

Guam Visitors Bureau

Hong Kong Visitor Tracker Exit Profile & Market Segmentation Report

FY2018

QTR.3 (APR-JUN 2018)

Prepared by: Anthology Research

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#instaGuam



Background and Methodology

- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, Anthology's professional Chinese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **104** 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 **104** is +/- 9.5 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 +/- 9.5 percentage points.

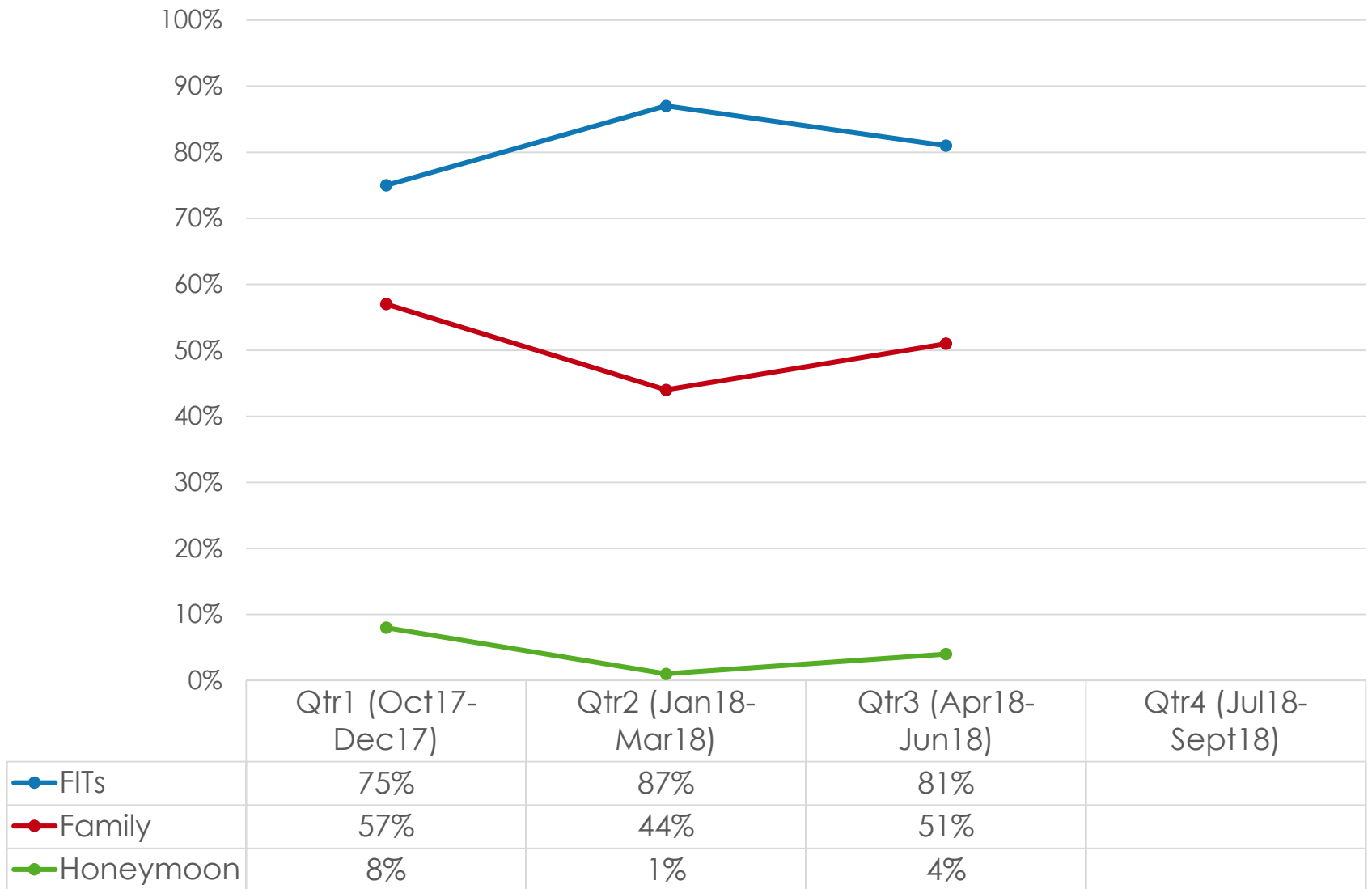
Objectives

- 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.

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 Chinese visitors) the most important determinants of on-island spending

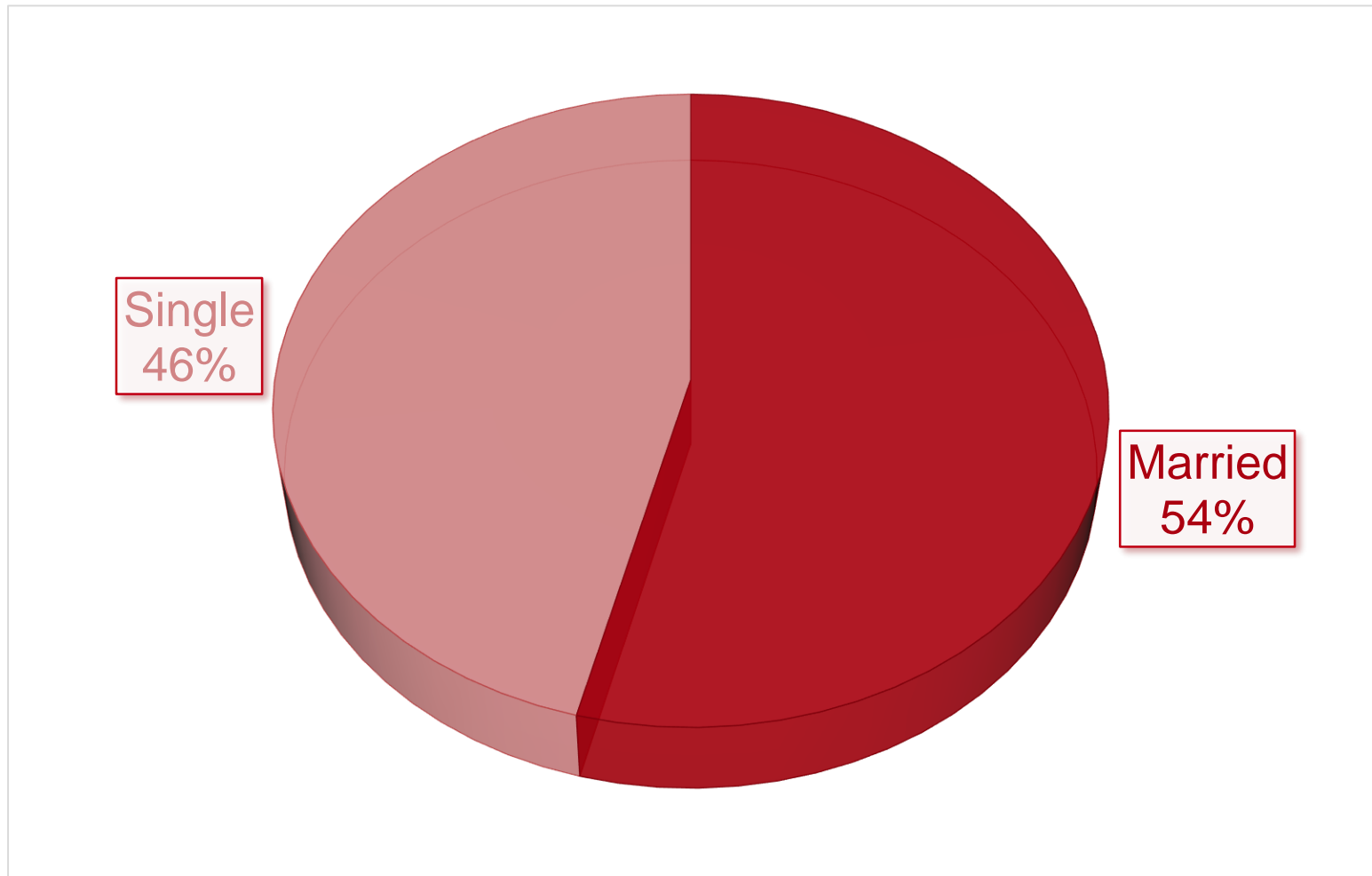
Key Highlighted Segments



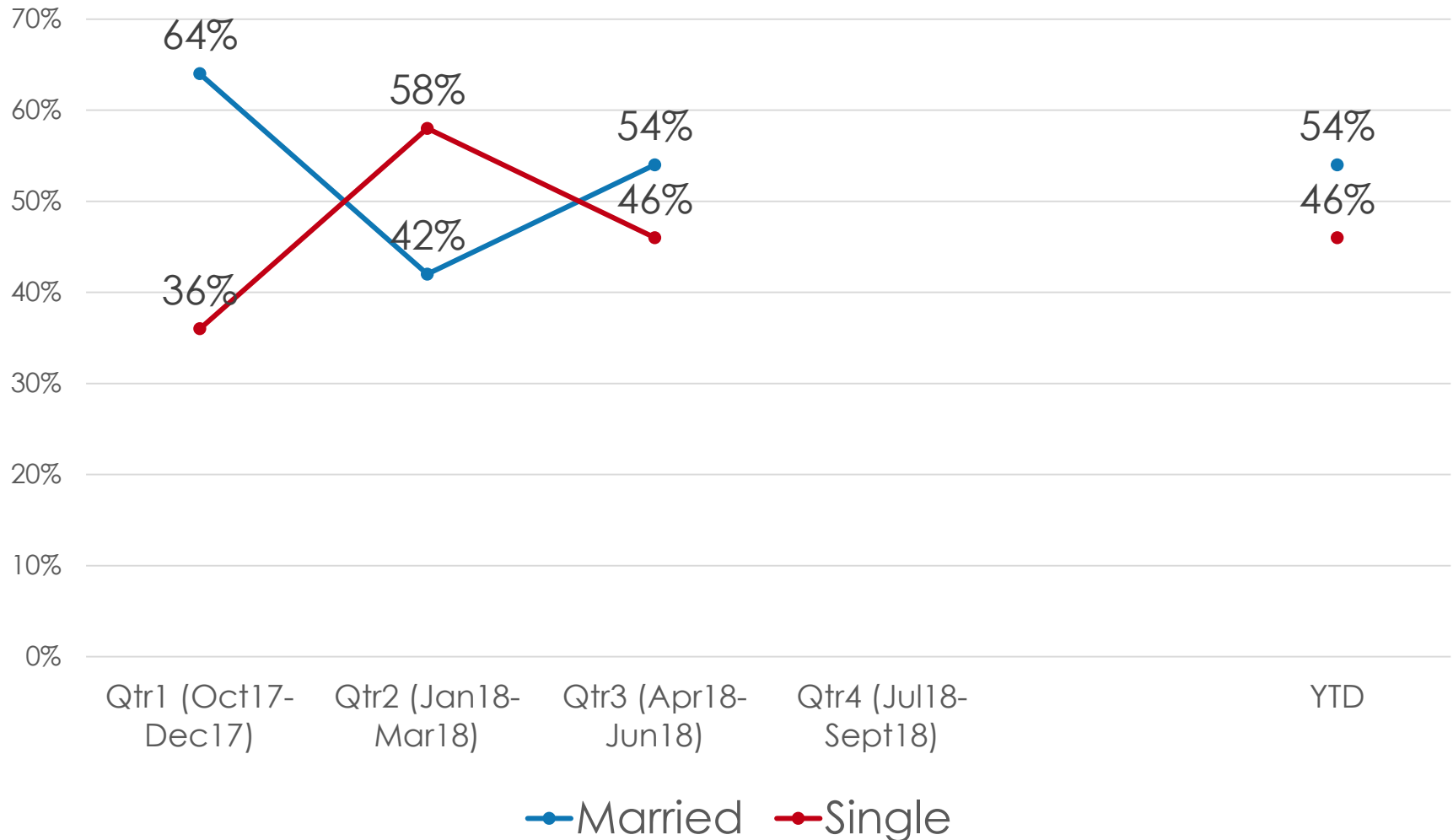
SECTION 1

PROFILE OF RESPONDENTS

Marital Status



Marital status – FY2018 Tracking



Marital status – Key Segments

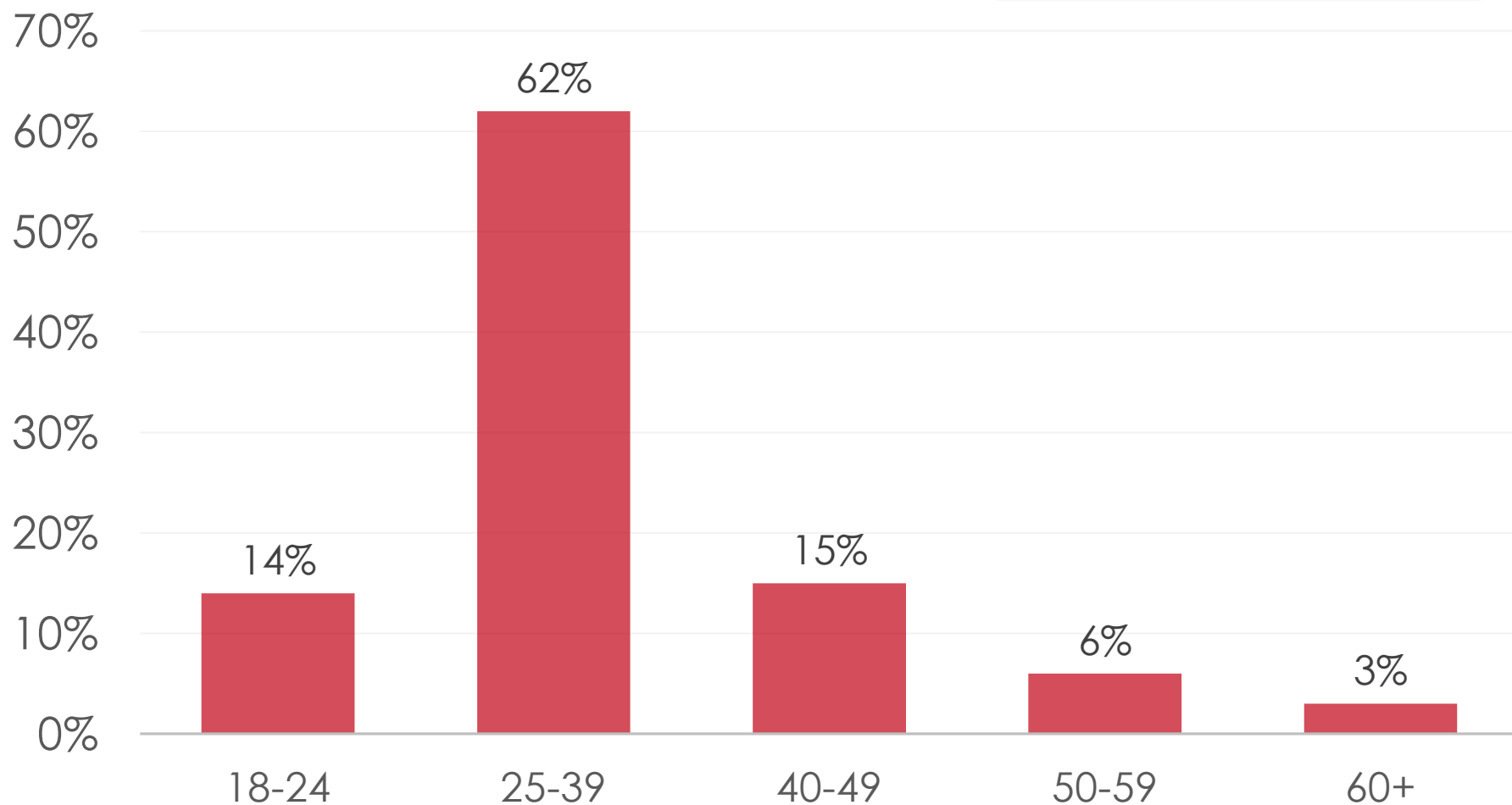
**GVB EXIT SURVEY
QE MARITAL STATUS**

| | | TOTAL | FIT | FAMILY | HONEYMOON |
|----|---------|-------|-----|--------|-----------|
| | | - | - | - | - |
| QE | Married | 54% | 48% | 83% | 100% |
| | Single | 46% | 52% | 17% | |
| | Total | 104 | 84 | 53 | 4 |

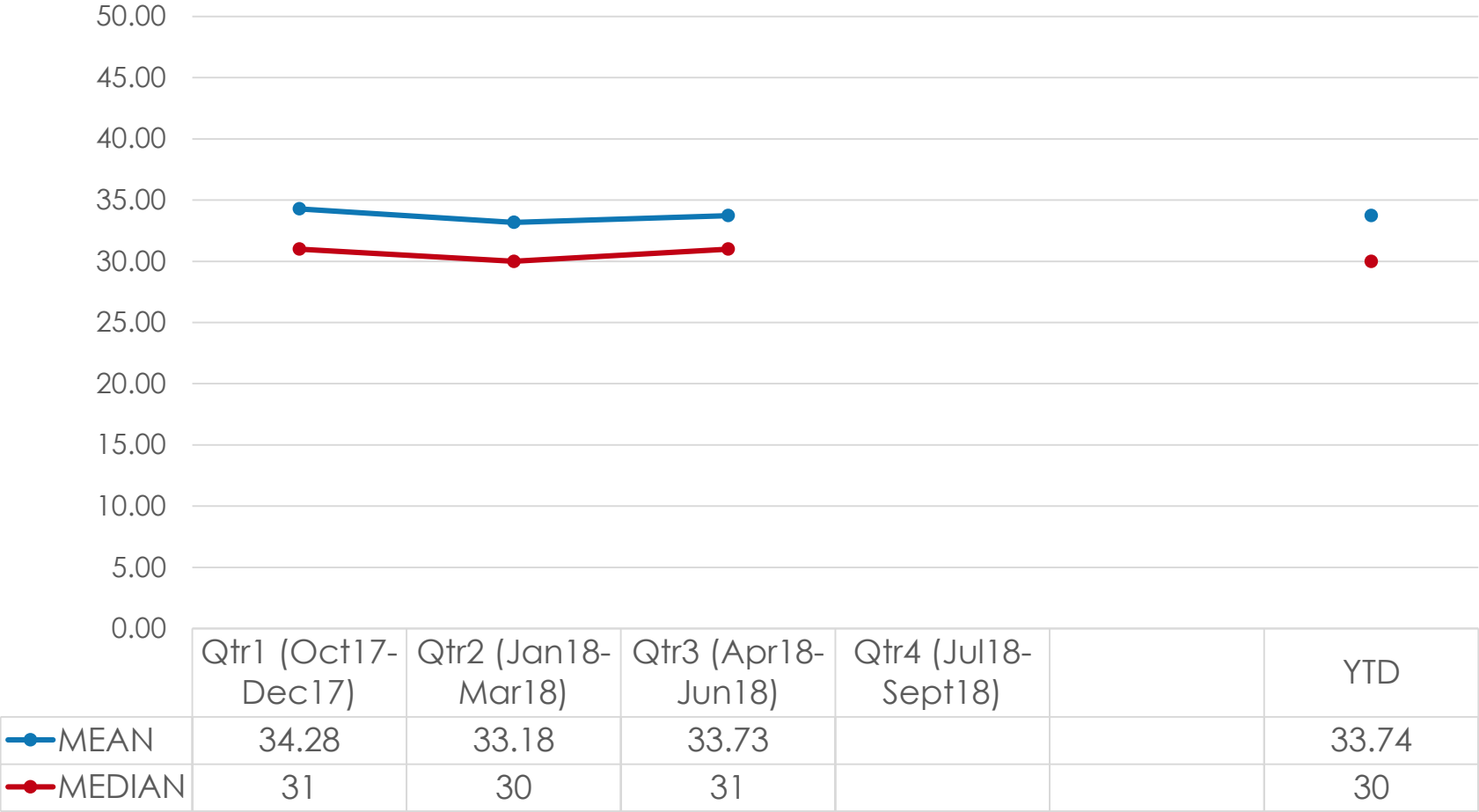
Prepared by Anthology Research

Age

MEAN = 33.73
MEDIAN = 31



Age – FY2018 Tracking



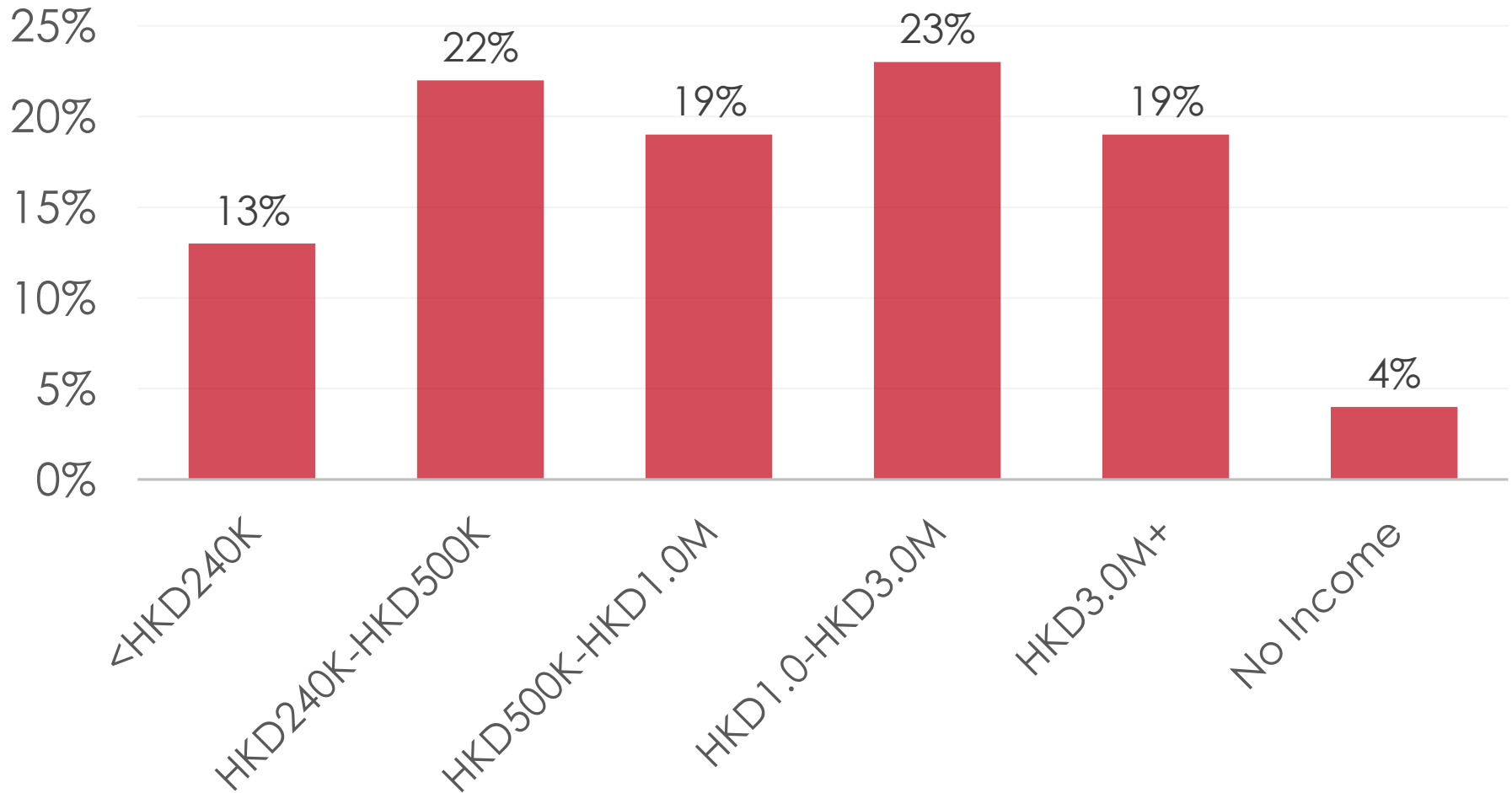
Age – Key Segments

**GVB EXIT SURVEY
AGE**

| | | TOTAL | FIT | FAMILY | HONEYMOON |
|----|--------|-------|-------|--------|-----------|
| | | - | - | - | - |
| SD | 18-24 | 14% | 18% | 6% | |
| | 25-39 | 62% | 63% | 60% | 75% |
| | 40-49 | 15% | 12% | 19% | 25% |
| | 50-59 | 6% | 4% | 9% | |
| | 60+ | 3% | 4% | 6% | |
| | Total | 104 | 84 | 53 | 4 |
| SD | Mean | 33.73 | 32.61 | 37.19 | 37.50 |
| | Median | 31 | 30 | 34 | 35 |

Prepared by Anthology Research

Annual Household Income



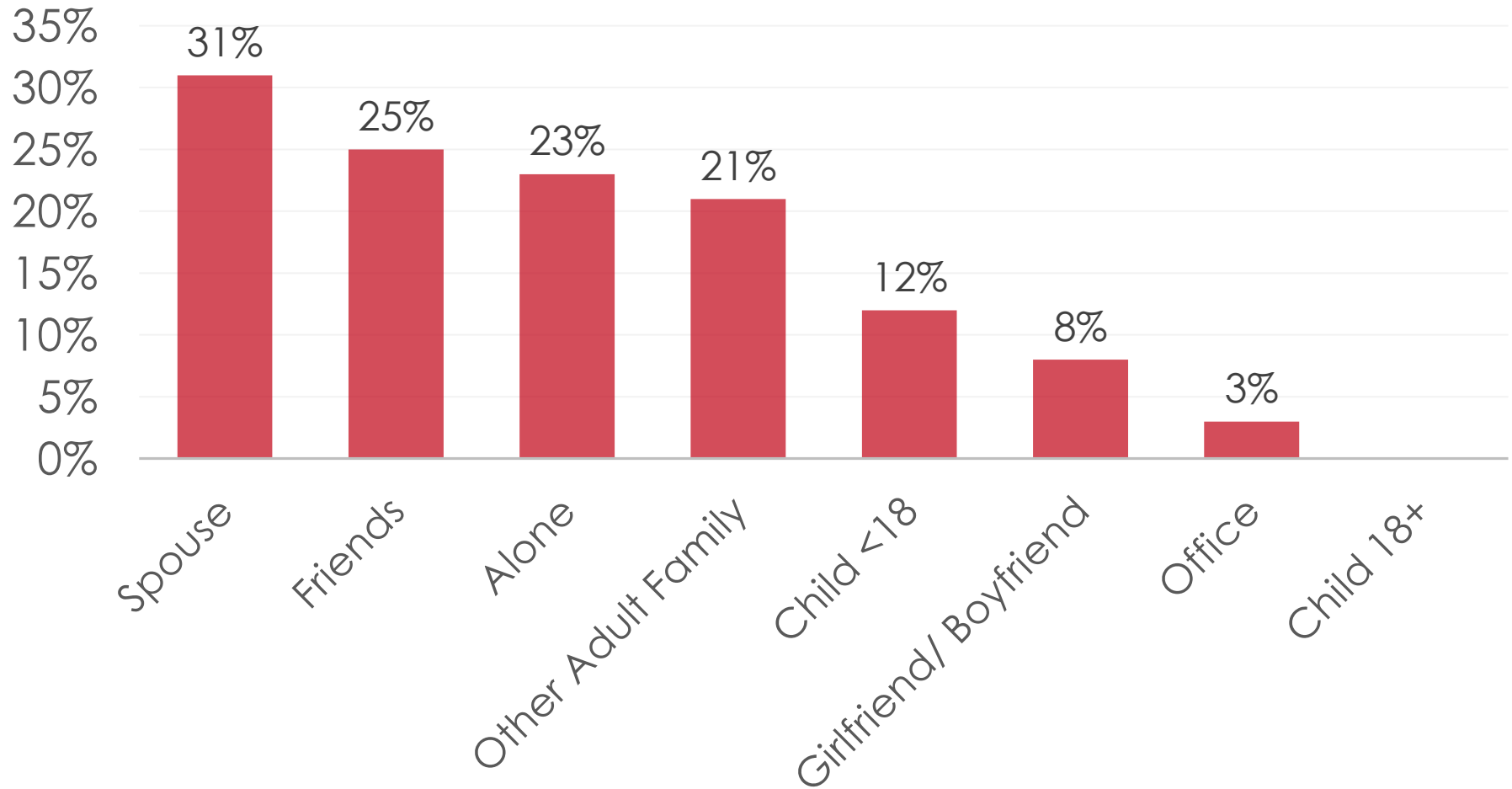
Annual Household Income – Key Segments

GVB EXIT SURVEY
Q26 Household income:

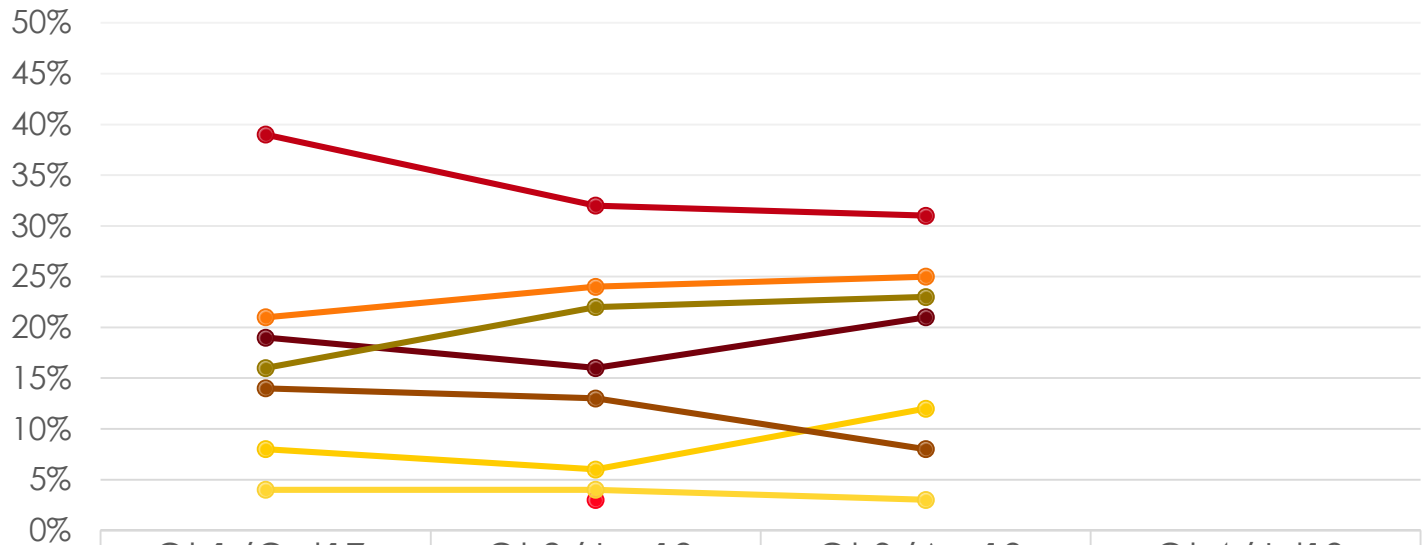
| | | TOTAL | FIT | FAMILY | HONEYMOON |
|-----|-----------------|-------|-----|--------|-----------|
| | | - | - | - | - |
| Q26 | <HKD120K | 3% | 4% | | |
| | HKD120K-HKD240K | 10% | 10% | 9% | 25% |
| | HKD240K-HKD500K | 22% | 20% | 21% | 25% |
| | HKD500K-HKD1.0M | 19% | 23% | 17% | |
| | HKD1.0M-HKD2.0M | 23% | 22% | 19% | 25% |
| | HKD2.0M-HKD3.0M | 9% | 6% | 13% | |
| | HKD3.0M+ | 10% | 12% | 15% | |
| | No Income | 4% | 4% | 6% | 25% |
| | Total | 103 | 83 | 53 | 4 |

Prepared by Anthology Research

Travel Party

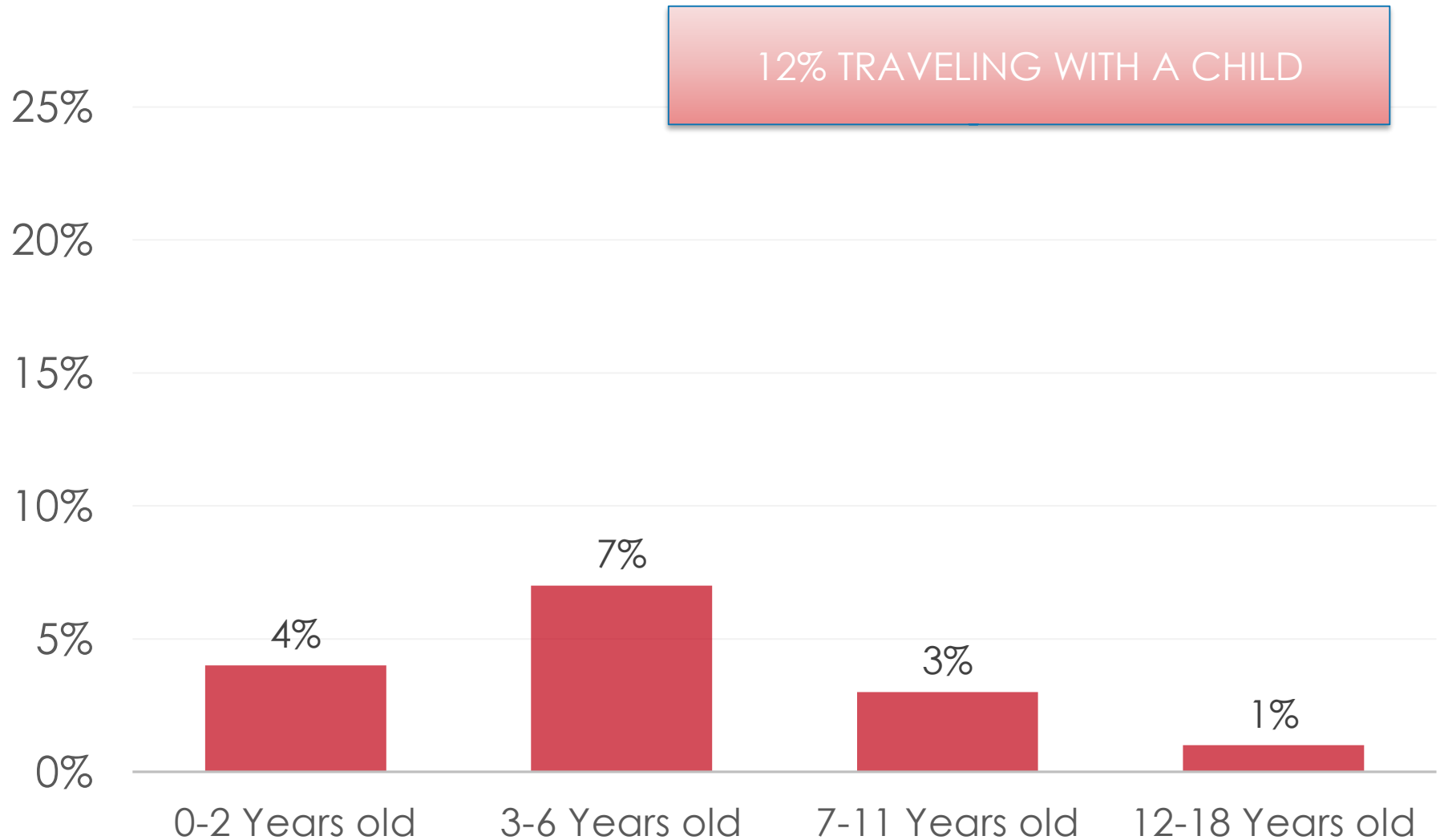


Travel Party

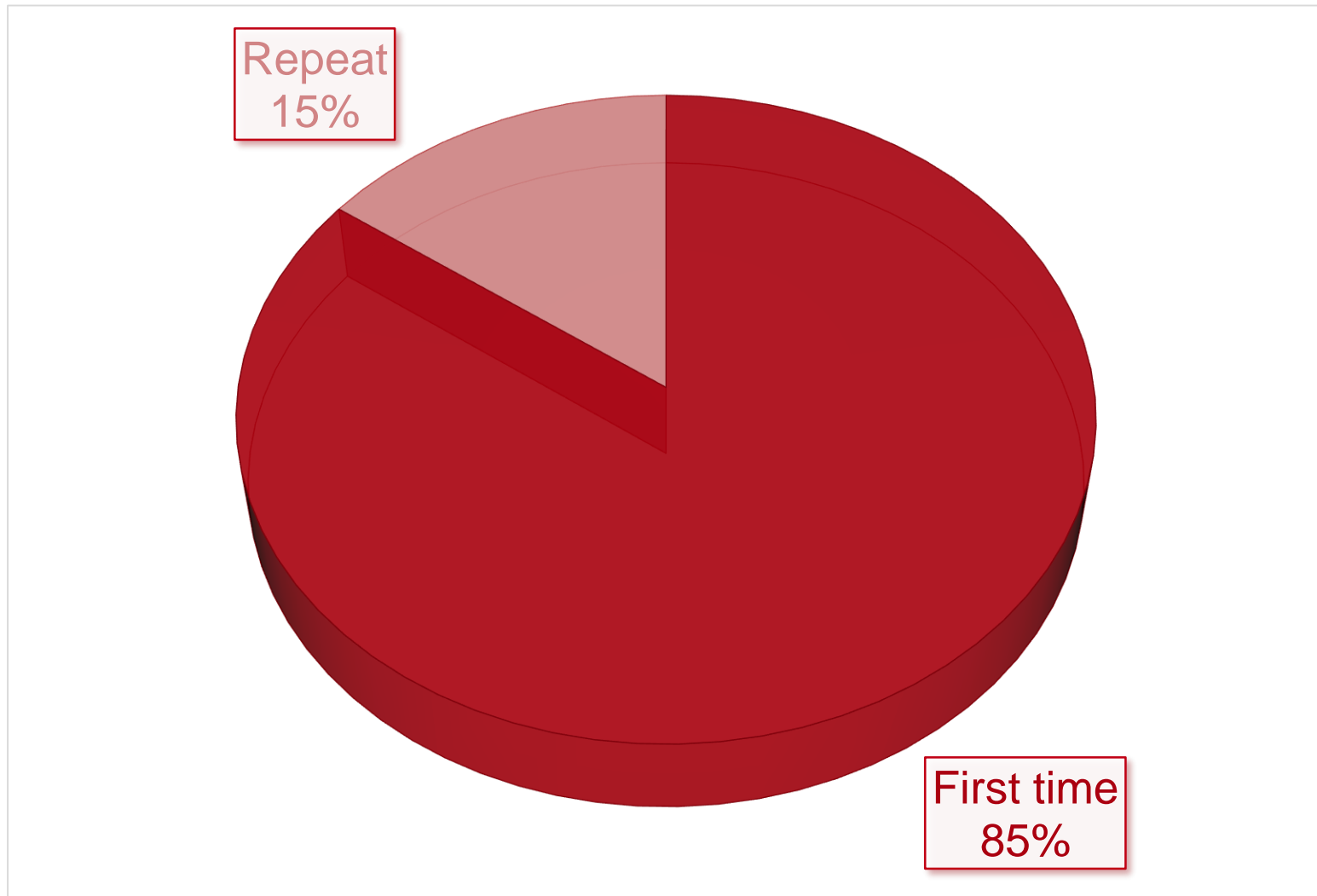


| | | | | |
|-----------------------|-----|-----|-----|--|
| Spouse | 39% | 32% | 31% | |
| Child <18 | 8% | 6% | 12% | |
| Friend/ Assoc | 21% | 24% | 25% | |
| Other Adult Family | 19% | 16% | 21% | |
| Alone | 16% | 22% | 23% | |
| Girlfriend/ Boyfriend | 14% | 13% | 8% | |
| Child- Adult | | 3% | | |
| Office | 4% | 4% | 3% | |

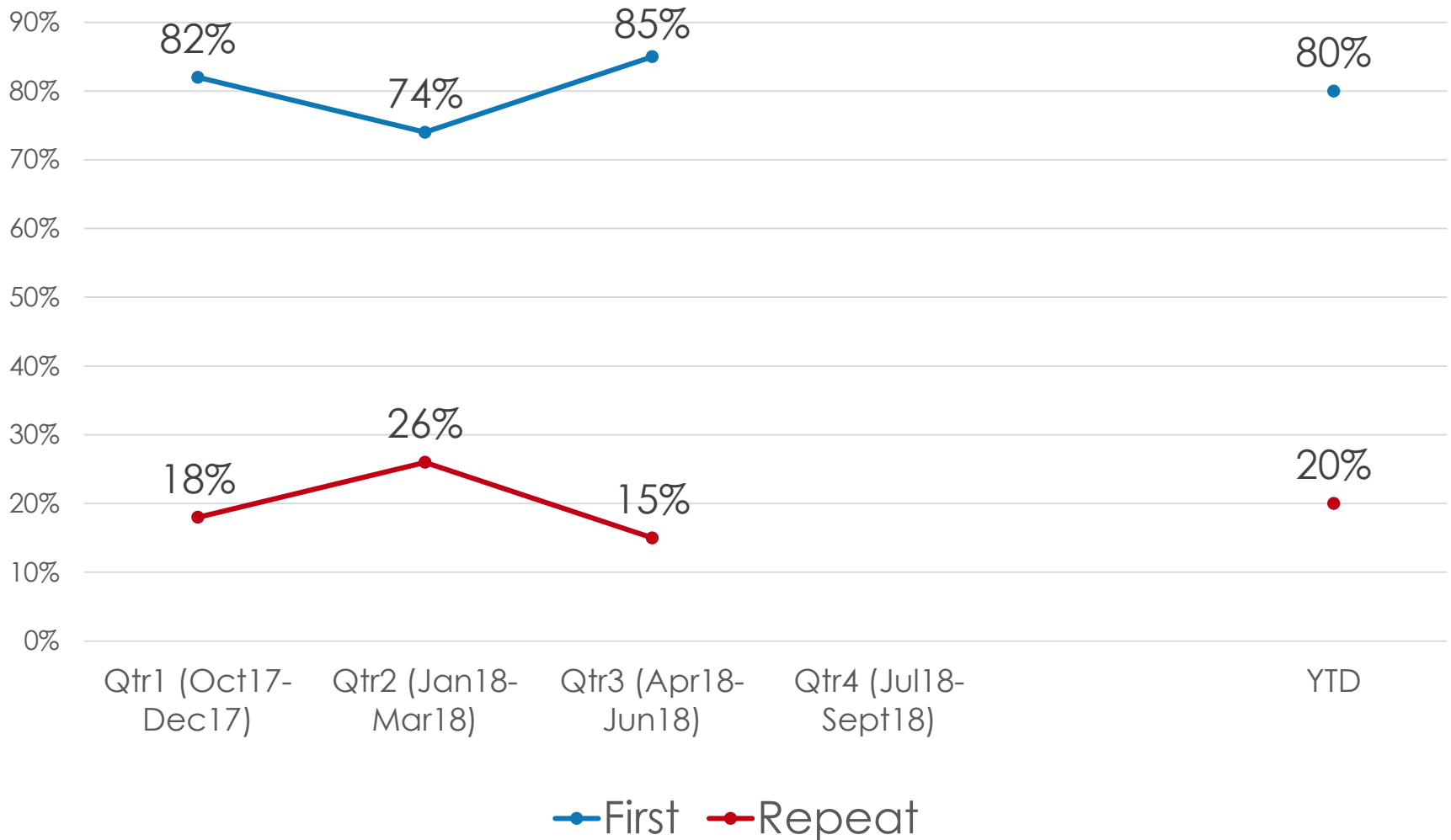
Travel Party - Children



Trips to Guam



Trips to Guam – FY2018 Tracking



Trips to Guam – Key Segments

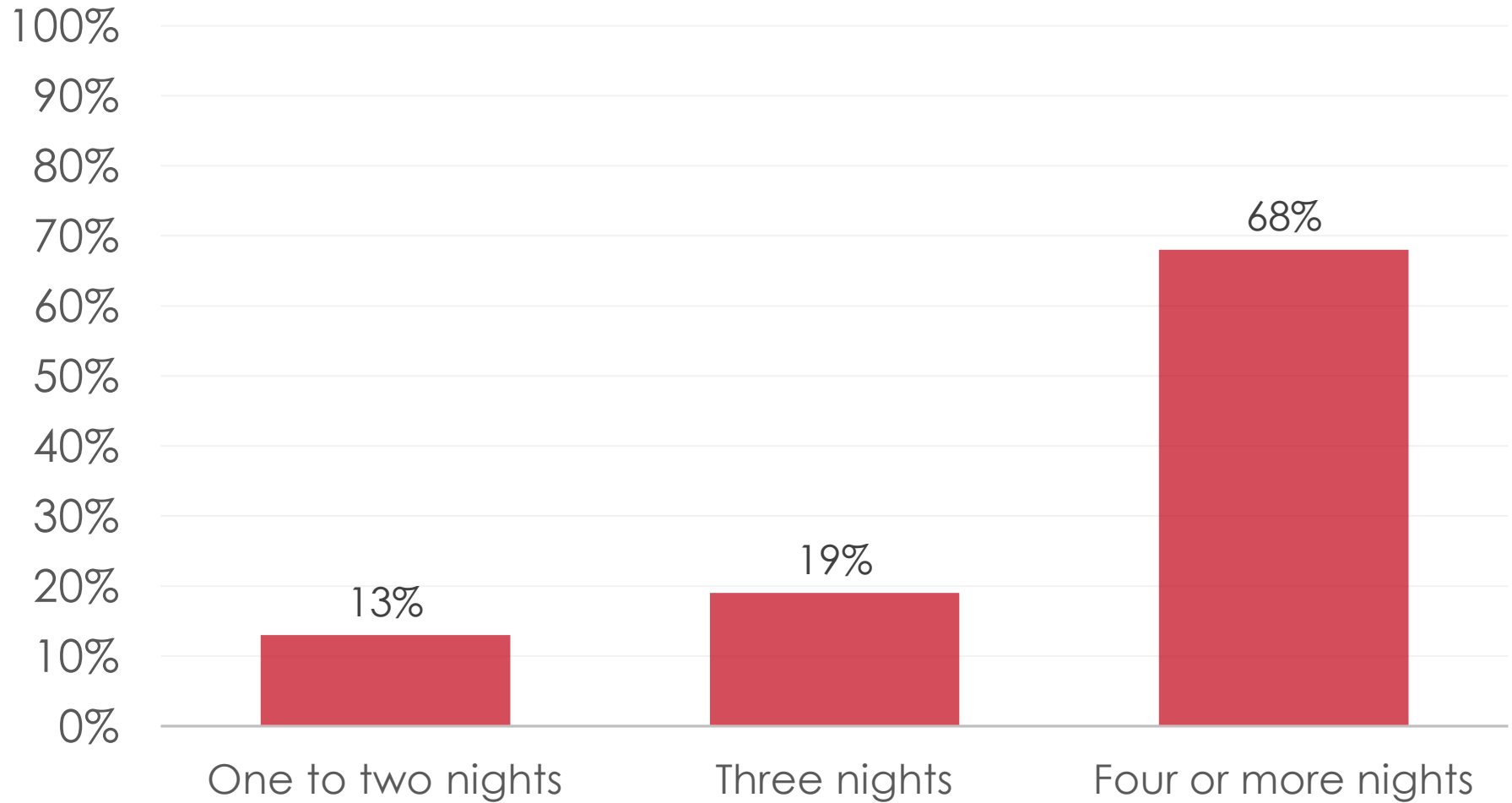
GVB EXIT SURVEY
Q3 Including this trip, how many times have you visited Guam?

| | | TOTAL | FIT | FAMILY | HONEYMOON |
|-----|----------|-------|------|--------|-----------|
| | | - | - | - | - |
| Q3 | 1st Time | 85% | 86% | 81% | 75% |
| | Repeat | 15% | 14% | 19% | 25% |
| | Total | 104 | 84 | 53 | 4 |
| Q3A | Mean | 1.50 | 1.56 | 1.64 | 3.25 |
| | Median | 1 | 1 | 1 | 1 |

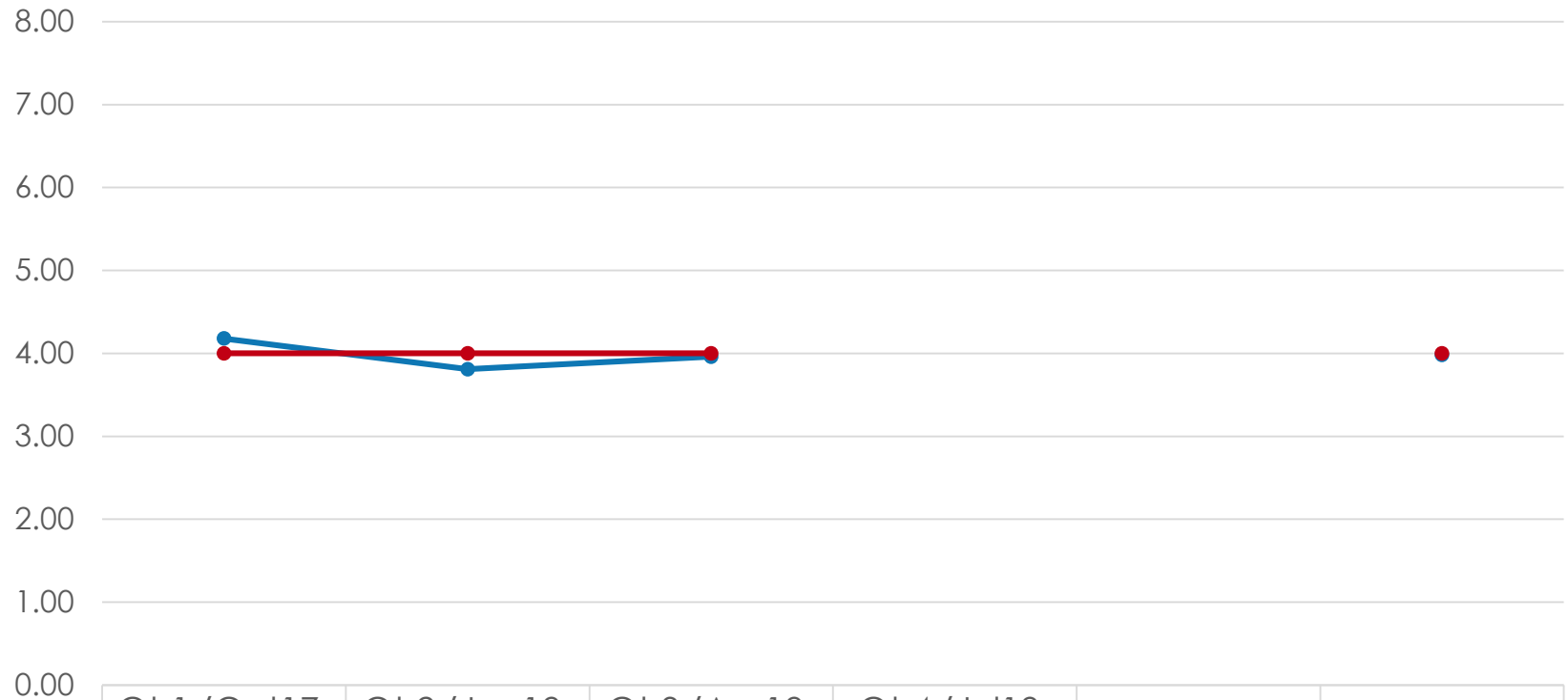
Prepared by Anthology Research

Length of Stay

MEAN NUMBER OF NIGHTS = 3.96
MEDIAN NUMBER OF NIGHTS = 4



Length of Stay – FY2018 Tracking



| | Qtr1 (Oct17-Dec17) | Qtr2 (Jan18-Mar18) | Qtr3 (Apr18-Jun18) | Qtr4 (Jul18-Sept18) | | YTD |
|--------|--------------------|--------------------|--------------------|---------------------|--|------|
| MEAN | 4.18 | 3.81 | 3.96 | | | 3.98 |
| MEDIAN | 4 | 4 | 4 | | | 4 |

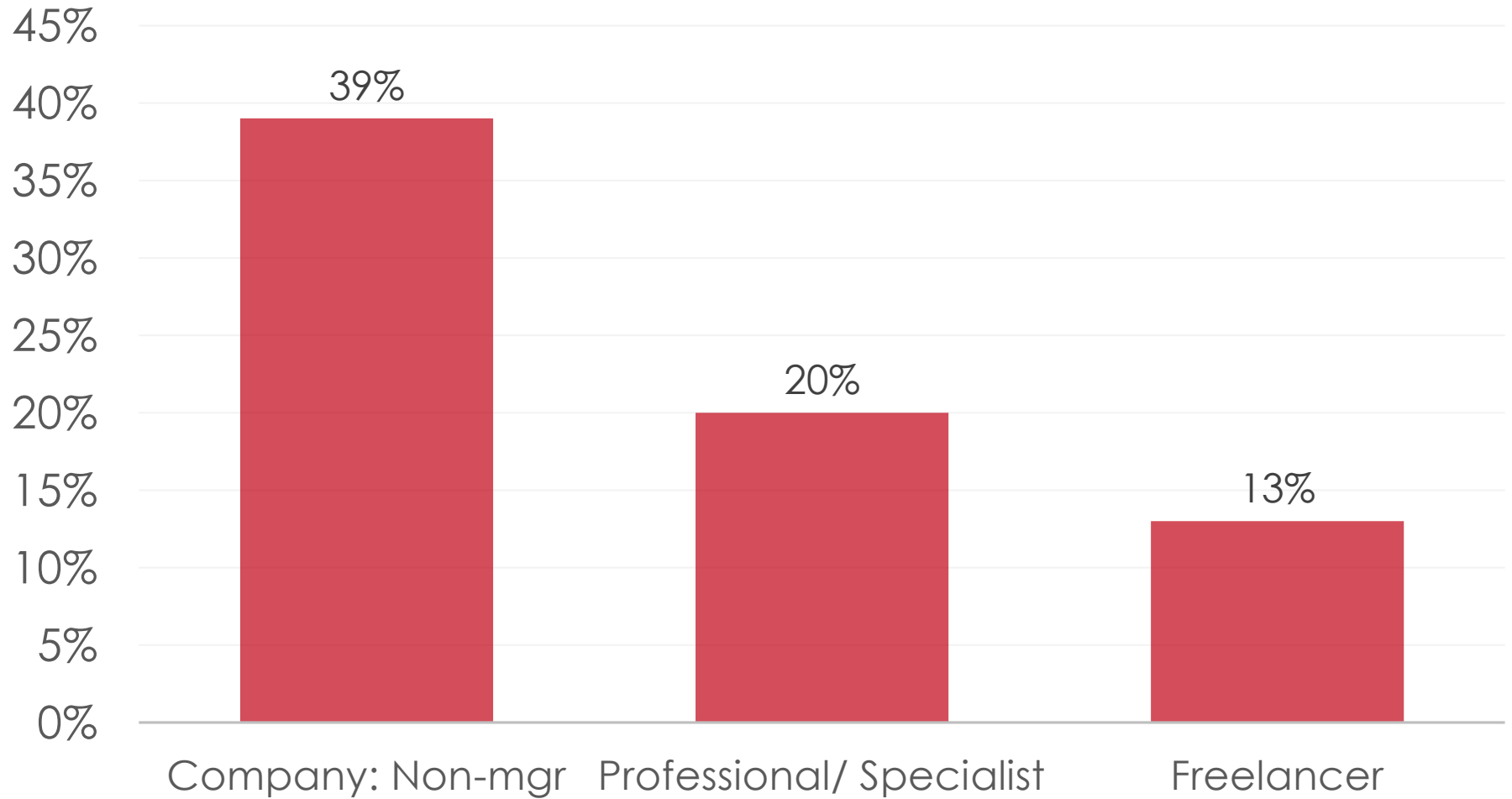
Length of Stay – Key Segments

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

| | | TOTAL | FIT | FAMILY | HONEYMOON |
|----|--------|-------|------|--------|-----------|
| | | - | - | - | - |
| SA | 1-2 | 13% | 14% | 6% | 25% |
| | 3 | 19% | 17% | 23% | |
| | 4+ | 68% | 69% | 72% | 75% |
| | Total | 104 | 84 | 53 | 4 |
| SA | Mean | 3.96 | 3.96 | 4.11 | 3.75 |
| | Median | 4 | 4 | 4 | 4 |

Prepared by Anthology Research

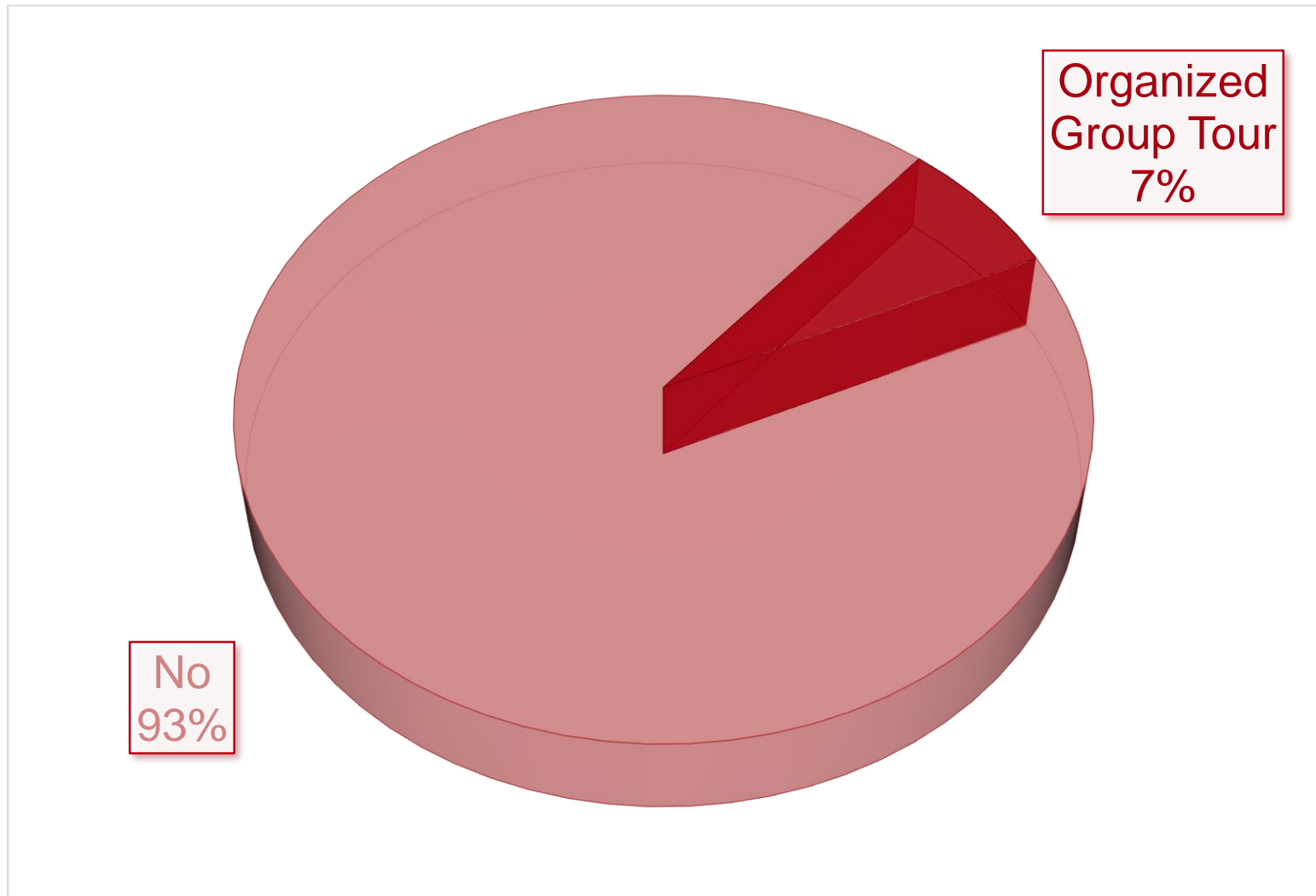
Occupation – Top Responses (10%+)



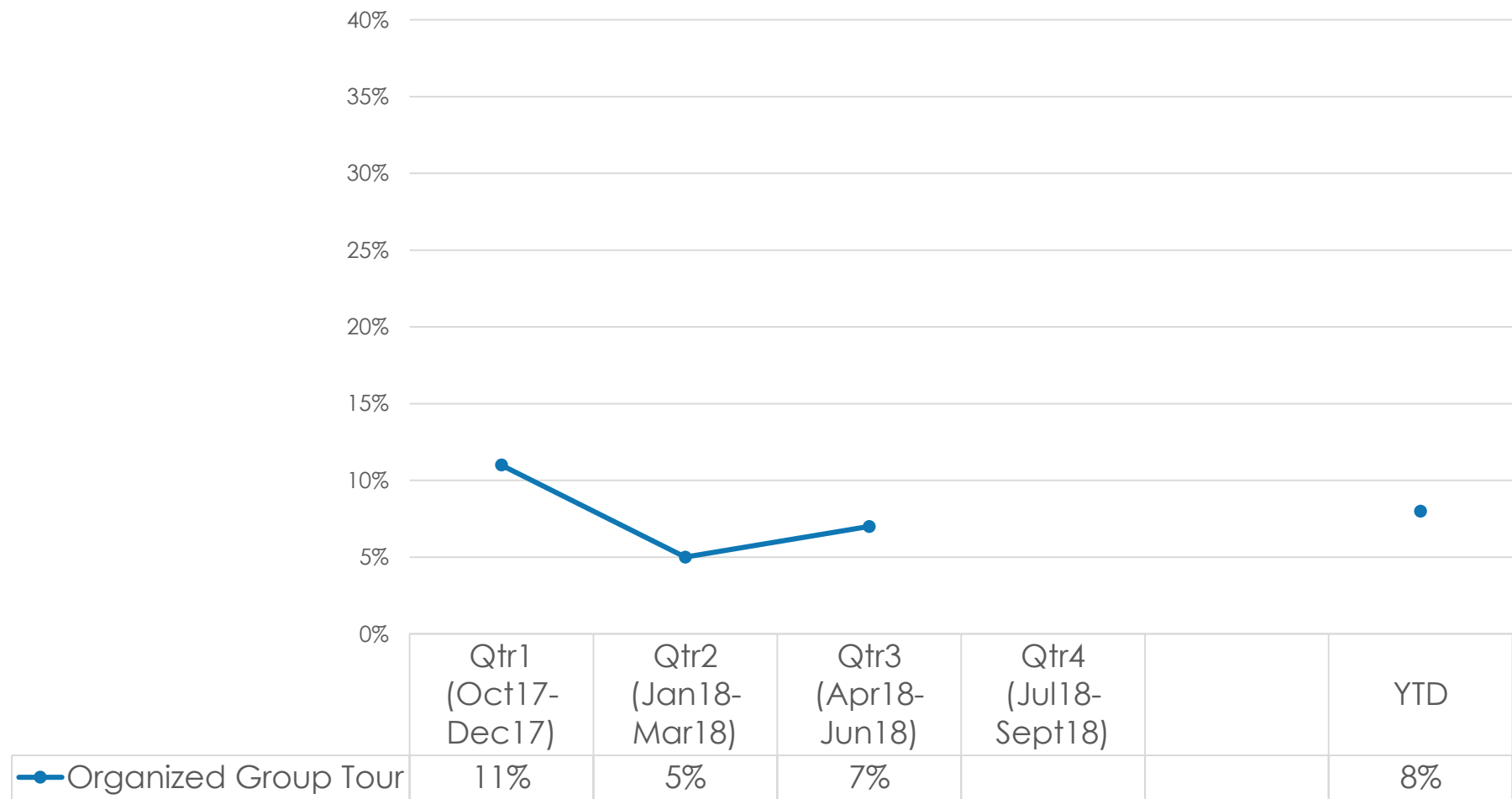
SECTION 2

TRAVEL PLANNING

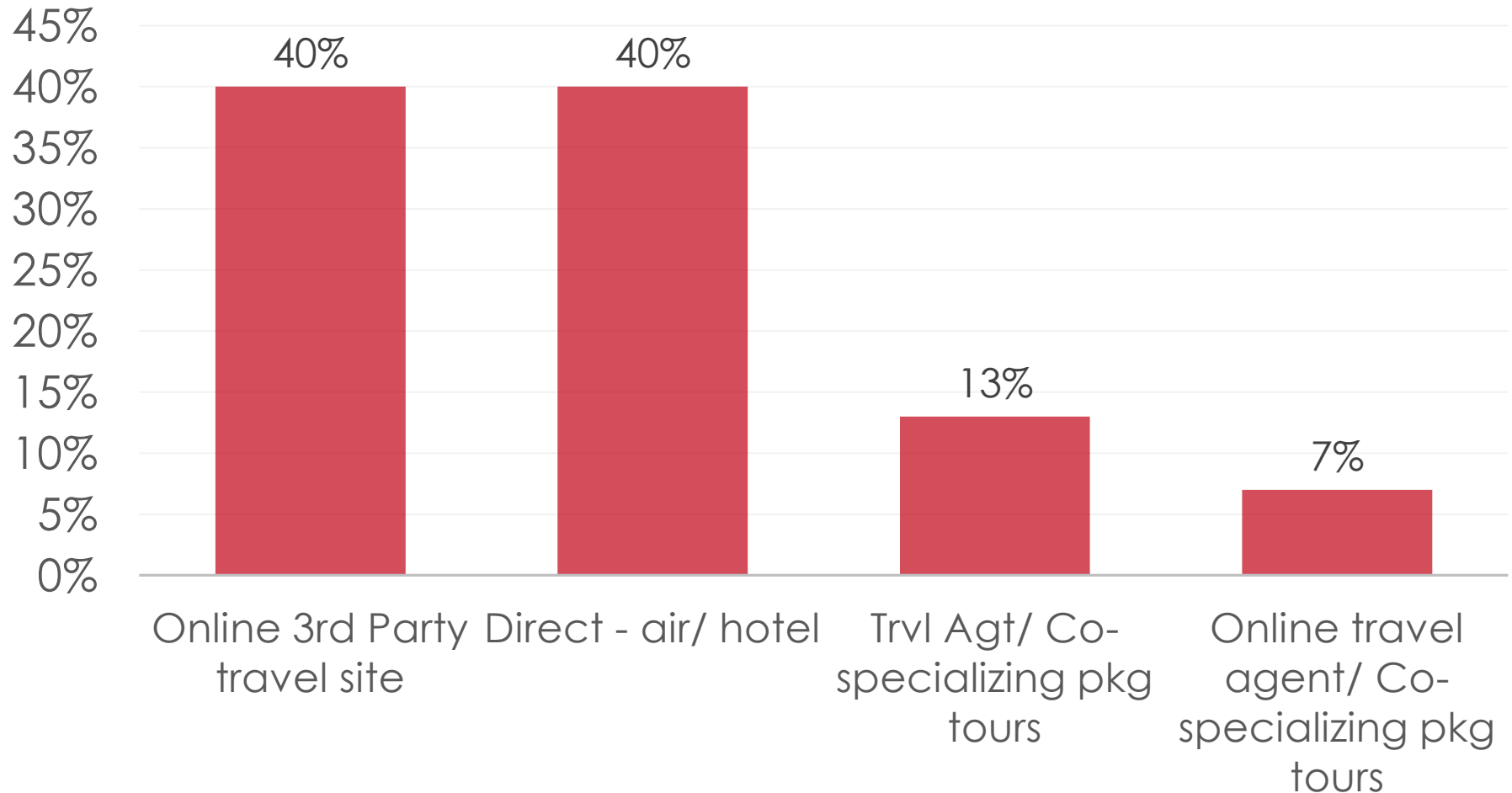
Organized Group Tour



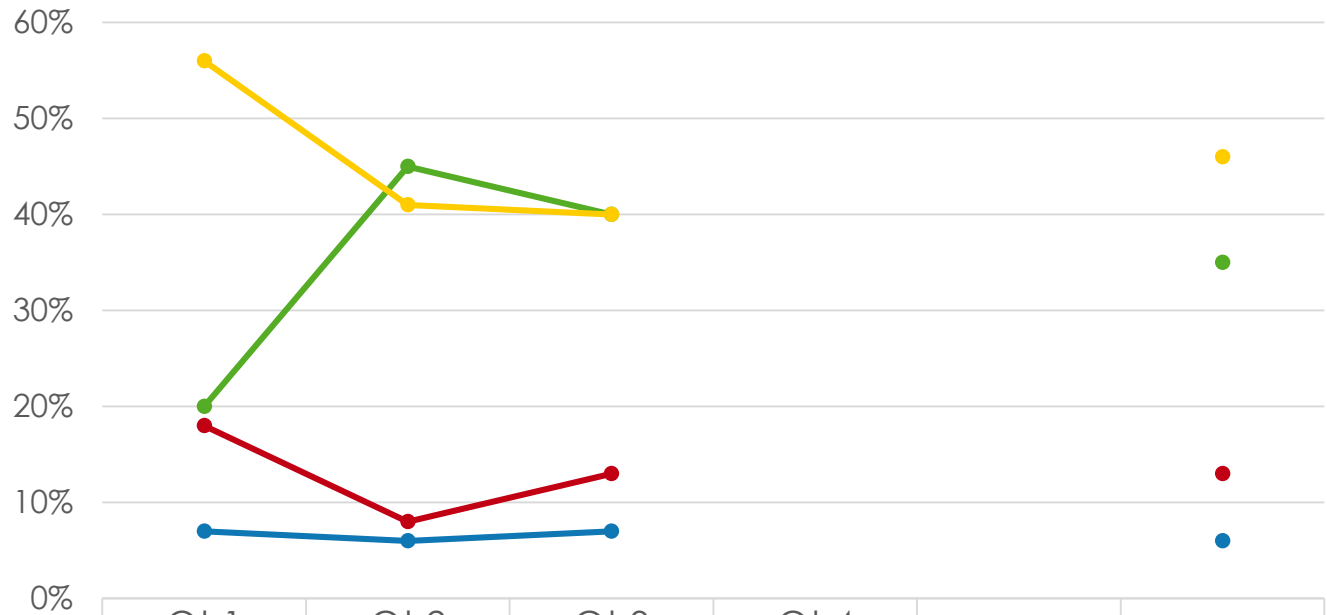
Organized Group Tour– Tracking



Travel Arrangements- Sources

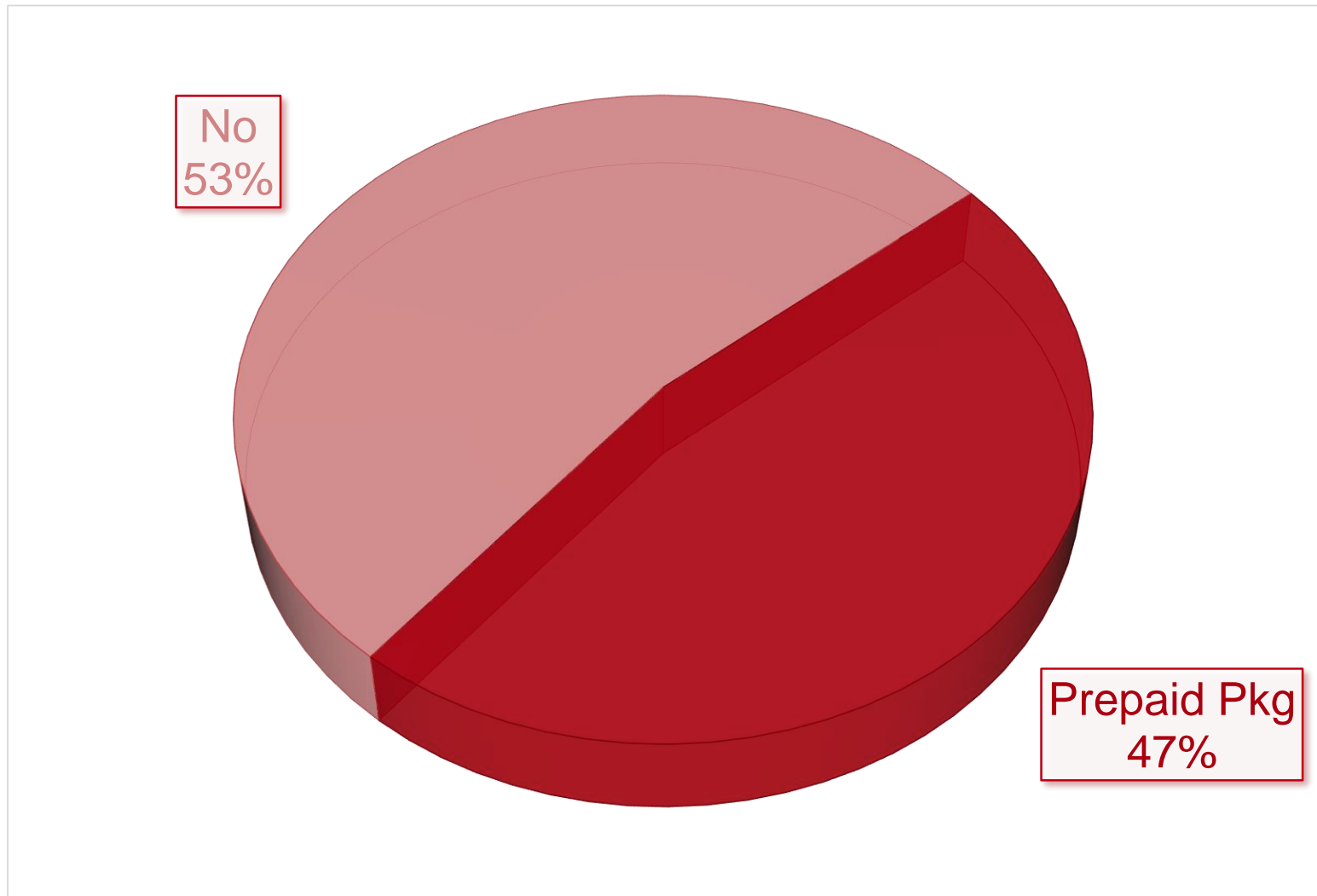


Travel Arrangements- Sources

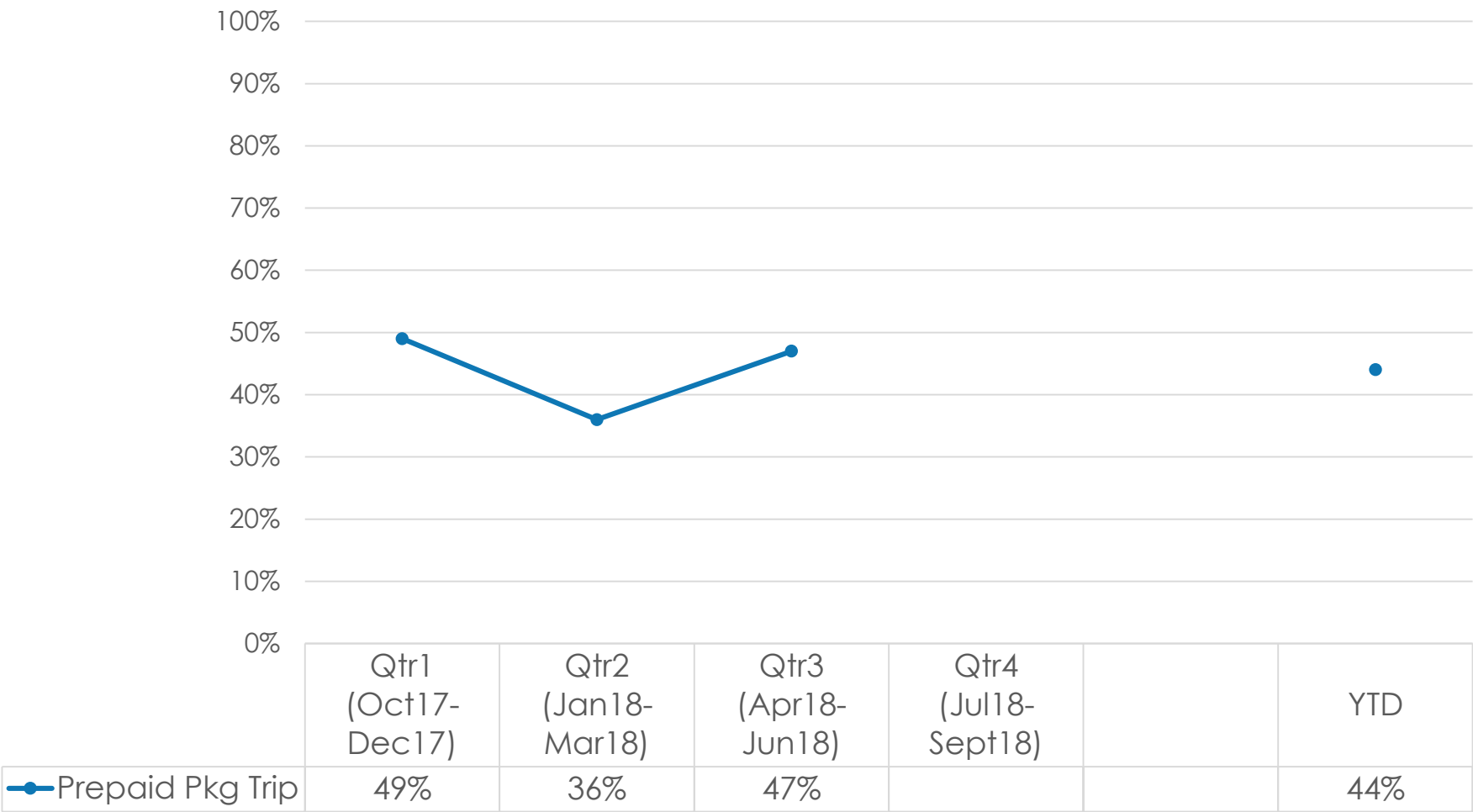


| | Qtr1 (Oct17- Dec17) | Qtr2 (Jan18- Mar18) | Qtr3 (Apr18- Jun18) | Qtr4 (Jul18- Sept18) | | YTD |
|------------------------|---------------------------|---------------------------|---------------------------|----------------------------|--|-----|
| Online travel agent | 7% | 6% | 7% | | | 6% |
| Trvl Agt/ Co- Pkg Tour | 18% | 8% | 13% | | | 13% |
| Online 3rd Party | 20% | 45% | 40% | | | 35% |
| Direct Air/ Hotel | 56% | 41% | 40% | | | 46% |

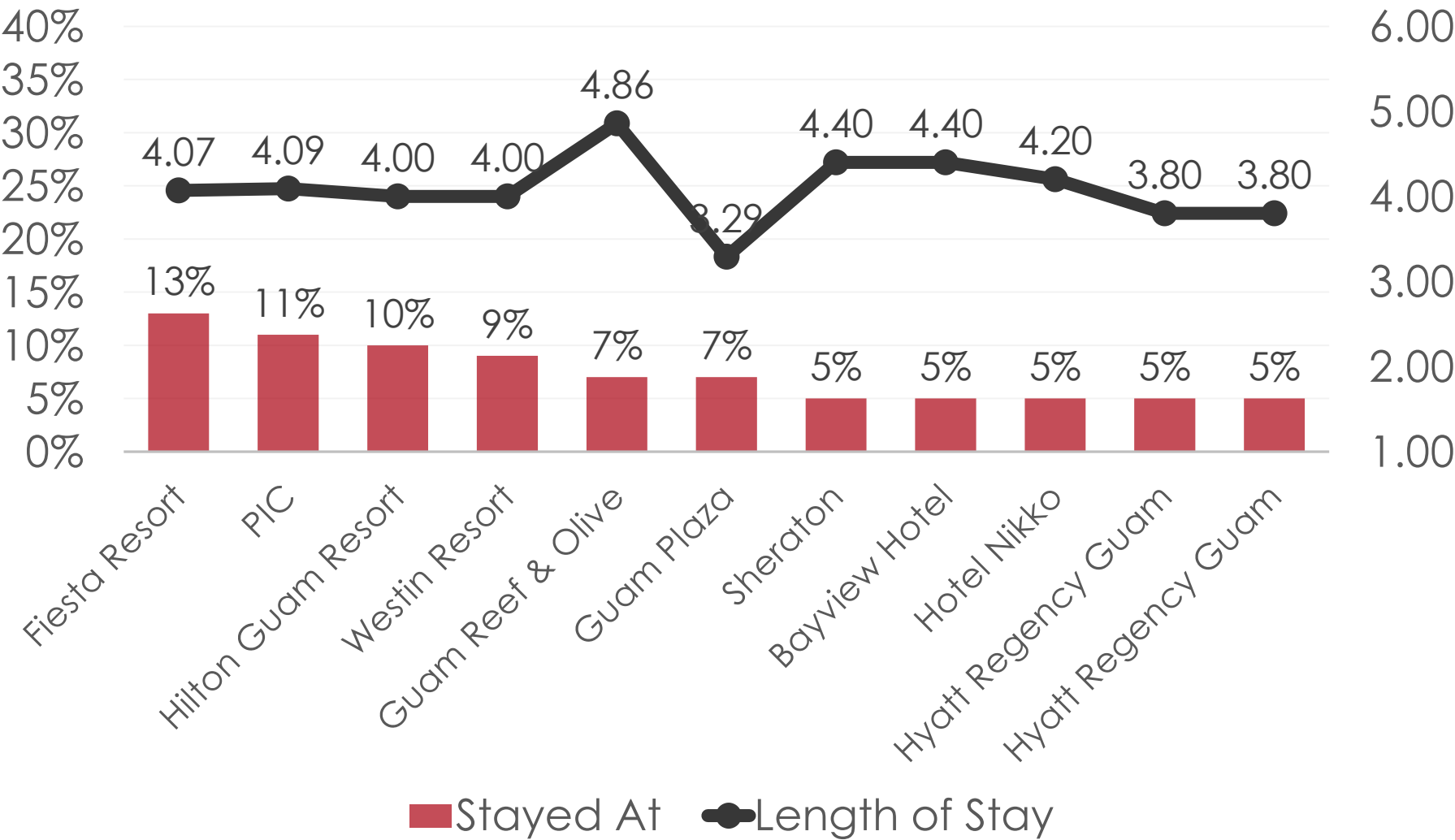
Prepaid Package Trip



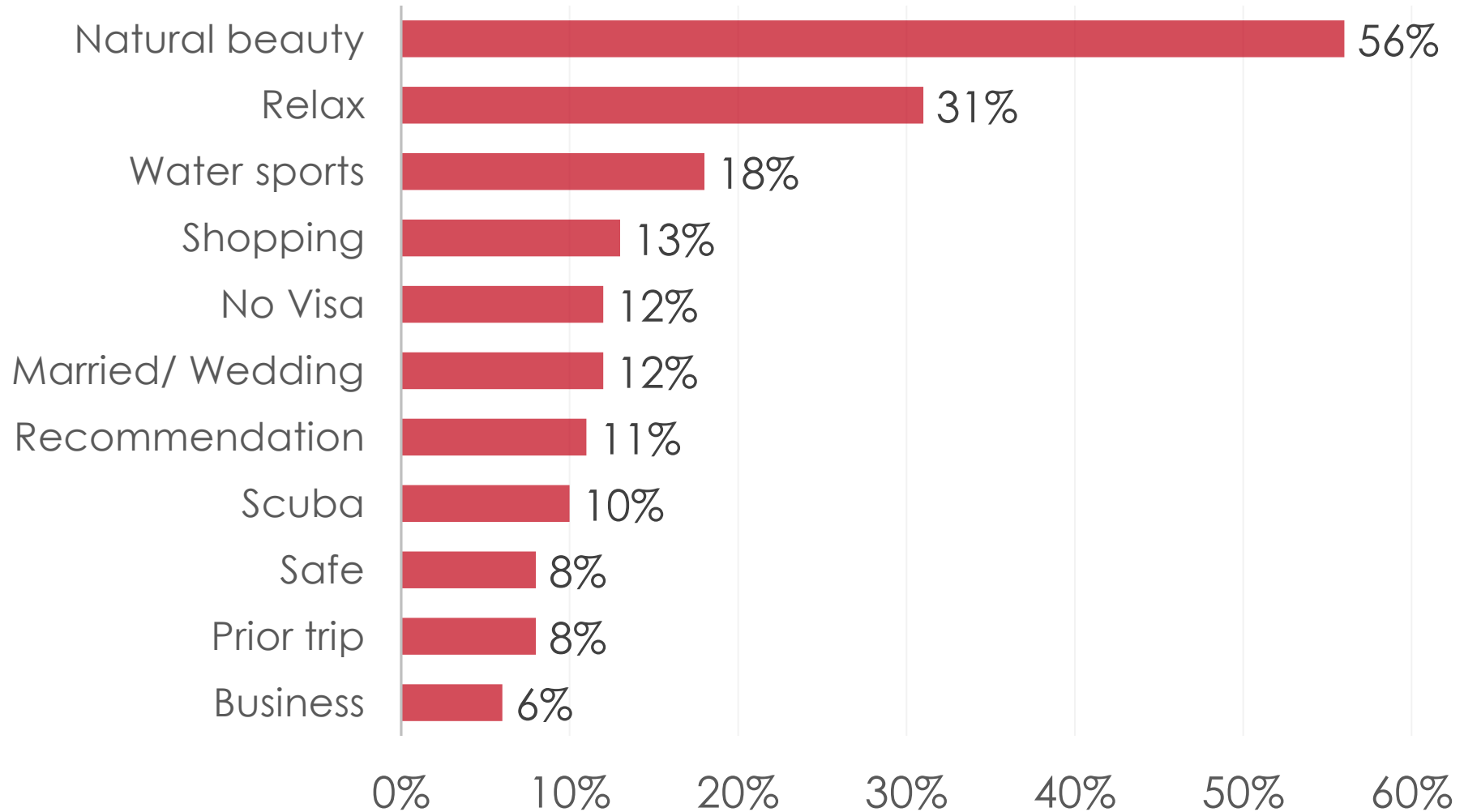
Prepaid Package Trip



Accommodations (Top Responses/ 5%+)



Travel Motivation (Top Responses)



Travel Motivation – Key Segments

GVB EXIT SURVEY

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

| | | TOTAL | FIT | FAMILY | HONEYMOON |
|-----|---|-------|-----|--------|-----------|
| | | - | - | - | - |
| Q5A | Beautiful seas, beaches, tropical climate | 56% | 60% | 62% | 75% |
| | Just to relax | 31% | 31% | 32% | 25% |
| | Water sports (snorkeling, windsurfing, parasailing) | 18% | 18% | 19% | |
| | Shopping | 13% | 13% | 15% | |
| | To Get Married/ attend Wedding | 12% | 8% | 15% | 50% |
| | No Visa | 12% | 13% | 13% | |
| | Recommendation of friend/ relative/ travel agency | 11% | 8% | 15% | 25% |
| | Scuba diving | 10% | 11% | 8% | |
| | A previous visit | 8% | 8% | 11% | 25% |
| | It is a safe place to spend a vacation | 8% | 8% | 8% | |
| | Company/ business trip | 6% | 7% | | |
| | Price of the tour package | 4% | 5% | 4% | |
| | To visit friends or relatives | 4% | 4% | 2% | |
| | Honeymoon | 4% | 4% | 6% | 100% |
| | Career certification/ testing | 3% | 4% | | |
| | Adventure | 3% | 2% | 2% | |
| | To golf | 1% | | 2% | |
| | Pleasure/ vacation | 1% | 1% | 2% | |
| | Total | 104 | 84 | 53 | 4 |

SECTION 3

EXPENDITURES

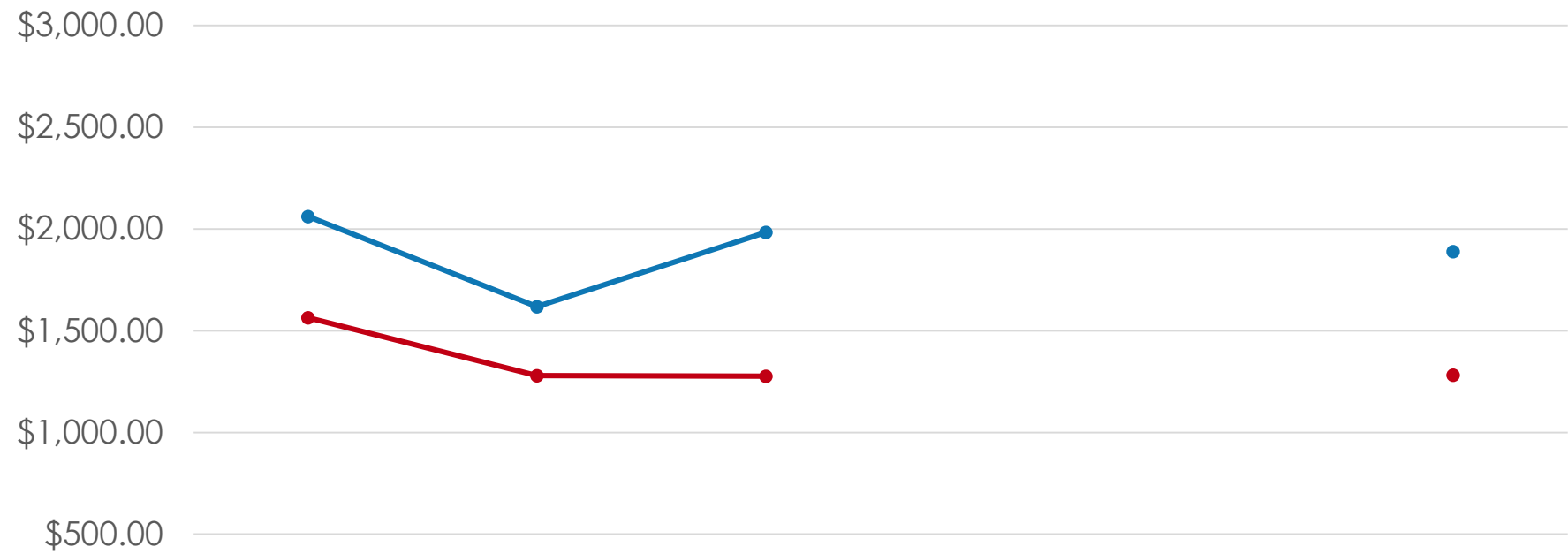
Prepaid Expenditures

EXCHANGE RATE HKD 7.84=\$1

- \$1,983.91 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$1,090.48 = overall mean average per person prepaid expenditures

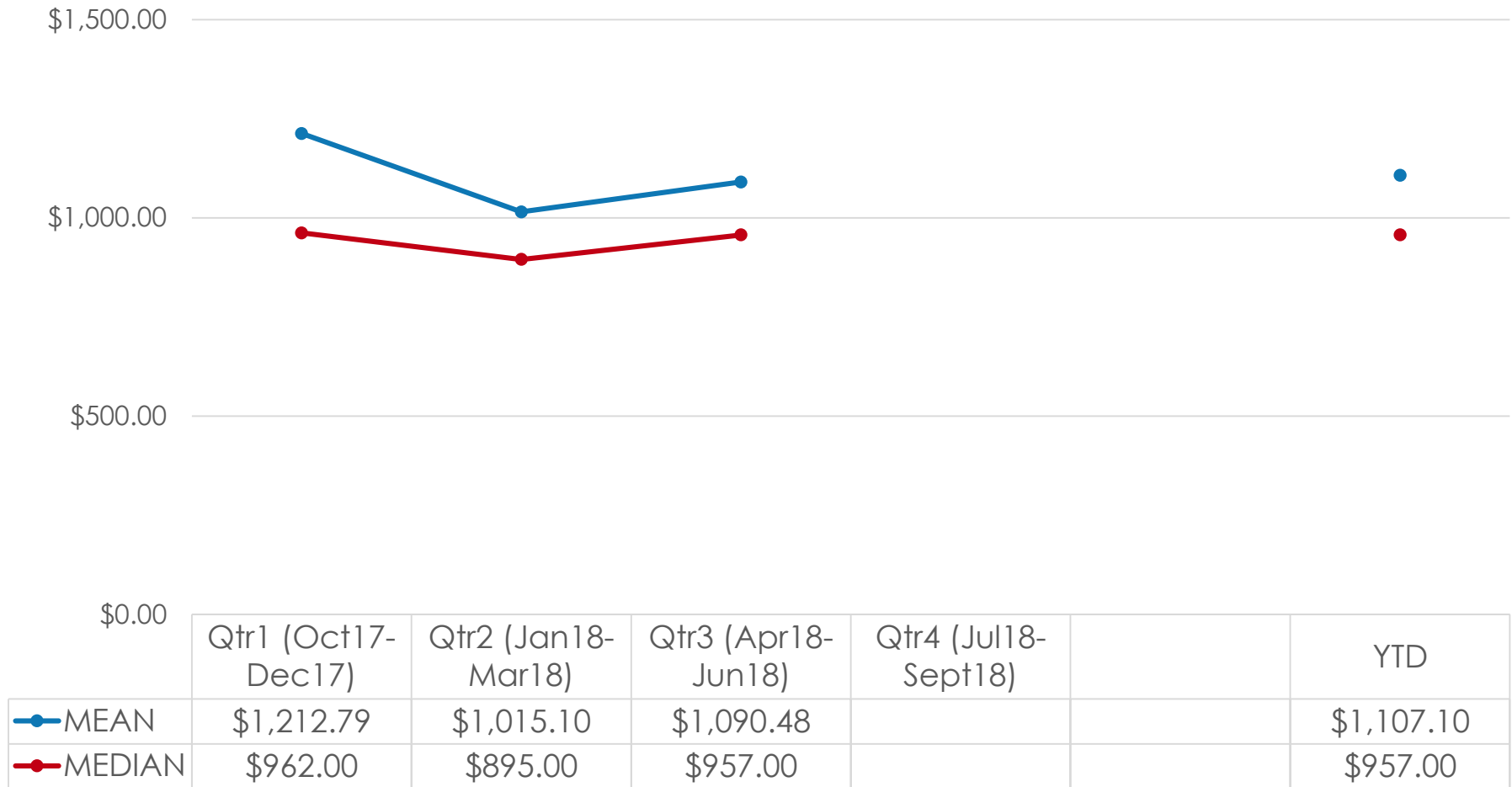
Prepaid Entire Travel Party – FY2018

Tracking



| | Qtr1 (Oct17-Dec17) | Qtr2 (Jan18-Mar18) | Qtr3 (Apr18-Jun18) | Qtr4 (Jul18-Sept18) | | YTD |
|--------|--------------------|--------------------|--------------------|---------------------|--|------------|
| MEAN | \$2,061.14 | \$1,618.02 | \$1,983.91 | | | \$1,888.80 |
| MEDIAN | \$1,564.00 | \$1,279.00 | \$1,276.00 | | | \$1,282.00 |

Prepaid Per Person– FY2018 Tracking



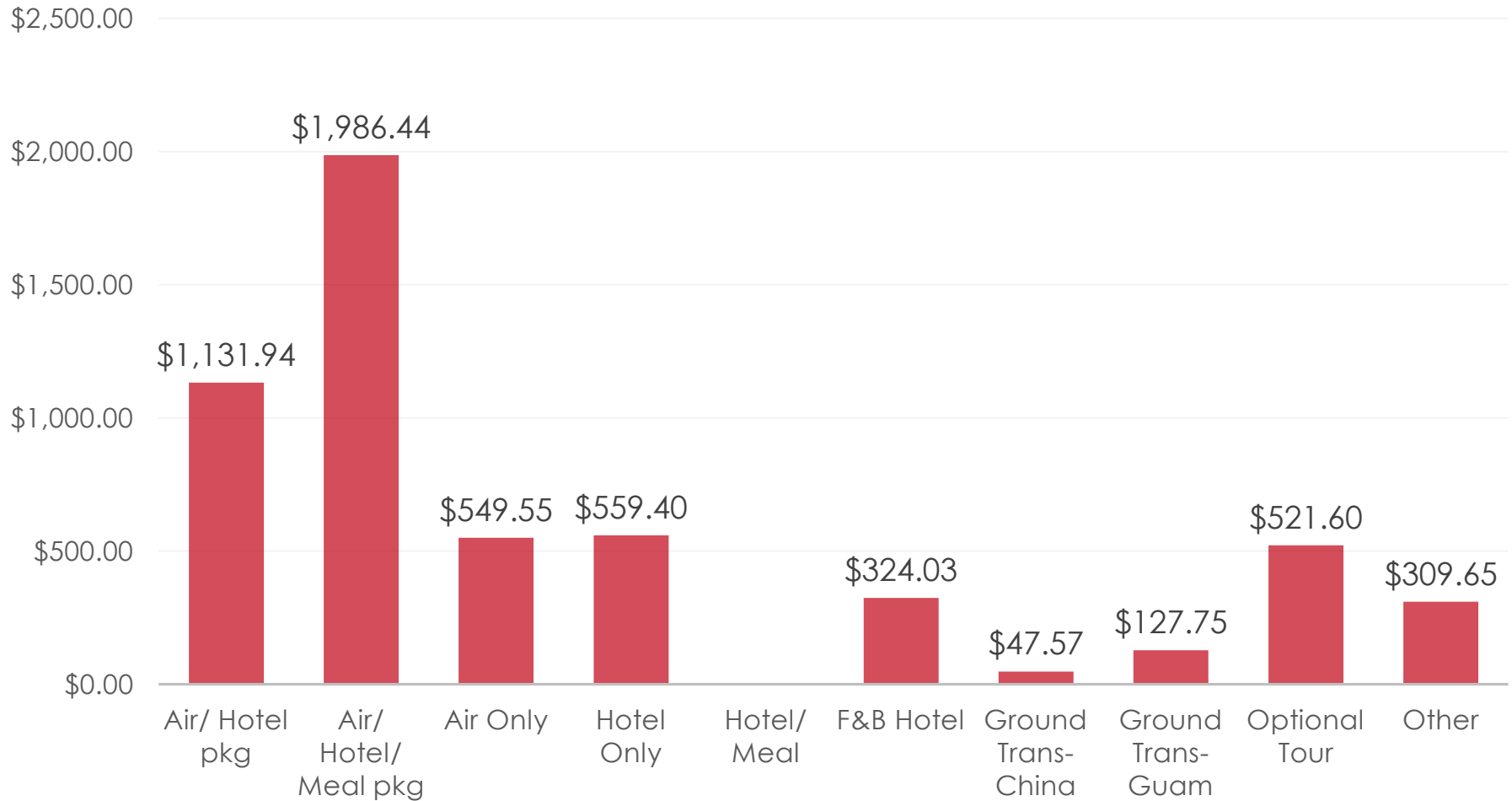
Prepaid Per Person– Key Segments

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

| | | TOTAL | FIT | FAMILY | HONEYMOON |
|------------|--------|------------|------------|------------|------------|
| | | - | - | - | - |
| PREPAID PP | Mean | \$1,090.48 | \$1,042.81 | \$1,231.89 | \$1,489.16 |
| | Median | \$957 | \$861 | \$957 | \$1,224 |

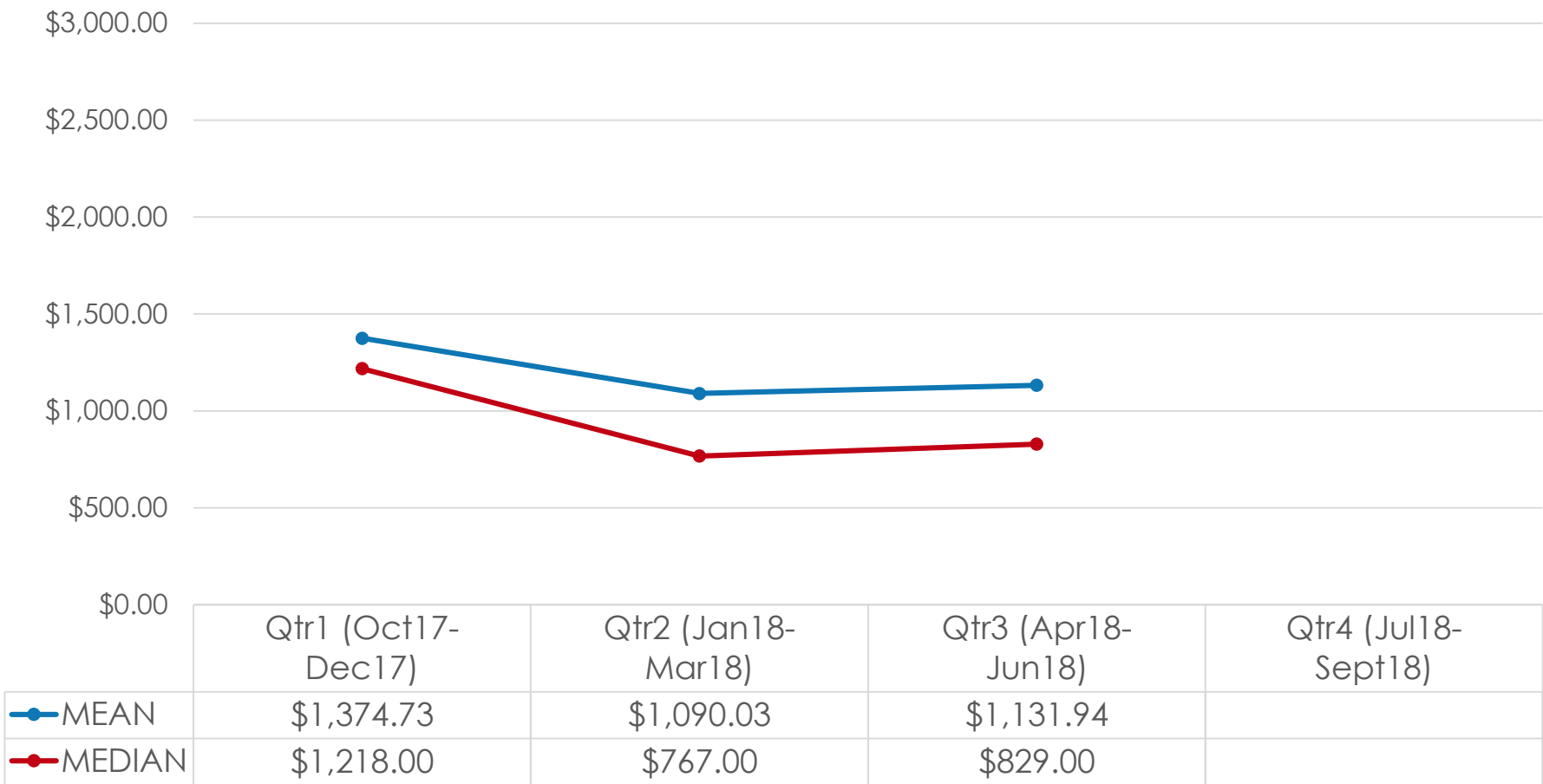
Prepared by Anthology Research

Prepaid Expenses by Category – MEAN Entire Travel Party



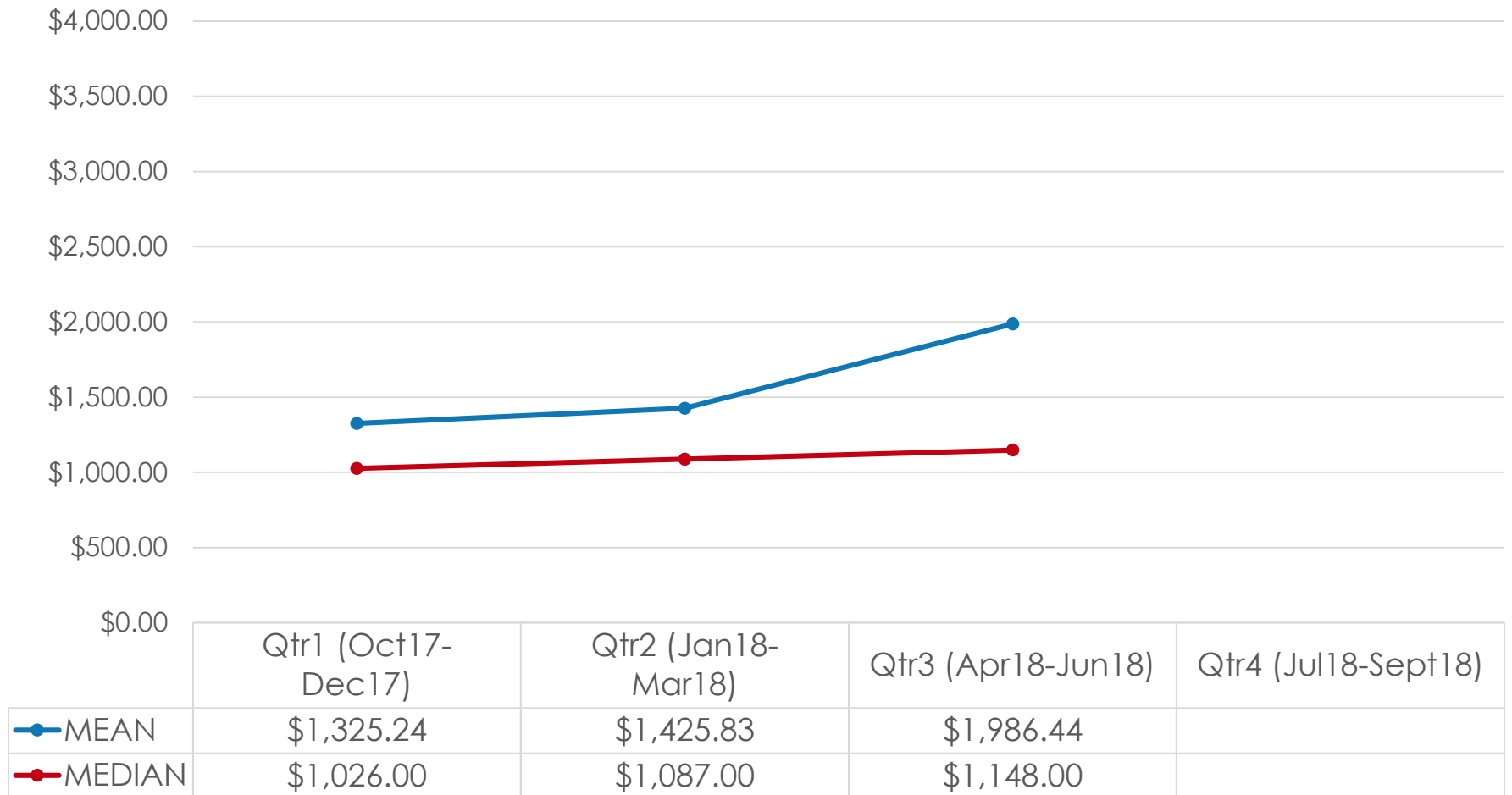
Prepaid– FY2018 Tracking

Airfare & Accommodation Packages



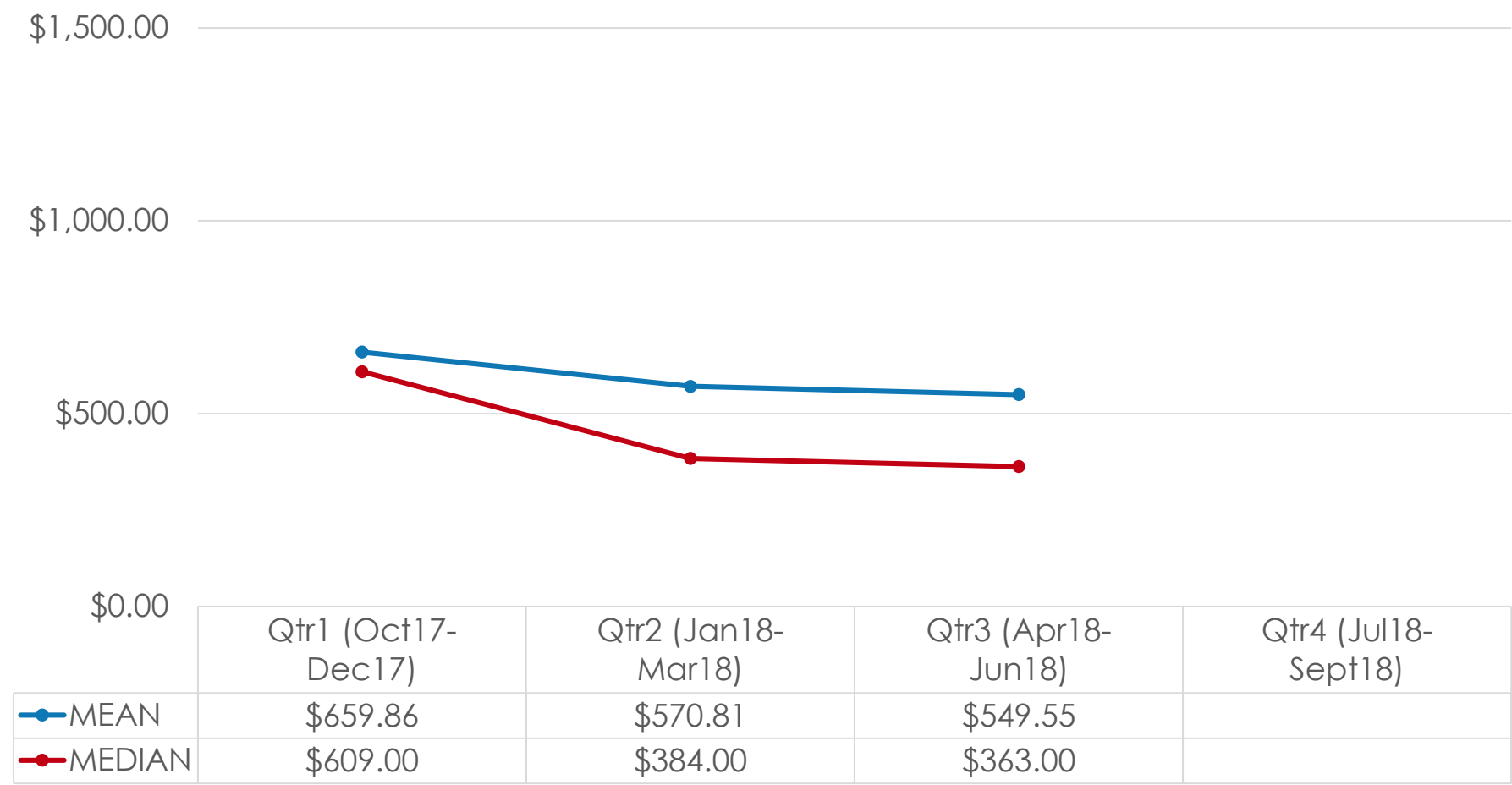
Prepaid– FY2018 Tracking

Airfare & Accommodation W/ Meal Packages



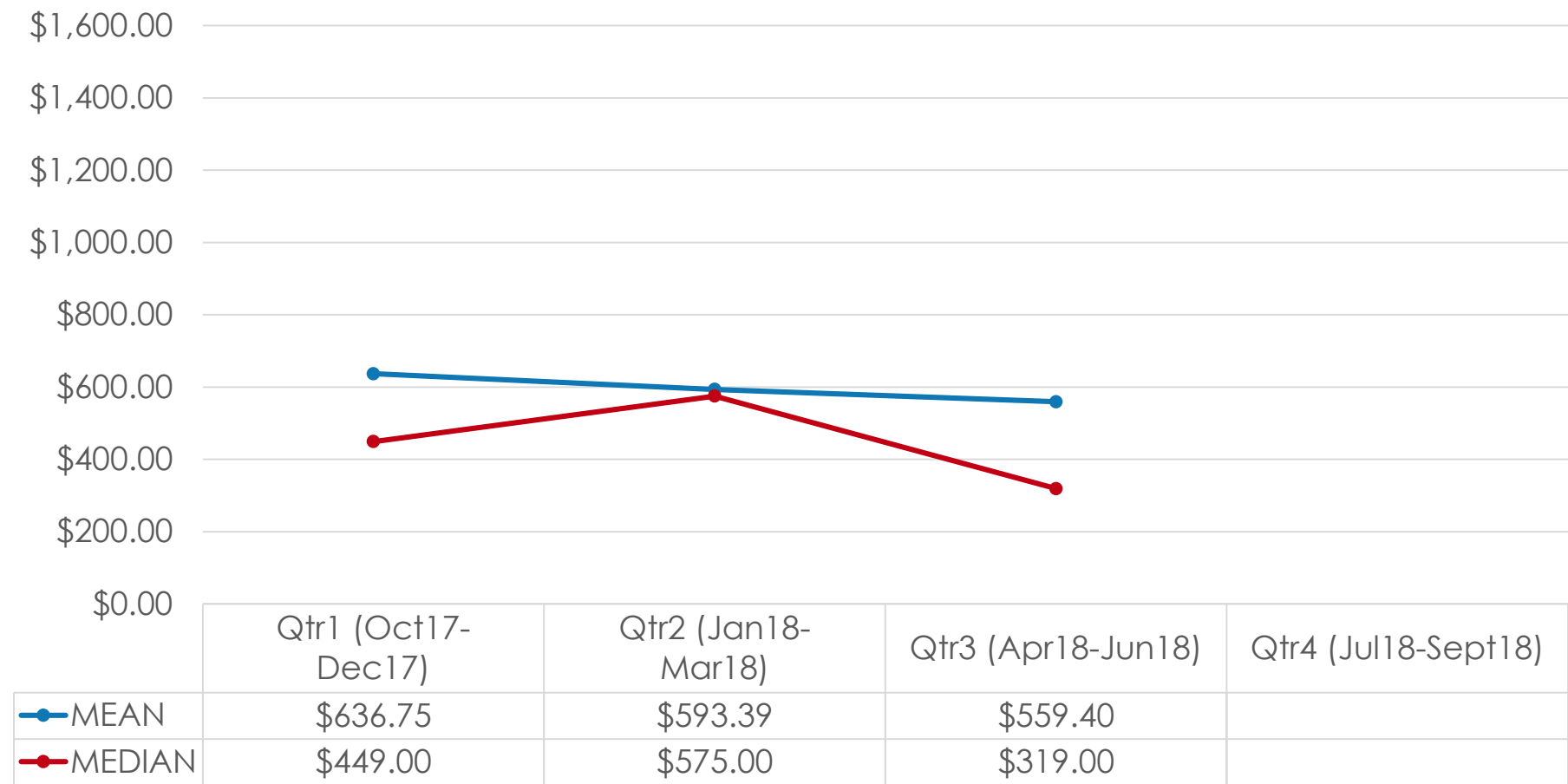
Prepaid– FY2018 Tracking

Airfare Only



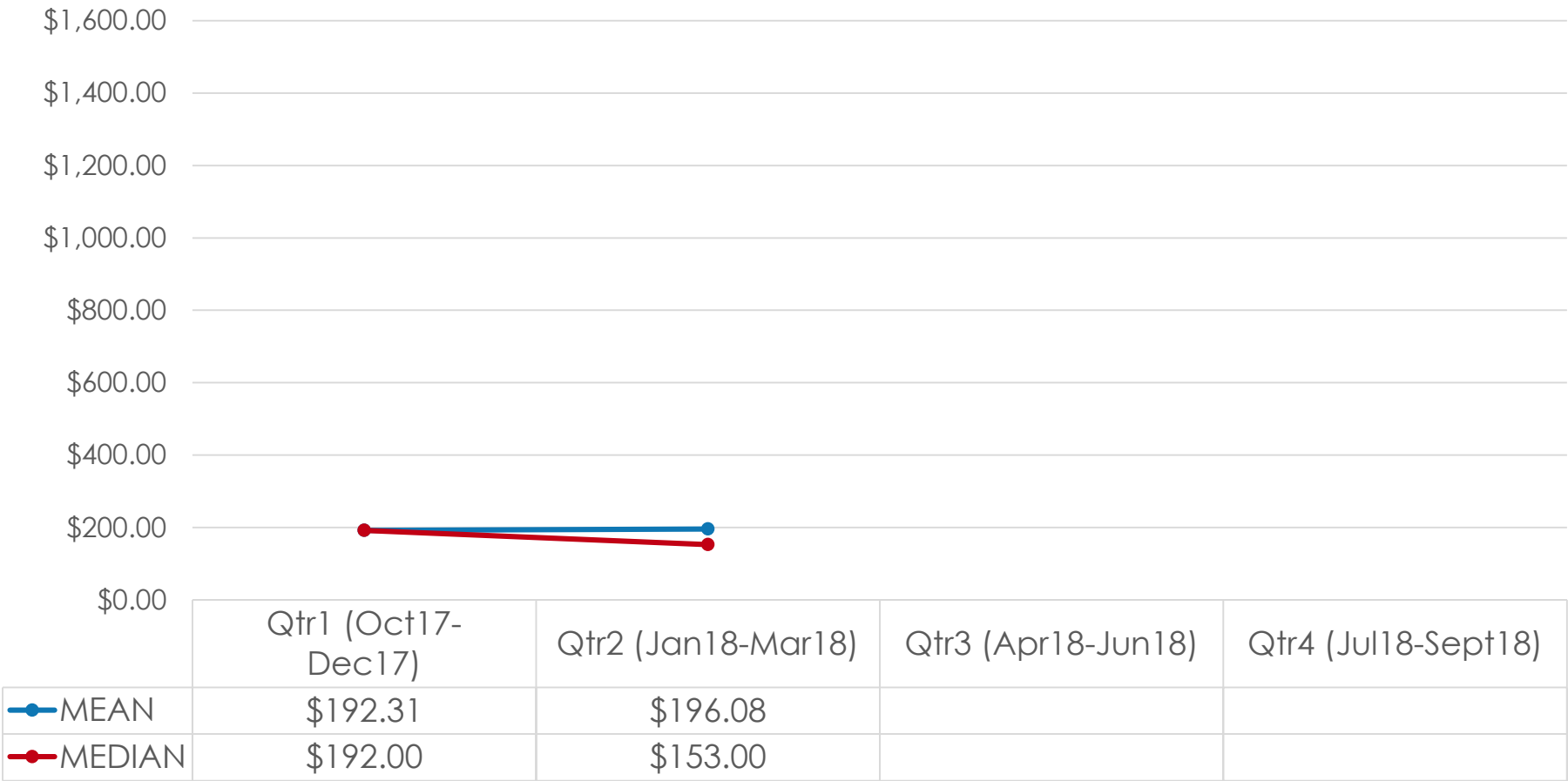
Prepaid– FY2018 Tracking

Accommodations Only



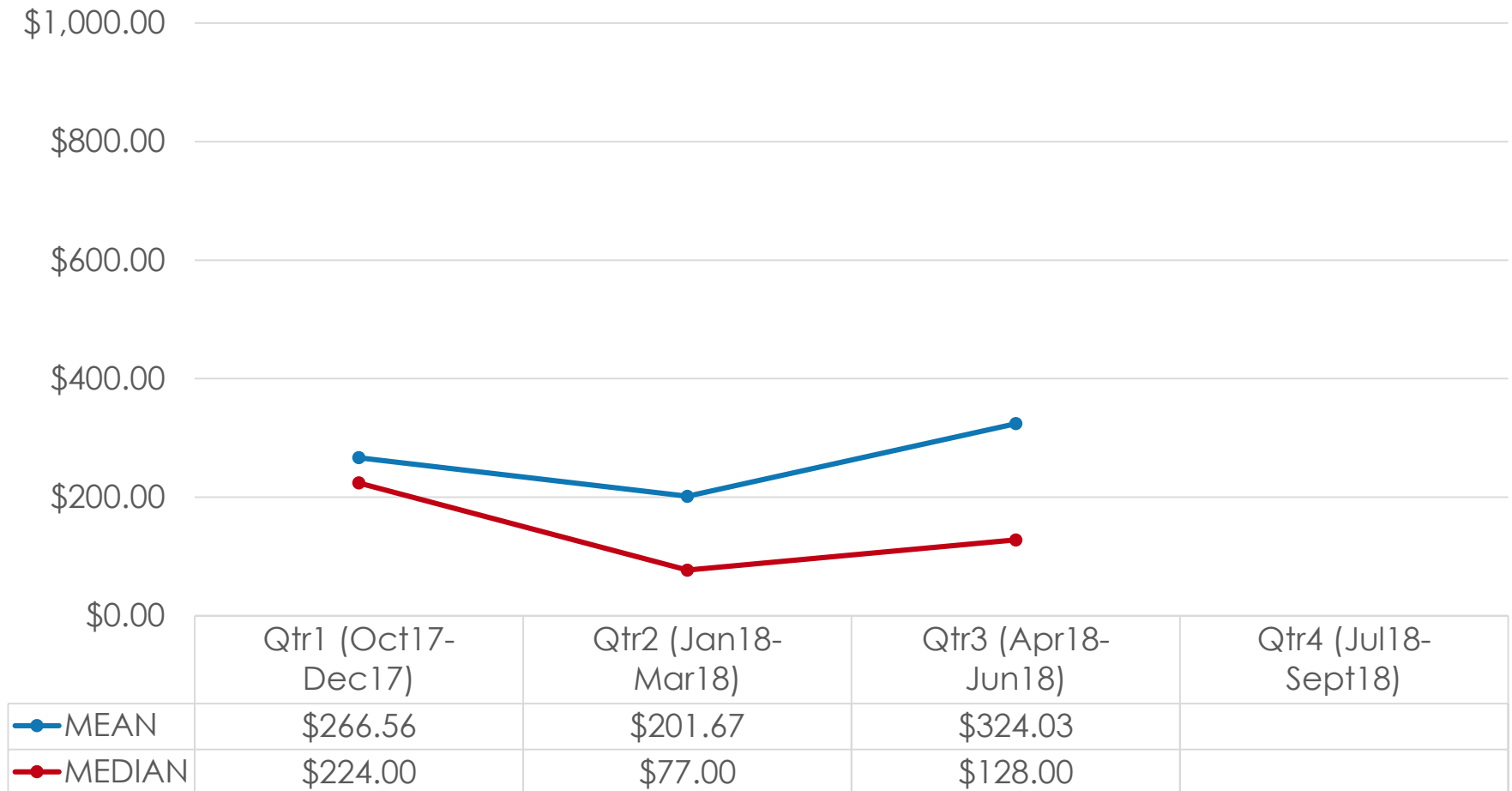
Prepaid– FY2018 Tracking

Accommodations w/ Meal Only



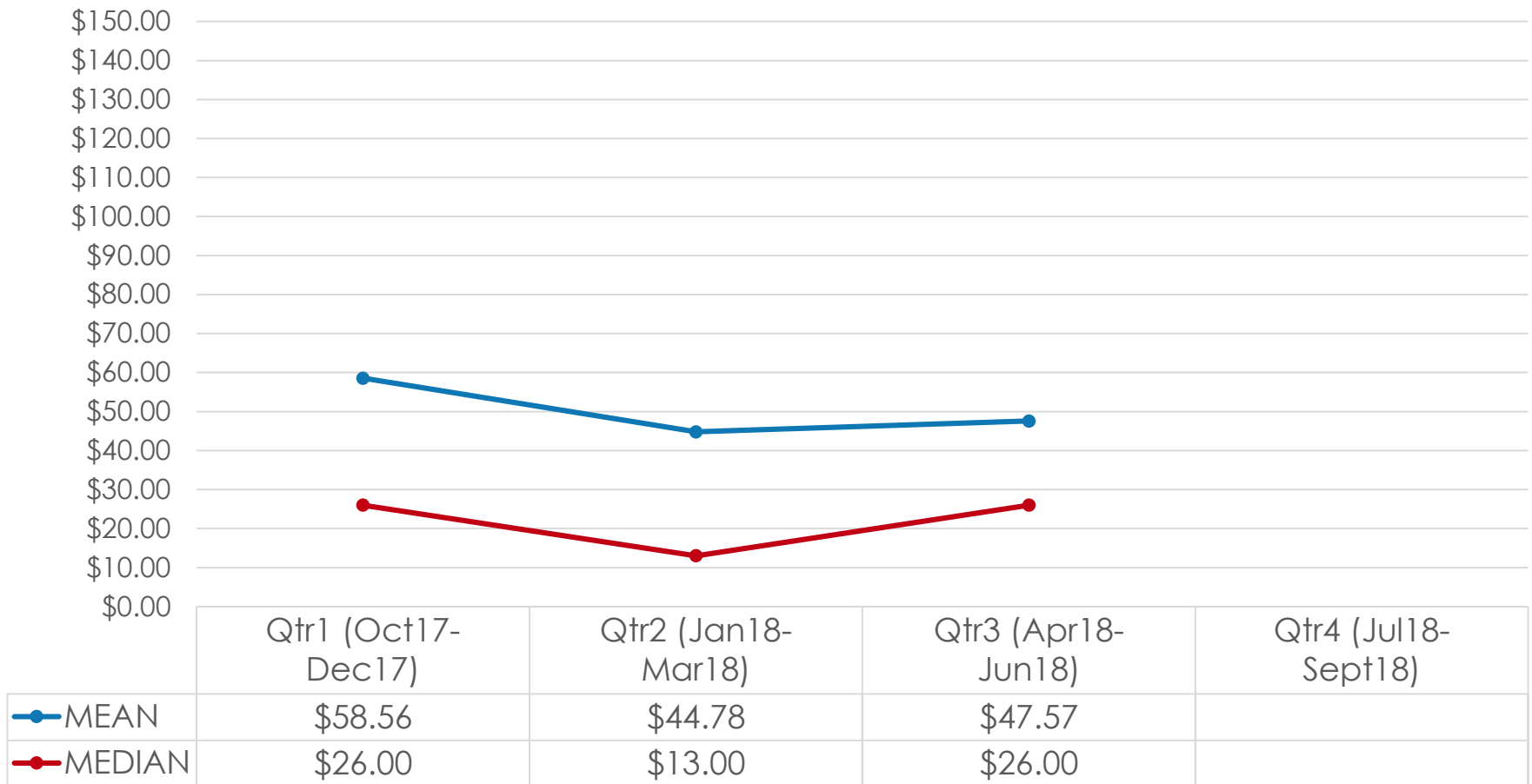
Prepaid– FY2018 Tracking

Food & Beverage in Hotel



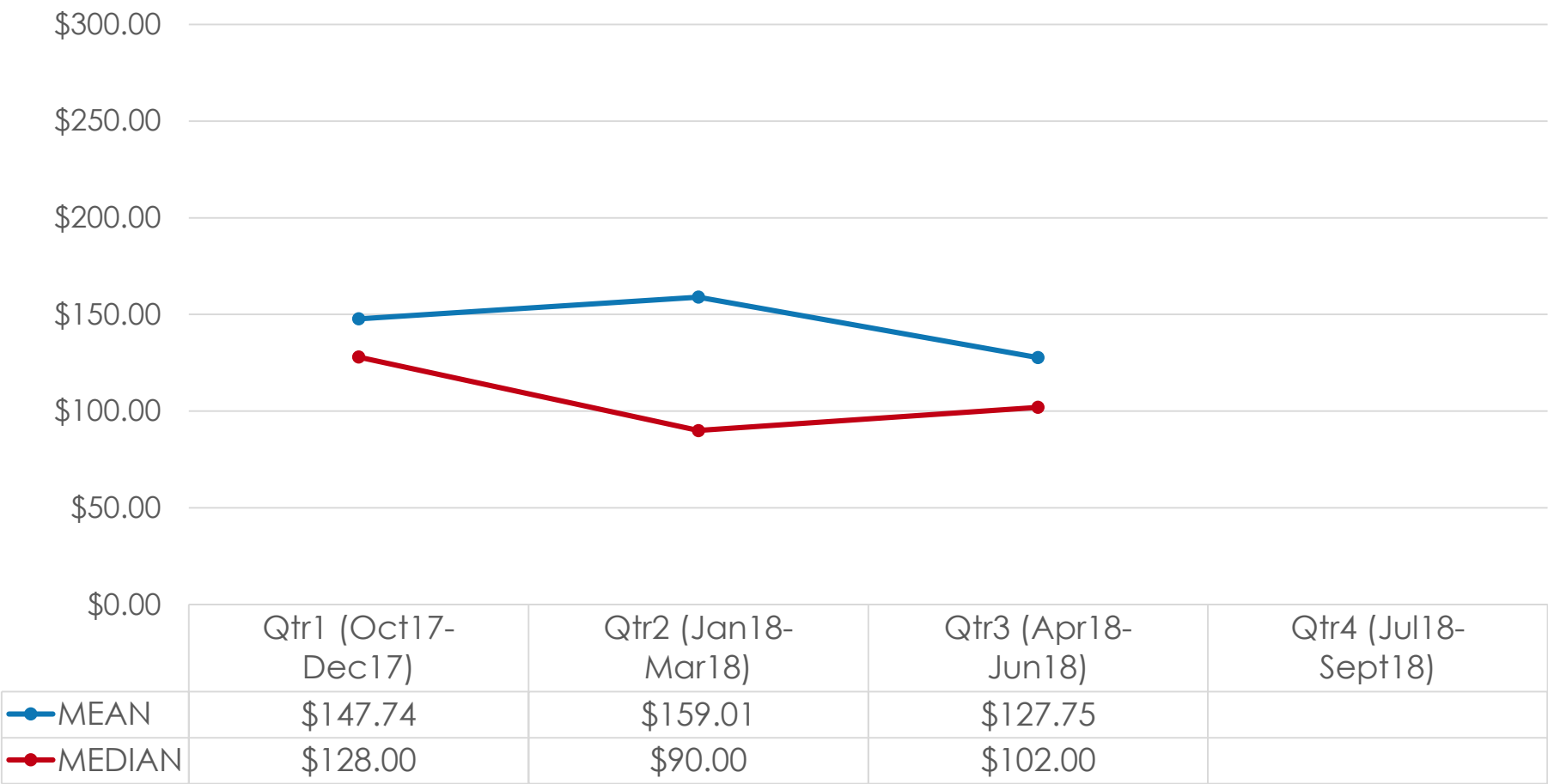
Prepaid– FY2018 Tracking

Ground Transportation – Hong Kong



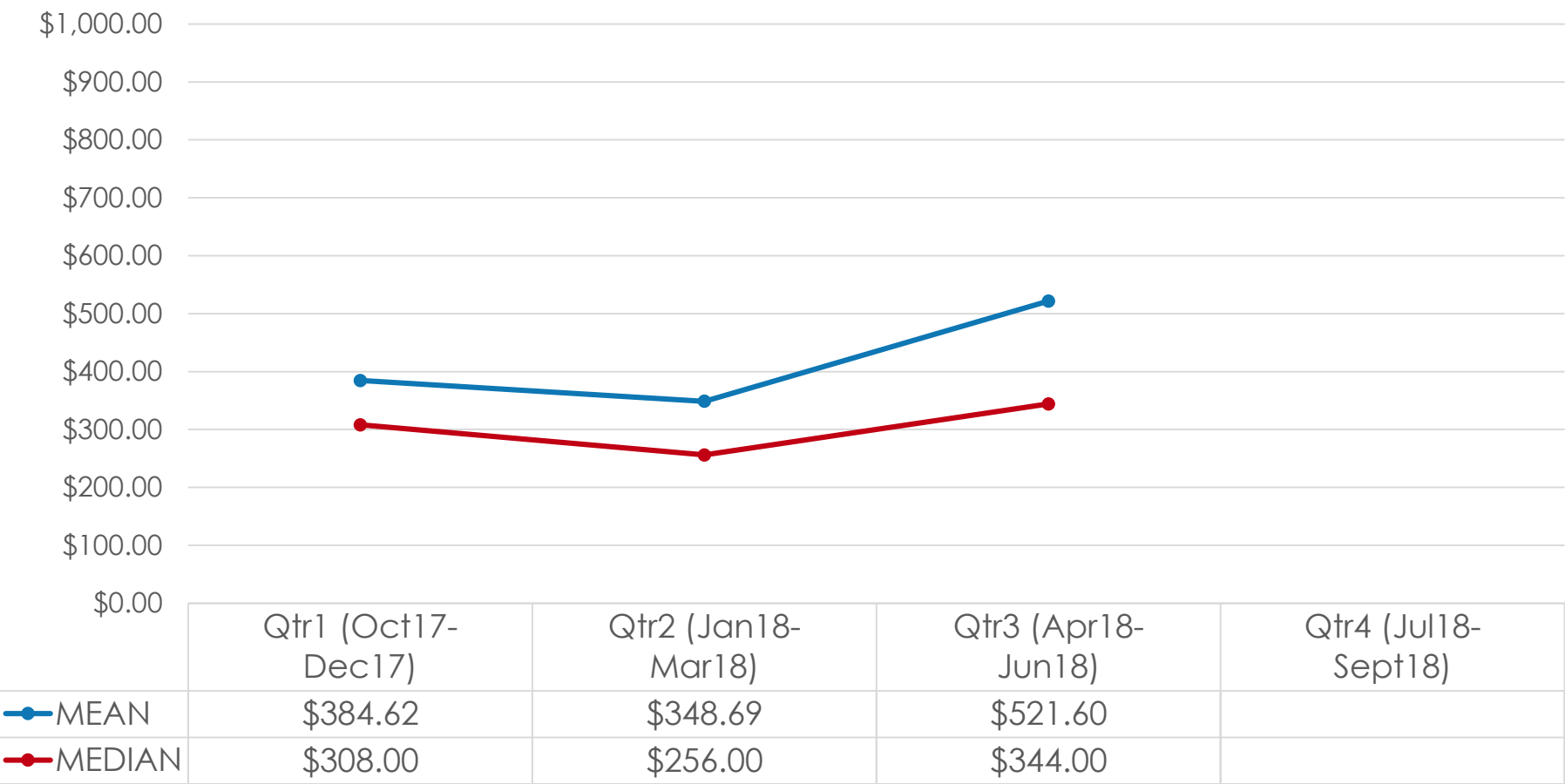
Prepaid– FY2018 Tracking

Ground Transportation - Guam



Prepaid– FY2018 Tracking

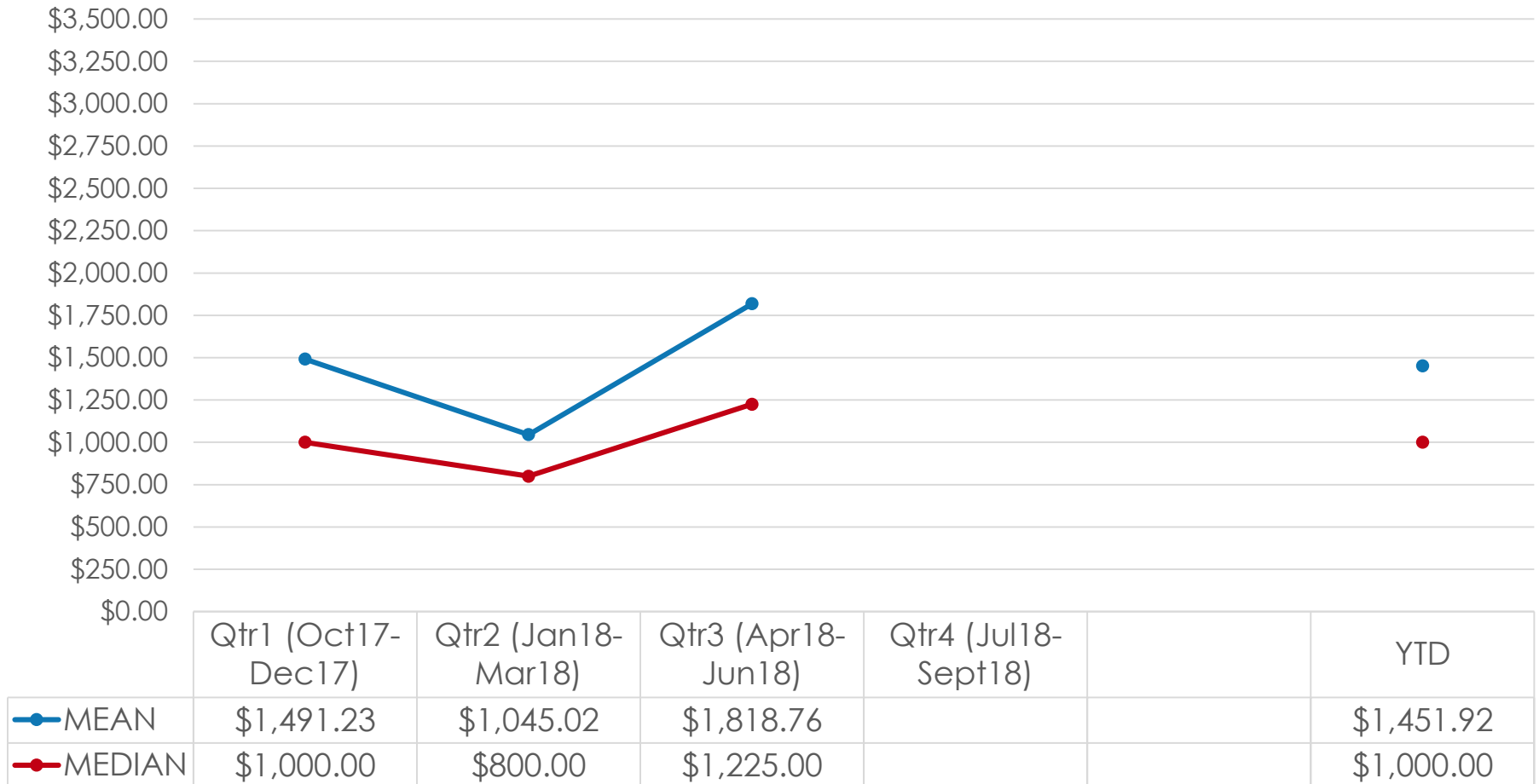
Optional tours/ Activities



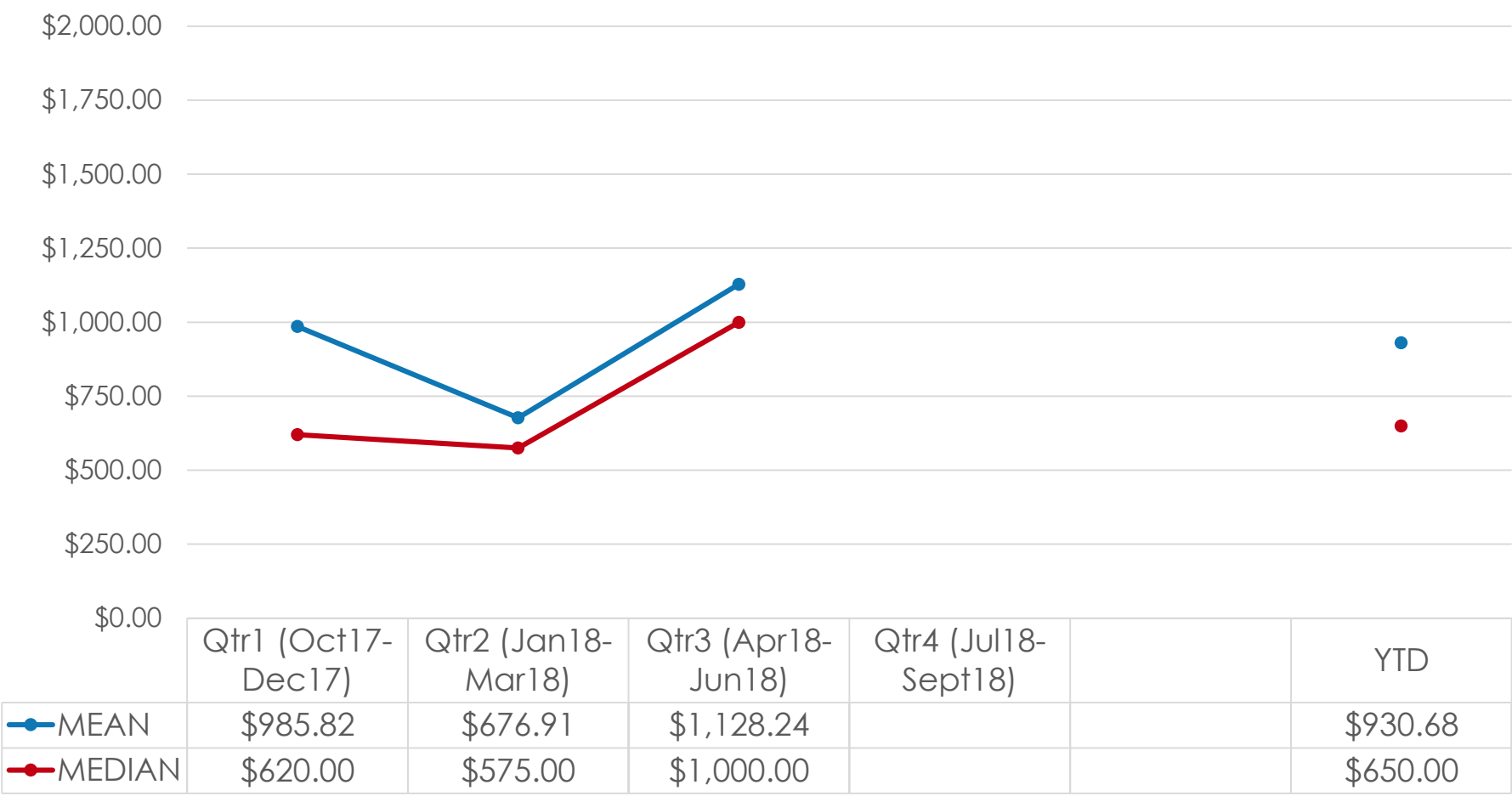
On-Island Expenditures

- \$1,818.76 = overall mean average on-island expense (for entire travel party size) by respondent
- \$1,128.24 = overall mean average per person on-island expenditures

On-Island Entire Travel Party – FY2018 Tracking



On-Island Per Person – FY2018 Tracking



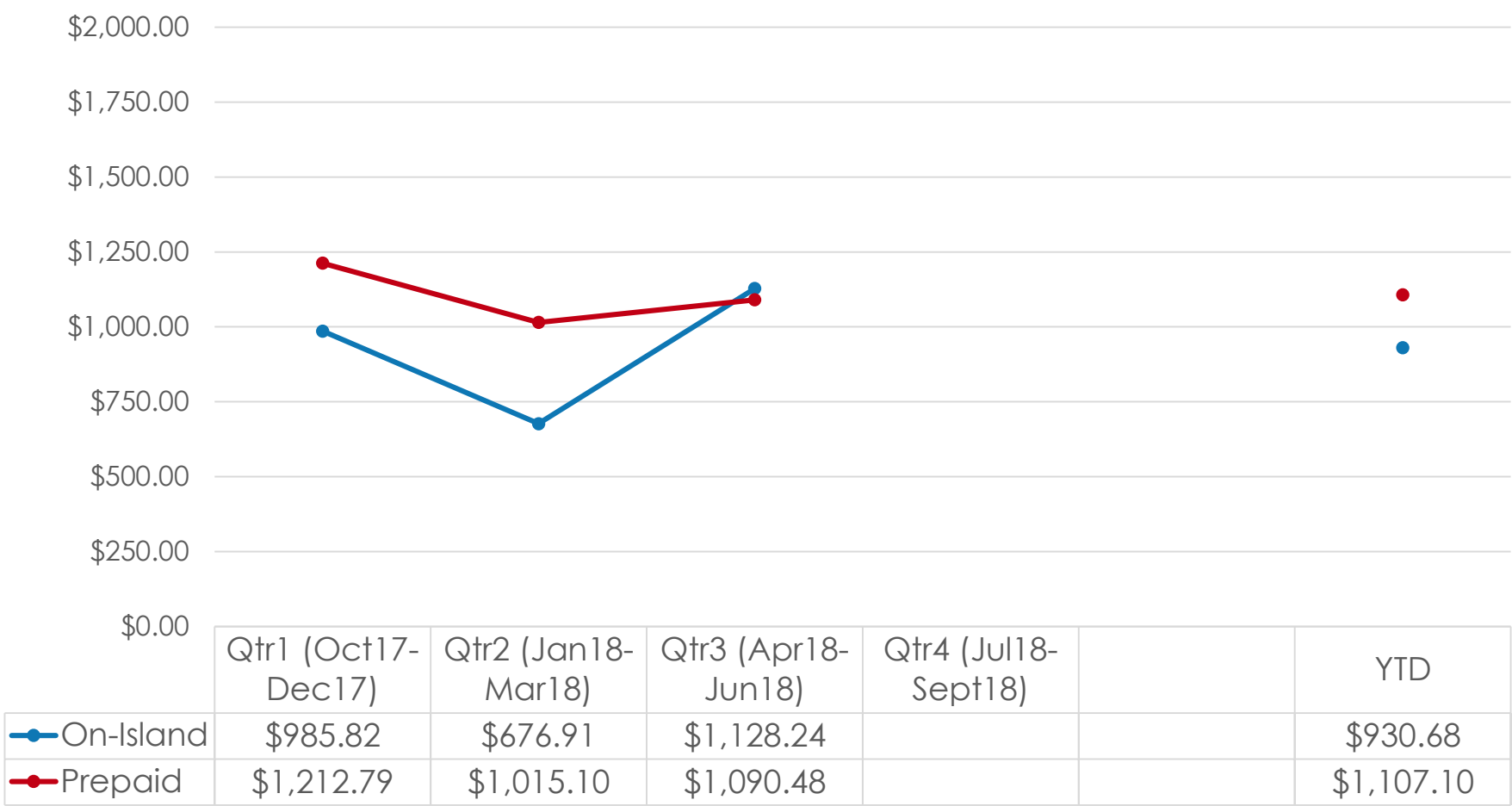
On-Island Per Person – Key Segments

GVB EXIT SURVEY
Q11A ONISLE EXPENDITURE- PER PERSON

| | | TOTAL | FIT | FAMILY | HONEYMOON |
|-----------|--------|------------|------------|------------|-----------|
| | | - | - | - | - |
| ONISLE PP | Mean | \$1,128.24 | \$1,119.45 | \$1,158.63 | \$570.00 |
| | Median | \$1,000 | \$1,000 | \$1,000 | \$288 |

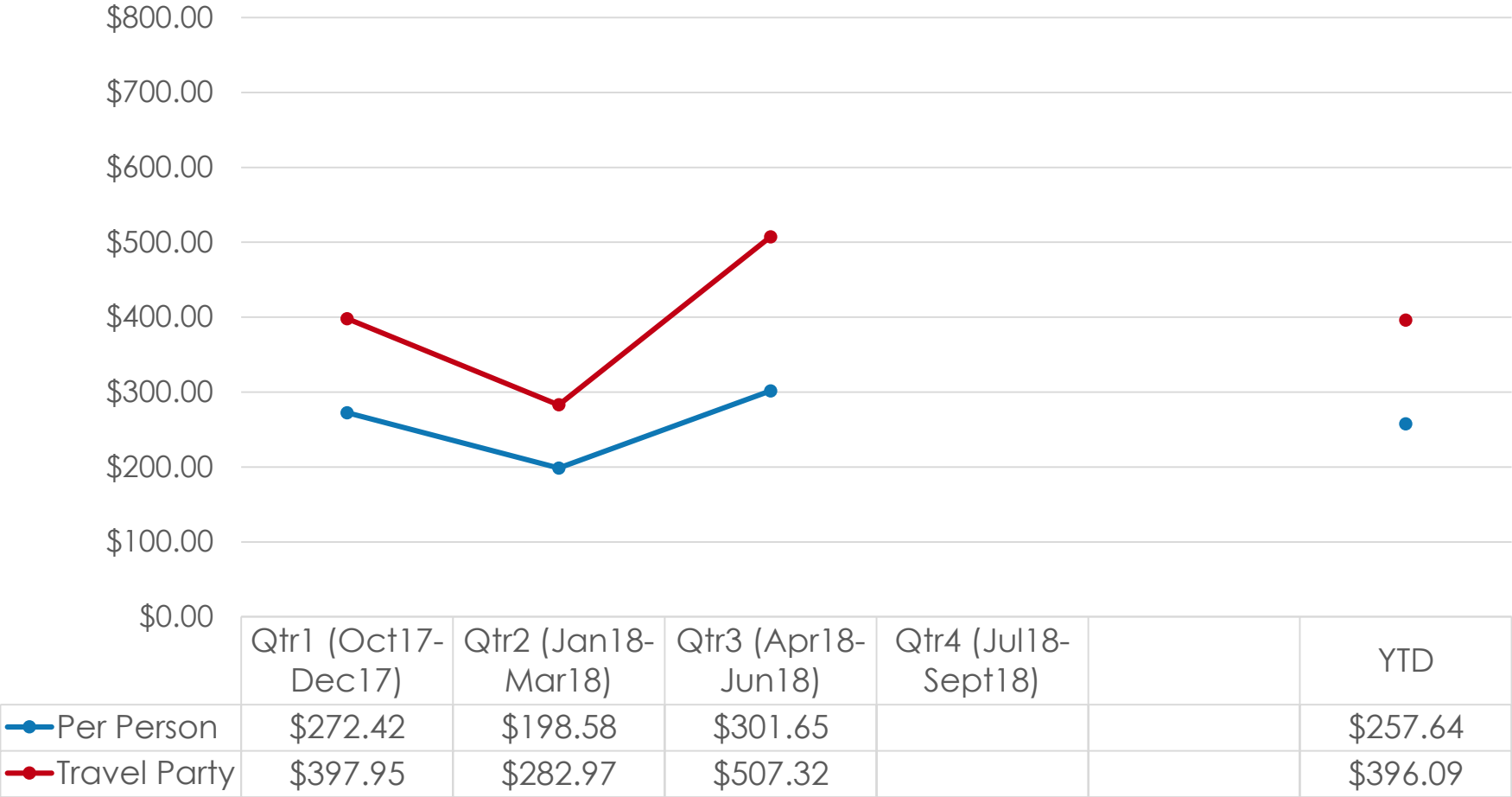
Prepared by Anthology Research

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



On-Island Per Day Spending – FY2018 Tracking

MEAN

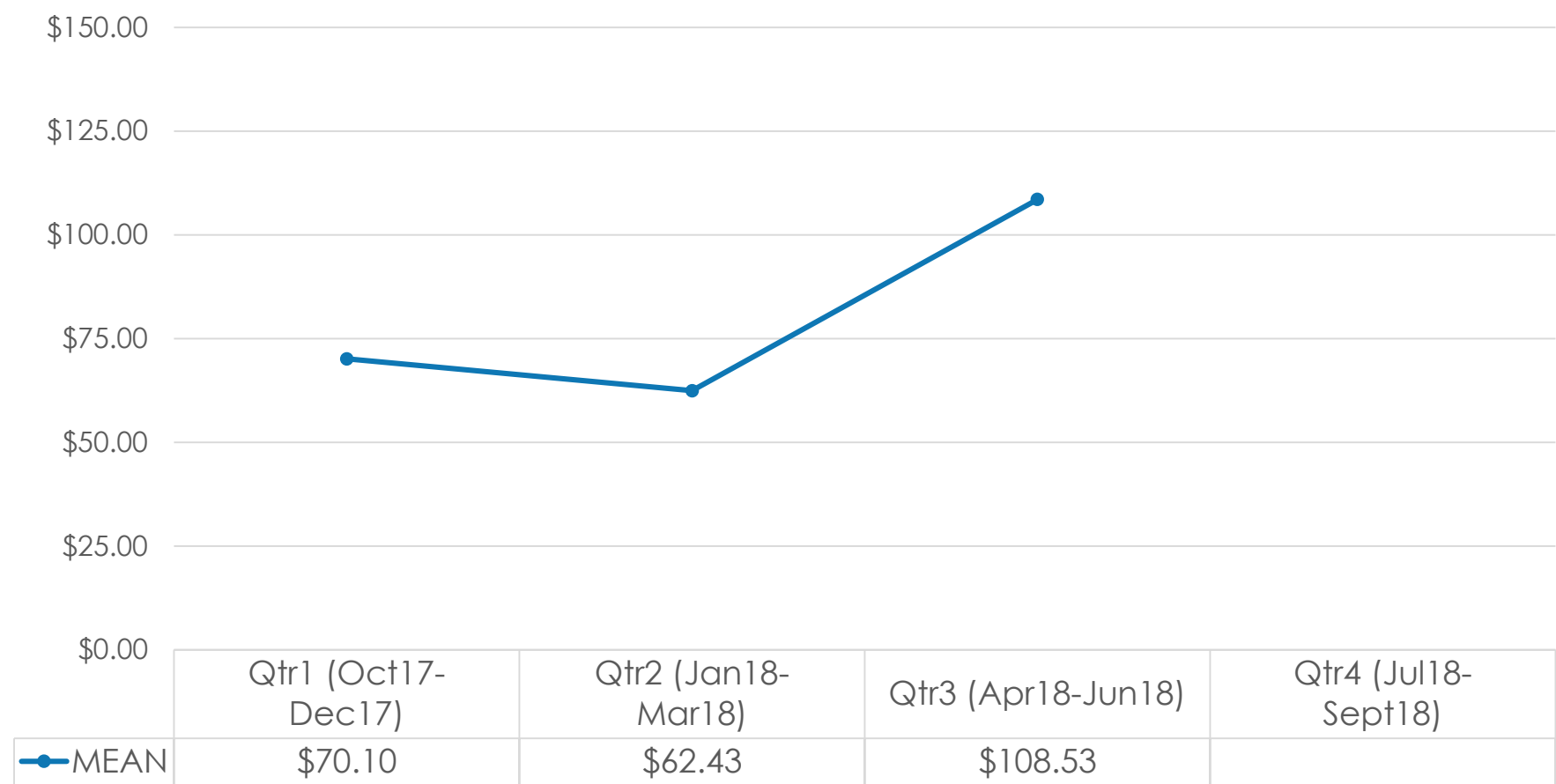


On-Island Expenses by Category – MEAN Entire Travel Party



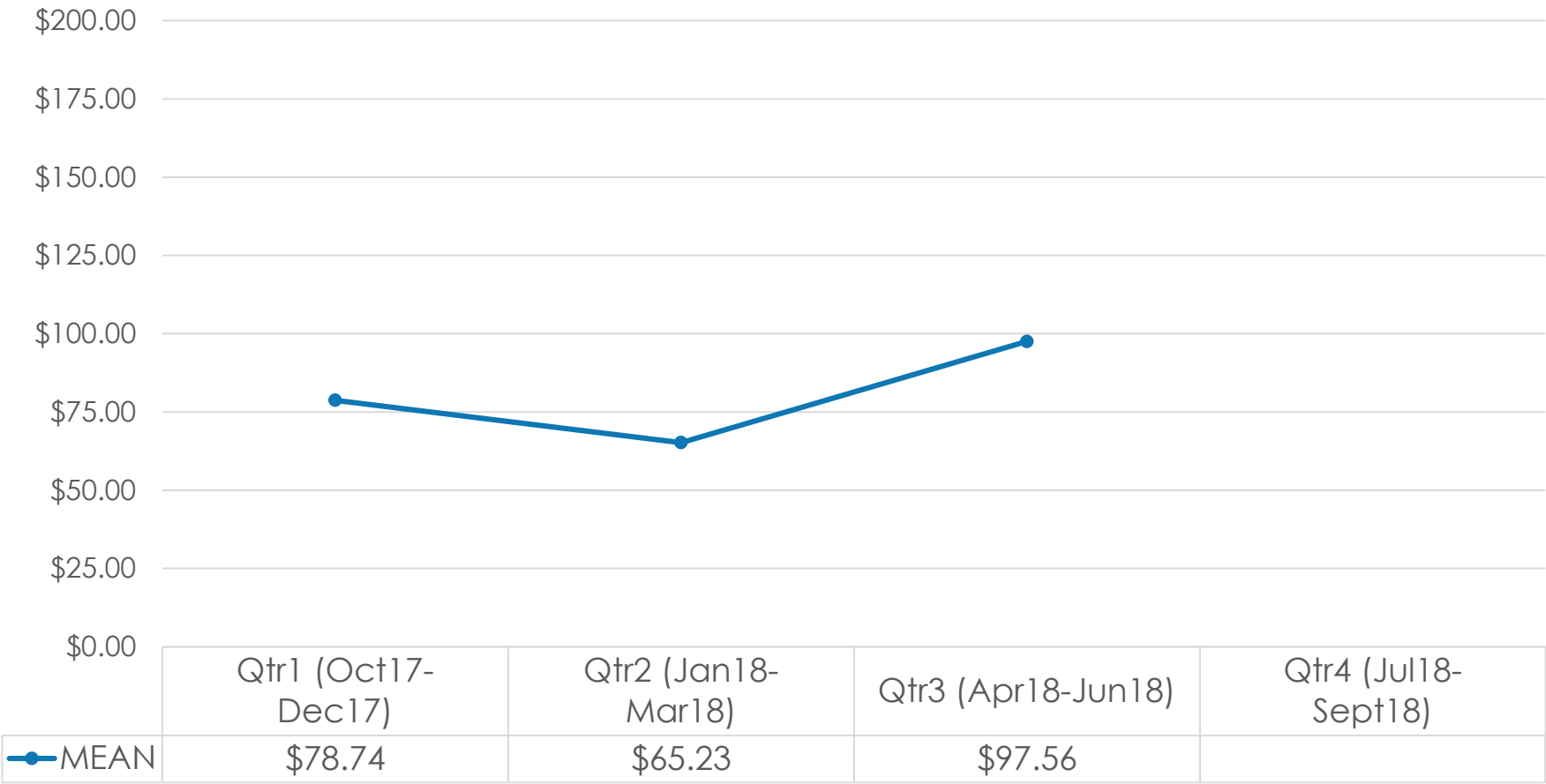
On-Island – FY2018 Tracking

Food & Beverage - Hotel



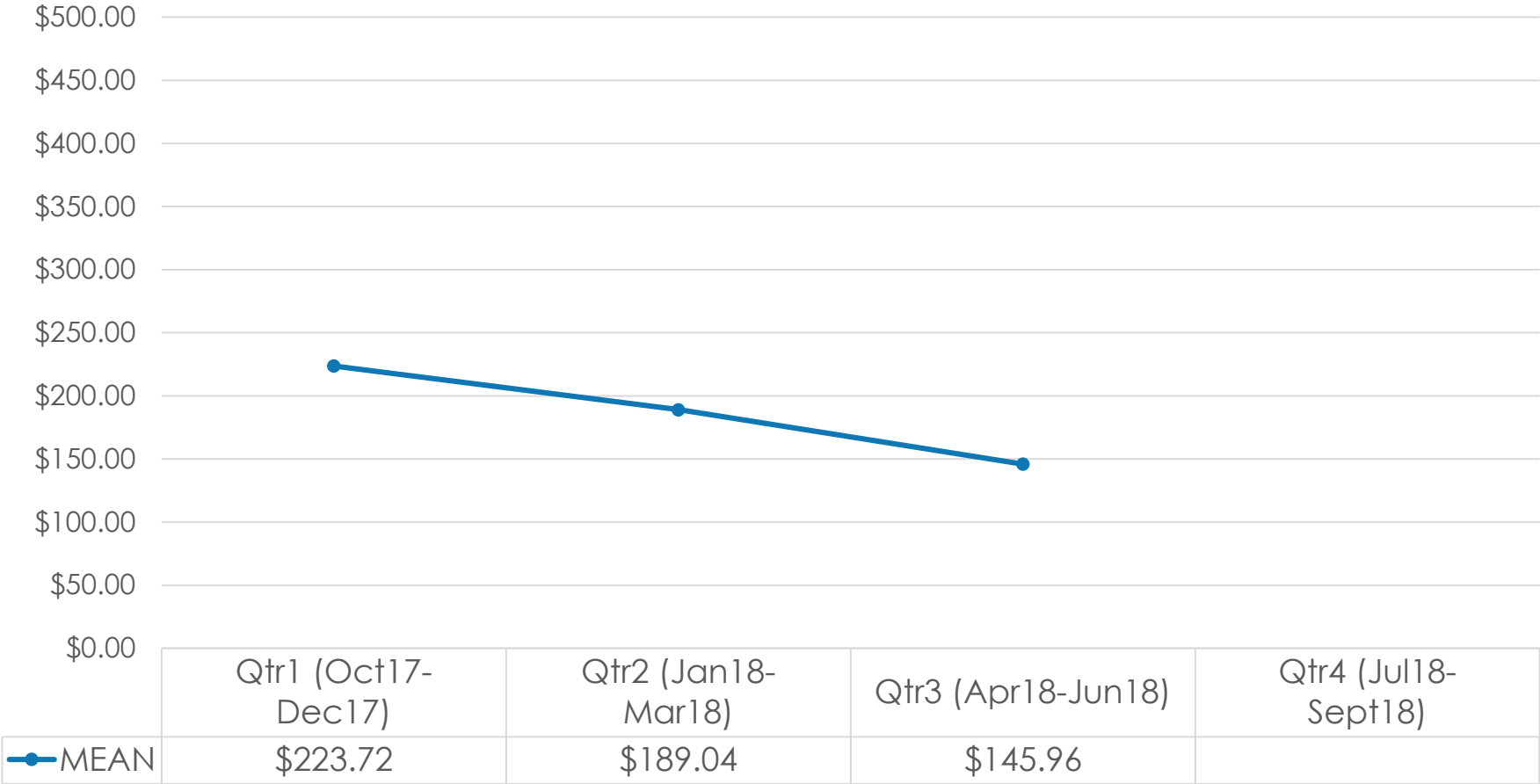
On-Island – FY2018 Tracking

Food & Beverage – Fast Food/ Convenience Store



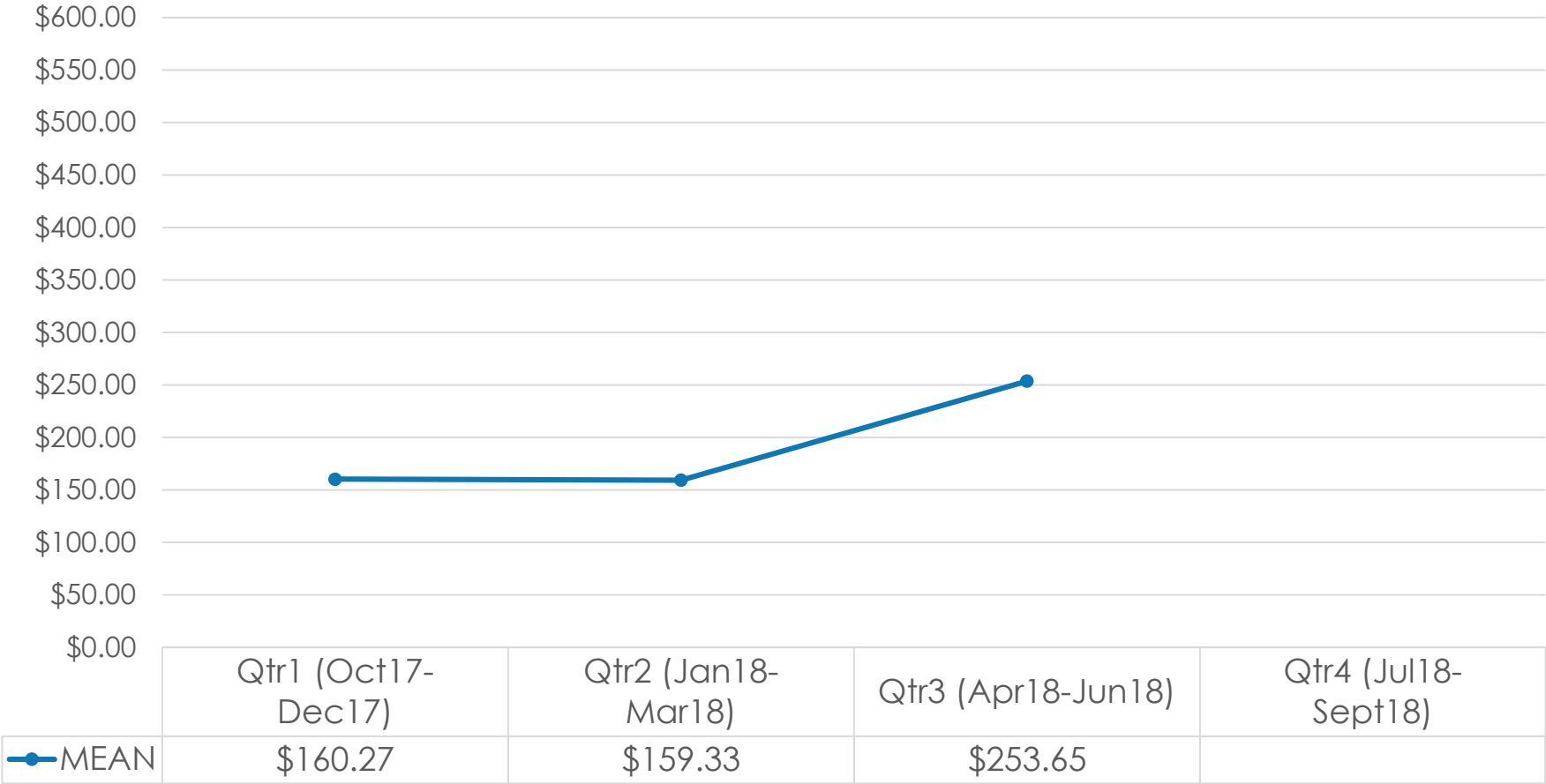
On-Island – FY2018 Tracking

Food & Beverage – Restaurant/ Drinking Est Outside Hotel



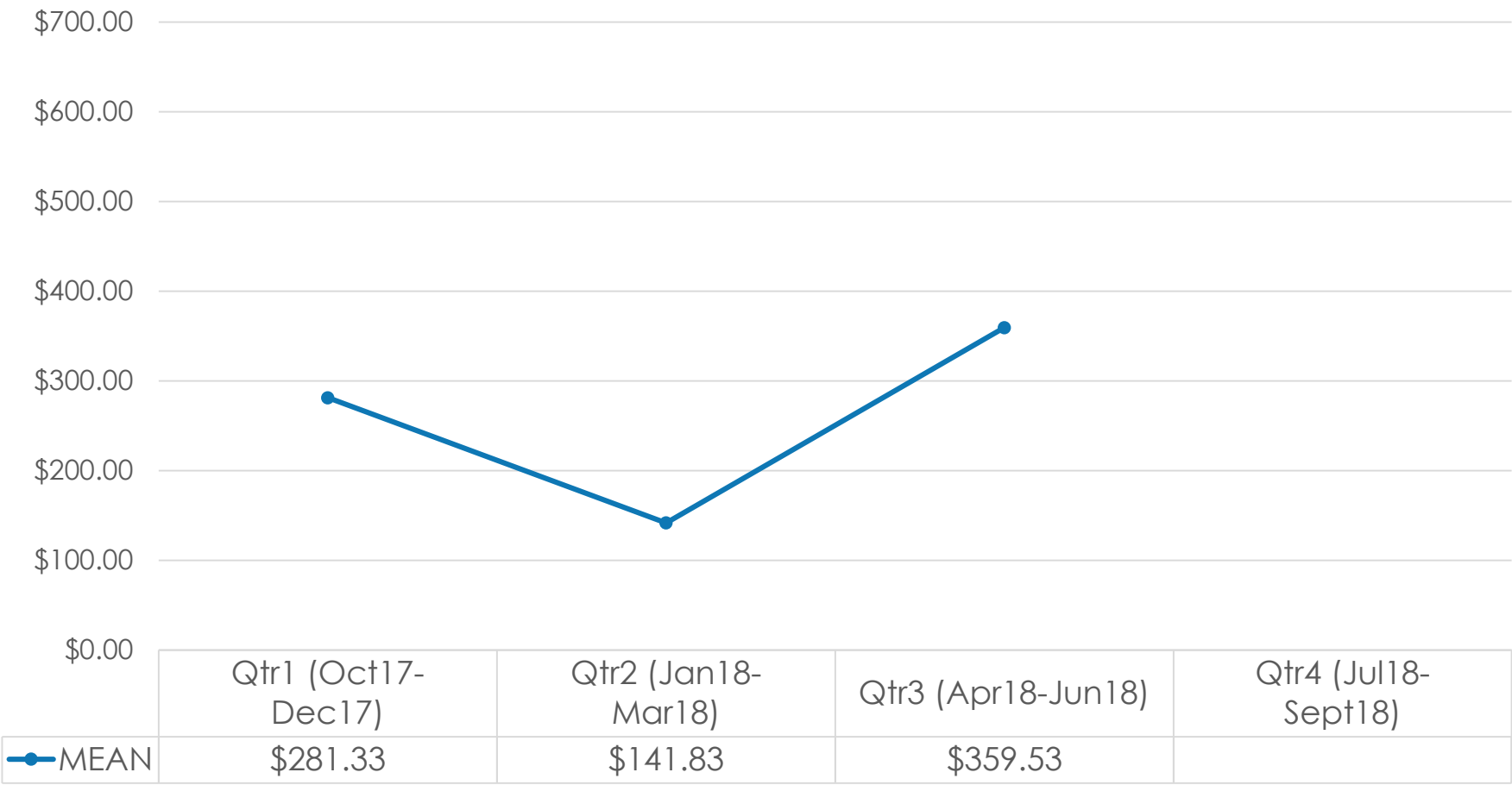
On-Island – FY2018 Tracking

Optional tour/ Activities



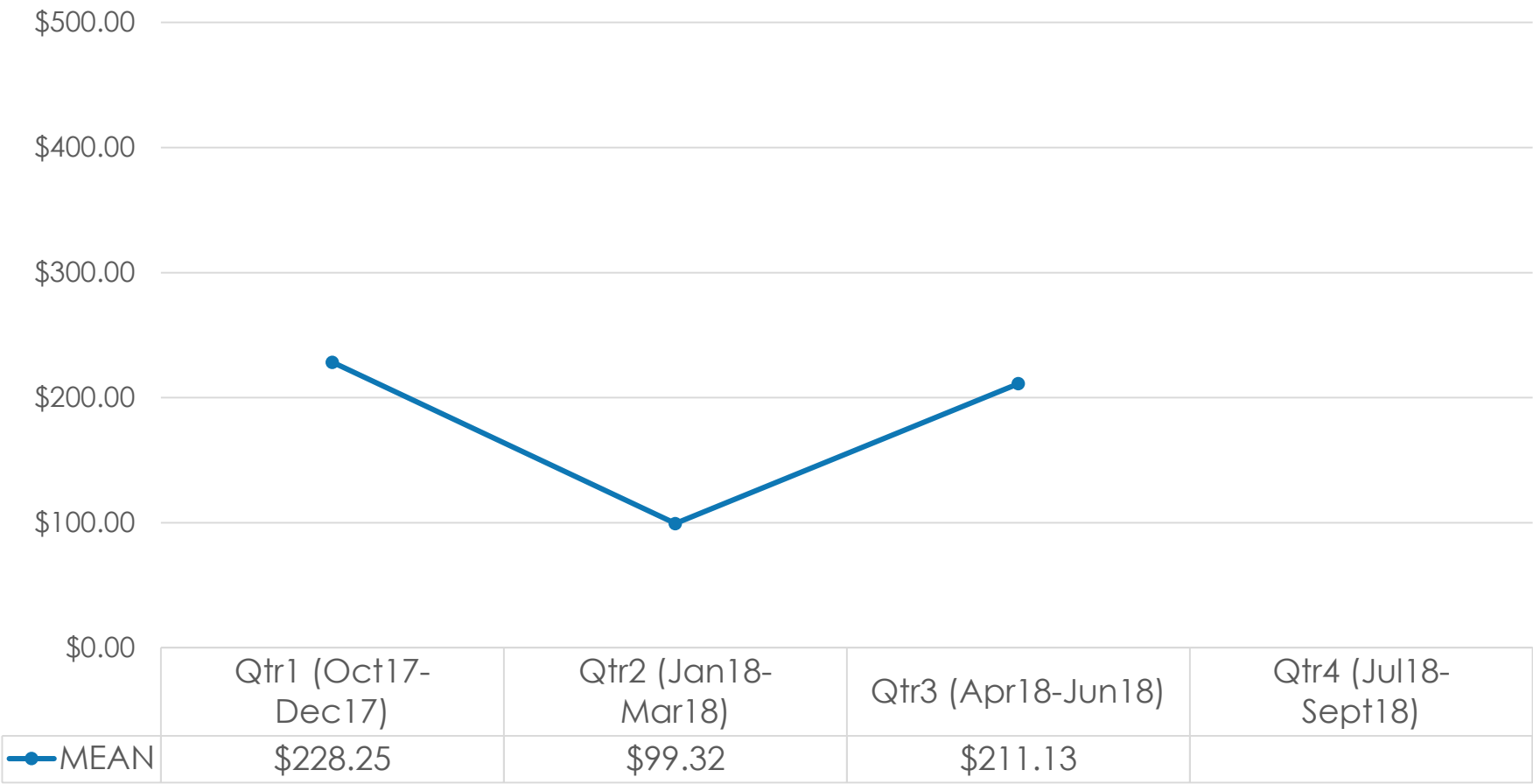
On-Island – FY2018 Tracking

Gift/ Souvenir – Self/ Companion



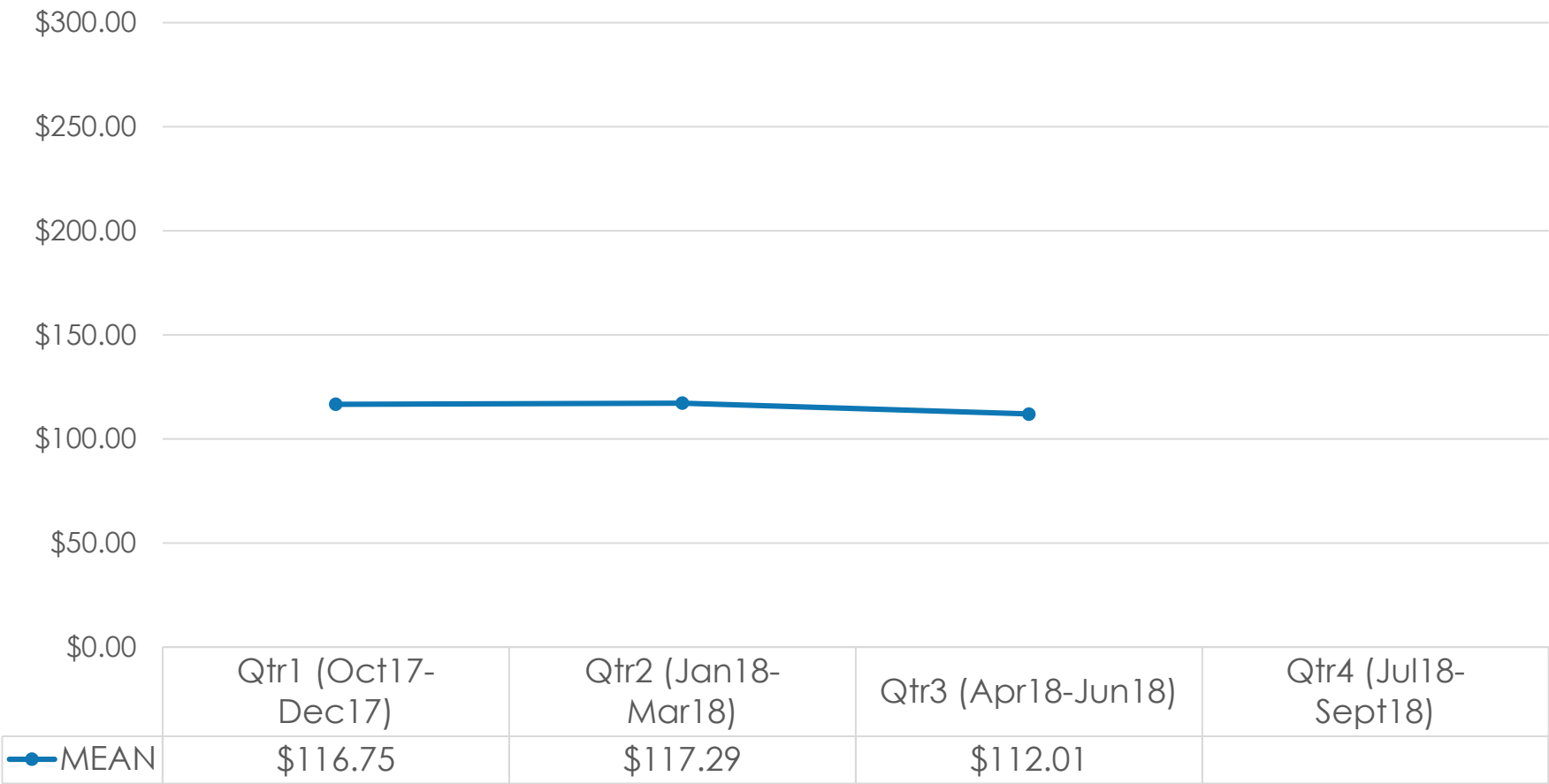
On-Island – FY2018 Tracking

Gift/ Souvenir – Friends/ Family



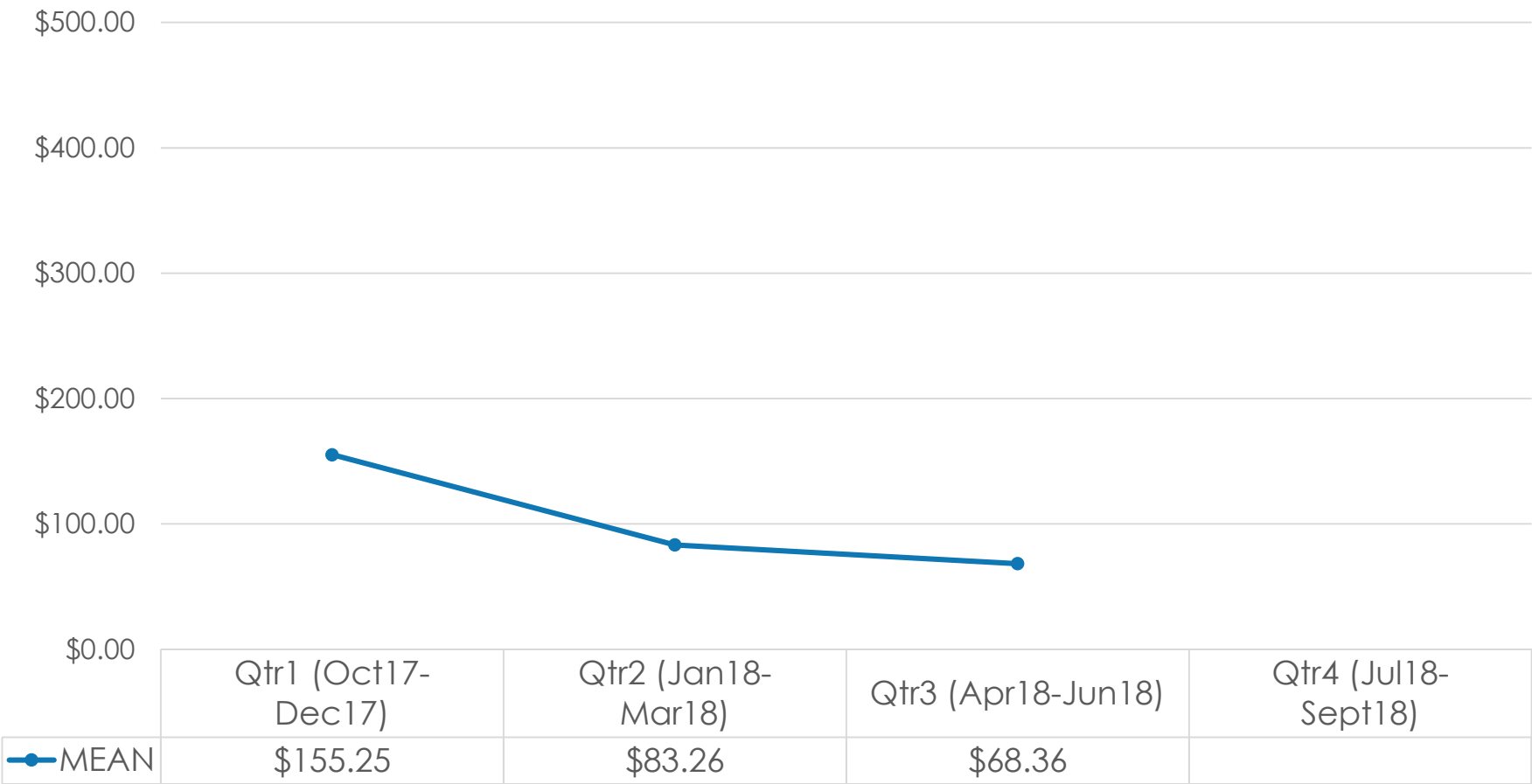
On-Island – FY2018 Tracking

Local Transportation



On-Island – FY2018 Tracking

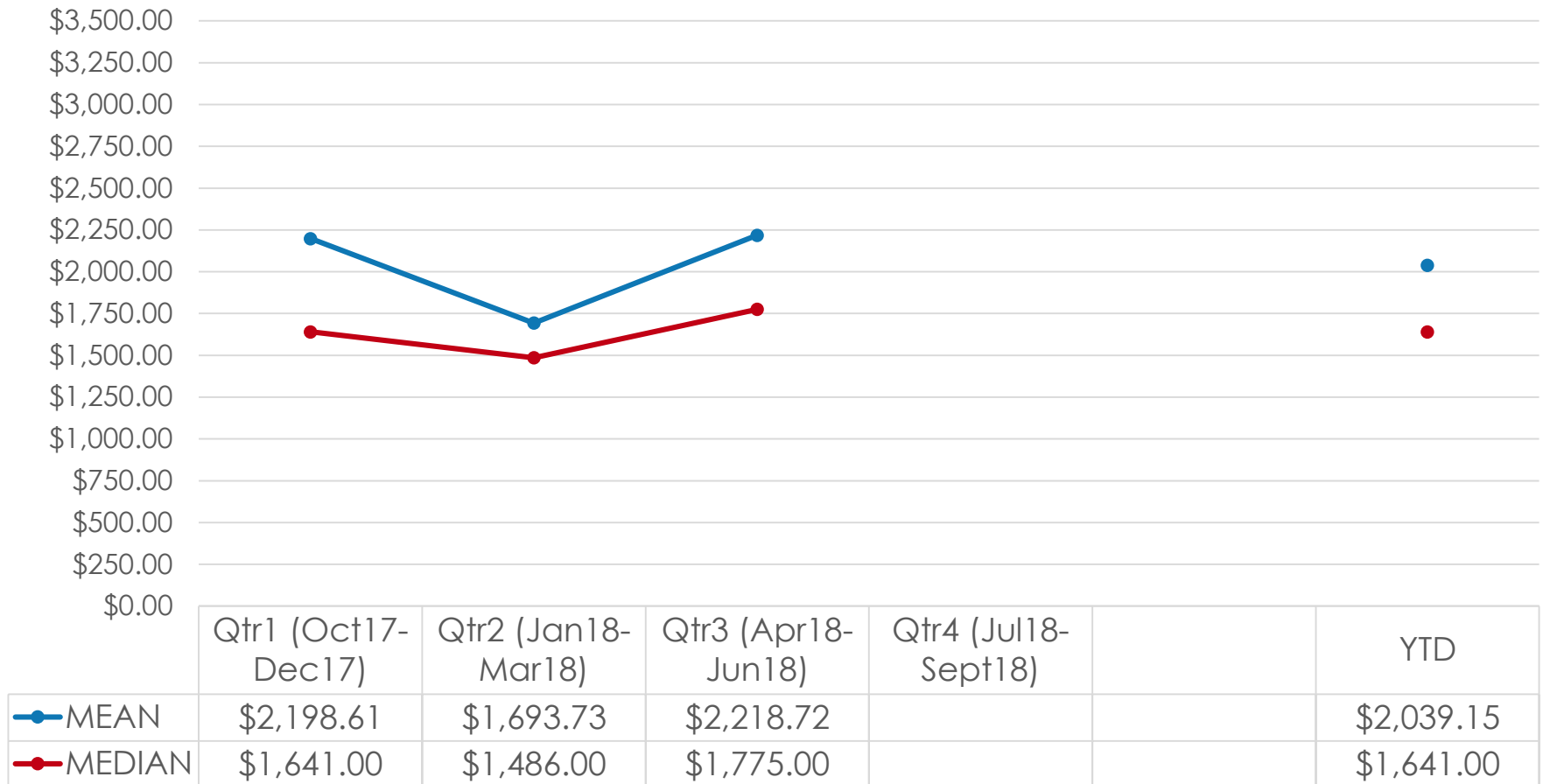
Other Not Included



TOTAL (On-Isle + Prepaid) Expenditures Per Person

- \$2,218.72 = overall mean average prepaid expense by respondent/ Per Person

TOTAL Per Person Expenditures – FY2018 Tracking



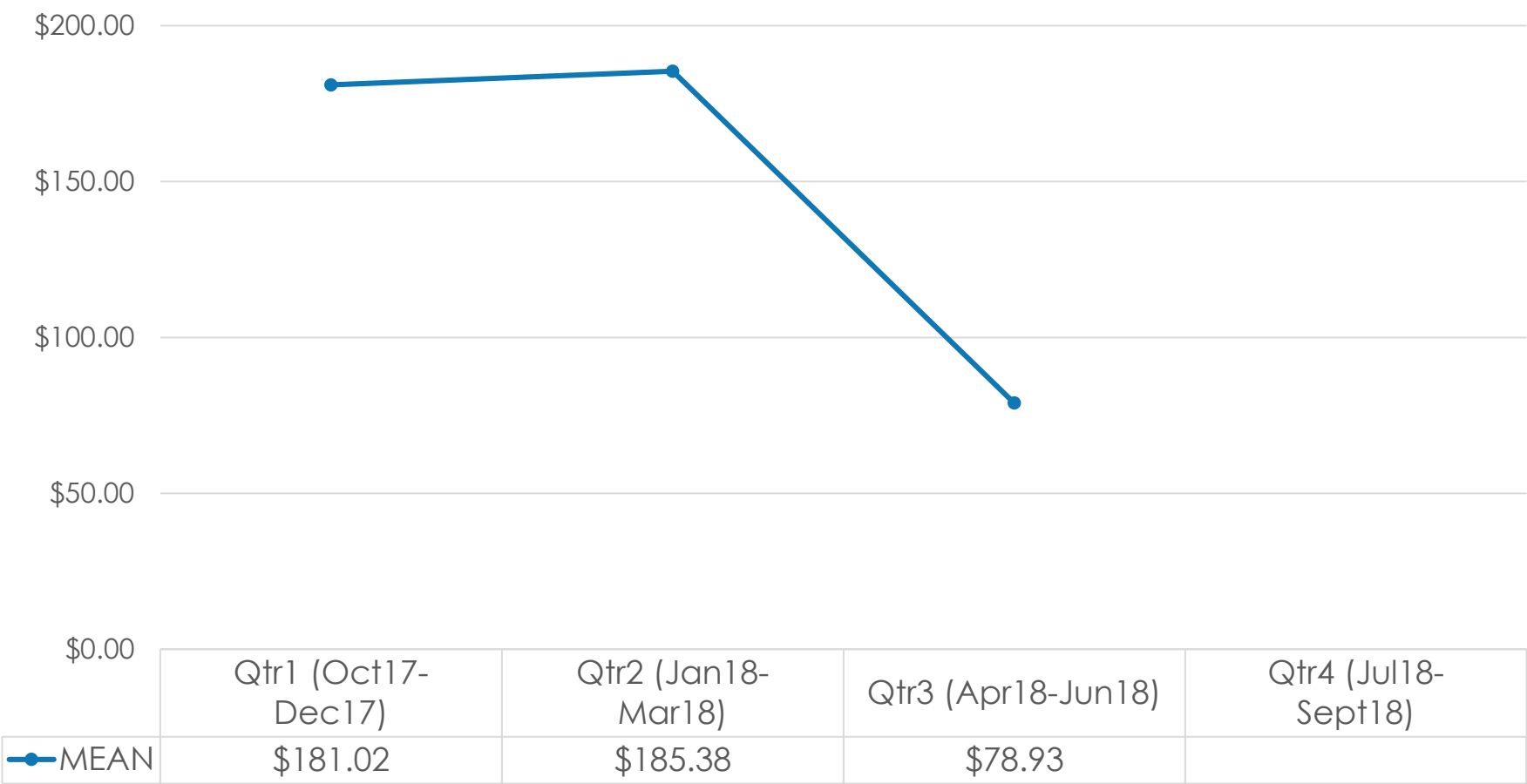
TOTAL Per Person Expenditures – Key Segments

**GVB EXIT SURVEY
TOTAL PER PERSON SPENDING**

| | | TOTAL | FIT | FAMILY | HONEYMOON |
|----------|--------|------------|------------|------------|------------|
| | | - | - | - | - |
| TOTAL PP | Mean | \$2,218.72 | \$2,162.26 | \$2,390.51 | \$2,059.16 |
| | Median | \$1,775 | \$1,759 | \$1,893 | \$2,005 |

Prepared by Anthology Research

GUAM AIRPORT EXPENDITURE – FY2018 Tracking

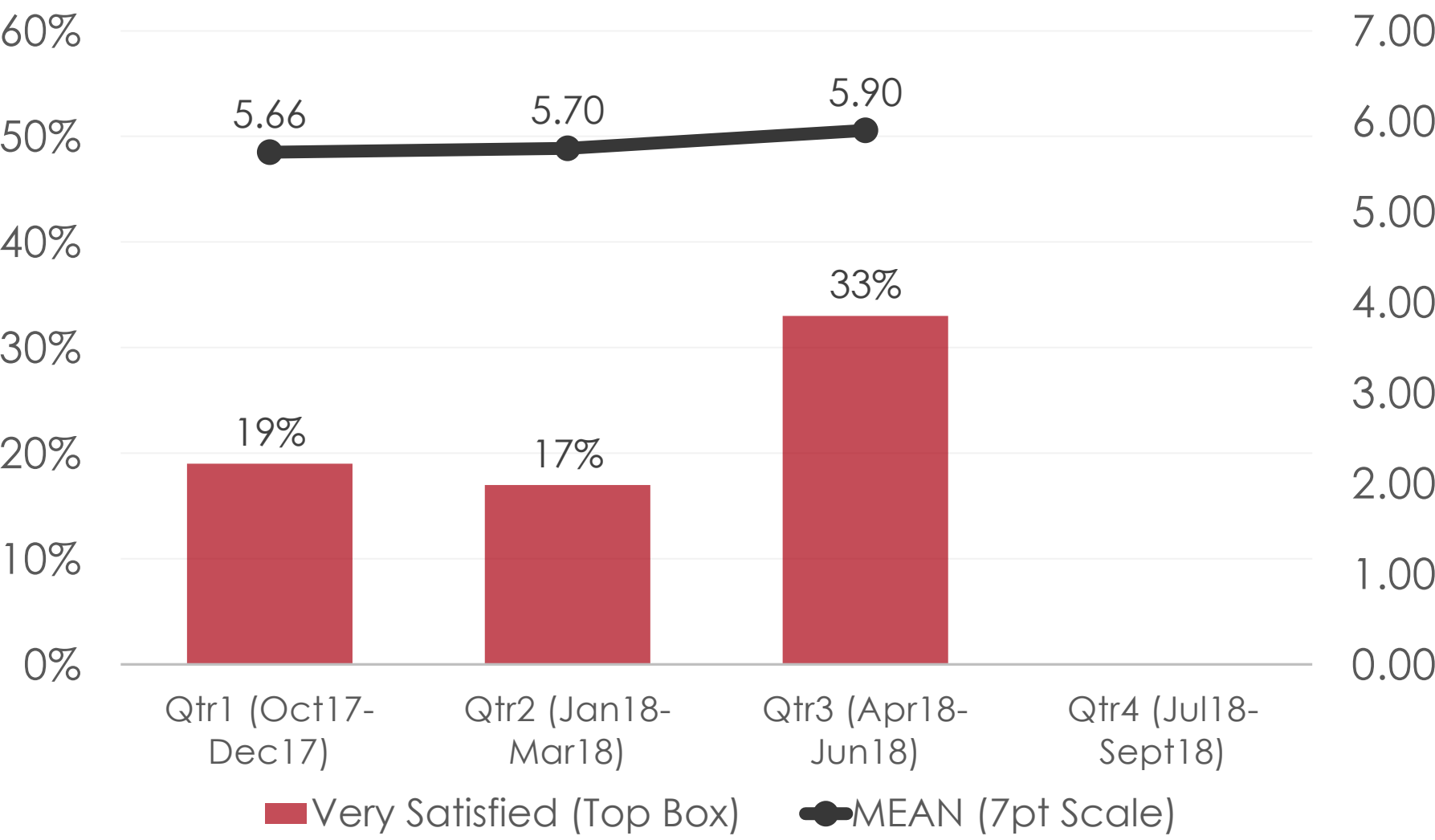


SECTION 4

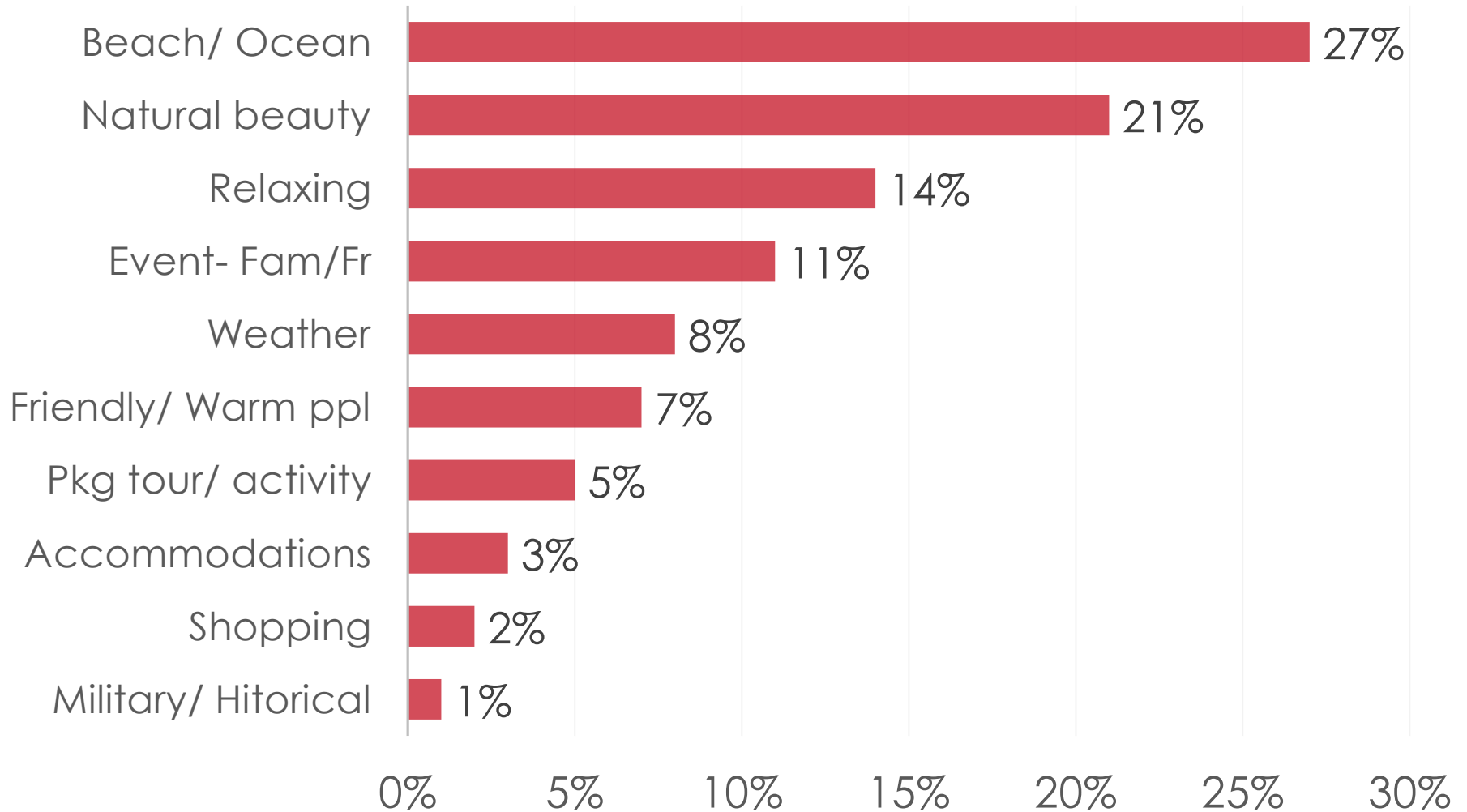
VISITOR SATISFACTION

BEHAVIOR

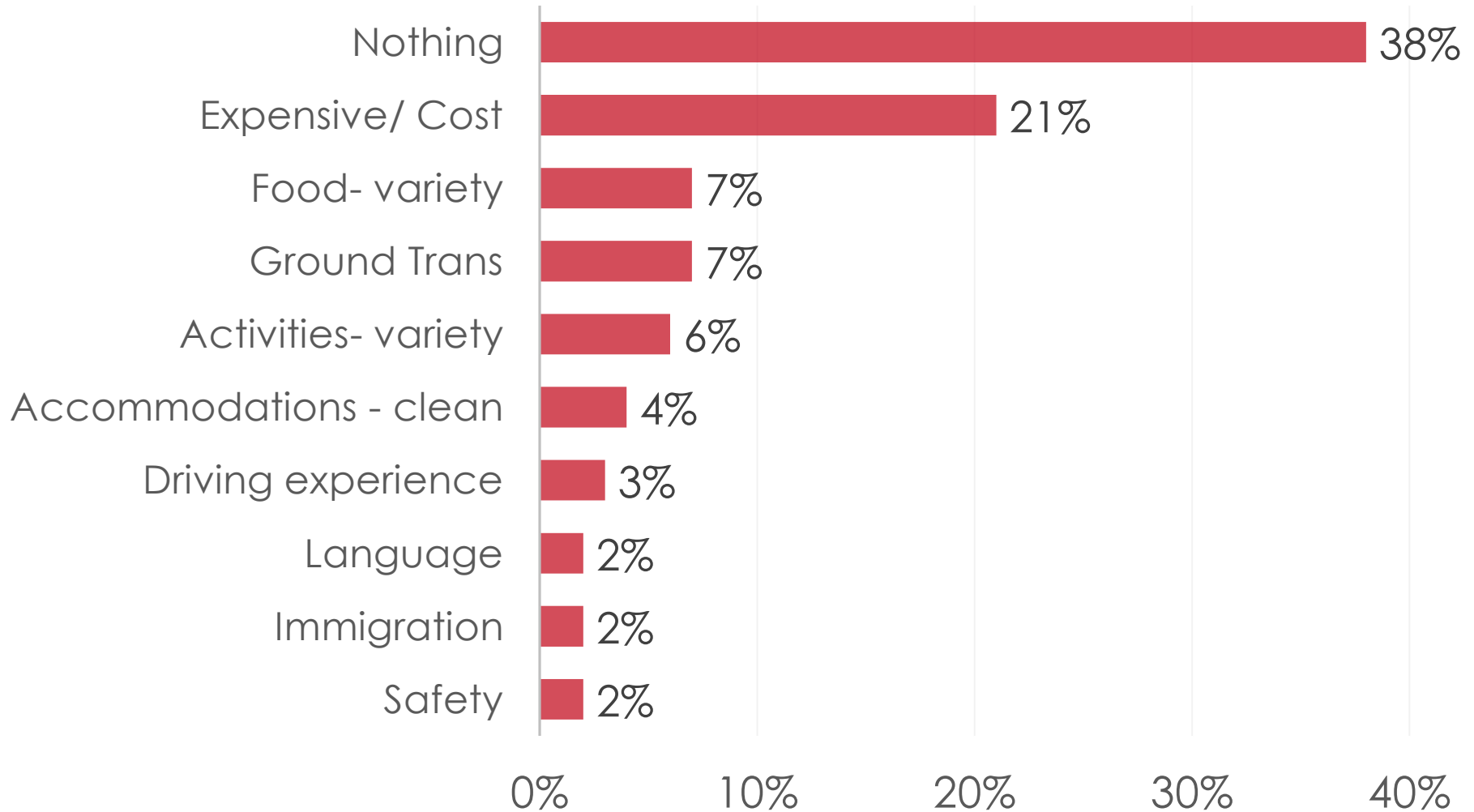
OVERALL SATISFACTION



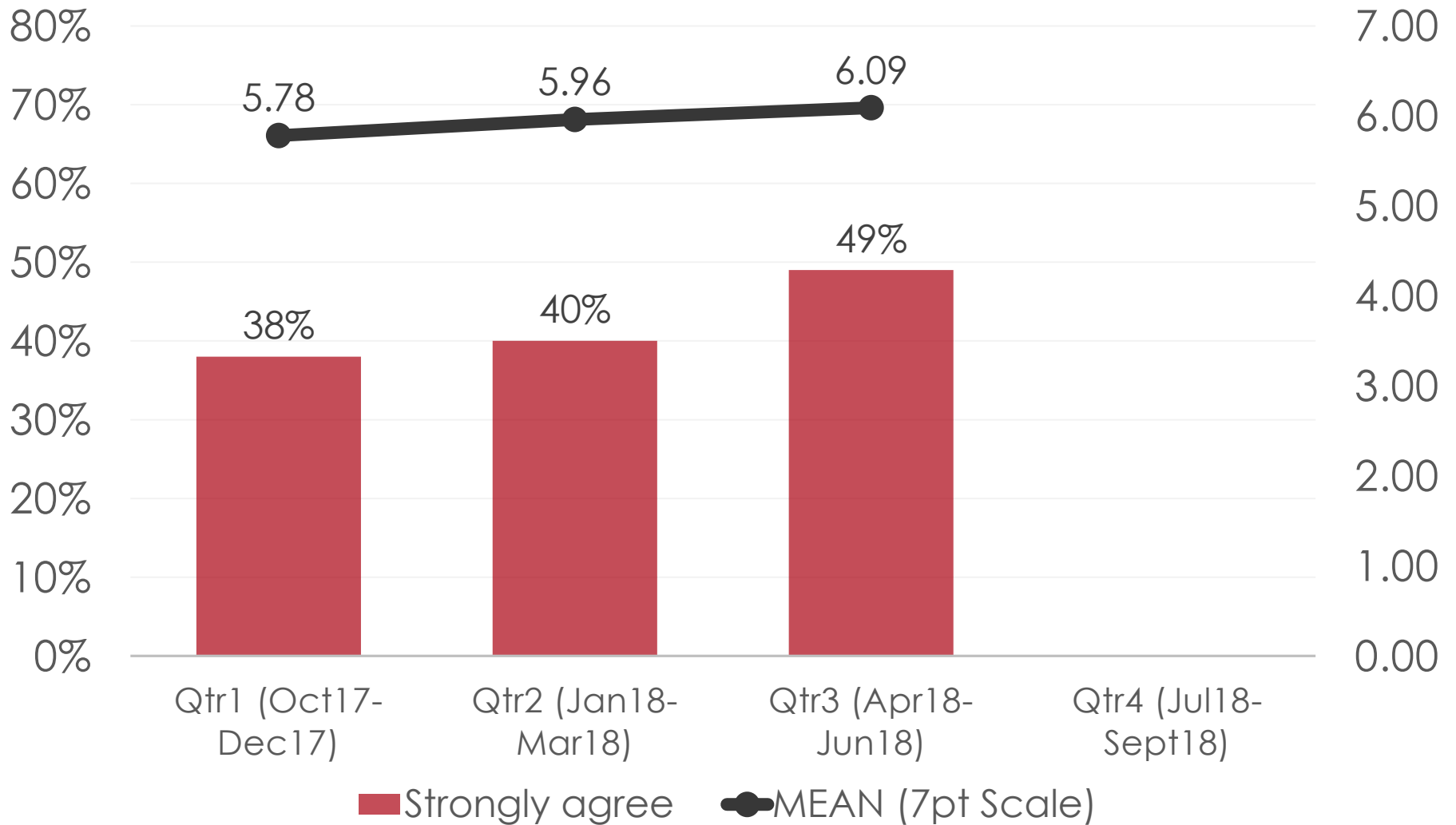
Positive Aspect of Trip



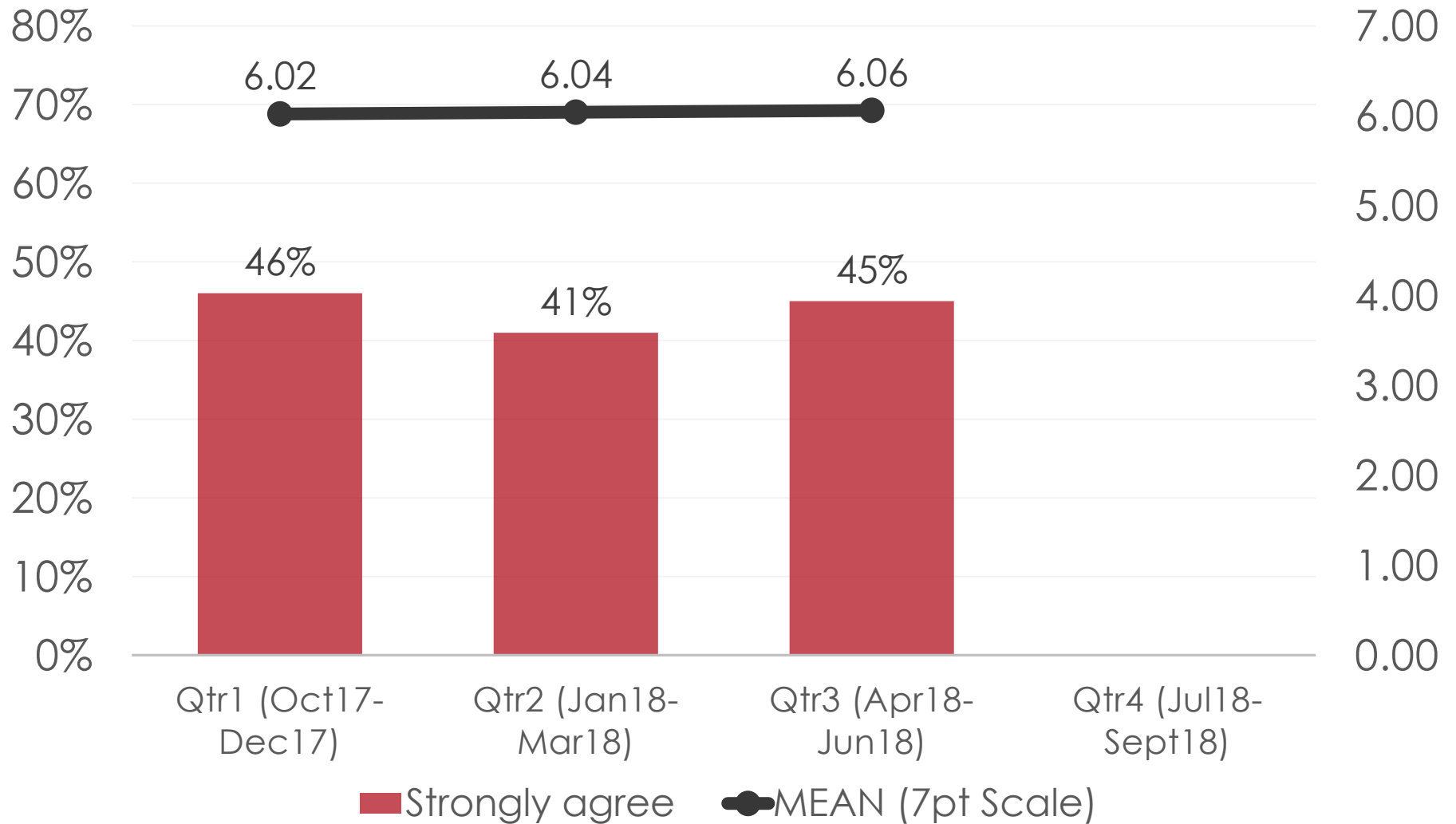
Negative Aspect of Trip



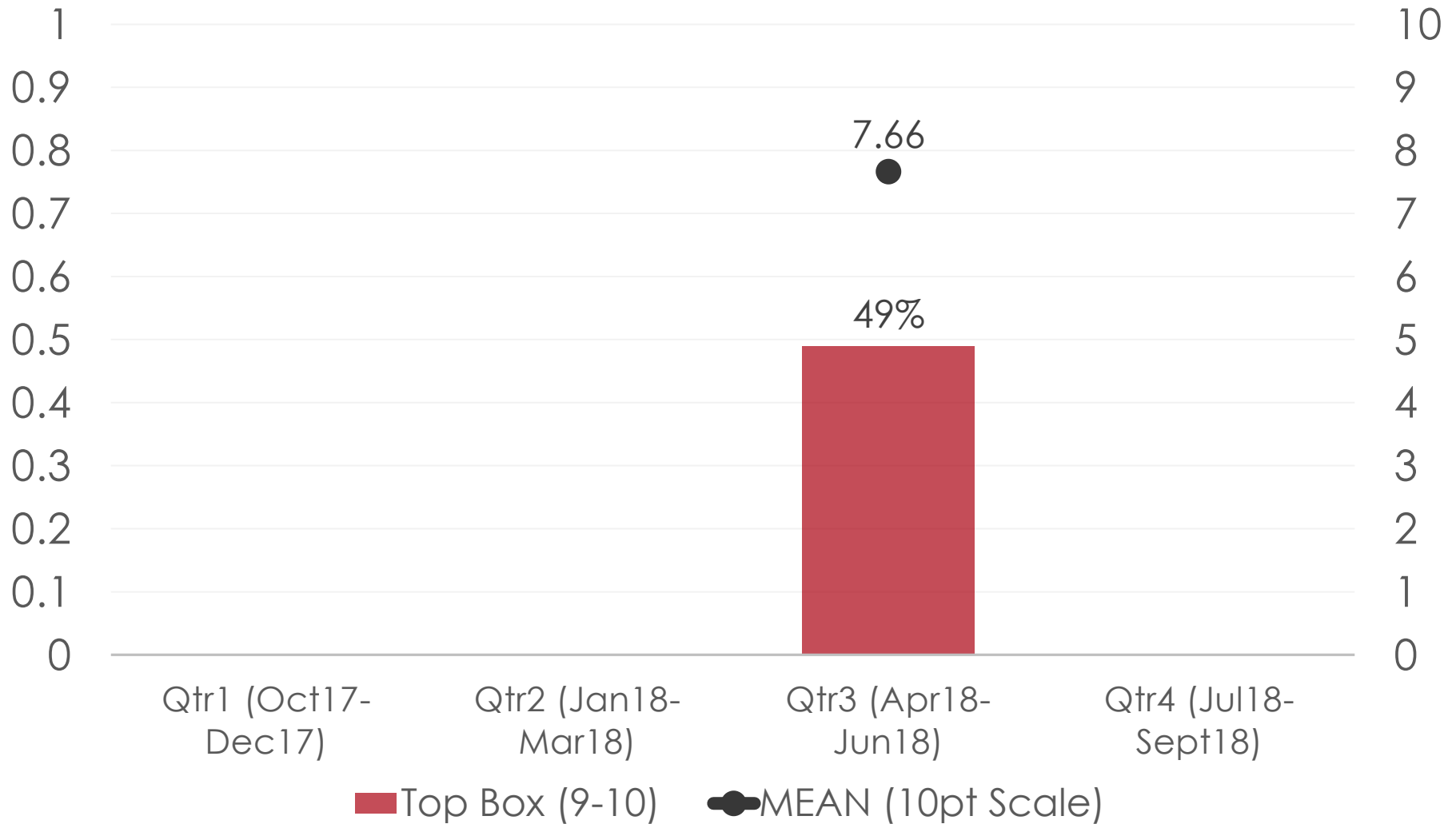
Guam was better than expected



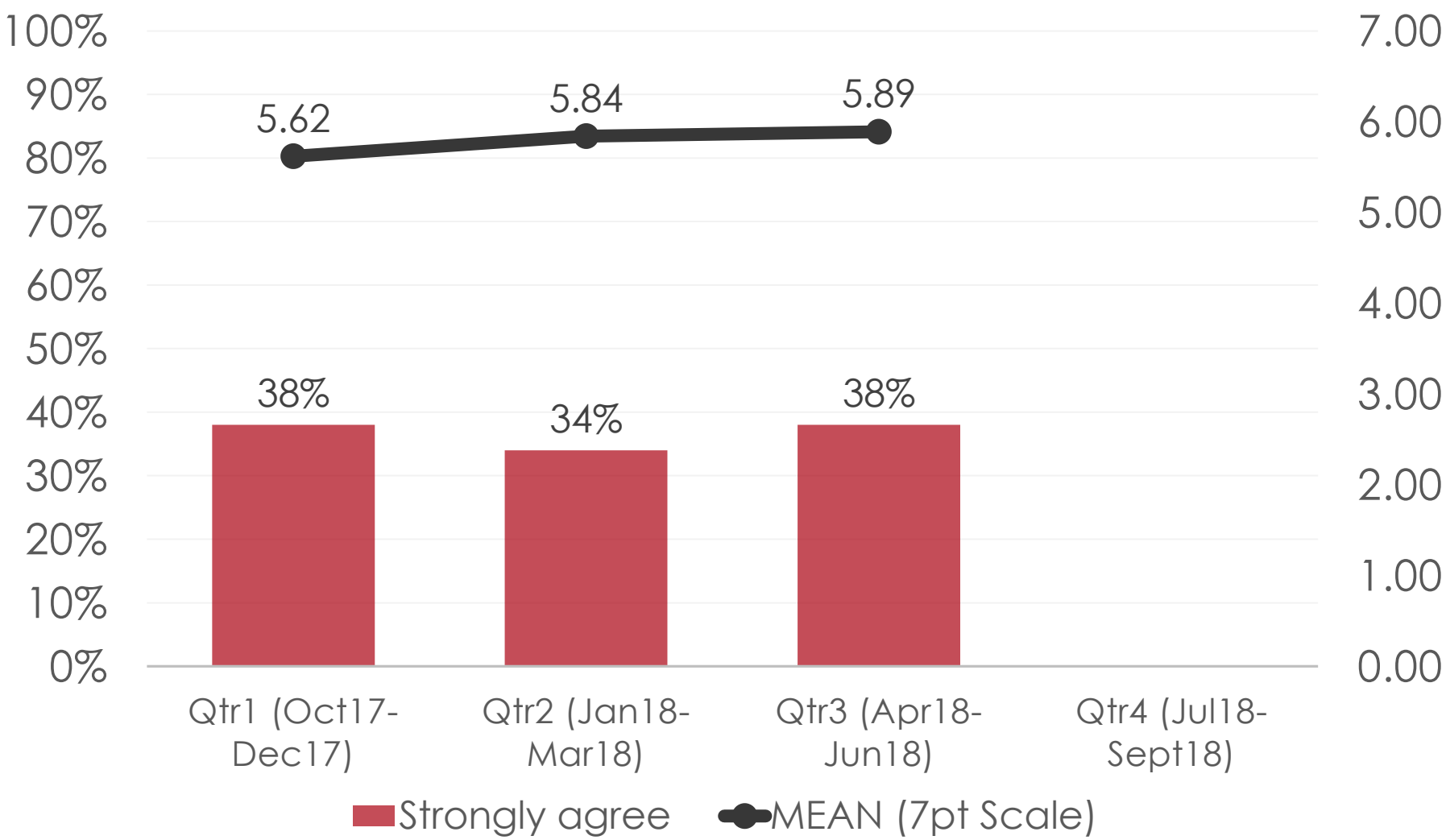
I had no communication problems



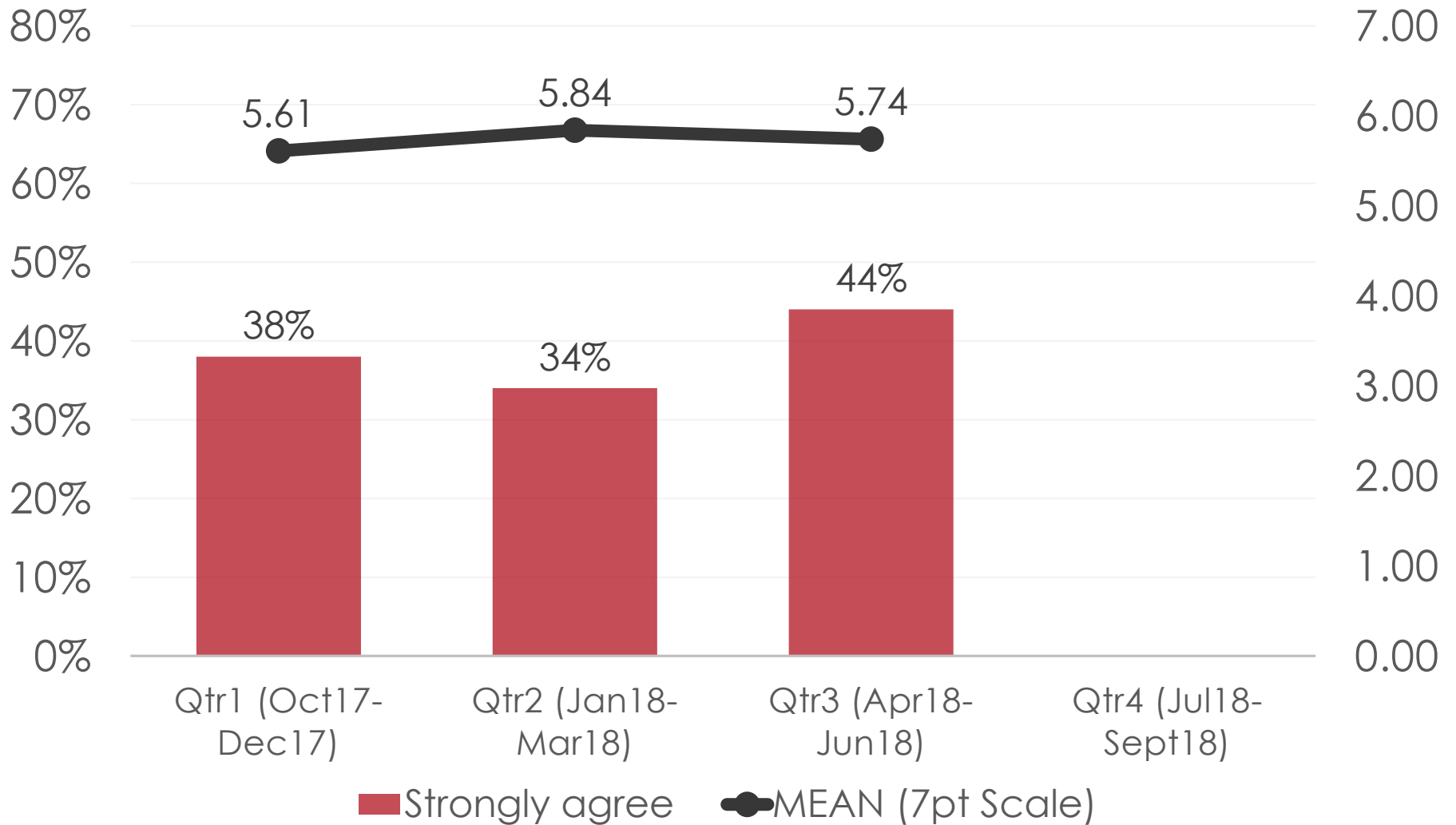
Recommend Guam - family & friends



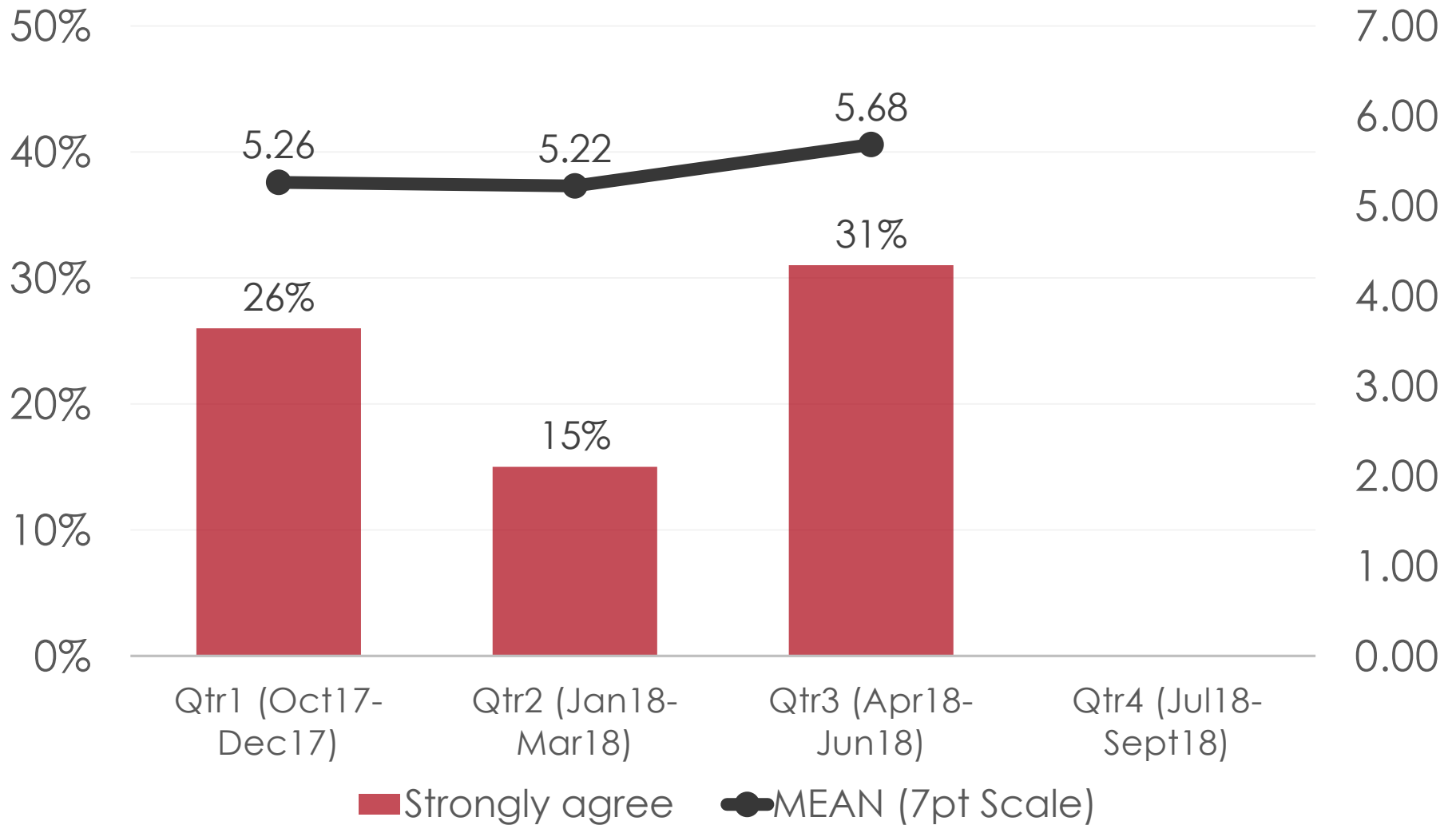
Sites on Guam were attractive



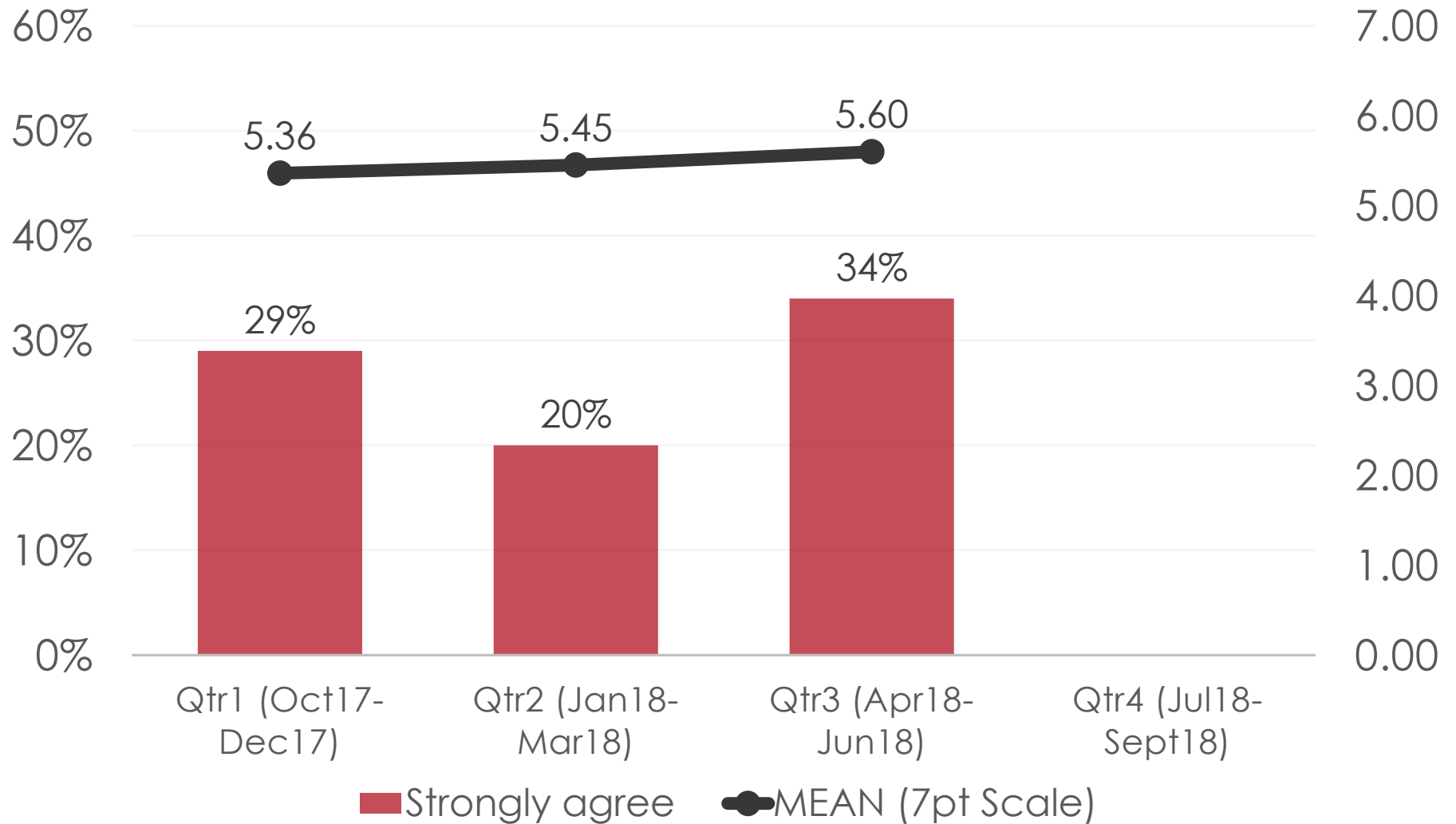
I plan to visit Guam again



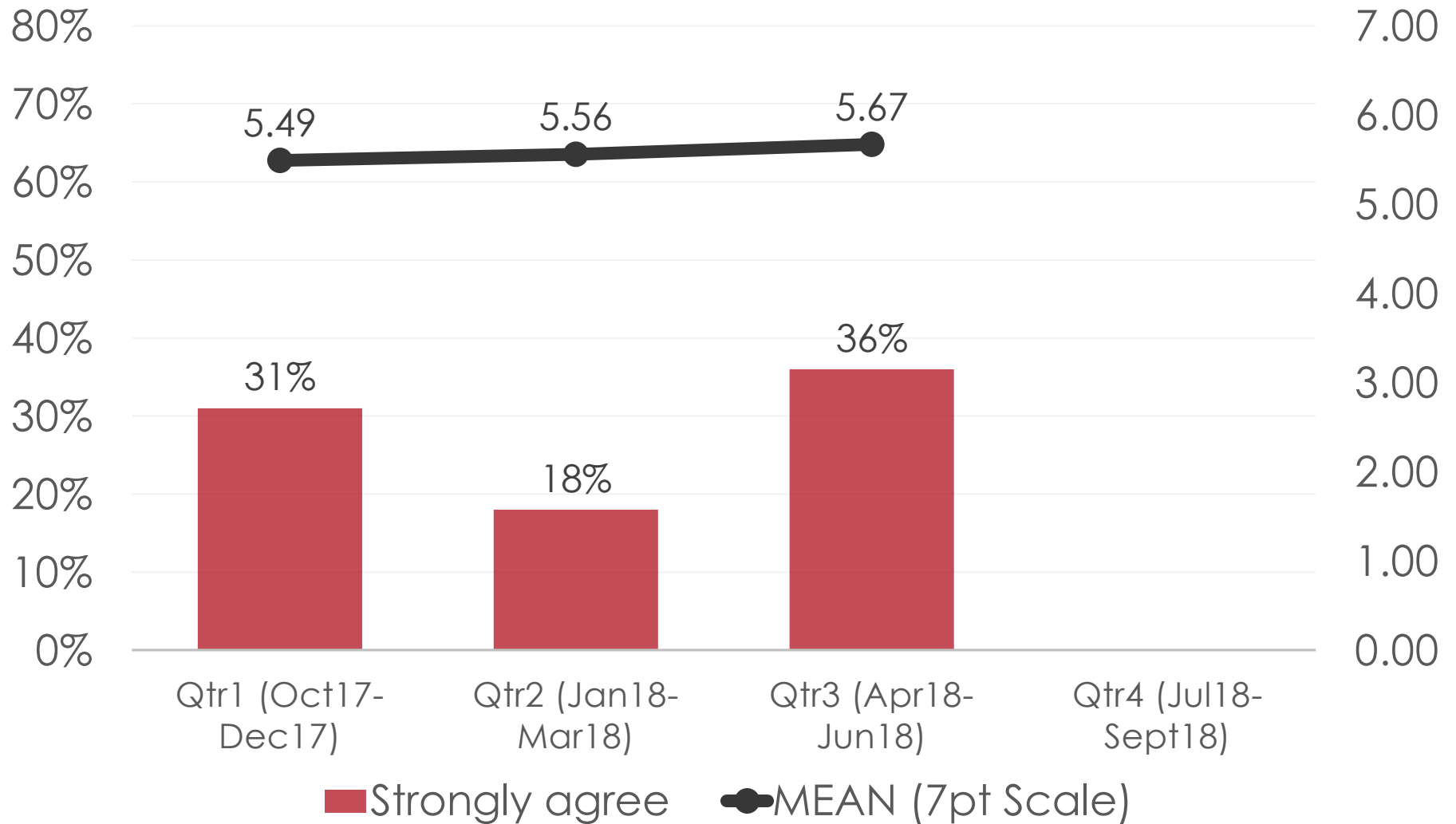
Not enough night time activities



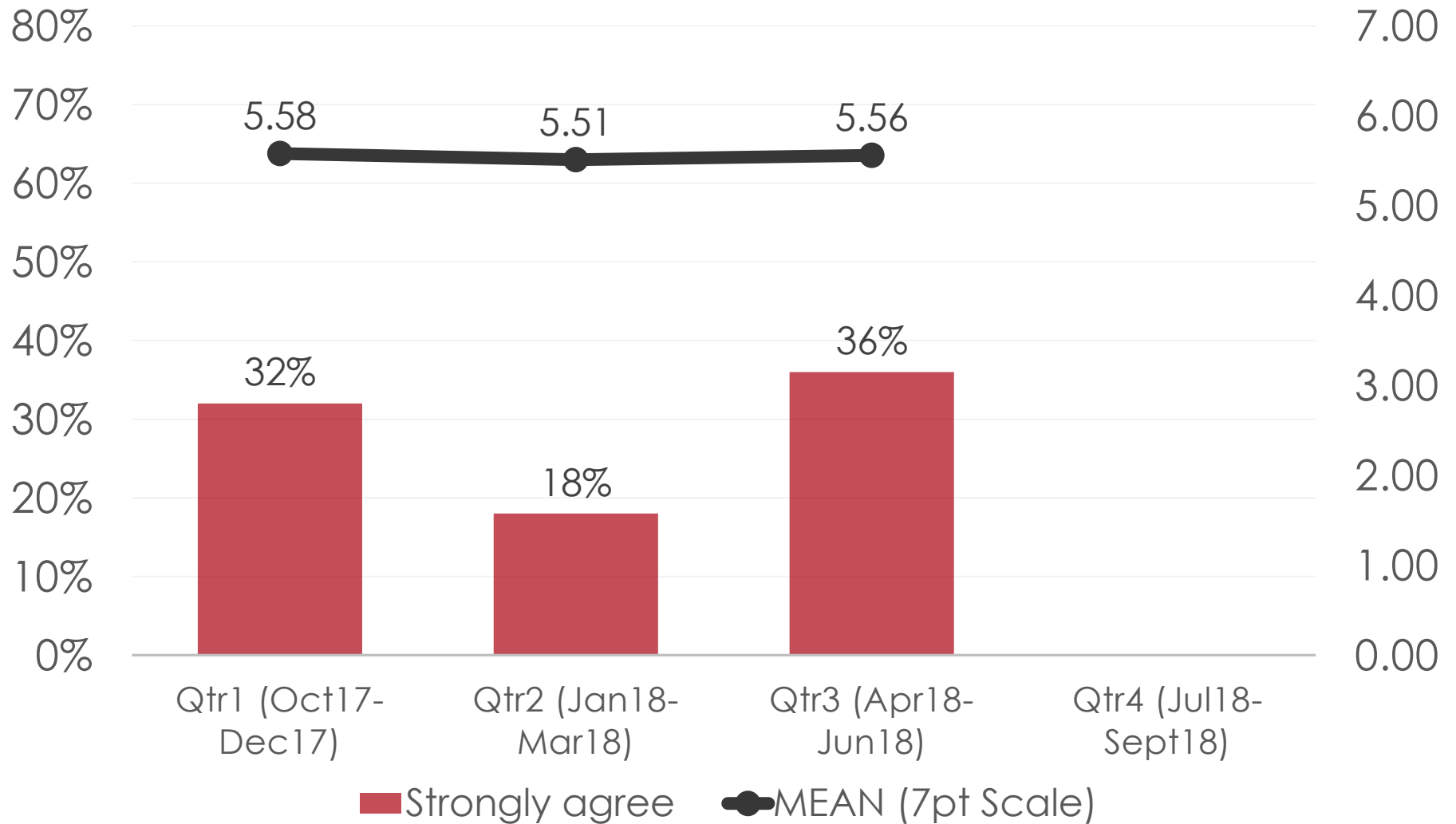
Tour guides were professional



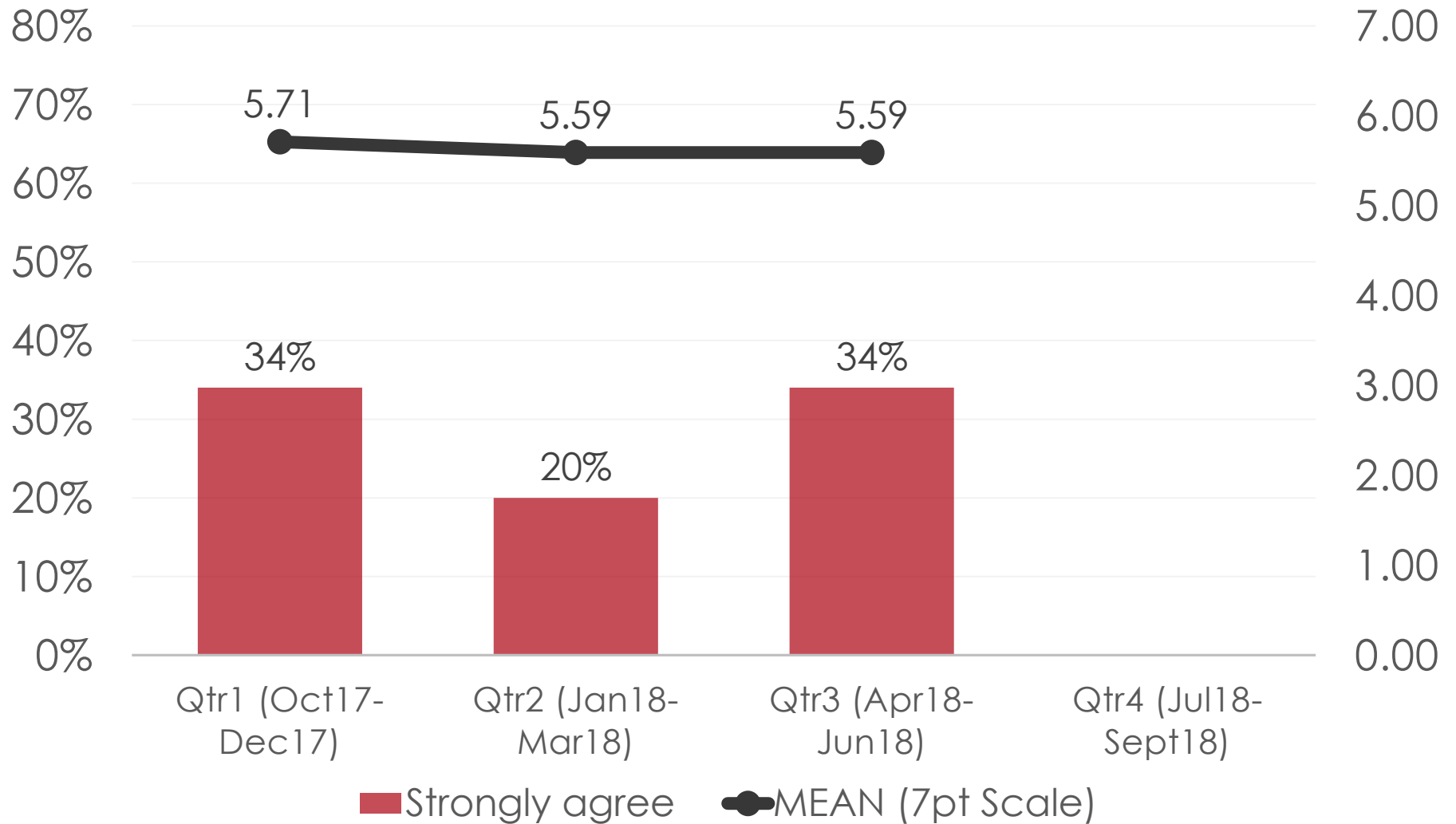
Tour drivers were professional



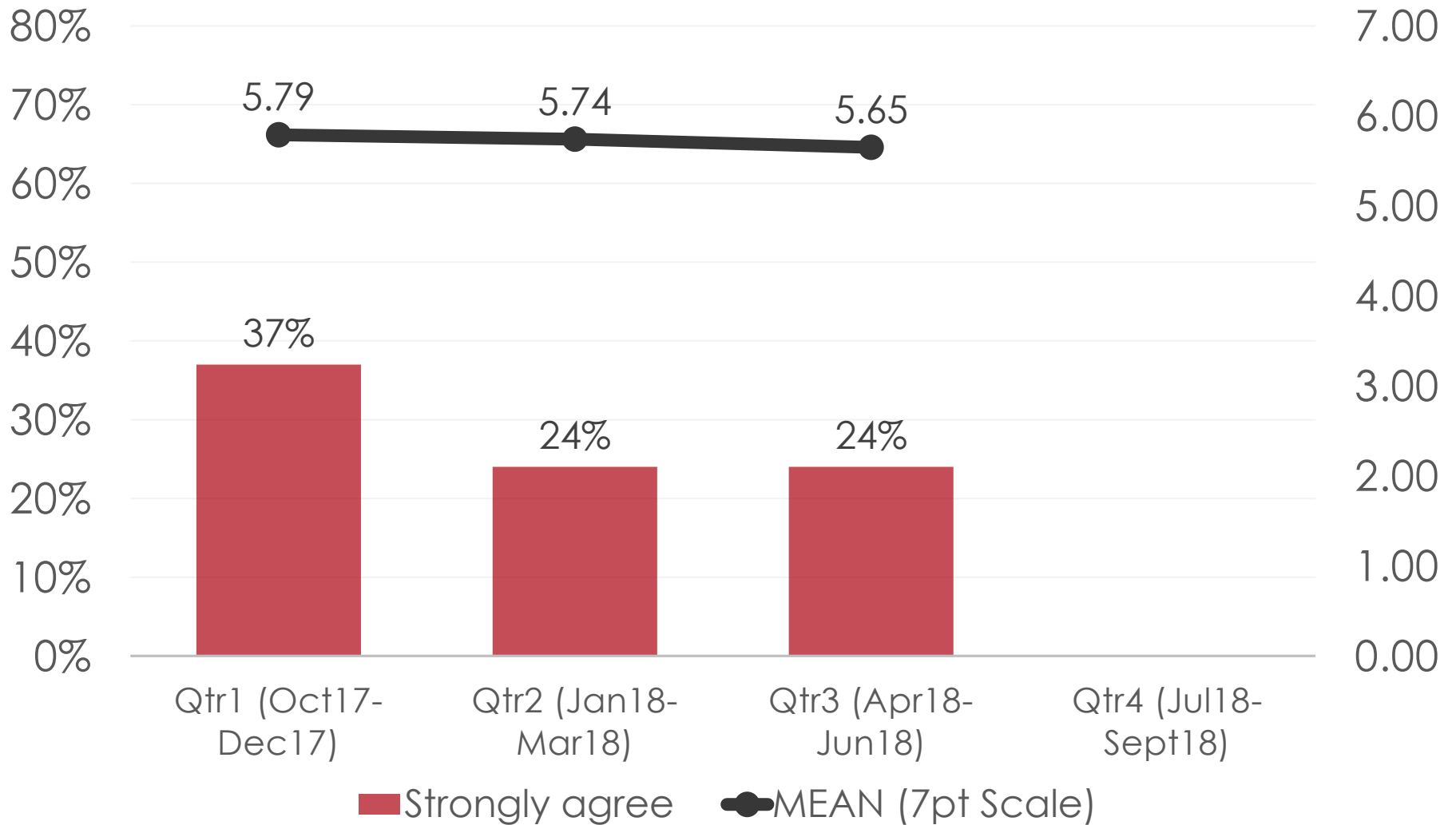
Taxi drivers were professional



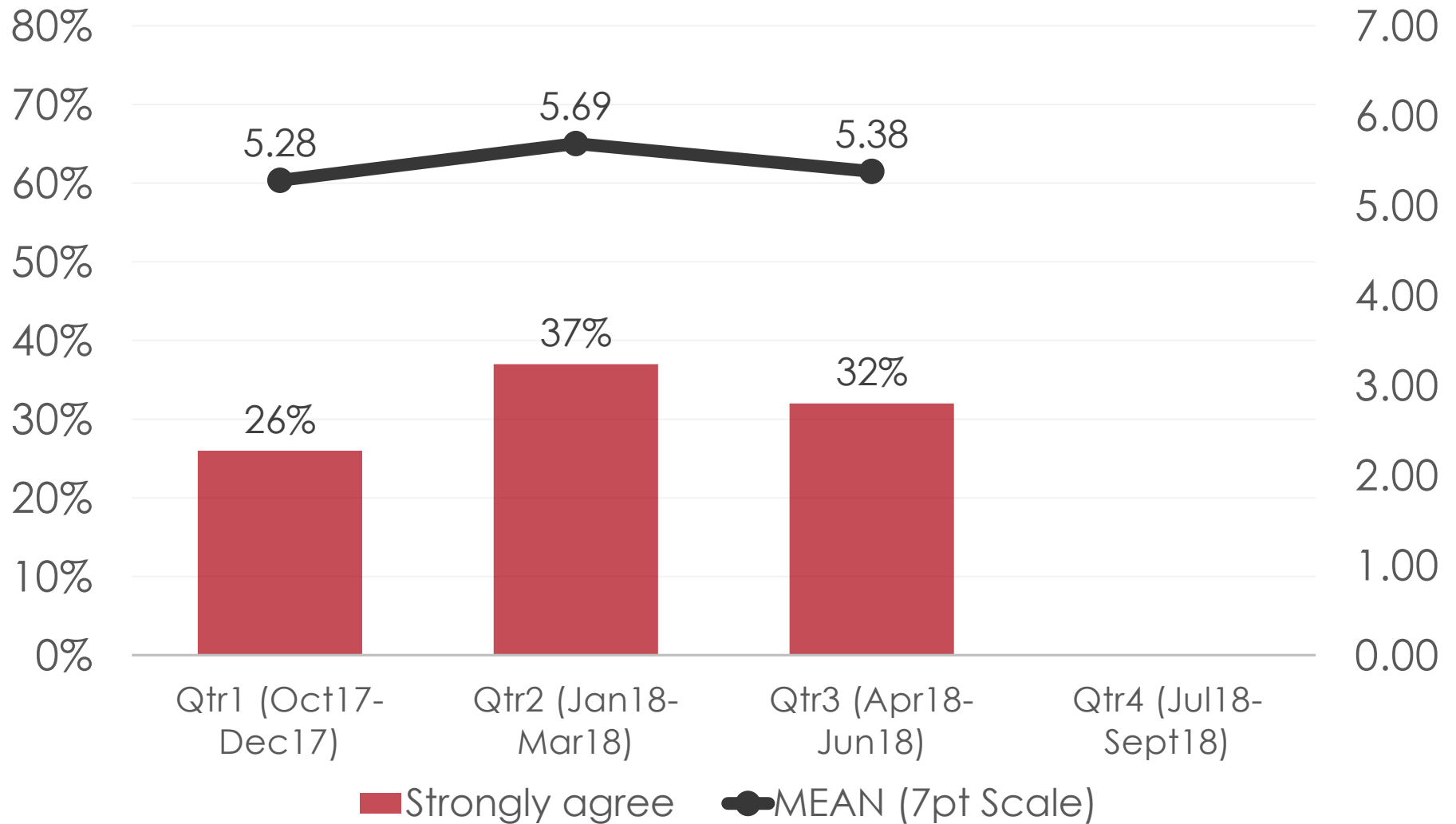
Taxis were clean



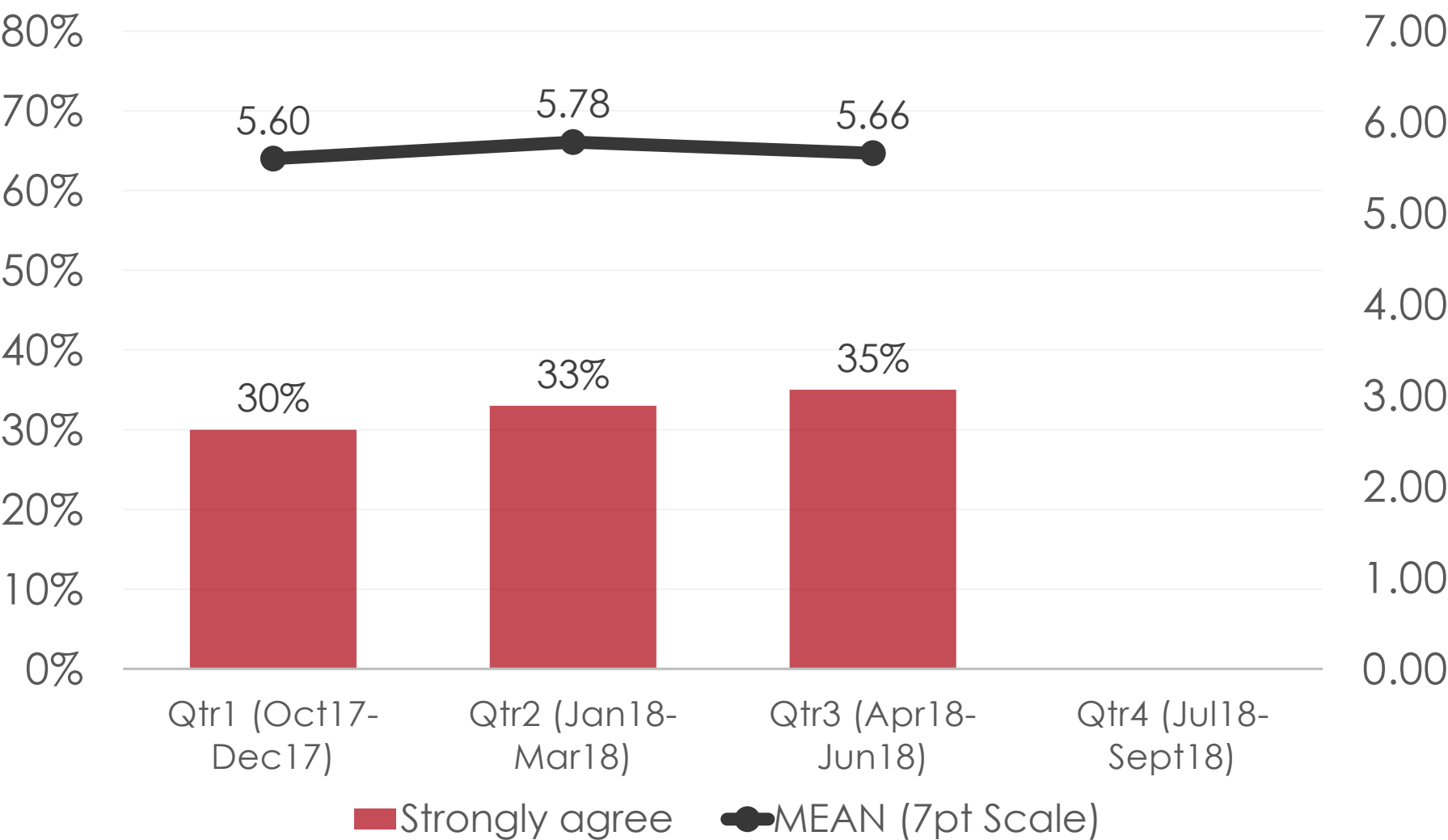
Guam airport was clean



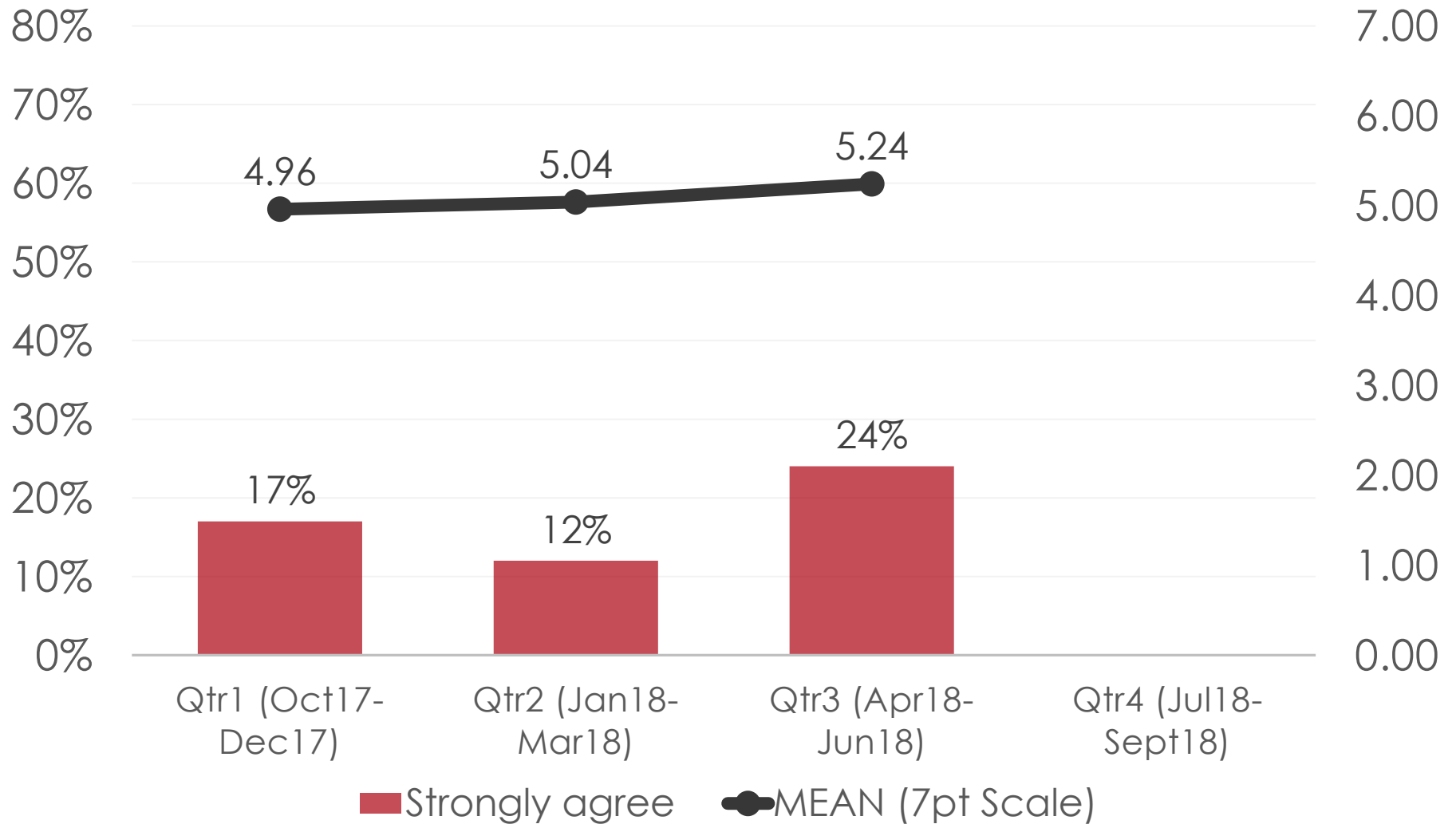
Ease of getting around



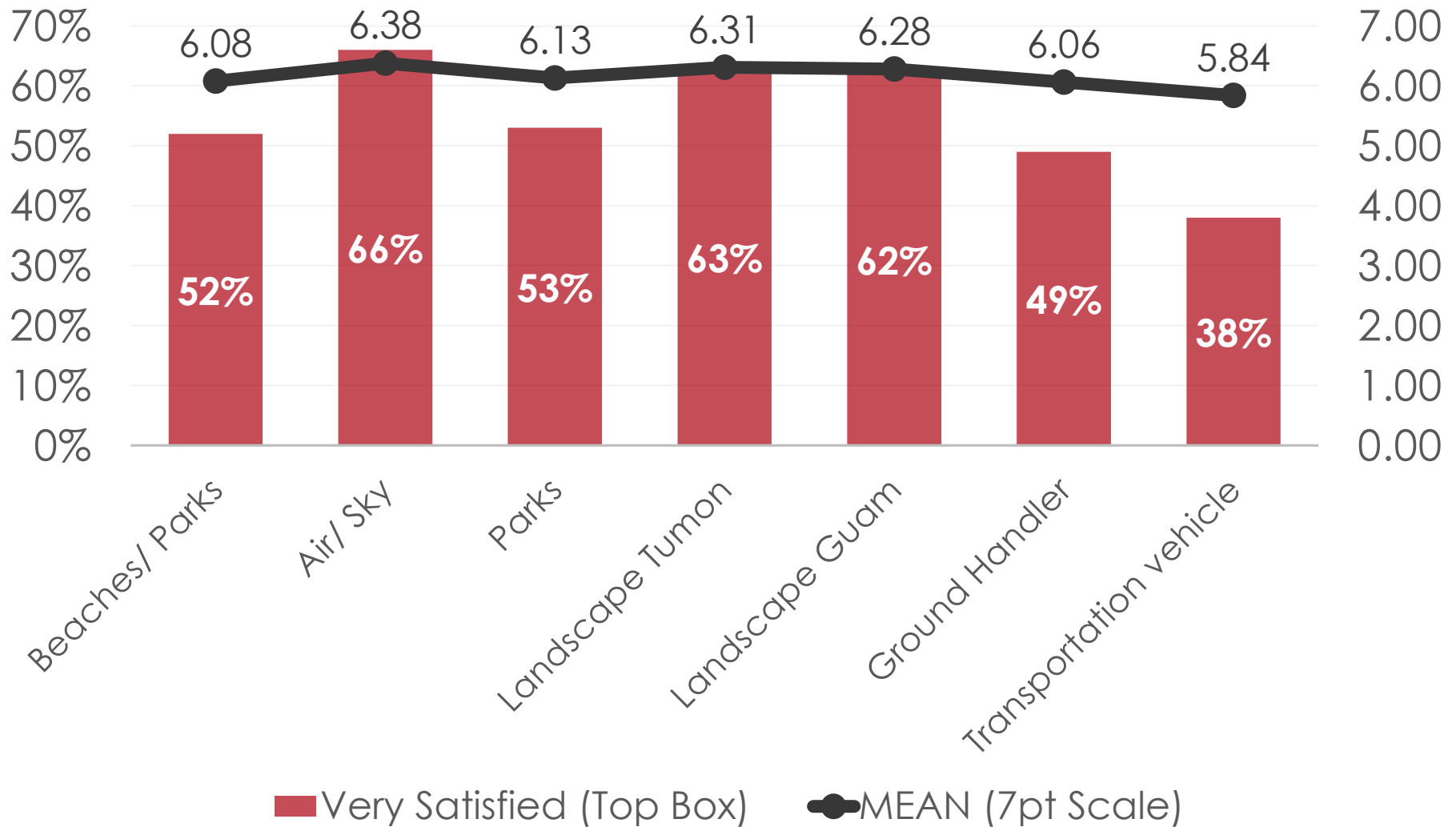
Safety walking around at night



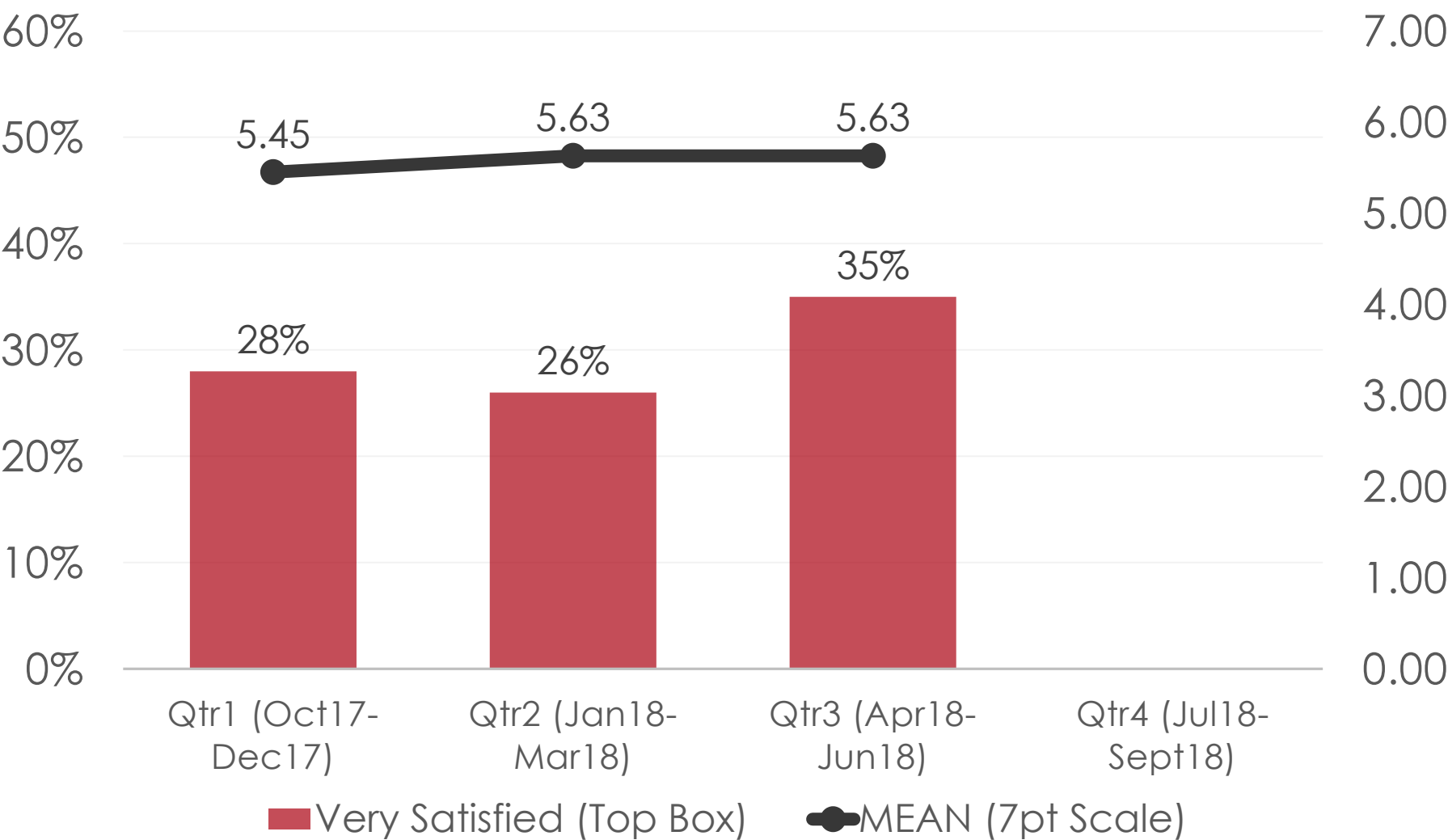
Price of things on Guam



GENERAL SATISFACTION – Quality/ Cleanliness

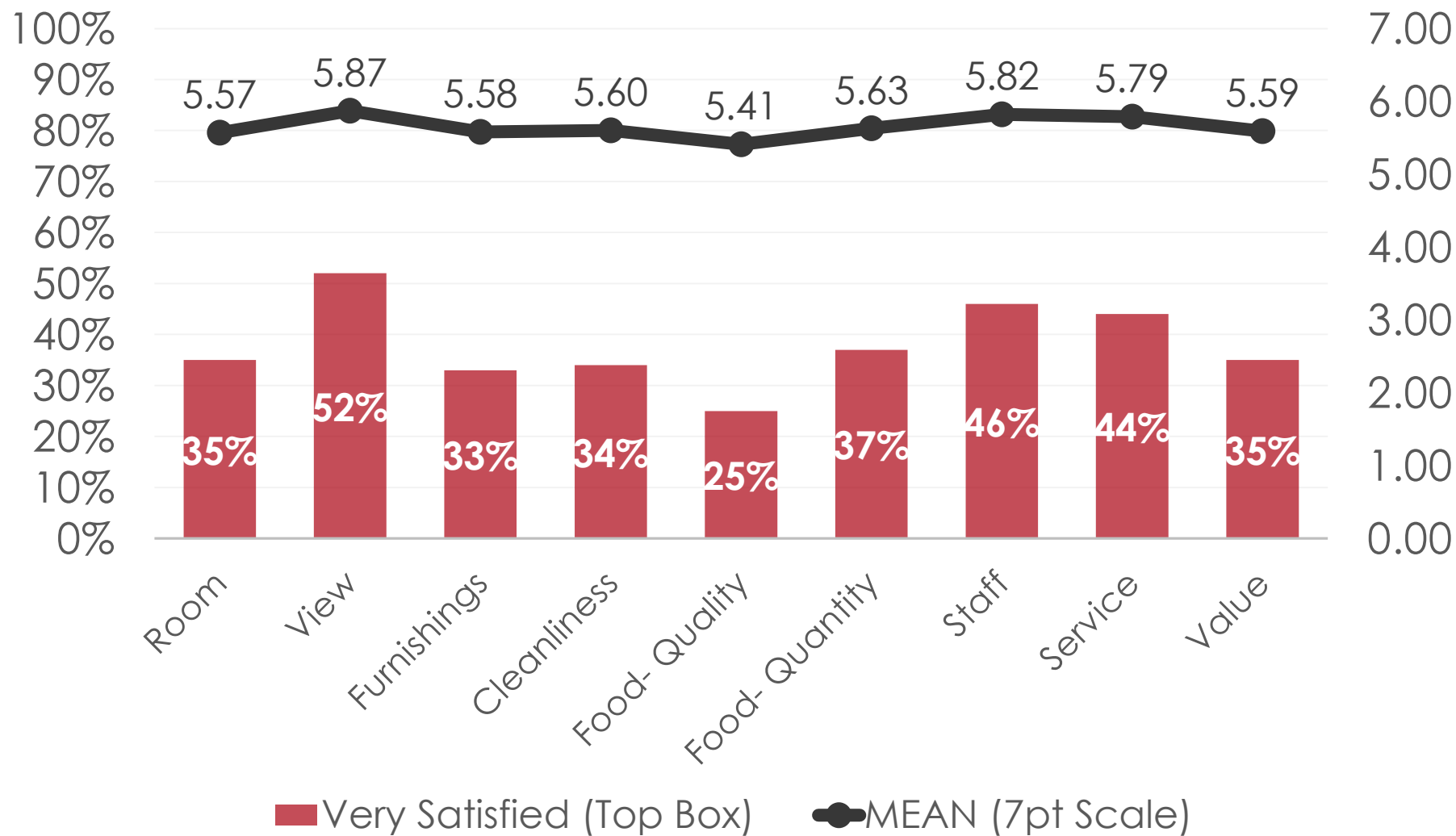


ACCOMMODATIONS – OVERALL SATISFACTION

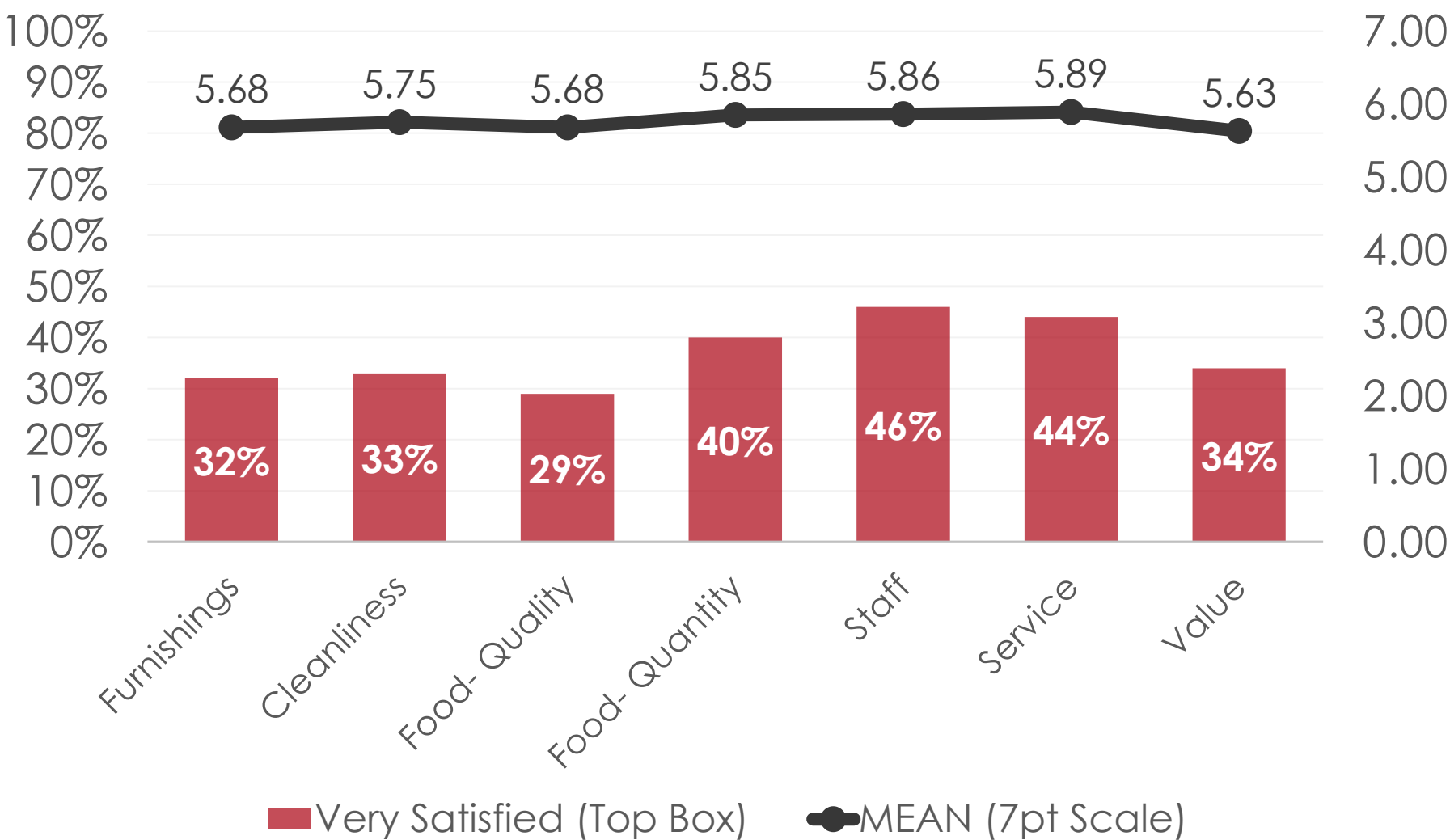


ACCOMMODATIONS –

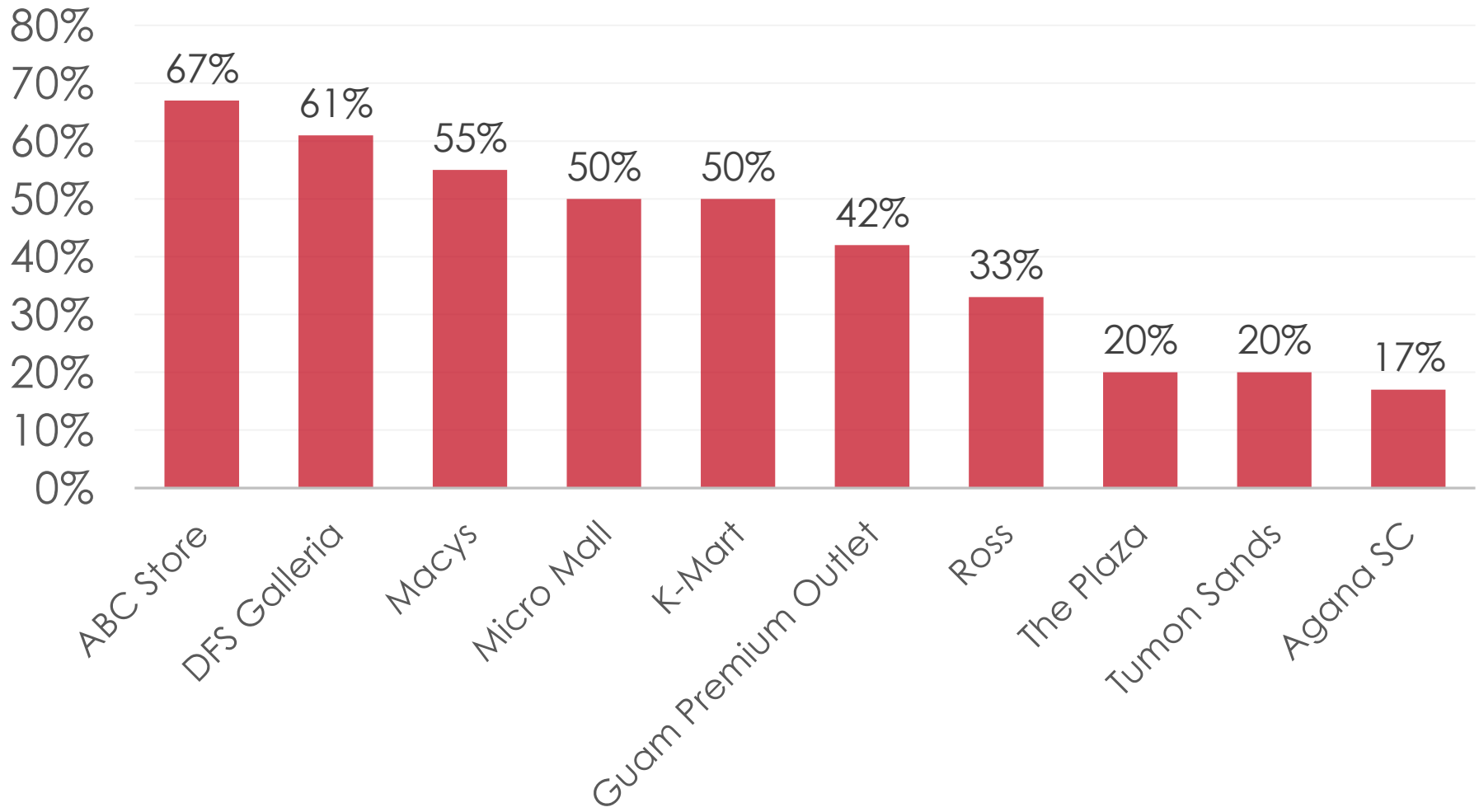
Satisfaction by Category



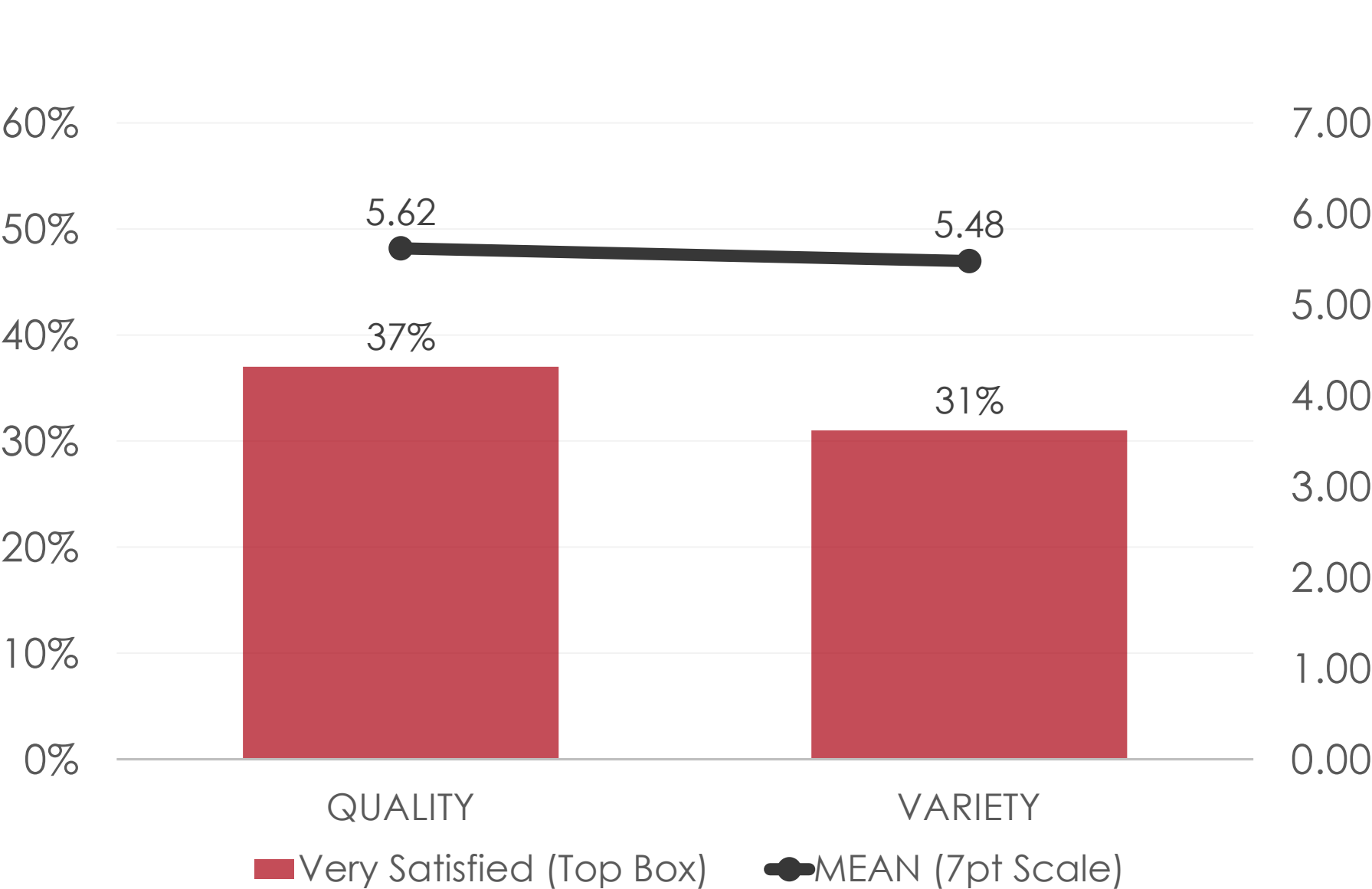
DINING EXPERIENCE (Outside Hotel) – Satisfaction by Category



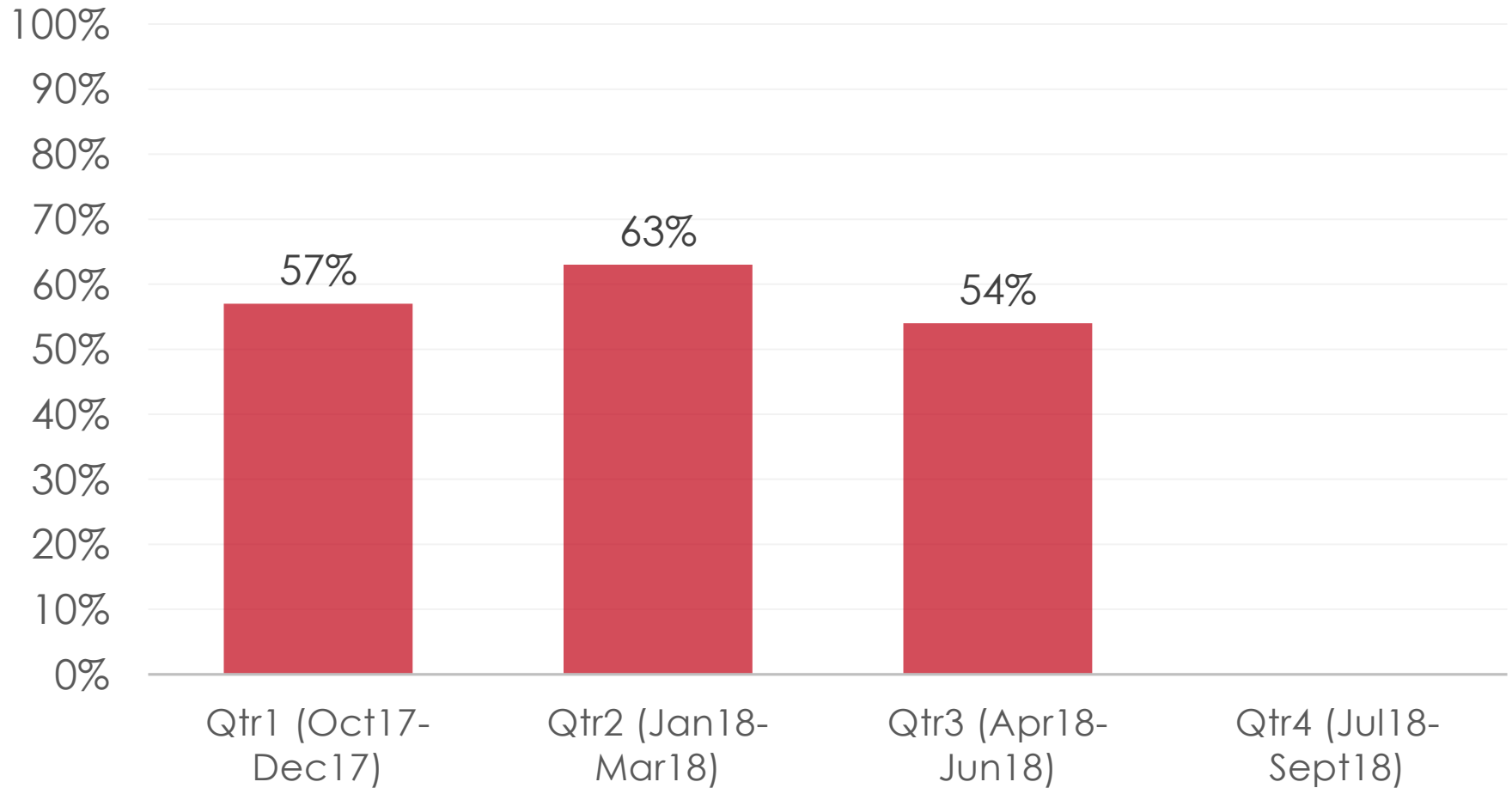
Shopping Malls/ Stores (Top Responses)



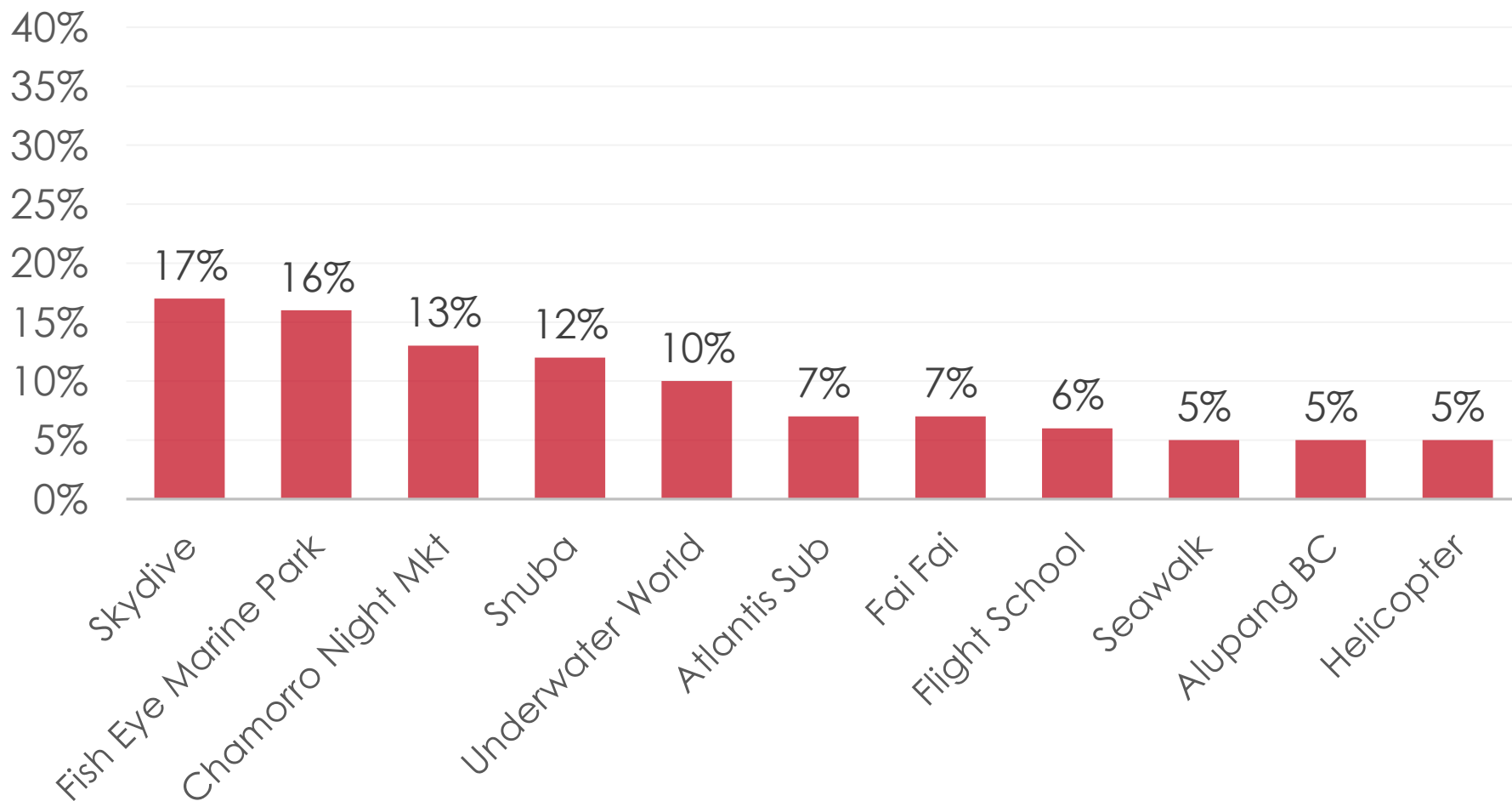
SHOPPING - SATISFACTION



OPTIONAL TOUR PARTICIPATION – FY2018 Tracking

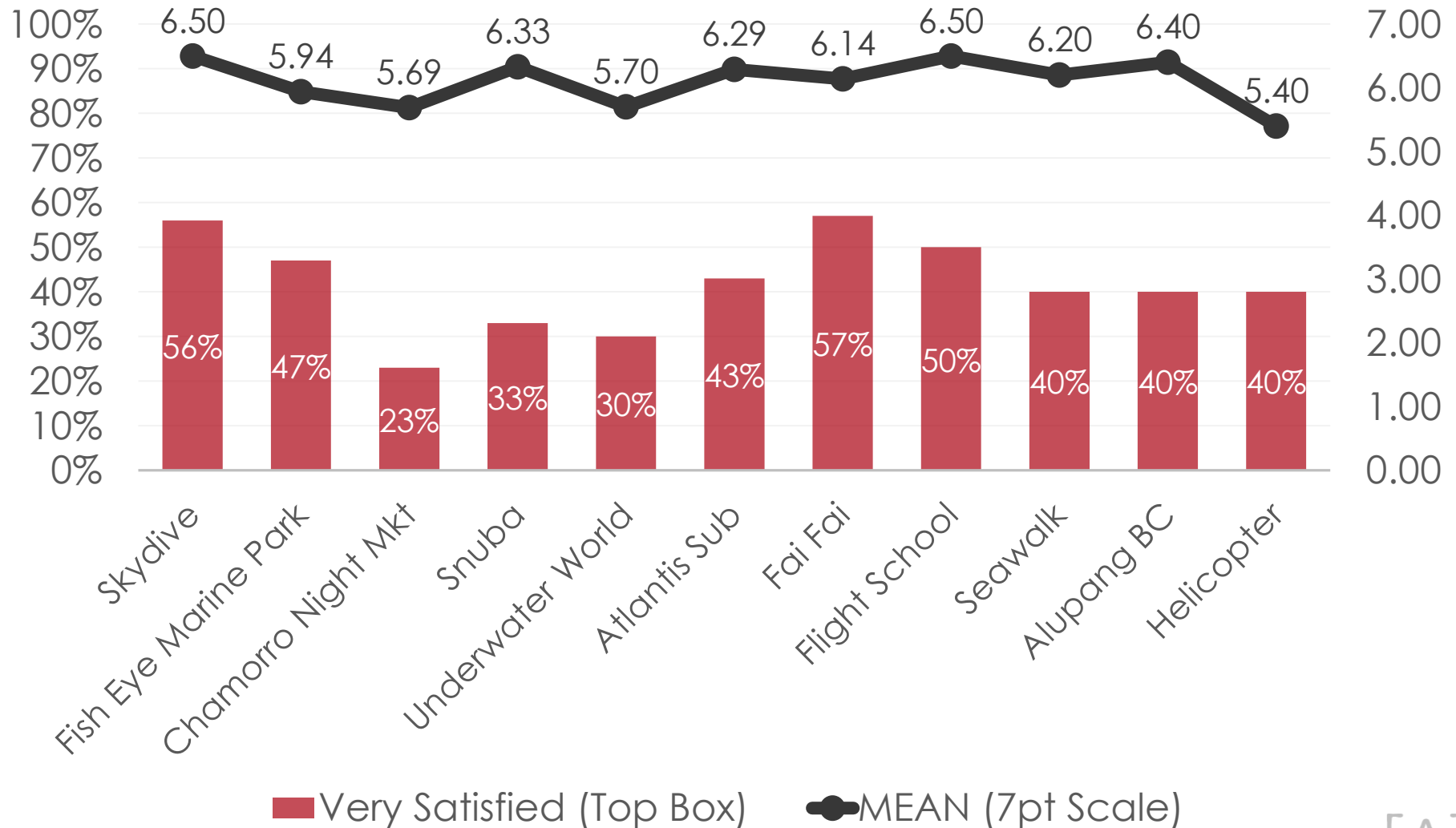


Optional Tour Participation (Top Responses/ 5%+)

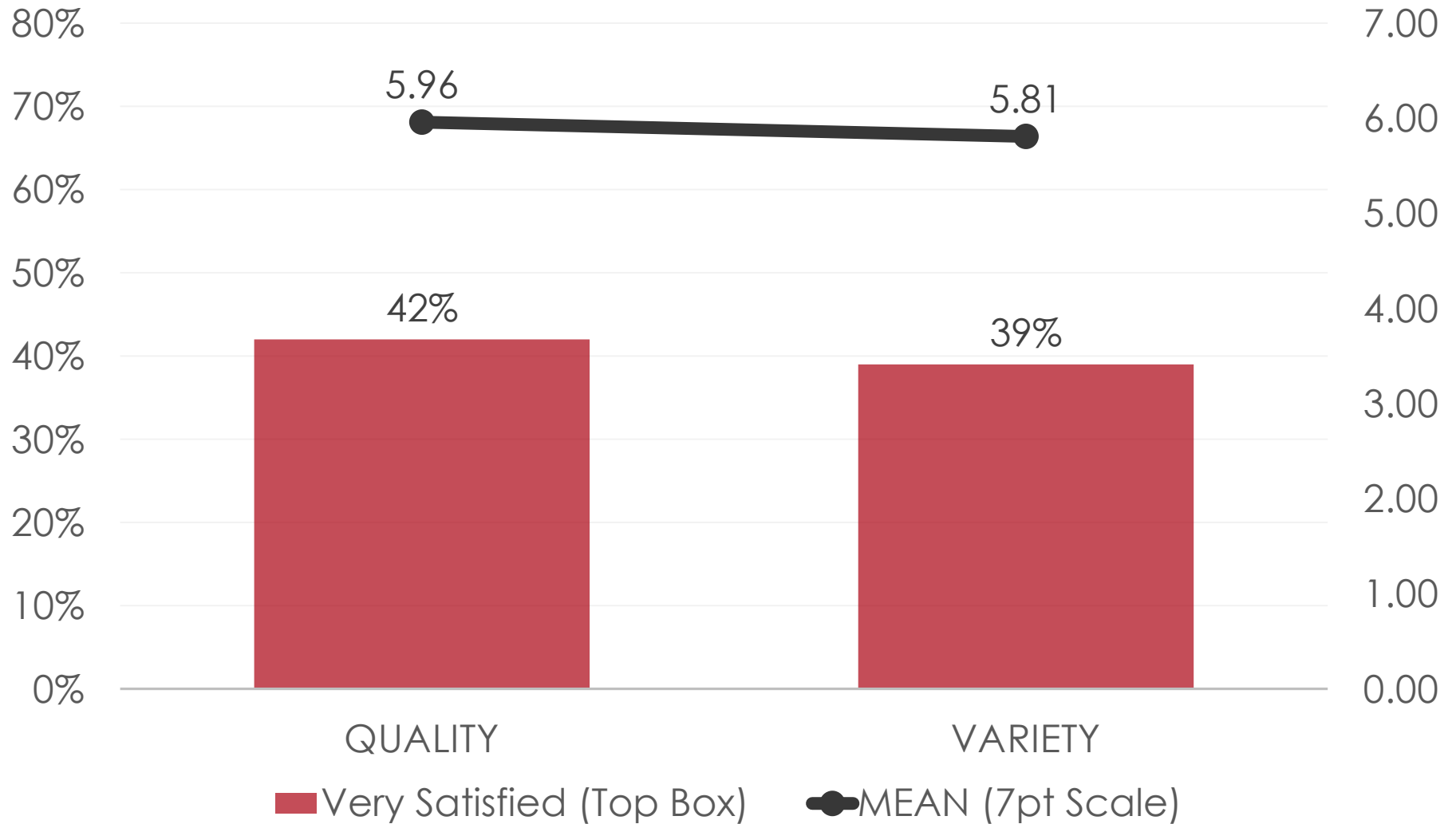


Optional Tour Satisfaction

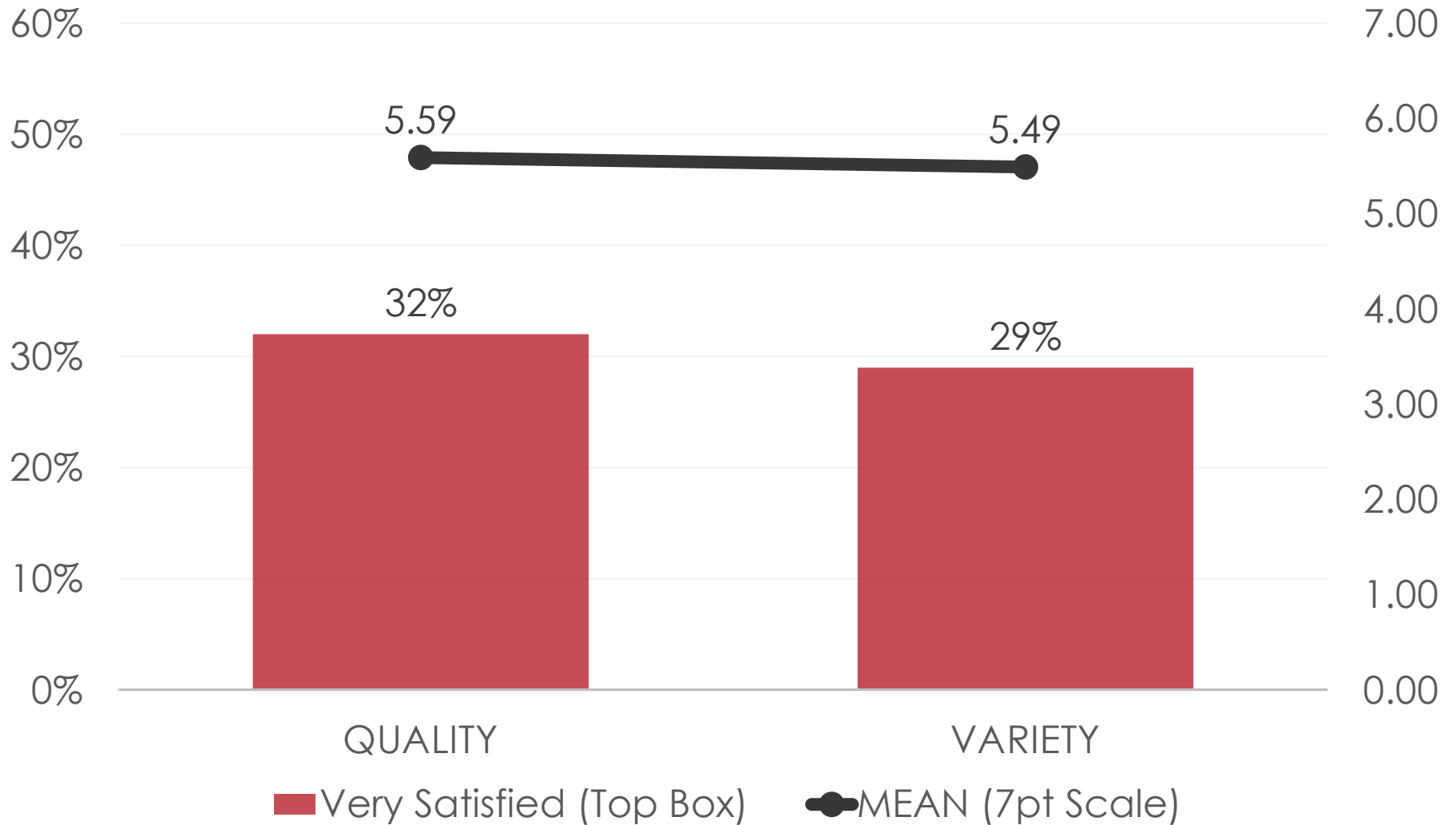
Top Responses only - Participation (5%+)



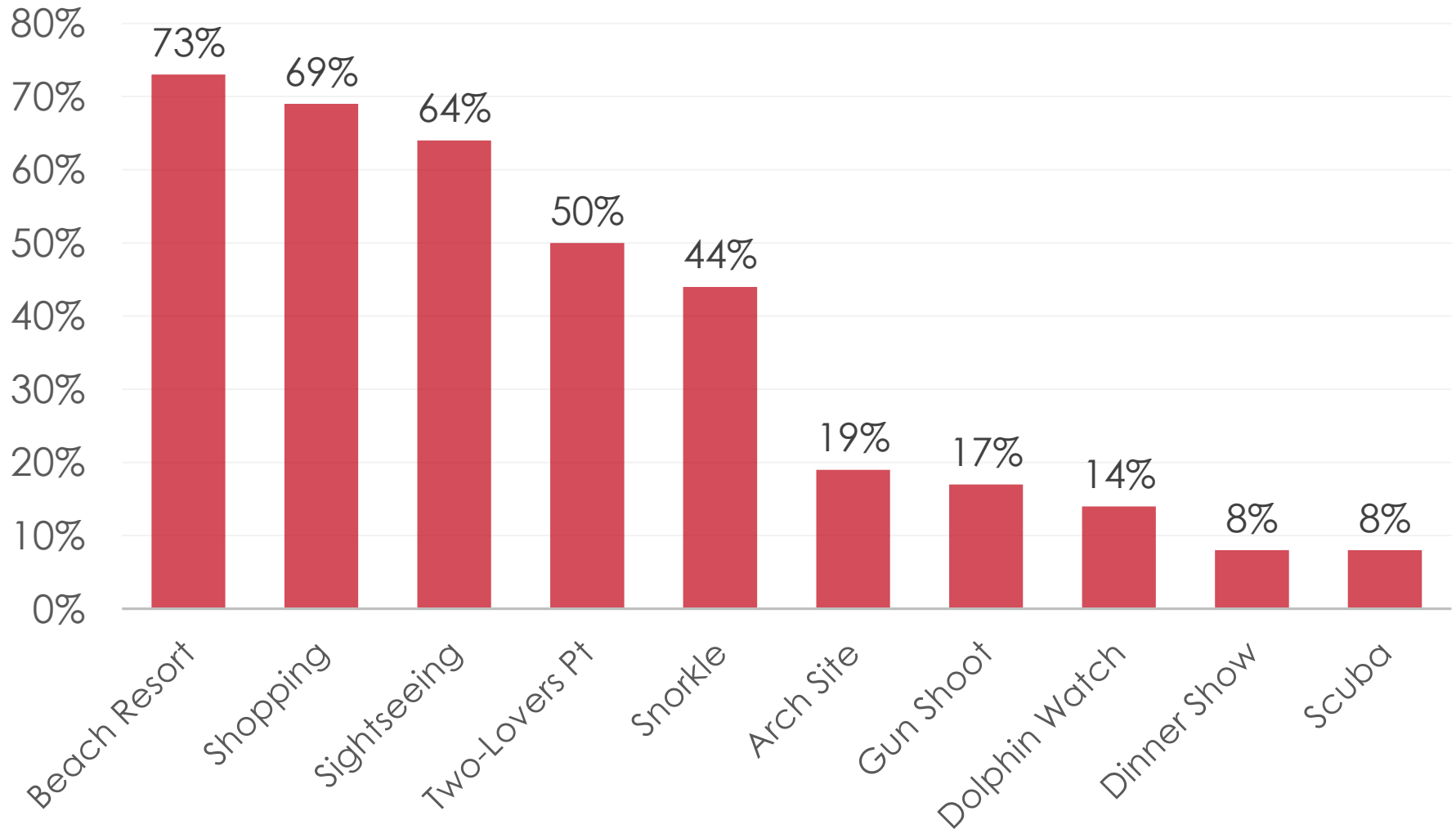
DAY TOUR - SATISFACTION



NIGHT TOUR - SATISFACTION



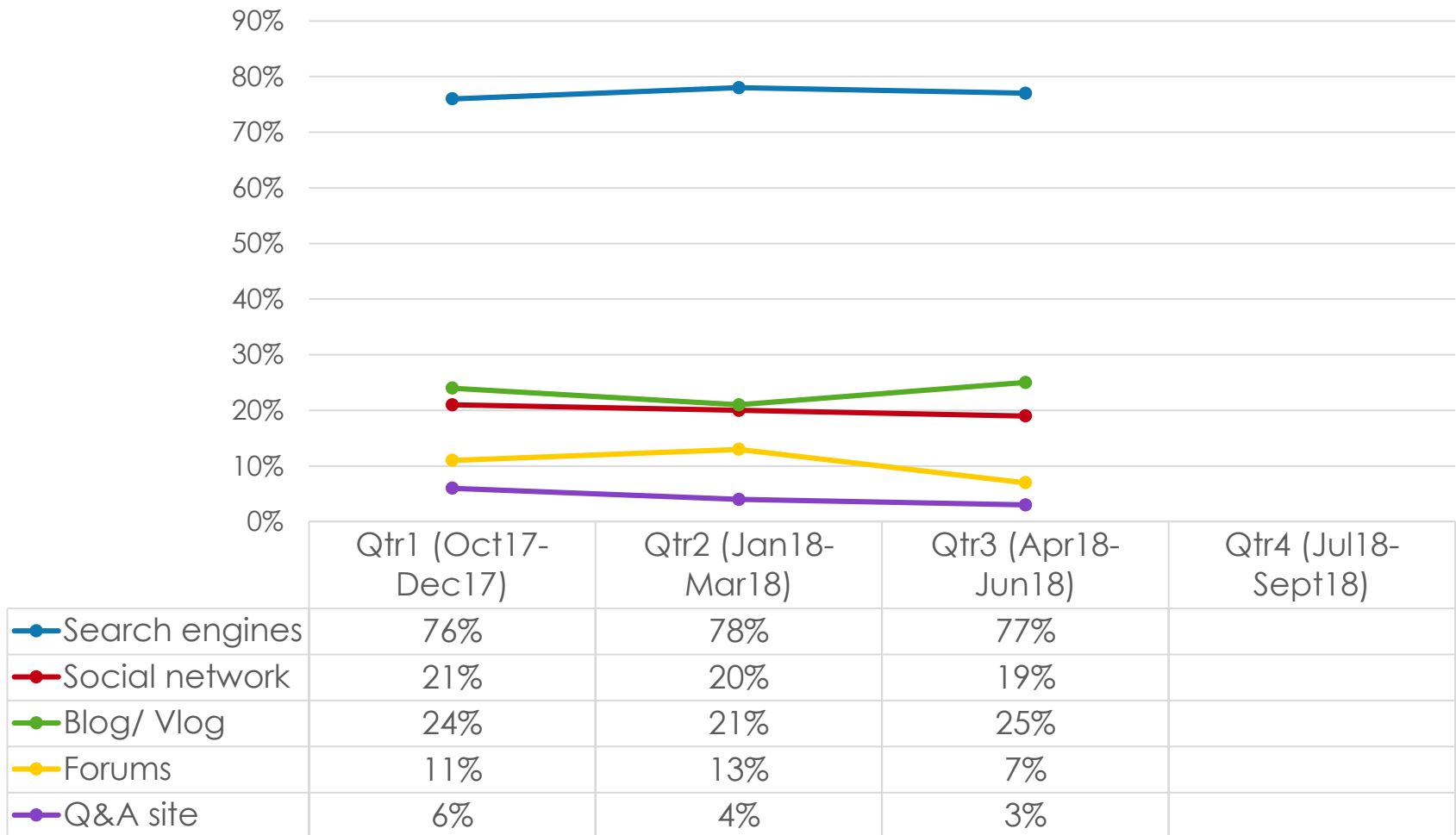
Activities Participation (Top Responses)



SECTION 5

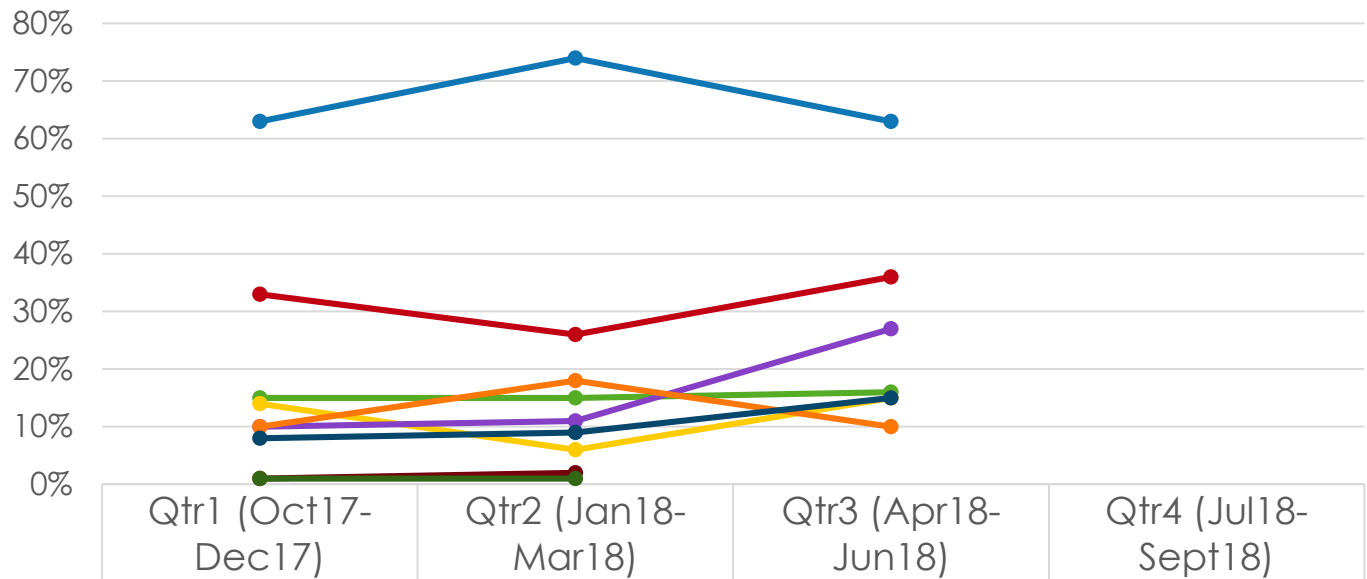
PROMOTIONS

INTERNET- GUAM SOURCES OF INFORMATION



INTERNET- SOURCES OF INFORMATION

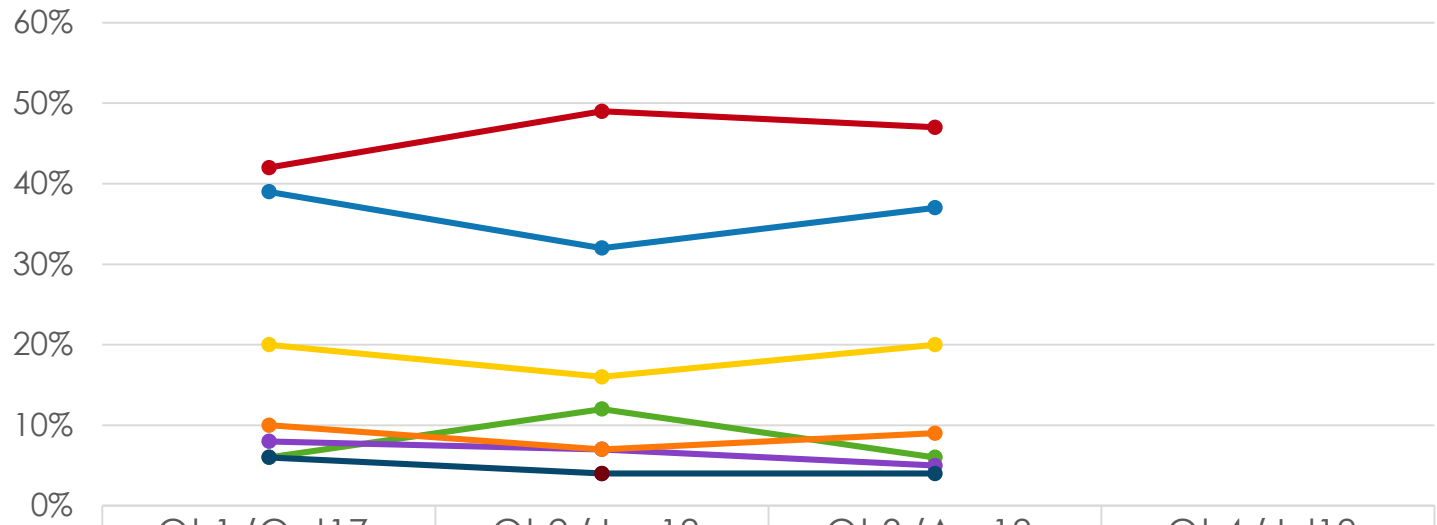
Things to do on Guam



| | | | | |
|---------------------|-----|-----|-----|--|
| Google | 63% | 74% | 63% | |
| Baidu | 33% | 26% | 36% | |
| Facebook | 15% | 15% | 16% | |
| Yahoo | 14% | 6% | 15% | |
| Weibo | 10% | 11% | 27% | |
| Online booking site | 10% | 18% | 10% | |
| Instagram | 8% | 9% | 15% | |
| Twitter | 1% | 2% | | |
| Online portal | 1% | 1% | | |

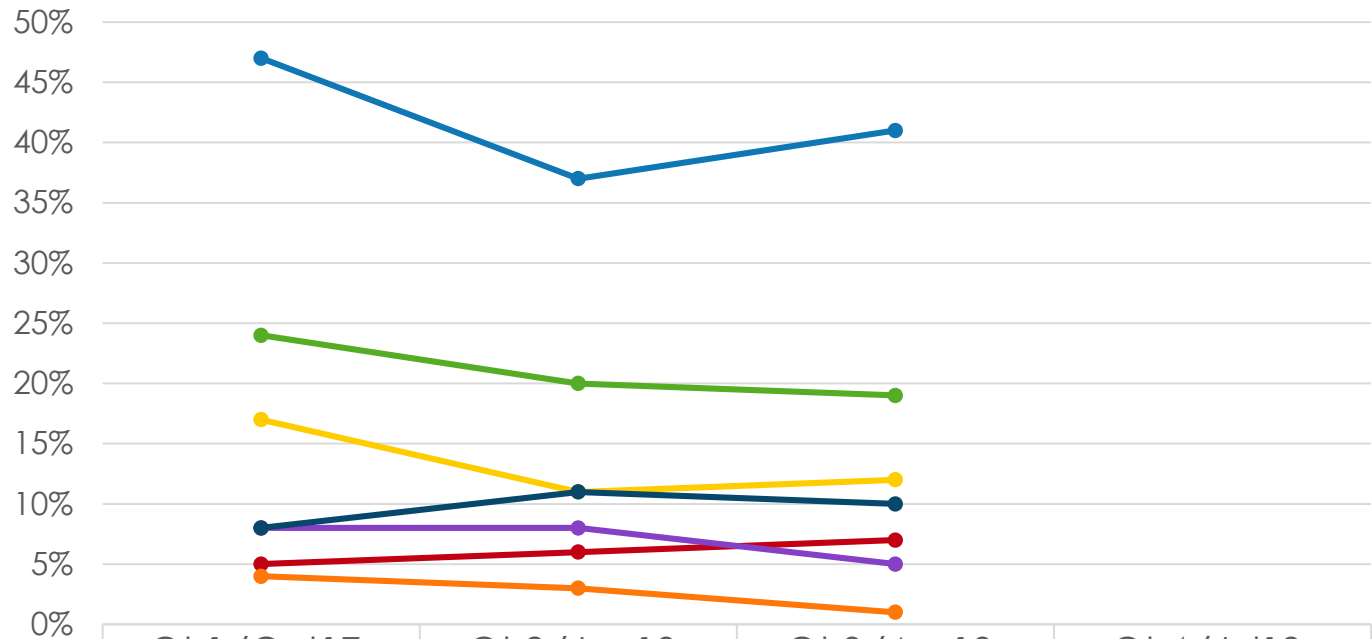
INTERNET- SOURCES OF INFORMATION

GVB



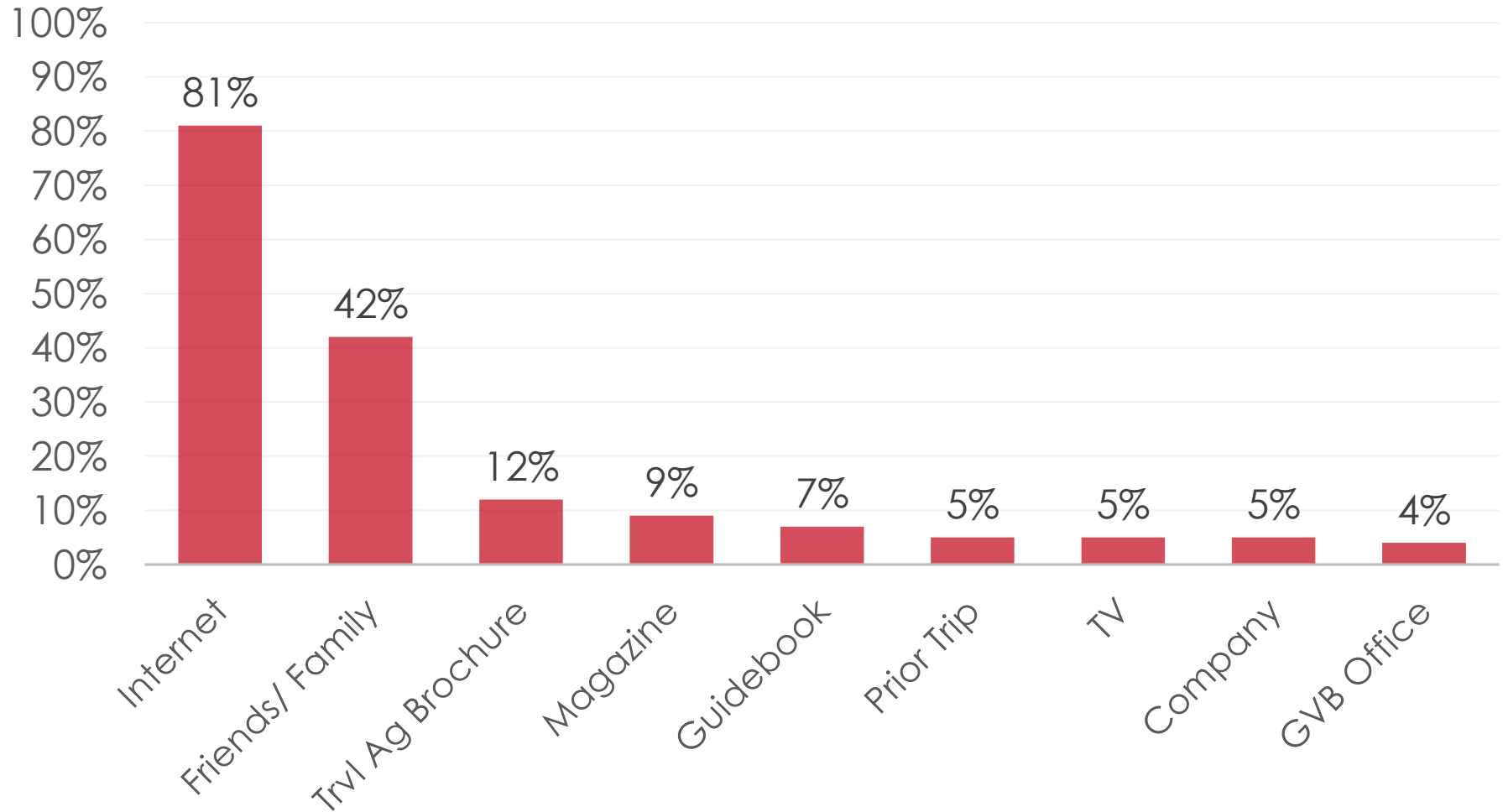
| | Qtr1 (Oct17-Dec17) | Qtr2 (Jan18-Mar18) | Qtr3 (Apr18-Jun18) | Qtr4 (Jul18-Sept18) |
|--------------|--------------------|--------------------|--------------------|---------------------|
| None | 39% | 32% | 37% | |
| GVB Website | 42% | 49% | 47% | |
| GVB Weibo | 6% | 12% | 6% | |
| GVB Facebook | 20% | 16% | 20% | |
| GVB IG | 8% | 7% | 5% | |
| GVB Blog | 10% | 7% | 9% | |
| GVB Café | 6% | 4% | 4% | |
| GVB Twitter | | 4% | | |

TRAVEL MOTIVATION



| | | | | | | | |
|-------------------|--------------------|-----|--------------------|-----|--------------------|-----|---------------------|
| Friends/ Family | Qtr1 (Oct17-Dec17) | 47% | Qtr2 (Jan18-Mar18) | 37% | Qtr3 (Apr18-Jun18) | 41% | Qtr4 (Jul18-Sept18) |
| Company/ Bus Trip | Qtr1 (Oct17-Dec17) | 5% | Qtr2 (Jan18-Mar18) | 6% | Qtr3 (Apr18-Jun18) | 7% | |
| Internet | Qtr1 (Oct17-Dec17) | 24% | Qtr2 (Jan18-Mar18) | 20% | Qtr3 (Apr18-Jun18) | 19% | |
| Travel Show | Qtr1 (Oct17-Dec17) | 17% | Qtr2 (Jan18-Mar18) | 11% | Qtr3 (Apr18-Jun18) | 12% | |
| Travel Agent | Qtr1 (Oct17-Dec17) | 8% | Qtr2 (Jan18-Mar18) | 8% | Qtr3 (Apr18-Jun18) | 5% | |
| Print | Qtr1 (Oct17-Dec17) | 4% | Qtr2 (Jan18-Mar18) | 3% | Qtr3 (Apr18-Jun18) | 1% | |
| Social Media | Qtr1 (Oct17-Dec17) | 8% | Qtr2 (Jan18-Mar18) | 11% | Qtr3 (Apr18-Jun18) | 10% | |

PRE-ARRIVAL SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION – Key Segments

GVB EXIT SURVEY

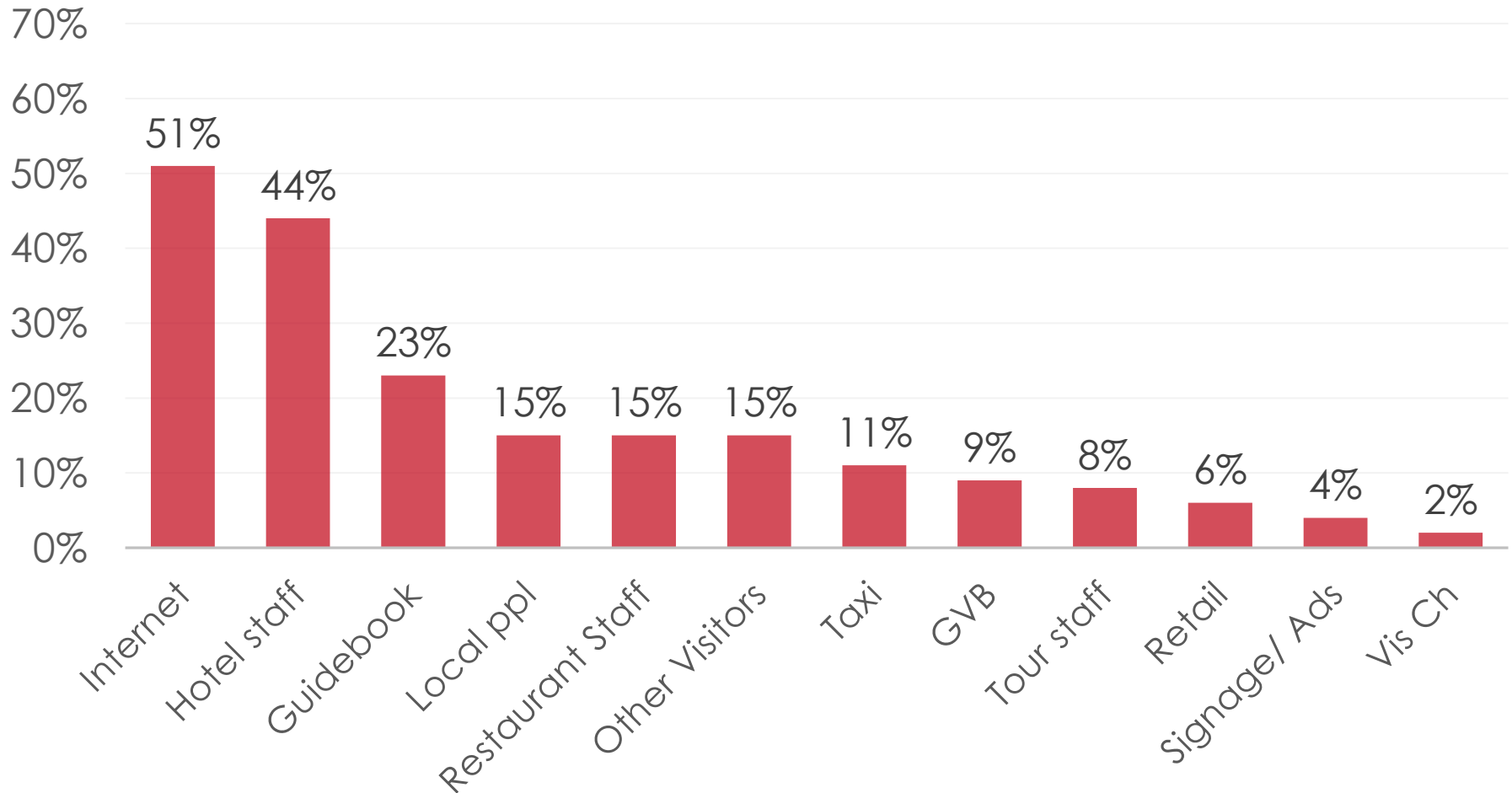
Q1 Please select the top three sources of information you used to find out about Guam before your trip:

| | | TOTAL | FIT | FAMILY | HONEYMOON |
|----|---|-------|-----|--------|-----------|
| | | - | - | - | - |
| Q1 | Internet/Mobile App | 81% | 86% | 70% | 50% |
| | Friend or relative | 42% | 43% | 45% | |
| | Travel agent brochure | 12% | 7% | 17% | 50% |
| | Magazine (consumer) | 9% | 10% | 9% | |
| | Travel guide book at bookstores | 7% | 7% | 8% | |
| | TV | 5% | 5% | 4% | |
| | I have been to Guam before | 5% | 6% | 6% | |
| | Co-worker/ company travel department | 5% | 6% | 2% | |
| | Guam Visitors Bureau office | 4% | 2% | 8% | |
| | Travel trade shows | 2% | 2% | 2% | |
| | Guam Visitors Bureau promotional activities | 1% | 1% | | |
| | Office LED | 1% | 1% | | |
| | Total | 104 | 84 | 53 | 4 |

Prepared by Anthology Research

ONISLE

SOURCES OF INFORMATION



ON-ISLE SOURCES OF INFORMATION – Key Segments

GVB EXIT SURVEY

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

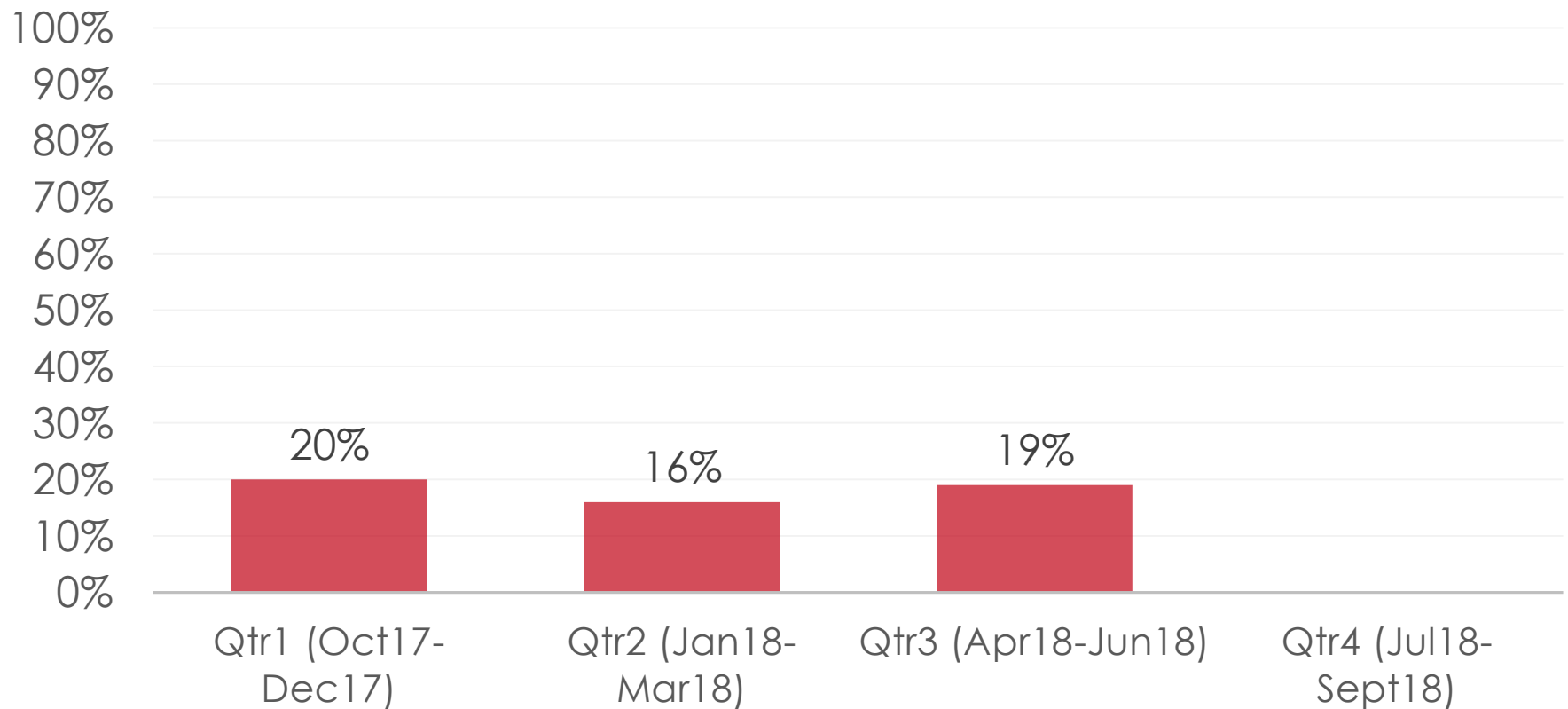
| | | TOTAL | FIT | FAMILY | HONEYMOON |
|----|----------------------------------|-------|-----|--------|-----------|
| | | - | - | - | - |
| Q2 | Internet/Mobile App | 51% | 56% | 53% | 75% |
| | Hotel staff | 44% | 40% | 38% | 25% |
| | Guide books I brought with me | 23% | 26% | 26% | 25% |
| | Local people | 15% | 18% | 11% | |
| | Restaurant staff (outside hotel) | 15% | 13% | 13% | |
| | Other visitors | 15% | 18% | 11% | |
| | Taxi drivers | 11% | 10% | 4% | 25% |
| | Guam Visitors Bureau | 9% | 8% | 9% | 25% |
| | Tour staff | 8% | 5% | 11% | 25% |
| | Retail staff | 6% | 6% | 6% | |
| | Signs/ advertisement | 4% | 4% | 2% | |
| | Local publication | 3% | 1% | 6% | |
| | Visitors channel | 2% | 1% | 2% | |
| | Total | 104 | 84 | 53 | 4 |

Prepared by Anthology Research

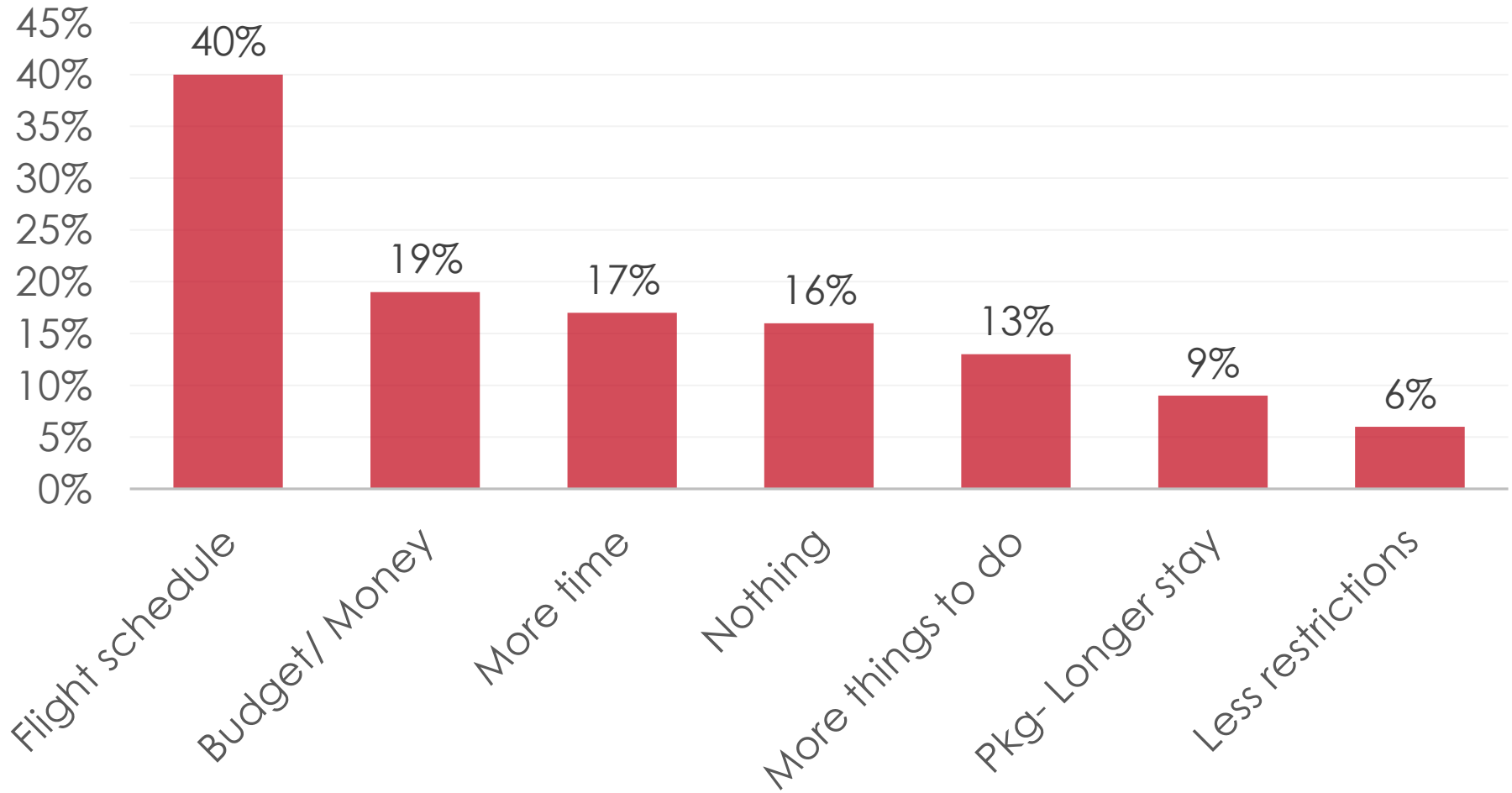
SECTION 6

FUTURE TRAVEL TO GUAM

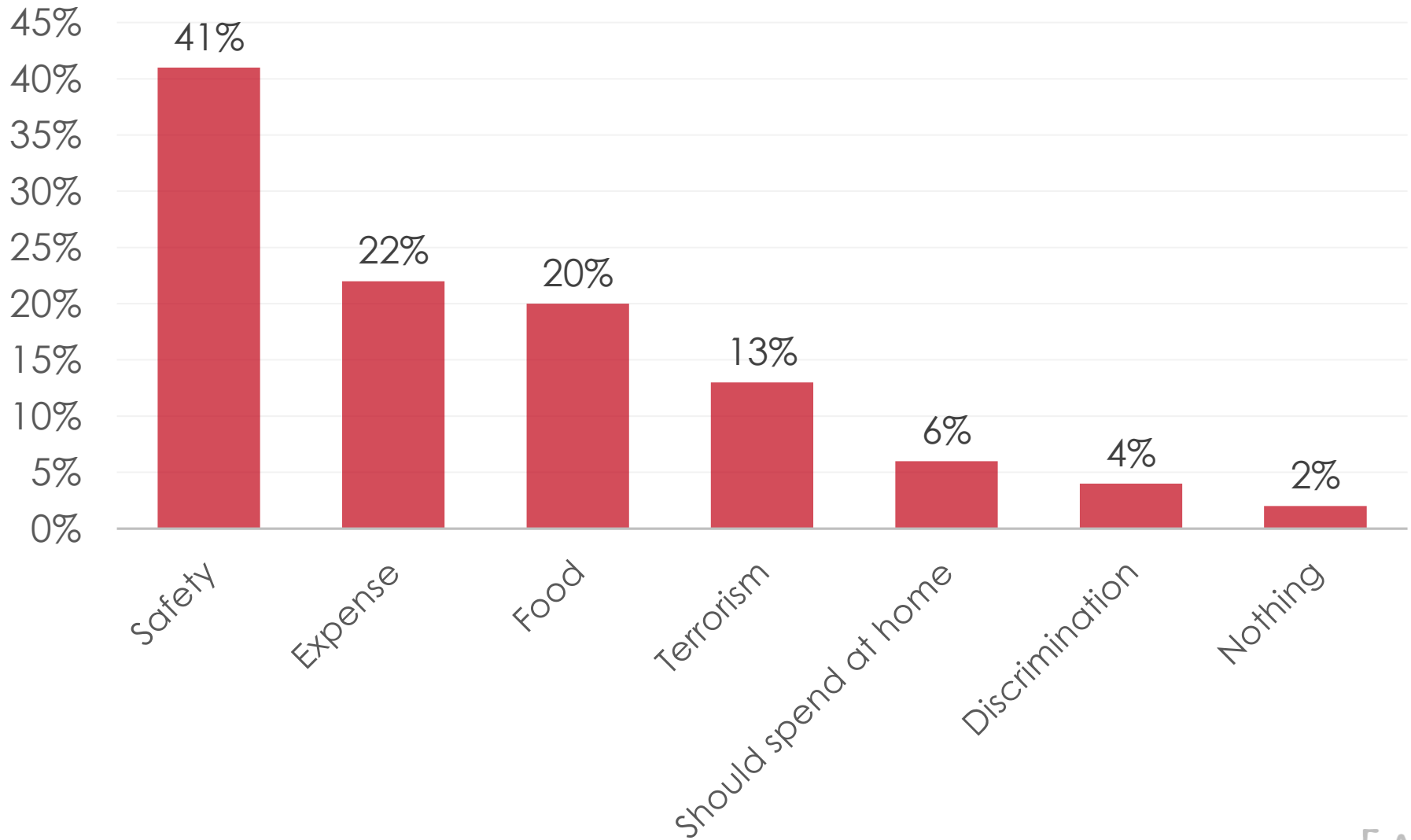
Will security screening/ immigration at Guam Airport impact future travel to Guam?



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



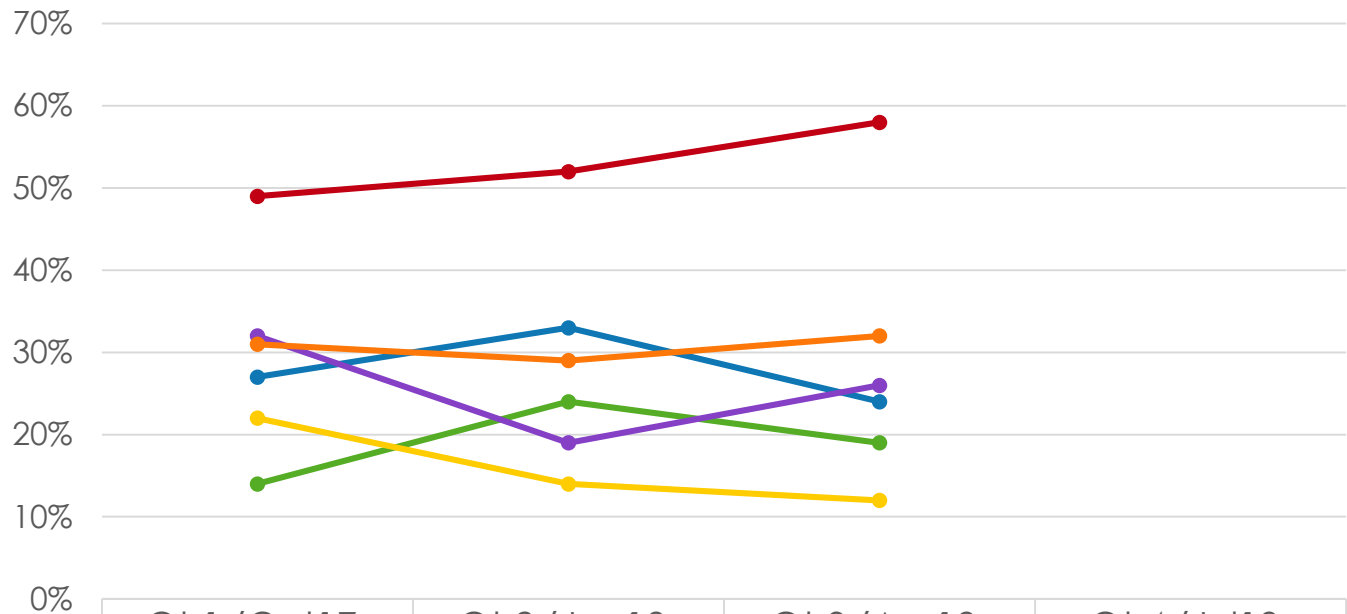
FUTURE TRAVEL CONCERNS



SECTION 7

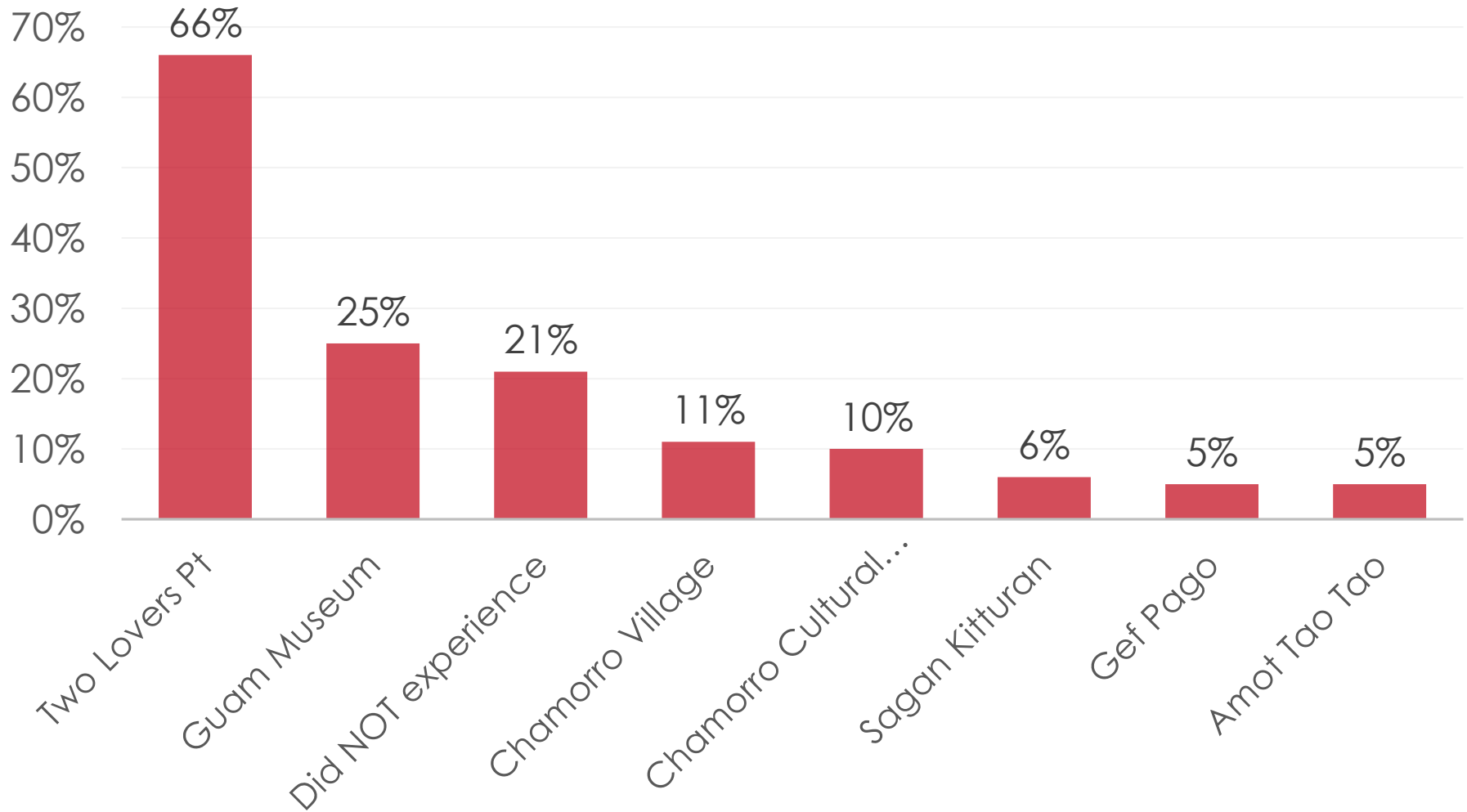
GUAM CULTURE

EXPERIENCED- CHAMORRO/ HAFA ADAI SPIRIT

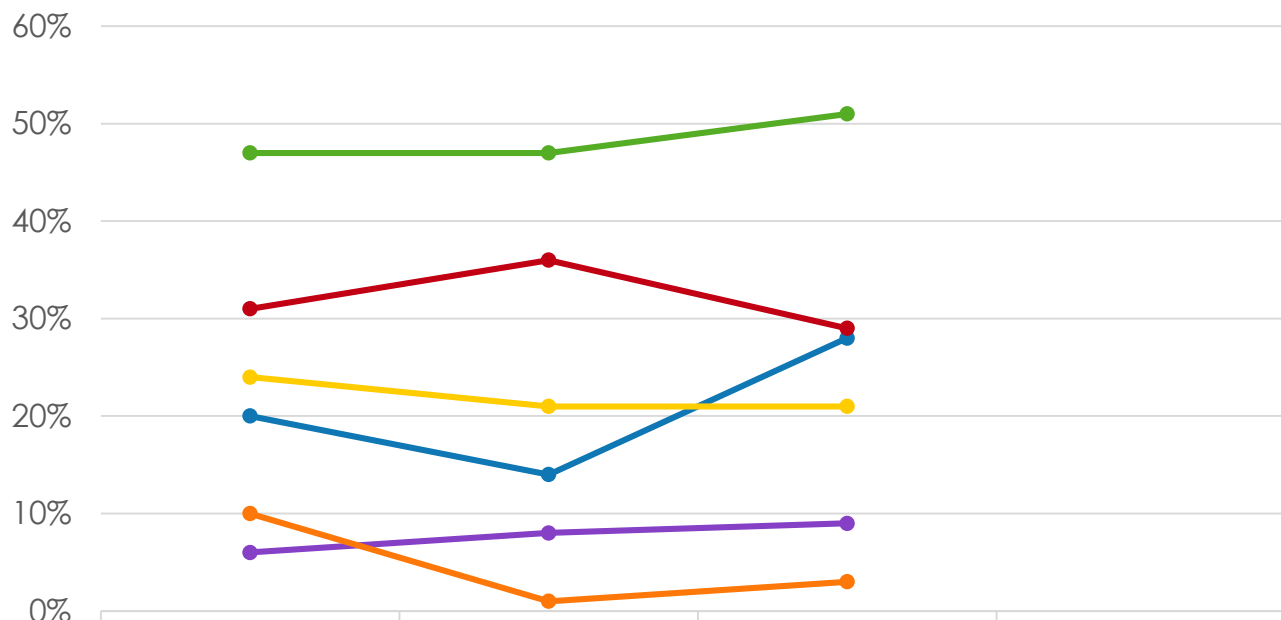


| | Qtr1 (Oct17-Dec17) | Qtr2 (Jan18-Mar18) | Qtr3 (Apr18-Jun18) | Qtr4 (Jul18-Sept18) |
|---------------------|--------------------|--------------------|--------------------|---------------------|
| Did NOT experience | 27% | 33% | 24% | |
| Beaches | 49% | 52% | 58% | |
| Chamorro cuisine | 14% | 24% | 19% | |
| Night Market | 22% | 14% | 12% | |
| Socializing- locals | 32% | 19% | 26% | |
| Local Music | 31% | 29% | 32% | |

EXPERIENCED- OTHER CULTURAL ACTIVITY/EVENTS

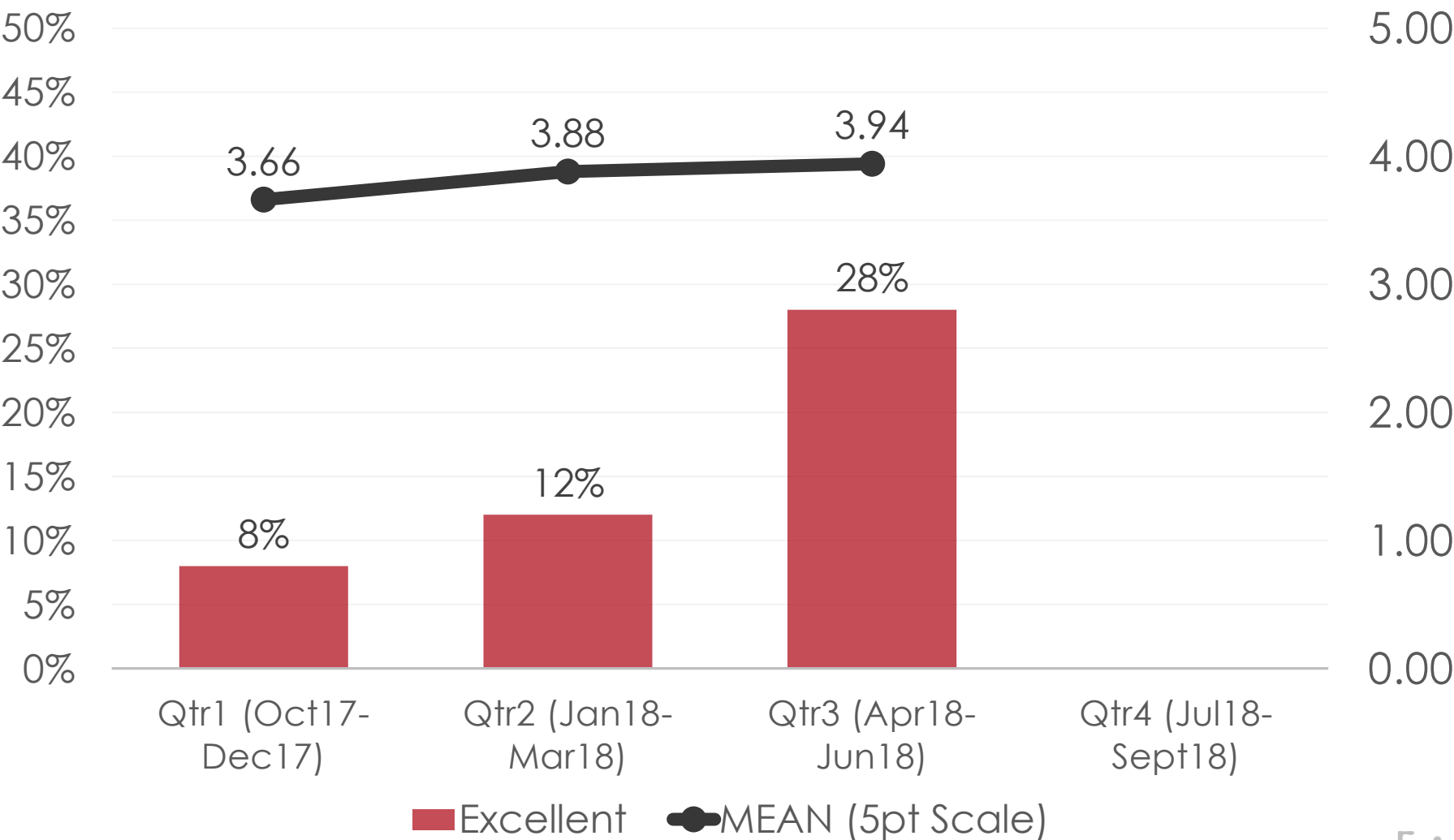


SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS

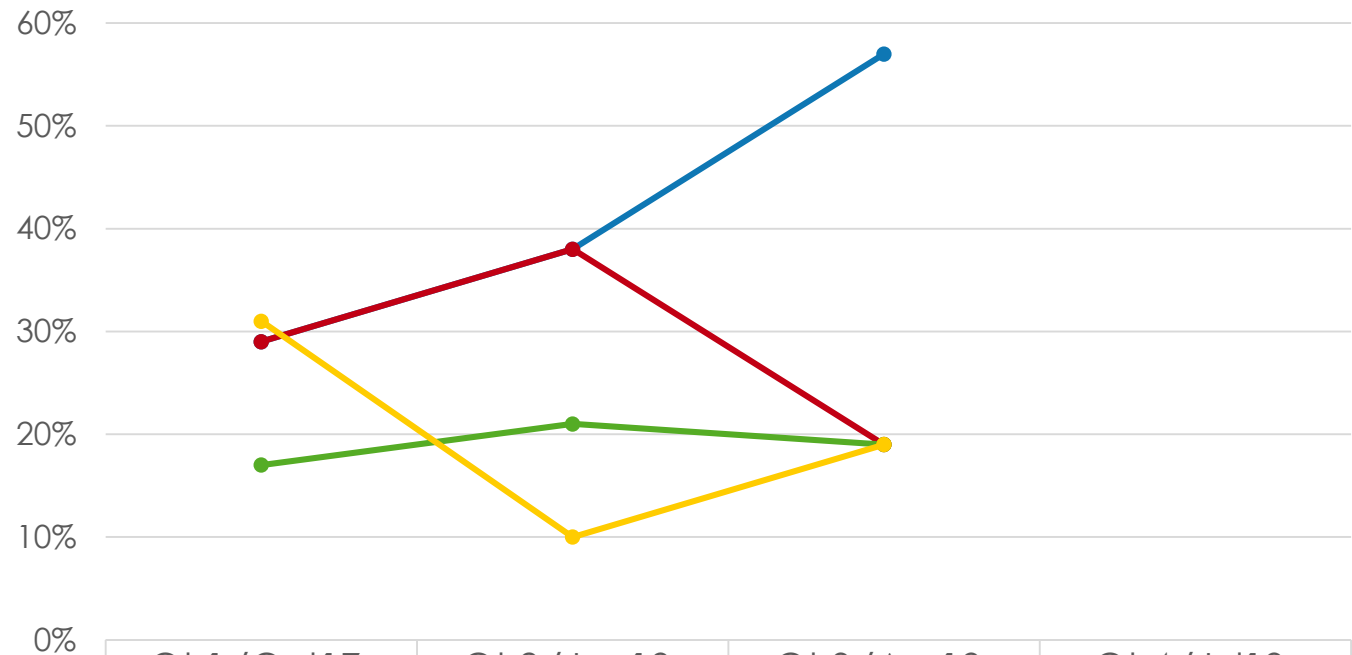






| | Qtr1 (Oct17- Dec17) | Qtr2 (Jan18- Mar18) | Qtr3 (Apr18- Jun18) | Qtr4 (Jul18- Sep18) |
|------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| Travel guide/ brochure | 20% | 14% | 28% | |
| Travel agency | 31% | 36% | 29% | |
| Internet | 47% | 47% | 51% | |
| Family/ Friends | 24% | 21% | 21% | |
| Hotel staff | 6% | 8% | 9% | |
| Print | 10% | 1% | 3% | |

SATISFACTION- CULTURAL ACTIVITY/EVENTS



OBSTACLES- CULTURAL ACTIVITY/EVENTS



| | | | | |
|--|-----|-----|-----|--|
|  Schedule | 29% | 38% | 57% | |
|  Unaware | 29% | 38% | 19% | |
|  Did not want to | 17% | 21% | 19% | |
|  Did not know where | 31% | 10% | 19% | |

ADVANCED STATISTICS

Analysis Technique

- Dependent variables: total per person on island expenditure and overall satisfaction (numeric)
- Independent variables are satisfaction with different aspects of trip to Guam (numeric).
- Use of linear stepwise regression to derive predictors (drivers) of on-island expenditure and overall satisfaction, Since both the independent and dependent variables are numeric.
- This determines the significant ($p \leq .05$) drivers and the percentage of the dependent variables accounted for by each significant predictor and by all of them combined.

Drivers- Overall Satisfaction

| Comparison of Drivers of Overall Satisfaction, 1st, 2nd, 3rd Qtr. and Overall 1-3 Qtr. 2018 | | | | |
|---|----------|---------|----------|------------------------------|
| | 1st Qtr. | 2nd Qtr | 3rd Qtr. | Combined 1-3 Qtr. 2018 |
| Drivers: | rank | rank | rank | rank |
| Quality & Cleanliness of beaches & parks | 2 | | | |
| Ease of getting around | | | | |
| Safety walking around at night | | | | |
| Quality of daytime tours | | 2 | | 2 |
| 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 | 1 | | | 3 |
| Quality/cleanliness of air, sky | | | | |
| Quality/cleanliness of parks | | 1 | | |
| Quality of landscape in Tumon | | | | |
| Quality of landscape in Guam | | | 2 | |
| Quality of ground handler | | | | 1 |
| Quality/cleanliness of transportation vehicles | | | 1 | 4 |
| % of Per Person On Island Expenditures Accounted For | 44.6% | 58.4% | 79.5% | 60.4% |
| NOTE: Only significant drivers are included. | | | | |

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Hong Kong visitor's experience on Guam is driven by two significant factors in the 3rd Quarter 2018 Period. By rank order they are:
 - **Quality & cleanliness of transportation vehicles, and**
 - **Quality of landscape in Guam.**
- With these factors, the overall r^2 is .795 meaning that **79.5% of overall satisfaction is accounted for by these factors.**

Drivers – On-Isle Expenditures

| Comparison of Drivers of Per Person On Island Expenditure, 1st, 2nd, 3rd Qtr. and Overall 1-3 Qtr. 2018 | | | | |
|---|-----------------|-----------------|------------------|--------------------------------------|
| Drivers: | 1st Qtr rank | 2nd Qtr rank | 3rd Qtr. rank | Combined 1-3 Qtr. 2018 rank |
| Quality & Cleanliness of beaches & parks | | | | |
| Ease of getting around | | 1 | | |
| Safety walking around at night | | | | |
| Quality of daytime tours | | | | |
| Variety of daytime tours | | | | |
| Quality of nighttime tours | | | | |
| Variety of nighttime tours | | | | |
| Quality of shopping | | | 1 | |
| 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 | | | | 1 |
| Quality of ground handler | | | | |
| Quality/cleanliness of transportation vehicles | | | | |
| % of Per Person On Island Expenditures Accounted For | 0.0% | 4.5% | 7.0% | 2.1% |
| NOTE: Only significant drivers are included. | | | | |

Drivers of On-Isle Expenditures

- **Per Person On Island Expenditure** of Hong Kong visitors on Guam is driven by one significant factor in the 3rd Quarter 2018 period. It is:
 - **Quality of shopping.**
- With this factor, the overall r^2 is .070 meaning that **7.0% of per person on island expenditure is accounted for by this factor.**