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

FY2017

QTR.4 (JULY - SEPT 2017)

Prepared by: Anthology Research

VISIT GUAM 2017 YEAR of LOVE

[ANTHOLOGY]
AnthologyGroup.com

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

GUAM

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 **153** 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 **153** is +/- 7.92 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 +/- 7.92 percentage points.

[A]

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.

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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 (Q5)
    - 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
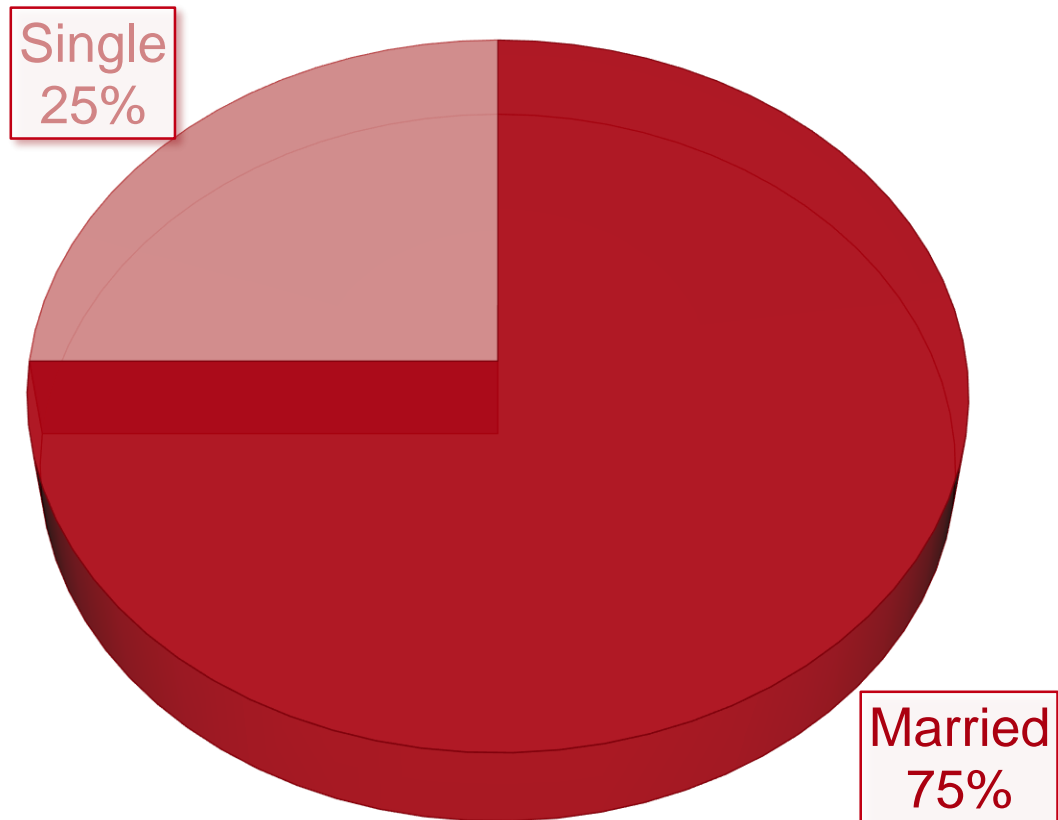
[A]

Key Highlighted Segments
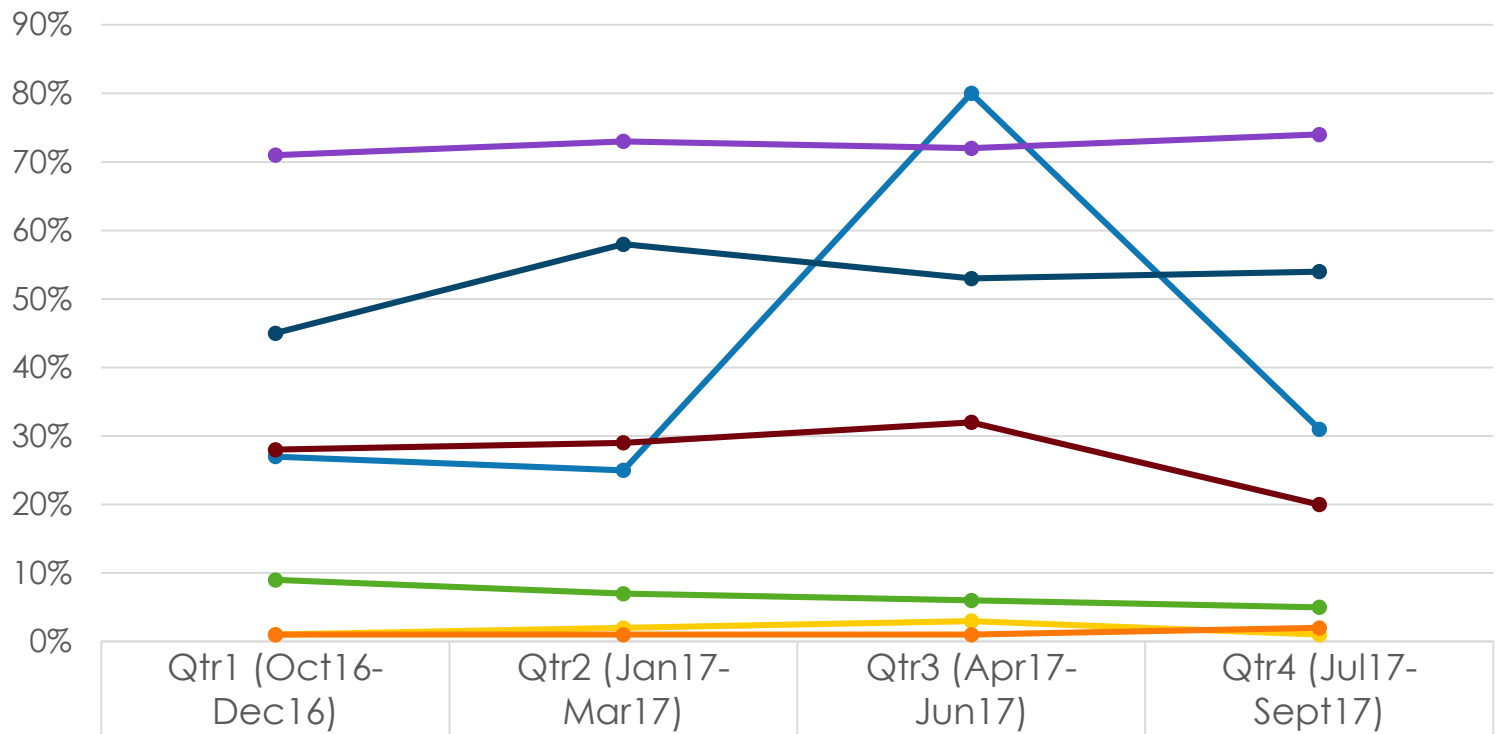
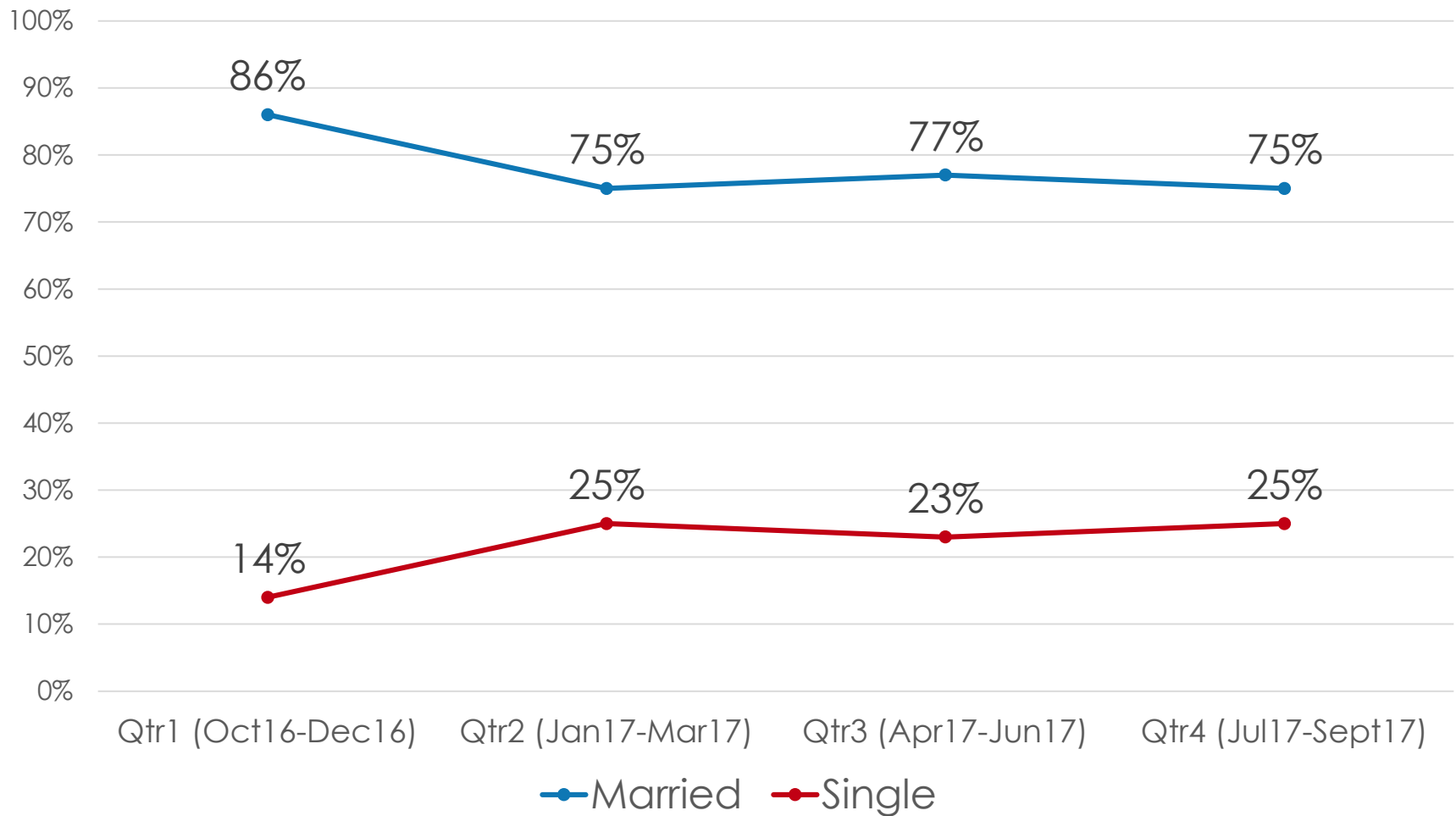|	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
FITs	27%	25%	80%	31%
Honeymoon	9%	7%	6%	5%
Wedding	1%	2%	3%	1%
Family	71%	73%	72%	74%
MICE	1%	1%	1%	2%
Sports/ Adv	45%	58%	53%	54%
Education	28%	29%	32%	20%

[A]

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	75%	67%	86%	100%	88%	64%	83%	53%
	Single	25%	33%	14%		12%	36%	17%	47%
	Total	153	3	7	1	113	47	82	30

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[A]

Age

MEAN = 37.16
MEDIAN = 36

[A]

Age – FY2017 Tracking

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	36.97	36.21	33.50	37.16
MEDIAN	34	34	32	36

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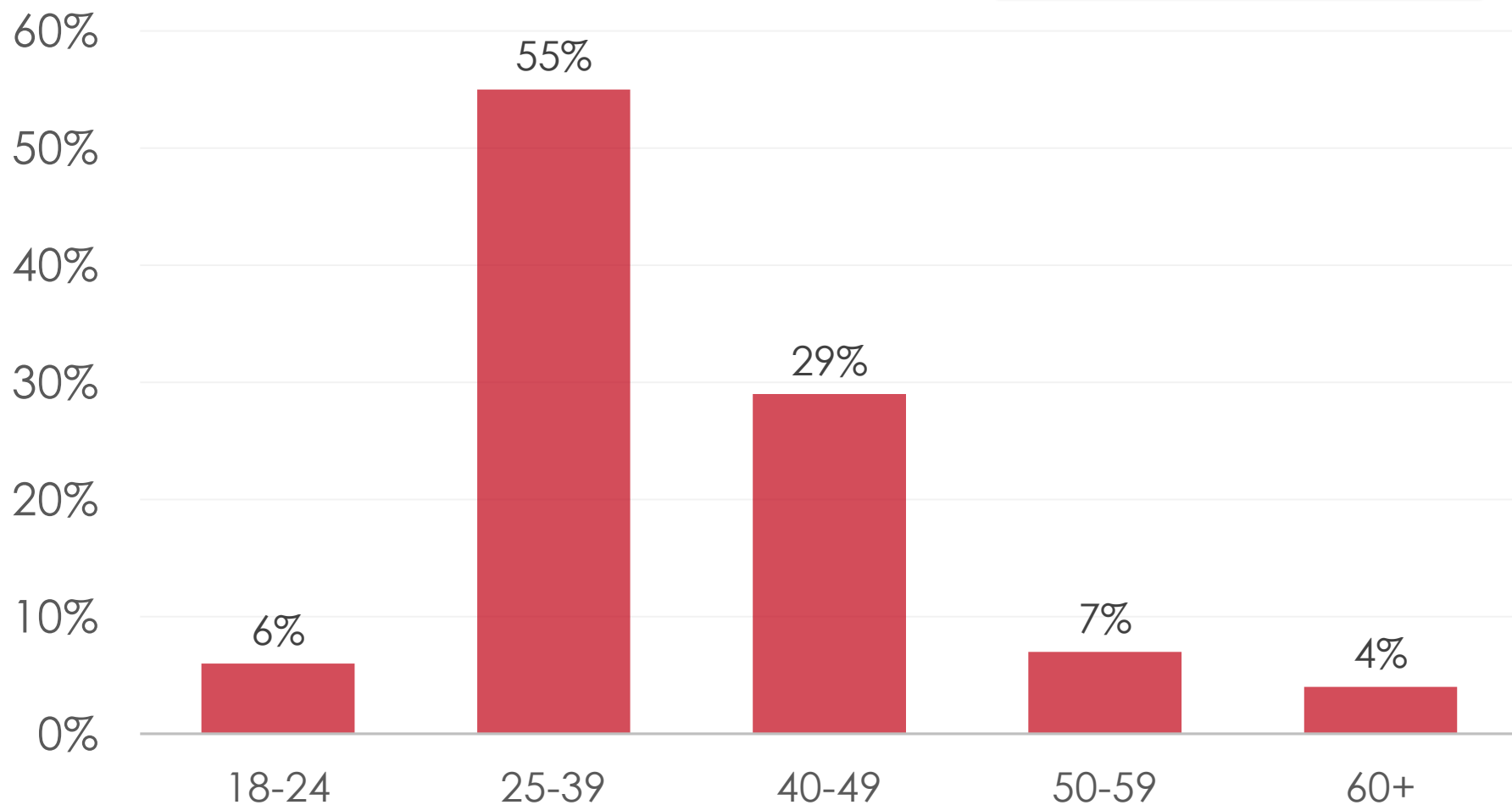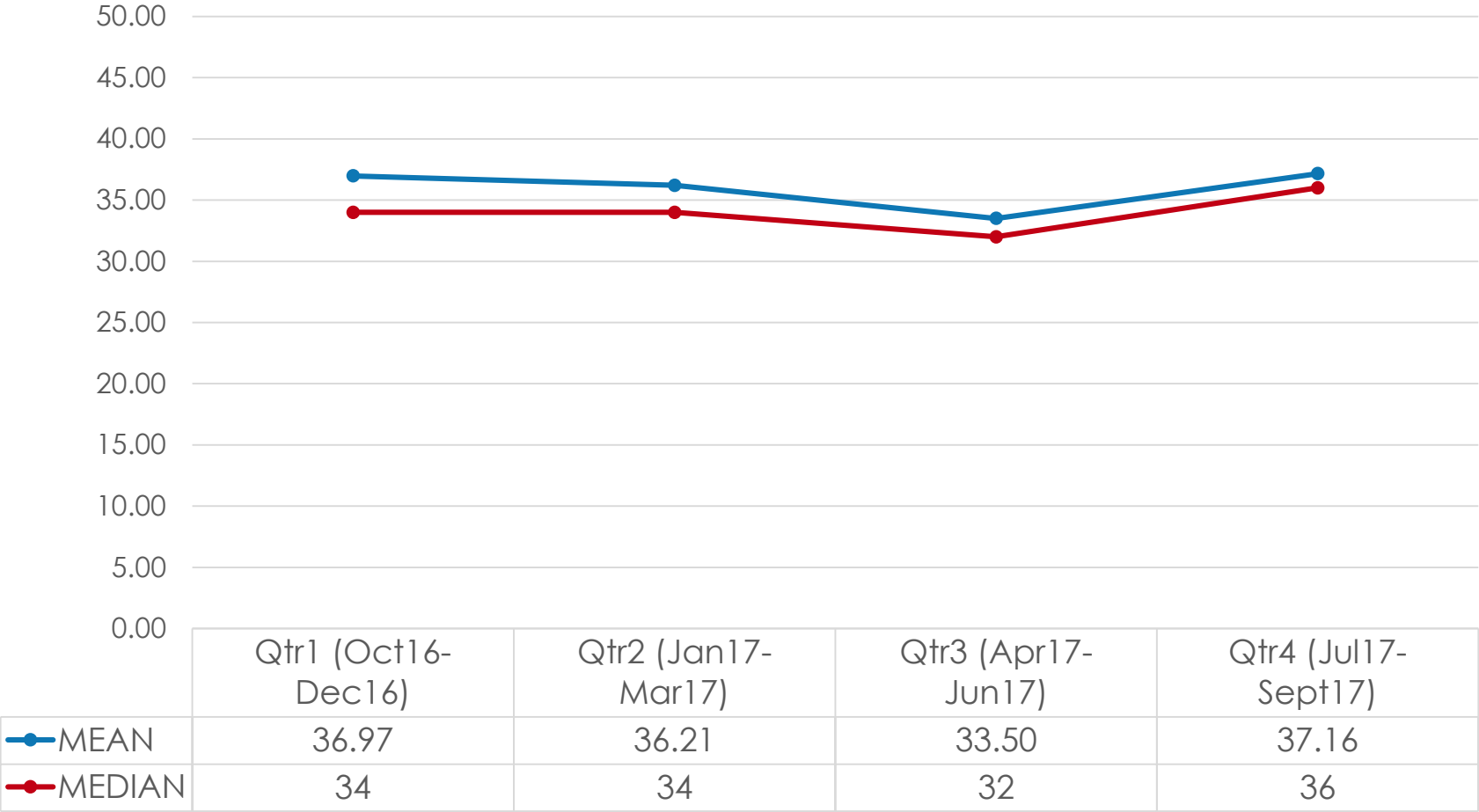
Age – Key Segments

GVB EXIT SURVEY
AGE

		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ADV	EDUCATION
		-	-	-	-	-	-	-	-
SD	18-24	6%				4%	6%	2%	17%
	25-39	55%	67%	100%	100%	54%	55%	61%	50%
	40-49	29%				34%	26%	28%	20%
	50-59	7%	33%			5%	9%	5%	13%
	60+	4%				4%	4%	4%	
	Total	153	3	7	1	113	47	82	30
SD	Mean	37.16	38.00	28.86	28.00	37.55	36.89	37.16	33.70
	Median	36	35	29	28	37	35	36	30

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Annual Household Income

EXCHANGE RATE Yuan 6.67=$1

Income Range	Percentage
<CBY40K	1%
CBY40K-60K	9%
CBY60K-80K	6%
CBY80K-120K	14%
CBY120K-240K	35%
CBY240K+	35%

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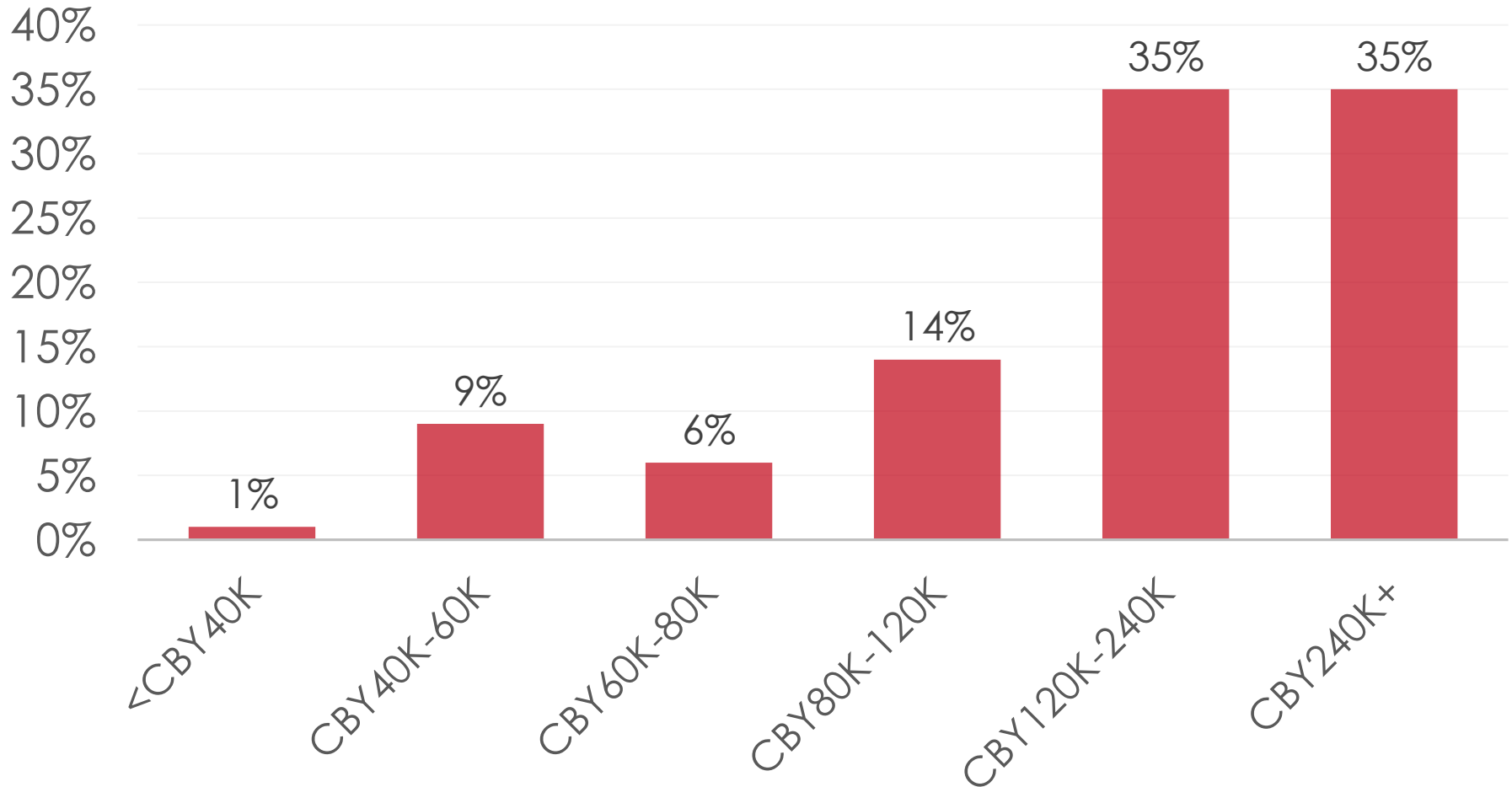
Annual Household Income – Key Segments

GVB EXIT SURVEY
Q26 Household income:

		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ ADV	EDUCATION
		-	-	-	-	-	-	-	-
Q26	Up to CBY40K	1%					2%		
	CBY40K-CBY60K	9%	33%	43%		9%	2%	9%	10%
	CBY60K-CBY80K	6%				4%	11%	2%	3%
	CBY80K-CBY120K	14%	33%	14%	100%	13%	13%	6%	14%
	CBY120K-CBY240K	35%		14%		36%	41%	44%	48%
	CBY240K+	35%	33%	29%		38%	30%	38%	24%
	Total	150	3	7	1	112	46	81	29

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Travel Party

Bar chart showing travel party percentages:
- Spouse: 51%
- Child <18: 29%
- Other Adult family: 27%
- Alone: 14%
- Friend/ Assoc: 10%
- Officemate: 5%
- Girlfriend/ Boyfriend: 2%
- Child- adult: 1%

[A]

Travel Party - Children

29% TRAVELING WITH A CHILD

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Trips to Guam

Repeat
13%

First time
87%

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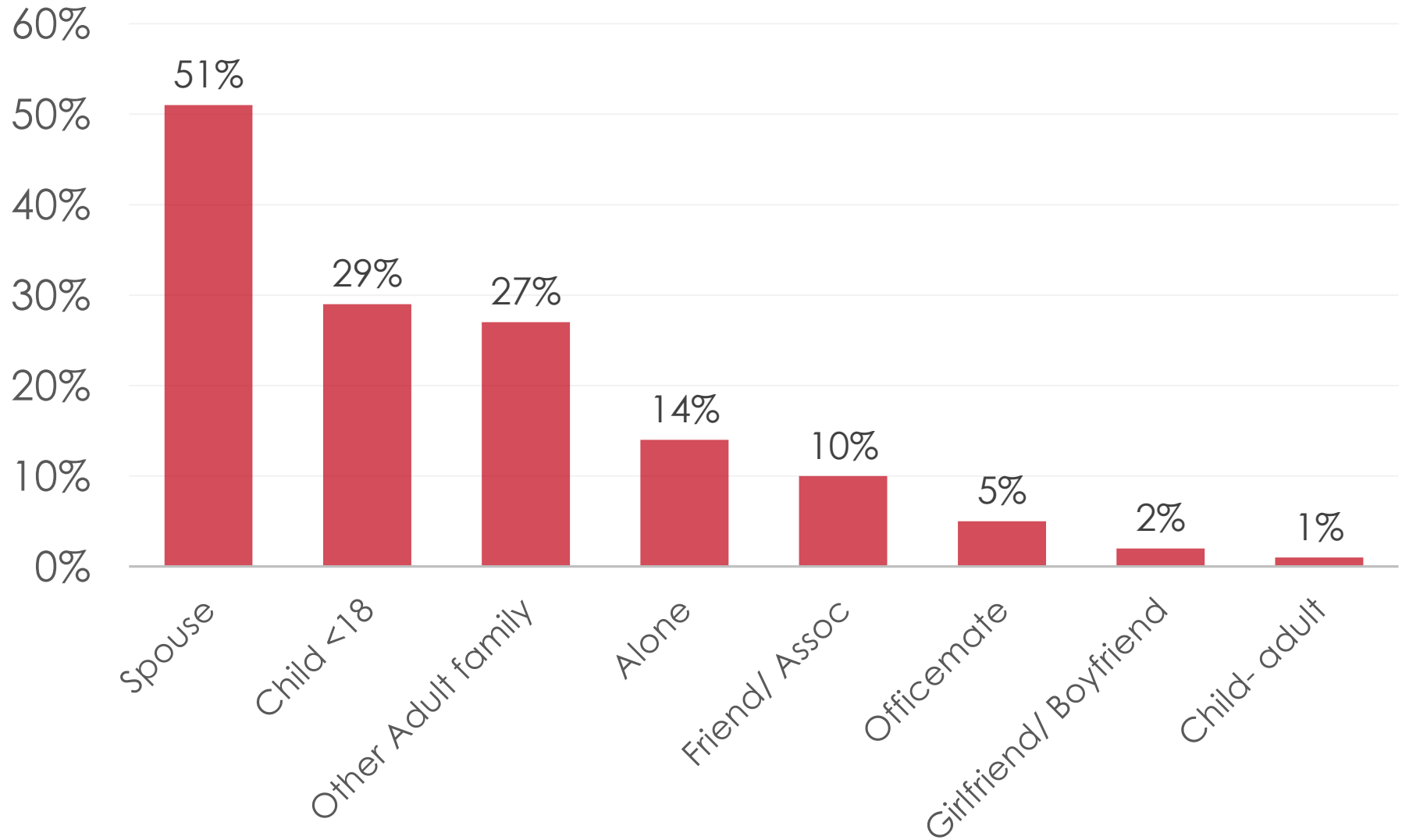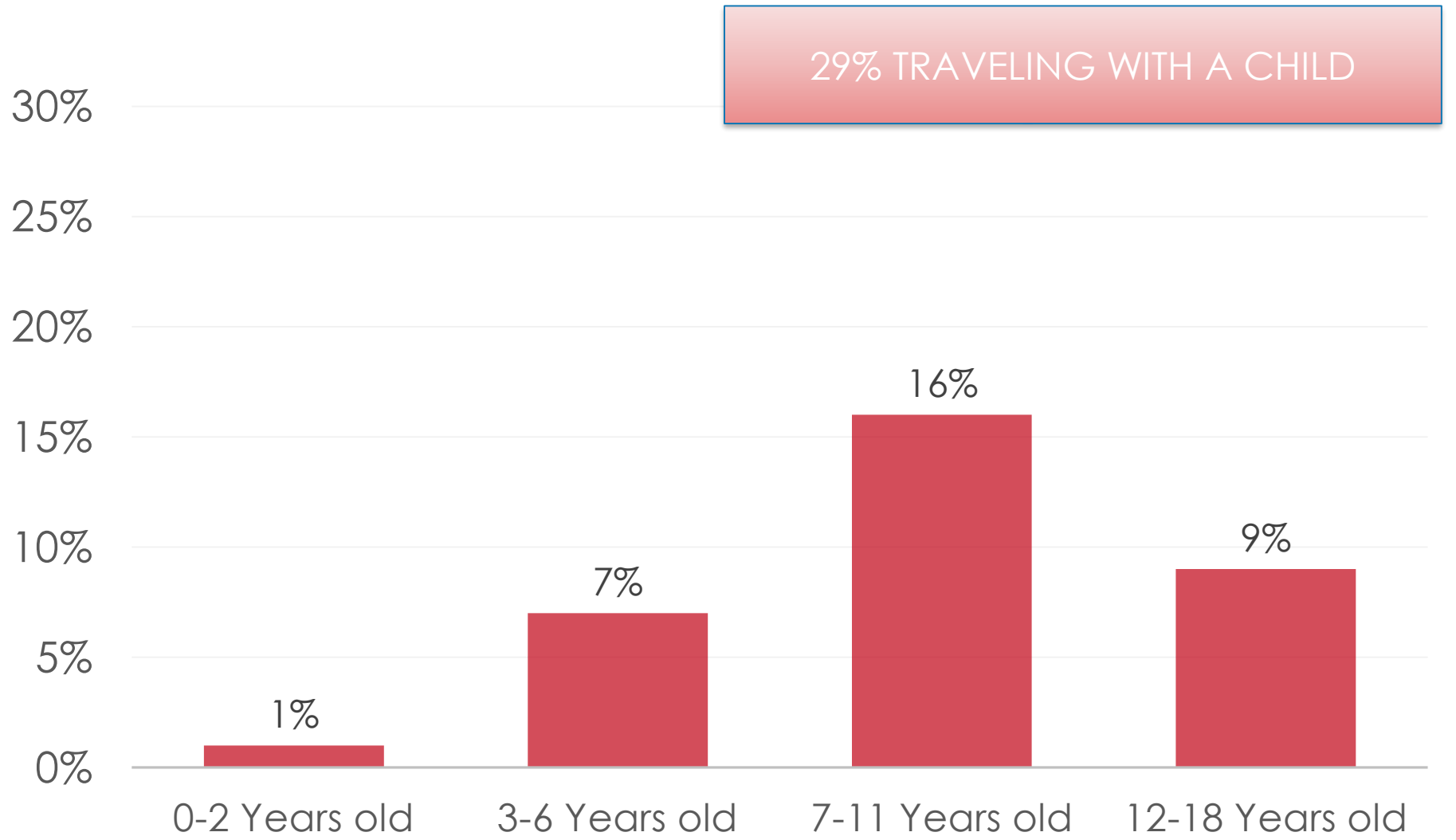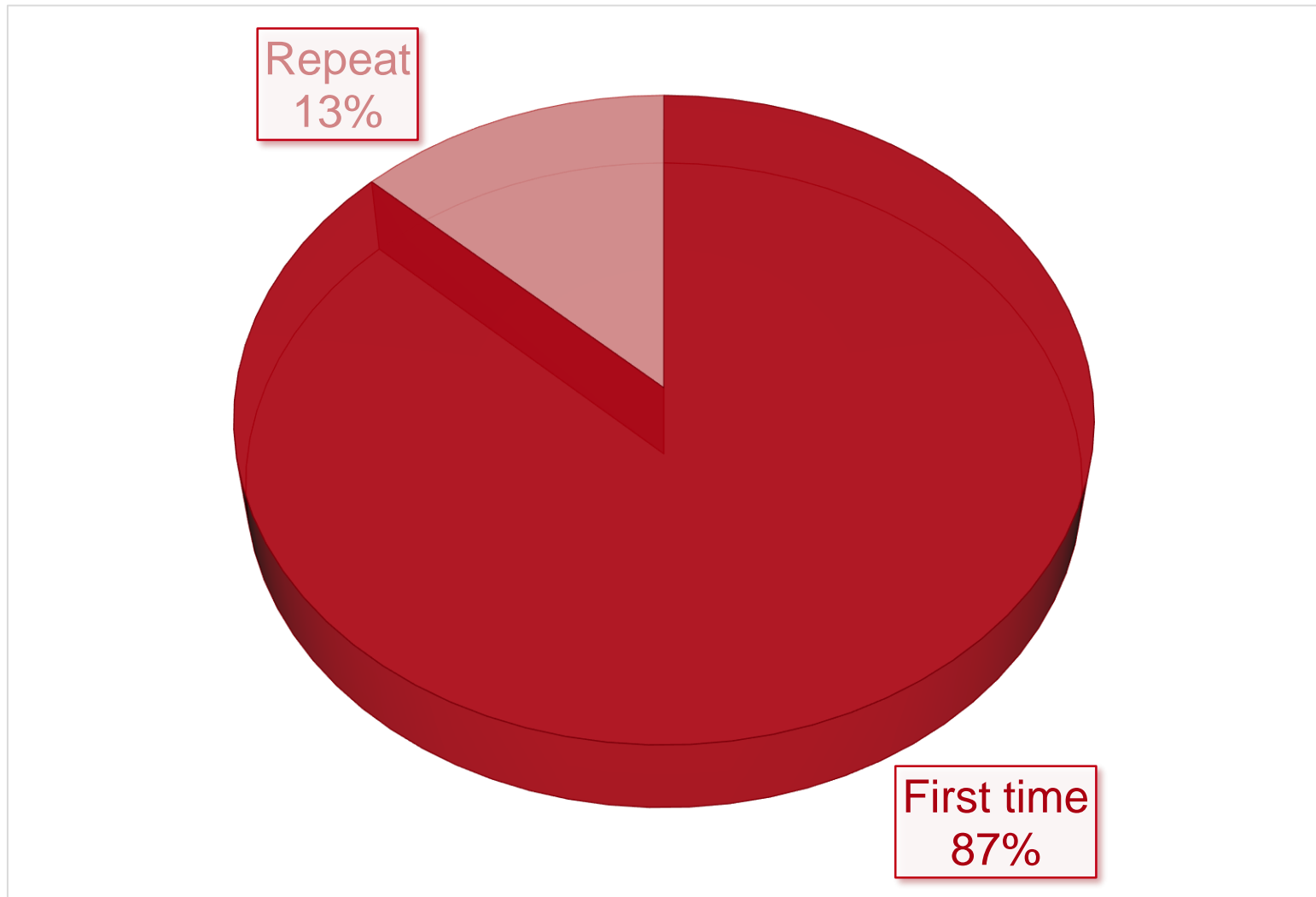
Trips to Guam – FY2017 Tracking
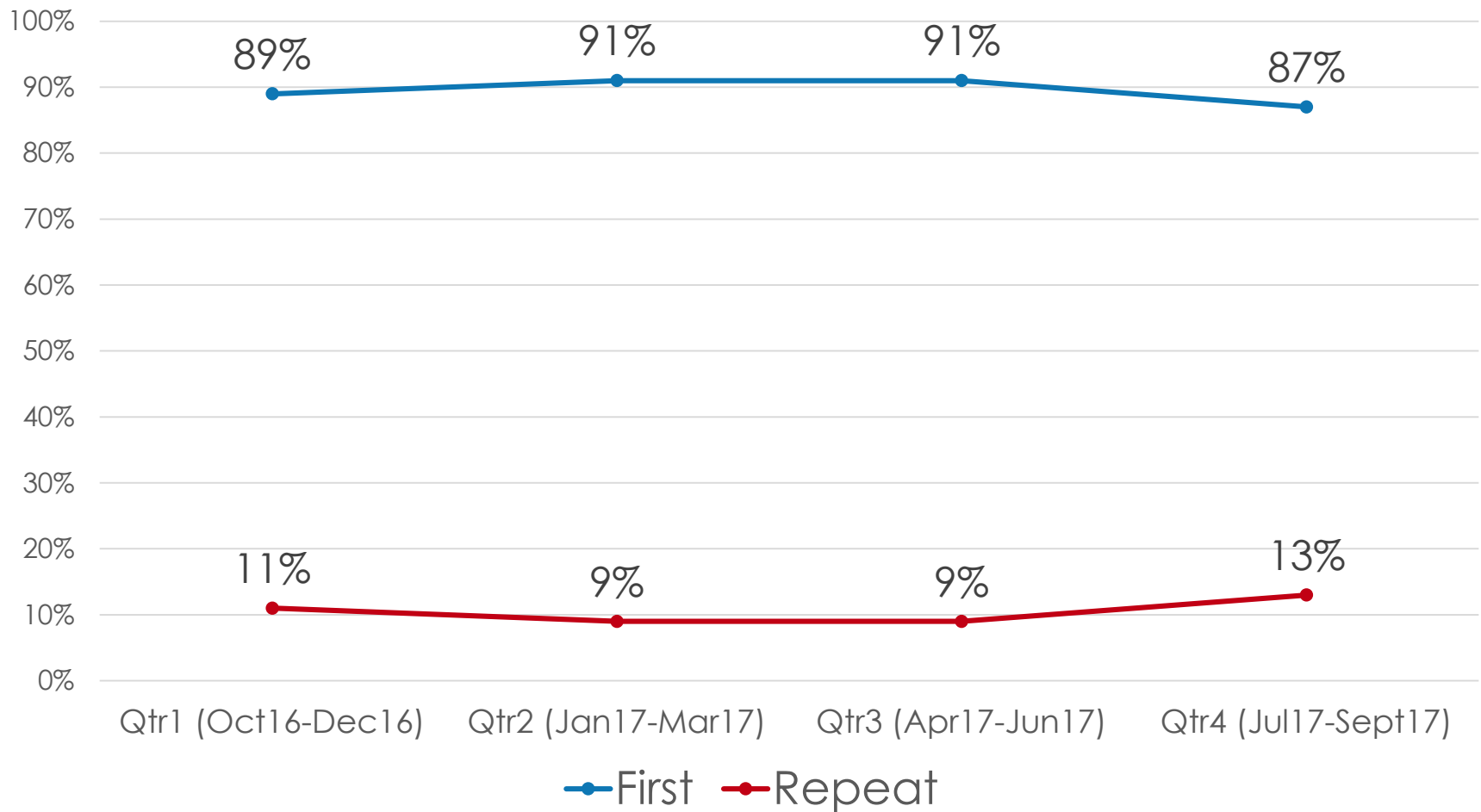
Trips to Guam – Key Segments

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	87%	100%	86%	100%	89%	87%	93%	87%
	Repeat	13%		14%		11%	13%	7%	13%
	Total	153	3	7	1	113	47	82	30
Q3A	Mean	1.18	1.00	1.57	1.00	1.14	1.21	1.12	1.13
	Median	1	1	1	1	1	1	1	1

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Length of Stay

Bar chart showing Length of Stay:
- One to two nights: 21%
- Three nights: 27%
- Four or more nights: 52%

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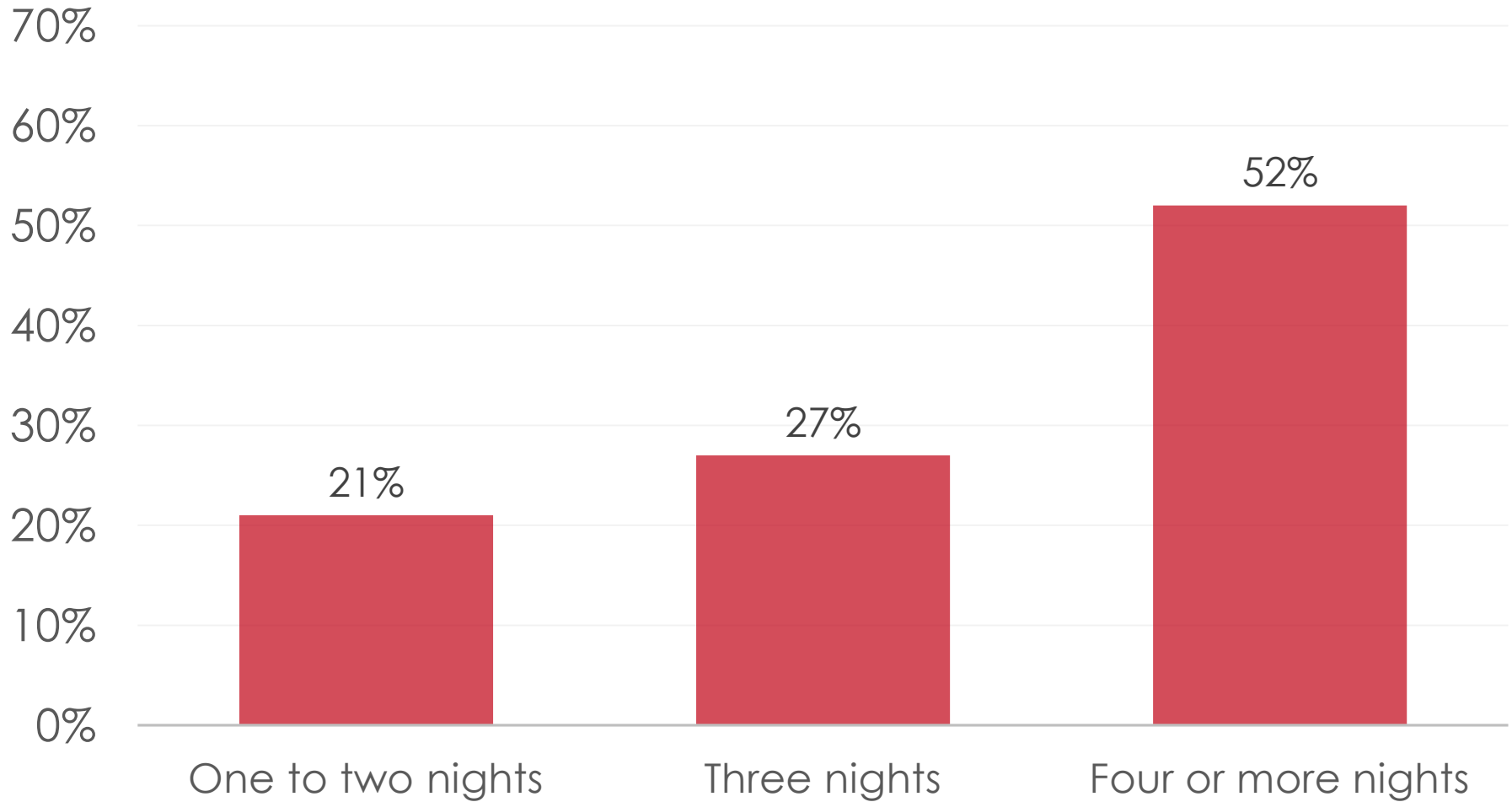
Length of Stay – FY2017 Tracking

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	3.86	4.70	4.25	4.52
MEDIAN	3	4	3	4
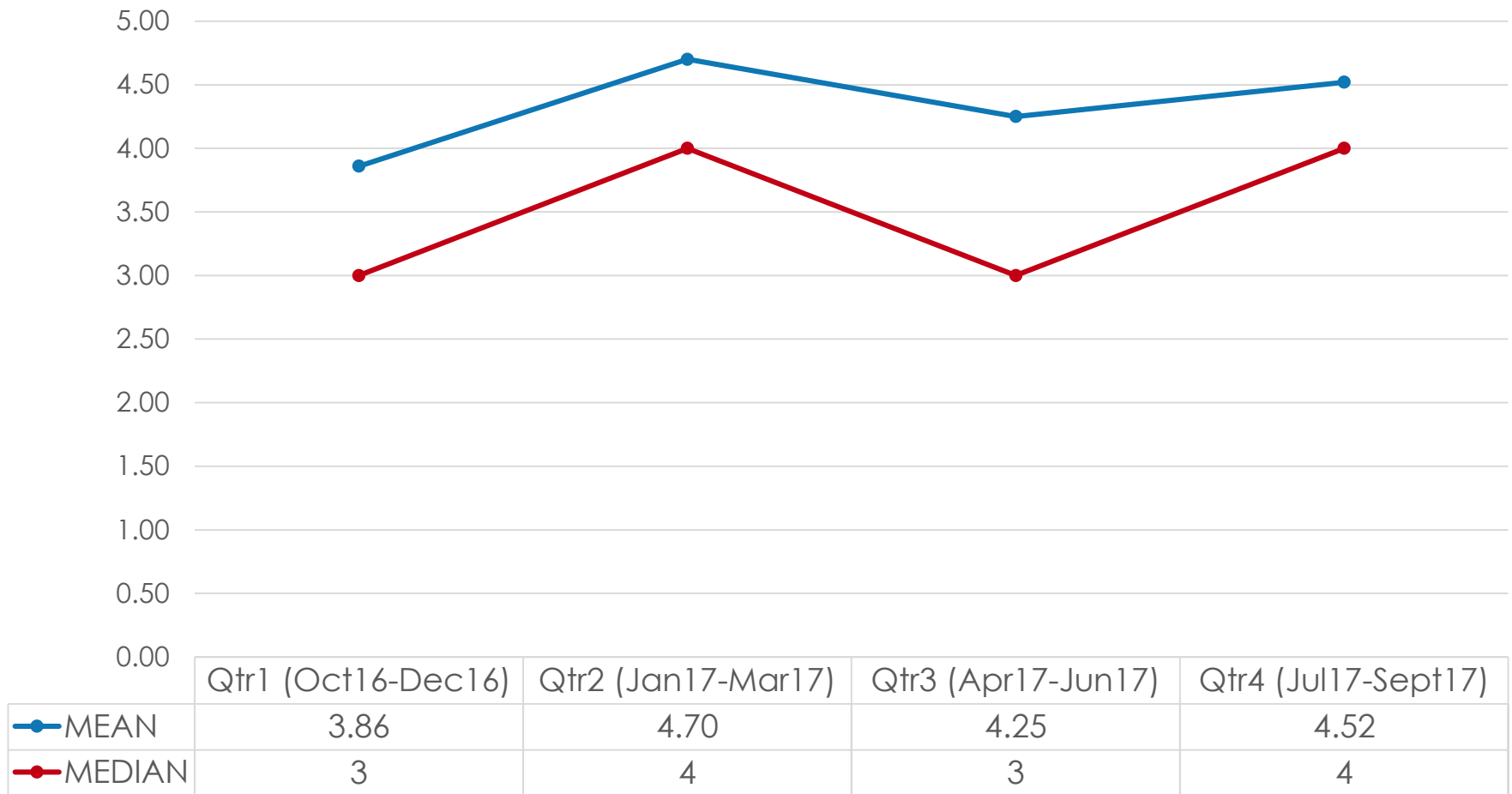
Length of Stay – Key Segments

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

		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ ADV	EDUCATION
		-	-	-	-	-	-	-	-
SA	1-2	21%		14%		18%	17%	12%	13%
	3	27%	67%			25%	21%	23%	17%
	4+	52%	33%	86%	100%	58%	62%	65%	70%
	Total	153	3	7	1	113	47	82	30
SA	Mean	4.52	4.00	5.29	6.00	4.82	5.32	5.17	5.47
	Median	4	3	6	6	4	4	5	6

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[A]

Occupation – Top Responses (10%+)

Bar chart showing occupation top responses:
- Company: Exec — 28%
- Company: Non-mgr — 26%
- Professional/Specialist — 16%
- Company: Sales — 11%

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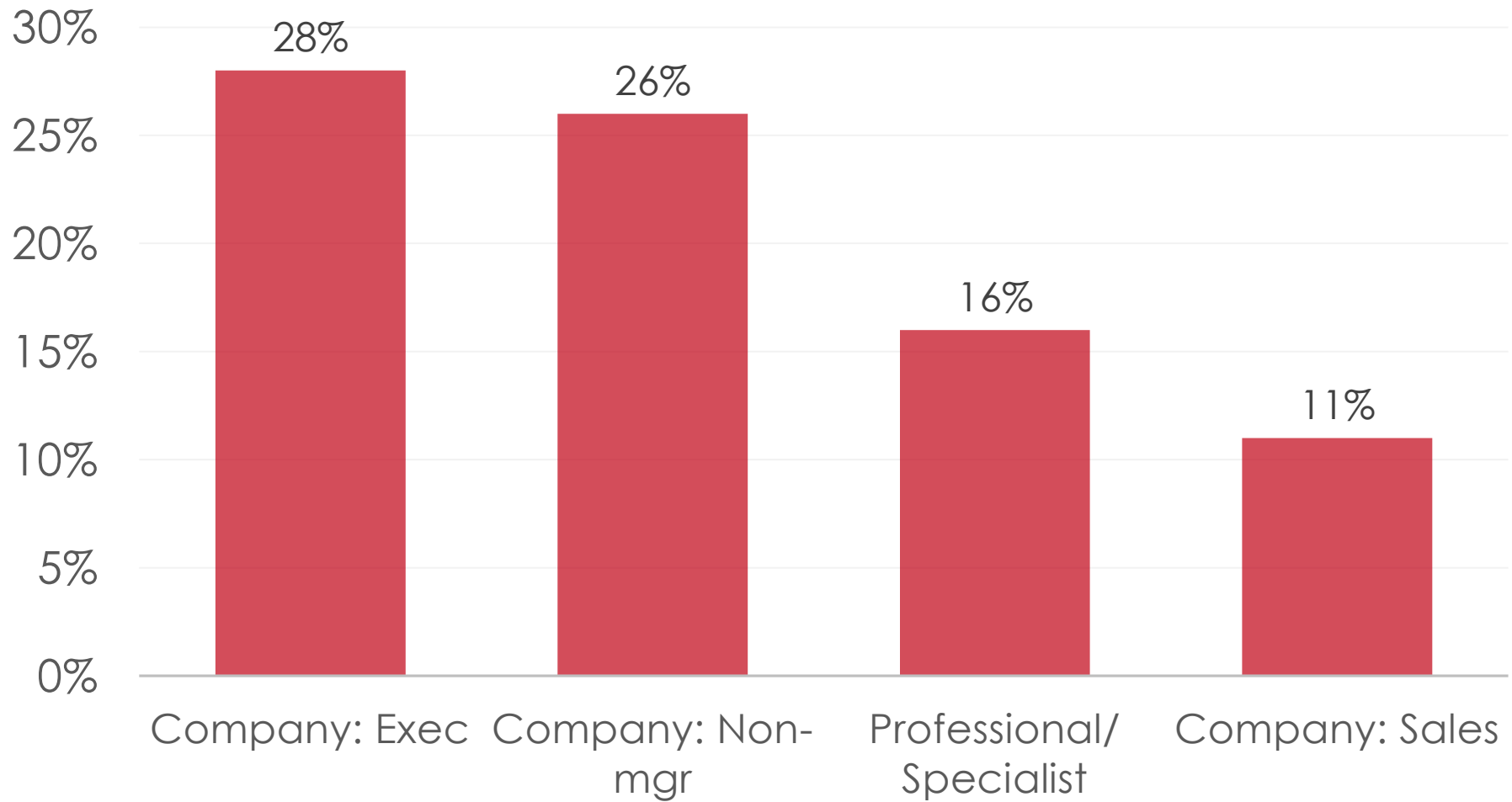
SECTION 2
TRAVEL PLANNING

[A]

Organized Group Tour

Organized
Group Tour
12%

No
88%

[A]
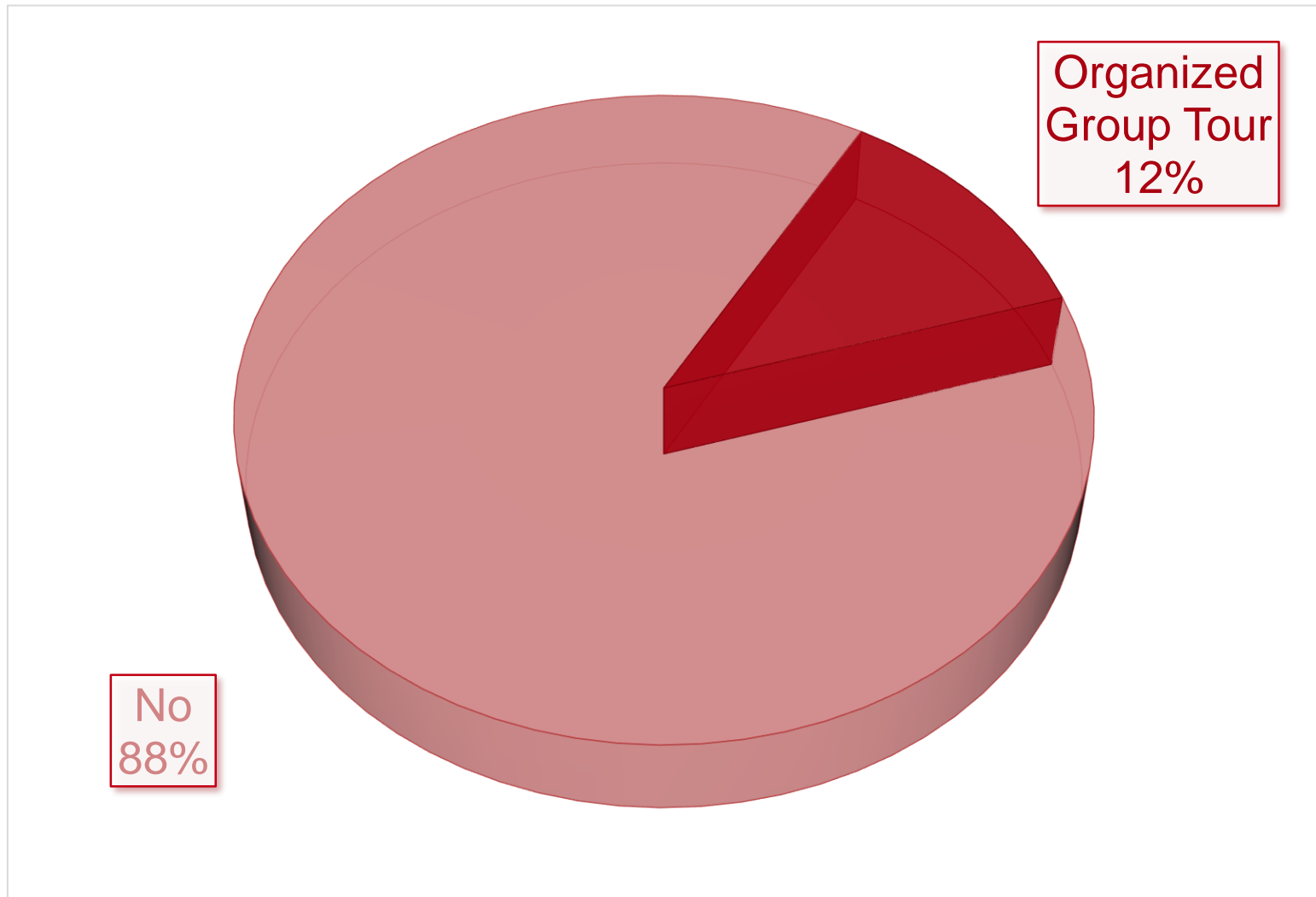
Organized Group Tour– Tracking

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
Organized Group Tour			11%	12%

[A]
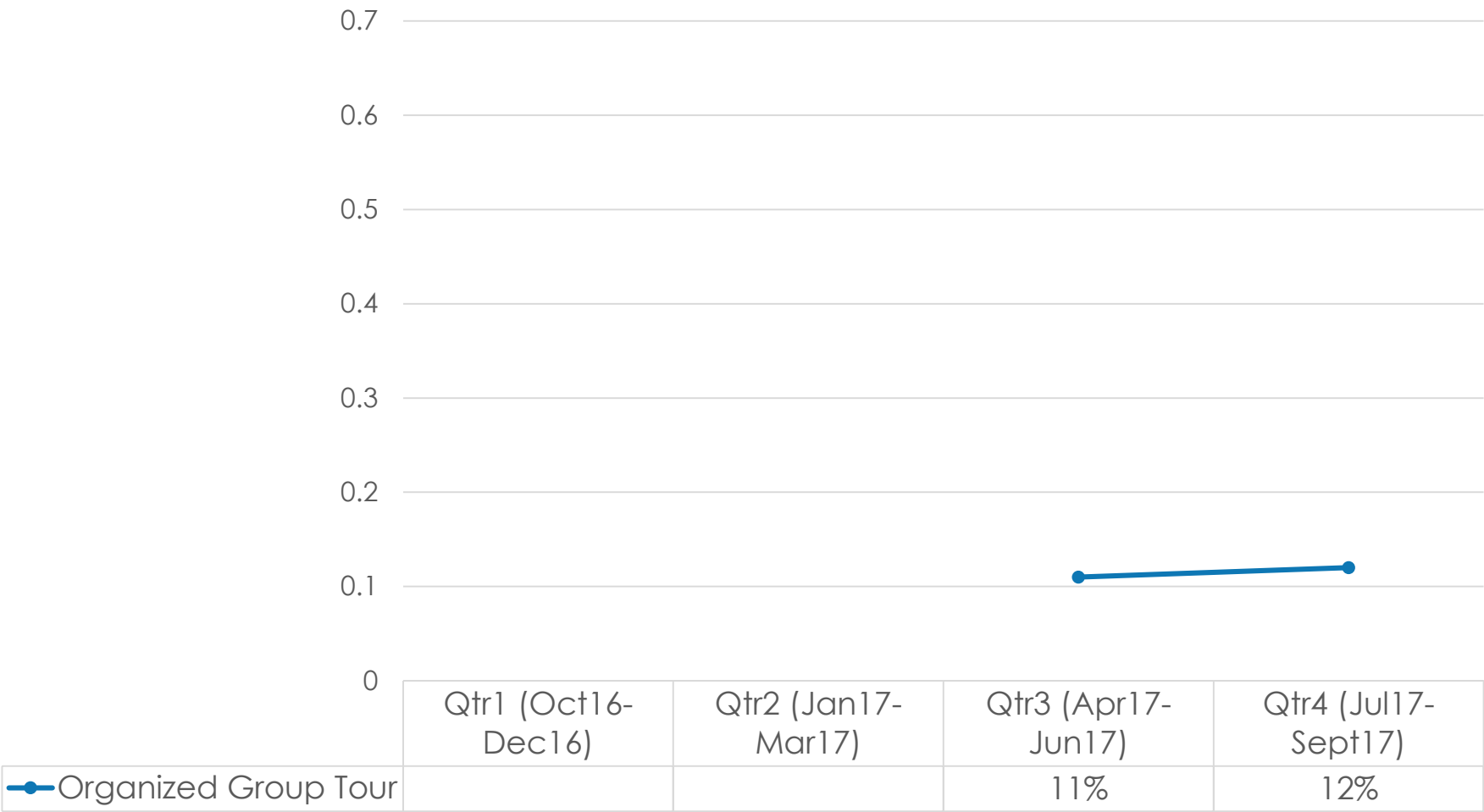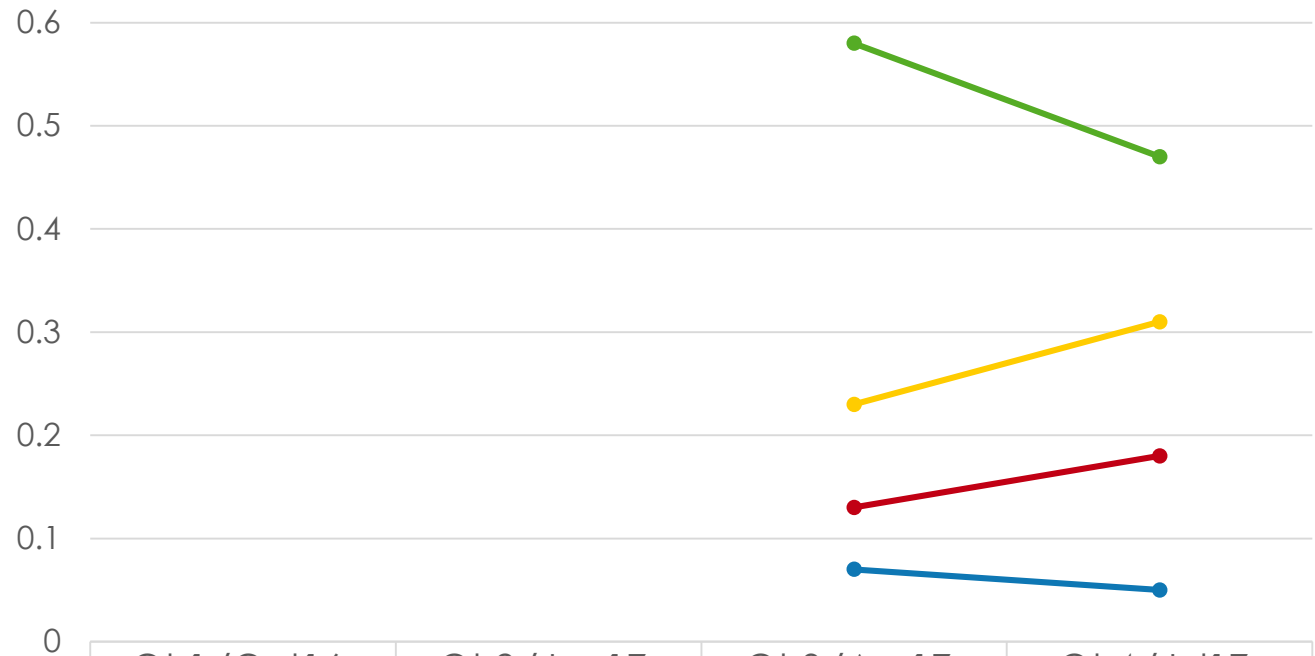
Travel Arrangements- Sources
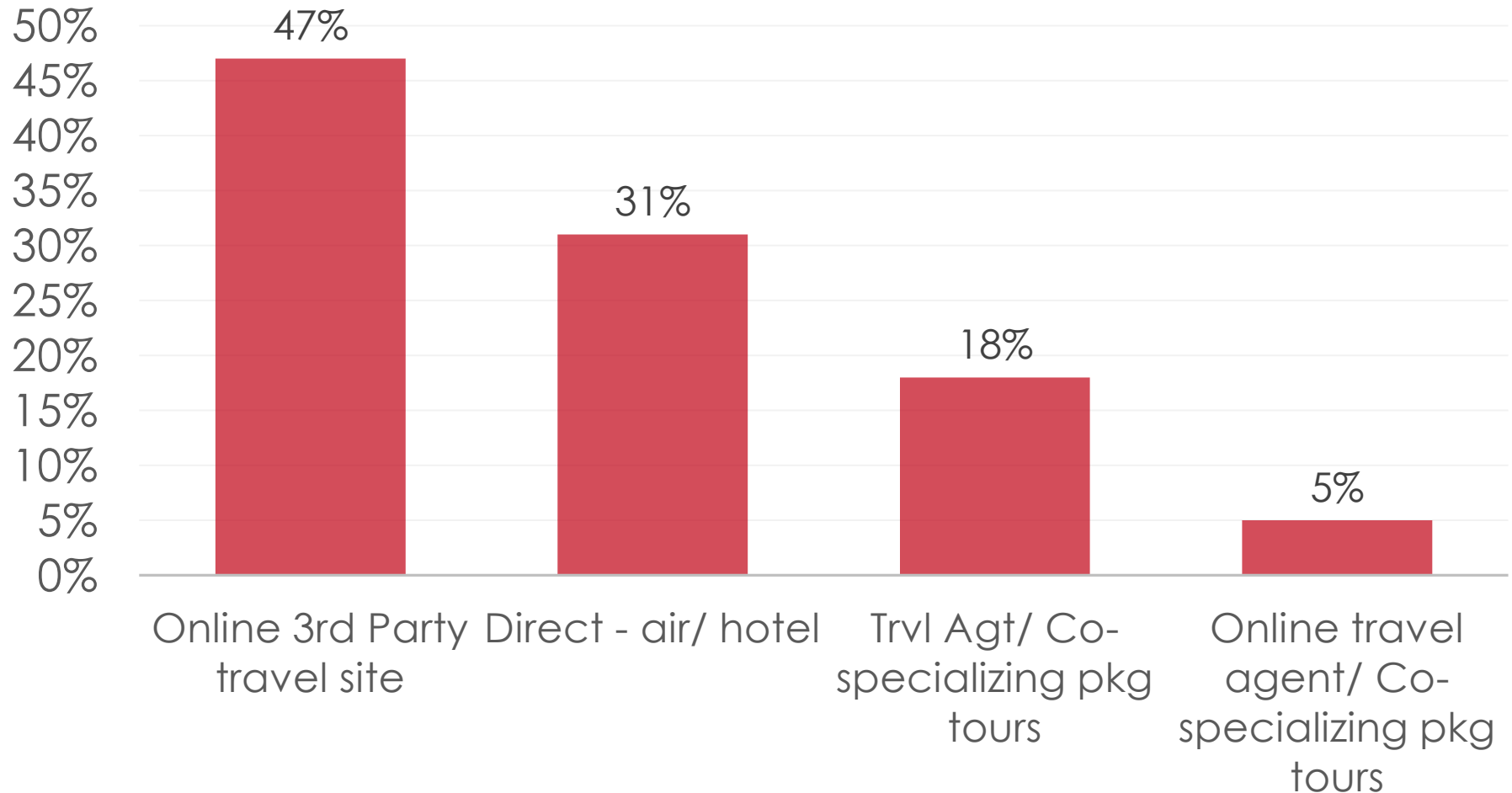
Travel Arrangements- Sources

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
Online travel agent			7%	5%
Trvl Agt/ Co- Pkg Tour			13%	18%
Online 3rd Party			58%	47%
Direct Air/ Hotel			23%	31%

[A]

Prepaid Pkg Trip

No
28%

Prepaid Pkg
72%

[A]

Prepaid Pkg Trip

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
Prepaid Pkg Trip			75%	72%

[A]

Already had US Visa Prior to Deciding to travel to Guam

Bar chart showing percentage of travelers who already had US Visa prior to deciding to travel to Guam:
- Qtr1 (Oct16-Dec16): 74%
- Qtr2 (Jan17-Mar17): 62%
- Qtr3 (Apr17-Jun17): 72%
- Qtr4 (Jul17-Sept17): 76%

[A]
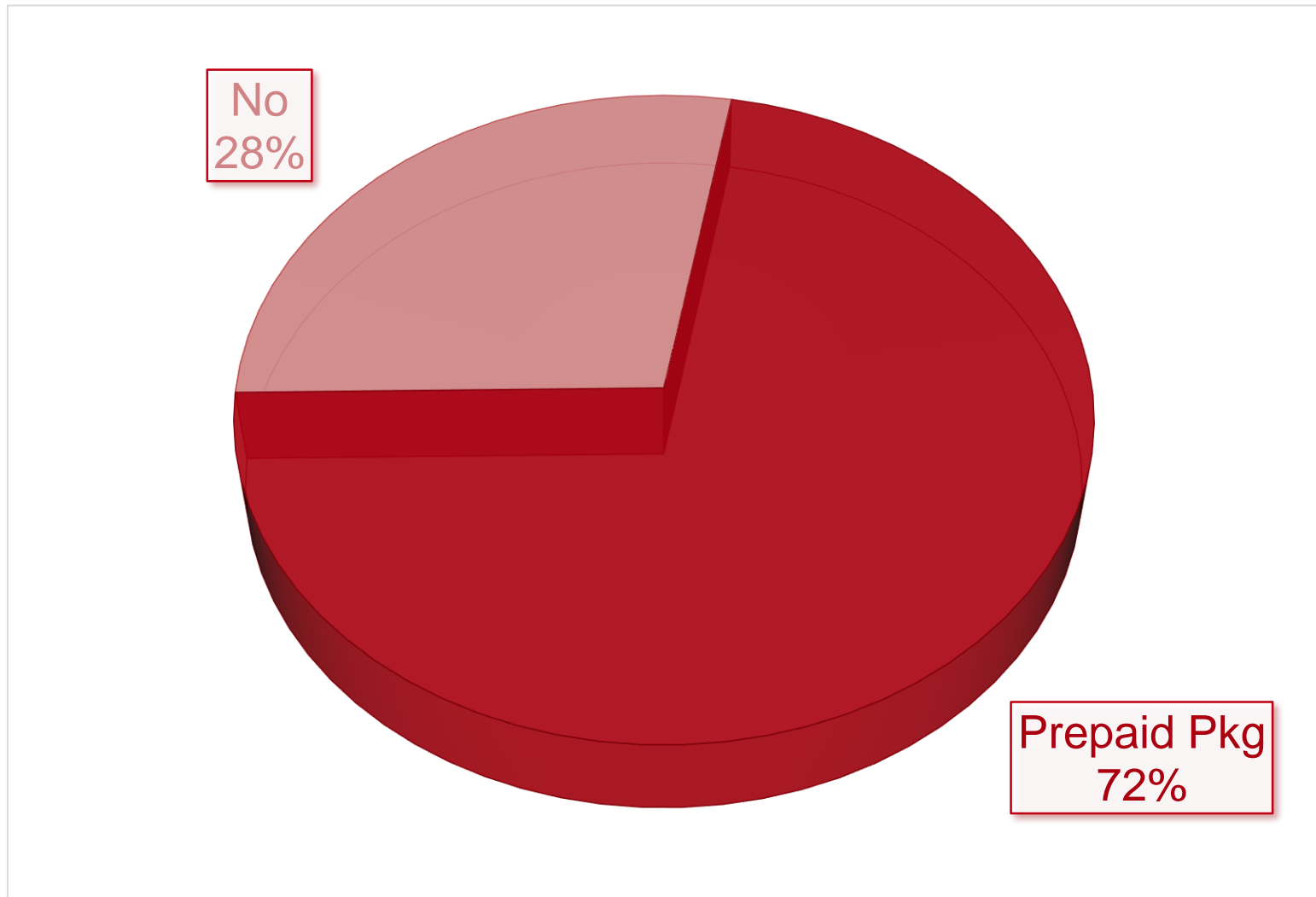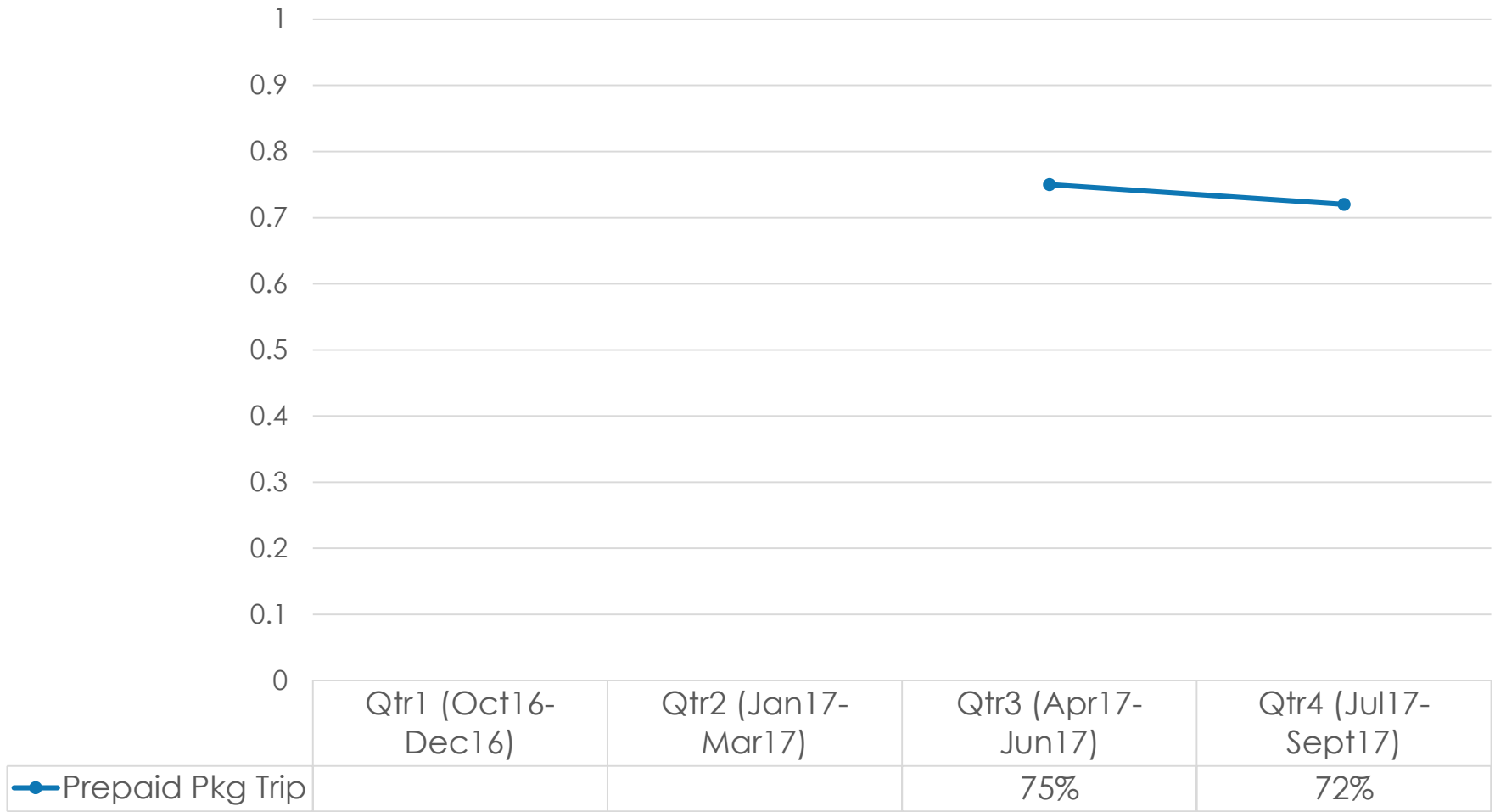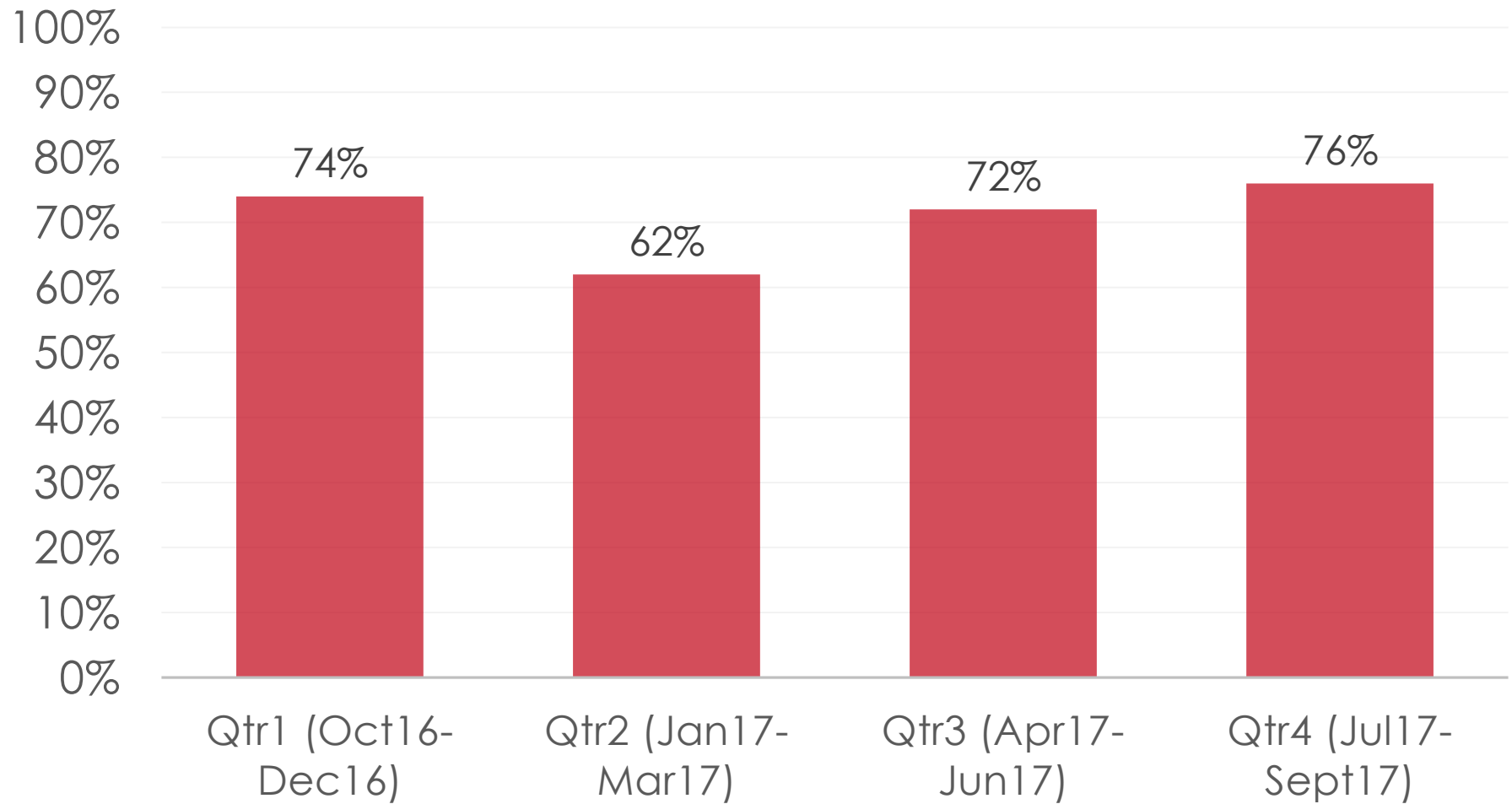
Accommodations (Top Responses)

Chart showing "Stayed At" (bars) and "Length of Stay" (line):

Accommodation	Stayed At	Length of Stay
Hilton Guam Resort	19%	4.38
Westin Resort Guam	15%	3.83
Hyatt Regency Guam	9%	5.14
Guam Reef & Olive	7%	5.10
Bayview Hotel	6%	3.11
Guam Plaza	6%	3.56

■ Stayed At ● Length of Stay

[A]
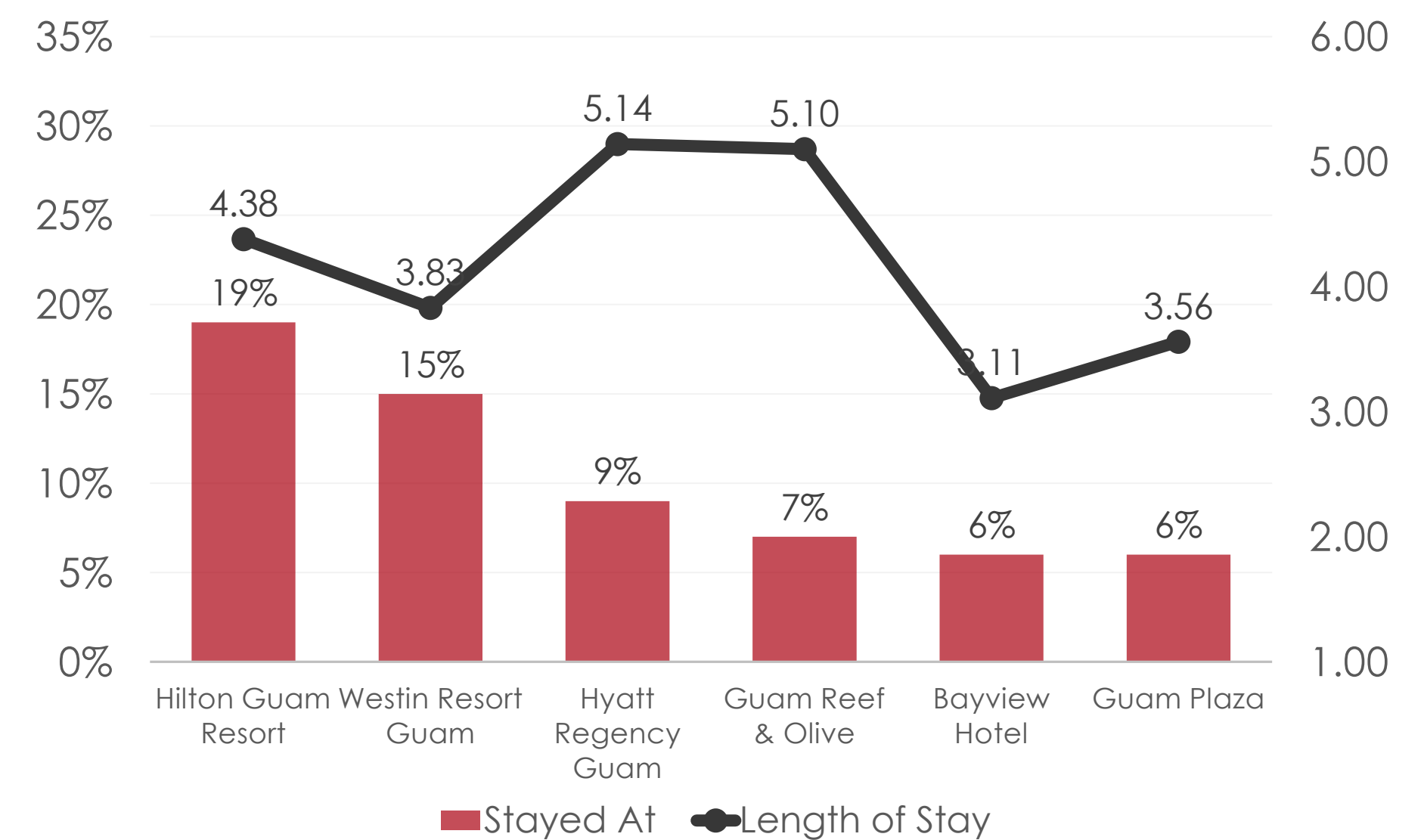
Travel Motivation (Top Responses)

Motivation	Percentage
Natural beauty	66%
Relax	38%
Shopping	33%
Short travel time	25%
Pleasure	23%
Water sports	14%
Safe	14%
Recommendation	10%
Prior trip	8%
Price	7%

[A]
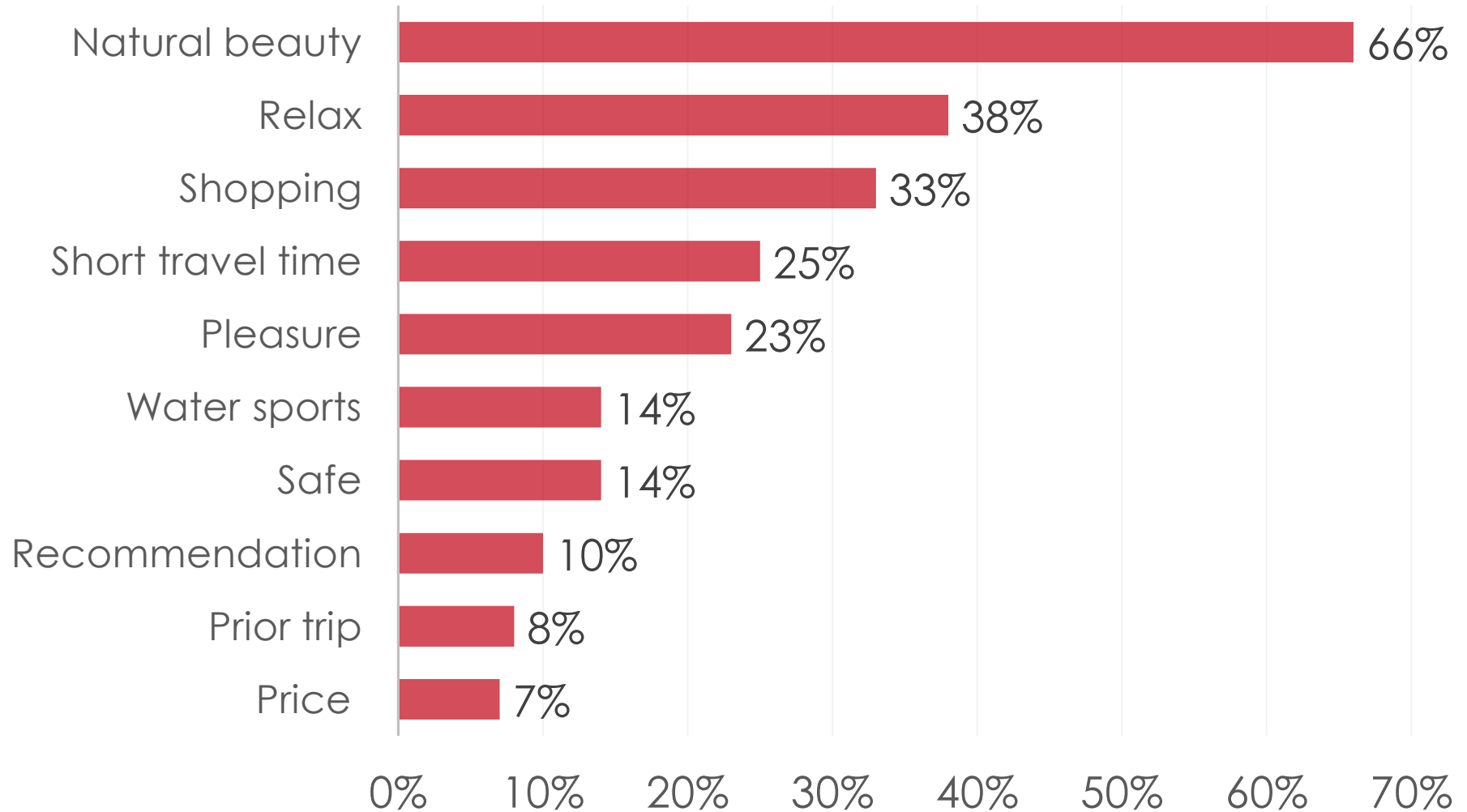
Travel Motivation – Key Segments

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

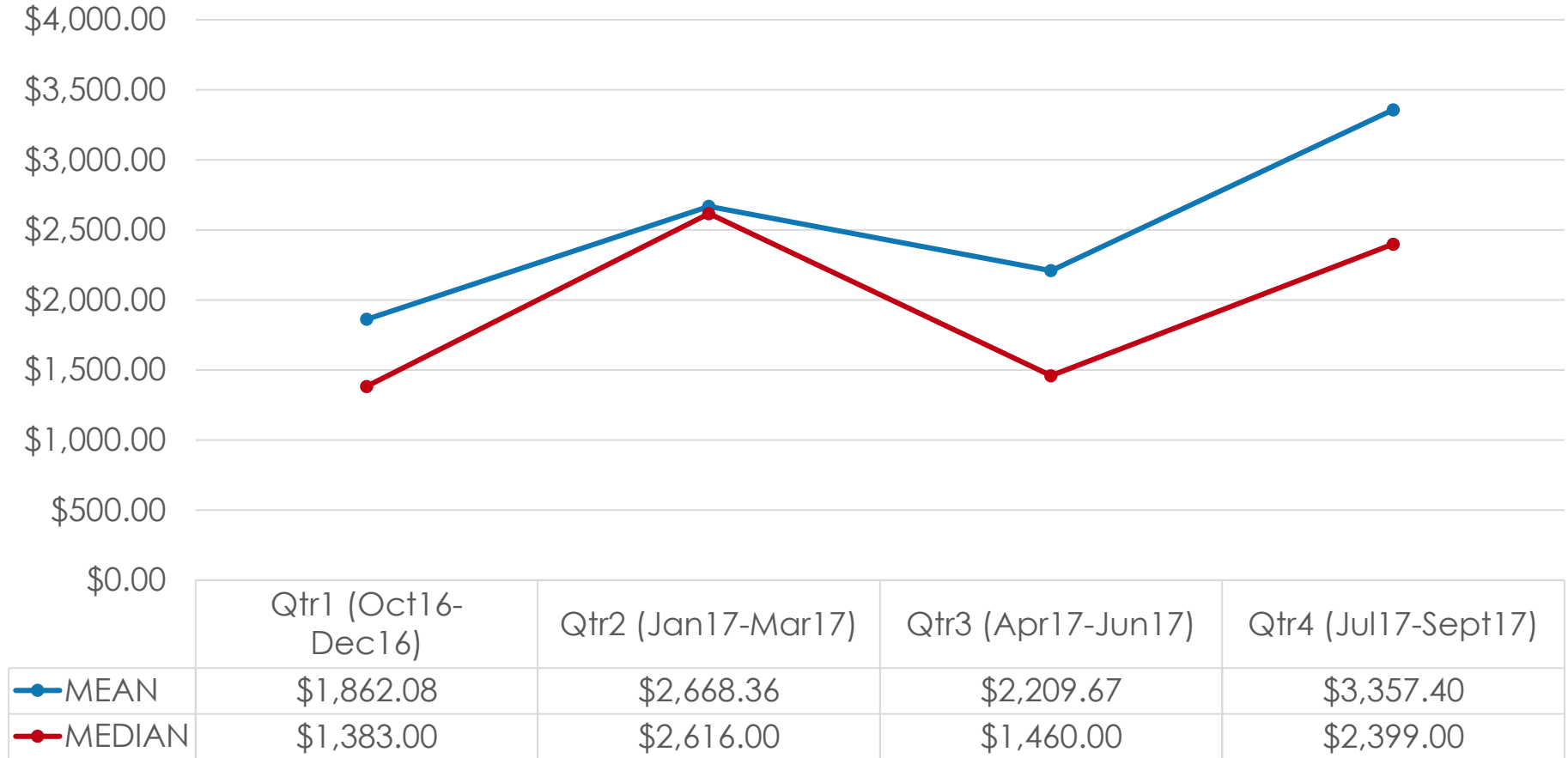|		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ADV	EDUCATION
		-	-	-	-	-	-	-	-
Q5A	Beautiful seas, beaches, tropical climate	66%	33%	71%		71%	66%	71%	60%
	Just to relax	38%				39%	34%	28%	33%
	Shopping	33%		43%		35%	32%	29%	27%
	Short travel time (not too far from home)	25%		14%		24%	19%	29%	40%
	Pleasure/ vacation	23%	33%			24%	23%	23%	23%
	Water sports (snorkeling, windsurfing, parasailing)	14%		29%		17%	13%	27%	13%
	It is a safe place to spend a vacation	14%				16%	15%	17%	10%
	Recommendation of friend/ relative/ travel agency	10%	67%	14%		11%	11%	10%	7%
	A previous visit	8%		14%		8%	6%	4%	3%
	Price of the tour package	7%		14%		7%	6%	6%	3%
	No Visa required	7%				8%	11%	6%	7%
	Career certification/ testing	5%				3%	9%	4%	27%
	Scuba diving	5%	33%			4%	6%	9%	3%
	Honeymoon	5%		100%		6%	2%	6%	7%
	To visit friends or relatives	2%	33%			2%	2%	1%	
	Company/ business trip	1%						1%	
	My company sponsored me	1%						2%	
	Incentive trip	1%	67%			1%	2%	1%	3%
	Adventure	1%						2%	3%
	To golf	1%							
	Convention/ conference/ trade show/ meeting	1%	33%			1%		1%	
	To Get Married/ attend Wedding	1%			100%	1%			
	Total	153	3	7	1	113	47	82	30

[A]

SECTION 3
EXPENDITURES

[A]

Prepaid Expenditures
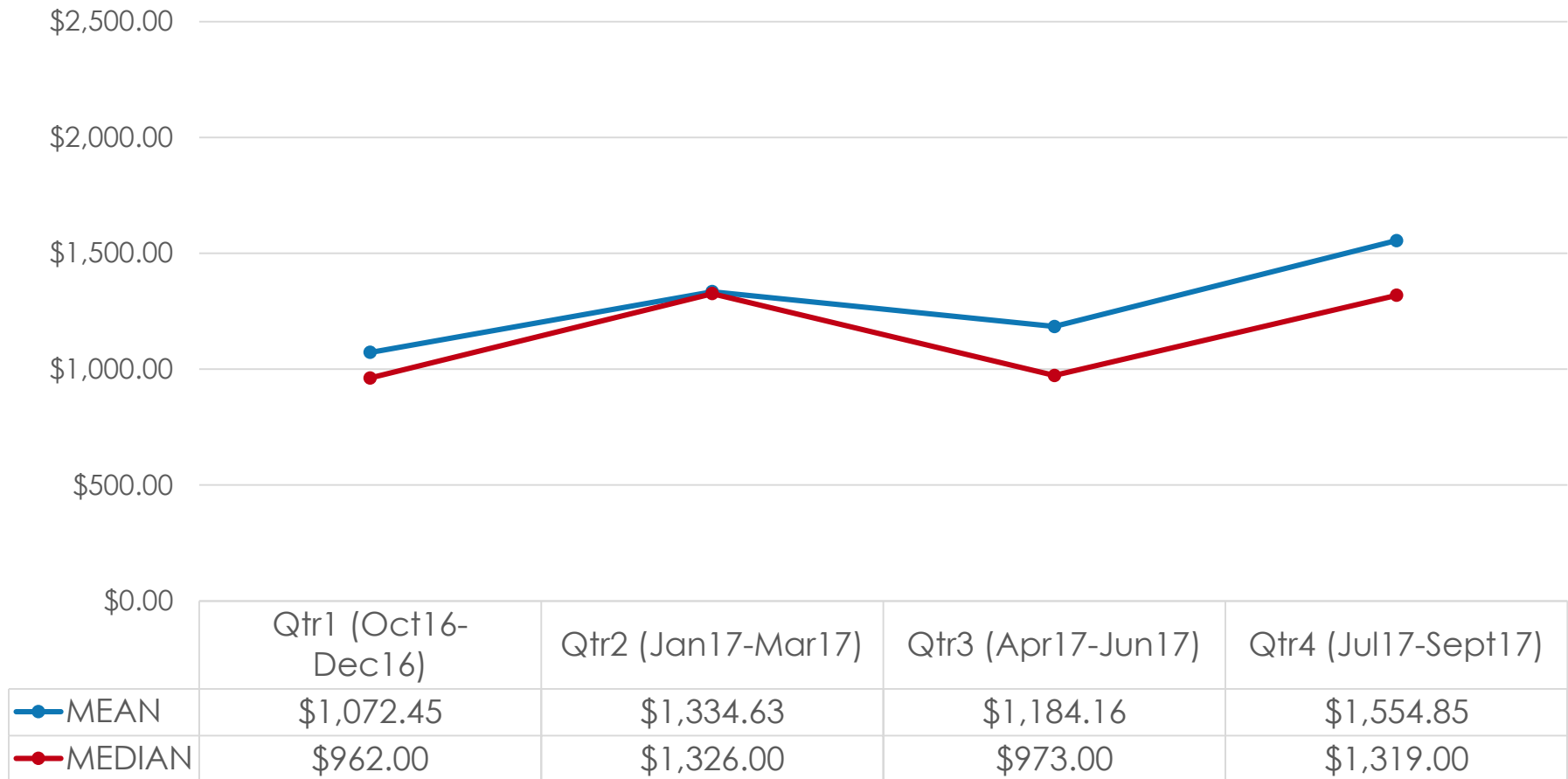
- $3,357.40 = overall mean average prepaid expense (for entire travel party size) by respondent

- $1,554.85 = overall mean average <u>per person</u> prepaid expenditures

[A]

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	$3,357.40
MEDIAN	$1,383.00	$2,616.00	$1,460.00	$2,399.00

[A]

Prepaid Per Person– FY2017 Tracking

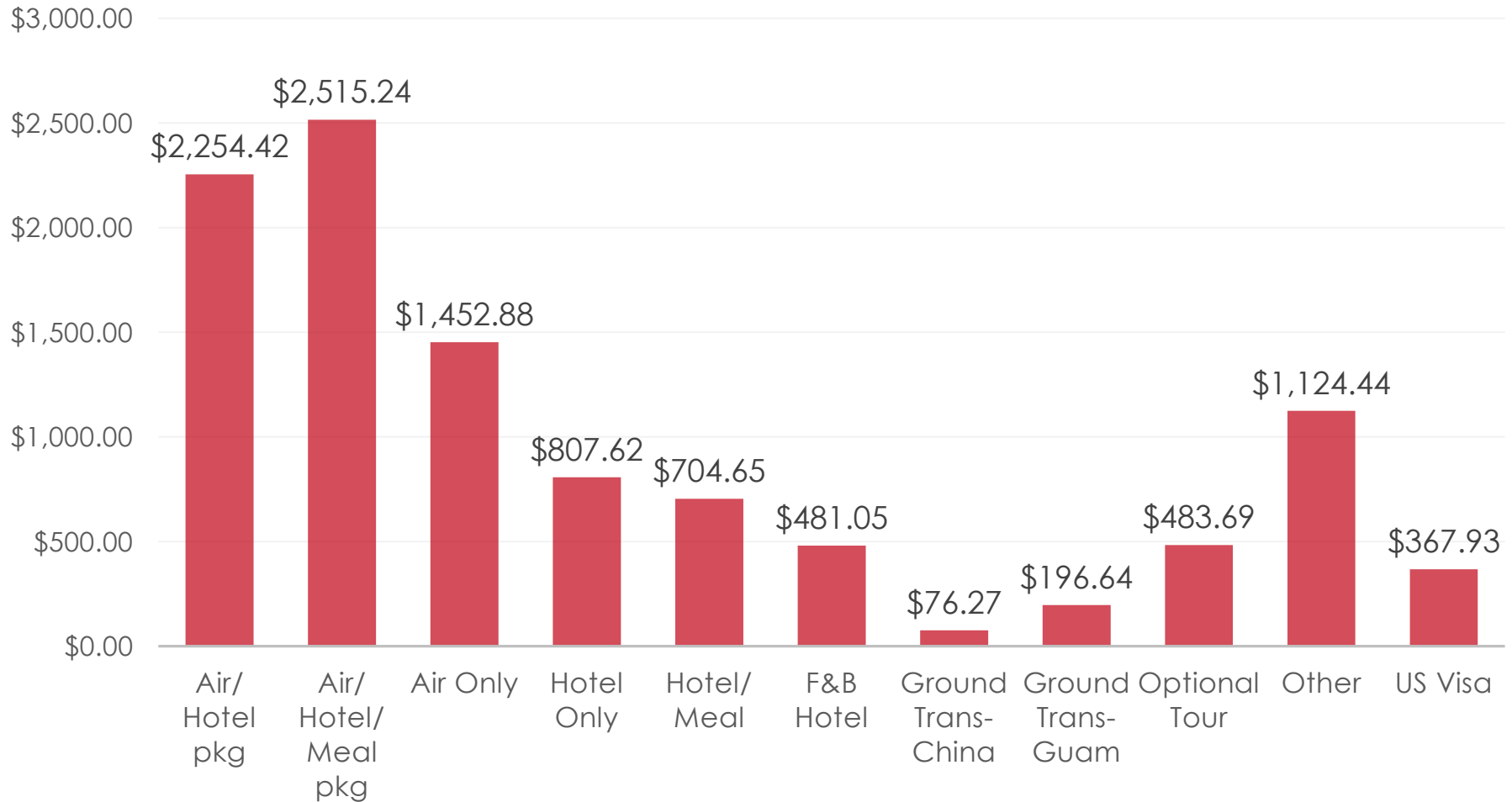|	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$1,072.45	$1,334.63	$1,184.16	$1,554.85
MEDIAN	$962.00	$1,326.00	$973.00	$1,319.00

[A]

Prepaid Per Person– Key Segments

GVB EXIT SURVEY
Q10A PREPAID - PER PERSON:

		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ADV	EDUCATION
		-	-	-	-	-	-	-	-
PREPAID PP	Mean	$1,554.85	$399.80	$1,383.59	$1,874.06	$1,436.23	$1,933.95	$1,488.58	$1,305.51
	Median	$1,319	$0	$1,529	$1,874	$1,292	$1,499	$1,421	$1,349

Prepared by Anthology Research

[A]

# Prepaid Expenses by Category – MEAN Entire Travel Party

Bar chart showing mean prepaid expenses by category for the entire travel party:

Category	Mean
Air/Hotel pkg	$2,254.42
Air/Hotel/Meal pkg	$2,515.24
Air Only	$1,452.88
Hotel Only	$807.62
Hotel/Meal	$704.65
F&B Hotel	$481.05
Ground Trans-China	$76.27
Ground Trans-Guam	$196.64
Optional Tour	$483.69
Other	$1,124.44
US Visa	$367.93

[A]

Prepaid– FY2017 Tracking
Airfare & Accommodation Packages
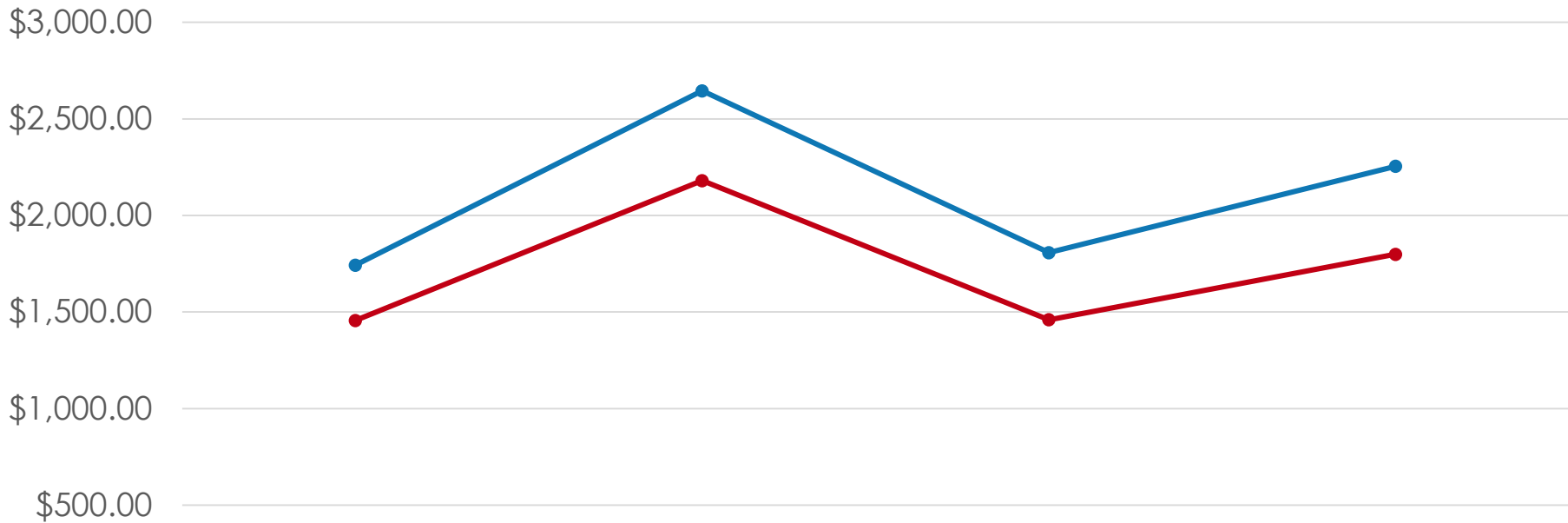
	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$1,742.95	$2,645.01	$1,807.81	$2,254.42
MEDIAN	$1,456.00	$2,180.00	$1,460.00	$1,799.00

[A]

Prepaid– FY2017 Tracking
Airfare & Accommodation W/ Meal Packages
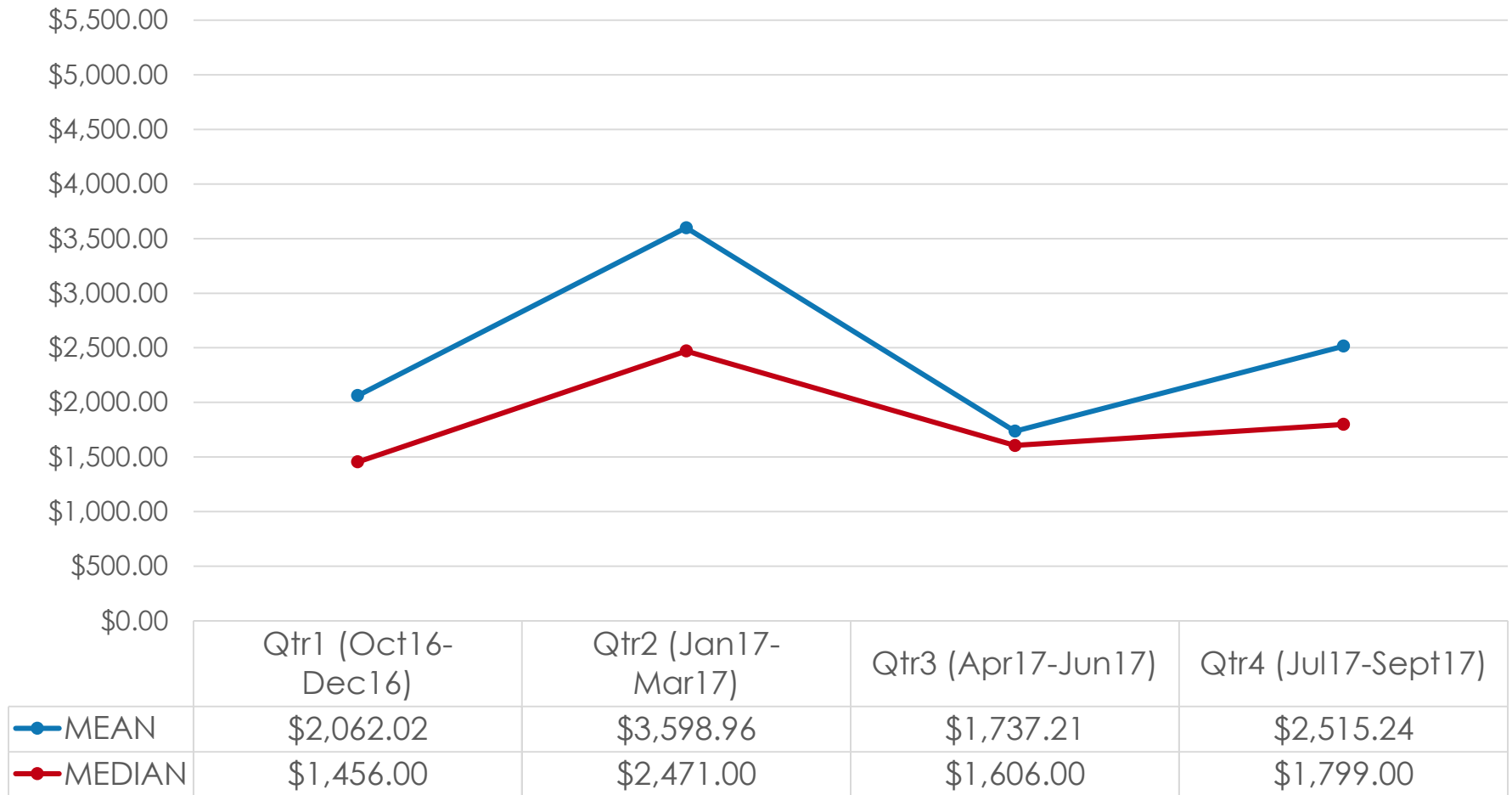
	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$2,062.02	$3,598.96	$1,737.21	$2,515.24
MEDIAN	$1,456.00	$2,471.00	$1,606.00	$1,799.00

[A]

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	$1,452.88
MEDIAN	$961.00	$923.00	$657.00	$1,049.00

[A]

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	$807.62
MEDIAN	$437.00	$581.00	$493.00	$675.00

[A]
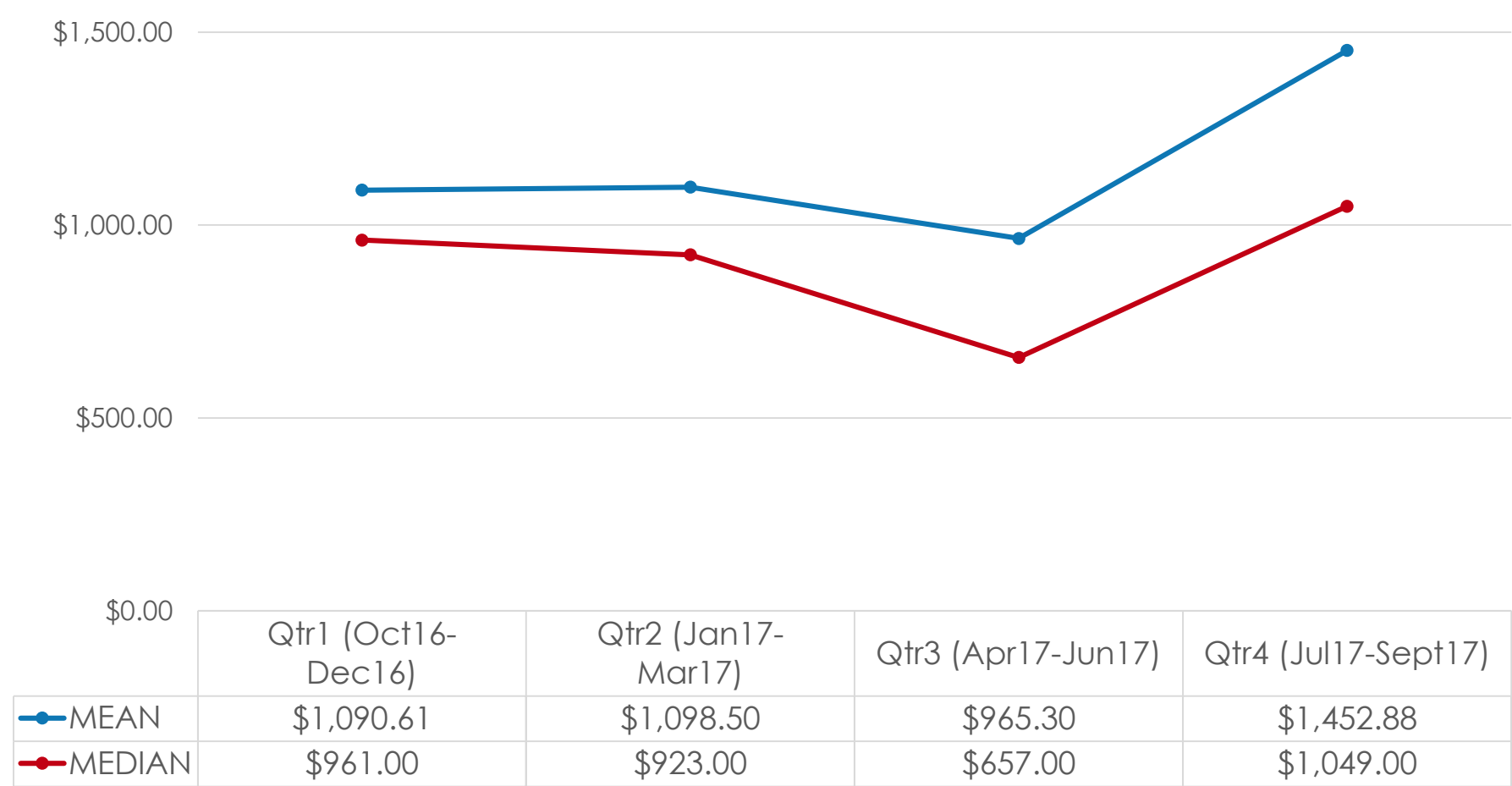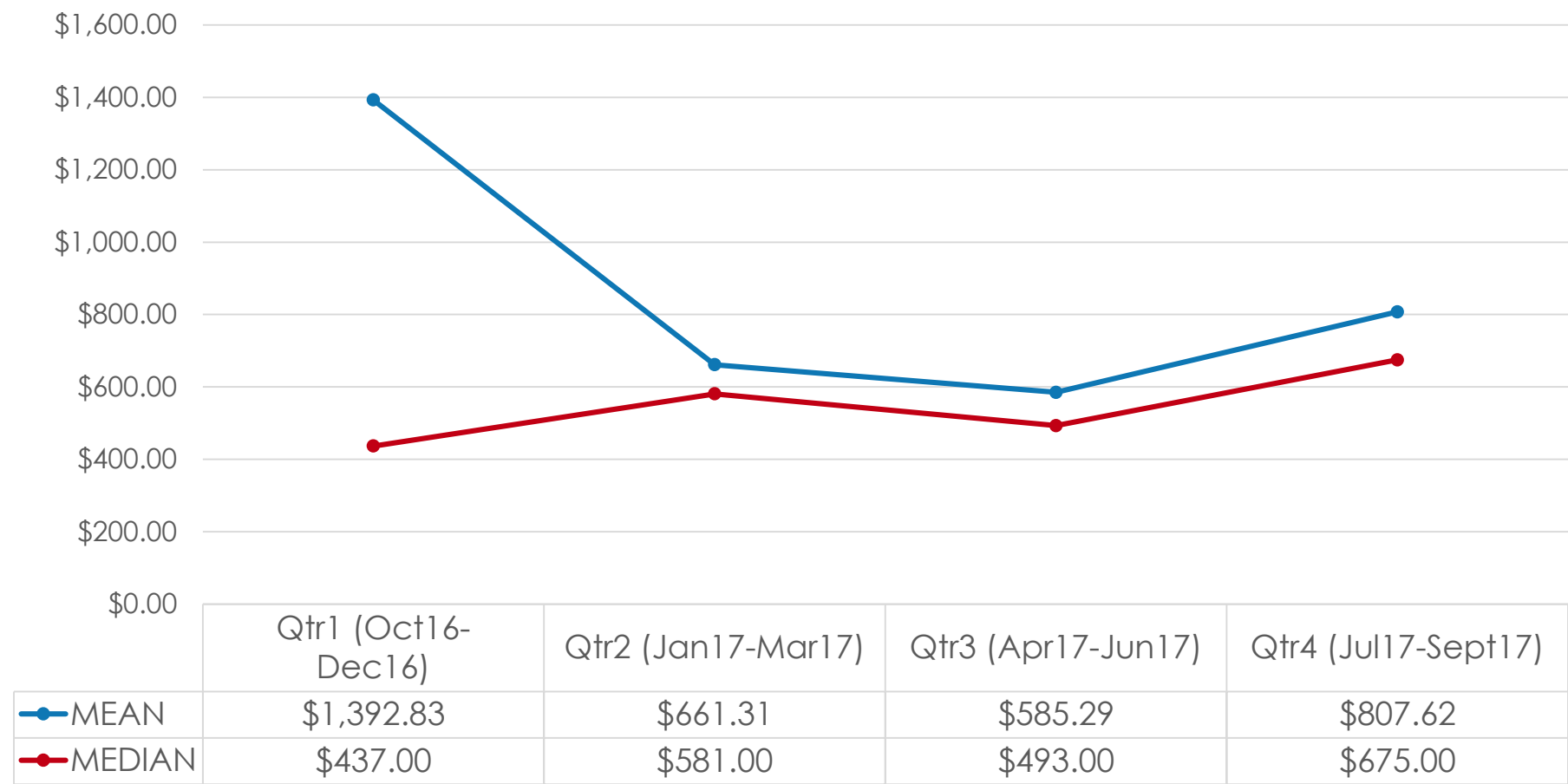
Prepaid– FY2017 Tracking
Accommodations w/ Meal Only

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$339.64	$436.05	$291.97	$704.65
MEDIAN	$218.00	$436.00	$292.00	$465.00

[A]
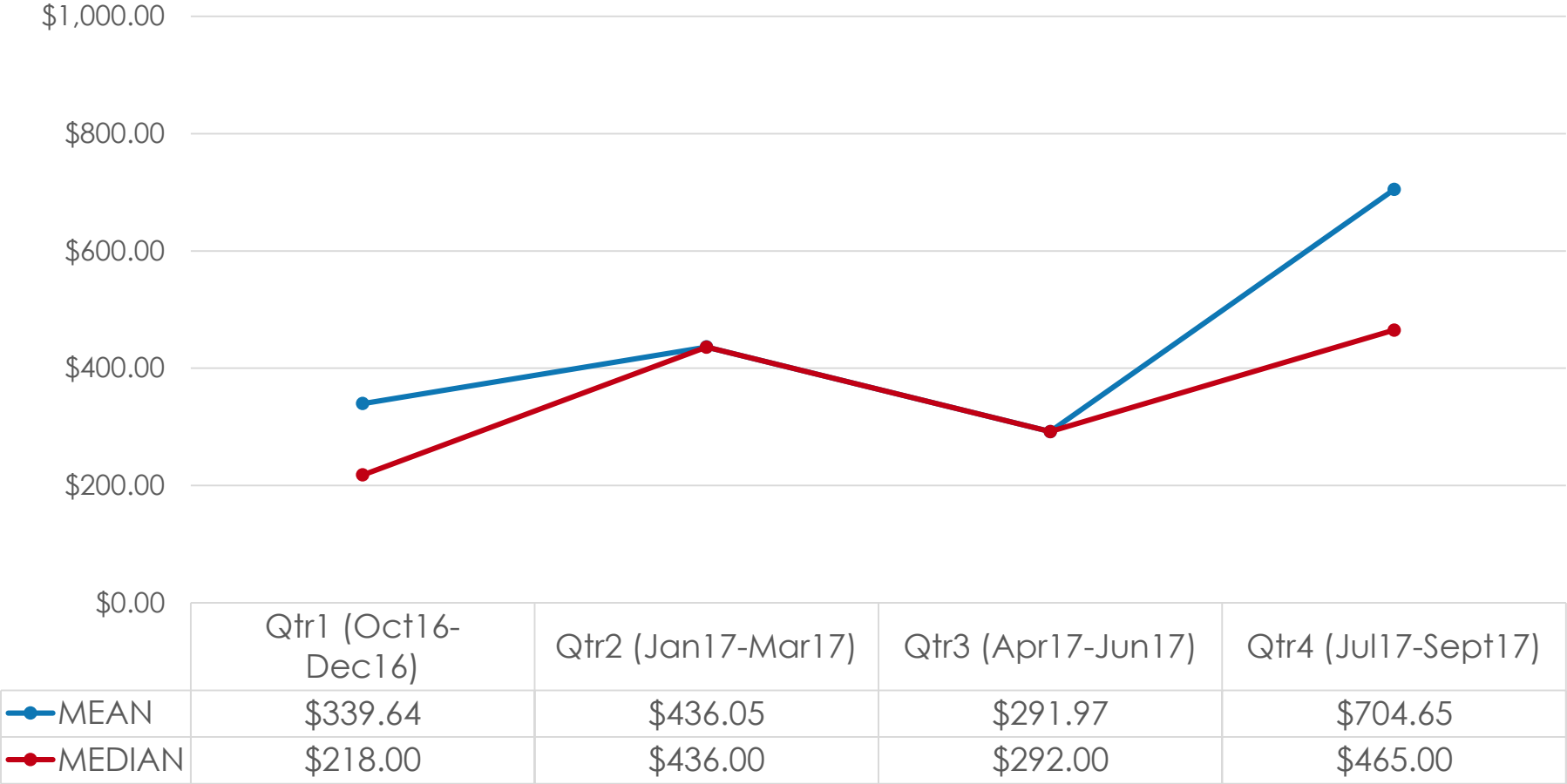
Prepaid– FY2017 Tracking
Food & Beverage in Hotel
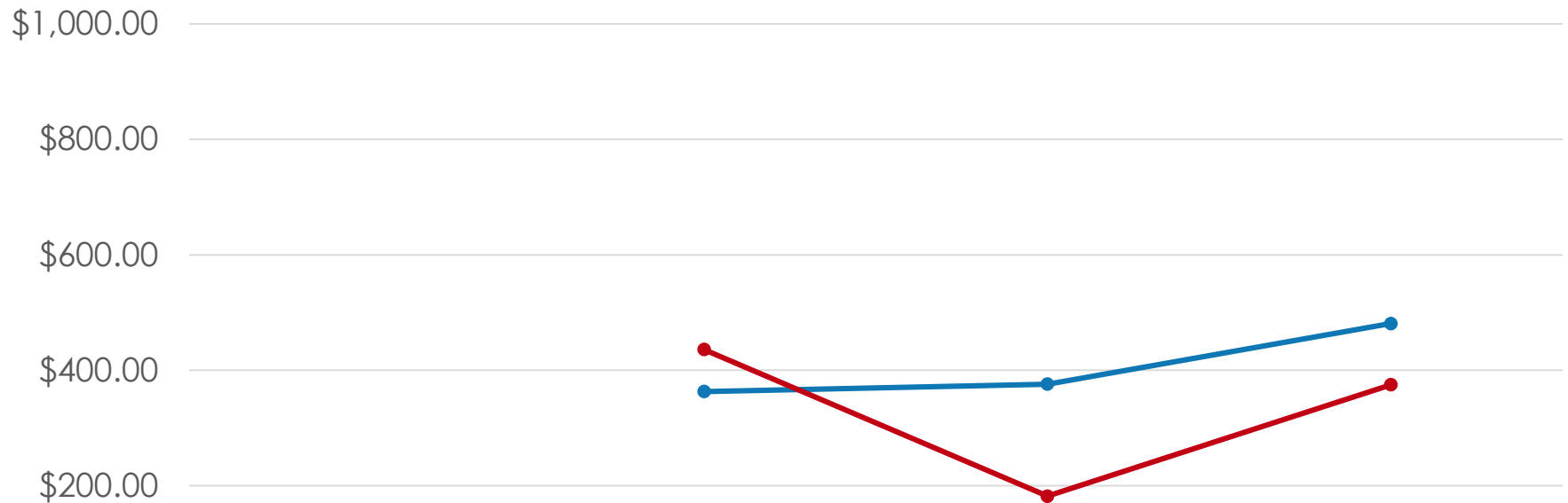
	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN		$363.25	$375.86	$481.05
MEDIAN		$436.00	$182.00	$375.00

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Prepaid– FY2017 Tracking
Ground Transportation - China
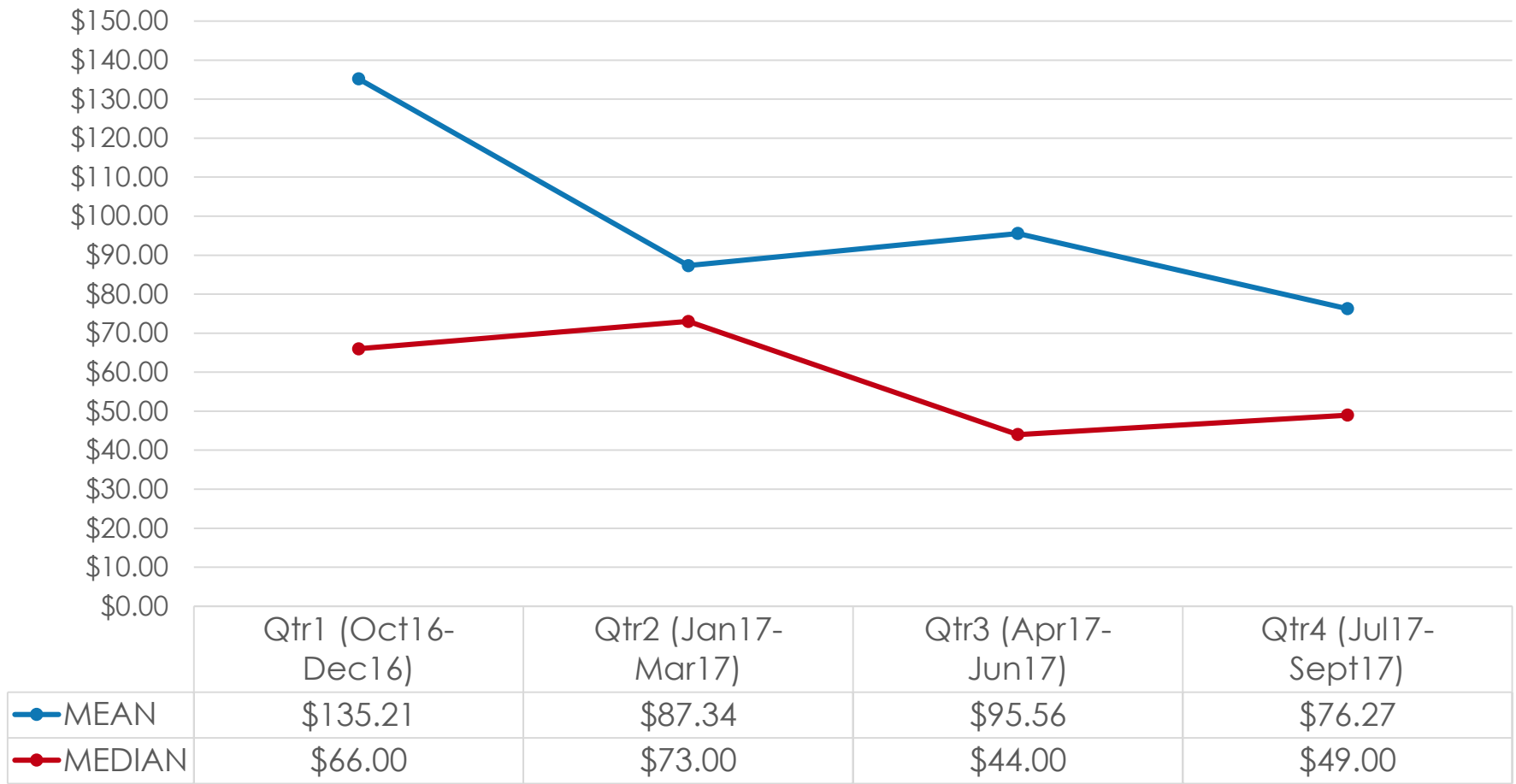
	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$135.21	$87.34	$95.56	$76.27
MEDIAN	$66.00	$73.00	$44.00	$49.00

[A]

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	$196.64
MEDIAN	$146.00	$145.00	$88.00	$150.00

[A]
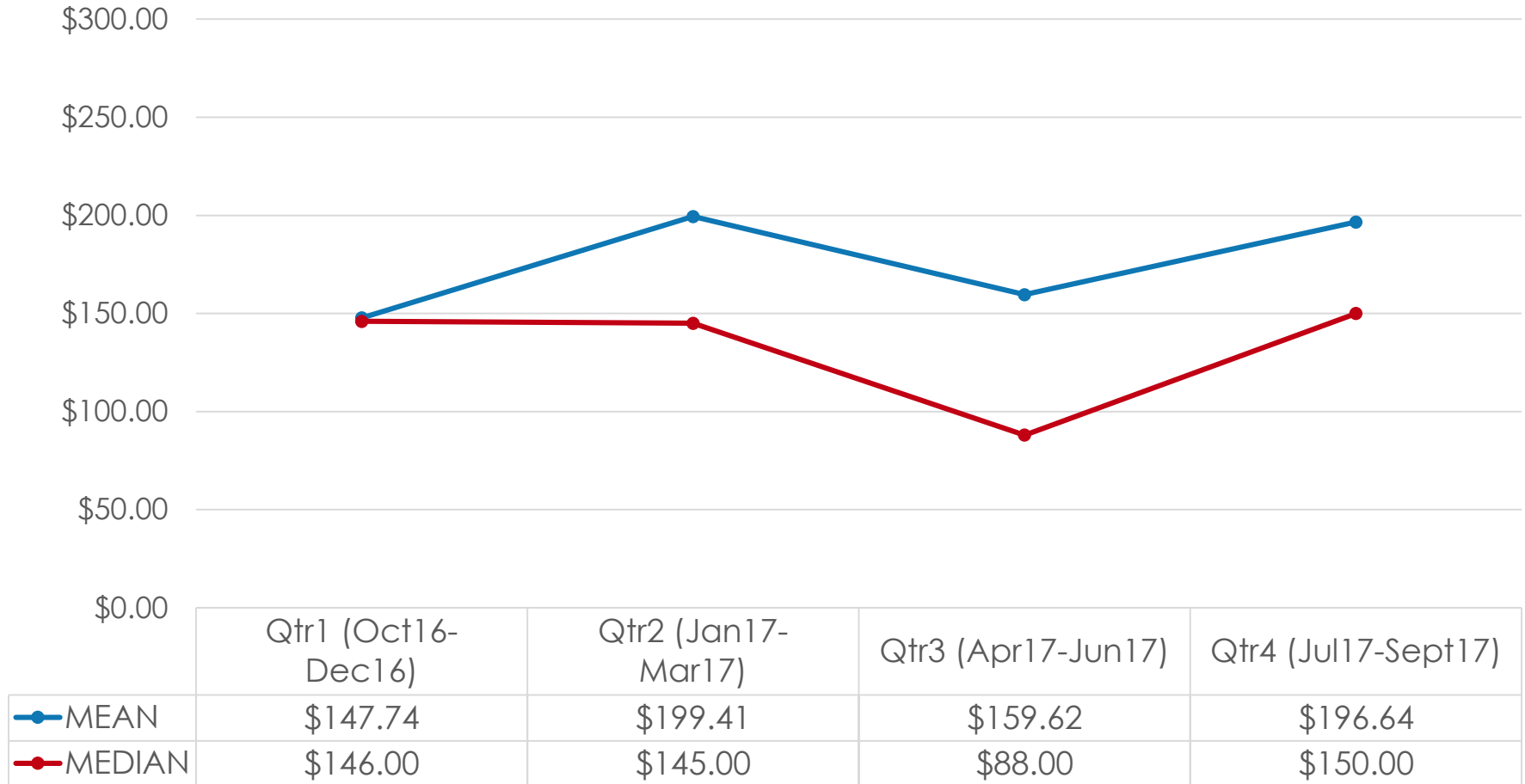
Prepaid– FY2017 Tracking
Optional tours/ Activities
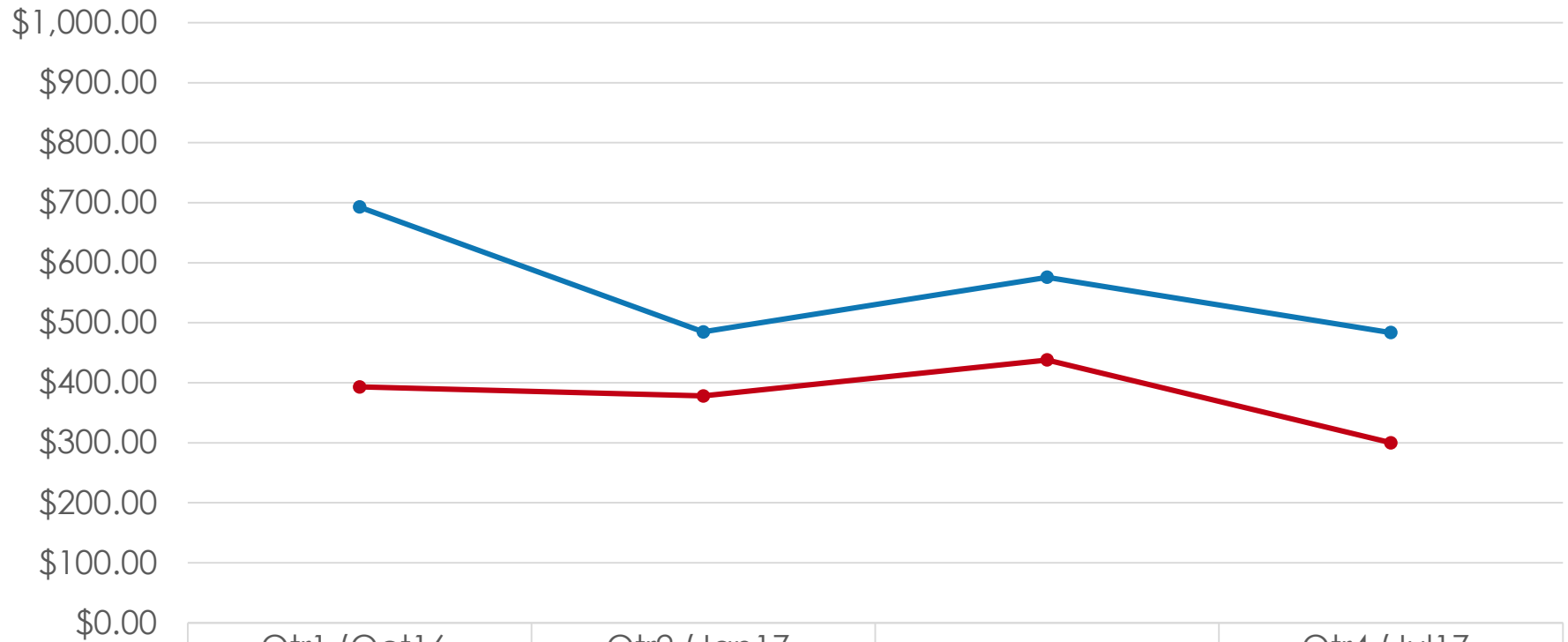
	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$692.92	$484.83	$575.73	$483.69
MEDIAN	$393.00	$378.00	$438.00	$300.00

[A]

Prepaid– FY2017 Tracking
US Visa
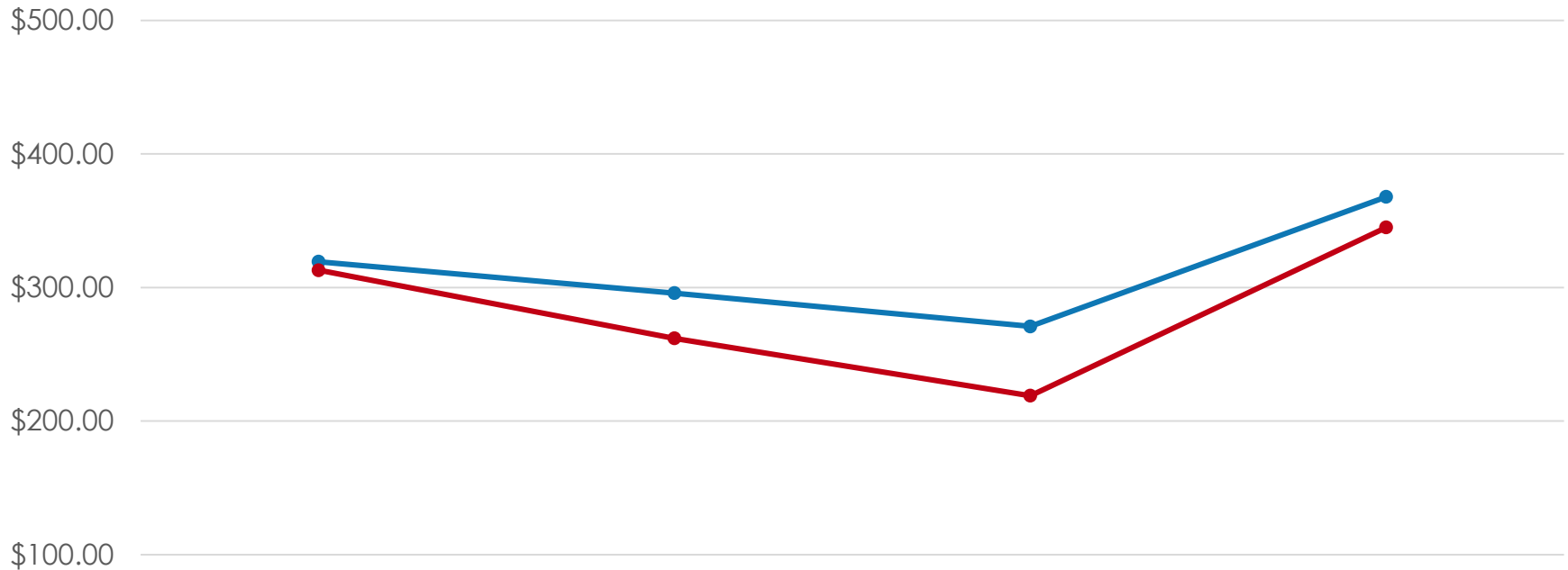
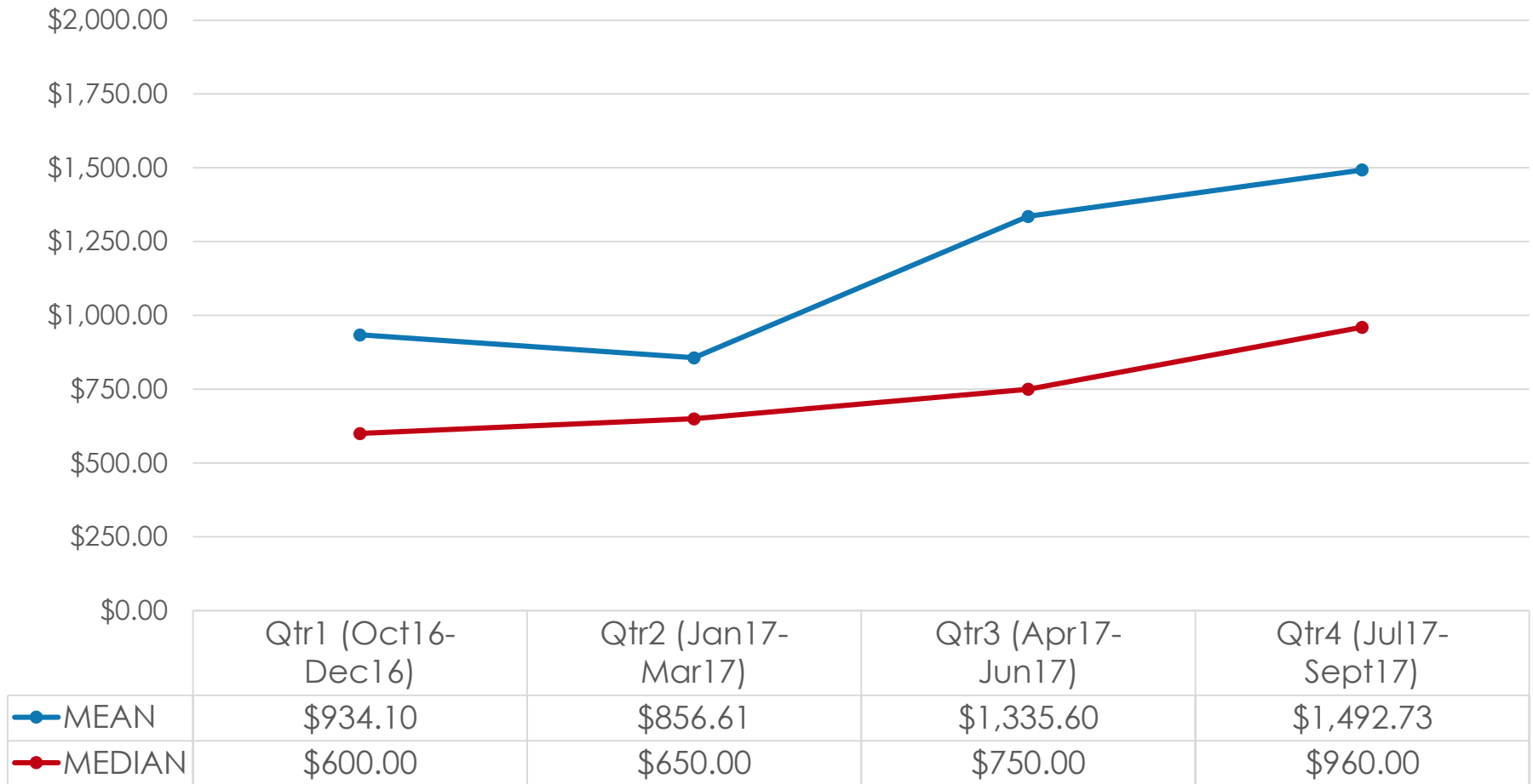|	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$319.36	$295.83	$270.86	$367.93
MEDIAN	$313.00	$262.00	$219.00	$345.00

[A]

On-Island Expenditures

- $3,016.82 = overall mean average prepaid expense (for entire travel party size) by respondent

- $1,492.73 = overall mean average <u>per person</u> prepaid expenditures

[A]

On-Island Entire Travel Party – FY2017 Tracking

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$1,494.14	$1,517.87	$2,334.21	$3,016.82
MEDIAN	$1,000.00	$1,000.00	$1,305.00	$2,000.00

[A]

On-Island Per Person – FY2017 Tracking

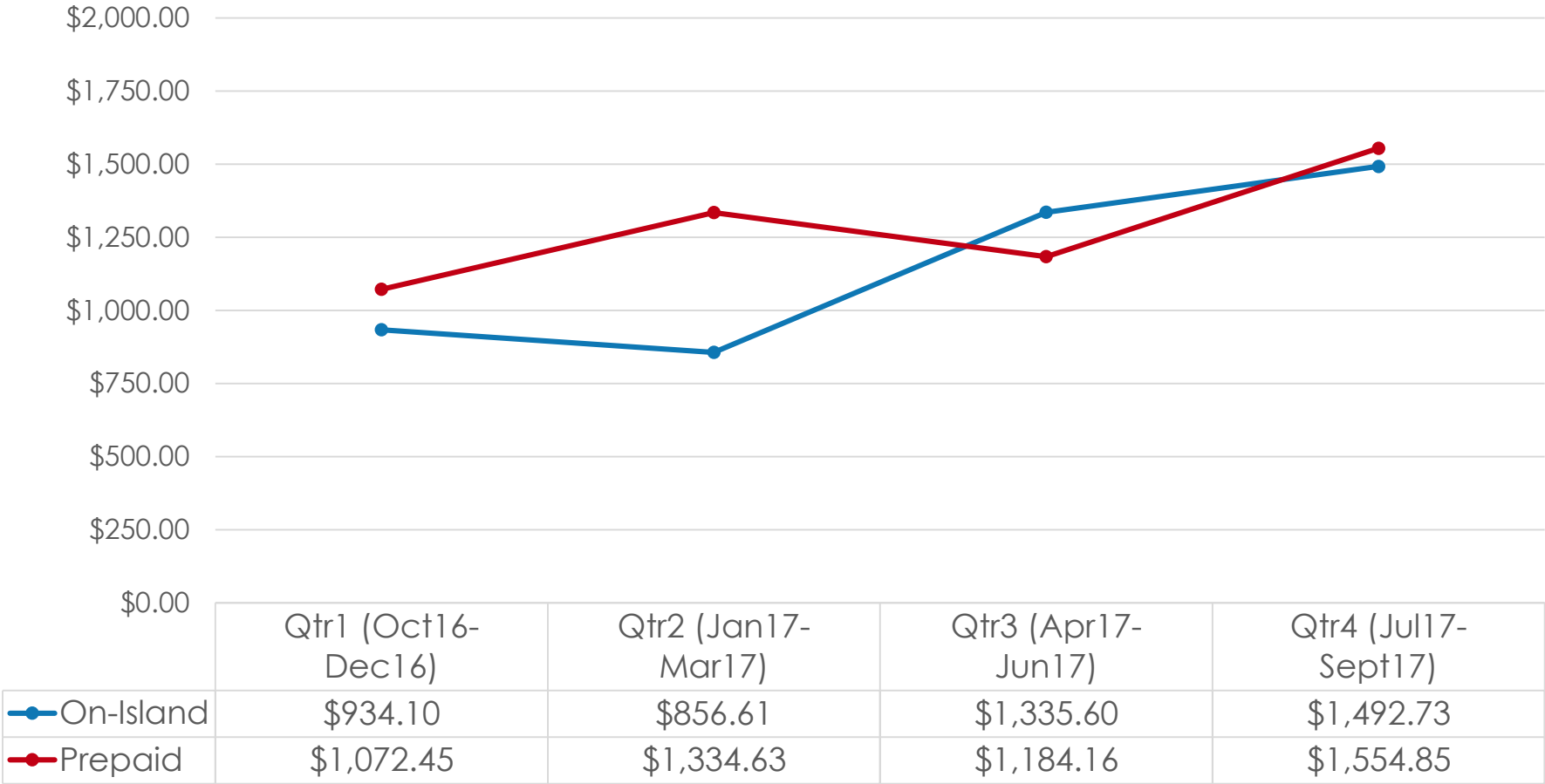|	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$934.10	$856.61	$1,335.60	$1,492.73
MEDIAN	$600.00	$650.00	$750.00	$960.00

[A]

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	$1,492.73	$1,445.56	$2,292.86	$500.00	$1,303.70	$1,585.60	$1,571.26	$1,644.44
	Median	$960	$1,050	$3,000	$500	$833	$1,000	$1,005	$708

Prepared by Anthology Research

[A]

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	$1,492.73
Prepaid	$1,072.45	$1,334.63	$1,184.16	$1,554.85

[A]

On-Island Per Day Spending – FY2017 Tracking MEAN
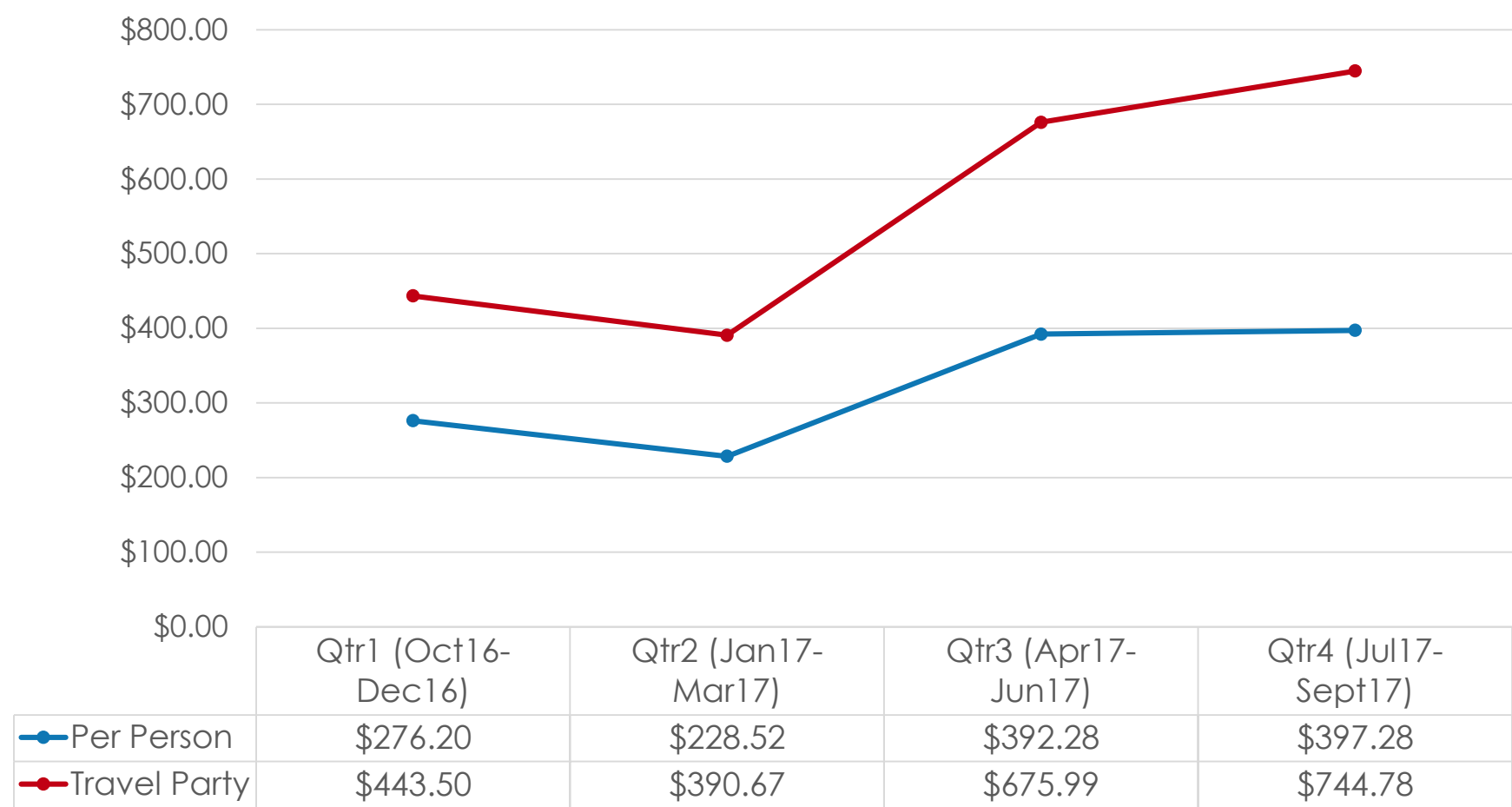
	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
Per Person	$276.20	$228.52	$392.28	$397.28
Travel Party	$443.50	$390.67	$675.99	$744.78

[A]

On-Island Expenses by Category – MEAN Entire Travel Party

Bar chart showing mean on-island expenses by category:

- F&B Hotel: $166.32
- F&B Fast Food/Conv Store: $160.37
- F&B Restaurant: $400.35
- Optional Tour: $445.71
- Gift- Self: $857.39
- Gift-Others: $681.66
- Local Trans: $160.37
- Other: $91.27

[A]

On-Island – FY2017 Tracking
Food & Beverage - Hotel

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$56.95	$64.58	$87.84	$166.32

[A]
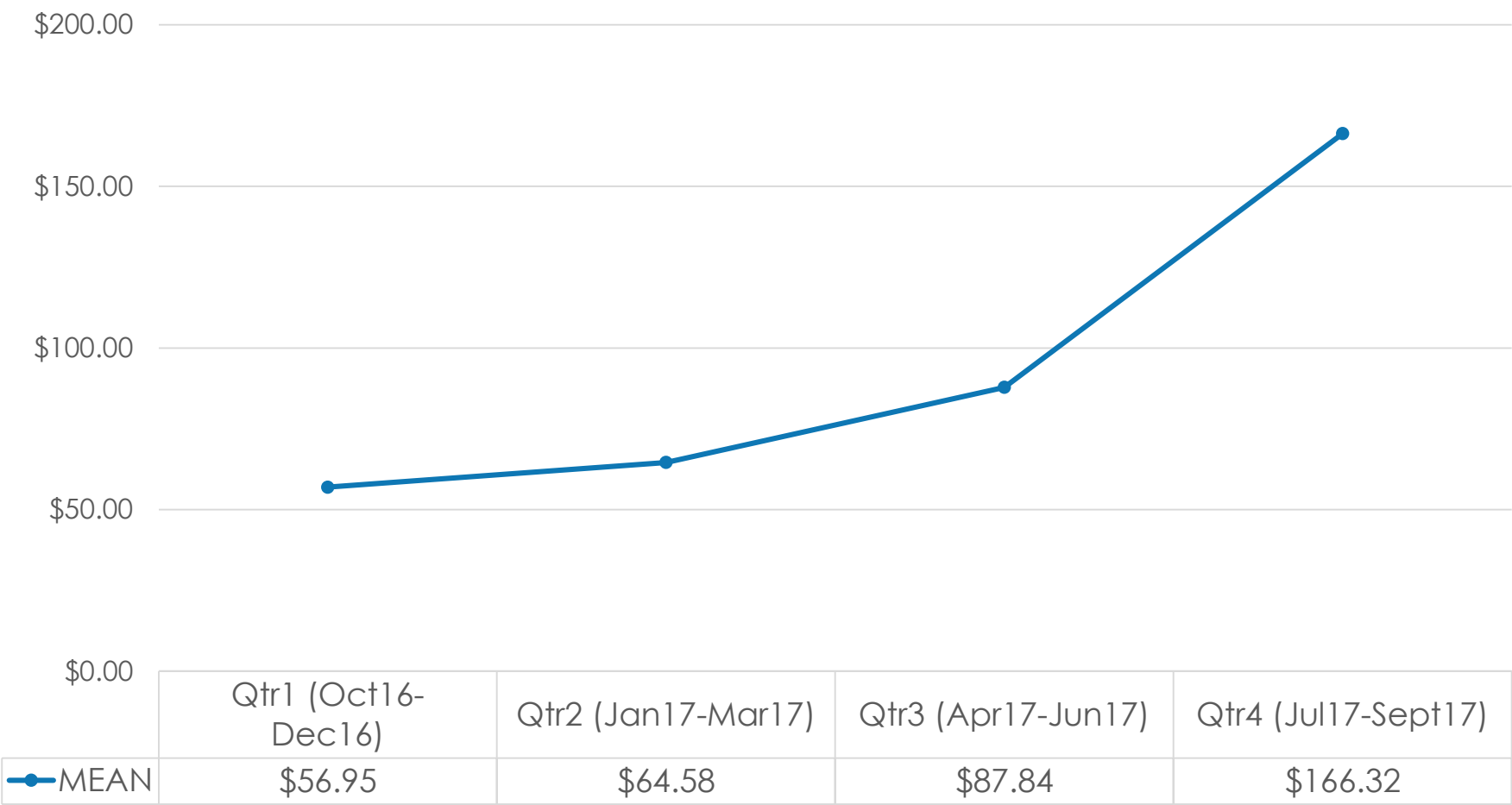
On-Island – FY2017 Tracking
Food & Beverage – Fast Food/ Convenience Store

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$47.31	$65.69	$88.43	$160.37

[A]
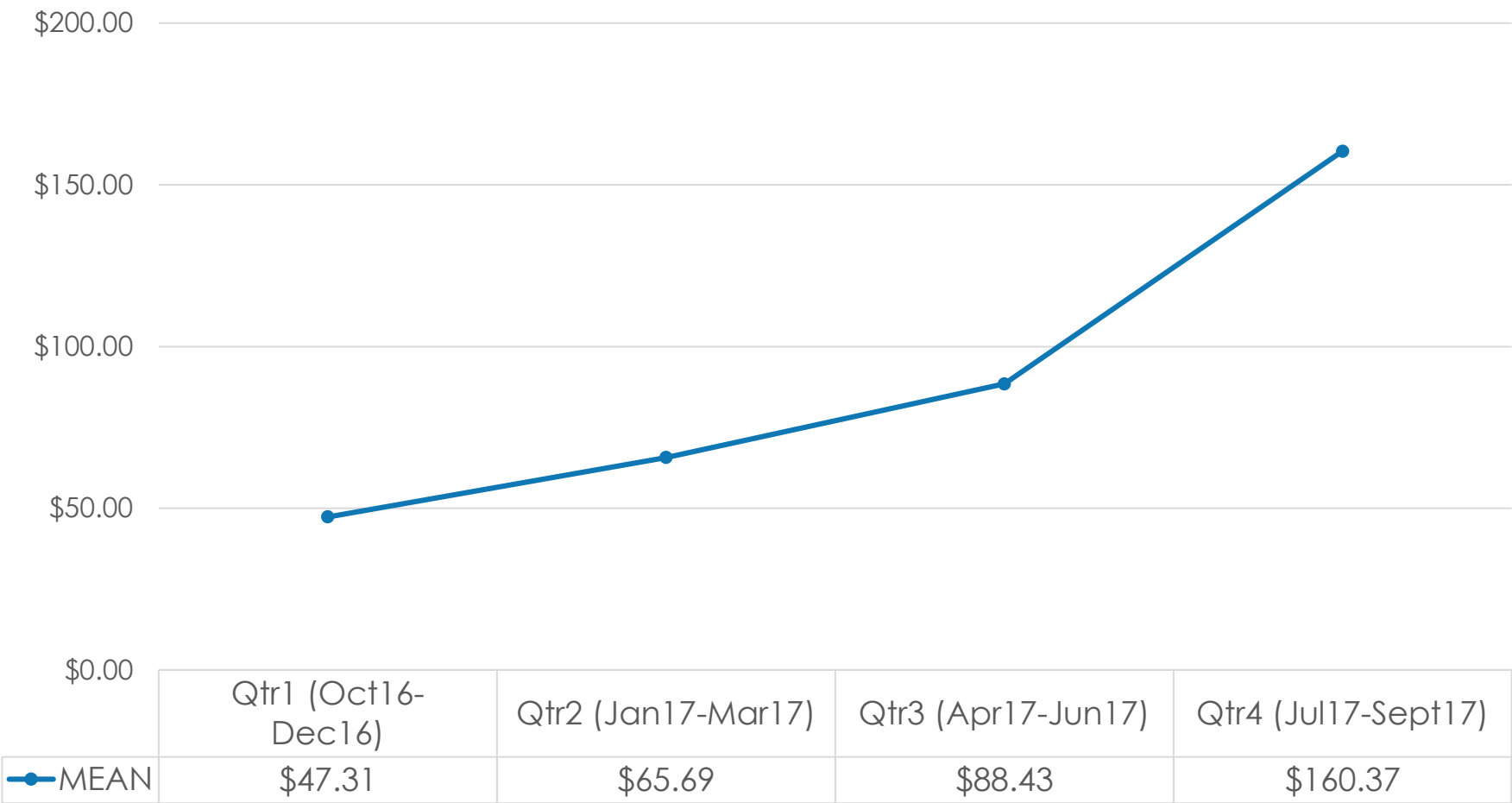
On-Island – FY2017 Tracking
Food & Beverage – Restaurant/ Drinking Est Outside Hotel

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$127.02	$147.75	$138.89	$400.35

[A]
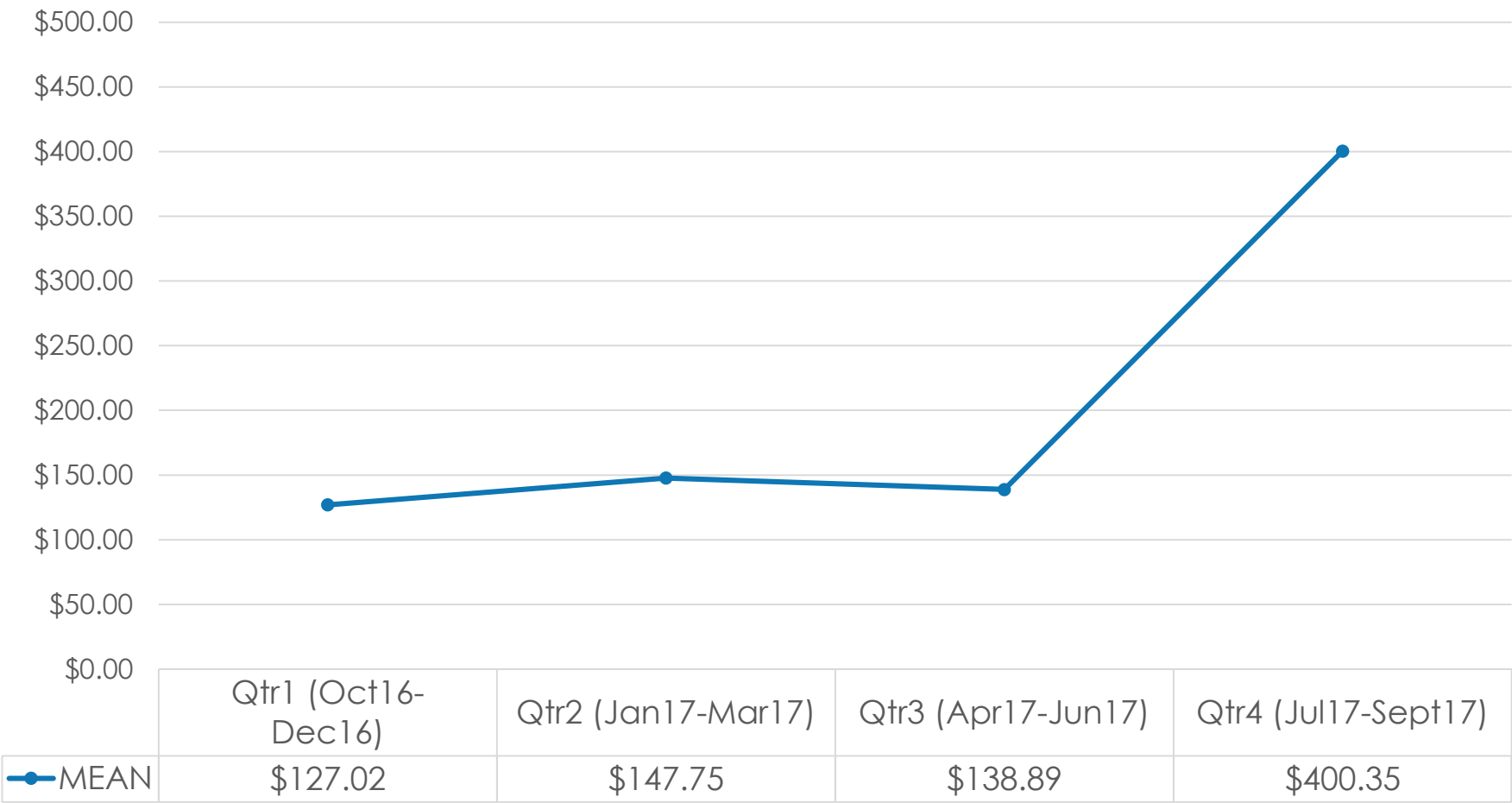
On-Island – FY2017 Tracking
Optional tour/ Activities

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$97.32	$111.17	$241.21	$445.71

[A]
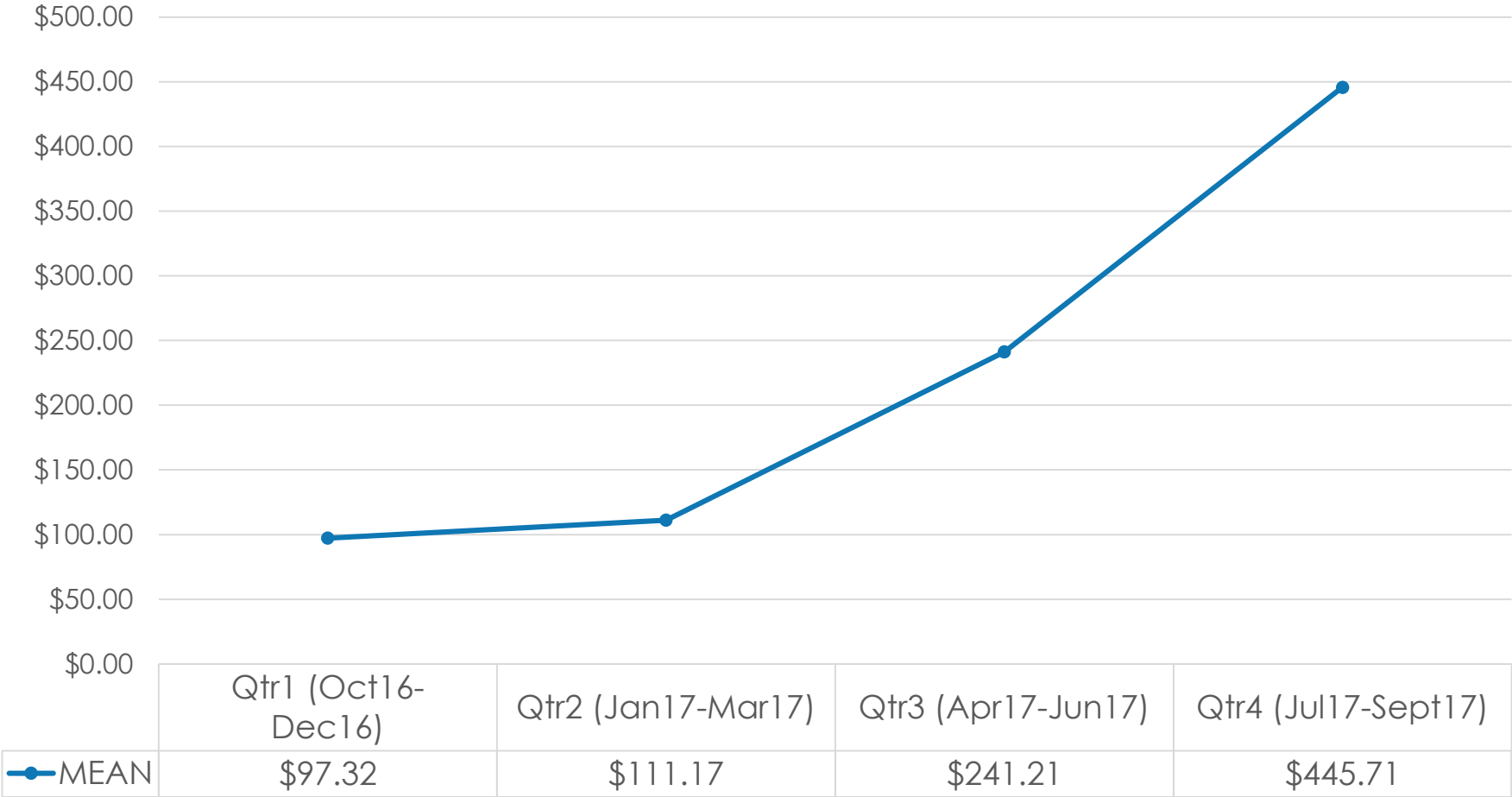
On-Island – FY2017 Tracking
Gift/ Souvenir – Self/ Companion

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$338.09	$361.67	$576.06	$857.39

[A]
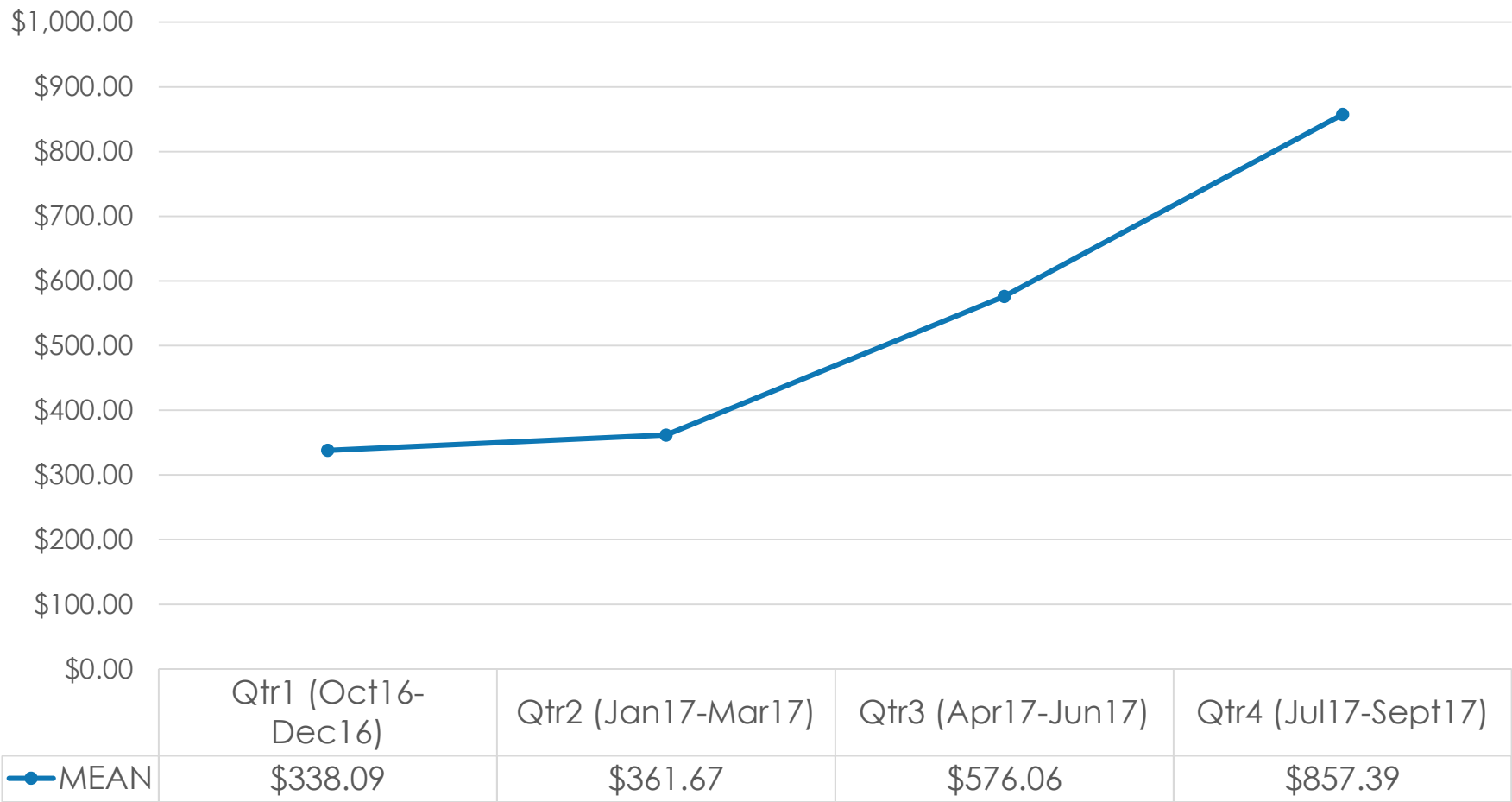
On-Island – FY2017 Tracking
Gift/ Souvenir – Friends/ Family

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$201.15	$160.17	$346.66	$681.66

[A]
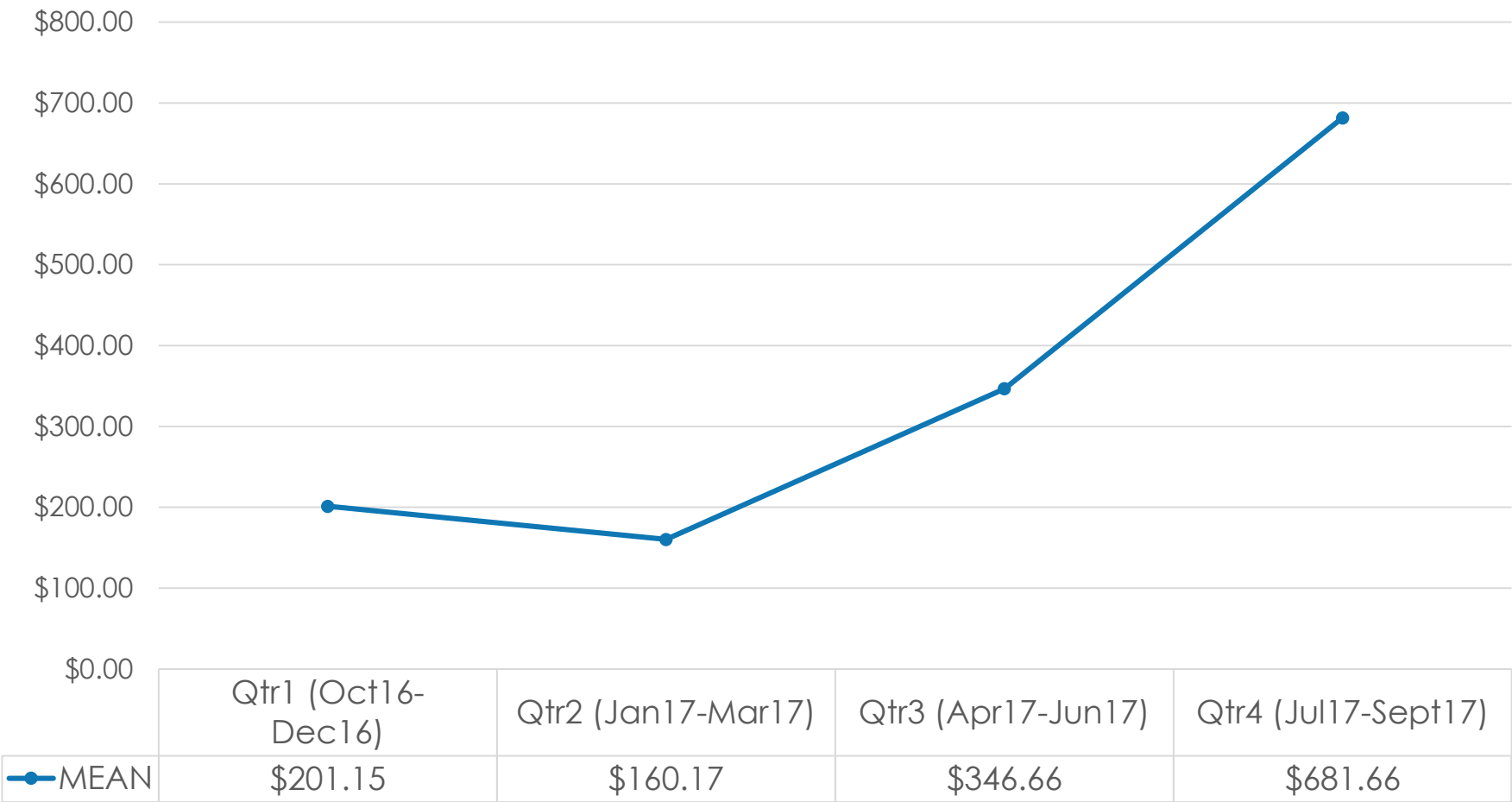
On-Island – FY2017 Tracking
Local Transportation

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$82.55	$57.62	$92.66	$160.37

[A]
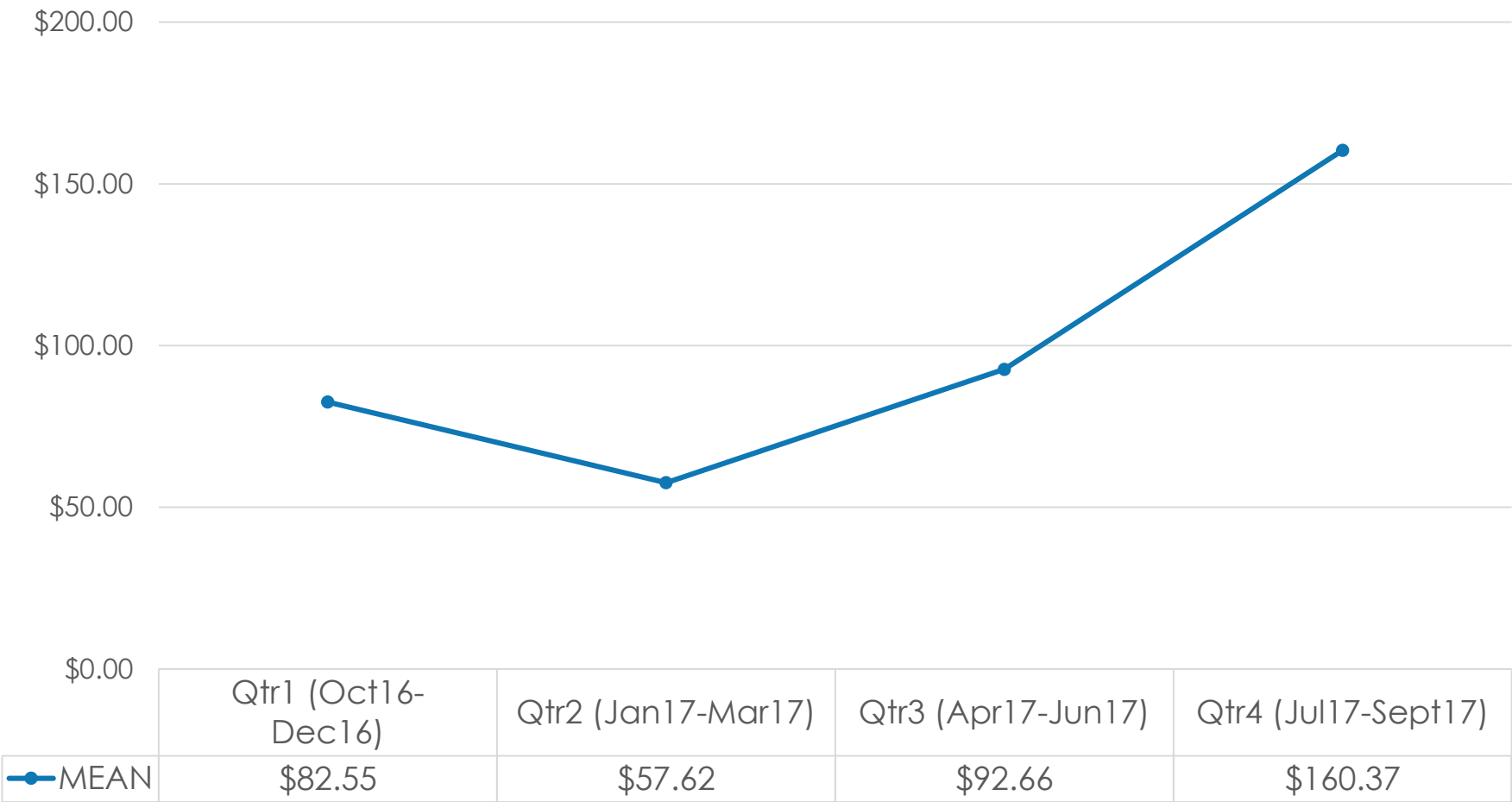
On-Island – FY2017 Tracking
Other Not Included

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$543.75	$551.91	$174.85	$91.27

[A]
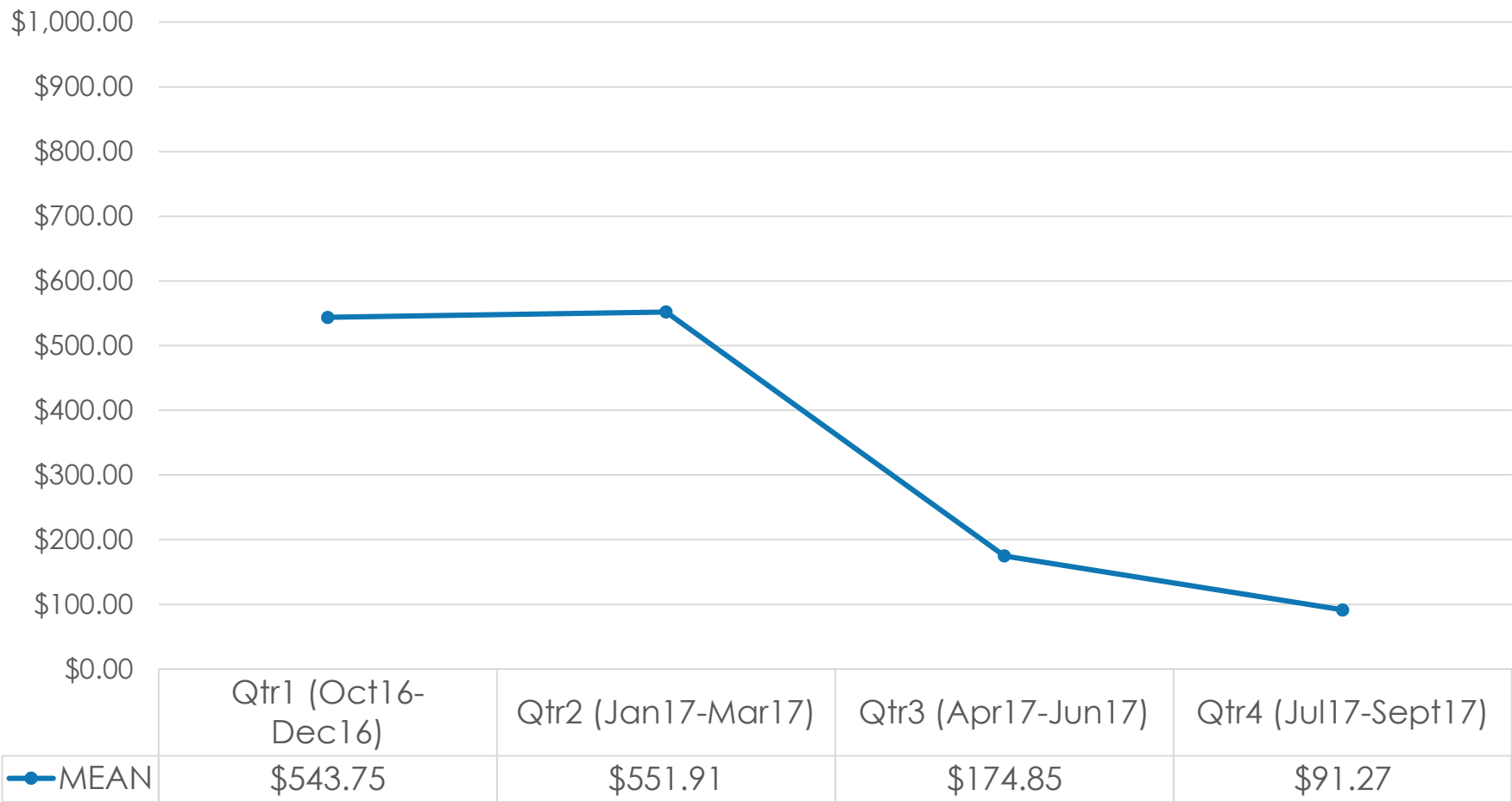
TOTAL (On-Isle + Prepaid) Expenditures Per Person

- $3,047.57 = overall mean average prepaid expense by respondent/ Per Person
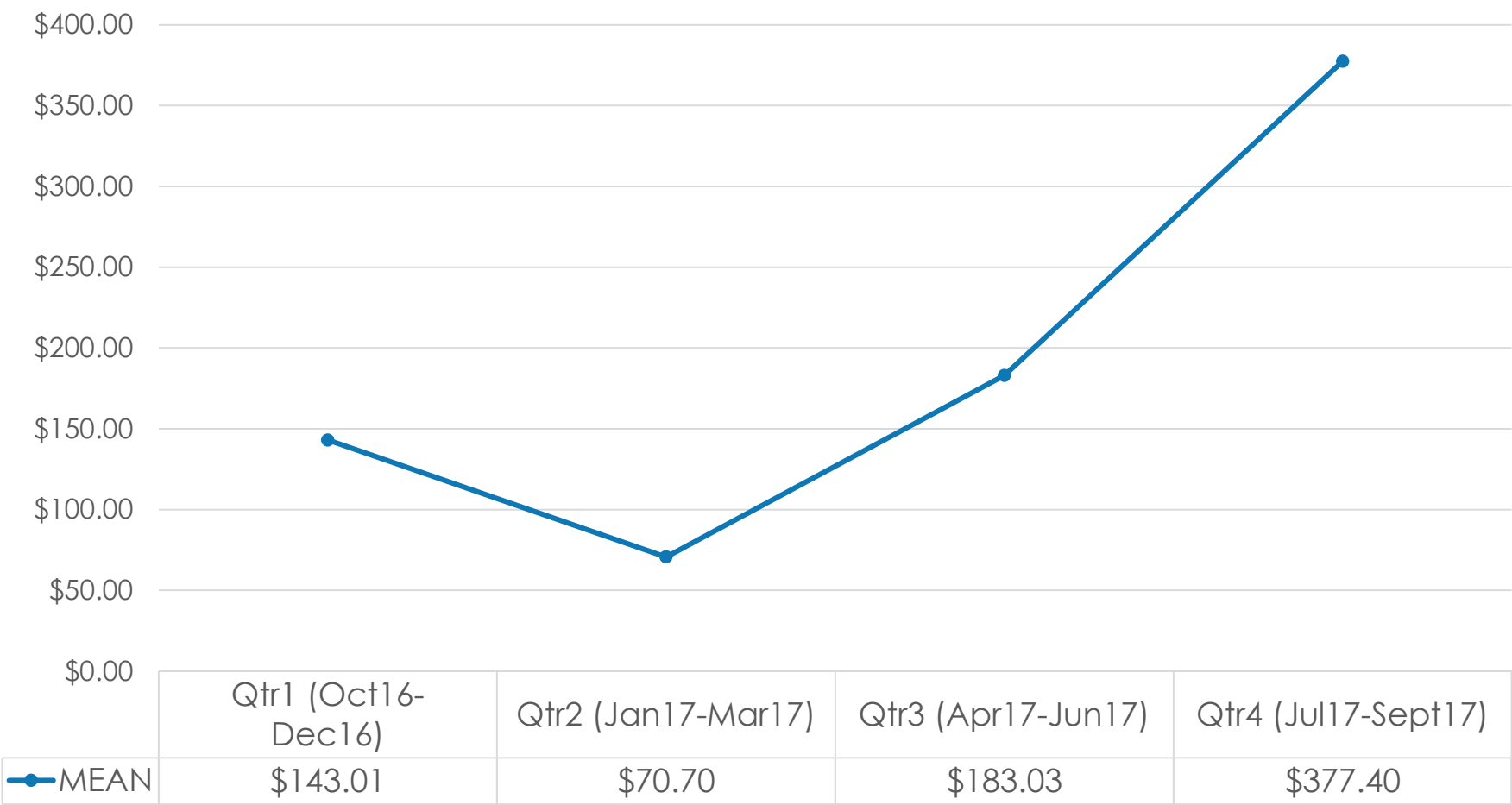
[A]

TOTAL Per Person Expenditures – FY2017 Tracking

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$2,006.55	$2,191.24	$2,465.33	$3,047.57
MEDIAN	$1,774.00	$2,143.00	$1,960.00	$2,232.00

[A]
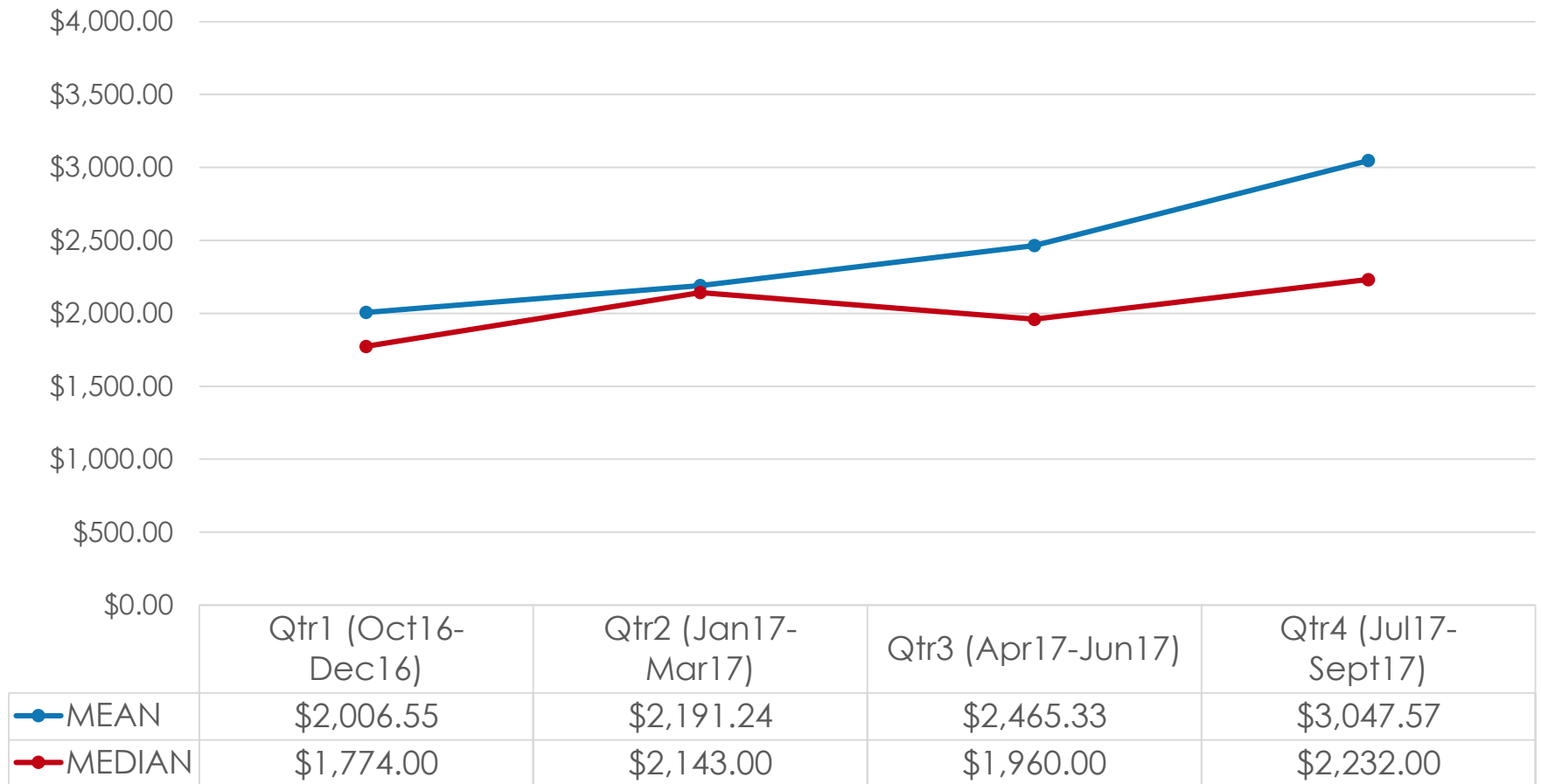
TOTAL Per Person Expenditures – Key Segments

GVB EXIT SURVEY
TOTAL PER PERSON SPENDING:

		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ ADV	EDUCATION
		-	-	-	-	-	-	-	-
TOTAL PP	Mean	$3,047.57	$1,845.36	$3,676.45	$2,374.06	$2,739.93	$3,519.56	$3,059.83	$2,949.96
	Median	$2,232	$1,819	$4,349	$2,374	$2,224	$2,241	$2,671	$2,081

Prepared by Anthology Research
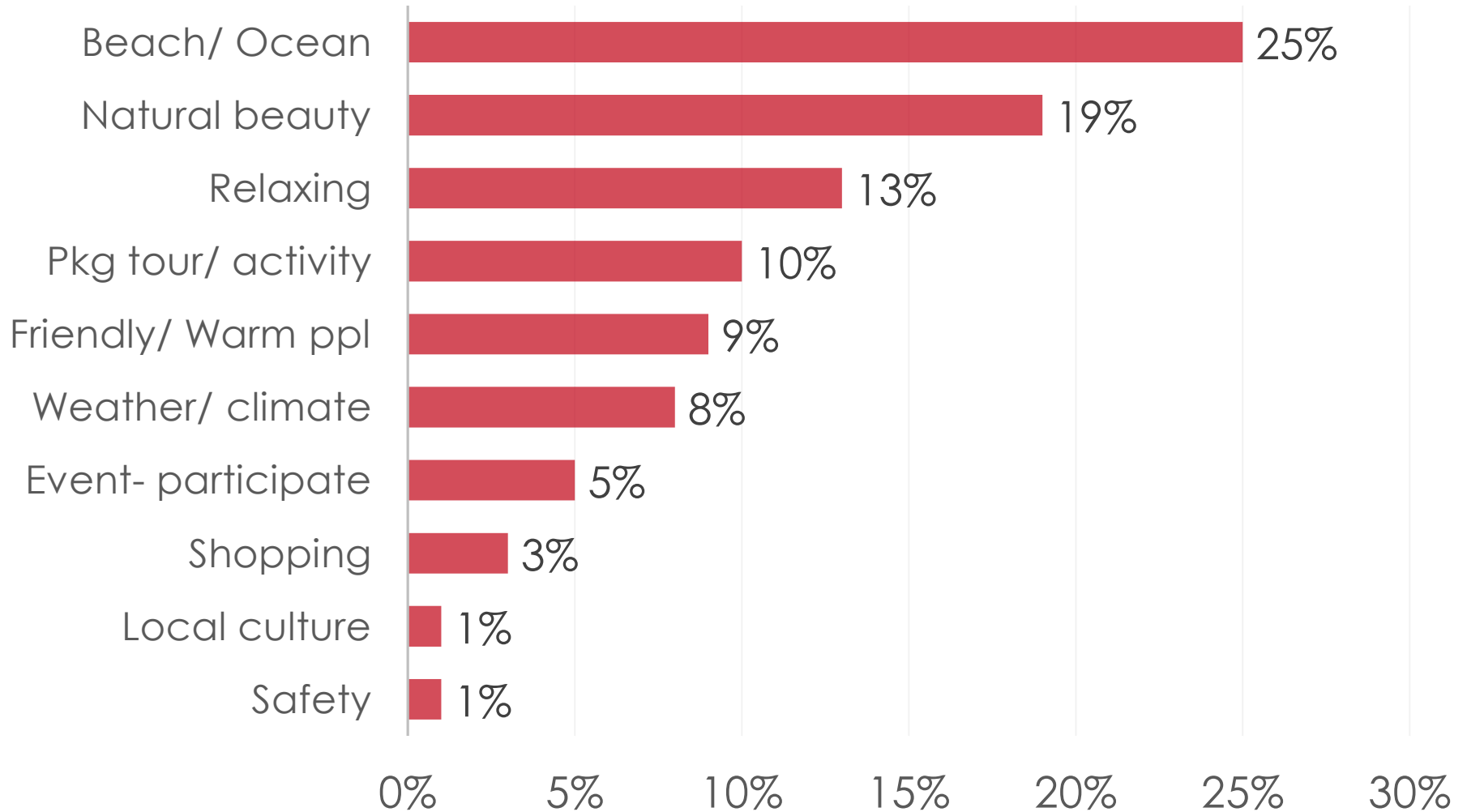
[A]

GUAM AIRPORT EXPENDITURE – FY2017 Tracking

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$143.01	$70.70	$183.03	$377.40

[A]

SECTION 4
VISITOR SATISFACTION
BEHAVIOR

OVERALL SATISFACTION

Very Satisfied (Top Box) — MEAN (7pt Scale)

Positive Aspect of Trip

- Beach/ Ocean: 25%
- Natural beauty: 19%
- Relaxing: 13%
- Pkg tour/ activity: 10%
- Friendly/ Warm ppl: 9%
- Weather/ climate: 8%
- Event- participate: 5%
- Shopping: 3%
- Local culture: 1%
- Safety: 1%

[A]

Negative Aspect of Trip

Category	Percentage
Nothing	38%
Expensive/ Cost	20%
Activities/ Attractions	7%
Ground Trans	6%
Language	5%
Food- variety	4%
Local culture	4%
Customer Svc	3%
Immigration	3%
Accommodations	3%

[A]
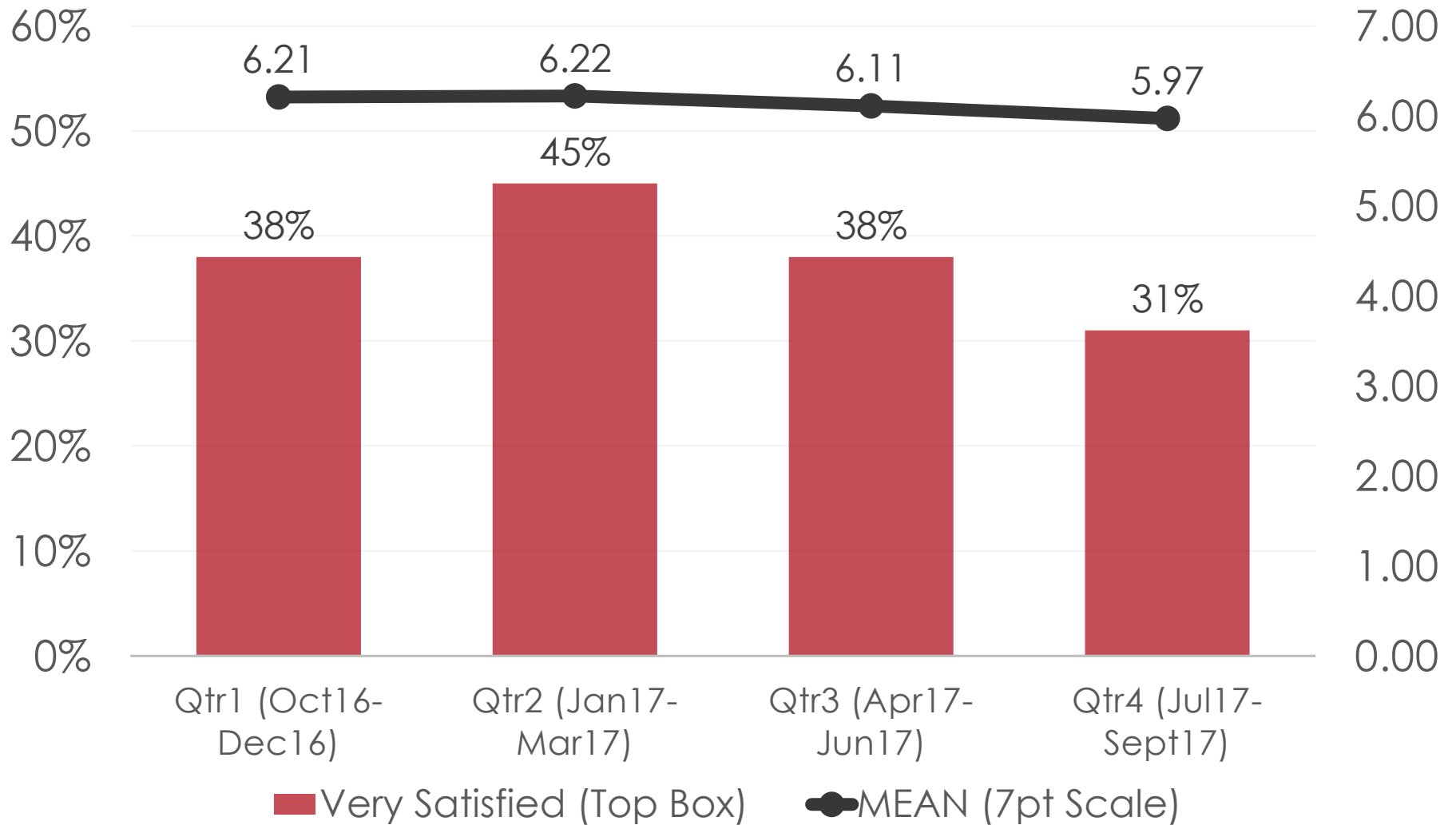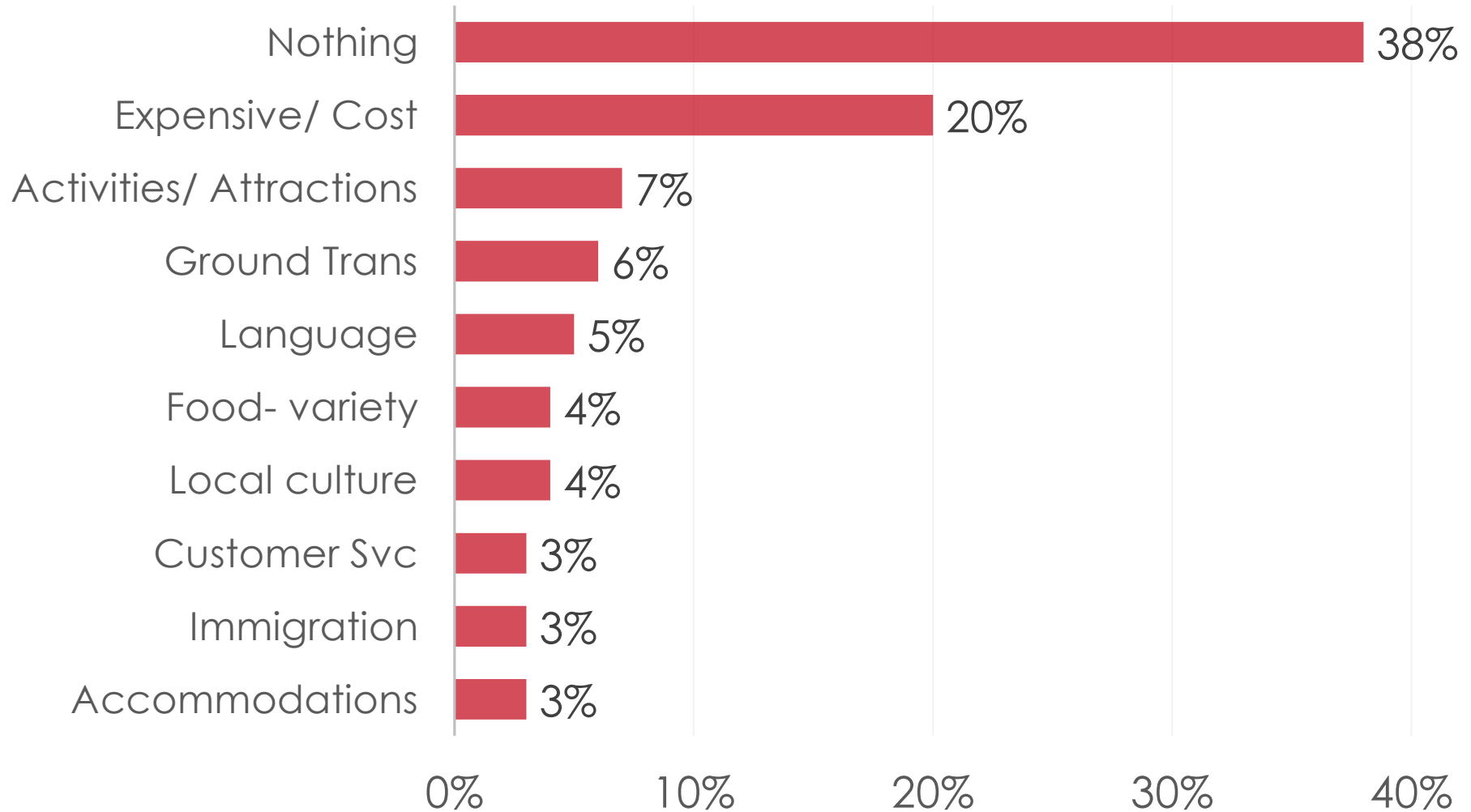
Guam was better than expected

80% — 7.00
5.97   6.02   5.97   6.18

54%
42%
39%
36%

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

■ Strongly agree   ━●━ MEAN (7pt Scale)

[A]
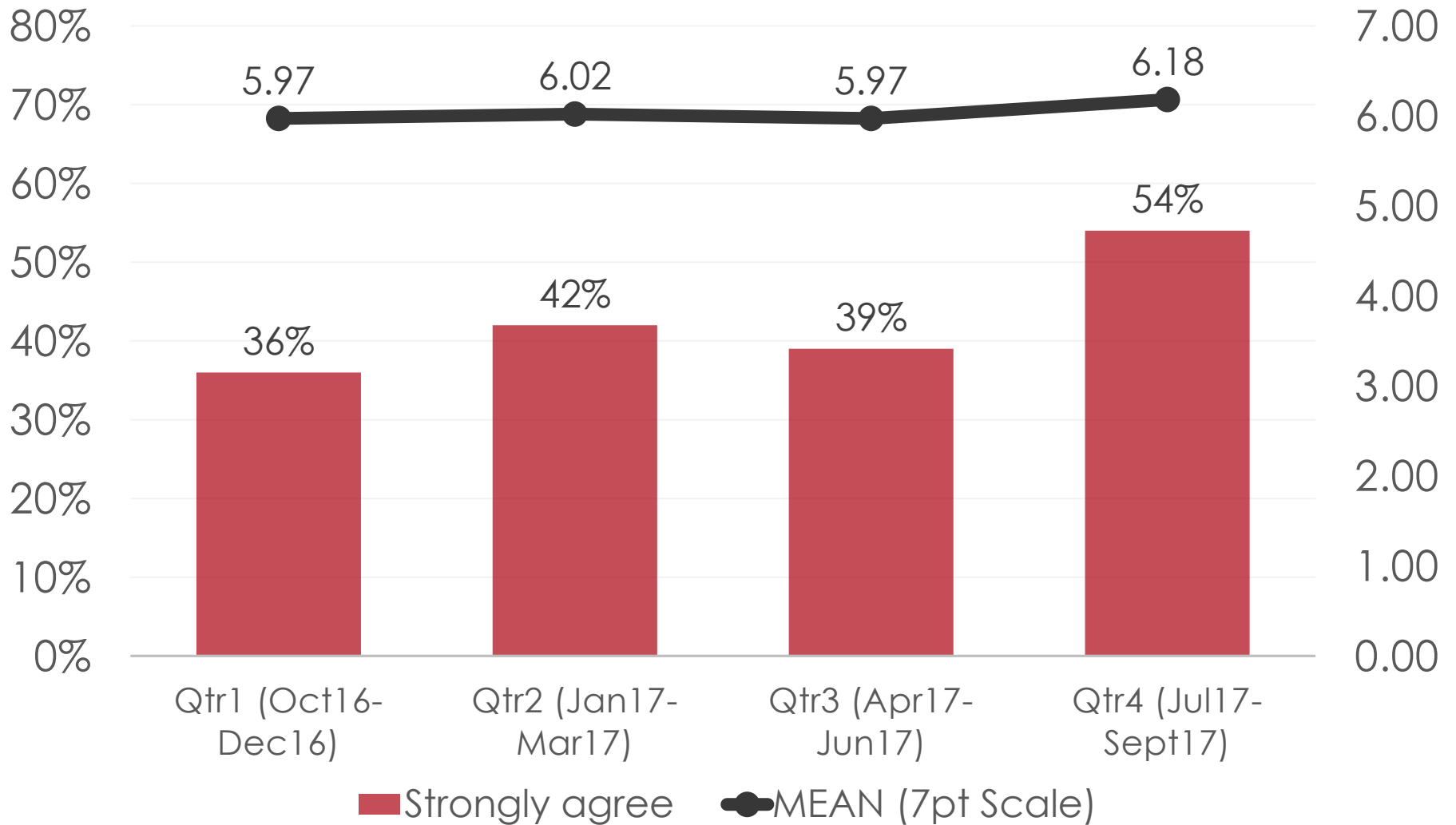
I had no communication problems
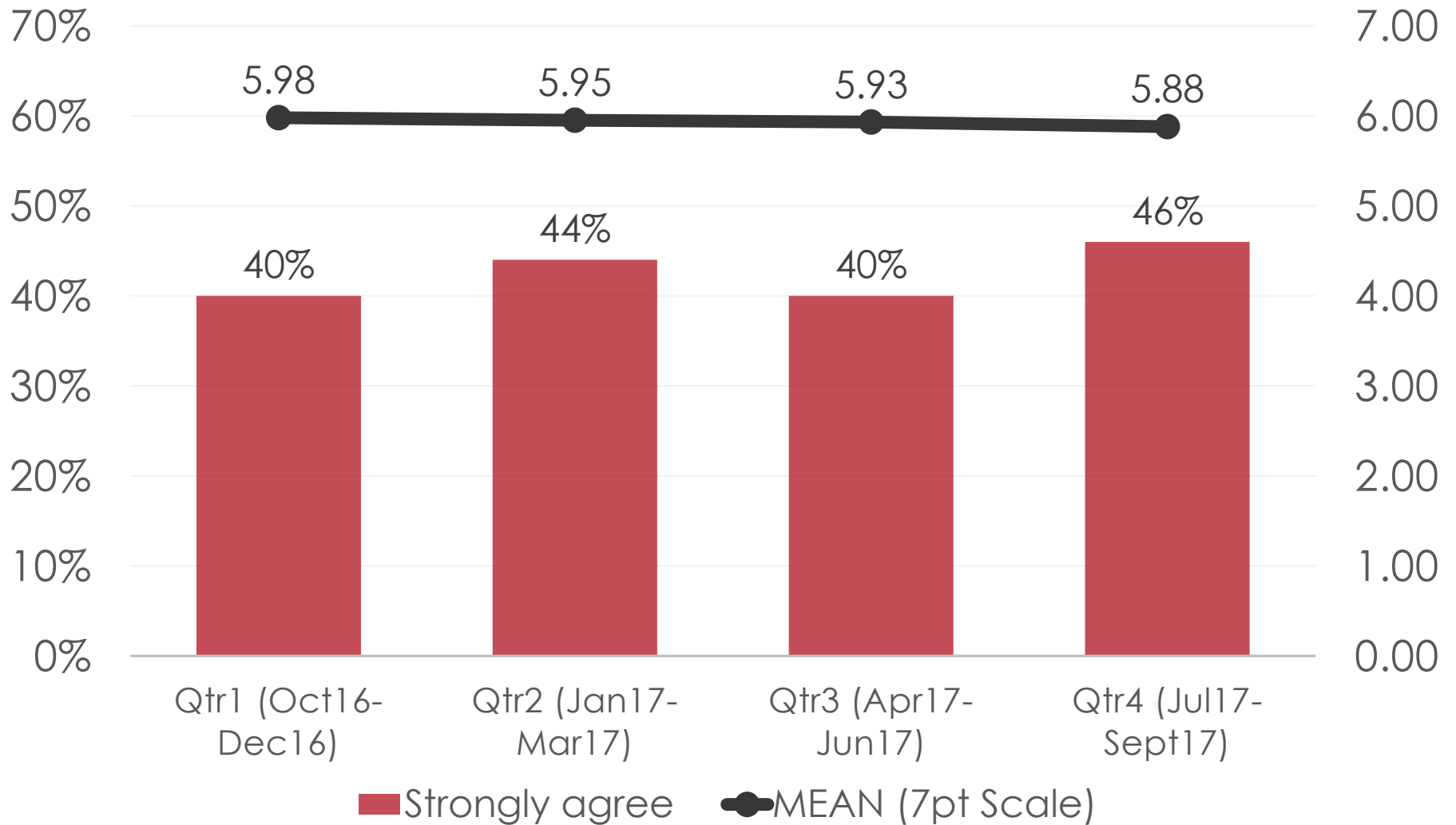
I will recommend Guam to friends

Chart showing "Strongly agree" percentages and MEAN (7pt Scale) across four quarters:

- Qtr1 (Oct16-Dec16): 48%, MEAN 6.29
- Qtr2 (Jan17-Mar17): 58%, MEAN 6.31
- Qtr3 (Apr17-Jun17): 50%, MEAN 6.17
- Qtr4 (Jul17-Sept17): 57%, MEAN 6.24

Legend: ■ Strongly agree ━●━ MEAN (7pt Scale)

[A]
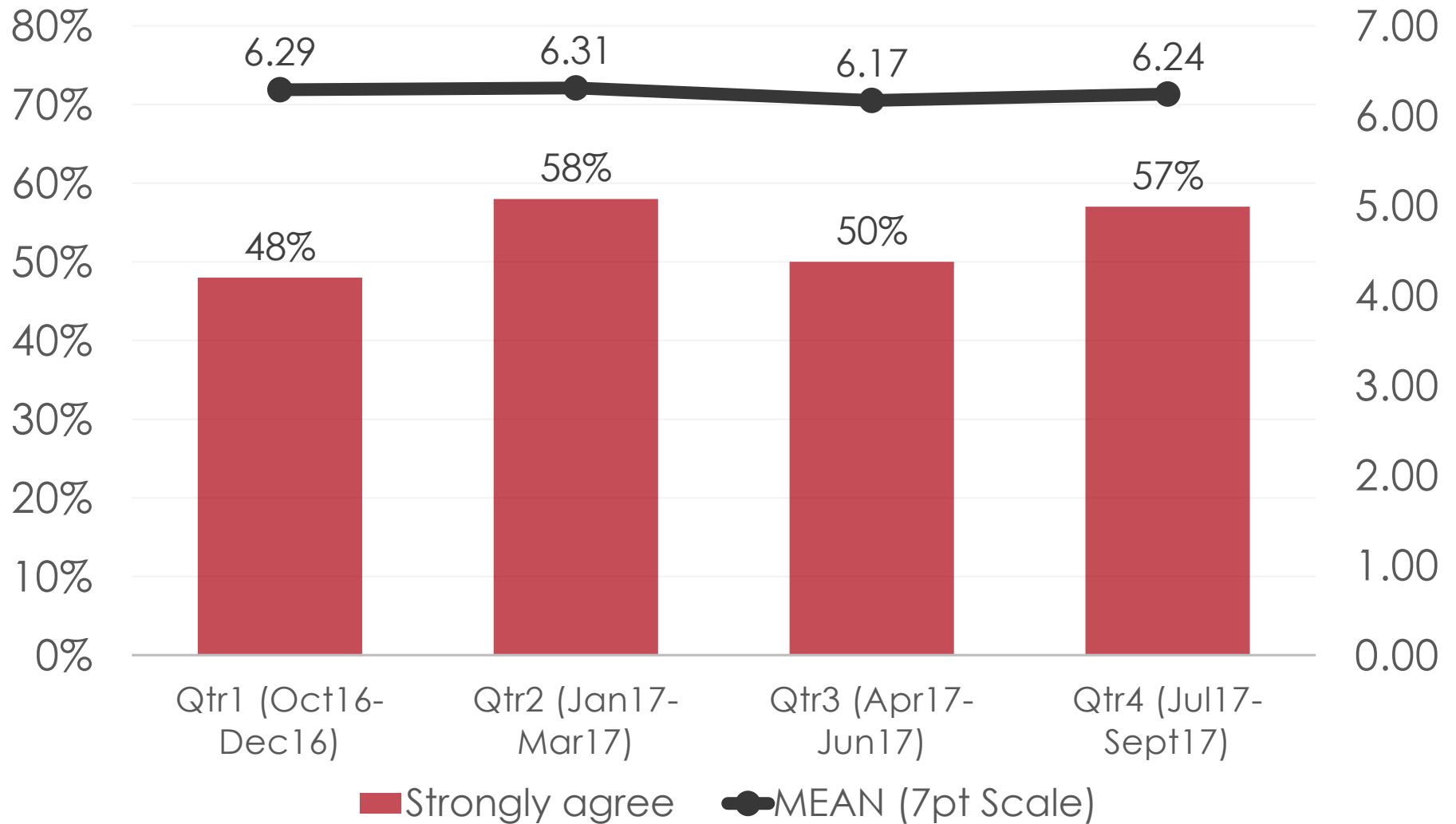
Sites on Guam were attractive

Chart showing "Strongly agree" percentages (bars) and MEAN (7pt Scale) line by quarter:

Quarter	Strongly agree	MEAN (7pt Scale)
Qtr1 (Oct16-Dec16)	67%	6.55
Qtr2 (Jan17-Mar17)	71%	6.53
Qtr3 (Apr17-Jun17)	54%	6.33
Qtr4 (Jul17-Sept17)	65%	6.46

Legend: ■ Strongly agree ●— MEAN (7pt Scale)

[A]
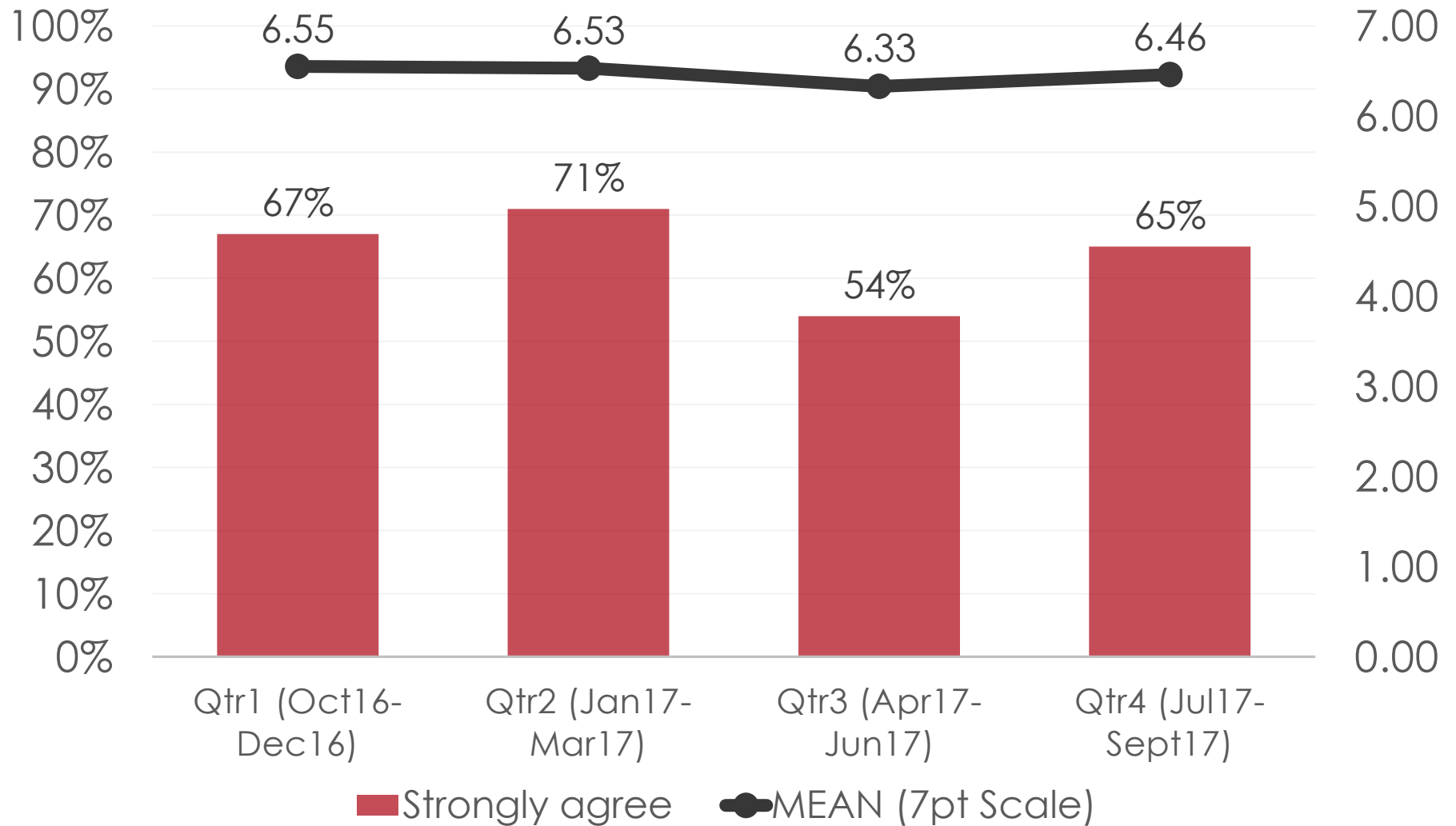
I plan to visit Guam again
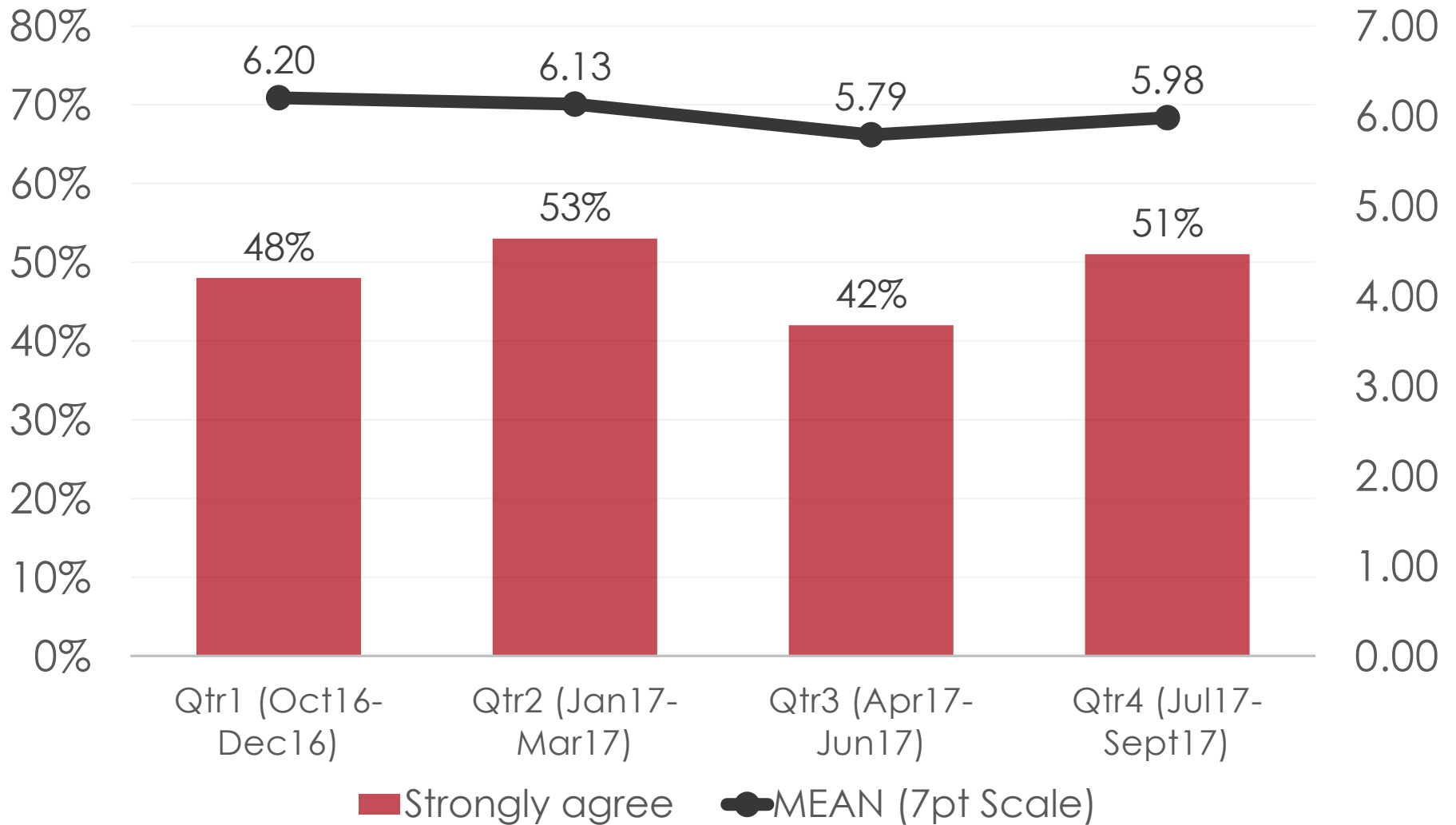
Not enough night time activities

Legend: Strongly agree ■ — MEAN (7pt Scale)

Qtr1 (Oct16-Dec16): 23%, 5.33
Qtr2 (Jan17-Mar17): 29%, 5.60
Qtr3 (Apr17-Jun17): 22%, 5.29
Qtr4 (Jul17-Sept17): 29%, 5.48

[A]

Tour guides were professional

Chart data:

Quarter	Strongly agree	MEAN (7pt Scale)
Qtr1 (Oct16-Dec16)	42%	5.96
Qtr2 (Jan17-Mar17)	45%	5.99
Qtr3 (Apr17-Jun17)	30%	5.69
Qtr4 (Jul17-Sept17)	36%	5.78

Legend: Strongly agree — MEAN (7pt Scale)

[A]

Tour drivers were professional

Chart data:

Quarter	Strongly agree	MEAN (7pt Scale)
Qtr1 (Oct16-Dec16)	57%	6.26
Qtr2 (Jan17-Mar17)	53%	6.27
Qtr3 (Apr17-Jun17)	36%	5.80
Qtr4 (Jul17-Sept17)	42%	5.93

Legend: Strongly agree, MEAN (7pt Scale)

[A]

Taxi drivers were professional

Chart showing "Strongly agree" percentages and MEAN (7pt Scale) across four quarters:

- Qtr1 (Oct16-Dec16): 48%, MEAN 6.05
- Qtr2 (Jan17-Mar17): 55%, MEAN 6.24
- Qtr3 (Apr17-Jun17): 33%, MEAN 5.64
- Qtr4 (Jul17-Sept17): 40%, MEAN 5.90

Legend: Strongly agree | MEAN (7pt Scale)

[A]

Taxis were clean

Chart showing "Strongly agree" percentages (bars) and MEAN (7pt Scale) line across four quarters:

- Qtr1 (Oct16-Dec16): 50%, MEAN 6.11
- Qtr2 (Jan17-Mar17): 58%, MEAN 6.33
- Qtr3 (Apr17-Jun17): 35%, MEAN 5.68
- Qtr4 (Jul17-Sept17): 42%, MEAN 5.99

Legend: Strongly agree | MEAN (7pt Scale)

[A]

Guam airport was clean

Strongly agree: Qtr1 (Oct16-Dec16) 50%, Qtr2 (Jan17-Mar17) 58%, Qtr3 (Apr17-Jun17) 42%, Qtr4 (Jul17-Sept17) 48%

MEAN (7pt Scale): 6.29, 6.33, 5.96, 6.25

[A]

Ease of getting around

Chart showing "Strongly agree" percentages (red bars) and MEAN (7pt Scale) values (black line) across four quarters:

- Qtr1 (Oct16-Dec16): 44%, MEAN 6.05
- Qtr2 (Jan17-Mar17): 52%, MEAN 6.29
- Qtr3 (Apr17-Jun17): 42%, MEAN 5.88
- Qtr4 (Jul17-Sept17): 47%, MEAN 5.97

Legend: ■ Strongly agree — ● MEAN (7pt Scale)

[A]

Safety walking around at night

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
Strongly agree	53%	63%	49%	52%
MEAN (7pt Scale)	6.37	6.50	6.24	6.21

[A]

Price of things on Guam

GENERAL SATISFACTION –
Quality/ Cleanliness

Category	Very Satisfied (Top Box)	MEAN (7pt Scale)
Beaches/ Parks	57%	6.24
Air/ Sky	72%	6.54
Parks	60%	6.36
Landscape Tumon	65%	6.43
Landscape Guam	64%	6.45
Ground Handler	58%	6.29
Transportation vehicle	51%	6.15

Very Satisfied (Top Box)   **MEAN (7pt Scale)**

[A]

ACCOMMODATIONS –
OVERALL SATISFACTION

Chart: Accommodations overall satisfaction by quarter.

- Qtr1 (Oct16-Dec16): Very Satisfied (Top Box) 34%, MEAN 5.75
- Qtr2 (Jan17-Mar17): Very Satisfied (Top Box) 40%, MEAN 5.99
- Qtr3 (Apr17-Jun17): Very Satisfied (Top Box) 26%, MEAN 5.61
- Qtr4 (Jul17-Sept17): Very Satisfied (Top Box) 33%, MEAN 5.62

Legend: ■ Very Satisfied (Top Box) ●— MEAN (7pt Scale)

[A]

ACCOMMODATIONS –
Satisfaction by Category

Very Satisfied (Top Box)   MEAN (7pt Scale)

Category	Very Satisfied (Top Box)	MEAN (7pt Scale)
Room	39%	5.59
View	49%	5.77
Furnishings	26%	5.08
Cleanliness	39%	5.67
Food- Quality	33%	5.63
Food- Quantity	32%	5.69
Staff	52%	5.93
Service	47%	5.82
Value	37%	5.54

[A]

Shopping Malls/ Stores (Top Responses)

Store	Percentage
ABC Store	66%
Macys	64%
DFS Galleria	61%
K-Mart	52%
Micro Mall	49%
Ross	36%
Guam Premium Outlet	34%
The Plaza	20%
JP Super	20%
Tumon Sands	18%

[A]

SHOPPING - SATISFACTION

5.87

5.63

44%

35%

QUALITY

VARIETY

Very Satisfied (Top Box)   MEAN (7pt Scale)

[A]

OPTIONAL TOUR PARTICIPATION – FY2017 Tracking

[A]

Optional Tour Participation
(Top Responses)

[A]
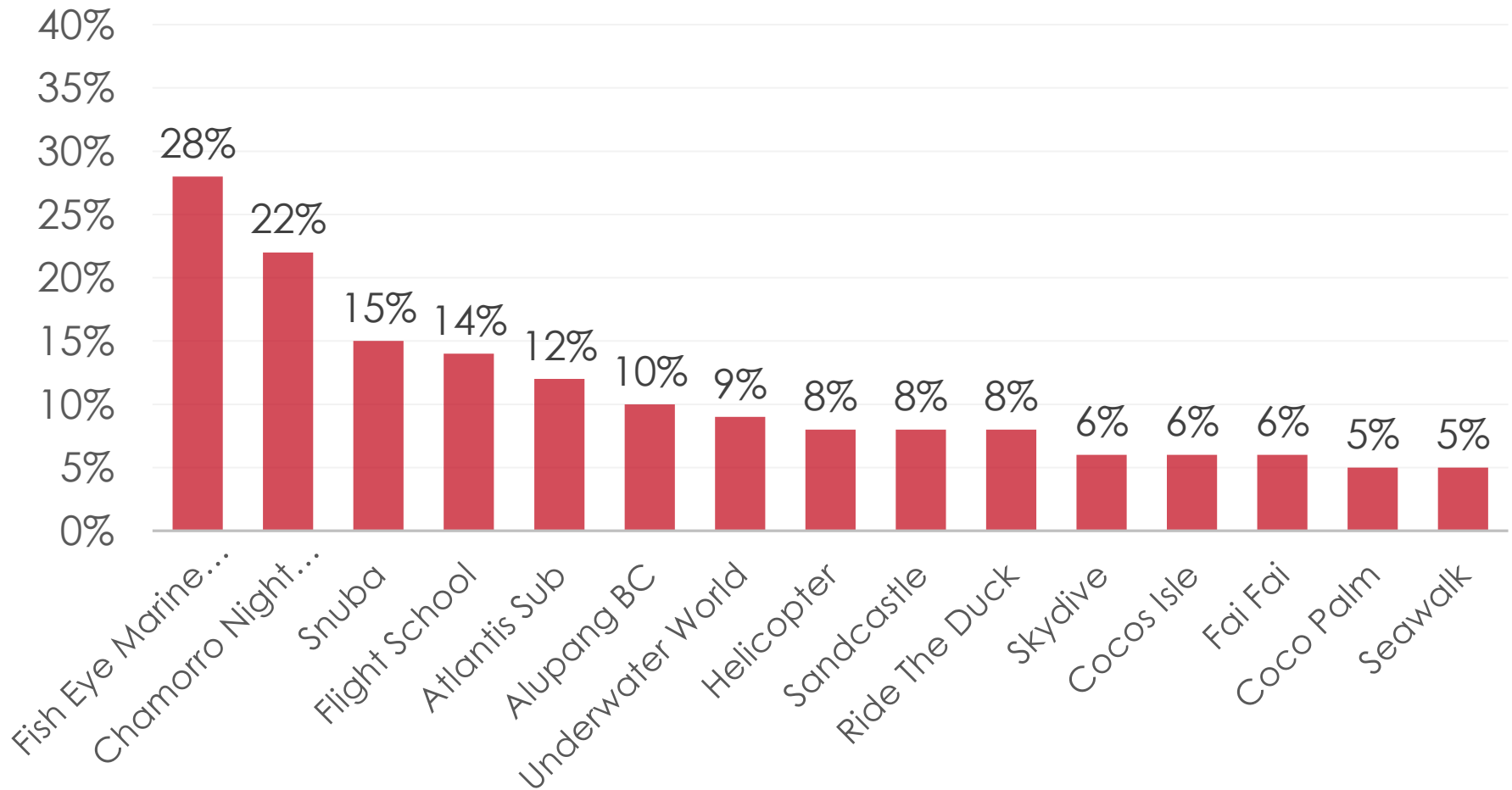
Optional Tour Satisfaction
Top Responses only - Participation (10%+)

Chart showing Very Satisfied (Top Box) percentages and MEAN (7pt Scale):

	Fish Eye Marine Park	Flight School	Chamorro Night Mkt	Atlantis Sub	Snuba	Alupang BC
Very Satisfied (Top Box)	26%	73%	26%	61%	35%	60%
MEAN (7pt Scale)	5.84	6.50	5.26	6.11	6.22	6.40

Legend: ■ Very Satisfied (Top Box) ● MEAN (7pt Scale)

[A]
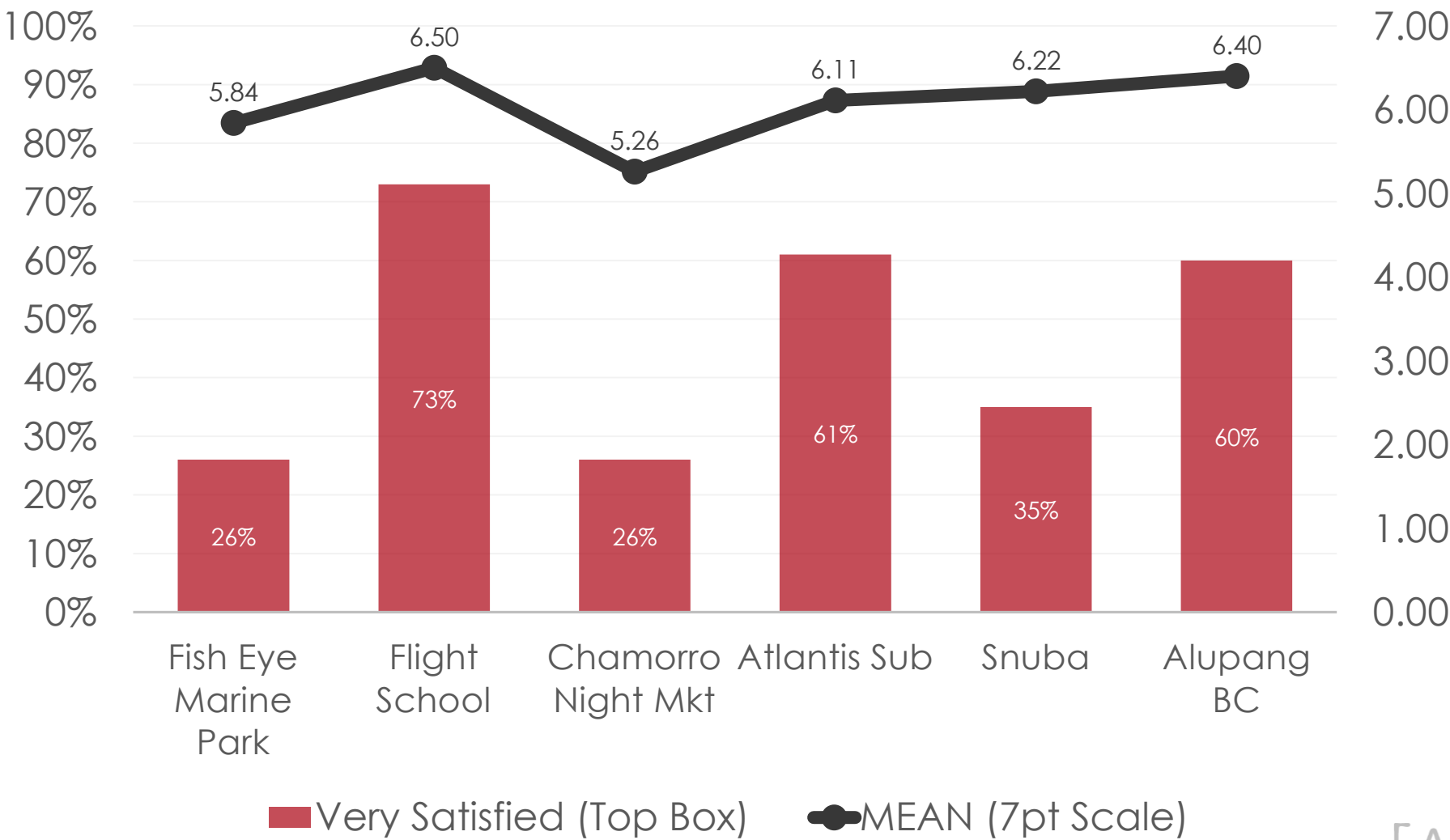
DAY TOUR - SATISFACTION

[A]

NIGHT TOUR - SATISFACTION

QUALITY — 30% — 5.64
VARIETY — 28% — 5.58

Very Satisfied (Top Box)　　MEAN (7pt Scale)

[A]
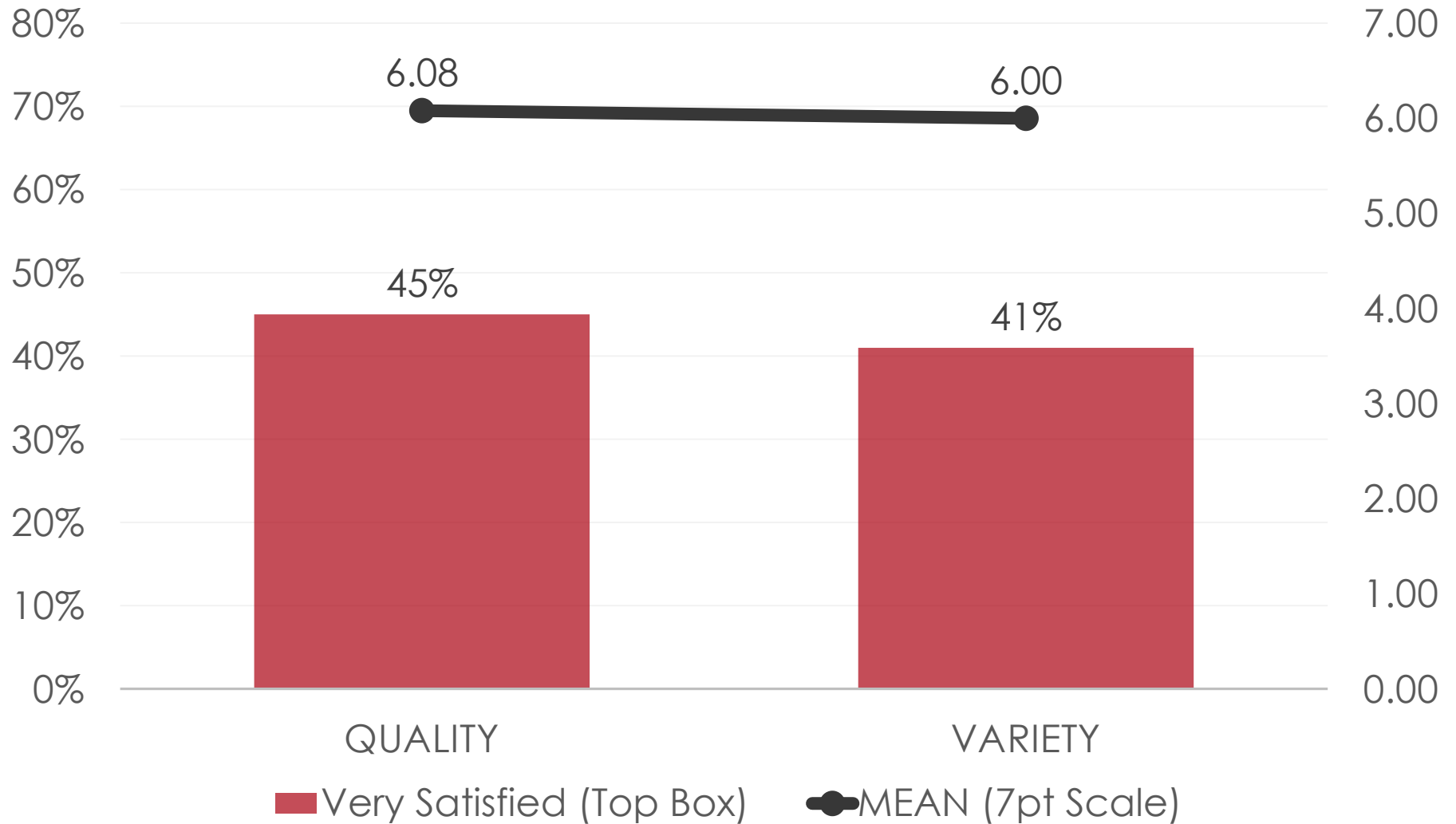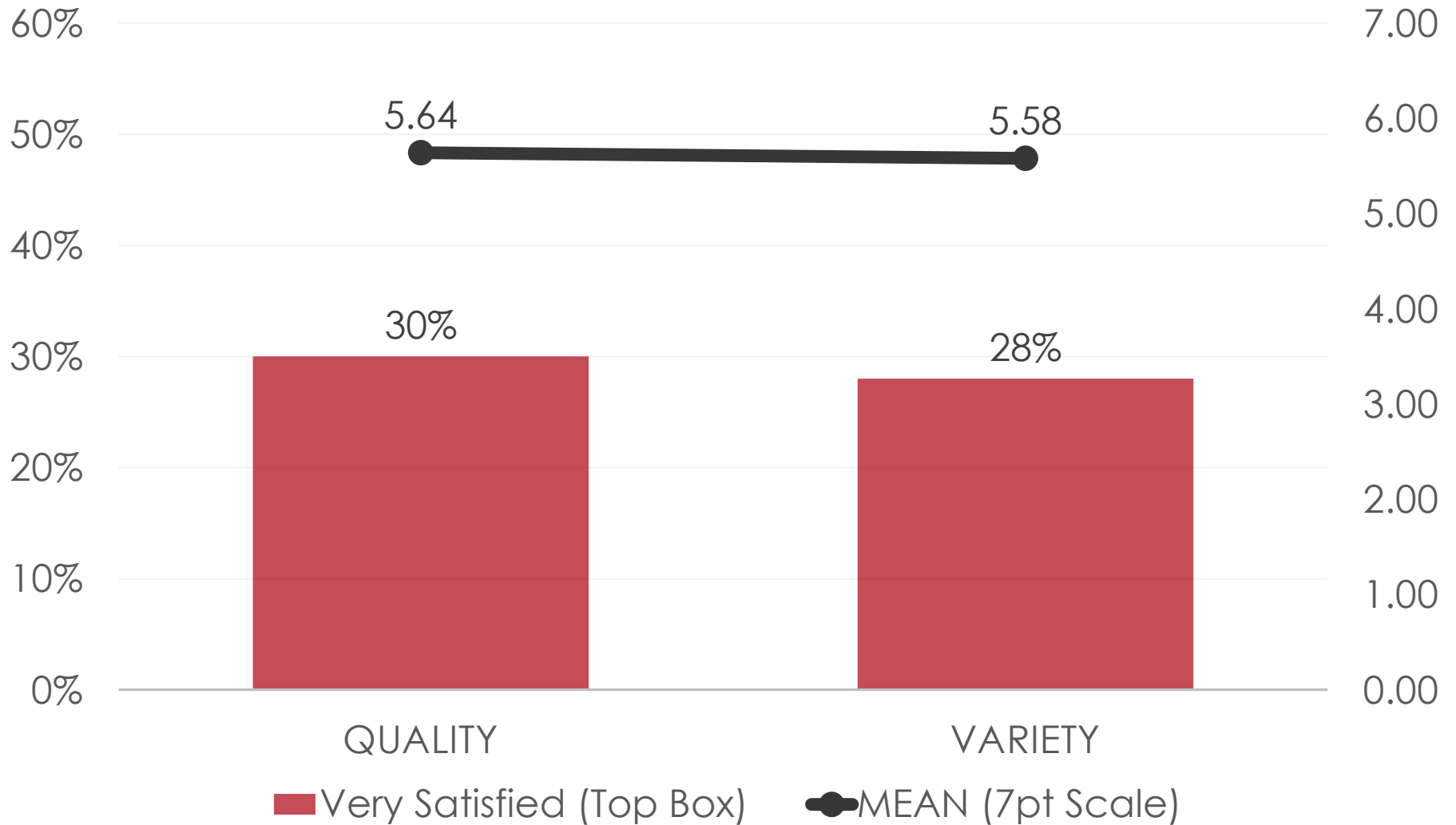
Activities Participation (Top Responses)

[A]
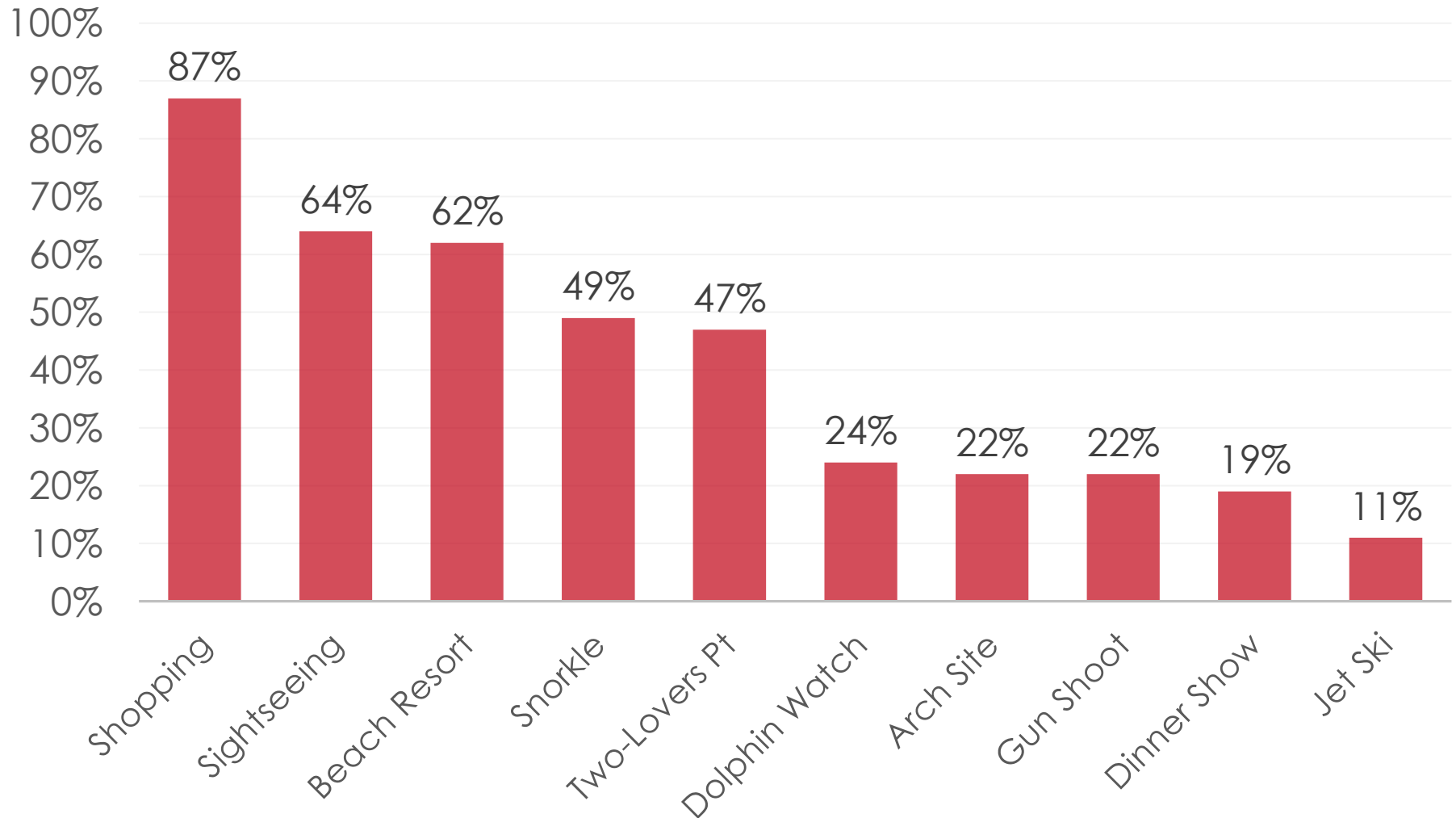
SECTION 5
PROMOTIONS

[A]

INTERNET- GUAM SOURCES OF INFORMATION
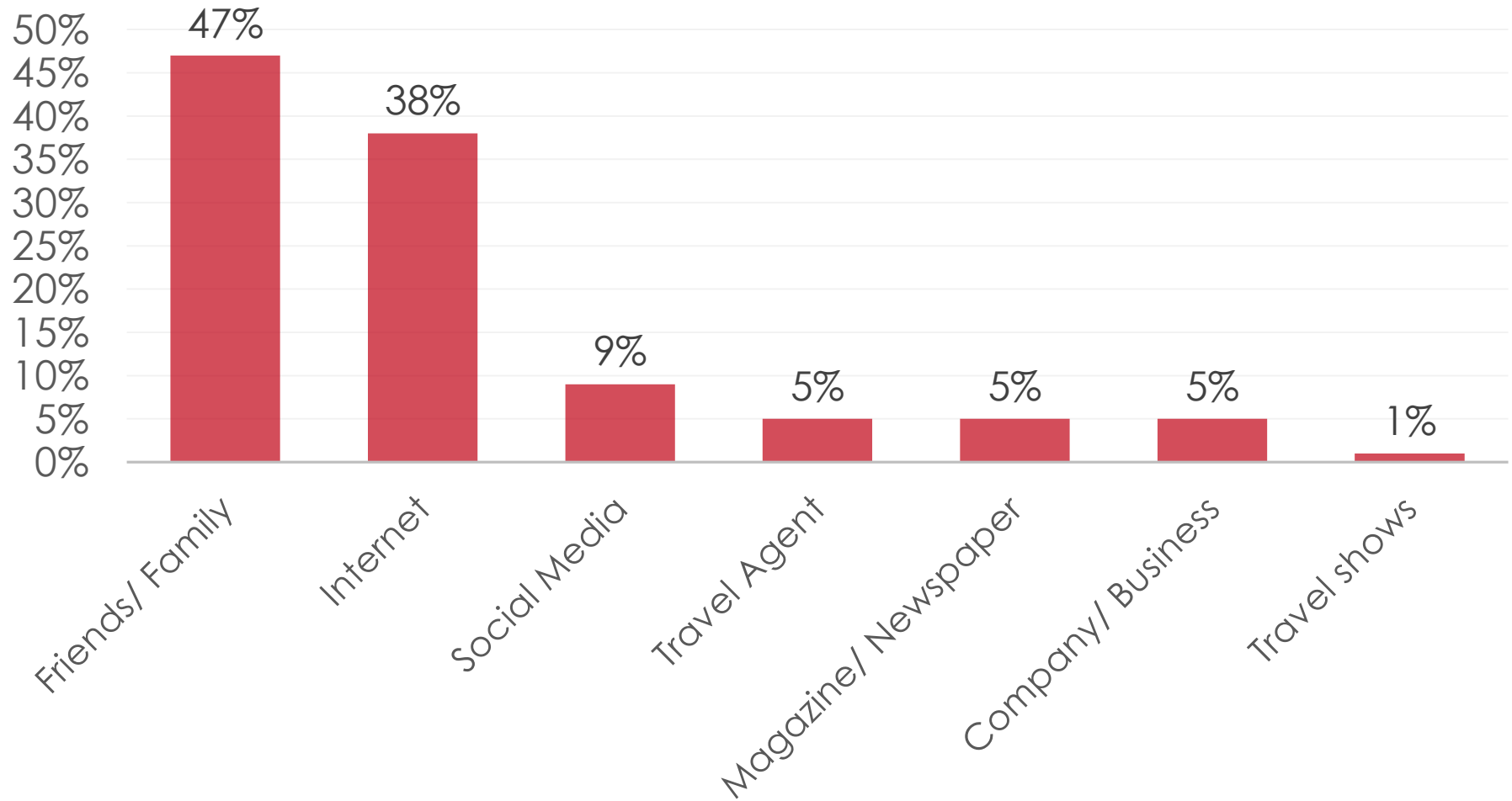
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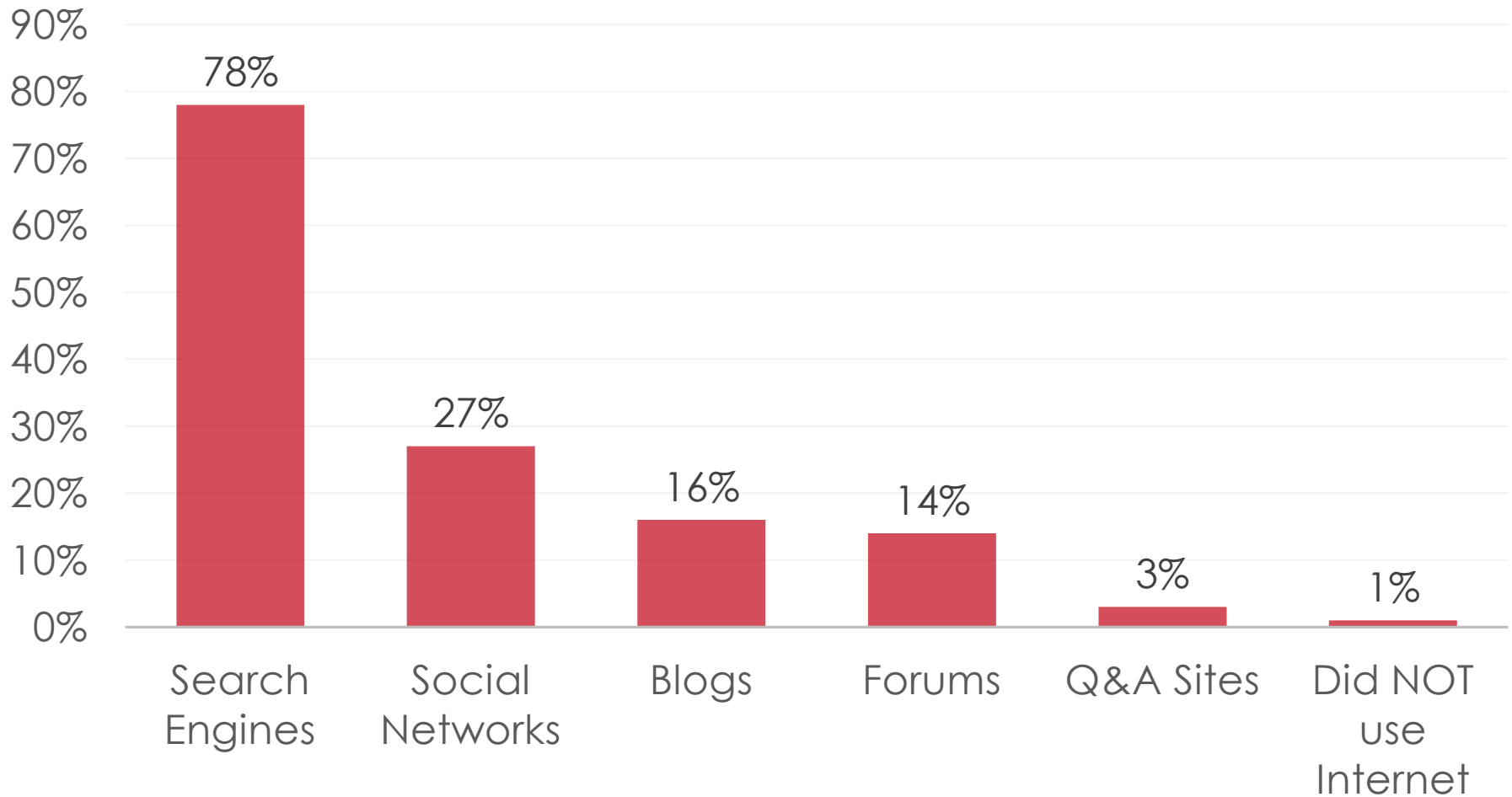
INTERNET- SOURCES OF INFORMATION
Things to do on Guam

Bar chart showing percentages:
- Baidu: 86%
- Online Booking: 43%
- Google: 23%
- WeChat: 20%
- Weibo: 18%
- Mafengwo: 5%
- Online Portal: 4%
- Yahoo: 3%
- Instagram: 2%
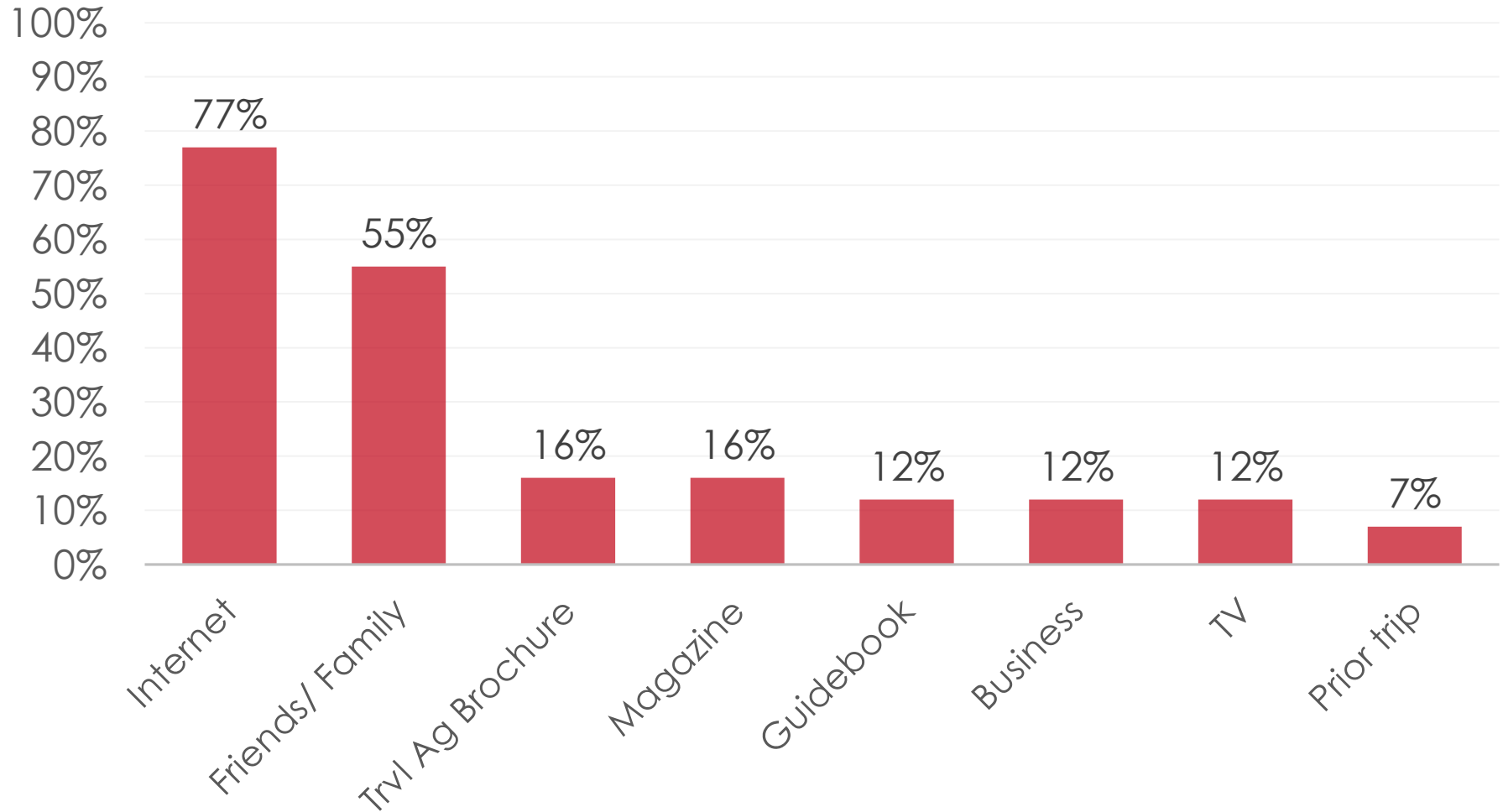
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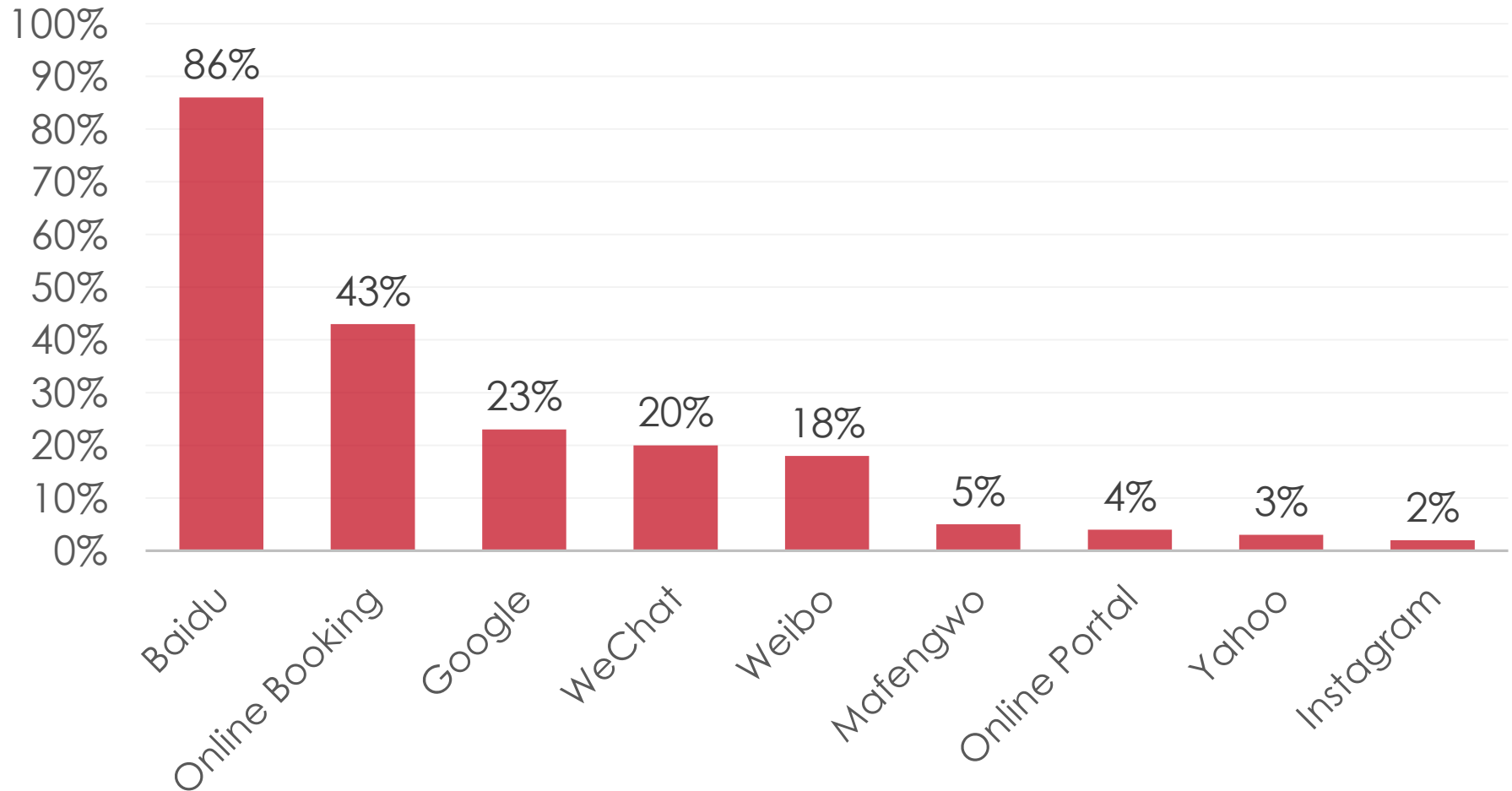
INTERNET- SOURCES OF INFORMATION GVB

[A]
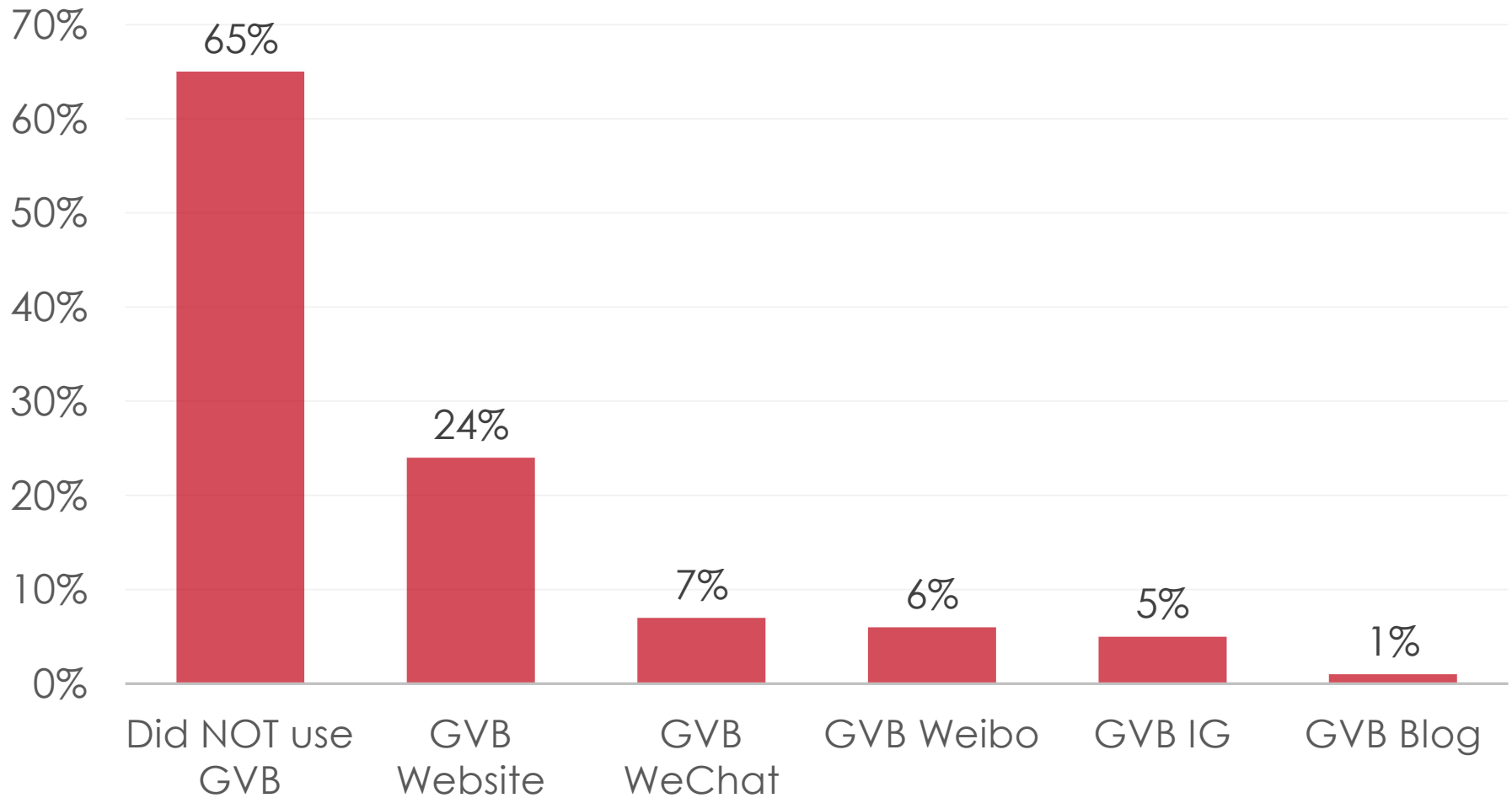
TRAVEL MOTIVATION

PRE-ARRIVAL SOURCES OF INFORMATION

PRE-ARRIVAL
SOURCES OF INFORMATION –
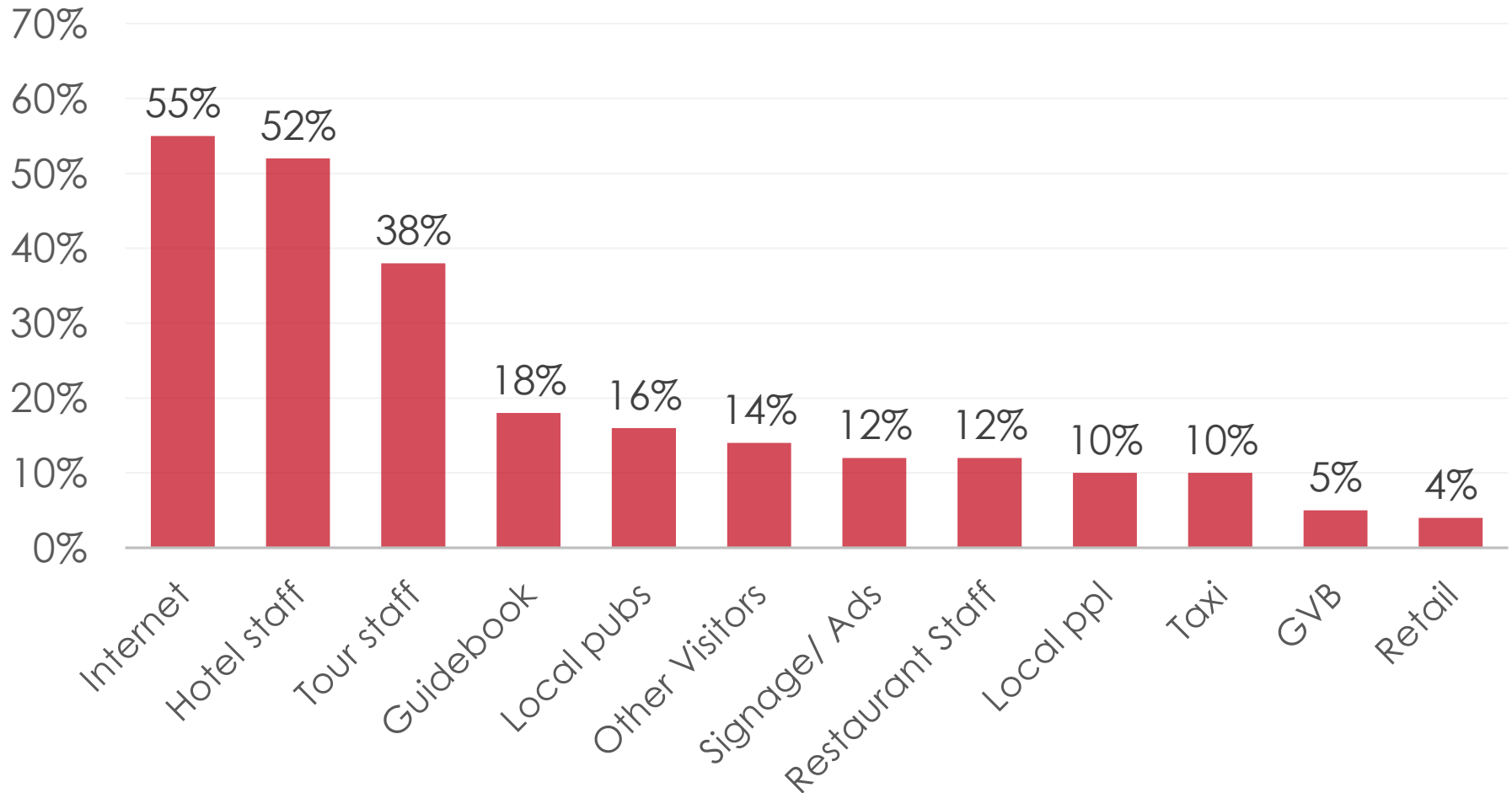## Key Segments

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	77%	67%	86%	100%	81%	72%	77%	80%
	Friend or relative	55%	33%	29%		58%	57%	56%	63%
	Magazine (consumer)	16%		14%		17%	17%	16%	7%
	Travel agent brochure	16%		14%		17%	11%	17%	30%
	TV	12%	33%	14%		12%	15%	12%	7%
	Travel guide book at bookstores	12%	33%	29%		13%	9%	16%	13%
	Co-worker/ company travel department	12%	33%	14%		12%	6%	12%	7%
	I have been to Guam before	7%				6%	9%	2%	7%
	Travel trade shows	5%				5%	9%	7%	7%
	Guam Visitors Bureau promotional activities	4%	33%			5%	2%	4%	3%
	Newspaper	3%				4%	6%	5%	10%
	Guam Visitors Bureau office	2%					2%	1%	3%
	Consumer travel shows	2%		29%		3%	4%	1%	
	Radio	1%	33%			1%		2%	
	Office LED display	1%						2%	
	Theater ads	1%					2%		
	Total	153	3	7	1	113	47	82	30

Prepared by Anthology Research

ONISLE
SOURCES OF INFORMATION

[A]

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	55%	33%	57%	100%	58%	53%	54%	70%
	Hotel staff	52%	33%	43%	100%	53%	53%	49%	43%
	Tour staff	38%	33%	57%		39%	28%	43%	30%
	Guide books I brought with me	18%	33%	14%		20%	4%	17%	33%
	Local publication	16%	33%	43%	100%	17%	13%	23%	27%
	Other visitors	14%	33%			16%	17%	16%	3%
	Signs/ advertisement	12%	33%			13%	13%	13%	13%
	Restaurant staff (outside hotel)	12%		14%		12%	15%	7%	10%
	Local people	10%		14%		8%	19%	10%	13%
	Taxi drivers	10%	33%	14%		9%	13%	12%	10%
	Guam Visitors Bureau	5%		14%		5%	6%	6%	3%
	Retail staff	4%		14%		3%	2%	2%	
	Visitors channel	1%		14%		1%		1%	
	Total	153	3	7	1	113	47	82	30

Prepared by Anthology Research

[A]

SECTION 6
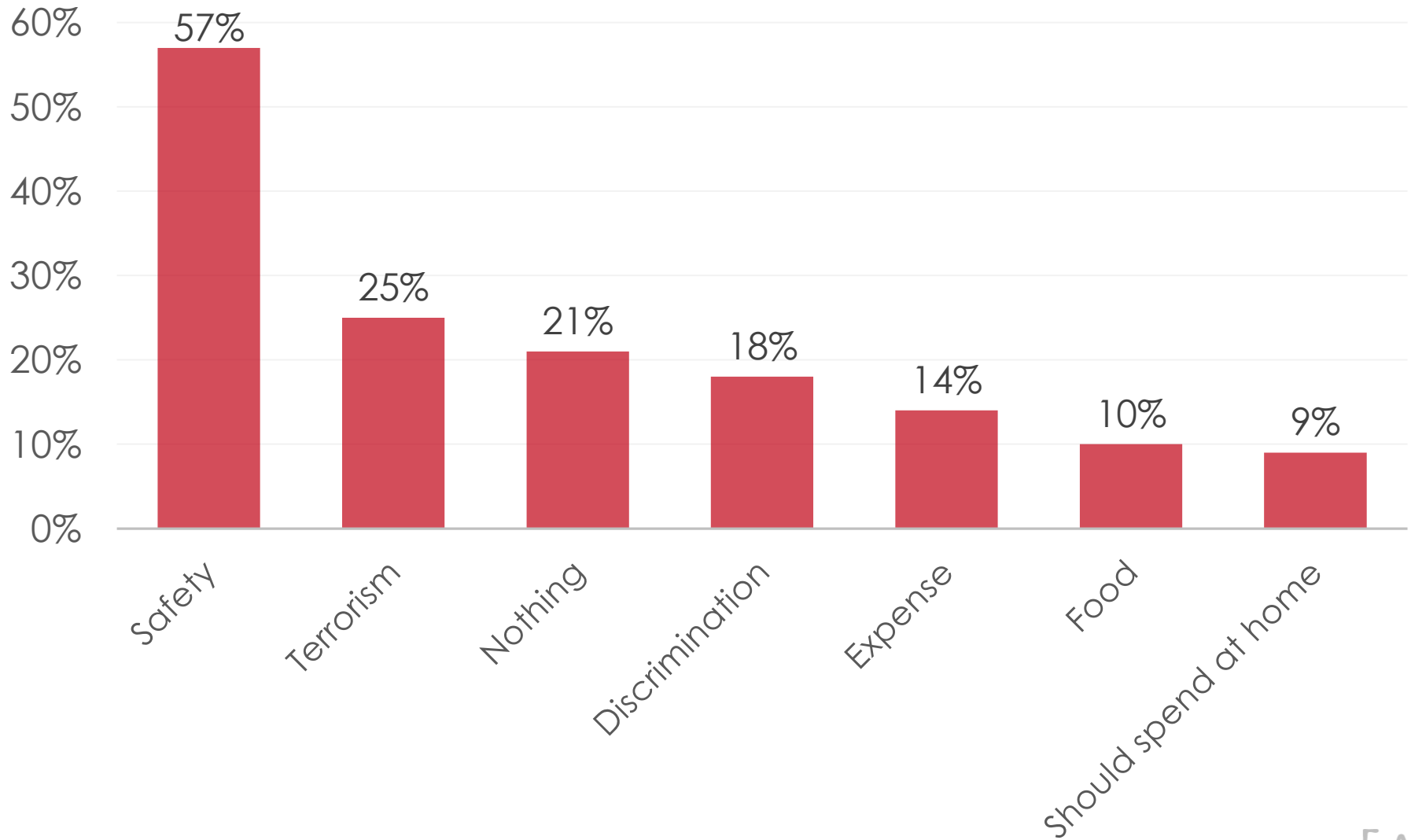# FUTURE TRAVEL TO GUAM

[A]

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

Yes
13%

No
87%

[A]
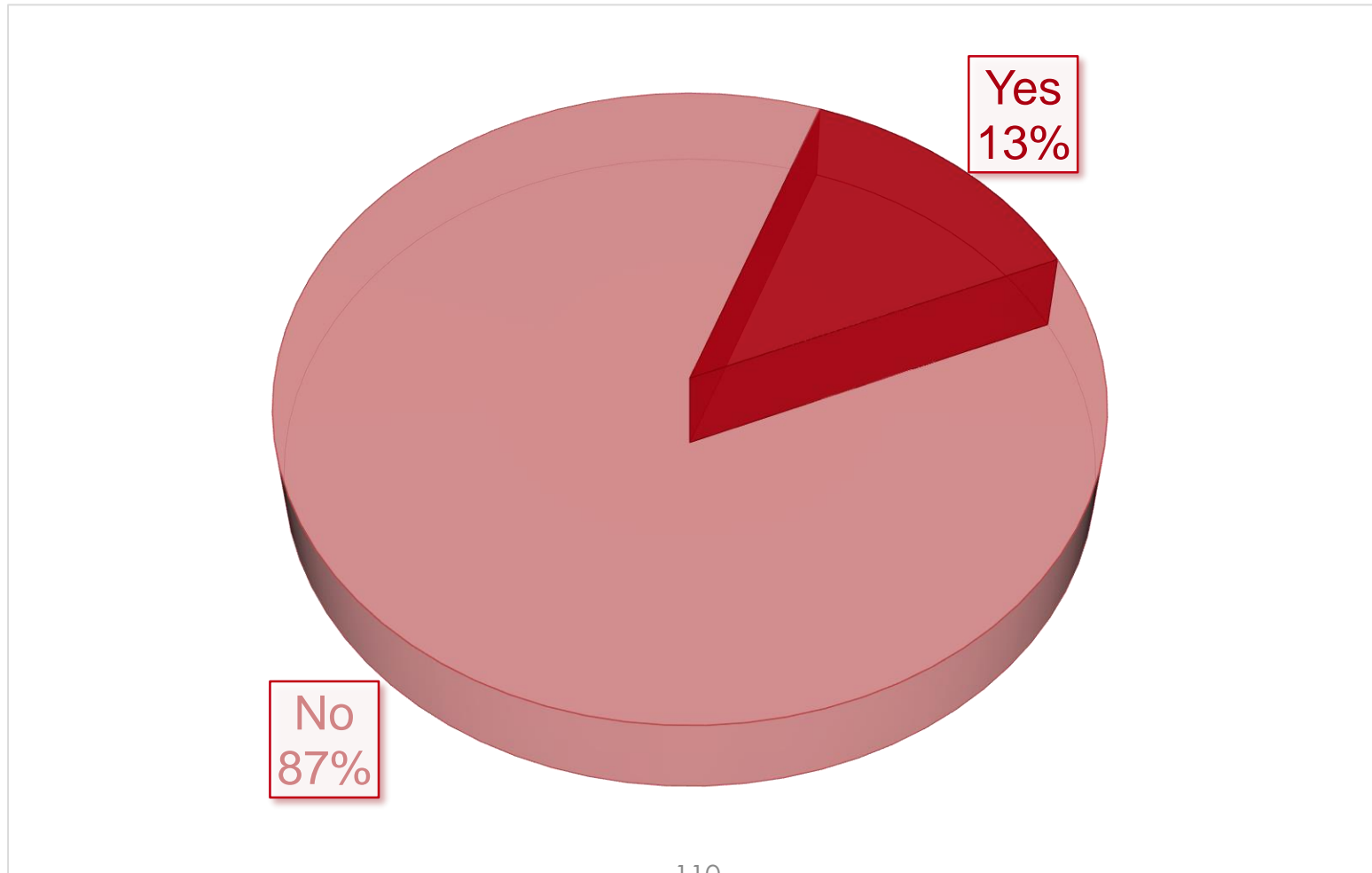
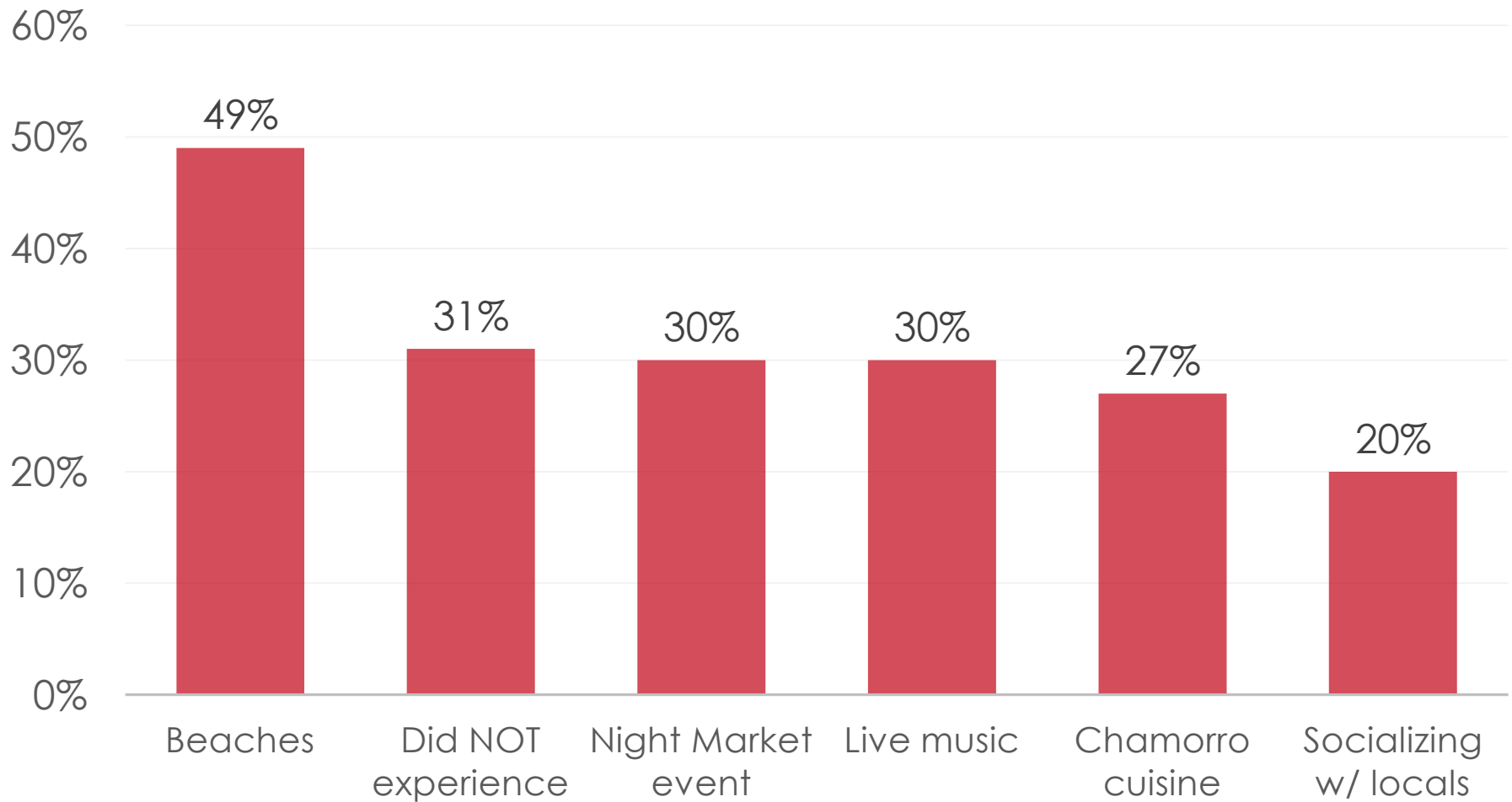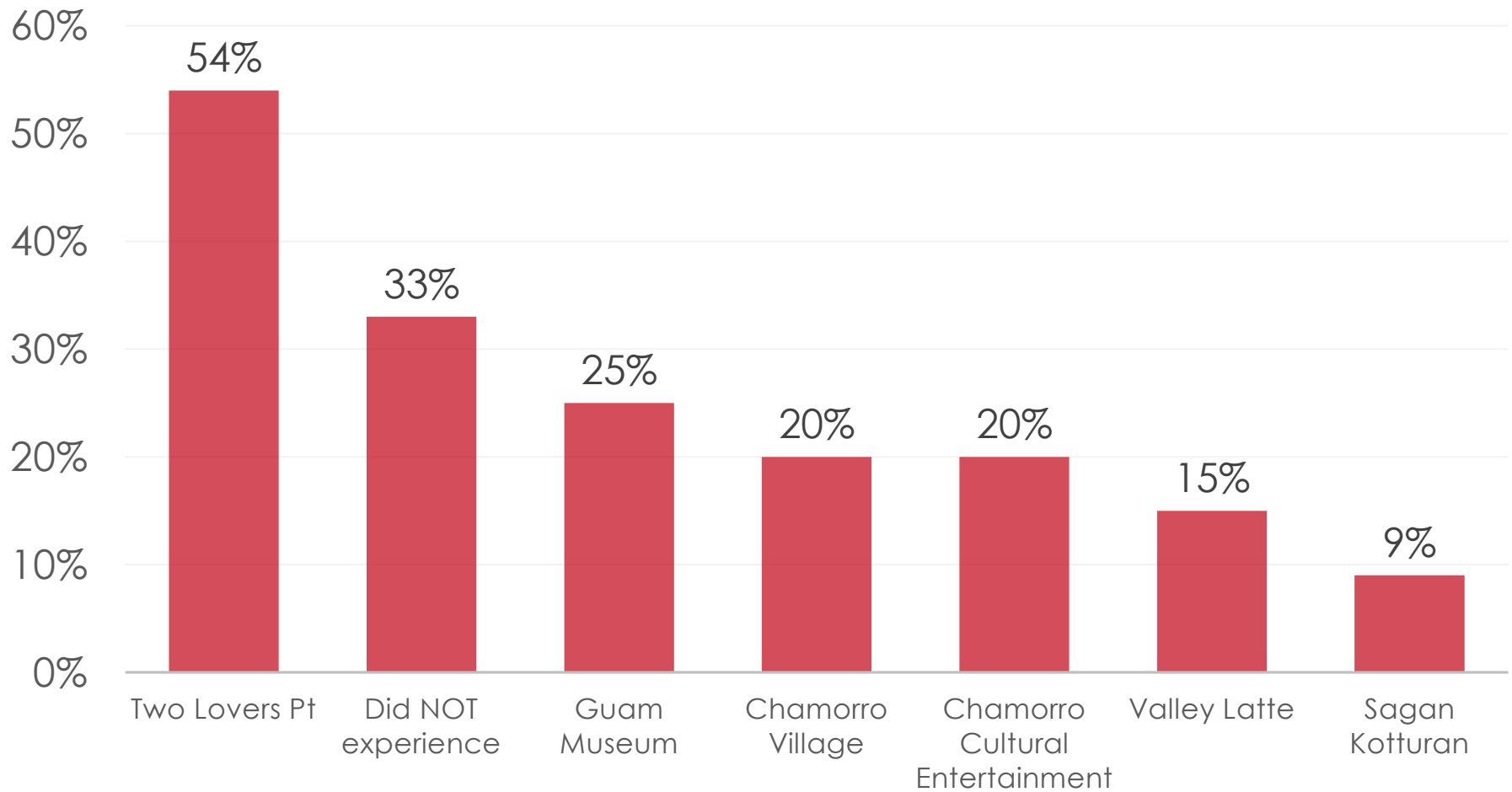# What would it take to make you stay an extra day on Guam?

[A]
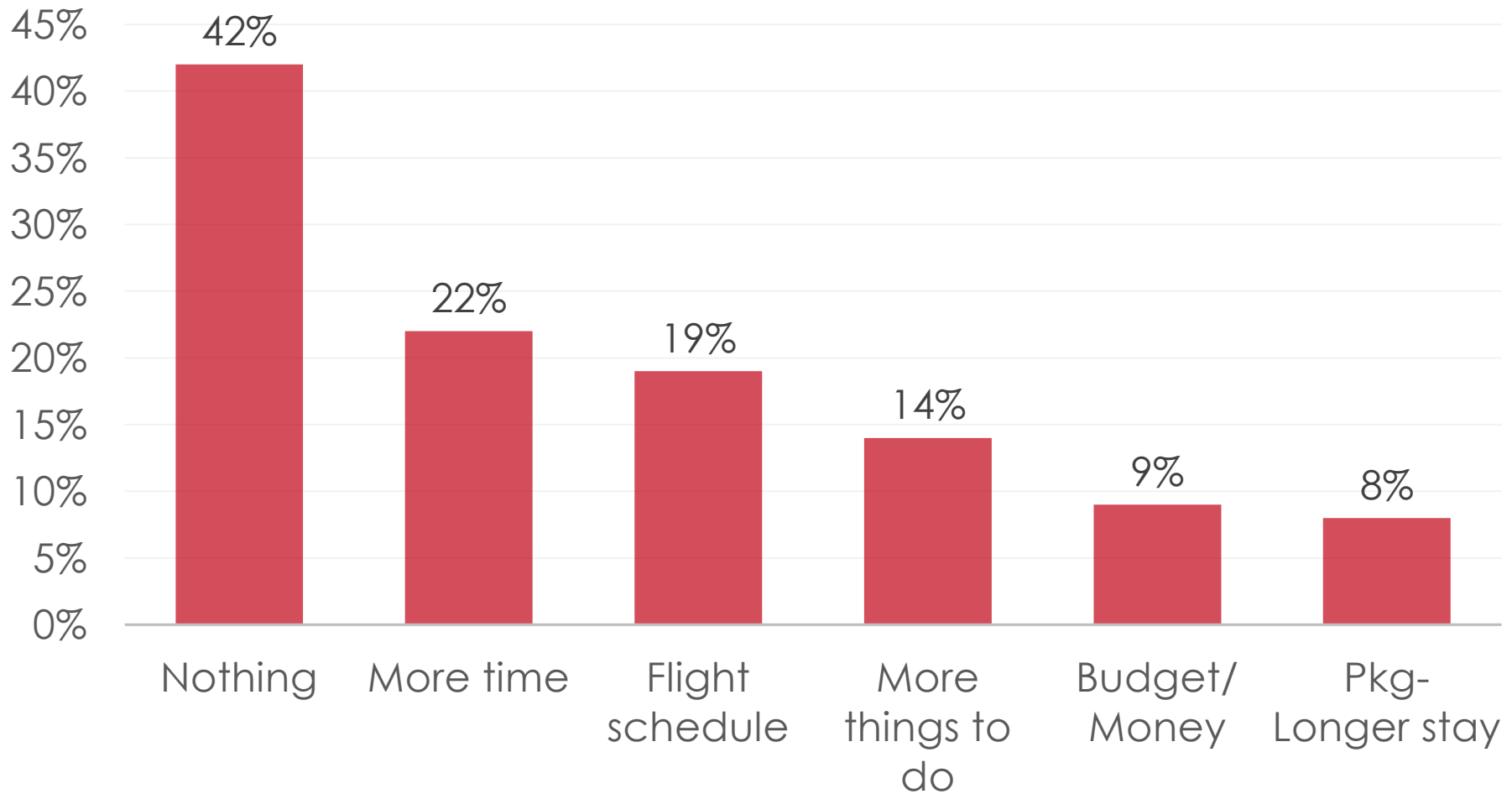
FUTURE TRAVEL CONCERNS

SECTION 7
GUAM CULTURE

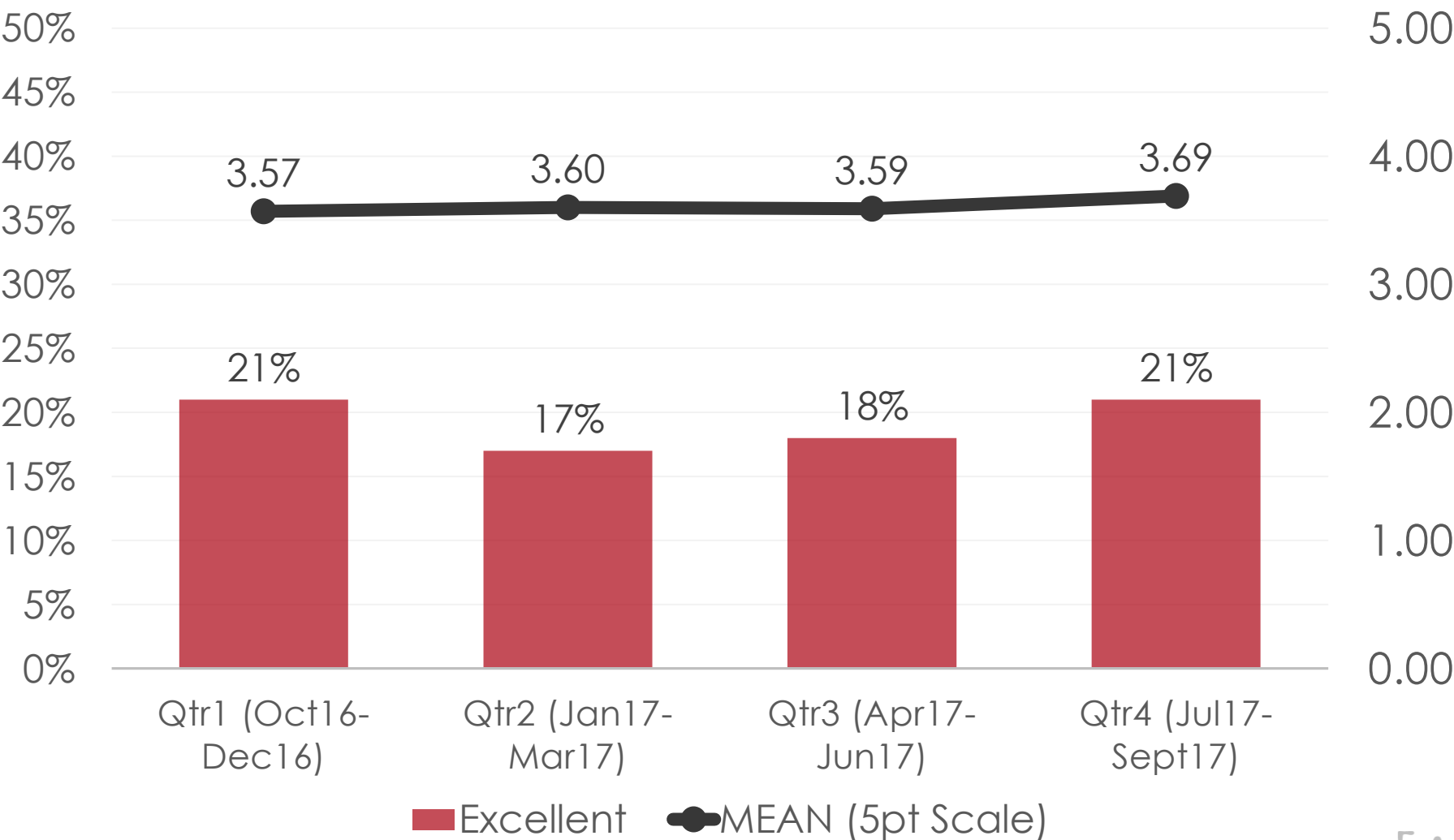# EXPERIENCED- CHAMORRO/ HAFA ADAI SPIRIT

Bar chart showing:
- Beaches: 49%
- Did NOT experience: 31%
- Night Market event: 30%
- Live music: 30%
- Chamorro cuisine: 27%
- Socializing w/ locals: 20%

[A]

EXPERIENCED-
OTHER CULTURAL ACTIVITY/EVENTS

[A]

SOURCES OF INFORMATION-CULTURAL ACTIVITY/EVENTS
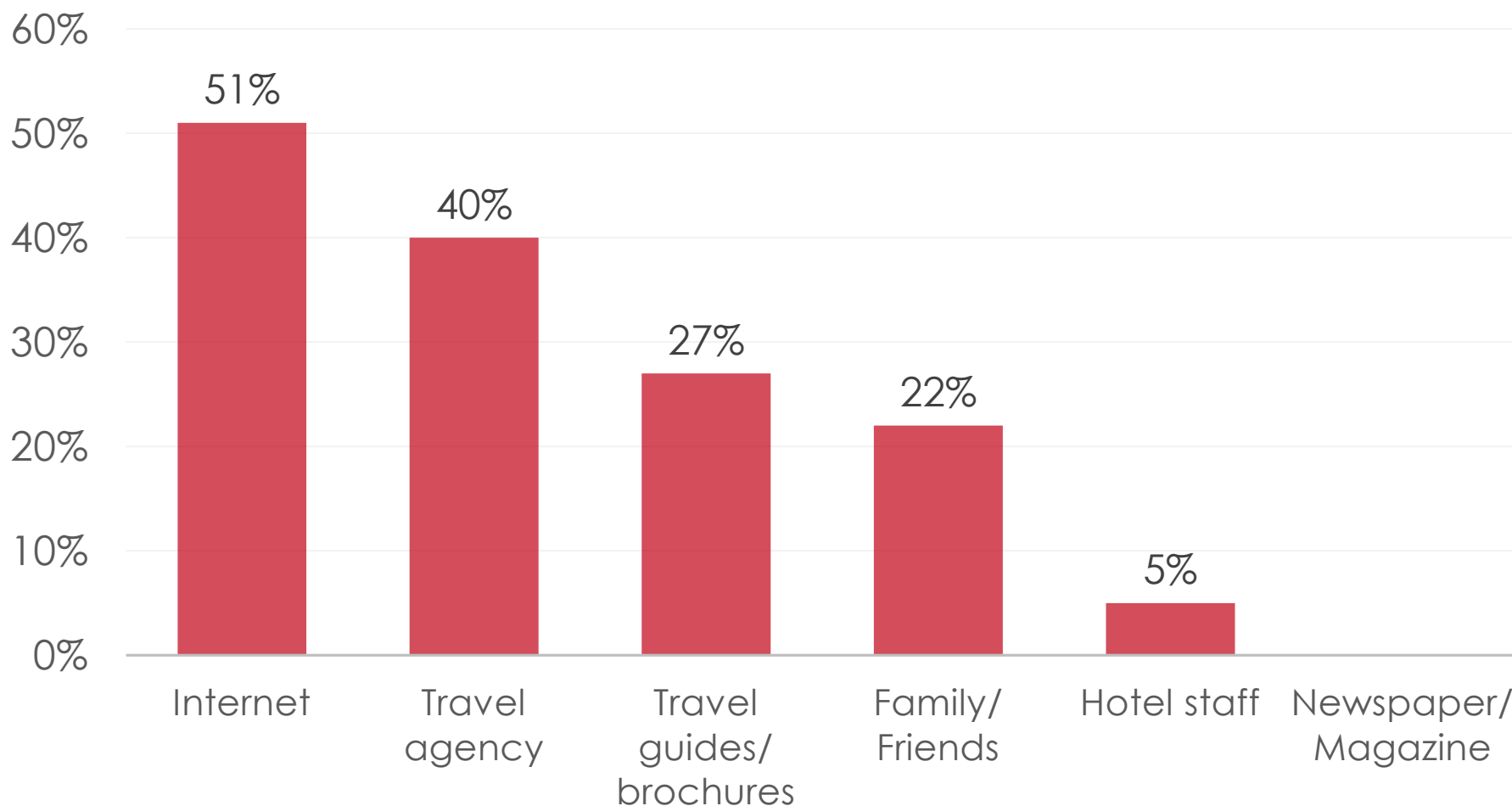
SATISFACTION-
CULTURAL ACTIVITY/EVENTS

Chart showing Excellent percentages and MEAN (5pt Scale) by quarter:

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN (5pt Scale)	3.57	3.60	3.59	3.69
Excellent	21%	17%	18%	21%

■ Excellent ●—MEAN (5pt Scale)

[A]

OBSTACLES-
CULTURAL ACTIVITY/EVENTS
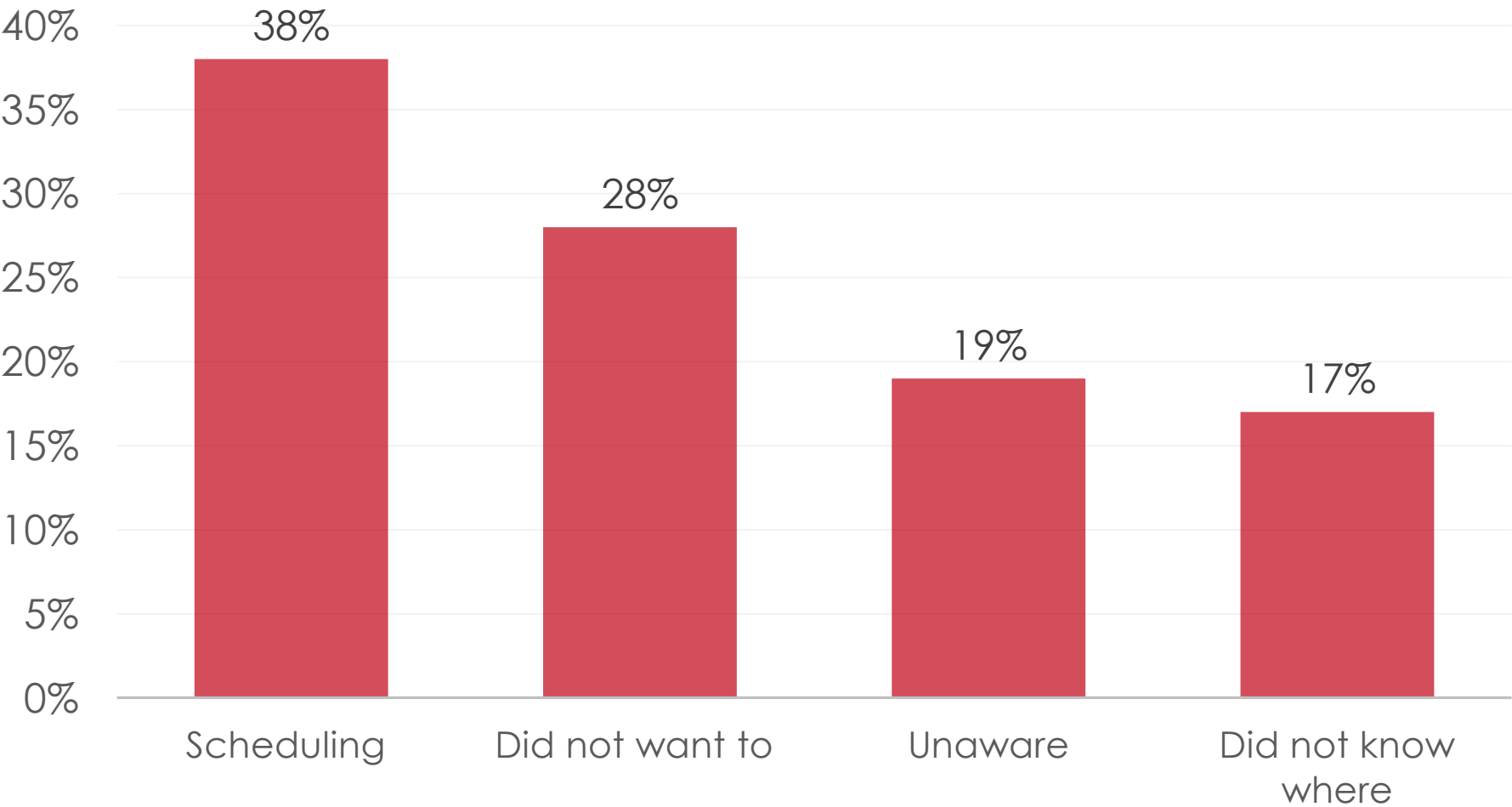
ADVANCED STATISTICS

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.

[A]

Drivers- Overall Satisfaction

Comparison of Drivers of Overall Satisfaction, 1st, 2nd 3rd and 4th Qtr. and Overall 1-4 Qtr. 2017					
Drivers:	1st Qtr. rank	2nd Qtr rank	3rd Qtr rank	**4th Qtr. rank**	Combined 1-4 Qtr. 2017 rank
Quality & Cleanliness of beaches & parks	3				
Ease of getting around		2			4
Safety walking around at night				**1**	6
Quality of daytime tours		1			1
Variety of daytime tours	1		1		
Quality of nighttime tours					
Variety of nighttime tours					
Quality of shopping		5			
Variety of shopping					
Price of things on Guam	4		3	**2**	2
Quality of hotel accommodations	2	3			5
Quality/cleanliness of air, sky		4	2	**3**	3
Quality/cleanliness of parks					
Quality of landscape in Tumon					
Quality of landscape in Guam					
Quality of ground handler					
Quality/cleanliness of transportation vehicles	5				
% of Per Person On Island Expenditures Accounted For	64.40%	66.90%	52.00%	**48.5%**	53.9%
NOTE: Only significant predictors are ranked.					

[A]

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Chinese visitor's experience on Guam is driven by three significant factors in the 4th Quarter 2017 Period. By rank order they are:
  - **Safety walking around at night,**
  - **Price of things on Guam, and**
  - **Quality/cleanliness of air, sky.**

- With all three factors the overall r^2 is .485 meaning that **48.5% of overall satisfaction is accounted for by these factors.**

[A]

Drivers – On-Isle Expenditures

Comparison of Drivers of Per Person On Island Expenditure, 1st, 2nd 3rd and 4th Qtr. and Overall 1-4 Qtr. 2017					
Drivers:	1st Qtr rank	2nd Qtr rank	3rd Qtr rank	**4th Qtr. rank**	Combined 1-4 Qtr. 2017 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					
Variety of nighttime tours					
Quality of shopping					
Variety of shopping					
Price of things on Guam					1
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%	**0.0%**	1.3%

NOTE: Only significant predictors are ranked.

[A]

Drivers of On-Isle Expenditures

- **Per Person On Island Expenditure** of Chinese visitors on Guam is driven by no significant factors in the 4th Quarter 2017 period

[A]