    | 23%    |     |
|     | Pleasure                           | 17%   | 24%   | 15%   | 18%   | 8%  | 18%    | 17%    |     |
|     | Water sports                       | 13%   | 17%   | 15%   | 12%   |     | 13%    | 13%    |     |
|     | Previous trip                      | 12%   | 2%    | 10%   | 17%   | 8%  | 11%    | 13%    |     |
|     | Price                              | 6%    | 5%    | 9%    | 5%    |     | 5%     | 7%     |     |
|     | Honeymoon                          | 5%    | 2%    | 11%   | 1%    |     | 8%     | 2%     |     |
|     | Scuba                              | 5%    | 12%   | 5%    | 3%    | 8%  | 6%     | 4%     |     |
|     | Other                              | 2%    | 5%    | 2%    | 2%    |     | 2%     | 2%     |     |
|     | Visit friends/ Relatives           | 2%    | 5%    | 2%    | 1%    | 17% | 2%     | 2%     |     |
|     | Golf                               | 2%    |       | 1%    | 2%    | 8%  | 2%     | 1%     |     |
|     | Career Cert/ Testing               | 1%    | 2%    | 2%    |       |     | 1%     | 2%     |     |
|     | Organized sports                   | 1%    |       | 2%    |       |     | 1%     | 1%     |     |
|     | Company/ Business Trip             | 0%    |       | 1%    |       |     | 1%     |        |     |
|     | Total                              | Count | 354   | 42    | 131   | 168 | 12     | 174    | 180 |

# Motivation by Income

|     |                                | 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 |    |
| Q5A | Relax                          | 61%   | 50%      | 57%             | 48%             | 64%             | 66%             | 61%             | 70%      | 81%       |    |
|     | Natural beauty                 | 48%   | 75%      | 43%             | 52%             | 42%             | 48%             | 33%             | 54%      | 63%       |    |
|     | Safe                           | 27%   |          | 29%             | 19%             | 33%             | 28%             | 25%             | 35%      | 19%       |    |
|     | Short travel time              | 24%   | 25%      | 14%             | 26%             | 24%             | 26%             | 28%             | 25%      | 6%        |    |
|     | Shopping                       | 23%   | 25%      | 14%             | 37%             | 21%             | 18%             | 11%             | 29%      | 31%       |    |
|     | Recomm-friend/family/trvl agnt | 19%   | 75%      | 29%             | 22%             | 15%             | 20%             | 14%             | 21%      | 25%       |    |
|     | Pleasure                       | 17%   | 50%      |                 | 4%              | 15%             | 21%             | 8%              | 23%      | 19%       |    |
|     | Water sports                   | 13%   | 50%      | 29%             | 26%             | 12%             | 18%             | 3%              | 11%      |           |    |
|     | Previous trip                  | 12%   |          | 14%             | 11%             | 12%             | 8%              | 8%              | 19%      | 13%       |    |
|     | Price                          | 6%    | 25%      | 14%             | 11%             | 6%              | 7%              | 11%             | 3%       |           |    |
|     | Honeymoon                      | 5%    |          |                 | 4%              | 15%             | 3%              |                 | 4%       | 6%        |    |
|     | Scuba                          | 5%    | 25%      |                 | 4%              | 3%              |                 | 8%              | 5%       | 13%       |    |
|     | Other                          | 2%    |          |                 | 4%              | 3%              | 2%              |                 | 2%       | 6%        |    |
|     | Visit friends/ Relatives       | 2%    |          |                 | 4%              | 3%              | 3%              | 3%              |          |           |    |
|     | Golf                           | 2%    |          |                 |                 |                 | 3%              | 3%              | 3%       |           |    |
|     | Career Cert/ Testing           | 1%    |          |                 |                 |                 | 2%              | 3%              |          |           |    |
|     | Organized sports               | 1%    |          |                 |                 |                 | 2%              |                 | 1%       |           |    |
|     | Company/ Business Trip         | 0%    |          |                 | 4%              |                 |                 |                 |          |           |    |
|     | Total                          | Count | 354      | 4               | 7               | 27              | 33              | 61              | 36       | 102       | 16 |

# SECTION 3 **EXPENDITURES**

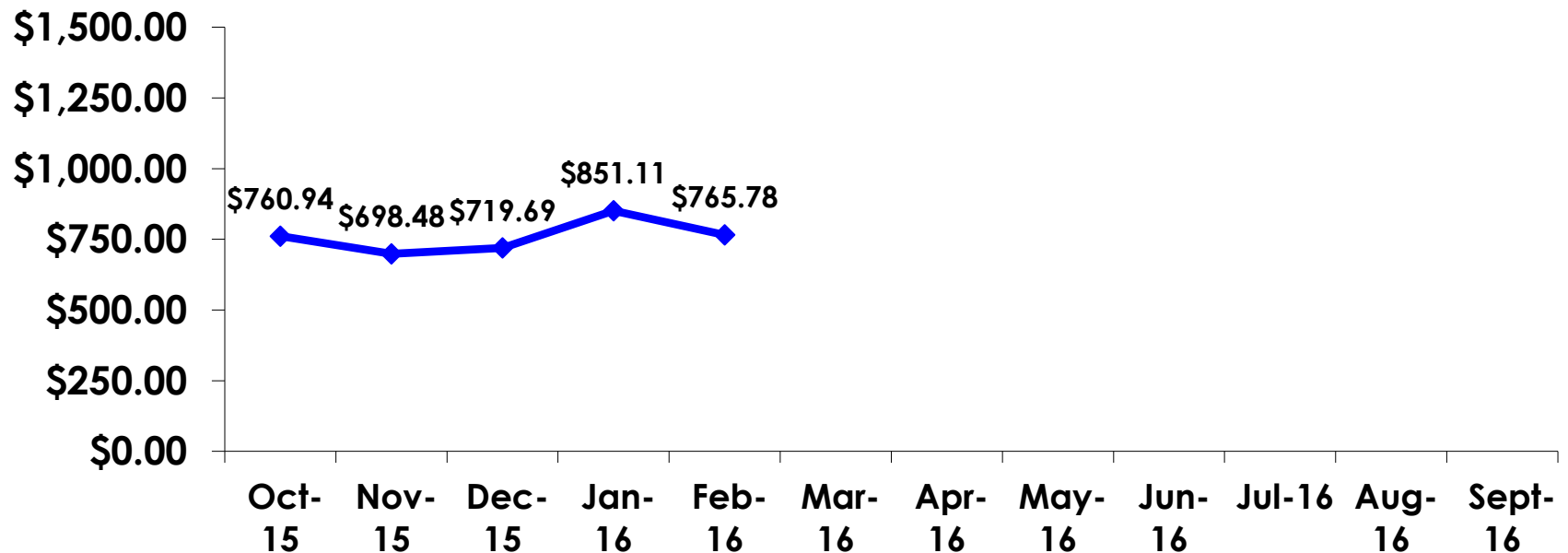
# Prepaid Expenditures

**KW 1,197.46/US\$1**

- \$2,315.46 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$12,810 = maximum (highest amount recorded for the entire sample)
- \$765.78 = overall mean average per person prepaid expenditures

# PREPAID EXPENDITURES

## Per Person



YTD=\$758.47

# Breakdown of Prepaid Expenditures

## KW 1,194.29=\$1

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

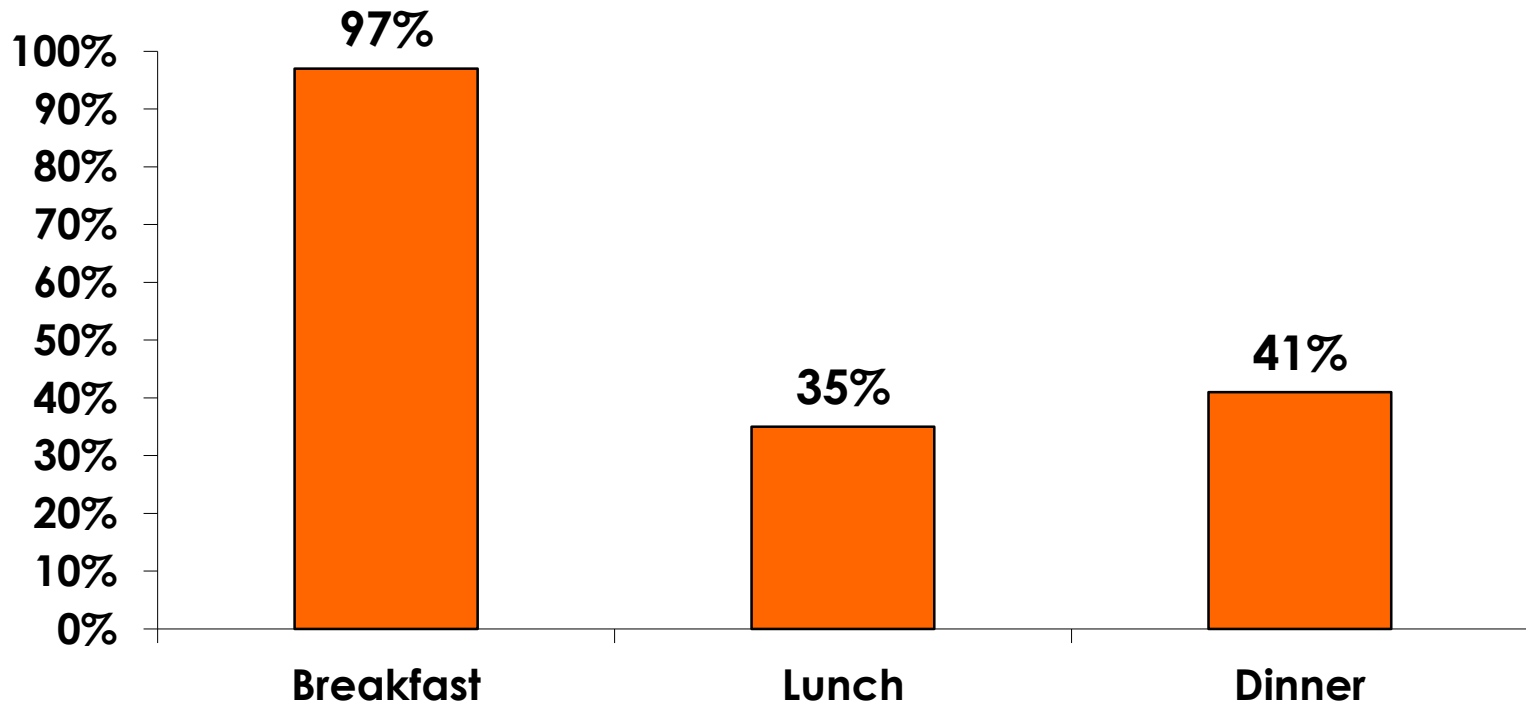
|   | MEAN \$           |
|---|-------------------|
| Air & Accommodation package only          | \$2,726.32        |
| Air & Accommodation w/ daily meal package | \$3,490.87        |
| Air only                                  | \$997.58          |
| Accommodation only                        | \$804.45          |
| Accommodation w/ daily meal only          | \$900.52          |
| Food & Beverages in Hotel                 | \$-               |
| Ground transportation – Korea             | \$86.14           |
| Ground transportation – Guam              | \$191.17          |
| Optional tours/ activities                | \$322.56          |
| Other expenses                            | \$739.86          |
| <b>Total Prepaid</b>                      | <b>\$2,315.46</b> |



# PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n=110

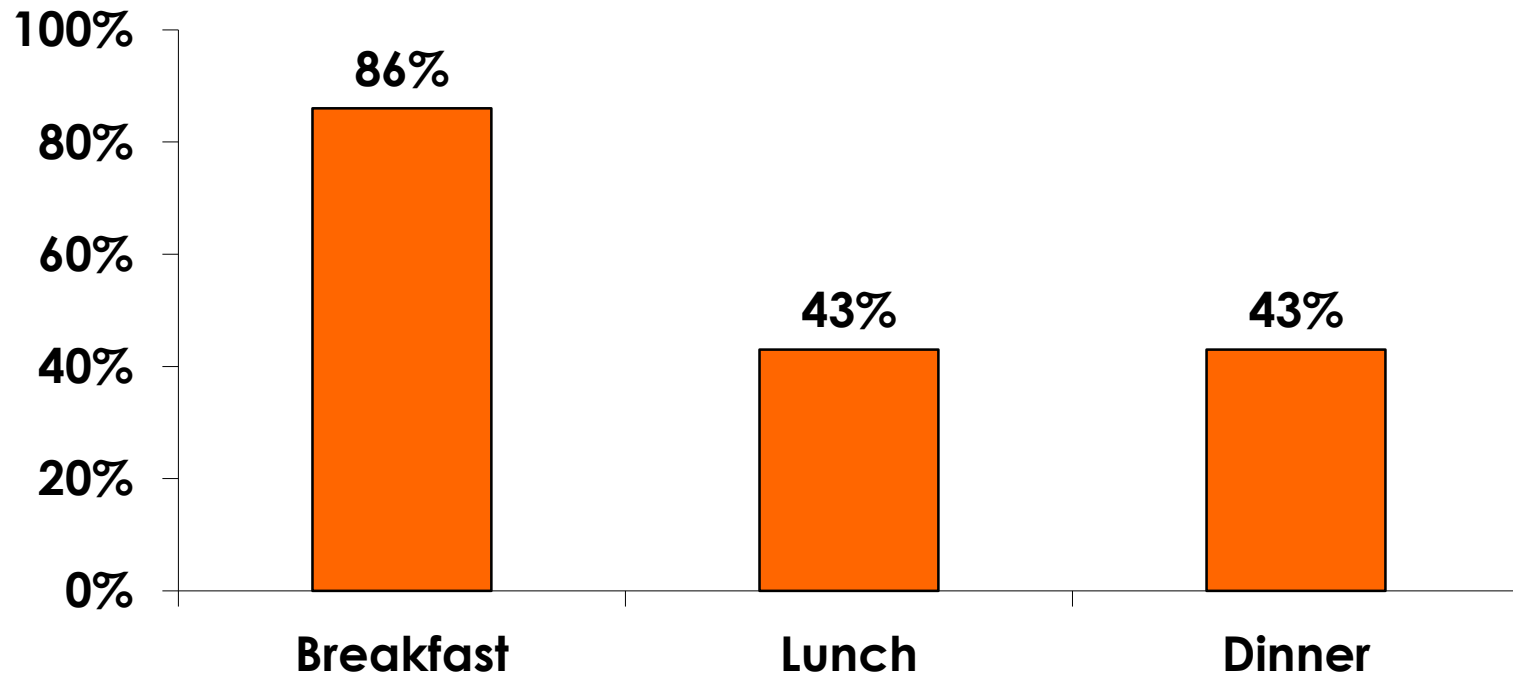


Mean=\$3,490.87 per travel party

# PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

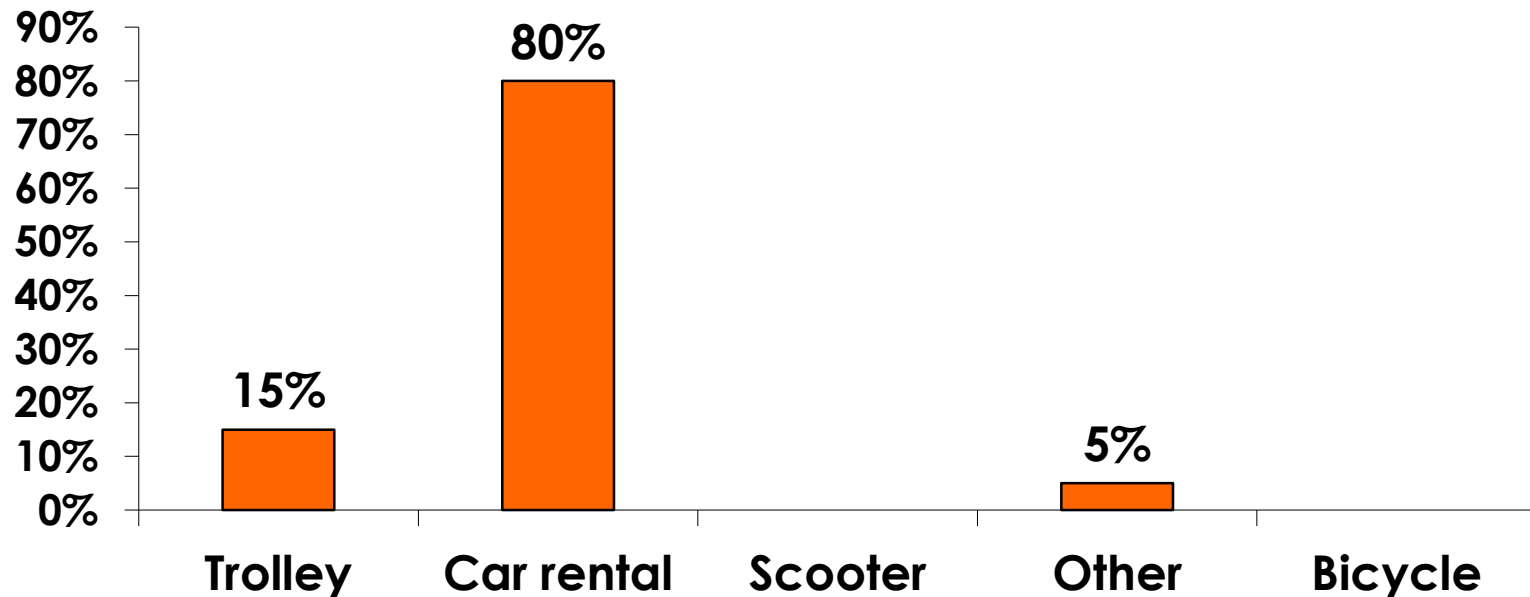
N=7



Mean=\$900.52 per travel party

# PREPAID GROUND TRANSPORTATION

n=20



Mean=\$191.17 per travel party

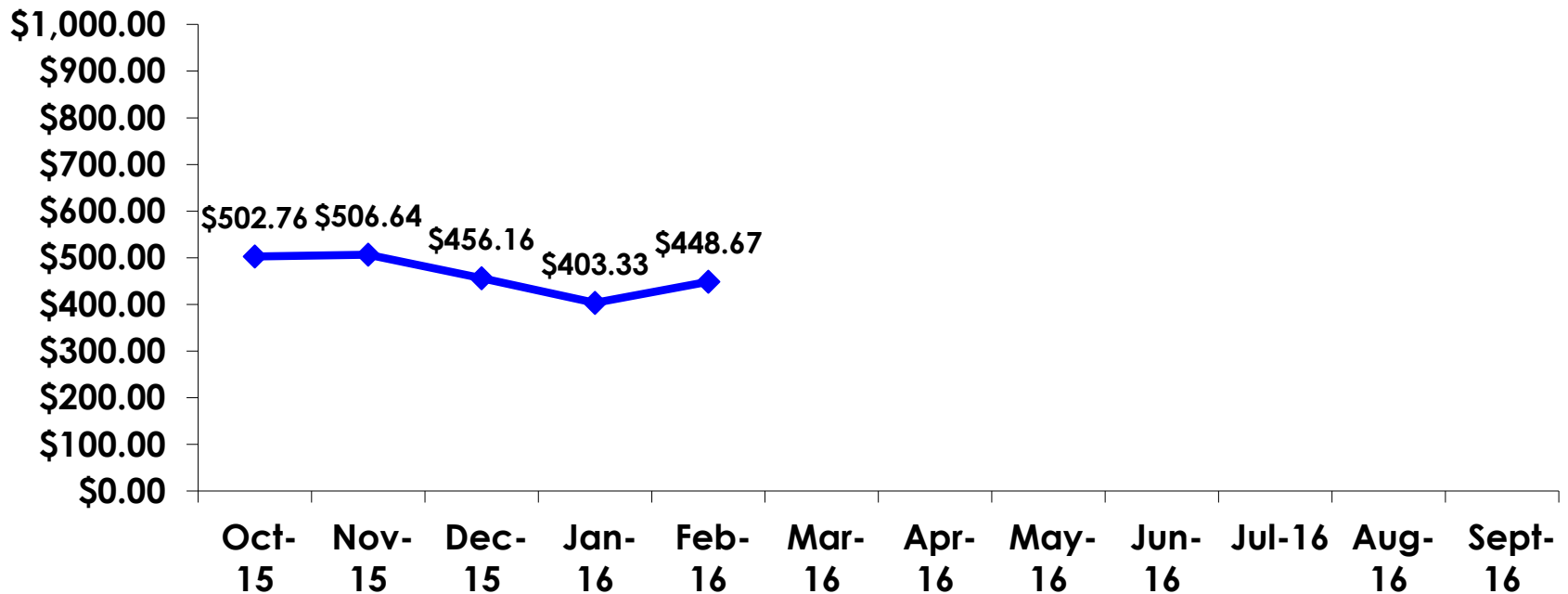
---

# On-Island Expenditures

- \$1,177.16 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$8,000 = Maximum (highest amount recorded for the entire sample)
- \$448.67 = overall mean average per person on-island expenditure

# ON-ISLAND EXPENDITURES

## Per Person

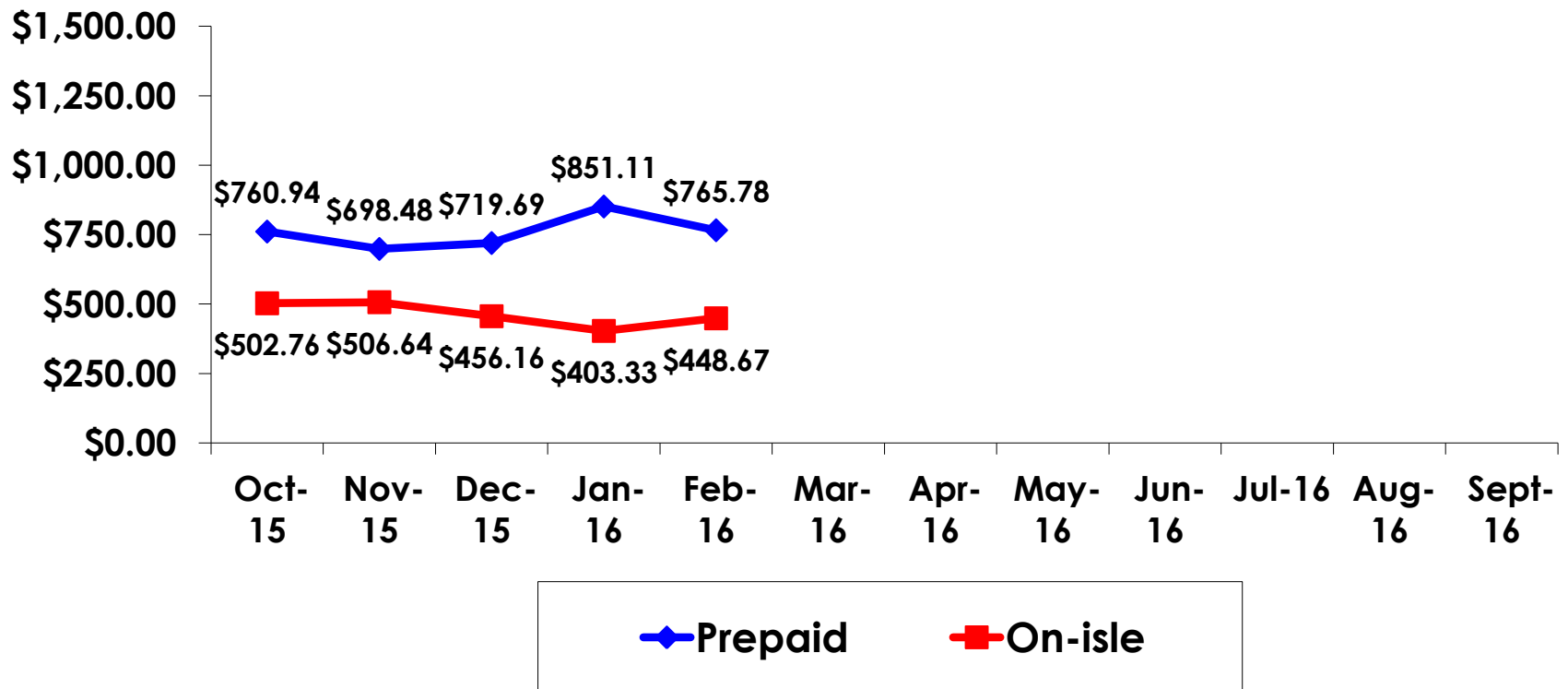


YTD = \$463.67

# PREPAID/ ON-ISLE EXPENDITURES – Per Person

Prepaid YTD = \$758.47

On-Isle YTD = \$463.67



# 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    | \$448.67 | \$468.35 | \$429.64 | \$478.60 | \$543.58 | \$395.90 | \$839.29 | \$386.74 | \$452.27 | \$417.37 | \$532.00 |
|            | Median  | \$333    | \$333    | \$350    | \$203    | \$350    | \$325    | \$667    | \$248    | \$423    | \$300    | \$650    |
|            | Minimum | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      | \$50     | \$0      | \$0      | \$0      | \$0      |
|            | Maximum | \$2,800  | \$2,800  | \$2,710  | \$2,000  | \$2,800  | \$2,500  | \$1,750  | \$1,800  | \$2,000  | \$2,710  | \$760    |

# On-Island Expenditure Categories by Gender & Age

|              |        | TOTAL      | GENDER     |            | AGE      |            |            |            |
|--------------|--------|------------|------------|------------|----------|------------|------------|------------|
|              |        | -          | Male       | Female     | 18-24    | 25-34      | 35-49      | 50+        |
| F&B HOTEL    | Mean   | \$78.59    | \$81.19    | \$76.07    | \$34.41  | \$45.82    | \$120.00   | \$25.00    |
|              | Median | \$0        | \$0        | \$0        | \$0      | \$0        | \$0        | \$0        |
| F&B FF/STORE | Mean   | \$24.02    | \$22.86    | \$25.14    | \$10.68  | \$23.18    | \$30.03    | \$0.00     |
|              | Median | \$0        | \$0        | \$0        | \$0      | \$0        | \$0        | \$0        |
| F&B RESTRNT  | Mean   | \$110.55   | \$102.10   | \$118.73   | \$77.05  | \$113.45   | \$112.53   | \$183.33   |
|              | Median | \$0        | \$0        | \$0        | \$0      | \$0        | \$0        | \$0        |
| OPT TOUR     | Mean   | \$95.04    | \$100.99   | \$89.28    | \$57.61  | \$88.93    | \$99.10    | \$250.00   |
|              | Median | \$0        | \$0        | \$0        | \$0      | \$0        | \$0        | \$0        |
| GIFT- SELF   | Mean   | \$162.33   | \$166.44   | \$158.36   | \$37.43  | \$179.41   | \$188.34   | \$83.33    |
|              | Median | \$0        | \$0        | \$0        | \$0      | \$0        | \$0        | \$0        |
| GIFT- OTHER  | Mean   | \$83.80    | \$81.40    | \$86.12    | \$26.70  | \$92.82    | \$97.42    | \$10.83    |
|              | Median | \$0        | \$0        | \$0        | \$0      | \$0        | \$0        | \$0        |
| TRANS        | Mean   | \$63.14    | \$65.09    | \$61.26    | \$58.09  | \$58.22    | \$70.57    | \$36.67    |
|              | Median | \$0        | \$0        | \$0        | \$0      | \$0        | \$0        | \$0        |
| OTHER        | Mean   | \$559.69   | \$655.98   | \$466.58   | \$366.98 | \$582.81   | \$512.22   | \$1,625.00 |
|              | Median | \$10       | \$50       | \$0        | \$0      | \$10       | \$20       | \$500      |
| TOTAL        | Mean   | \$1,177.16 | \$1,276.05 | \$1,081.54 | \$668.95 | \$1,184.65 | \$1,230.21 | \$2,214.17 |
|              | Median | \$900      | \$980      | \$900      | \$405    | \$900      | \$1,000    | \$1,760    |



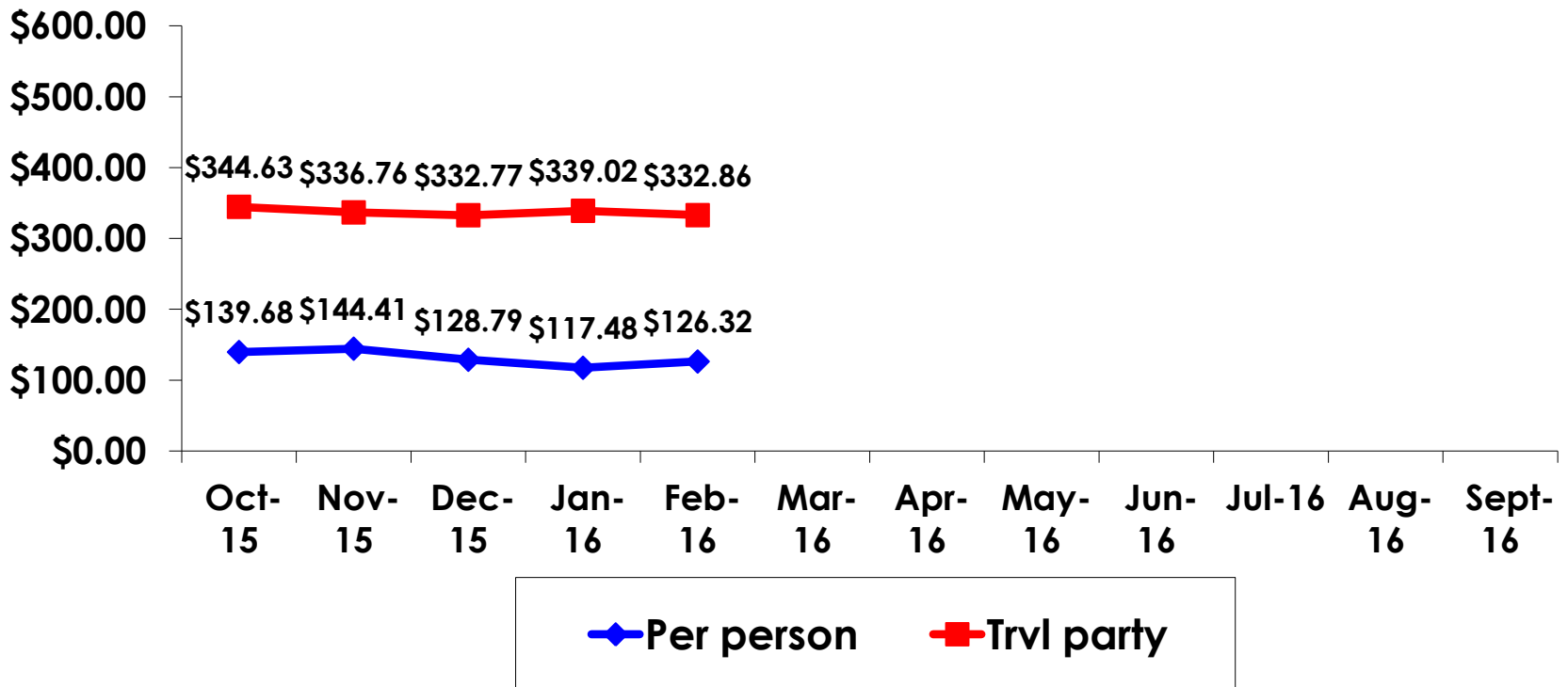
# On-Island Expenditures

## First time vs. Repeat

|              |        | TOTAL      | TRIPS TO GUAM |            |
|--------------|--------|------------|---------------|------------|
|              |        | -          | 1st           | Repeat     |
| F&B HOTEL    | Mean   | \$78.59    | \$67.98       | \$125.37   |
|              | Median | \$0        | \$0           | \$0        |
| F&B FF/STORE | Mean   | \$24.02    | \$22.36       | \$31.49    |
|              | Median | \$0        | \$0           | \$0        |
| F&B RESTRNT  | Mean   | \$110.55   | \$95.27       | \$176.42   |
|              | Median | \$0        | \$0           | \$0        |
| OPT TOUR     | Mean   | \$95.04    | \$93.03       | \$90.15    |
|              | Median | \$0        | \$0           | \$0        |
| GIFT- SELF   | Mean   | \$162.33   | \$149.90      | \$218.21   |
|              | Median | \$0        | \$0           | \$0        |
| GIFT- OTHER  | Mean   | \$83.80    | \$79.52       | \$103.43   |
|              | Median | \$0        | \$0           | \$0        |
| TRANS        | Mean   | \$63.14    | \$61.65       | \$70.49    |
|              | Median | \$0        | \$0           | \$0        |
| OTHER        | Mean   | \$559.69   | \$534.49      | \$655.46   |
|              | Median | \$10       | \$20          | \$0        |
| TOTAL        | Mean   | \$1,177.16 | \$1,104.20    | \$1,471.03 |
|              | Median | \$900      | \$900         | \$1,000    |

# ON-ISLE EXPENDITURES – By Day

YTD Per Person = \$131.40    YTD Travel Party = \$337.15

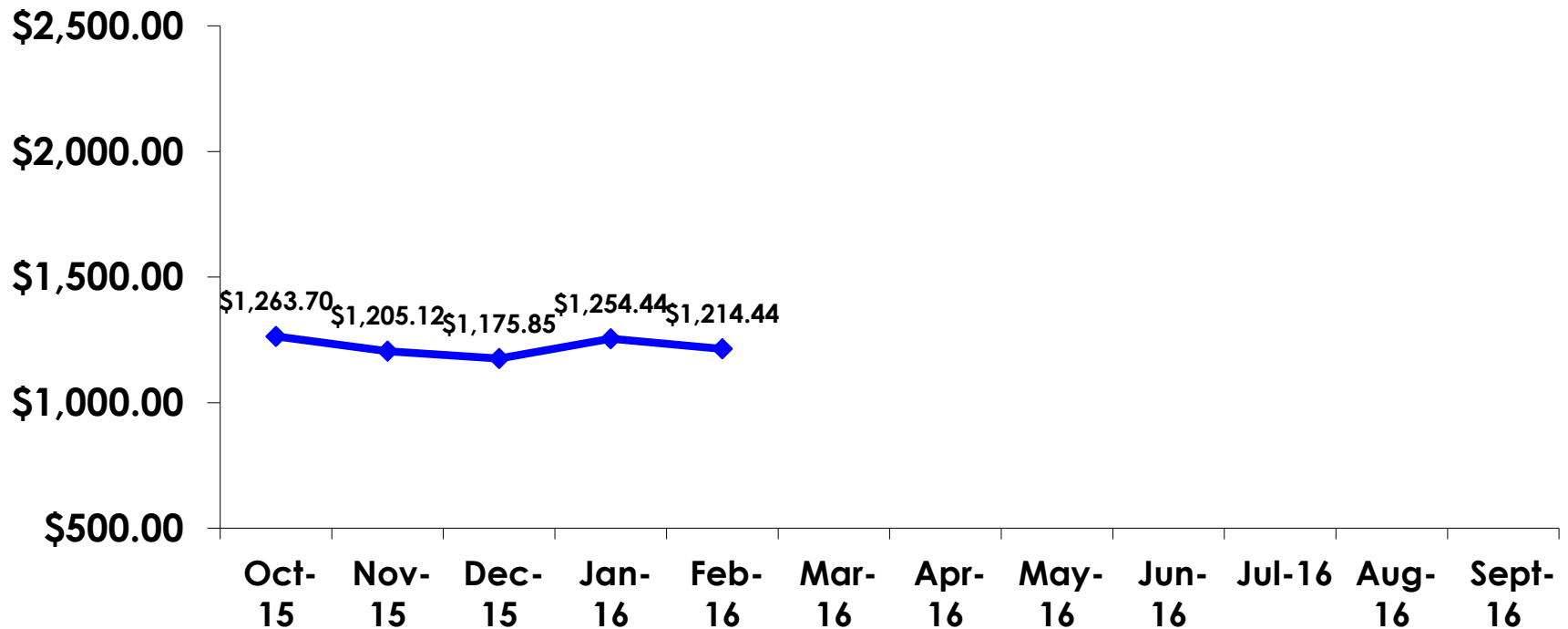


---

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

- \$1,214.44 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$5,943 = Maximum (highest amount recorded for the entire sample)

# TOTAL EXPENDITURES Per Person



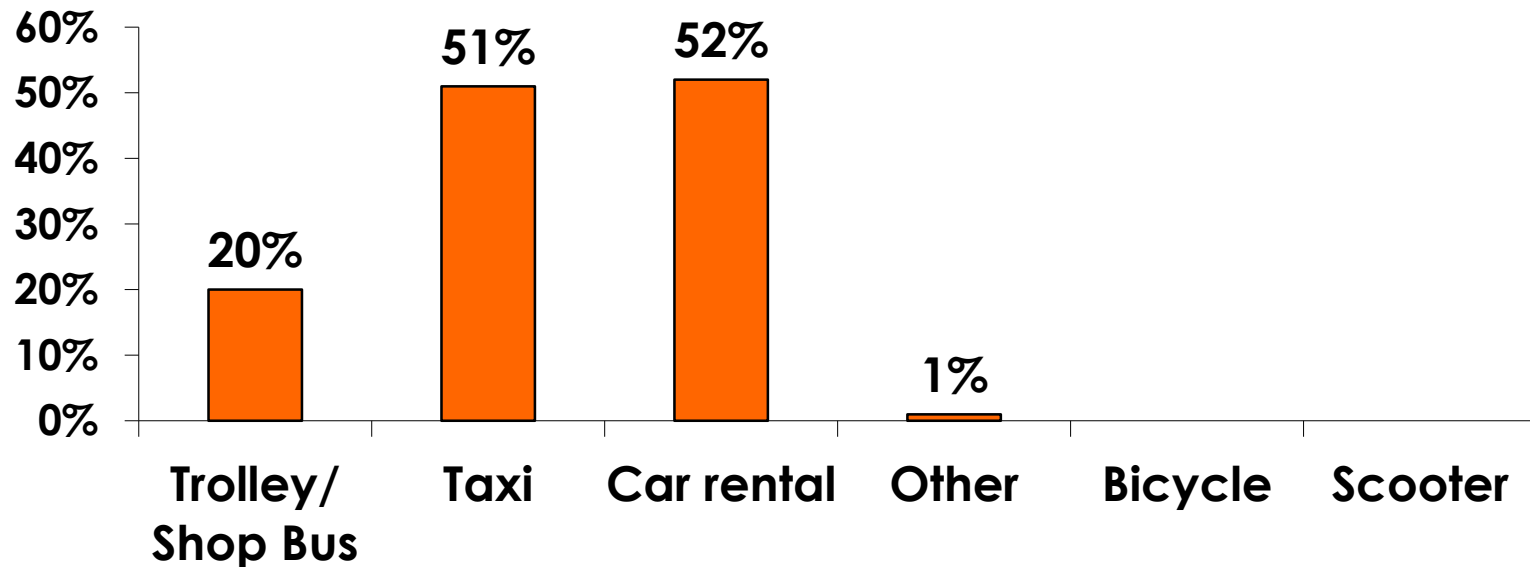
YTD=\$1,222.14

# Breakdown of On-Island Expenditures

|   | MEAN \$           |
|---|-------------------|
| Food & beverage in a hotel  | \$78.59           |
| Food & beverage in fast food restaurant/convenience store                 | \$24.02           |
| Food & beverage at restaurants or drinking establishments outside a hotel | \$110.55          |
| Optional tours and activities   | \$95.04           |
| Gifts/ souvenirs for yourself/companions                                  | \$162.33          |
| Gifts/ souvenirs for friends/family at home                               | \$83.80           |
| Local transportation  | \$63.14           |
| Other expenses not covered  | \$559.69          |
| <b>Average Total</b>  | <b>\$1,177.16</b> |

# Local Transportation

n=140



Mean=\$63.14 per travel party

---

# Guam Airport Expenditures

- \$72.10 = 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>   | \$9.94         |
| <b>Gifts/Souvenirs Self</b>   | \$27.59        |
| <b>Gifts/Souvenirs Others</b> | \$34.58        |
| <b>Total</b>                  | <b>\$72.10</b> |

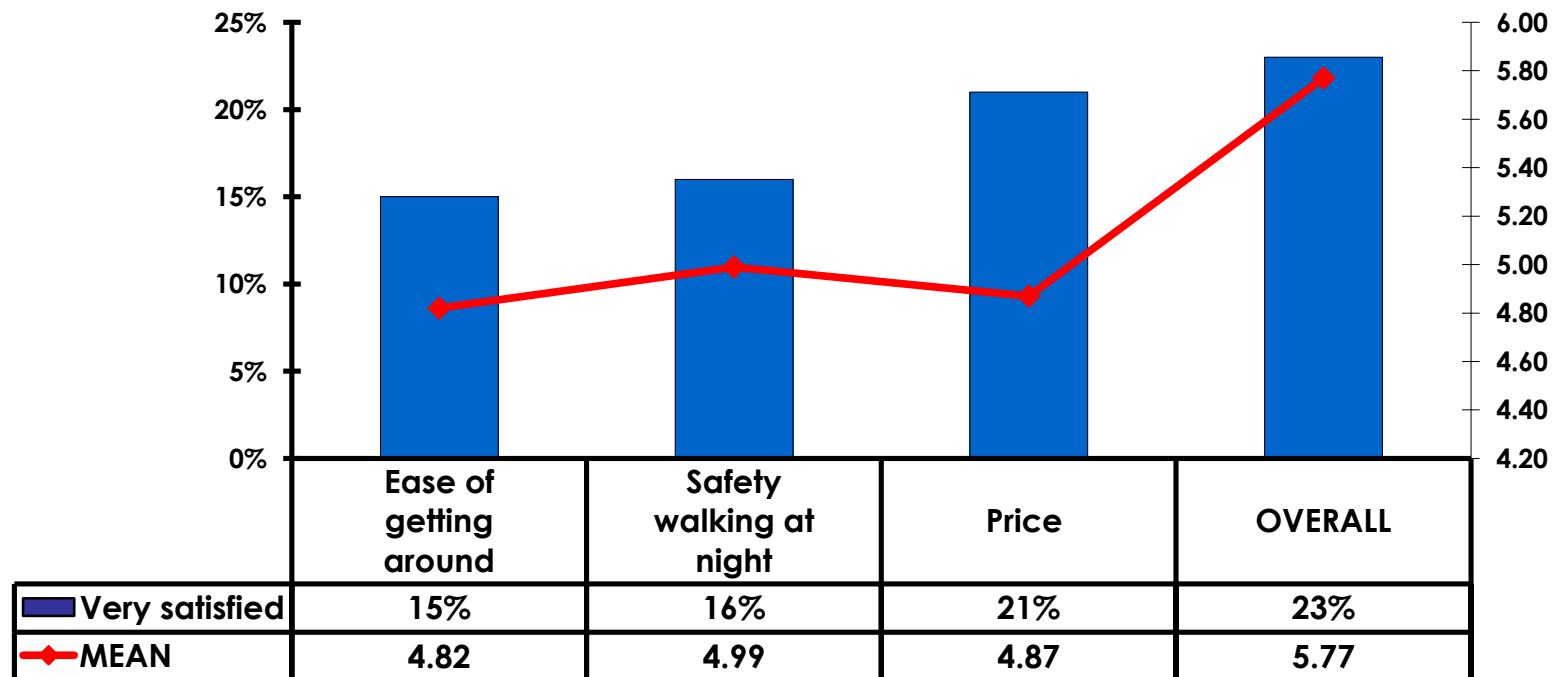


# SECTION 4 **VISITOR SATISFACTION**

# Satisfaction Scores Overall

7pt Rating Scale

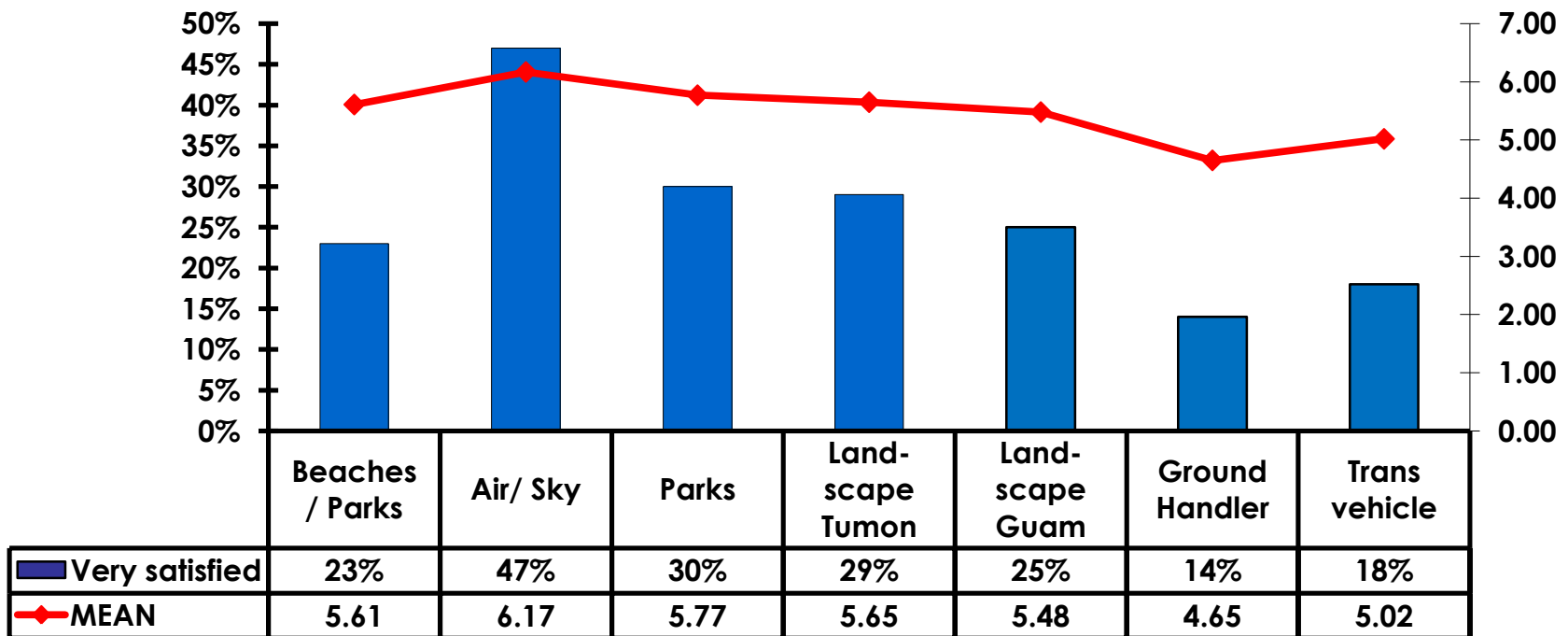
7=Very Satisfied/1=Very Dissatisfied



# Satisfaction Quality/ Cleanliness

7pt Rating Scale

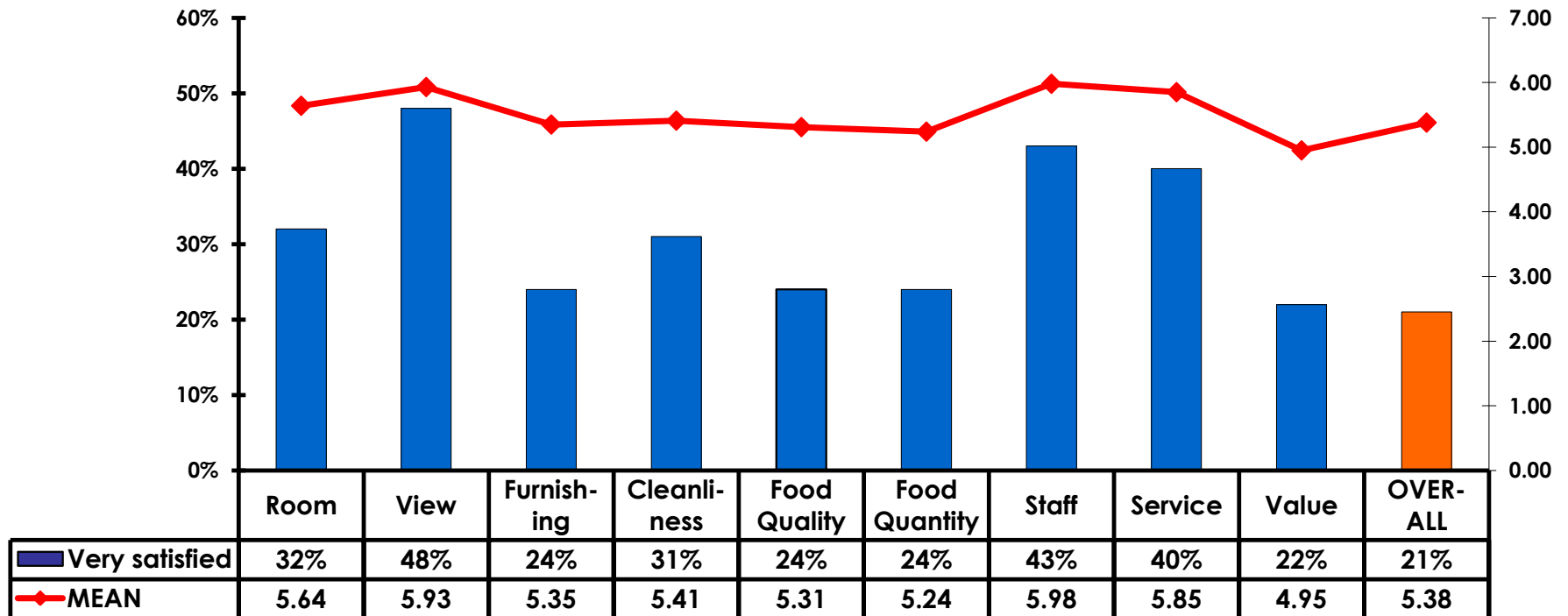
7=Very Satisfied/1=Very Dissatisfied



# Quality of Accommodations

7pt Rating Scale

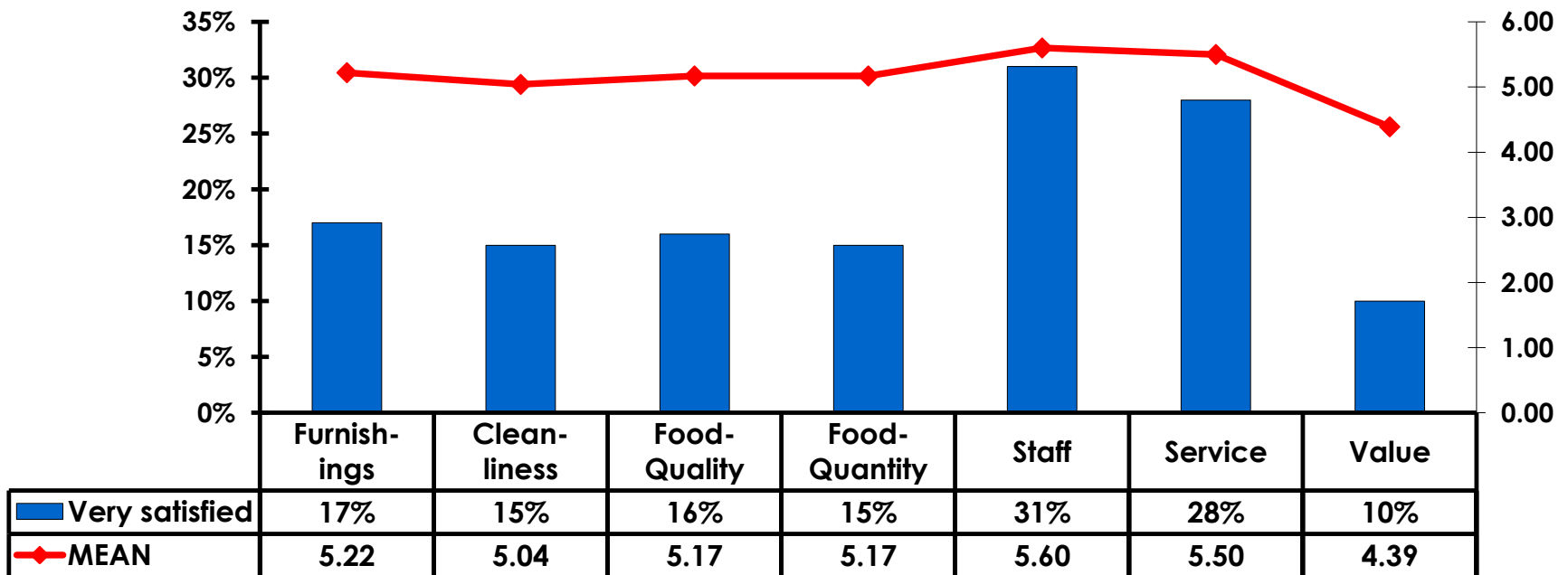
7=Very Satisfied/1=Very Dissatisfied



# Quality of Dining Experience

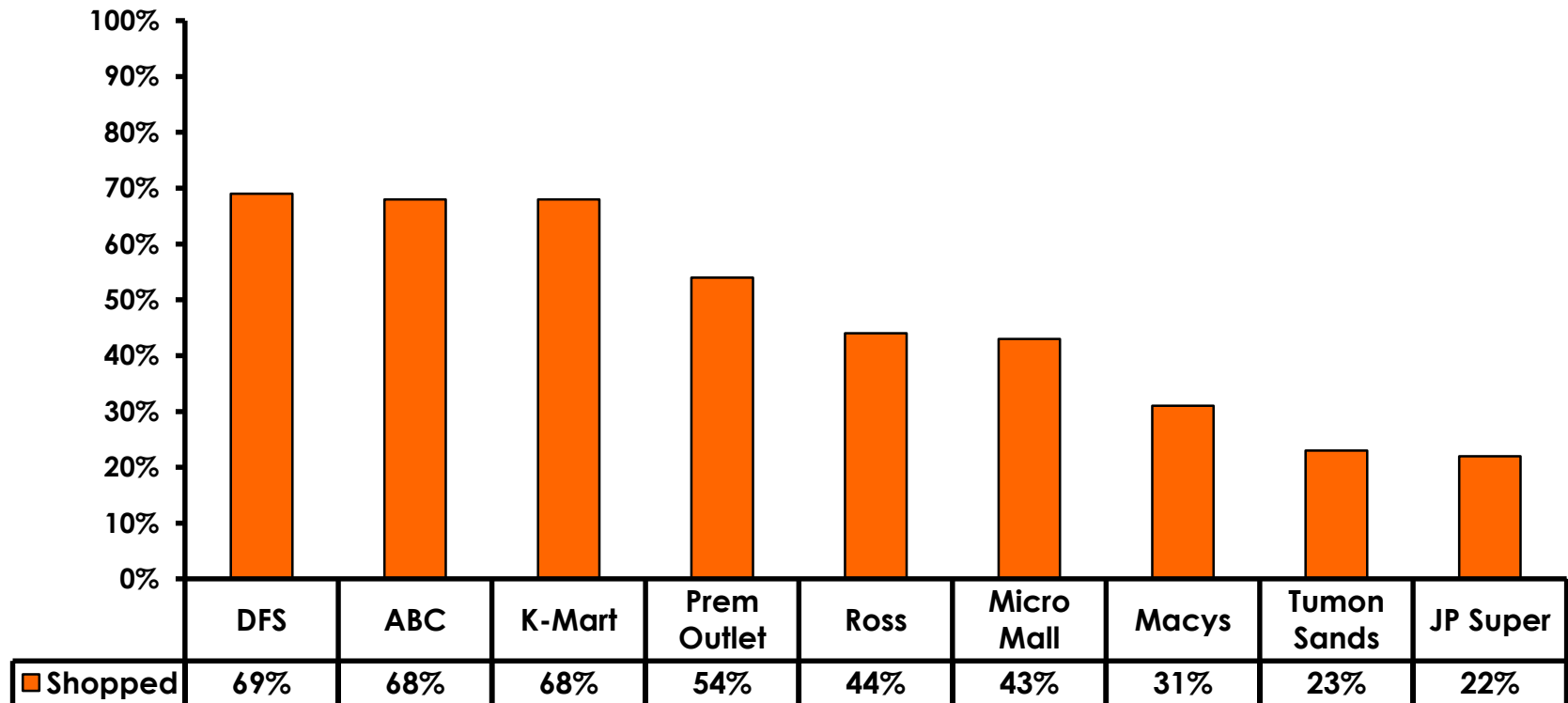
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Visits to Shopping Centers/Malls on Guam

## Top responses



# Satisfaction with Shopping

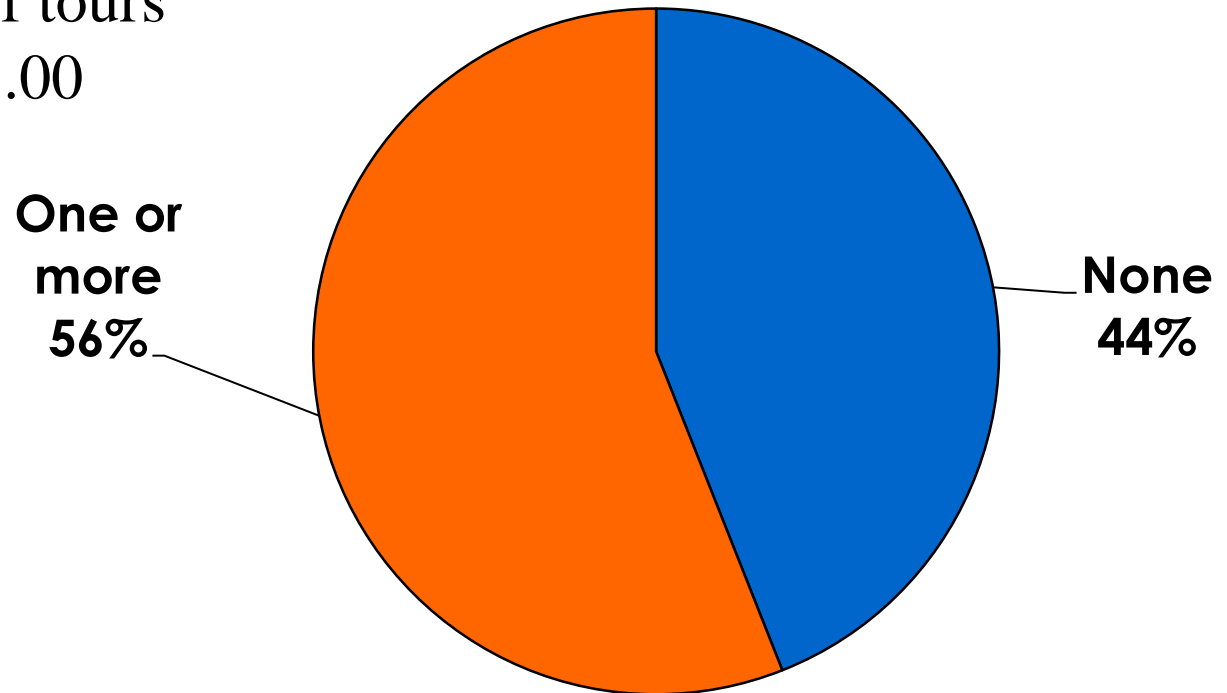
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

| Quality of Shopping          | Variety of Shopping          |
|------------------------------|------------------------------|
| Score of 6 to 7 = <b>61%</b> | Score of 6 to 7 = <b>59%</b> |
| Score of 4 to 5 = <b>35%</b> | Score of 4 to 5 = <b>34%</b> |
| Score 1 to 3 = <b>4%</b>     | Score 1 to 3 = <b>6%</b>     |
| <b>MEAN = 5.61</b>           | <b>MEAN = 5.48</b>           |

# Optional Tour Participation

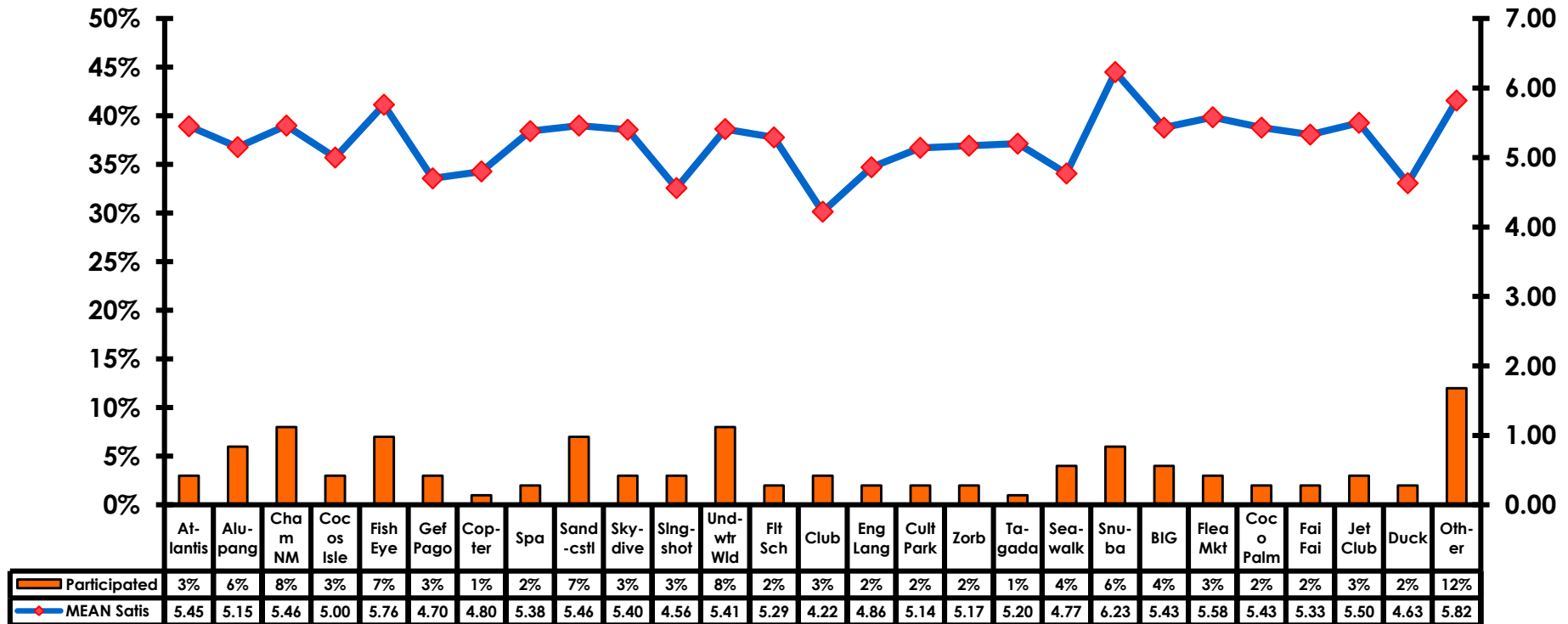
- Average number of tours participated in is 1.00





# 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>53%</b> | Score of 6 to 7 = <b>47%</b> |
| Score of 4 to 5 = <b>41%</b> | Score of 4 to 5 = <b>45%</b> |
| Score 1 to 3 = <b>5%</b>     | Score 1 to 3 = <b>6%</b>     |
| <b>MEAN = 5.40</b>           | <b>MEAN = 5.25</b>           |

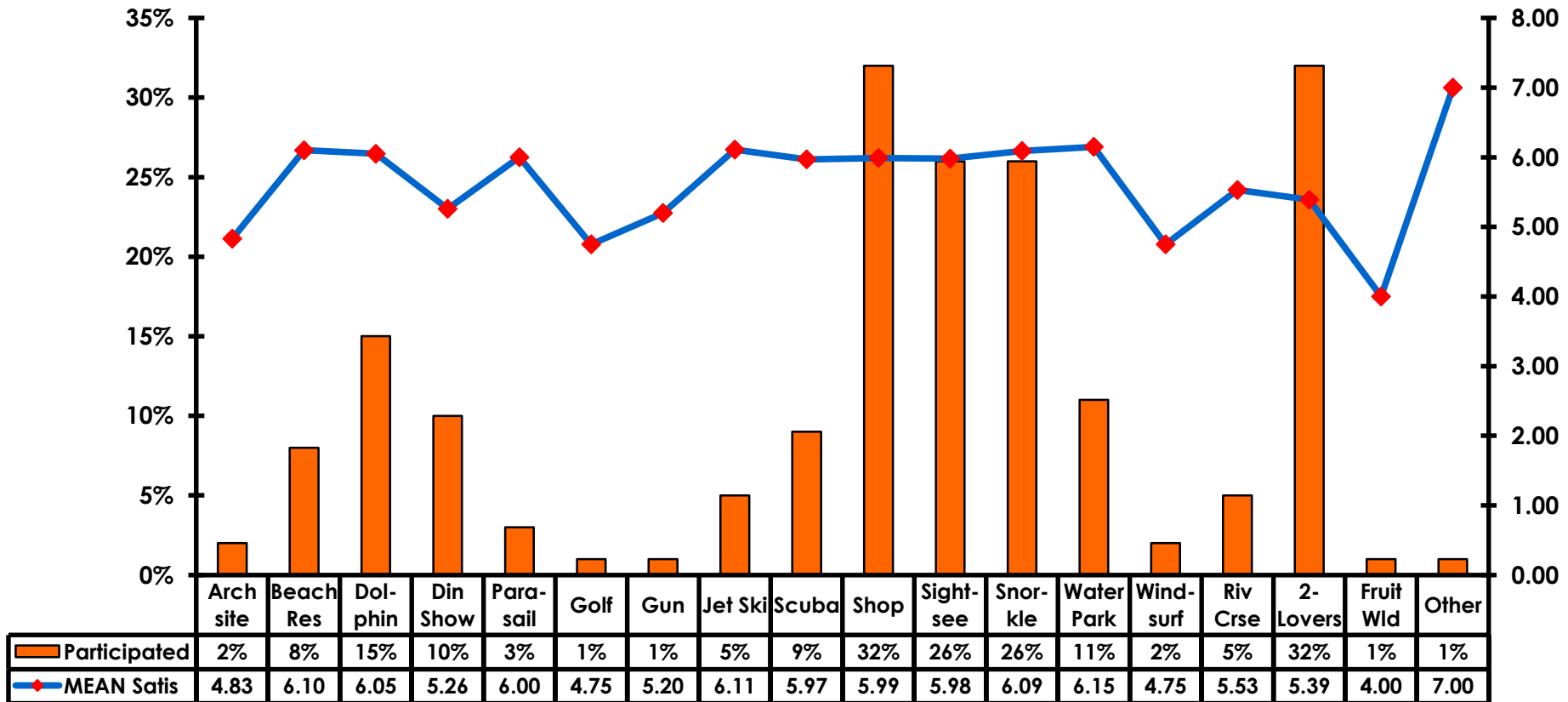
# Night Tours Satisfaction

7pt Rating Scale

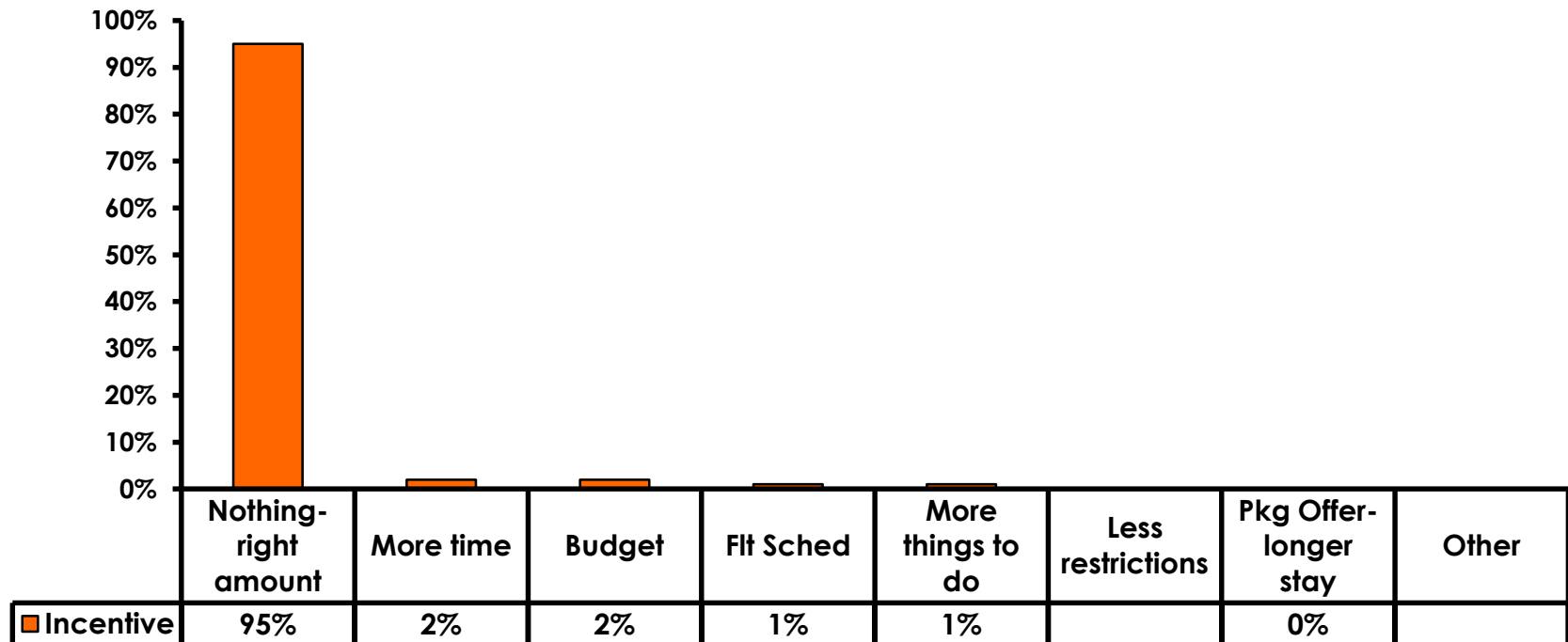
7=Very Satisfied/ 1=Very Dissatisfied

| Quality of Night Tour        | Variety of Night Tour        |
|------------------------------|------------------------------|
| Score of 6 to 7 = <b>33%</b> | Score of 6 to 7 = <b>29%</b> |
| Score of 4 to 5 = <b>57%</b> | Score of 4 to 5 = <b>56%</b> |
| Score 1 to 3 = <b>11%</b>    | Score 1 to 3 = <b>15%</b>    |
| <b>MEAN = 4.81</b>           | <b>MEAN = 4.66</b>           |

# Satisfaction with Other Activities



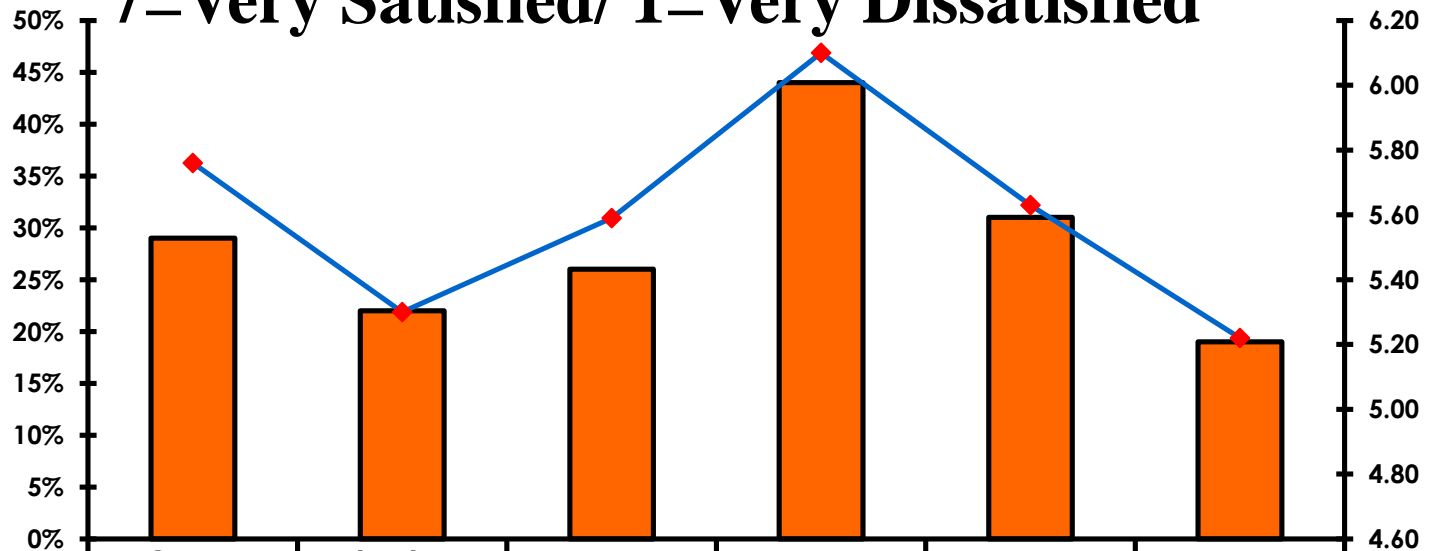
# What would it take to make you want to stay an extra day in Guam?





# On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

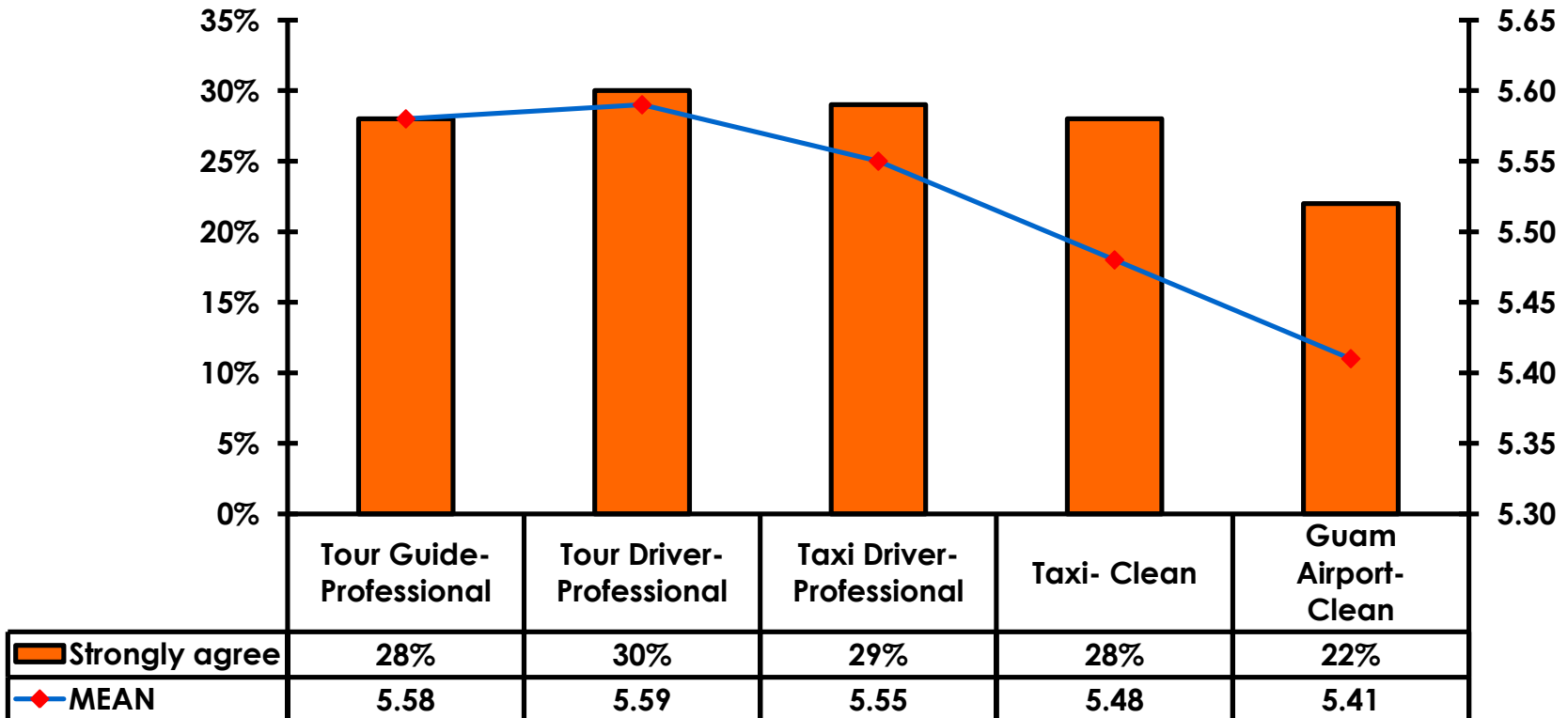


|  |      |      |      |      |      |      |
|--|------|------|------|------|------|------|
|  Strongly agree | 29%  | 22%  | 26%  | 44%  | 31%  | 19%  |
|  MEAN           | 5.76 | 5.30 | 5.59 | 6.10 | 5.63 | 5.22 |

# On-Island Perceptions

7pt Rating Scale

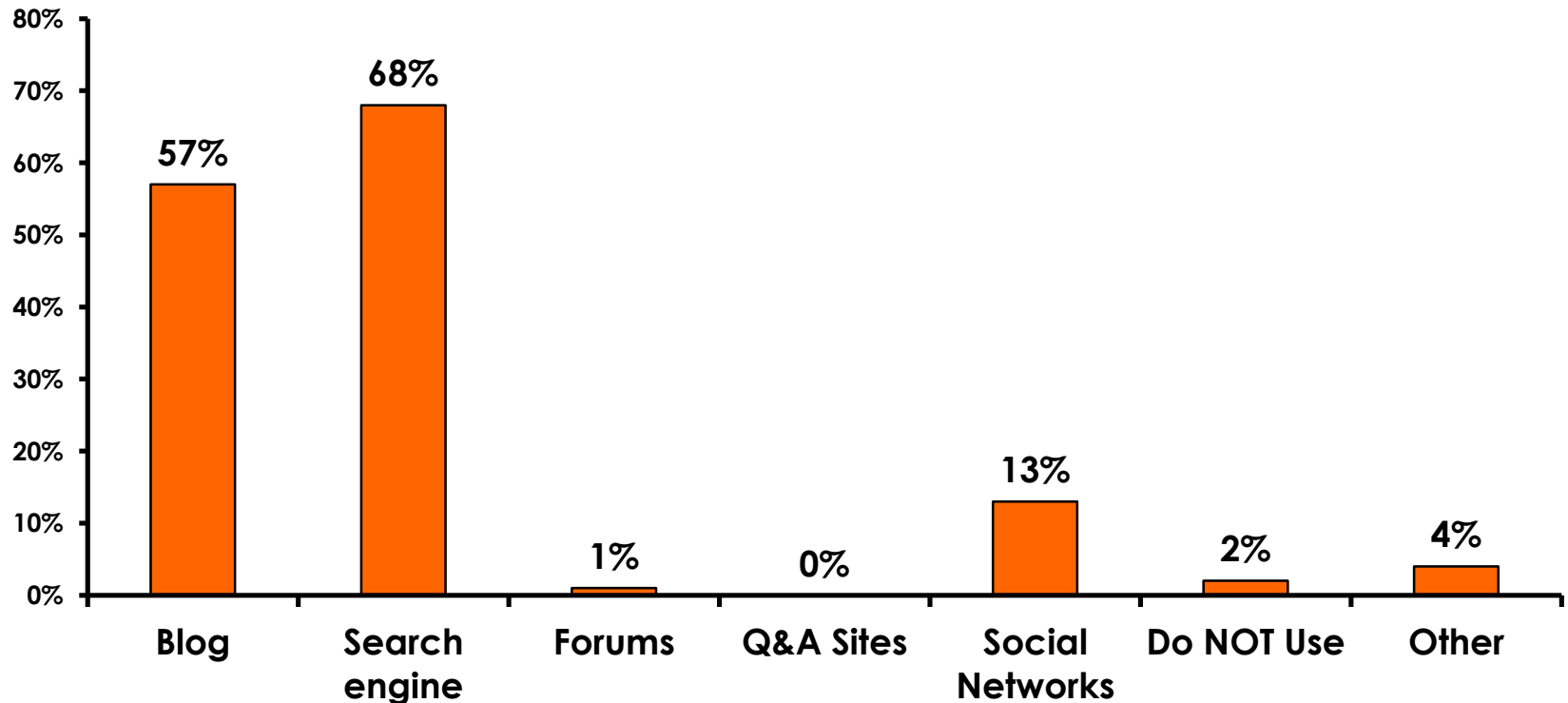
7=Very Satisfied/ 1=Very Dissatisfied



# SECTION 5 **PROMOTIONS**

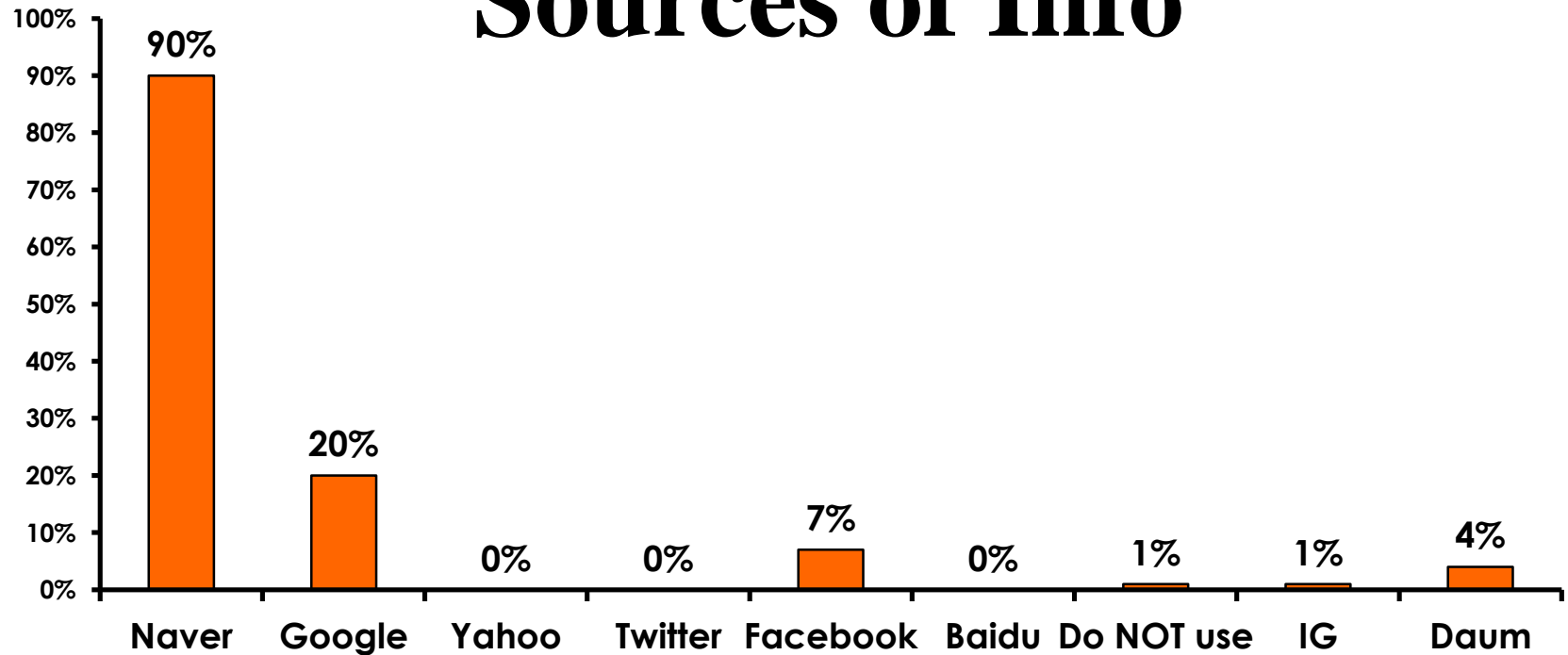


# Internet- Guam Sources of Info

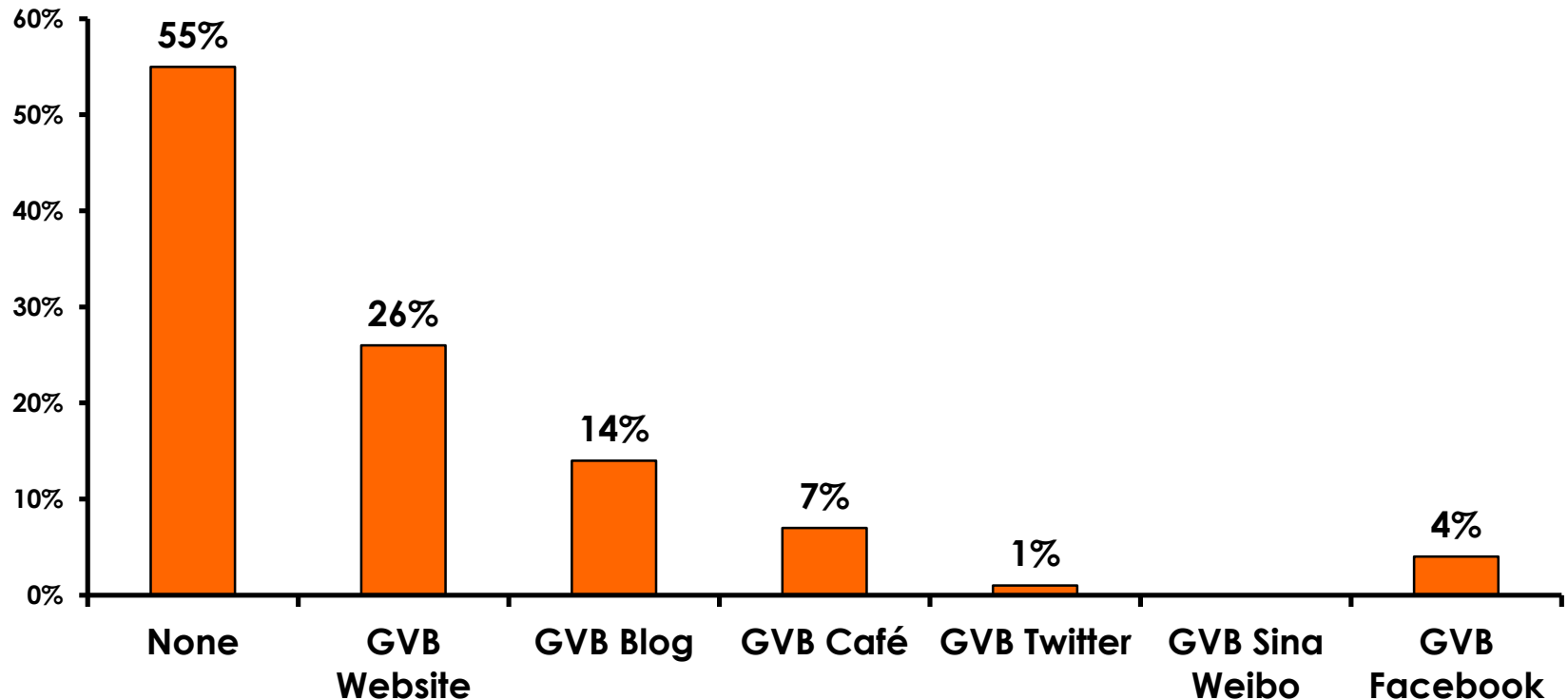


# Internet- Things To Do

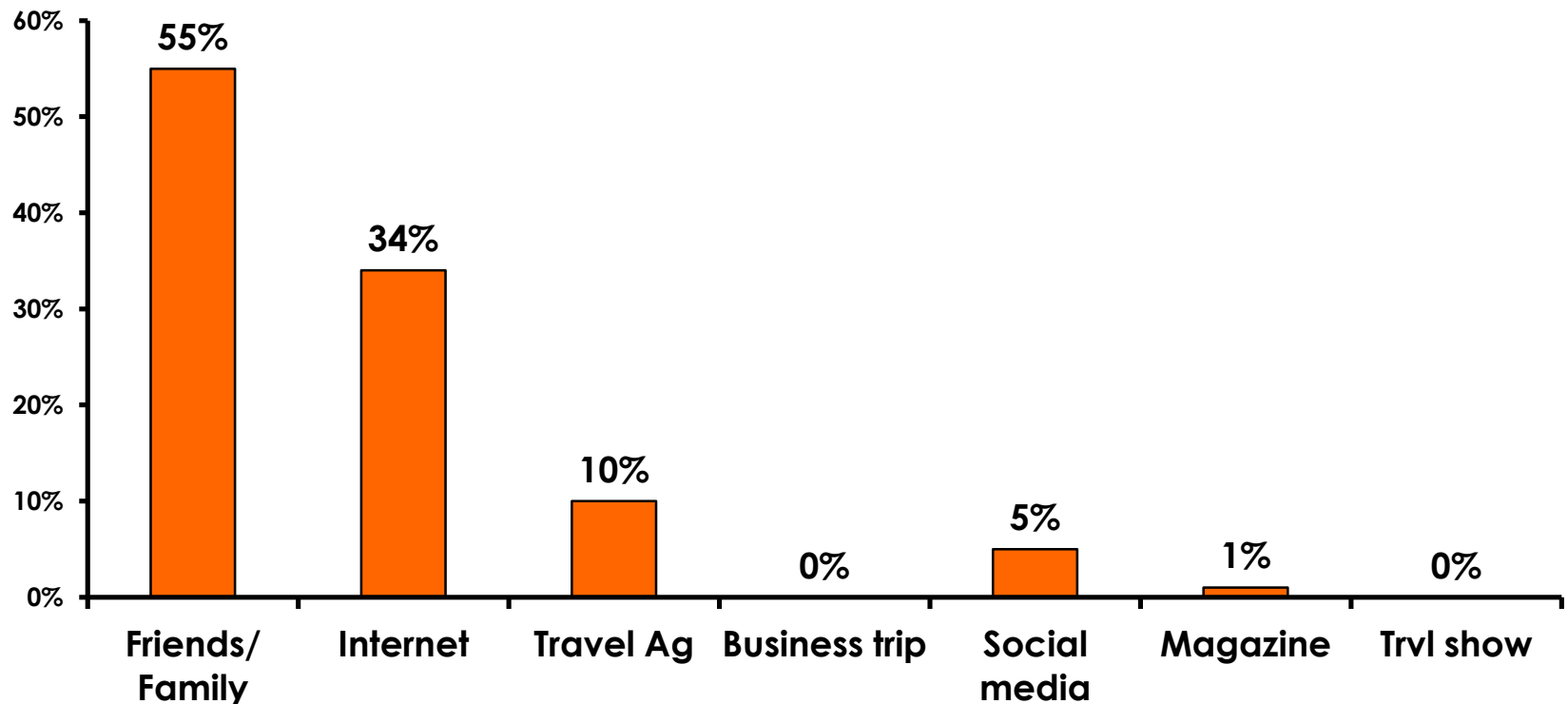
## Sources of Info



# Internet- GVB Sources

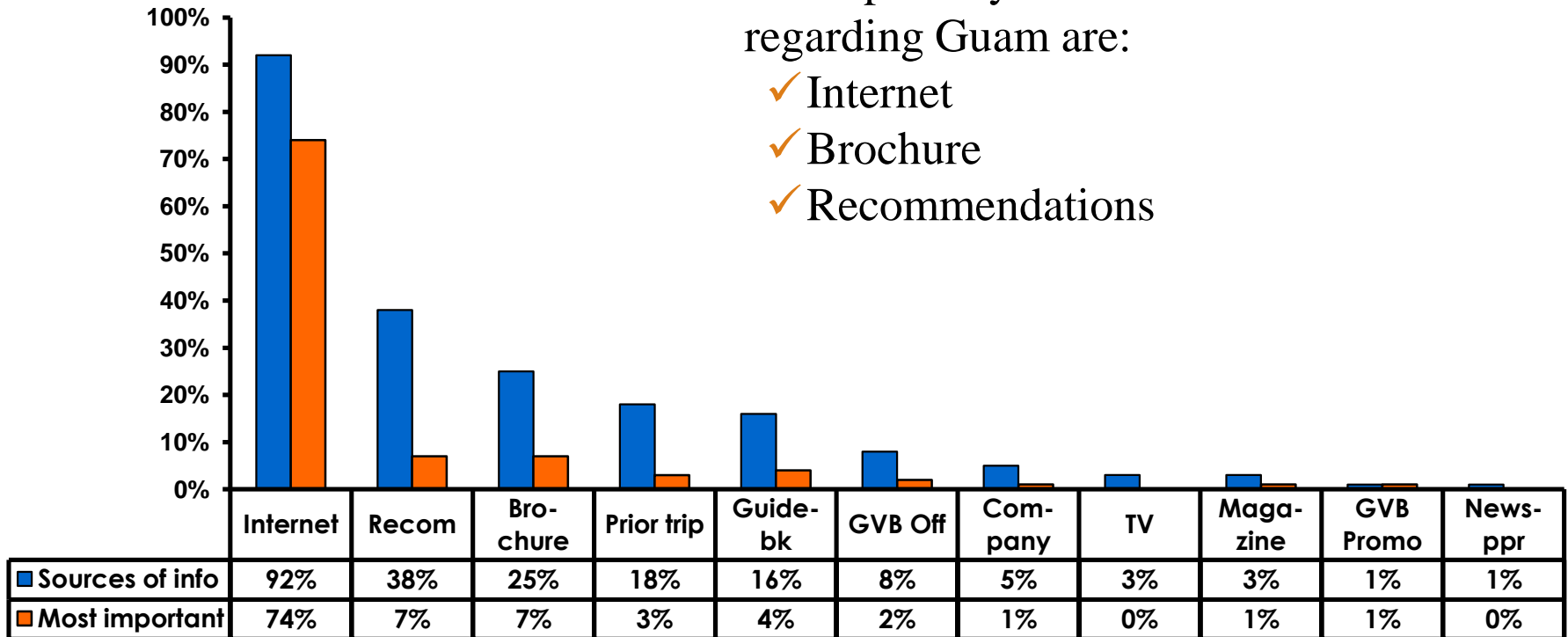


# Travel Motivation- Info Sources



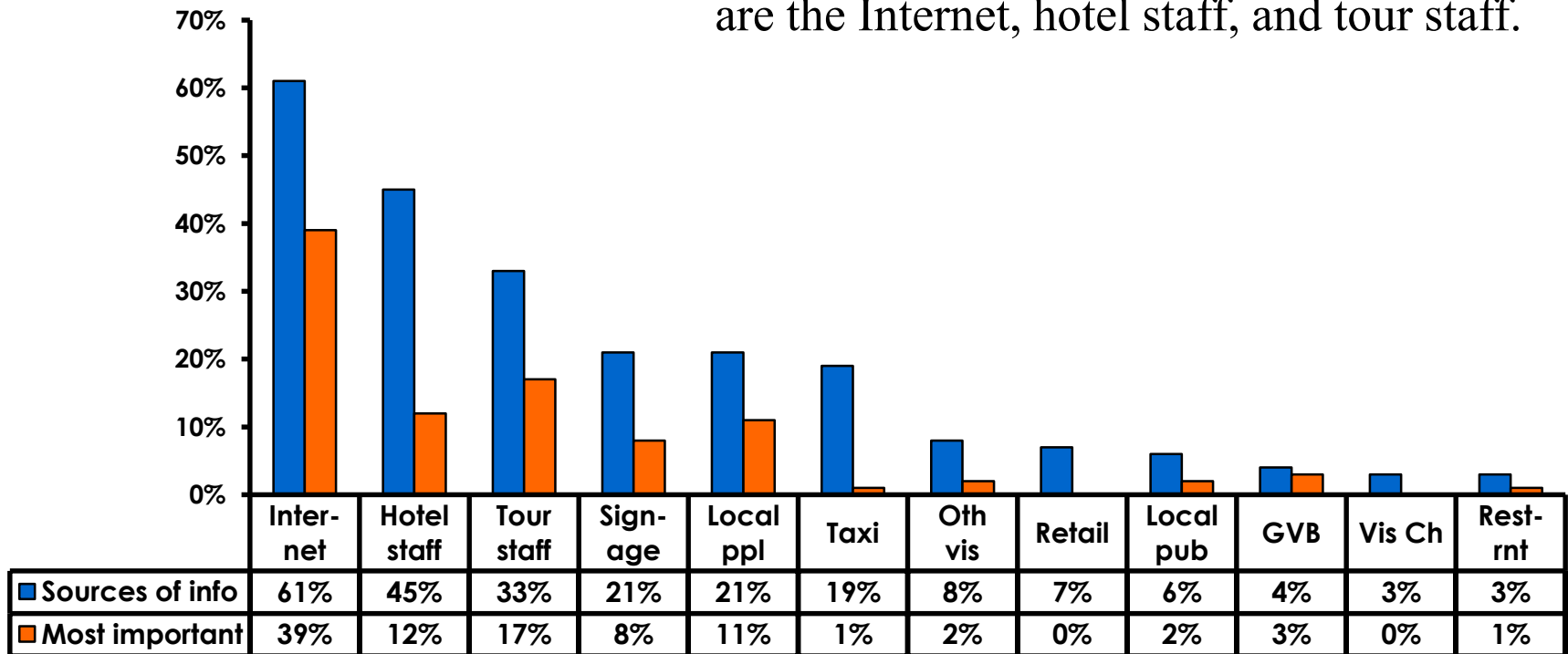
# Sources of Information Pre-arrival

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



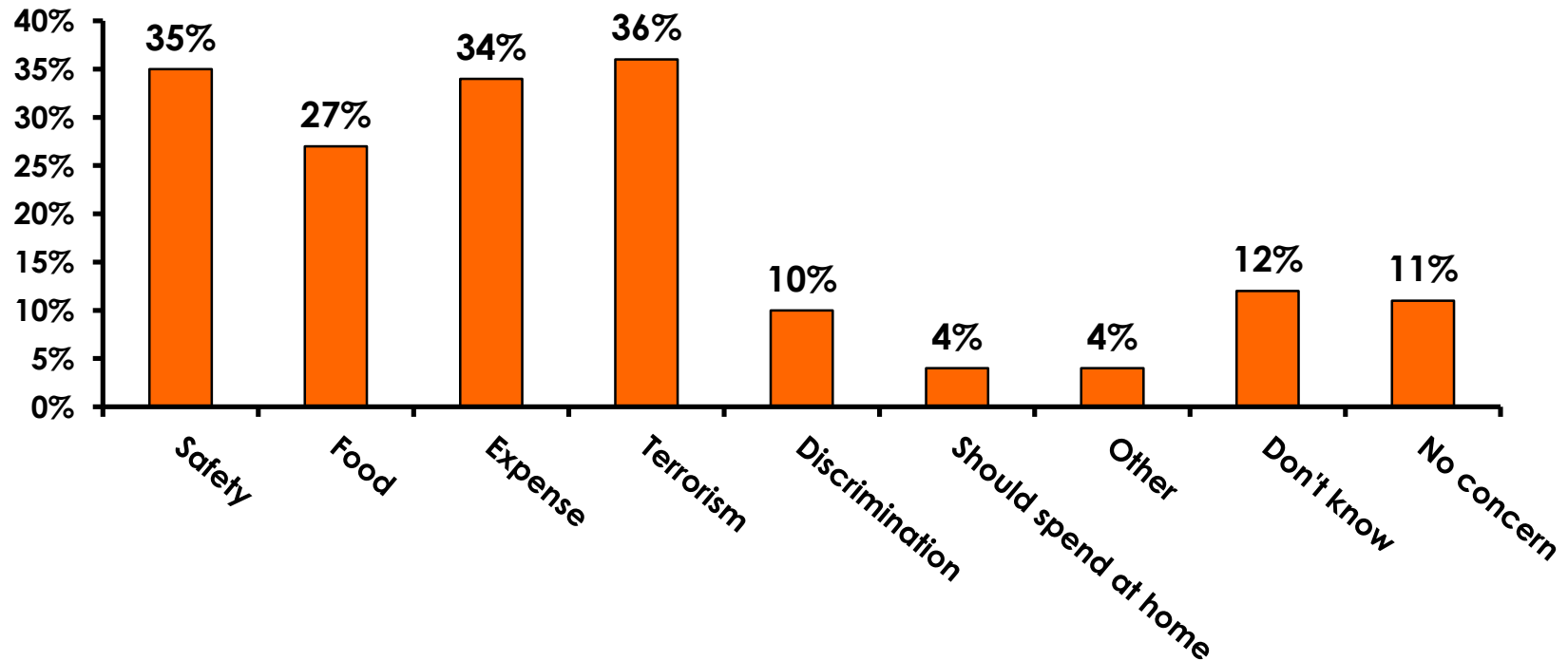
# Sources of Information Post-arrival

- The primary local sources of information are the Internet, hotel staff, and tour staff.



# SECTION 6 **OTHER ISSUES**

# Concerns about travel outside of Korea - Overall

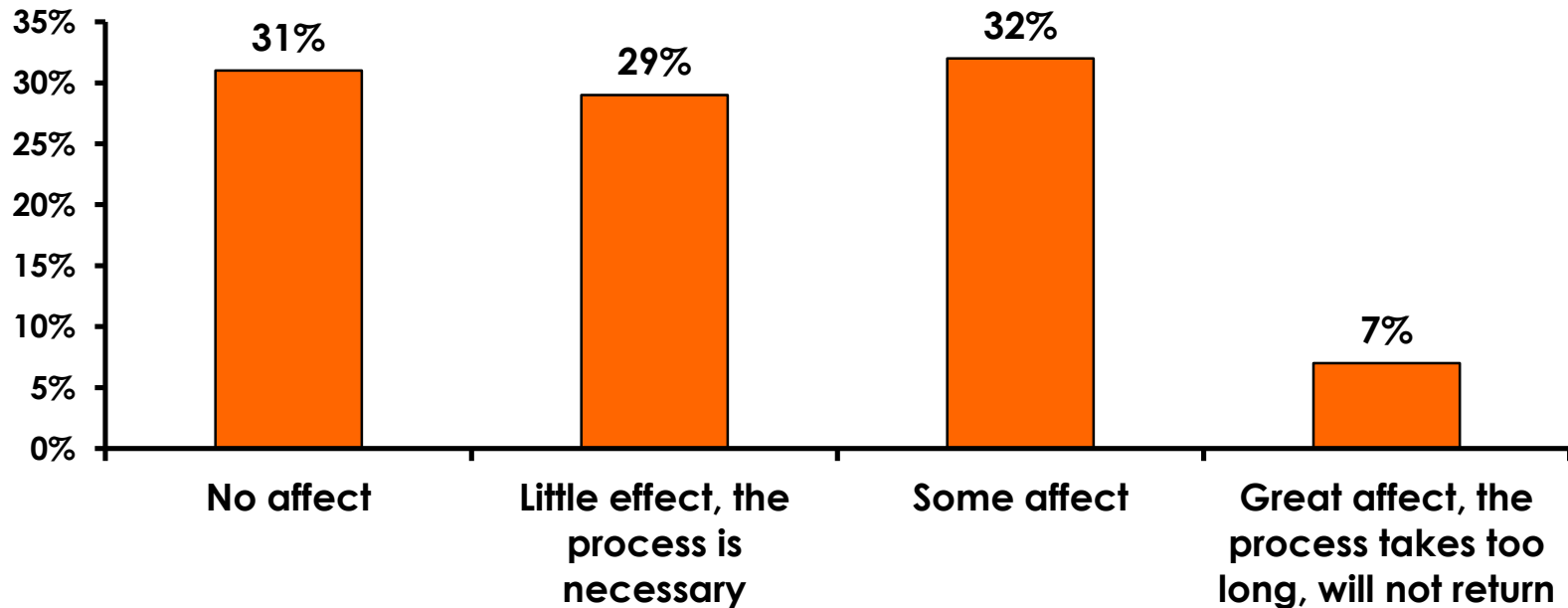




# Concerns about travel outside of Korea - By Age & Income

|                                | 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 Terrorism                  | 36%   | 26% | 38%   | 37%   | 27%   | 60% | 43%      | 38%             | 29%             | 39%             | 24%             | 49%             | 13%      |           |
| Safety                         | 35%   | 33% | 30%   | 38%   | 45%   | 20% | 43%      | 35%             | 26%             | 36%             | 42%             | 44%             | 19%      |           |
| Expense                        | 34%   | 48% | 32%   | 31%   | 45%   | 20% | 71%      | 38%             | 35%             | 31%             | 30%             | 33%             | 50%      |           |
| Food                           | 27%   | 29% | 25%   | 26%   | 45%   | 20% | 29%      | 15%             | 24%             | 39%             | 18%             | 29%             | 31%      |           |
| Don't know                     | 12%   | 14% | 14%   | 11%   | 9%    | 40% |          | 8%              | 6%              | 18%             | 21%             | 2%              | 13%      |           |
| No concerns                    | 11%   | 5%  | 12%   | 13%   | 9%    |     | 14%      | 8%              | 18%             | 11%             | 12%             | 4%              | 13%      |           |
| Discrimination against Koreans | 10%   | 14% | 12%   | 7%    |       | 40% |          | 19%             | 18%             | 7%              | 6%              | 10%             | 6%       |           |
| Should spend at home           | 4%    | 12% | 4%    | 2%    | 9%    |     |          | 15%             | 6%              | 3%              |                 | 2%              | 13%      |           |
| Other                          | 4%    | 2%  | 6%    | 3%    |       |     |          |                 | 9%              | 3%              |                 | 2%              | 6%       |           |
| Total                          | Count | 340 | 42    | 127   | 159   | 11  | 5        | 7               | 26              | 34              | 61              | 33              | 100      | 16        |

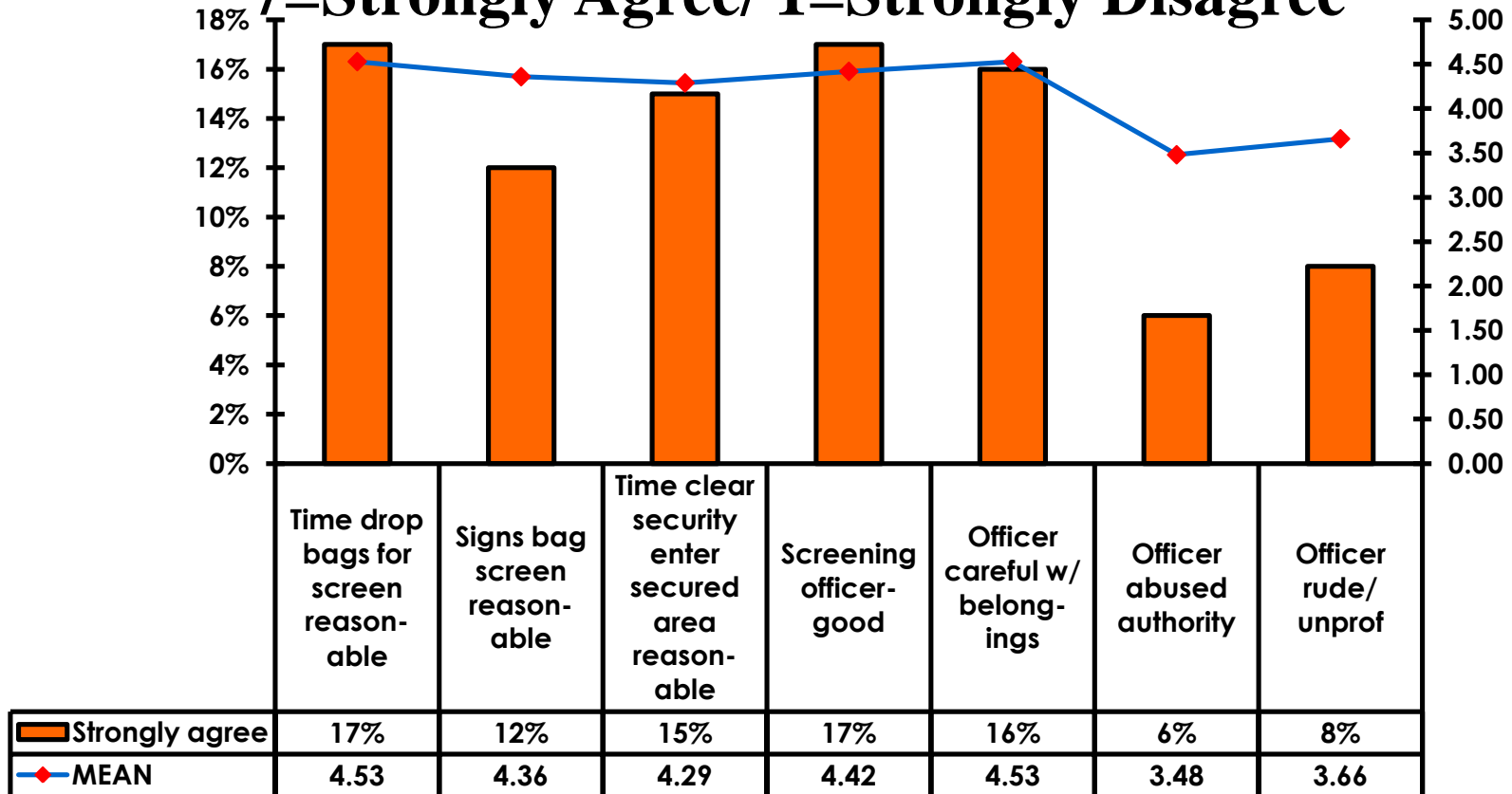
# Security Screening/ Immigration Process at Guam International Airport



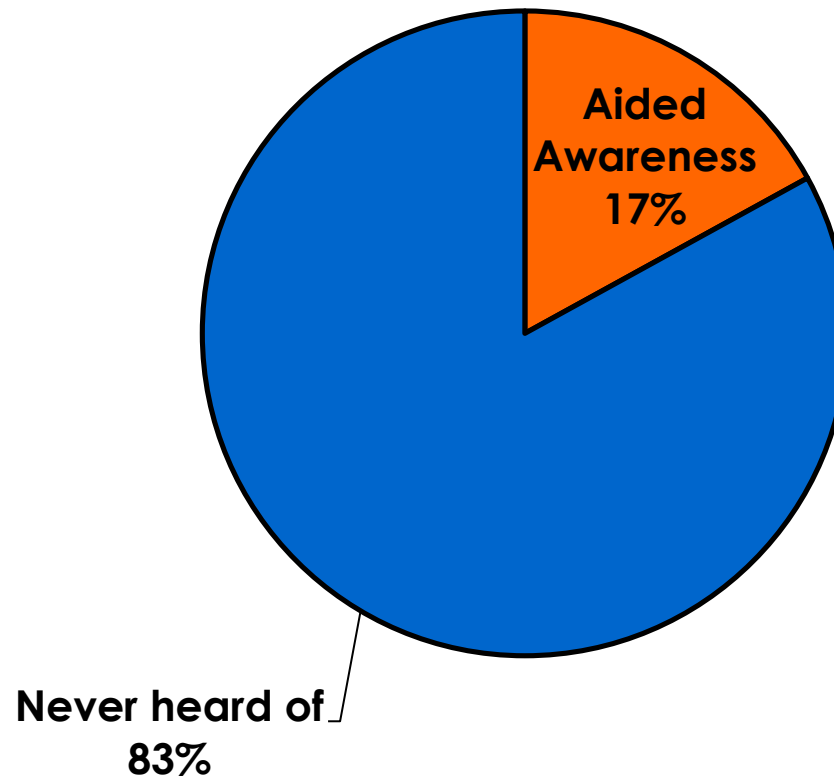
# Airport Screening

## 7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



# Shop Guam Festival



# Shop Guam Festival - Impact

n=61

