



GUAM VISITORS BUREAU China Visitor Tracker Exit Profile FY2015 DATA AGGREGATION



Prepared by: QMark Research

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Background & Methodology

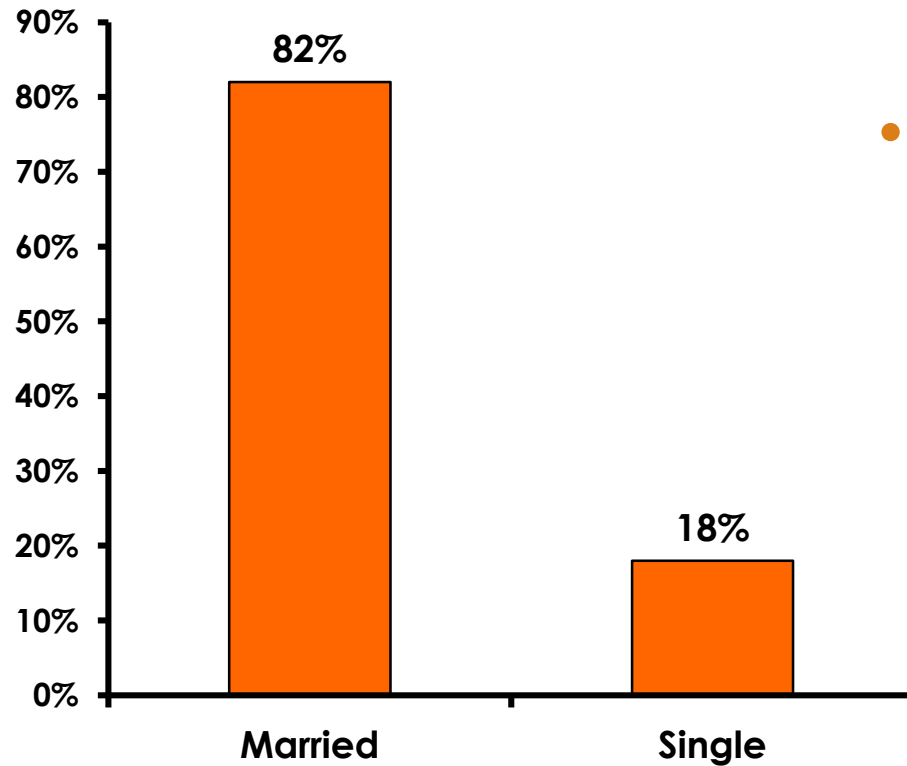
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **412** departing China visitors were randomly interviewed at the Guam A.B. Wonpat International Airport's departure and waiting areas.
- The margin of error for a sample of **412** is +/- 4.90 percentage points with a 95% confidence level. That is, if all China visitors who traveled to Guam in the same time period were asked these questions, we can be 95% certain that their responses would not differ by +/- 4.90 percentage points.

OBJECTIVES

- To monitor the effectiveness of the China seasonal campaigns in attracting China visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the China marketing plan.
- Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.

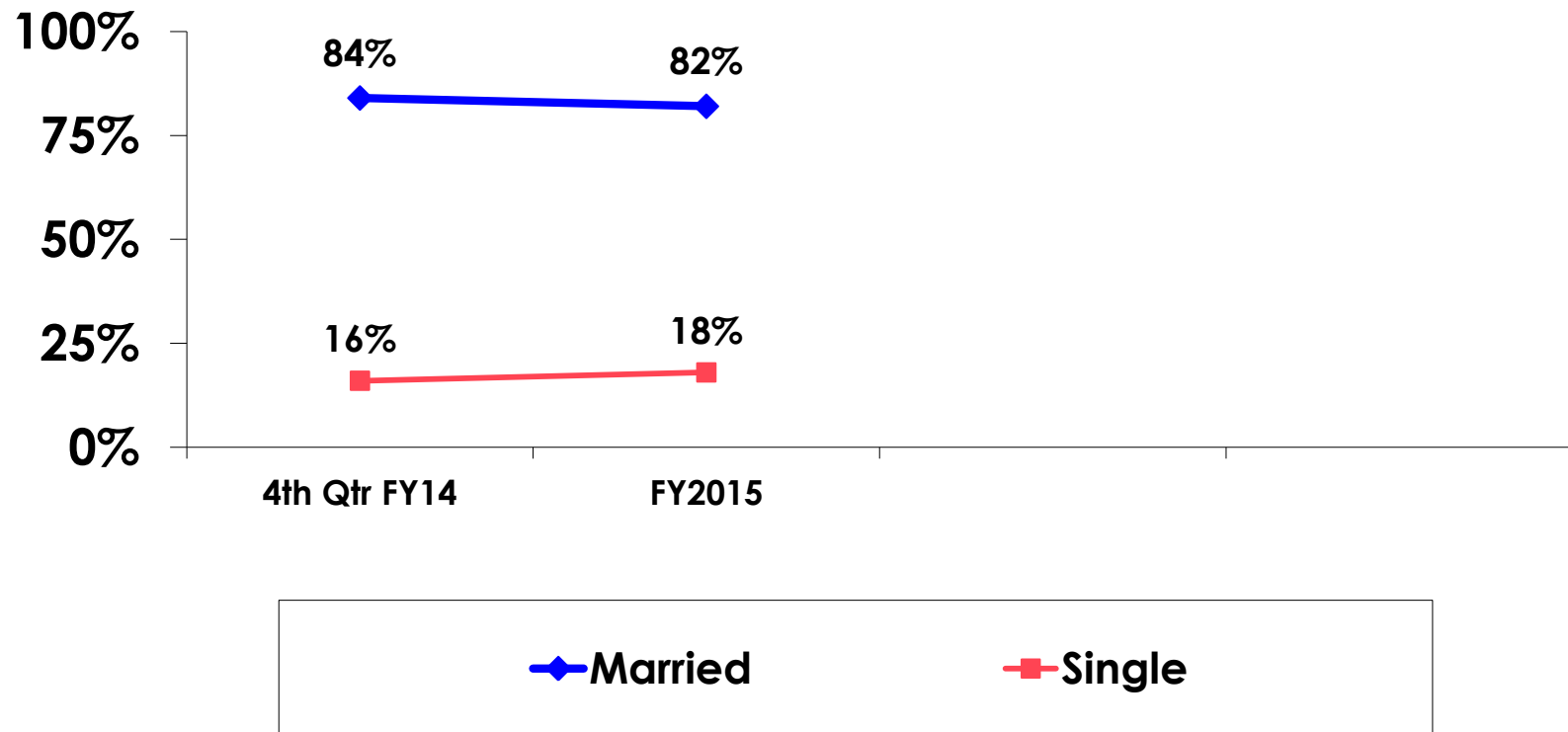
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

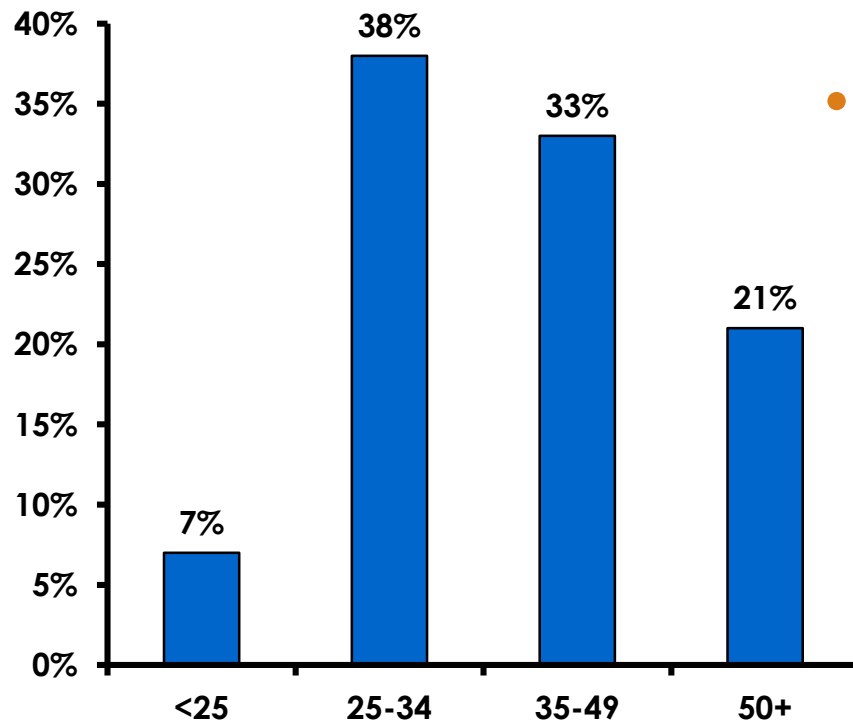


- Majority of visitors are married.

MARITAL STATUS

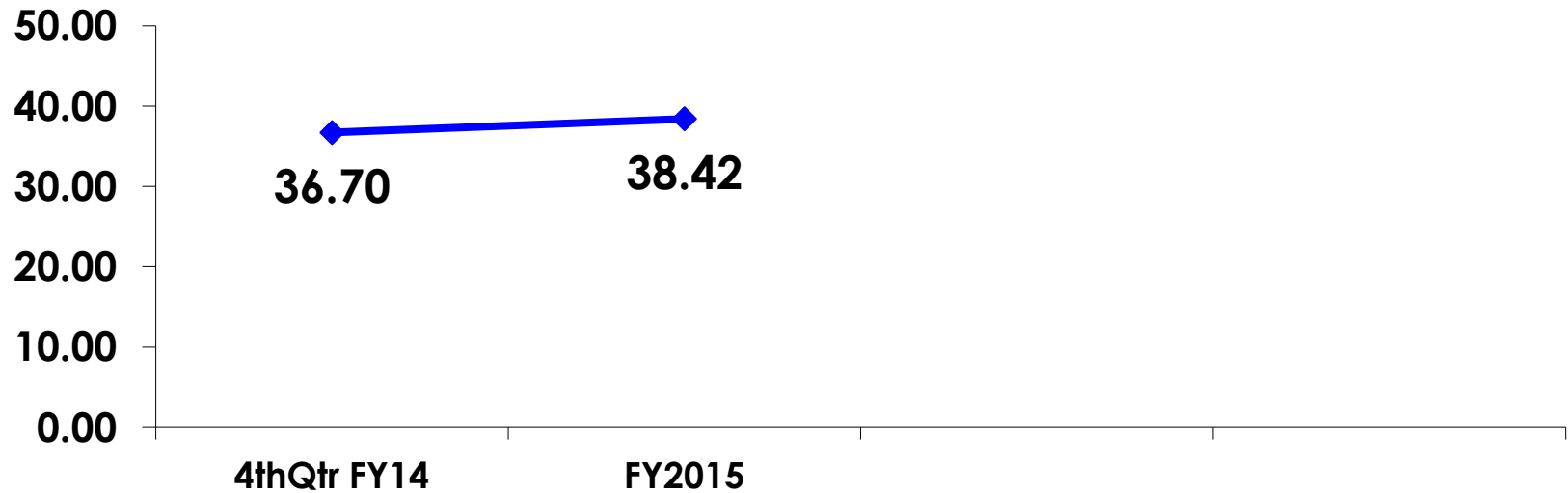


Age - Overall

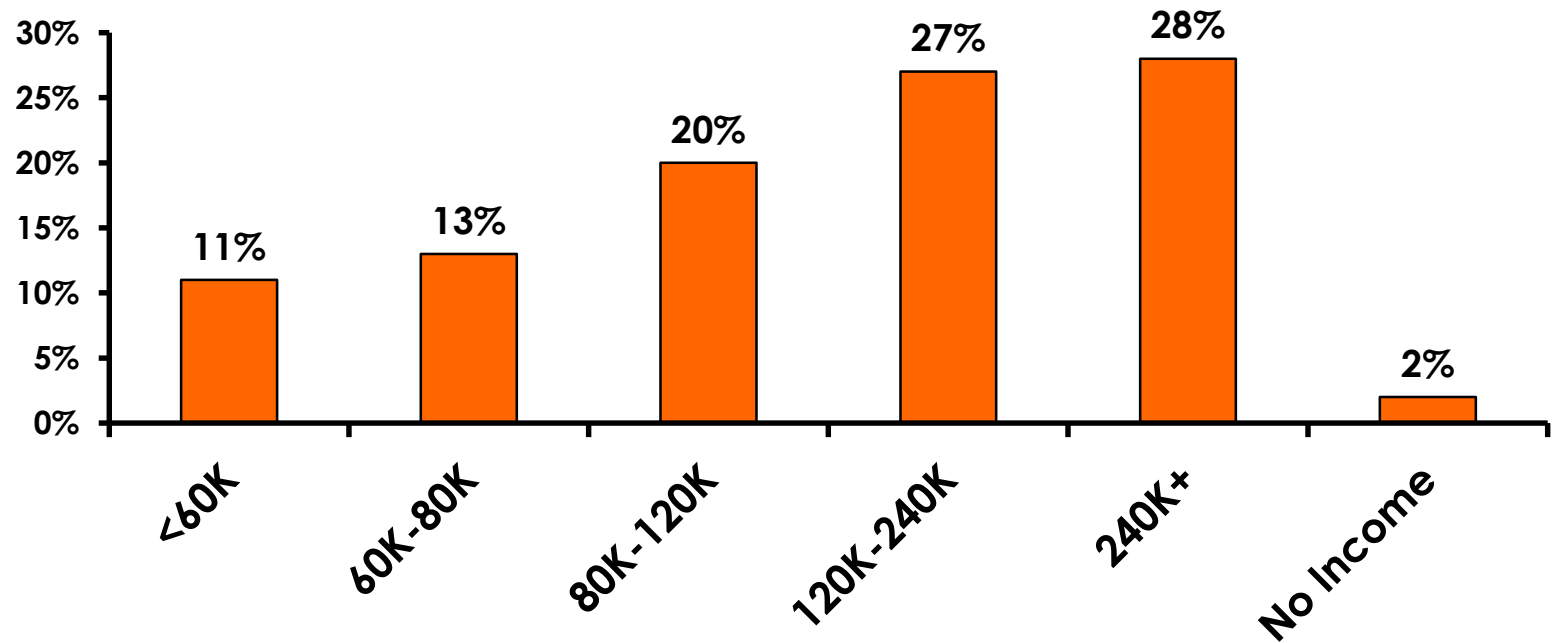


- The average age of the respondents is 38.42 years of age.

AVERAGE - AGE



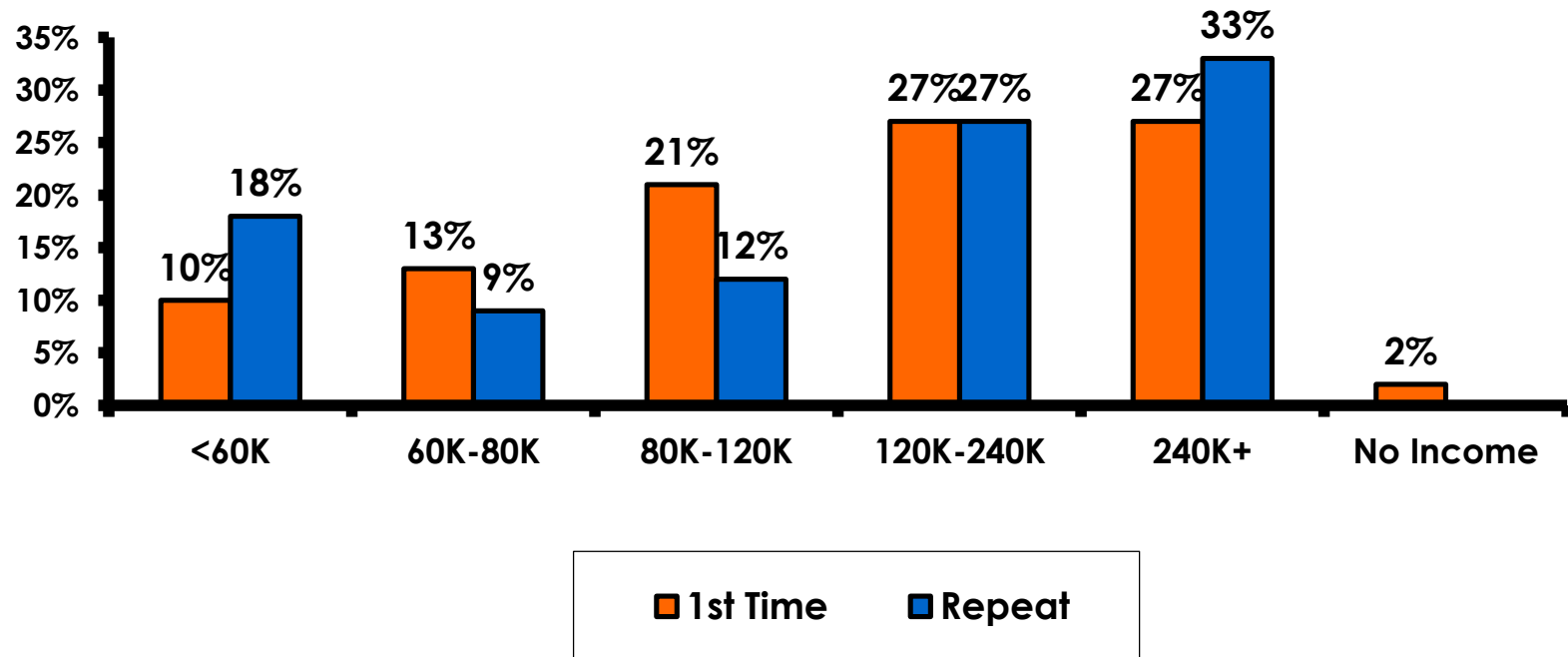
Personal Income



Personal Income

	4thQtr FY14	FY2015
<CNY60K	14%	11%
CNY60K- CNY80K	13%	13%
CNY80K- CNY120K	18%	20%
CNY120K- CNY240K	25%	27%
CNY240K+	29%	28%
Refused/ None	1%	2%

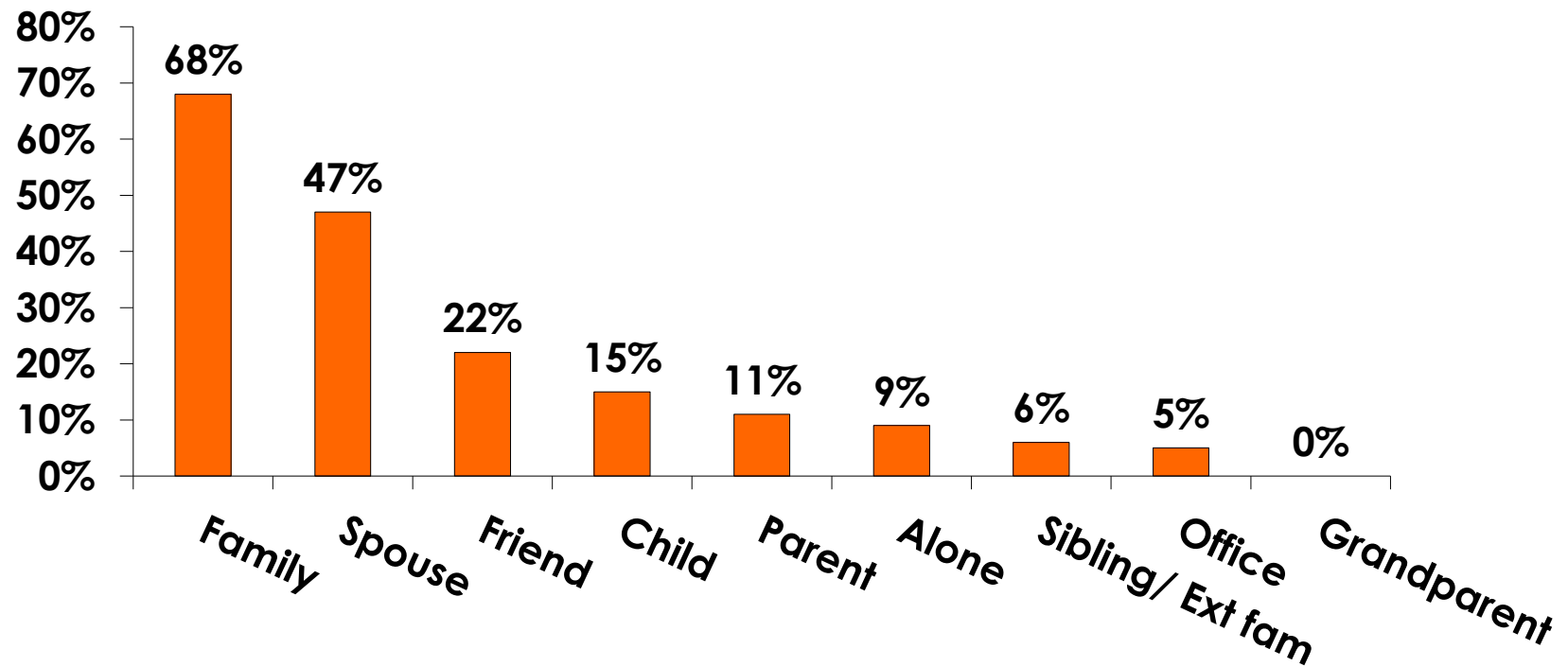
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<=CBY40K	Count	11	3	8	3		2	6
		Column N %	3%	1%	4%	10%		2%	7%
	CNY40K - CNY60K	Count	30	15	15	2	10	6	12
		Column N %	8%	7%	8%	7%	7%	5%	14%
	CNY60K - CNY80K	Count	53	27	26	7	14	13	19
		Column N %	13%	13%	13%	23%	9%	10%	22%
	CNY80K - CNY120K	Count	81	42	39	4	32	22	23
		Column N %	20%	20%	20%	13%	21%	17%	27%
	CNY120K - CNY240K	Count	108	59	49	7	45	39	17
		Column N %	27%	29%	25%	23%	29%	30%	20%
	CNY240K+	Count	110	57	53		52	49	9
		Column N %	28%	28%	27%		34%	37%	10%
	No Income	Count	7	2	5	7			
		Column N %	2%	1%	3%	23%			
Total		Count	400	205	195	30	153	131	86

Travel Companions



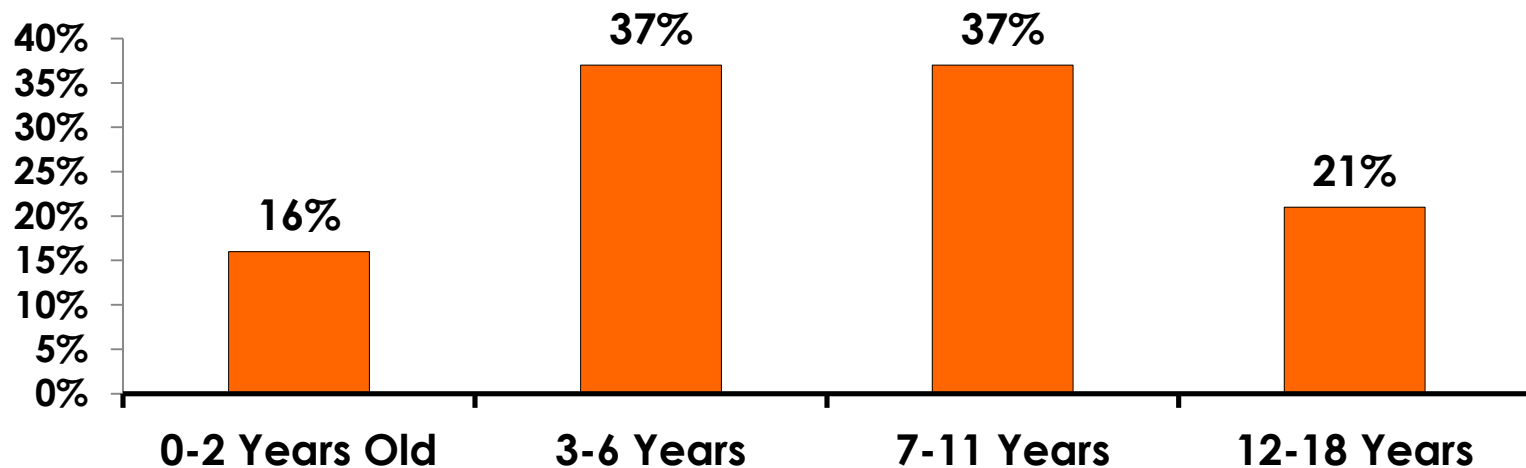
Travel Companions

	4thQtr FY14	FY2015
Family	82%	68%
Spouse	47%	47%
Friends	15%	22%
Child	18%	15%
Parent	14%	11%
Alone	5%	9%
Sibling/ Ext family	2%	6%
Office	-	5%
Grandparent	1%	0%

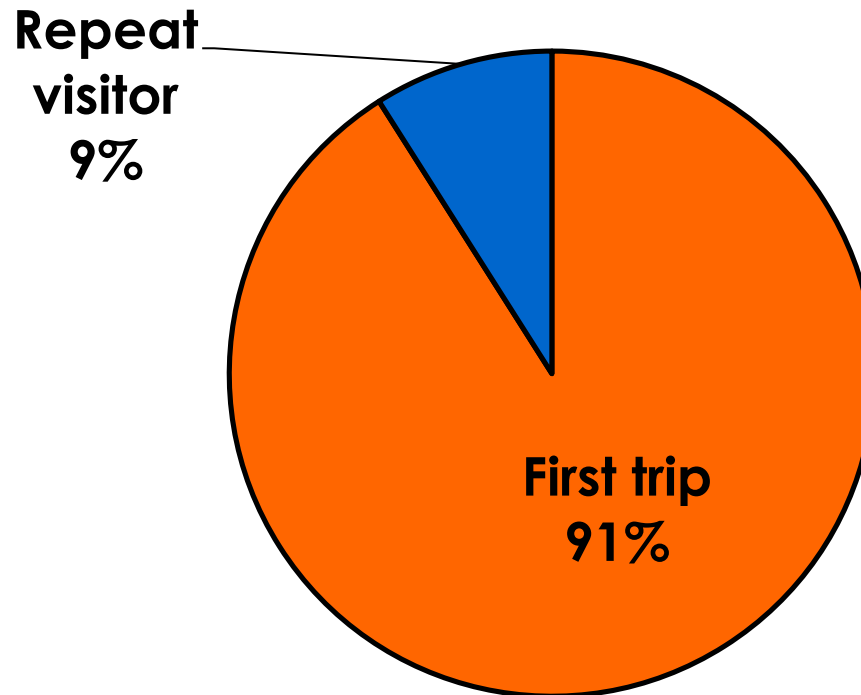
Number of Children Travel Party

N=349 total respondents traveling with children.

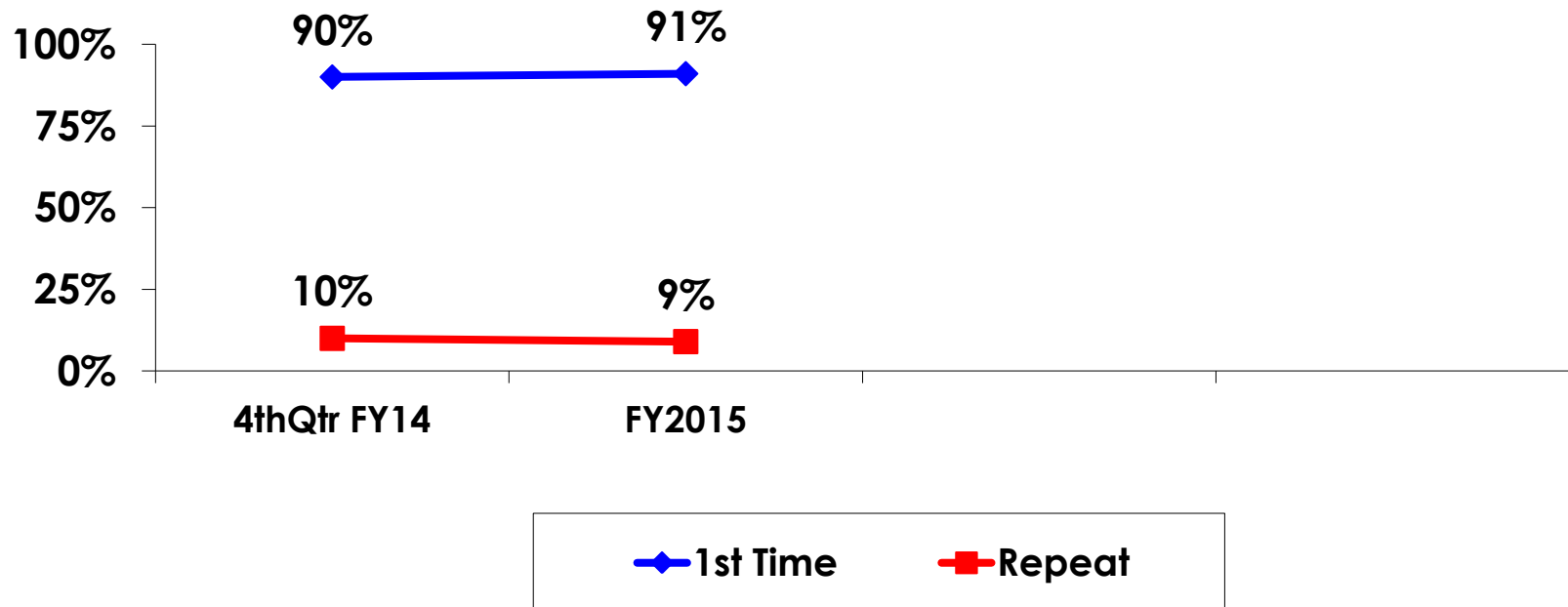
(Of those N=349 respondents, there is a total of 72 children 18 years or younger)



Prior Trips to Guam



PRIOR TRIPS TO GUAM

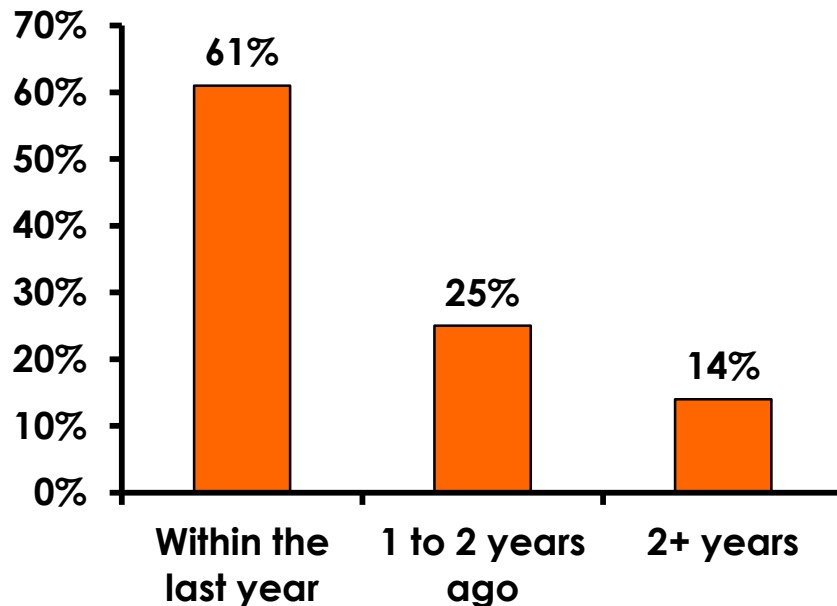


Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
			-	1st	Repeat
GENDER	Male	Count	209	177	18
		Column N %	51%	50%	51%
	Female	Count	203	174	17
		Column N %	49%	50%	49%
	Total	Count	412	351	35
AGE	18-24	Count	30	29	
		Column N %	7%	8%	
	25-34	Count	157	137	17
		Column N %	38%	39%	49%
	35-49	Count	137	112	13
		Column N %	33%	32%	37%
	50+	Count	88	73	5
		Column N %	21%	21%	14%
	Total	Count	412	351	35

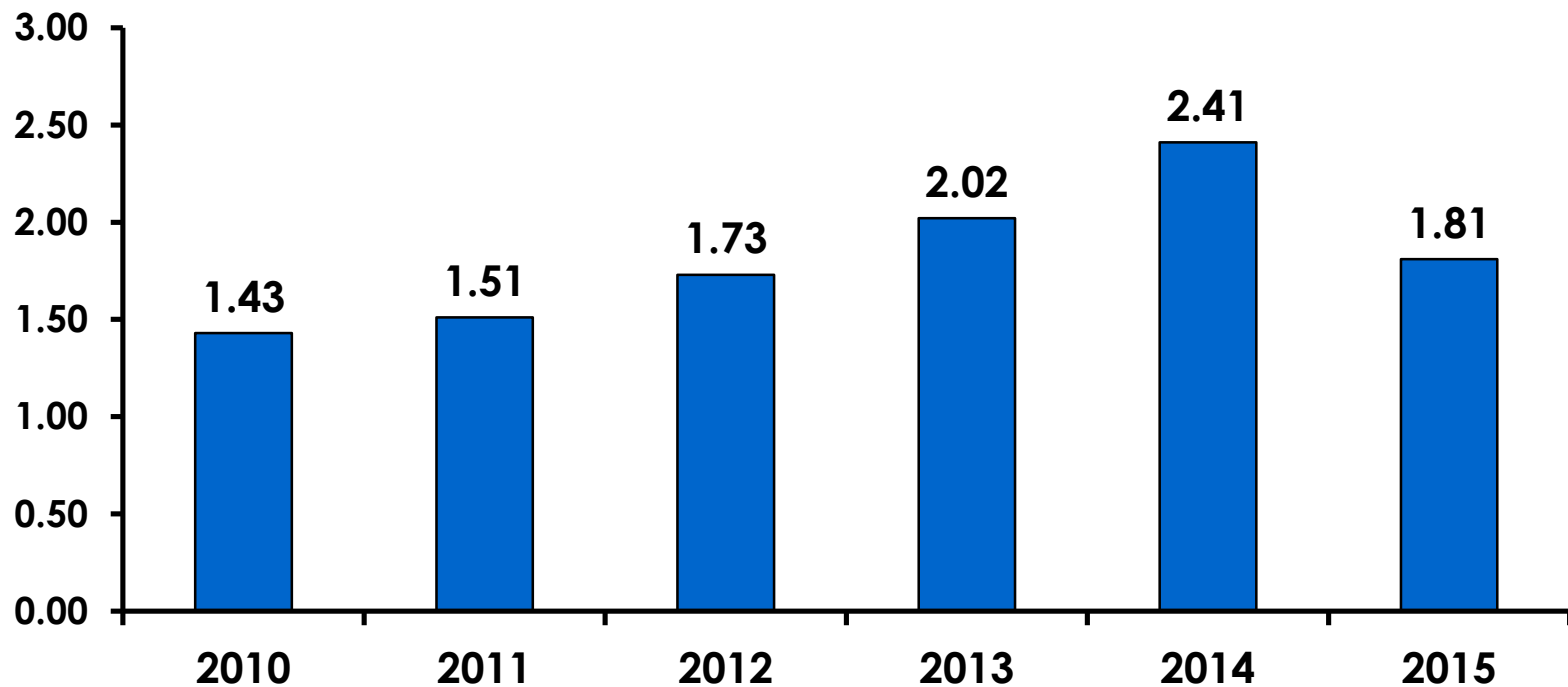
Repeat Visitors Last Trip

n = 28



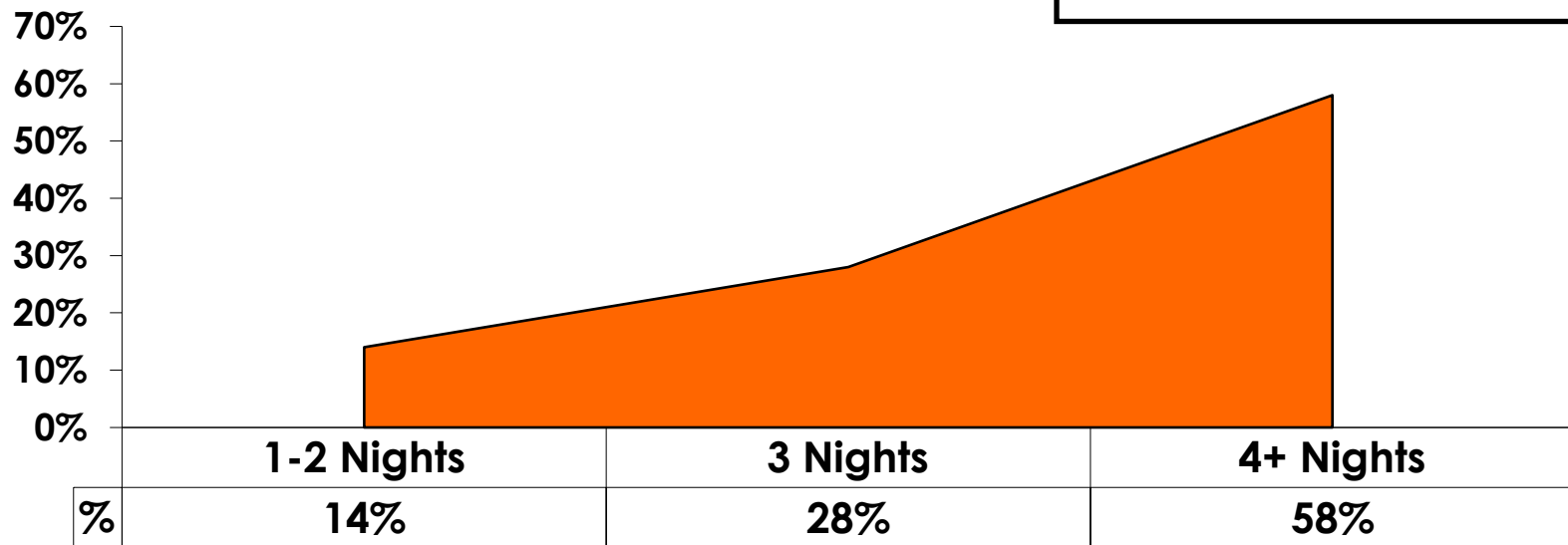
- The average repeat visitor has been to Guam 2.89 time.

Average Number Overnight Trips (2010-2015) (2 nights or more)

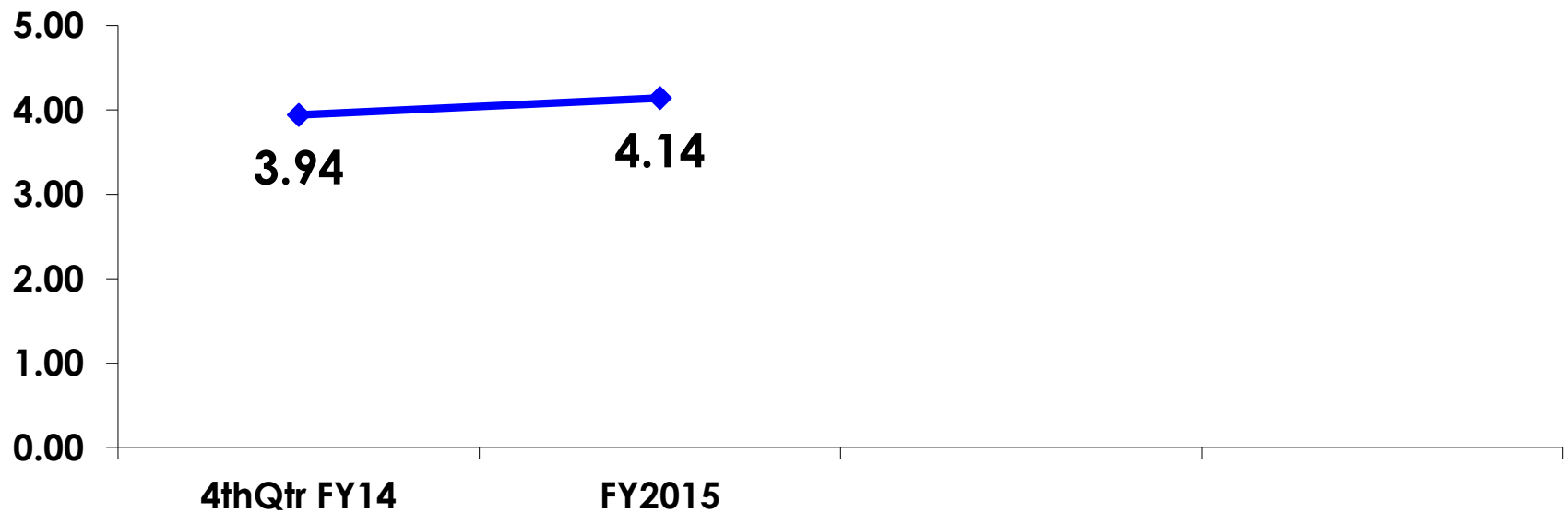


Length of Stay

Mean = 4.14 Days
Median = 4.0 Days



AVG LENGTH OF STAY

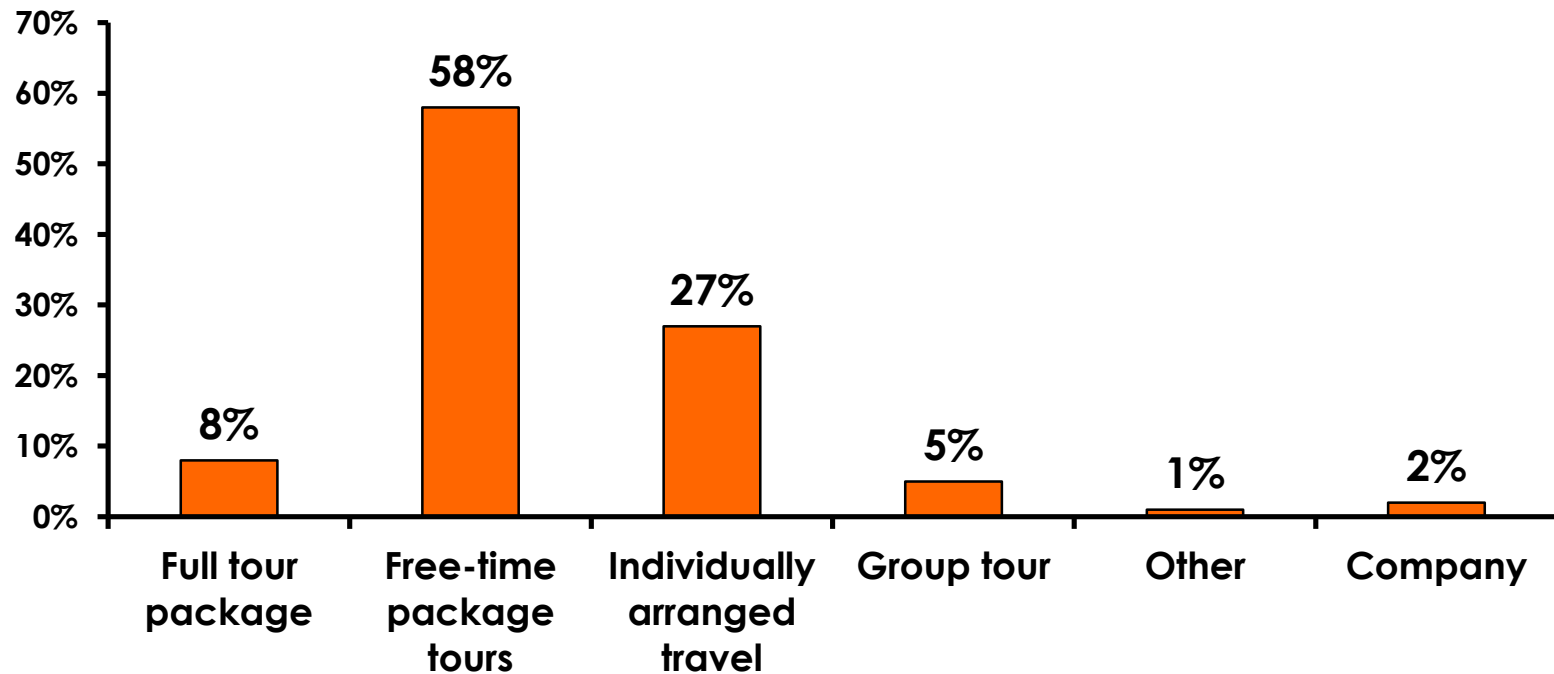


Occupation by Income

		TOTAL	Q26							
		-	<=CNY40K	CNY40K - CNY60K	CNY60K - CNY80K	CNY80K - CNY120K	CNY120K - CNY240K	CNY240K+	No Income	
Q25	Govt- Executive	24%		7%	19%	13%	21%	47%		
	Company: Office non-mgr	20%	9%	10%	17%	23%	29%	16%		
	Prof-specialist	12%	9%	10%	13%	18%	15%	6%		
	Retired	10%	45%	23%	21%	14%	5%	2%		
	Company: Salesperson	9%	9%	20%	10%	6%	8%	9%		
	Freelancer	6%			2%	10%	5%	6%		
	Student	4%	27%	3%	6%	4%	1%		100%	
	Skilled worker	4%		10%	6%	6%	5%	2%		
	Other	4%		7%	4%	3%	2%	6%		
	Govt- Office non-mgr	3%		7%	2%	1%	5%	4%		
	Govt- Mgr/ Exec	3%		3%		3%	6%	3%		
	Total	Count	405	11	30	52	79	108	109	7

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall



Travel Planning - Overall

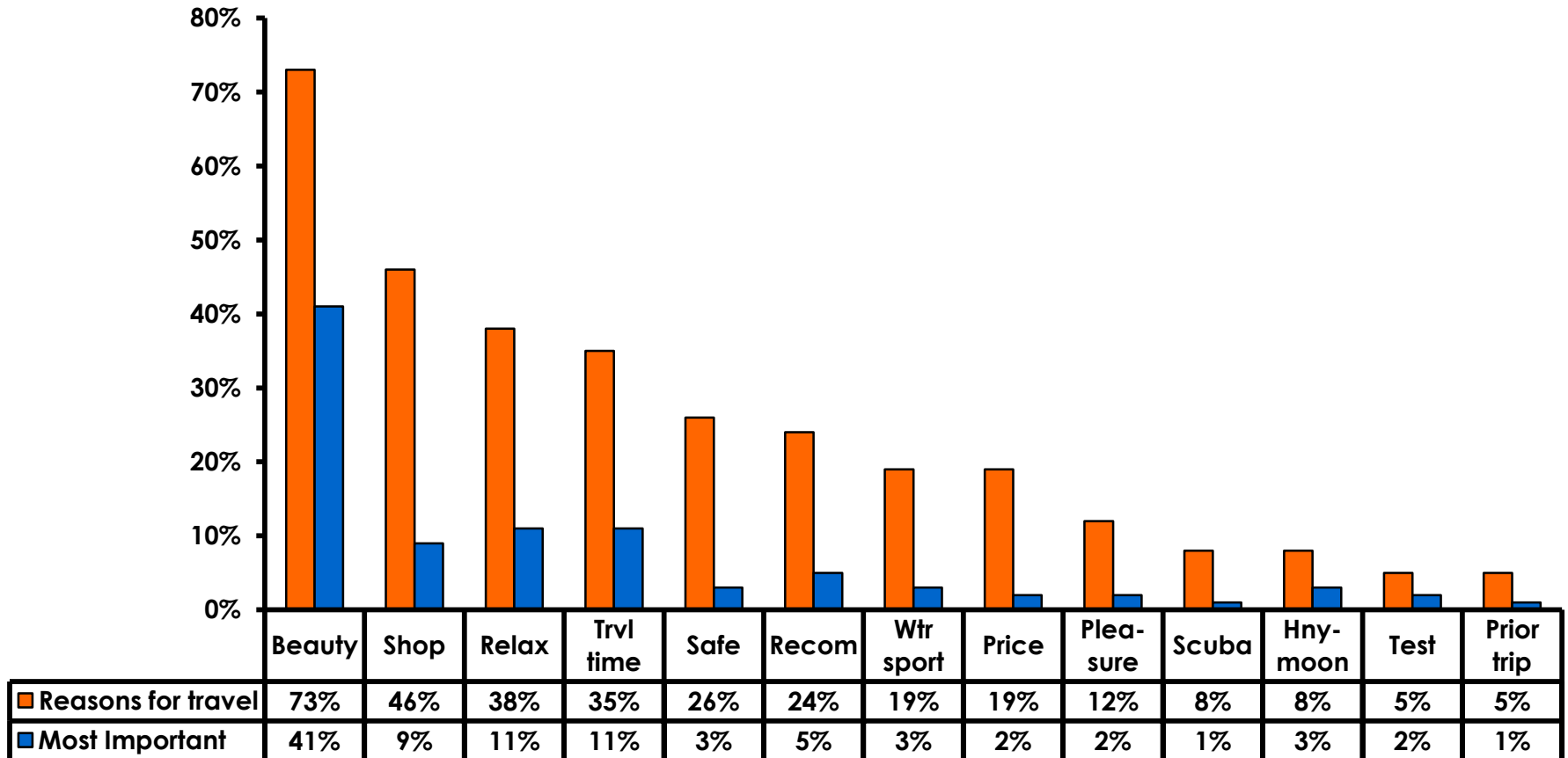
	4thQtr FY14	FY2015
Free-time pkg tour	75%	58%
FIT	9%	27%
Full-pkg tour	15%	8%
Group tour		5%
Company		2%
Other	1%	1%

Accommodation by Income

Average length of stay: 4.14 days

	TOTAL	Q26							
		-	<=CBY40K	CNY40K - CNY60K	CNY60K - CNY80K	CNY80K - CNY120K	CNY120K - CNY240K	CNY240K+	No Income
Q9 Hilton Guam Resort	22%		23%	24%	17%	19%	25%	71%	
Verona Resort & Spa	16%	27%	17%	24%	26%	13%	10%	14%	
Hyatt Regency Guam	10%	9%	13%	6%	2%	14%	15%		
Hotel Nikko Guam	6%		7%	4%	6%	6%	8%		
Holiday Resort Guam	5%	9%	10%	6%	4%	6%	5%		
Sheraton Laguna Guam	4%	18%	10%	4%	5%	4%	2%		
Bayview Hotel	4%			4%	7%	4%	4%		
Westin Resort Guam	4%	9%		6%	2%	4%	4%		
PIC Club	4%			2%	1%	4%	8%		
Guam Reef & Olive Spa Resort	4%		7%	2%		7%	3%		
Tumon Bay Capital Hotel	3%		3%	4%	1%	4%	5%		
Guam Plaza Hotel	3%	9%	3%	6%	5%		2%		
Fiesta Resort Guam	2%	9%	3%	2%	2%	1%	2%		
Lotte Hotel Guam	2%				2%	1%	4%		
Outrigger Guam Resort	2%				5%	3%			
Home stay/ friend/ relative	1%		3%		2%	1%	1%		
Other	1%			2%	2%		1%	14%	
Aqua Suites Guam	1%				2%	2%			
Oceanview Hotel	1%	9%			1%	2%			
Pacific Star Resort & Spa	1%				2%	1%	1%		
Onward Beach Resort	1%			4%		1%			
Royal Orchid Guam	1%					2%	1%		
Days Inn (Tamuning)	0%						2%		
Apartment	0%					2%			
Condo	0%			2%		1%			
Hotel Santa Fe	0%					1%			
Grand Plaza Hotel	0%				1%				
Total	Count	410	11	30	51	81	108	110	7

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Guam's natural beauty/ beaches,
- Relaxing atmosphere,
- Short travel time

are the primary reasons for visiting during this period.

Most Important – Top 3

	4 th Qtr FY14	FY2015
Natural Beauty	31%	41%
Relax	14%	11%
Recom- mendations	13%	Not top 3
Short travel time	Not top 3	11%

Motivation by Age & Gender

		TOTAL	AGE				GENDER		
		-	18-24	25-34	35-49	50+	Male	Female	
Q5A	Natural beauty	73%	77%	75%	75%	64%	77%	69%	
	Shopping	46%	47%	48%	47%	41%	46%	47%	
	Relax	38%	57%	42%	32%	36%	33%	44%	
	Short travel time	35%	23%	43%	34%	28%	36%	34%	
	Safe	26%	23%	29%	26%	21%	25%	26%	
	Recomm- friend/family/trvl agnt	24%	23%	17%	26%	33%	24%	23%	
	Water sports	19%	20%	25%	18%	9%	17%	21%	
	Price	19%	20%	19%	19%	19%	17%	21%	
	Pleasure	12%	17%	16%	11%	6%	14%	11%	
	Scuba	8%	7%	14%	6%	1%	7%	8%	
	Honeymoon	8%	17%	15%	1%		6%	9%	
	Career Cert/ Testing	5%		11%	3%		5%	5%	
	Previous trip	5%		7%	6%	2%	5%	5%	
	No visa requirement	4%		3%	4%	8%	3%	5%	
	Other	3%	10%	4%	2%	2%	3%	4%	
	Visit friends/ Relatives	3%		3%	1%	9%	3%	4%	
	Married/ Attn wedding	2%		4%	1%	3%	0%	4%	
	Company/ Business Trip	2%	3%	3%	1%	2%	2%	2%	
	Golf	1%	3%	1%	2%		1%	1%	
	Company Sponsored	1%		1%	3%		1%	1%	
	Convention/ Trade/ Conference	1%	3%	1%	1%		1%	0%	
	Organized sports	0%			1%	1%		1%	
	Total	Count	408	30	155	137	86	206	202

Motivation by Income

		TOTAL	Q26							
		-	<=CBY40K	CNY40K - CNY60K	CNY60K - CNY80K	CNY80K - CNY120K	CNY120K - CNY240K	CNY240K+	No Income	
Q5A	Natural beauty	73%	64%	87%	70%	74%	72%	72%	71%	
	Shopping	46%	18%	60%	43%	53%	44%	46%	43%	
	Relax	38%	45%	40%	38%	31%	35%	43%	71%	
	Short travel time	35%	9%	27%	21%	29%	42%	45%	29%	
	Safe	26%	18%	23%	19%	26%	25%	31%	14%	
	Recomm- friend/family/trvl agnt	24%	55%	23%	26%	19%	25%	23%	14%	
	Water sports	19%	9%	20%	11%	23%	21%	20%		
	Price	19%	18%	27%	19%	21%	17%	17%	14%	
	Pleasure	12%		23%	8%	13%	15%	10%	29%	
	Scuba	8%	9%	10%	4%	8%	8%	10%		
	Honeymoon	8%	18%	10%	11%	11%	7%	4%		
	Career Cert/ Testing	5%			2%	4%	7%	8%		
	Previous trip	5%		13%	2%	4%	6%	5%		
	No visa requirement	4%		7%		4%	7%	4%		
	Other	3%	9%	3%	4%	5%	3%	3%		
	Visit friends/ Relatives	3%		13%	4%	4%	2%	2%		
	Married/ Attn wedding	2%		3%	2%	4%	2%	3%		
	Company/ Business Trip	2%		3%		5%	2%	2%		
	Golf	1%		3%		1%	1%	2%	14%	
	Company Sponsored	1%				1%	4%			
	Convention/ Trade/ Conference	1%				1%	2%			
	Organized sports	0%			2%	1%				
	Total	Count	408	11	30	53	80	106	109	7

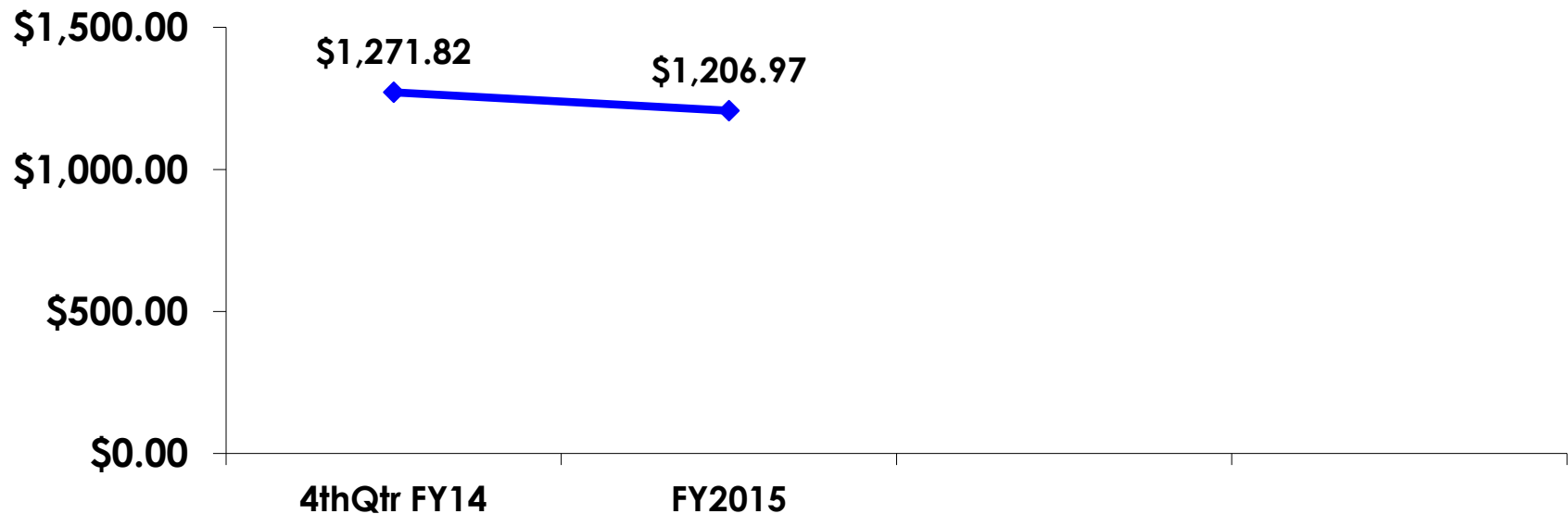
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

Yuan Varies/US\$1

- \$2,217.87 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$18,630 = maximum (highest amount recorded for the entire sample)
- \$1,206.97 = overall mean average per person prepaid expenditures

PREPAID EXPENDITURES Per Person



Breakdown of Prepaid Expenditures

Varies=\$1

(Filter: Only those who responded/
Per Travel Party)

	MEAN \$
Air & Accommodation package only	\$2,111.46
Air & Accommodation w/ daily meal package	\$2,951.46
Air only	\$1,143.24
Accommodation only	\$624.20
Accommodation w/ daily meal only	\$2,004.95
Food & Beverages in Hotel	\$283.66
Ground transportation – China	\$97.96
Ground transportation – Guam	\$197.03
Optional tours/ activities	\$527.52
U.S. Visa Application	\$307.24
Other expenses	\$1,702.38
Total Prepaid	\$2,217.87

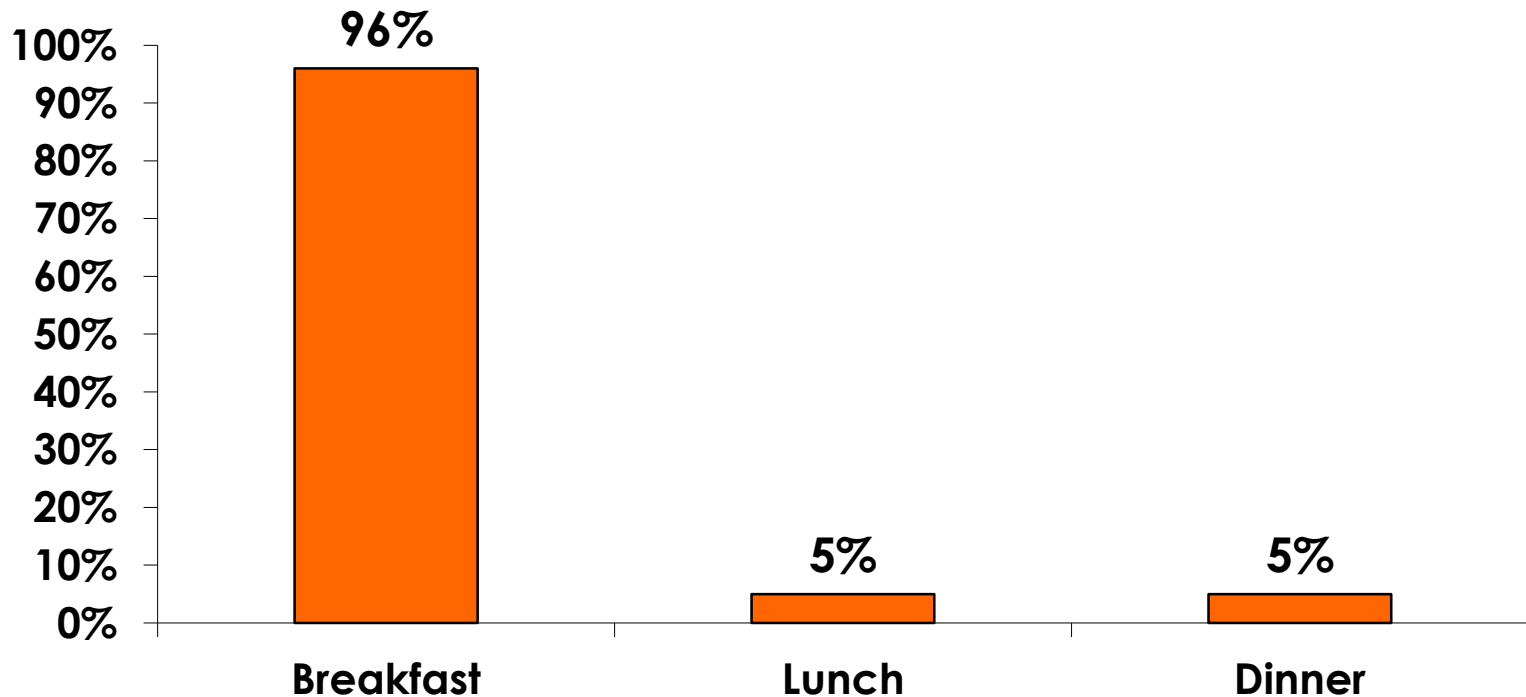
Breakdown of Prepaid Expenditures

	4thQtr FY14	FY2015
Air & Accommodation package only	\$2,837.76	\$2,111.46
Air & Accommodation w/ daily meal package	\$2,101.76	\$2,951.46
Air only	\$731.71	\$1,143.24
Accommodation only	\$487.80	\$624.20
Accommodation w/ daily meal only	\$975.61	\$2,004.95
Food & Beverages in Hotel	\$170.73	\$283.66
Ground transportation – China	\$81.30	\$97.96
Ground transportation – Guam	\$162.60	\$197.03
Optional tours/ activities	\$243.90	\$527.52
US Visa App	\$294.31	\$307.24
Other expenses	\$1,249.94	\$1,702.38
Total Prepaid	\$2,069.34	\$2,217.87

PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n= 112

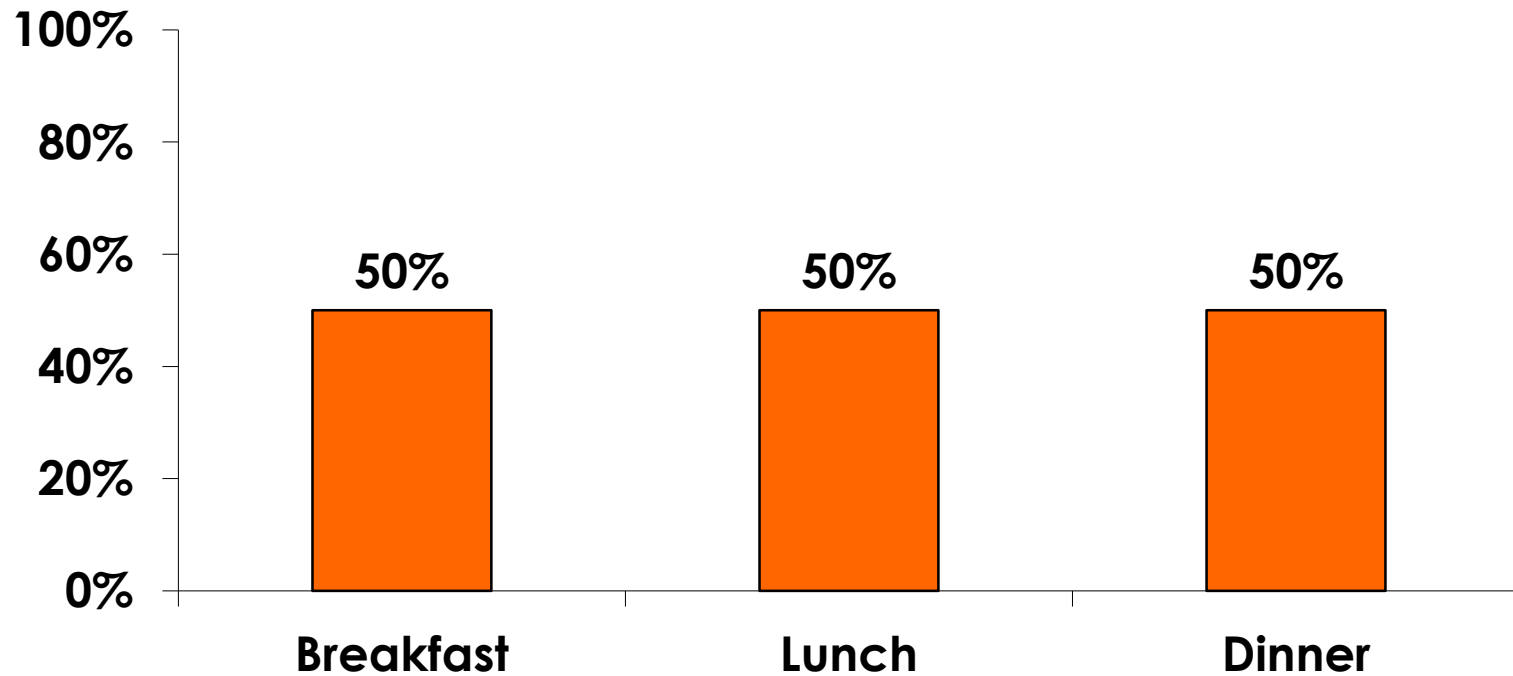


Mean=\$2,951.46 per travel party

PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

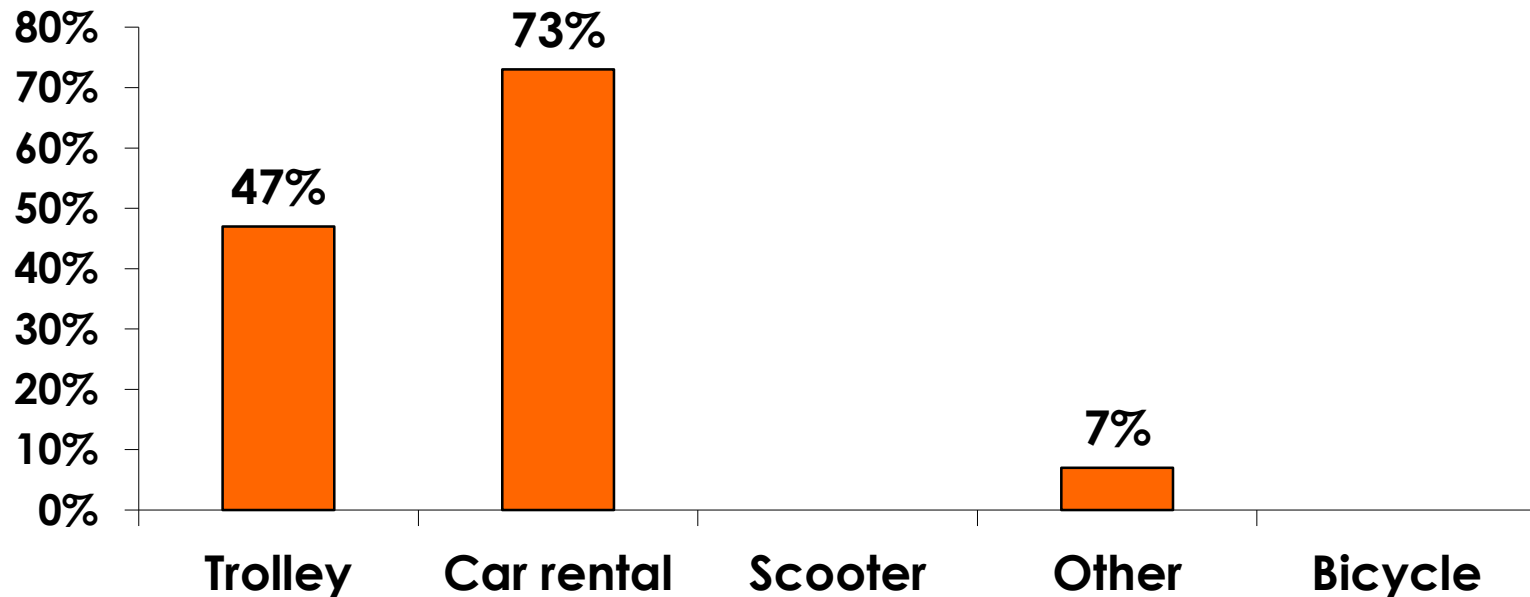
n= 2



Mean=\$2,004.95 per travel party

PREPAID GROUND TRANSPORTATION

n= 15



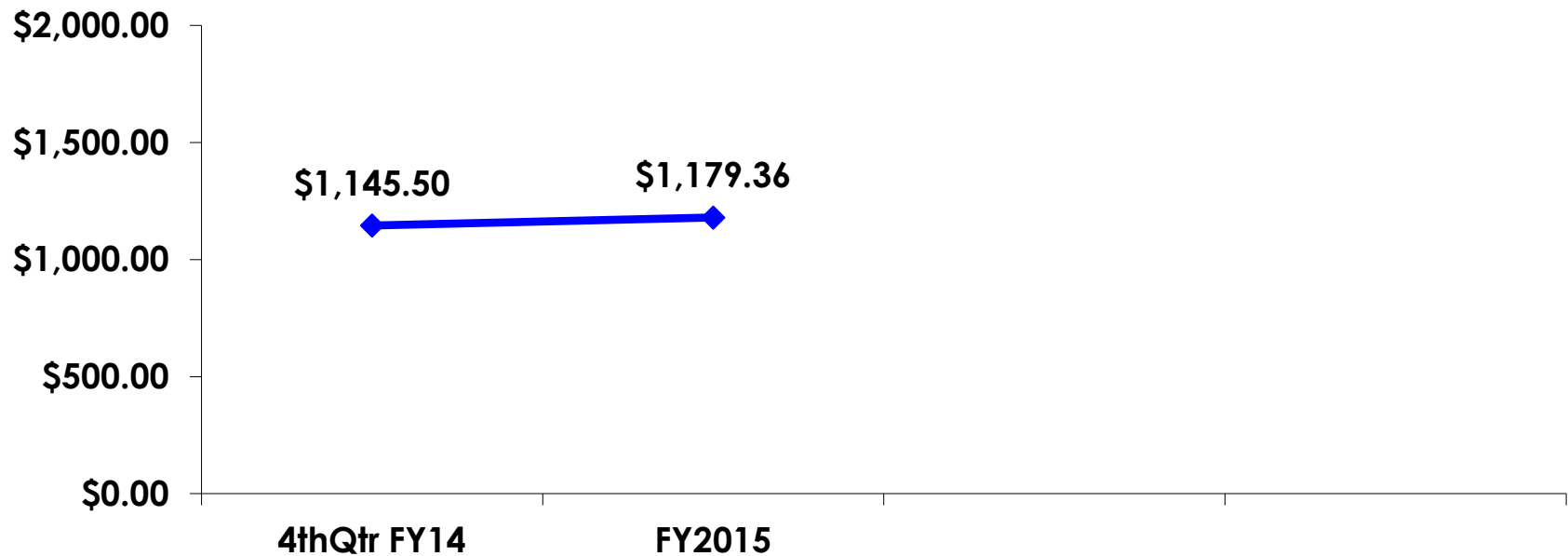
Mean=\$197.03 per travel party

On-Island Expenditures

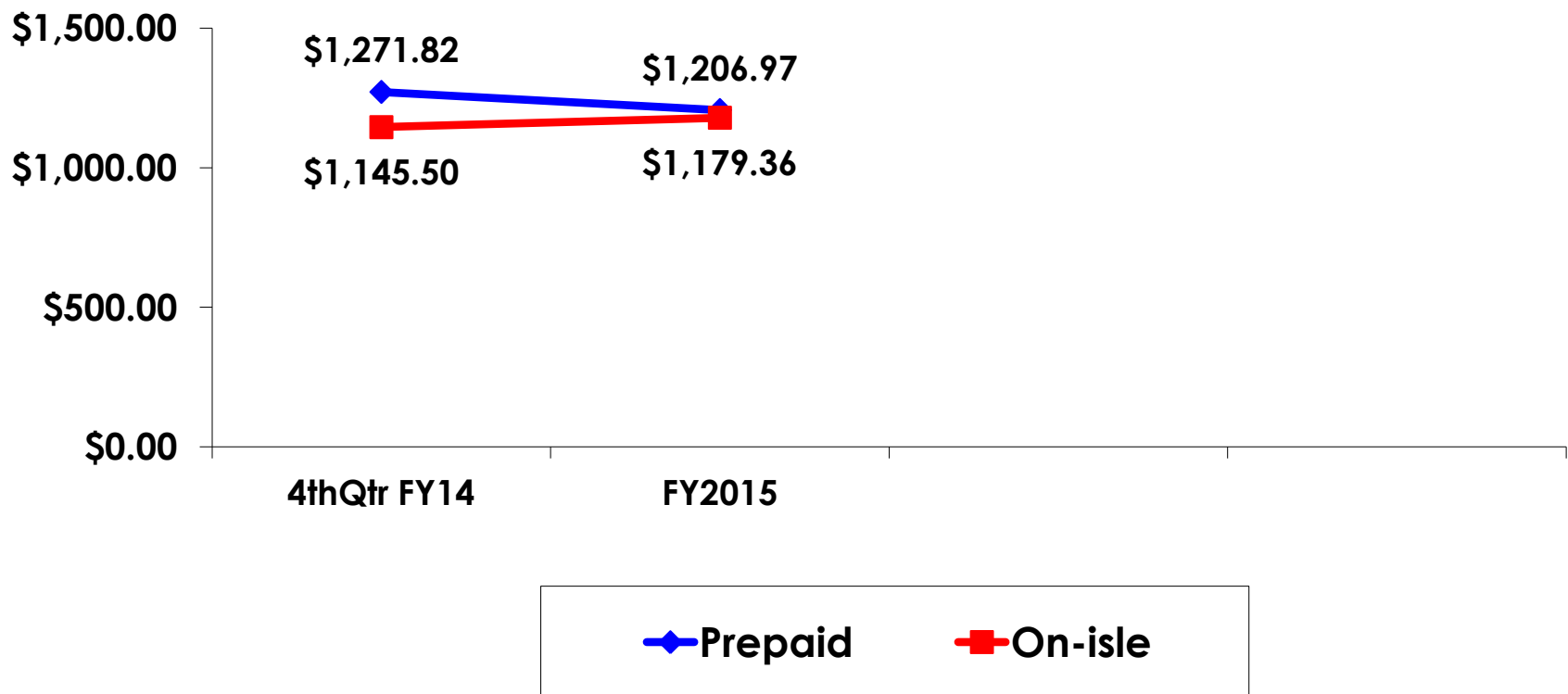
- \$1,903.44 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$10,000 = Maximum (highest amount recorded for the entire sample)
- \$1,179.36 = overall mean average per person on-island expenditure

ON-ISLAND EXPENDITURES

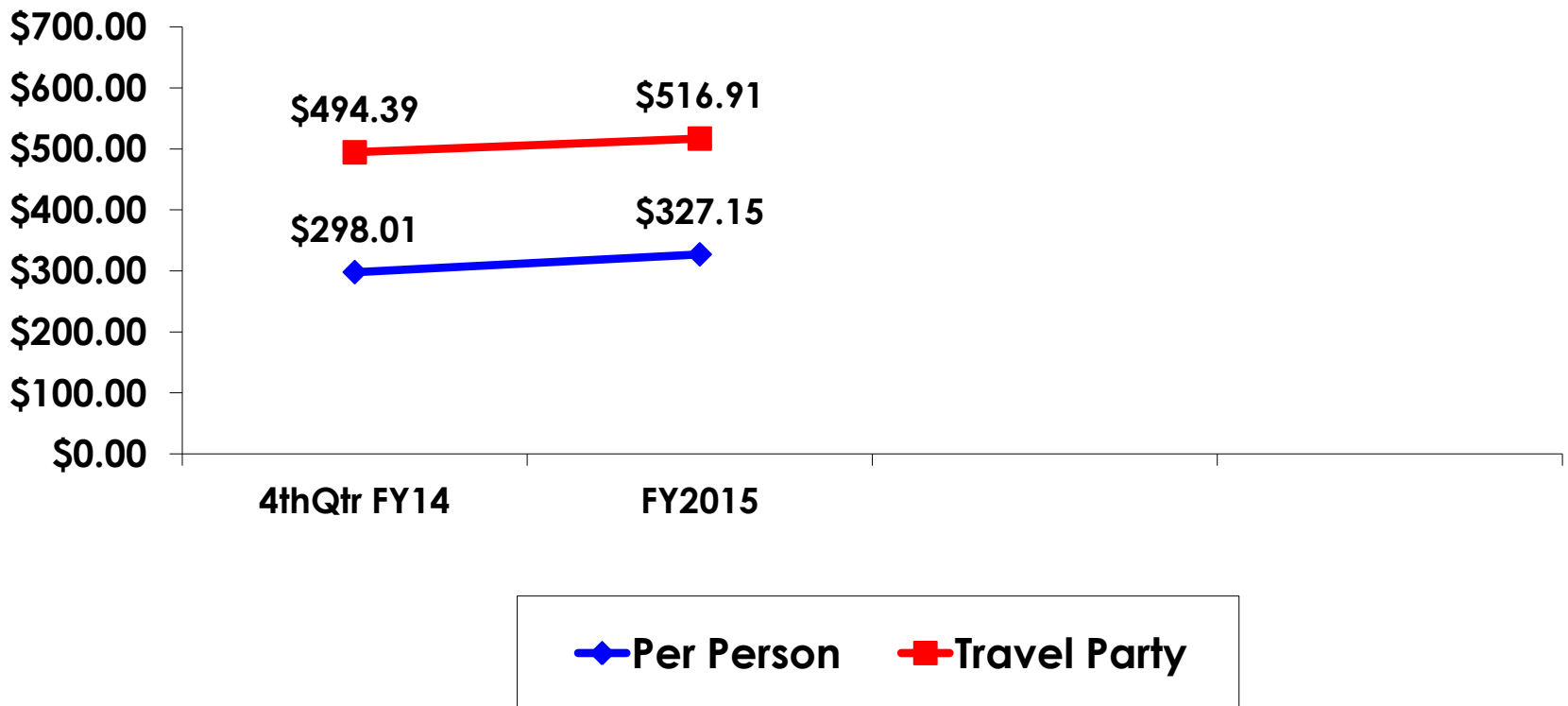
Per Person



PREPAID/ ON-ISLE EXPENDITURES – Per Person



ON-ISLE EXPENDITURES – Per DAY



Total On-Island Expenditure by Gender & Age

		TOTAL	GENDER		GENDER							
			-	Male	Female	Male				Female		
		AGE				AGE						
		18-24				25-34	35-49	50+	18-24	25-34	35-49	50+
PER PERSON	Mean	\$1,179.36	\$1,157.68	\$1,201.67	\$786.78	\$1,205.88	\$1,418.65	\$817.64	\$731.50	\$1,263.12	\$1,245.95	\$1,211.54
	Median	\$750	\$950	\$625	\$580	\$800	\$1,000	\$600	\$575	\$575	\$908	\$600
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$10,000	\$5,381	\$10,000	\$2,919	\$5,381	\$4,500	\$3,600	\$2,500	\$10,000	\$9,300	\$6,500

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$50.51	\$63.82	\$36.80	\$7.33	\$61.40	\$62.85	\$26.57
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$41.26	\$42.05	\$40.45	\$20.83	\$44.39	\$49.82	\$29.32
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B RESTRNT	Mean	\$98.94	\$107.83	\$89.79	\$50.00	\$109.37	\$111.24	\$77.86
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPT TOUR	Mean	\$118.90	\$115.71	\$122.18	\$45.43	\$124.63	\$136.24	\$106.70
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$399.71	\$295.57	\$506.92	\$145.20	\$388.31	\$514.06	\$328.77
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- OTHER	Mean	\$216.08	\$219.73	\$212.32	\$30.67	\$188.03	\$339.58	\$137.05
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TRANS	Mean	\$52.57	\$50.92	\$54.26	\$45.77	\$51.46	\$68.34	\$32.28
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$914.42	\$1,071.02	\$753.20	\$850.60	\$959.78	\$1,001.74	\$719.33
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$200
TOTAL	Mean	\$1,903.44	\$1,989.37	\$1,814.98	\$1,195.83	\$1,928.66	\$2,314.24	\$1,460.16
	Median	\$1,200	\$1,400	\$1,000	\$900	\$1,200	\$1,832	\$1,000

On-Island Expenditures

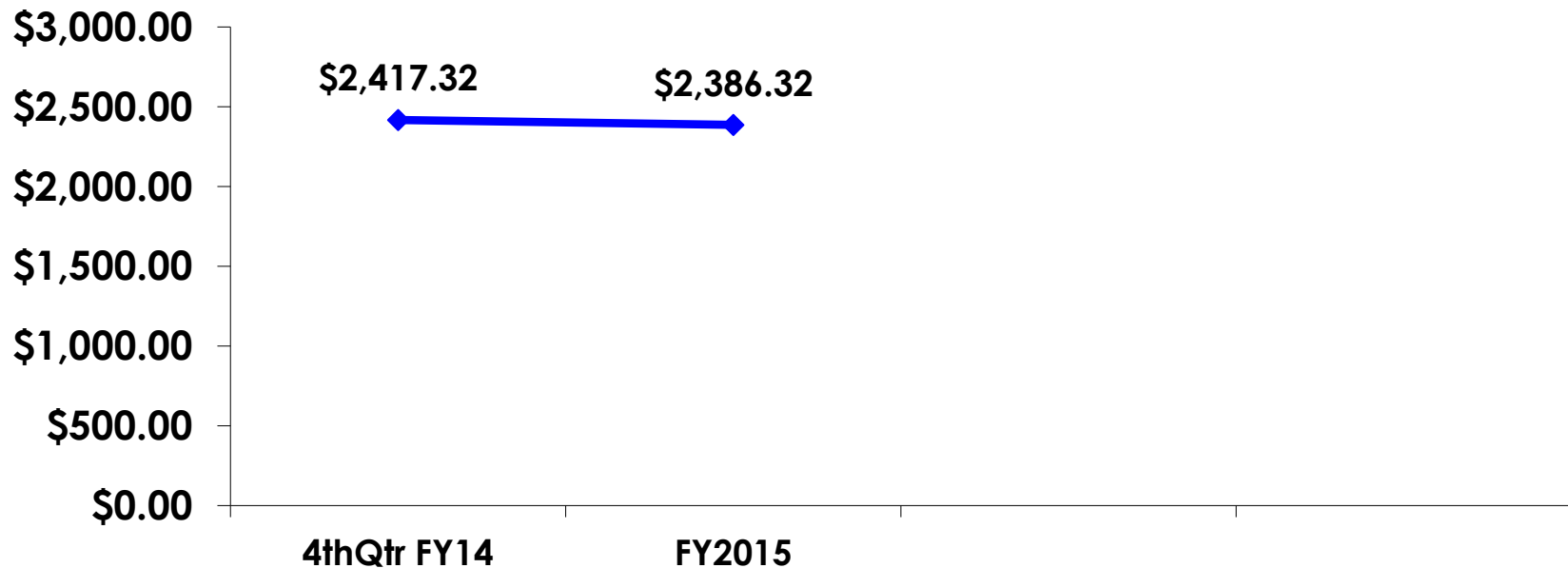
First Timers & Repeaters

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$50.51	\$38.87	\$73.29
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$41.26	\$42.74	\$22.86
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$98.94	\$108.38	\$54.86
	Median	\$0	\$0	\$0
OPT TOUR	Mean	\$118.90	\$126.45	\$62.86
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$399.71	\$399.06	\$617.43
	Median	\$0	\$0	\$0
GIFT- OTHER	Mean	\$216.08	\$217.80	\$285.00
	Median	\$0	\$0	\$0
TRANS	Mean	\$52.57	\$52.37	\$57.00
	Median	\$0	\$0	\$0
OTHER	Mean	\$914.42	\$933.24	\$523.00
	Median	\$0	\$0	\$0
TOTAL	Mean	\$1,903.44	\$1,931.34	\$1,696.29
	Median	\$1,200	\$1,205	\$1,000

Total Expenditures Per Person (Prepaid & On-Island)

- \$2,386.32 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$11,631 = Maximum (highest amount recorded for the entire sample)

TOTAL EXPENDITURES Per Person



Breakdown of On-Island Expenditures

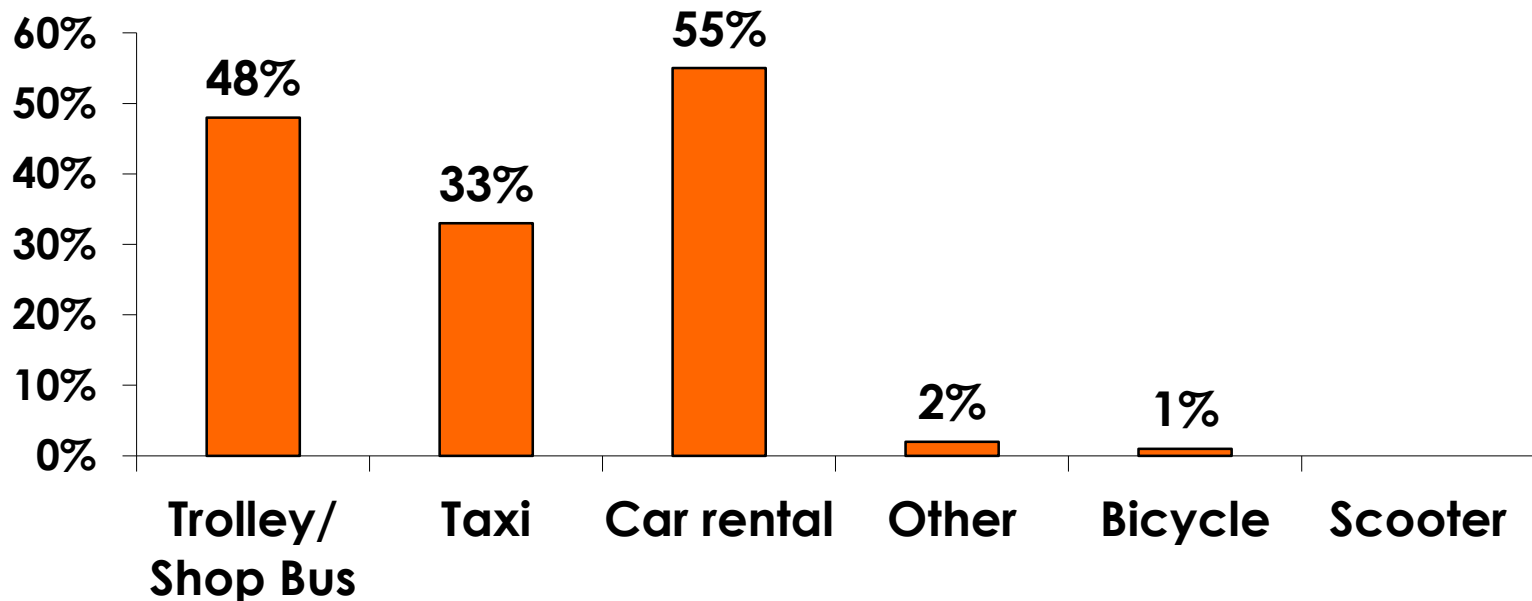
	MEAN \$
Food & beverage in a hotel	\$50.51
Food & beverage in fast food restaurant/convenience store	\$41.26
Food & beverage at restaurants or drinking establishments outside a hotel	\$98.94
Optional tours and activities	\$118.90
Gifts/ souvenirs for yourself/companions	\$399.71
Gifts/ souvenirs for friends/family at home	\$216.08
Local transportation	\$52.57
Other expenses not covered	\$914.42
Average Total	\$1,903.44

Breakdown of On-Island Expenditures

	4thQtr FY14	FY2015
Food & beverage in a hotel	\$25.23	\$50.51
Food & beverage in fast food restaurant/convenience store	\$35.88	\$41.26
Food & beverage at restaurants or drinking establishments outside a hotel	\$82.51	\$98.94
Optional tours and activities	\$113.19	\$118.90
Gifts/ souvenirs for yourself/ companions	\$159.61	\$399.71
Gifts/ souvenirs for friends/family	\$145.44	\$216.08
Local transportation	\$39.37	\$52.57
Other expenses not covered	\$1,245.78	\$914.42
Average Total	\$1,844.95	\$1,903.44

Local Transportation

n= 130



Mean=\$52.57 per travel party

Guam Airport Expenditures

- \$126.70 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$5,000 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

	MEAN \$
Food & Beverages	\$9.98
Gifts/Souvenirs Self	\$61.09
Gifts/Souvenirs Others	\$55.62
Total	\$126.70

Breakdown of Airport Expenditures

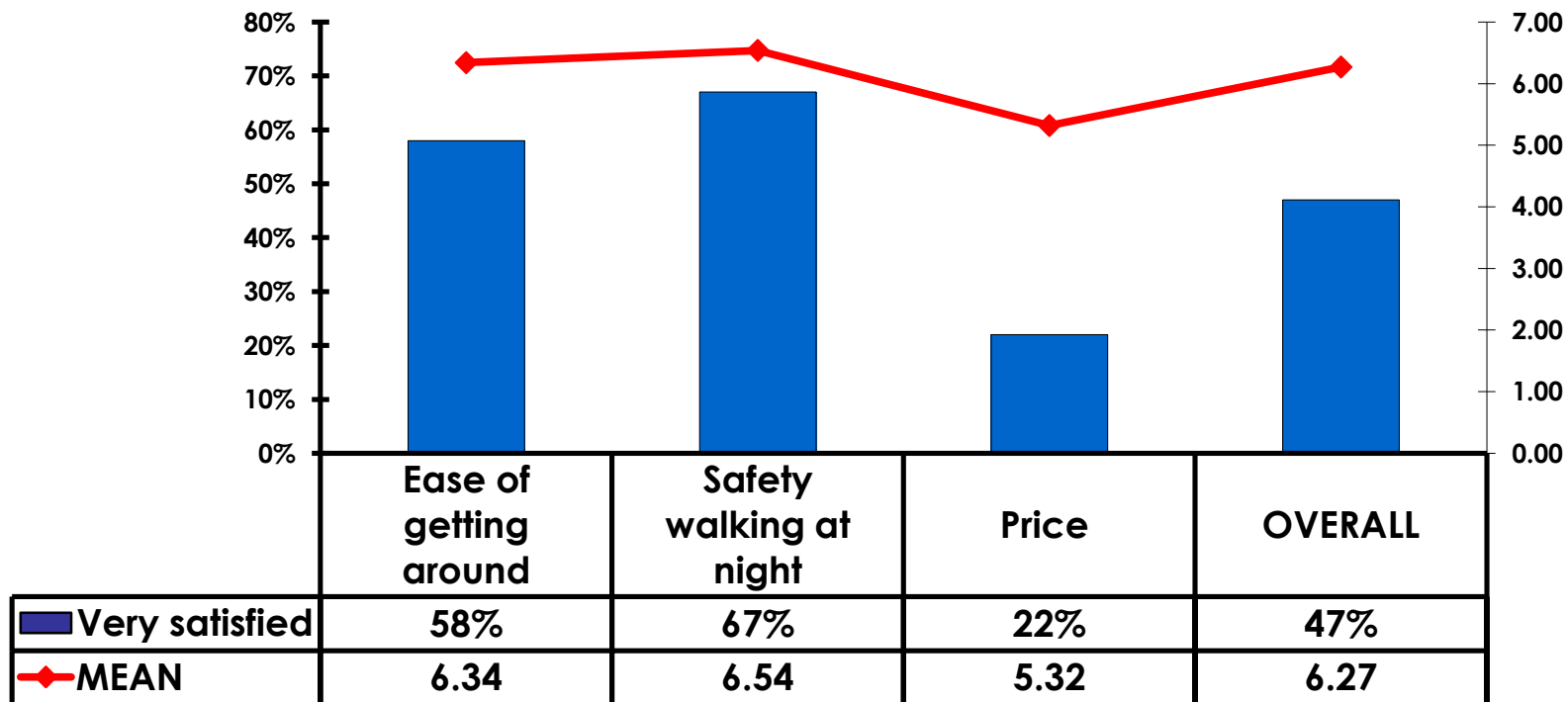
	4thQtr FY14	FY2015
Food & Beverage	\$26.17	\$9.98
Gifts/ Souvenirs Self	\$28.73	\$61.09
Gifts/ Souvenirs Others	\$97.11	\$55.62
Total	\$152.00	\$126.70

SECTION 4 **VISITOR SATISFACTION**

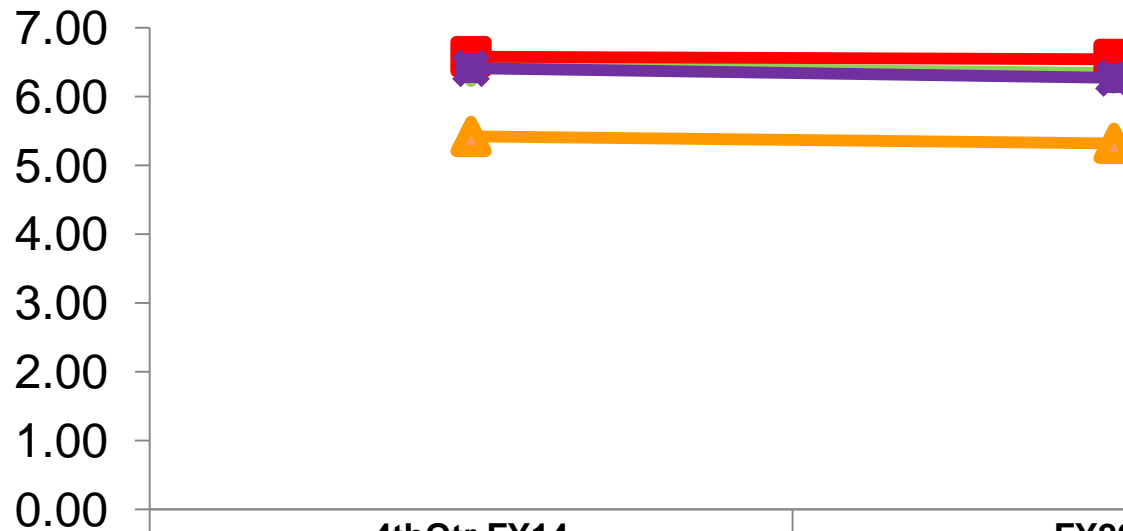
Satisfaction Scores Overall





7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Satisfaction Scores Overall

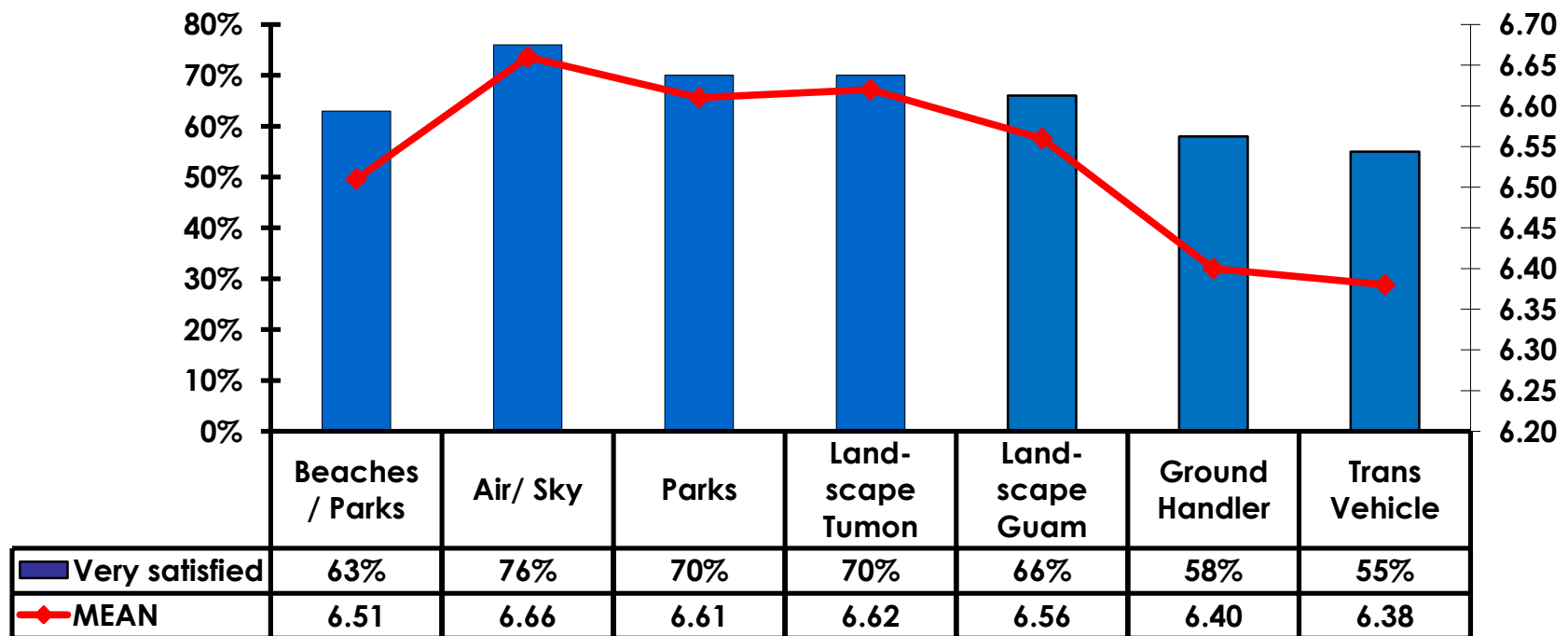


	4thQtr FY14	FY2015
 Ease of getting around	6.44	6.34
 Safety walking at night	6.58	6.54
 Price	5.42	5.32
 OVERALL	6.41	6.27

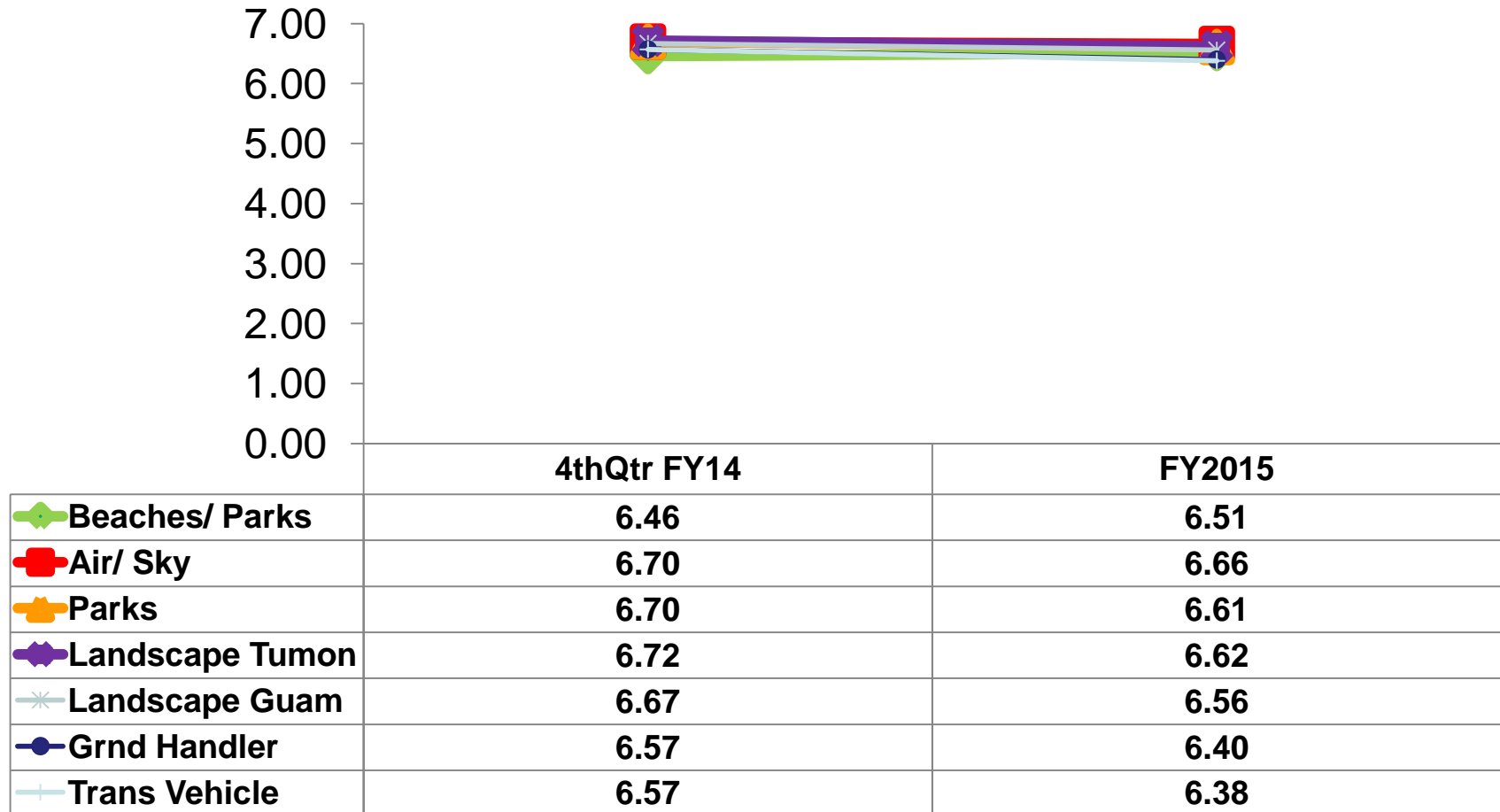
Satisfaction Quality/ Cleanliness

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



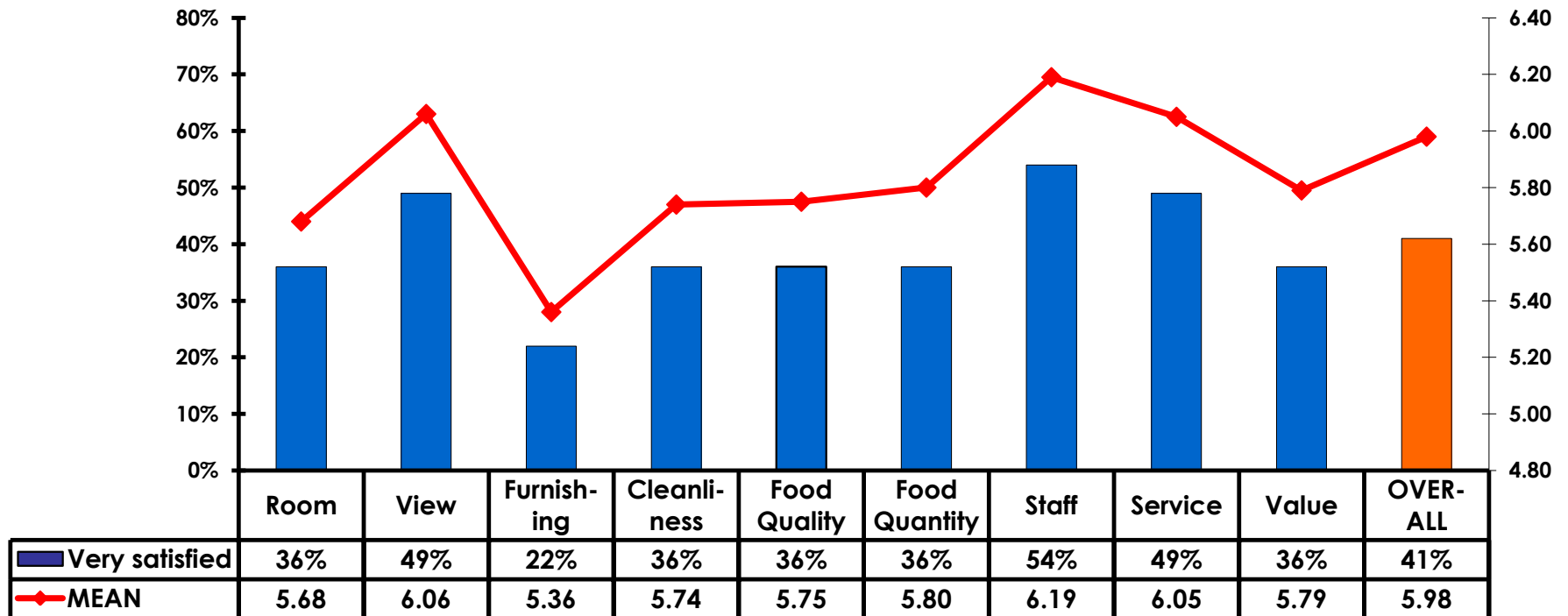
Satisfaction Quality/ Cleanliness



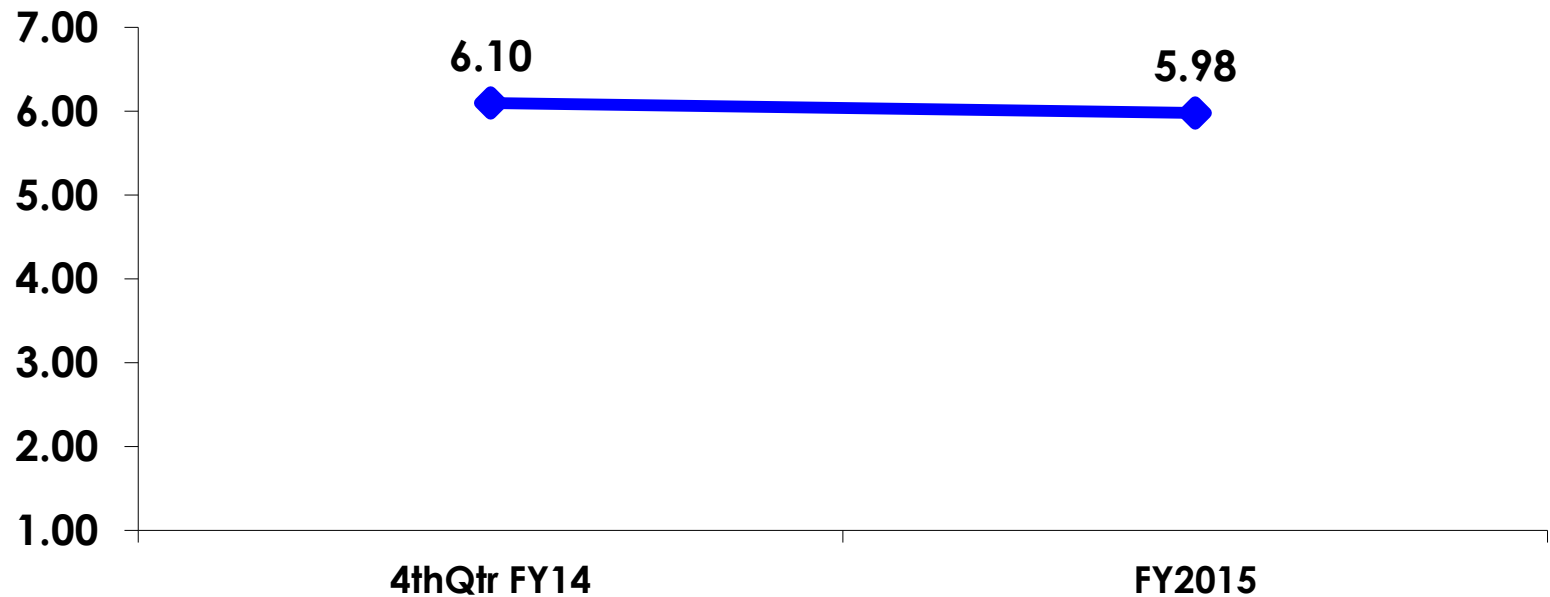
Quality of Accommodations

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



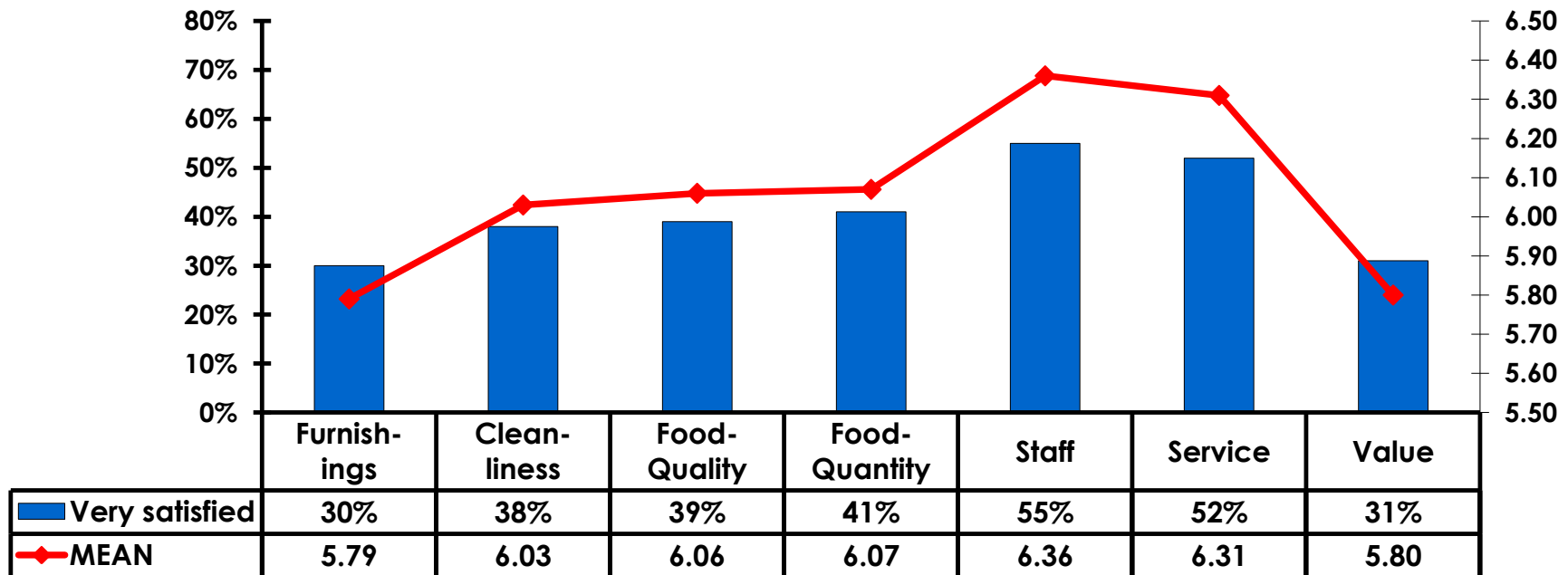
ACCOMMODATIONS- OVERALL SATISFACTION



Quality of Dining Experience

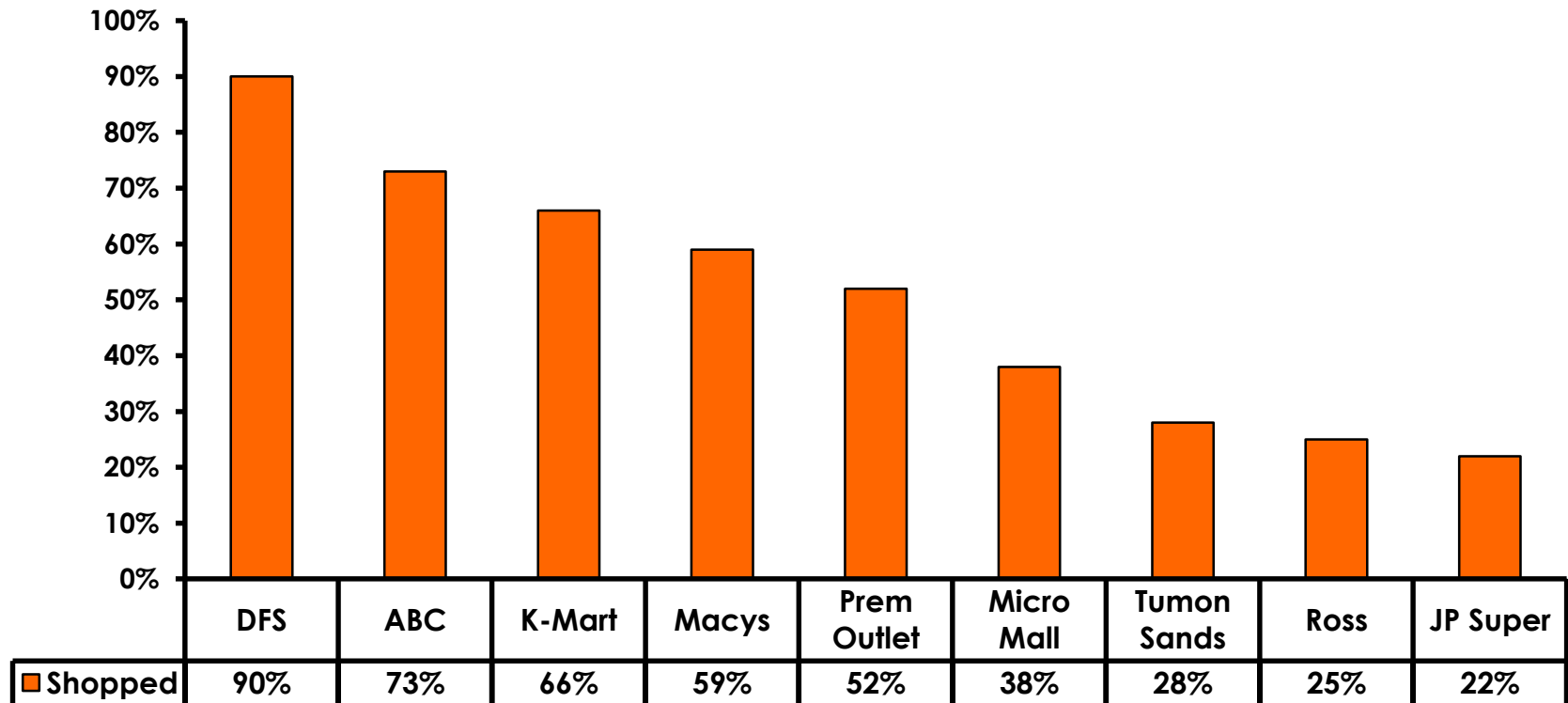
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Visits to Shopping Centers/Malls on Guam

Top 6

	4thQtr FY14	FY2015
DFS	89%	90%
ABC	80%	73%
K-Mart	61%	66%
Macys	71%	59%
Guam Premier Outlet	60%	52%
Micronesian Mall	Not Top 6	38%

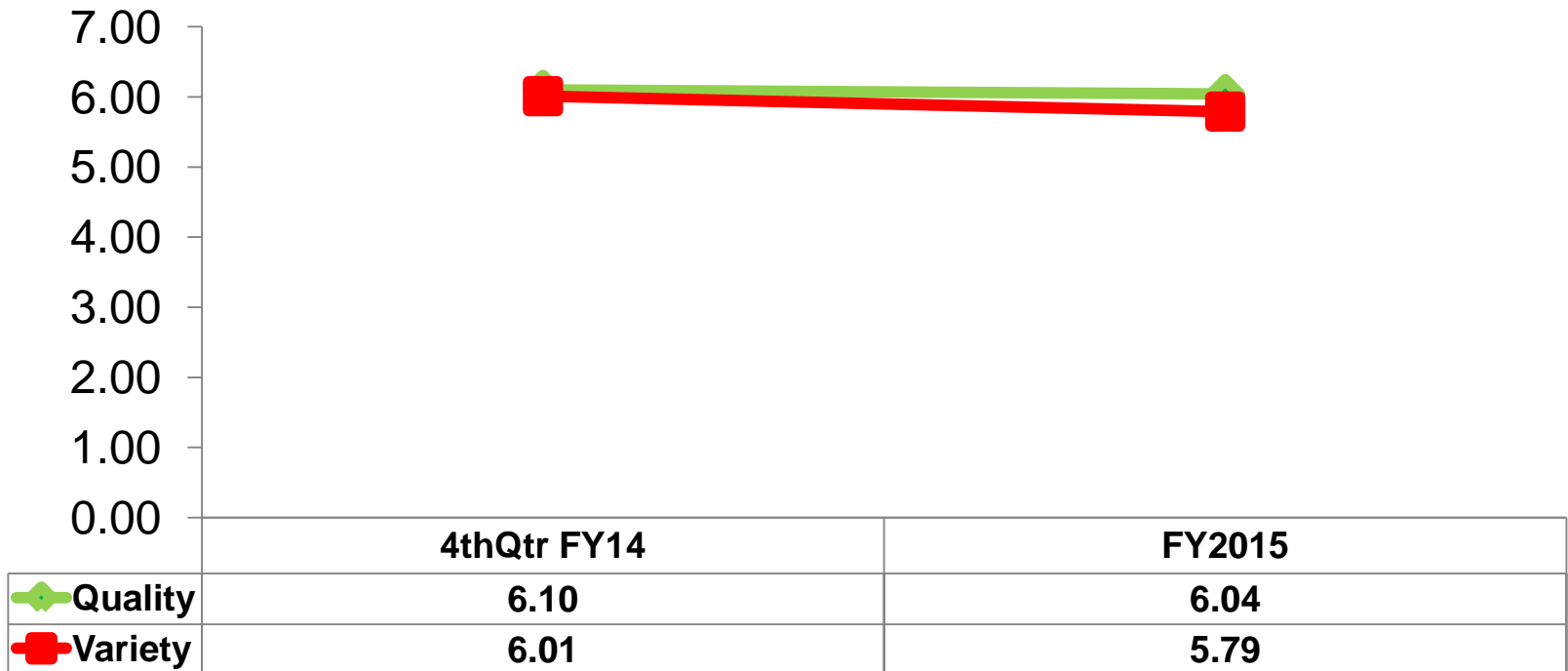
Satisfaction with Shopping

7pt Rating Scale

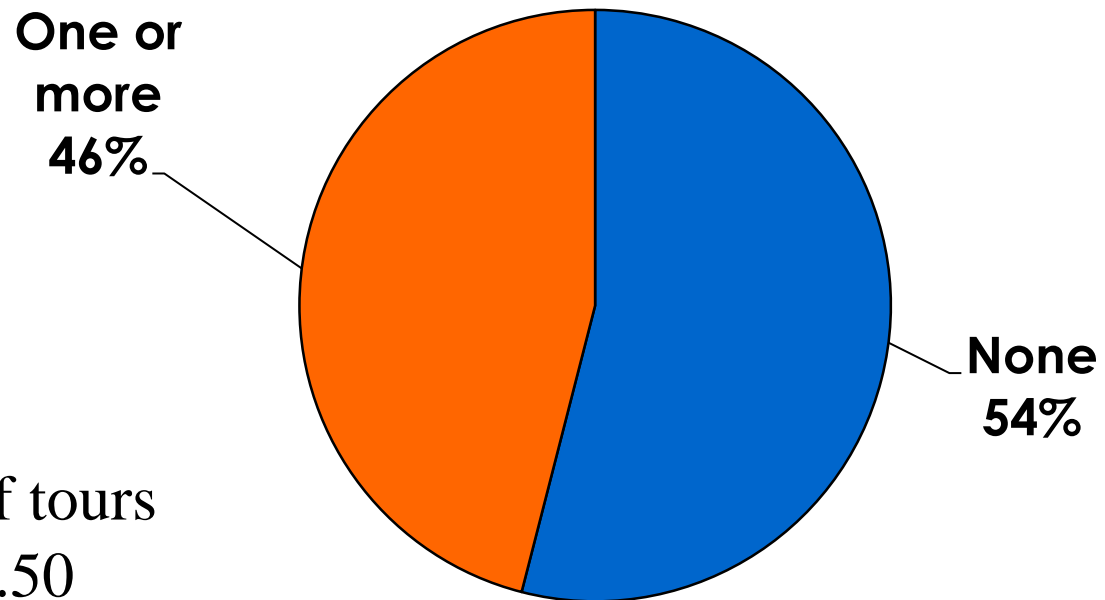
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 77%	Score of 6 to 7 = 68%
Score of 4 to 5 = 22%	Score of 4 to 5 = 29%
Score 1 to 3 = 2%	Score 1 to 3 = 4%
MEAN = 6.04	MEAN = 5.79

Satisfaction with Shopping

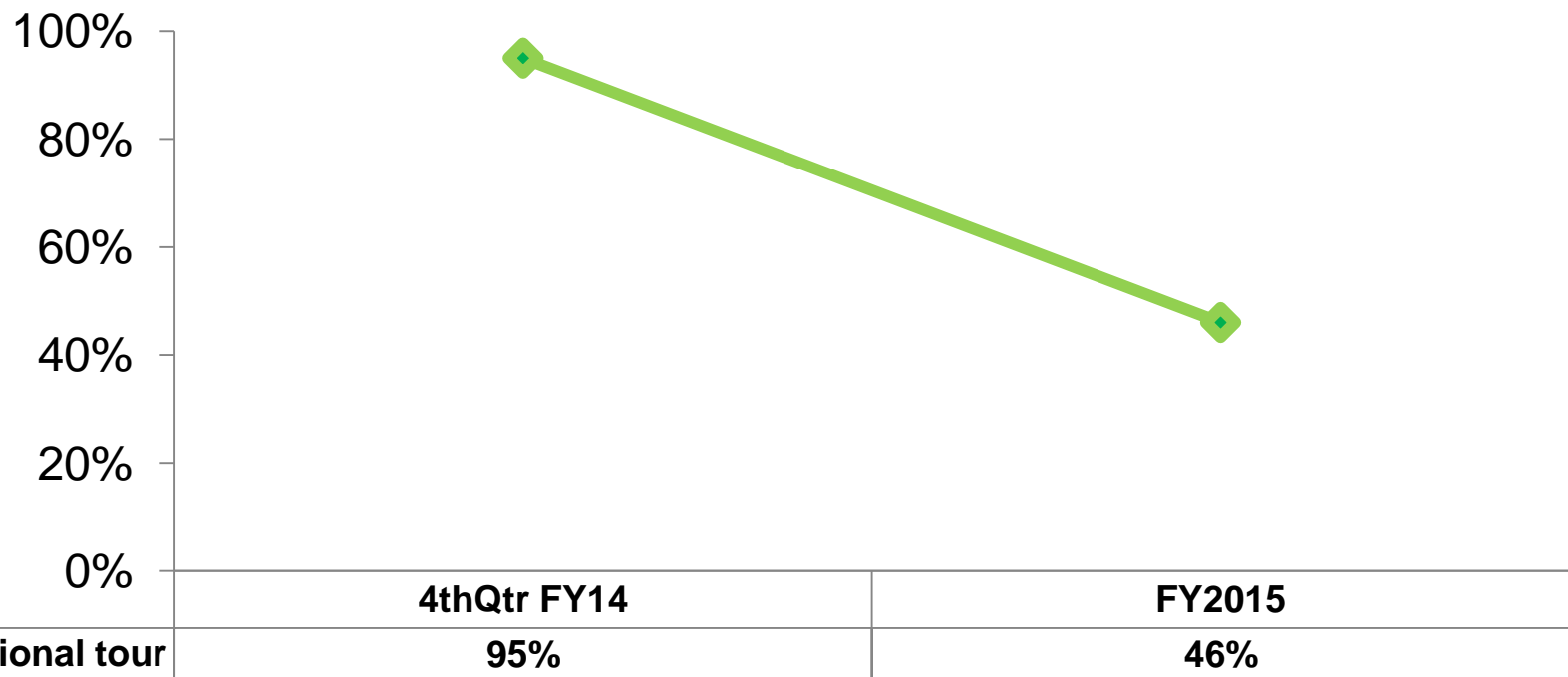


Optional Tour Participation



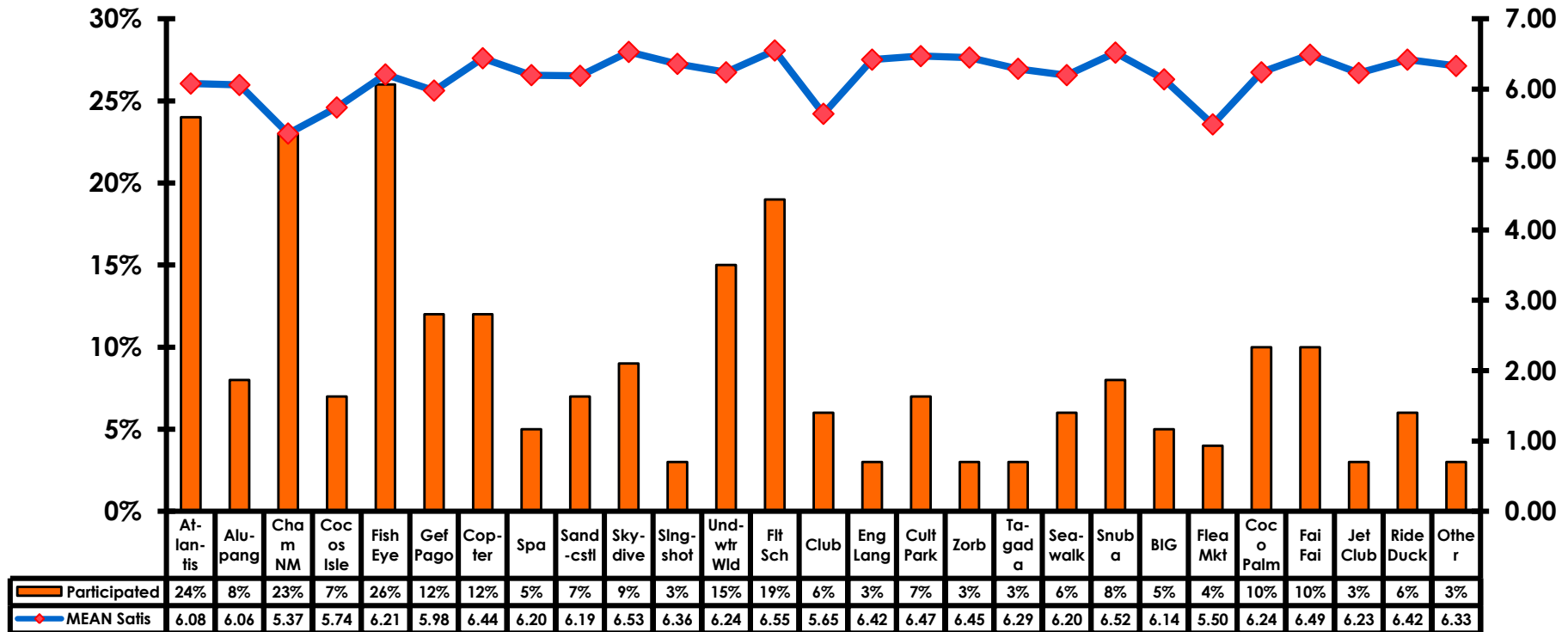
- Average number of tours participated in is 1.50

Optional Tour Participation



Optional Tours

Participation & Satisfaction



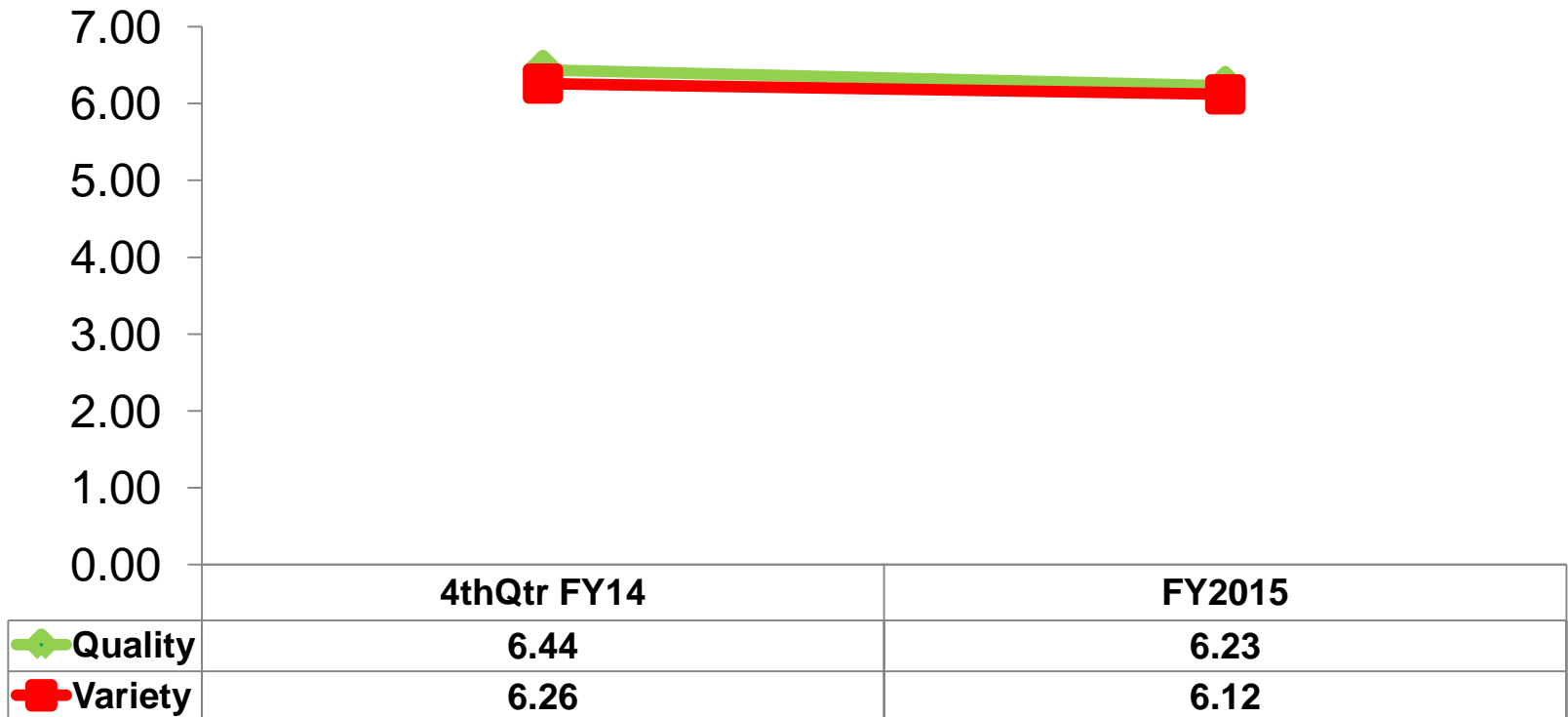
Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Day Tour	Variety of Day Tour
Score of 6 to 7 = 82%	Score of 6 to 7 = 78%
Score of 4 to 5 = 18%	Score of 4 to 5 = 22%
Score 1 to 3 = -%	Score 1 to 3 = 1%
MEAN = 6.23	MEAN = 6.12

Day Tours Satisfaction



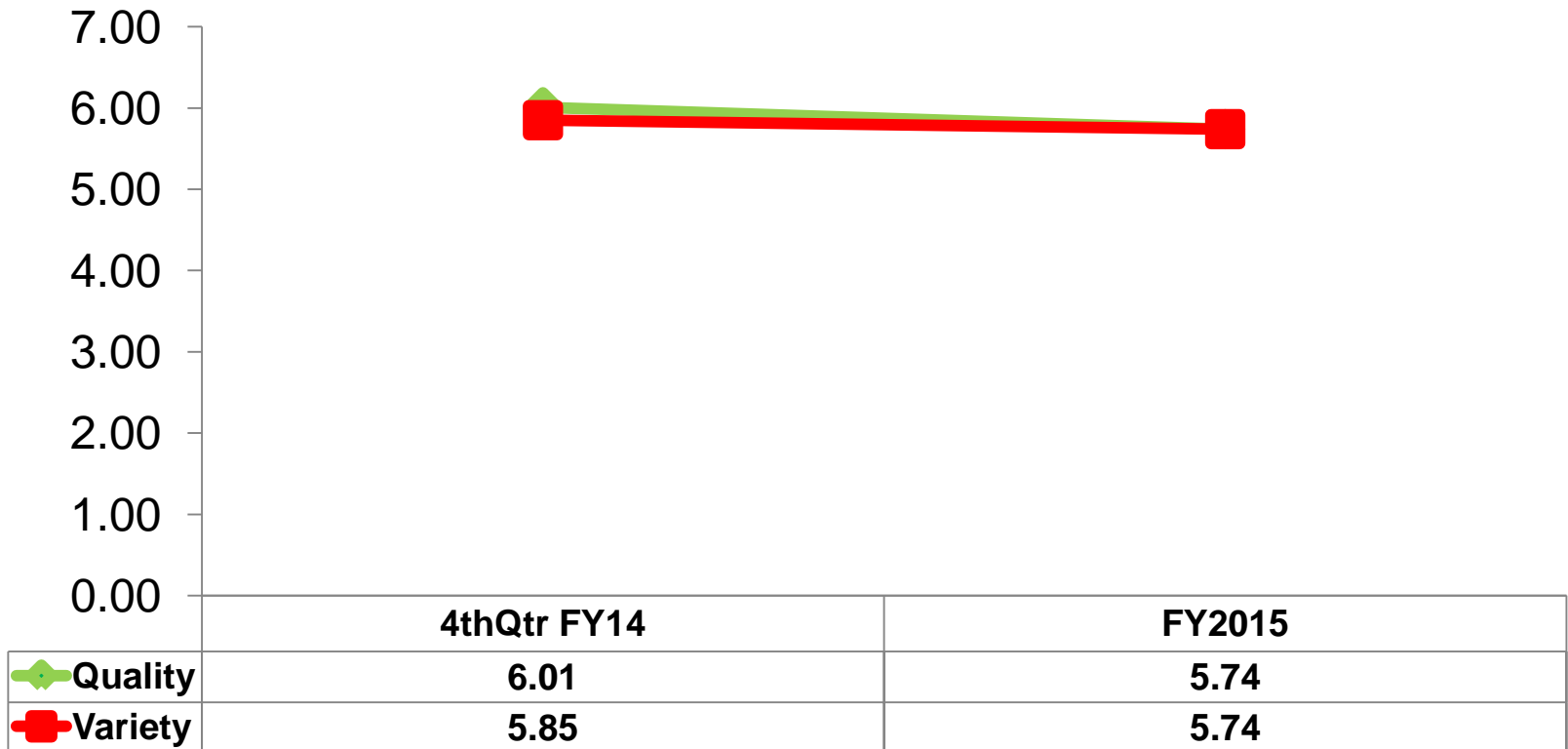
Night Tours Satisfaction

7pt Rating Scale

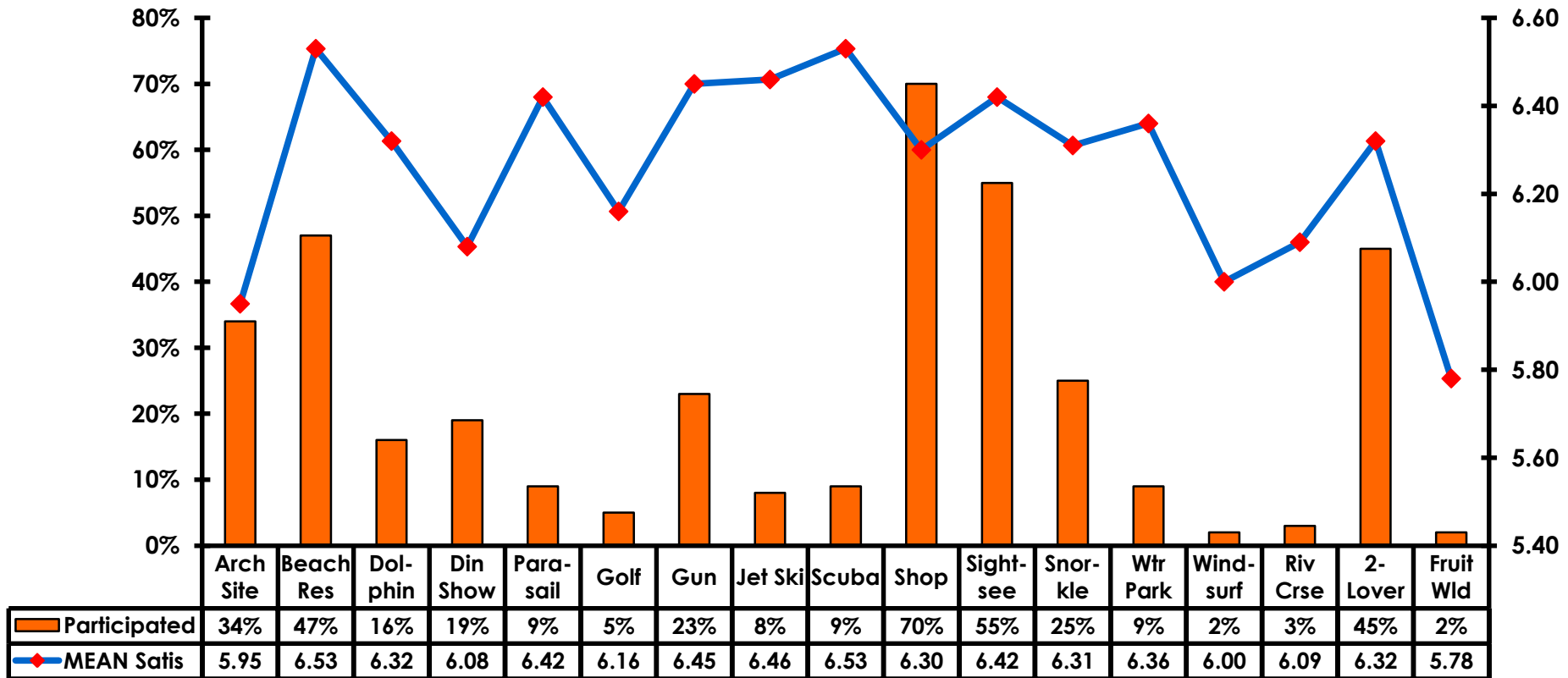
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 63%	Score of 6 to 7 = 64%
Score of 4 to 5 = 34%	Score of 4 to 5 = 34%
Score 1 to 3 = 2%	Score 1 to 3 = 2%
MEAN = 5.74	MEAN = 5.74

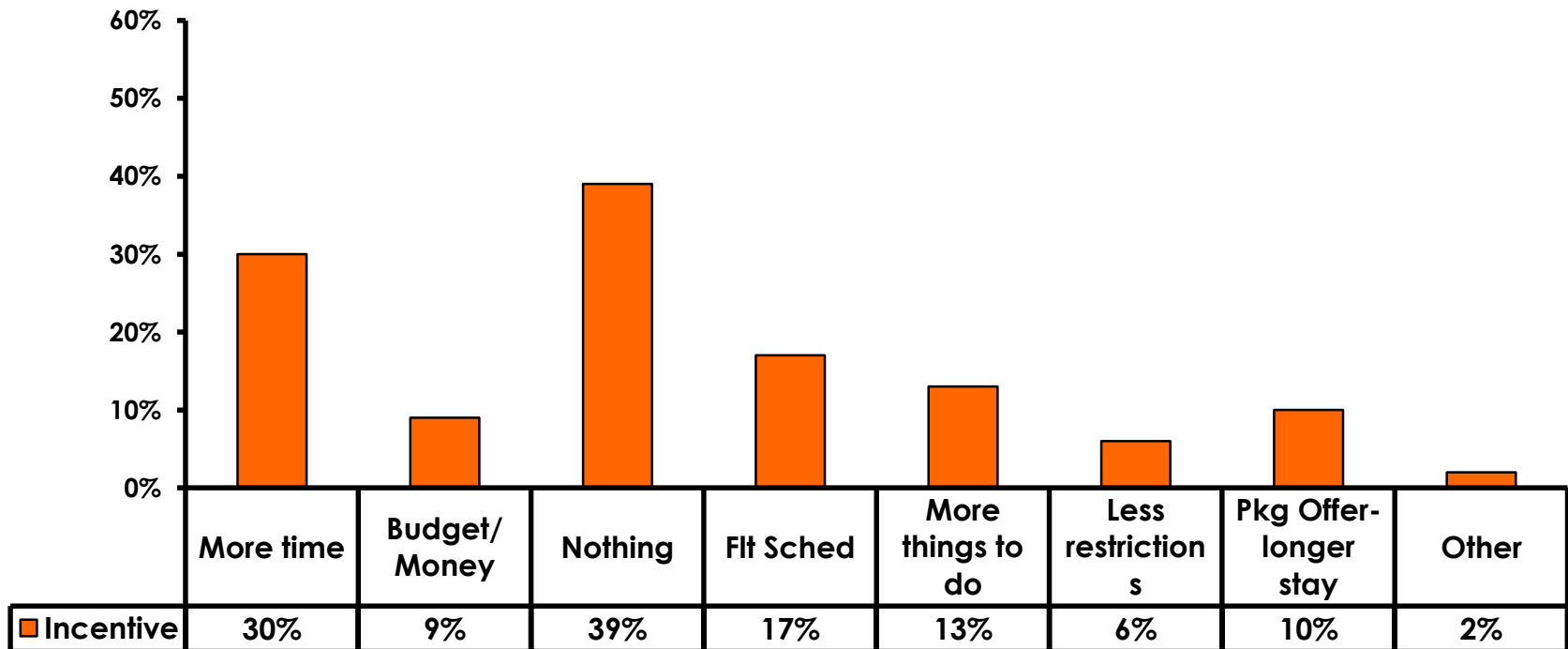
Night Tours Satisfaction



Satisfaction with Other Activities



What would it take to make you want to stay an extra day in Guam?



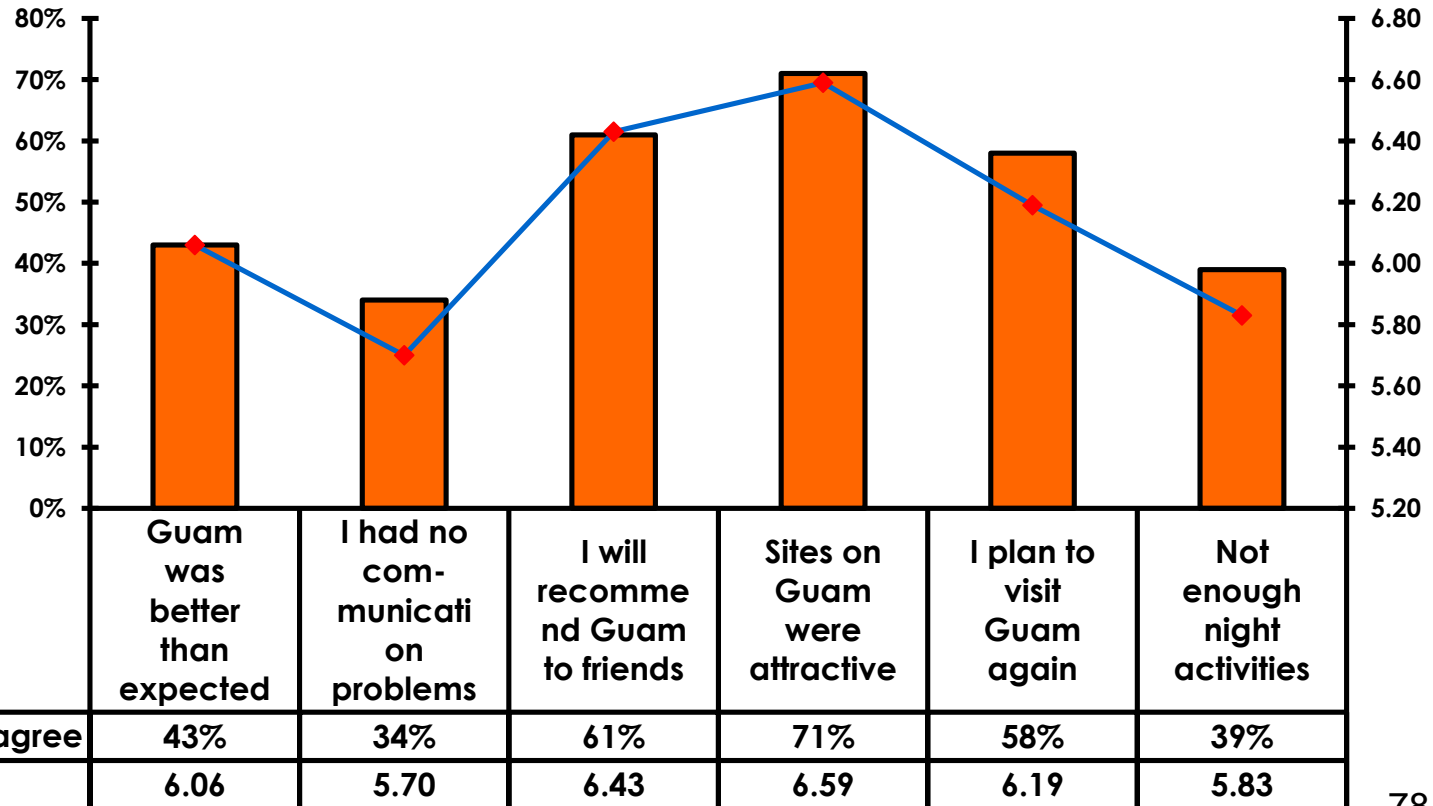
What would it take to make you want to stay an extra day in Guam?

	4thQtr FY14	FY2015
More time	38%	30%
Budget/ money	7%	9%
Nothing- spent right amount of time	21%	39%
More things to do	17%	13%
Less restrictions	8%	6%
Flight schedule times	14%	17%
Packages – longer stays	13%	10%
Other	2%	2%

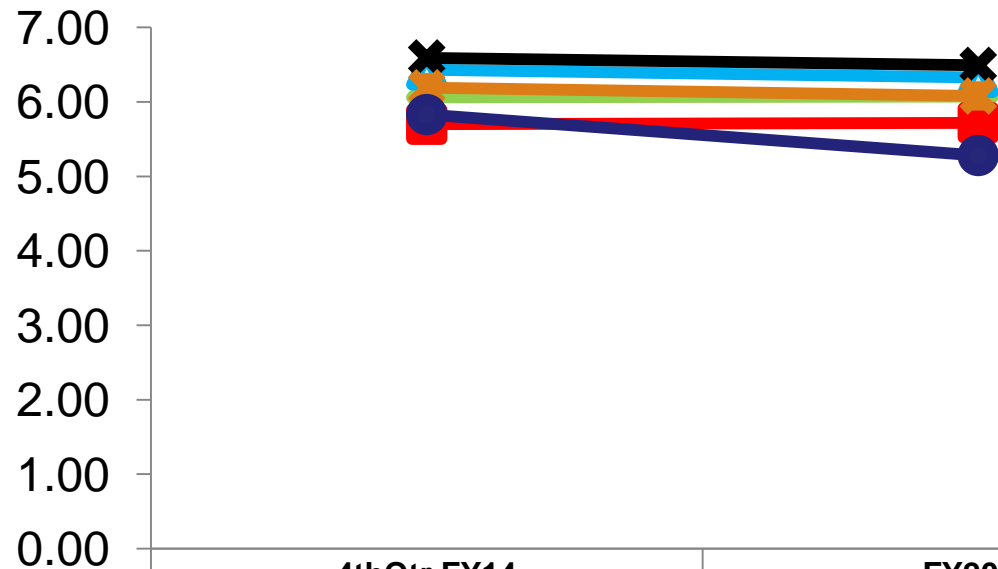
On-Island Perceptions







7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



On-Island Perceptions

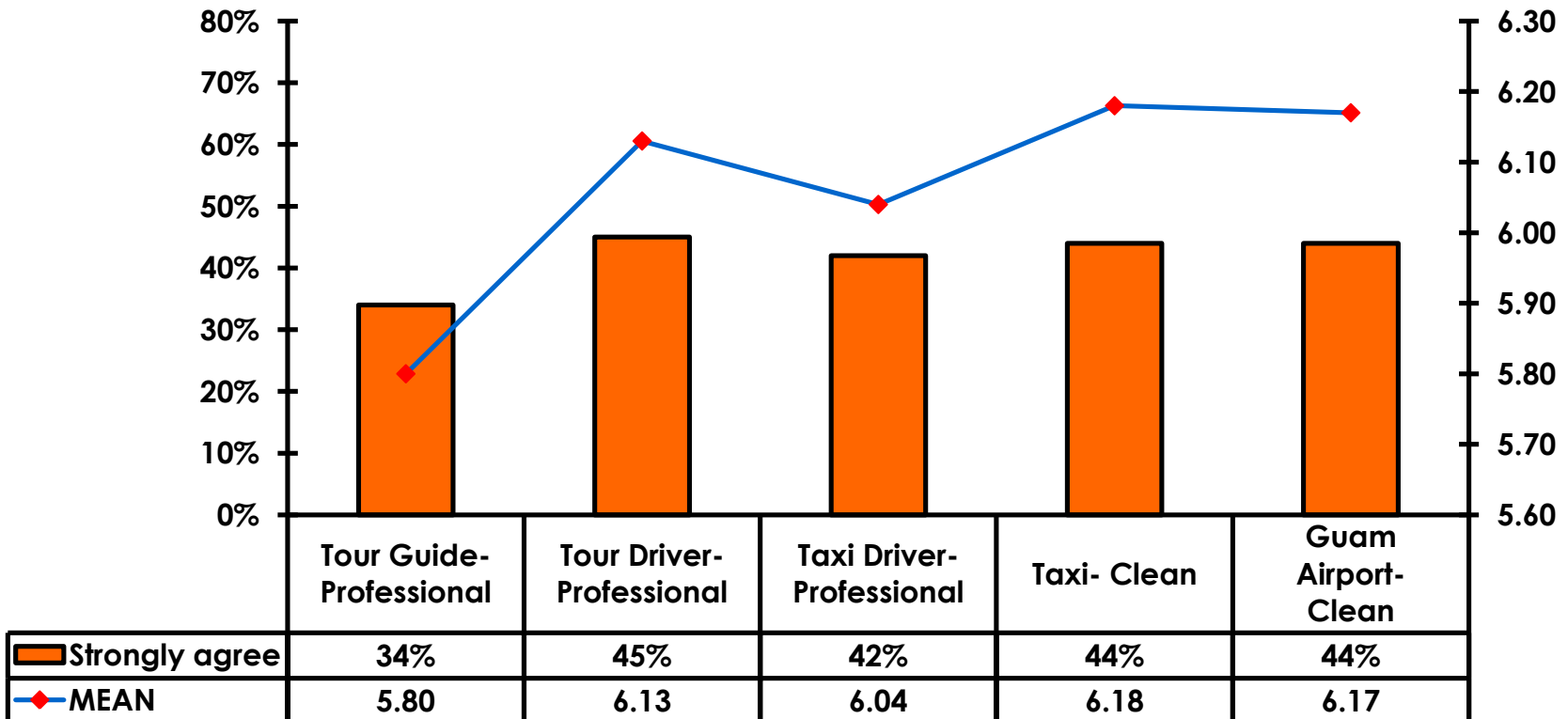


	4thQtr FY14	FY2015
 Guam was better than expected	6.06	6.07
 I had no communication problems	5.70	5.72
 I will recommend Guam to friends	6.43	6.33
 Sites on Guam were attractive	6.59	6.49
 I plan to visit Guam again	6.19	6.08
 Not enough night activities	5.83	5.28

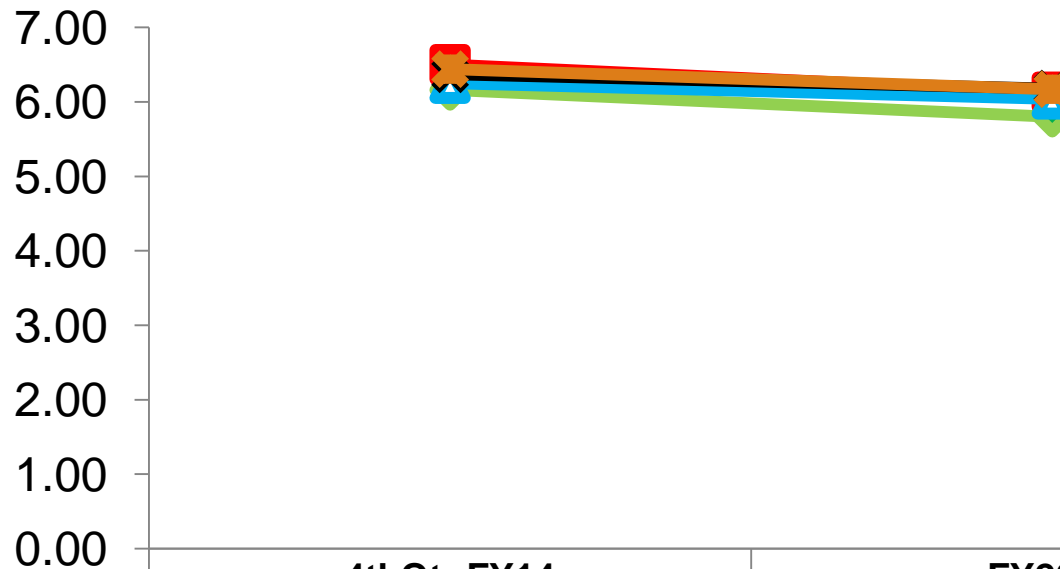
On-Island Perceptions






7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



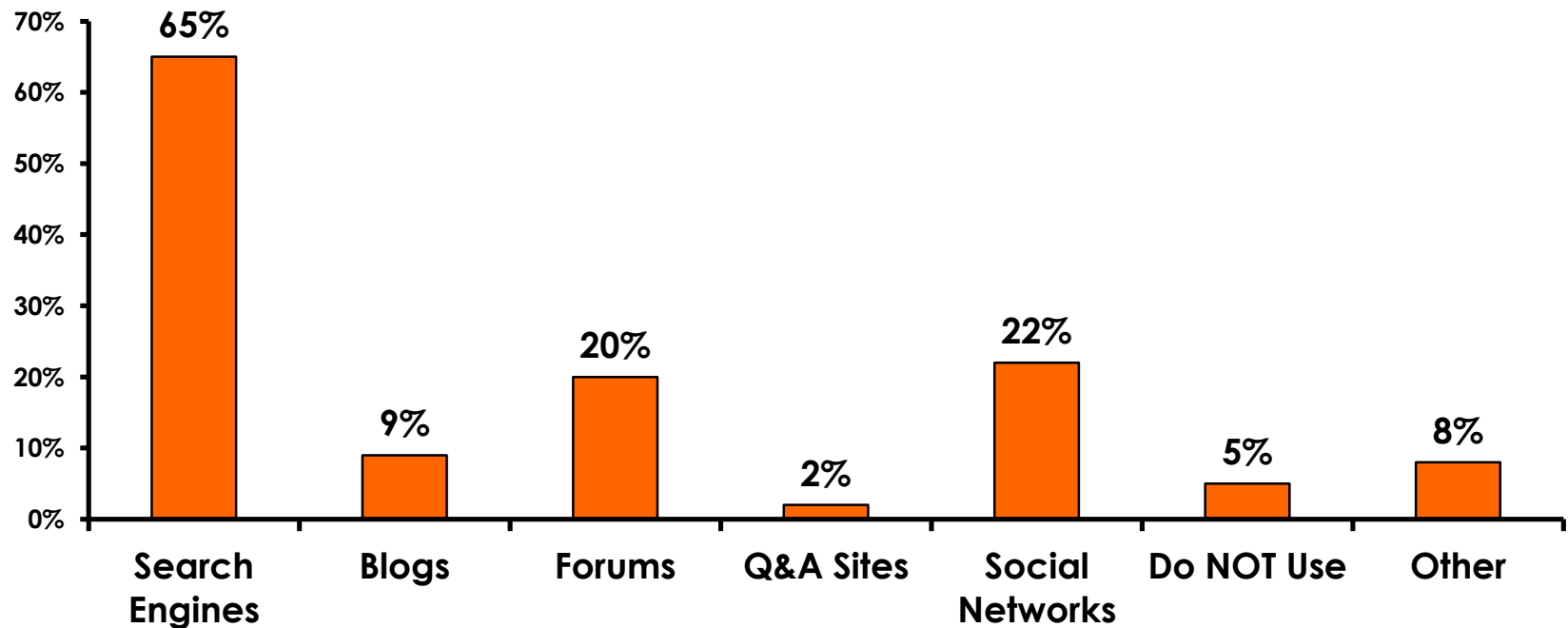
On-Island Perceptions



	4thQtr FY14	FY2015
 Tour Guide- professional	6.16	5.80
 Tour Driver- professional	6.50	6.13
 Taxi - Professional	6.25	6.04
 Taxi- clean	6.37	6.18
 Guam Airport- Clean	6.44	6.17

SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

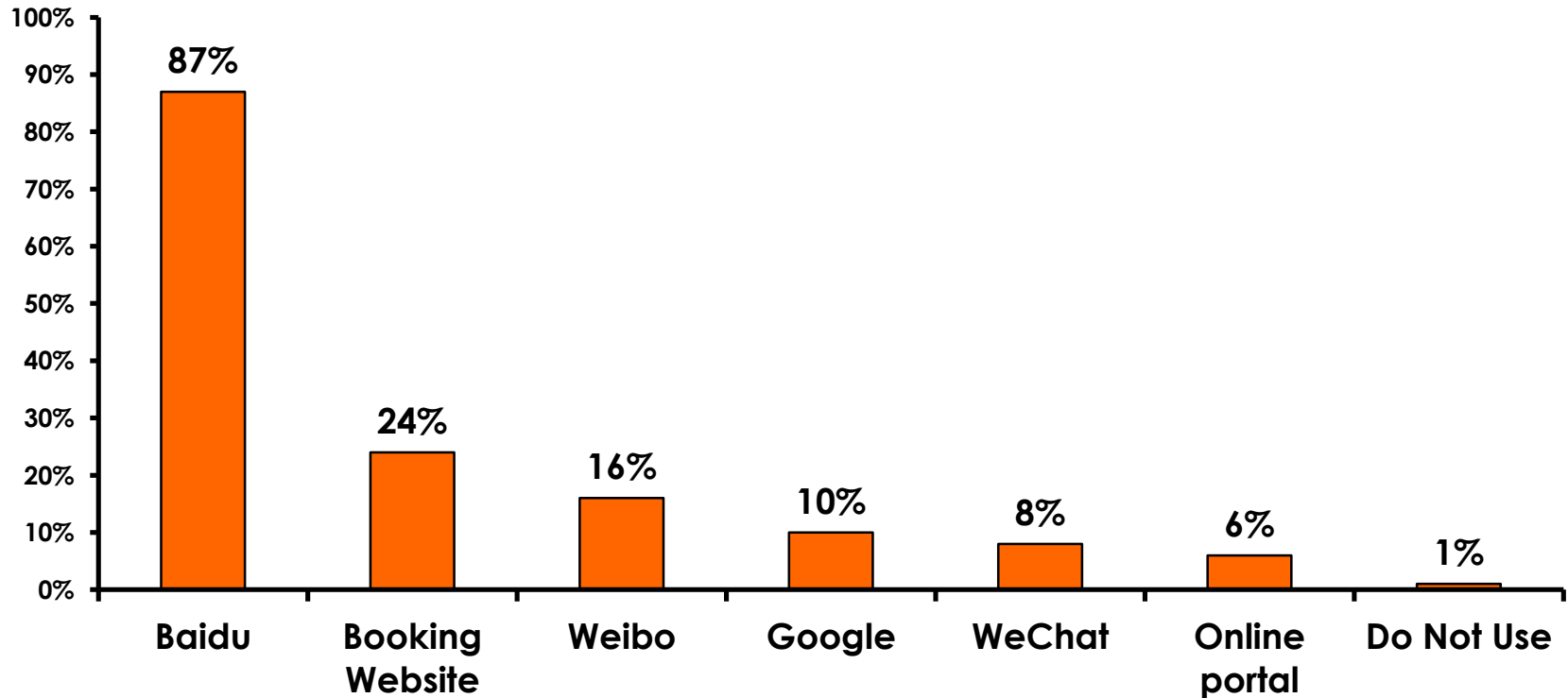


Internet- Guam Sources of Info

	4thQtrFY14	FY2015
Search engines	61%	65%
Blogs	14%	9%
None	3%	5%
Q&A sites	1%	2%
Social Network	11%	22%
Forums	22%	20%
Other	12%	8%

Internet- Things To Do

Sources of Info

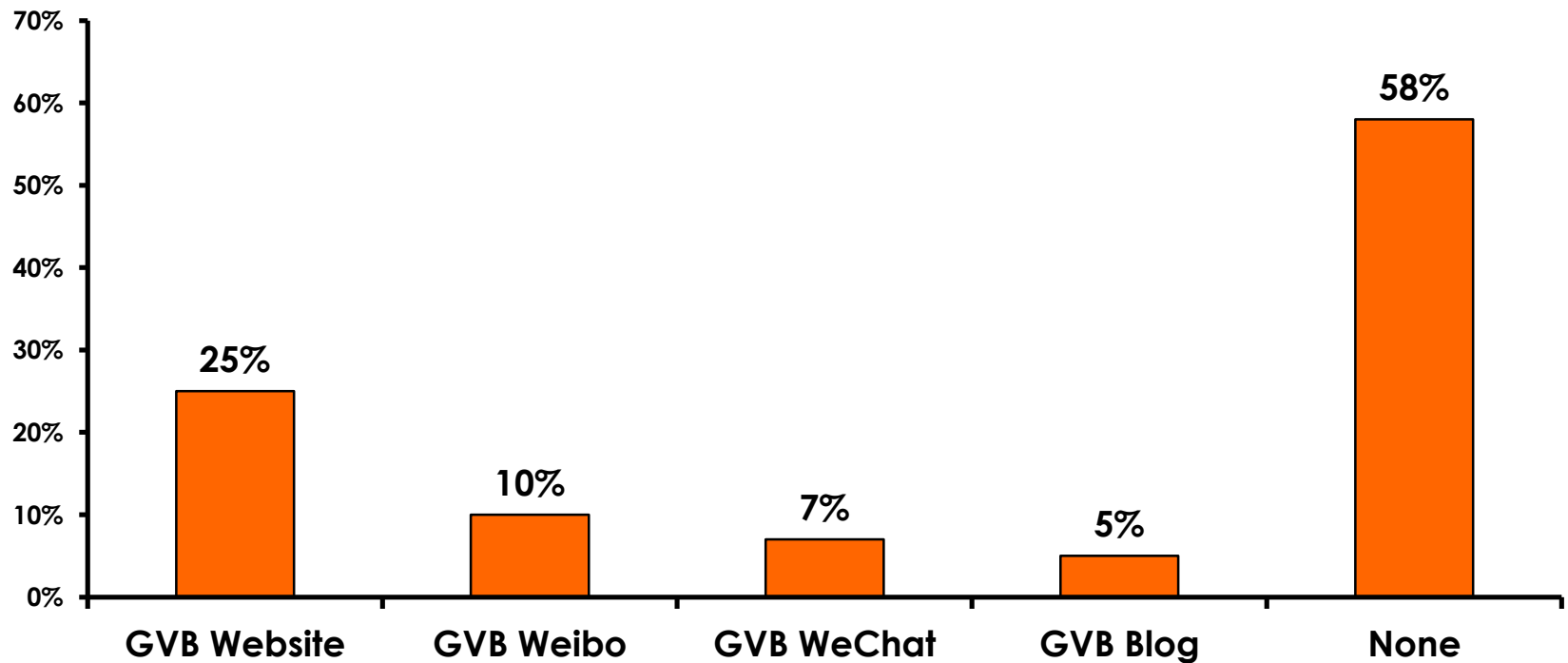


Internet- Things To Do

Sources of Info

	4thQtrFY14	FY2015
Baidu	87%	79%
Online booking website	24%	35%
WeChat	8%	16%
Google	10%	14%
Weibo	16%	13%
Online portal	6%	5%
Yahoo	-	2%
Do not use	1%	3%

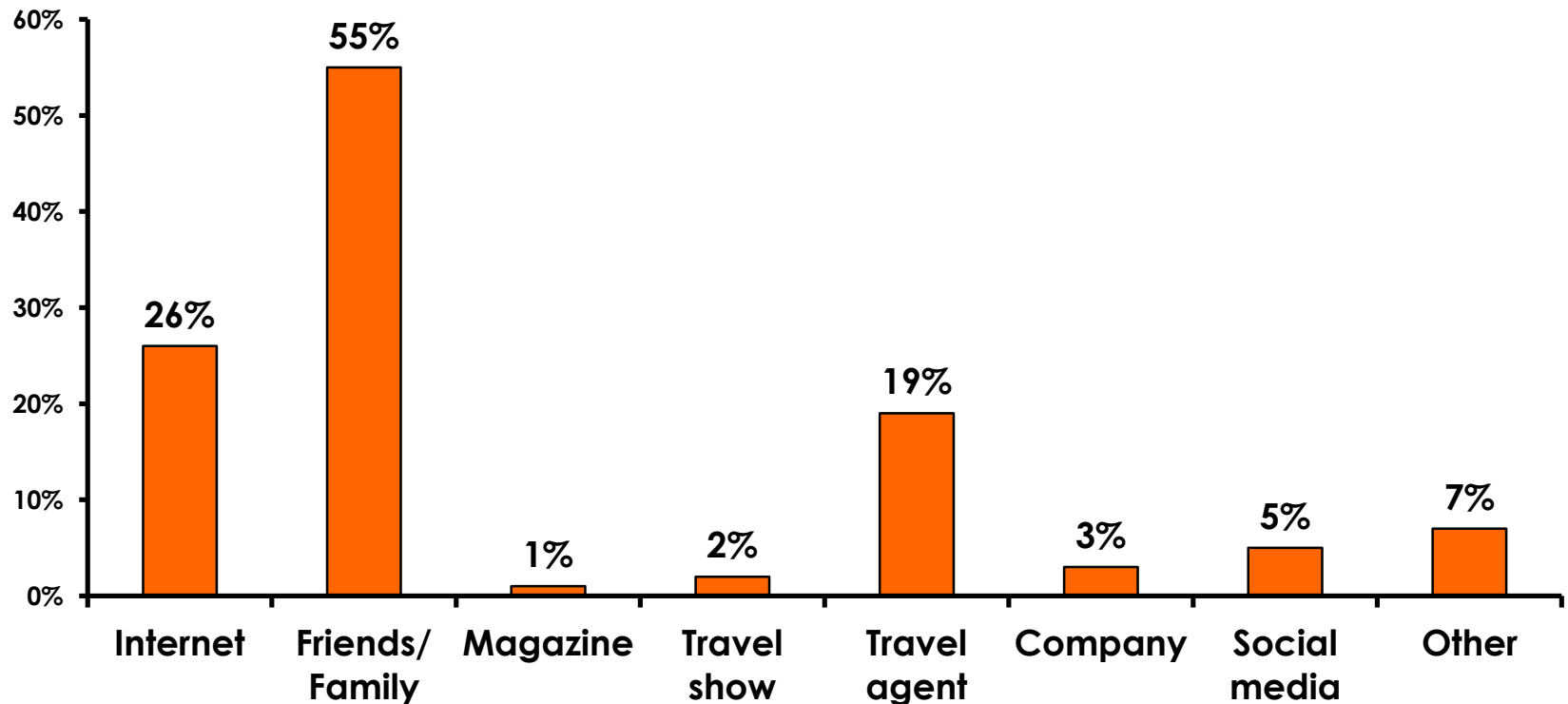
Internet- GVB Sources



Internet- GVB Sources

	4thQtrFY14	FY2015
None	58%	64%
GVB Website	25%	26%
GVB Weibo	10%	9%
GVB WeChat	7%	4%
GVB Blog	5%	2%

Travel Motivation- Info Sources

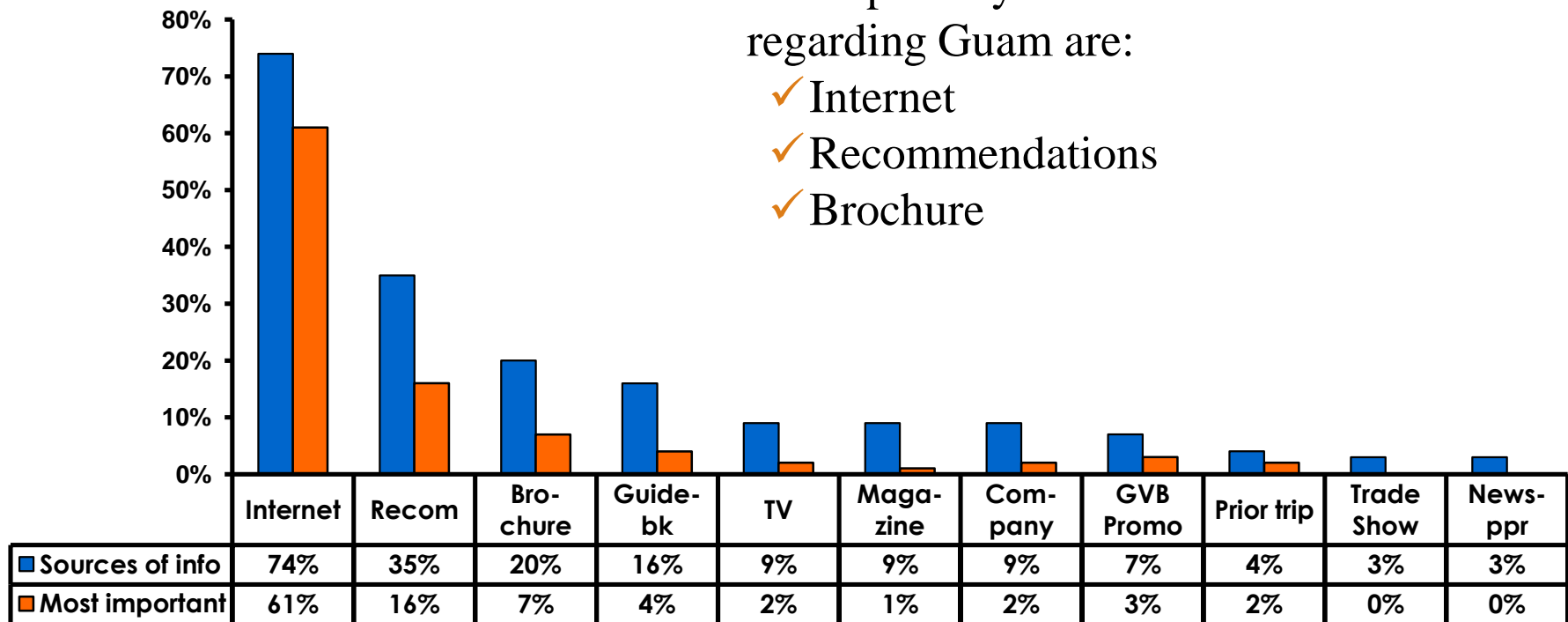


Travel Motivation- Info Sources

	4thQtrFY14	FY2015
Friends/ family	55%	43%
Internet	26%	33%
Travel agent	19%	19%
Other	7%	10%
Social media	5%	5%
Company/ bus trip	3%	3%
Magazines	1%	3%
Travel shows	2%	2%

Sources of Information Pre-arrival

- The 3 primary sources of information regarding Guam are:
 - ✓ Internet
 - ✓ Recommendations
 - ✓ Brochure



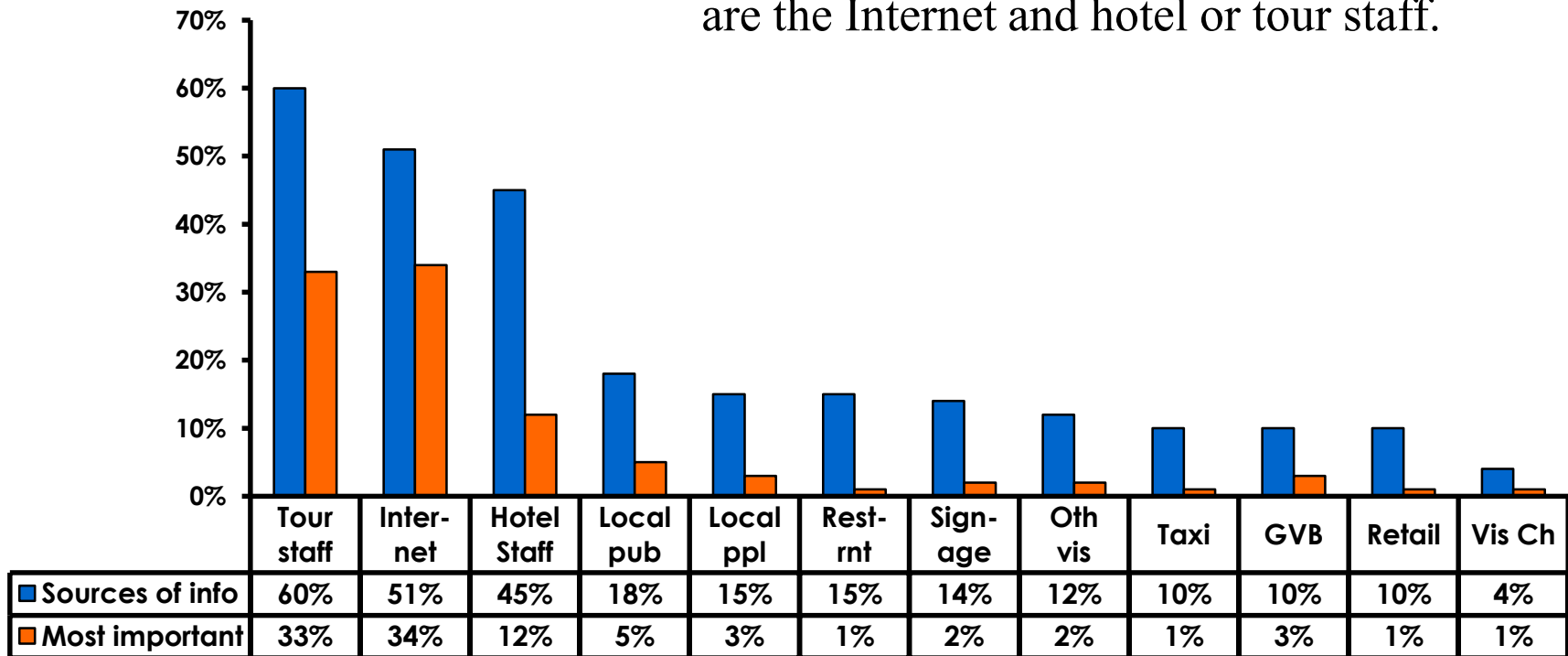
Sources of Information Pre-arrival

Top 3 responses

	4thQtrFY14	FY2015
Internet	56%	61%
Recommend- friend/ relative	11%	16%
Travel Ag Brochre	13%	7%

Sources of Information Post-arrival

- The primary local source of information are the Internet and hotel or tour staff.



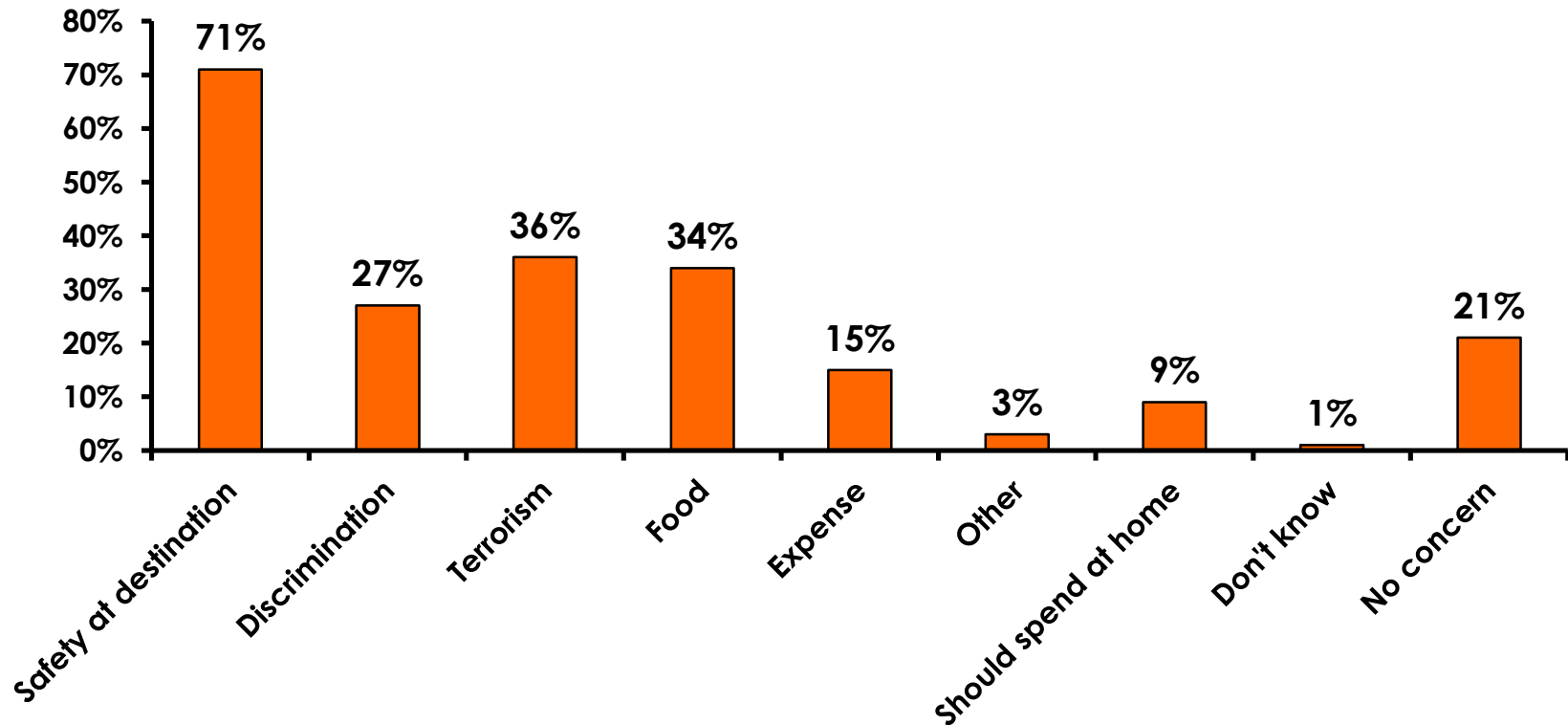
Sources of Information Post-arrival

Top 3

	4thQtrFY14	FY2015
Internet	23%	34%
Tour staff	48%	33%
Hotel staff	9%	12%

SECTION 6 **OTHER ISSUES**

Concerns about travel outside of China - Overall



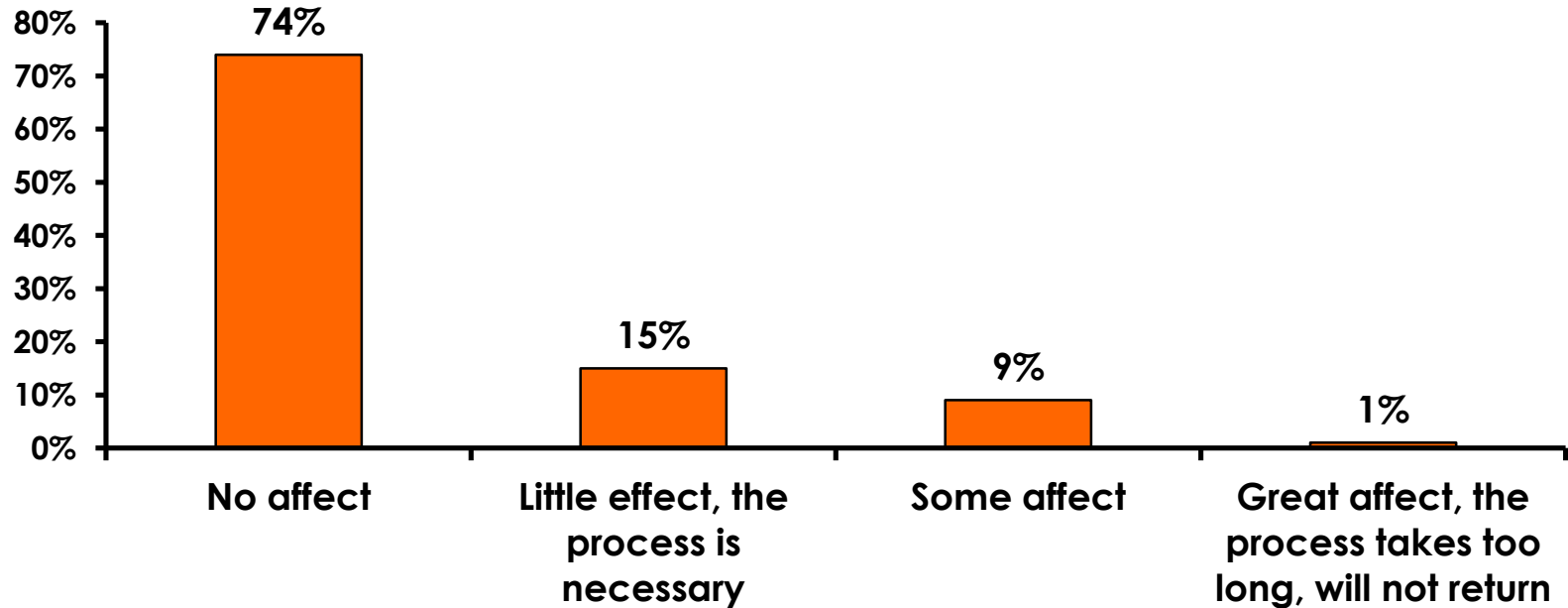
Concerns about travel outside of China -

	4thQtrFY14	FY2015
Safety	70%	71%
Terrorism	24%	36%
Food	16%	34%
Expense	11%	15%
Discrimination	25%	27%
Should spend @home	5%	9%
Other	4%	3%
DK		1%
No Concern	17%	21%

Concerns about travel outside of China - By Age & Income

		TOTAL	AGE				Q26							
		-	18-24	25-34	35-49	50+	<=CNY40K	CNY40K - CNY60K	CNY60K - CNY80K	CNY80K - CNY120K	CNY120K - CNY240K	CNY240K+	No Income	
Q21	Safety	71%	67%	75%	71%	66%	50%	70%	69%	68%	70%	78%	71%	
	Terrorism	36%	13%	36%	42%	33%	20%	30%	31%	28%	41%	41%	29%	
	Food	34%	53%	34%	30%	33%	30%	17%	35%	33%	36%	36%	57%	
	Discrimination against Chinese	27%	23%	34%	28%	13%		40%	20%	14%	34%	33%	29%	
	No concerns	21%	23%	14%	20%	37%	20%	23%	22%	30%	21%	13%	57%	
	Expense	15%	27%	24%	7%	6%	20%	7%	14%	8%	18%	18%	29%	
	Should spend at home	9%	13%	18%	3%	2%	10%	3%	12%	8%	14%	7%		
	Other	3%	3%	1%	6%	3%		10%		4%	2%	5%	14%	
	Don't know	1%	3%	1%	1%	2%		3%	2%	3%	1%			
	Total	Count	406	30	155	135	86	10	30	51	79	107	110	7

Security Screening/ Immigration Process at Guam International Airport



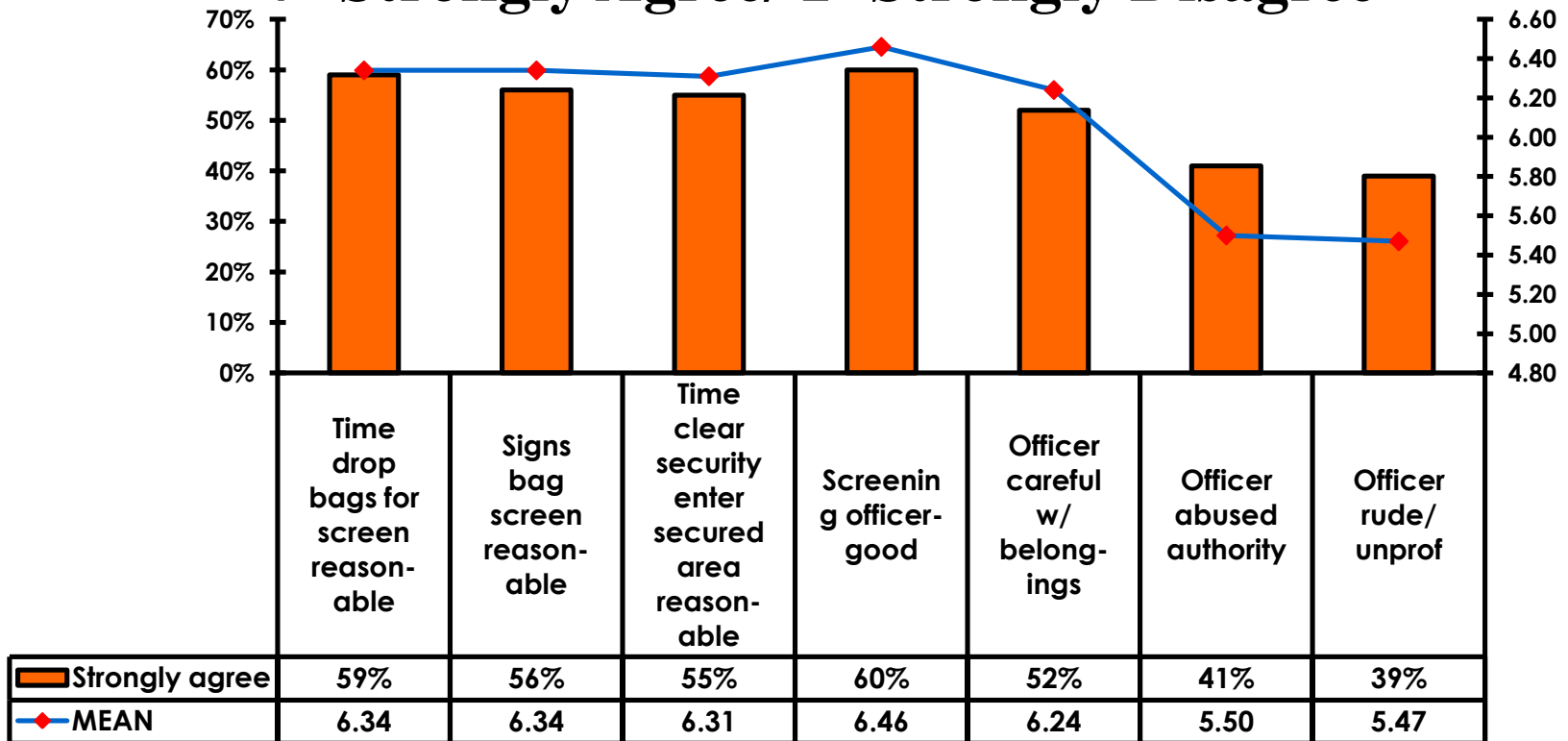
Security Screening/ Immigration Process at Guam International Airport

	4thQtrFY14	FY2015
No effect	72%	74%
Little effect	13%	15%
Some effect	14%	9%
Great effect	2%	1%

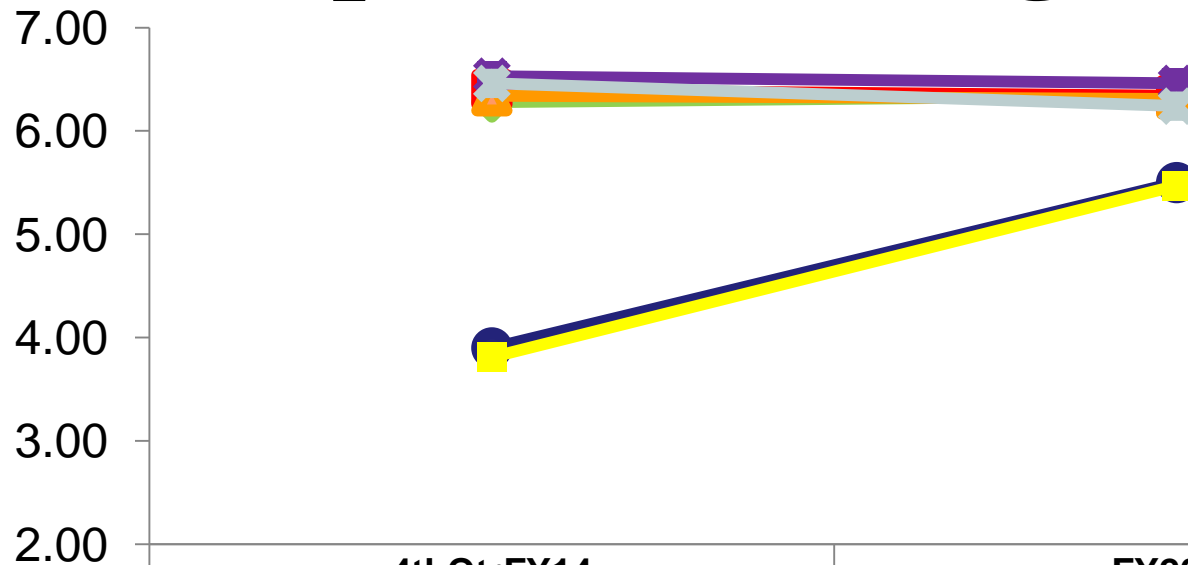
Airport Screening








7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree

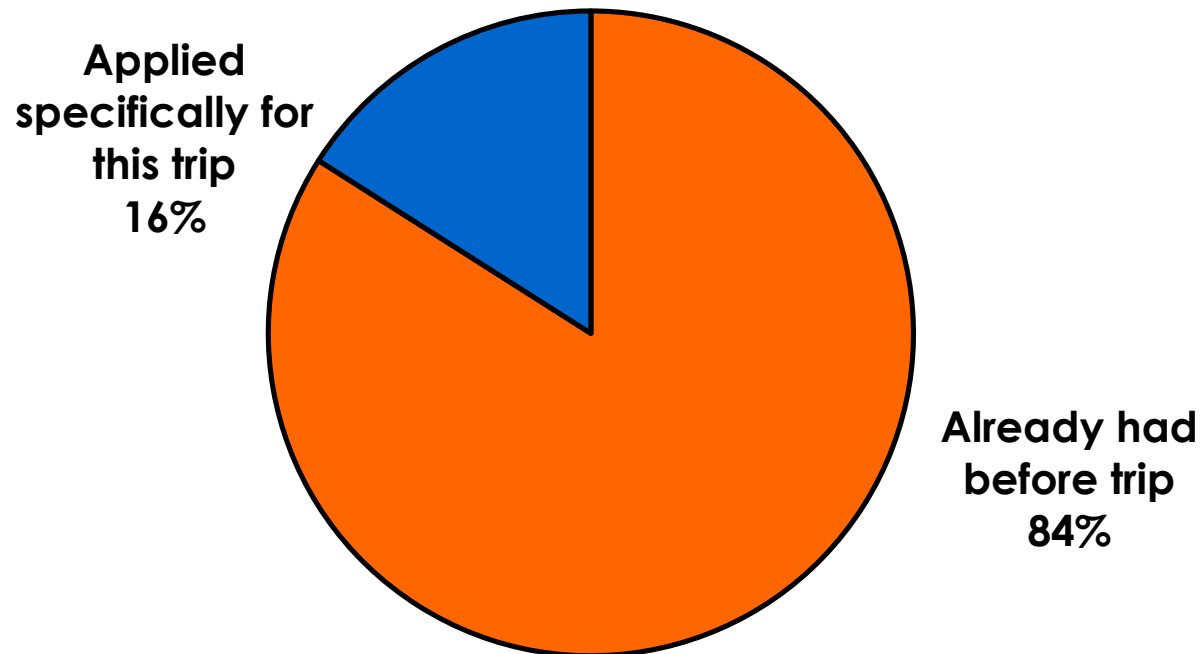


Airport Screening



	4thQtrFY14	FY2015
 Time- Bag screening	6.28	6.34
 Sign- Bag Screen	6.40	6.34
 Time- clear security	6.34	6.31
 Officer- good	6.53	6.46
 Officer- careful	6.46	6.24
 Officer- abusive	3.90	5.50
 Officer- rude	3.81	5.47

U.S. VISA



U.S. VISA

	4thQtrFY14	FY2015
Already had VISA	84%	70%
Got VISA for this trip	16%	30%

SHOP GUAM - AWARENESS

FY2015	
Aided Awareness	9%
Not aware	91%

SHOP GUAM - IMPACT

FY2015	
Increased	72%
Decreased	6%
No change	22%