



GUAM VISITORS BUREAU

Russia Visitor Tracker Exit Profile

FY2014 DATA AGGREGATION



Prepared by: QMark Research

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Background & Methodology

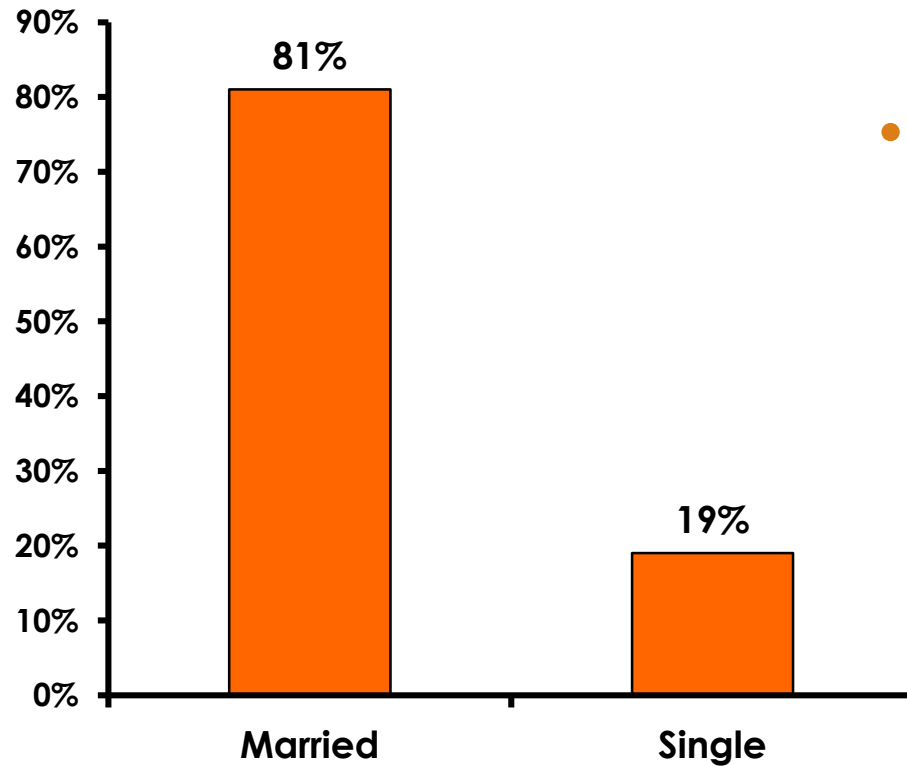
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **601** departing Russian visitors were randomly interviewed and was coordinated with the Russian tour agents to be interviewed by QMark interviewers before departing the island.
- The margin of error for a sample of **601** is +/- 4.00 percentage points with a 95% confidence level. That is, if all Russian 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 +/- 4.00 percentage points.

OBJECTIVES

- To monitor the effectiveness of the Russian seasonal campaigns in attracting Russian visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Russian marketing plan.
- Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.

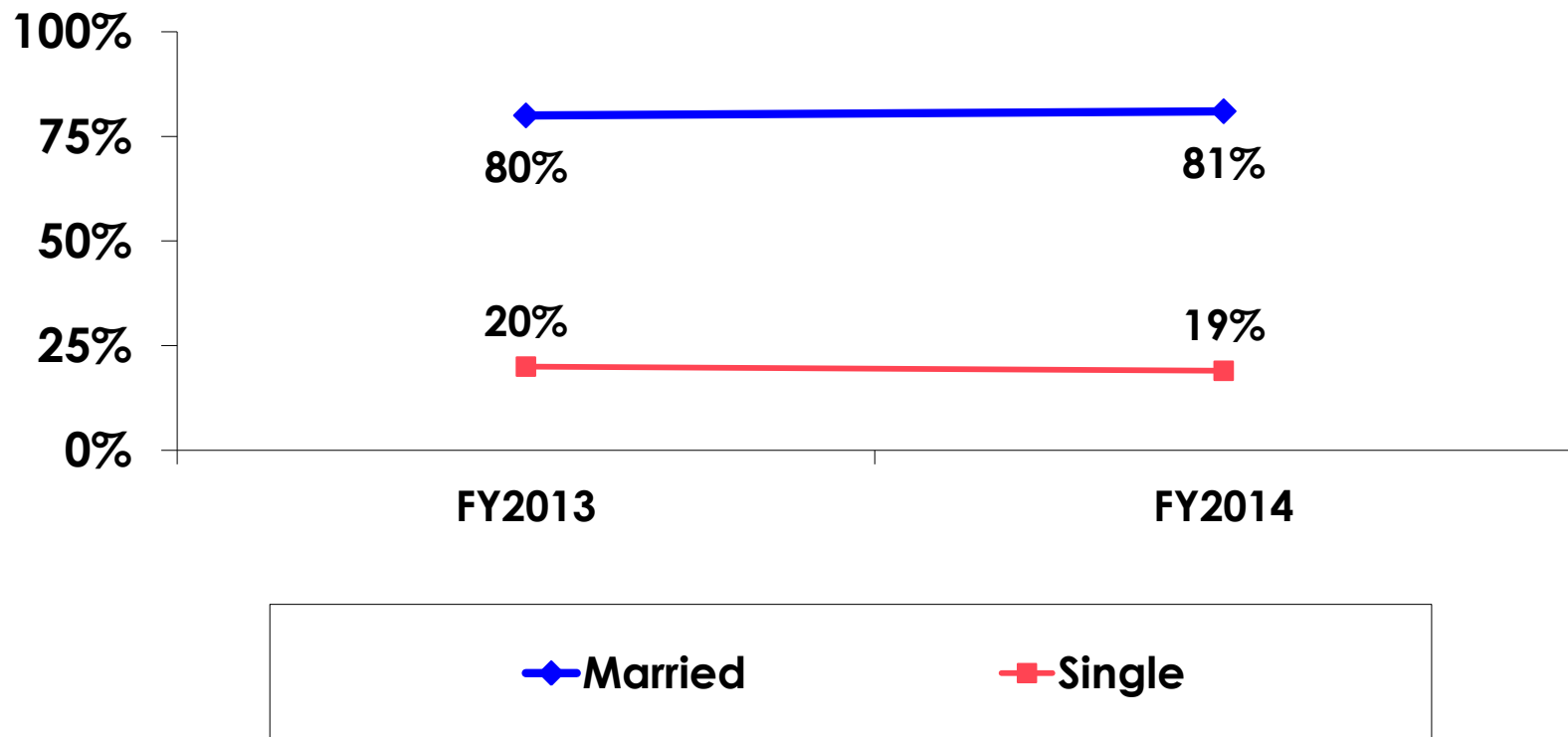
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

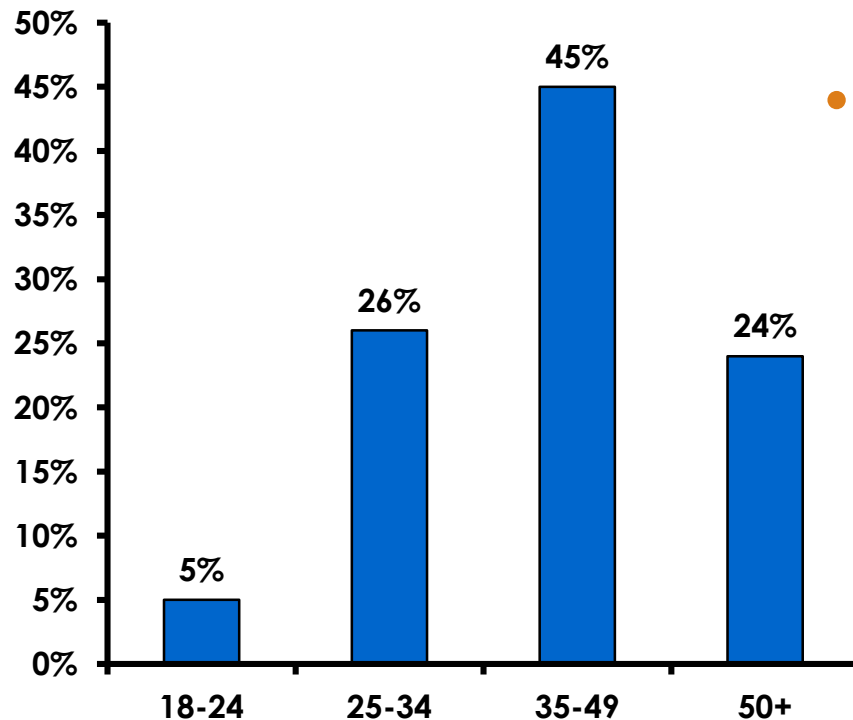


- Majority of Russian visitors are married.

MARITAL STATUS

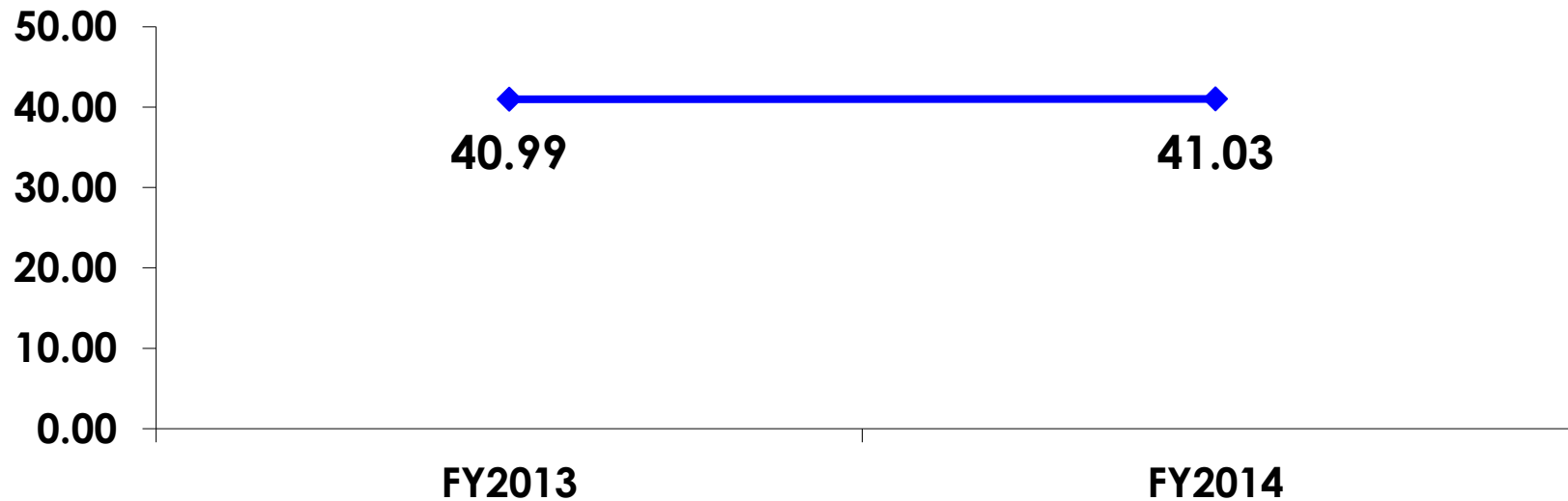


Age - Overall



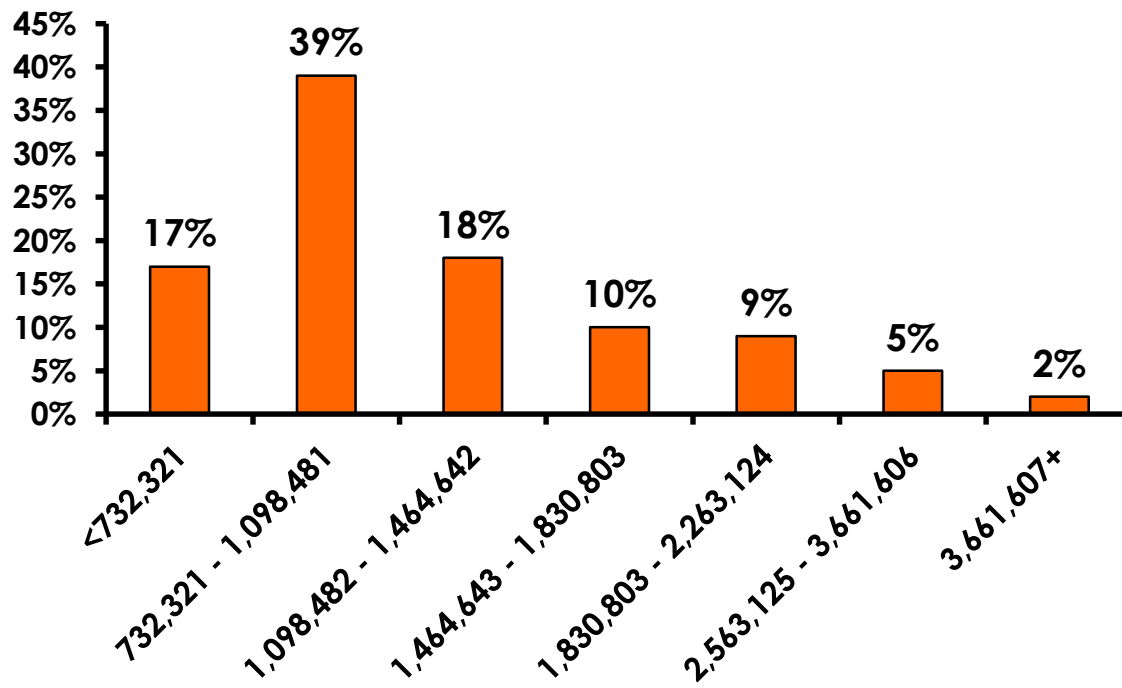
- The average age of the respondents is 41.03 years of age.

AVERAGE - AGE



Personal Income

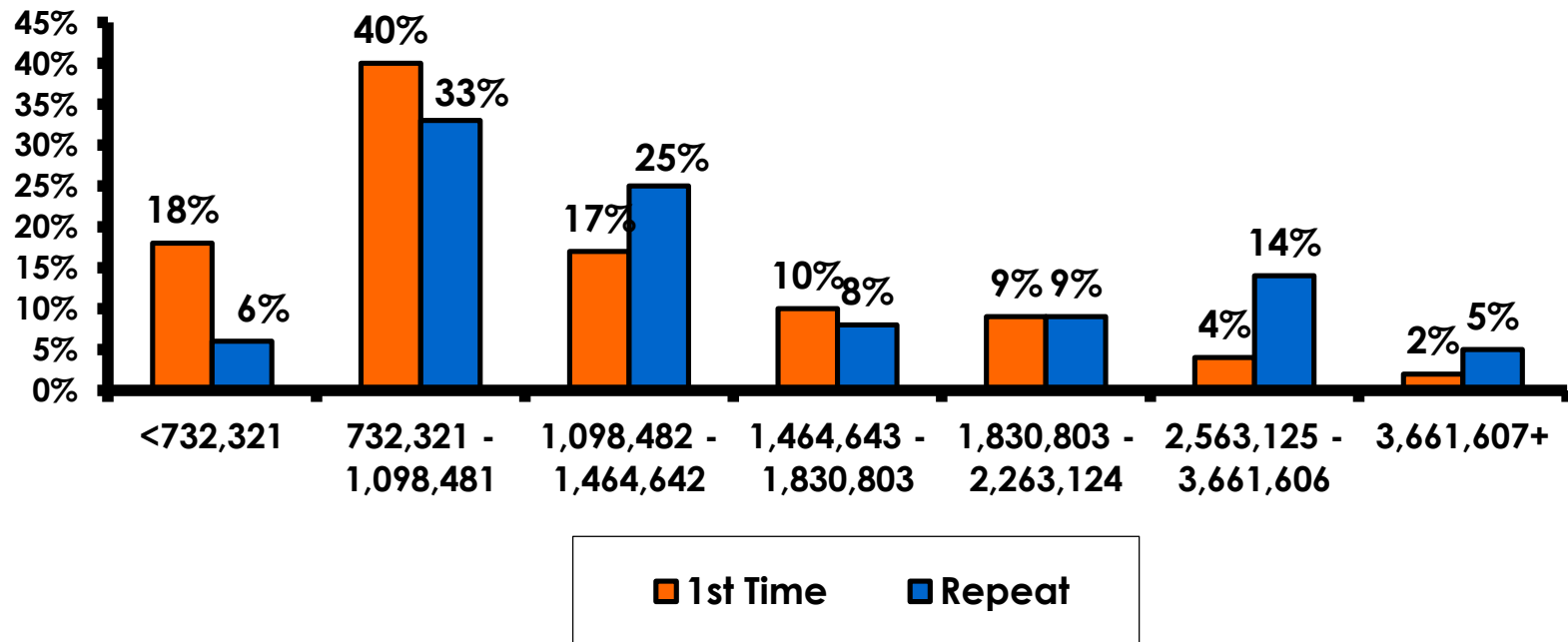
RUBLE/\$
 QTR1-32.48
 QTR2-35.34
 QTR3-35.18
 QTR4-35.20



Personal Income

	FY2013	FY2014
<732,321	18%	17%
732,321- 1,098,481	40%	39%
1,098,482- 1,464,642	18%	18%
1,464,643- 1,830,803	9%	10%
1,830,804- 2,263,124	7%	9%
2,563,125- 3,661,606	4%	5%
3,661,607	4%	2%
Refused/ None	1%	1%

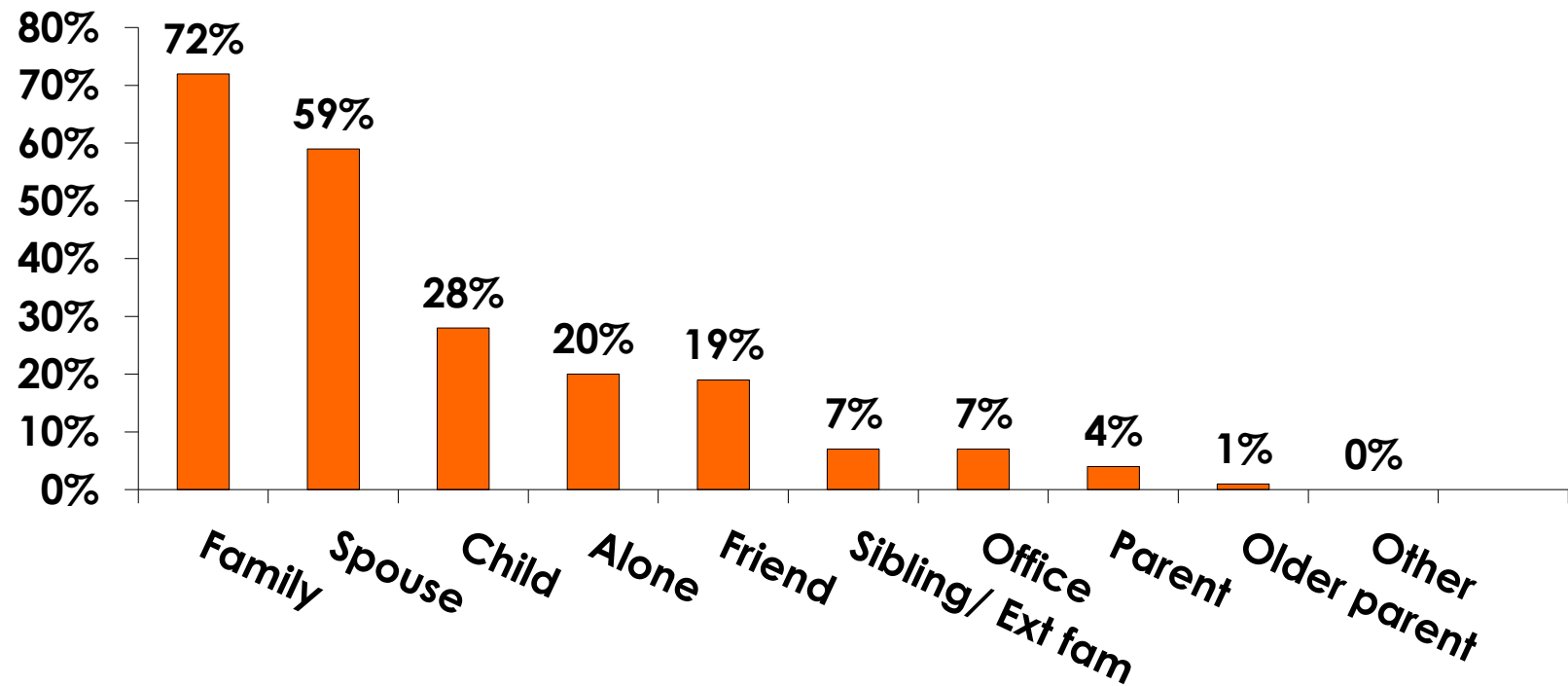
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q27	<732,321	Count	99	38	61	13	33	20	32
		Column N %	17%	13%	21%	42%	22%	8%	23%
	732,321-1,098,481	Count	230	111	119	11	63	108	46
		Column N %	39%	38%	40%	35%	42%	41%	33%
	1,098,482-1,464,642	Count	106	44	62	2	31	50	23
		Column N %	18%	15%	21%	6%	21%	19%	17%
	1,464,643-1,830,803	Count	57	37	20	2	7	29	19
		Column N %	10%	13%	7%	6%	5%	11%	14%
	1,830,803-2,263,124	Count	52	33	19		8	27	15
		Column N %	9%	11%	6%		5%	10%	11%
	2,563,125-3,661,606	Count	29	23	6		4	22	3
		Column N %	5%	8%	2%		3%	8%	2%
	3,661,607+	Count	11	6	5		3	7	1
		Column N %	2%	2%	2%		2%	3%	1%
	No Income	Count	3	1	2	3			
		Column N %	1%	0%	1%	10%			

Travel Companions



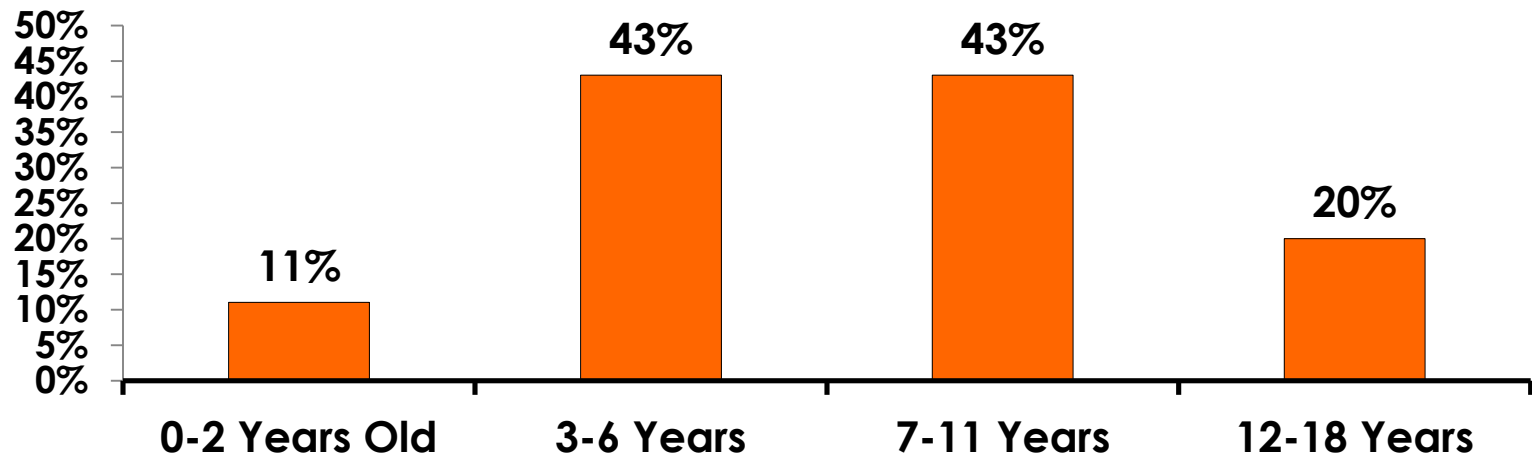
Travel Companions

	FY2013	FY2014
Family	82%	72%
Spouse	74%	59%
Child	32%	28%
Alone	13%	20%
Friends	15%	19%
Sibling/ Ext family	9%	7%
Office	3%	7%
Parent	4%	4%
Older parent	1%	1%
Other	0%	0%

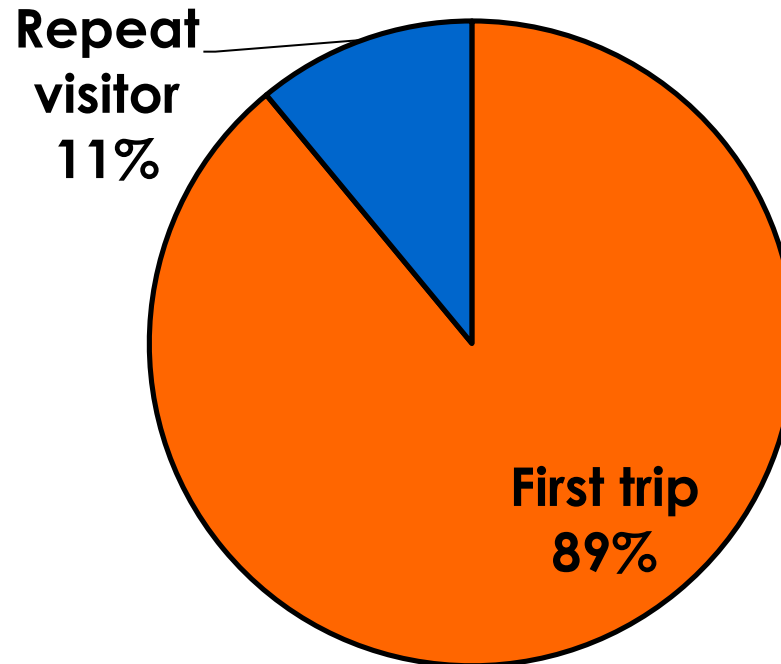
Number of Children Travel Party

N=161 total respondents traveling with children.

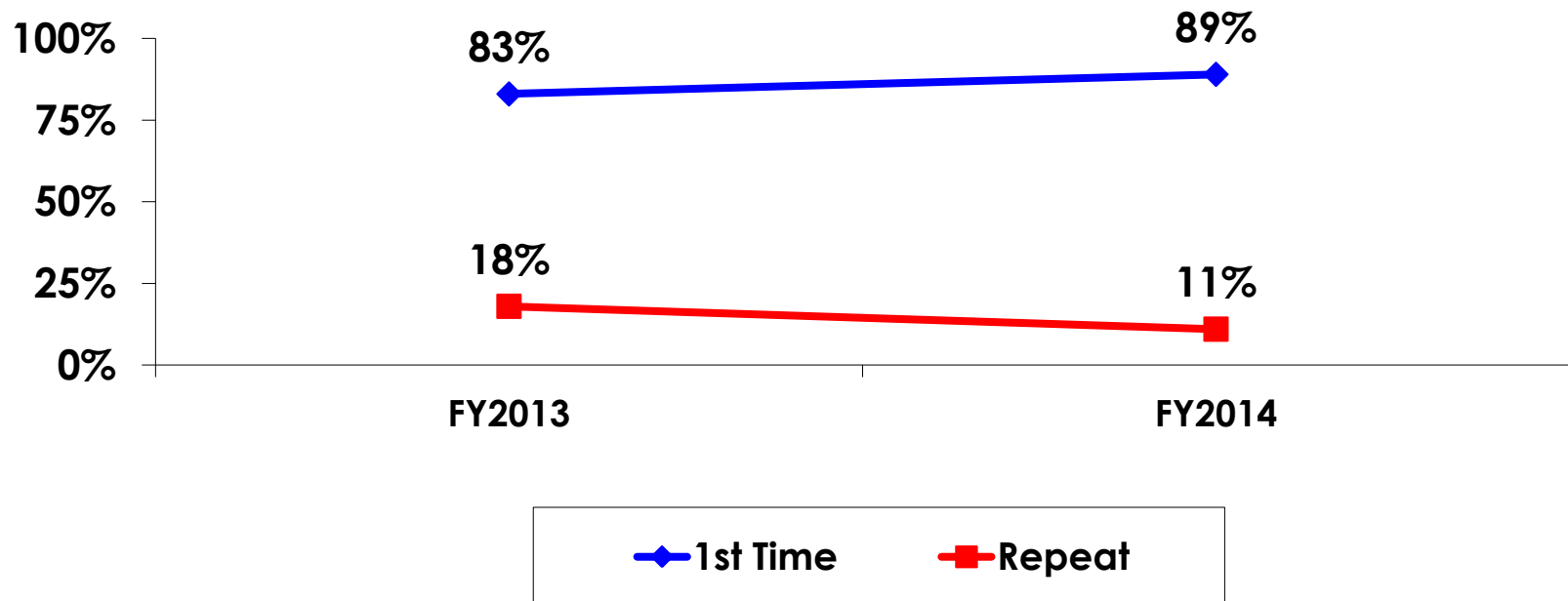
(Of those N=161 respondents, there is a total of 199 children 18 years or younger)



Prior Trips to Guam



PRIOR TRIPS TO GUAM

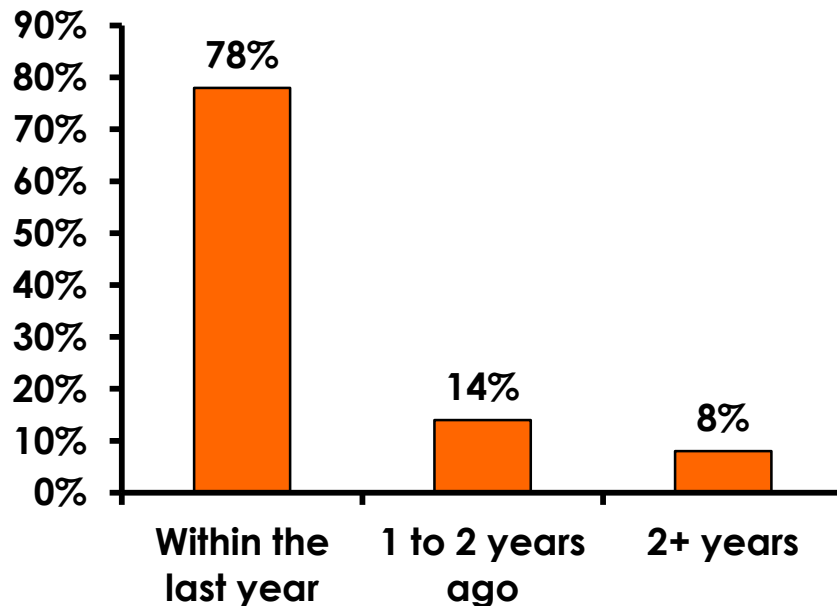


Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
			-	1st	Repeat
GENDER	Male	Count	302	265	37
		Column N %	50%	50%	55%
	Female	Count	299	269	30
		Column N %	50%	50%	45%
	Total	Count	601	534	67
AGE	18-24	Count	32	32	
		Column N %	5%	6%	
	25-34	Count	153	137	16
		Column N %	26%	26%	24%
	35-49	Count	268	227	41
		Column N %	45%	43%	62%
	50+	Count	143	134	9
		Column N %	24%	25%	14%
	Total	Count	596	530	66

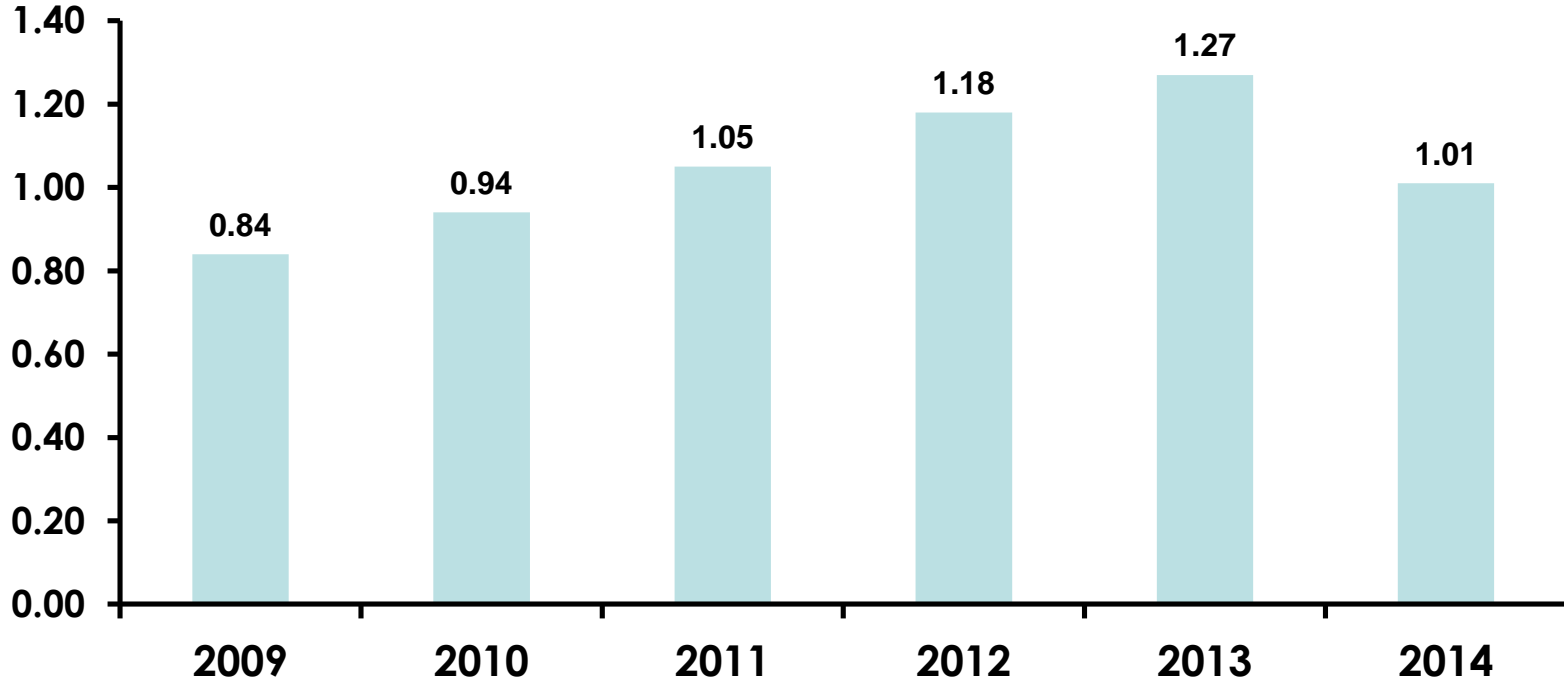
Repeat Visitors Last Trip

n = 65



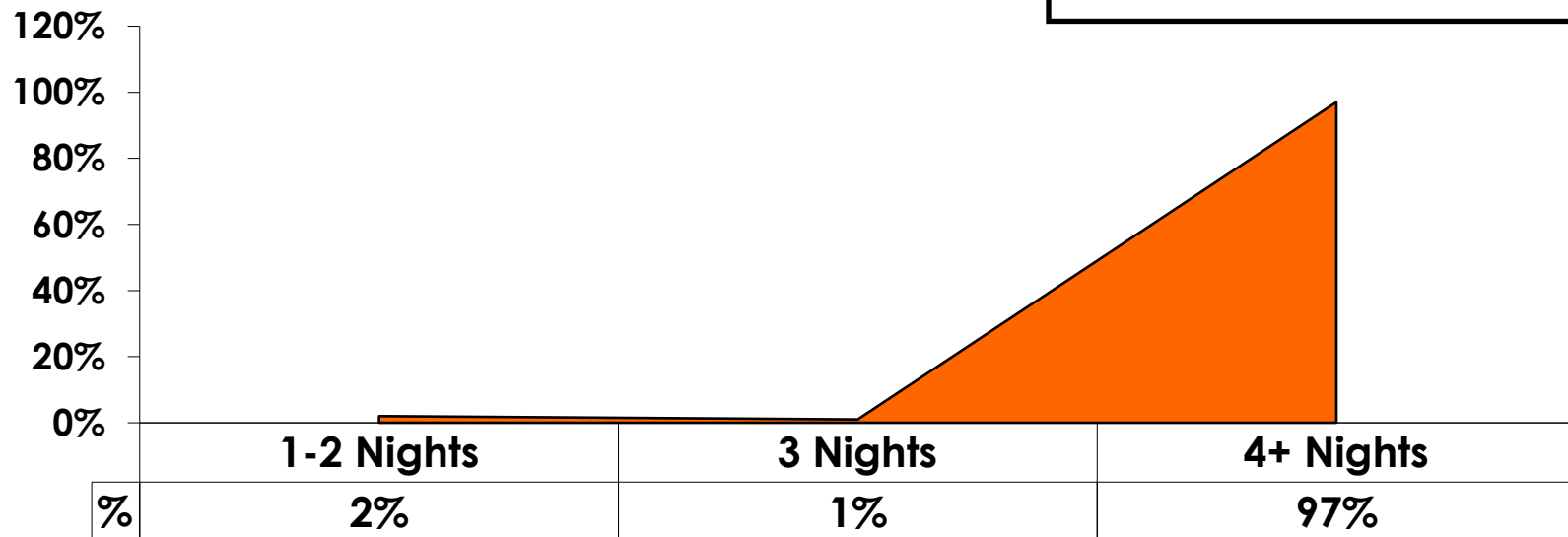
- The average repeat visitor has been to Guam 1.20 times.
- A majority of the repeat visitors have been to Guam within the last year.

Average Number Overnight Trips (2009-2014) (2 nights or more)

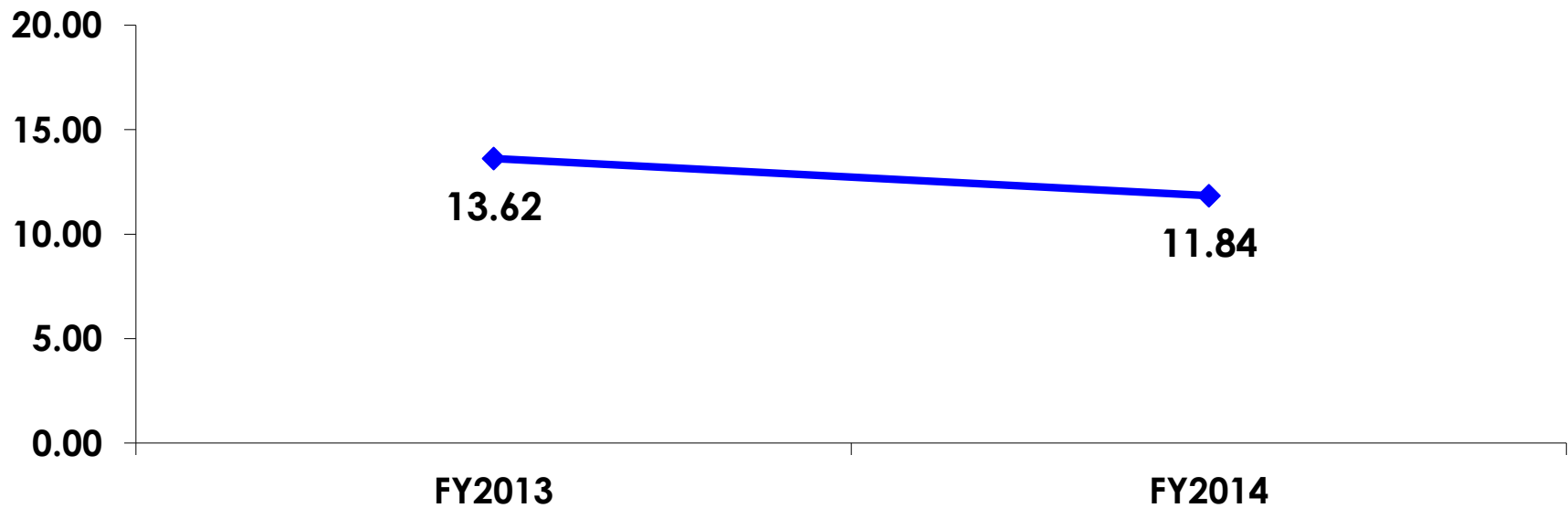


Length of Stay

Mean = 11.84 Days
Median = 13.0 Days



AVG LENGTH OF STAY

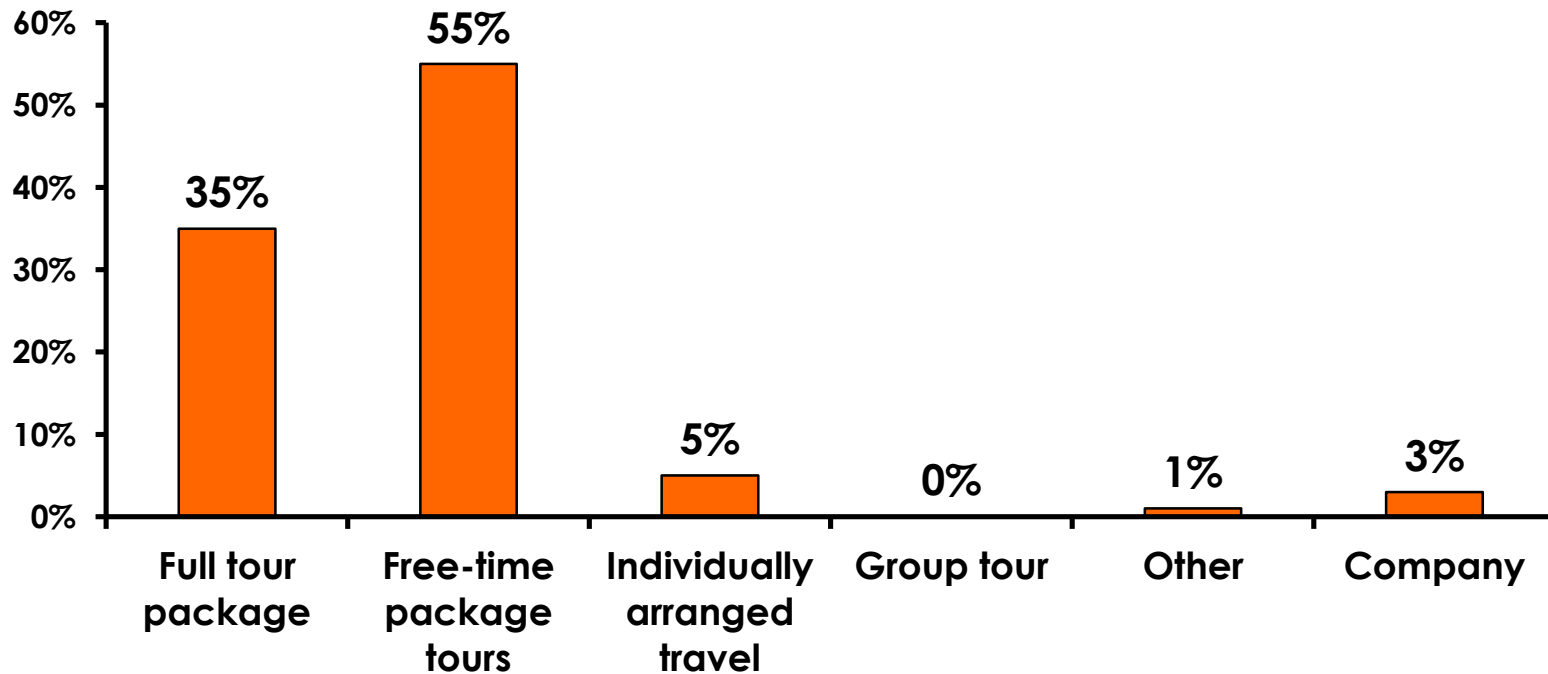


Occupation by Income

		TOTAL	Q27								
		-	<732,321	732,321-1,098,481	1,098,482-1,464,642	1,464,643-1,830,803	1,830,803-2,263,124	2,263,125-3,661,606	3,661,607+	No Income	
Q26	Self-employed	20%	4%	2%	13%	56%	71%	79%	45%		
	Professional/ Specialist	18%	6%	30%	27%	7%	2%				
	Company: Office/ Non-Mgr	13%	31%	17%	7%	2%					
	Company: Engineer	7%	4%	10%	14%	5%					
	Govt: Office/ Non-Mgr	6%	11%	10%	3%		4%				
	Company: Manager	6%	3%	8%	8%	4%		3%			
	Homemaker	5%	4%	4%	12%	2%	6%	3%	18%		
	Company: Exec	5%	2%	3%	1%	16%	12%	14%	27%		
	Retired	5%	16%	4%		2%					
	Teacher	3%	4%	4%	4%						
	Other	3%		5%	4%		4%				
	Govt: Executive	3%	3%	1%	4%	4%	2%		9%		
	Student	2%	6%			2%				100%	
	Skilled worker	1%	2%	2%	1%						
	Govt: Manager	1%		0%	3%						
	Freelancer	1%	1%	0%		2%					
	Company: Salesperson	1%	2%	0%							
	Total	Count	597	99	227	106	57	51	29	11	3

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall



Travel Planning - Overall

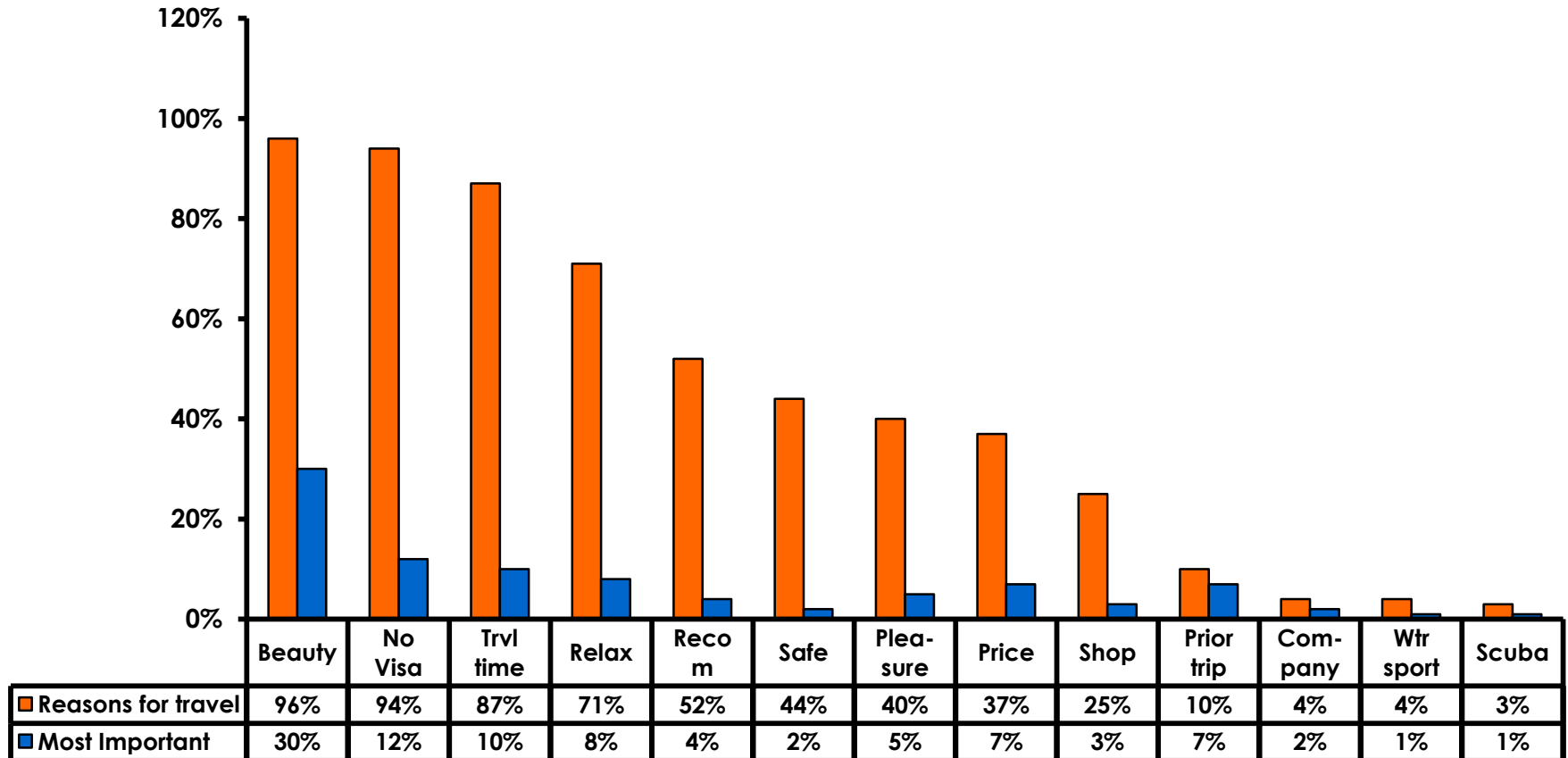
	FY2013	FY2014
Free-time pkg tour	37%	55%
Full-pkg tour	37%	35%
FIT	28%	5%
Company	2%	3%
Other	1%	1%
Group tour	2%	0%

Accommodation by Income

Average length of stay: 11.84 days

	TOTAL	Q27								
		-	<732,321	732,321-1,098,481	1,098,482-1,464,642	1,464,643-1,830,803	1,830,803-2,263,124	2,563,125-3,661,606	3,661,607+	No Income
Q9										
Bayview Hotel	13%	23%	12%	9%	11%	8%	3%			33%
Guam Reef & Olive Spa	10%	11%	12%	11%	7%	6%	3%			
Fiesta Resort Guam	10%	12%	11%	7%	9%	10%	10%			
PIC Club	8%	2%	7%	17%	9%	8%		20%		
Hyatt Regency Guam	8%	7%	4%	4%	7%	23%	21%	20%		
Tumon Bay Capital Hotel	7%	14%	6%	4%	9%	4%				33%
Westin Resort Guam	6%	4%	3%	8%	12%	12%	10%			
Onward Beach Resort	5%	2%	5%	8%	9%	2%	10%			
Oceanview Hotel	5%	5%	8%	4%		2%				
Outrigger Guam Resort	5%		4%	6%	7%	4%	10%	20%		
Verona Resort & Spa	4%	5%	6%	4%		2%				
Holiday Resort Guam	4%	3%	4%	5%	4%		3%	10%		
Royal Orchid Guam	4%	1%	7%	3%	4%					
Hilton Guam Resort	3%		2%	4%	5%	8%	14%	10%		
Hotel Nikko Guam	3%	1%	3%	5%	4%	6%	7%			
Guam Marriott Resort	1%	1%	1%	1%			3%	10%		33%
Pacific Bay Hotel	1%	1%	2%							
Hotel Santa Fe	1%	1%	0%	1%		4%				
Sheraton Laguna Guam	1%		0%	1%	2%	2%	3%			
Home stay/ friend/ relative	1%	1%	1%		2%					
Apartment	1%	1%			2%			10%		
Guam Plaza Hotel	1%	1%	0%			2%				
Condo	0%	2%								
Grand Plaza Hotel	0%		0%							
Total	Count	598	98	229	106	57	52	29	10	3

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Guam's natural beauty/ beaches,
- Visa waiver and
- Short travel time

are the primary reasons for visiting during this period.

Most Important Reason for Choosing Guam

	FY2013	FY2014
Natural Beauty	36%	30%
No Visa	24%	12%
Short travel time	Not top 3	10%
Relax	9%	Not top 3

Motivation by Age & Gender

		TOTAL	AGE				GENDER		
		-	18-24	25-34	35-49	50+	Male	Female	
Q5A	Natural beauty	96%	97%	97%	96%	96%	97%	96%	
	No Visa required	94%	88%	96%	95%	90%	96%	91%	
	Short travel time	87%	69%	88%	90%	85%	90%	83%	
	Relax	71%	78%	68%	72%	70%	71%	70%	
	Recomm- friend/family/trvl agnt	52%	63%	54%	54%	44%	52%	52%	
	Safe	44%	38%	50%	44%	40%	44%	44%	
	Pleasure	40%	31%	38%	41%	43%	47%	33%	
	Price	37%	50%	46%	34%	31%	36%	38%	
	Shopping	25%	47%	28%	24%	19%	19%	32%	
	Previous trip	10%		8%	14%	6%	11%	9%	
	Other	7%	13%	9%	7%	4%	6%	8%	
	Company/ Business Trip	4%	3%	4%	4%	4%	3%	5%	
	Water sports	4%	19%	6%	3%	1%	5%	3%	
	Scuba	3%	9%	5%	2%	2%	3%	3%	
	Visit friends/ Relatives	3%	3%	3%	3%	4%	2%	4%	
	Company Sponsored	2%	6%	2%	3%	1%	1%	3%	
	Married/ Attn wedding	2%	3%	1%	3%	1%	3%		
	Organized sports	1%		1%	1%	1%	0%	2%	
	Honeymoon	0%	3%		0%		1%		
	Total	Count	600	32	153	268	142	301	299

Motivation by Income

		TOTAL	Q27								
		-	<732,321	732,321-1,098,481	1,098,482-1,464,642	1,464,643-1,830,803	1,830,803-2,263,124	2,563,125-3,661,606	3,661,607+	No Income	
Q5A	Natural beauty	96%	97%	97%	96%	98%	94%	97%	82%	67%	
	No Visa required	94%	86%	97%	94%	91%	90%	100%	82%	67%	
	Short travel time	87%	75%	93%	90%	84%	83%	86%	82%	67%	
	Relax	71%	74%	75%	72%	72%	50%	55%	64%	100%	
	Recomm- friend/family/trvl agnt	52%	49%	62%	45%	47%	38%	34%	45%	100%	
	Safe	44%	32%	47%	48%	53%	33%	41%	45%	33%	
	Pleasure	40%	32%	37%	46%	40%	50%	59%	27%		
	Price	37%	46%	46%	32%	28%	21%	10%		67%	
	Shopping	25%	27%	25%	31%	16%	21%	31%	9%	67%	
	Previous trip	10%	3%	8%	12%	9%	12%	28%	27%		
	Other	7%	9%	7%	8%	7%	2%	7%	9%		
	Company/ Business Trip	4%	6%	3%	3%	4%	8%		9%		
	Water sports	4%	5%	3%	3%	5%	8%	3%			
	Scuba	3%	6%	3%	4%	2%	4%				
	Visit friends/ Relatives	3%	3%	3%	3%		4%	7%	9%	33%	
	Company Sponsored	2%	4%	2%	2%		4%	3%			
	Married/ Attn wedding	2%	1%		2%		6%	10%	9%		
	Organized sports	1%		1%	1%	2%	2%	3%			
	Honeymoon	0%		0%				3%			
	Total	Count	600	99	229	106	57	52	29	11	3

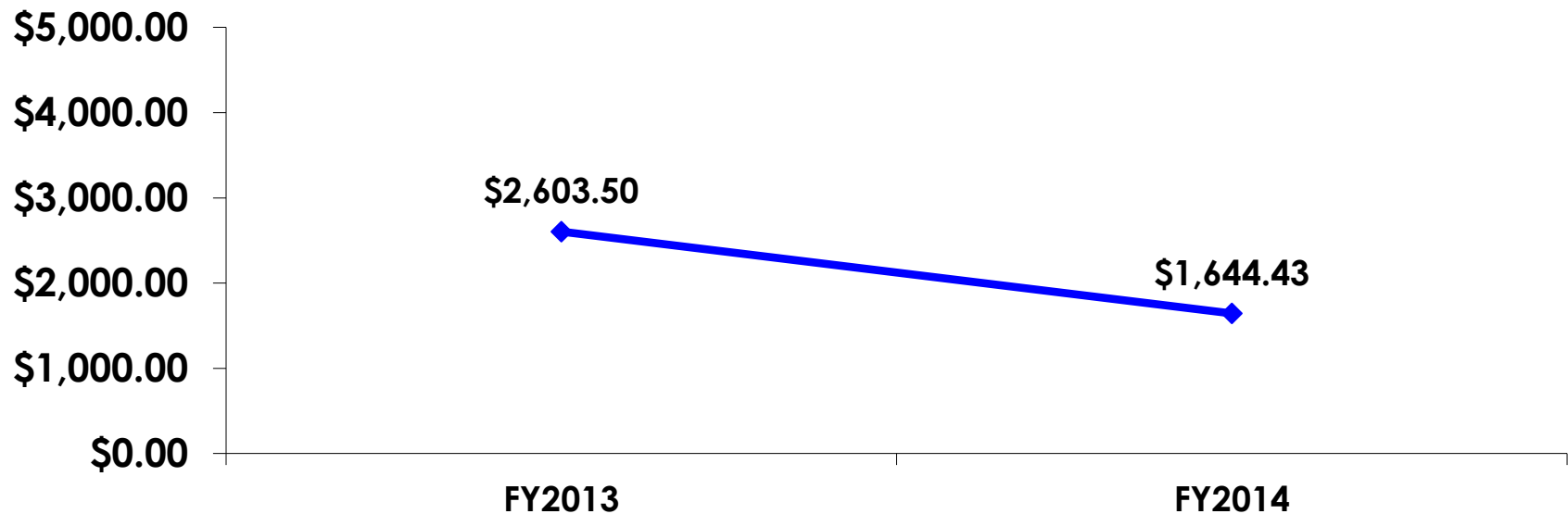
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

Ruble Varies /US\$1

- \$3,326.50 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$14,205 = maximum (highest amount recorded for the entire sample)
- \$1,644.43 = overall mean average per person prepaid expenditures

PREPAID EXPENDITURES Per Person



Breakdown of Prepaid Expenditures

Rub Varies=\$1

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

	MEAN \$
Air & Accommodation package only	\$2,297.81
Air & Accommodation w/ daily meal package	\$4,419.34
Air only	\$2,406.49
Accommodation only	\$1,245.05
Accommodation w/ daily meal only	\$-
Food & Beverages in Hotel	\$-
Ground transportation – Russia	\$-
Ground transportation – Guam	\$-
Optional tours/ activities	\$-
Other expenses	\$848.90
Total Prepaid	\$3,326.50

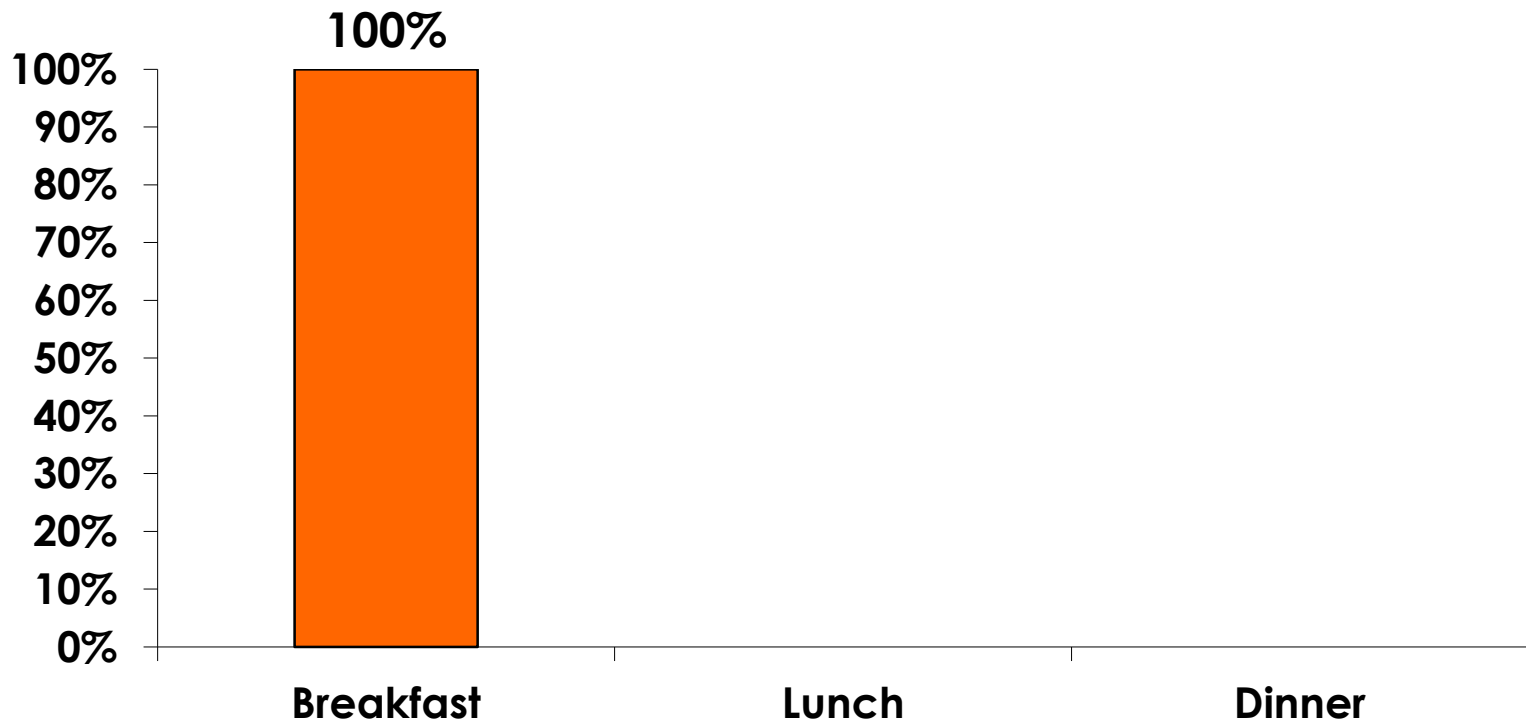
Breakdown of Prepaid Expenditures

	FY2013	FY2014
Air & Accommodation package only	\$5,366.19	\$2,967.81
Air & Accommodation w/ daily meal package	\$8,323.00	\$4,419.34
Air only	\$2,166.59	\$2,406.49
Accommodation only	\$2,031.37	\$1,245.05
Accommodation w/ daily meal only	\$3,444.30	-
Food & Beverages in Hotel	-	-
Ground transportation – Russia	\$16.10	-
Ground transportation – Guam	-	-
Optional tours/ activities	-	-
Other expenses	\$610.87	\$848.90
Total Prepaid	\$5,626.62	\$3,326.50

PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n= 1

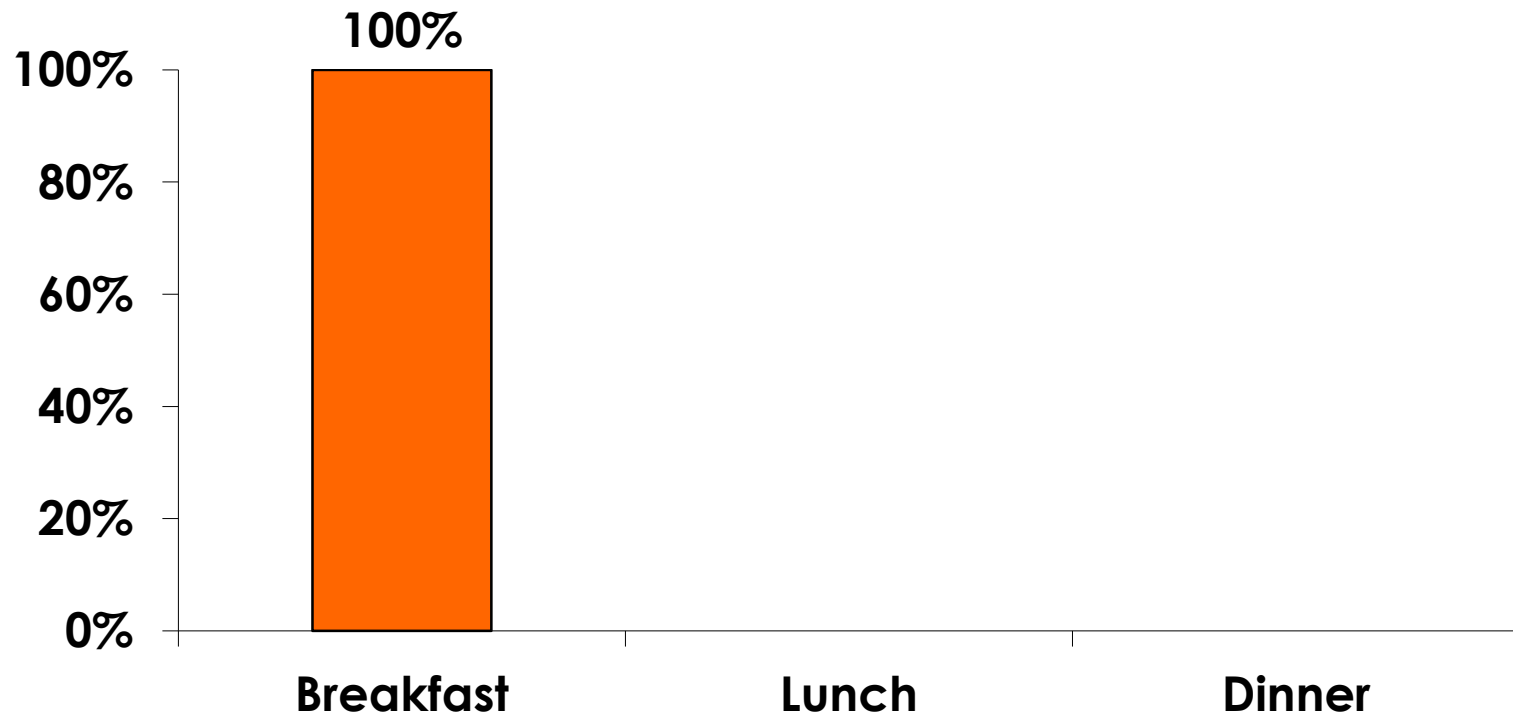


Mean=\$4,419.34 per travel party

PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

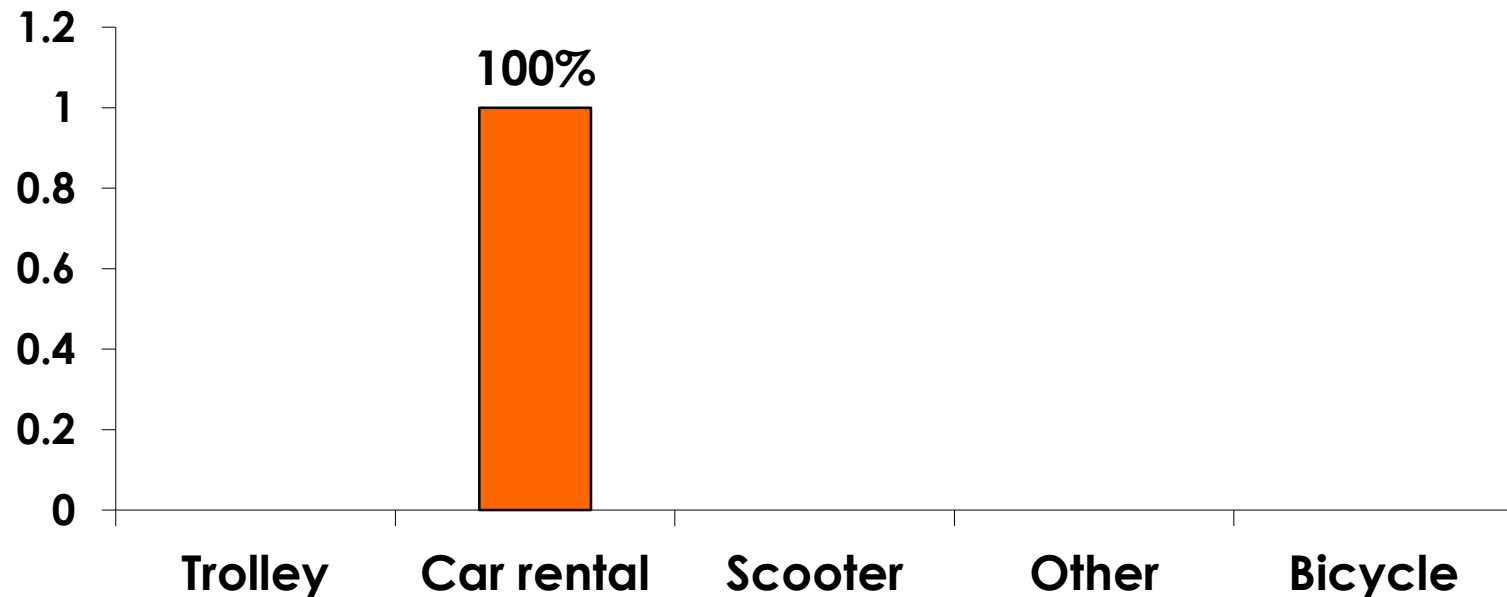
n=1



Mean=\$XXX.XX per travel party

PREPAID GROUND TRANSPORTATION

n=1



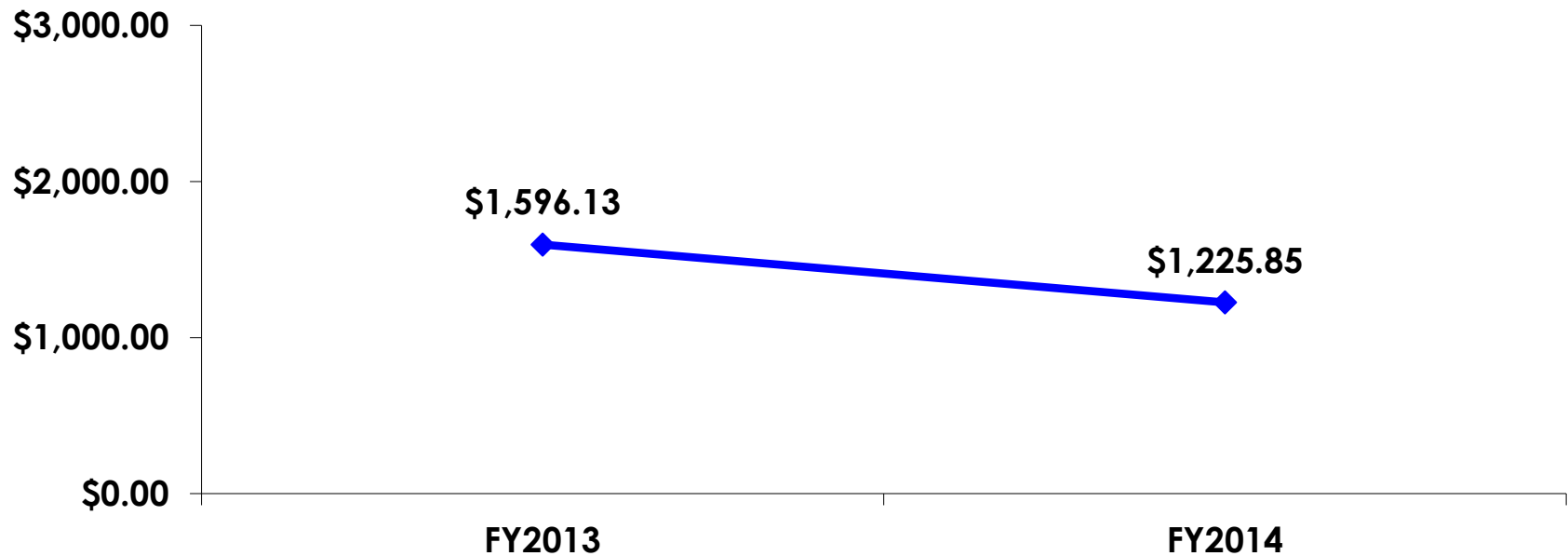
Mean=\$xxx per travel party

On-Island Expenditures

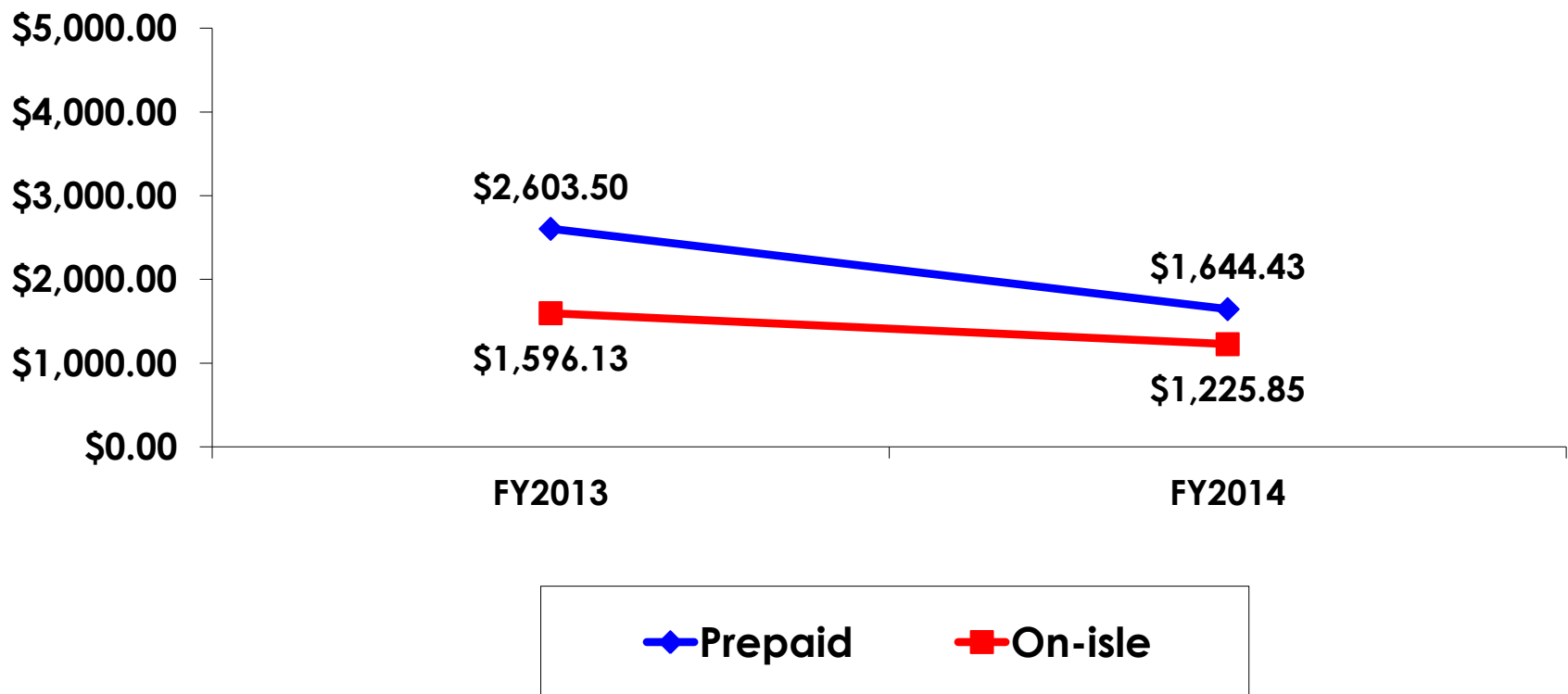
- \$2,162.78 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$20,000 = Maximum (highest amount recorded for the entire sample)
- \$1,225.85 = overall mean average per person on-island expenditure

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+
ONISLE	Mean	\$1,225.85	\$1,170.38	\$1,281.87	\$1,045.09	\$939.41	\$1,220.46	\$1,260.05	\$1,279.68	\$1,248.84	\$1,226.76	\$1,370.12
	Median	\$1,000	\$910	\$1,050	\$900	\$700	\$995	\$965	\$1,160	\$900	\$1,000	\$1,300
	Minimum	\$0	\$0	\$0	\$0	\$114	\$267	\$350	\$0	\$0	\$275	\$0
	Maximum	\$6,667	\$6,667	\$6,000	\$2,860	\$5,000	\$6,667	\$5,000	\$3,000	\$6,000	\$4,020	\$4,000

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$128.20	\$157.52	\$98.59	\$18.13	\$92.95	\$148.02	\$138.99
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$75.01	\$67.81	\$82.27	\$123.13	\$78.08	\$69.15	\$74.20
	Median	\$0	\$0	\$0	\$120	\$50	\$0	\$0
F&B RESTRNT	Mean	\$434.95	\$453.71	\$416.00	\$357.50	\$425.88	\$449.70	\$425.07
	Median	\$350	\$395	\$350	\$275	\$350	\$400	\$390
OPT TOUR	Mean	\$274.08	\$288.08	\$259.94	\$283.94	\$237.25	\$298.72	\$264.48
	Median	\$300	\$300	\$300	\$258	\$250	\$300	\$300
GIFT- SELF	Mean	\$725.25	\$791.84	\$657.99	\$437.50	\$588.01	\$843.32	\$708.74
	Median	\$400	\$400	\$400	\$300	\$350	\$450	\$400
GIFT- OTHER	Mean	\$323.91	\$327.20	\$320.58	\$258.13	\$287.03	\$331.99	\$350.14
	Median	\$250	\$250	\$250	\$200	\$220	\$250	\$250
TRANS	Mean	\$85.37	\$104.75	\$65.79	\$35.00	\$76.34	\$105.90	\$67.31
	Median	\$0	\$50	\$0	\$0	\$0	\$50	\$0
OTHER	Mean	\$109.60	\$99.46	\$119.84	\$53.44	\$78.14	\$108.01	\$107.45
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	Mean	\$2,162.78	\$2,306.15	\$2,017.98	\$1,572.38	\$1,879.81	\$2,356.81	\$2,148.11
	Median	\$1,700	\$1,825	\$1,600	\$1,240	\$1,550	\$1,850	\$1,700

On-Island Expenditures

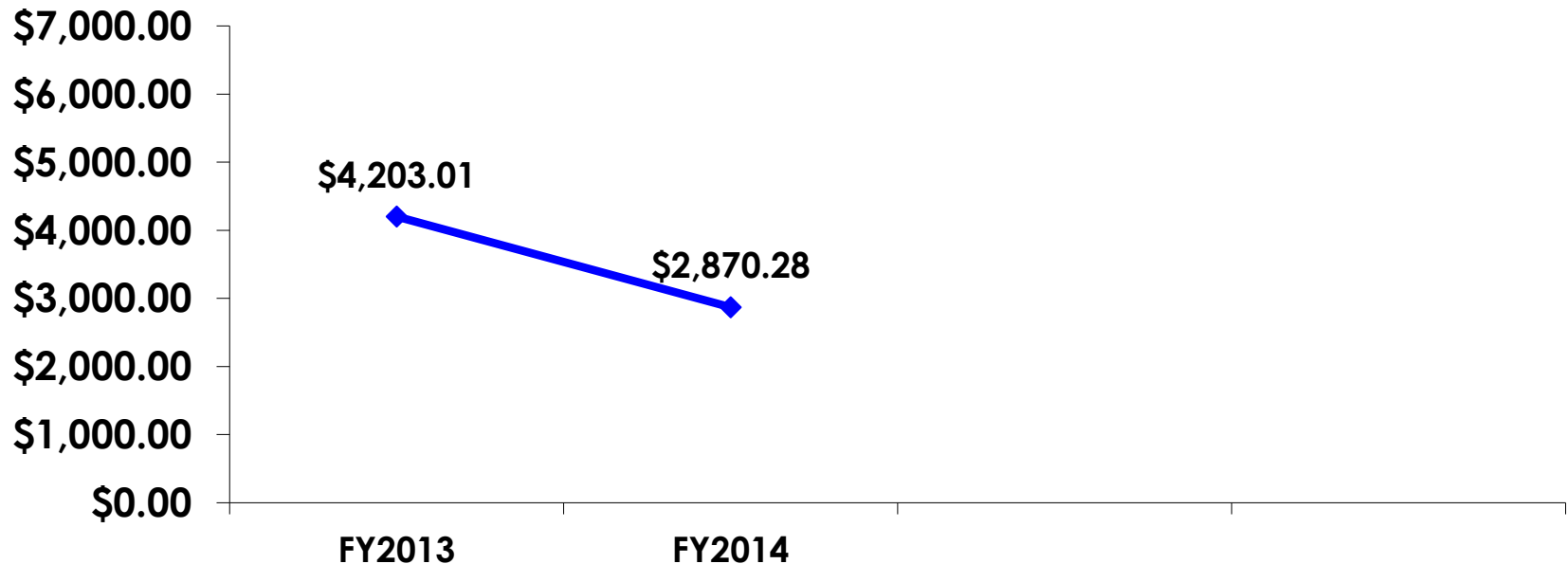
First Timers & Repeaters

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$128.20	\$125.48	\$149.85
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$75.01	\$79.73	\$37.39
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$434.95	\$433.43	\$447.01
	Median	\$350	\$350	\$400
OPT TOUR	Mean	\$274.08	\$277.47	\$247.09
	Median	\$300	\$300	\$300
GIFT- SELF	Mean	\$725.25	\$704.69	\$889.10
	Median	\$400	\$400	\$500
GIFT- OTHER	Mean	\$323.91	\$302.21	\$496.87
	Median	\$250	\$240	\$300
TRANS	Mean	\$85.37	\$75.13	\$166.94
	Median	\$0	\$0	\$130
OTHER	Mean	\$109.60	\$113.04	\$82.10
	Median	\$0	\$0	\$50
TOTAL	Mean	\$2,162.78	\$2,124.89	\$2,464.79
	Median	\$1,700	\$1,645	\$2,050

Total Expenditures Per Person (Prepaid & On-Island)

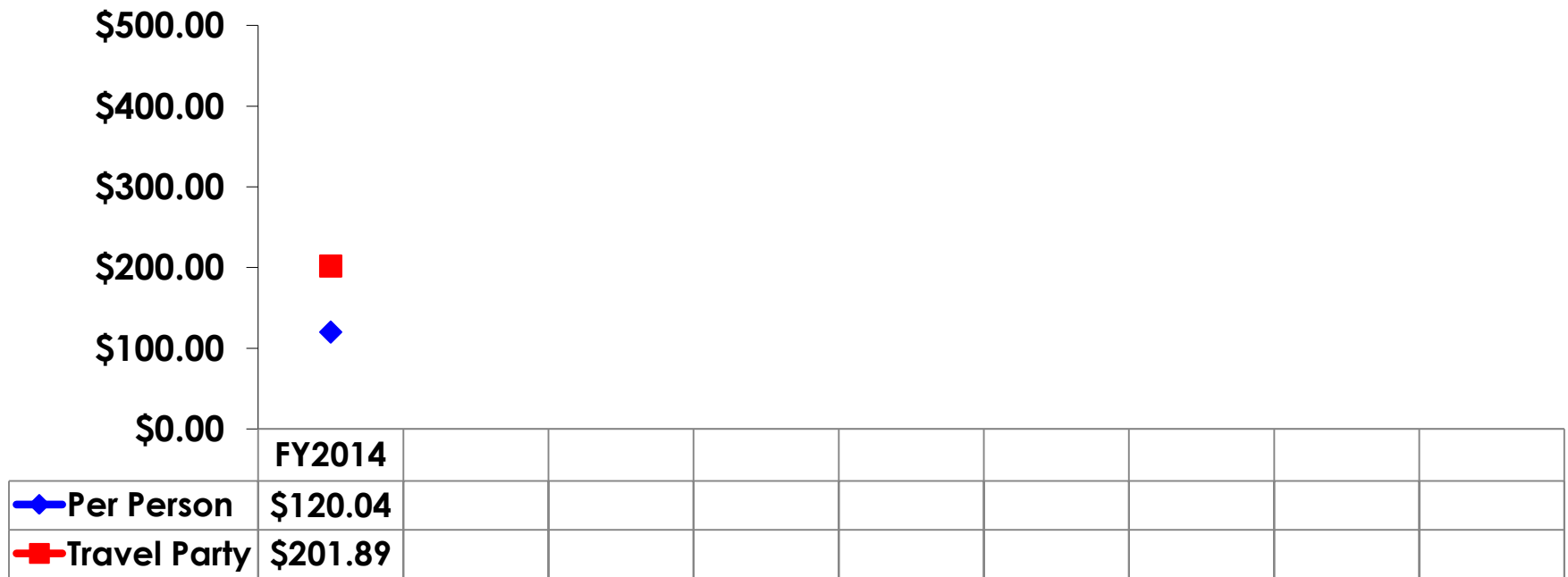
- \$2,870.28 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$10,392 = Maximum (highest amount recorded for the entire sample)

TOTAL EXPENDITURES Per Person



ONISLE EXPENDITURES

Per Day



Breakdown of On-Island Expenditures

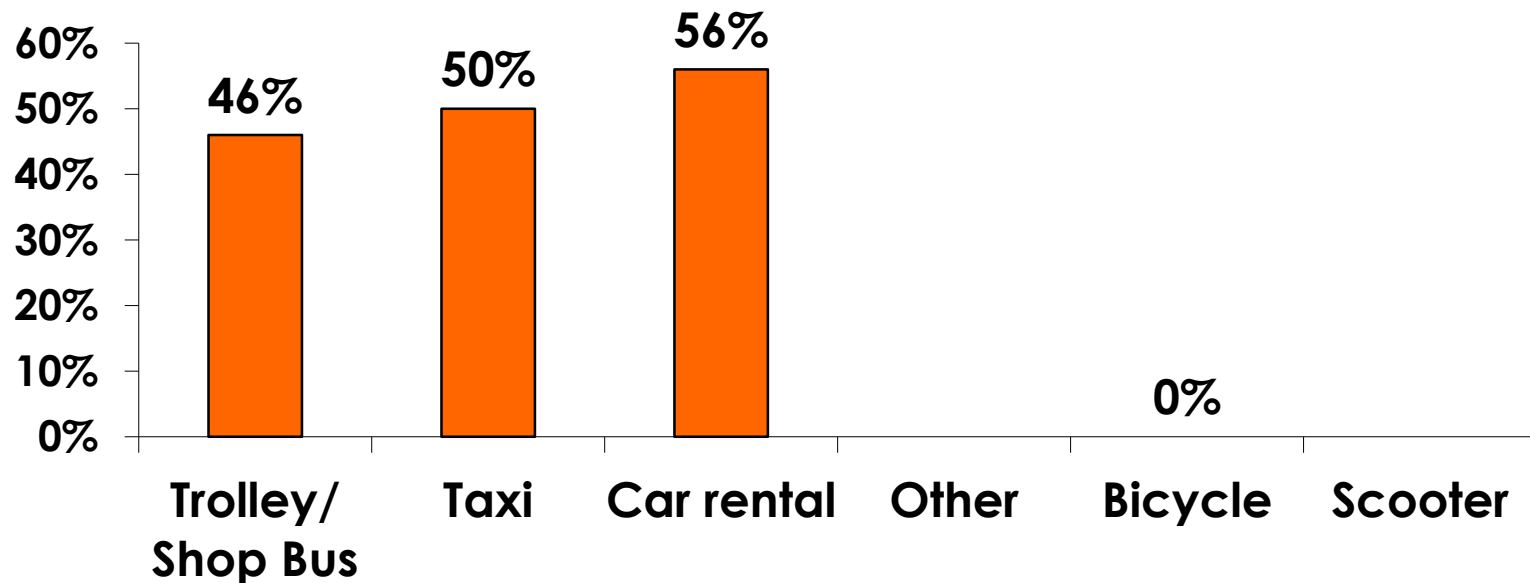
	MEAN \$
Food & beverage in a hotel	\$128.20
Food & beverage in fast food restaurant/convenience store	\$75.01
Food & beverage at restaurants or drinking establishments outside a hotel	\$434.95
Optional tours and activities	\$274.08
Gifts/ souvenirs for yourself/companions	\$725.25
Gifts/ souvenirs for friends/family at home	\$323.91
Local transportation	\$85.37
Other expenses not covered	\$109.60
Average Total	\$2,162.78

Breakdown of On-Island Expenditures

	FY2013	FY2014
Food & beverage in a hotel	\$366.52	\$128.20
Food & beverage in fast food restaurant/convenience store	\$52.14	\$75.01
Food & beverage at restaurants or drinking establishments outside a hotel	\$532.18	\$434.95
Optional tours and activities	\$362.95	\$274.08
Gifts/ souvenirs for yourself/companions	\$1,151.61	\$725.25
Gifts/ souvenirs for friends/family	\$482.91	\$323.91
Local transportation	\$214.38	\$85.37
Other expenses not covered	\$168.12	\$109.60
Average Total	\$3,319.55	\$2,162.78

Local Transportation

n=244



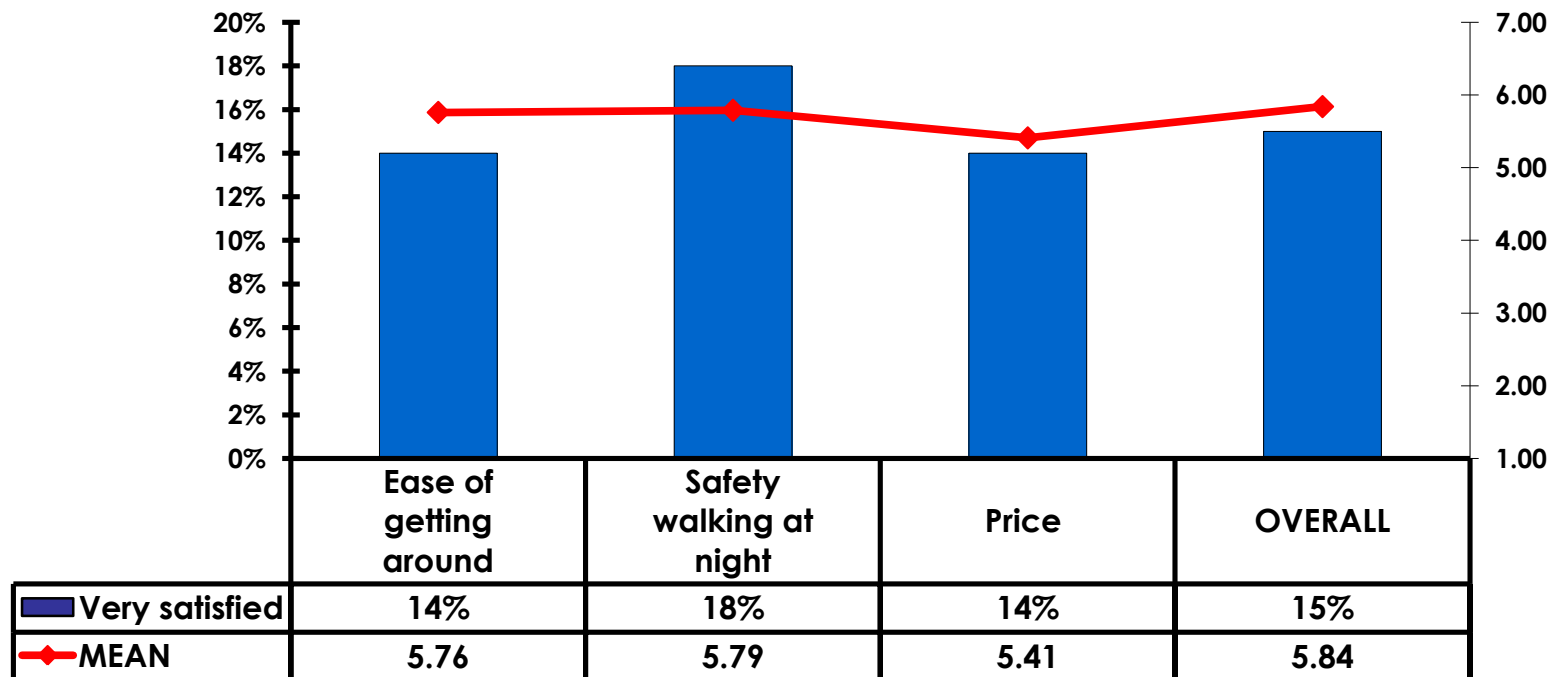
Mean=\$85.37 per travel party

SECTION 4 **VISITOR SATISFACTION**

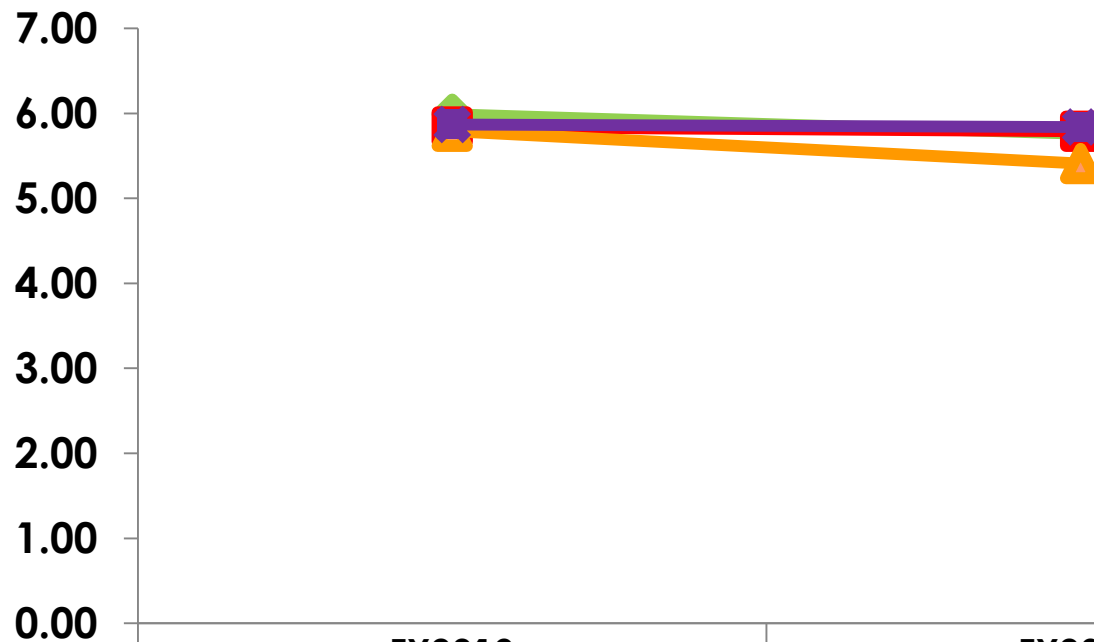
Satisfaction Scores Overall





7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Satisfaction Mean

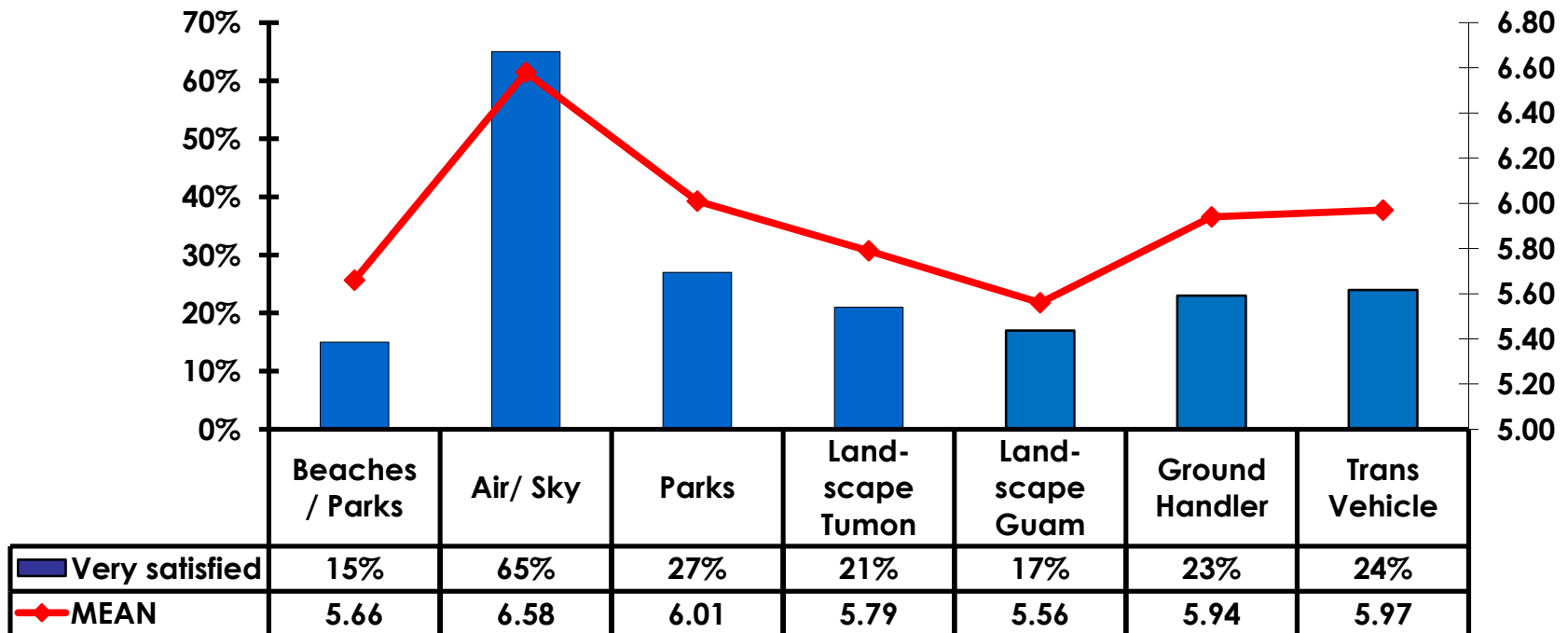


	FY2013	FY2014
 Ease of getting around	5.99	5.76
 Safety walking at night	5.84	5.79
 Price	5.79	5.41
 OVERALL	5.87	5.84

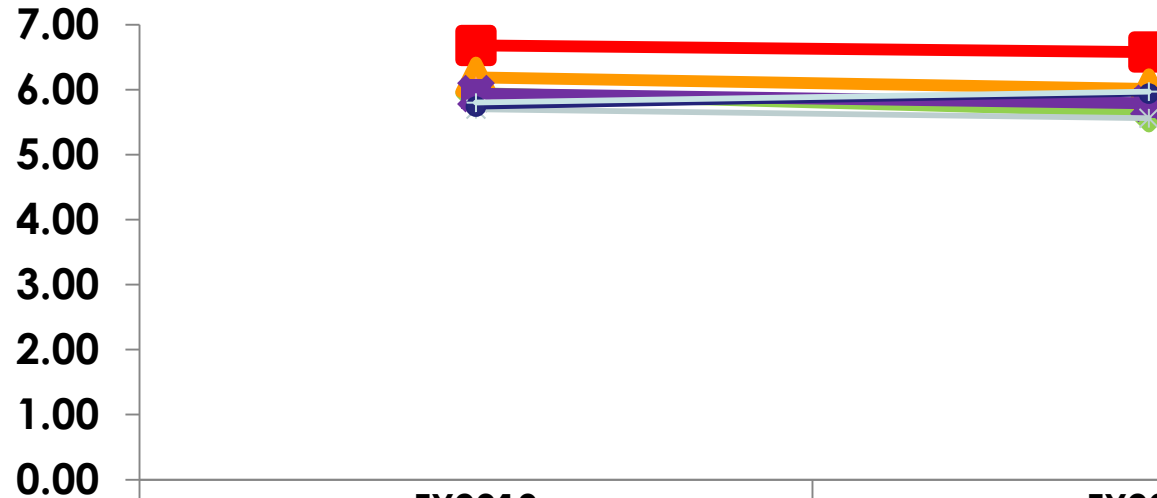
Satisfaction Quality/ Cleanliness


7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Satisfaction Mean

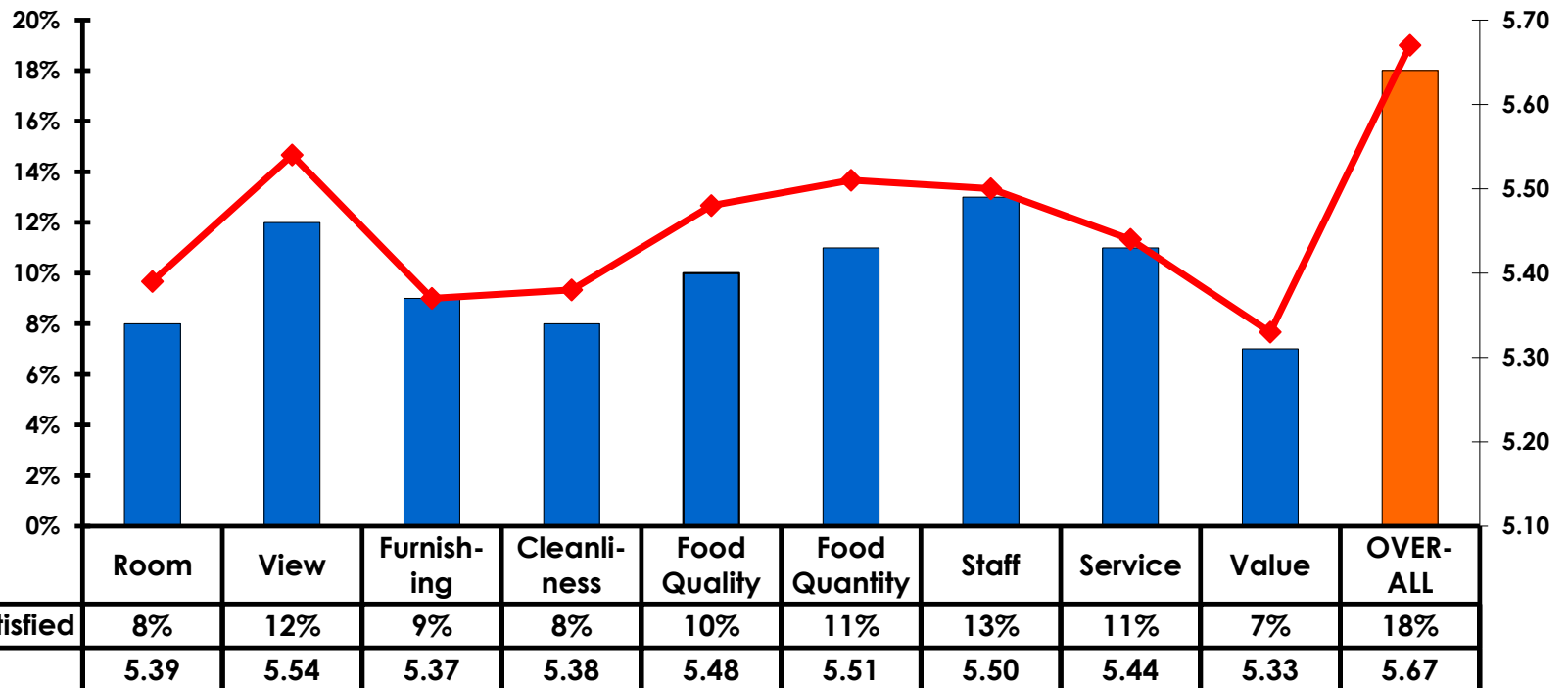


	FY2013	FY2014
 Beaches/ Parks	5.95	5.66
 Air/ Sky	6.68	6.58
 Parks	6.19	6.01
 Landscape Tumon	5.94	5.79
 Landscape Guam	5.70	5.56
 Grnd Handler	5.74	5.94
 Trans Vehicle	5.80	5.97

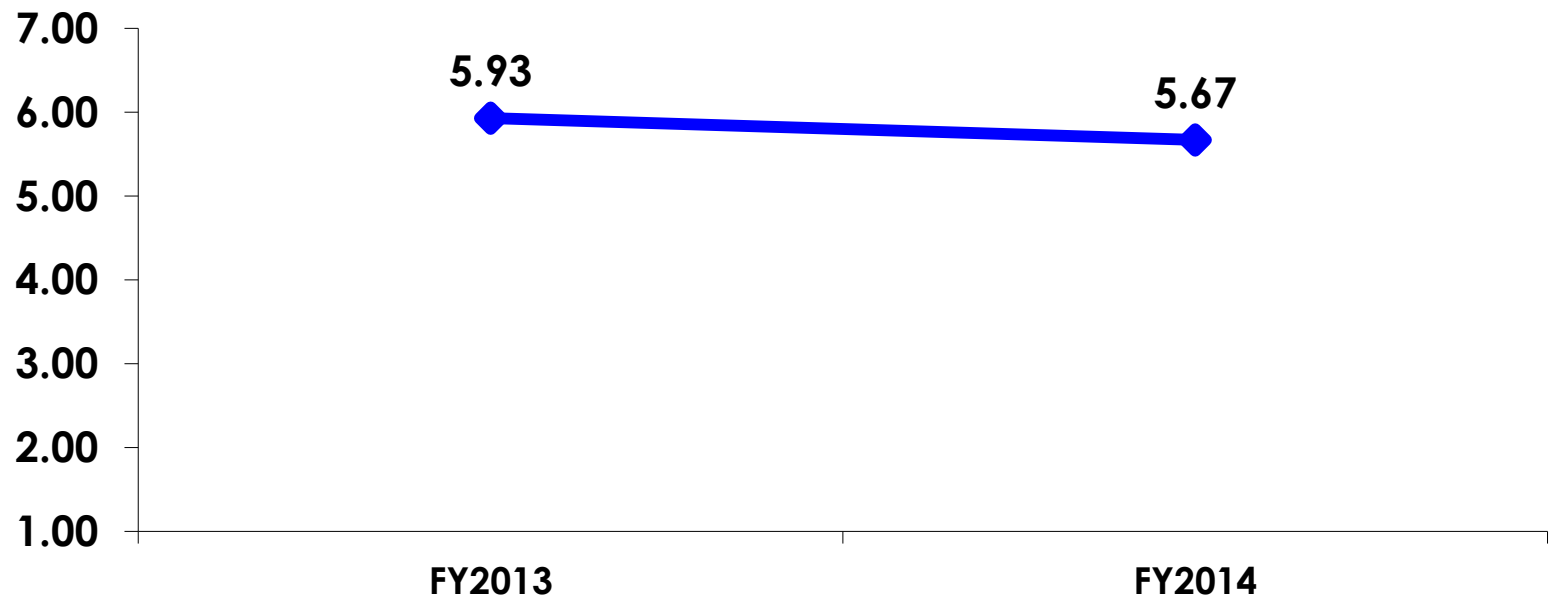
Quality of Accommodations

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



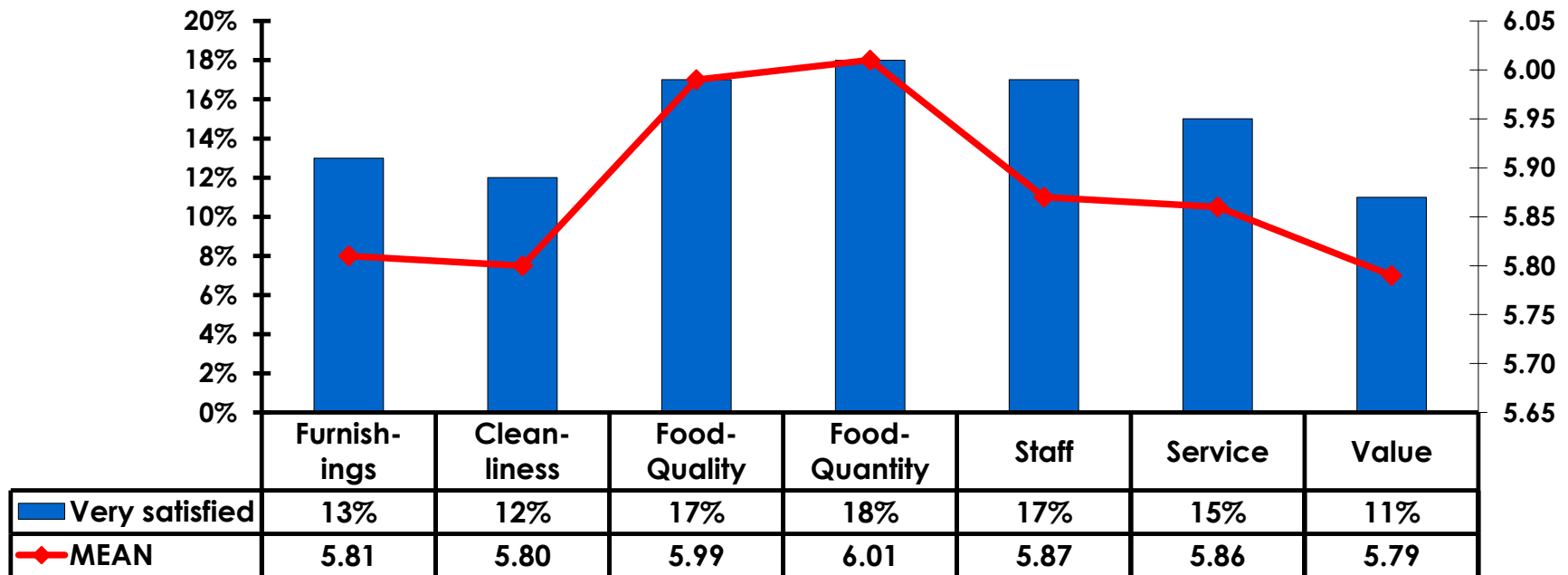
Accommodations Overall Satisfaction



Quality of Dining Experience

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Visits to Shopping Centers/Malls on Guam

Top 6

	FY2013	FY2014
Micronesian Mall	93%	90%
Macys	86%	78%
Ross	70%	70%
Prem Outlet	71%	68%
The Plaza	Not top 6	62%
DFS	83%	62%
Tumon Sands	Not top 6	58%
K-Mart	72%	Not top 6

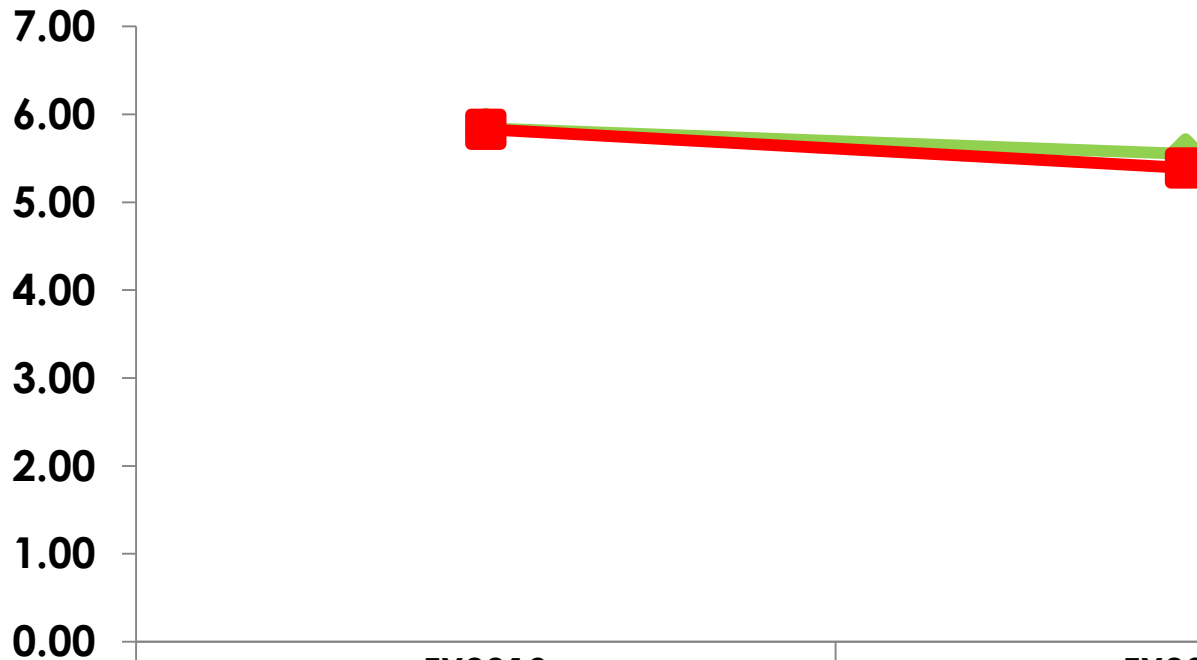
Satisfaction with Shopping

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 54%	Score of 6 to 7 = 48%
Score of 4 to 5 = 43%	Score of 4 to 5 = 46%
Score 1 to 3 = 3%	Score 1 to 3 = 6%
MEAN = 5.55	MEAN = 5.39

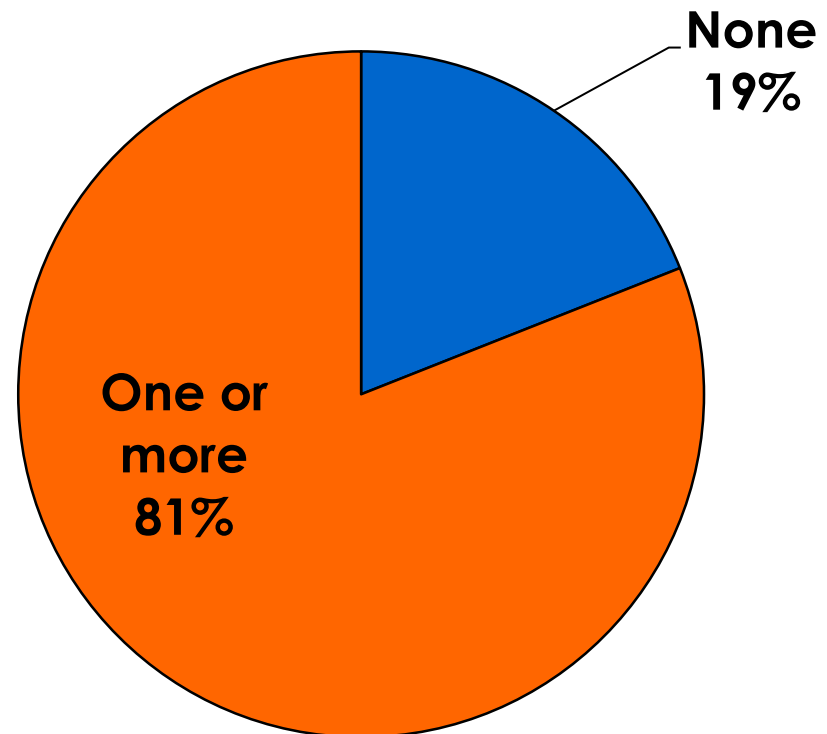
Satisfaction with Shopping



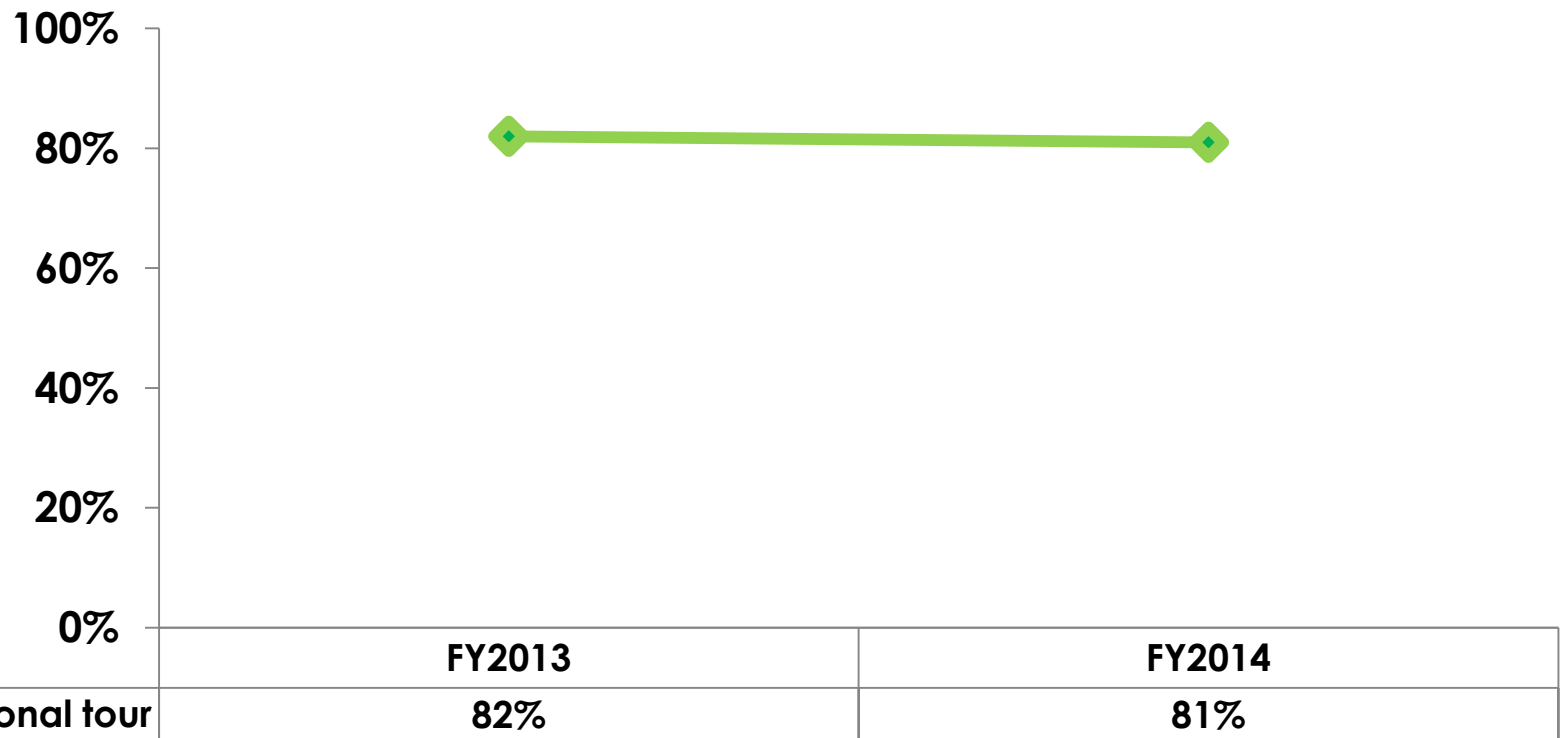
	FY2013	FY2014
Quality	5.84	5.55
Variety	5.83	5.39

Optional Tour Participation

- Average number of tours participated in is 2.61

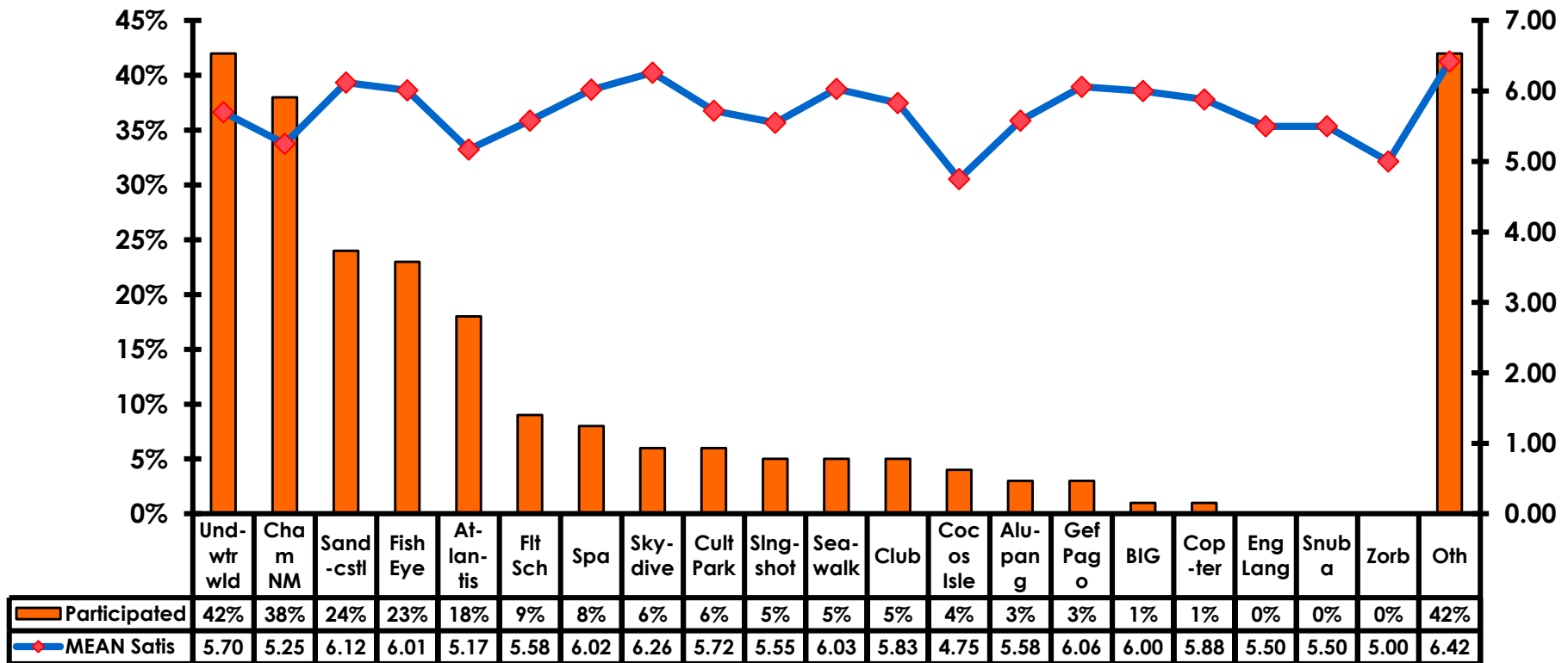


Optional Tour Participation



Optional Tours

Participation & Satisfaction



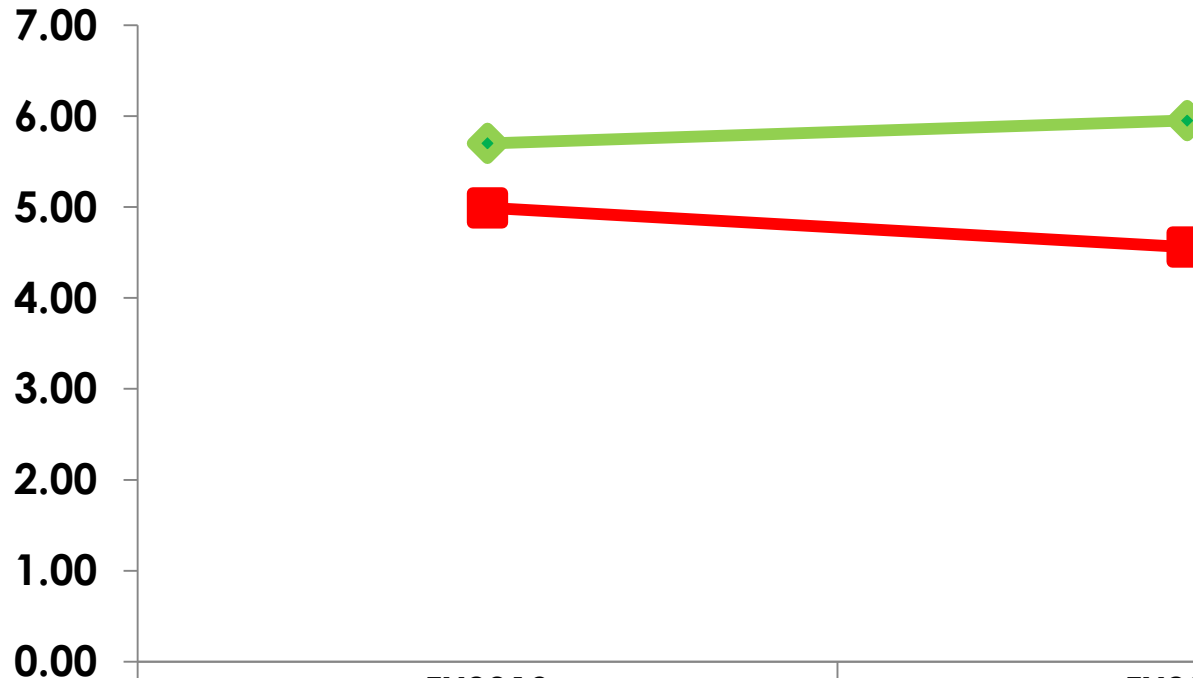
Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Day Tour	Variety of Day Tour
Score of 6 to 7 = 74%	Score of 6 to 7 = 25%
Score of 4 to 5 = 23%	Score of 4 to 5 = 51%
Score 1 to 3 = 3%	Score 1 to 3 = 25%
MEAN = 5.95	MEAN = 4.56

Day Tours Satisfaction



	FY2013	FY2014
 Quality	5.70	5.95
 Variety	4.99	4.56

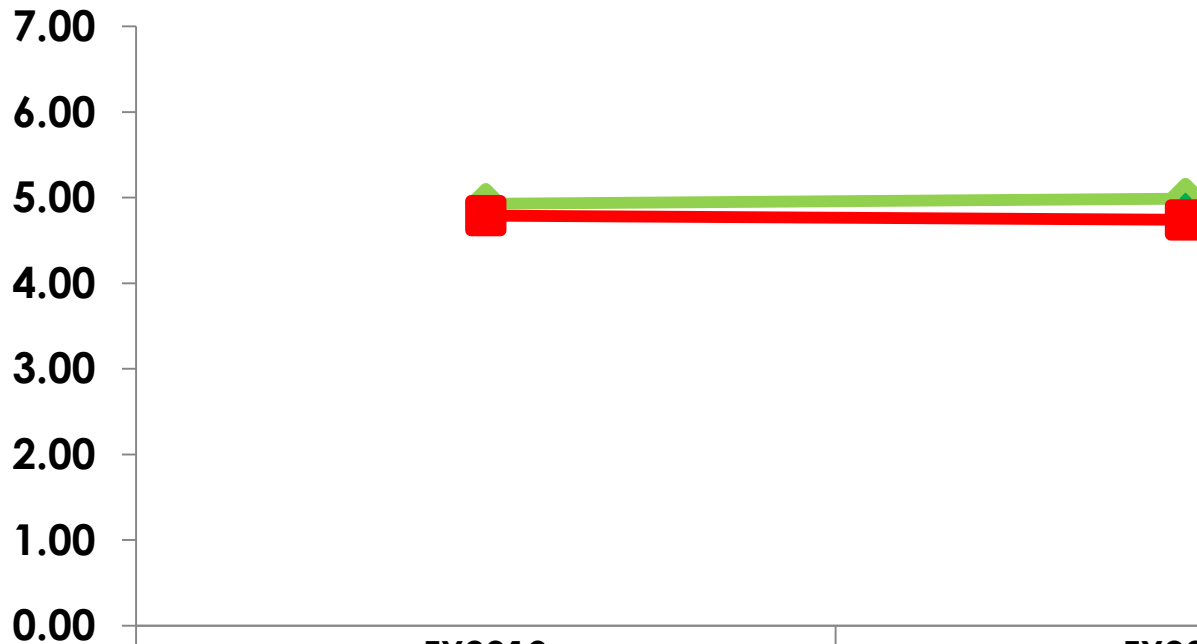
Night Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

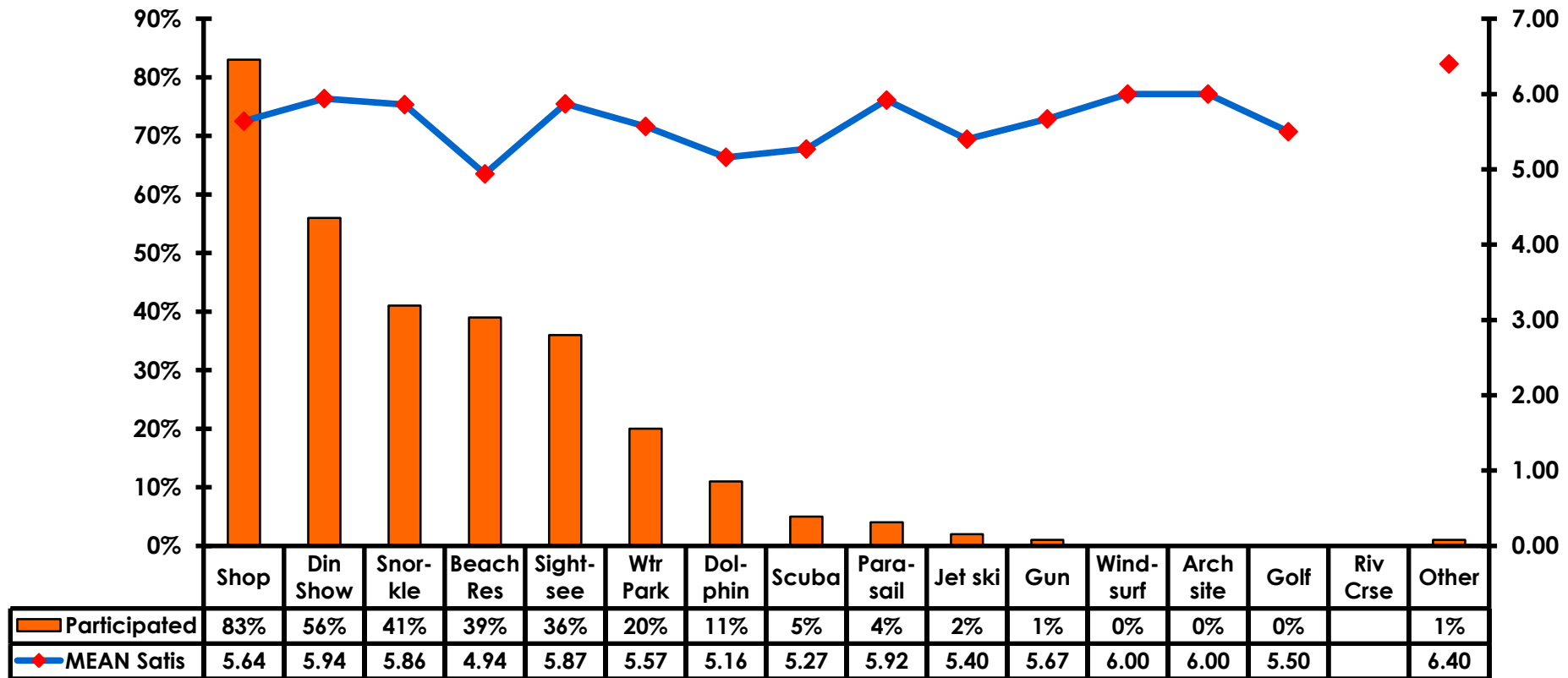
Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 36%	Score of 6 to 7 = 31%
Score of 4 to 5 = 54%	Score of 4 to 5 = 50%
Score 1 to 3 = 11%	Score 1 to 3 = 17%
MEAN = 4.99	MEAN = 4.74

Night Tours Satisfaction

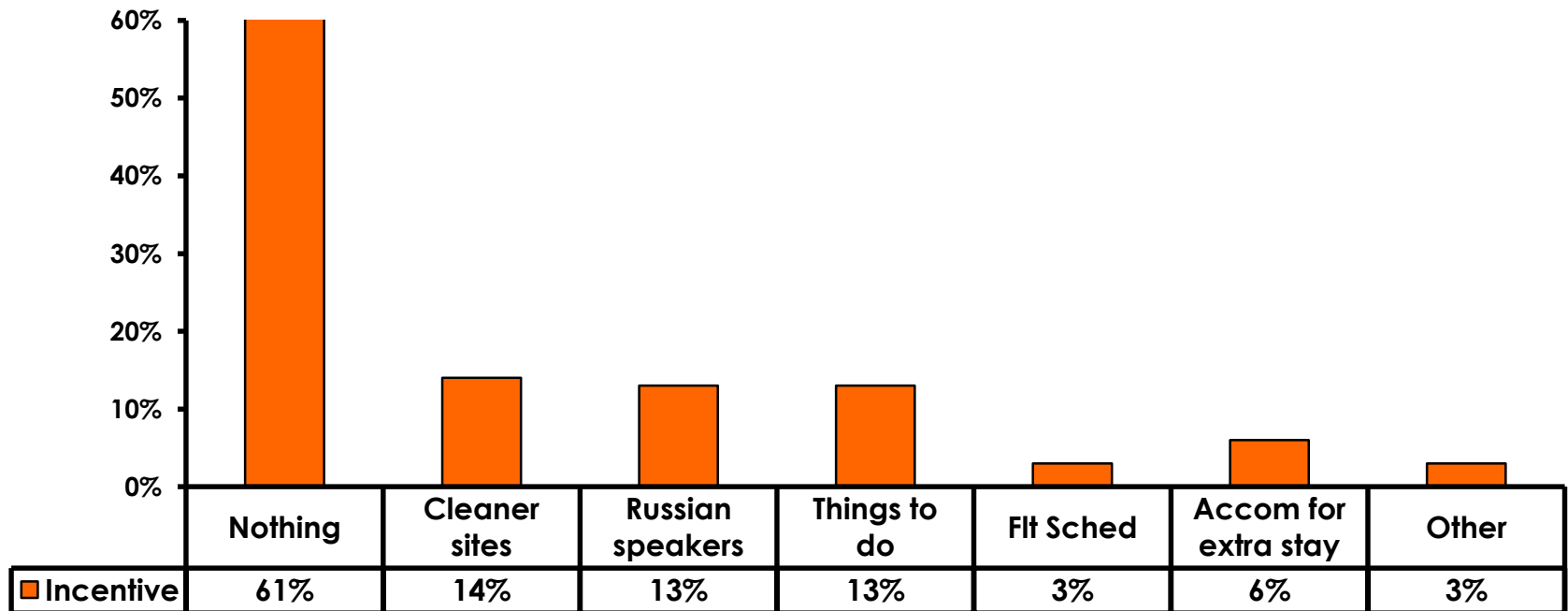


	FY2013	FY2014
Quality	4.93	4.99
Variety	4.79	4.74

Satisfaction with Other Activities



What would it take to make Guam more enjoyable for families?



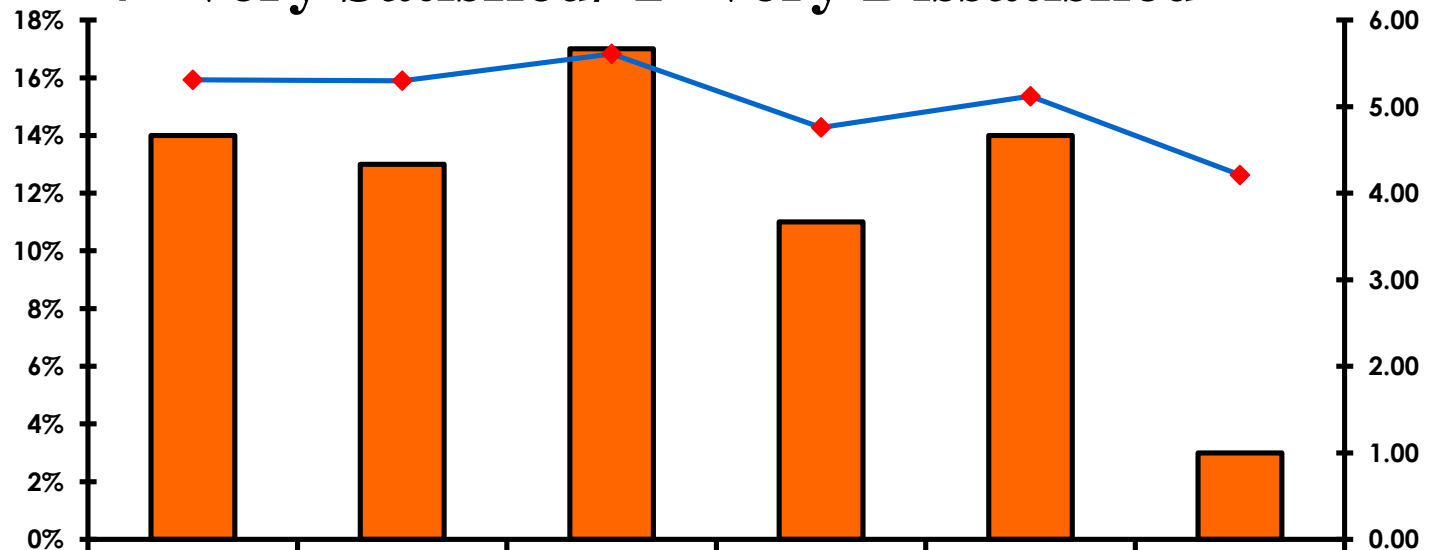
What would it take to make Guam more enjoyable for families?



	FY2013	FY2014
Nothing	50%	61%
Cleaner scenic sites	14%	14%
More Russian speaking retail	28%	13%
More things to do	14%	13%
Accommodations for ext stay	7%	6%
Other	6%	3%
Flight schedule time	12%	3%

On-Island Perceptions

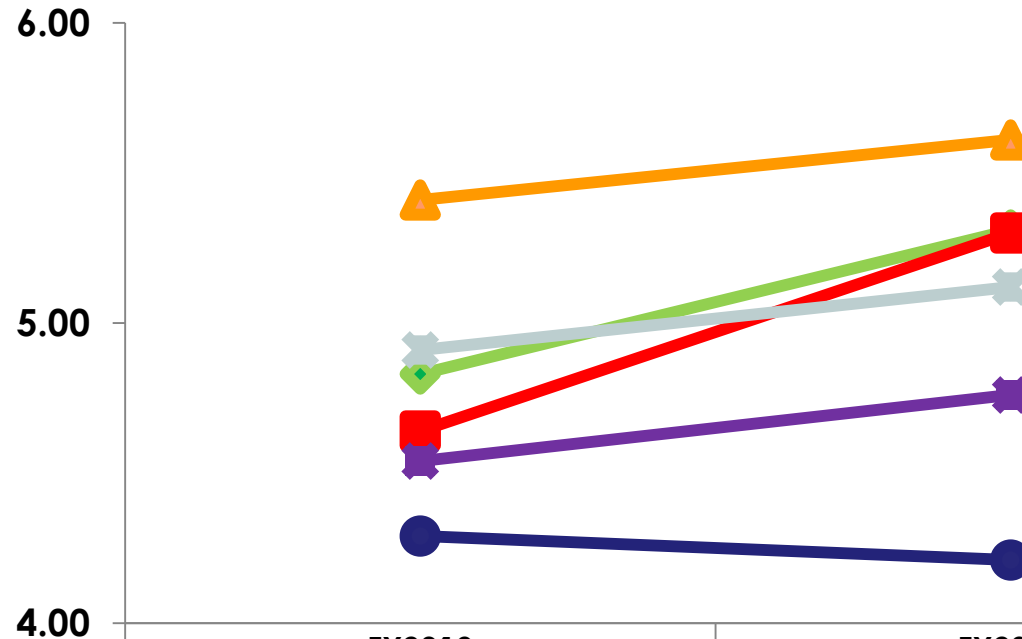
7pt Rating Scale







7=Very Satisfied/ 1=Very Dissatisfied



 Strongly agree	14%	13%	17%	11%	14%	3%
 MEAN	5.31	5.30	5.61	4.76	5.12	4.21

On-Island Perceptions

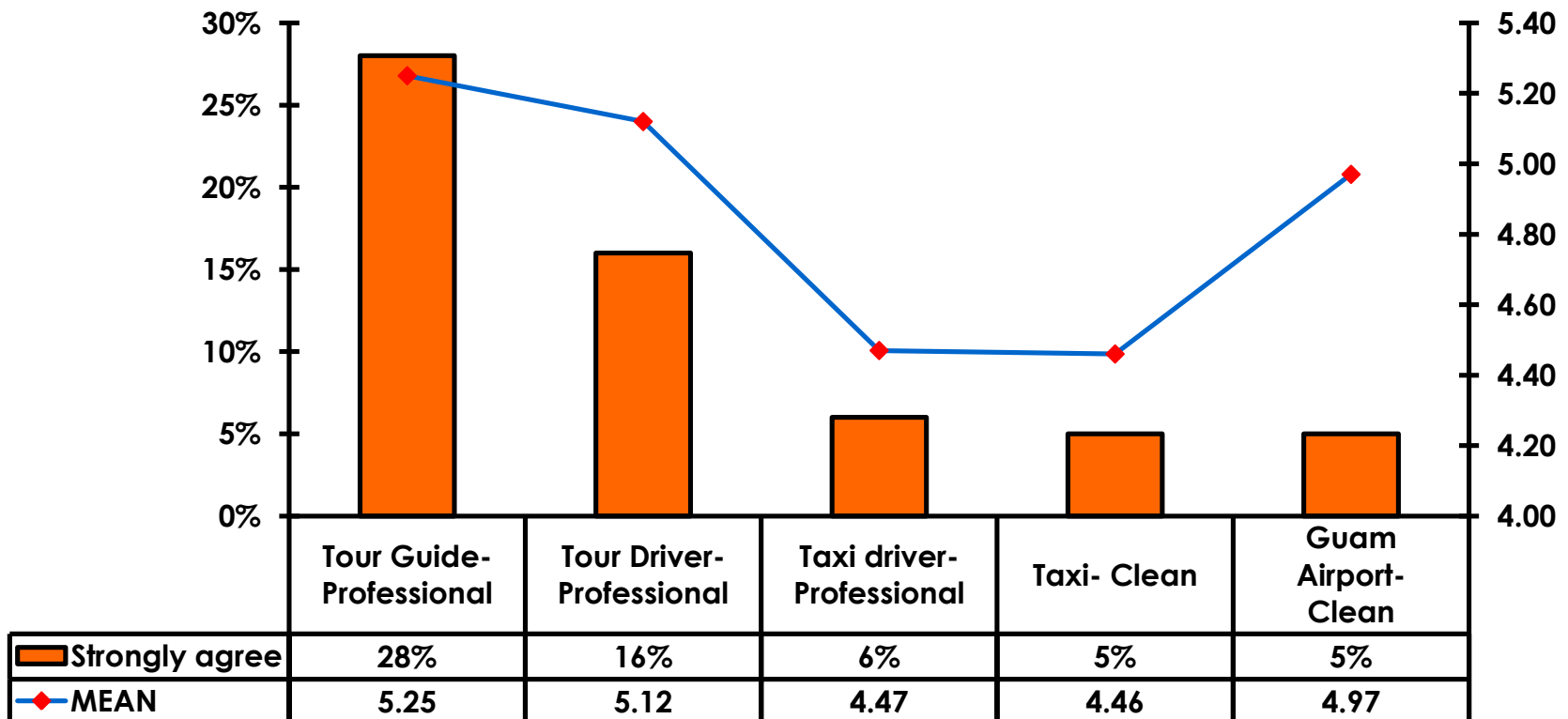


	FY2013	FY2014
 Guam was better than expected	4.83	5.31
 I had no communication problems	4.64	5.30
 I will recommend Guam to friends	5.41	5.61
 Sites on Guam were attractive	4.54	4.76
 I plan to visit Guam again	4.91	5.12
 Not enough night activities	4.29	4.21

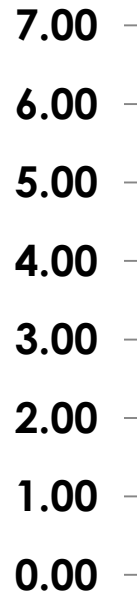
Transportation






7pt Rating Scale

7=Strongly agree/ 1=Strongly disagree



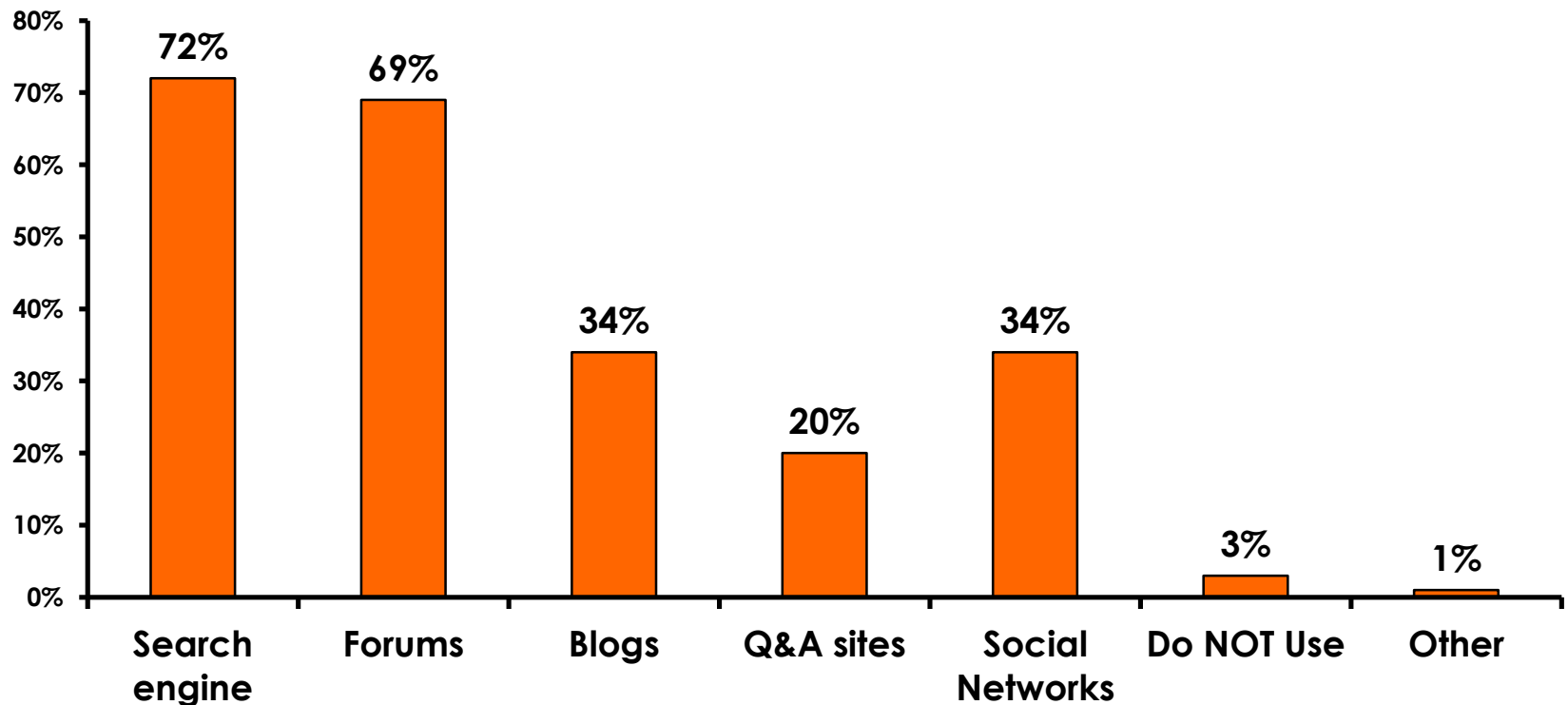
Transportation



	FY2013	FY2014
 Tour Guide- professional	4.82	5.25
 Tour Driver- professional	4.82	5.12
 Taxi - Professional	4.96	4.47
 Taxi- clean	5.04	4.46
 Guam Airport- Clean	5.29	4.97

SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

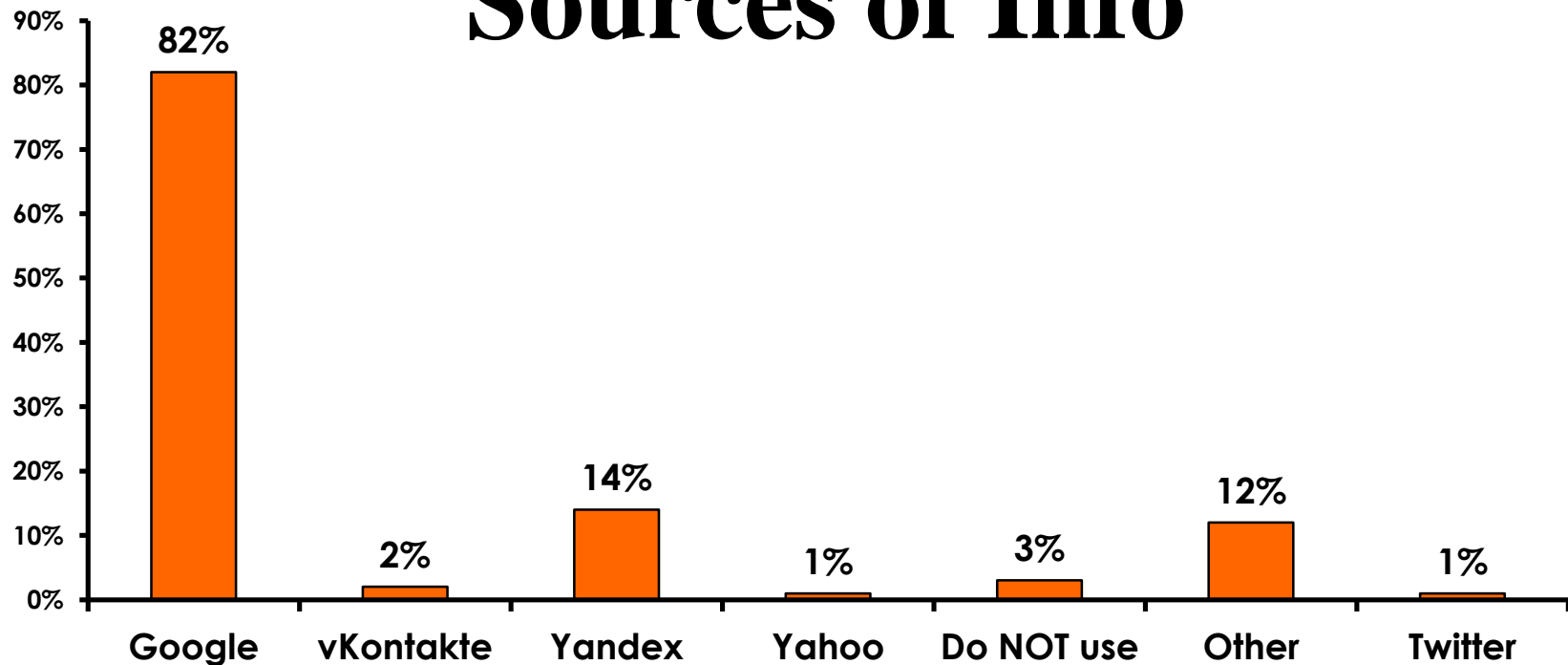


Internet- Guam Sources of Info

	FY2013	FY2014
Search engines	73%	72%
Forums	63%	69%
Social Networks	17%	34%
Blogs	35%	34%
Q&A sites	25%	20%
None	5%	3%
Other	1%	1%

Internet- Things To Do

Sources of Info

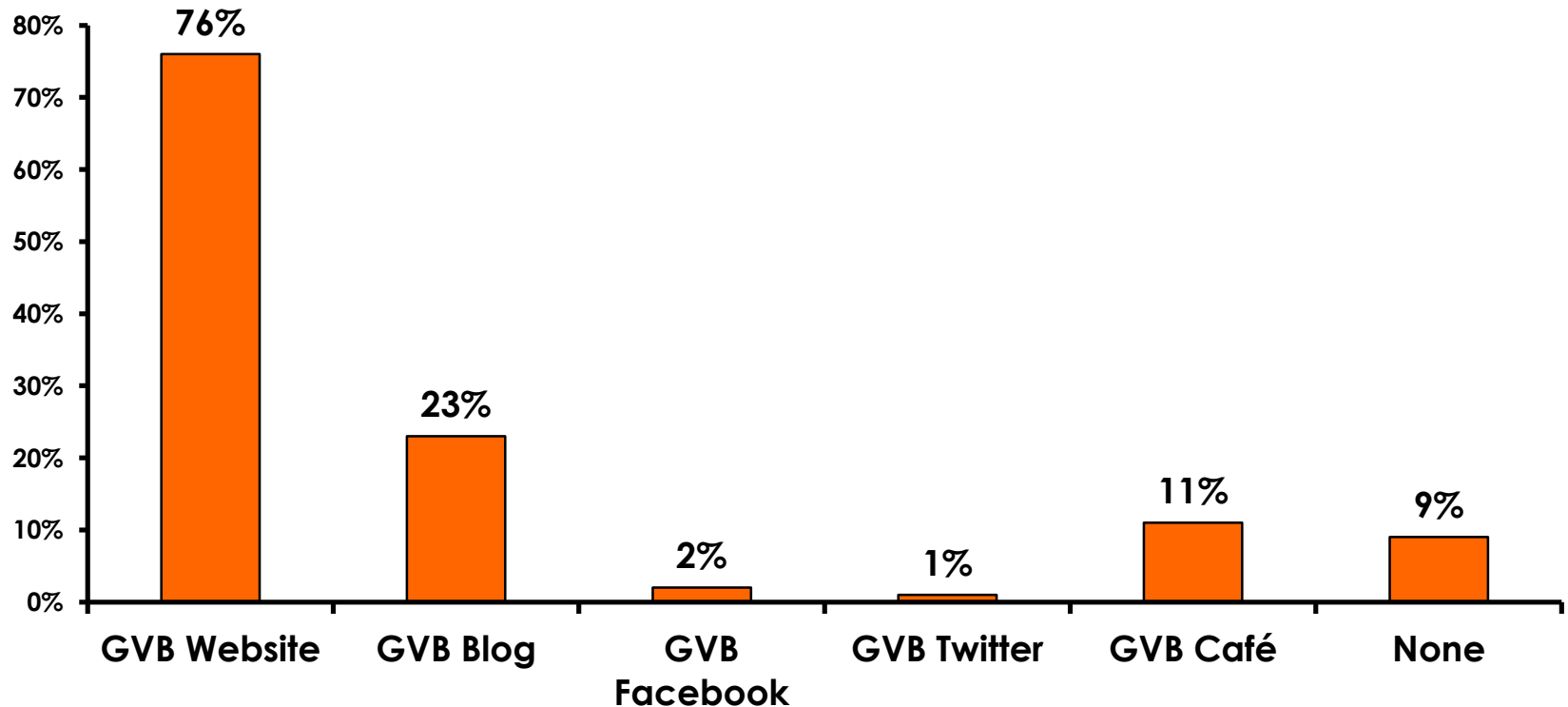


Internet- Things To Do

Sources of Info

	FY2013	FY2014
Google	82%	82%
Yandex	13%	14%
Other	6%	12%
Do not use	5%	3%
vKontakte	4%	3%
Yahoo	2%	1%
Twitter	1%	1%

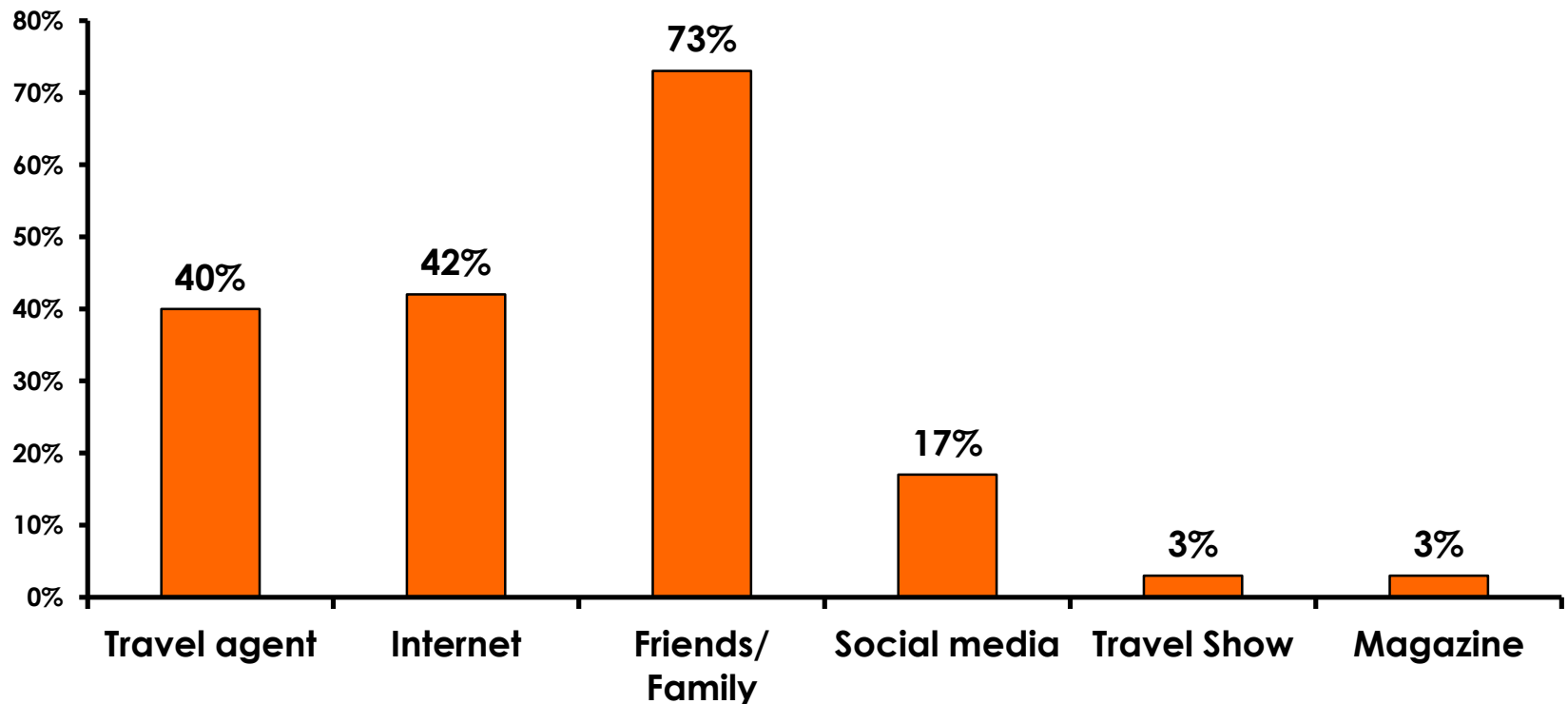
Internet- GVB Sources



Internet- GVB Sources

	FY2013	FY2014
GVB Website	54%	76%
GVB Blog	8%	23%
GVB Café	2%	11%
None	36%	9%
GVB Facebook	7%	2%
GVB Twitter	2%	1%

Travel Motivation- Info Sources

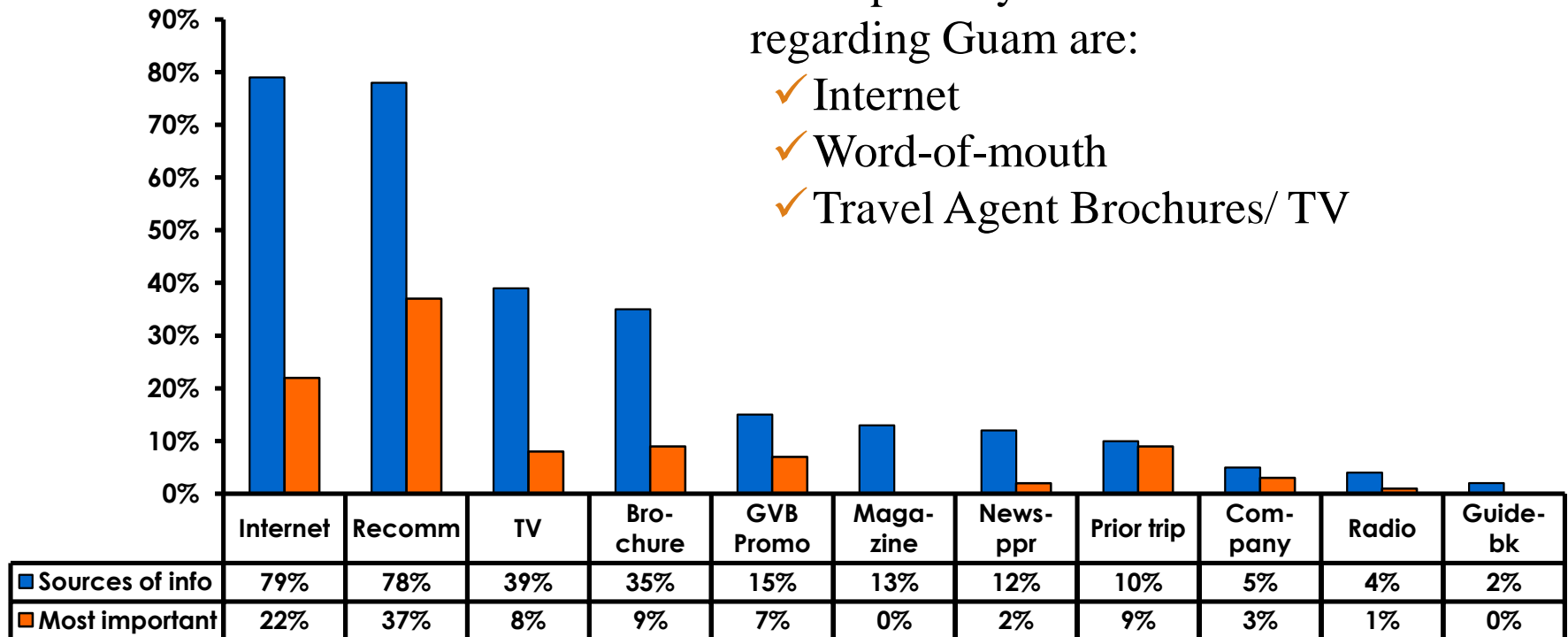


Travel Motivation- Info Sources

	FY2013	FY2014
Friends/ Family	56%	73%
Internet	41%	42%
Travel agent	29%	40%
Social media	9%	17%
Travel shows	1%	3%
Magazine	2%	3%

Sources of Information Pre-arrival

- The 3 primary sources of information regarding Guam are:
 - ✓ Internet
 - ✓ Word-of-mouth
 - ✓ Travel Agent Brochures/ TV

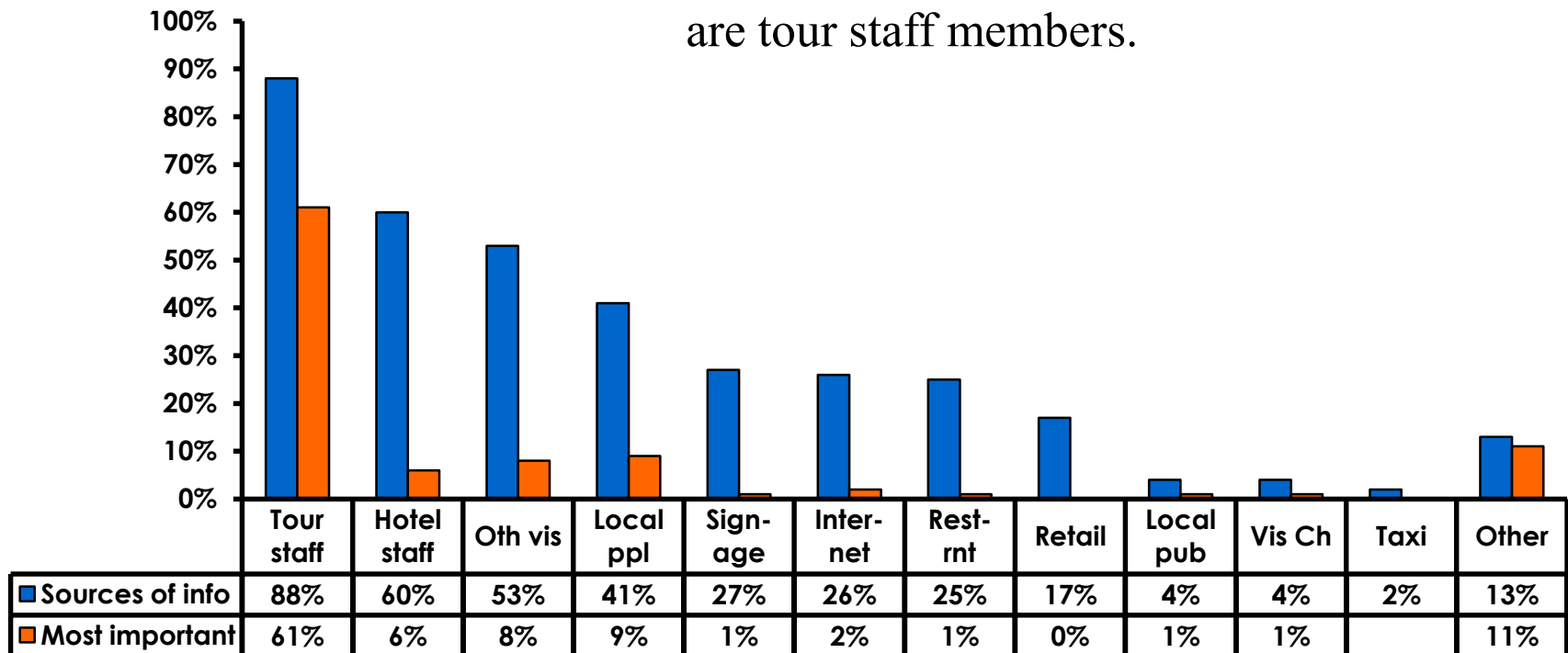


Pre-Arrival Sources – Top 3 Most Important

	FY2013	FY2014
Recommendations Friend/ Family	32%	37%
Internet	36%	22%
Travel agent brochure	11%	9%
Prior trip	Not top 3	9%

Sources of Information Post-arrival

- The primary local source of information are tour staff members.

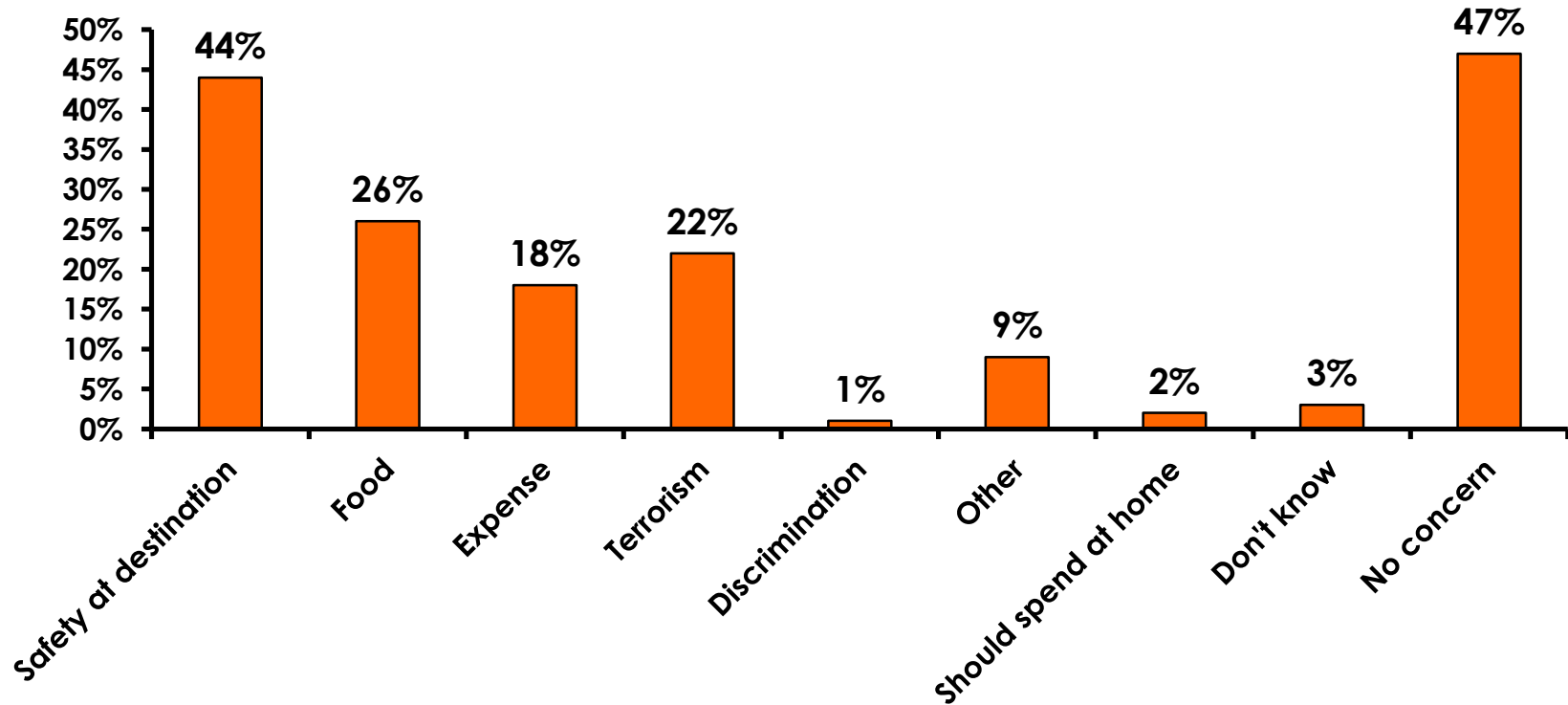


Post-Arrival Sources – Top 3 Most Important

	FY2013	FY2014
Tour staff	49%	61%
Other	11%	11%
Local people	Not top 3	9%
Hotel staff	14%	Not top 3

SECTION 6 **OTHER ISSUES**

Concerns about travel outside of Russia - Overall



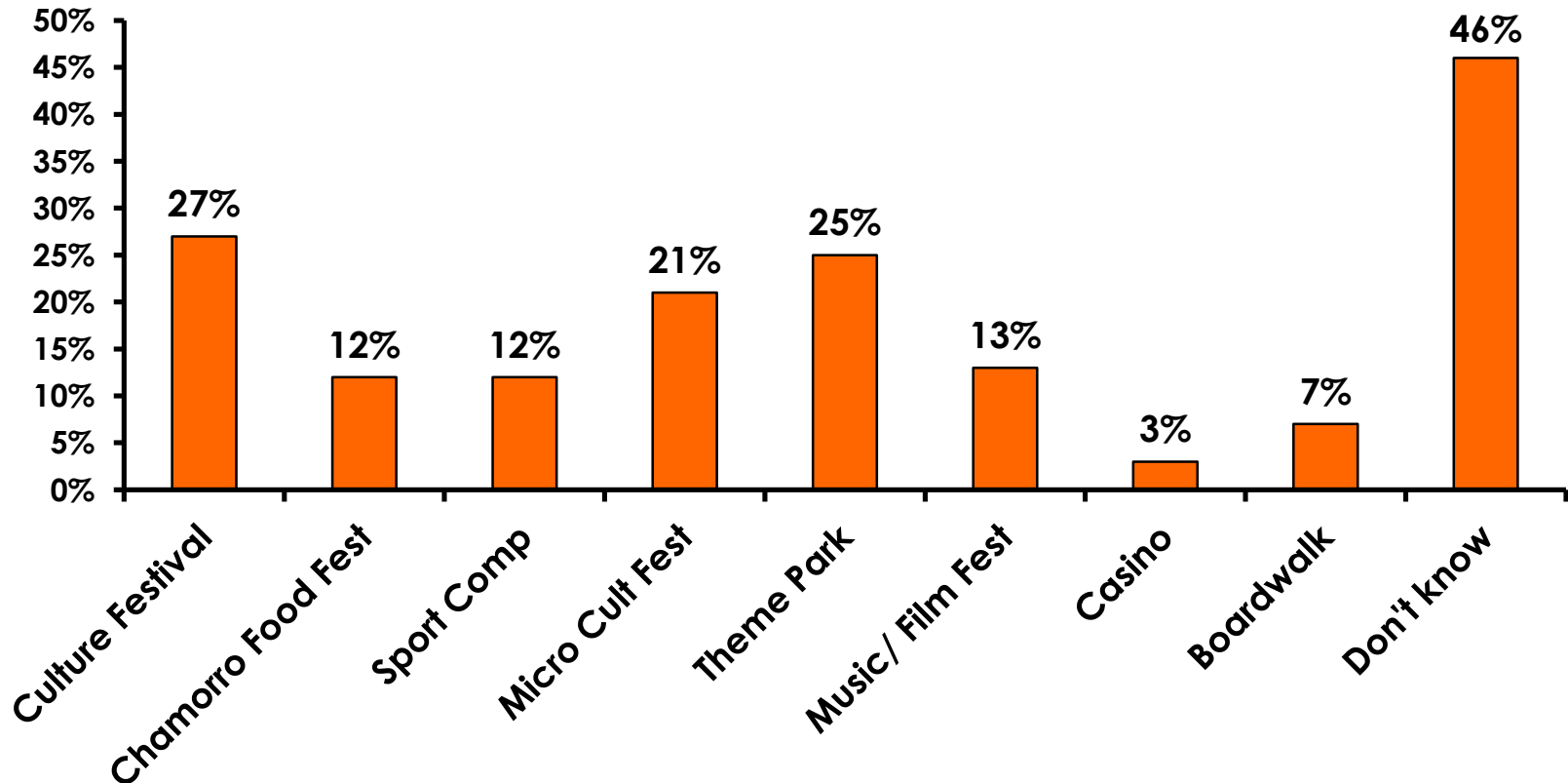
Concerns about travel outside of Russia - Overall

	FY2013	FY2014
No concerns	33%	47%
Safety	52%	44%
Food	22%	26%
Terrorism	12%	22%
Expense	17%	18%
Other	9%	9%
Don't know	5%	3%
Should spend at home	2%	2%
Discrimination	2%	1%

Concerns about travel outside of Russia - By Age & Income

		TOTAL	AGE				Q27								
			-	18-24	25-34	35-49	50+	<732,321	732,321-1,098,481	1,098,482-1,464,642	1,464,643-1,830,803	1,830,803-2,263,124	2,263,125-3,661,606	3,661,607+	No Income
Q21	No concerns	47%	69%	44%	42%	57%	47%	41%	42%	68%	48%	62%	64%	33%	
	Safety	44%	25%	48%	50%	31%	39%	50%	47%	26%	38%	34%	36%	67%	
	Food	26%	3%	31%	28%	20%	24%	28%	32%	14%	27%	14%	27%		
	Terrorism	22%	22%	20%	27%	15%	18%	25%	25%	16%	13%	17%	18%	67%	
	Expense	18%	16%	18%	21%	11%	21%	24%	15%	9%	10%	7%			
	Other	9%	3%	5%	10%	12%	8%	10%	8%	4%	8%	14%			
	Don't know	3%		2%	2%	6%	4%	3%	3%		4%	3%			
	Should spend at home	2%		2%	2%	2%	1%	3%	2%						
	Discrimination against Russians	1%				3%		0%	3%						
	Total	Count	601	32	153	268	143	99	230	106	57	52	29	11	3

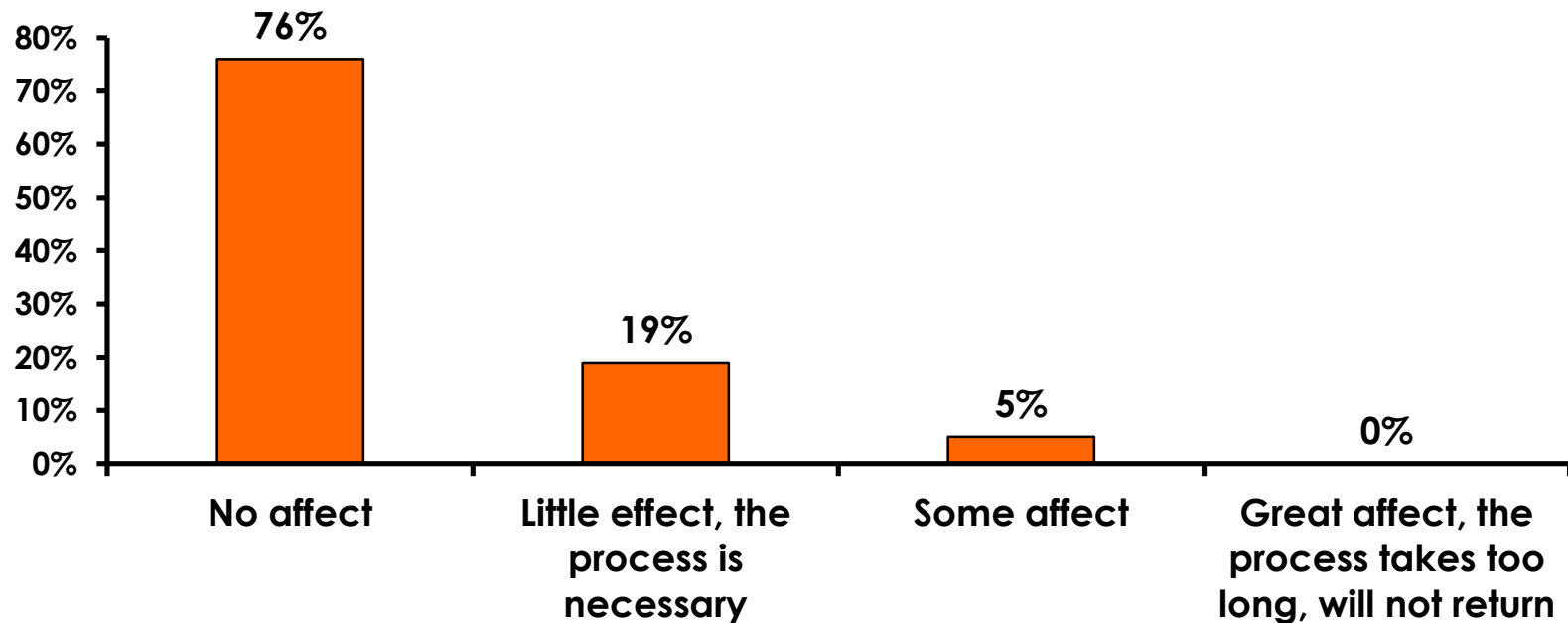
Activities/ Attractions- Appeal



Activities/ Attractions- Appeal

	FY2013	FY2014
Don't know	42%	46%
Guam Culture Festival	28%	27%
Theme Park	21%	25%
Micronesian Culture Fest	23%	21%
Music/ Film Fest	7%	13%
Sports comp	16%	12%
Chamorro Food Fest	17%	12%
Beach Boardwalk	5%	7%
Casino	8%	3%
Other	3%	2%

Security Screening/ Immigration Process at Guam International Airport



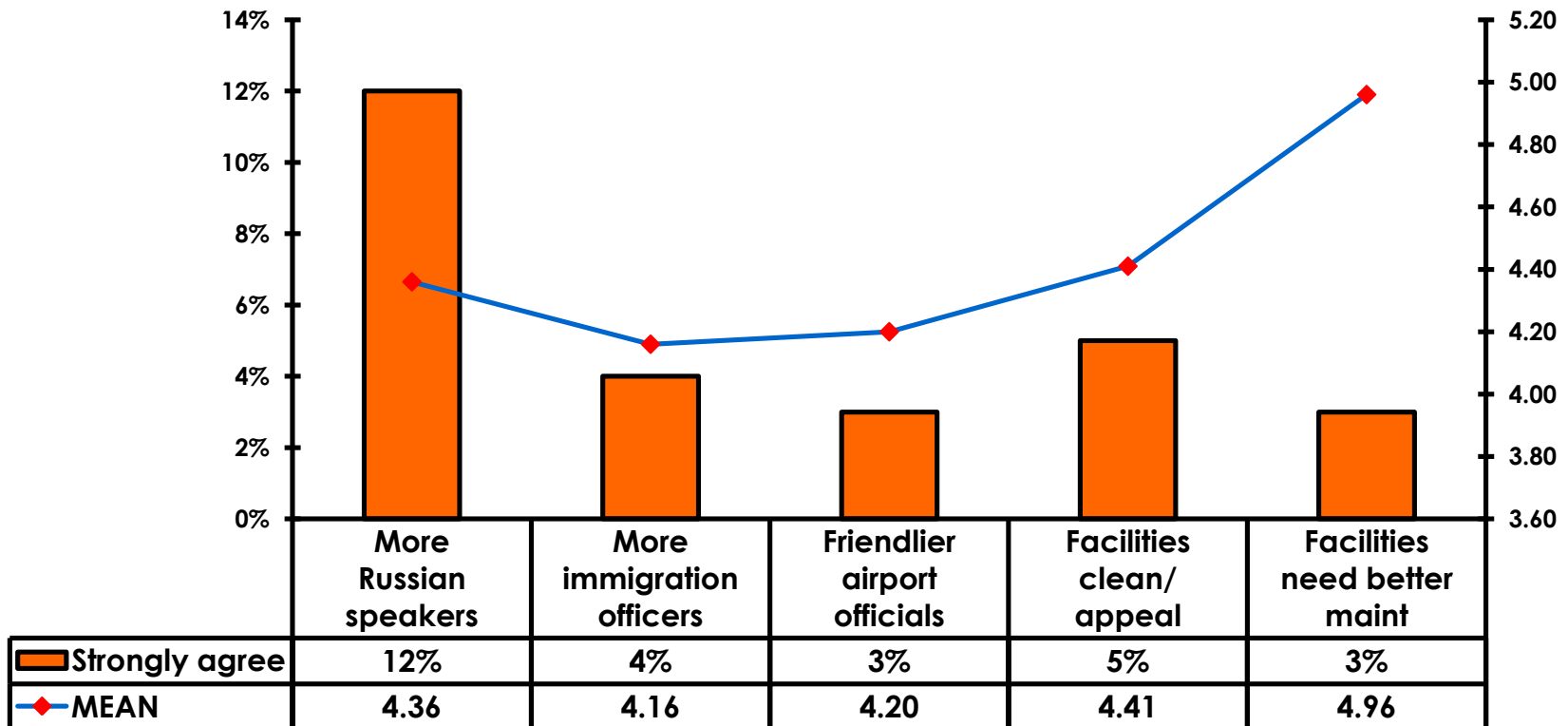
Security Screening/ Immigration Process at Guam International Airport

	FY2013	FY2014
No effect	66%	76%
Little effect	23%	19%
Some effect	8%	5%
Great effect	3%	0%

Airport Arrival Experience

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



Airport Arrival Experience

