

Guam Visitors Bureau Chinese Visitor Tracker Exit Profile & Market Segmentation Report

FY2017

QTR.3 (APRIL - JUNE 2017)

Prepared by: Anthology Research

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**GUAM
VISITORS
BUREAU**
SETBISION BISITAN GUÅHAN



[ANTHOLOGY]
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Background and Methodology

- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, Anthology's professional Chinese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **170** departing Chinese 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 **170** is +/- 7.52 percentage points with a 95% confidence level. That is, if all Chinese 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 +/- 7.52 percentage points.

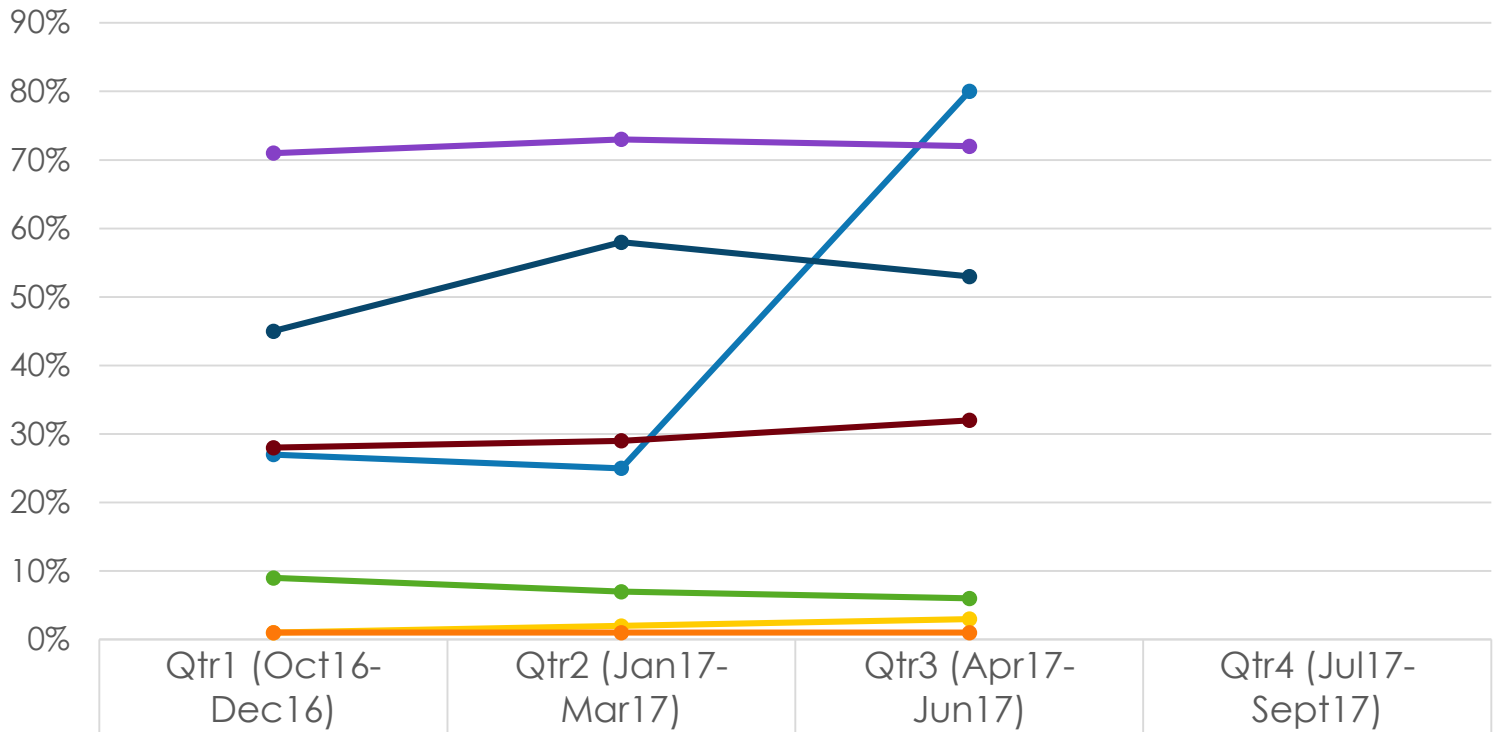
Objectives

- To monitor the effectiveness of the China seasonal campaigns in attracting Chinese 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.

Key Highlighted Segments

- **The specific objectives were:**
 - To determine the relative size and expenditure behavior of the following market segments:
 - FITs (Q7)
 - Wedding (Q5A)
 - Honeymoon (Q5A)
 - Family (Q6)
 - MICE (Q5A Convention/ Conference/ Trade Show/ Company sponsored)
 - Sports/ Adventure Traveler (Q5A Organized sporting activity/ Scuba/ Water sports, Q18 Skydiving, Q19 Scuba, Snorkel, Windsurf)
 - Education (Q18 English language lesson, Flight school / Q5A Career certification/ testing)
 - To identify the most significant factors affecting overall visitor satisfaction.
 - To identify (for all Chinese visitors) the most important determinants of on-island spending

Key Highlighted Segments

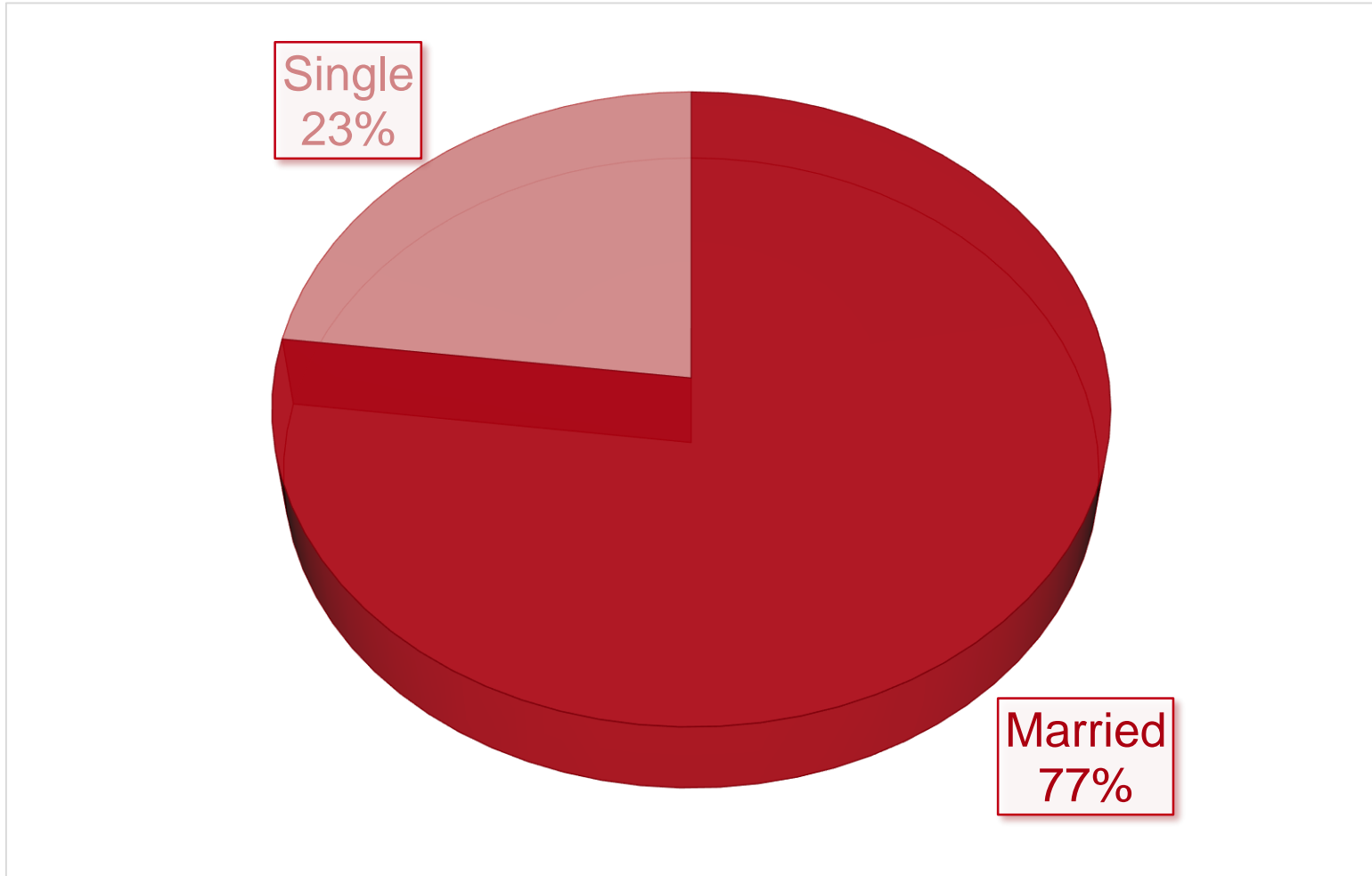


FITs	27%	25%	80%	
Honeymoon	9%	7%	6%	
Wedding	1%	2%	3%	
Family	71%	73%	72%	
MICE	1%	1%	1%	
Sports/ Adv	45%	58%	53%	
Education	28%	29%	32%	

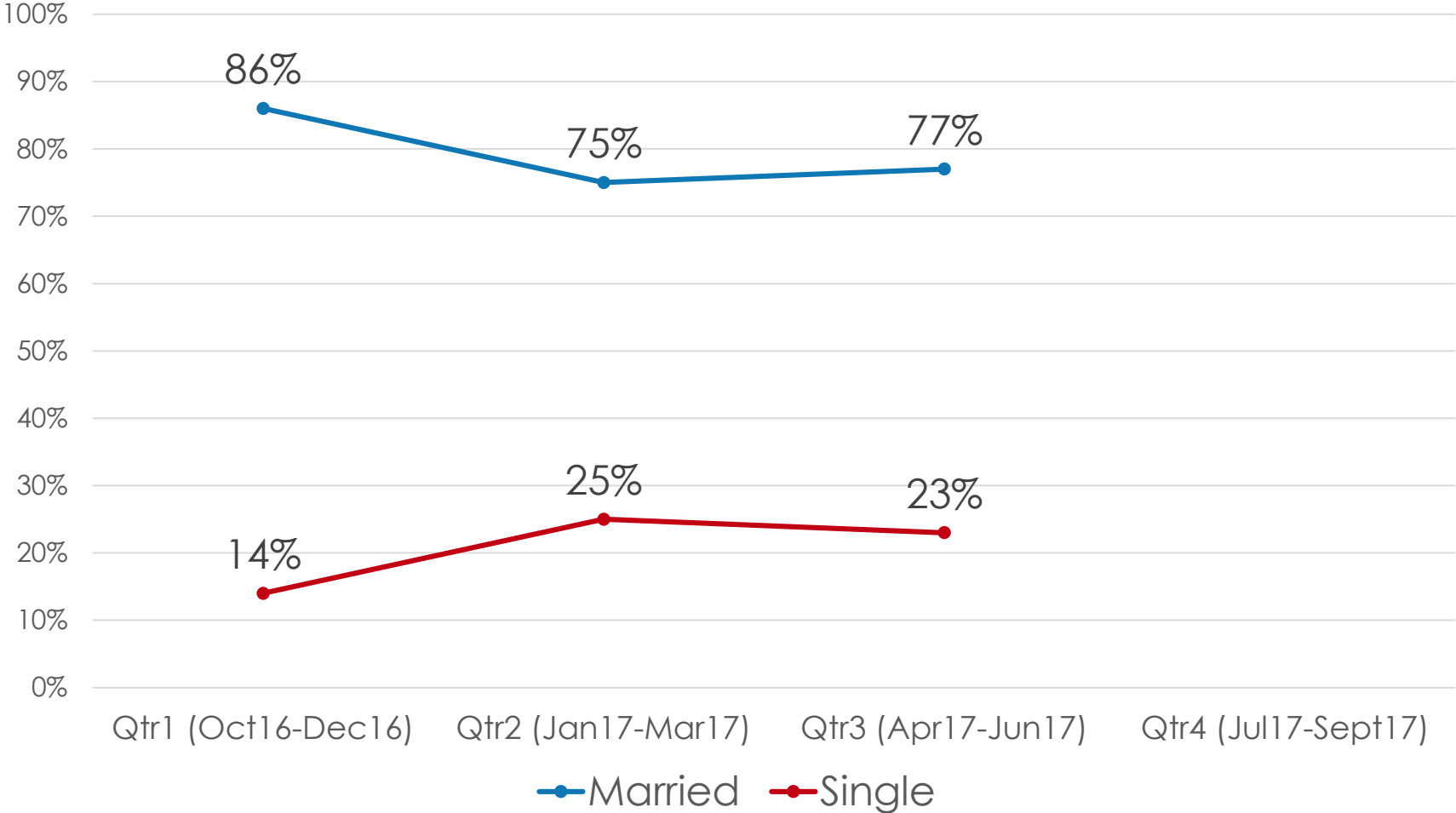
SECTION 1

PROFILE OF RESPONDENTS

Marital Status



Marital status – FY2017 Tracking



Marital status – Key Segments

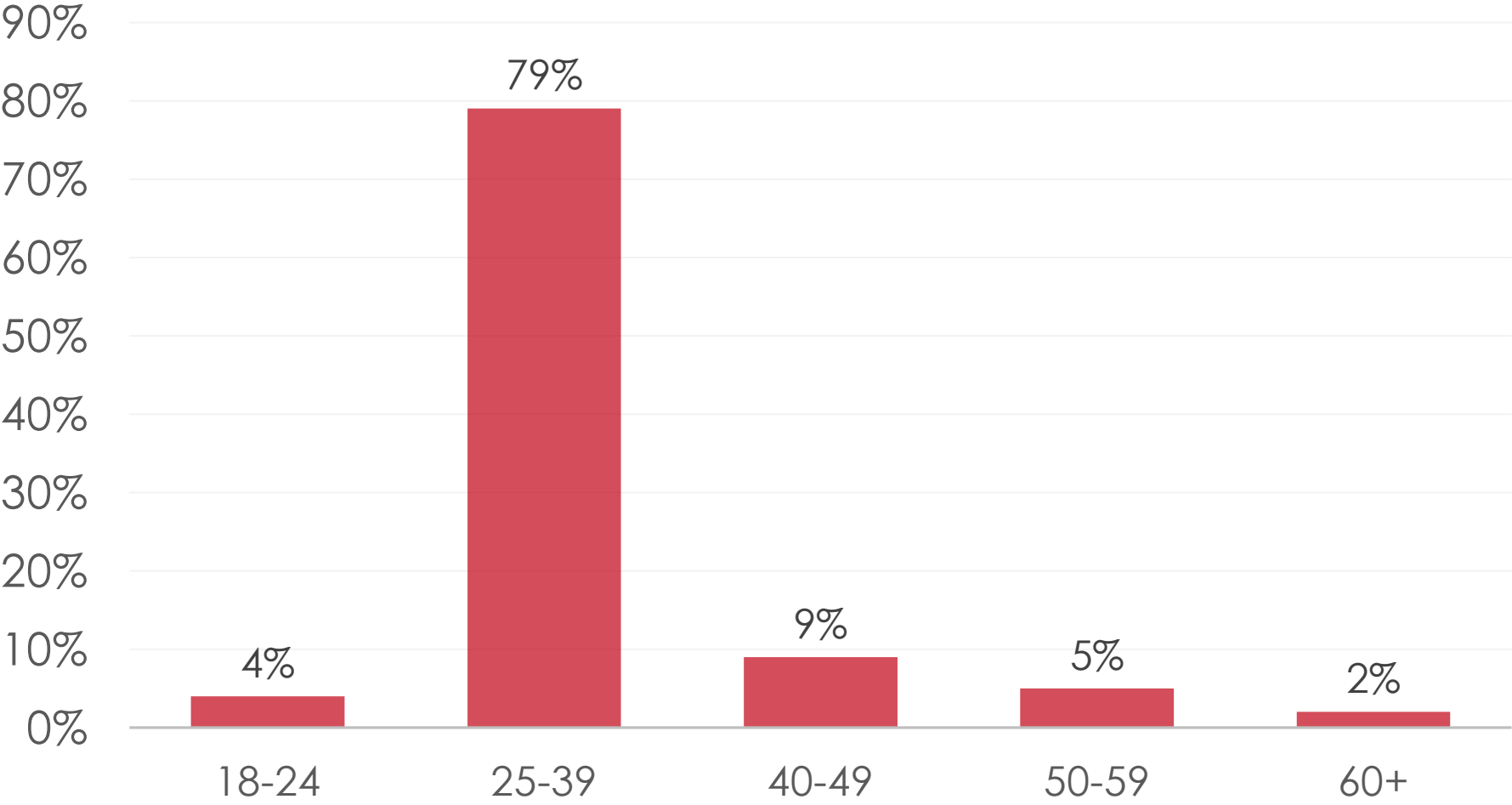
GVB EXIT SURVEY
QE MARITAL STATUS

		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ADV	EDUCATION
		-	-	-	-	-	-	-	-
QE	Married	77%	50%	100%	60%	94%	76%	84%	87%
	Single	23%	50%		40%	6%	24%	16%	13%
	Total	169	2	10	5	122	135	90	54

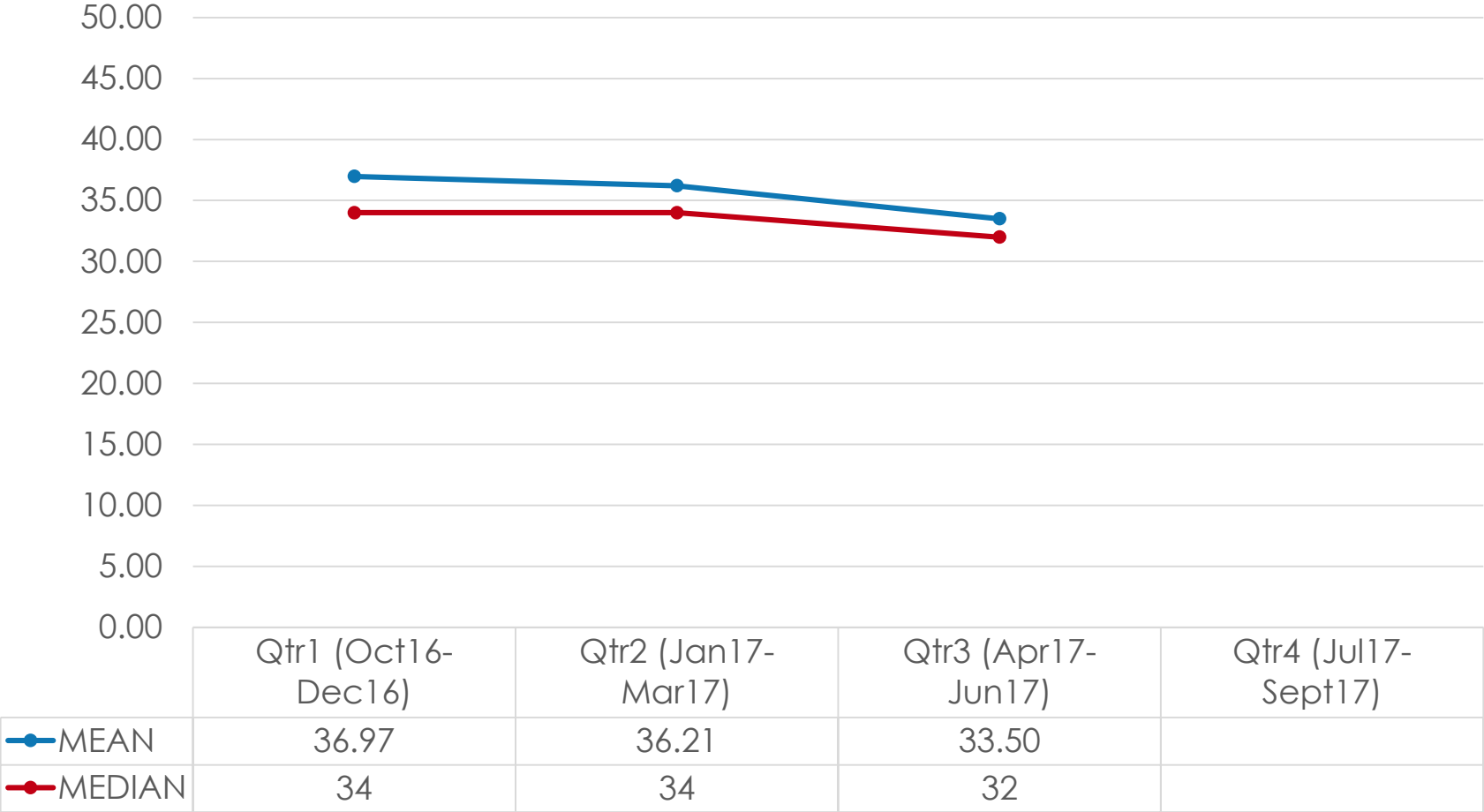
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Age

MEAN = 33.50
MEDIAN = 32



Age – FY2017 Tracking



Age – Key Segments

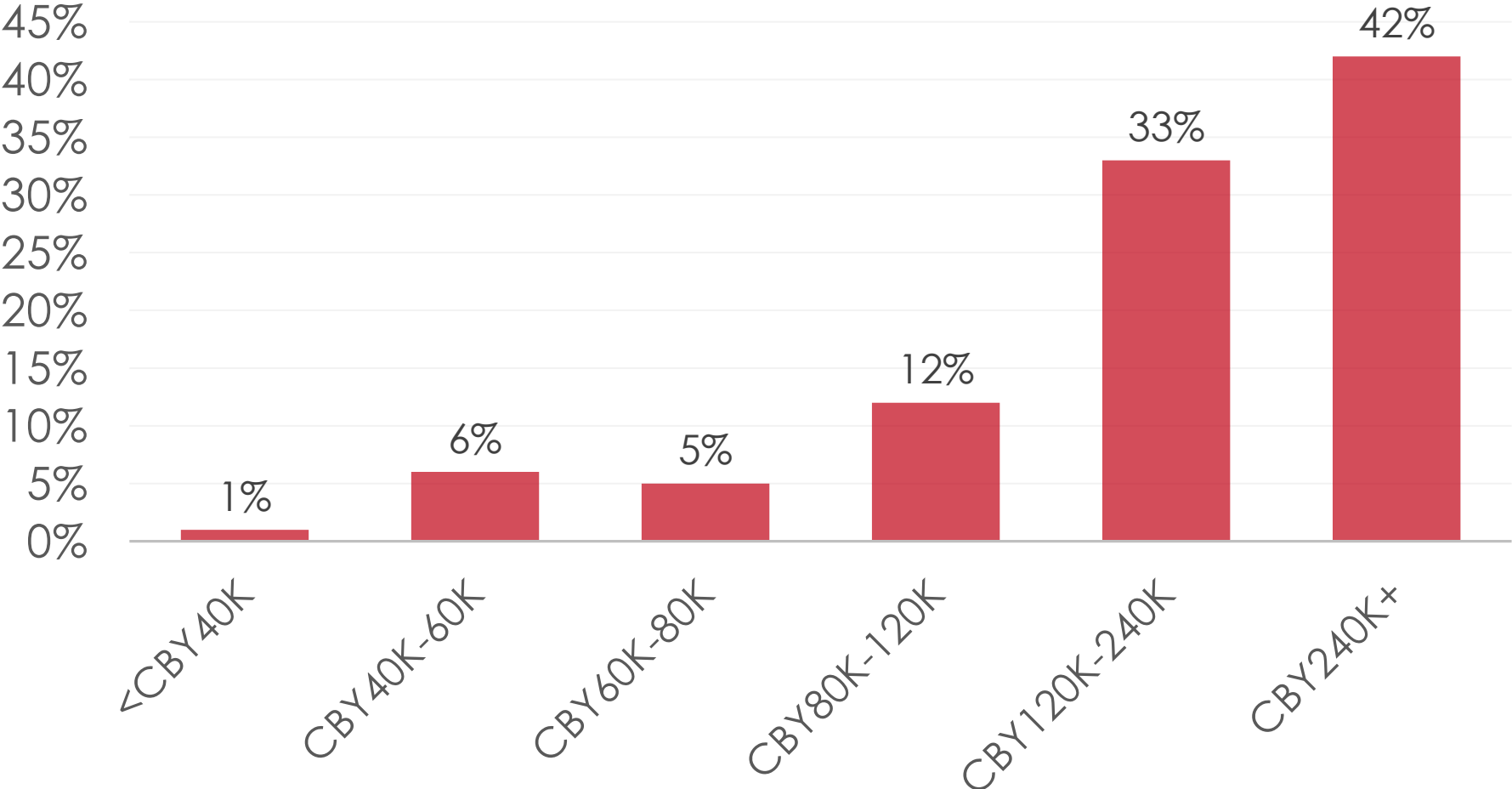
GVB EXIT SURVEY AGE

		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ADV	EDUCATION
		-	-	-	-	-	-	-	-
SD	18-24	4%	50%	10%		2%	4%	2%	6%
	25-39	79%	50%	80%	100%	80%	84%	87%	85%
	40-49	9%		10%		9%	8%	10%	7%
	50-59	5%				7%	2%	1%	2%
	60+	2%				2%	1%		
	Total	169	2	10	5	123	135	90	54
SD	Mean	33.50	29.00	29.70	29.40	34.22	32.24	32.02	31.76
	Median	32	29	29	31	32	31	31	31

Prepared by Anthology Research

Annual Household Income

EXCHANGE RATE Yuan 6.85=\$1



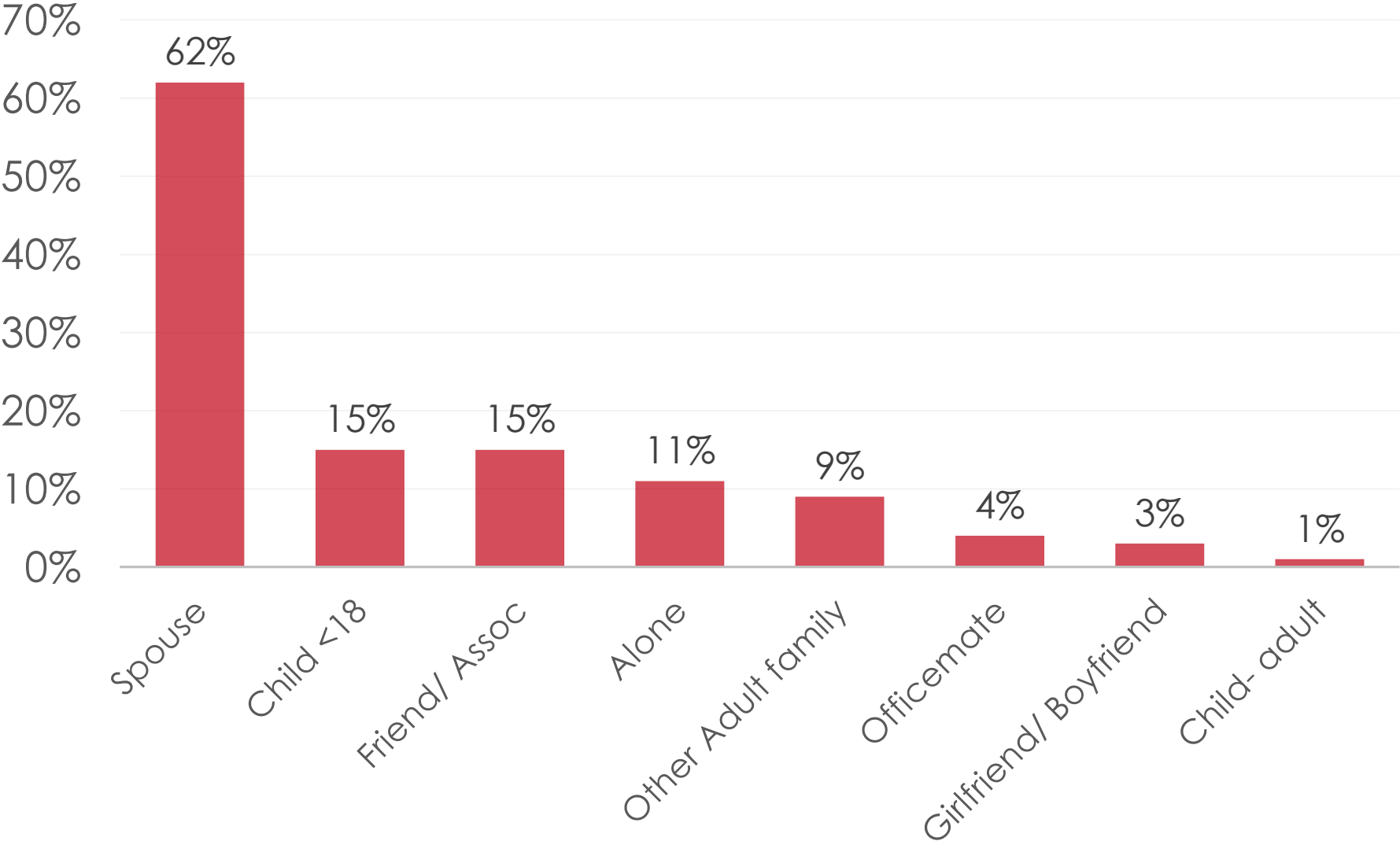
Annual Household Income – Key Segments

GVB EXIT SURVEY
Q26 Household income:

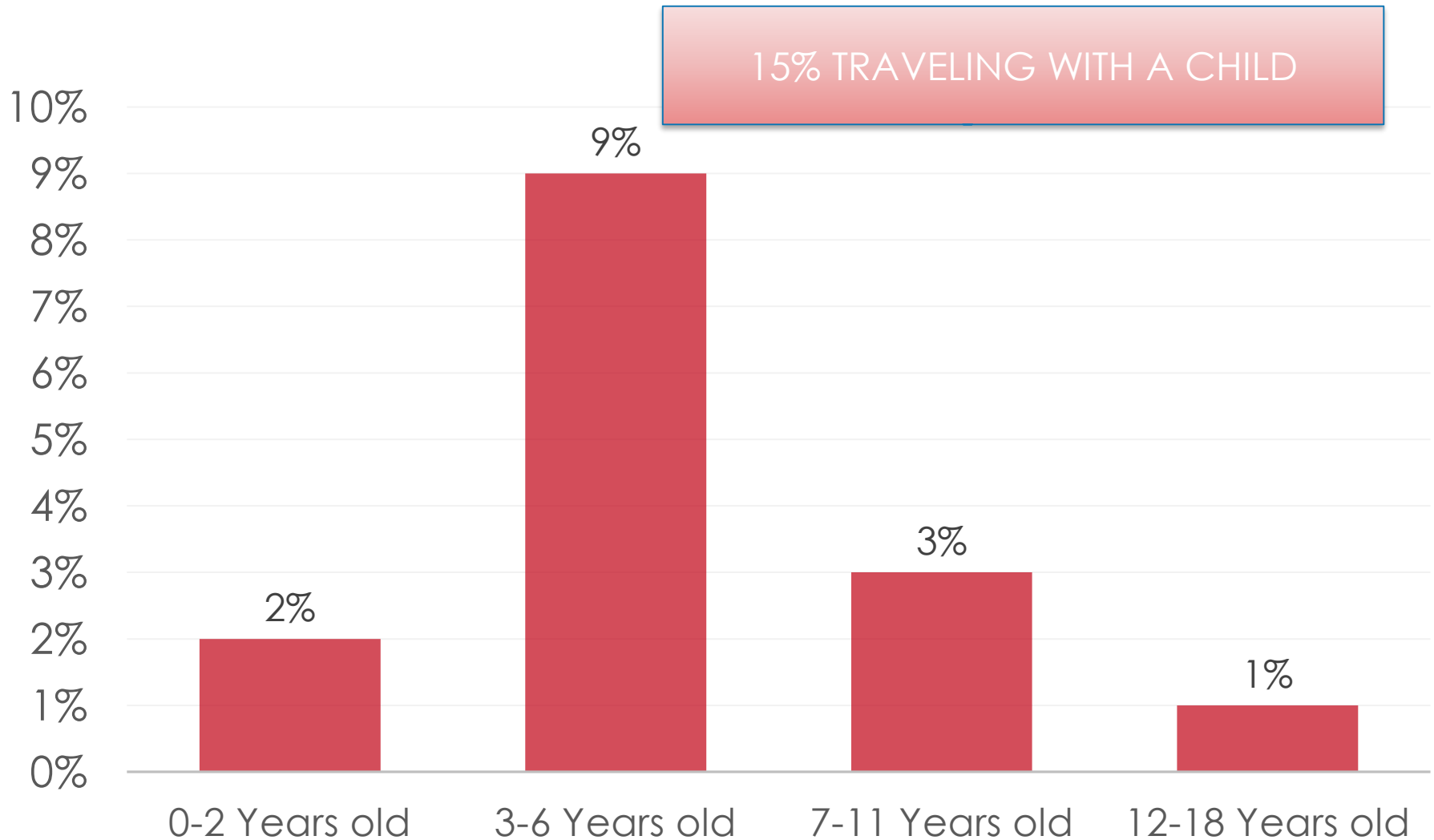
		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ADV	EDUCATION
		-	-	-	-	-	-	-	-
Q26	Up to CBY40K	1%	50%				1%		
	CBY40K-CBY60K	6%		10%		7%	7%	2%	6%
	CBY60K-CBY80K	5%				5%	5%	3%	4%
	CBY80K-CBY120K	12%		10%	40%	11%	13%	10%	2%
	CBY120K-CBY240K	33%		50%	60%	31%	30%	36%	34%
	CBY240K+	42%	50%	30%		46%	44%	47%	53%
	No Income	1%				1%		1%	2%
	Total	169	2	10	5	122	136	89	53

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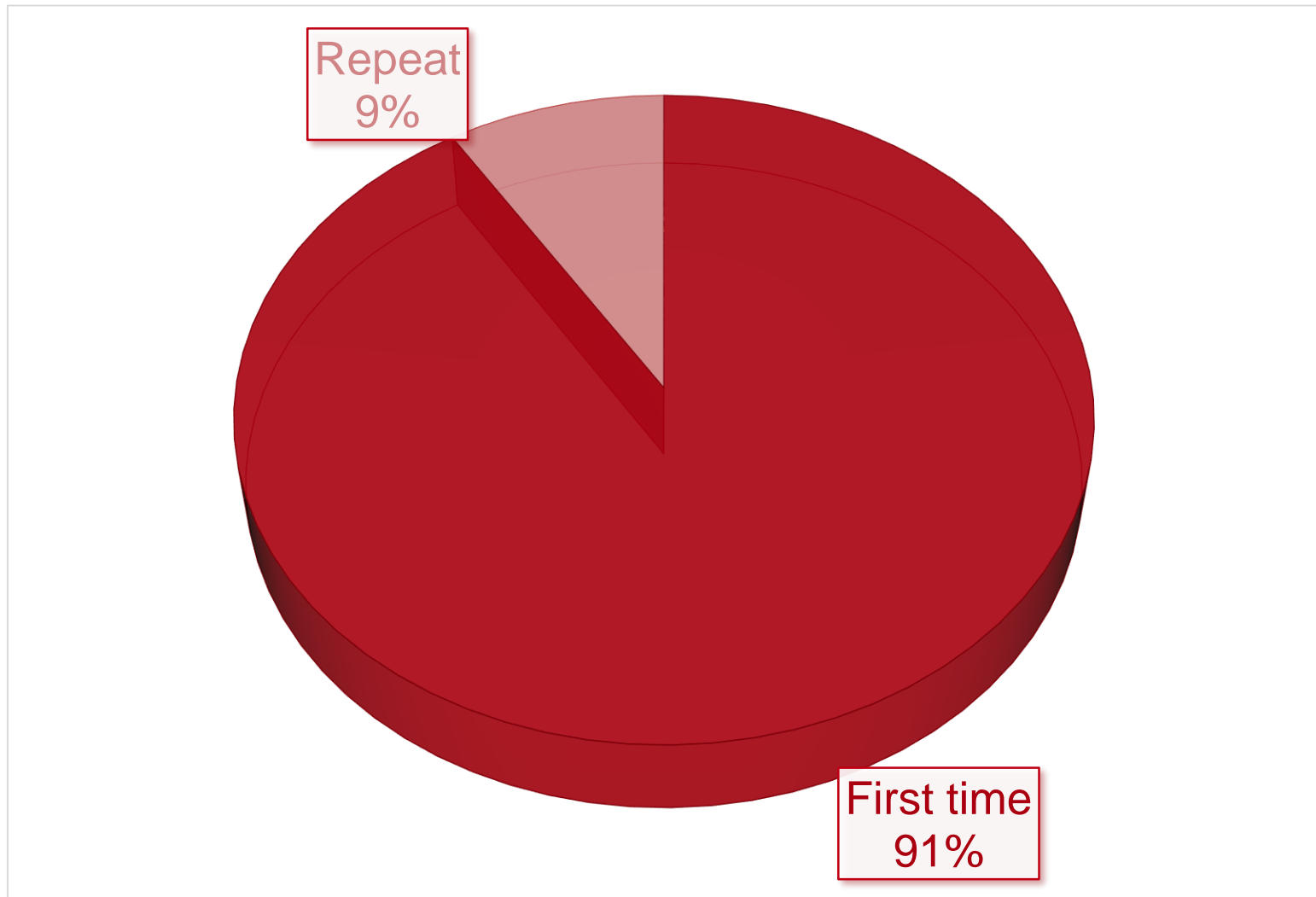
Travel Party



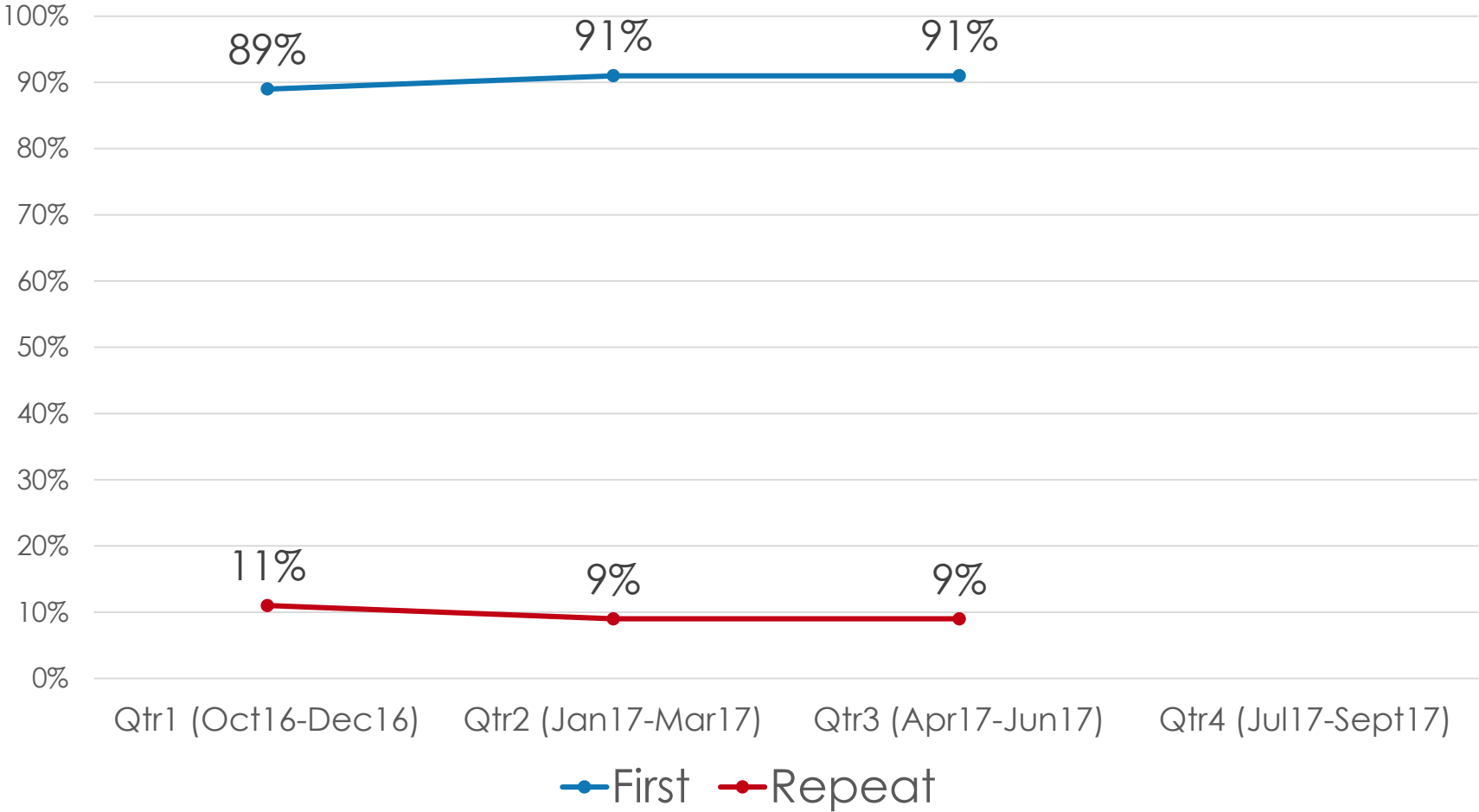
Travel Party - Children



Trips to Guam



Trips to Guam – FY2017 Tracking



Trips to Guam – Key Segments

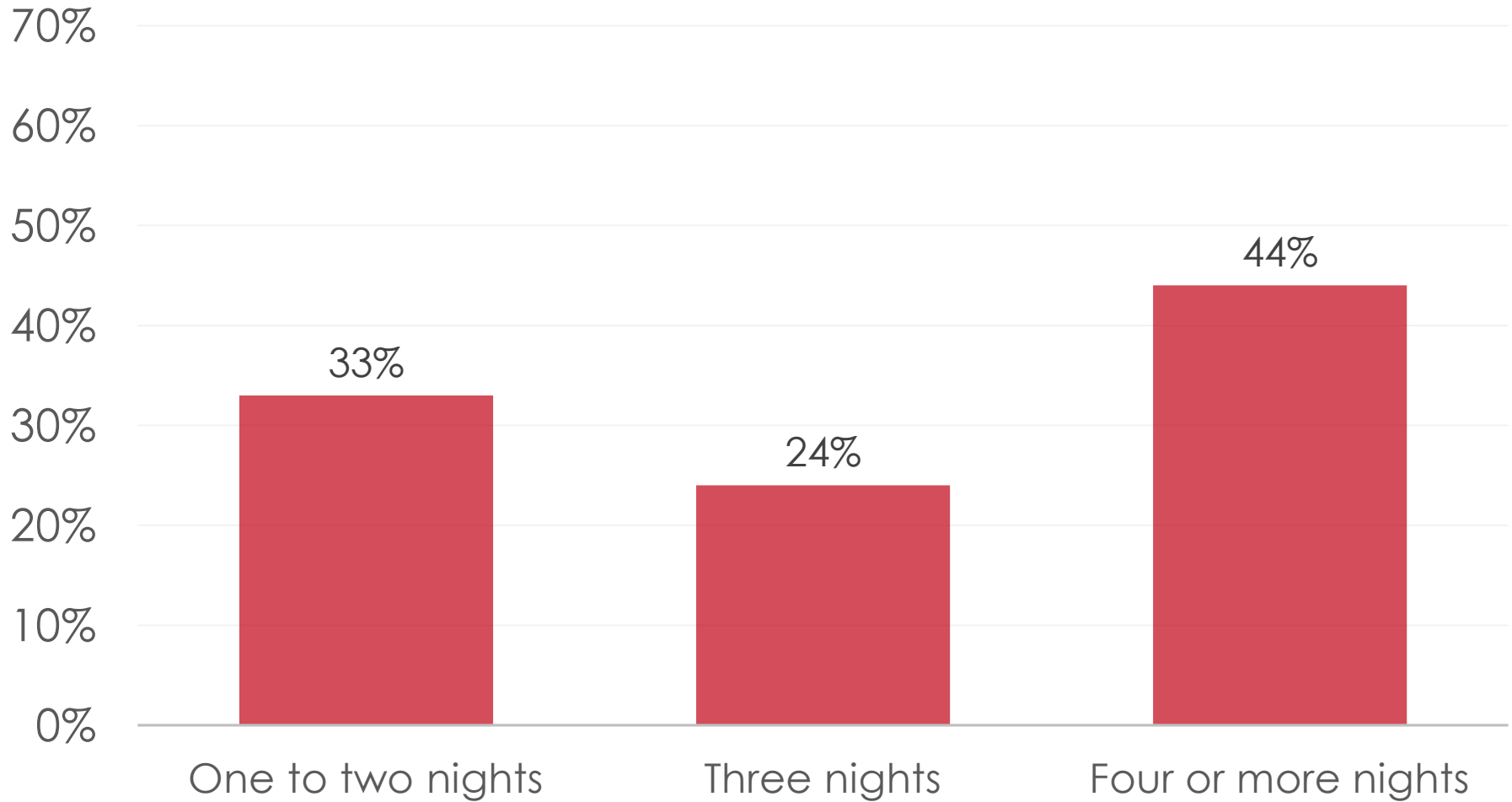
GVB EXIT SURVEY
Q3 Including this trip, how many times have you visited Guam?

		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ADV	EDUCATION
		-	-	-	-	-	-	-	-
Q3	1st Time	91%	100%	100%	60%	93%	91%	98%	94%
	Repeat	9%			40%	7%	9%	2%	6%
	Total	169	2	10	5	122	135	89	54
Q3A	Mean	1.13	1.00	1.00	2.20	1.07	1.14	1.02	1.06
	Median	1	1	1	1	1	1	1	1

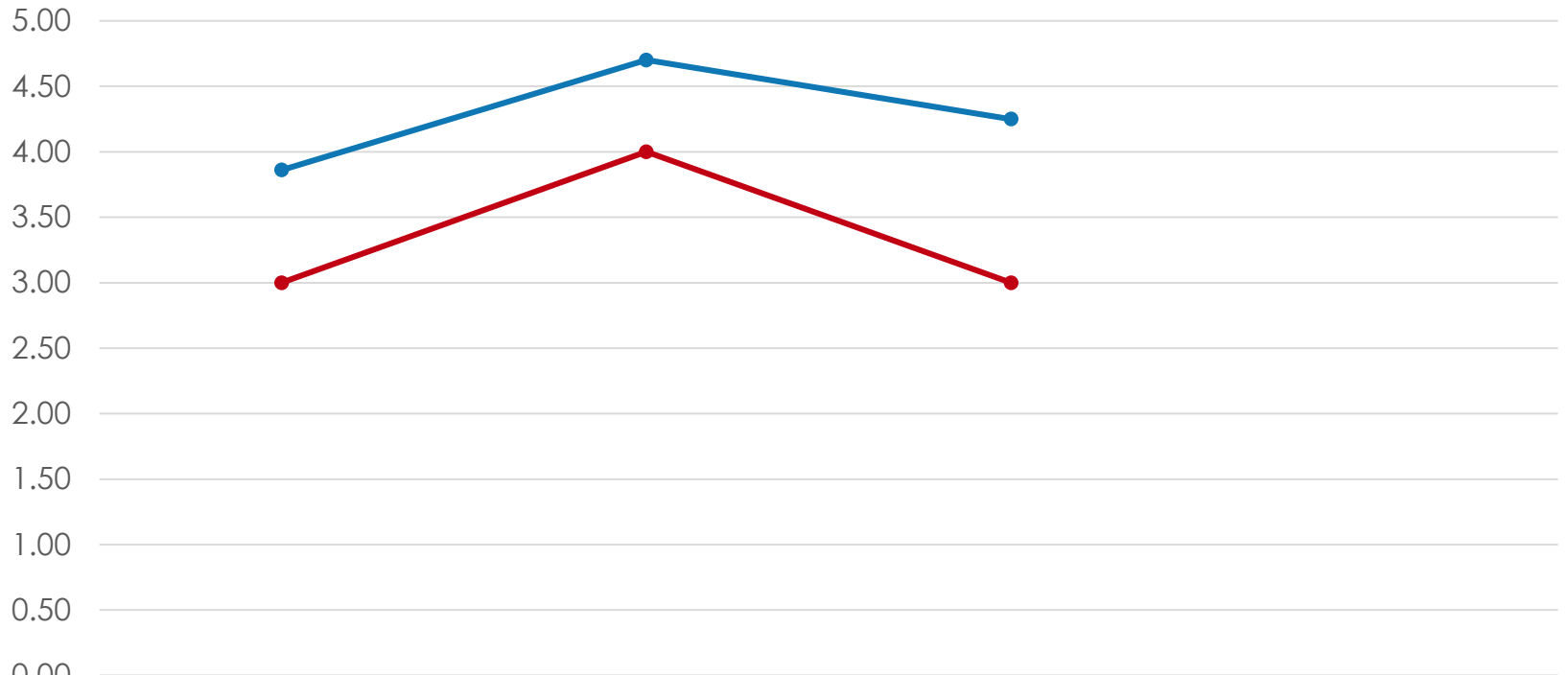
Prepared by Anthology Research

Length of Stay

MEAN NUMBER OF NIGHTS = 4.25
MEDIAN NUMBER OF NIGHTS = 3



Length of Stay – FY2017 Tracking



MEAN
MEDIAN

	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	3.86	4.70	4.25	
MEDIAN	3	4	3	

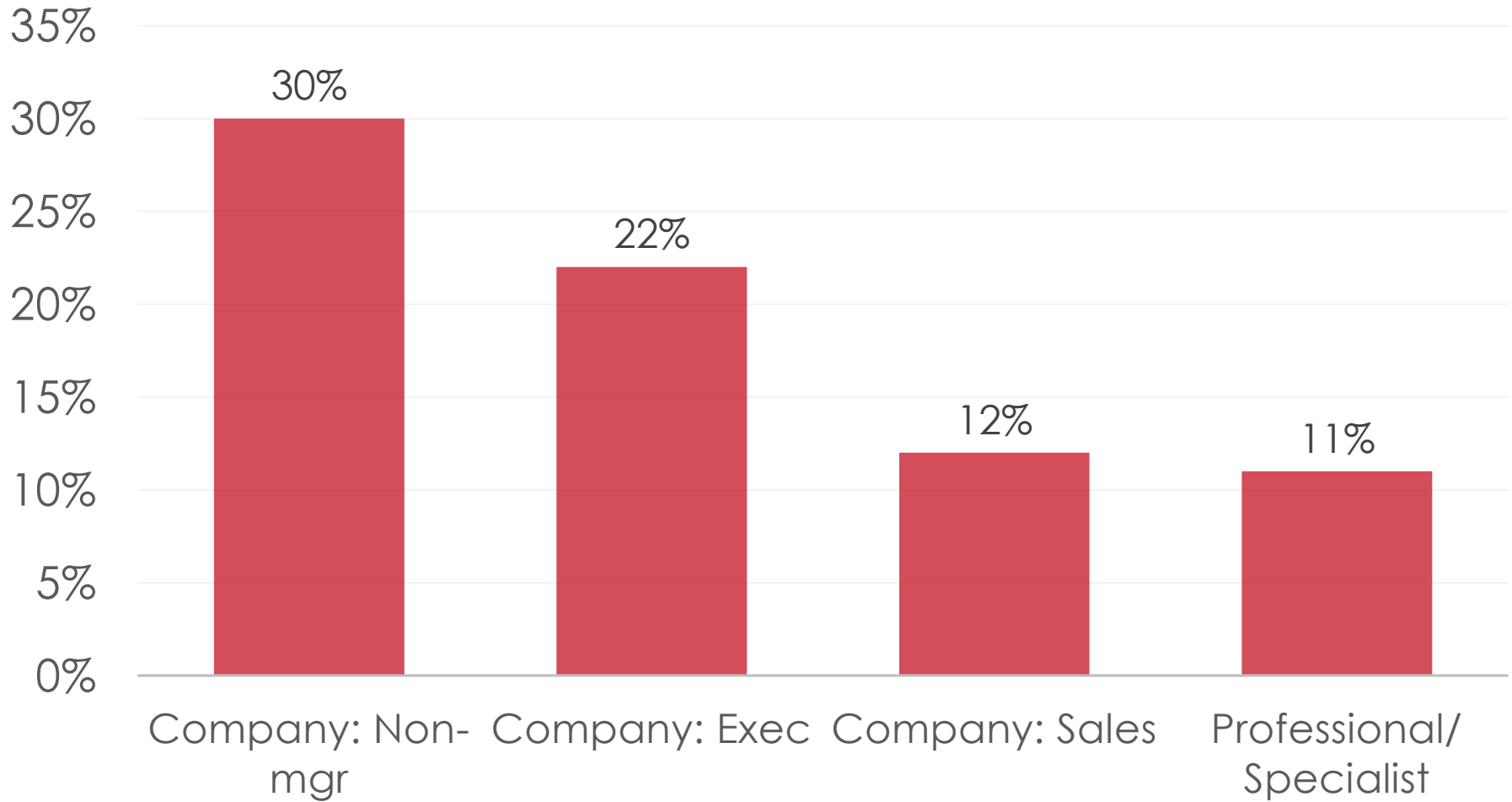
Length of Stay – Key Segments

GVB EXIT SURVEY
SA How many nights did you stay on Guam?

		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ADV	EDUCATION
		-	-	-	-	-	-	-	-
SA	1-2	33%		10%		33%	33%	24%	41%
	3	24%	50%	10%	40%	18%	24%	18%	9%
	4+	44%	50%	80%	60%	49%	43%	58%	50%
	Total	170	2	10	5	123	136	90	54
SA	Mean	4.25	4.50	5.50	4.80	4.41	4.24	4.61	4.20
	Median	3	5	6	6	3	3	6	4

Prepared by Anthology Research

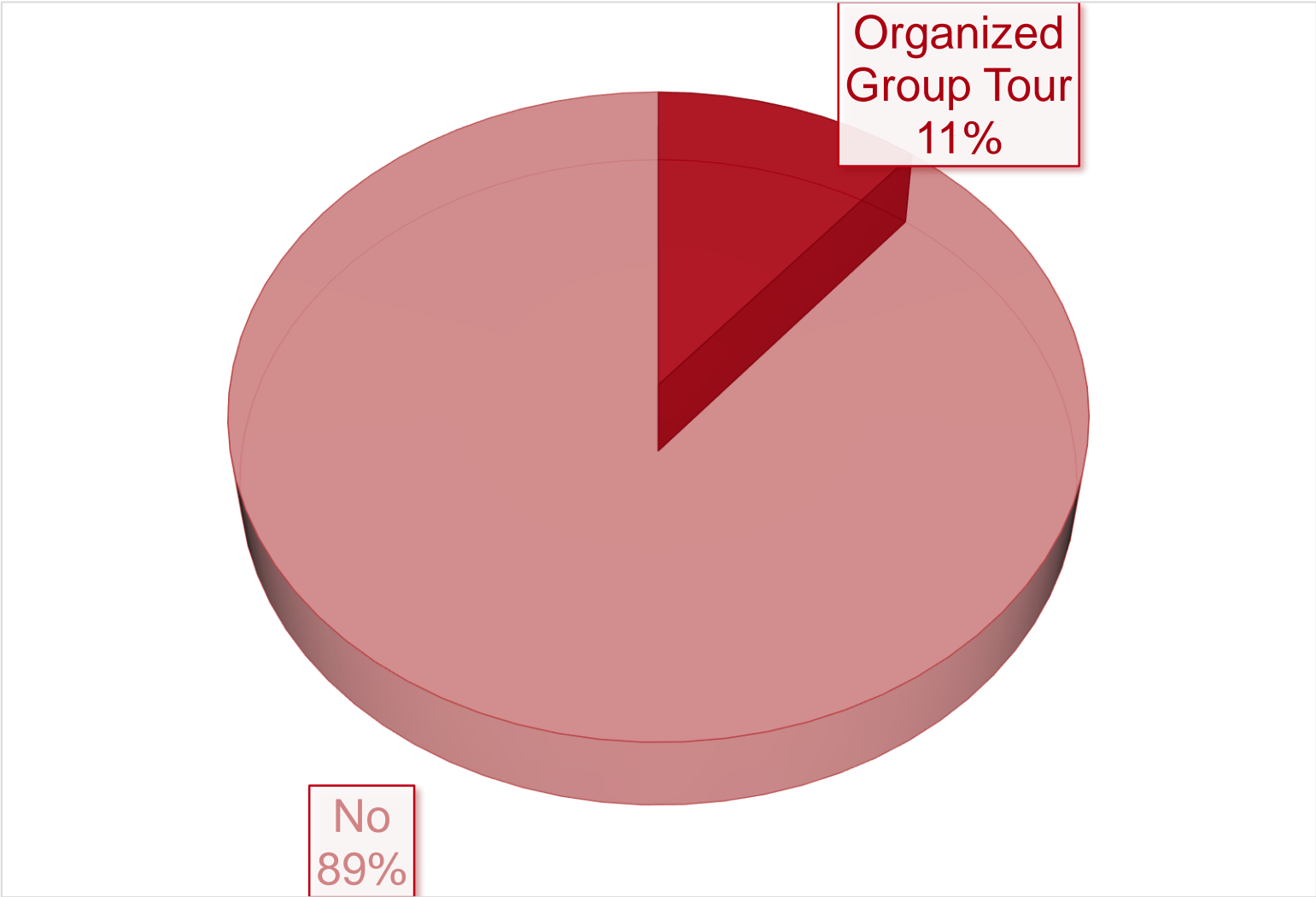
Occupation – Top Responses (10%+)



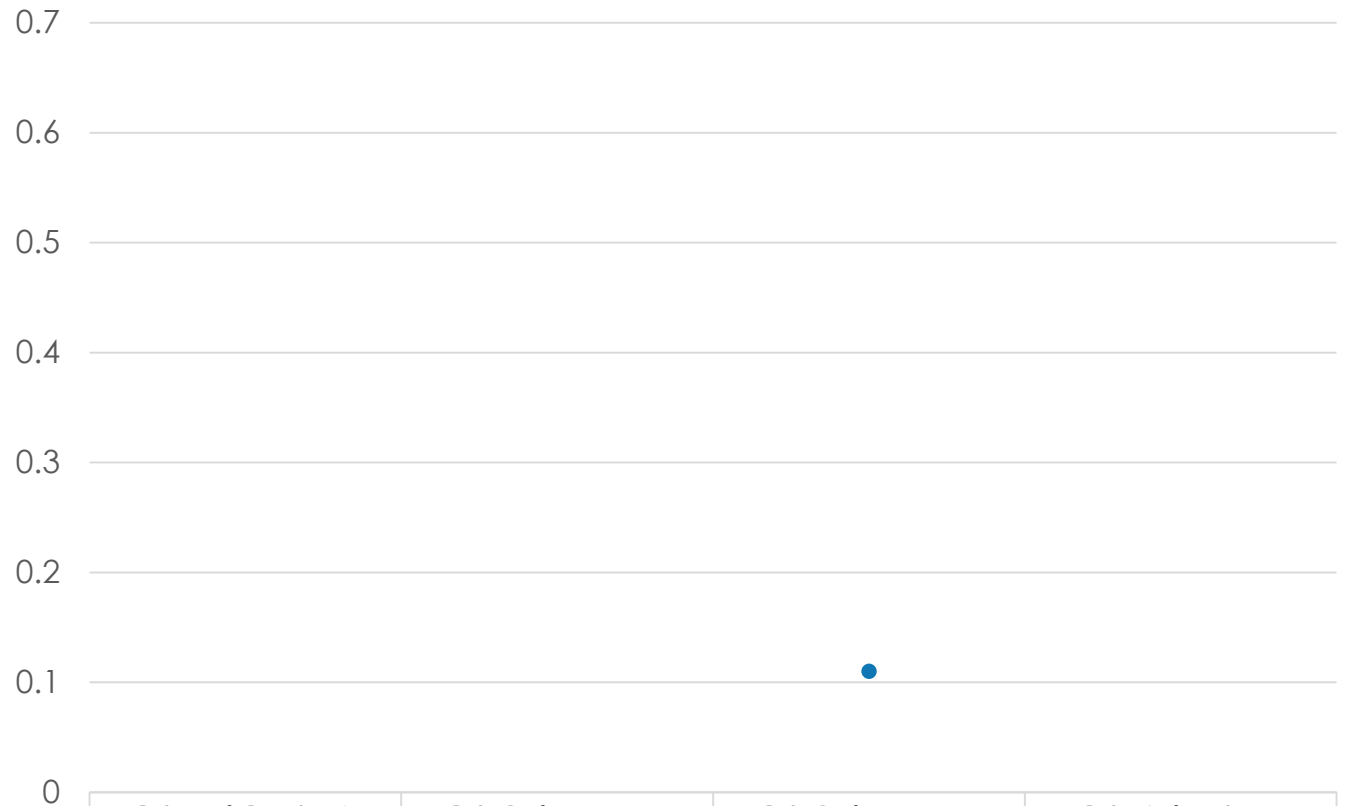
SECTION 2

TRAVEL PLANNING

Organized Group Tour



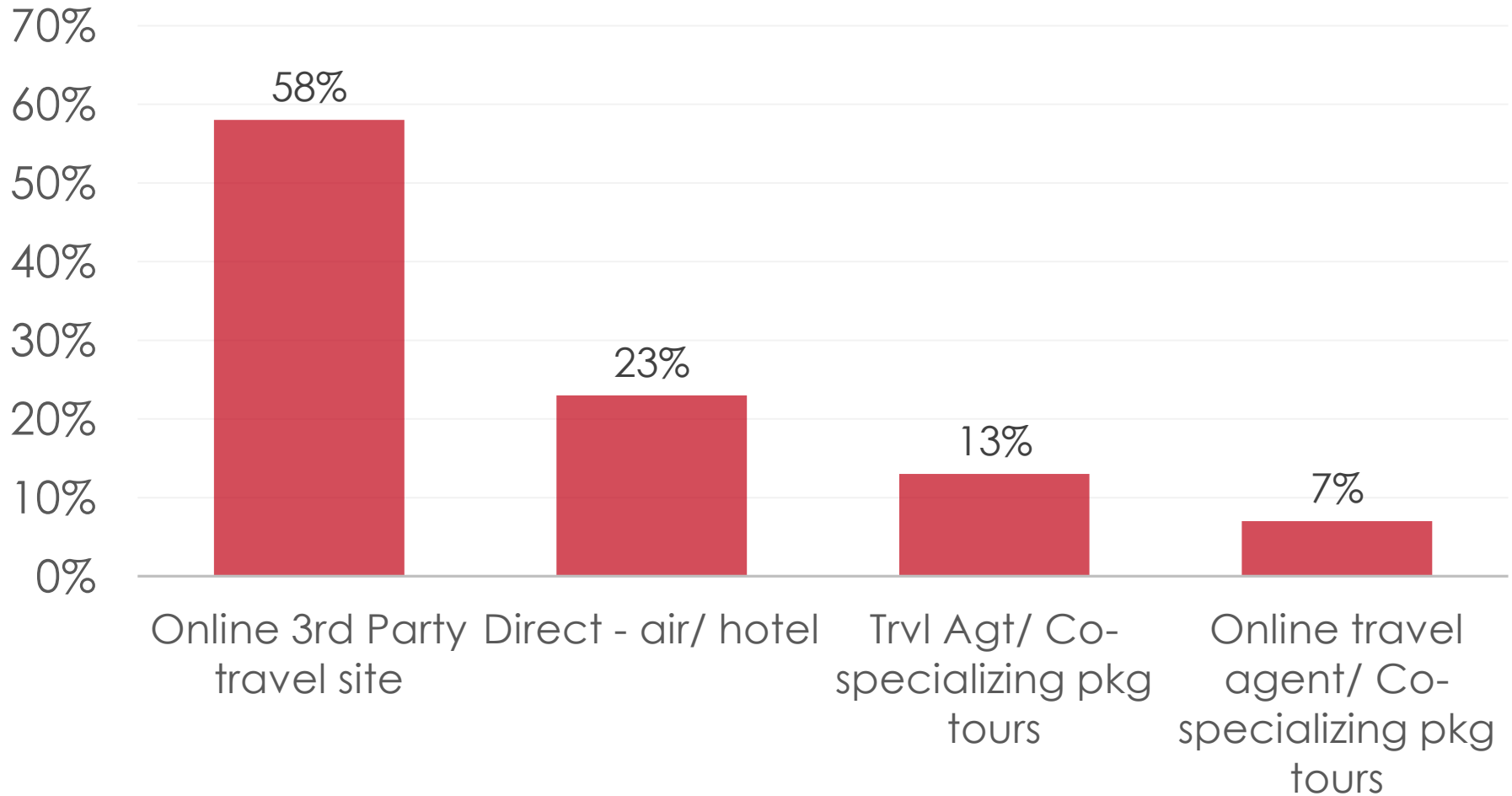
Organized Group Tour– Tracking



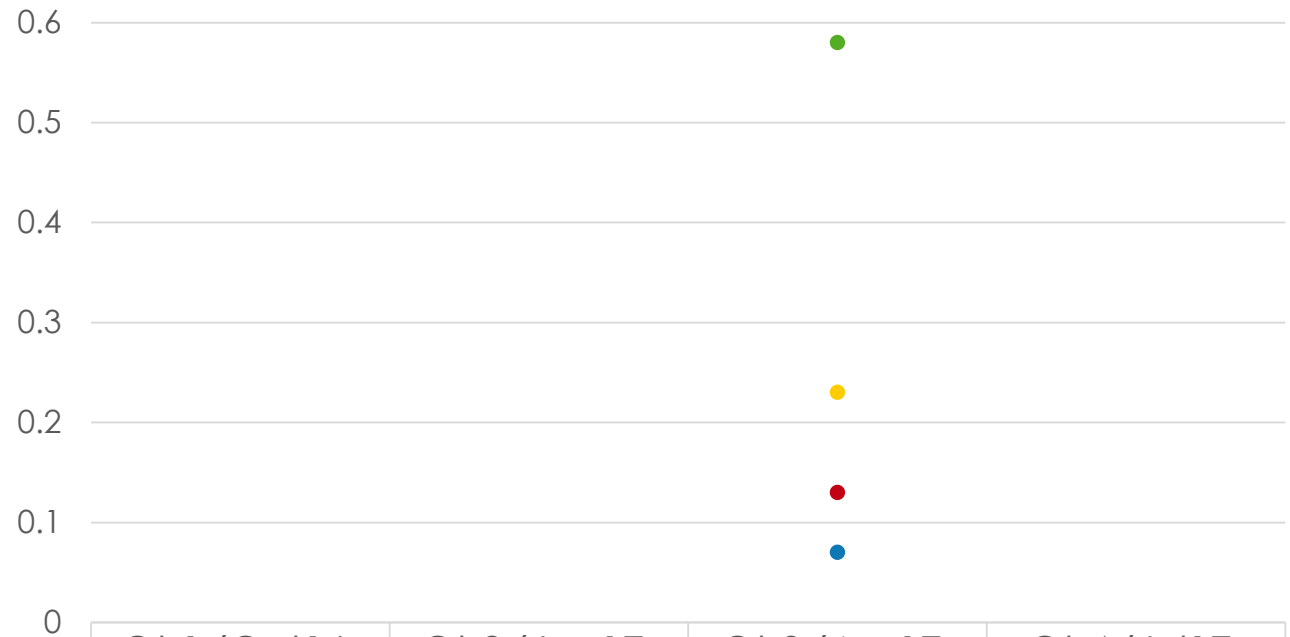
— Organized Group Tour

Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
		11%	

Travel Arrangements- Sources

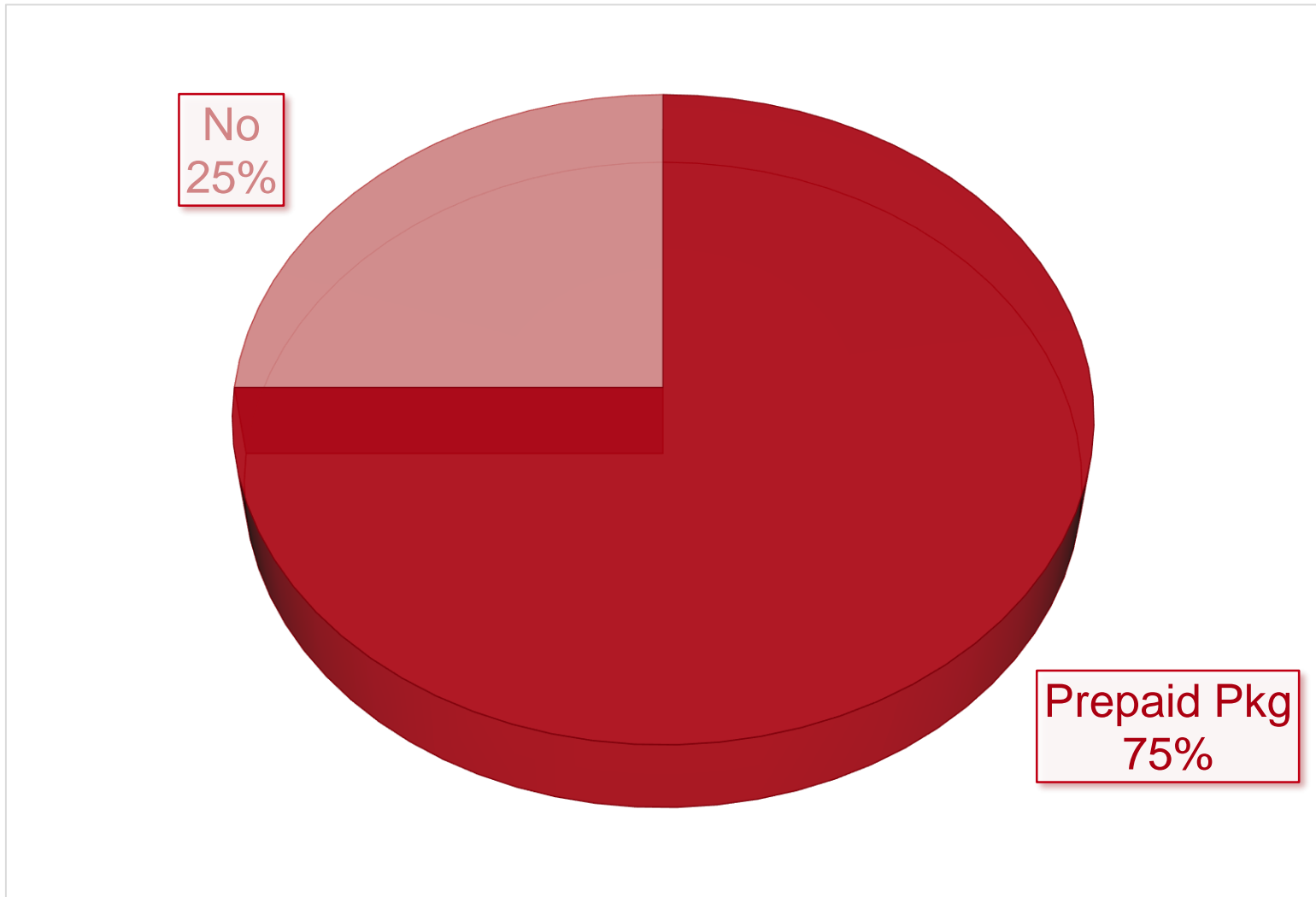


Travel Arrangements- Sources

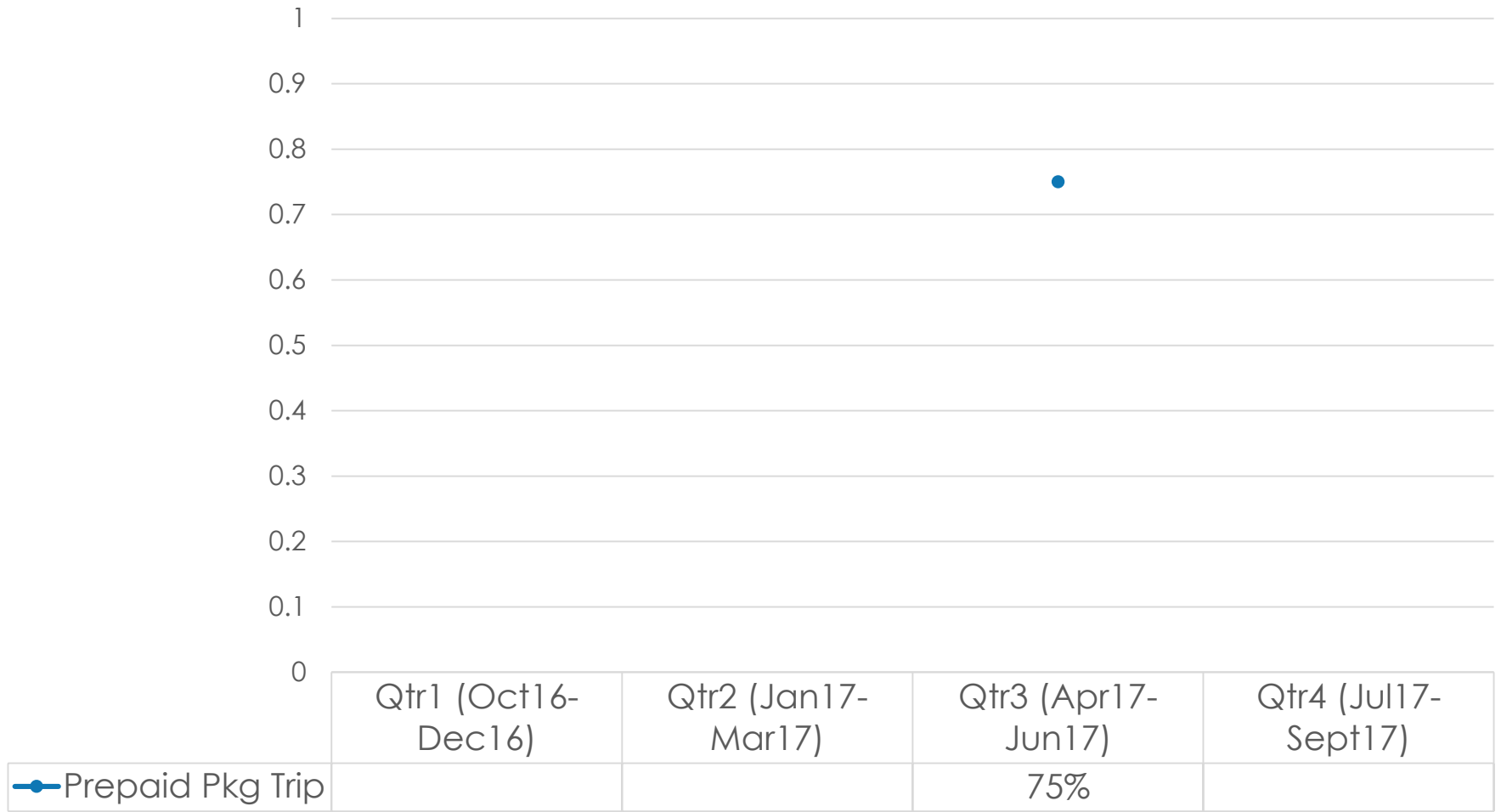


	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
Online travel agent			7%	
Trvl Agt/ Co- Pkg Tour			13%	
Online 3rd Party			58%	
Direct Air/ Hotel			23%	

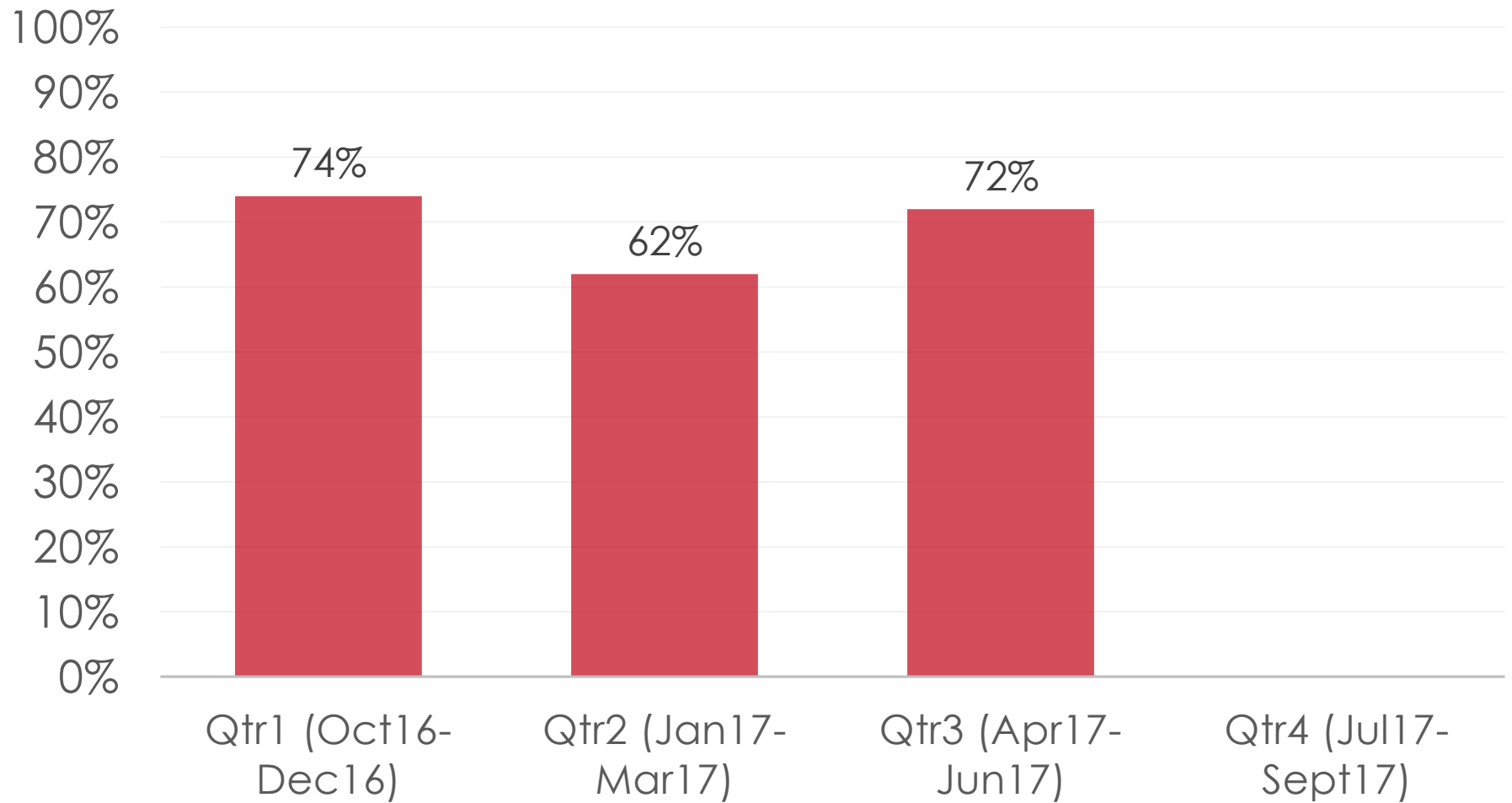
Prepaid Pkg Trip



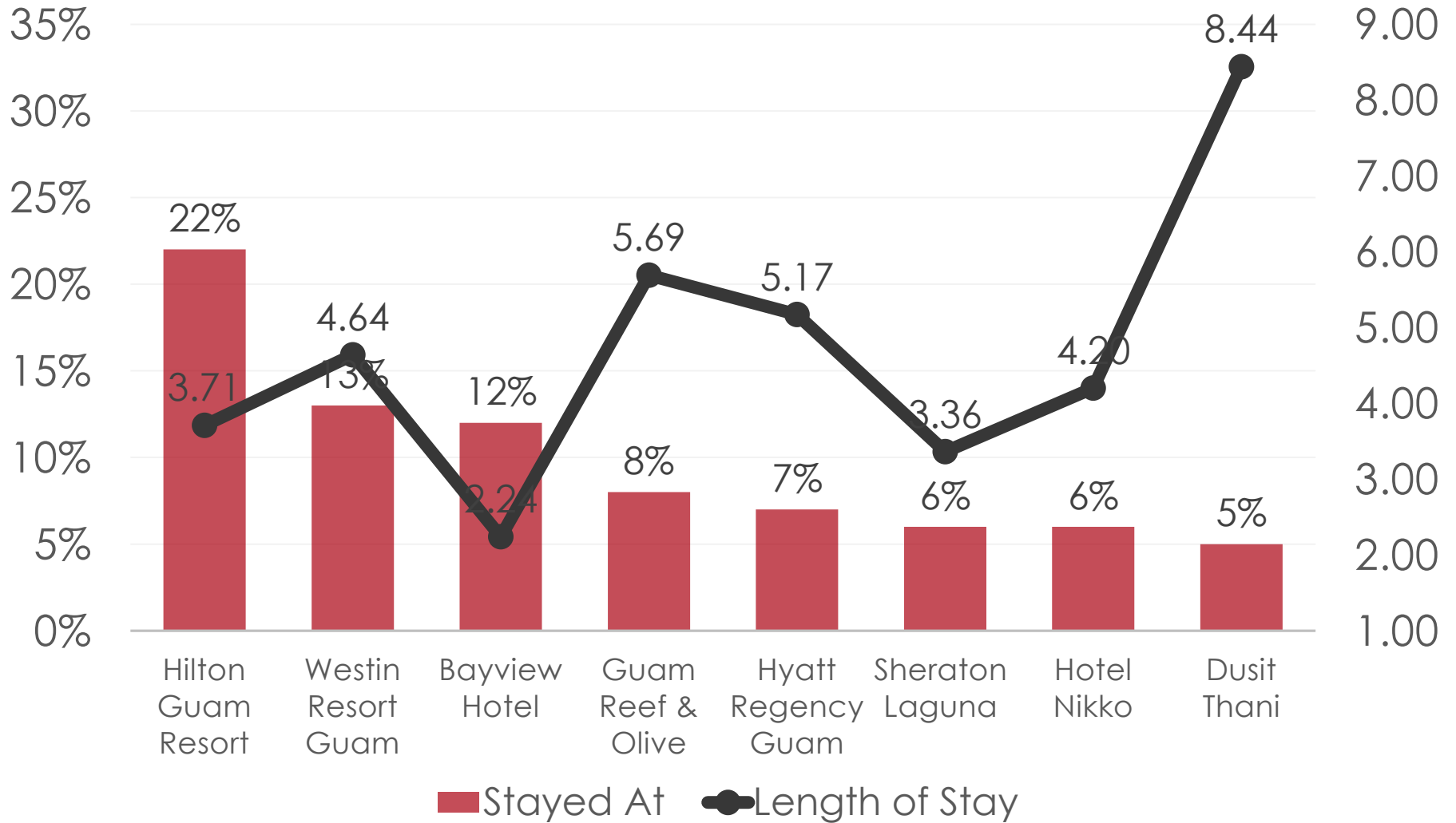
Prepaid Pkg Trip



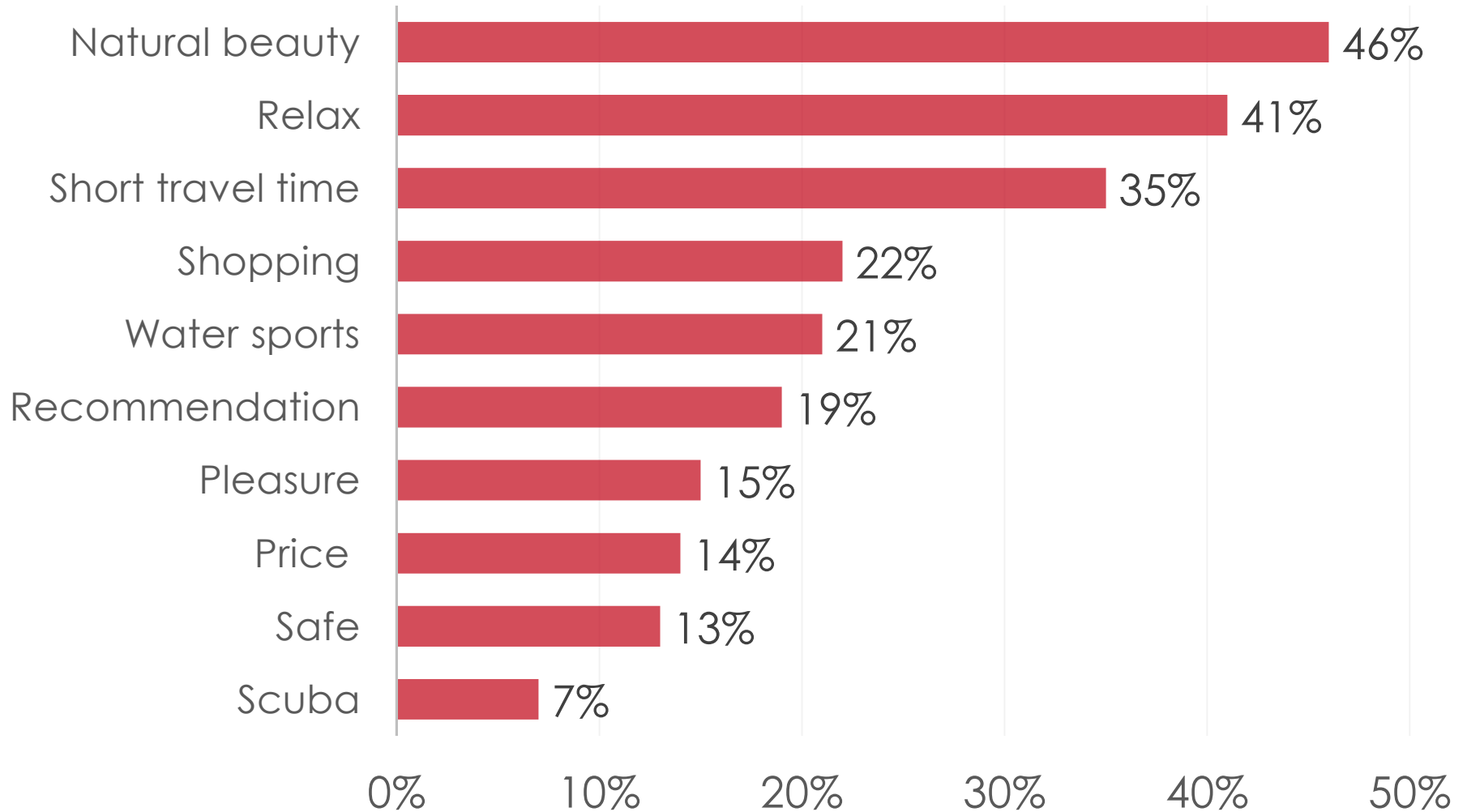
Already had US Visa Prior to Deciding to travel to Guam



Accommodations (Top Responses)



Travel Motivation (Top Responses)



Travel Motivation – Key Segments

GVB EXIT SURVEY
Q5A Please select the top three reasons that motivated you to travel to Guam?

		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ADV	EDUCATION
		-	-	-	-	-	-	-	-
Q5A	Beautiful seas, beaches, tropical climate	46%	50%	70%	40%	47%	46%	49%	48%
	Just to relax	41%		20%		42%	41%	31%	35%
	Short travel time (not too far from home)	35%	100%	20%		36%	36%	33%	43%
	Shopping	22%		10%		22%	23%	21%	22%
	Water sports (snorkeling, windsurfing, parasailing)	21%		20%		26%	21%	40%	22%
	Recommendation of friend/ relative/ travel agency	19%		20%	20%	17%	18%	16%	17%
	Pleasure/ vacation	15%		10%	20%	19%	15%	16%	20%
	Price of the tour package	14%		10%		13%	14%	12%	13%
	It is a safe place to spend a vacation	13%				16%	13%	13%	11%
	Scuba diving	7%				8%	7%	13%	9%
	Honeymoon	6%		100%	20%	8%	6%	8%	4%
	A previous visit	5%				3%	5%	2%	
	Career certification/ testing	4%				4%	4%	3%	13%
	Adventure	4%				2%	4%	8%	4%
	To Get Married/ attend Wedding	3%		10%	100%	2%	4%	2%	2%
	To visit friends or relatives	1%					1%		
	To golf	1%				1%	1%	1%	
	Convention/ conference/ trade show/ meeting	1%	100%			1%	1%	1%	2%
	Organized sporting activity/ event	1%				1%	1%	2%	2%
	Company/ business trip	1%	50%				1%		
	My company sponsored me	1%					1%		
	No Visa required	1%				1%	1%	1%	2%
	Total	170	2	10	5	123	136	90	54

SECTION 3

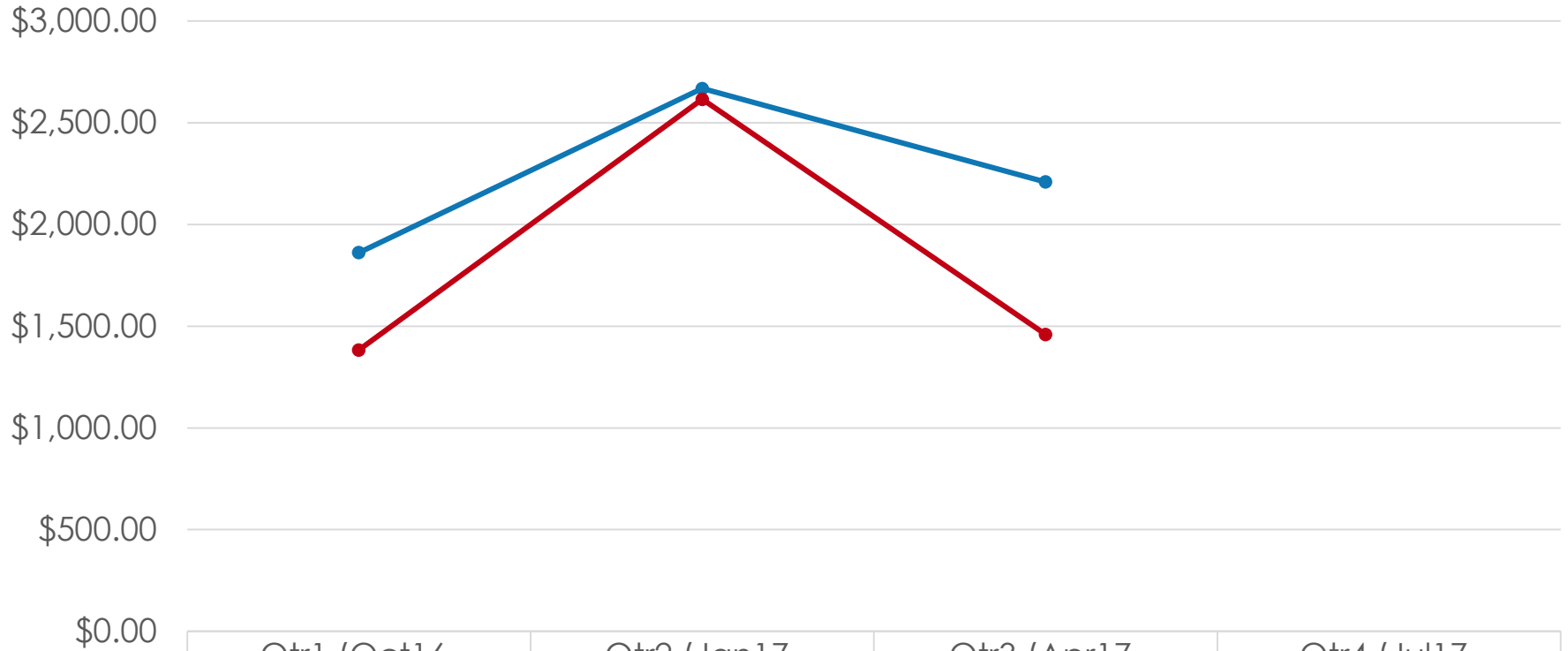
EXPENDITURES

Prepaid Expenditures

EXCHANGE RATE Yuan 6.85=\$1

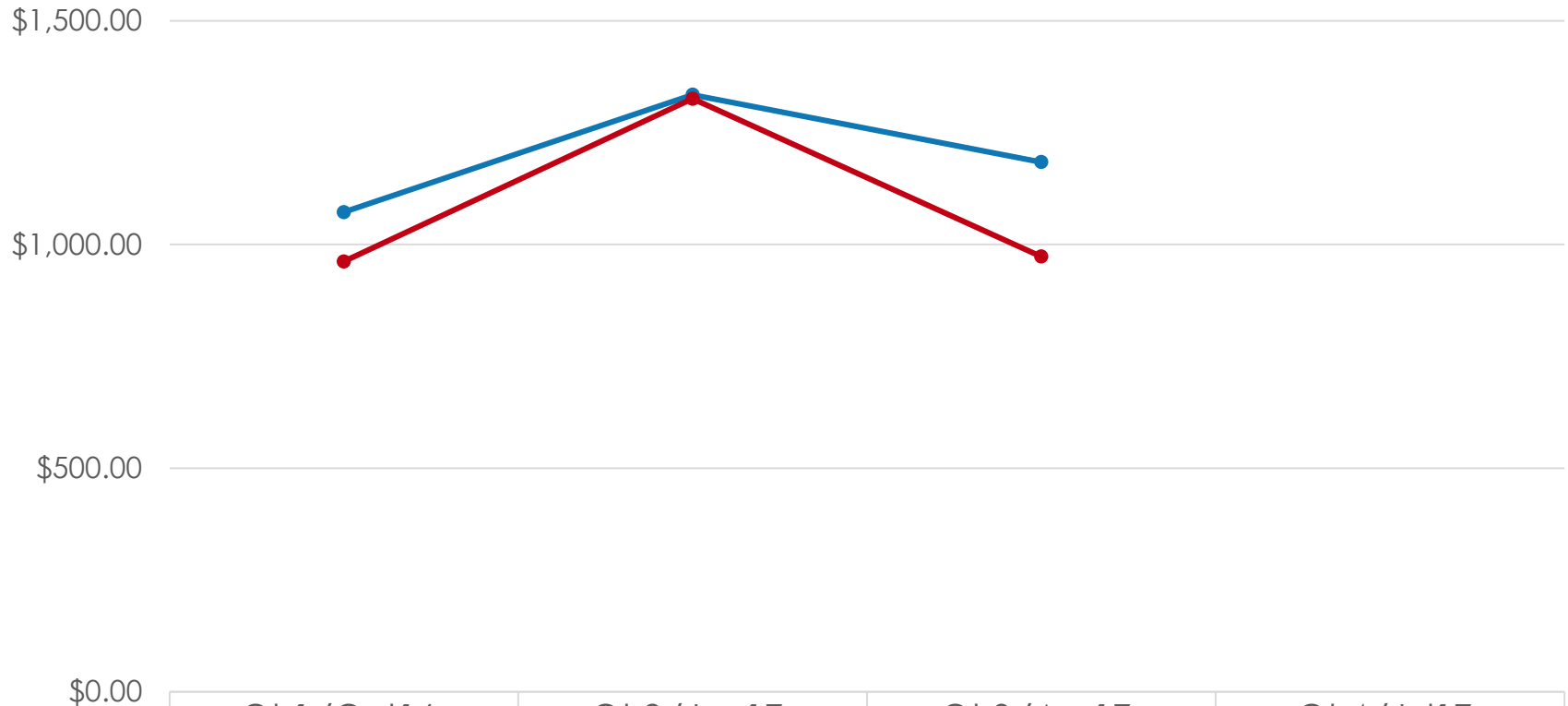
- \$2,209.67 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$1,184.16 = overall mean average per person prepaid expenditures

Prepaid Entire Travel Party – FY2017 Tracking



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	\$1,862.08	\$2,668.36	\$2,209.67	
MEDIAN	\$1,383.00	\$2,616.00	\$1,460.00	

Prepaid Per Person– FY2017 Tracking



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	\$1,072.45	\$1,334.63	\$1,184.16	
MEDIAN	\$962.00	\$1,326.00	\$973.00	

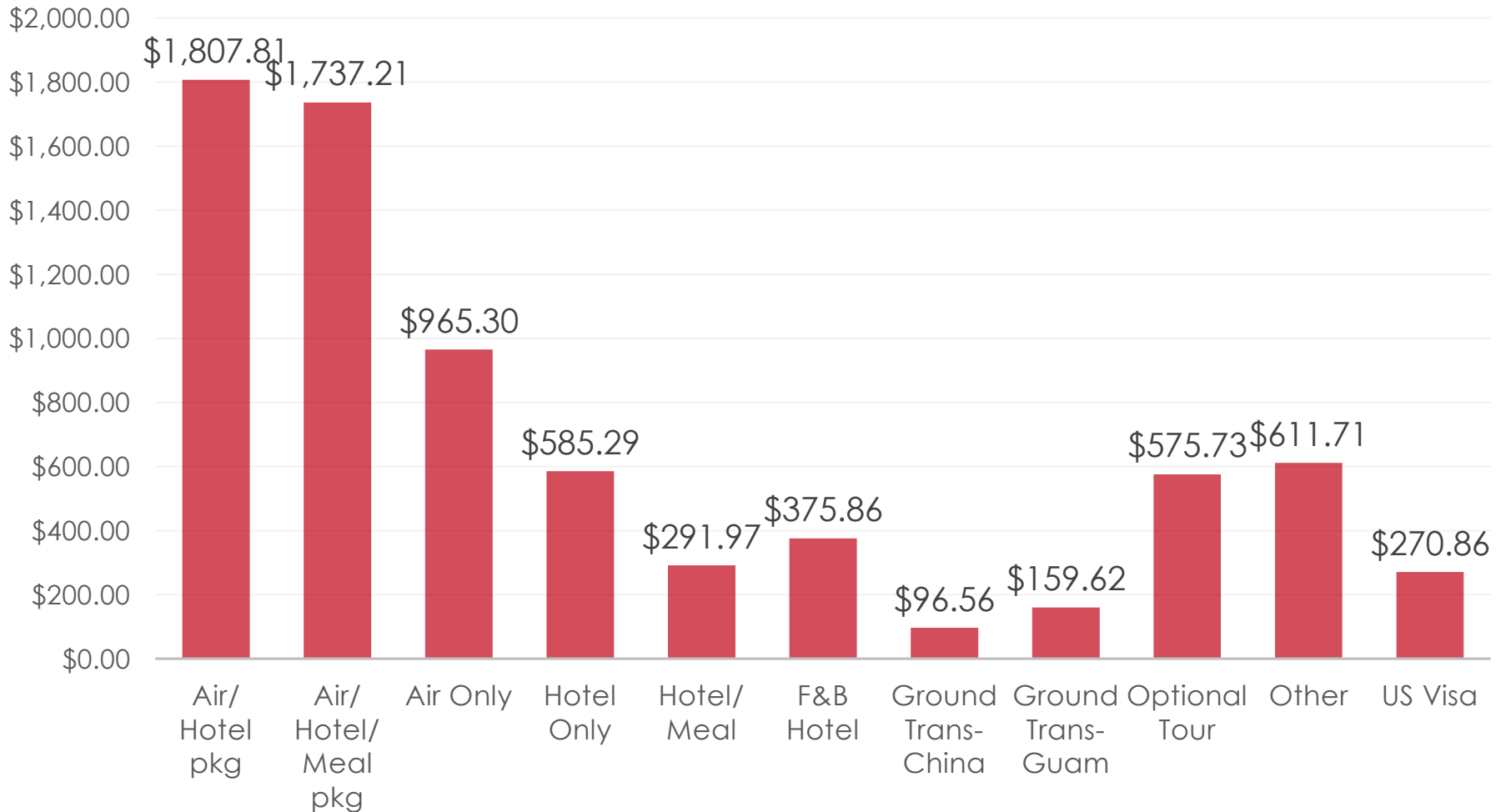
Prepaid Per Person– Key Segments

**GVB EXIT SURVEY
Q10A PREPAID - PER PERSON:**

		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ADV	EDUCATION
		-	-	-	-	-	-	-	-
PREPAID PP	Mean	\$1,184.16	\$1,557.18	\$1,766.42	\$3,941.61	\$1,288.89	\$1,188.65	\$1,276.82	\$1,115.73
	Median	\$973	\$1,557	\$1,679	\$1,460	\$973	\$973	\$1,168	\$949

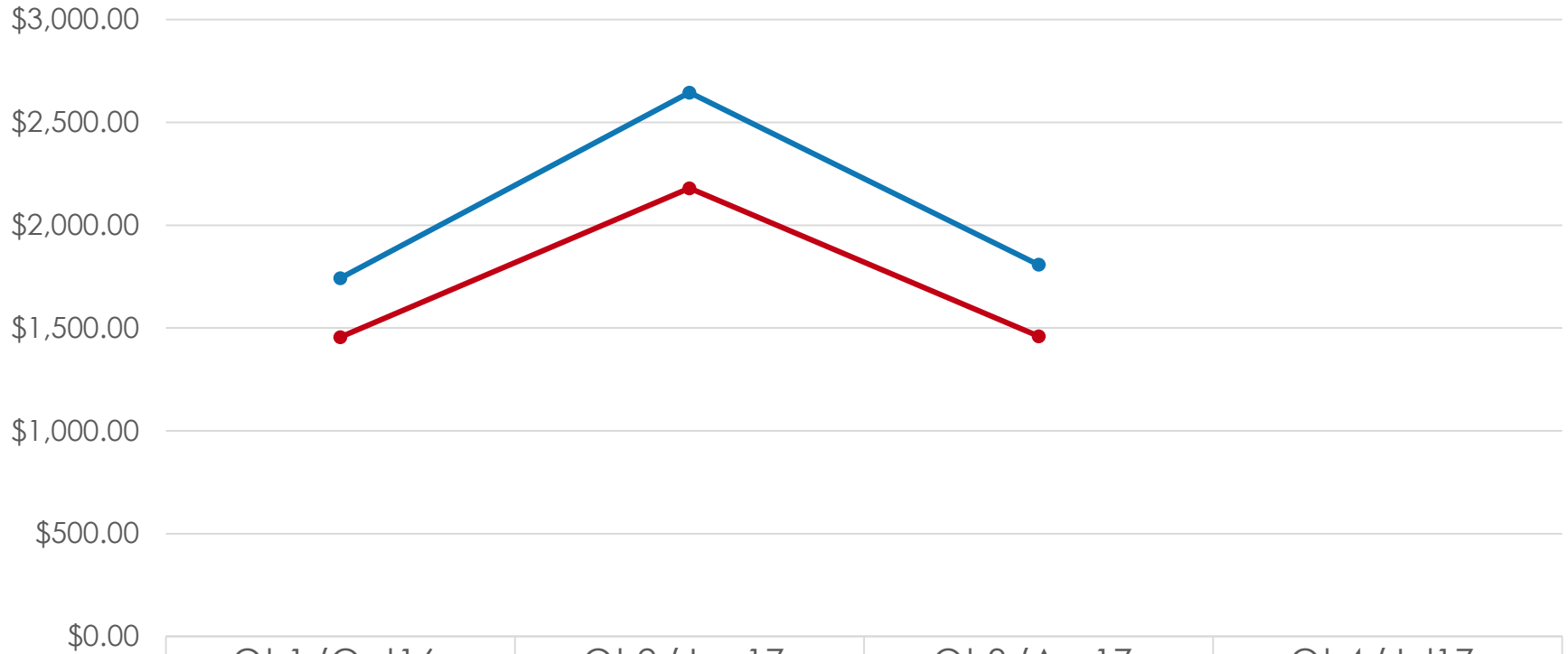
Prepared by Anthology Research

Prepaid Expenses by Category – MEAN Entire Travel Party



Prepaid- FY2017 Tracking

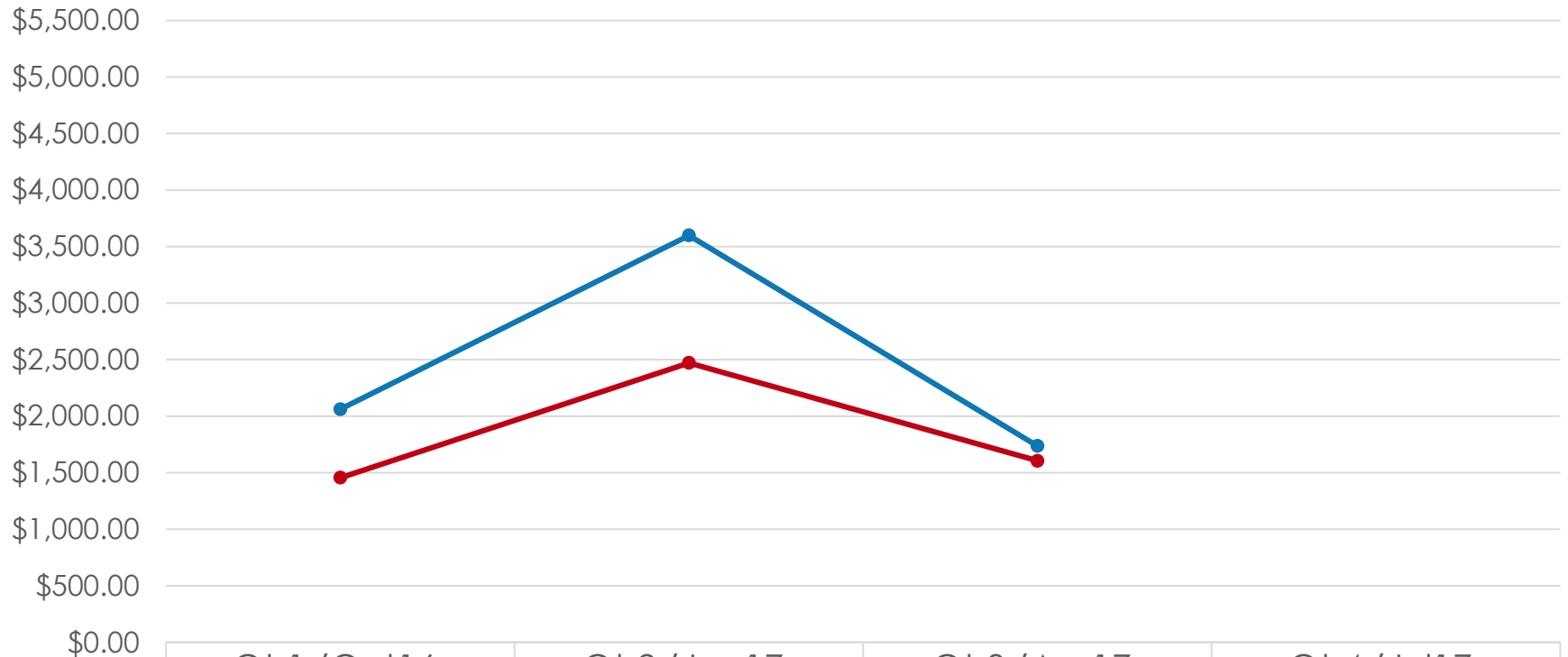
Airfare & Accommodation Packages



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	\$1,742.95	\$2,645.01	\$1,807.81	
MEDIAN	\$1,456.00	\$2,180.00	\$1,460.00	

Prepaid- FY2017 Tracking

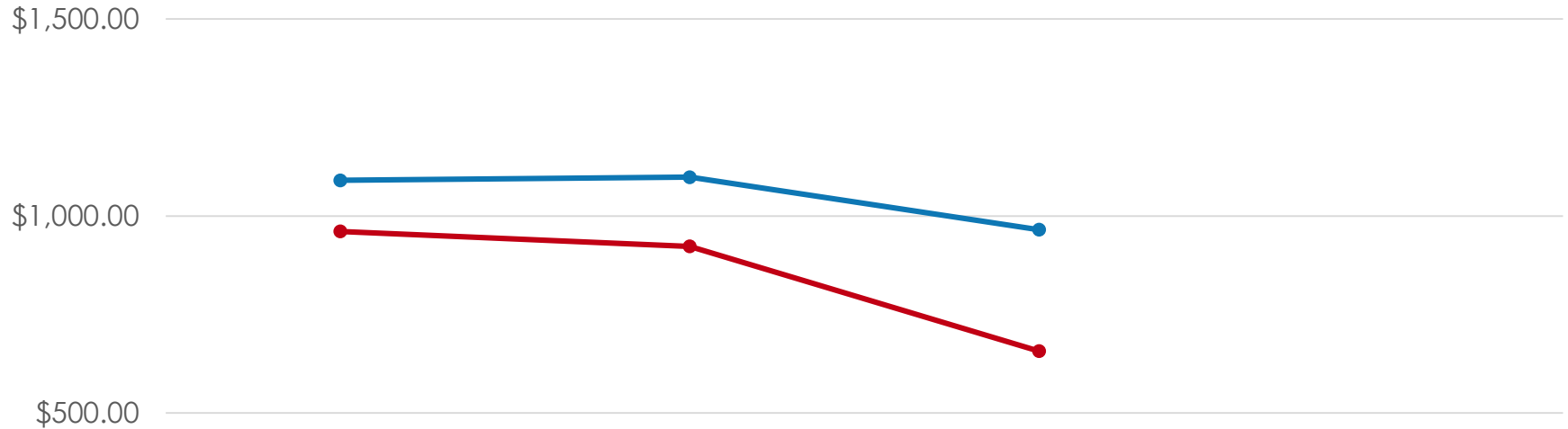
Airfare & Accommodation W/ Meal Packages



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	\$2,062.02	\$3,598.96	\$1,737.21	
MEDIAN	\$1,456.00	\$2,471.00	\$1,606.00	

Prepaid– FY2017 Tracking

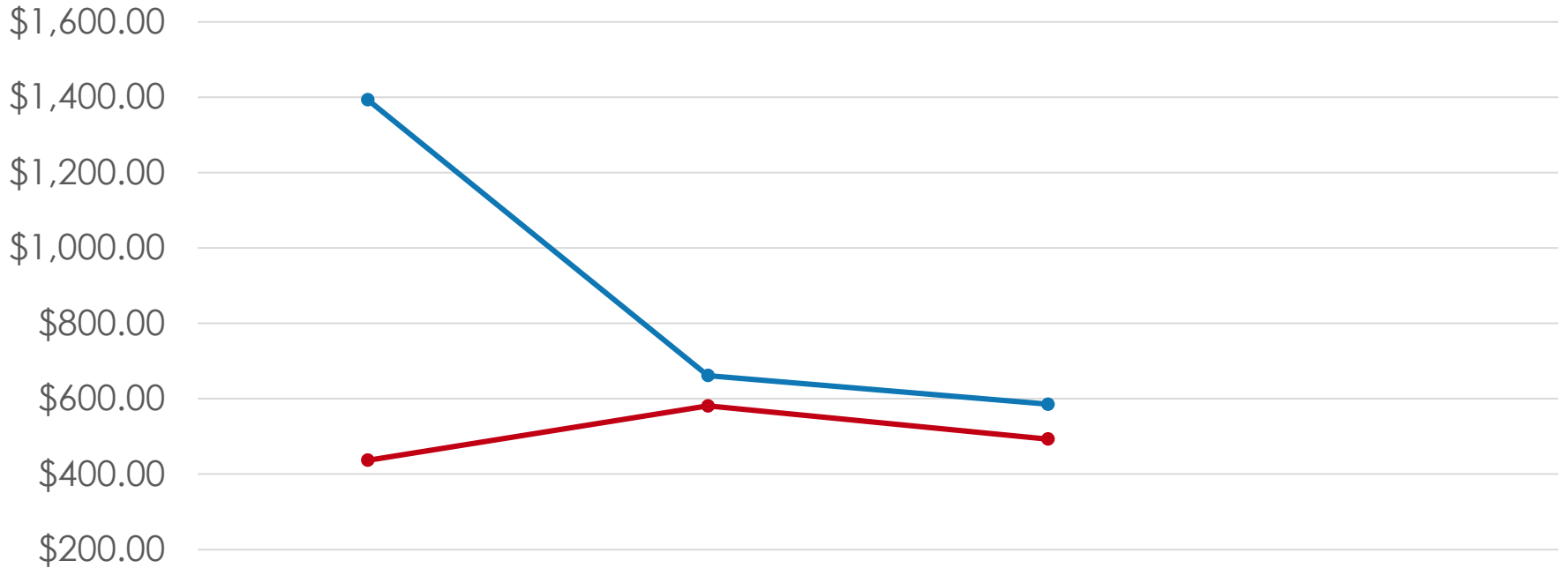
Airfare Only



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
● MEAN	\$1,090.61	\$1,098.50	\$965.30	
● MEDIAN	\$961.00	\$923.00	\$657.00	

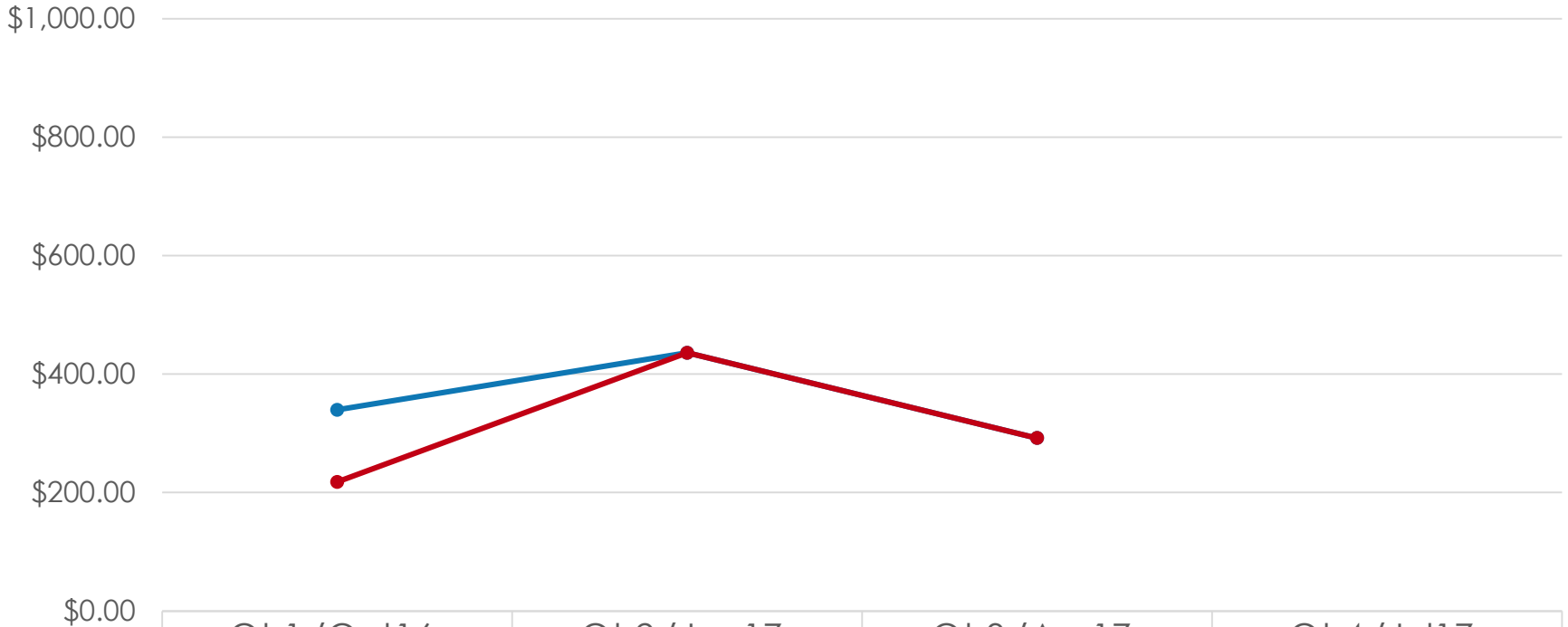
Prepaid- FY2017 Tracking

Accommodations Only



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	\$1,392.83	\$661.31	\$585.29	
MEDIAN	\$437.00	\$581.00	\$493.00	

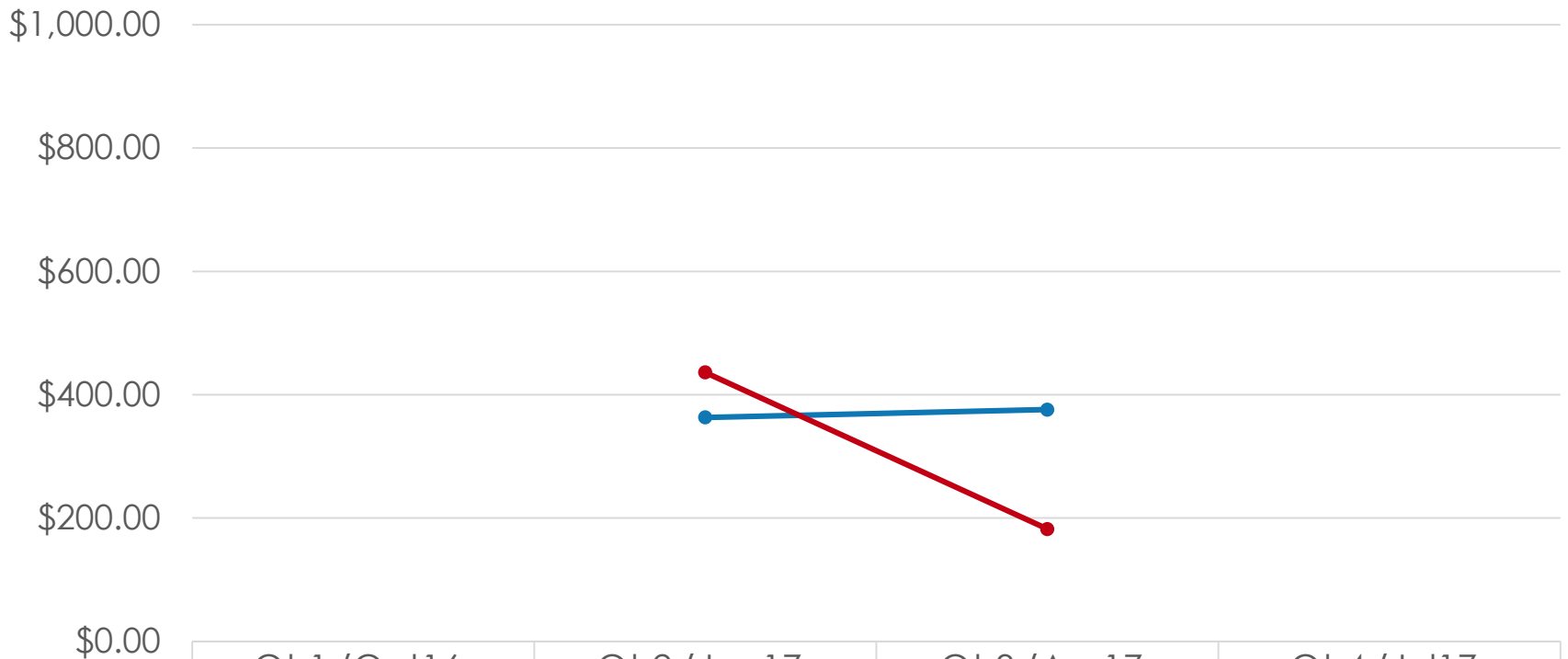
Prepaid- FY2017 Tracking Accommodations w/ Meal Only



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	\$339.64	\$436.05	\$291.97	
MEDIAN	\$218.00	\$436.00	\$292.00	

Prepaid- FY2017 Tracking

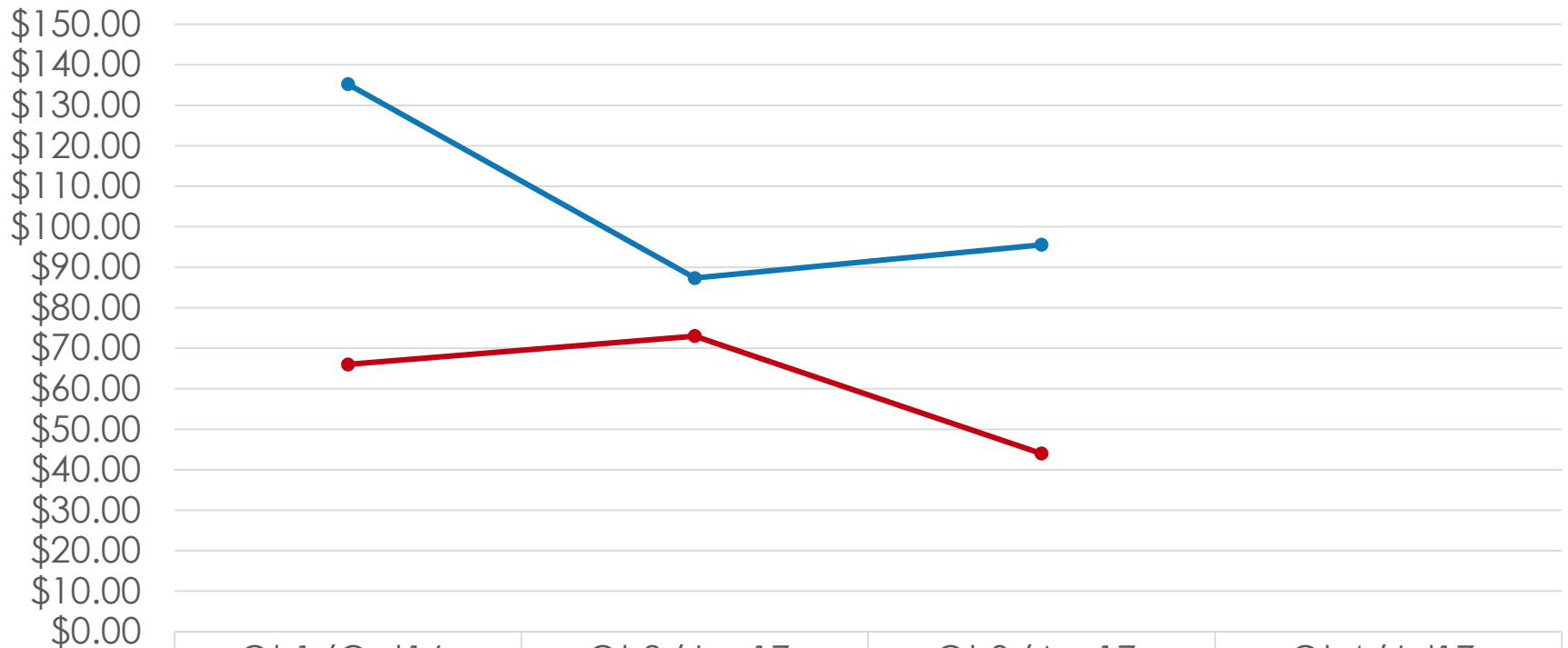
Food & Beverage in Hotel



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN		\$363.25	\$375.86	
MEDIAN		\$436.00	\$182.00	

Prepaid- FY2017 Tracking

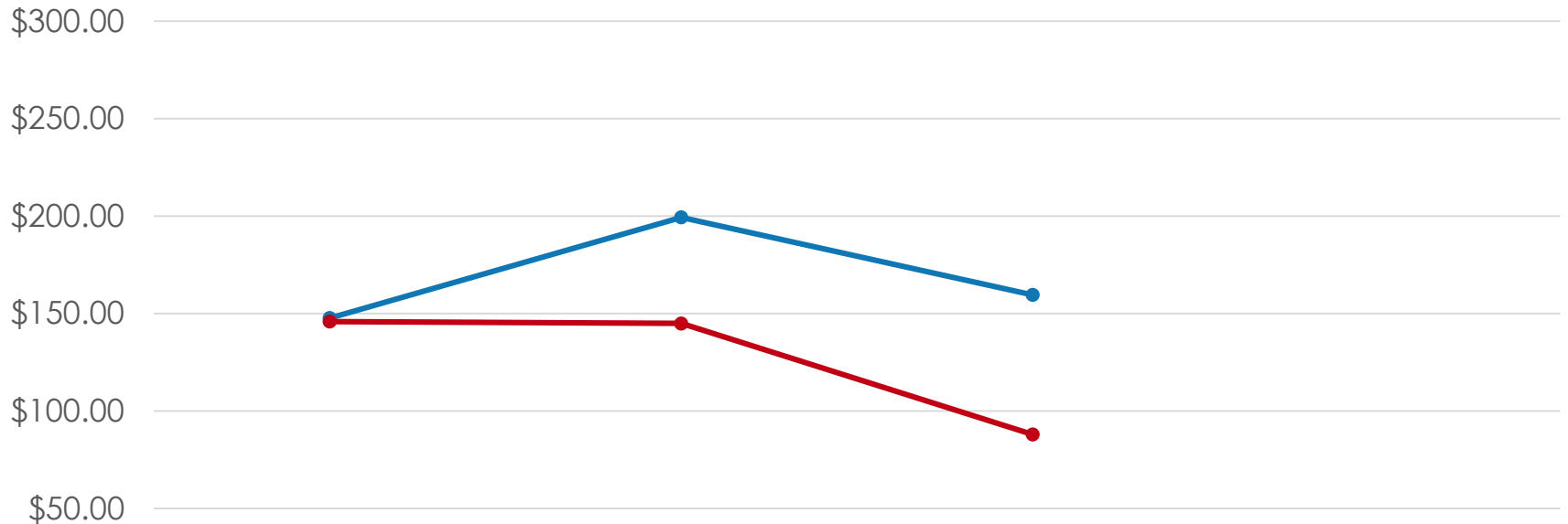
Ground Transportation - China



MEAN	\$135.21	\$87.34	\$95.56	
MEDIAN	\$66.00	\$73.00	\$44.00	

Prepaid- FY2017 Tracking

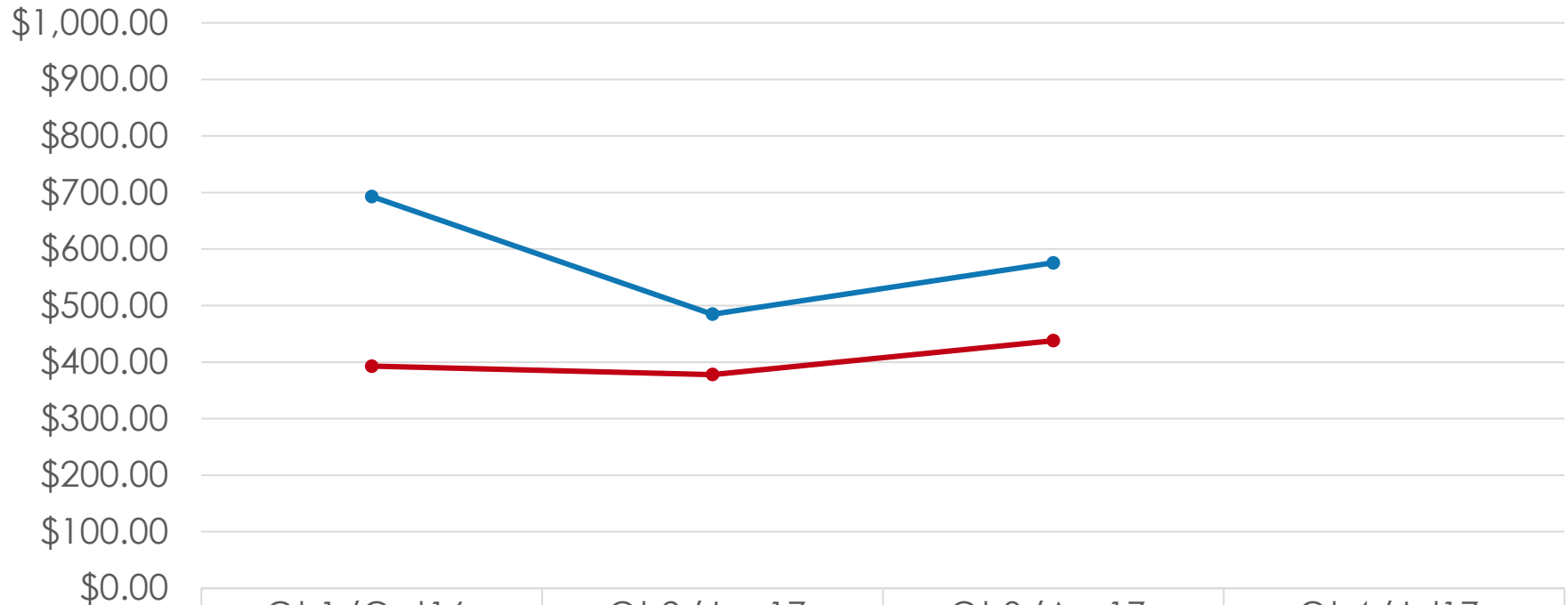
Ground Transportation - Guam



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	\$147.74	\$199.41	\$159.62	
MEDIAN	\$146.00	\$145.00	\$88.00	

Prepaid– FY2017 Tracking

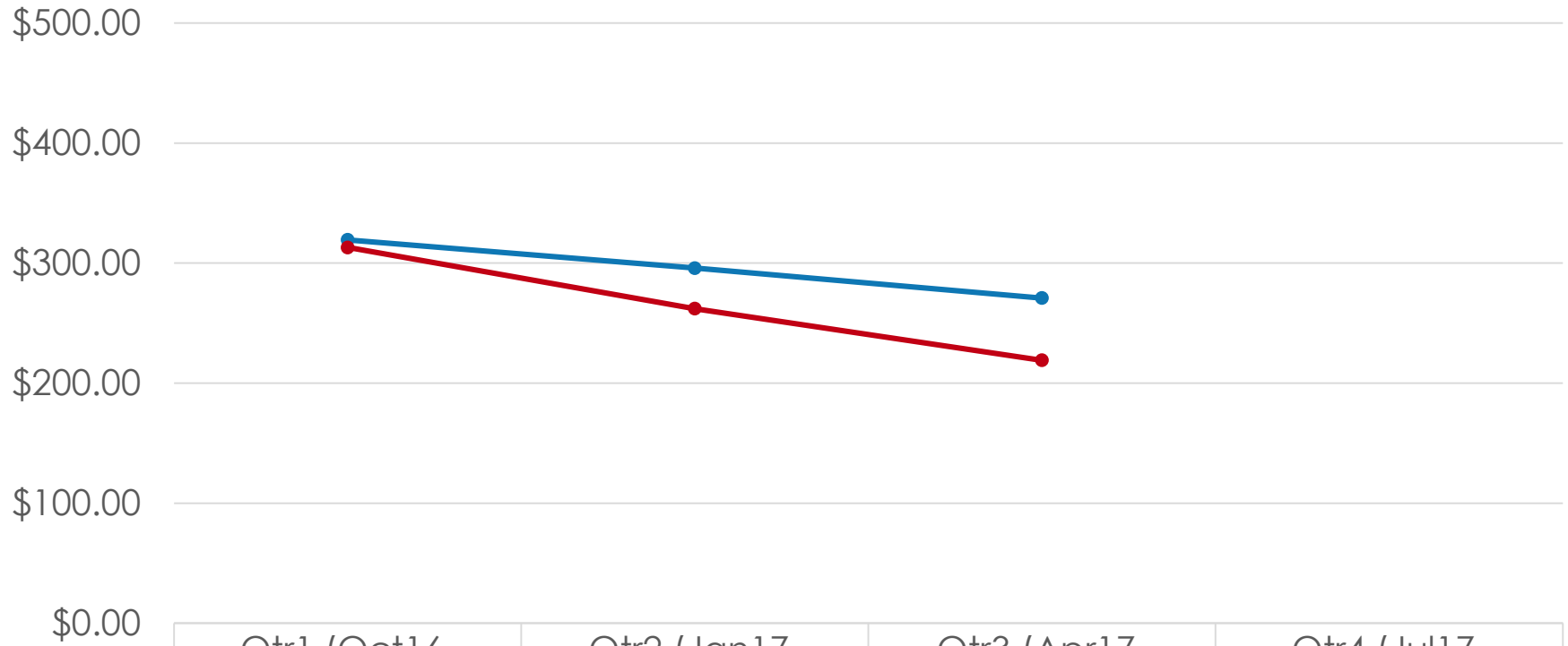
Optional tours/ Activities



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
● MEAN	\$692.92	\$484.83	\$575.73	
● MEDIAN	\$393.00	\$378.00	\$438.00	

Prepaid- FY2017 Tracking

US Visa

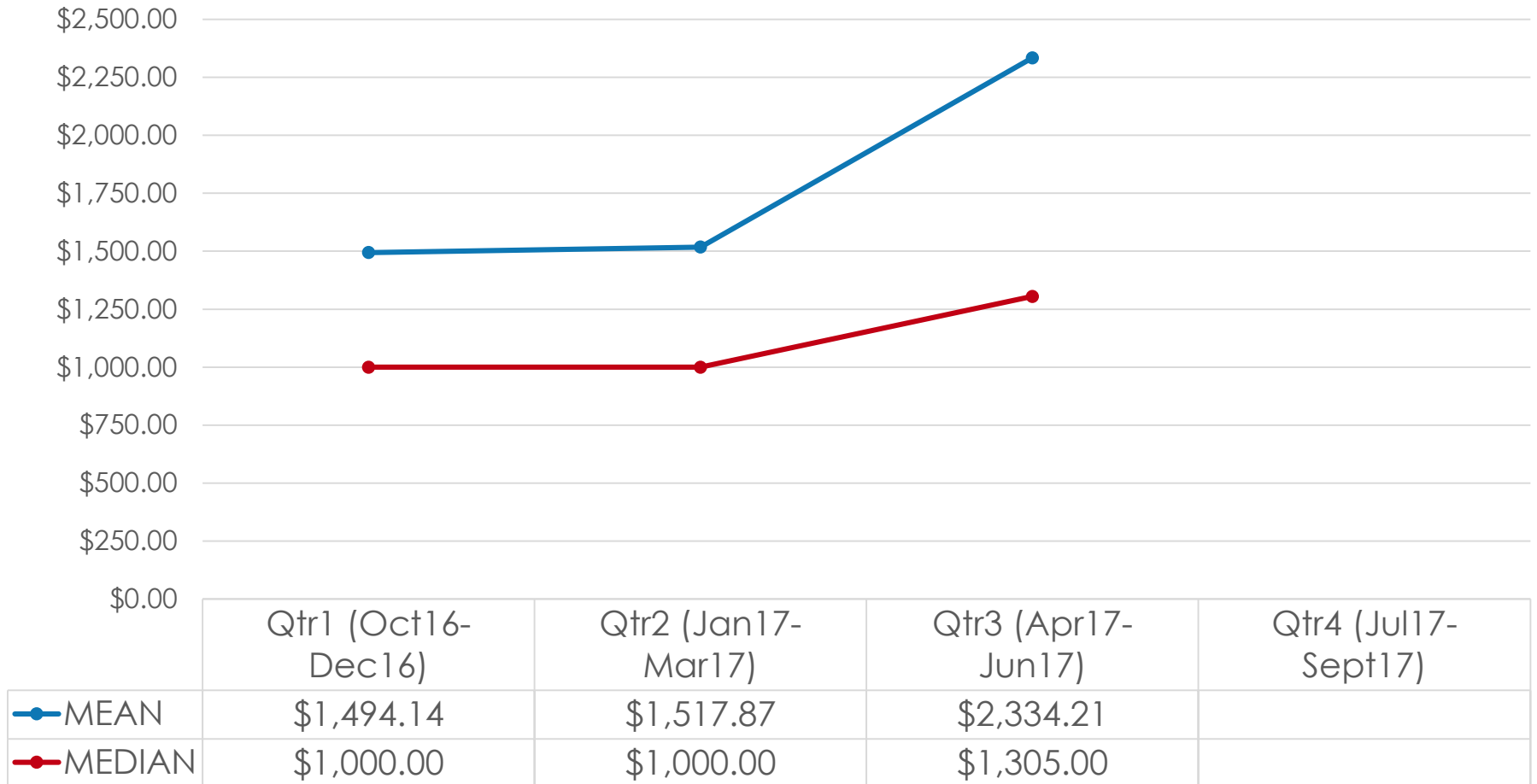


	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	\$319.36	\$295.83	\$270.86	
MEDIAN	\$313.00	\$262.00	\$219.00	

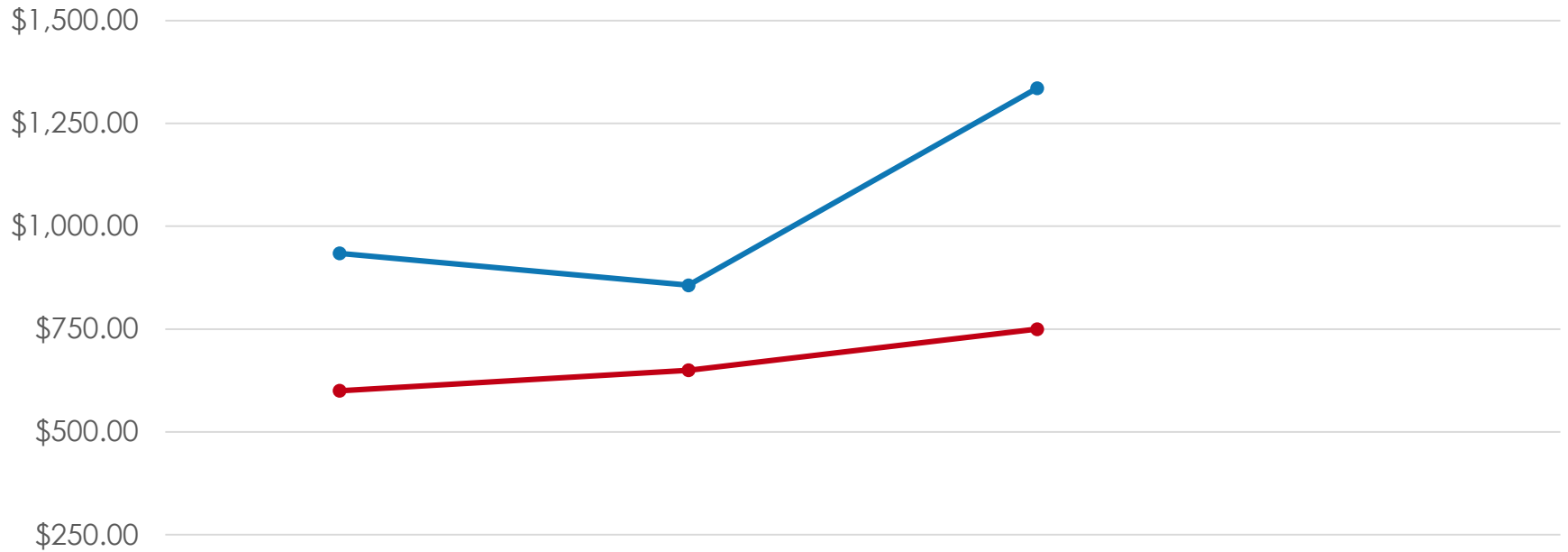
On-Island Expenditures

- \$2,334.21 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$1,335.60 = overall mean average per person prepaid expenditures

On-Island Entire Travel Party – FY2017 Tracking



On-Island Per Person – FY2017 Tracking



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
● MEAN	\$934.10	\$856.61	\$1,335.60	
● MEDIAN	\$600.00	\$650.00	\$750.00	

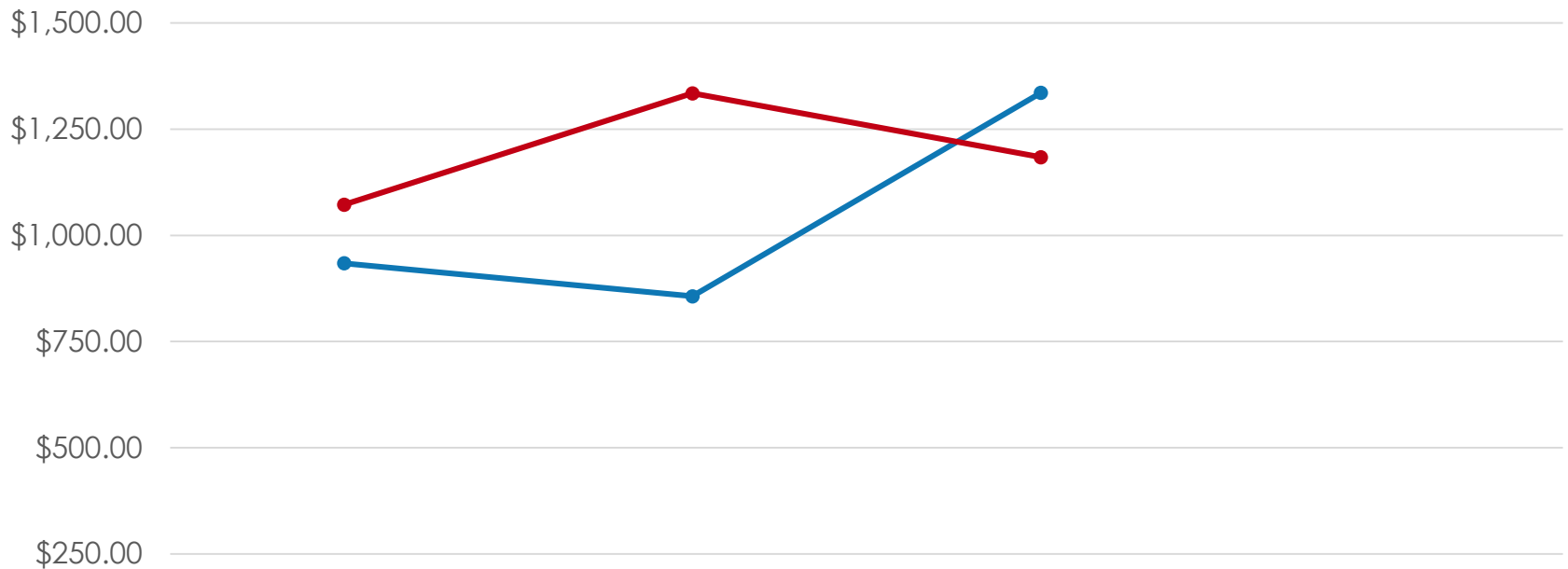
On-Island Per Person – Key Segments

GVB EXIT SURVEY
Q11A ONISLE EXPENDITURE- PER PERSO

		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ADV	EDUCATION
		-	-	-	-	-	-	-	-
ONISLE PP	Mean	\$1,335.60	\$566.67	\$1,597.50	\$1,500.00	\$1,283.30	\$1,303.91	\$1,520.32	\$1,259.48
	Median	\$750	\$567	\$950	\$500	\$750	\$700	\$1,000	\$538

Prepared by Anthology Research

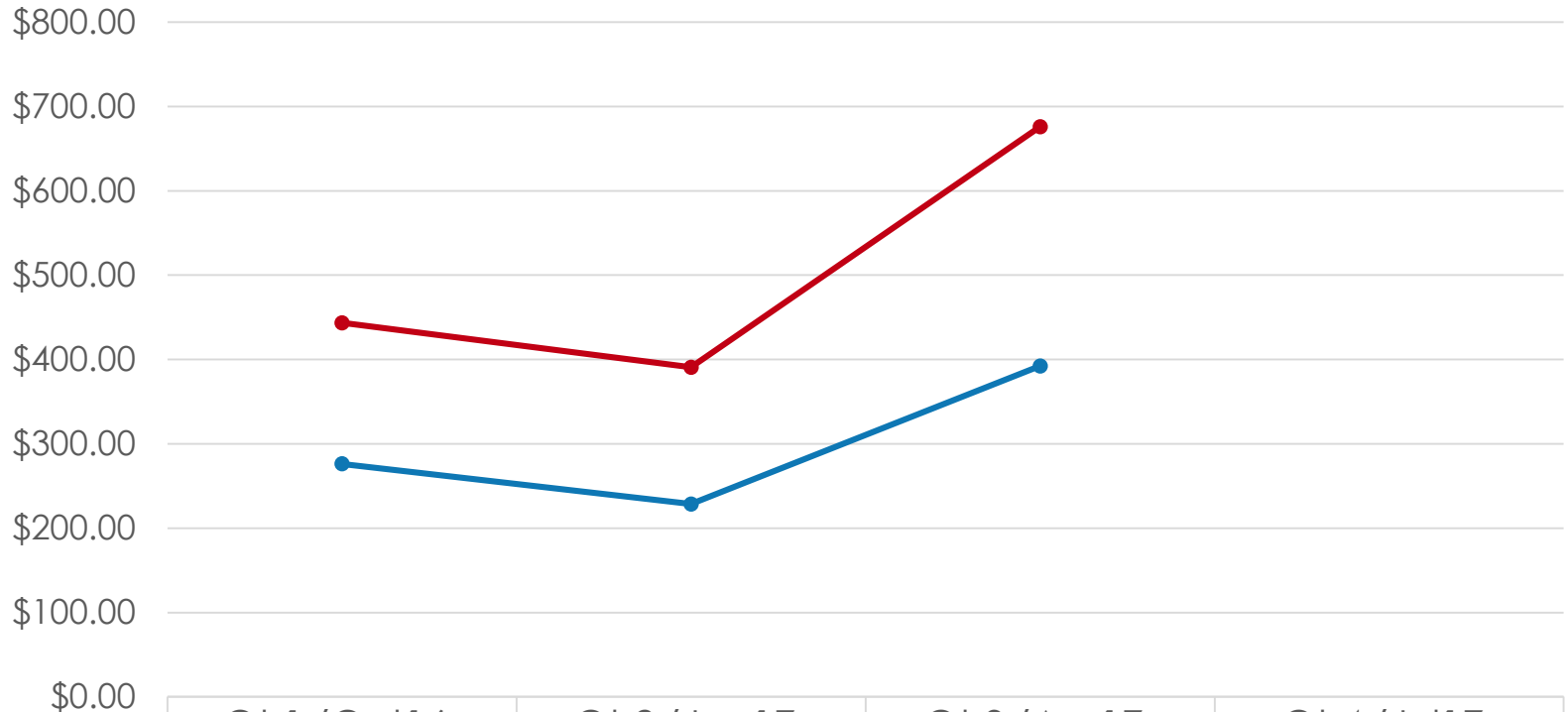
Per Person MEAN expenditures – FY2017 Tracking On-Island/ Prepaid



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
● On-Island	\$934.10	\$856.61	\$1,335.60	
● Prepaid	\$1,072.45	\$1,334.63	\$1,184.16	

On-Island Per Day Spending – FY2017 Tracking

MEAN



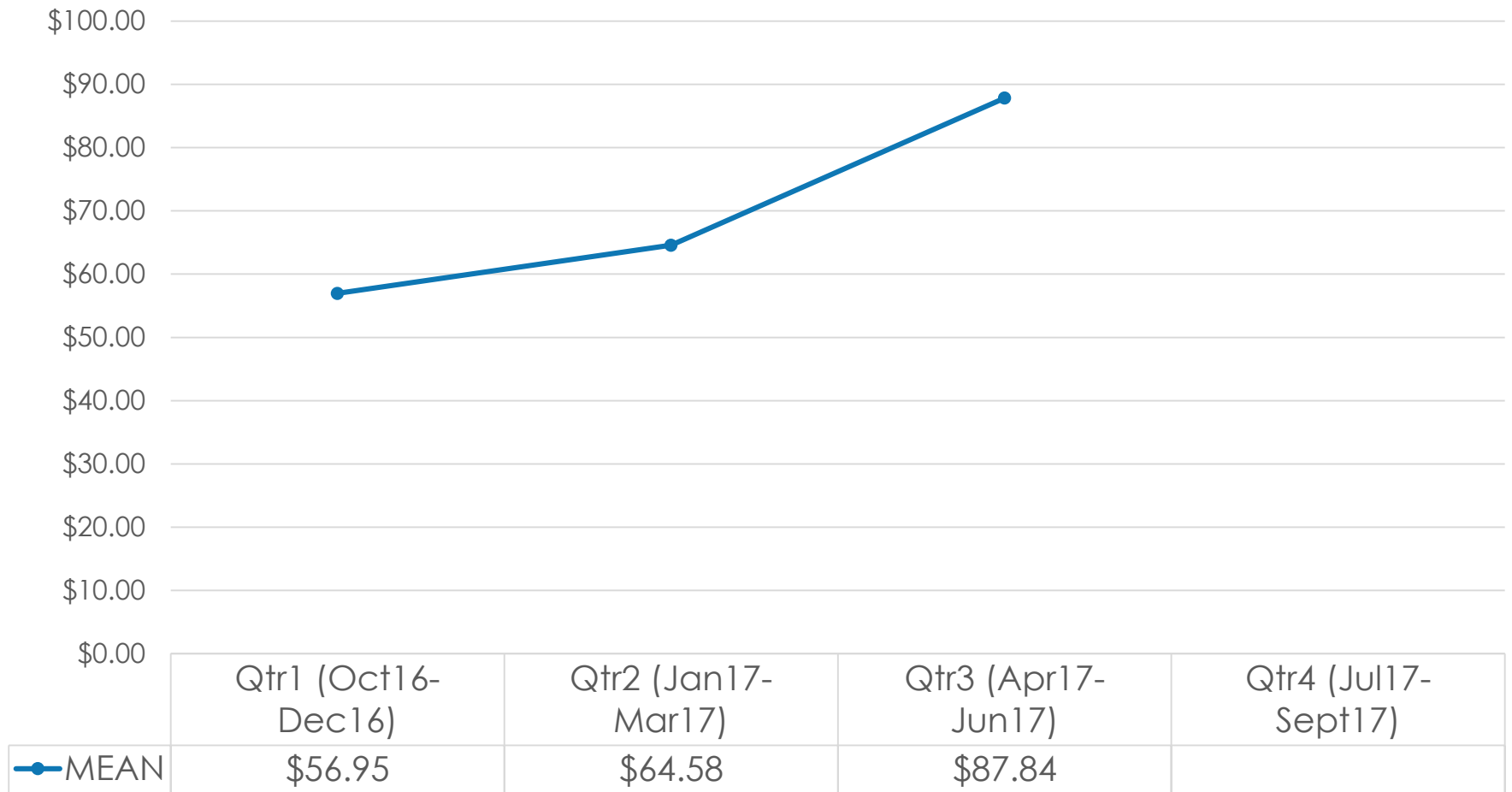
Per Person	\$276.20	\$228.52	\$392.28	
Travel Party	\$443.50	\$390.67	\$675.99	

On-Island Expenses by Category – MEAN Entire Travel Party



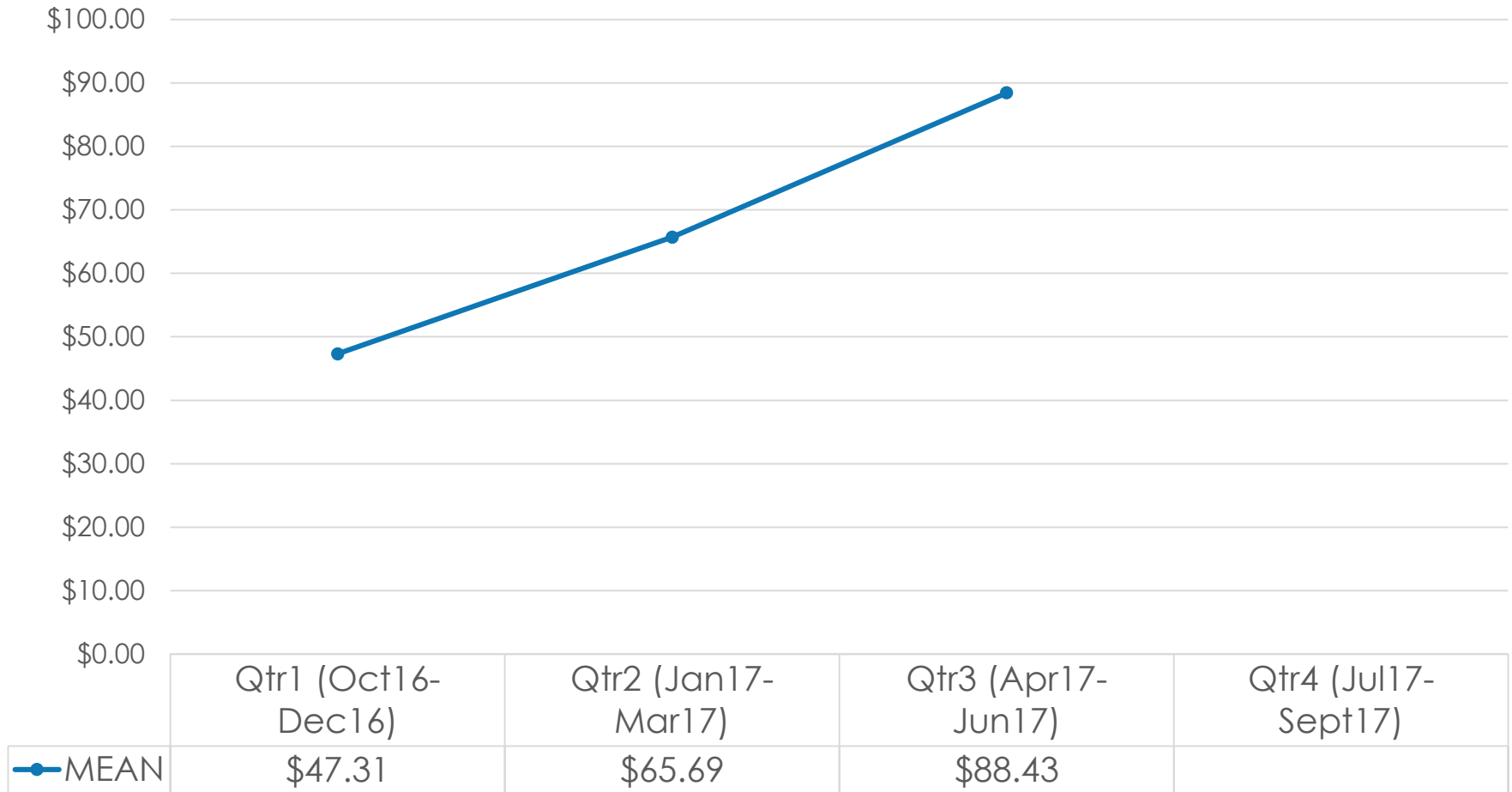
On-Island – FY2017 Tracking

Food & Beverage - Hotel



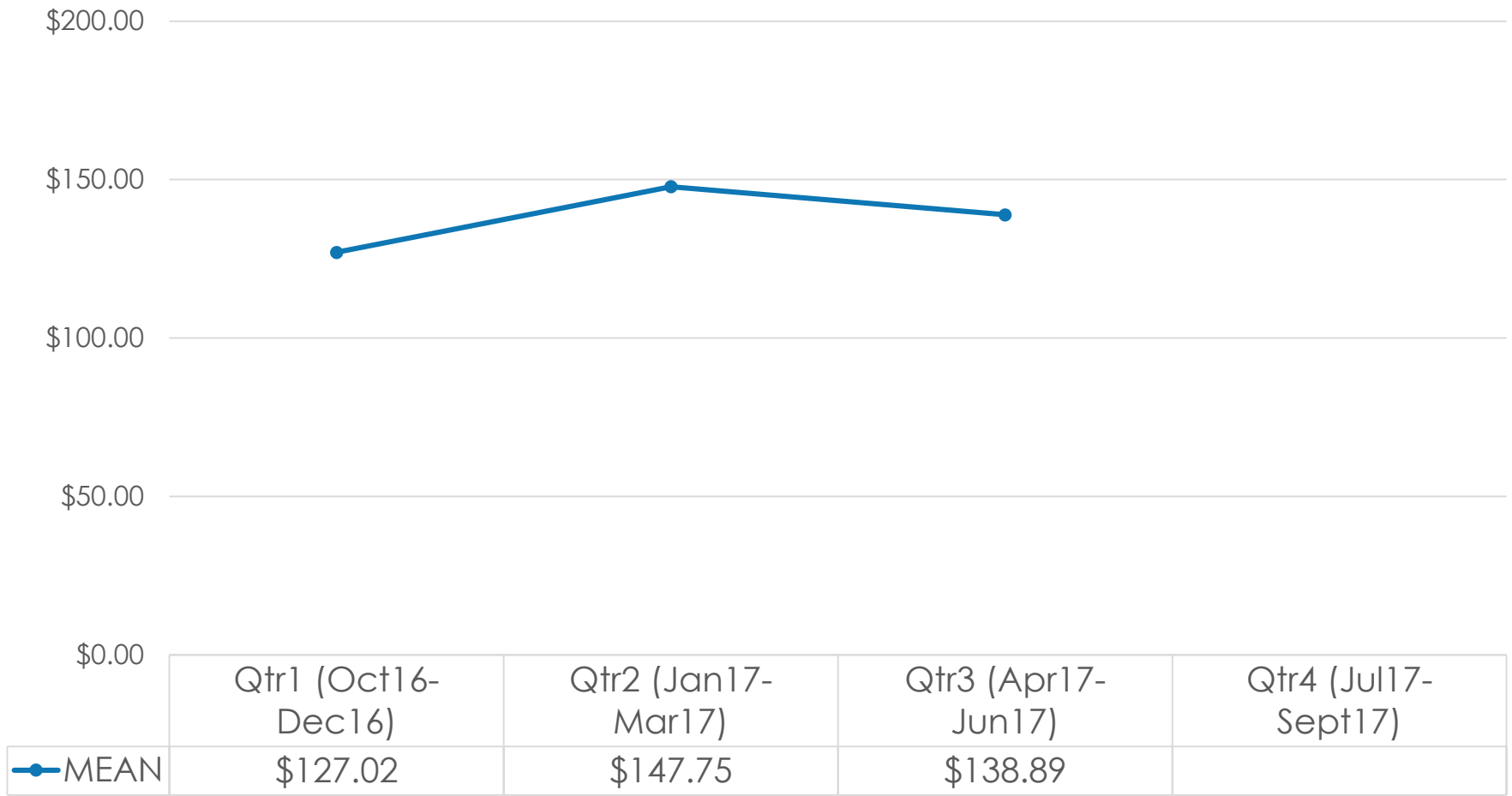
On-Island – FY2017 Tracking

Food & Beverage – Fast Food/ Convenience Store



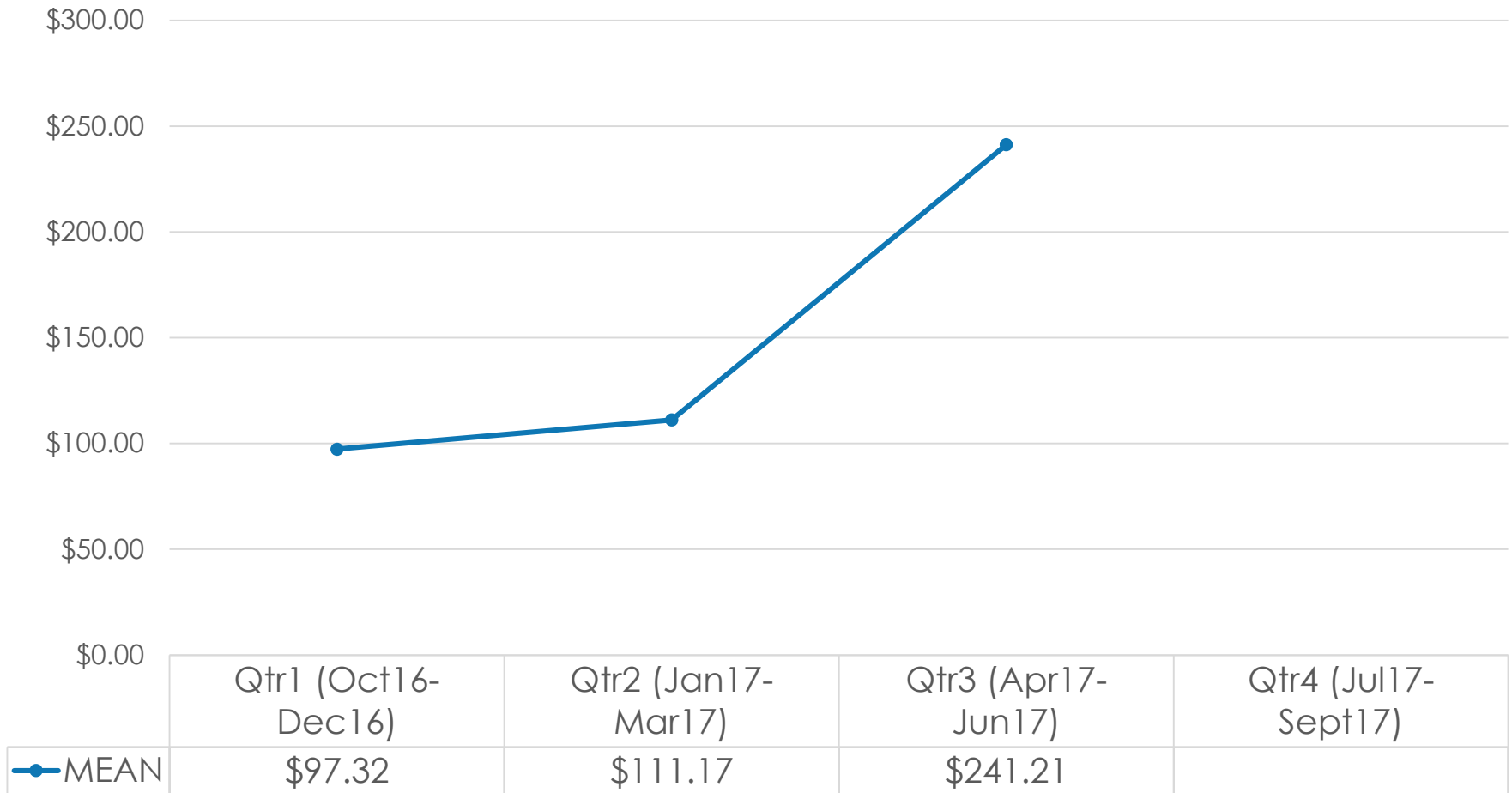
On-Island – FY2017 Tracking

Food & Beverage – Restaurant/ Drinking Est Outside Hotel



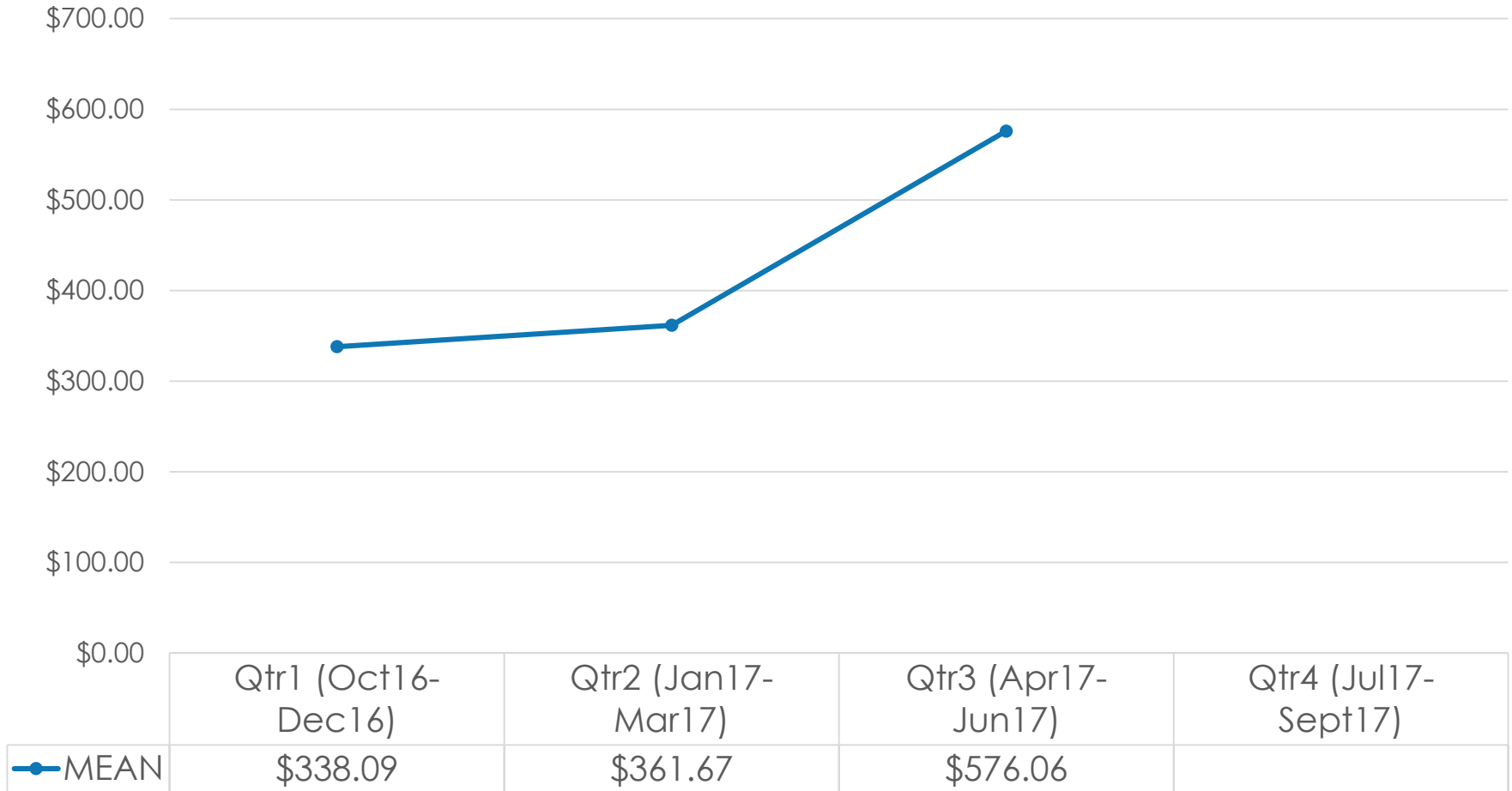
On-Island – FY2017 Tracking

Optional tour/ Activities



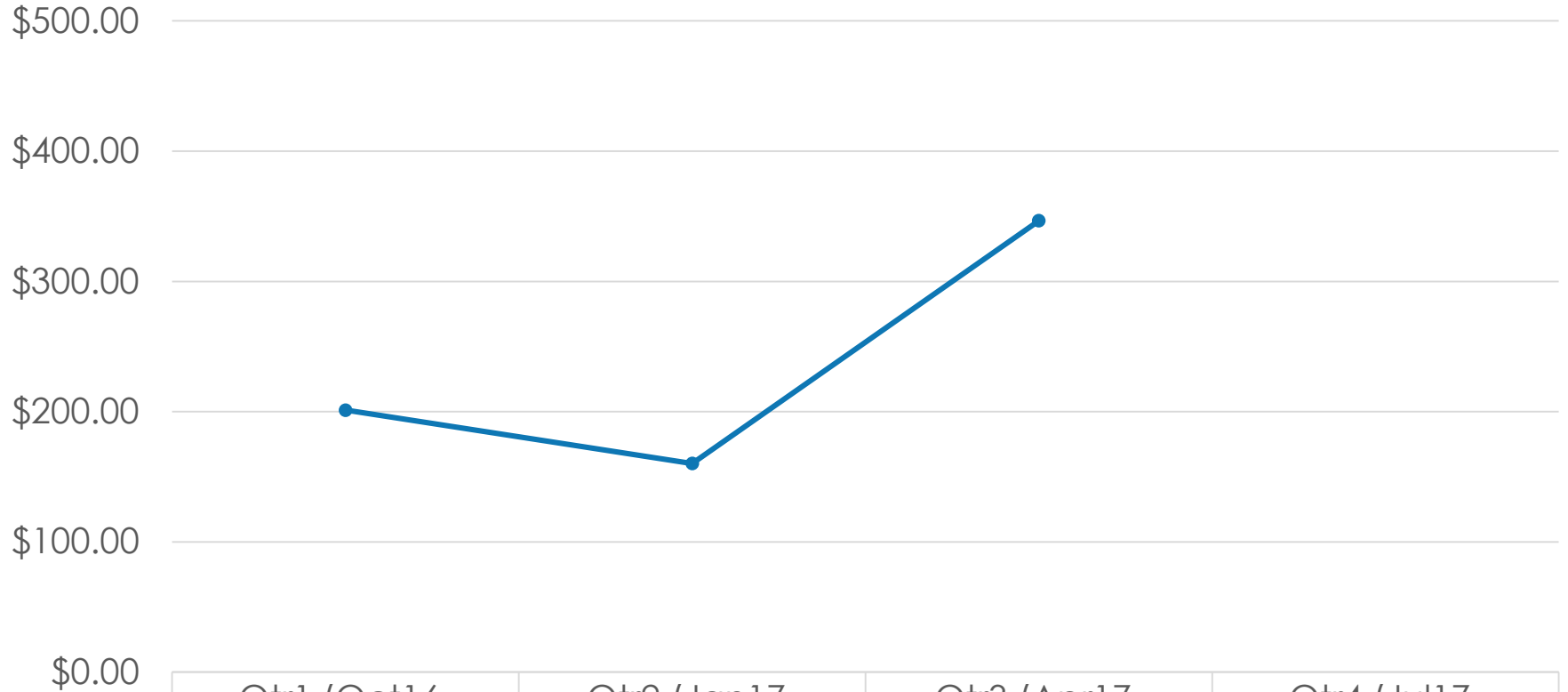
On-Island – FY2017 Tracking

Gift/ Souvenir – Self/ Companion



On-Island – FY2017 Tracking

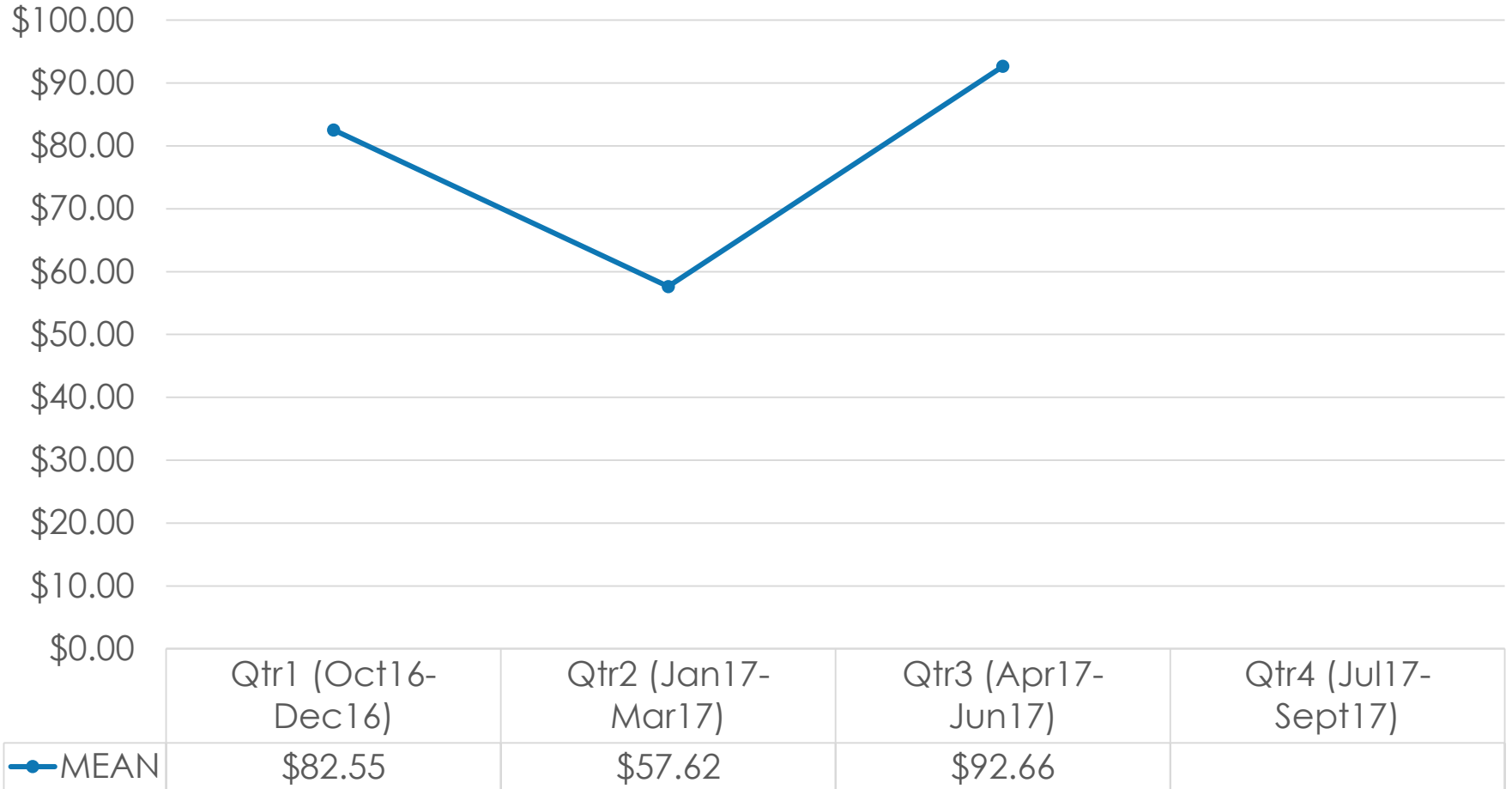
Gift/ Souvenir – Friends/ Family



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	\$201.15	\$160.17	\$346.66	

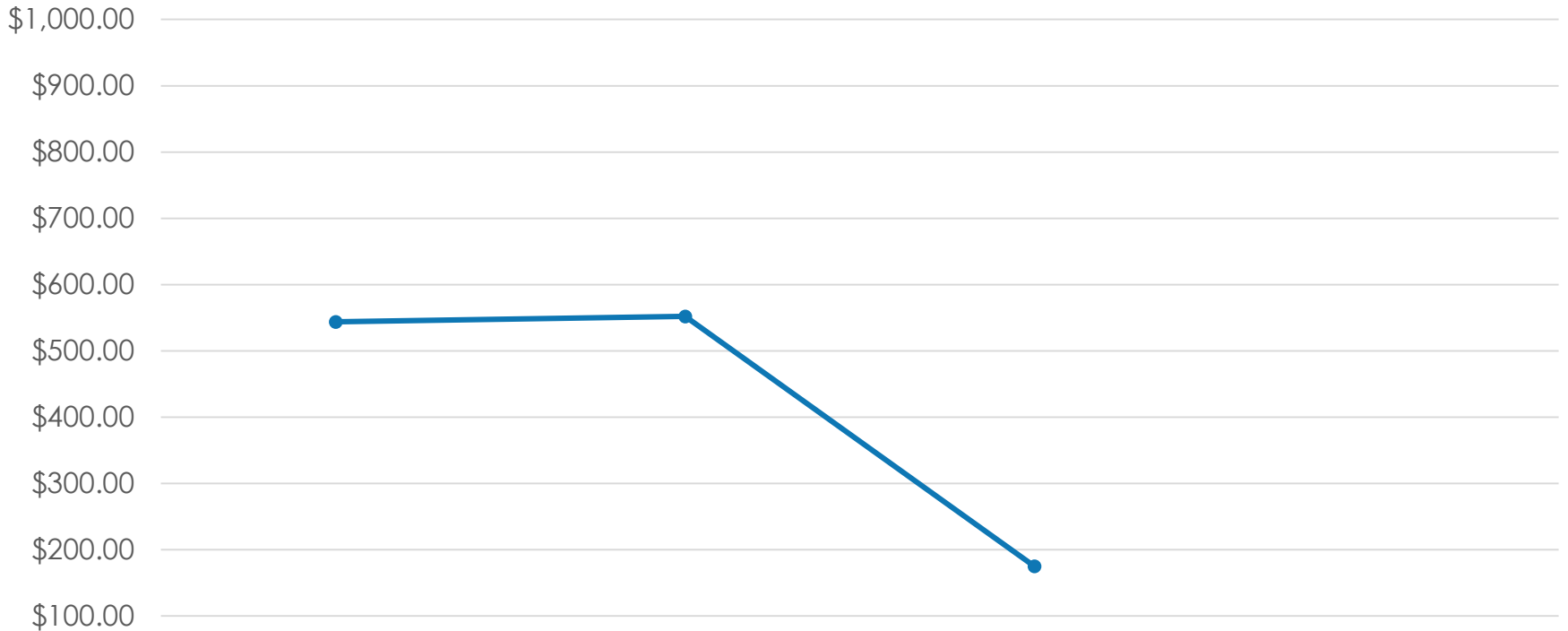
On-Island – FY2017 Tracking

Local Transportation



On-Island – FY2017 Tracking

Other Not Included

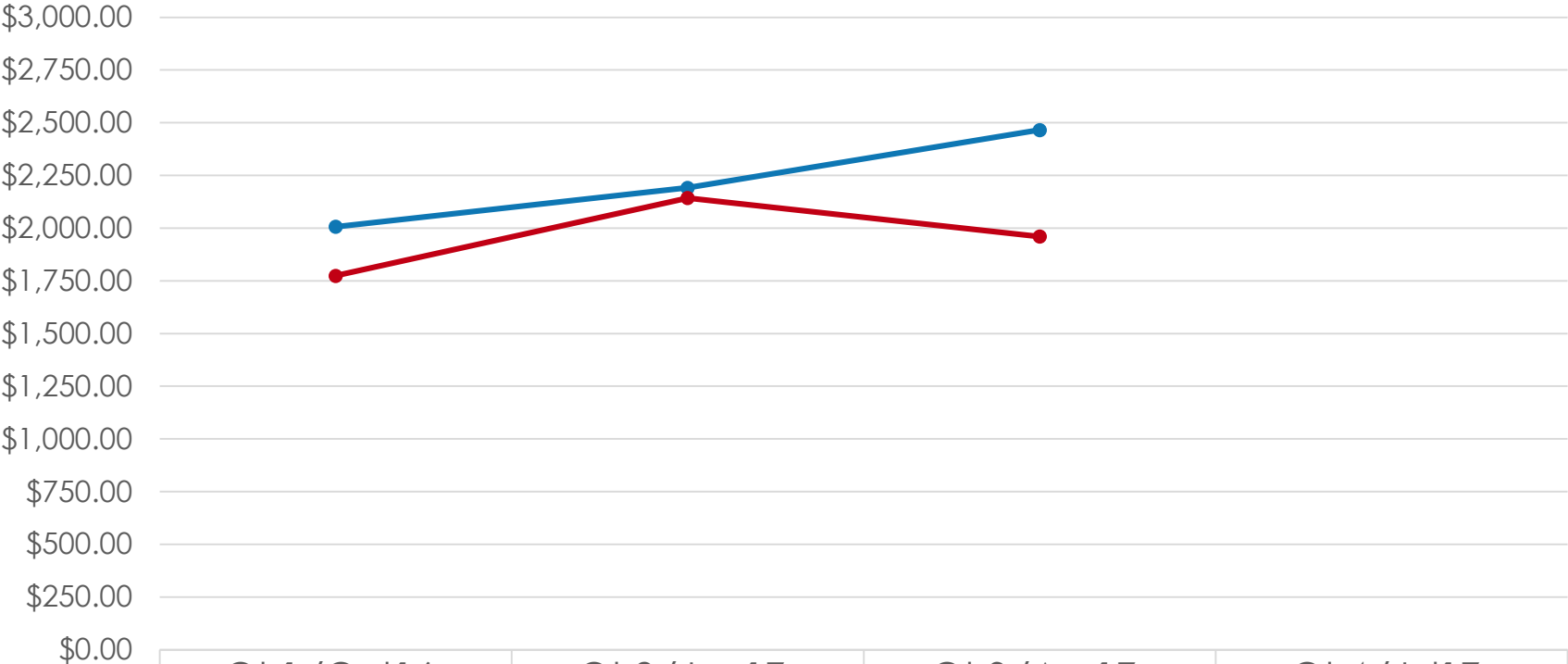


	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	\$543.75	\$551.91	\$174.85	

TOTAL (On-Isle + Prepaid) Expenditures Per Person

- \$2,465.33 = overall mean average prepaid expense by respondent/ Per Person

TOTAL Per Person Expenditures – FY2017 Tracking



● MEAN
● MEDIAN

	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	\$2,006.55	\$2,191.24	\$2,465.33	
MEDIAN	\$1,774.00	\$2,143.00	\$1,960.00	

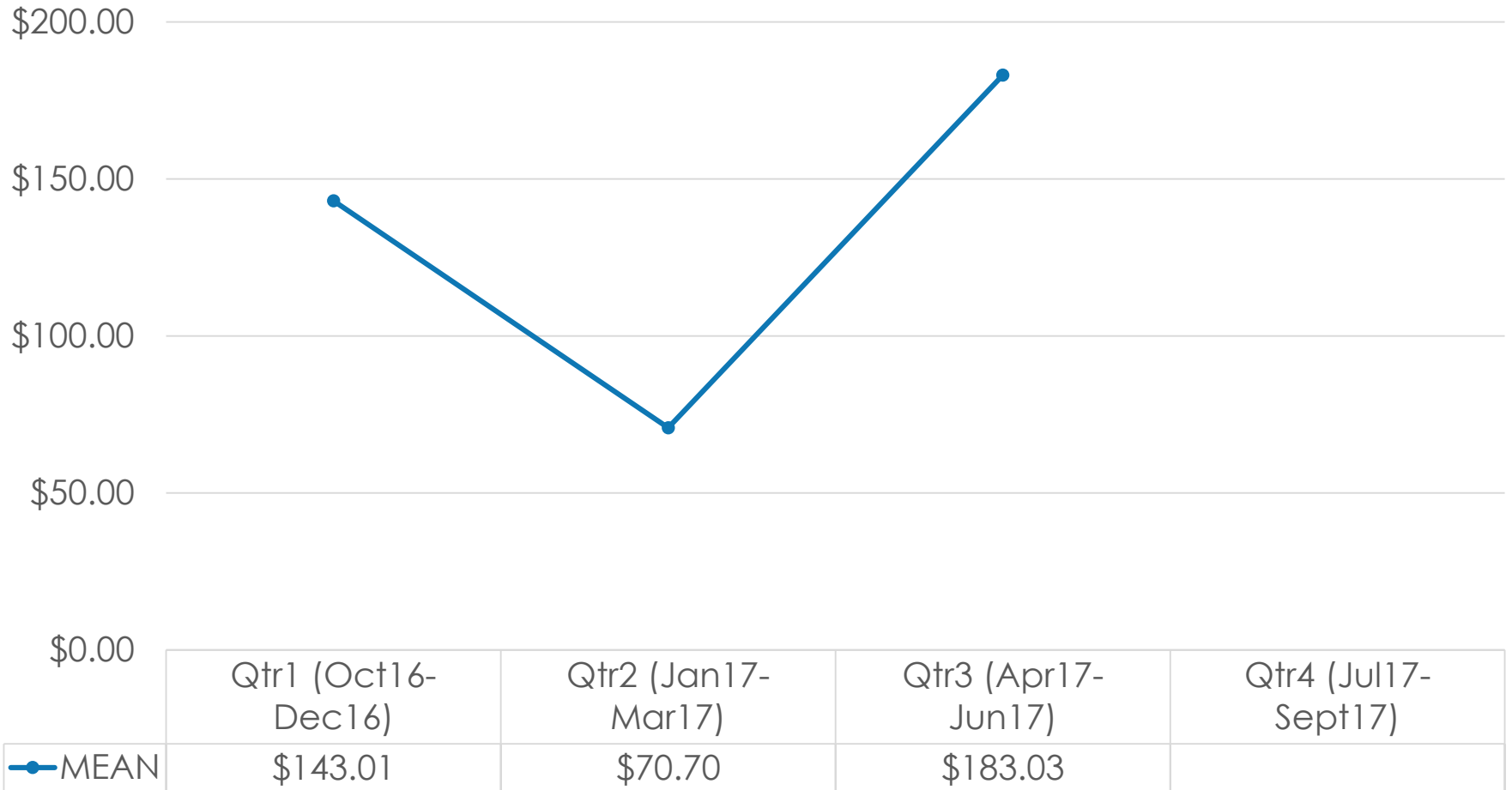
TOTAL Per Person Expenditures – Key Segments

**GVB EXIT SURVEY
TOTAL PER PERSON SPENDING:**

		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ADV	EDUCATION
		-	-	-	-	-	-	-	-
TOTAL PP	Mean	\$2,465.33	\$2,123.84	\$3,363.92	\$5,441.61	\$2,519.54	\$2,426.29	\$2,745.89	\$2,307.90
	Median	\$1,960	\$2,124	\$2,739	\$1,960	\$1,950	\$1,931	\$2,318	\$1,745

Prepared by Anthology Research

GUAM AIRPORT EXPENDITURE – FY2017 Tracking

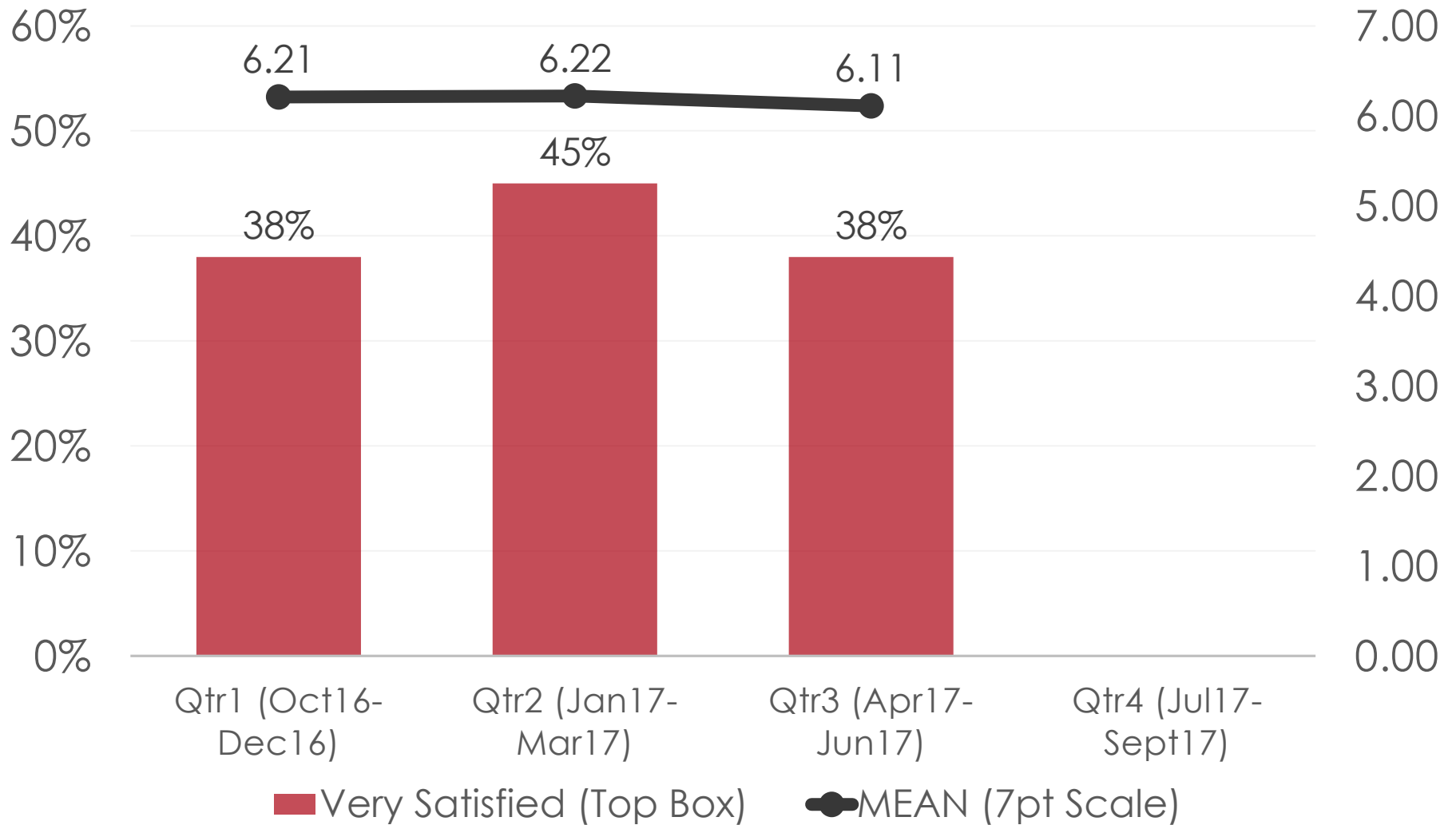


SECTION 4

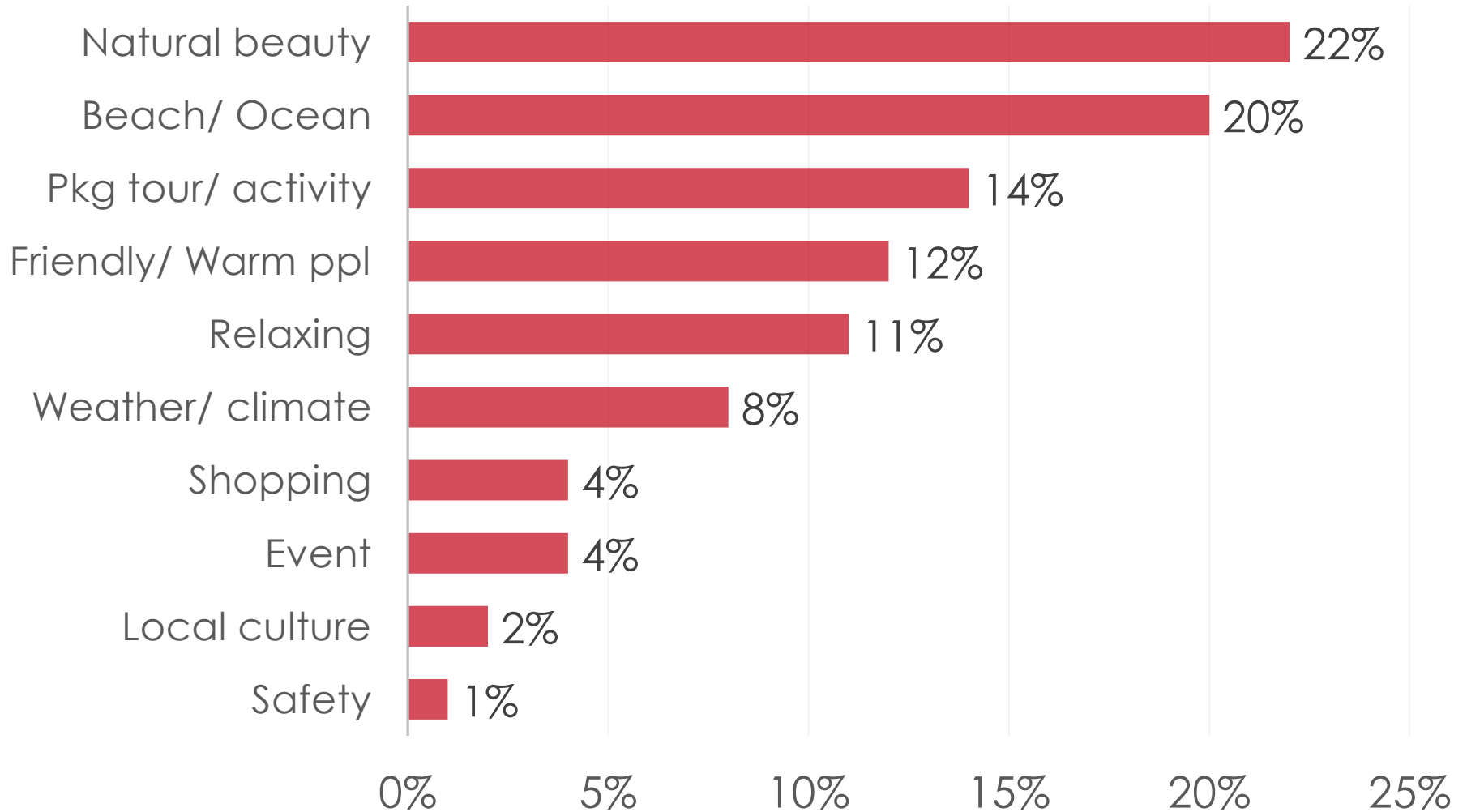
VISITOR SATISFACTION

BEHAVIOR

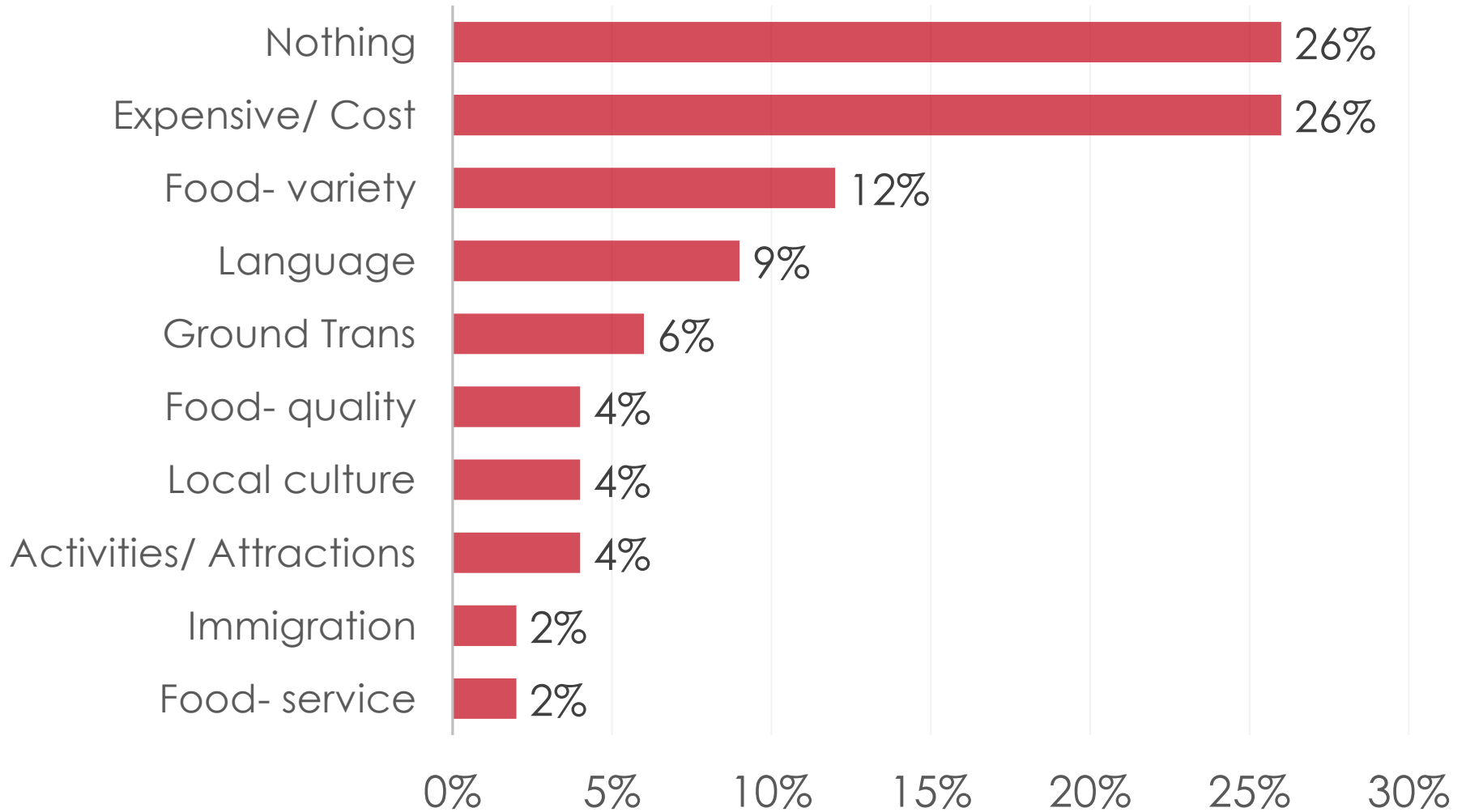
OVERALL SATISFACTION



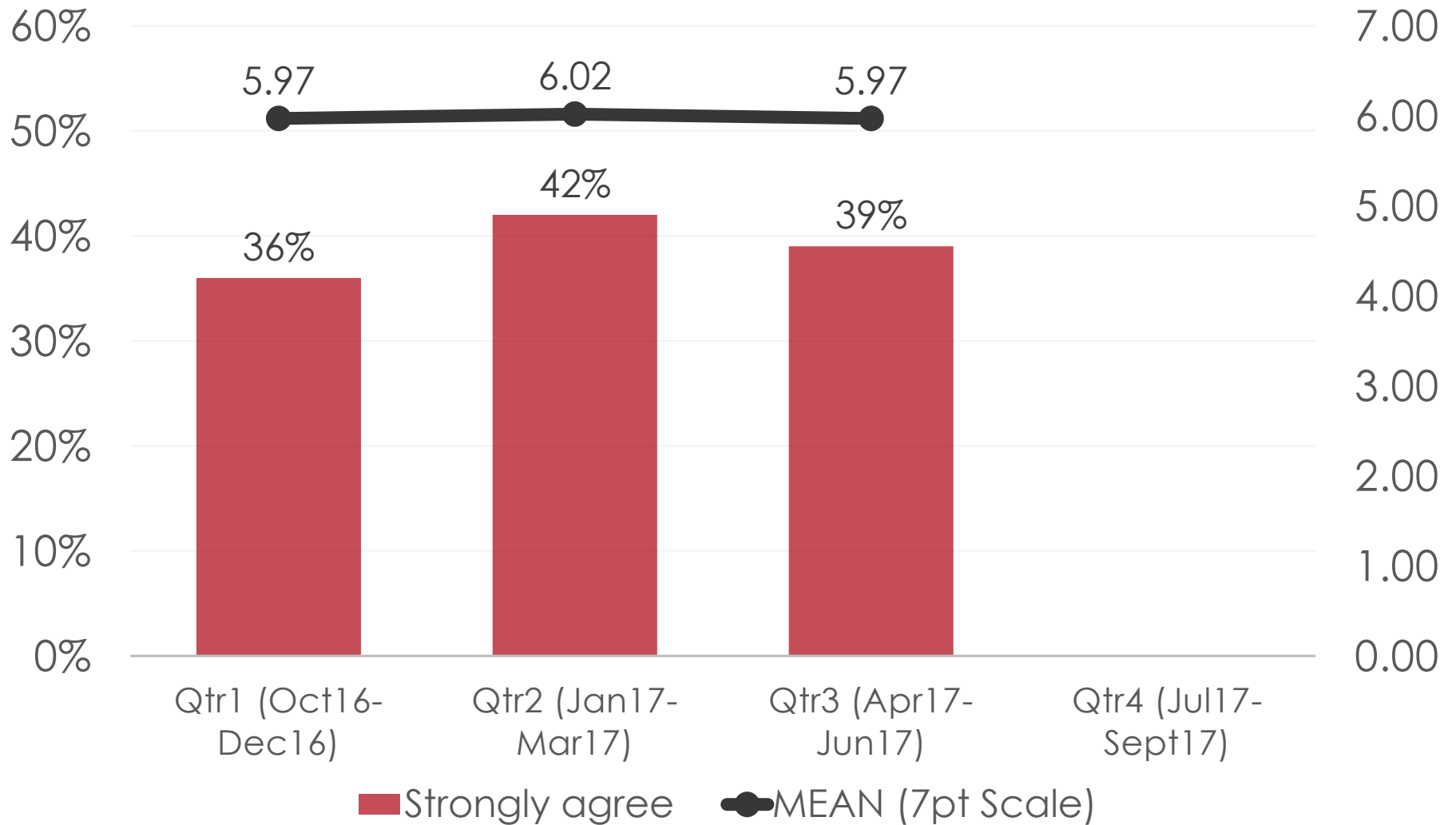
Positive Aspect of Trip



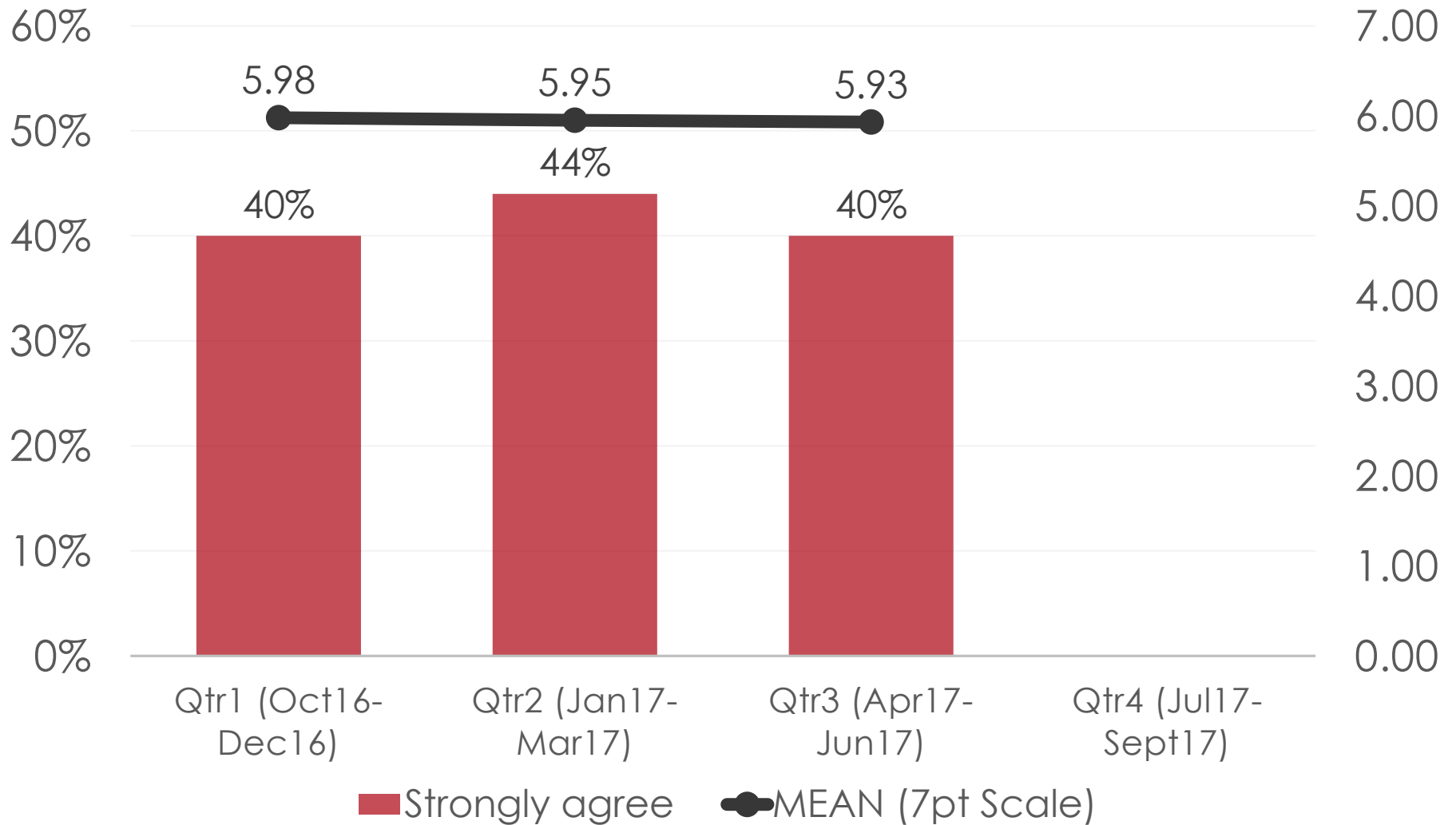
Negative Aspect of Trip



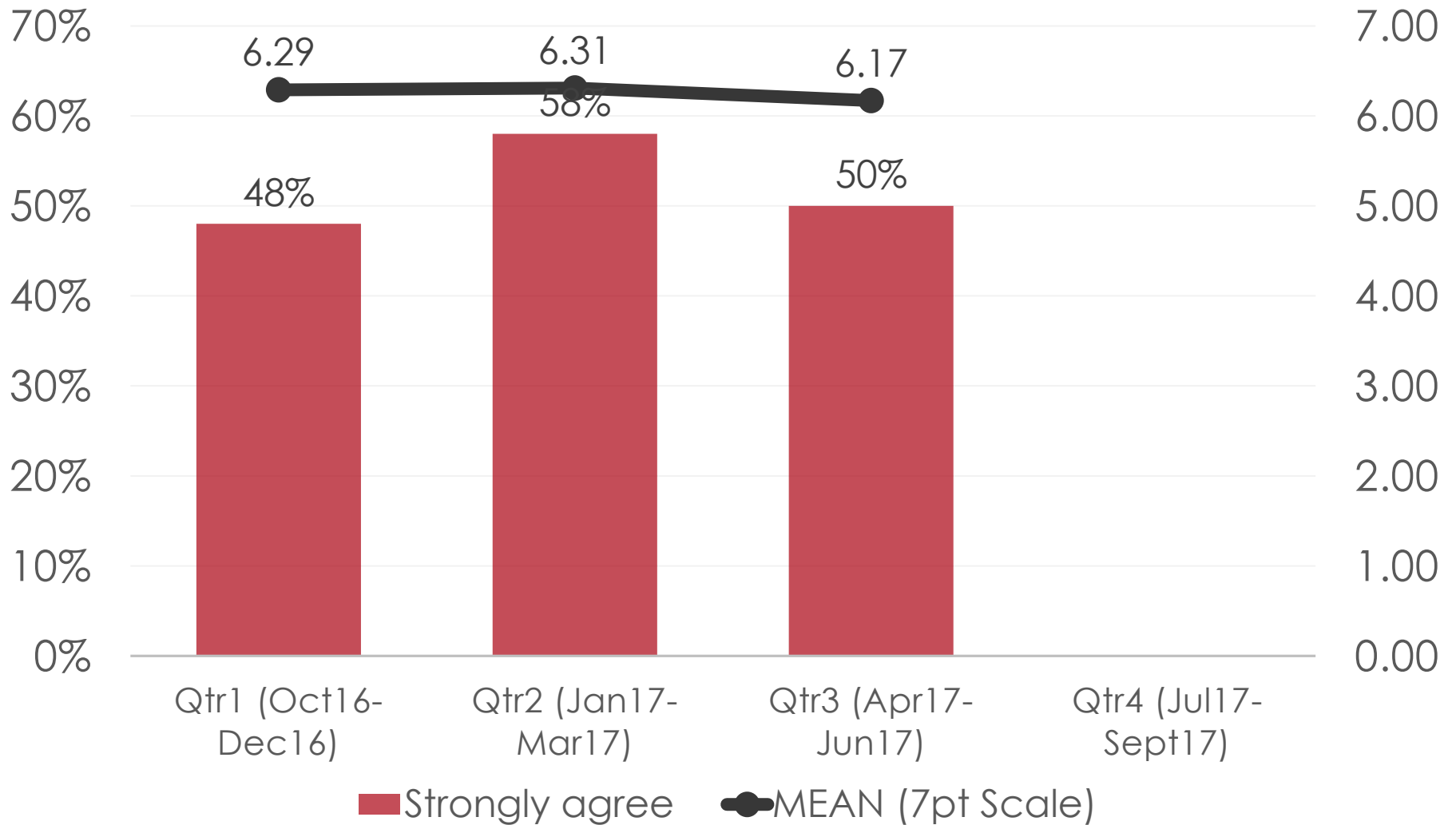
Guam was better than expected



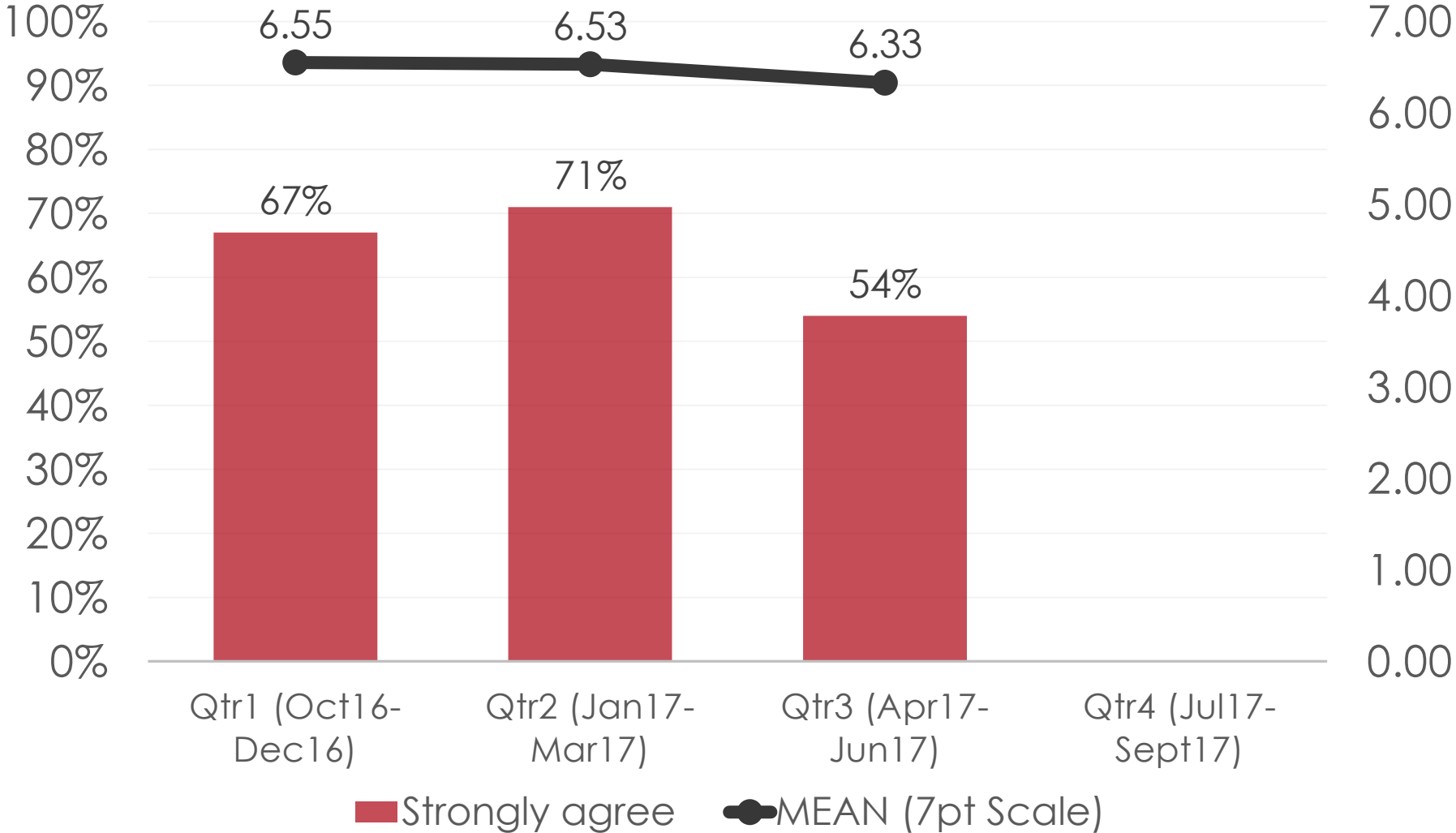
I had no communication problems



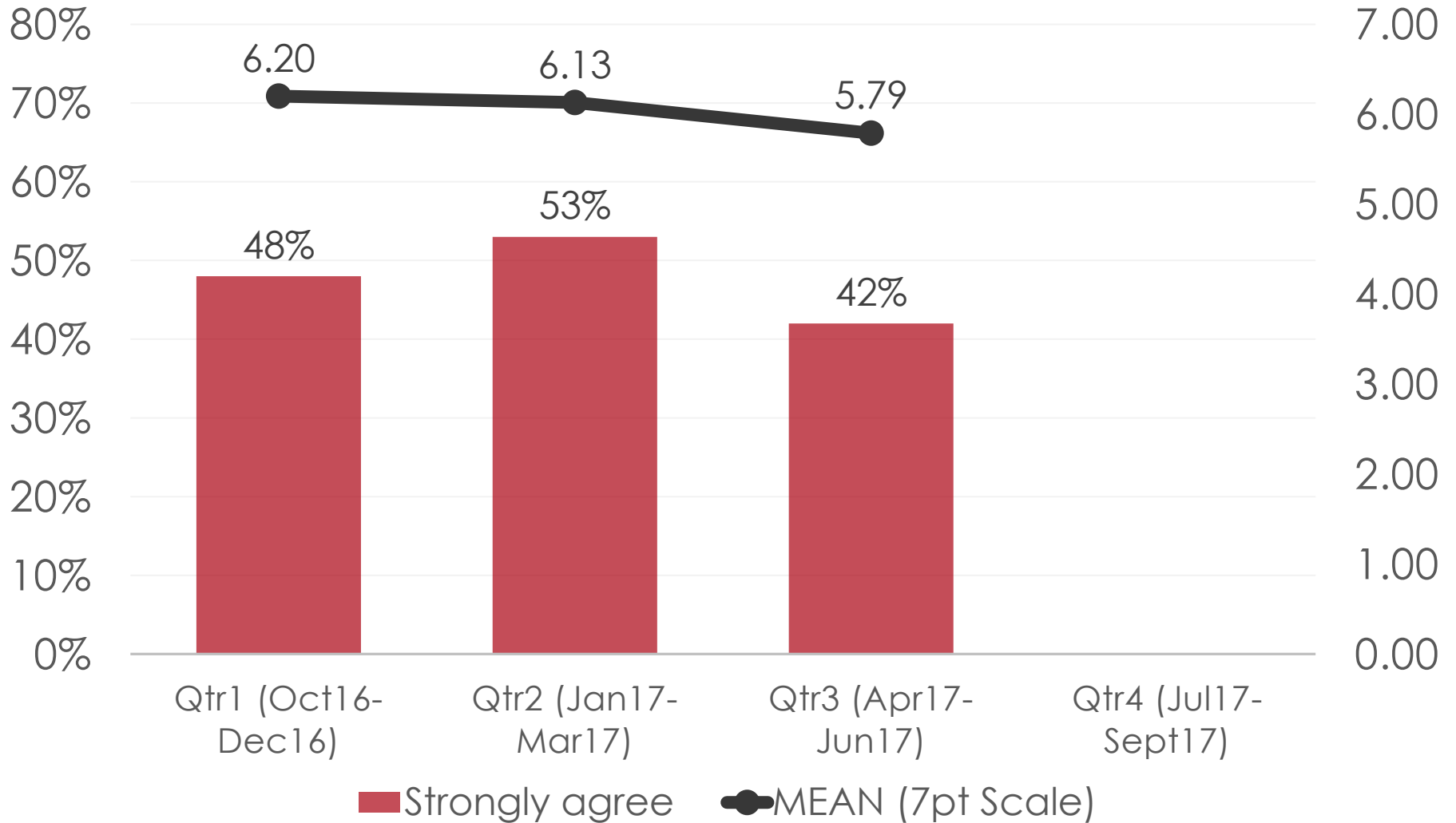
I will recommend Guam to friends



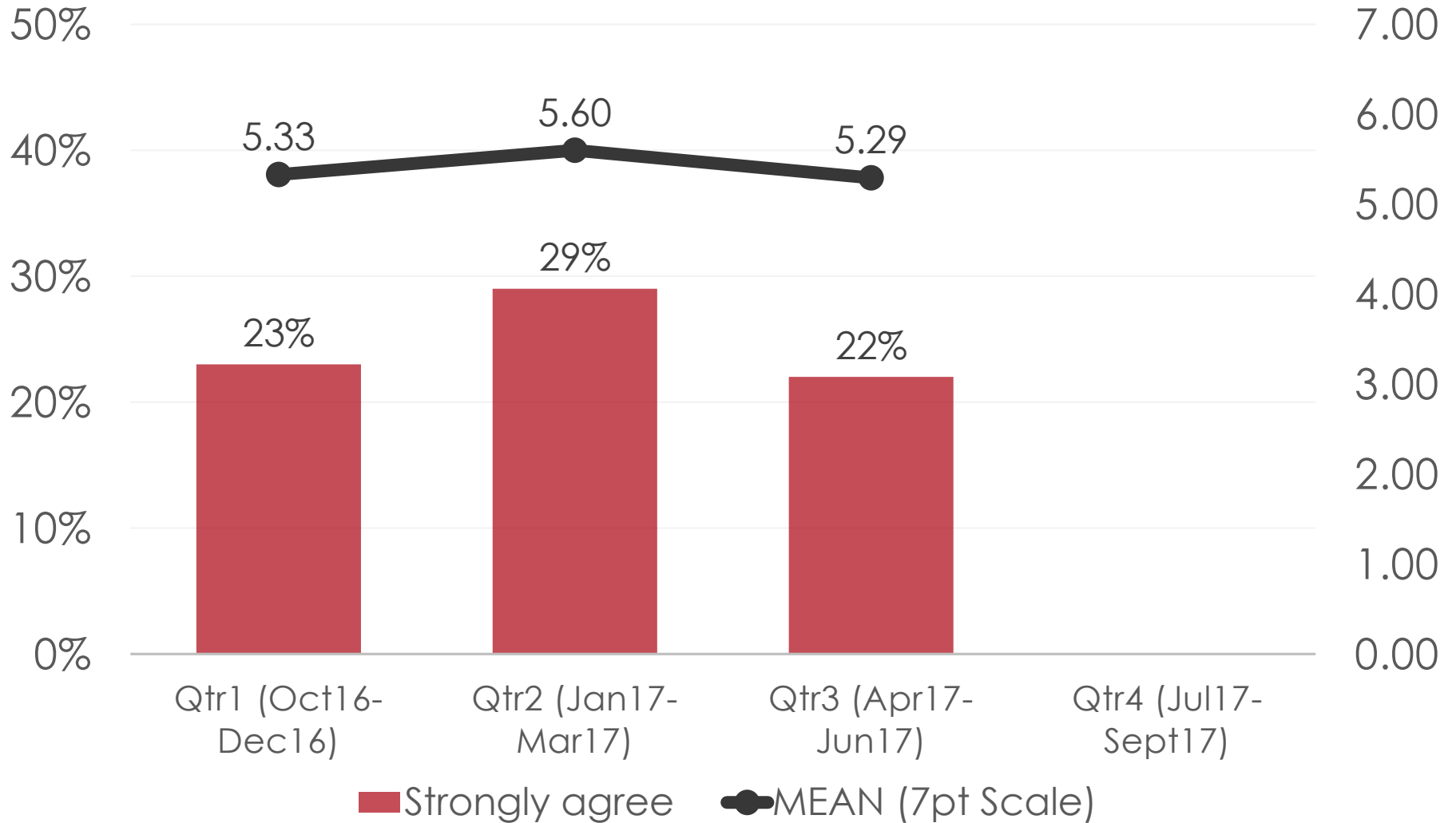
Sites on Guam were attractive



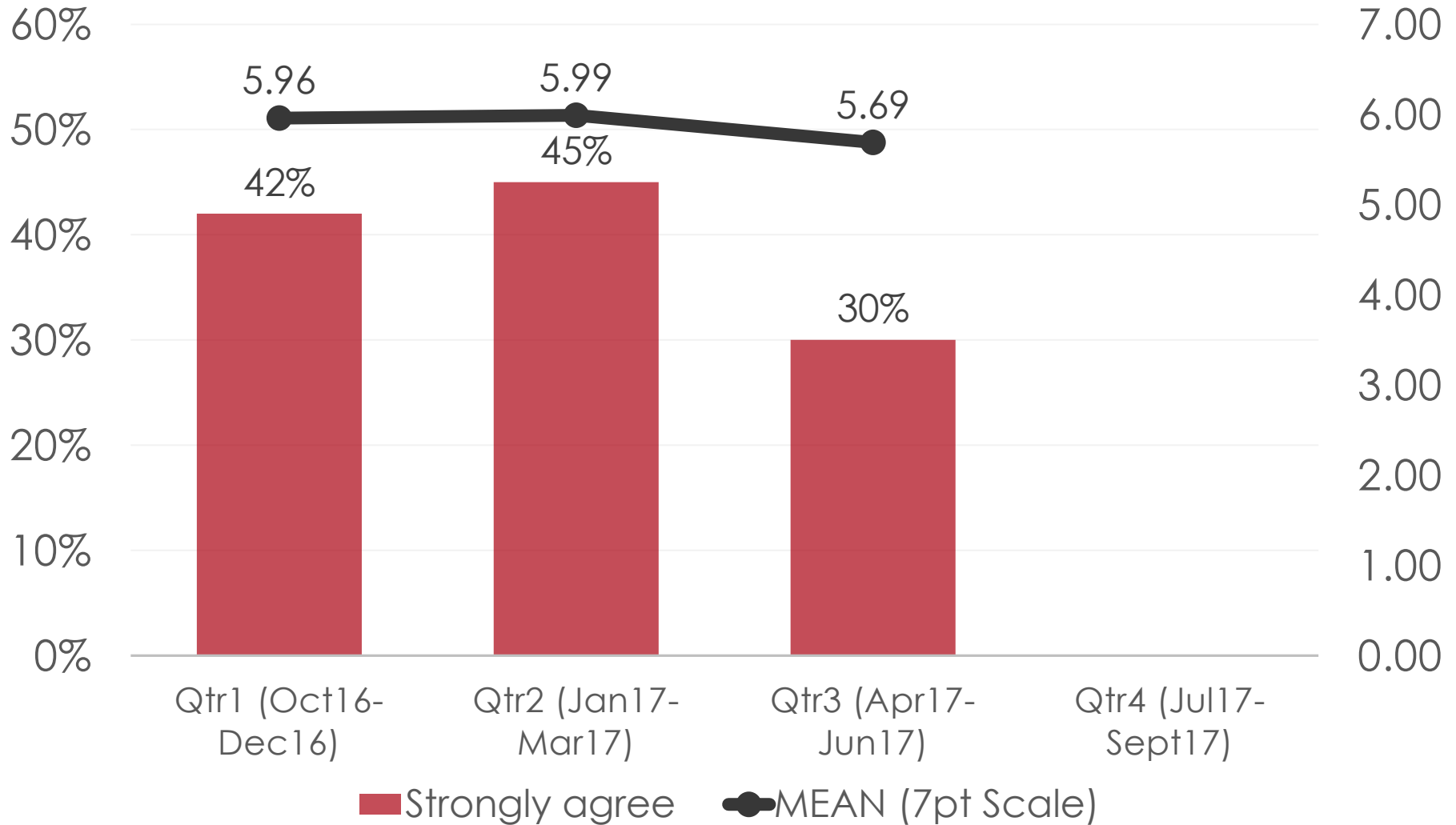
I plan to visit Guam again



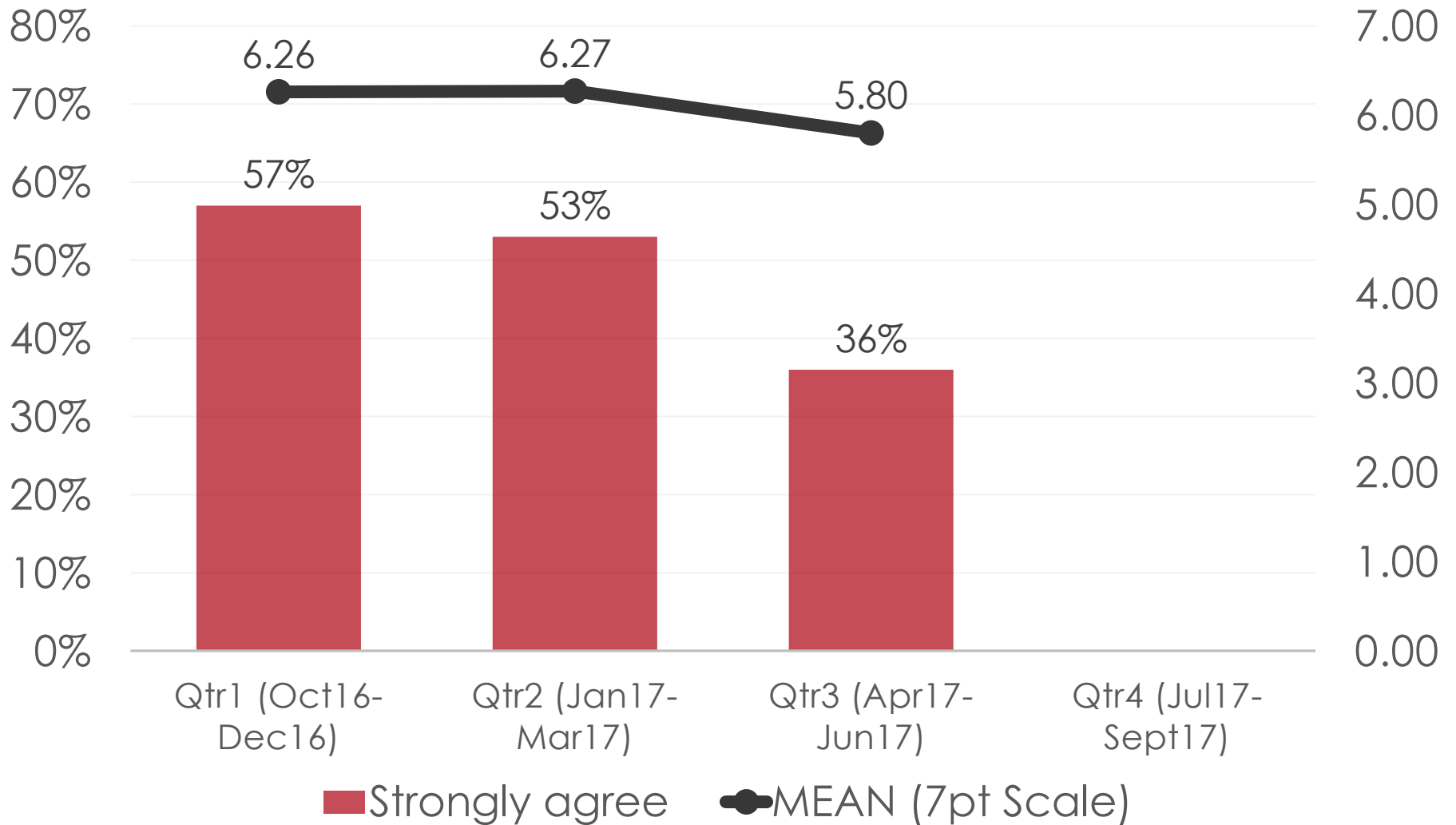
Not enough night time activities



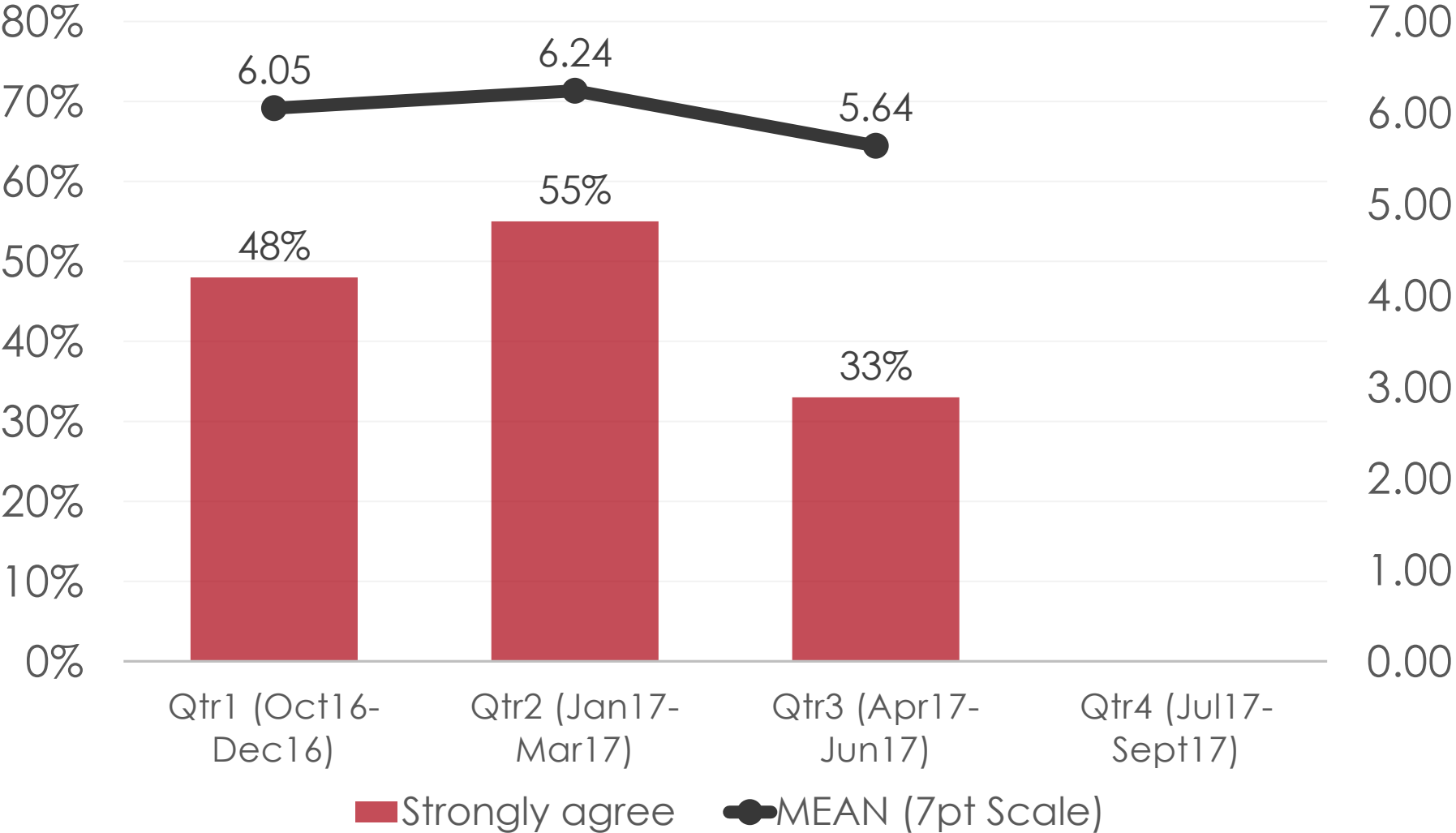
Tour guides were professional



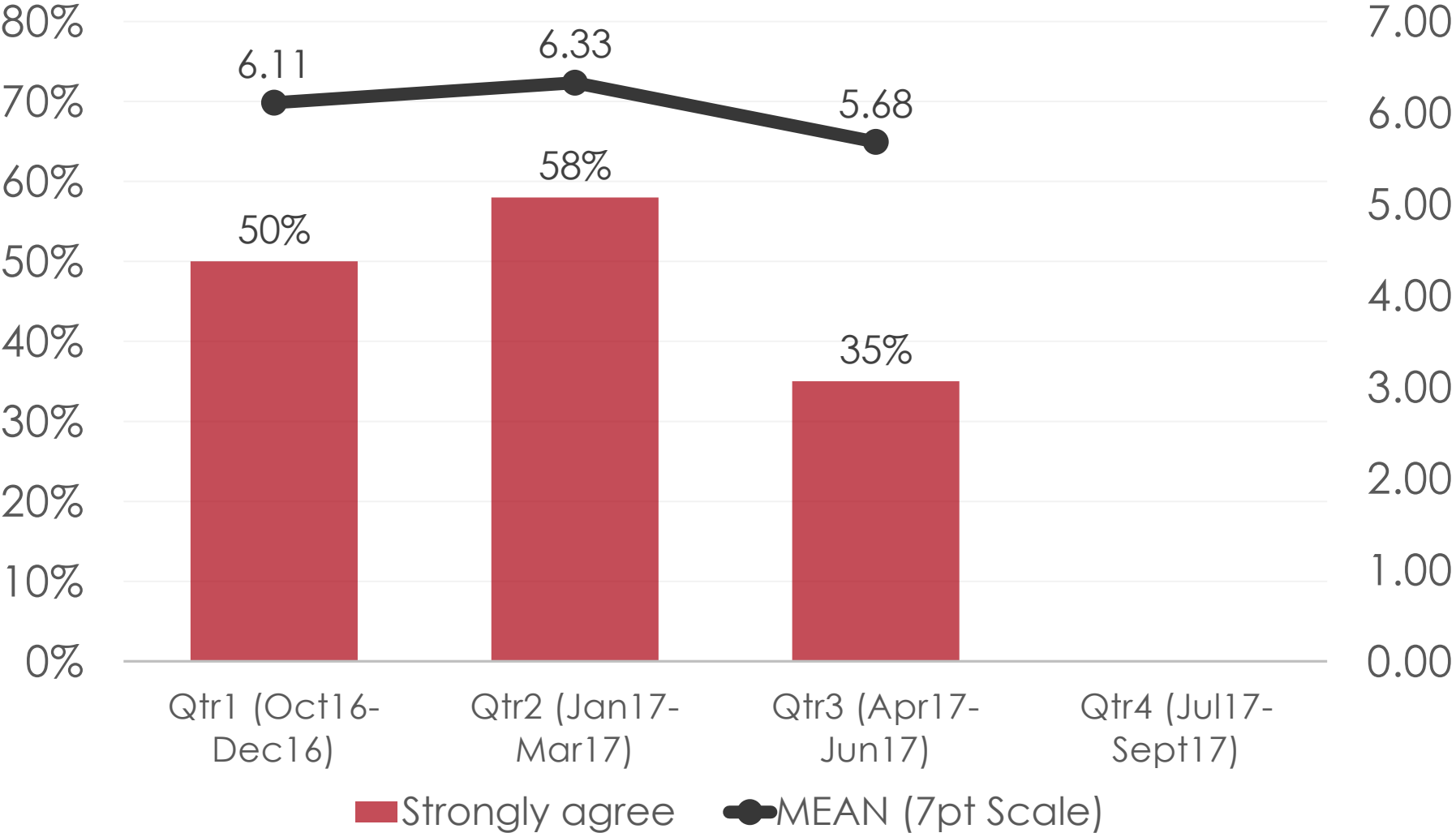
Tour drivers were professional



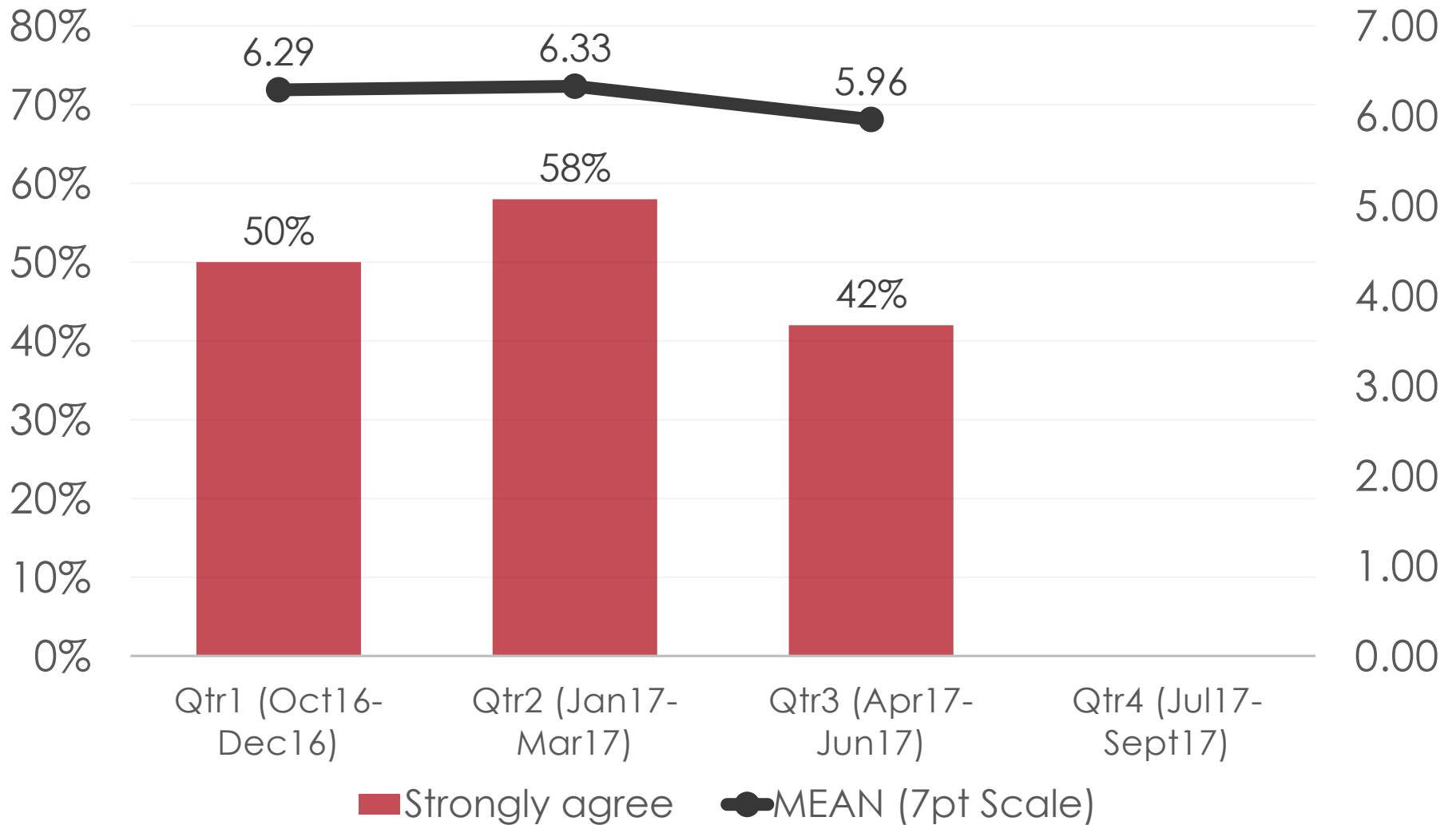
Taxi drivers were professional



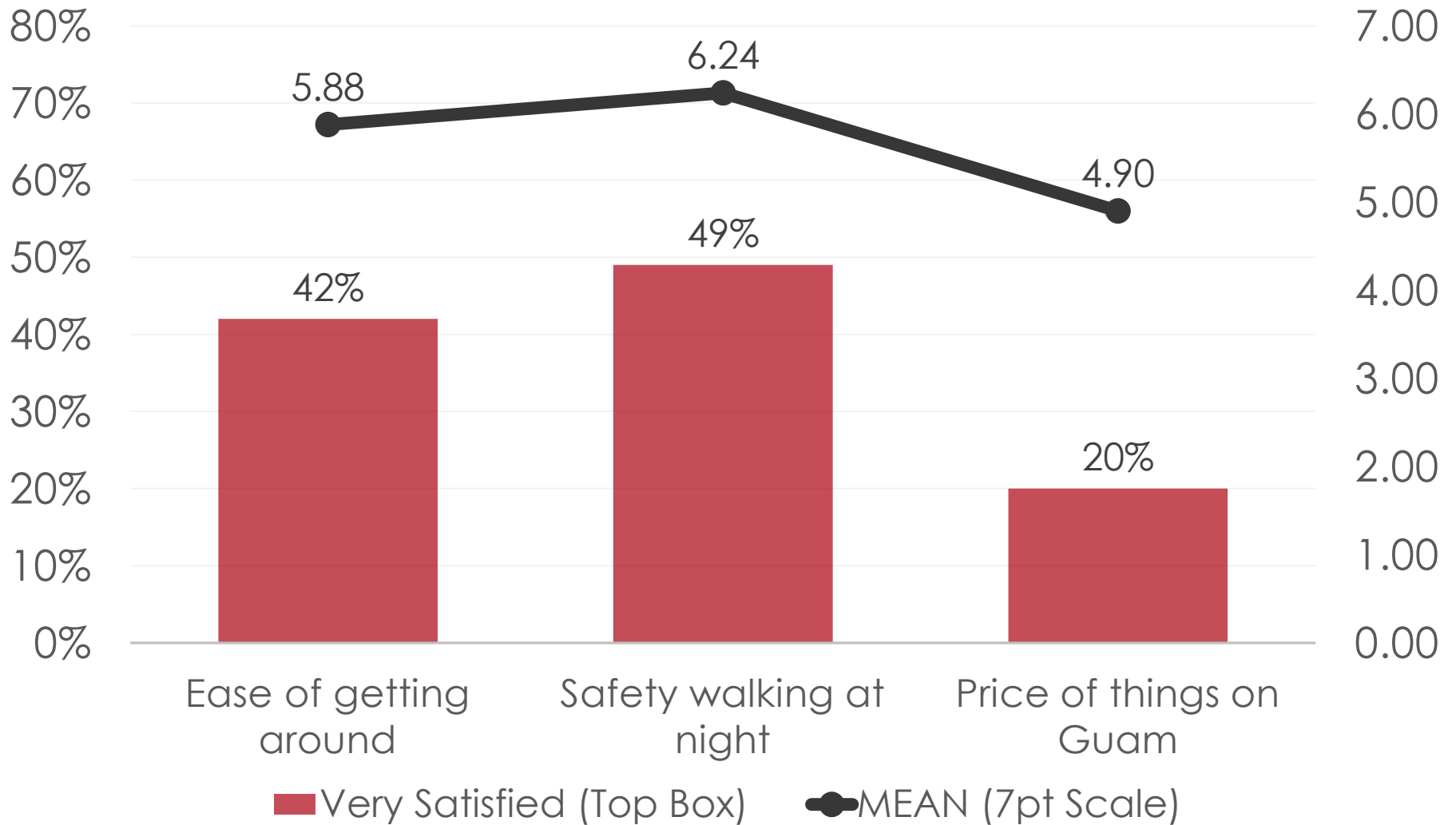
Taxis were clean



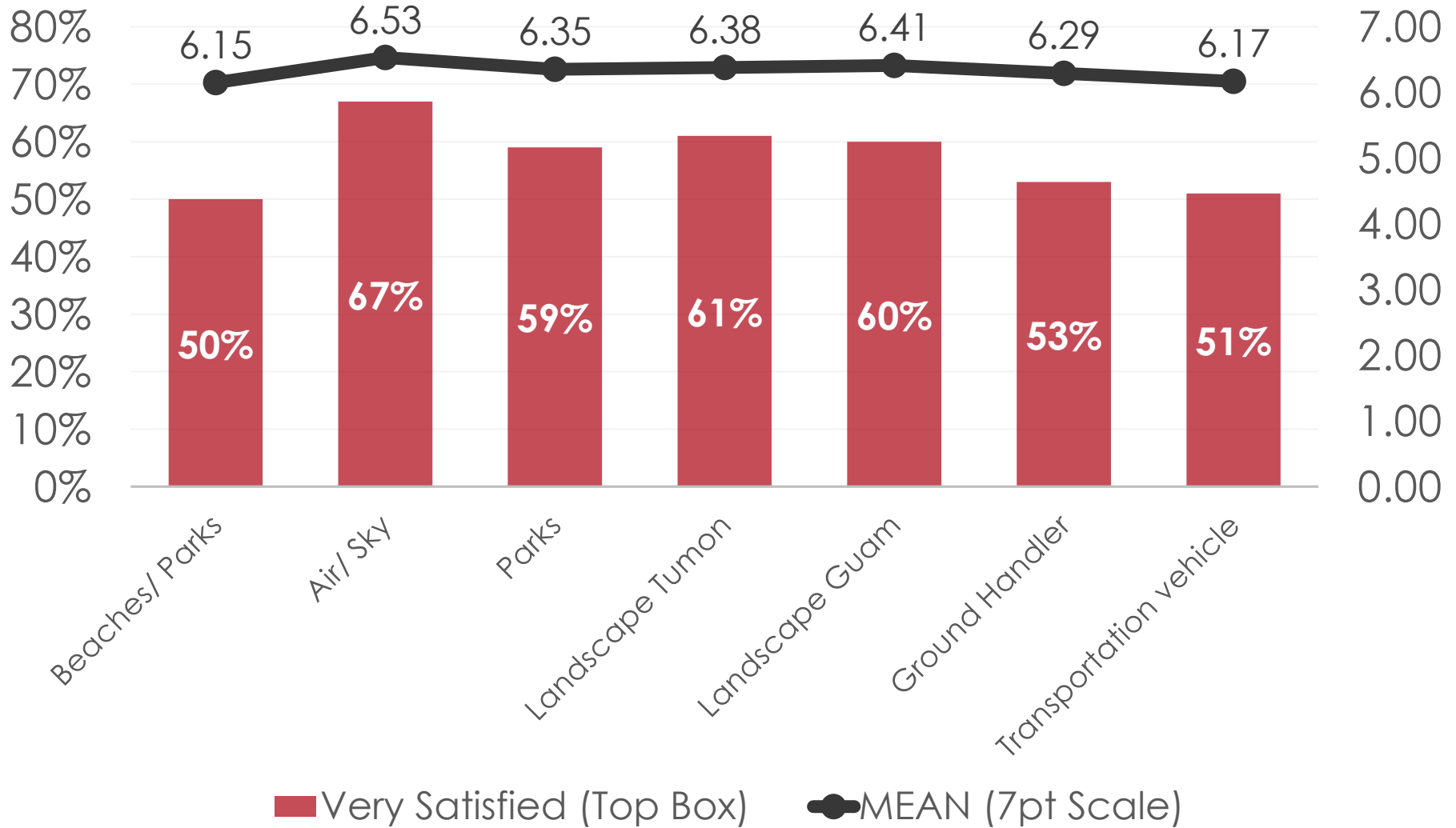
Guam airport was clean



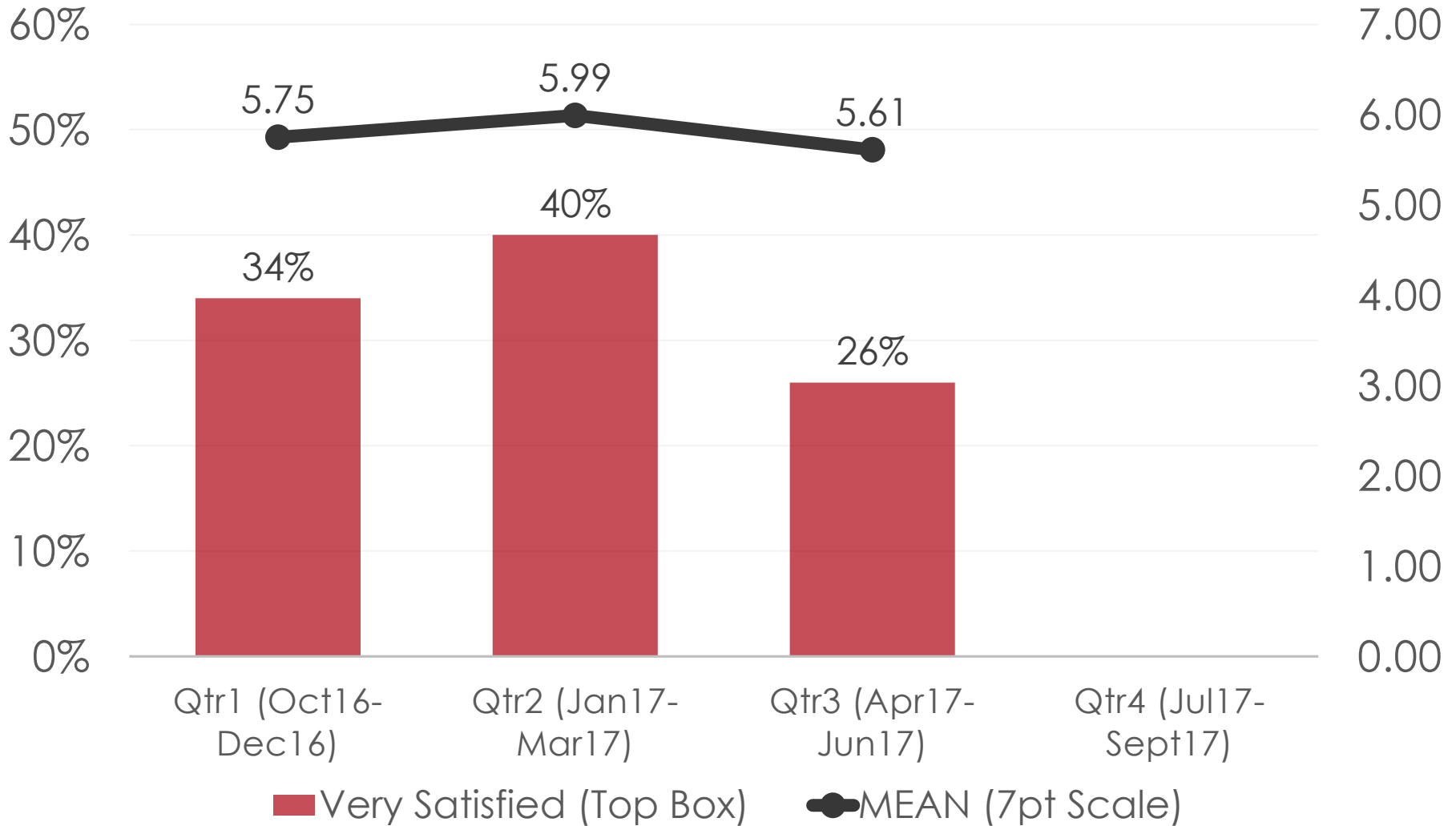
GENERAL SATISFACTION



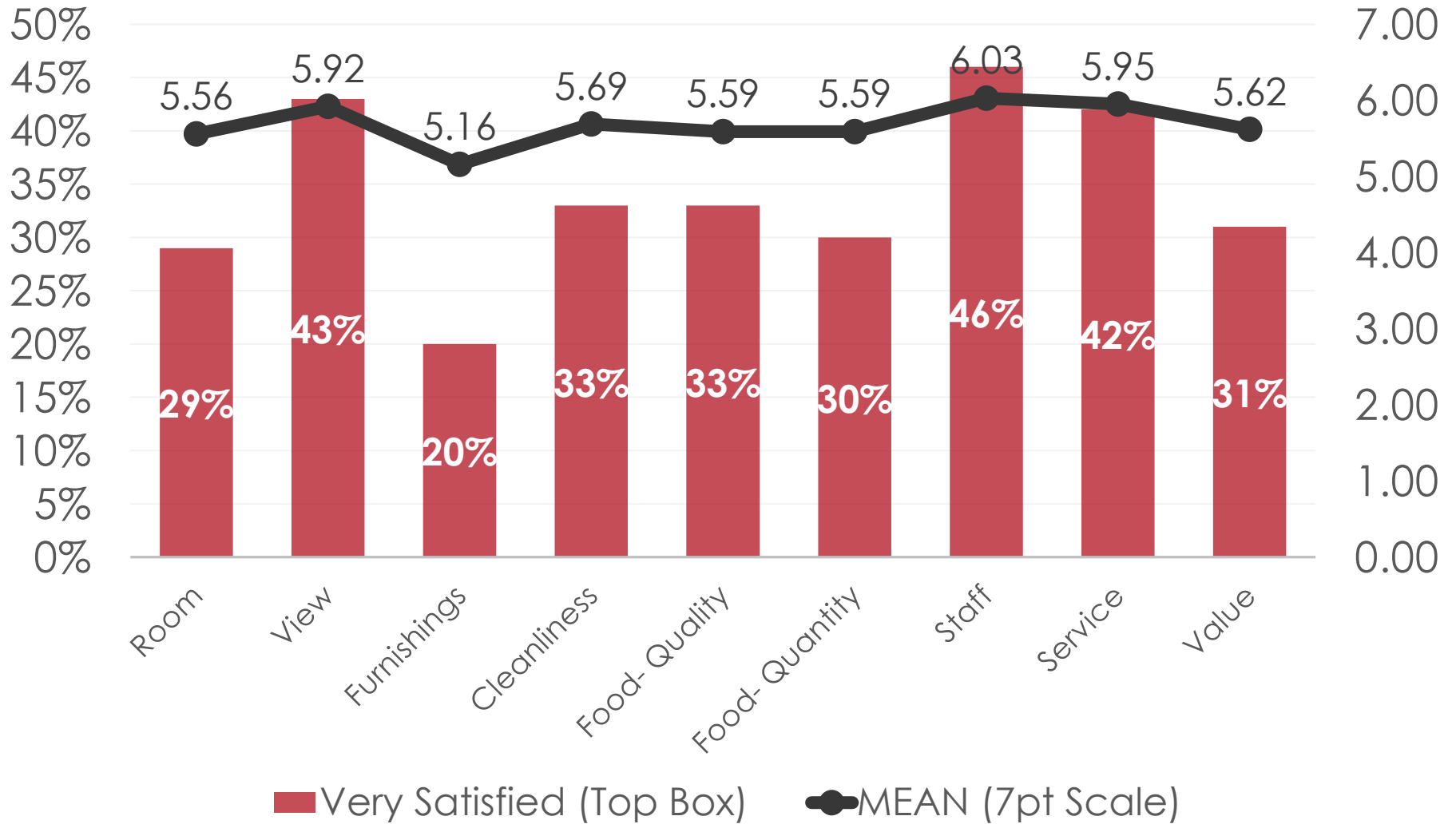
GENERAL SATISFACTION – Quality/ Cleanliness



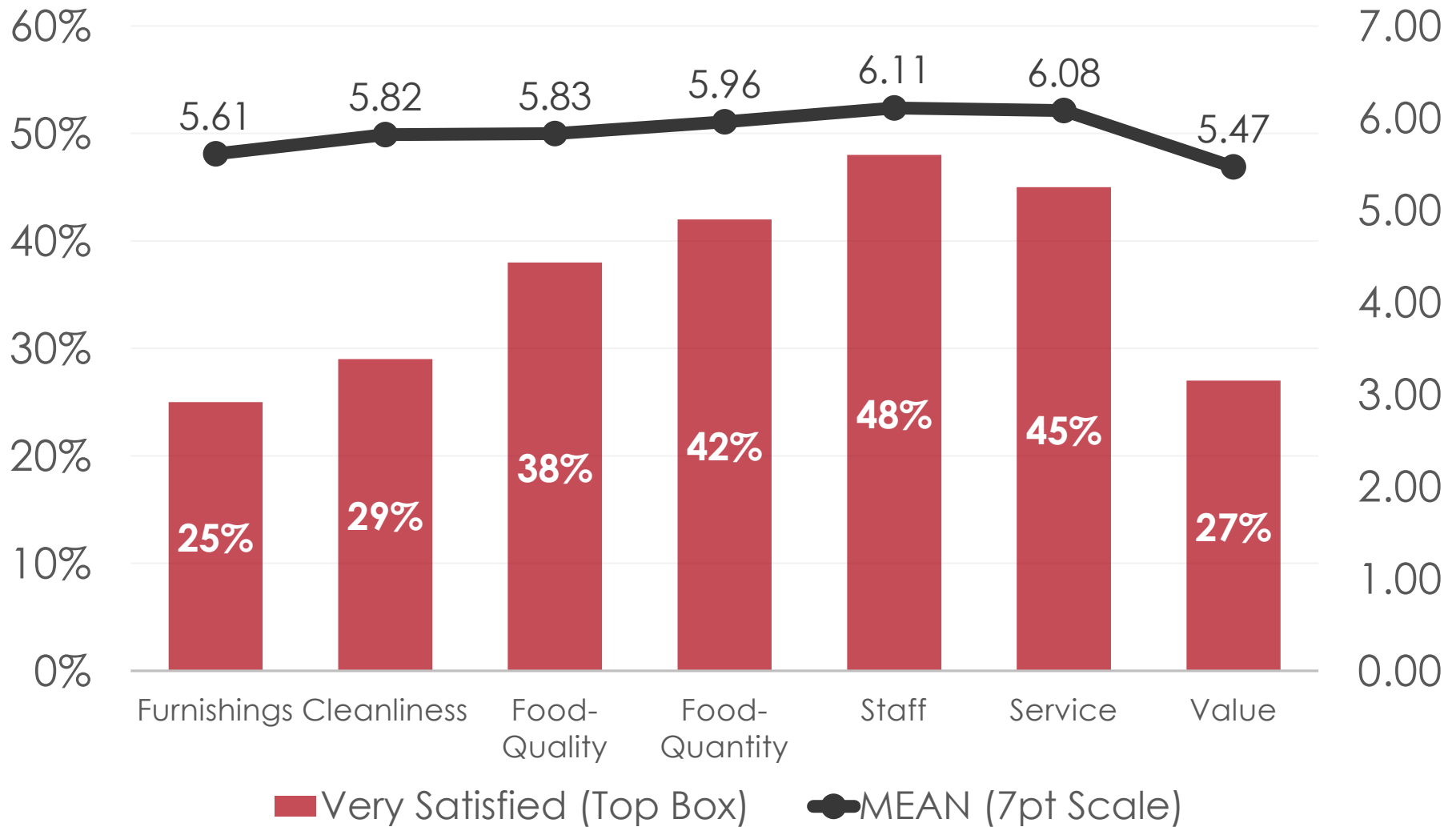
ACCOMMODATIONS – OVERALL SATISFACTION



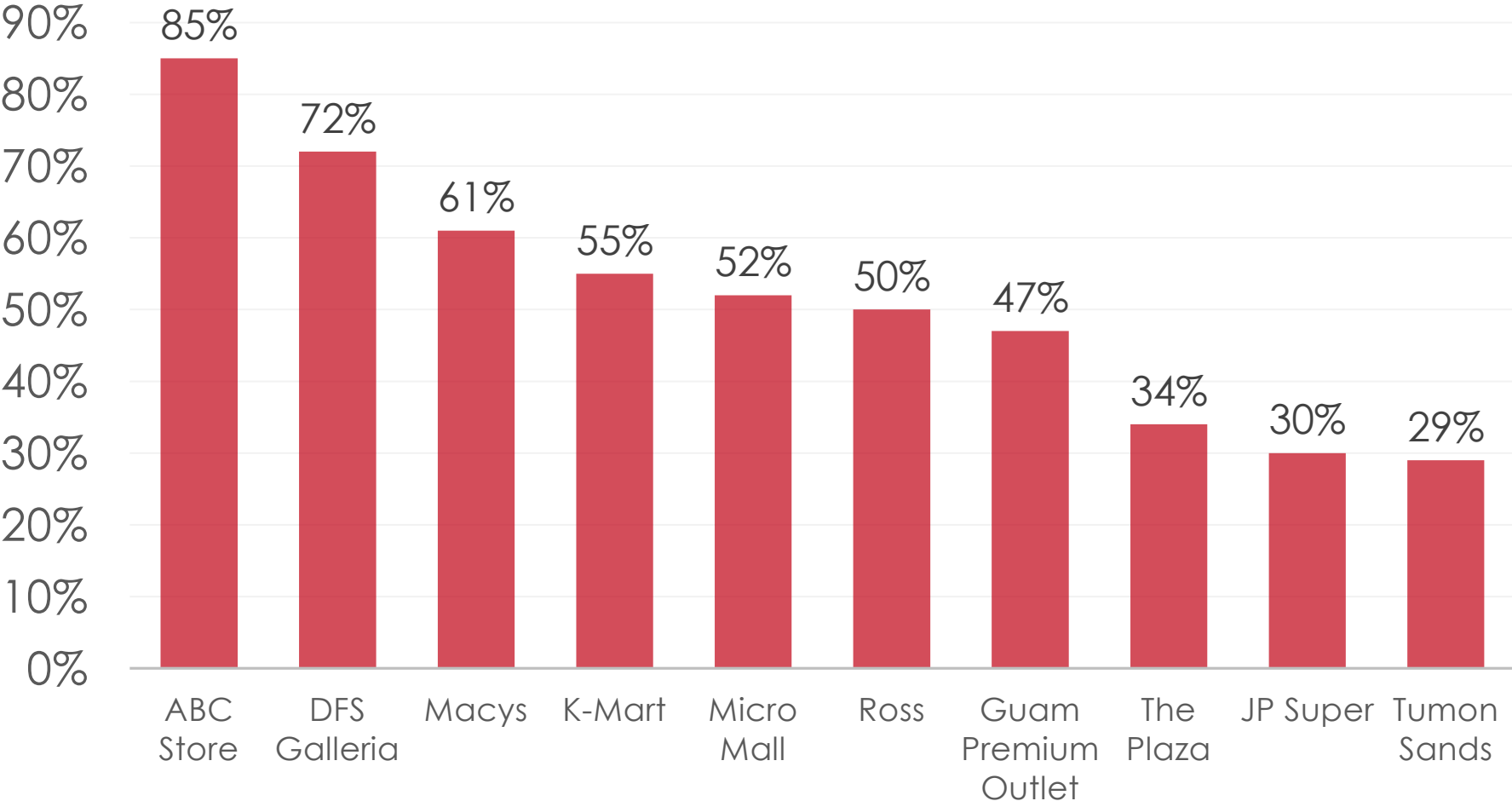
ACCOMMODATIONS – Satisfaction by Category



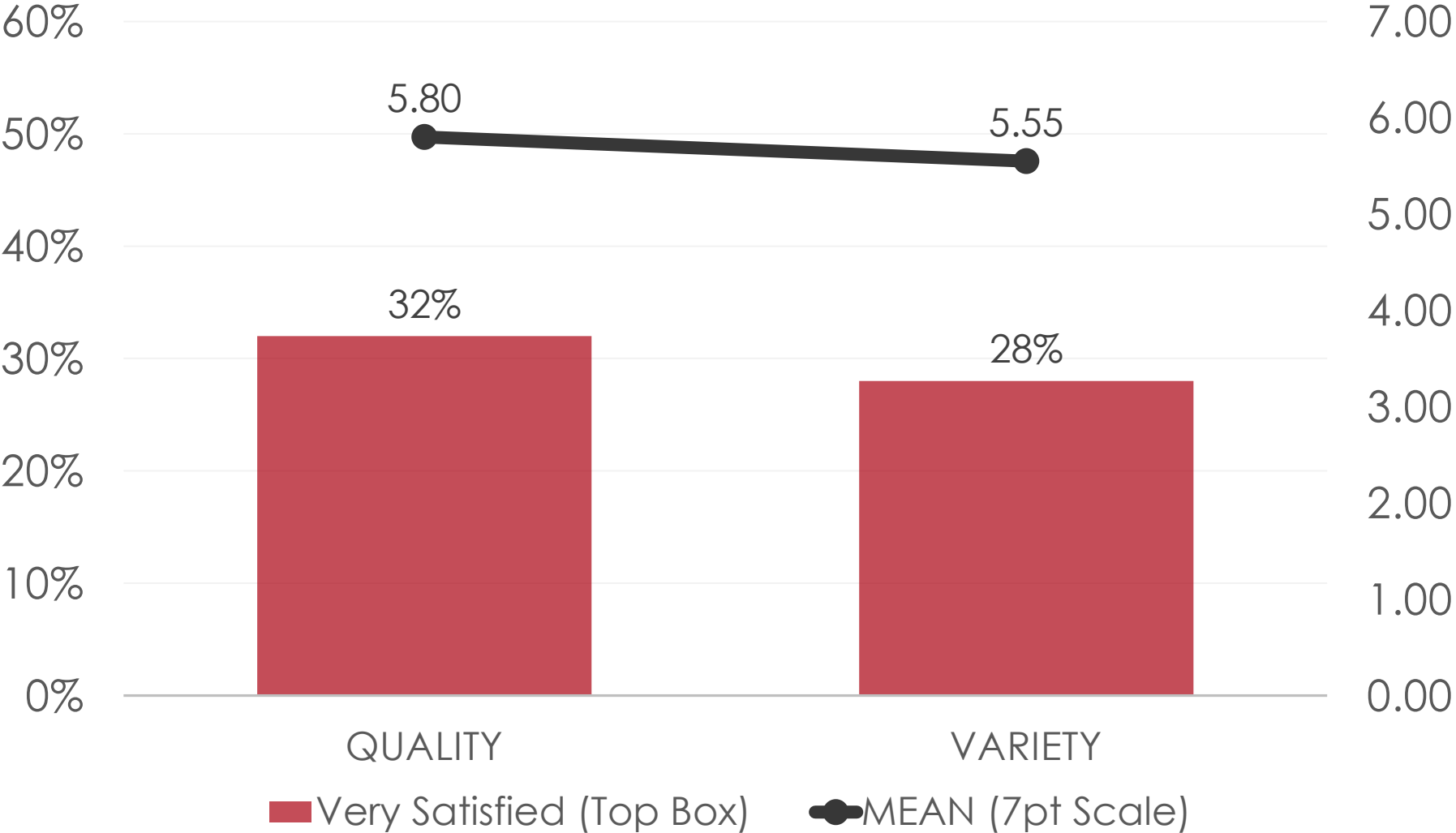
DINING EXPERIENCE (Outside Hotel) – Satisfaction by Category



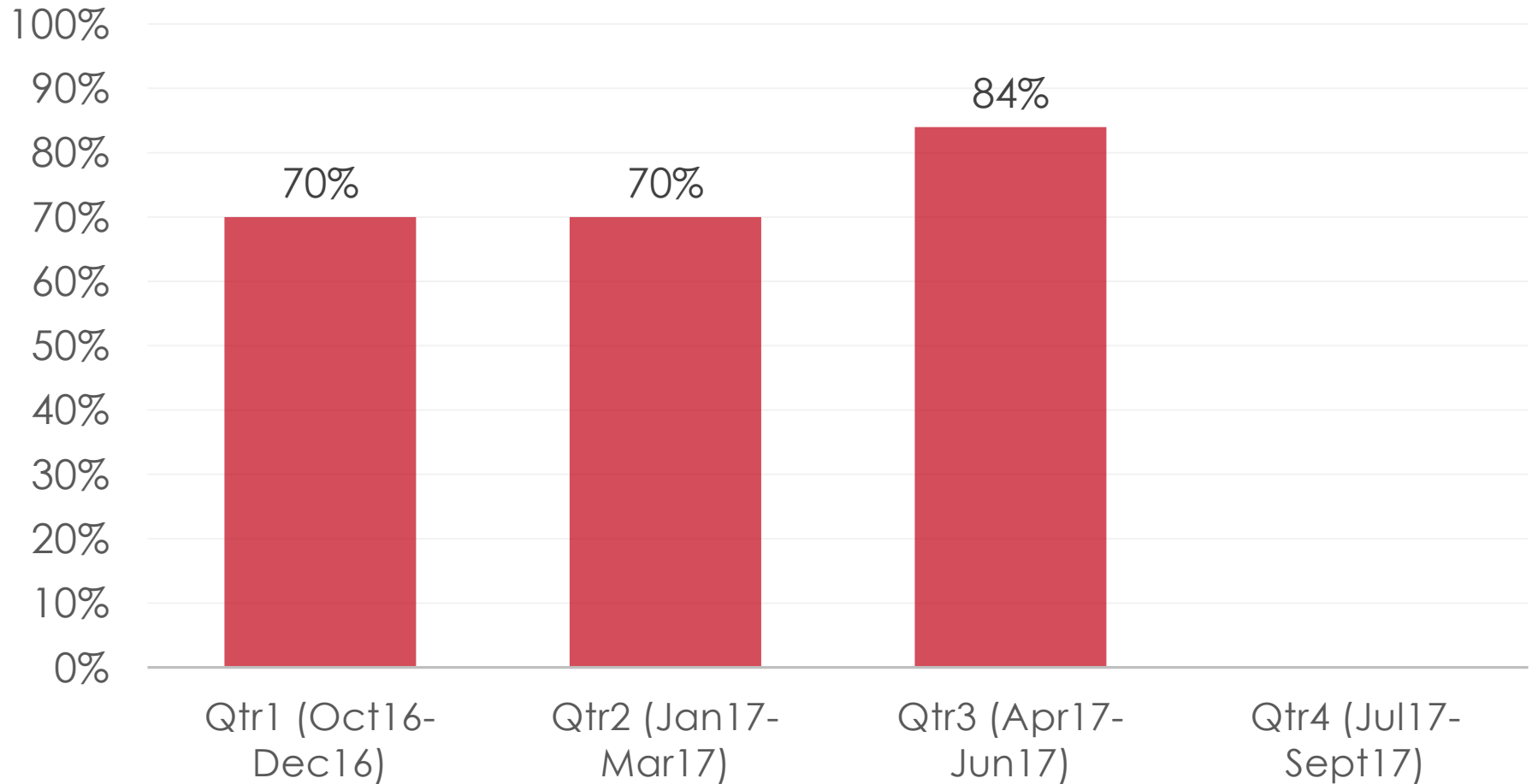
Shopping Malls/ Stores (Top Responses)



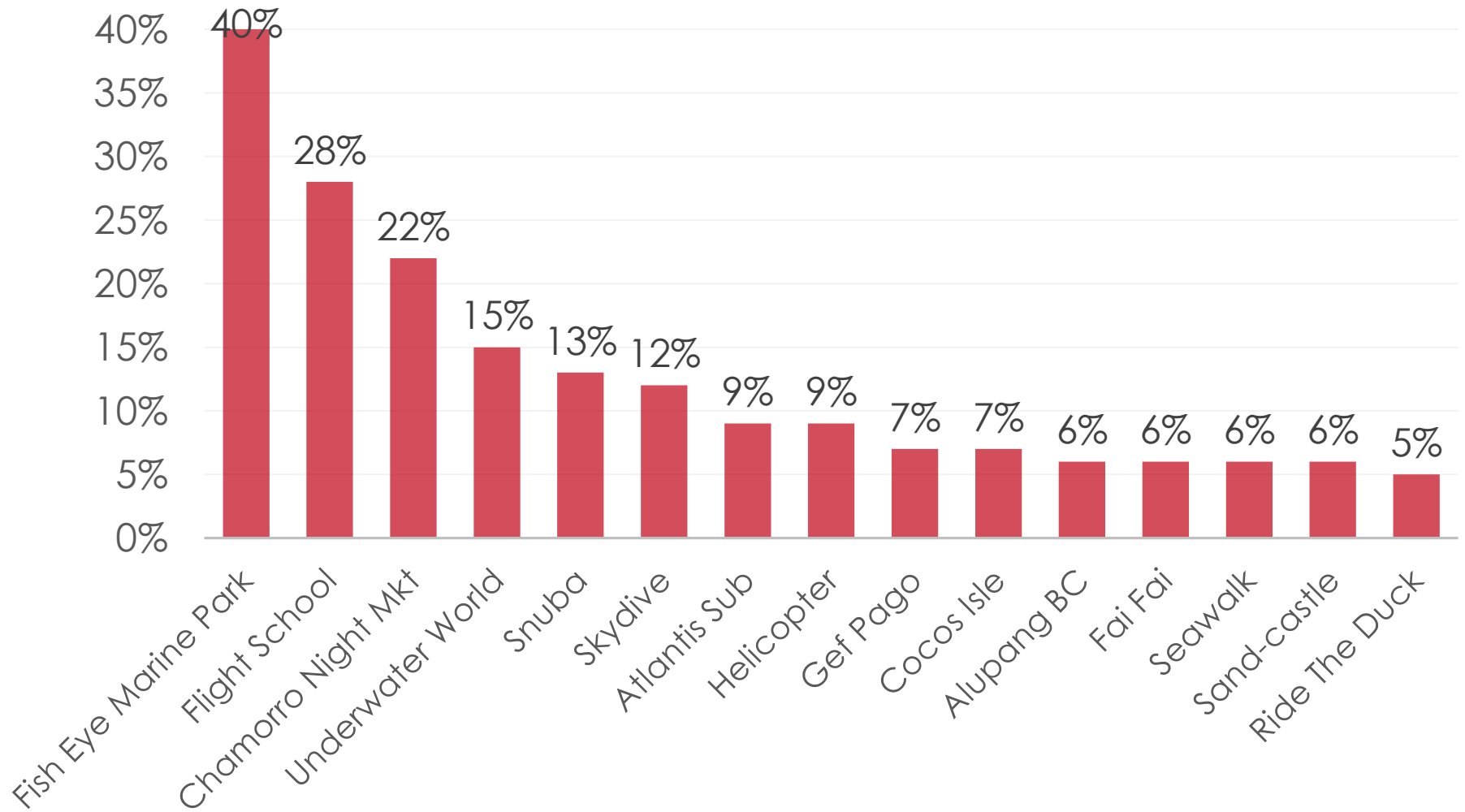
SHOPPING - SATISFACTION



OPTIONAL TOUR PARTICIPATION – FY2017 Tracking

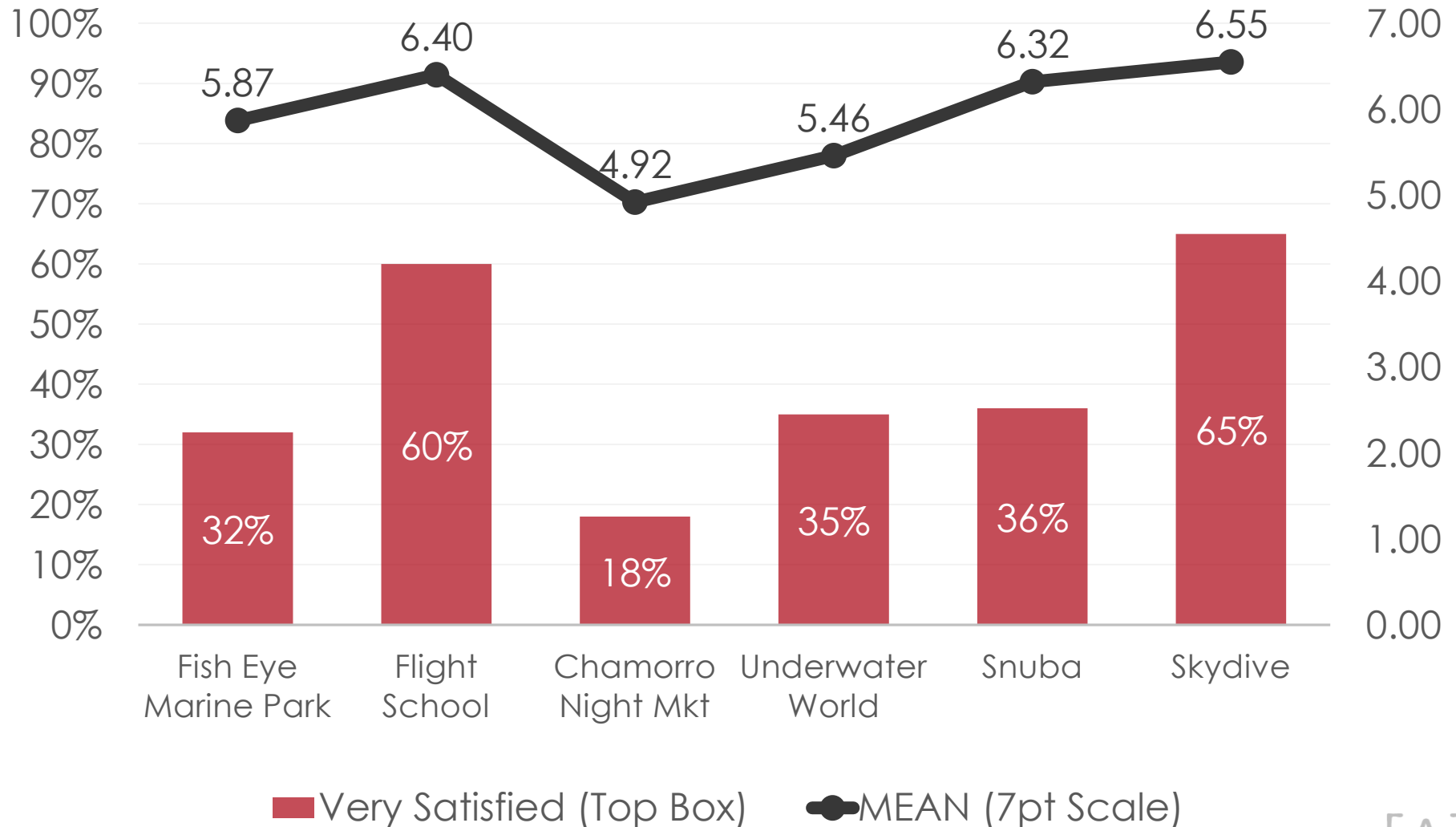


Optional Tour Participation (Top Responses)

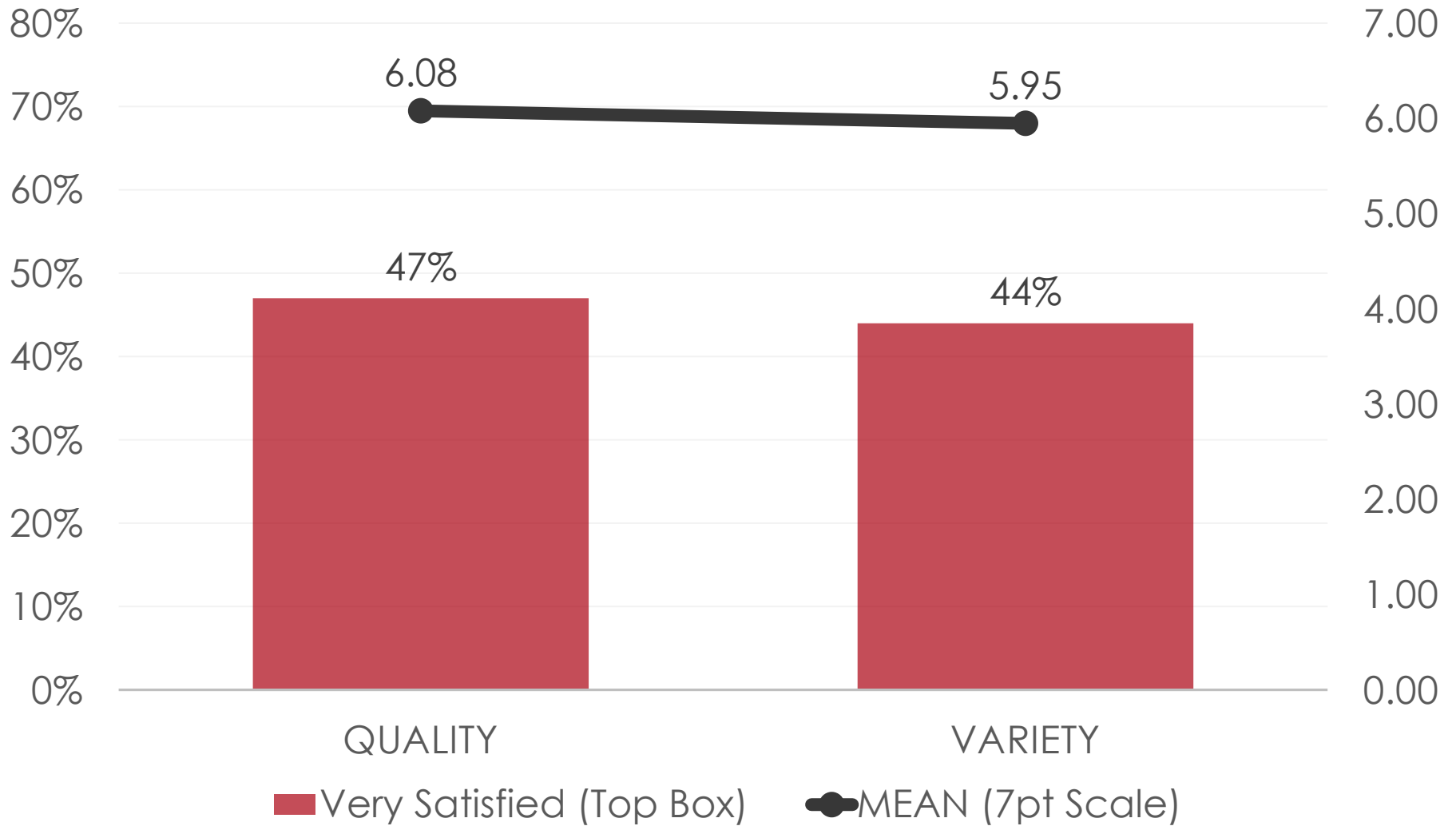


Optional Tour Satisfaction

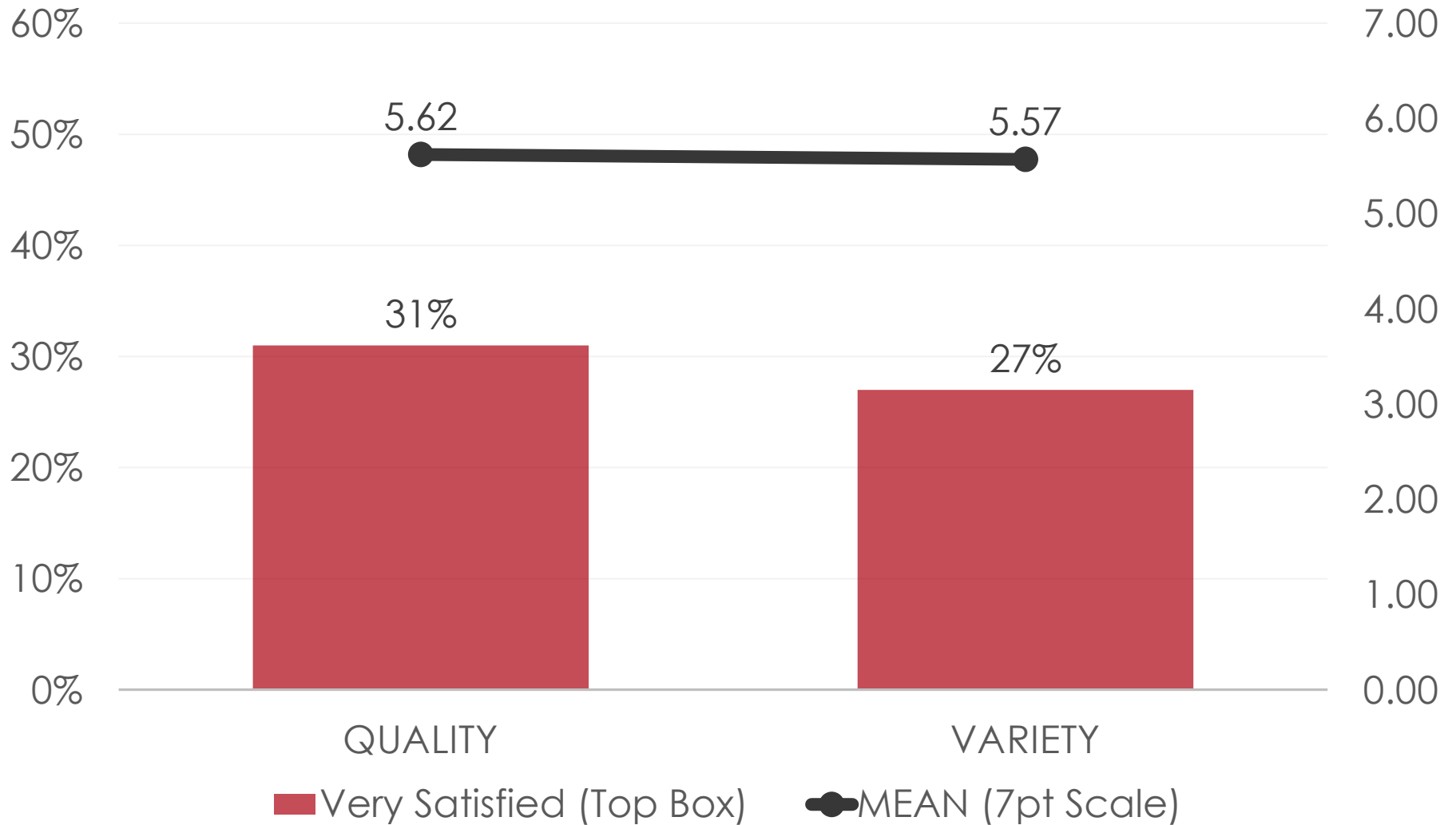
Top Responses only - Participation (10%+)



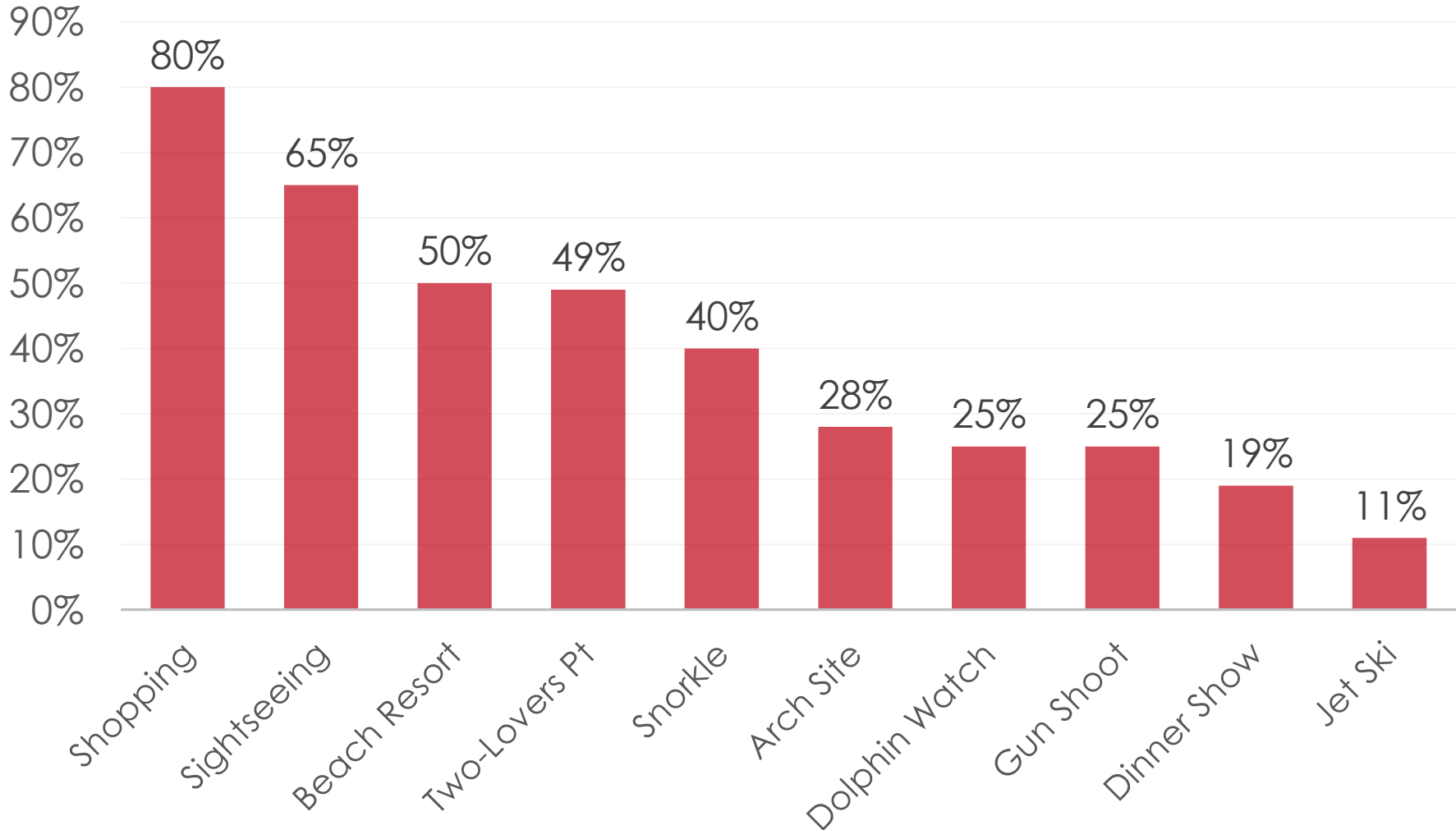
DAY TOUR - SATISFACTION



NIGHT TOUR - SATISFACTION

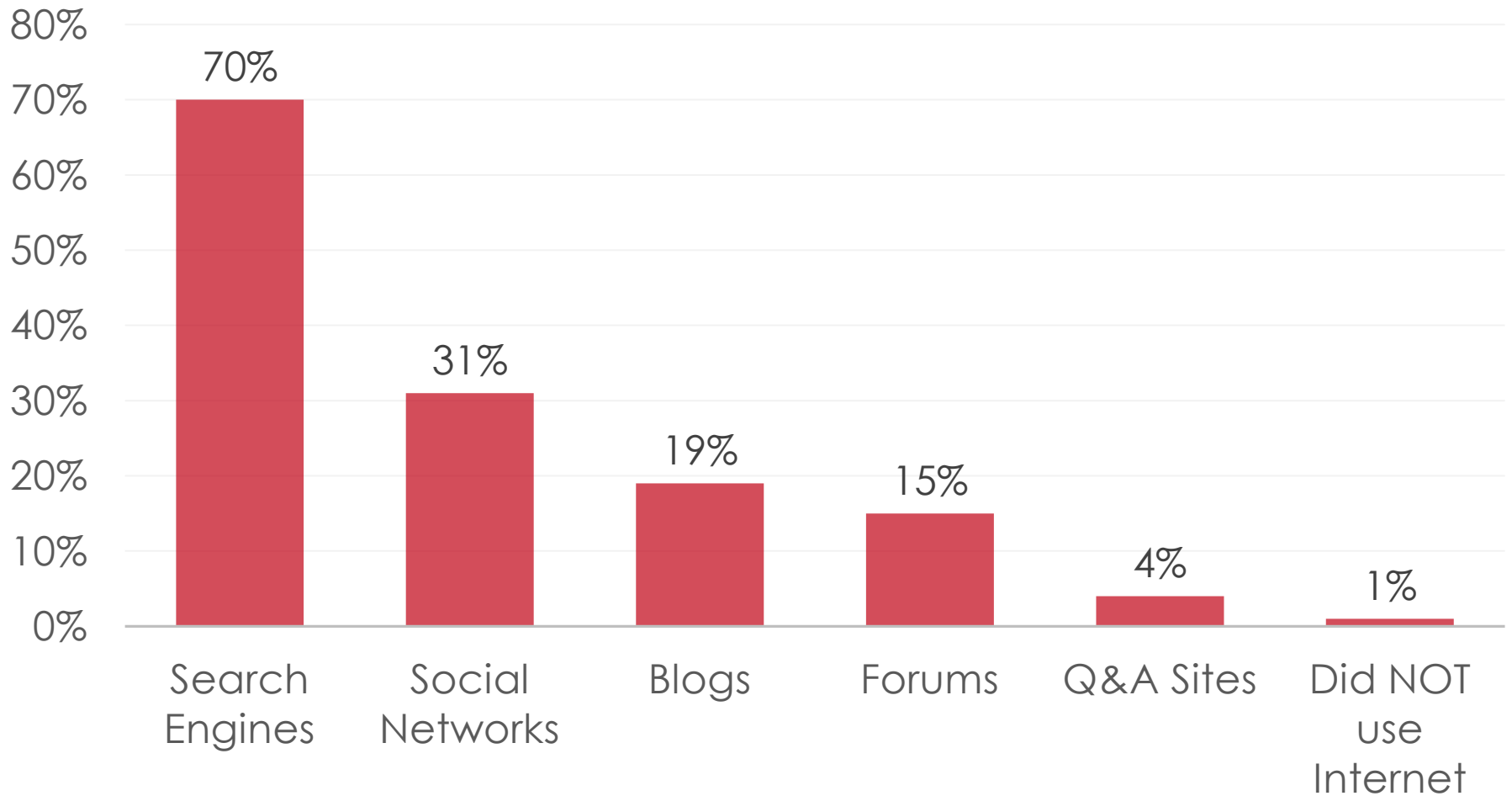


Activities Participation (Top Responses)



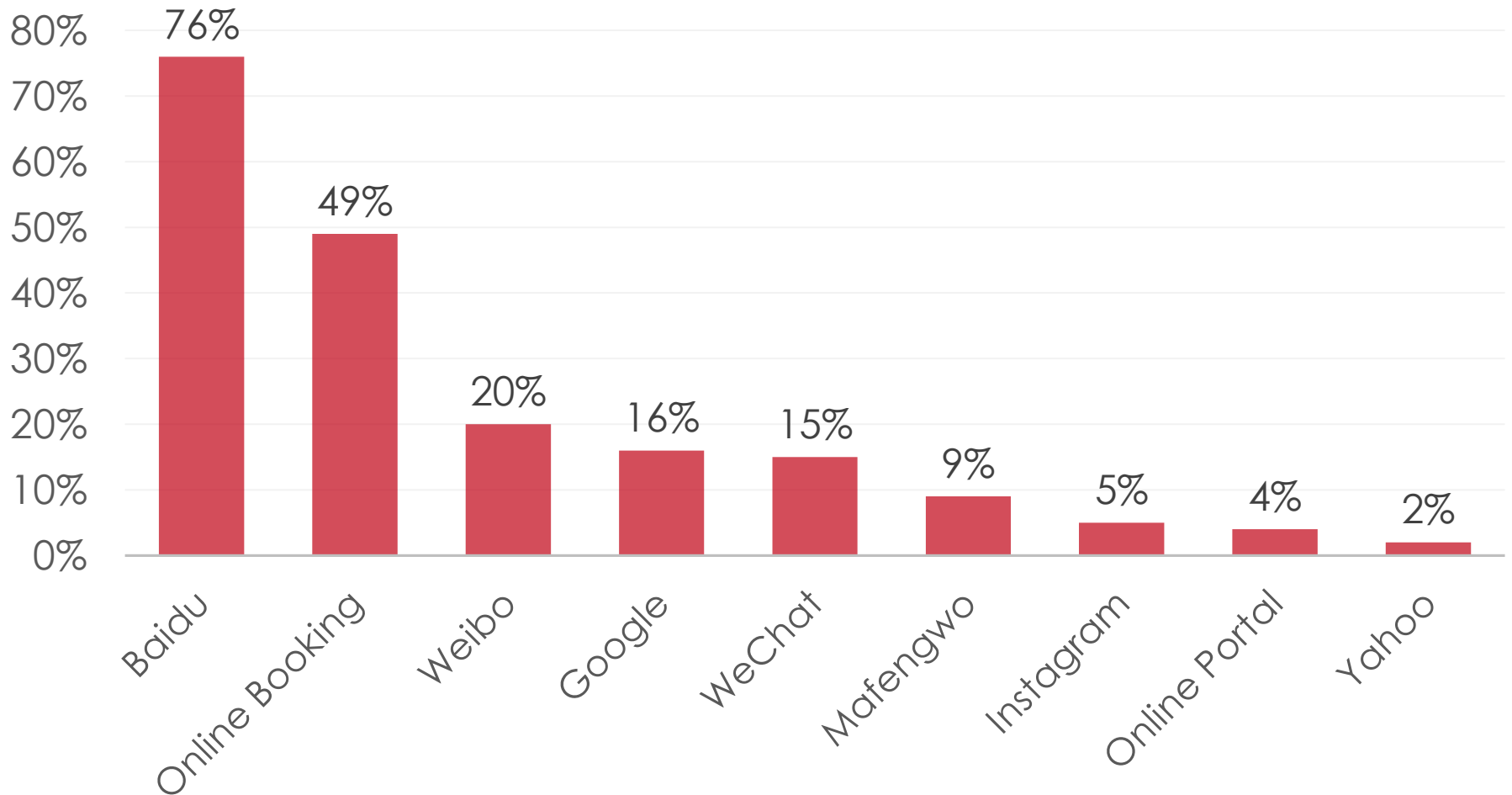
SECTION 5 PROMOTIONS

INTERNET- GUAM SOURCES OF INFORMATION



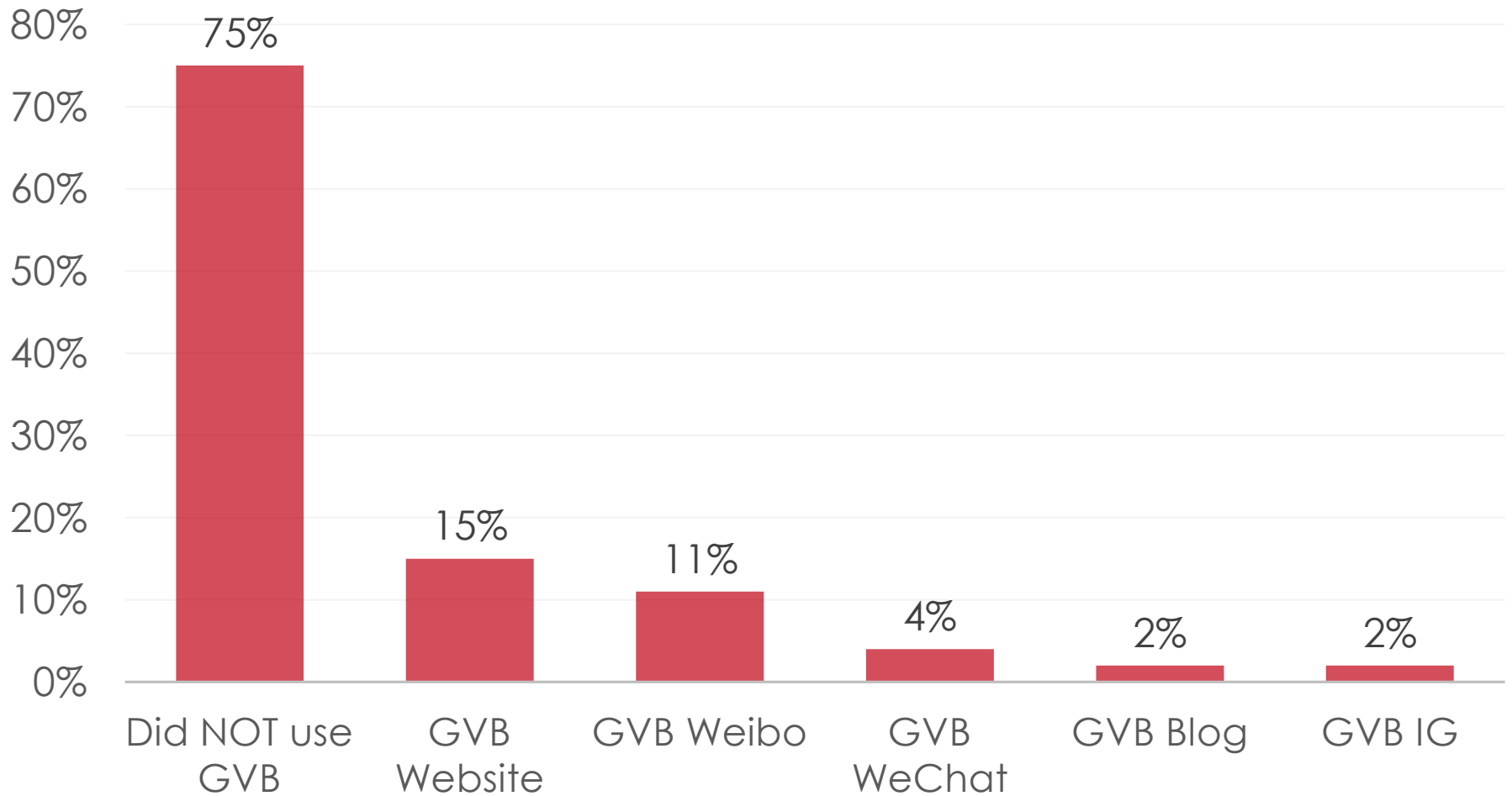
INTERNET- SOURCES OF INFORMATION

Things to do on Guam

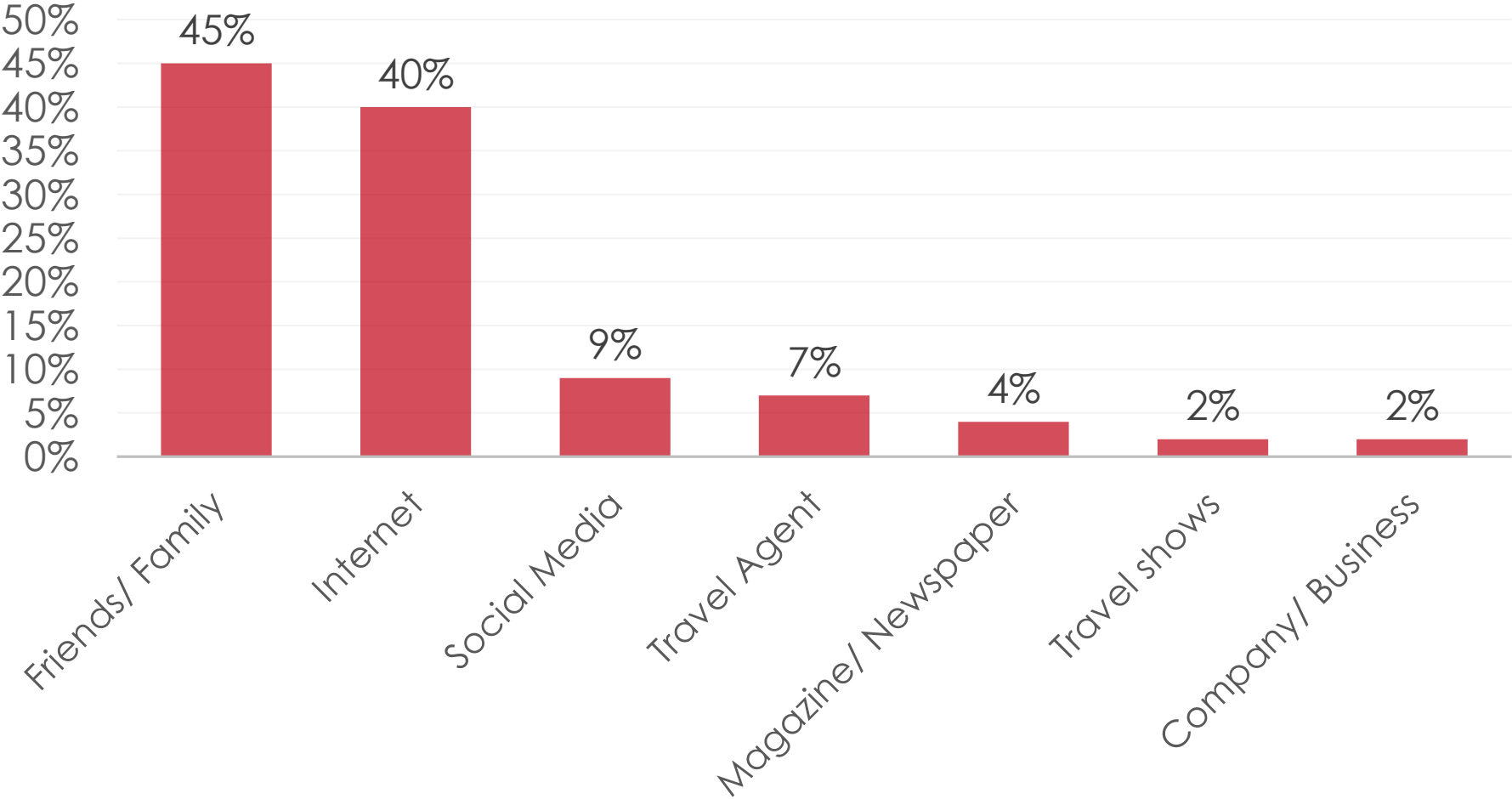


INTERNET- SOURCES OF INFORMATION

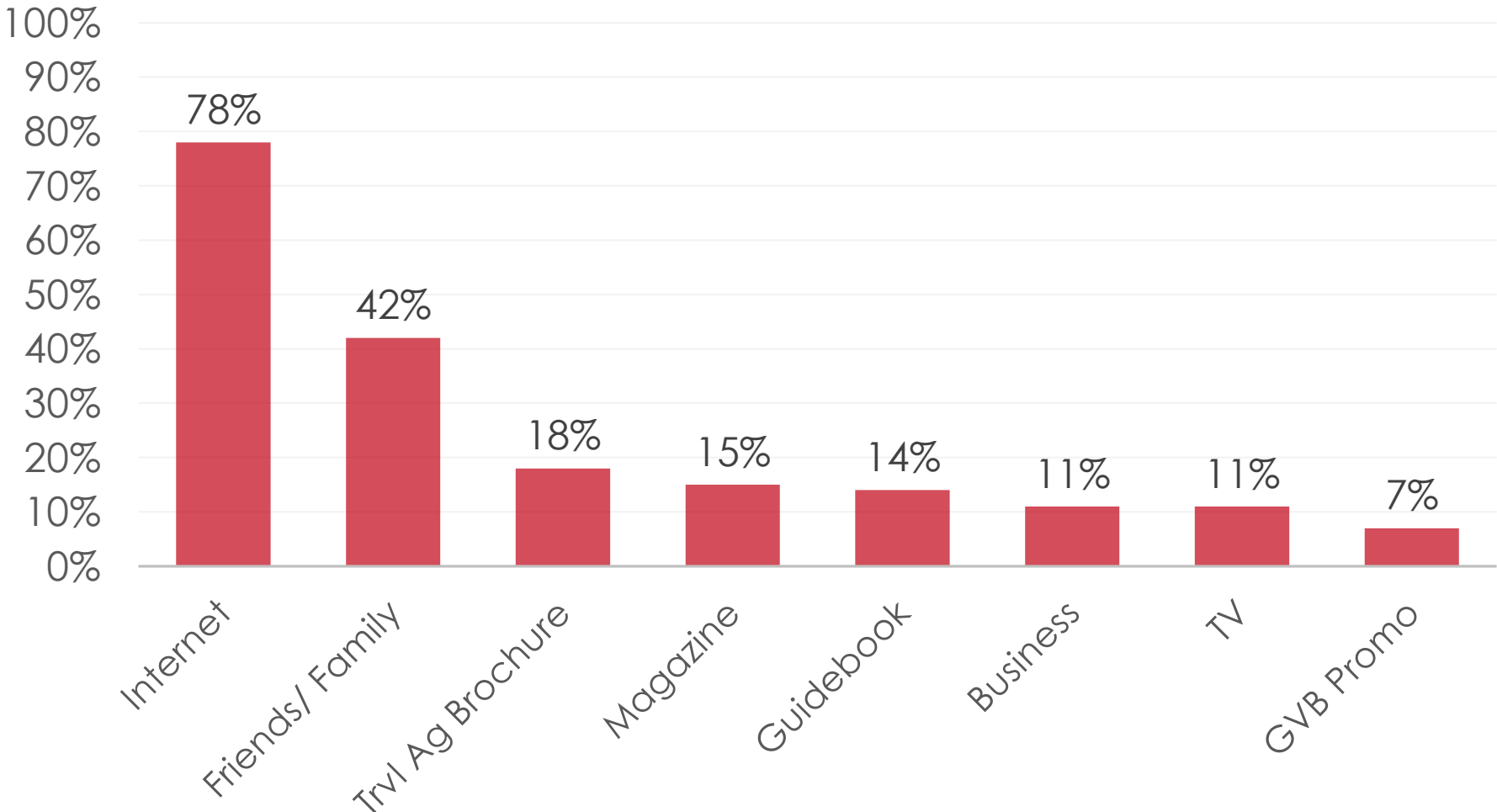
GVB



TRAVEL MOTIVATION



PRE-ARRIVAL SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION –

GVB EXIT SURVEY

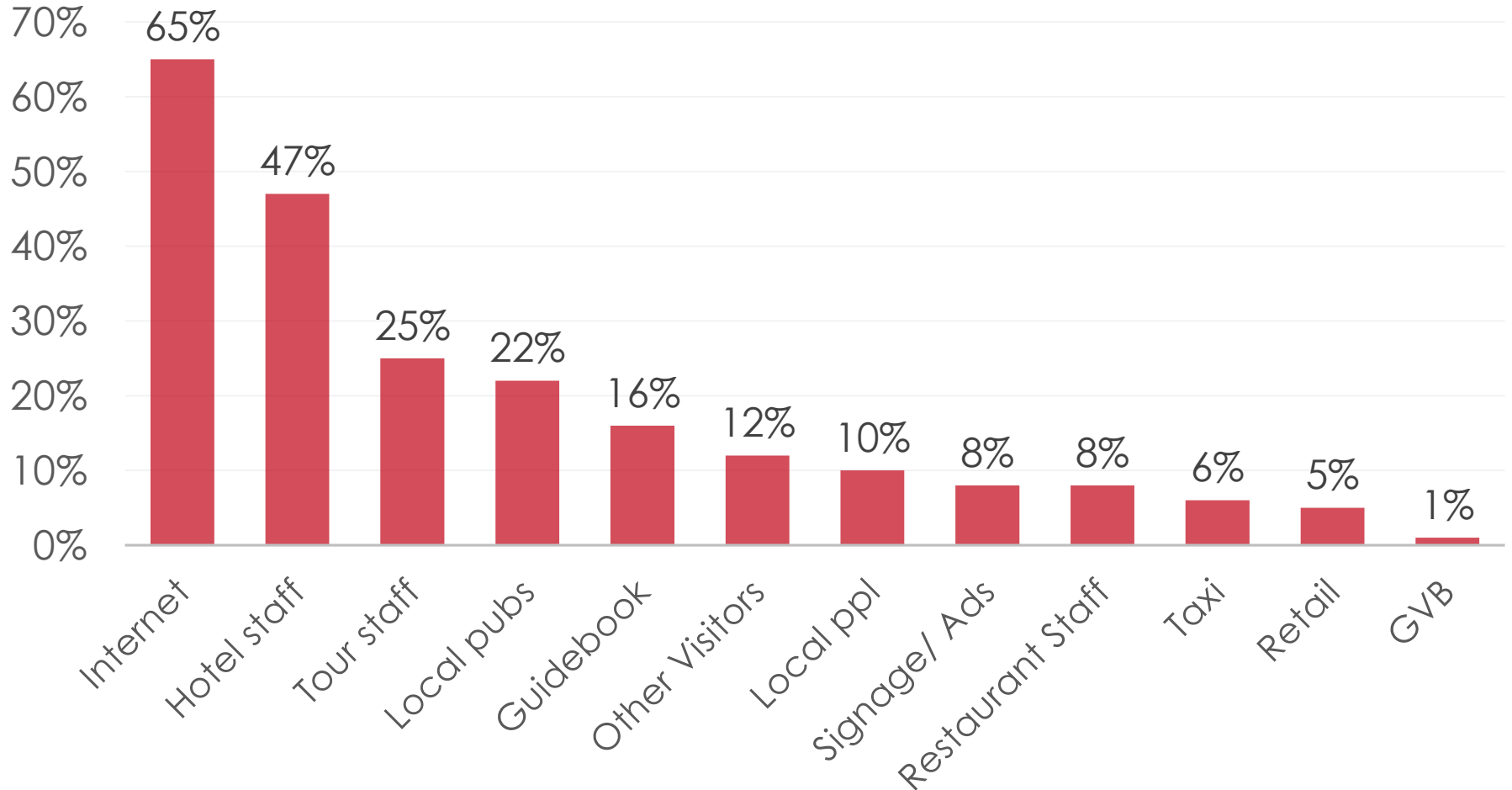
Q1 Please select the top three sources of information you used to find out about Guam before your trip:

		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ ADV	EDUCATION
		-	-	-	-	-	-	-	-
Q1	Internet/Mobile App	78%	100%	90%	40%	85%	82%	78%	81%
	Friend or relative	42%	100%	50%	80%	40%	39%	39%	43%
	Travel agent brochure	18%	50%	20%		20%	15%	19%	17%
	Magazine (consumer)	15%		20%		17%	11%	17%	17%
	Travel guide book at bookstores	14%		10%		15%	13%	18%	19%
	TV	11%		20%	40%	11%	12%	14%	6%
	Co-worker/ company travel department	11%		10%		11%	9%	10%	9%
	Guam Visitors Bureau promotional activities	7%	50%			7%	7%	9%	9%
	I have been to Guam before	4%				3%	5%		6%
	Travel trade shows	2%		10%		3%	3%	2%	
	Consumer travel shows	2%				2%	1%	3%	6%
	Newspaper	1%				1%	1%		
	Guam Visitors Bureau office	1%				1%	1%	2%	
	Radio	1%				1%	1%	2%	4%
	Office LED display	1%					1%		
	Total	170	2	10	5	123	136	90	54



ONISLE

SOURCES OF INFORMATION



ON-ISLE SOURCES OF INFORMATION – Key Segments

GVB EXIT SURVEY

Q2 Please select the top three sources of information you used to find out about Guam while you were here:

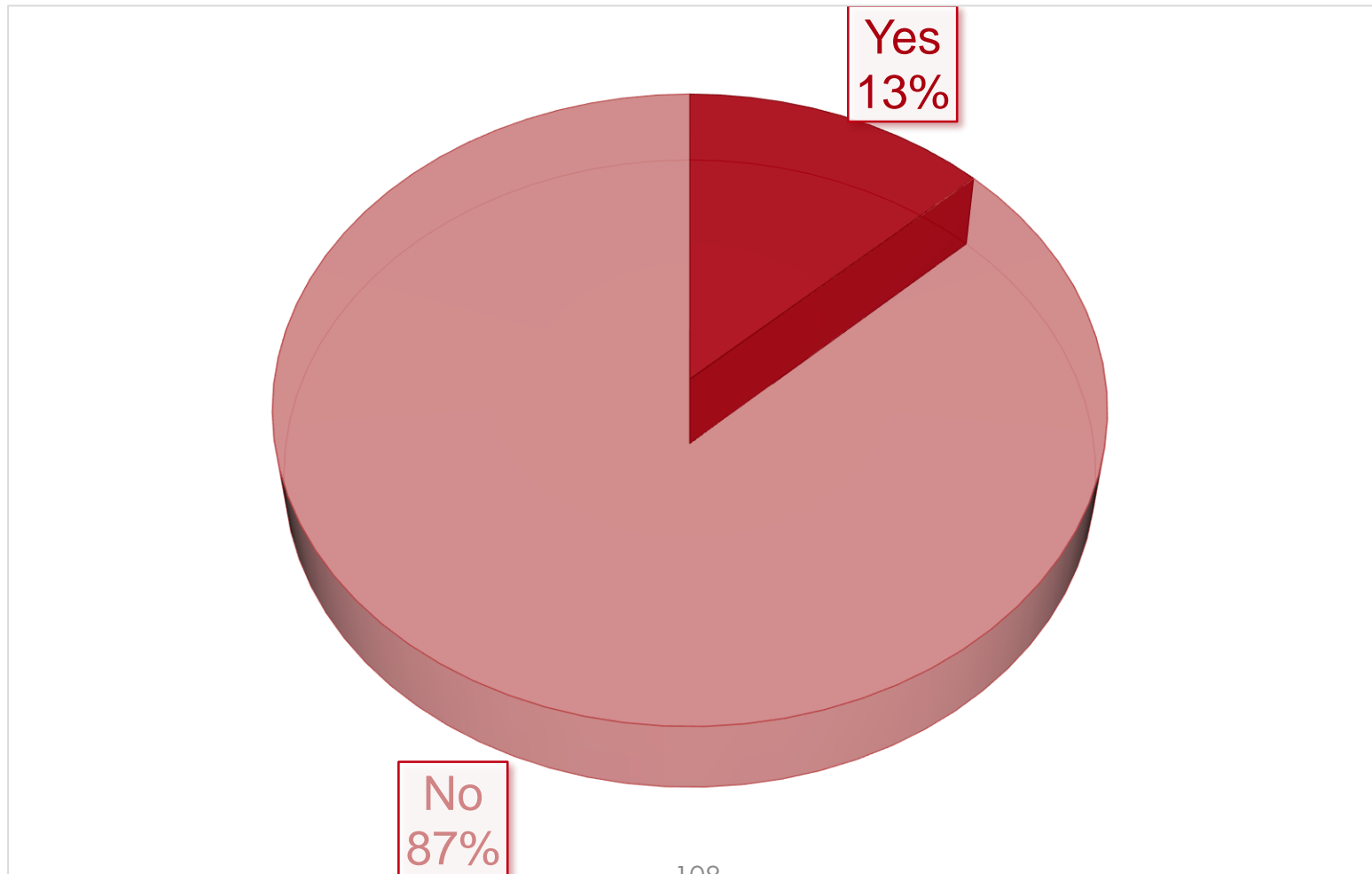
		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ADV	EDUCATION
		-	-	-	-	-	-	-	-
Q2	Internet/Mobile App	65%	50%	90%	40%	70%	67%	67%	70%
	Hotel staff	47%		50%	40%	48%	47%	45%	50%
	Tour staff	25%	50%	20%		28%	17%	28%	22%
	Local publication	22%		10%	20%	25%	24%	19%	33%
	Guide books I brought with me	16%	50%	10%	40%	17%	15%	13%	19%
	Other visitors	12%		10%	40%	12%	11%	13%	15%
	Local people	10%	50%	10%		8%	9%	6%	11%
	Signs/ advertisement	8%	50%			7%	10%	6%	6%
	Restaurant staff (outside hotel)	8%		10%	40%	8%	9%	10%	7%
	Taxi drivers	6%	50%			7%	7%	3%	11%
	Retail staff	5%		20%		7%	5%	8%	7%
	Visitors channel	1%				2%	1%		
	Guam Visitors Bureau	1%					1%	2%	
	Total	169	2	10	5	122	135	89	54

Prepared by Anthology Research

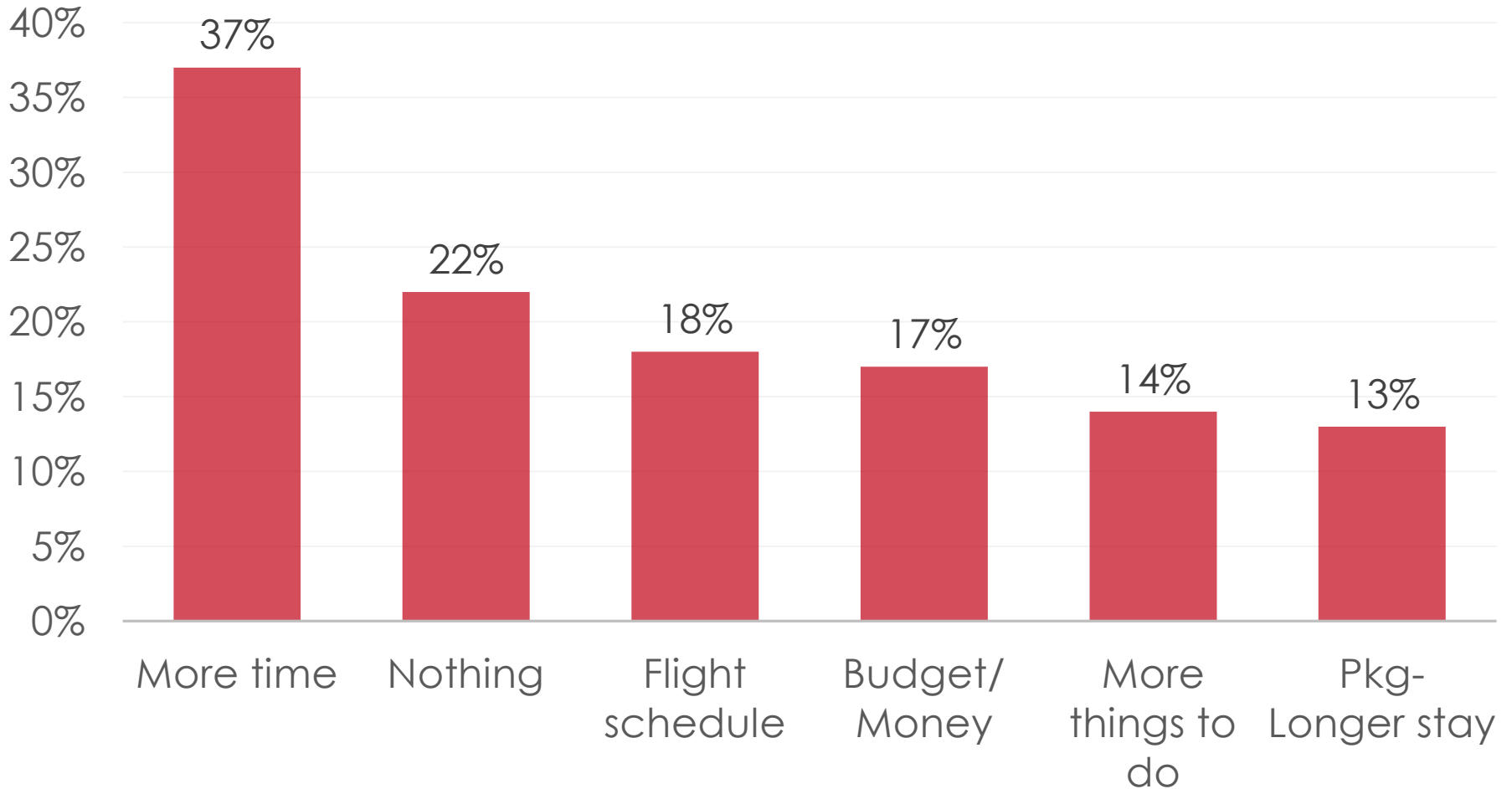
SECTION 6

FUTURE TRAVEL TO GUAM

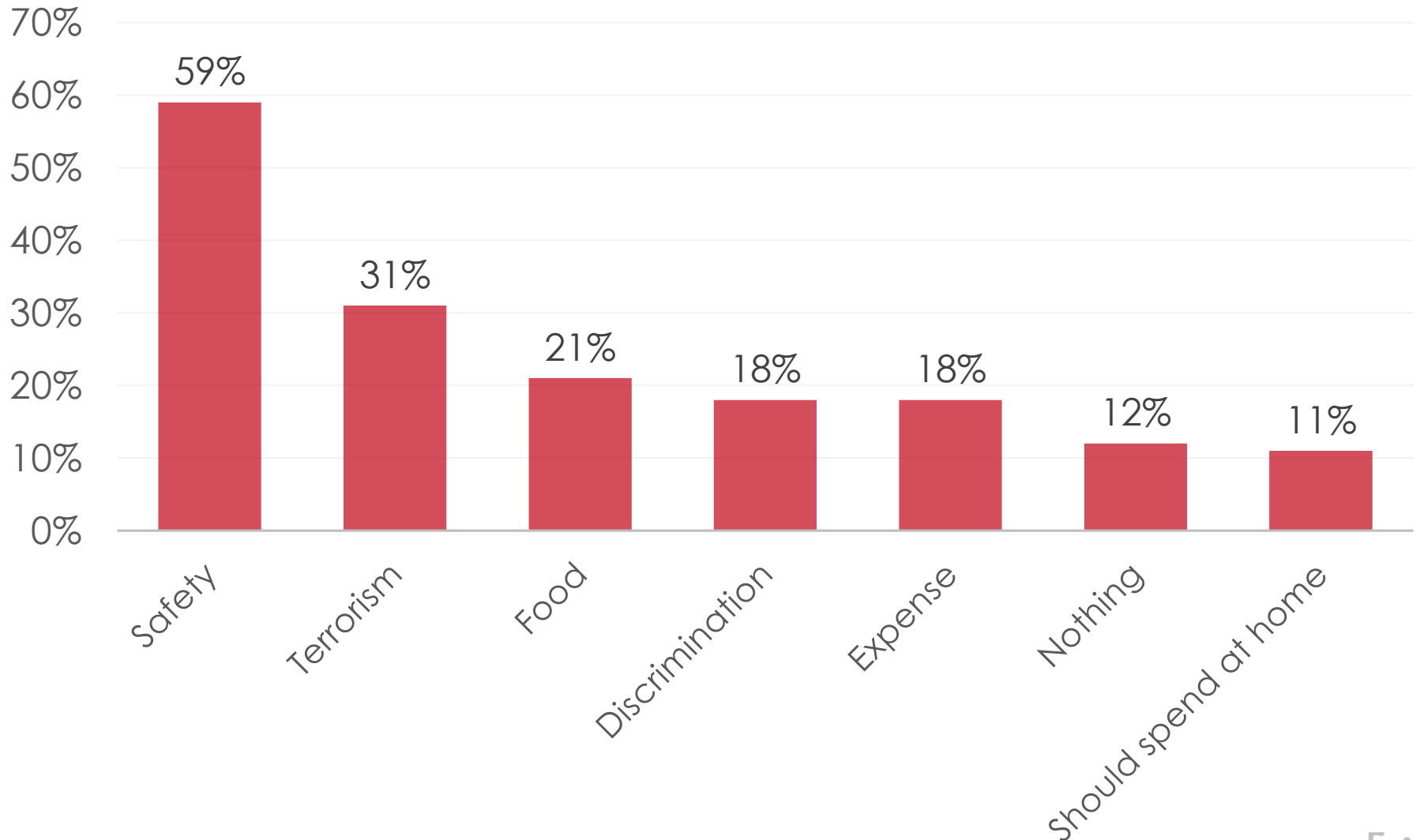
Will security screening/ immigration at Guam Airport impact future travel to Guam?



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



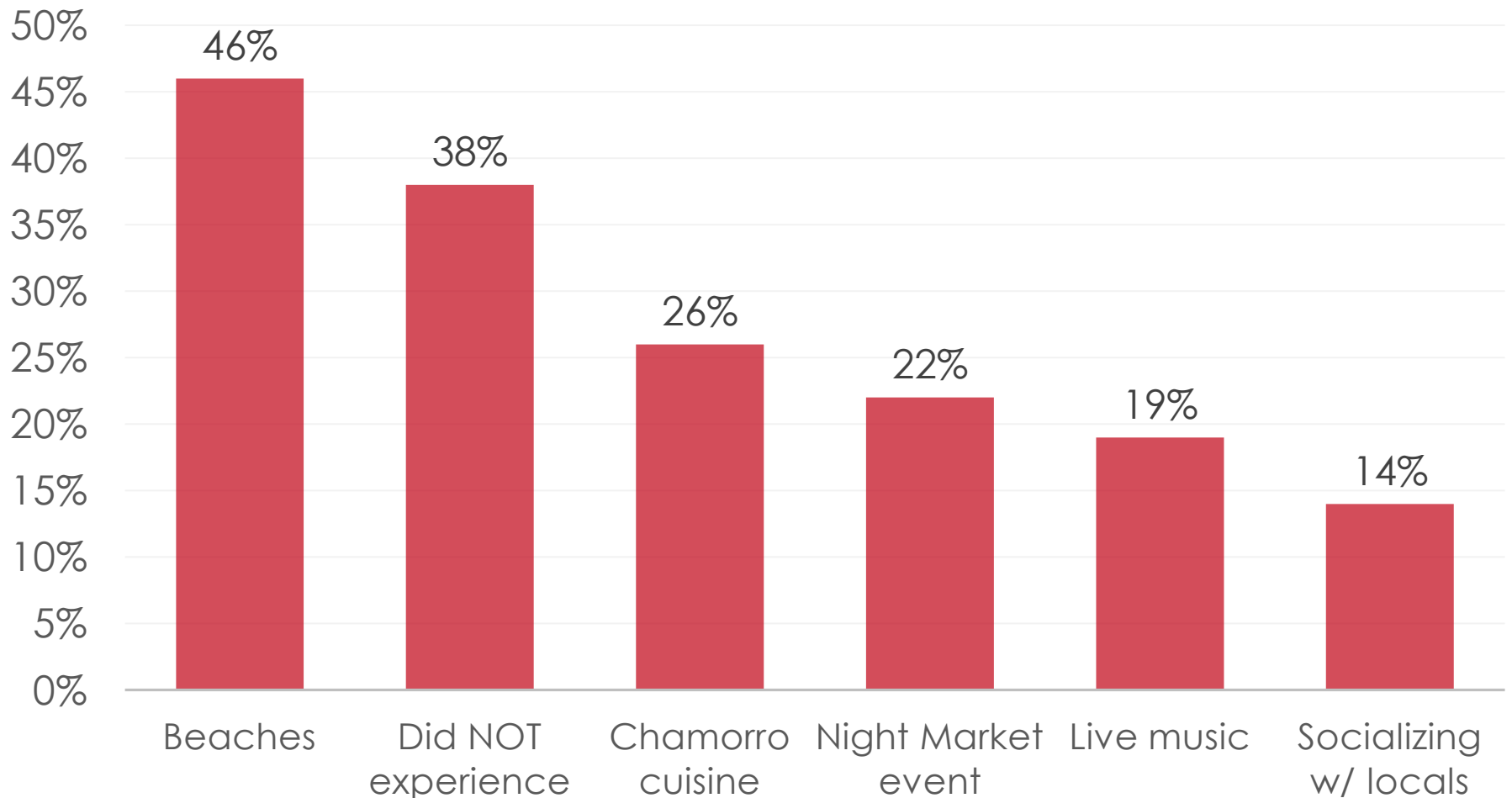
FUTURE TRAVEL CONCERNS



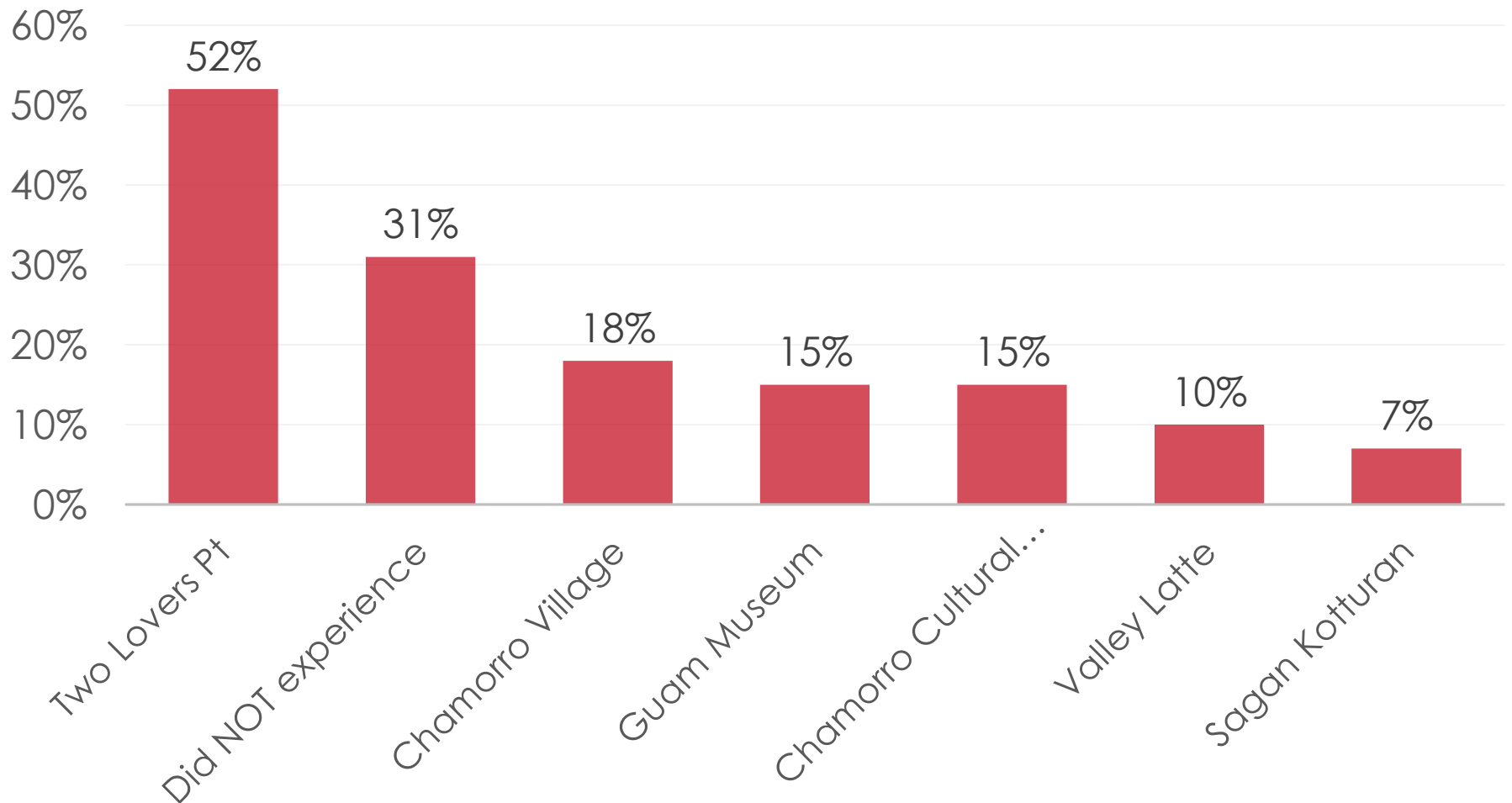
SECTION 7

GUAM CULTURE

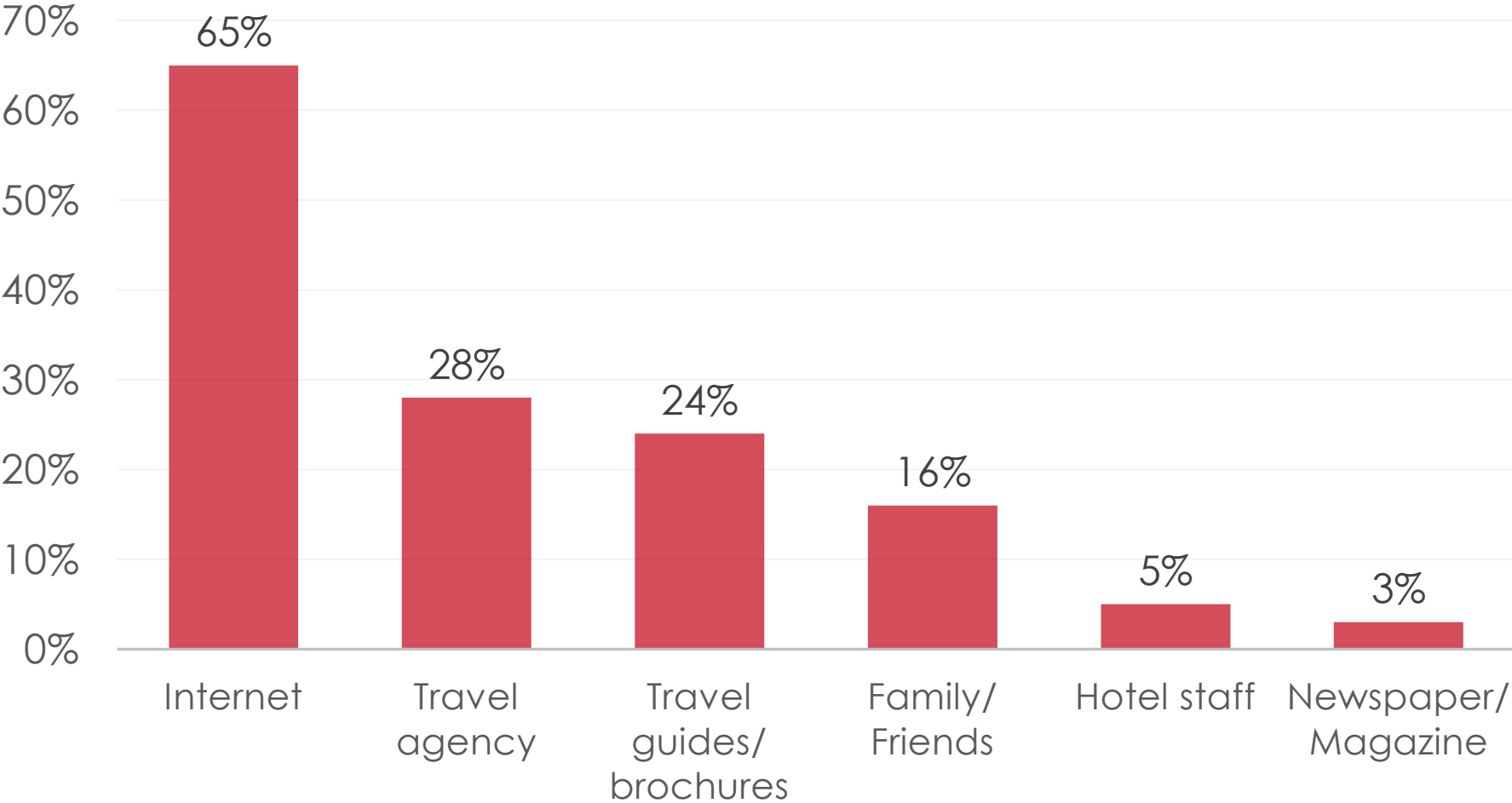
EXPERIENCED- CHAMORRO/ HAFSA ADAI SPIRIT



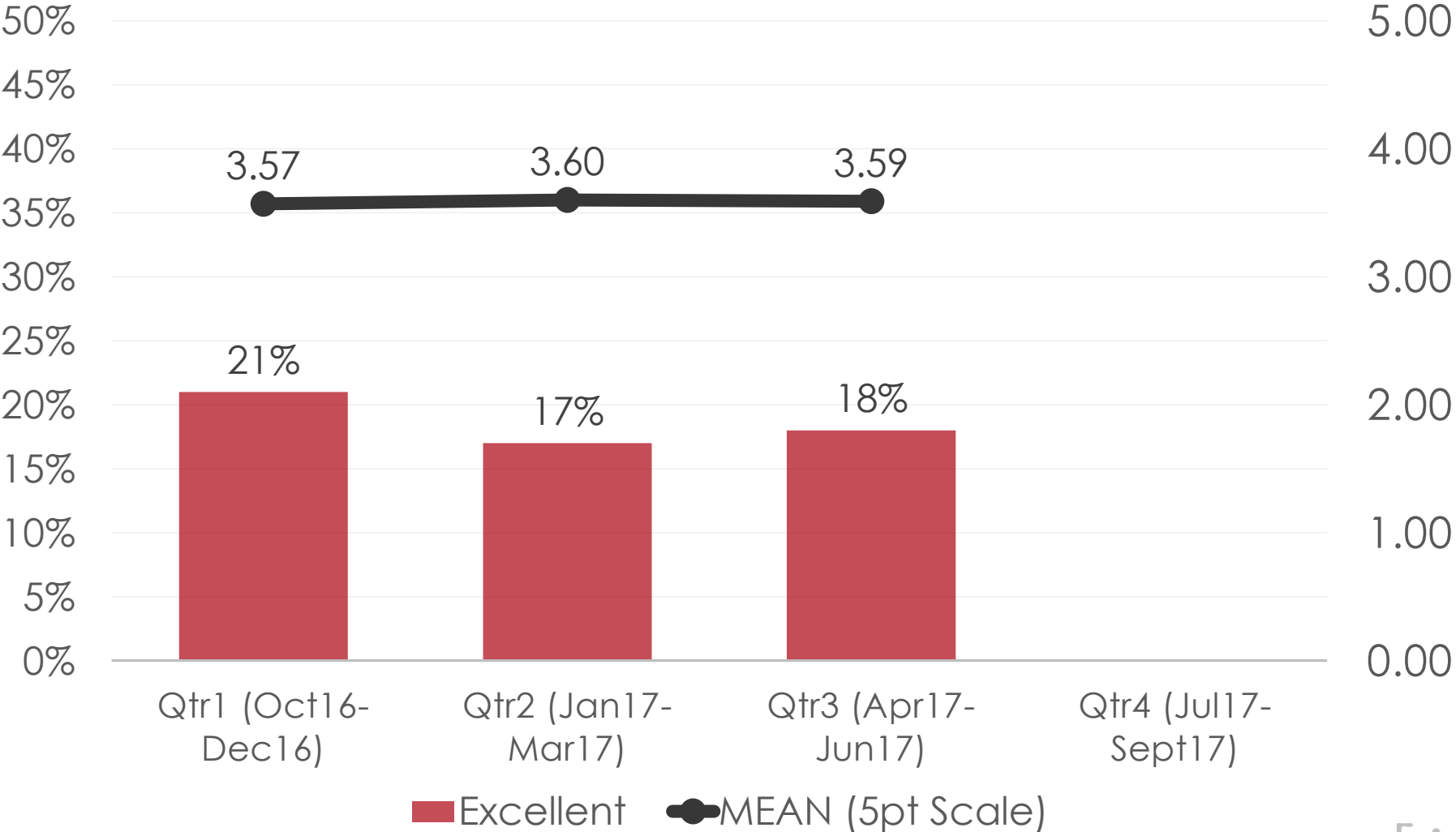
EXPERIENCED- OTHER CULTURAL ACTIVITY/EVENTS



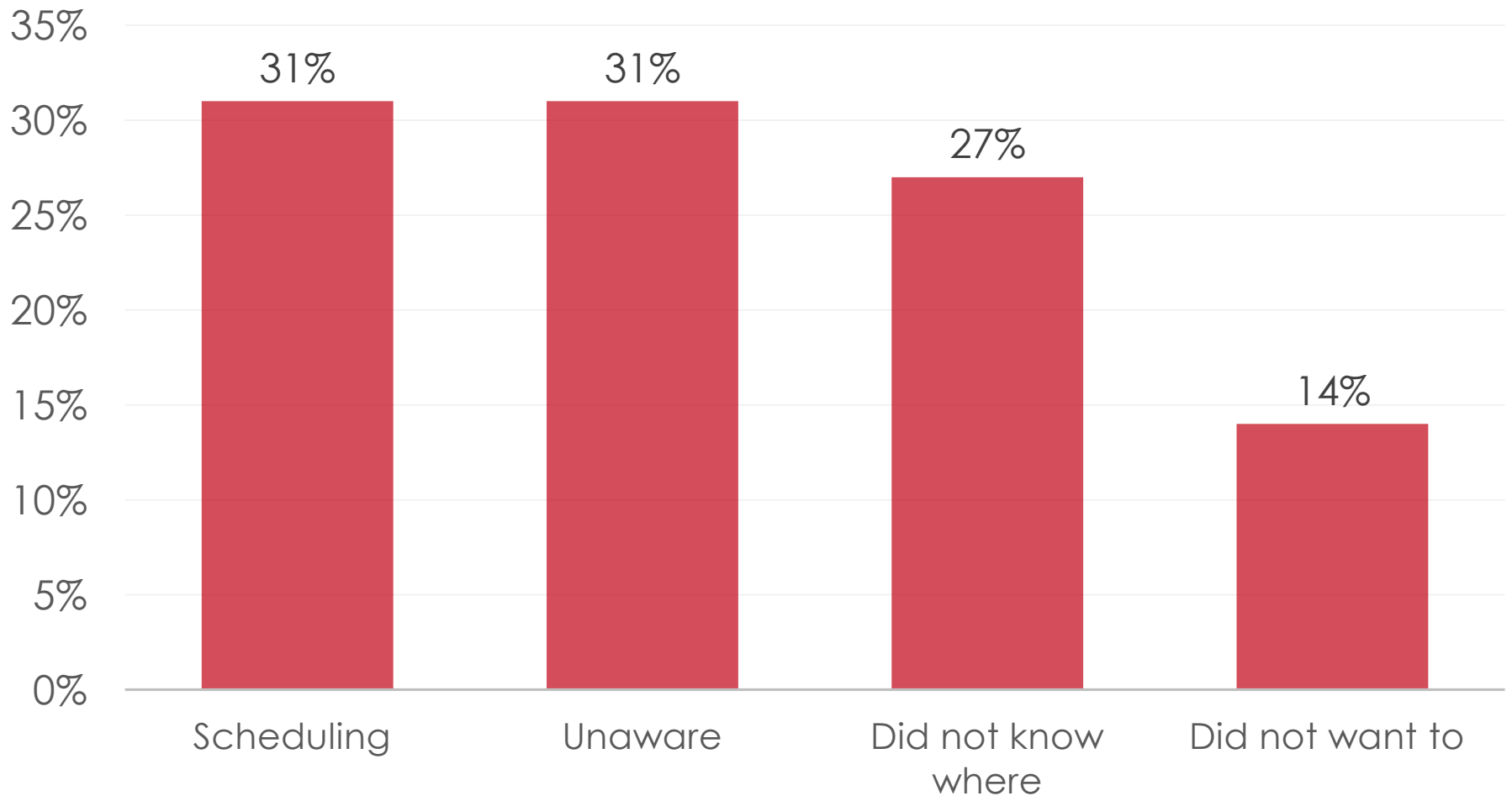
SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS



SATISFACTION- CULTURAL ACTIVITY/EVENTS



OBSTACLES- CULTURAL ACTIVITY/EVENTS



ADVANCED STATISTICS

Analysis Technique

- Dependent variables: total per person on island expenditure and overall satisfaction (numeric)
- Independent variables are satisfaction with different aspects of trip to Guam (numeric).
- Use of linear stepwise regression to derive predictors (drivers) of on-island expenditure and overall satisfaction, Since both the independent and dependent variables are numeric.
- This determines the significant ($p < .05$) drivers and the percentage of the dependent variables accounted for by each significant predictor and by all of them combined.

Drivers- Overall Satisfaction

Comparison of Drivers of Overall Satisfaction, 1st, 2nd and 3rd Qtr. and Overall 1-3 Qtr. 2017				
	1st Qtr.	2nd Qtr.	3rd Qtr.	Combined 1-3 Qtr. 2017
Drivers:	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks	3			5
Ease of getting around		2		4
Safety walking around at night				
Quality of daytime tours		1		1
Variety of daytime tours	1		1	
Quality of nighttime tours				6
Variety of nighttime tours				
Quality of shopping		5		
Variety of shopping				
Price of things on Guam	4		3	2
Quality of hotel accommodations	2	3		
Quality/cleanliness of air, sky		4	2	3
Quality/cleanliness of parks				
Quality of landscape in Tumon				
Quality of landscape in Guam				7
Quality of ground handler				
Quality/cleanliness of transportation vehicles	5			
% of Per Person On Island Expenditures Accounted For	64.4%	66.9%	52.0%	57.7%
NOTE: Only significant predictors are ranked.				

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Chinese visitor's experience on Guam is driven by three significant factors in the 3rd Quarter 2017 Period. By rank order they are:
 - **Variety of day time tours,**
 - **Quality/cleanliness of air, sky, and**
 - **Price of things on Guam.**
- With all five factors the overall r^2 is .520 meaning that **52.0% of overall satisfaction is accounted for by these factors.**

Drivers – On-Isle Expenditures

Comparison of Drivers of Per Person On Island Expenditure, 1st, 2nd and 3rd Qtr. and Overall 1-3 Qtr. 2016				
	1st Qtr.	2nd Qtr.	3rd Qtr.	Combined 1-3 Qtr. 2016
Drivers:	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks				
Ease of getting around				
Safety walking around at night		1		
Quality of daytime tours				
Variety of daytime tours				
Quality of nighttime tours				1
Variety of nighttime tours				
Quality of shopping				
Variety of shopping				
Price of things on Guam				
Quality of hotel accommodations				
Quality/cleanliness of air, sky				
Quality/cleanliness of parks				
Quality of landscape in Tumon				
Quality of landscape in Guam				
Quality of ground handler				
Quality/cleanliness of transportation vehicles				
% of Per Person On Island Expenditures Accounted For	0.0%	4.4%	0.0%	1.5%

NOTE: Only significant predictors are ranked.

Drivers of On-Isle Expenditures

- **Per Person On Island Expenditure** of Chinese visitors on Guam is driven by no significant factors in the 3rd Quarter 2017 period