



# GUAM VISITORS BUREAU

## Hong Kong Visitor Tracker Exit Profile

### FY2014 Data Aggregation



Prepared by: QMark Research

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# Background & Methodology

- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **462** 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 **462** is +/- 4.56 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 +/- 4.56 percentage points.

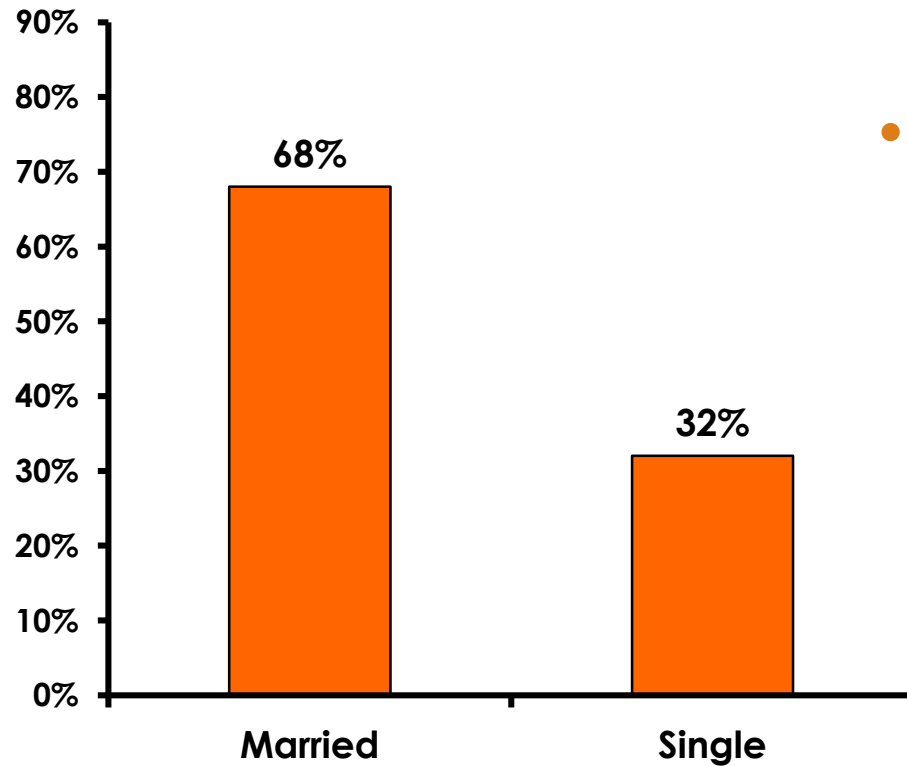
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# OBJECTIVES

- 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.

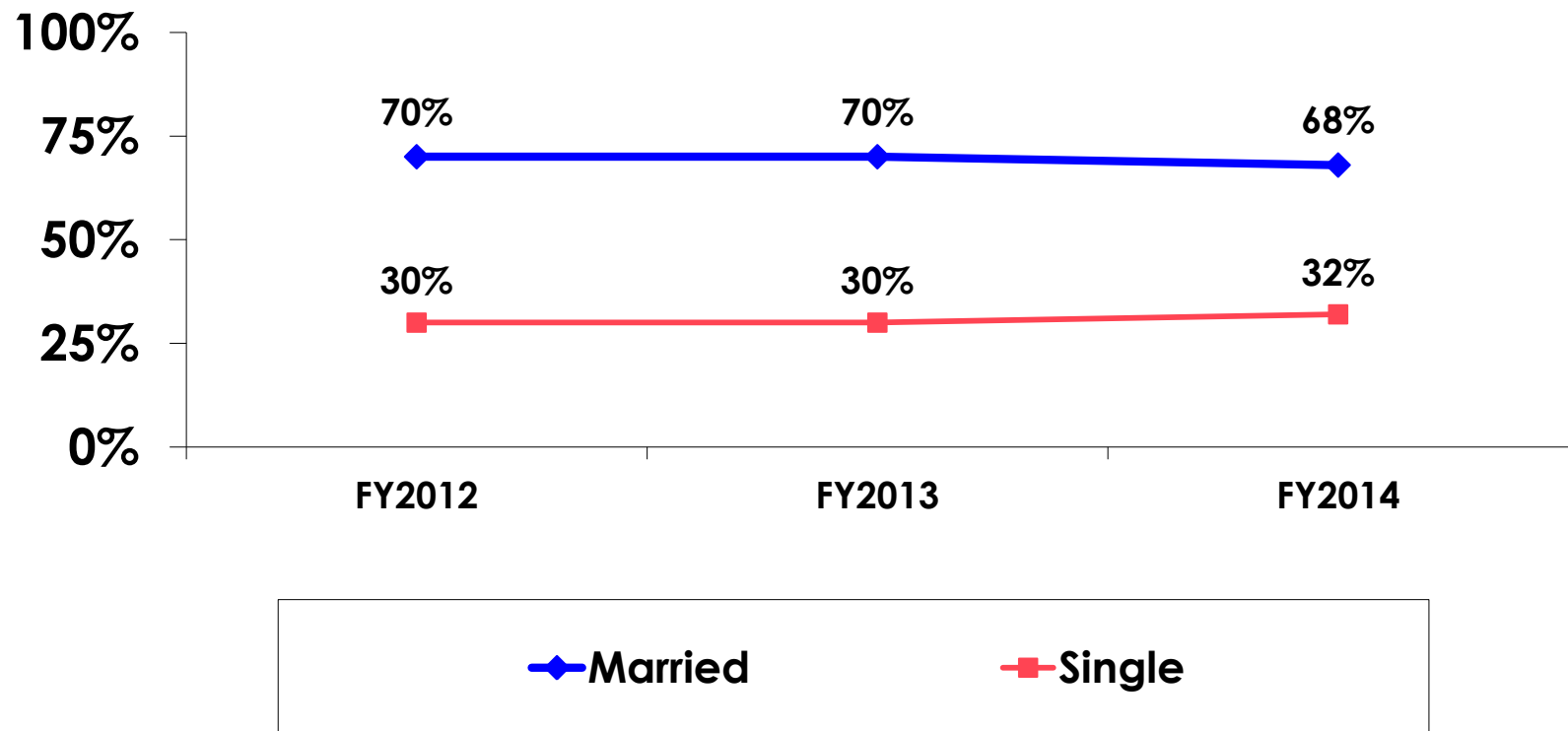
# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status - Overall

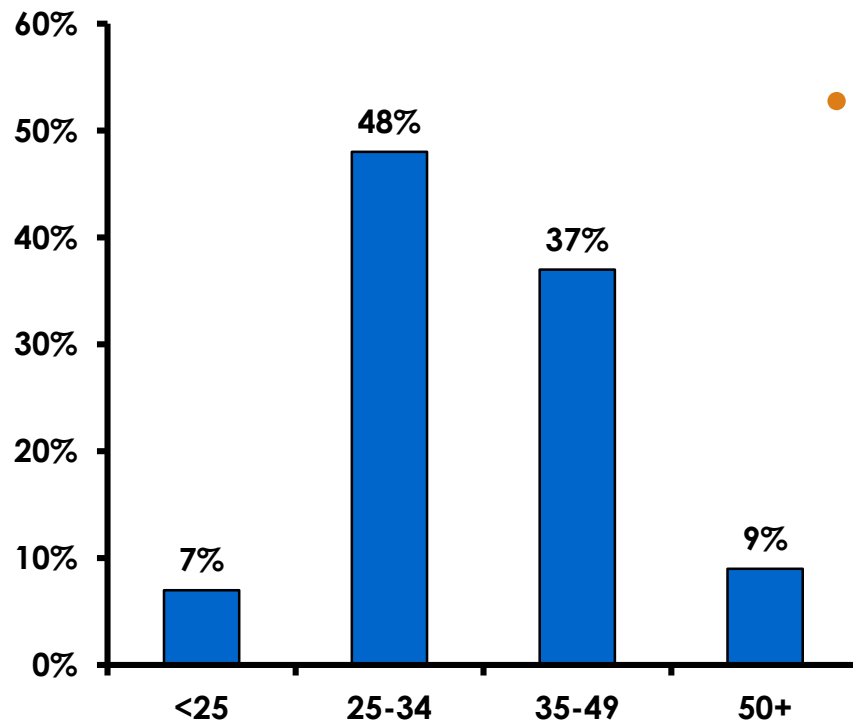


- Majority of visitors are married.

# MARITAL STATUS

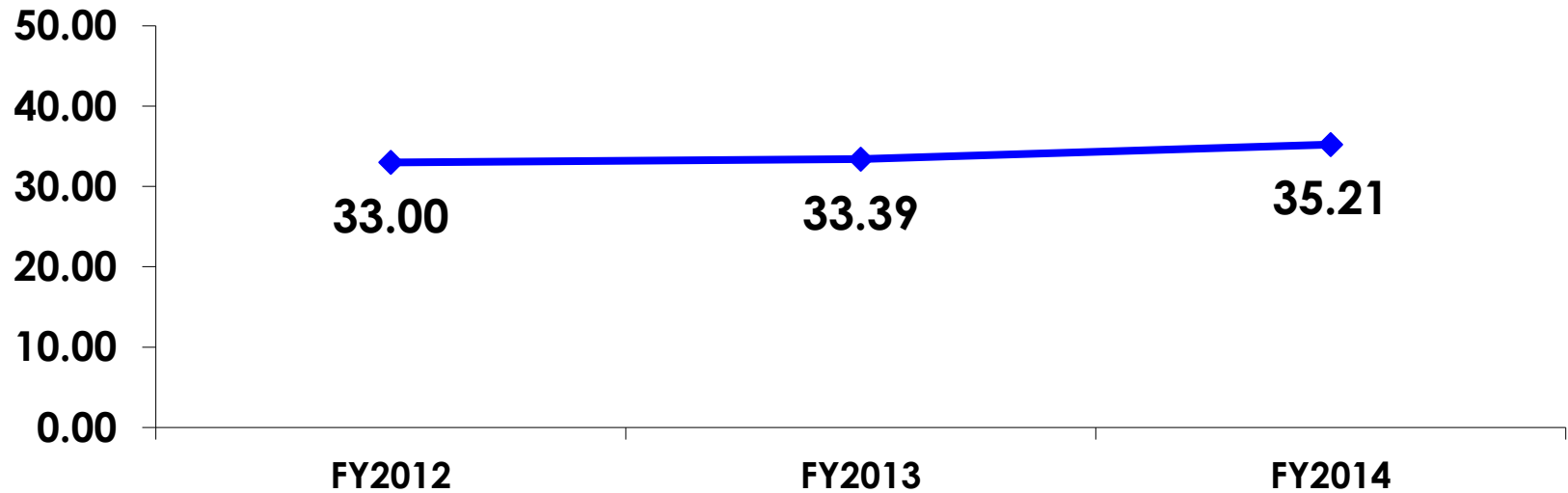


# Age - Overall



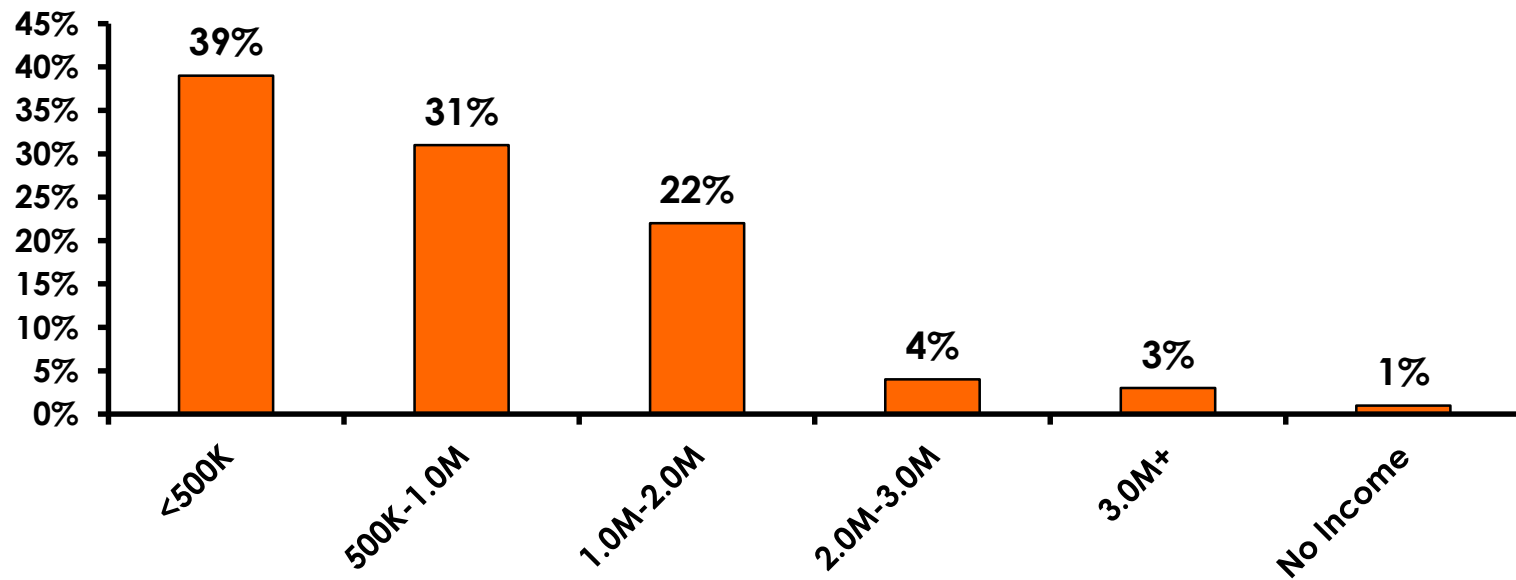
- The average age of the respondents is 35.21 years of age.

# AVERAGE - AGE





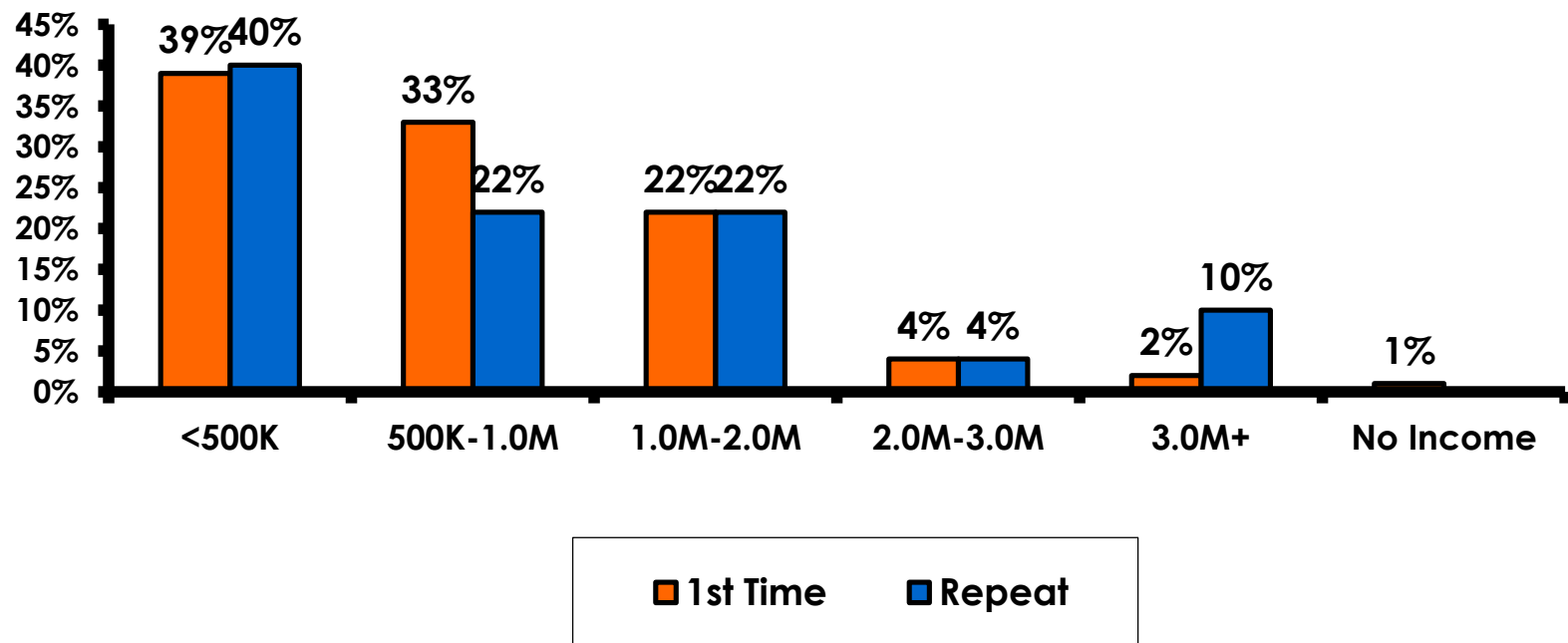
# Personal Income



# Personal Income

	FY2012	FY2013	FY2014
<500K	53%	6%	39%
500K-1.0M	34%	35%	31%
1.0M-2.0M	7%	29%	22%
2.0M-3.0M	3%	11%	4%
3.0M+	2%	17%	3%
Refused/ None	2%	3%	1%

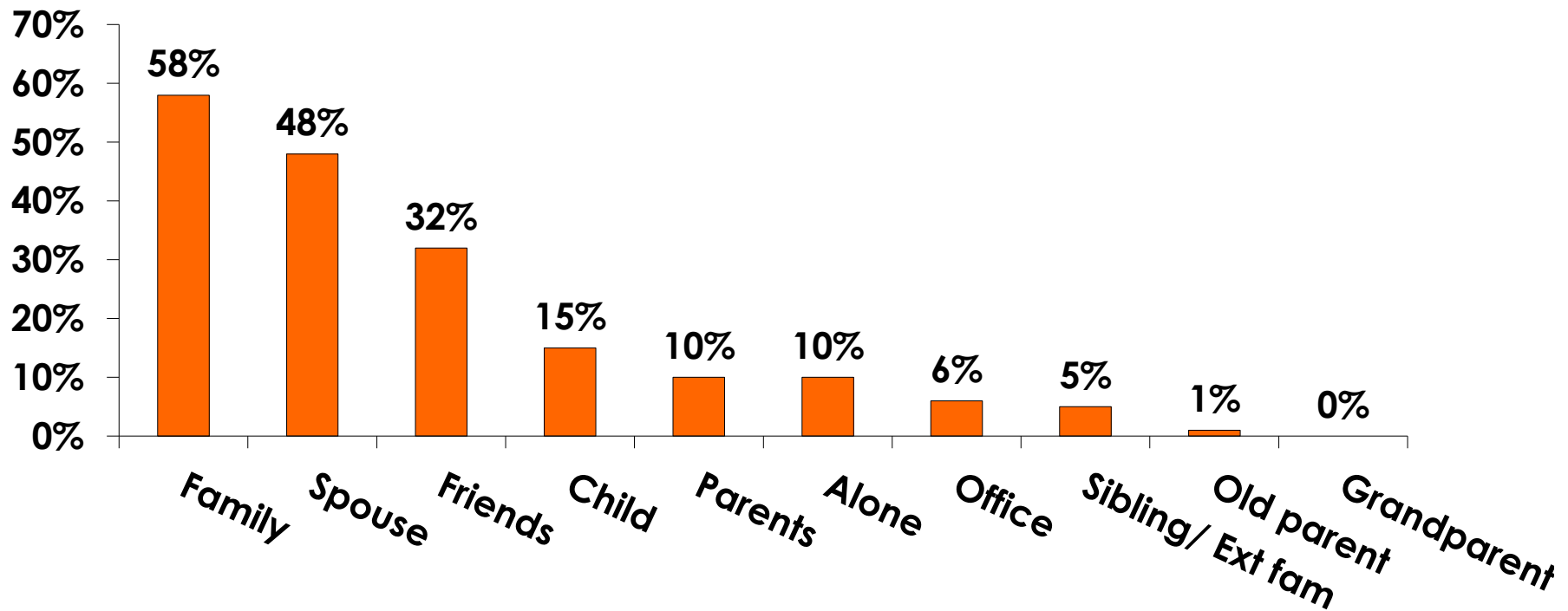
# Personal Income – 1st time vs. repeat



# Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<=HKD120K	Count	10	3	7	2	4	3	1
		Column N %	3%	2%	4%	10%	2%	2%	3%
	HKD120K-HKD240K	Count	41	14	27	5	20	11	3
		Column N %	12%	8%	15%	24%	12%	8%	10%
	HKD240K-HKD500K	Count	86	46	40	6	38	31	9
		Column N %	24%	26%	23%	29%	23%	23%	29%
	HKD500K-HKD1.0M	Count	110	57	53	5	67	29	8
		Column N %	31%	32%	30%	24%	41%	22%	26%
	HKD1.0M-HKD2.0M	Count	78	43	35		30	42	6
		Column N %	22%	24%	20%		18%	32%	19%
	HKD2.0M-HKD3.0M	Count	15	9	6	1	1	11	1
		Column N %	4%	5%	3%	5%	1%	8%	3%
	HKD3.0M+	Count	10	5	5		3	4	3
		Column N %	3%	3%	3%		2%	3%	10%
	No Income	Count	3	1	2	2		1	
		Column N %	1%	1%	1%	10%		1%	
Total		Count	353	178	175	21	163	132	31

# Travel Companions



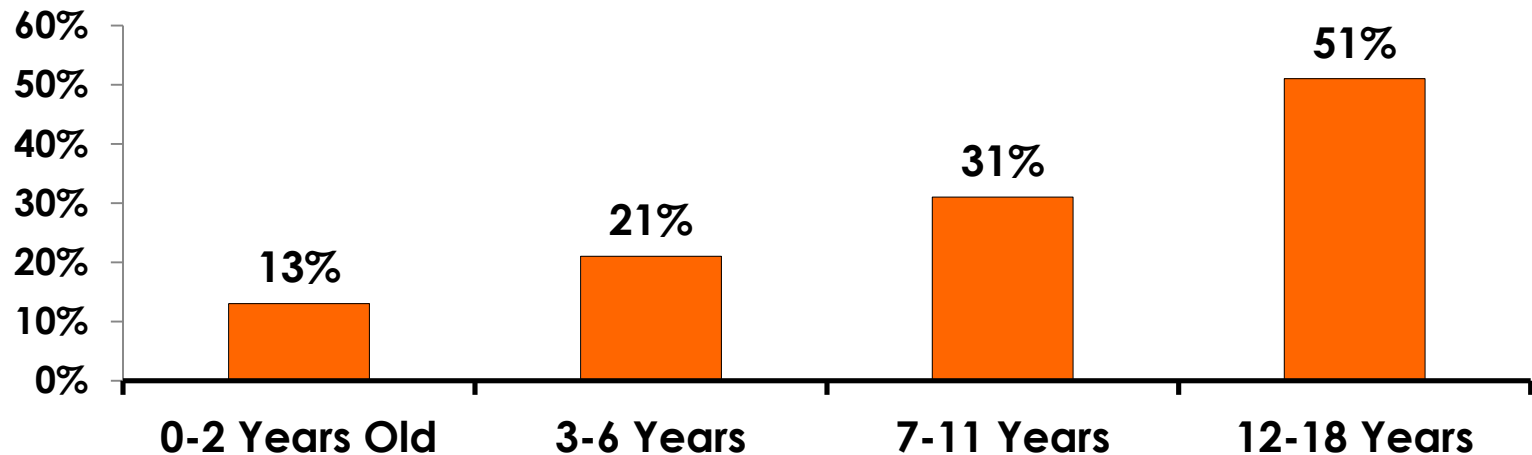
# Travel Companions

	FY2012	FY2013	FY2014
Family	15%	55%	58%
Child	10%	7%	15%
Spouse	51%	42%	48%
Friends	25%	20%	32%
Parent	-	7%	10%
Office	3%	4%	6%
Sibling/ Ext Fam	-	1%	5%
Alone	8%	24%	10%
Other	0%	-	1%

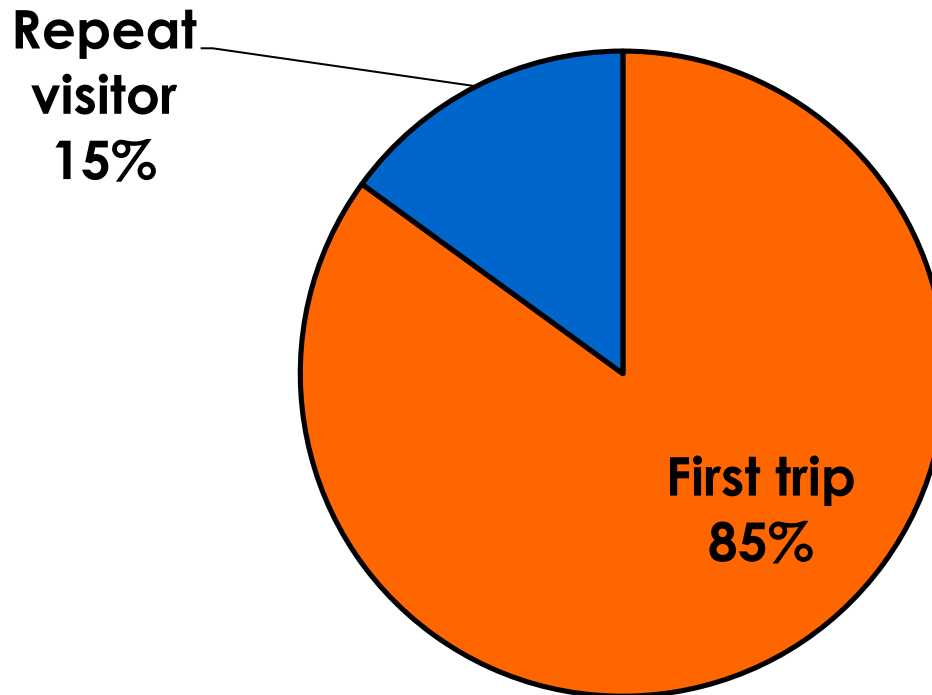
# Number of Children Travel Party

N=71 total respondents traveling with children.

(Of those N=71 respondents, there is a total of **102** children 18 years or younger)

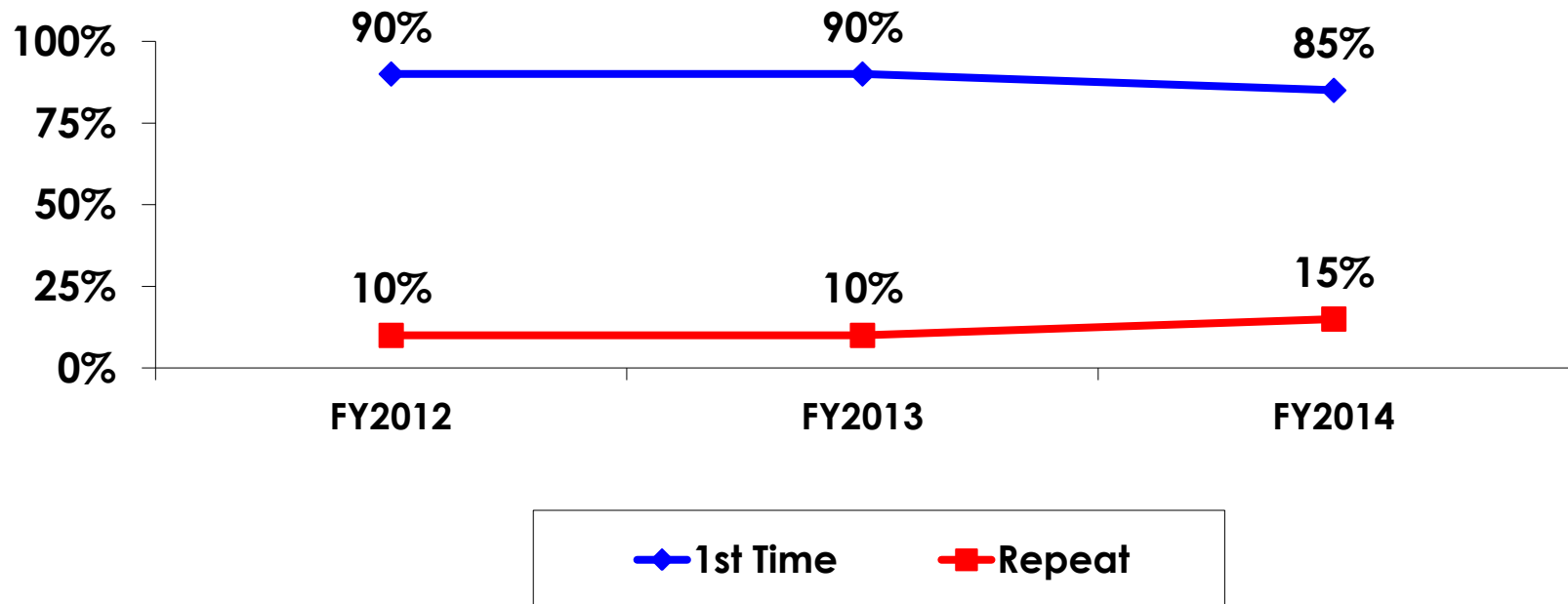


# Prior Trips to Guam





# PRIOR TRIPS TO GUAM



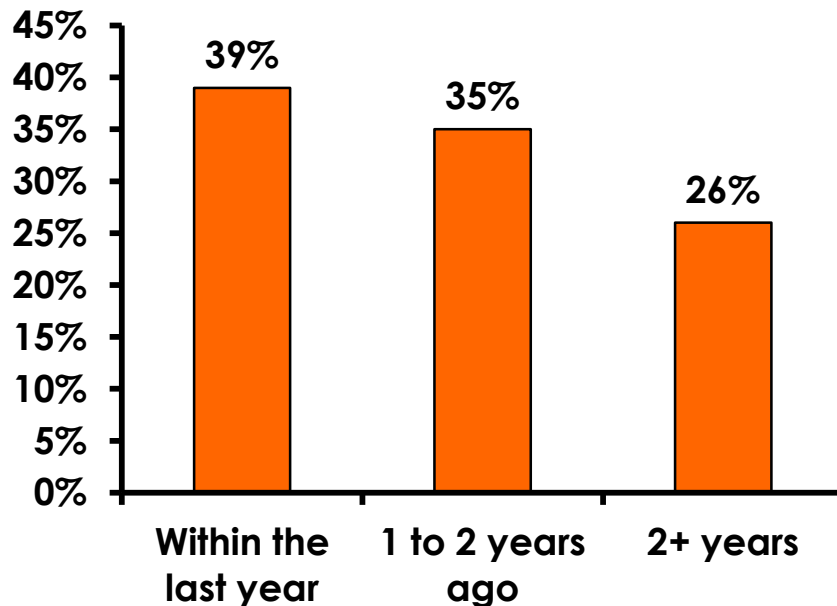
# Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
			-	1st	Repeat
GENDER	Male	Count	235	203	31
		Column N %	51%	52%	45%
	Female	Count	227	189	38
		Column N %	49%	48%	55%
	Total	Count	462	392	69
AGE	18-24	Count	30	26	4
		Column N %	7%	7%	6%
	25-34	Count	217	191	25
		Column N %	48%	50%	36%
	35-49	Count	168	139	29
		Column N %	37%	36%	42%
	50+	Count	39	28	11
		Column N %	9%	7%	16%
	Total	Count	454	384	69

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

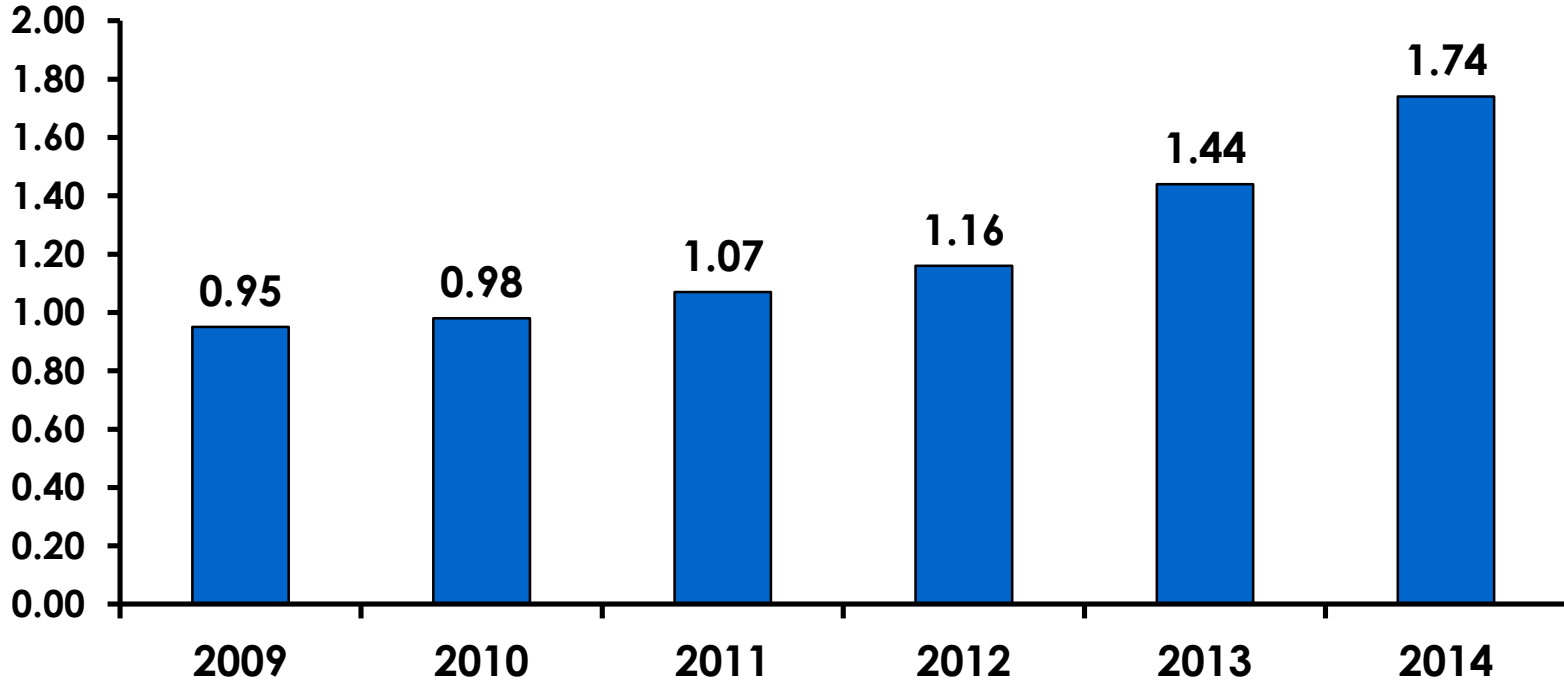
# Repeat Visitors Last Trip

n = 69



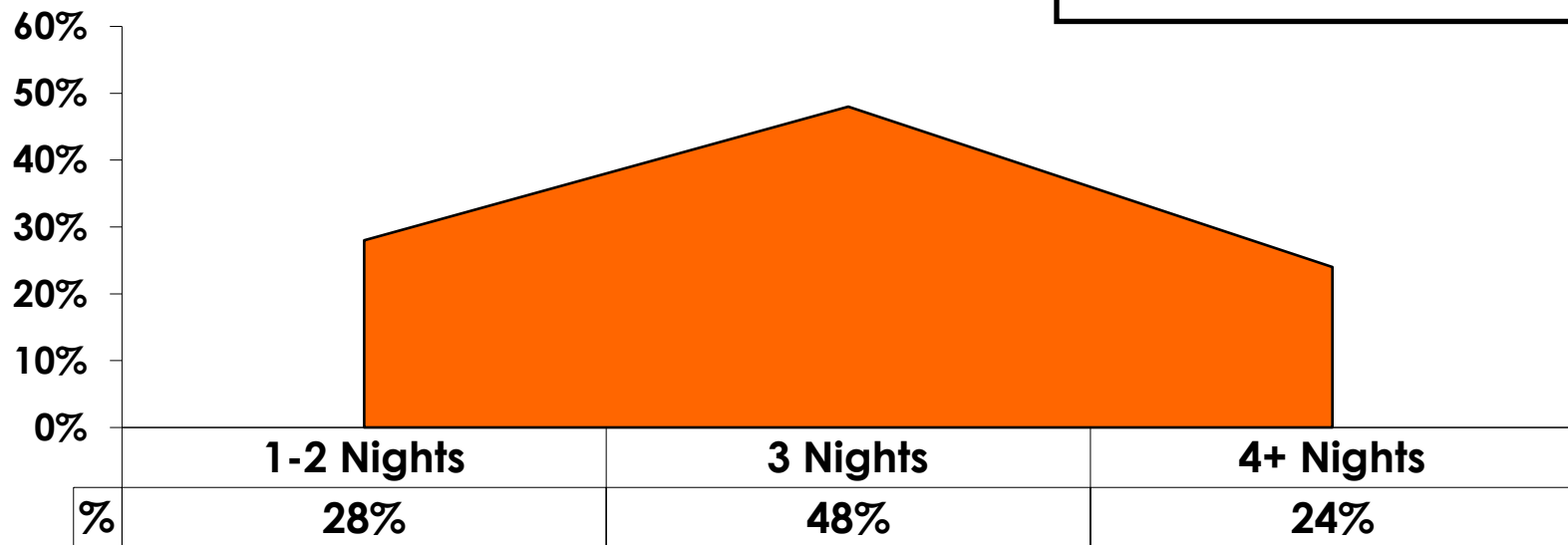
- The average repeat visitor has been to Guam 1.88 times.

# Average Number Overnight Trips (2009-2014) (2 nights or more)

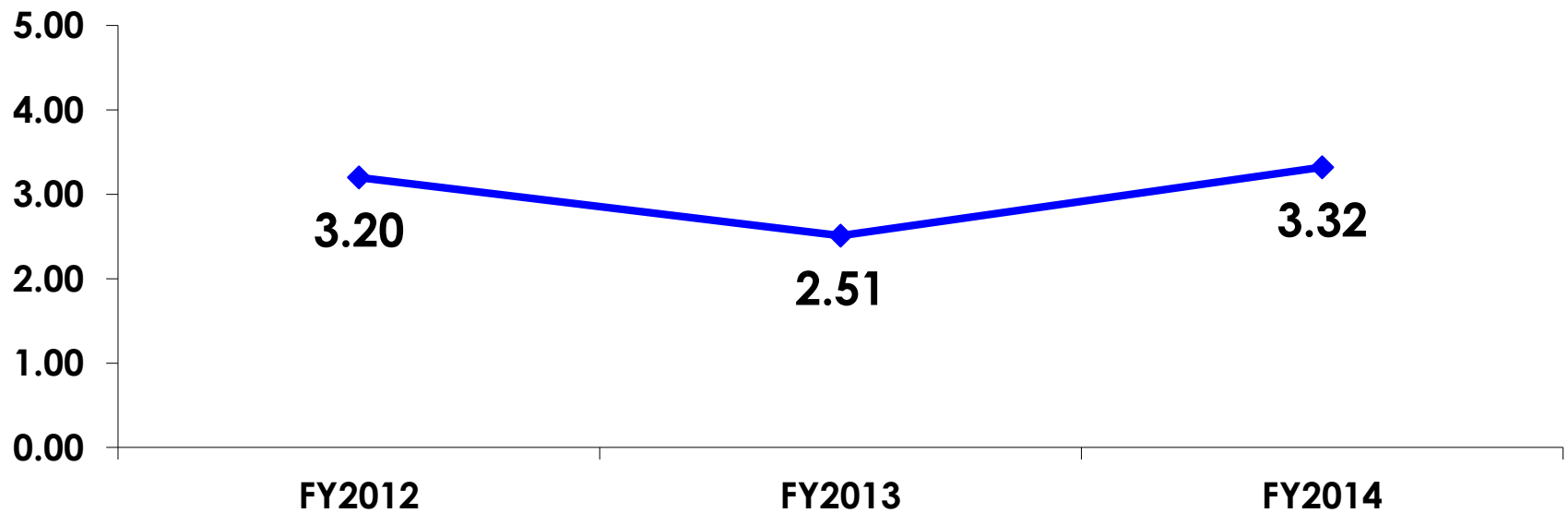


# Length of Stay

Mean = 3.32 Days  
Median = 3.0 Days



# AVG LENGTH OF STAY



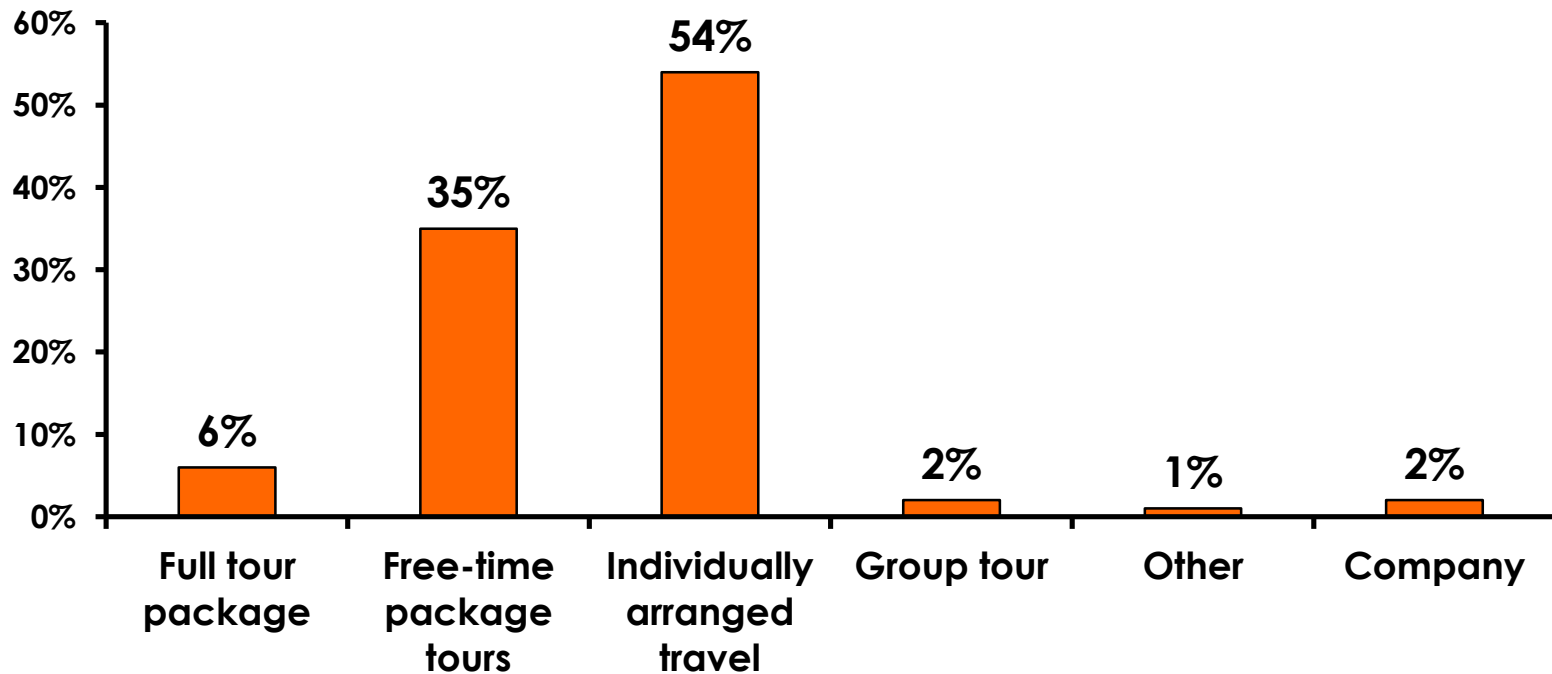
# Occupation by Income

		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	49%	40%	51%	45%	55%	53%	13%	11%		
	Company: Salesperson	18%	10%	8%	18%	19%	19%	27%	11%		
	Prof-specialist	8%	20%	3%	7%	7%	6%	13%	33%		
	Other	6%	10%	5%	10%	4%	4%	13%	22%	33%	
	Freelancer	4%		13%	2%	1%	6%	7%		33%	
	Skilled worker	4%		3%	4%	3%	3%	20%			
	Retired	3%	10%	5%	2%	4%	1%				
	Govt- Mgr/ Exec	3%		5%	4%	3%	1%		22%		
	Student	2%	10%	5%	2%	1%		7%		33%	
	Govt- Office non-mgr	2%		3%	4%	1%	3%				
	Govt- Executive	2%			1%	3%	3%				
	Total	Count	383	10	39	82	110	77	15	9	3

# SECTION 2 **TRAVEL PLANNING**



# Travel Planning - Overall



# Travel Planning - Overall

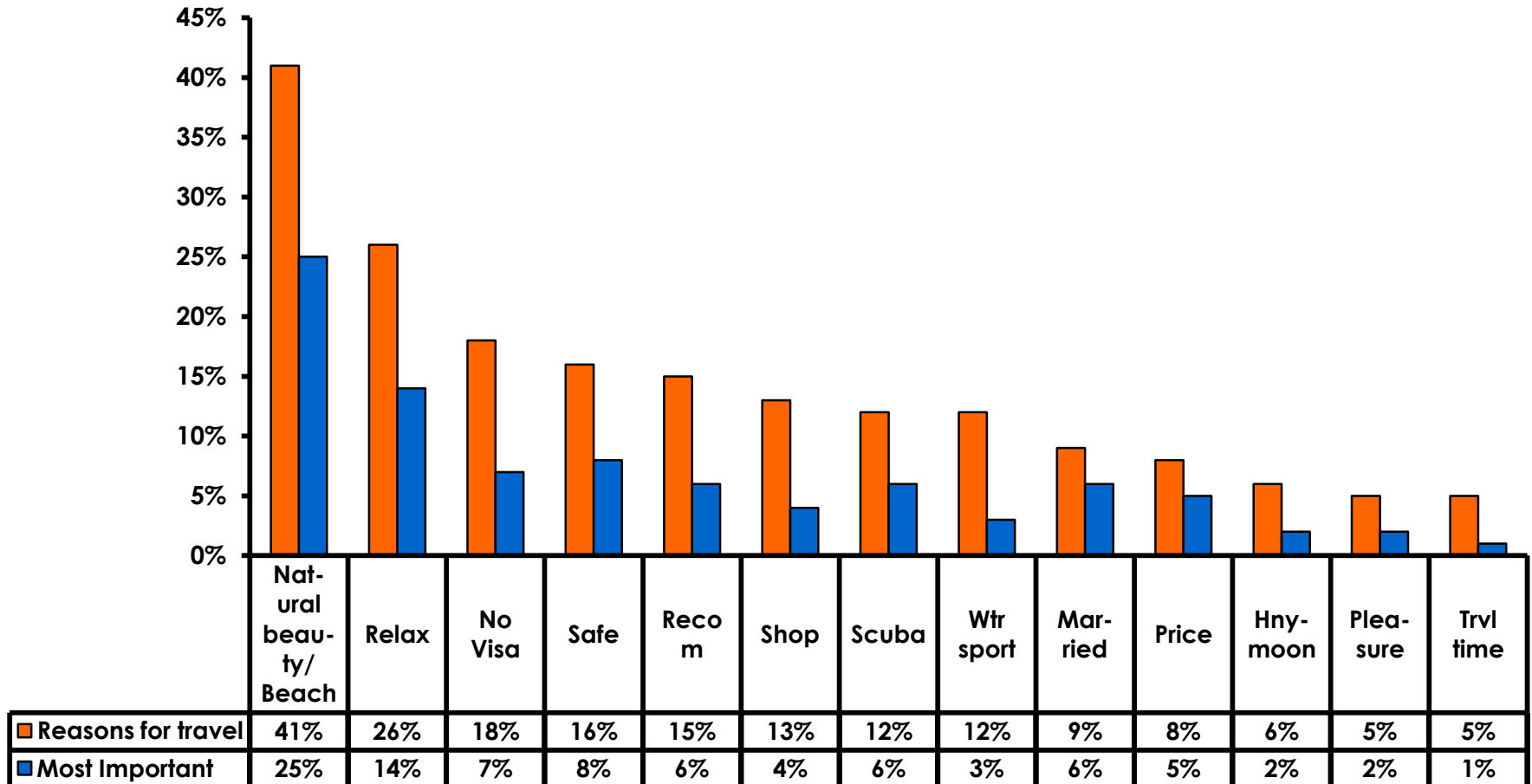
	FY2012	FY2013	FY2014
Full-pkg tour	5%	9%	6%
Free-time pkg tour	24%	20%	35%
FIT	68%	69%	54%
Group tour	2%	1%	2%
Company	1%	1%	2%
Other	-	-	1%

# Accommodation by Income

Average length of stay: 3.32 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	15%	10%	7%	12%	17%	21%	13%			
Sheraton Laguna Guam	10%		12%	9%	10%	8%	7%			
PIC Club	9%	30%	8%	12%	8%	20%				
Fiesta Resort Guam	9%	20%	12%	13%	9%	6%		10%	33%	
Hotel Nikko Guam	8%		5%	4%	5%	12%		10%		
Westin Resort Guam	7%	10%	7%	6%	9%	4%	13%	20%		
Royal Orchid Guam	7%		2%	6%	9%	9%	7%			
Hyatt Regency Guam	6%		4%	4%	6%	1%	13%	10%	33%	
Outrigger Guam Resort	5%		5%	4%	5%	6%		10%		
Guam Reef & Olive Spa Resort	5%		15%	9%	3%		13%	10%		
Holiday Resort Guam	4%		5%	4%	3%	8%	7%			
Home stay/ friend/ relative	3%		5%	4%	2%	4%		10%		
Guam Marriott Resort	2%		2%	4%	2%	4%				
Oceanview Hotel	2%			2%	3%	1%		10%		
Guam Plaza Hotel	2%	10%	2%	4%		1%				
Tumon Bay Capital Hotel	1%	10%	2%	1%	1%	1%			33%	
Onward Beach Resort	1%			1%		5%				
Bayview Hotel	1%	10%	5%	2%						
Grand Plaza Hotel	1%		7%	1%	1%					
Apartment	1%				1%			10%		
Days Inn (Tamuning)	0%		5%							
Verona Resort & Spa	0%				1%					
Other	0%			1%						
Hotel Santa Fe	0%				1%					
Condo	0%						7%			
Pacific Bay Hotel	0%			1%						
Leo Palace Resort	0%			1%						
Total	Count	459	10	41	85	110	77	15	10	3

# Travel Motivation - Top Responses



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# Most Important Reason for Choosing Guam

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

are the primary reasons for visiting during this period.

# Most Important Reason – Top 3

	FY2012	FY2013	FY2014
Relax	11%	18%	14%
Natural Beauty	28%	21%	25%
Safe	Not top 3	13%	8%
Shop	9%	Not top 3	Not top 3
Scuba	9%	Not top 3	Not top 3

# Motivation by Age & Gender

		TOTAL	AGE				GENDER		
		-	18-24	25-34	35-49	50+	Male	Female	
Q5A	Natural beauty	41%	50%	36%	42%	56%	38%	45%	
	Relax	26%	47%	26%	20%	28%	22%	30%	
	No visa requirement	18%	20%	15%	21%	21%	17%	19%	
	Safe	16%	10%	13%	19%	15%	16%	16%	
	Recomm- friend/family/trvl agnt	15%	17%	15%	13%	18%	12%	17%	
	Shopping	13%	13%	11%	16%	18%	12%	15%	
	Scuba	12%	13%	13%	14%	3%	13%	12%	
	Water sports	12%	20%	10%	13%	13%	10%	14%	
	Married/ Attn wedding	9%	17%	9%	5%	15%	7%	11%	
	Price	8%	10%	9%	7%	8%	9%	8%	
	Honeymoon	6%	3%	8%	4%		6%	5%	
	Pleasure	5%	17%	5%	5%	3%	4%	6%	
	Short travel time	5%	3%	4%	5%	13%	3%	7%	
	Visit friends/ Relatives	3%	13%	2%	1%	13%	2%	5%	
	Previous trip	3%		2%	3%	10%	3%	4%	
	Convention/ Trade/ Conference	3%		1%	5%	3%	3%	3%	
	Golf	3%	3%	3%	2%		3%	3%	
	Company Sponsored	2%	7%	1%	4%		2%	3%	
	Company/ Business Trip	2%	3%	1%	2%	5%	2%	2%	
	Other	1%		2%	1%		1%	2%	
	Career Cert/ Testing	1%		2%	1%		1%	1%	
	Organized sports	1%	3%	1%	1%		1%	0%	
	Total	Count	461	30	216	168	39	235	226

# Motivation by Income

		TOTAL	Q26							No Income	
		-	<=HKD120K	HKD120K- HKD240K	HKD240K- HKD500K	HKD500K- HKD1.0M	HKD1.0M- HKD2.0M	HKD2.0M- HKD3.0M	HKD3.0M+		
Q5A	Natural beauty	41%	50%	68%	59%	34%	33%	53%	60%	67%	
	Relax	26%	10%	48%	33%	26%	15%	13%	50%	33%	
	No visa requirement	18%	10%	33%	26%	12%	15%	20%	40%		
	Safe	16%	10%	15%	17%	13%	12%	20%	40%		
	Recomm- friend/family/trvl agnt	15%	10%	35%	23%	15%	4%	20%	50%	33%	
	Shopping	13%	20%	28%	21%	9%	9%	20%	40%		
	Scuba	12%		8%	14%	14%	15%	20%	20%		
	Water sports	12%	30%	20%	19%	10%	10%	13%	30%		
	Married/ Attn wedding	9%	20%	15%	16%	7%	6%		10%	33%	
	Price	8%		3%	12%	10%	10%	7%	20%	33%	
	Honeymoon	6%		15%	9%	4%	3%				
	Pleasure	5%		13%	7%	5%	3%	7%	10%		
	Short travel time	5%	20%	3%	9%	3%	3%	7%	20%	33%	
	Visit friends/ Relatives	3%	10%	5%	5%	4%	4%		10%		
	Previous trip	3%		3%	2%	3%	3%		30%		
	Convention/ Trade/ Conference	3%	10%				5%	7%			
	Golf	3%			1%	3%	1%	7%			
	Company Sponsored	2%		3%	1%	1%	3%				
	Company/ Business Trip	2%		3%	1%	3%	1%	7%	20%		
	Other	1%		3%	3%		3%				
	Career Cert/ Testing	1%		3%	1%	2%					
	Organized sports	1%			1%		1%		10%	33%	
	Total	Count	461	10	40	86	110	78	15	10	3



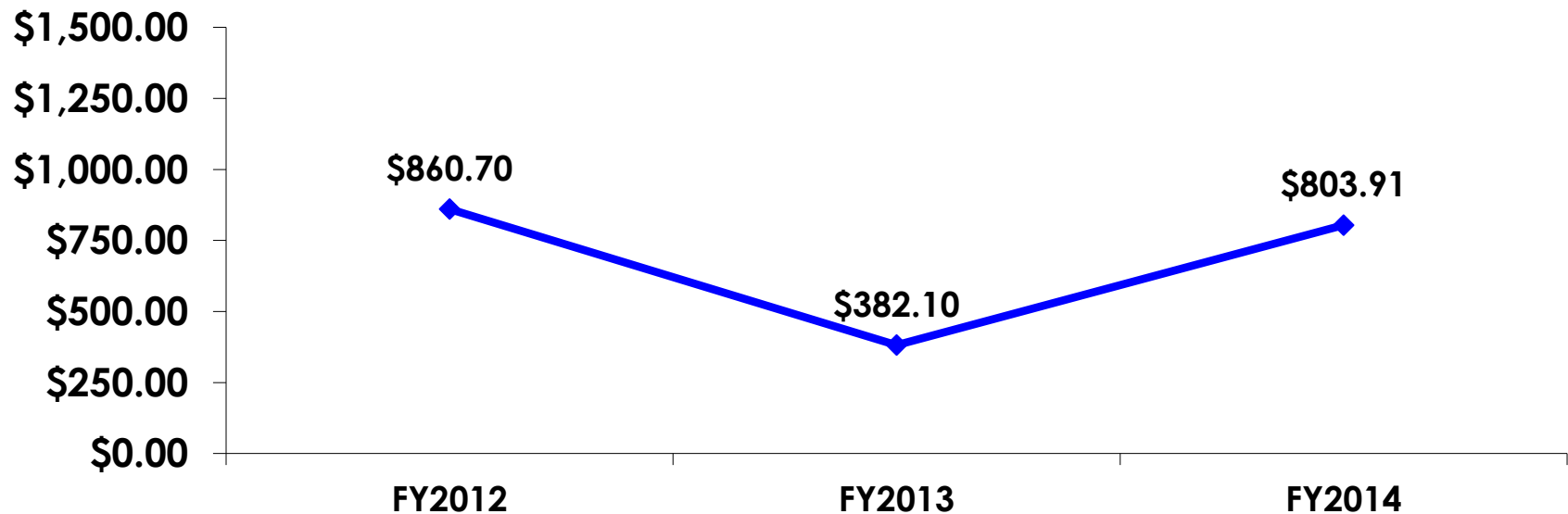
# SECTION 3 **EXPENDITURES**

# Prepaid Expenditures

HKD varies/US\$1

- \$1,335.21 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$25,806 = maximum (highest amount recorded for the entire sample)
- \$803.91 = 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	\$1,544.71
Air & Accommodation w/ daily meal package	\$2,578.47
Air only	\$1,442.63
Accommodation only	\$458.06
Accommodation w/ daily meal only	\$1,416.63
Food & Beverages in Hotel	\$104.51
Ground transportation – Hong Kong	\$56.84
Ground transportation – Guam	\$113.55
Optional tours/ activities	\$321.11
Other expenses	\$947.93
<b>Total Prepaid</b>	<b>\$1,335.21</b>

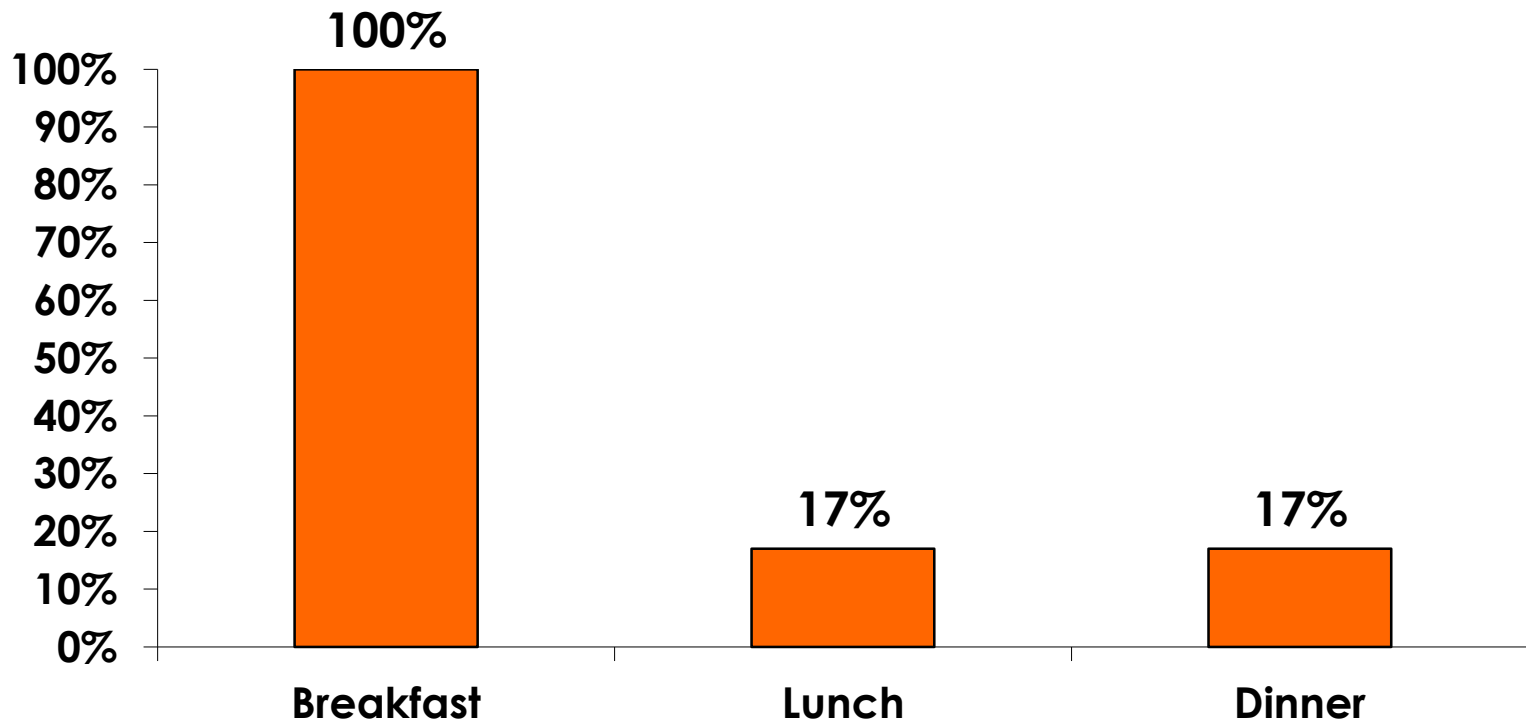
# Breakdown of Prepaid Expenditures

	FY2012	FY2013	FY2014
Air & Accommodation package only	\$1,912.00	\$1,096.44	\$1,544.71
Air & Accommodation w/ daily meal package	\$2,224.50	\$1,607.10	\$2,578.47
Air only	\$2,048.20	\$1,928.90	\$1,442.63
Accommodation only	\$2,667.90	\$1,582.41	\$458.06
Accommodation w/ daily meal only	\$673.10	\$6,967.56	\$1,416.63
Food & Beverages in Hotel	\$187.80	\$79.27	\$104.51
Ground transportation –	\$122.00	\$104.63	\$56.84
Ground transportation –	\$143.80	\$72.45	\$113.55
Optional tours/ activities	\$700.40	\$544.08	\$321.11
Other expenses	\$820.20	\$1,236.90	\$947.93
<b>Total Prepaid</b>	<b>\$1,613.90</b>	<b>\$641.07</b>	<b>\$1,335.21</b>

# PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n= 6

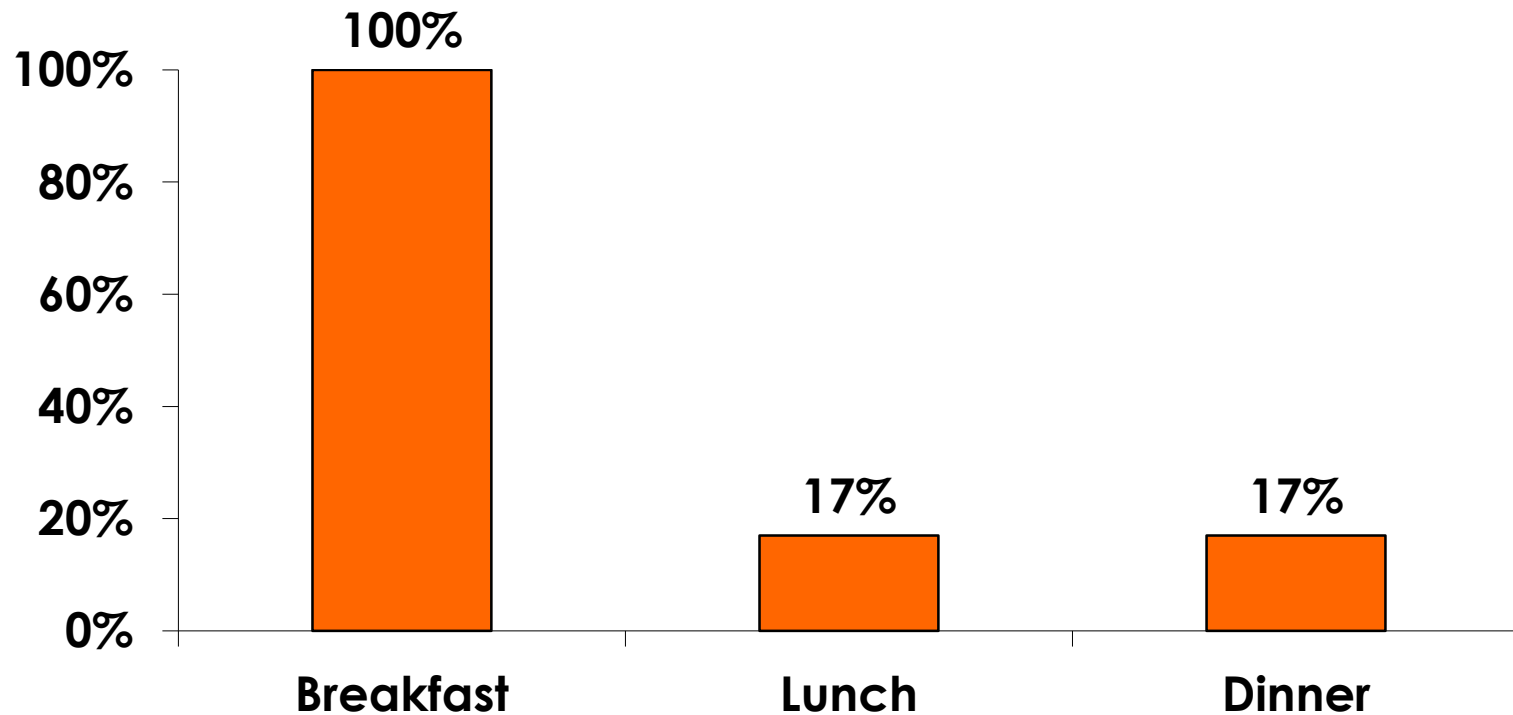


Mean=\$2,578.47 per travel party

# PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

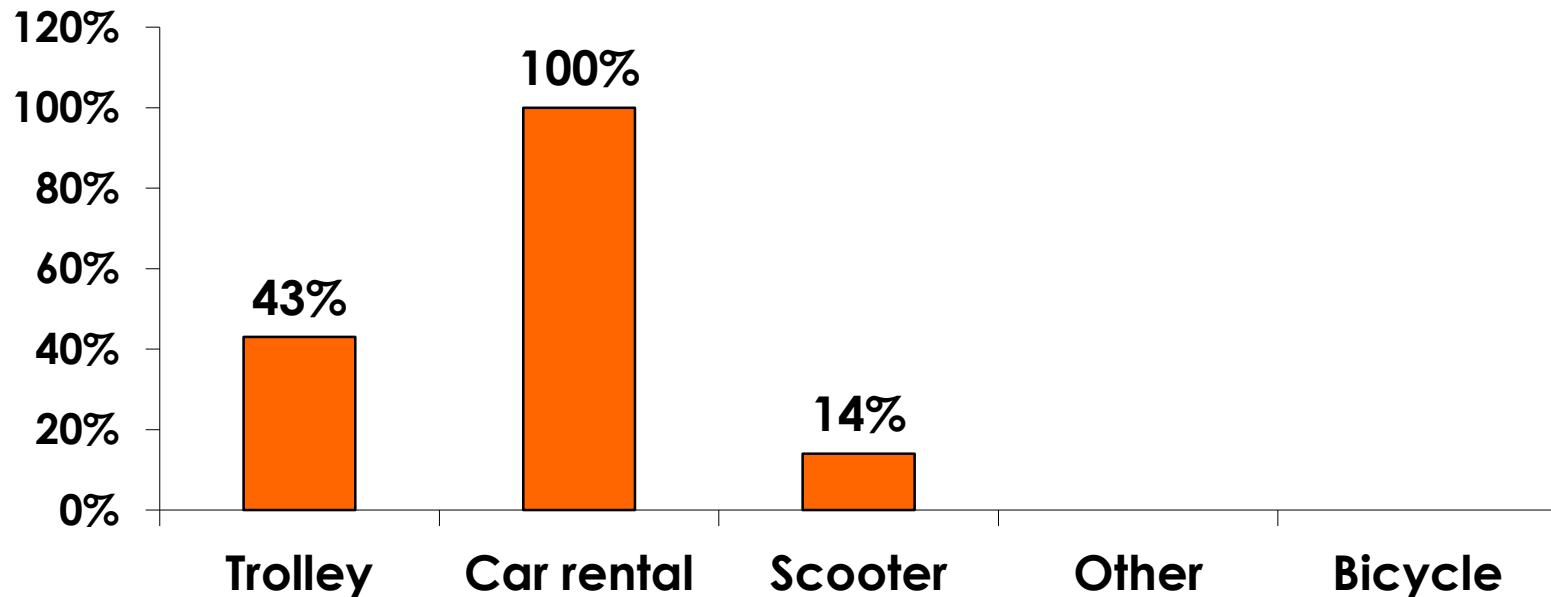
n= 6



Mean=\$1,416.63 per travel party

# PREPAID GROUND TRANSPORTATION

n= 7



Mean=\$113.55 per travel party



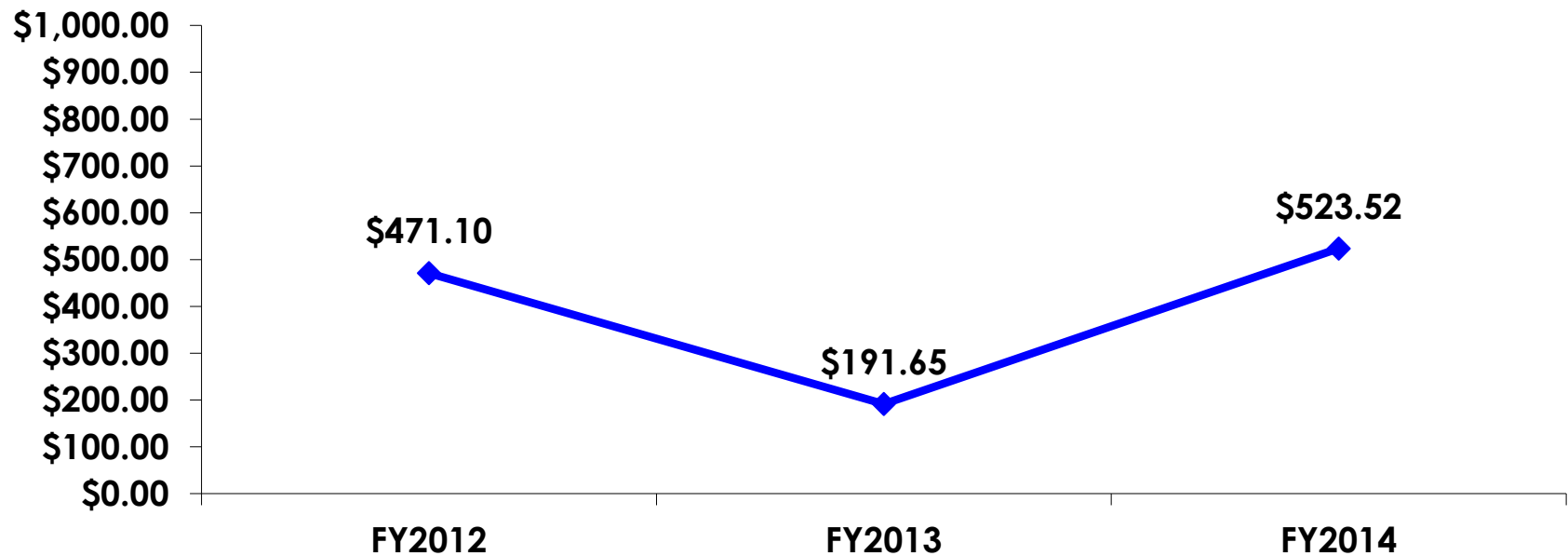
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# On-Island Expenditures

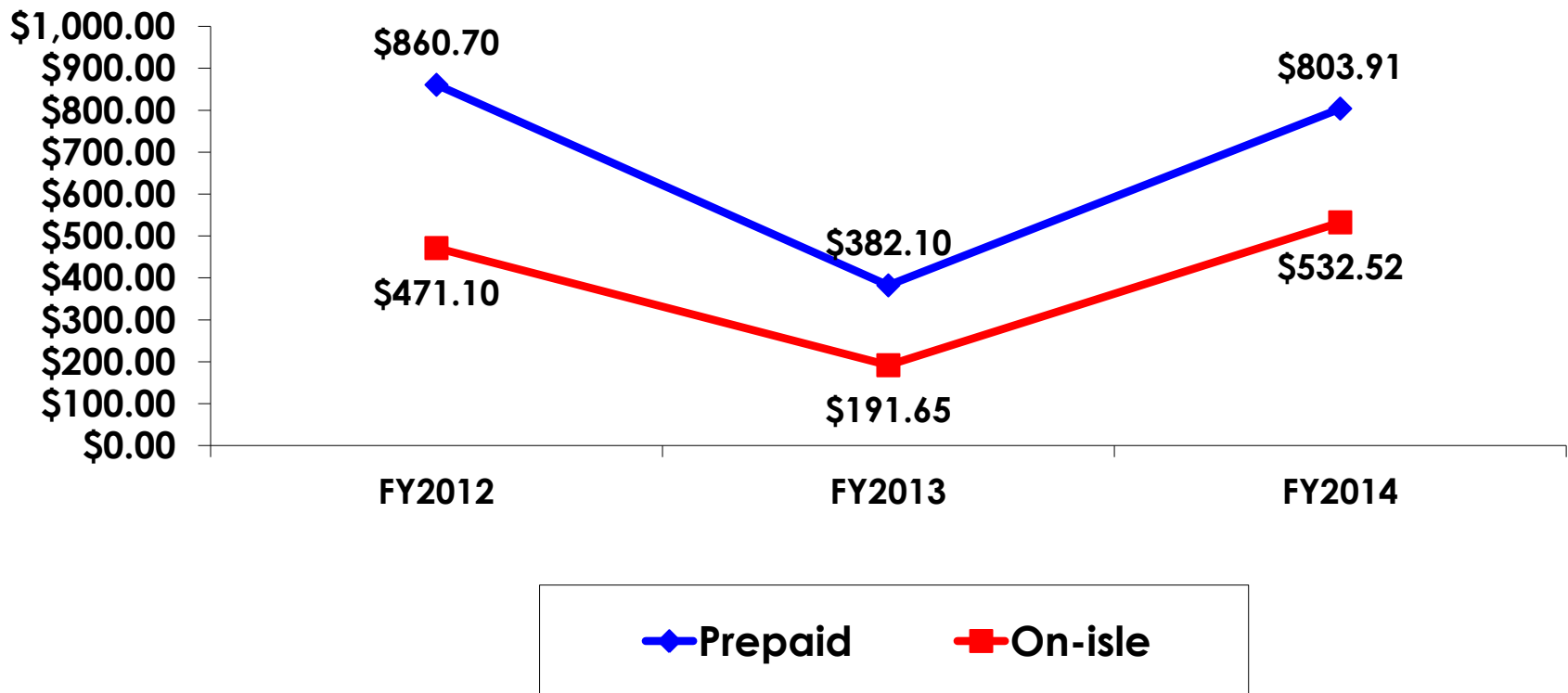
- \$823.77 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$14,300 = Maximum (highest amount recorded for the entire sample)
- \$523.52 = overall mean average per person on-island expenditure

# ON-ISLAND EXPENDITURES

## Per Person



# PREPAID/ ON-ISLE 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	\$523.52	\$496.34	\$551.79	\$257.50	\$477.21	\$454.18	\$897.62	\$537.43	\$610.42	\$497.06	\$507.37
	Median	\$240	\$300	\$204	\$0	\$146	\$320	\$373	\$380	\$200	\$140	\$300
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$7,150	\$7,150	\$4,500	\$1,060	\$6,000	\$2,500	\$7,150	\$2,000	\$4,500	\$4,500	\$1,700

# On-Island Expenditure Categories by Gender & Age

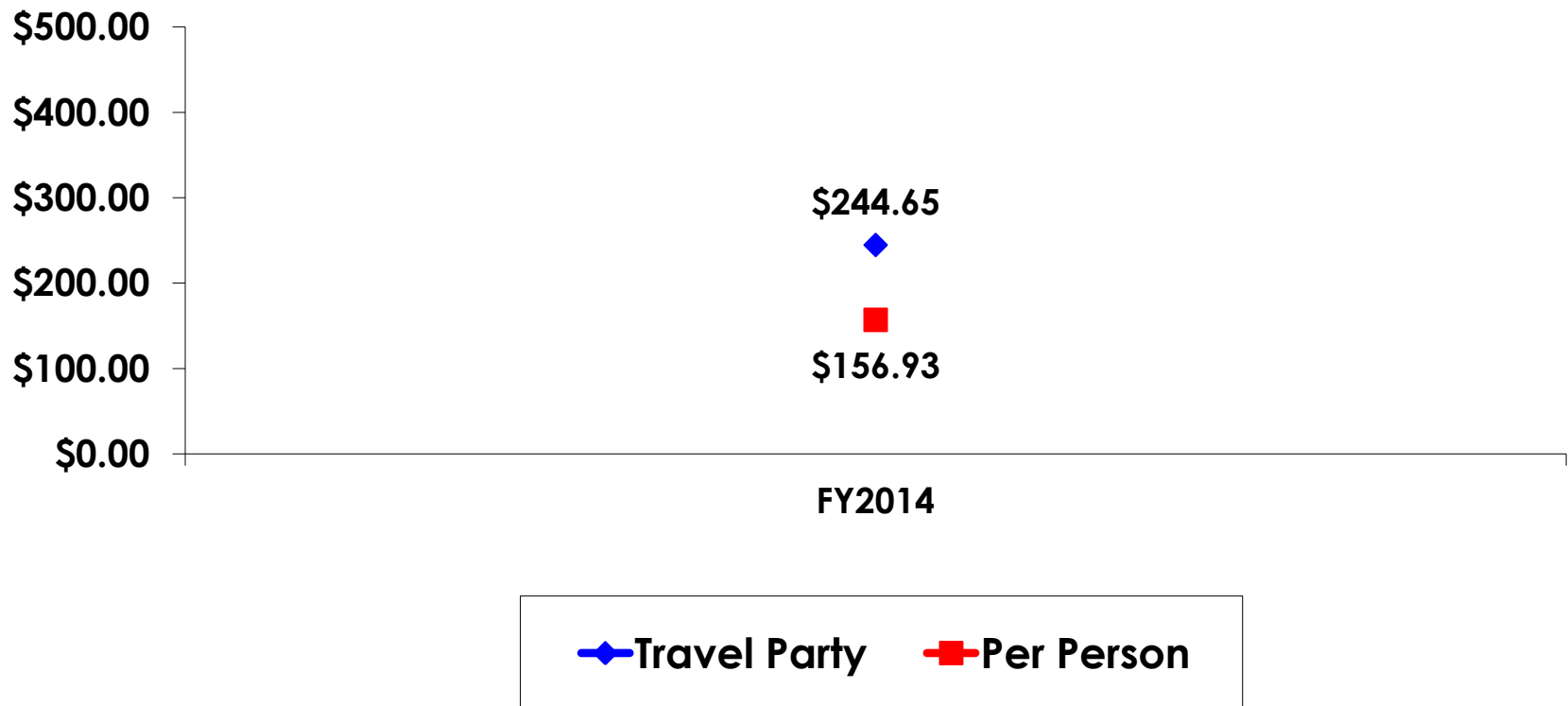
		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$33.76	\$27.75	\$39.97	\$1.87	\$48.01	\$24.18	\$18.97
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$28.50	\$29.37	\$27.60	\$15.00	\$30.35	\$27.56	\$29.49
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B RESTRNT	Mean	\$54.26	\$58.49	\$49.88	\$25.00	\$38.91	\$57.11	\$143.08
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPT TOUR	Mean	\$69.73	\$58.61	\$81.23	\$50.00	\$74.77	\$69.33	\$68.21
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$143.35	\$150.80	\$135.65	\$52.50	\$153.34	\$162.15	\$93.33
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- OTHER	Mean	\$77.93	\$81.92	\$73.79	\$46.67	\$67.46	\$86.69	\$135.90
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TRANS	Mean	\$26.83	\$26.35	\$27.33	\$10.83	\$24.96	\$27.94	\$43.59
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$389.02	\$404.31	\$373.19	\$299.67	\$319.12	\$407.76	\$811.23
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$300
TOTAL	Mean	\$823.77	\$837.56	\$809.49	\$501.53	\$757.74	\$863.91	\$1,343.79
	Median	\$346	\$400	\$268	\$278	\$208	\$500	\$700

# On-Island Expenditures

## First Timers & Repeaters

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$33.76	\$26.17	\$77.38
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$28.50	\$28.02	\$31.68
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$54.26	\$49.80	\$80.36
	Median	\$0	\$0	\$0
OPT TOUR	Mean	\$69.73	\$78.30	\$22.03
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$143.35	\$147.21	\$123.51
	Median	\$0	\$0	\$0
GIFT- OTHER	Mean	\$77.93	\$76.77	\$85.65
	Median	\$0	\$0	\$0
TRANS	Mean	\$26.83	\$24.52	\$40.39
	Median	\$0	\$0	\$0
OTHER	Mean	\$389.02	\$356.06	\$581.91
	Median	\$0	\$0	\$0
TOTAL	Mean	\$823.77	\$787.30	\$1,042.91
	Median	\$346	\$300	\$400

# ON-ISLE EXPENDITURES Per Day



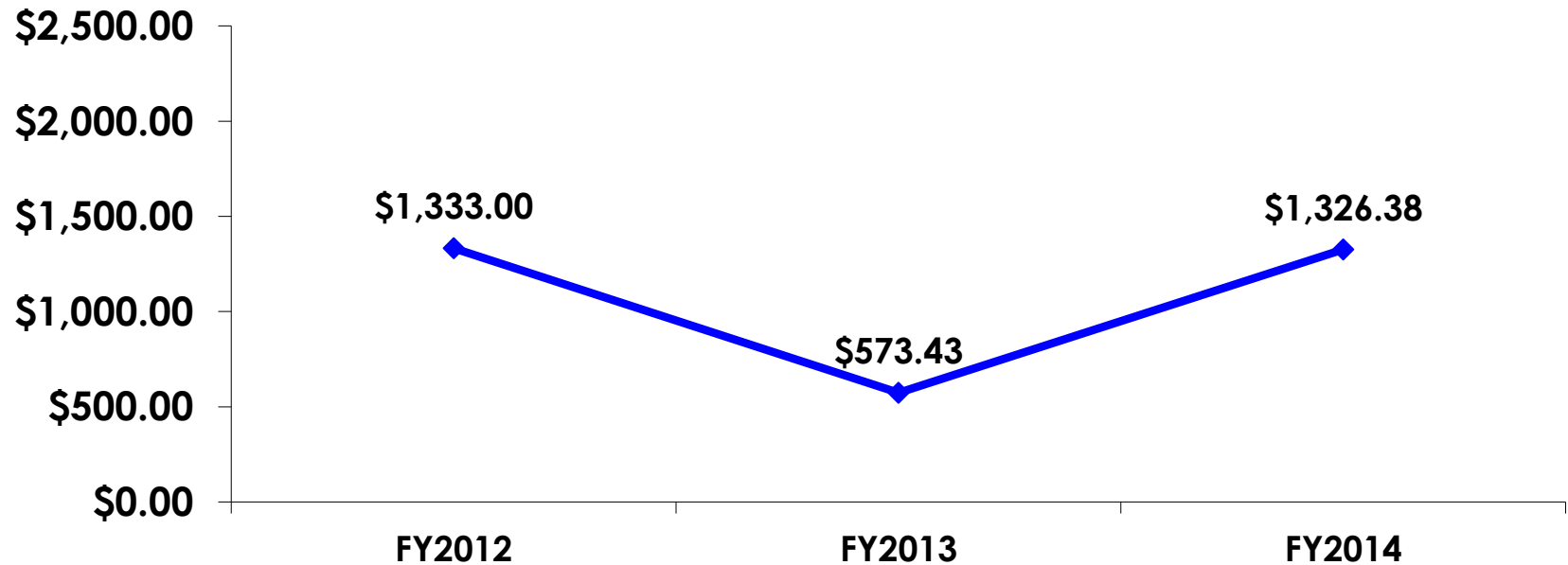
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# Total Expenditures Per Person (Prepaid & On-Island)

- \$1,326.38 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$10,823 = Maximum (highest amount recorded for the entire sample)



# TOTAL EXPENDITURES Per Person



# Breakdown of On-Island Expenditures

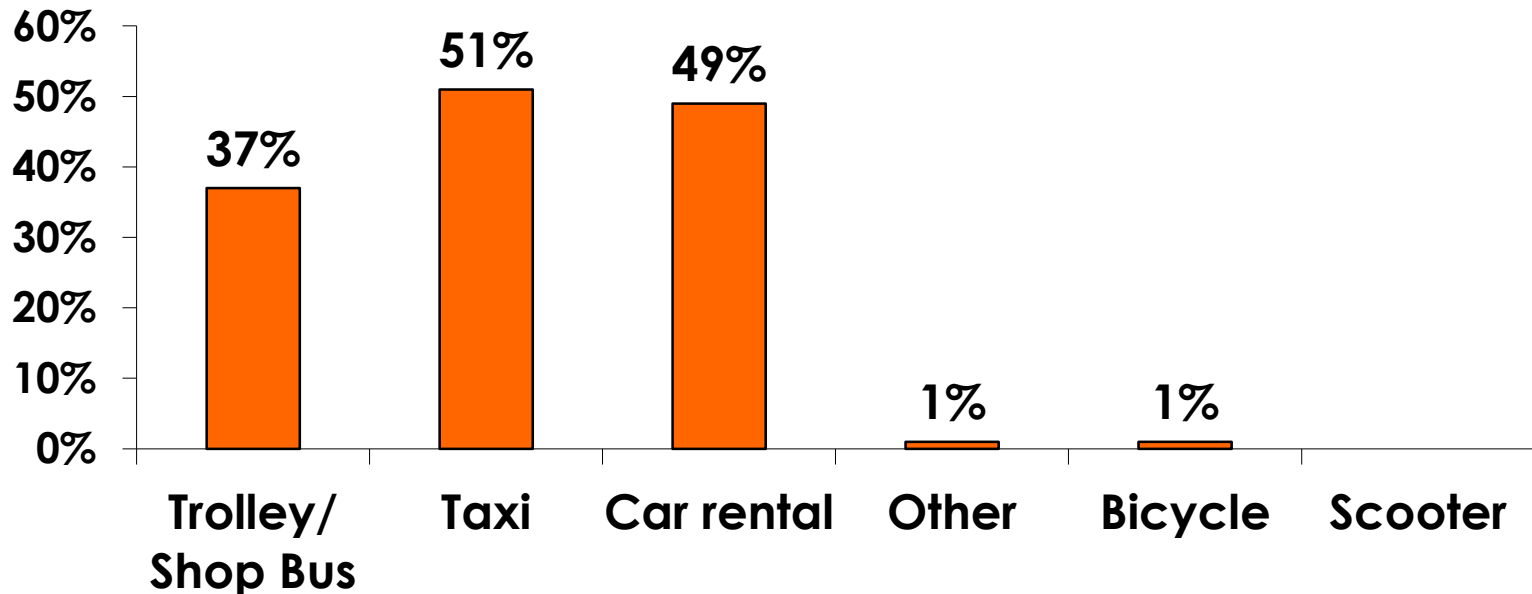
	MEAN \$
Food & beverage in a hotel	\$33.76
Food & beverage in fast food restaurant/convenience store	\$28.50
Food & beverage at restaurants or drinking establishments outside a hotel	\$54.26
Optional tours and activities	\$69.73
Gifts/ souvenirs for yourself/companions	\$143.35
Gifts/ souvenirs for friends/family at home	\$77.93
Local transportation	\$26.83
Other expenses not covered	\$389.02
<b>Average Total</b>	<b>\$823.77</b>

# Breakdown of On-Island

	FY2012	FY2013	FY2014
Food & beverage in a hotel	\$70.50	\$27.96	\$33.76
Food & beverage in fast food restaurant/convenience store	\$28.70	\$7.60	\$28.50
Food & beverage at restaurants or drinking establishments outside a hotel	\$44.10	\$7.95	\$54.26
Optional tours and activities	\$110.10	\$40.64	\$69.73
Gifts/ souvenirs for yourself/ companions	\$143.60	\$61.41	\$143.35
Gifts/ souvenirs for friends/family	\$58.70	\$24.66	\$77.93
Local transportation	\$23.00	\$5.48	\$26.83
Other expenses not covered	\$360.30	\$137.29	\$389.02
<b>Average Total</b>	<b>\$830.30</b>	<b>\$314.51</b>	<b>\$823.77</b>

# Local Transportation

n=82



Mean=\$26.83 per travel party

---

# Guam Airport Expenditures

- \$40.14 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$3,000 = Maximum (highest amount recorded for the entire sample)

# Breakdown of Airport Expenditures

	<b>MEAN \$</b>
<b>Food &amp; Beverages</b>	\$6.09
<b>Gifts/Souvenirs Self</b>	\$25.51
<b>Gifts/Souvenirs Others</b>	\$8.54
<b>Total</b>	<b>\$40.14</b>

# Breakdown of Airport Expenditures

	FY2012	FY2013	FY2014
<b>Food &amp; Beverage</b>	\$4.10	\$0.98	\$6.09
<b>Gifts/ Souvenirs Self</b>	\$11.30	\$2.05	\$25.51
<b>Gifts/ Souvenirs Others</b>	\$6.70	-	\$8.54
<b>Total</b>	\$22.10	\$3.03	\$40.14

# SECTION 4 **VISITOR SATISFACTION**



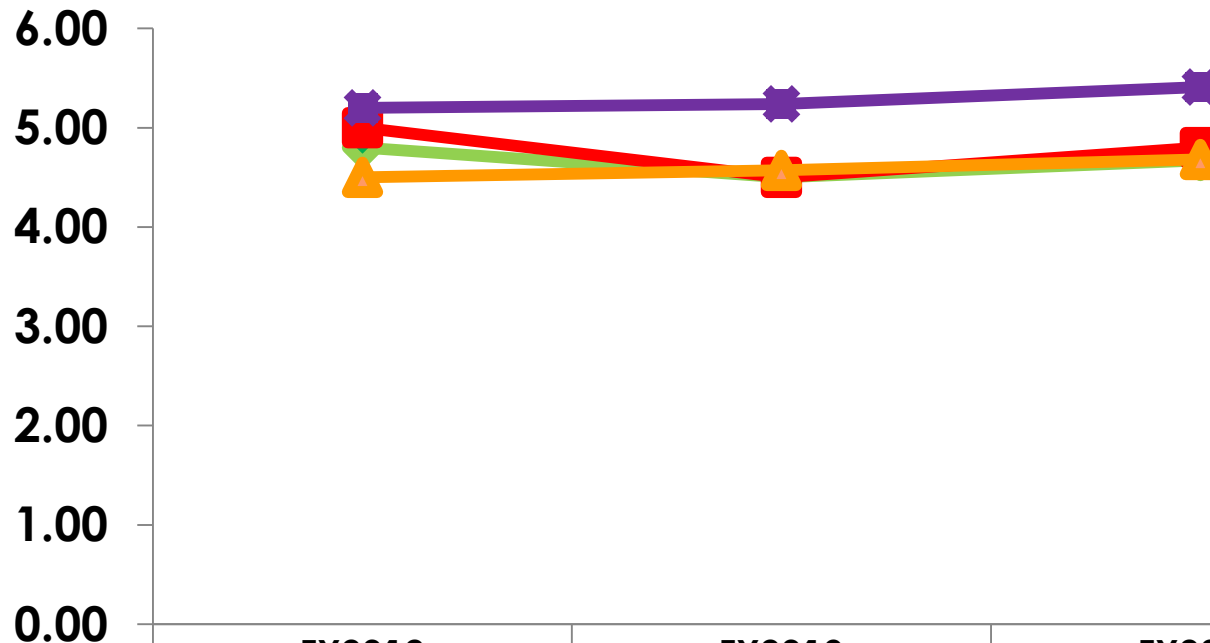
# Satisfaction Scores Overall





7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Satisfaction Scores Overall

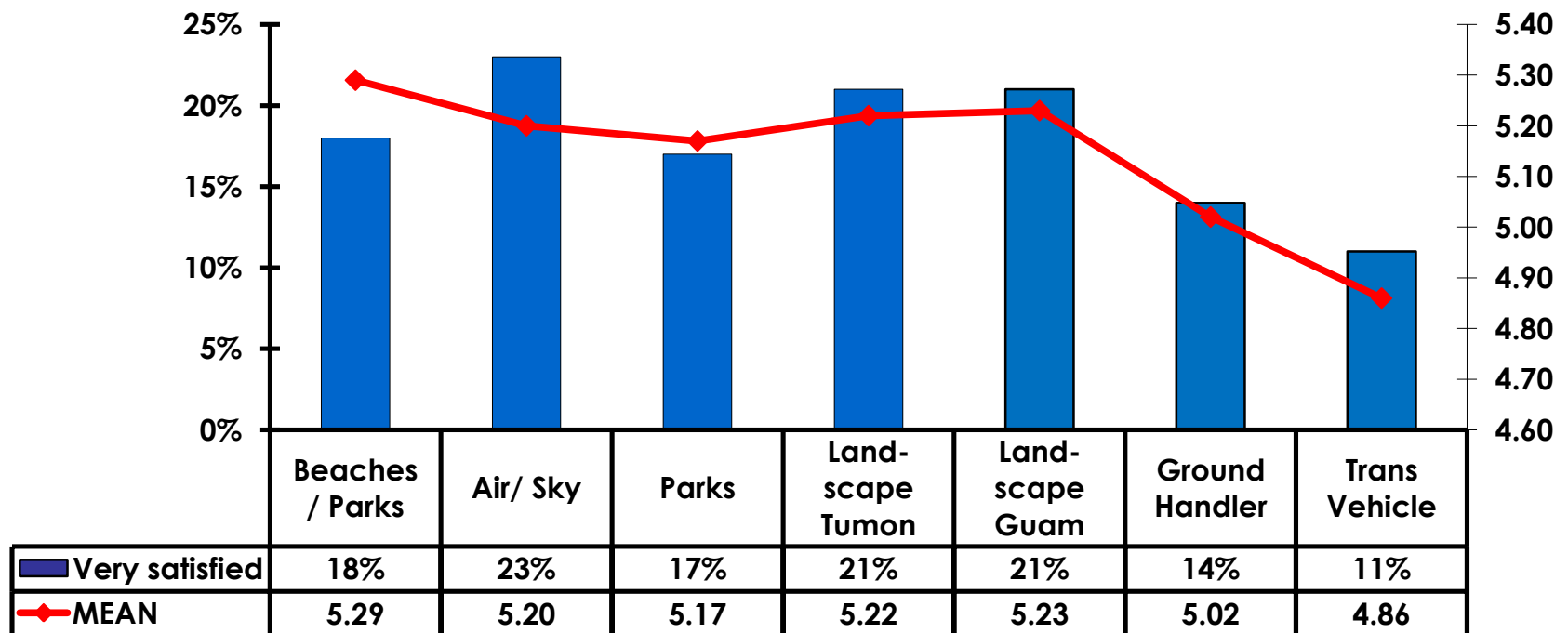


	FY2012	FY2013	FY2014
 Ease of getting around	4.80	4.50	4.67
 Safety walking at night	5.00	4.50	4.80
 Price	4.50	4.57	4.68
 OVERALL	5.20	5.24	5.41

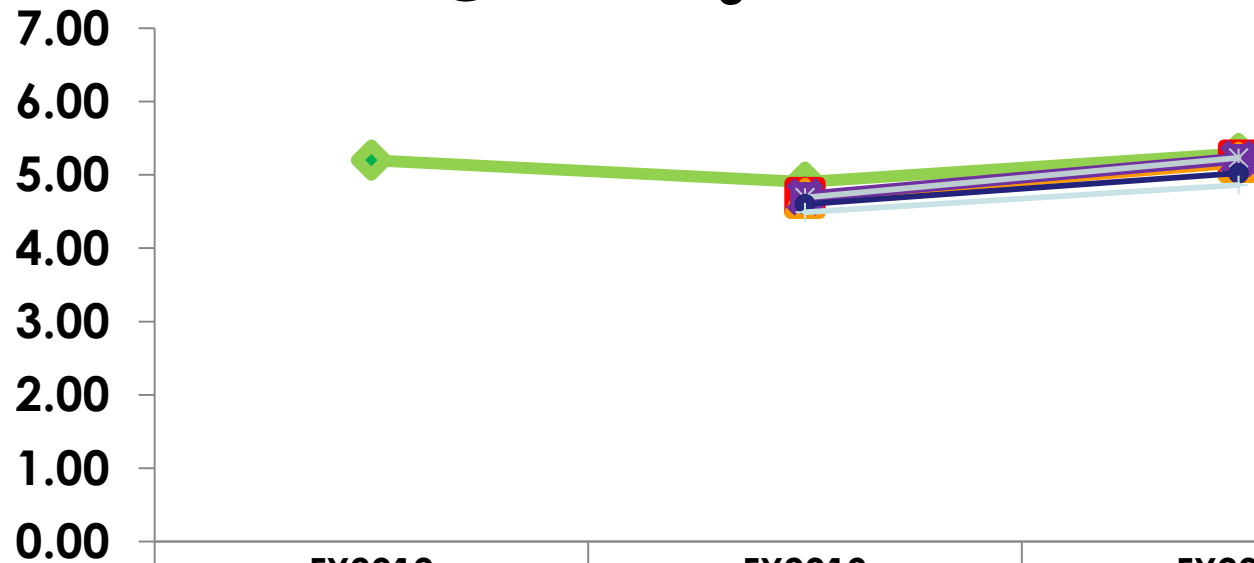
# Satisfaction Quality/ Cleanliness


7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Satisfaction Quality/ Cleanliness

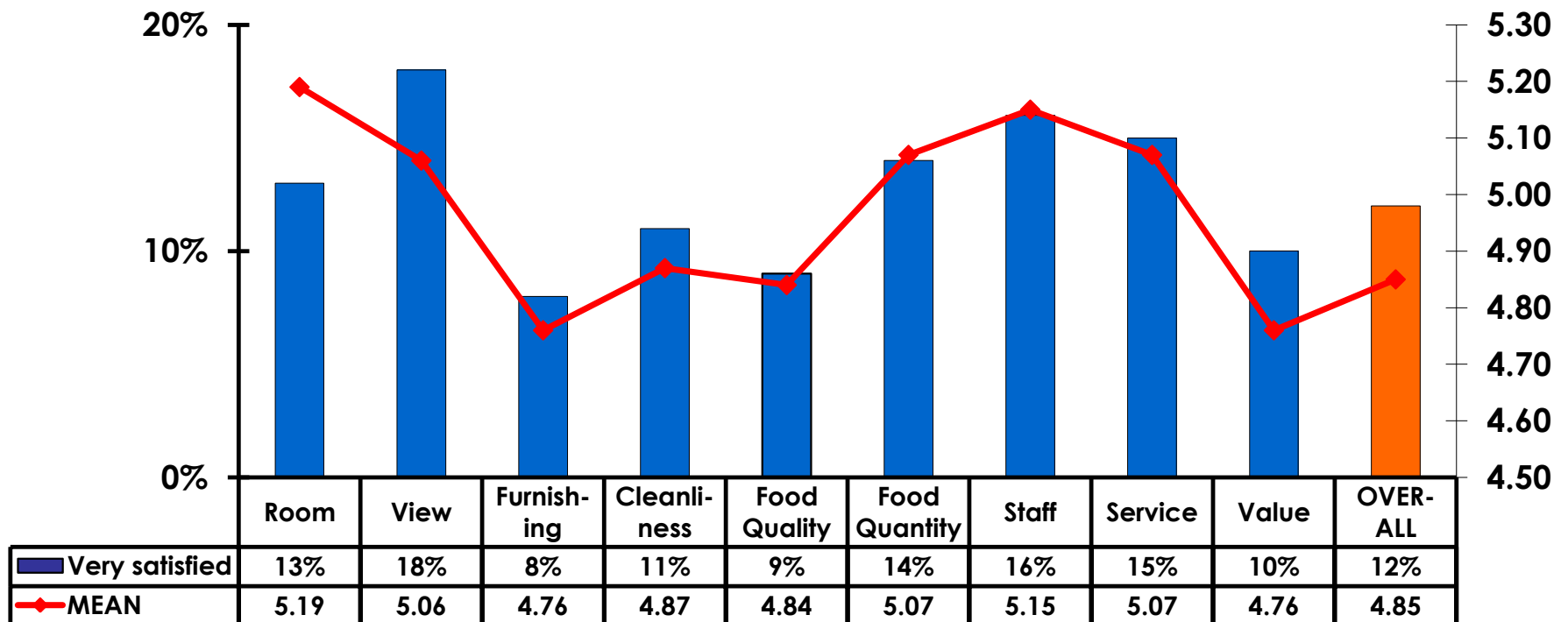


	FY2012	FY2013	FY2014
 Beaches/ Parks	5.20	4.90	5.29
 Air/ Sky		4.69	5.20
 Parks		4.68	5.17
 Landscape Tumon		4.70	5.22
 Landscape Guam		4.69	5.23
 Grnd Handler		4.60	5.02
 Trans Vehicle		4.49	4.86

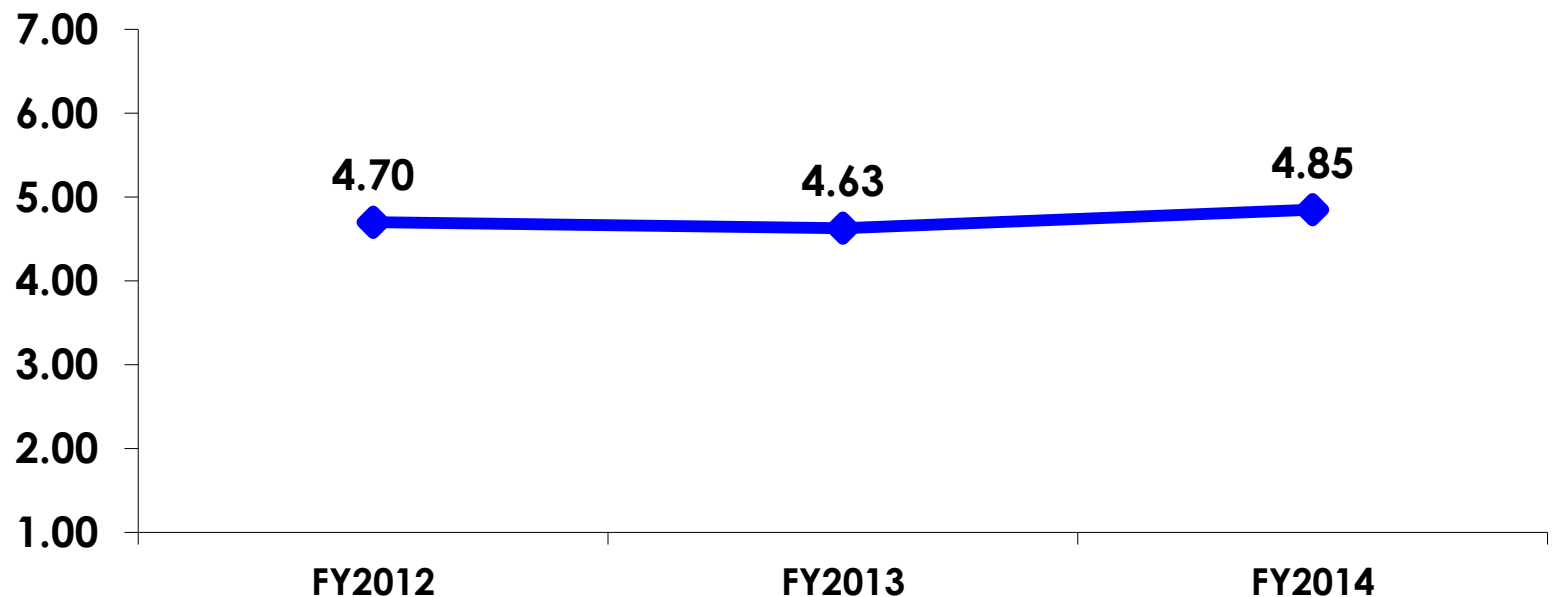
# Quality of Accommodations

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



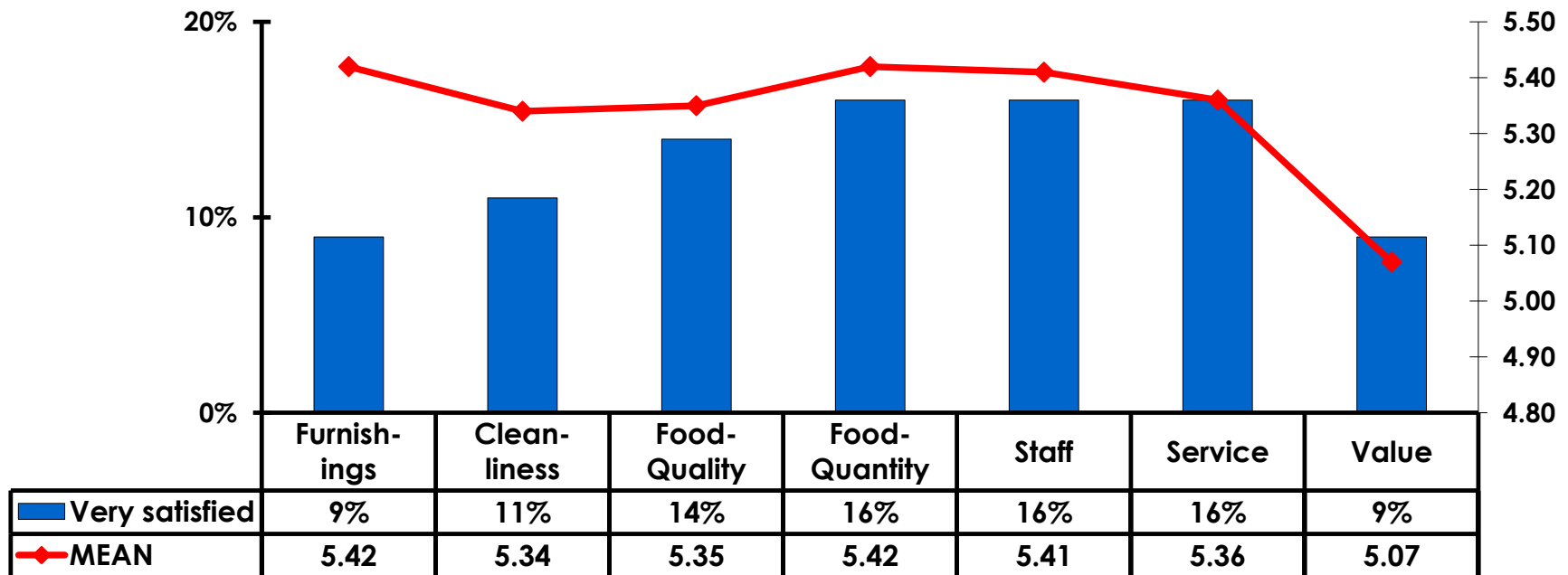
# Accommodations – Overall Satisfaction



# Quality of Dining Experience

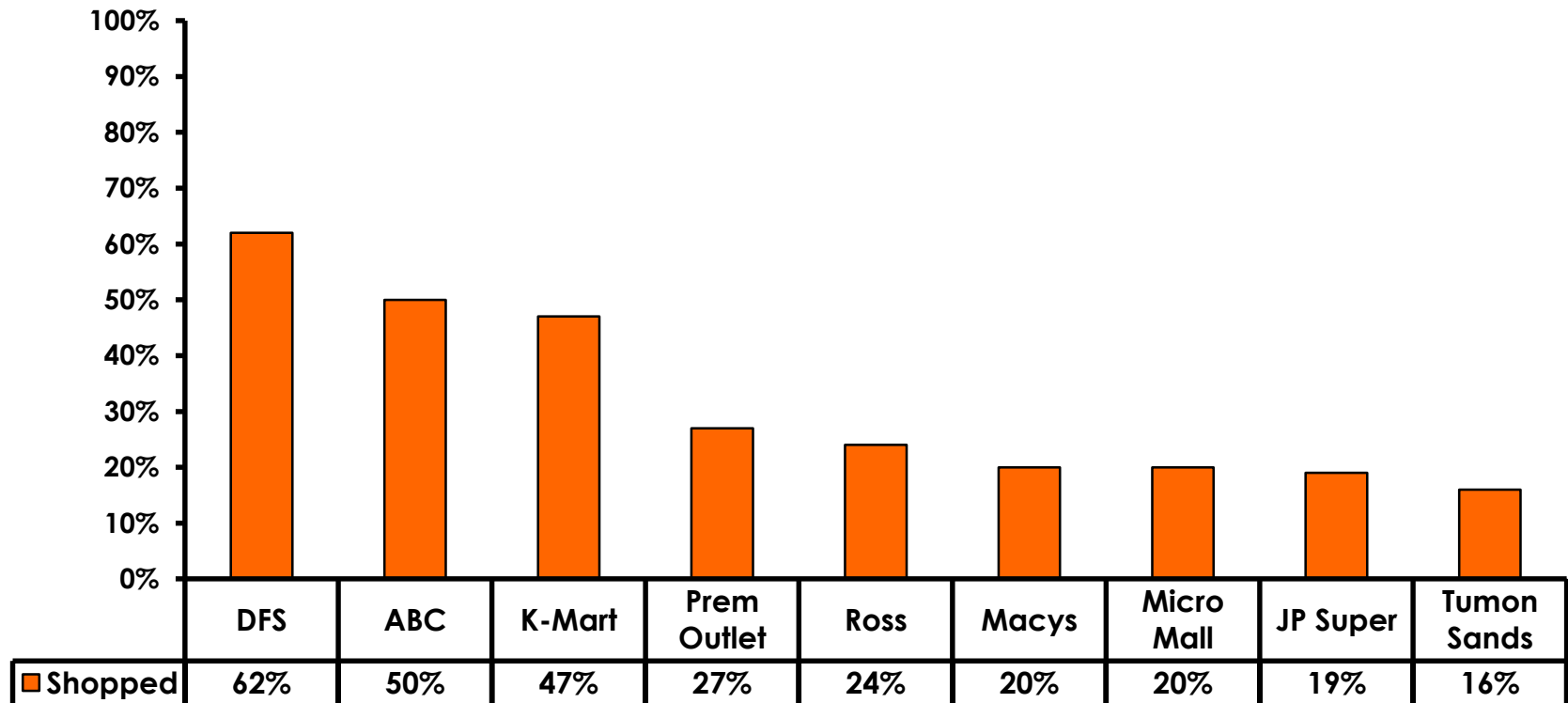
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Visits to Shopping Centers/Malls on Guam

## Top responses





# Shopping Malls/ Centers- Top 5

	FY2012	FY2013	FY2014
<b>DFS Galleria</b>	57%	55%	62%
<b>ABC</b>	62%	50%	50%
<b>K-Mart</b>	59%	34%	47%
<b>Macys</b>	Not top 5	14%	Not top 5
<b>Ross</b>	Not top 5	13%	24%
<b>Micro Mall</b>	21%	Not top 5	Not top 5
<b>Prem Outlet</b>	18%	Not top 5	27%

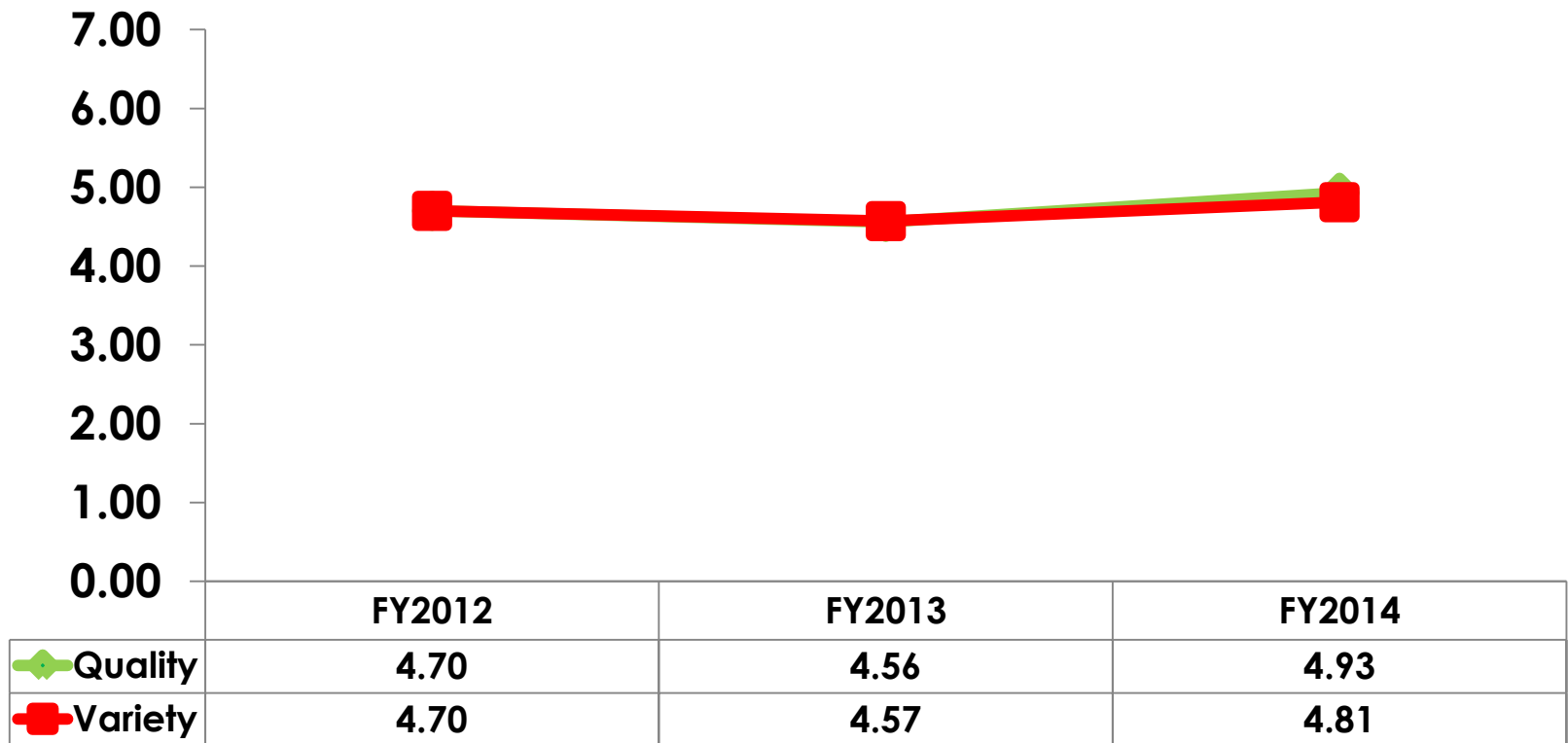
# Satisfaction with Shopping

7pt Rating Scale

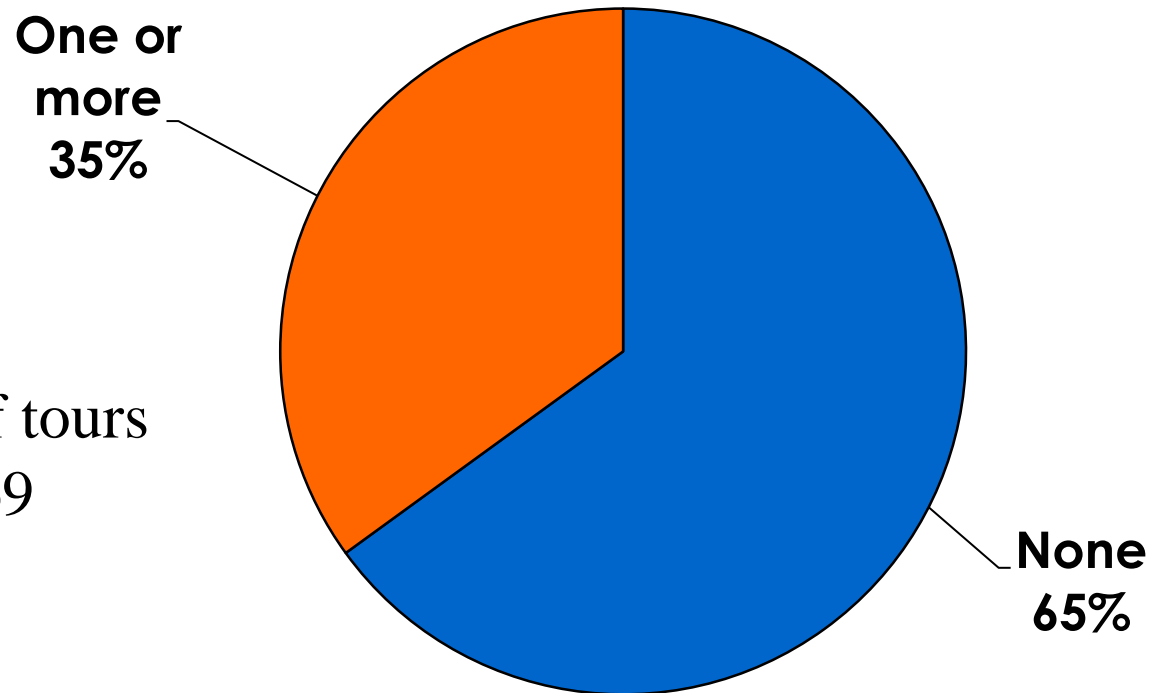
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = <b>33%</b>	Score of 6 to 7 = <b>30%</b>
Score of 4 to 5 = <b>58%</b>	Score of 4 to 5 = <b>60%</b>
Score 1 to 3 = <b>9%</b>	Score 1 to 3 = <b>9%</b>
<b>MEAN = 4.93</b>	<b>MEAN = 4.81</b>

# Satisfaction with Shopping

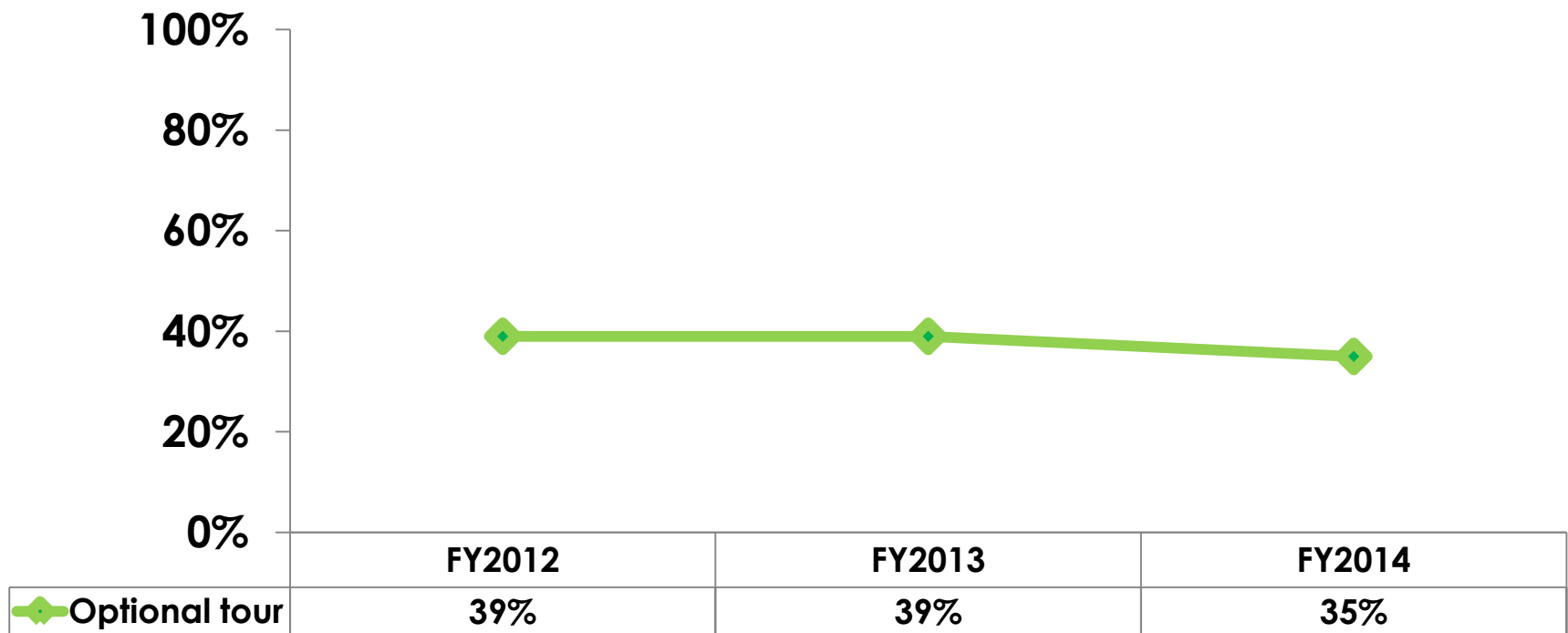


# Optional Tour Participation



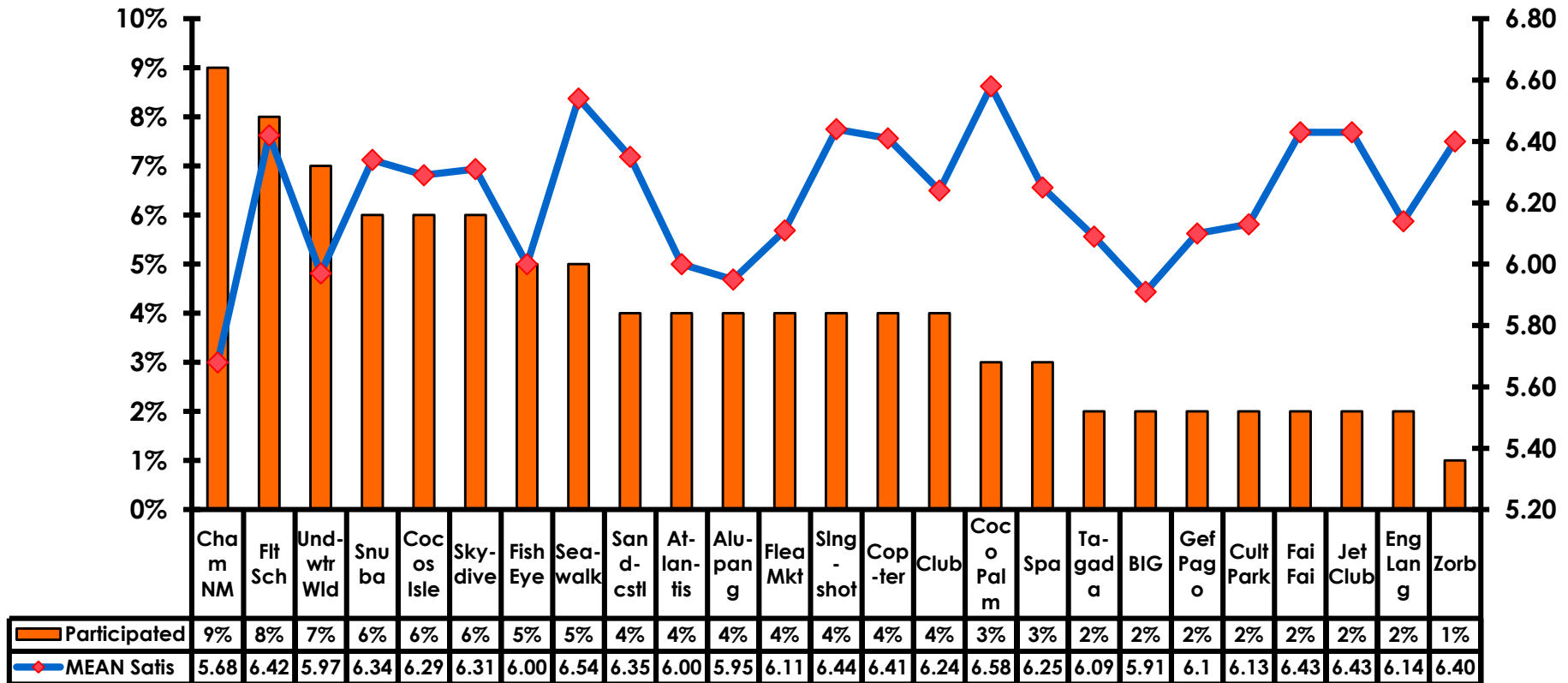
- Average number of tours participated in is .69

# Optional Tour Participation



# Optional Tours

## Participation & Satisfaction



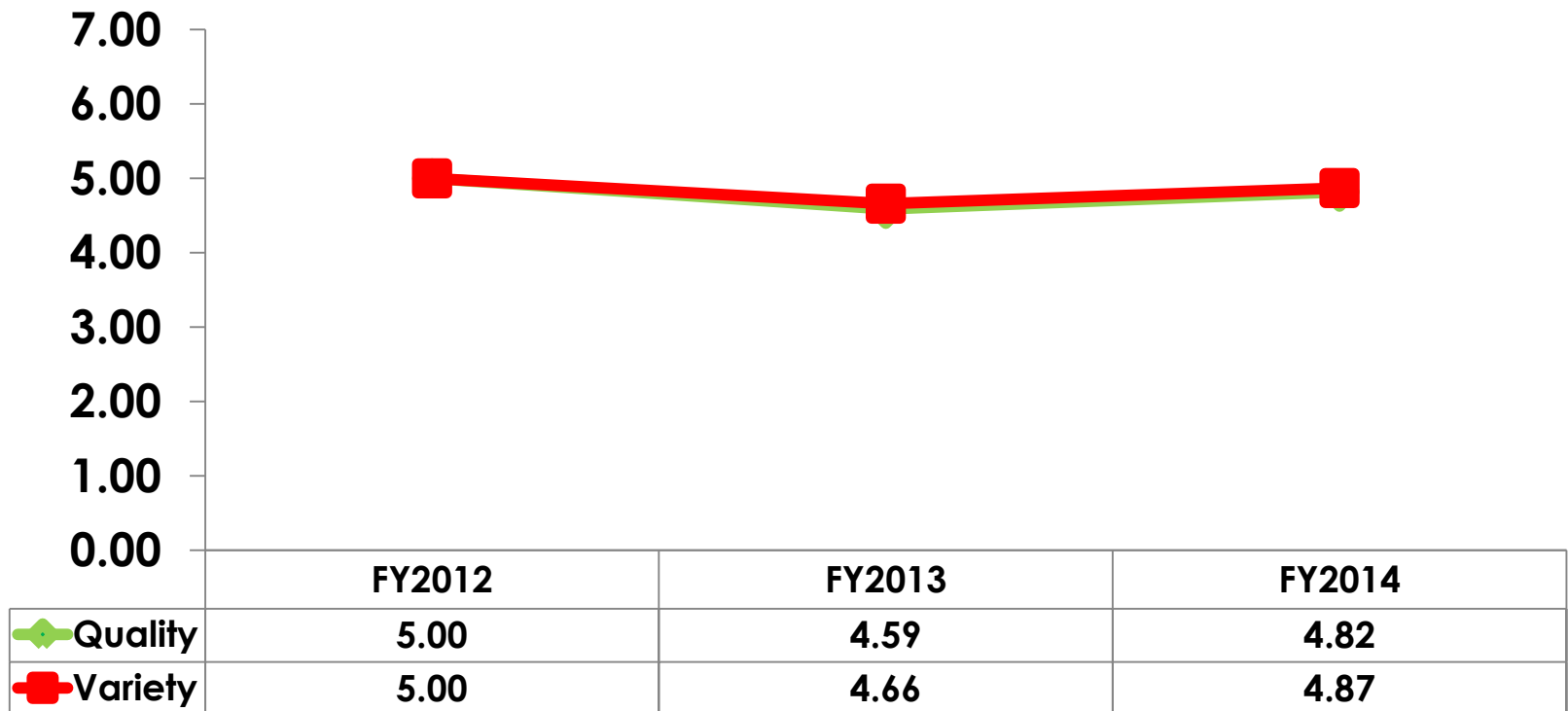
# Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Day Tour	Variety of Day Tour
Score of 6 to 7 = <b>33%</b>	Score of 6 to 7 = <b>33%</b>
Score of 4 to 5 = <b>54%</b>	Score of 4 to 5 = <b>58%</b>
Score 1 to 3 = <b>12%</b>	Score 1 to 3 = <b>11%</b>
<b>MEAN = 4.82</b>	<b>MEAN = 4.87</b>

# Day Tours Satisfaction





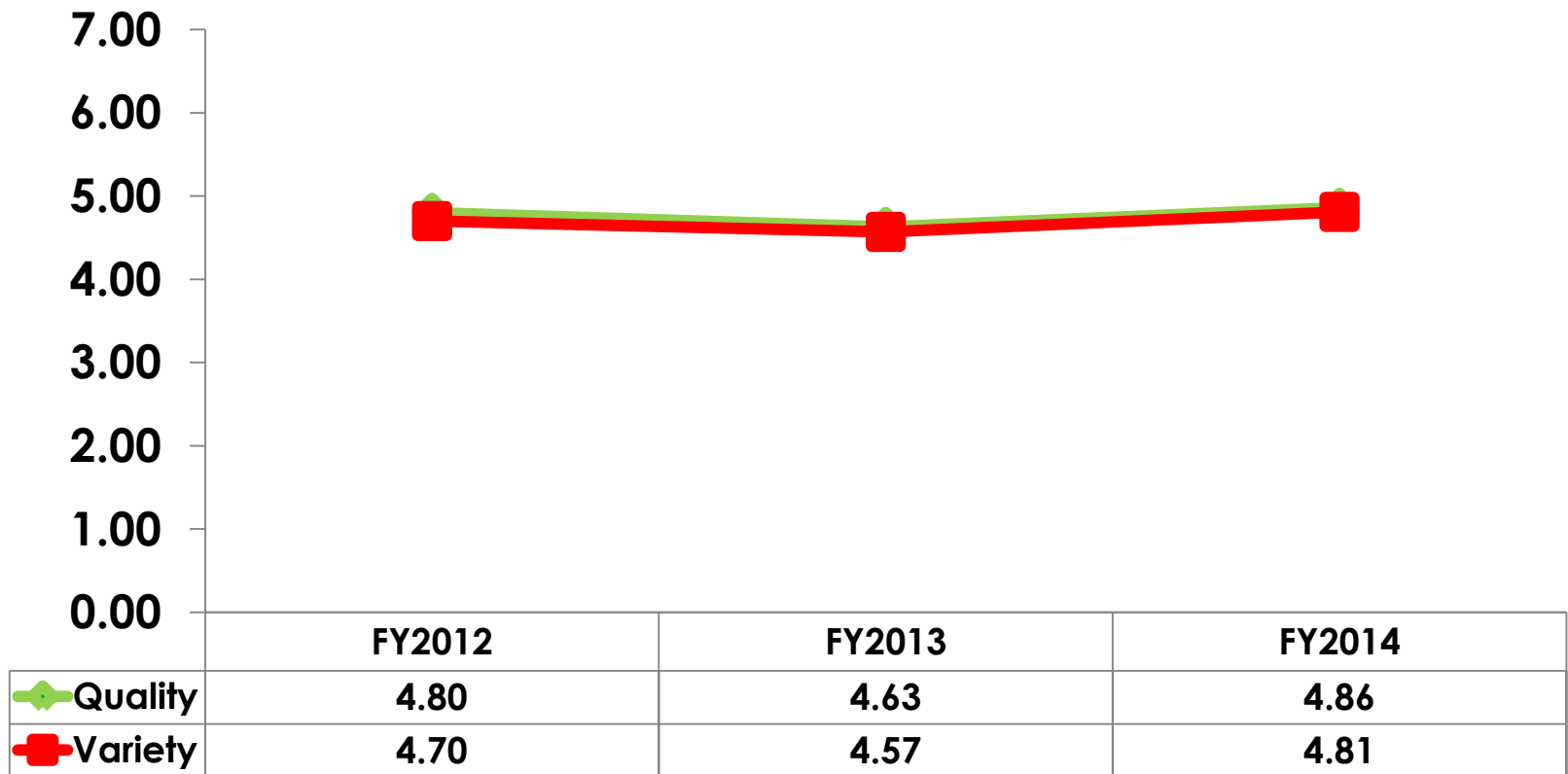
# Night Tours Satisfaction

7pt Rating Scale

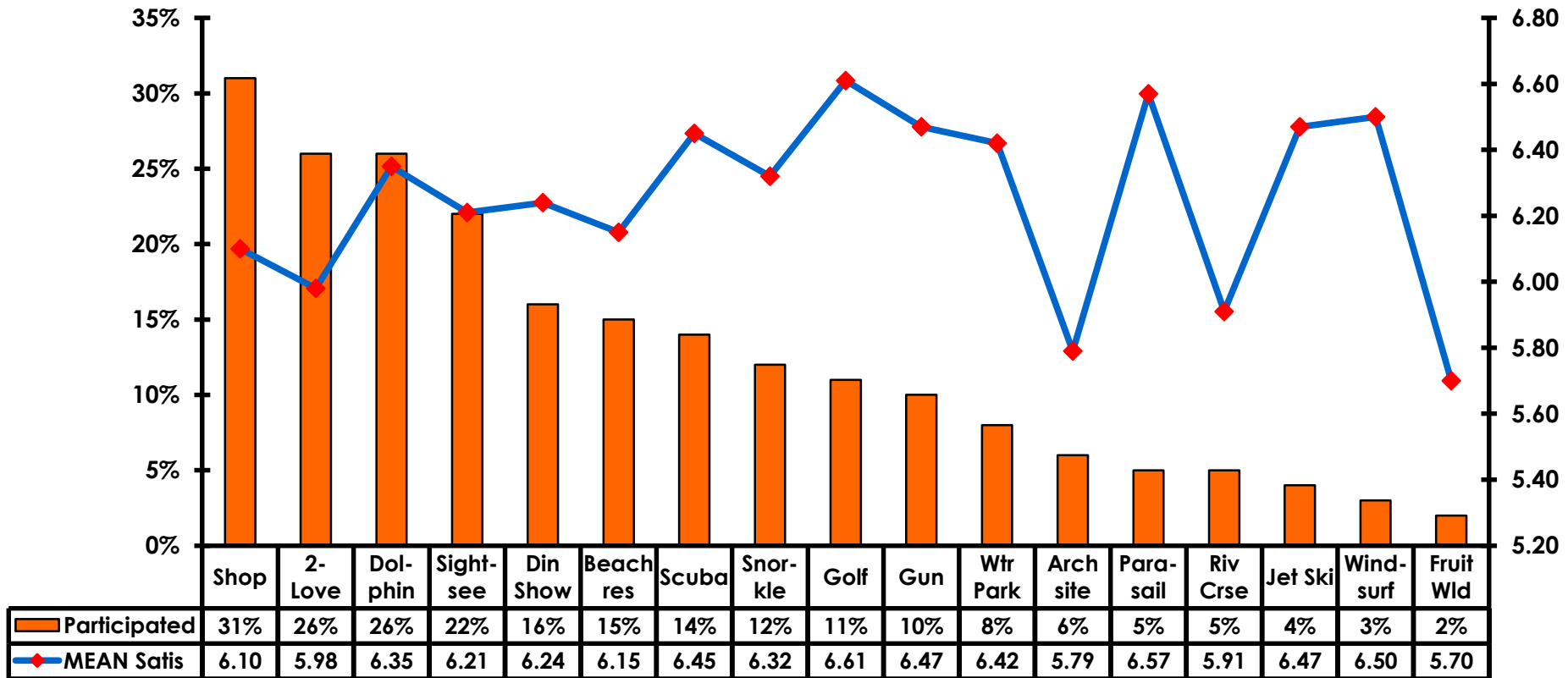
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = <b>30%</b>	Score of 6 to 7 = <b>27%</b>
Score of 4 to 5 = <b>62%</b>	Score of 4 to 5 = <b>65%</b>
Score 1 to 3 = <b>8%</b>	Score 1 to 3 = <b>8%</b>
<b>MEAN = 4.86</b>	<b>MEAN = 4.81</b>

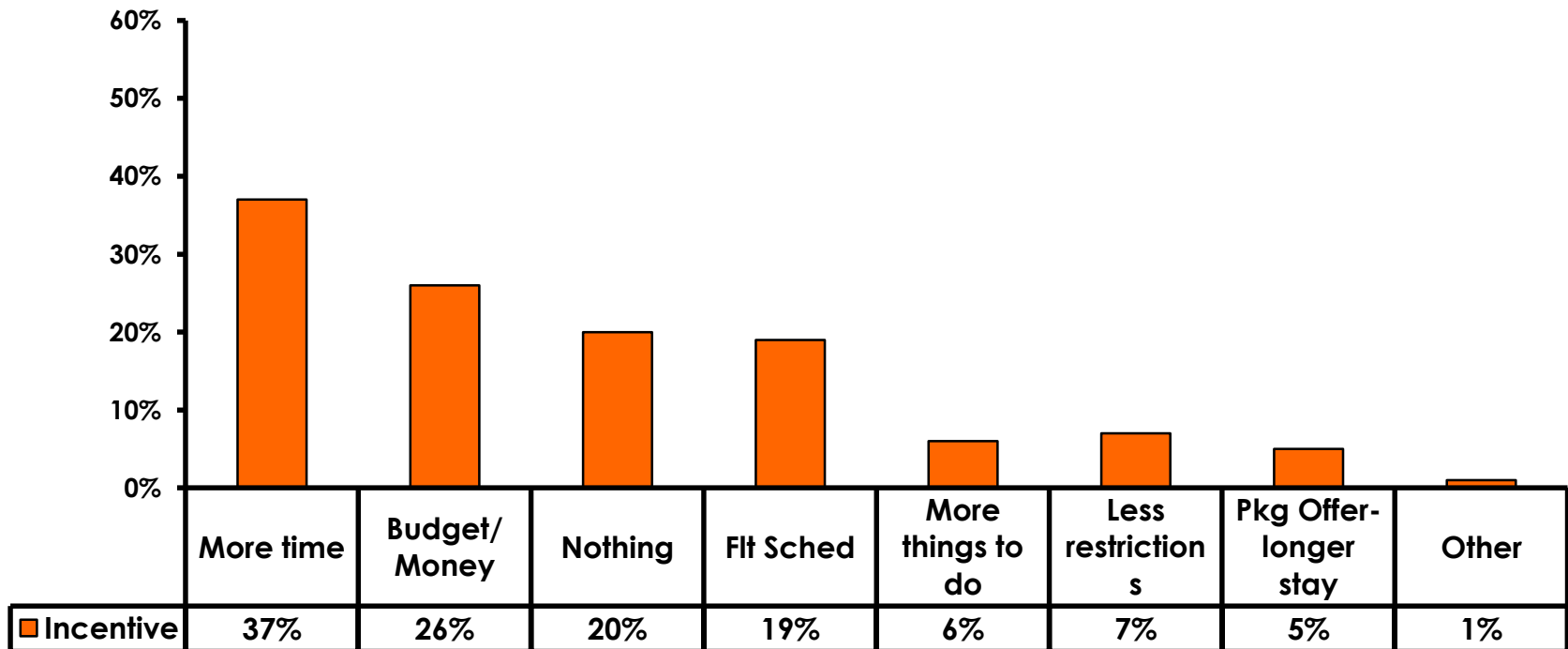
# Night Tours Satisfaction



# Satisfaction with Other Activities



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



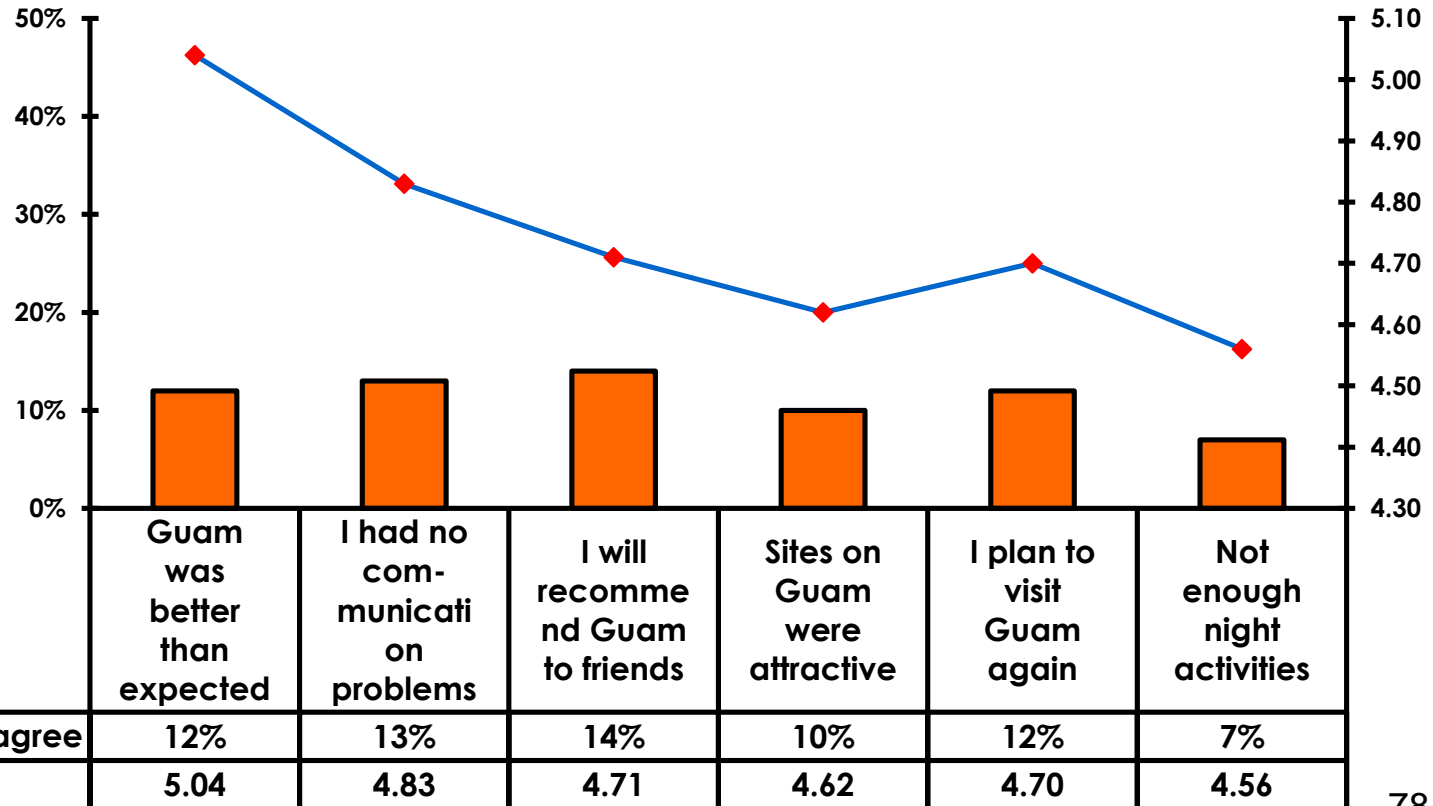
# What would it take to make you want to stay an extra day in Guam?

	FY2012	FY2013	FY2014
Nothing- spent right amount of time	15%	23%	20%
More time	29%	29%	37%
Budget/ money	29%	24%	26%
More things to do	7%	2%	6%
Less restrictions	7%	6%	7%
Flight schedule times	22%	17%	19%
Packages – longer stays	3%	1%	5%
Other	-	0%	1%

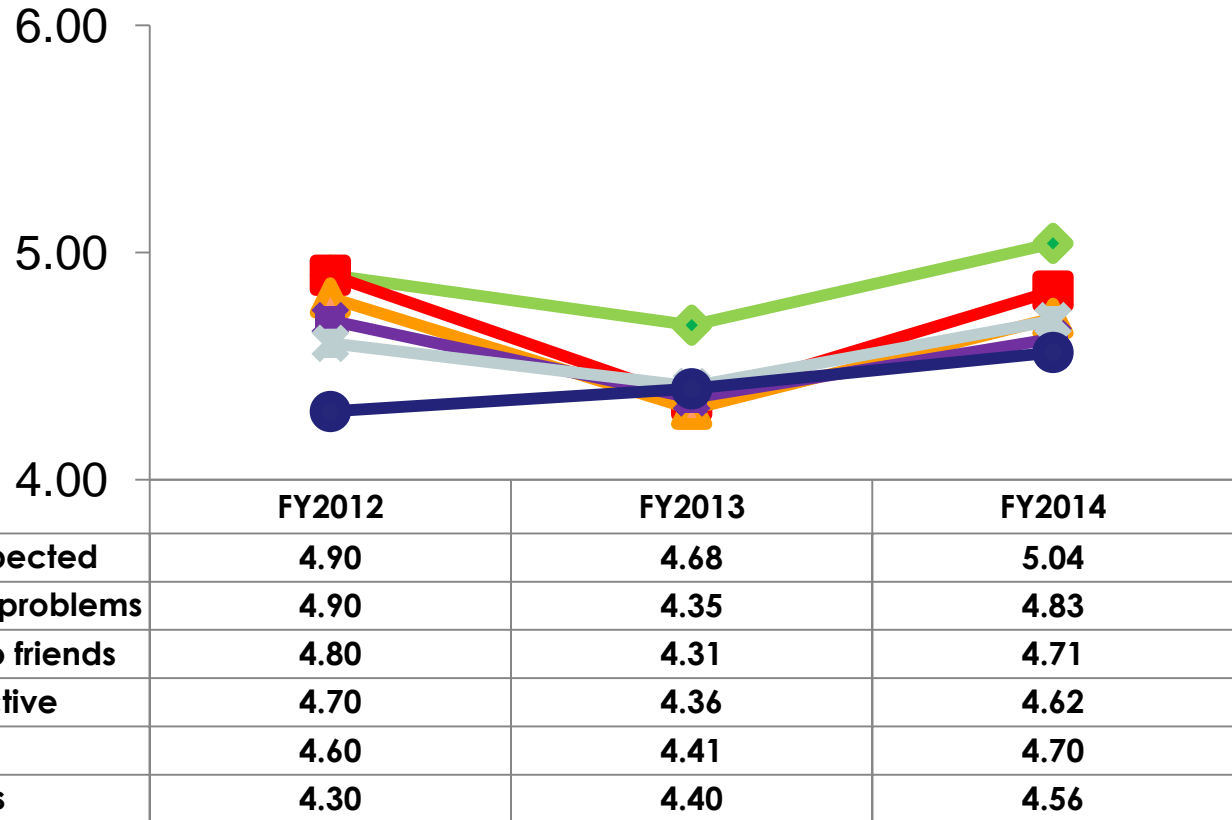
# On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



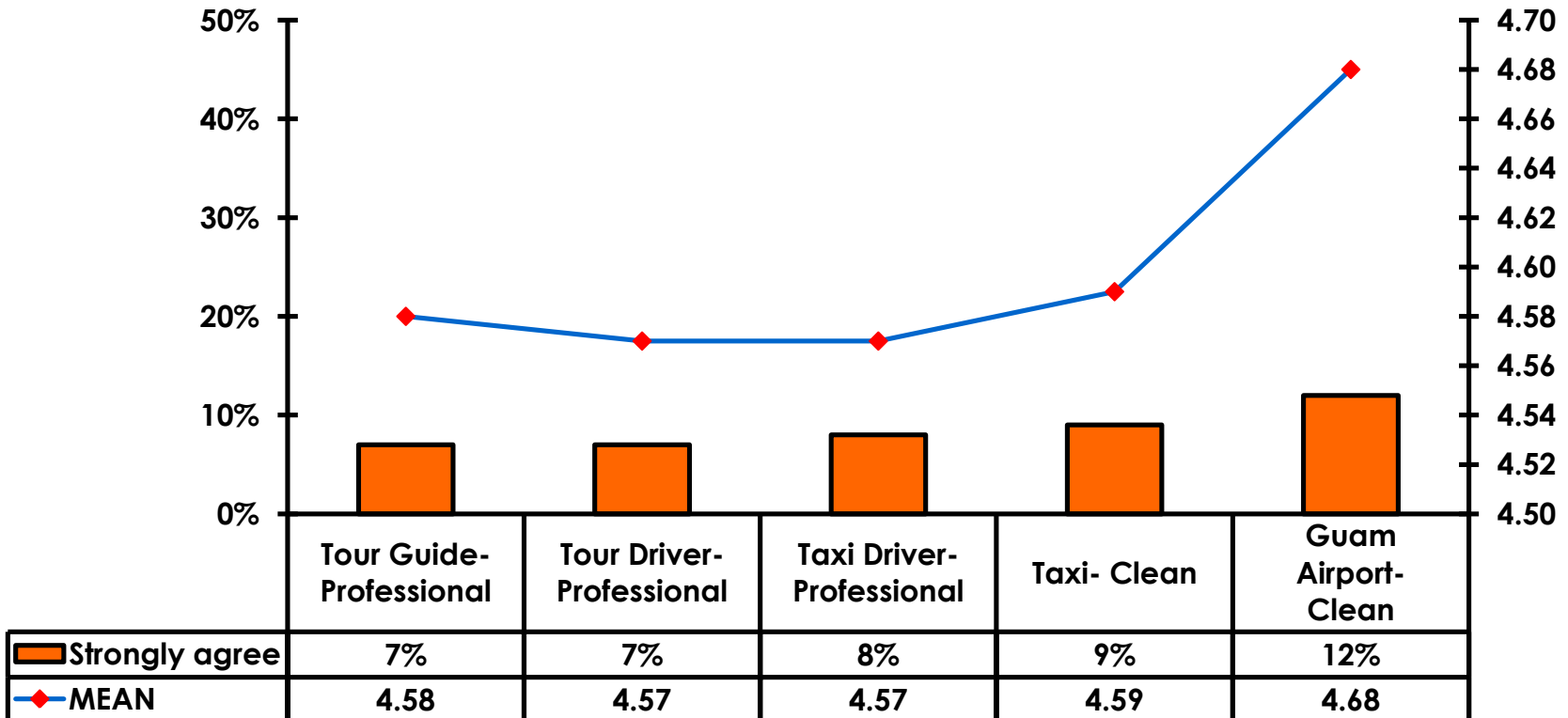
# On-Island Perceptions



# On-Island Perceptions

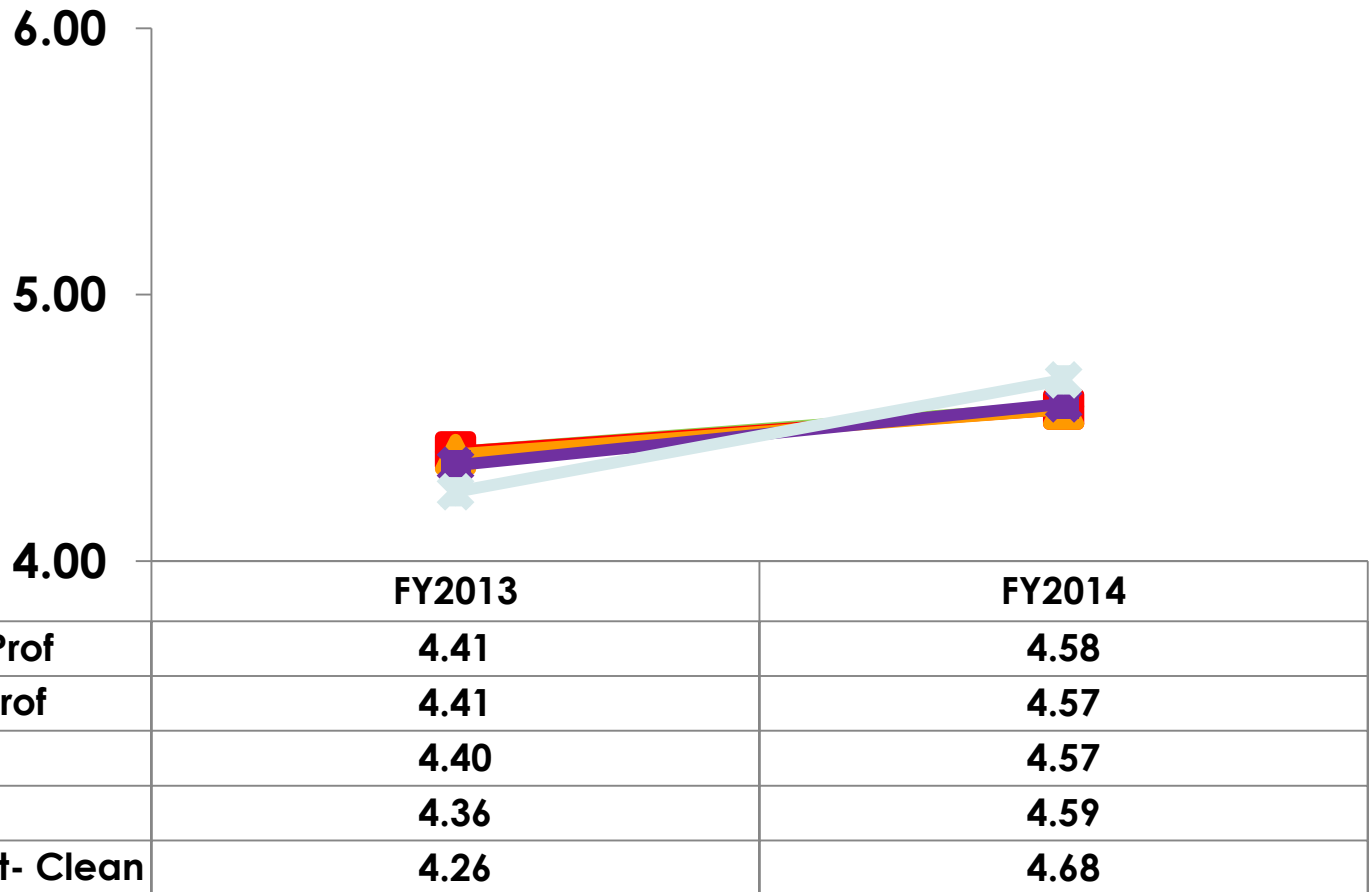
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



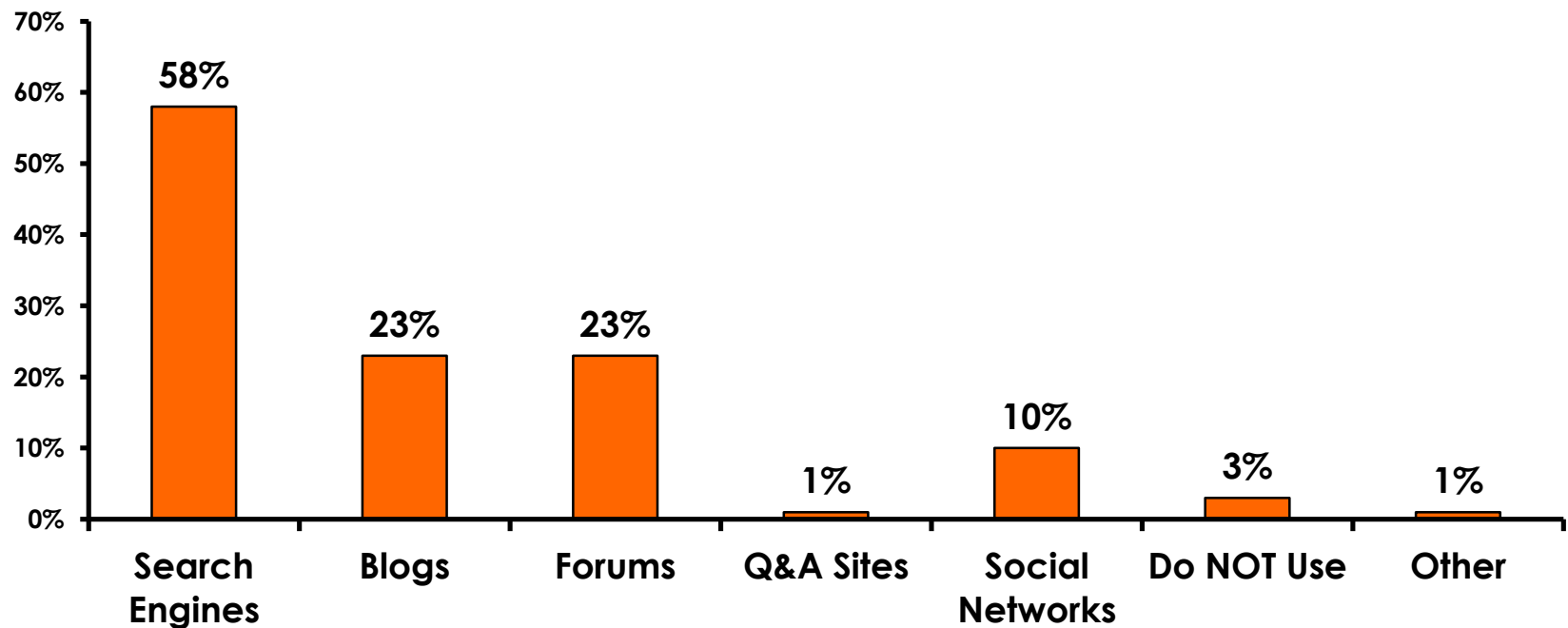


# On-Island Perceptions



# SECTION 5 **PROMOTIONS**

# Internet- Guam Sources of Info

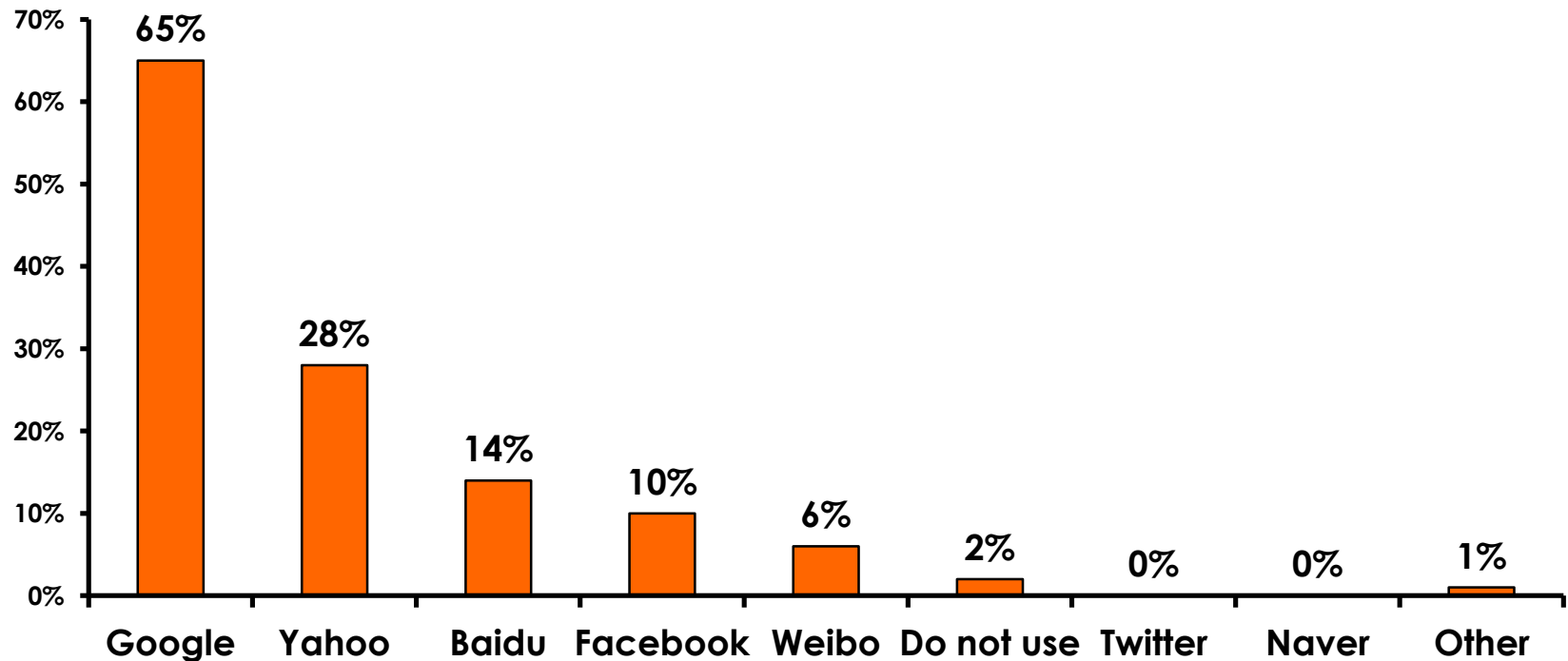


# Internet- Guam Sources of Info

	FY2013	FY2014
Search Engines	49%	58%
Blogs	27%	23%
Forums	25%	23%
Social Network	10%	10%
Do not use Internet	2%	3%
Other	1%	1%
Q&A Sites	3%	1%

# Internet- Things To Do

## Sources of Info

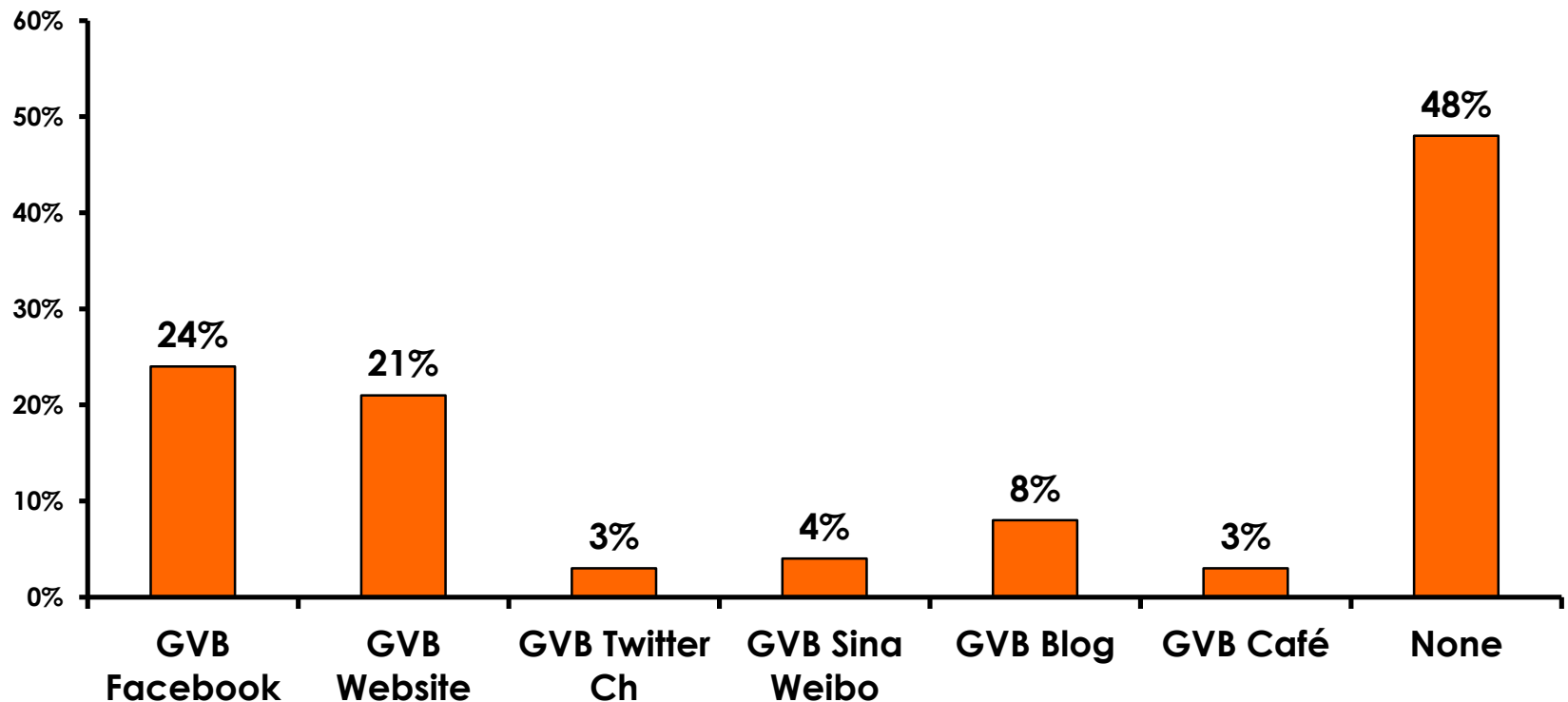


# Internet- Things To Do

## Sources of Info

	FY2013	FY2014
Google	61%	65%
Yahoo	24%	28%
Baidu	19%	14%
Facebook	10%	10%
Weibo	6%	6%
Do not use	2%	2%
Other	0%	1%
Twitter	0%	0%
Naver	1%	0%

# Internet- GVB Sources

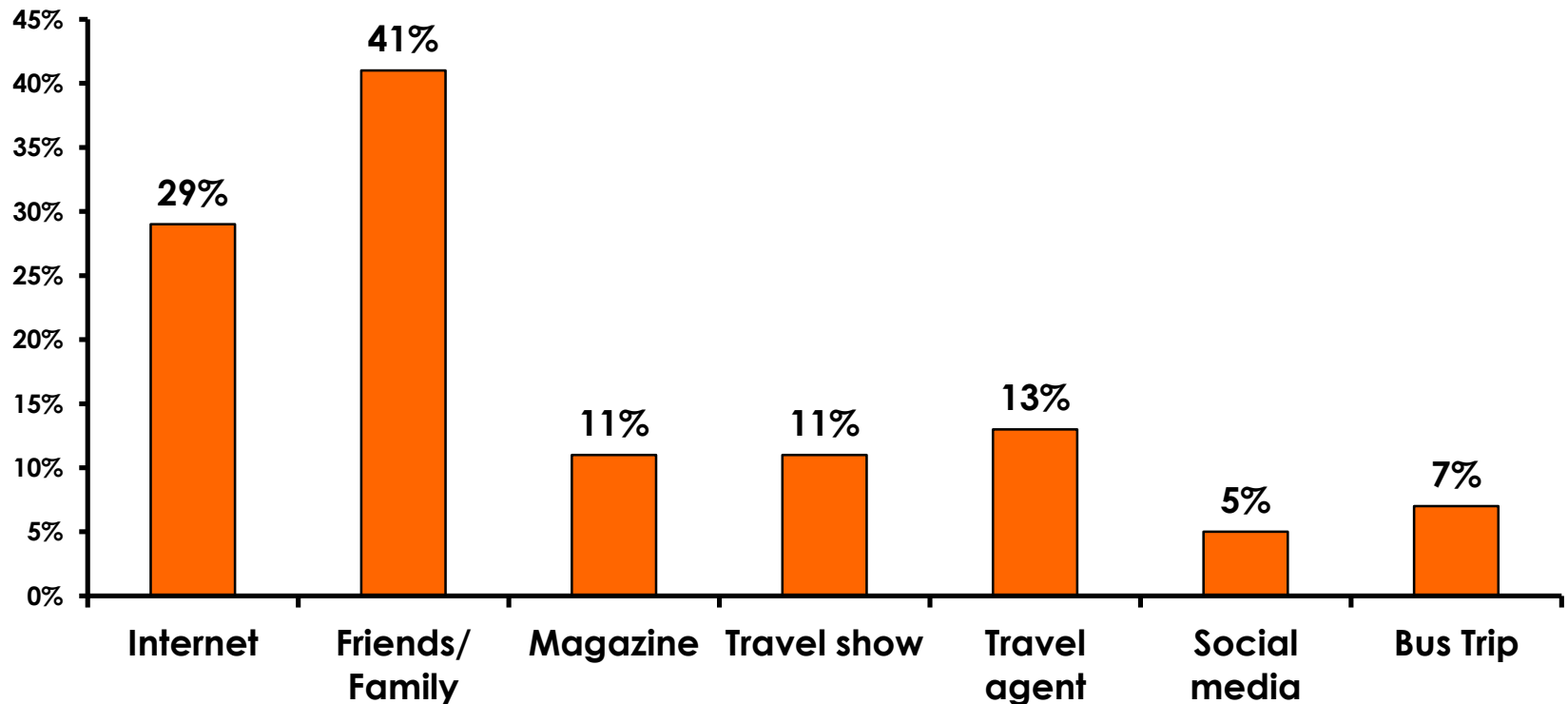


# Internet- GVB Sources

	FY2013	FY2014
None of these	47%	48%
GVB Facebook	28%	24%
GVB Website	15%	21%
GVB Blog	1%	8%
GVB Sina Weibo	2%	4%
GVB Twitter	9%	3%
GVB Cafe	1%	3%



# Travel Motivation- Info Sources

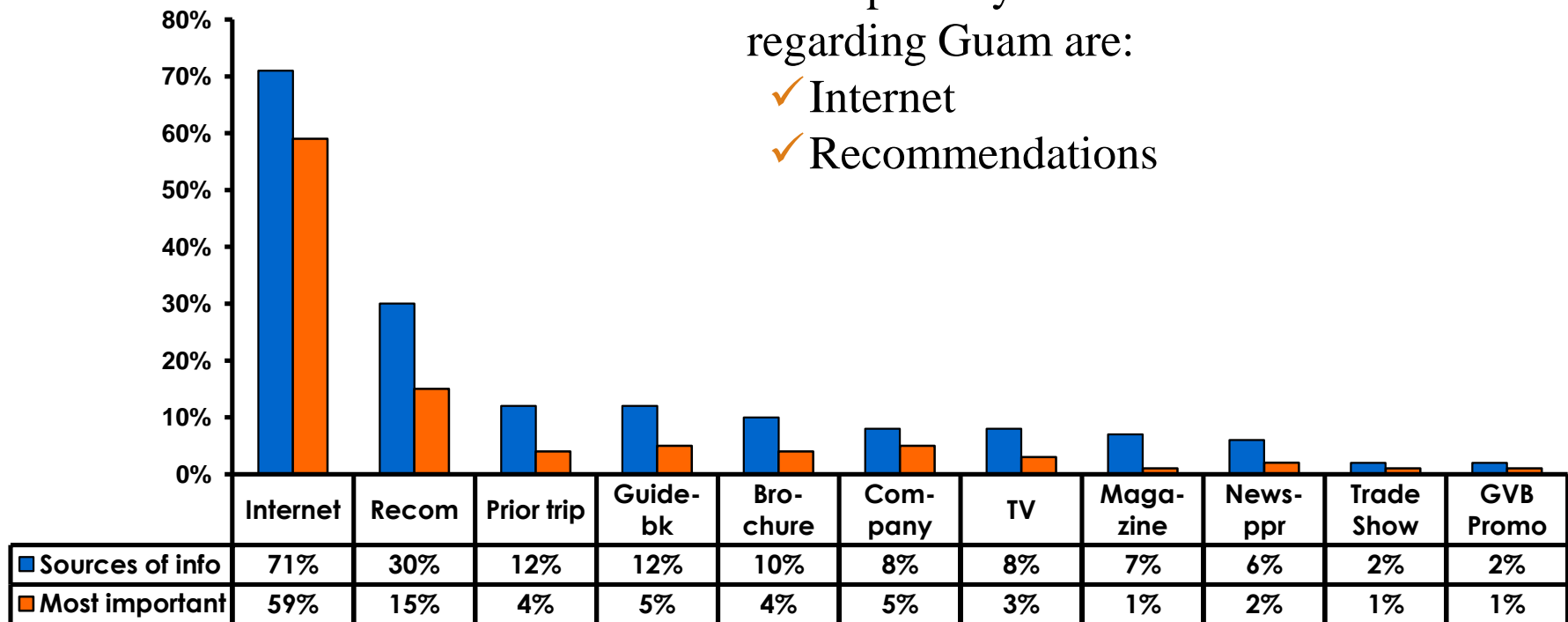


# Travel Motivation- Info Sources

	FY2013	FY2014
Friends/ Family	40%	41%
Internet	37%	29%
Travel agent	13%	13%
Magazines	16%	11%
Travel shows	6%	11%
Other	1%	10%
Company/ Bus trip	7%	7%
Social Media	3%	5%

# Sources of Information Pre-arrival

- The 2 primary sources of information regarding Guam are:
  - ✓ Internet
  - ✓ Recommendations



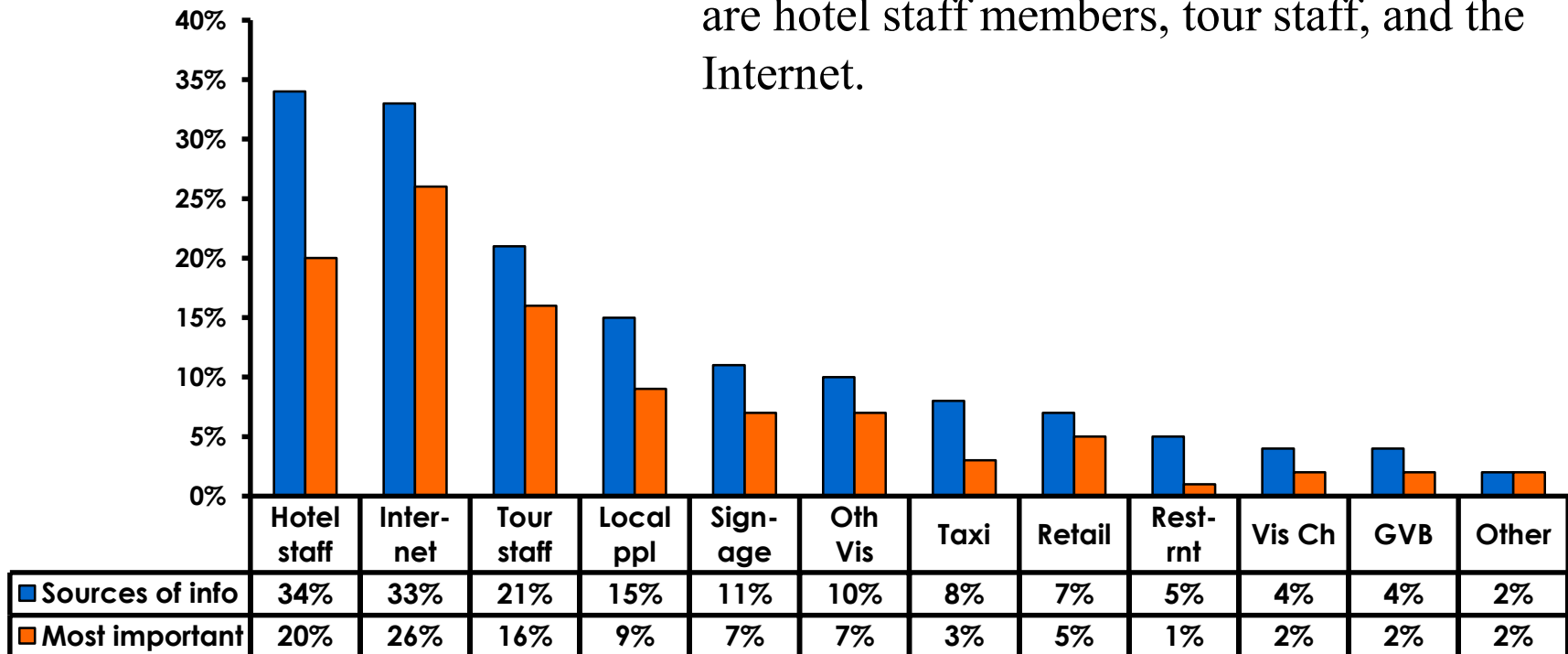
# Sources of Information Pre-arrival

## Top 3

	FY2012	FY2013	FY2014
Internet	65%	67%	59%
Recommendation	6%	22%	15%
Prior trip	Not top 3	4%	Not top 3
Company	7%	Not top 3	5%

# Sources of Information Post-arrival

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



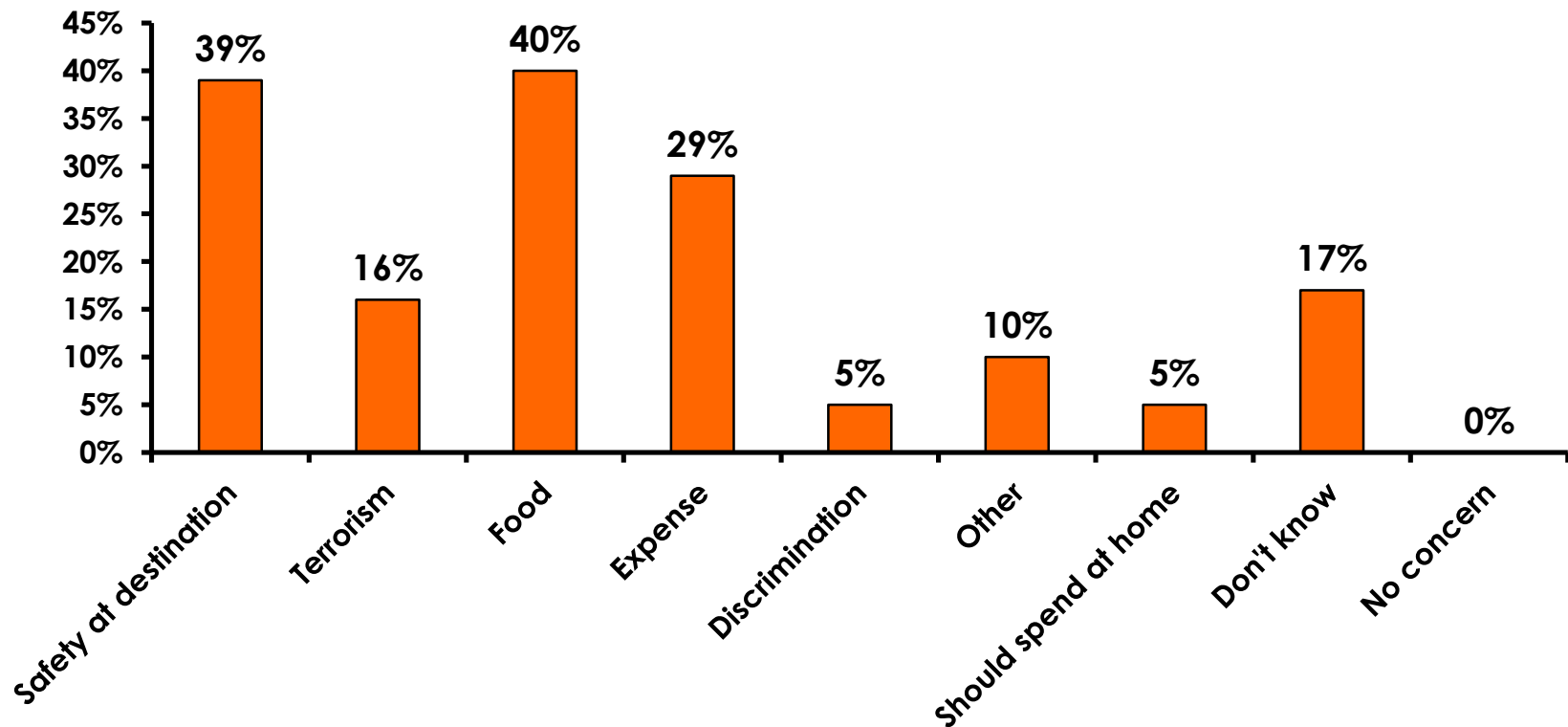
# Sources of Information Post-arrival

## Top 3

	FY2012	FY2013	FY2014
<b>Hotel staff</b>	34%	28%	20%
<b>Internet</b>	Not top 3	16%	26%
<b>Tour staff</b>	15%	12%	16%
<b>Visitor Channel</b>	11%	Not top 3	Not top 3

# SECTION 6 **OTHER ISSUES**

# Concerns about travel outside of Hong Kong - Overall





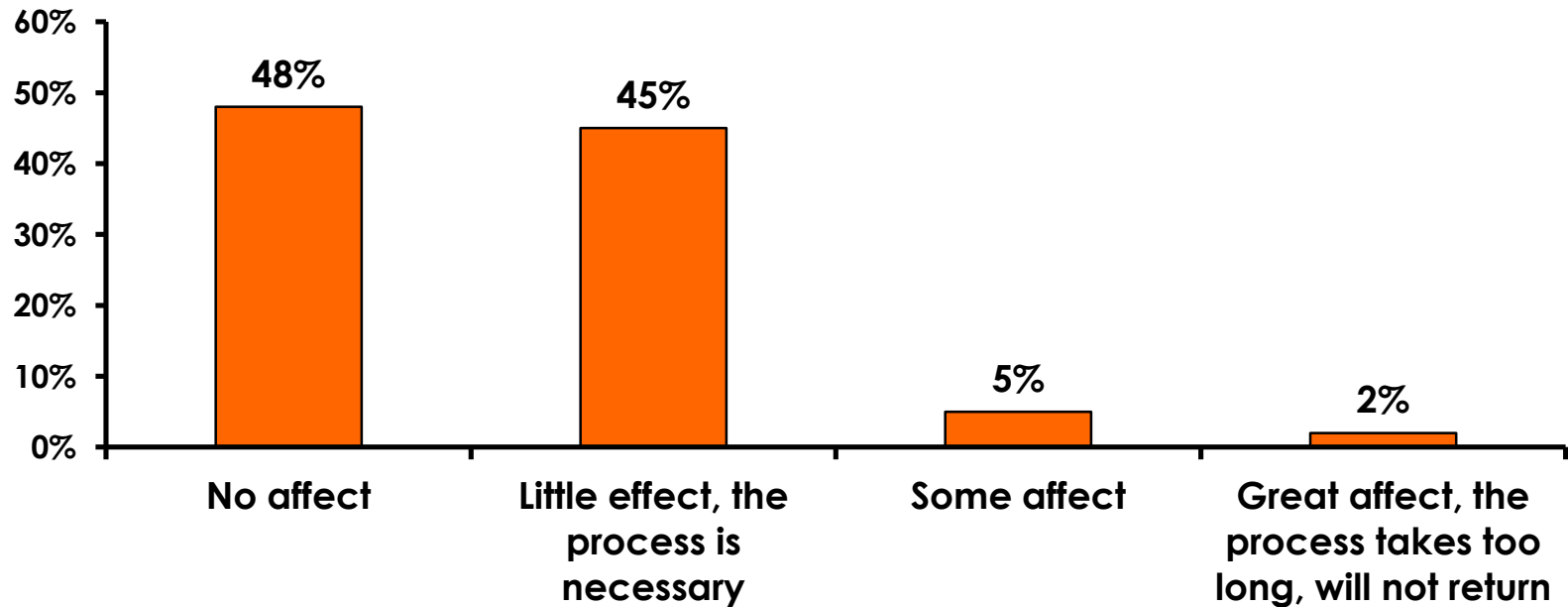
# Concerns about travel outside of Hong Kong

	FY2012	FY2013	FY2014
<b>Safety</b>	41%	21%	39%
<b>Expense</b>	33%	10%	29%
<b>Food</b>	22%	26%	40%
<b>Terrorism</b>	20%	22%	16%
<b>Dis-crimination</b>	8%	9%	5%
<b>Should spend @home</b>	5%	6%	5%
<b>Other</b>	1%	5%	10%
<b>DK</b>	10%	12%	17%
<b>No Concern</b>	6%	0%	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	40%	24%	37%	48%	28%	20%	49%	42%	45%	42%	60%	40%	100%	
	Safety	39%	48%	36%	36%	69%	90%	88%	68%	28%	22%	40%	100%	67%	
	Expense	29%	34%	29%	28%	23%	20%	66%	45%	25%	13%	47%	30%	67%	
	Don't know	17%	21%	20%	14%	13%	10%	5%	12%	16%	19%	20%			
	Terrorism	16%	38%	15%	14%	13%	20%	27%	20%	15%	8%	7%	20%	67%	
	Other	10%	14%	10%	10%	5%		15%	11%	10%	12%		10%	67%	
	Should spend at home	5%	10%	5%	4%	3%		2%	2%	7%	4%	7%	20%	33%	
	Discrimination against Chinese	5%		4%	6%	5%		2%		2%	3%				
	No concerns	0%		0%					1%						
	Total	Count	456	29	215	165	39	10	41	85	110	77	15	10	3

# Security Screening/ Immigration Process at Guam International Airport



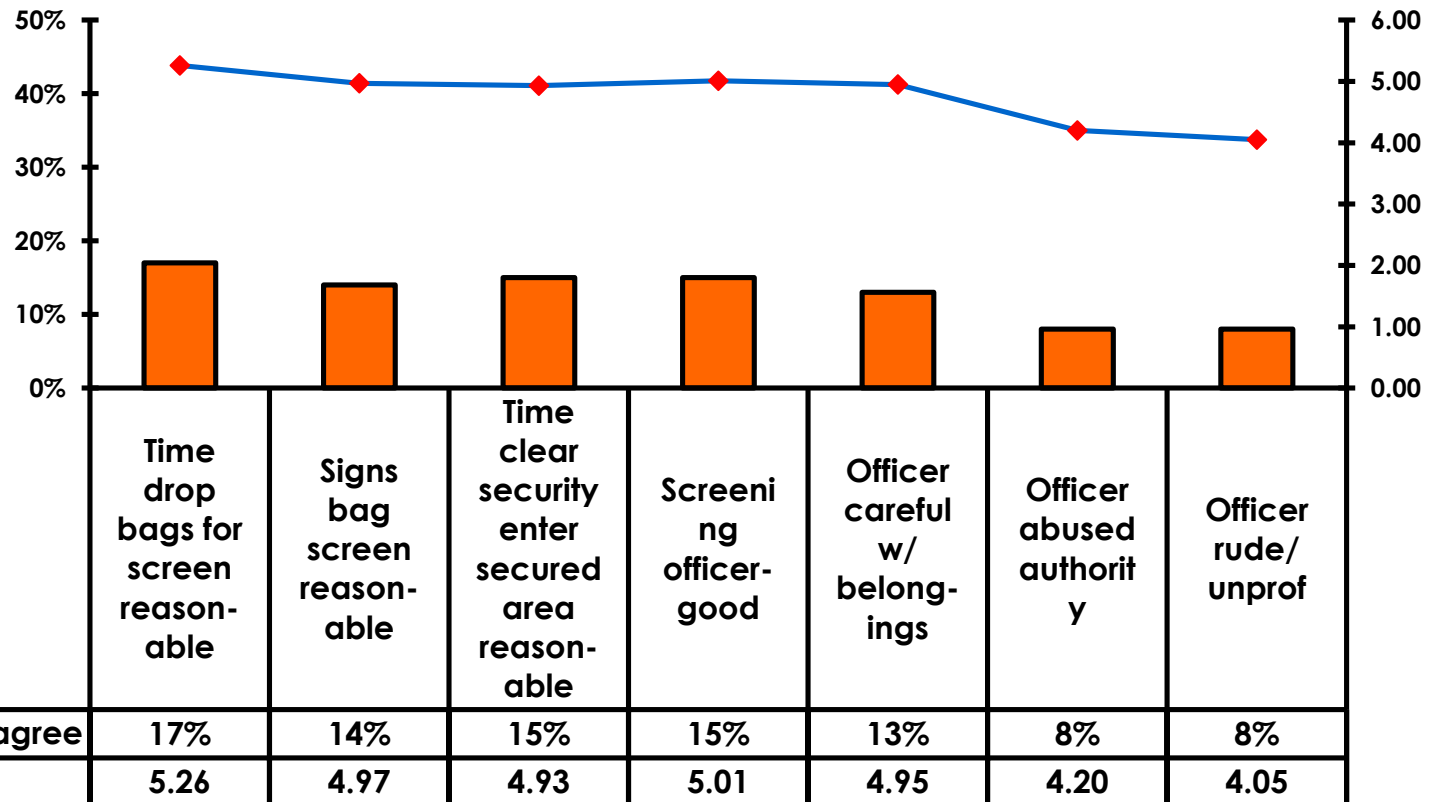
# Security Screening/ Immigration Process at Guam International Airport

	FY2012	FY2013	FY2014
No effect	47%	44%	48%
Little effect	43%	53%	45%
Some effect	8%	3%	5%
Great effect	2%	0%	2%

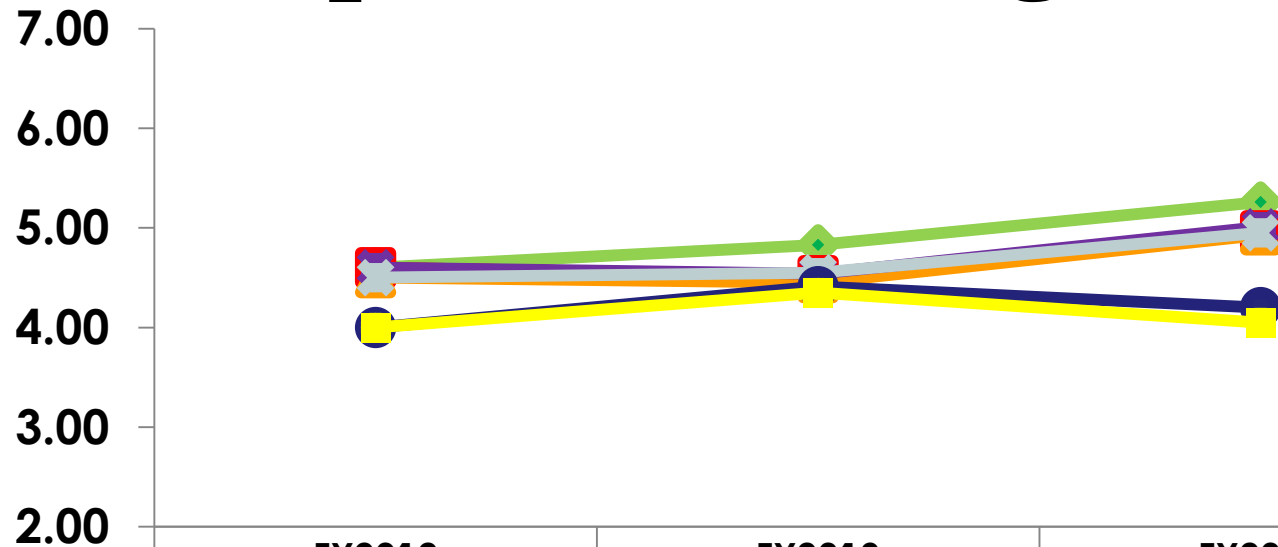
# Airport Screening

## 7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree

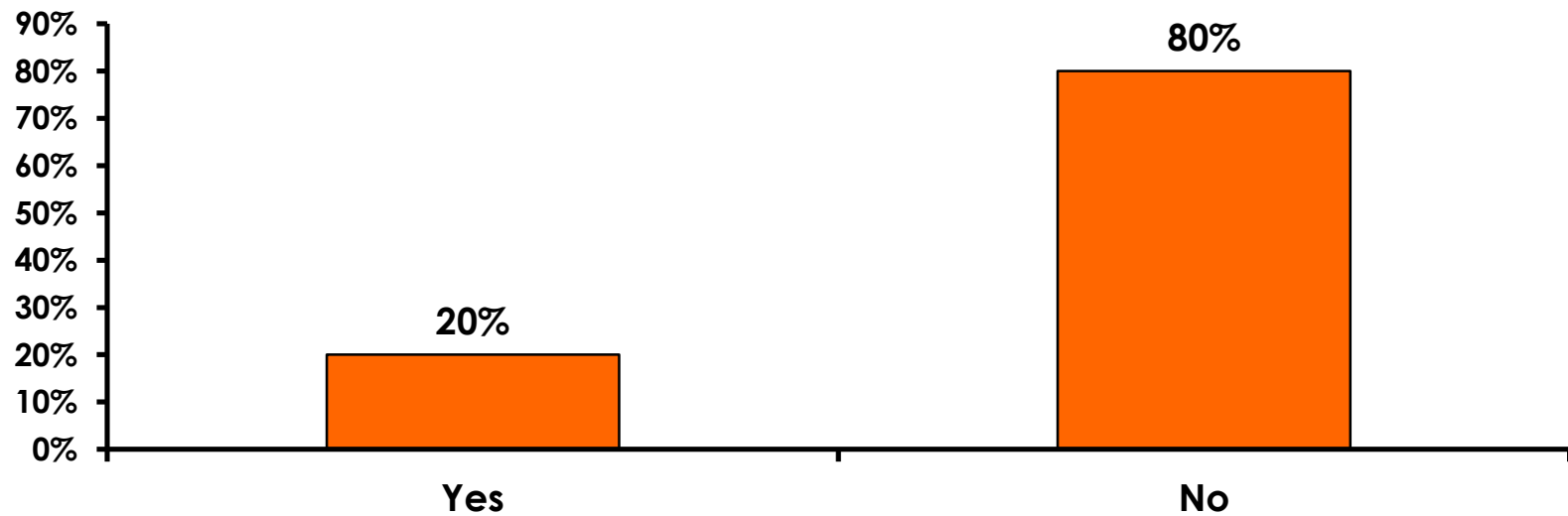


# Airport Screening



	FY2012	FY2013	FY2014
Time- Bag screening	4.60	4.83	5.26
Sign- Bag Screen	4.60	4.52	4.97
Time- clear security	4.50	4.45	4.93
Officer- good	4.60	4.54	5.01
Officer- careful	4.50	4.55	4.95
Officer- abusive	4.00	4.41	4.20
Officer- rude	4.00	4.35	4.05

# SHOP GUAM FESTIVAL AWARENESS



# SHOP GUAM FESTIVAL – IMPACT

n=89

