2019 HANA INTERNATIONAL TRAVEL SHOW
CONSUMER SURVEY RESULTS
BACKGROUND AND APPROACH

• To provide further insight on the Korean consumers participating in the 2019 Hana International Travel Show, the Guam Visitors Bureau Research Department conducted self-administered surveys throughout the two day event.

• A total of 609 Korean consumers were randomly asked to participate in the survey, administered at the Guam booth.

• The margin of error for a sample of 609 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.
WHAT PREFECTURE DO YOU CURRENTLY RESIDE IN?

55.7% of Survey Participants were from the Incheon Prefecture
36.7% of Koreans ages 25-39 years old travel to Guam.
2019 HANA TOUR SURVEY RESULTS: GENDER

- Male: 38%
- Female: 62%
What motivated you to attend the Hana Tour 2019?

- To get information: 50.2%
- To look for next travel destination: 42.0%
- Work: 7.3%
- Other reasons: 0.5%
Online Travel Bookings and Direct Bookings continue to rise as a preferred method of travel planning over the use of Traditional Travel Agents.
Majority of attendees primarily travel with their spouse but families traveling with children have been increasing.
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?

More than half of survey participants use Travel Guide Websites when planning their next trip.

<table>
<thead>
<tr>
<th>Source of Information</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>10.9%</td>
<td>17.4%</td>
</tr>
<tr>
<td>Magazines</td>
<td>2.5%</td>
<td>4.9%</td>
</tr>
<tr>
<td>Travel Guide Websites</td>
<td>52.3%</td>
<td>44.5%</td>
</tr>
<tr>
<td>Recommendations</td>
<td>10.9%</td>
<td>7.6%</td>
</tr>
<tr>
<td>Travel Agent Brochure</td>
<td>7.0%</td>
<td>7.6%</td>
</tr>
<tr>
<td>Travel Trade Shows</td>
<td>16.4%</td>
<td>18.0%</td>
</tr>
</tbody>
</table>
Nearly 60% of survey participants have never been to Guam.
WHEN DO YOU PLAN ON TRAVELING TO GUAM?

2018
- This year: 48.2%
- 2-3 years: 10.2%
- 5+ years: 11.0%
- I do not plan on traveling to Guam: 2.6%

2019
- This year: 40.5%
- 2-3 years: 11.0%
- 5+ years: 3.0%
- I do not plan on traveling to Guam: 45.5%
SI YU’US MA’ASE!