



# **GUAM VISITORS BUREAU**

## **CHINA Visitor Tracker Exit Profile**

### **FY2016**

### **DATA AGGREGATION**



**Prepared by: QMark Research**

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# Background & Methodology

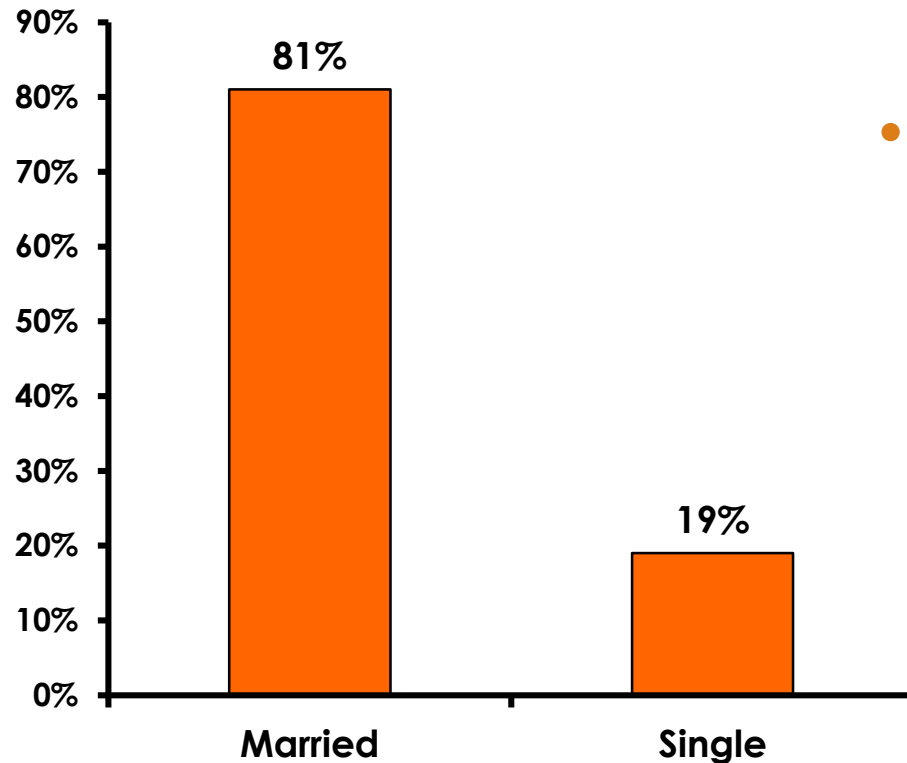
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **410** departing 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 **410** 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.

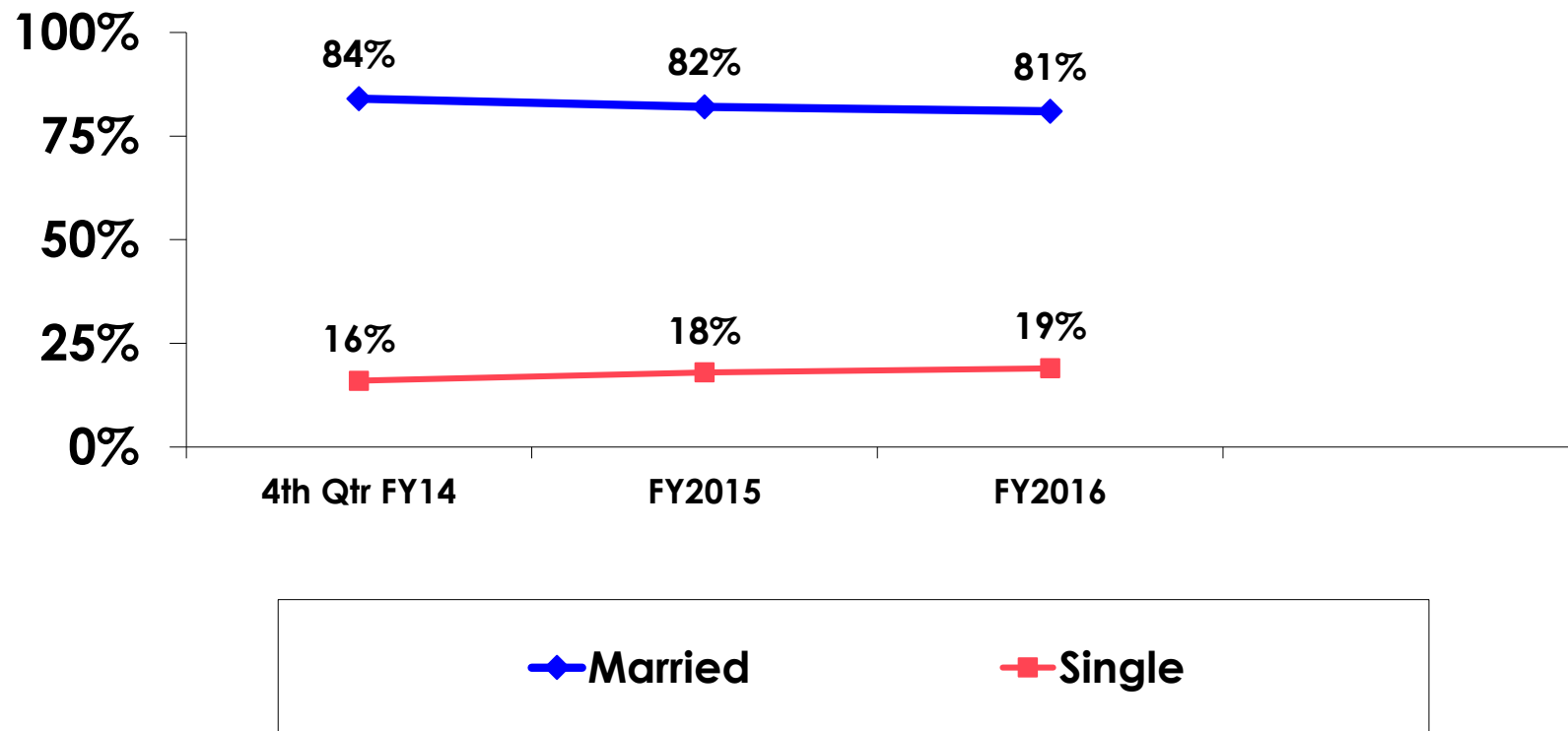
# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status - Overall

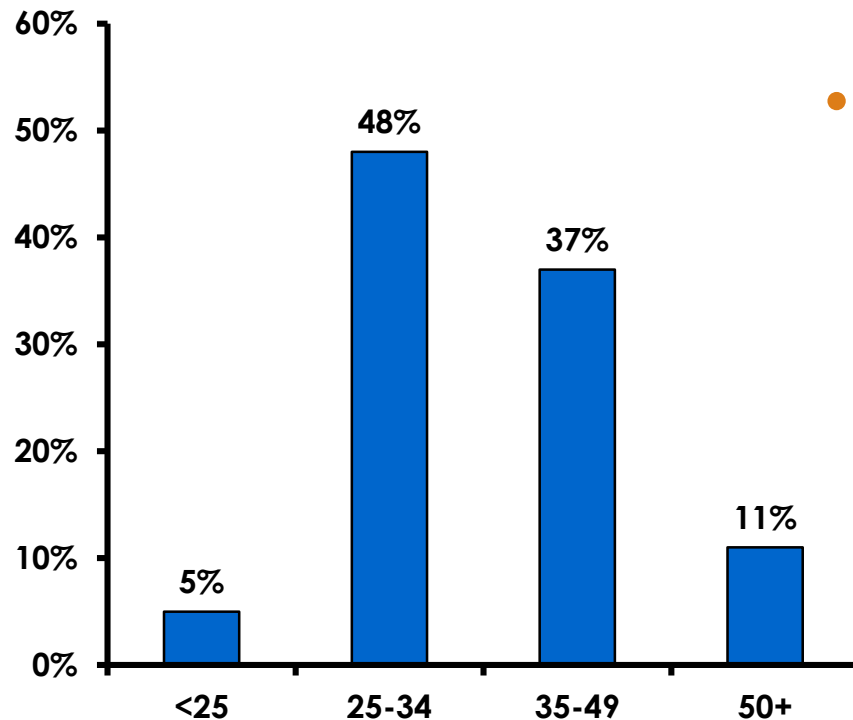


- Majority of visitors are married.

# MARITAL STATUS

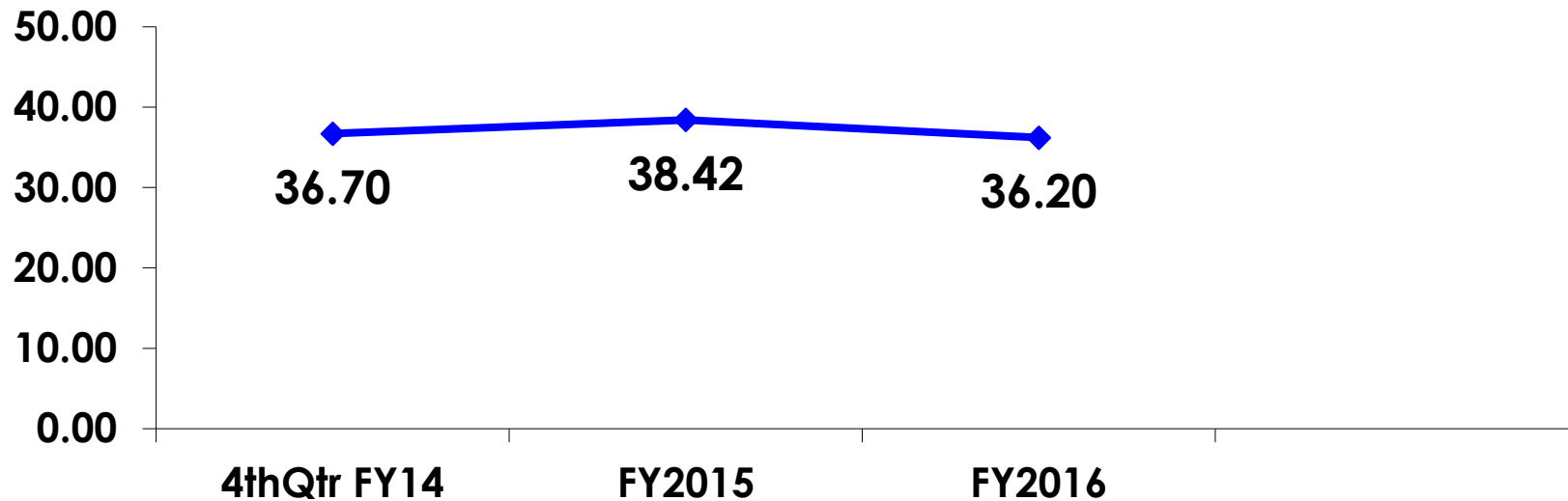


# Age - Overall



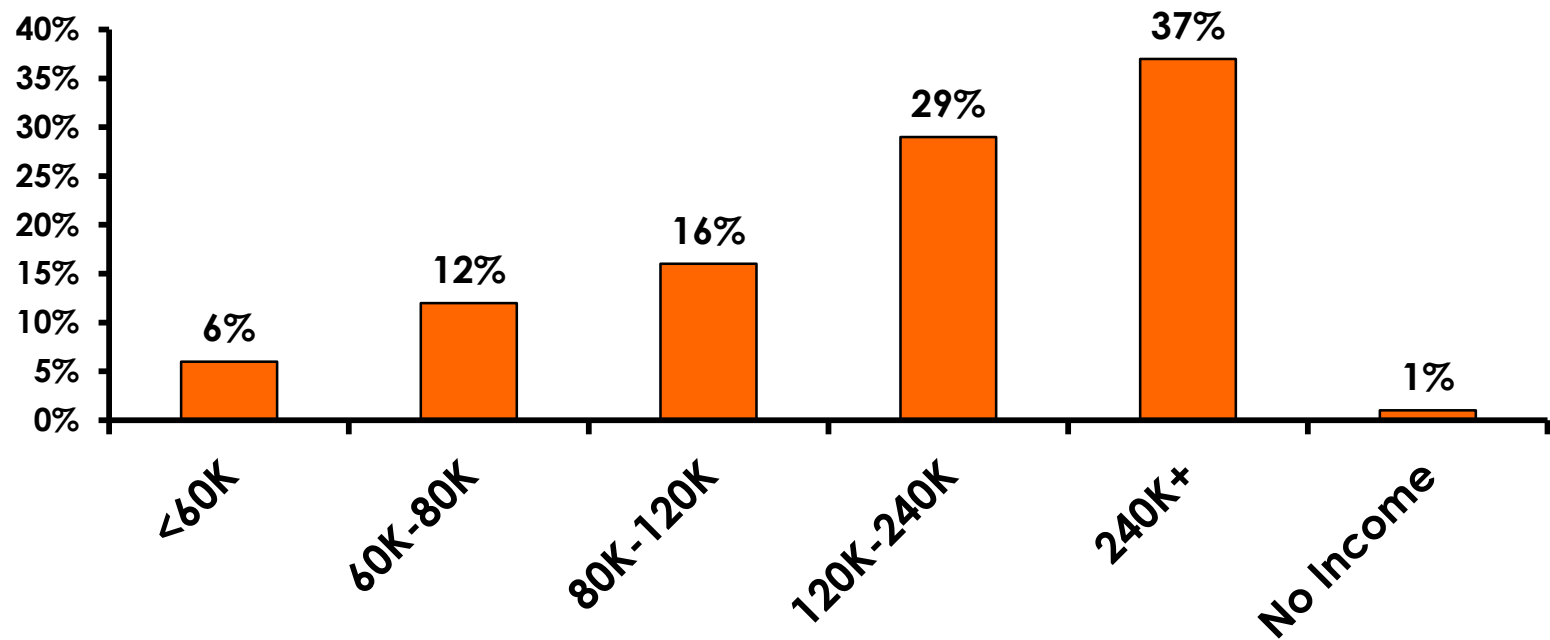
- The average age of the respondents is 36.20 years of age.

# AVERAGE - AGE





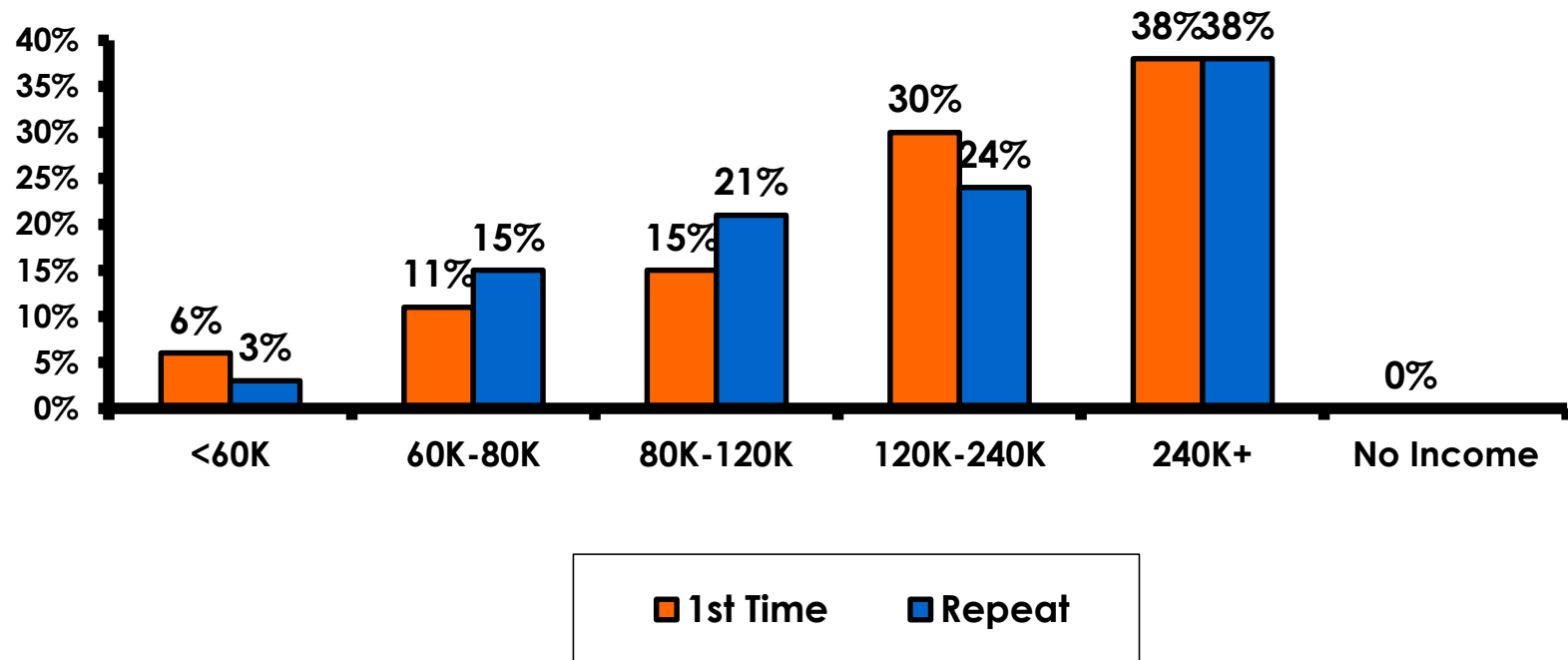
# Personal Income



# Personal Income

	4thQtr FY14	FY2015	FY2016
<CNY60K	14%	11%	6%
CNY60K- CNY80K	13%	13%	12%
CNY80K- CNY120K	18%	20%	16%
CNY120K- CNY240K	25%	27%	29%
CNY240K+	29%	28%	37%
Refused/ None	1%	2%	1%

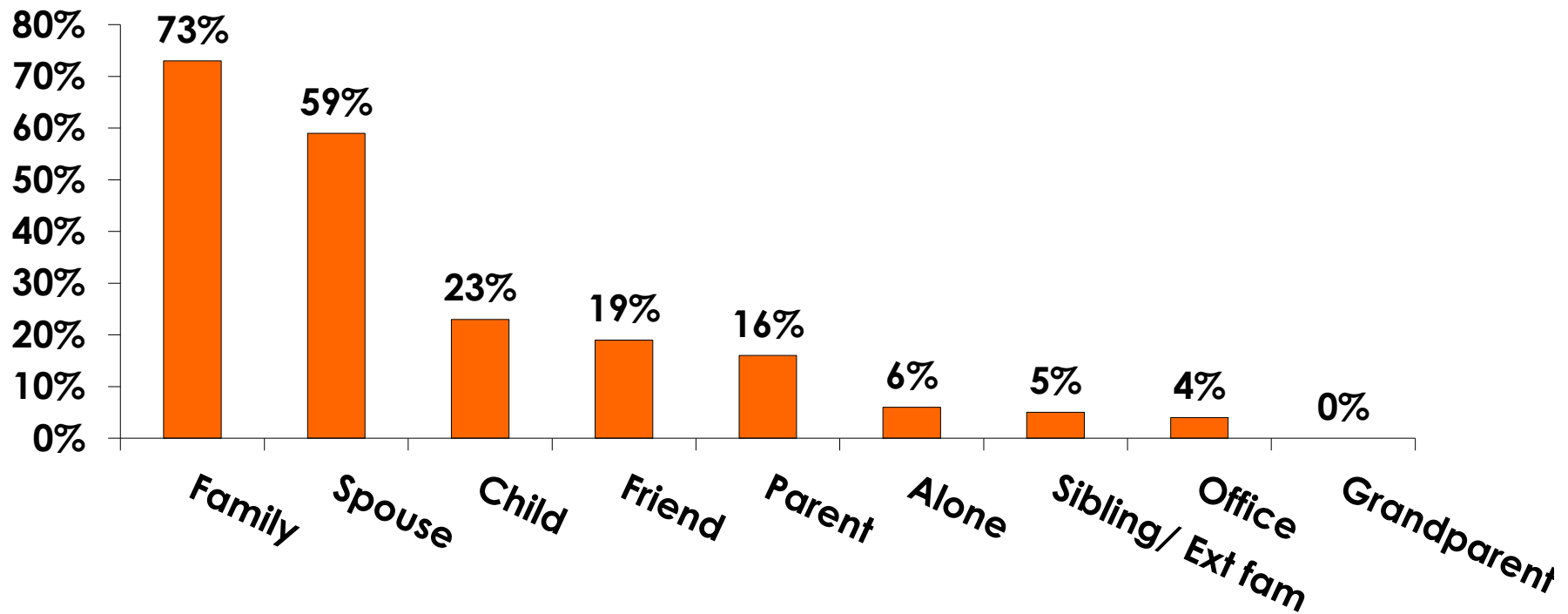
# Personal Income – 1st time vs. repeat



# Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<=CBY40K	Count	5	1	4	1	2	1	1
		Column N %	1%	1%	2%	7%	1%	1%	3%
	CNY40K - CNY60K	Count	16	8	8	2	8	3	3
		Column N %	5%	5%	5%	14%	5%	3%	8%
	CNY60K - CNY80K	Count	39	20	19	1	24	8	6
		Column N %	12%	12%	11%	7%	14%	7%	15%
	CNY80K - CNY120K	Count	55	29	26	2	28	15	10
		Column N %	16%	17%	15%	14%	16%	14%	25%
	CNY120K - CNY240K	Count	97	54	43	2	57	29	9
		Column N %	29%	32%	26%	14%	33%	27%	23%
	CNY240K+	Count	124	58	66	4	56	53	11
		Column N %	37%	34%	39%	29%	32%	49%	28%
	No Income	Count	2		2	2			
		Column N %	1%		1%	14%			
Total		Count	338	170	168	14	175	109	40

# Travel Companions



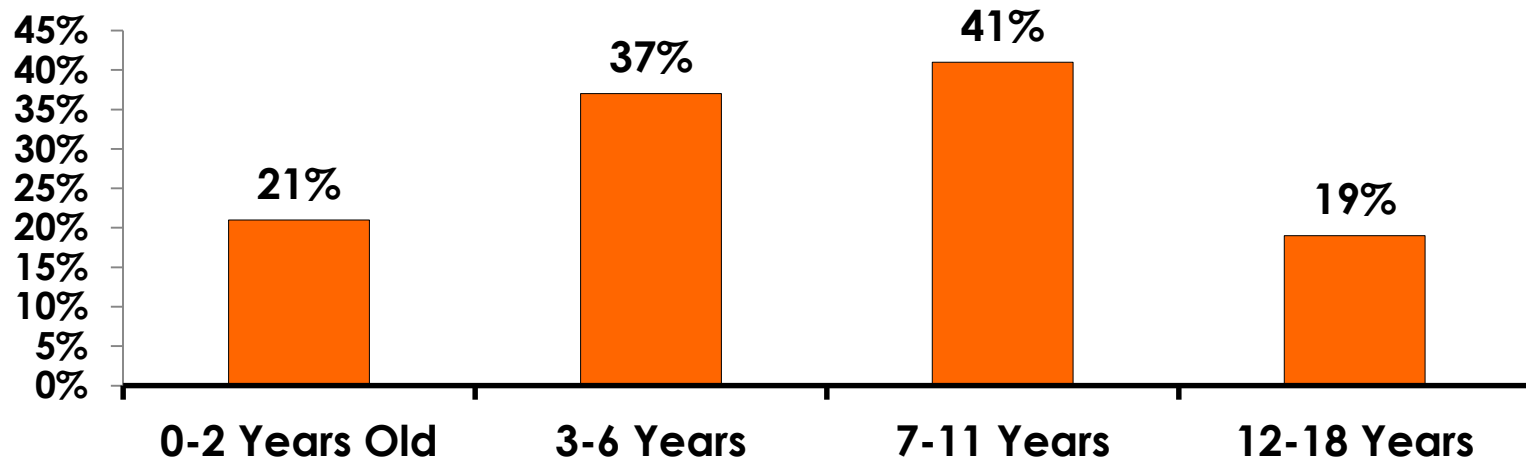
# Travel Companions

	4thQtr FY14	FY2015	FY2016
<b>Family</b>	82%	68%	73%
<b>Spouse</b>	47%	47%	59%
<b>Friends</b>	15%	22%	19%
<b>Child</b>	18%	15%	23%
<b>Parent</b>	14%	11%	16%
<b>Alone</b>	5%	9%	6%
<b>Sibling/ Ext fam</b>	2%	6%	5%
<b>Office</b>	-	5%	4%
<b>Grandparent</b>	1%	0%	0%

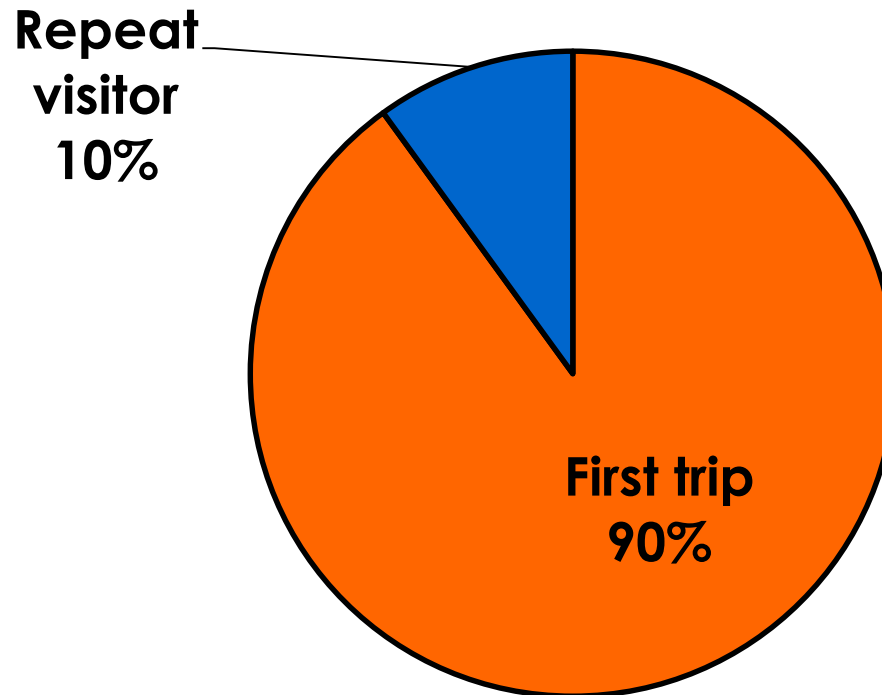
# Number of Children Travel Party

N=349 total respondents traveling with children.

(Of those N=349 respondents, there is a total of 110 children 18 years or younger)

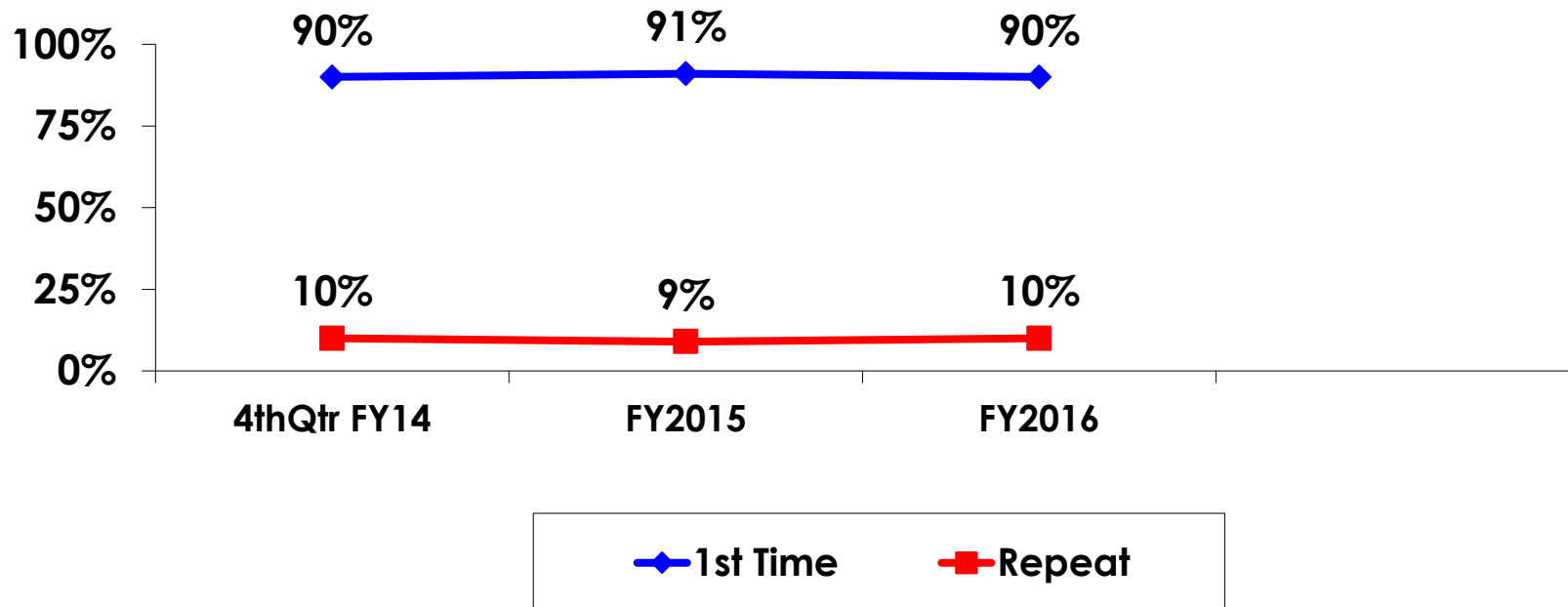


# Prior Trips to Guam





# PRIOR TRIPS TO GUAM

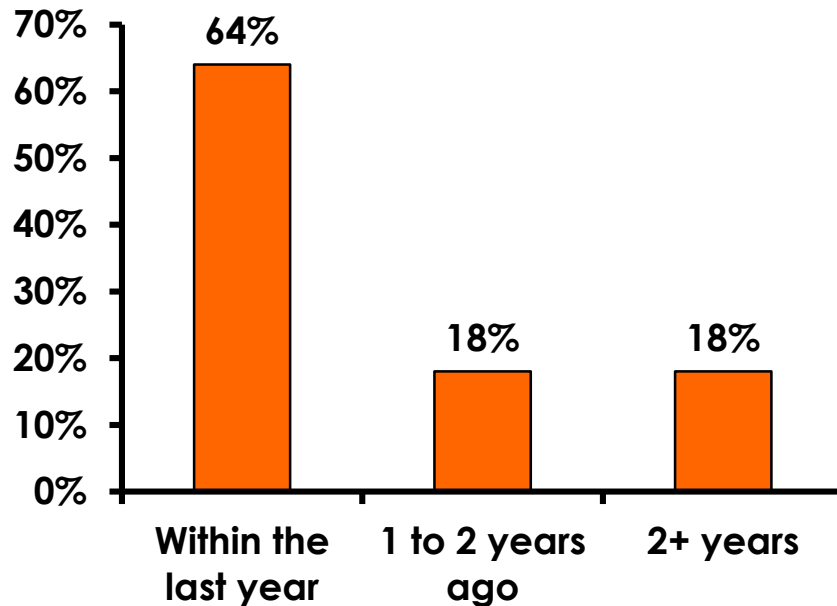


# Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
			-	1st	Repeat
GENDER	Male	Count	202	176	19
		Column N %	49%	49%	49%
	Female	Count	208	183	20
		Column N %	51%	51%	51%
AGE	Total	Count	410	359	39
	18-24	Count	19	16	2
		Column N %	5%	4%	5%
	25-34	Count	195	175	15
		Column N %	48%	49%	38%
	35-49	Count	151	127	20
		Column N %	37%	35%	51%
	50+	Count	45	41	2
		Column N %	11%	11%	5%
	Total	Count	410	359	39

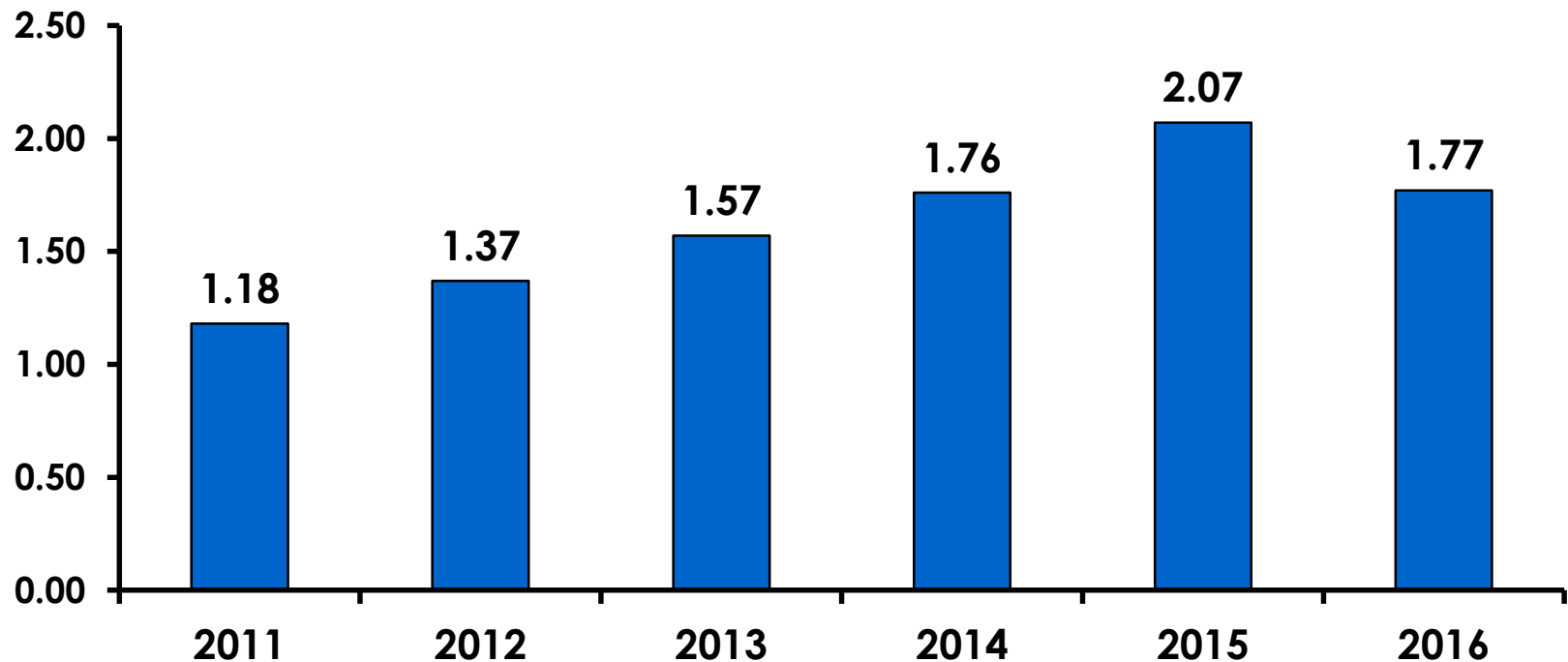
# Repeat Visitors Last Trip

n = 39



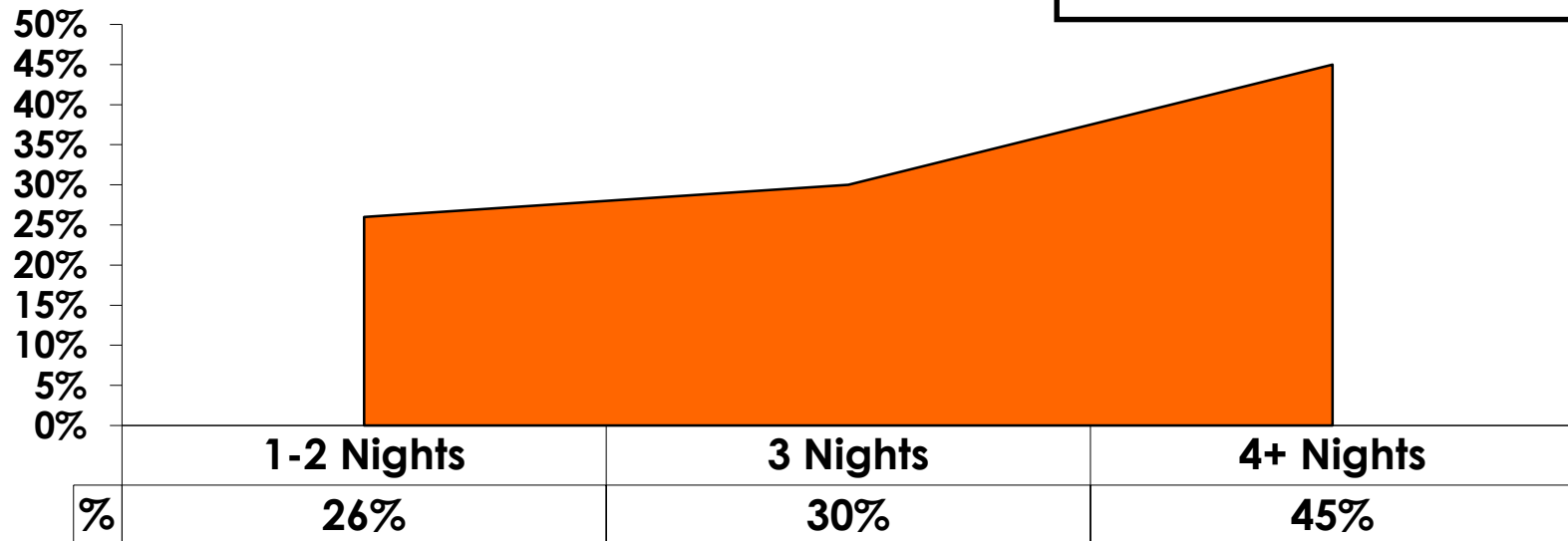
- The average repeat visitor has been to Guam 2.13 time.

# Average Number Overnight Trips (2011-2016) (2 nights or more)

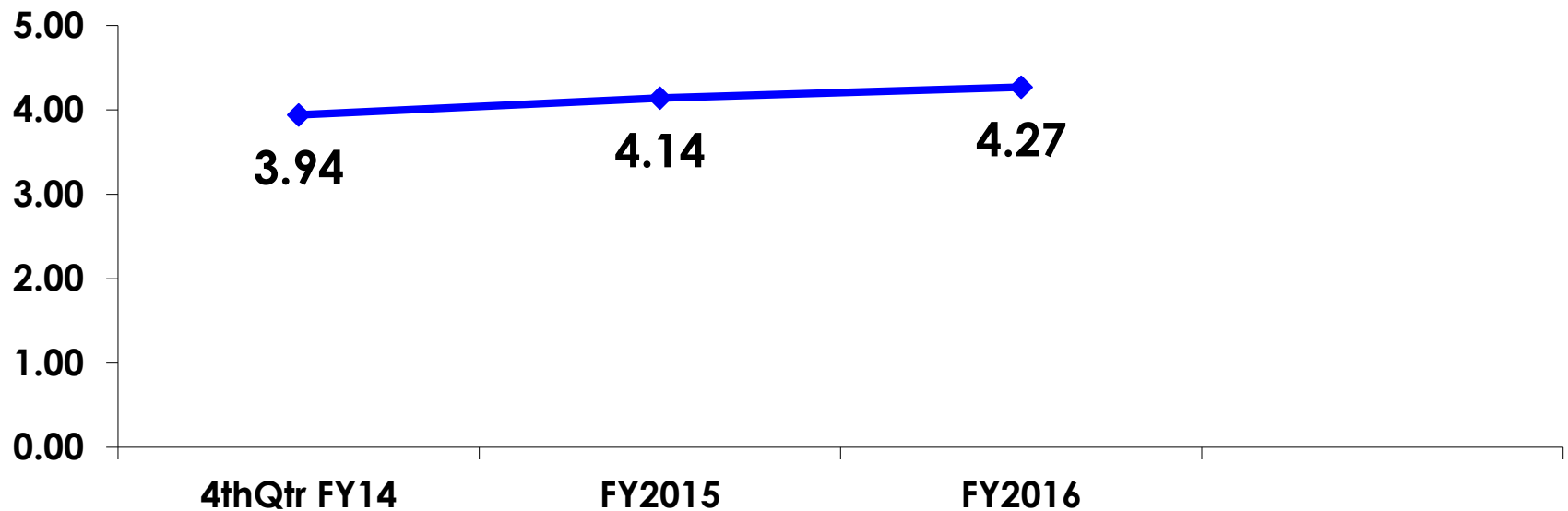


# Length of Stay

Mean = 4.27 Days  
Median = 3.0 Days



# AVG LENGTH OF STAY



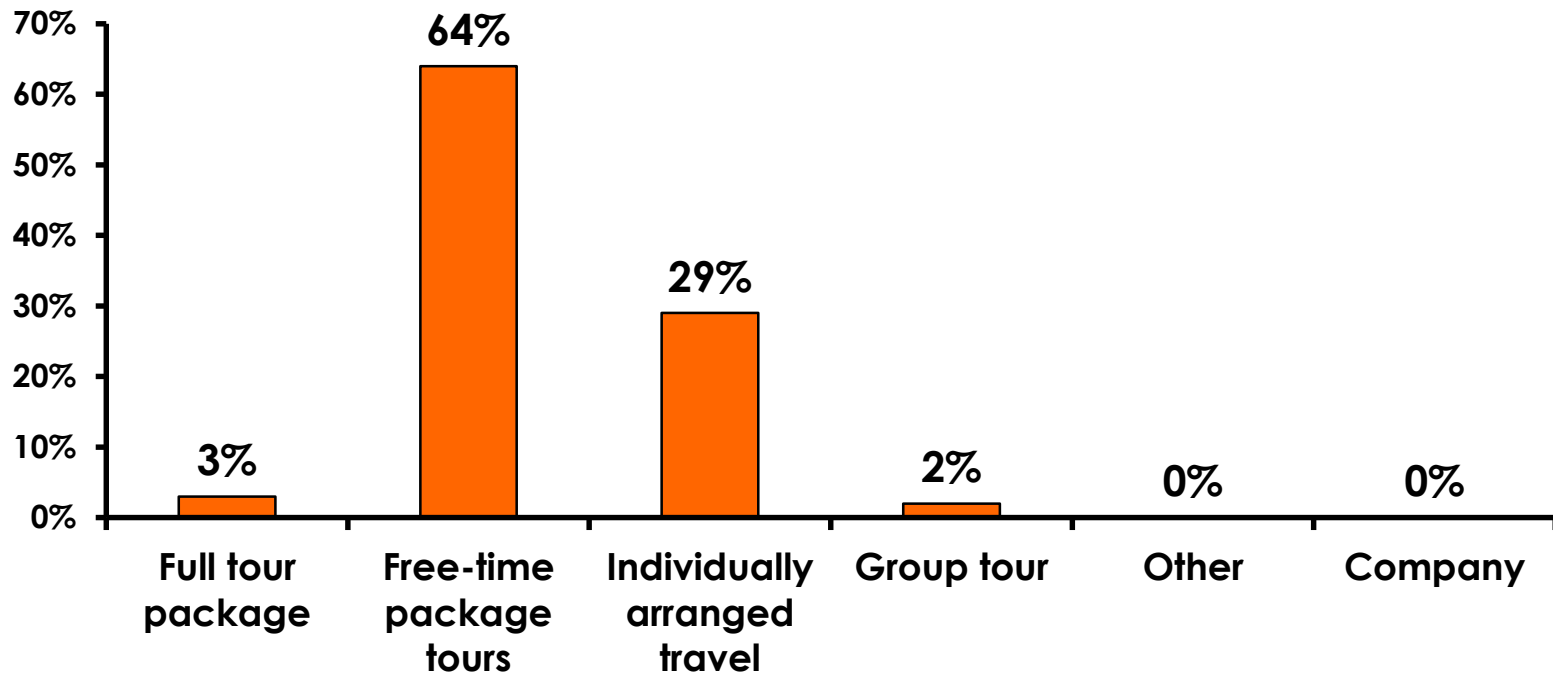
# Occupation by Income

		TOTAL	Q26							
		-	<=CBY40K	CNY40K - CNY60K	CNY60K - CNY80K	CNY80K - CNY120K	CNY120K - CNY240K	CNY240K+	No Income	
Q25	Company: Office non-mgr	30%	40%	31%	33%	27%	40%	25%	100%	
	Govt- Executive	23%		13%	8%	15%	10%	41%		
	Prof-specialist	14%	20%	25%	5%	9%	18%	10%		
	Company: Salesperson	9%	20%	6%	21%	7%	8%	8%		
	Retired	6%	20%	6%	8%	15%	4%	2%		
	Skilled worker	4%			3%	13%	4%	2%		
	Student	3%			5%	5%	1%	2%		
	Freelancer	3%		6%		4%	3%	3%		
	Other	3%		6%	5%	2%	3%	4%		
	Govt- Office non-mgr	3%		6%	10%	2%	4%	1%		
	Govt- Mgr/ Exec	2%			3%	2%	4%	2%		
	Total	Count	409	5	16	39	55	97	123	2

# SECTION 2 **TRAVEL PLANNING**



# Travel Planning - Overall



# Travel Planning - Overall

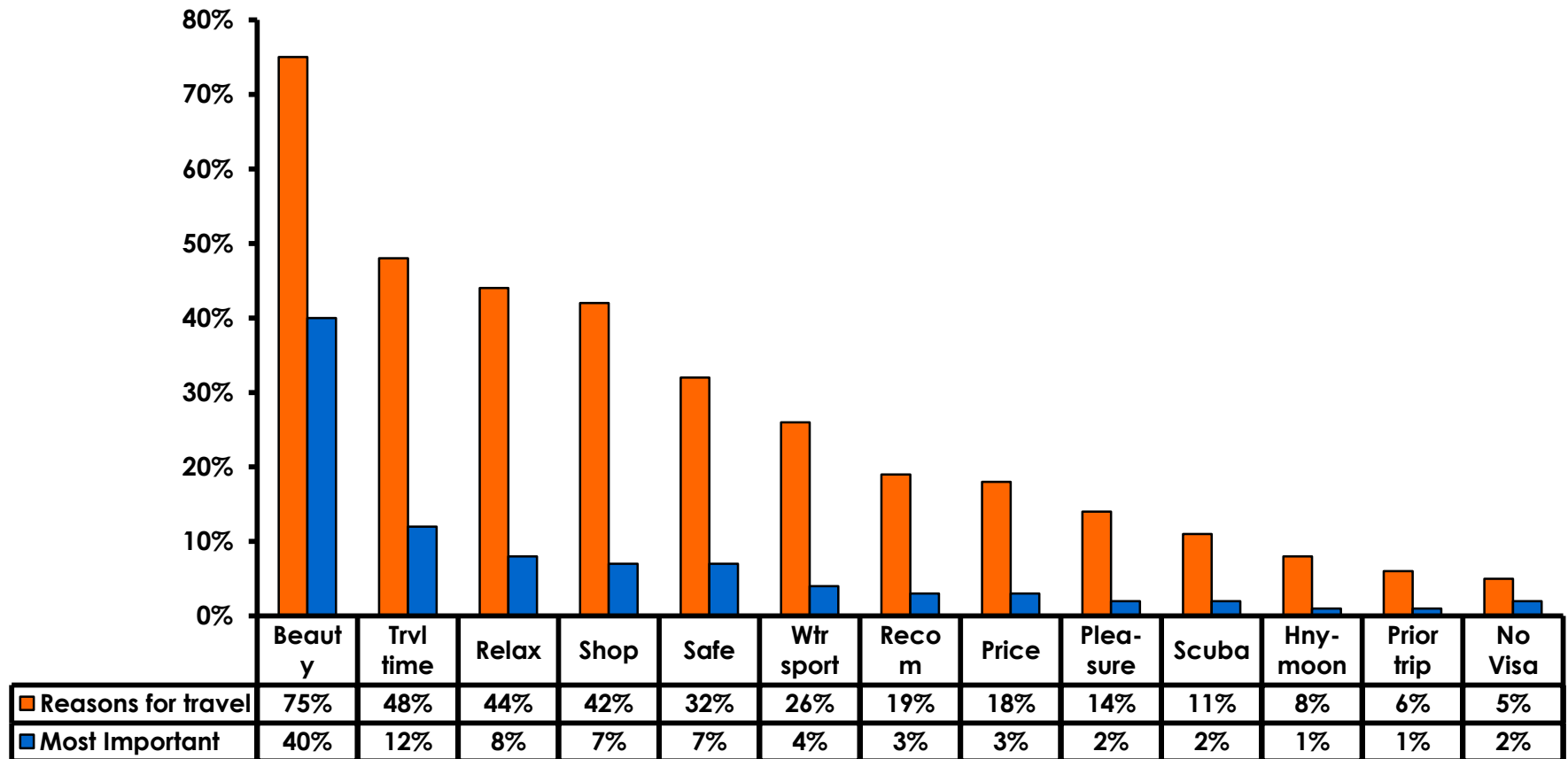
	4thQtr FY14	FY2015	FY2016
<b>Free-time pkg tour</b>	75%	58%	64%
<b>FIT</b>	9%	27%	29%
<b>Full-pkg tour</b>	15%	8%	3%
<b>Group tour</b>		5%	2%
<b>Com-pany</b>		2%	0%
<b>Other</b>	1%	1%	0%

# Accommodation by Income

Average length of stay: 4.27 days

		TOTAL	Q26							
		-	<=CBY40K	CNY40K - CNY60K	CNY60K - CNY80K	CNY80K - CNY120K	CNY120K - CNY240K	CNY240K+	No Income	
Q9	Hilton Guam Resort	21%	20%	31%	26%	35%	19%	18%	50%	
	Guam Reef & Olive Spa Resort	13%	20%	13%	21%	4%	13%	15%		
	Hyatt Regency Guam	12%		6%	8%	11%	21%	10%		50%
	Hotel Nikko Guam	8%			10%	5%	4%	11%		
	Dusit Thani	5%			3%	2%	6%	3%		
	Westin Resort Guam	5%		6%	3%	4%	7%	6%		
	PIC Club	4%	20%		5%	2%		7%		
	Pacific Star Resort & Spa	4%		19%		2%	5%	5%		
	Sheraton Laguna Guam	3%	20%	6%	3%	5%	1%	1%		
	Other	3%			3%	5%	2%	2%		
	Days Inn (Tamuning)	3%		6%		4%	3%	3%		
	Lotte Hotel Guam	3%					1%	3%		
	Fiesta Resort Guam	2%			5%	5%	2%	1%		
	Tumon Bay Capital Hotel	2%			3%	2%	3%	2%		
	Guam Plaza Hotel	2%			5%	5%				
	Bayview Hotel	2%			5%		1%	3%		
	Outrigger Guam Resort	2%		6%		5%	1%	1%		
	Home stay/ friend/ relative	2%					2%	2%		
	Oceanview Hotel	2%		6%			4%	1%		
	Holiday Resort Guam	2%	20%			2%	3%	1%		
	Aqua Suites Guam	1%					1%	2%		
	Verona Resort & Spa	0%				2%		1%		
	Apartment	0%								
	Leo Palace Resort	0%			3%			1%		
	Hotel Santa Fe	0%						1%		
	Palmridge Inn	0%						1%		
	Total	Count	410	5	16	39	55	97	124	2

# 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 <sup>th</sup> Qtr FY14	FY2015	FY2016
<b>Natural Beauty</b>	31%	41%	40%
<b>Relax</b>	14%	11%	8%
<b>Recom-mendations</b>	13%	Not top 3	Not top 3
<b>Short travel time</b>	Not top 3	11%	12%

# Motivation by Age & Gender

		TOTAL	AGE				GENDER		
		-	18-24	25-34	35-49	50+	Male	Female	
Q5A	Natural beauty	75%	79%	77%	75%	62%	71%	78%	
	Short travel time	48%	32%	56%	50%	16%	39%	57%	
	Relax	44%	53%	42%	46%	40%	44%	44%	
	Shopping	42%	53%	43%	39%	40%	39%	44%	
	Safe	32%	32%	30%	37%	20%	29%	34%	
	Water sports	26%	37%	30%	23%	11%	23%	28%	
	Recomm- friend/family/trvl agnt	19%	32%	17%	17%	27%	14%	23%	
	Price	18%	5%	21%	17%	16%	16%	19%	
	Pleasure	14%	16%	16%	15%	4%	14%	14%	
	Scuba	11%	21%	11%	11%	4%	11%	10%	
	Honeymoon	8%	11%	14%	1%		8%	8%	
	Previous trip	6%	5%	4%	10%	4%	8%	5%	
	No visa requirement	5%	11%	4%	6%	7%	5%	5%	
	Career Cert/ Testing	5%	5%	7%	5%		3%	8%	
	Visit friends/ Relatives	4%	5%	4%	5%	4%	5%	3%	
	Other	3%		4%	2%	2%	3%	2%	
	Company/ Business Trip	2%		1%	3%	4%	2%	2%	
	Married/ Attn wedding	2%		3%	2%		0%	3%	
	Golf	2%		1%	4%	2%	3%	1%	
	Organized sports	1%		2%	1%		2%	1%	
	Company Sponsored	1%	5%	2%	1%		1%	1%	
	Total	Count	409	19	194	151	45	201	208

# Motivation by Income

		TOTAL	Q26						
		-	<=CBY40K	CNY40K - CNY60K	CNY60K - CNY80K	CNY80K - CNY120K	CNY120K - CNY240K	CNY240K+	No Income
Q5A	Natural beauty	75%	80%	81%	72%	64%	77%	80%	100%
	Short travel time	48%	60%	31%	49%	40%	56%	49%	50%
	Relax	44%	40%	56%	33%	38%	43%	50%	50%
	Shopping	42%	40%	50%	51%	40%	35%	41%	
	Safe	32%	20%	25%	36%	25%	30%	33%	50%
	Water sports	26%	20%	6%	26%	22%	31%	24%	50%
	Recomm- friend/family/trvl agnt	19%	40%	13%	10%	20%	19%	19%	50%
	Price	18%	20%	13%	15%	13%	24%	19%	
	Pleasure	14%	20%	13%	15%	11%	22%	10%	
	Scuba	11%		6%	8%	13%	8%	14%	
	Honeymoon	8%			10%	7%	14%	4%	
	Previous trip	6%		6%	10%	7%	6%	7%	
	No visa requirement	5%		6%	8%	5%	6%	4%	
	Career Cert/ Testing	5%		6%	8%	5%	4%	6%	
	Visit friends/ Relatives	4%		6%	3%	4%	4%	6%	
	Other	3%			3%	2%	3%	3%	
	Company/ Business Trip	2%	20%		3%		3%	2%	
	Married/ Attn wedding	2%			3%	2%	2%	2%	
	Golf	2%				2%	5%		
	Organized sports	1%			3%		2%	2%	
	Company Sponsored	1%			3%	2%	3%		
Total	Count	409	5	16	39	55	97	124	2



# SECTION 3 **EXPENDITURES**

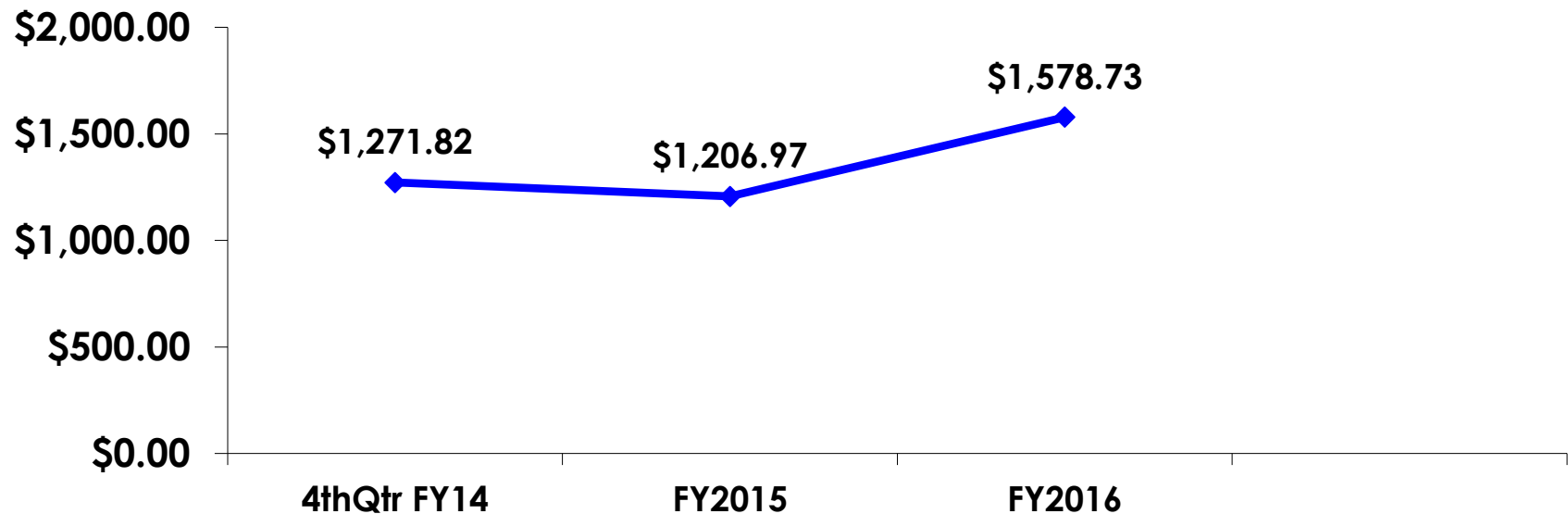
# Prepaid Expenditures

Yuan Varies/US\$1

- \$3,136.47 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$41,374 = maximum (highest amount recorded for the entire sample)
- \$1,578.73 = 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	\$3,197.04
Air & Accommodation w/ daily meal package	\$3,194.73
Air only	\$1,466.91
Accommodation only	\$1,133.89
Accommodation w/ daily meal only	\$2,848.86
Food & Beverages in Hotel	\$151.55
Ground transportation – China	\$59.97
Ground transportation – Guam	\$193.03
Optional tours/ activities	\$917.38
U.S. Visa Application	\$377.88
Other expenses	\$1,095.12
<b>Total Prepaid</b>	<b>\$3,136.47</b>

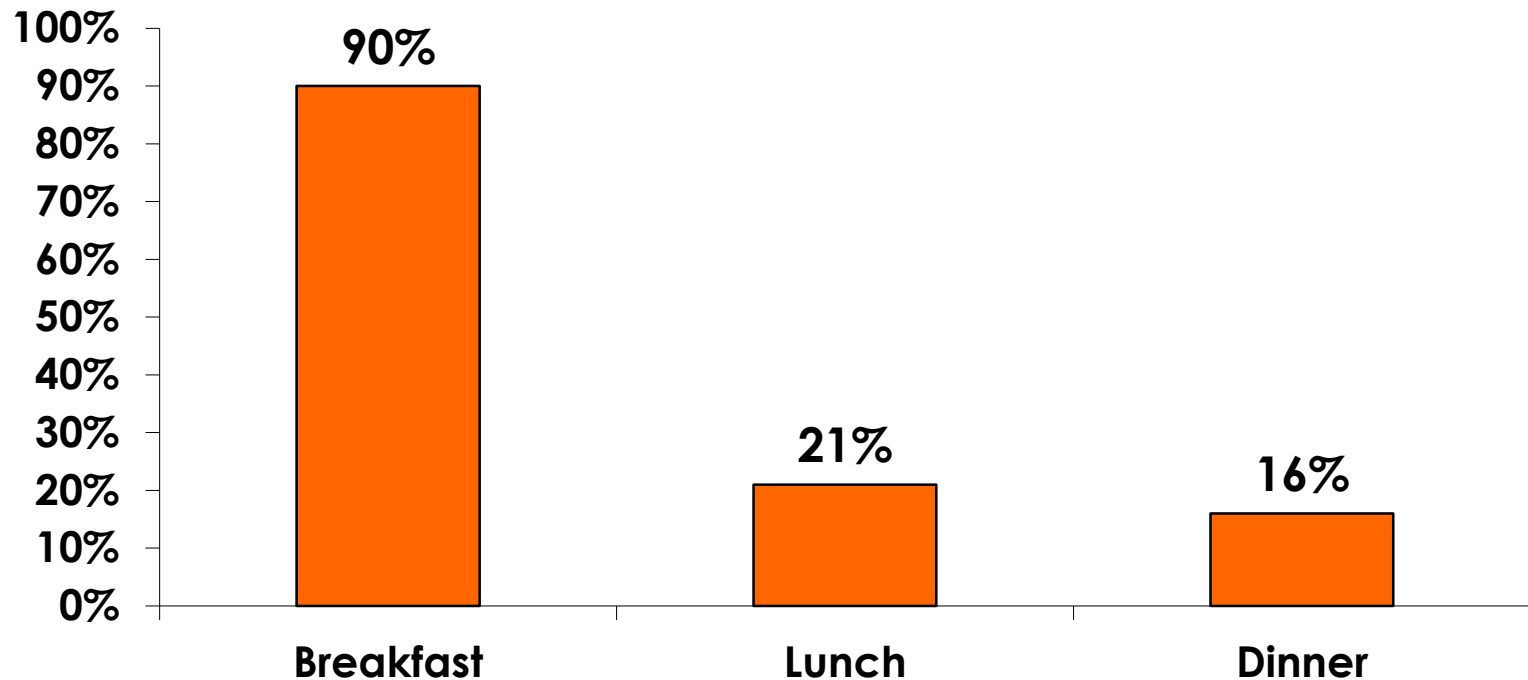
# Breakdown of Prepaid Expenditures

	4thQtr FY14	FY2015	FY2016
Air & Accommodation package only	\$2,837.76	\$2,111.46	\$3,197.04
Air & Accommodation w/ daily meal package	\$2,101.76	\$2,951.46	\$3,194.73
Air only	\$731.71	\$1,143.24	\$1,466.91
Accommodation only	\$487.80	\$624.20	\$1,133.89
Accommodation w/ daily meal only	\$975.61	\$2,004.95	\$2,848.86
Food & Beverages in Hotel	\$170.73	\$283.66	\$151.55
Ground transportation – China	\$81.30	\$97.96	\$59.97
Ground transportation – Guam	\$162.60	\$197.03	\$193.03
Optional tours/ activities	\$243.90	\$527.52	\$917.38
US Visa App	\$294.31	\$307.24	\$377.88
Other expenses	\$1,249.94	\$1,702.38	\$1,095.12
<b>Total Prepaid</b>	<b>\$2,069.34</b>	<b>\$2,217.87</b>	<b>\$3,136.47</b>

# PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n= 70

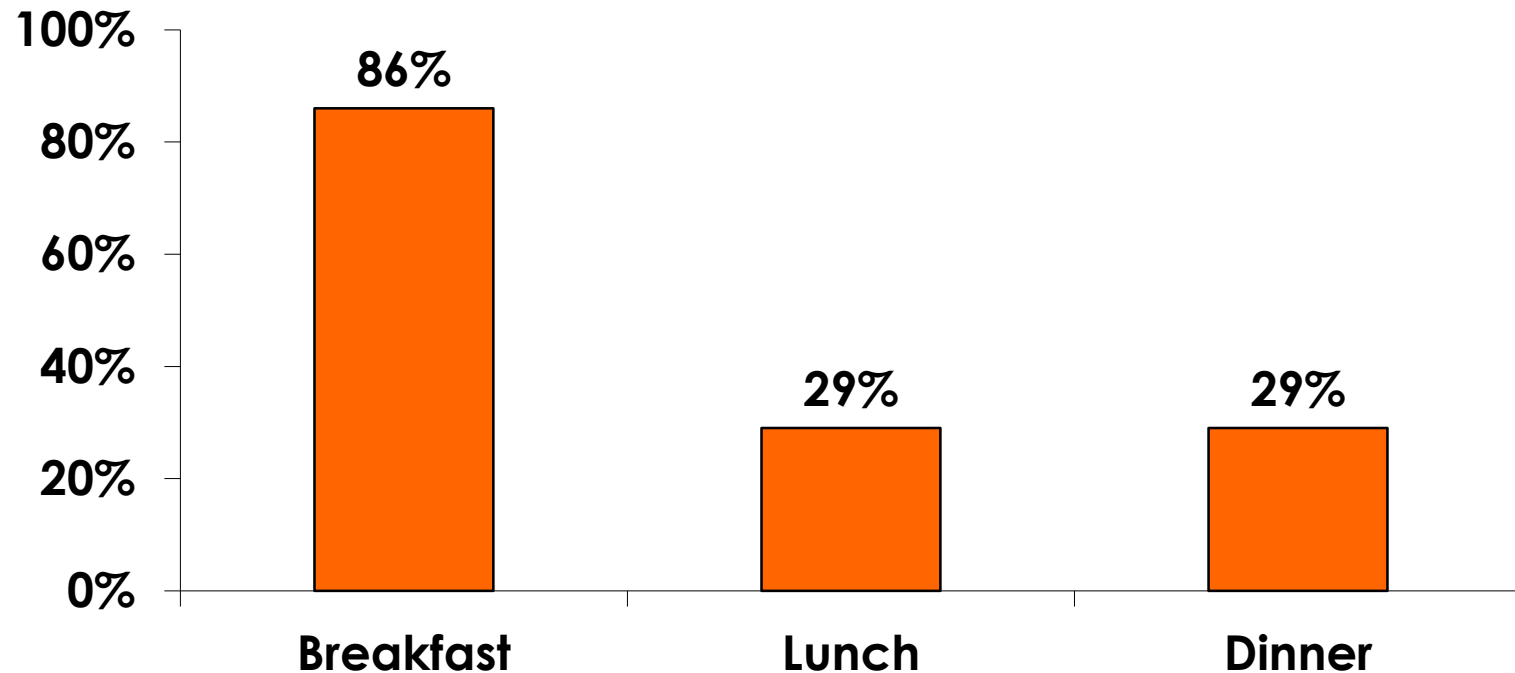


Mean=\$3,194.73 per travel party

# PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

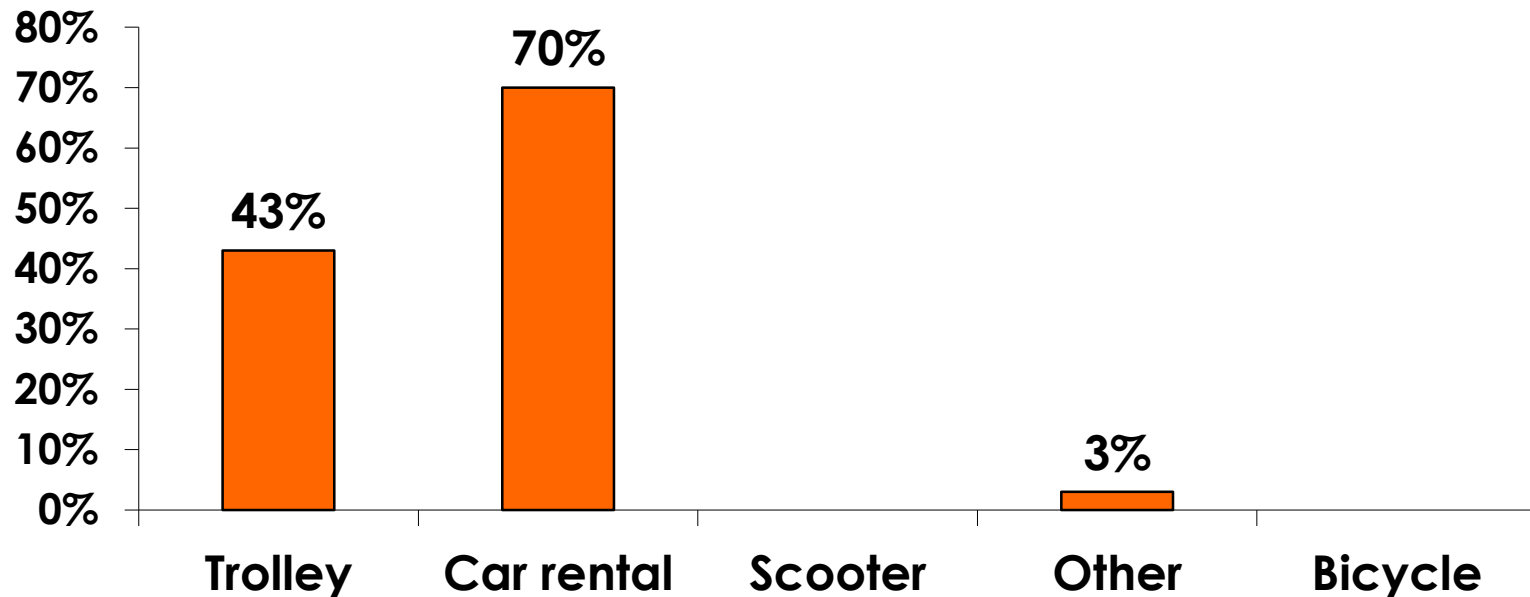
n= 7



Mean=\$2,848.86 per travel party

# PREPAID GROUND TRANSPORTATION

n= 30



Mean=\$193.03 per travel party

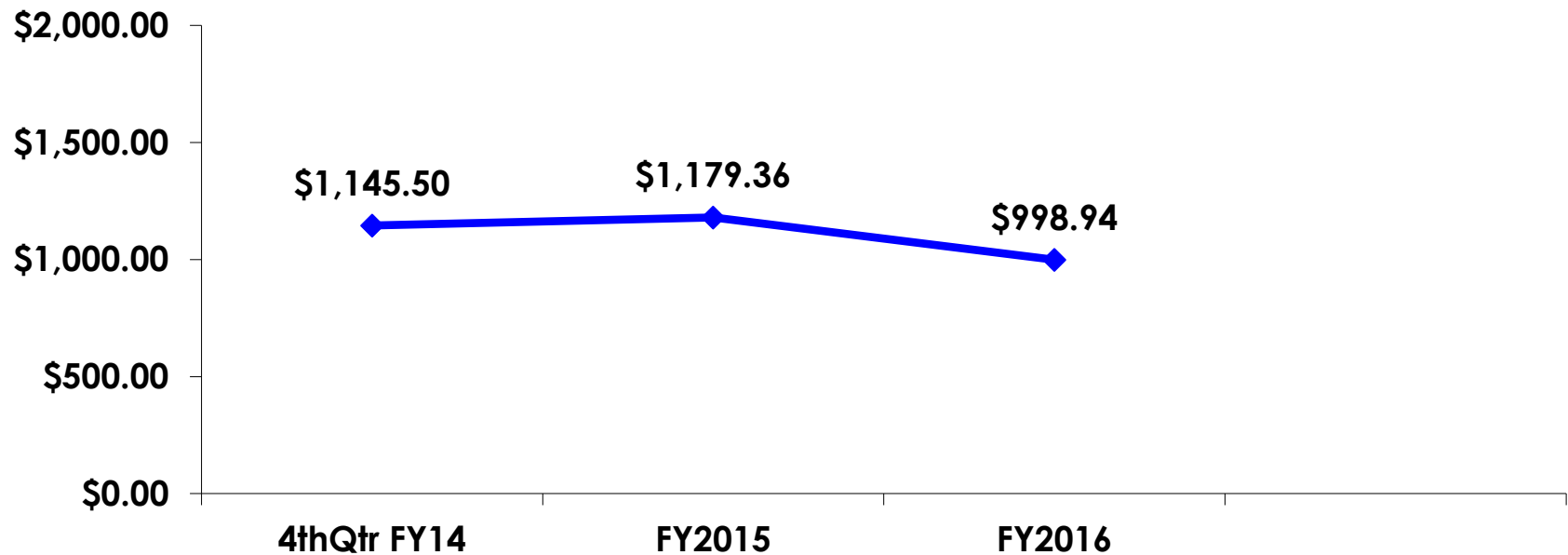


# On-Island Expenditures

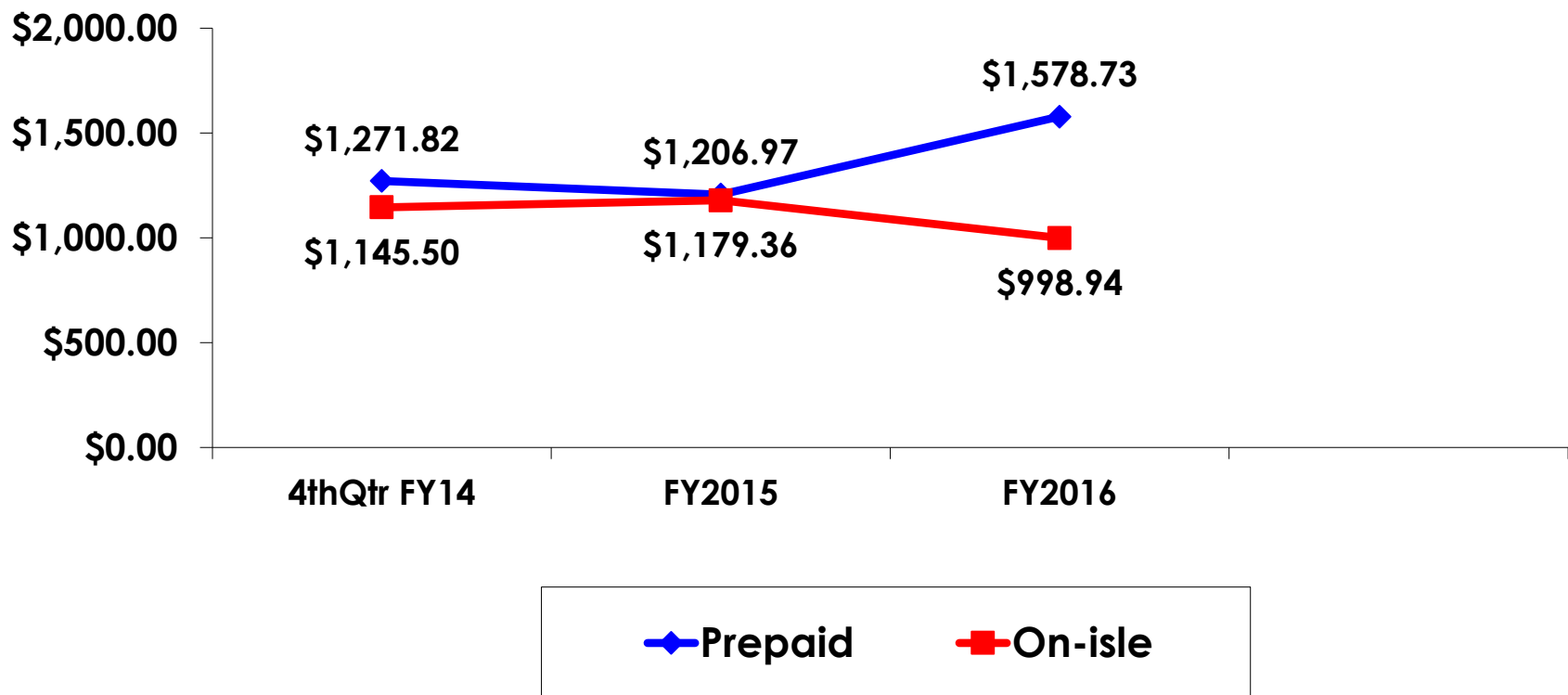
- \$1,831.96 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$12,000 = Maximum (highest amount recorded for the entire sample)
- \$998.94 = overall mean average per person on-island expenditure

# ON-ISLAND EXPENDITURES

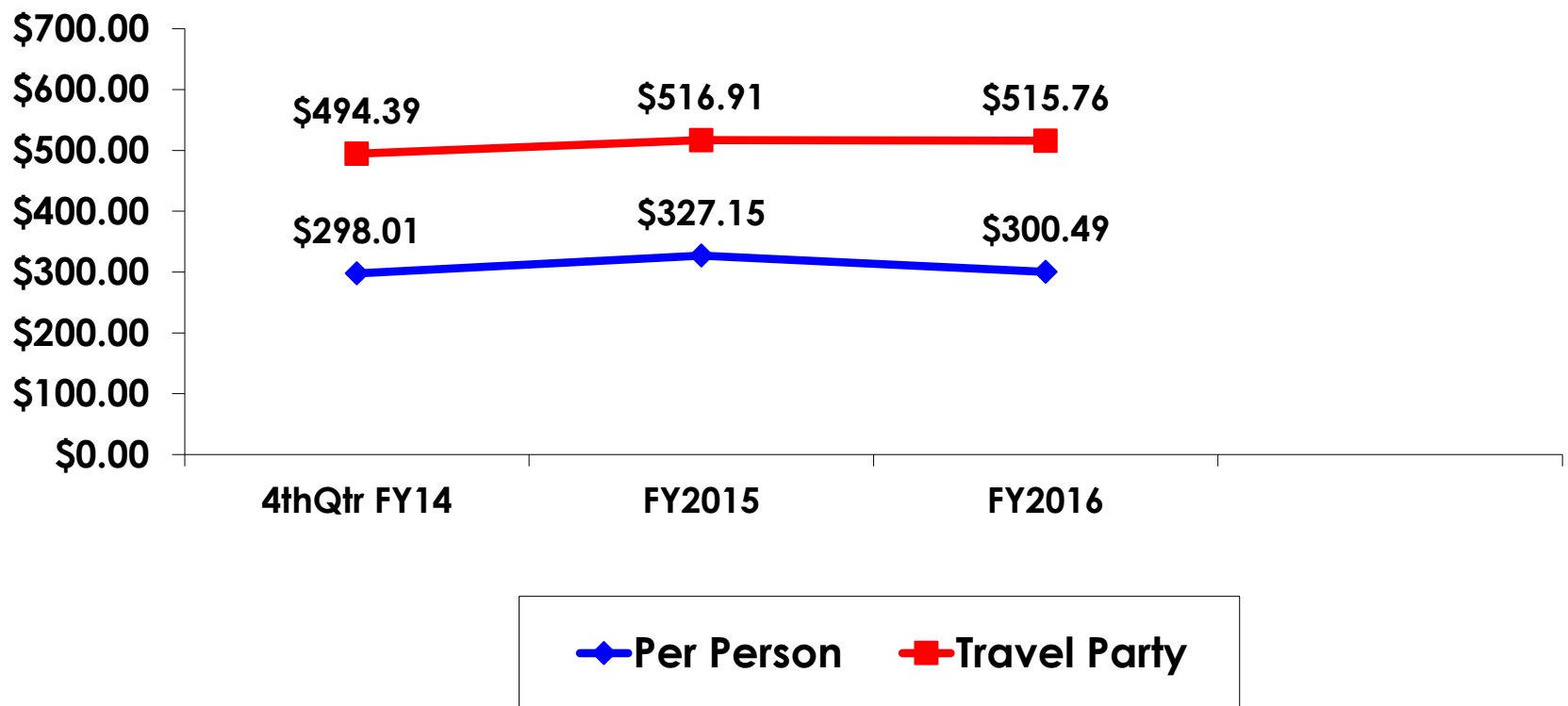
## Per Person



# 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	\$998.94	\$947.19	\$1,049.21	\$671.43	\$990.25	\$934.84	\$915.59	\$898.13	\$1,006.95	\$1,047.15	\$1,430.59
	Median	\$667	\$625	\$715	\$450	\$700	\$625	\$372	\$250	\$709	\$815	\$1,000
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$10,000	\$7,300	\$10,000	\$2,600	\$5,000	\$6,000	\$7,300	\$6,000	\$10,000	\$4,700	\$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	\$95.91	\$96.69	\$95.15	\$47.37	\$72.56	\$148.31	\$41.73
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$58.35	\$62.57	\$54.25	\$44.74	\$60.89	\$70.81	\$11.29
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B RESTRNT	Mean	\$103.90	\$121.75	\$86.56	\$57.89	\$87.24	\$154.69	\$25.07
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPT TOUR	Mean	\$153.64	\$169.94	\$137.81	\$95.79	\$135.65	\$206.12	\$79.91
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$264.08	\$266.37	\$261.85	\$323.68	\$264.74	\$282.46	\$174.33
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- OTHER	Mean	\$232.19	\$235.36	\$229.12	\$363.16	\$232.79	\$256.15	\$93.91
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TRANS	Mean	\$65.85	\$65.49	\$66.20	\$24.21	\$55.43	\$87.62	\$55.51
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$857.76	\$811.93	\$902.27	\$297.37	\$897.81	\$798.67	\$1,119.11
	Median	\$0	\$0	\$11	\$0	\$0	\$0	\$400
TOTAL	Mean	\$1,831.96	\$1,830.24	\$1,833.64	\$1,254.21	\$1,807.11	\$2,005.23	\$1,602.20
	Median	\$1,200	\$1,225	\$1,000	\$470	\$1,200	\$1,500	\$1,000

# On-Island Expenditures

## First Timers & Repeaters

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$95.91	\$93.58	\$146.90
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$58.35	\$62.16	\$40.00
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$103.90	\$111.08	\$65.90
	Median	\$0	\$0	\$0
OPT TOUR	Mean	\$153.64	\$163.18	\$71.79
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$264.08	\$269.03	\$299.74
	Median	\$0	\$0	\$0
GIFT- OTHER	Mean	\$232.19	\$238.99	\$233.08
	Median	\$0	\$0	\$0
TRANS	Mean	\$65.85	\$61.06	\$126.51
	Median	\$0	\$0	\$0
OTHER	Mean	\$857.76	\$874.00	\$619.72
	Median	\$0	\$0	\$20
TOTAL	Mean	\$1,831.96	\$1,873.41	\$1,603.64
	Median	\$1,200	\$1,200	\$1,000

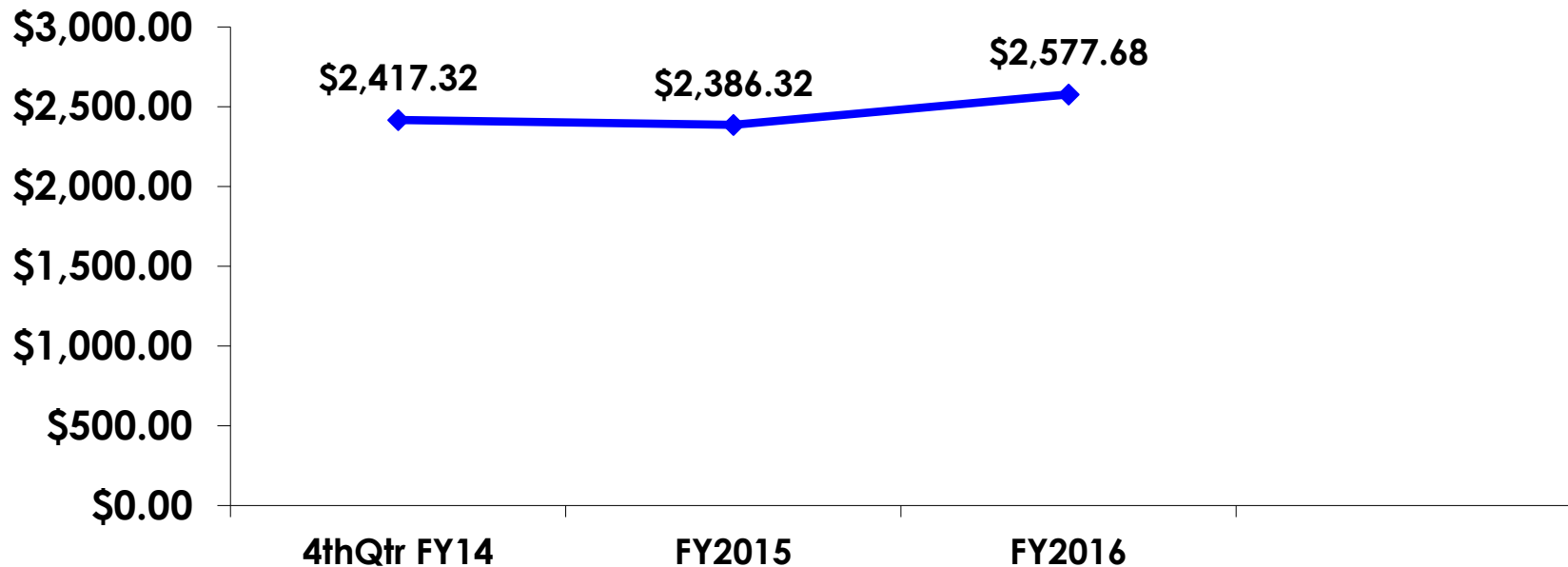
# **Total Expenditures Per Person (Prepaid & On-Island)**

- \$2,577.68 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$15,647 = Maximum (highest amount recorded for the entire sample)



# TOTAL EXPENDITURES

## Per Person



# Breakdown of On-Island Expenditures

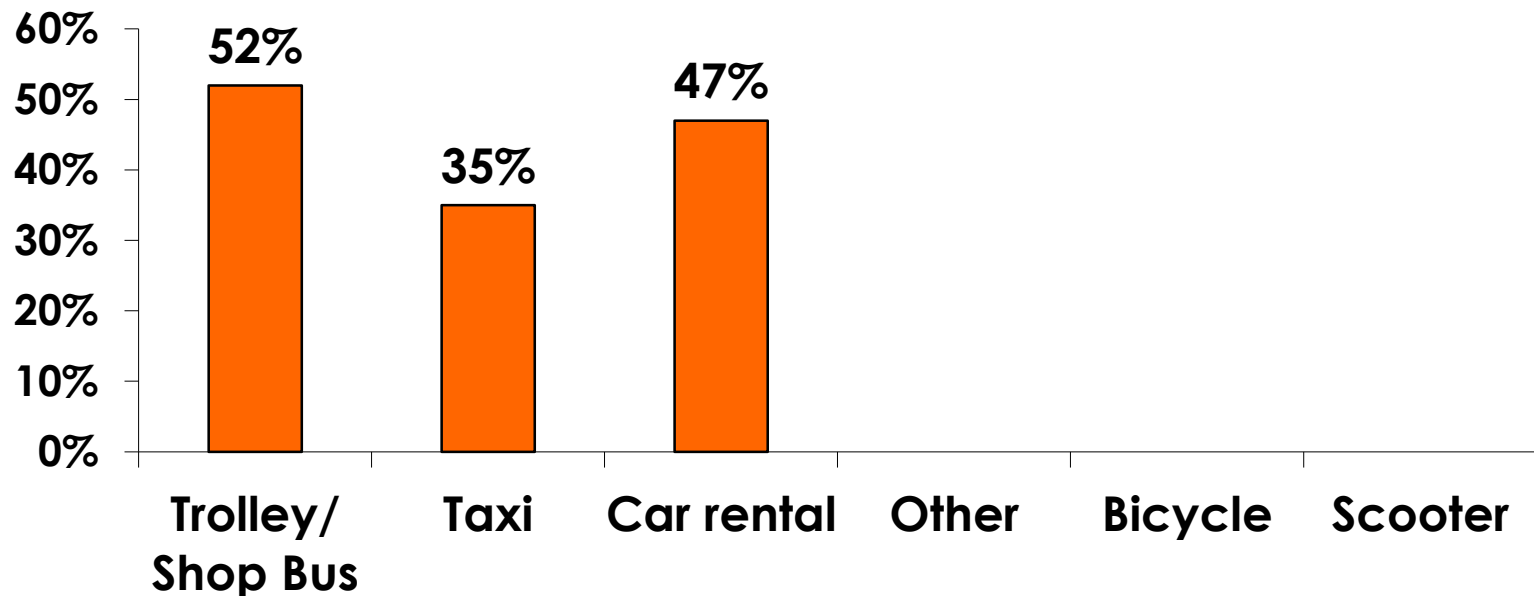
	MEAN \$
Food & beverage in a hotel	\$95.91
Food & beverage in fast food restaurant/convenience store	\$58.35
Food & beverage at restaurants or drinking establishments outside a hotel	\$103.90
Optional tours and activities	\$153.64
Gifts/ souvenirs for yourself/companions	\$264.08
Gifts/ souvenirs for friends/family at home	\$232.19
Local transportation	\$65.85
Other expenses not covered	\$857.76
<b>Average Total</b>	<b>\$1,831.96</b>

# Breakdown of On-Island Expenditures

	4thQtr FY14	FY2015	FY2016
Food & beverage in a hotel	\$25.23	\$50.51	\$95.91
Food & beverage in fast food restaurant/convenience store	\$35.88	\$41.26	\$58.35
Food & beverage at restaurants or drinking establishments outside a hotel	\$82.51	\$98.94	\$103.90
Optional tours and activities	\$113.19	\$118.90	\$153.64
Gifts/ souvenirs for yourself/ companions	\$159.61	\$399.71	\$264.08
Gifts/ souvenirs for friends/family	\$145.44	\$216.08	\$232.19
Local transportation	\$39.37	\$52.57	\$65.85
Other expenses not covered	\$1,245.78	\$914.42	\$857.76
<b>Average Total</b>	<b>\$1,844.95</b>	<b>\$1,903.44</b>	<b>\$1,831.96</b>

# Local Transportation

n= 147



Mean=\$65.85 per travel party

# Guam Airport Expenditures

- \$98.98 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$4,000 = Maximum (highest amount recorded for the entire sample)

# Breakdown of Airport Expenditures

	<b>MEAN \$</b>
<b>Food &amp; Beverages</b>	\$20.48
<b>Gifts/Souvenirs Self</b>	\$54.85
<b>Gifts/Souvenirs Others</b>	\$23.42
<b>Total</b>	<b>\$98.98</b>

# Breakdown of Airport Expenditures

	4thQtr FY14	FY2015	FY2016
<b>Food &amp; Beverage</b>	\$26.17	\$9.98	\$20.48
<b>Gifts/ Souvenirs Self</b>	\$28.73	\$61.09	\$54.85
<b>Gifts/ Souvenirs Others</b>	\$97.11	\$55.62	\$23.42
<b>Total</b>	<b>\$152.00</b>	<b>\$126.70</b>	<b>\$98.98</b>

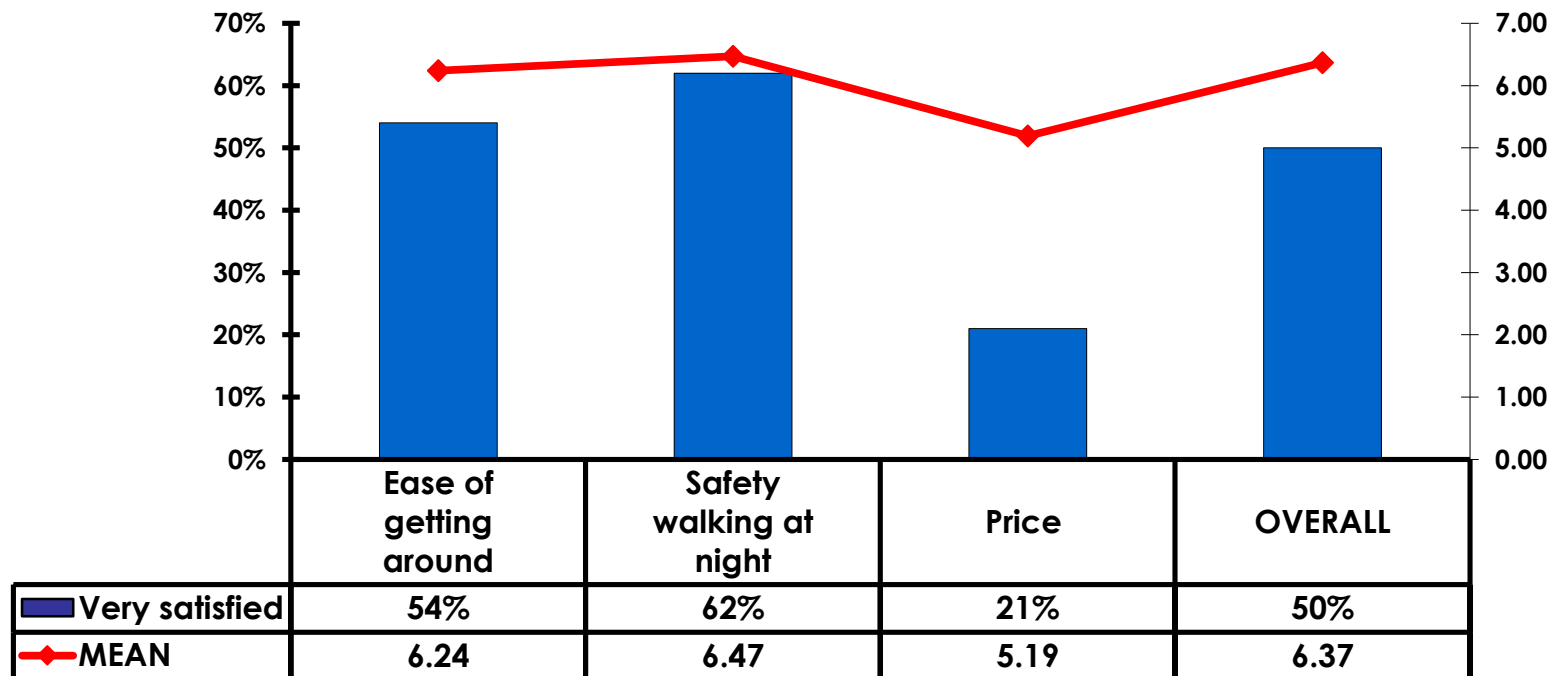
# SECTION 4 **VISITOR SATISFACTION**



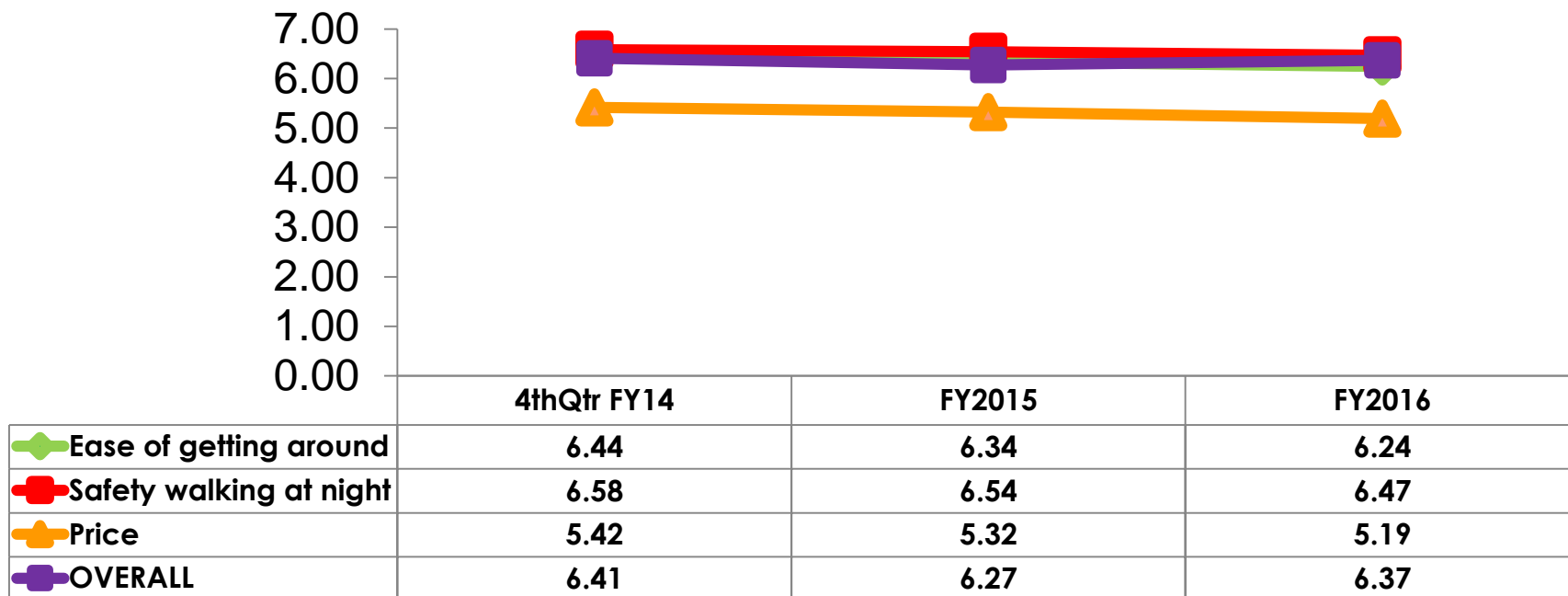
# Satisfaction Scores Overall

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



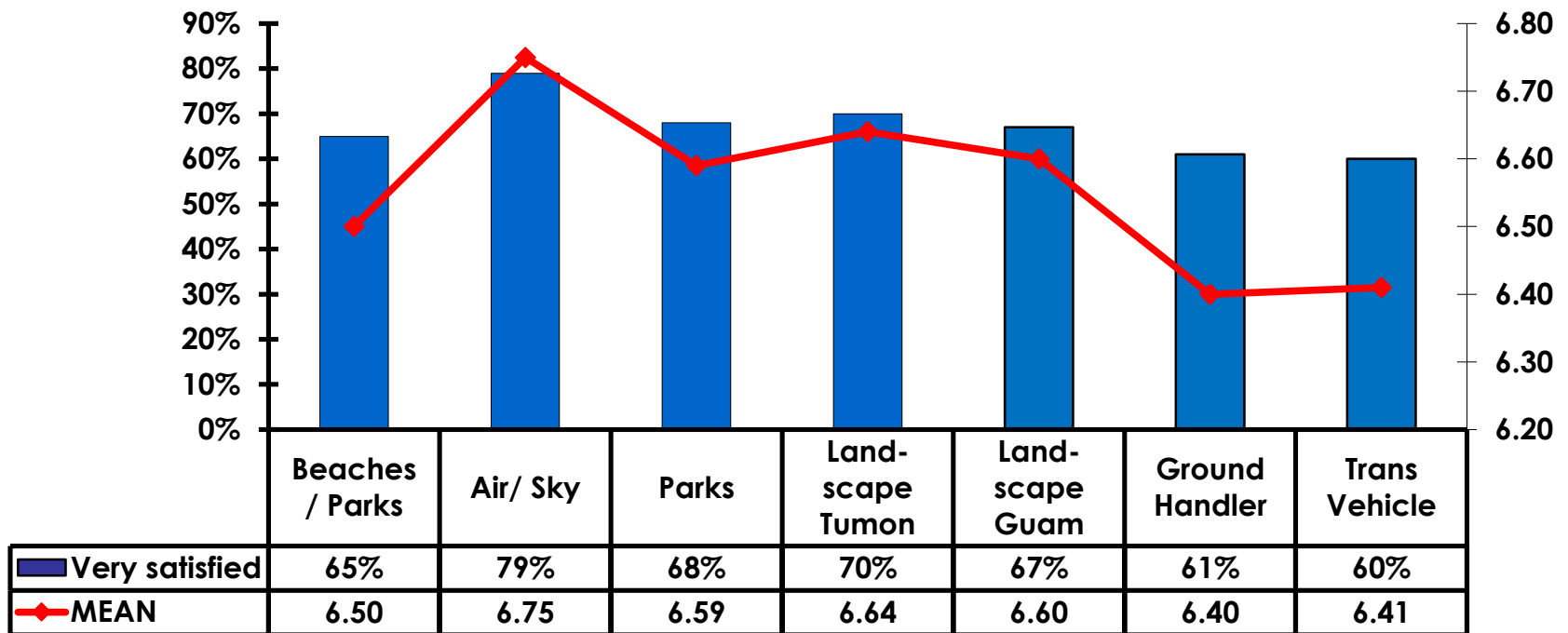
# Satisfaction Scores Overall



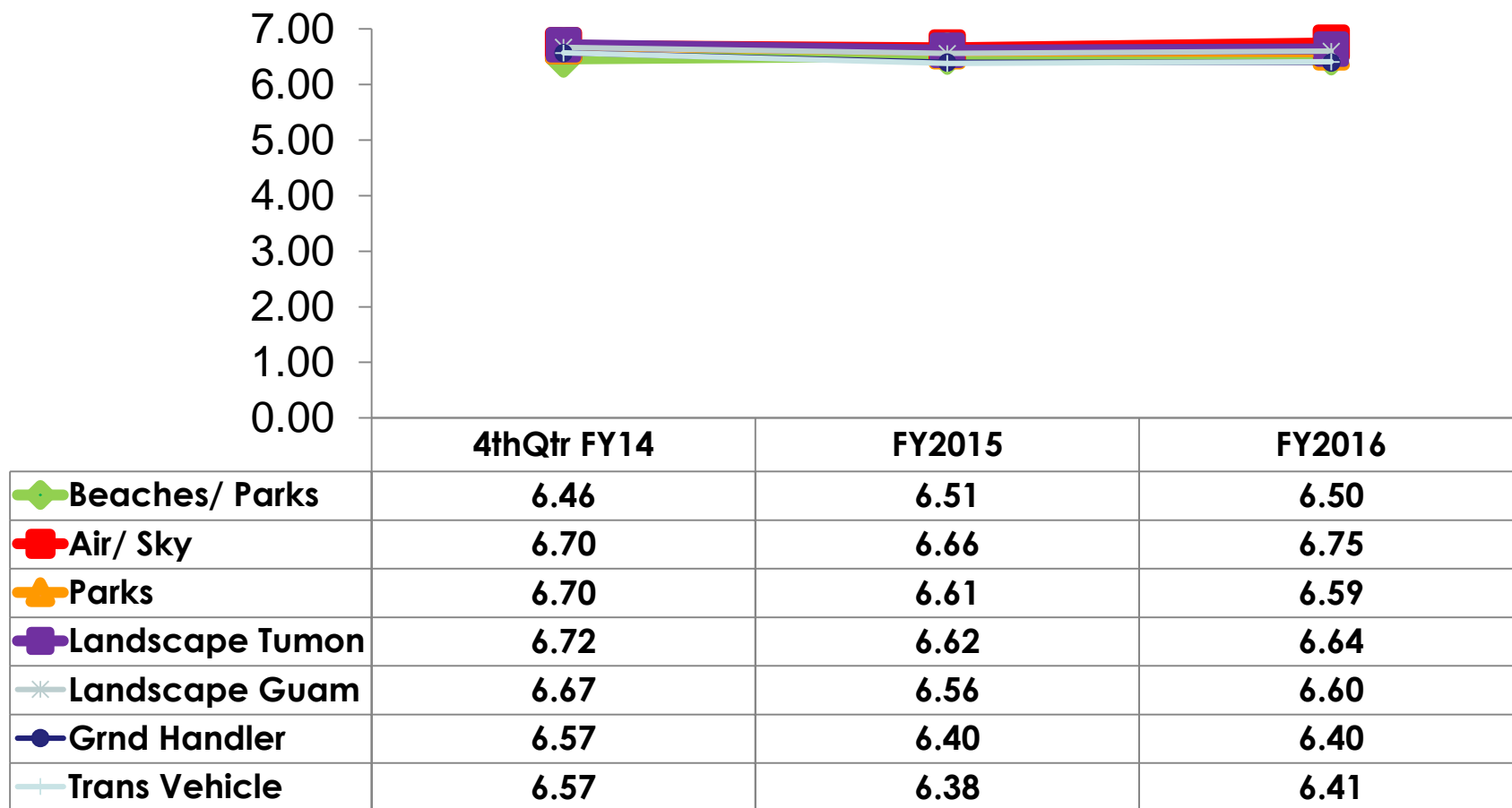
# Satisfaction Quality/ Cleanliness

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



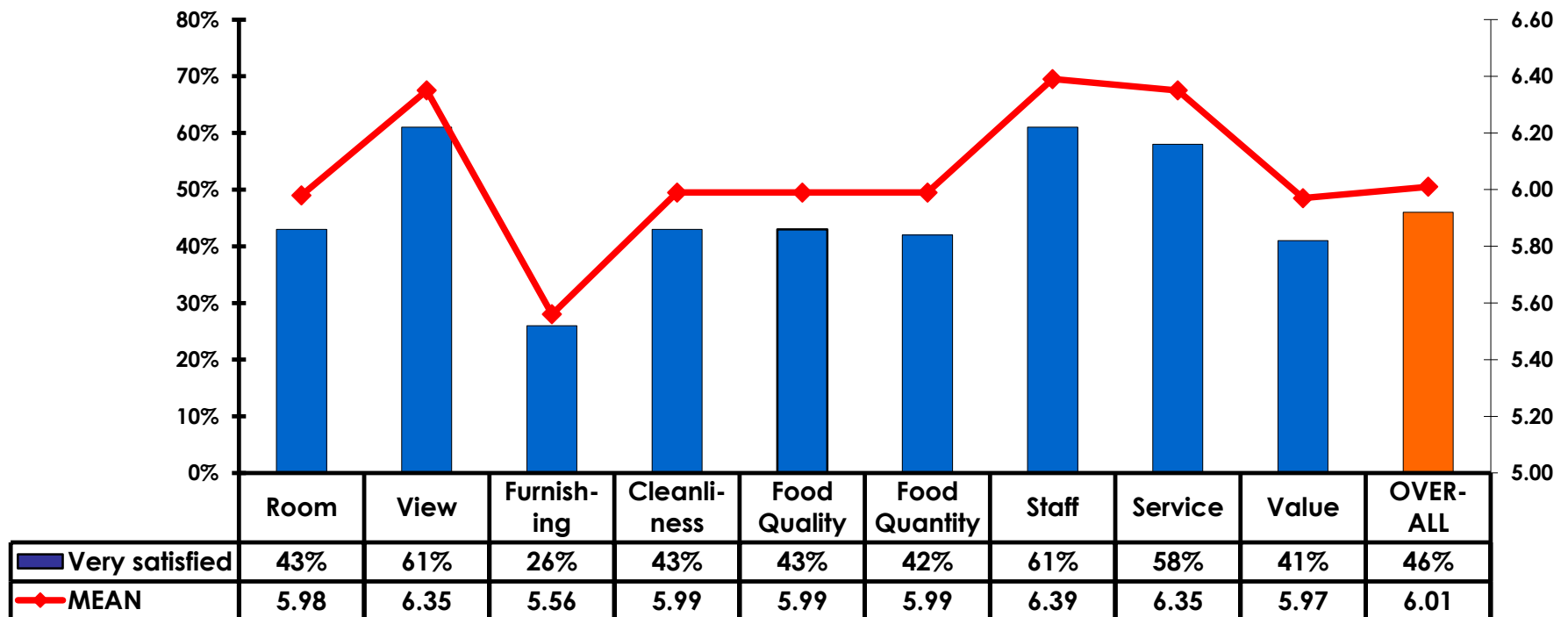
# Satisfaction Quality/ Cleanliness



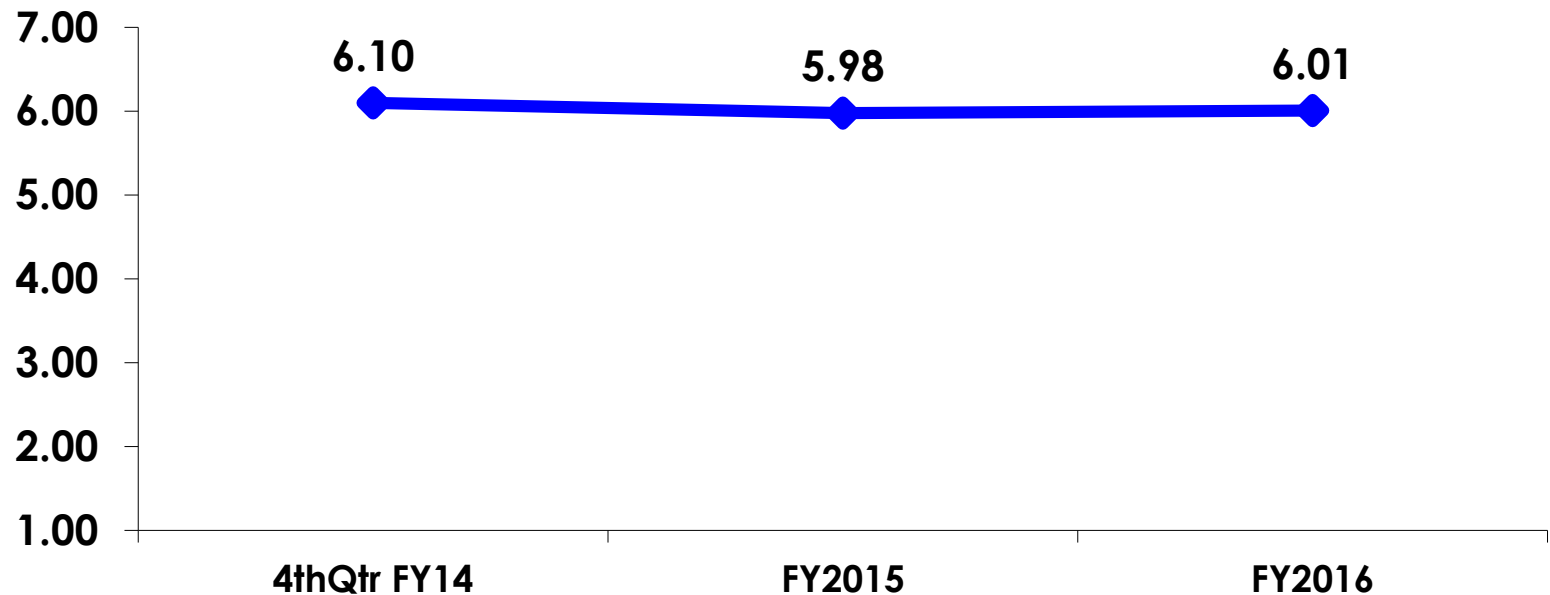
# Quality of Accommodations

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



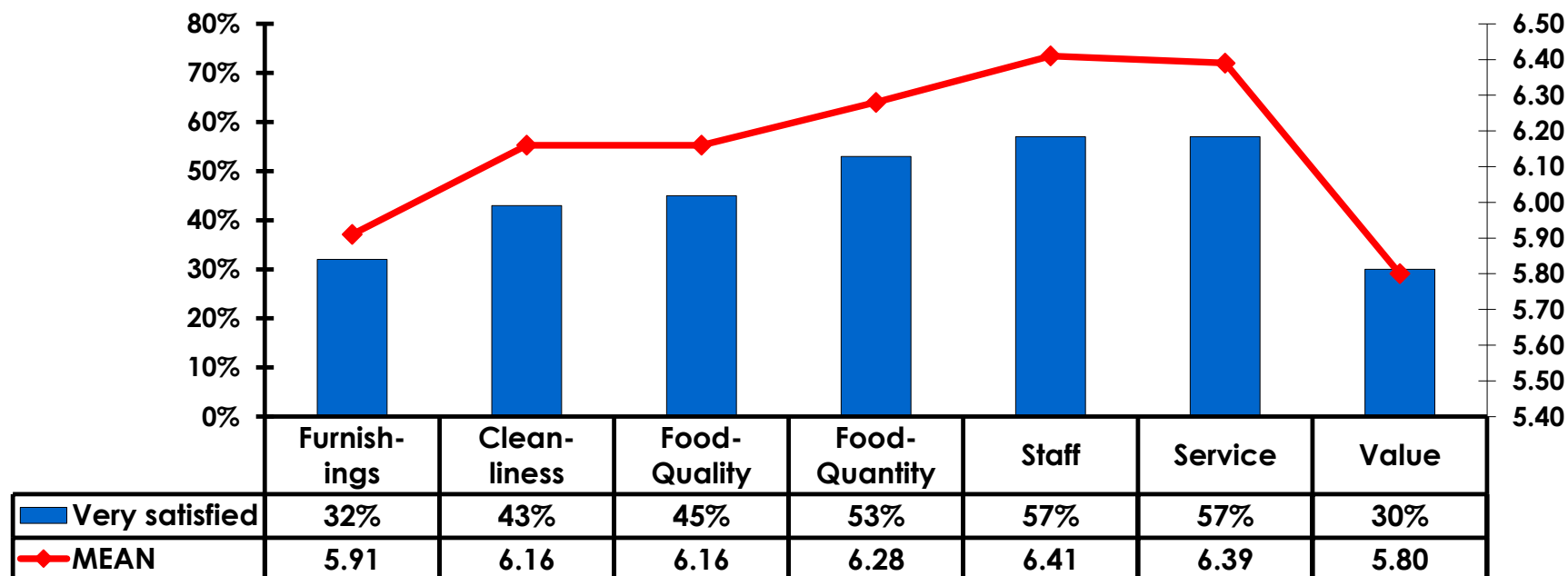
# ACCOMMODATIONS- OVERALL SATISFACTION



# Quality of Dining Experience

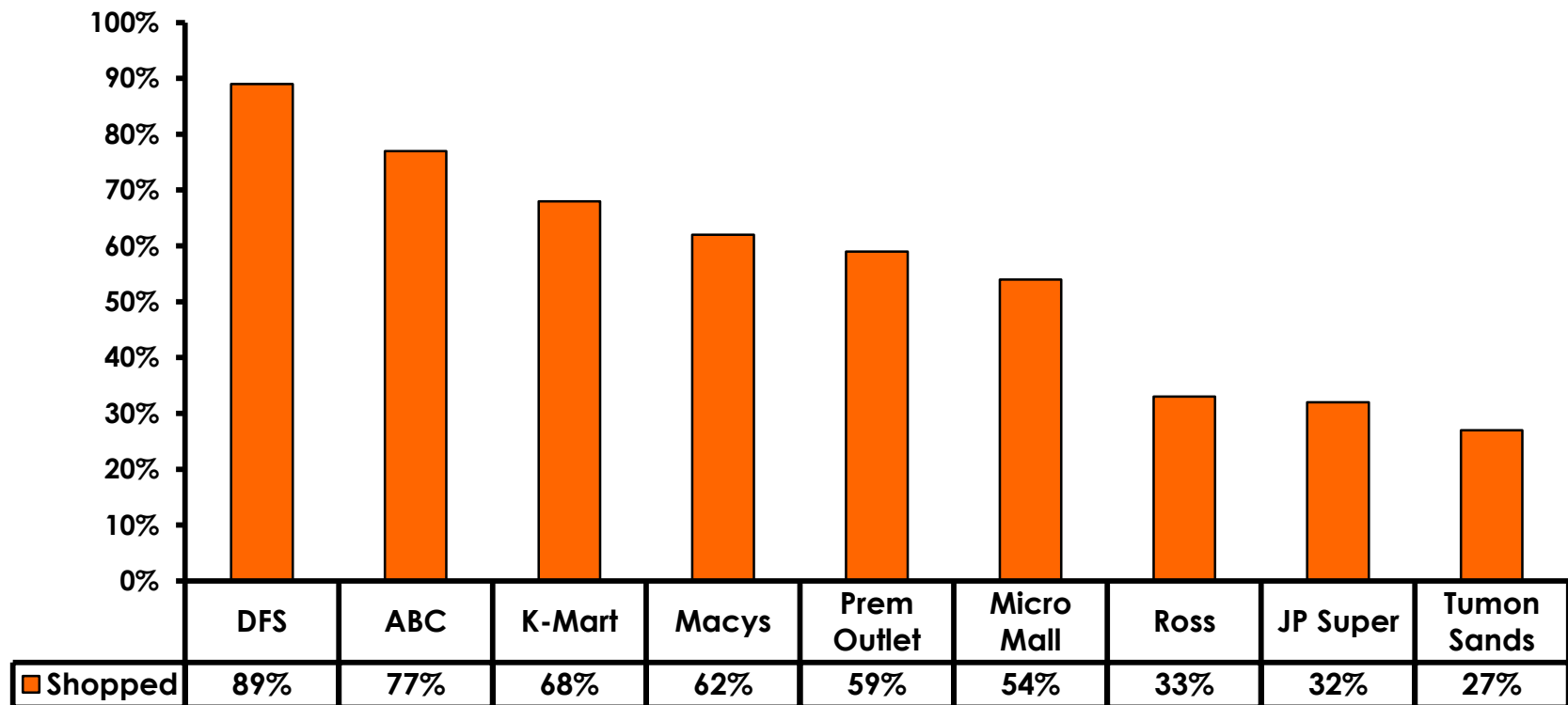
7pt Rating Scale

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	FY2016
<b>DFS</b>	89%	90%	89%
<b>ABC</b>	80%	73%	77%
<b>K-Mart</b>	61%	66%	68%
<b>Macys</b>	71%	59%	62%
<b>Guam Premier Outlet</b>	60%	52%	59%
<b>Micronesian Mall</b>	Not Top 6	38%	54%

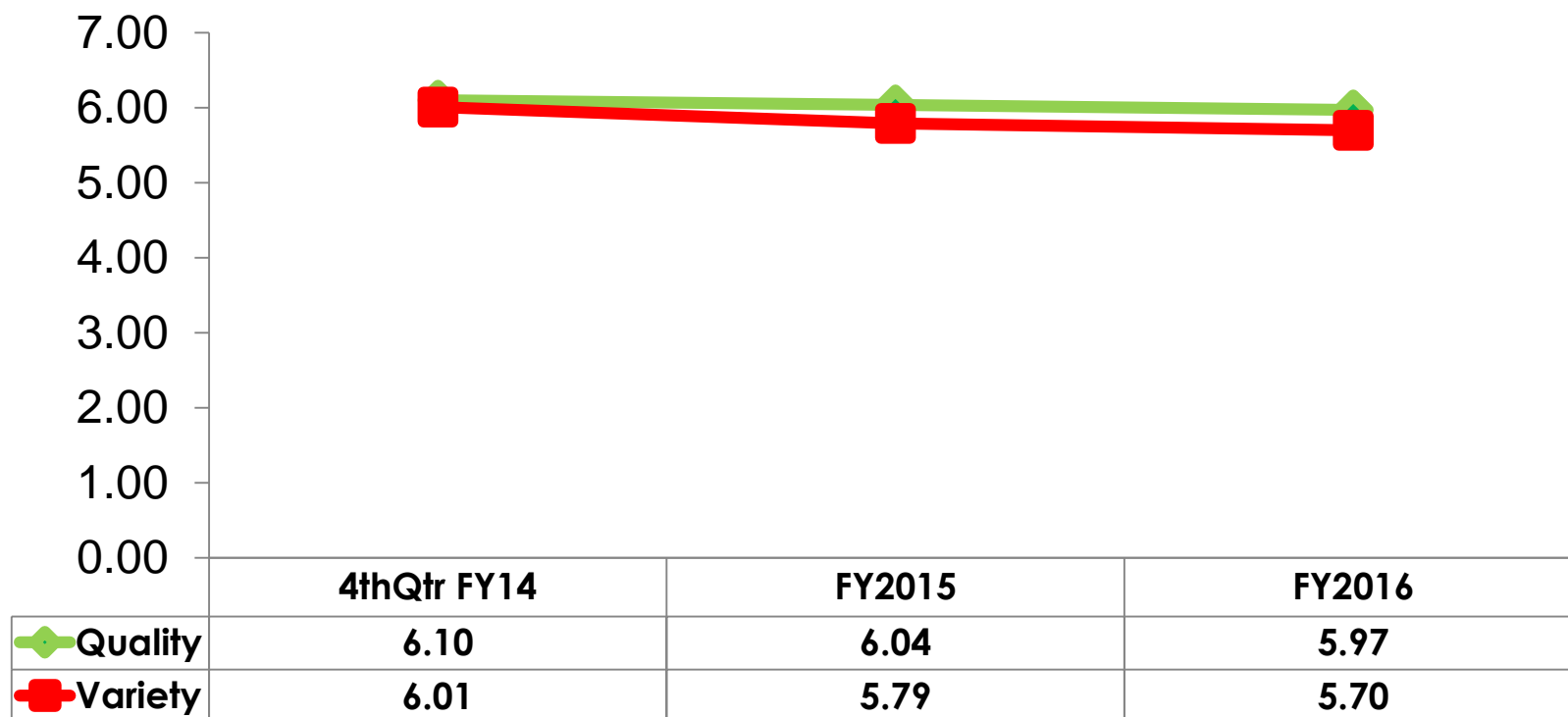
# Satisfaction with Shopping

7pt Rating Scale

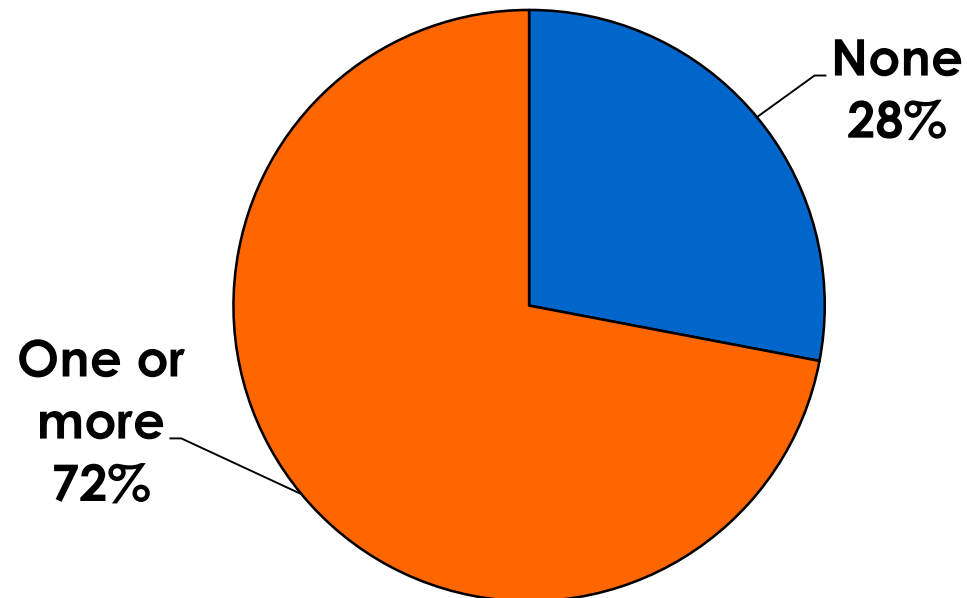
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = <b>72%</b>	Score of 6 to 7 = <b>61%</b>
Score of 4 to 5 = <b>26%</b>	Score of 4 to 5 = <b>34%</b>
Score 1 to 3 = <b>2%</b>	Score 1 to 3 = <b>6%</b>
<b>MEAN = 5.97</b>	<b>MEAN = 5.70</b>

# Satisfaction with Shopping

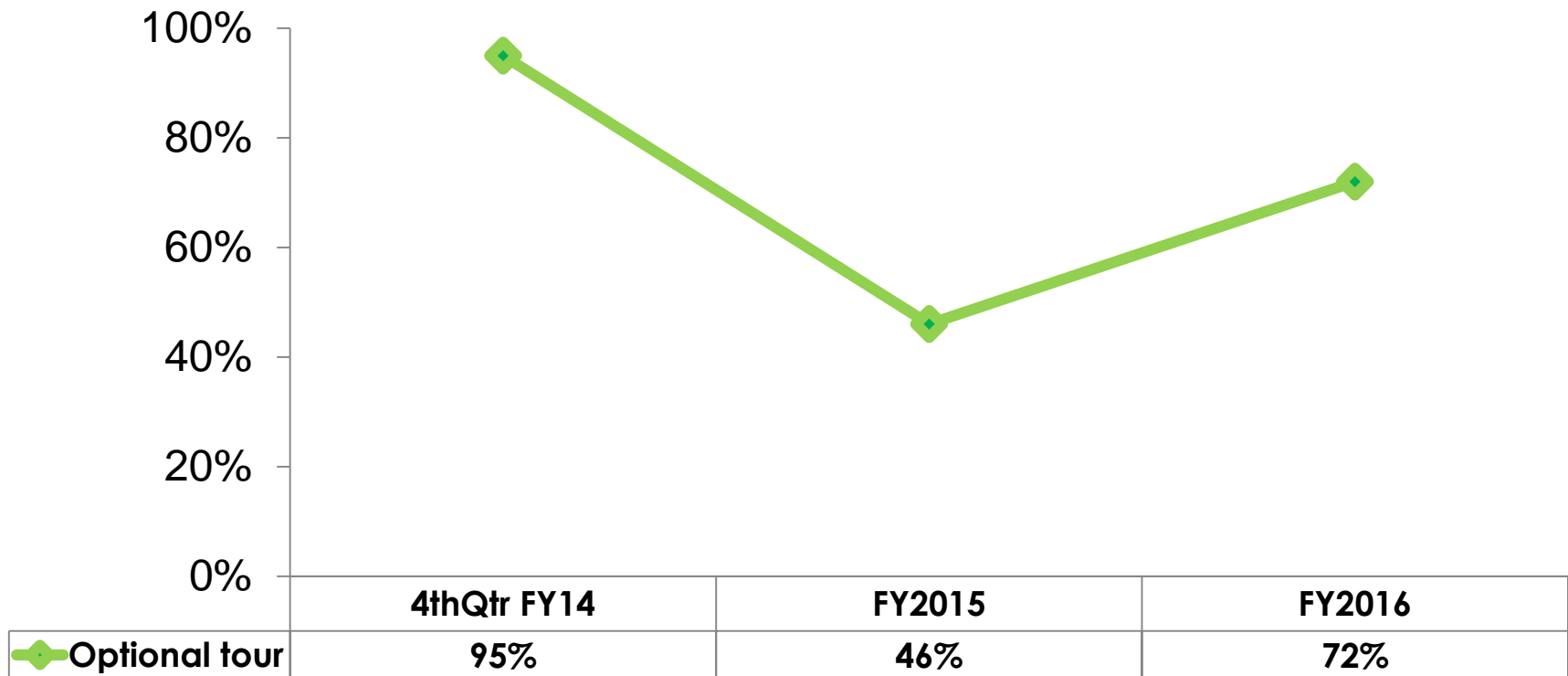


# Optional Tour Participation



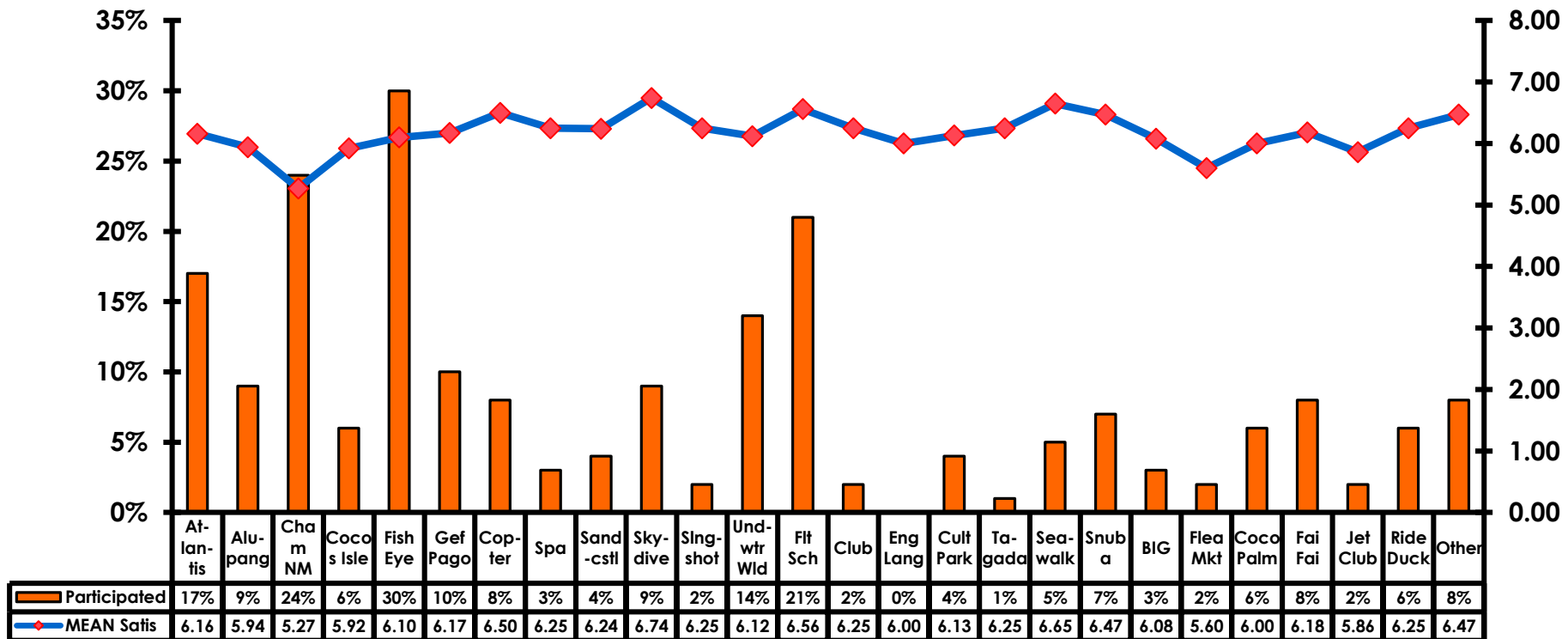
- Average number of tours participated in is 2.08

# Optional Tour Participation



# Optional Tours

## Participation & Satisfaction



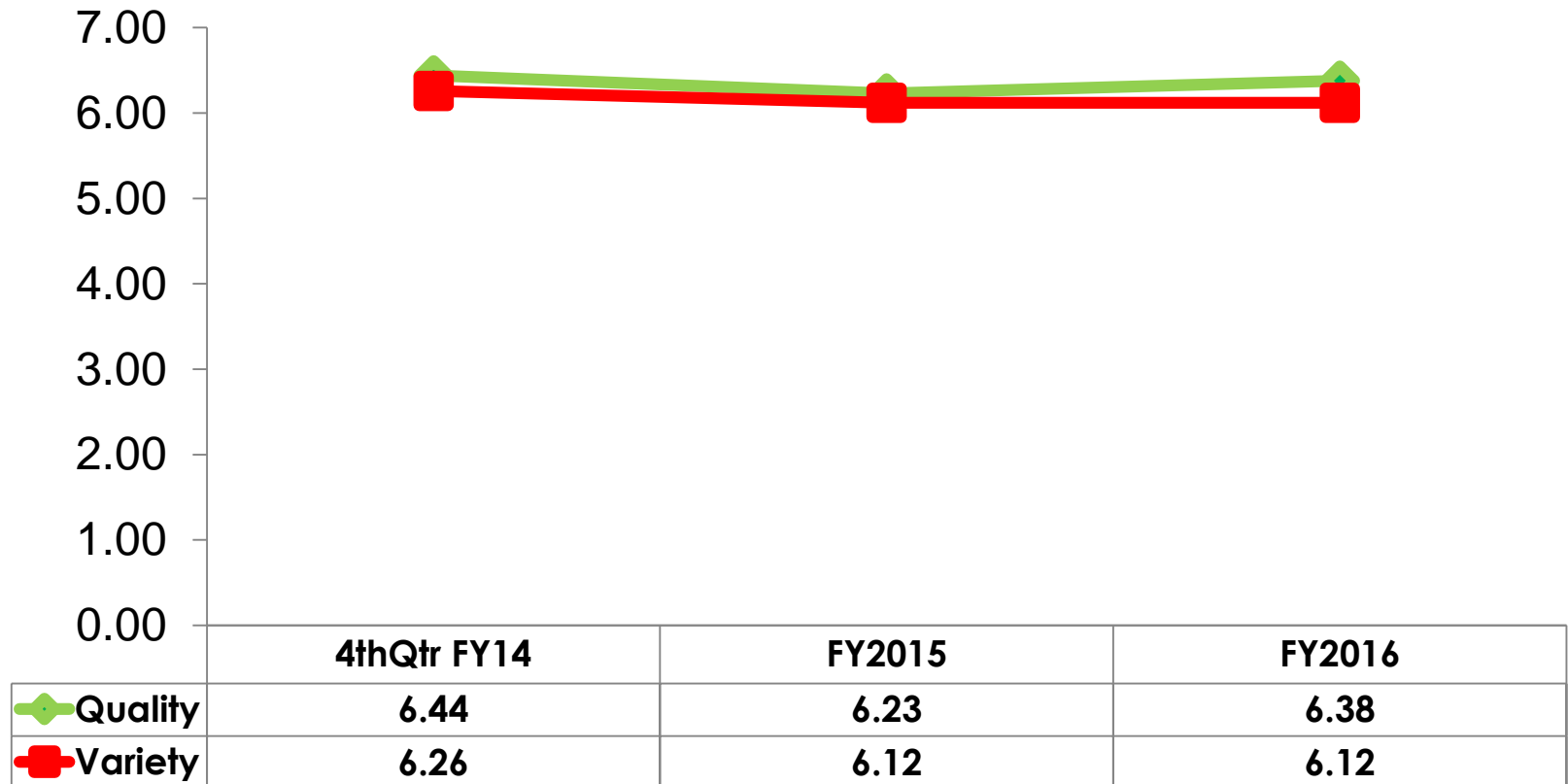
# Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Day Tour	Variety of Day Tour
Score of 6 to 7 = <b>87%</b>	Score of 6 to 7 = <b>80%</b>
Score of 4 to 5 = <b>13%</b>	Score of 4 to 5 = <b>20%</b>
Score 1 to 3 = <b>0%</b>	Score 1 to 3 = <b>0%</b>
<b>MEAN = 6.38</b>	<b>MEAN = 6.12</b>

# Day Tours Satisfaction





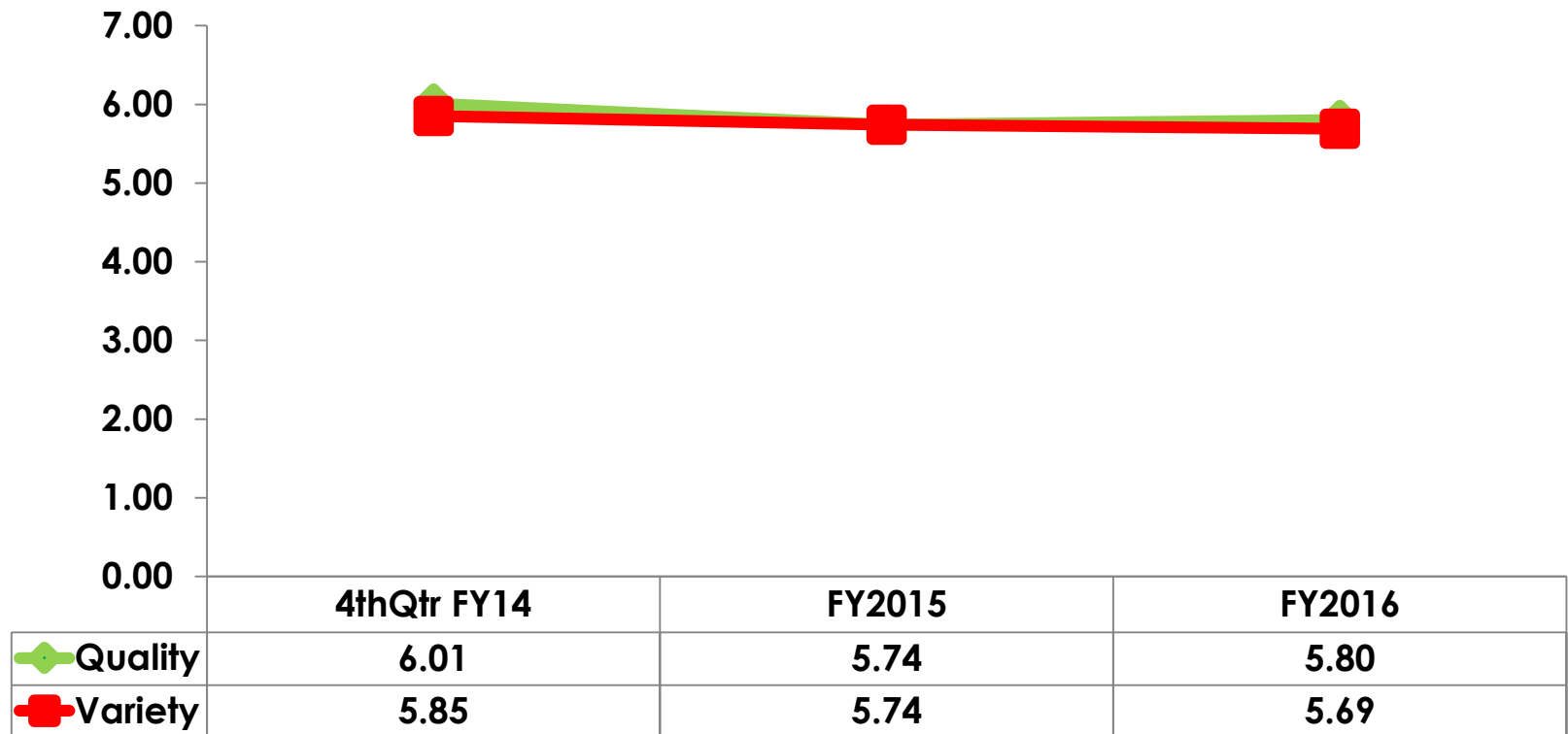
# Night Tours Satisfaction

7pt Rating Scale

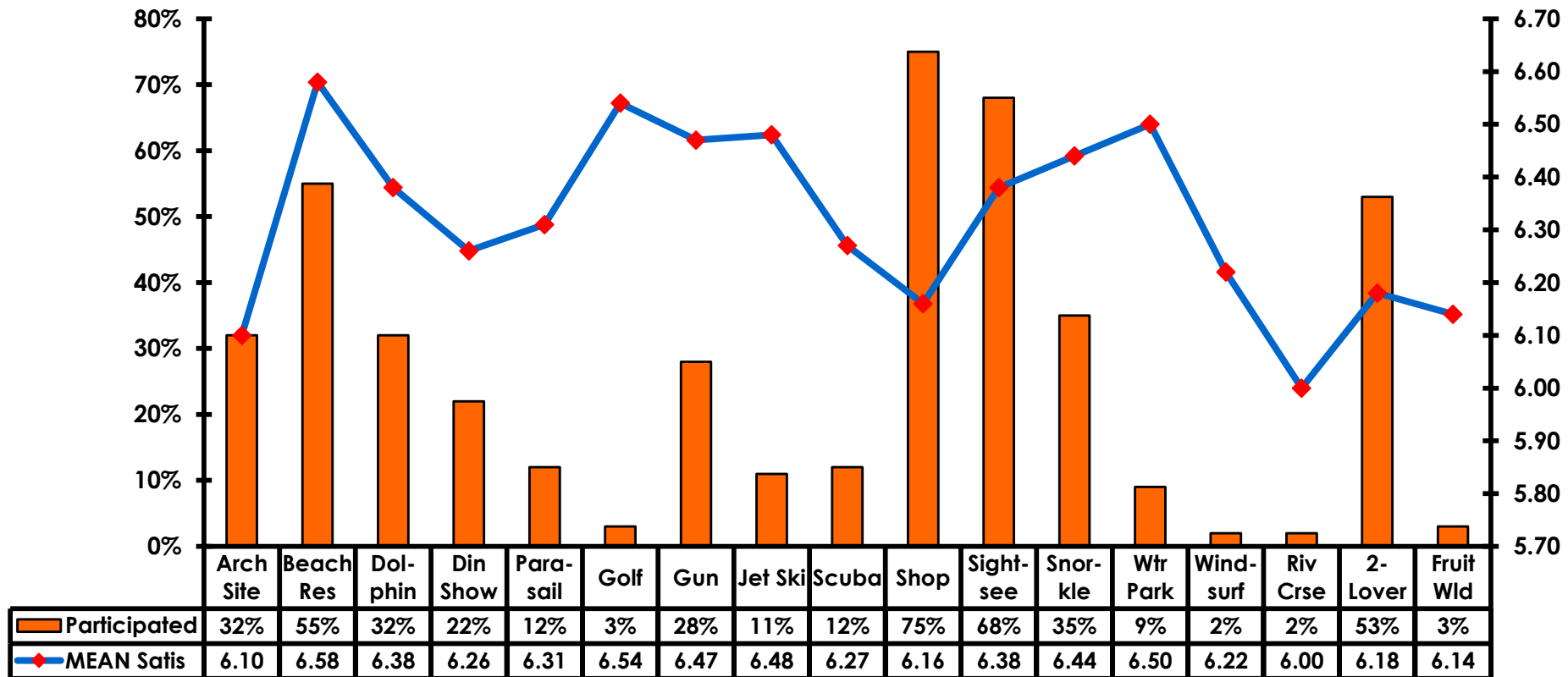
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = <b>67%</b>	Score of 6 to 7 = <b>62%</b>
Score of 4 to 5 = <b>31%</b>	Score of 4 to 5 = <b>35%</b>
Score 1 to 3 = <b>1%</b>	Score 1 to 3 = <b>2%</b>
<b>MEAN = 5.80</b>	<b>MEAN = 5.69</b>

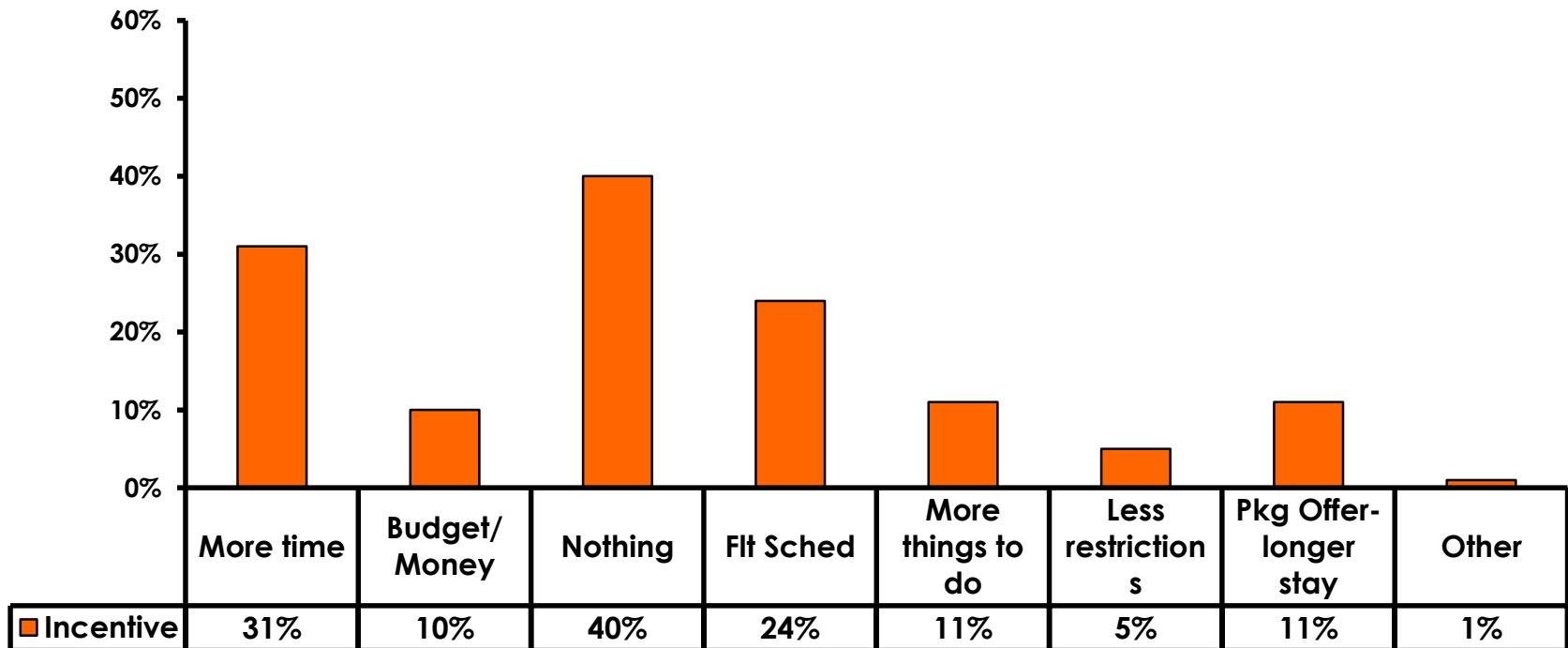
# Night Tours Satisfaction



# Satisfaction with Other Activities



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



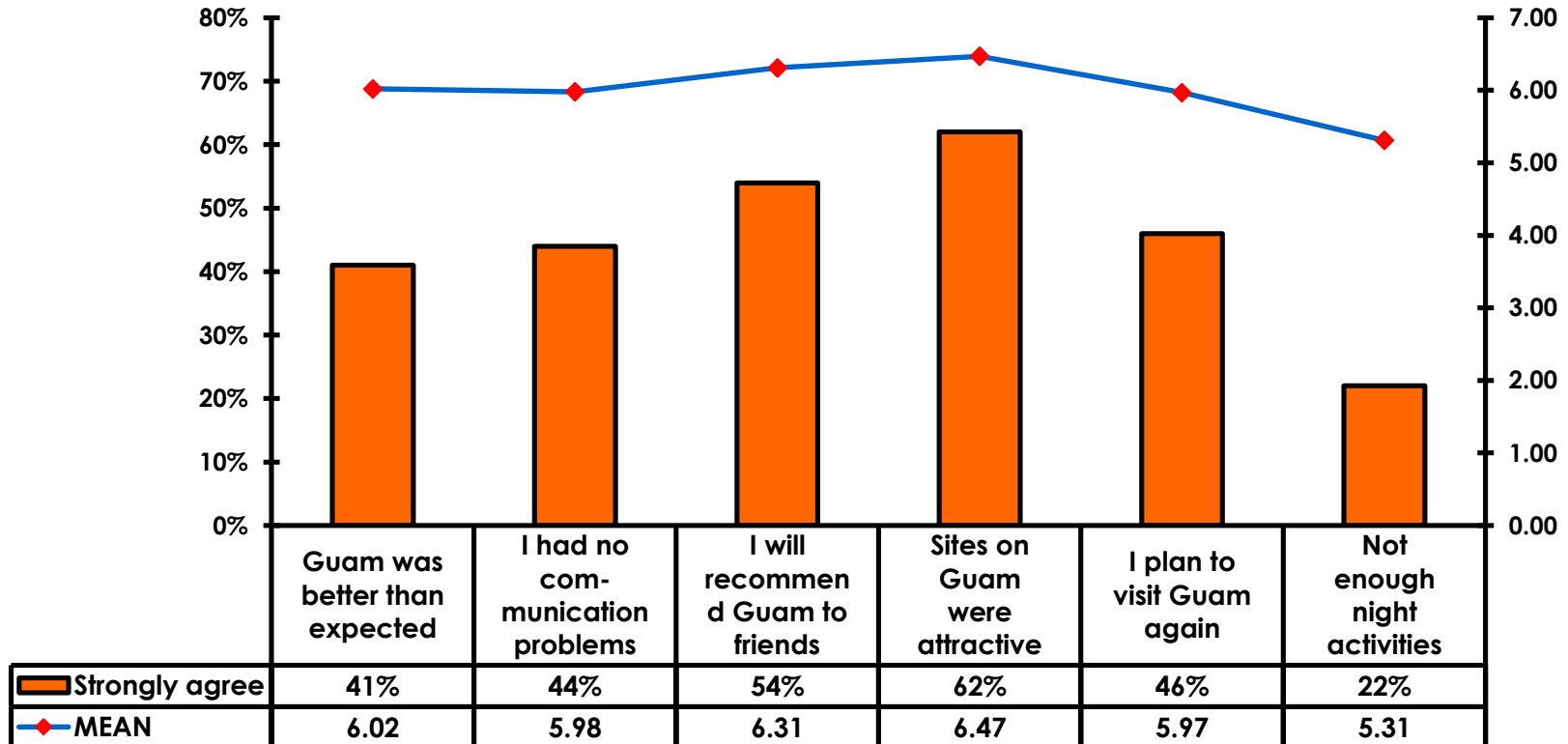
# What would it take to make you want to stay an extra day in Guam?

	4thQtr FY14	FY2015	FY2016
More time	38%	30%	31%
Budget/ money	7%	9%	10%
Nothing- spent right amount of time	21%	39%	40%
More things to do	17%	13%	11%
Less restrictions	8%	6%	5%
Flight schedule times	14%	17%	24%
Packages – longer stays	13%	10%	11%
Other	2%	2%	1%

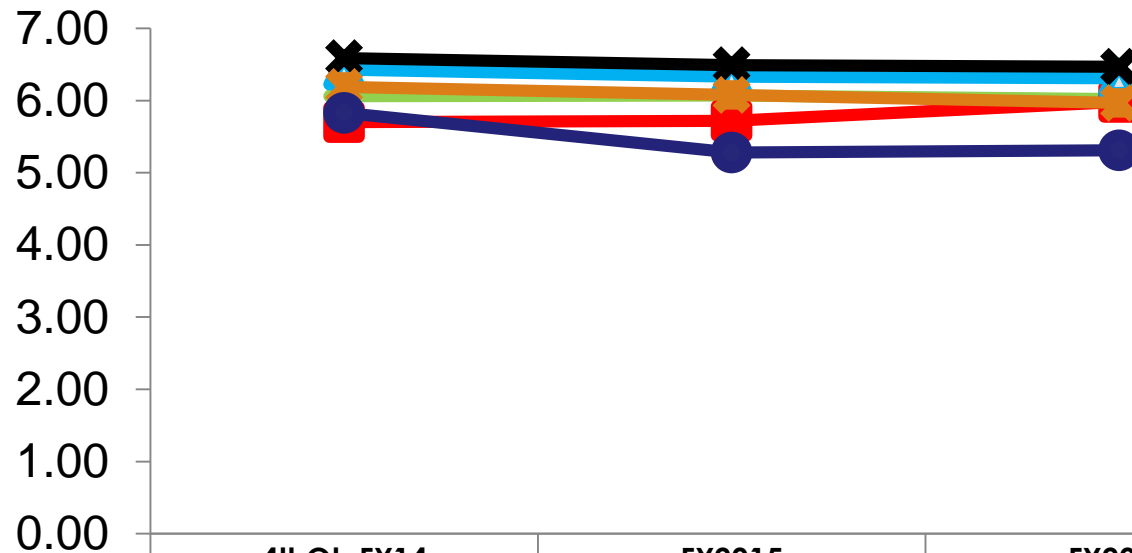
# On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



# On-Island Perceptions

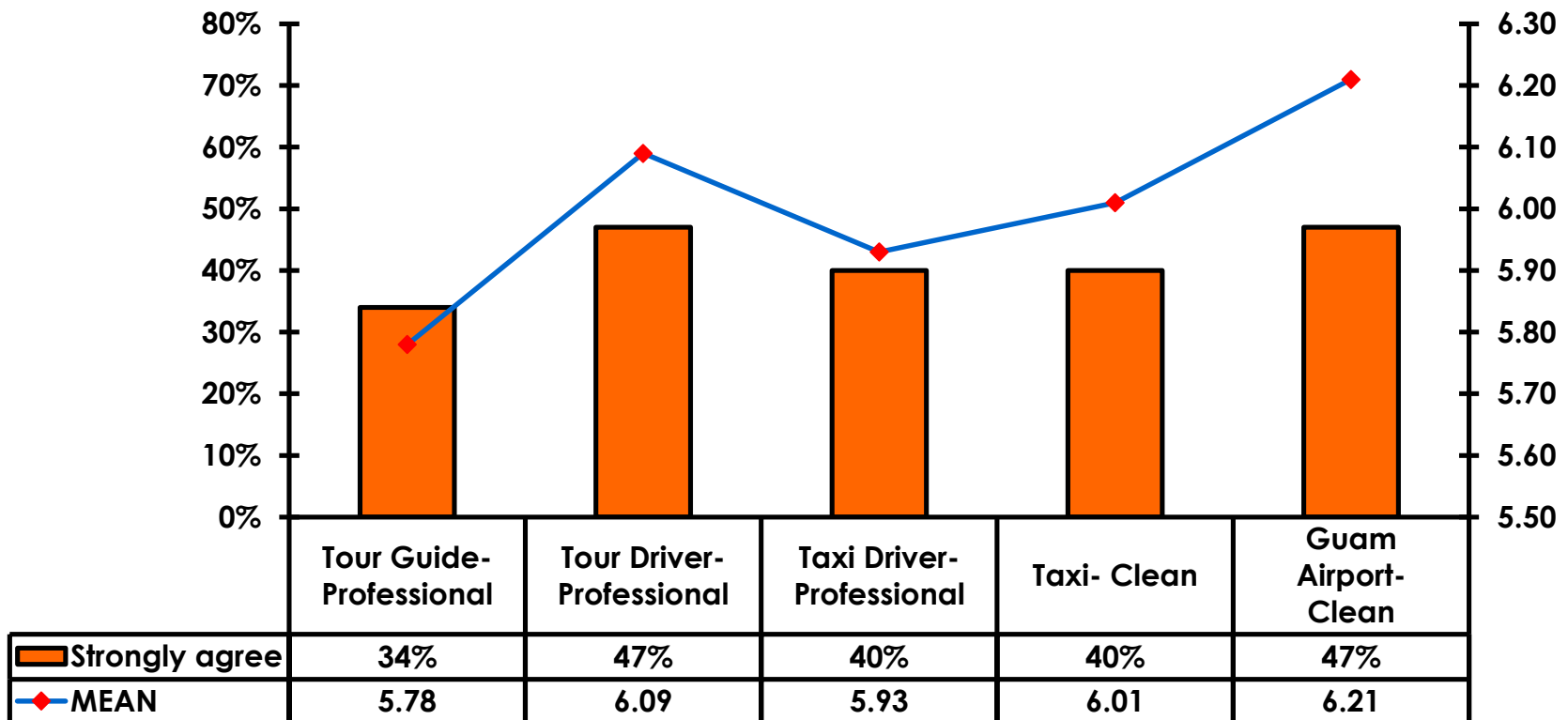


	4thQtr FY14	FY2015	FY2016
Guam was better than expected	6.06	6.07	6.02
I had no communication problems	5.70	5.72	5.98
I will recommend Guam to friends	6.43	6.33	6.31
Sites on Guam were attractive	6.59	6.49	6.47
I plan to visit Guam again	6.19	6.08	5.97
Not enough night activities	5.83	5.28	5.31

# On-Island Perceptions

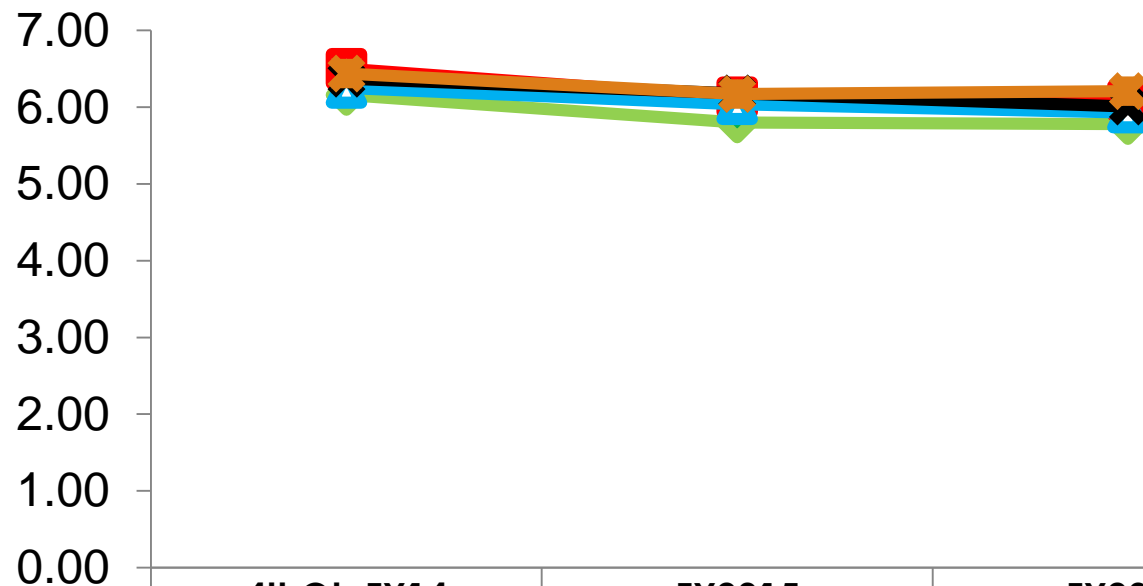
7pt Rating Scale






7=Very Satisfied/ 1=Very Dissatisfied





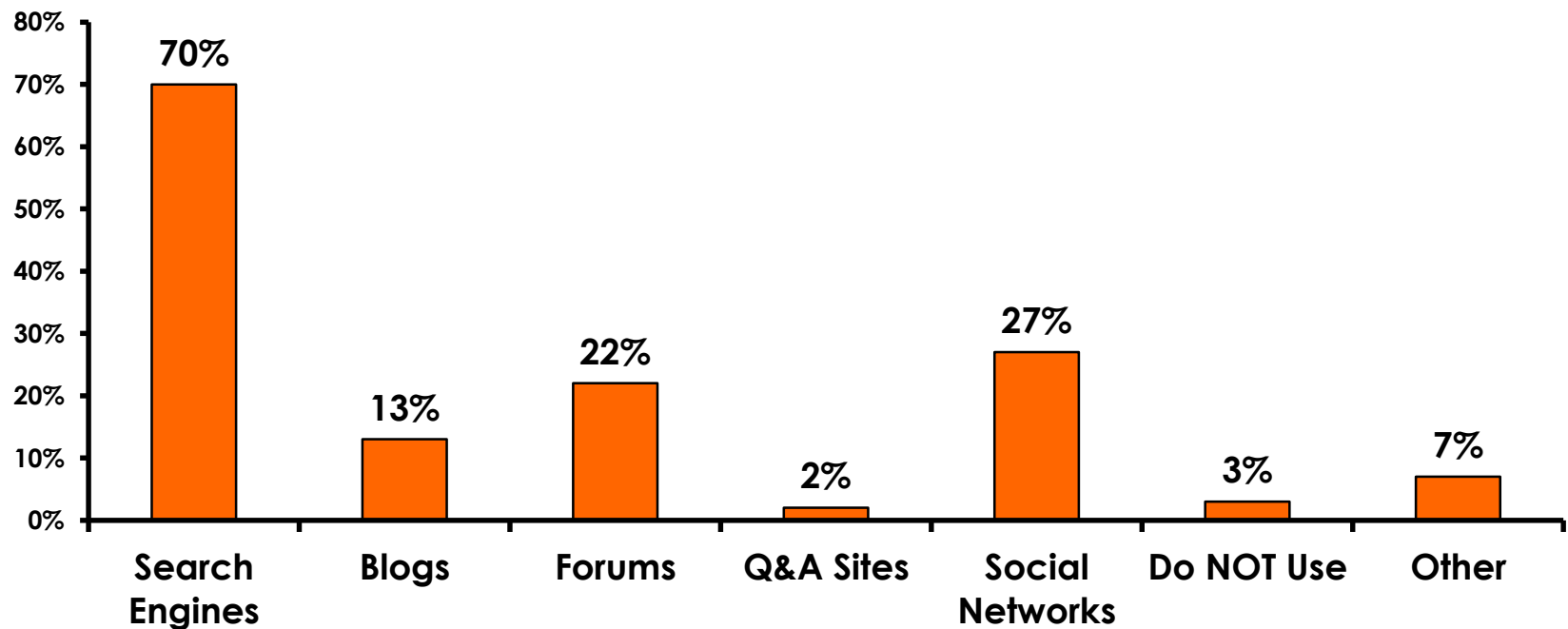
# On-Island Perceptions



	4thQtr FY14	FY2015	FY2016
 Tour Guide- professional	6.16	5.80	5.78
 Tour Driver- professional	6.50	6.13	6.09
 Taxi - Professional	6.25	6.04	5.93
 Taxi- clean	6.37	6.18	6.01
 Guam Airport- Clean	6.44	6.17	6.21

# SECTION 5 **PROMOTIONS**

# Internet- Guam Sources of Info

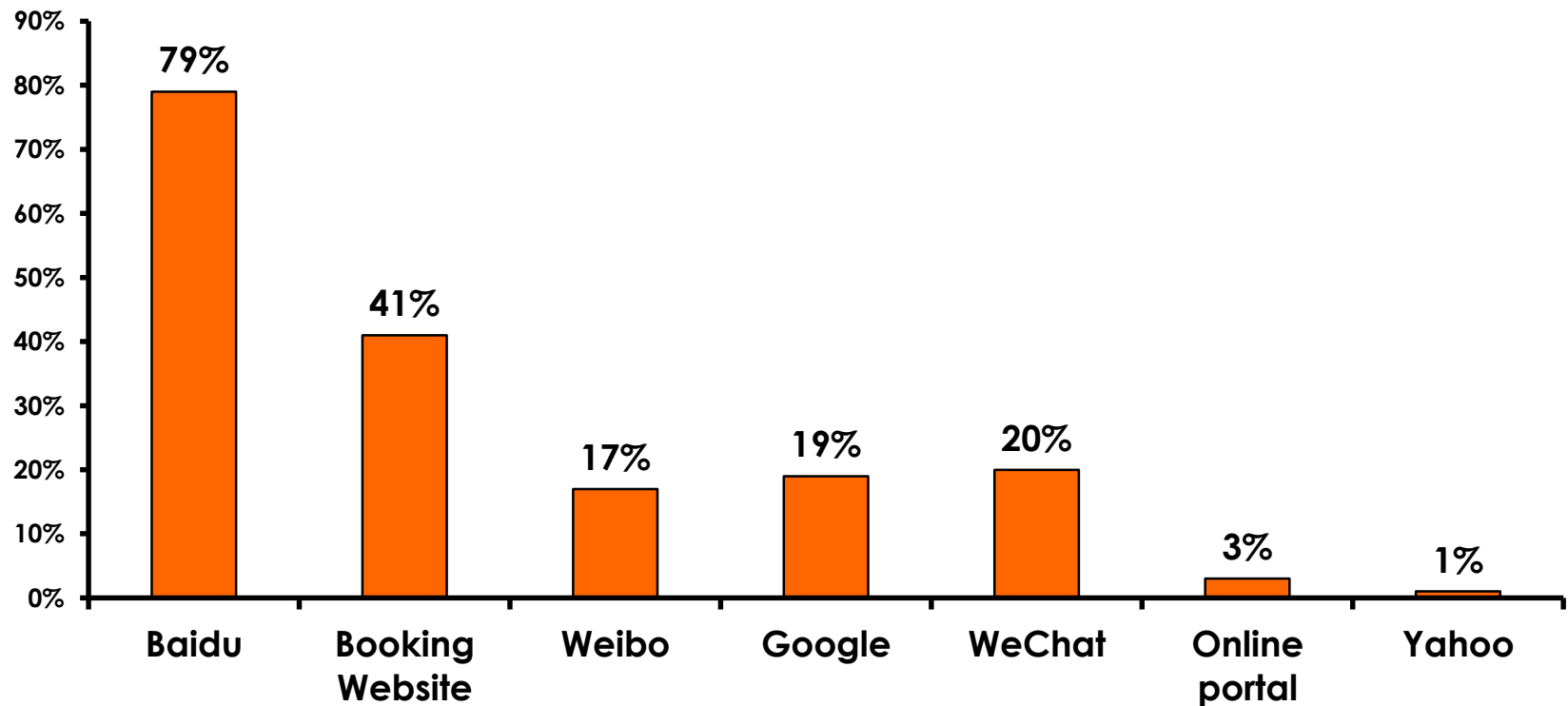


# Internet- Guam Sources of Info

	4thQtrFY14	FY2015	FY2016
Search engines	61%	65%	70%
Blogs	14%	9%	13%
None	3%	5%	3%
Q&A sites	1%	2%	2%
Social Network	11%	22%	27%
Forums	22%	20%	22%
Other	12%	8%	7%

# Internet- Things To Do

## Sources of Info

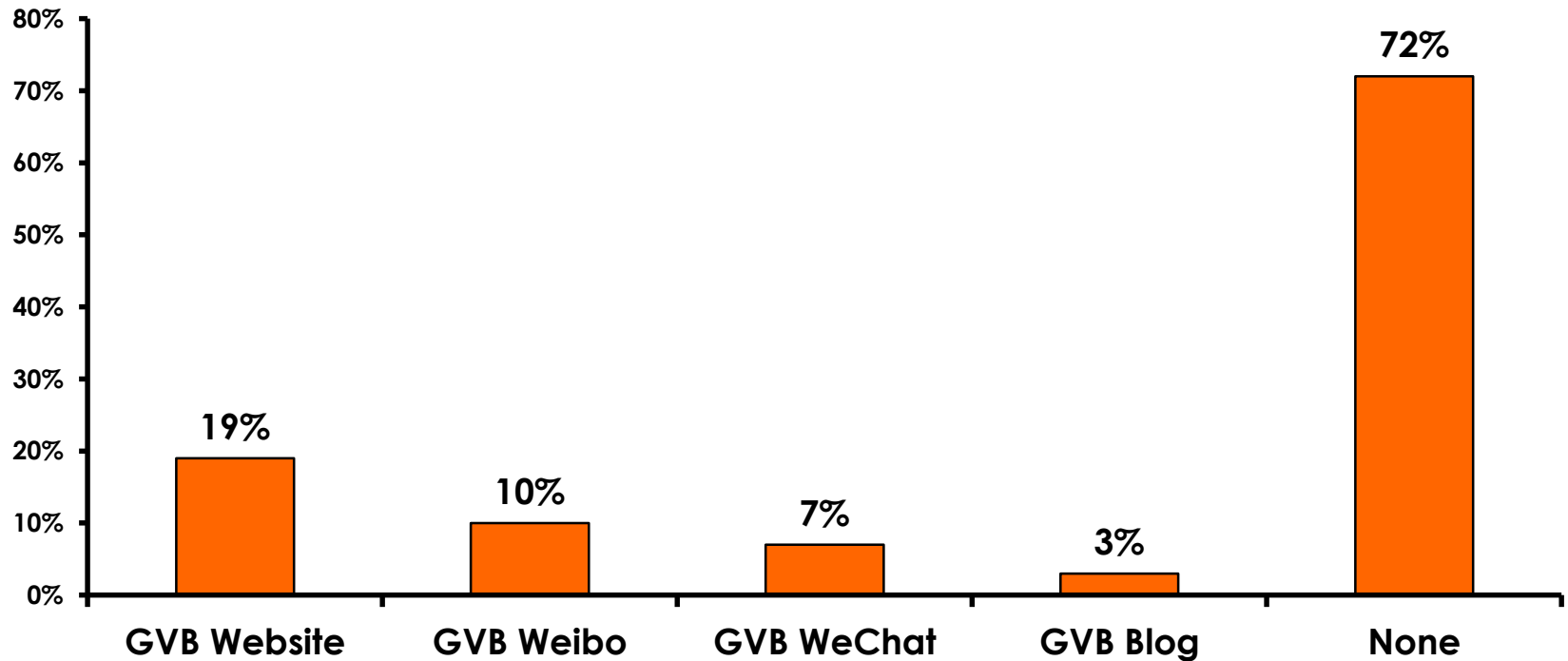


# Internet- Things To Do

## Sources of Info

	4thQtrFY14	FY2015	FY2016
Baidu	87%	79%	79%
Online booking website	24%	35%	41%
WeChat	8%	16%	20%
Google	10%	14%	19%
Weibo	16%	13%	17%
Online portal	6%	5%	3%
Yahoo	-	2%	1%
Do not use	1%	3%	-

# Internet- GVB Sources

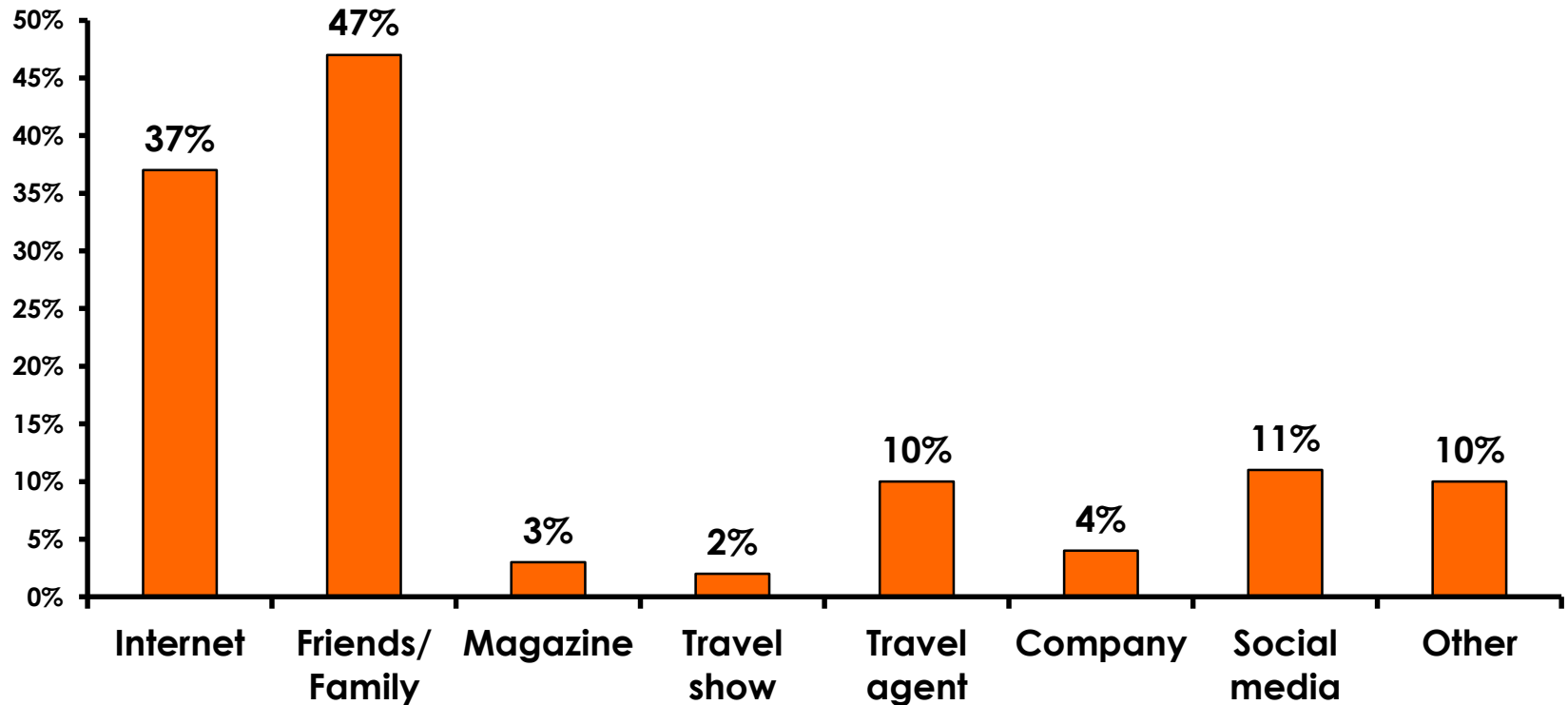


# Internet- GVB Sources

	4thQtrFY14	FY2015	FY2016
None	58%	64%	72%
GVB Website	25%	26%	19%
GVB Weibo	10%	9%	10%
GVB WeChat	7%	4%	7%
GVB Blog	5%	2%	3%



# Travel Motivation- Info Sources

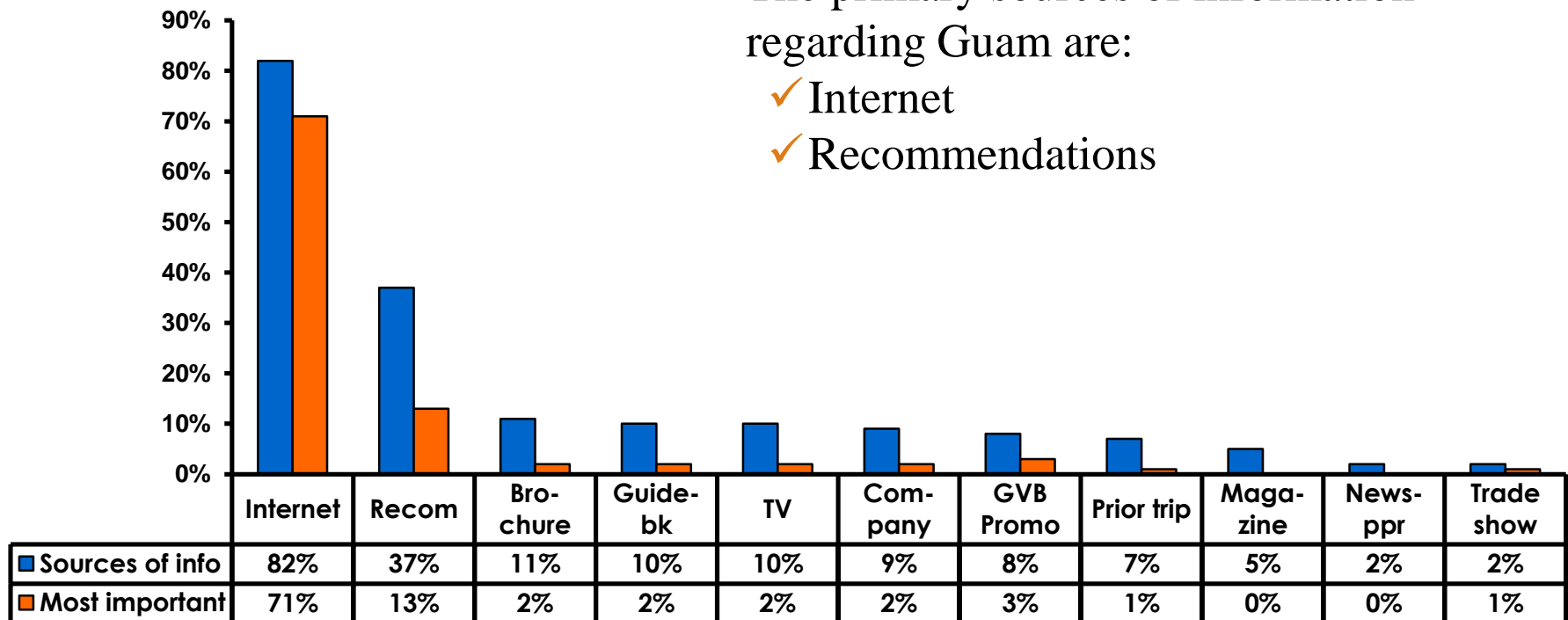


# Travel Motivation- Info Sources

	4thQtrFY14	FY2015	FY2016
Friends/ family	55%	43%	47%
Internet	26%	33%	37%
Travel agent	19%	19%	10%
Other	7%	10%	10%
Social media	5%	5%	11%
Company/ biz trip	3%	3%	4%
Magazines	1%	3%	3%
Travel shows	2%	2%	2%

# Sources of Information Pre-arrival

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



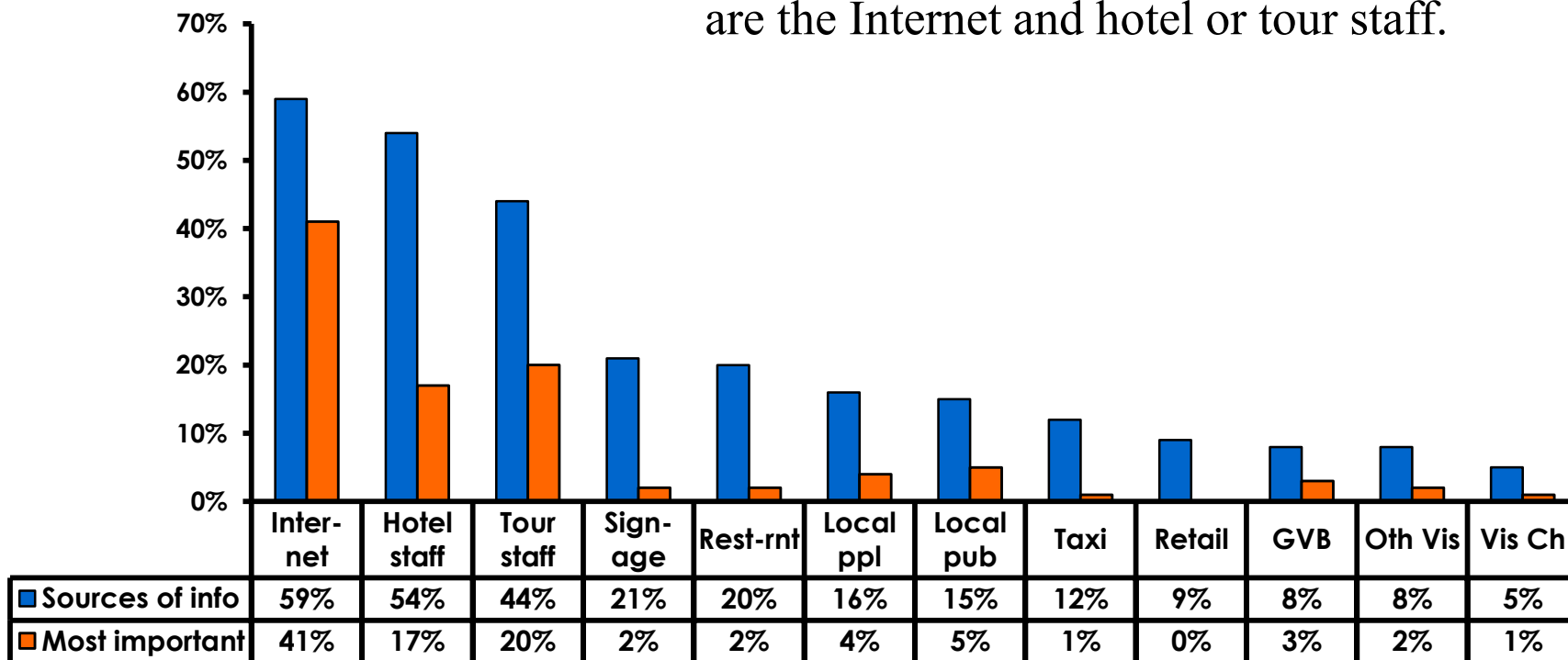
# Sources of Information Pre-arrival

## Top 3 responses

	4thQtrFY14	FY2015	FY2016
Internet	56%	61%	71%
Recommend- friend/ relative	11%	16%	13%
Travel Ag Brochre	13%	7%	Not Top 3

# Sources of Information Post-arrival

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



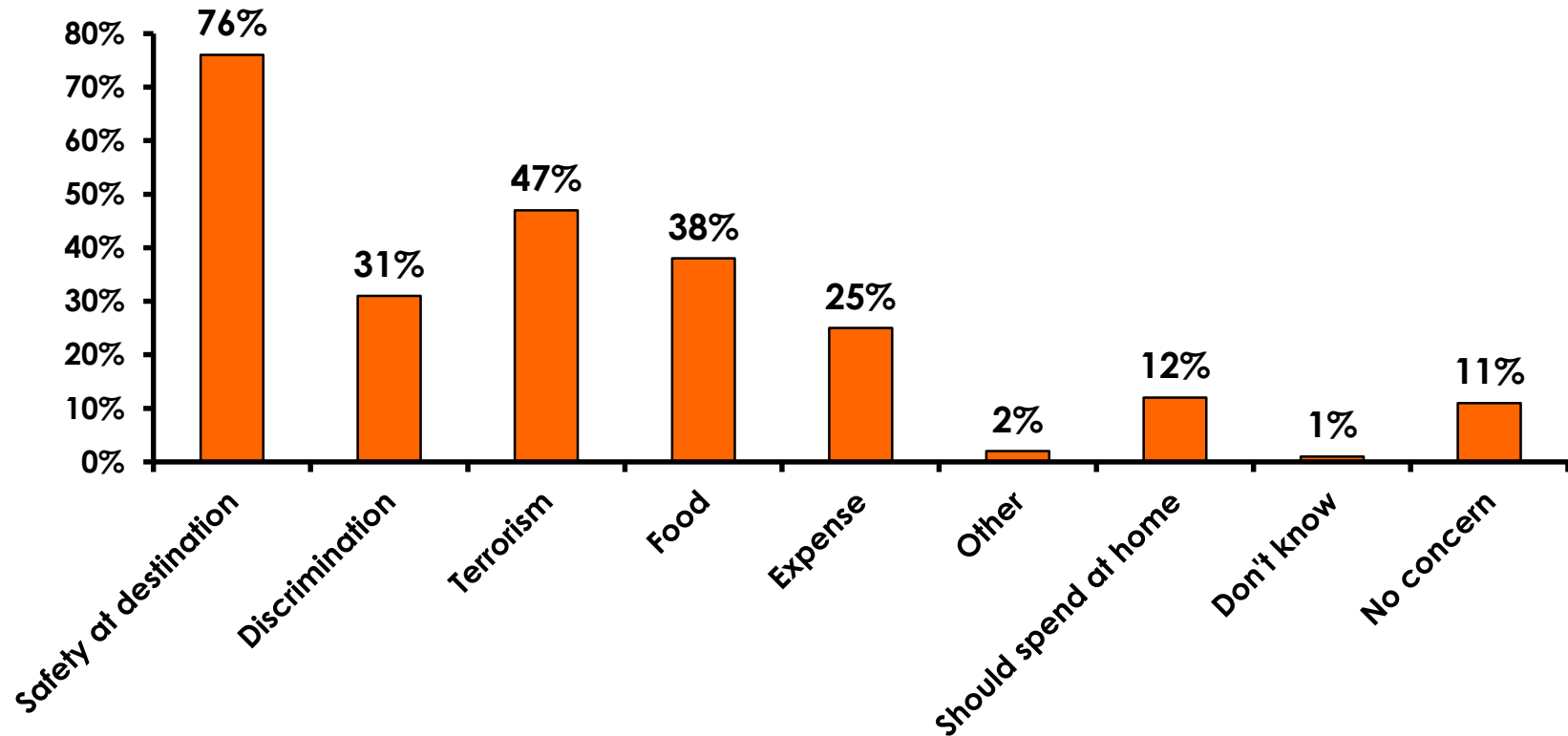
# Sources of Information Post-arrival

## Top 3

	4thQtrFY14	FY2015	FY2016
Internet	23%	34%	41%
Tour staff	48%	33%	20%
Hotel staff	9%	12%	17%

# SECTION 6 **OTHER ISSUES**

# Concerns about travel outside of China - Overall





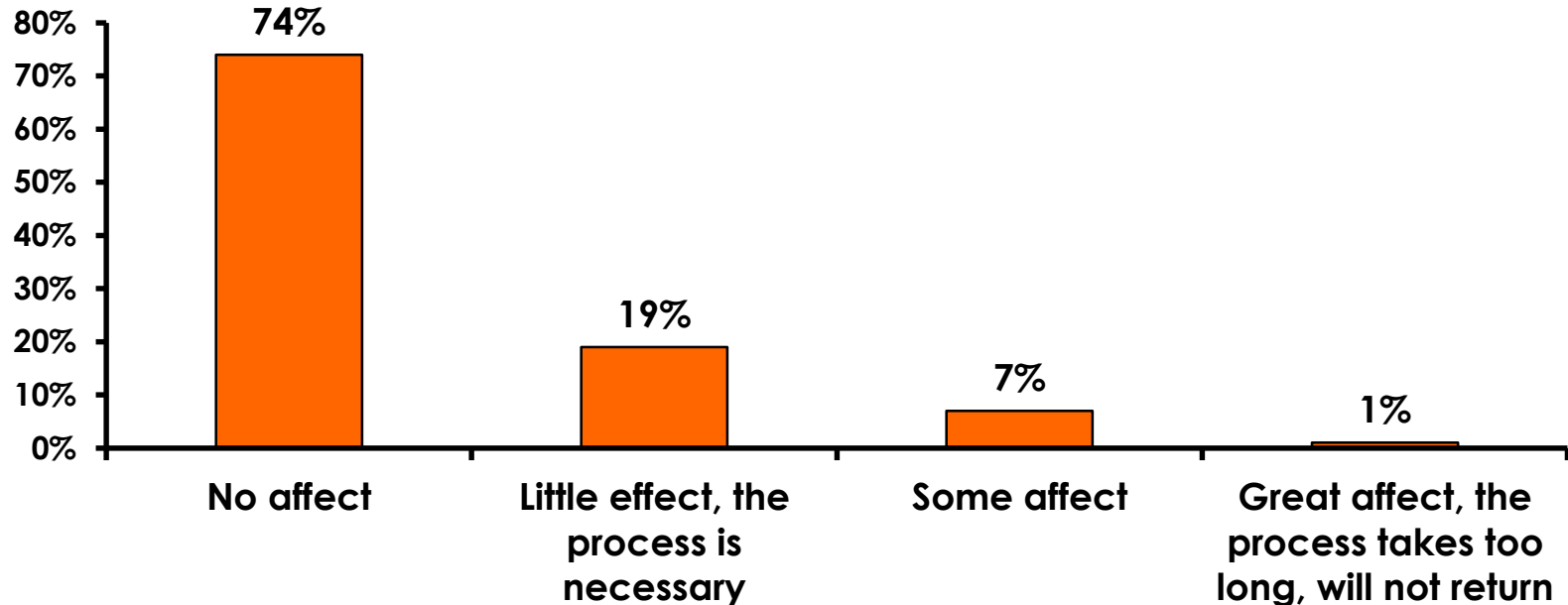
# Concerns about travel outside of China -

	4thQtrFY14	FY2015	FY2016
Safety	70%	71%	76%
Terrorism	24%	36%	47%
Food	16%	34%	38%
Expense	11%	15%	25%
Discrimination	25%	27%	31%
Should spend @home	5%	9%	12%
Other	4%	3%	2%
DK		1%	1%
No Concern	17%	21%	11%

# Concerns about travel outside of China - By Age & Income

		TOTAL	AGE				Q26						
		-	18-24	25-34	35-49	50+	<=CBY40K	CNY40K - CNY60K	CNY60K - CNY80K	CNY80K - CNY120K	CNY120K - CNY240K	CNY240K+	No Income
Q21	Safety	76%	63%	79%	78%	65%	60%	67%	71%	71%	76%	81%	50%
	Terrorism	47%	32%	52%	47%	33%	40%	40%	32%	36%	46%	52%	100%
	Food	38%	16%	36%	39%	49%	80%	40%	37%	47%	43%	28%	50%
	Discrimination against Chinese	31%	26%	35%	26%	28%	20%	53%	29%	24%	30%	31%	
	Expense	25%	42%	26%	23%	21%	60%	27%	26%	20%	27%	25%	100%
	Should spend at home	12%	11%	15%	9%	7%	40%	27%	16%	13%	15%	6%	
	No concerns	11%	16%	8%	11%	21%			11%	24%	9%	9%	
	Other	2%		2%	2%	2%				7%		3%	
	Don't know	1%	5%	2%					3%	4%		1%	
	Total	Count	402	19	192	148	43	5	15	38	55	92	124

# Security Screening/ Immigration Process at Guam International Airport



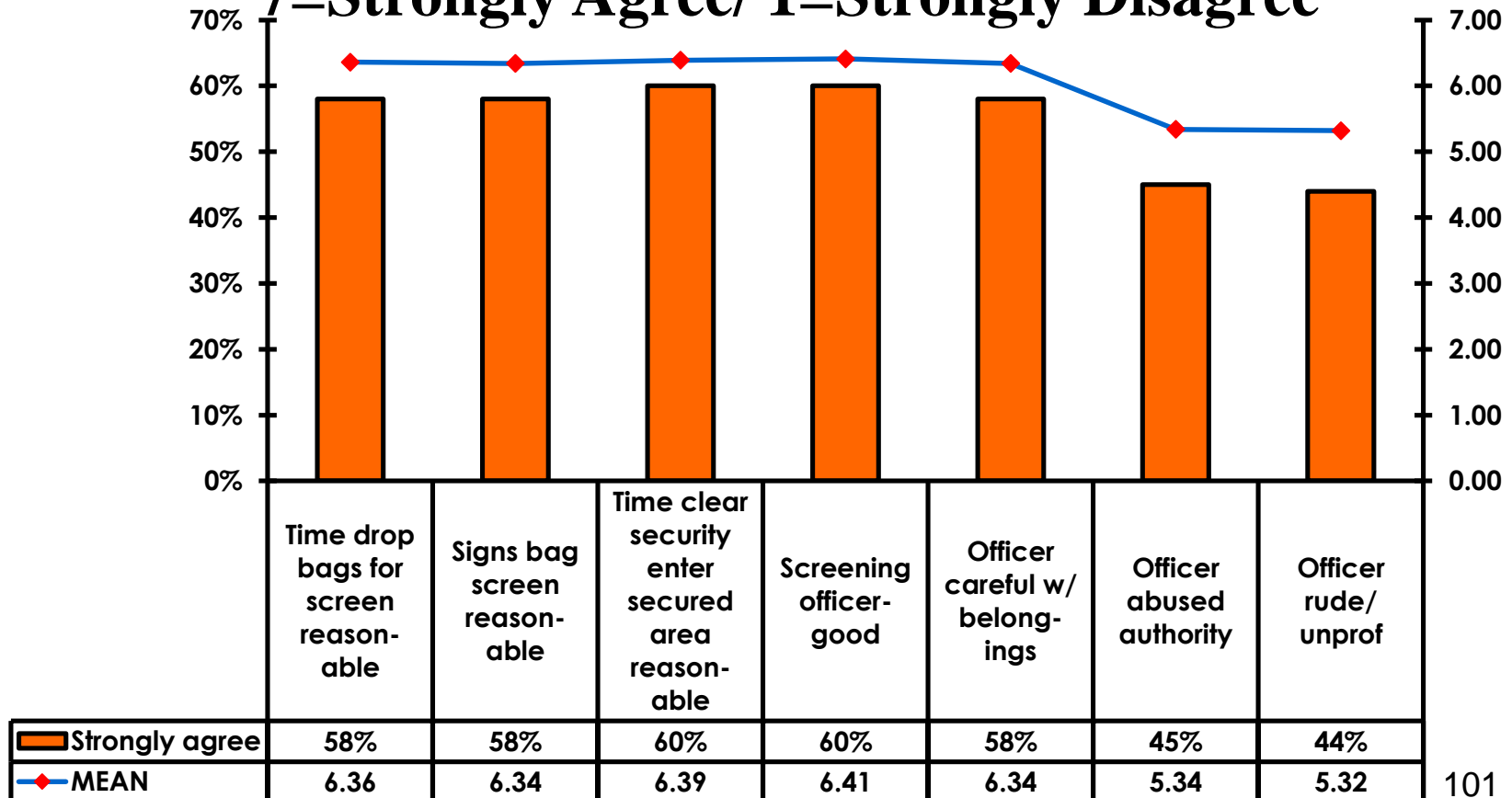
# Security Screening/ Immigration Process at Guam International Airport

	4thQtrFY14	FY2015	FY2016
No effect	72%	74%	74%
Little effect	13%	15%	19%
Some effect	14%	9%	7%
Great effect	2%	1%	1%

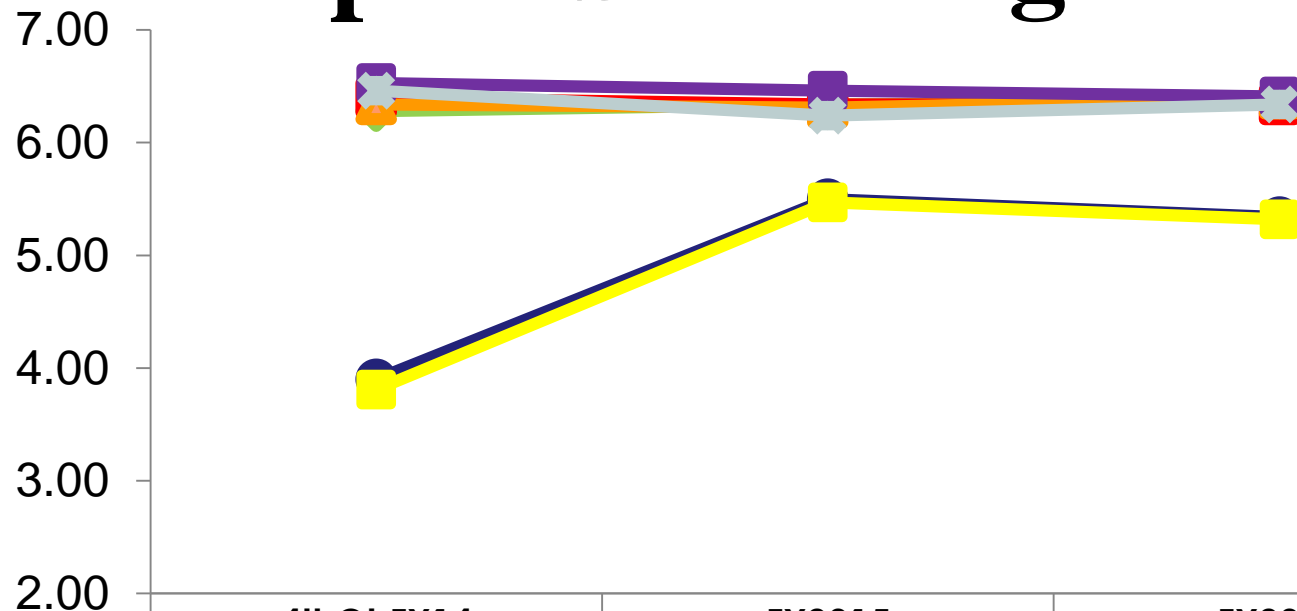
# Airport Screening








## 7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree

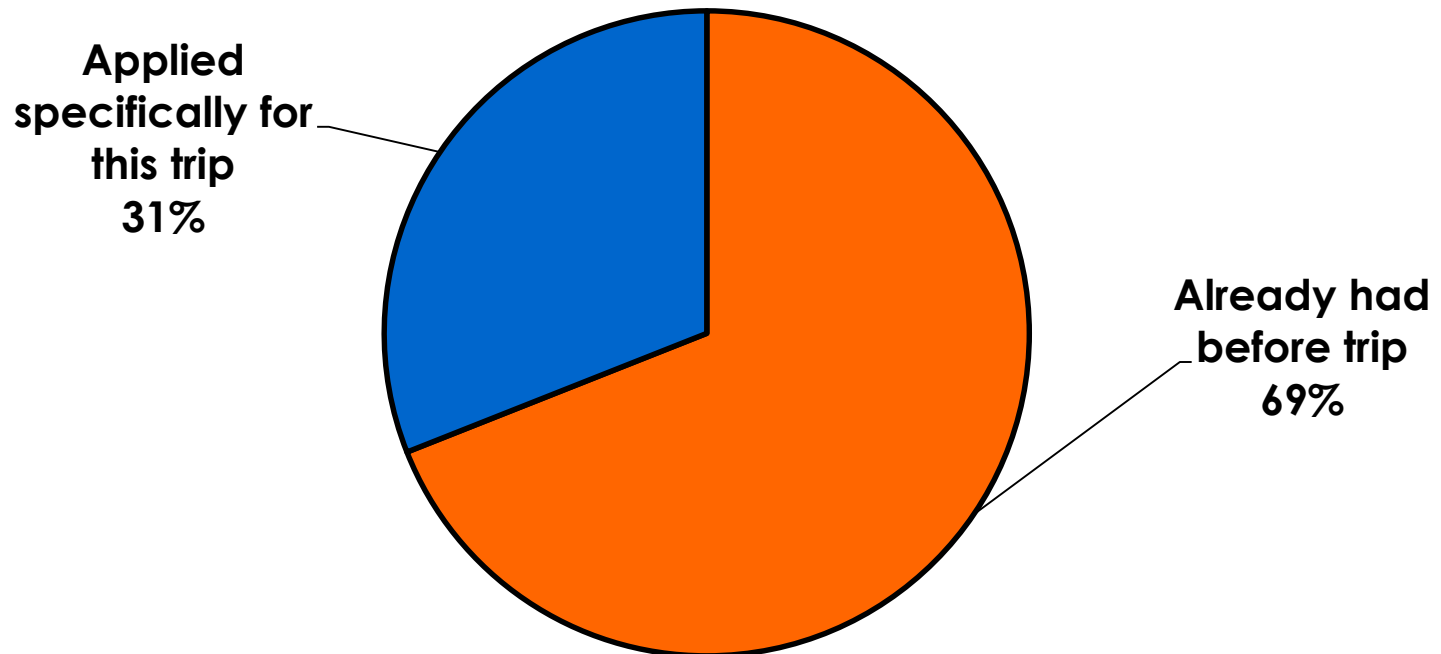


# Airport Screening



	4thQtrFY14	FY2015	FY2016
 Time- Bag screening	6.28	6.34	6.36
 Sign- Bag Screen	6.40	6.34	6.34
 Time- clear security	6.34	6.31	6.39
 Officer- good	6.53	6.46	6.41
 Officer- careful	6.46	6.24	6.34
 Officer- abusive	3.90	5.50	5.34
 Officer- rude	3.81	5.47	5.32 102

# U.S. VISA



# U.S. VISA

	4thQtrFY14	FY2015	FY2016
Already had VISA	84%	70%	69%
Got VISA for this trip	16%	30%	31%



# SHOP GUAM - AWARENESS

	FY2015	FY2016
Aided Awareness	9%	7%
Not aware	91%	93%

# SHOP GUAM - IMPACT

	FY2015	FY2016
Increased	72%	48%
Decreased	6%	4%
No change	22%	48%