

Guam Visitors Bureau

Japan Visitor Tracker Exit Profile & Market Segmentation Report

FY2017

QTR.3 (APRIL – JUNE 2017)

Prepared by: Anthology Research

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



Background and Methodology

- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, Anthology's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **1,053** departing Japanese 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 **1,053** is +/- 3.02 percentage points with a 95% confidence level. That is, if all Japanese 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 +/- 3.02 percentage points.

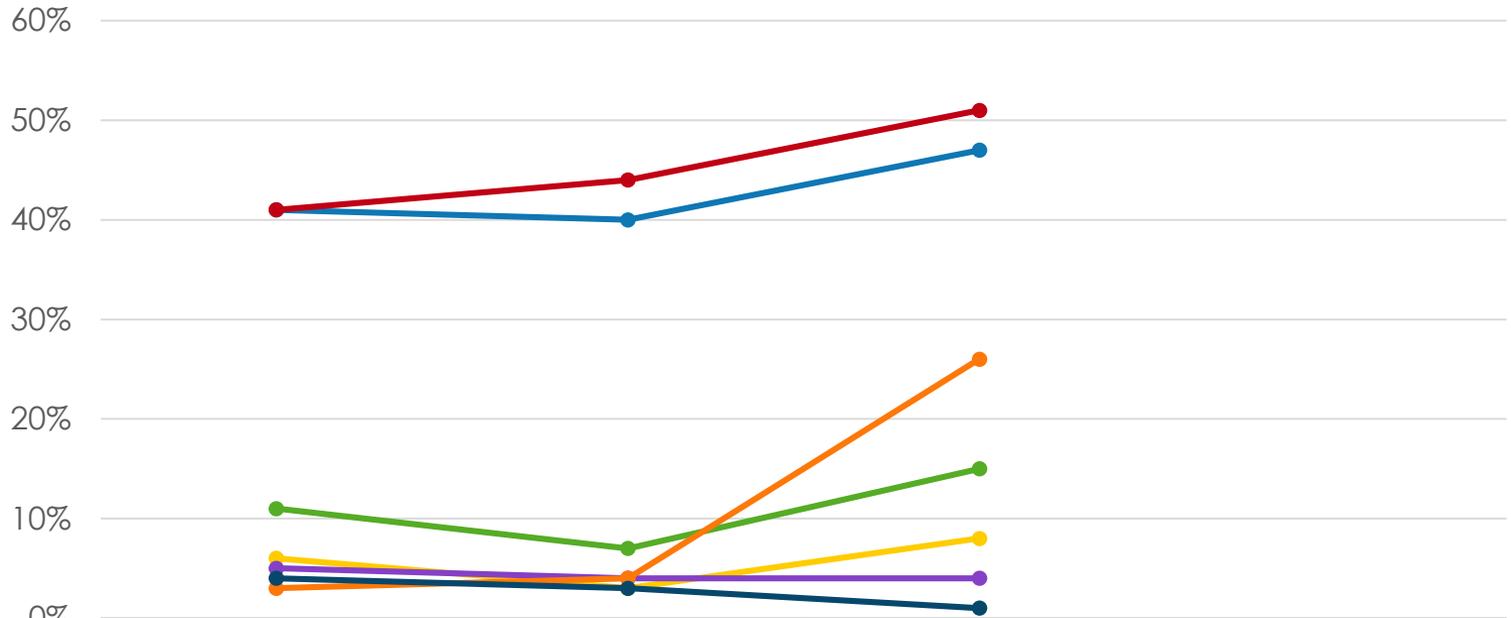
Objectives

- To monitor the effectiveness of the Japanese seasonal campaigns in attracting Japanese visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Japanese 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:
 - Families (Q6)
 - Office Lady/ Salary Woman (Gender/ Q25 Office worker- non-managerial)
 - Group Tour (Q7)
 - MICE (Q5A Convention/ Conference/ Trade Show/ Company sponsored)
 - Silver (QF Age 60+)
 - Wedding (Q5A)
 - Repeat Visitor (Q3A)
 - To identify the most significant factors affecting overall visitor satisfaction.
 - To identify (for all Japan visitors) the most important determinants of on-island spending

Key Highlighted Segments

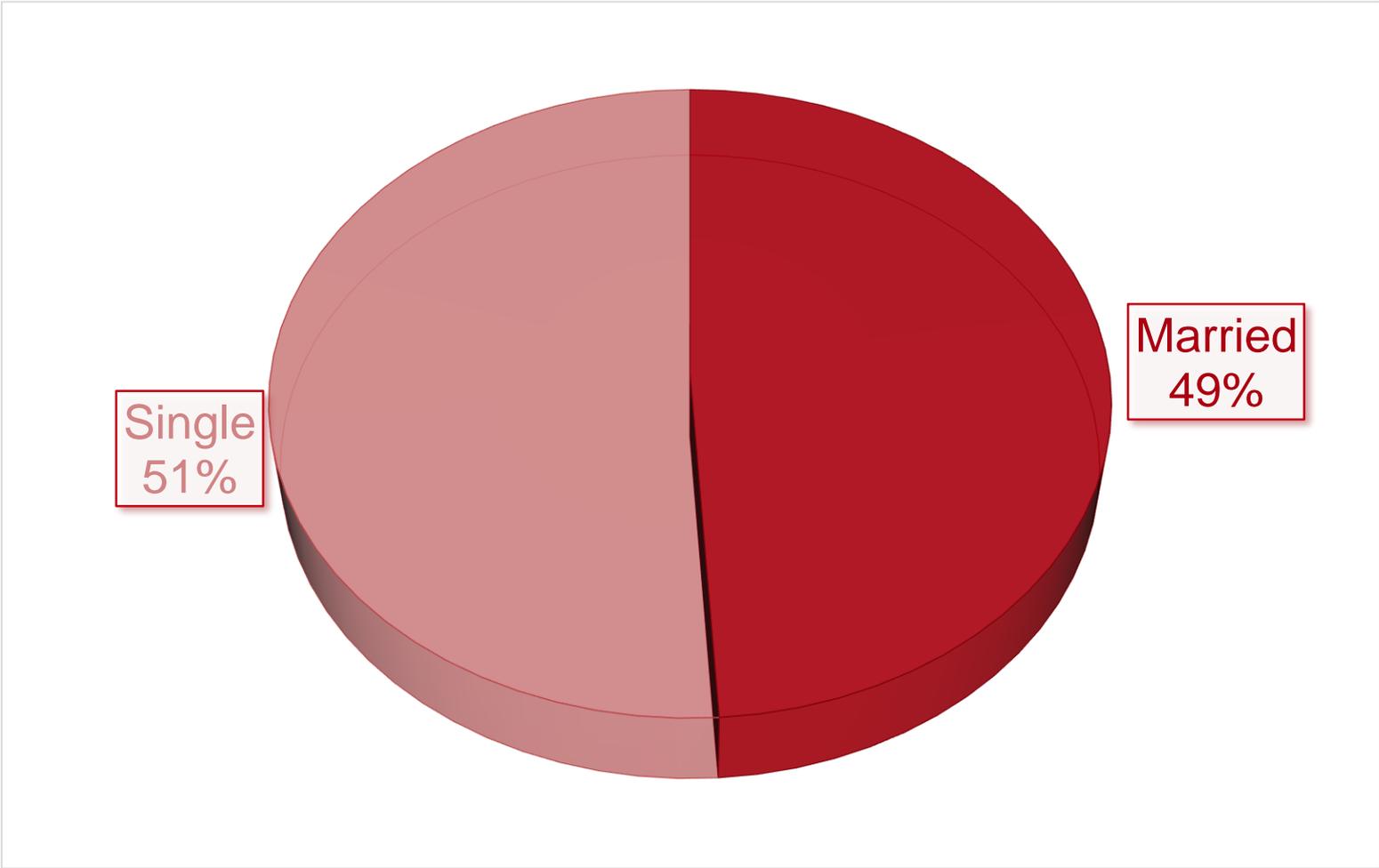


	QTR1 (Oct17-Dec17)	QTR2 (Jan17-Mar17)	QTR3 (Apr17-Jun17)	QTR4 (Jul17-Sept17)
Family	41%	40%	47%	
Repeat	41%	44%	51%	
Office Lady	11%	7%	15%	
Wedding	6%	3%	8%	
Silver	5%	4%	4%	
Group	3%	4%	26%	
MICE	4%	3%	1%	

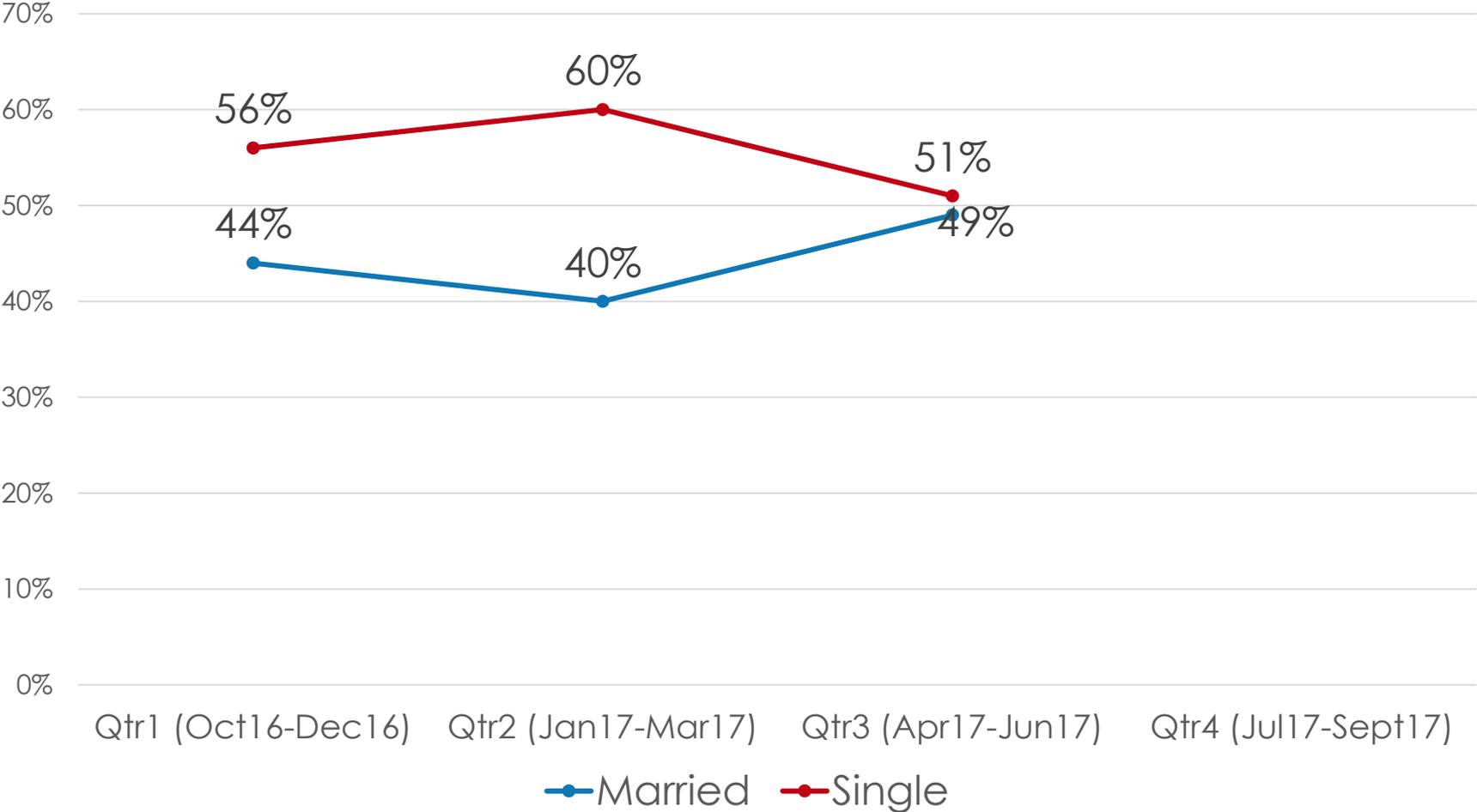
SECTION 1

PROFILE OF RESPONDENTS

Marital Status



Marital status – FY2017 Tracking



Marital status – Key Segments

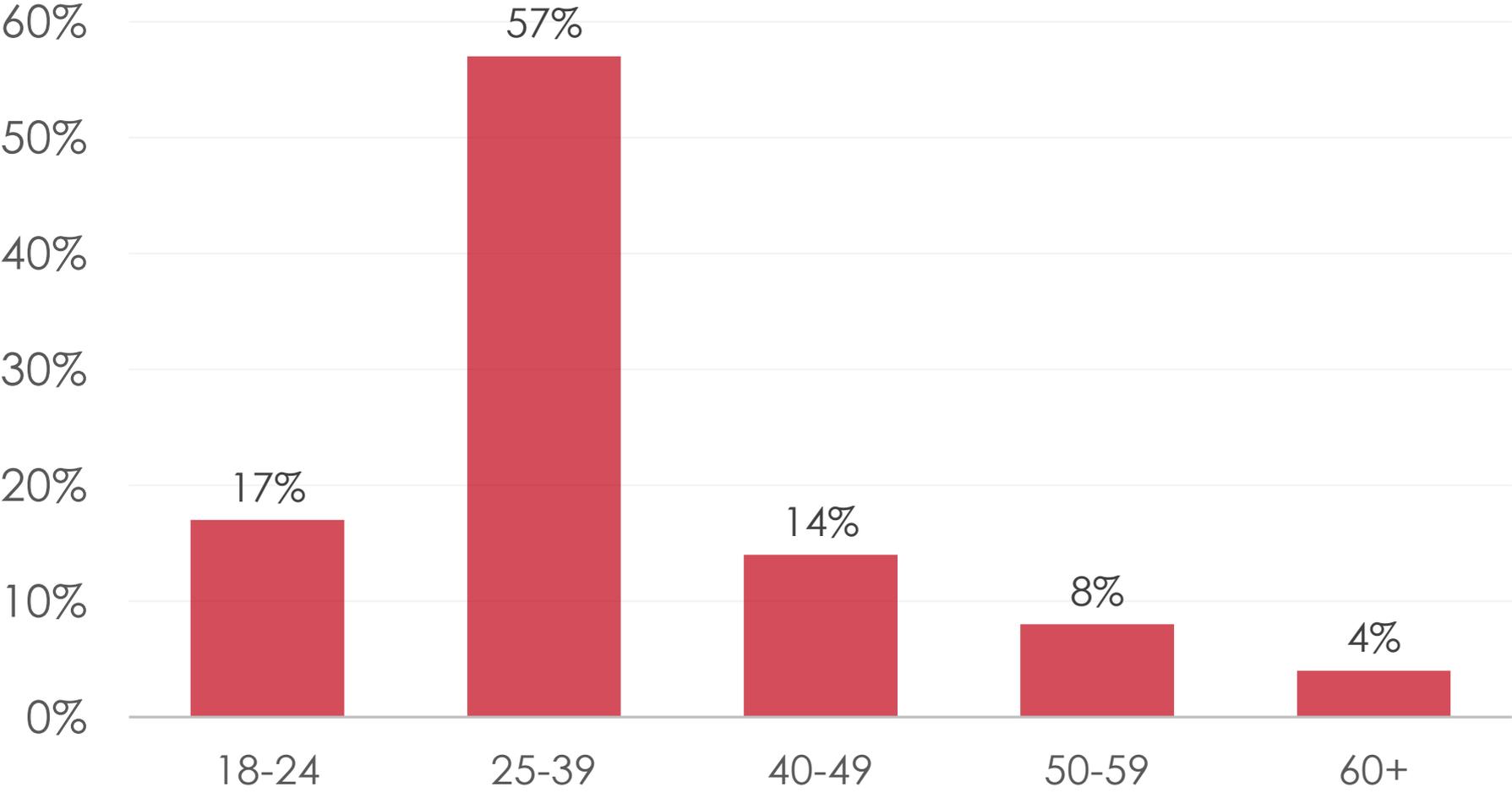
**GVB EXIT SURVEY
QE MARITAL STATUS**

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
QE	Married	49%	83%	52%	23%	97%	50%	66%	44%
	Single	51%	17%	48%	77%	3%	50%	34%	56%
	Total	1048	497	529	160	39	6	88	278

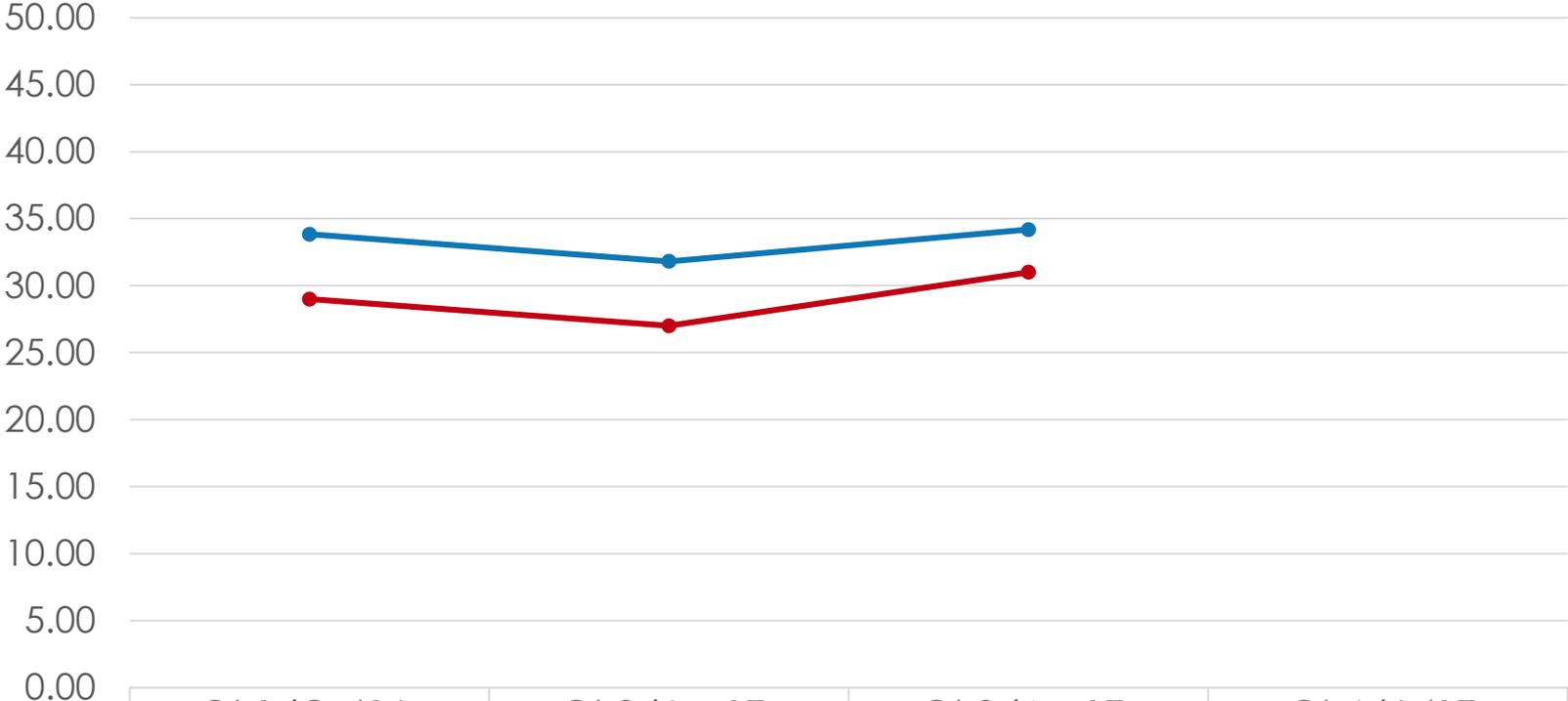
Prepared by Anthology Research

Age

MEAN = 34.18
MEDIAN = 31



Age – FY2017 Tracking



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	33.83	31.81	34.18	
MEDIAN	29	27	31	

Age – Key Segments

GVB EXIT SURVEY AGE

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
QF	18-24	17%	7%	10%	19%		17%	8%	14%
	25-39	57%	56%	52%	60%		33%	70%	54%
	40-49	14%	18%	20%	16%		17%	10%	16%
	50-59	8%	12%	12%	6%		33%	7%	13%
	60+	4%	6%	6%		100%		5%	3%
	Total	1045	494	527	160	40	6	86	278
QF	Mean	34.18	37.74	37.29	31.70	64.15	38.67	34.27	35.64
	Median	31	35	35	28	65	38	31	33

Prepared by Anthology Research

Annual Household Income



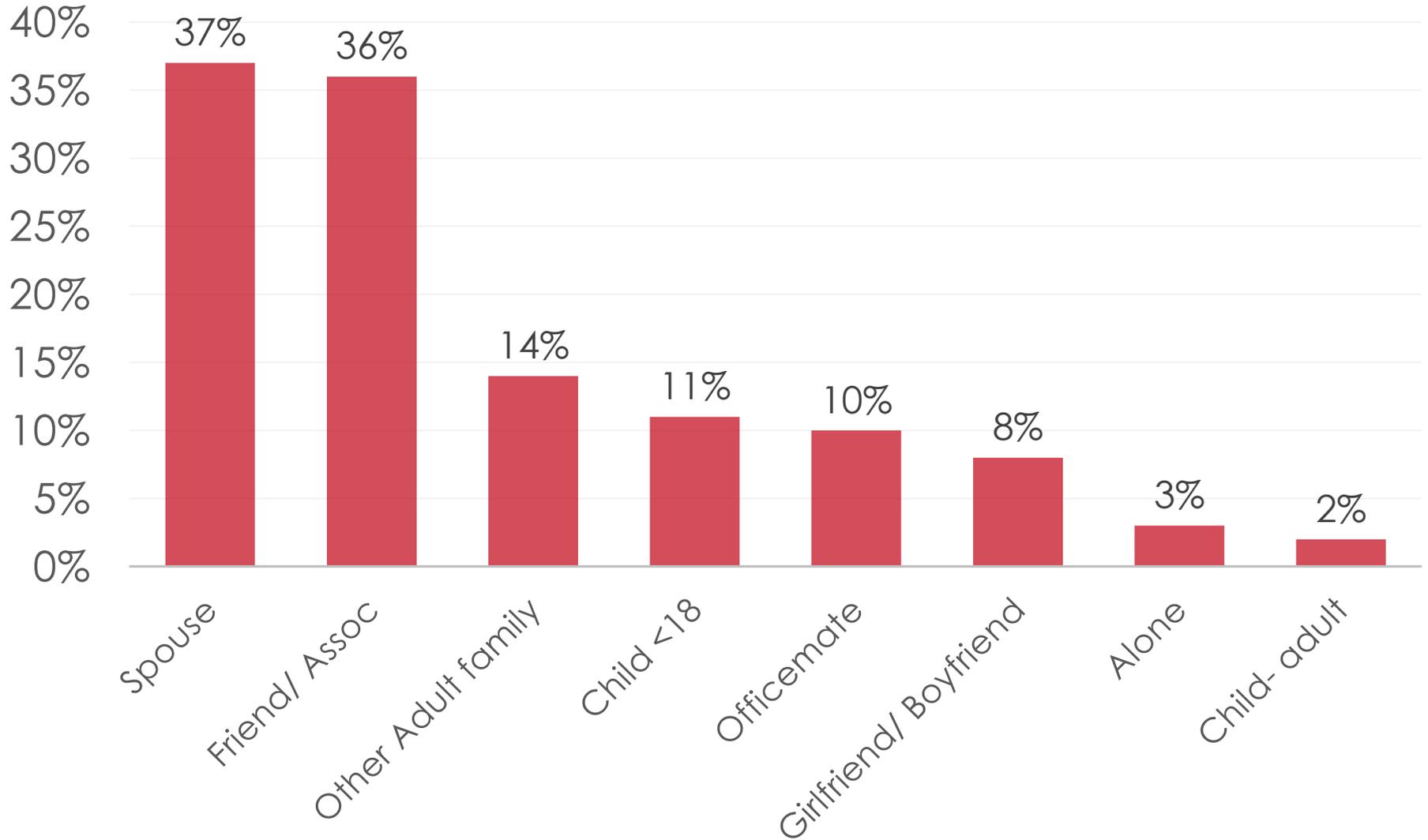
Annual Household Income – Key Segments

GVB EXIT SURVEY
Q26 Household income:

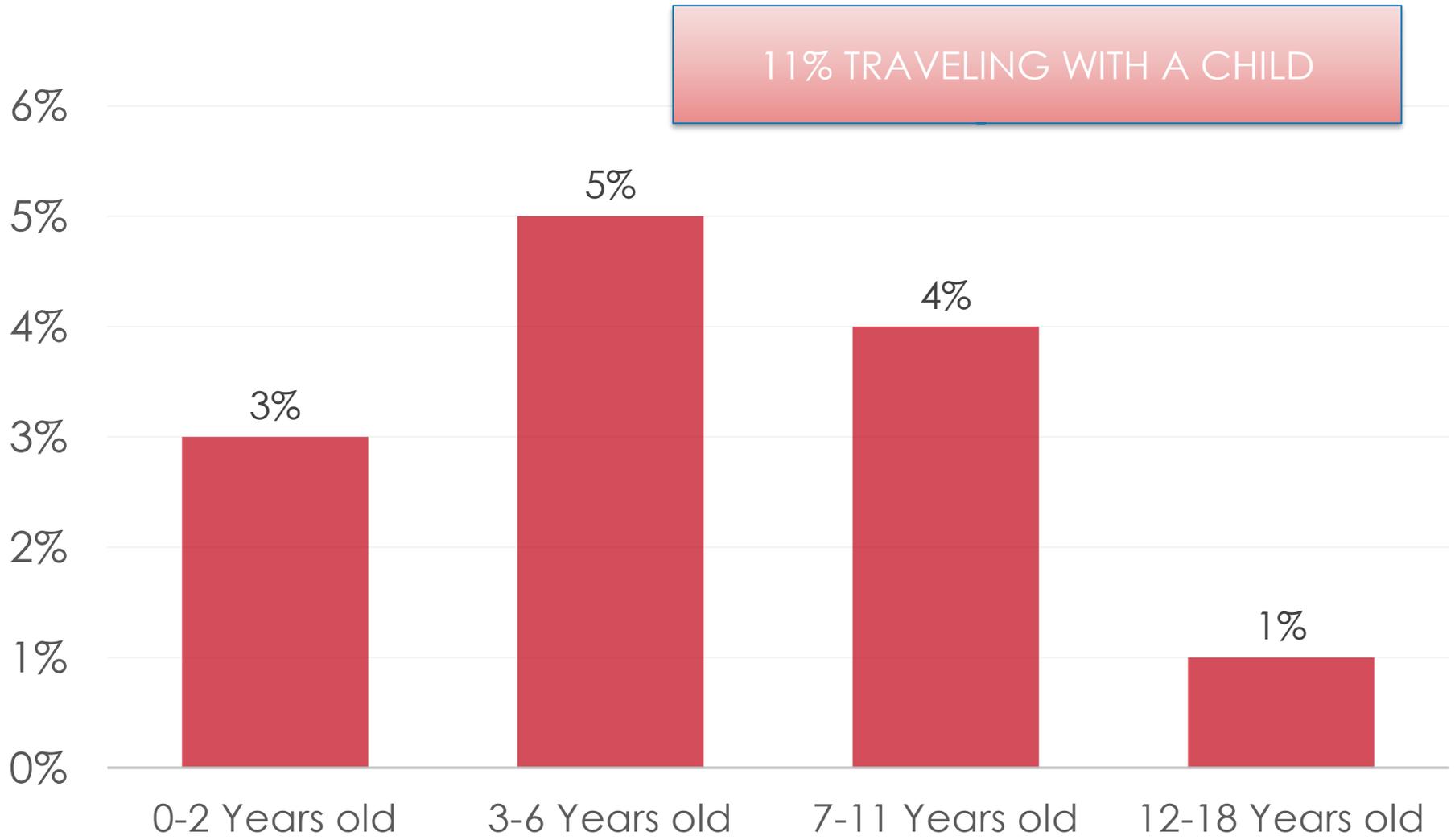
		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
Q26	Less than ¥2 million	5%	4%	4%	7%	12%		1%	4%
	¥2,000,001 ~ ¥3,000,000	15%	7%	13%	35%	6%	20%	15%	19%
	¥3,000,001 ~ ¥4,000,000	17%	10%	15%	19%	9%	20%	17%	20%
	¥4,000,001 ~ ¥5,000,000	13%	12%	14%	9%	6%	20%	15%	12%
	¥5,000,001 ~ ¥7,000,000	20%	27%	17%	11%	26%	20%	26%	16%
	¥7,000,001 ~ ¥10 million	16%	24%	18%	10%	15%	20%	14%	13%
	¥10 million or more	12%	14%	17%	8%	18%		10%	14%
	No Income	3%	2%	2%		9%		2%	2%
	Total	953	459	496	149	34	5	81	258

Prepared by Anthology Research

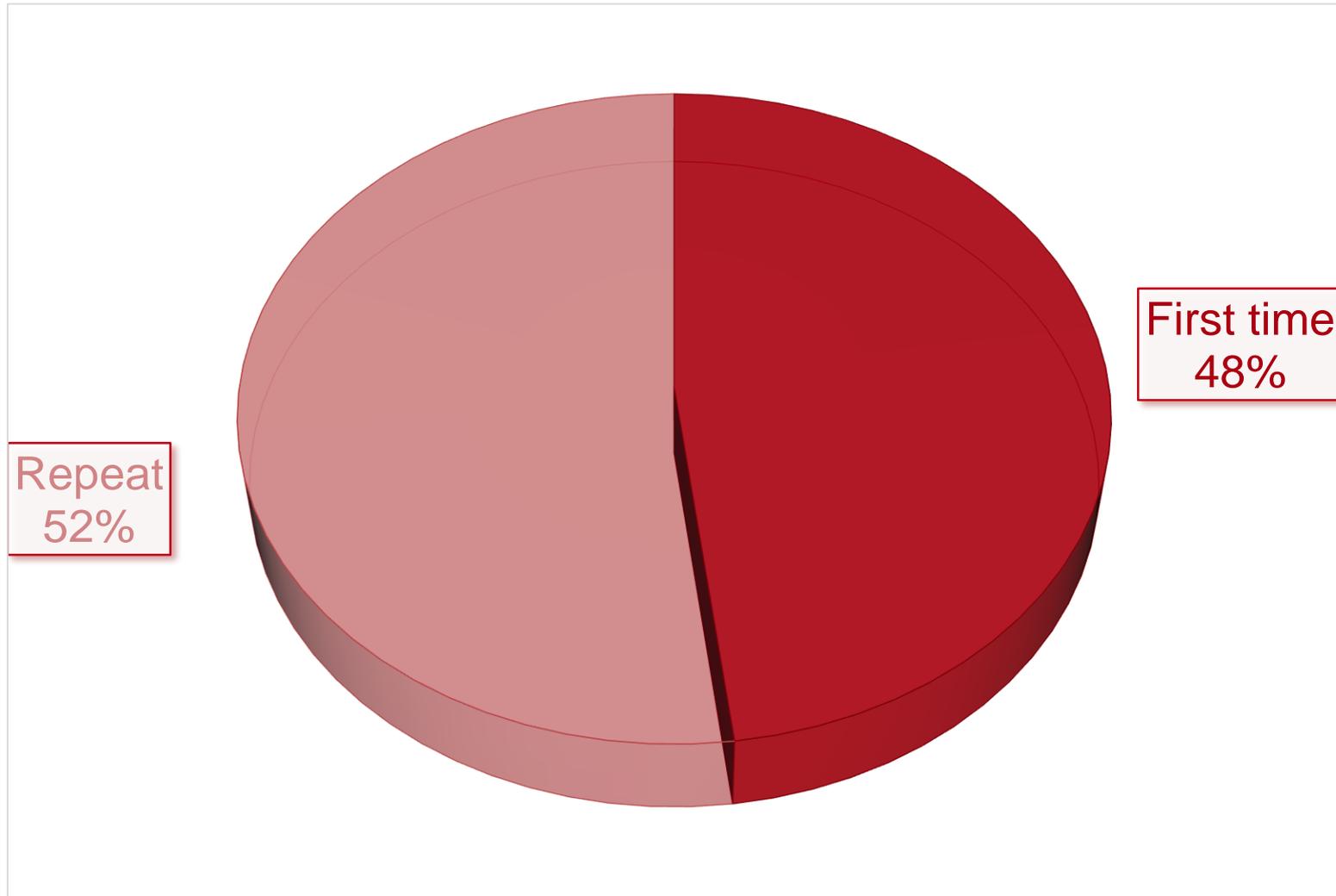
Travel Party



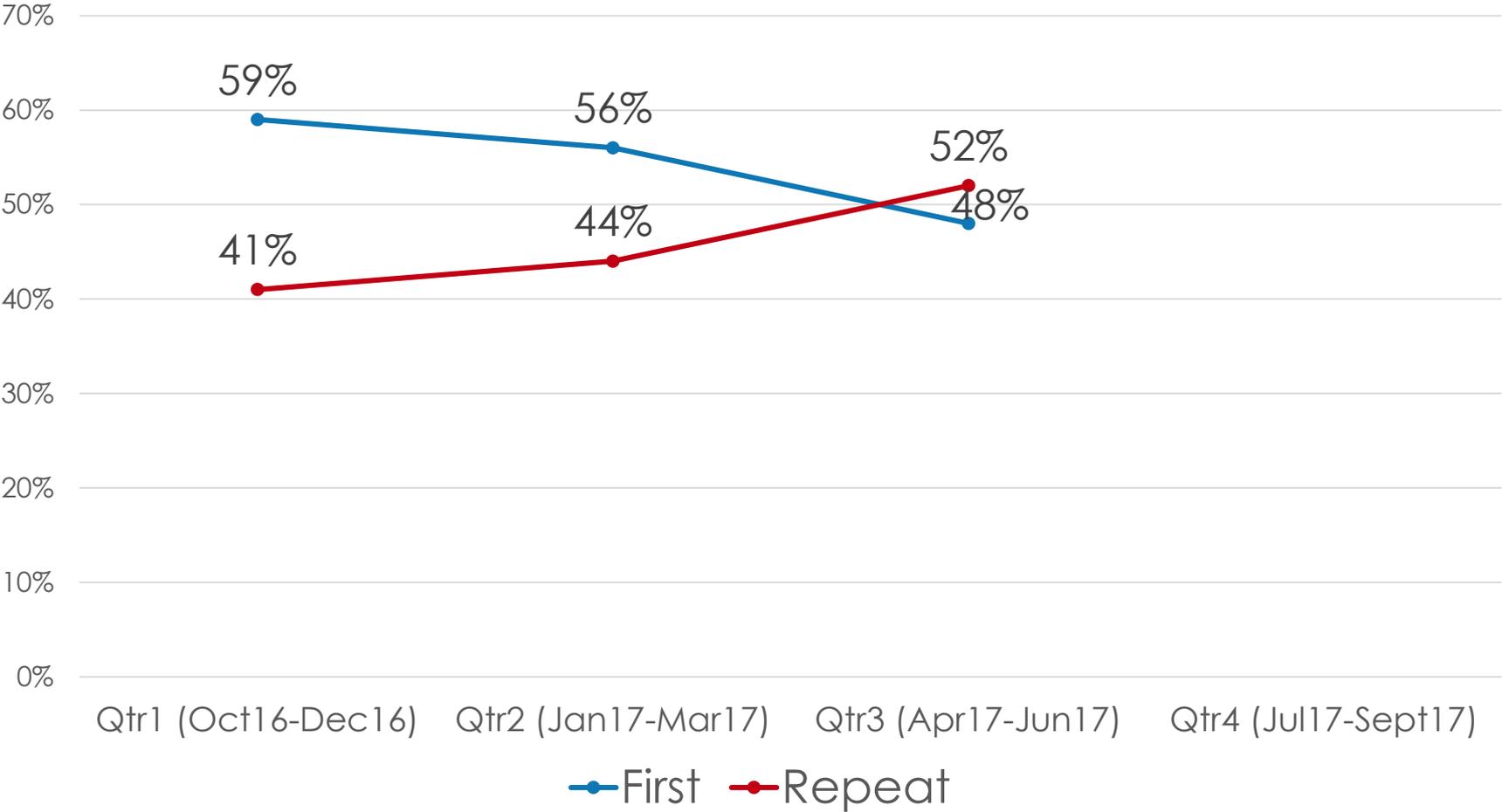
Travel Party - Children



Trips to Guam



Trips to Guam – FY2017 Tracking



Trips to Guam – Key Segments

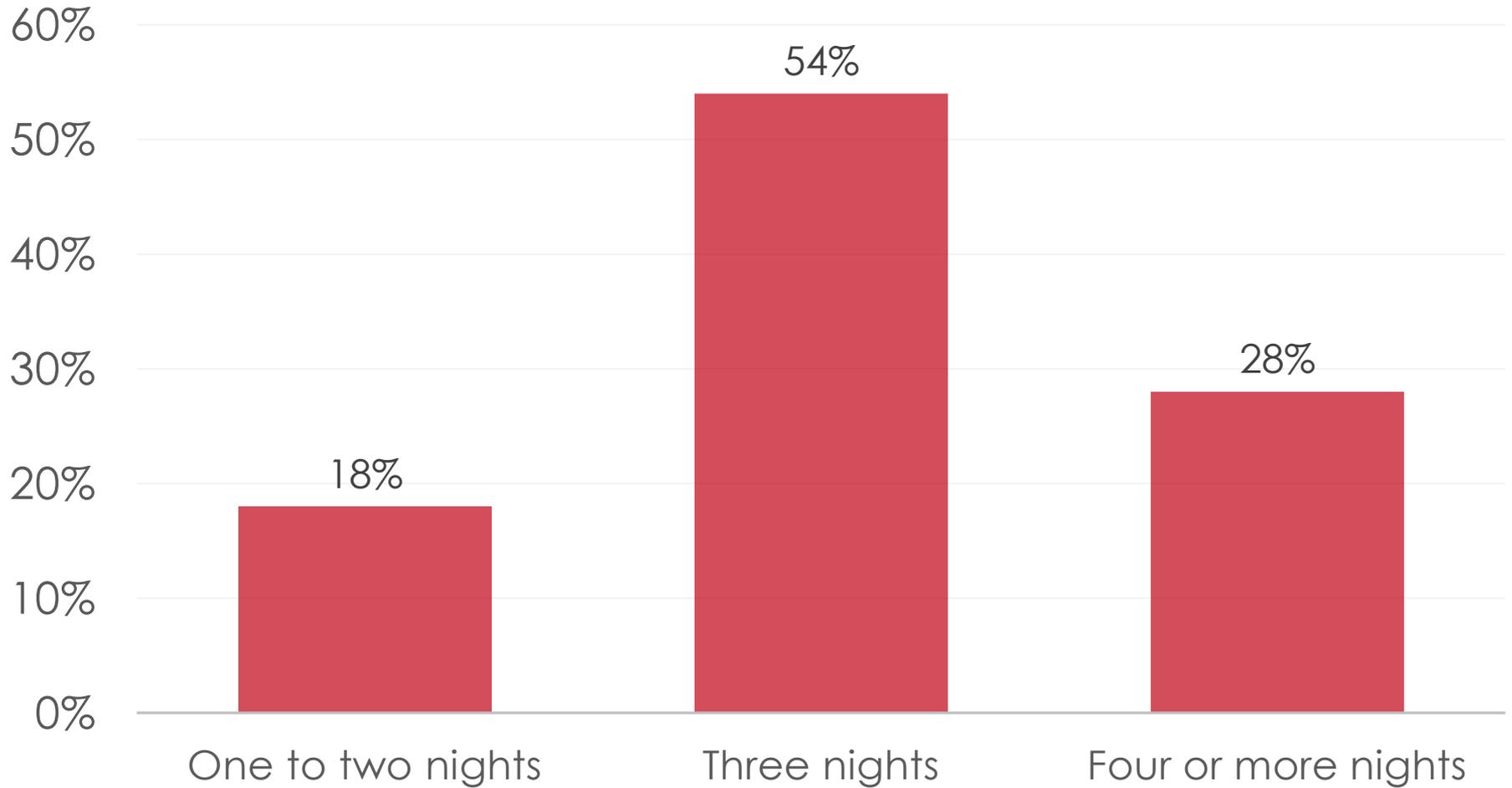
GVB EXIT SURVEY
Q3 Including this trip, how many times have you visited Guam?

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
Q3	1st time	48%	45%		44%	21%	100%	58%	45%
	Repeat	52%	55%	100%	56%	79%		42%	55%
	Total	1027	480	533	160	38	5	85	273
Q3	Mean	2.83	3.40	4.53	2.56	4.89	1.00	1.91	2.86
	Median	2	2	3	2	3	1	1	2

Prepared by Anthology Research

Length of Stay

MEAN NUMBER OF NIGHTS = 3.17
MEDIAN NUMBER OF NIGHTS = 3



Length of Stay – FY2017 Tracking



	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	3.28	3.24	3.17	
MEDIAN	3	3	3	

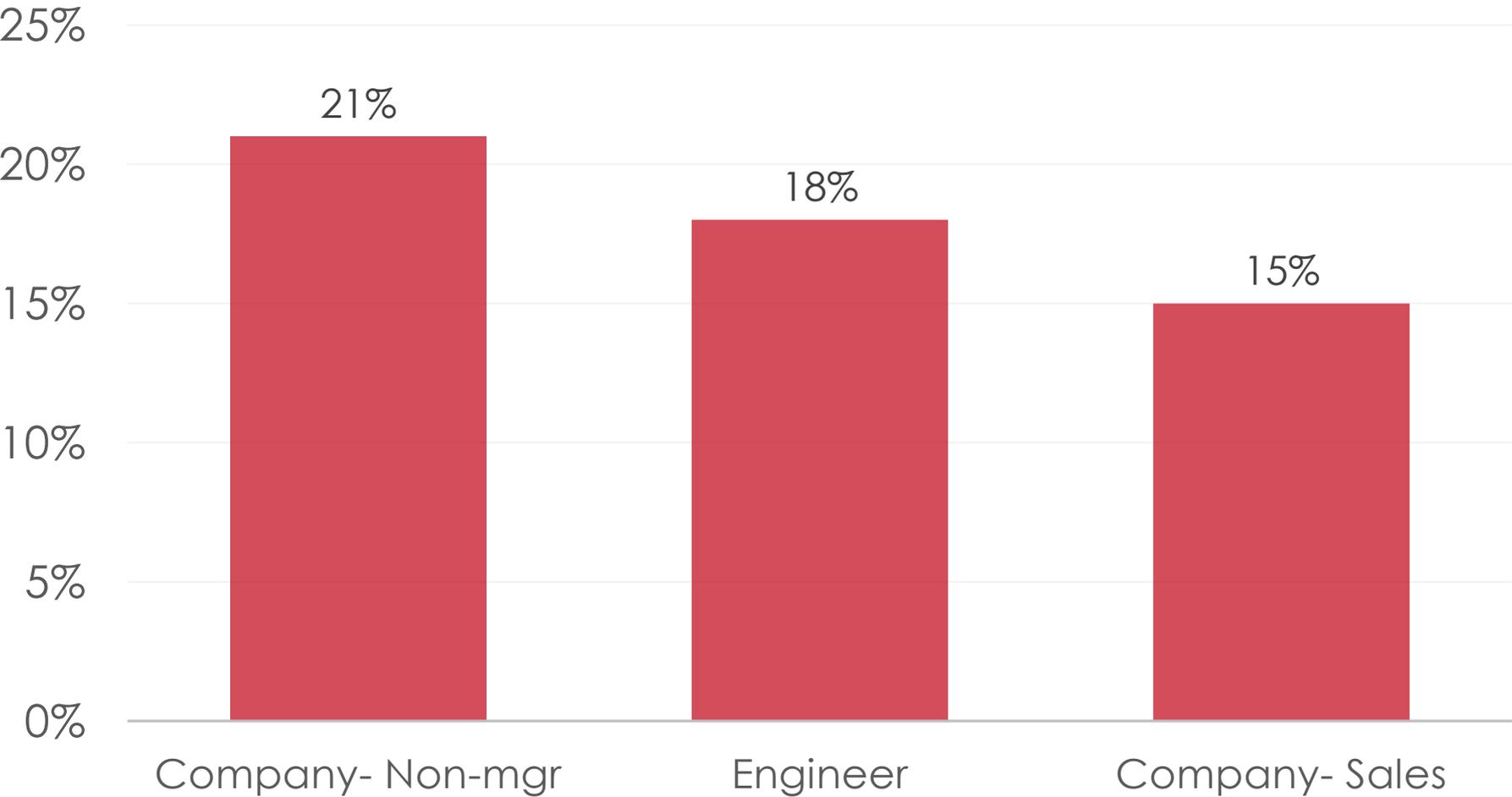
Length of Stay – Key Segments

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

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
SA	1-2	18%	12%	19%	21%	3%	17%	17%	26%
	3	54%	50%	52%	66%	50%	83%	55%	59%
	4+	28%	39%	29%	12%	48%		28%	15%
	Total	1053	498	533	161	40	6	88	279
SA	Mean	3.17	3.40	3.20	2.92	3.95	2.83	3.27	2.91
	Median	3	3	3	3	3	3	3	3

Prepared by Anthology Research

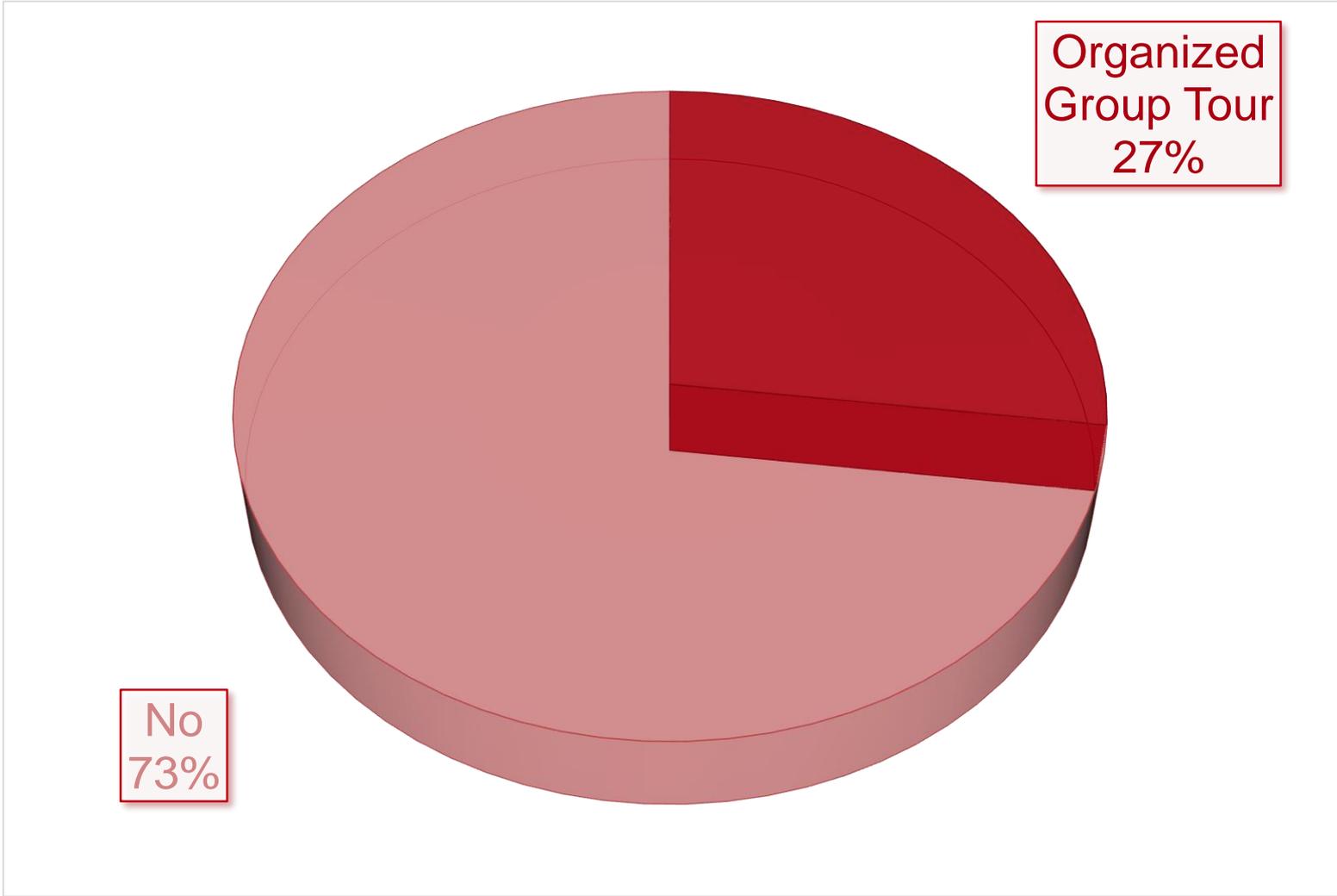
Occupation – Top Responses (10%+)



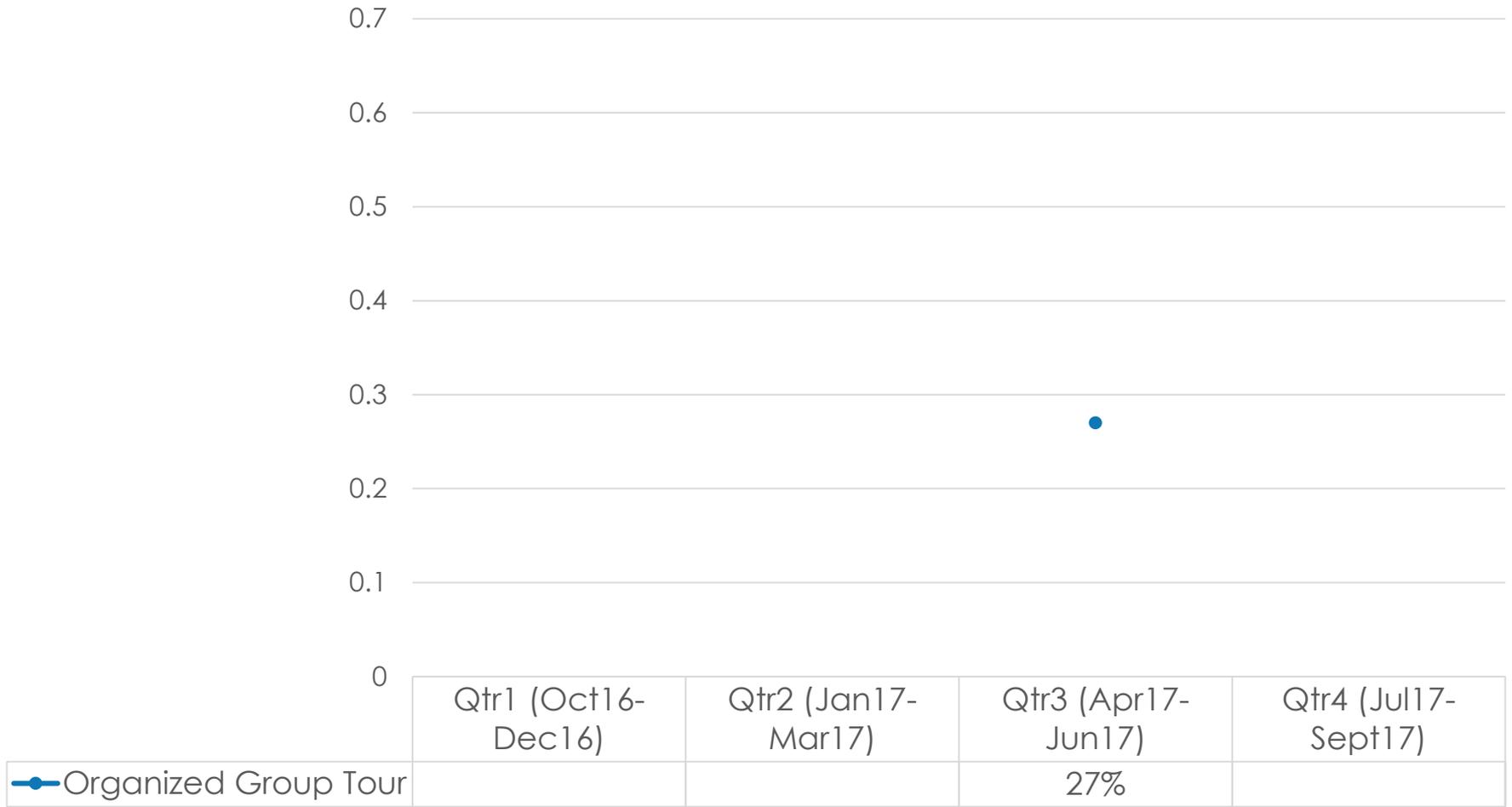
SECTION 2

TRAVEL PLANNING

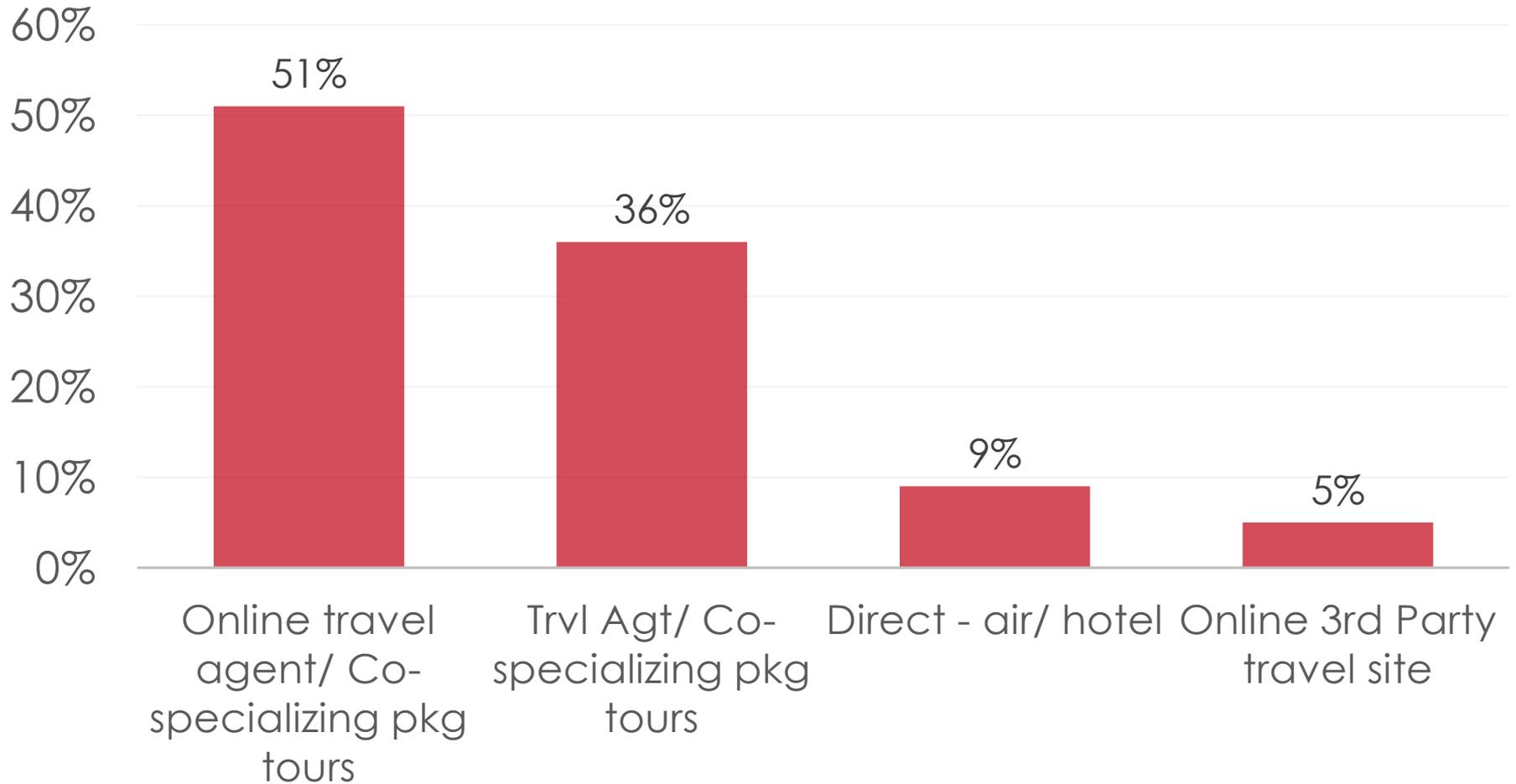
Organized Group Tour



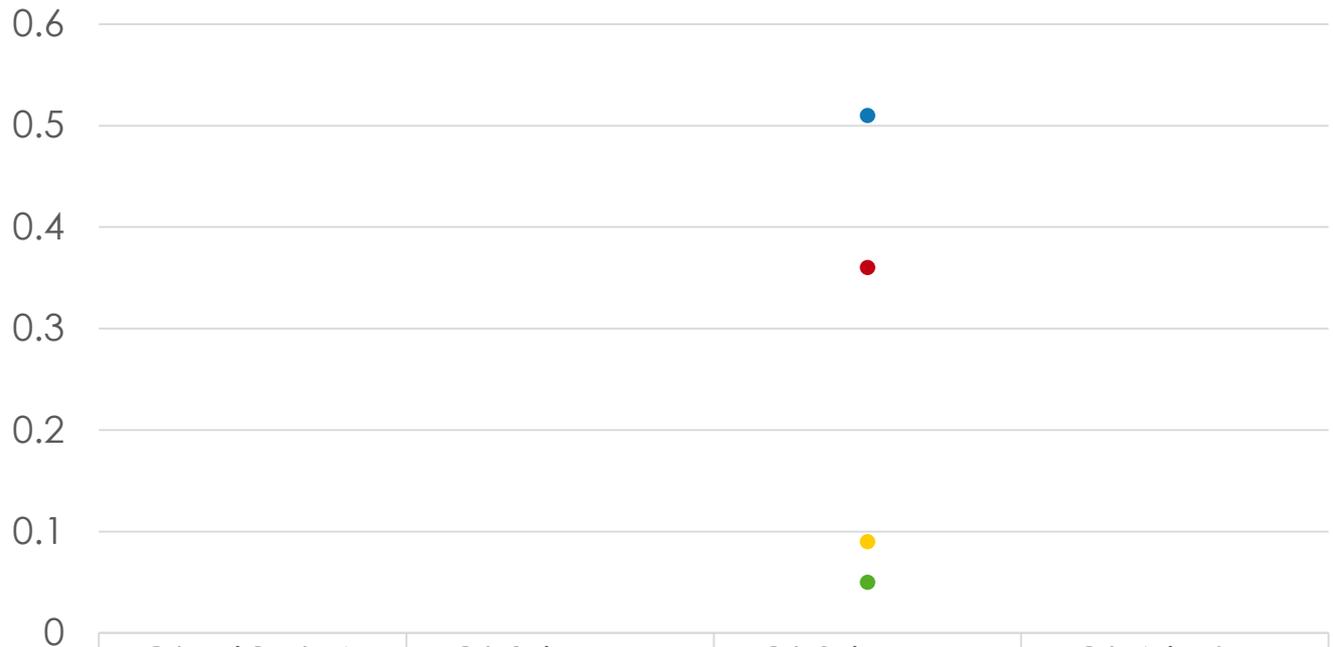
Organized Group Tour- Tracking



Travel Arrangements - Sources



Travel Arrangements - Sources

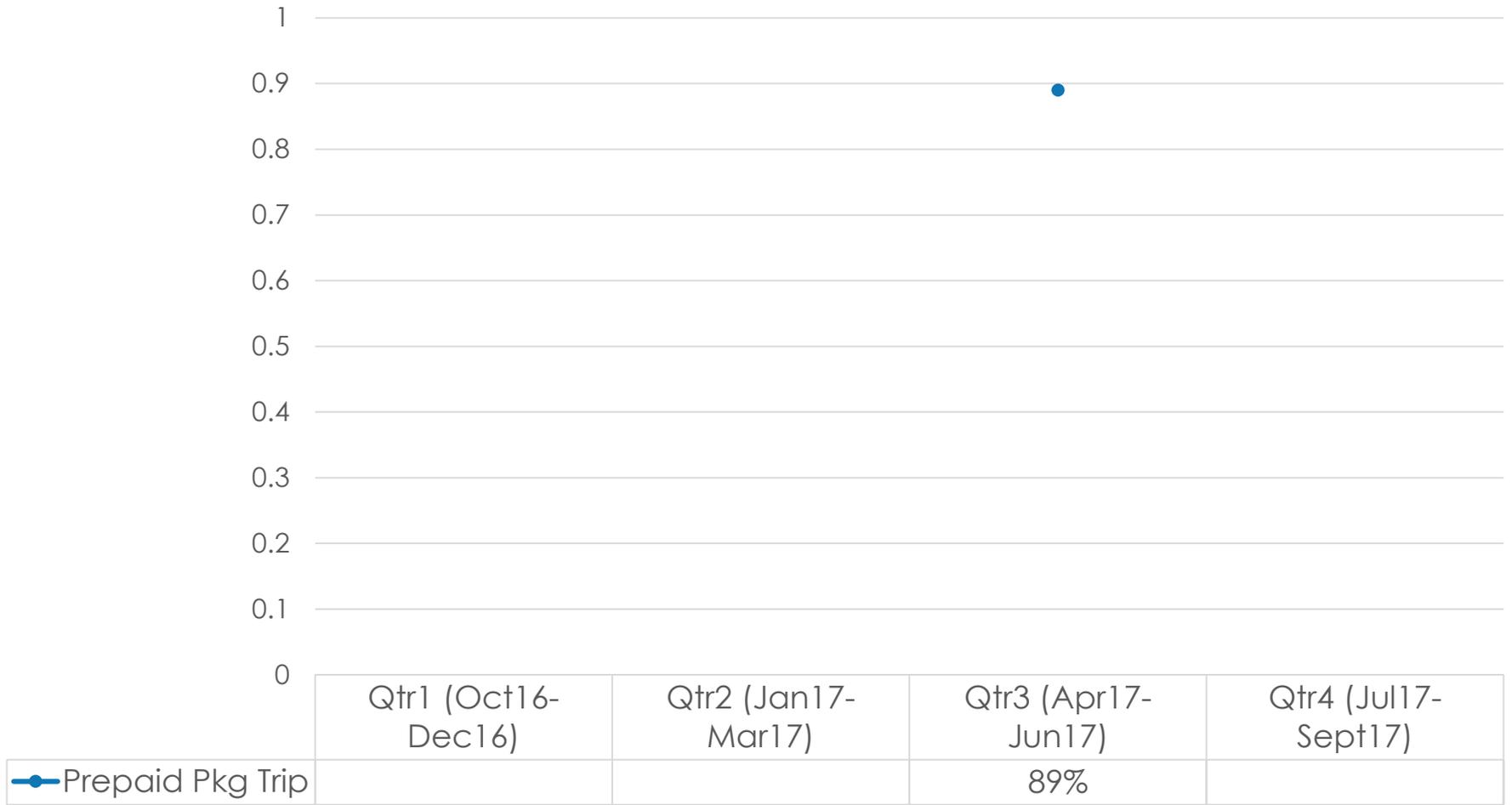


	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
—●— Online travel agent			51%	
—●— Trvl Agt/ Co- Pkg Tour			36%	
—●— Online 3rd Party			5%	
—●— Direct Air/ Hotel			9%	

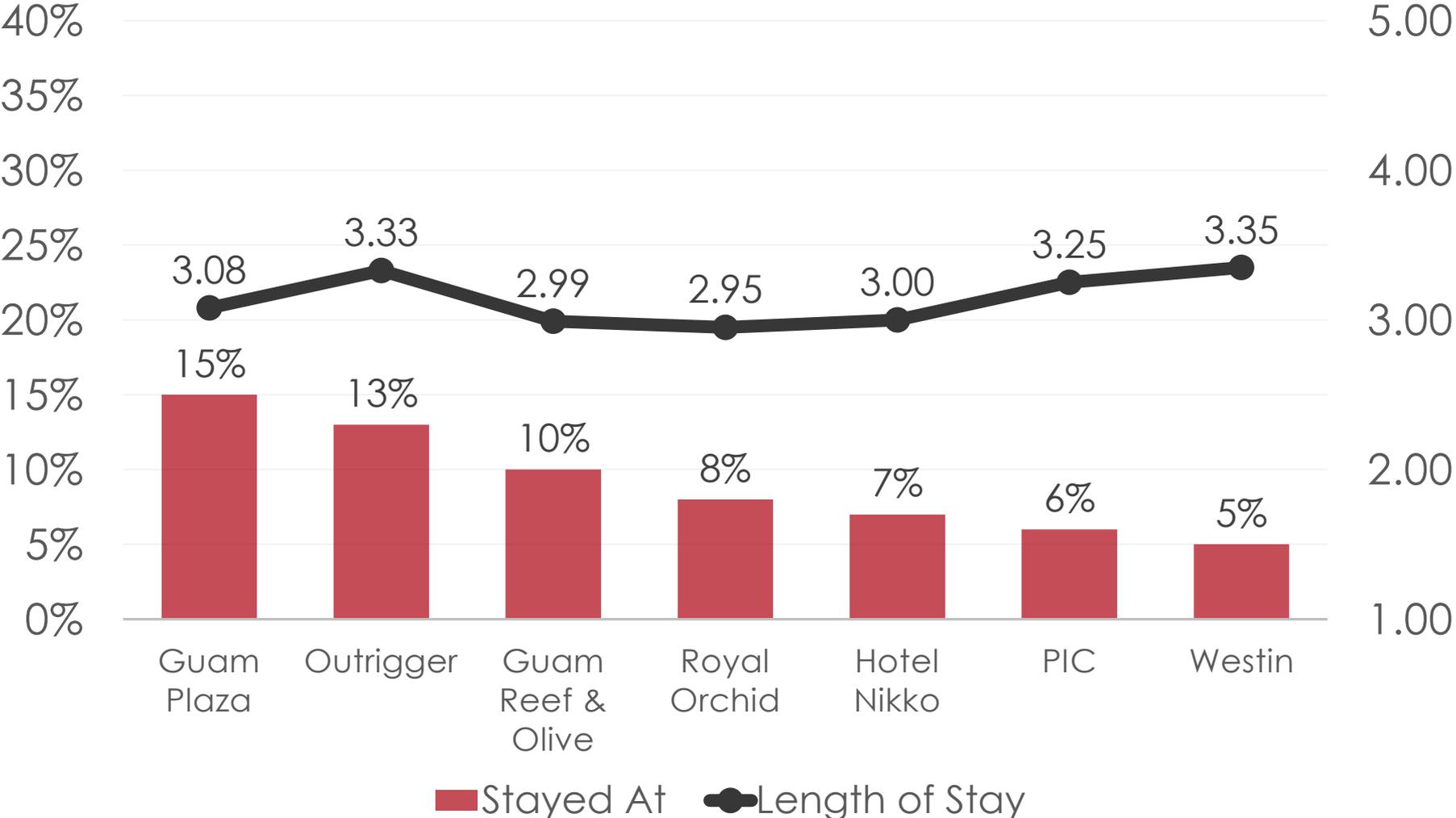
Prepaid Package Trip



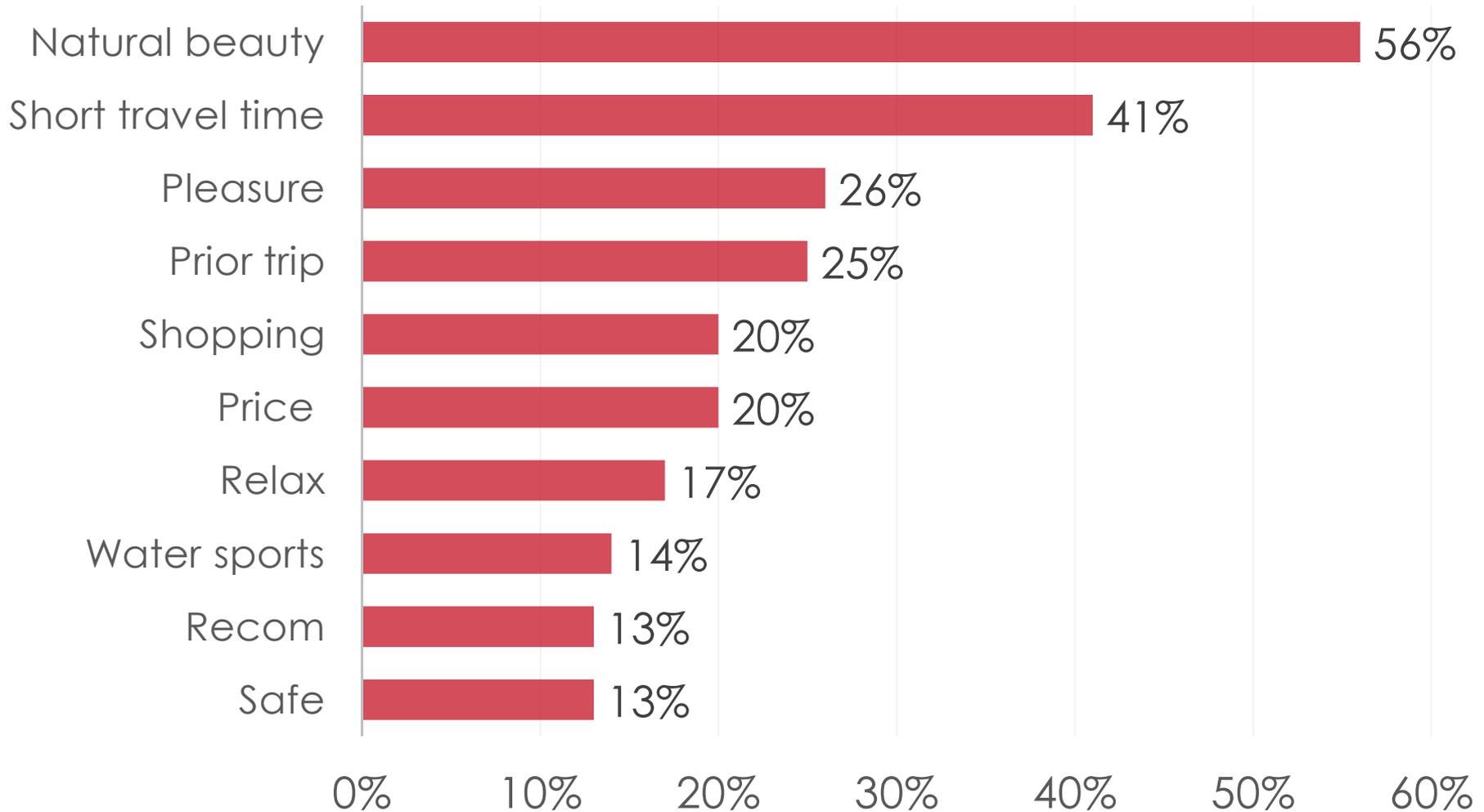
Prepaid Package Trip



Accommodations (Top Responses)



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	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
	-	-	-	-	-	-	-	-
Q5A Beautiful seas, beaches, tropical climate	56%	54%	53%	55%	43%	17%	40%	48%
Short travel time (not too far from home)	41%	47%	41%	48%	45%		22%	36%
Pleasure/ vacation	26%	23%	23%	32%	23%		19%	17%
A previous visit	25%	28%	47%	19%	53%		9%	22%
Price of the tour package	20%	22%	19%	19%	15%		7%	18%
Shopping	20%	17%	19%	27%	8%		11%	20%
Just to relax	17%	17%	18%	15%	13%		5%	14%
Water sports (snorkeling, windsurfing, parasailing)	14%	12%	10%	10%	10%		8%	9%
Recommendation of friend/ relative/ travel agency	13%	9%	7%	16%	15%		5%	15%
It is a safe place to spend a vacation	13%	14%	12%	13%	13%		6%	14%
Honeymoon	9%	18%	2%	4%			20%	5%
To Get Married/ attend Wedding	8%	13%	7%	4%	10%		100%	9%
Company/ business trip	6%	1%	7%	11%	5%	83%		22%
Scuba diving	6%	4%	8%	1%	8%		1%	6%
To golf	3%	4%	4%	1%	20%		5%	4%
To visit friends or relatives	2%	1%	3%	1%			3%	3%
My company sponsored me	2%		1%	2%		67%		6%
Organized sporting activity/ event	1%	1%	1%		3%		1%	0%
Adventure	1%	1%	1%					1%
Convention/ conference/ trade show/ meeting	0%					50%		1%
Incentive trip	0%	0%				50%		1%
School trip	0%					17%		1%
Total	1051	497	532	160	40	6	88	279

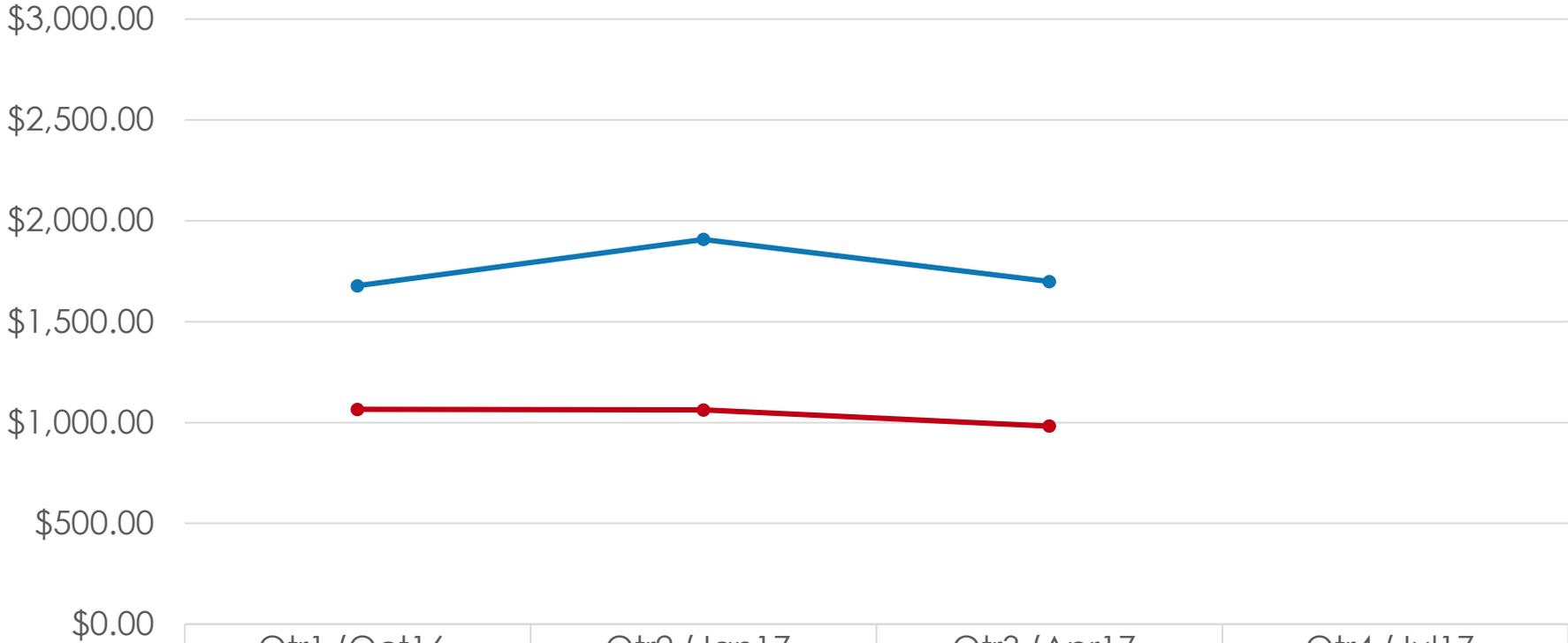
SECTION 3

EXPENDITURES

Prepaid Expenditures

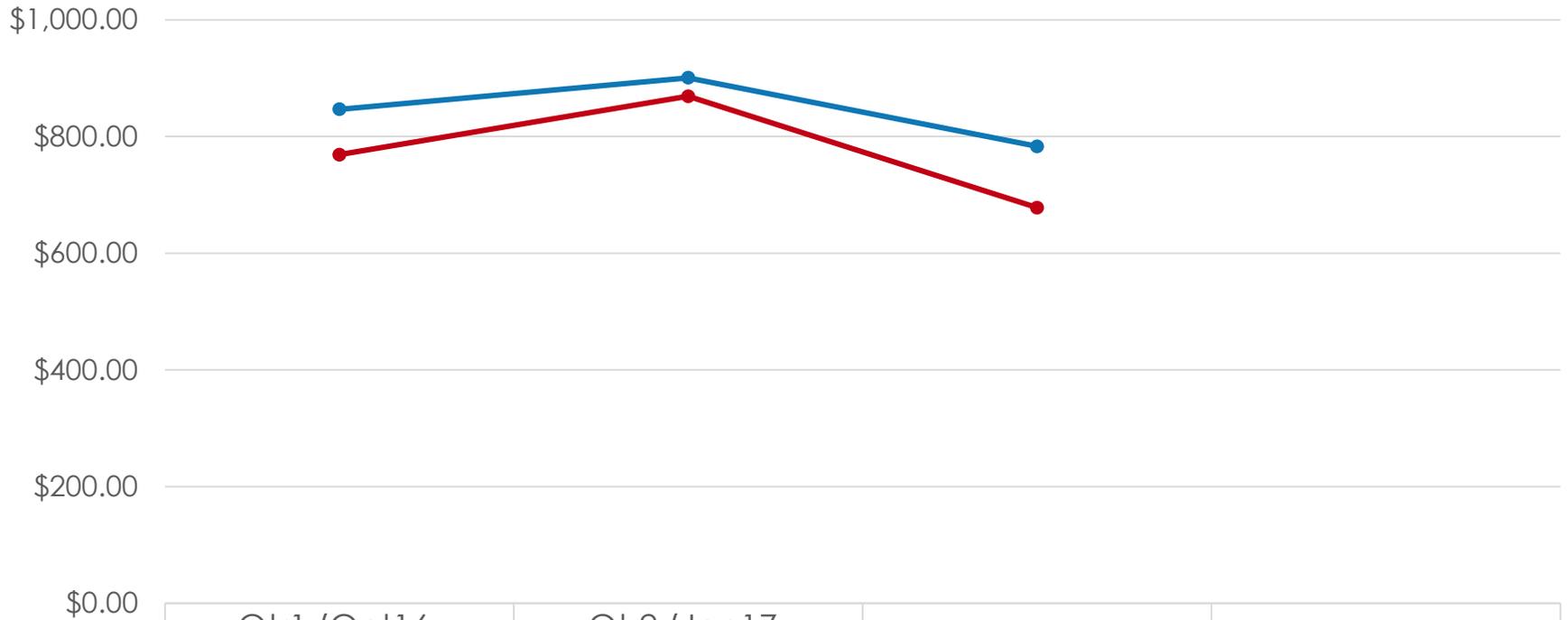
- \$1,698.71 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$783.25 = overall mean average per person prepaid expenditures

Prepaid Entire Travel Party – FY2017 Tracking



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	\$1,678.12	\$1,907.55	\$1,698.71	
MEDIAN	\$1,065.00	\$1,062.00	\$982.00	

Prepaid Per Person– FY2017 Tracking



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
● MEAN	\$846.66	\$900.65	\$783.25	
● MEDIAN	\$769.00	\$869.00	\$678.00	

Prepaid Per Person– Key Segments

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

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
PREPAID PP	Mean	\$783.25	\$966.77	\$687.22	\$648.58	\$708.04	\$330.26	\$1,243.11	\$677.70
	Median	\$678	\$835	\$633	\$589	\$719	\$41	\$803	\$628

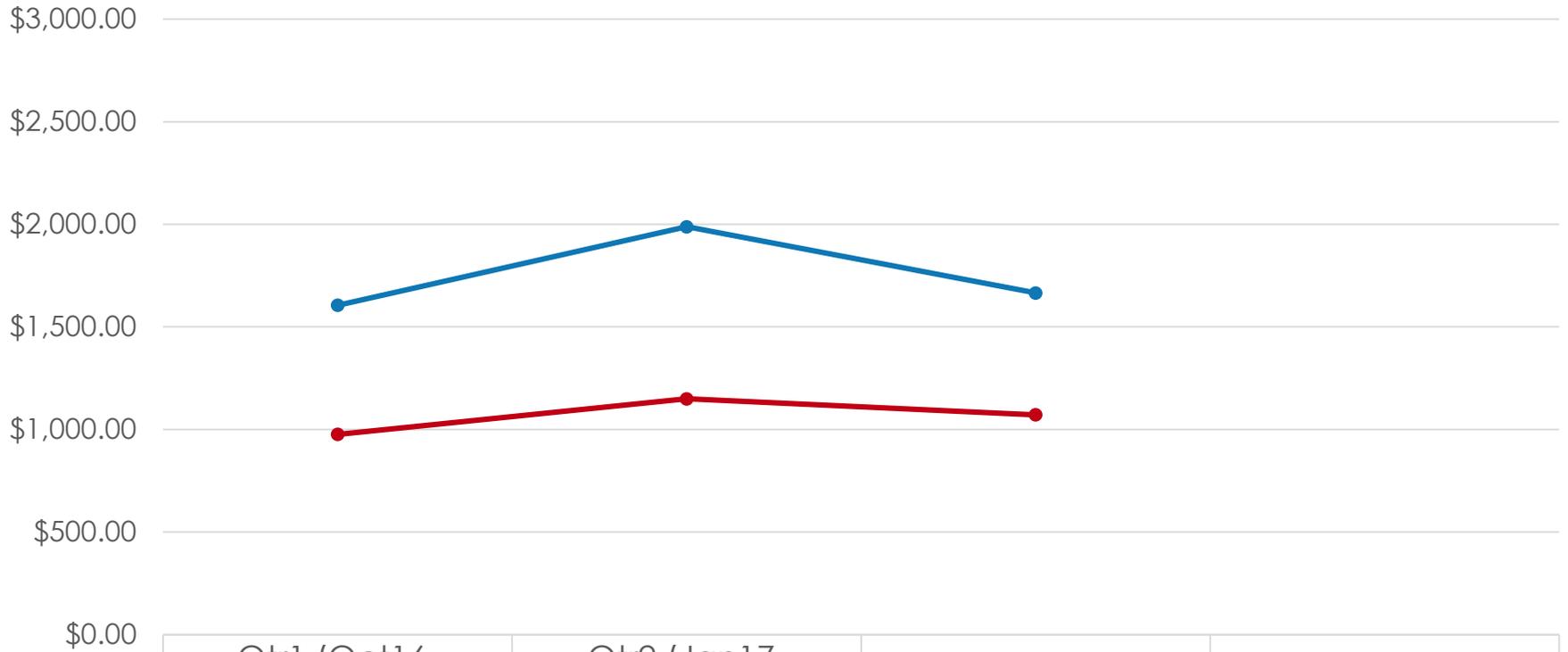
Prepared by Anthology Research

Prepaid Expenses by Category – MEAN Entire Travel Party



Prepaid- FY2017 Tracking

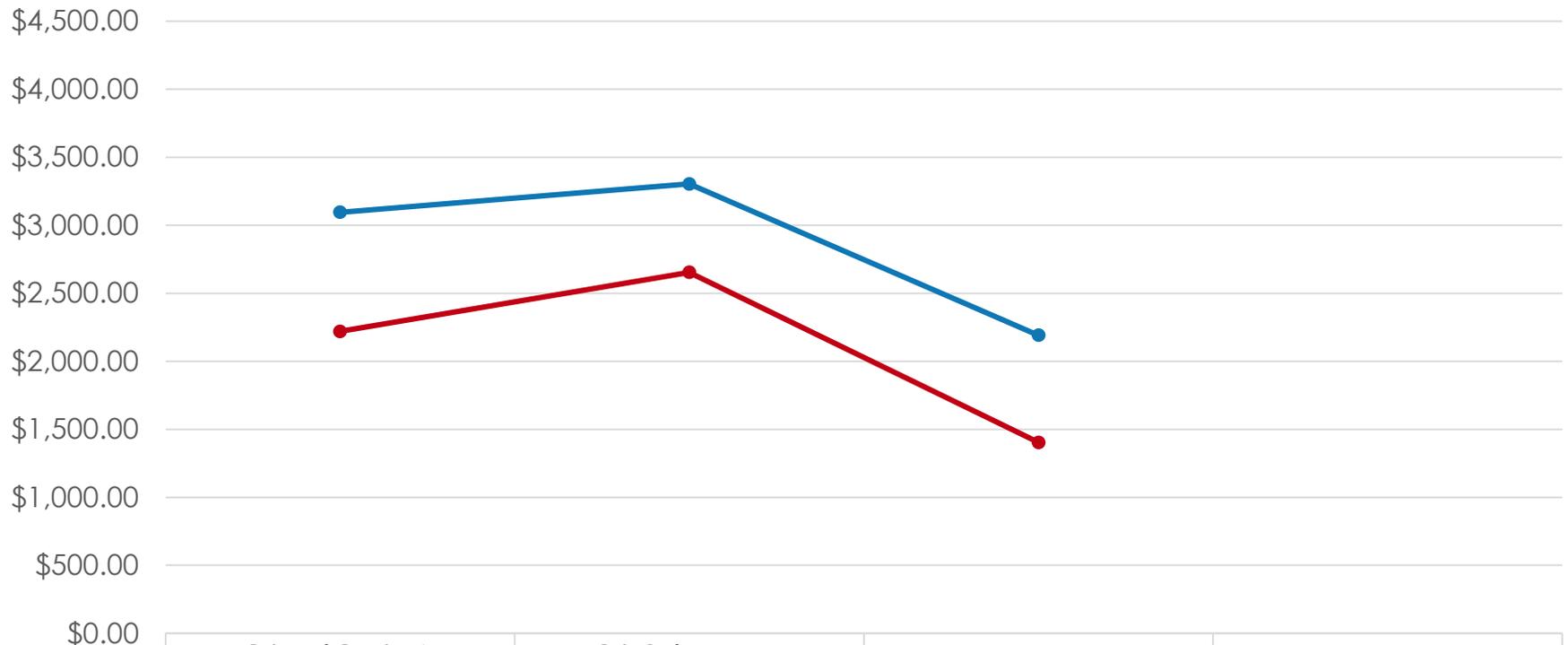
Airfare & Accommodation Packages



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
● MEAN	\$1,605.02	\$1,988.30	\$1,665.18	
● MEDIAN	\$976.00	\$1,149.00	\$1,071.00	

Prepaid- FY2017 Tracking

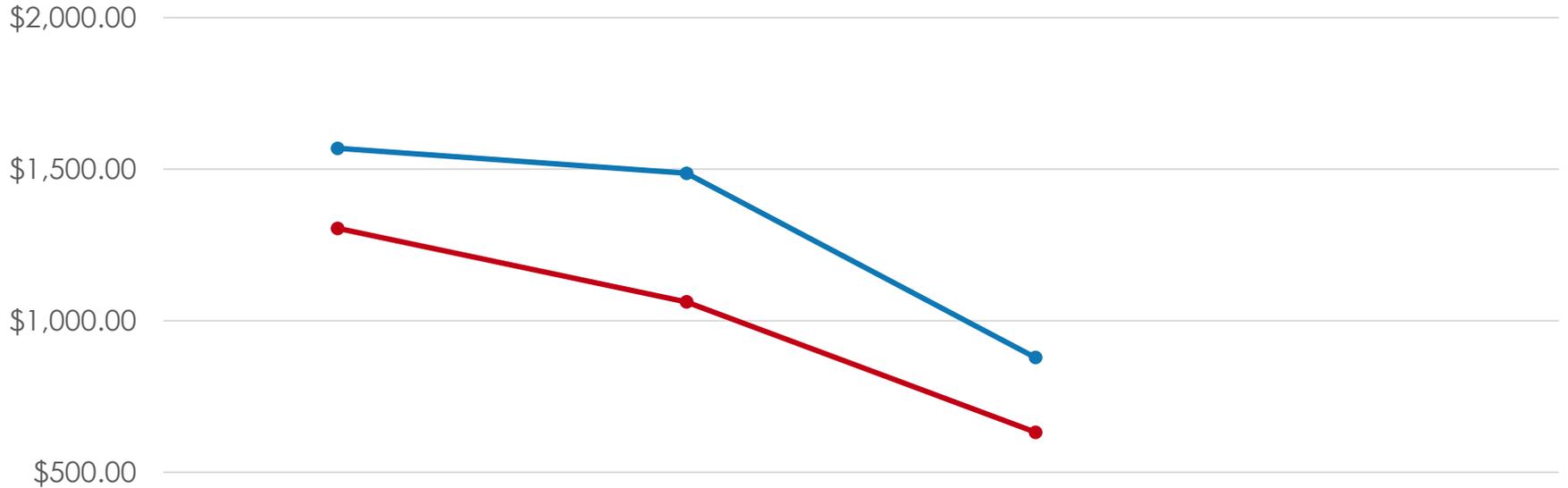
Airfare & Accommodation W/ Meal Packages



	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	\$3,094.83	\$3,303.34	\$2,191.52	
MEDIAN	\$2,219.00	\$2,654.00	\$1,403.00	

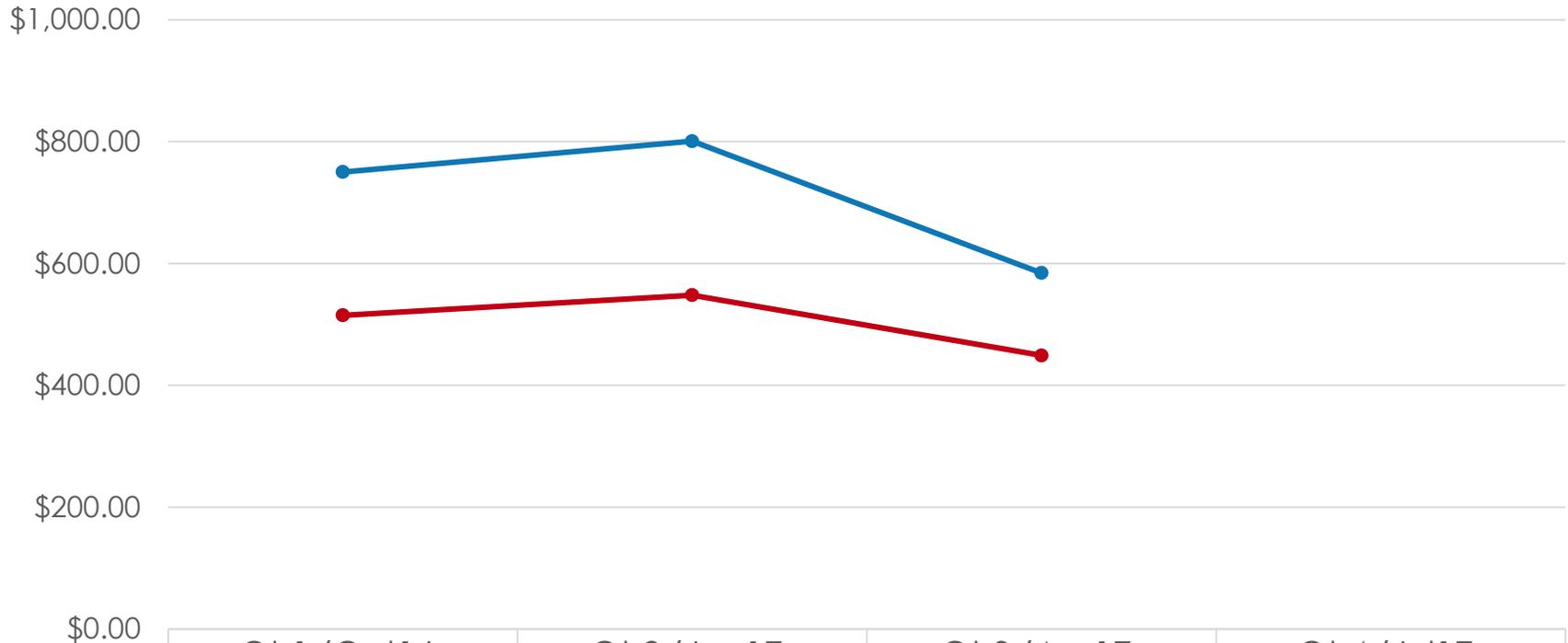
Prepaid- FY2017 Tracking

Airfare Only



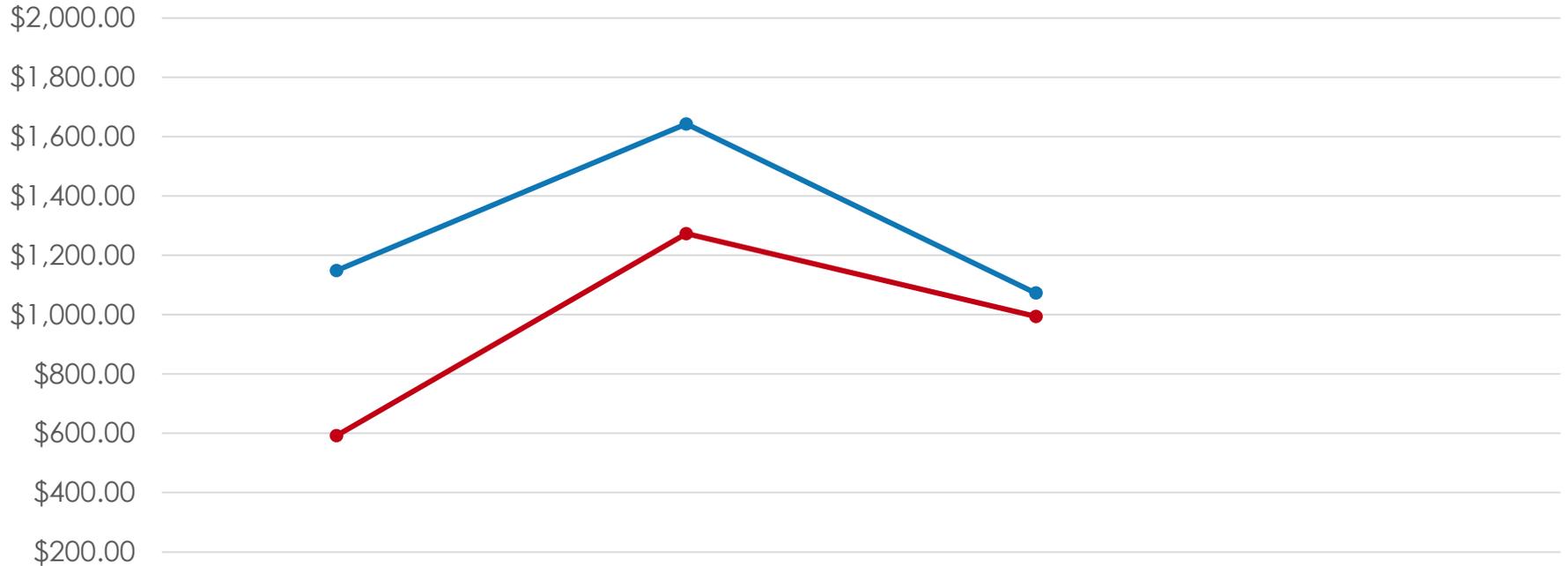
	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	\$1,568.99	\$1,486.36	\$878.84	
MEDIAN	\$1,305.00	\$1,062.00	\$632.00	

Prepaid- FY2017 Tracking Accommodations Only



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	\$750.17	\$800.74	\$584.33	
MEDIAN	\$515.00	\$548.00	\$449.00	

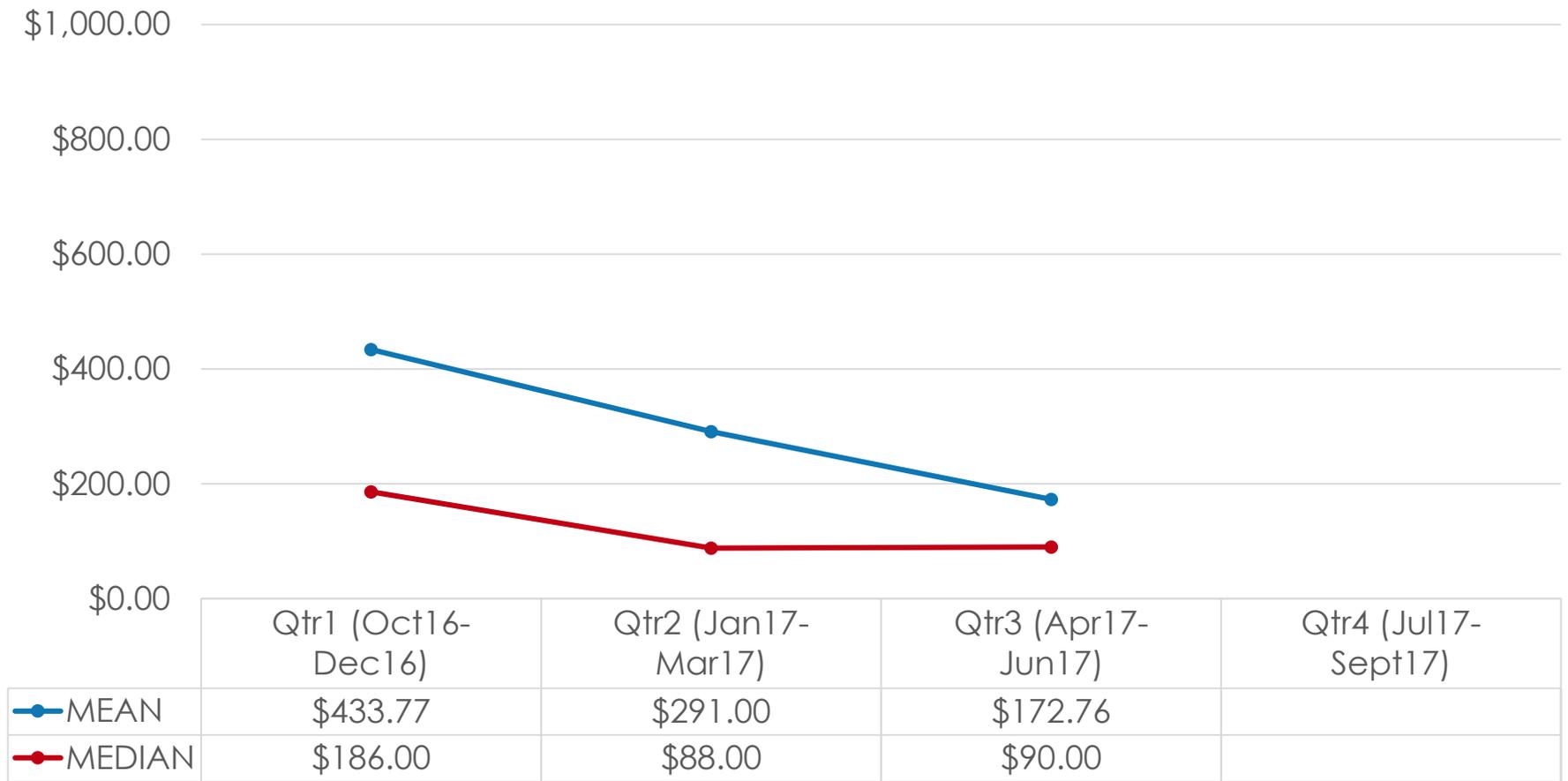
Prepaid- FY2017 Tracking Accommodations w/ Meal Only



	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	\$1,148.40	\$1,642.55	\$1,072.75	
MEDIAN	\$592.00	\$1,273.00	\$994.00	

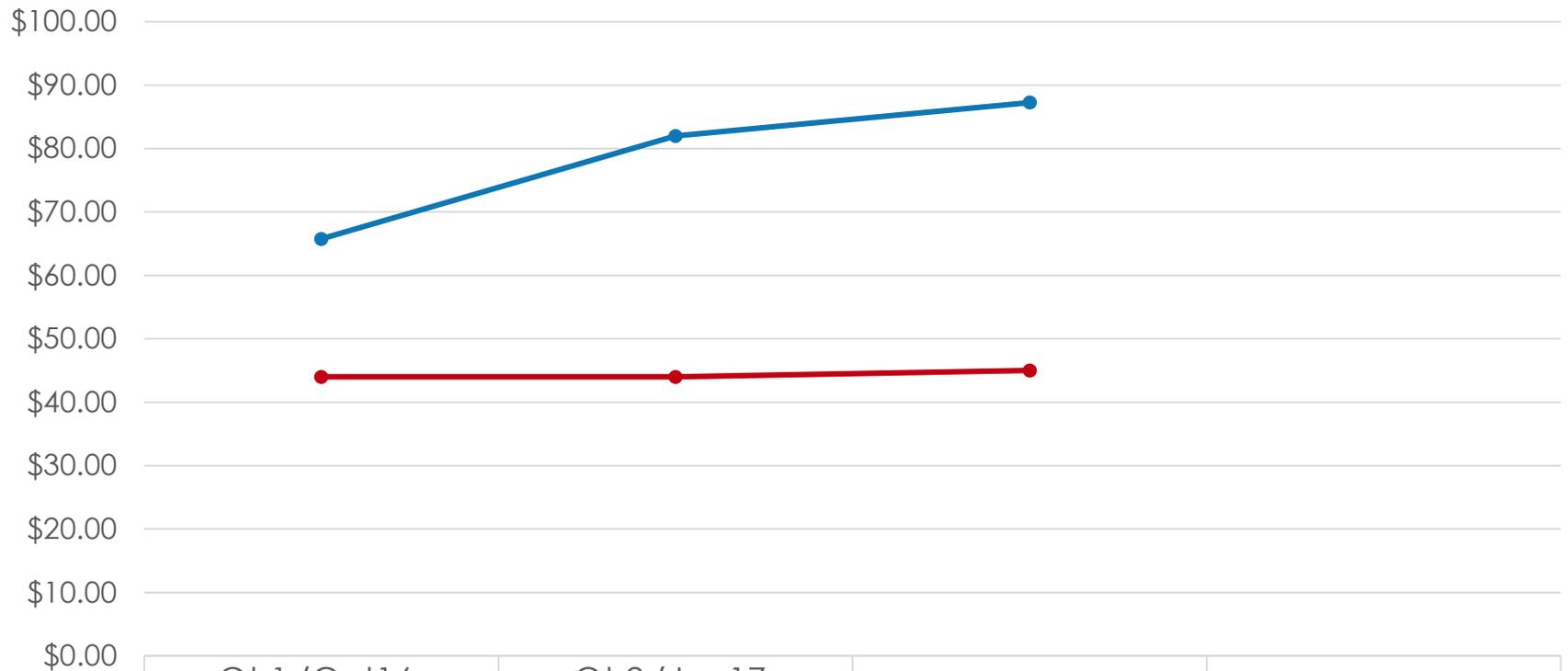
Prepaid- FY2017 Tracking

Food & Beverage in Hotel



Prepaid- FY2017 Tracking

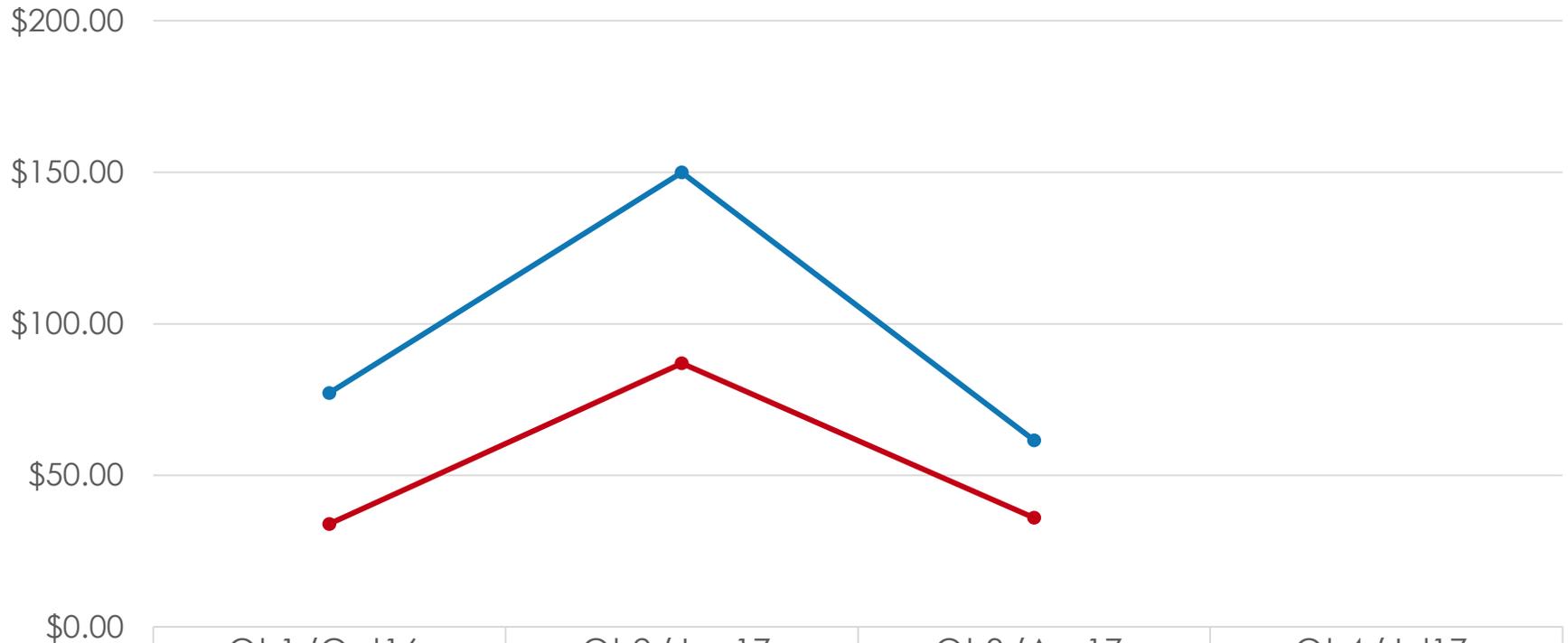
Ground Transportation - Japan



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	\$65.76	\$81.98	\$87.25	
MEDIAN	\$44.00	\$44.00	\$45.00	

Prepaid- FY2017 Tracking

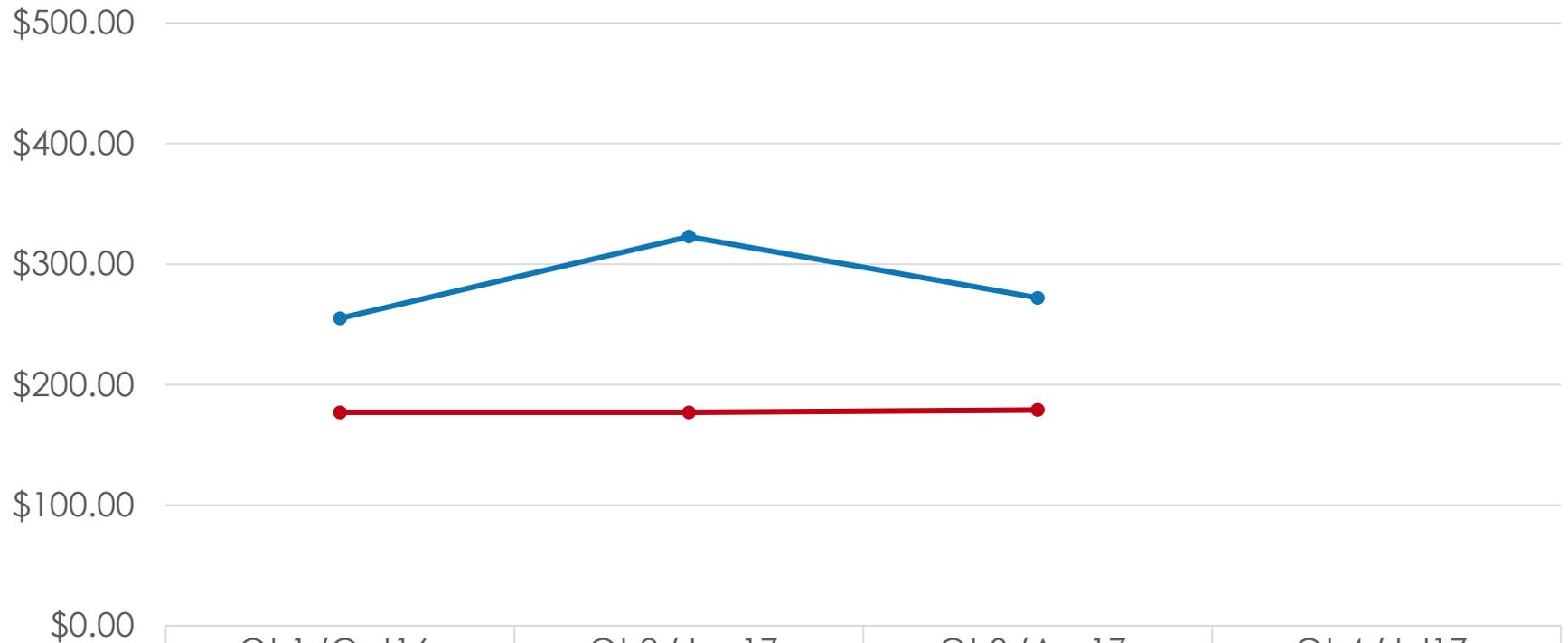
Ground Transportation - Guam



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	\$77.20	\$149.98	\$61.61	
MEDIAN	\$34.00	\$87.00	\$36.00	

Prepaid– FY2017 Tracking

Optional tours/ Activities

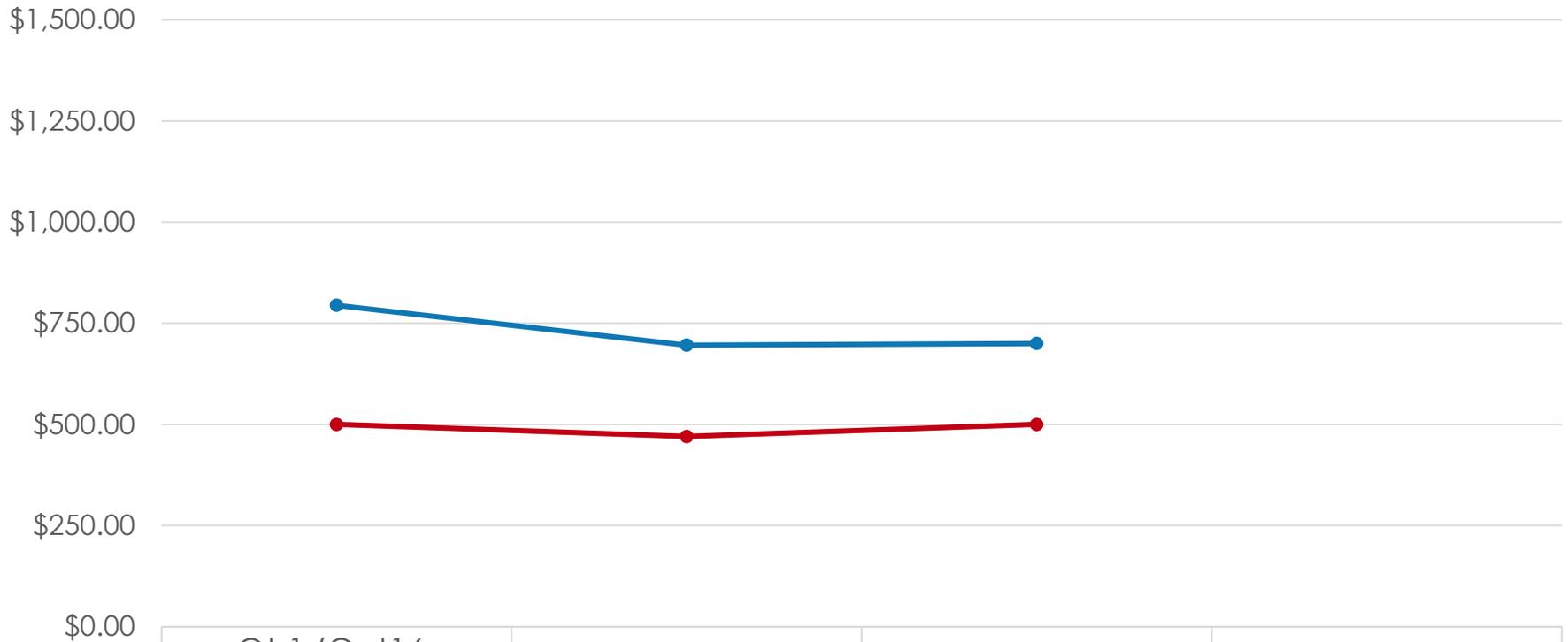


	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	\$255.10	\$322.79	\$271.96	
MEDIAN	\$177.00	\$177.00	\$179.00	

On-Island Expenditures

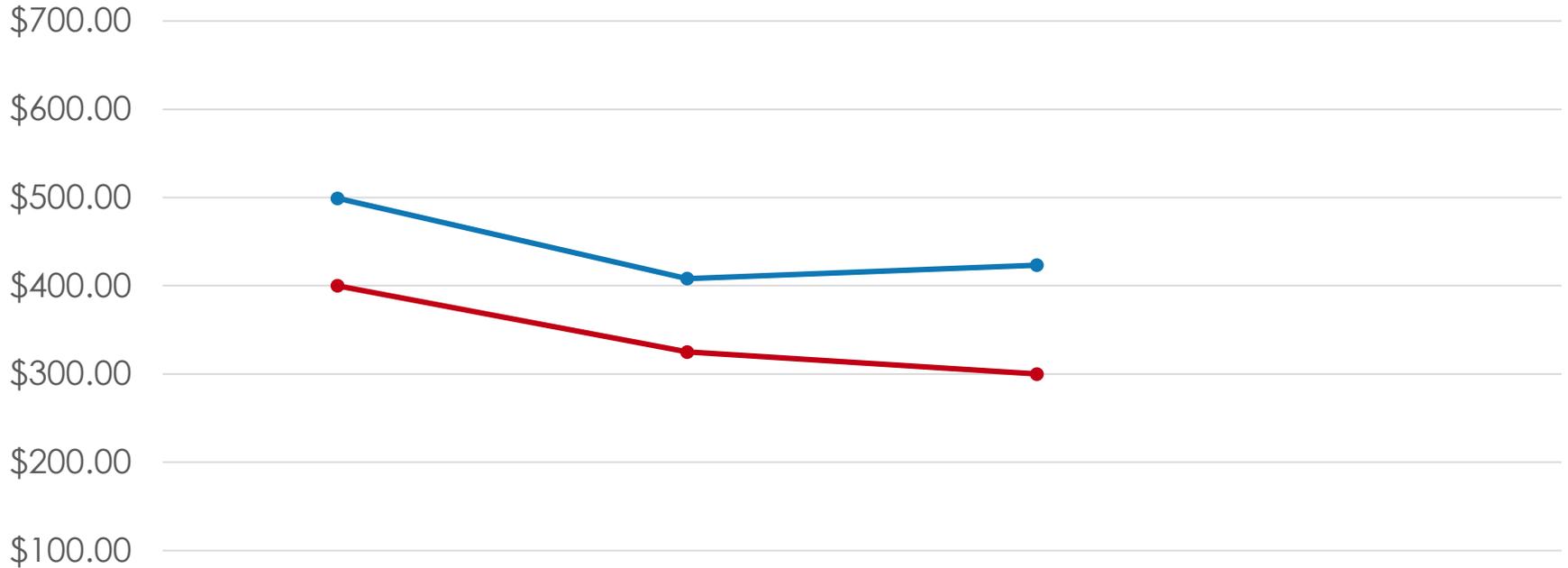
- \$700.19 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$423.30 = overall mean average per person prepaid expenditures

On-Island Entire Travel Party – FY2017 Tracking



	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	\$794.42	\$695.95	\$700.19	
MEDIAN	\$500.00	\$470.00	\$500.00	

On-Island Per Person – FY2017 Tracking



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	\$499.02	\$408.15	\$423.30	
MEDIAN	\$400.00	\$325.00	\$300.00	

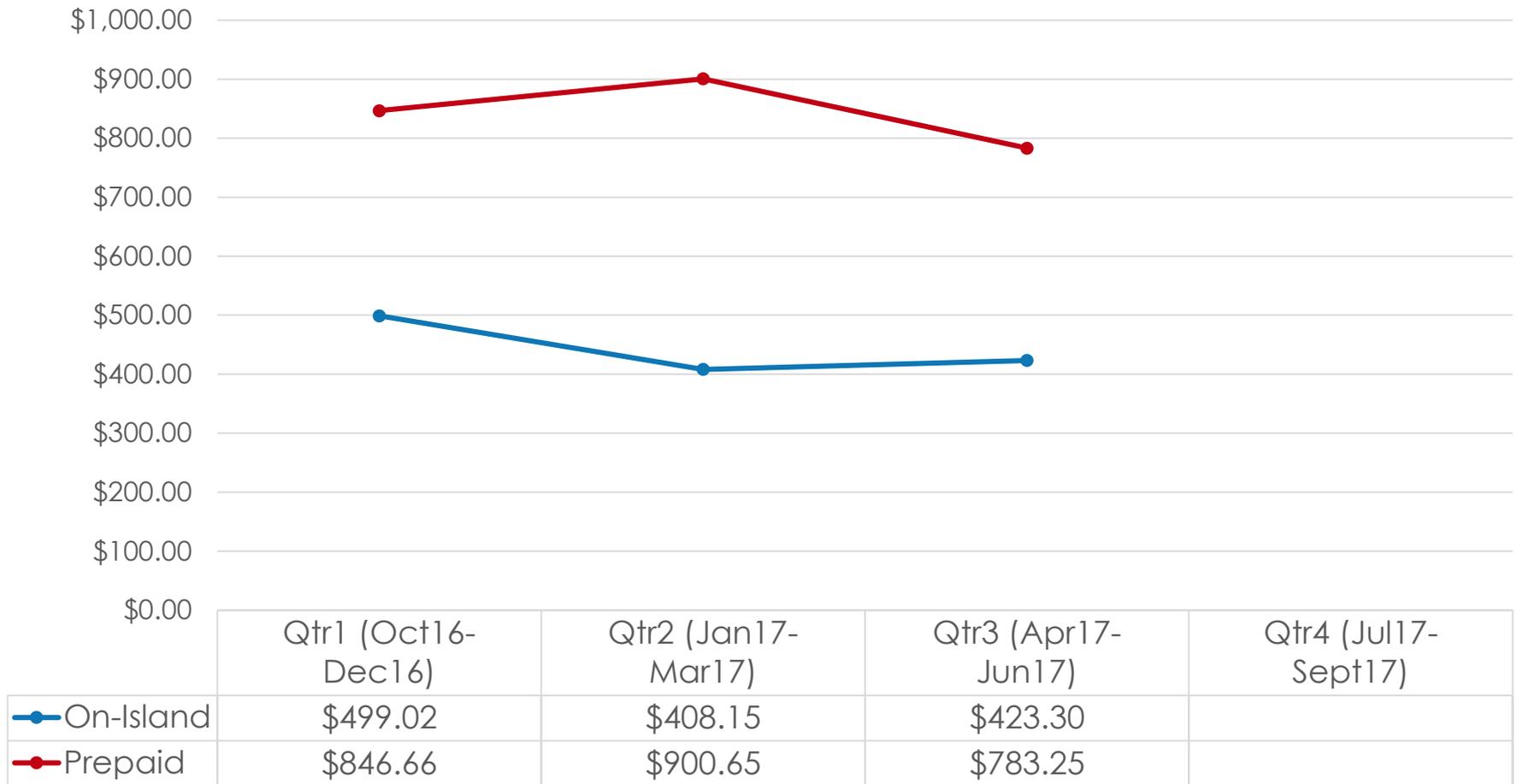
On-Island Per Person – Key Segments

**GVB EXIT SURVEY
Q11A ONISLE EXPENDITURE- PER PERSO**

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
ONISLE PER PERSON	Mean	\$423.30	\$415.20	\$462.04	\$346.23	\$638.14	\$98.33	\$307.87	\$381.78
	Median	\$300	\$313	\$333	\$300	\$376	\$45	\$250	\$280

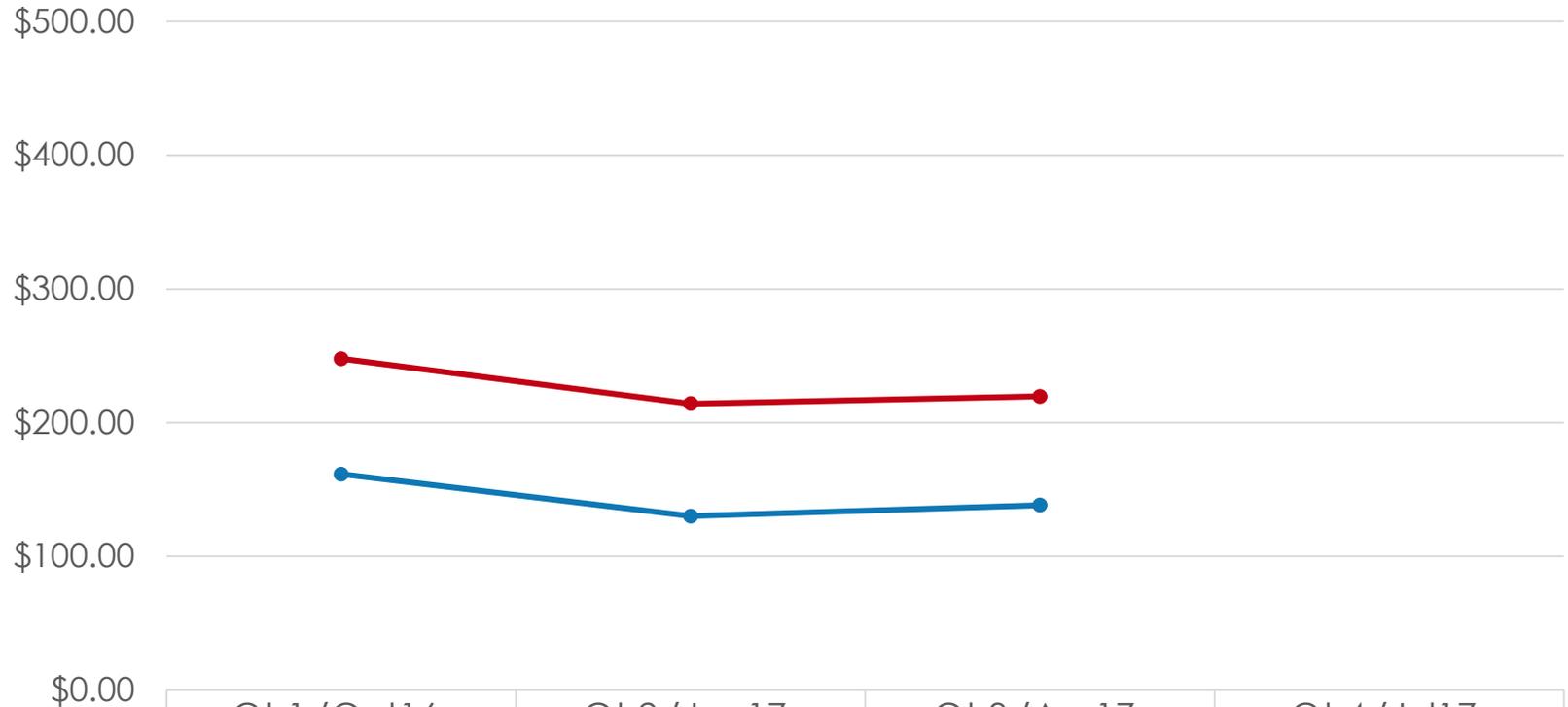
Prepared by Anthology Research

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



On-Island Per Day Spending – FY2017 Tracking

MEAN



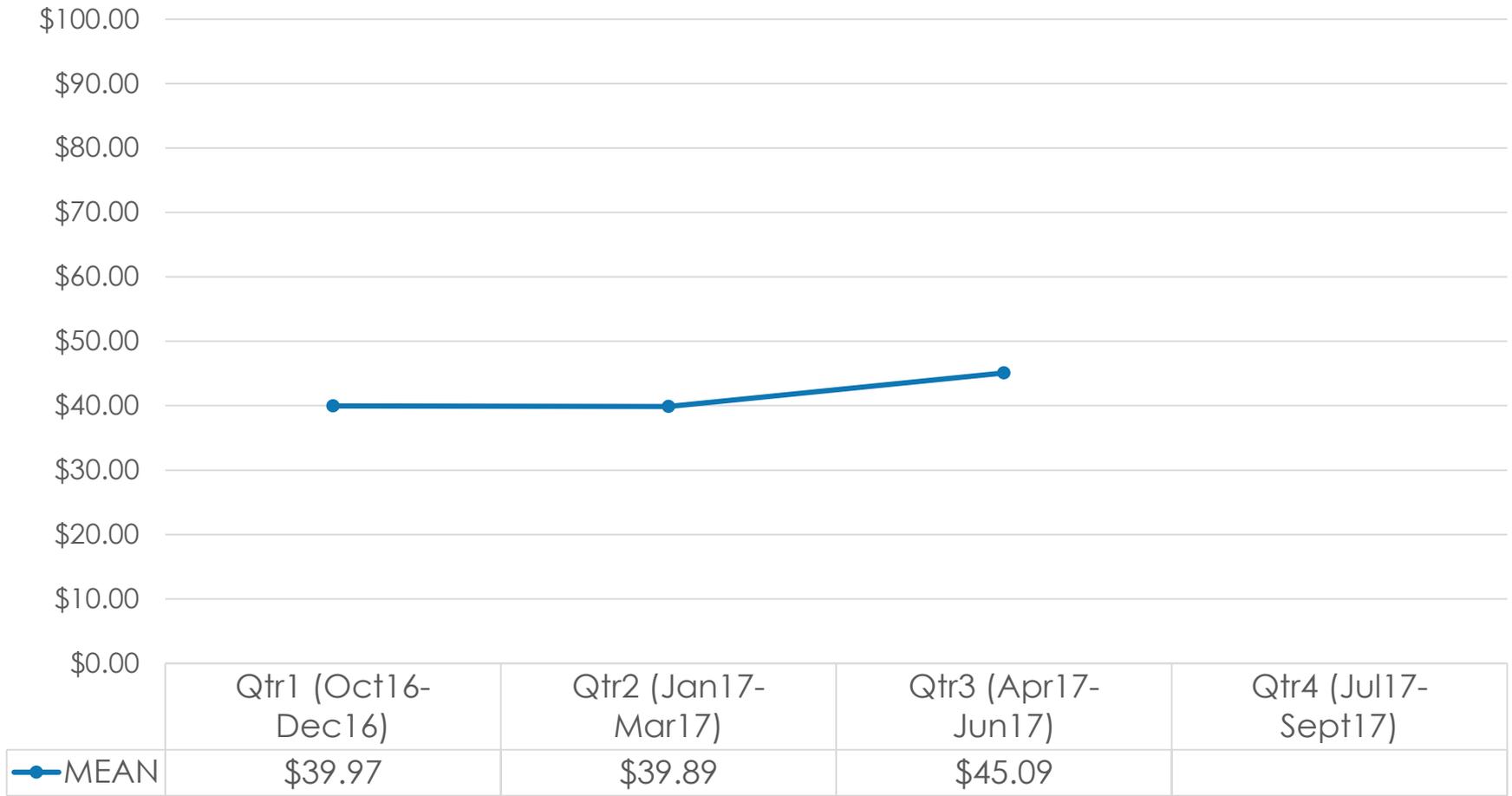
	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
Per Person	\$161.51	\$130.08	\$138.30	
Travel Party	\$247.75	\$214.17	\$219.68	

On-Island Expenses by Category – MEAN Entire Travel Party



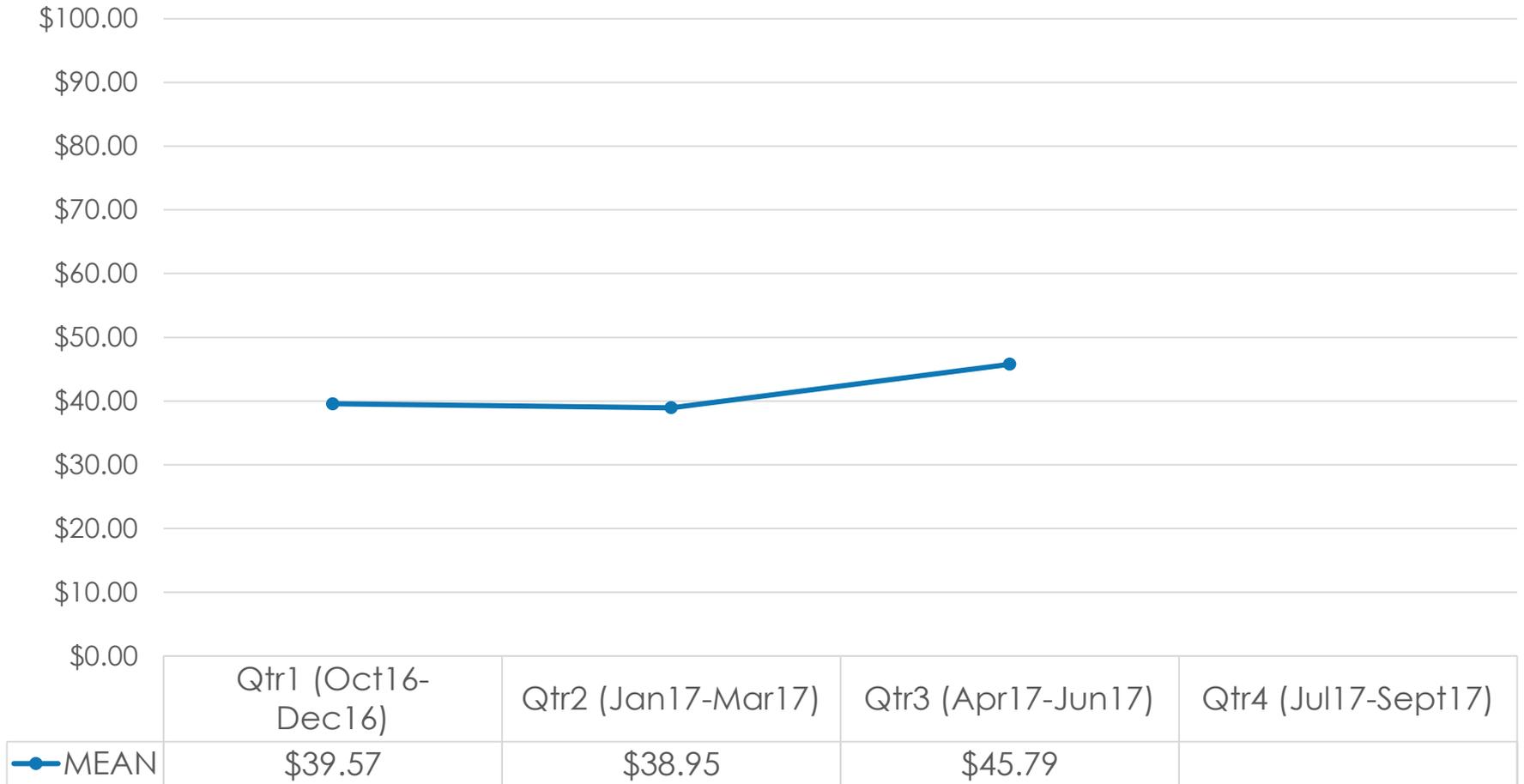
On-Island – FY2017 Tracking

Food & Beverage - Hotel



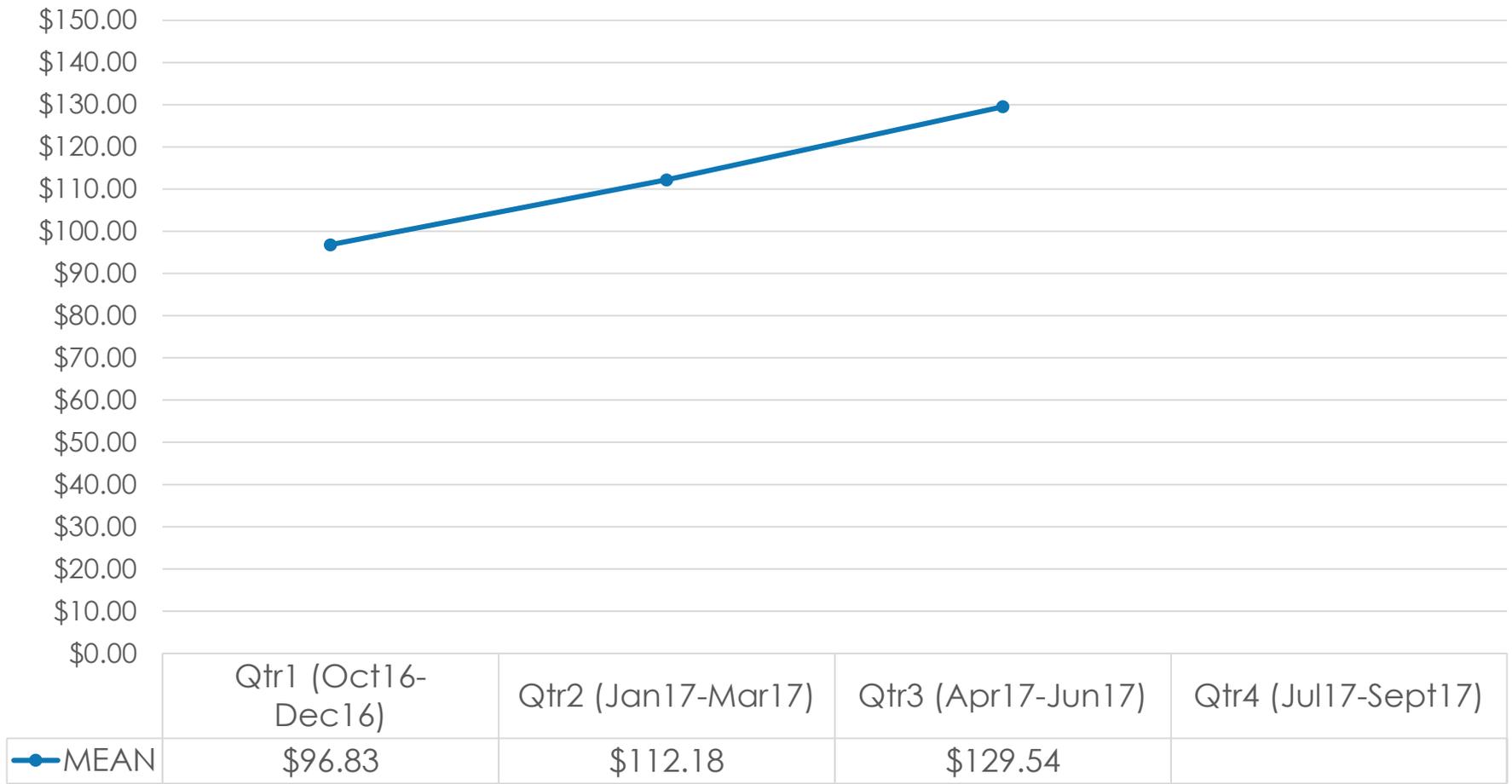
On-Island – FY2017 Tracking

Food & Beverage – Fast Food/ Convenience Store



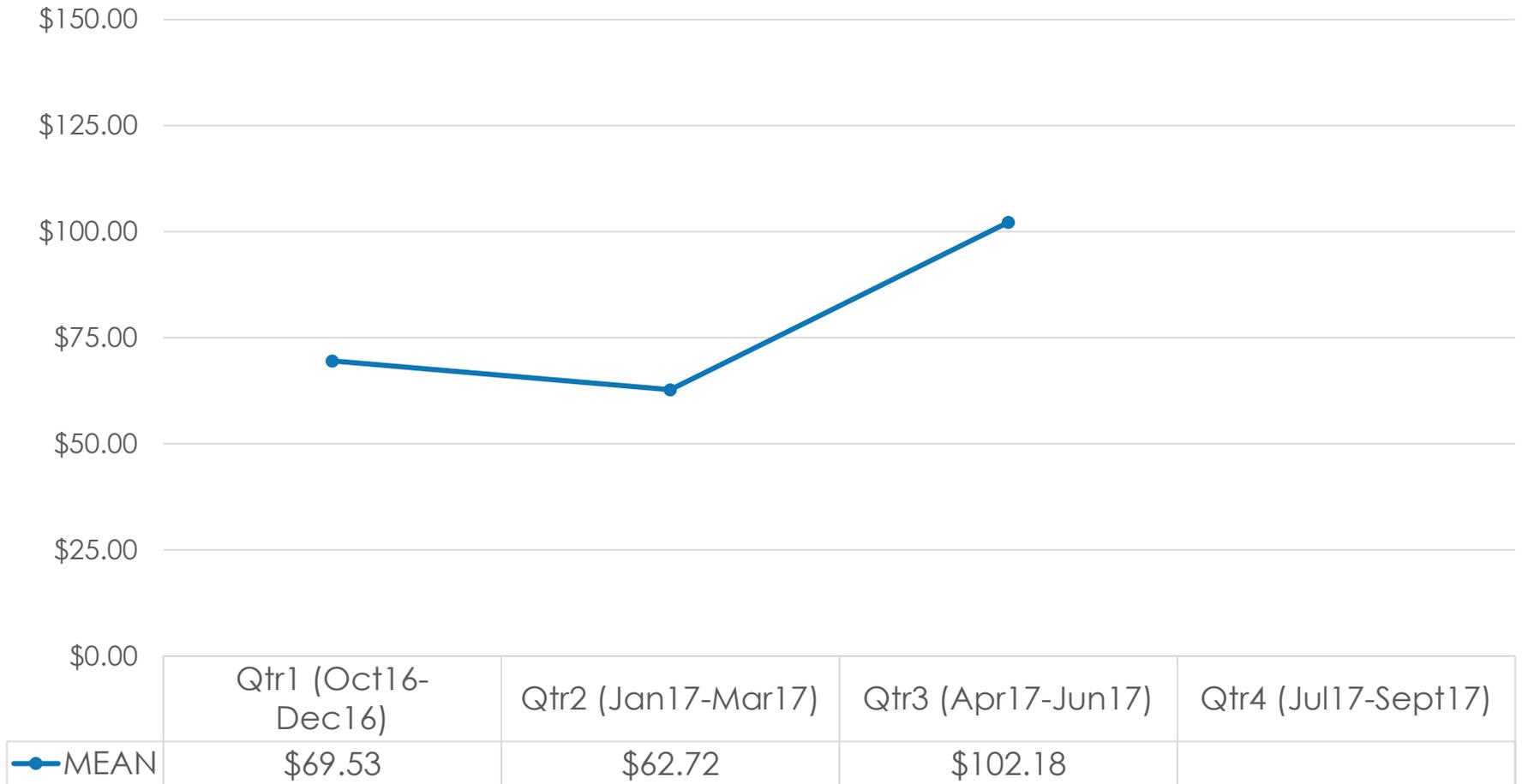
On-Island – FY2017 Tracking

Food & Beverage – Restaurant/ Drinking Est Outside Hotel



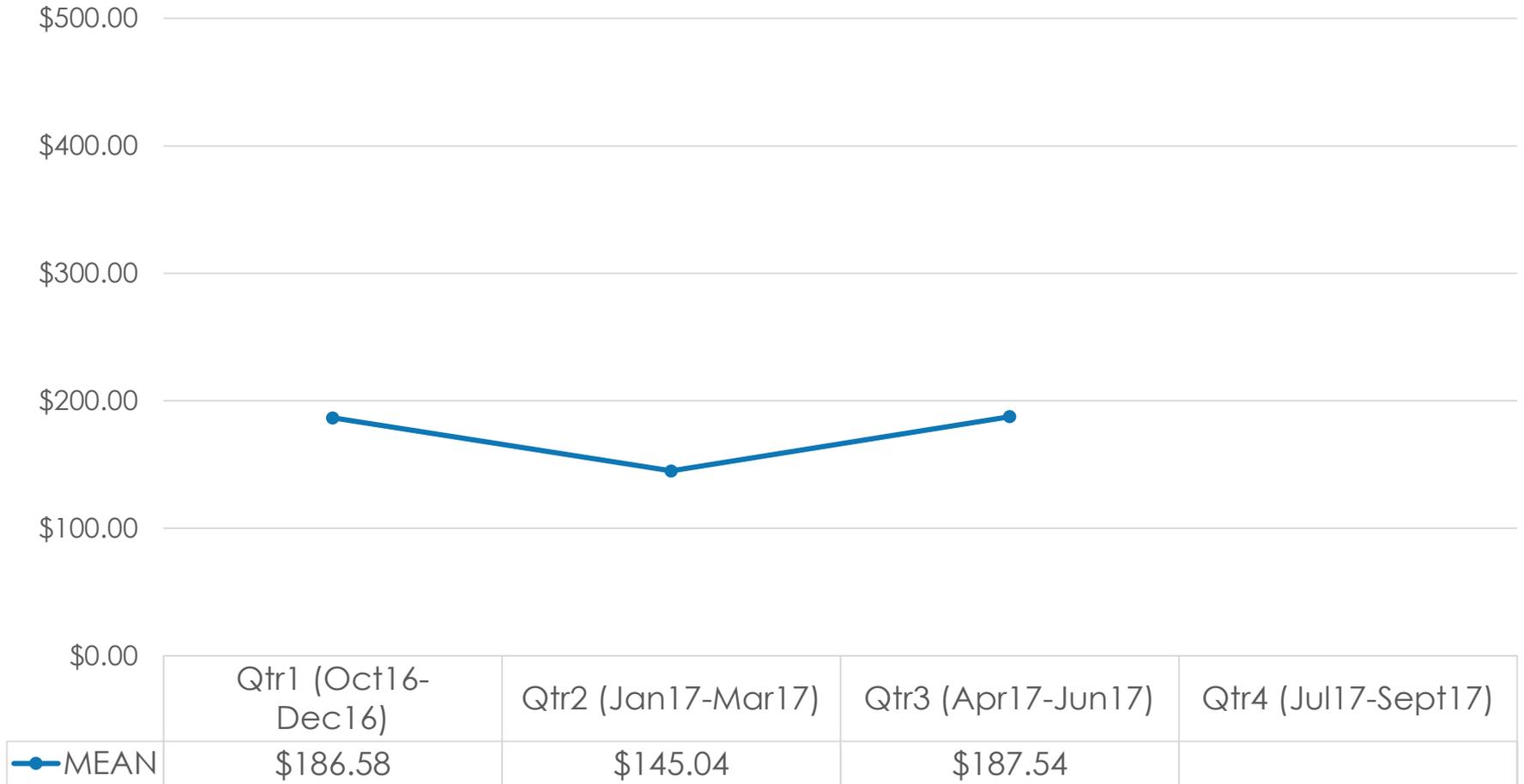
On-Island – FY2017 Tracking

Optional tour/ Activities



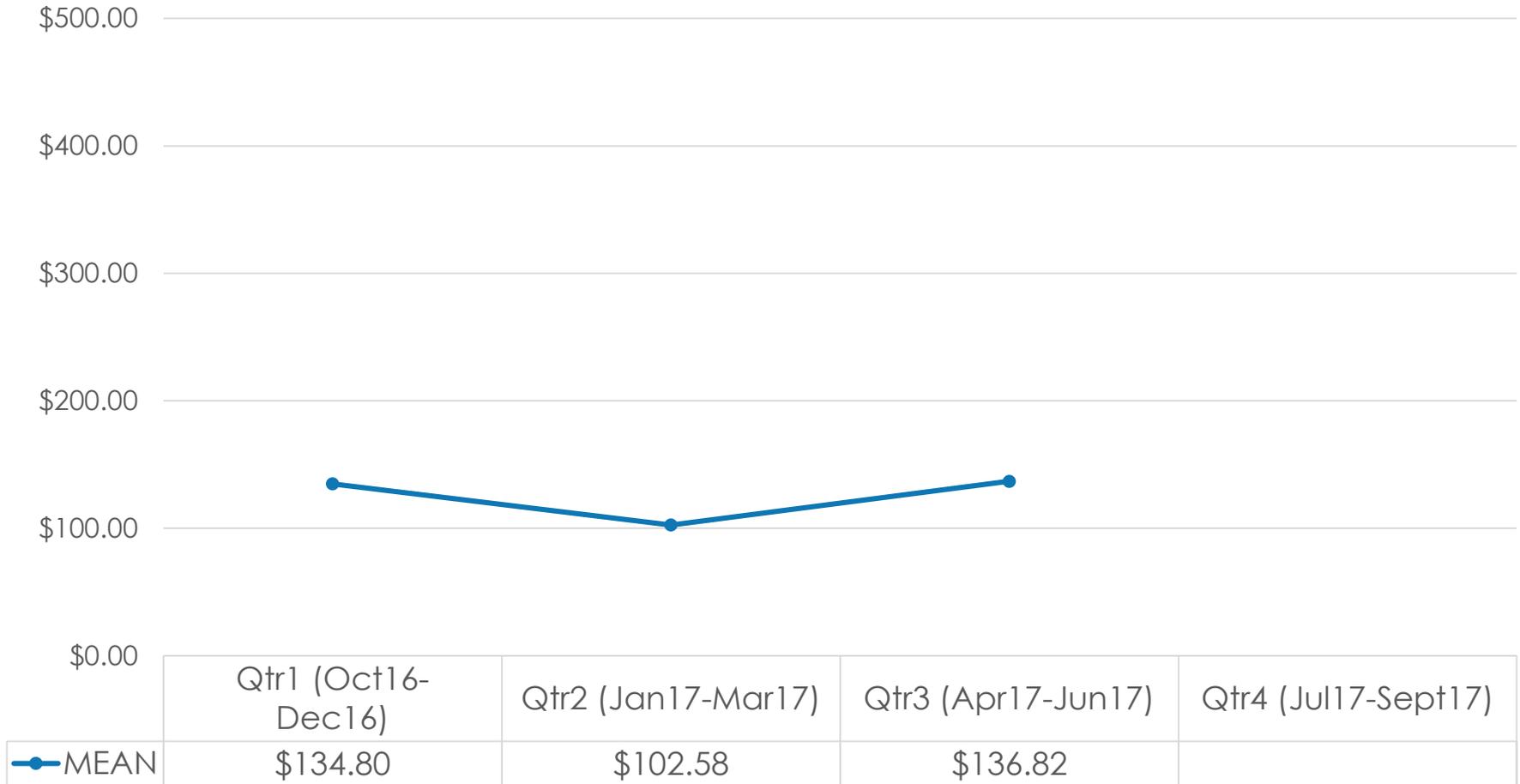
On-Island – FY2017 Tracking

Gift/ Souvenir – Self/ Companion



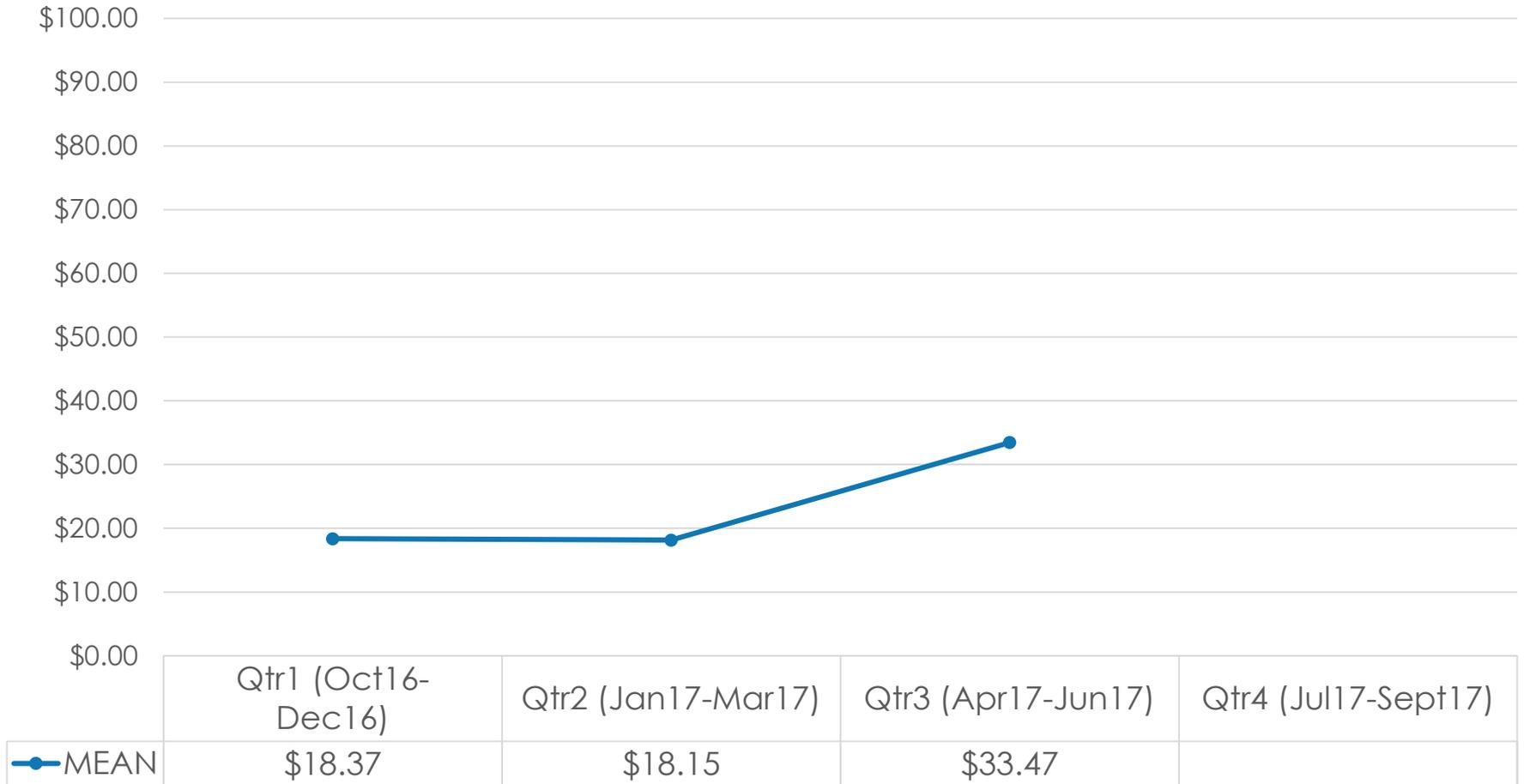
On-Island – FY2017 Tracking

Gift/ Souvenir – Friends/ Family



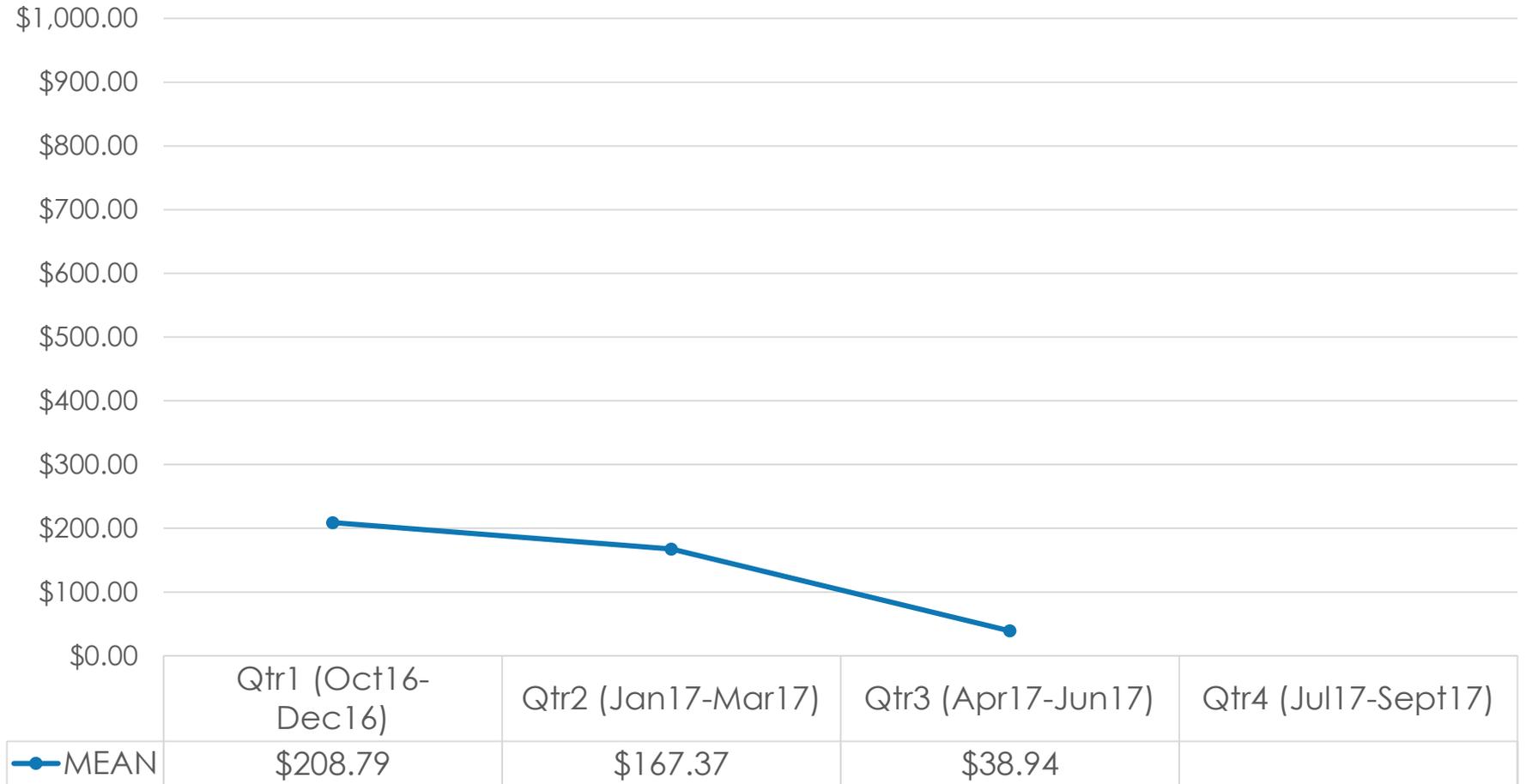
On-Island – FY2017 Tracking

Local Transportation



On-Island – FY2017 Tracking

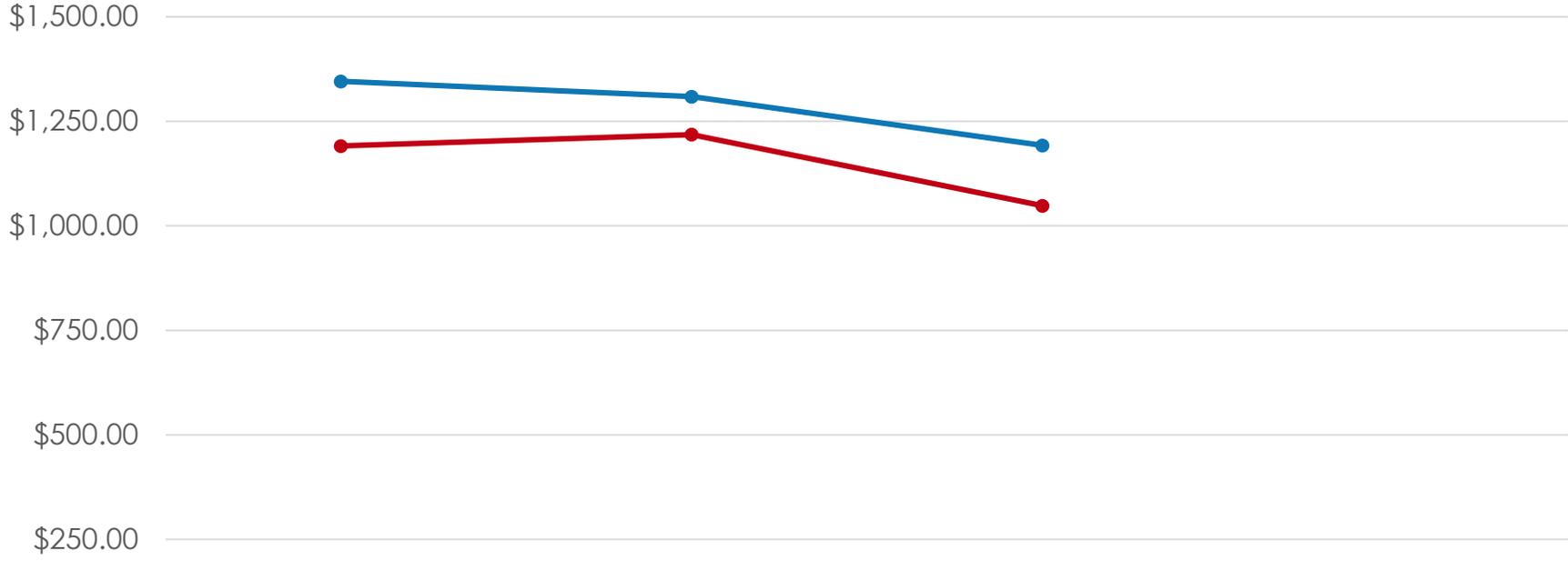
Other Not Included



TOTAL (On-Isle + Prepaid) Expenditures Per Person

- \$1,192.09 = overall mean average prepaid & on-isle expense by respondent

TOTAL Per Person Expenditures – FY2017 Tracking



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17- Sept17)
● MEAN	\$1,345.50	\$1,308.80	\$1,192.09	
● MEDIAN	\$1,191.00	\$1,218.00	\$1,048.00	

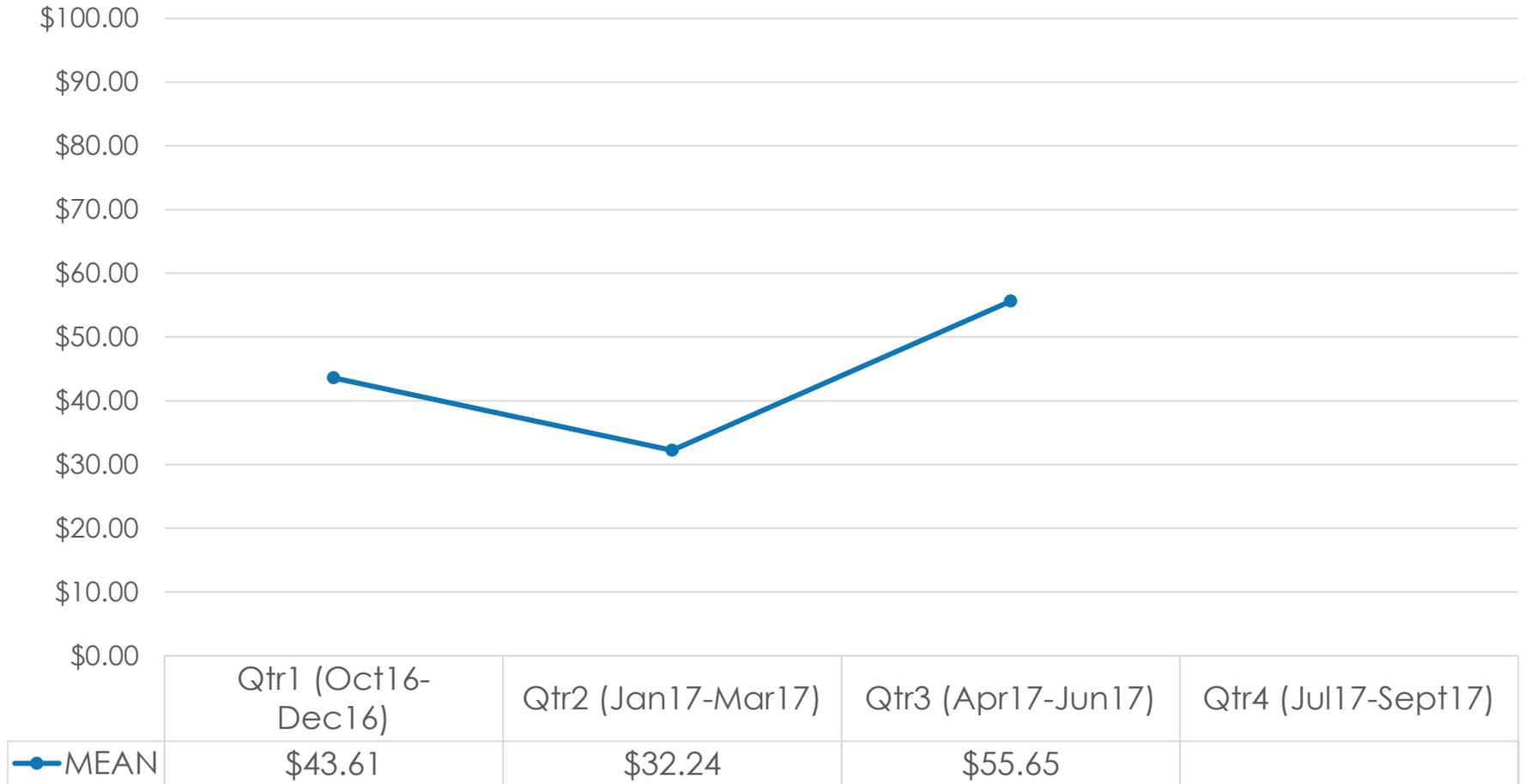
TOTAL Per Person Expenditures – Key Segments

**GVB EXIT SURVEY
TOTAL PER PERSON SPENDING**

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$1,192.09	\$1,366.10	\$1,136.65	\$975.61	\$1,314.27	\$428.59	\$1,536.82	\$1,046.11
	Median	\$1,048	\$1,187	\$1,000	\$947	\$1,167	\$186	\$1,114	\$904

Prepared by Anthology Research

GUAM AIRPORT EXPENDITURE – FY2017 Tracking

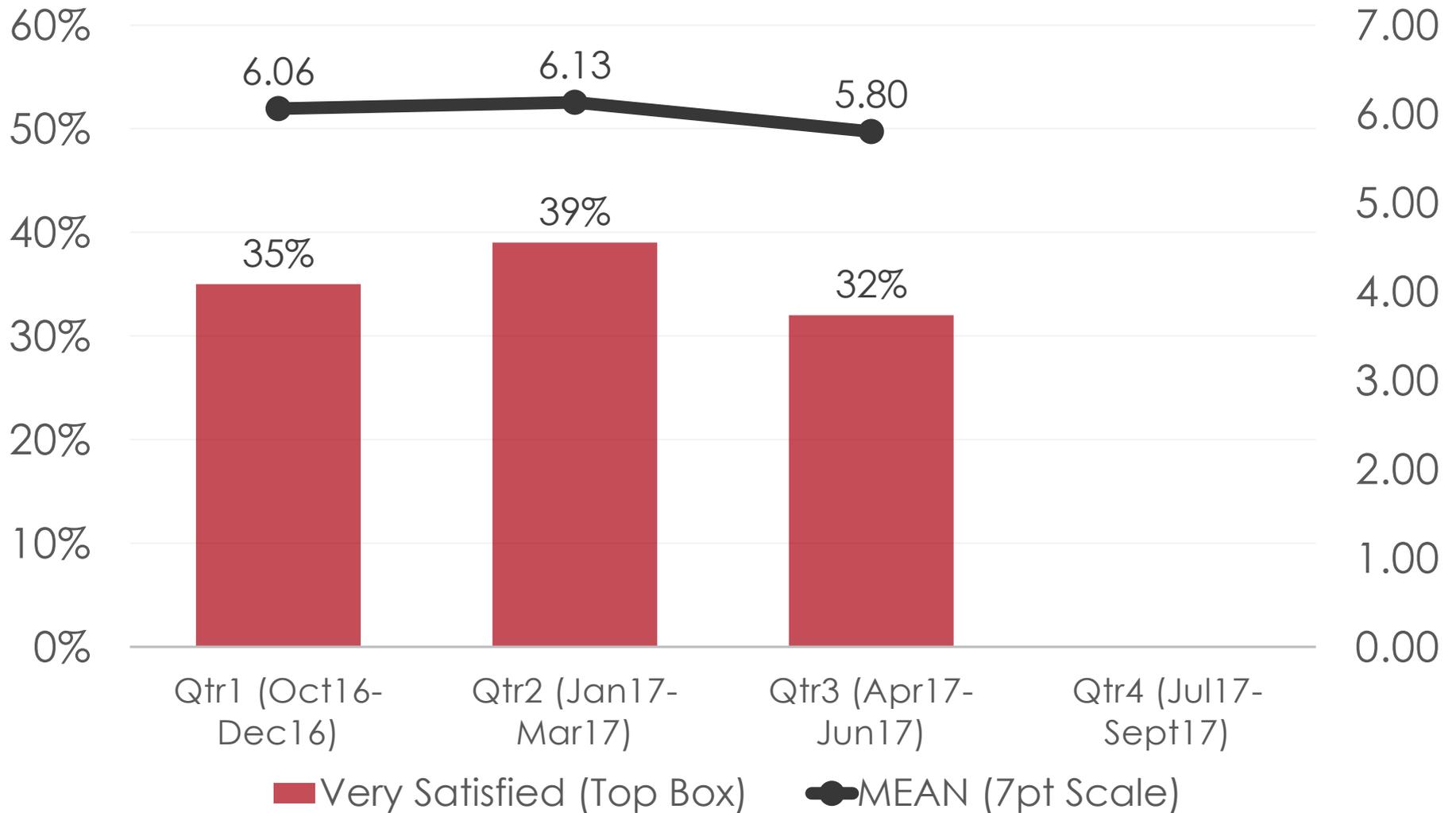


SECTION 4

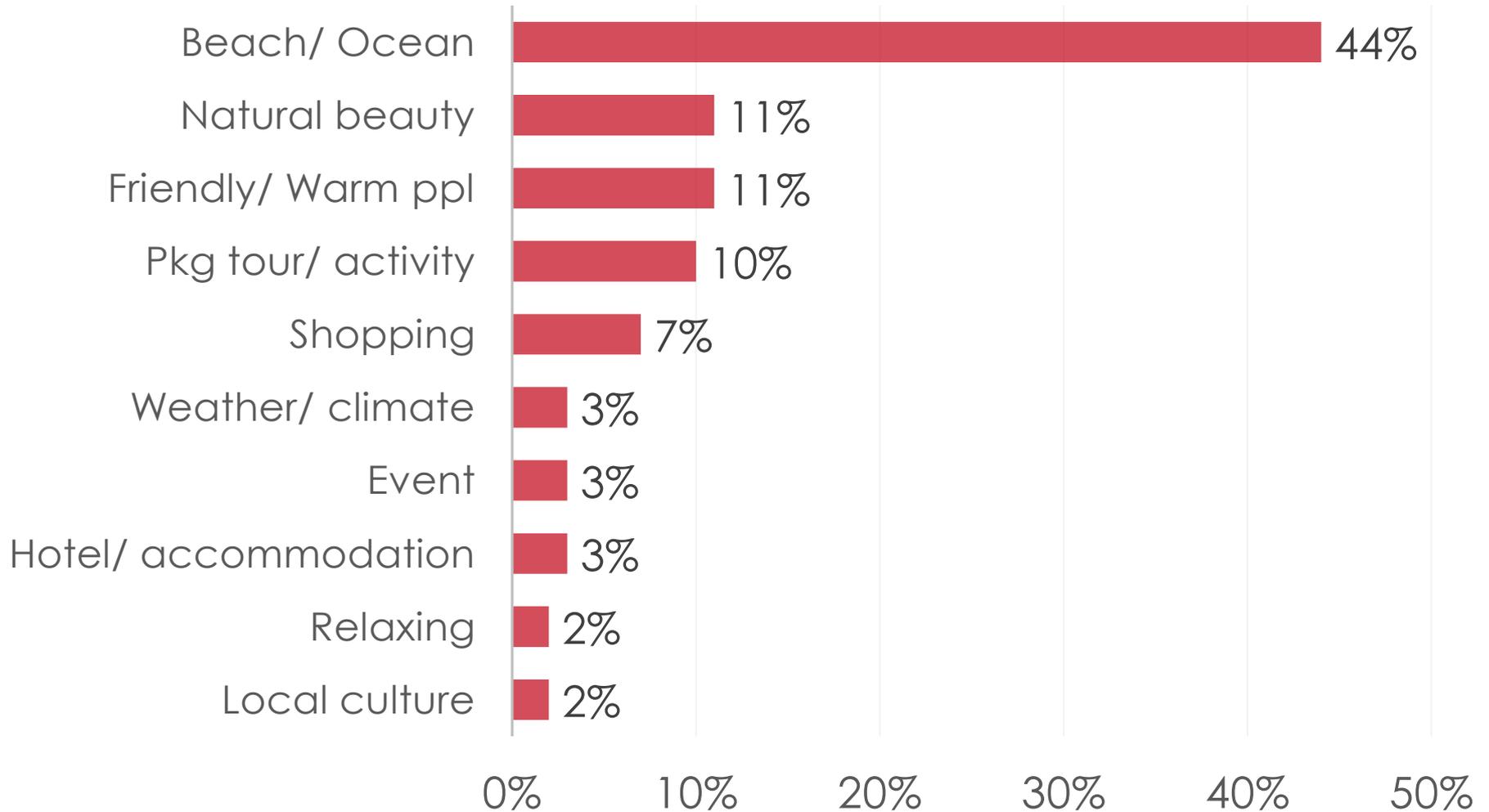
VISITOR SATISFACTION

BEHAVIOR

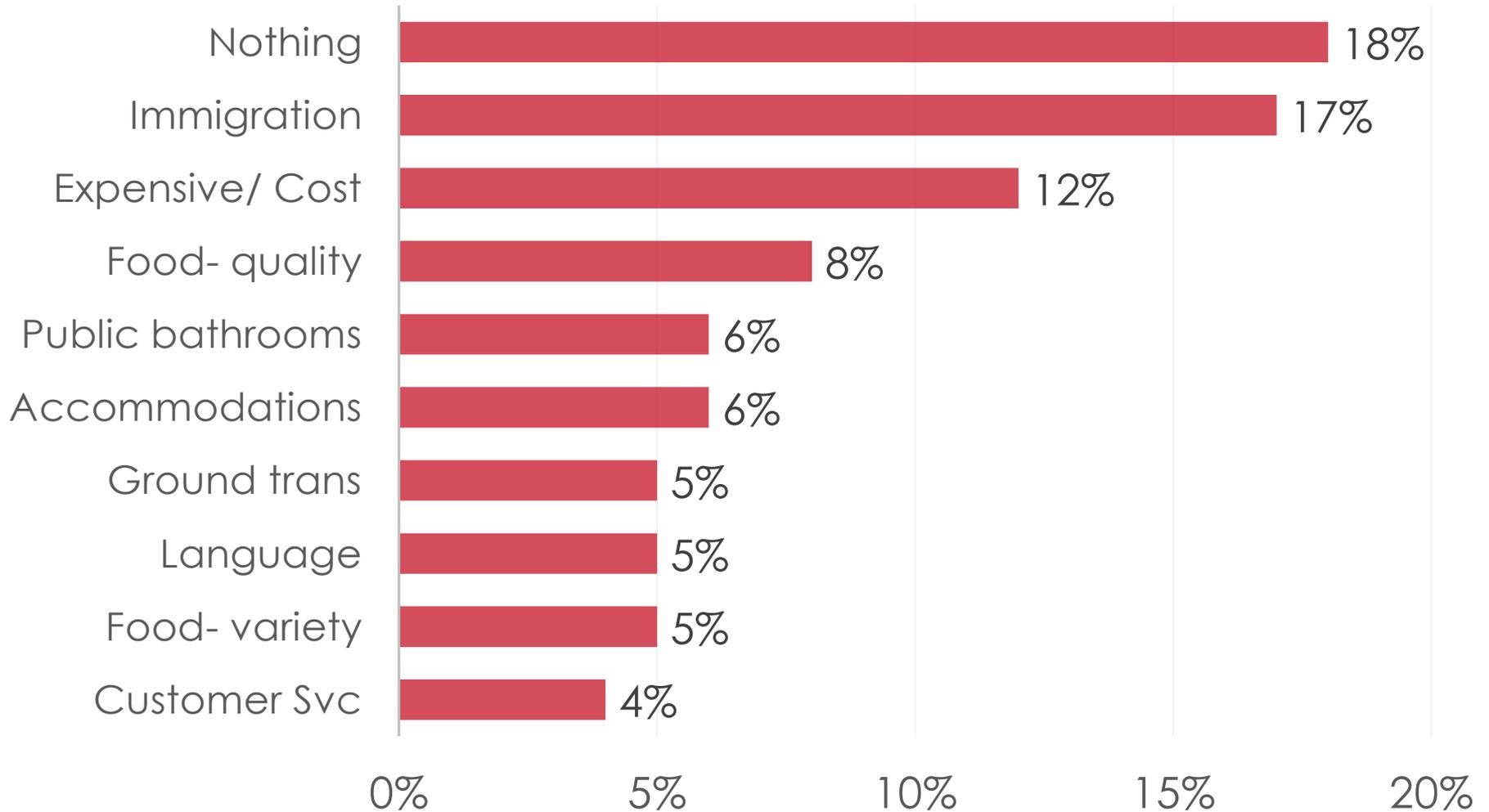
OVERALL SATISFACTION



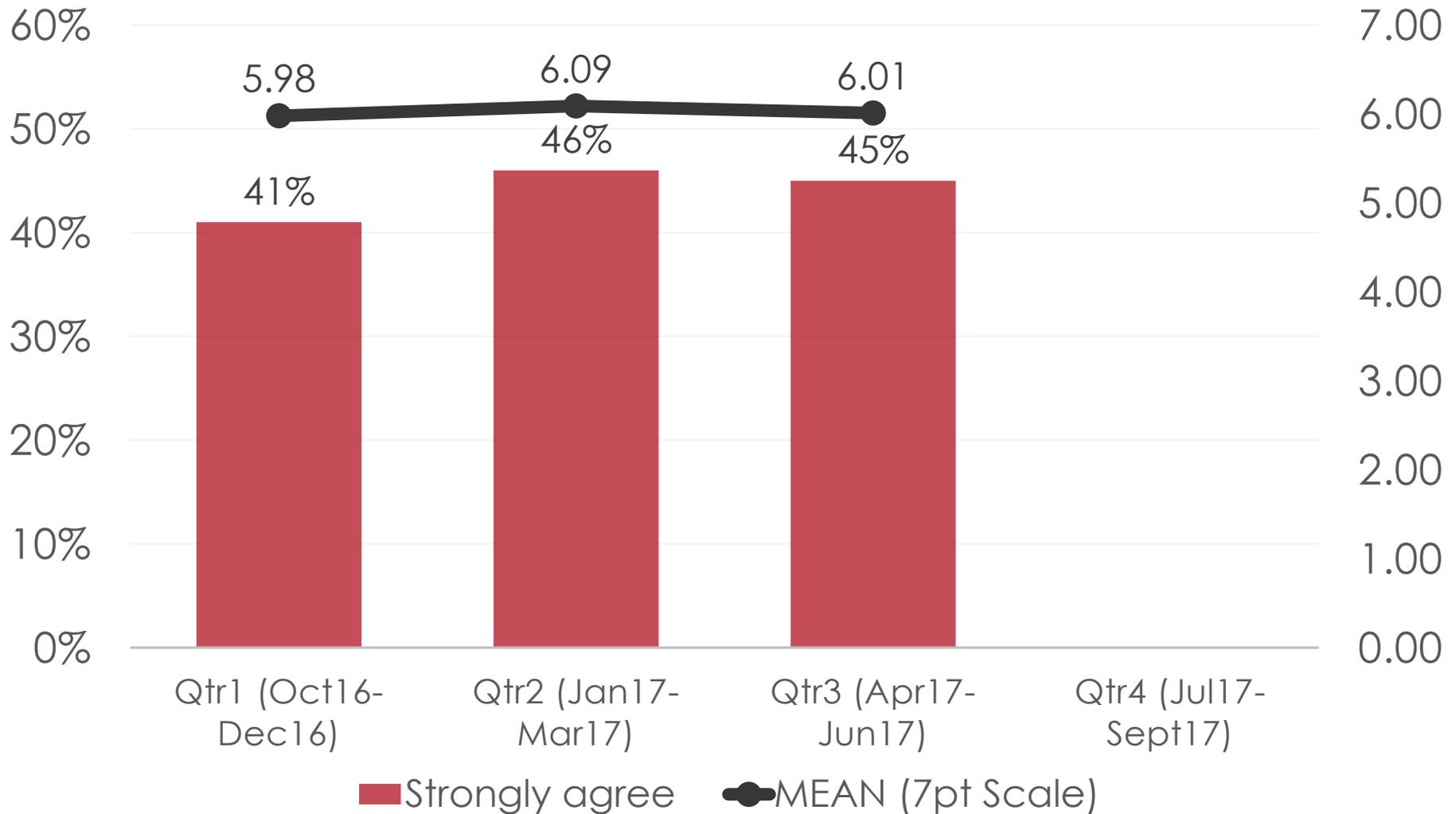
POSITIVE ASPECTS OF TRIP



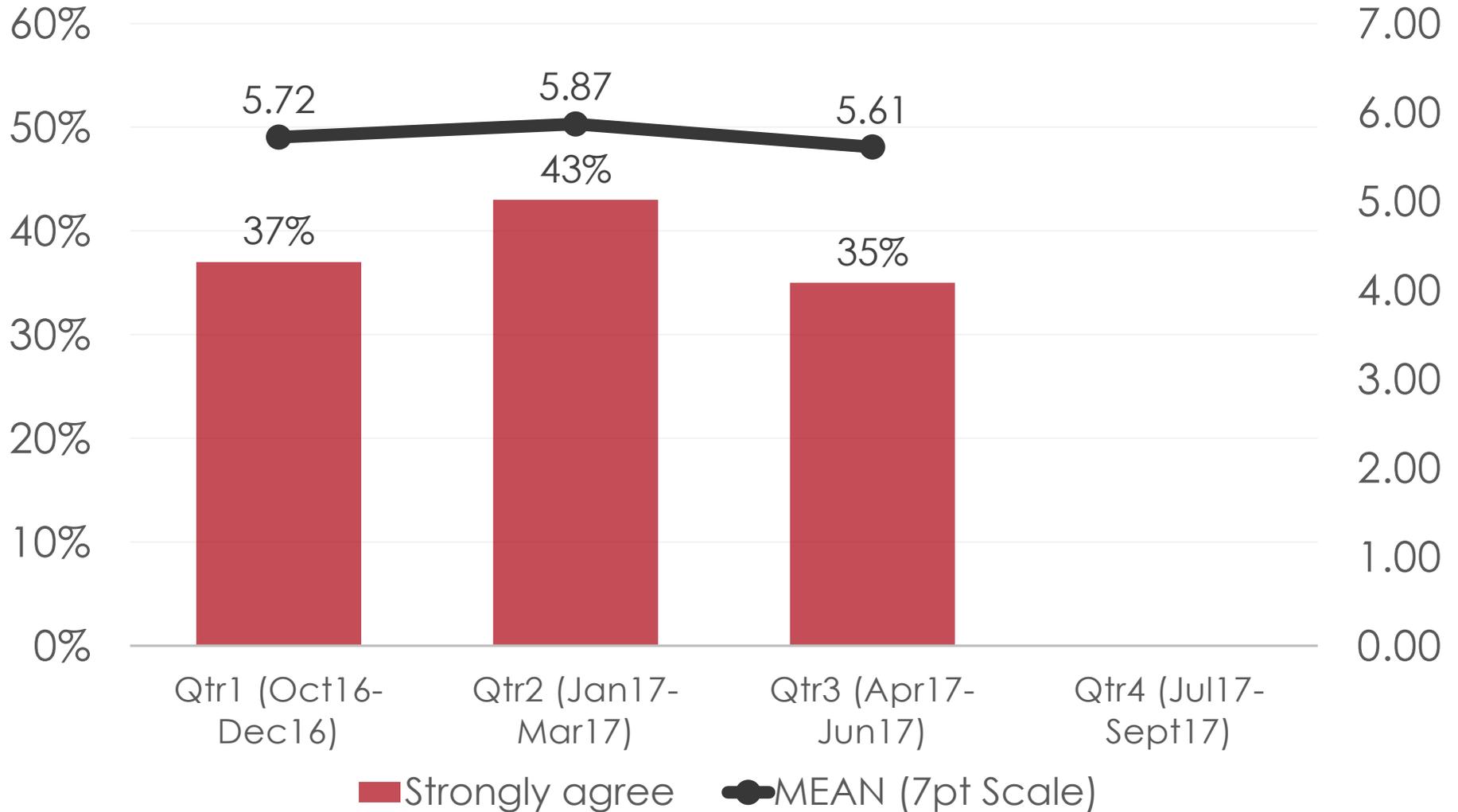
NEGATIVE ASPECTS OF TRIP



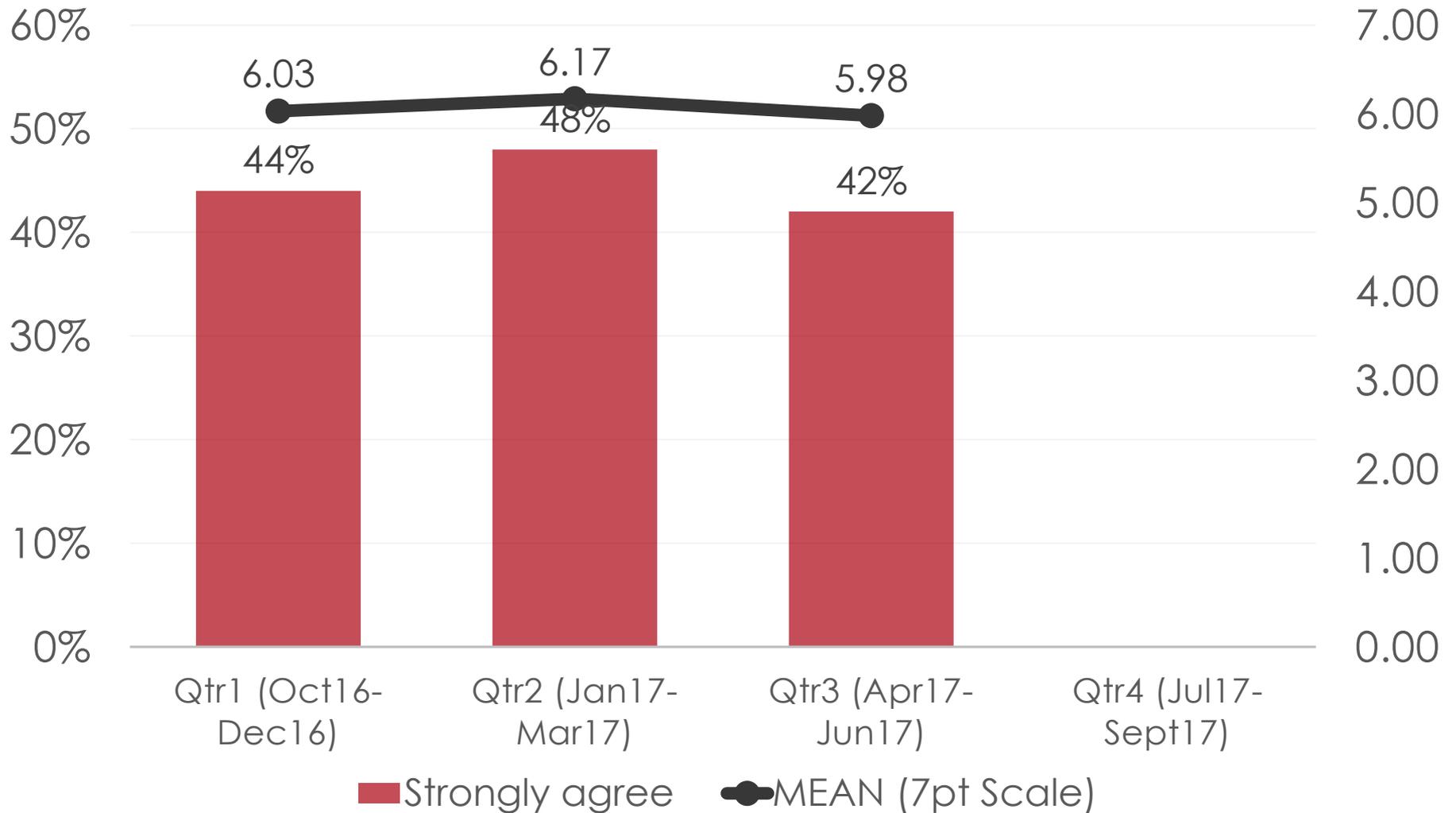
Guam was better than expected



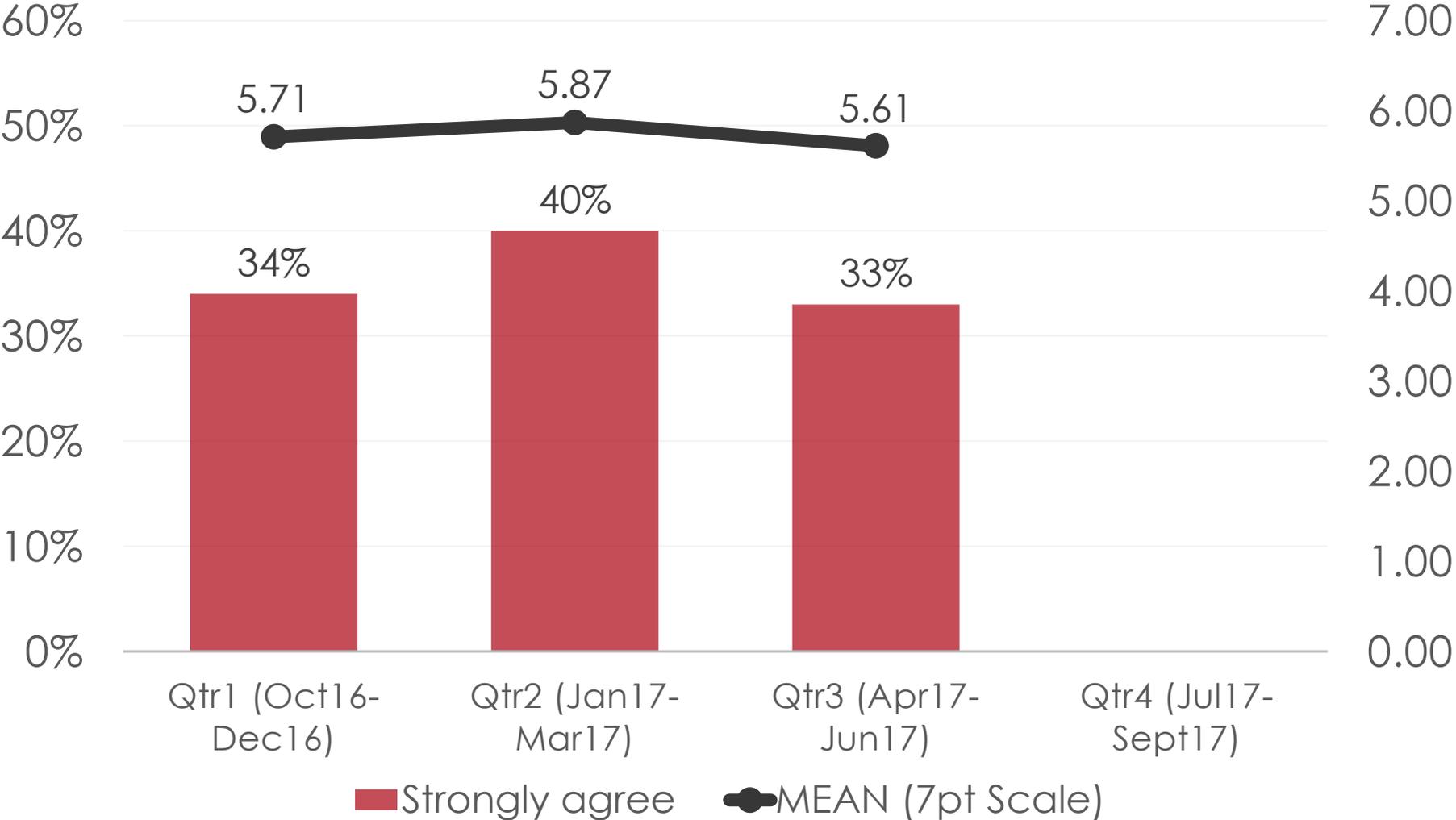
I had no communication problems



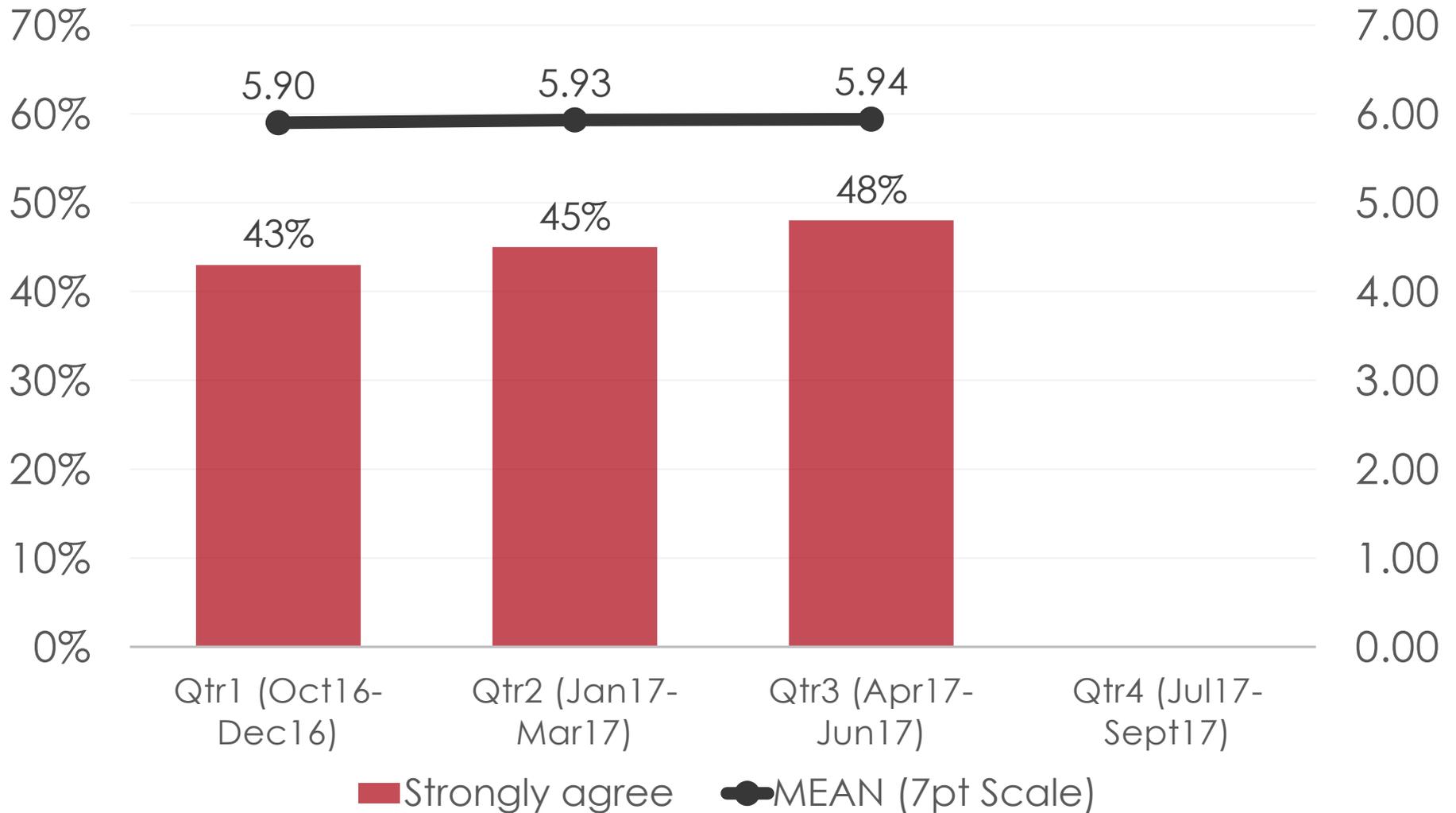
I will recommend Guam to friends



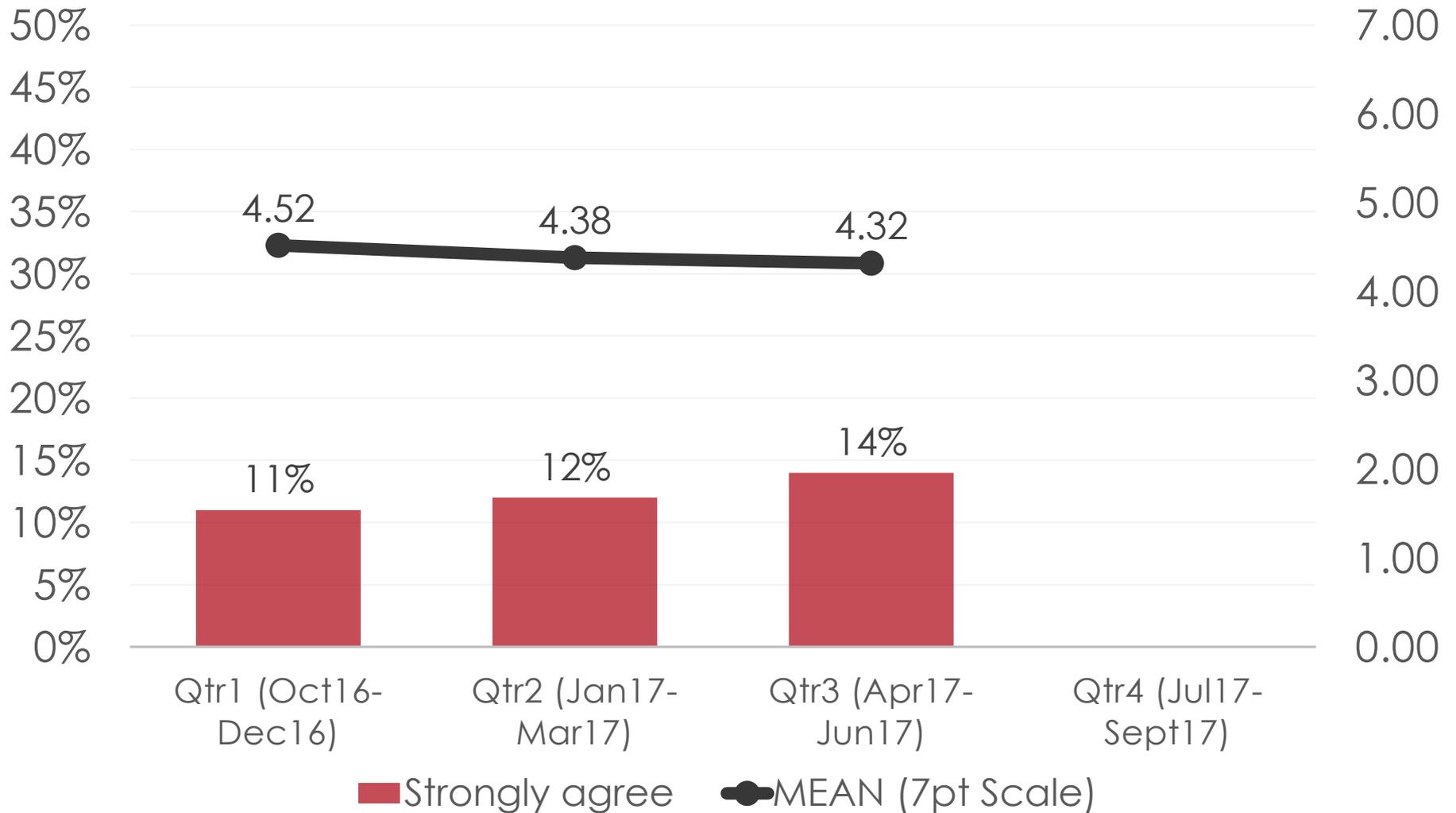
Sites on Guam were attractive



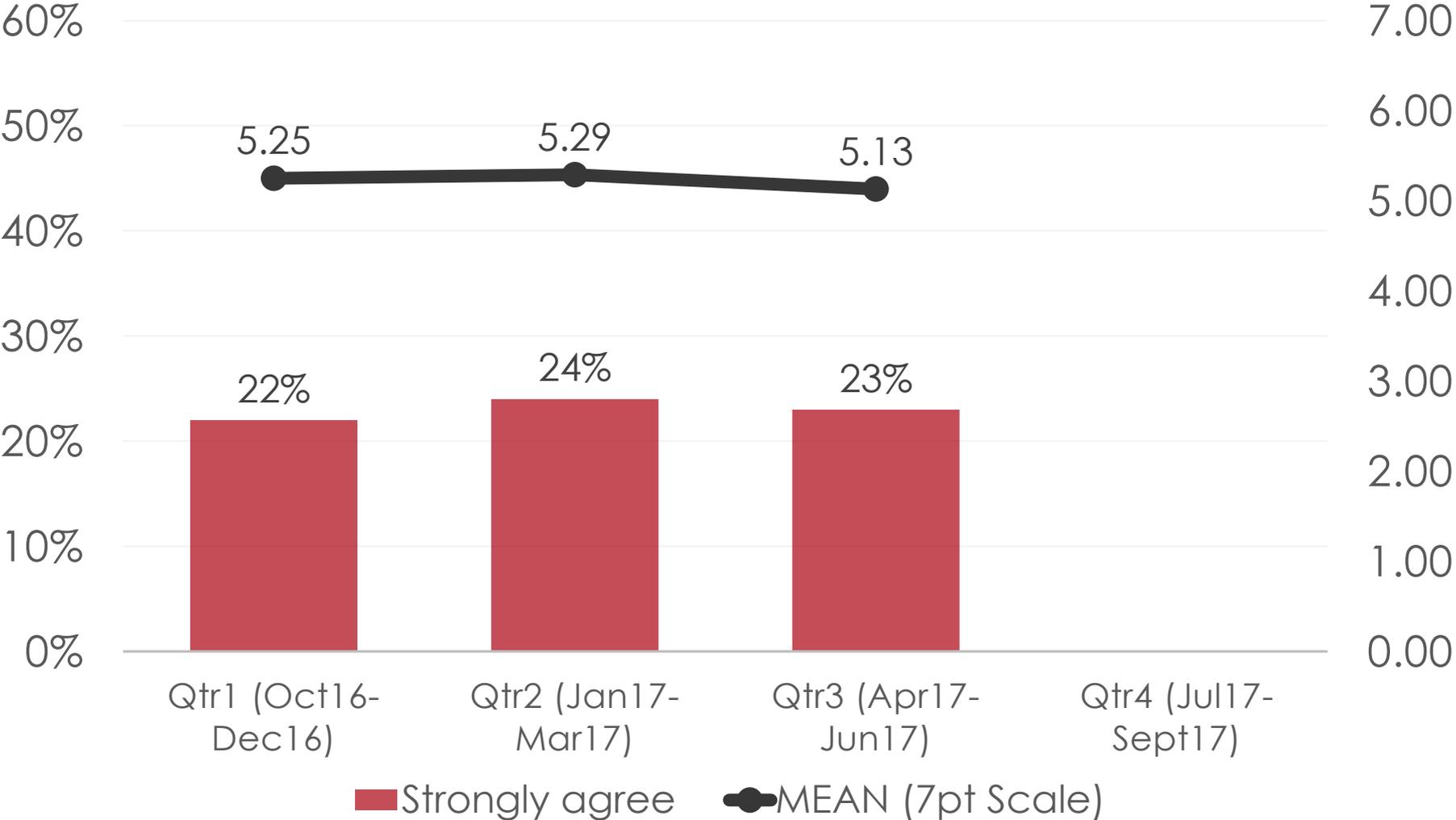
I plan to visit Guam again



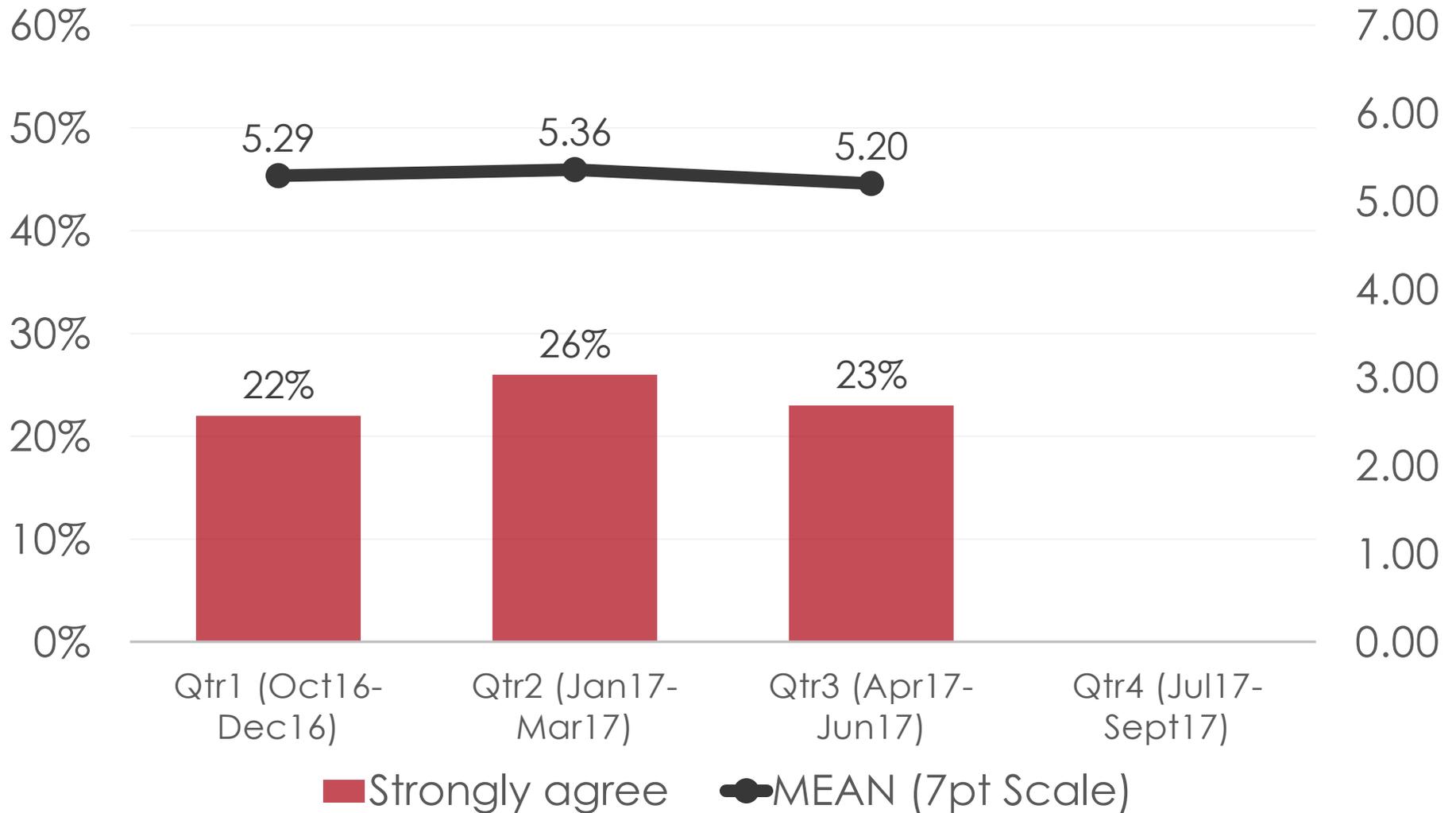
Not enough night time activities



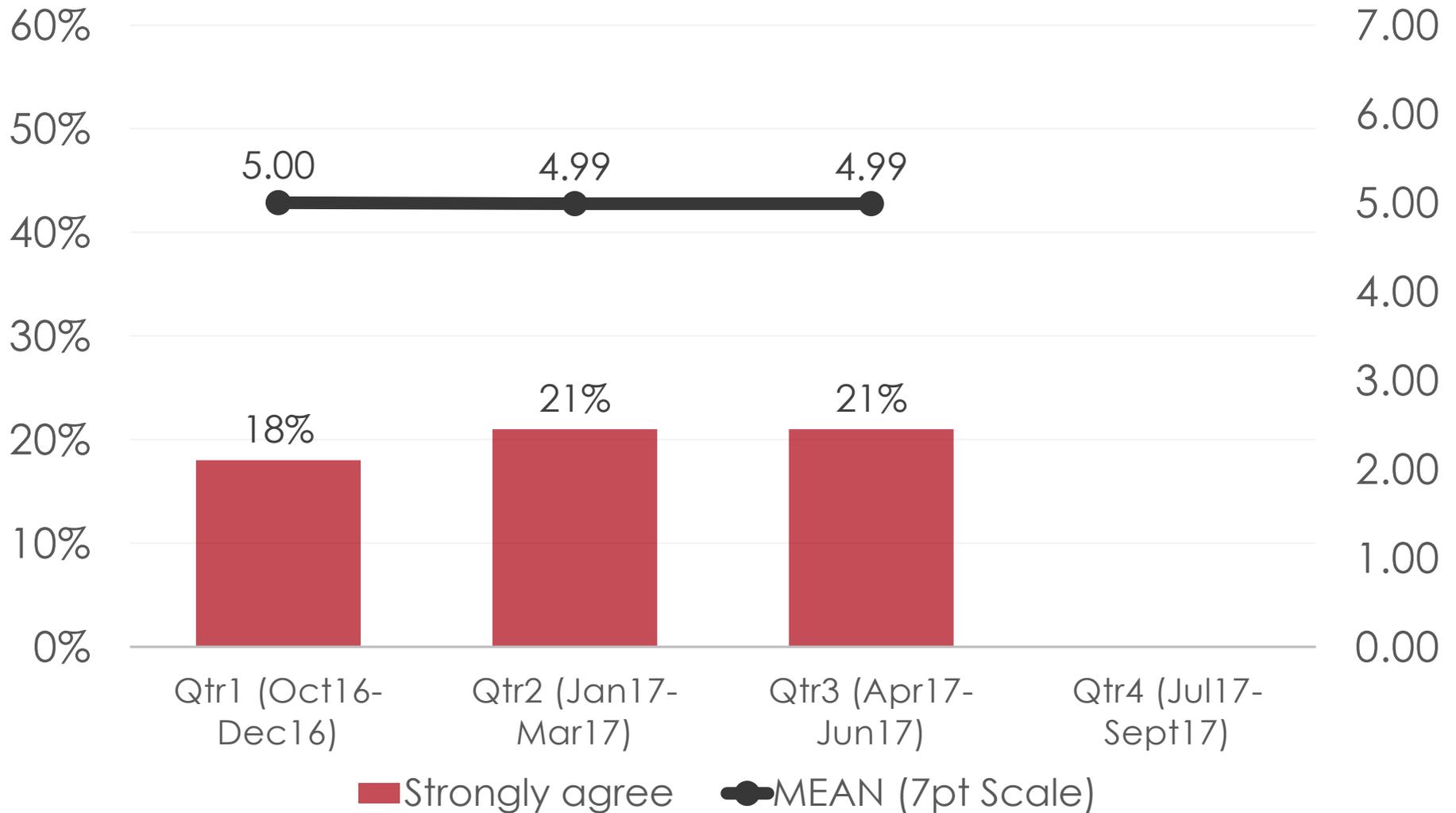
Tour guides were professional



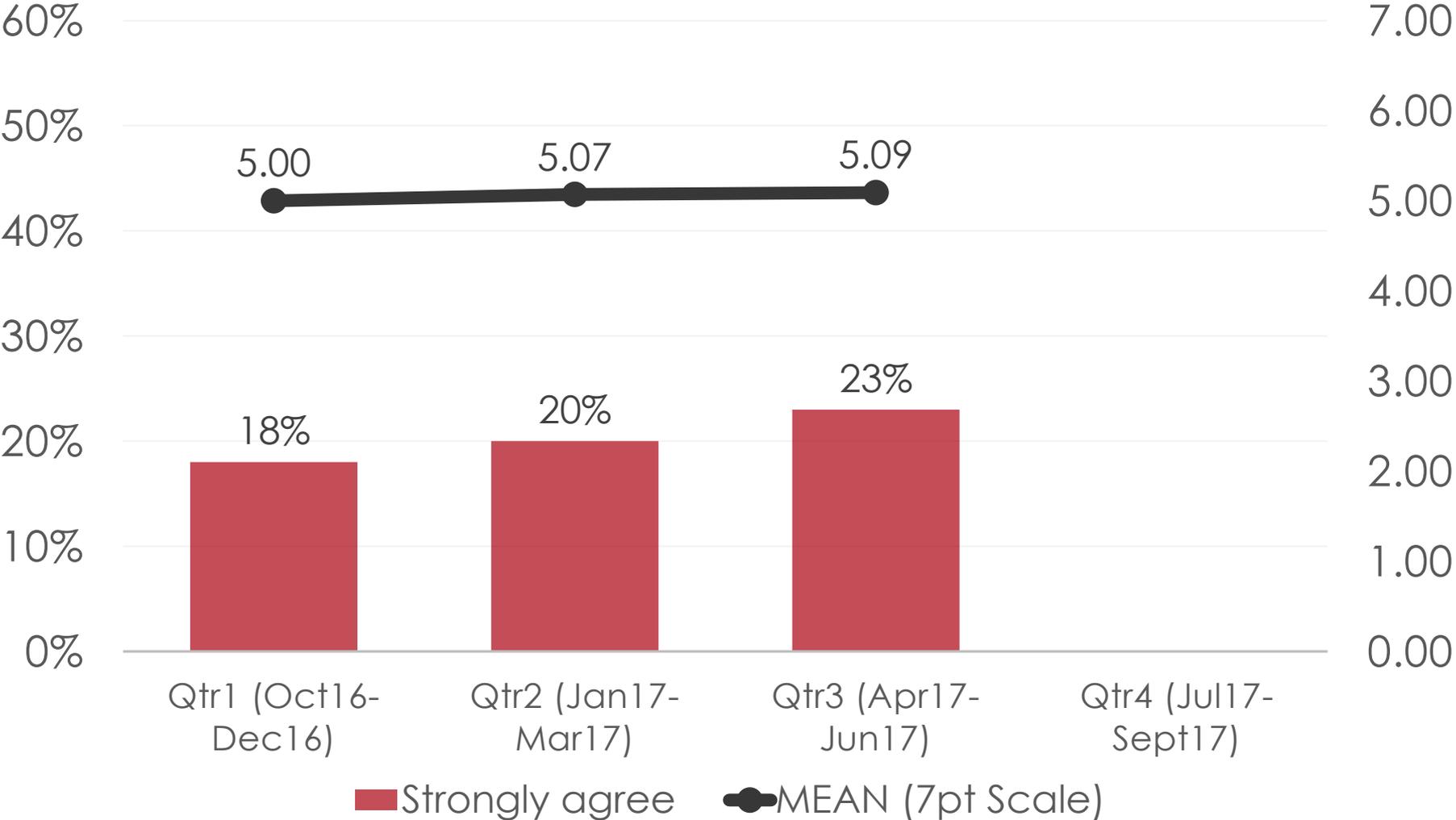
Tour drivers were professional



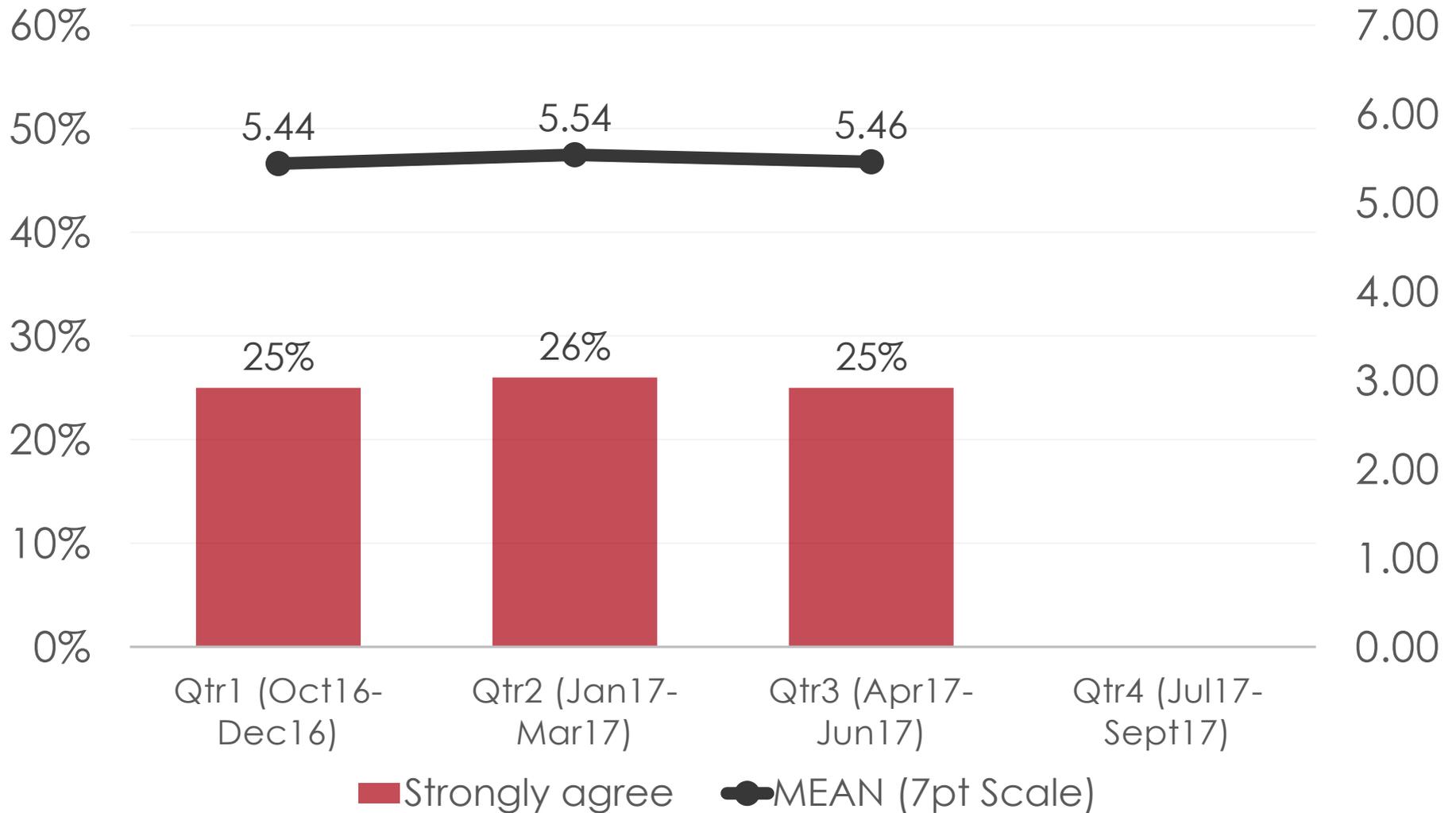
Taxi drivers were professional



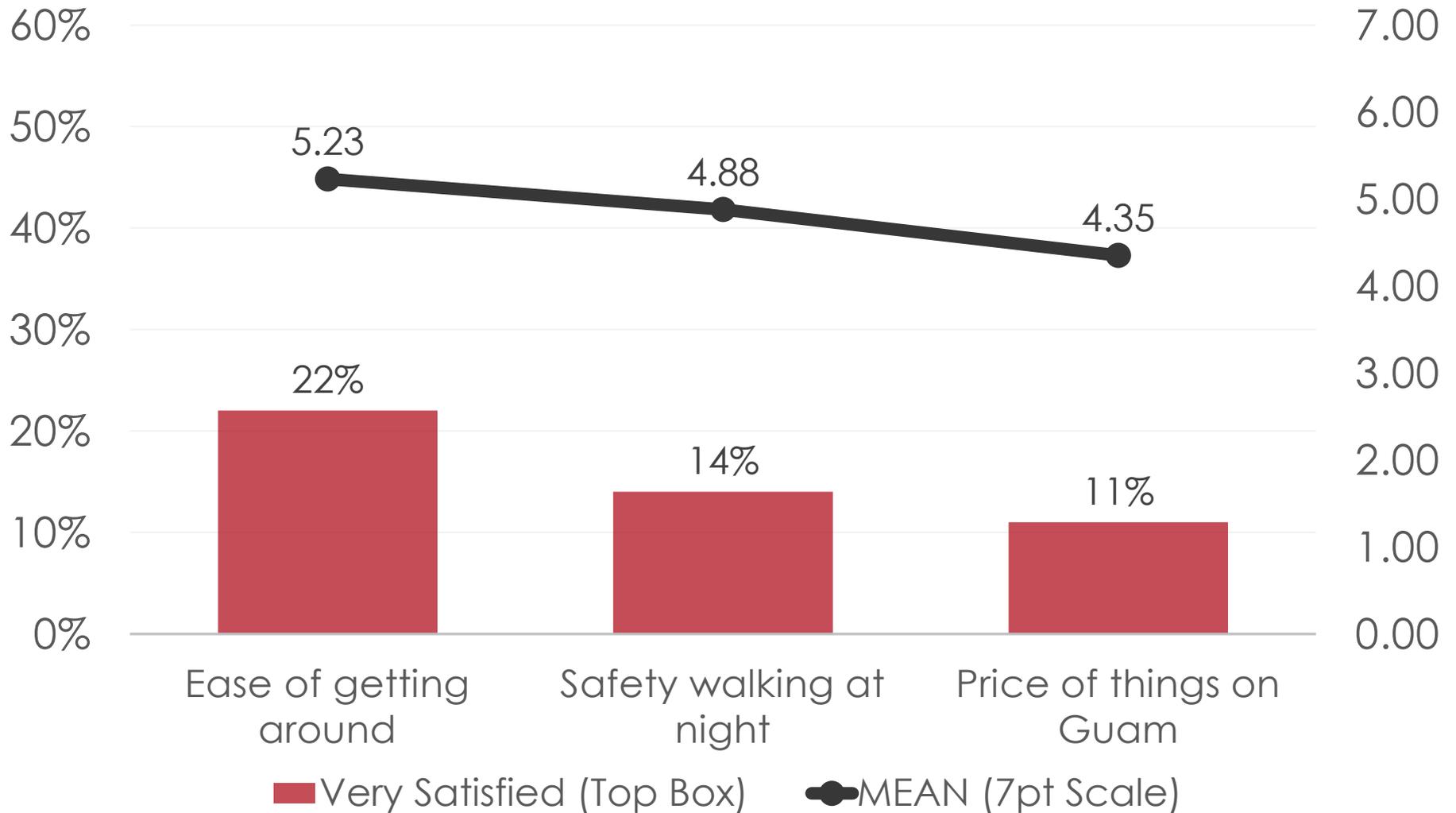
Taxis were clean



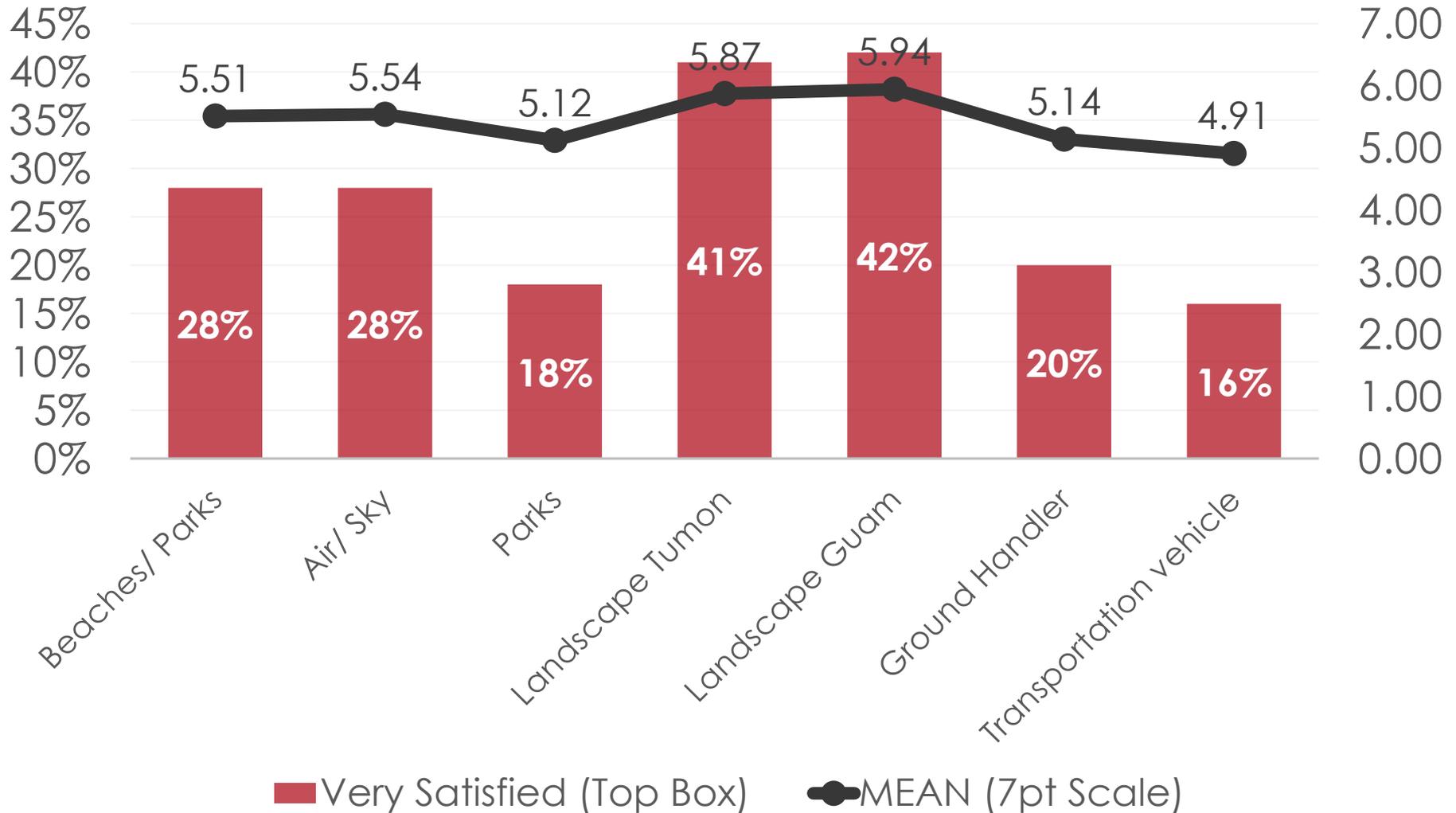
Guam airport was clean



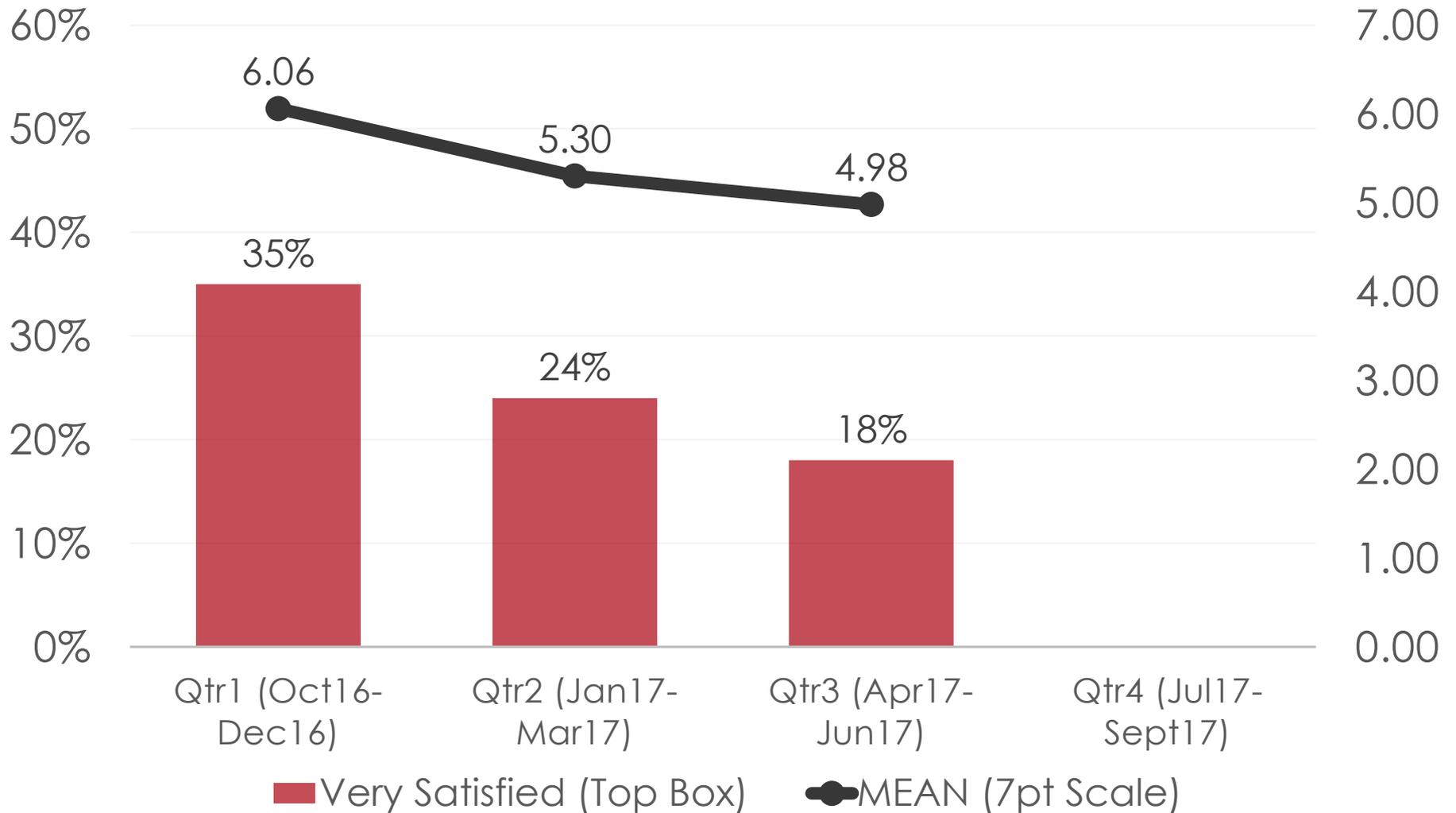
GENERAL SATISFACTION



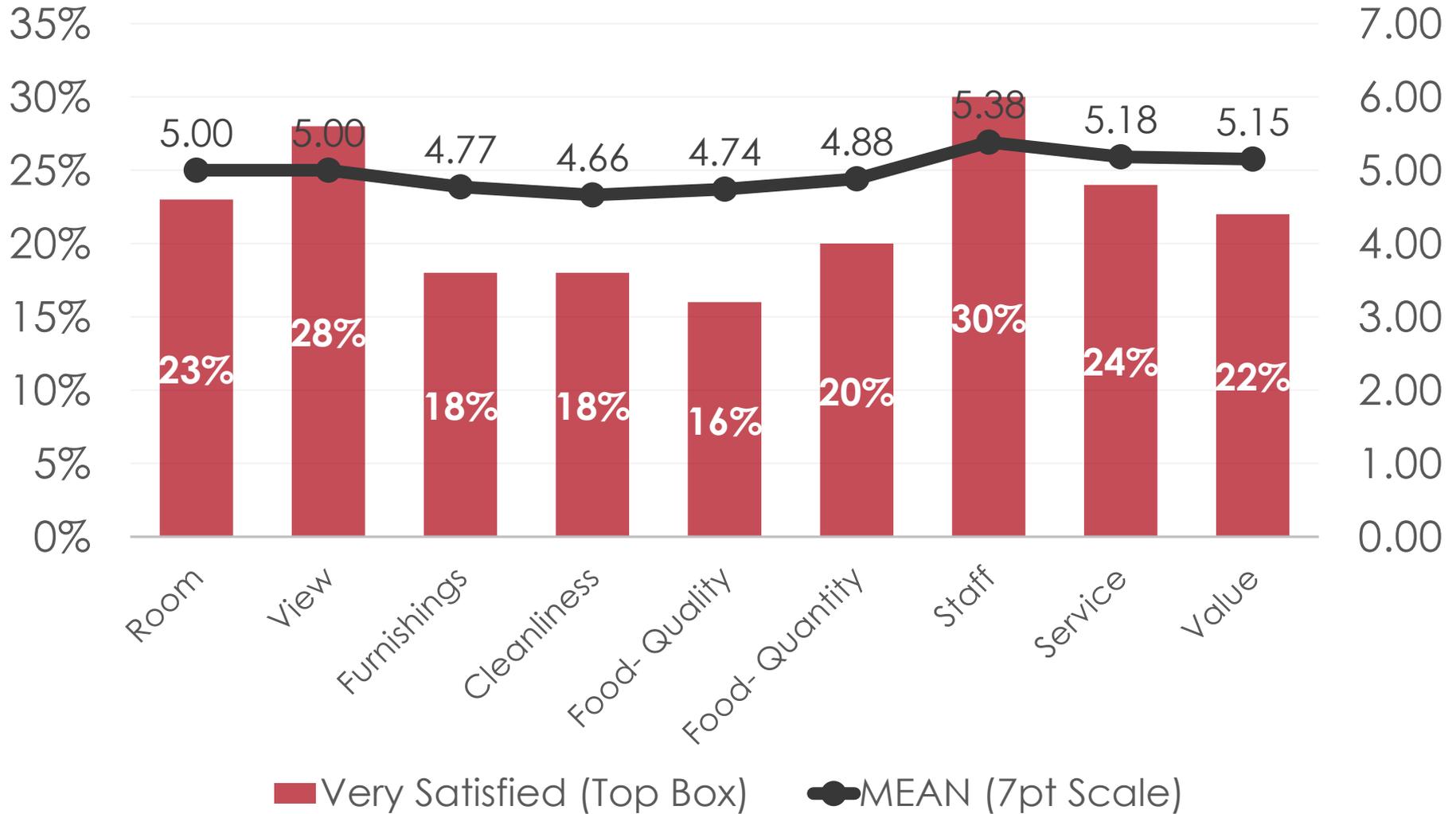
GENERAL SATISFACTION – Quality/ Cleanliness



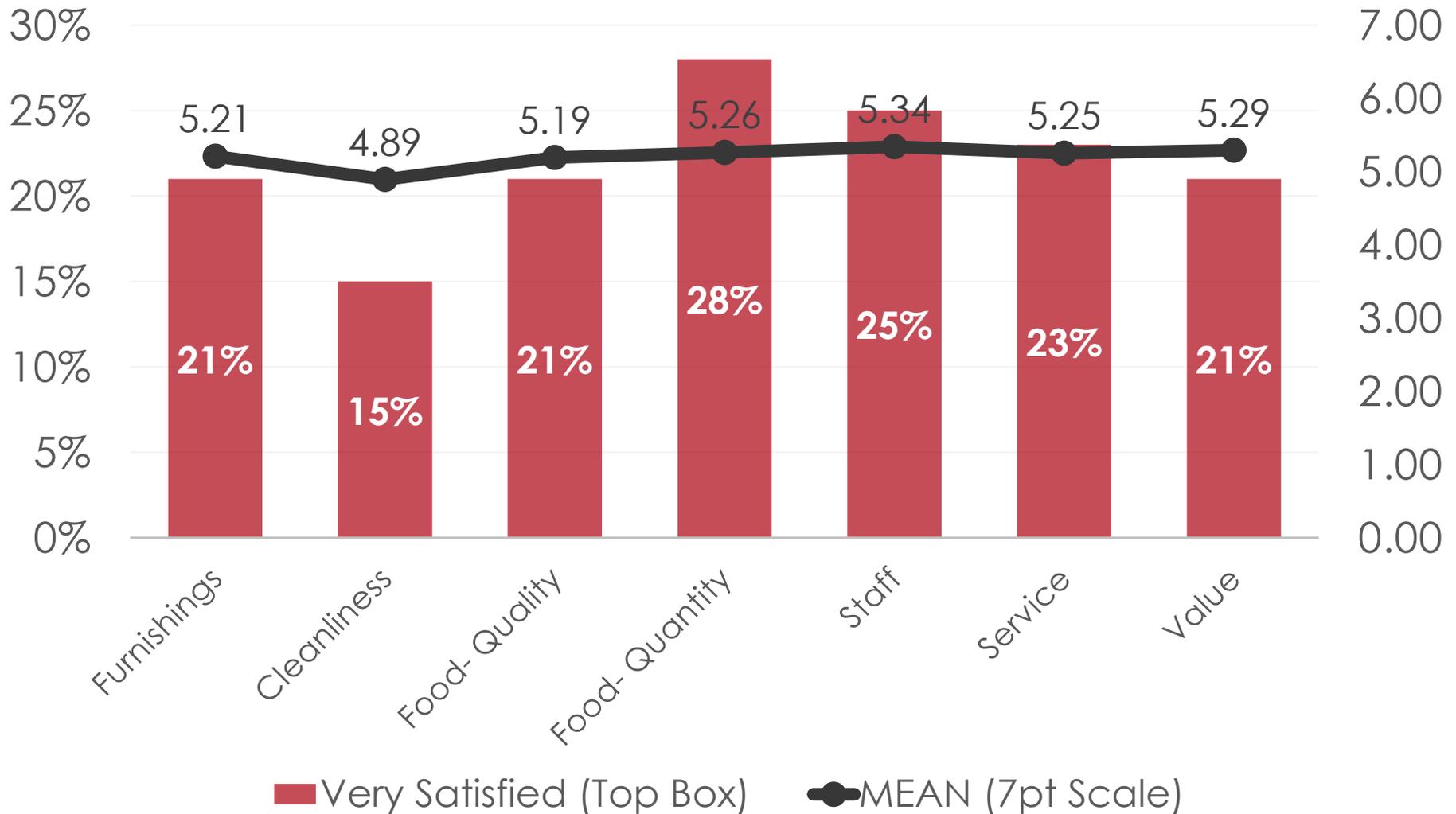
ACCOMMODATIONS – OVERALL SATISFACTION



ACCOMMODATIONS – Satisfaction by Category



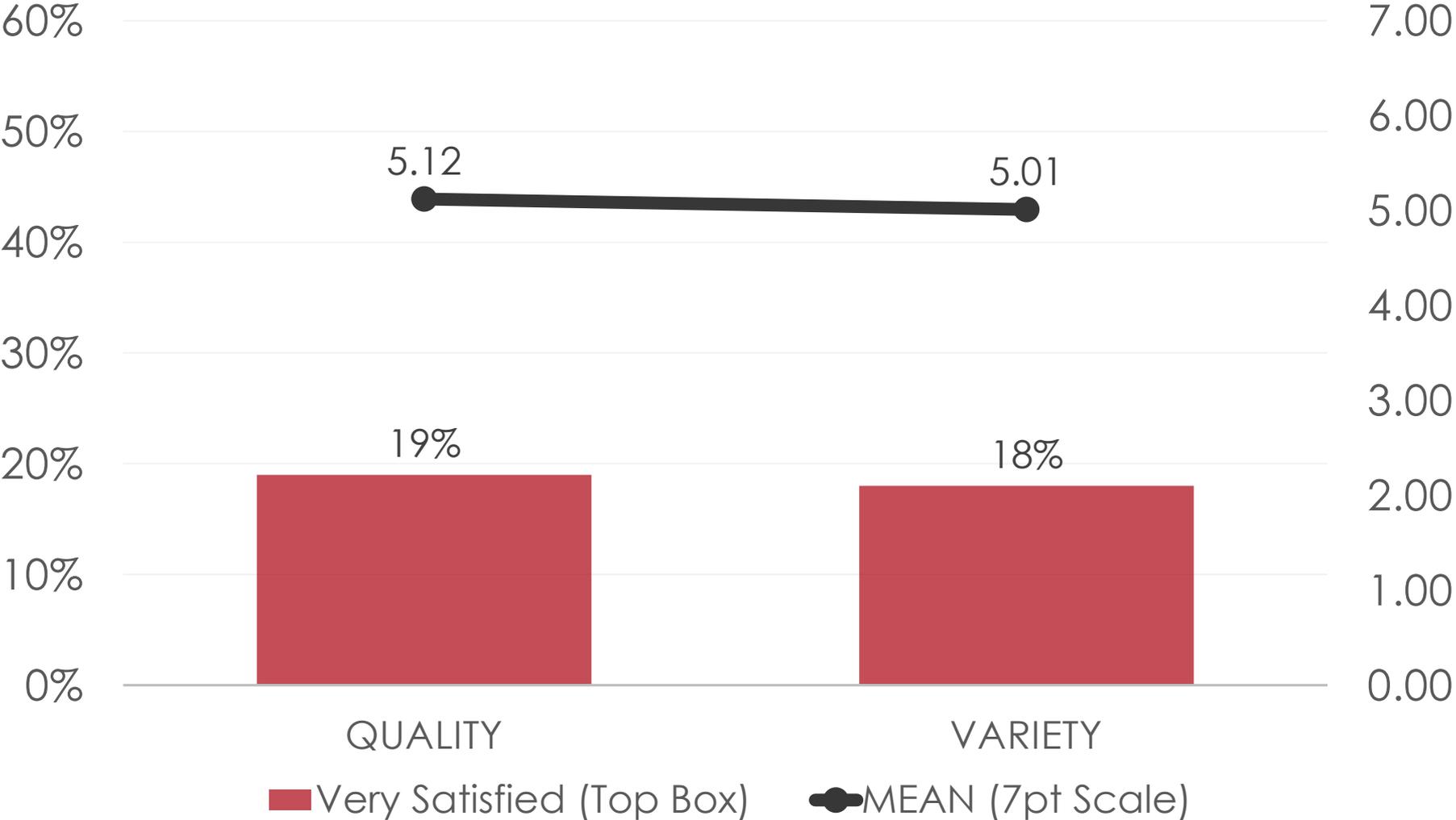
DINING EXPERIENCE (Outside Hotel) – Satisfaction by Category



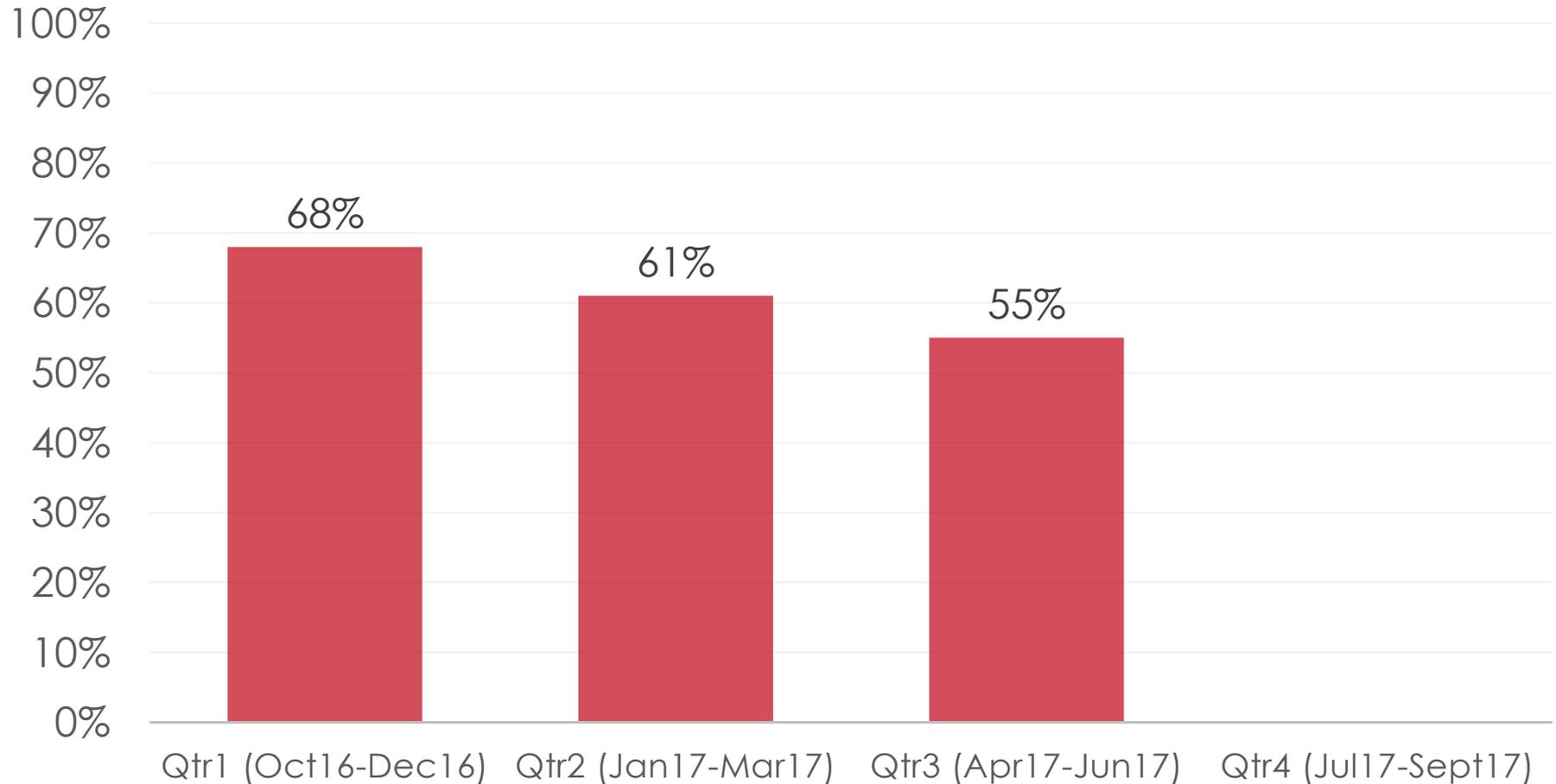
Shopping Malls/ Stores (Top Responses)



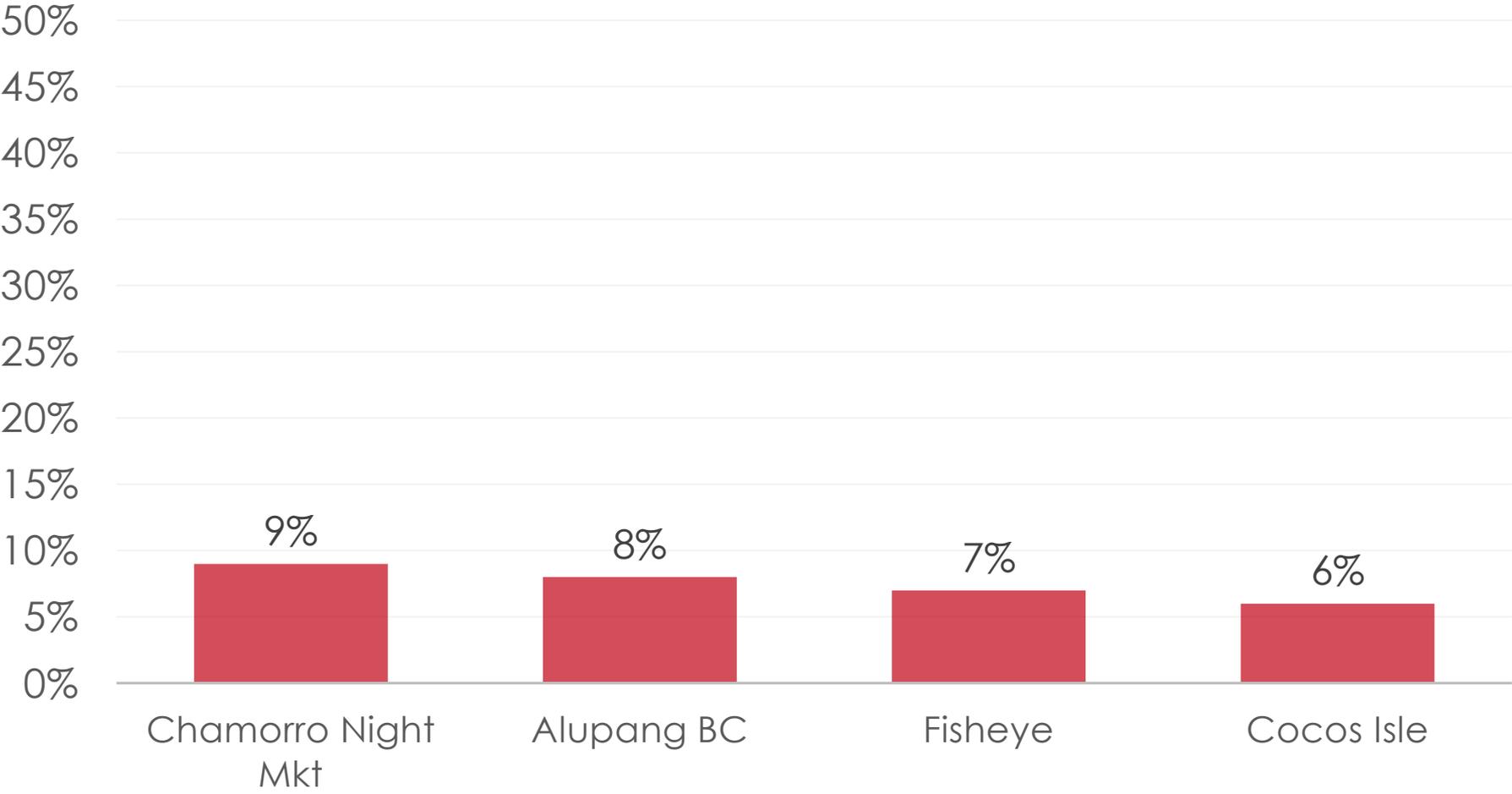
SHOPPING - SATISFACTION



OPTIONAL TOUR PARTICIPATION – FY2017 Tracking

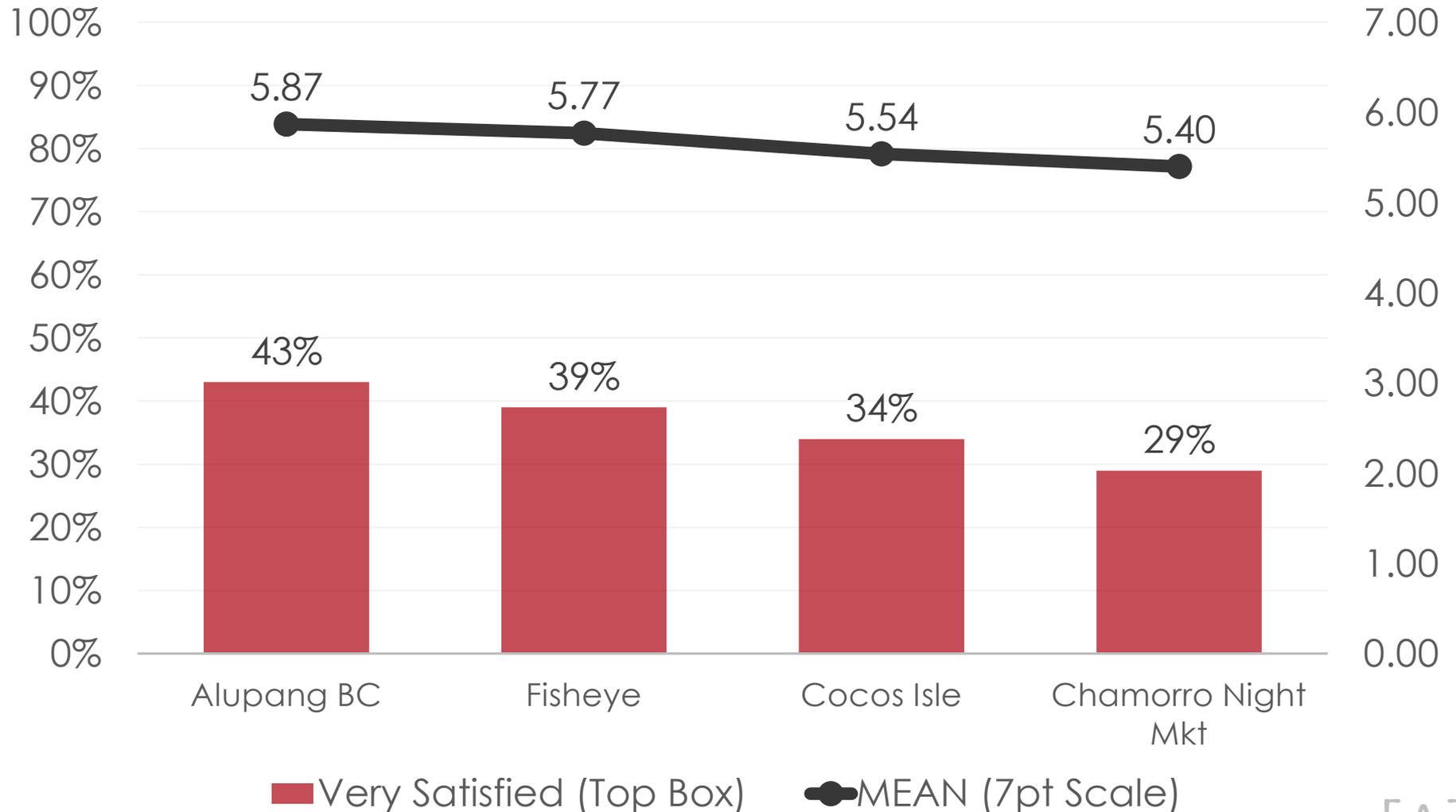


Optional Tour Participation (Top Responses)

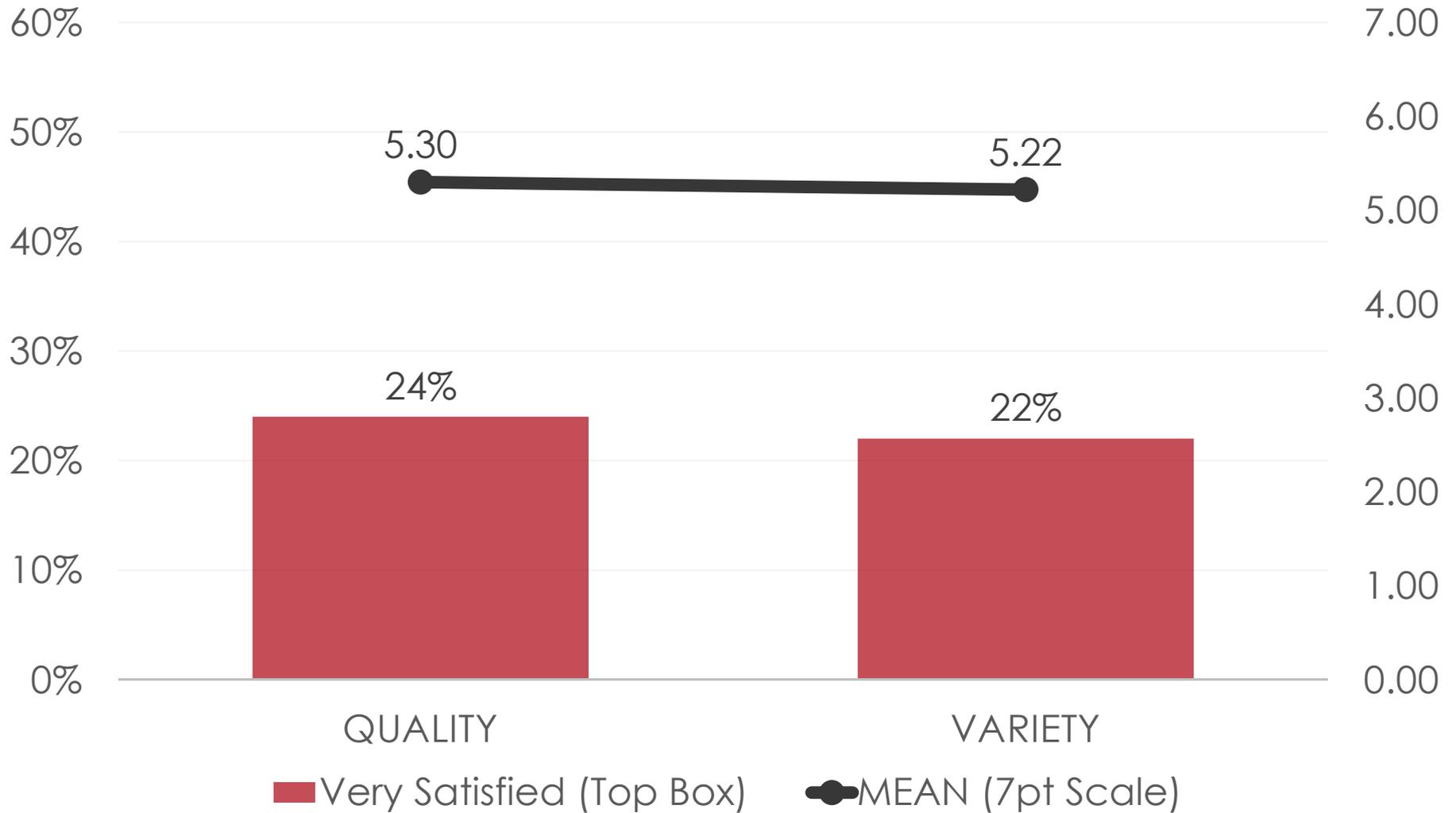


Optional Tour Satisfaction

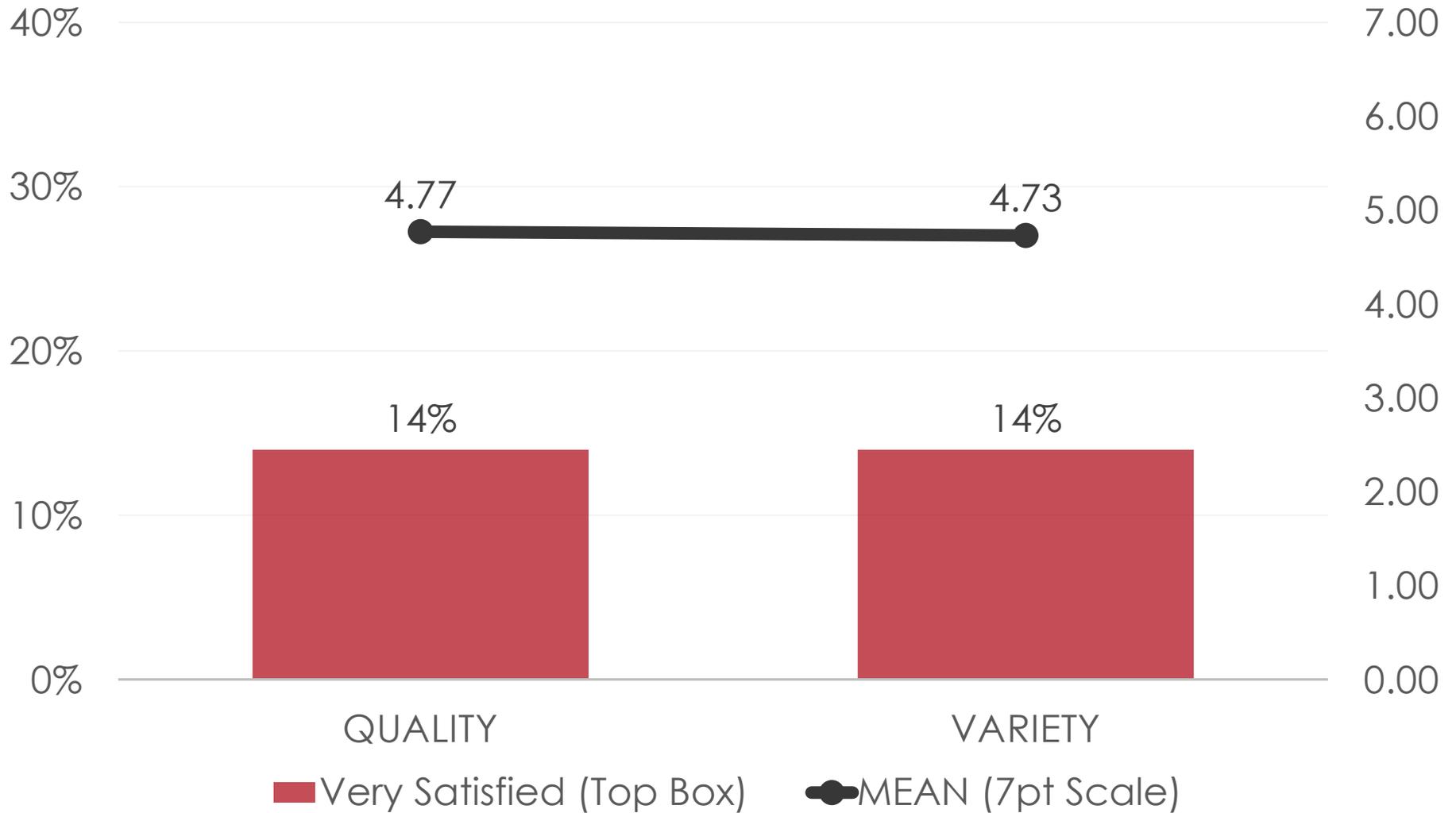
Top Responses only - Participation (5%+)



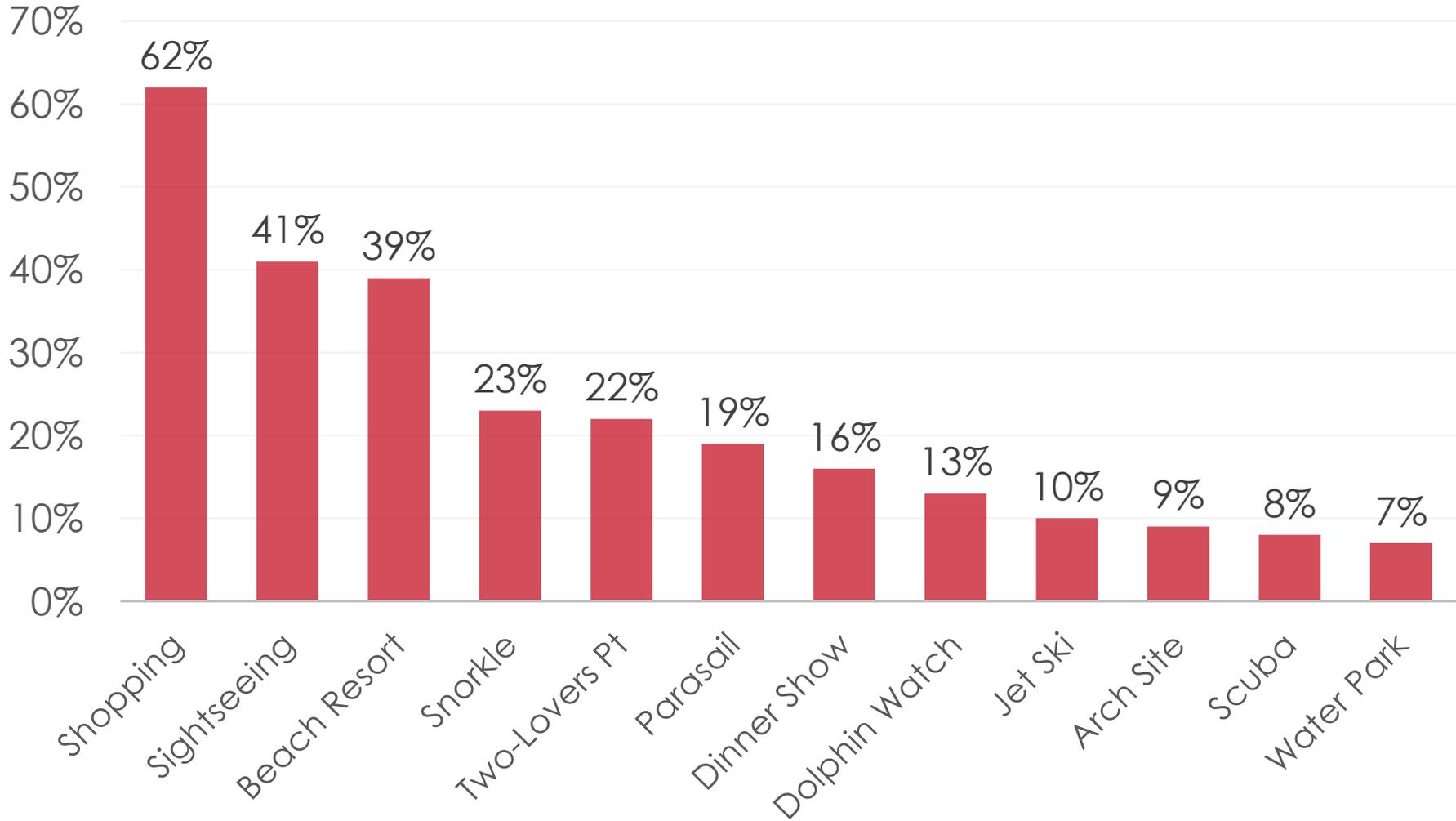
DAY TOUR - SATISFACTION



NIGHT TOUR - SATISFACTION

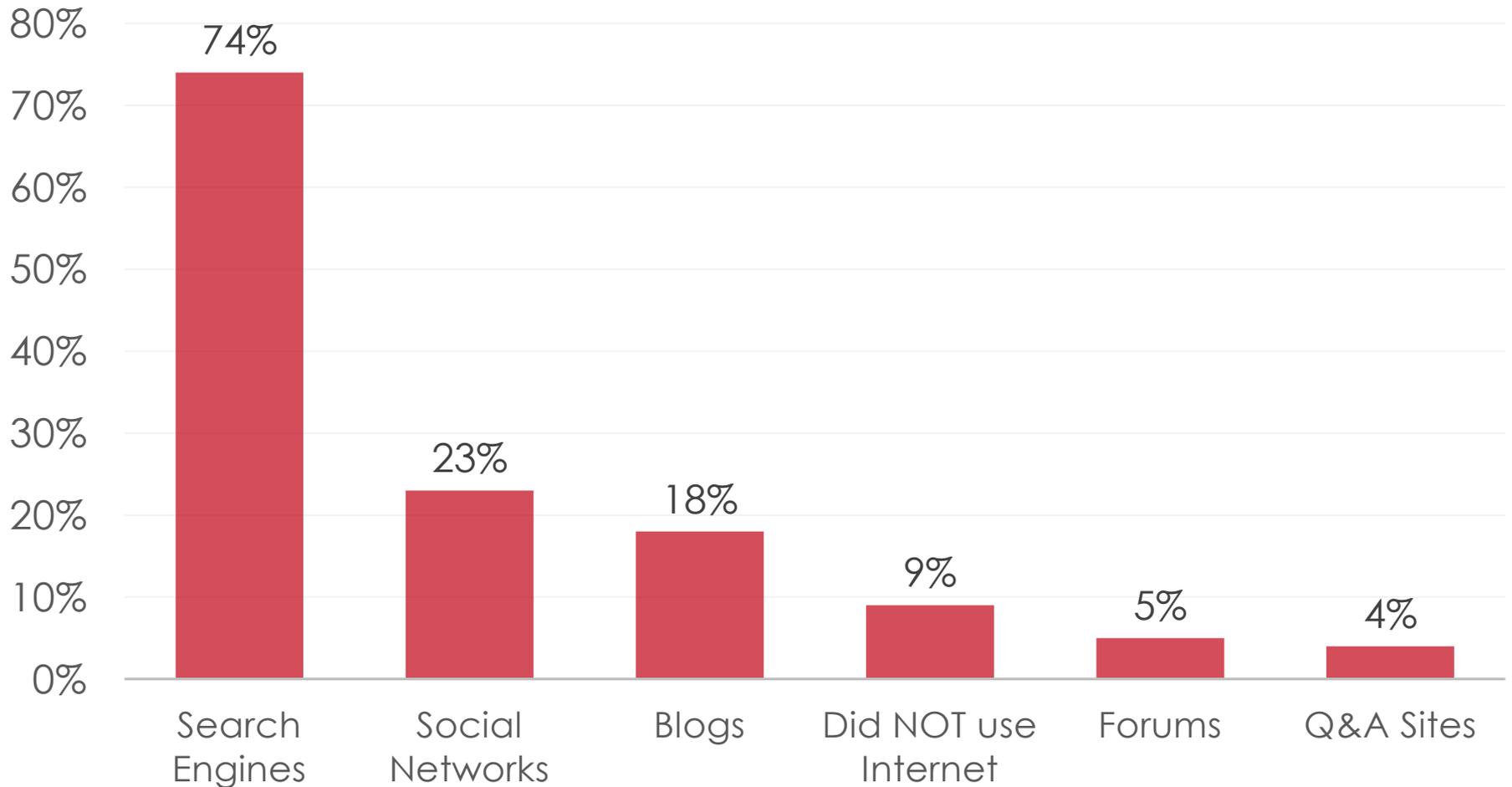


Activities Participation (Top Responses)



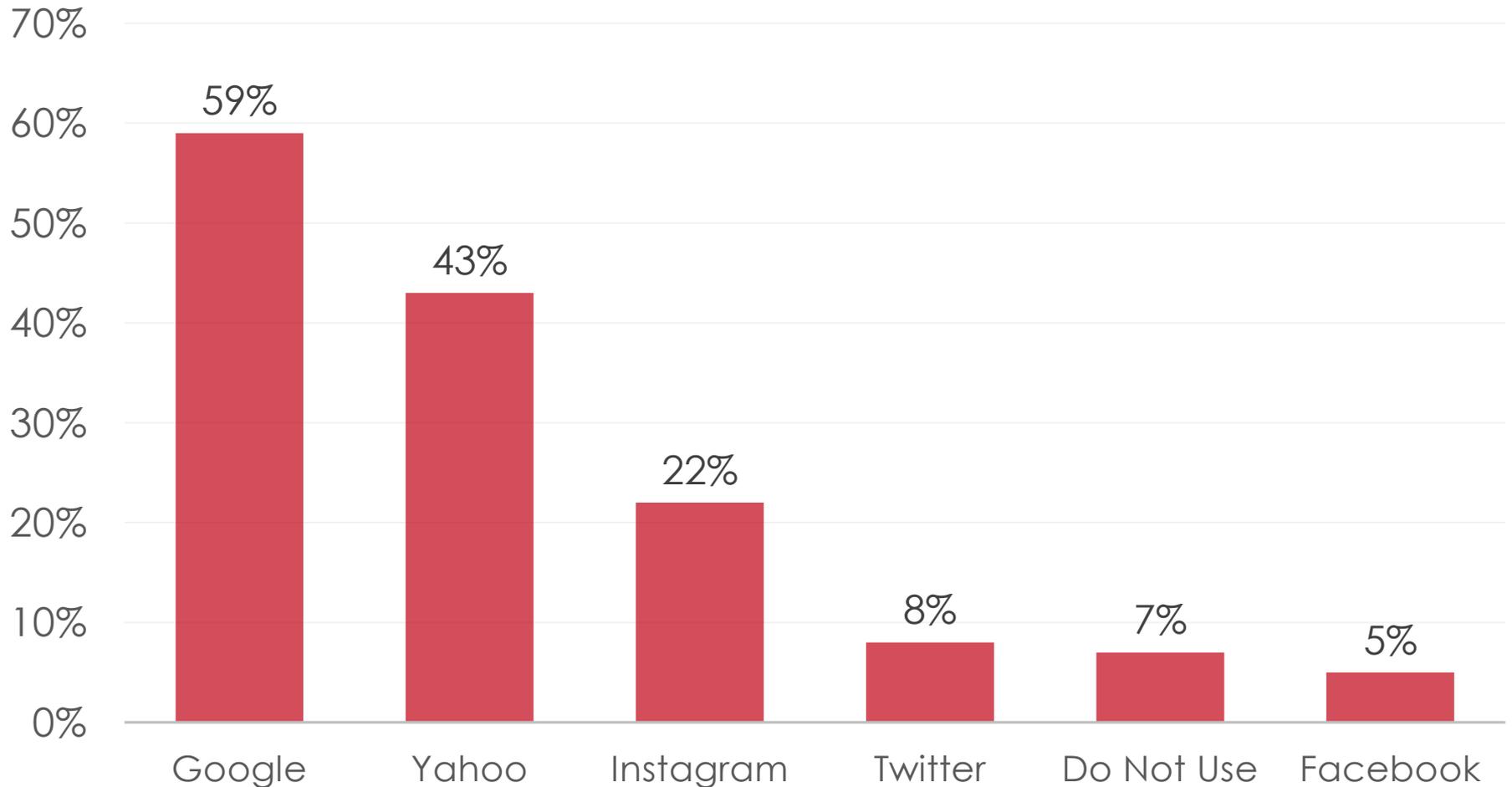
SECTION 5 PROMOTIONS

INTERNET- GUAM SOURCES OF INFORMATION



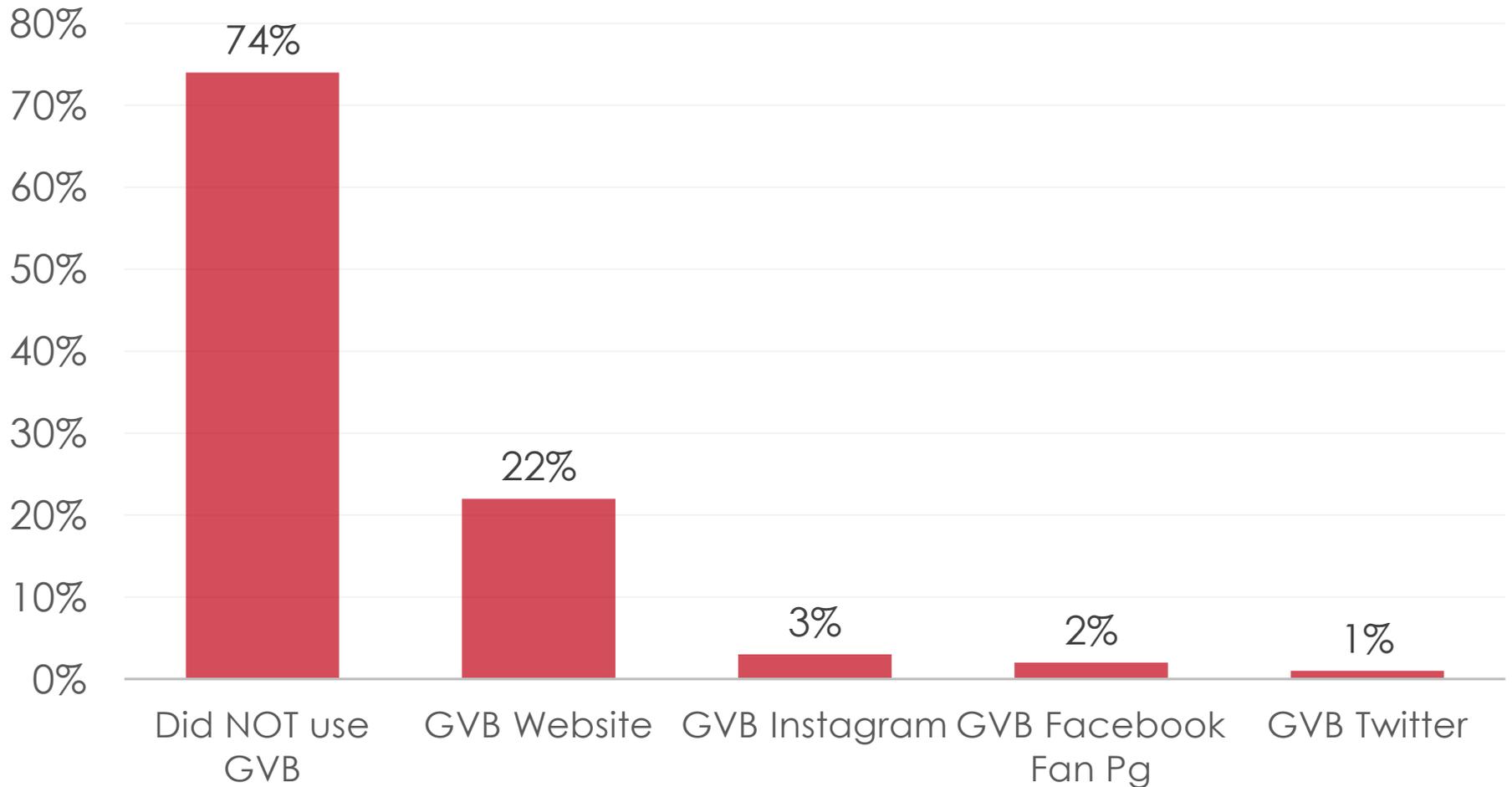
INTERNET- SOURCES OF INFORMATION

Things to do on Guam

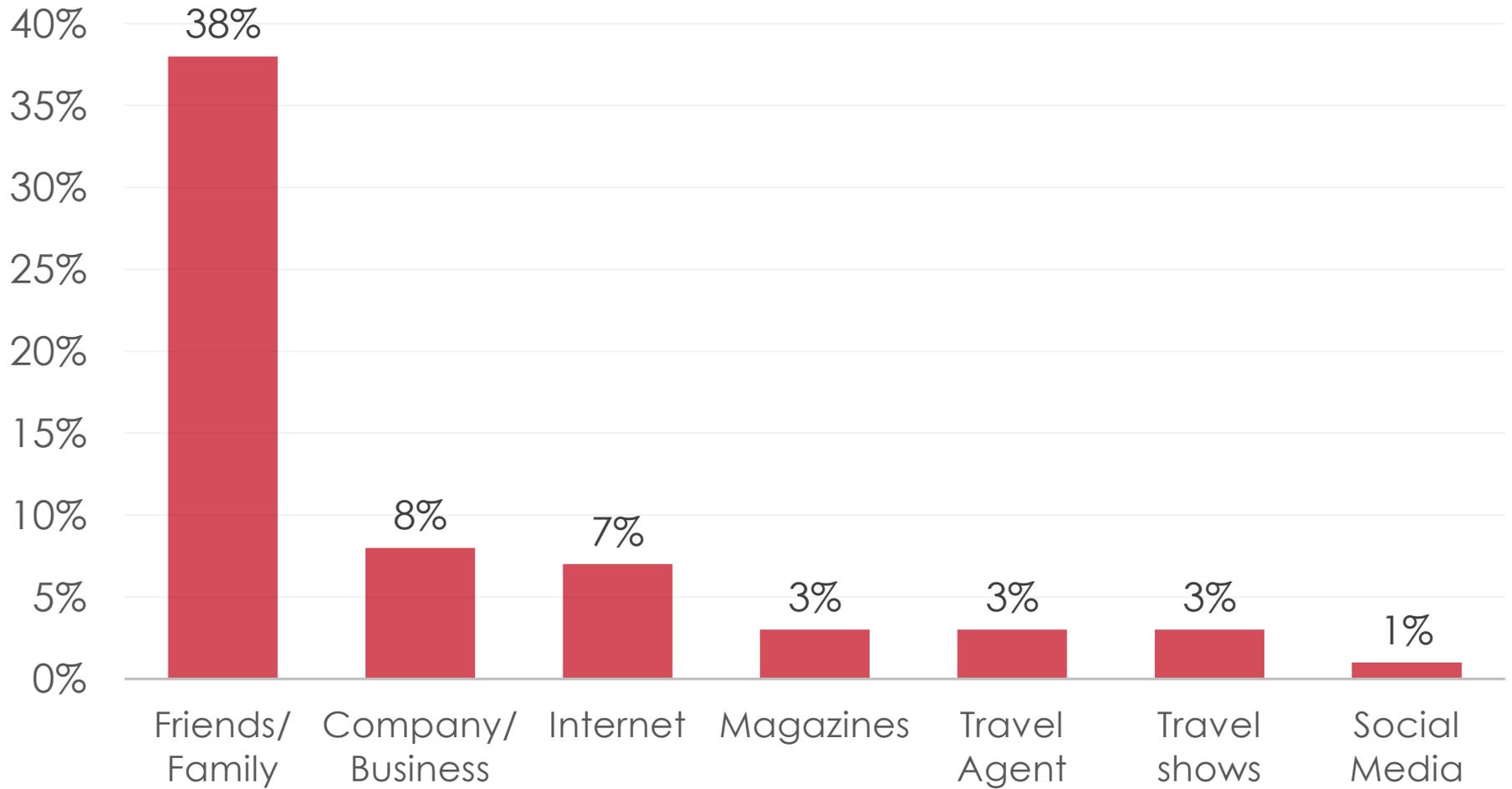


INTERNET- SOURCES OF INFORMATION

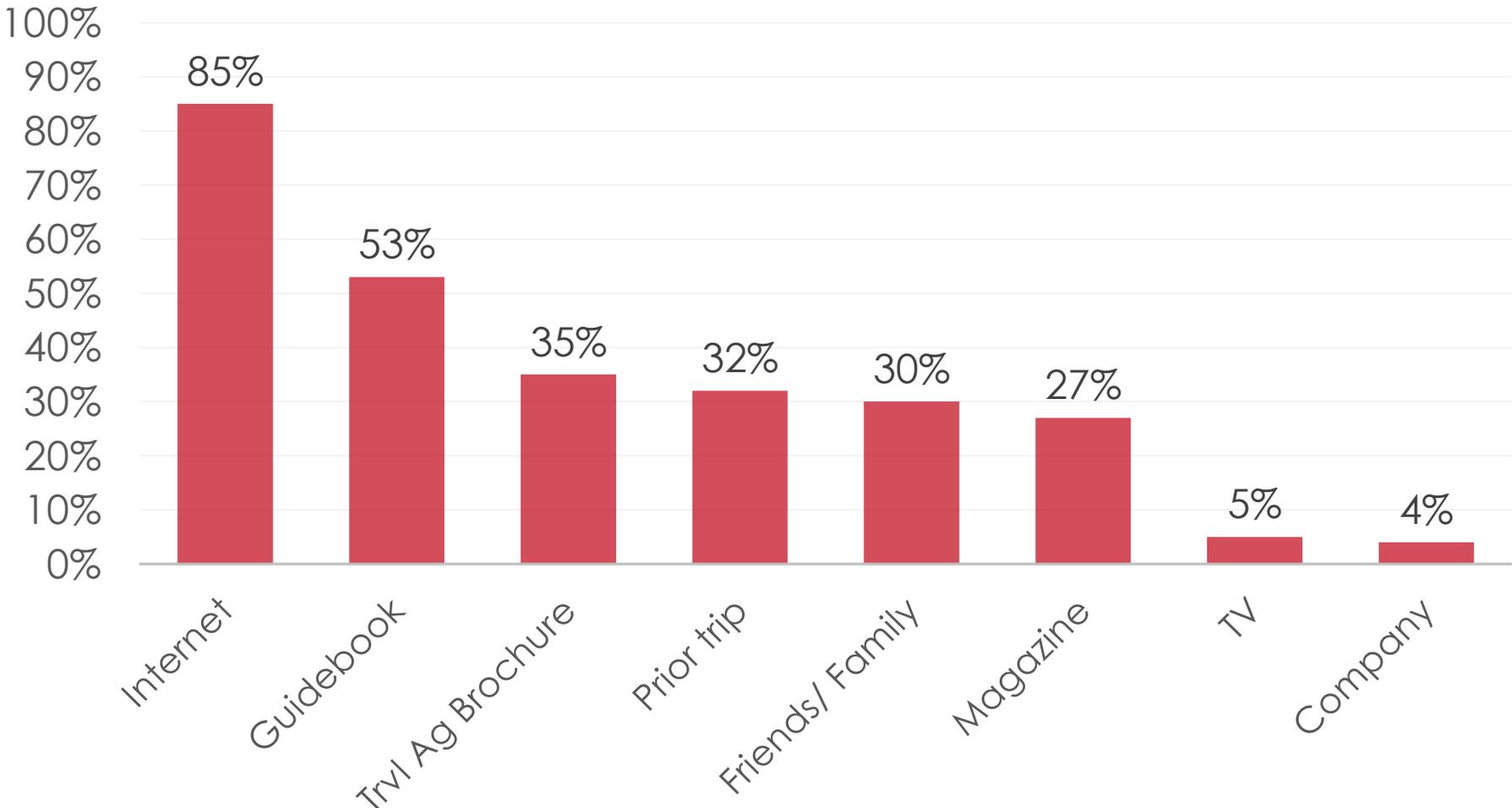
GVB



TRAVEL MOTIVATION



PRE-ARRIVAL SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION – Key Segments

GVB EXIT SURVEY

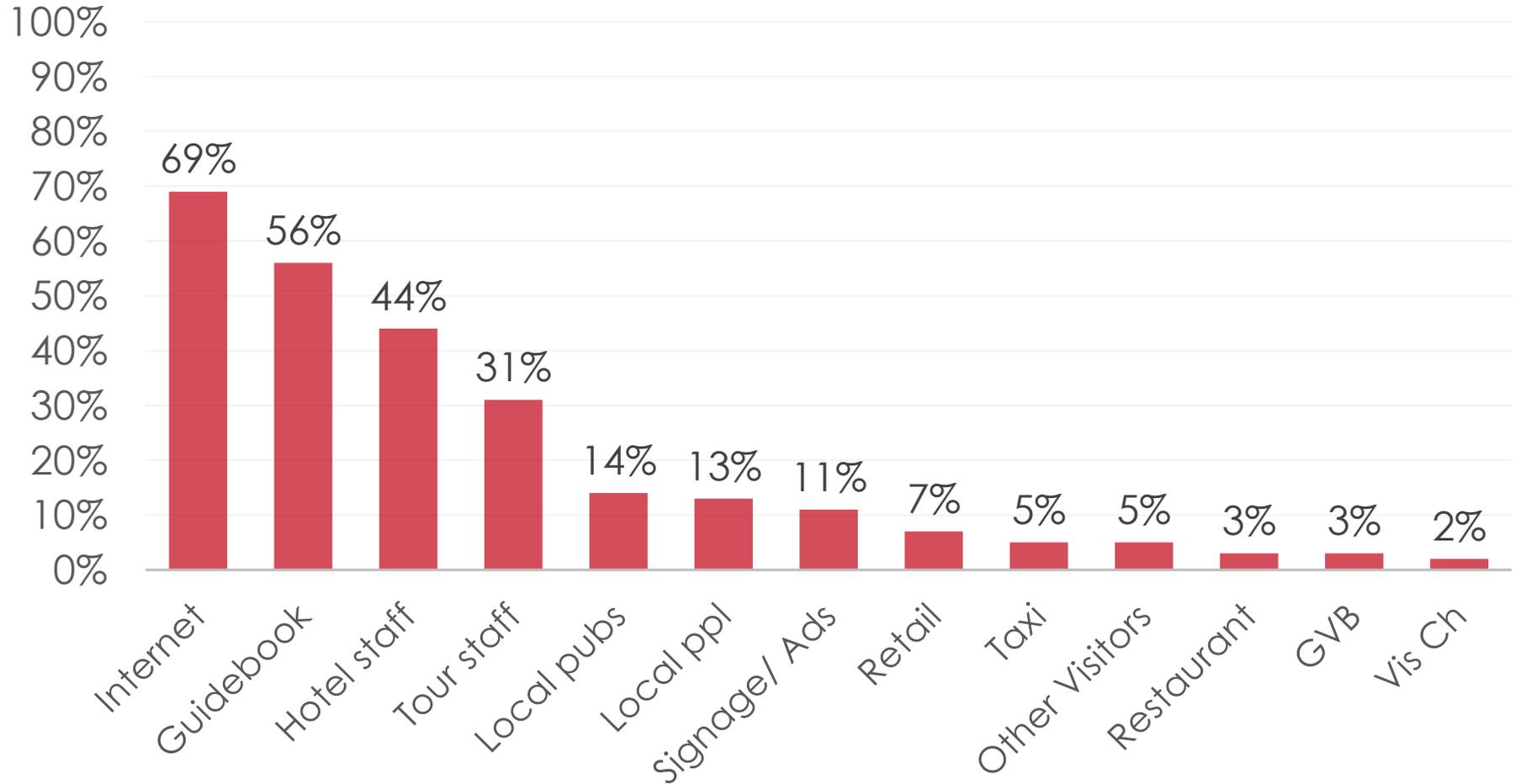
Q1 Please select the top three sources of information you used to find out about Guam before your trip:

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
Q1	Internet/Mobile App	85%	85%	83%	89%	59%	50%	80%	79%
	Travel guide book at bookstores	53%	52%	46%	53%	44%	67%	50%	51%
	Travel agent brochure	35%	39%	25%	36%	36%		44%	33%
	I have been to Guam before	32%	36%	62%	32%	56%	17%	27%	33%
	Friend or relative	30%	23%	22%	29%	26%	33%	31%	35%
	Magazine (consumer)	27%	29%	24%	23%	26%	50%	27%	25%
	TV	5%	4%	4%	7%	3%		2%	7%
	Co-worker/ company travel department	4%	1%	3%	5%	3%	33%		9%
	Consumer travel shows	3%	3%	2%	2%			1%	1%
	Guam Visitors Bureau promotional activities	2%	2%	2%	2%	3%		1%	2%
	Guam Visitors Bureau office	1%	1%	1%	1%				1%
	Travel trade shows	0%	0%	0%		3%			1%
	Newspaper	0%	0%	0%	1%			1%	
	Radio	0%							0%
	Theater ads	0%							0%
	Total	1049	496	529	161	39	6	88	278



ONISLE

SOURCES OF INFORMATION



ON-ISLE SOURCES OF INFORMATION – Key Segments

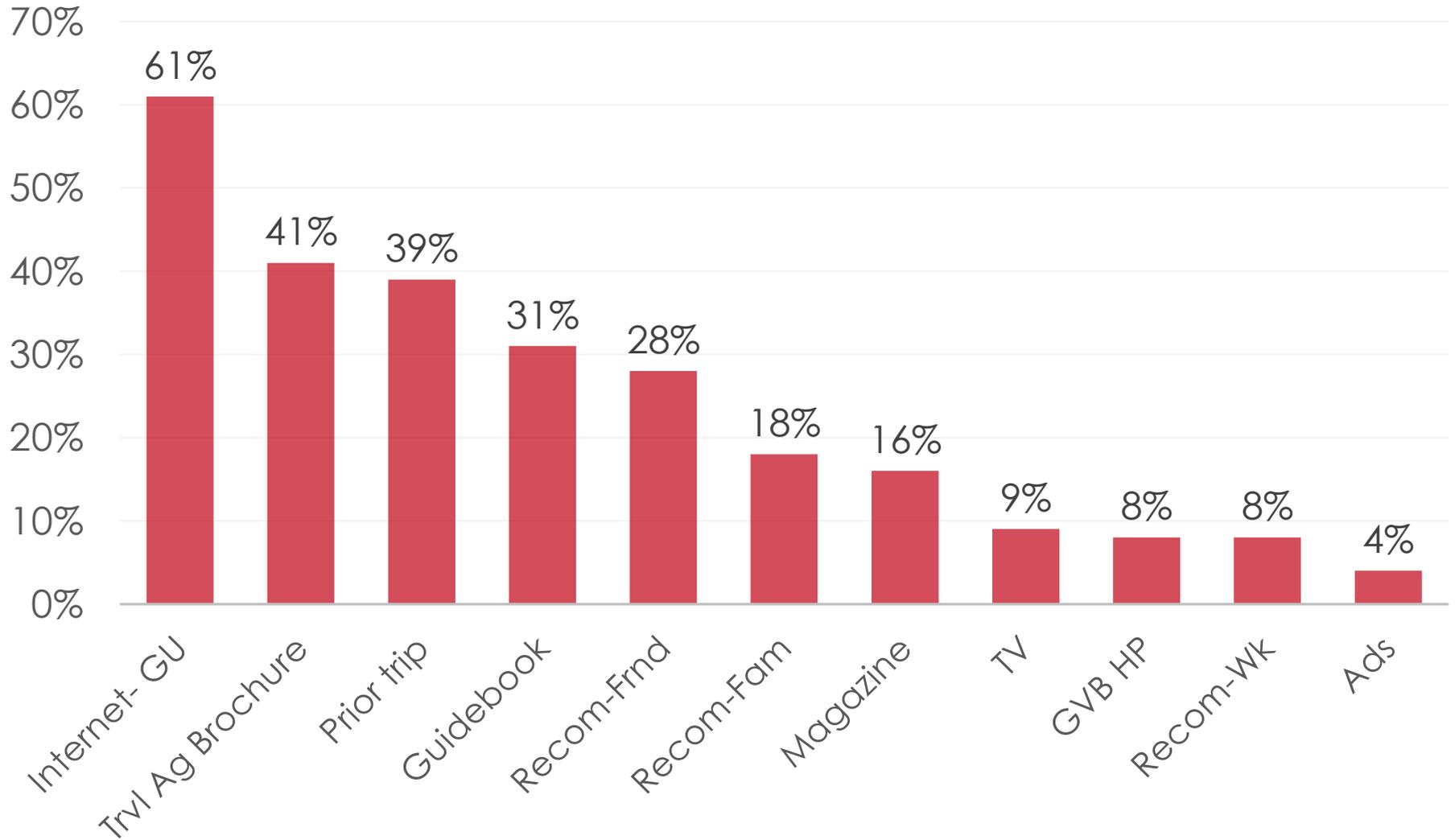
GVB EXIT SURVEY

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

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
Q2	Internet/Mobile App	69%	68%	69%	72%	43%	33%	69%	61%
	Guide books I brought with me	56%	55%	54%	64%	50%	50%	53%	50%
	Hotel staff	44%	43%	40%	37%	40%	83%	55%	47%
	Tour staff	31%	33%	27%	34%	43%	50%	28%	35%
	Local publication	14%	16%	16%	14%	28%	33%	16%	18%
	Local people	13%	9%	11%	9%	10%	17%	9%	13%
	Signs/ advertisement	11%	11%	11%	10%	5%		9%	11%
	Retail staff	7%	6%	6%	6%	3%	17%	8%	8%
	Taxi drivers	5%	5%	6%	5%	3%		14%	7%
	Other visitors	5%	3%	6%	5%	3%		5%	8%
	Restaurant staff (outside hotel)	3%	2%	3%	3%	8%		5%	4%
	Guam Visitors Bureau	3%	3%	3%	2%	8%	17%	1%	3%
	Visitors channel	2%	3%	3%	2%	10%		2%	3%
	Total	1042	492	526	159	40	6	86	276



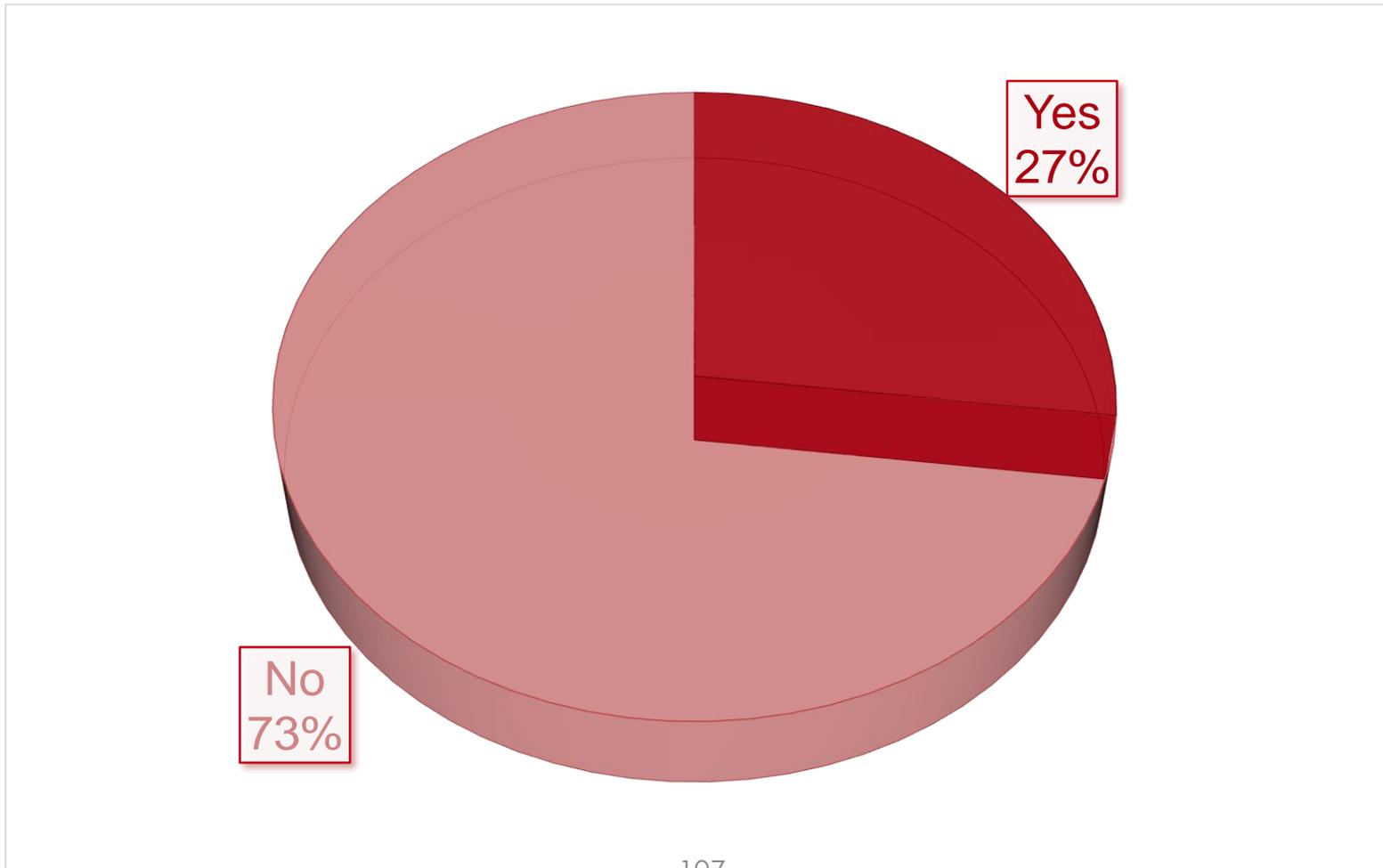
TRAVEL MOTIVATORS



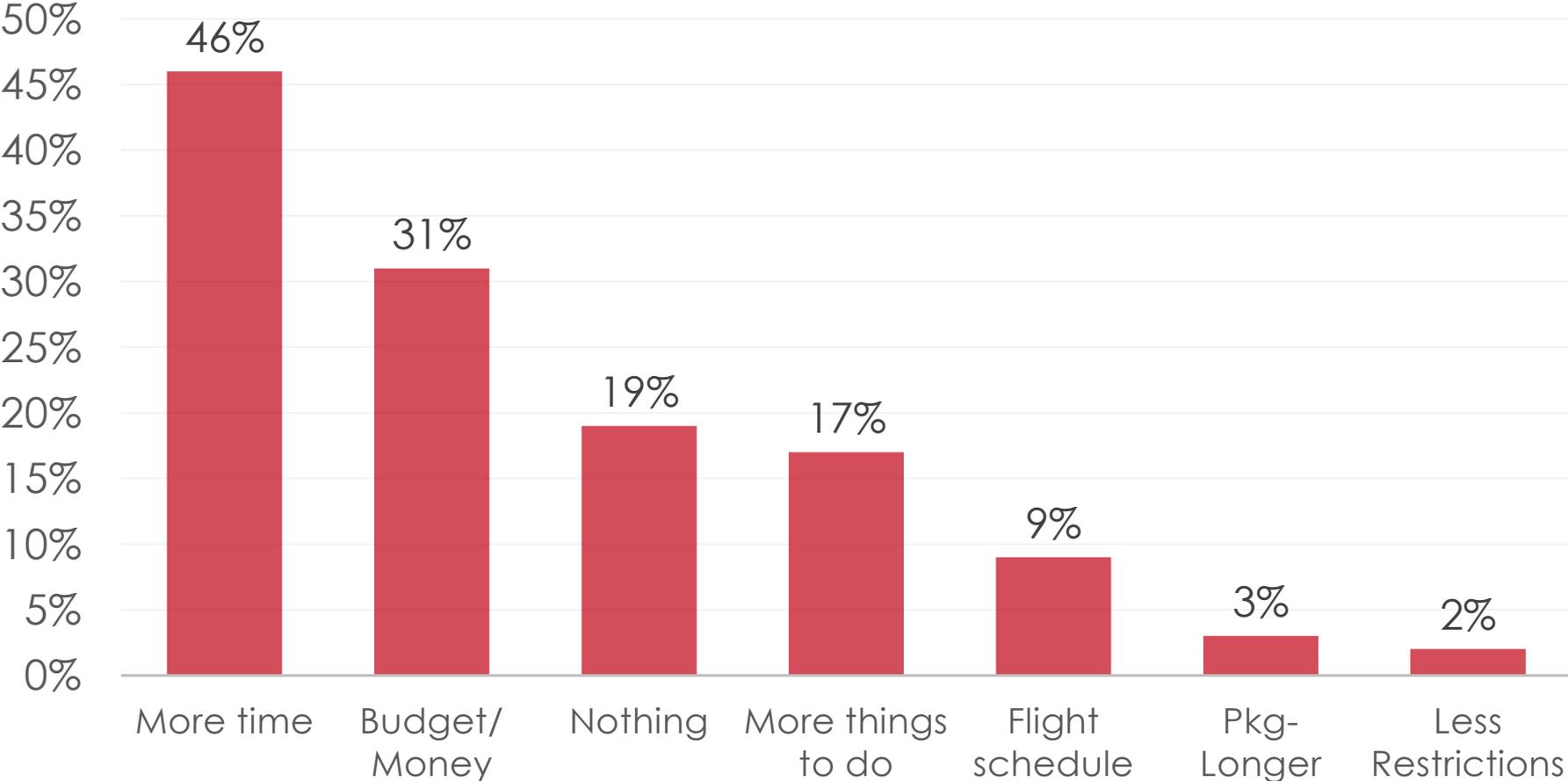
SECTION 6

FUTURE TRAVEL TO GUAM

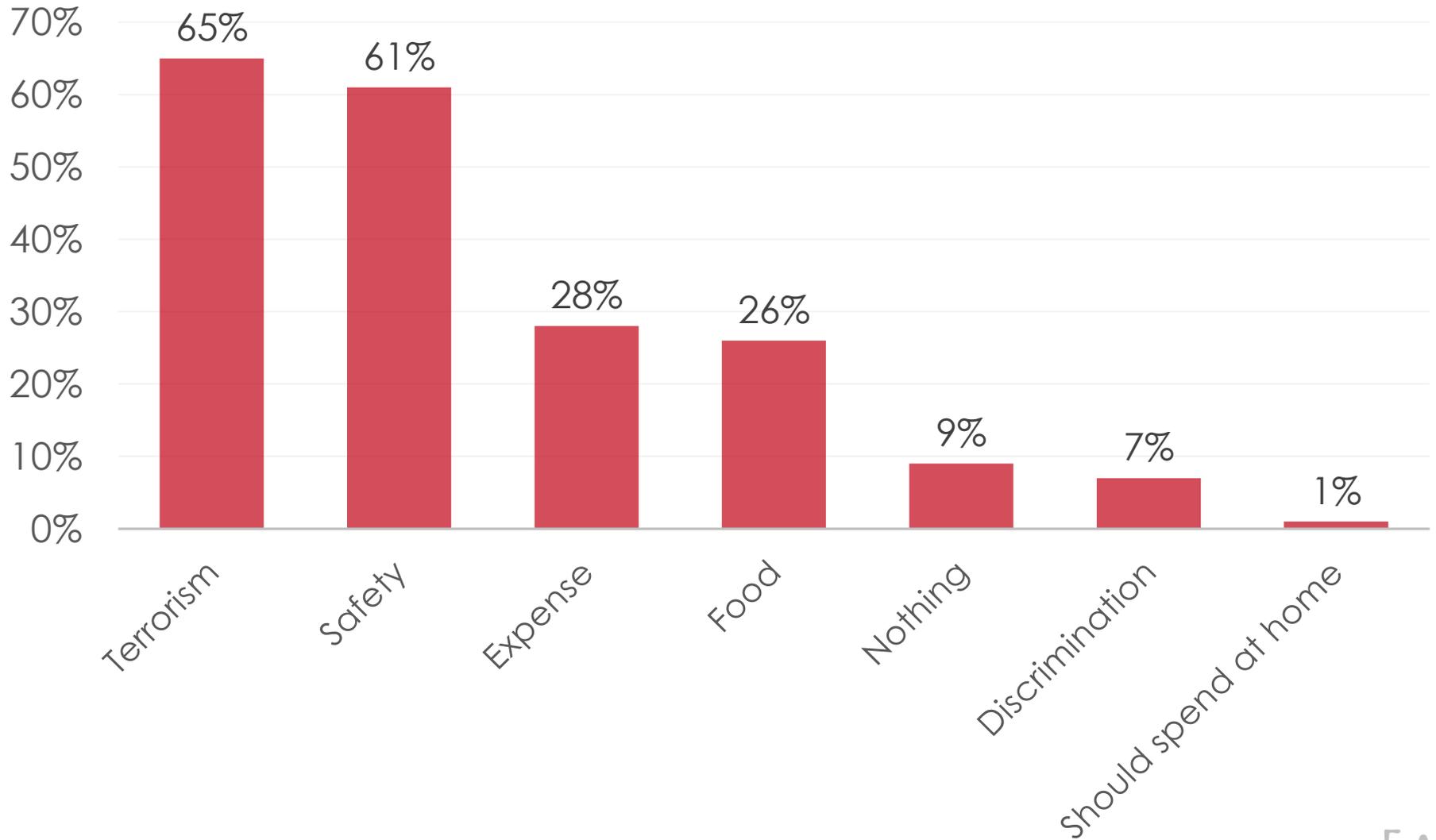
Will security screening/ immigration at Guam Airport impact future travel to Guam?



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



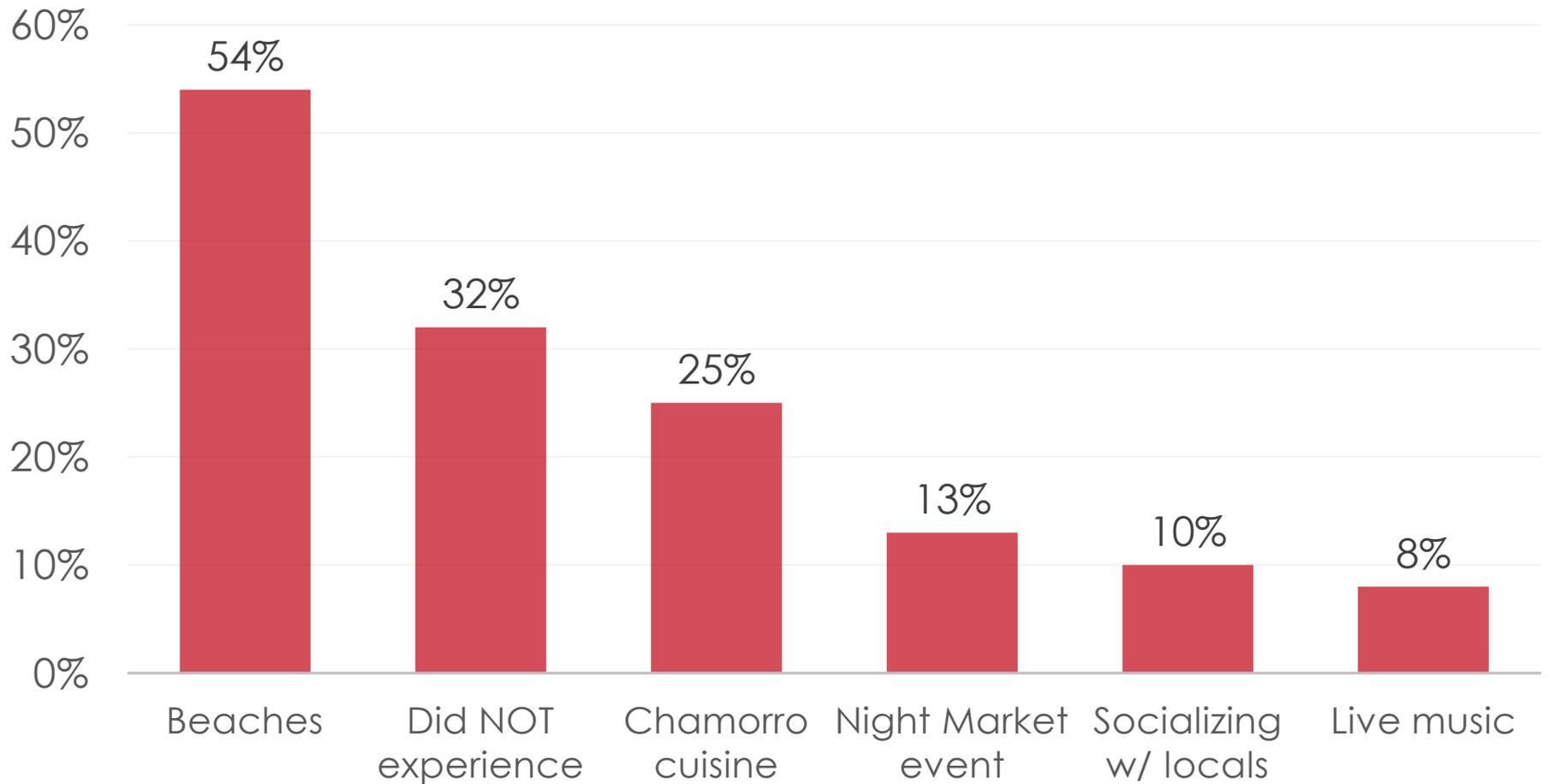
FUTURE TRAVEL CONCERNS



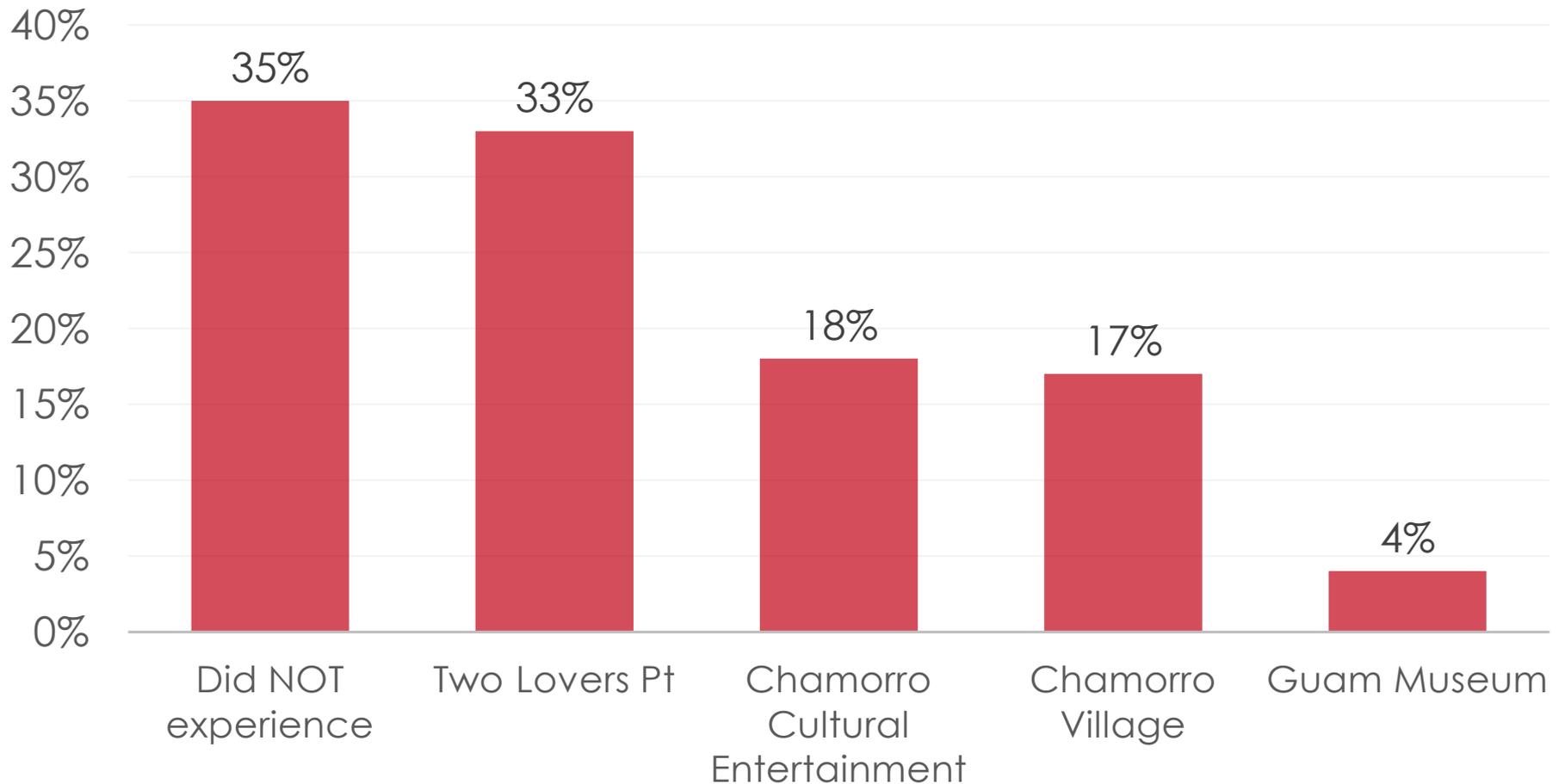
SECTION 7

GUAM CULTURE

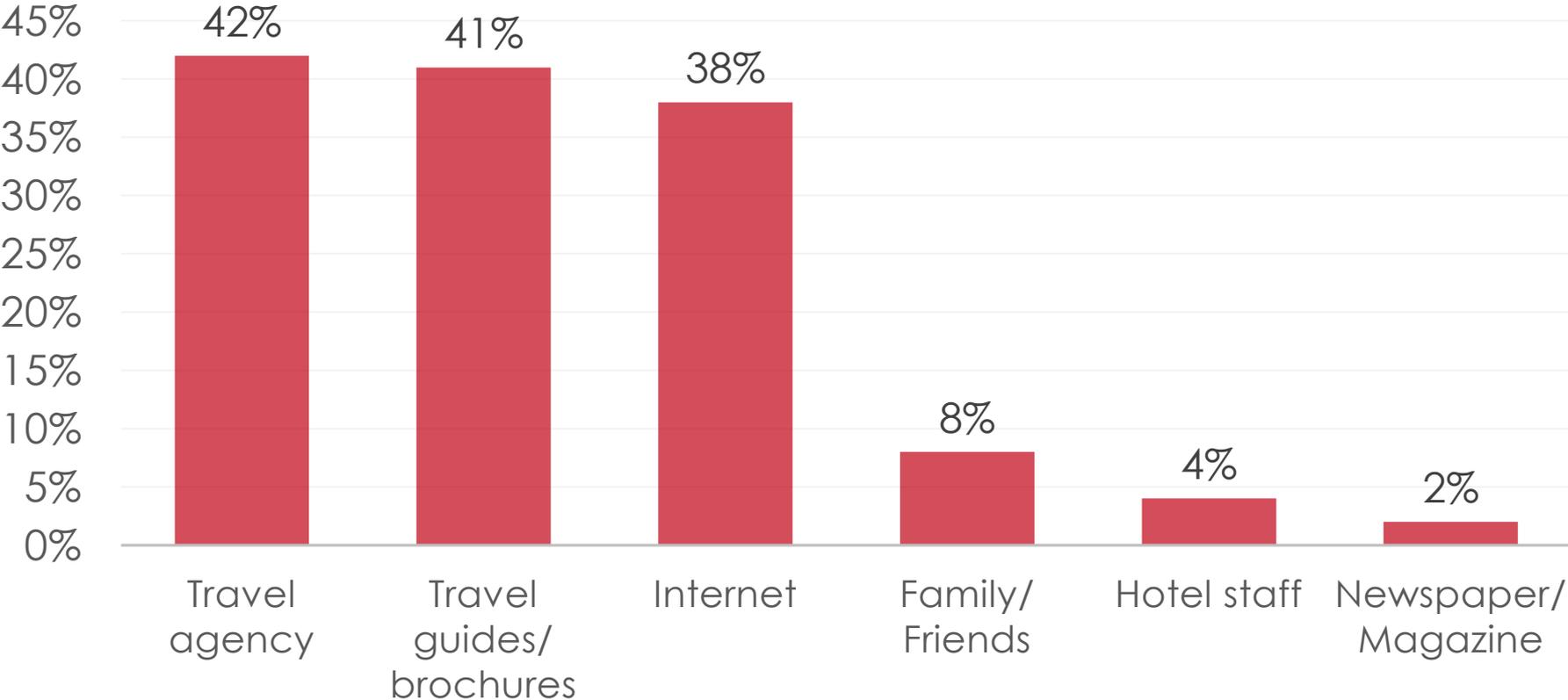
EXPERIENCED- CHAMORRO/ HAFSA ADAI SPIRIT



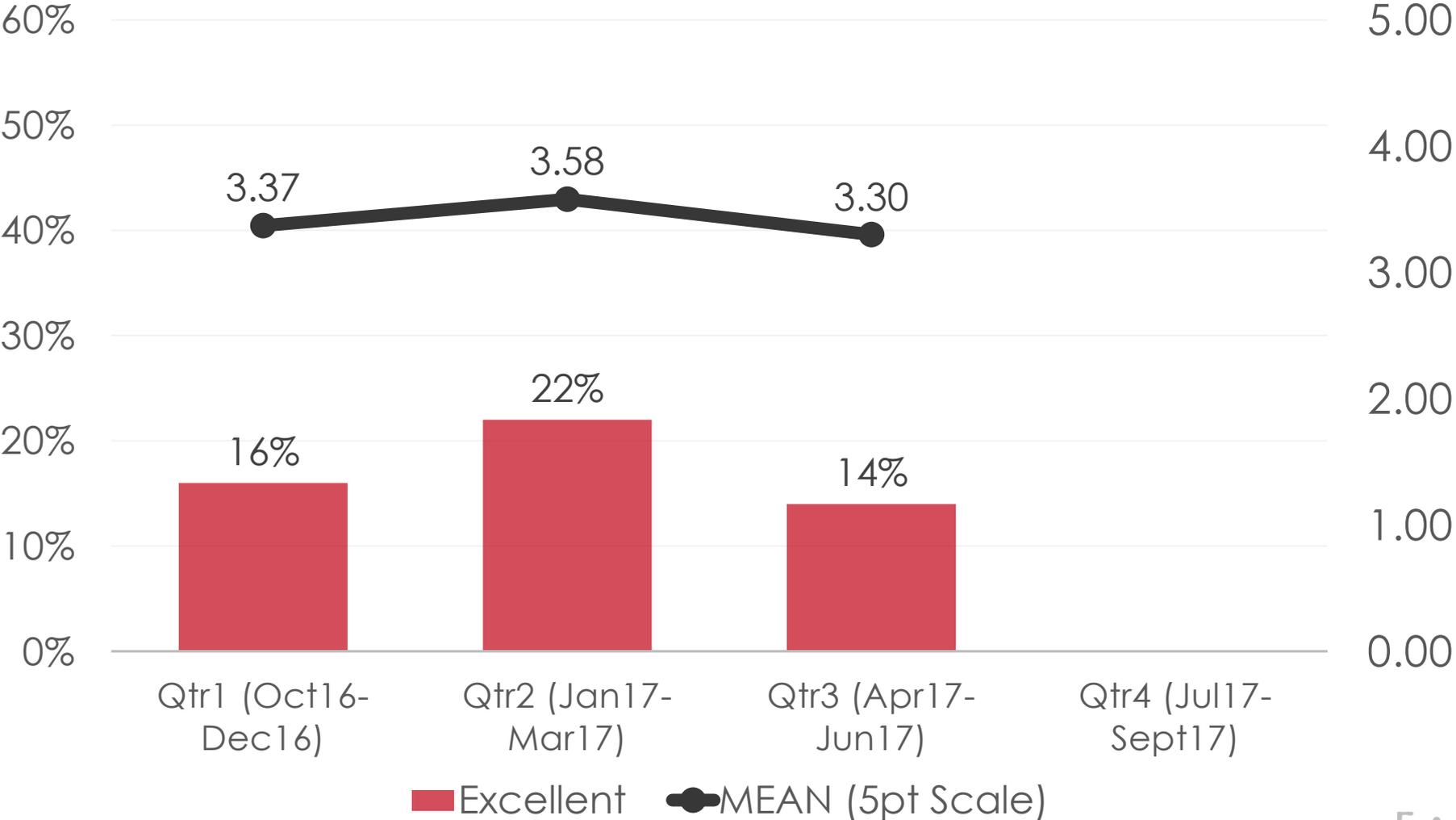
EXPERIENCED- OTHER CULTURAL ACTIVITY/EVENTS



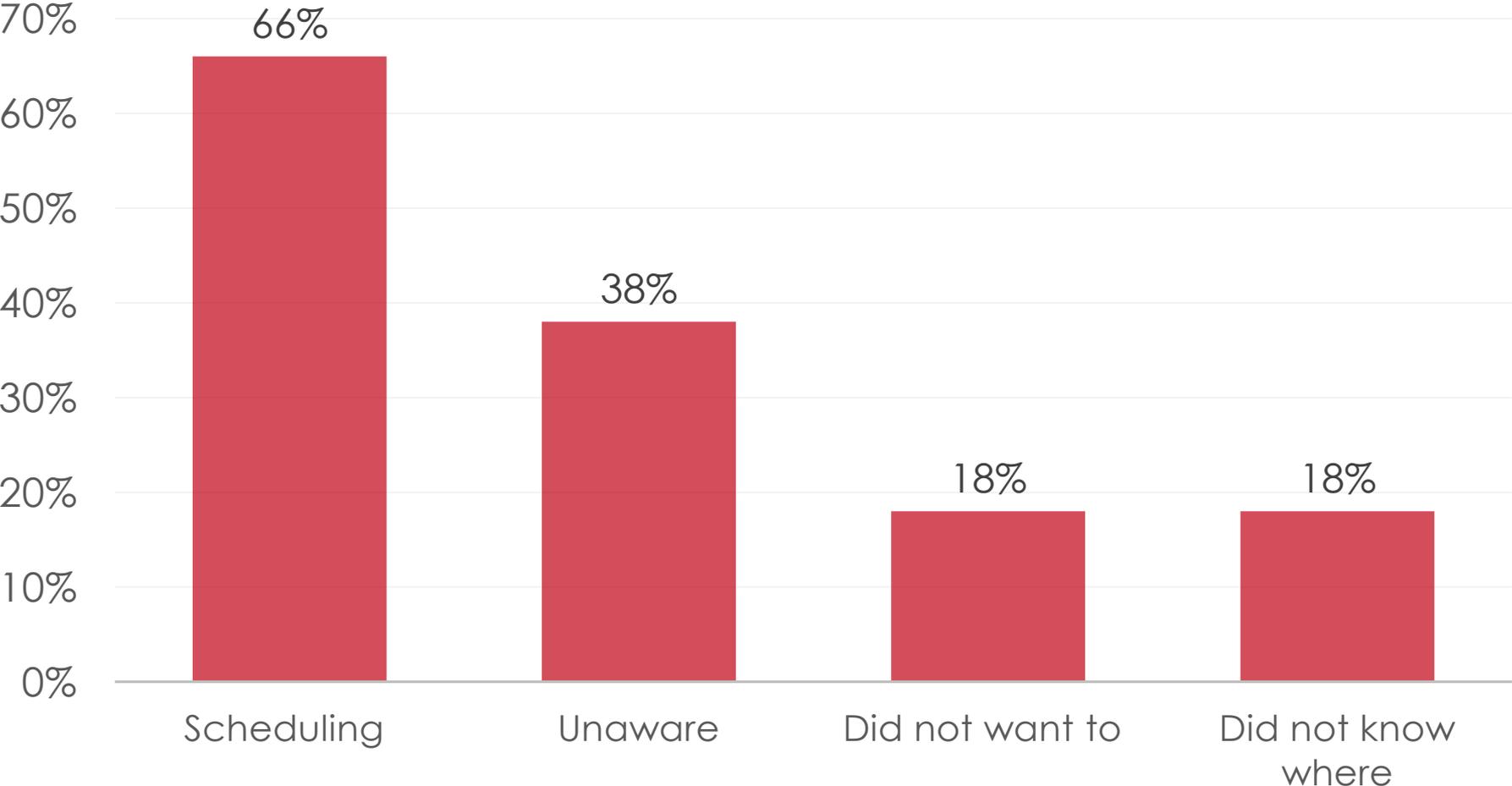
SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS



SATISFACTION- CULTURAL ACTIVITY/EVENTS



OBSTACLES- CULTURAL ACTIVITY/EVENTS



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.

Drivers- Overall Satisfaction

Comparison of Drivers of Overall Satisfaction, 1st, 2nd and 3rd Qtr. 2017, and Overall 1-3 Qtr. 2017				
	1st Qtr. 2017	2nd Qtr. 2017	3rd Qtr. 2017	Combined 1-3rd Qtr. 2017
Drivers:	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks	5	1	3	4
Ease of getting around			6	9
Safety walking around at night				
Quality of daytime tours				
Variety of daytime tours				6
Quality of nighttime tours				
Variety of nighttime tours			7	8
Quality of shopping	3			3
Variety of shopping		2	2	
Price of things on Guam				
Quality of hotel accommodations	2	3	4	2
Quality/cleanliness of air, sky				11
Quality/cleanliness of parks				
Quality of landscape in Tumon			1	7
Quality of landscape in Guam	1	4	5	1
Quality of ground handler	4			10
Quality/cleanliness of transportation vehicles				5
% of Overall Satisfaction Accounted For	48.8%	50.1%	53.3%	50.3%
NOTE: Only significant drivers are included.				

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Japanese visitor's experience on Guam is driven by seven significant factors in the 3rd Quarter FY2017 Period. By rank order they are:
 - **Quality of landscape in Tumon,**
 - **Variety of shopping,**
 - **Quality & cleanliness of beaches & parks,**
 - **Quality of hotel accommodations,**
 - **Quality of landscape in Guam,**
 - **Ease of getting around, and**
 - **Variety of night time tours.**
- With these factors the overall r^2 is .533 meaning that **53.3% of overall satisfaction is accounted for by these factors.**

Drivers – On-Isle Expenditures

Comparison of Drivers of Per Person On-Island Expenditures, 3rd Qtr. 2017 and Overall 1st, 2nd and 3rd Qtr. 2017				
	1st Qtr 2017	2nd Qtr 2017	3rd Qtr. 2017	Combined 1-3 Qtr. 2017
Drivers:	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks		5		
Ease of getting around				2
Safety walking around at night		3		
Quality of daytime tours				
Variety of daytime tours			2	
Quality of nighttime tours				
Variety of nighttime tours			1	
Quality of shopping	1			1
Variety of shopping				
Price of things on Guam				
Quality of hotel accommodations		2		
Quality/cleanliness of air, sky				
Quality/cleanliness of parks				
Quality of landscape in Tumon		4		3
Quality of landscape in Guam				
Quality of ground handler				
Quality/cleanliness of transportation vehicles		1		
% of Per Person On Island Expenditures Accounted For	1.2%	3.4%	1.7%	1.2%
NOTE: Only significant drivers are included.				

Drivers of On-Isle Expenditures

- **Per Person On Island Expenditure** of Japanese visitors on Guam is driven by two significant factors in the 3rd Quarter FY2017 period. In rank order, they are:
 - **Variety of night time tours, and**
 - **Variety of day time tours.**
- With these factors the overall r^2 is .017 meaning that **1.7% of per person on island expenditure is accounted for by these factors.**