Hong Kong Visitor Tracker Exit Profile & Market Segmentation Report

FY2019 - QTR.3 (APR-JUN 2019)

[ANTHOLOGY®] RESEARCH

GUAM VISITORS BUREAU

GUAM

Background and Methodology

- All surveys were partially interviewer administered. Upon completion of the surveys, Anthology's professional Hong Kong speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent was present.

- A total of 110 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 110 is +/- 9.34 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 +/- 9.34 percentage points.
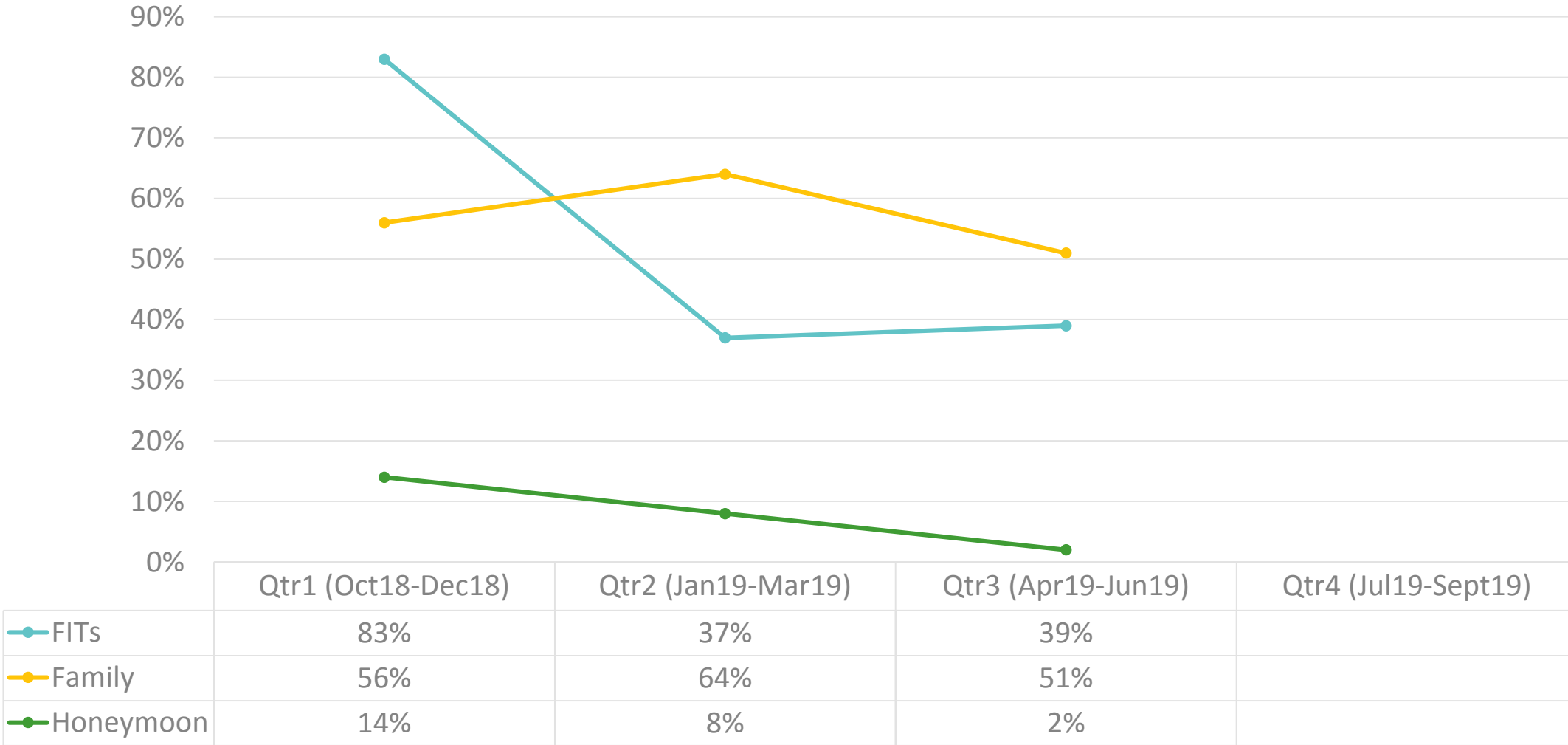
Objectives

- 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 (Q12 Not on Organized Group Tour & Q14 Direct booking w/ airline, hotel)
    - Honeymoon (Q8)
    - Family (Q11)
  - To identify the most significant factors affecting overall visitor satisfaction.
  - To identify (for all visitors from Hong Kong) the most important determinants of on-island spending.

Key Highlighted Segments

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
FITs	83%	37%	39%	
Family	56%	64%	51%	
Honeymoon	14%	8%	2%	

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SECTION 1
PROFILE OF RESPONDENTS

GENDER

Female 39%

Male 61%

MARITAL STATUS

Single
44%

Married
56%
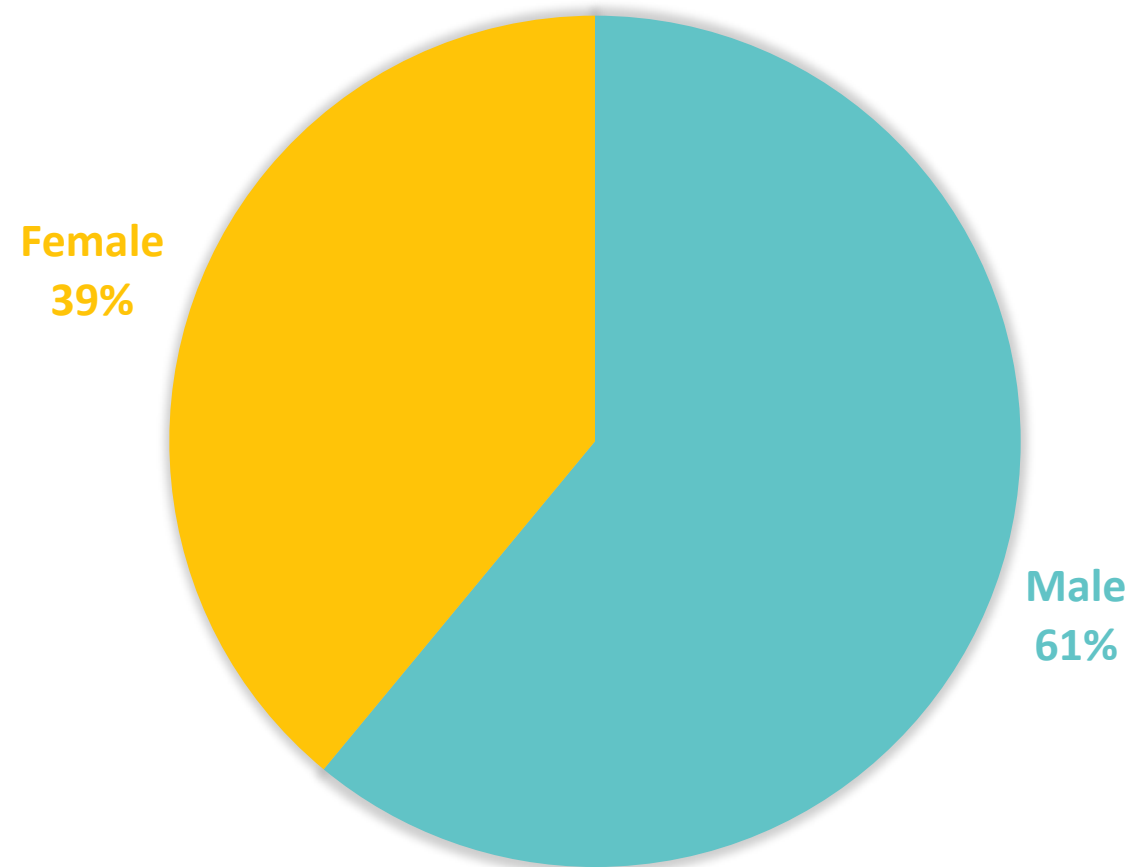
Q: Are you married or single?

MARITAL STATUS – TRACKING

100%
90%
80%
70%
60%   58%   58%   56%
50%   44%
40%   42%   42%
30%
20%
10%
0%

Qtr1 (Oct18-   Qtr2 (Jan19-   Qtr3 (Apr19-   Qtr4 (Jul19-   YTD
Dec18)   Mar19)   Jun19)   Sept19)

58%   42%

——Married   ——Single

Q: Are you married or single?
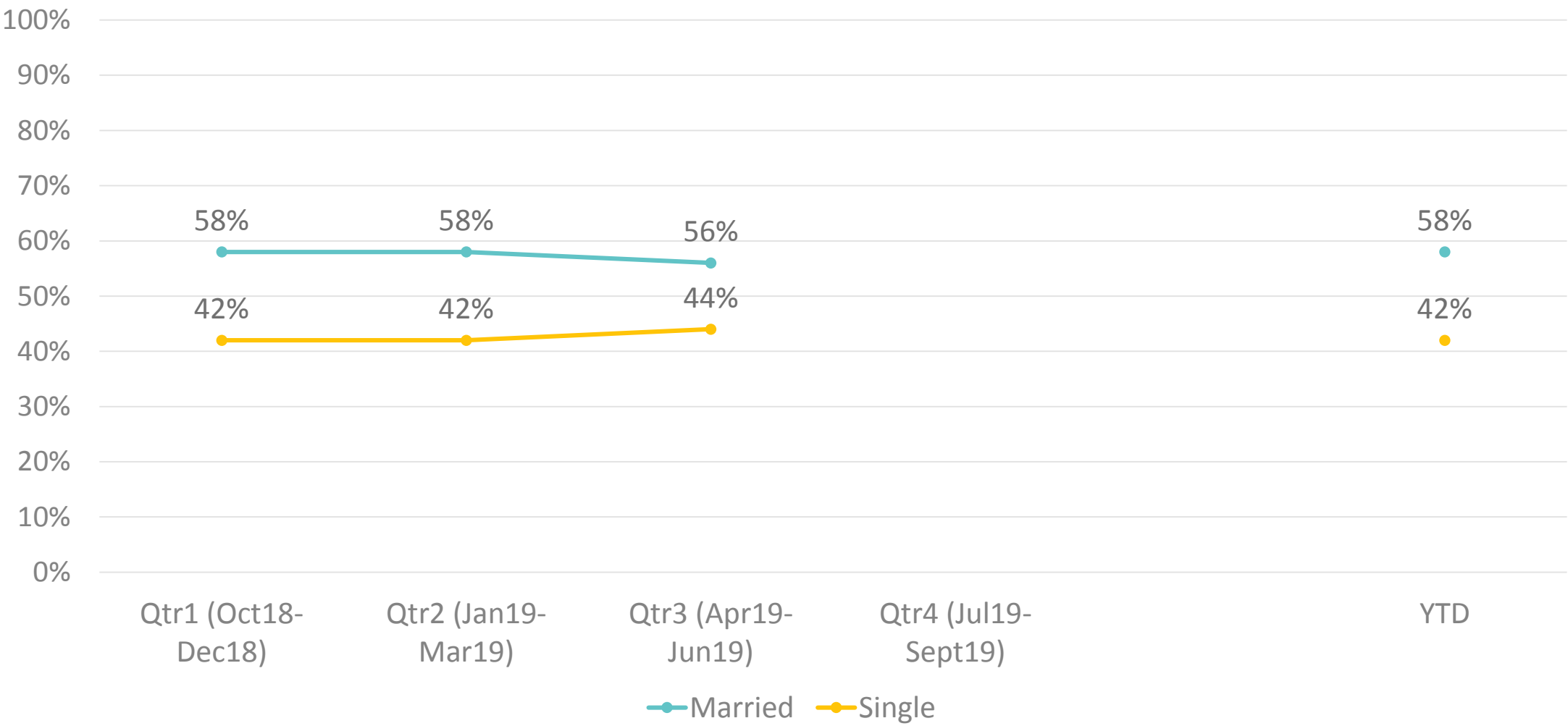
MARITAL STATUS – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
QE Are you married or single?

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
QE	Married	56%	47%	88%	100%
	Single	44%	53%	13%	
	Total	110	43	56	2

Prepared by Anthology Research

Q: Are you married or single?

AGE

Mean = 34.27
Median = 32

Age	Percentage
18-24	12%
25-39	67%
40-49	10%
50-59	9%
60+	2%

Q: And what was your age on your last birthday?

AGE – TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
MEAN	32.93	33.72	34.27			33.65
MEDIAN	31	32	32			32

Q: And what was your age on your last birthday?
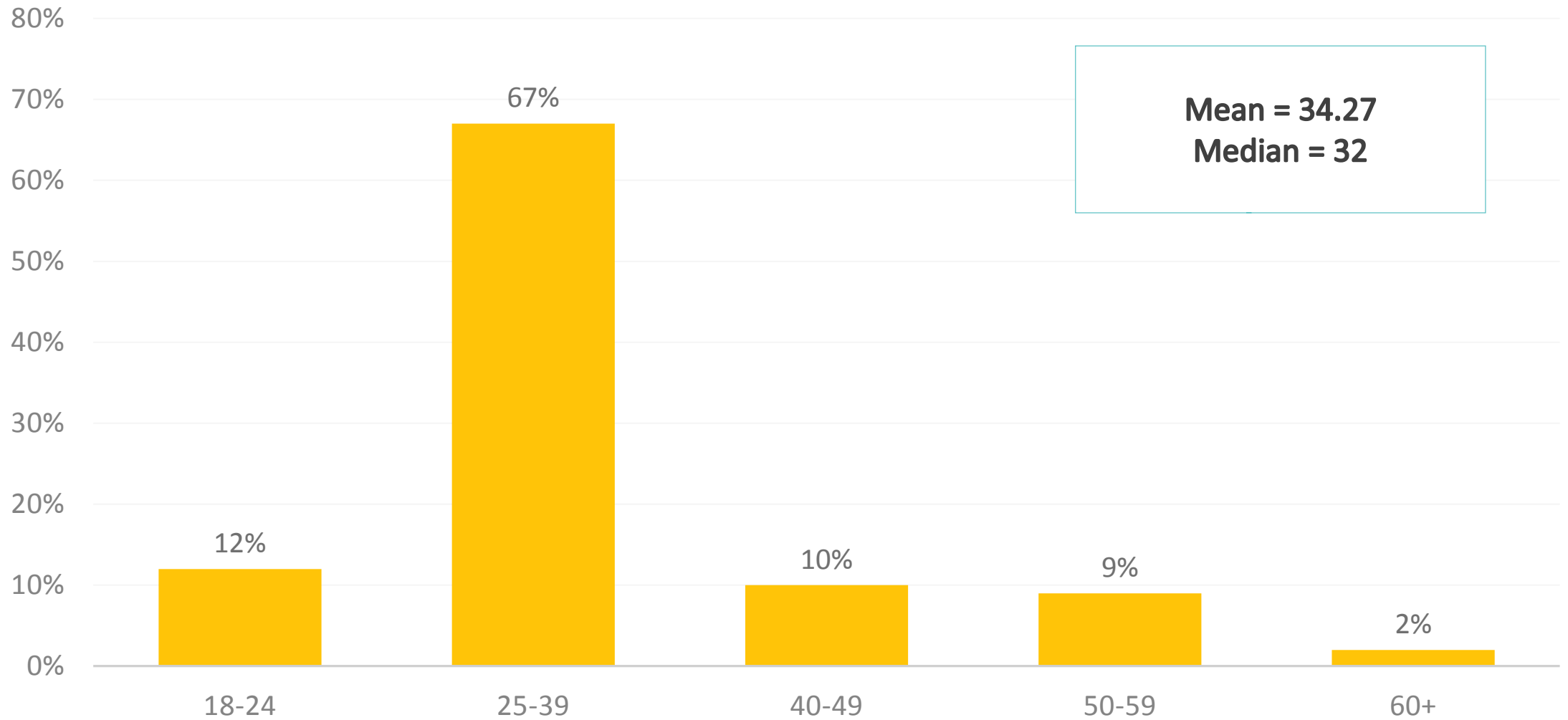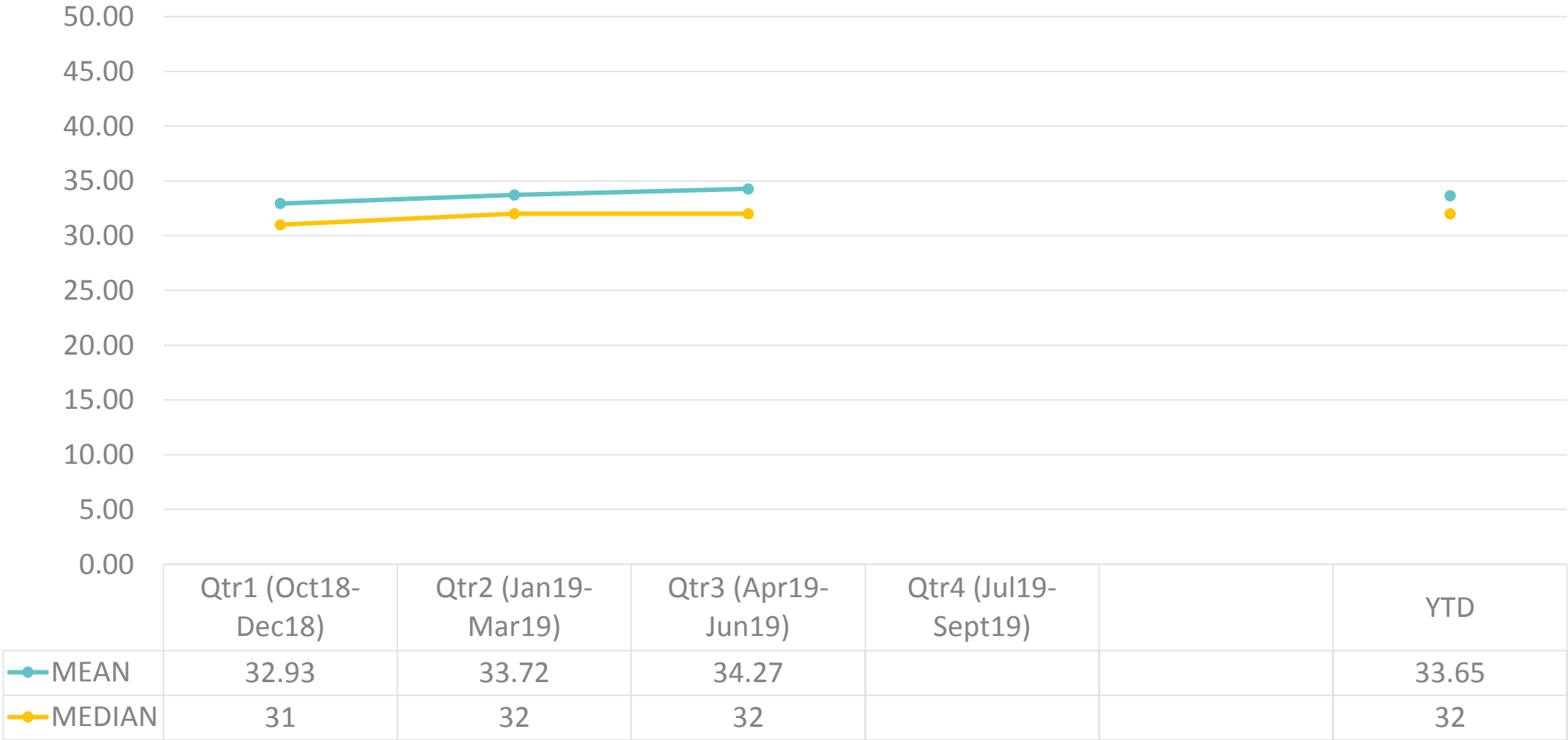
AGE – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
QF What was your age on your last birthday?

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
QF	18-24	12%	7%	7%	
	25-39	67%	70%	63%	100%
	40-49	10%	16%	13%	
	50-59	9%	5%	16%	
	60+	2%	2%	2%	
	Total	110	43	56	2
QF	Mean	34.27	34.91	36.89	28.00
	Median	32	32	35	28

Prepared by Anthology Research

Q: And what was your age on your last birthday?

HOUSEHOLD INCOME

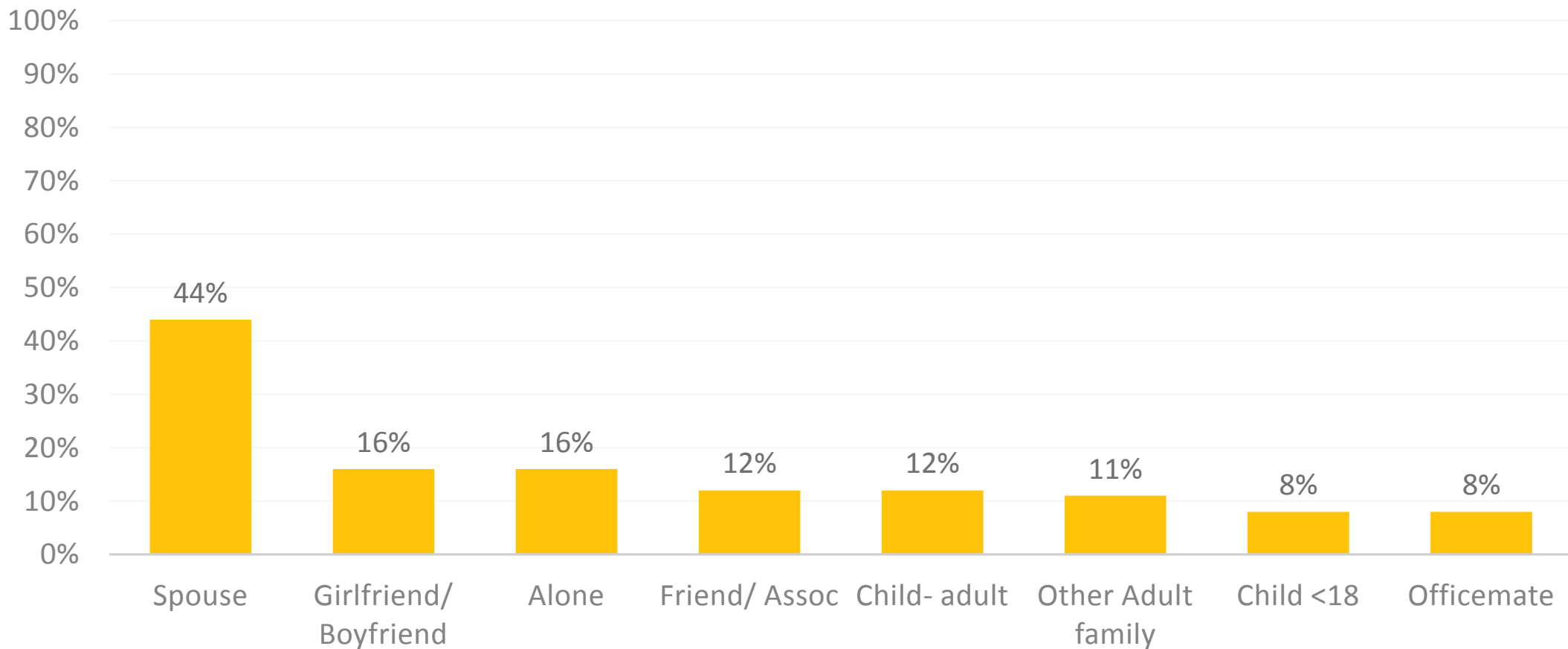Q : *What was your approximate annual household income, before taxes?*
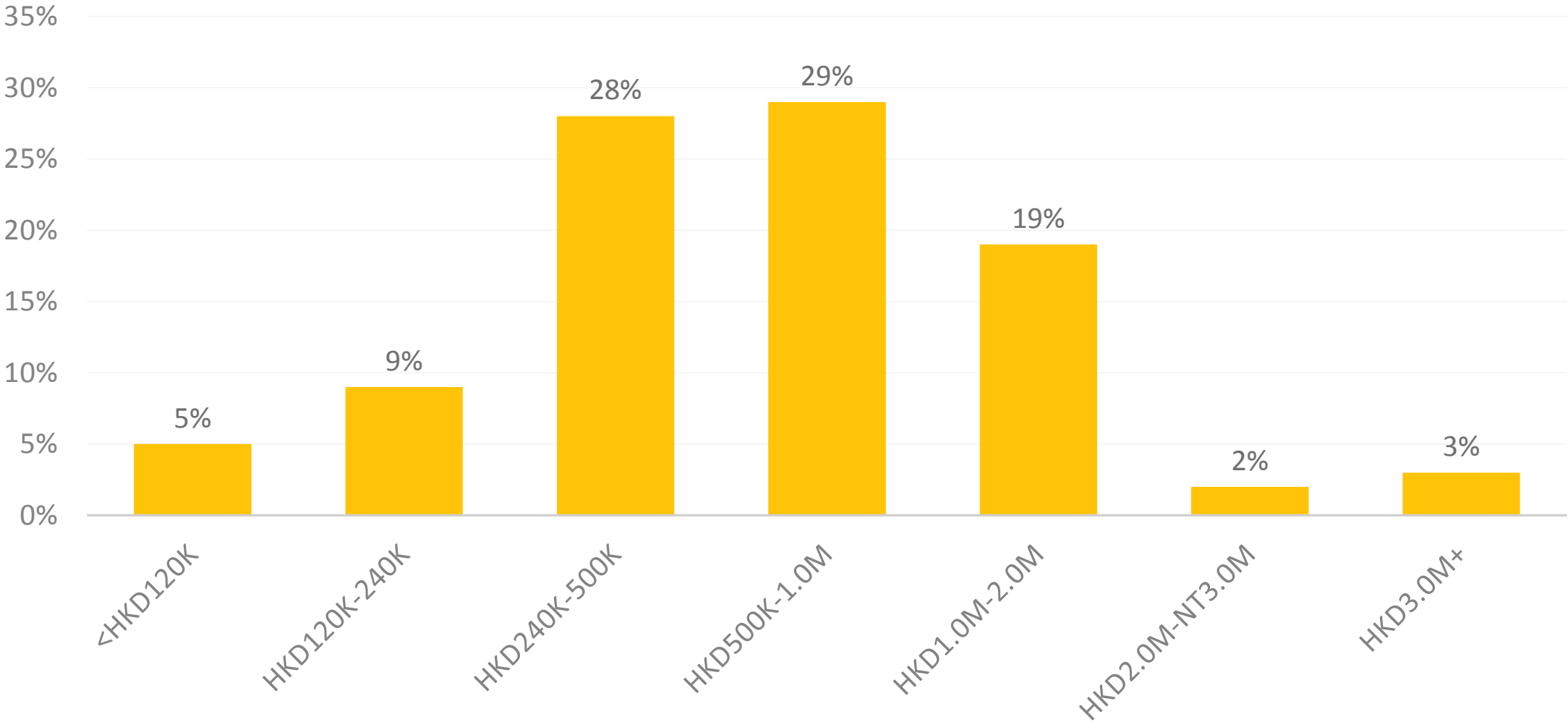
HOUSEHOLD INCOME – SEGMENTATION

GVB VISITOR SATISFACTION STUDY

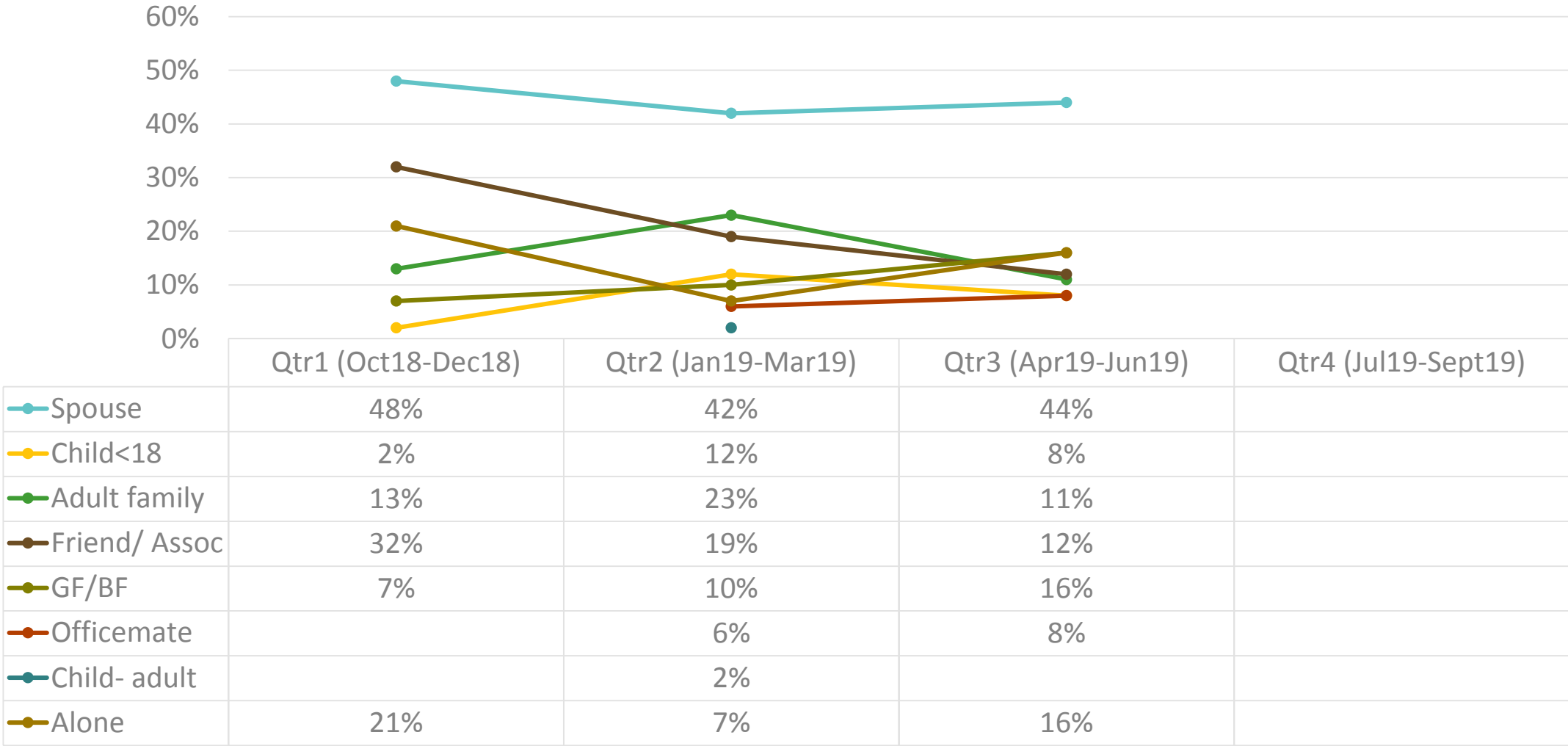**D2 What is your approximate annual household income, before taxes?**

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
D2	< HKD120K	5%	2%	2%	
	HKD120K-240K	9%	7%	9%	
	HKD240K-500K	28%	33%	16%	
	HKD500K-1.0M	29%	35%	38%	50%
	HKD1.0M-2.0M	19%	21%	23%	50%
	HKD2.0M-3.0M	2%		4%	
	HKD3.0M+	3%		4%	
	No income	5%	2%	5%	
	Total	110	43	56	2

Prepared by Anthology Research

Q: What was your approximate annual household income, before taxes?

TRAVEL PARTY

Bar chart showing travel party composition:
- Spouse: 44%
- Girlfriend/Boyfriend: 16%
- Alone: 16%
- Friend/Assoc: 12%
- Child-adult: 12%
- Other Adult family: 11%
- Child <18: 8%
- Officemate: 8%

Q: In addition to yourself, on this trip, who else was in your travel party?

TRAVEL PARTY – TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
Spouse	48%	42%	44%	
Child<18	2%	12%	8%	
Adult family	13%	23%	11%	
Friend/ Assoc	32%	19%	12%	
GF/BF	7%	10%	16%	
Officemate		6%	8%	
Child- adult		2%		
Alone	21%	7%	16%	

Q: In addition to yourself, on this trip, who else was in your travel party?

TRAVEL PARTY – CHILD UNDER 18

8% Traveling with a child

0-2 years old	1%
3-6 years old	3%
7-11 years old	3%
12-18 years old	1%

Q : *In addition to yourself, on this trip, who else was in your travel party?*
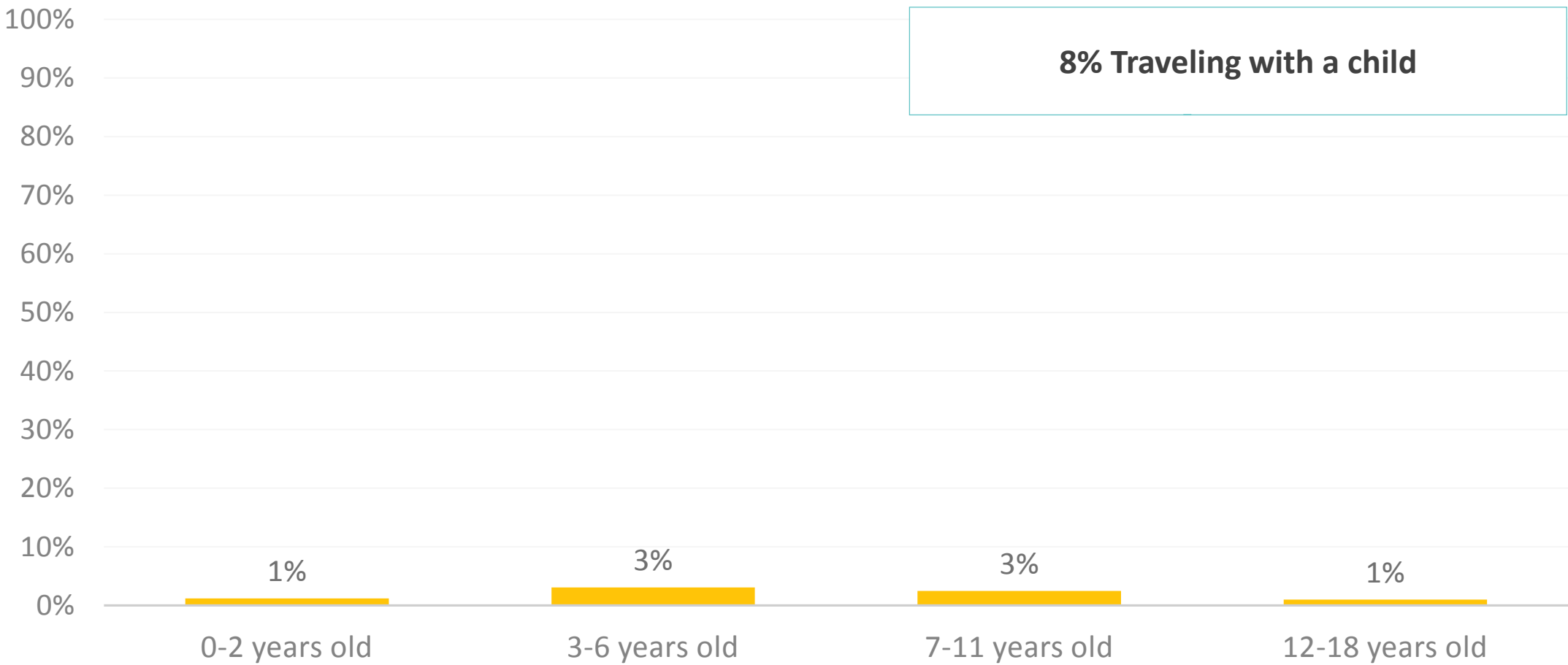
TRAVEL PARTY SIZE

Three or more, 30%

Alone, 21%
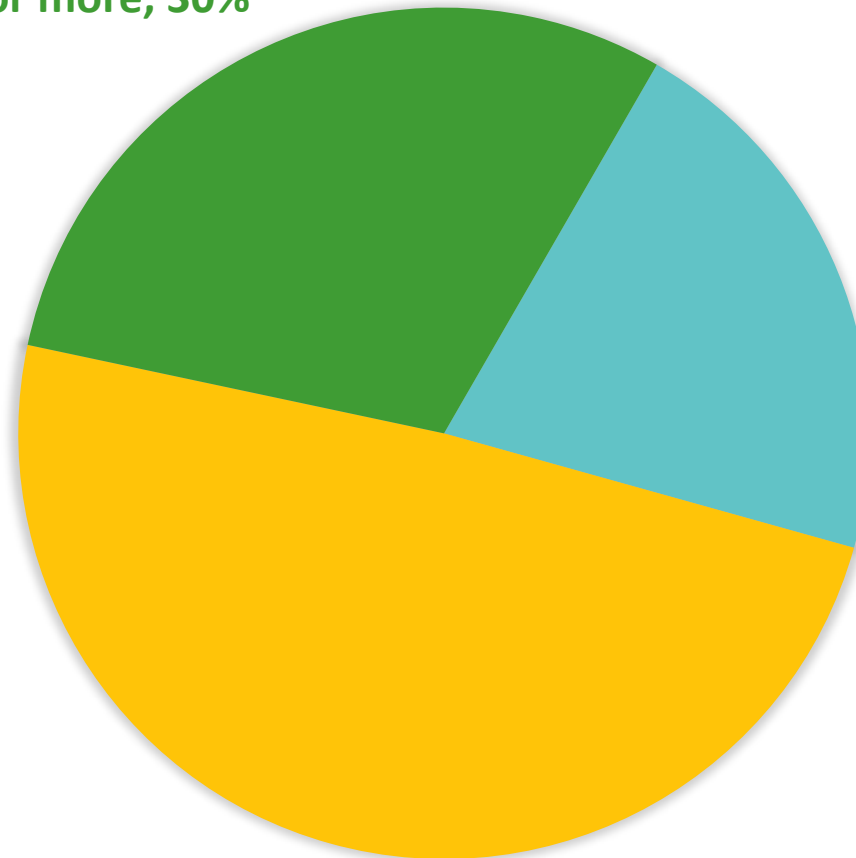
Two persons, 49%

Mean = 3.05
Median = 2

Q : Including yourself, how many people traveled with you in your immediate party?

TRAVEL PARTY SIZE – TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN		4.40	3.05	
MEDIAN		2	2	

Q : *Including yourself, how many people traveled with you in your immediate party?*

TRIPS TO GUAM

Repeat
17%

1st Time
83%

Mean = 1.38
Median = 1

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

TRIPS TO GUAM – TRACKING

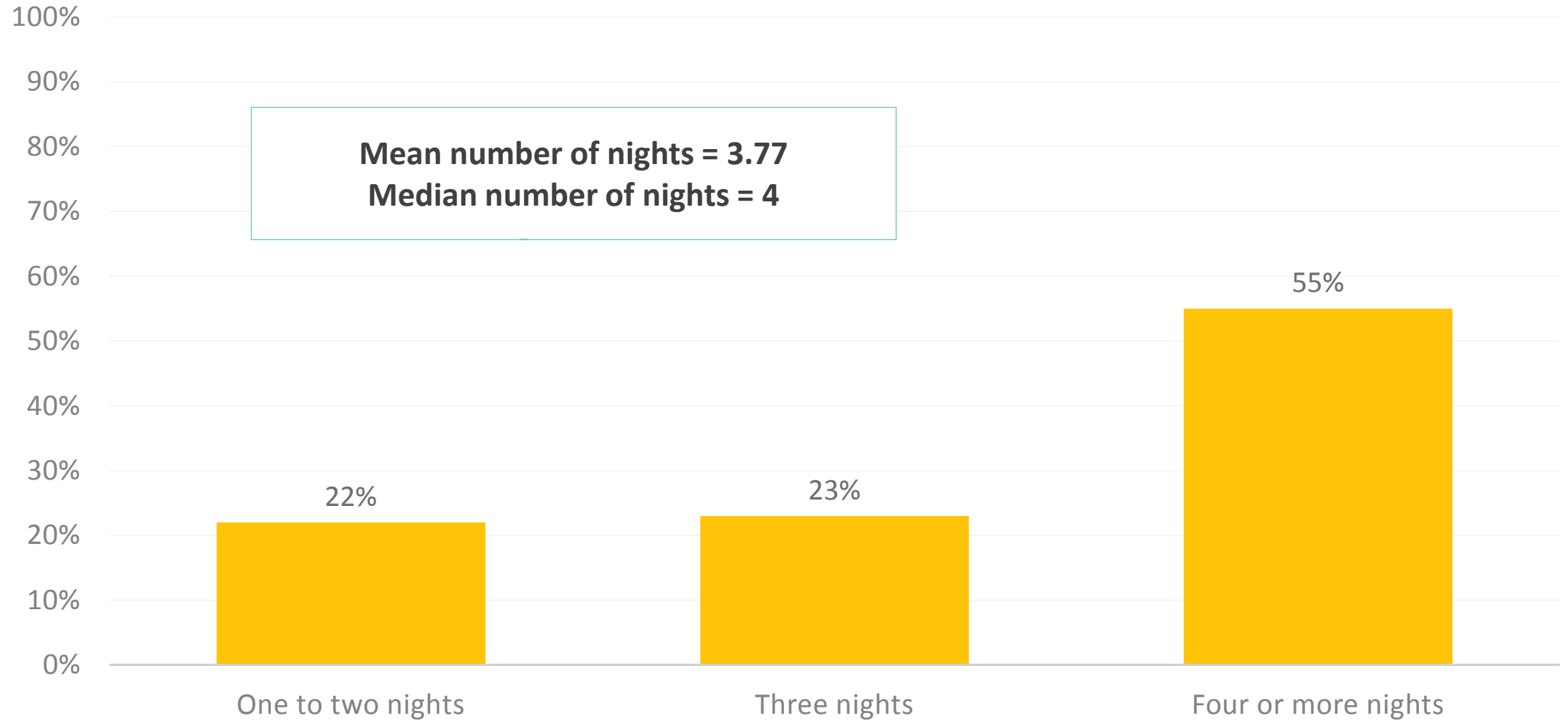Q: Including this trip, how many times have you visited Guam?

22
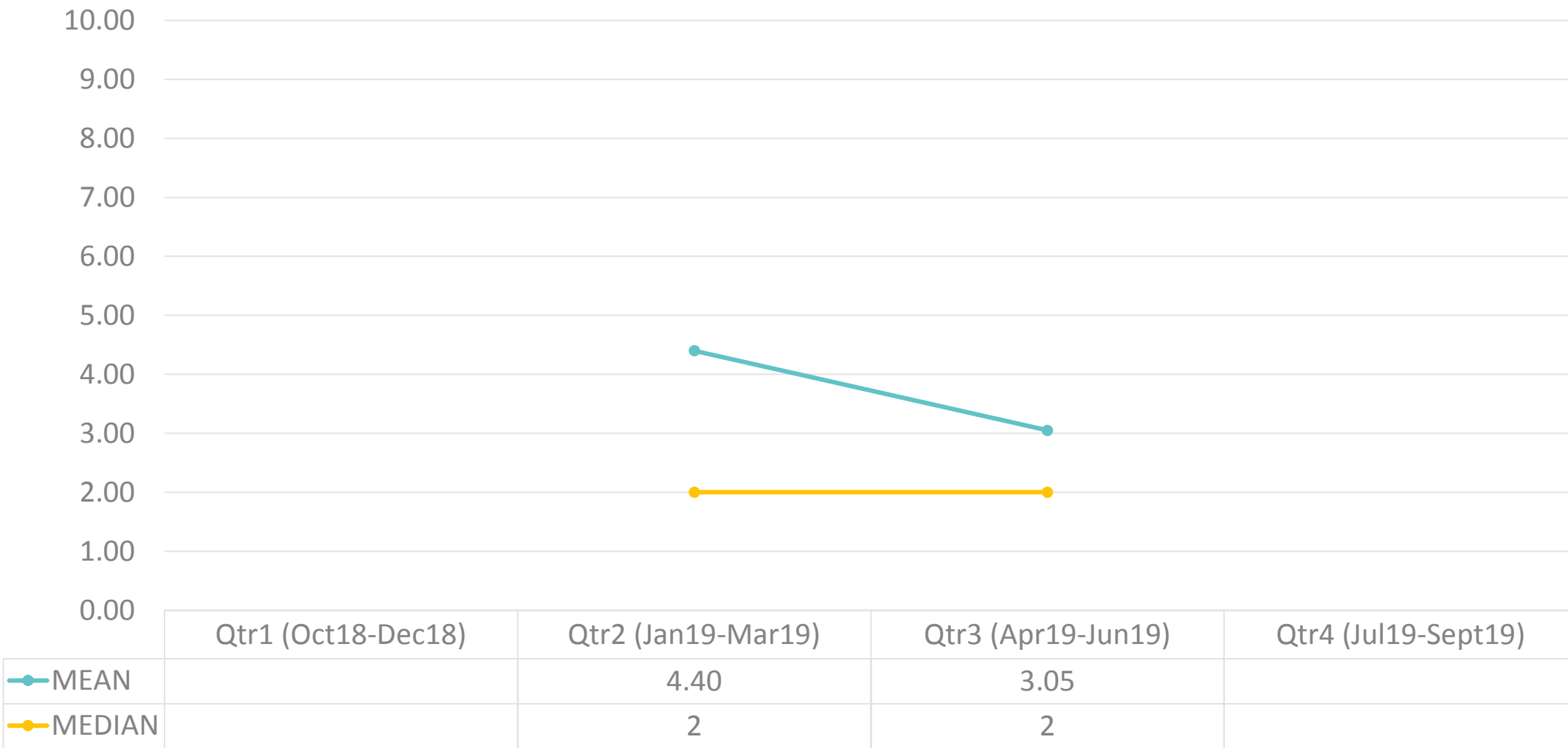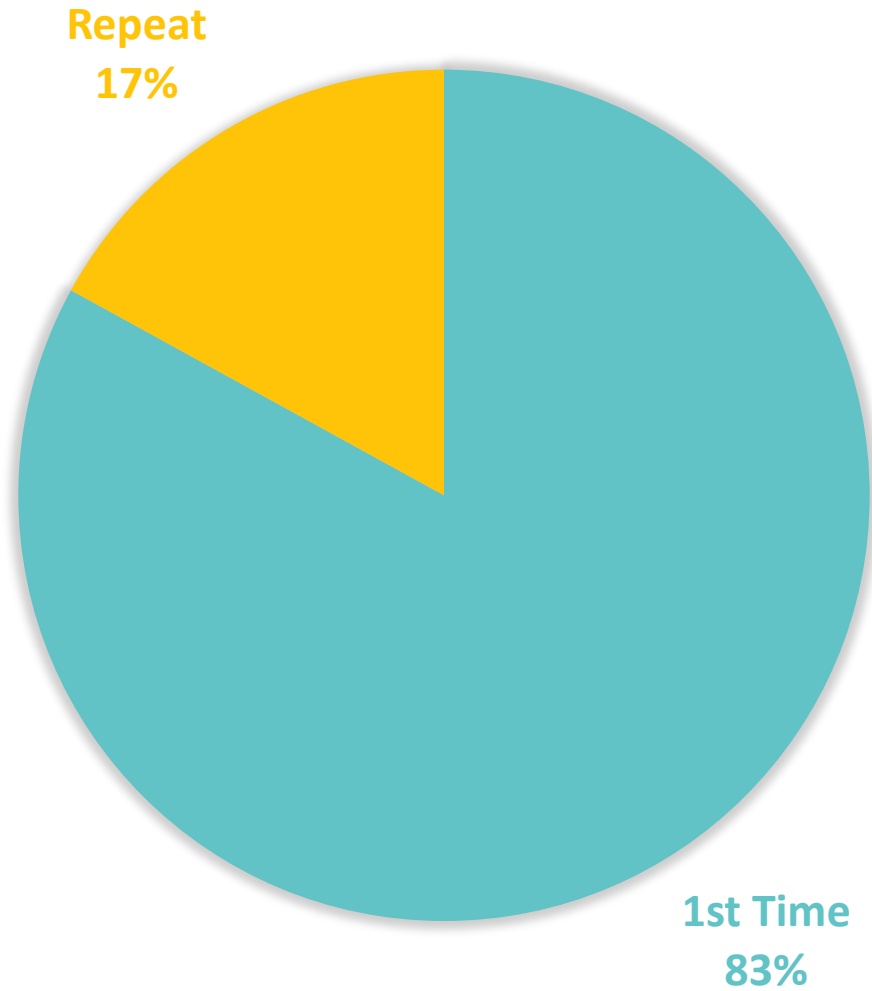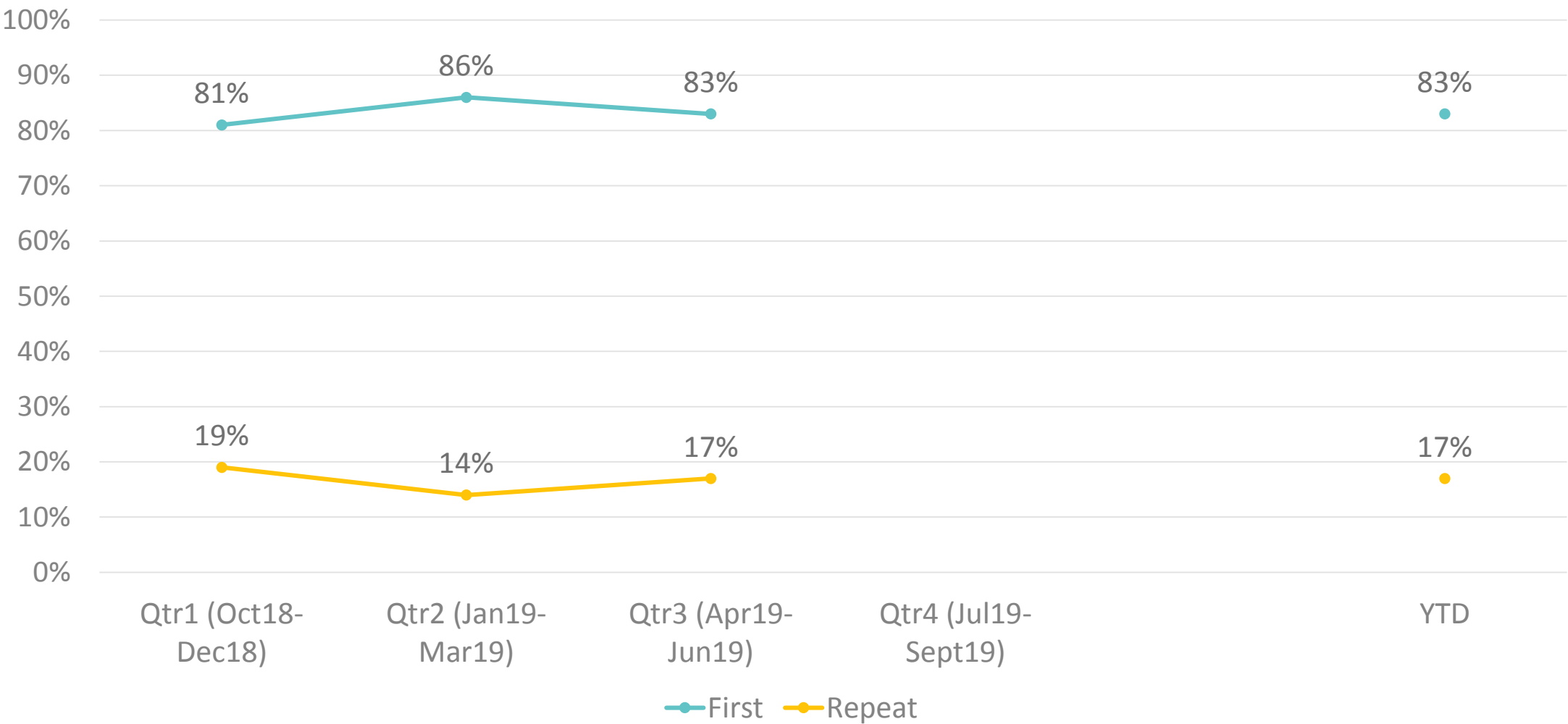
TRIPS TO GUAM – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
Q9 Including this trip, how many times have you been to Guam?

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
Q9	1st time	83%	77%	82%	100%
	Repeat	17%	23%	18%	
	Total	110	43	56	2
Q9	Mean	1.38	1.63	1.30	1.00
	Median	1	1	1	1

Prepared by Anthology Research

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

LENGTH OF STAY

Mean number of nights = 3.77
Median number of nights = 4

- One to two nights: 22%
- Three nights: 23%
- Four or more nights: 55%

Q: How many nights did you stay on Guam?

LENGTH OF STAY – TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
MEAN	3.99	4.04	3.77			3.93
MEDIAN	4	4	4			4
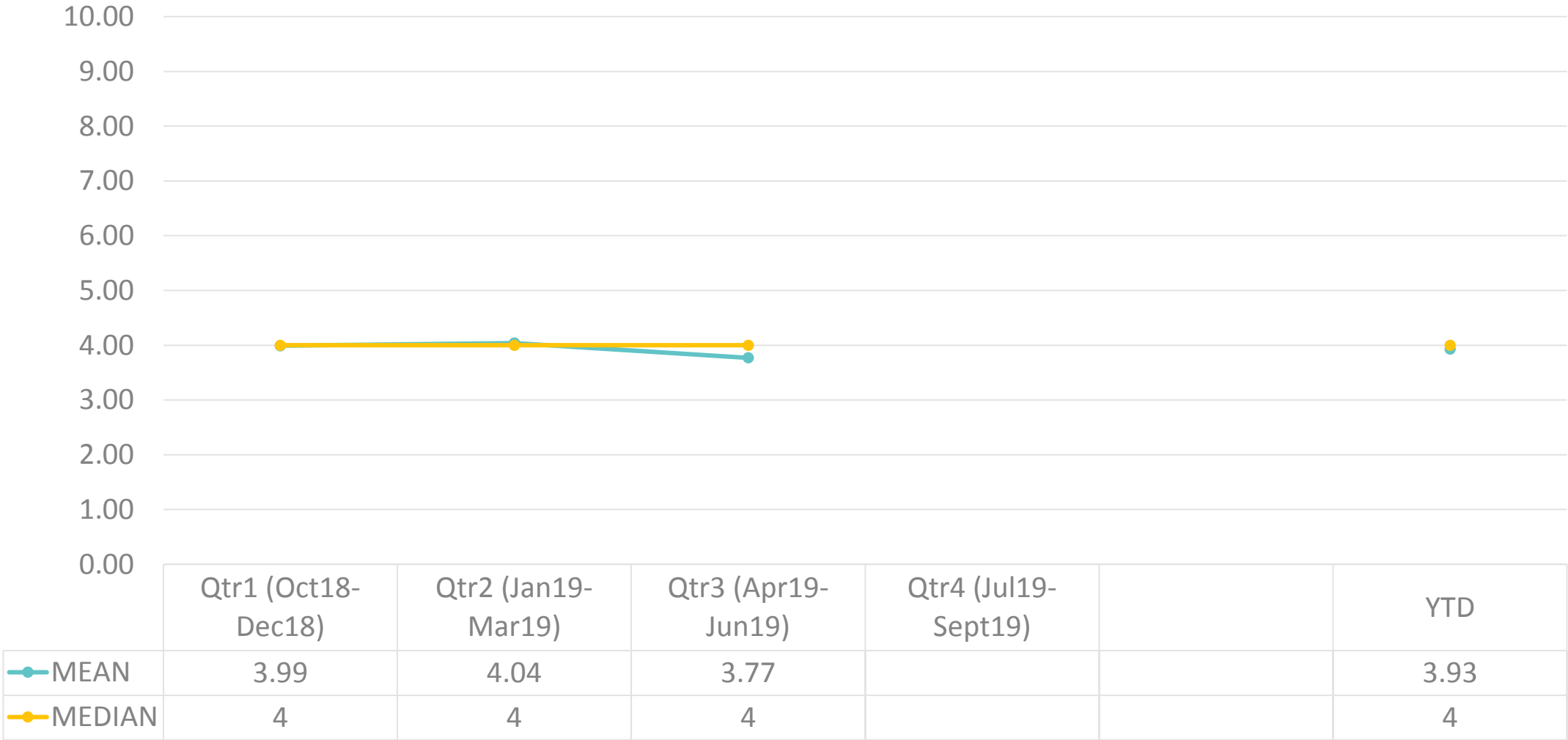
Q: How many nights did you stay on Guam?

GVB VISITOR SATISFACTION STUDY
SA How many nights did you stay on Guam?

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
SA	1-2 nights	22%	26%	9%	
	3 nights	23%	35%	20%	
	4+	55%	40%	71%	100%
	Total	110	43	56	2
SA	Mean	3.77	3.65	4.27	7.00
	Median	4	3	4	7

Prepared by Anthology Research

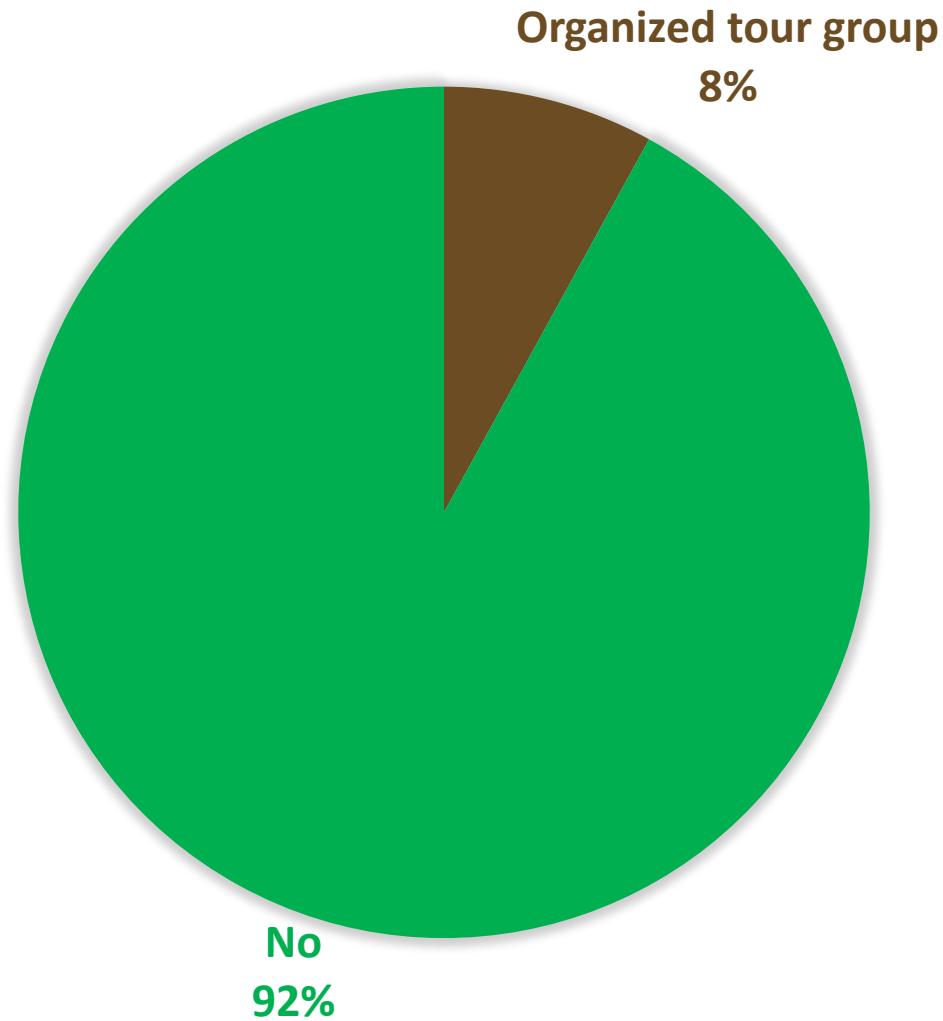# OCCUPATION – Top Responses (10%+)

Q: What is your occupation?
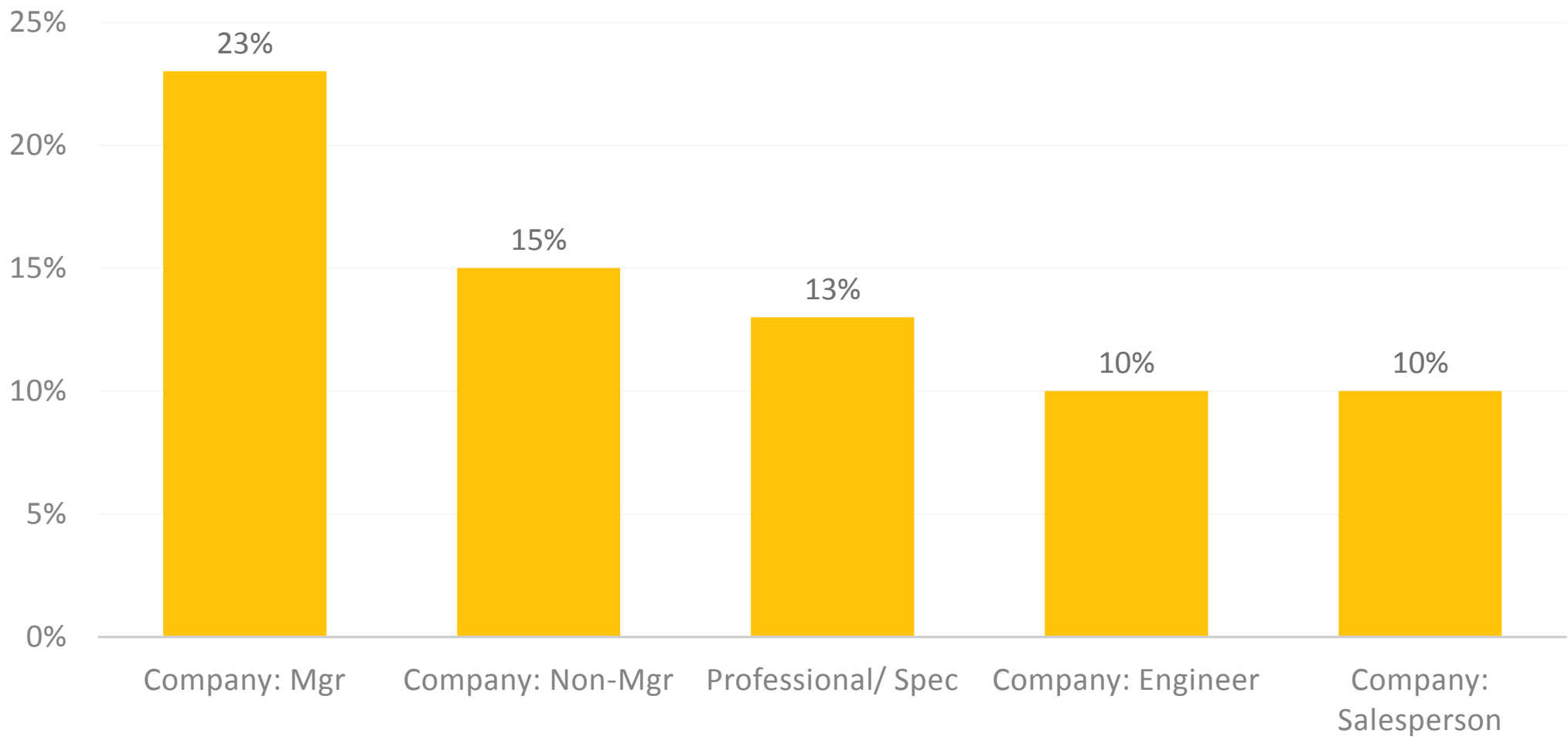
SECTION 2
TRAVEL PLANNING

ORGANIZED TOUR GROUP

Organized tour group
8%

No
92%

Q: On this trip, I am a member of an organized tour group?

ORGANIZED TOUR GROUP – TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
Group Tour	8%	14%	8%			10%

Q: On this trip, I am a member of an organized tour group?

ONLINE BOOKING

No, 27%

**Made Arrangements
Online, 73%**

Q: Did you book any of your travel arrangements online?
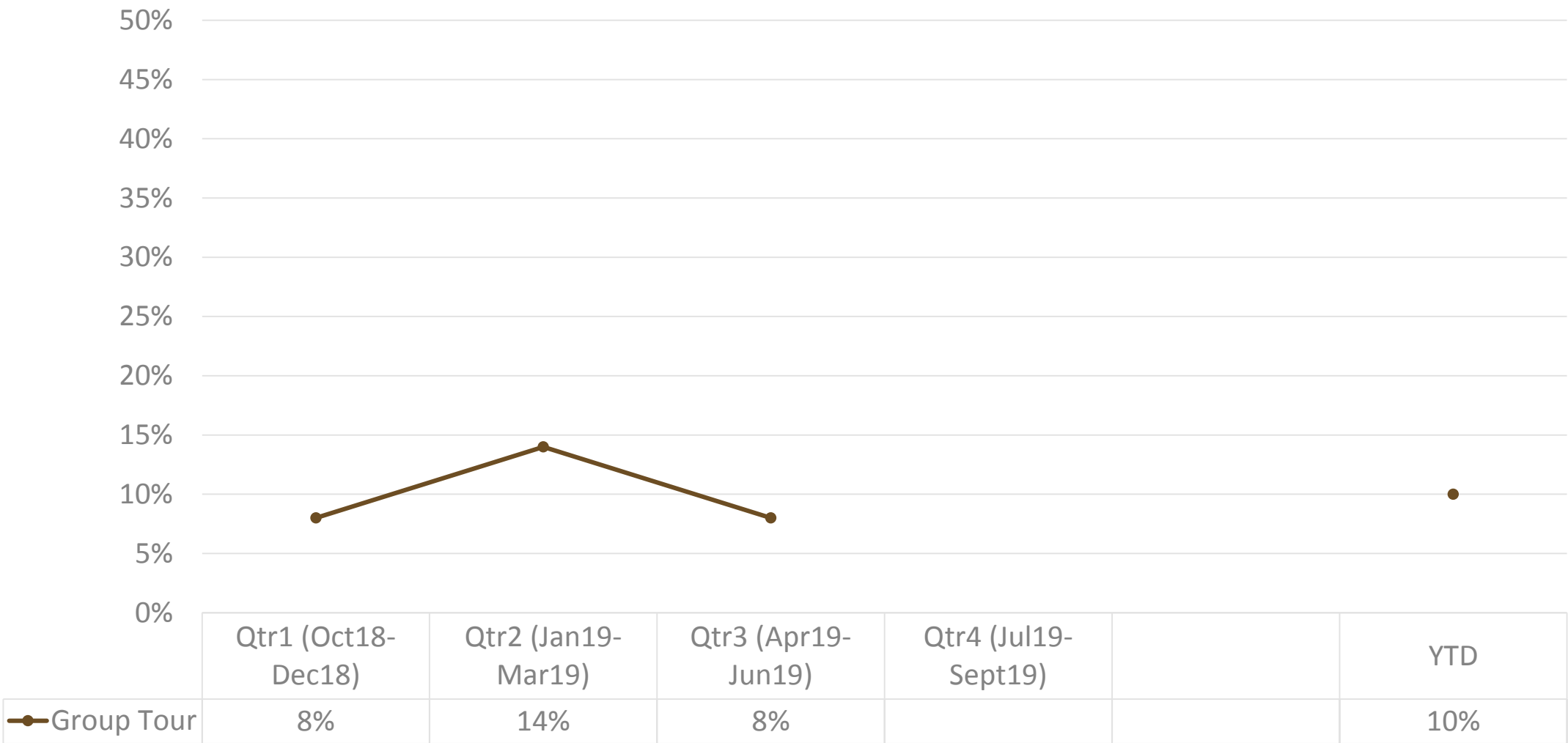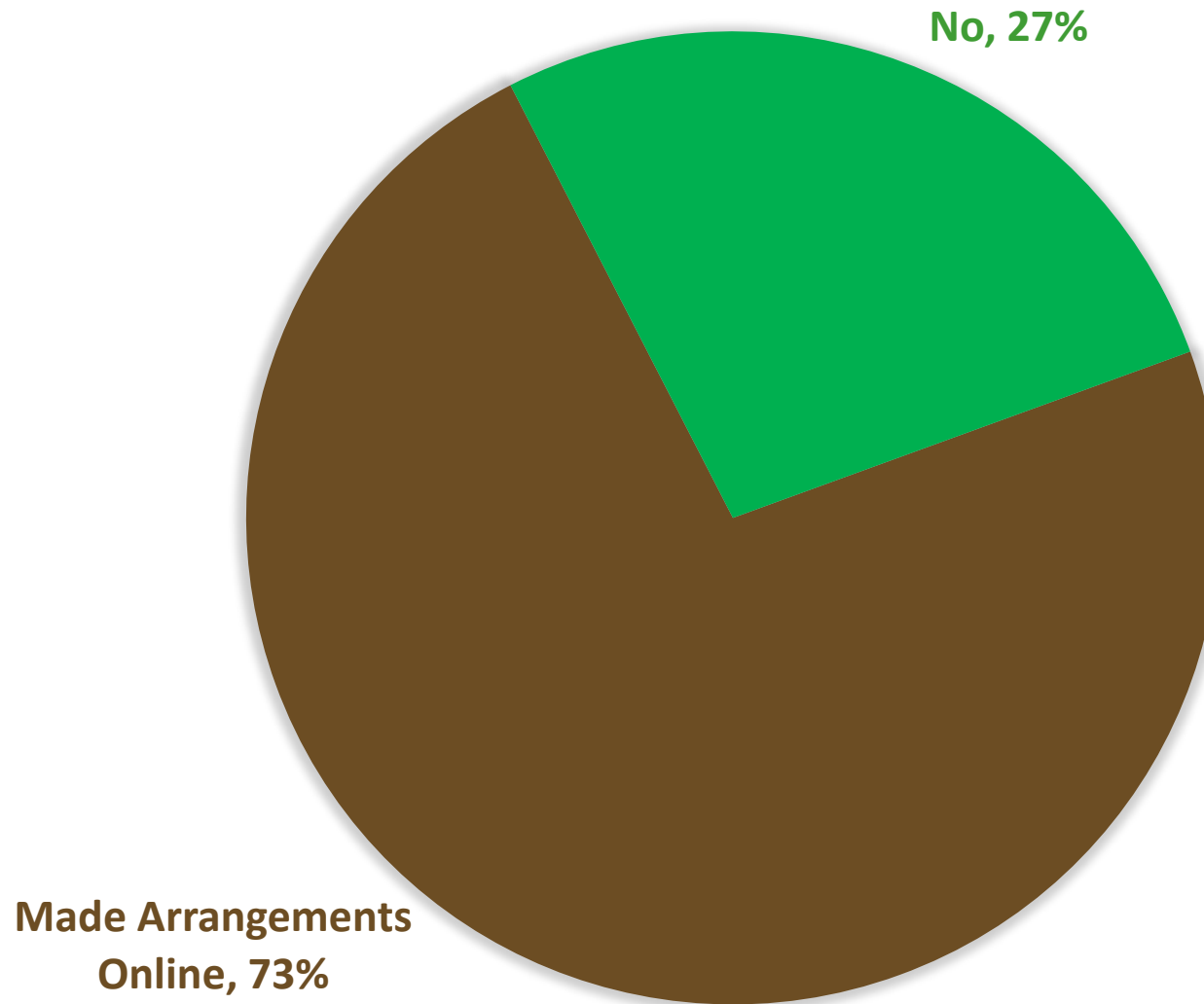
ONLINE BOOKING – TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
Online Booking		77%	73%			75%

Q: Did you book any of your travel arrangements online?

TRAVEL ARRANGEMENTS

Bar chart showing travel arrangement methods:
- Travel Website: 39%
- Direct- airline/ hotel: 43%
- Travel Agent: 18%

Q: How did you book your travel arrangements to Guam?
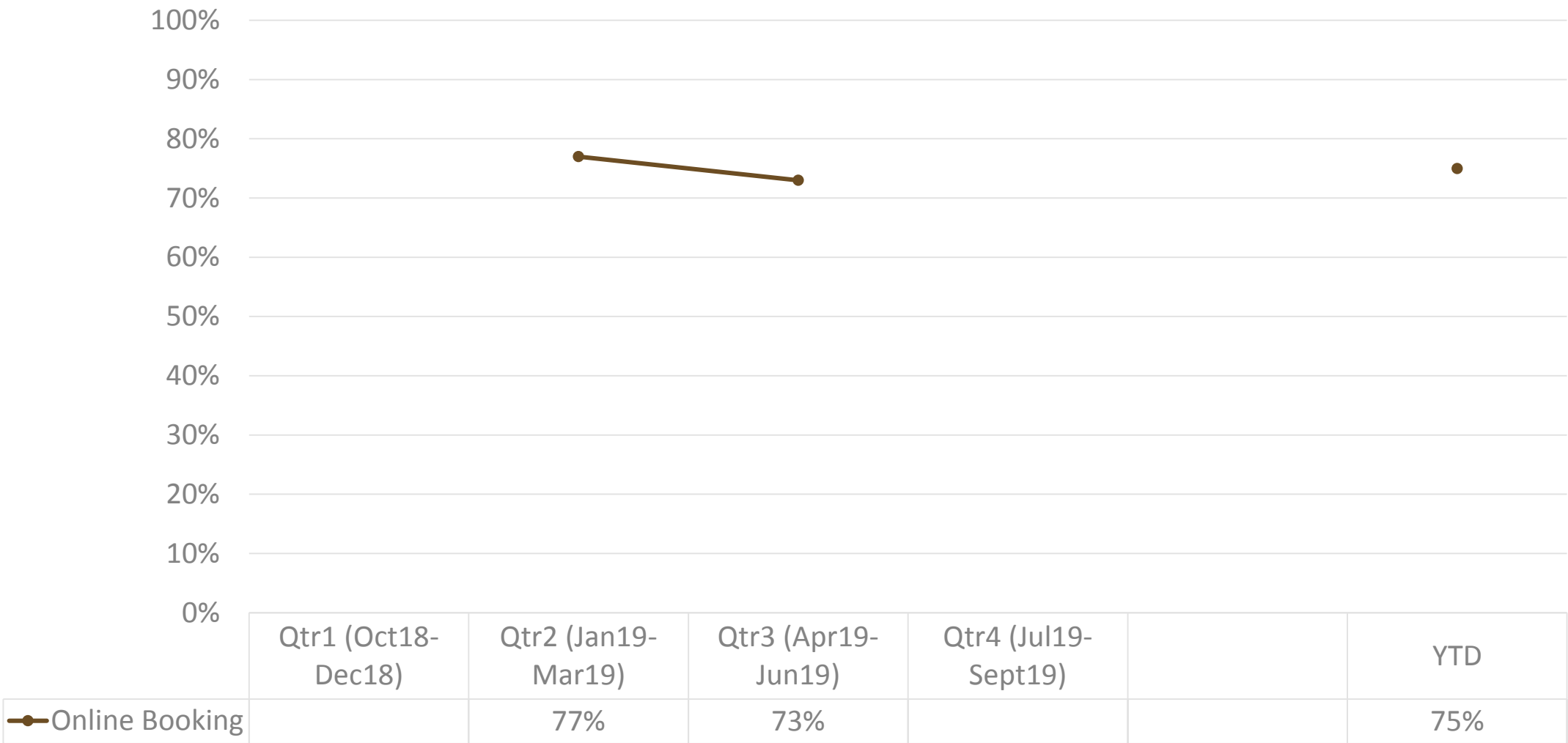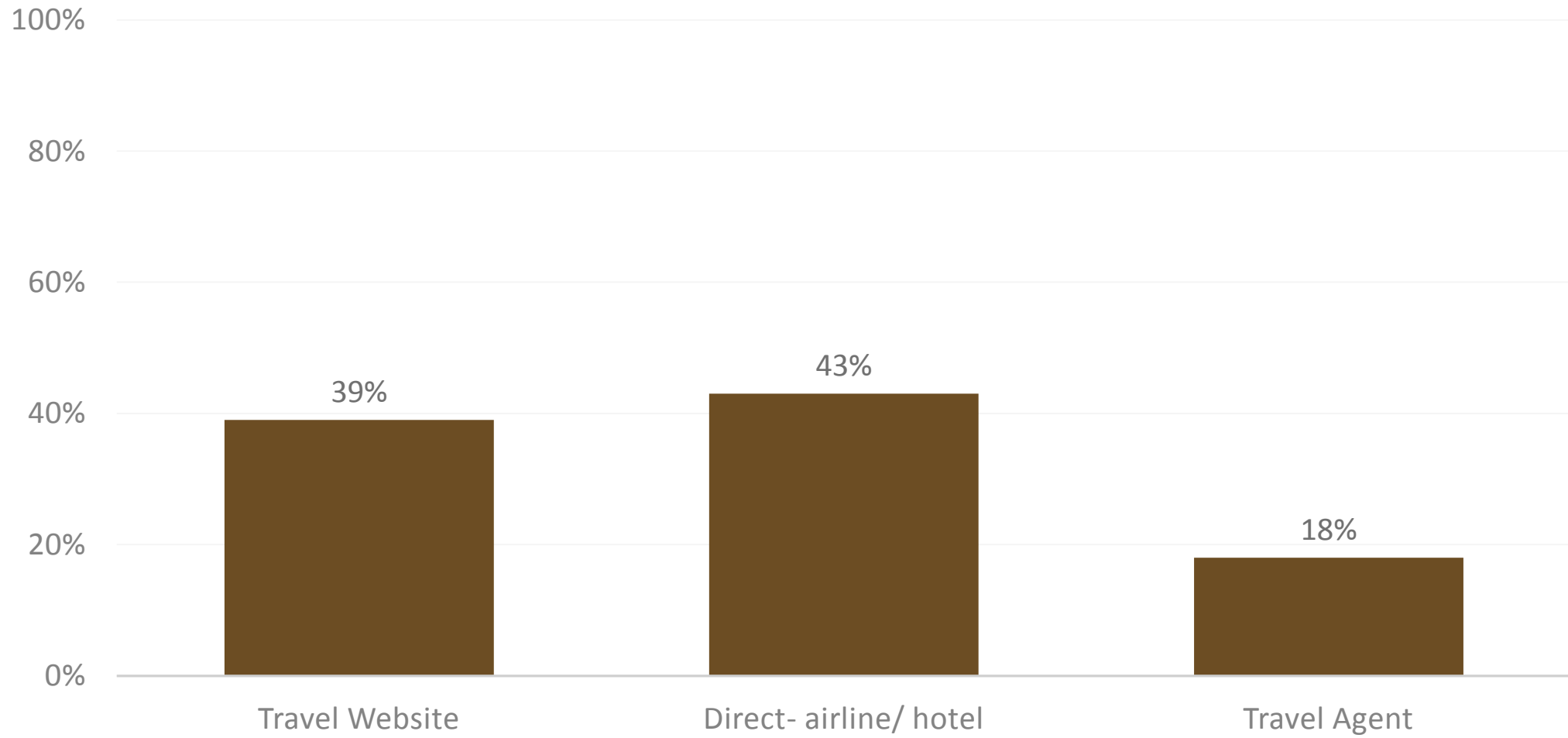
TRAVEL ARRANGEMENTS – TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
Travel Agent		11%	18%			15%
Travel Website		50%	39%			44%
Direct- Airline/ Hotel		39%	43%			41%

Q: How did you book your travel arrangements to Guam?

PREPAID PACKAGE TRIP

No
50%

Prepaid Package Trip
50%

Q: Are you on a prepaid package trip that includes at least airfare and hotel?

PREPAID PACKAGE TRIP

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
Prepaid Pkg	47%	49%	50%			48%

Q: Are you on a prepaid package trip that includes at least airfare and hotel?

ACCOMMODATIONS (5%+)

Bar chart showing accommodation percentages:
- Fiesta Resort: 21%
- Hilton Guam: 18%
- PIC: 10%
- Dusit Thani: 9%
- Lotte: 8%
- Westin Resort: 6%
- Holiday Resort: 5%
- Hyatt Regency: 4%

Q: Where did you stay while on Guam?

TRAVEL MOTIVATIONS (10%+)

Q: What top three reasons motivated you to travel to Guam on this trip?

GVB VISITOR SATISFACTION STUDY
Q8 What top three reasons motivated you to travel to Guam on this trip?

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
Q8	Vacation	39%	42%	34%	
	Just to relax	37%	47%	32%	
	Beautiful seas, beaches, tropical climate	27%	19%	25%	
	Organized sporting activity/ event	15%	19%	16%	
	To Get Married/ attend Wedding	14%	9%	16%	50%
	Scuba diving	10%	5%	11%	100%
	Shopping	10%	5%	9%	
	It is a safe place to spend a vacation	8%	7%	11%	
	Career certification/ testing	7%	7%	4%	
	Water sports (snorkeling, windsurfing, parasailing)	6%	2%	9%	
	A previous visit	5%	5%	7%	
	Price of the tour package	5%	2%	9%	
	Short travel time (not too far from home)	5%	7%	4%	
	Recommendation of friend/ relative/ travel agency	5%	2%	4%	
	Sightseeing/ visiting tourist spots	5%	2%	4%	
	Company/ business trip	4%			
	To visit friends or relatives	3%	2%	5%	
	Adventure	3%	5%		
	Honeymoon	2%	2%	4%	100%
	Social Media networks	2%		4%	
	Travel shows/ agents	1%			
	Magazines/ newspapers/ publications	1%			
	Total	110	43	56	2

Prepared by Anthology Research

Q: What top three reasons motivated you to travel to Guam on this trip?
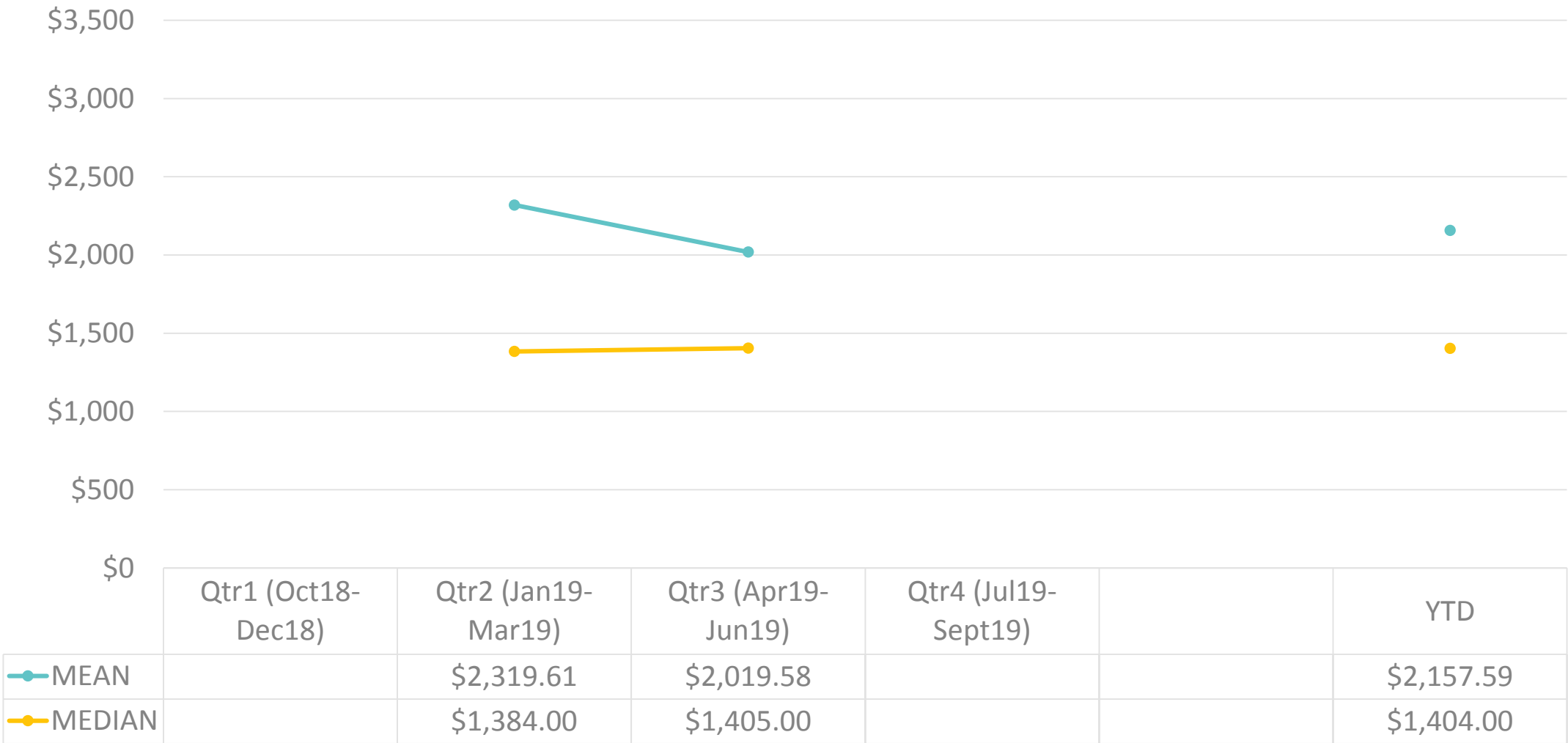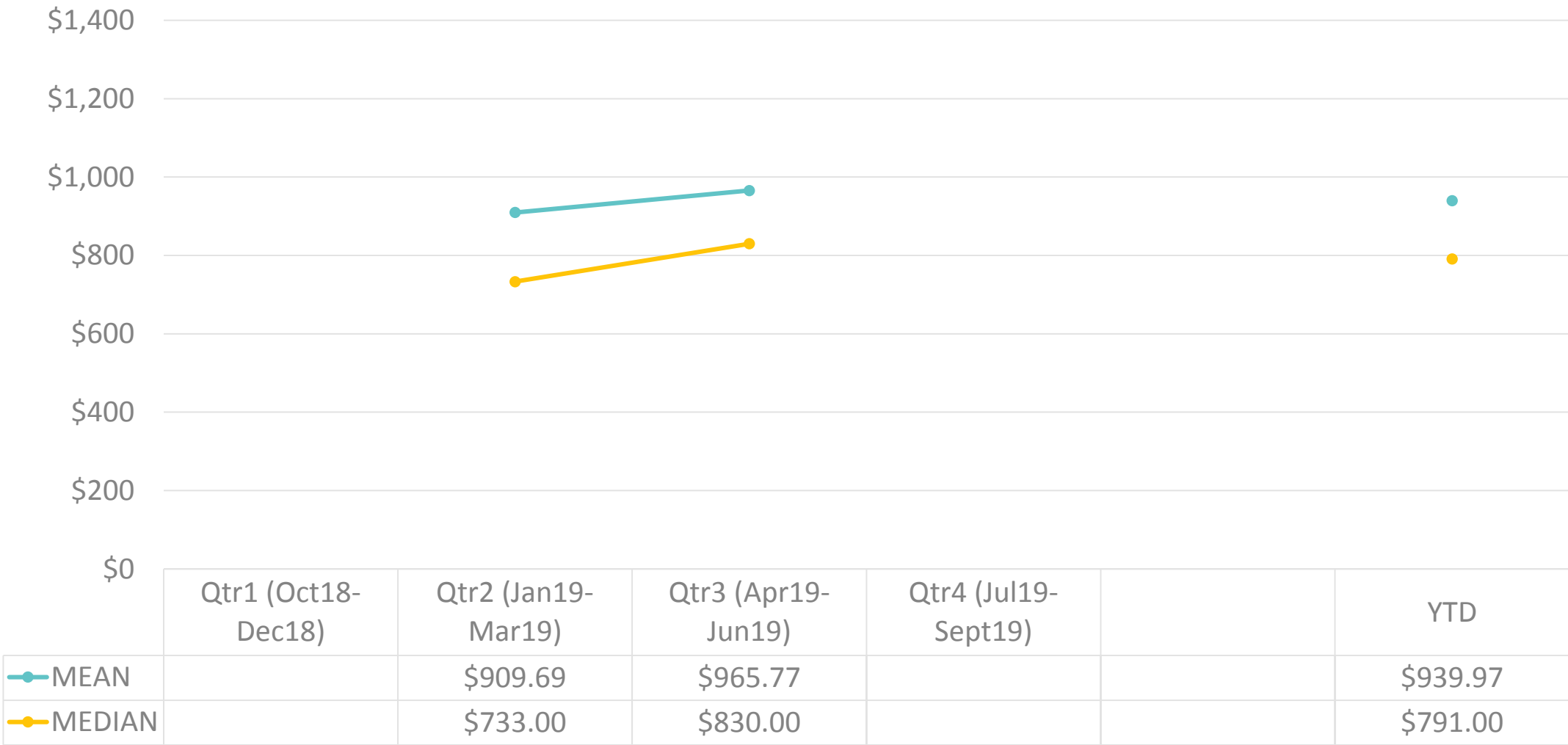
SECTION 3
EXPENDITURES

PREPAID PACKAGE EXPENDITURES

- $2,019.58 = overall mean average prepaid package expense (for entire travel party) by respondent

- $965.77 = overall mean average **per person** prepaid package expenditures

Q: How much did the total prepaid package trip cost for you and other members of your covered travel party?

PREPAID PACKAGE – TRAVEL PARTY EXPENSE TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
MEAN		$2,319.61	$2,019.58			$2,157.59
MEDIAN		$1,384.00	$1,405.00			$1,404.00

Q: How much did the total prepaid package trip cost for you and other members of your covered travel party?

PREPAID PACKAGE – PER PERSON EXPENSE TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
●— MEAN		$909.69	$965.77			$939.97
●— MEDIAN		$733.00	$830.00			$791.00

Q: How much did the total prepaid package trip cost for you and other members of your covered travel party?
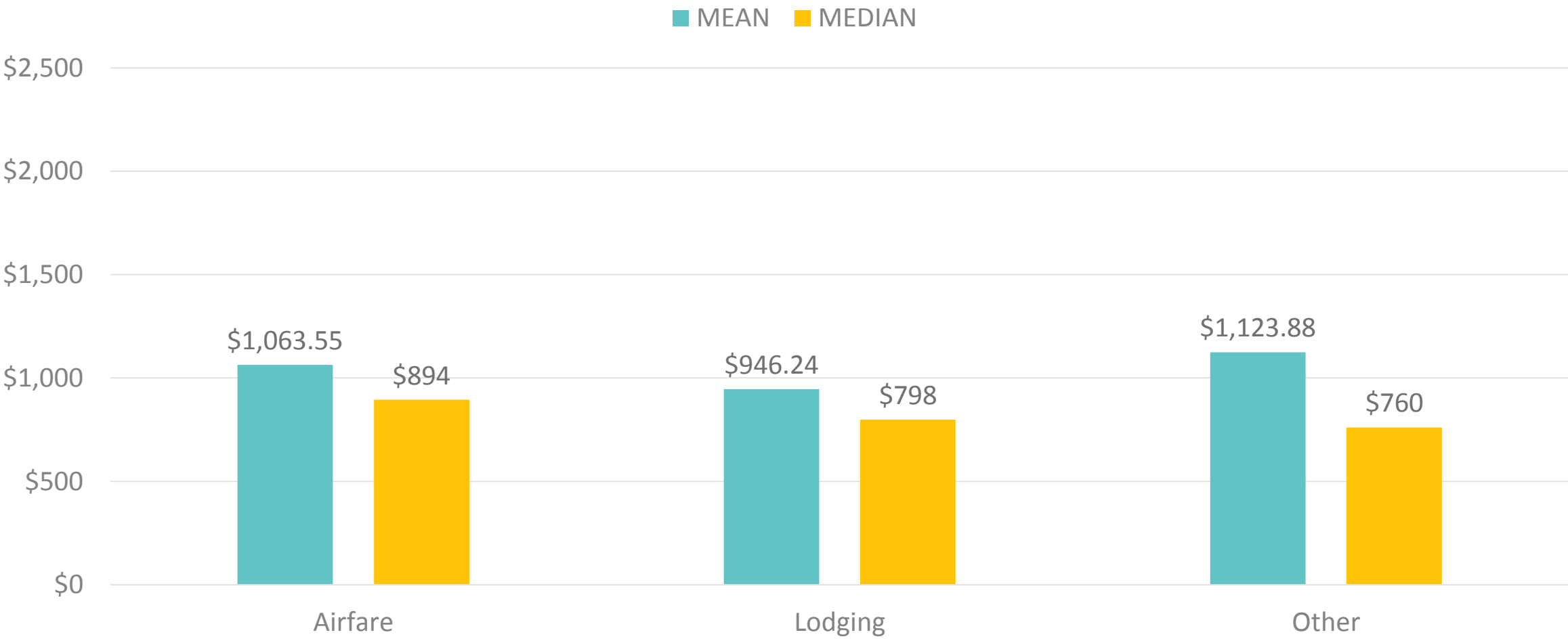
PREPAID PACKAGE – PER PERSON EXPENSE SEGMENTATION

GVB VISITOR SATISFACTION STUDY

Q20 How much did the total prepaid package trip cost for you and other members of your covered travel party? PER PERSON
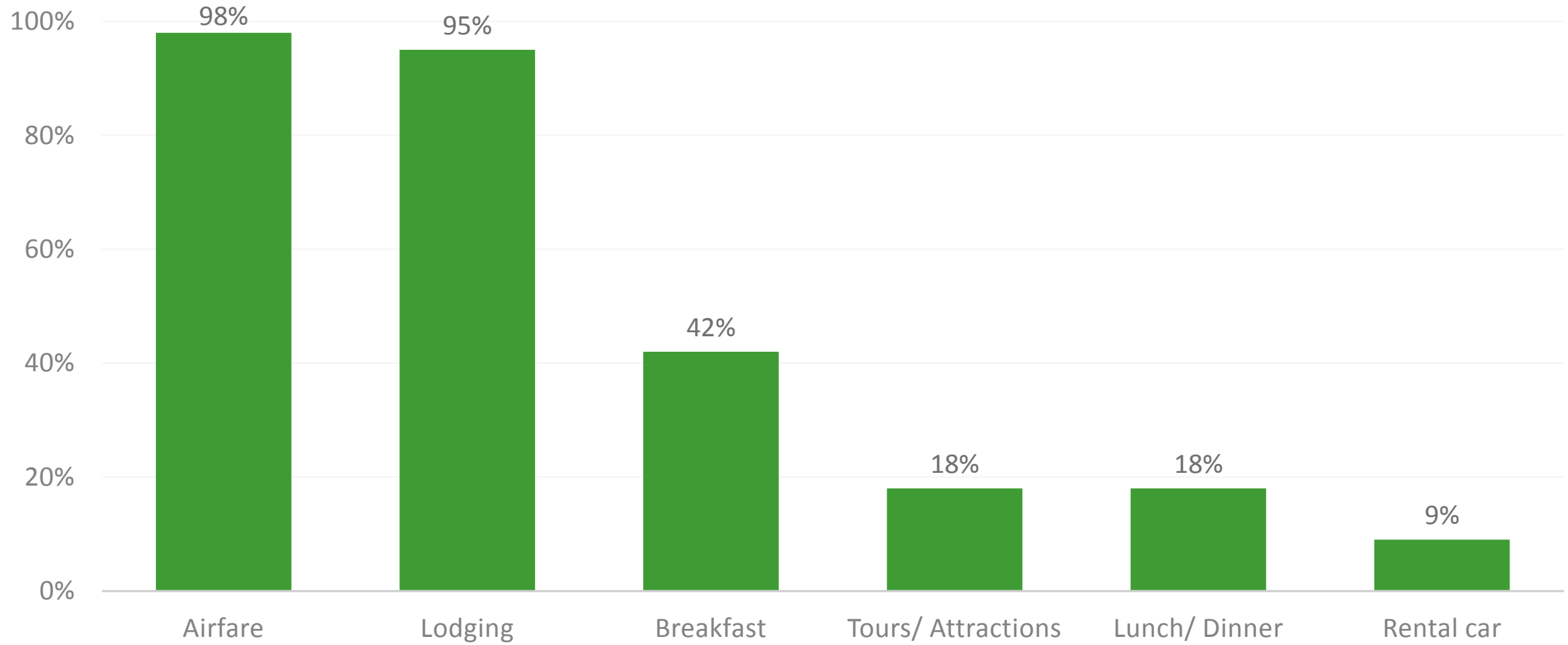
		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
PREPAID PKG PER PERSON	Mean	$965.77	$815.84	$1,038.88	$2,873.56
	Median	$830	$639	$878	$2,874

Prepared by Anthology Research

Q: How much did the total prepaid package trip cost for you and other members of your covered travel party?

PREPAID PACKAGE – BREAKDOWN

Legend: ■ MEAN ■ MEDIAN

	MEAN	MEDIAN
Airfare	$1,063.55	$894
Lodging	$946.24	$798
Other	$1,123.88	$760

Q: (OPTTIONAL) Of the total prepaid package trip cost, how much went towards...?

PREPAID PACKAGE – BREAKDOWN

Q: What did the package trip include?
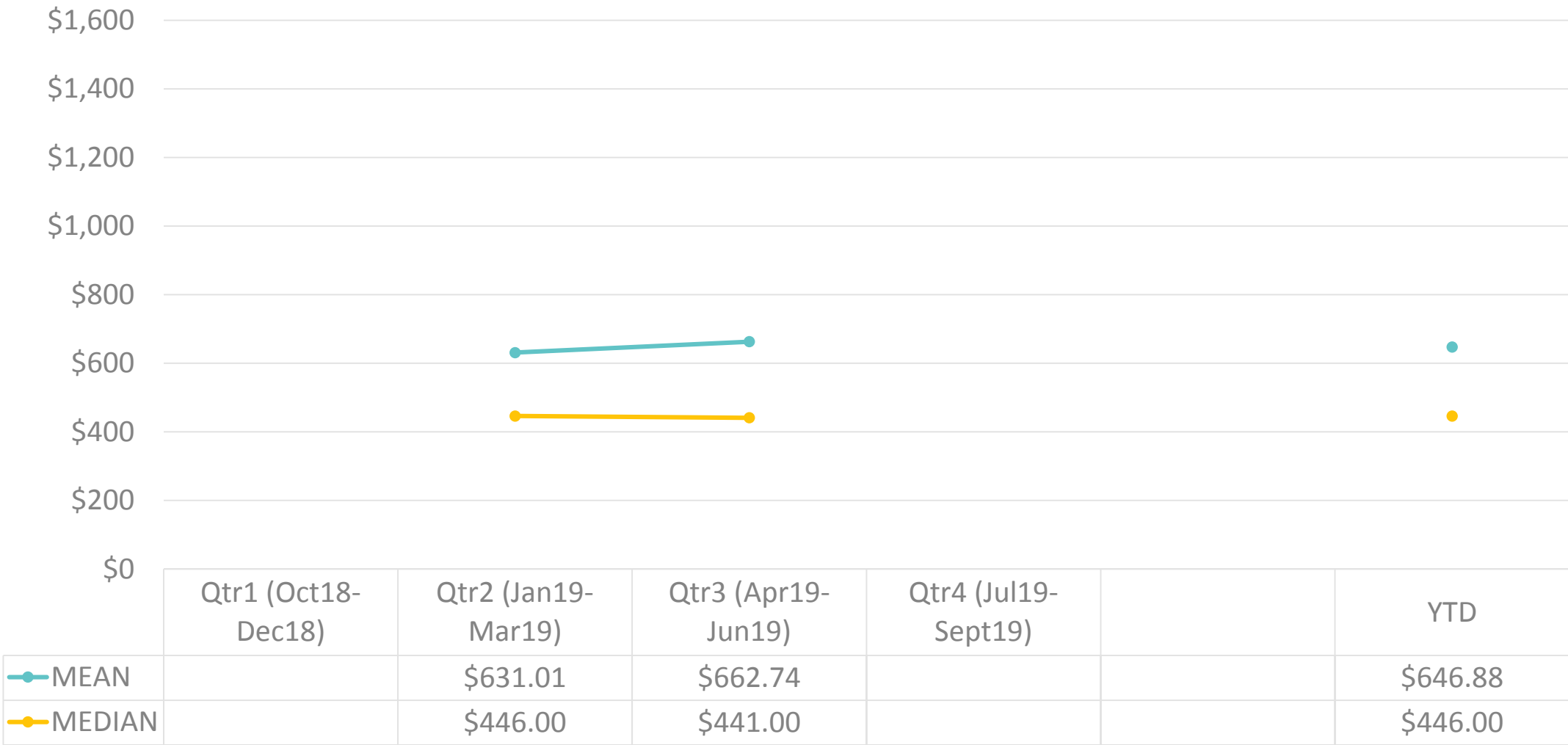
- $1,506.36 = overall mean average airfare expense (for entire travel party) by respondent

- $662.74 = overall mean average **per person** airfare expenditures

Q: How much did the total did you and your family/ travel party pay for the airline trip costs to Guam (if not included as part of a package)?

AIRFARE – FIT TRAVELER (GROUP) TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
MEAN		$1,308.74	$1,506.36			$1,407.55
MEDIAN		$829.00	$766.00			$829.00

Q: How much of the total did you and your family/ travel party pay for the airline trip costs to Guam (if not included as part of a package)?
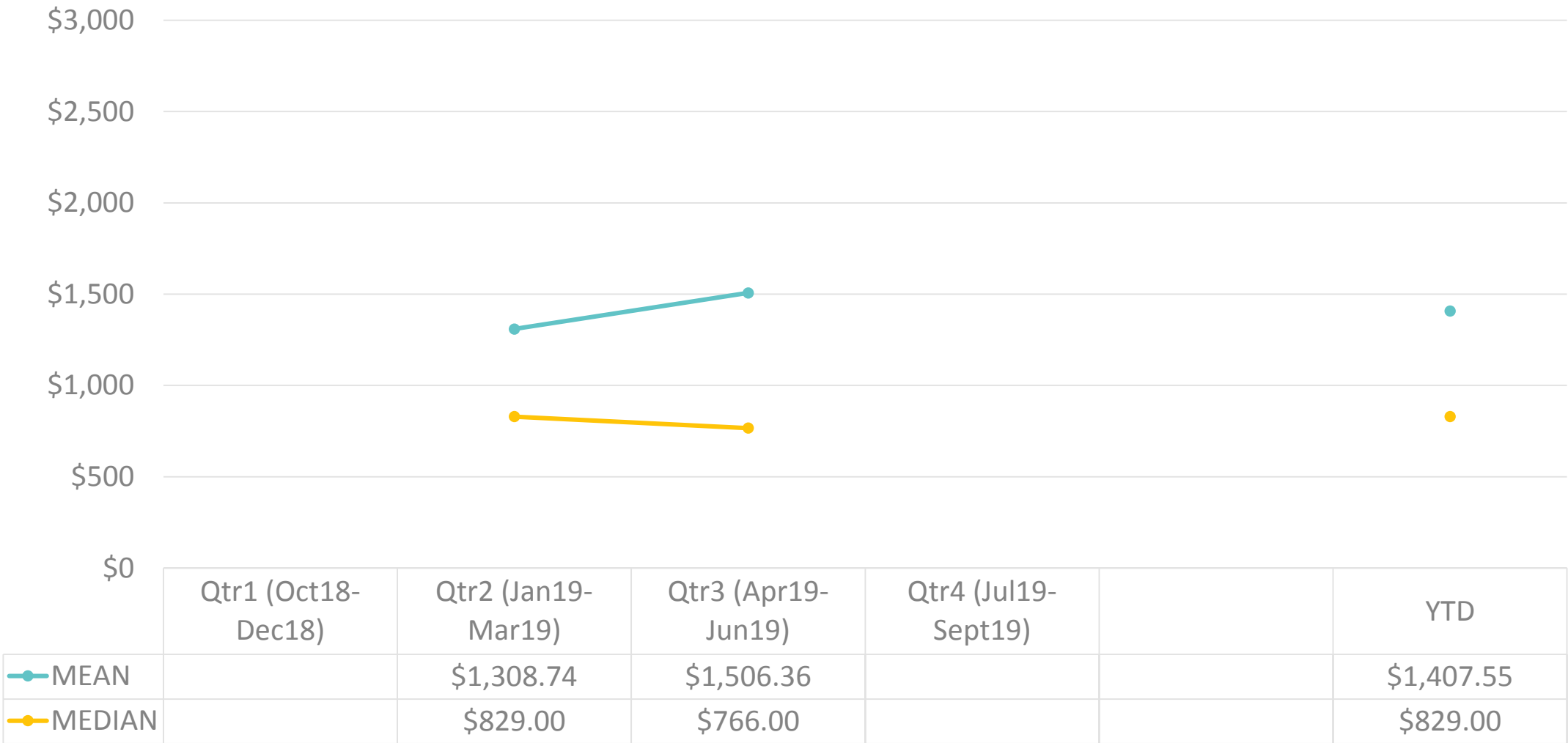
AIRFARE – FIT TRAVELER (Per Person) TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
●—MEAN		$631.01	$662.74			$646.88
●—MEDIAN		$446.00	$441.00			$446.00

Q: How much did the total did you and your family/ travel party pay for the airline trip costs to Guam (if not included as part of a package)?

49

- $2,041.50 = overall mean average expense (for entire travel party) by respondent

- $1,062.54 = overall mean average **per person** expenditures

ONISLE – TRAVEL PARTY TRACKING

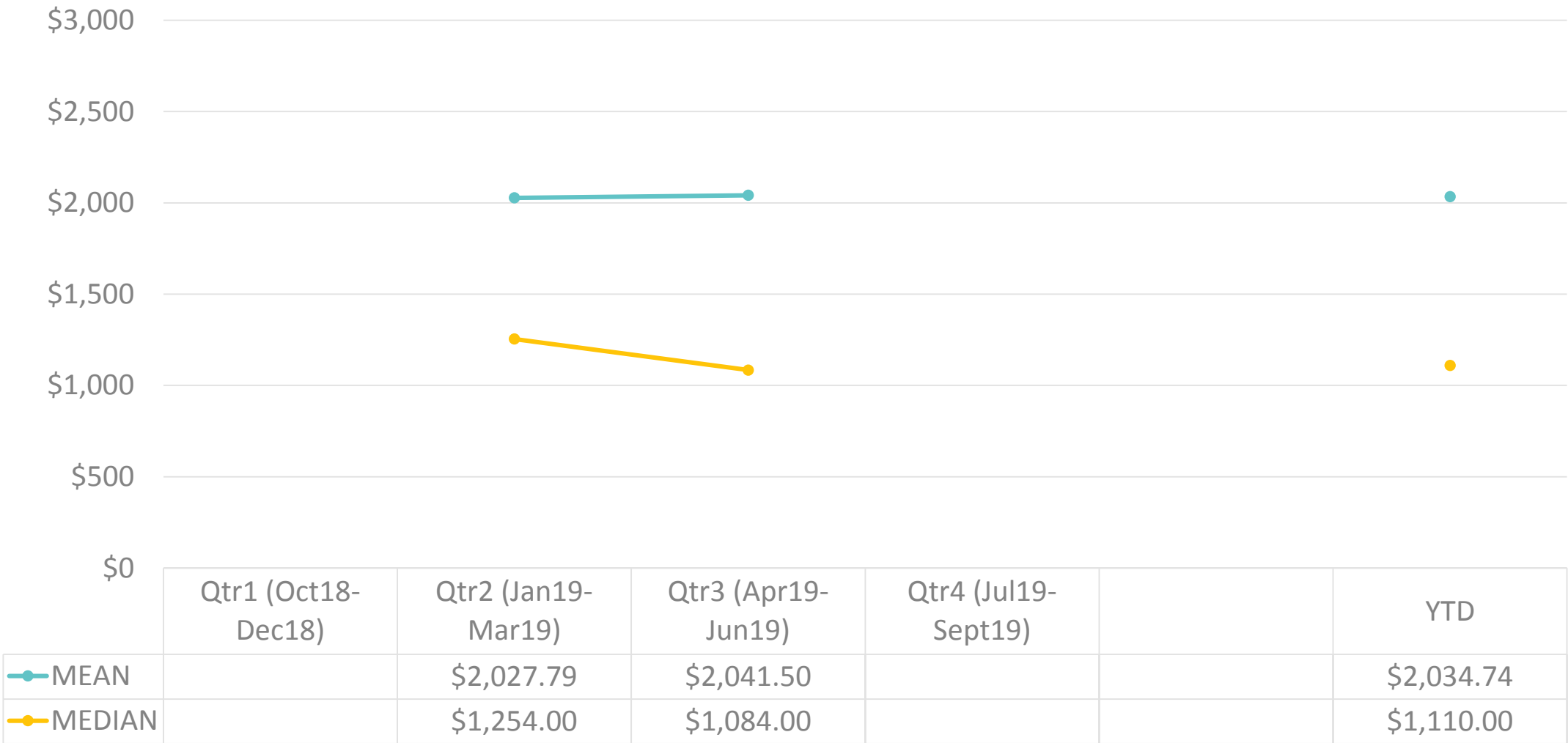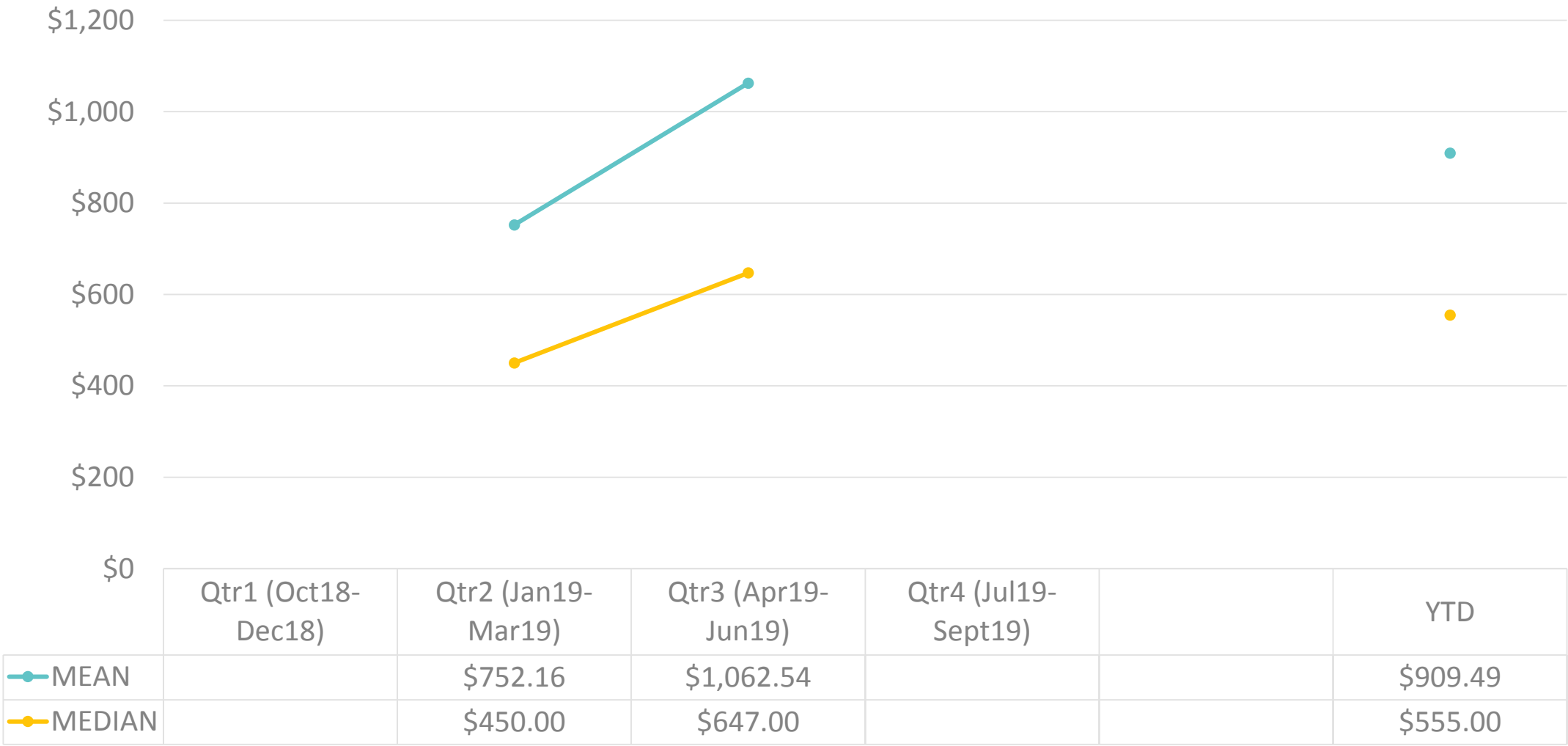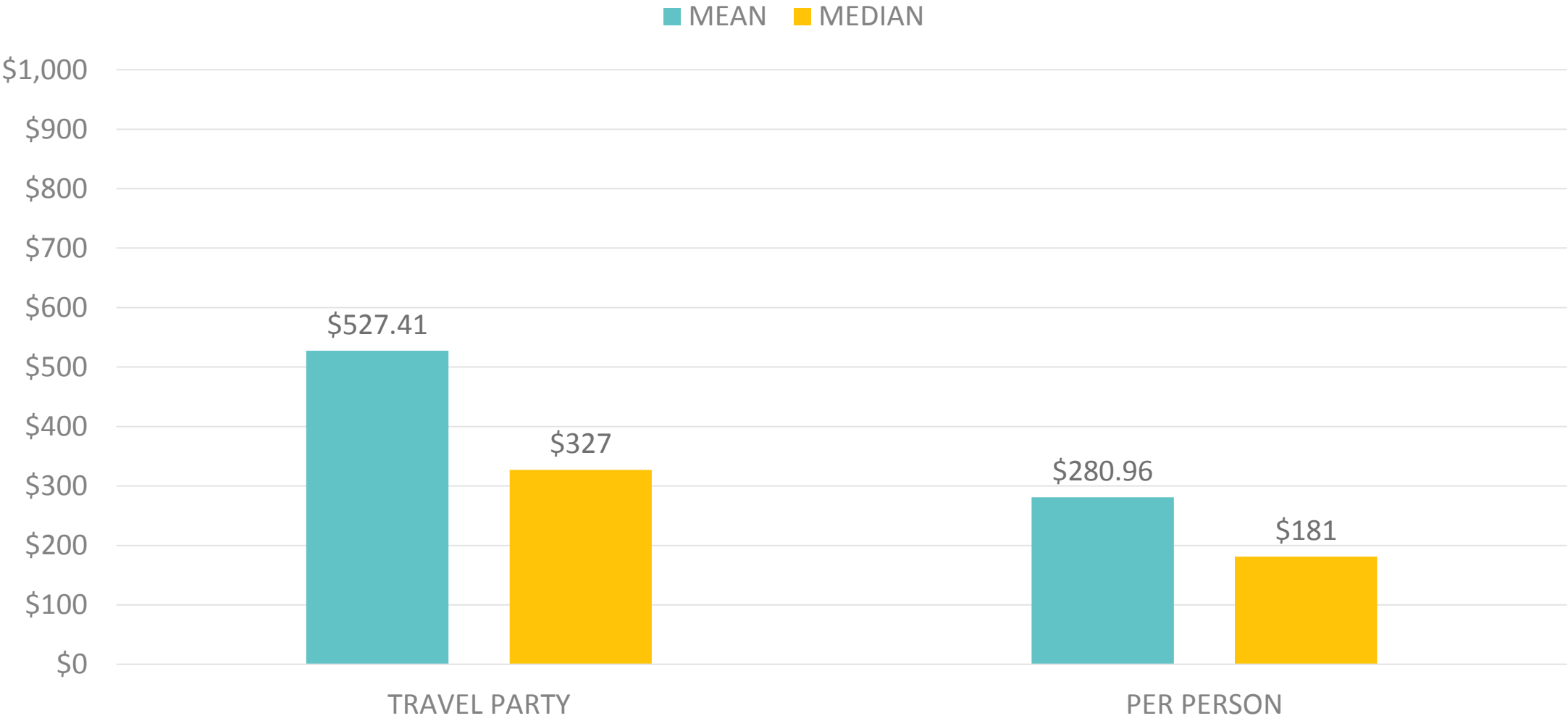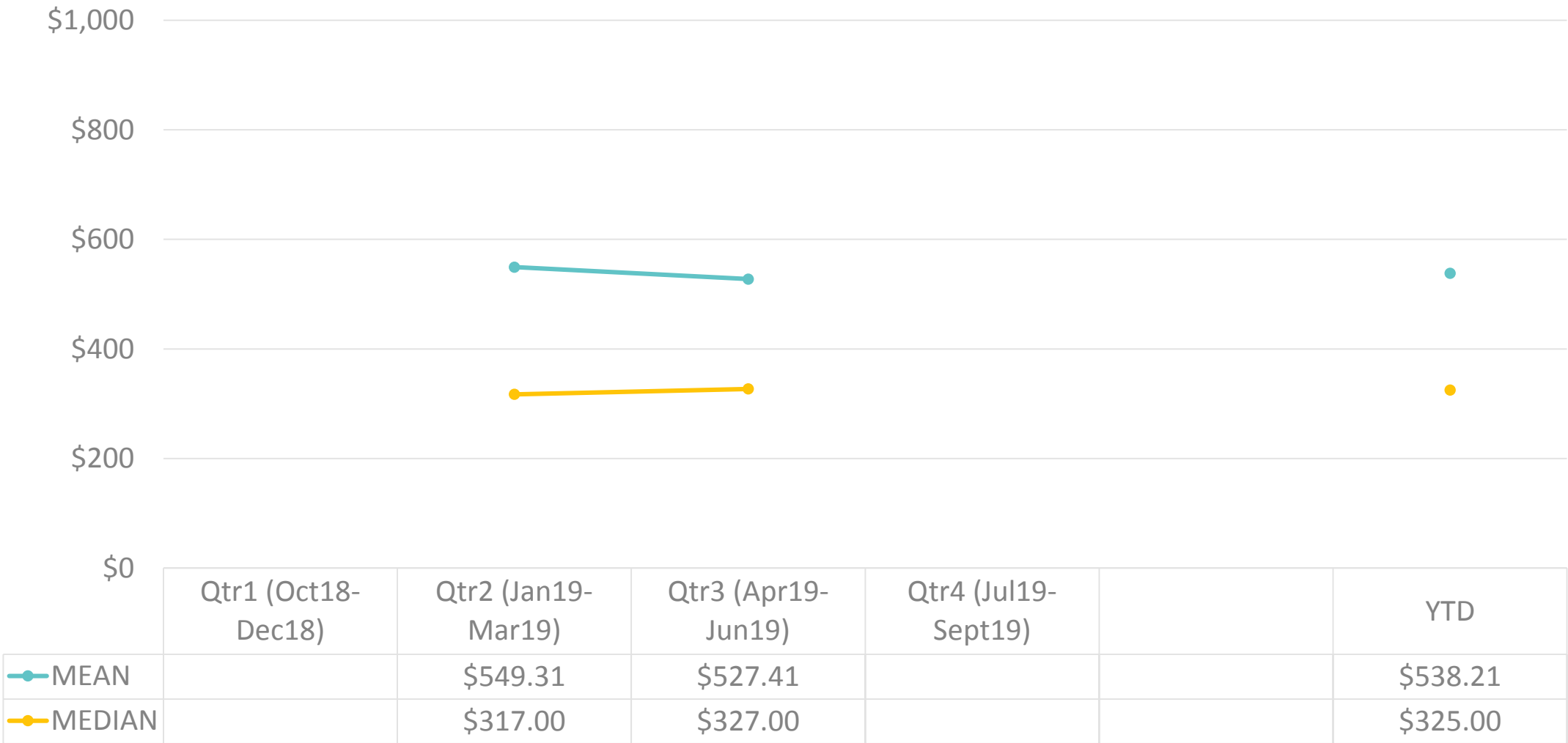|	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
MEAN		$2,027.79	$2,041.50			$2,034.74
MEDIAN		$1,254.00	$1,084.00			$1,110.00

ONISLE – PER PERSON TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
MEAN		$752.16	$1,062.54			$909.49
MEDIAN		$450.00	$647.00			$555.00

ONISLE – TRAVEL PARTY/ PER DAY TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
MEAN		$549.31	$527.41			$538.21
MEDIAN		$317.00	$327.00			$325.00

ONISLE – PER PERSON/ PER DAY TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
MEAN		$222.59	$280.96			$252.59
MEDIAN		$144.00	$181.00			$163.00
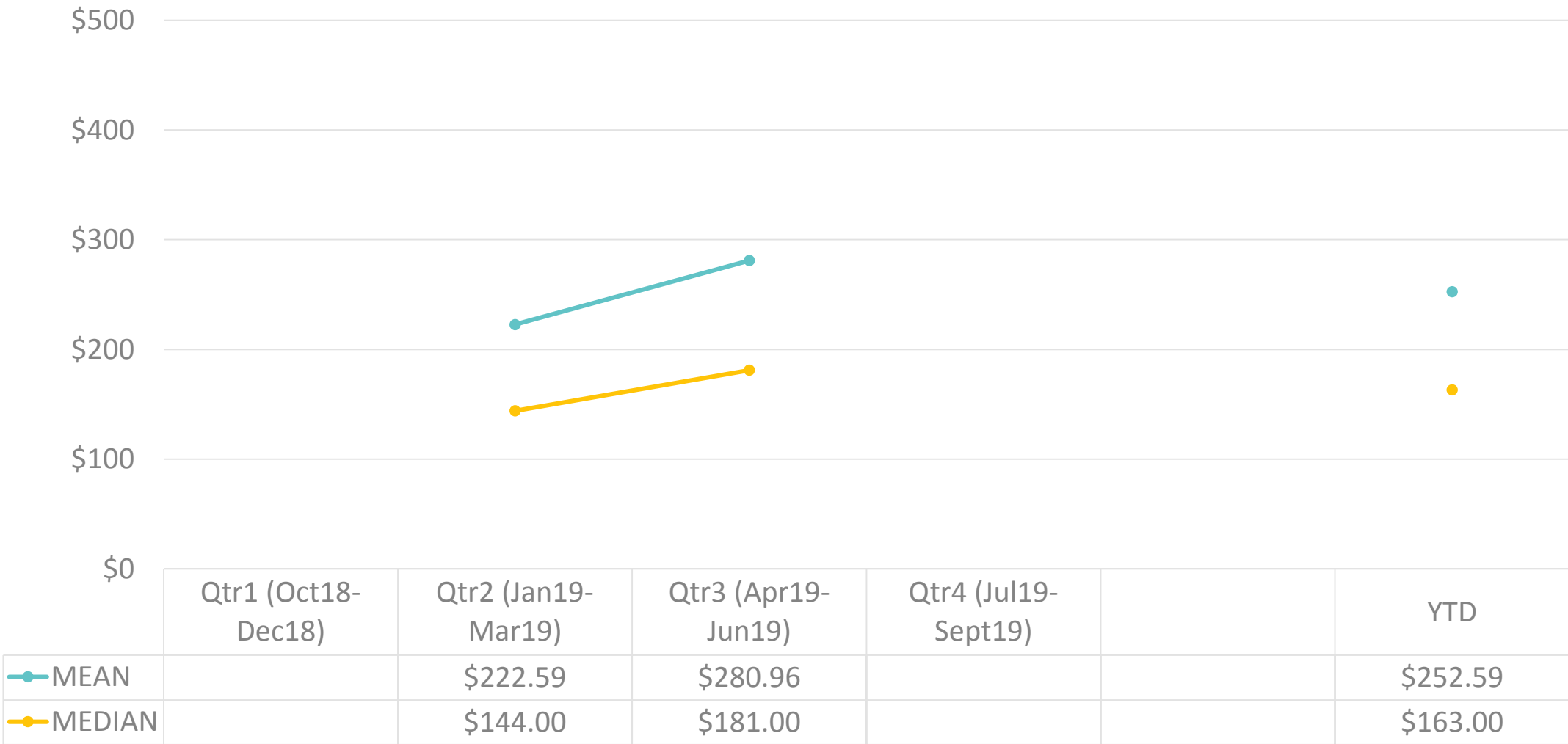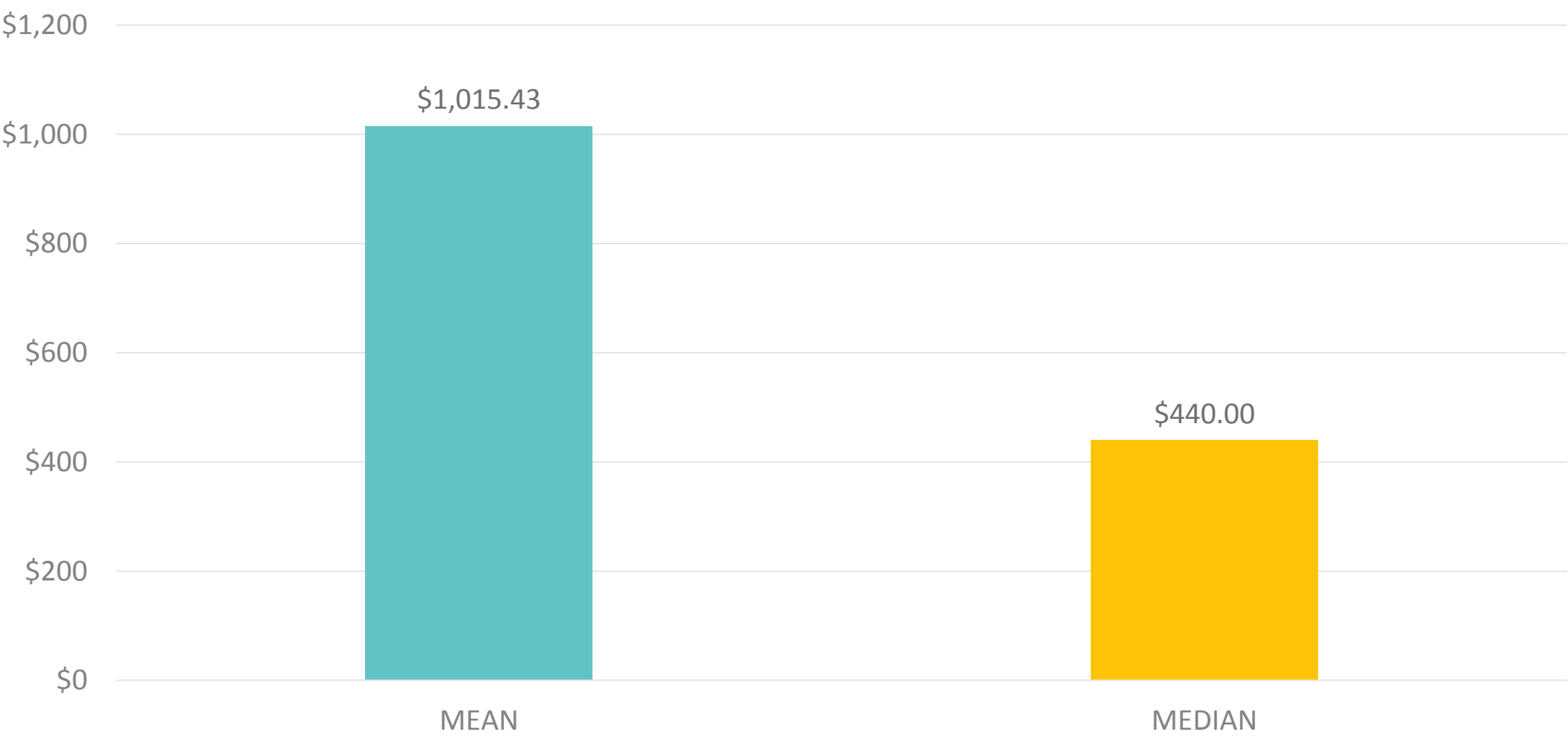
ONISLE – ACCOMMODATIONS TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
MEAN		$1,225.14	$1,015.43			$1,125.49
MEDIAN		$575.00	$440.00			$500.00

Q: How much additional did you and your family spend on Guam – Lodging?

ONISLE – FOOD & BEVERAGE

■ MEAN ■ MEDIAN

TOTAL: Mean $516.21, Median $250
Restaurants/ Bars: Mean $444.27, Median $200
Groceries/ Snacks: Mean $45.84, Median $0
Other: Mean $263.10, Median $0

Q: *How much additional did you and your family spend on Guam – Food & Beverage?*
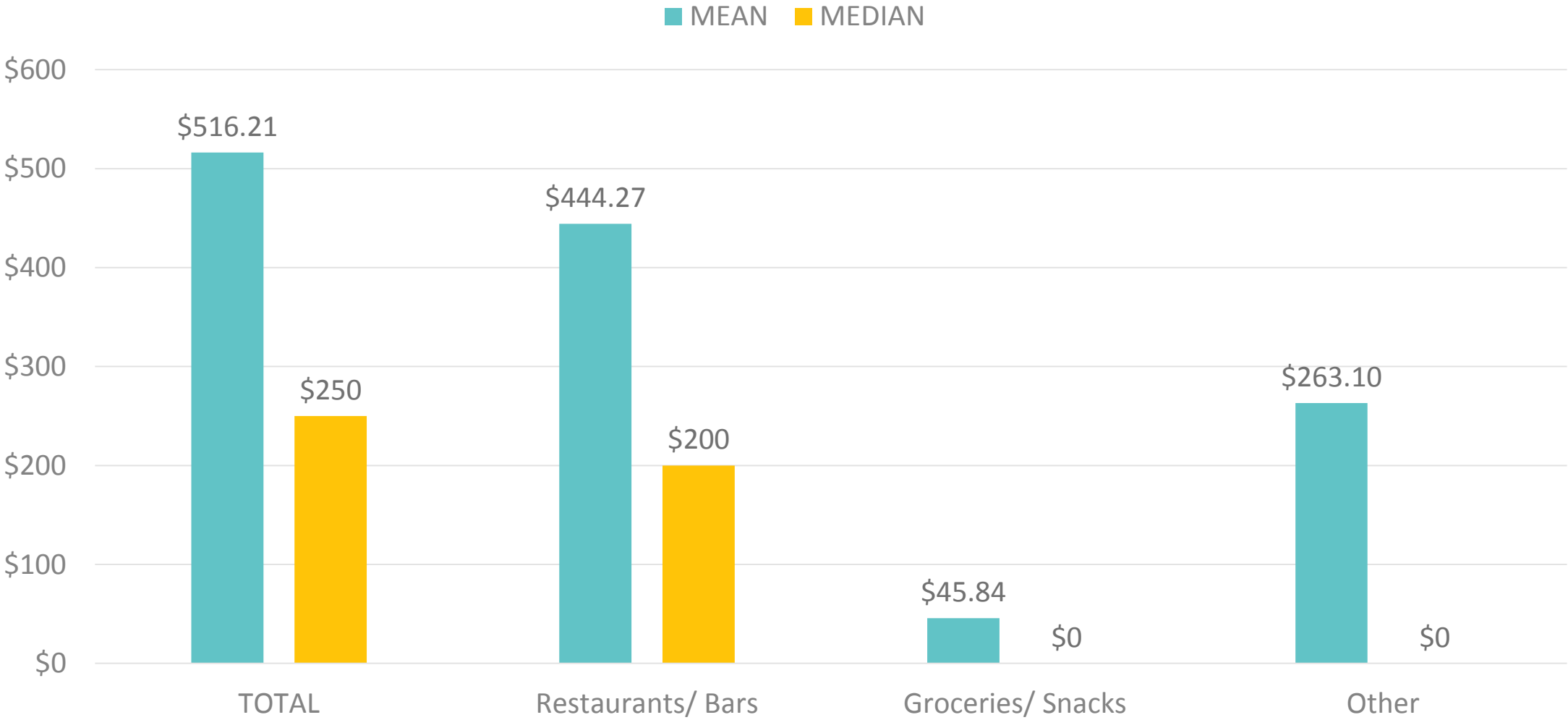
ONISLE – TOTAL FOOD & BEVERAGE TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN		$424.63	$516.21	
MEDIAN		$260.00	$250.00	

Q: How much additional did you and your family spend on Guam – Food & Beverage?

ONISLE – ENTERAINMENT & RECREATION
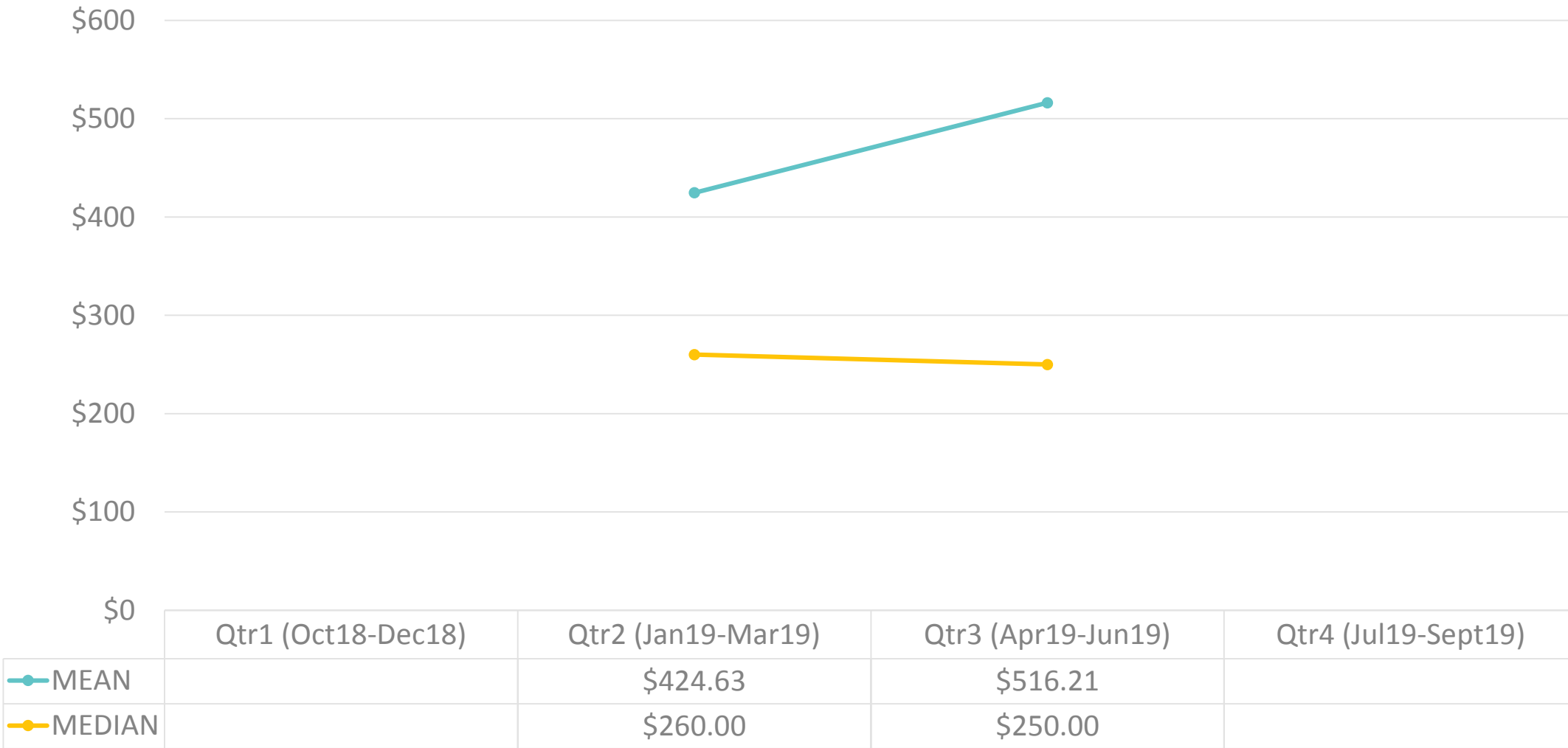
Q: *How much additional did you and your family spend on Guam – Entertainment & Recreation?*
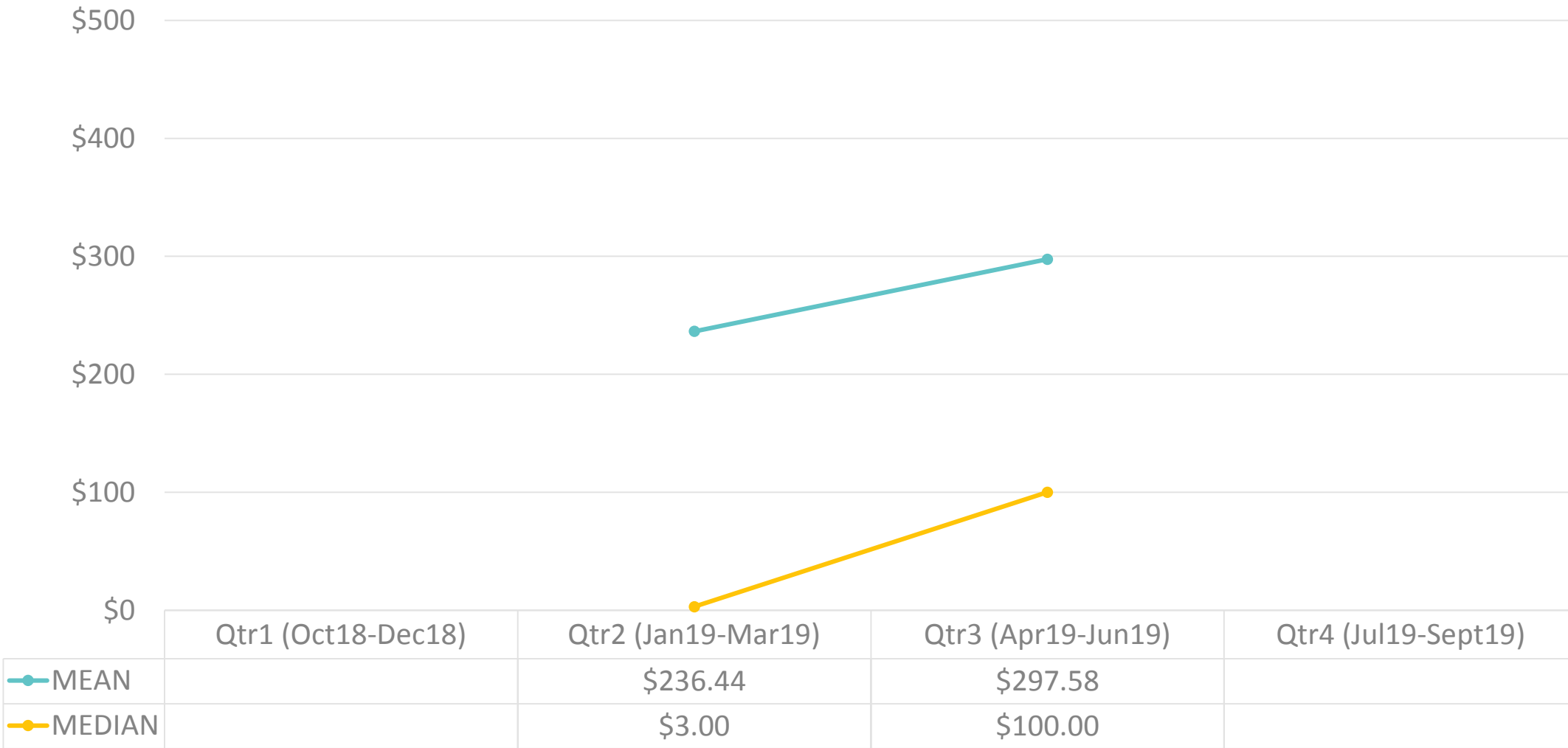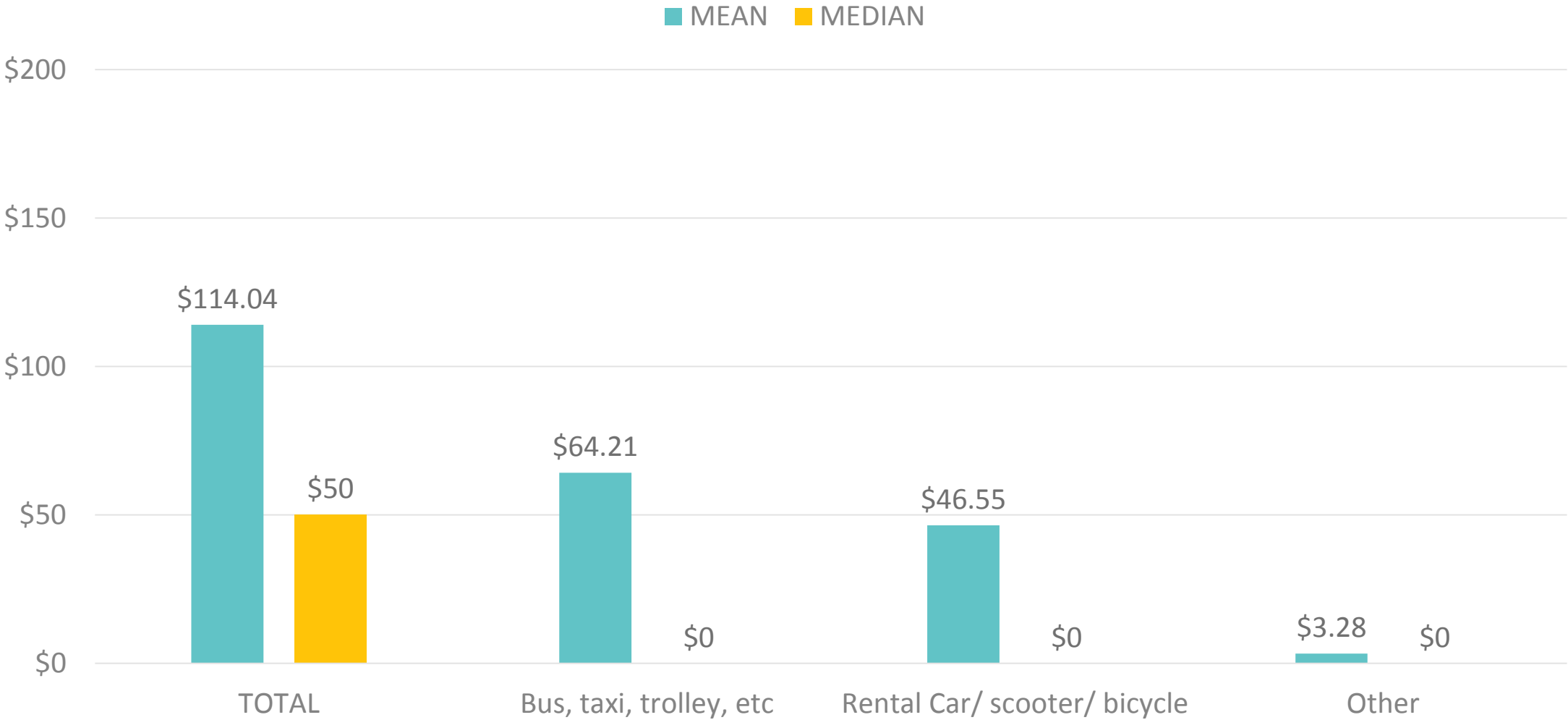
ONISLE – TOTAL TRANSPORTATION TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN		$80.50	$114.04	
MEDIAN		$20.00	$50.00	

Q: How much additional did you and your family spend on Guam – Transportation?

ONISLE – SHOPPING

Legend: ■ MEAN ■ MEDIAN

Category	MEAN	MEDIAN
TOTAL	$479.11	$125
Fashion & Clothing	$223.26	$0
Accessories	$73.66	$0
Jewelry/ watches	$68.18	$0
Souvenirs	$50.77	$0
Cosmetics/ perfume	$31.97	$0
Food - take home	$20.13	$0
Other	$11.14	$0

Q: How much additional did you and your family spend on Guam – Shopping?

ONISLE – TOTAL SHOPPING TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
● MEAN		$434.18	$479.11	
● MEDIAN		$15.00	$125.00	

Q: How much additional did you and your family spend on Guam – Shopping?

ONISLE – MISCELLANEOUS

MEAN MEDIAN

$16.07 — TOTAL
$0.39 — Electronics
$0.86 — Health/ wellness
$1.18 — Household items
$13.64 — Other

$0 (MEDIAN for all categories)

Q: *How much additional did you and your family spend on Guam – Other spending?*
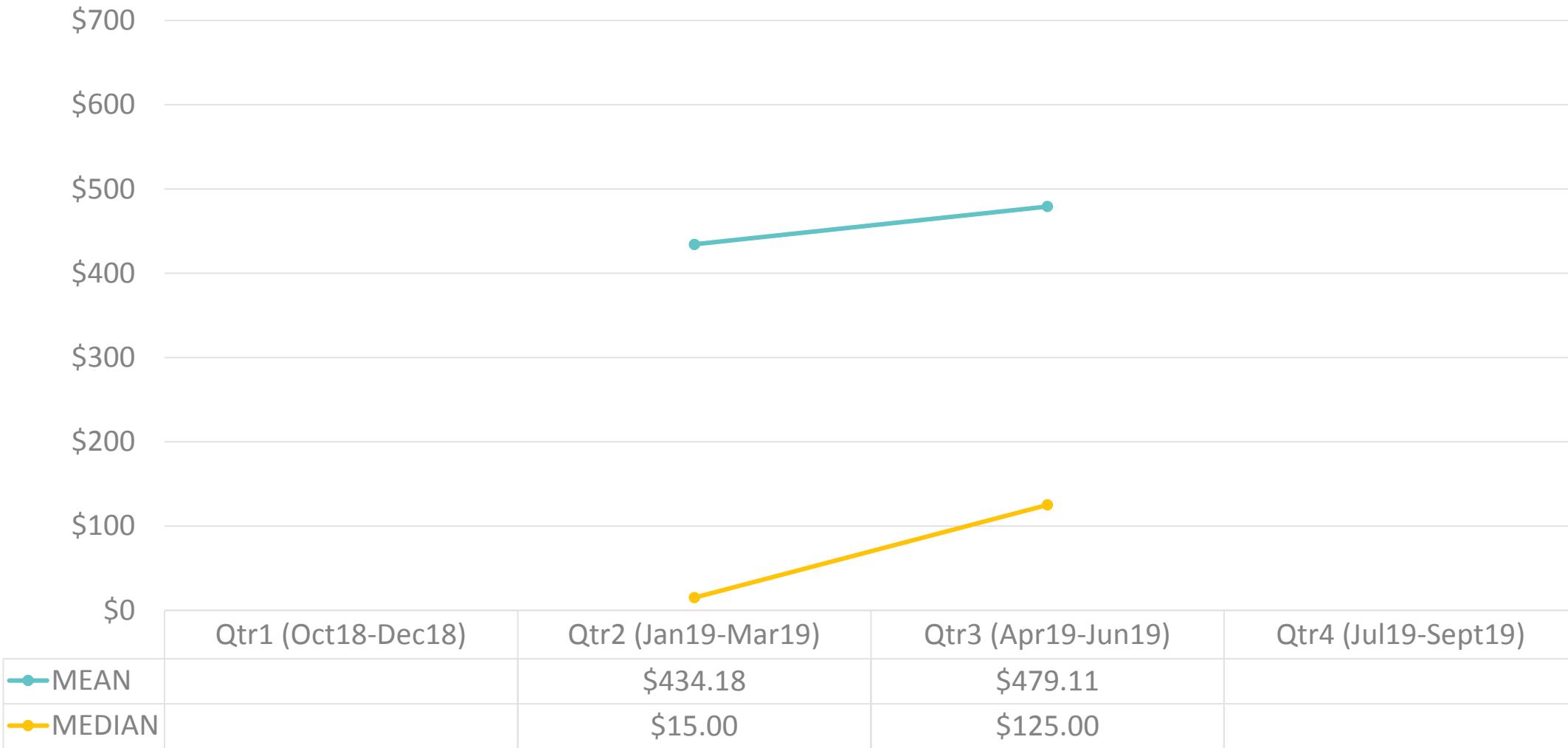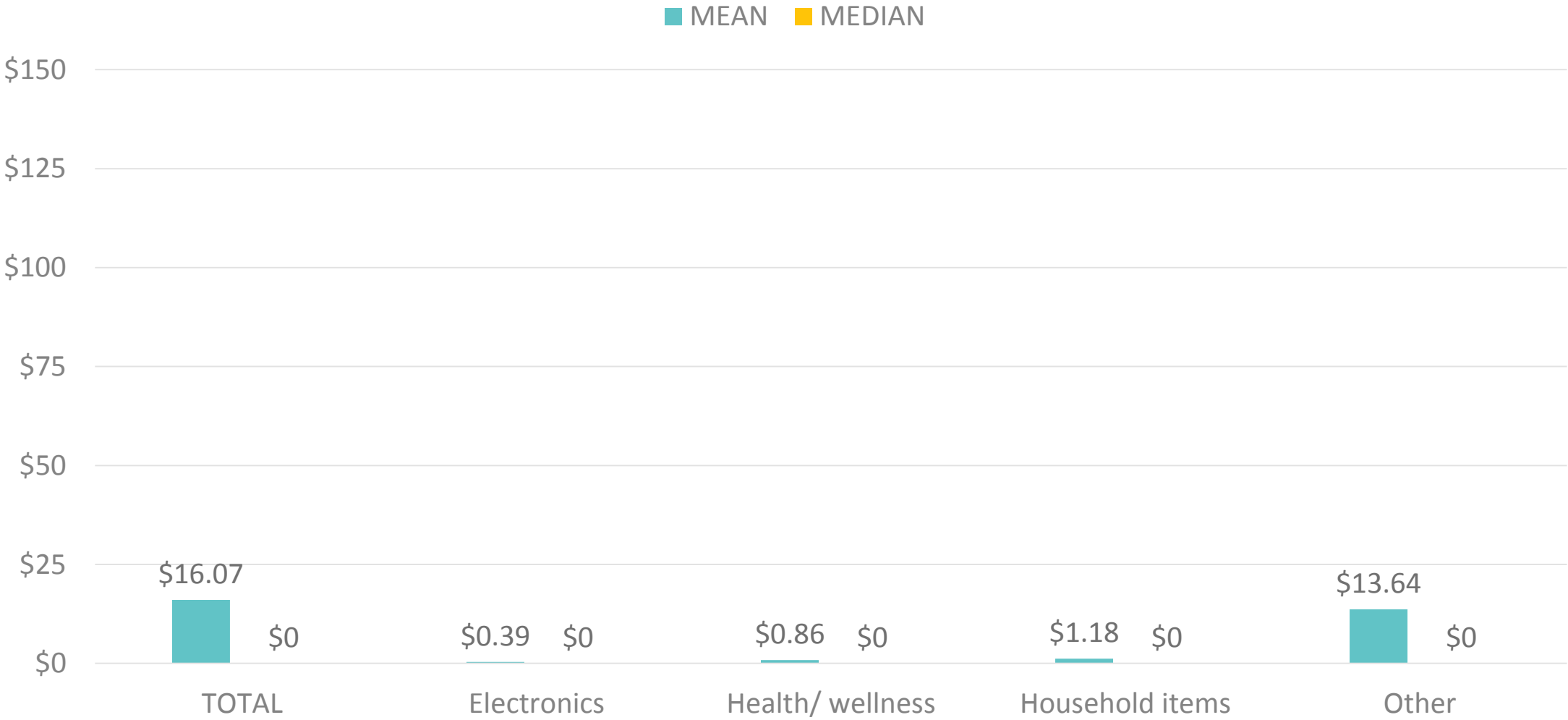
ONISLE – MISCELLANEOUS TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN		$4.77	$16.07	
MEDIAN		$0.00	$0.00	

Q: How much additional did you and your family spend on Guam – Other spending?

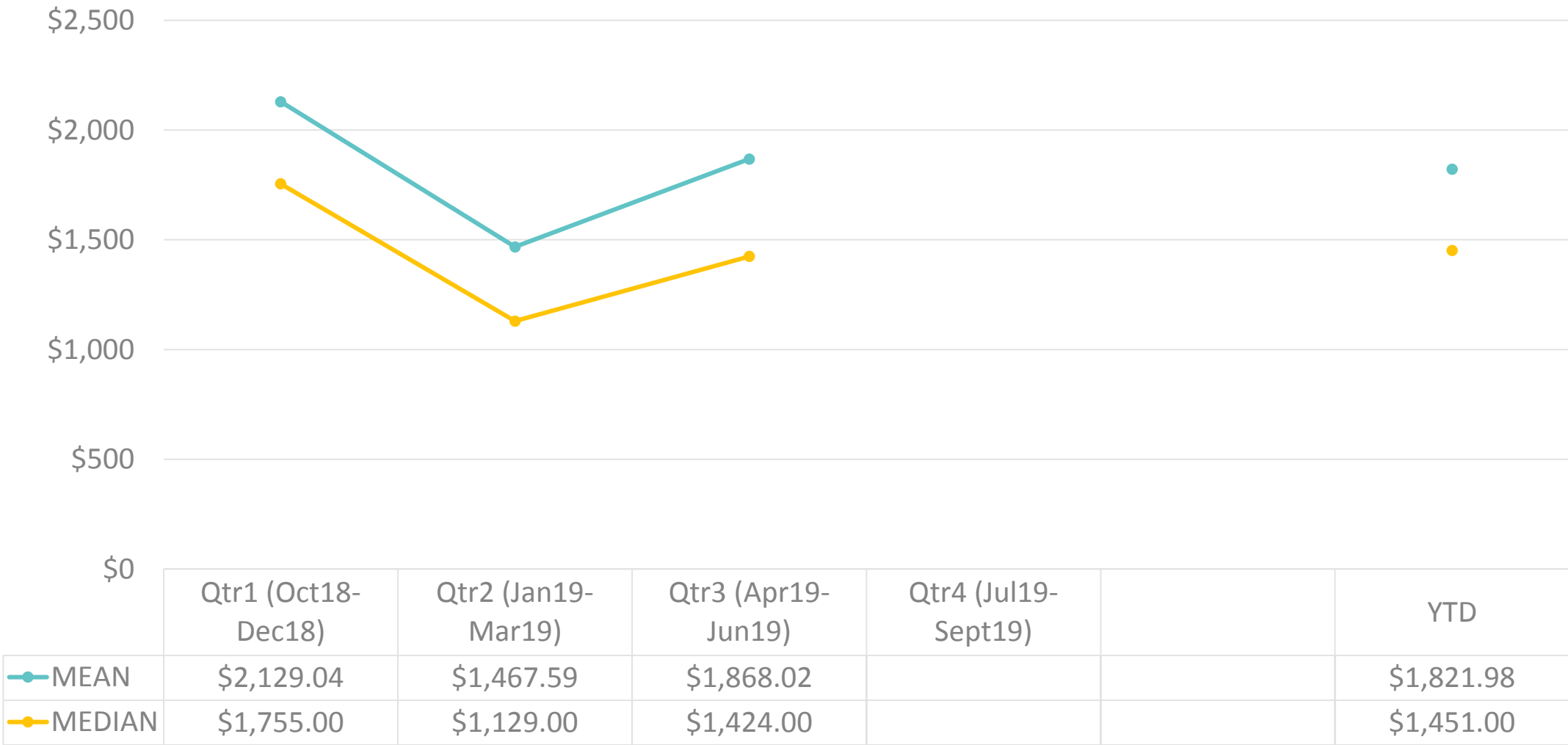# TOTAL EXPENDITURES PER PERSON (ONISLE + PREPAID)

- $1,868.02 = Mean average per person

- $1,424.00 = Median amount spent per person

TOTAL EXPENDITURES PER PERSON TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
MEAN	$2,129.04	$1,467.59	$1,868.02			$1,821.98
MEDIAN	$1,755.00	$1,129.00	$1,424.00			$1,451.00

ONISLE EXPENDITURE + PREPAID

GUAM AIRPORT EXPENDITURE TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN		$166.60	$75.78	
MEDIAN		$0.00	$0.00	

Q: How much in total did you spend on your purchases at the airport for shopping, dining, etc.?

SECTION 4

VISITOR SATISFACTION

[A]   GUAM VISITORS BUREAU   GUAM

OVERALL SATISFACTION – 7PT SCALE

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

Q: Overall, how satisfied are you with your experience while on Guam?

OVERALL SATISFACTION – 10PT SCALE

Very Satisfied (Top Box 9-10) ——— MEAN (10pt Scale)

Q: Overall, how satisfied are you with your experience while on Guam?

SWOT – POSITIVE ASPECT OF TRIP

Category	Percentage
Beach/ ocean	25%
Relax	17%
Natural beauty	12%
Shopping	7%
Activities- variety	6%
Cust Svc	5%
Hotel/ Accommodations	5%
Food - qual/var/serv	4%
Safe	4%
Local cult/people/music	3%
Events observ/partic in	3%
Weather	3%
Event- Fr/Fm	3%
Sightseeing	3%
Military/ Hist site	1%

Q: Please tell us about one detail that made your trip to Guam excellent?

SWOT – NEGATIVE ASPECT OF TRIP

Category	Percentage
Expensive	24%
Nothing	22%
Food	9%
No local culture	9%
Activities- variety	9%
Accommodations- cleanliness	5%
Ground trans	5%
Cust. Svc	4%
Language barrier/comm	3%
Rental car experience	2%
Driving experience	2%
Hafa Adai spirit	2%
Concerns about safety	1%
Traffic	1%
Accommodations- Not as promised	1%

Q: Please tell us about one detail that made your trip to Guam excellent?

SATISFACTION – ENTERTAINMENT

Very Satisfied (Top Box 9-10)   MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – SHOPPING

100% — 10.00
90% — 9.00
80% — 8.00
70% — 7.00
60% — 6.00
50% — 5.00
40% — 4.00
30% — 3.00
20% — 2.00
10% — 1.00
0% — 0.00

7.58   7.49

30%   35%

Qtr1 (Oct18-Dec18)   Qtr2 (Jan19-Mar19)   Qtr3 (Apr19-Jun19)   Qtr4 (Jul19-Sept19)

Very Satisfied (Top Box 9-10)   MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – BEACHES

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN		8.83	8.82	
Very Satisfied (Top Box 9-10)		61%	66%	

■ Very Satisfied (Top Box 9-10) ━●━ MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – PARKS

Very Satisfied (Top Box 9-10) ——— MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – ROADS

Chart showing satisfaction with roads by quarter:

- Qtr1 (Oct18-Dec18): no data
- Qtr2 (Jan19-Mar19): Very Satisfied (Top Box 9-10) = 29%, MEAN = 7.76
- Qtr3 (Apr19-Jun19): Very Satisfied (Top Box 9-10) = 33%, MEAN = 7.88
- Qtr4 (Jul19-Sept19): no data

Legend: Very Satisfied (Top Box 9-10) | MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – SIGHTSEEING AREAS

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

82

SATISFACTION – SAFETY & SECURITY

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
Very Satisfied (Top Box 9-10)		56%	61%	
MEAN		8.68	8.65	

Very Satisfied (Top Box 9-10) ▬ MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – ACCOMMODATIONS

Legend: Excellent (Top Box 9-10), MEAN

Qtr1 (Oct18-Dec18), Qtr2 (Jan19-Mar19), Qtr3 (Apr19-Jun19), Qtr4 (Jul19-Sept19)

MEAN values: 7.59, 7.80

Excellent (Top Box 9-10): 26%, 35%

Q: Overall, how would you rate your lodging/ hotel accommodations?

BRAND ADVOCACY

29% — Qtr1 (Oct18-Dec18)
36% — Qtr2 (Jan19-Mar19)
55% — Qtr3 (Apr19-Jun19)
Qtr4 (Jul19-Sept19)

7.58 — 8.16 — 8.49

Extremely likely (Top Box 9-10) — MEAN

Q: How likely are you to recommend Guam to your family and friends?

BRAND LOYALTY

Q: How likely are you to return to visit Guam in the next three years?

TRIP EXPECTATIONS

Guam met my expectations
82%

Guam did not meet my expectations
7%

Guam exceeded my expectations
11%

Q: Would you say this trip to Guam…?

TRIP EXPECTATIONS – TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
Exceeded expectations		9%	11%	
Met expectations		84%	85%	
Did not meet expectations		7%	4%	

Q: Would you say this trip to Guam…?

SECTION 5
VISITOR ACTIVITIES

SHOPPING AREAS – PENETRATION

Shopping Area	Penetration
ABC Stores	82%
DFS	56%
Premier Outlets	56%
Micronesian Mall	50%
Ross	45%
K-Mart	45%
Macys	41%
The Plaza	27%
JP Store	21%
Tumon Sands	15%
Pacific Place	13%
Agana SC	9%

Q: Guam has a number of shopping malls and stores. Please check all those visited during this trip

ACTIVITIES – SIGHTSEEING

Scenic views/ natural landmarks	56%
Island sightseeing tour	30%
Self-guided/ drove around	28%
Boat tours/ dolphin watch	23%
Helicopter ride	5%

Q: During this trip to Guam, which of the following activities did you participate in?
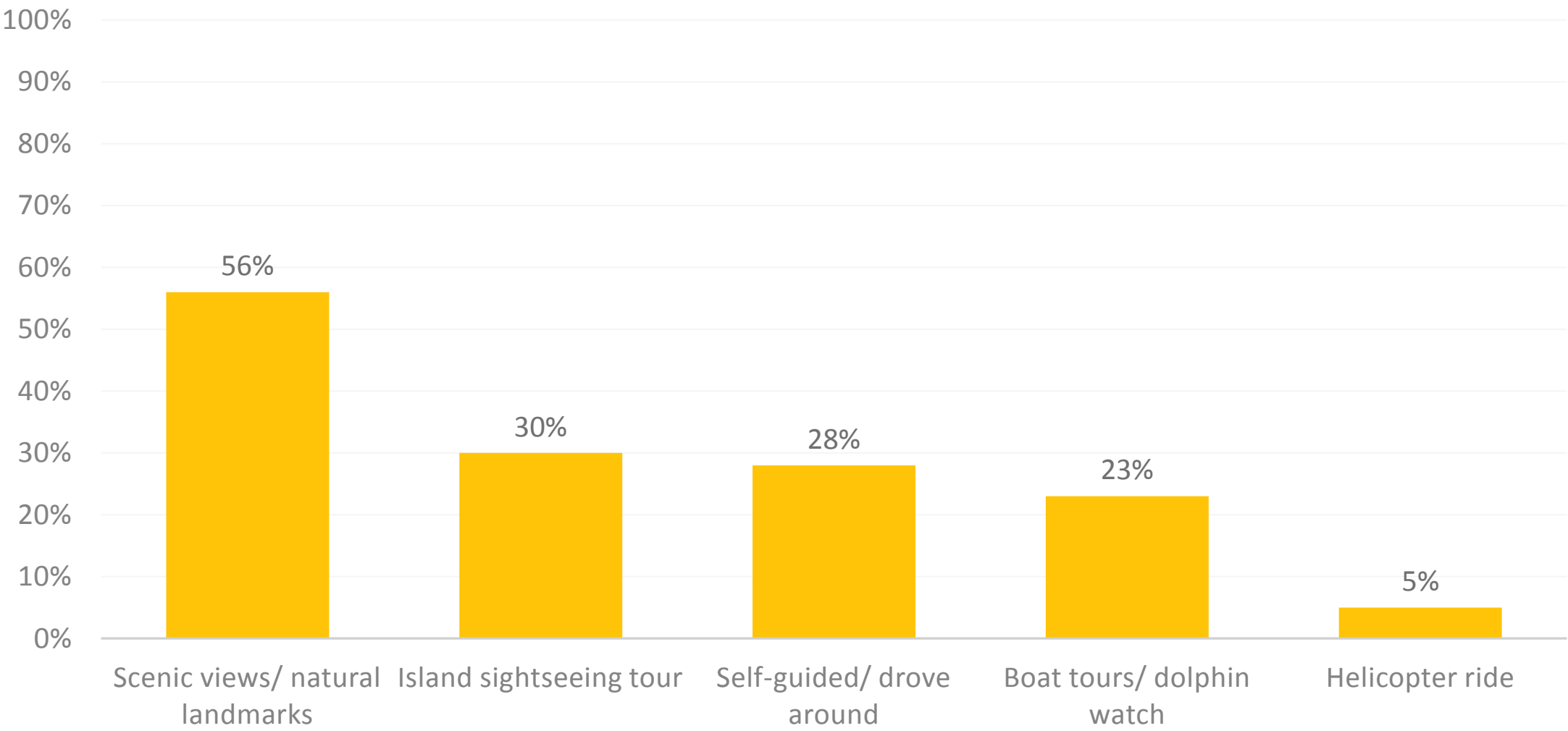
ACTIVITIES – RECREATION

Bar chart of recreation activities:
- Shopping: 70%
- Beach/sunbathing: 61%
- Swimming in ocean: 37%
- Hiking: 16%
- Water park: 16%
- Boat cruise: 11%
- Spa: 9%
- Off-roading: 7%

Q: During this trip to Guam, which of the following activities did you participate in?

ACTIVITIES – SPORTS

Q: During this trip to Guam, which of the following activities did you participate in?
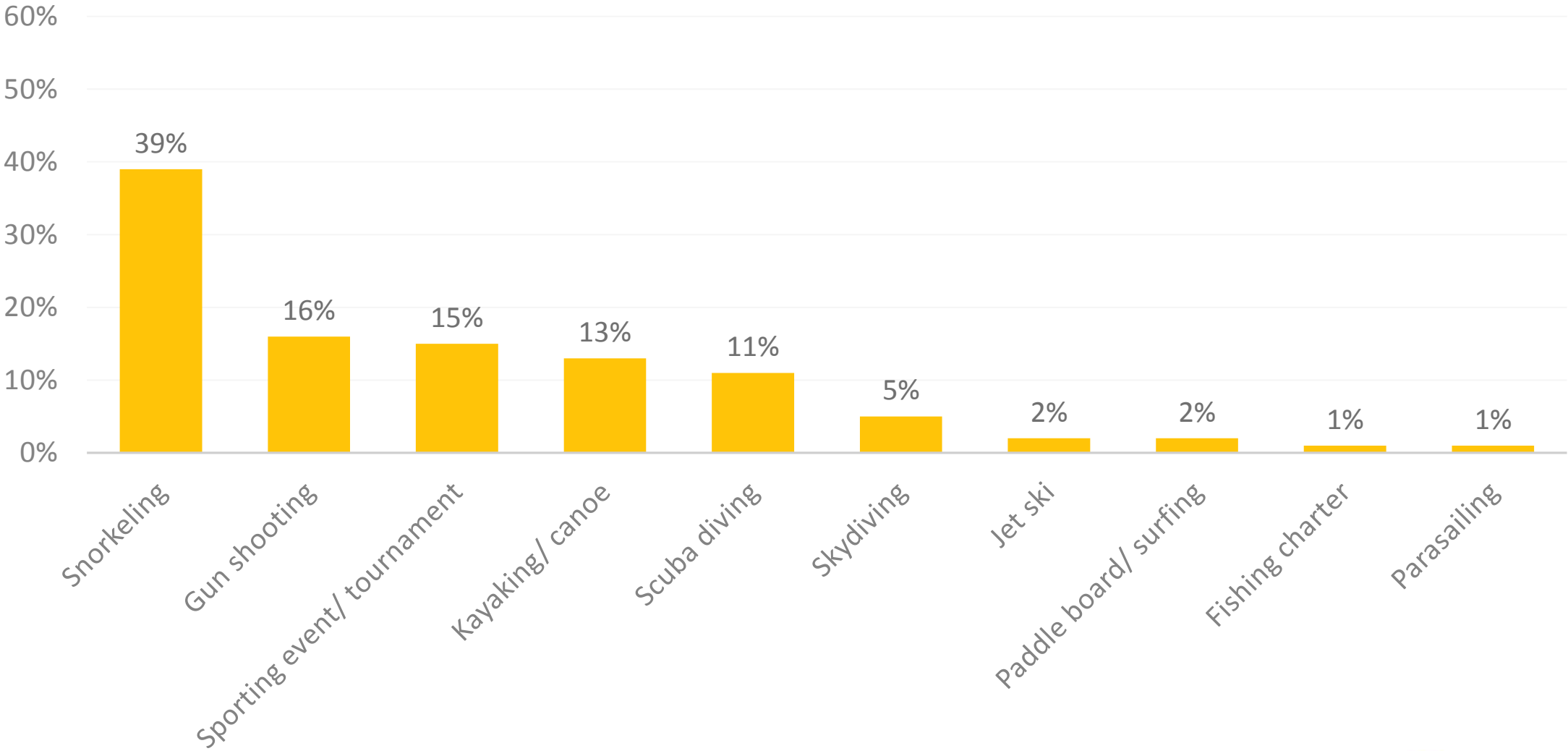
ACTIVITIES – HISTORY, CULTURE, ARTS

Bar chart:
- Chamorro cuisine: 34%
- Historic military site: 15%
- Chamorro culture: 15%
- Archeology site visit: 13%
- Chamorro night market: 6%
- Local night market: 5%

Q: During this trip to Guam, which of the following activities did you participate in?
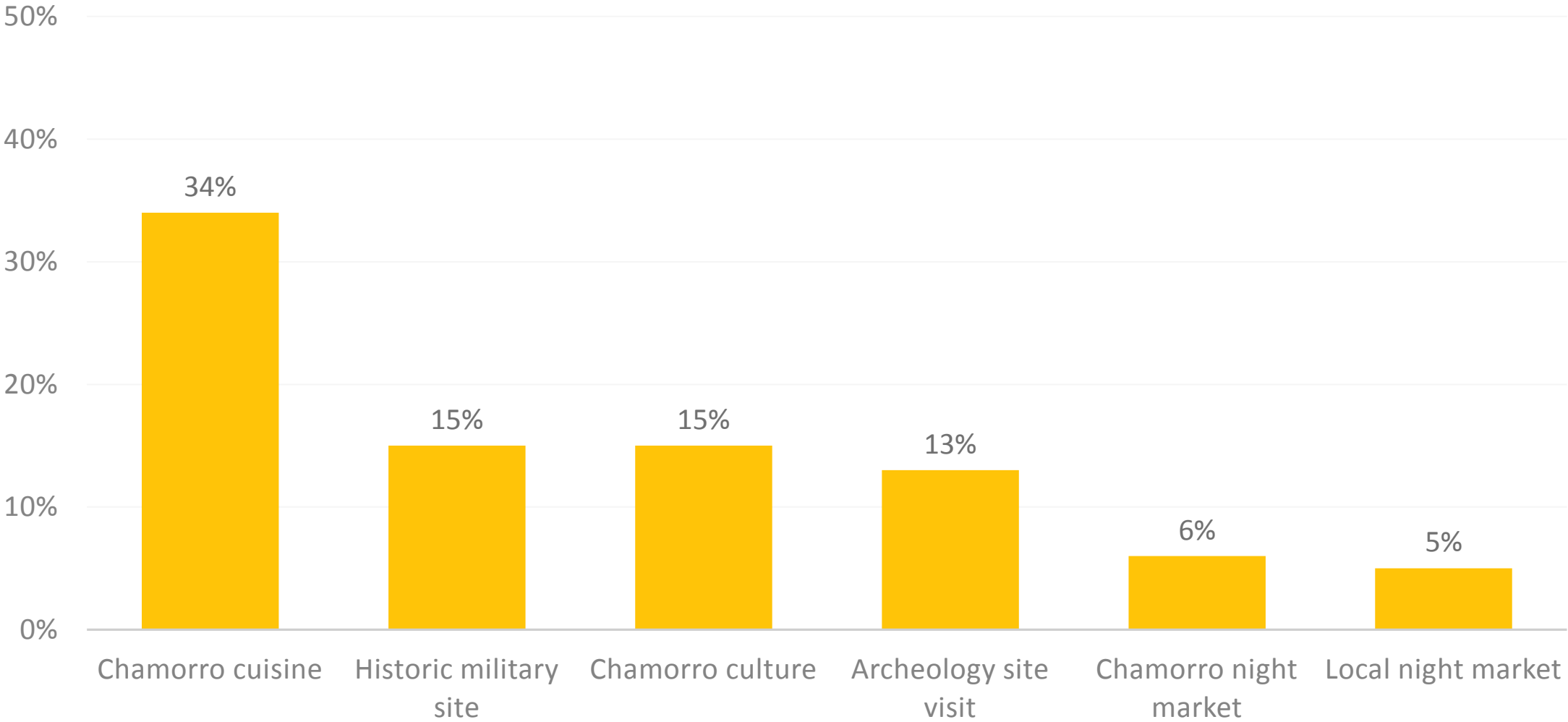
ACTIVITIES – ENTERTAINMENT & DINING

Activity	Percentage
Café/ coffee shop	61%
Fine dining	51%
Fast food	50%
Dinner show/ cruise	43%
Live music/ stage show	10%
Nightclub/ dancing/ bar/ karaoke	8%

Q: During this trip to Guam, which of the following activities did you participate in?
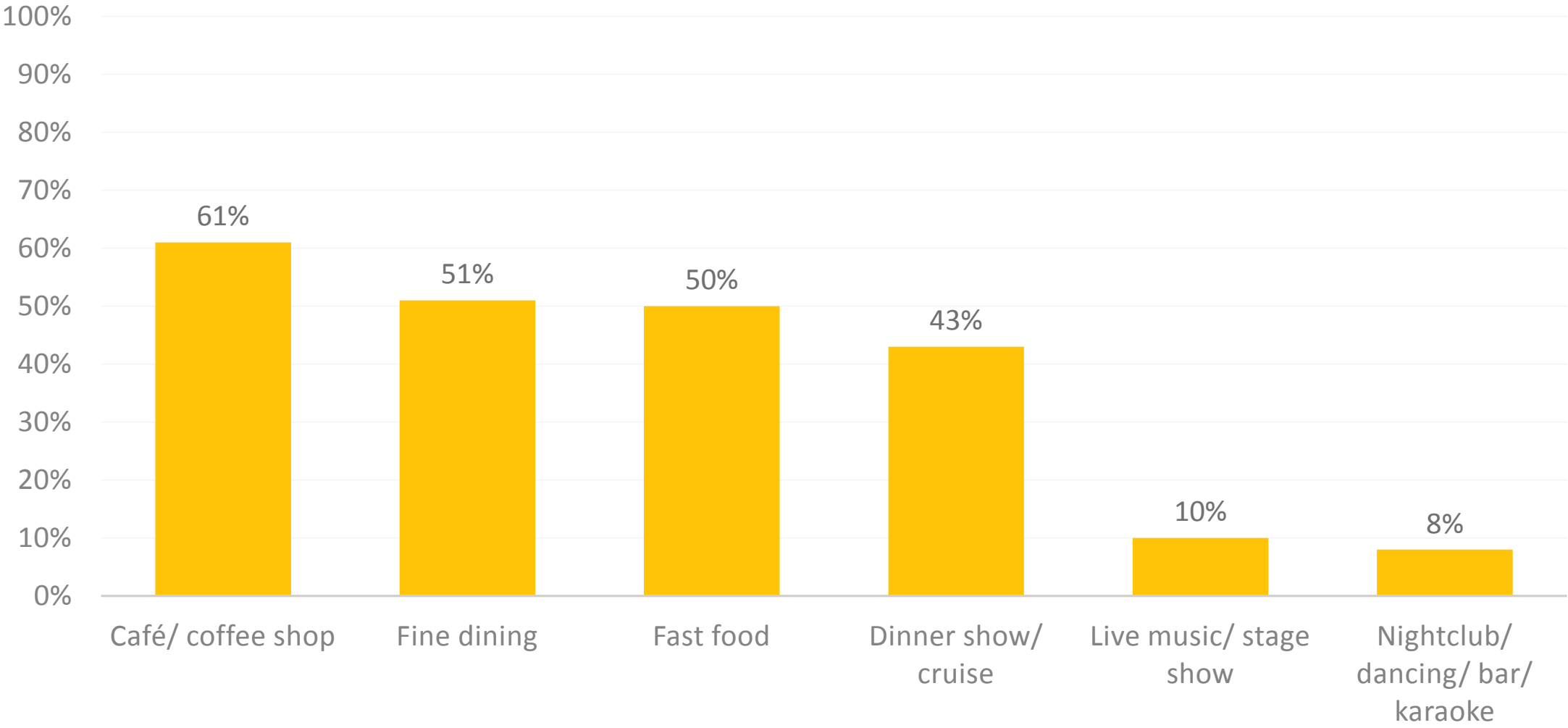
LOCAL ATTRACTIONS – TOP RESPONSES (5%+)

Two Lovers Pt: 65%
Fish Eye Marine Park: 29%
Underwtr Wld: 24%
Snuba: 14%
Valley Latte: 11%
Chamorro Night Mkt: 9%
Chamorro Village: 9%
Guam Museum: 8%
Dededo Flea Mkt: 8%
Guam Seawalker: 6%
Sandcastle: 5%

96

Q: During this trip to Guam, which of the following attractions did you visit?
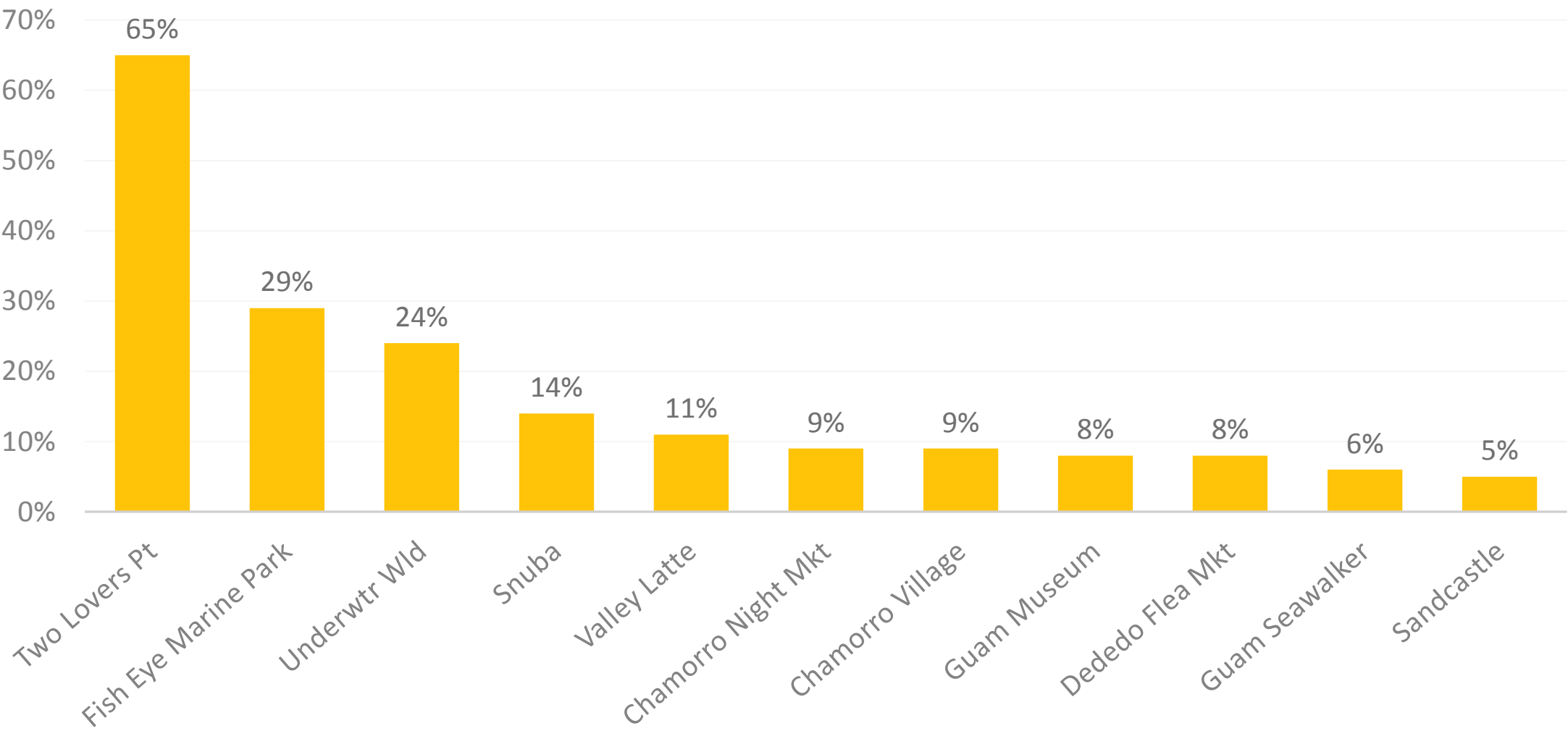
LOCAL CULTURE – OBSTACLES

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
Schedule	38%	46%	47%	
Unaware	34%	22%	18%	
Did not want to	21%	22%	24%	
Did not know where	28%	19%	29%	

97   *Q: Why did you not participate in any cultural activities or events during your recent stay on Guam?*
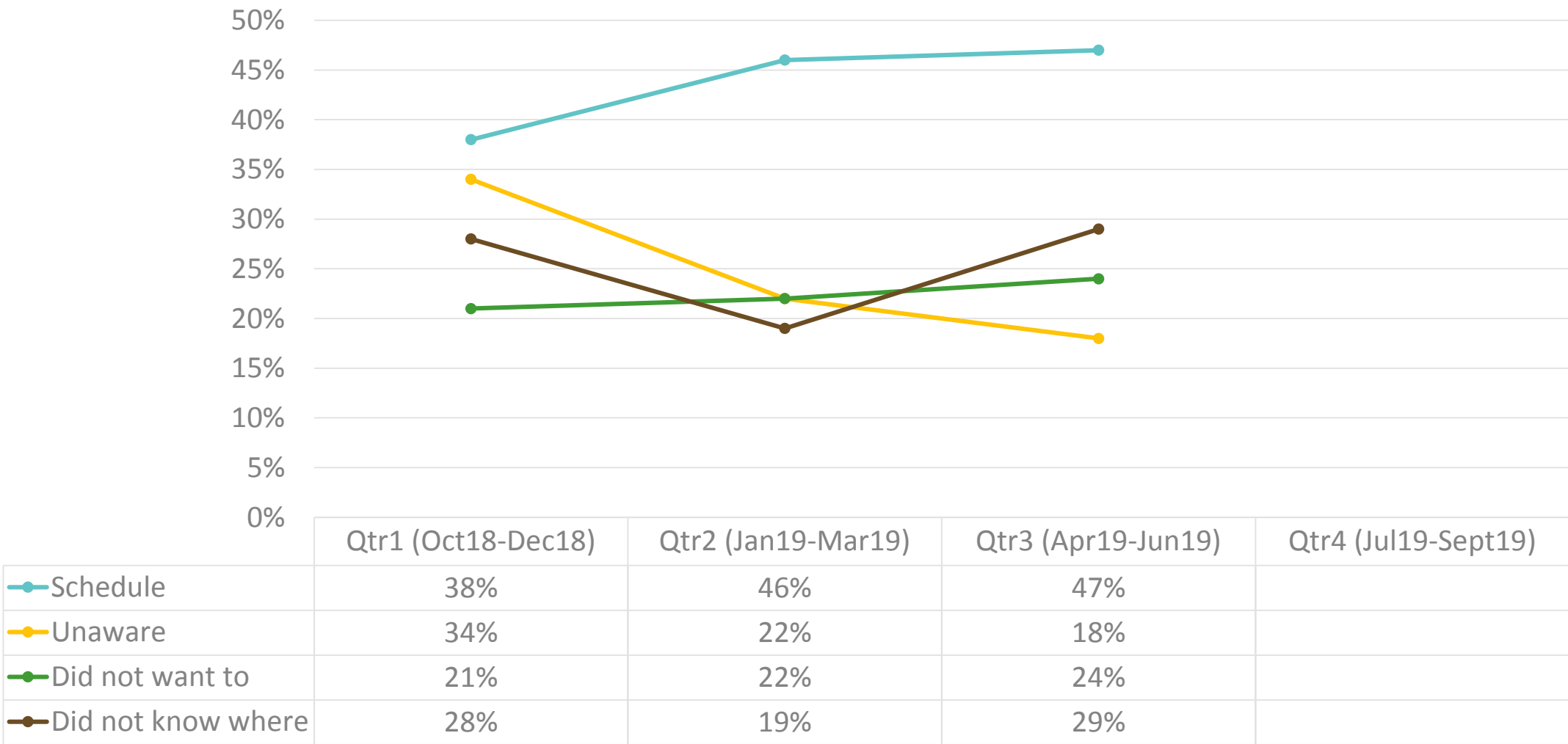
SECTION 6
SOURCES OF INFORMATION

PRE-ARRIVAL SOURCES OF INFORMATION

Bar chart of pre-arrival sources of information:
- Internet: 76%
- Recommendation: 38%
- Social Media: 19%
- TV: 9%
- Prior trip: 8%
- Travel agent brochure: 7%
- GVB Prom Activities: 7%
- Company: 5%
- Customer travel shows: 4%
- GVB Office: 3%
- Travel guide book: 2%
- Trvl trade show: 1%
- Newspaper: 1%

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

GVB VISITOR SATISFACTION STUDY

Q5 Please select the top three sources of information you used to find out about Guam before your trip

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
Q5	Internet/Mobile App	76%	65%	82%	100%
	Friend or relative	38%	56%	34%	50%
	Social media	19%	16%	16%	
	TV	9%	2%	13%	
	I have been to Guam before	8%	7%	7%	
	Travel agent brochure	7%	12%	7%	
	Guam Visitors Bureau promotional activities	7%	7%	4%	
	Co-worker/ company travel department	5%	2%	2%	
	Consumer travel shows	4%	7%	4%	50%
	Guam Visitors Bureau office	3%	2%	4%	
	Travel guide book at bookstores	2%			
	Newspaper	1%	2%	2%	
	Travel trade shows	1%		2%	
	Total	110	43	56	2

Prepared by Anthology Research

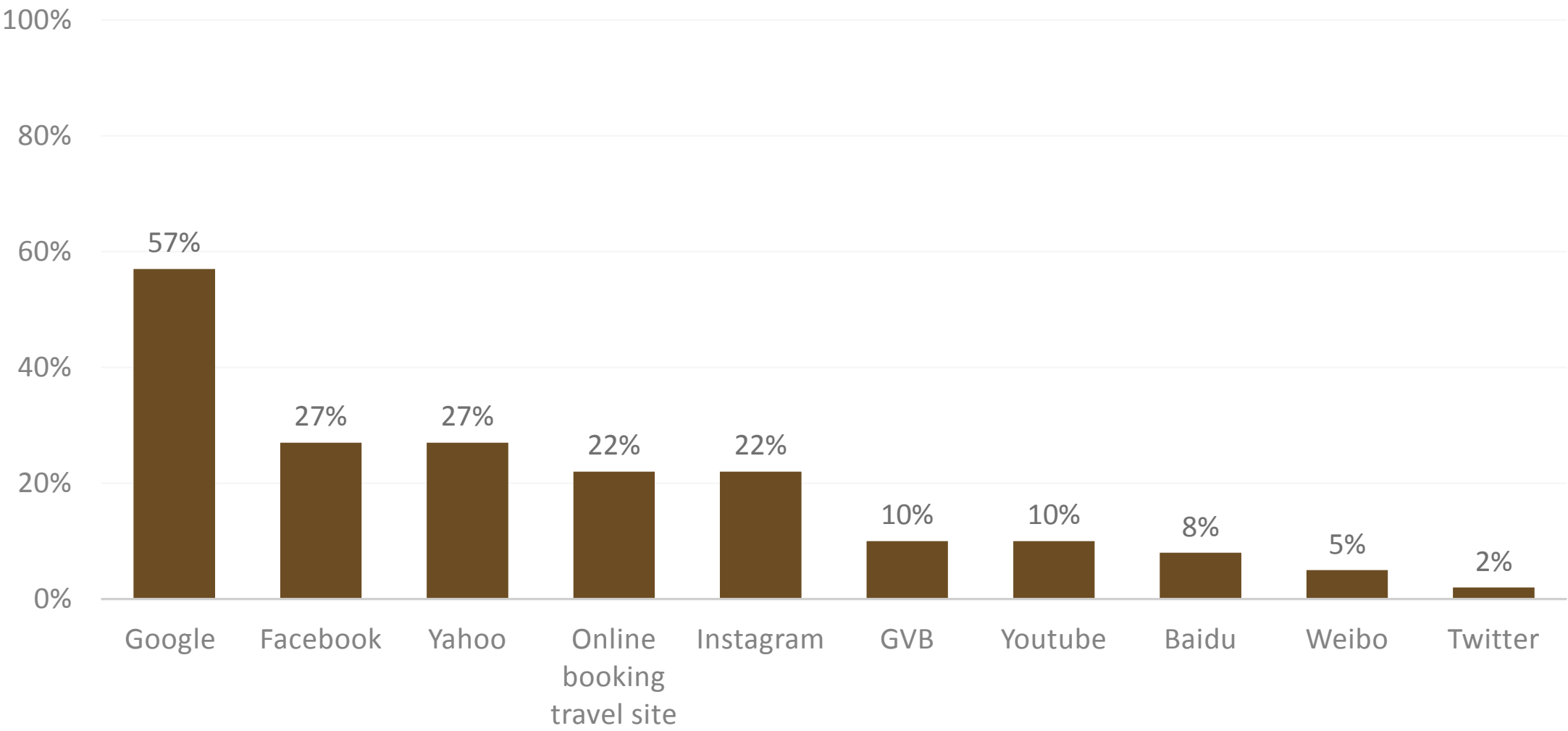*Q: Please select the top three sources of information you used to find out about Guam before your trip*
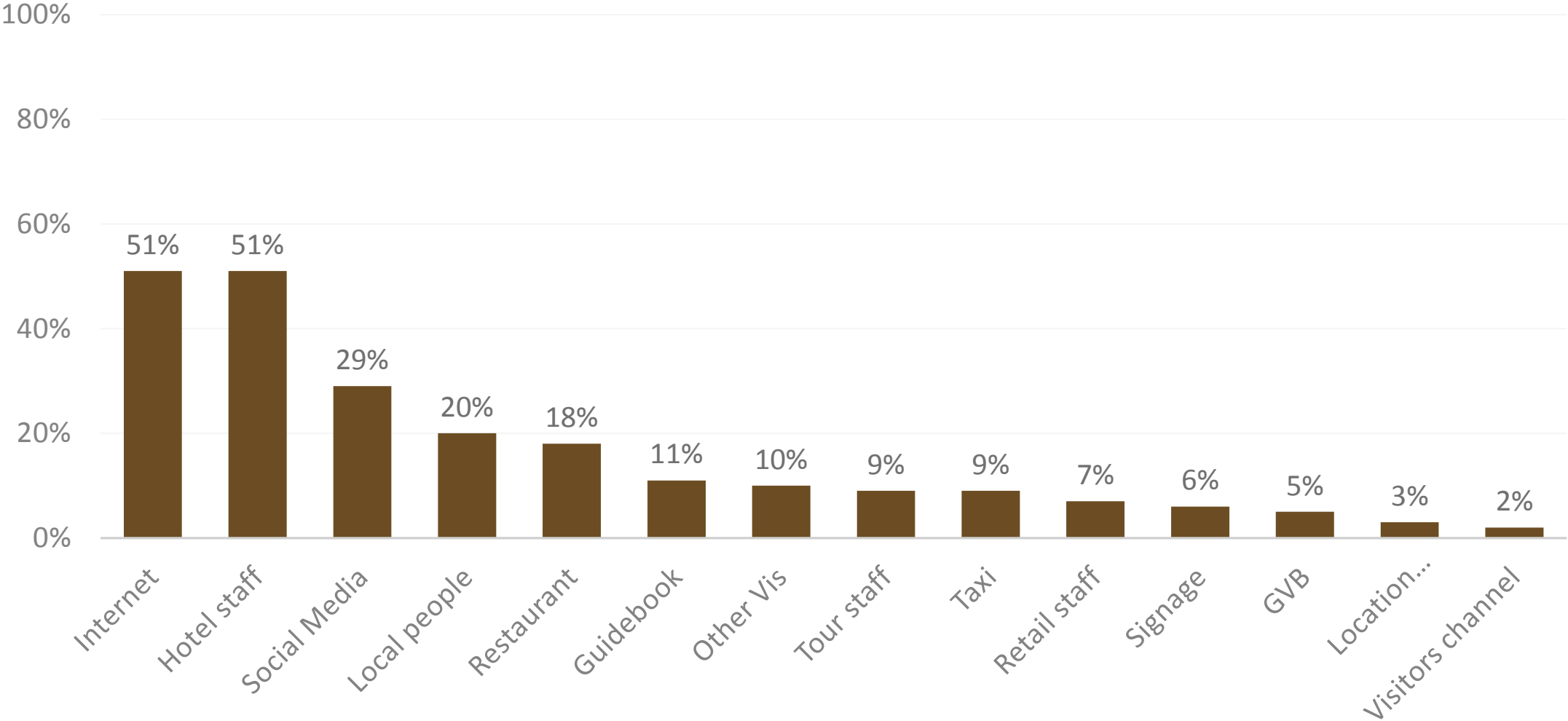
GVB VISITOR SATISFACTION STUDY

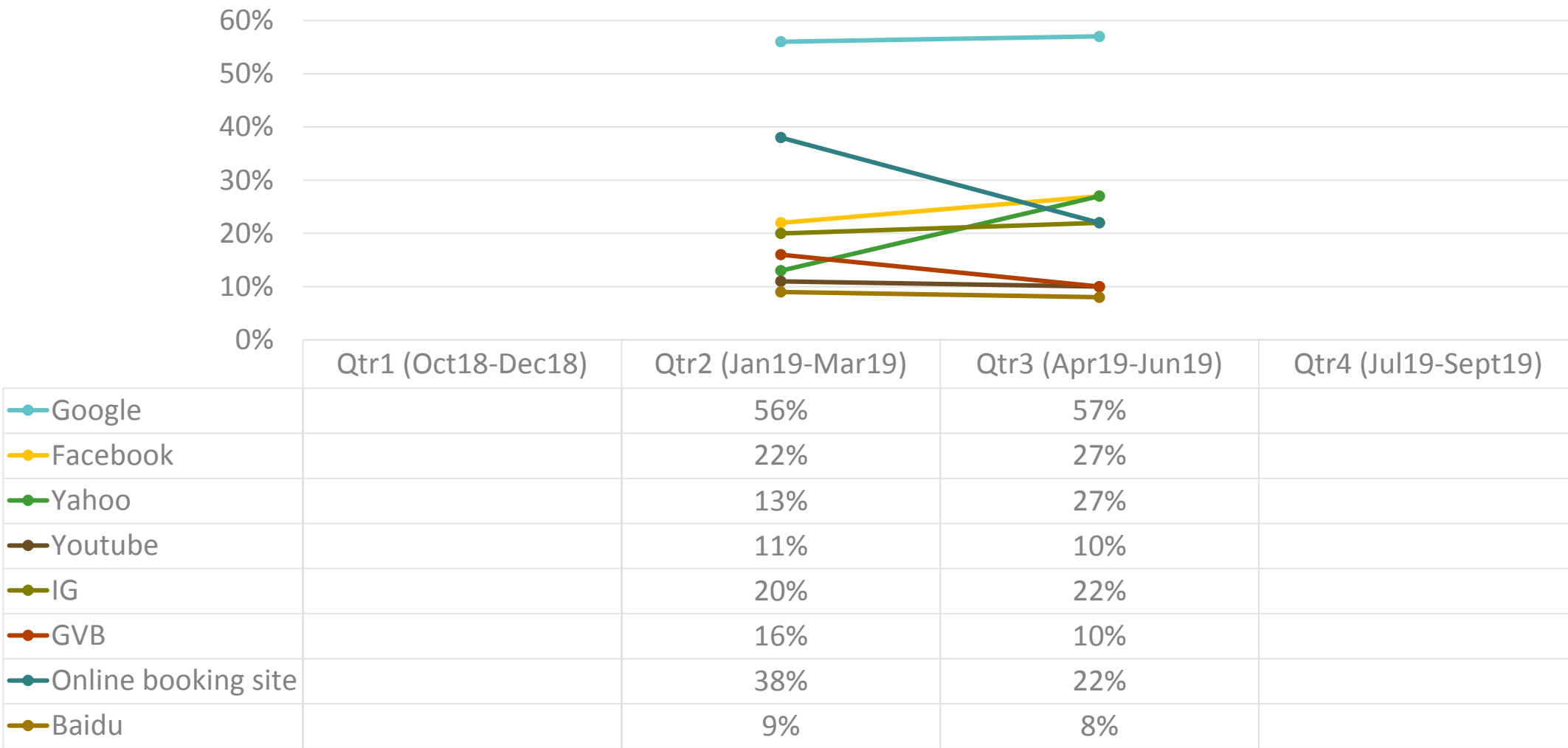**Q6 Please select the top three sources of information you used to find out about Guam while you were here**

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
Q6	Hotel staff	51%	65%	38%	
	Internet/ Mobile App	51%	33%	59%	100%
	Social Media	29%	28%	29%	
	Local people	20%	19%	16%	
	Restaurant staff (outside hotel)	18%	40%	16%	
	Guide books I brought with me	11%	5%	13%	
	Other visitors	10%	12%	7%	
	Taxi drivers	9%	2%	7%	
	Tour staff	9%	7%	11%	
	Retail staff	7%	5%	7%	
	Signs/ advertisement	6%	12%	7%	
	Guam Visitors Bureau	5%	5%	7%	
	Local publication	3%	2%	2%	
	Visitors channel	2%		4%	
	Total	110	43	56	2

Prepared by Anthology Research

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

ONLINE SOURCES OF INFORMATION

Q: Which internet or social media sources, if any, did you use to learn about Guam?

ONLINE SOURCES OF INFORMATION

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
Google		56%	57%	
Facebook		22%	27%	
Yahoo		13%	27%	
Youtube		11%	10%	
IG		20%	22%	
GVB		16%	10%	
Online booking site		38%	22%	
Baidu		9%	8%	

Q: Which internet or social media sources, if any, did you use to learn about Guam?

[A] GUAM VISITORS BUREAU | GUAM

SECTION 7
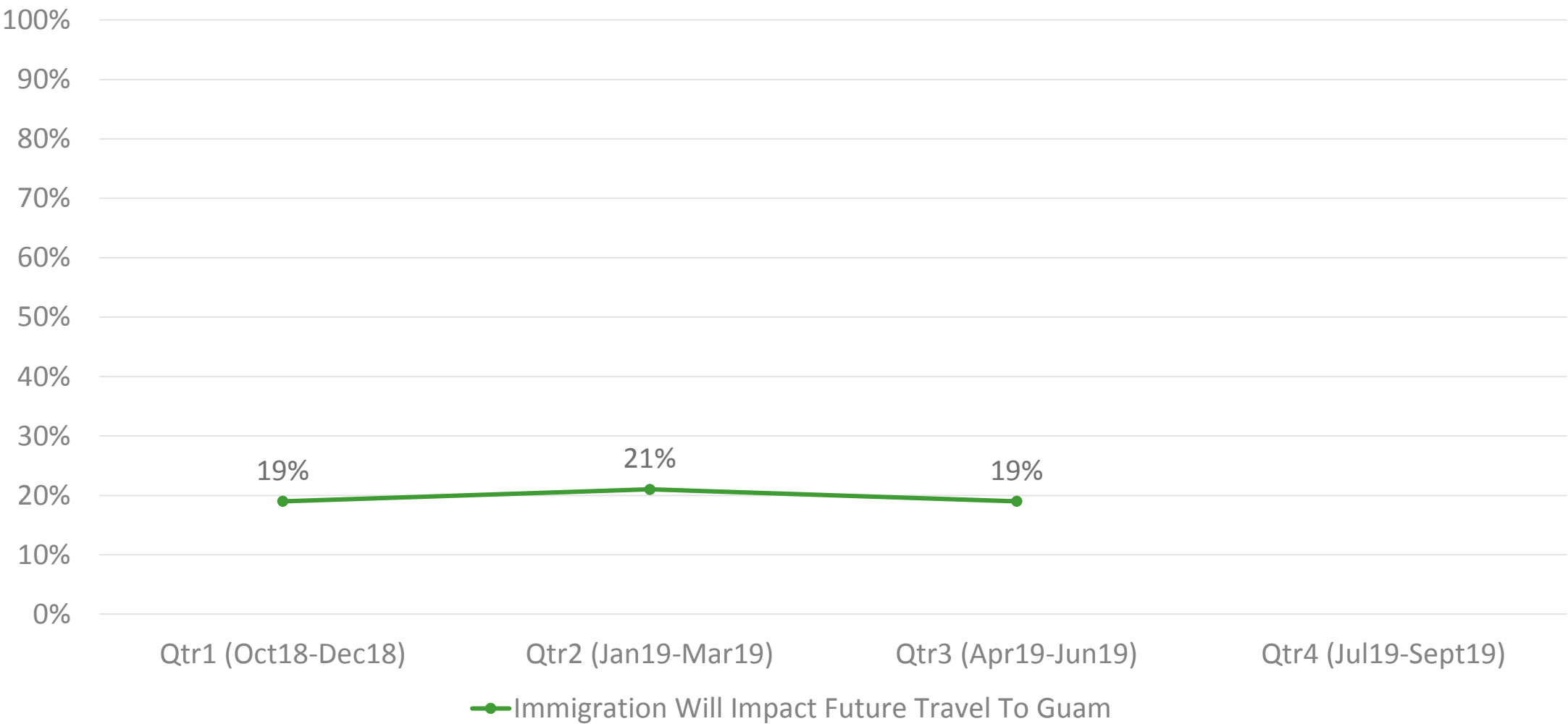
IMMIGRATION

AIRPORT – SECURITY/ IMMIGRATION ISSUES

Q: What about the security screening and/ or immigration process here at the Guam International Airport could be improved?
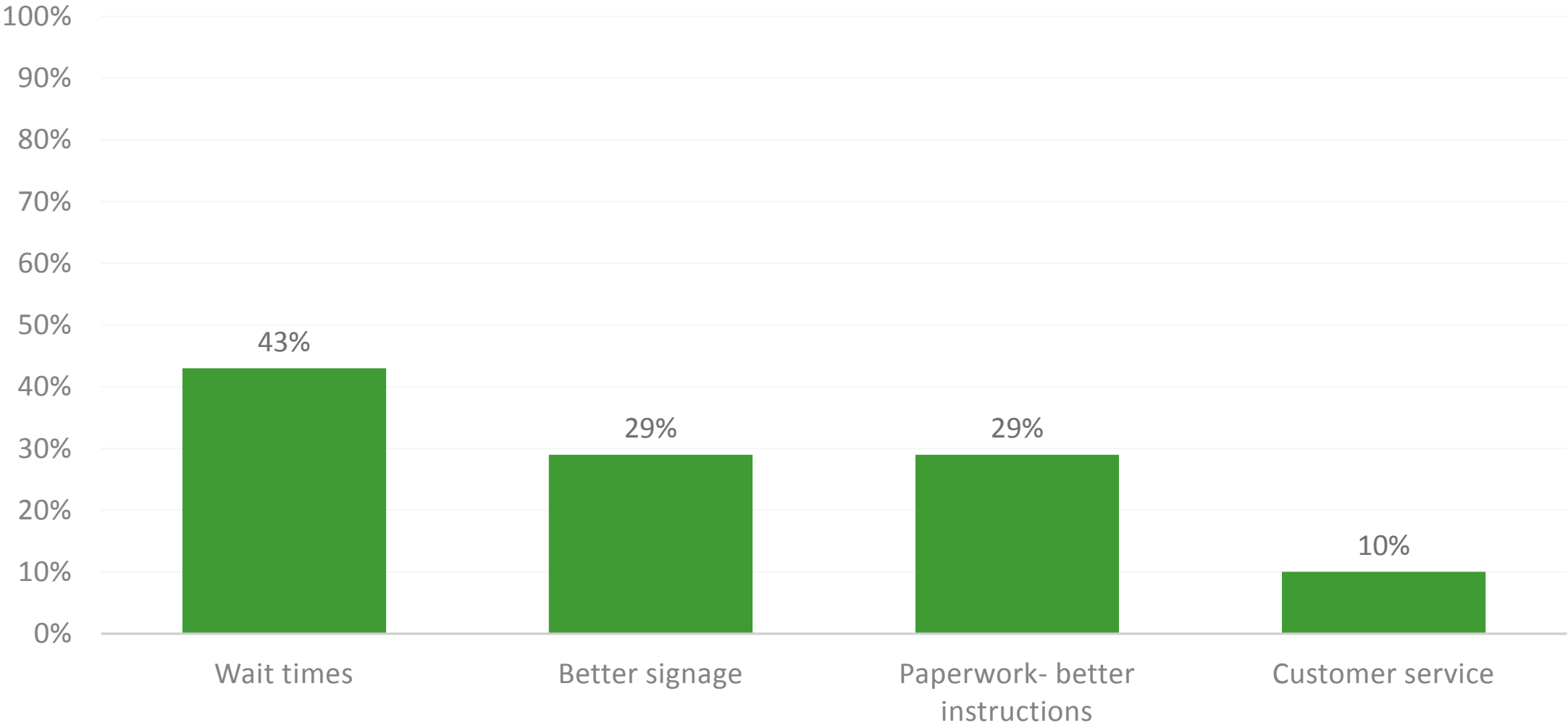
SECTION 8

ADVANCED STATS

[A] | GUAM VISITORS BUREAU | GUAM

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.

- The predictor variables (drivers) are ranked on the percentage they account for the dependent variable. The top two ranked independent variables generally account for the largest percentages of the dependent variable and are thus the best predictors (drivers) of the dependent variable.

DRIVERS – OVERALL SATISFACTION

Comparison of Drivers of Overall Satisfaction, 2-3 Qtr. 2019

Drivers:	2nd Qtr 2019	3rd Qtr. 2019	Combined 2-3 Qtr. 2019
	rank	rank	rank
Entertainment		2	2
Shopping	2		3
Dining	3		
Beaches			
Parks			
Roads			
Sightseeing Areas			
Being a safe and secure destination	1	1	1
% of Overall Satisfaction Accounted For	39.9%	57.3%	48.2%

NOTE: Only significant drivers are included.

DRIVERS – OVERALL SATISFACTION

- **Overall satisfaction** with the Hong Kong visitor's experience on Guam is driven by two significant factors in the 3rd Quarter 2019 Period. By rank order they are:
    - **Being a safe & secure destination, and**
    - **Entertainment.**
- With these factors the overall r^2 is .573 meaning that **57.3% of overall satisfaction is accounted for by these factors.**

Comparison of Drivers of Per Person On Island Expenditures, 2-3 Qtr. 2019

	2nd Qtr 2019	3rd Qtr. 2019	Combined 2-3 Qtr. 2019
Drivers:	rank	**rank**	rank
Entertainment			
Shopping			
Dining			
Beaches			
Parks			
Roads			
Sightseeing Areas			
Being a safe and secure destination			
% of Overall Satisfaction Accounted For	0.0%	**0.0%**	0.0%
NOTE: Only significant drivers are included.			

DRIVERS – ONISLE EXPENDITURES

- **Per Person On Island Expenditure** of Hong Kong visitors on Guam is driven by no significant factor in the 3rd Quarter 2019 Period.