Guam Visitors Bureau
Hong Kong Visitor Tracker Exit Profile & Market Segmentation Report

FY2017

QTR.3 (APRIL - JUNE 2017)

Prepared by: Anthology Research

VISIT
GUAM
2017
YEAR of LOVE

[ANTHOLOGY]
AnthologyGroup.com

GUAM
VISITORS
BUREAU
SETBISION BISITAN GUÅHAN

GUAM

Background and Methodology

- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, Anthology's professional Chinese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.

- A total of **105** 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 **105** is +/- 9.56 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 +/- 9.56 percentage points.
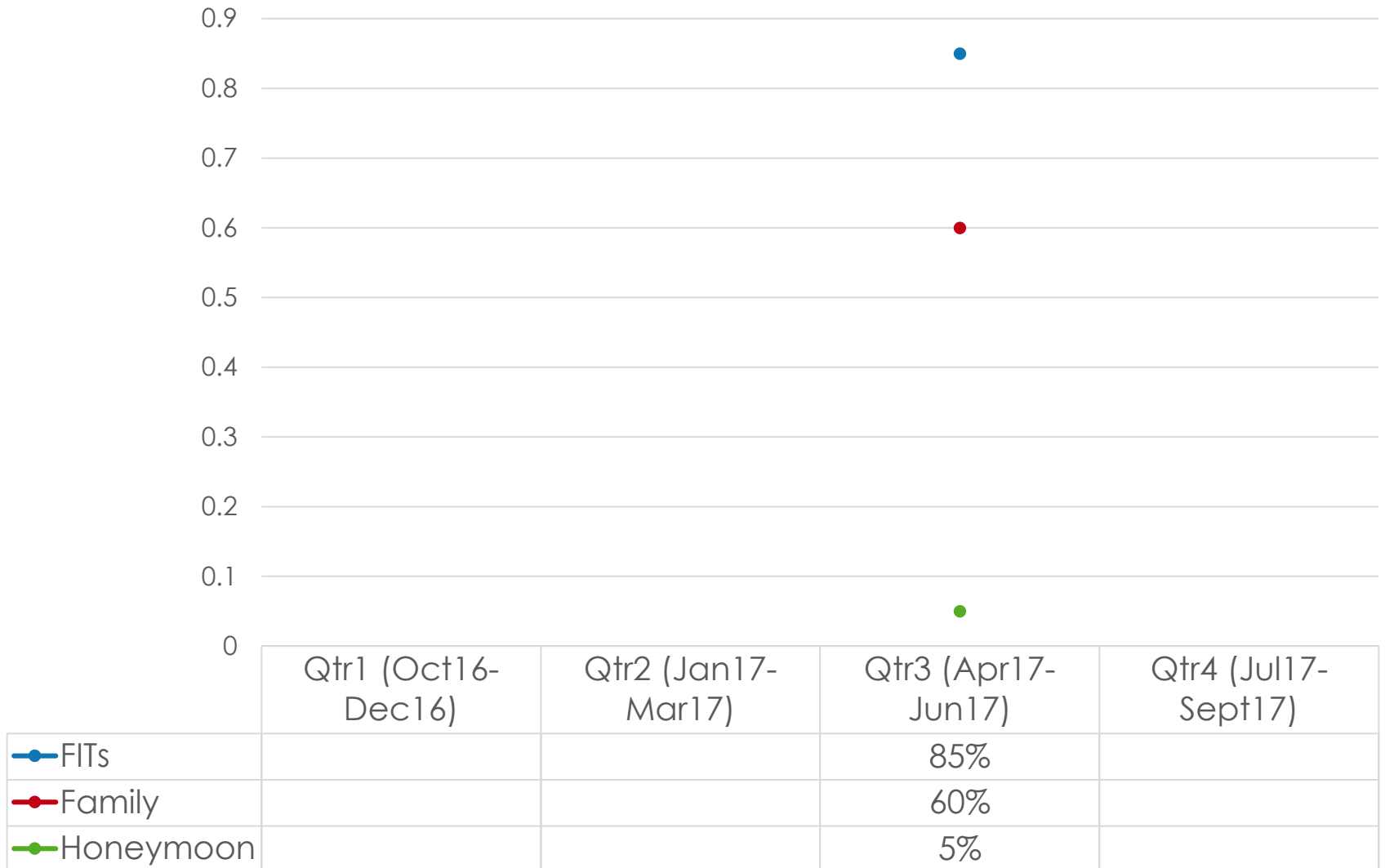
[A]

Objectives

- To monitor the effectiveness of the Hong Kong 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 Hong Kong marketing plan.

- Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.

[A]

Key Highlighted Segments

- **The specific objectives were:**

  - To determine the relative size and expenditure behavior of the following market segments:
    - FITs (Q7)
    - Honeymoon (Q5A)
    - Family (Q6)

  - To identify the most significant factors affecting overall visitor satisfaction.

  - To identify (for all Hong Kong visitors) the most important determinants of on-island spending
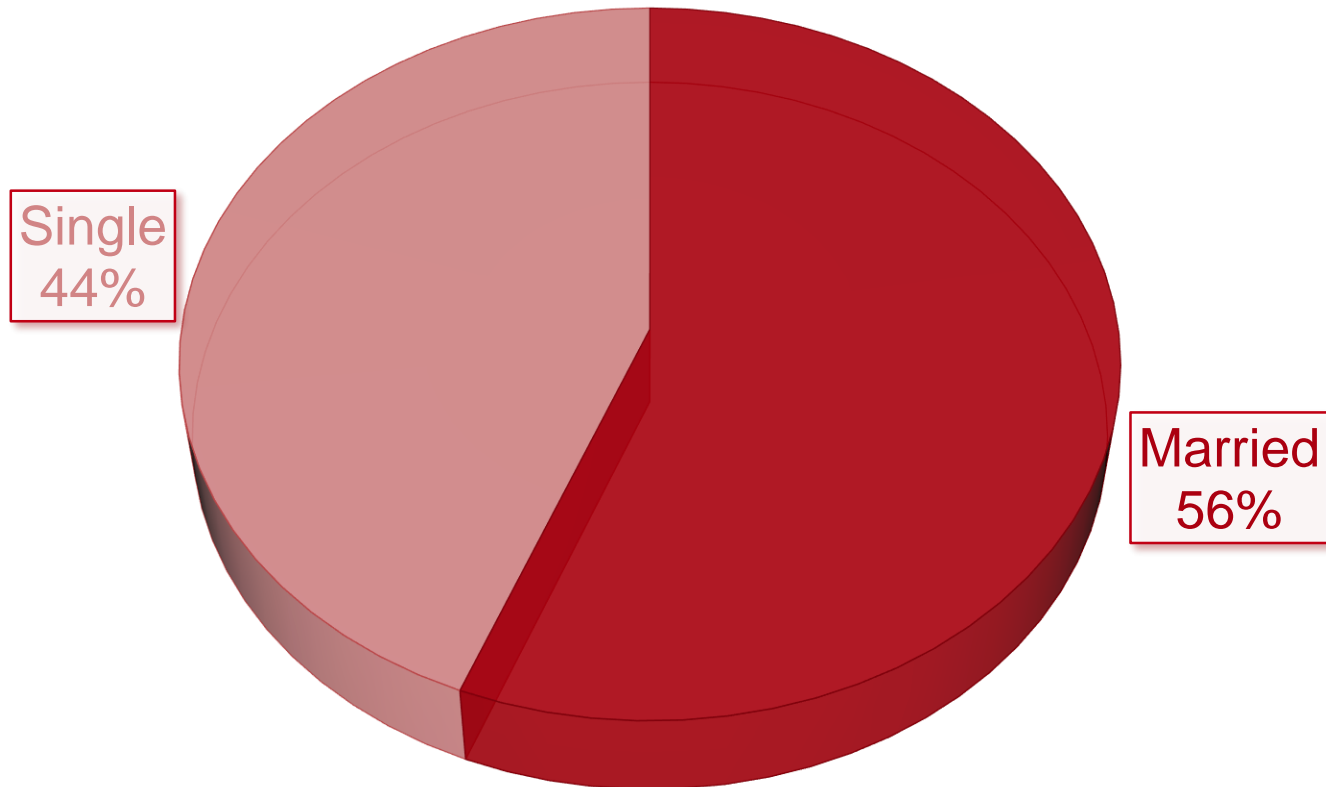
[A]

Key Highlighted Segments

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
FITs			85%	
Family			60%	
Honeymoon			5%	

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SECTION 1
PROFILE OF RESPONDENTS

Marital Status

Single 44%

Married 56%

Marital status – FY2017 Tracking
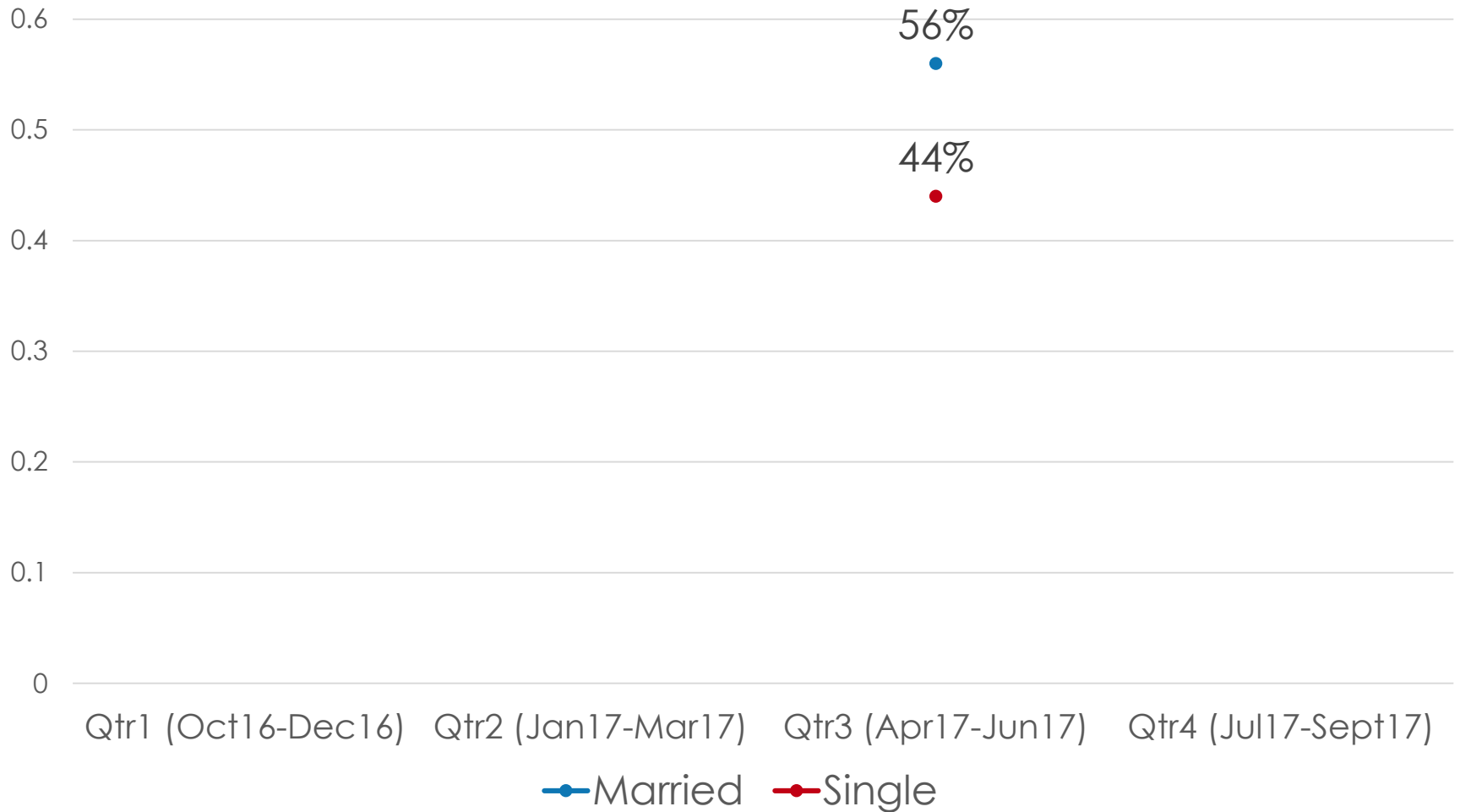
Marital status – Key Segments

GVB EXIT SURVEY
QE MARITAL STATUS

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
QE	Married	56%	54%	86%	100%
	Single	44%	46%	14%	
	Total	105	89	63	5

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[A]

Age

MEAN = 33.16
MEDIAN = 31

80%
70%
60%
50%
40%
30%
20%
10%
0%

14%   67%   12%   5%   3%

18-24   25-39   40-49   50-59   60+

[A]

Age – FY2017 Tracking

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN			33.16	
MEDIAN			31	

[A]
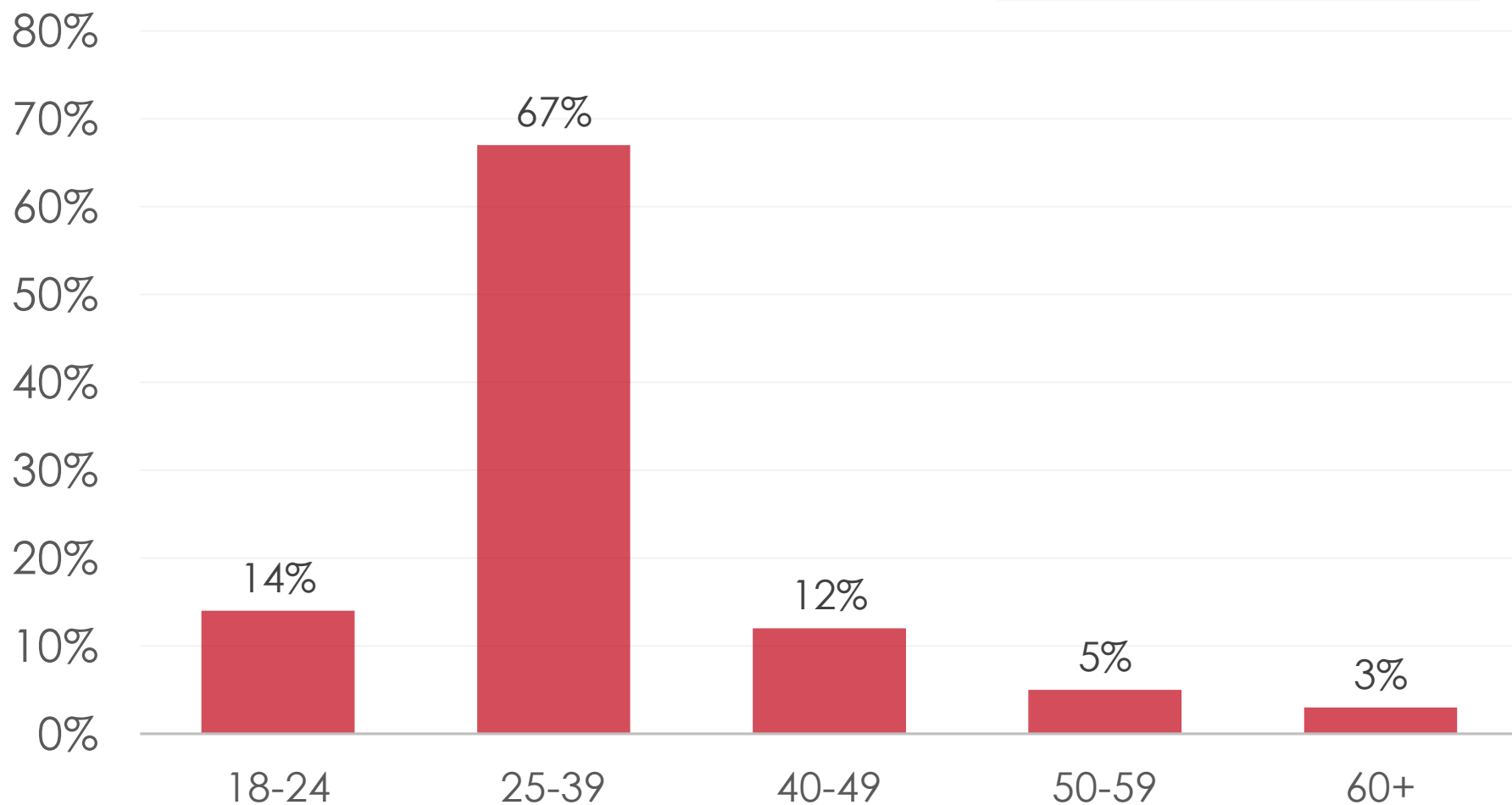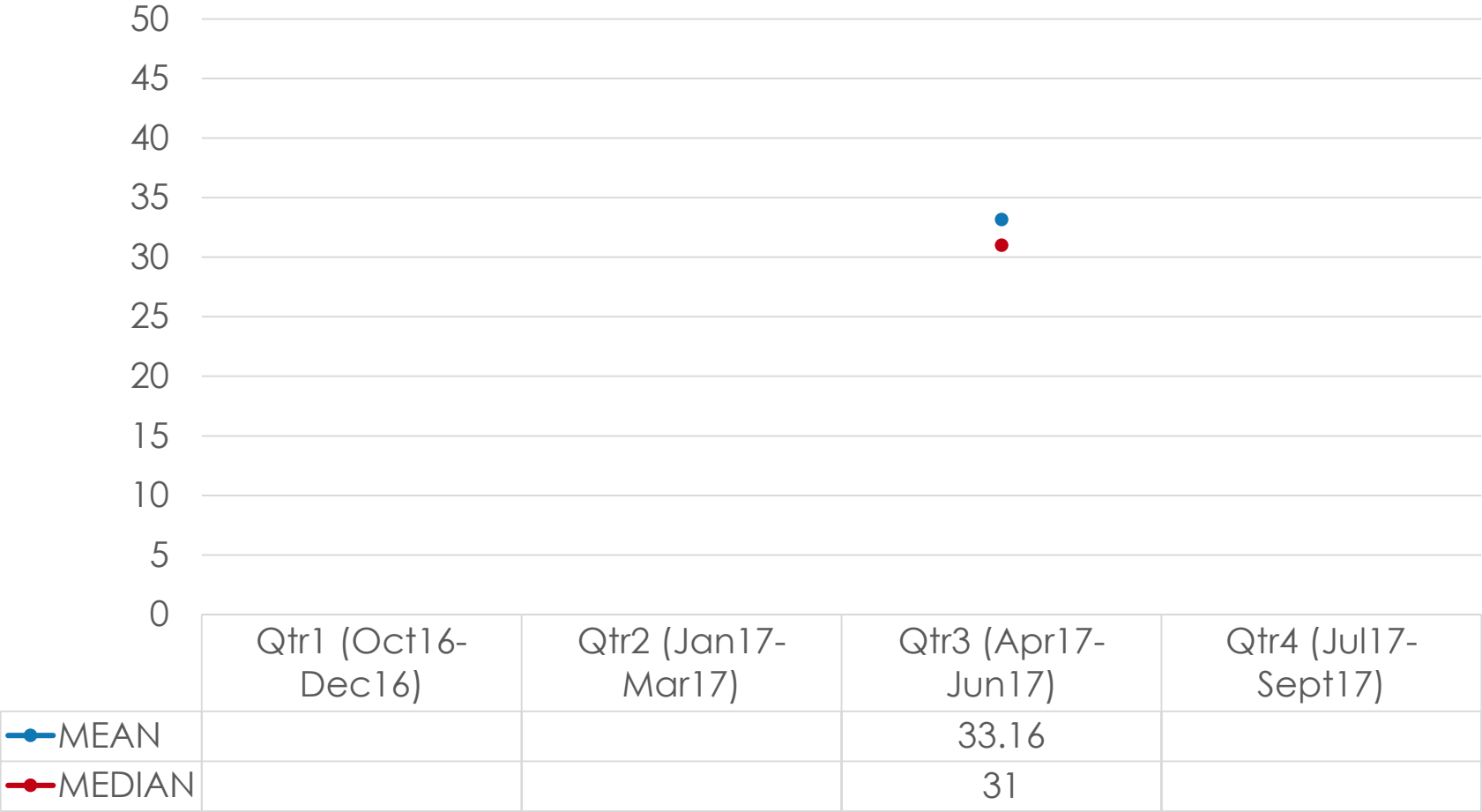
Age – Key Segments

GVB EXIT SURVEY
AGE

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
SD	18-24	14%	15%	7%	
	25-39	67%	69%	63%	60%
	40-49	12%	10%	17%	20%
	50-59	5%	5%	8%	20%
	60+	3%	1%	5%	
	Total	102	88	60	5
SD	Mean	33.16	32.34	36.97	39.40
	Median	31	30	35	37

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Annual Household Income

Bar chart of Annual Household Income:

Category	Percentage
<HKD240K	17%
HKD240K-HKD500K	37%
HKD500K-HKD1.0M	24%
HKD1.0-HKD3.0M	17%
HKD3.0M+	3%
No Income	1%

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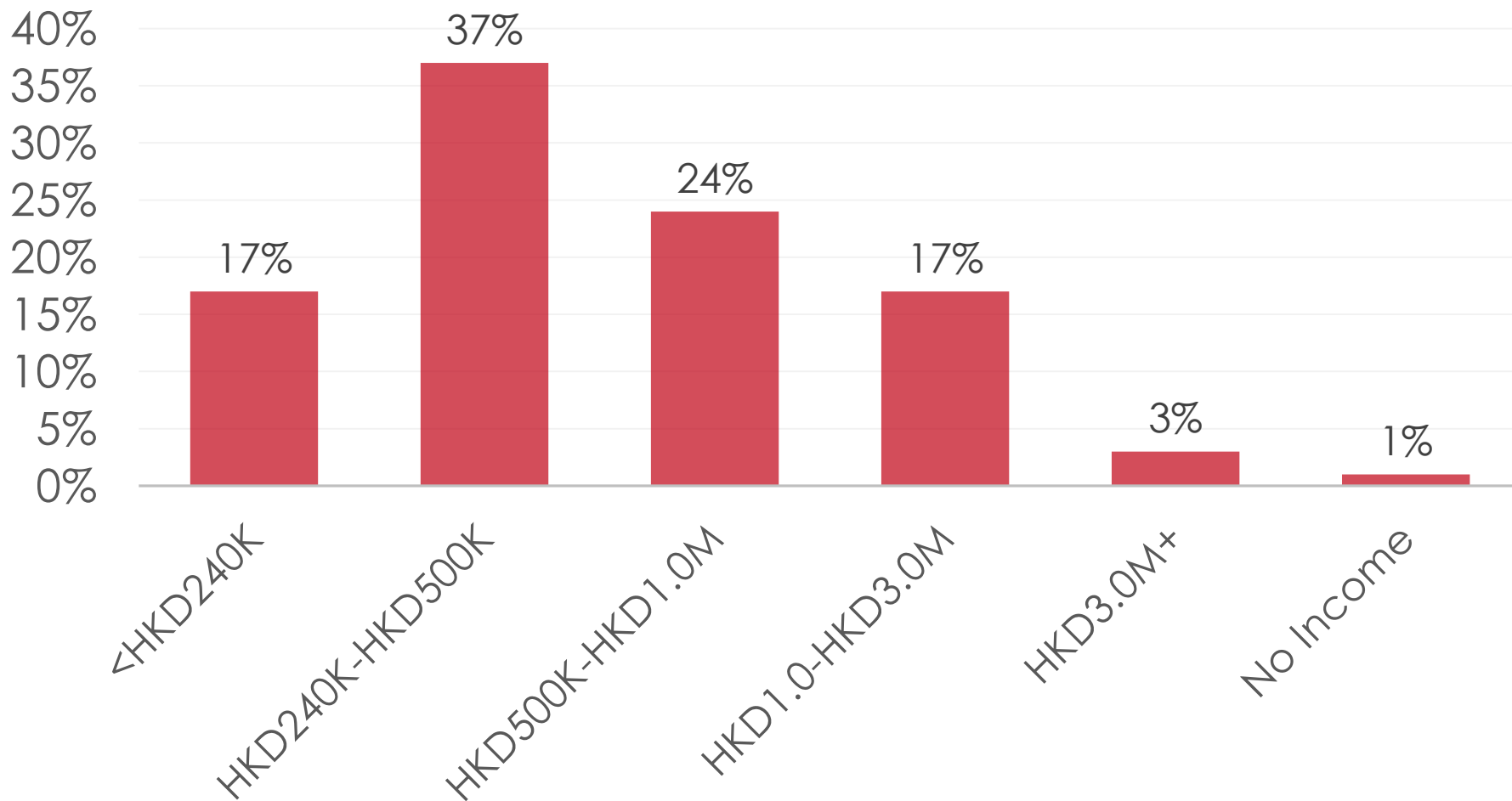
Annual Household Income – Key Segments

GVB EXIT SURVEY
Q26 Household income:

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
Q26	<HKD120K	10%	11%	5%	20%
	HKD120K-HKD240K	7%	6%	7%	20%
	HKD240K-HKD500K	37%	35%	41%	20%
	HKD500K-HKD1.0M	24%	25%	22%	20%
	HKD1.0M-HKD2.0M	7%	8%	9%	
	HKD2.0M-HKD3.0M	10%	12%	10%	20%
	HKD3.0M+	3%	2%	5%	
	No Income	1%	1%		
	Total	99	84	58	5

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[A]

Travel Party

[A]

Travel Party - Children

11% TRAVELING WITH A CHILD

[A]

Trips to Guam

Repeat
9%

First time
91%

[A]
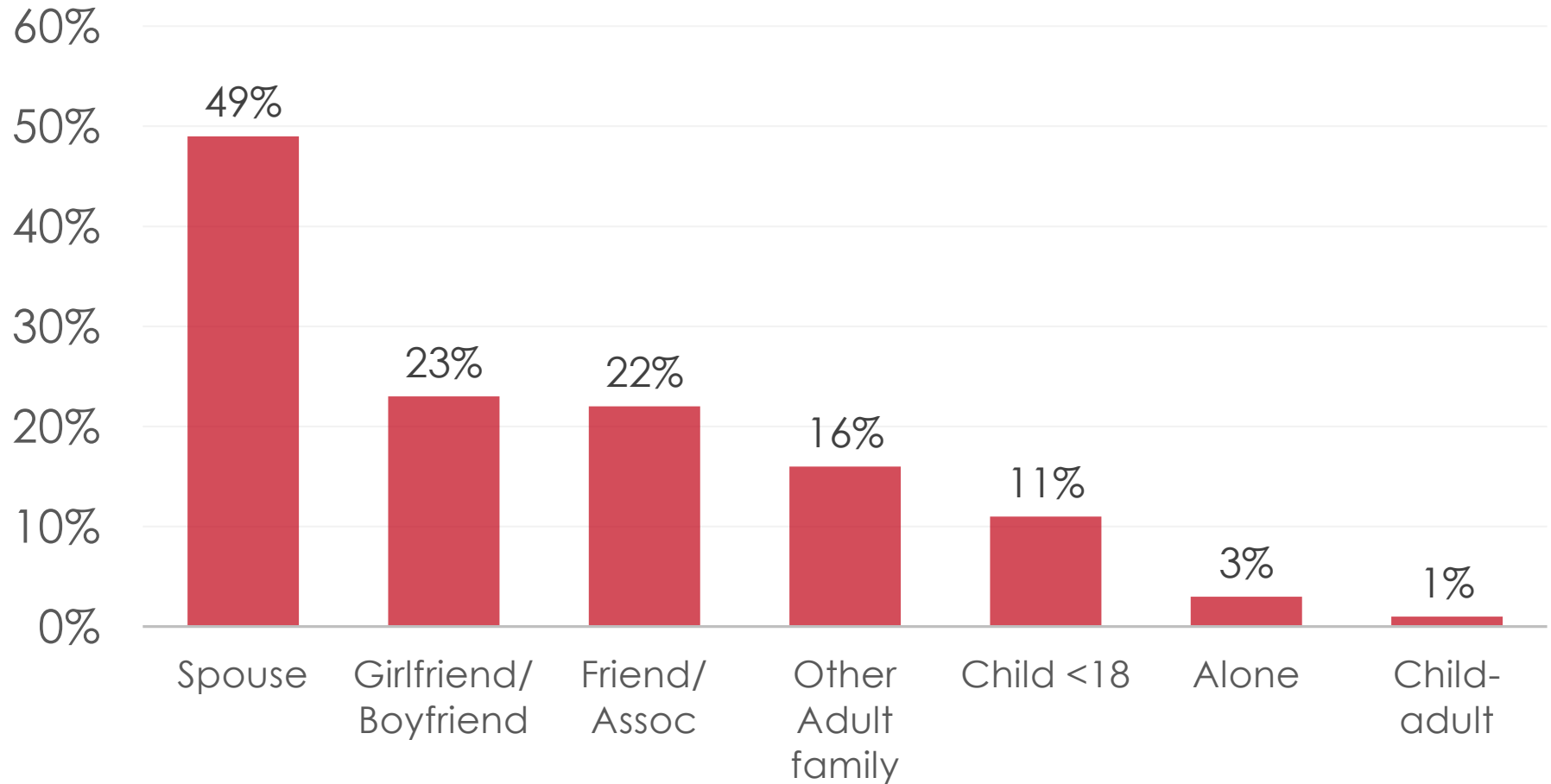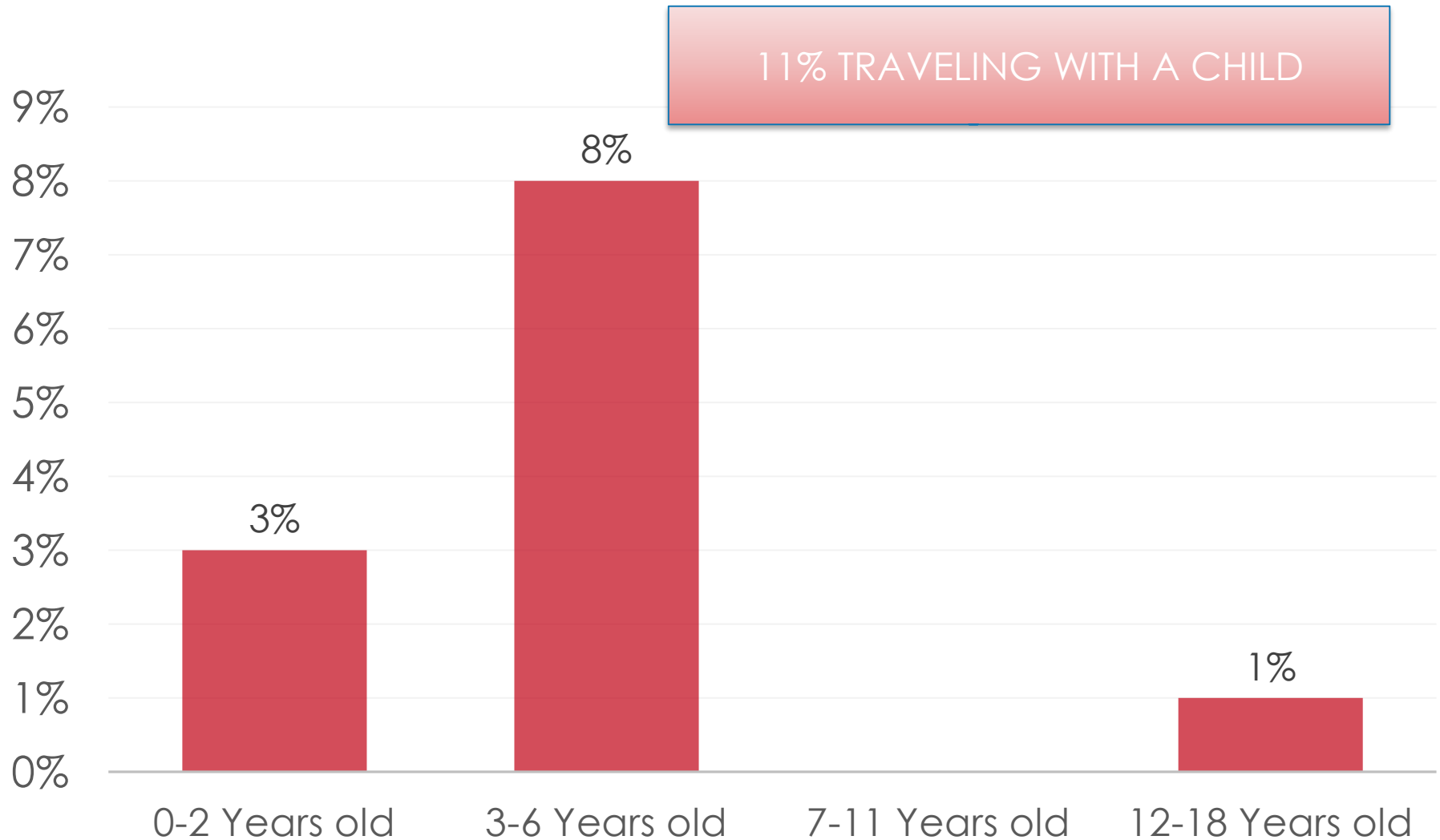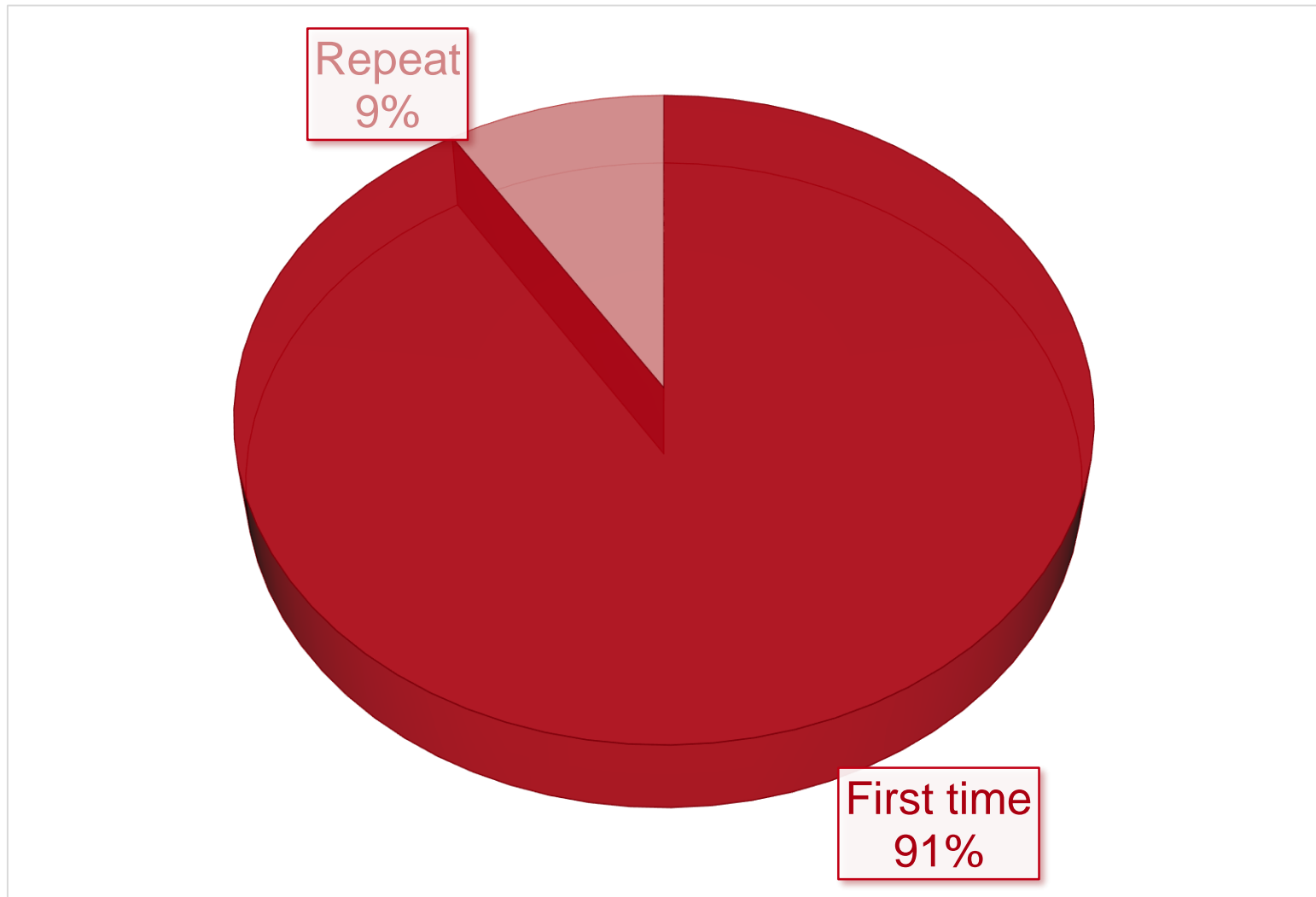
Trips to Guam – FY2017 Tracking

91%

9%

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

First   Repeat

[A]
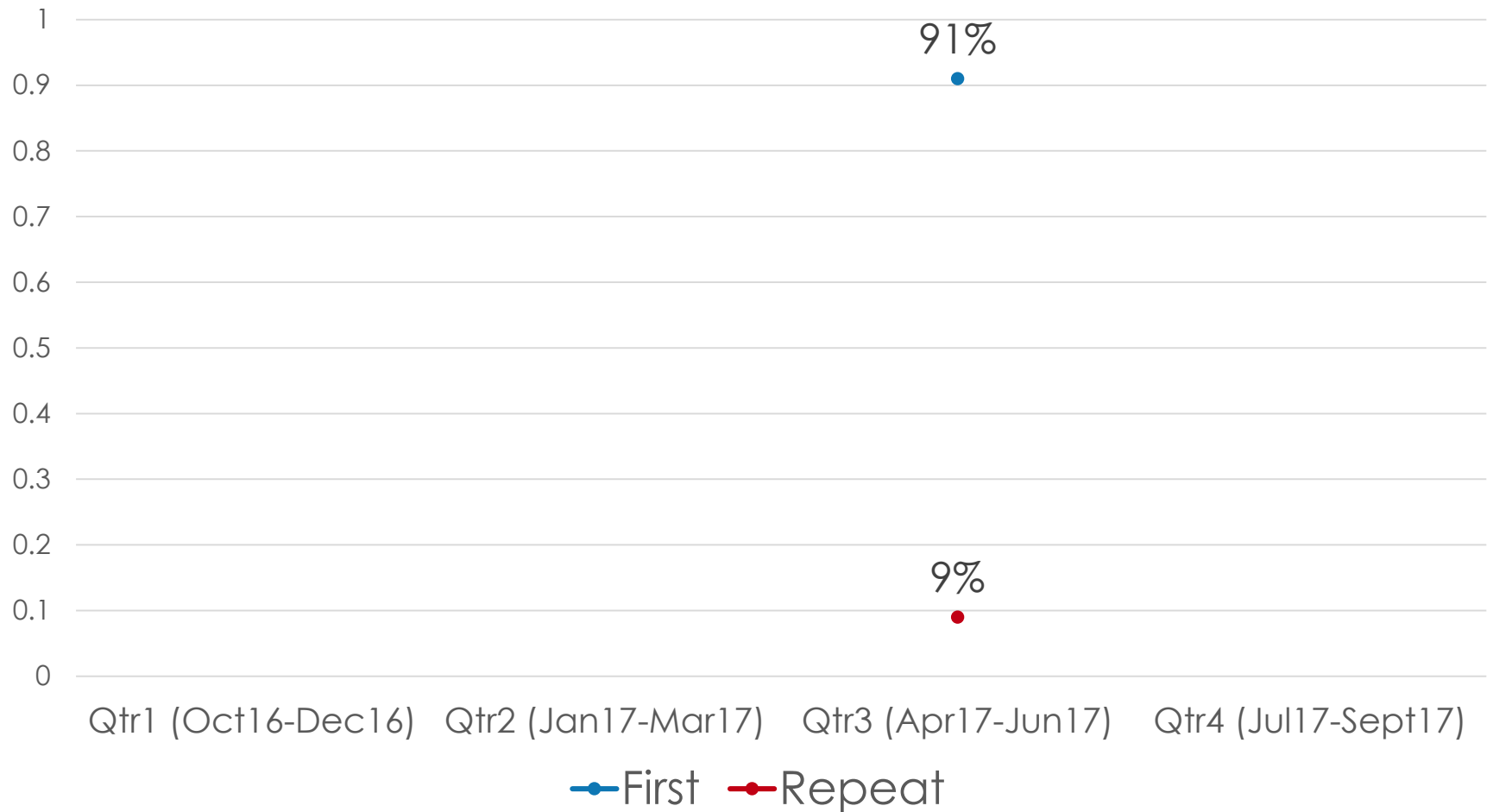
Trips to Guam – Key Segments

GVB EXIT SURVEY

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

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
Q3	1st Time	91%	92%	89%	80%
	Repeat	9%	8%	11%	20%
	Total	105	89	63	5
Q3A	Mean	1.10	1.10	1.11	1.20
	Median	1	1	1	1

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[A]

Length of Stay

	One to two nights	Three nights	Four or more nights
	5%	6%	90%

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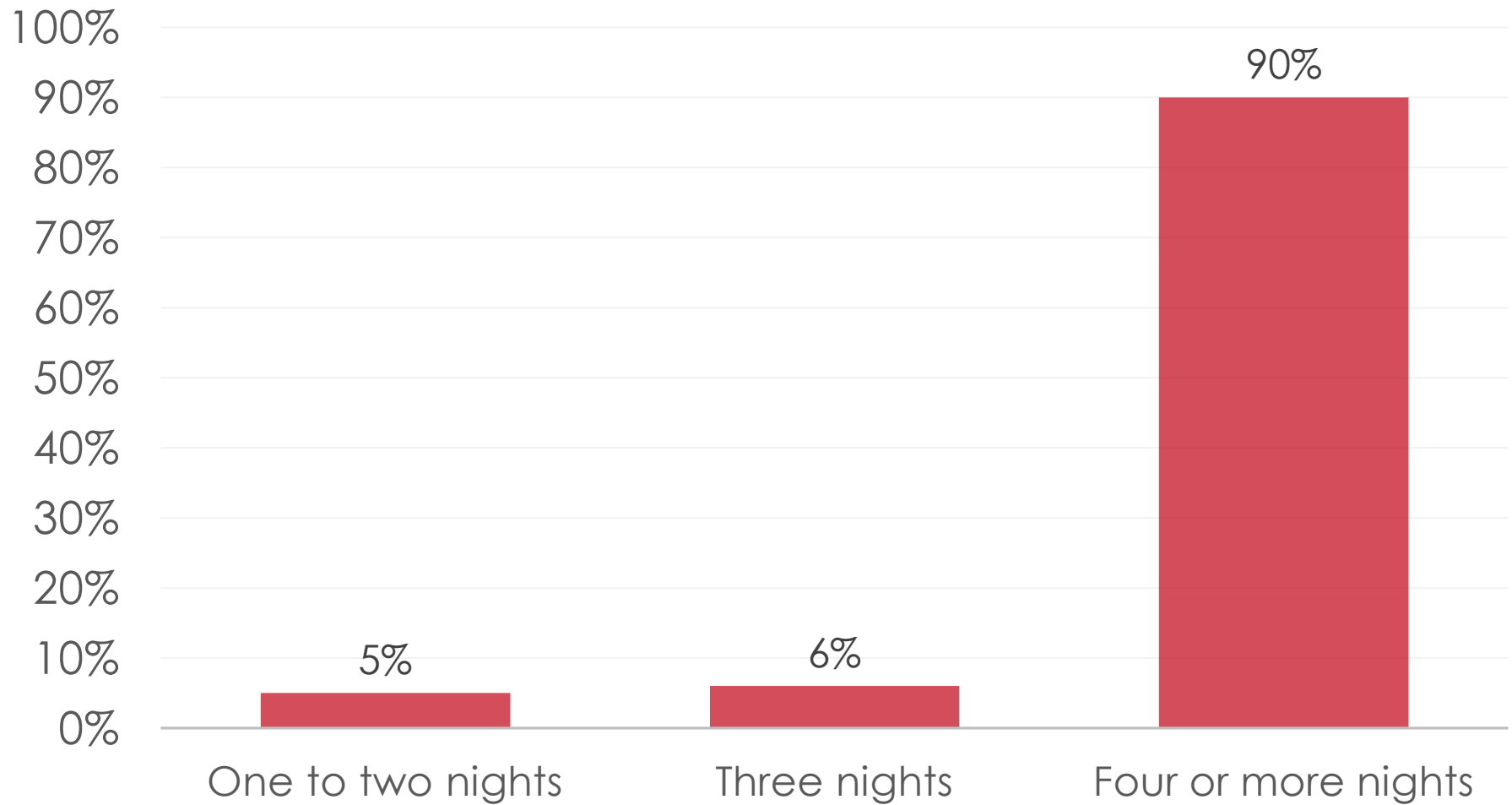
Length of Stay – FY2017 Tracking

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN			4.89	
MEDIAN			5	

[A]
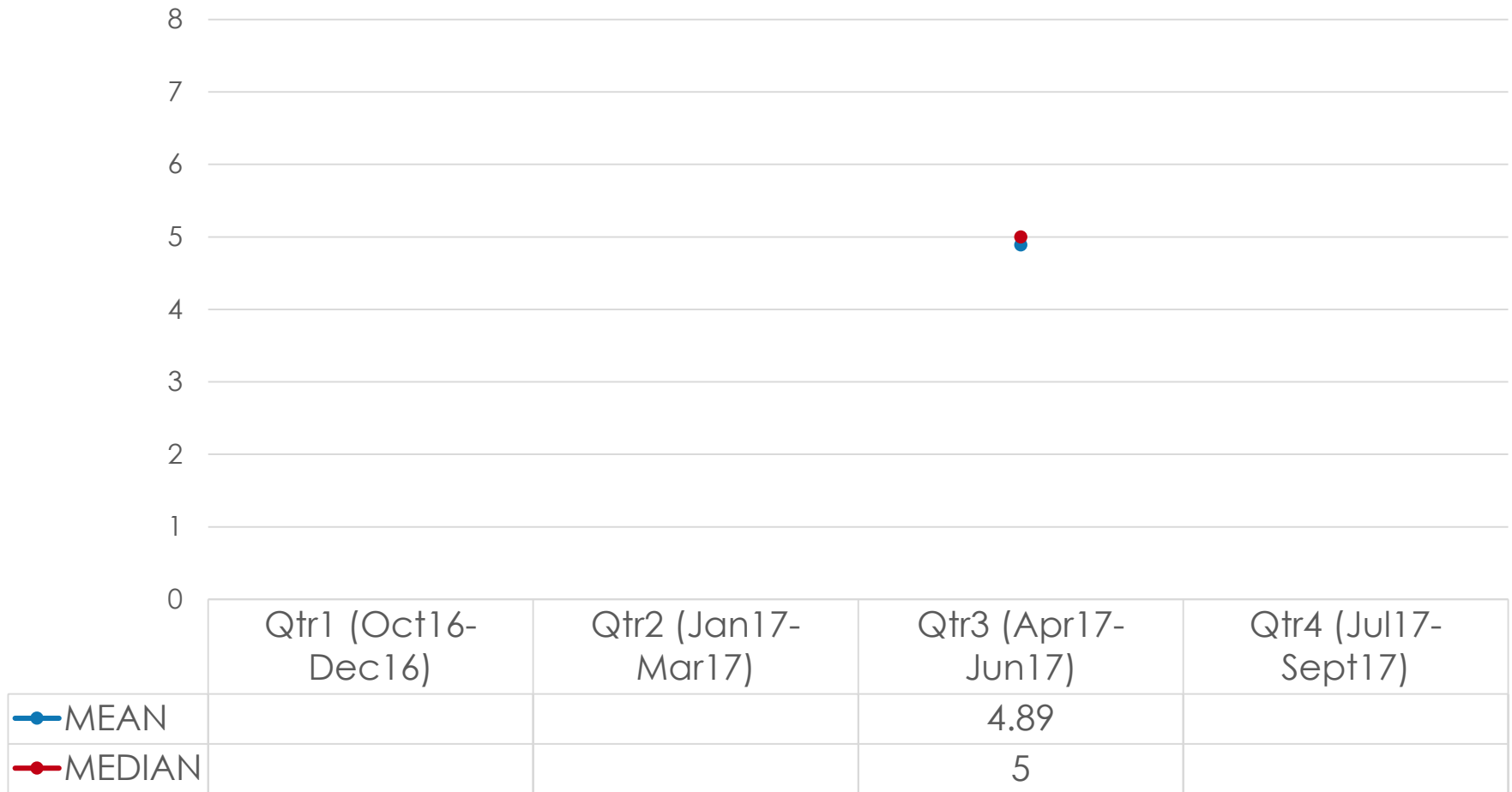
Length of Stay – Key Segments

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

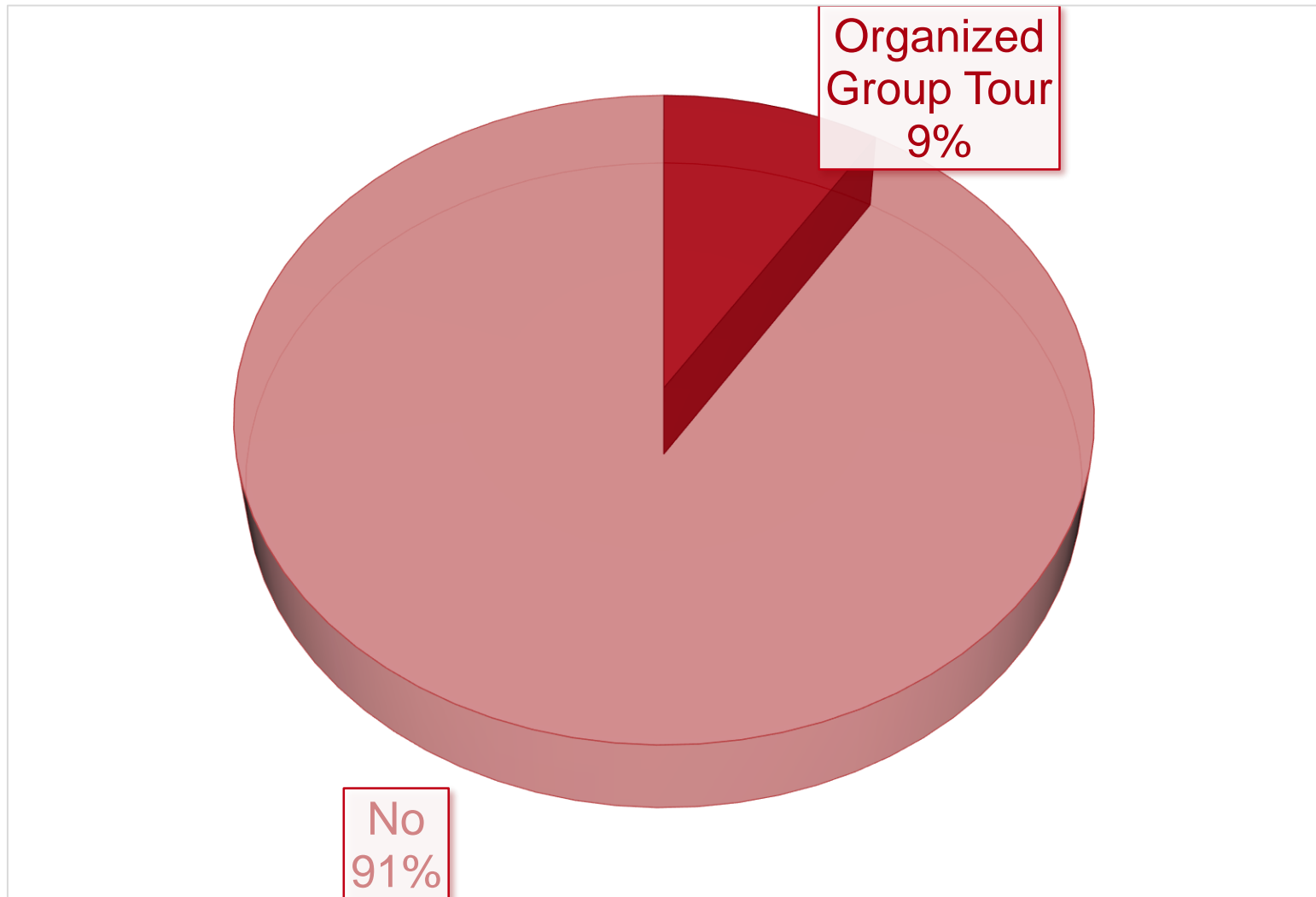|		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
SA	1-2	5%	4%	3%	
	3	6%	3%	6%	
	4+	90%	92%	90%	100%
	Total	105	89	63	5
SA	Mean	4.89	4.99	4.81	5.60
	Median	5	5	5	5

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[A]

Occupation – Top Responses (10%+)

[A]
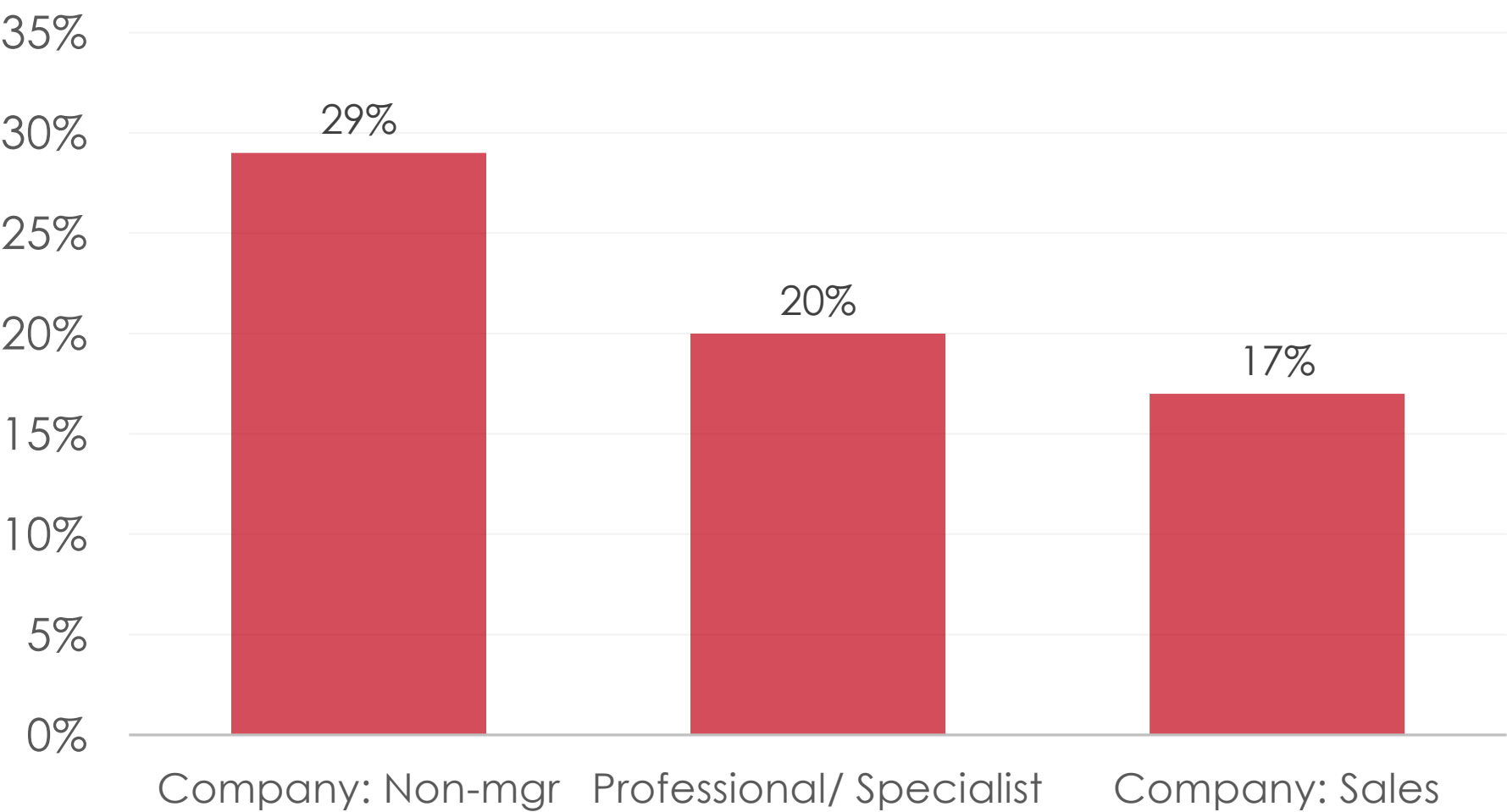
SECTION 2
TRAVEL PLANNING

[A]

Organized Group Tour

Organized
Group Tour
9%

No
91%

[A]

Organized Group Tour– Tracking

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
Organized Group Tour			9%	

[A]
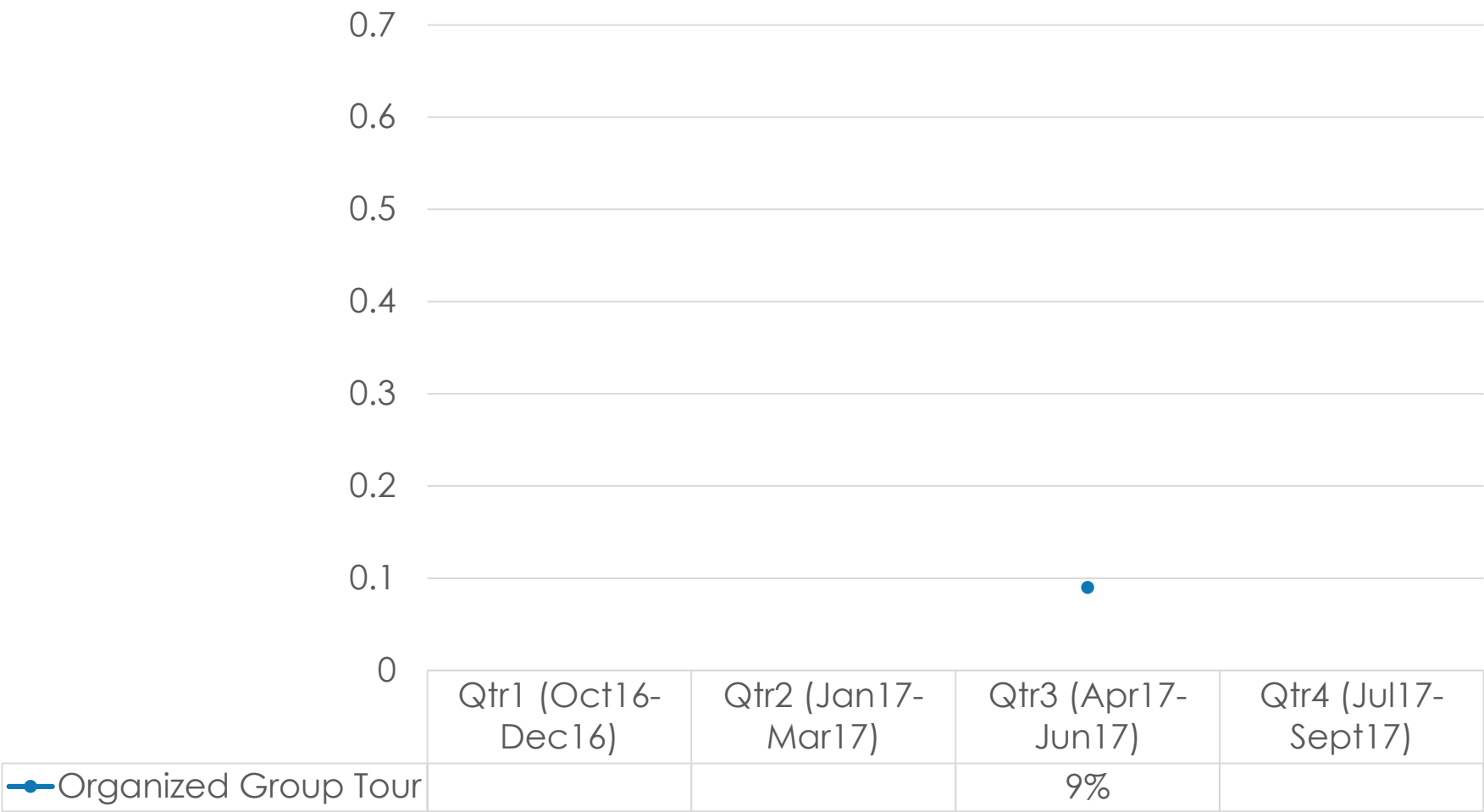
Travel Arrangements- Sources
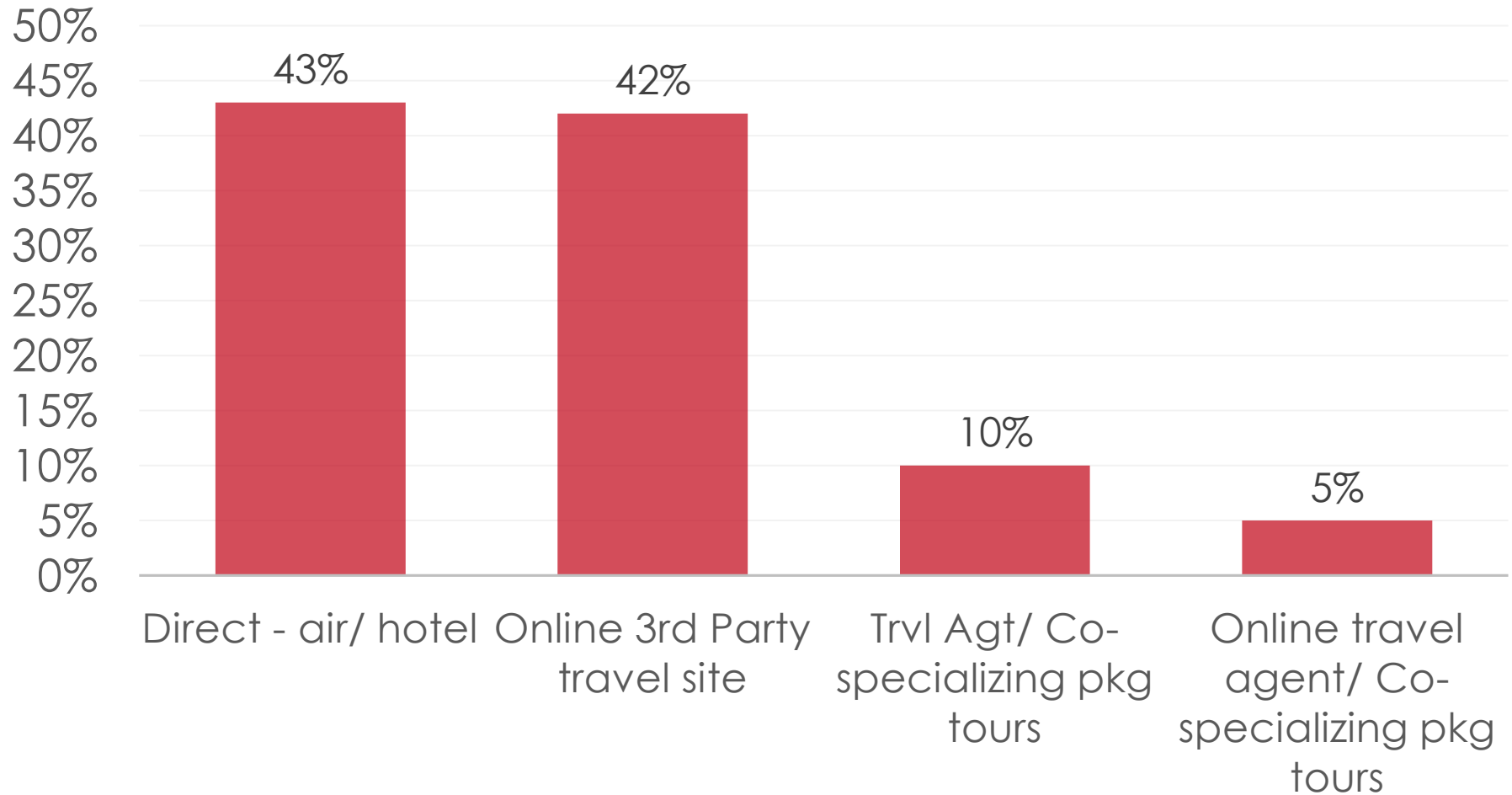
Travel Arrangements- Sources
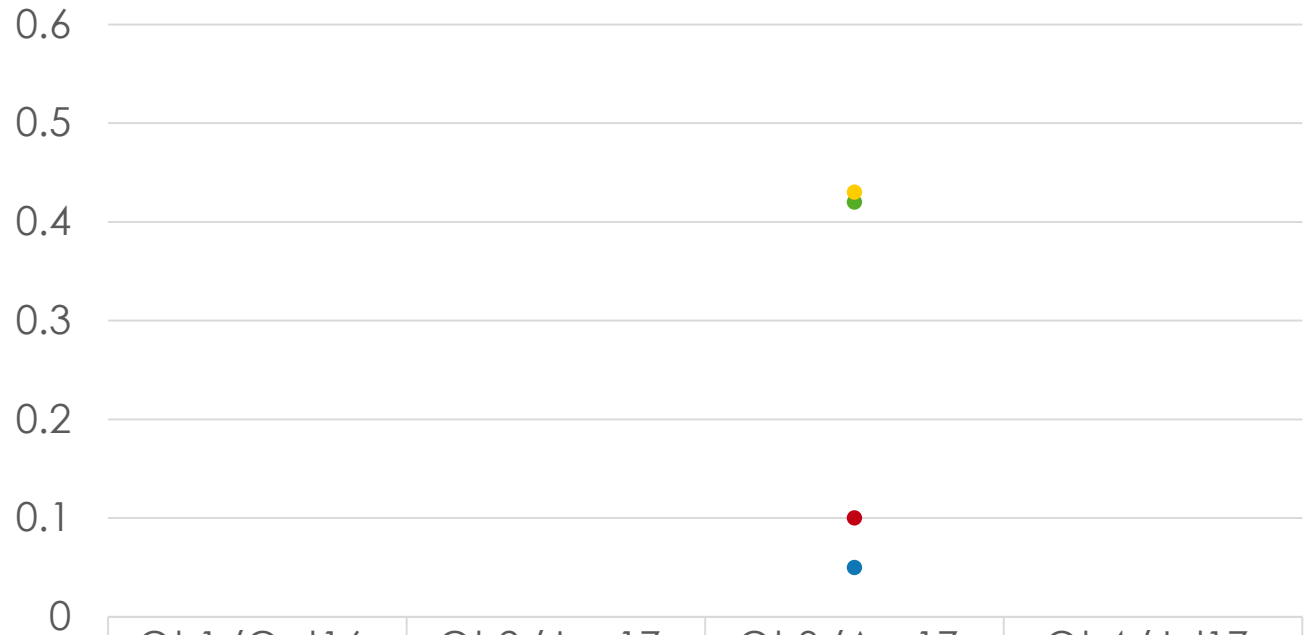
	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
Online travel agent			5%	
Trvl Agt/ Co- Pkg Tour			10%	
Online 3rd Party			42%	
Direct Air/ Hotel			43%	

[A]

Prepaid Pkg Trip

Prepaid Pkg
37%

No
63%

[A]

Prepaid Pkg Trip

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
Prepaid Pkg Trip			37%	

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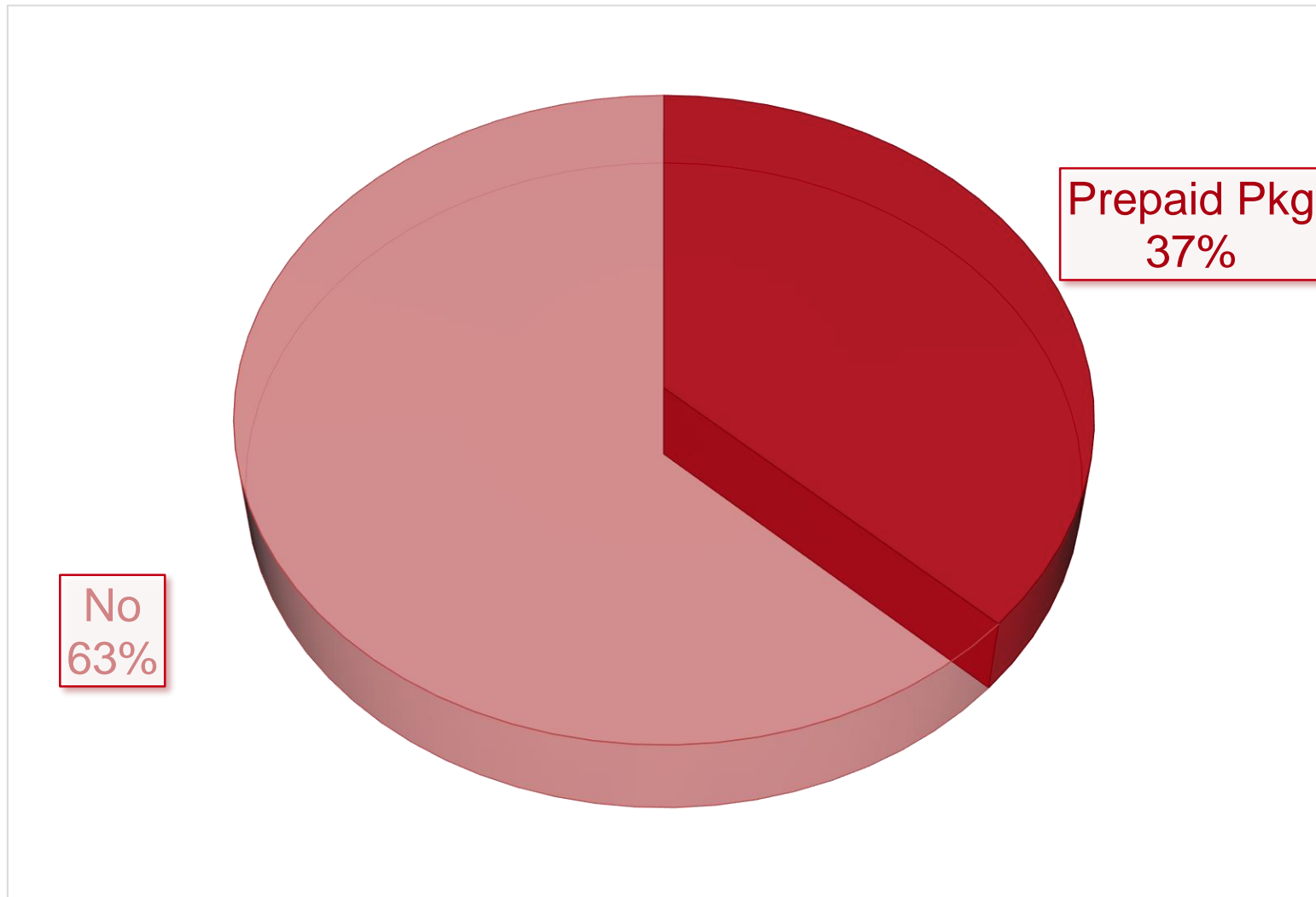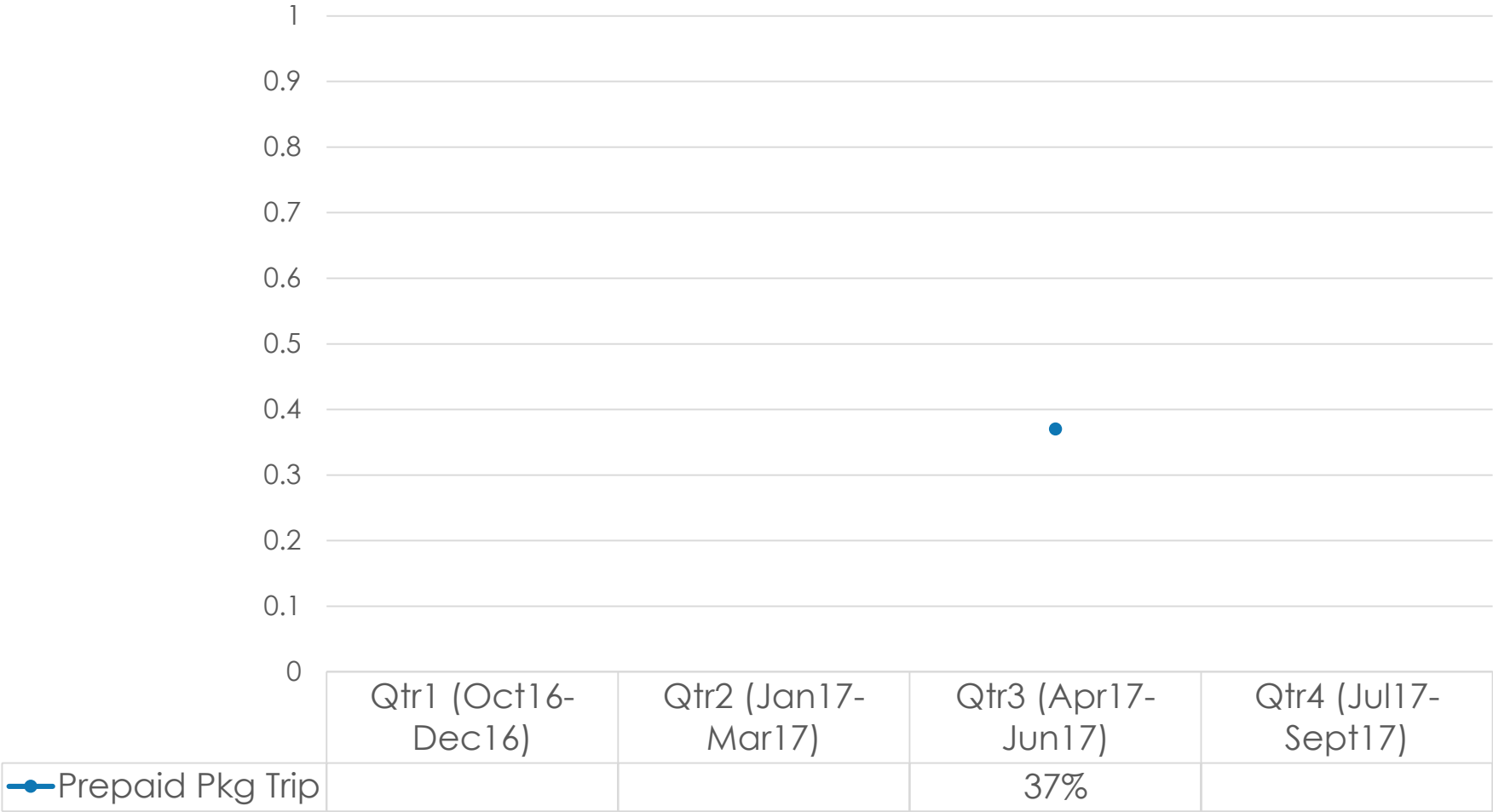
Accommodations (Top Responses)

Bar chart showing "Stayed At" percentages and "Length of Stay" line values:

Accommodation	Stayed At	Length of Stay
Hilton Guam Resort	12%	4.23
Guam Reef & Olive	10%	4.70
Fiesta Resort	8%	4.38
Bayview Hotel	7%	5.00
Hotel Nikko	7%	4.43
Holiday Resort	6%	4.83
Royal Orchid	5%	5.80
Dusit Thani	5%	4.40

Legend: Stayed At, Length of Stay

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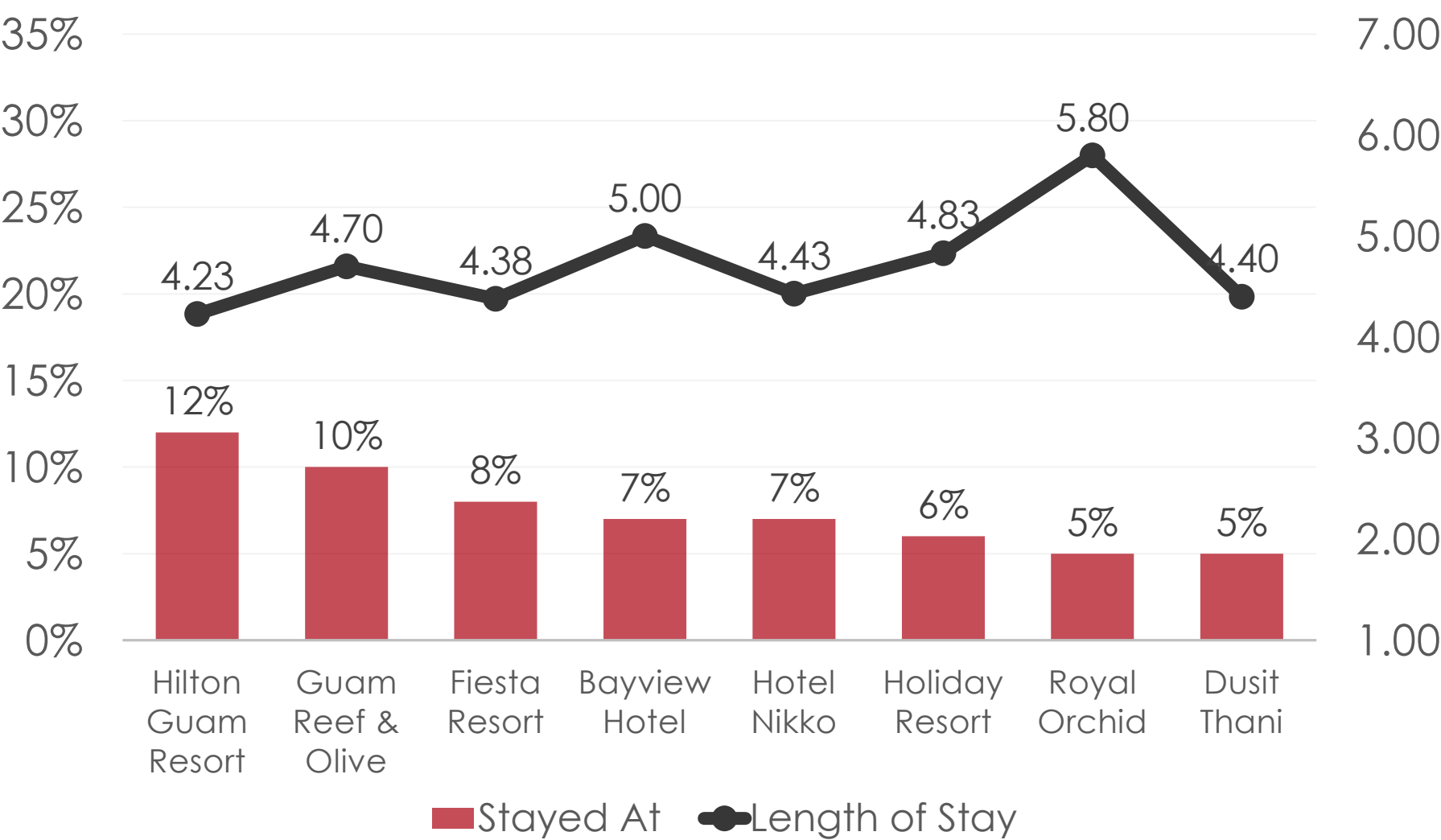
Travel Motivation (Top Responses)

Motivation	Percentage
Natural beauty	64%
Relax	37%
Water sports	30%
Scuba	20%
Recommendation	18%
No Visa	13%
Price	12%
Shopping	10%
Safe	10%
Short travel time	8%
Prior trip	7%

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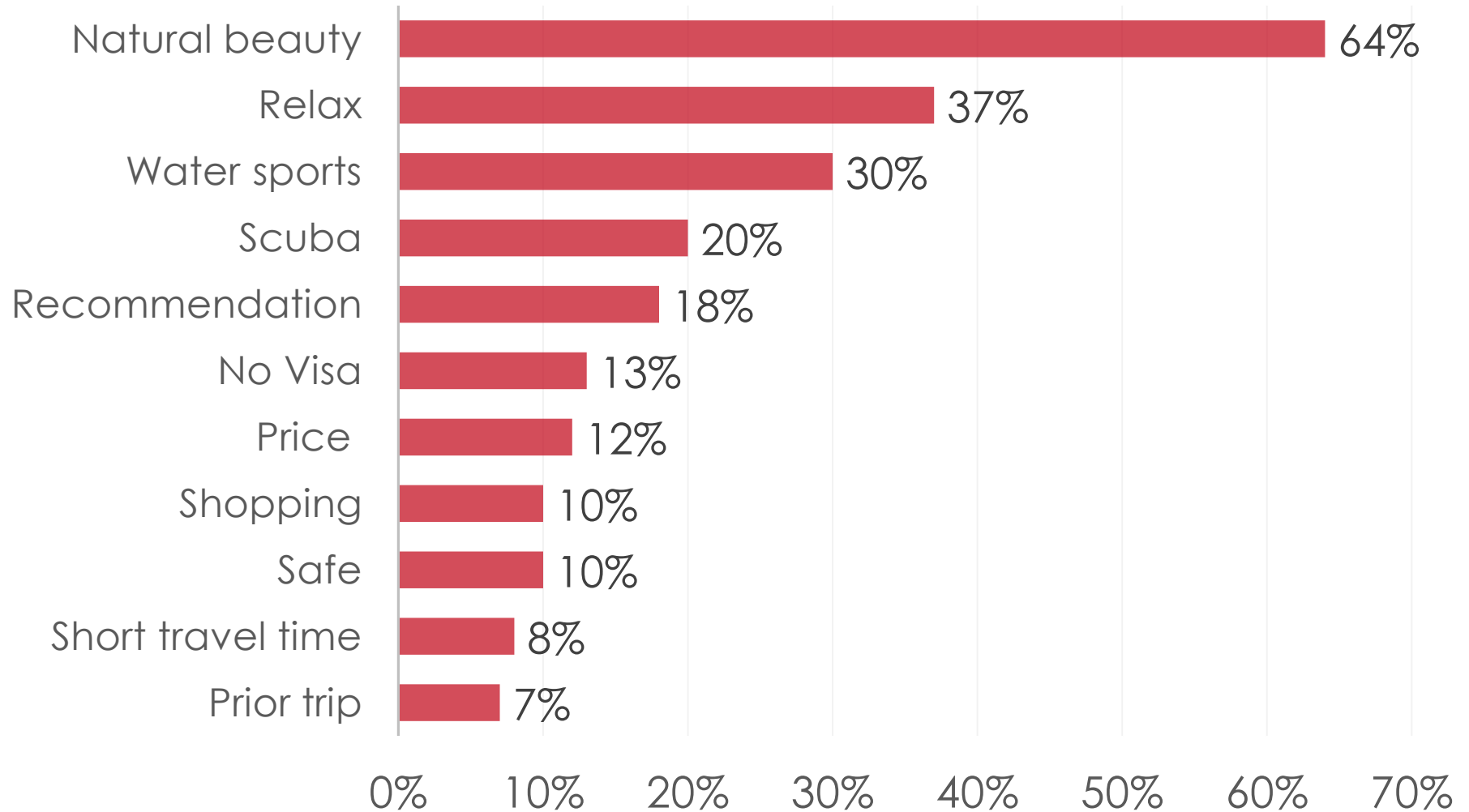
Travel Motivation – Key Segments

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

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
Q5A	Beautiful seas, beaches, tropical climate	64%	65%	57%	80%
	Just to relax	37%	39%	40%	20%
	Water sports (snorkeling, windsurfing, parasailing)	30%	29%	21%	
	Scuba diving	20%	17%	21%	20%
	Recommendation of friend/ relative/ travel agency	18%	18%	22%	
	No Visa	13%	13%	11%	
	Price of the tour package	12%	12%	17%	
	It is a safe place to spend a vacation	10%	9%	10%	
	Shopping	10%	11%	13%	
	Short travel time (not too far from home)	8%	8%	8%	
	A previous visit	7%	7%	10%	20%
	Pleasure/ vacation	6%	6%	5%	
	To Get Married/ attend Wedding	5%	6%	8%	
	Honeymoon	4%	3%	6%	80%
	Adventure	4%	4%	2%	
	To visit friends or relatives	2%	2%	3%	
	To golf	1%		2%	
	Company/ business trip	1%	1%		
	Total	105	89	63	5

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SECTION 3
EXPENDITURES

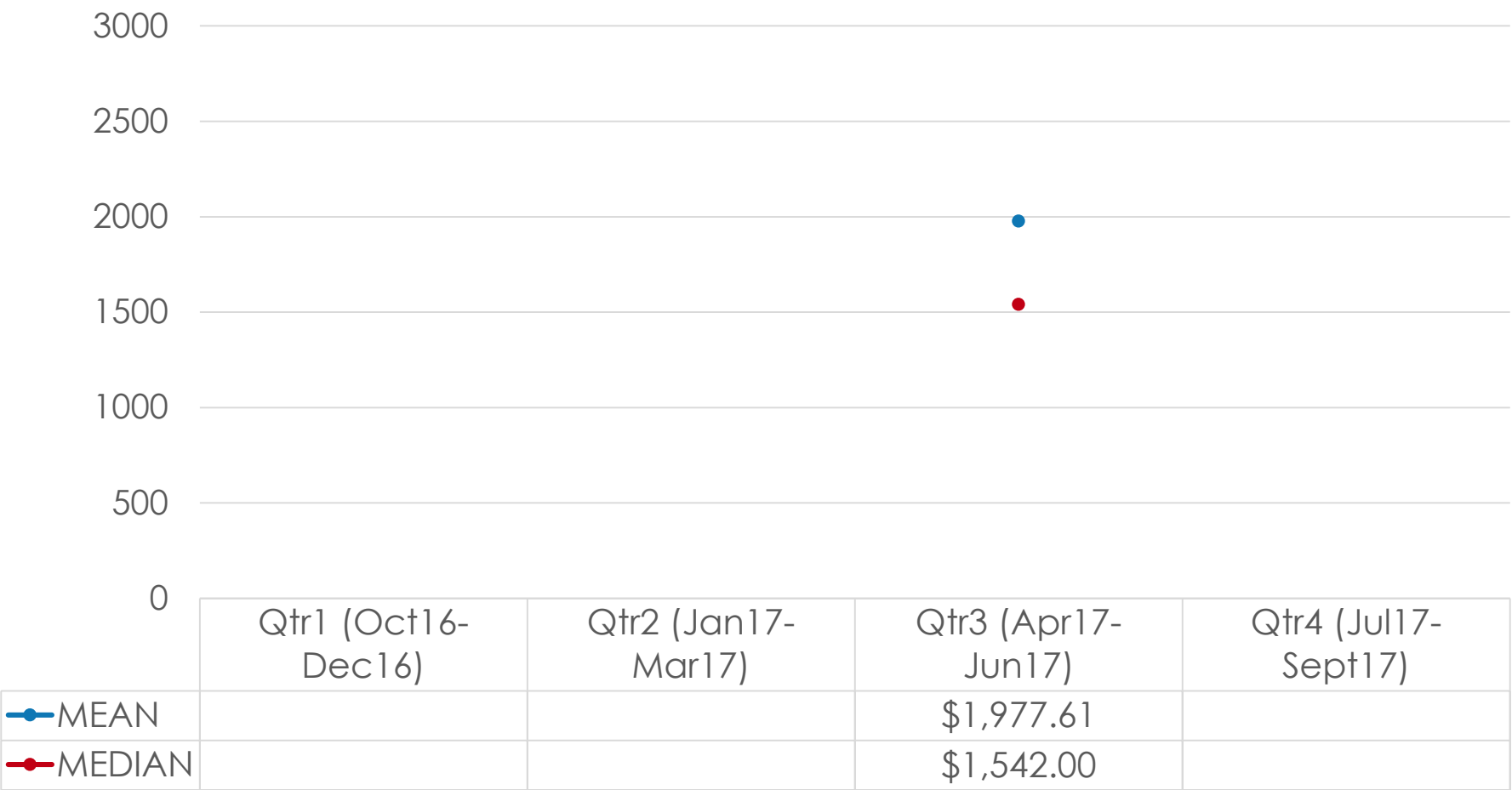# Prepaid Expenditures

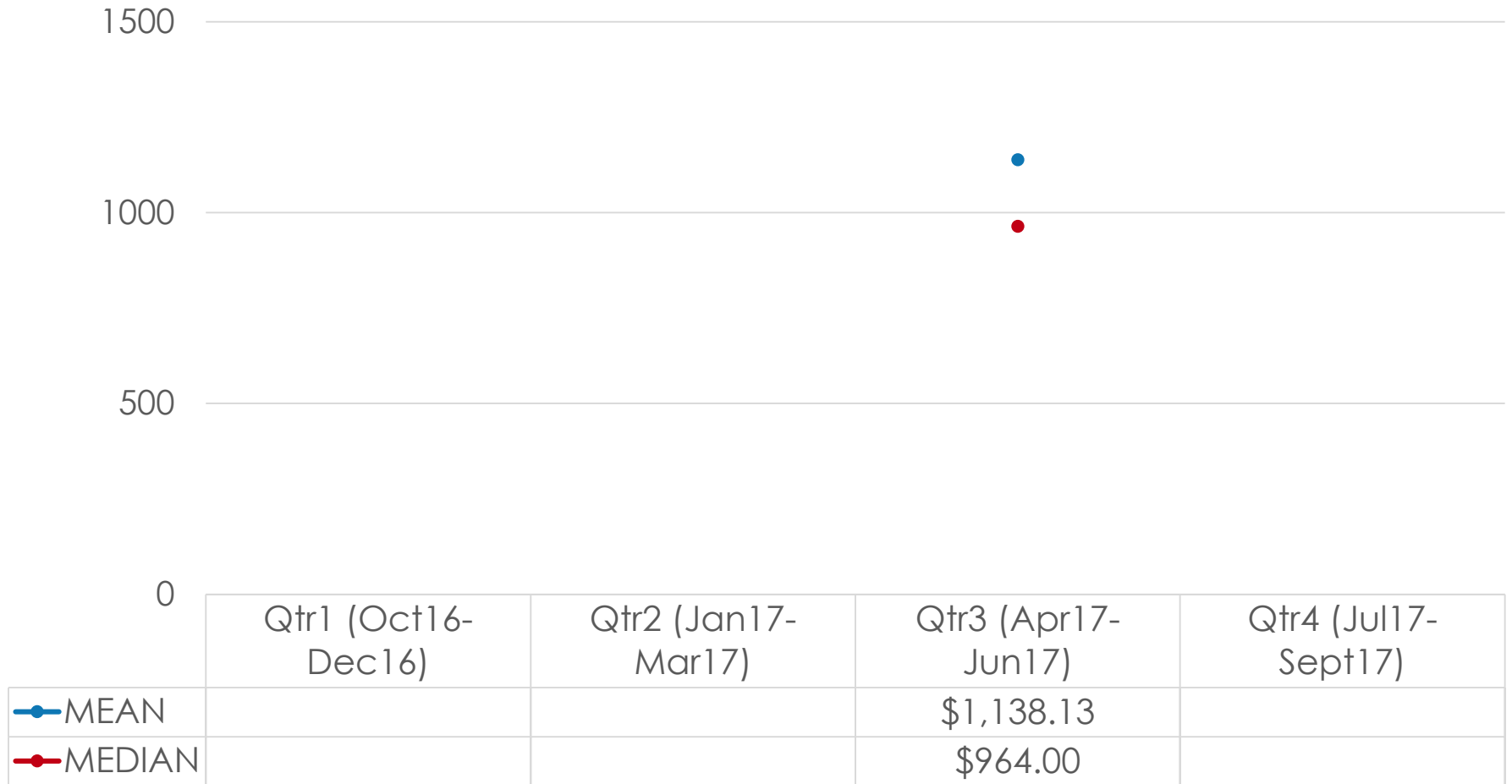- $1,977.61 = overall mean average prepaid expense (for entire travel party size) by respondent

- $1,138.13 = overall mean average <u>per person</u> prepaid expenditures

[A]
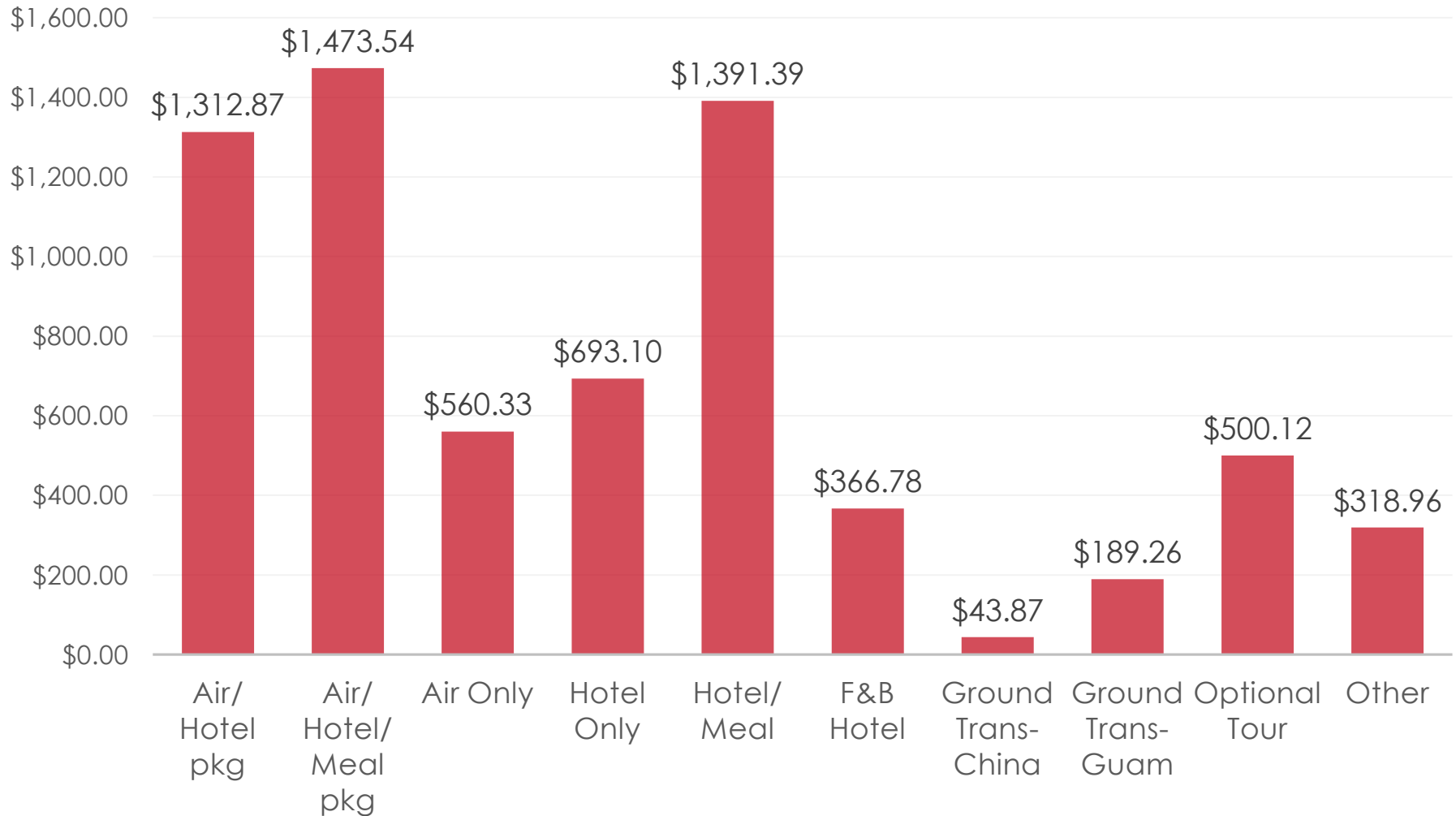
Prepaid Entire Travel Party – FY2017 Tracking

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN			$1,977.61	
MEDIAN			$1,542.00	

[A]

Prepaid Per Person– FY2017 Tracking

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
—•—MEAN			$1,138.13	
—•—MEDIAN			$964.00	

[A]

Prepaid Per Person– Key Segments

GVB EXIT SURVEY
Q10A PREPAID - PER PERSON:

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
PREPAID PP	Mean	$1,138.13	$1,058.73	$1,111.78	$1,446.02
	Median	$964	$857	$857	$1,285

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[A]

Prepaid Expenses by Category – MEAN Entire Travel Party

Category	Amount
Air/Hotel pkg	$1,312.87
Air/Hotel/Meal pkg	$1,473.54
Air Only	$560.33
Hotel Only	$693.10
Hotel/Meal	$1,391.39
F&B Hotel	$366.78
Ground Trans-China	$43.87
Ground Trans-Guam	$189.26
Optional Tour	$500.12
Other	$318.96

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Prepaid– FY2017 Tracking
Airfare & Accommodation Packages

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN			$1,312.87	
MEDIAN			$900.00	

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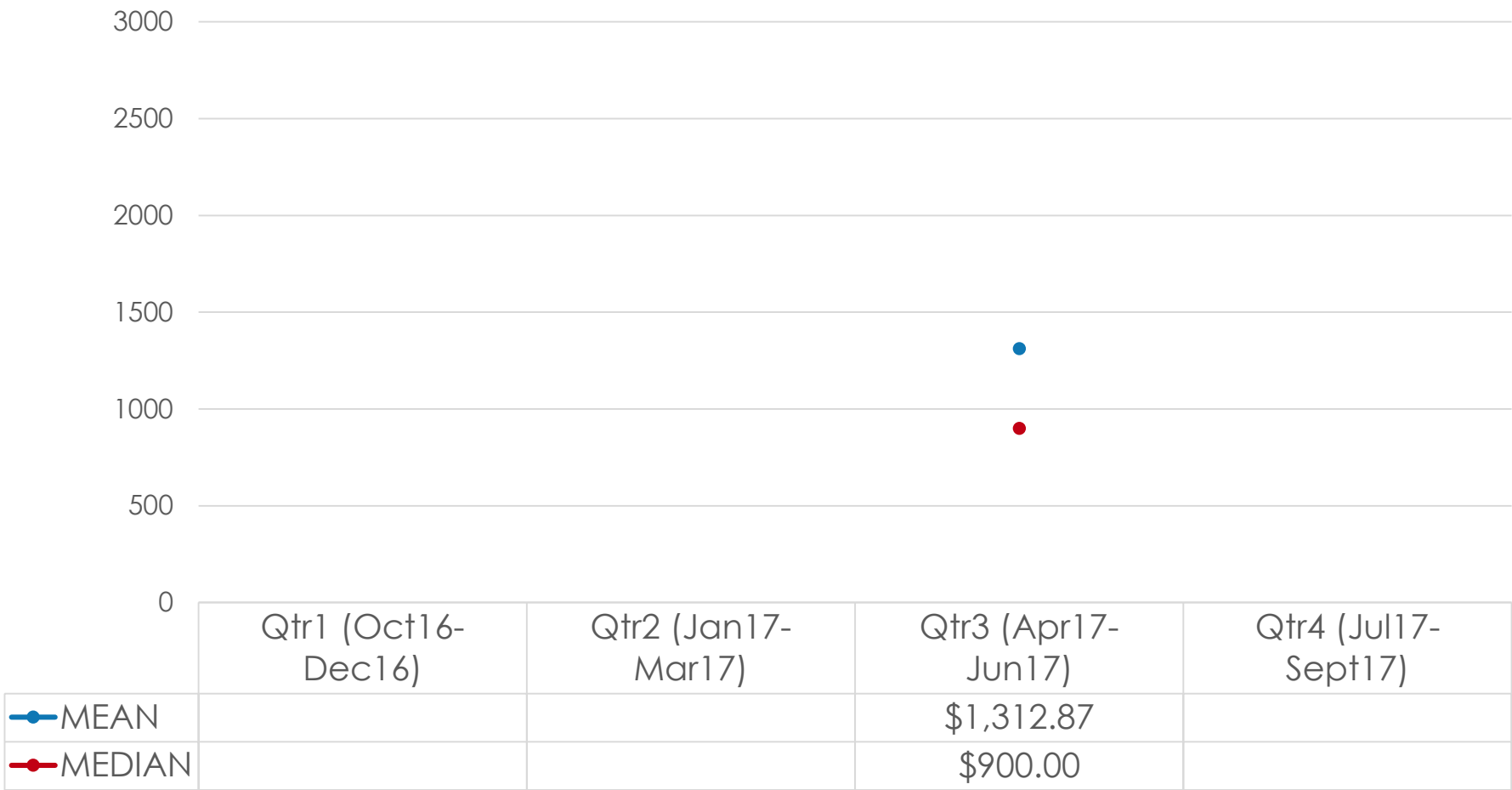
Prepaid– FY2017 Tracking
Airfare & Accommodation W/ Meal Packages
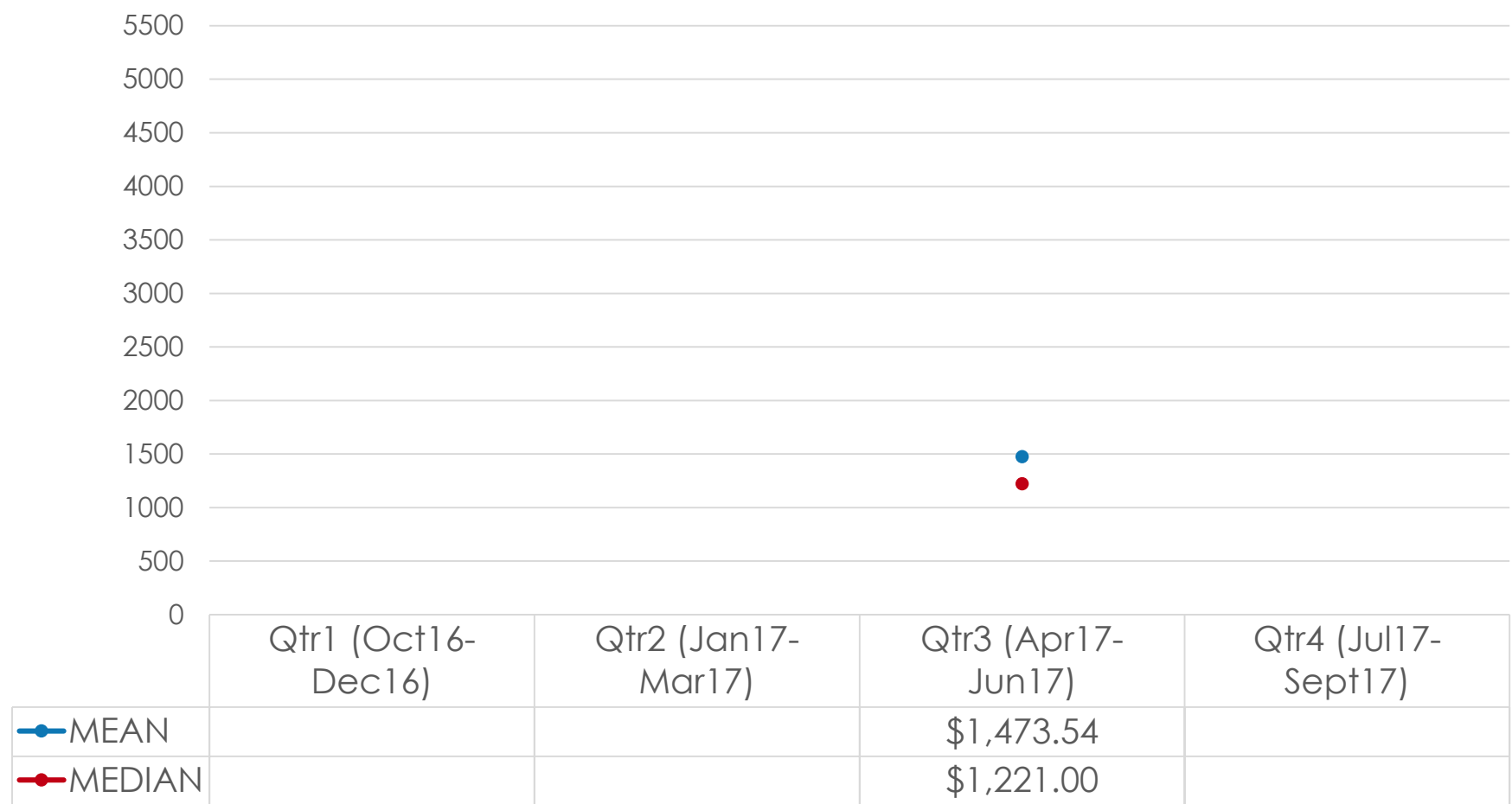
	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN			$1,473.54	
MEDIAN			$1,221.00	

[A]

Prepaid– FY2017 Tracking
Airfare Only

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN			$560.33	
MEDIAN			$386.00	

[A]

Prepaid– FY2017 Tracking
Accommodations Only

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN			$693.10	
MEDIAN			$450.00	

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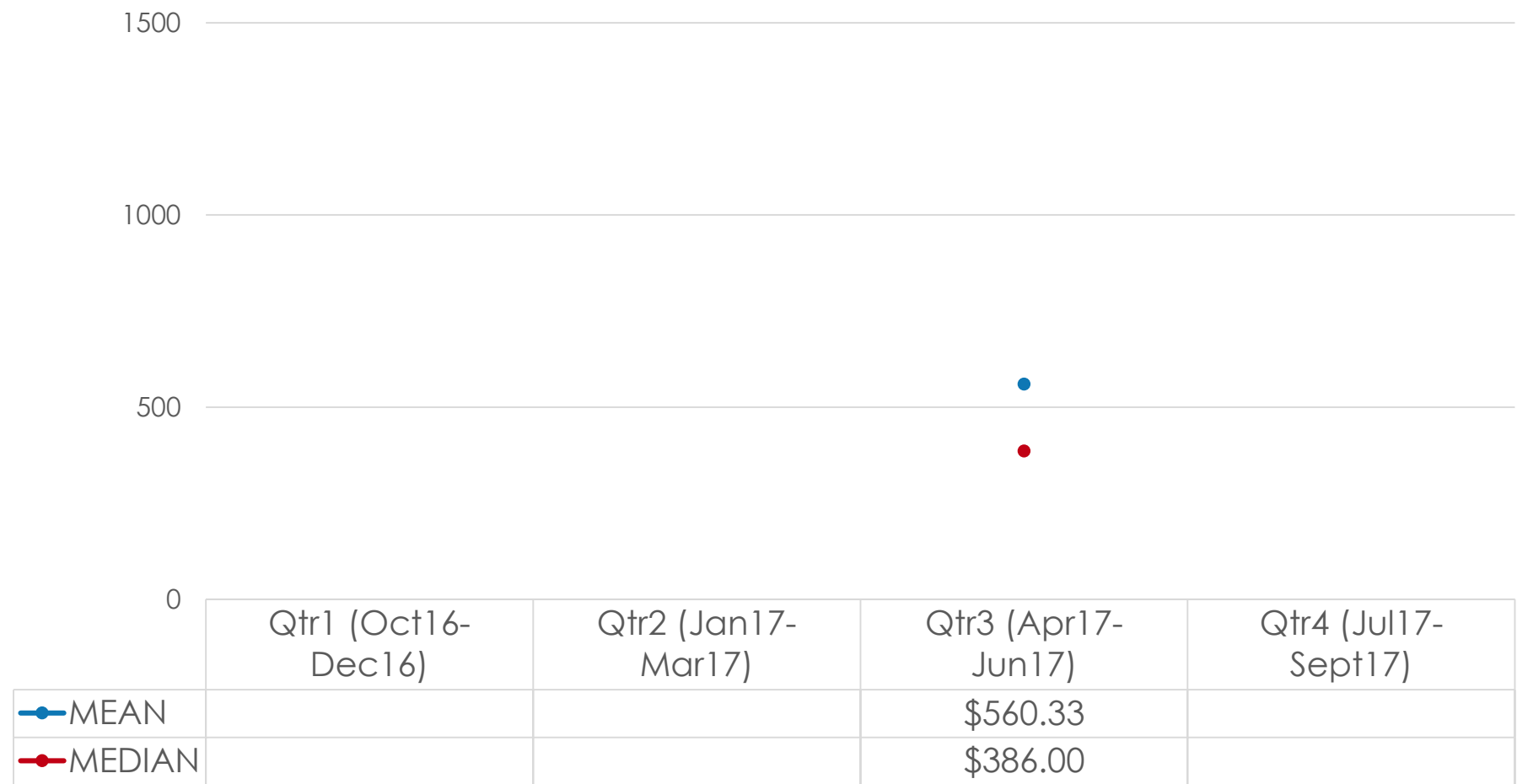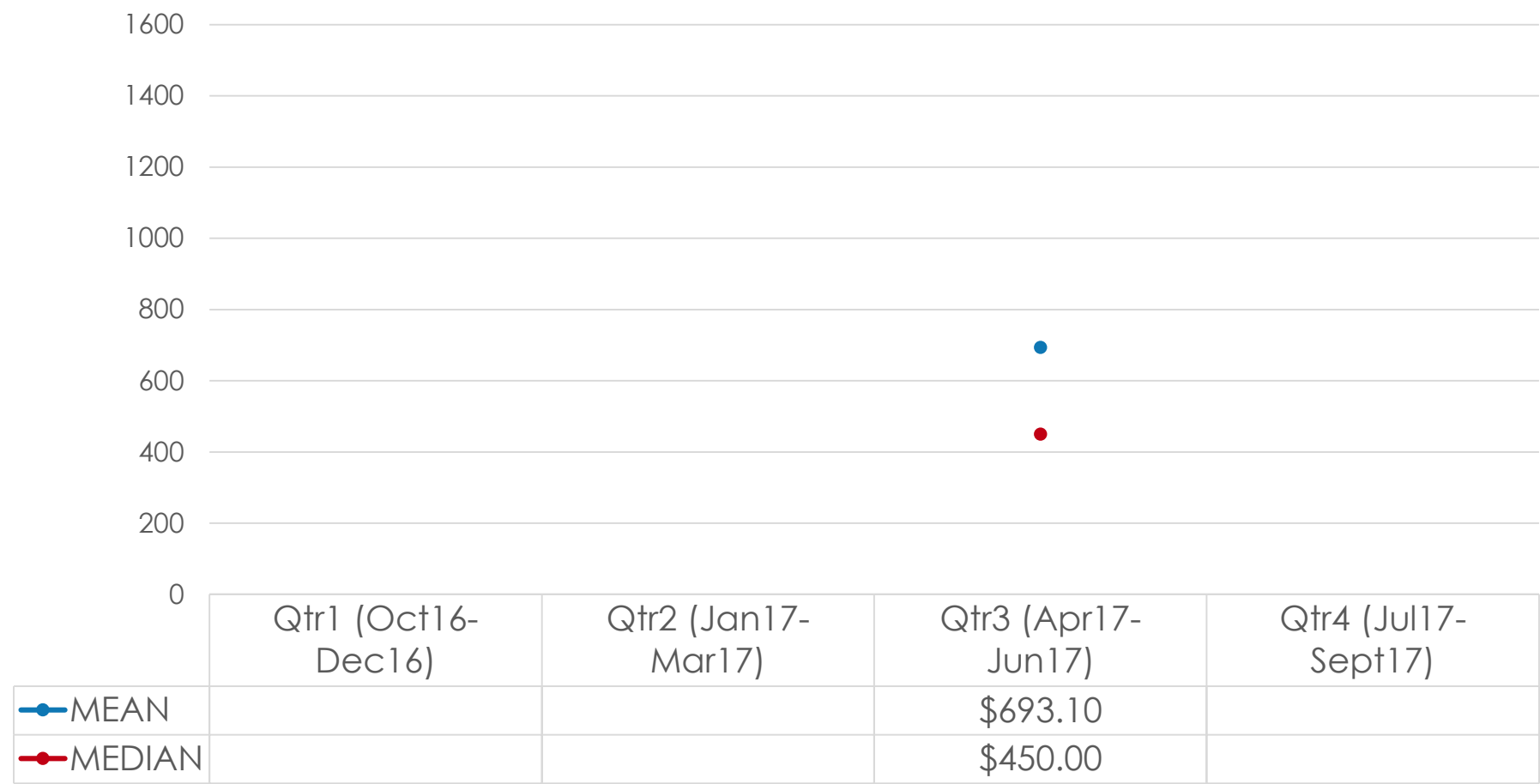
Prepaid– FY2017 Tracking
Accommodations w/ Meal Only

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN			$1,391.39	
MEDIAN			$964.00	

[A]
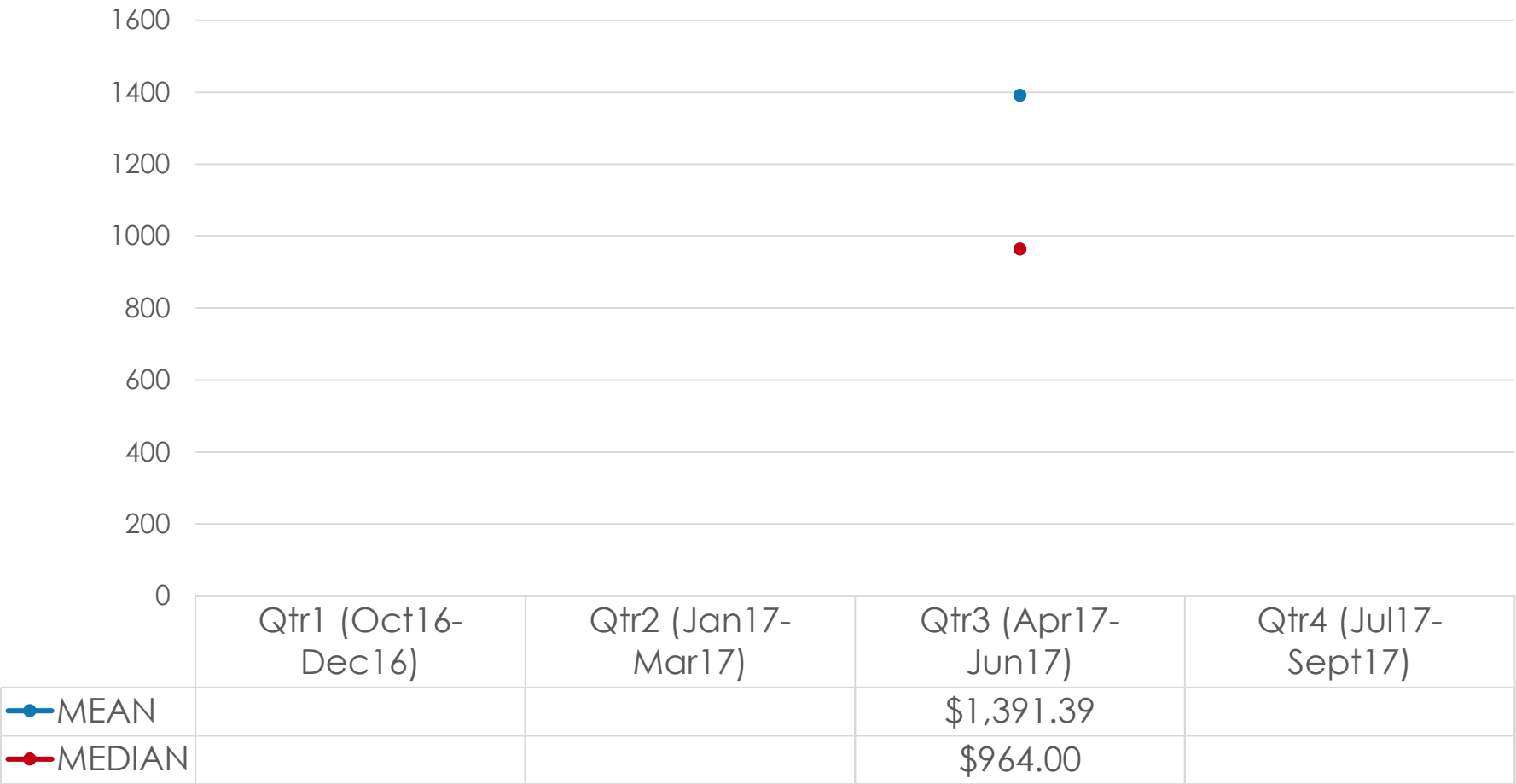
Prepaid– FY2017 Tracking
Food & Beverage in Hotel

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN			$366.78	
MEDIAN			$199.00	

[A]
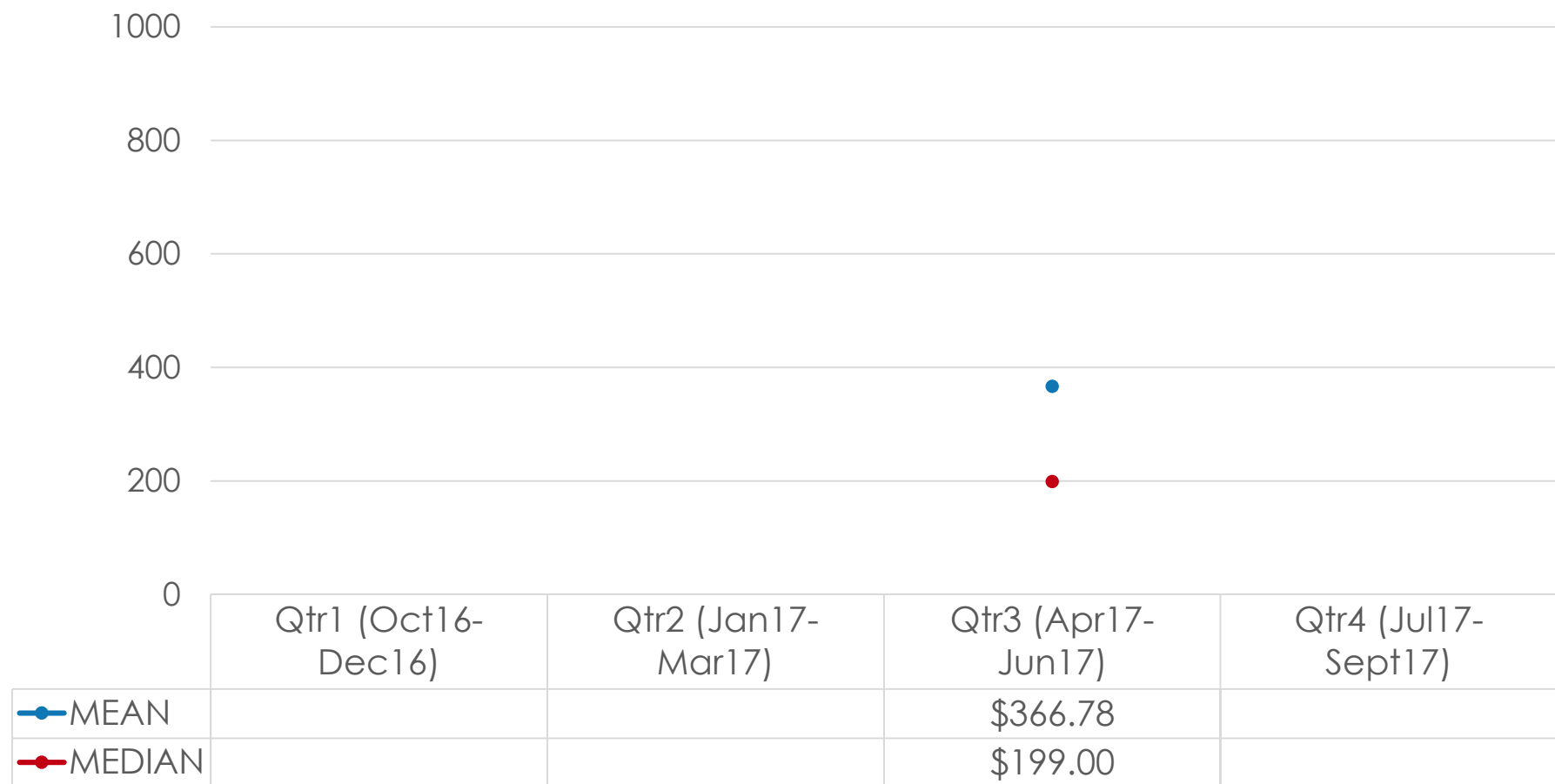
Prepaid– FY2017 Tracking
Ground Transportation – Hong Kong
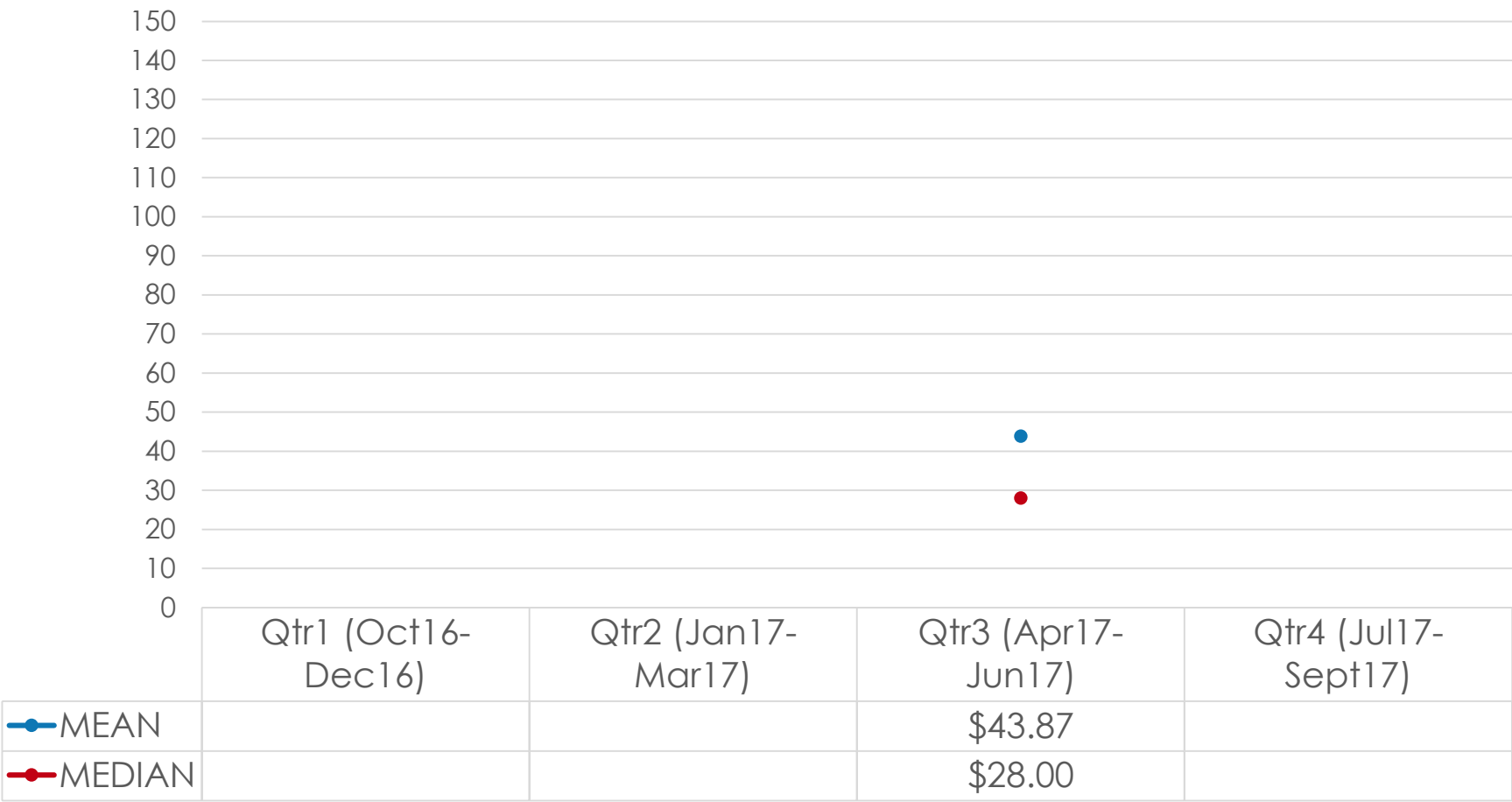
	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN			$43.87	
MEDIAN			$28.00	

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Prepaid– FY2017 Tracking
Ground Transportation - Guam

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN			$189.26	
MEDIAN			$129.00	

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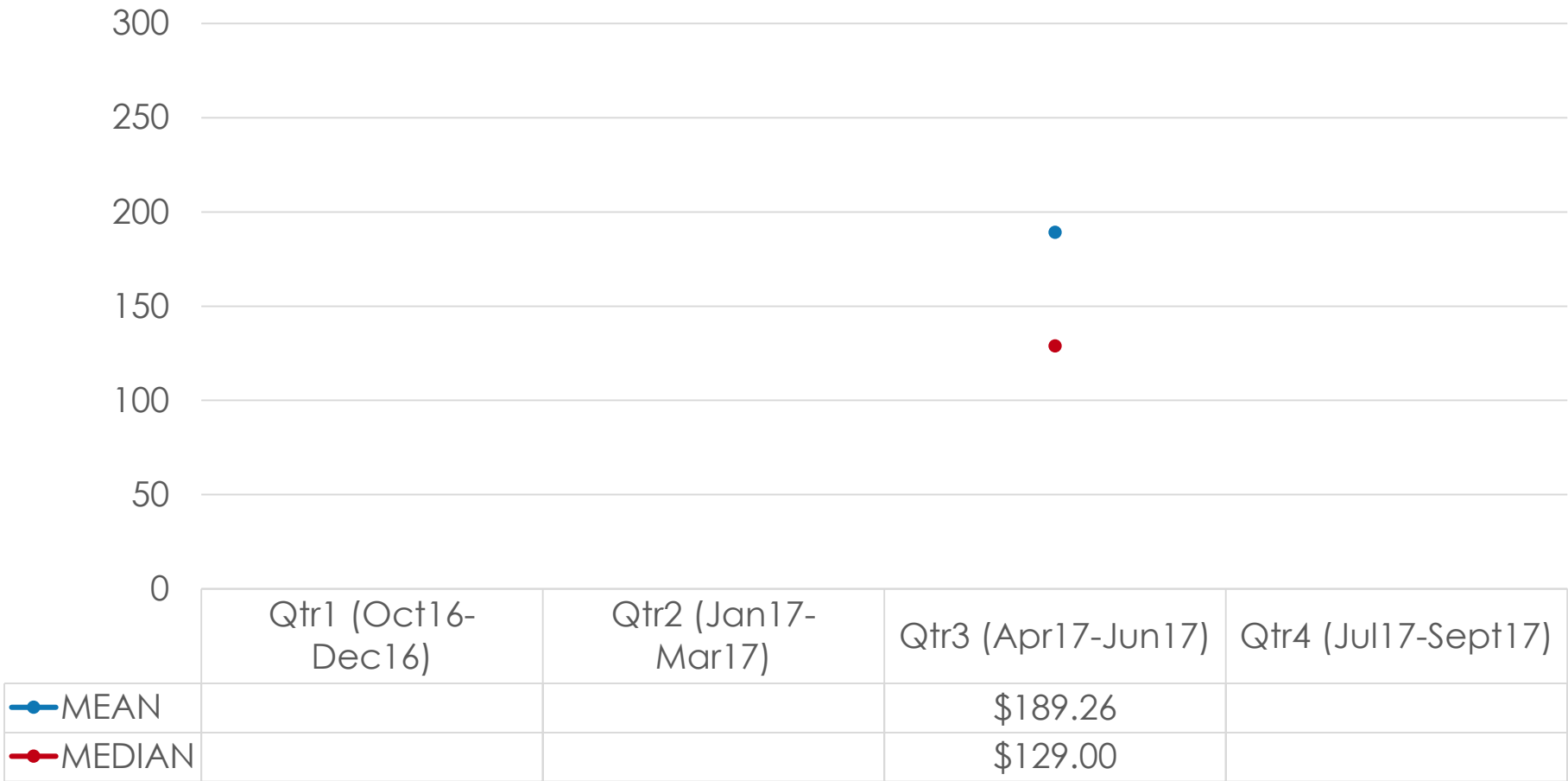
Prepaid– FY2017 Tracking
Optional tours/ Activities

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN			$500.12	
MEDIAN			$386.00	

[A]
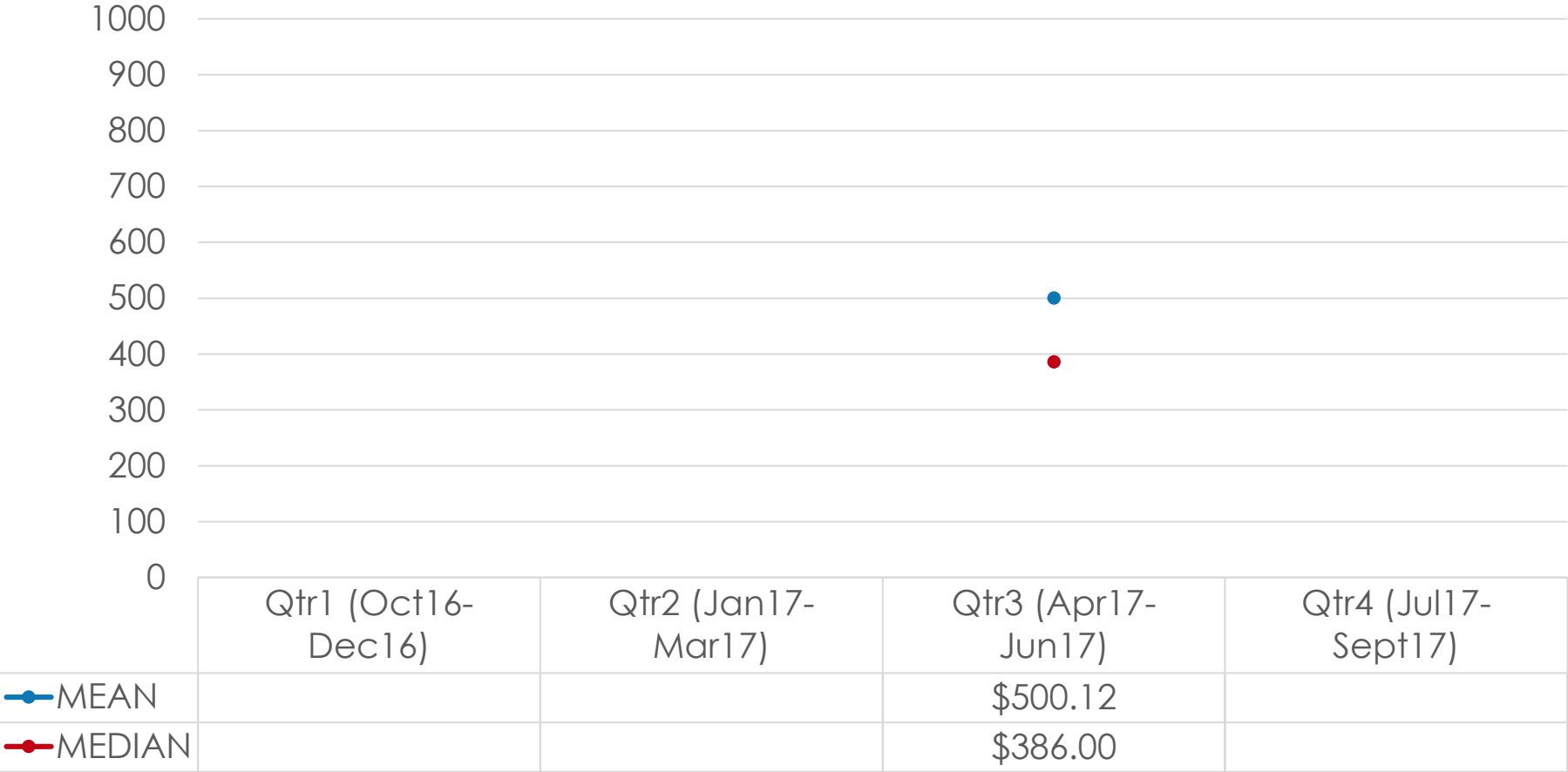
On-Island Expenditures

- $2,827.64 = overall mean average prepaid expense (for entire travel party size) by respondent

- $1,775.08 = overall mean average <u>per person</u> prepaid expenditures

[A]

On-Island Entire Travel Party – FY2017 Tracking

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN			$2,827.64	
MEDIAN			$1,309.00	

[A]

On-Island Per Person – FY2017 Tracking

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN			$1,775.08	
MEDIAN			$750.00	

[A]

On-Island Per Person – Key Segments

GVB EXIT SURVEY
Q11A ONISLE EXPENDITURE- PER PERSO

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
ONISLE PP	Mean	$1,775.08	$1,813.66	$1,476.25	$2,187.50
	Median	$750	$750	$683	$1,500

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[A]

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

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
─●─ On-Island			$1,775.08	
─●─ Prepaid			$1,138.13	

[A]
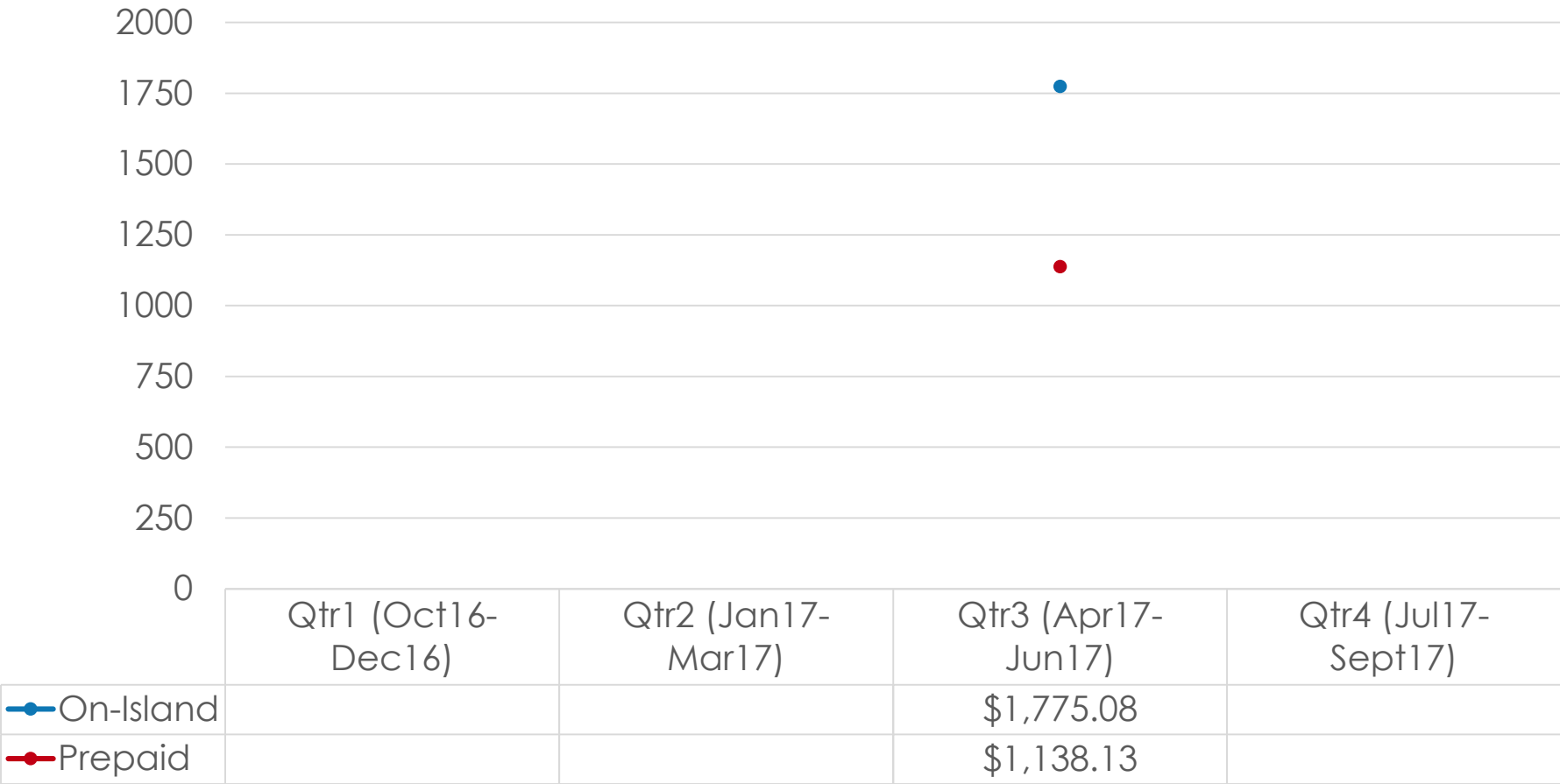
On-Island Per Day Spending – FY2017 Tracking MEAN

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
Per Person			$375.07	
Travel Party			$611.20	

[A]
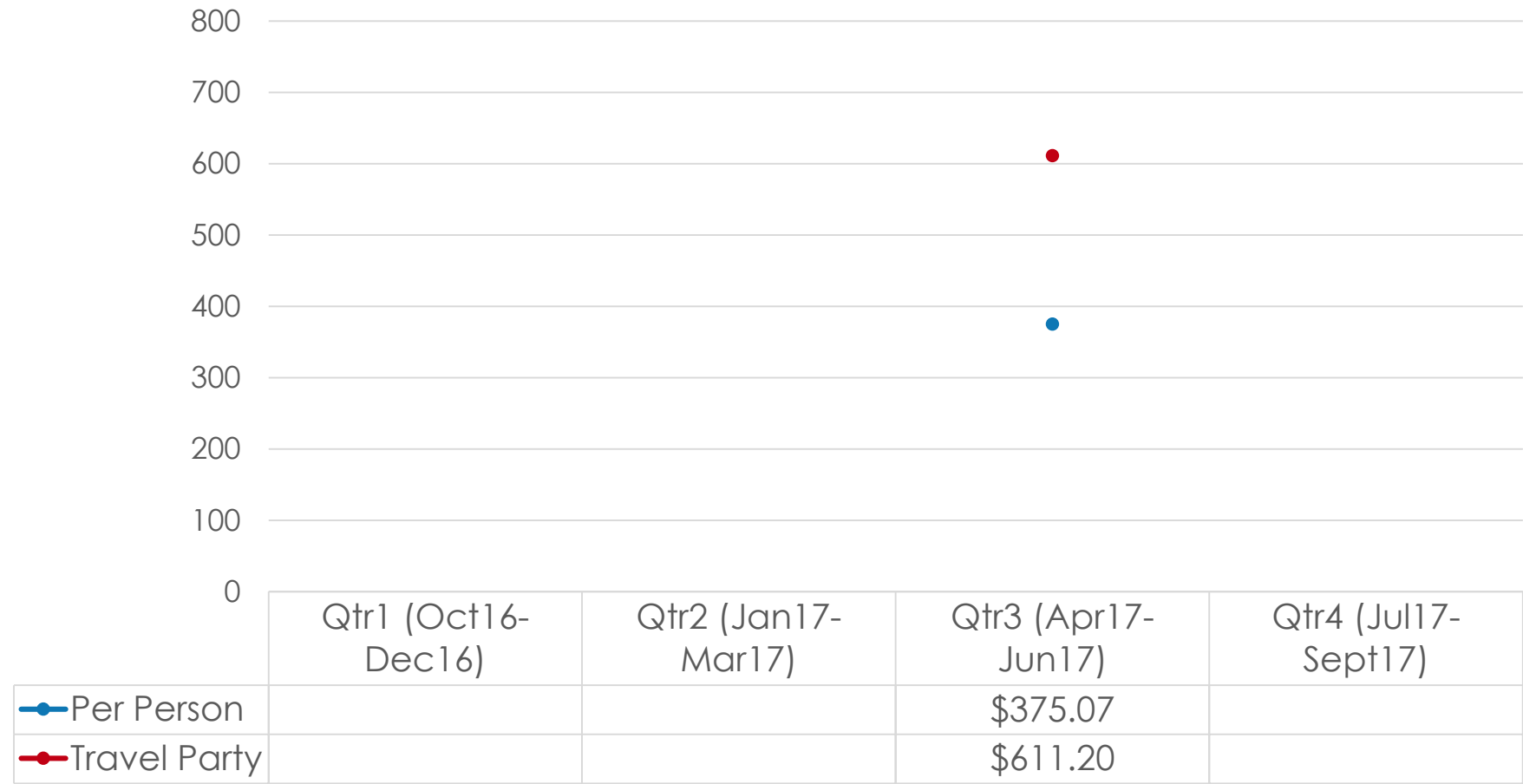
On-Island Expenses by Category – MEAN Entire Travel Party

[A]

On-Island – FY2017 Tracking
Food & Beverage - Hotel

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN			$109.44	

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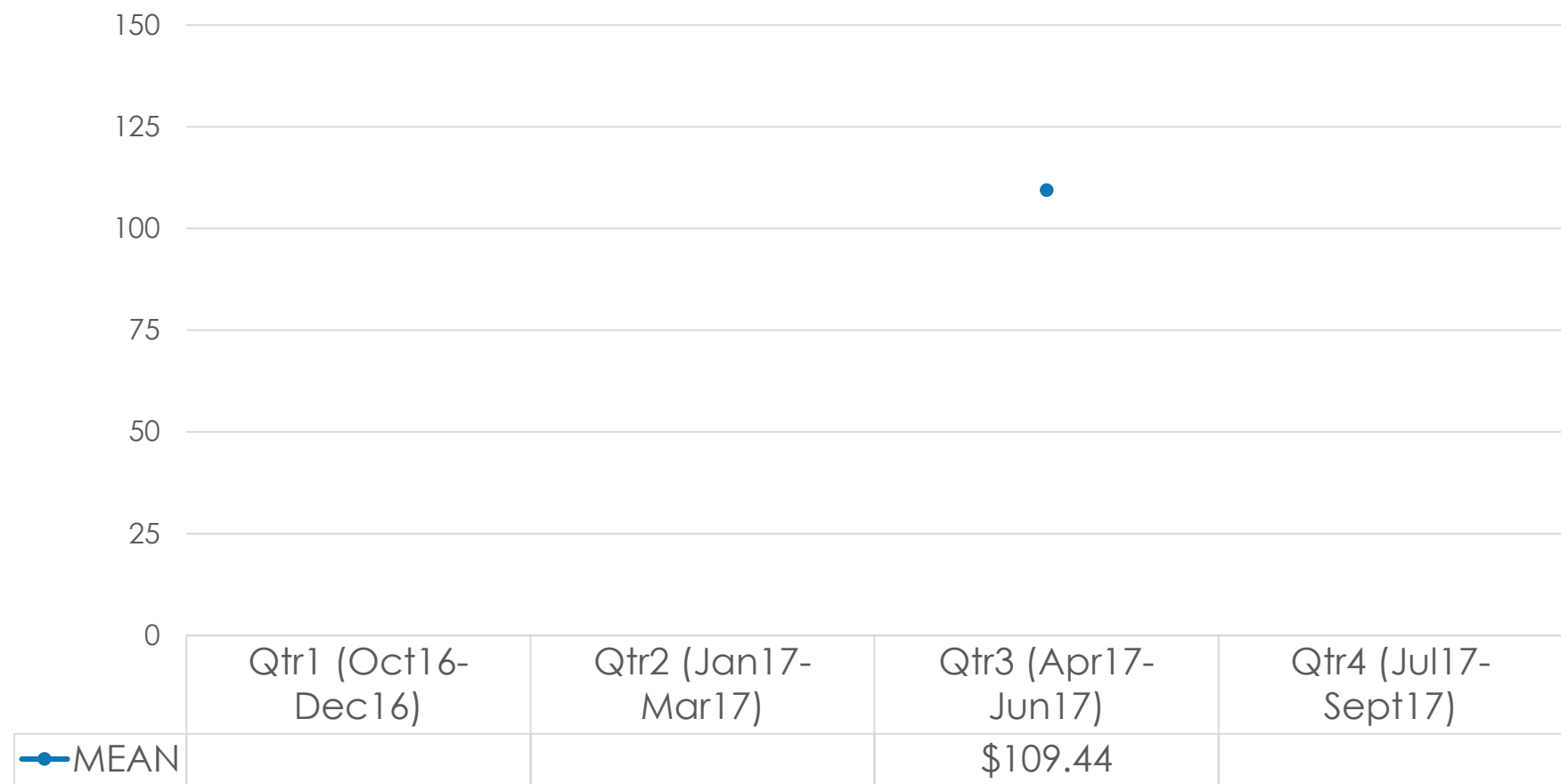
On-Island – FY2017 Tracking
Food & Beverage – Fast Food/ Convenience Store

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN			$164.76	

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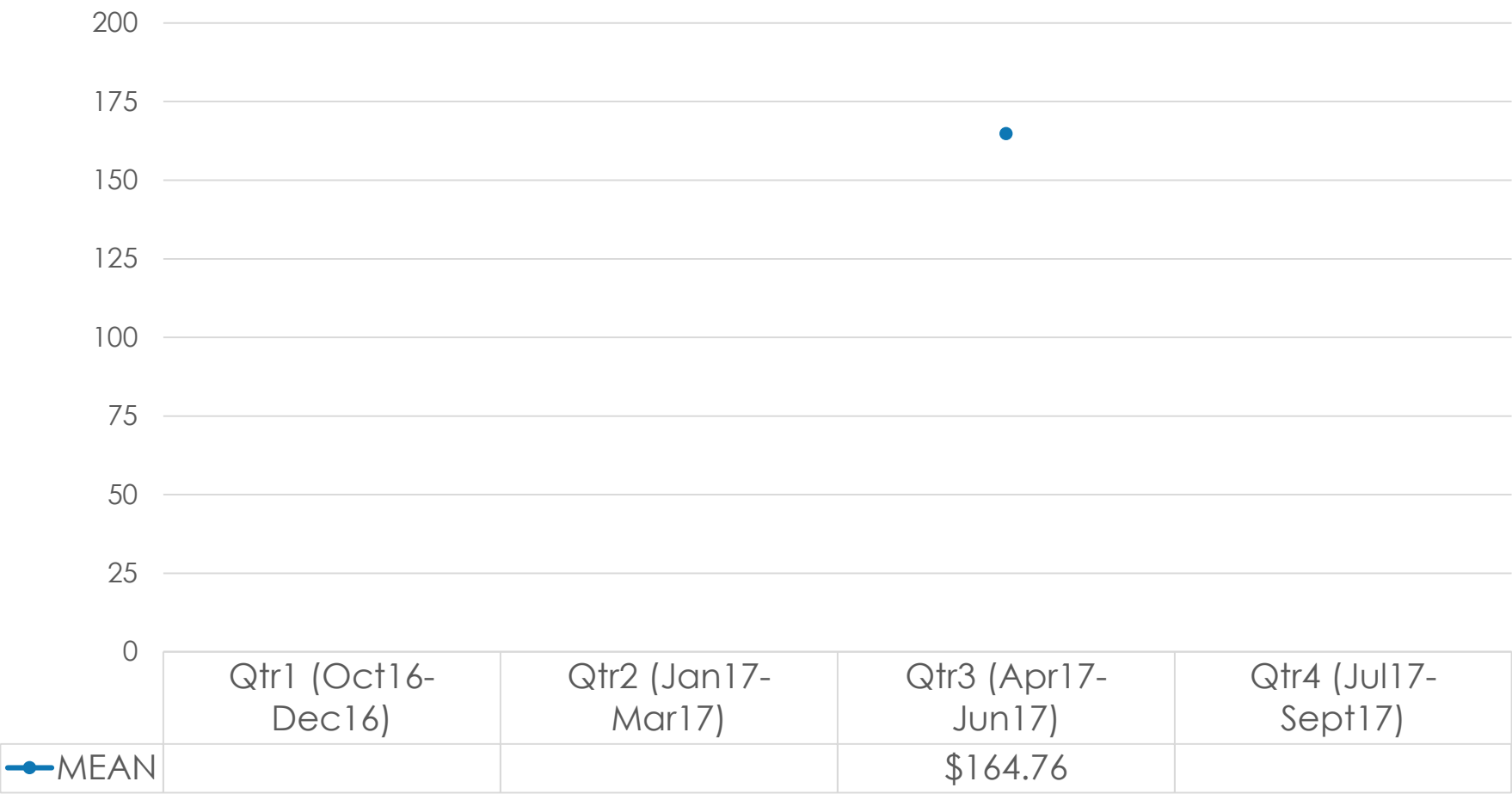
On-Island – FY2017 Tracking
Food & Beverage – Restaurant/ Drinking Est Outside Hotel

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN			$398.63	

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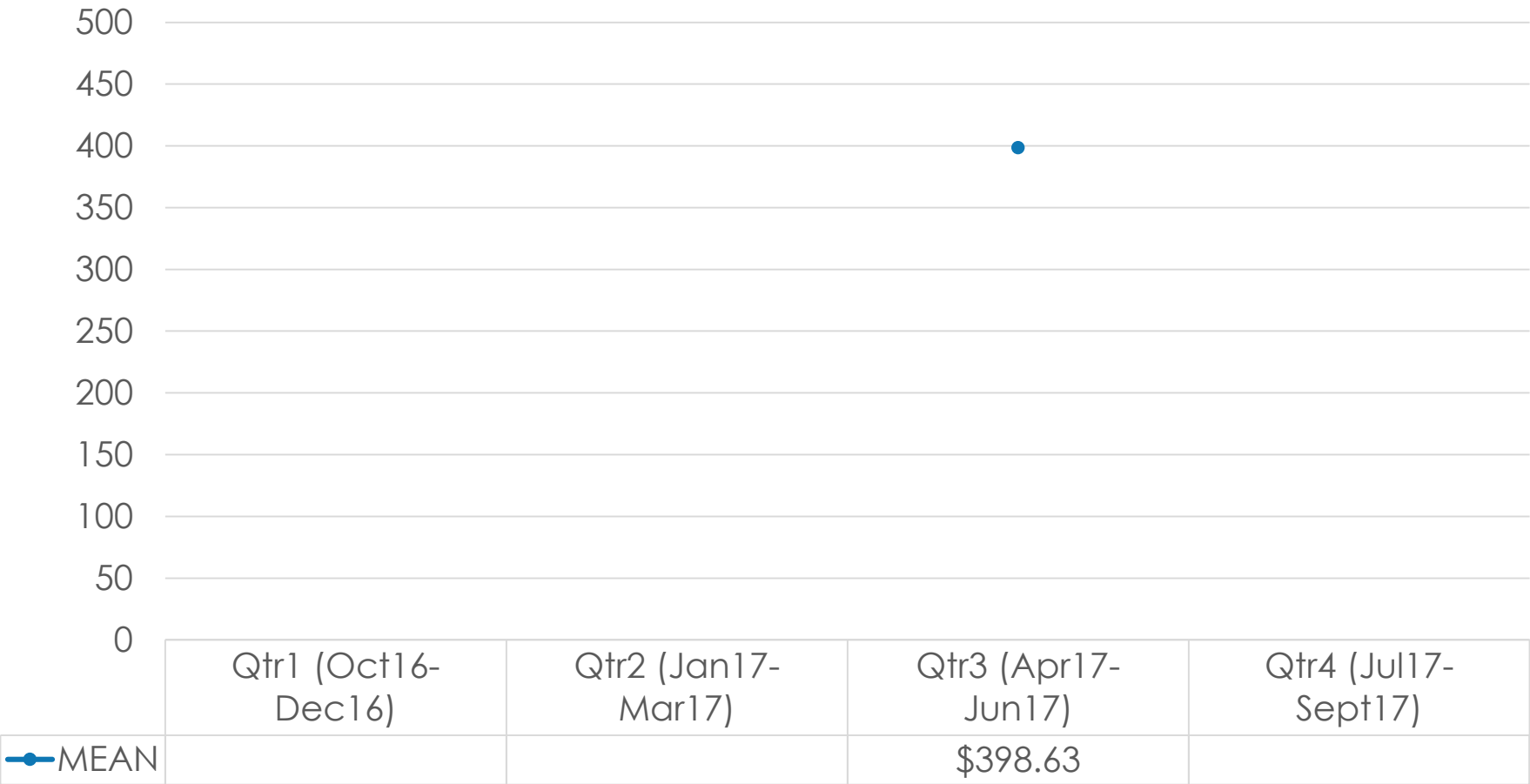
On-Island – FY2017 Tracking
Optional tour/ Activities

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN			$526.02	

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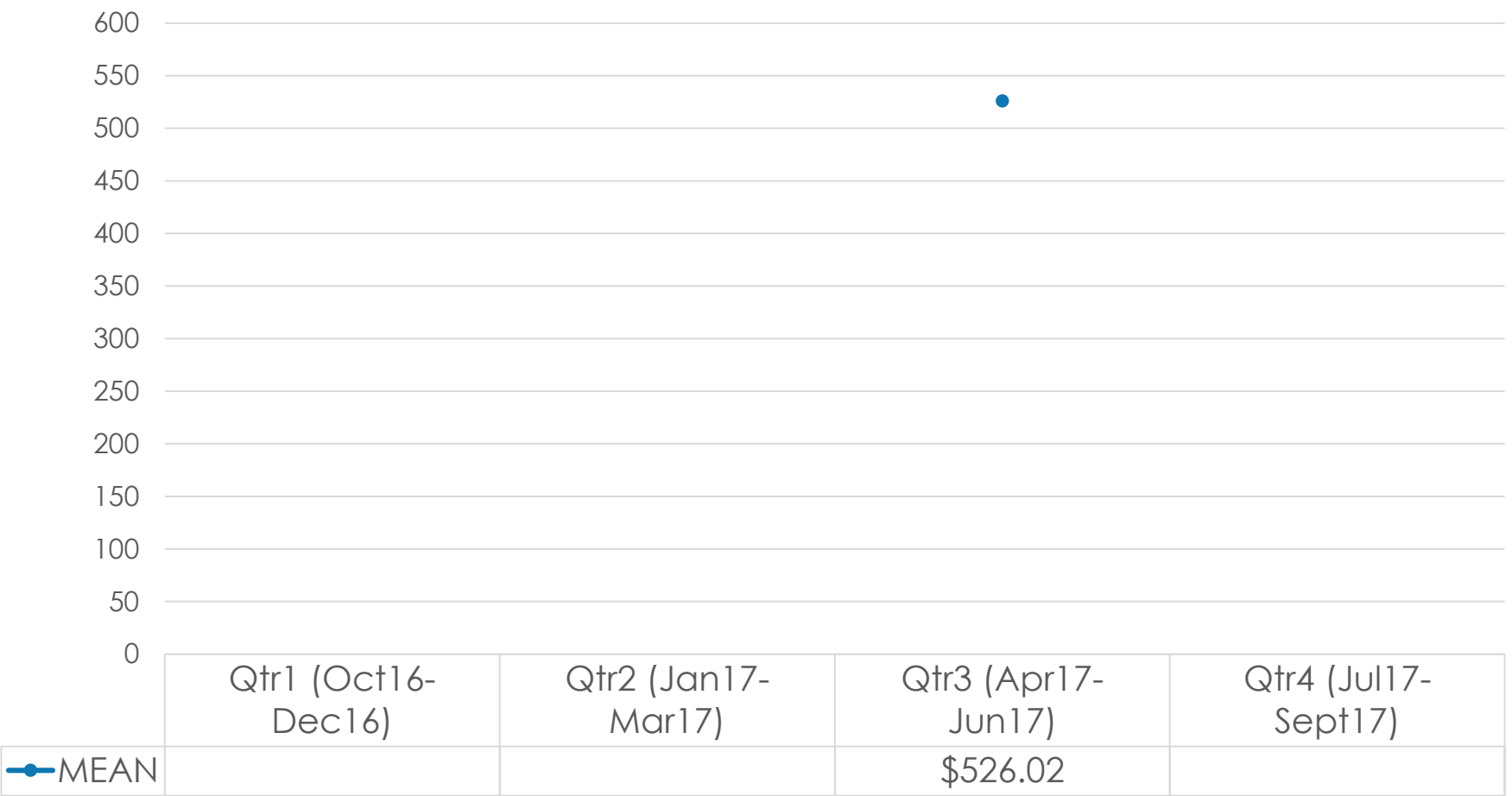
On-Island – FY2017 Tracking
Gift/ Souvenir – Self/ Companion

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN			$242.41	

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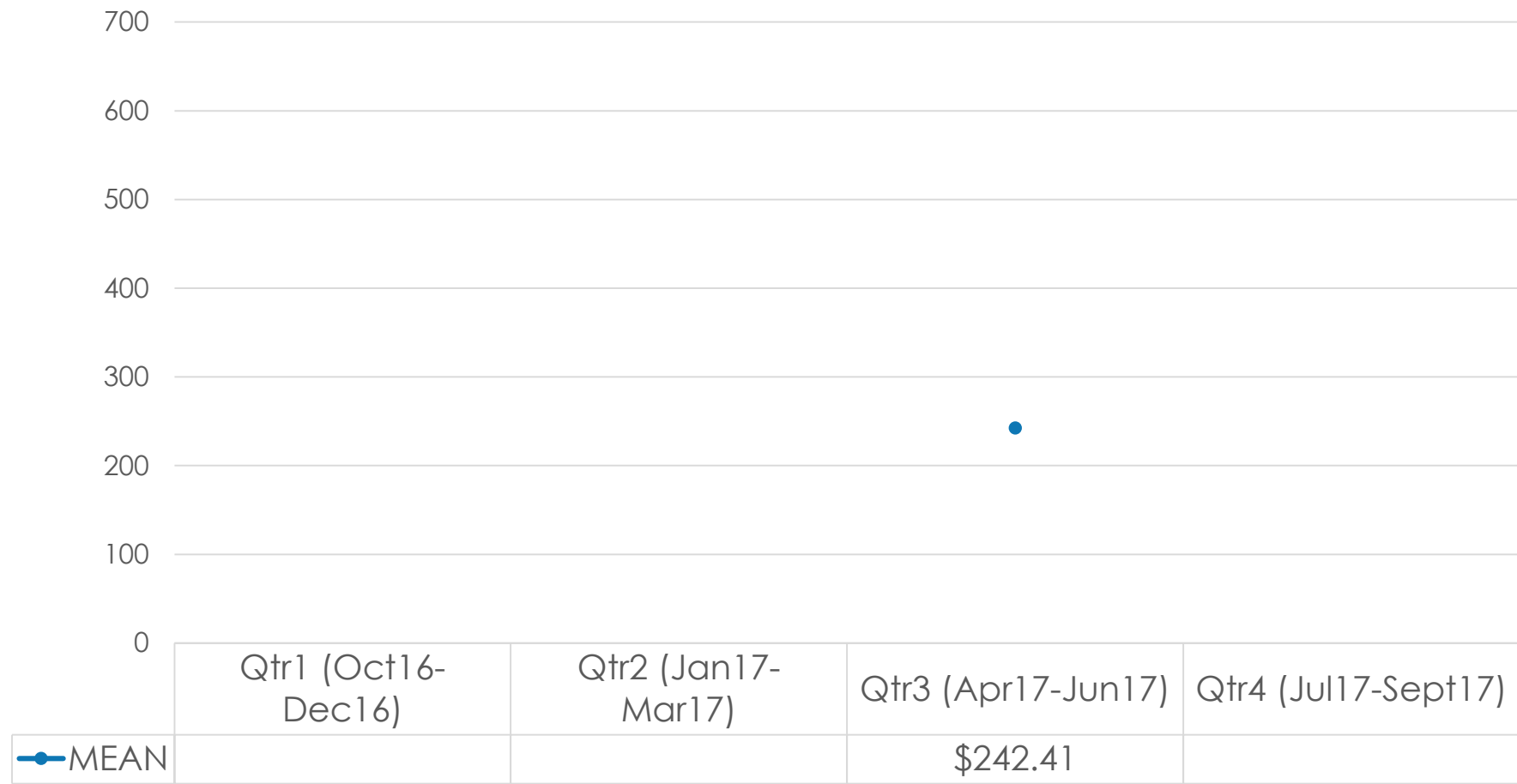
On-Island – FY2017 Tracking
Gift/ Souvenir – Friends/ Family

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN			$165.03	

[A]
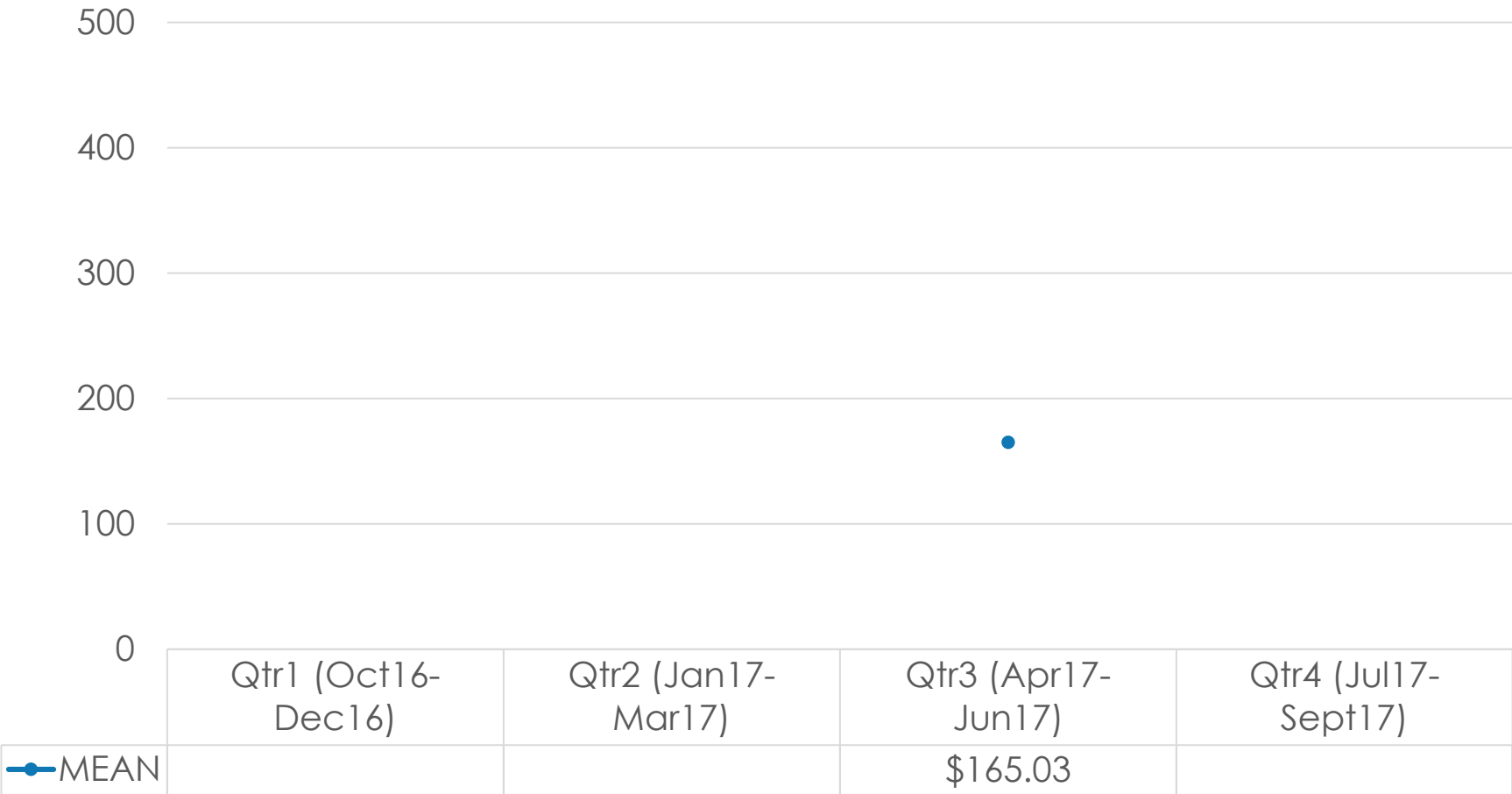
On-Island – FY2017 Tracking
Local Transportation

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN			$181.76	

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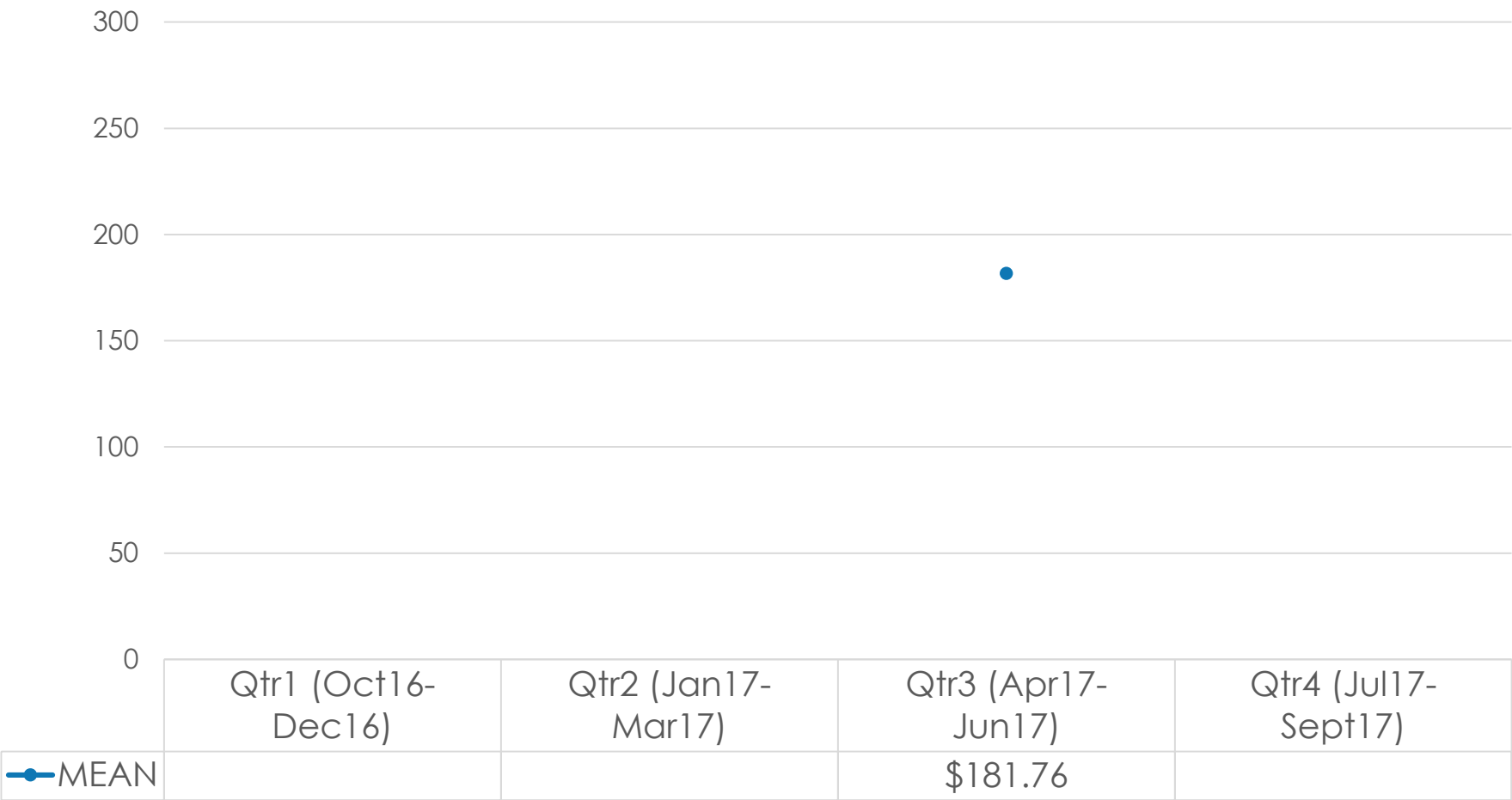
On-Island – FY2017 Tracking
Other Not Included

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN			$98.18	

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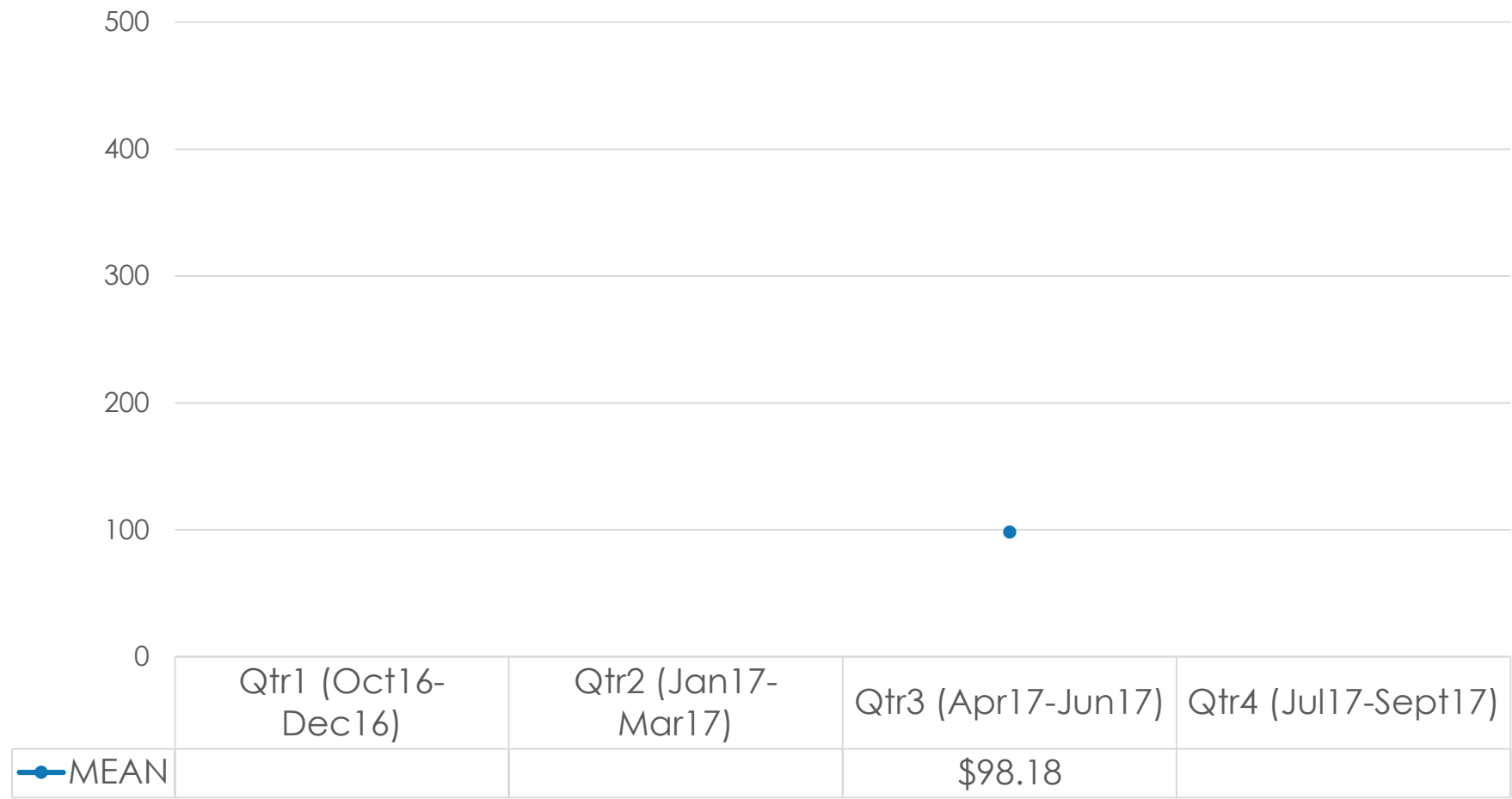
TOTAL (On-Isle + Prepaid) Expenditures Per Person

- $2,913.21 = overall mean average prepaid expense by respondent/ Per Person

TOTAL Per Person Expenditures – FY2017 Tracking

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
—MEAN			$2,913.21	
—MEDIAN			$2,035.00	

[A]
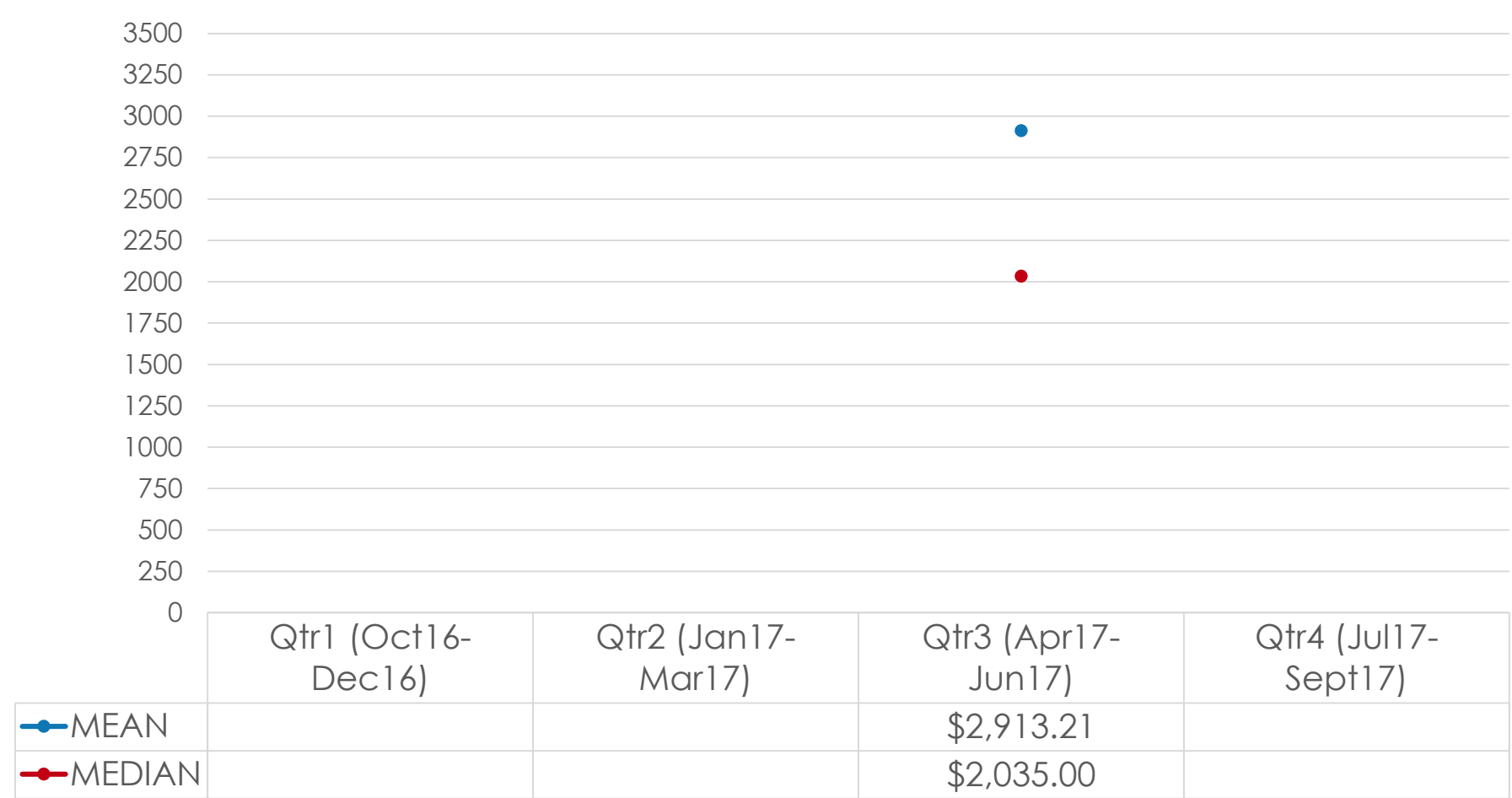
TOTAL Per Person Expenditures – Key Segments

GVB EXIT SURVEY
TOTAL PER PERSON SPENDIN

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
TOTAL PP	Mean	$2,913.21	$2,872.39	$2,588.03	$3,633.52
	Median	$2,035	$2,035	$1,914	$2,464

Prepared by Anthology Research

[A]

GUAM AIRPORT EXPENDITURE – FY2017 Tracking

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN			$76.36	

[A]
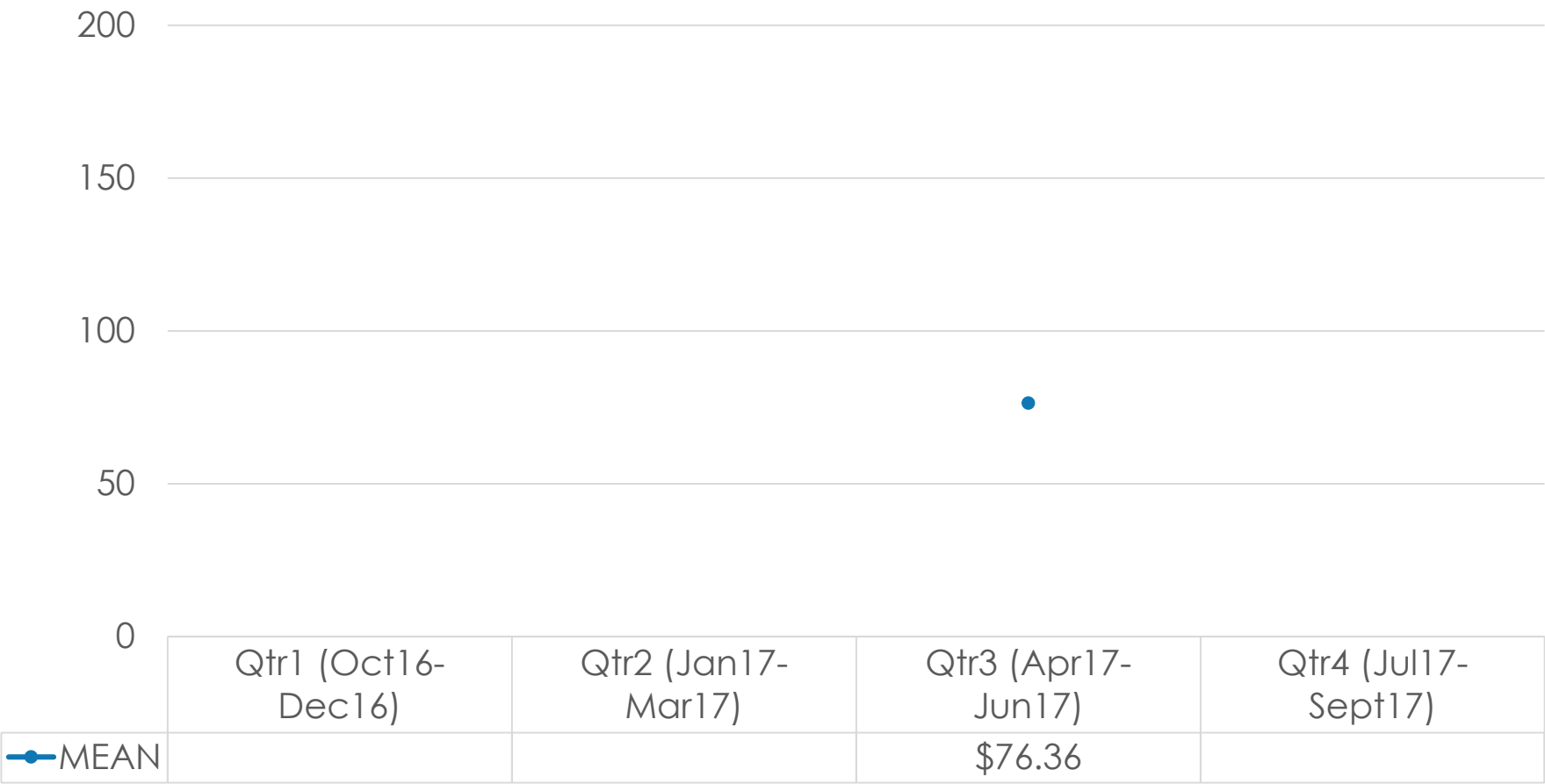
SECTION 4
VISITOR SATISFACTION BEHAVIOR

[A]

OVERALL SATISFACTION

Positive Aspect of Trip

Category	Percentage
Beach/ Ocean	36%
Natural beauty	28%
Relaxing	14%
Friendly/ Warm ppl	6%
Event- Fam/Fr	5%
Event- Self	4%
Pkg tour/ activity	2%
Climate	2%
Safety	2%
Mil/ Hist site	1%

[A]

Negative Aspect of Trip

Category	Percentage
Expensive/ Cost	31%
Ground Trans	18%
Immigration	13%
Nothing	10%
Accommodations	5%
Food- quality	4%
Food- variety	4%
Local culture	4%
Activities/ Attractions	3%
Language	2%

[A]
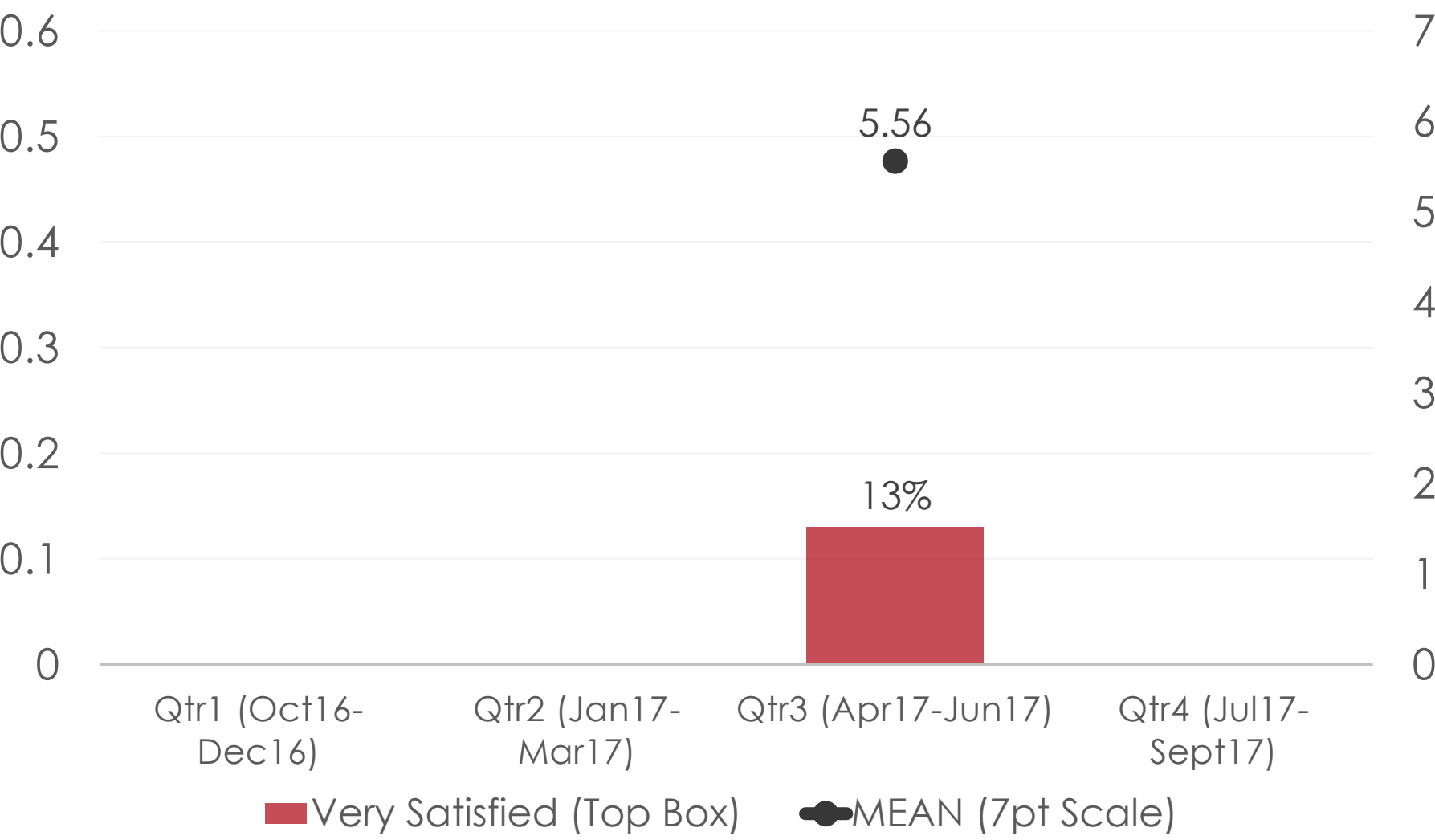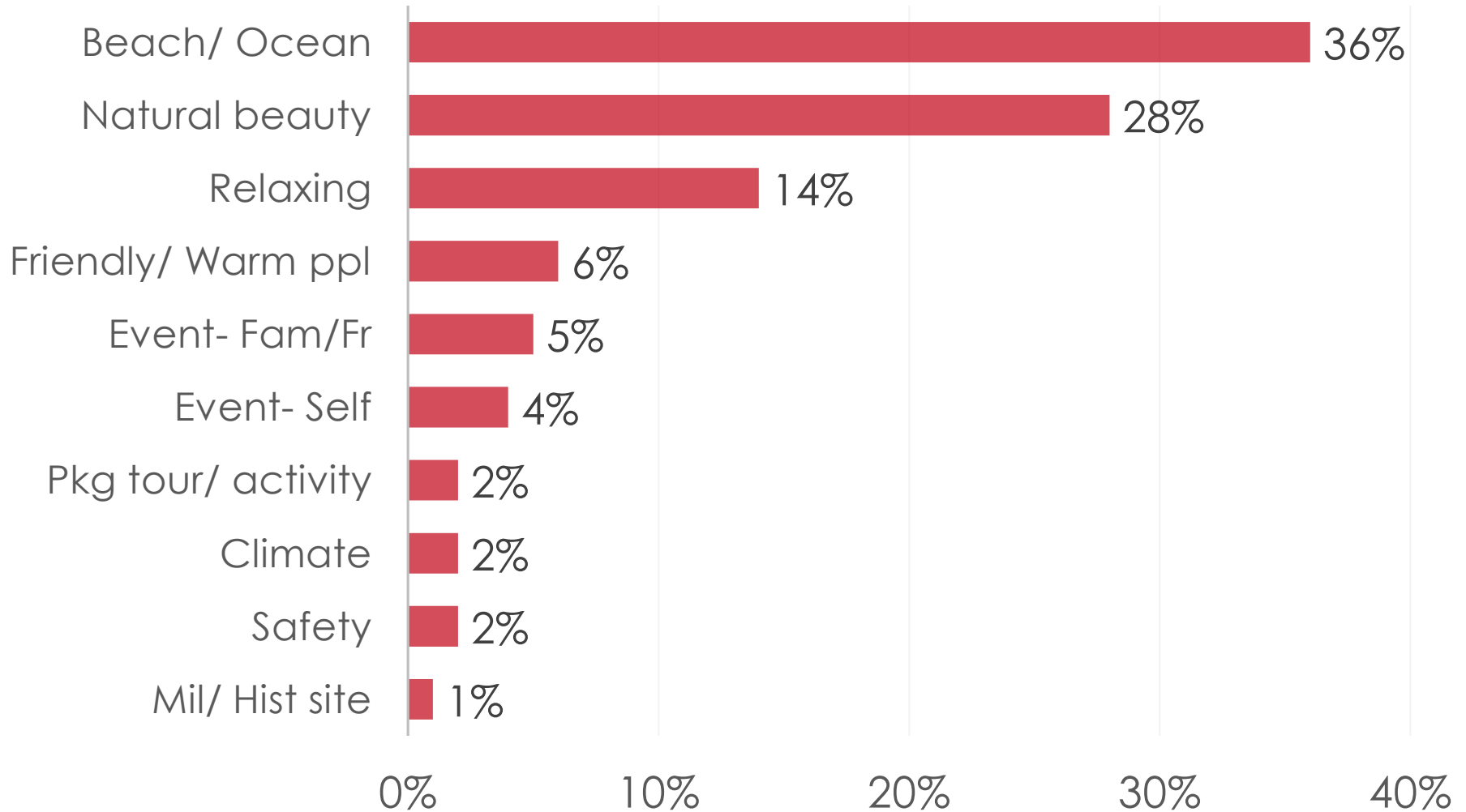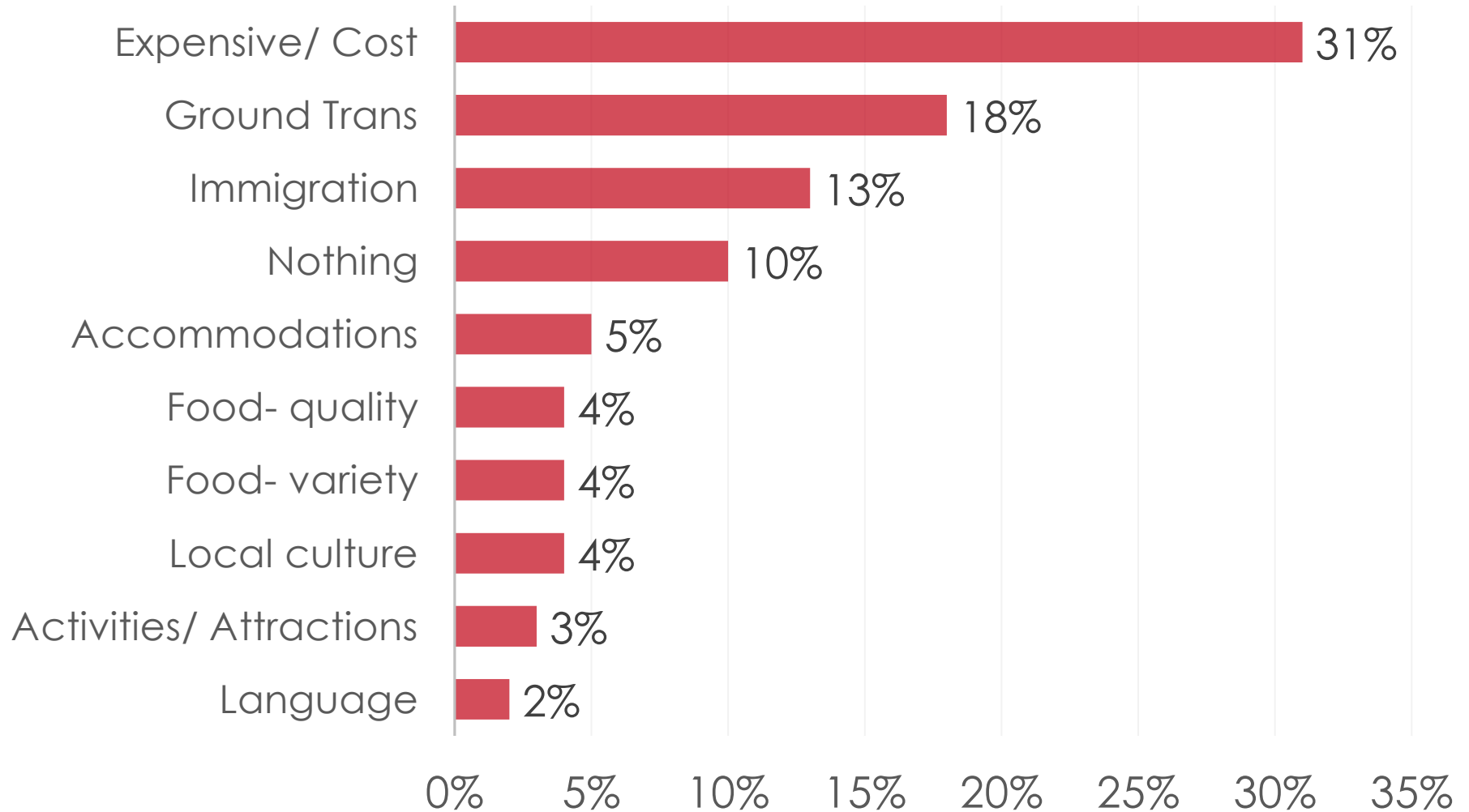
Guam was better than expected

5.64

27%

0.6			7
0.5			6
0.4			5
0.3			4
0.2			3
0.1			2
0			1
			0

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

■Strongly agree   ●━●MEAN (7pt Scale)

[A]
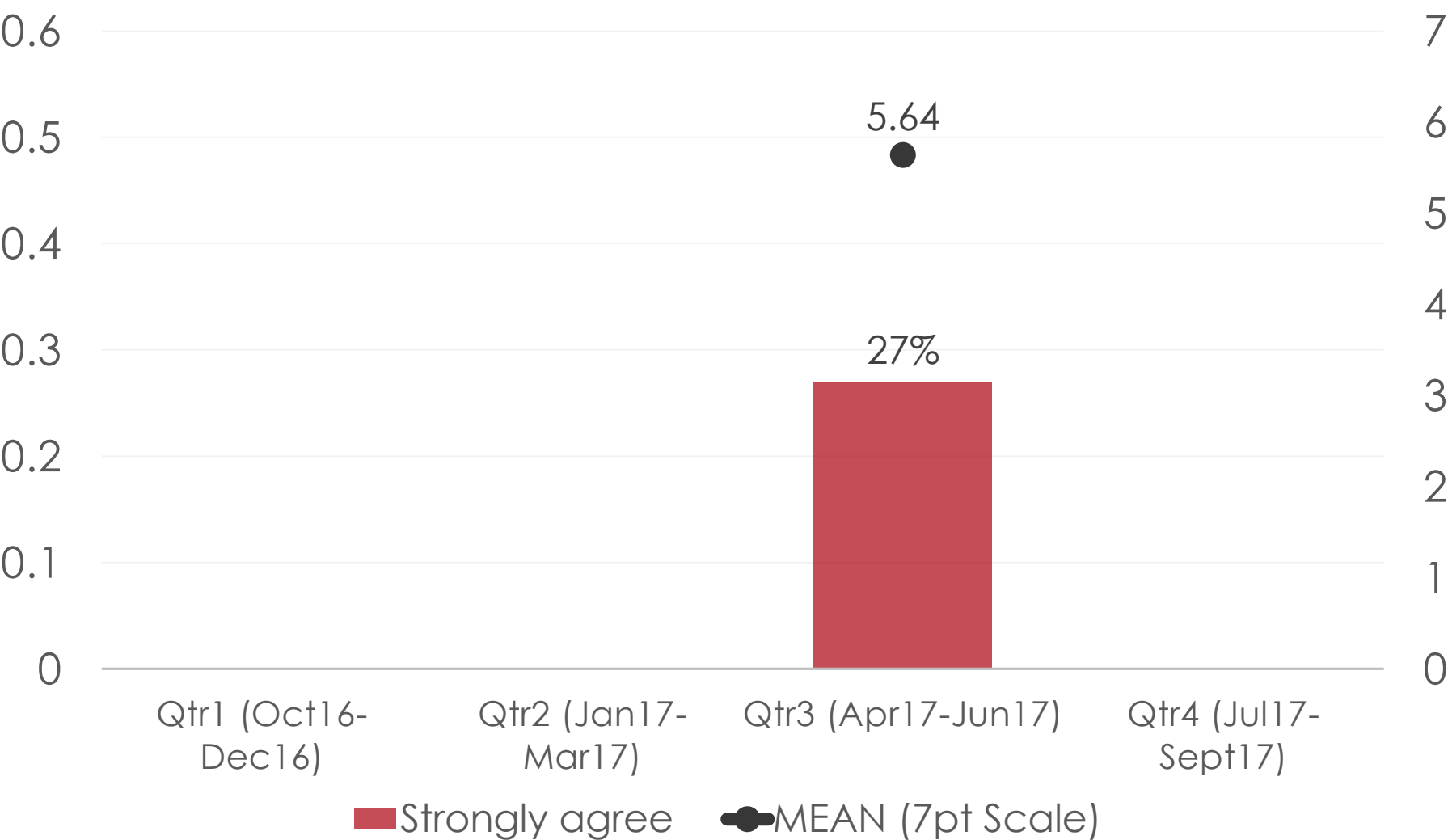
I had no communication problems

5.88

34%

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

■ Strongly agree   ●MEAN (7pt Scale)

[A]
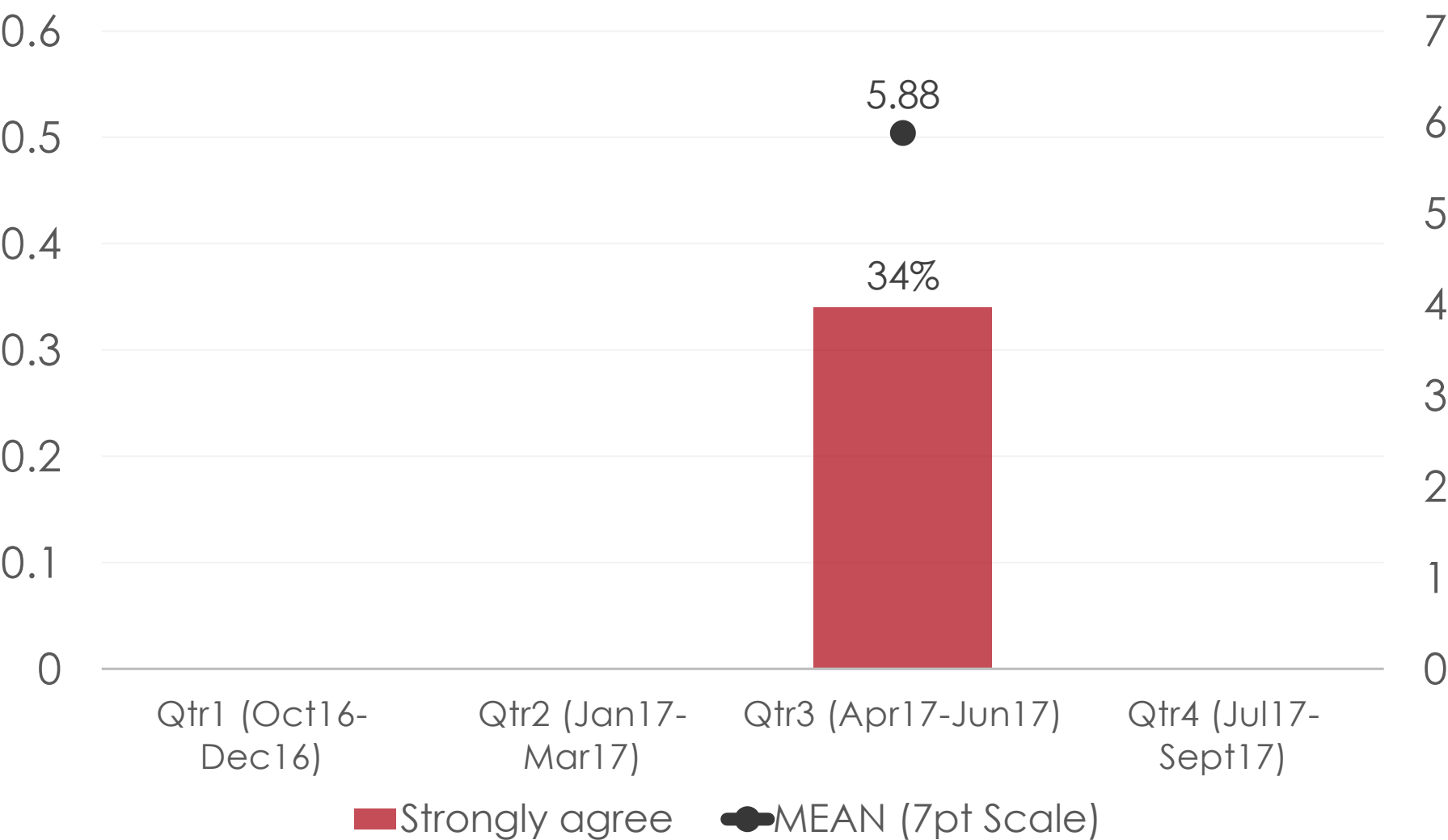
I will recommend Guam to friends
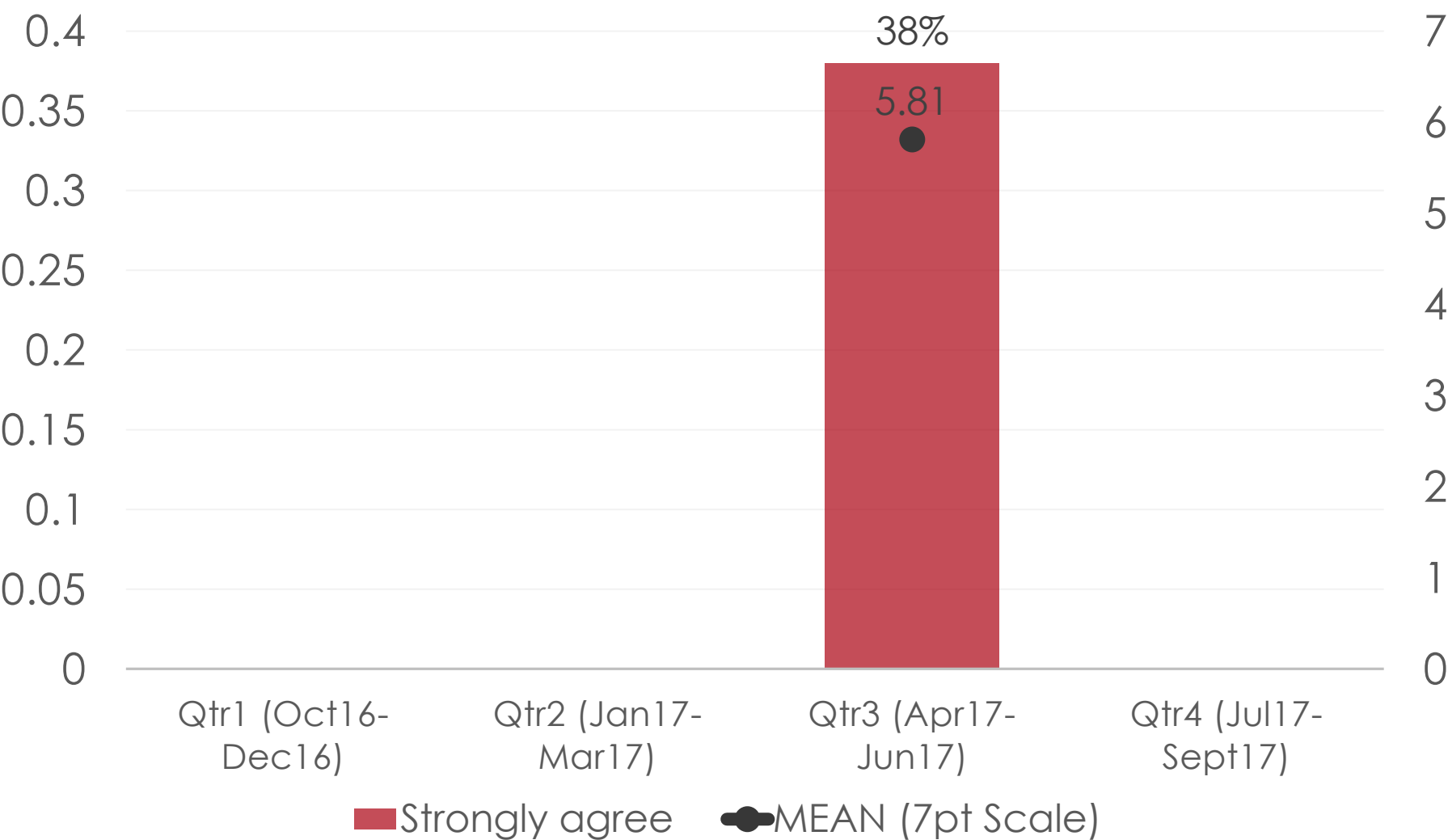
Sites on Guam were attractive

5.62

31%

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

■ Strongly agree ●——MEAN (7pt Scale)

[A]
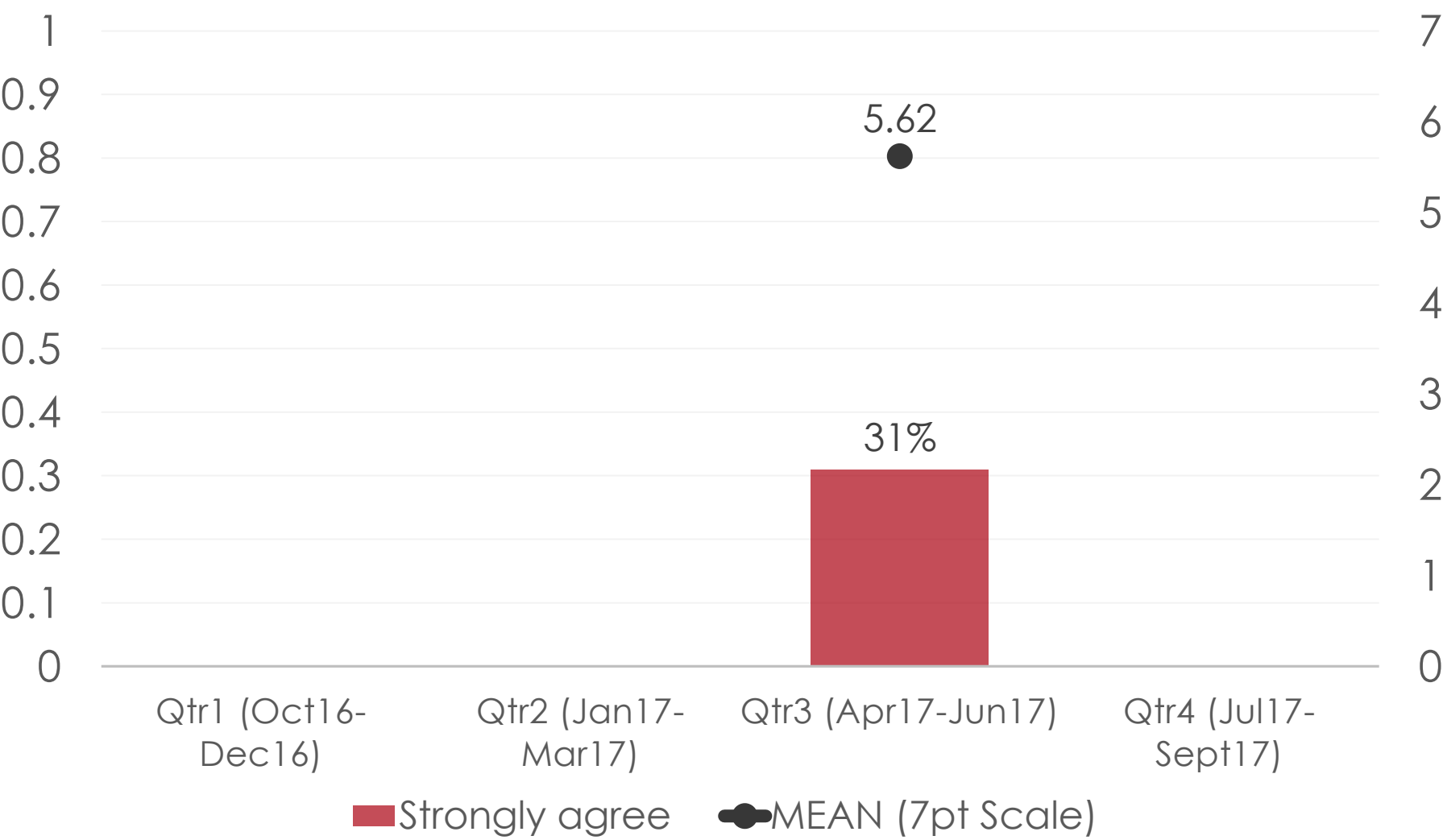
I plan to visit Guam again

5.25

25%

0.8 — 7

0.7 — 6

0.6 — 5

0.5 — 4

0.4 — 3

0.3 — 2

0.2 — 1

0.1

0 — 0

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

■ Strongly agree   ●━ MEAN (7pt Scale)

[A]
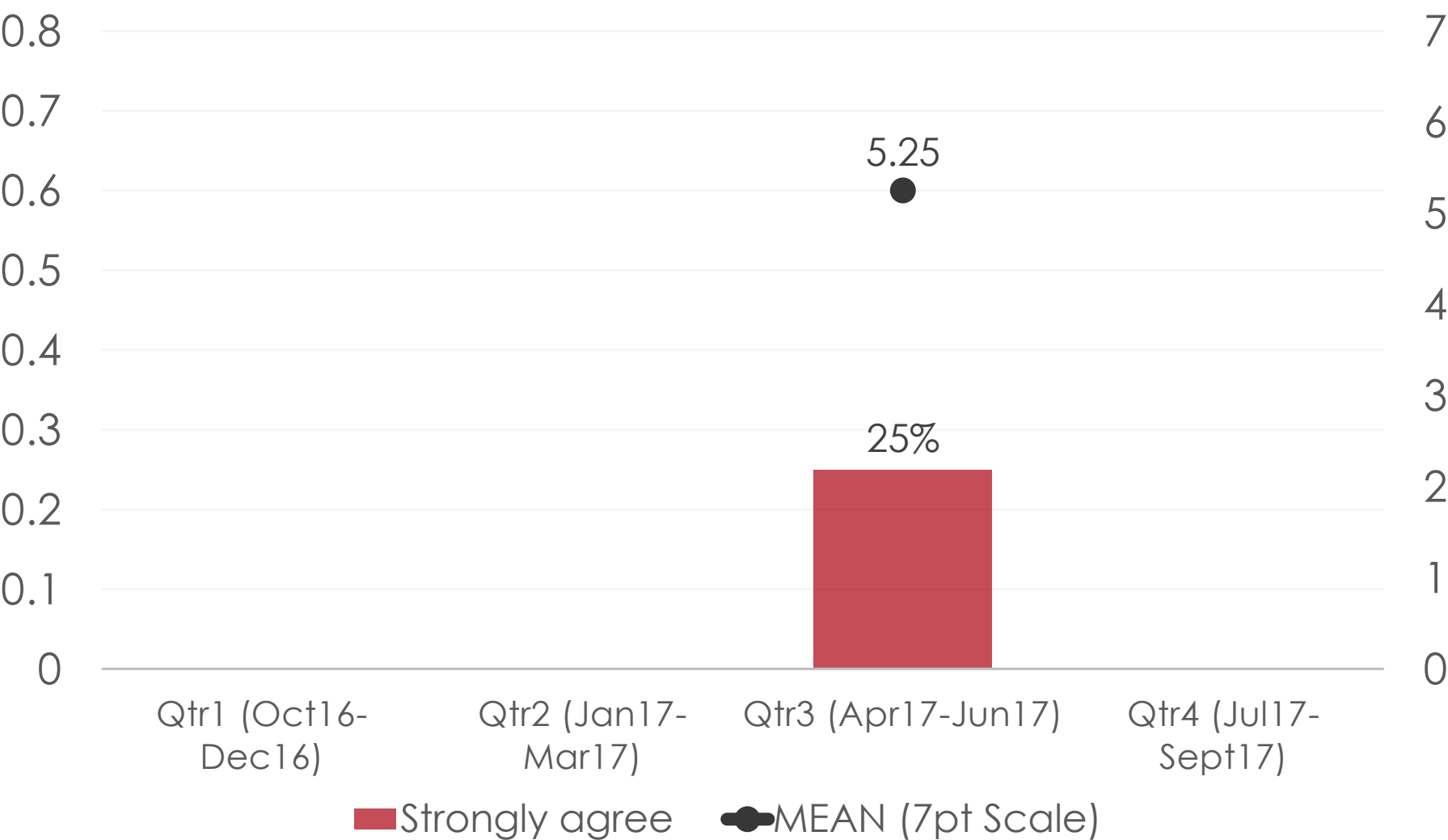
Not enough night time activities

4.57

11%

0.5					7
0.4					6
					5
0.3					4
0.2					3
0.1					2
					1
0	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)	0

■ Strongly agree ●—MEAN (7pt Scale)

[A]
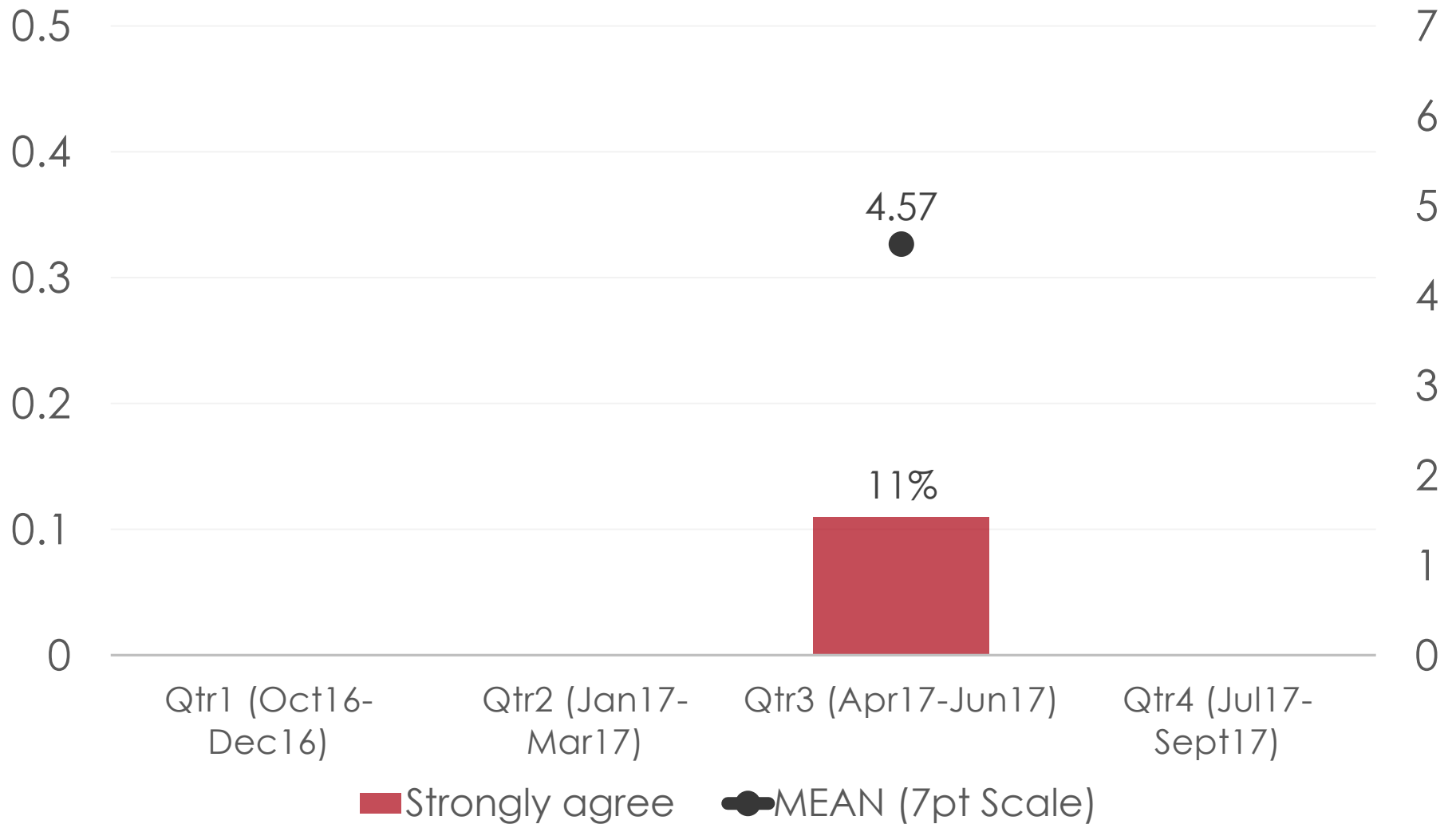
Tour guides were professional
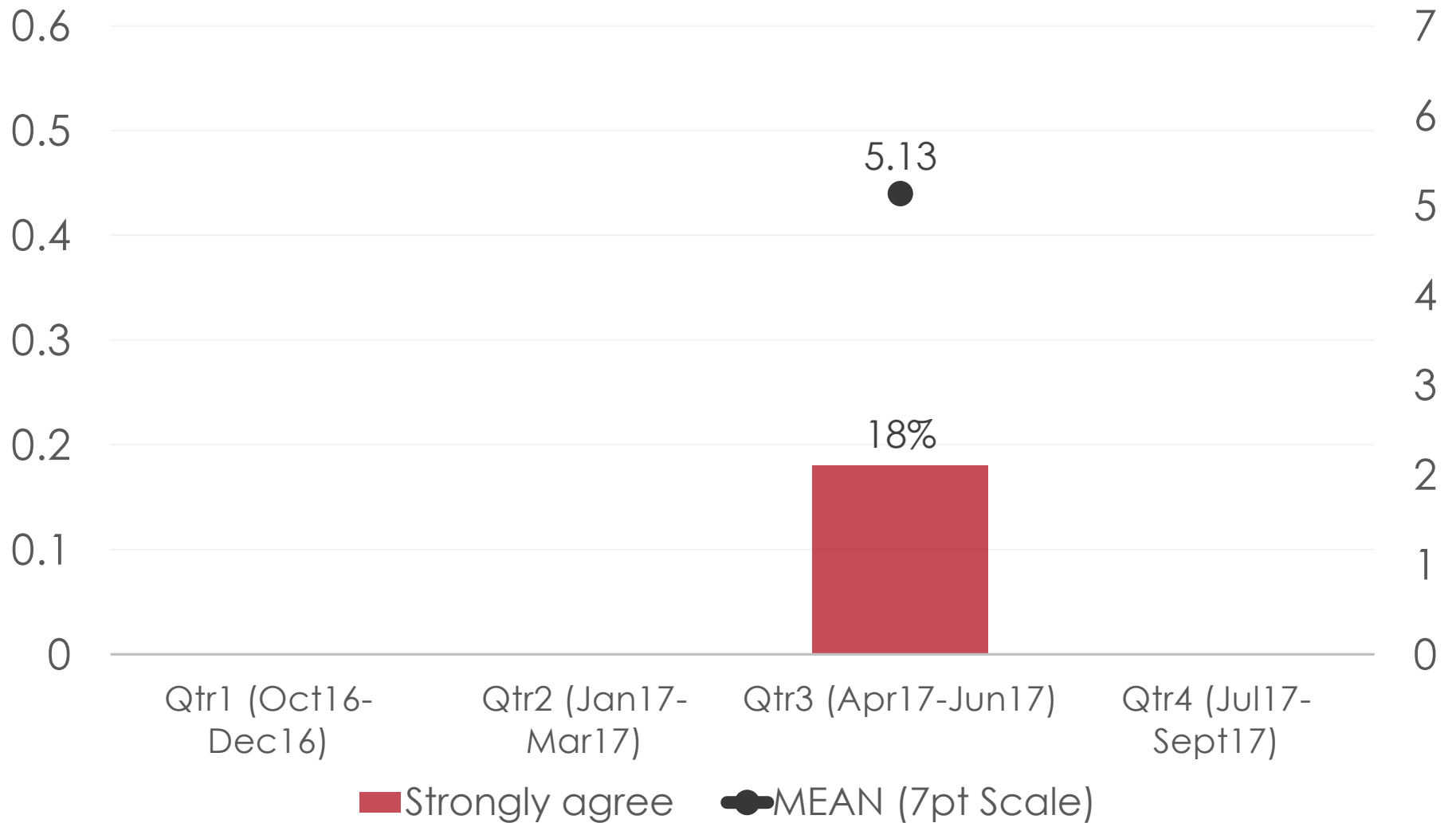
5.13

18%

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

■ Strongly agree   ●—MEAN (7pt Scale)

[A]

Tour drivers were professional

5.32

23%

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

■ Strongly agree   ●—MEAN (7pt Scale)

[A]

Taxi drivers were professional

80

Taxis were clean

5.48

21%

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

■ Strongly agree   ●—MEAN (7pt Scale)

[A]

Guam airport was clean

5.53

22%

| | | Qtr3 (Apr17-Jun17) | |

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

■ Strongly agree ●—MEAN (7pt Scale)

[A]
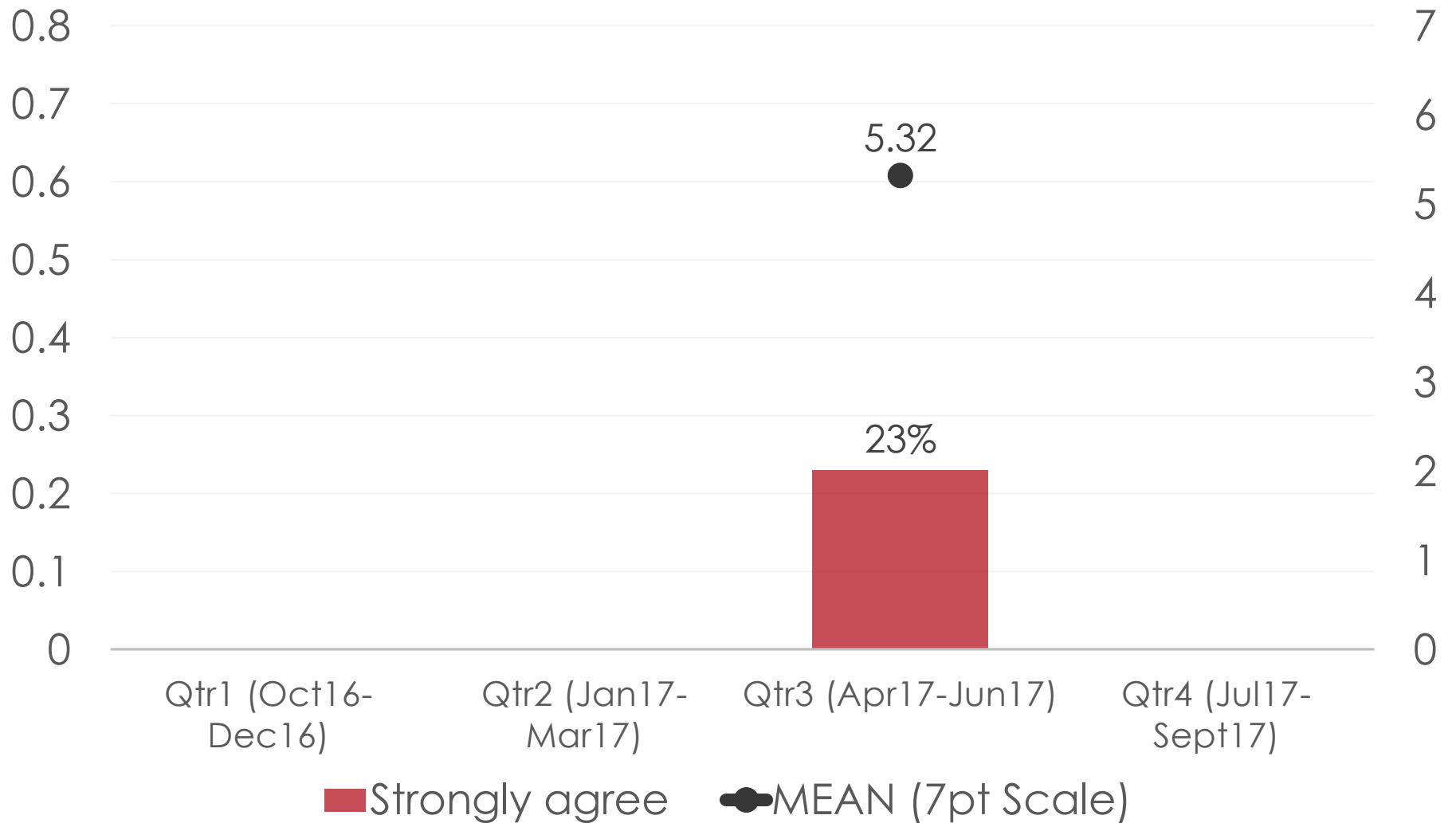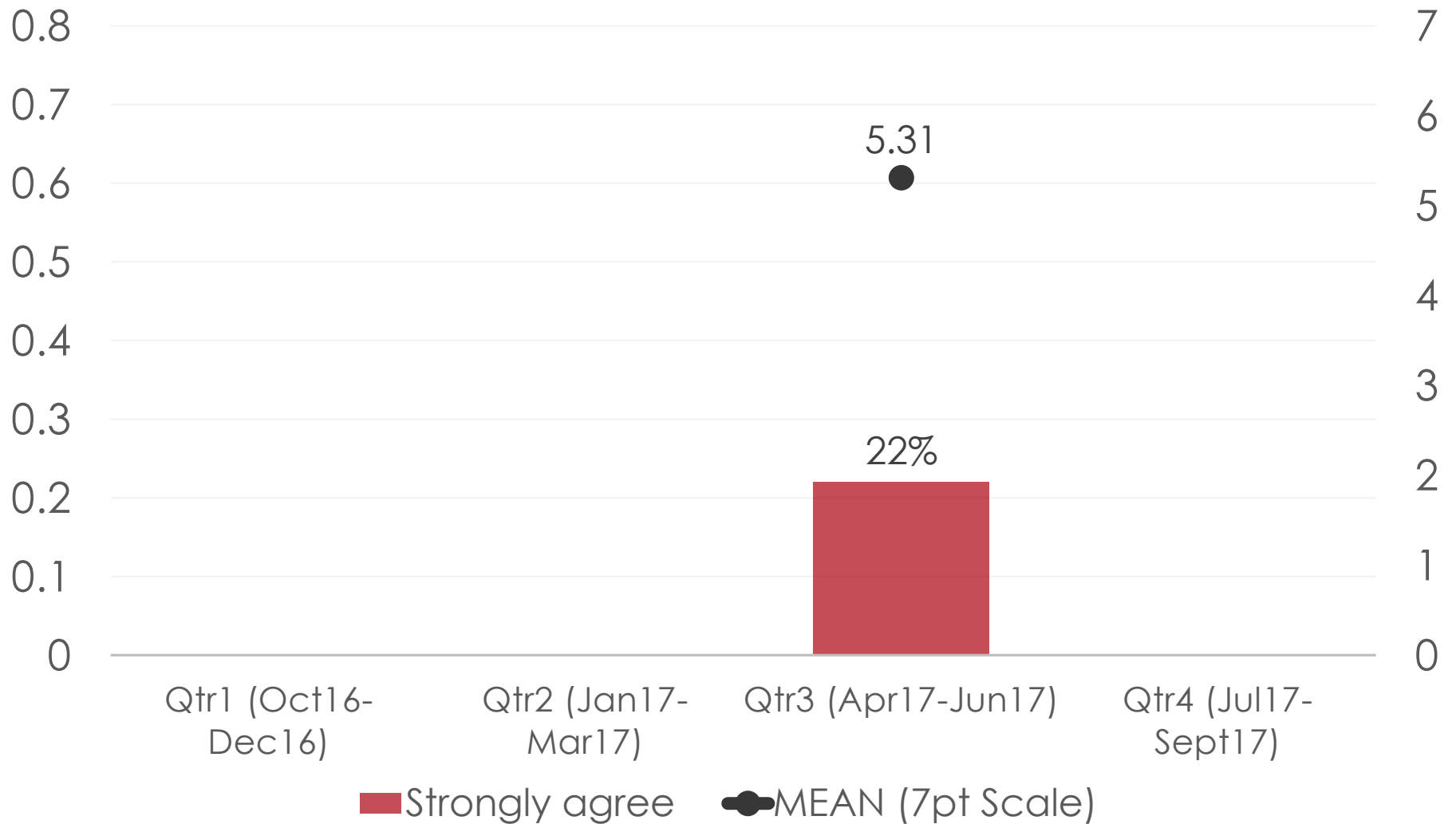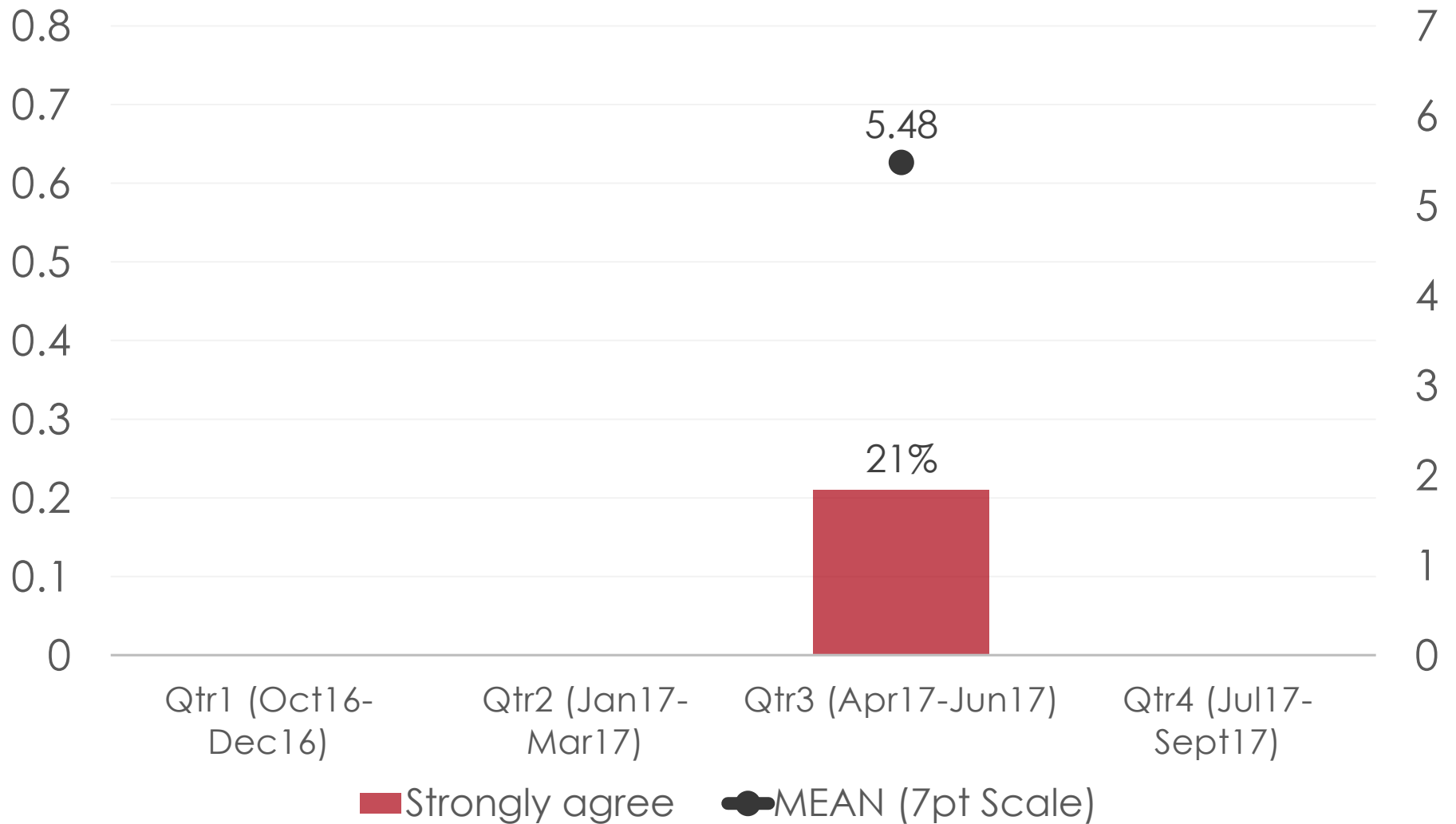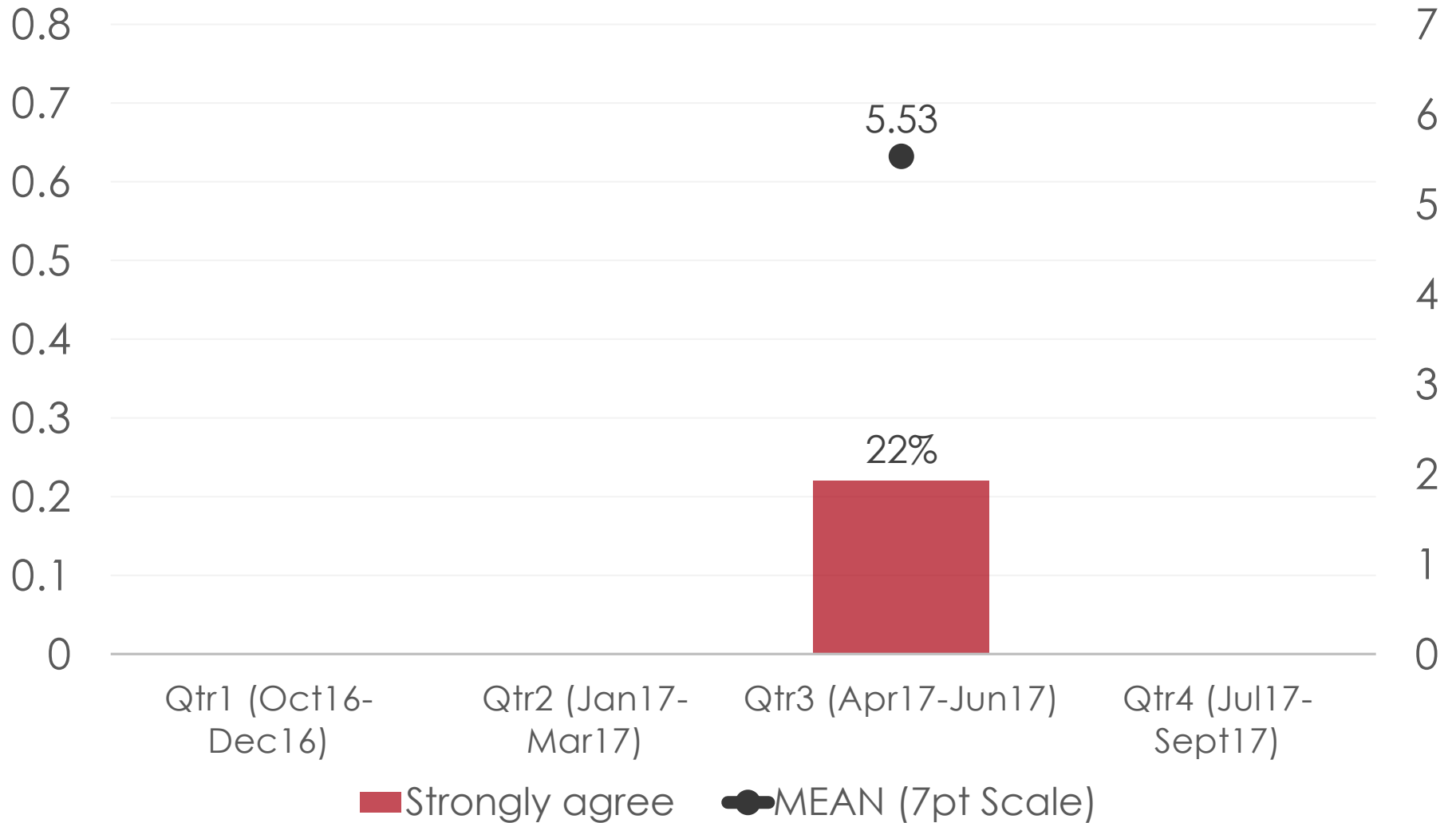
GENERAL SATISFACTION
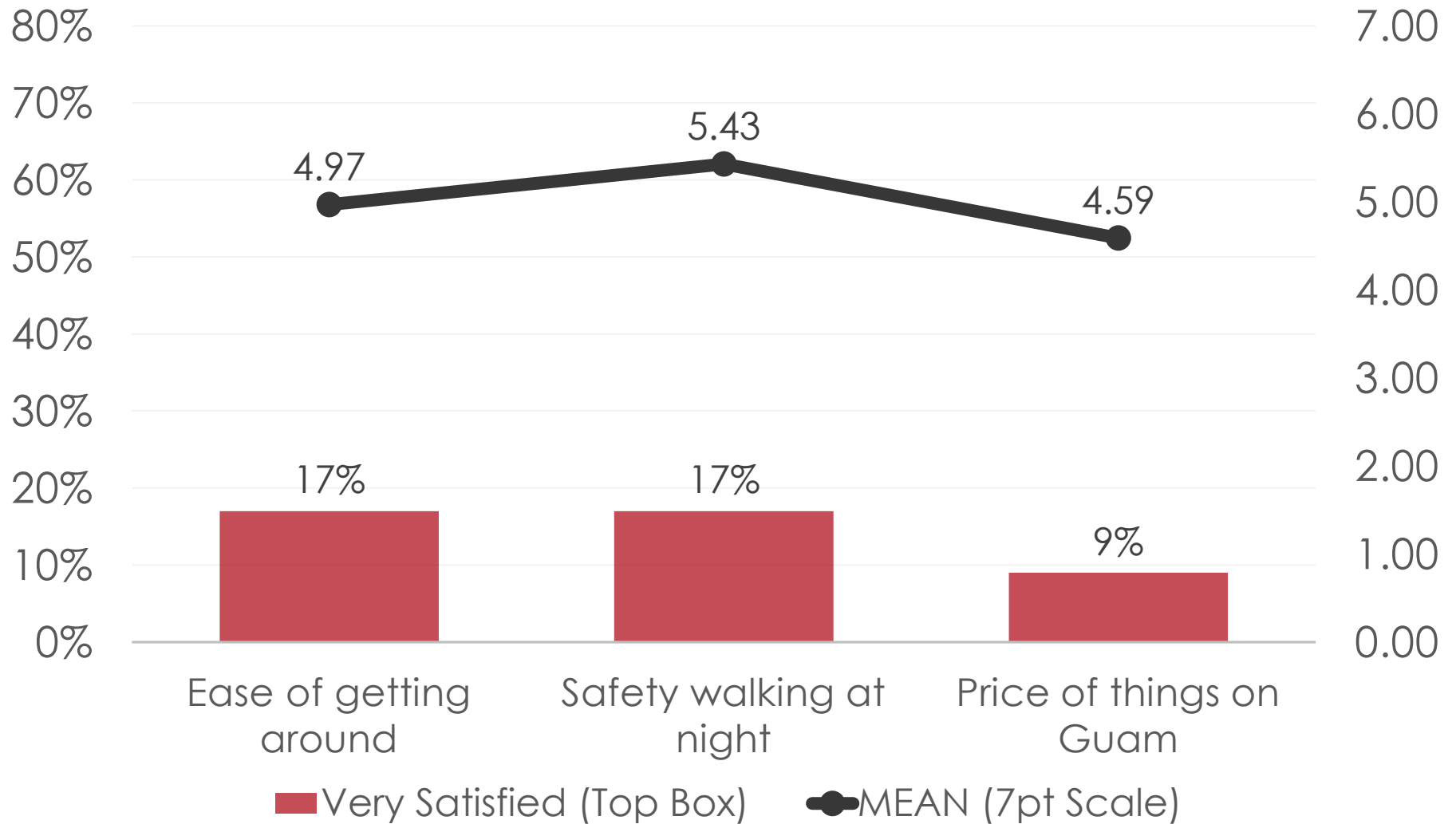
GENERAL SATISFACTION –
Quality/ Cleanliness

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

- Beaches/ Parks: 39%, 6.03
- Air/ Sky: 49%, 6.17
- Parks: 29%, 5.91
- Landscape Tumon: 58%, 6.33
- Landscape Guam: 58%, 6.33
- Ground Handler: 25%, 5.66
- Transportation vehicle: 15%, 5.38

[A]
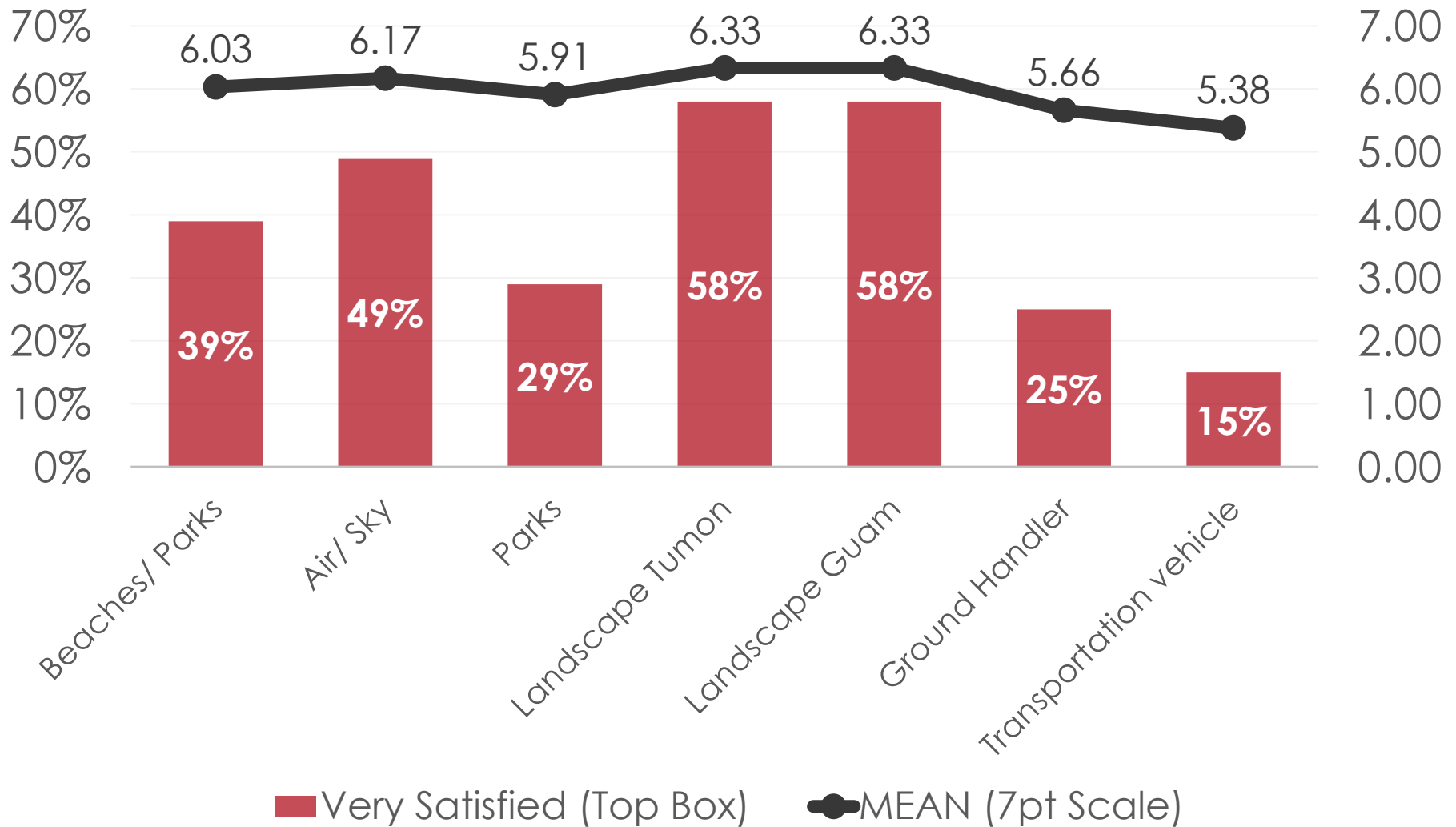
ACCOMMODATIONS –
OVERALL SATISFACTION

[A]
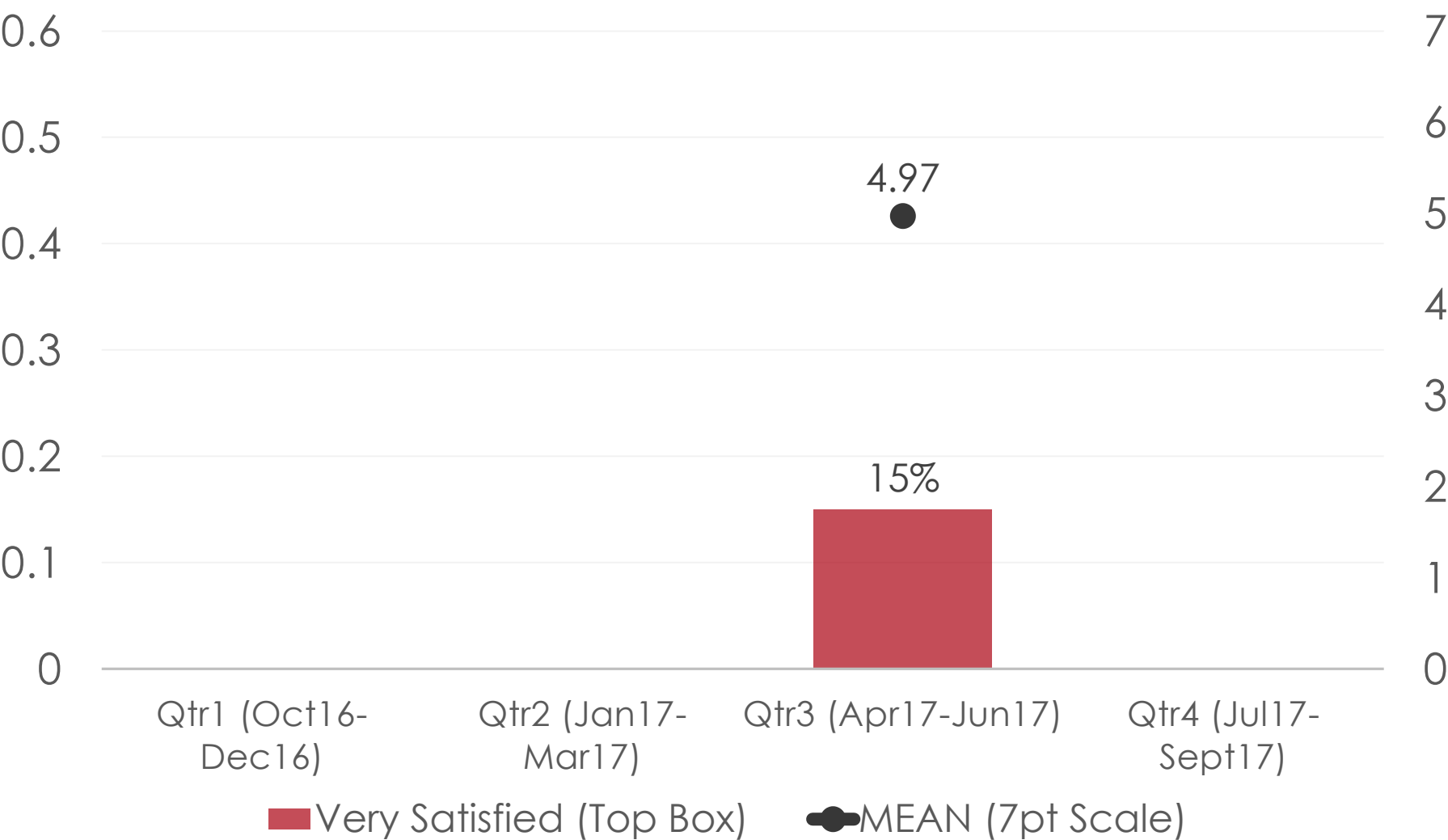
ACCOMMODATIONS –
Satisfaction by Category

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

Category	Very Satisfied (Top Box)	MEAN (7pt Scale)
Room	13%	5.11
View	28%	5.49
Furnishings	11%	4.79
Cleanliness	13%	4.88
Food- Quality	11%	4.82
Food- Quantity	18%	5.19
Staff	24%	5.45
Service	23%	5.39
Value	7%	4.84

[A]
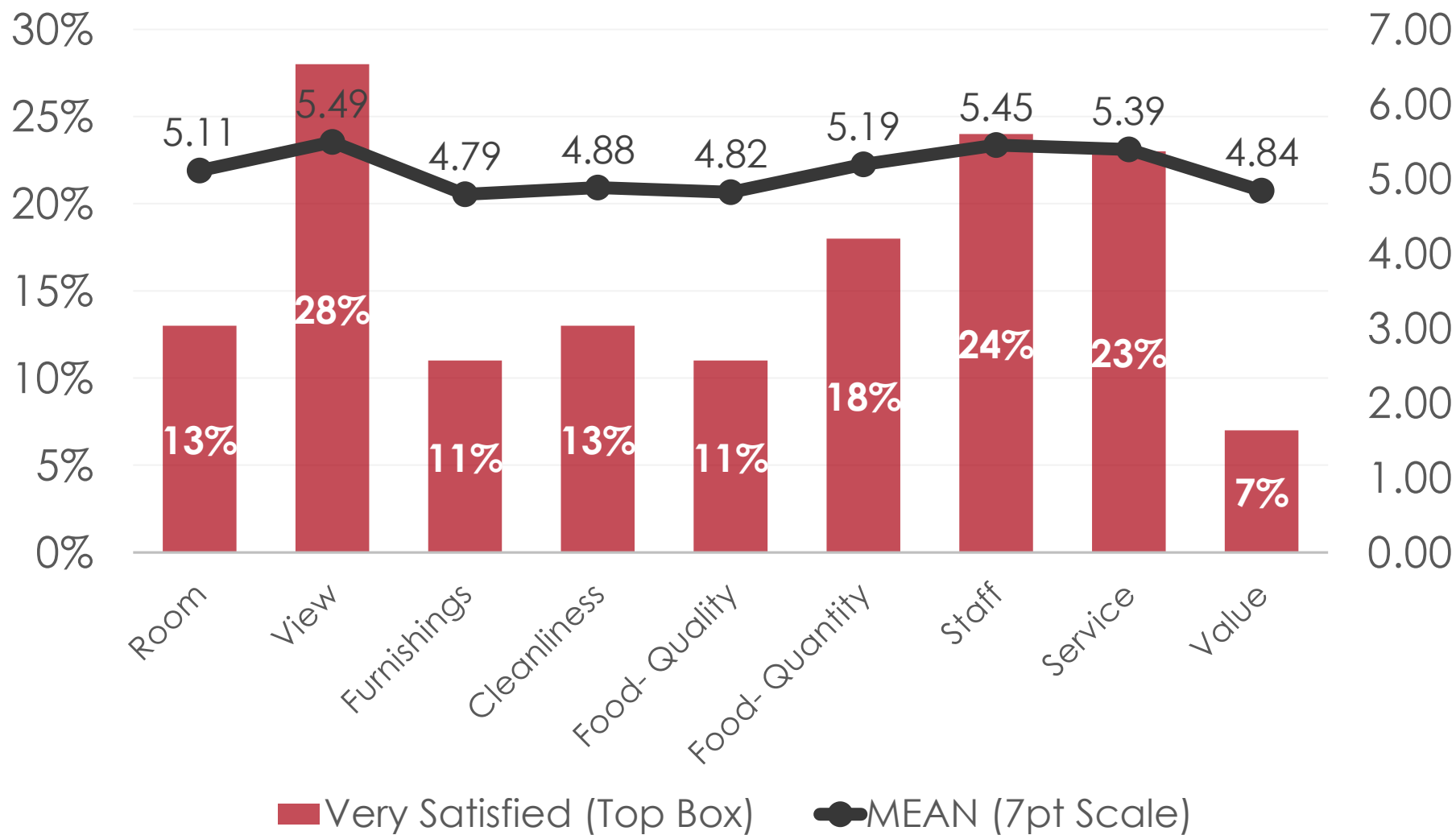
DINING EXPERIENCE (Outside Hotel) –
Satisfaction by Category

Category	Very Satisfied (Top Box)	MEAN (7pt Scale)
Furnishings	10%	5.12
Cleanliness	14%	5.40
Food- Quality	15%	5.41
Food- Quantity	29%	5.79
Staff	29%	5.78
Service	22%	5.65
Value	11%	5.06

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

[A]
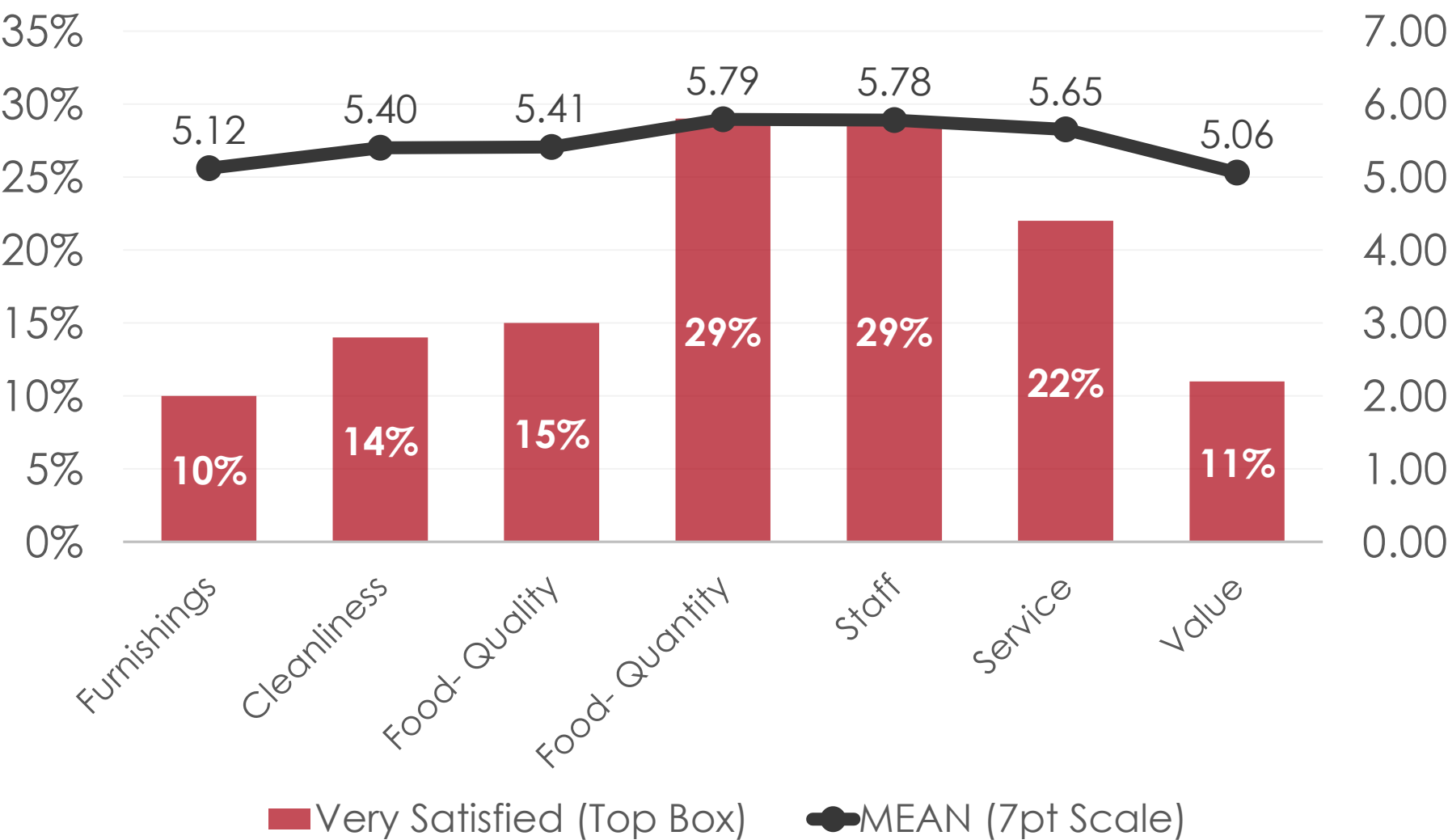
Shopping Malls/ Stores (Top Responses)

Store	Percentage
ABC Store	83%
DFS Galleria	80%
Micro Mall	67%
Guam Premium Outlet	63%
K-Mart	62%
Macys	51%
Ross	51%
The Plaza	31%
JP Super	30%
Tumon Sands	30%

[A]
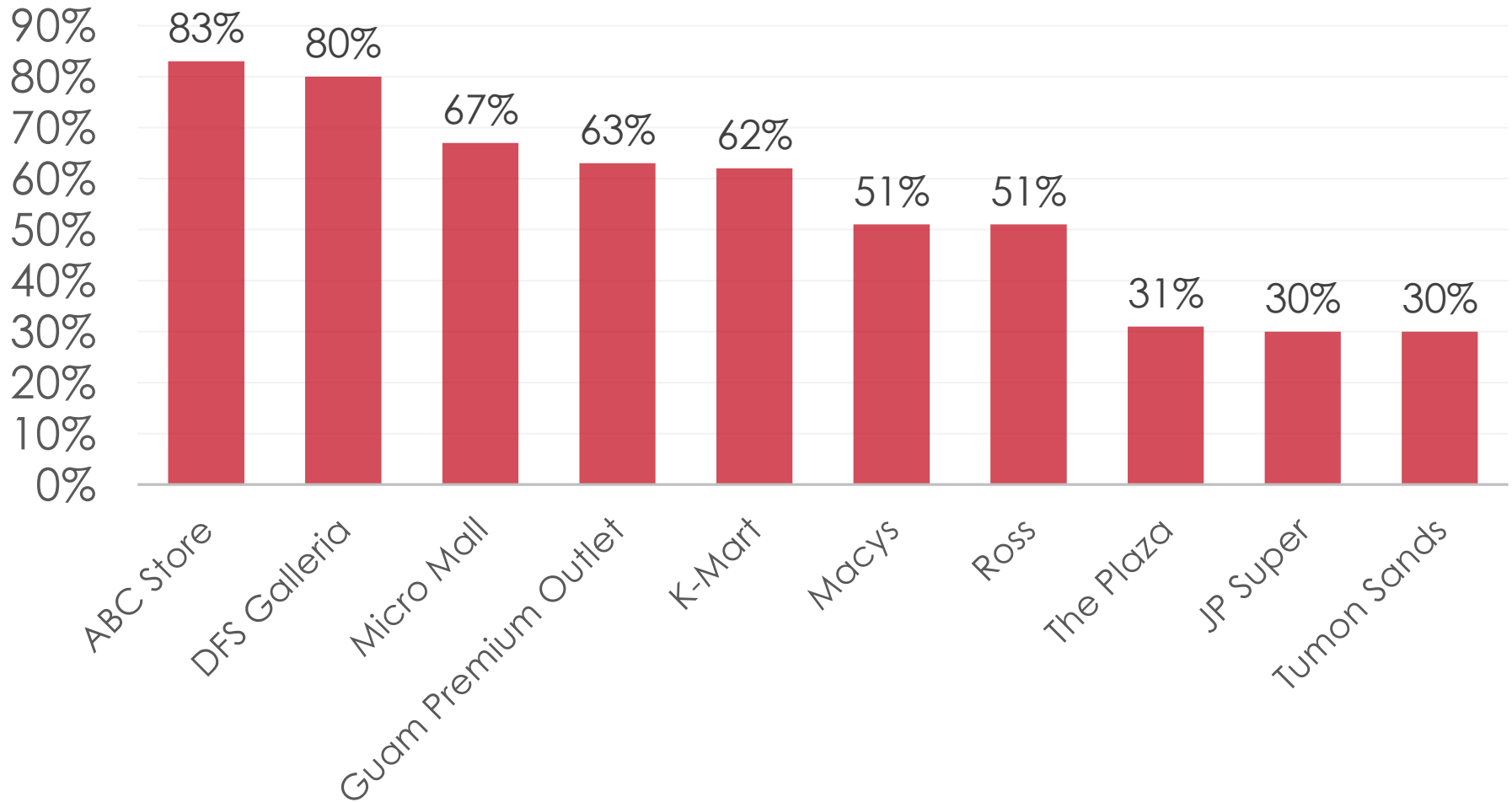
SHOPPING - SATISFACTION
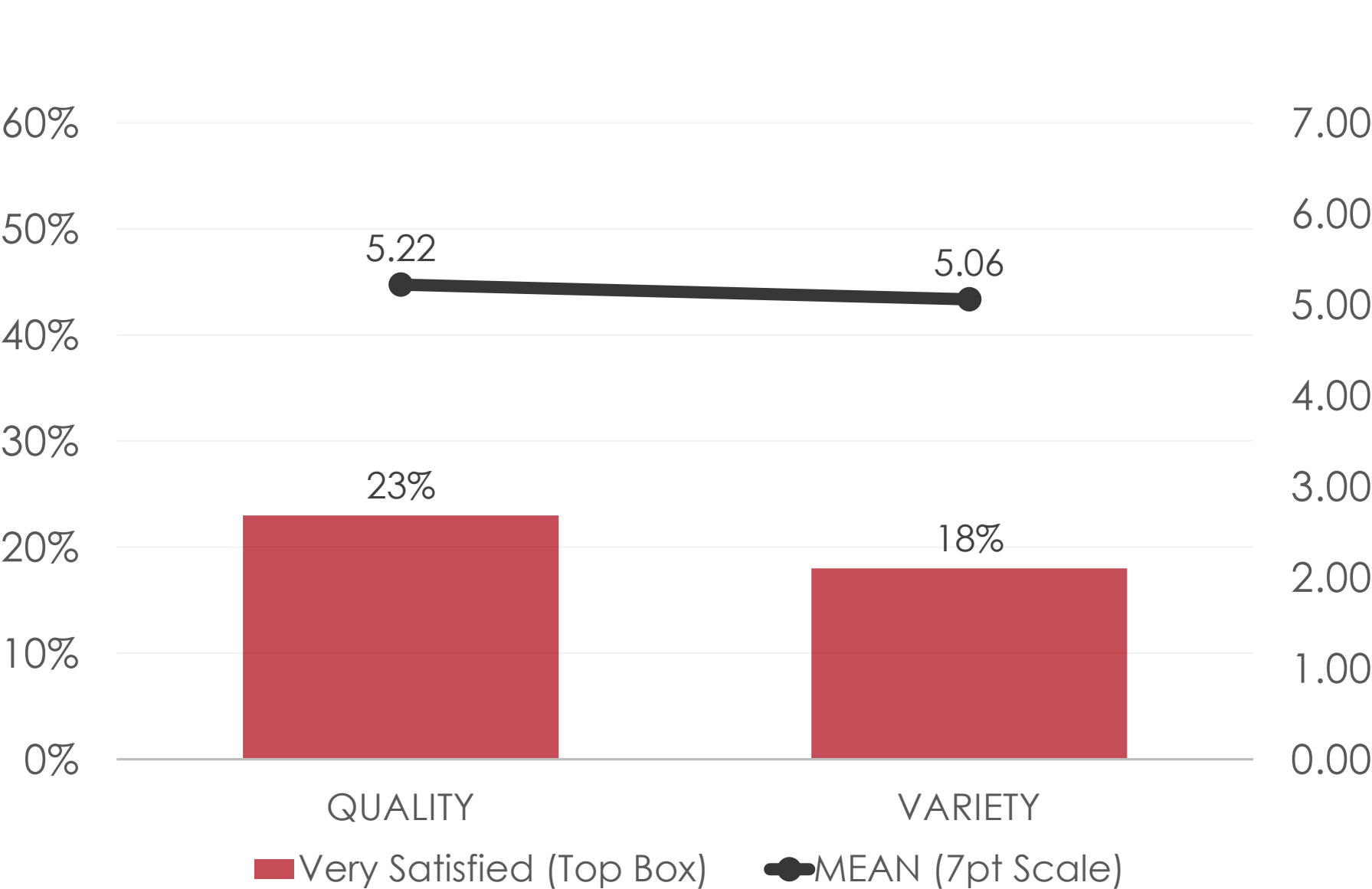
OPTIONAL TOUR PARTICIPATION – FY2017 Tracking

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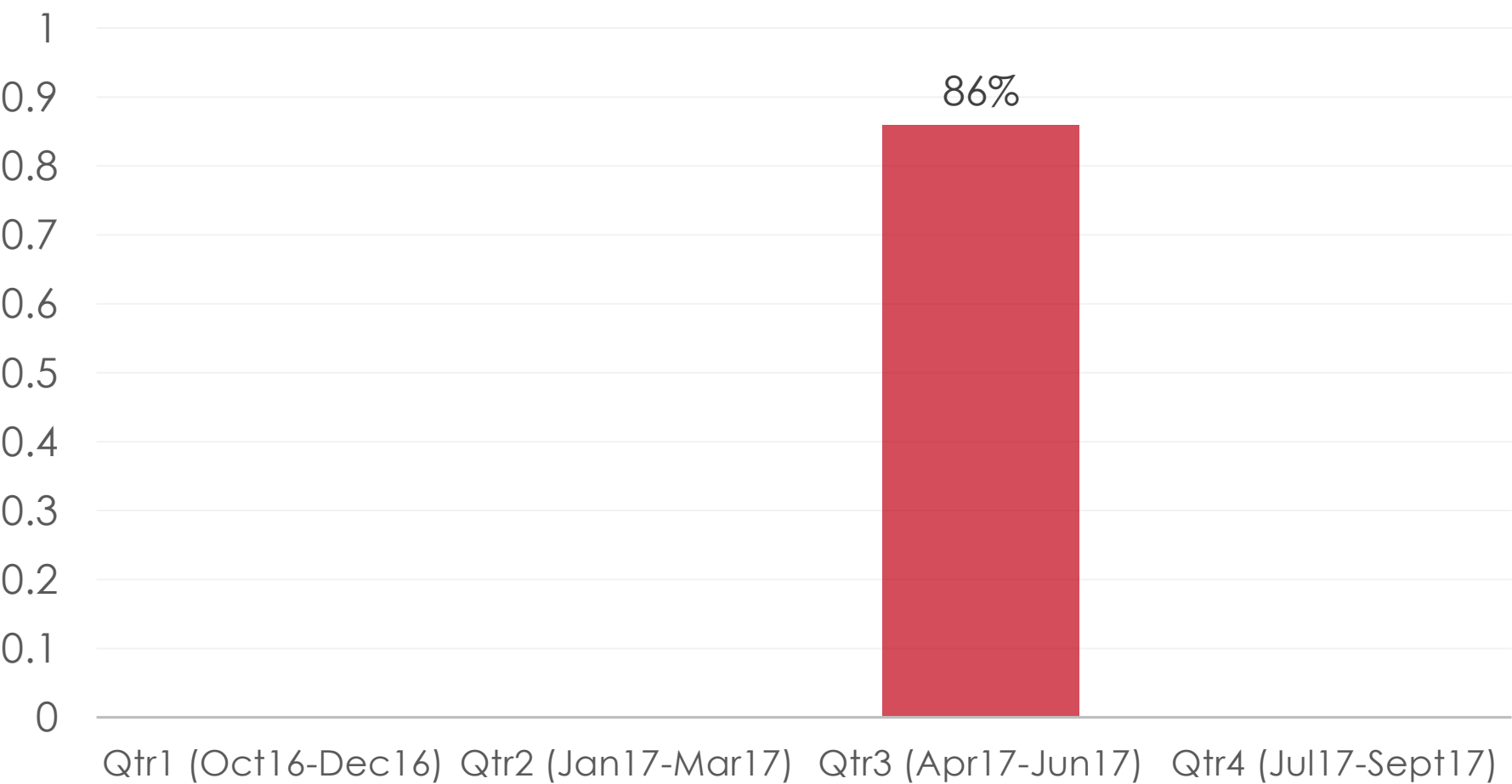
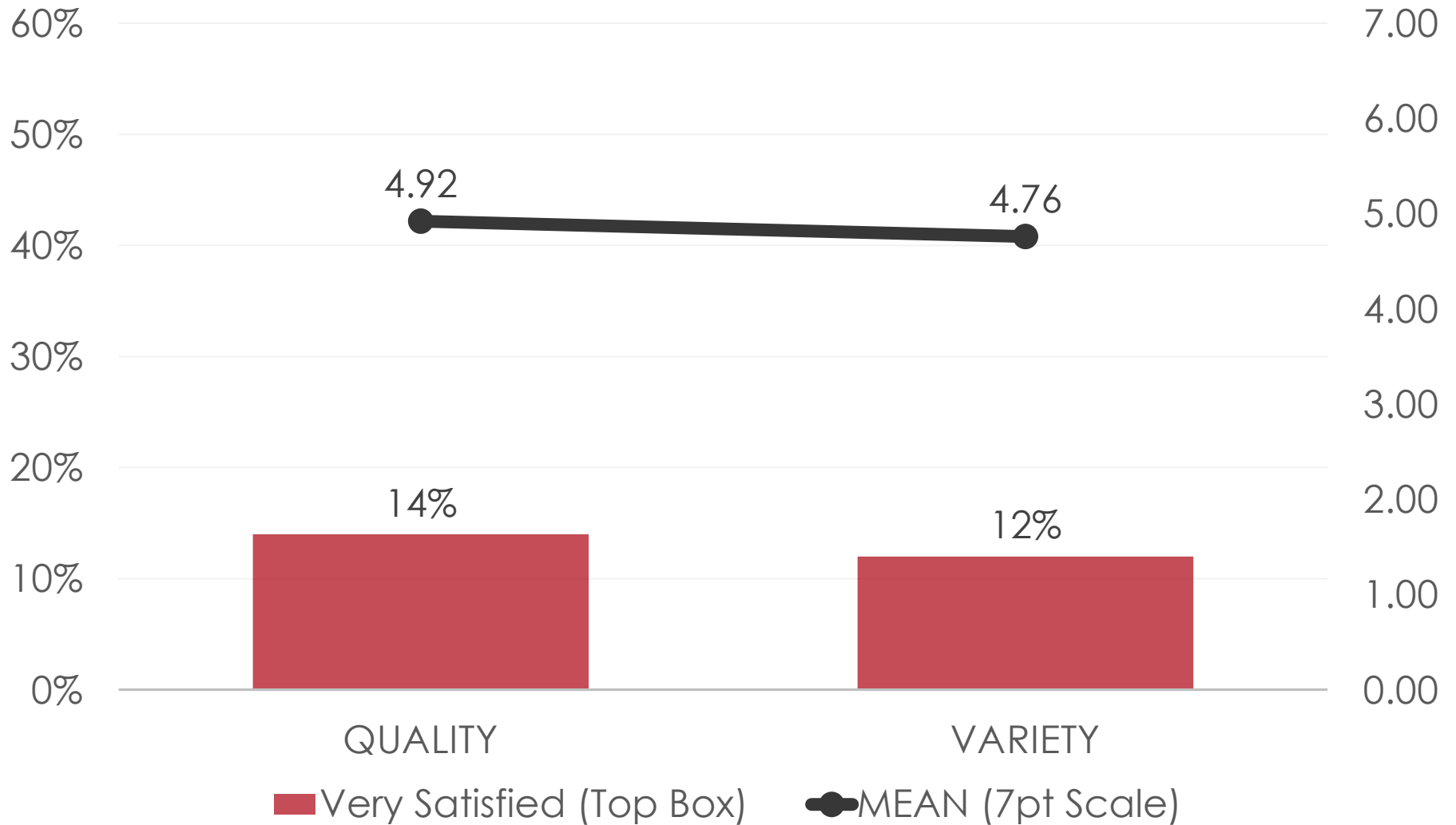# Optional Tour Participation (Top Responses)
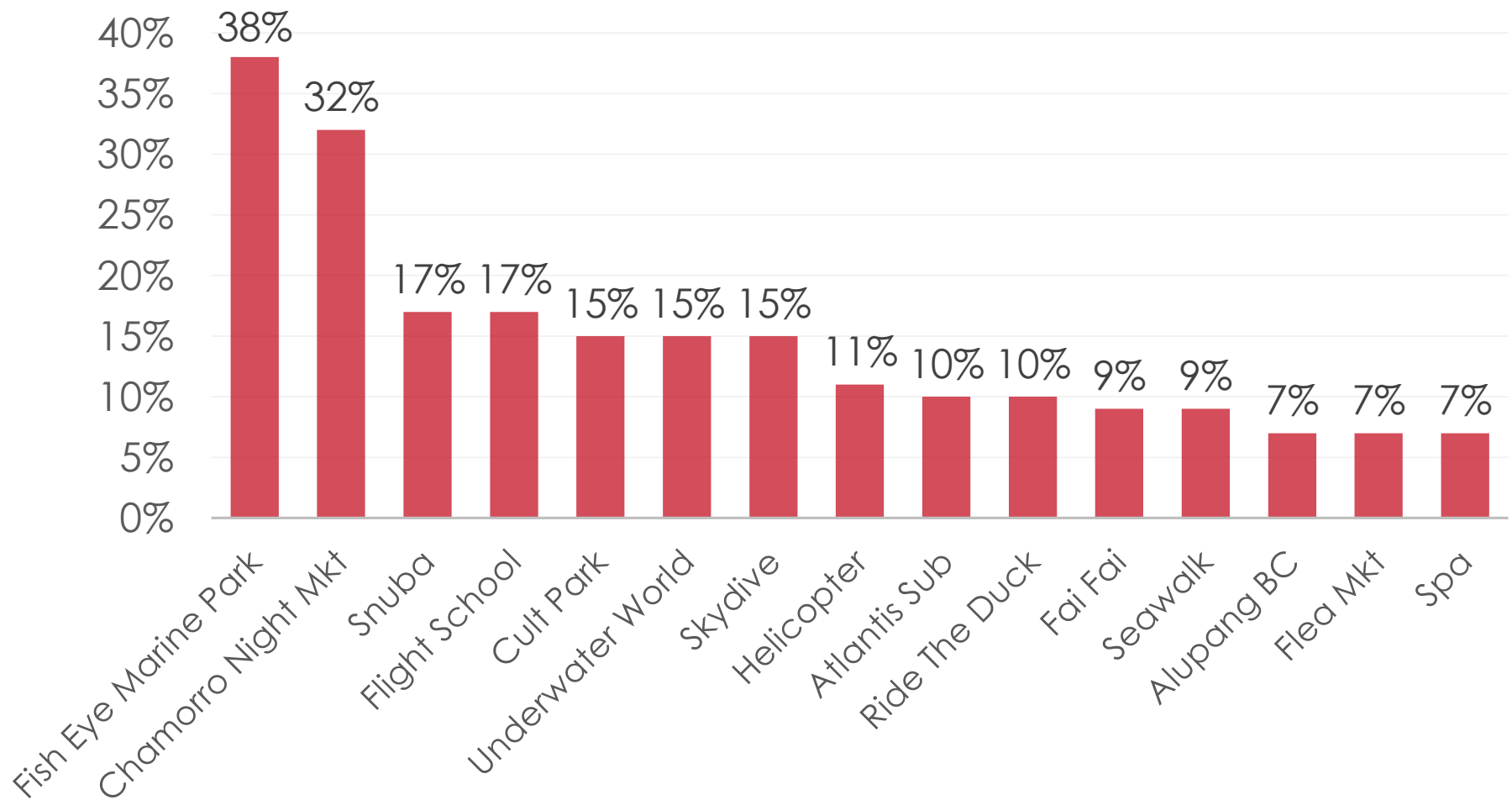
Optional Tour Satisfaction
Top Responses only - Participation (10%+)

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

Bar values (Very Satisfied - Top Box):
- Fish Eye Marine Park: 40%
- Chamorro Night Mkt: 26%
- Snuba: 50%
- Flight School: 50%
- Cult Park: 50%
- Underwater World: 38%
- Skydive: 81%
- Helicopter: 67%
- Atlantis Sub: 30%
- Ride The Duck: 45%

Line values (MEAN 7pt Scale):
- Fish Eye Marine Park: 5.93
- Chamorro Night Mkt: 5.24
- Snuba: 5.78
- Flight School: 6.33
- Cult Park: 5.81
- Underwater World: 5.56
- Skydive: 6.75
- Helicopter: 6.42
- Atlantis Sub: 5.30
- Ride The Duck: 6.18

[A]

DAY TOUR - SATISFACTION

QUALITY 5.62 VARIETY 5.46

QUALITY 23% VARIETY 20%

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

[A]

NIGHT TOUR - SATISFACTION

QUALITY: Very Satisfied (Top Box) 14%, MEAN (7pt Scale) 4.92
VARIETY: Very Satisfied (Top Box) 12%, MEAN (7pt Scale) 4.76

Activities Participation (Top Responses)

[A]
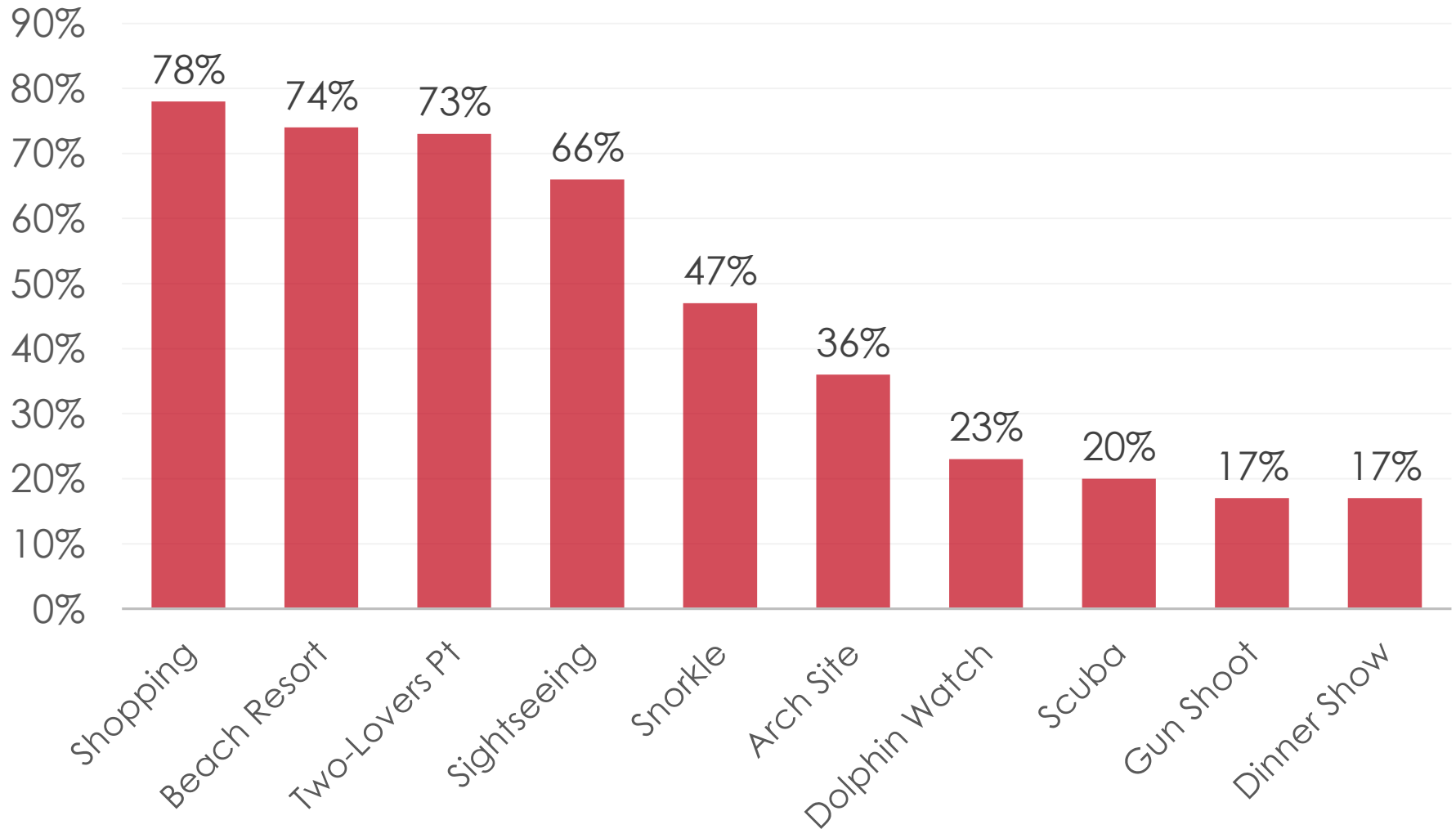
SECTION 5
PROMOTIONS

[A]

INTERNET- GUAM SOURCES OF INFORMATION
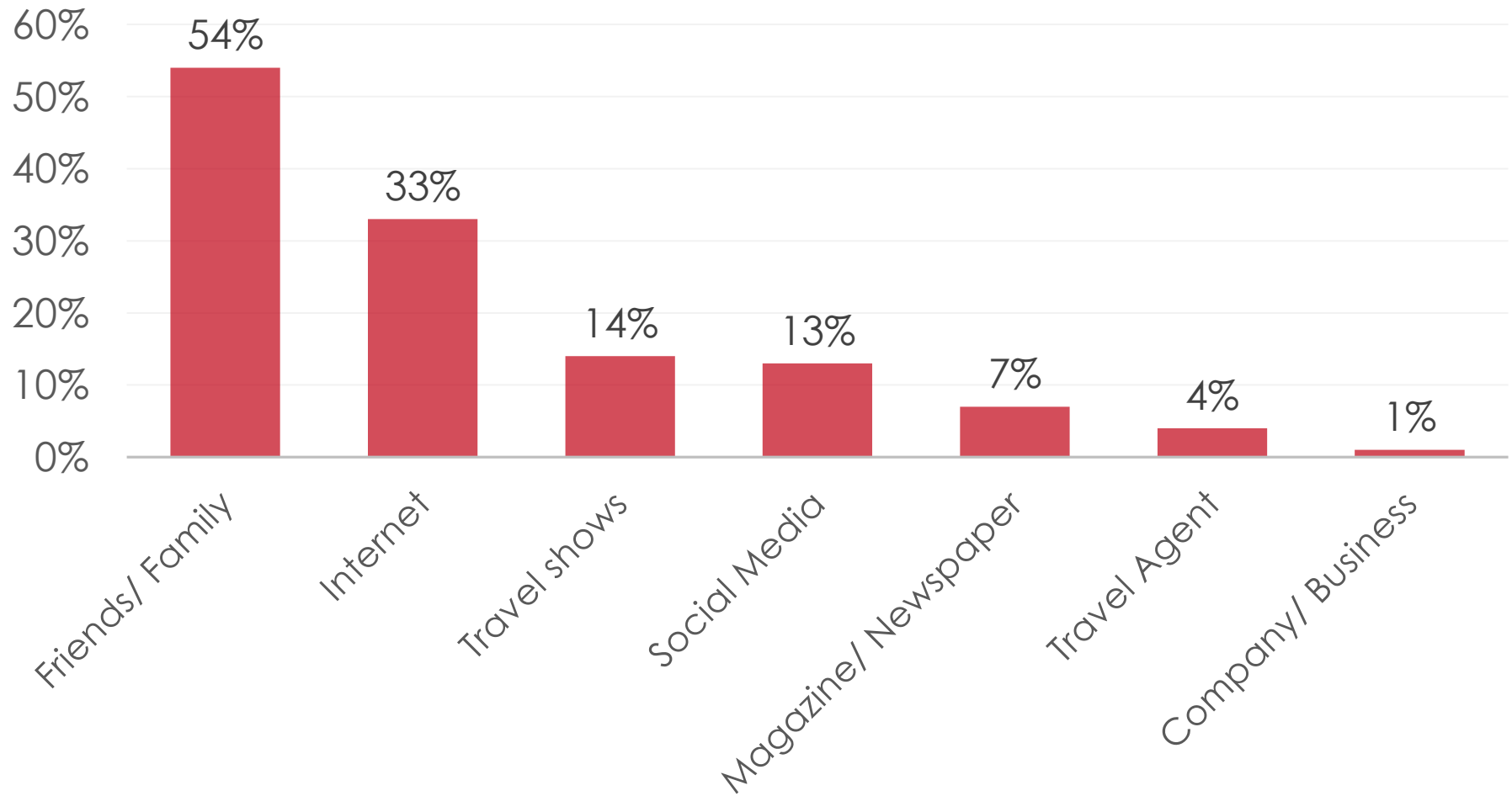
[A]
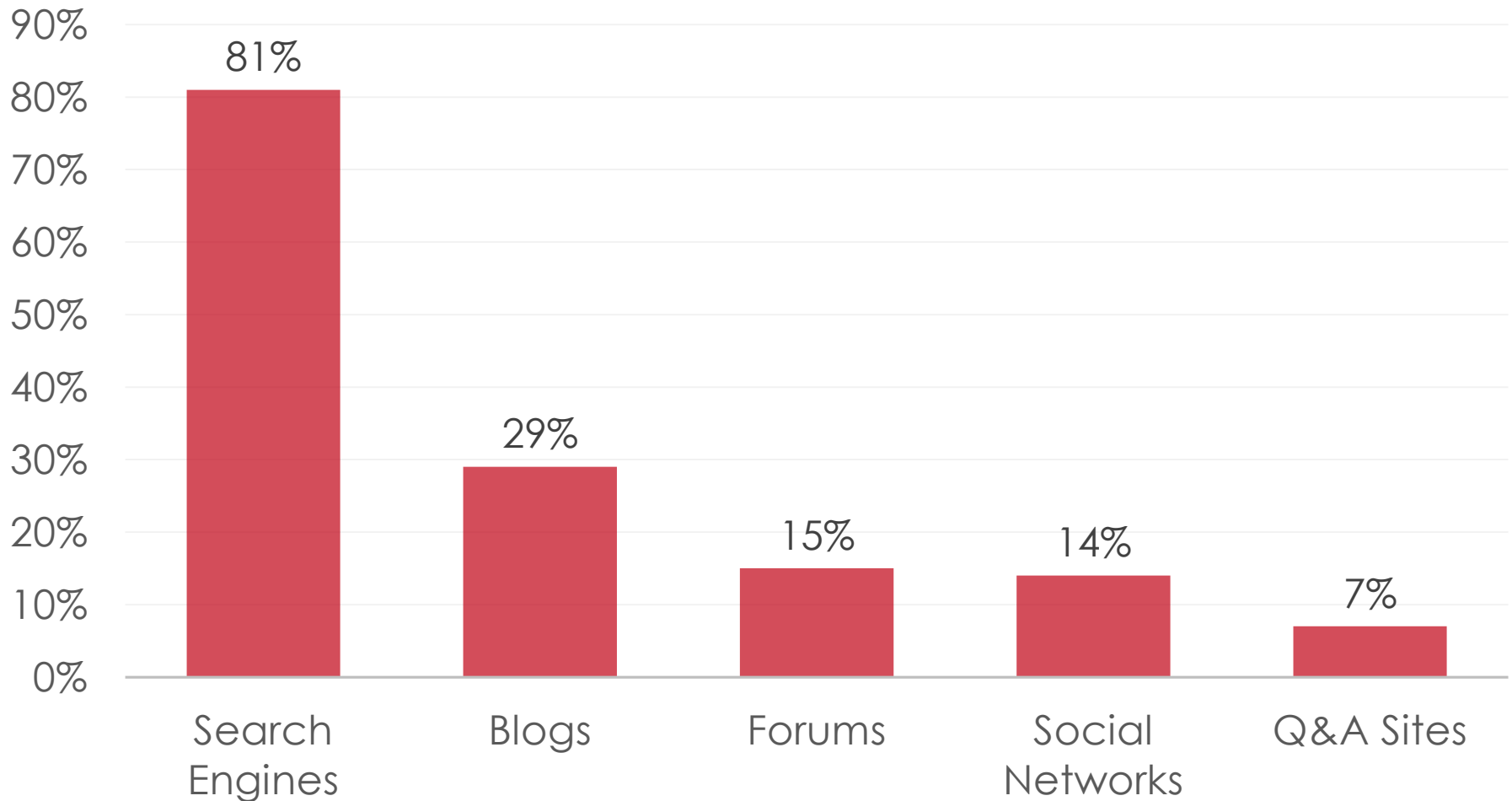
INTERNET- SOURCES OF INFORMATION
Things to do on Guam

[A]
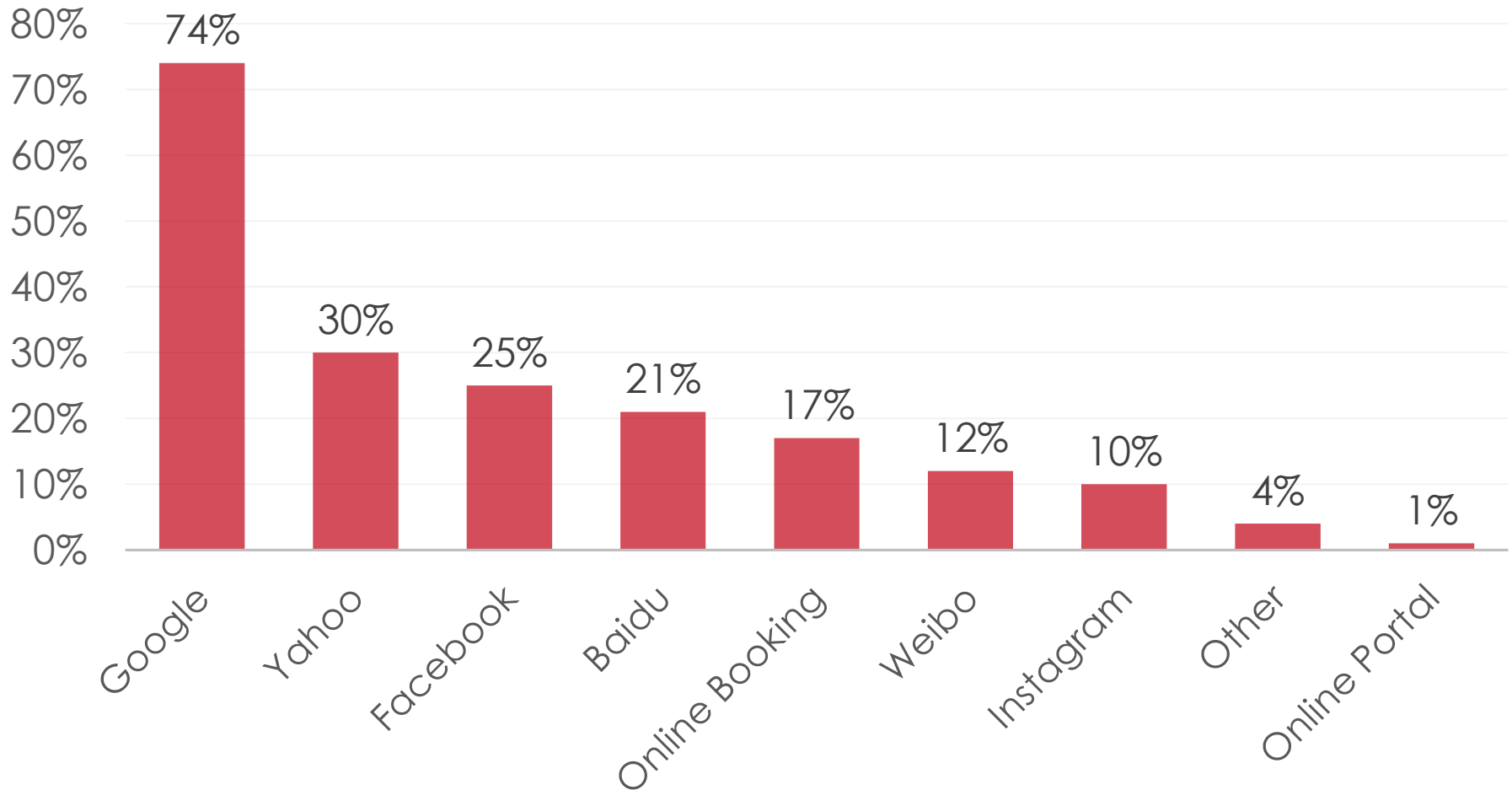
INTERNET- SOURCES OF INFORMATION GVB

[A]
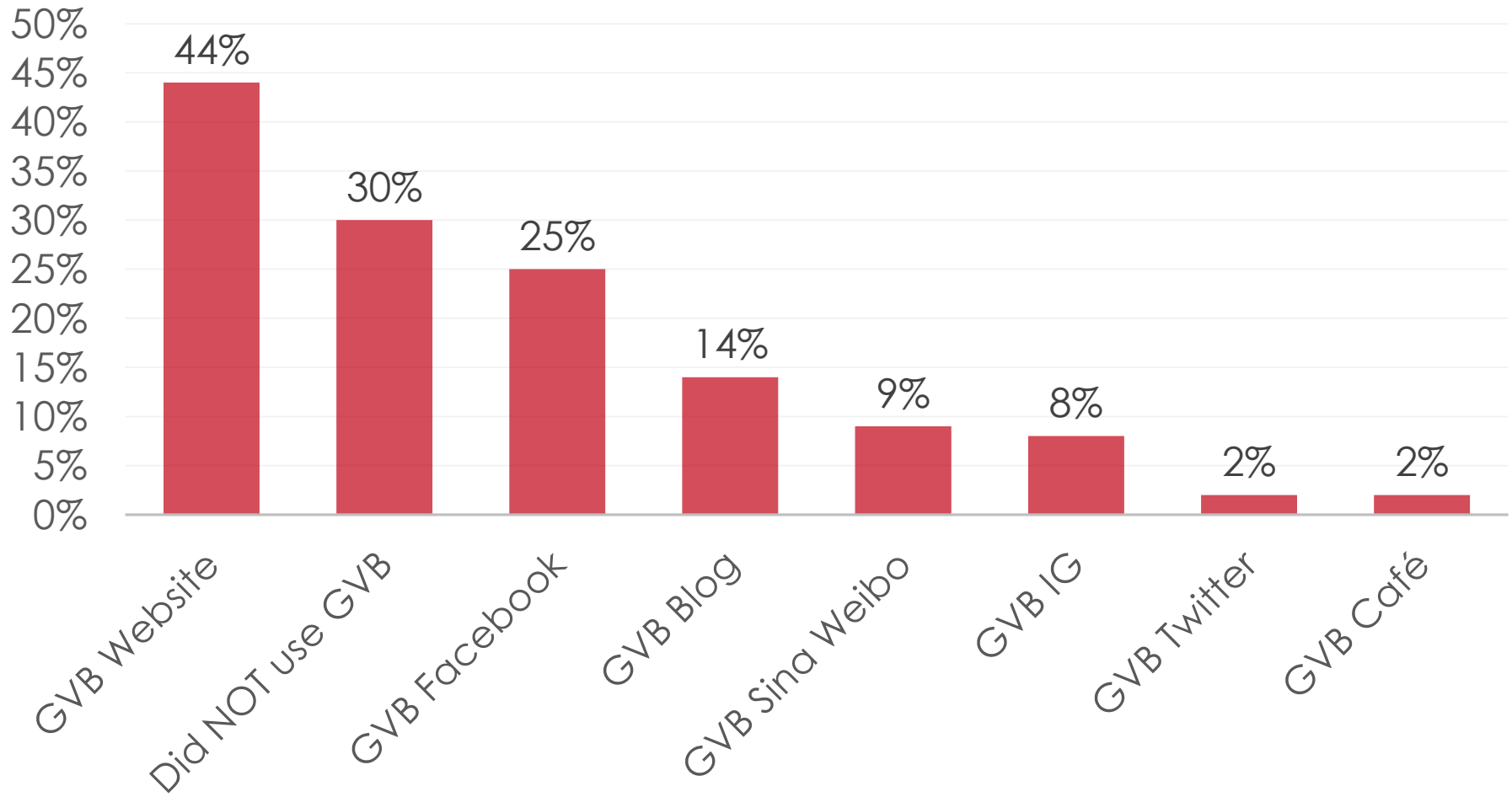
TRAVEL MOTIVATION

PRE-ARRIVAL
SOURCES OF INFOMATION
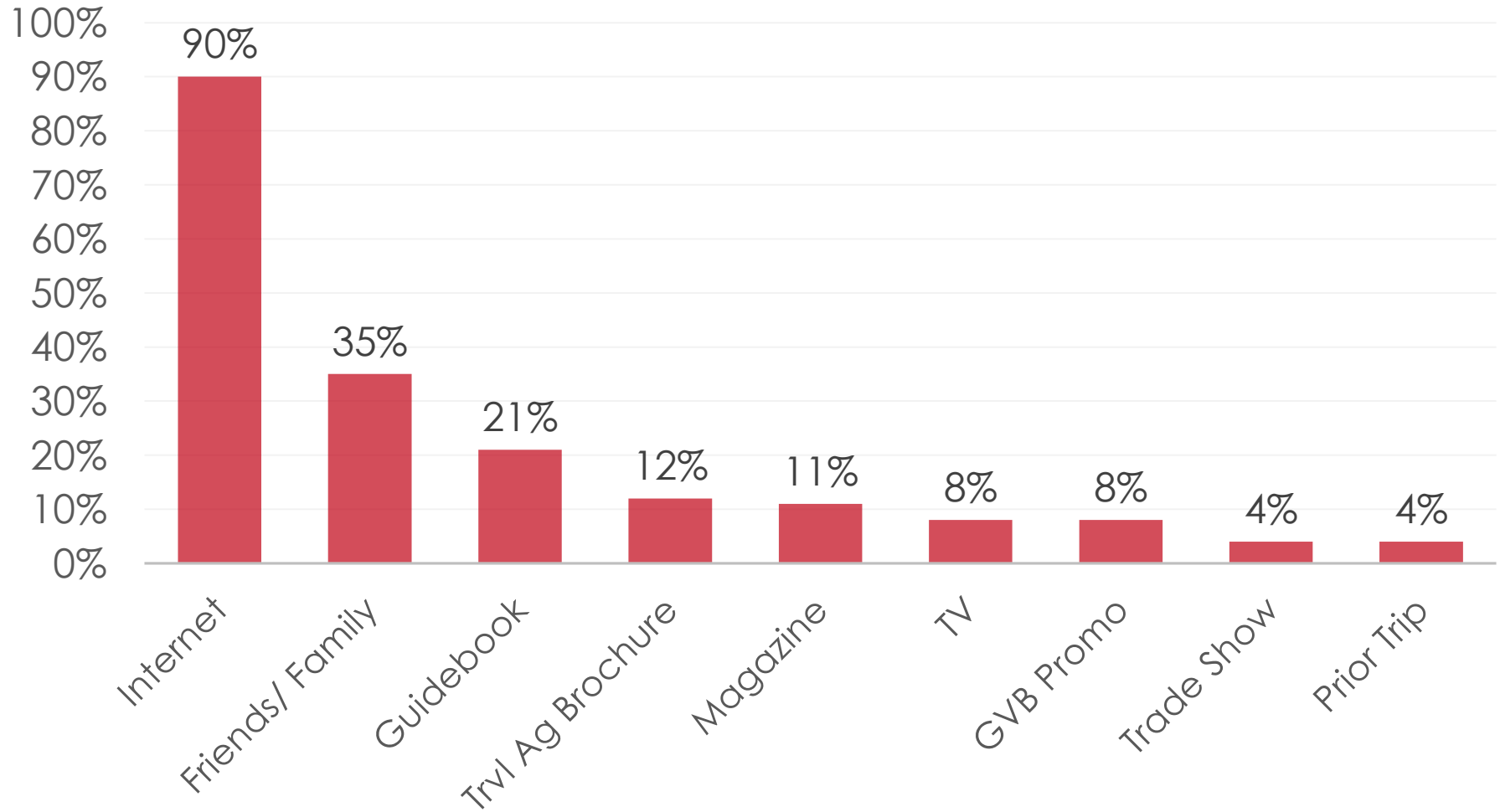
PRE-ARRIVAL SOURCES OF INFORMATION –
Key Segments
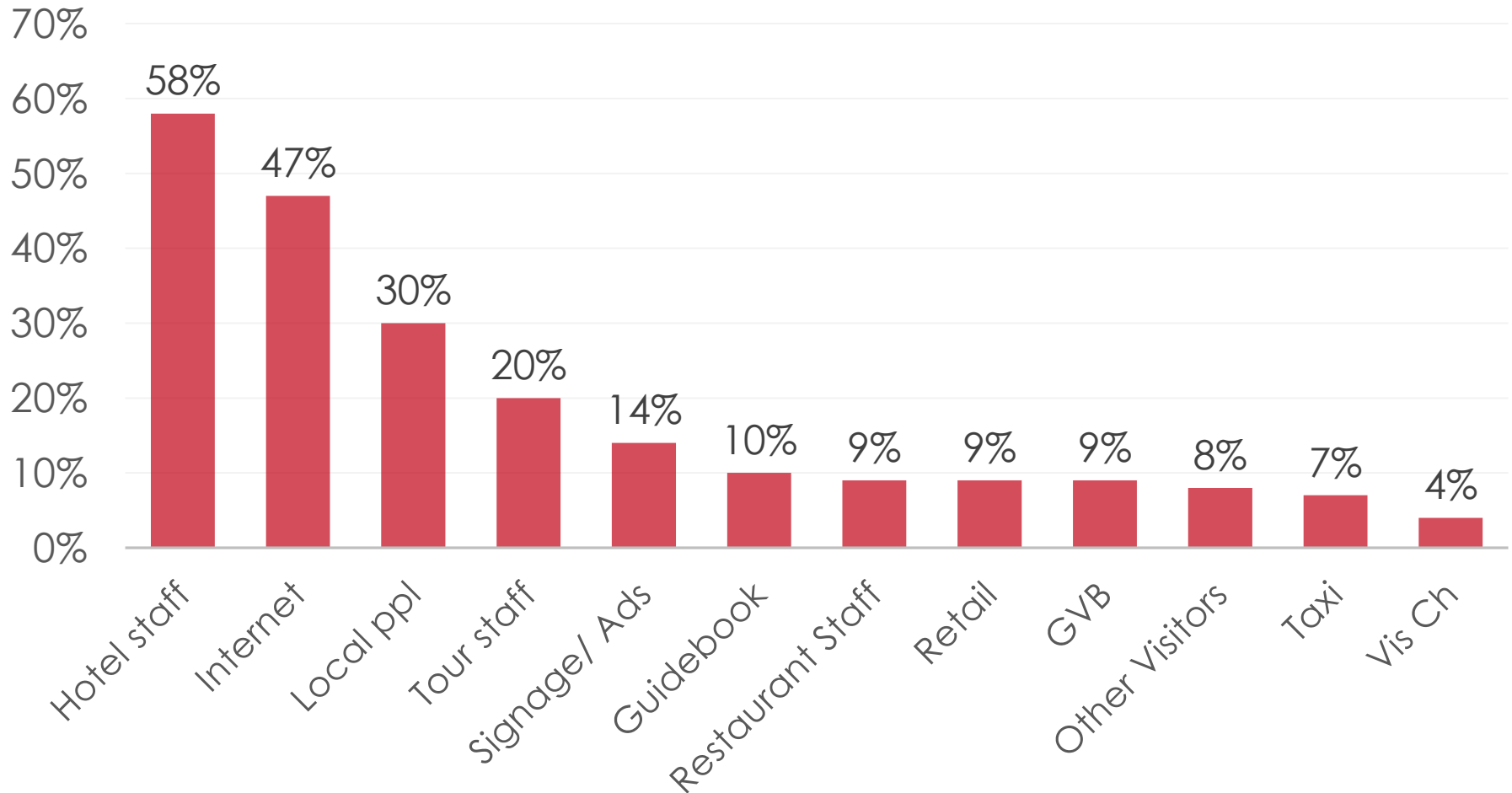
GVB EXIT SURVEY

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

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
Q1	Internet/Mobile App	90%	89%	86%	60%
	Friend or relative	35%	36%	38%	60%
	Travel guide book at bookstores	21%	21%	27%	40%
	Travel agent brochure	12%	11%	14%	20%
	Magazine (consumer)	11%	12%	14%	
	TV	8%	9%	8%	
	Guam Visitors Bureau promotional activities	8%	8%	3%	
	I have been to Guam before	4%	4%	5%	
	Travel trade shows	4%	4%	3%	
	Newspaper	2%	2%	2%	
	Co-worker/ company travel department	1%	1%		
	Guam Visitors Bureau office	1%	1%	2%	
	Consumer travel shows	1%	1%	2%	20%
	Total	105	89	63	5

Prepared by Anthology Research

[A]

ONISLE
SOURCES OF INFOMATION

[A]

ON-ISLE SOURCES OF INFORMATION – Key Segments

GVB EXIT SURVEY

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

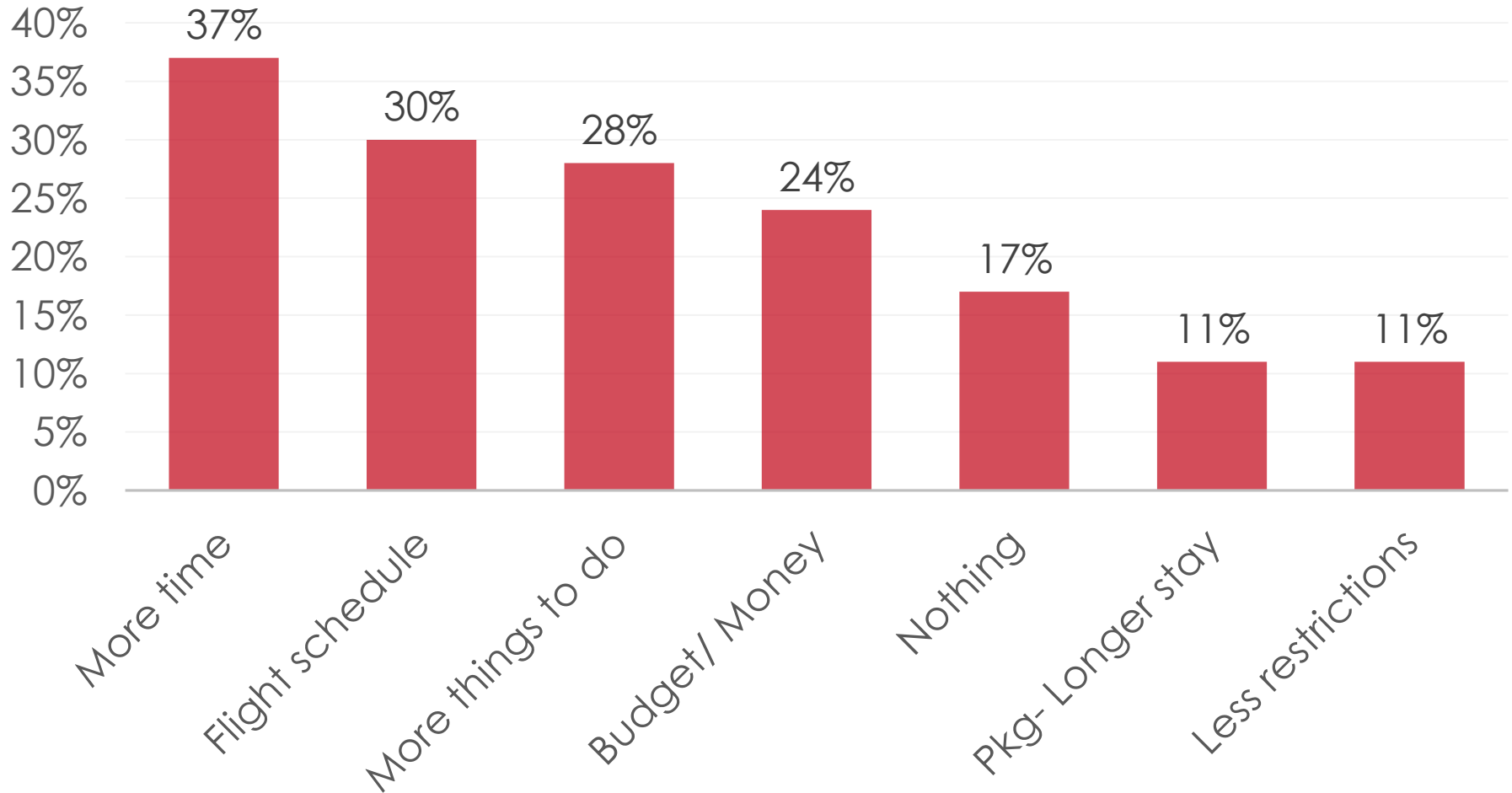|		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
Q2	Hotel staff	58%	60%	54%	80%
	Internet/Mobile App	47%	47%	52%	60%
	Local people	30%	30%	29%	
	Tour staff	20%	18%	22%	20%
	Signs/ advertisement	14%	15%	11%	
	Guide books I brought with me	10%	9%	11%	40%
	Retail staff	9%	8%	6%	
	Restaurant staff (outside hotel)	9%	9%	5%	
	Guam Visitors Bureau	9%	9%	10%	
	Other visitors	8%	9%	5%	
	Taxi drivers	7%	7%	3%	
	Visitors channel	4%	4%	5%	20%
	Local publication	1%	1%	2%	
	Total	105	89	63	5

Prepared by Anthology Research

[A]

SECTION 6
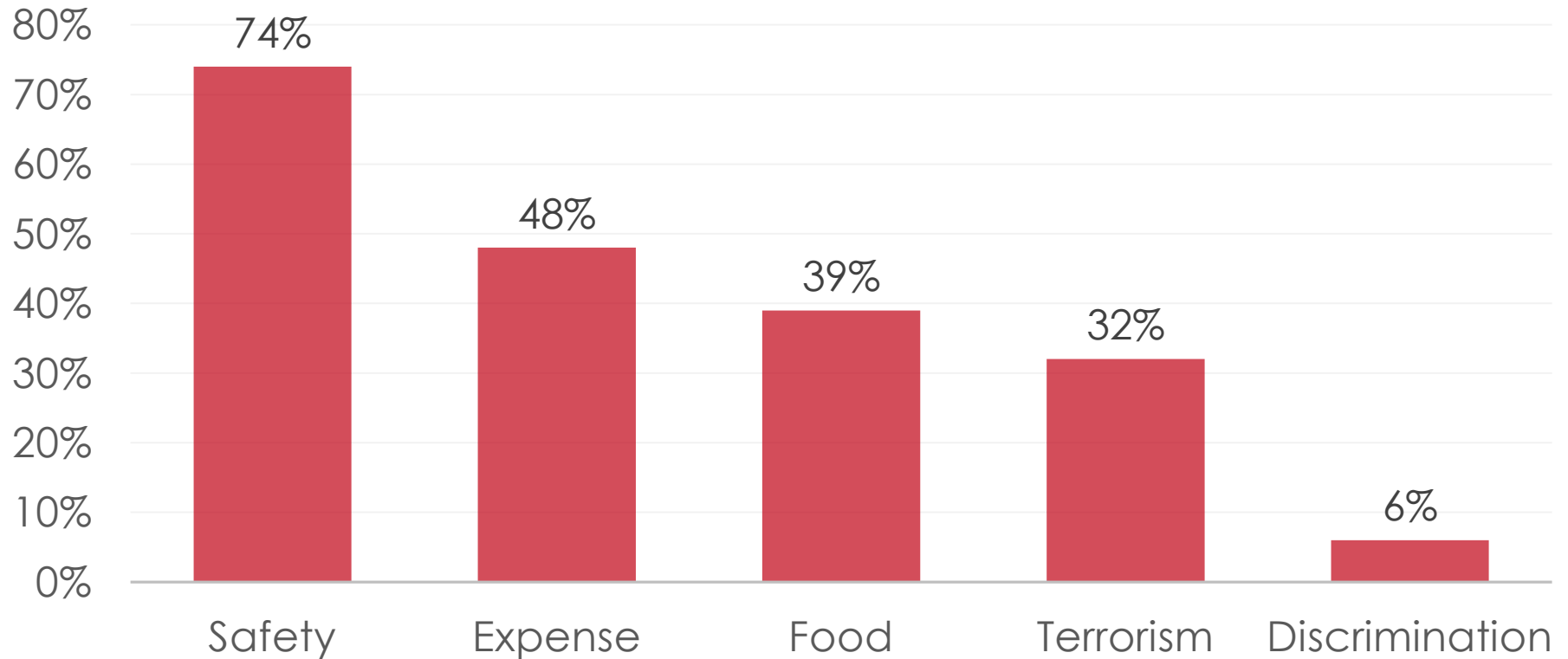# FUTURE TRAVEL TO GUAM

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

Yes
36%

No
64%

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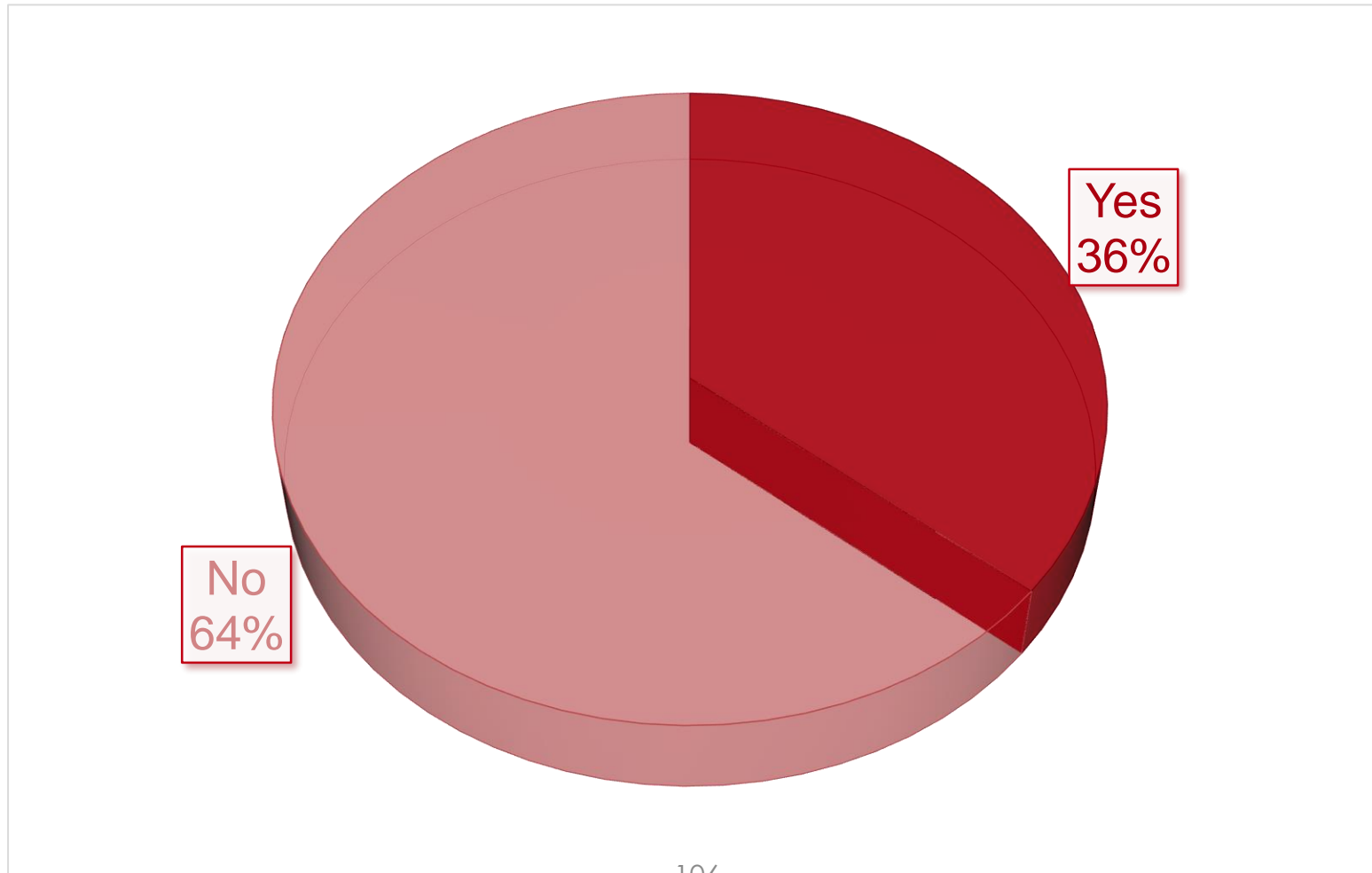
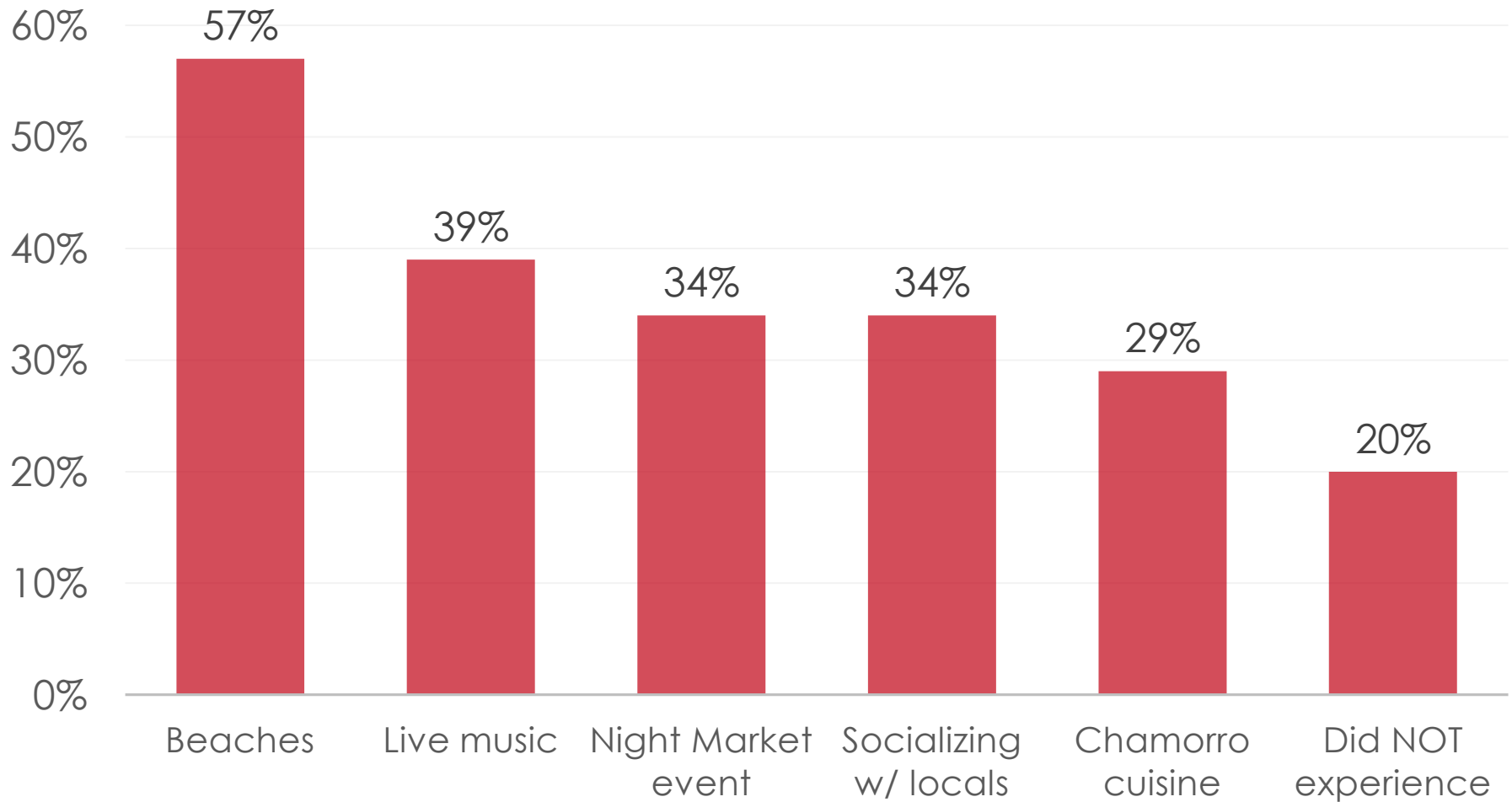# What would it take to make you stay an extra day on Guam?
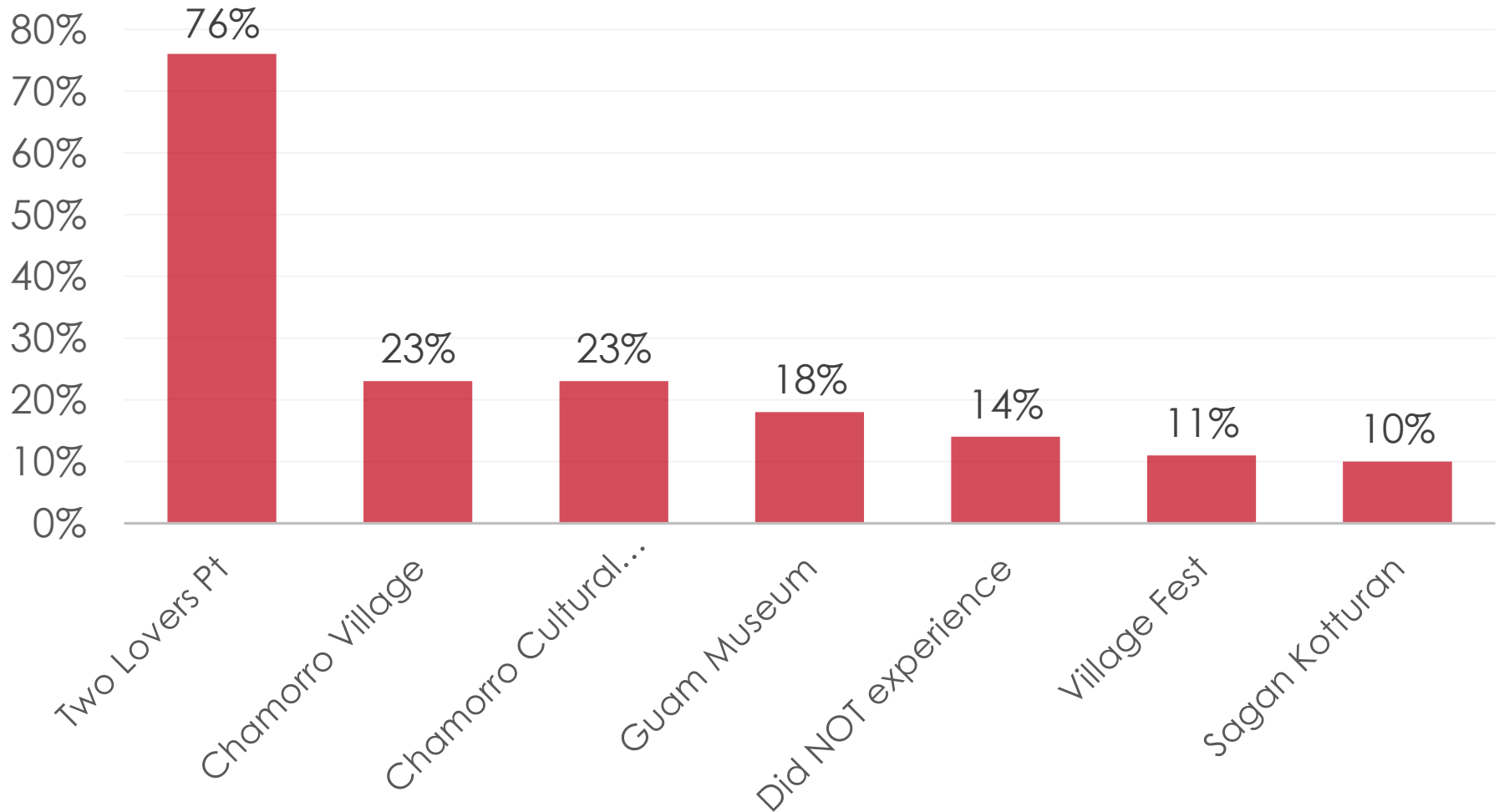
FUTURE TRAVEL CONCERNS

[A]

SECTION 7
GUAM CULTURE

EXPERIENCED-CHAMORRO/ HAFA ADAI SPIRIT

Bar chart showing percentages:
- Beaches: 57%
- Live music: 39%
- Night Market event: 34%
- Socializing w/ locals: 34%
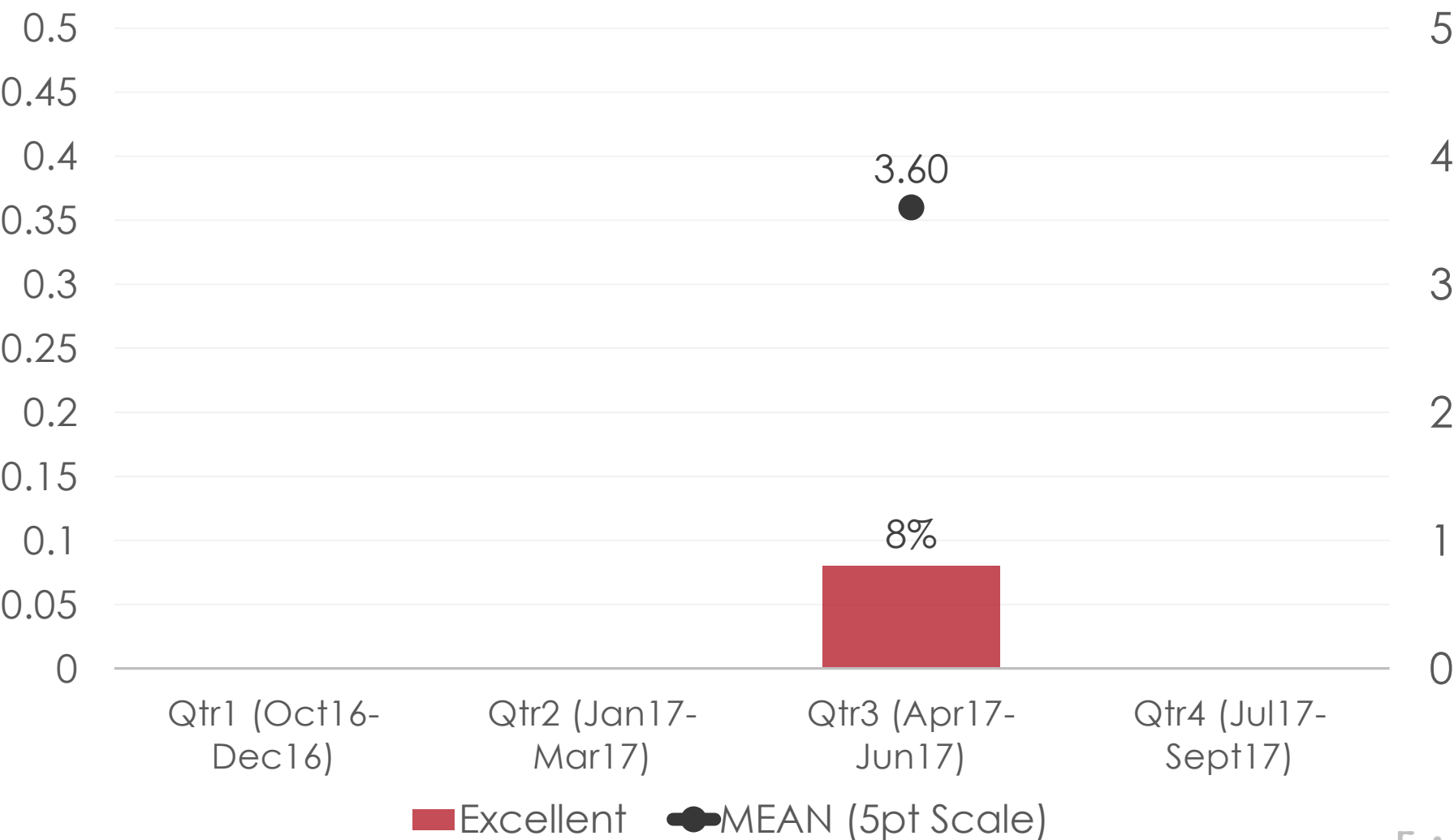- Chamorro cuisine: 29%
- Did NOT experience: 20%

[A]

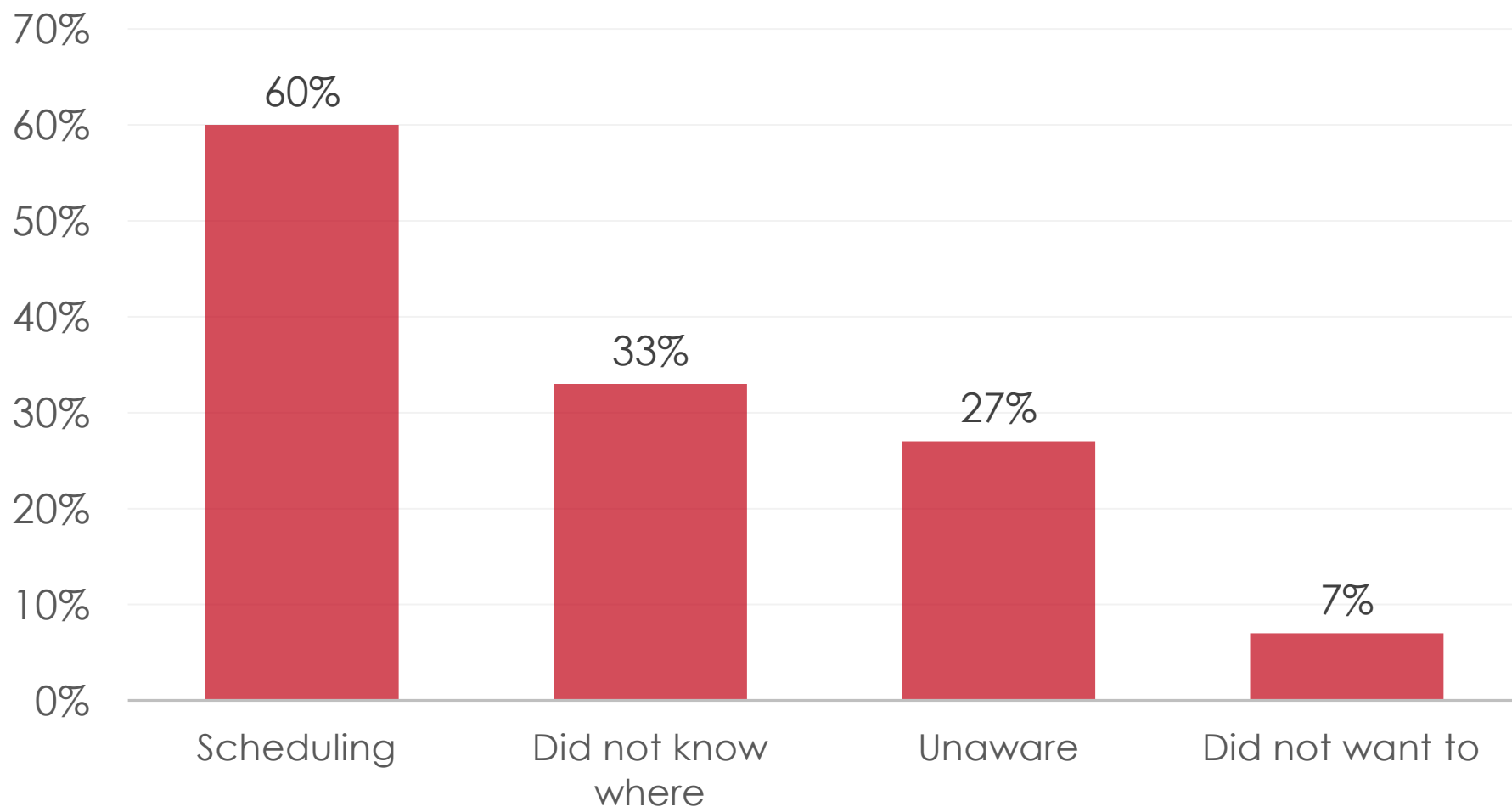# EXPERIENCED-
OTHER CULTURAL ACTIVITY/EVENTS

[A]

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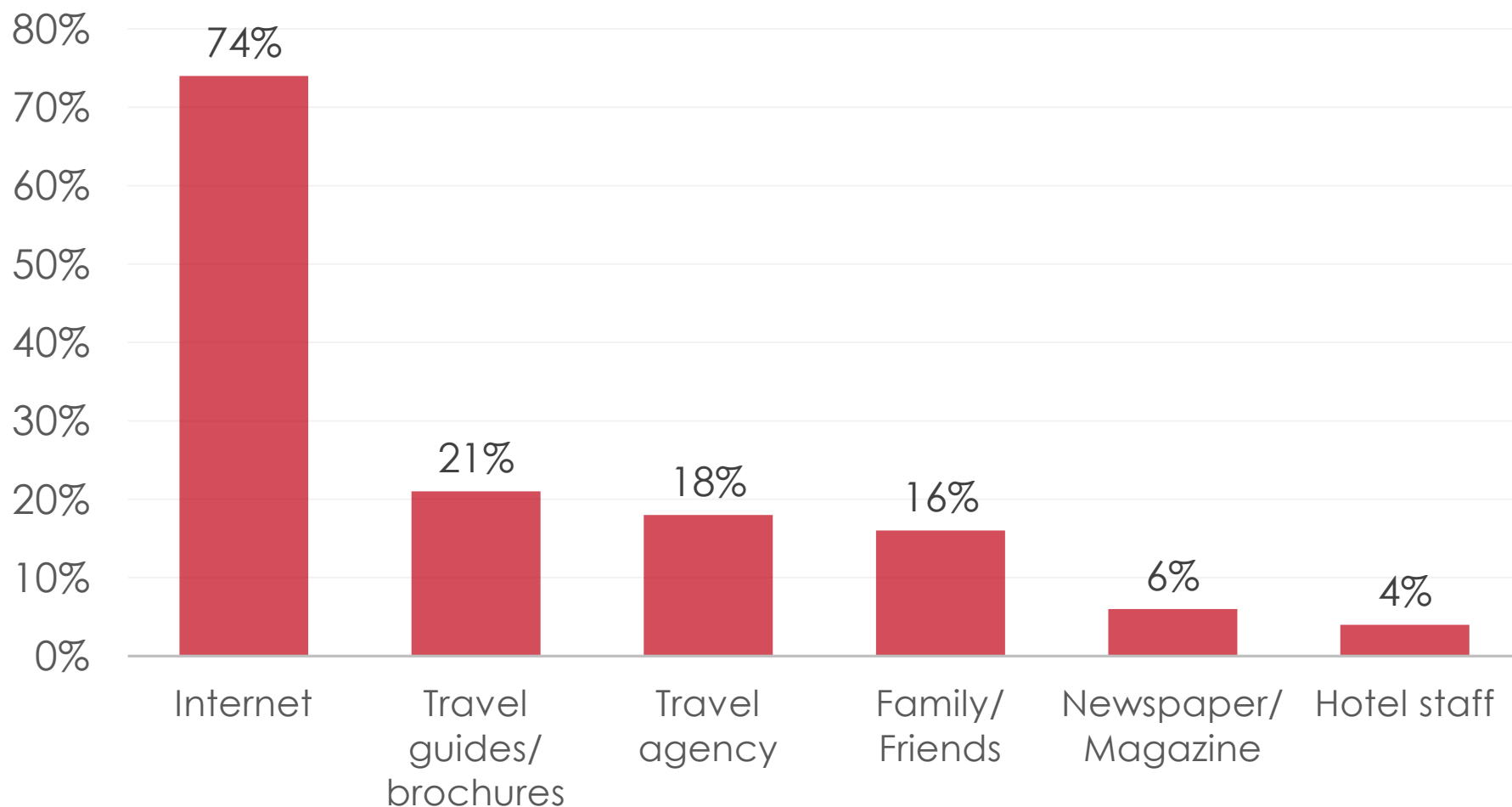
SATISFACTION-
CULTURAL ACTIVITY/EVENTS

OBSTACLES-
CULTURAL ACTIVITY/EVENTS

[A]

ADVANCED STATISTICS

Analysis Technique

- Dependent variables: total per person on island expenditure and overall satisfaction (numeric)

- Independent variables are satisfaction with different aspects of trip to Guam (numeric).

- Use of linear stepwise regression to derive predictors (drivers) of on-island expenditure and overall satisfaction, Since both the independent and dependent variables are numeric.

- This determines the significant (p=<.05)drivers and the percentage of the dependent variables accounted for by each significant predictor and by all of them combined.

[A]

Drivers- Overall Satisfaction

Drivers of Overall Satisfaction, 3RD Qtr. 2017	
Drivers:	rank
Quality & Cleanliness of beaches & parks	
Ease of getting around	
Safety walking around at night	
Quality of daytime tours	
Variety of daytime tours	**1**
Quality of nighttime tours	
Variety of nighttime tours	
Quality of shopping	**3**
Variety of shopping	
Price of things on Guam	
Quality of hotel accommodations	
Quality/cleanliness of air, sky	
Quality/cleanliness of parks	**2**
Quality of landscape in Tumon	
Quality of landscape in Guam	
Quality of ground handler	
Quality/cleanliness of transportation vehicles	
% of Overall Satisfaction Accounted For	**51.6%**
NOTE: Only significant drivers are included.	

[A]

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Hong Kong visitor's experience on Guam is driven by three significant factors in the 3rd Quarter 2017 Period. By rank order they are:
  - **Variety of day time tours,**
  - **Quality/cleanliness of parks, and**
  - **Quality of shopping.**
- With all five factors the overall r^2 is .516 meaning that **51.6% of overall satisfaction is accounted for by these factors.**

[A]

Drivers – On-Isle Expenditures

Drivers of Per Person On Island Expenditures, 3RD Qtr. 2017	
Drivers:	**rank**
Quality & Cleanliness of beaches & parks	
Ease of getting around	
Safety walking around at night	
Quality of daytime tours	
Variety of daytime tours	
Quality of nighttime tours	
Variety of nighttime tours	
Quality of shopping	
Variety of shopping	
Price of things on Guam	
Quality of hotel accommodations	
Quality/cleanliness of air, sky	
Quality/cleanliness of parks	
Quality of landscape in Tumon	
Quality of landscape in Guam	
Quality of ground handler	
Quality/cleanliness of transportation vehicles	
% of Per Person On Island Expenditures Accounted For	**0.0%**
NOTE: Only significant drivers are included.	

[A]

Drivers of On-Isle Expenditures

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

[A]