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?

- Taipei: 67.8%
- Taoyuan: 13.5%
- Other: 18.7%
ITF 2018 SURVEY RESULTS: AGE

Nearly 45% of survey participants were between the ages of 25-39.
7 out of 10 survey participants were female.
WHAT MOTIVATED YOU TO ATTEND ITF 2018?

- **WORK**: 23.4%
- **TO GET INFORMATION**: 52.2%
- **LOOK FOR NEXT TRAVEL DESTINATION**: 24.1%
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 group with Friends!
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**: 47.4%
- **SNS (Instagram, Facebook)**: 12.1%
- **Television**: 11.7%
- **Family & Friends**: 10.5%
- **Travel Trade Shows**: 9.5%

*Travel Guide Websites is the primary source of information for travelers exploring their next destination.*
How many times have you visited Guam?

- 12% have visited 1 time.
- 4% have visited 2 times.
- 1% have visited 3 times.
- 1% have visited 4+ times.
- 82% have never been to Guam.

82% of survey participants have never visited Guam!
Almost of 10% of survey participants have not visited Guam in over 4 years!
When do you plan on traveling to Guam?

- This Year: 31.9%
- 2-3 Years: 49.3%
- 5+ Years: 15.4%
- I do not plan on traveling to Guam: 3.4%

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...

Guam remains a reasonably priced destination to survey participants!
SI YUOS MA ASE!