

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

FY2018

QTR.2 (JAN – MAR 2018)

Prepared by: Anthology Research

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#instaGuam



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 **123** 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 **123** is +/- 8.8 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 +/- 8.8 percentage points.

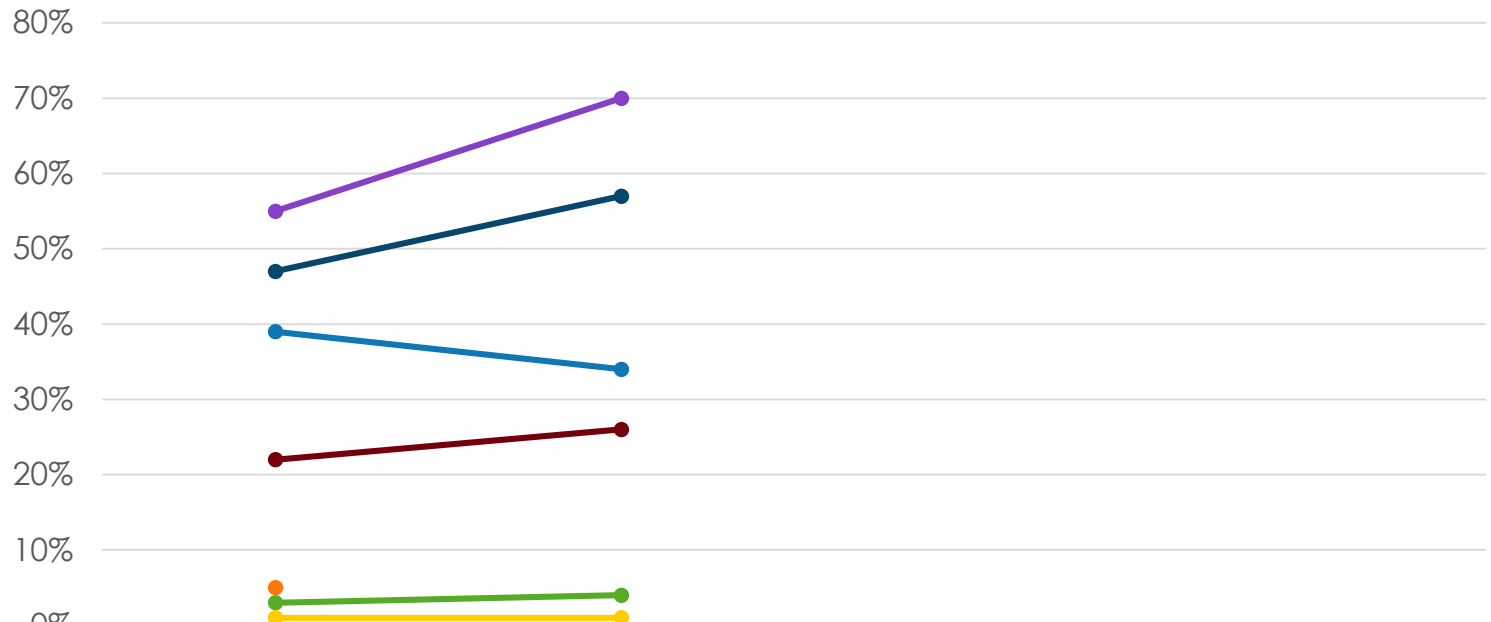
Objectives

- 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 (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

Key Highlighted Segments

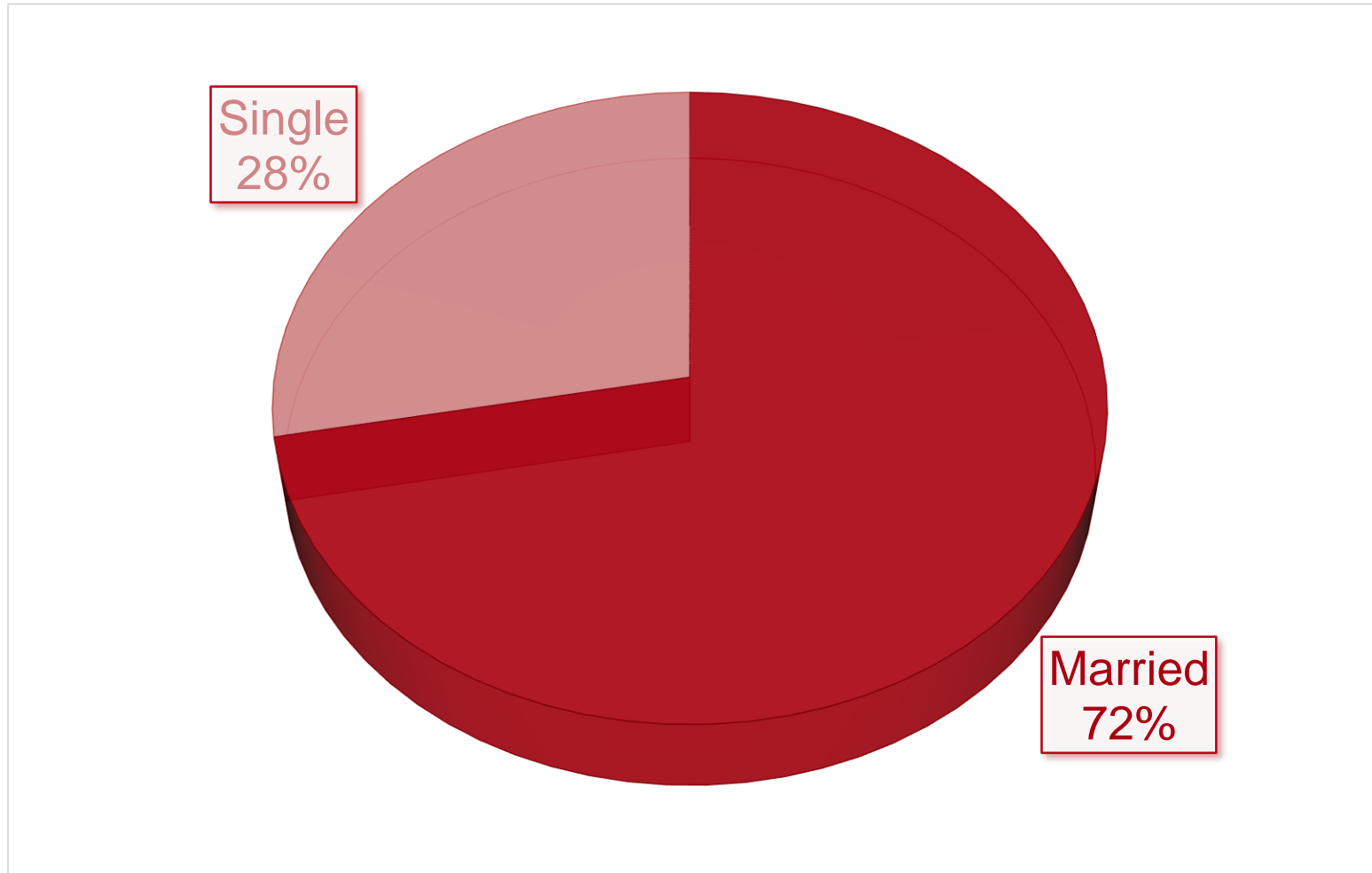


	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
FITs	39%	34%		
Honeymoon	3%	4%		
Wedding	1%	1%		
Family	55%	70%		
MICE	5%			
Sports/ Adv	47%	57%		
Education	22%	26%		

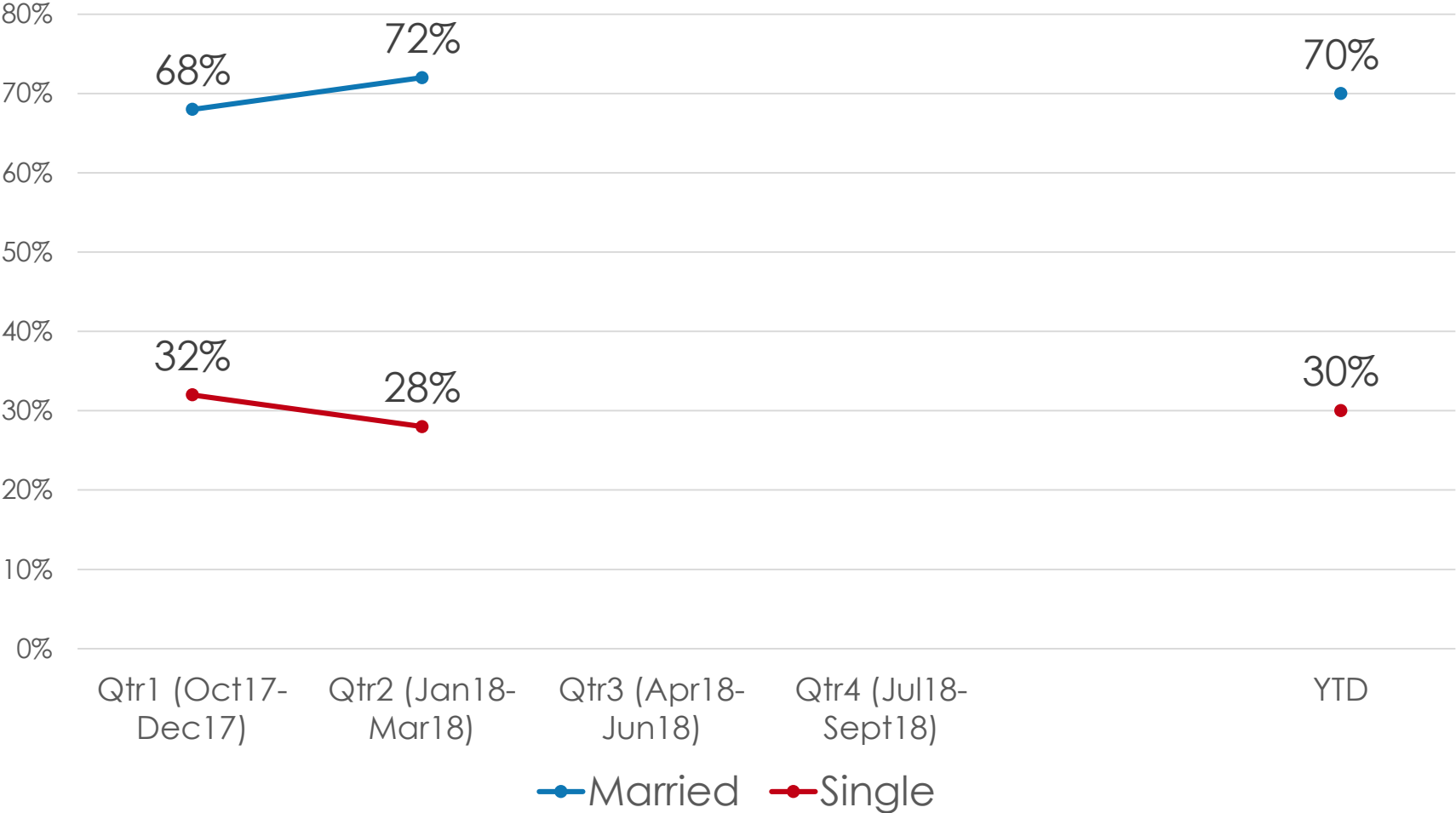
SECTION 1

PROFILE OF RESPONDENTS

Marital Status



Marital status – FY2018 Tracking



Marital status – Key Segments

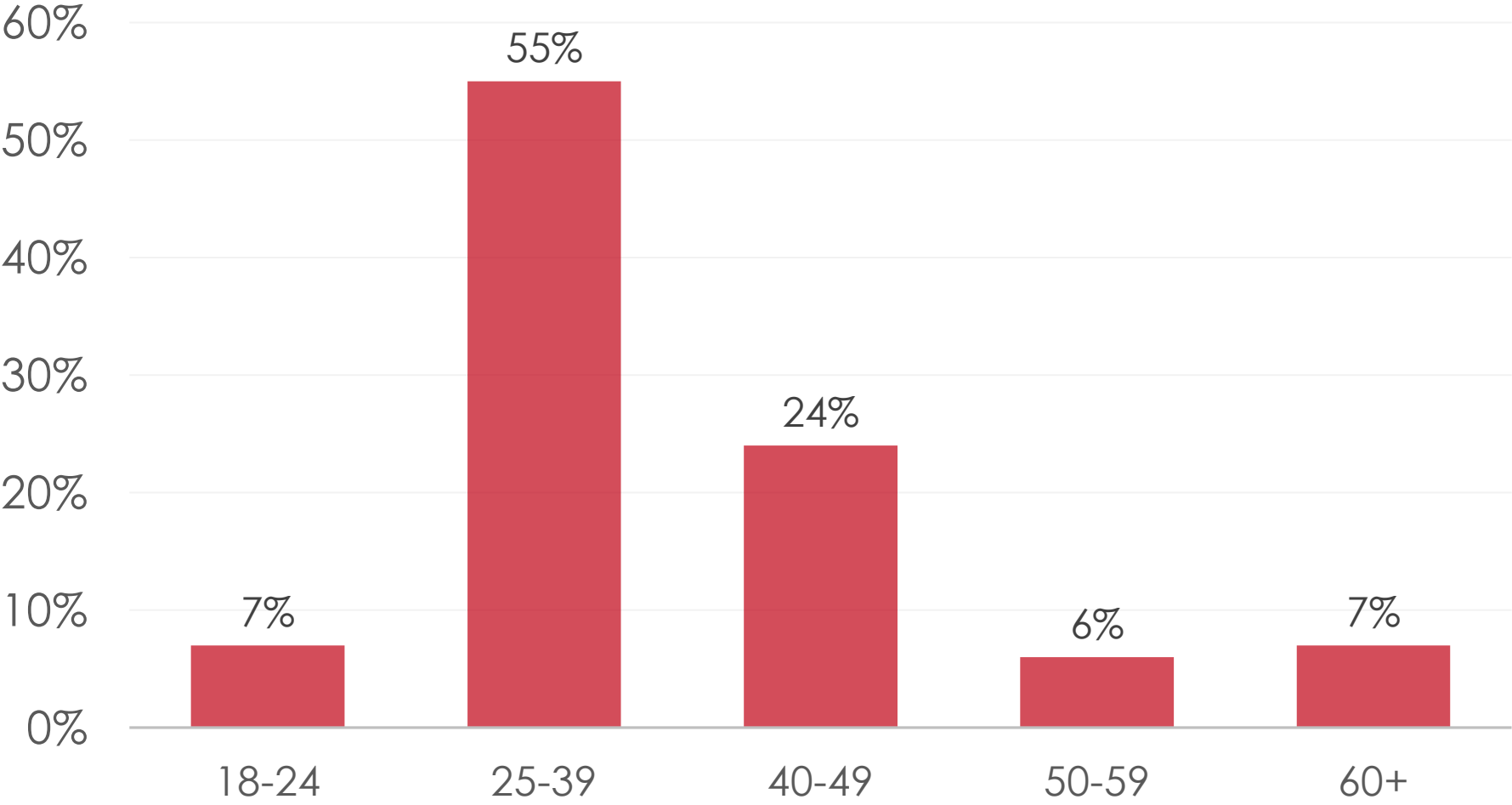
**GVB EXIT SURVEY
QE MARITAL STATUS**

		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ADV	EDUCATION/TESTING
		-	-	-	-	-	-	-	-
QE	Married	72%		60%	100%	90%	57%	74%	59%
	Single	28%		40%		10%	43%	26%	41%
	Total	123		5	1	86	42	70	32

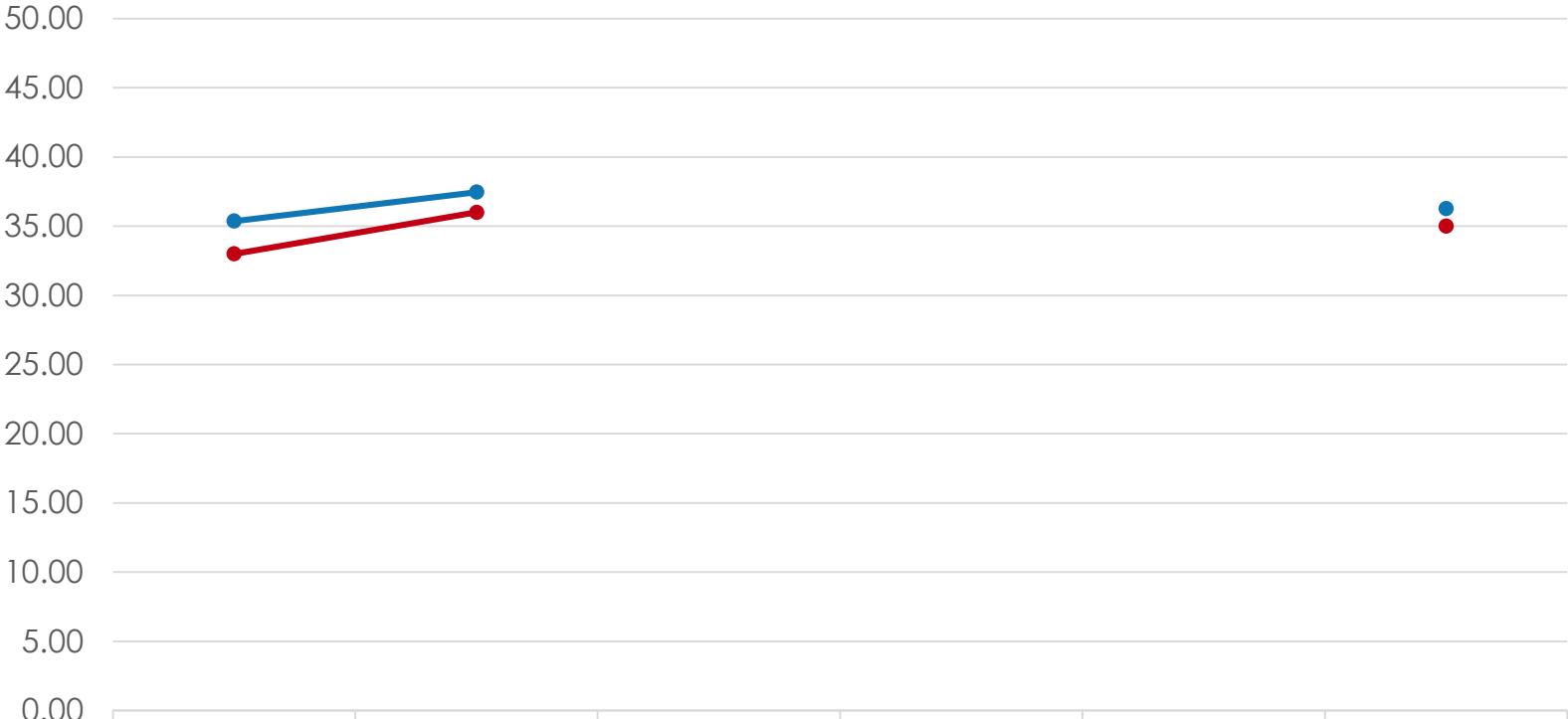
Prepared by Anthology Research

Age

MEAN = 37.46
MEDIAN = 36



Age – FY2018 Tracking



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)	YTD
MEAN	35.37	37.46			36.27
MEDIAN	33	36			35

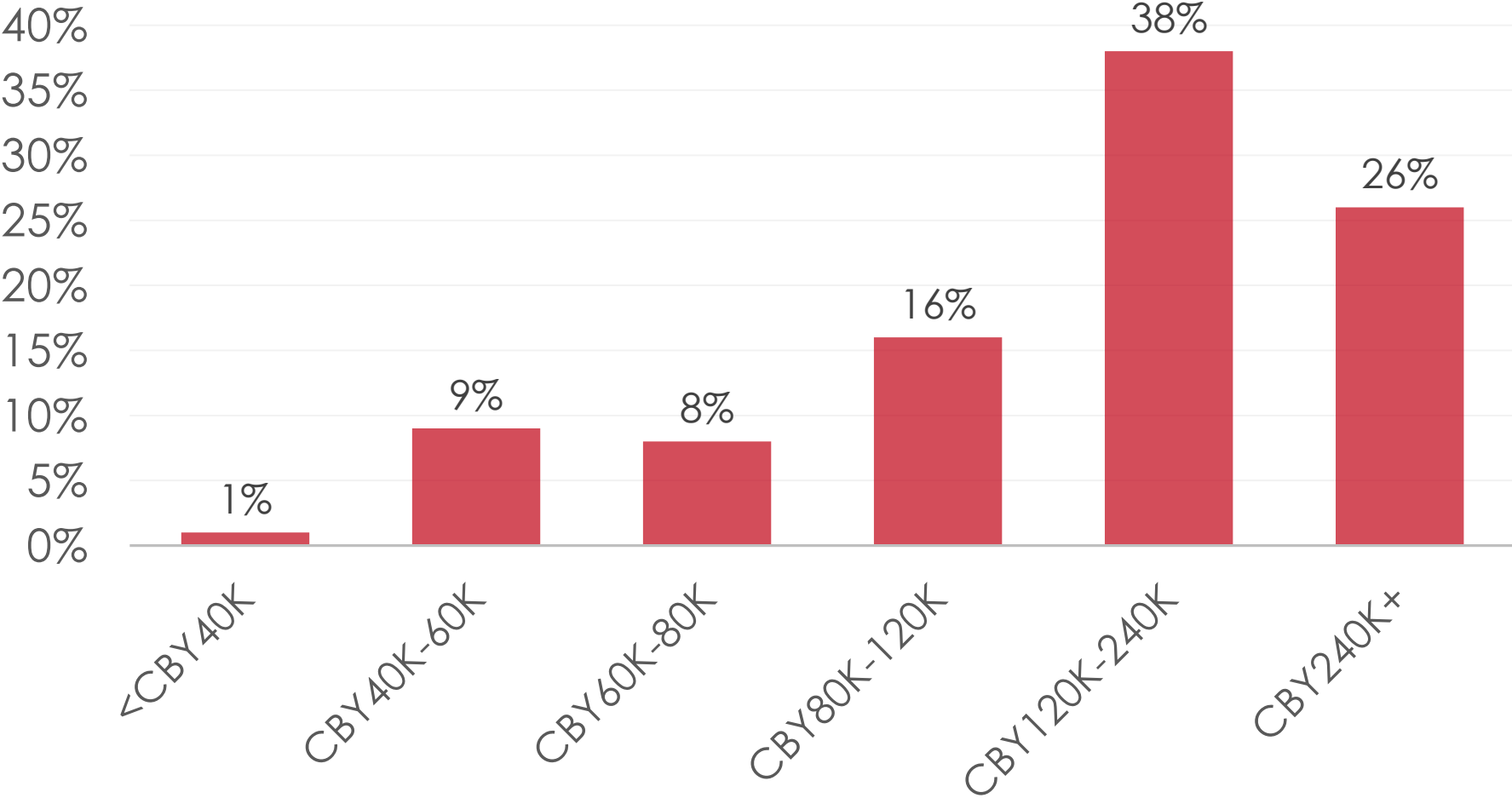
Age – Key Segments

GVB EXIT SURVEY AGE

		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ADV	EDUCATION/TESTING
		-	-	-	-	-	-	-	-
SD	18-24	7%		20%		8%	10%	4%	16%
	25-39	55%		60%	100%	48%	67%	60%	63%
	40-49	24%		20%		29%	14%	20%	16%
	50-59	6%				5%		9%	6%
	60+	7%				10%	10%	7%	
	Total	123		5	1	86	42	70	32
SD	Mean	37.46		28.80	28.00	39.23	35.74	37.53	33.22
	Median	36		25	28	38	34	36	33

Prepared by Anthology Research

Annual Household Income



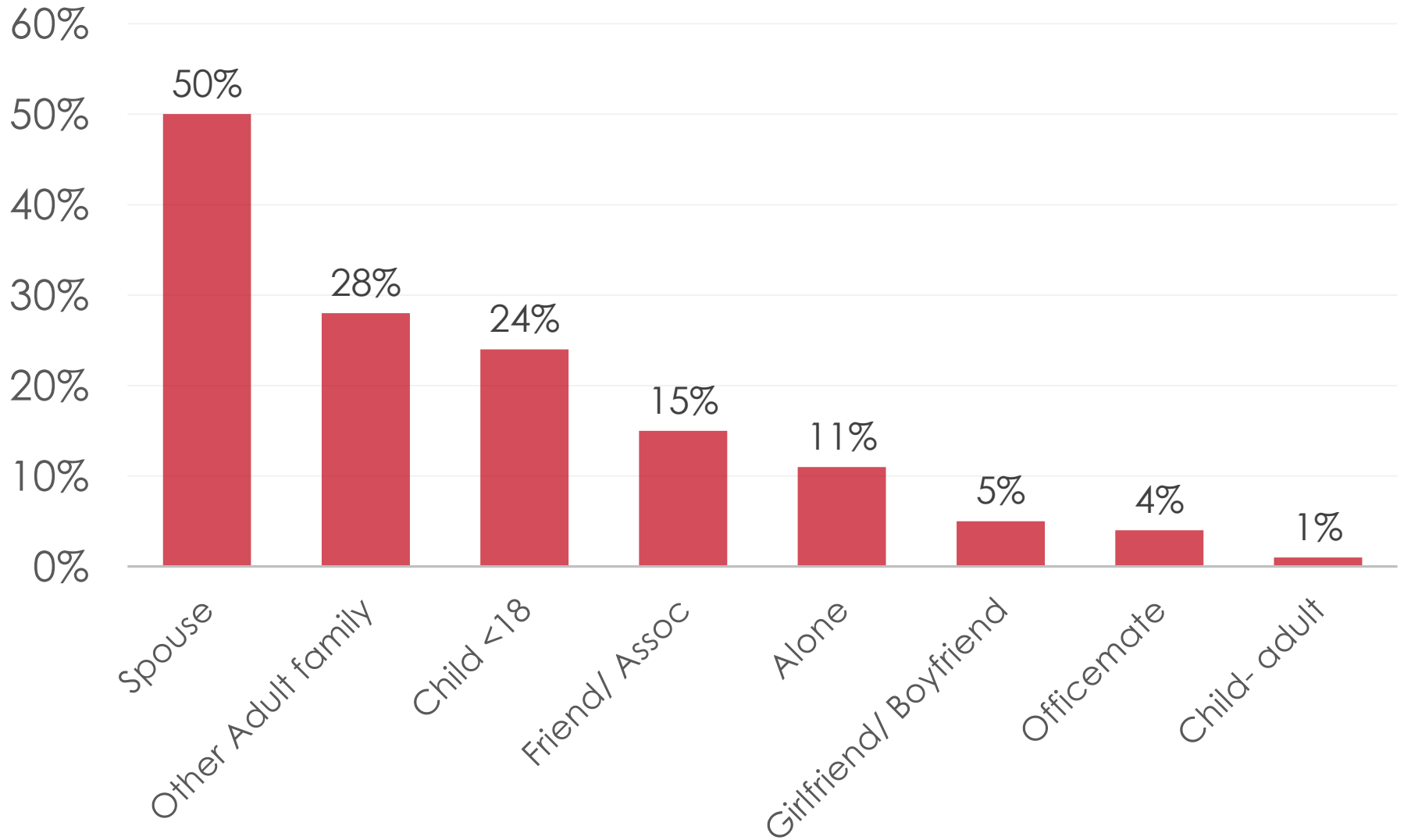
Annual Household Income – Key Segments

GVB EXIT SURVEY
Q26 Household income:

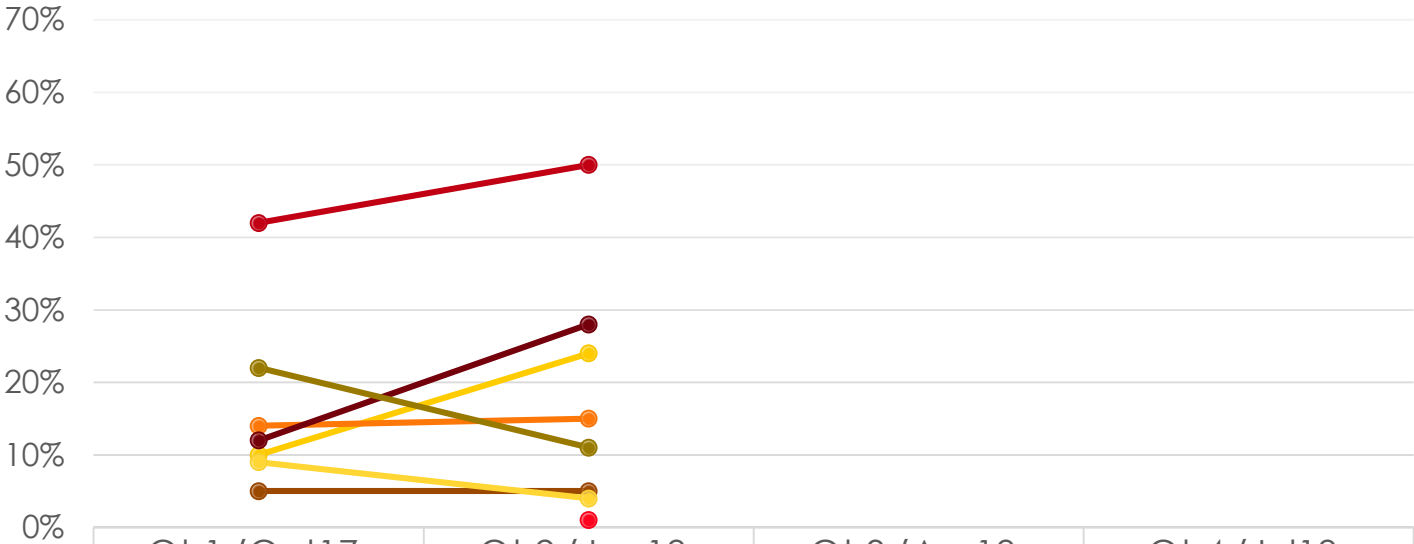
		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ADV	EDUCATION/TESTING
		-	-	-	-	-	-	-	-
Q26	Up to CBY40K	1%				1%			
	CBY40K-CBY60K	9%		20%		7%	10%	10%	16%
	CBY60K-CBY80K	8%				5%	14%	9%	3%
	CBY80K-CBY120K	16%		20%	100%	13%	17%	16%	13%
	CBY120K-CBY240K	38%		40%		39%	38%	31%	28%
	CBY240K+	26%		20%		33%	19%	34%	38%
	No Income	2%				1%	2%		3%
	Total	121		5	1	84	42	68	32

Prepared by Anthology Research

Travel Party

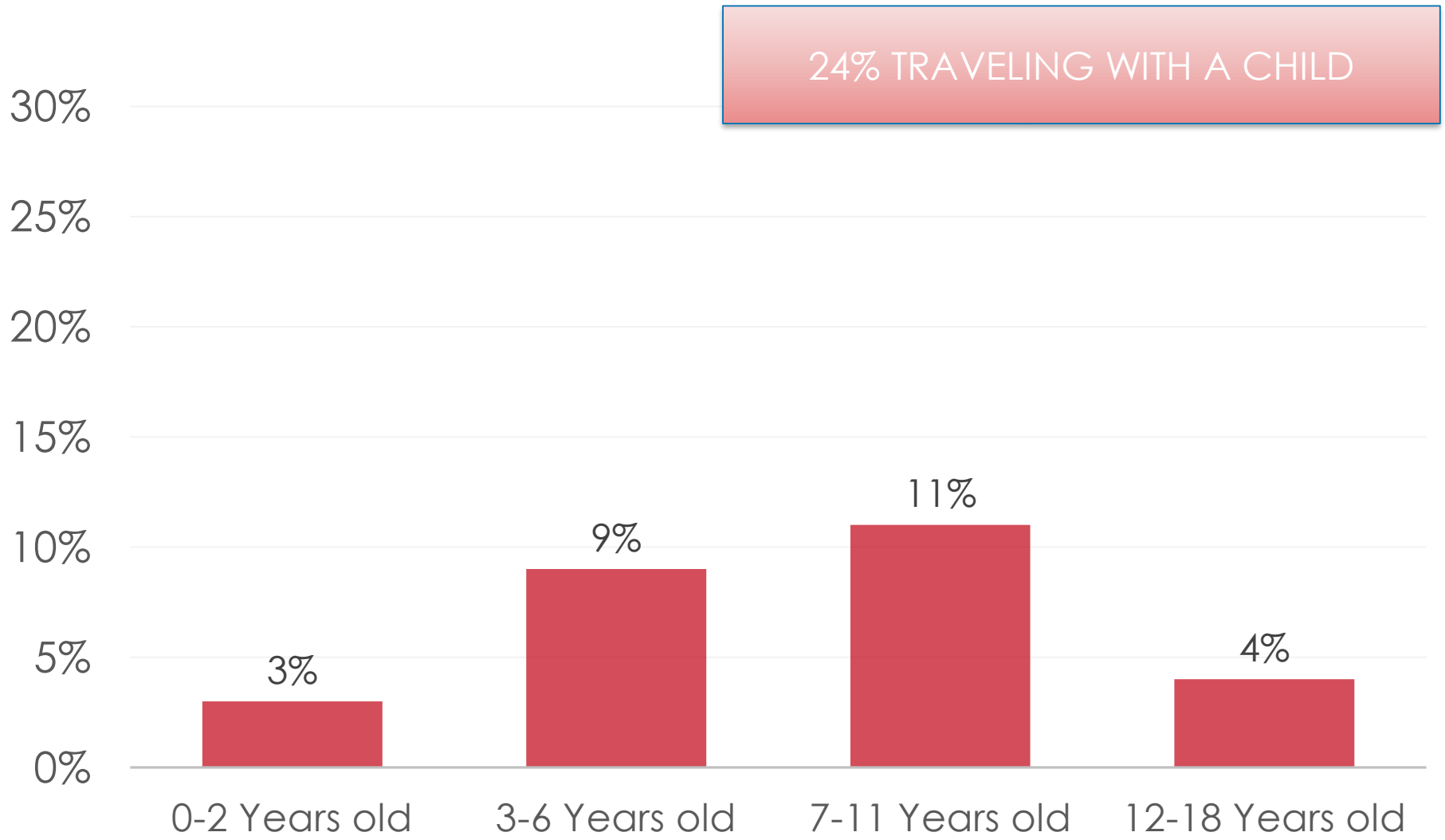


Travel Party

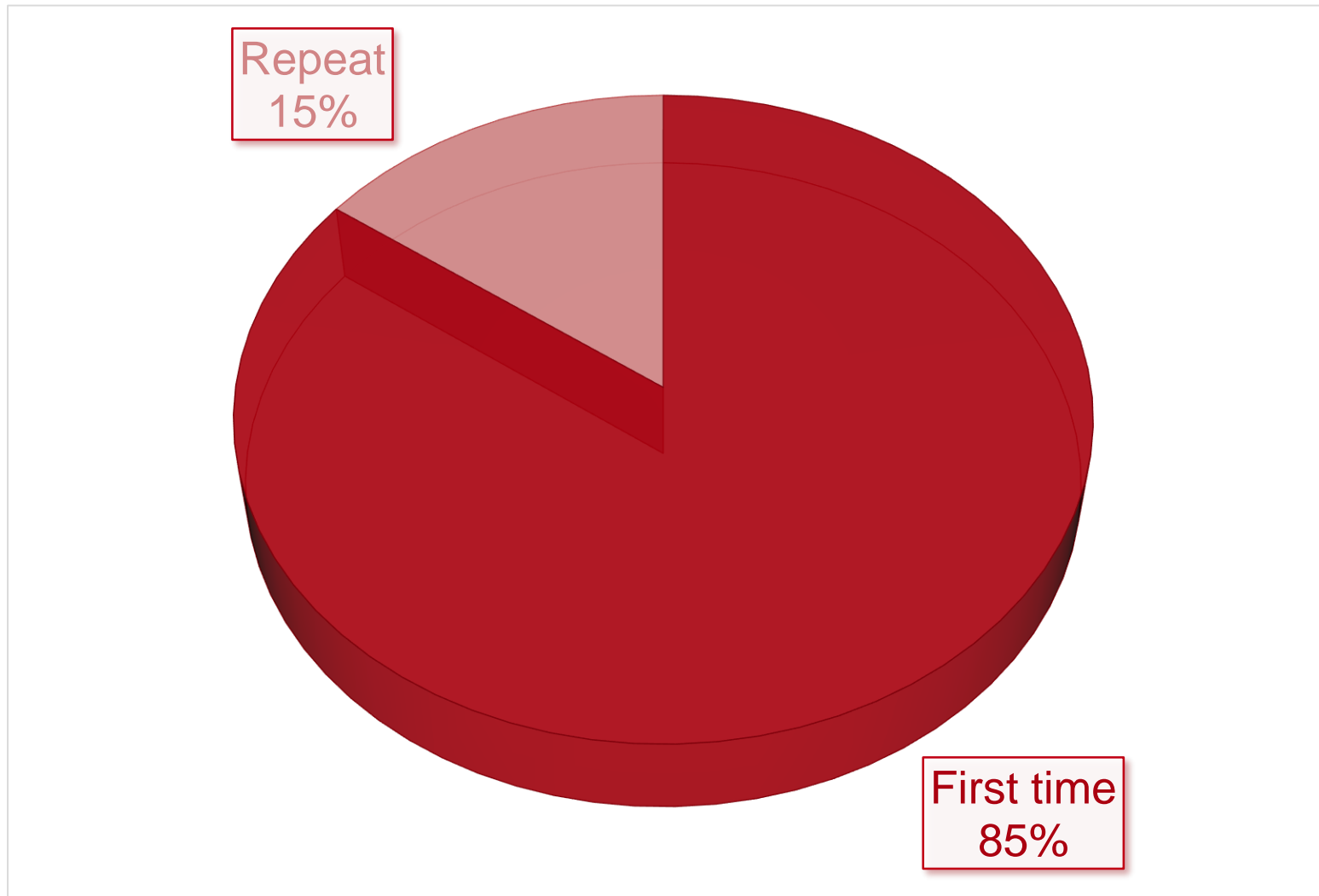


	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
Spouse	42%	50%		
Child <18	10%	24%		
Friend/ Assoc	14%	15%		
Other Adult Family	12%	28%		
Alone	22%	11%		
Girlfriend/ Boyfriend	5%	5%		
Child- Adult		1%		
Office	9%	4%		

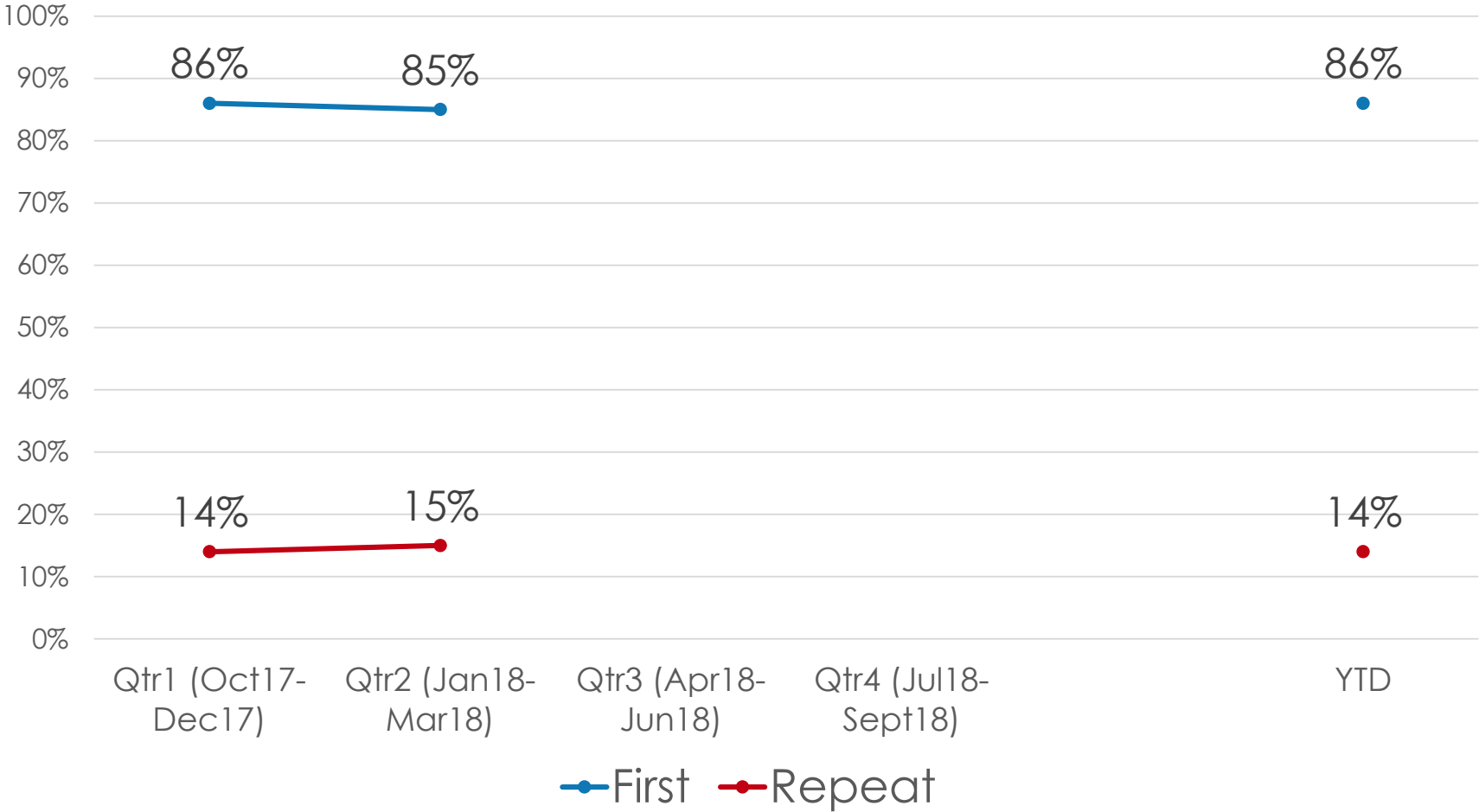
Travel Party - Children



Trips to Guam



Trips to Guam – FY2018 Tracking



Trips to Guam – Key Segments

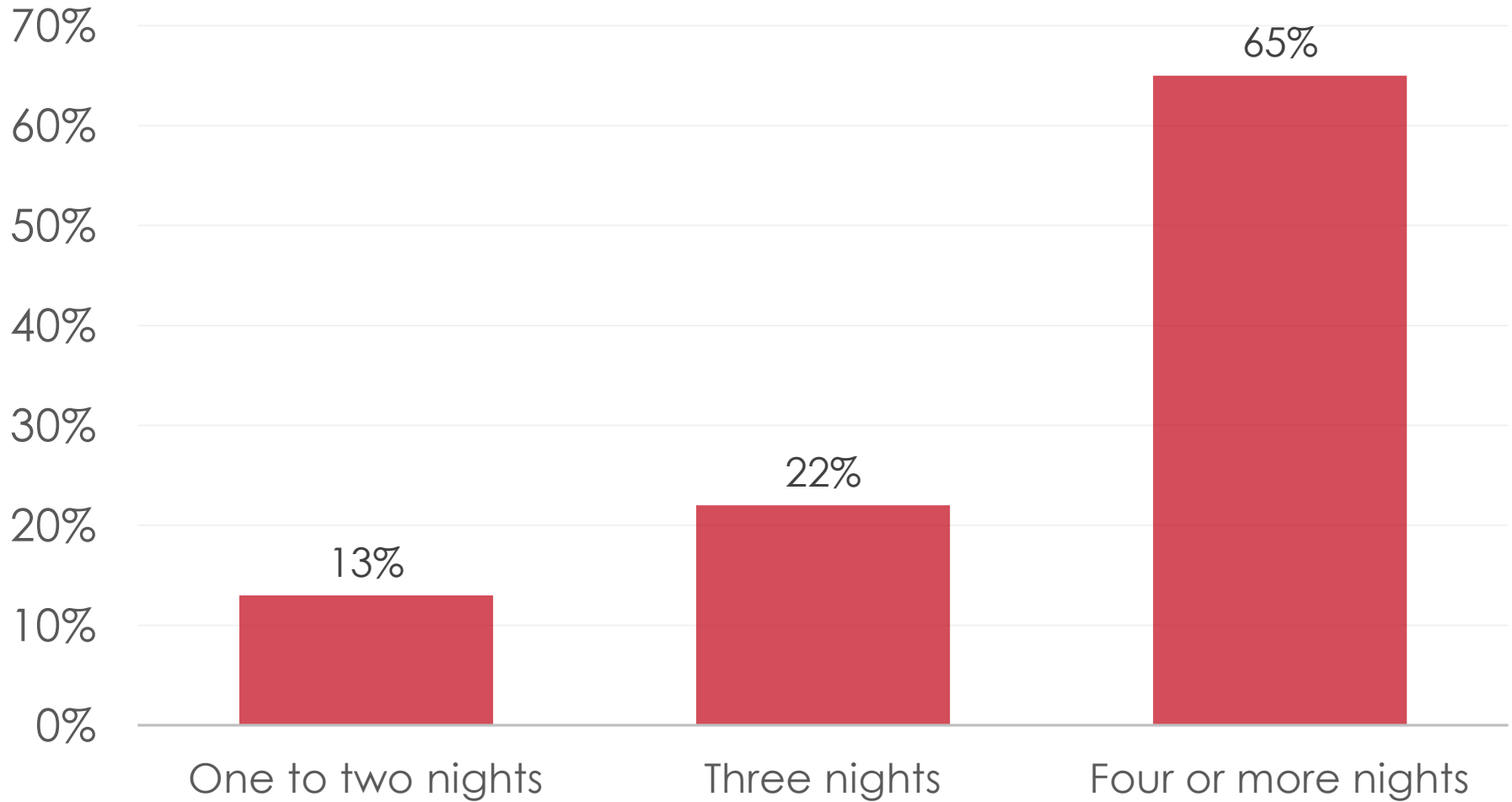
GVB EXIT SURVEY
Q3 Including this trip, how many times have you visited Guam?

		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ADV	EDUCATION/TESTING
		-	-	-	-	-	-	-	-
Q3	1st Time	85%		100%	100%	84%	81%	90%	78%
	Repeat	15%				16%	19%	10%	22%
	Total	123		5	1	86	42	70	32
Q3A	Mean	1.24		1.00	1.00	1.22	1.29	1.11	1.28
	Median	1		1	1	1	1	1	1

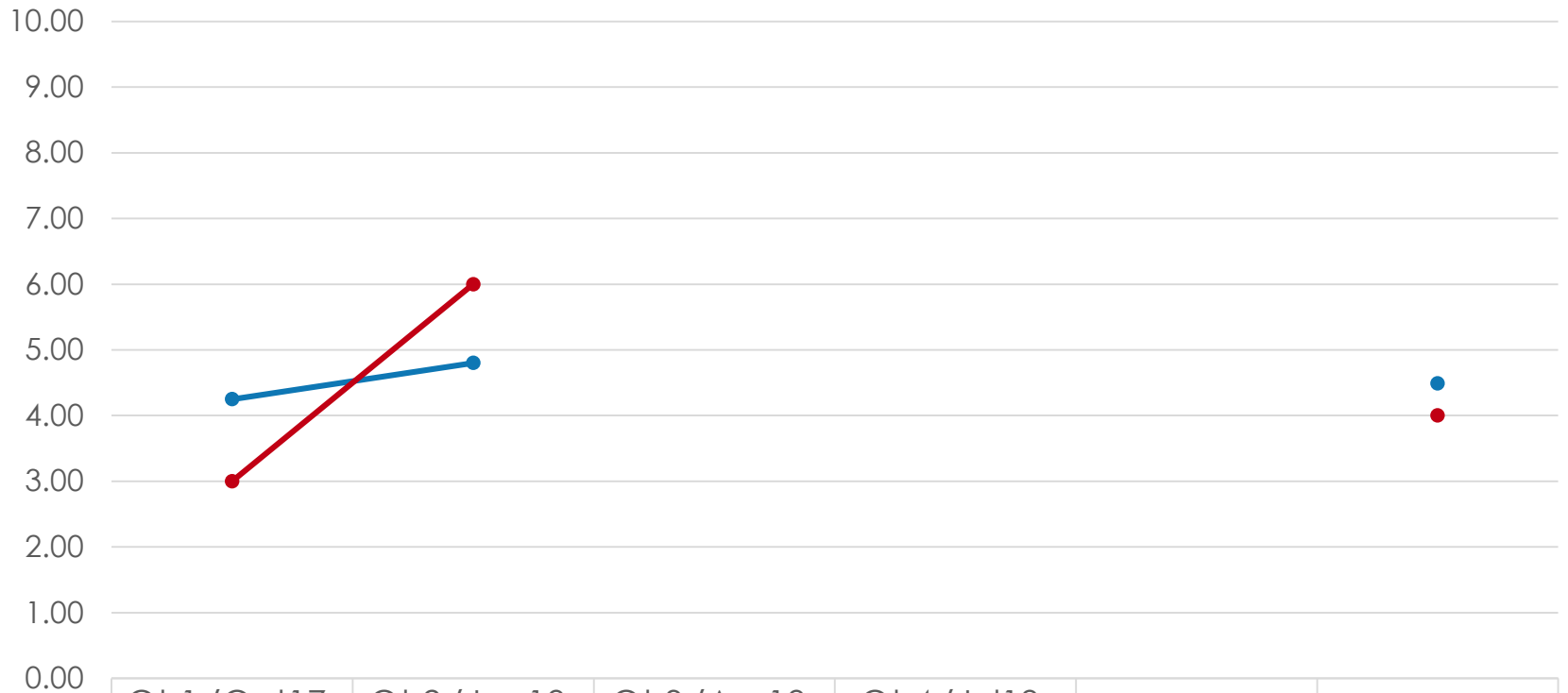
Prepared by Anthology Research

Length of Stay

MEAN NUMBER OF NIGHTS = 4.80
MEDIAN NUMBER OF NIGHTS = 6



Length of Stay – FY2018 Tracking



	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)	YTD
MEAN	4.25	4.80			4.49
MEDIAN	3	6			4

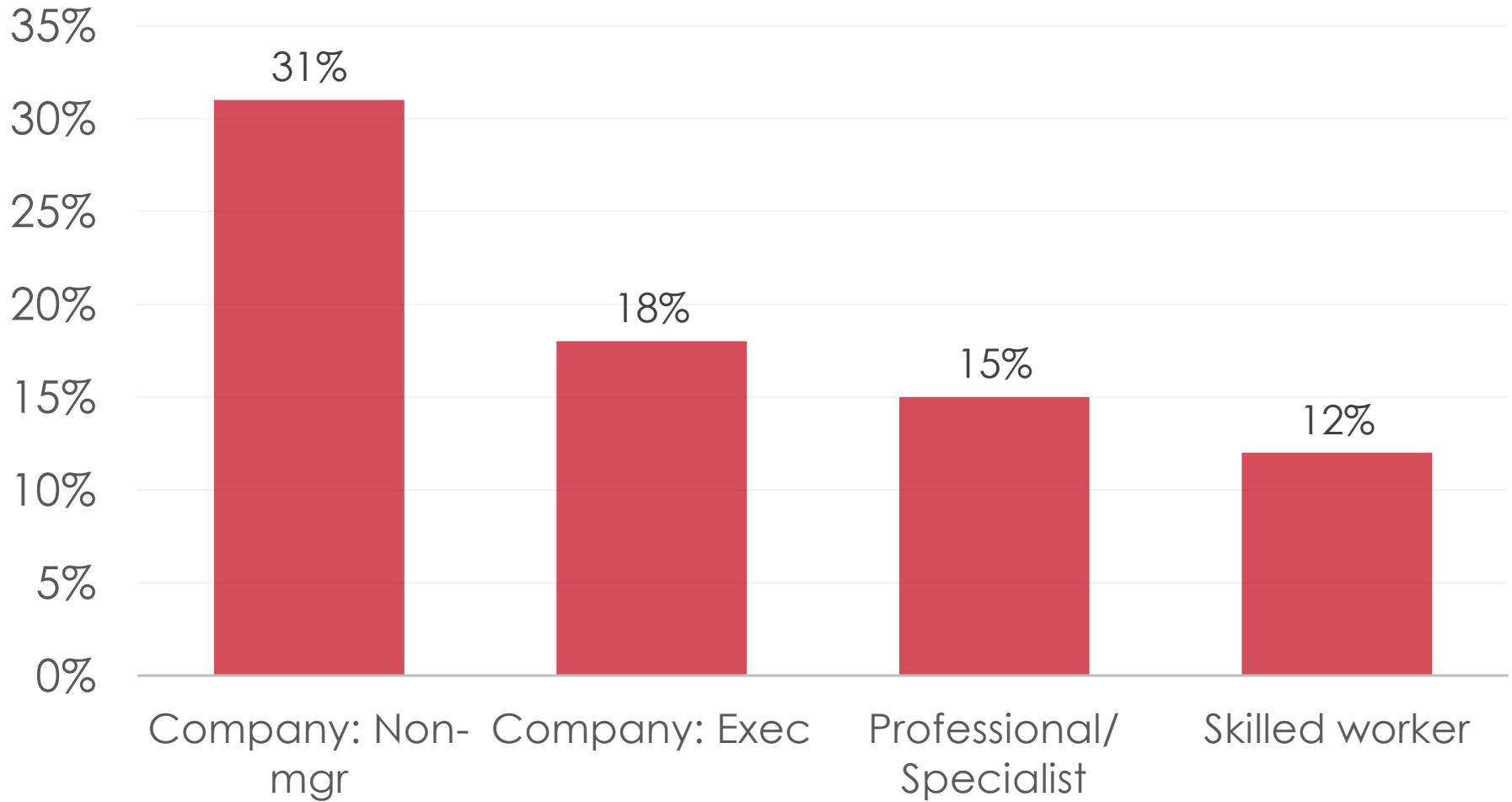
Length of Stay – Key Segments

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

		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ADV	EDUCATION/TESTING
		-	-	-	-	-	-	-	-
SA	1-2	13%				8%	14%	16%	9%
	3	22%				17%	31%	11%	19%
	4+	65%		100%	100%	74%	55%	73%	72%
	Total	123		5	1	86	42	70	32
SA	Mean	4.80		6.00	4.00	5.12	4.36	5.09	4.84
	Median	6		6	4	6	4	6	6

Prepared by Anthology Research

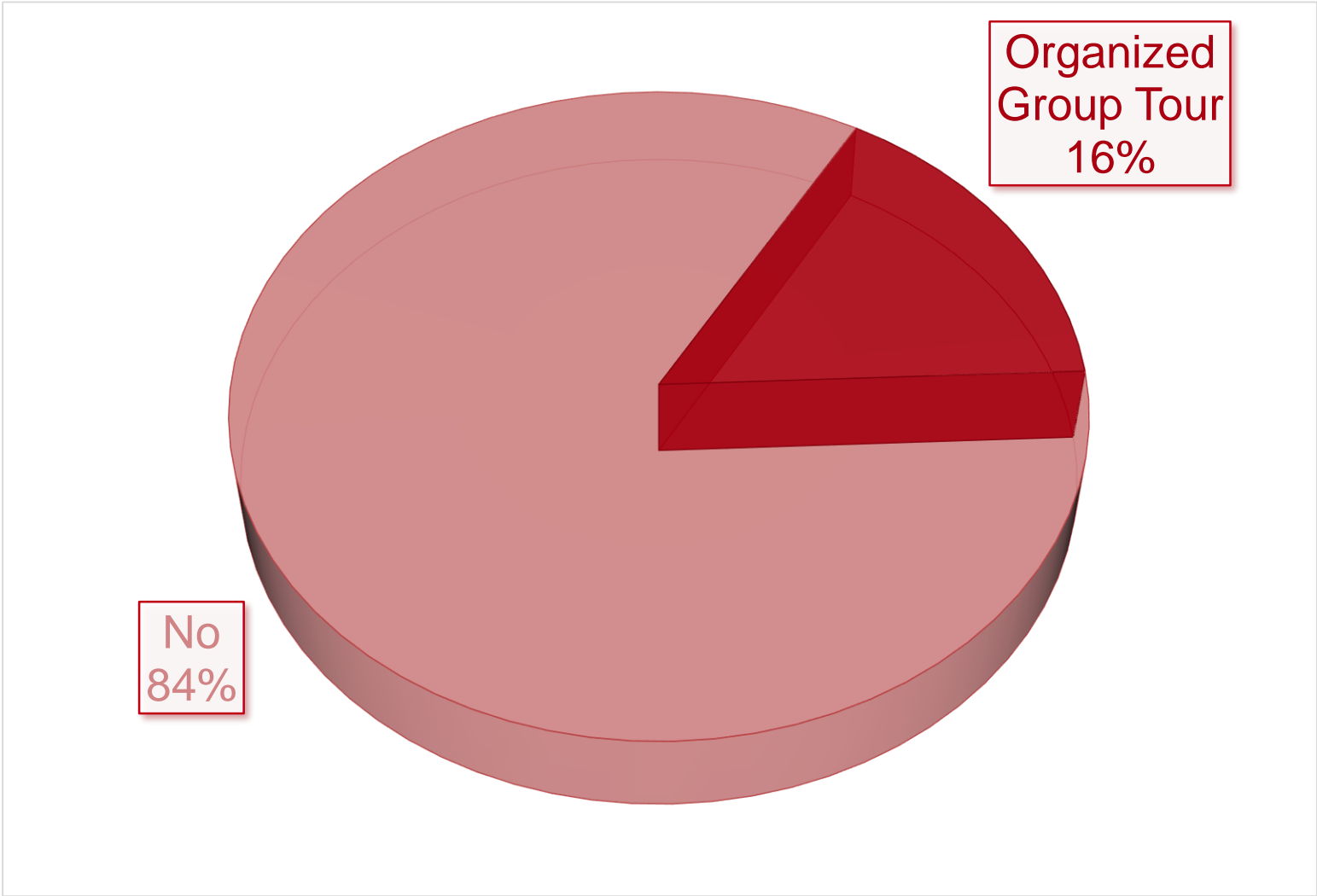
Occupation – Top Responses (10%+)



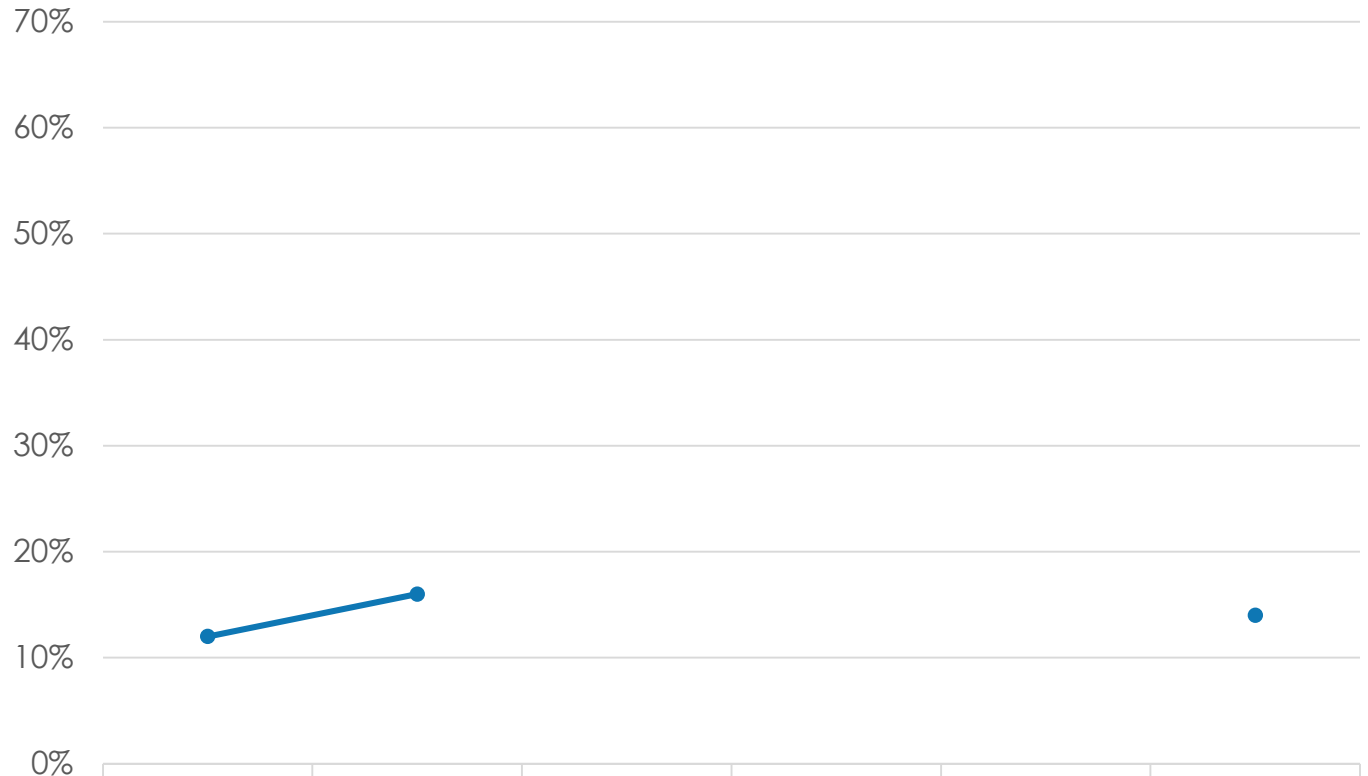
SECTION 2

TRAVEL PLANNING

Organized Group Tour

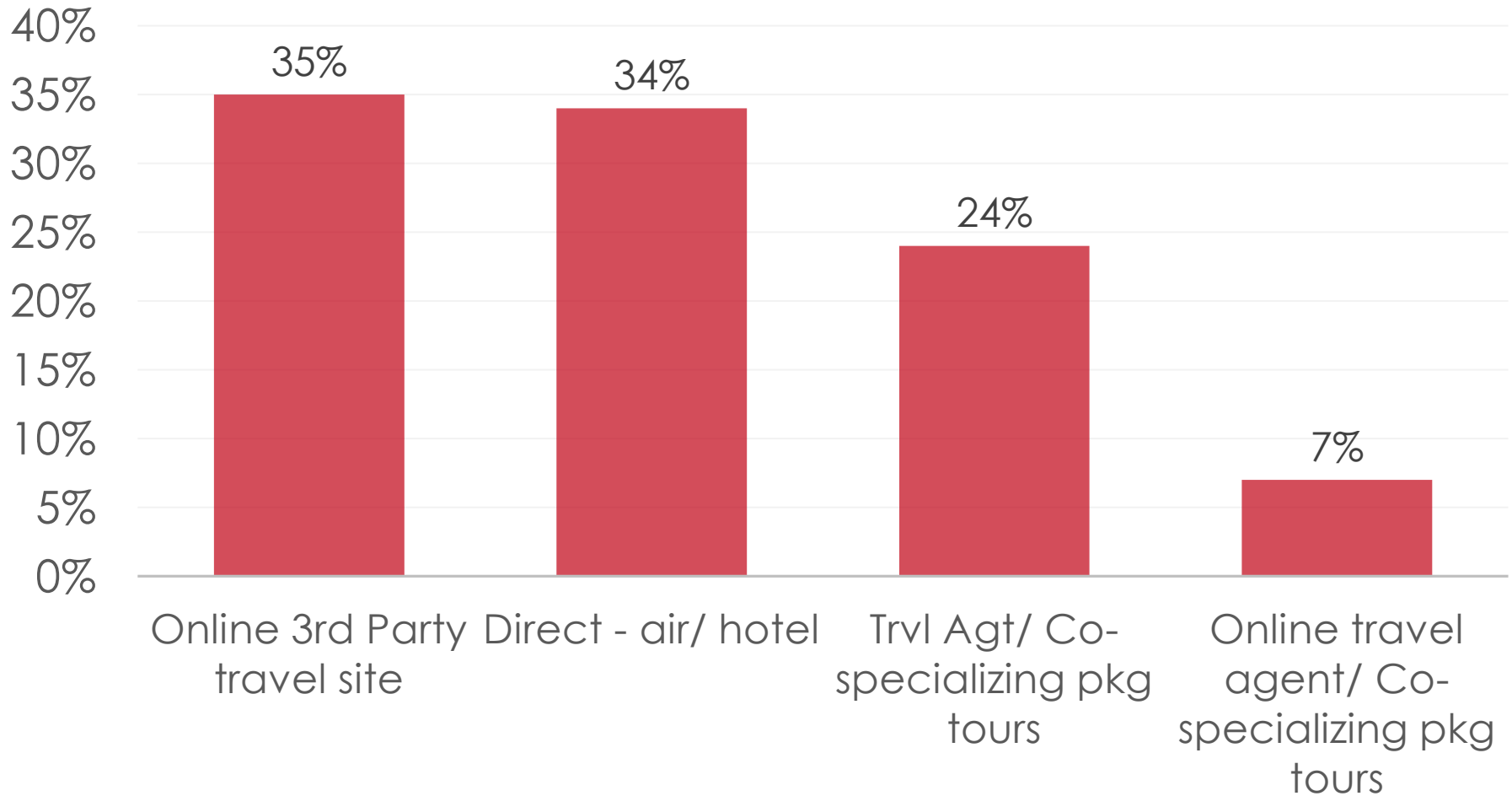


Organized Group Tour – Tracking

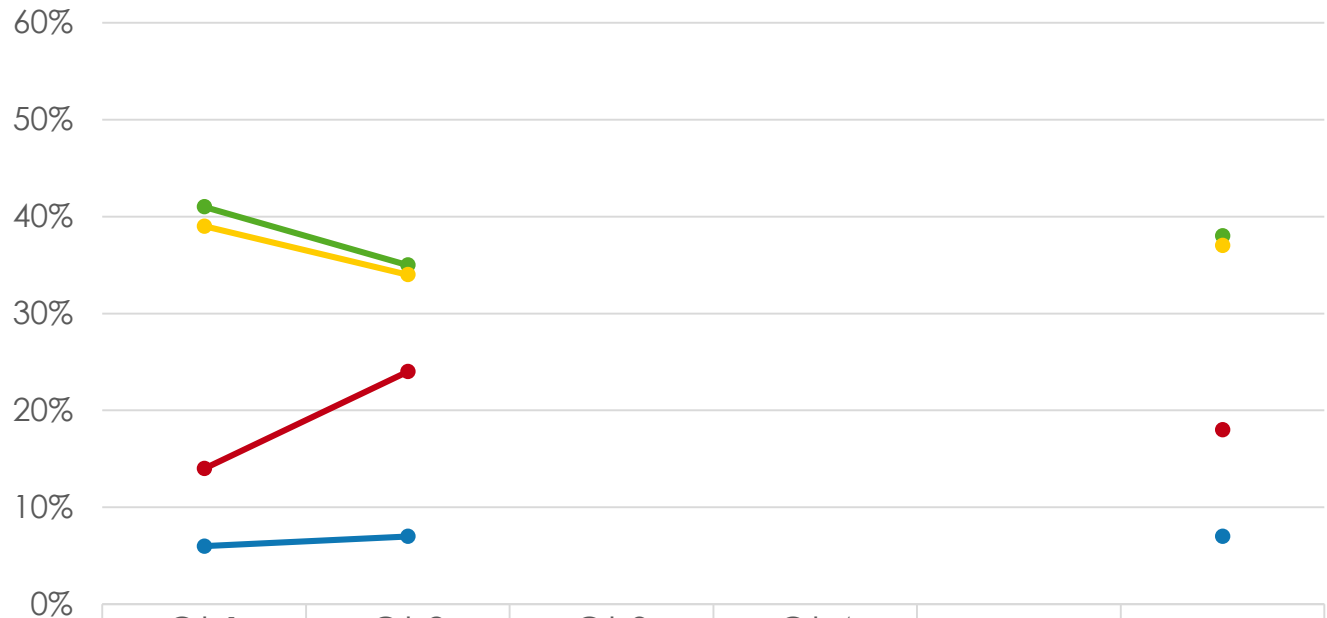


	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)		YTD
— Organized Group Tour	12%	16%				14%

Travel Arrangements - Sources

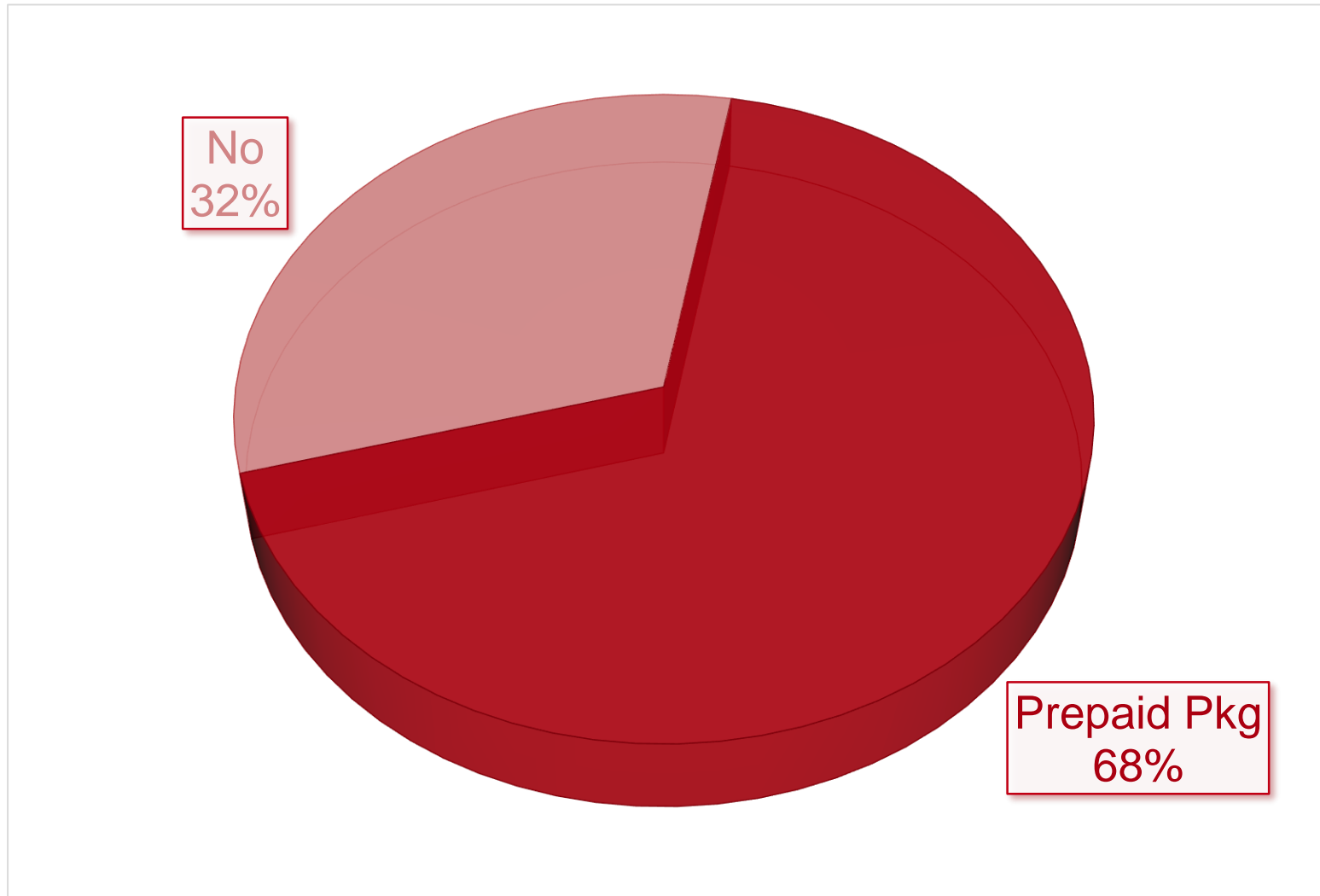


Travel Arrangements - Sources



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)		YTD
● Online travel agent	6%	7%				7%
● Trvl Agt/ Co- Pkg Tour	14%	24%				18%
● Online 3rd Party	41%	35%				38%
● Direct Air/ Hotel	39%	34%				37%

Prepaid Package Trip

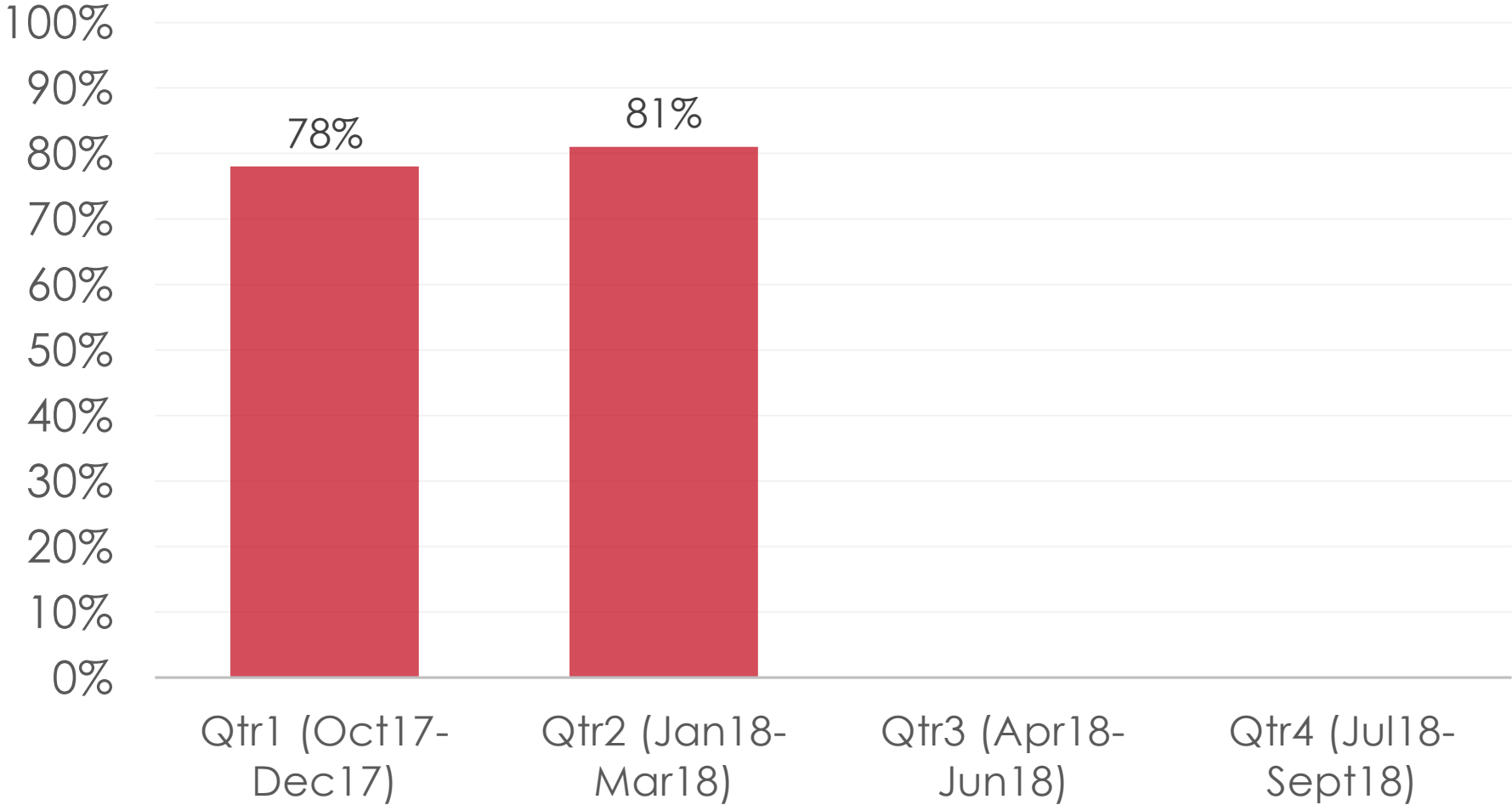


Prepaid Pkg Trip

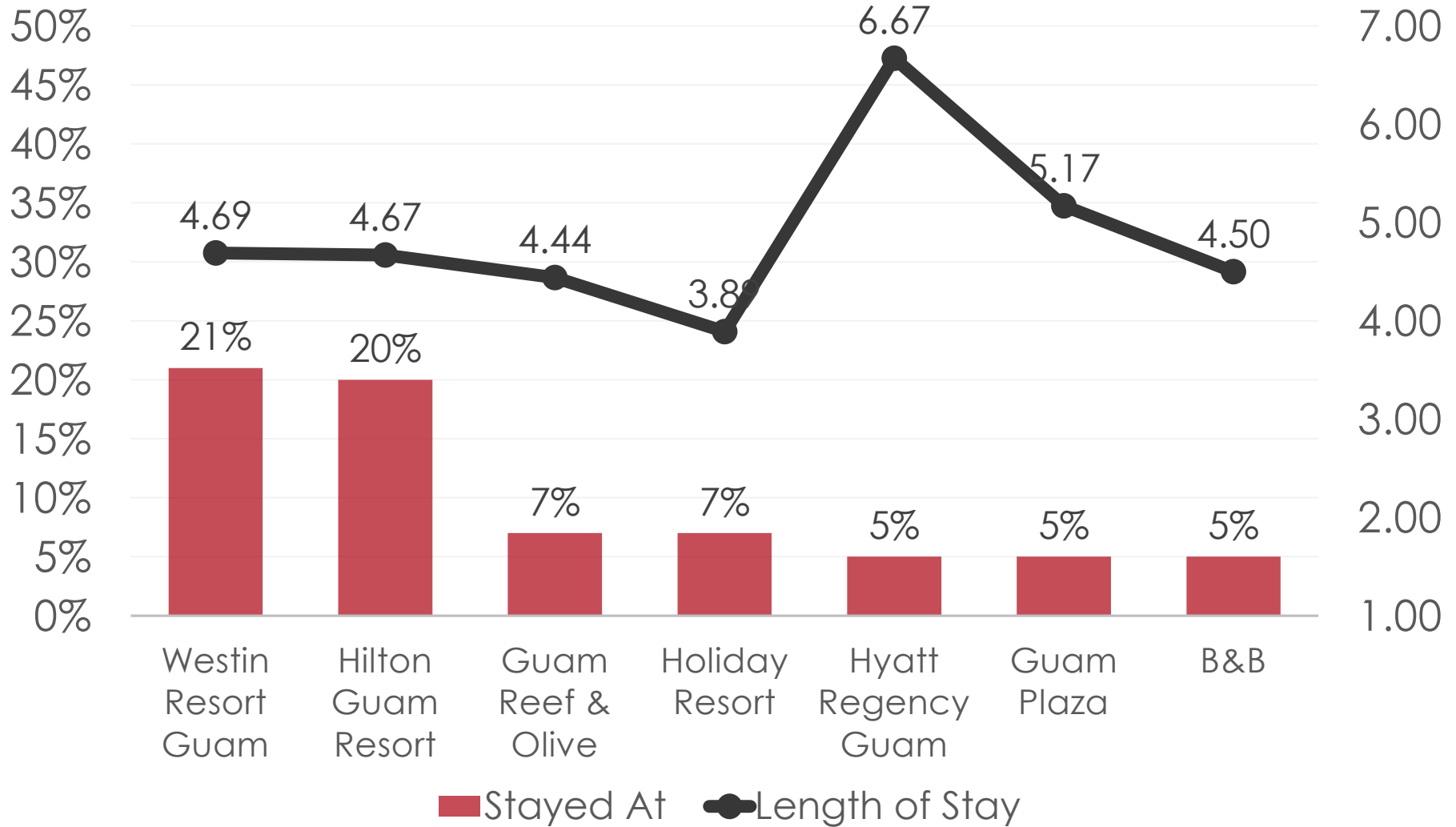


	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)		YTD
Prepaid Pkg Trip	65%	68%				67%

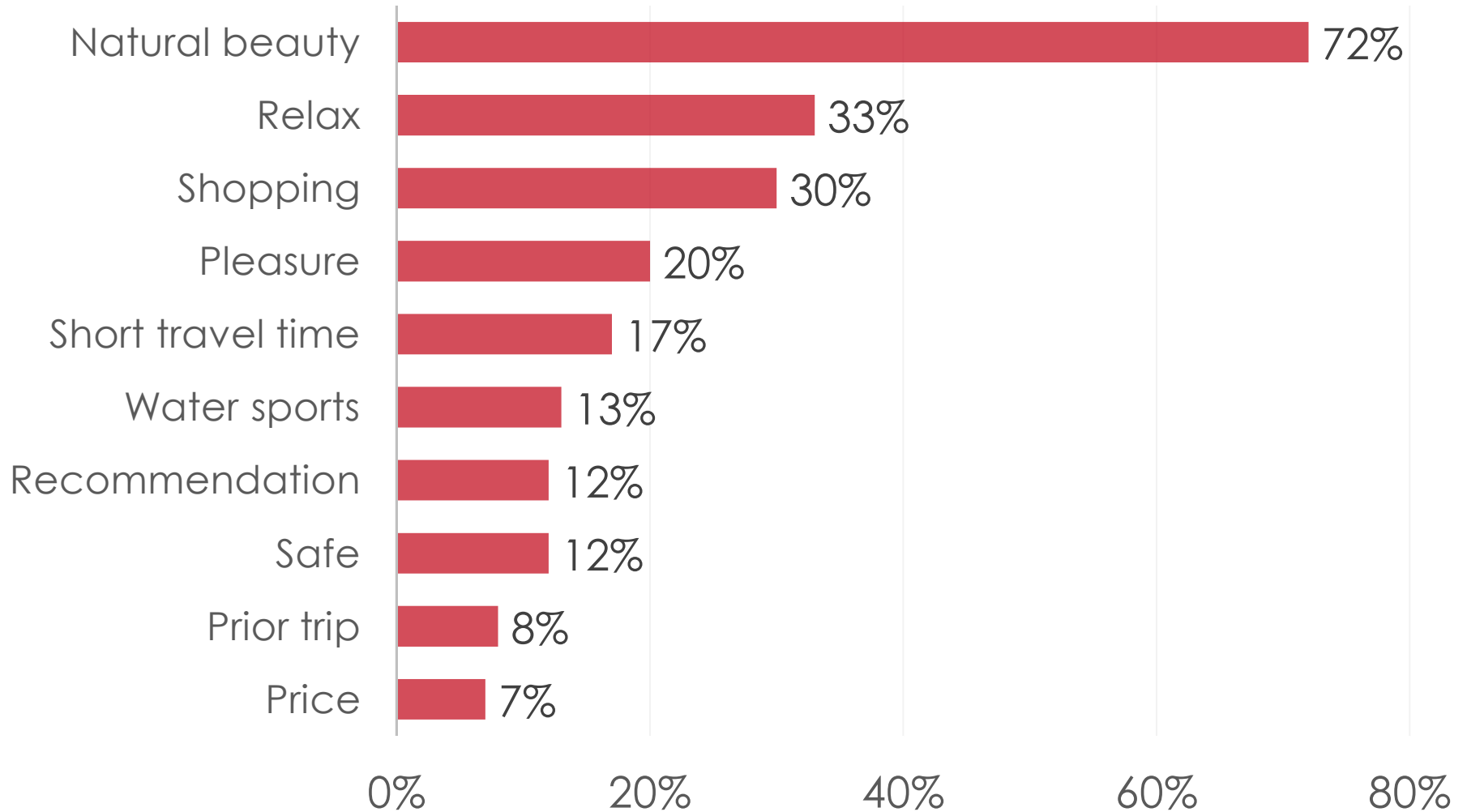
Already had US Visa Prior to Deciding to travel to Guam



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/ TESTING
		-	-	-	-	-	-	-	-
Q5A	Beautiful seas, beaches, tropical climate	72%		100%	100%	77%	64%	74%	69%
	Just to relax	33%				31%	31%	33%	22%
	Shopping	30%				33%	29%	19%	25%
	Pleasure/ vacation	20%		20%		22%	14%	23%	19%
	Short travel time (not too far from home)	17%				16%	26%	17%	22%
	Water sports (snorkeling, windsurfing, parasailing)	13%			100%	14%	10%	23%	6%
	Recommendation of friend/ relative/ travel agency	12%				12%	14%	10%	13%
	It is a safe place to spend a vacation	12%		20%		14%	5%	7%	9%
	A previous visit	8%				9%	12%	7%	6%
	Price of the tour package	7%				7%	2%	4%	3%
	Scuba diving	6%		40%		3%	7%	10%	9%
	Career certification/ testing	6%				2%	10%	1%	22%
	Honeymoon	4%		100%		3%	2%	6%	6%
	To visit friends or relatives	3%				1%	10%	4%	
	Adventure	3%				2%	2%	4%	6%
	To Get Married/ attend Wedding	1%			100%	1%		1%	
	No Visa required	1%				1%		1%	
	Total	123		5	1	86	42	70	32



SECTION 3

EXPENDITURES

Prepaid Expenditures

EXCHANGE RATE Yuan 6.36=\$1

- \$4,090.61 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$1,872.28 = overall mean average per person prepaid expenditures

Prepaid Entire Travel Party – FY2018

Tracking



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)	YTD
MEAN	\$3,263.91	\$4,090.61			\$3,621.95
MEDIAN	\$1,815.00	\$3,145.00			\$2,412.00

Prepaid Per Person – FY2018 Tracking



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)		YTD
● MEAN	\$2,290.35	\$1,872.28				\$2,109.28
● MEDIAN	\$1,286.00	\$1,572.00				\$1,506.00

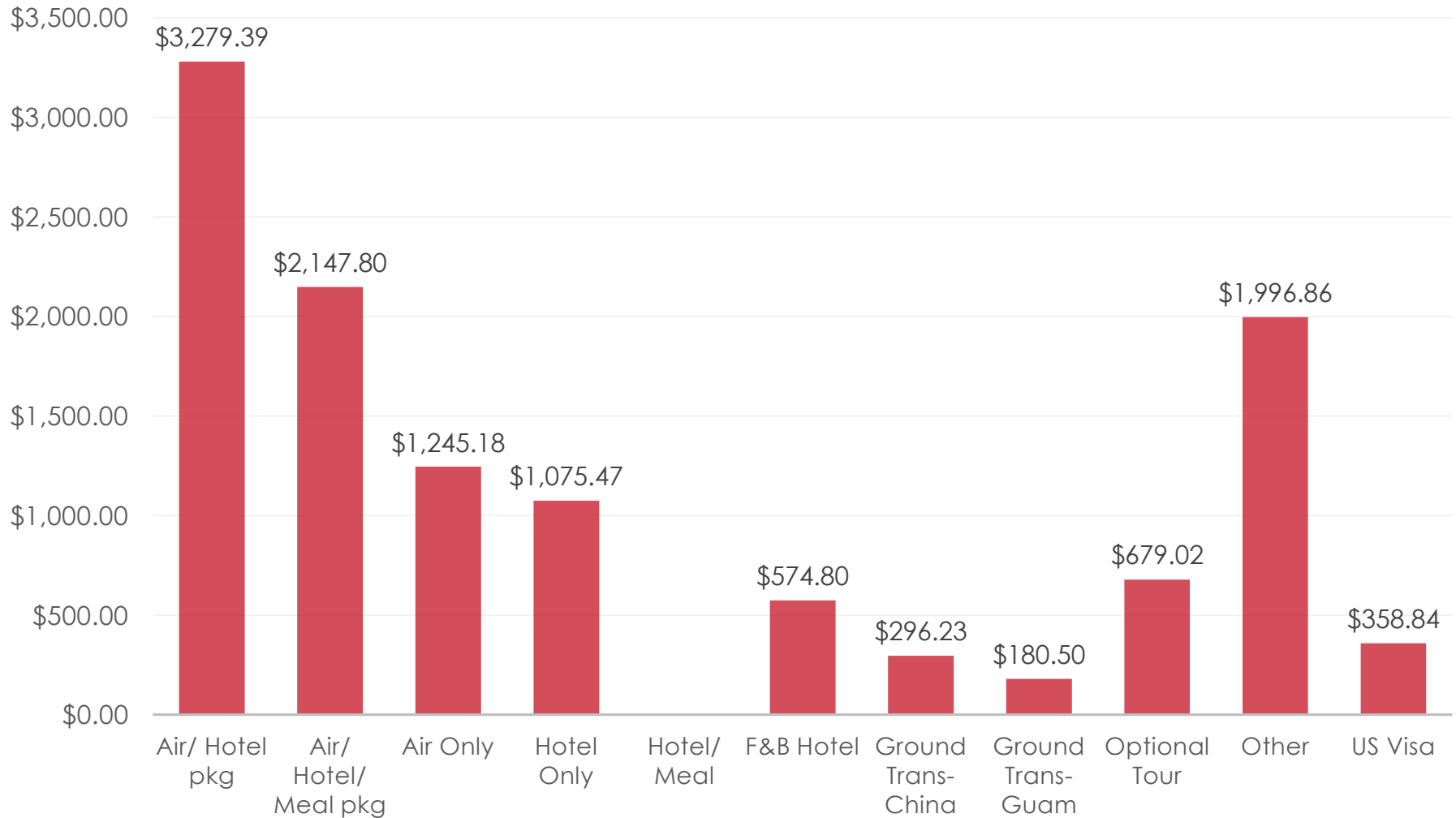
Prepaid Per Person – Key Segments

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

		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ADV	EDUCATION/ TESTING
		-	-	-	-	-	-	-	-
PREPAID PP	Mean	\$1,872.28	.	\$1,342.77	\$1,179.25	\$1,852.72	\$1,771.85	\$1,884.20	\$1,937.15
	Median	\$1,572	.	\$1,572	\$1,179	\$1,635	\$1,572	\$1,572	\$1,572

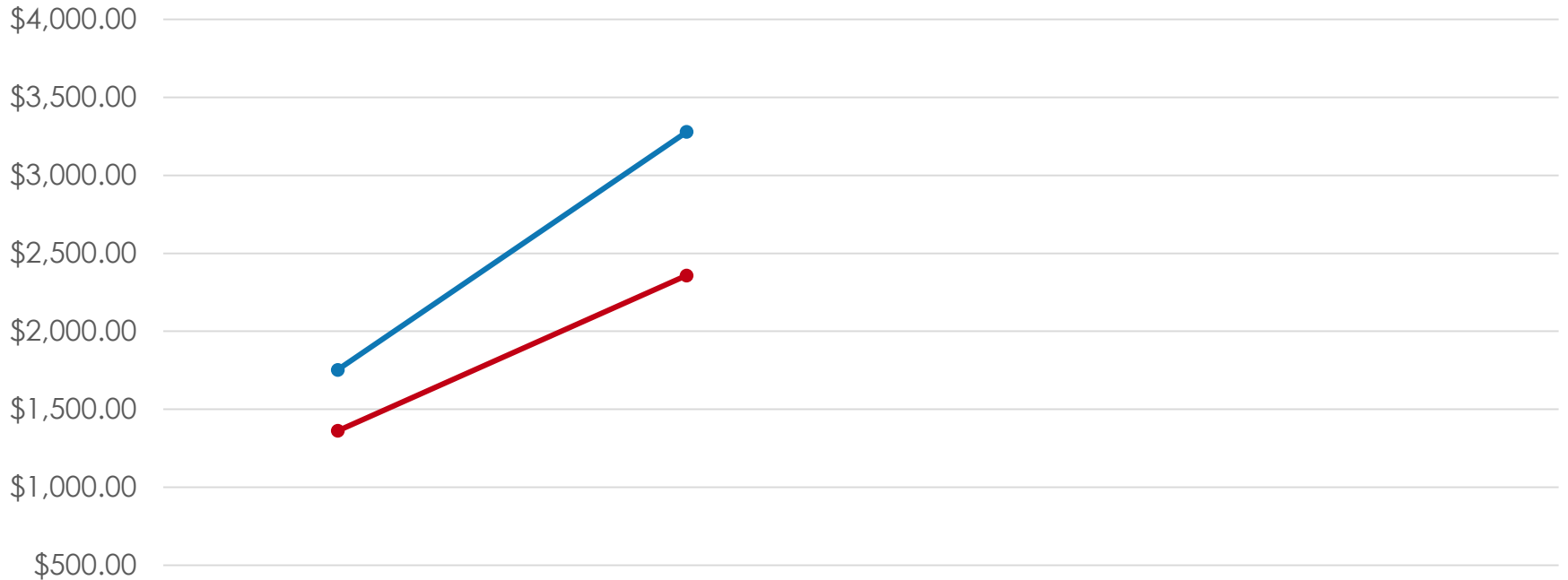
Prepared by Anthology Research

Prepaid Expenses by Category – MEAN Entire Travel Party



Prepaid– FY2018 Tracking

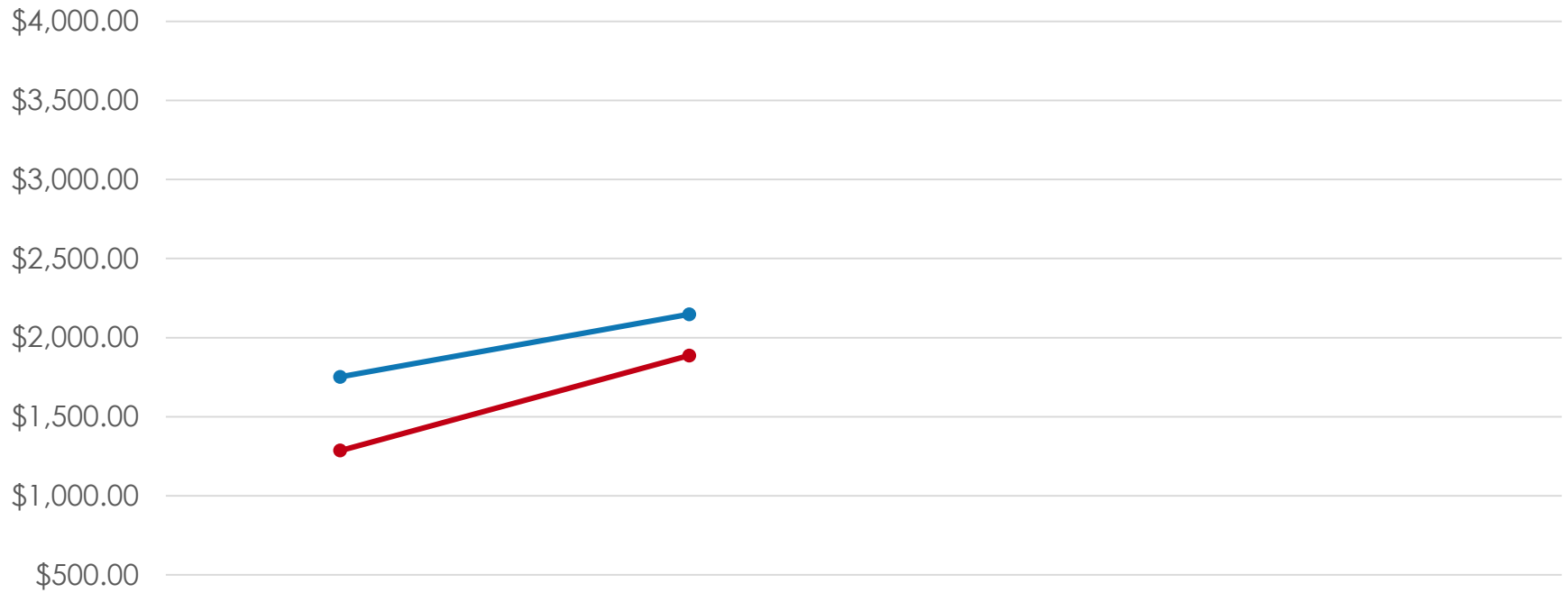
Airfare & Accommodation Packages



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
● MEAN	\$1,752.79	\$3,279.39		
● MEDIAN	\$1,362.00	\$2,358.00		

Prepaid- FY2018 Tracking

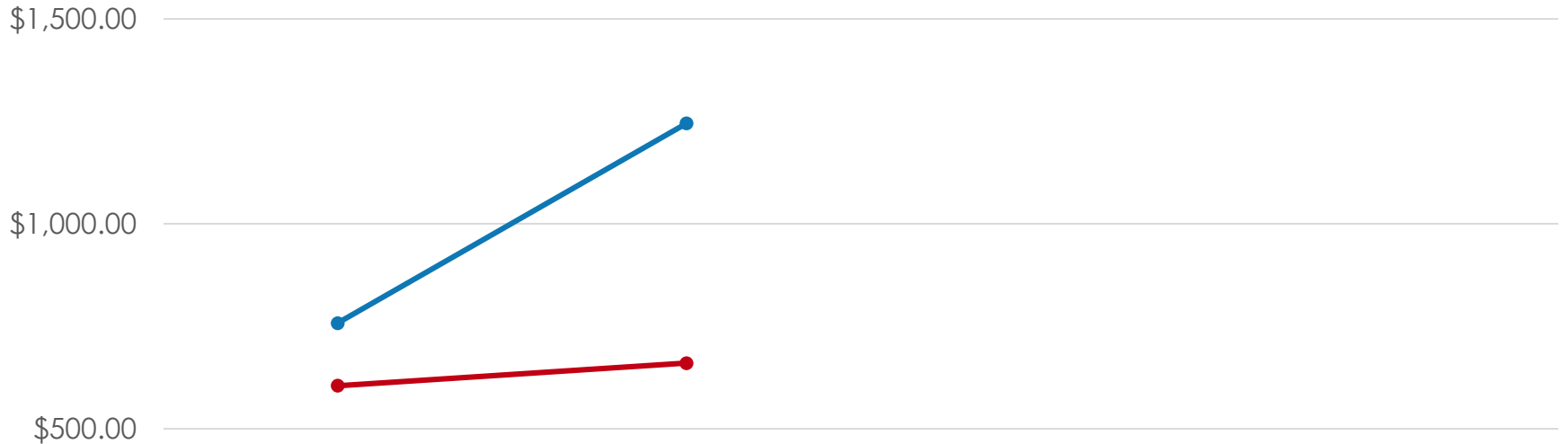
Airfare & Accommodation W/ Meal Packages



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
● MEAN	\$1,751.59	\$2,147.80		
● MEDIAN	\$1,286.00	\$1,887.00		

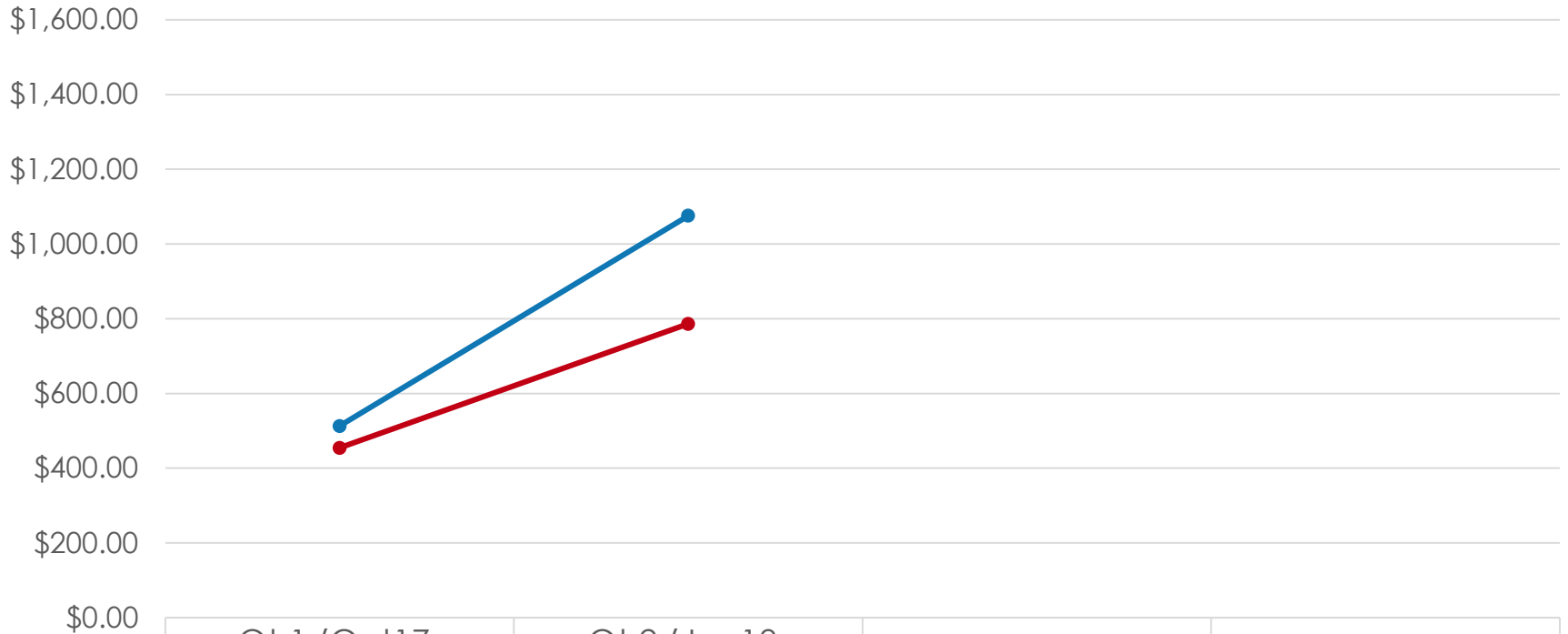
Prepaid– FY2018 Tracking

Airfare Only



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
● MEAN	\$757.68	\$1,245.18		
● MEDIAN	\$605.00	\$660.00		

Prepaid– FY2018 Tracking Accommodations Only



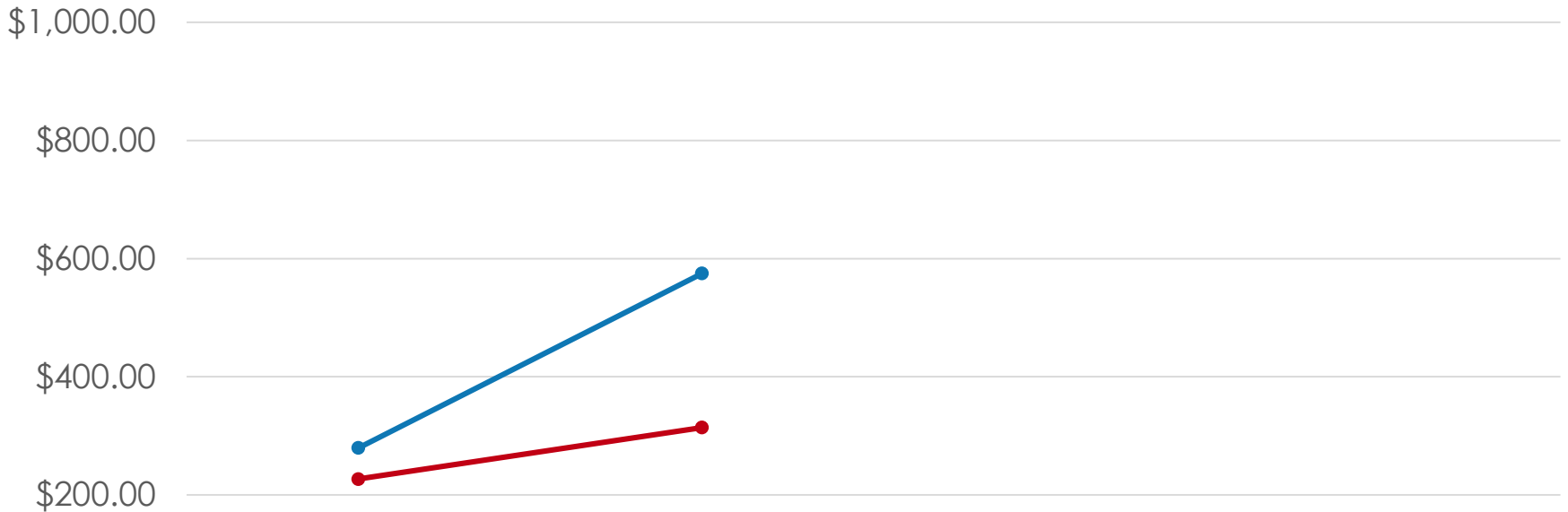
	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	\$512.48	\$1,075.47		
MEDIAN	\$454.00	\$786.00		

Prepaid– FY2018 Tracking Accommodations w/ Meal Only



Prepaid– FY2018 Tracking

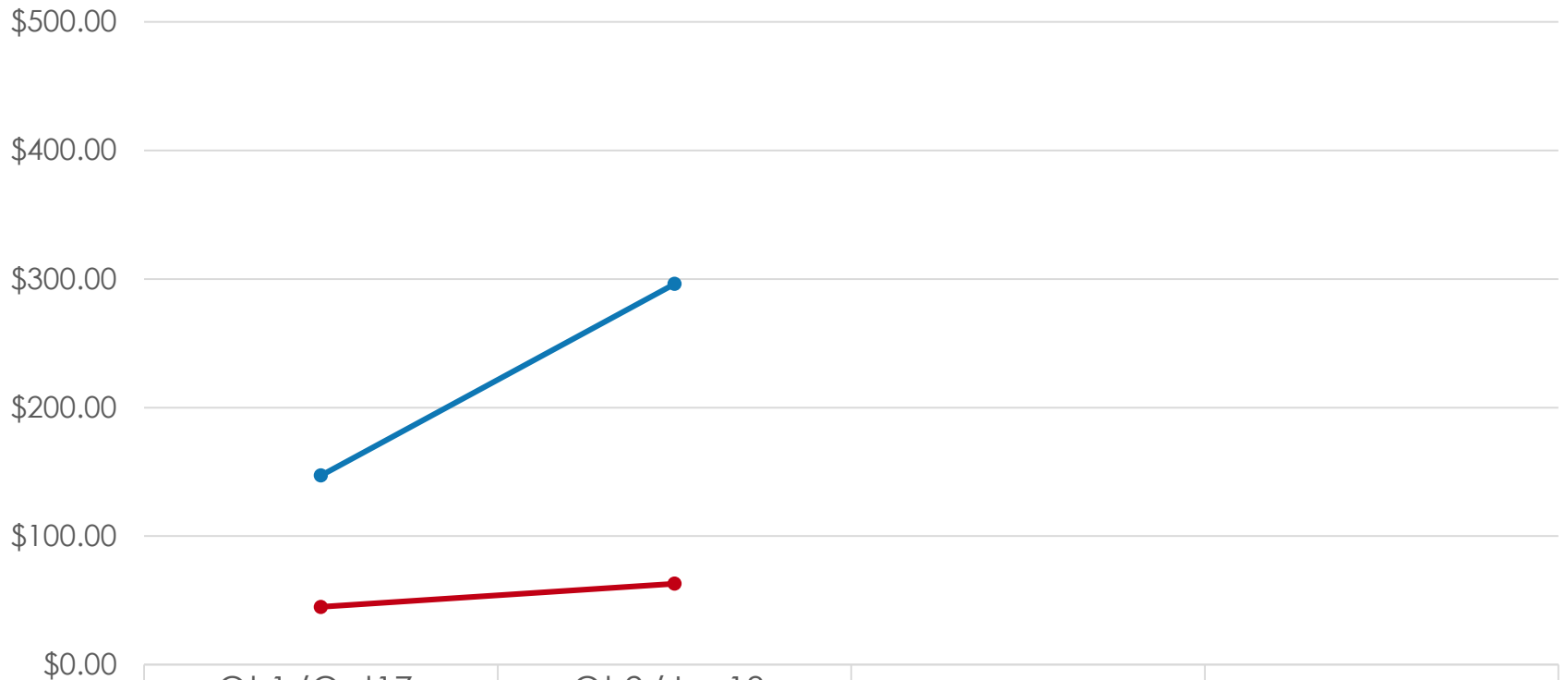
Food & Beverage in Hotel



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
● MEAN	\$279.59	\$574.80		
● MEDIAN	\$227.00	\$314.00		

Prepaid- FY2018 Tracking

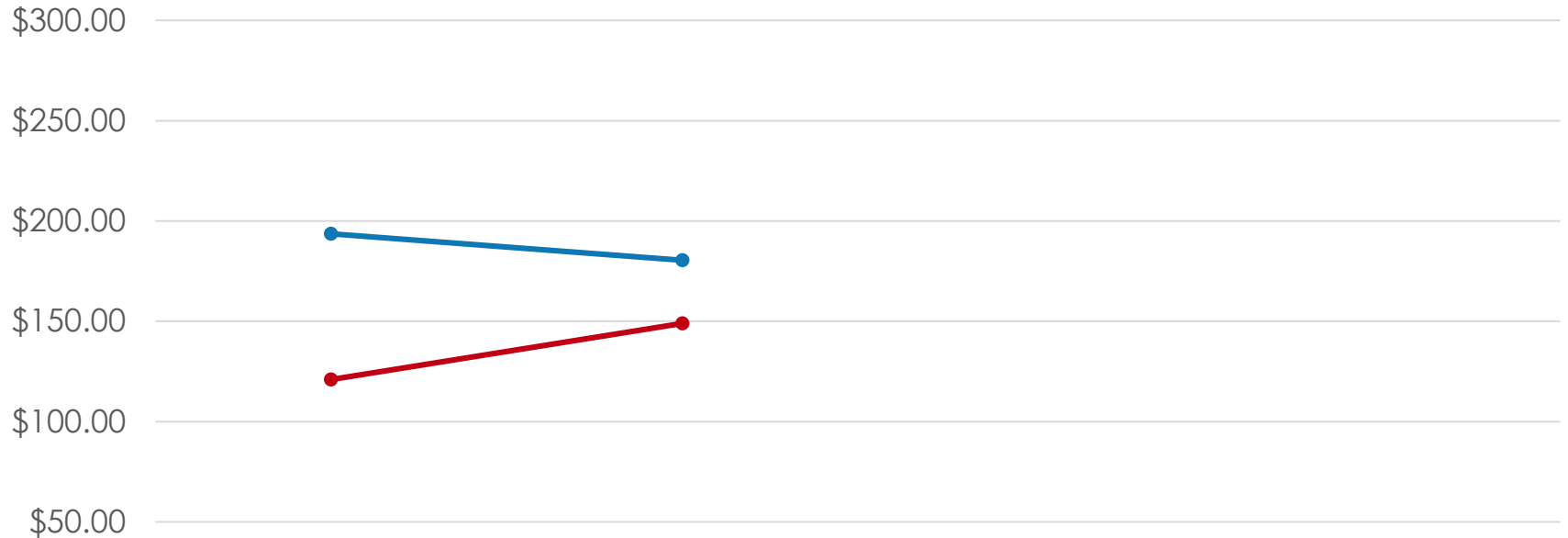
Ground Transportation - China



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	\$147.18	\$296.23		
MEDIAN	\$45.00	\$63.00		

Prepaid- FY2018 Tracking

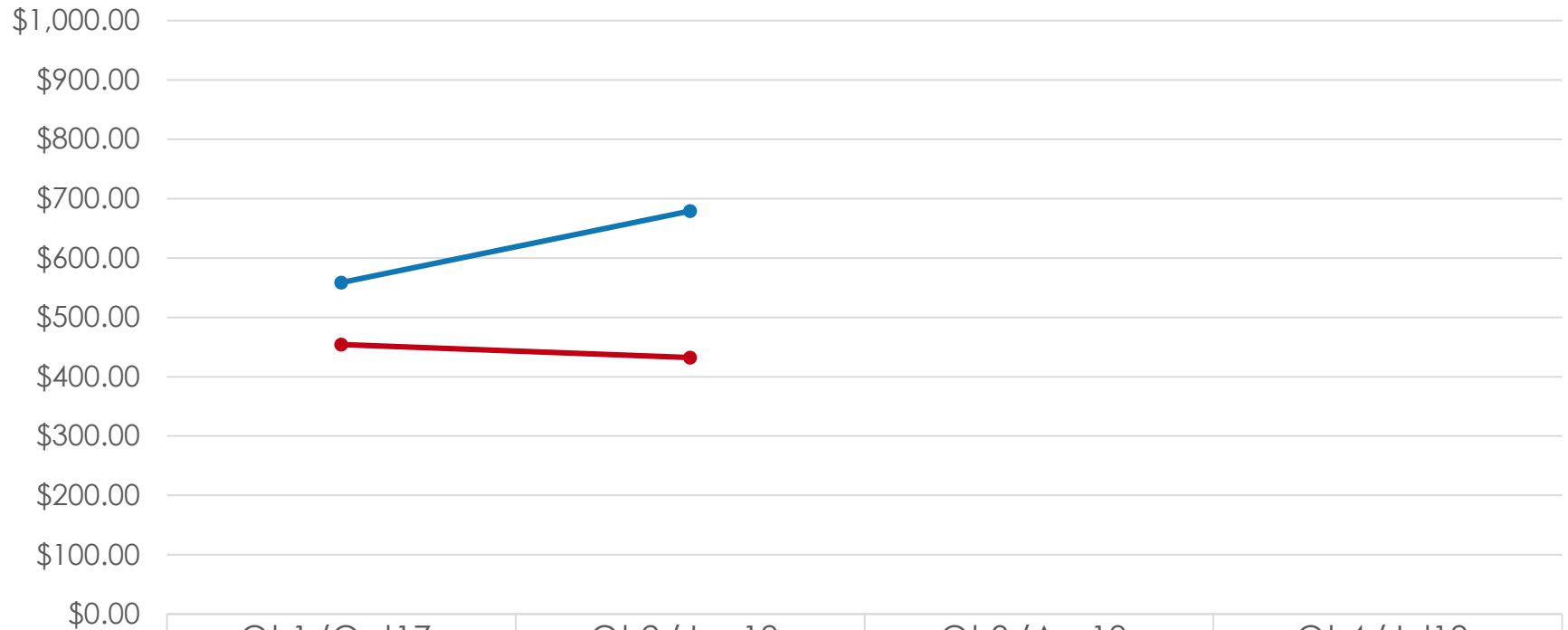
Ground Transportation - Guam



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
● MEAN	\$193.70	\$180.50		
● MEDIAN	\$121.00	\$149.00		

Prepaid– FY2018 Tracking

Optional tours/ Activities

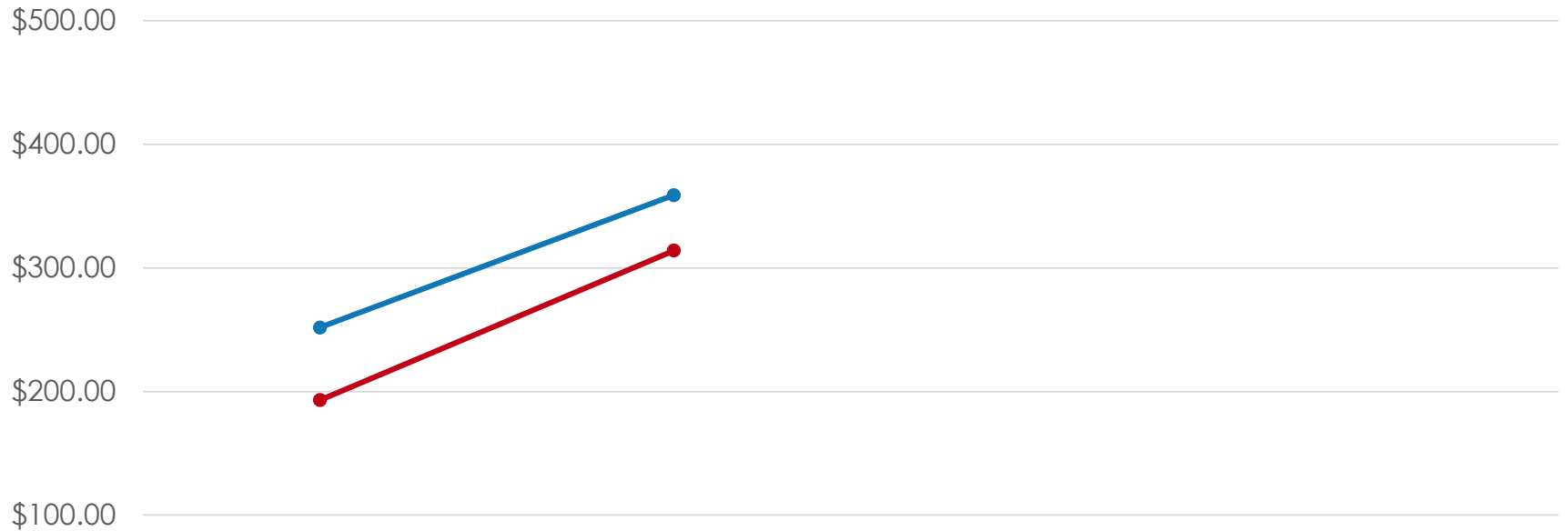


● MEAN
● MEDIAN

	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
MEAN	\$558.48	\$679.02		
MEDIAN	\$454.00	\$432.00		

Prepaid- FY2018 Tracking

US Visa

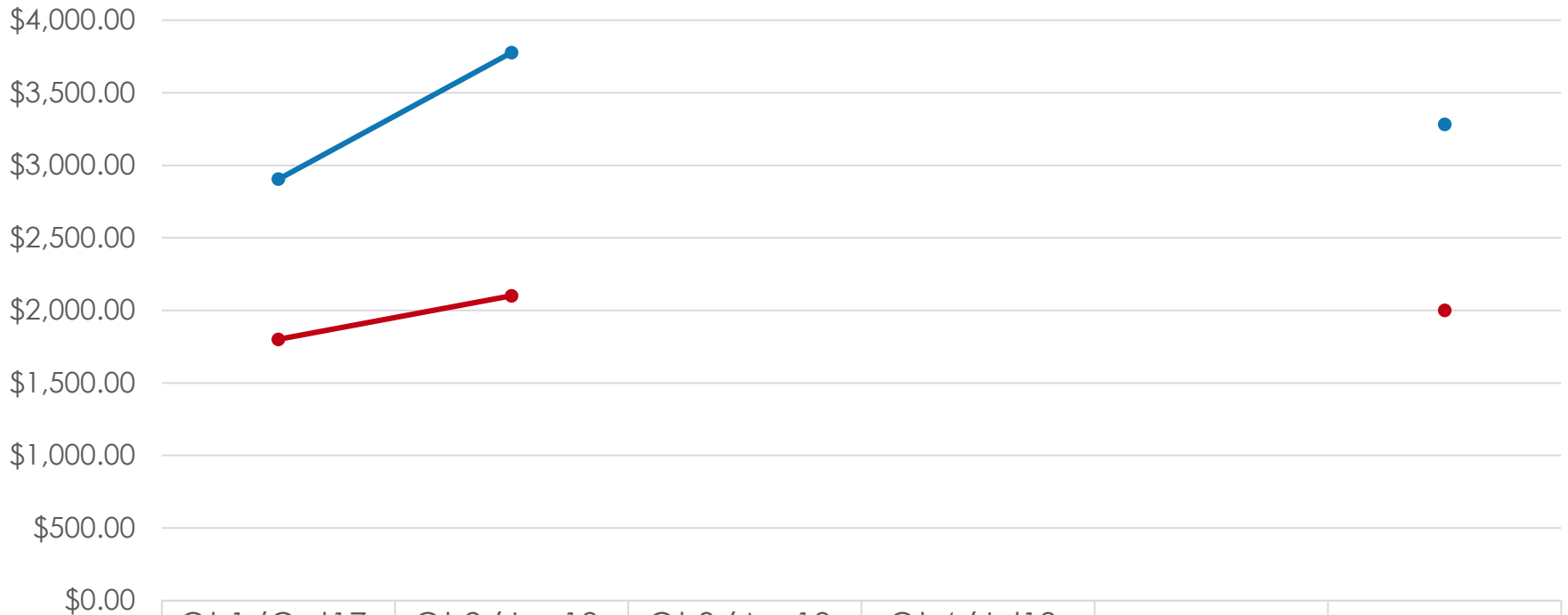


	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
● MEAN	\$251.67	\$358.84		
● MEDIAN	\$193.00	\$314.00		

On-Island Expenditures

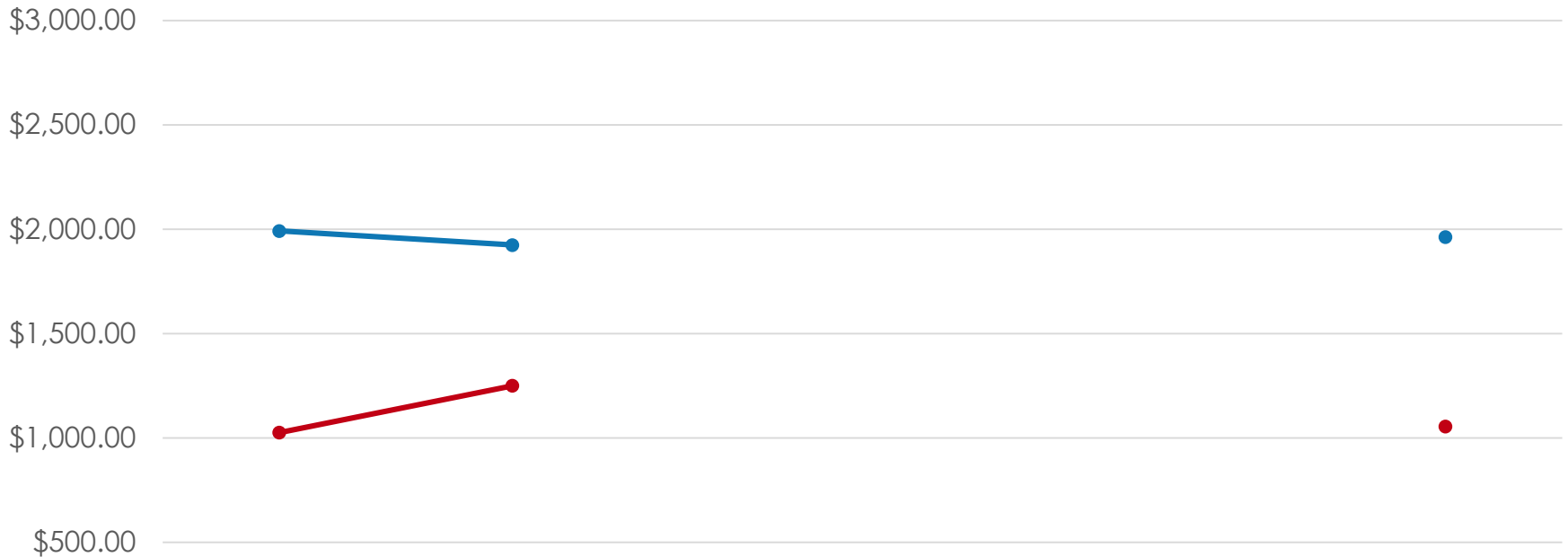
- \$3,777.40 = overall mean average on-island expense (for entire travel party size) by respondent
- \$1,924.01 = overall mean average per person on-island expenditures

On-Island Entire Travel Party – FY2018 Tracking



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)	YTD
MEAN	\$2,904.47	\$3,777.40			\$3,282.54
MEDIAN	\$1,800.00	\$2,100.00			\$2,000.00

On-Island Per Person – FY2018 Tracking



	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)	YTD
MEAN	\$1,991.56	\$1,924.01			\$1,962.30
MEDIAN	\$1,025.00	\$1,250.00			\$1,055.00

On-Island Per Person – Key Segments

GVB EXIT SURVEY
Q11A ONISLE EXPENDITURE- PER PERSO

		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ADV	EDUCATION/ TESTING
		-	-	-	-	-	-	-	-
ONISLE PP	Mean	\$1,924.01	.	\$1,390.00	\$1,525.00	\$1,795.54	\$1,578.00	\$2,265.68	\$1,987.06
	Median	\$1,250	.	\$1,000	\$1,525	\$1,192	\$1,214	\$1,155	\$1,483

Prepared by Anthology Research

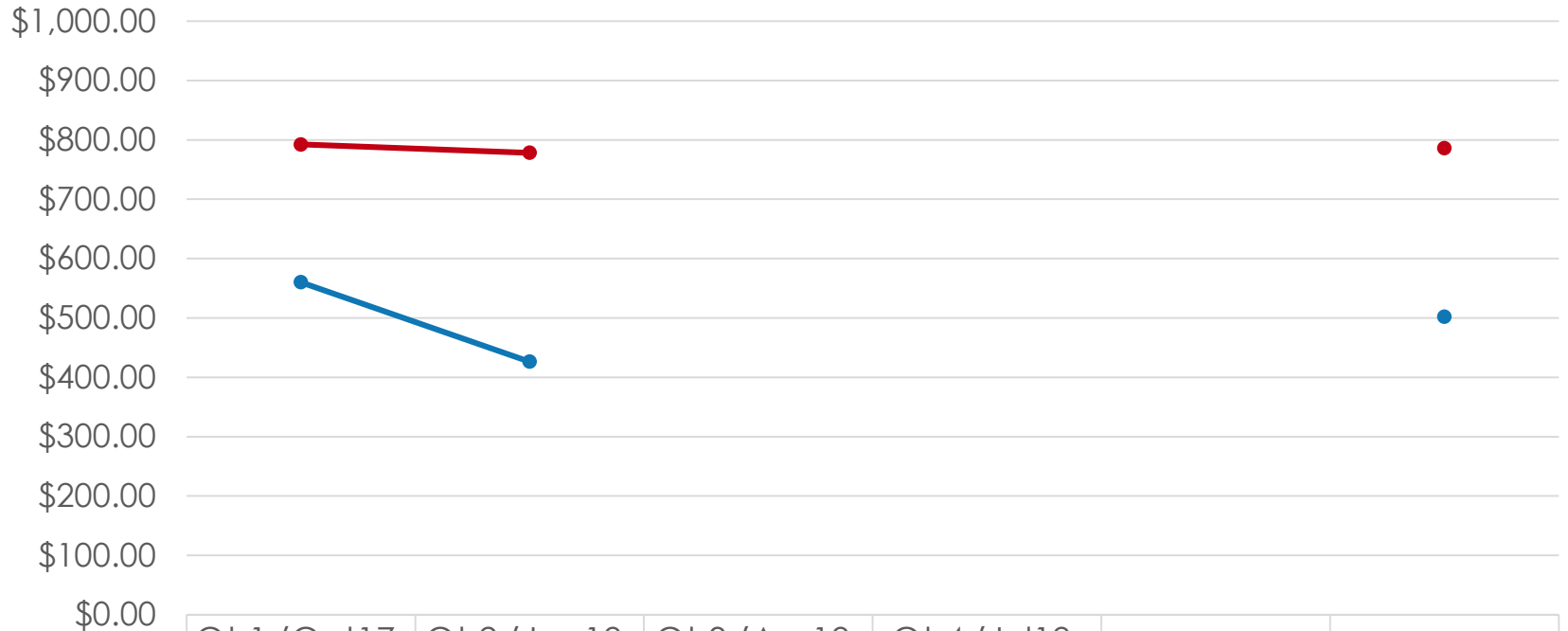
Per Person MEAN expenditures – FY2018 Tracking On-Island/ Prepaid



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)		YTD
● On-Island	\$1,991.56	\$1,924.01				\$1,962.30
● Prepaid	\$2,290.35	\$1,872.28				\$2,109.28

On-Island Per Day Spending – FY2018 Tracking

MEAN



Per Person

Travel Party

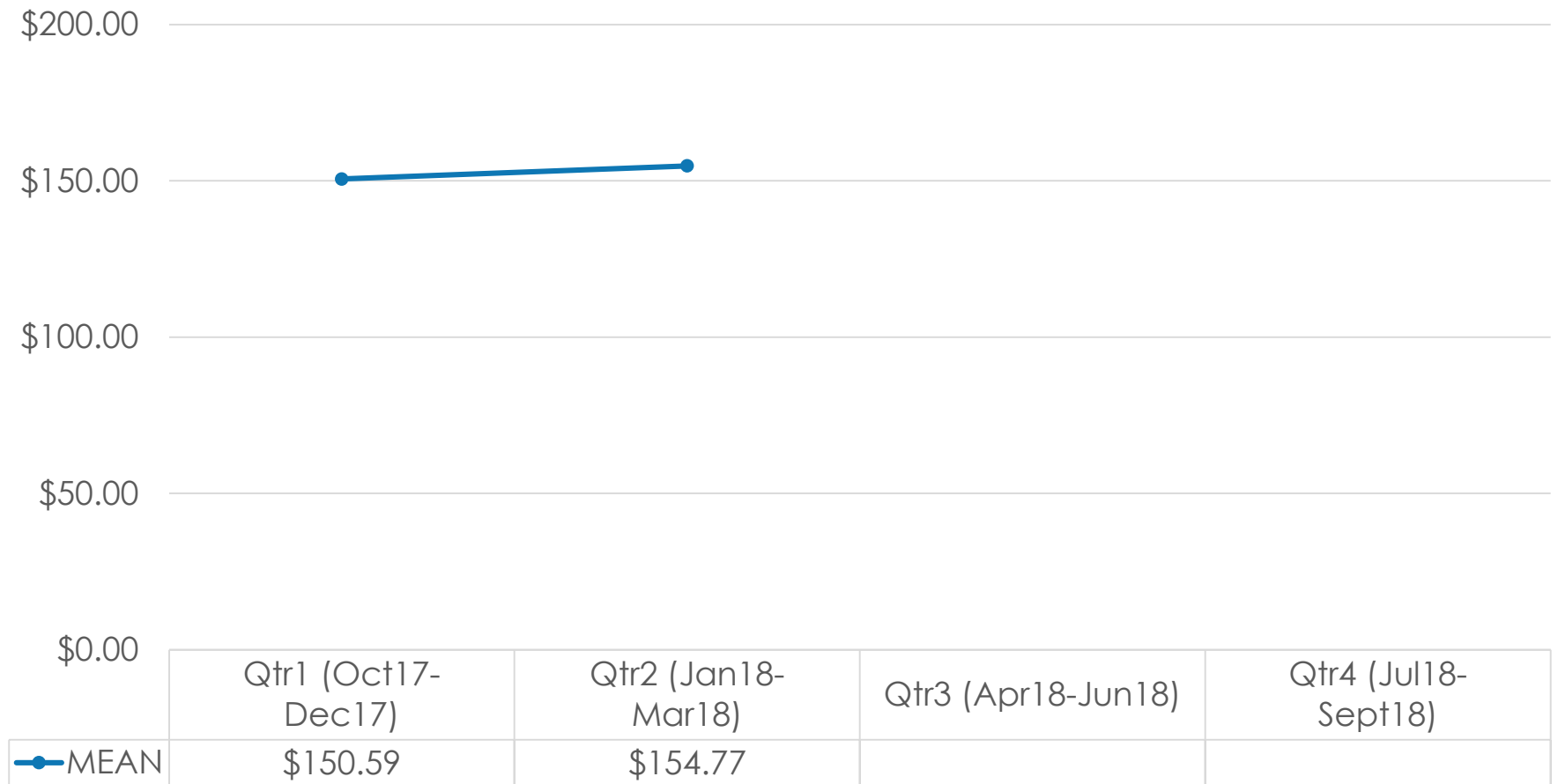
	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)		YTD
Per Person	\$560.21	\$426.36				\$502.24
Travel Party	\$792.31	\$778.14				\$786.17

On-Island Expenses by Category – MEAN Entire Travel Party



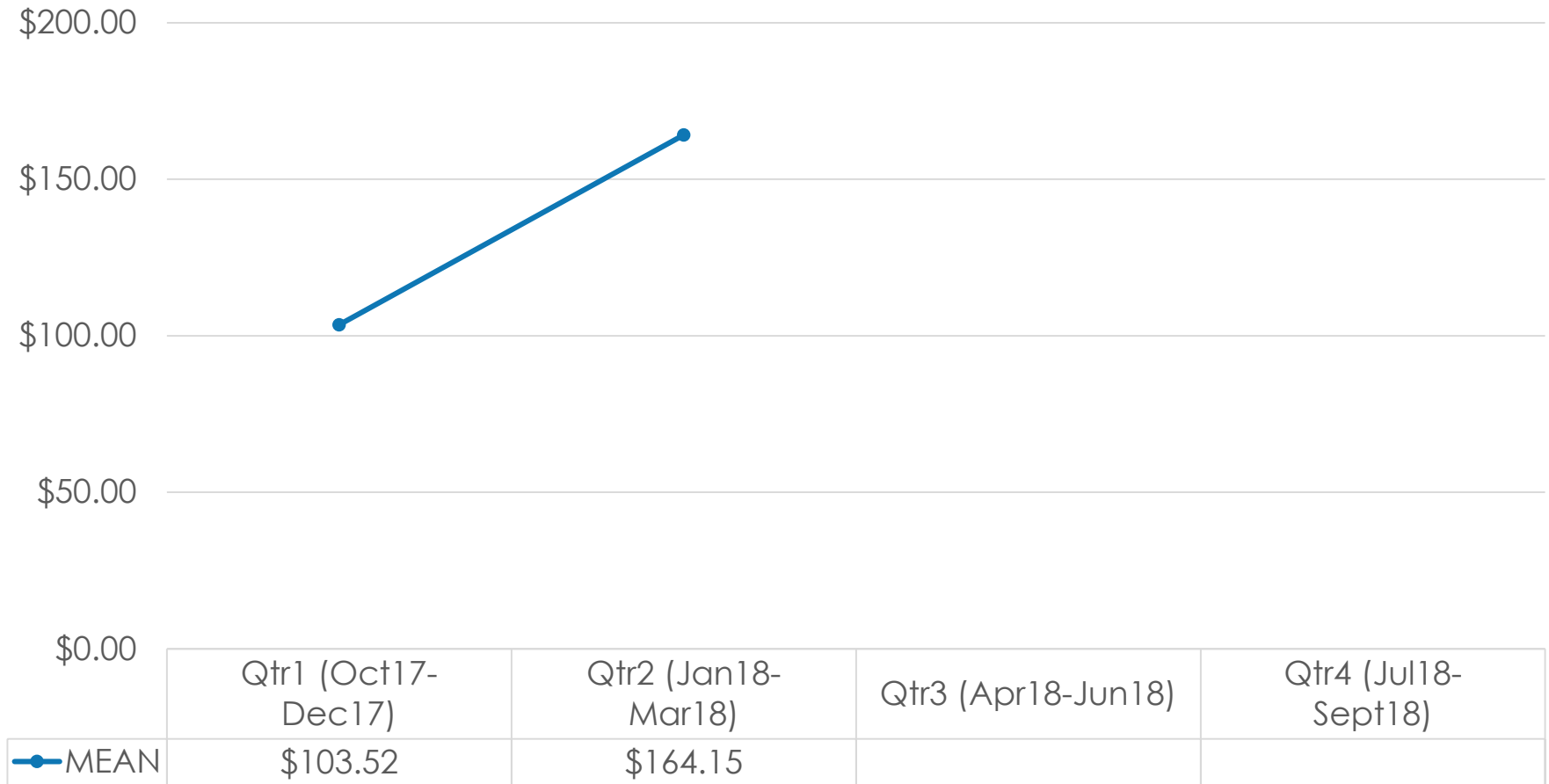
On-Island – FY2018 Tracking

Food & Beverage - Hotel



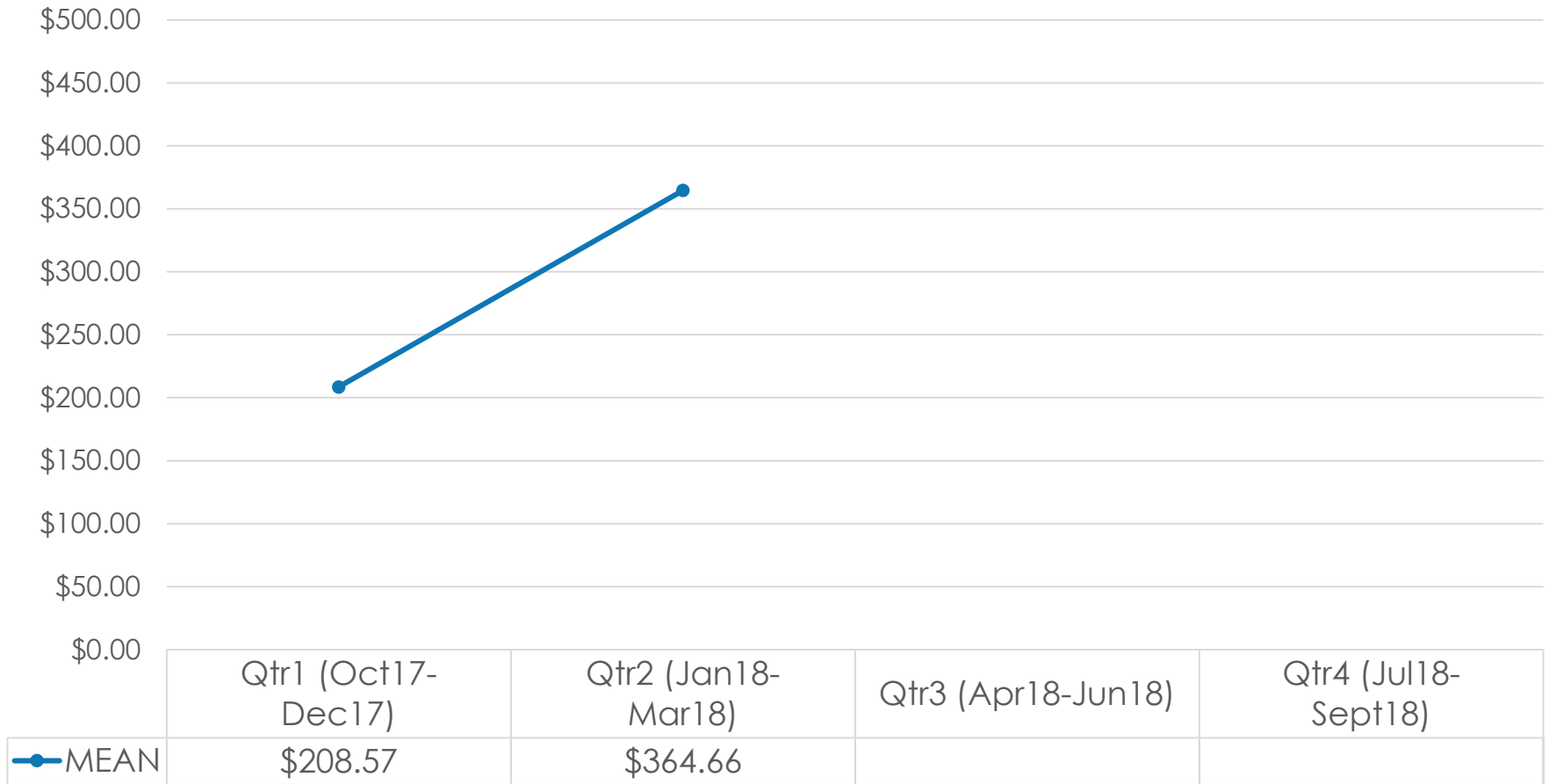
On-Island – FY2018 Tracking

Food & Beverage – Fast Food/ Convenience Store



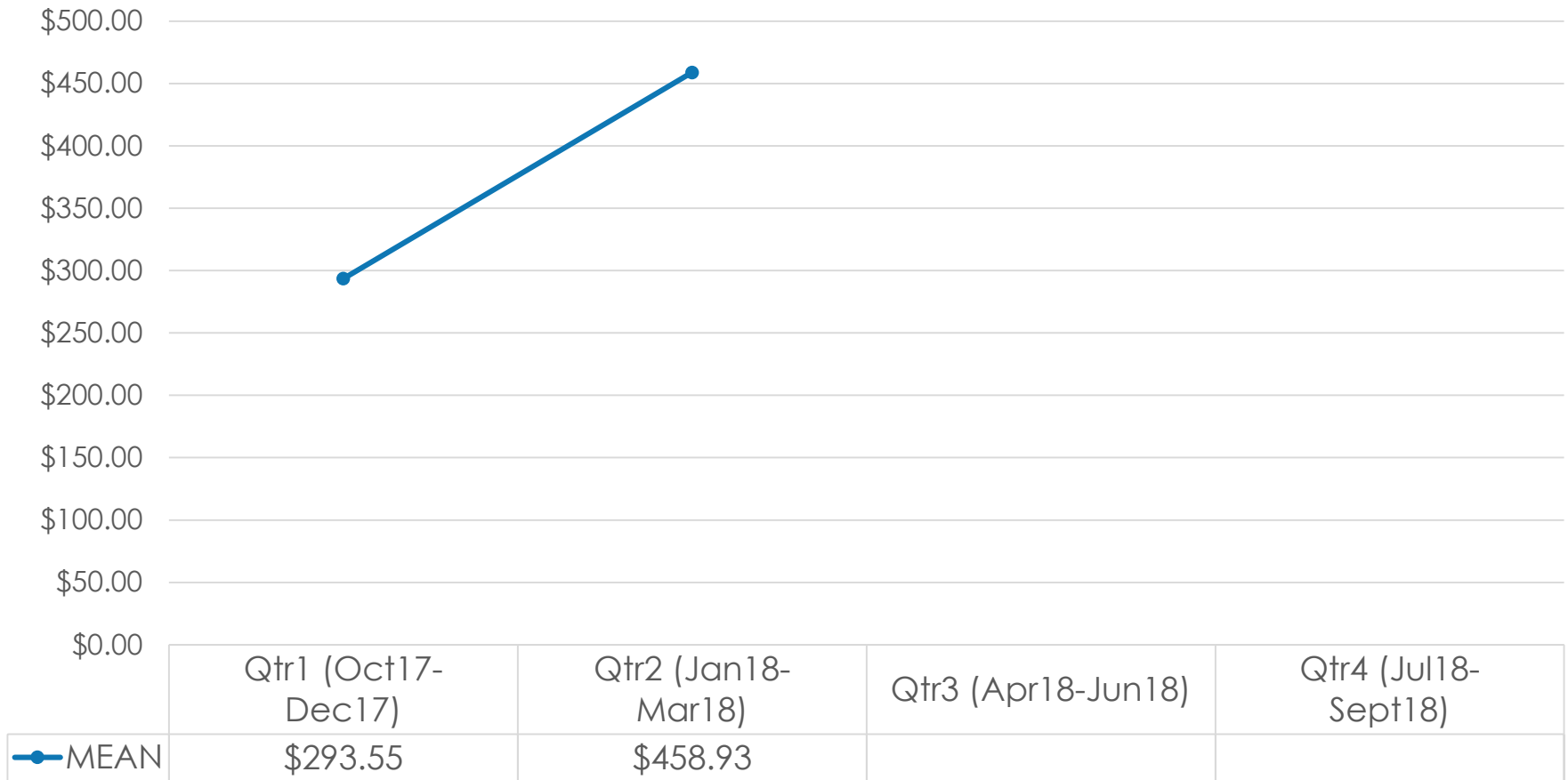
On-Island – FY2018 Tracking

Food & Beverage – Restaurant/ Drinking Est Outside Hotel



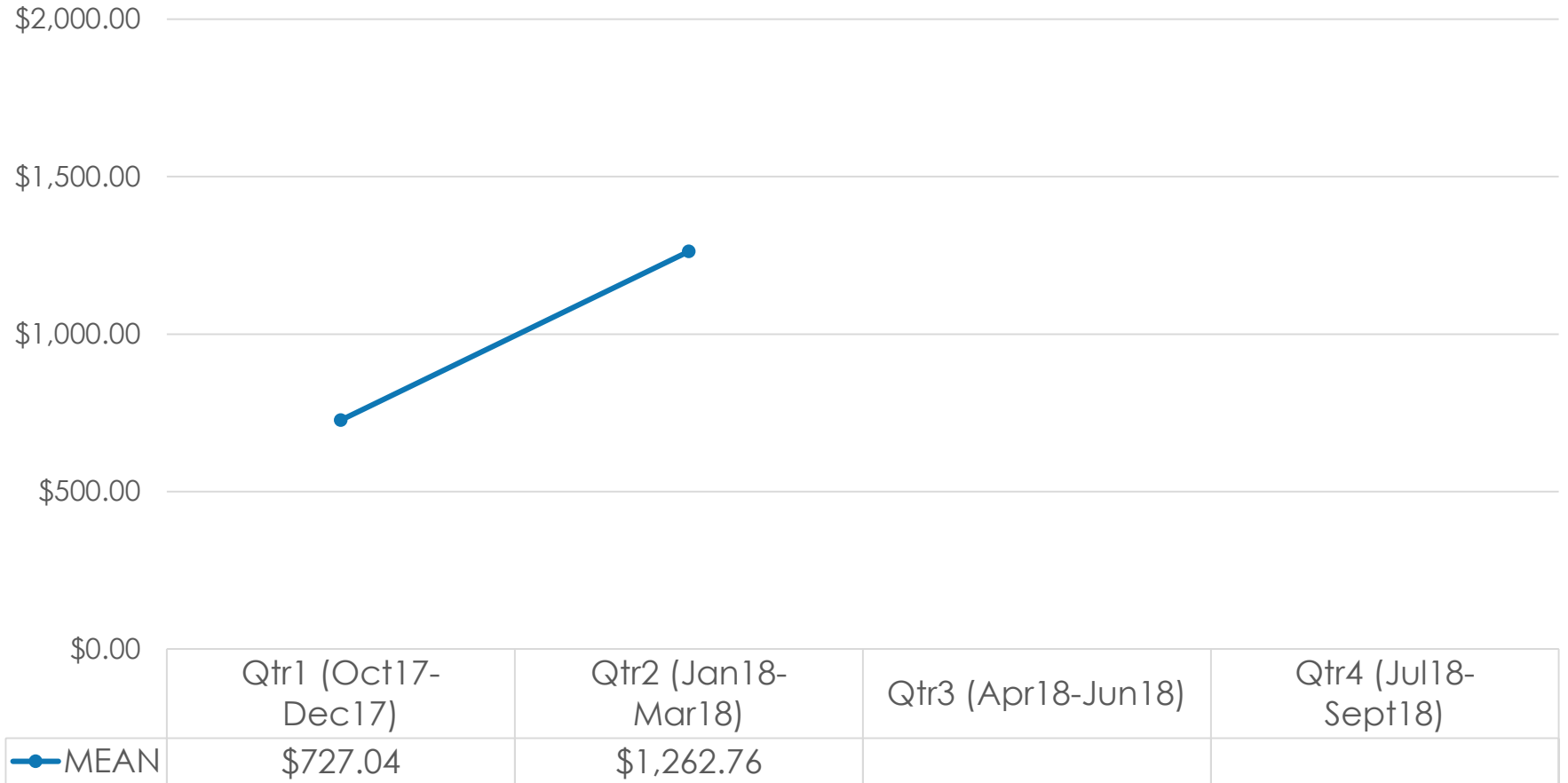
On-Island – FY2018 Tracking

Optional tour/ Activities



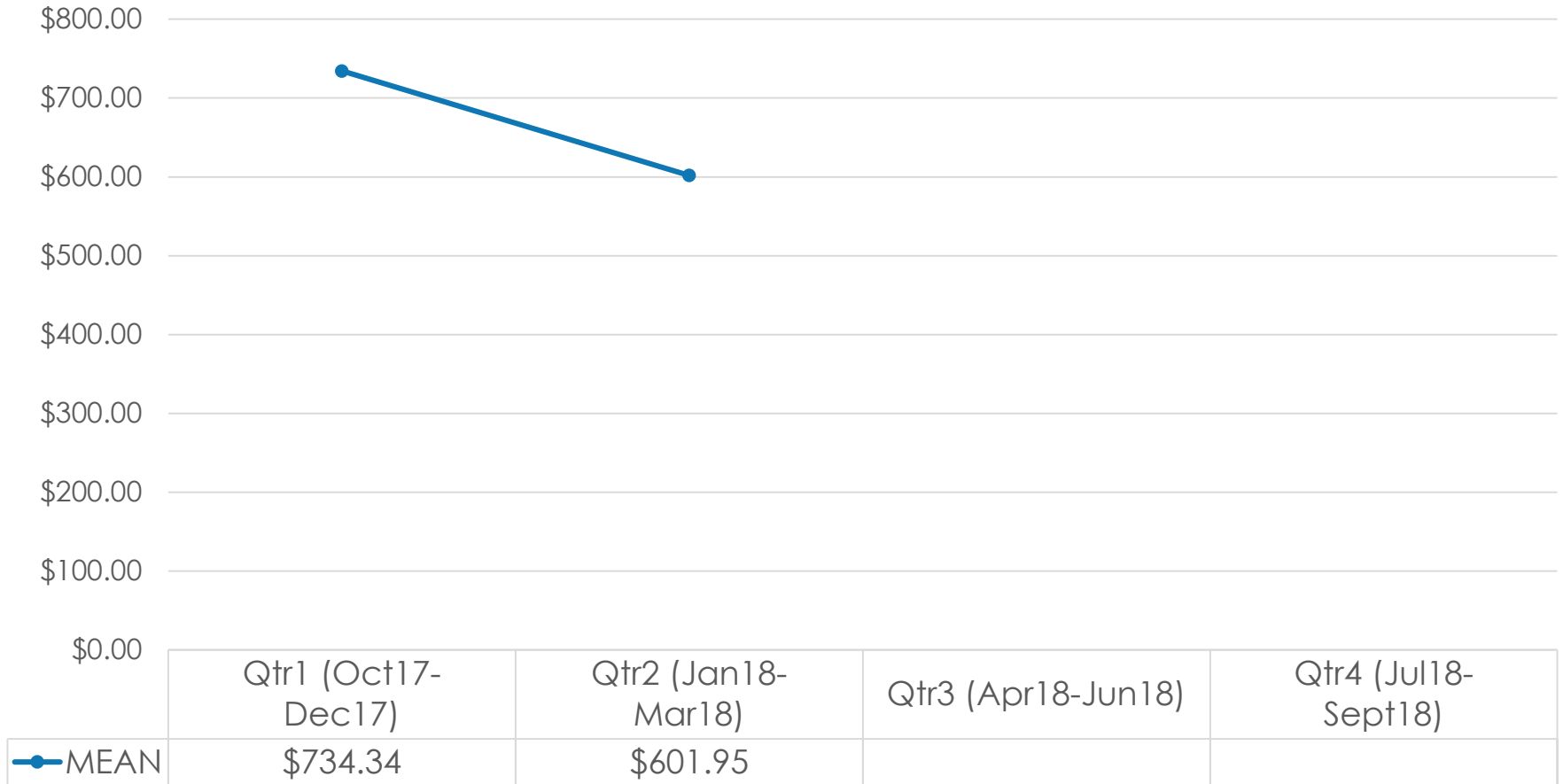
On-Island – FY2018 Tracking

Gift/ Souvenir – Self/ Companion



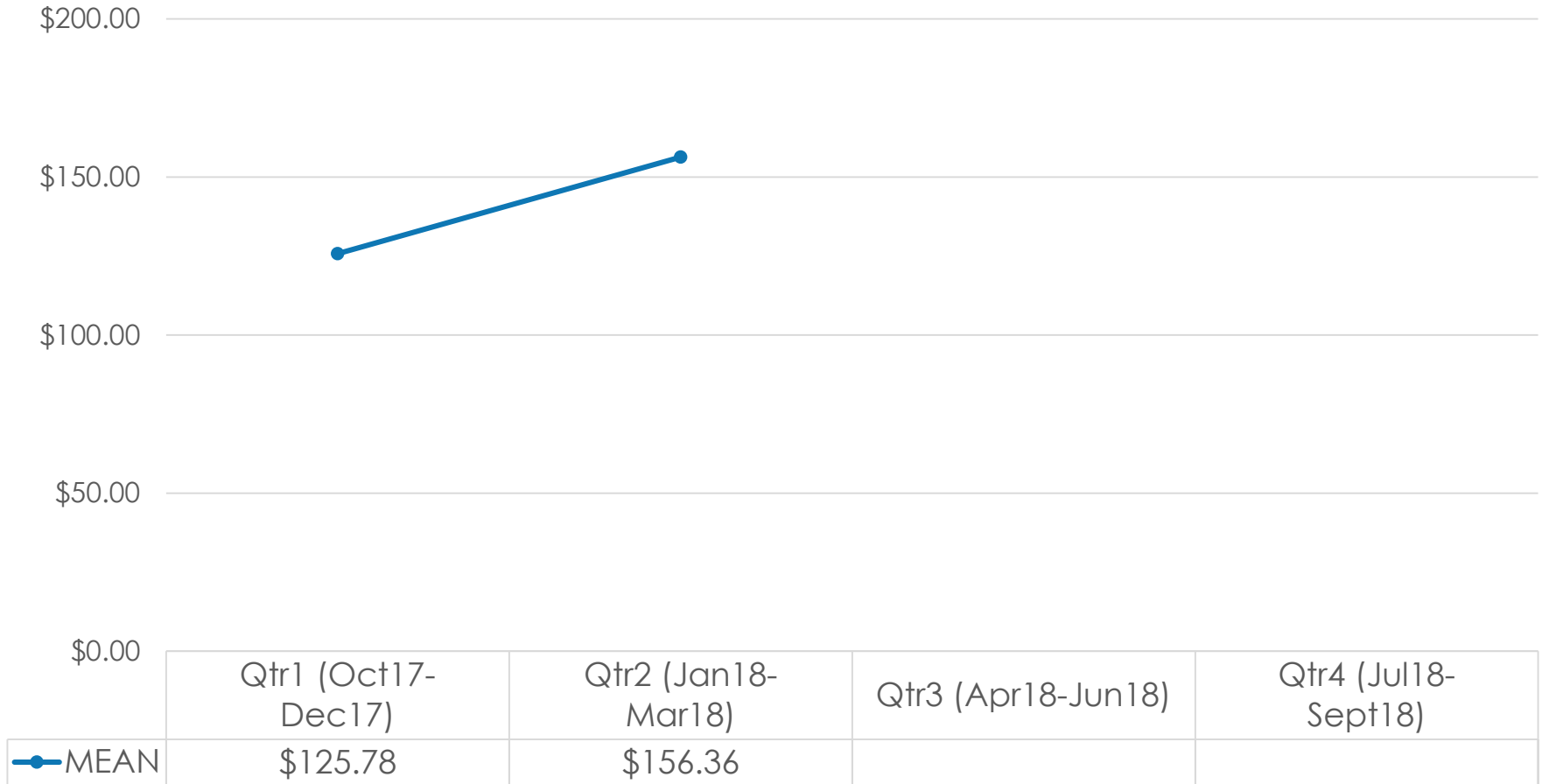
On-Island – FY2018 Tracking

Gift/ Souvenir – Friends/ Family



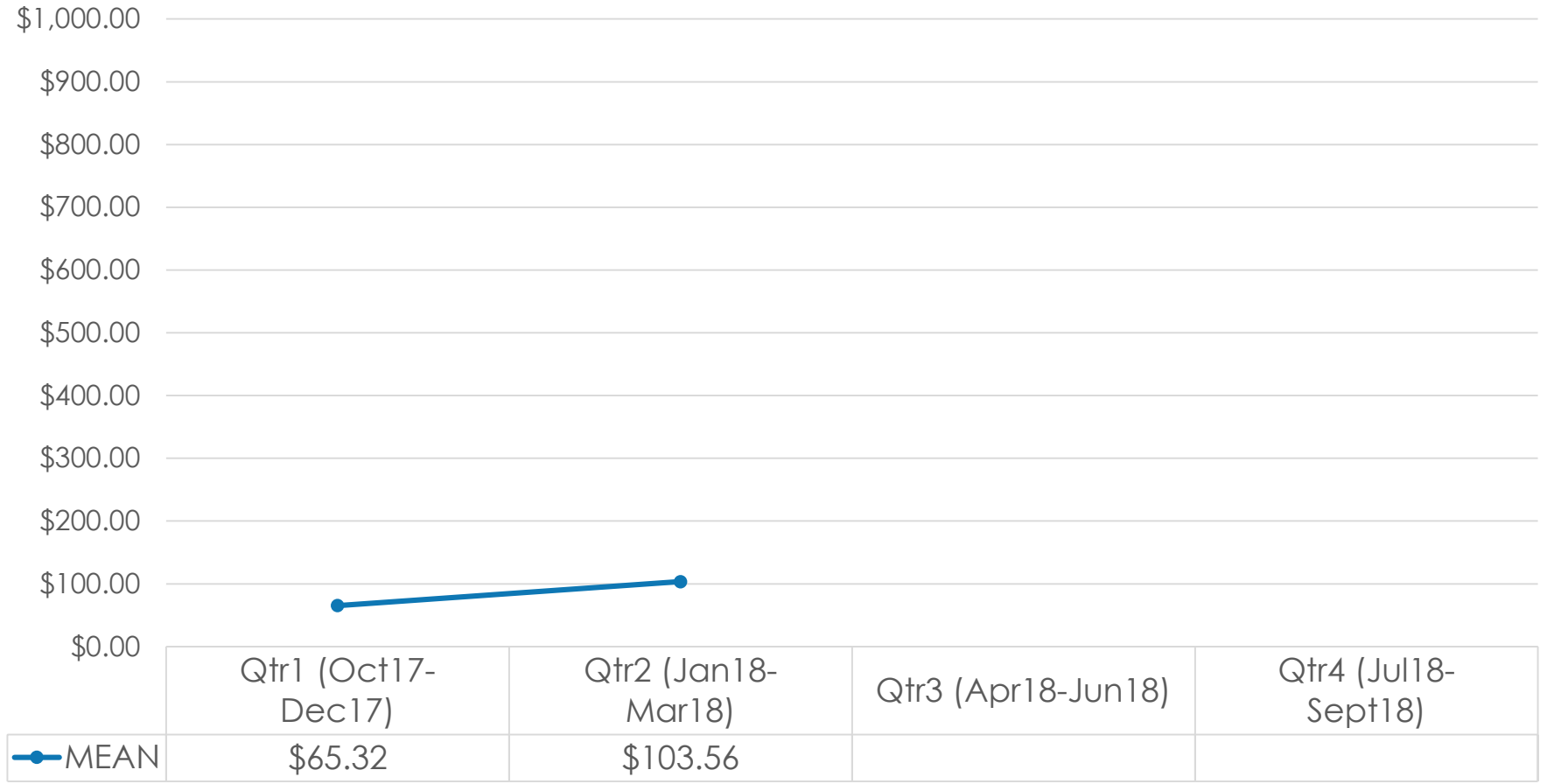
On-Island – FY2018 Tracking

Local Transportation



On-Island – FY2018 Tracking

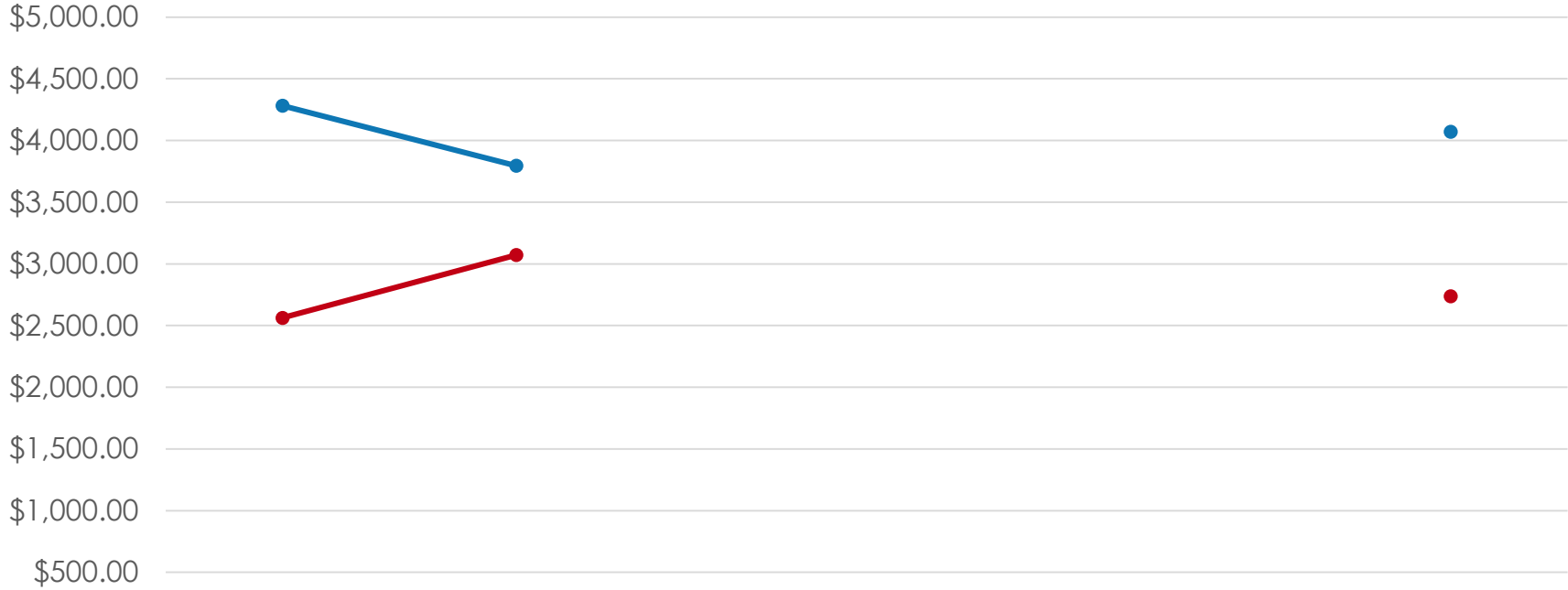
Other Not Included



TOTAL (On-Isle + Prepaid) Expenditures Per Person

- \$3,796.29 = overall mean average prepaid expense by respondent

TOTAL Per Person Expenditures – FY2018 Tracking



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)		YTD
● MEAN	\$4,281.90	\$3,796.29				\$4,071.59
● MEDIAN	\$2,563.00	\$3,072.00				\$2,738.00

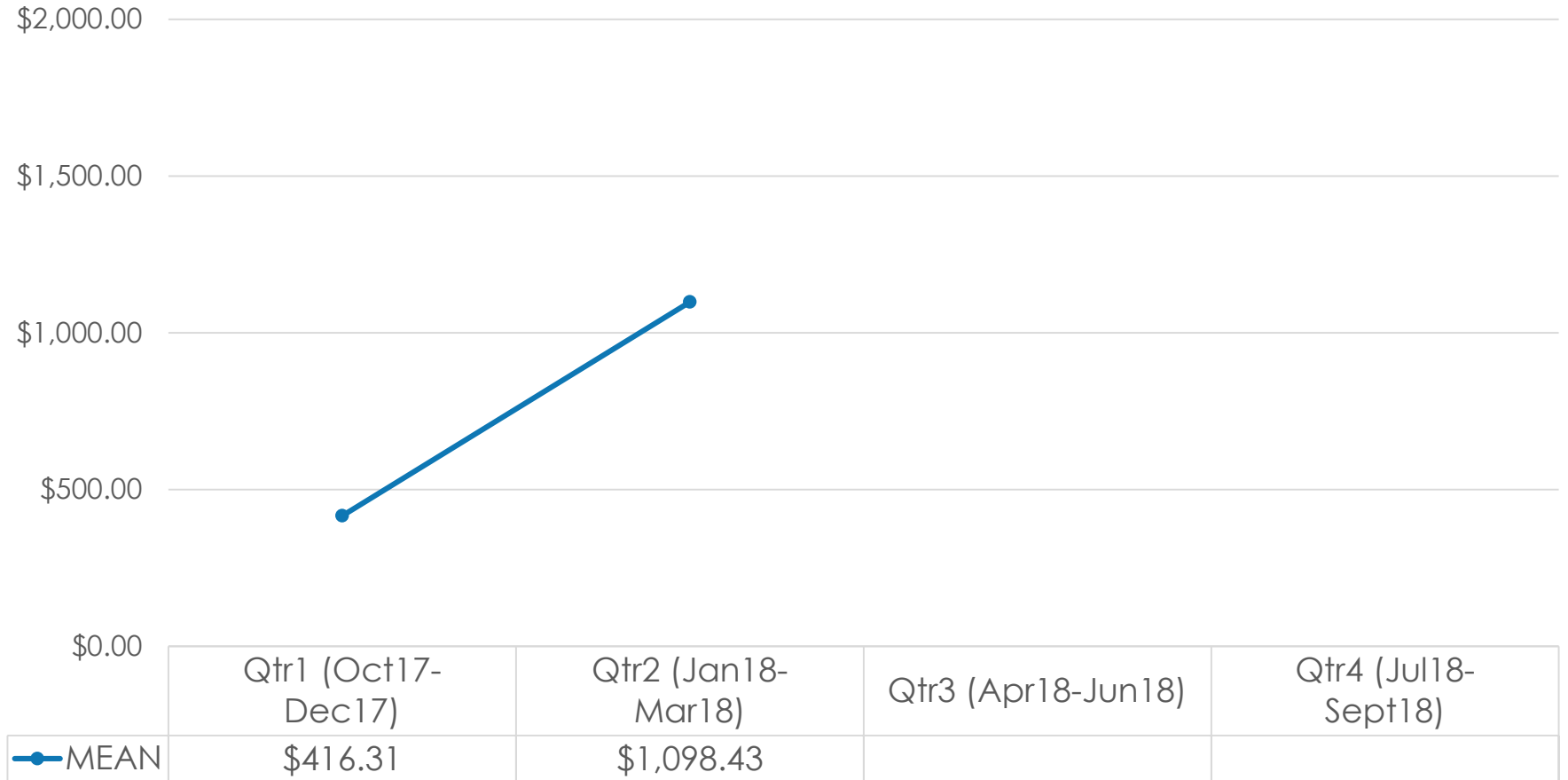
TOTAL Per Person Expenditures – Key Segments

GVB EXIT SURVEY
TOTAL PER PERSON SPENDING:

		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ADV	EDUCATION/TESTING
		-	-	-	-	-	-	-	-
TOTAL PP	Mean	\$3,796.29	.	\$2,732.77	\$2,704.25	\$3,648.26	\$3,349.85	\$4,149.88	\$3,924.20
	Median	\$3,072	.	\$2,123	\$2,704	\$3,072	\$2,873	\$3,174	\$3,633

Prepared by Anthology Research

GUAM AIRPORT EXPENDITURE – FY2018 Tracking

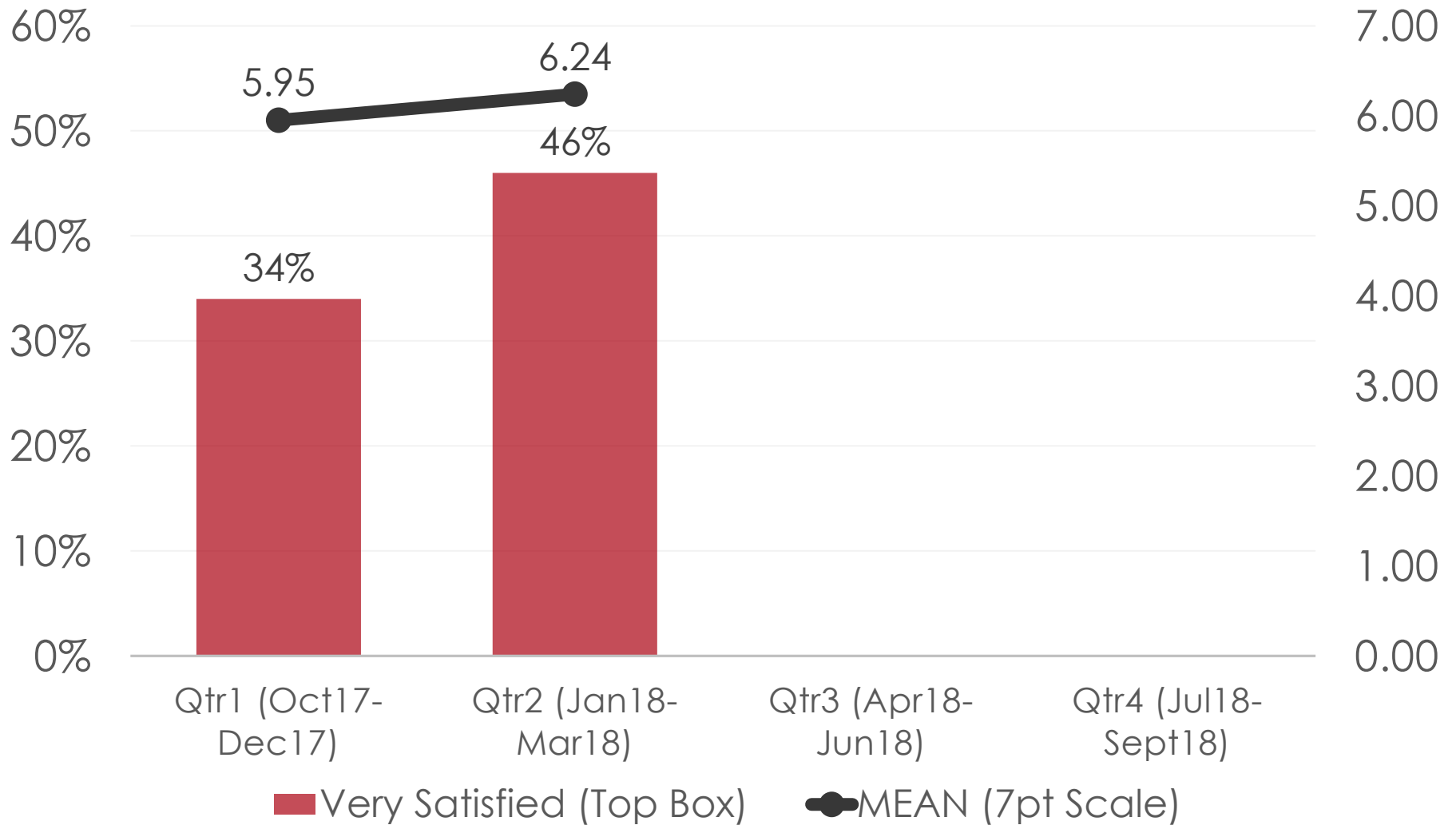


SECTION 4

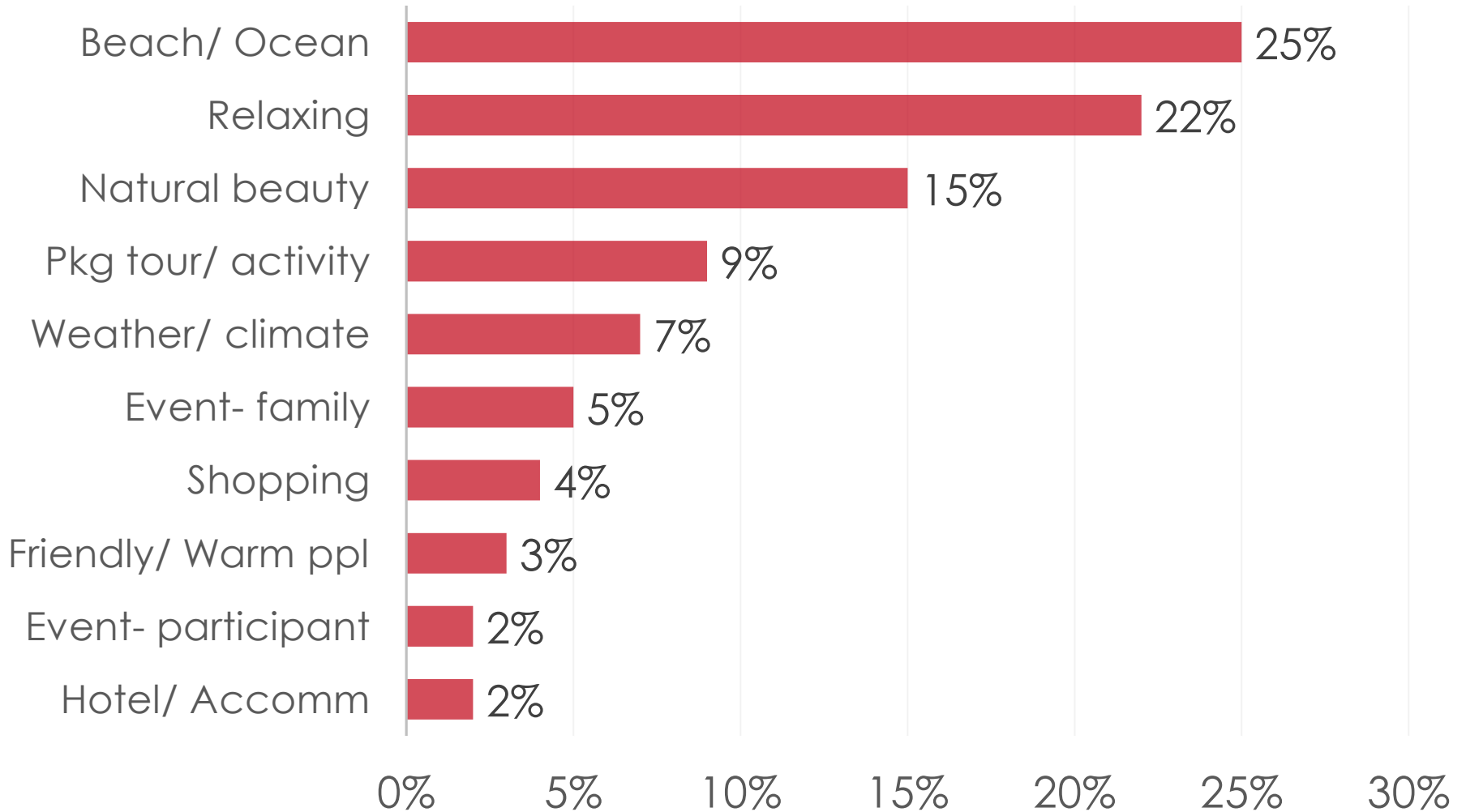
VISITOR SATISFACTION

BEHAVIOR

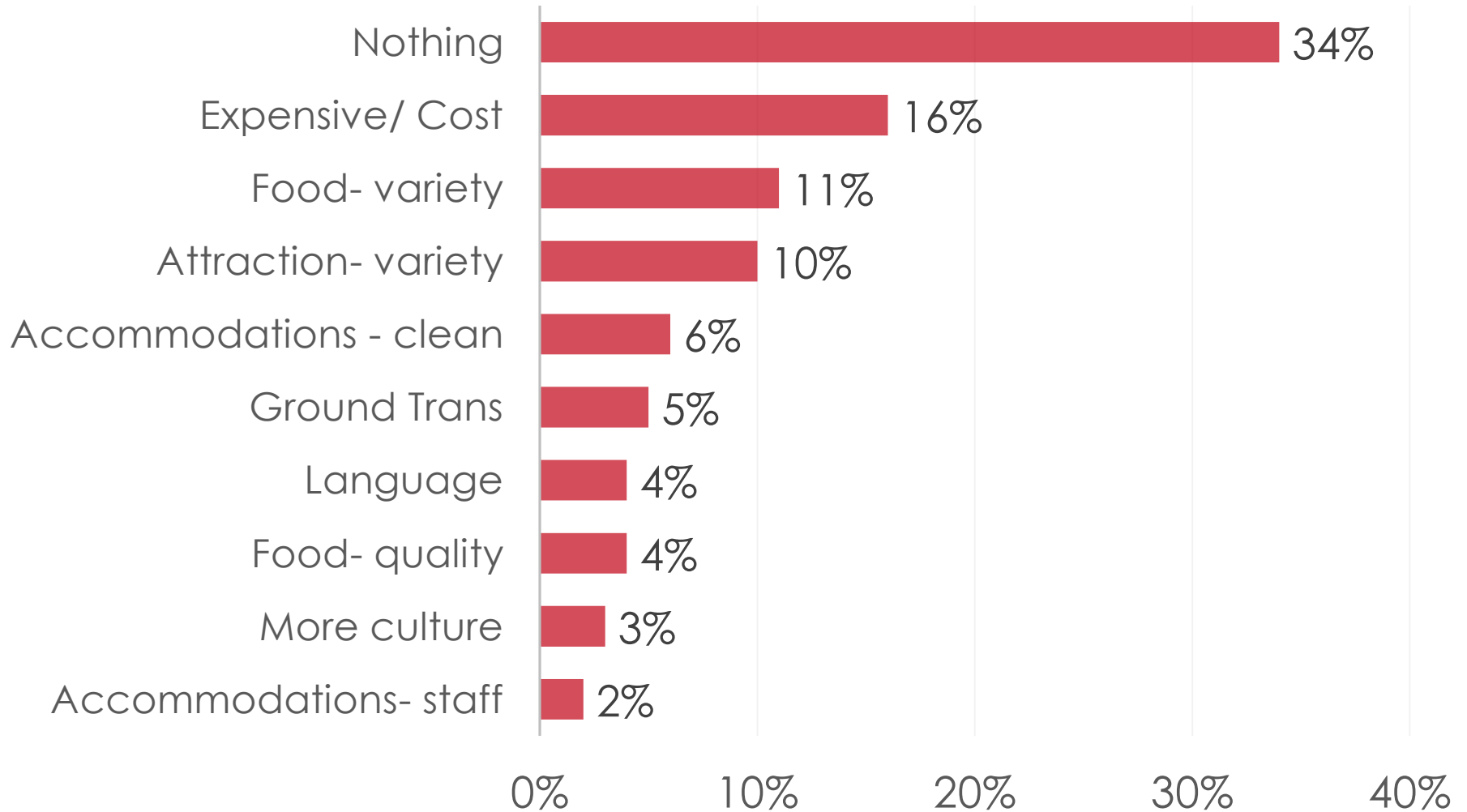
OVERALL SATISFACTION



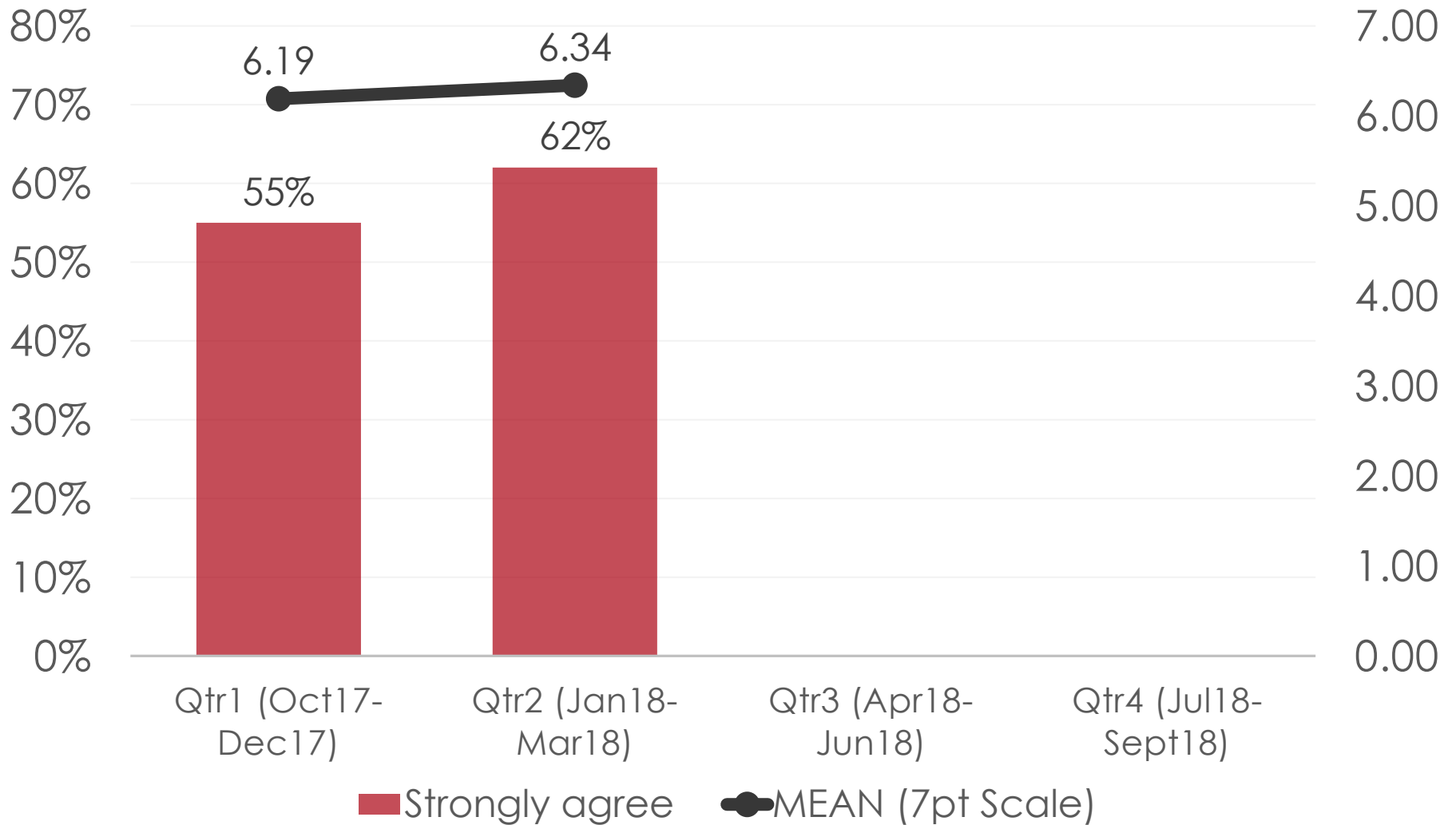
Positive Aspect of Trip



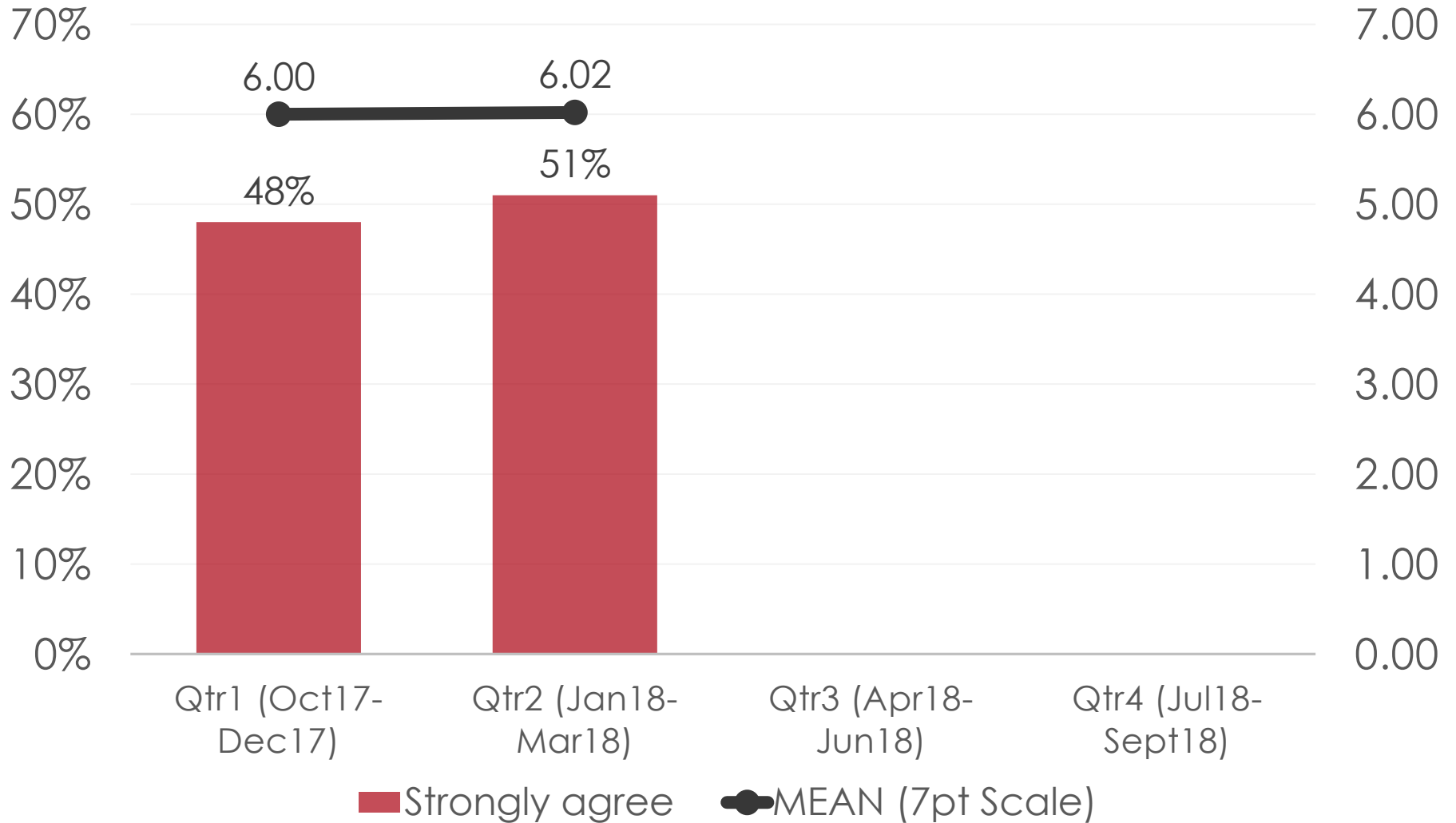
Negative Aspect of Trip



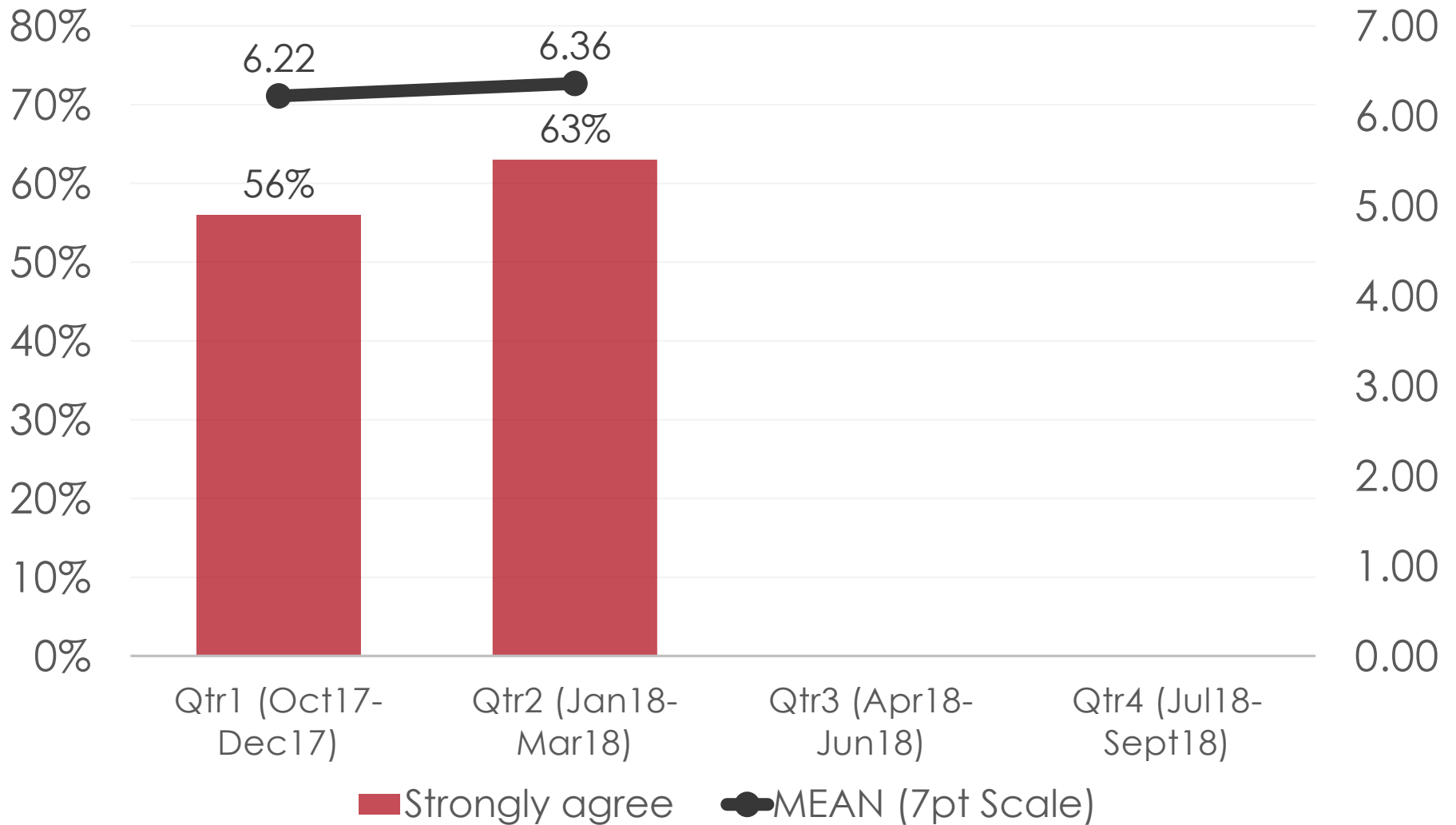
Guam was better than expected



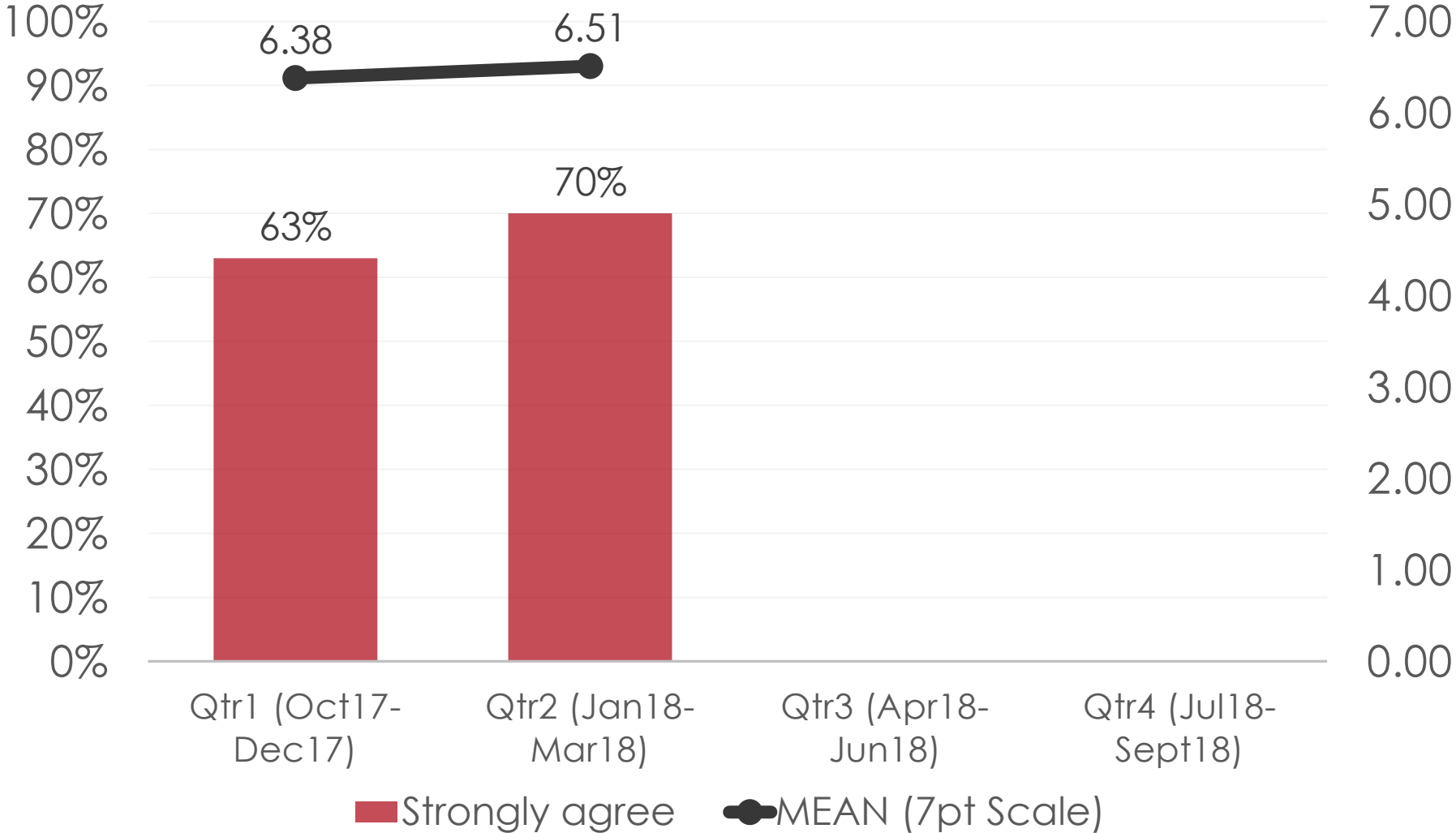
I had no communication problems



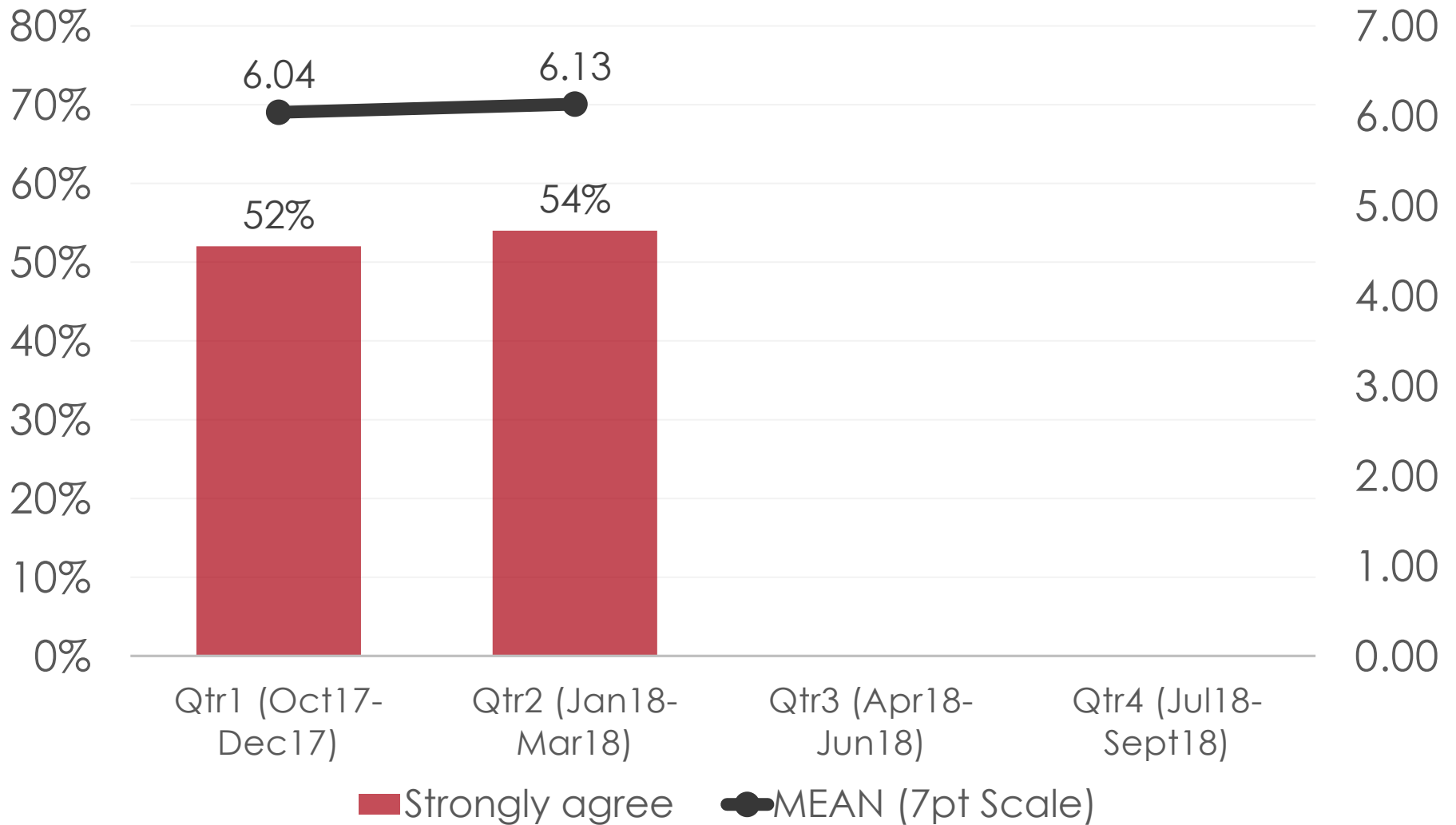
I will recommend Guam to friends



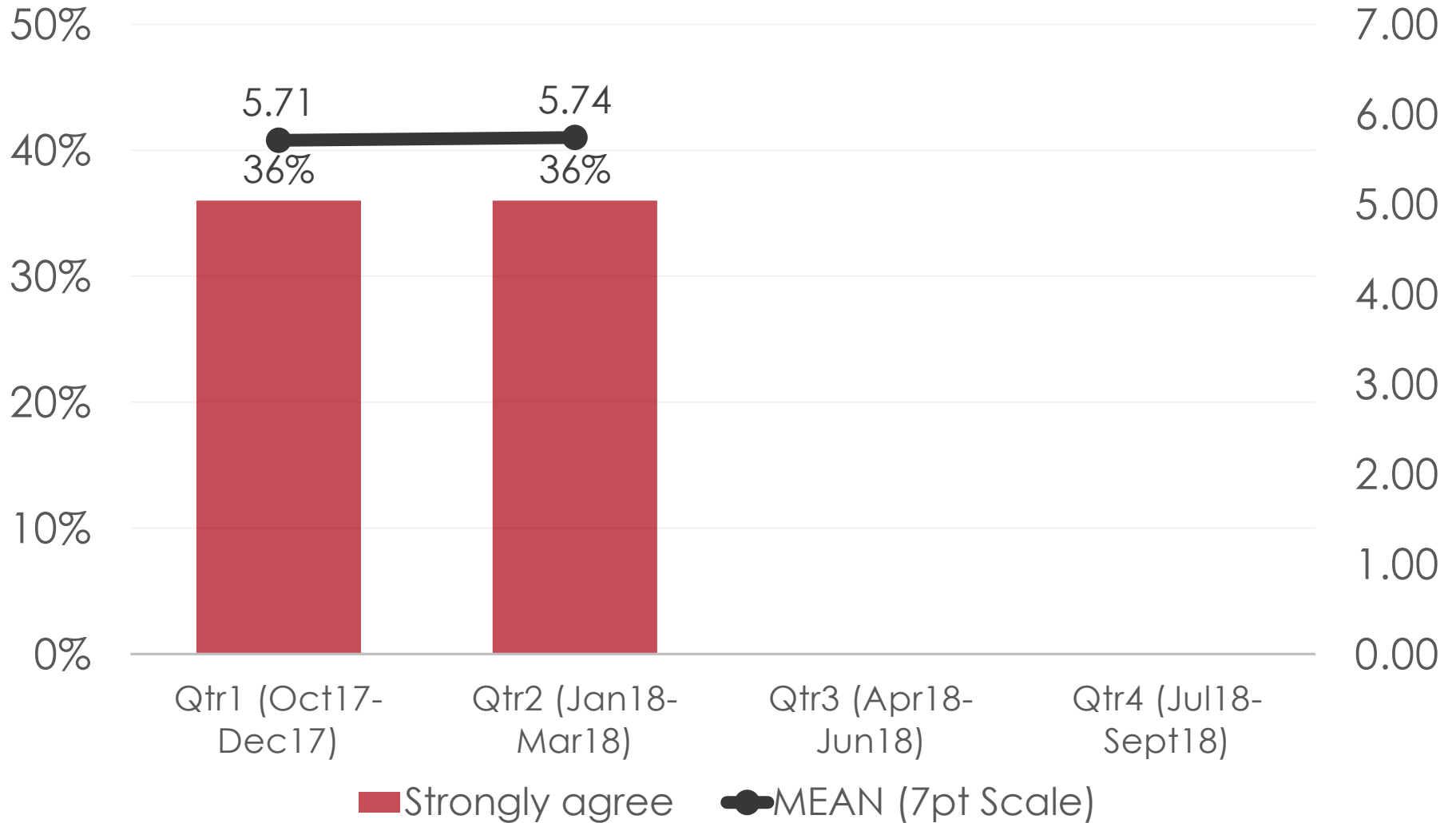
Sites on Guam were attractive



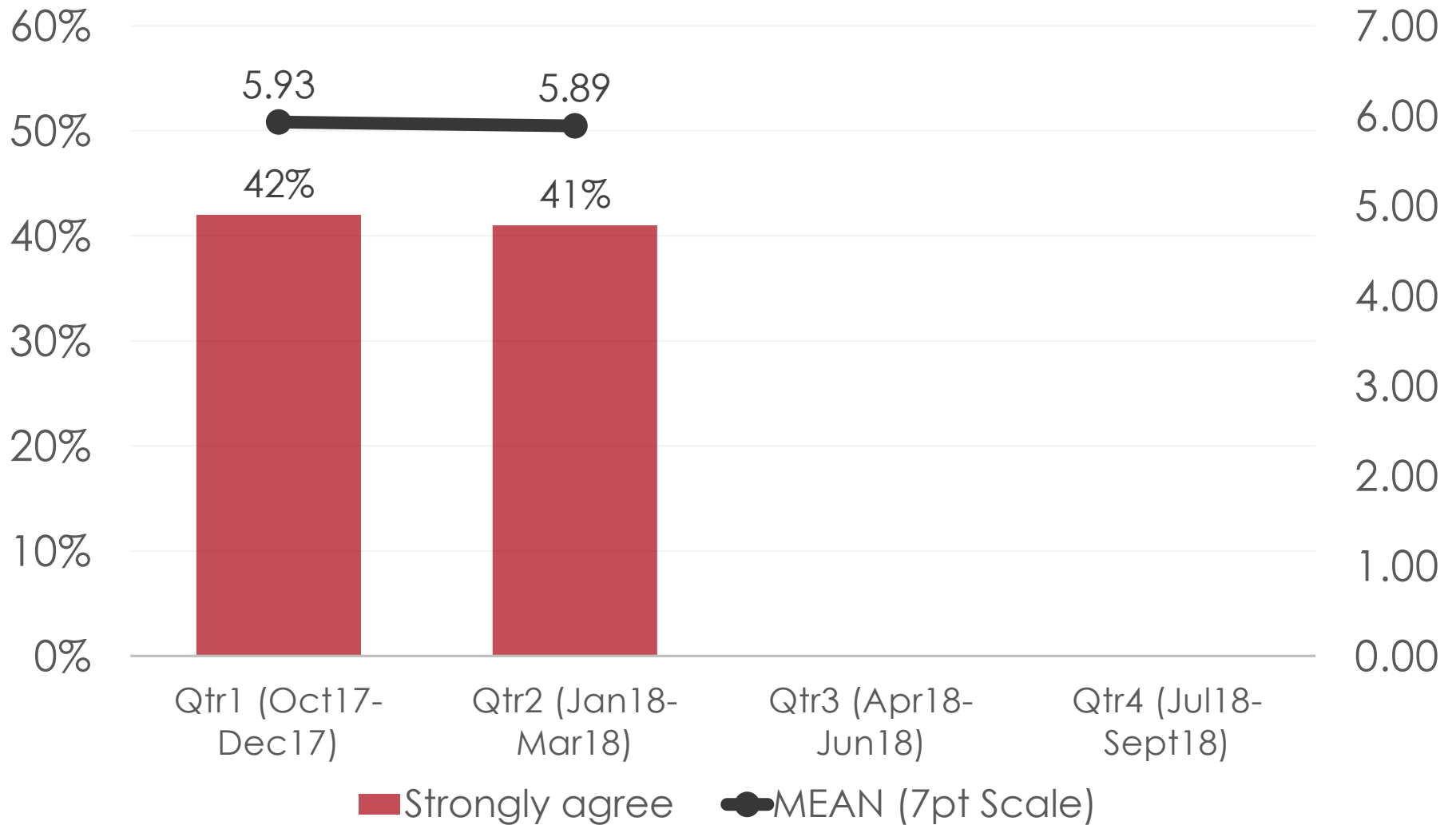
I plan to visit Guam again



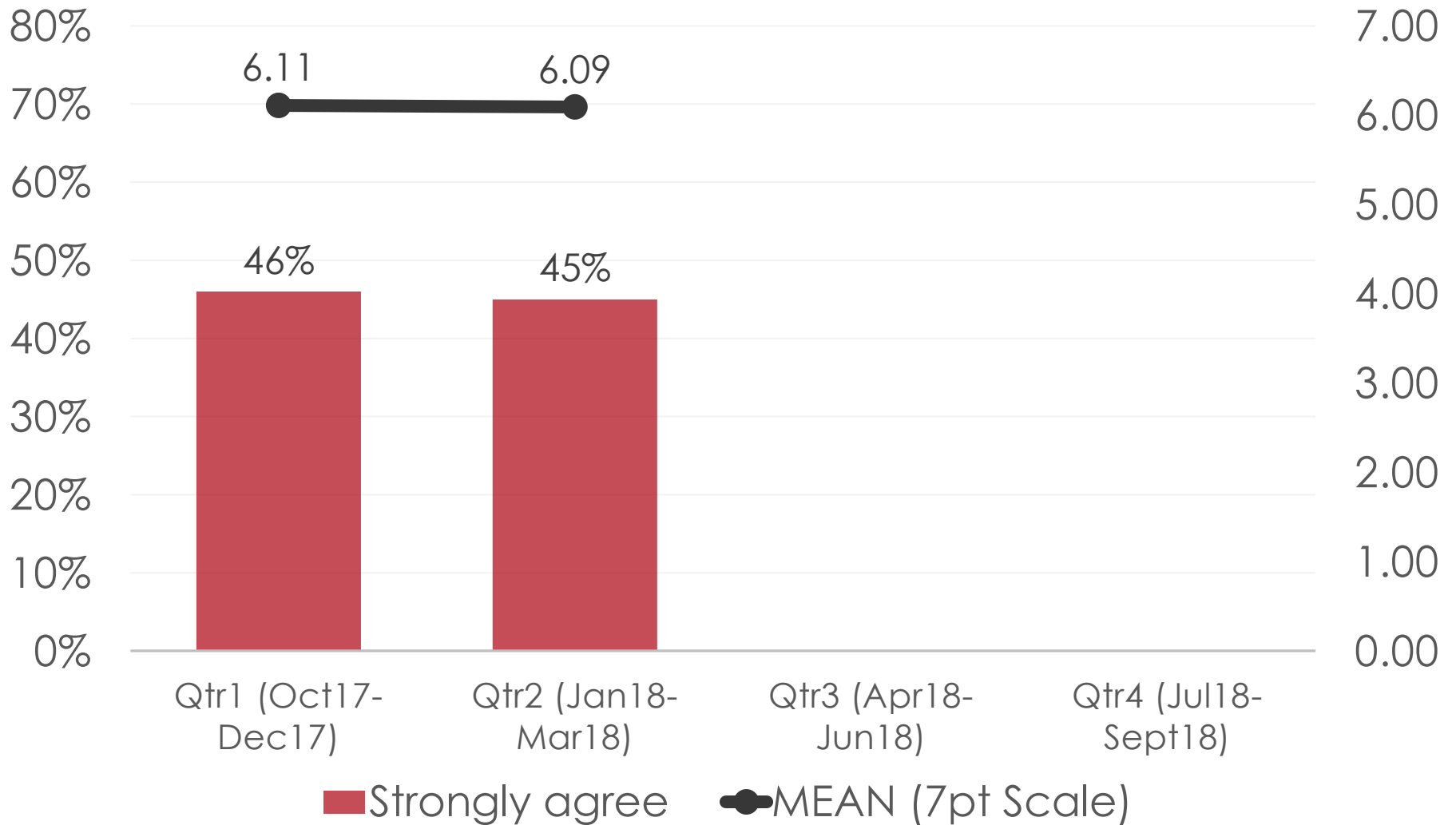
Not enough night time activities



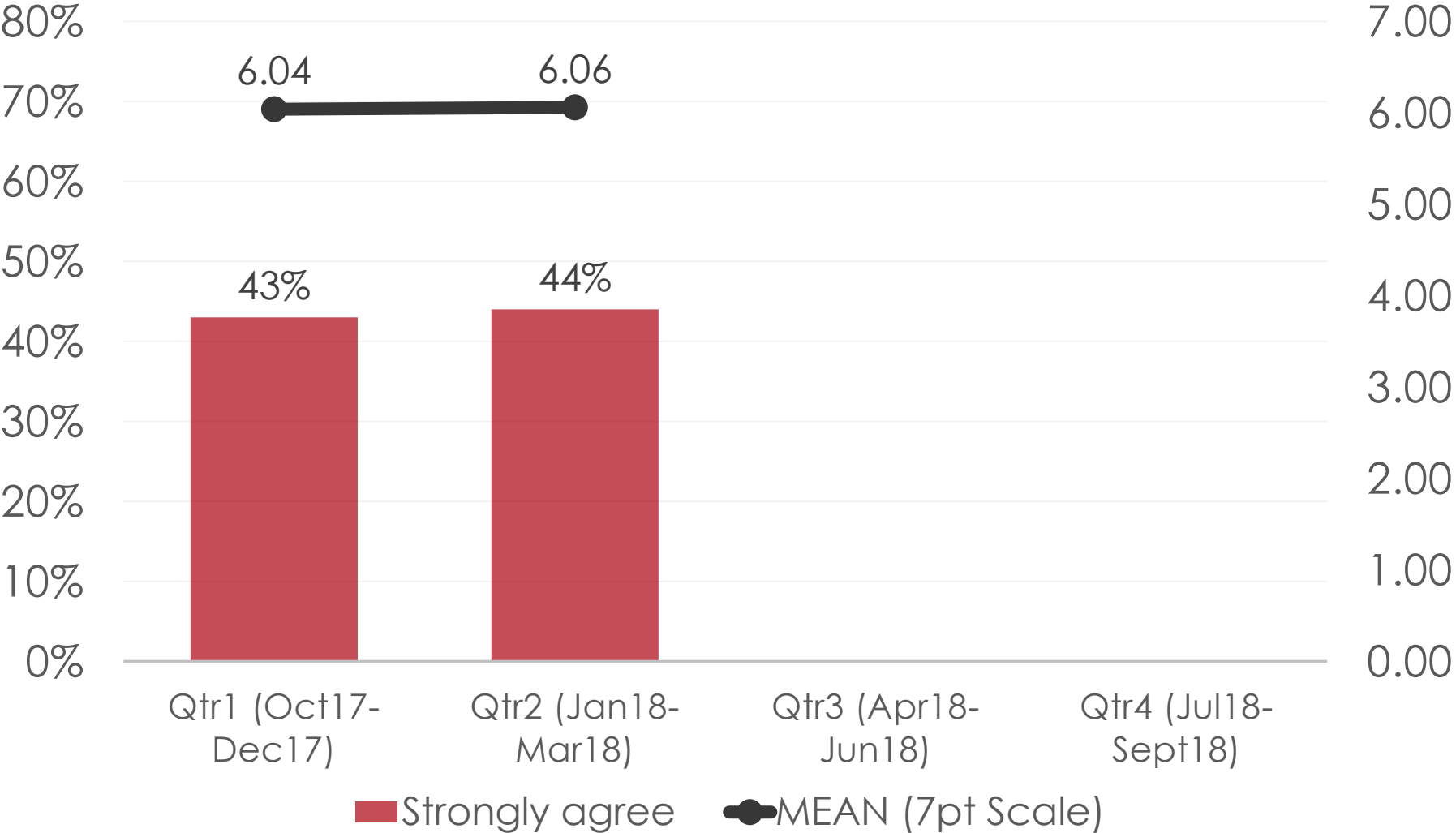
Tour guides were professional



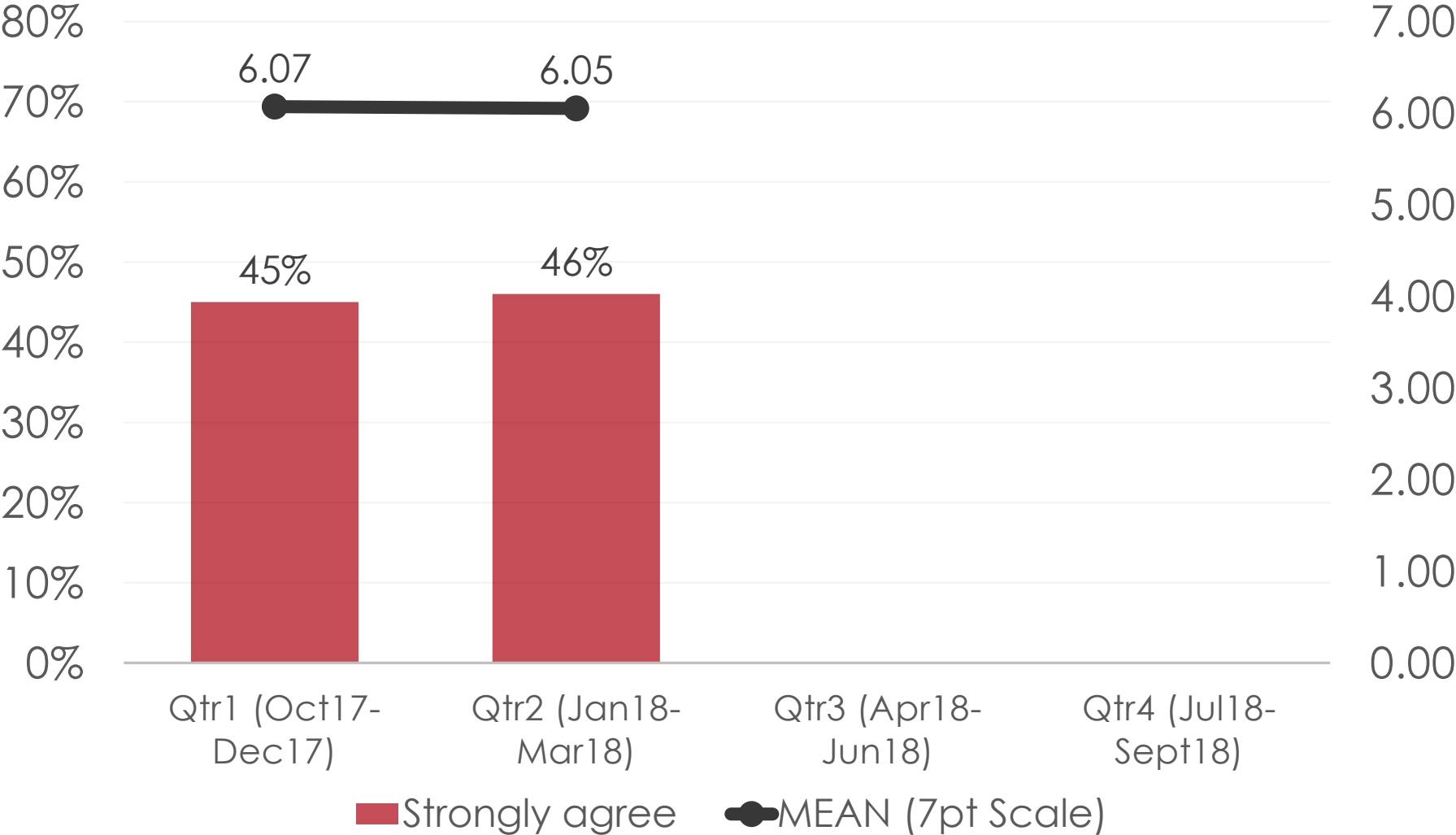
Tour drivers were professional



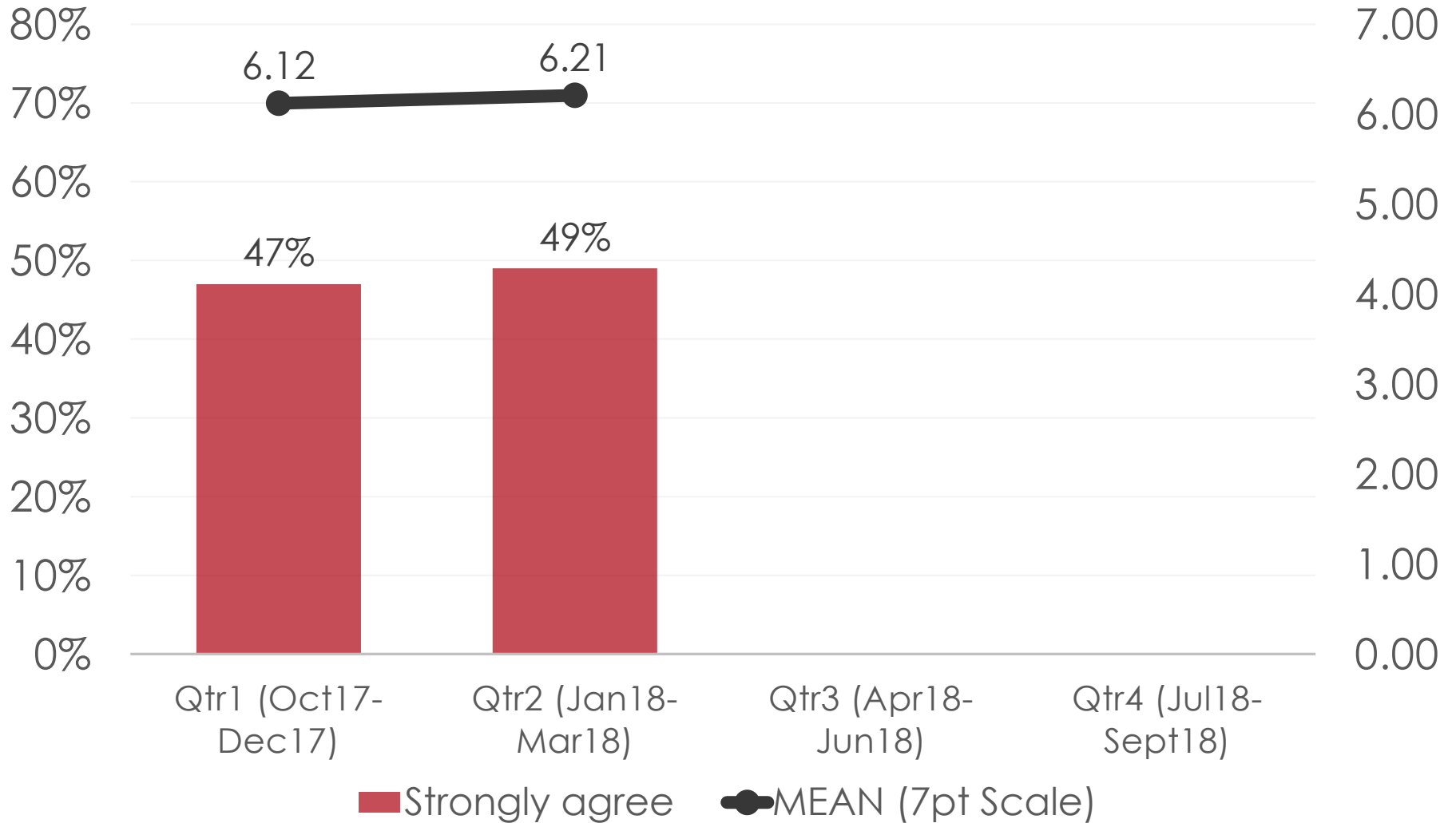
Taxi drivers were professional



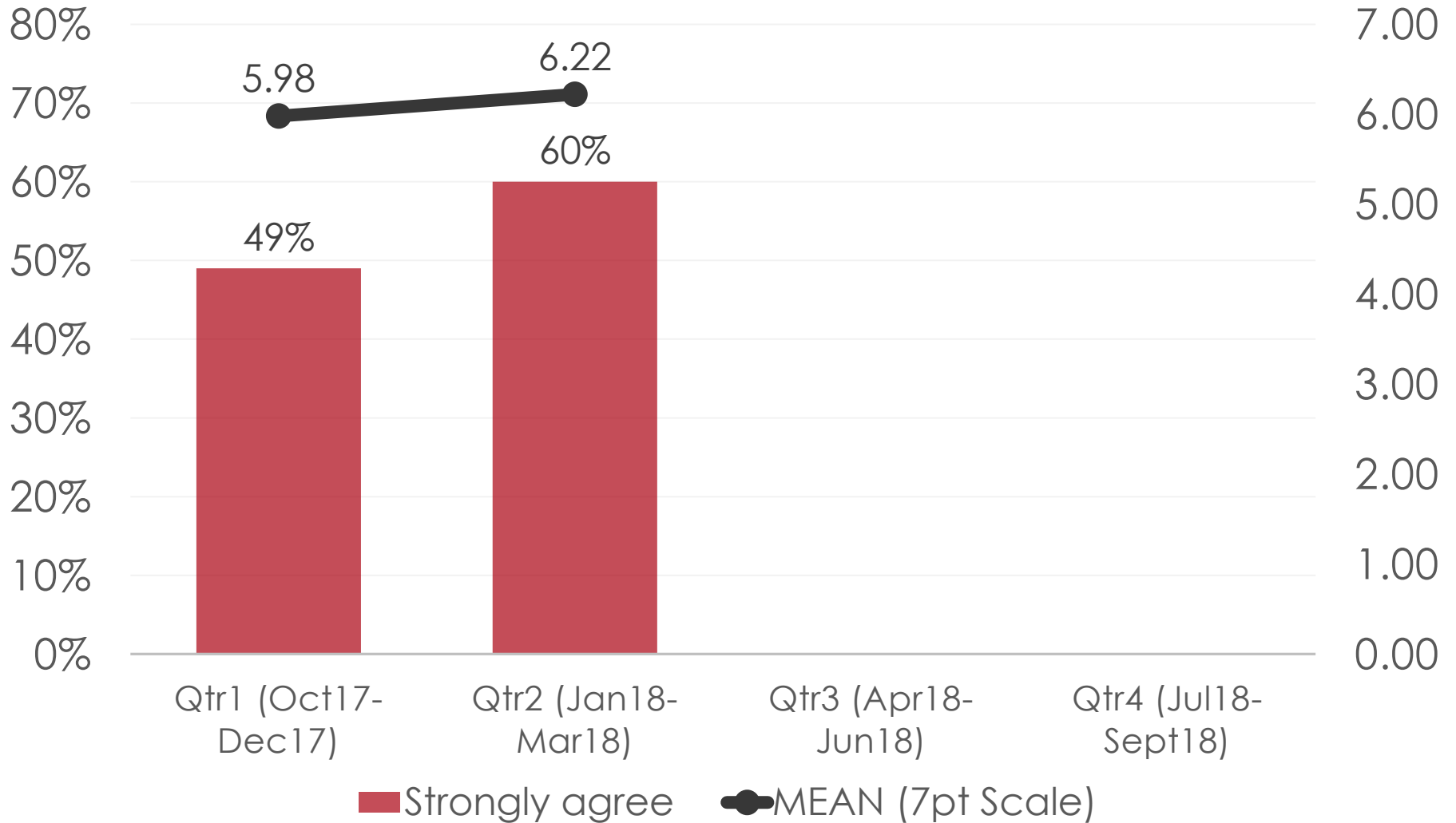
Taxis were clean



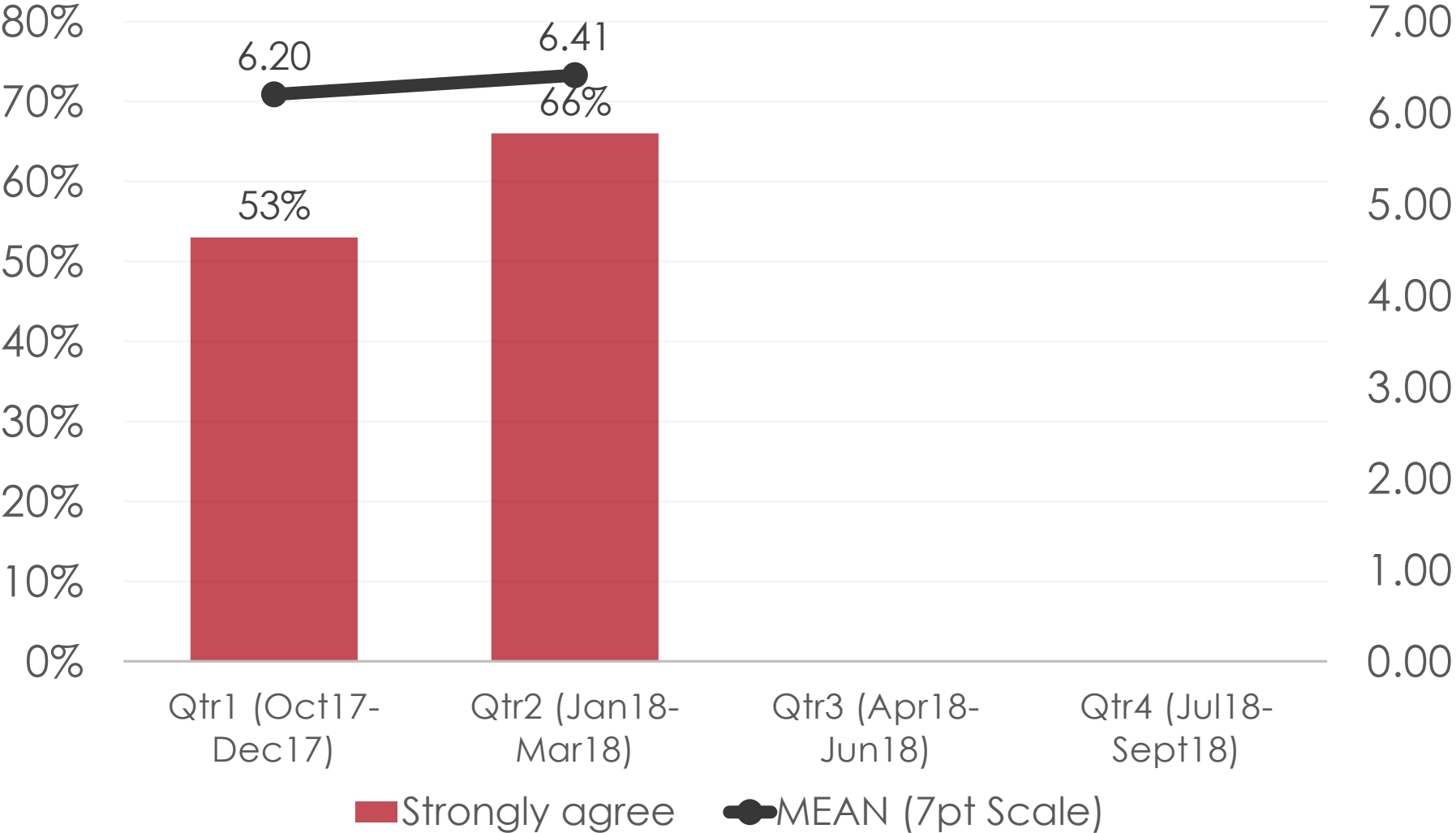
Guam airport was clean



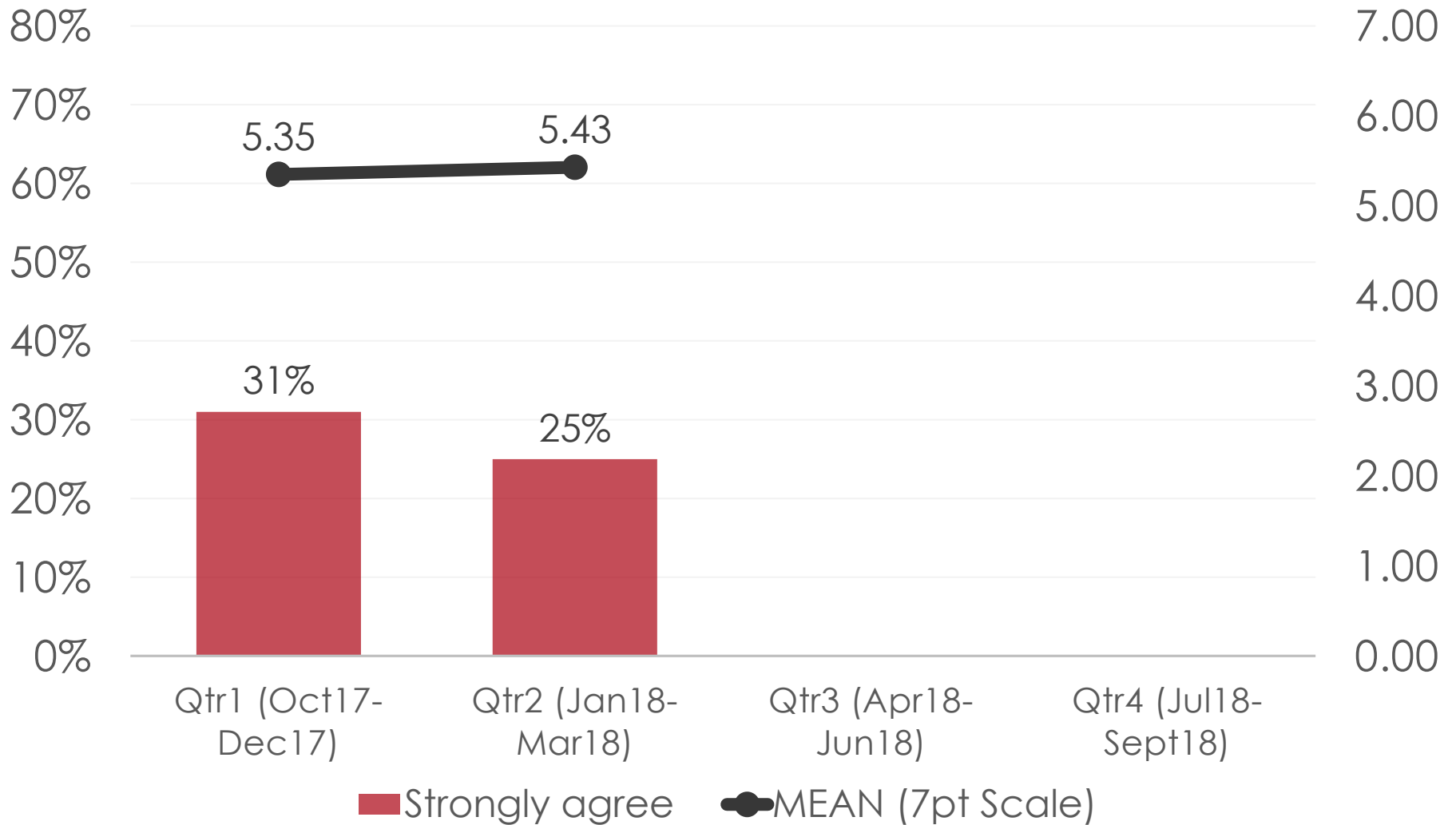
Ease of getting around



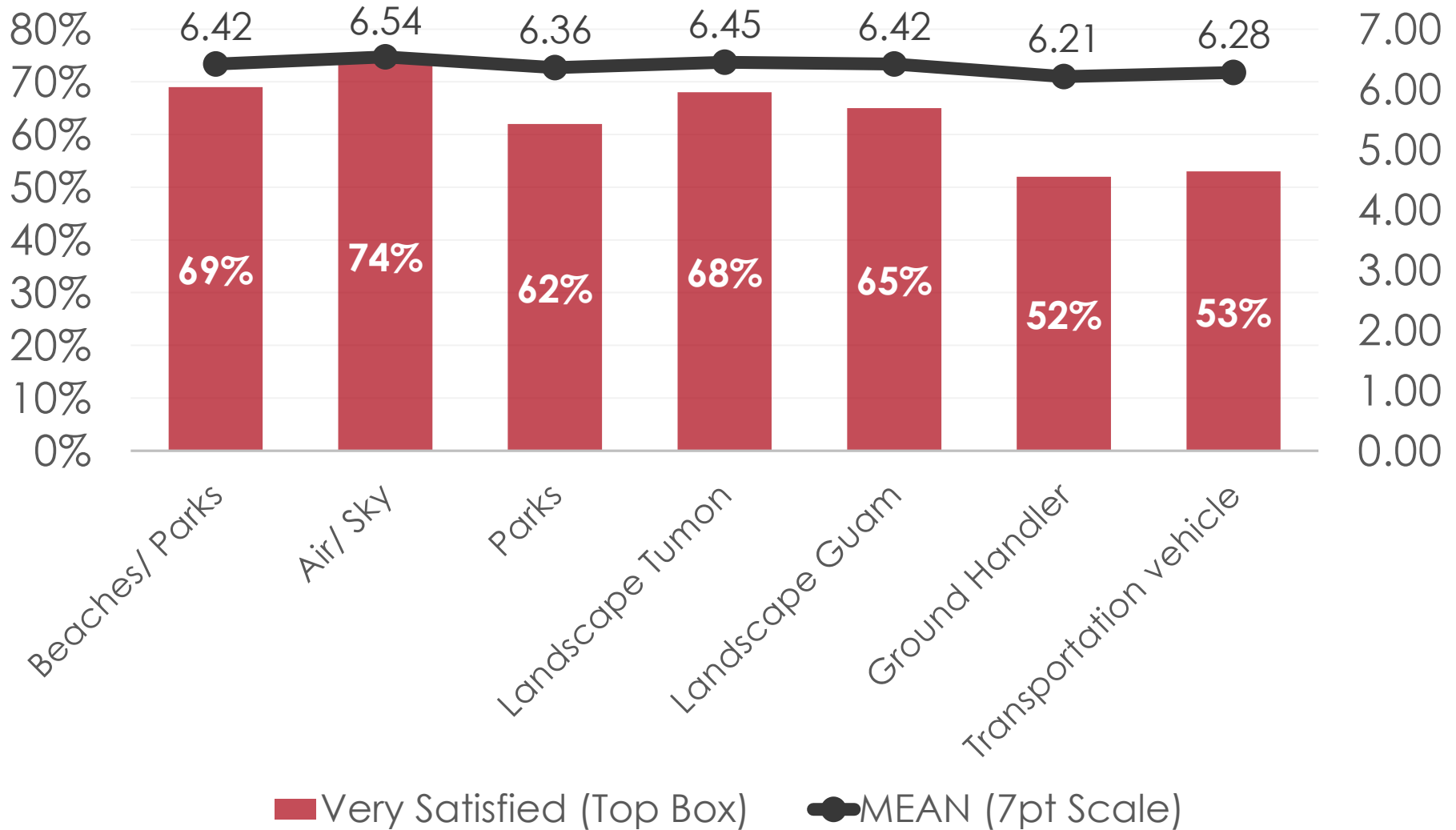
Safety walking around at night



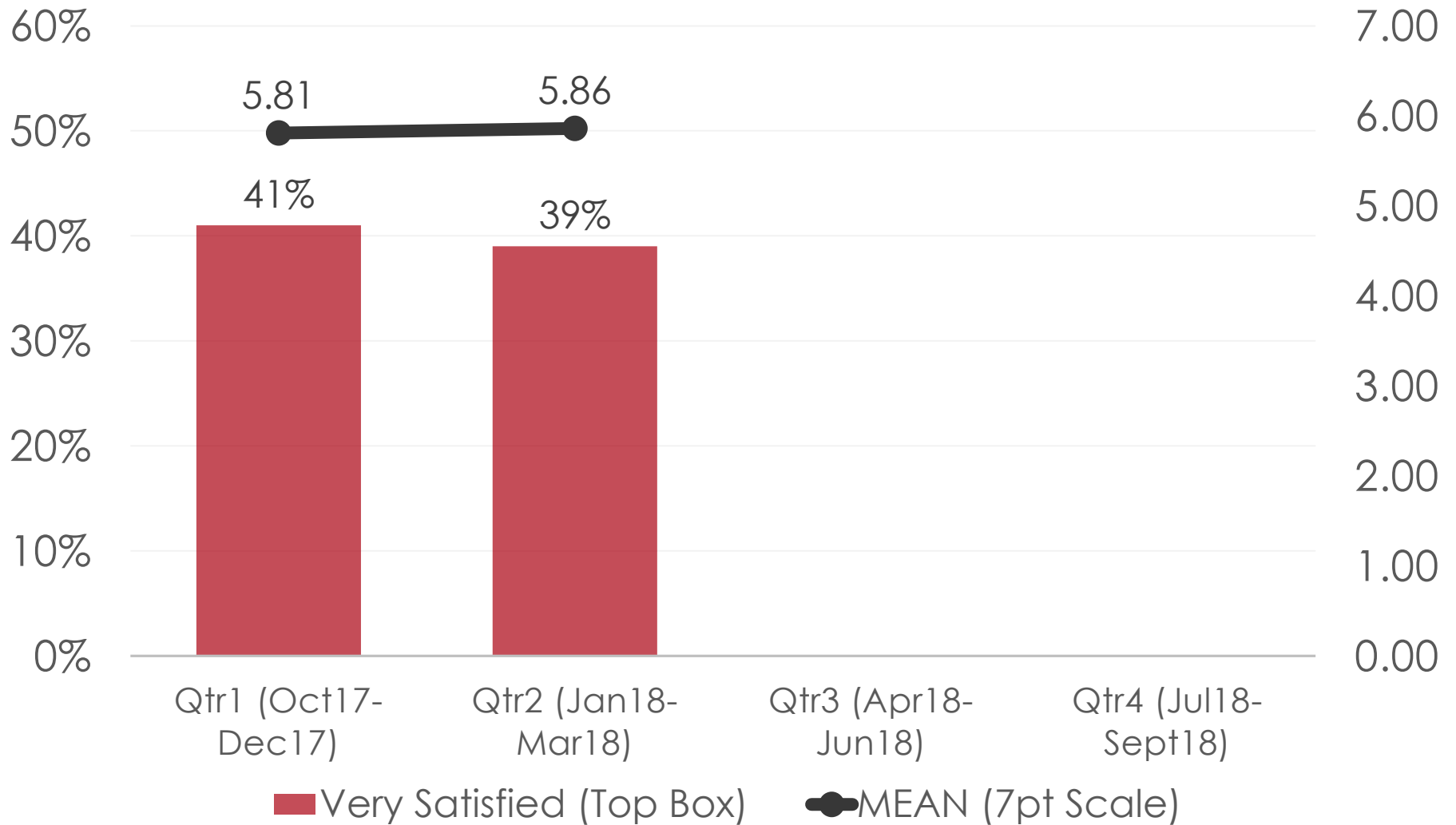
Price of things on Guam



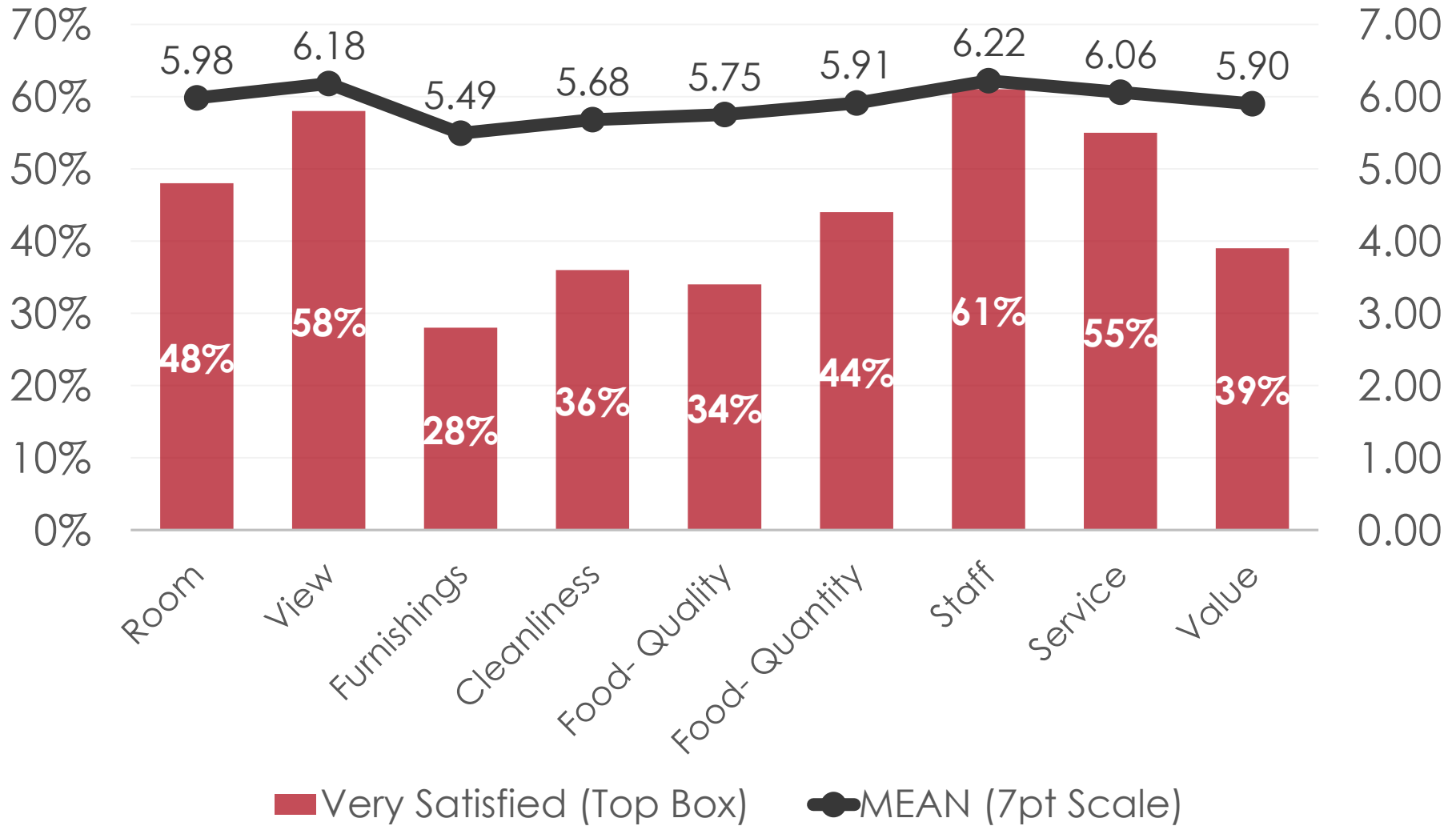
GENERAL SATISFACTION – Quality/ Cleanliness



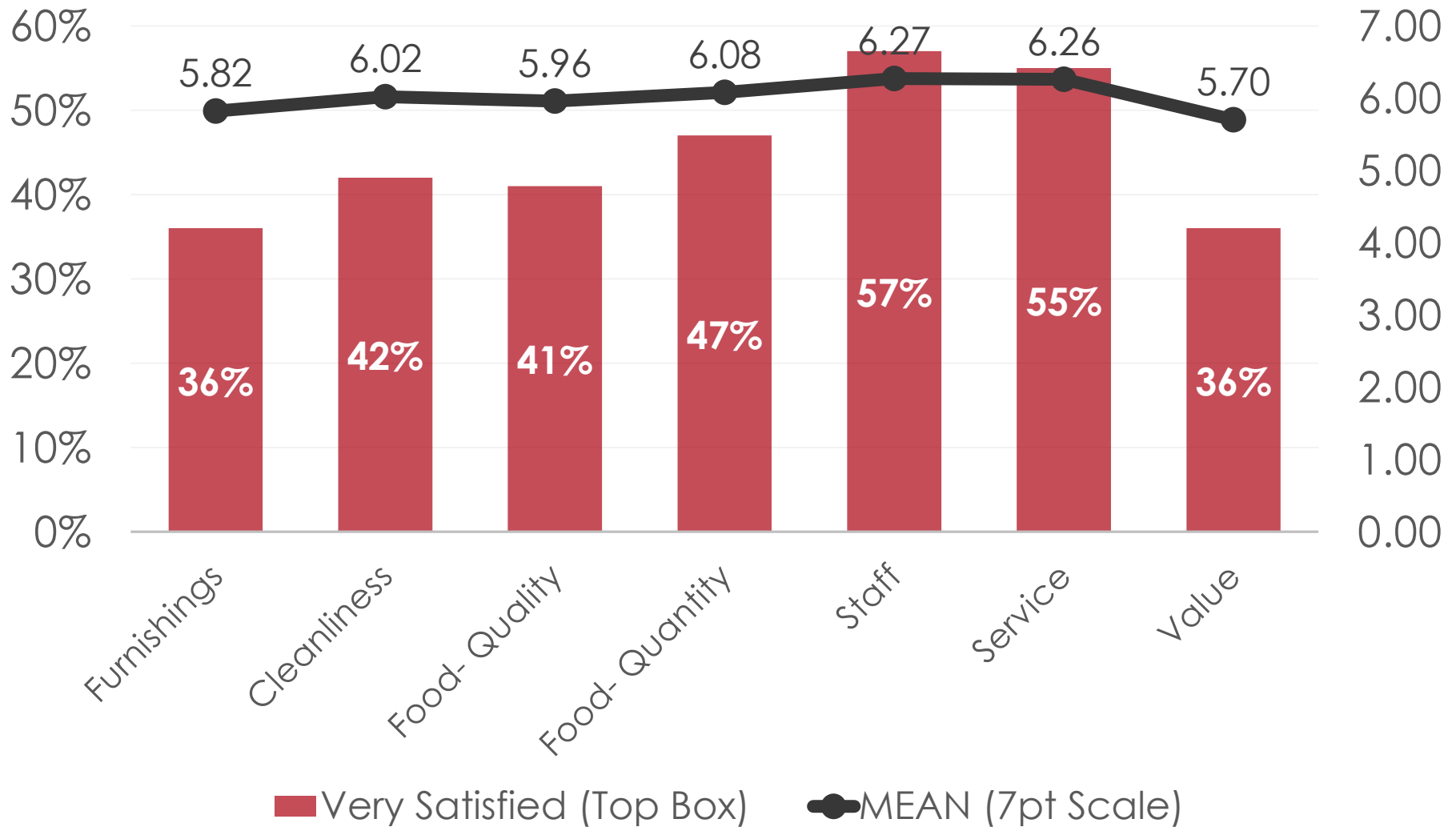
ACCOMMODATIONS – OVERALL SATISFACTION



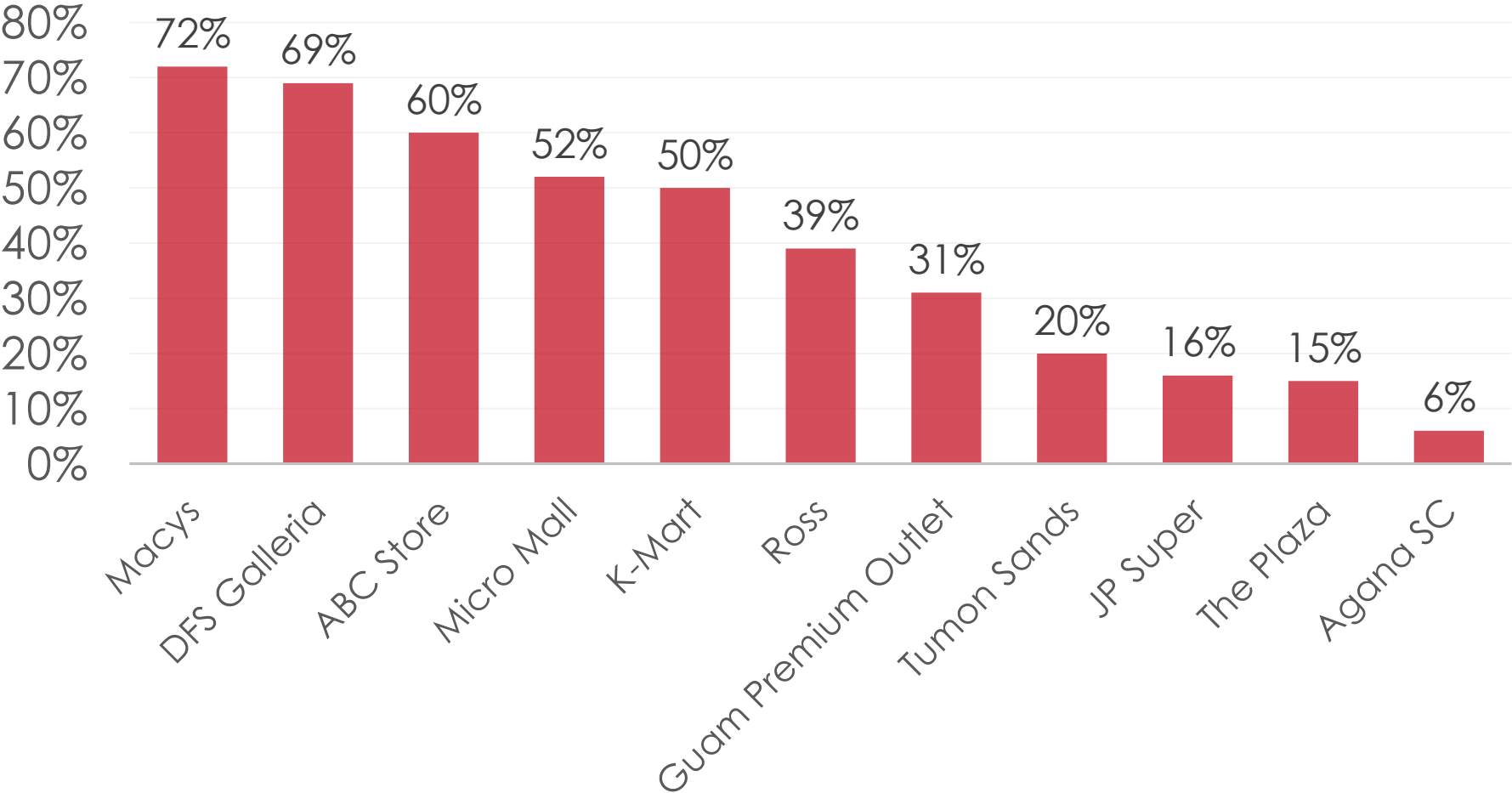
ACCOMMODATIONS – Satisfaction by Category



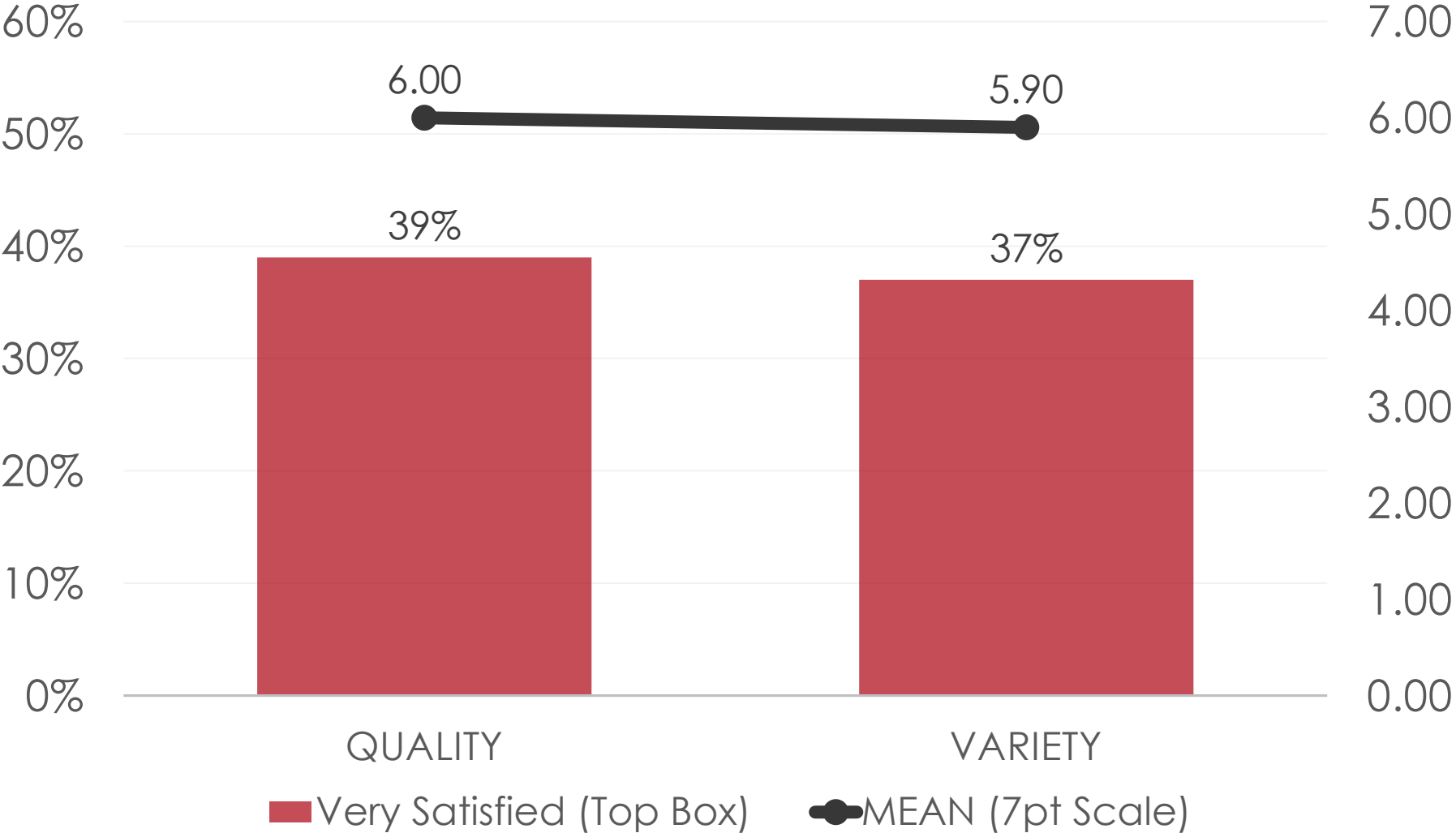
DINING EXPERIENCE (Outside Hotel) – Satisfaction by Category



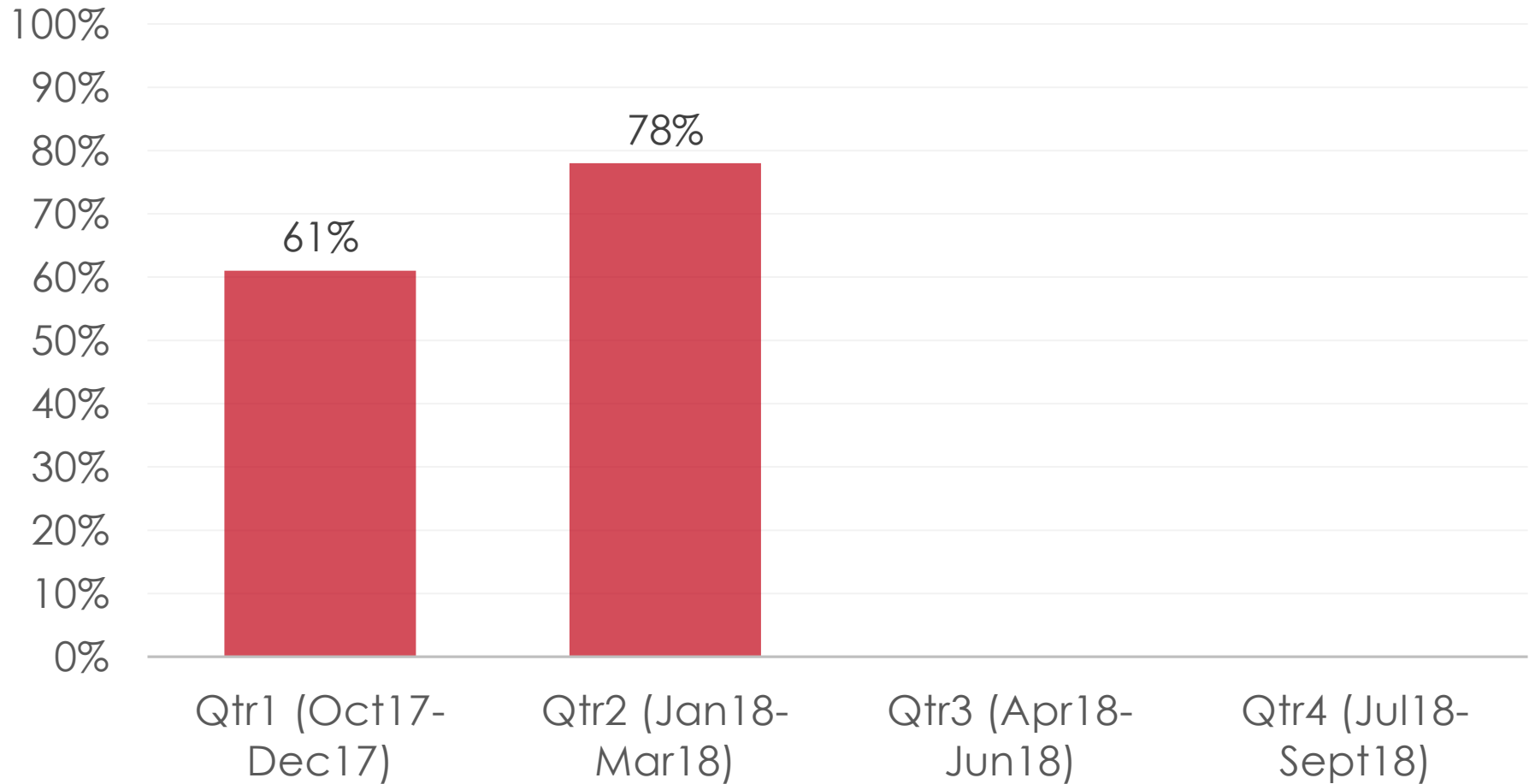
Shopping Malls/ Stores (Top Responses)



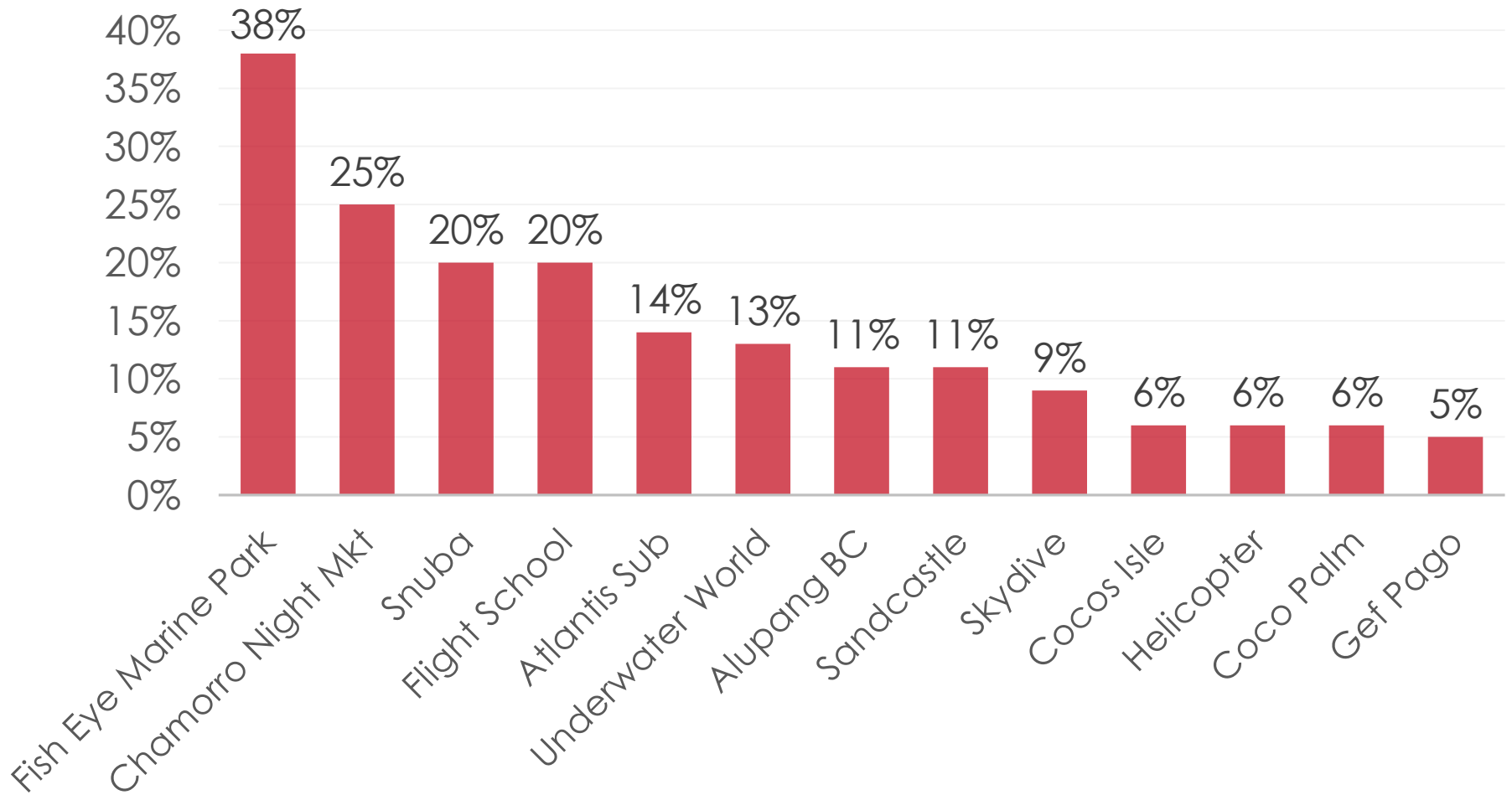
SHOPPING - SATISFACTION



OPTIONAL TOUR PARTICIPATION – FY2018 Tracking

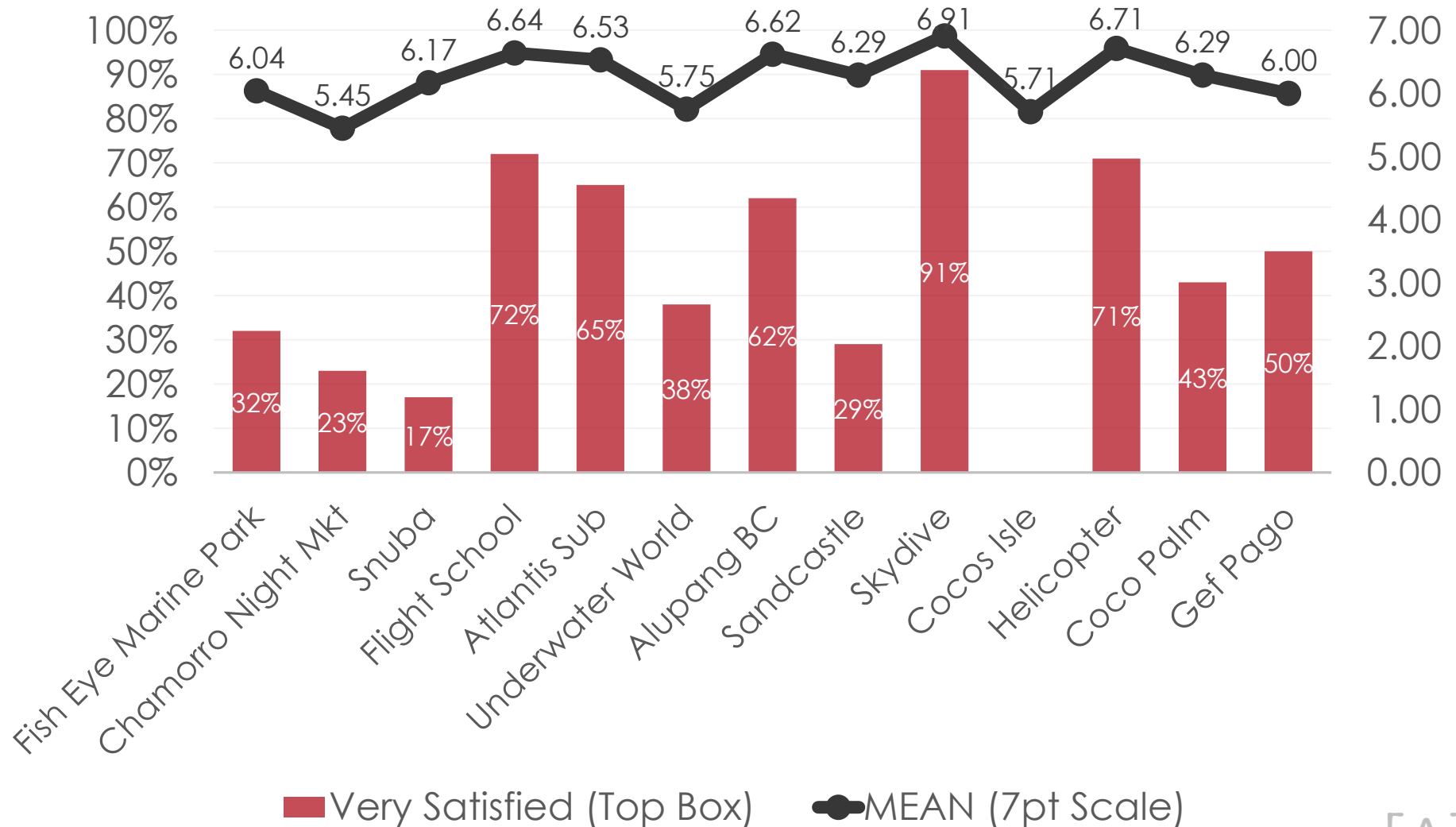


Optional Tour Participation (Top Responses 5%+)

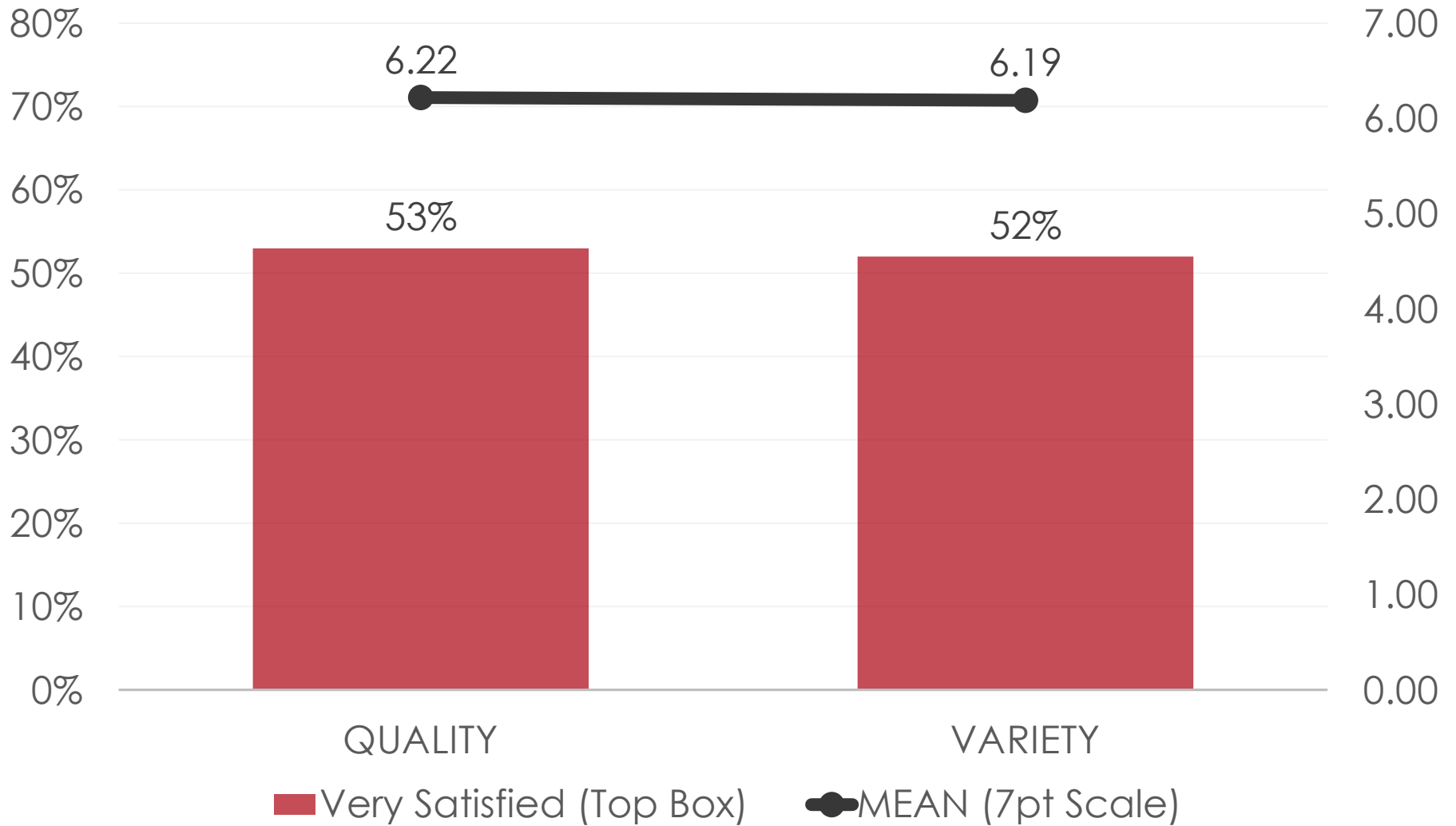


Optional Tour Satisfaction

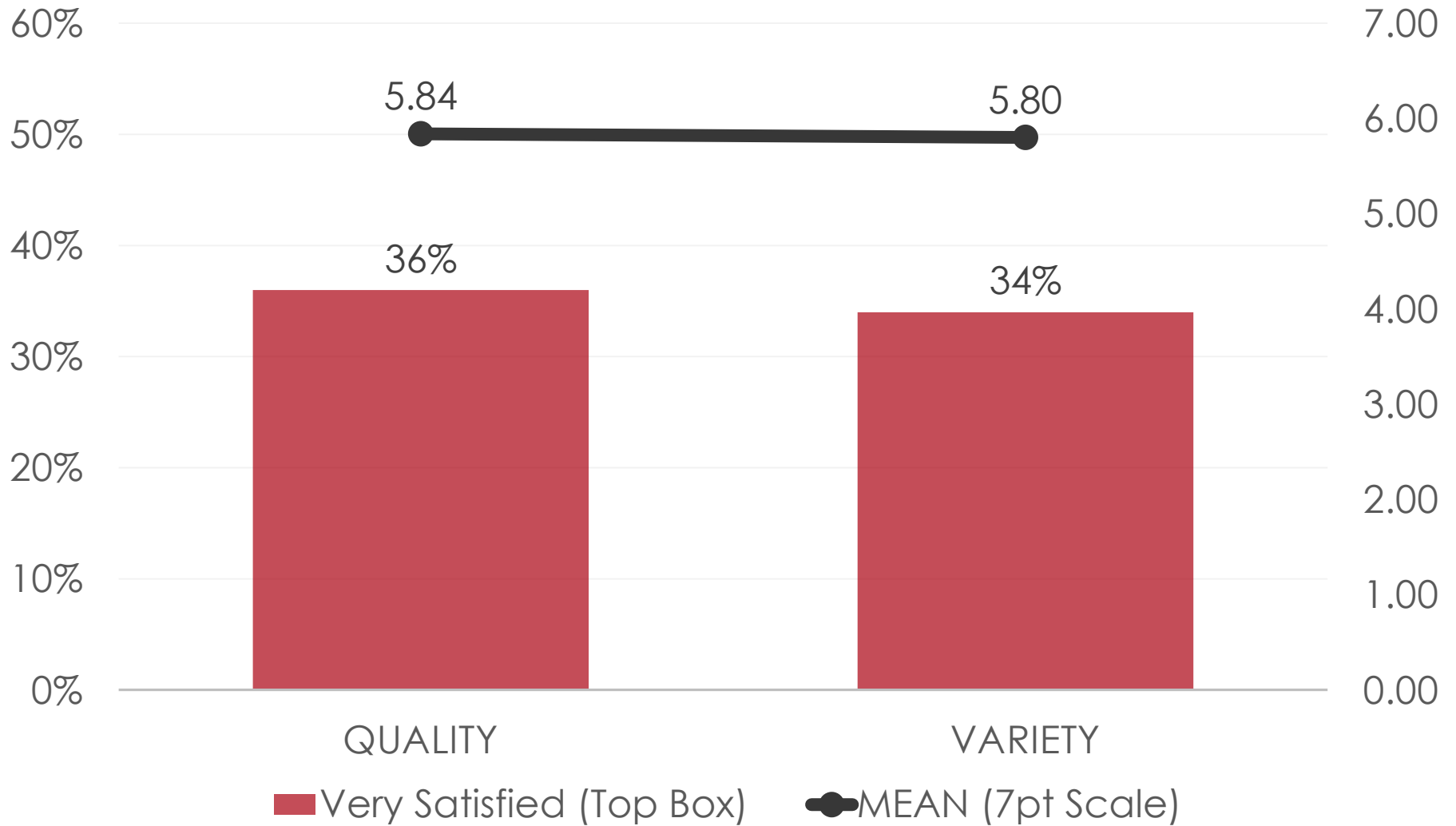
Top Responses only - Participation (5%+)



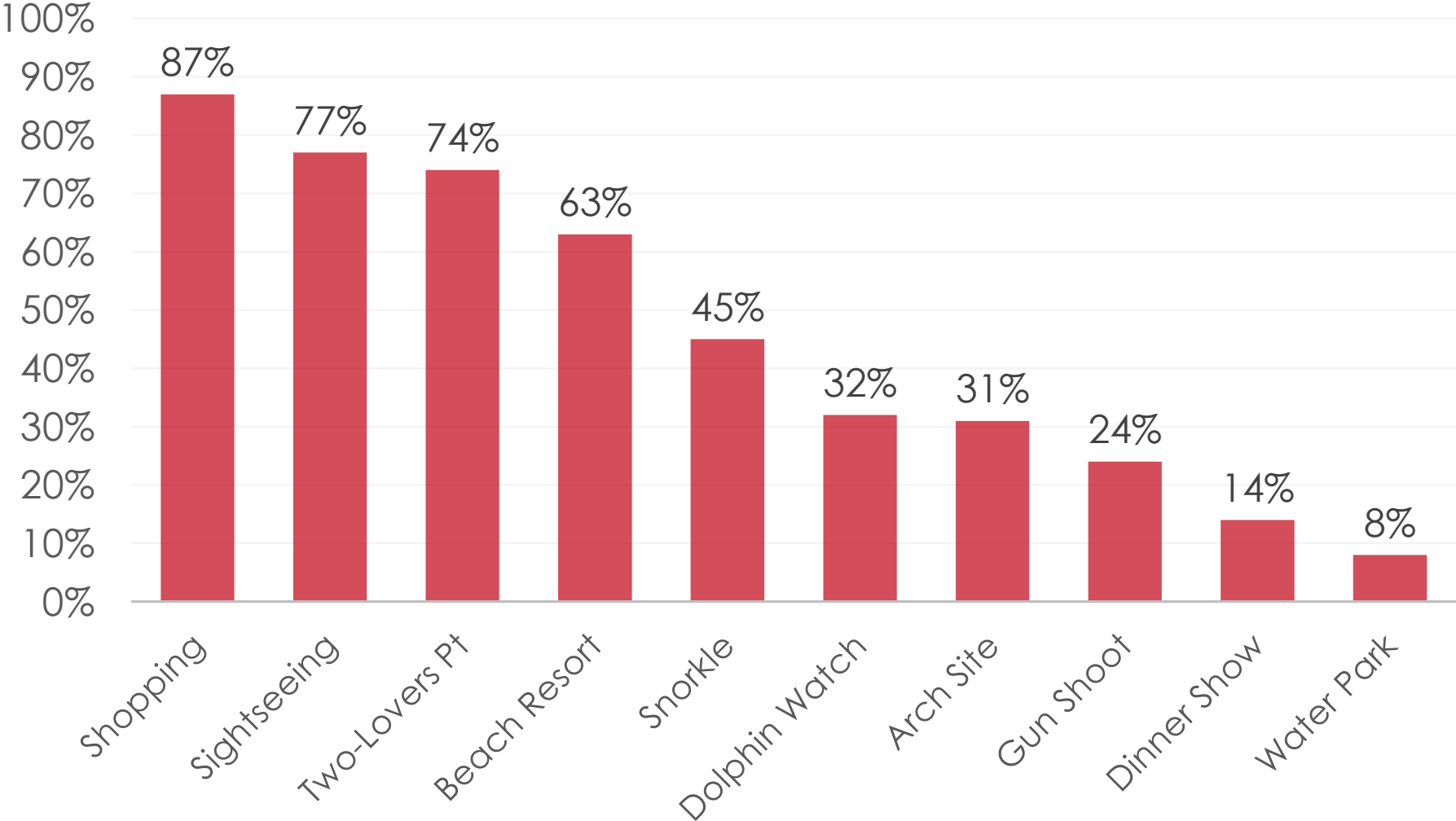
DAY TOUR - SATISFACTION



NIGHT TOUR - SATISFACTION

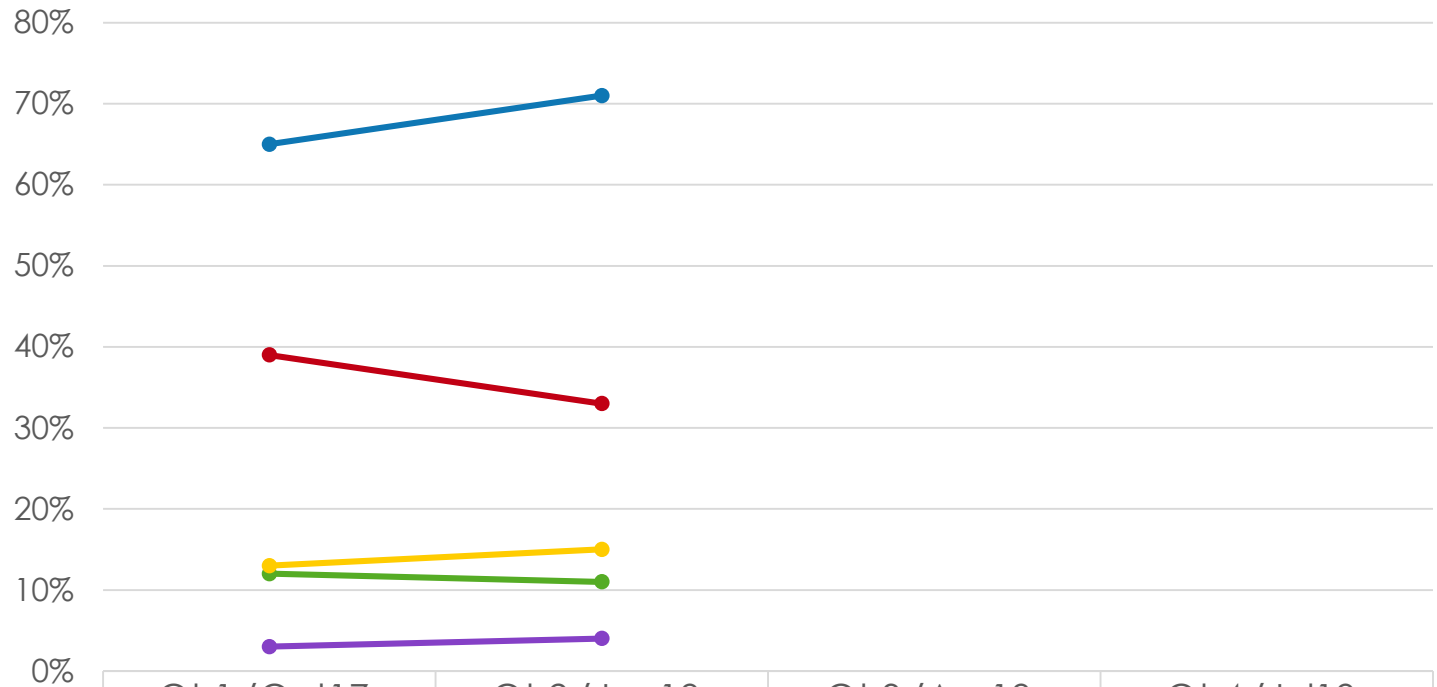


Activities Participation (Top Responses)



SECTION 5 PROMOTIONS

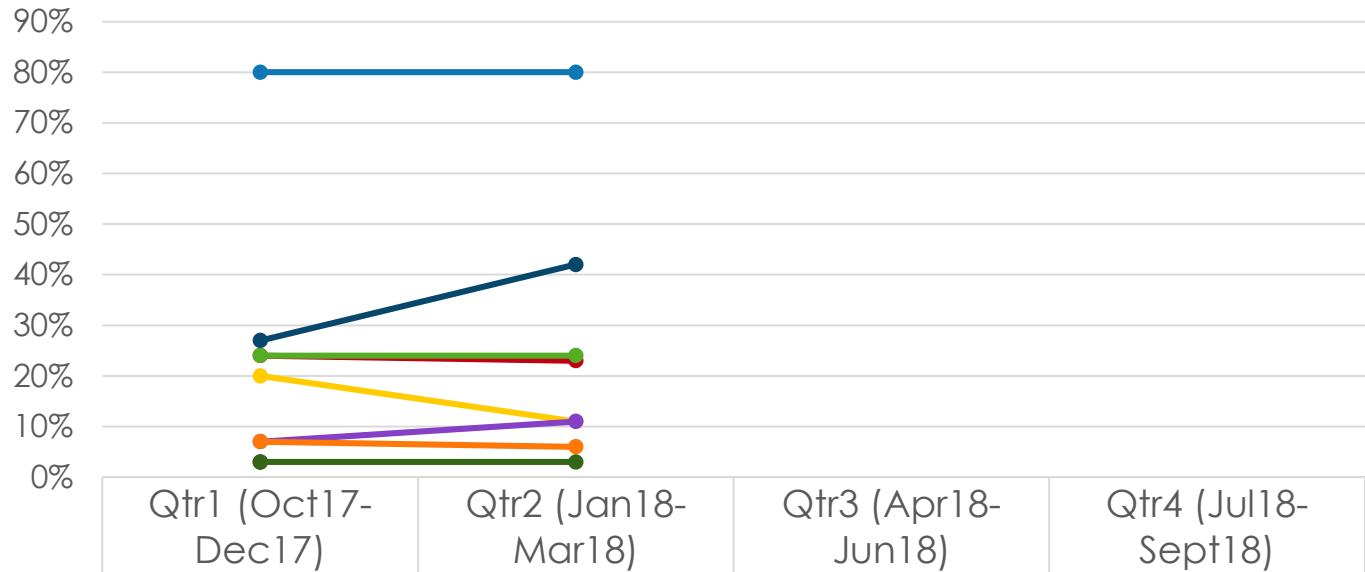
INTERNET- GUAM SOURCES OF INFORMATION



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
Search engines	65%	71%		
Social network	39%	33%		
Blog/ Vlog	12%	11%		
Forums	13%	15%		
Q&A site	3%	4%		

INTERNET- SOURCES OF INFORMATION

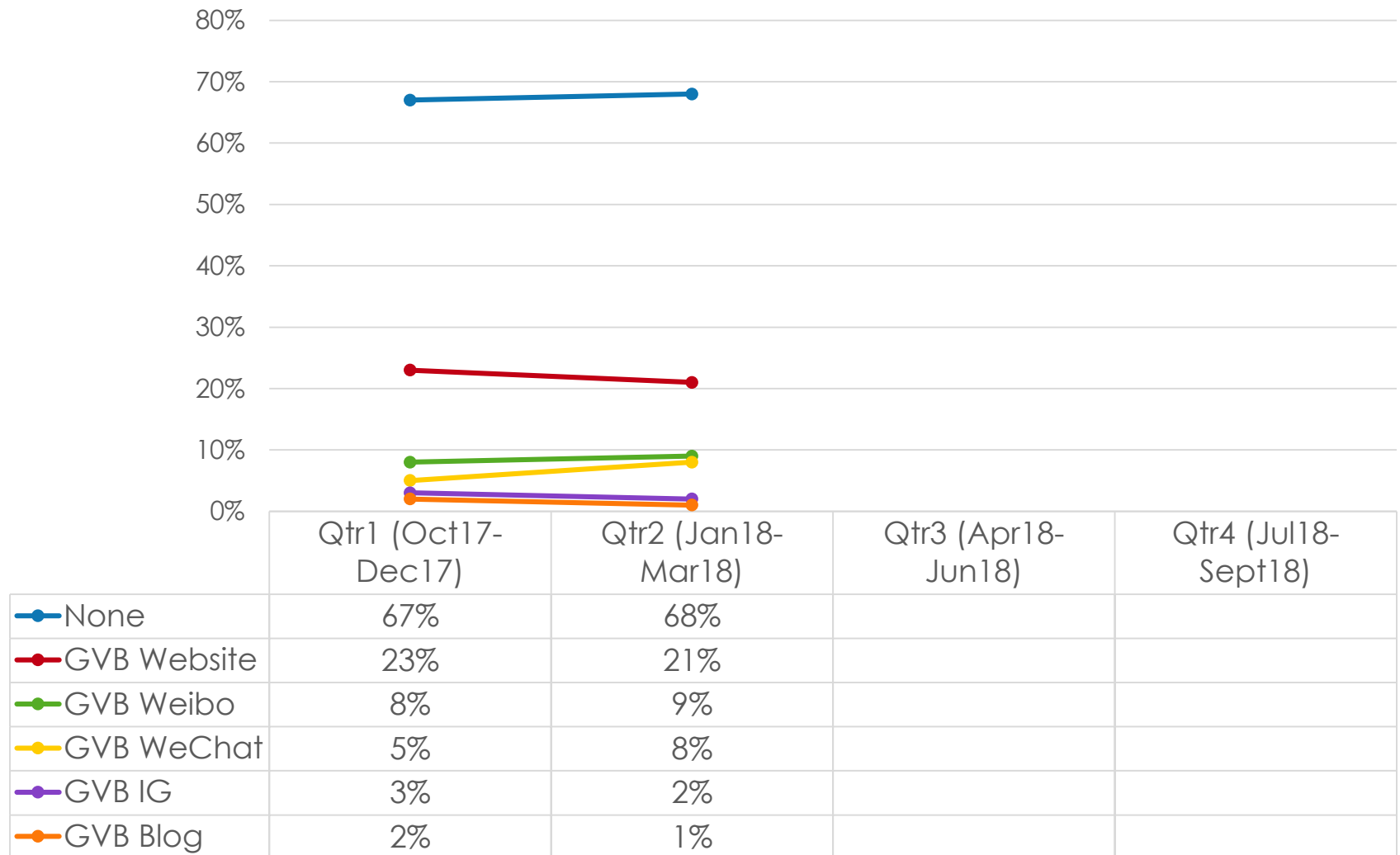
Things to do on Guam



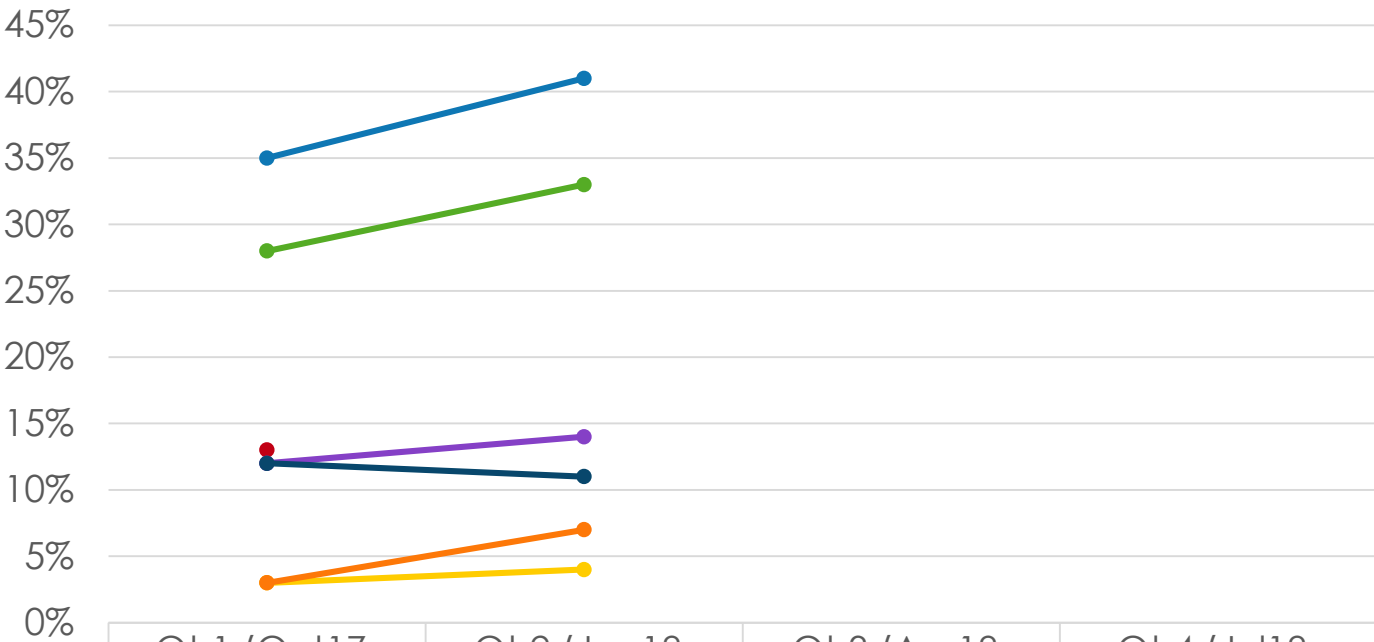
	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
—●— Baidu	80%	80%		
—●— WeChat	24%	23%		
—●— Weibo	24%	24%		
—●— Google	20%	11%		
—●— Mafengwo	7%	11%		
—●— Online Portal	7%	6%		
—●— Online booking site	27%	42%		
—●— Yahoo	3%			
—●— Instagram	3%	3%		

INTERNET- SOURCES OF INFORMATION

GVB

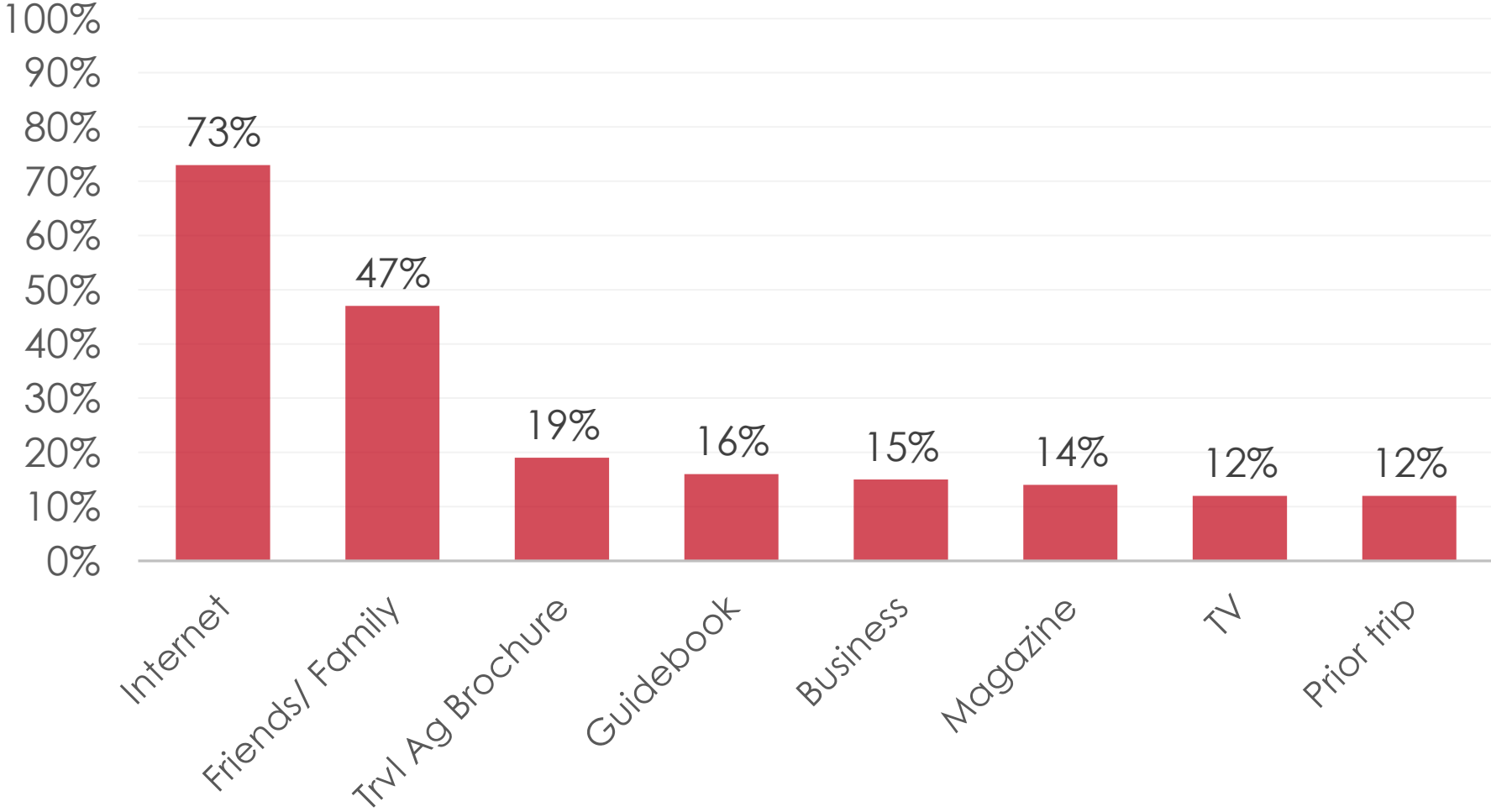


TRAVEL MOTIVATION



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
Friends/ Family	35%	41%		
Company/ Bus Trip	13%			
Internet	28%	33%		
Travel Show	3%	4%		
Travel Agent	12%	14%		
Print	3%	7%		
Social Media	12%	11%		

PRE-ARRIVAL SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION – Key Segments

GVB EXIT SURVEY

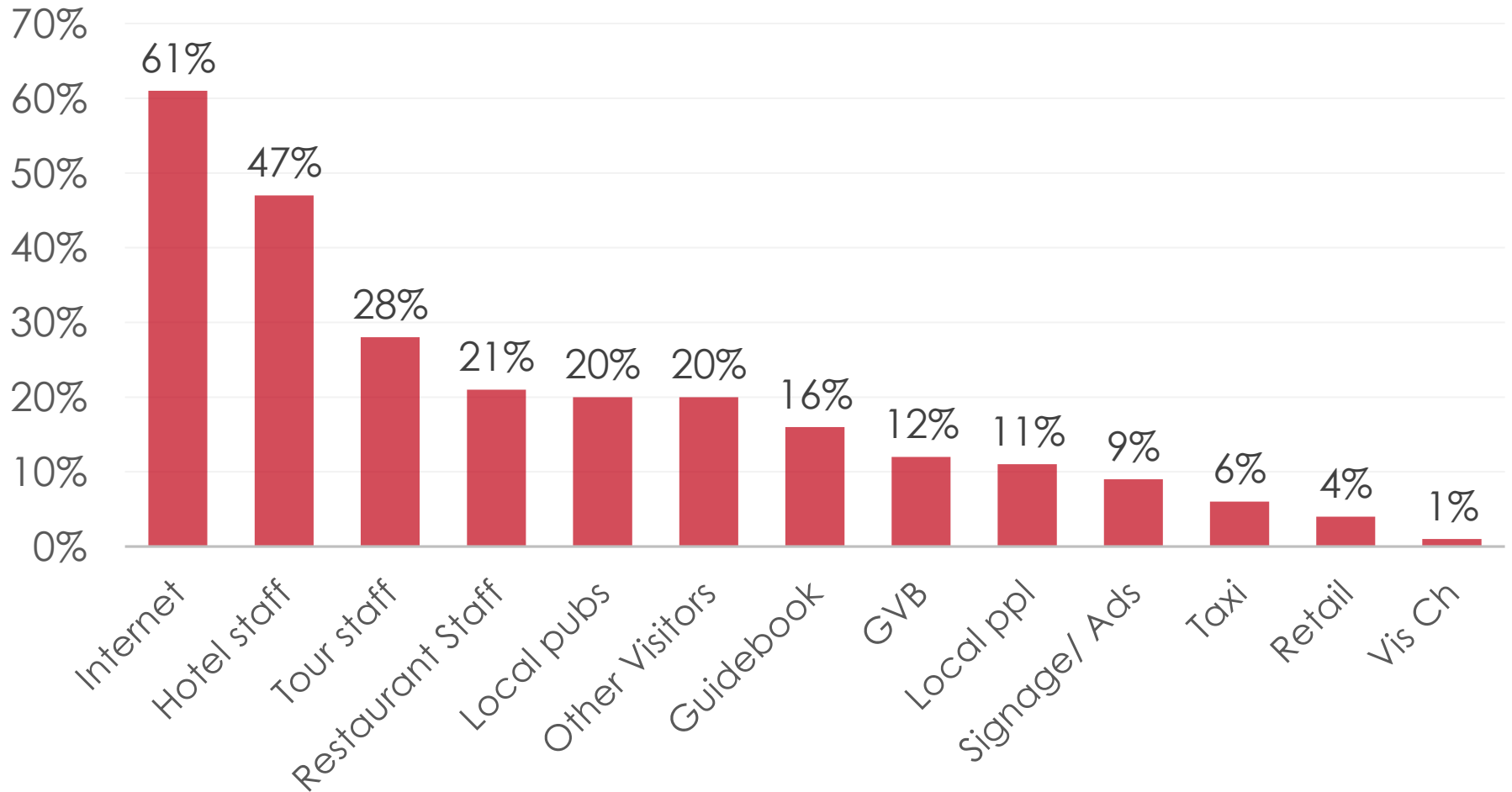
Q1 Please select the top three sources of information you used to find out about Guam before your trip:

		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ADV	EDUCATION/ TESTING
		-	-	-	-	-	-	-	-
Q1	Internet/Mobile App	73%		60%	100%	73%	67%	79%	75%
	Friend or relative	47%		20%		45%	48%	47%	38%
	Travel agent brochure	19%			100%	19%	12%	17%	16%
	Travel guide book at bookstores	16%		20%		21%	14%	14%	13%
	Co-worker/ company travel department	15%				13%	12%	17%	13%
	Magazine (consumer)	14%				12%	17%	10%	19%
	TV	12%		60%		6%	12%	17%	13%
	I have been to Guam before	12%				14%	19%	9%	13%
	Guam Visitors Bureau promotional activities	11%				12%	14%	10%	19%
	Radio	3%		20%		5%	5%	6%	
	Travel trade shows	3%			100%	3%		1%	
	Consumer travel shows	2%				2%	2%	3%	3%
	Newspaper	1%				1%		1%	
	Guam Visitors Bureau office	1%				1%		1%	3%
	Theater ads	1%		20%				1%	3%
	Total	123		5	1	86	42	70	32

Prepared by Anthology Research

ONISLE

SOURCES OF INFORMATION



ON-ISLE SOURCES OF INFORMATION – Key Segments

GVB EXIT SURVEY

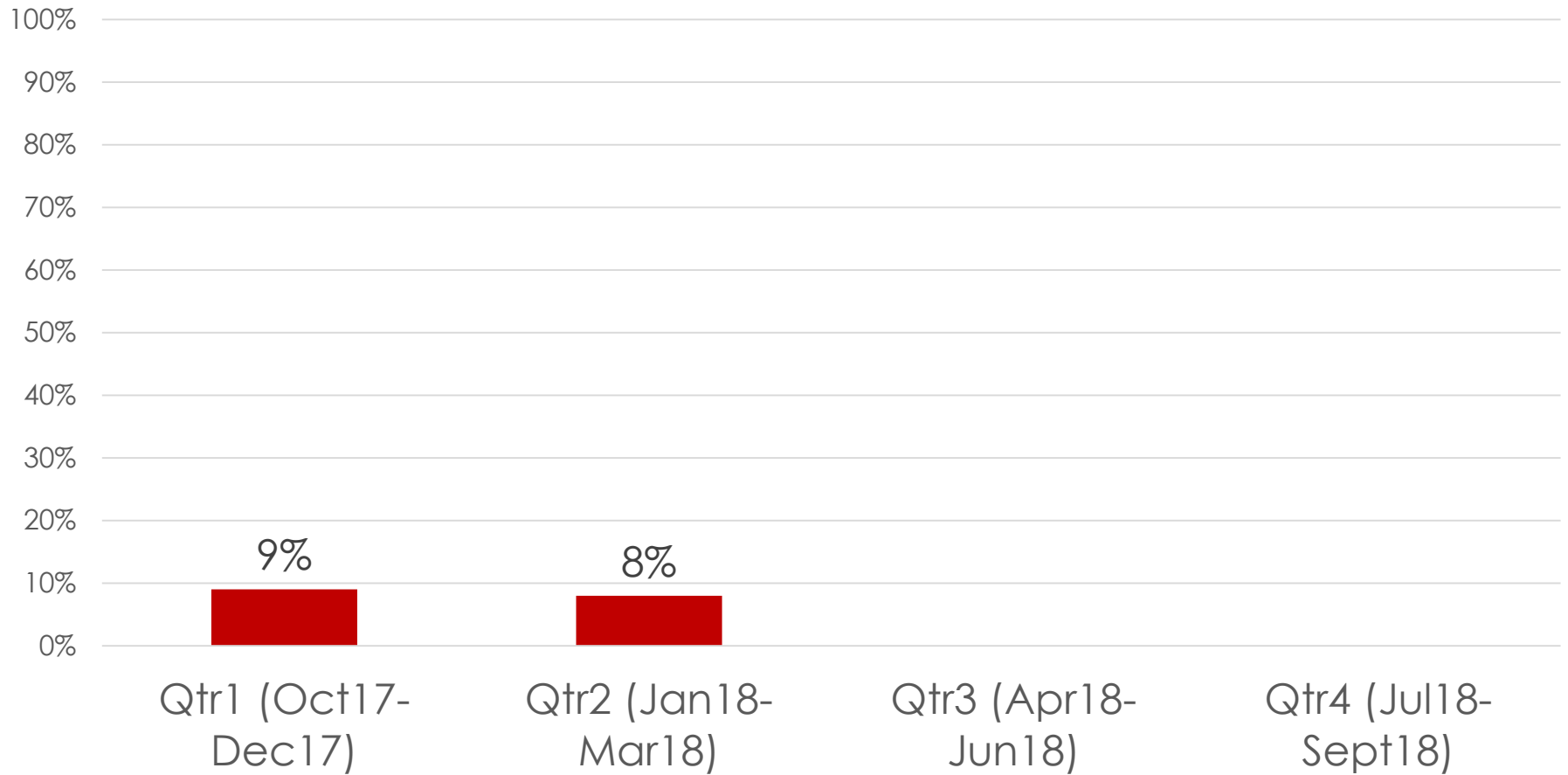
Q2 Please select the top three sources of information you used to find out about Guam while you were here:

		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ADV	EDUCATION/TESTING
		-	-	-	-	-	-	-	-
Q2	Internet/Mobile App	61%		60%		63%	67%	56%	75%
	Hotel staff	47%		60%	100%	43%	40%	51%	63%
	Tour staff	28%		20%		28%	21%	24%	19%
	Restaurant staff (outside hotel)	21%		40%	100%	21%	19%	26%	13%
	Local publication	20%		20%		23%	14%	21%	19%
	Other visitors	20%		20%		15%	17%	23%	19%
	Guide books I brought with me	16%		40%		16%	12%	19%	13%
	Guam Visitors Bureau	12%		20%		14%	10%	11%	16%
	Local people	11%				8%	12%	9%	9%
	Signs/ advertisement	9%			100%	9%	12%	9%	13%
	Taxi drivers	6%				6%	2%	6%	9%
	Retail staff	4%				5%	2%	4%	
	Visitors channel	1%				1%			
	Total	123		5	1	86	42	70	32

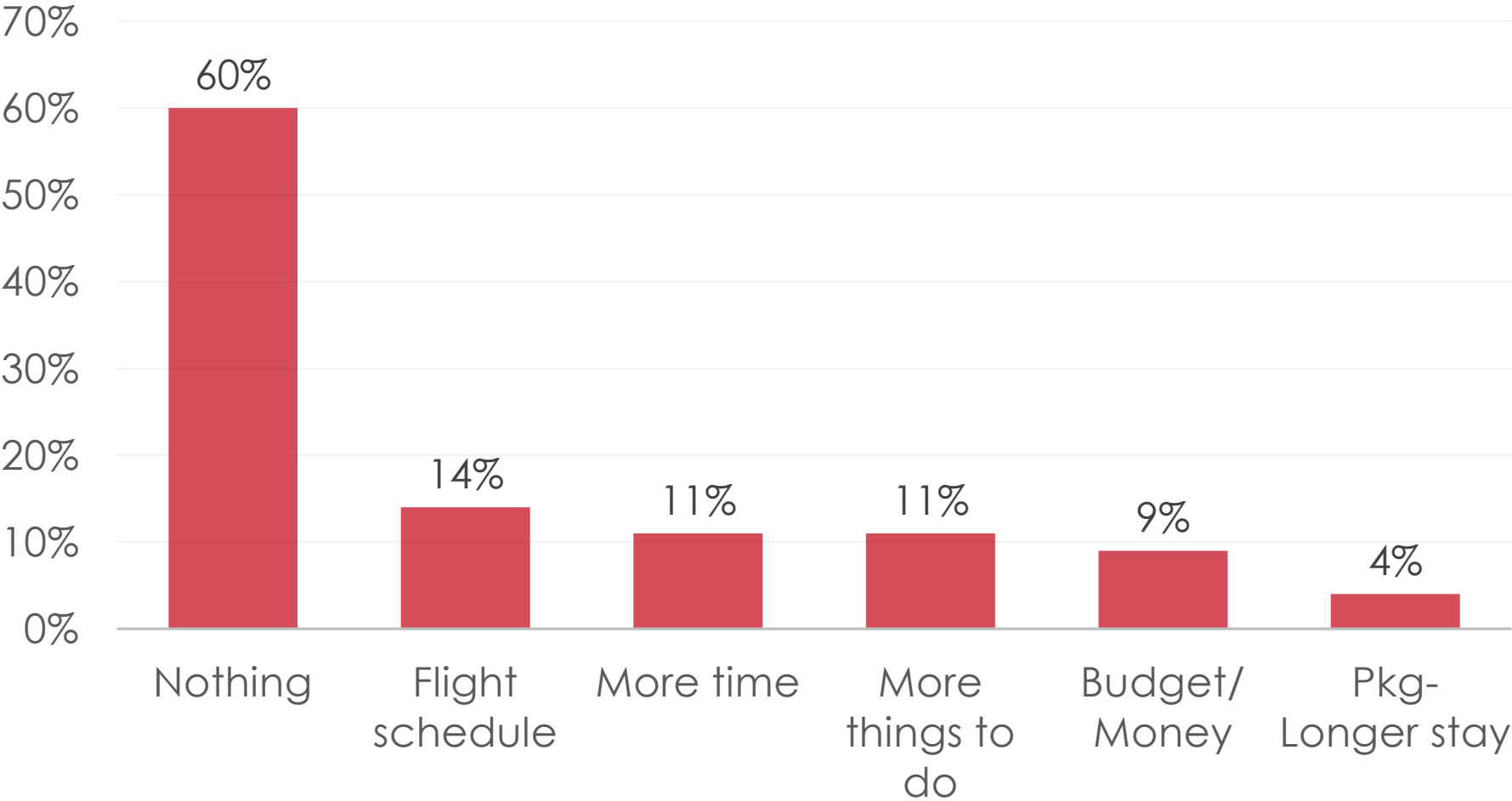
SECTION 6

FUTURE TRAVEL TO GUAM

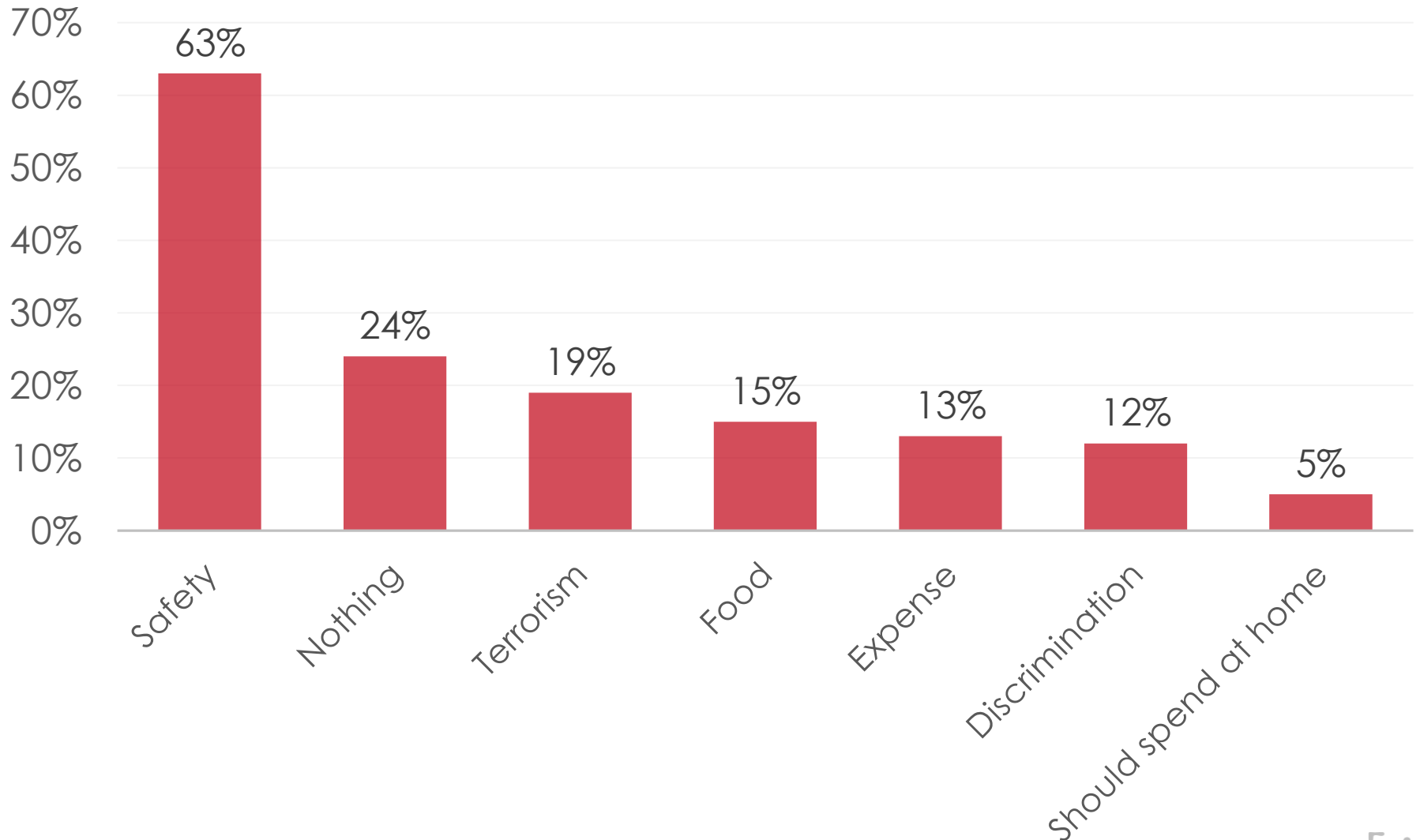
Will security screening/ immigration at Guam Airport impact future travel to Guam?



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



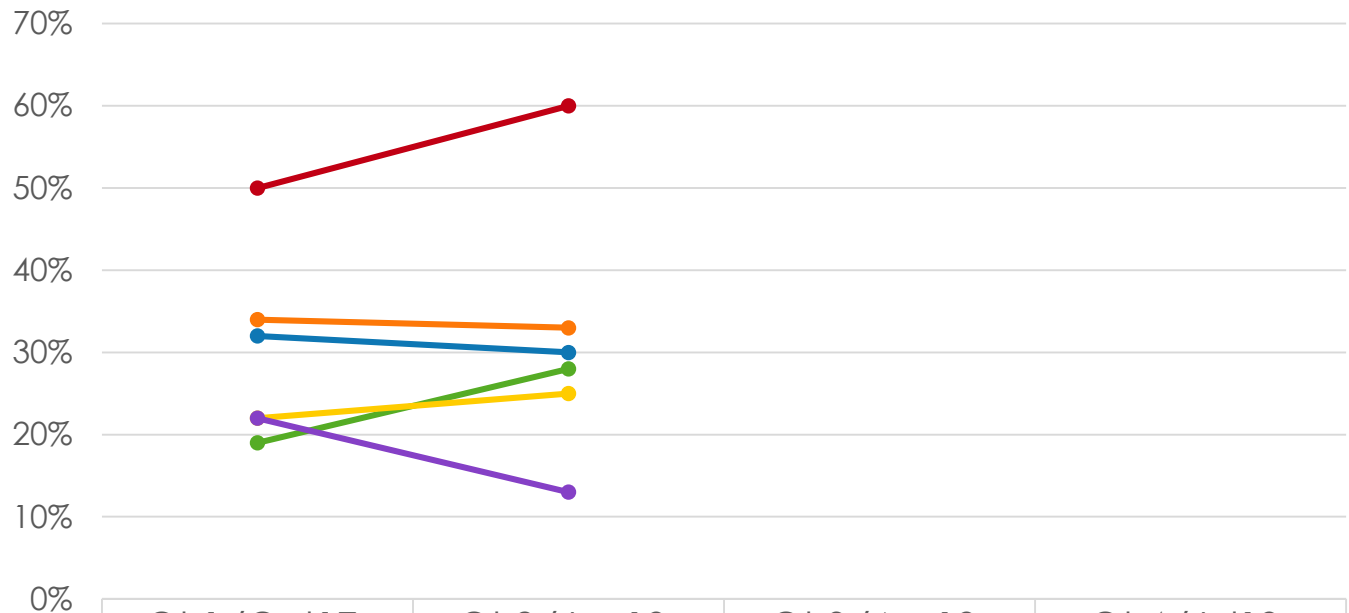
FUTURE TRAVEL CONCERNS



SECTION 7

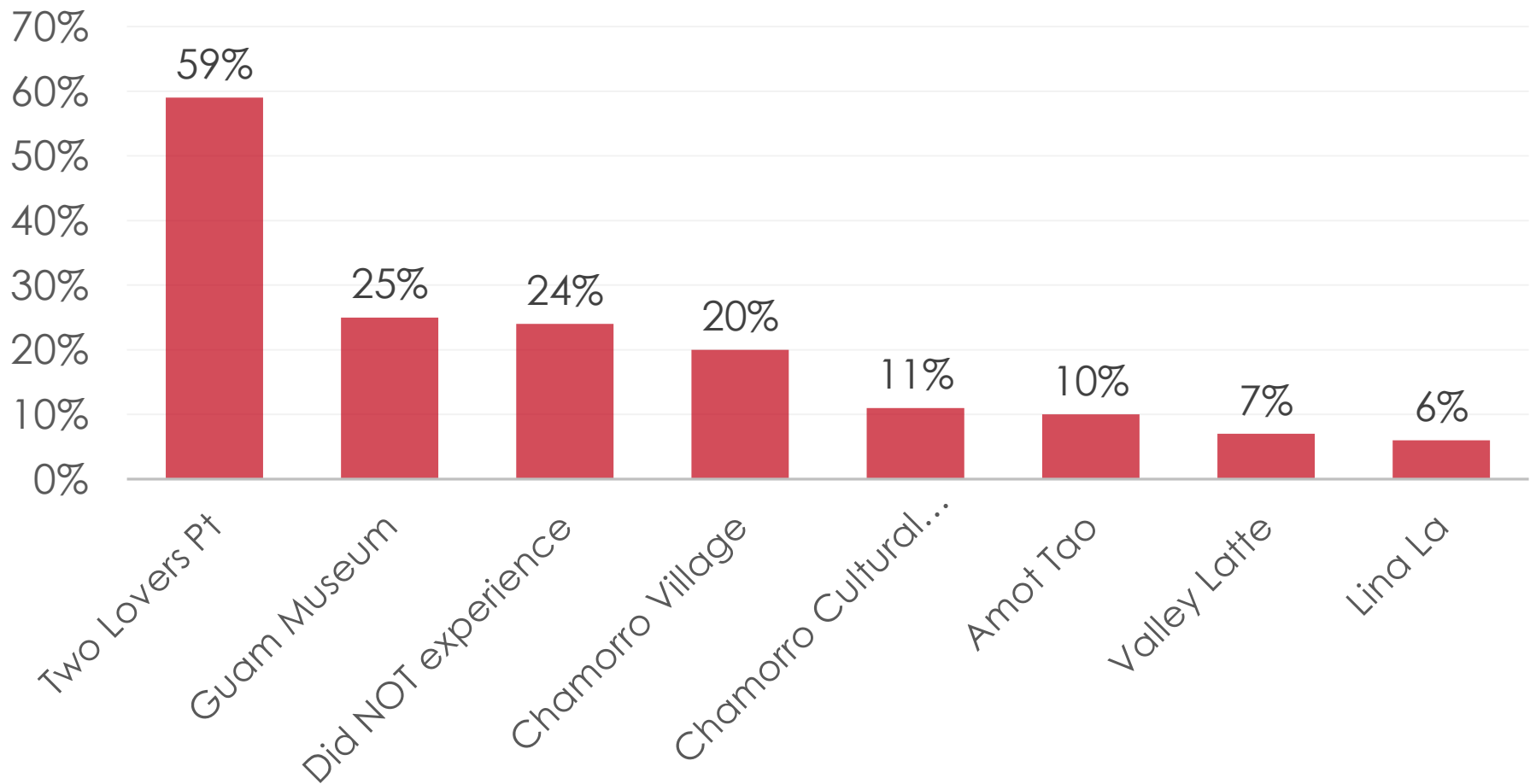
GUAM CULTURE

EXPERIENCED- CHAMORRO/ HAFA ADAI SPIRIT

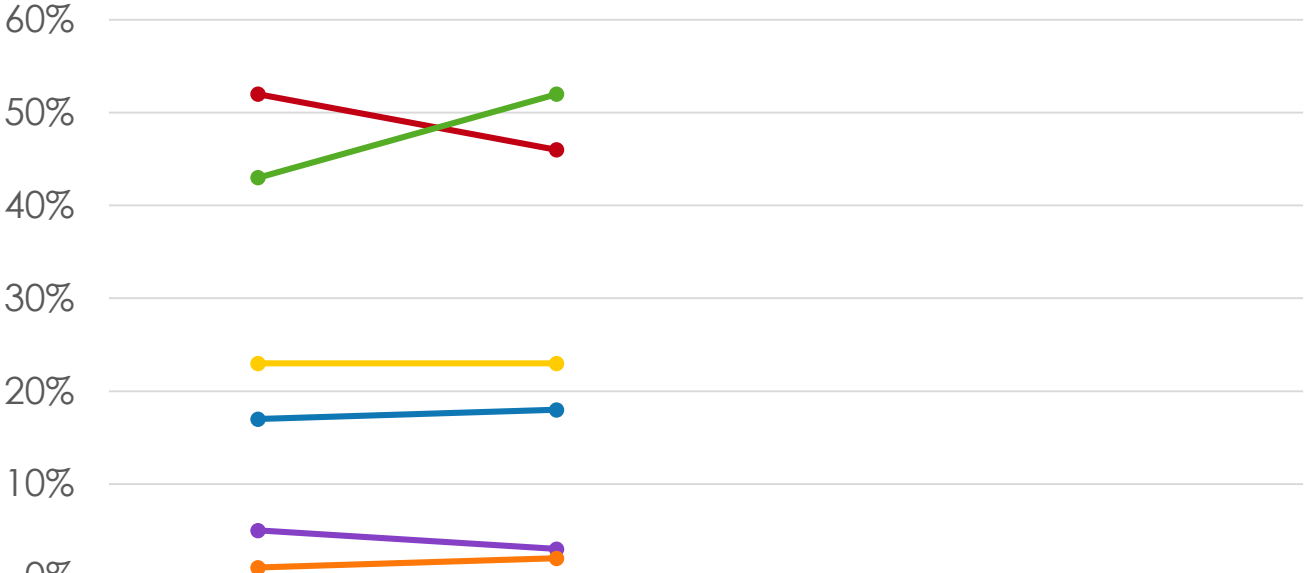


	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
— Did NOT experience	32%	30%		
— Beaches	50%	60%		
— Chamorro cuisine	19%	28%		
— Night Market	22%	25%		
— Socializing- locals	22%	13%		
— Local Music	34%	33%		

EXPERIENCED- OTHER CULTURAL ACTIVITY/EVENTS

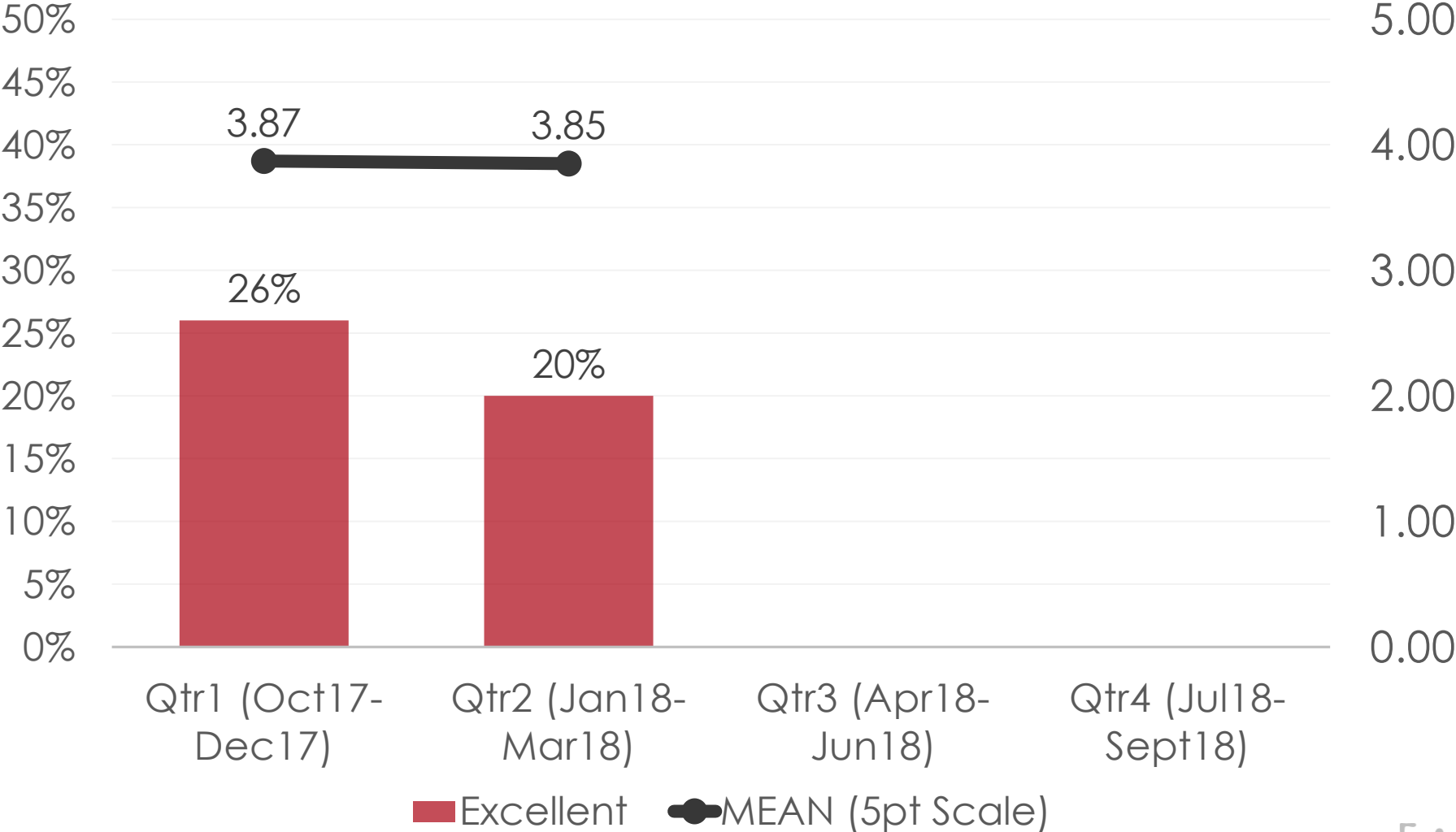


SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS

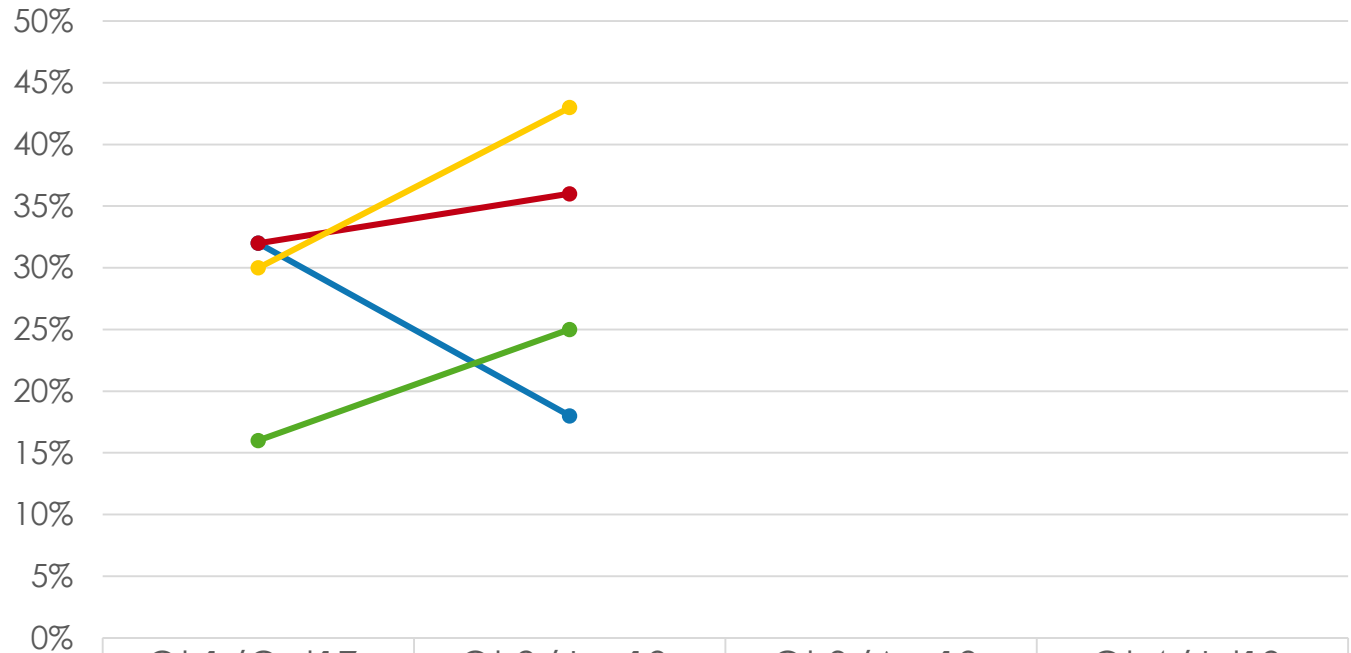


	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
Travel guide/ brochure	17%	18%		
Travel agency	52%	46%		
Internet	43%	52%		
Family/ Friends	23%	23%		
Hotel staff	5%	3%		
Print	1%	2%		

SATISFACTION- CULTURAL ACTIVITY/EVENTS



OBSTACLES- CULTURAL ACTIVITY/EVENTS



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
—●— Schedule	32%	18%		
—●— Unaware	32%	36%		
—●— Did not want to	16%	25%		
—●— Did not know where	30%	43%		

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 ($p \leq .05$) 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 Qtr and Overall 1-2 Qtr 2018			
	1st Qtr	2nd Qtr	Combined 1-2 Qtr 2018
Drivers:	rank	rank	rank
Quality & Cleanliness of beaches & parks		2	
Ease of getting around			3
Safety walking around at night			
Quality of daytime tours	2		
Variety of daytime tours			
Quality of nighttime tours			
Variety of nighttime tours			
Quality of shopping			
Variety of shopping			2
Price of things on Guam			
Quality of hotel accommodations			
Quality/cleanliness of air, sky			
Quality/cleanliness of parks			
Quality of landscape in Tumon		1	1
Quality of landscape in Guam			
Quality of ground handler	1		4
Quality/cleanliness of transportation vehicles			
% of Per Person On Island Expenditures Accounted For	61.4%	57.5%	61.5%

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Chinese visitor's experience on Guam is driven by two significant factors in the 2nd Quarter 2018 Period. By rank order they are:
 - **Quality of landscape in Tumon, and**
 - **Quality & cleanliness of beaches & parks.**
- With these factors the overall r^2 is .575 meaning that **57.5% of overall satisfaction is accounted for by these factors.**

Drivers – On-Isle Expenditures

Comparison of Drivers of Per Person On Island Expenditure, 1st, 2nd Qtr and Overall 1-2 Qtr 2018			
	1st Qtr	2nd Qtr	Combined 1-2 Qtr 2018
Drivers:	rank	rank	rank
Quality & Cleanliness of beaches & parks	1		1
Ease of getting around			
Safety walking around at night			3
Quality of daytime tours	2		
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	3		2
Quality of landscape in Guam			
Quality of ground handler		2	
Quality/cleanliness of transportation vehicles		3	
% of Per Person On Island Expenditures Accounted For	33.5%	12.3%	20.3%

Drivers of On-Isle Expenditures

- **Per Person On Island Expenditure** of Chinese visitors on Guam is driven by three significant factors in the 2nd Quarter 2018 Period. By rank order they are:
 - **Price of things in Guam,**
 - **Quality of ground handler, and**
 - **Quality/cleanliness of transportation vehicles.**
- With these factors the overall r^2 is .123 meaning that **12.3% of per person on island expenditure is accounted for by these factors.**