



GUAM VISITORS BUREAU

Hong Kong Visitor Tracker Exit Profile

FY2013 Data Aggregation



Prepared by: QMark Research

Information contained herein is the property of the Guam Visitors Bureau.

The use of this information, in part or in whole, shall require written permission from the Guam Visitors Bureau.

Background & Methodology

- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **600** departing Hong Kong 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 **600** is +/- 4.00 percentage points with a 95% confidence level. That is, if all Hong Kong visitors who traveled to Guam in the same time period were asked these questions, we can be 95% certain that their responses would not differ by +/- 4.00 percentage points.

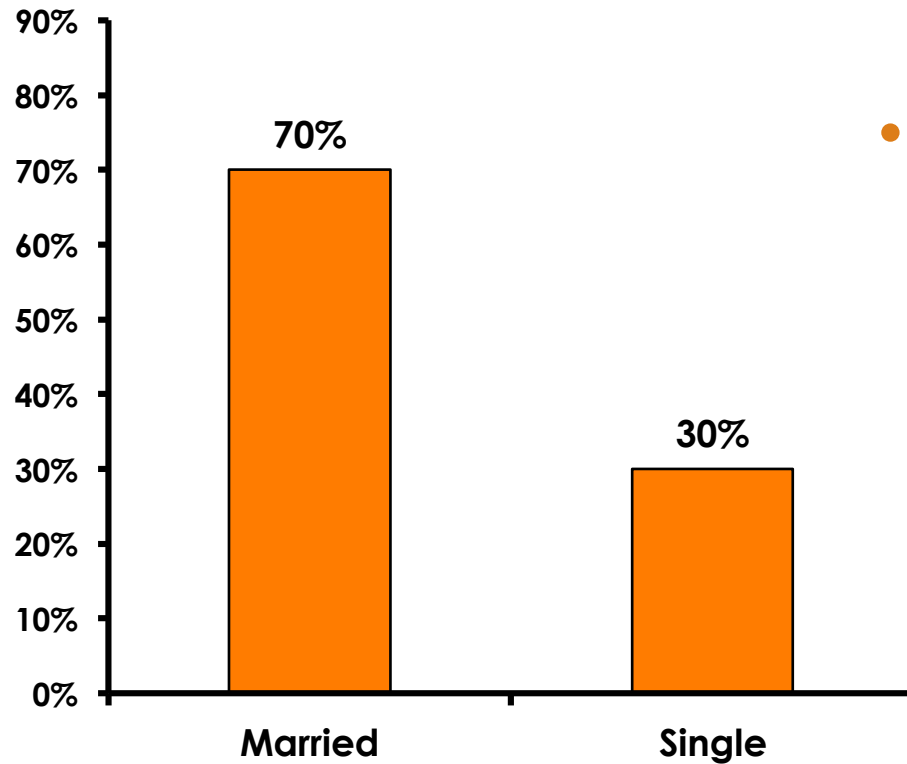
Objectives

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

SECTION 1

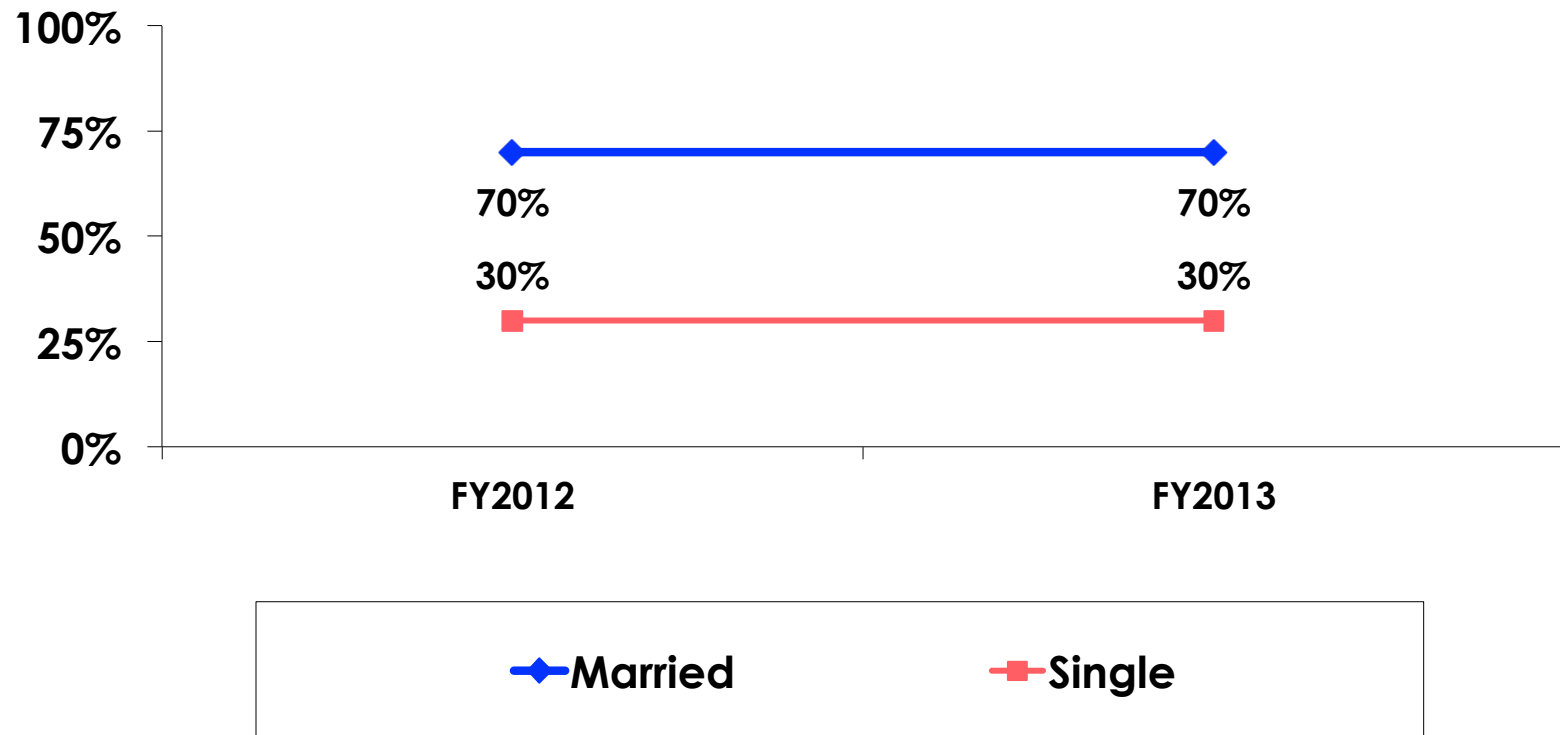
PROFILE OF RESPONDENTS

Marital Status - Overall

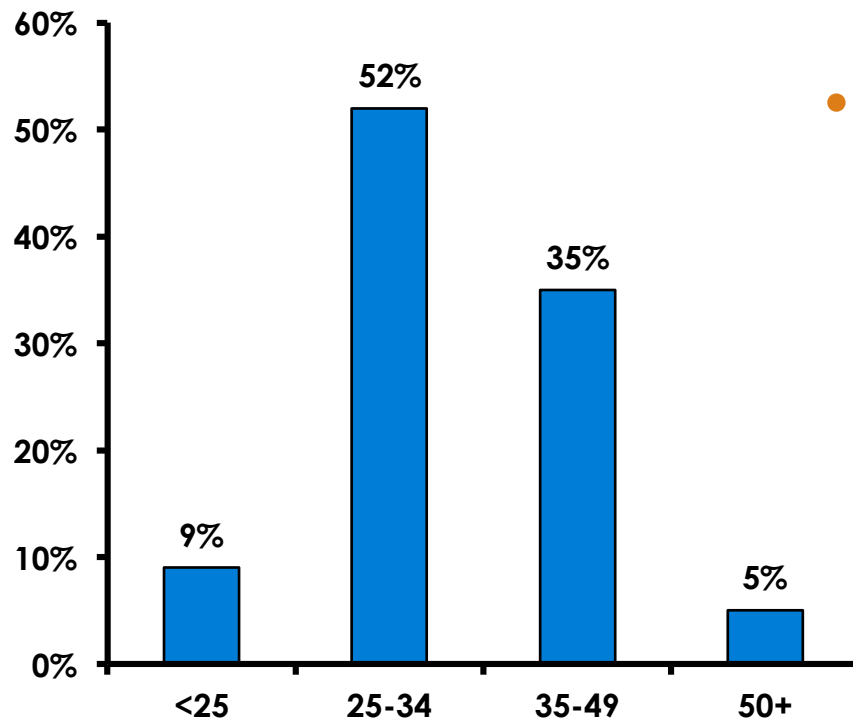


- Majority of visitors are married.

Marital Status

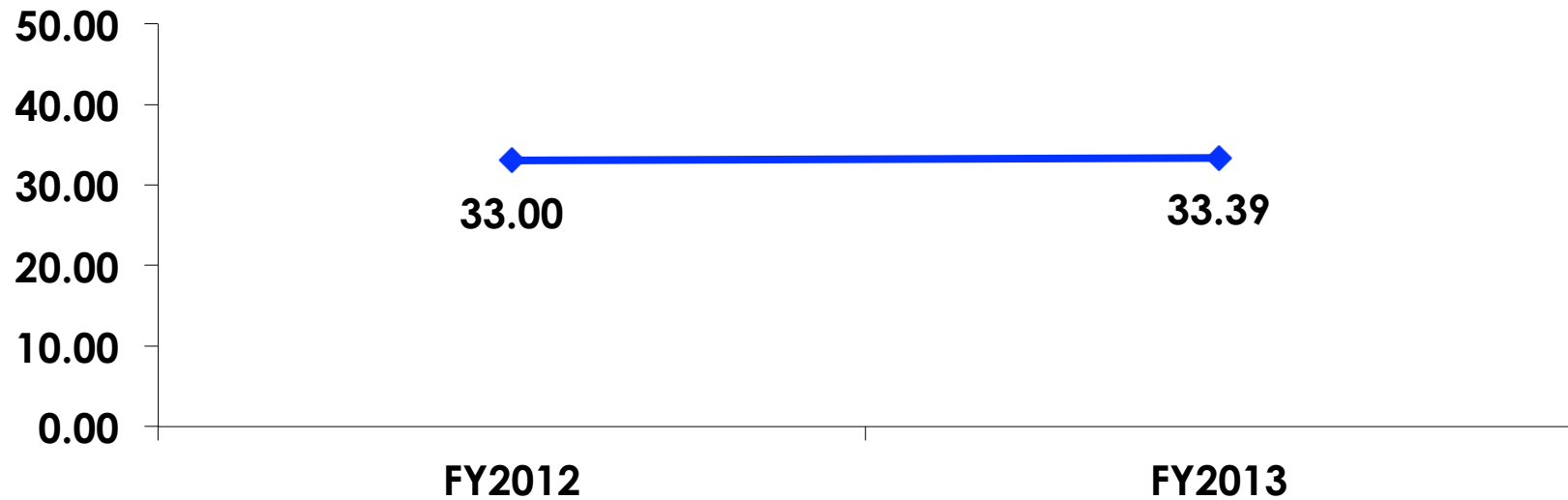


Age - Overall

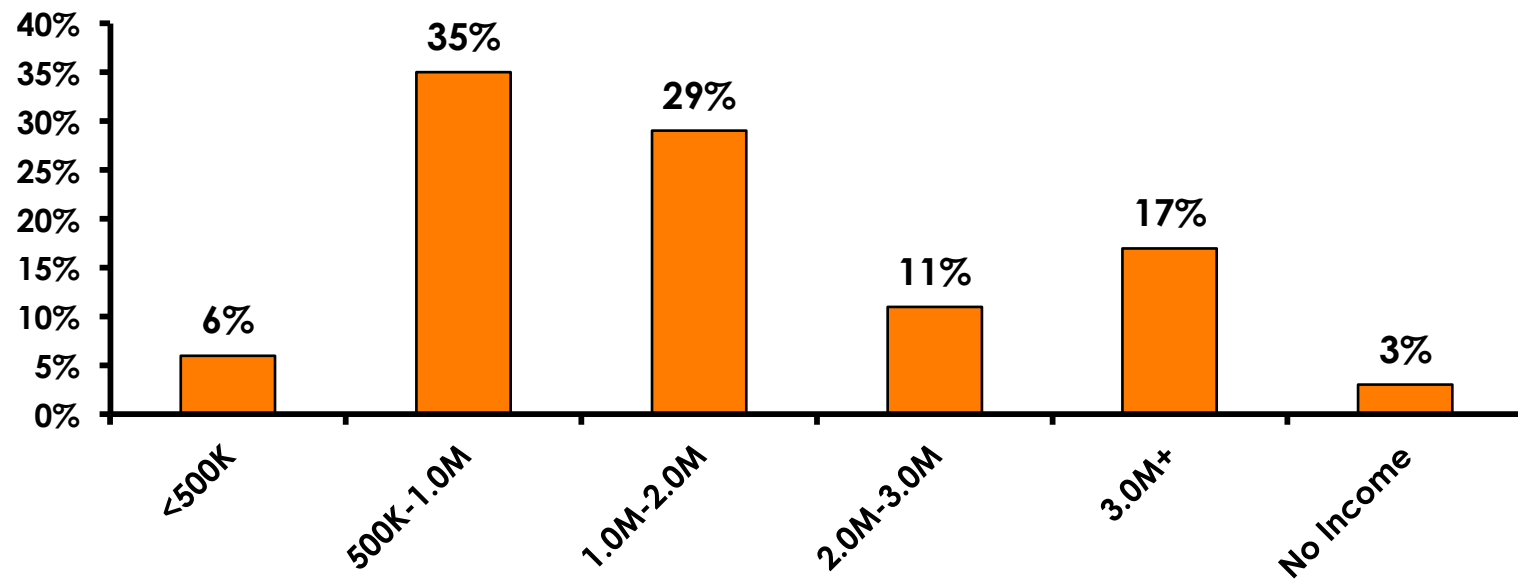


- The average age of the respondents is 33.39 years of age.

Average Age



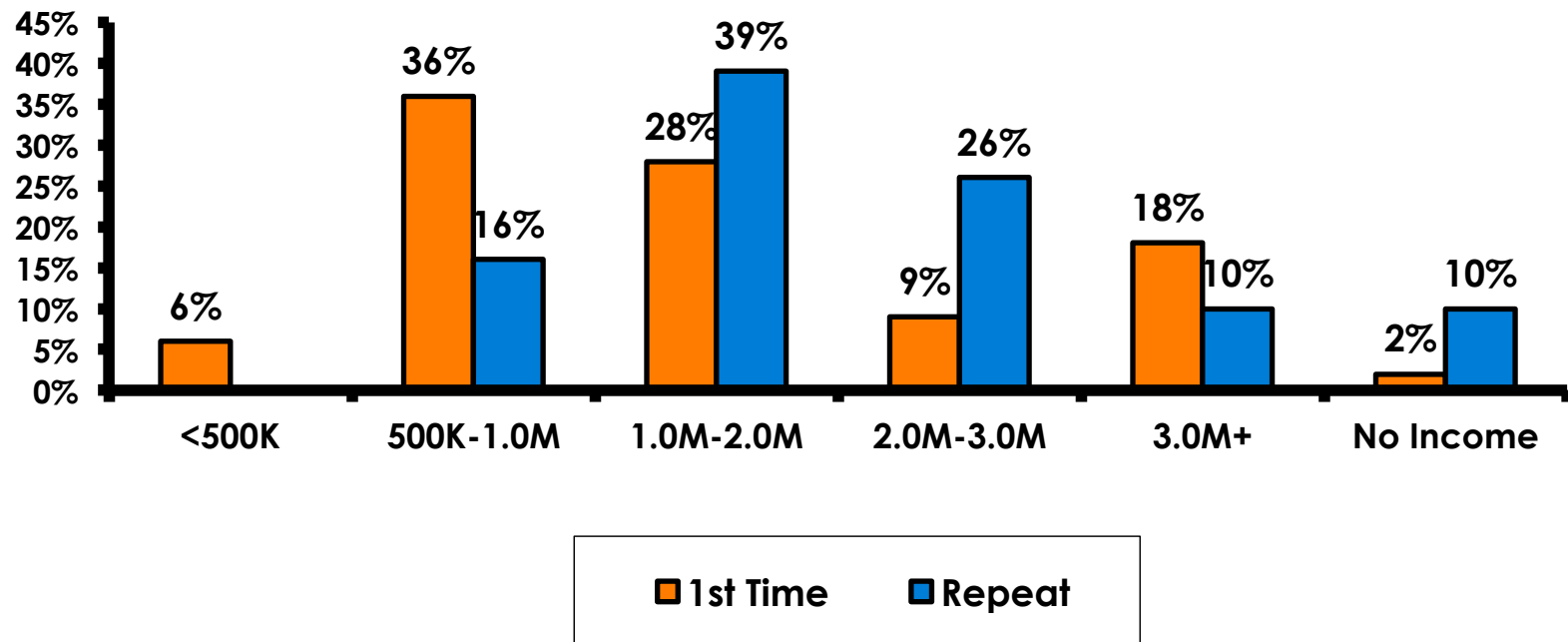
Personal Income



Personal Income

| | FY2012 | FY2013 |
|------------------|--------|--------|
| <500K | 53% | 6% |
| 500K-1.0 M | 34% | 35% |
| 1.0M-2.0 M | 7% | 29% |
| 2.0M-3.0 M | 3% | 11% |
| 3.0M+ | 2% | 17% |
| Refused/ None | 2% | 3% |

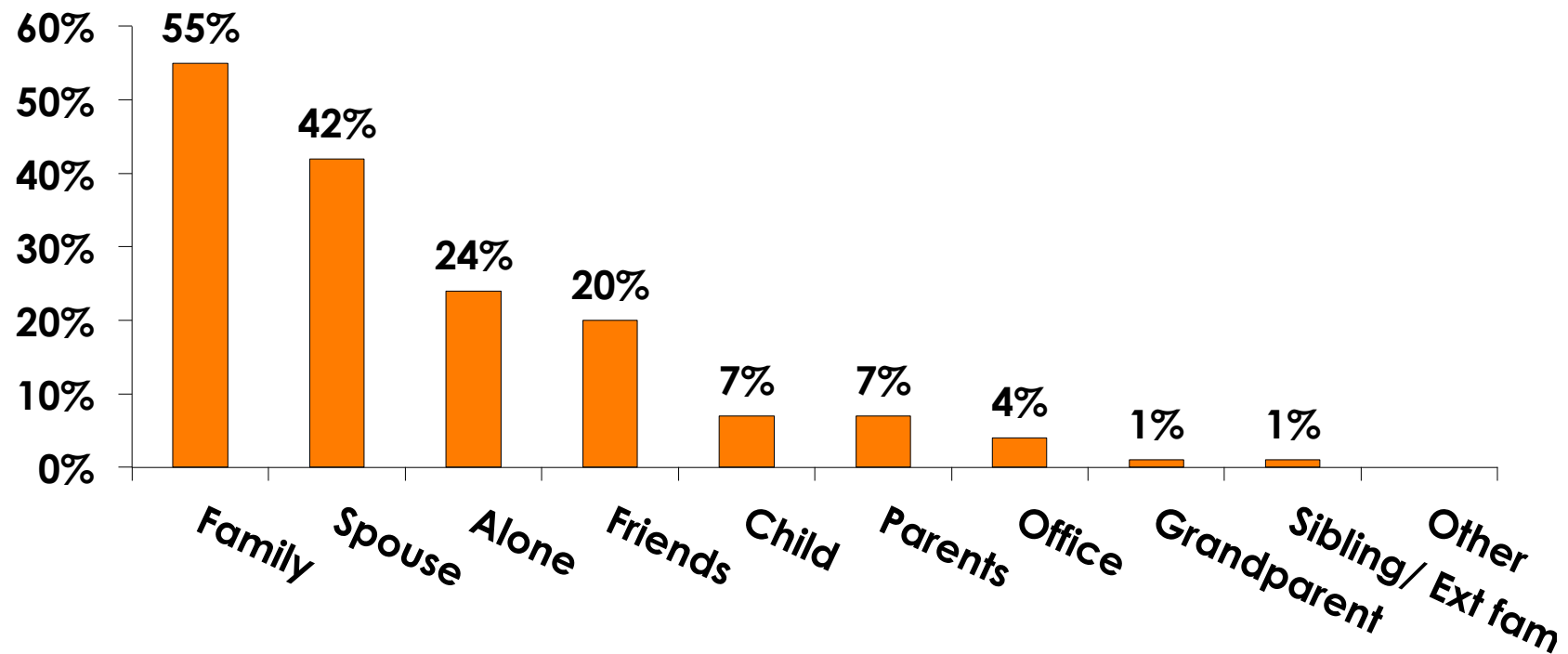
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

| | | | TOTAL | GENDER | | AGE | | | |
|-----|-----------------|------------|-------|--------|--------|-------|-------|-------|-----|
| | | | - | Male | Female | 18-24 | 25-34 | 35-49 | 50+ |
| Q26 | HKD120K-HKD240K | Count | 2 | 1 | 1 | 1 | 1 | | |
| | | Column N % | 1% | 1% | 1% | 4% | 1% | | |
| | HKD240K-HKD500K | Count | 20 | 9 | 11 | 1 | 11 | 8 | |
| | | Column N % | 5% | 5% | 6% | 4% | 6% | 6% | |
| | HKD500K-HKD1.0M | Count | 134 | 70 | 64 | 9 | 89 | 33 | 1 |
| | | Column N % | 35% | 36% | 34% | 35% | 46% | 23% | 7% |
| | HKD1.0M-HKD2.0M | Count | 110 | 52 | 58 | 4 | 42 | 53 | 6 |
| | | Column N % | 29% | 27% | 31% | 15% | 22% | 38% | 40% |
| | HKD2.0M-HKD3.0M | Count | 41 | 22 | 19 | 3 | 12 | 18 | 7 |
| | | Column N % | 11% | 11% | 10% | 12% | 6% | 13% | 47% |
| | HKD3.0M+ | Count | 67 | 37 | 30 | 4 | 34 | 27 | 1 |
| | | Column N % | 17% | 19% | 16% | 15% | 18% | 19% | 7% |
| | No Income | Count | 10 | 3 | 7 | 4 | 4 | 2 | |
| | | Column N % | 3% | 2% | 4% | 15% | 2% | 1% | |
| | Total | Count | 384 | 194 | 190 | 26 | 193 | 141 | 15 |

Travel Companions



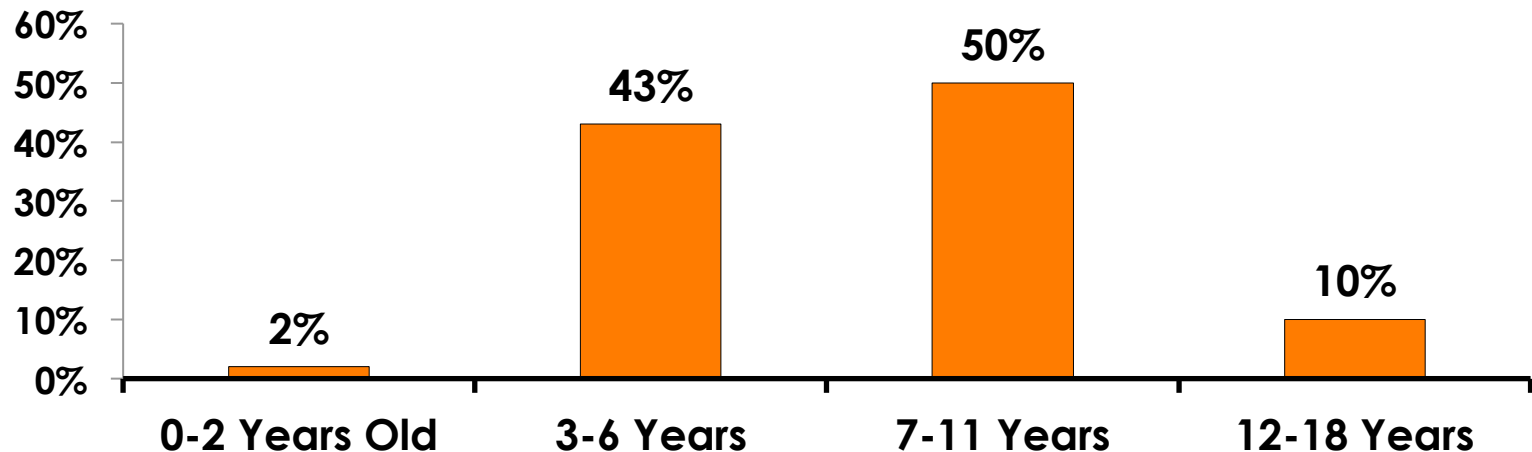
Travel Companions

| | FY2012 | FY2013 |
|---------------------|--------|--------|
| Family | 15% | 55% |
| Child | 10% | 7% |
| Spouse | 51% | 42% |
| Friends | 25% | 20% |
| Parent | - | 7% |
| Office | 3% | 4% |
| Sibling/ Ext Fam | - | 1% |
| Alone | 8% | 24% |
| Other | 0% | - |

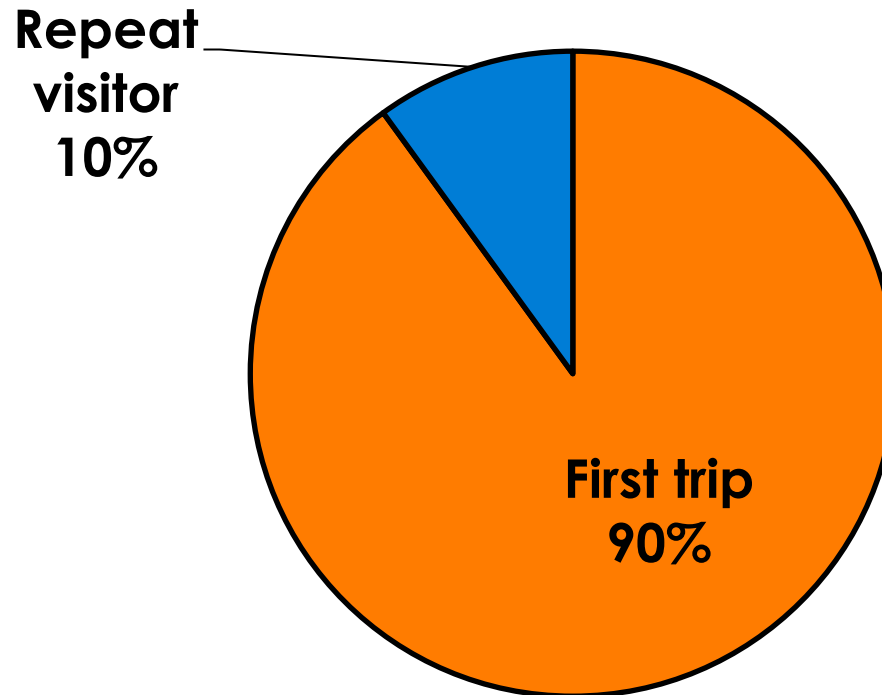
Number of Children Travel Party

N=42 total respondents traveling with children.

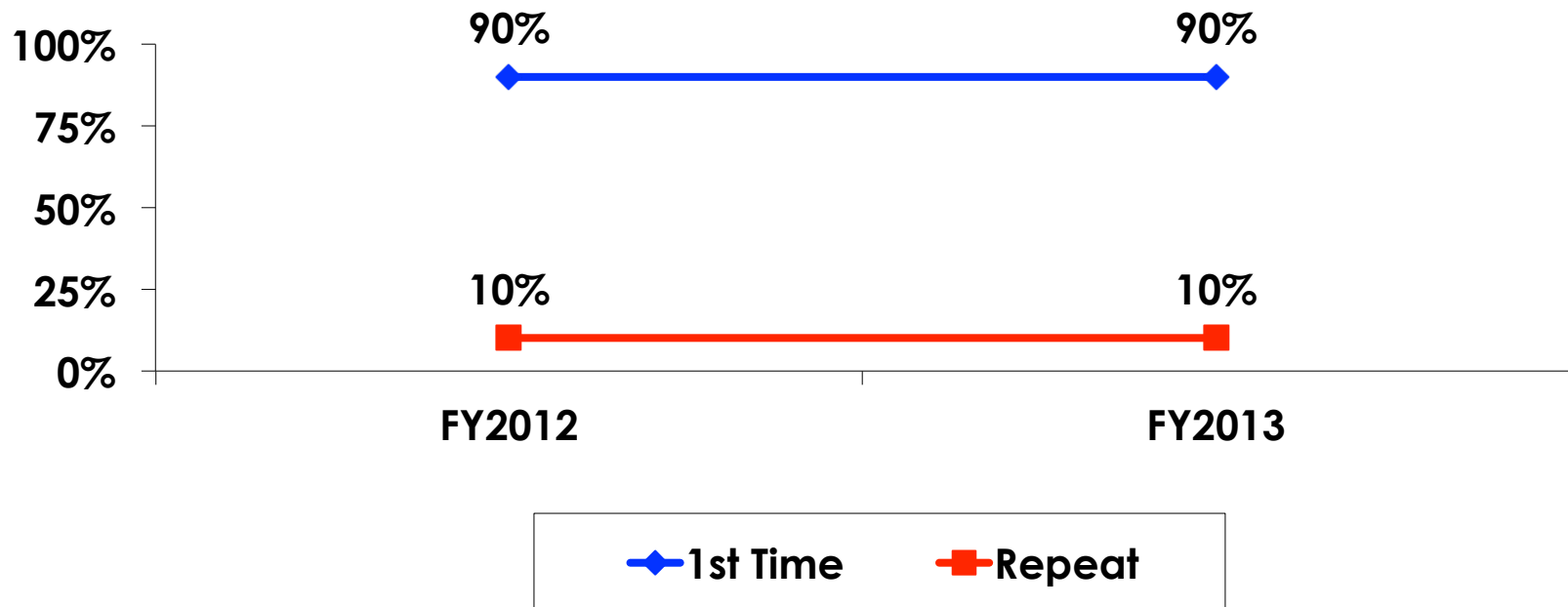
(Of those N=42 respondents, there is a total of 50 children 18 years or younger)



Prior Trips to Guam



Prior Trips to Guam



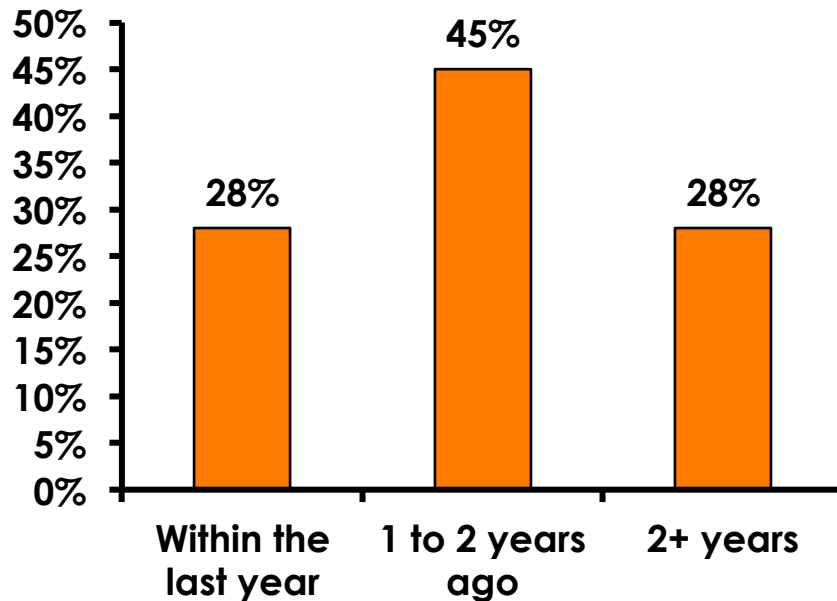
Trips to Guam by Age & Gender

| | | | TOTAL | TRIPS TO GUAM | |
|--------|--------|------------|-------|---------------|--------|
| | | | - | 1st | Repeat |
| GENDER | Male | Count | 305 | 276 | 28 |
| | | Column N % | 51% | 51% | 47% |
| | Female | Count | 294 | 263 | 31 |
| | | Column N % | 49% | 49% | 53% |
| AGE | Total | Count | 599 | 539 | 59 |
| | 18-24 | Count | 54 | 52 | 2 |
| | | Column N % | 9% | 10% | 4% |
| | 25-34 | Count | 302 | 278 | 23 |
| | | Column N % | 52% | 53% | 42% |
| | 35-49 | Count | 202 | 179 | 23 |
| | | Column N % | 35% | 34% | 42% |
| | 50+ | Count | 27 | 20 | 7 |
| | | Column N % | 5% | 4% | 13% |
| | Total | Count | 585 | 529 | 55 |

- Most from Hong Kong are first-time visitors to Guam.

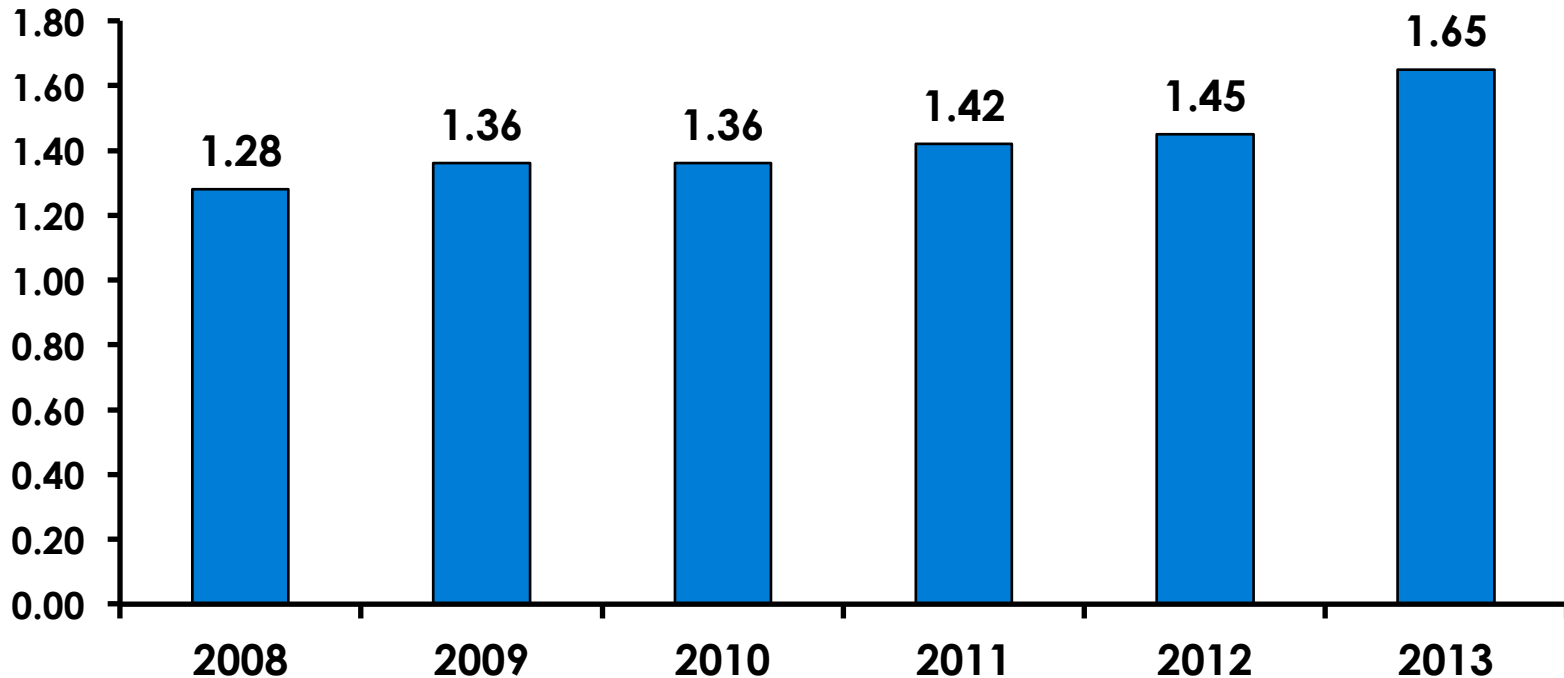
Repeat Visitors Last Trip

n = 47



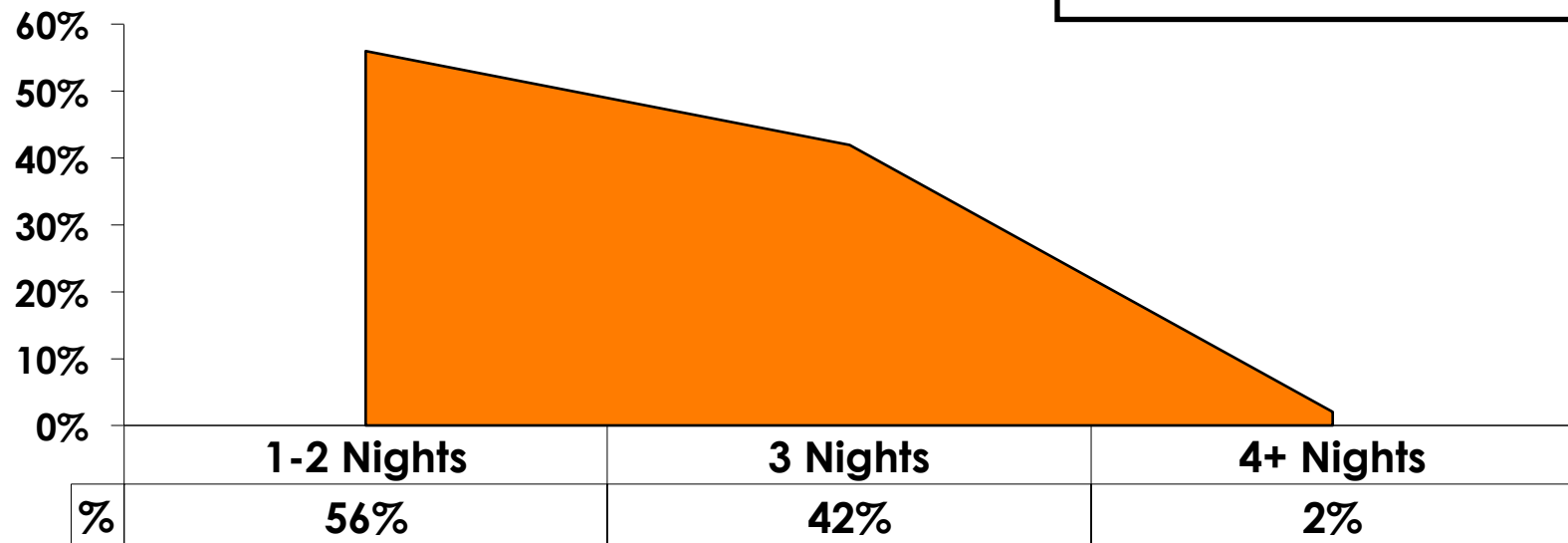
- The average repeat visitor has been to Guam 1.09 time.

Average Number Overnight Trips (2008-2012) (2 nights or more)

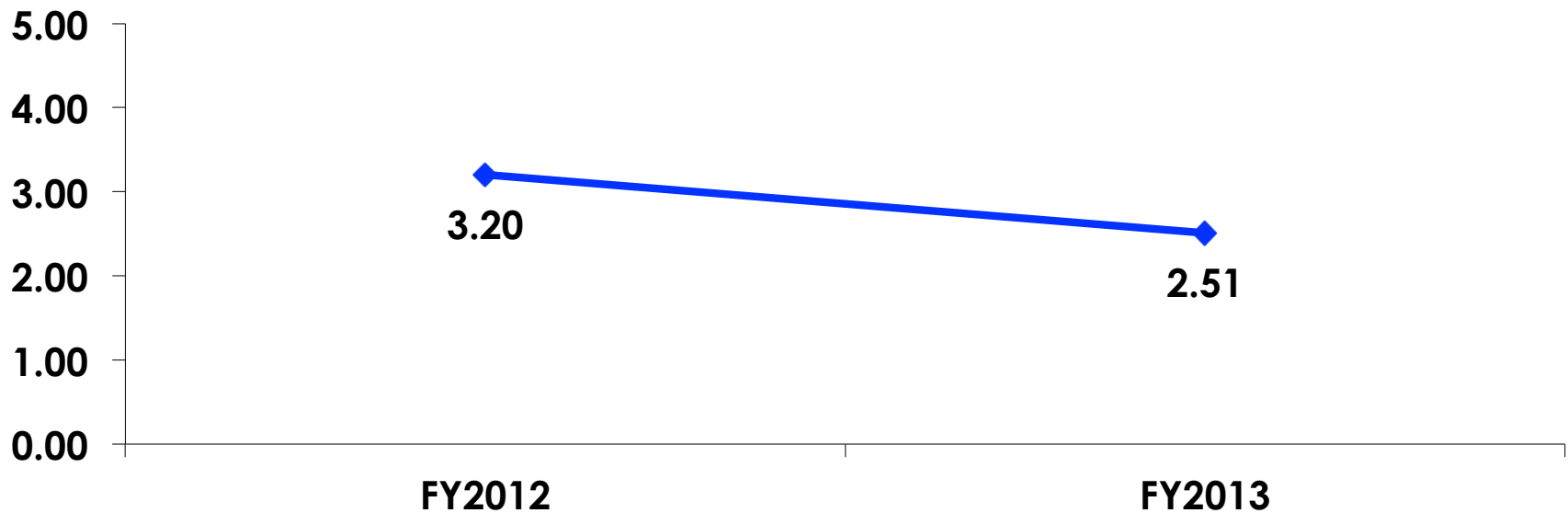


Length of Stay

Mean = 2.51 Days
Median = 2.0 Days



Average Length of Stay

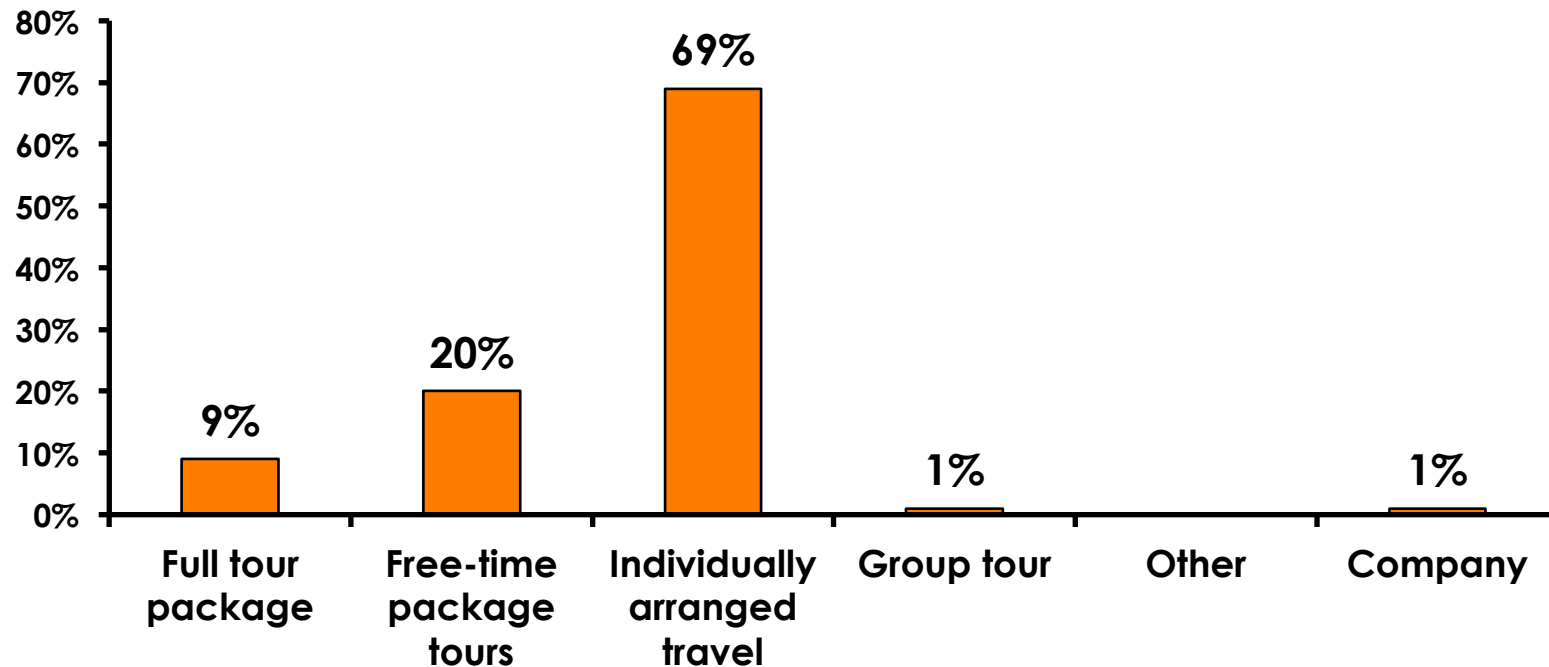


Occupation by Income

| | | TOTAL | Q26 | | | | | | |
|-----|-------------------------|-------|-----------|---------------------|---------------------|---------------------|---------------------|---------------------|-----------------------|
| | | - | <=HKD120K | HKD120K- HKD240K | HKD240K- HKD500K | HKD500K- HKD1.0M | HKD1.0M- HKD2.0M | HKD2.0M- HKD3.0M | HKD3.0M+ No Income |
| Q25 | Company: Office non-mgr | 62% | | 100% | 85% | 83% | 76% | 44% | 9% |
| | Company: Salesperson | 12% | | | 5% | 8% | 3% | 7% | 39% |
| | Skilled worker | 7% | | | | 3% | 11% | 17% | 4% |
| | Freelancer | 5% | | | 10% | 1% | 3% | 17% | 6% |
| | Prof-specialist | 5% | | | | 2% | 4% | 7% | 15% |
| | Govt- Mgr/ Exec | 3% | | | | 1% | | | 21% |
| | Student | 3% | | | | | | 2% | |
| | Govt- Office non-mgr | 2% | | | | 1% | 3% | 2% | 4% |
| | Retired | 1% | | | | 1% | 1% | | |
| | Govt- Executive | 1% | | | | 1% | | | 1% |
| | Other | 0% | | | | | | 2% | |
| | Total | Count | 460 | 2 | 20 | 133 | 110 | 41 | 67 |
| | | | | | | | | | 10 |

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall



Travel Planning - Overall

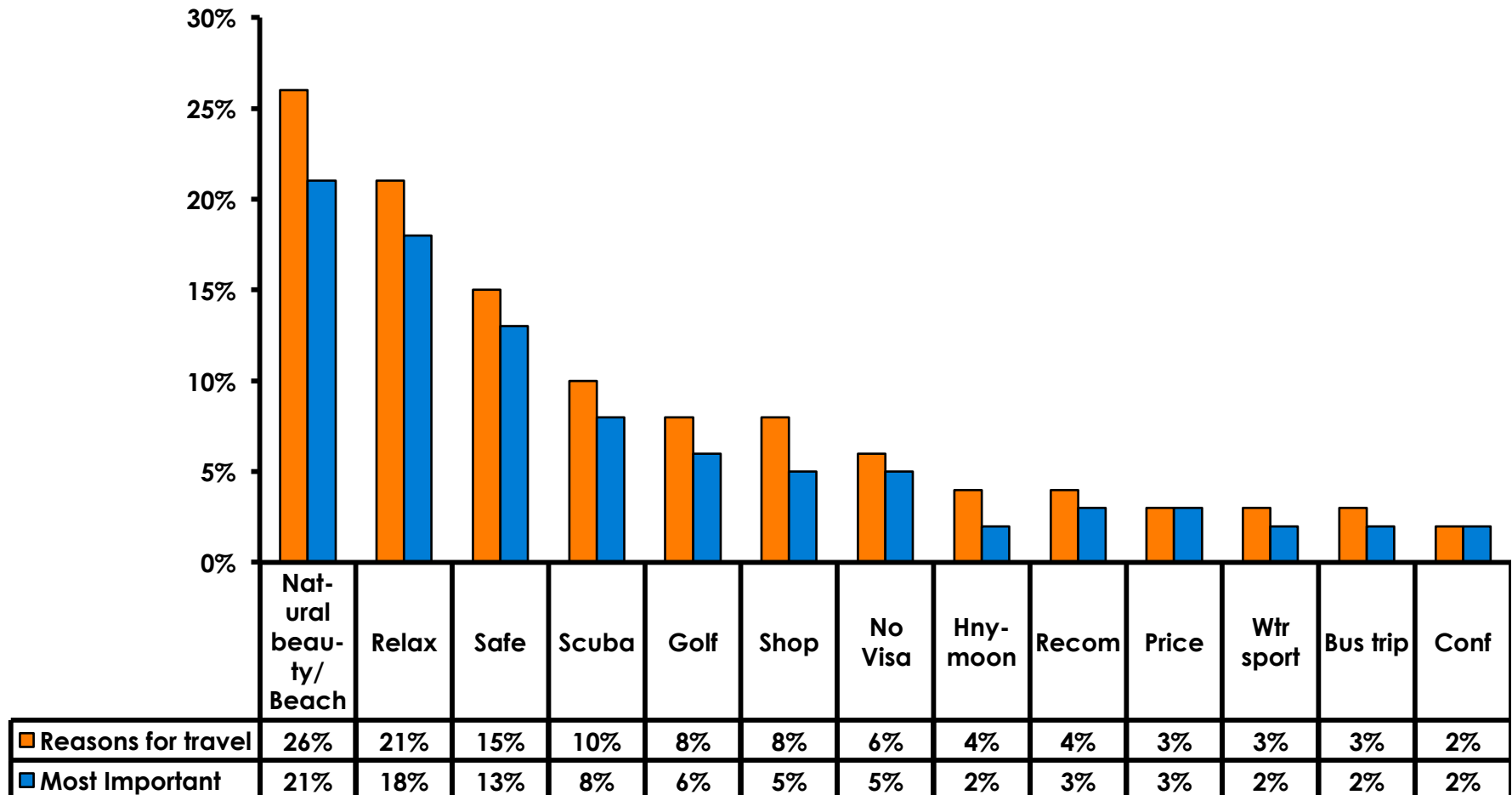
| | FY2012 | FY2013 |
|--------------------|--------|--------|
| Full-pkg tour | 5% | 9% |
| Free-time pkg tour | 24% | 20% |
| FIT | 68% | 69% |
| Group tour | 2% | 1% |
| Company | 1% | 1% |
| Other | - | - |

Accommodation by Income

Average length of stay: 2.51 days

| | | TOTAL | Q26 | | | | | | | |
|----|------------------------------|-------|-----------|---------------------|---------------------|---------------------|---------------------|---------------------|----------|-----------|
| | | - | <=HKD120K | HKD120K- HKD240K | HKD240K- HKD500K | HKD500K- HKD1.0M | HKD1.0M- HKD2.0M | HKD2.0M- HKD3.0M | HKD3.0M+ | No Income |
| Q9 | Hilton Guam Resort | 21% | | 50% | 20% | 31% | 24% | 15% | 6% | 20% |
| | Royal Orchid Guam | 13% | | | 15% | 14% | 16% | 15% | | |
| | Hyatt Regency Guam | 11% | | | 10% | 7% | 10% | 5% | 31% | 40% |
| | PIC Club | 11% | | 50% | 10% | 10% | 13% | 12% | 3% | 10% |
| | Sheraton Laguna Guam | 11% | | | 5% | 8% | 5% | 15% | 25% | 20% |
| | Hotel Nikko Guam | 9% | | | 15% | 7% | 13% | 10% | | |
| | Westin Resort Guam | 7% | | | | 6% | 8% | 5% | 16% | |
| | Outrigger Guam Resort | 4% | | | 5% | 2% | 2% | 5% | 13% | 10% |
| | Holiday Resort Guam | 4% | | | | 3% | 5% | 2% | | |
| | Fiesta Resort Guam | 2% | | | 15% | 2% | | 2% | 1% | |
| | Onward Beach Resort | 2% | | | | 2% | 2% | 2% | | |
| | Guam Reef & Olive Spa Resort | 1% | | | | 1% | 1% | 5% | | |
| | Guam Marriott Resort | 1% | | | | 1% | 1% | 2% | | |
| | Oceanview Hotel | 1% | | | 5% | | | | 1% | |
| | Bayview Hotel | 1% | | | | 2% | | | | |
| | Home stay/ friend/ relative | 1% | | | | | 1% | 2% | | |
| | Leo Palace Resort | 0% | | | | | | | | |
| | Hotel Santa Fe | 0% | | | | | | | | |
| | Days Inn (Tamuning) | 0% | | | | 1% | | | | |
| | Days Inn (Maite) | 0% | | | | | | | | |
| | Tumon Bay Capital Hotel | 0% | | | | | | 2% | | |
| | Condo | 0% | | | | | 1% | | | |
| | Pacific Bay Hotel | 0% | | | | | | | 1% | |
| | Guam Aurora Resort | 0% | | | | | | | | |
| | Total | Count | 597 | 2 | 20 | 134 | 110 | 41 | 67 | 10 |

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Guam's natural beauty/ beaches
- Relaxation
- Safety

are the primary reasons for visiting during this period.

Most Important Reason – Top 3

| | FY2012 | FY2013 |
|-----------------------|-----------|-----------|
| Relax | 11% | 18% |
| Natural Beauty | 28% | 21% |
| Safe | Not top 3 | 13% |
| Shop | 9% | Not top 3 |
| Scuba | 9% | Not top 3 |

Motivation by Age & Gender

| | | TOTAL | AGE | | | | GENDER | | |
|-----|---------------------------------|-------|-------|-------|-------|-----|--------|--------|-----|
| | | - | 18-24 | 25-34 | 35-49 | 50+ | Male | Female | |
| Q5A | Natural beauty | 26% | 26% | 25% | 30% | 22% | 26% | 27% | |
| | Relax | 21% | 24% | 23% | 19% | 15% | 23% | 20% | |
| | Safe | 15% | 15% | 15% | 13% | 15% | 12% | 17% | |
| | Scuba | 10% | 9% | 10% | 12% | | 11% | 10% | |
| | Golf | 8% | | 6% | 11% | 26% | 10% | 6% | |
| | Shopping | 8% | 6% | 8% | 8% | | 9% | 7% | |
| | No visa requirement | 6% | 4% | 7% | 6% | 11% | 7% | 5% | |
| | Honeymoon | 4% | 2% | 8% | 0% | | 4% | 4% | |
| | Recomm- friend/family/trvl agnt | 4% | 11% | 4% | 2% | 4% | 4% | 4% | |
| | Price | 3% | 4% | 3% | 4% | 4% | 3% | 4% | |
| | Water sports | 3% | 4% | 3% | 3% | | 2% | 3% | |
| | Company/ Business Trip | 3% | | 2% | 3% | | 3% | 2% | |
| | Convention/ Trade/ Conference | 2% | 2% | 1% | 4% | | 1% | 3% | |
| | Short travel time | 2% | 2% | 2% | 2% | 4% | 2% | 2% | |
| | Pleasure | 2% | 2% | 2% | 1% | | 2% | 2% | |
| | Previous trip | 2% | | 2% | 0% | 15% | 2% | 2% | |
| | Married/ Attn wedding | 2% | 2% | 2% | 0% | | 2% | 1% | |
| | Company Sponsored | 1% | | 1% | 2% | | 1% | 2% | |
| | Career Cert/ Testing | 1% | 2% | 1% | 0% | | 1% | 0% | |
| | Visit friends/ Relatives | 1% | | 0% | 1% | 4% | 1% | | |
| | Other | 0% | 2% | 0% | | | 0% | 0% | |
| | Total | Count | 598 | 54 | 301 | 201 | 27 | 305 | 292 |

Motivation by Income

| | | TOTAL | Q26 | | | | | | | |
|-----|------------------------------------|-------|-----------|---------------------|---------------------|---------------------|---------------------|---------------------|----------|-----------|
| | | - | <=HKD120K | HKD120K- HKD240K | HKD240K- HKD500K | HKD500K- HKD1.0M | HKD1.0M- HKD2.0M | HKD2.0M- HKD3.0M | HKD3.0M+ | No Income |
| Q5A | Natural beauty | 26% | | | 32% | 25% | 26% | 24% | 19% | 30% |
| | Relax | 21% | | | 26% | 25% | 22% | 22% | 24% | 20% |
| | Safe | 15% | | | 16% | 16% | 11% | 15% | 22% | |
| | Scuba | 10% | | 50% | 11% | 10% | 13% | 10% | | 10% |
| | Golf | 8% | | | 16% | 7% | 10% | 17% | 1% | |
| | Shopping | 8% | | | 5% | 7% | 5% | 5% | 25% | |
| | No visa requirement | 6% | | | | 8% | 5% | 5% | 1% | |
| | Honeymoon | 4% | | | 5% | 4% | 5% | 5% | | |
| | Recomm- friend/family/trvl agnt | 4% | | | | 4% | 4% | 5% | 4% | 20% |
| | Price | 3% | | | | 1% | 4% | 2% | 1% | |
| | Water sports | 3% | | | | 5% | 4% | 5% | | 10% |
| | Company/ Business Trip | 3% | | | | 2% | 5% | 5% | | |
| | Convention/ Trade/ Conference | 2% | | | | 1% | 5% | | | |
| | Short travel time | 2% | | | | 2% | 1% | 5% | | |
| | Pleasure | 2% | | | 5% | 3% | 3% | | 1% | |
| | Previous trip | 2% | | | | 1% | 3% | 5% | 1% | 20% |
| | Married/ Attn wedding | 2% | | | 21% | 2% | 1% | | | |
| | Company Sponsored | 1% | | | | 1% | 2% | 5% | | |
| | Career Cert/ Testing | 1% | | | | 1% | | | | |
| | Visit friends/ Relatives | 1% | | | | 1% | 1% | | | |
| | Other | 0% | | 50% | 5% | | | | | |
| | Total | Count | 598 | 2 | 19 | 134 | 110 | 41 | 67 | 10 |

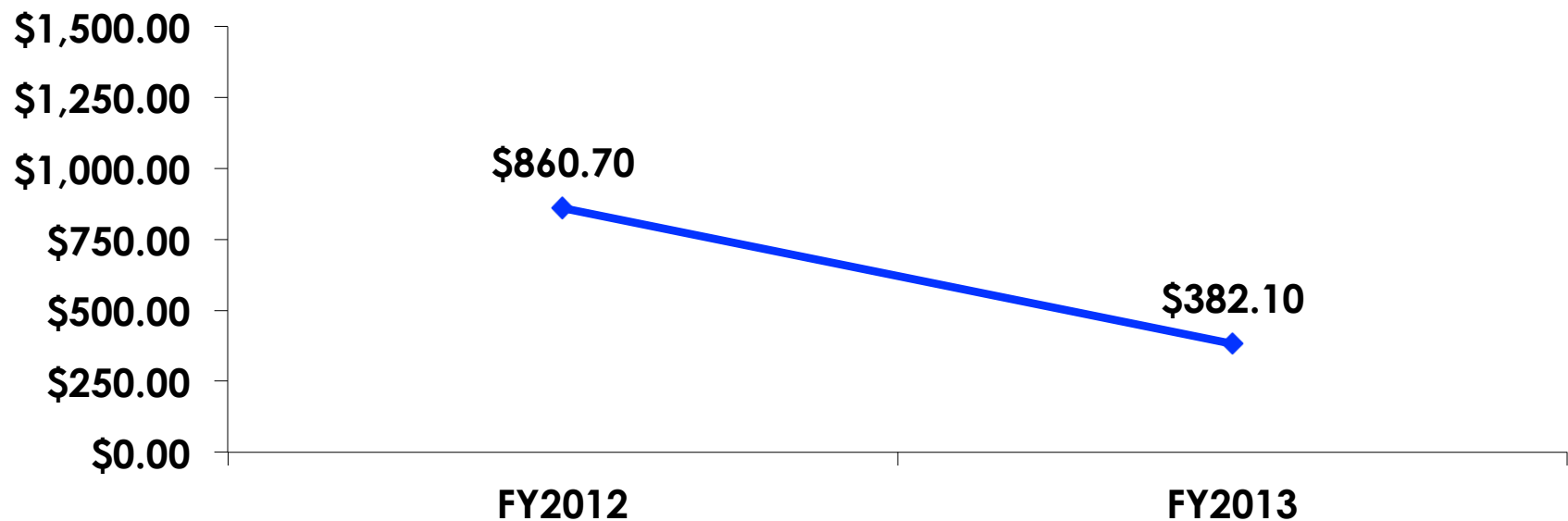
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

HKD varies/US\$1

- \$641.07 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$5,161 = maximum (highest amount recorded for the entire sample)
- \$382.10 = overall mean average per person prepaid expenditures

Prepaid Expenditures Per Person



Breakdown of Prepaid Expenditures

HKD varies=\$1

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

| | MEAN \$ |
|---|-----------------|
| Air & Accommodation package only | \$1,096.44 |
| Air & Accommodation w/ daily meal package | \$1,607.10 |
| Air only | \$1,928.90 |
| Accommodation only | \$1,582.41 |
| Accommodation w/ daily meal only | \$6,967.56 |
| Food & Beverages in Hotel | \$79.27 |
| Ground transportation – Hong Kong | \$104.63 |
| Ground transportation – Guam | \$72.45 |
| Optional tours/ activities | \$544.08 |
| Other expenses | \$1,236.90 |
| Total Prepaid | \$641.07 |

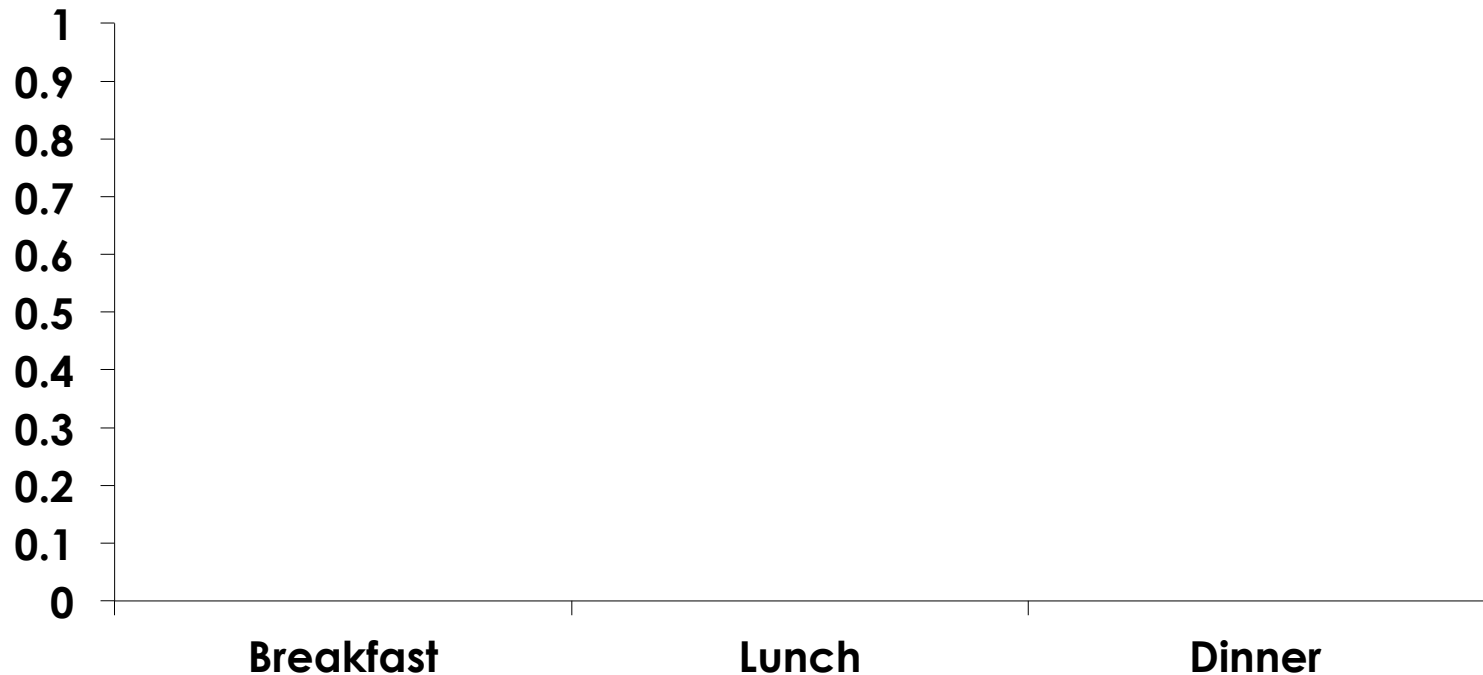
Breakdown of Prepaid Expenditures

| | FY2012 | FY2013 |
|---|-------------------|-----------------|
| Air & Accommodation package only | \$1,912.00 | \$1,096.44 |
| Air & Accommodation w/ daily meal package | \$2,224.50 | \$1,607.10 |
| Air only | \$2,048.20 | \$1,928.90 |
| Accommodation only | \$2,667.90 | \$1,582.41 |
| Accommodation w/ daily meal only | \$673.10 | \$6,967.56 |
| Food & Beverages in Hotel | \$187.80 | \$79.27 |
| Ground transportation – | \$122.00 | \$104.63 |
| Ground transportation – | \$143.80 | \$72.45 |
| Optional tours/ activities | \$700.40 | \$544.08 |
| Other expenses | \$820.20 | \$1,236.90 |
| Total Prepaid | \$1,613.90 | \$641.07 |

Prepaid Meal Breakdown

Air/ Accommodations with Daily Meal Package

n= No Responses

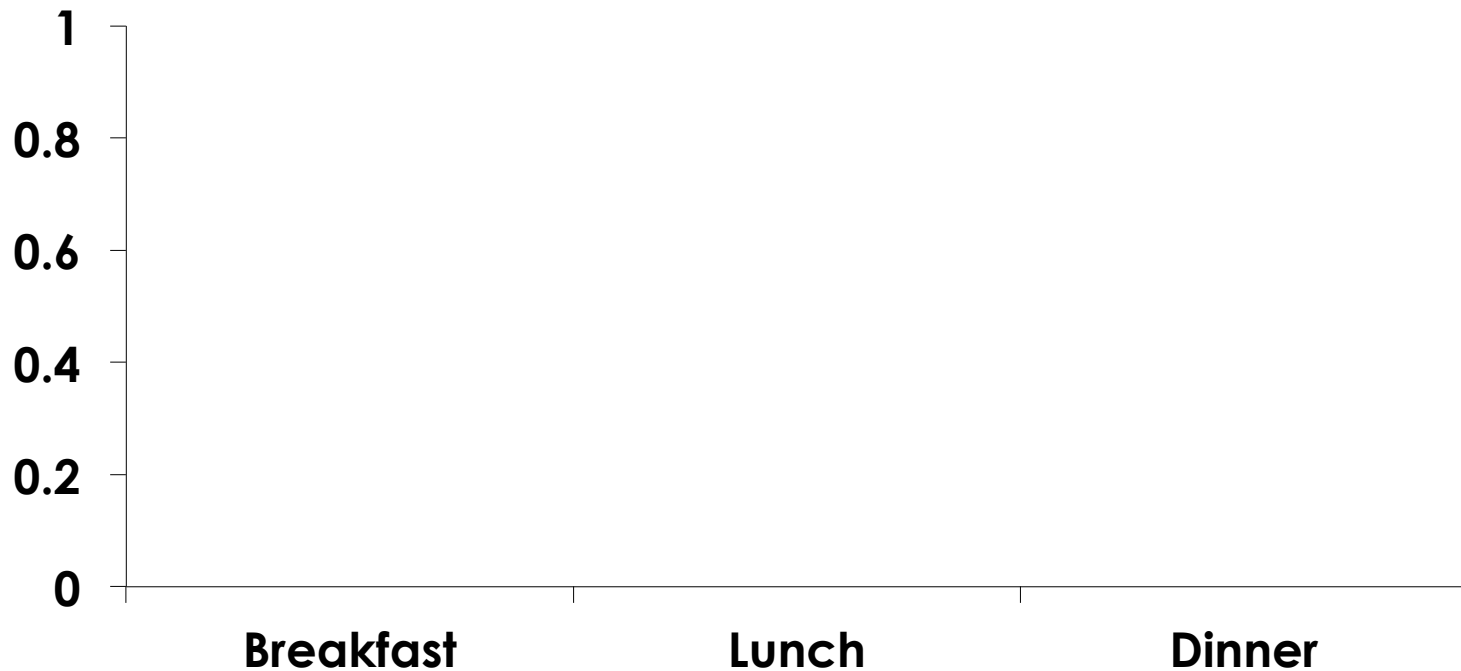


Mean=\$1,607.10 per travel party

Prepaid Meal Breakdown

Accommodations with Daily Meal Package

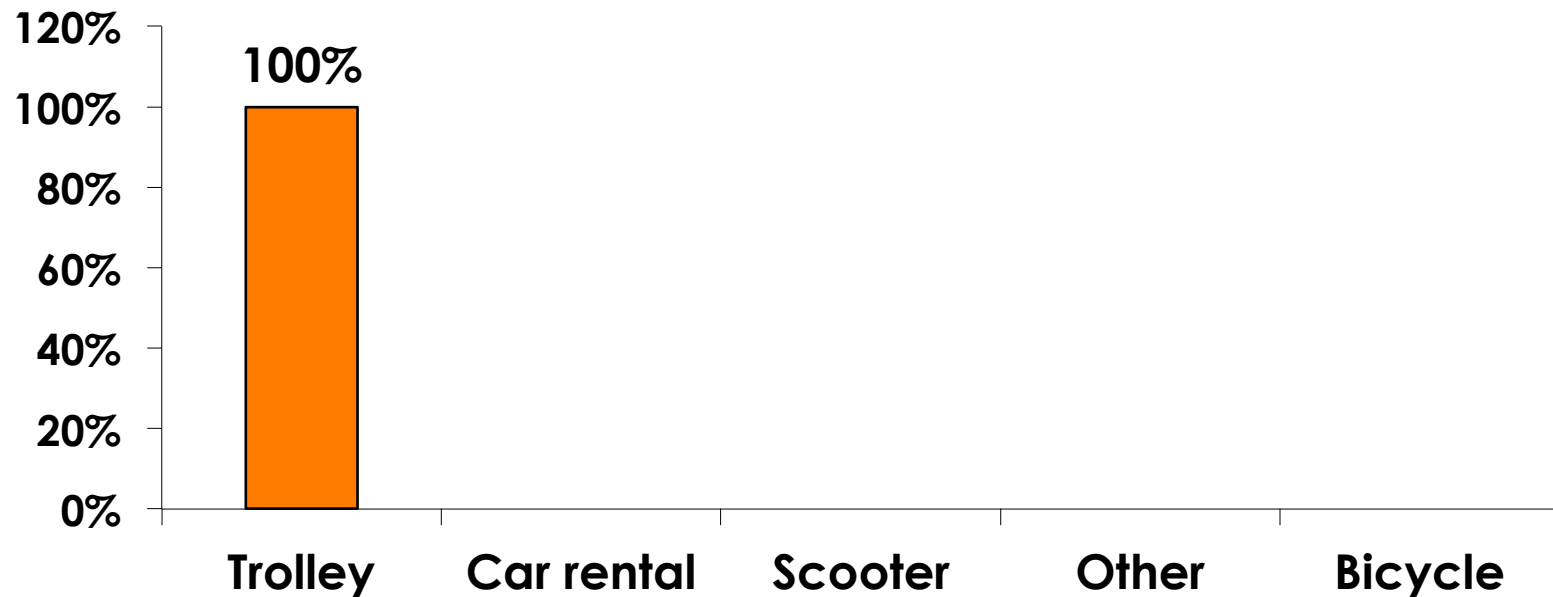
n= No Responses



Mean=\$6,967.56 per travel party

Prepaid Ground Transportation

n= 2

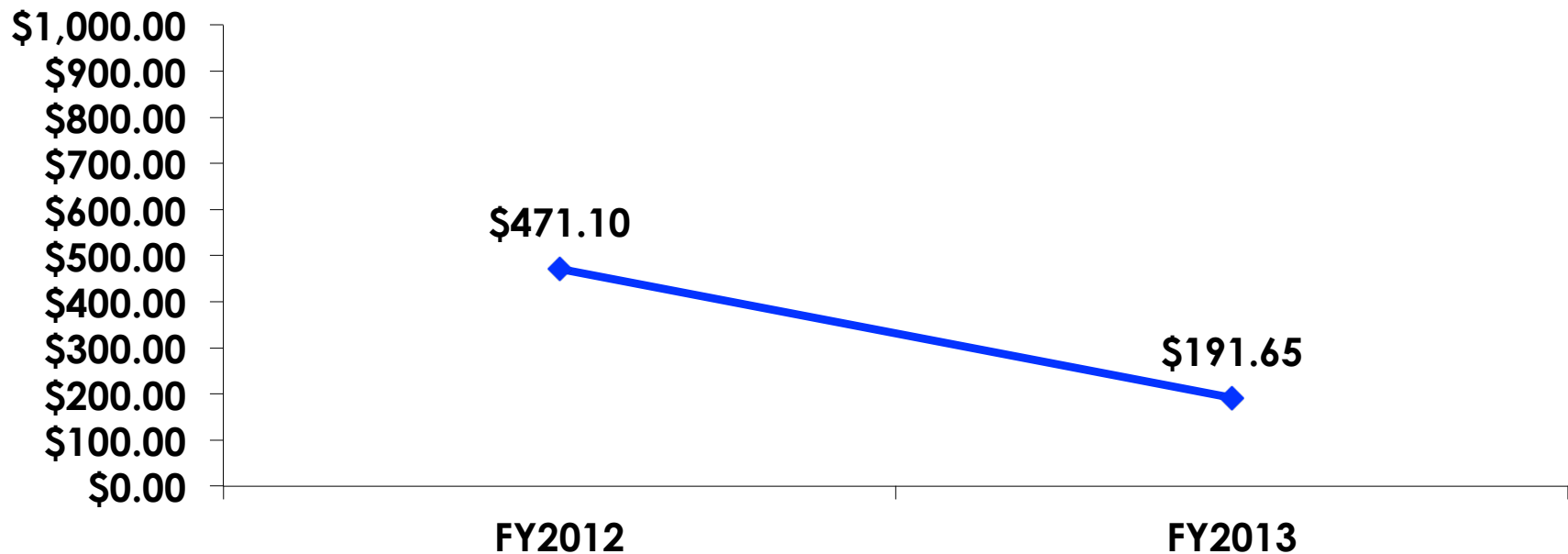


Mean=\$72.45 per travel party

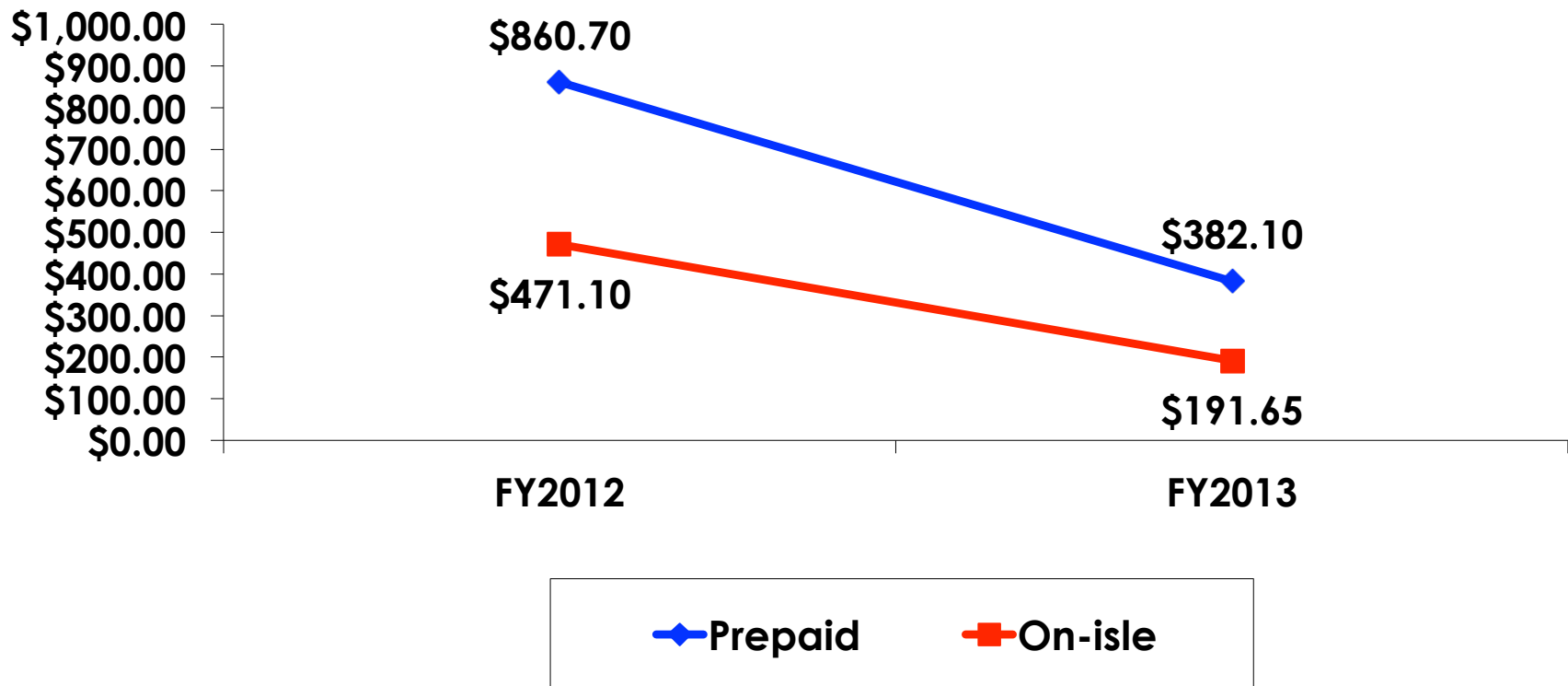
On-Island Expenditures

- \$314.51 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$4,840 = Maximum (highest amount recorded for the entire sample)
- \$191.65 = overall mean average per person on-island expenditure

On-Island Expenditures Per Person



Prepaid/ On-Island Expenditures Per Person



Total On-Island Expenditure by Gender & Age

| | | TOTAL | GENDER | | GENDER | | | | | | | |
|------------|---------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| | | - | Male | Female | Male | | | | Female | | | |
| | | | | | AGE | | | | AGE | | | |
| | | | | | 18-24 | 25-34 | 35-49 | 50+ | 18-24 | 25-34 | 35-49 | 50+ |
| PER PERSON | Mean | \$191.65 | \$183.84 | \$199.91 | \$164.50 | \$176.12 | \$199.83 | \$200.00 | \$132.69 | \$225.99 | \$179.42 | \$172.73 |
| | Median | \$0 | \$0 | \$0 | \$75 | \$0 | \$110 | \$0 | \$0 | \$0 | \$0 | \$0 |
| | Minimum | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| | Maximum | \$4,840 | \$2,760 | \$4,840 | \$780 | \$2,760 | \$1,000 | \$1,800 | \$1,525 | \$4,840 | \$1,700 | \$640 |

On-Island Expenditure Categories by Gender & Age

| | | TOTAL | GENDER | | AGE | | | |
|--------------|--------|----------|----------|----------|----------|----------|----------|----------|
| | | - | Male | Female | 18-24 | 25-34 | 35-49 | 50+ |
| F&B HOTEL | Mean | \$27.96 | \$28.00 | \$27.61 | \$15.19 | \$27.20 | \$33.38 | \$33.33 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| F&B FF/STORE | Mean | \$7.60 | \$7.92 | \$6.45 | \$1.57 | \$9.77 | \$5.87 | \$6.67 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| F&B RESTRNT | Mean | \$7.95 | \$10.07 | \$5.78 | \$9.26 | \$8.11 | \$6.53 | \$7.41 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| OPT TOUR | Mean | \$40.64 | \$35.77 | \$45.15 | \$17.59 | \$39.30 | \$51.81 | \$29.63 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| GIFT- SELF | Mean | \$61.41 | \$57.92 | \$65.24 | \$36.30 | \$53.29 | \$73.49 | \$105.19 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| GIFT- OTHER | Mean | \$24.66 | \$26.89 | \$22.44 | \$2.52 | \$24.98 | \$32.66 | \$0.00 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| TRANS | Mean | \$5.48 | \$6.09 | \$4.86 | \$1.85 | \$6.84 | \$4.07 | \$0.00 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| OTHER | Mean | \$137.29 | \$121.69 | \$153.85 | \$96.85 | \$140.93 | \$149.93 | \$121.48 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| TOTAL | Mean | \$314.51 | \$294.04 | \$334.78 | \$177.43 | \$314.09 | \$357.73 | \$303.70 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$0 | \$175 | \$0 |

On-Island Expenditures

First Timers & Repeaters

| | | TOTAL | TRIPS TO GUAM | |
|--------------|--------|----------|---------------|----------|
| | | - | 1st | Repeat |
| F&B HOTEL | Mean | \$27.96 | \$27.99 | \$26.44 |
| | Median | \$0 | \$0 | \$0 |
| F&B FF/STORE | Mean | \$7.60 | \$7.89 | \$0.00 |
| | Median | \$0 | \$0 | \$0 |
| F&B RESTRNT | Mean | \$7.95 | \$6.31 | \$6.10 |
| | Median | \$0 | \$0 | \$0 |
| OPT TOUR | Mean | \$40.64 | \$42.19 | \$23.73 |
| | Median | \$0 | \$0 | \$0 |
| GIFT- SELF | Mean | \$61.41 | \$59.13 | \$76.53 |
| | Median | \$0 | \$0 | \$0 |
| GIFT- OTHER | Mean | \$24.66 | \$25.74 | \$11.86 |
| | Median | \$0 | \$0 | \$0 |
| TRANS | Mean | \$5.48 | \$3.98 | \$9.83 |
| | Median | \$0 | \$0 | \$0 |
| OTHER | Mean | \$137.29 | \$124.86 | \$253.39 |
| | Median | \$0 | \$0 | \$0 |
| TOTAL | Mean | \$314.51 | \$299.78 | \$407.88 |
| | Median | \$0 | \$0 | \$115 |

Total Expenditures Per Person (Prepaid & On-Island)

- \$573.43 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$6,711 = Maximum (highest amount recorded for the entire sample)

Total Expenditures Per Person



Breakdown of On-Island Expenditures

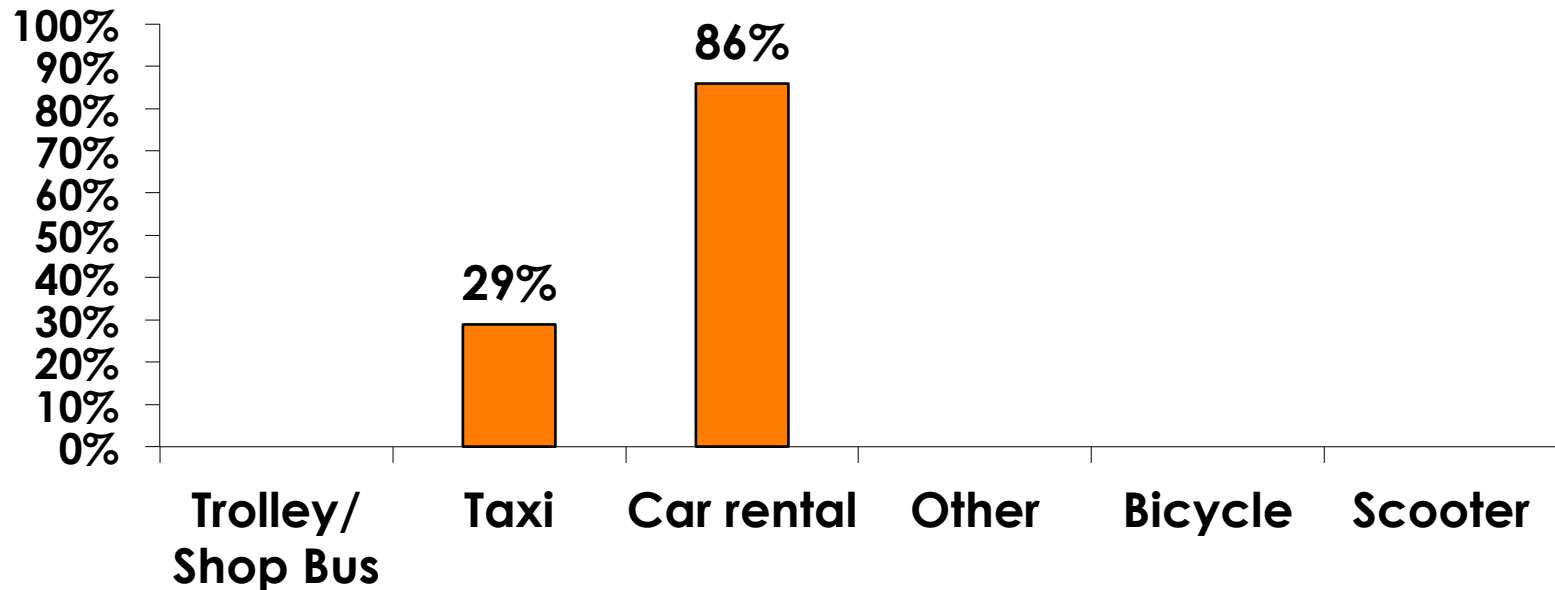
| | MEAN \$ |
|--|-----------------|
| Food & beverage in a hotel | \$27.96 |
| Food & beverage in fast food restaurant/ convenience store | \$7.60 |
| Food & beverage at restaurants or drinking establishments outside a hotel | \$7.95 |
| Optional tours and activities | \$40.64 |
| Gifts/ souvenirs for yourself/companions | \$61.41 |
| Gifts/ souvenirs for friends/family at home | \$24.66 |
| Local transportation | \$5.48 |
| Other expenses not covered | \$137.29 |
| Average Total | \$314.51 |

Breakdown of On-Island

| | FY2012 | FY2013 |
|---|-----------------|-----------------|
| Food & beverage in a hotel | \$70.50 | \$27.96 |
| Food & beverage in fast food restaurant/convenience store | \$28.70 | \$7.60 |
| Food & beverage at restaurants or drinking establishments outside a hotel | \$44.10 | \$7.95 |
| Optional tours and activities | \$110.10 | \$40.64 |
| Gifts/ souvenirs for yourself/ companions | \$143.60 | \$61.41 |
| Gifts/ souvenirs for friends/family | \$58.70 | \$24.66 |
| Local transportation | \$23.00 | \$5.48 |
| Other expenses not covered | \$360.30 | \$137.29 |
| Average Total | \$830.30 | \$314.51 |

Local Transportation

n=no responses



Mean=\$5.48 per travel party

Guam Airport Expenditures

- \$3.03 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$410 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

| | MEAN \$ |
|-------------------------------|----------------|
| Food & Beverages | \$.98 |
| Gifts/Souvenirs Self | \$2.05 |
| Gifts/Souvenirs Others | \$- |
| Total | \$3.03 |

Breakdown of Airport Expenditures

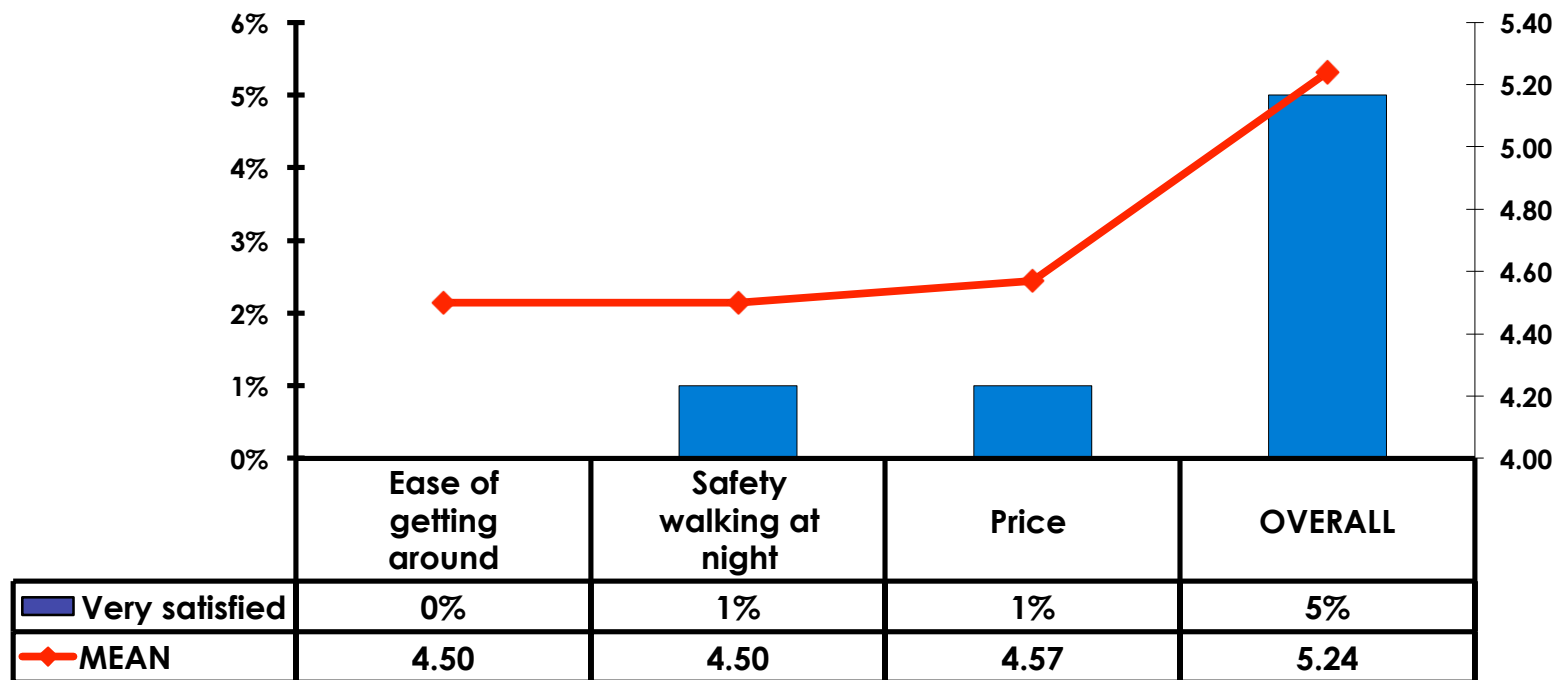
| | FY2012 | FY2013 |
|-------------------------------|---------|--------|
| Food & Beverage | \$4.10 | \$.98 |
| Gifts/ Souvenirs Self | \$11.30 | \$2.05 |
| Gifts/ Souvenirs Others | \$6.70 | - |
| Total | \$22.10 | \$3.03 |

SECTION 4 **VISITOR SATISFACTION**

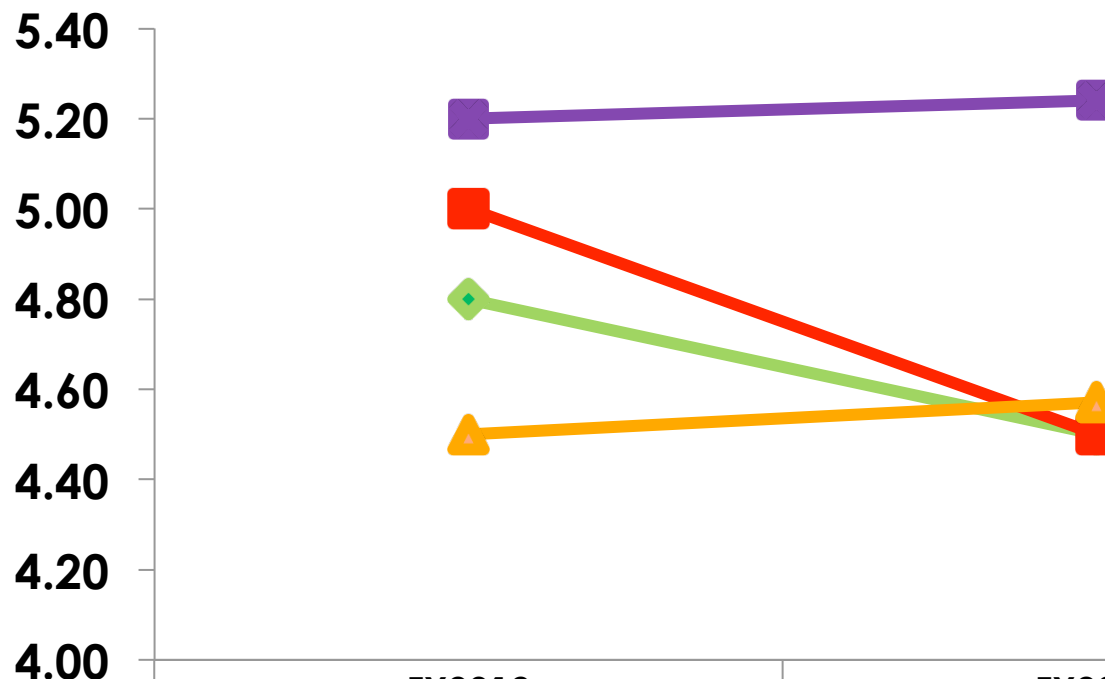
Satisfaction Scores Overall

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Satisfaction Scores Overall

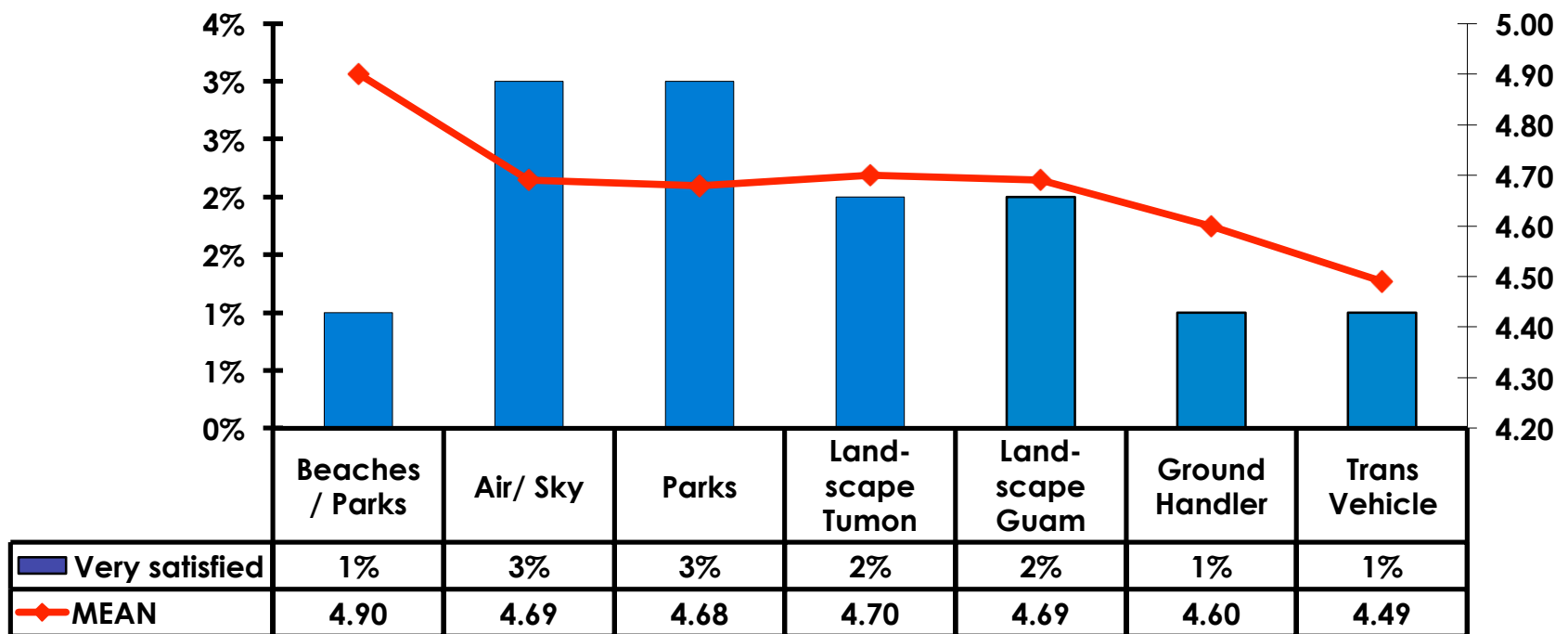


| | FY2012 | FY2013 |
|--|--------|--------|
|  Ease of getting around | 4.80 | 4.50 |
|  Safety walking at night | 5.00 | 4.50 |
|  Price | 4.50 | 4.57 |
|  OVERALL | 5.20 | 5.24 |

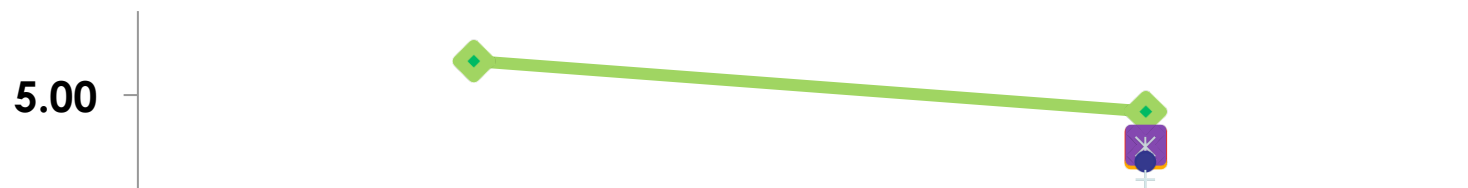
Satisfaction Quality/ Cleanliness

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Satisfaction Quality/ Cleanliness

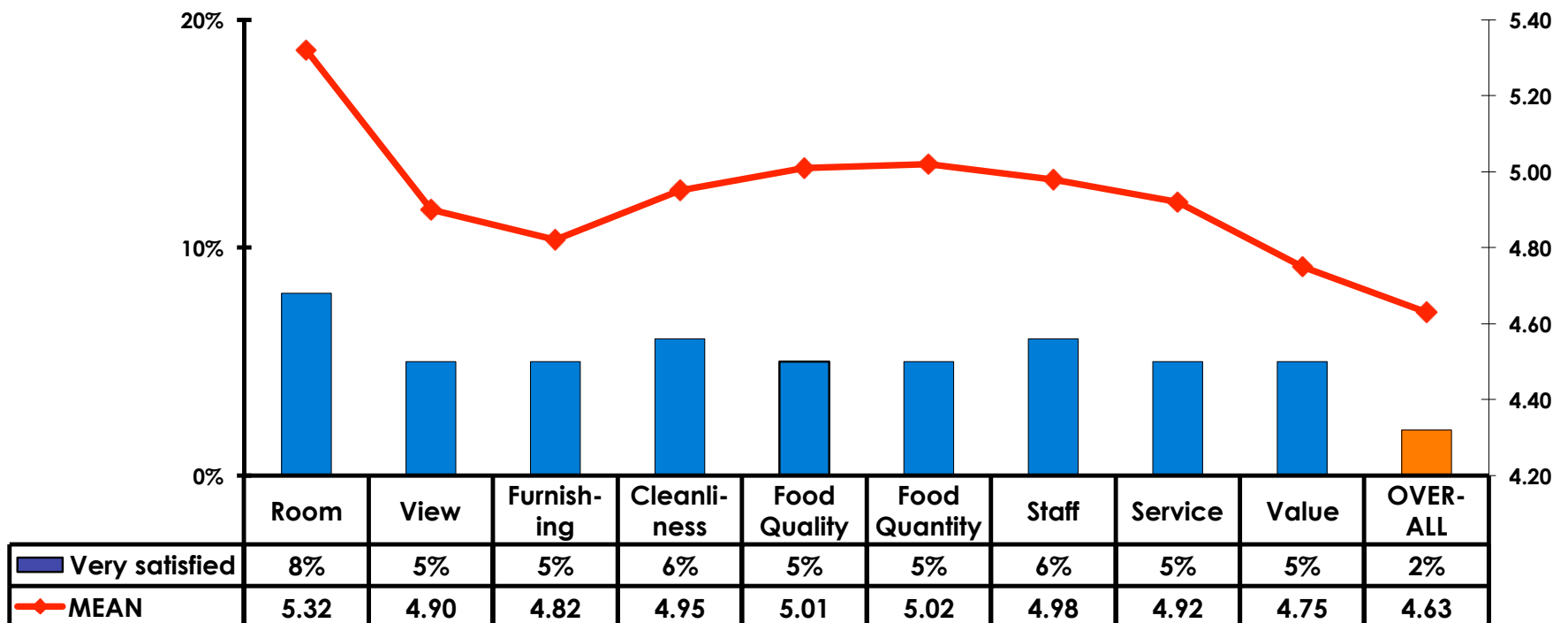


| | FY2012 | FY2013 |
|---|--------|--------|
|  Beaches/ Parks | 5.20 | 4.90 |
|  Air/ Sky | | 4.69 |
|  Parks | | 4.68 |
|  Landscape Tumon | | 4.70 |
|  Landscape Guam | | 4.69 |
|  Grnd Handler | | 4.60 |
|  Trans Vehicle | | 4.49 |

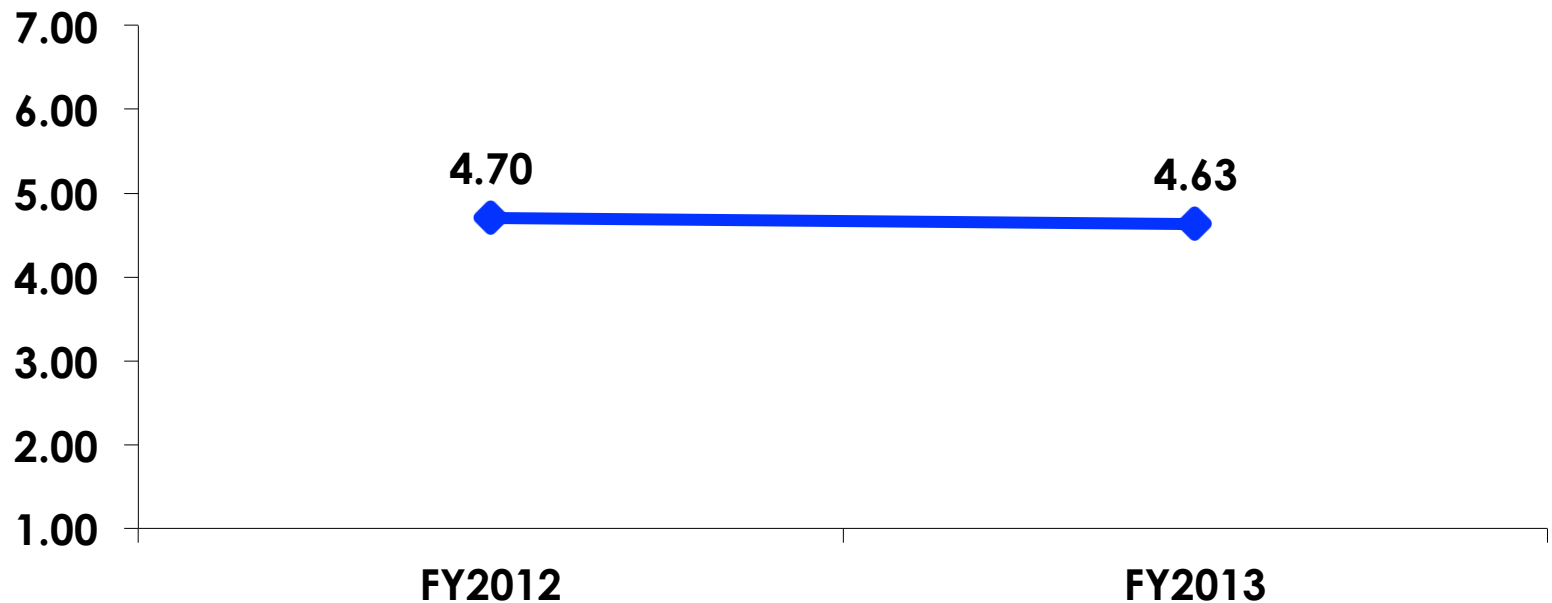
Quality of Accommodations

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



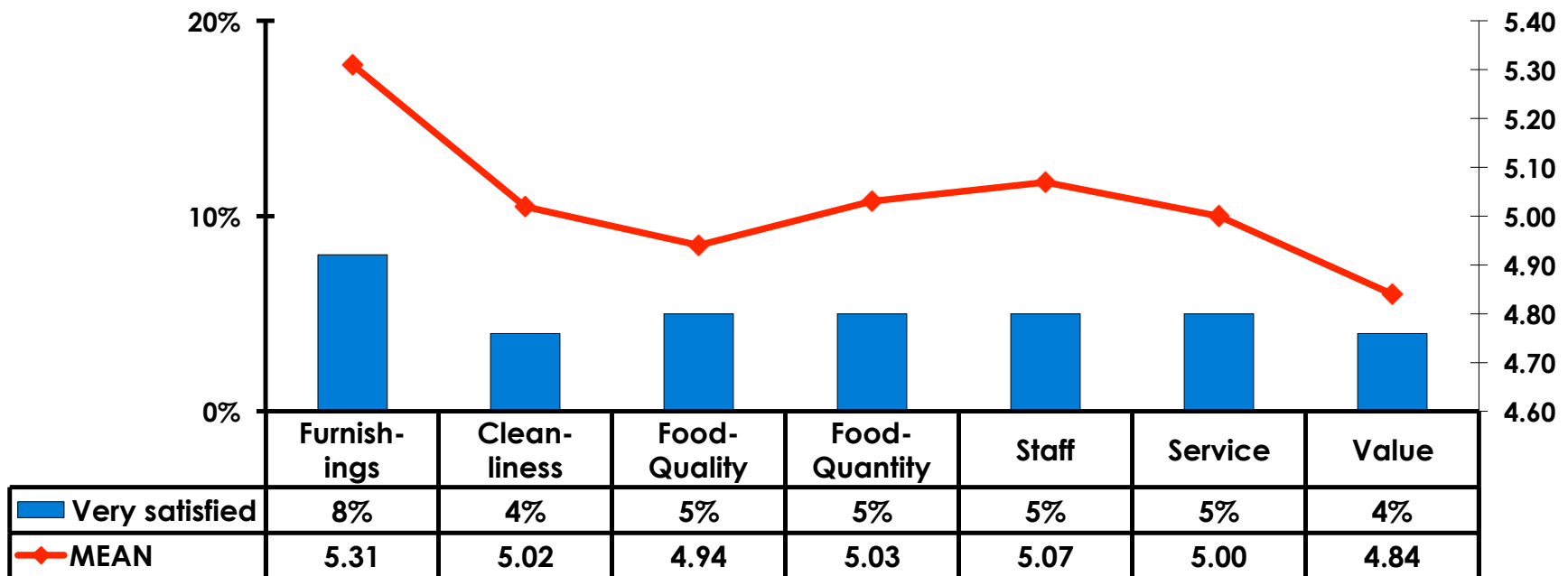
Accommodations – Overall Satisfaction



Quality of Dining Experience

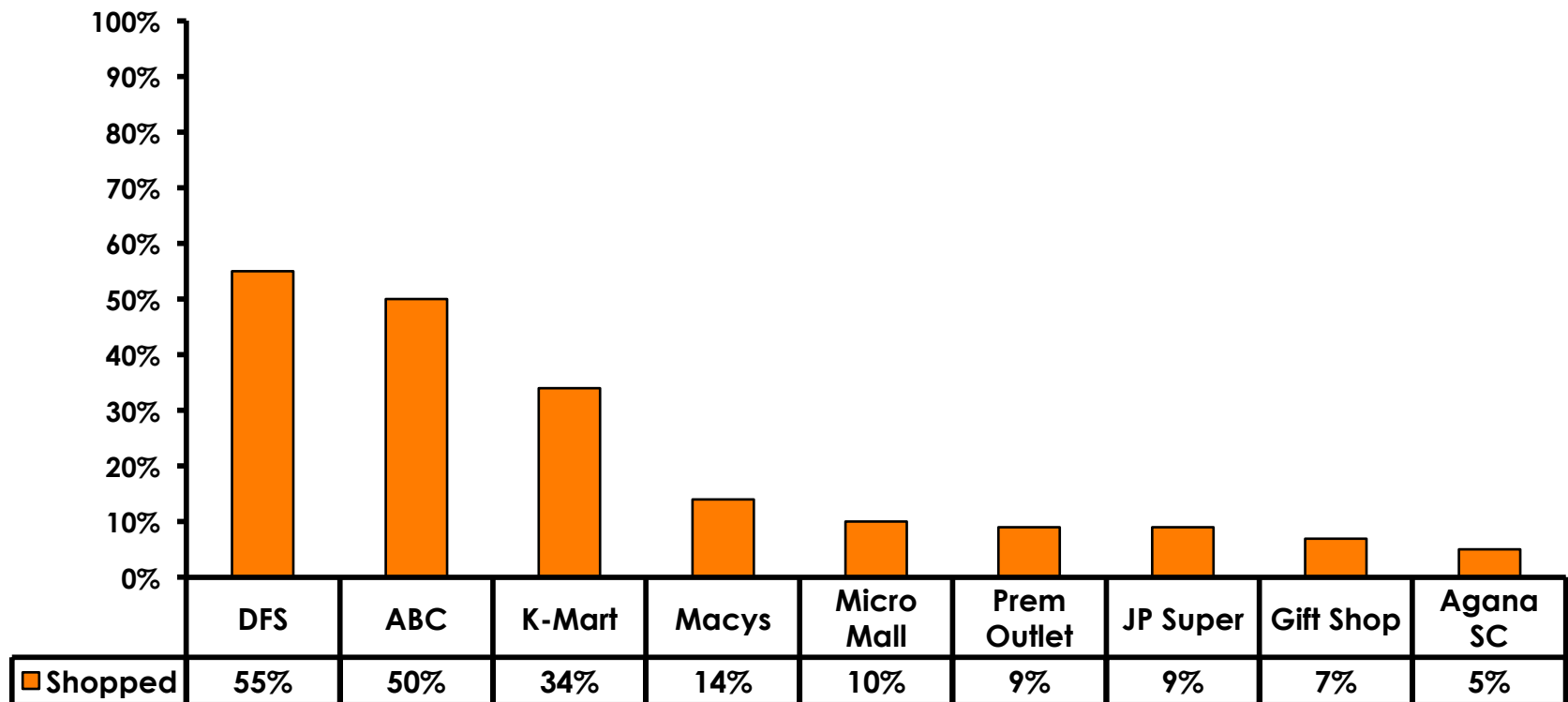
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Shopping Malls/ Centers- Top 5

| | FY2012 | FY2013 |
|---------------------|-----------|-----------|
| DFS Galleria | 57% | 55% |
| ABC | 62% | 50% |
| K-Mart | 59% | 34% |
| Macys | Not top 3 | 14% |
| Ross | Not top 3 | 13% |
| Micro Mall | 21% | Not top 3 |
| Prem Outlet | 18% | Not top 3 |

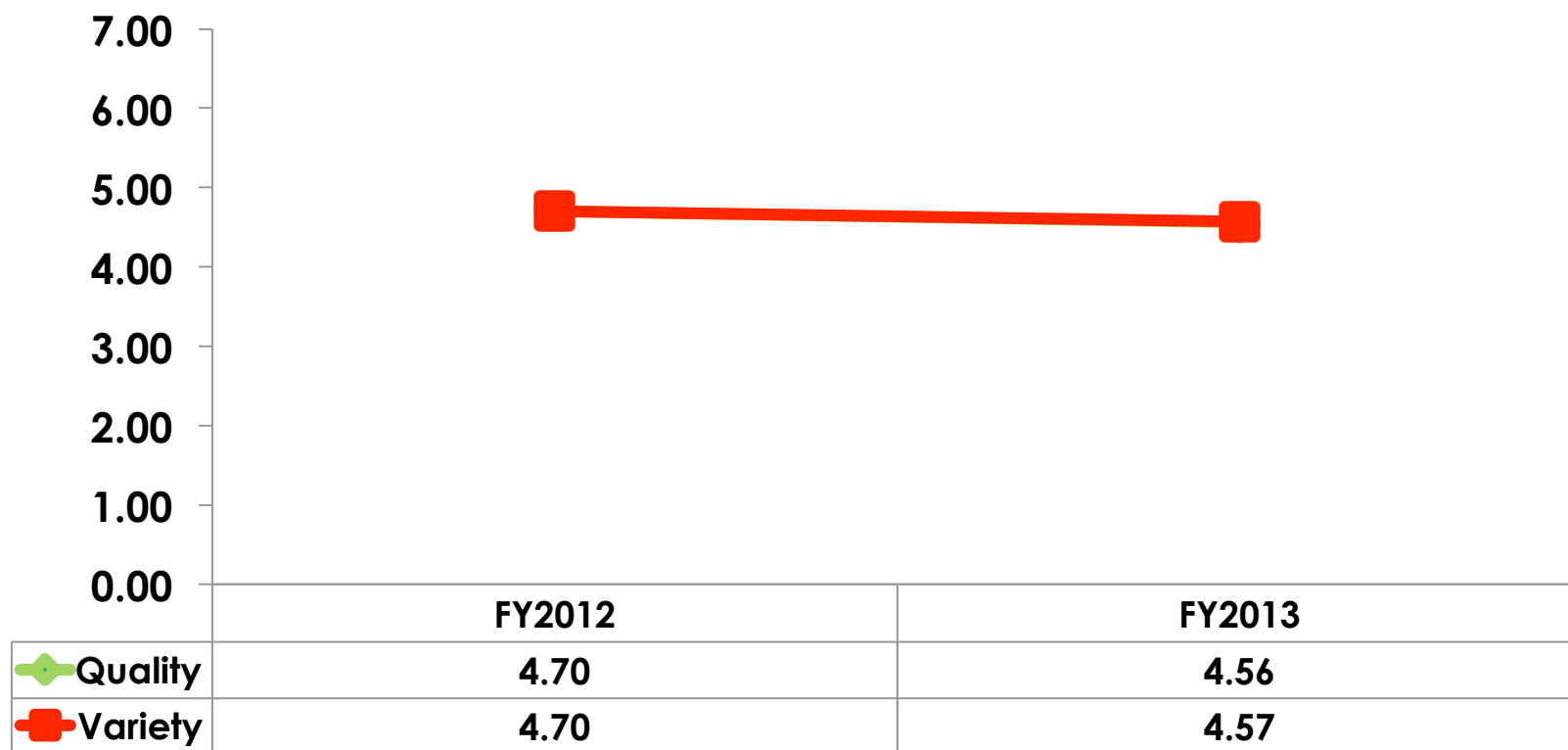
Satisfaction with Shopping

7pt Rating Scale

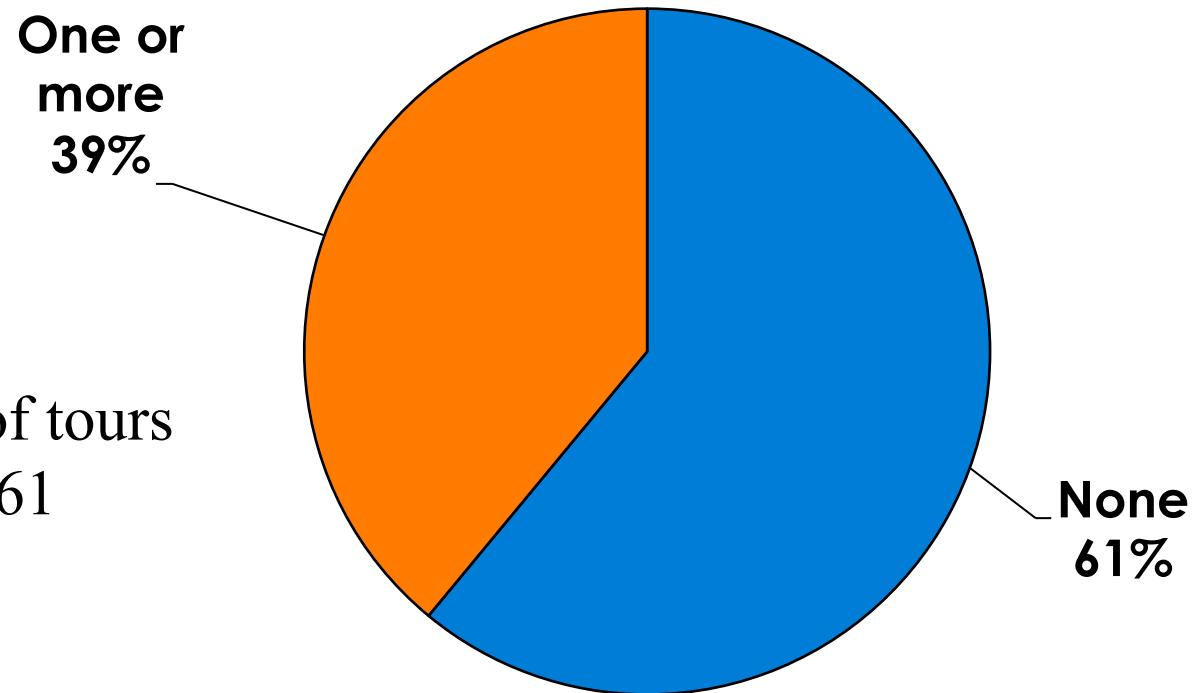
7=Very Satisfied/ 1=Very Dissatisfied

| Quality of Shopping | Variety of Shopping |
|------------------------------|------------------------------|
| Score of 6 to 7 = 10% | Score of 6 to 7 = 10% |
| Score of 4 to 5 = 86% | Score of 4 to 5 = 85% |
| Score 1 to 3 = 4% | Score 1 to 3 = 5% |
| MEAN = 4.56 | MEAN = 4.57 |

Satisfaction with Shopping

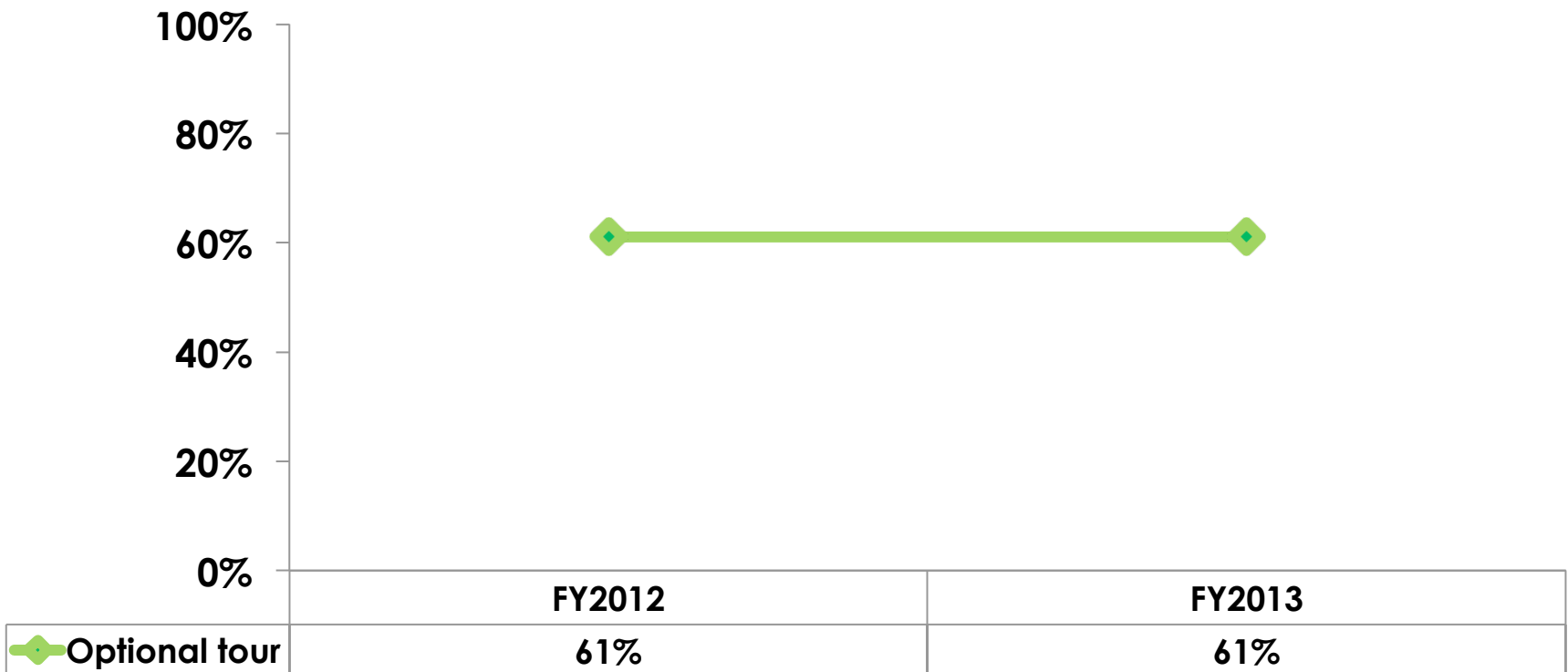


Optional Tour Participation



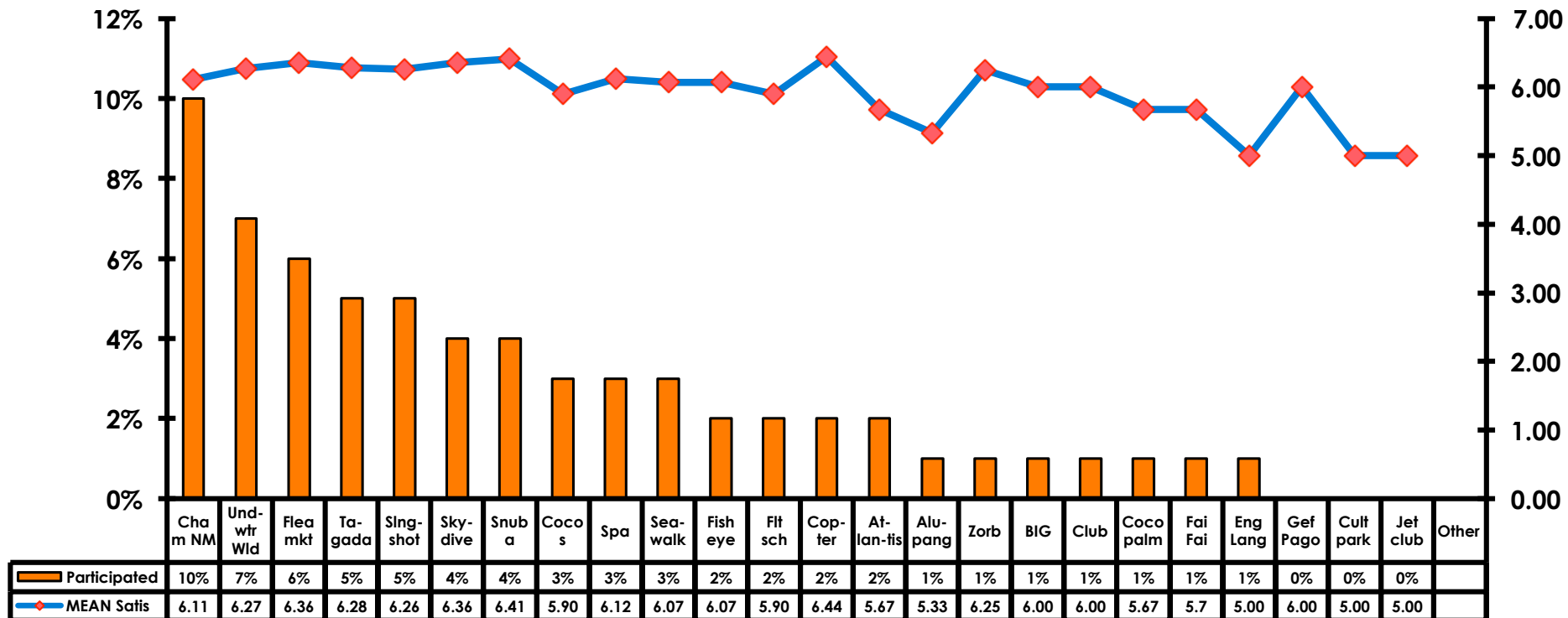
- Average number of tours participated in is .61

Optional Tour Participation



Optional Tours

Participation & Satisfaction



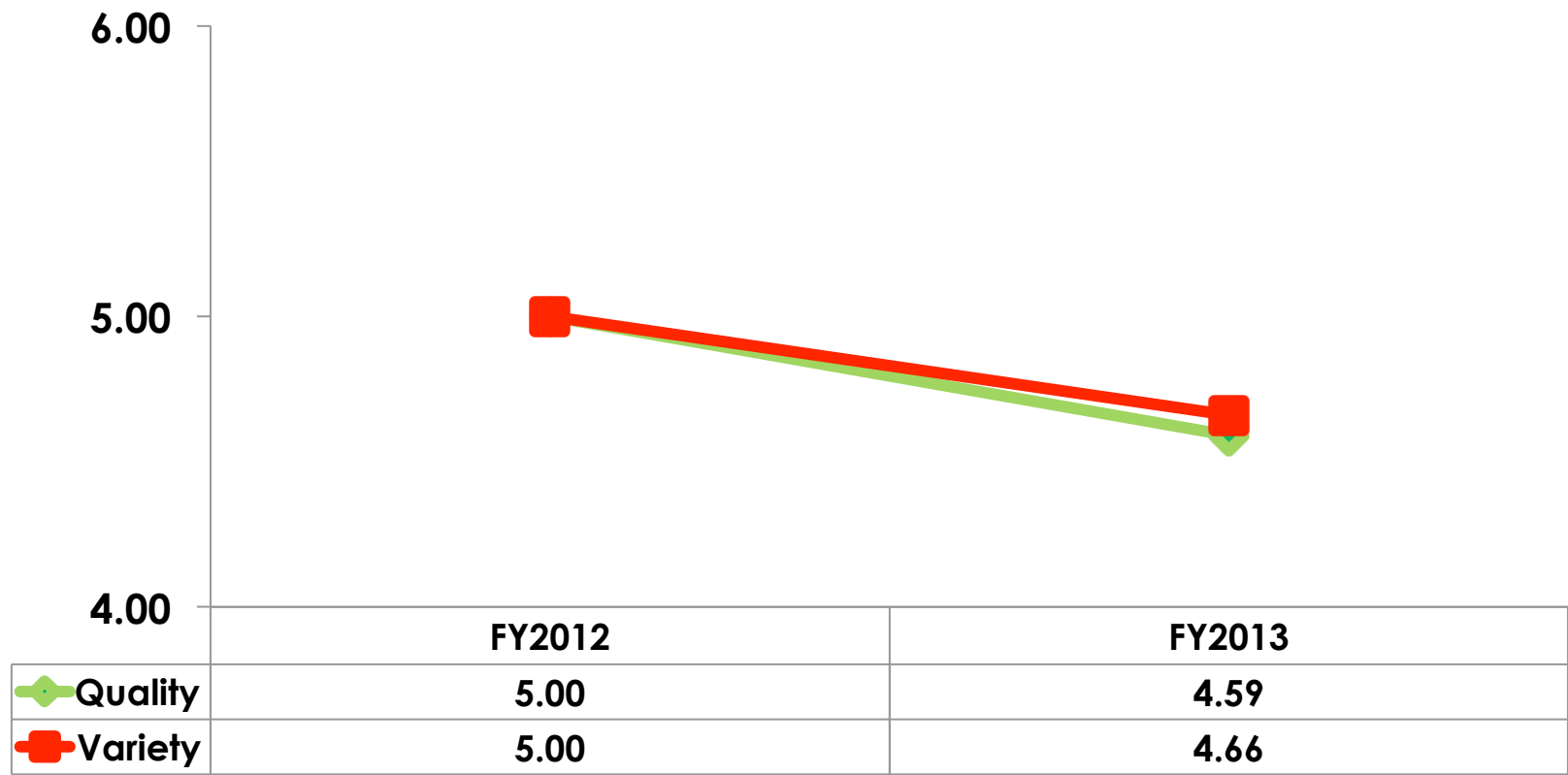
Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

| Quality of Day Tour | Variety of Day Tour |
|------------------------------|------------------------------|
| Score of 6 to 7 = 9% | Score of 6 to 7 = 11% |
| Score of 4 to 5 = 88% | Score of 4 to 5 = 84% |
| Score 1 to 3 = 3% | Score 1 to 3 = 4% |
| MEAN = 4.59 | MEAN = 4.66 |

Day Tours Satisfaction



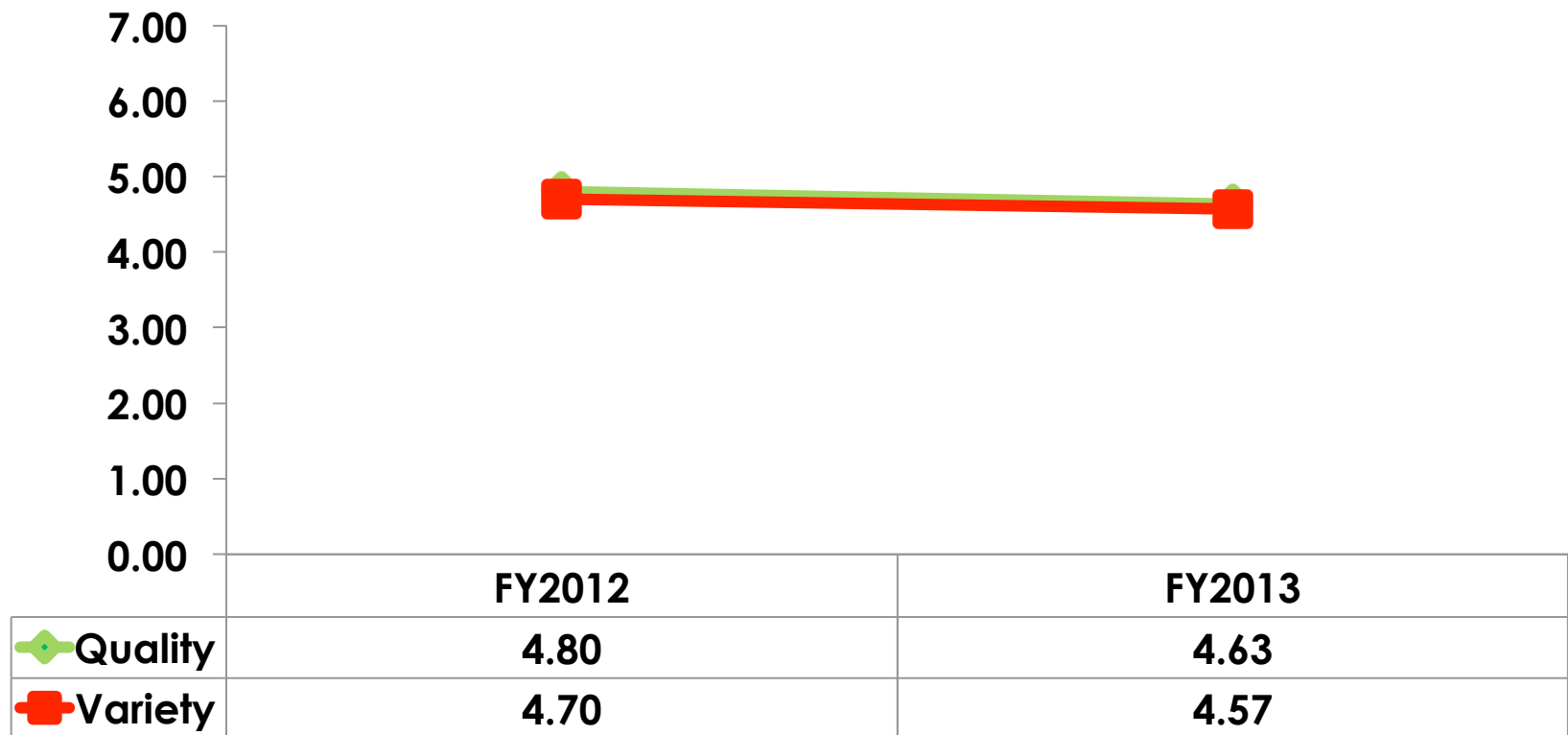
Night Tours Satisfaction

7pt Rating Scale

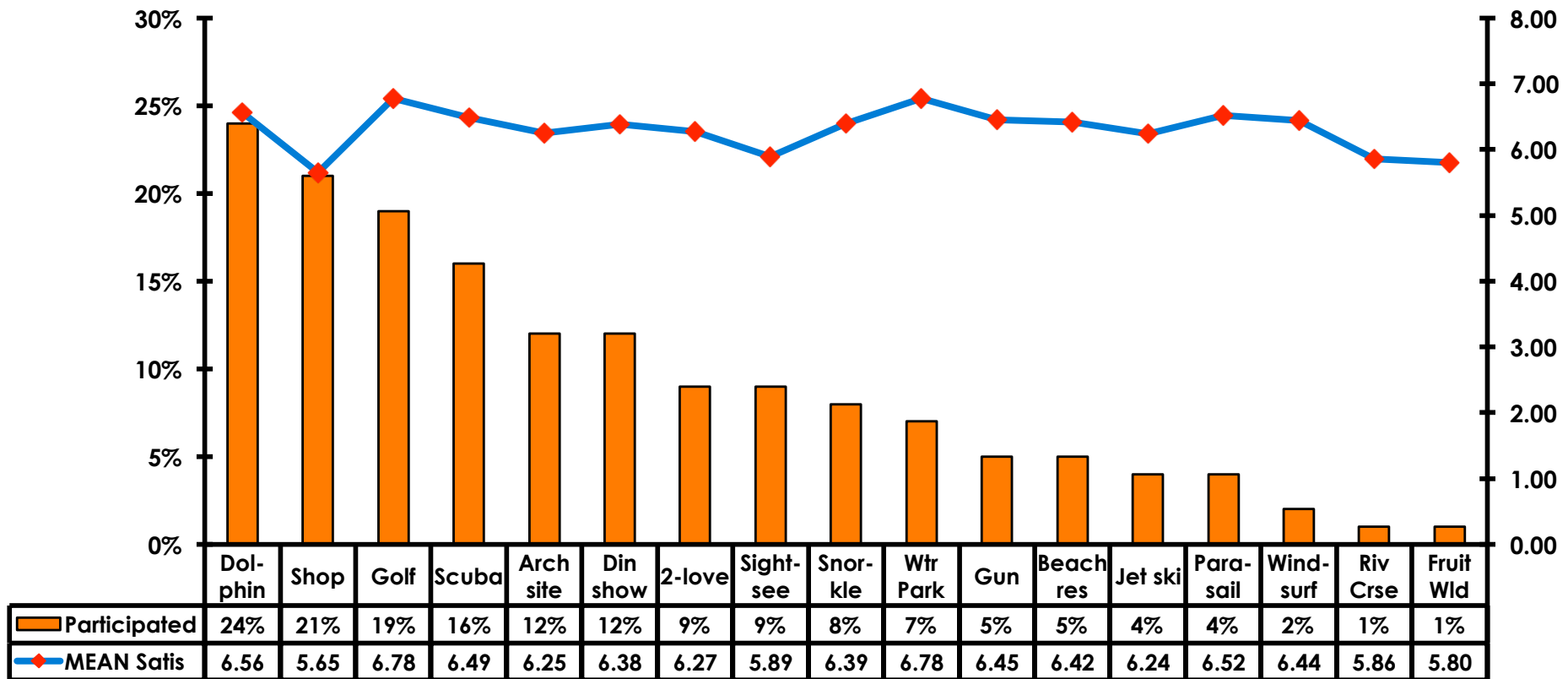
7=Very Satisfied/ 1=Very Dissatisfied

| Quality of Night Tour | Variety of Night Tour |
|------------------------------|------------------------------|
| Score of 6 to 7 = 11% | Score of 6 to 7 = 10% |
| Score of 4 to 5 = 86% | Score of 4 to 5 = 88% |
| Score 1 to 3 = 3% | Score 1 to 3 = 2% |
| MEAN = 4.63 | MEAN = 4.57 |

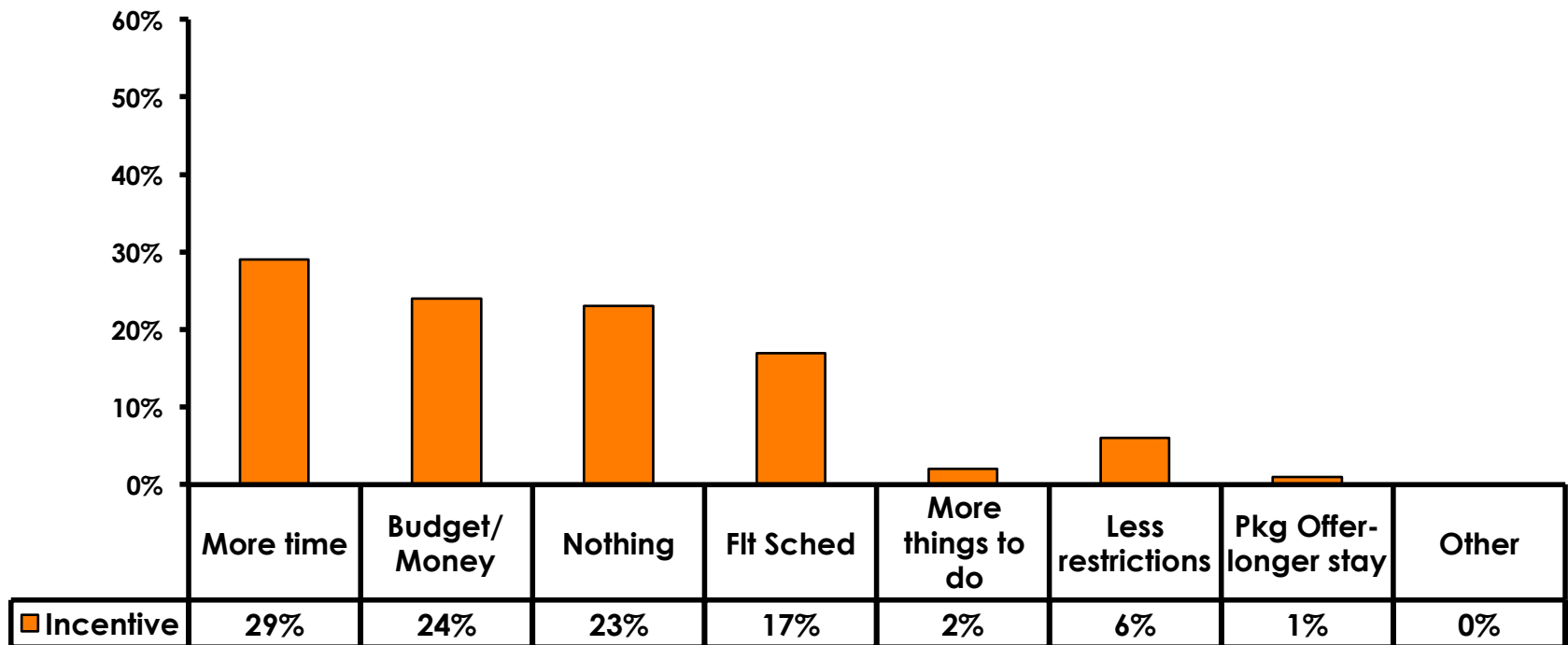
Night Tours Satisfaction



Satisfaction with Other Activities



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



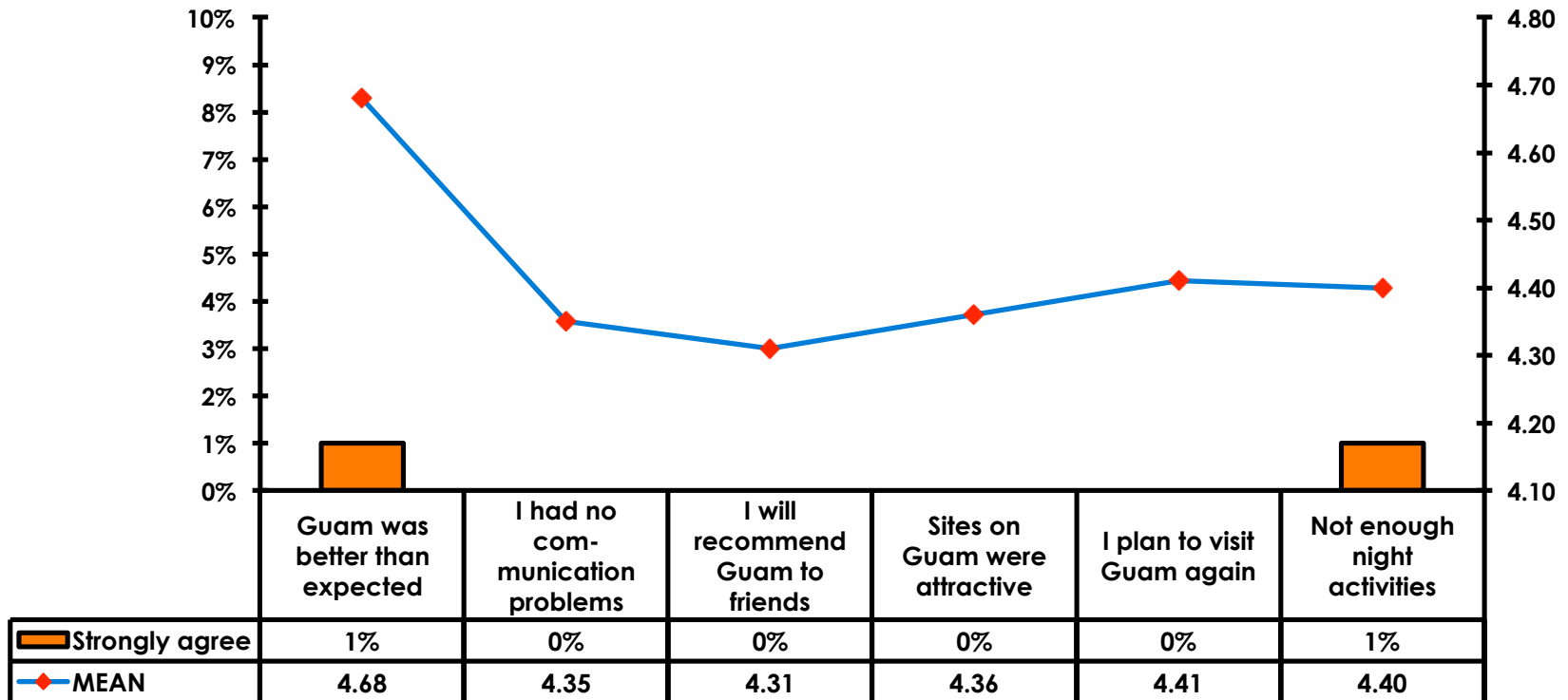
What would it take to make you want to stay an extra day in Guam?

| | FY2012 | FY2013 |
|-------------------------------------|--------|--------|
| Nothing- spent right amount of time | 15% | 23% |
| More time | 29% | 29% |
| Budget/ money | 29% | 24% |
| More things to do | 7% | 2% |
| Less restrictions | 7% | 6% |
| Flight schedule times | 22% | 17% |
| Packages – longer stays | 3% | 1% |
| Other | - | 0% |

On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



On-Island Perceptions







6.00

5.00

4.00

FY2012

FY2013

| | | |
|---|------|------|
|  Guam was better than expected | 4.90 | 4.68 |
|  I had no communication problems | 4.90 | 4.35 |
|  I will recommend Guam to friends | 4.80 | 4.31 |
|  Sites on Guam were attractive | 4.70 | 4.36 |
|  I plan to visit Guam again | 4.60 | 4.41 |
|  Not enough night activities | 4.30 | 4.40 |

4.90

4.68

4.90

4.35

4.80

4.31

4.70

4.36

4.60

4.41

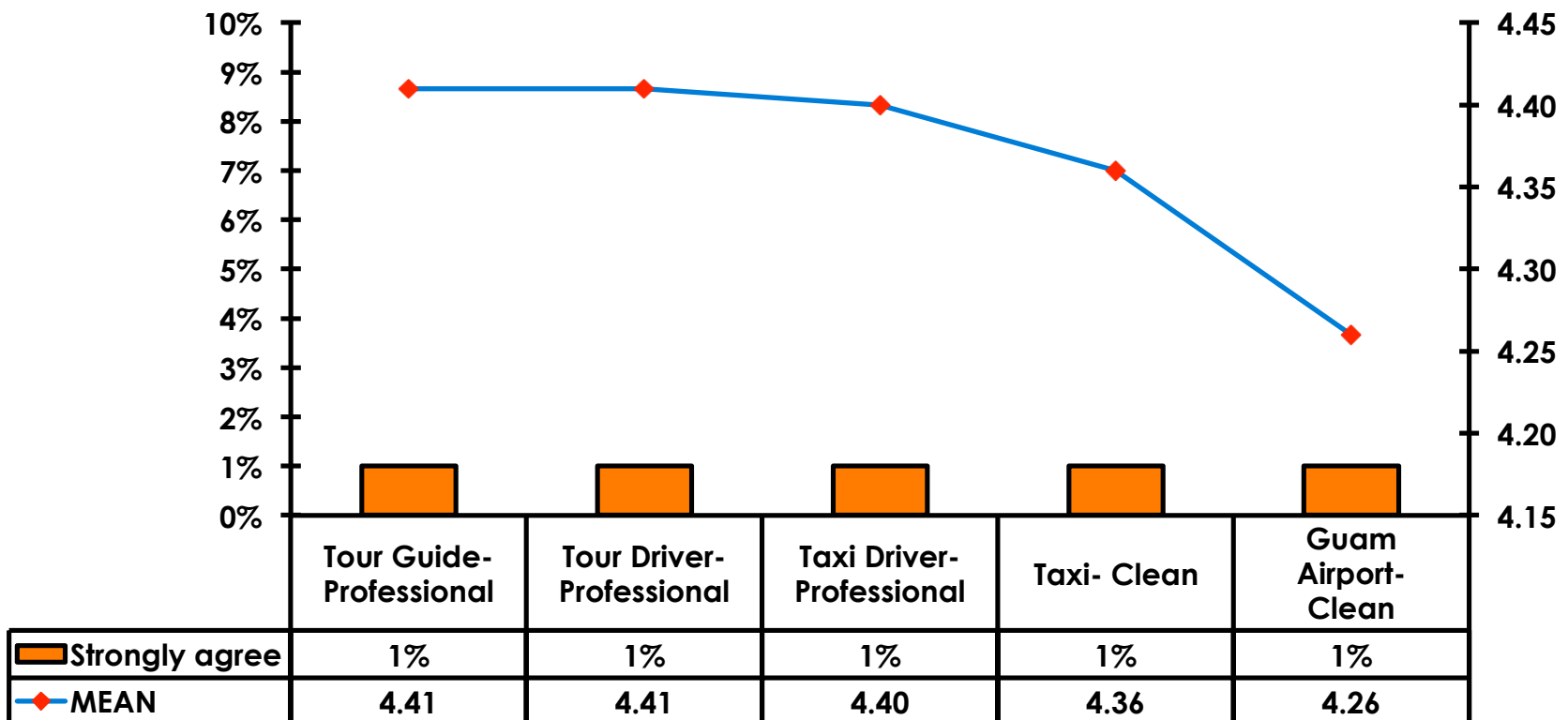
4.30

4.40

On-Island Perceptions

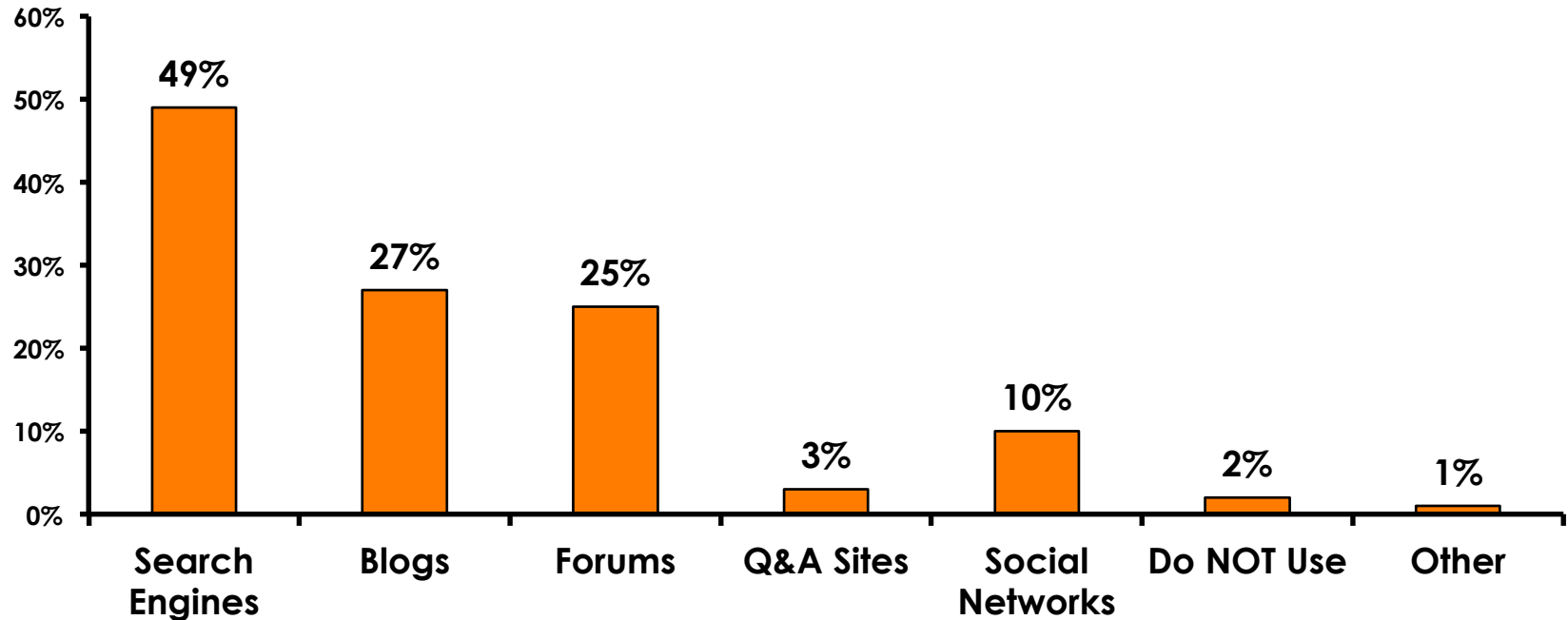
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



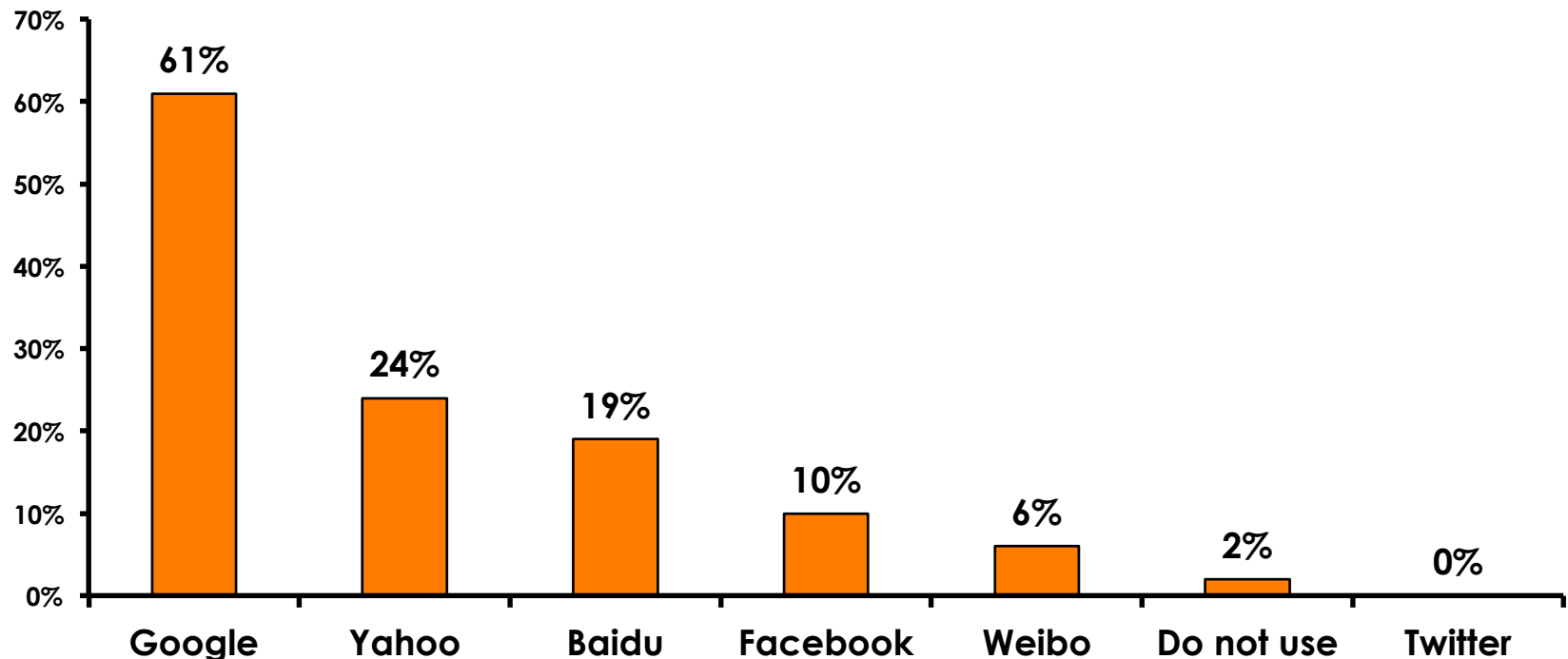
SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

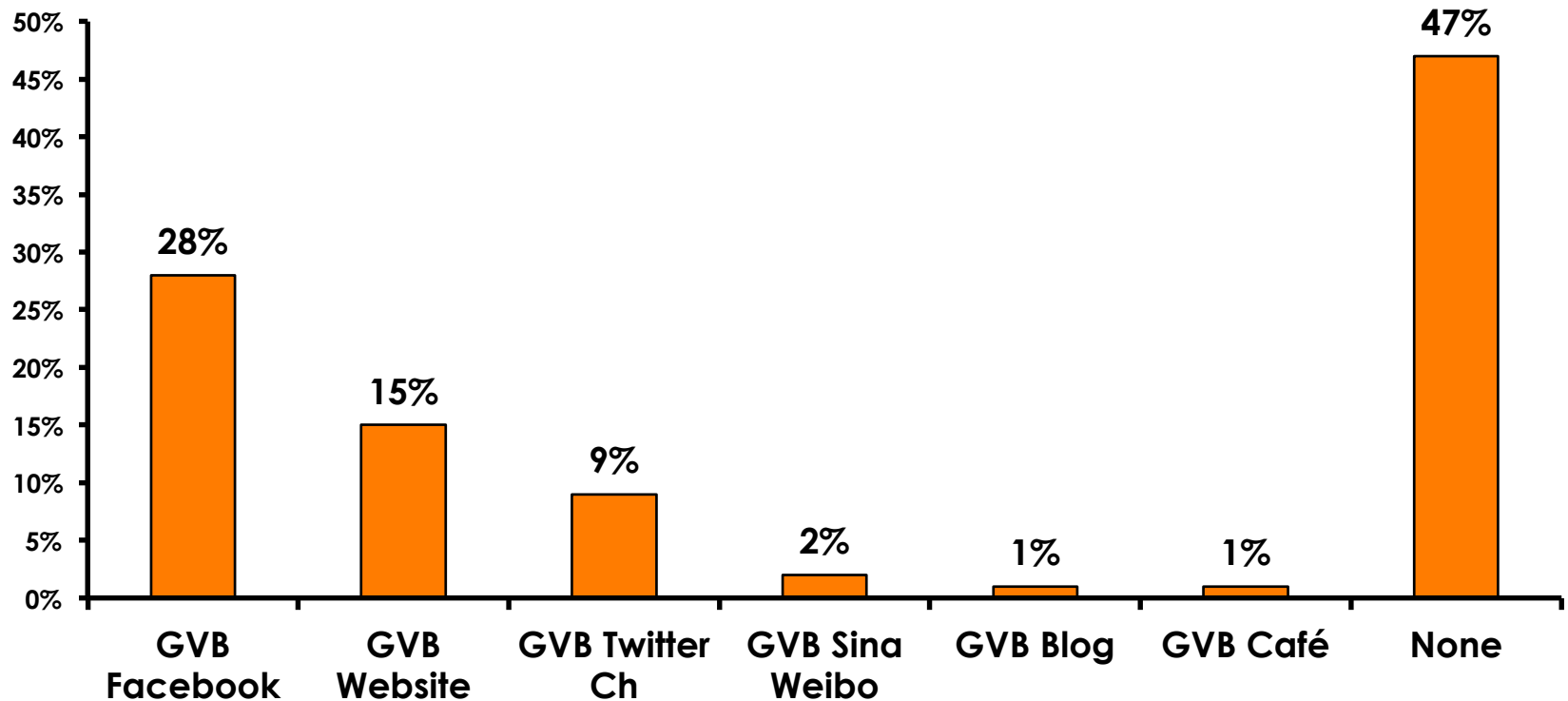


Internet- Things To Do

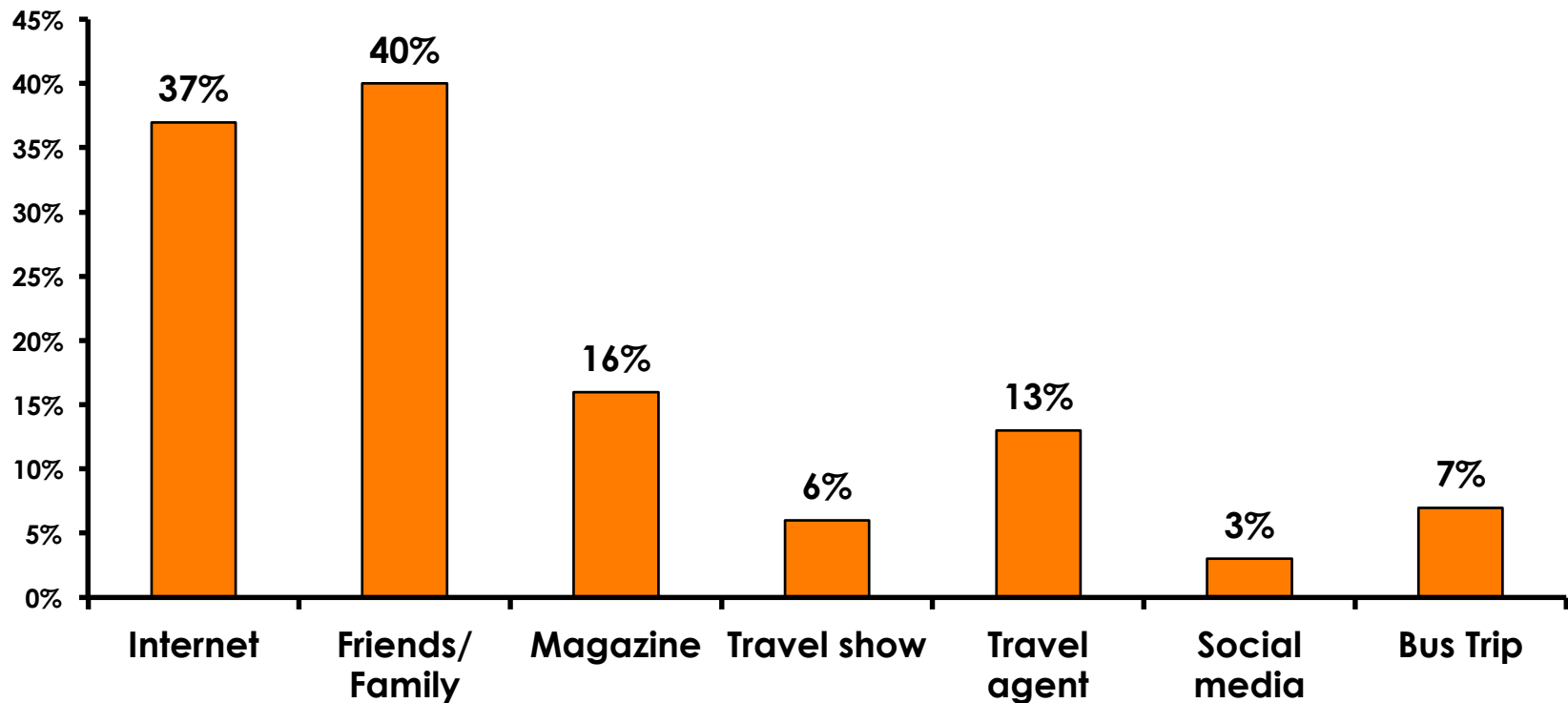
Sources of Info



Internet- GVB Sources

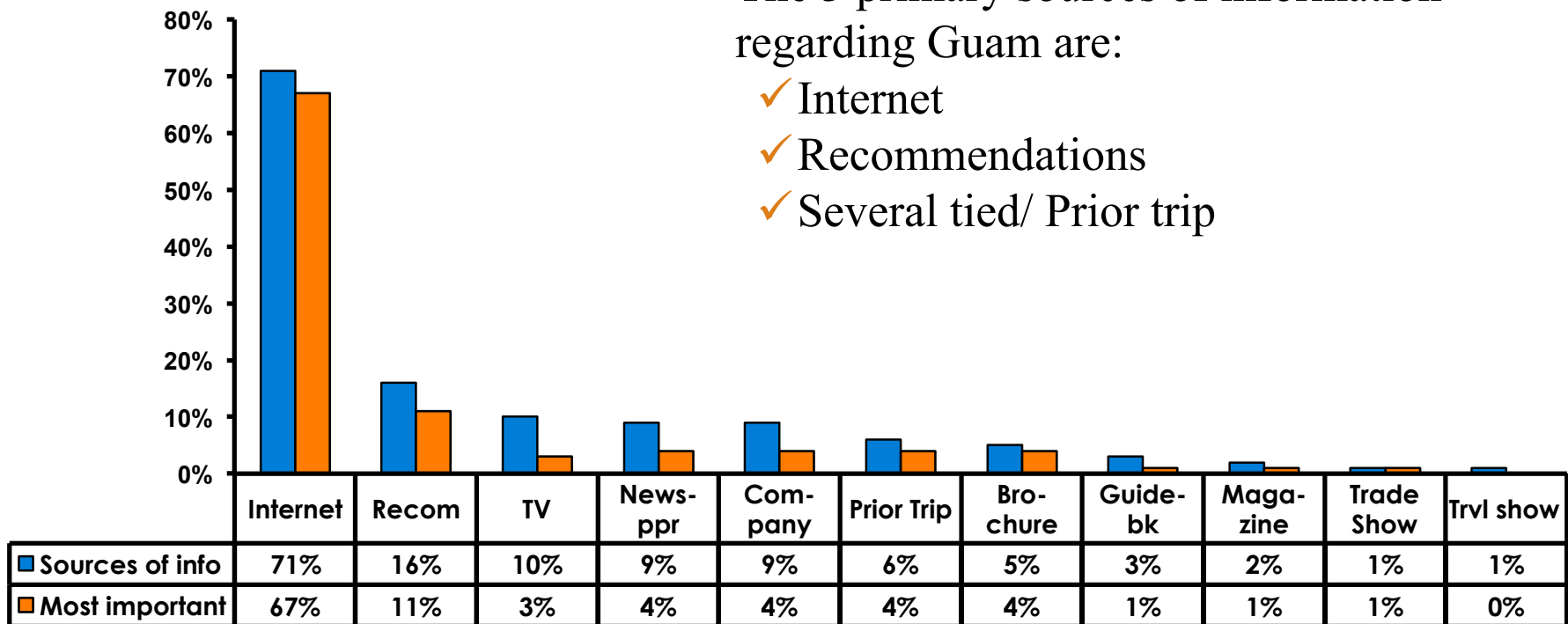


Travel Motivation- Info Sources



Sources of Information Pre-arrival

- The 3 primary sources of information regarding Guam are:
 - ✓ Internet
 - ✓ Recommendations
 - ✓ Several tied/ Prior trip



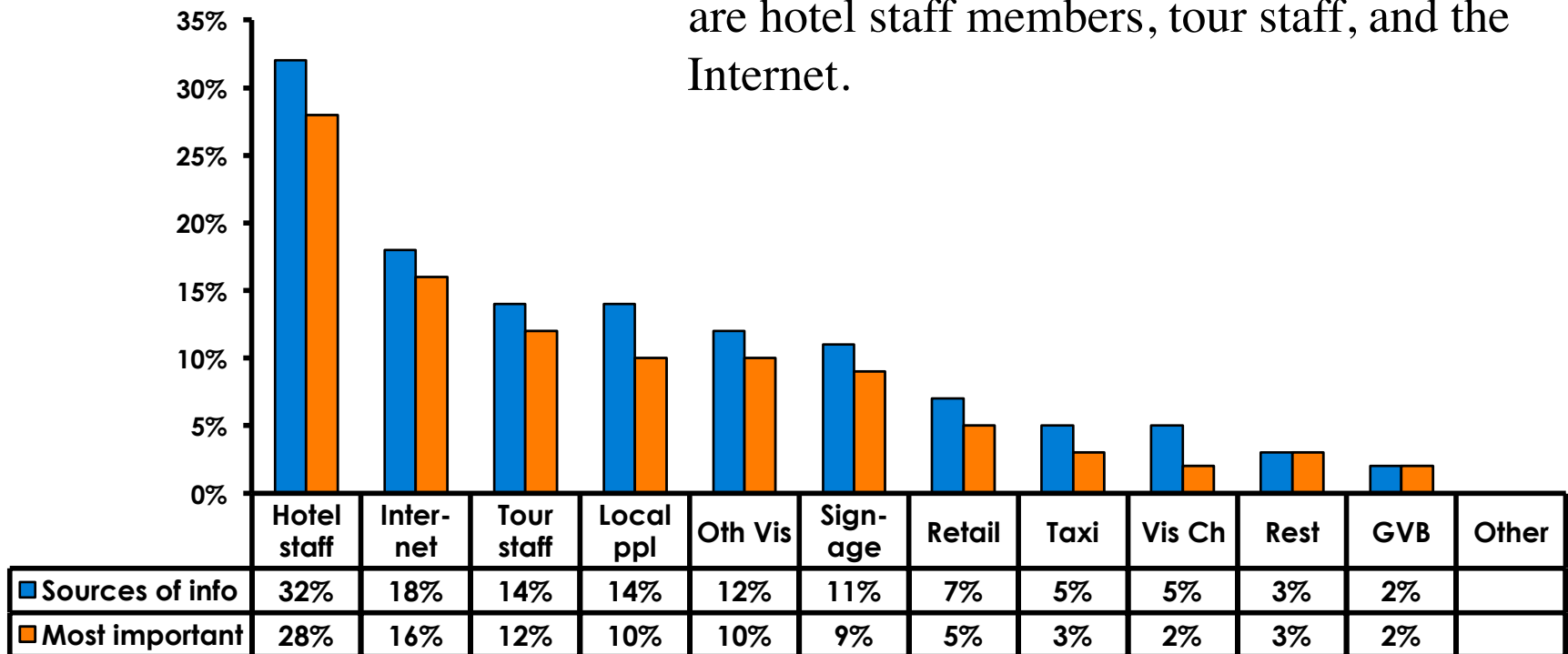
Sources of Information Pre-arrival

Top 3

| | FY2012 | FY2013 |
|-----------------|-----------|-----------|
| Internet | 65% | 67% |
| Recommendations | 6% | 22% |
| Prior trip | Not top 3 | 4% |
| Company | 7% | Not top 3 |

Sources of Information Post-arrival

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



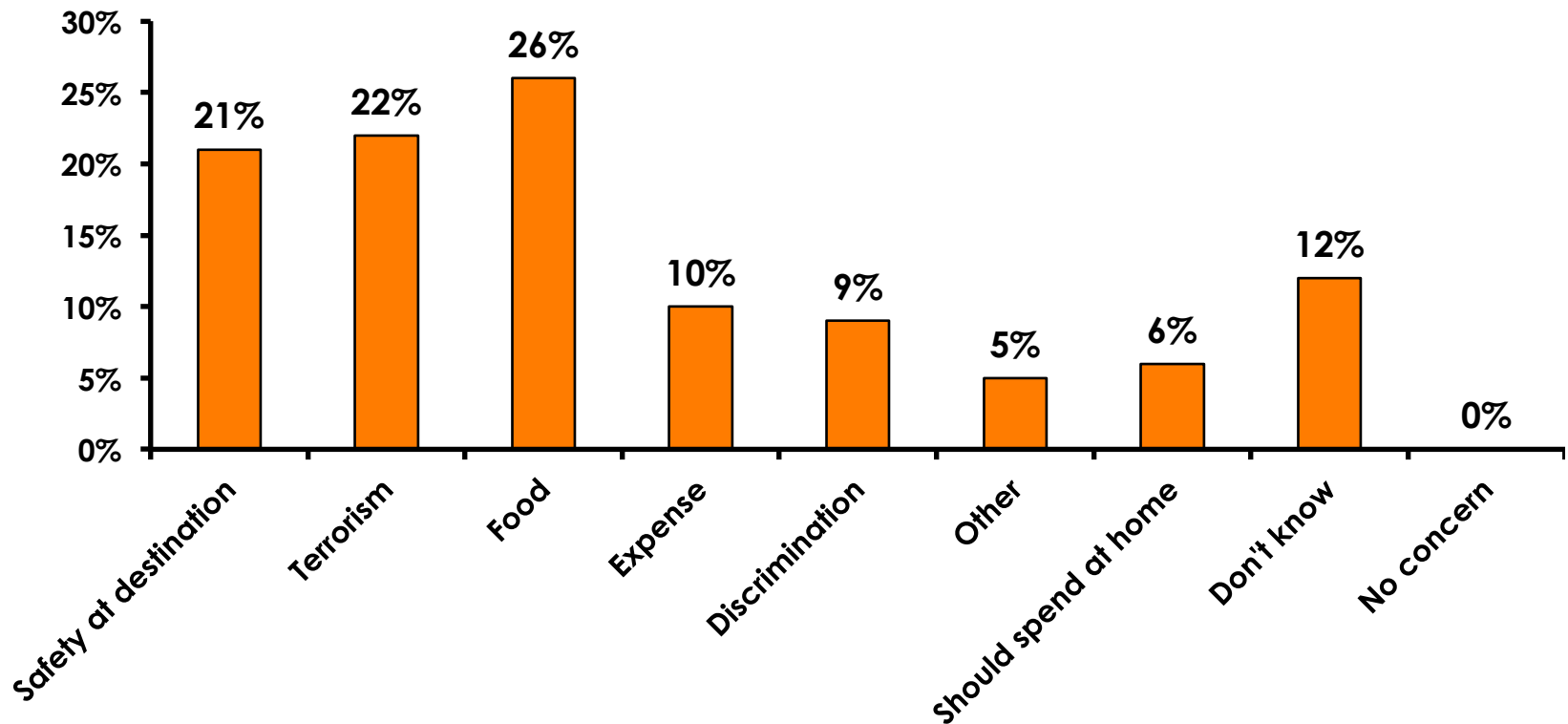
Sources of Information Post-arrival

Top 3

| | FY2012 | FY2013 |
|-----------------|-----------|-----------|
| Hotel staff | 34% | 28% |
| Internet | Not top 3 | 16% |
| Tour staff | 15% | 12% |
| Visitor Channel | 11% | Not top 3 |

SECTION 6 **OTHER ISSUES**

Concerns about travel outside of Hong Kong - Overall



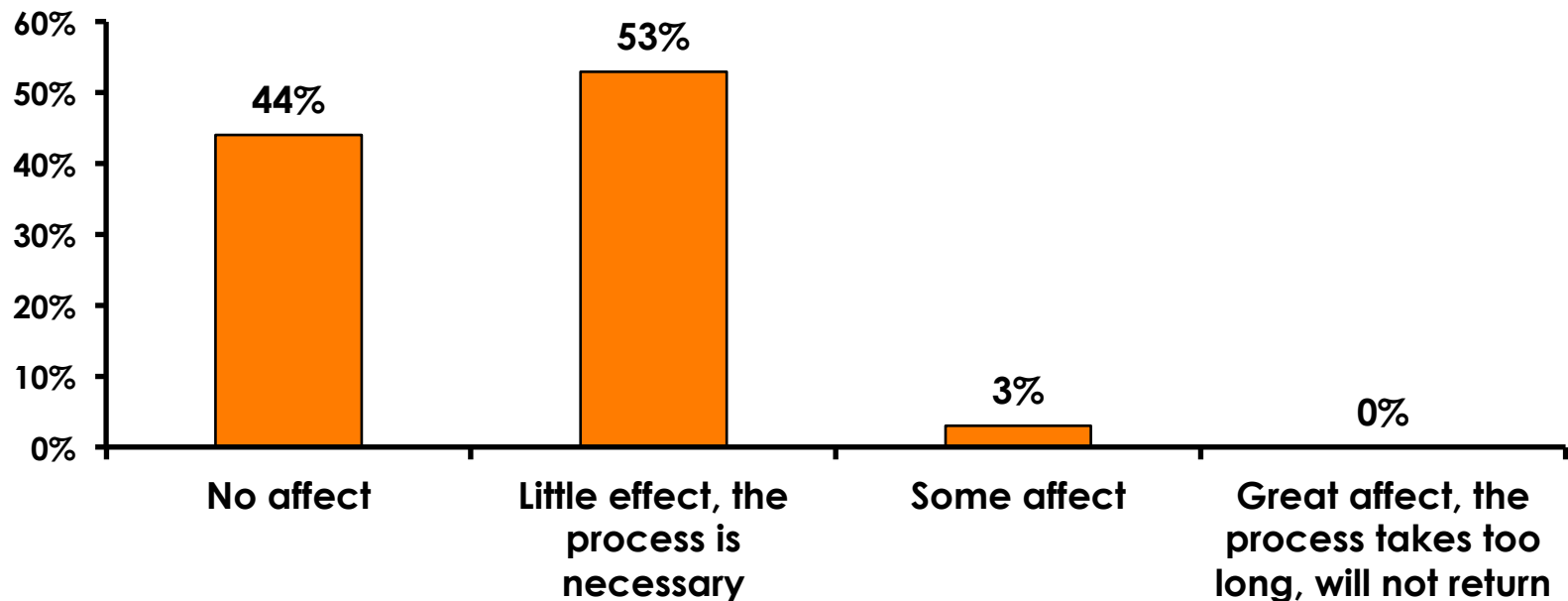
Concerns about travel outside of Hong Kong

| | FY2012 | FY2013 |
|---------------------------|--------|--------|
| Safety | 41% | 21% |
| Expense | 33% | 10% |
| Food | 22% | 26% |
| Terrorism | 20% | 22% |
| Discrimination | 8% | 9% |
| Should spend @home | 5% | 6% |
| Other | 1% | 5% |
| DK | 10% | 12% |
| No Concern | 6% | 0% |

Concerns about travel outside of Hong Kong - By Age & Income

| | | TOTAL | AGE | | | | Q26 | | | | | | |
|-----|--------------------------------|-------|-------|-------|-------|-----|-----------|-----------------|-----------------|-----------------|-----------------|-----------------|--------------------|
| | | - | 18-24 | 25-34 | 35-49 | 50+ | <=HKD120K | HKD120K-HKD240K | HKD240K-HKD500K | HKD500K-HKD1.0M | HKD1.0M-HKD2.0M | HKD2.0M-HKD3.0M | HKD3.0M+ No Income |
| Q21 | Food | 26% | 37% | 24% | 27% | 4% | | 50% | 25% | 32% | 35% | 28% | 10% |
| | Terrorism | 22% | 24% | 19% | 25% | 31% | | | 40% | 29% | 27% | 30% | |
| | Safety | 21% | 22% | 19% | 24% | 12% | | 100% | 40% | 17% | 16% | 30% | 52% |
| | Don't know | 12% | 15% | 12% | 11% | 19% | | | 5% | 4% | 4% | 8% | 45% |
| | Expense | 10% | 7% | 11% | 6% | 8% | | | 10% | 13% | 14% | 13% | 1% |
| | Discrimination against Chinese | 9% | 4% | 11% | 8% | 8% | | | | 3% | 4% | | |
| | Should spend at home | 6% | 2% | 7% | 2% | 27% | | | 5% | 5% | 6% | 8% | 1% |
| | Other | 5% | 6% | 6% | 3% | 8% | | | 5% | 7% | 6% | 10% | |
| | No concerns | 0% | 2% | | 0% | | | | | | 1% | | 10% |
| | Total Count | 594 | 54 | 298 | 201 | 26 | | 2 | 20 | 134 | 109 | 40 | 67 |

Security Screening/ Immigration Process at Guam International Airport



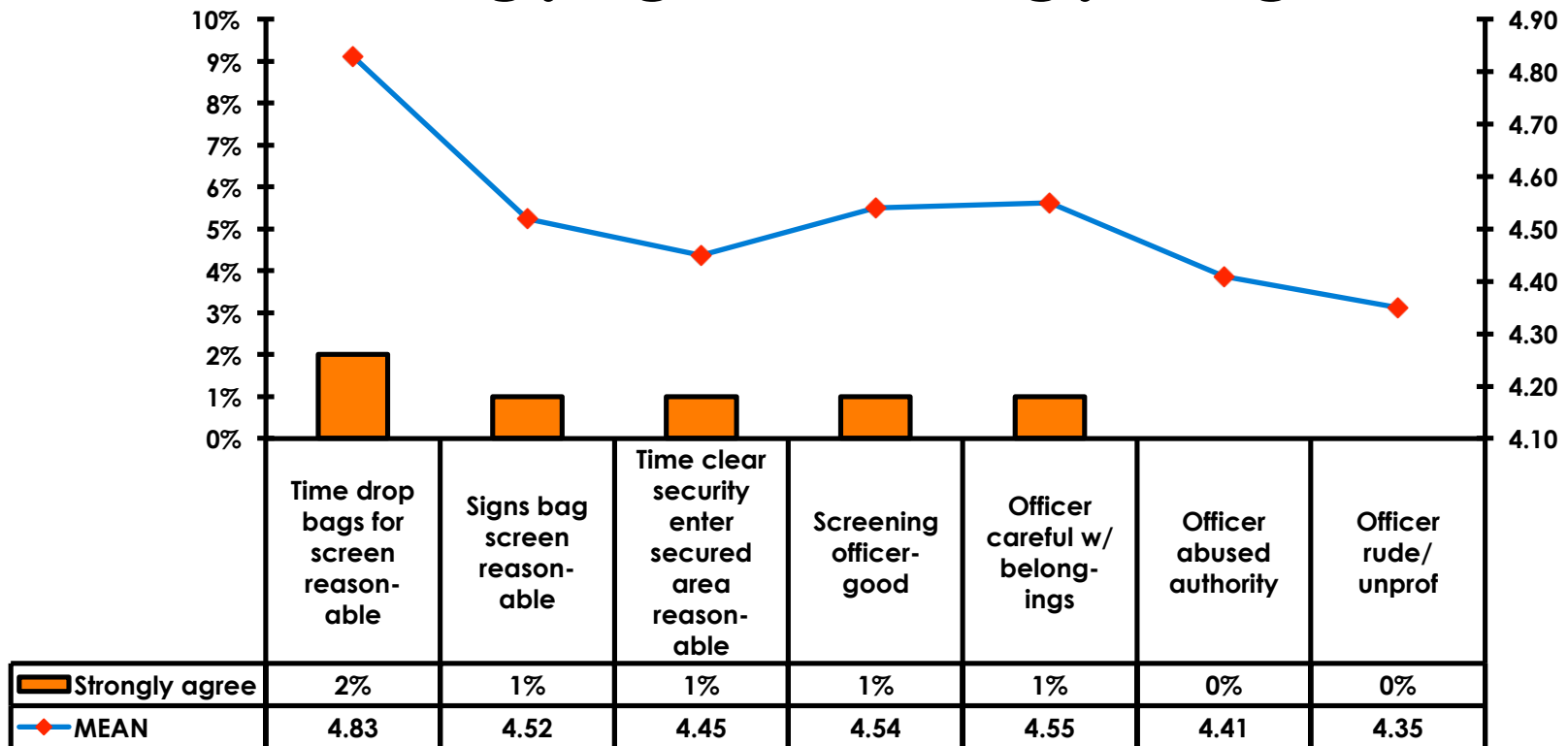
Security Screening/ Immigration Process at Guam International Airport

| | FY2012 | FY2013 |
|---------------|--------|--------|
| No effect | 47% | 44% |
| Little effect | 43% | 53% |
| Some effect | 8% | 3% |
| Great effect | 2% | 0% |

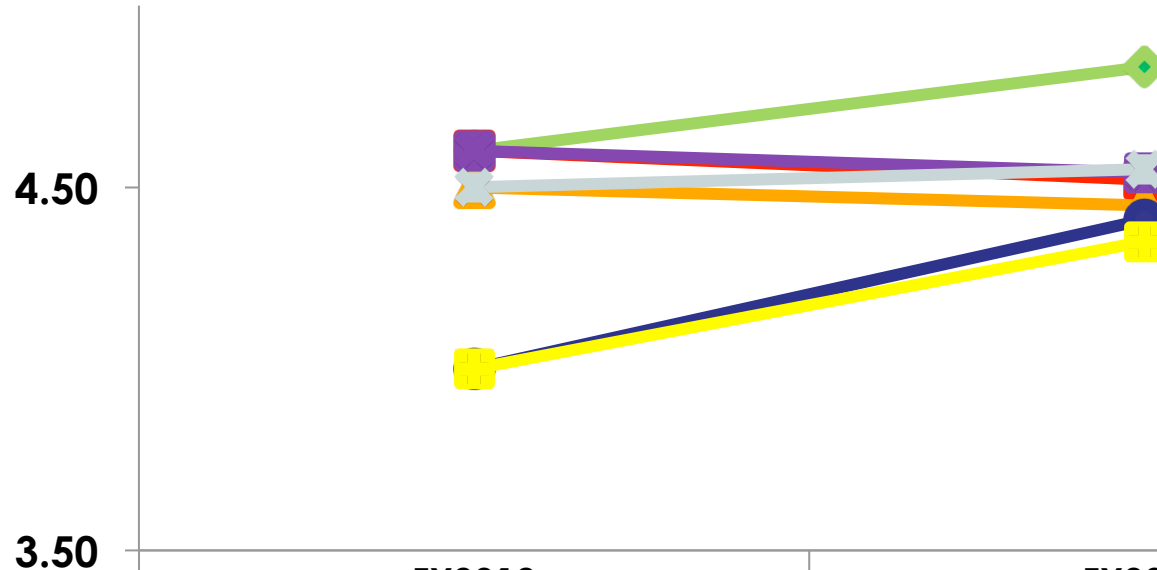
Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



Airport Screening



| | FY2012 | FY2013 |
|----------------------|--------|--------|
| Time- Bag screening | 4.60 | 4.83 |
| Sign- Bag Screen | 4.60 | 4.52 |
| Time- clear security | 4.50 | 4.45 |
| Officer- good | 4.60 | 4.54 |
| Officer- careful | 4.50 | 4.55 |
| Officer- abusive | 4.00 | 4.41 |
| Officer- rude | 4.00 | 4.35 |