2018 HANA INTERNATIONAL TRAVEL SHOW

CONSUMER SURVEY
BACKGROUND AND APPROACH

TO PROVIDE FURTHER INSIGHT ON THE KOREAN CONSUMERS PARTICIPATING IN THE 2018 HANA INTERNATIONAL TRAVEL SHOW, THE GUAM VISITORS BUREAU RESEARCH DEPARTMENT CONDUCTED SELF-ADMINISTERED SURVEYS THROUGHOUT THE FOUR DAY EVENT.

A TOTAL OF 350 KOREAN CONSUMERS WERE RANDOMLY ASKED TO PARTICIPATE IN THE SURVEY. SURVEYS WERE ADMINISTERED AT THE GUAM BOOTH.

THE MARGIN OF ERROR FOR A SAMPLE OF 350 IS +/- 5 PERCENTAGE POINTS WITH A 95% CONFIDENCE LEVEL. THIS MEANS THAT WE CAN BE 95% CERTAIN THAT THEIR RESPONSES WOULD NOT DIFFER BY MORE THAN +/- 5 PERCENTAGE POINTS.
55.3% of survey participants were from the Incheon Prefecture.
33.1% of survey participants were between the ages of 40-49!
2018 HITS SURVEY RESULTS: GENDER

- Male: 37.1%
- Female: 62.8%
WHAT MOTIVATED YOU TO ATTEND THE HITS 2018?

- Work: 8.0%
- To get information: 48.9%
- To look for next travel destination: 36.2%
- Other: 6.9%
Online travel bookings continue to rise over the use of Traditional Travel Agents with nearly 60% of consumers using online travel websites and direct bookings for their travel transactions.
29.1% of attendees primarily travel as a family with children!
WHAT IS YOUR PRIMARY MOTIVATION FOR CHOOSING A TRAVEL DESTINATION?

Sightseeing was the primary reason for choosing a destination.
WHEN YOU PLAN YOUR TRAVEL, WHAT SOURCE OF INFORMATION DO YOU RELY ON THE MOST?

- **Travel Guide Websites**: 44.5%
- **Travel Trade Shows**: 18.0%
- **TV**: 17.4%
- **Recommendations**: 7.6%
- **Travel Agent Brochures**: 7.6%
- **Magazines**: 4.9%
62% of survey participants have never been to Guam!
Only 11% of survey participants visited Guam within the past year.
Only 3% of survey participants do not plan on traveling to Guam.
SI YU’US MA’ASE!