BACKGROUND AND APPROACH

• To provide further insight on the Korean consumers participating in the 2018 MODE TOUR TRAVEL MART, the Guam visitors bureau’s research department conducted self-administered surveys throughout the four day event.

• A total of 500 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 500 is +/- 4 percentage points with a 95% confidence level. This means that we can be 95% certain that their responses would not differ by more than +/- 4 percentage points.
WHAT PREFECTURE DO YOU CURRENTLY RESIDE IN?

- Seoul: 54.8%
- Incheon/Gyeonggi: 40.0%
- Other: 5.2%
Nearly 30% of survey participants were between the ages of 25-39.
Almost 7 out of 10 survey participants were female.
WHAT MOTIVATED YOU TO ATTEND MODE 2018?

- To get information: 48.8%
- Look for next travel destination: 43.3%
- Work: 5.3%
- Other: 2.6%
Online travel bookings continue to rise over the use of Traditional Travel Agents with over 60% of consumers using online travel websites or direct bookings for their travel plans.
WHO DO YOU USUALLY TRAVEL WITH?

About 23% of survey participants travel as a family!

- Spouse: 32.7%
- Friends: 24.1%
- Family w/children: 22.9%
- Parent(s): 8.8%
- Other: 11.5%
WHAT IS YOUR PRIMARY MOTIVATION FOR CHOOSING A TRAVEL DESTINATION?

Sightseeing was the top motivation for choosing a travel destination!
WHEN YOU PLAN YOUR TRAVEL, WHAT SOURCE OF INFORMATION DO YOU RELY ON THE MOST?

- **Travel Guide Websites**: 47.2%
- **Travel Trade Shows**: 16.7%
- **Television**: 16.1%
- **Recommendations**: 13.6%
- **Travel Agent Brochures**: 3.7%
- **Magazine**: 2.8%
73% of survey participants have never been to Guam!
I have never been to Guam: 67.3%
This past year: 12.6%
2-3 years ago: 10.1%
5+ years ago: 9.9%
WHEN DO YOU PLAN ON TRAVELING TO GUAM?

- This Year: 42.9%
- 2-3 Years: 40.5%
- 5+ Years: 12.1%
- I do not plan on traveling to Guam: 4.5%

Only 4.5% of survey participants do not plan on traveling to Guam!
SI YUOS MA ASE!