



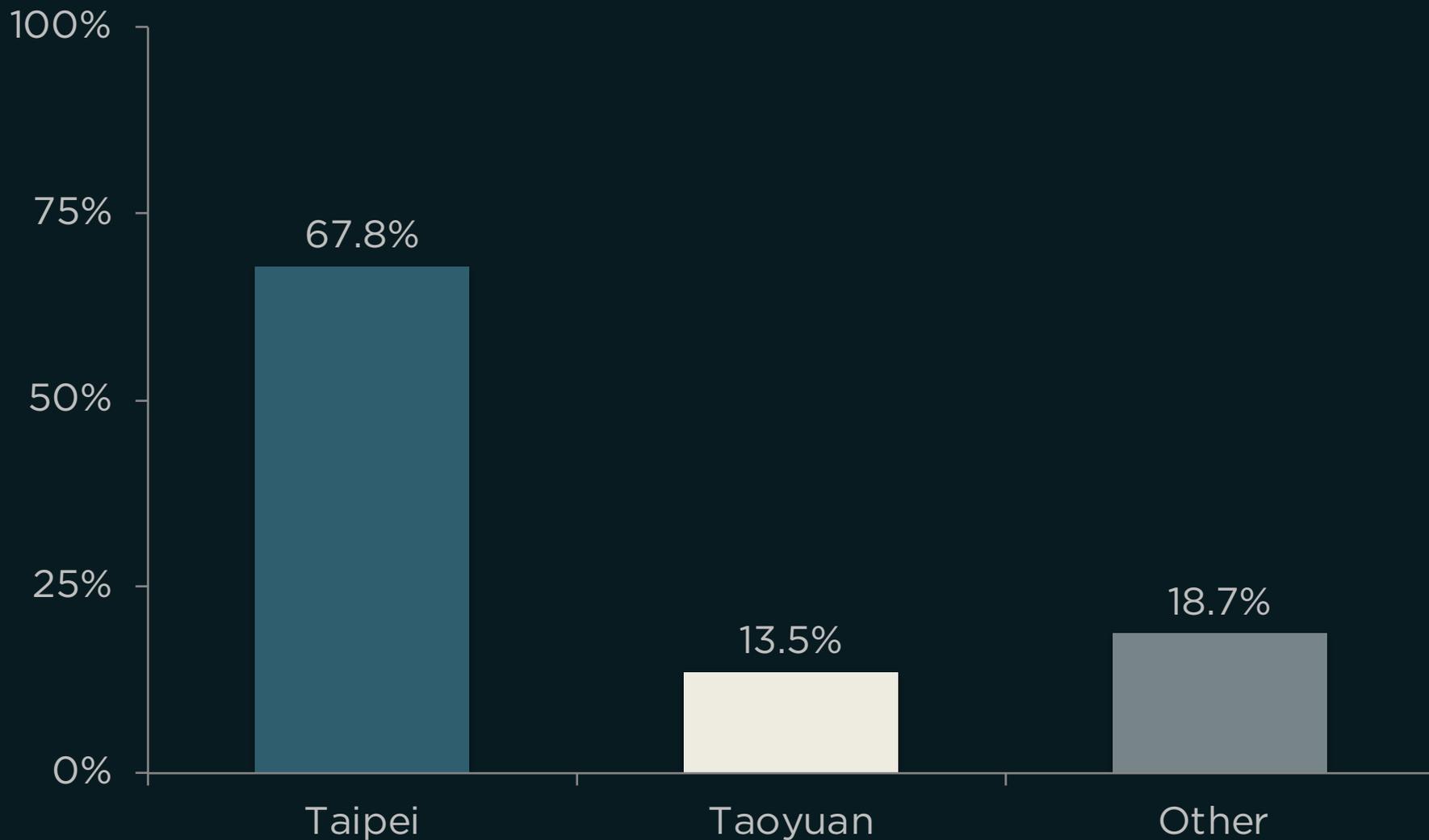
# *Guam Visitors Bureau*

TAIPEI INTERNATIONAL TRAVEL FAIR 2018  
SURVEY RESULTS

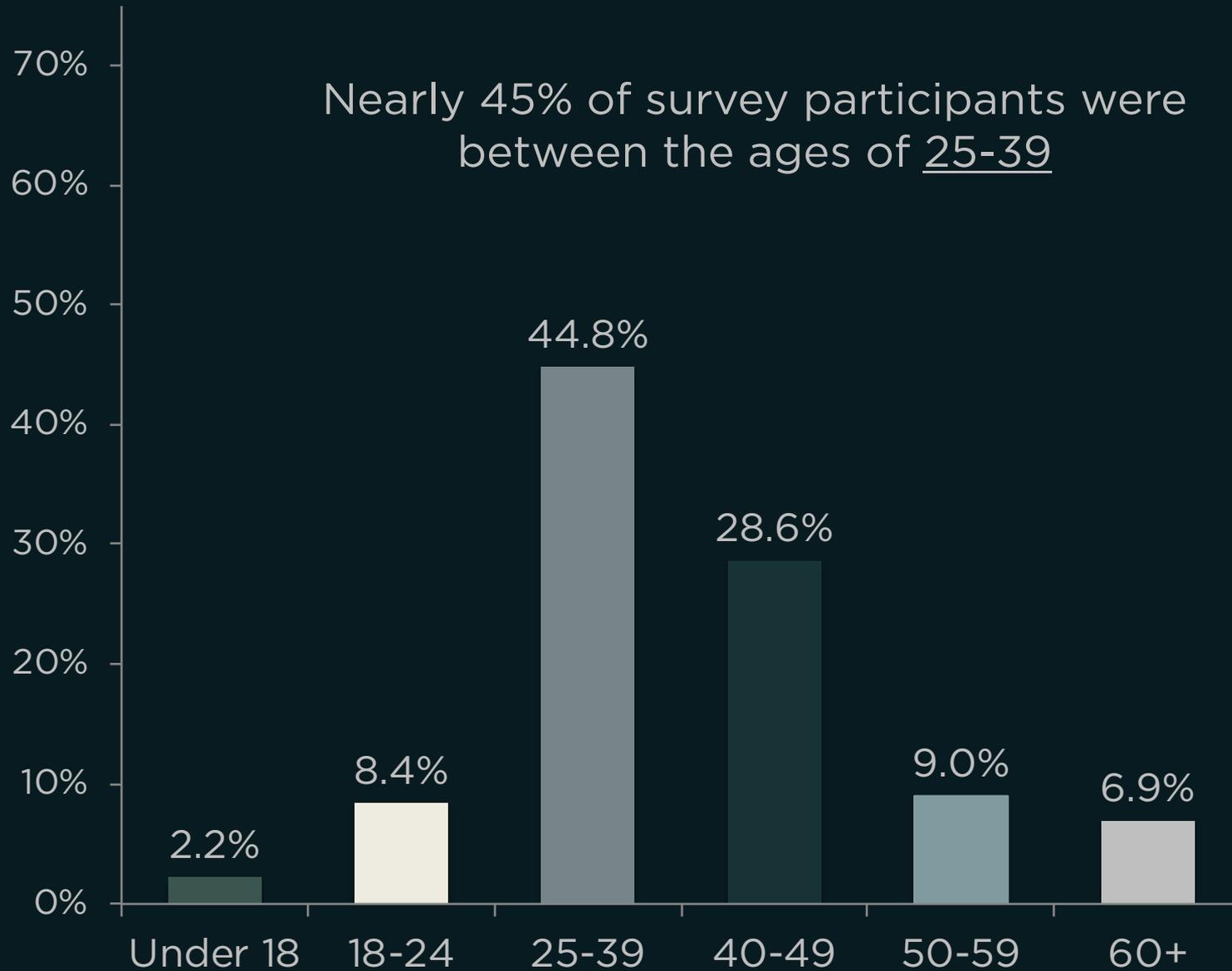
# BACKGROUND AND APPROACH

- TO PROVIDE FURTHER INSIGHT ON THE TAIWANESE CONSUMERS PARTICIPATING IN THE 2018 TAIPEI INTERNATIONAL TRAVEL FAIR (ITF), THE GUAM VISITORS BUREAU'S RESEARCH DEPARTMENT CONDUCTED SELF-ADMINISTERED SURVEYS THROUGHOUT THE FOUR DAY EVENT.
- A TOTAL OF 734 TAIWANESE CONSUMERS WERE RANDOMLY ASKED TO PARTICIPATE IN THE SURVEY. SURVEYS WERE ADMINISTERED AT THE GUAM BOOTH.
- THE MARGIN OF ERROR FOR A SAMPLE OF 734 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.

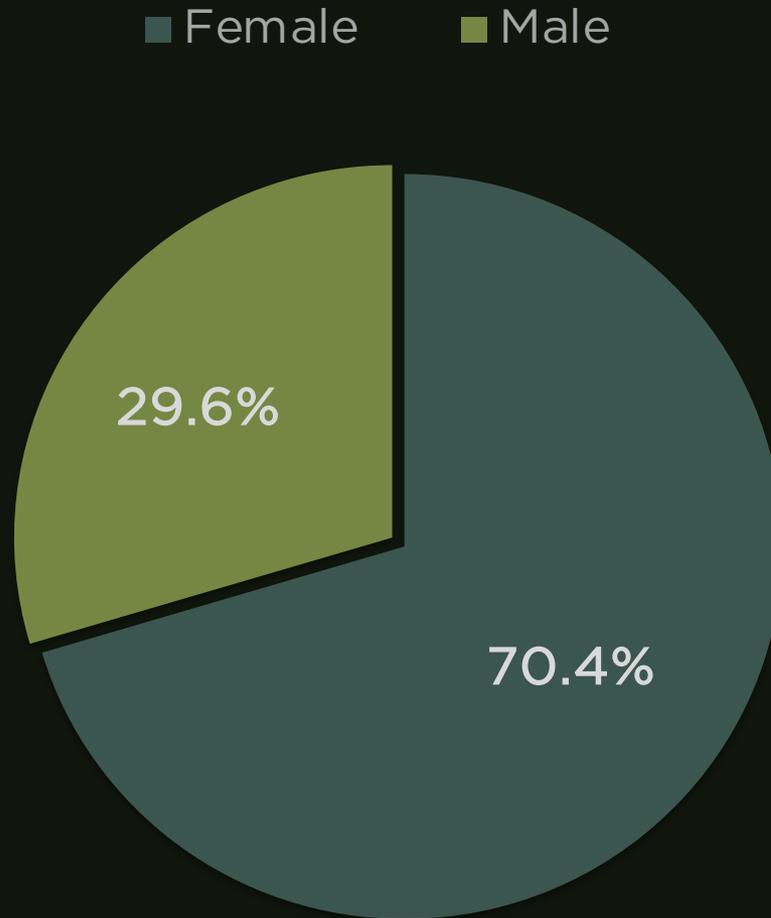
# WHAT PREFECTURE DO YOU CURRENTLY RESIDE IN?



# ITF 2018 SURVEY RESULTS: AGE

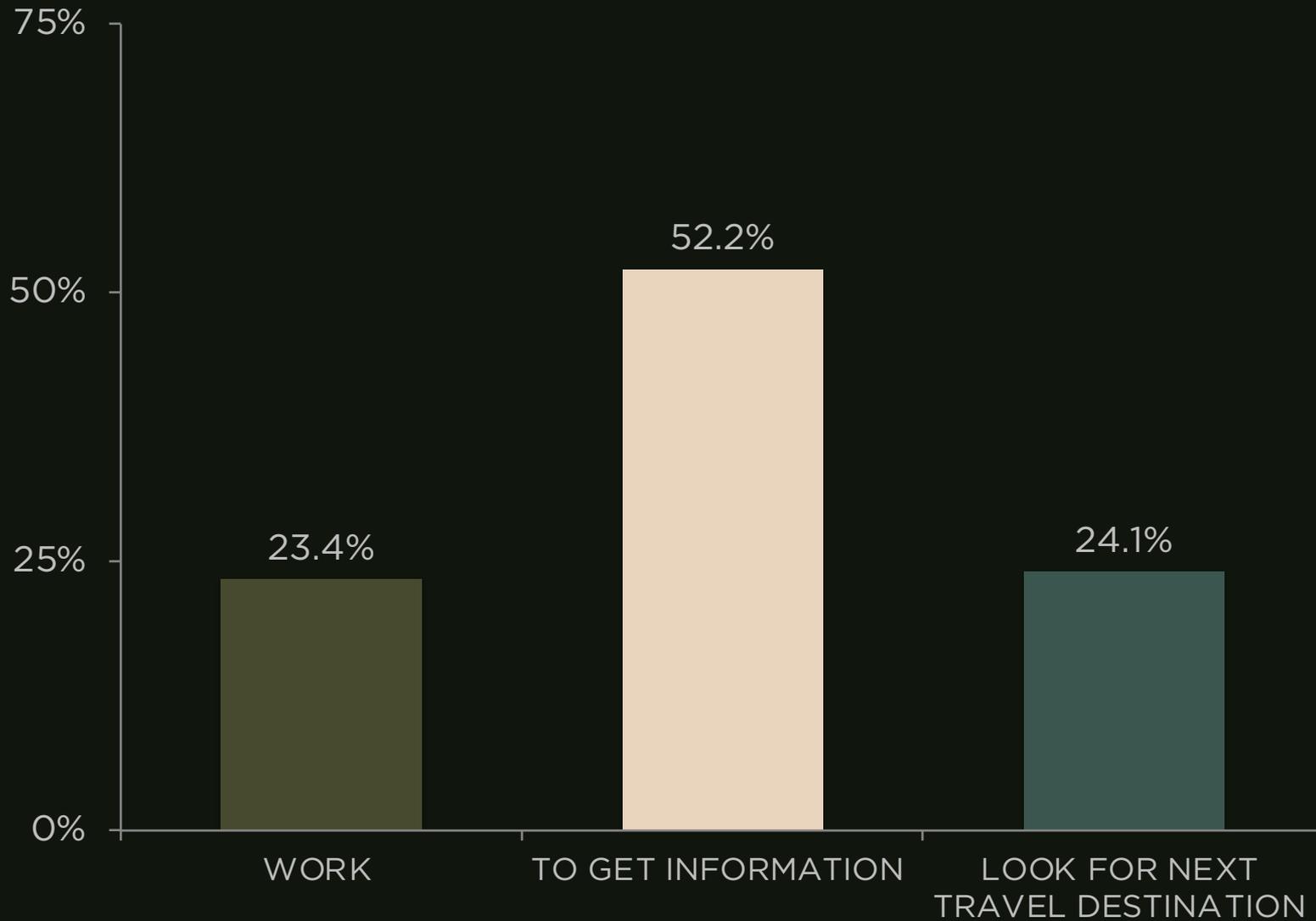


# ITF 2018 SURVEY RESULTS: GENDER

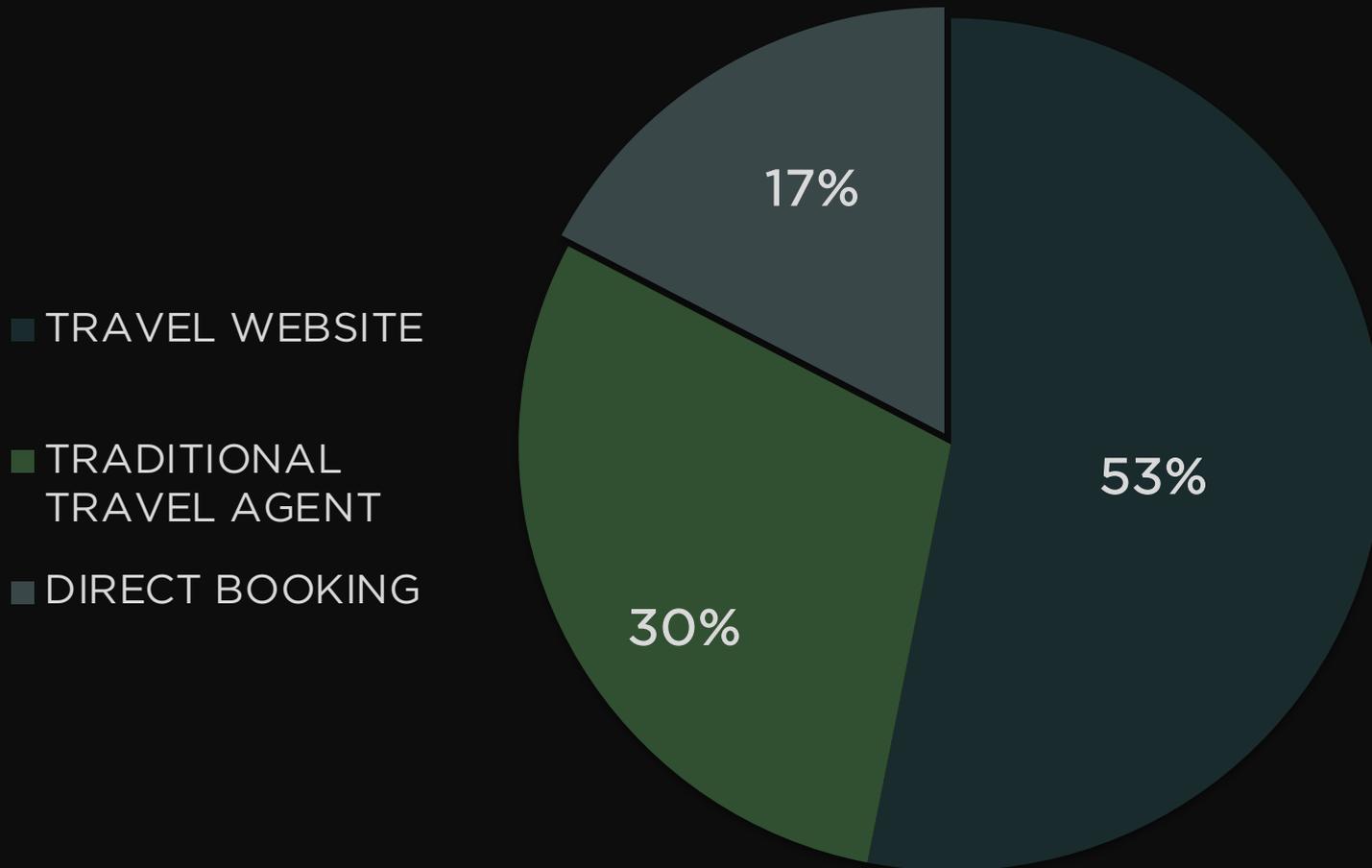


7 out of 10 survey participants were female.

# WHAT MOTIVATED YOU TO ATTEND ITF 2018?



# WHAT MEDIUMS DO YOU USE TO PLAN YOUR TRIPS?

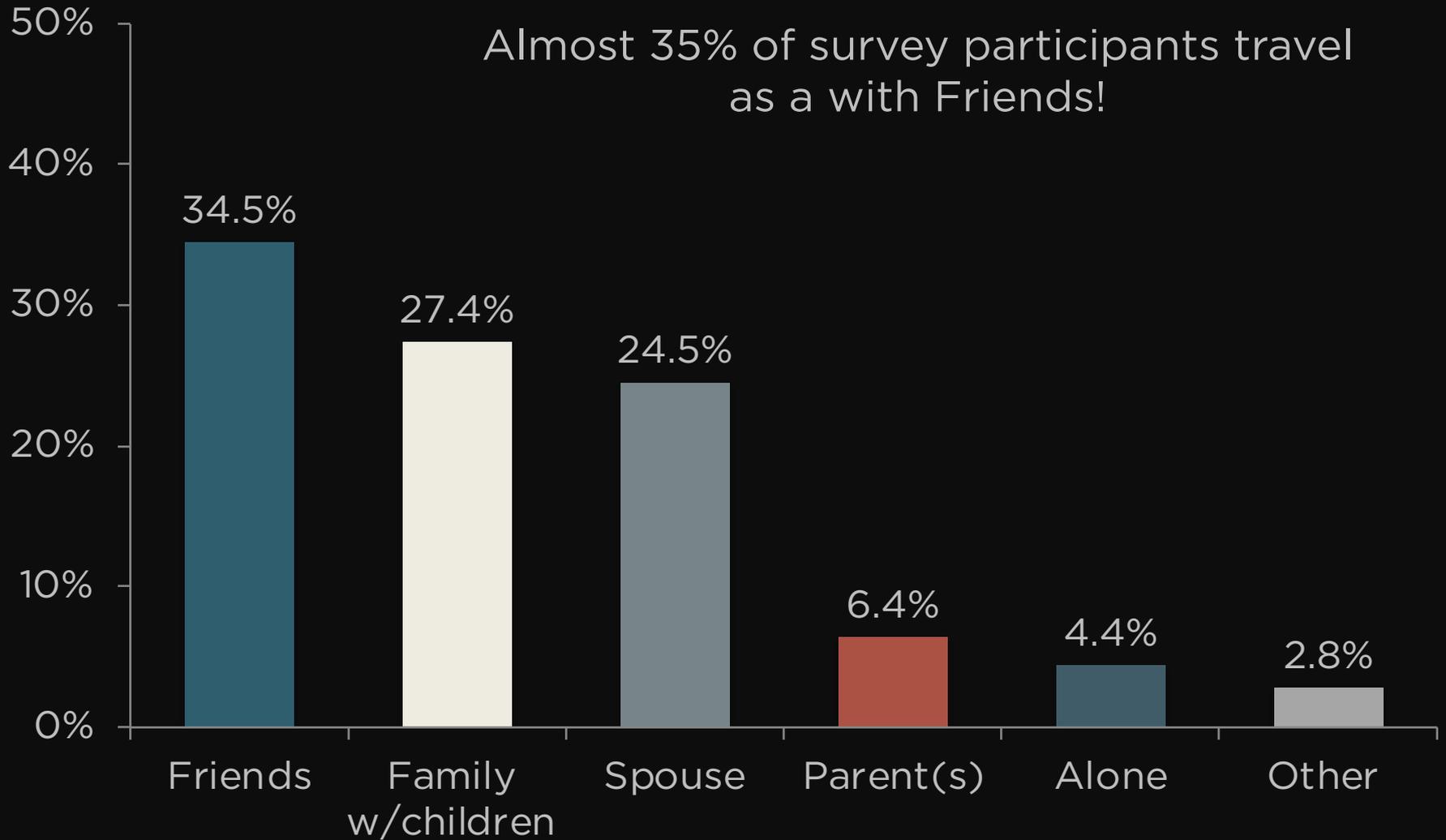


Online travel bookings continue to rise over the use of Traditional Travel Agents with around 70% of consumers using travel websites and direct bookings for their travel plans.

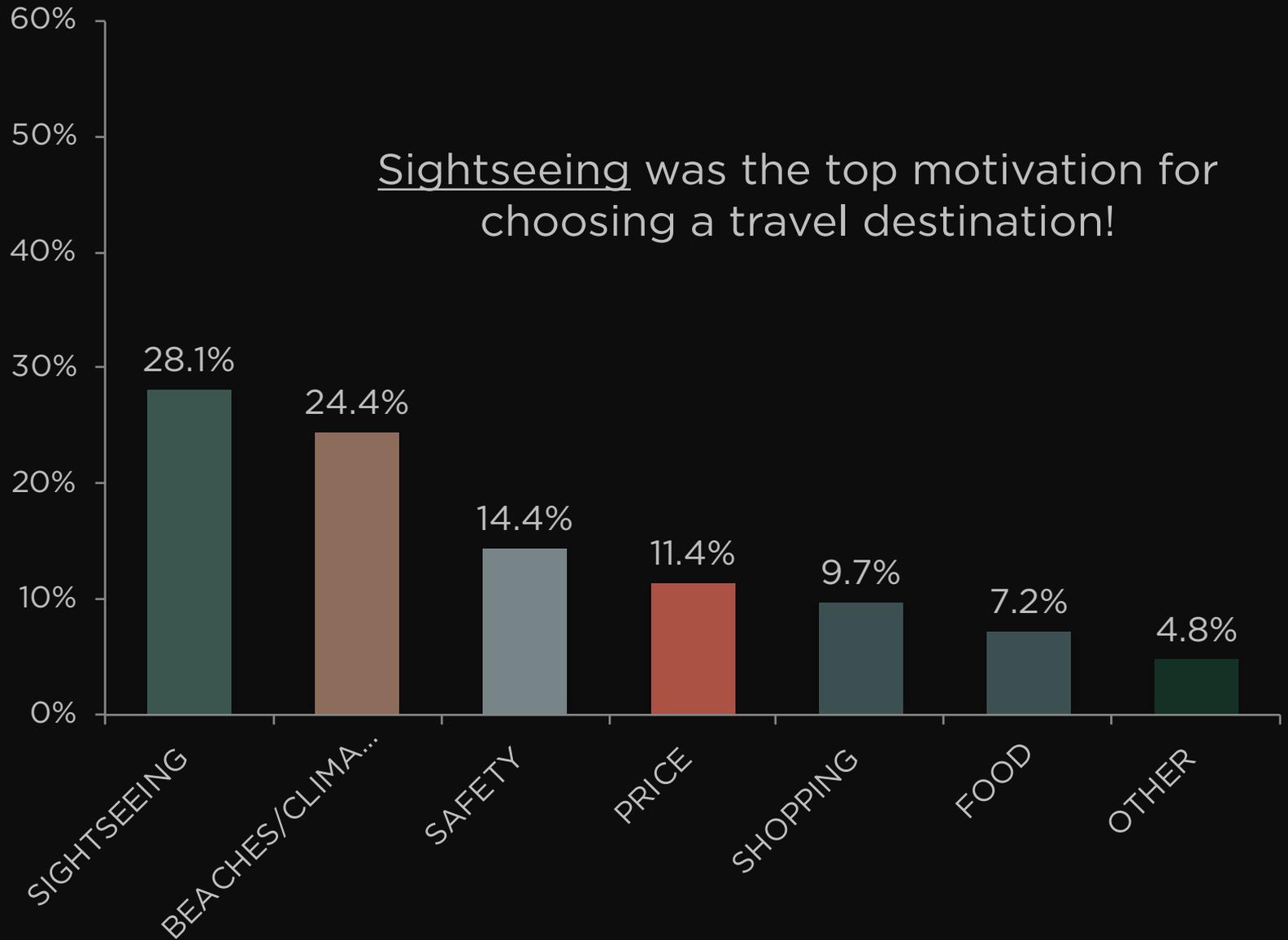


# WHO DO YOU USUALLY TRAVEL WITH?

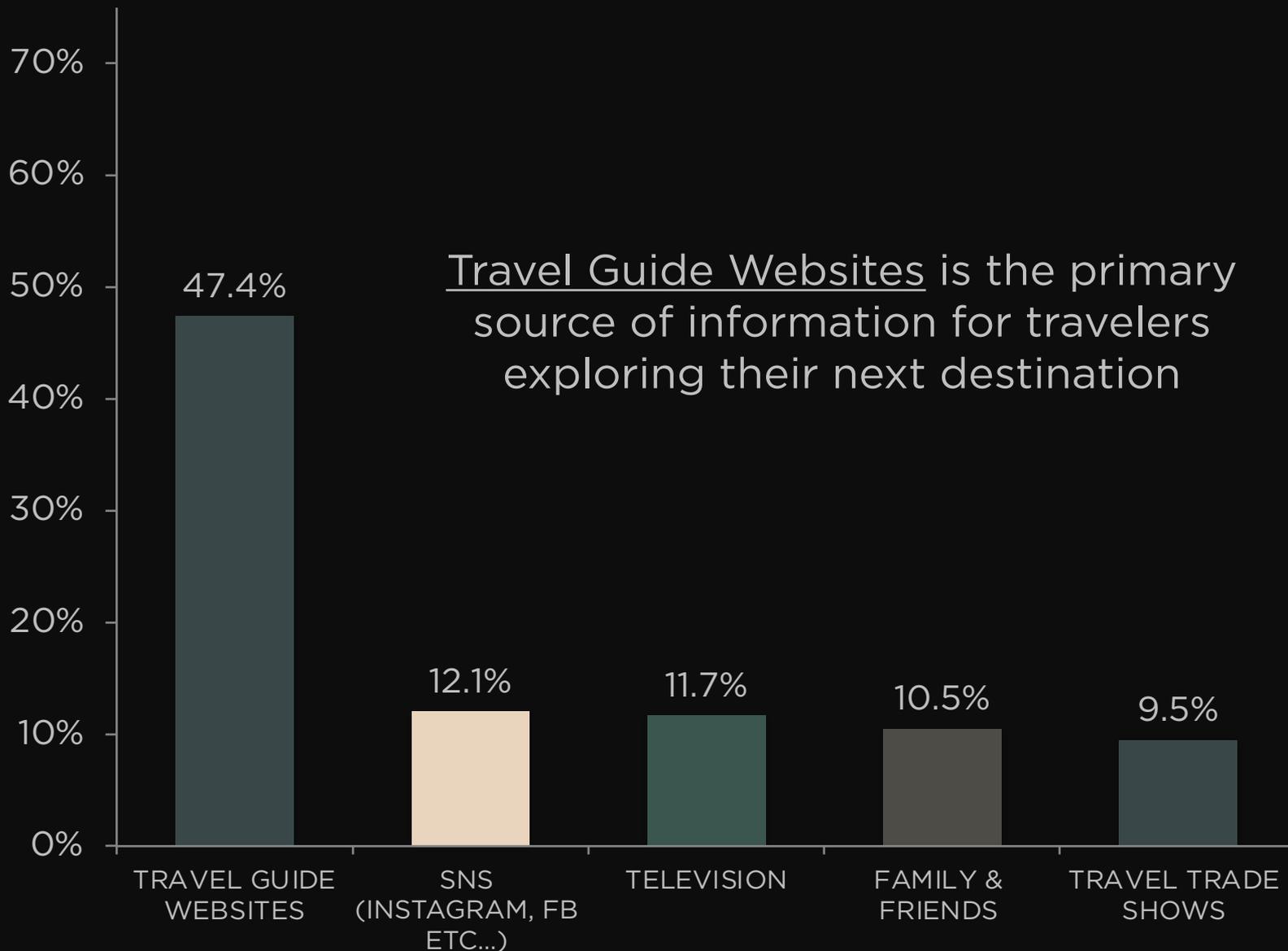
Almost 35% of survey participants travel as a with Friends!



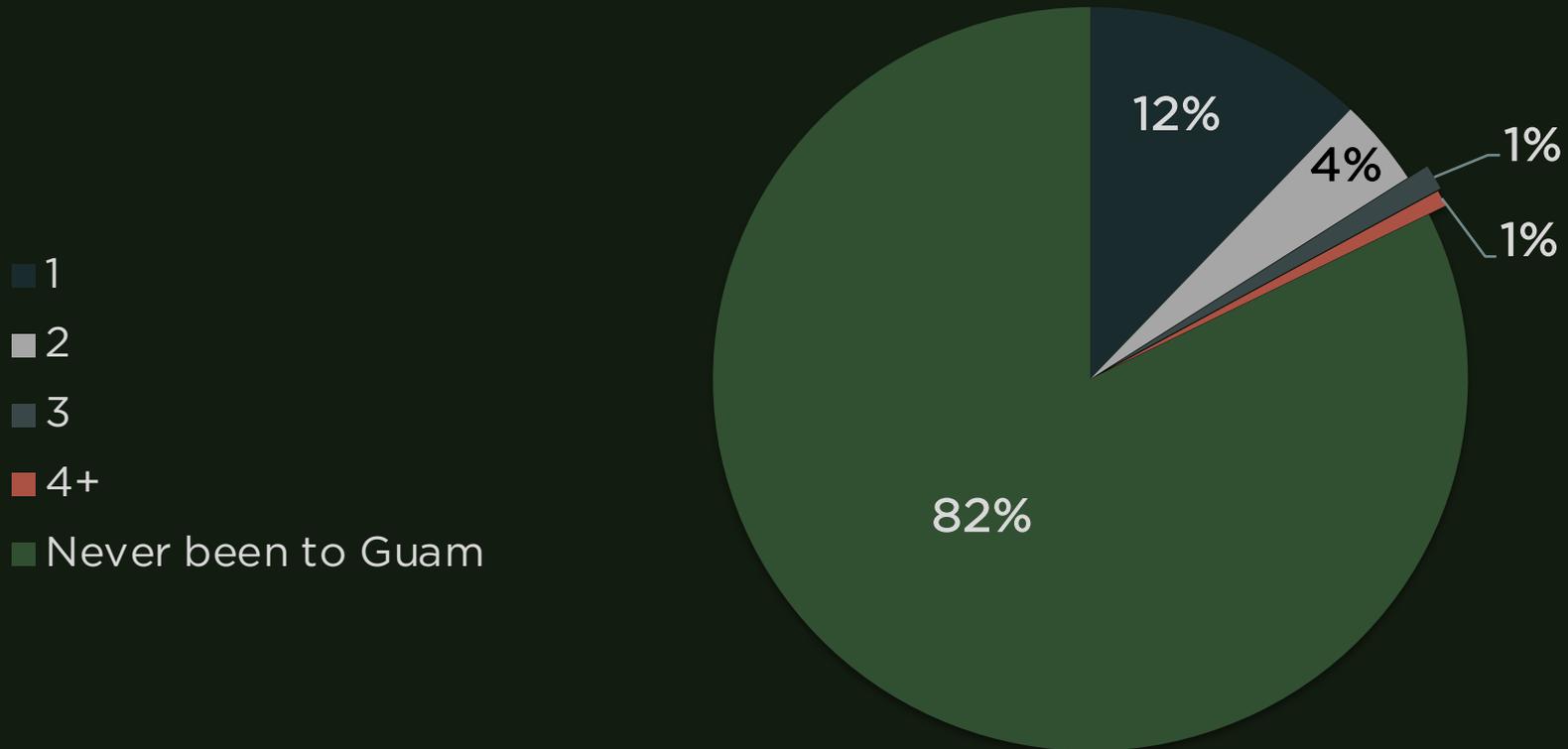
# WHAT IS YOUR PRIMARY MOTIVATION FOR CHOOSING A TRAVEL DESTINATION?



# WHEN YOU PLAN YOUR TRAVEL, WHAT SOURCE OF INFORMATION DO YOU RELY ON THE MOST?

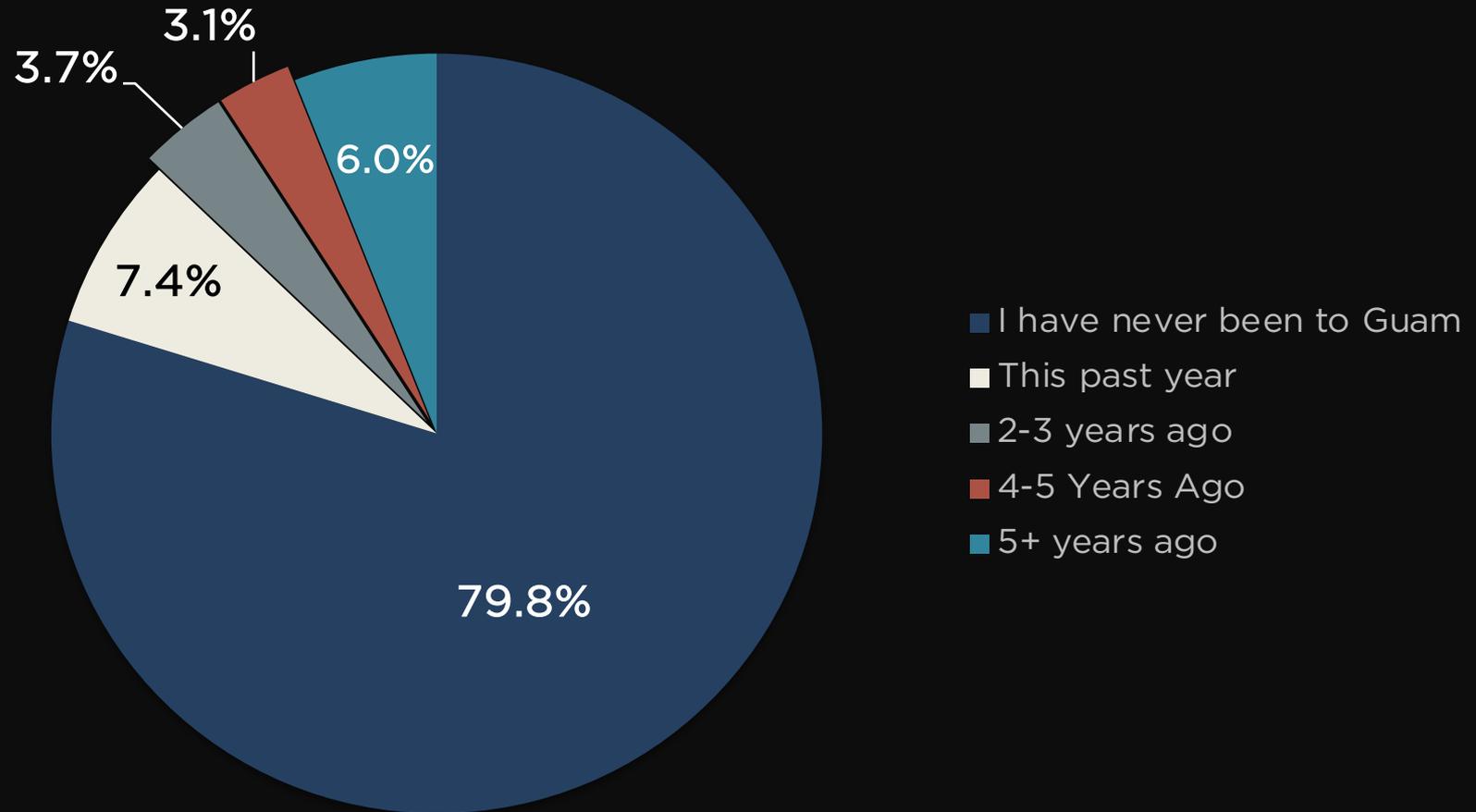


# HOW MANY TIMES HAVE YOU VISITED GUAM?



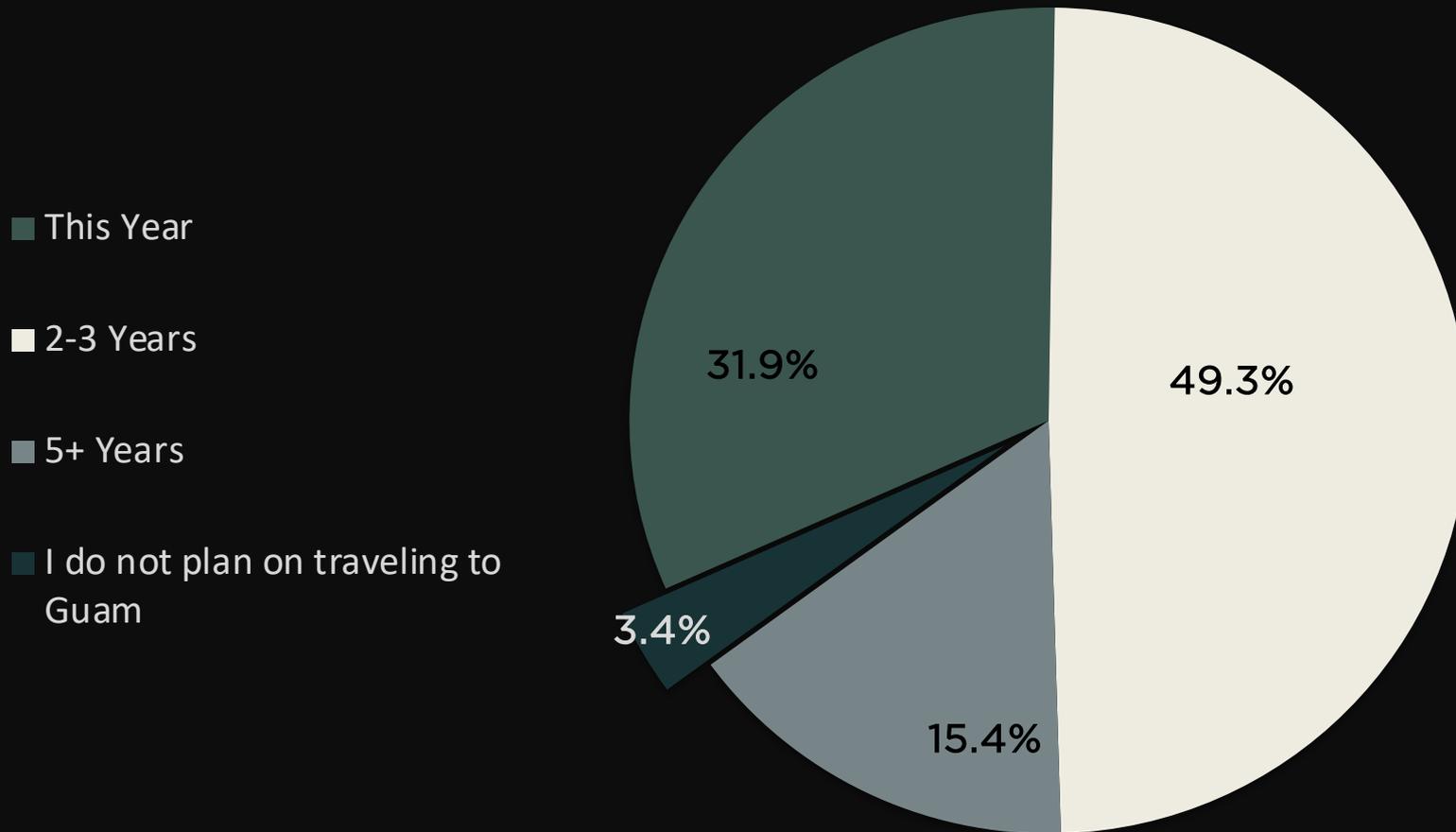
82% of survey participants have never visited Guam!

# HOW RECENTLY HAVE YOU VISITED GUAM?



Almost of 10% of survey participants have not visited Guam in over 4 years!

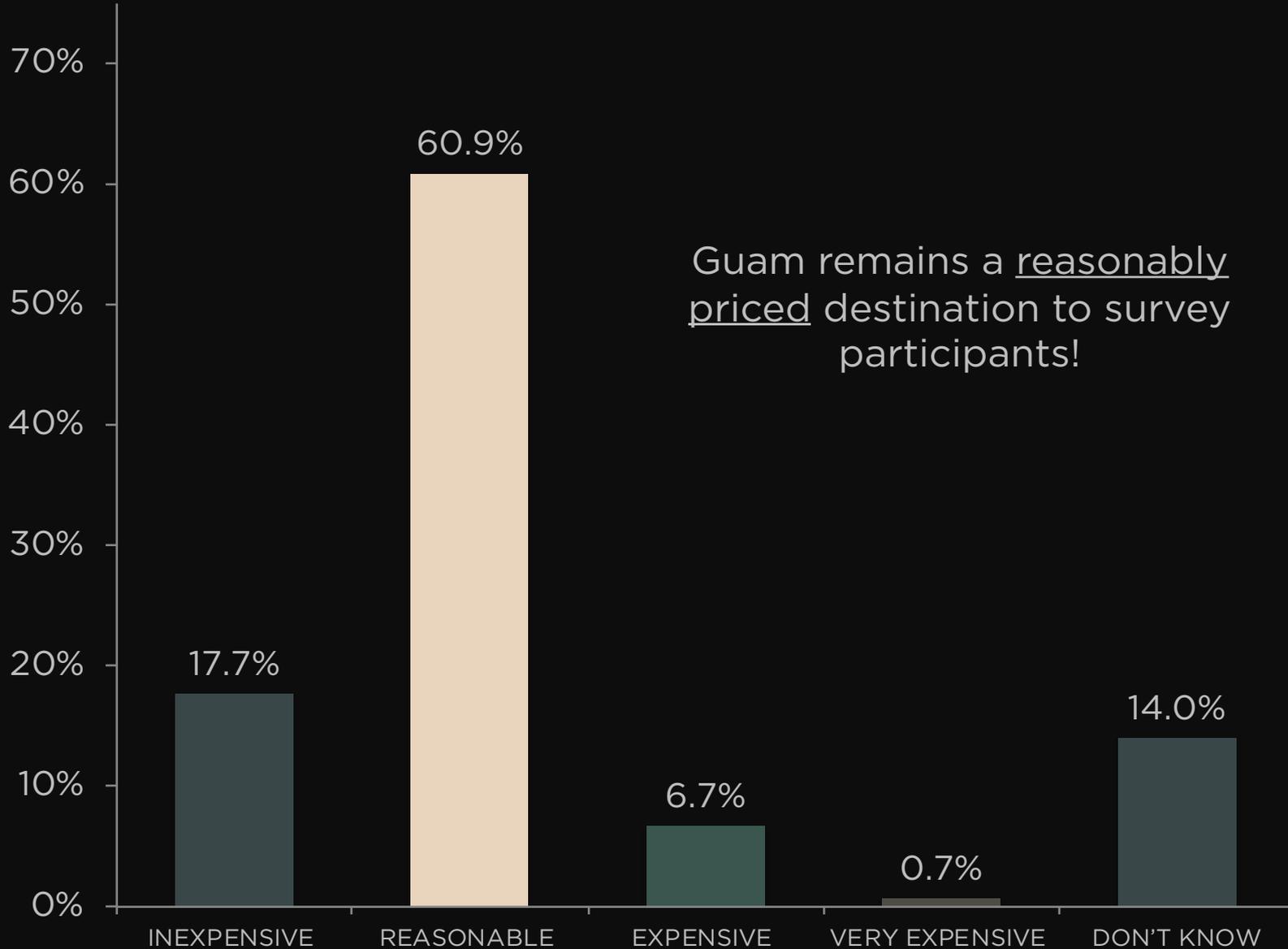
# WHEN DO YOU PLAN ON TRAVELING TO GUAM?



About 49% of survey participants plan to travel to Guam within the next 2-3 years!



# IN YOUR OPINION, THE OVERALL PRICE TO TRAVEL TO GUAM IS...





SI YUOS MA ASE!