

Guam Visitors Bureau

Japan Visitor Tracker Exit Profile & Market Segmentation Report

FY2017

MAY 2017

Prepared by: Anthology Research

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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 **350** departing Japan 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 **350** is +/- 5.23 percentage points with a 95% confidence level. That is, if all Japan 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 +/- 5.23 percentage points.

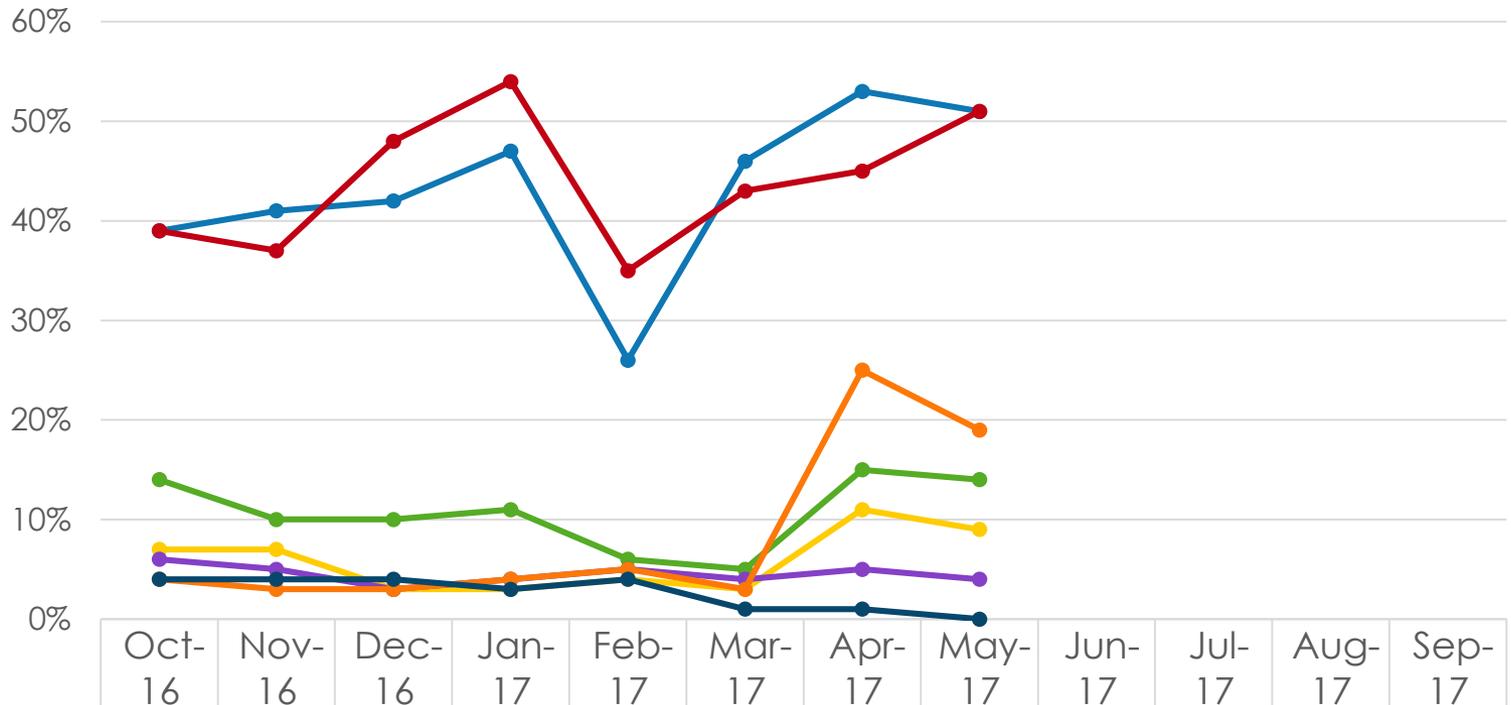
Objectives

- To monitor the effectiveness of the Japan seasonal campaigns in attracting Japan visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Japan 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 (Q5)
 - Office Lady/ Salary Woman (Gender/ Q25 Office worker- non-managerial)
 - Group Tour (Q6)
 - MICE (Q5A Convention/ Conference/ Trade Show/ Company sponsored)
 - Silver (QF Age 60+)
 - Wedding (Q5A)
 - Repeat Visitor (Q3)
 - 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

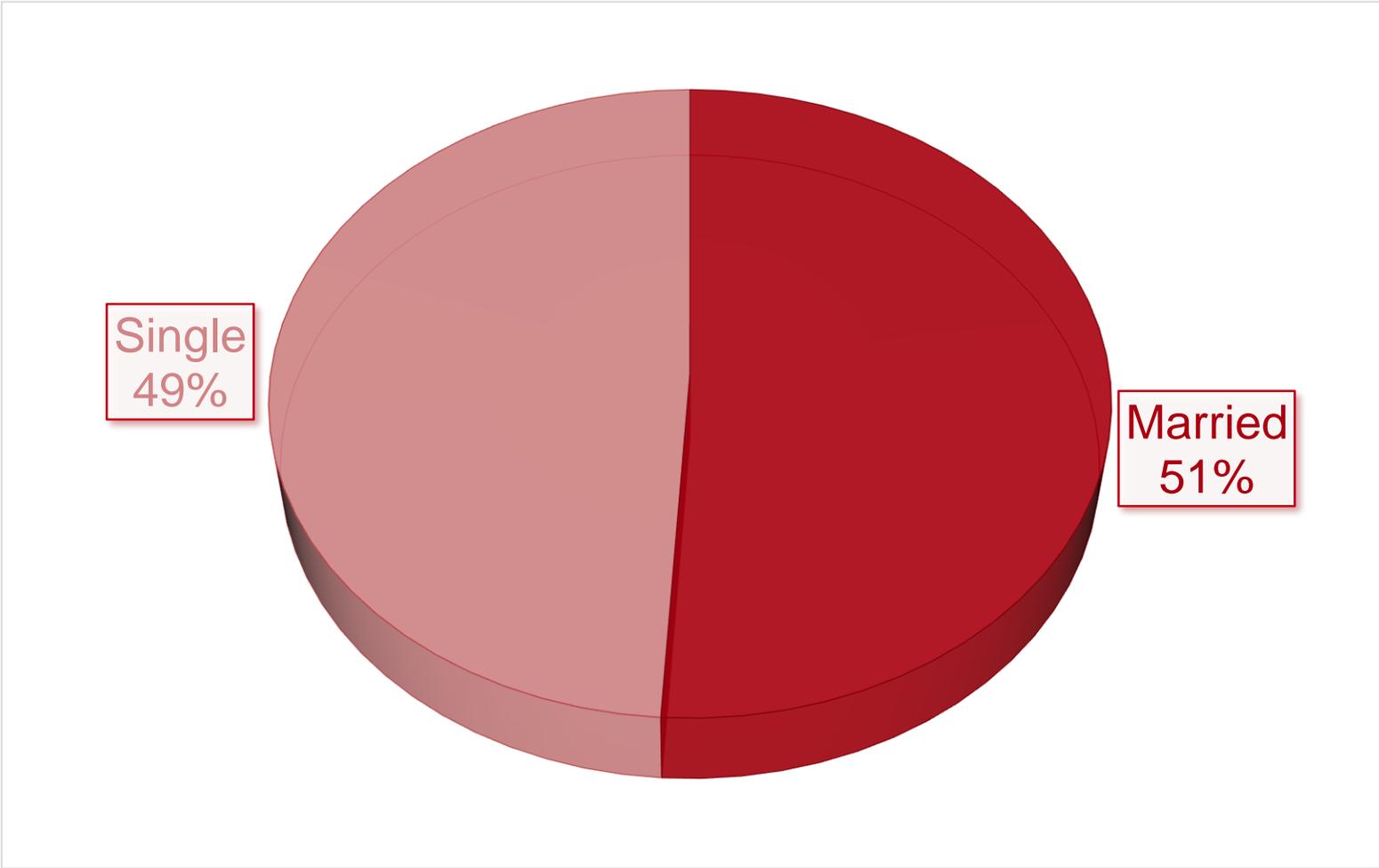


	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
Family	39%	41%	42%	47%	26%	46%	53%	51%				
Repeat	39%	37%	48%	54%	35%	43%	45%	51%				
Office Lady	14%	10%	10%	11%	6%	5%	15%	14%				
Wedding	7%	7%	3%	3%	4%	3%	11%	9%				
Silver	6%	5%	3%	4%	5%	4%	5%	4%				
Group	4%	3%	3%	4%	5%	3%	25%	19%				
MICE	4%	4%	4%	3%	4%	1%	1%	0%				

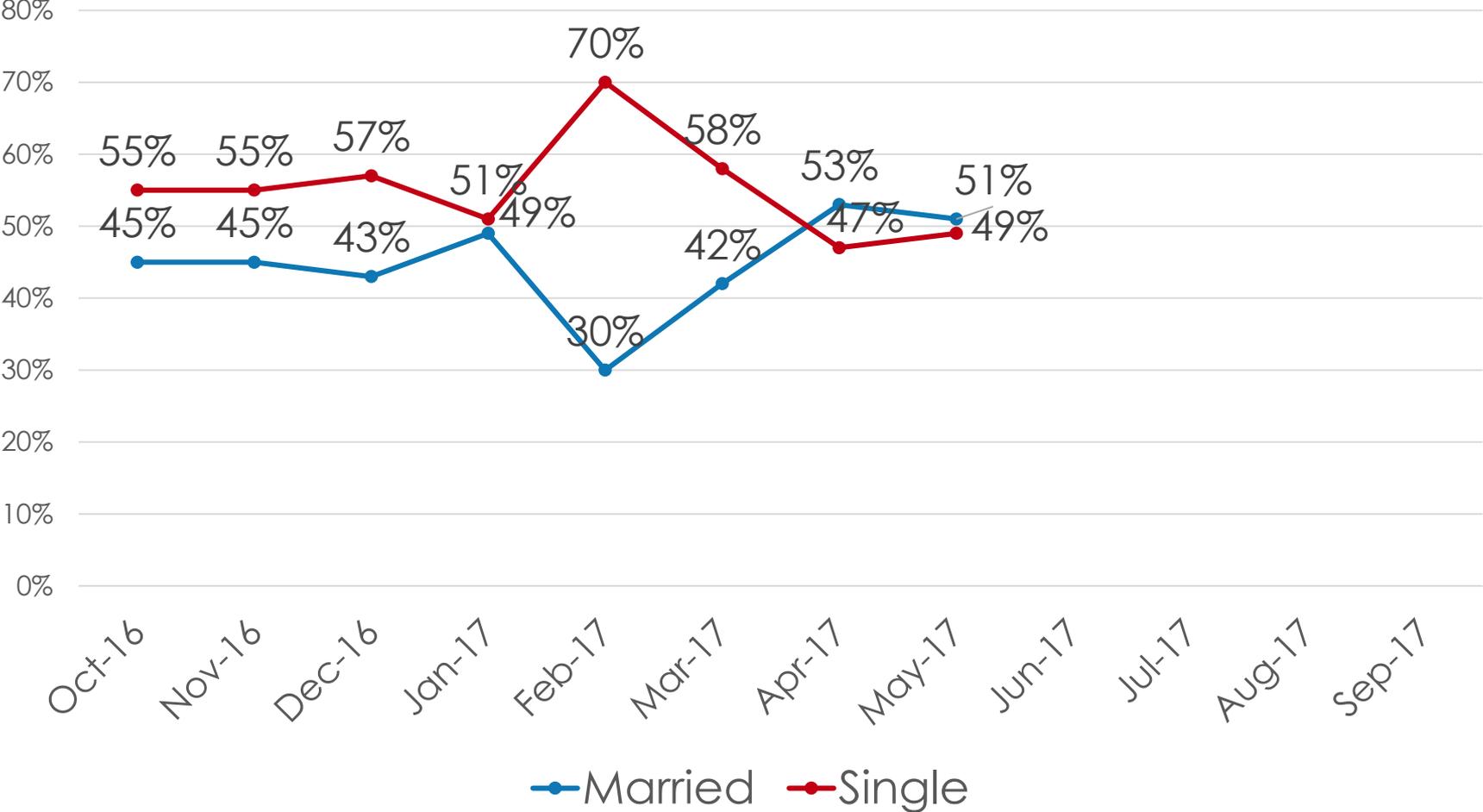
SECTION 1

PROFILE OF RESPONDENTS

Marital Status



Marital status – FY2017 Tracking



Marital status – Key Segments

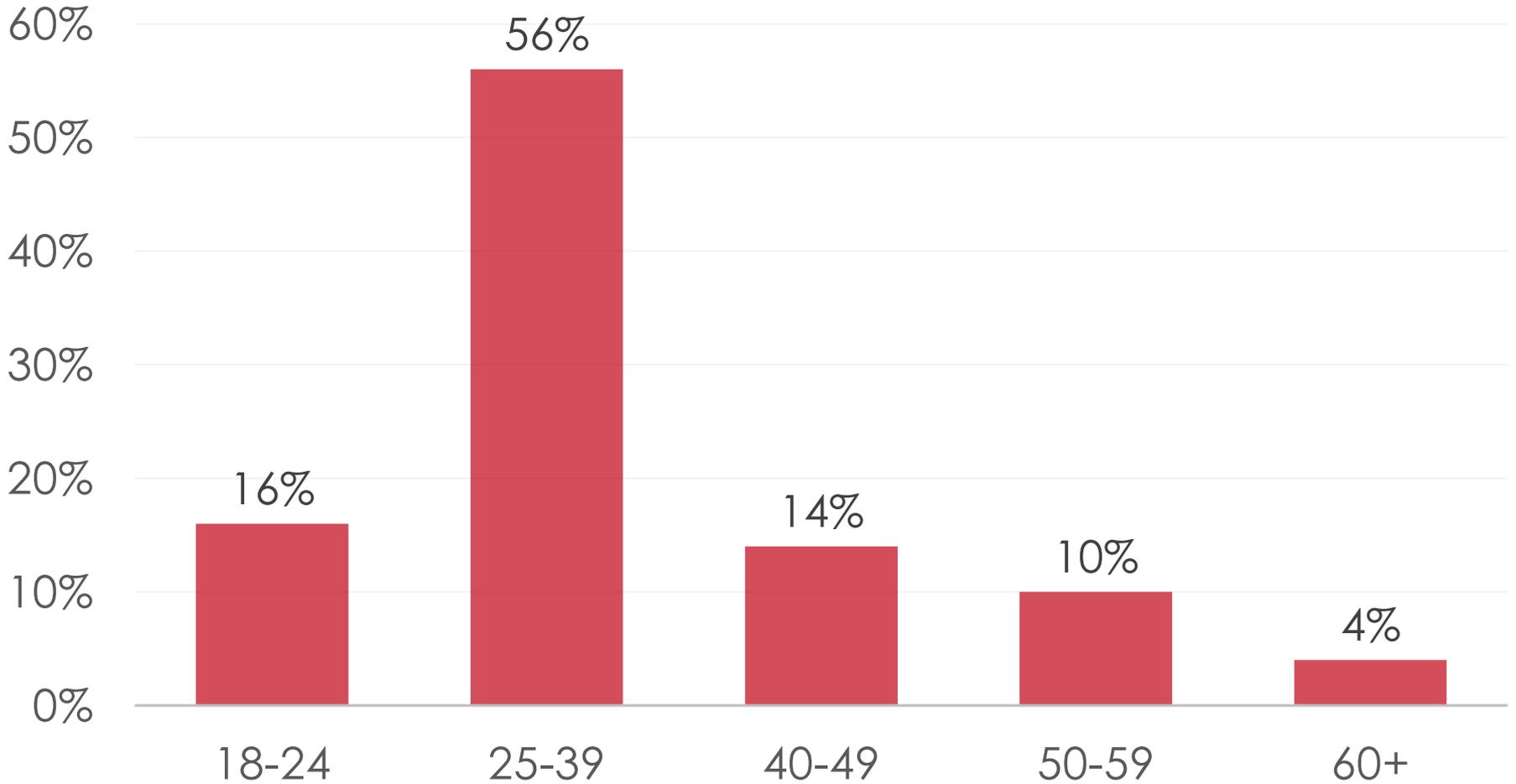
**GVB EXIT SURVEY
QE MARITAL STATUS**

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
QE	Married	51%	79%	53%	26%	92%	100%	63%	50%
	Single	49%	21%	47%	74%	8%		38%	50%
	Total	348	177	178	47	13	1	32	66

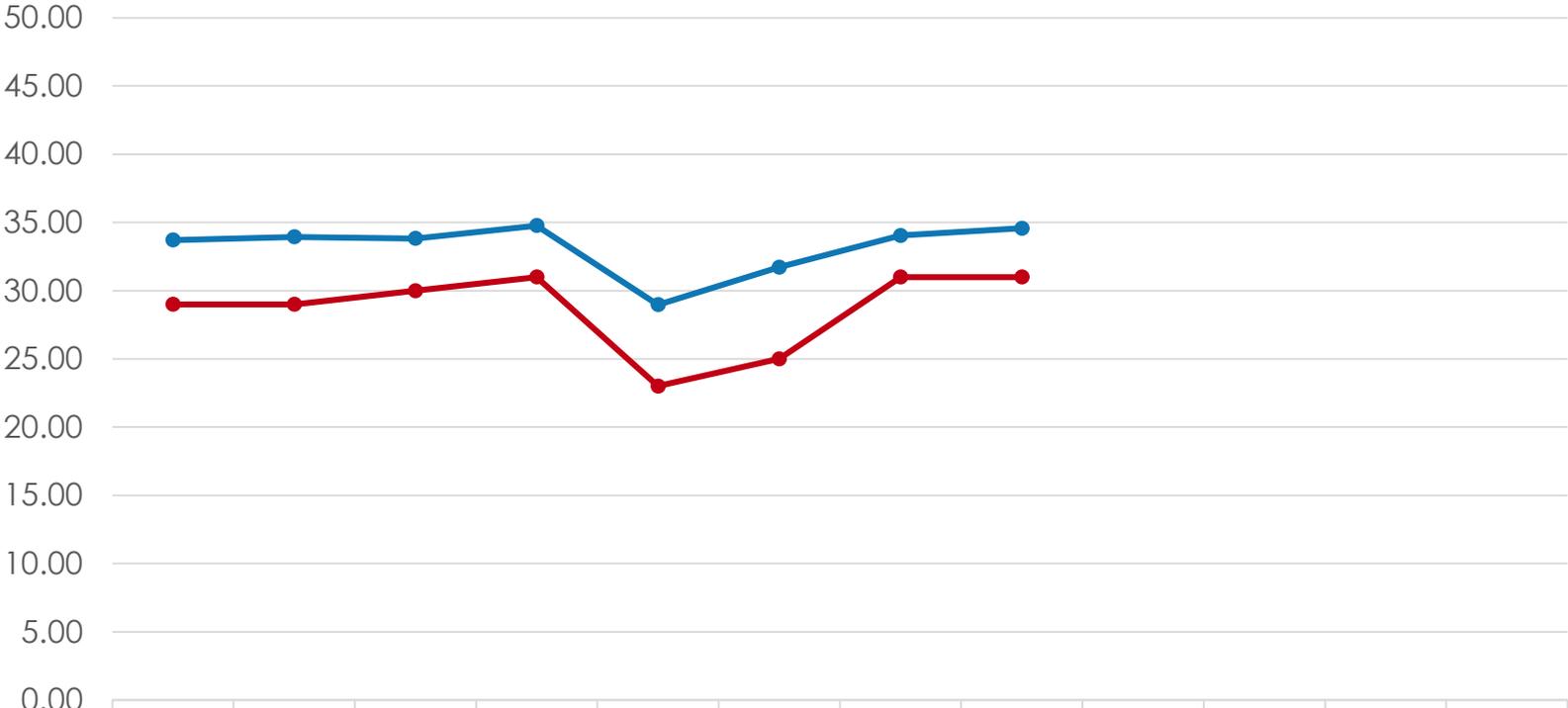
Prepared by Anthology Research

Age

MEAN = 34.57
MEDIAN = 31



Age – FY2017 Tracking



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	33.71	33.94	33.83	34.77	28.97	31.72	34.04	34.57				
MEDIAN	29	29	30	31	23	25	31	31				

Age – Key Segments

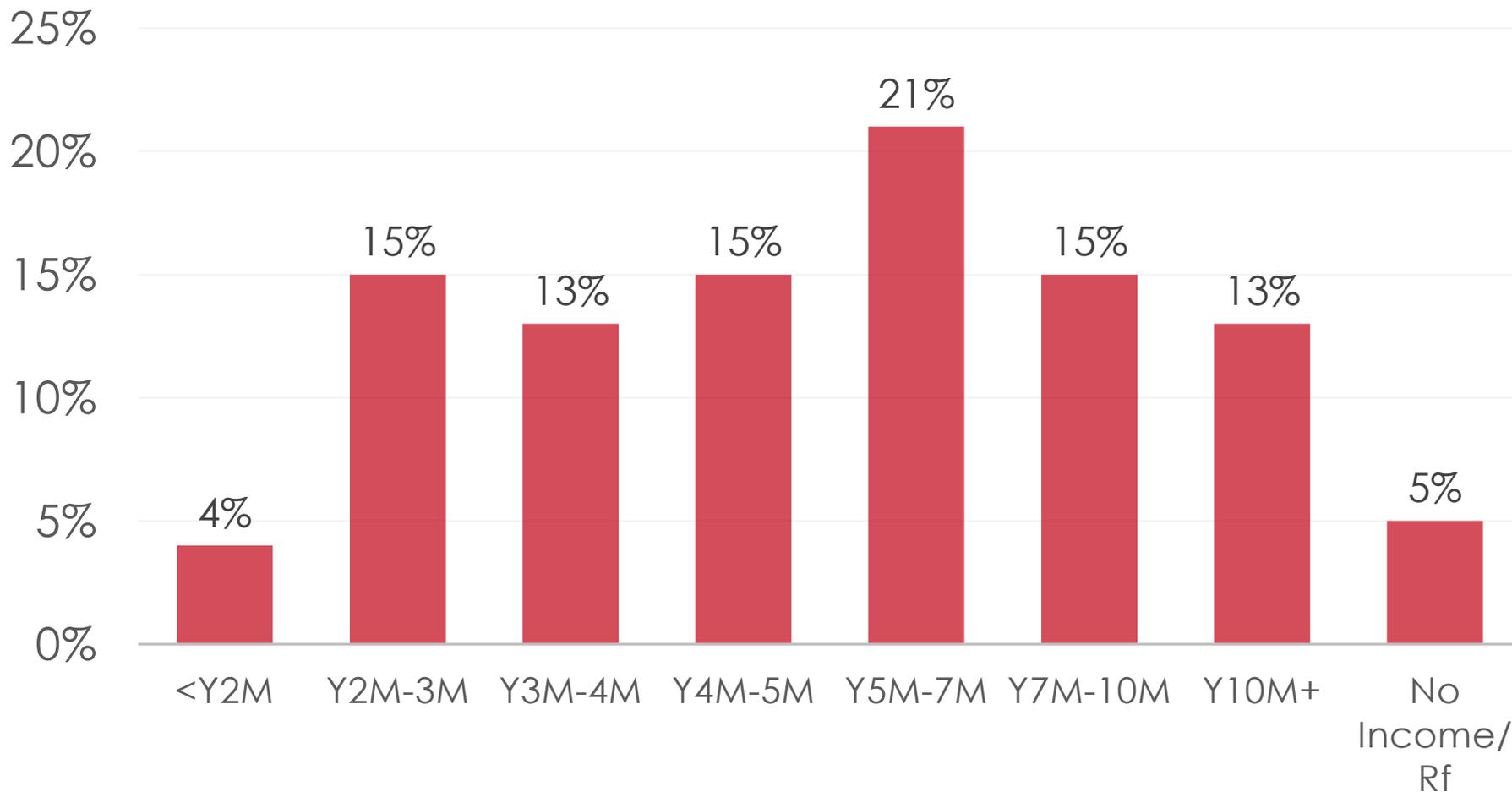
GVB EXIT SURVEY AGE

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
QF	18-24	16%	5%	10%	17%			3%	15%
	25-39	56%	58%	53%	62%			68%	52%
	40-49	14%	19%	18%	17%			16%	14%
	50-59	10%	13%	13%	4%		100%	13%	15%
	60+	4%	5%	6%		100%			5%
	Total	346	176	176	47	13	1	31	66
QF	Mean	34.57	37.83	37.32	31.81	64.54	56.00	35.32	36.18
	Median	31	35	35	29	66	56	33	33

Prepared by Anthology Research

Annual Household Income

EXCHANGE RATE ¥112.04=\$1



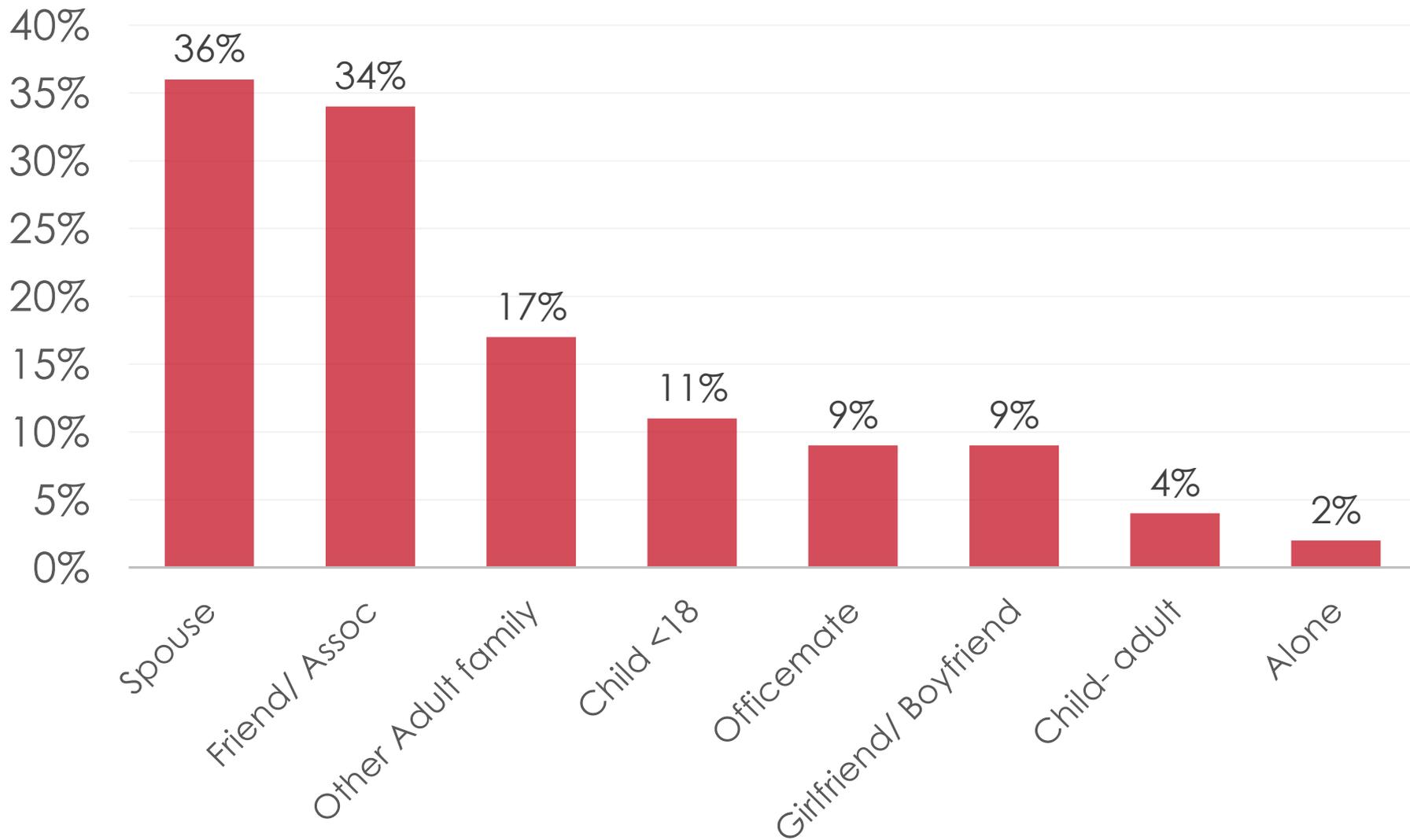
Annual Household Income – Key Segments

GVB EXIT SURVEY
Q26 Household income:

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
Q26	Less than ¥2 million	4%	4%	2%	7%	8%			2%
	¥2,000,001 ~ ¥3,000,000	15%	7%	12%	33%	17%	100%	10%	23%
	¥3,000,001 ~ ¥4,000,000	13%	9%	12%	17%			17%	8%
	¥4,000,001 ~ ¥5,000,000	15%	14%	17%	14%	8%		23%	18%
	¥5,000,001 ~ ¥7,000,000	21%	29%	16%	12%	17%		27%	10%
	¥7,000,001 ~ ¥10 million	15%	20%	19%	14%	8%		10%	18%
	¥10 million or more	13%	14%	19%	2%	25%		13%	17%
	No Income	5%	2%	2%		17%			3%
	Total	311	161	162	42	12	1	30	60

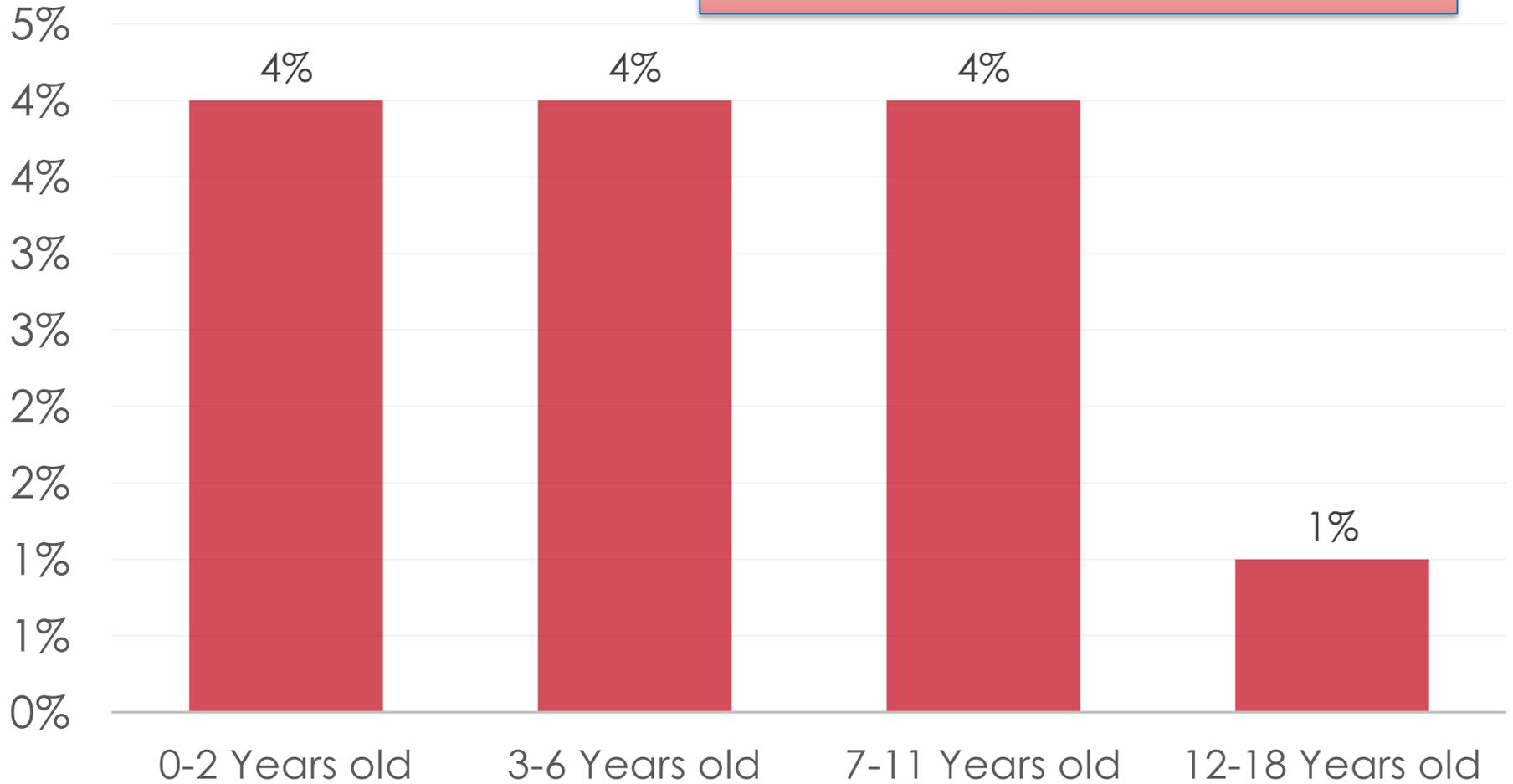
Prepared by Anthology Research

Travel Party

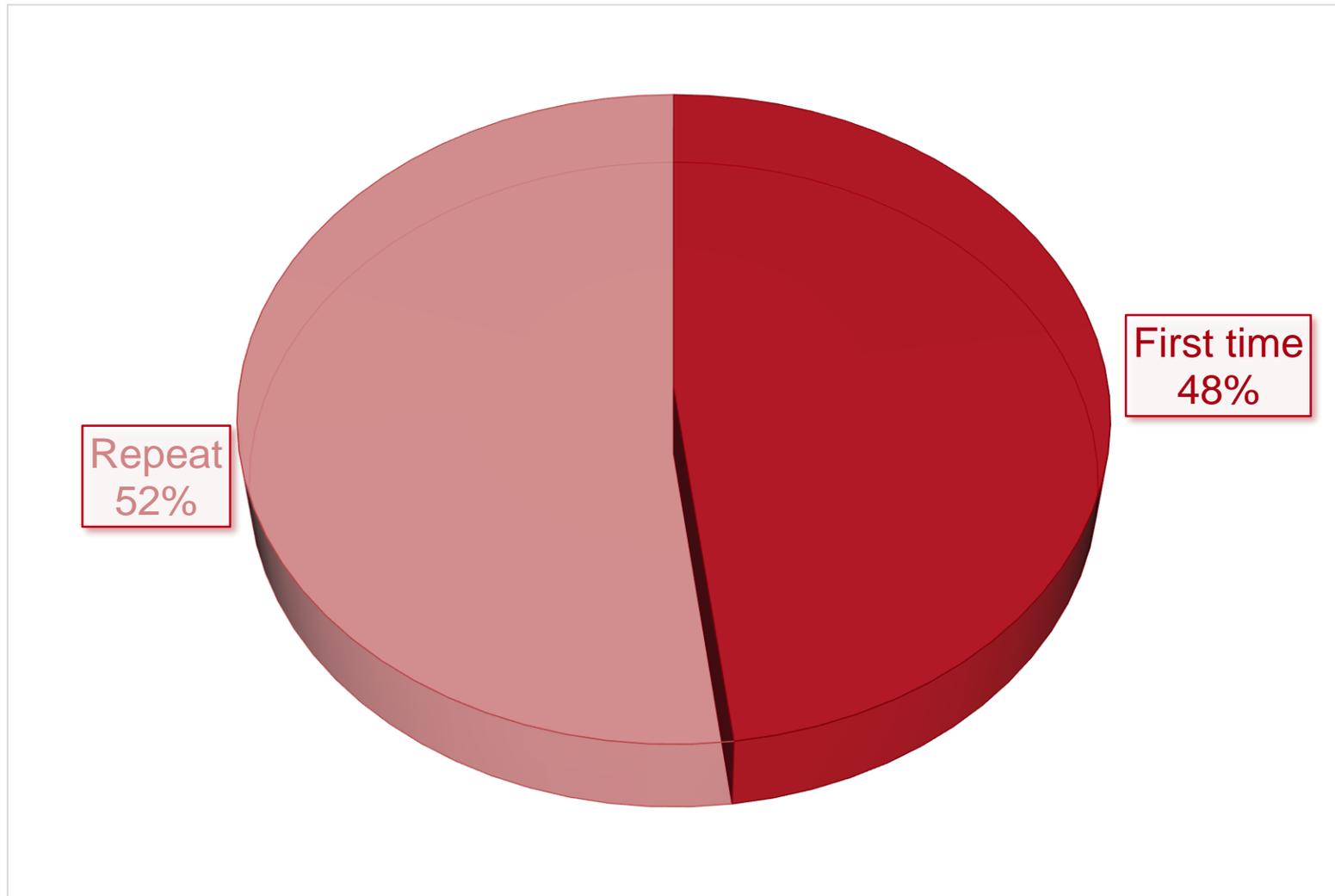


Travel Party - Children

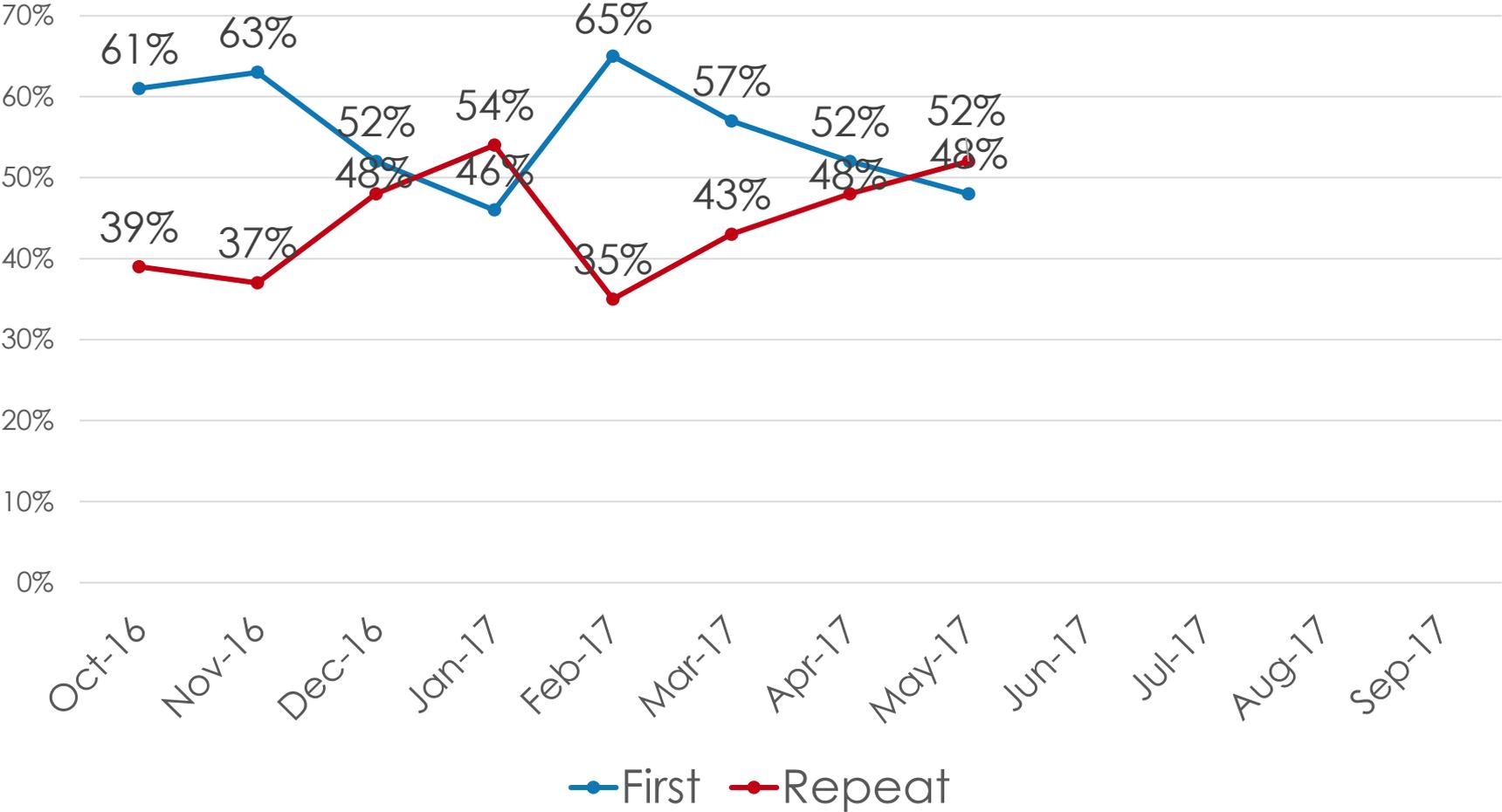
11% TRAVELING WITH A CHILD



Trips to Guam



Trips to Guam – FY2017 Tracking



Trips to Guam – Key Segments

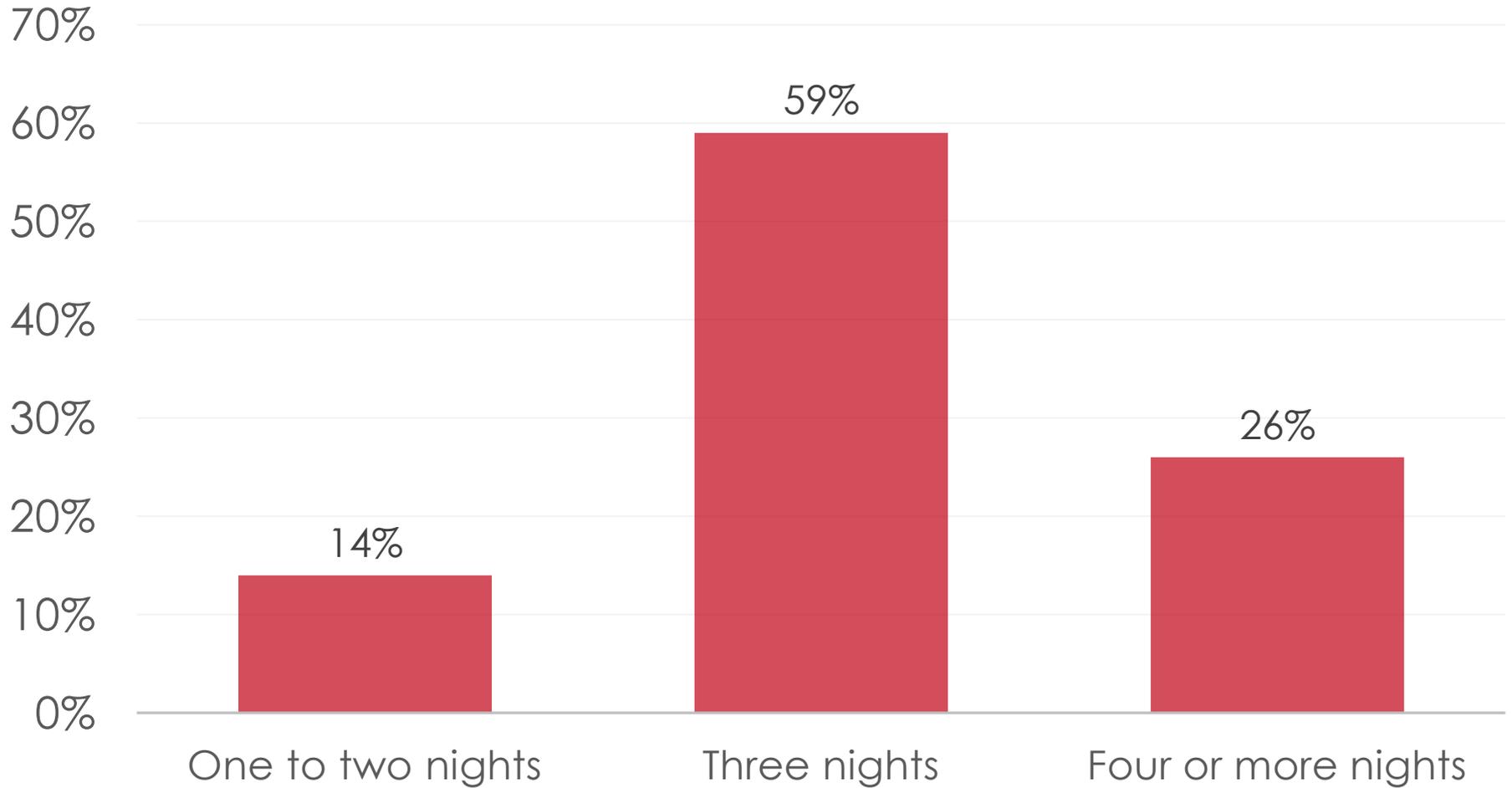
GVB EXIT SURVEY
Q3 Including this trip, how many times have you visited Guam?

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
Q3	1st time	48%	46%		50%	23%	100%	58%	38%
	Repeat	52%	54%	100%	50%	77%		42%	62%
	Total	346	174	179	48	13	1	31	66
Q3	Mean	2.78	3.37	4.44	2.54	5.46	1.00	1.74	3.67
	Median	2	2	3	2	3	1	1	2

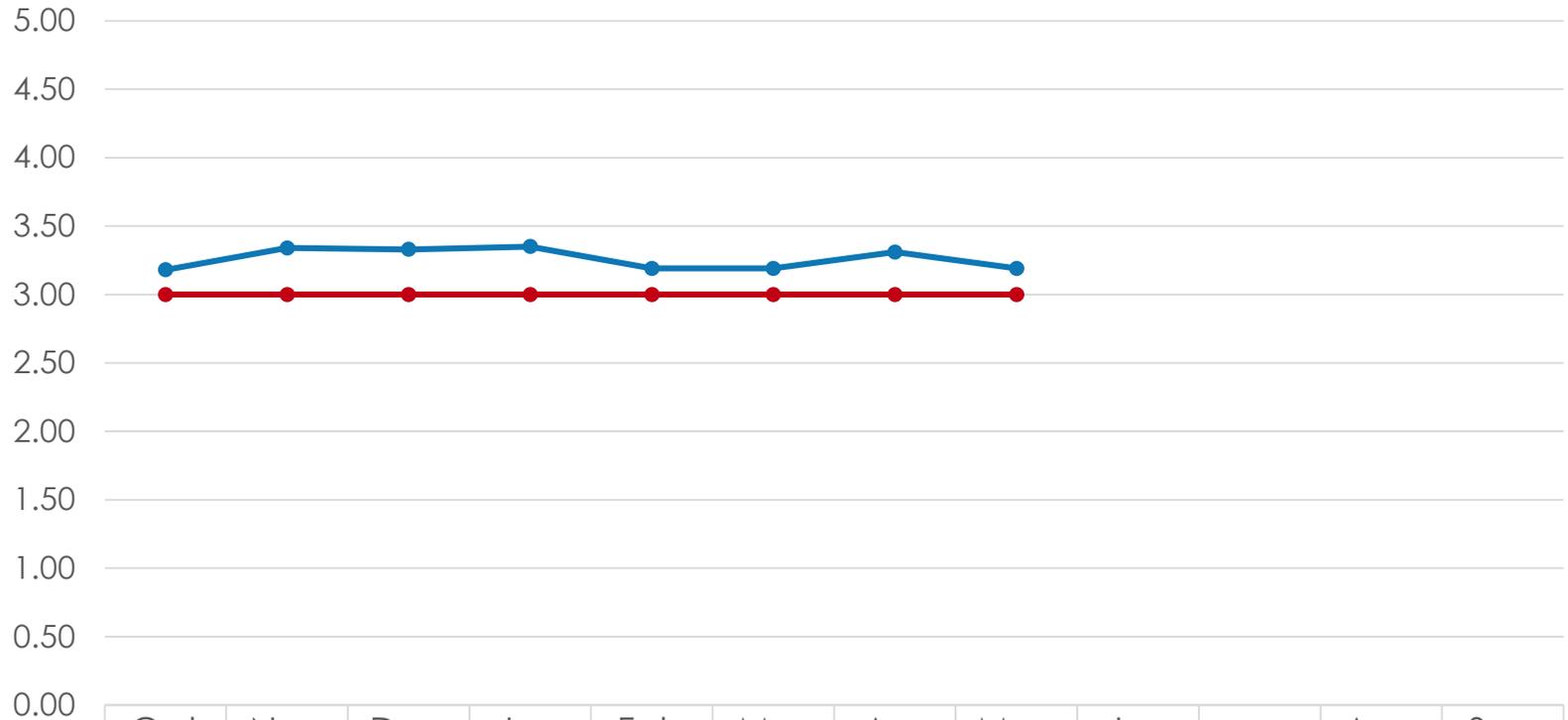
Prepared by Anthology Research

Length of Stay

MEAN NUMBER OF NIGHTS = 3.19
MEDIAN NUMBER OF NIGHTS = 3



Length of Stay – FY2017 Tracking



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	3.18	3.34	3.33	3.35	3.19	3.19	3.31	3.19				
MEDIAN	3	3	3	3	3	3	3	3				

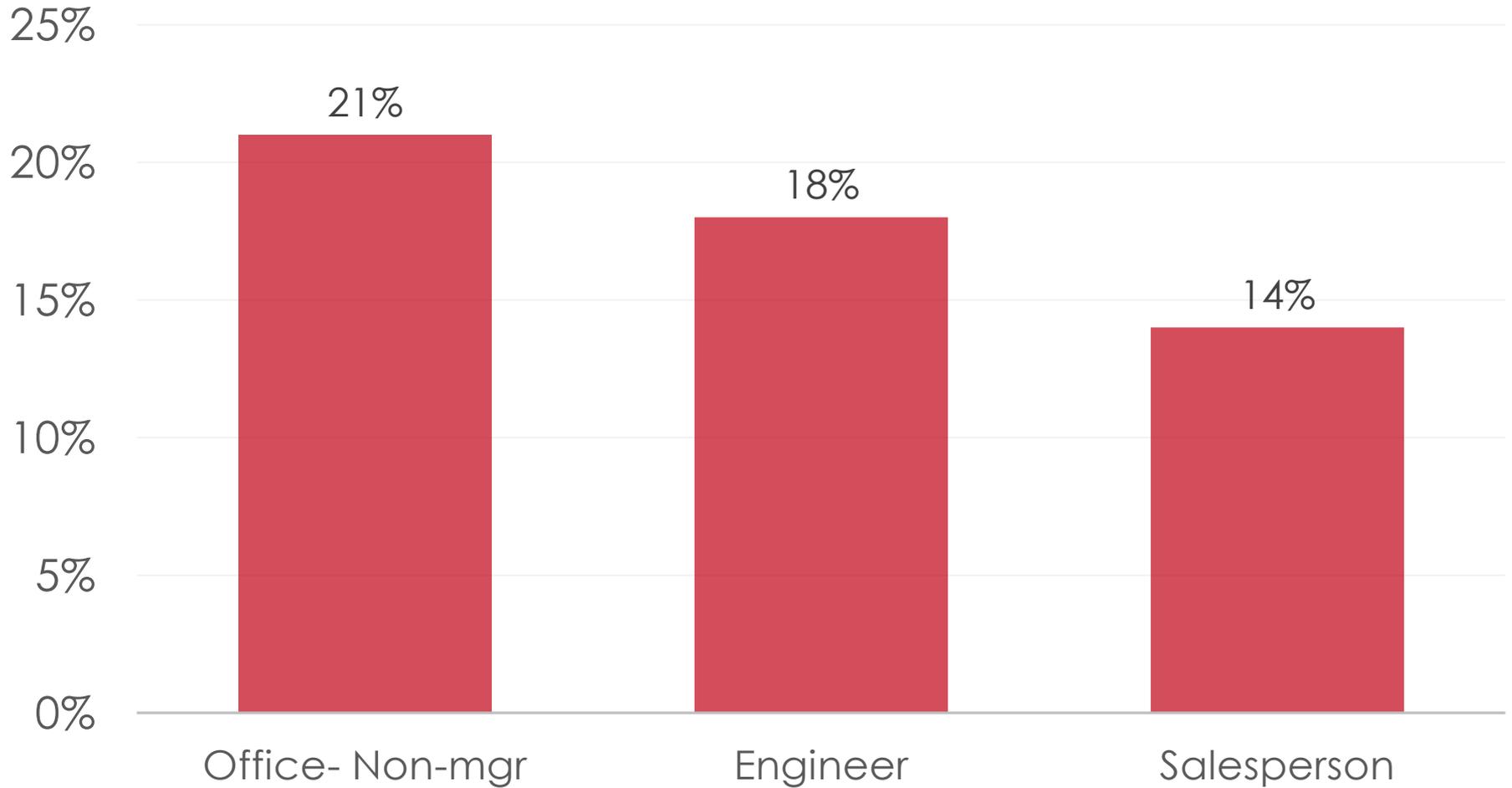
Length of Stay – Key Segments

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	14%	11%	12%	21%			13%	9%
	3	59%	55%	60%	63%	54%	100%	66%	83%
	4+	26%	34%	27%	17%	46%		22%	8%
	Total	350	177	179	48	13	1	32	66
SA	Mean	3.19	3.34	3.25	2.96	3.77	3.00	3.19	3.03
	Median	3	3	3	3	3	3	3	3

Prepared by Anthology Research

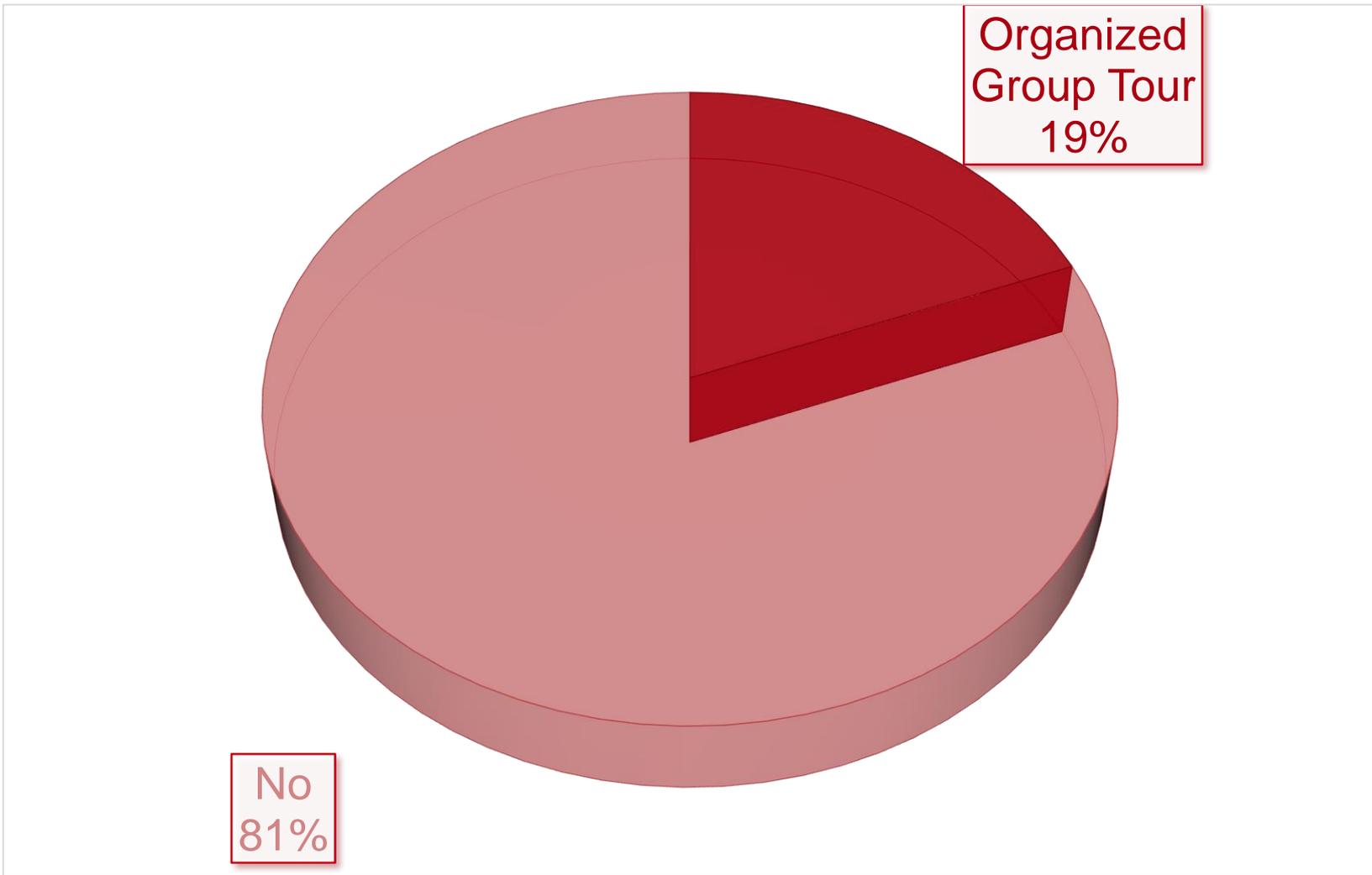
Occupation – Top Responses (10%+)



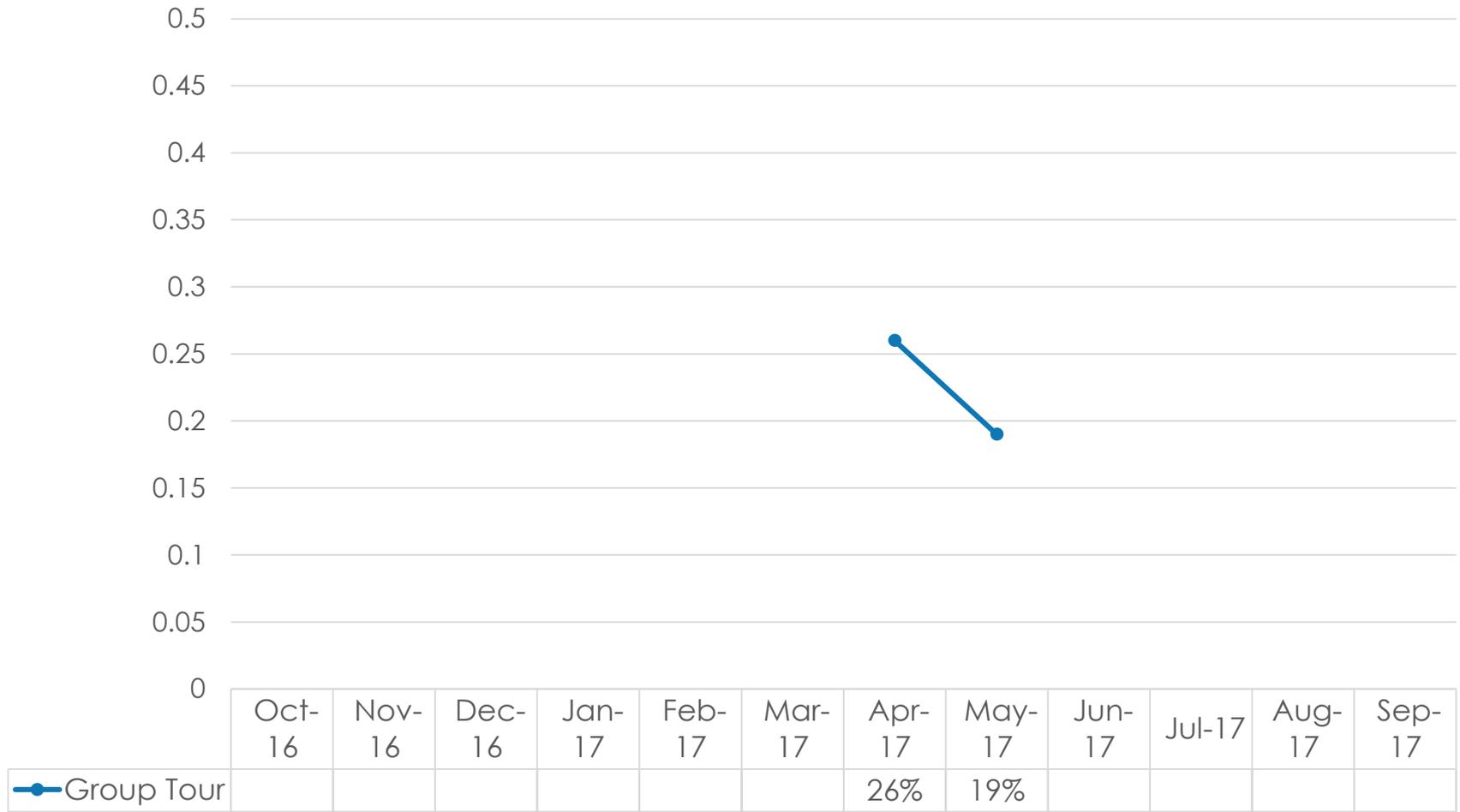
SECTION 2

TRAVEL PLANNING

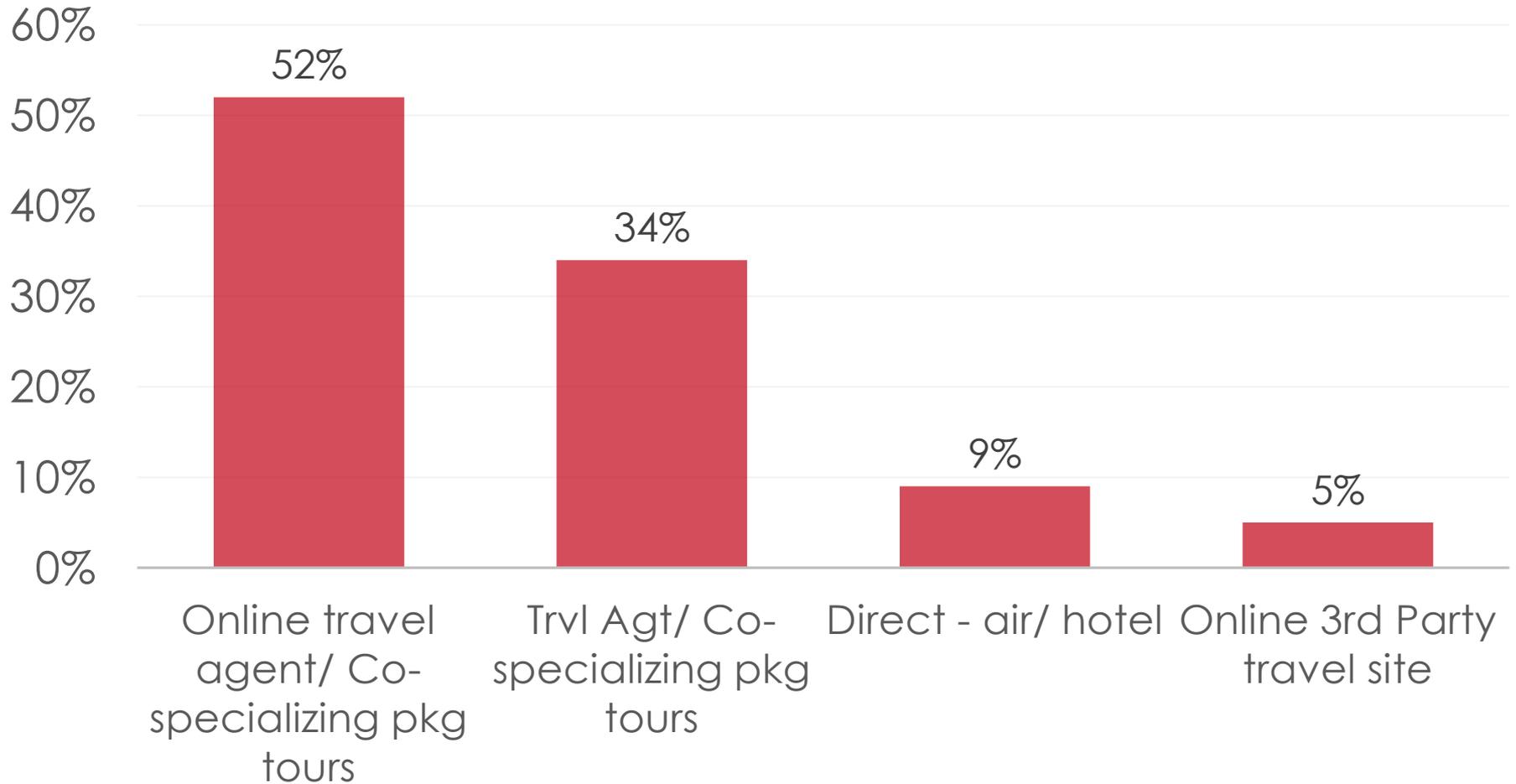
Organized Group Tour



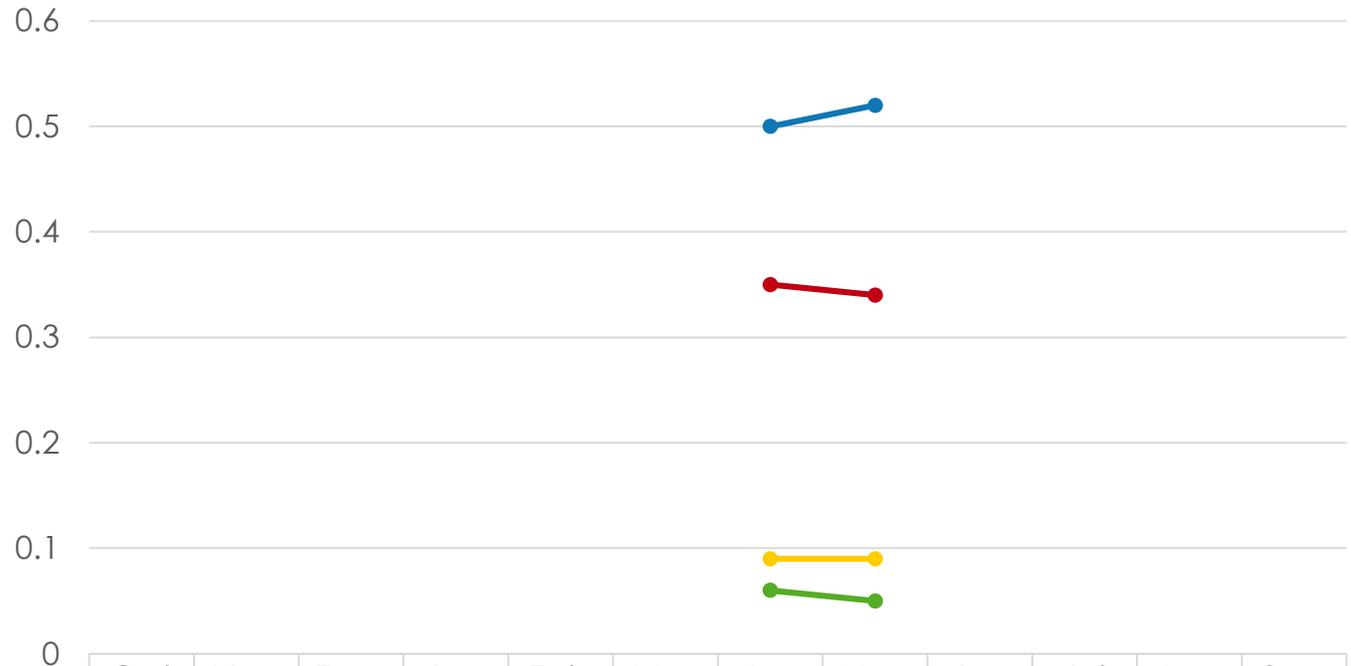
Organized Group Tour– FY2017 Tracking



Travel Arrangements - Sources

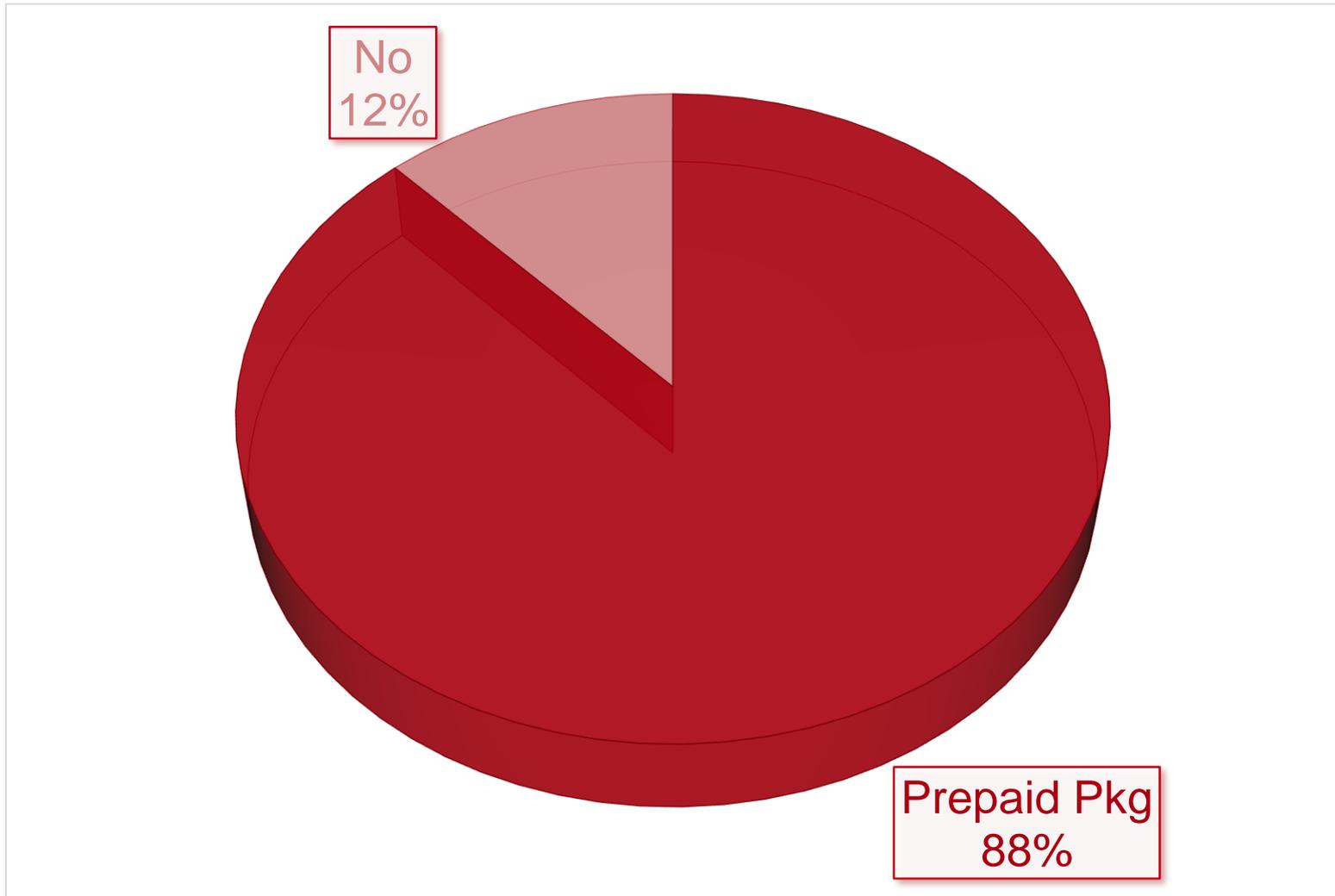


Travel Arrangements - Sources

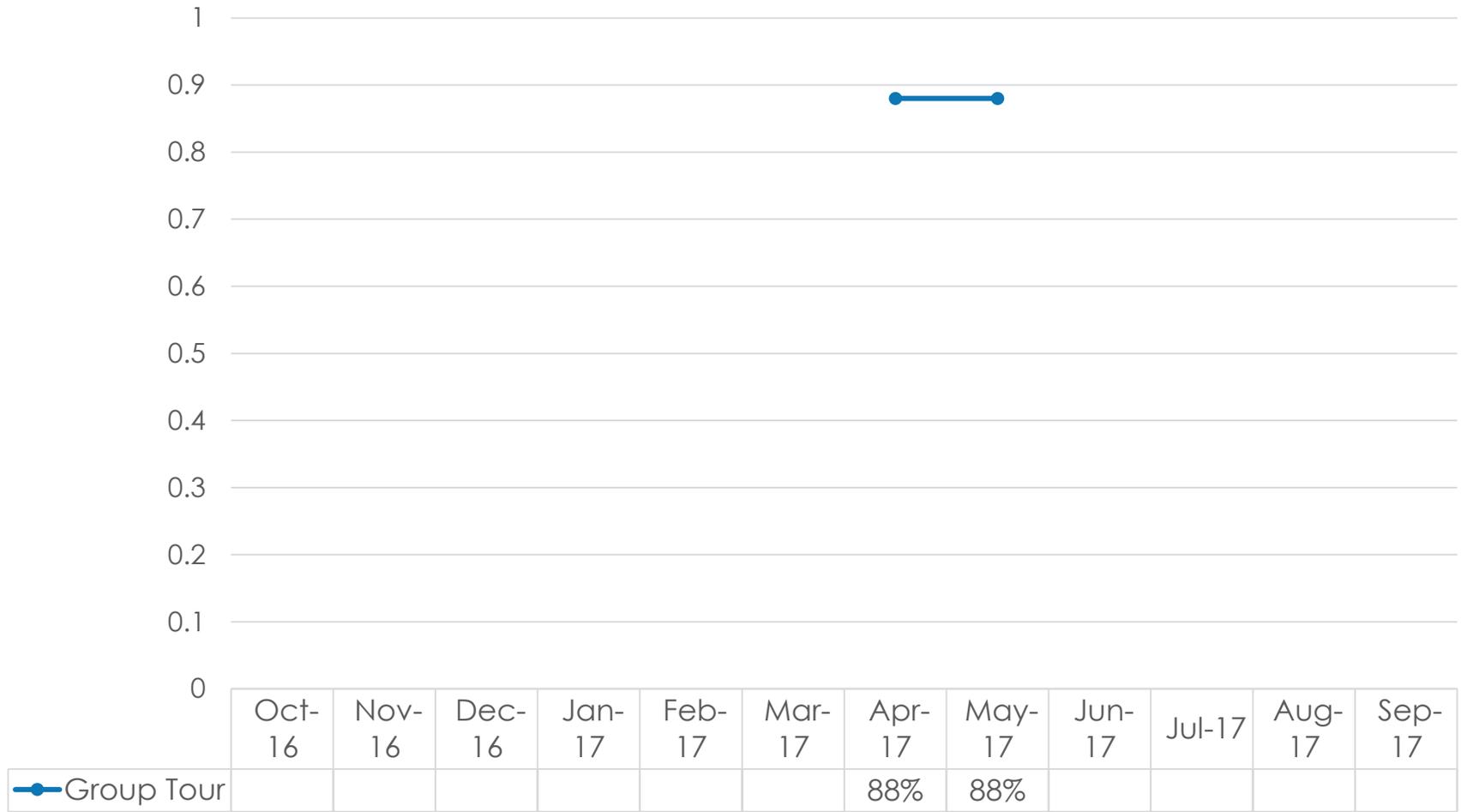


	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
Online travel agent							50%	52%				
Trvl Agt/ Co- Pkg Tour							35%	34%				
Online 3rd Party							6%	5%				
Direct Air/ Hotel							9%	9%				

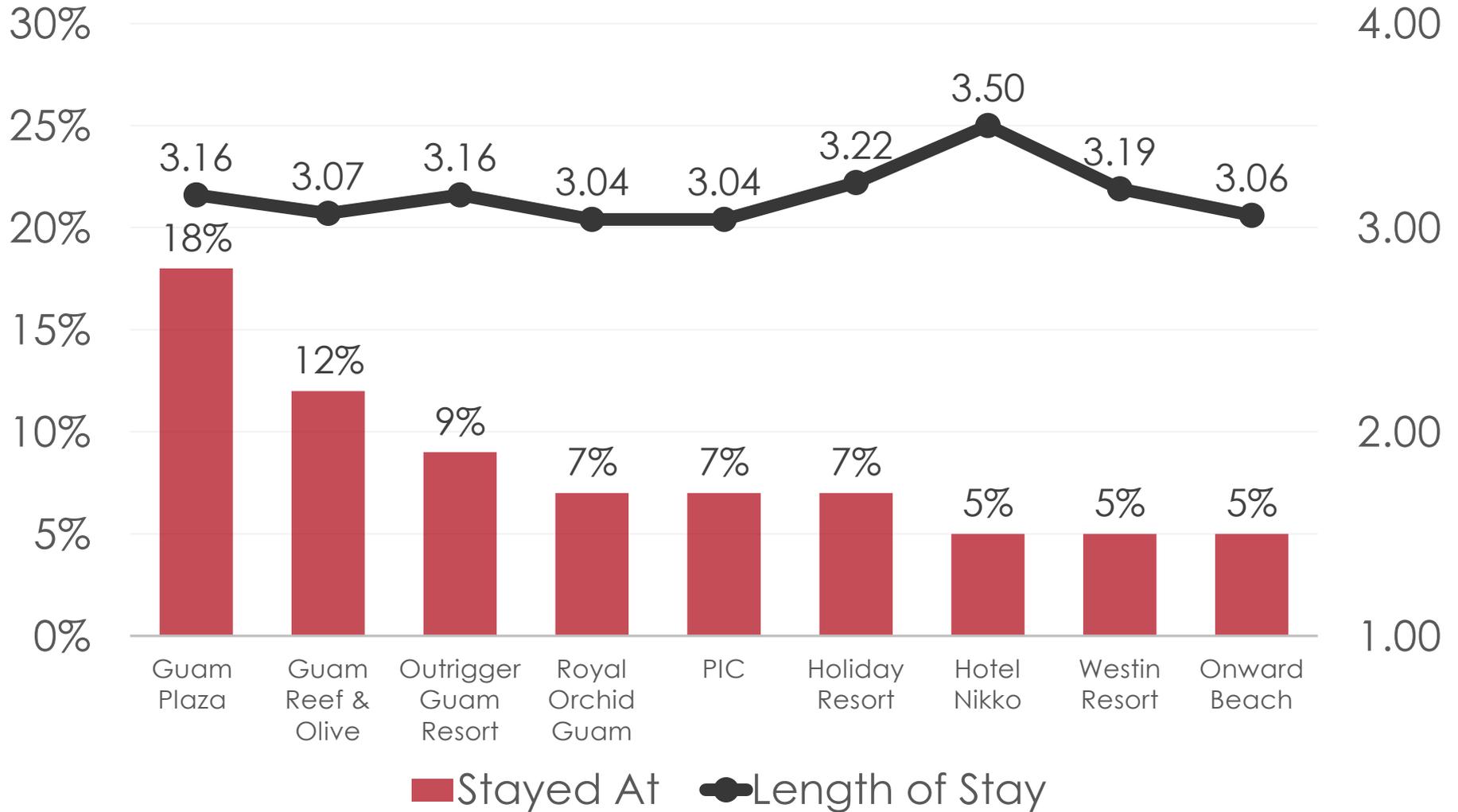
Prepaid Pkg Trip



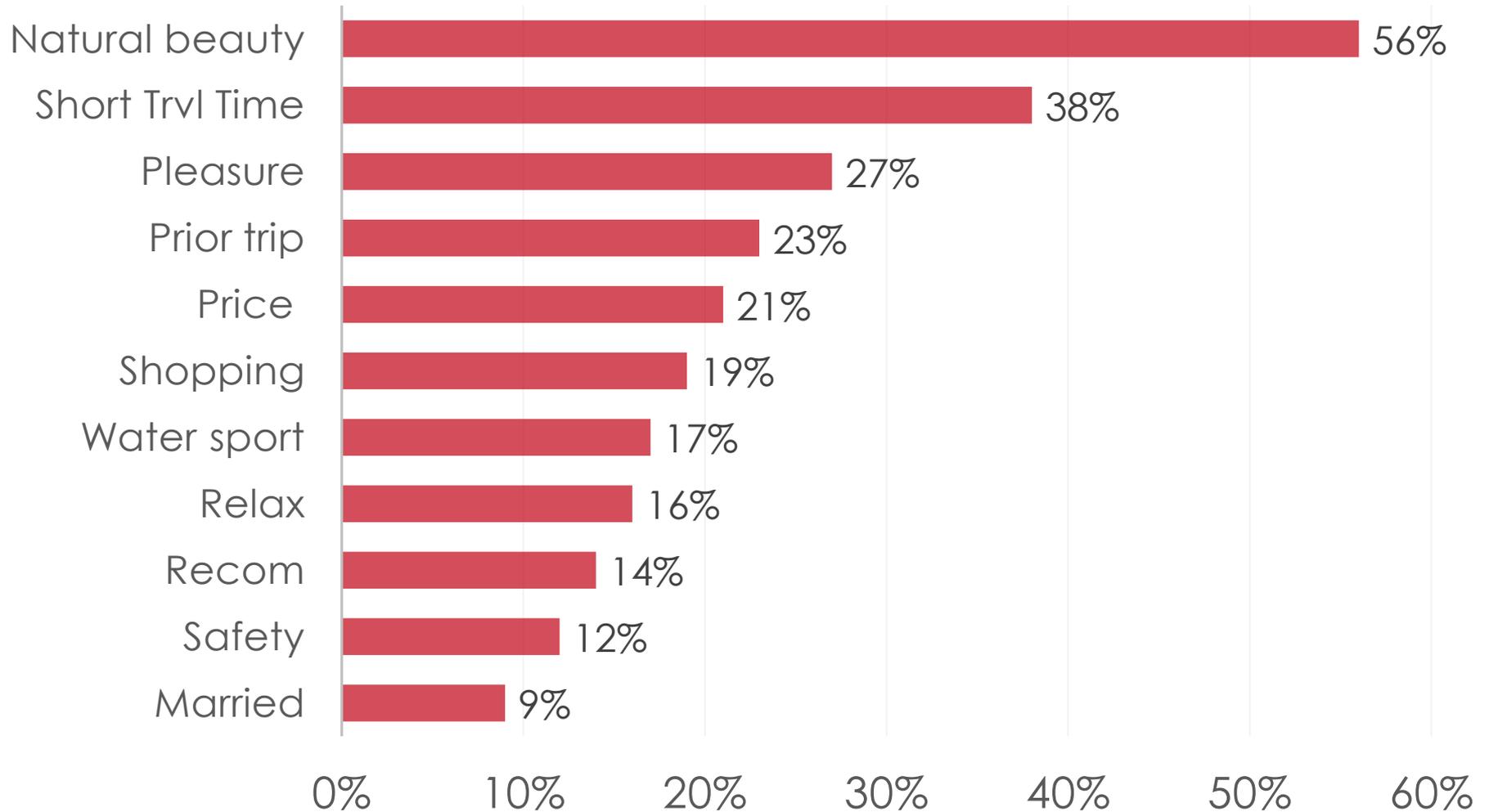
Prepaid Pkg Trip



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%	55%	56%	56%	46%		44%	52%
	Short travel time (not too far from home)	38%	46%	40%	44%	46%		9%	27%
	Pleasure/ vacation	27%	25%	20%	27%	15%		28%	15%
	A previous visit	23%	23%	45%	17%	31%		6%	24%
	Price of the tour package	21%	27%	21%	19%	15%		9%	17%
	Shopping	19%	15%	17%	23%			13%	20%
	Water sports (snorkeling, windsurfing, parasailing)	17%	15%	13%	15%	15%		9%	8%
	Just to relax	16%	19%	17%	19%	15%		9%	11%
	Recommendation of friend/ relative/ travel agency	14%	10%	8%	23%	23%		3%	12%
	It is a safe place to spend a vacation	12%	12%	13%	17%	8%		6%	8%
	To Get Married/ attend Wedding	9%	12%	7%				100%	9%
	Honeymoon	8%	15%	2%	4%			13%	8%
	Scuba diving	6%	6%	9%		8%		3%	5%
	Company/ business trip	5%		7%	10%	15%	100%		21%
	My company sponsored me	3%		2%	6%		100%		18%
	To visit friends or relatives	2%	1%	3%	2%			3%	3%
	To golf	2%	3%	3%		15%		6%	5%
	Organized sporting activity/ event	1%	1%						
	Adventure	1%	1%	1%					2%
	Incentive trip	0%					100%		2%
	School trip	0%							2%
	Total	350	177	179	48	13	1	32	66

SECTION 3

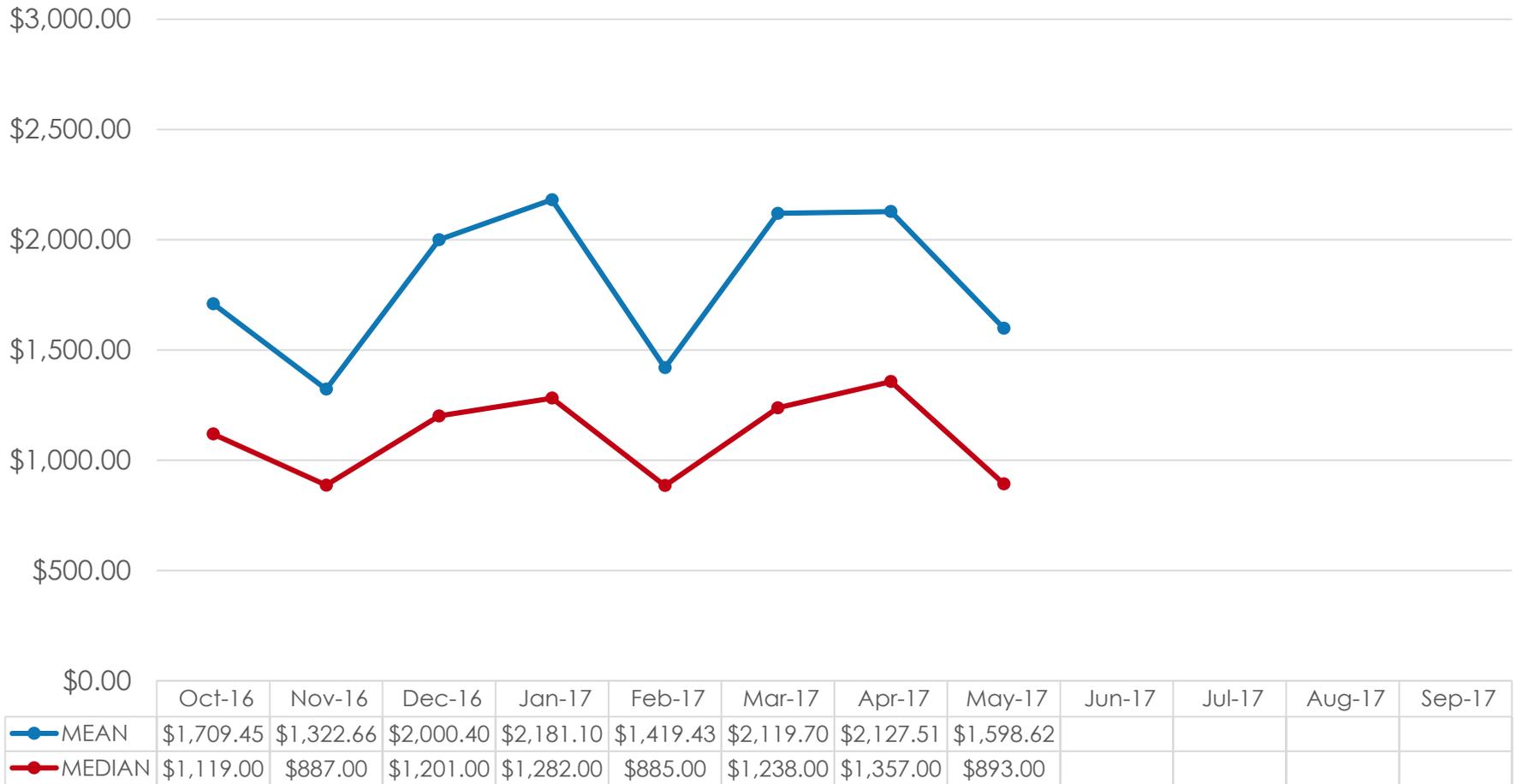
EXPENDITURES

Prepaid Expenditures

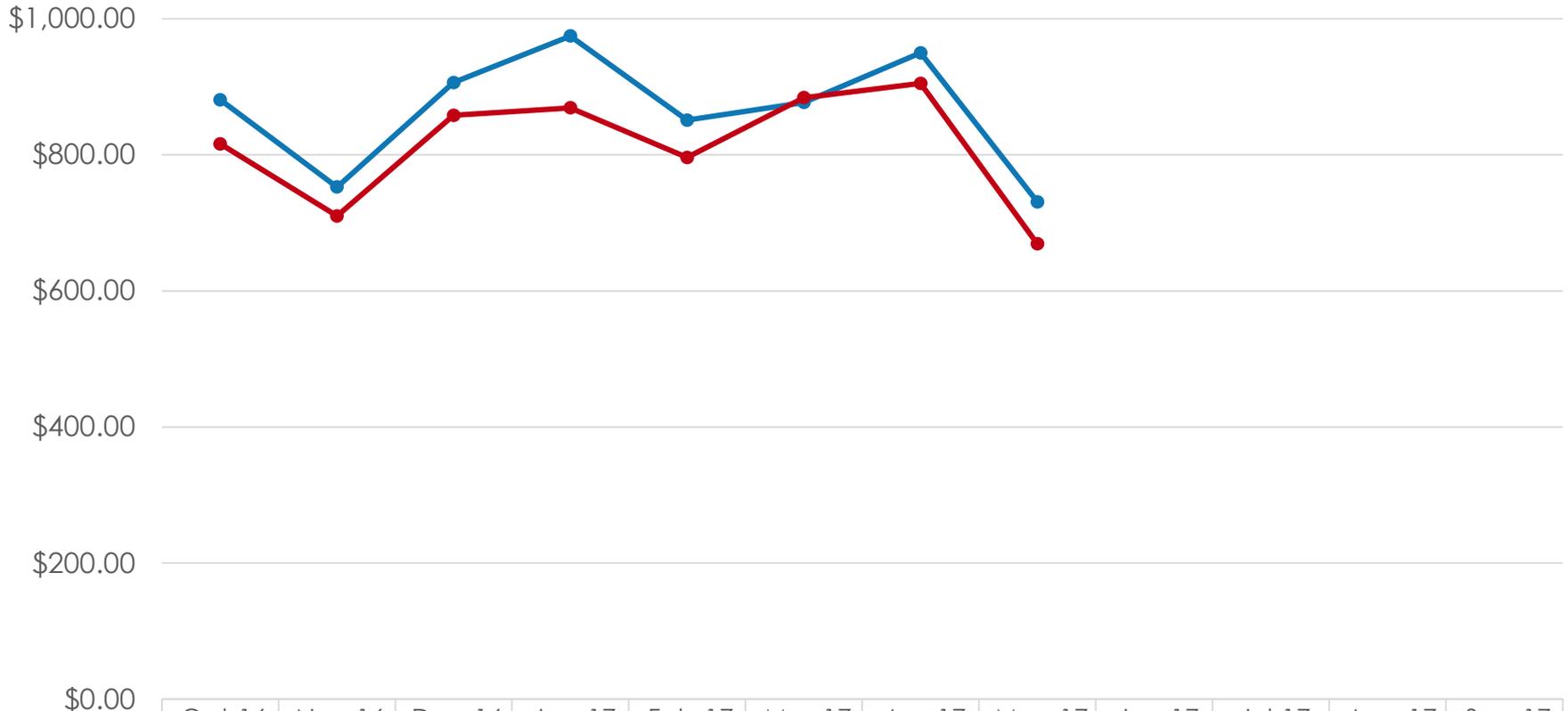
EXCHANGE RATE ¥112.04=\$1

- \$1,598.62 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$730.80 = overall mean average per person prepaid expenditures

Prepaid Entire Travel Party – FY2017 Tracking



Prepaid Per Person– FY2017 Tracking



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	\$730.80	\$870.73	\$620.27	\$584.50	\$609.54	\$0.00	\$1,043.83	\$544.11
	Median	\$669	\$714	\$625	\$536	\$669	\$0	\$759	\$536

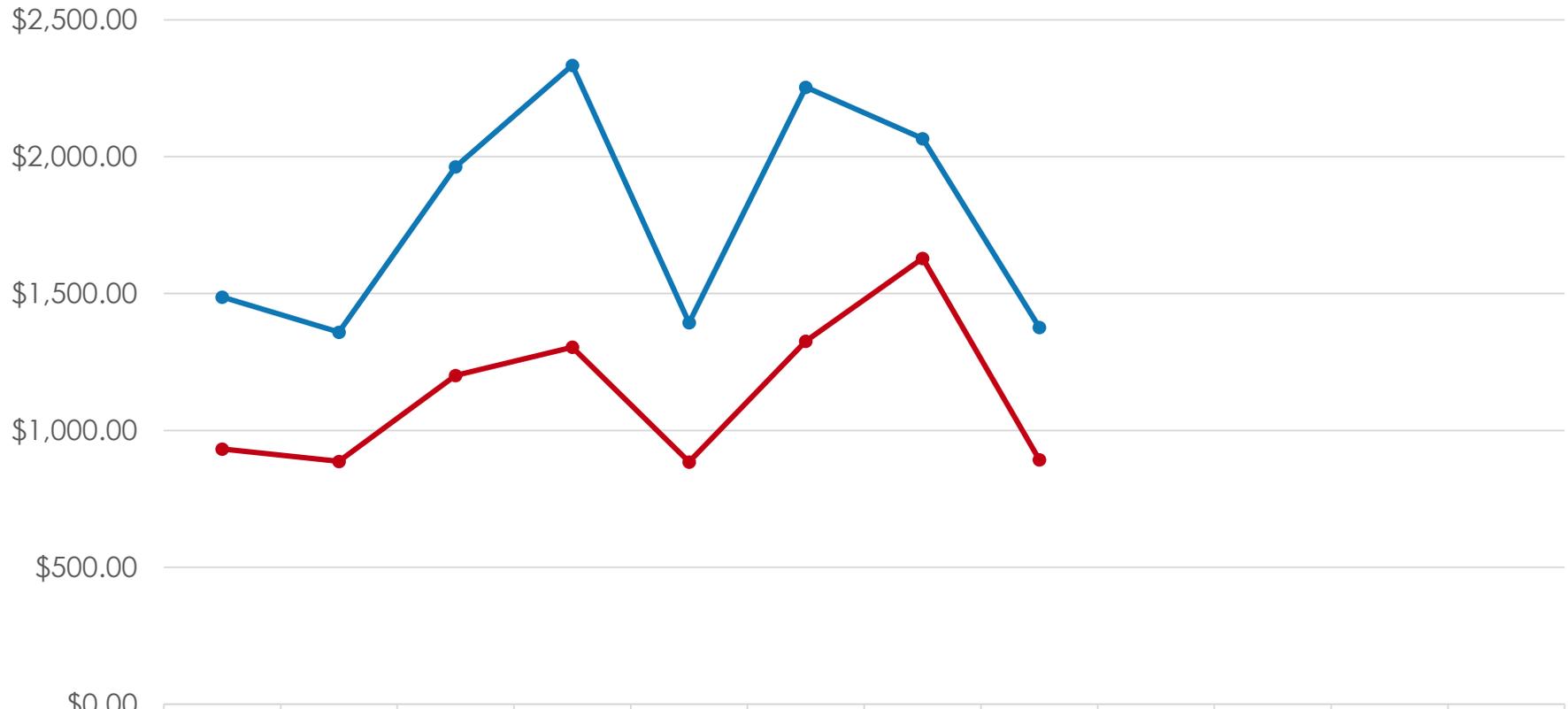
Prepared by Anthology Research

Prepaid Expenses by Category – Mean Entire Travel Party



Prepaid- FY2017 Tracking

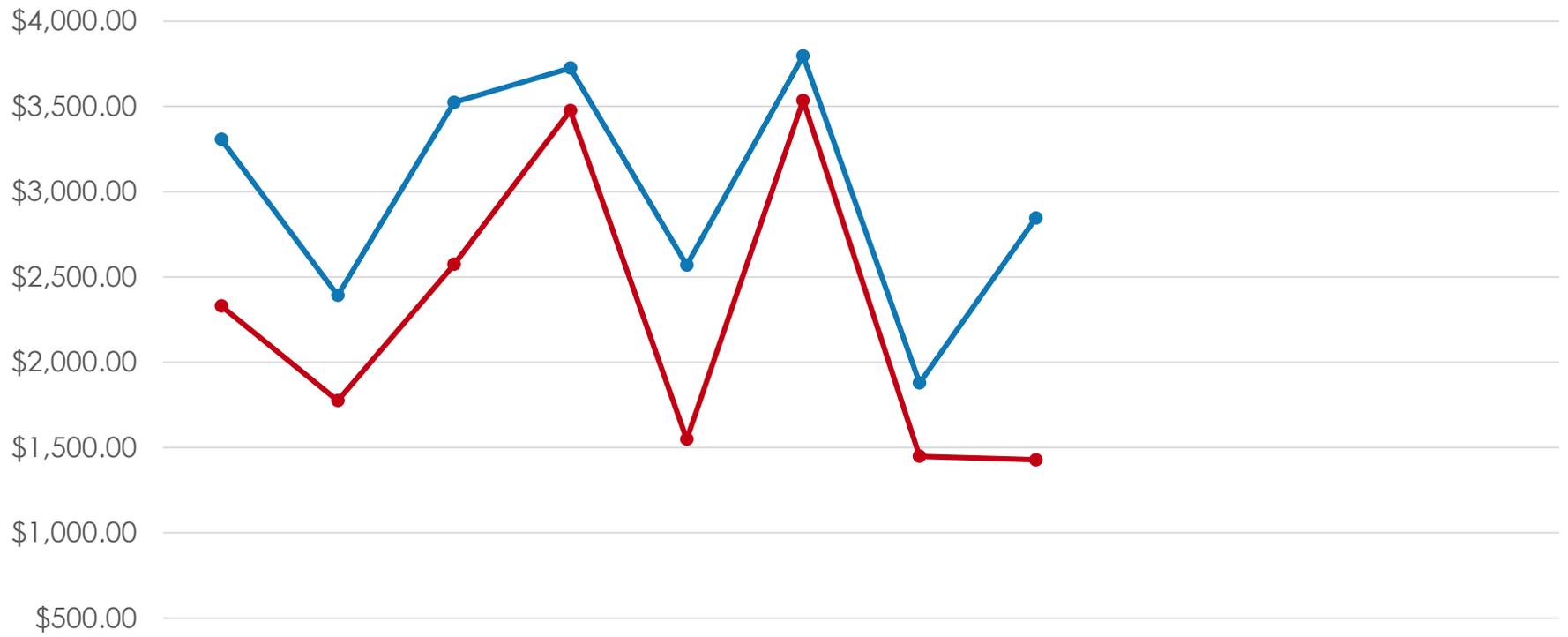
Airfare & Accommodation Packages



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$1,487.33	\$1,358.94	\$1,963.53	\$2,333.78	\$1,393.03	\$2,253.42	\$2,065.98	\$1,376.14				
MEDIAN	\$932.00	\$887.00	\$1,201.00	\$1,304.00	\$885.00	\$1,326.00	\$1,629.00	\$893.00				

Prepaid– FY2017 Tracking

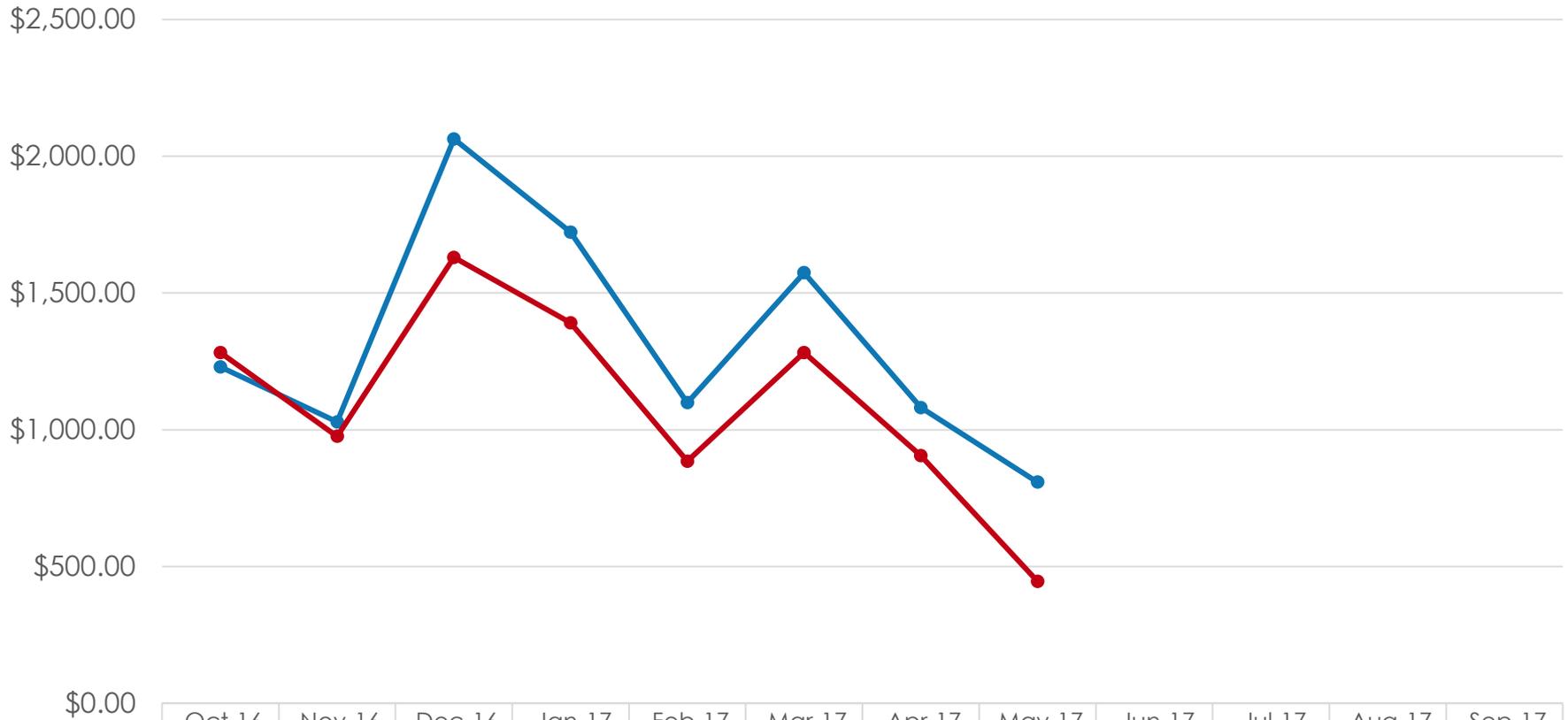
Airfare & Accommodation W/ Meal Packages



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$3,306.88	\$2,391.87	\$3,524.35	\$3,725.09	\$2,569.10	\$3,796.92	\$1,877.93	\$2,845.41				
MEDIAN	\$2,330.00	\$1,775.00	\$2,574.00	\$3,476.00	\$1,548.00	\$3,536.00	\$1,448.00	\$1,428.00				

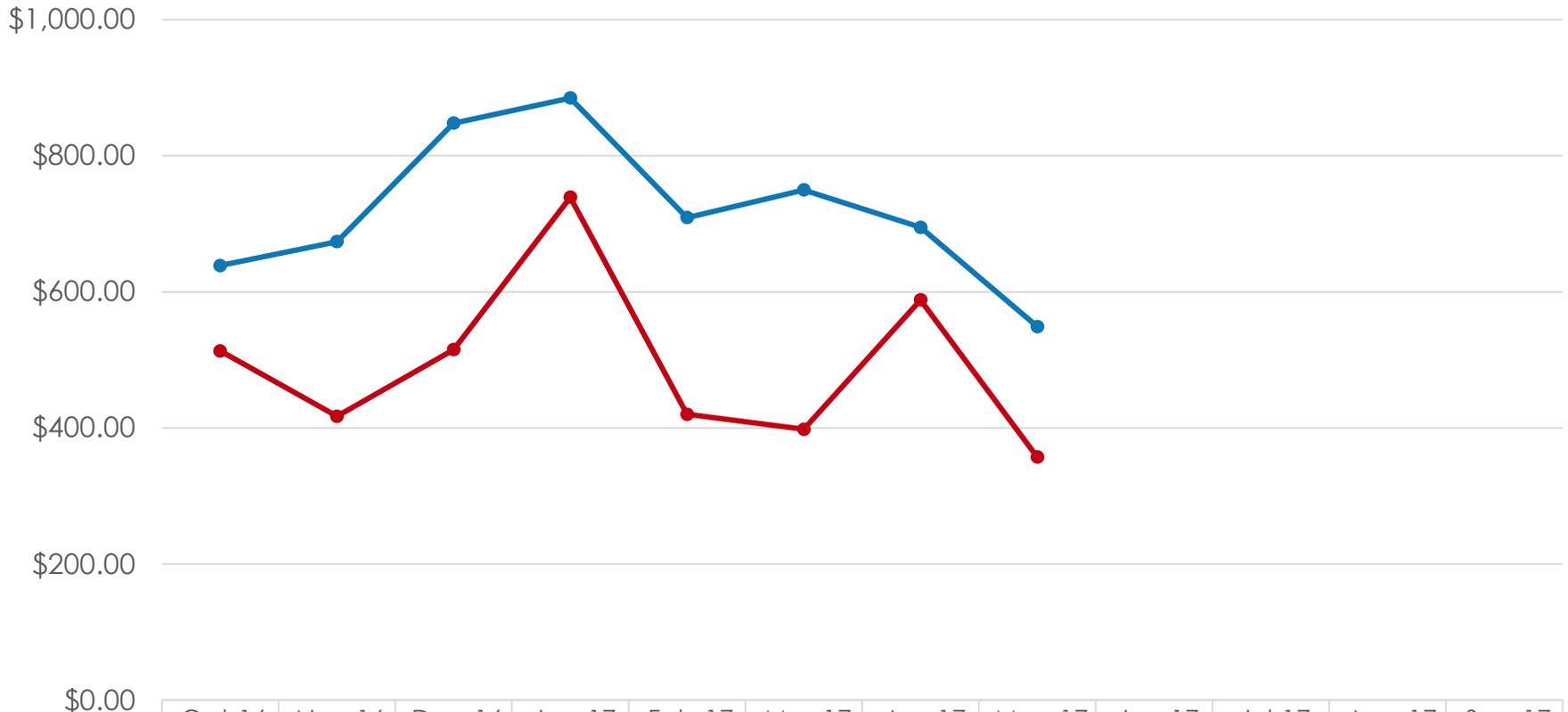
Prepaid- FY2017 Tracking

Airfare Only



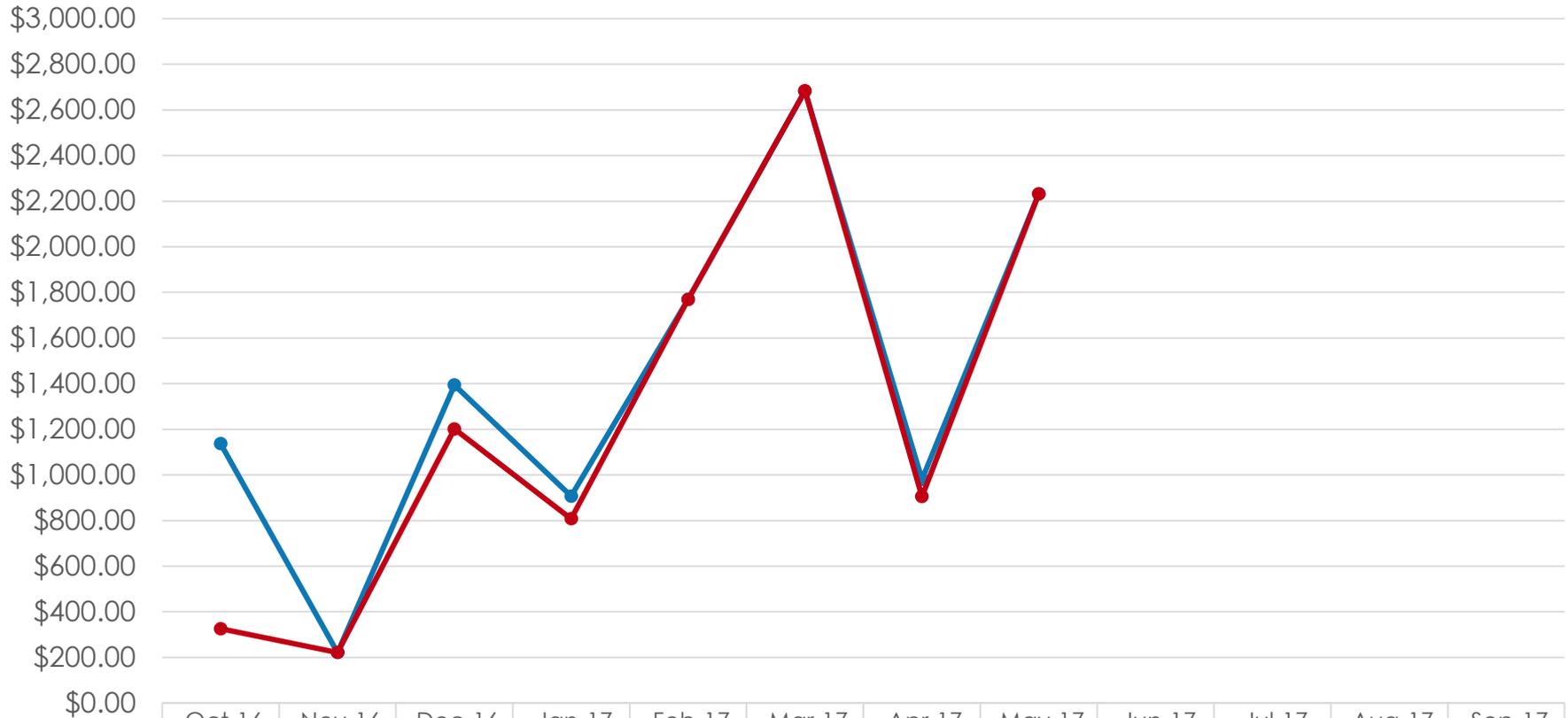
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$1,229.97	\$1,028.87	\$2,063.14	\$1,722.42	\$1,099.10	\$1,574.02	\$1,081.00	\$808.87				
MEDIAN	\$1,282.00	\$976.00	\$1,630.00	\$1,391.00	\$885.00	\$1,282.00	\$905.00	\$446.00				

Prepaid- FY2017 Tracking Accommodations Only



Prepaid- FY2017 Tracking

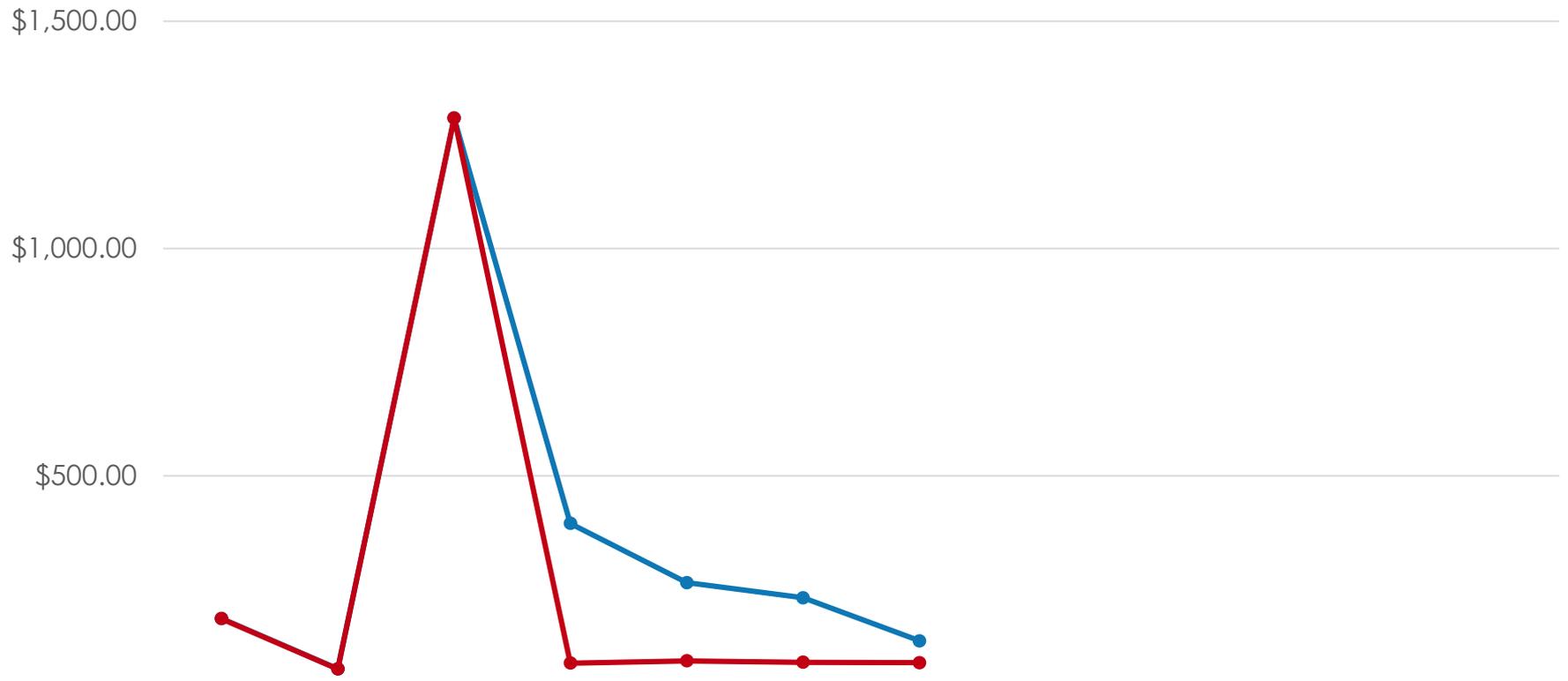
Accommodations w/ Meal Only



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$1,137.21	\$221.87	\$1,394.01	\$906.77	\$1,769.44	\$2,682.75	\$980.30	\$2,231.35				
MEDIAN	\$326.00	\$222.00	\$1,201.00	\$808.00	\$1,769.00	\$2,683.00	\$905.00	\$2,231.00				

Prepaid- FY2017 Tracking

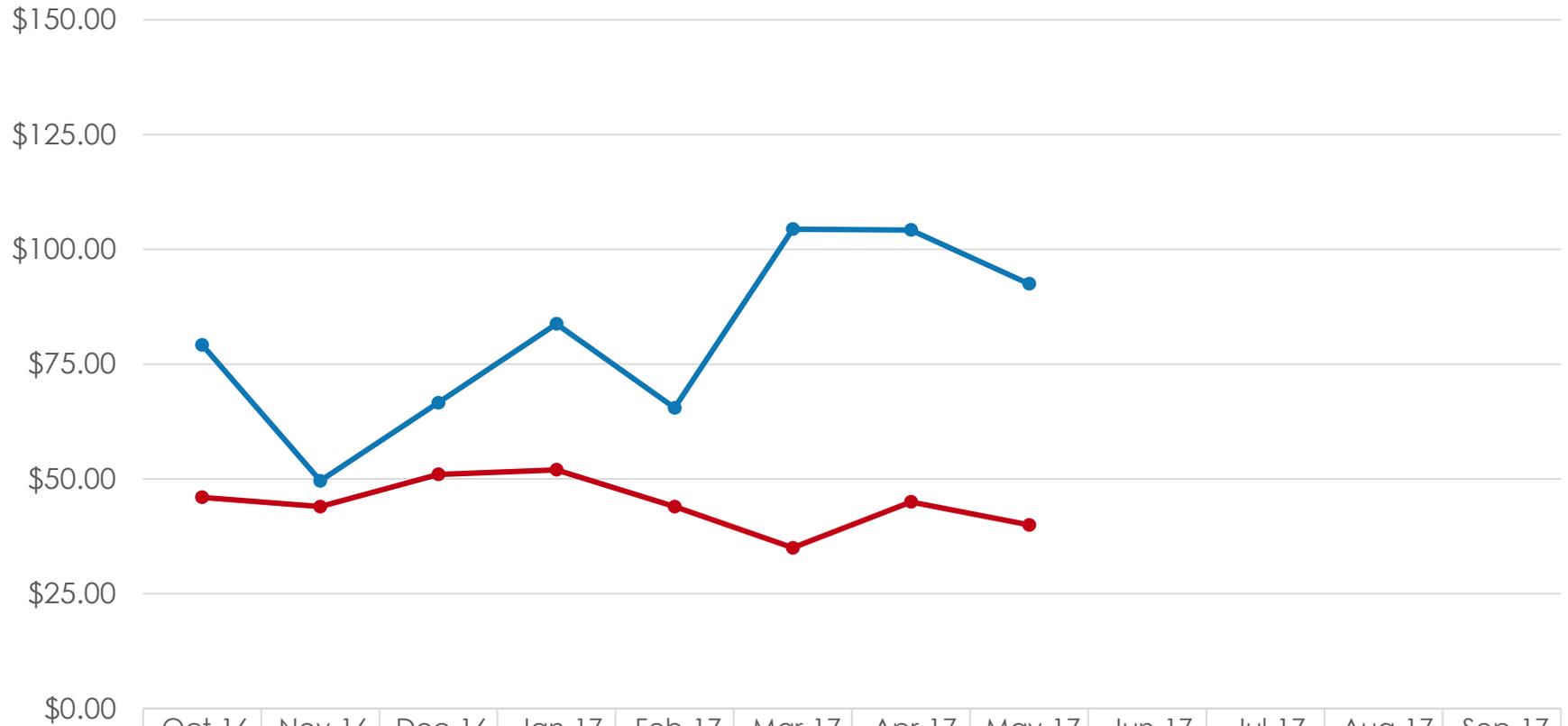
Food & Beverage in Hotel



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$186.43	\$75.43	\$1,286.78	\$395.18	\$264.96	\$231.88	\$136.92					
MEDIAN	\$186.00	\$75.00	\$1,287.00	\$88.00	\$93.00	\$90.00	\$89.00					

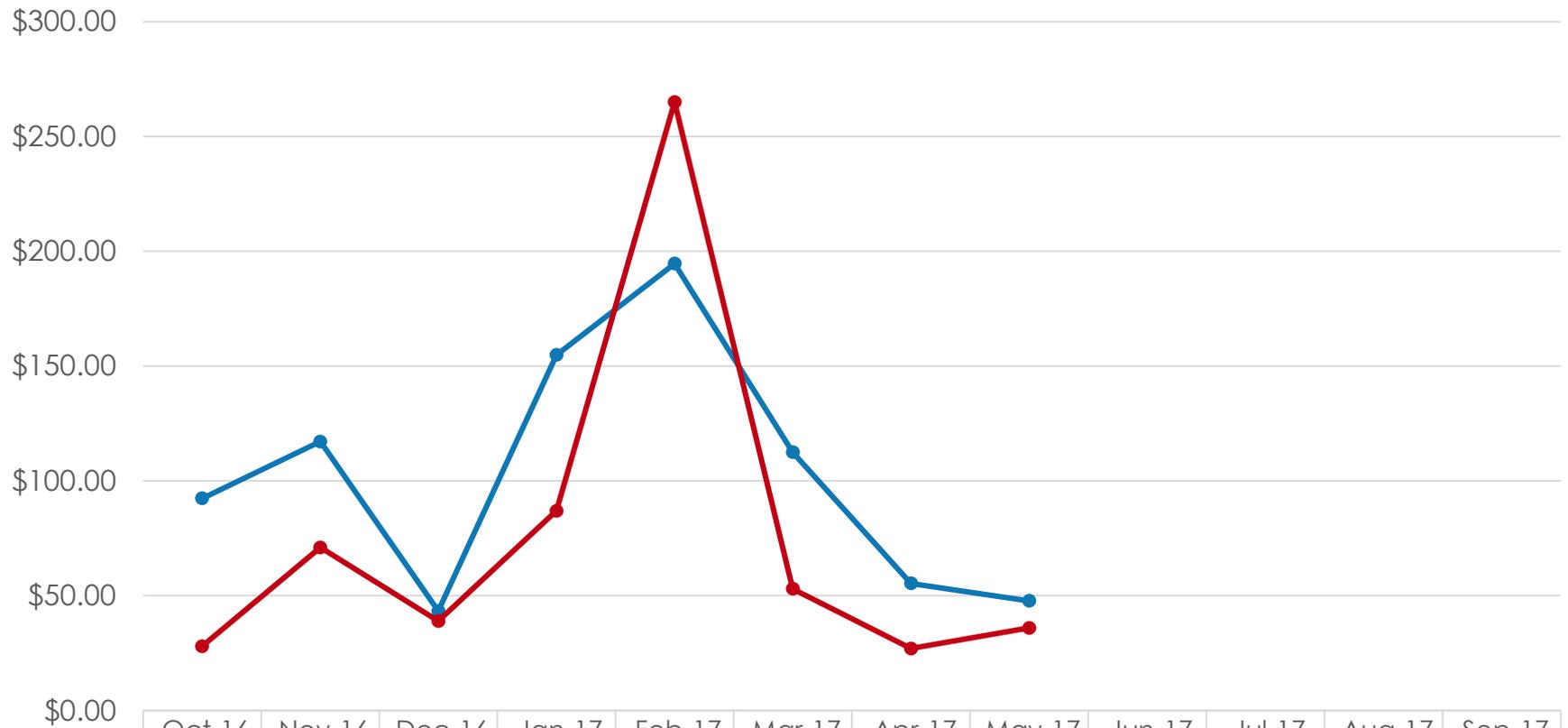
Prepaid- FY2017 Tracking

Ground Transportation - Japan



Prepaid- FY2017 Tracking

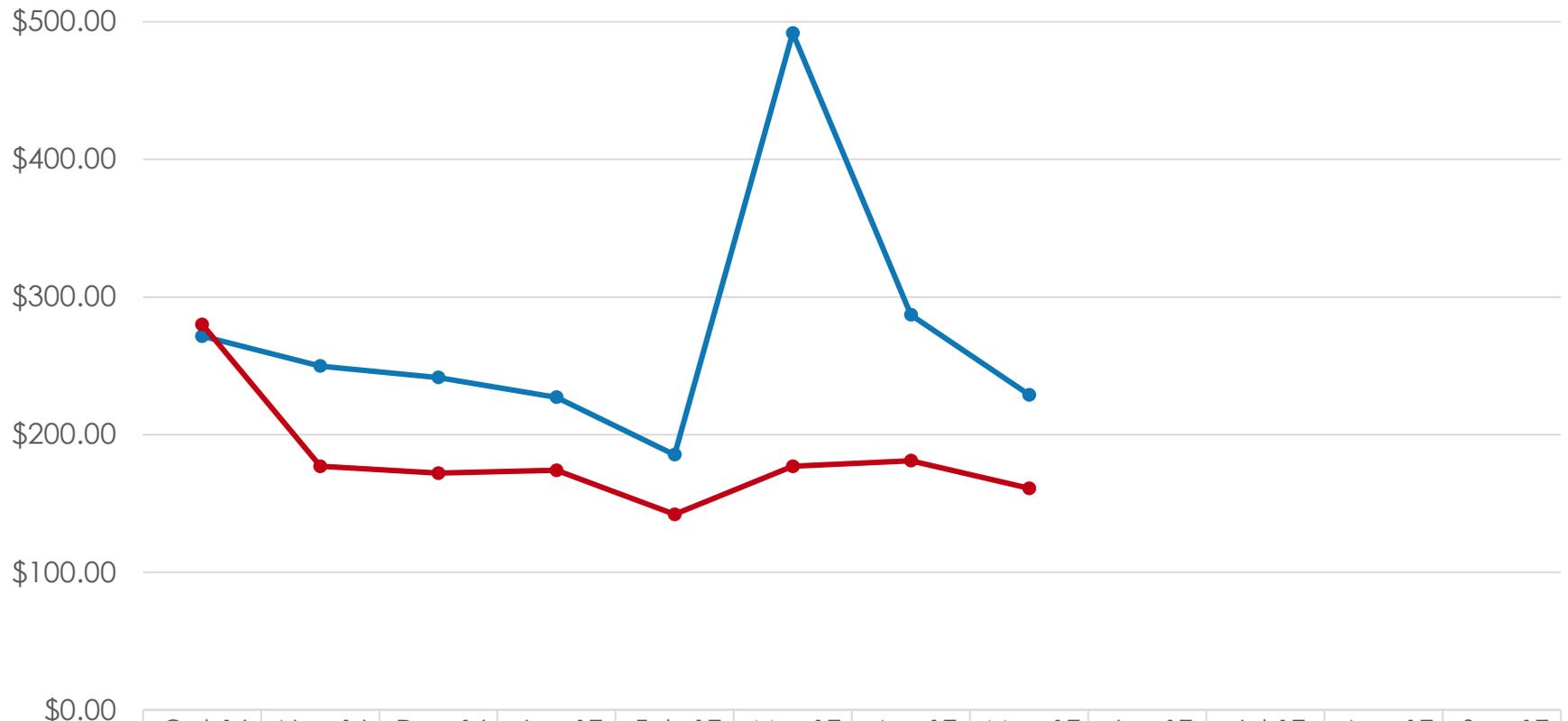
Ground Transportation - Guam



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$92.37	\$117.15	\$43.32	\$154.86	\$194.64	\$112.44	\$55.35	\$47.77				
MEDIAN	\$28.00	\$71.00	\$39.00	\$87.00	\$265.00	\$53.00	\$27.00	\$36.00				

Prepaid– FY2017 Tracking

Optional tours/ Activities



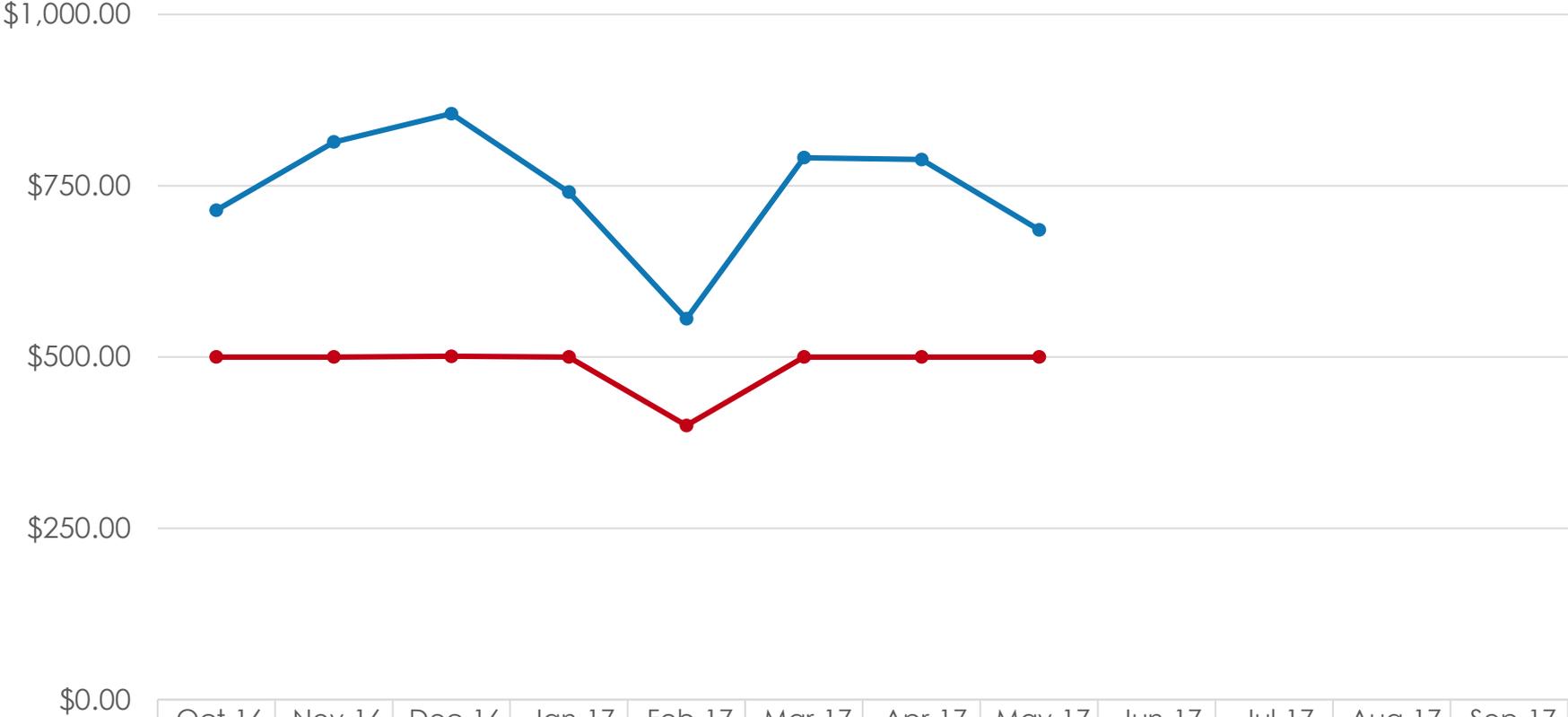
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$271.44	\$249.81	\$241.44	\$227.10	\$185.40	\$491.76	\$286.97	\$228.94				
MEDIAN	\$280.00	\$177.00	\$172.00	\$174.00	\$142.00	\$177.00	\$181.00	\$161.00				

On-Island Expenditures

- \$685.53 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$421.34 = overall mean average per person prepaid expenditures

On-Island Entire Travel Party – FY2017

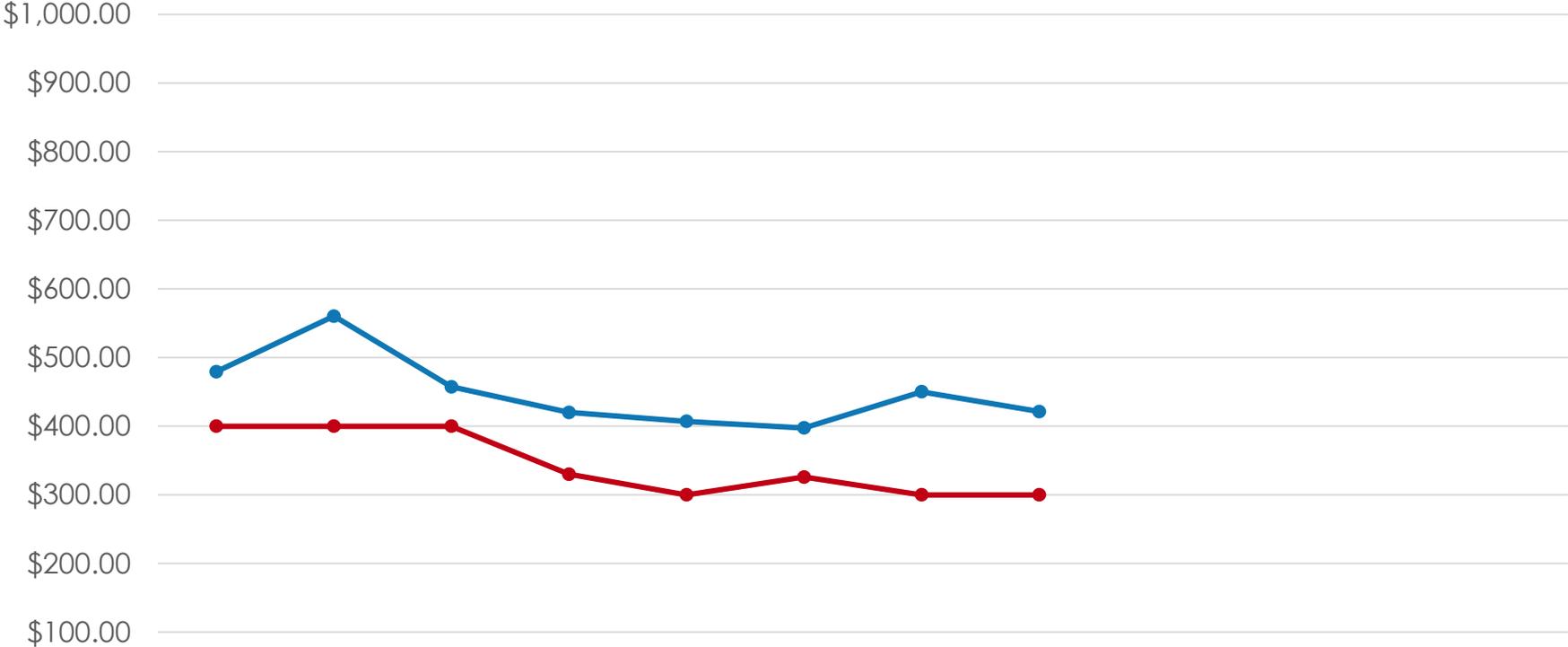
Tracking



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$714.19	\$813.75	\$854.97	\$740.47	\$555.55	\$790.76	\$788.10	\$685.53				
MEDIAN	\$500.00	\$500.00	\$501.00	\$500.00	\$400.00	\$500.00	\$500.00	\$500.00				

On-Island Per Person – FY2017

Tracking



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$479.47	\$560.29	\$457.40	\$420.06	\$407.07	\$397.44	\$450.12	\$421.34				
MEDIAN	\$400.00	\$400.00	\$400.00	\$330.00	\$300.00	\$326.00	\$300.00	\$300.00				

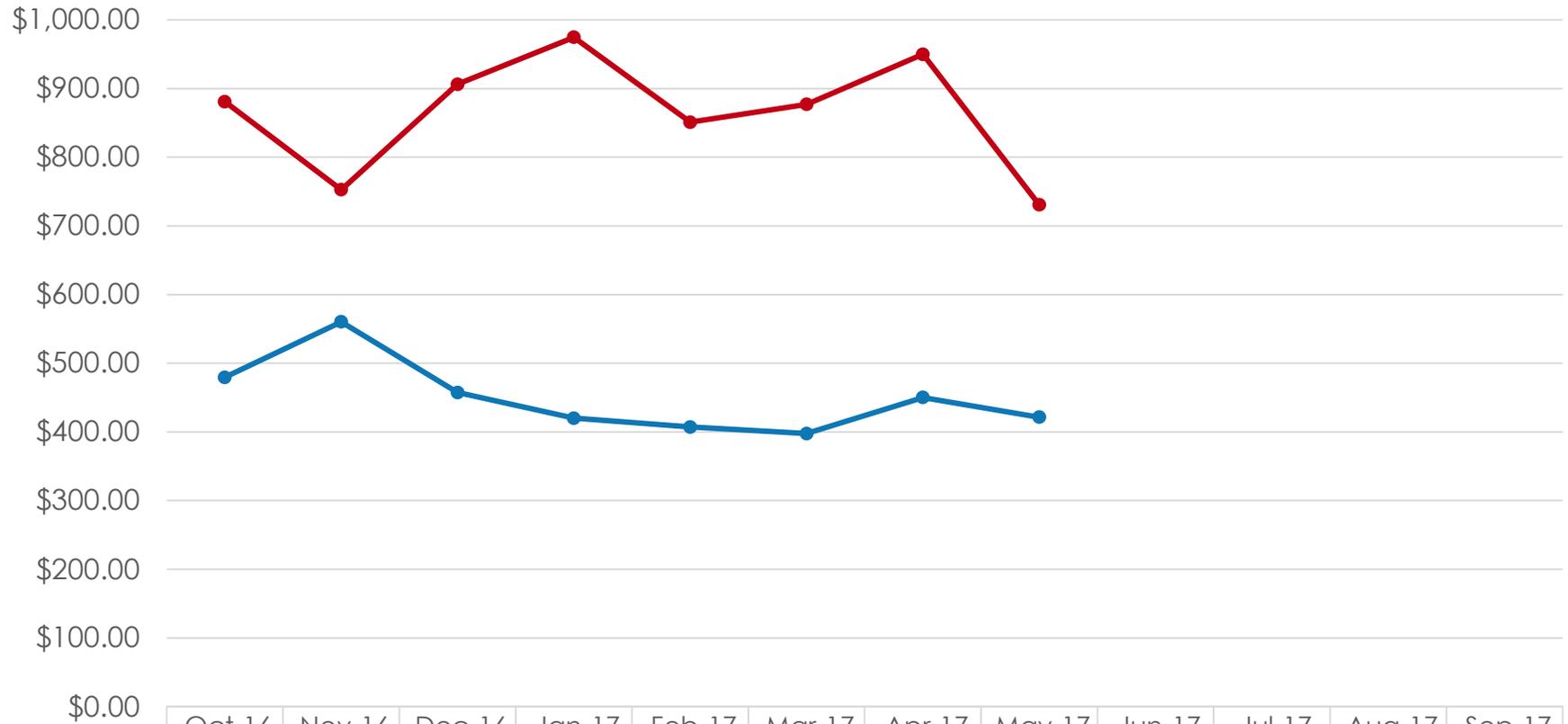
On-Island Per Person – Key Segments

GVB EXIT SURVEY
Q11A ONISLE EXPENDITURE- PER PERSO

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
ONISLE PER PERSON	Mean	\$421.34	\$394.42	\$459.90	\$314.16	\$670.77	\$0.00	\$342.23	\$442.05
	Median	\$300	\$300	\$333	\$284	\$300	\$0	\$300	\$300

Prepared by Anthology Research

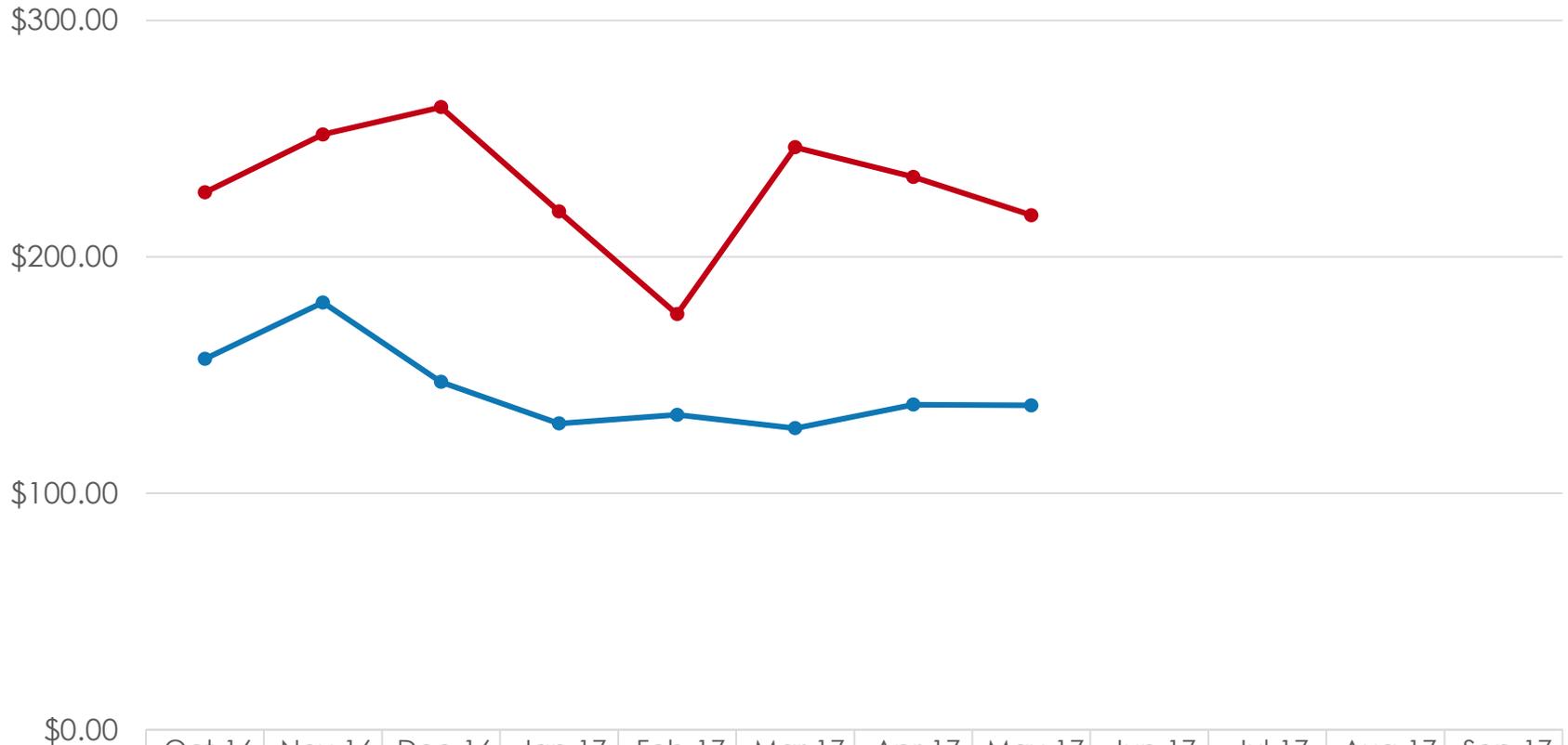
Per Person MEAN expenditures – FY2017 Tracking On-Island/ Prepaid



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
On-Island	\$479.47	\$560.29	\$457.40	\$420.06	\$407.07	\$397.44	\$450.12	\$421.34				
Prepaid	\$880.84	\$752.63	\$906.16	\$974.56	\$850.86	\$876.79	\$949.83	\$730.80				

On-Island Per Day Spending – FY2017 Tracking

MEAN

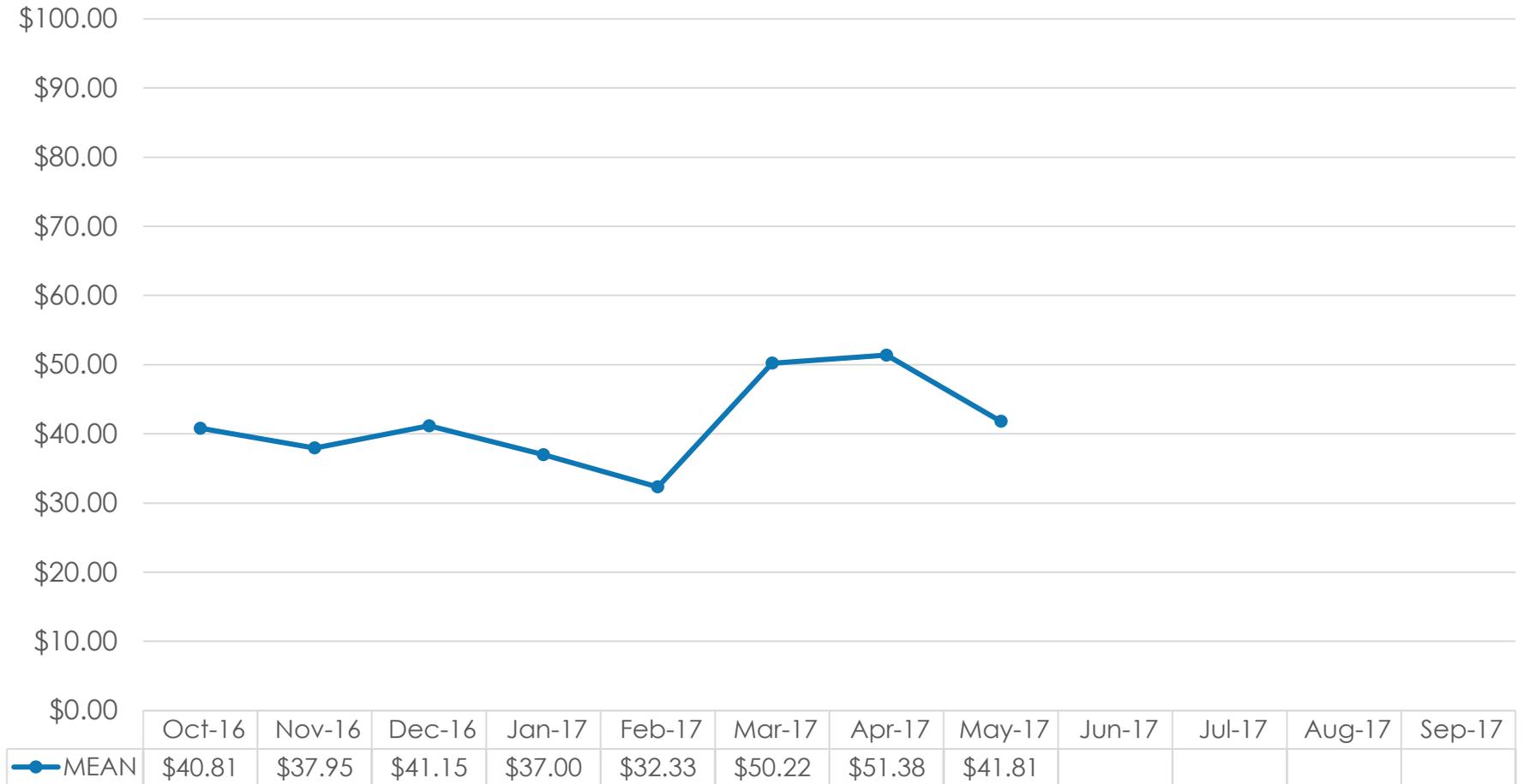


On-Island Expenses by Category – Mean Entire Travel Party



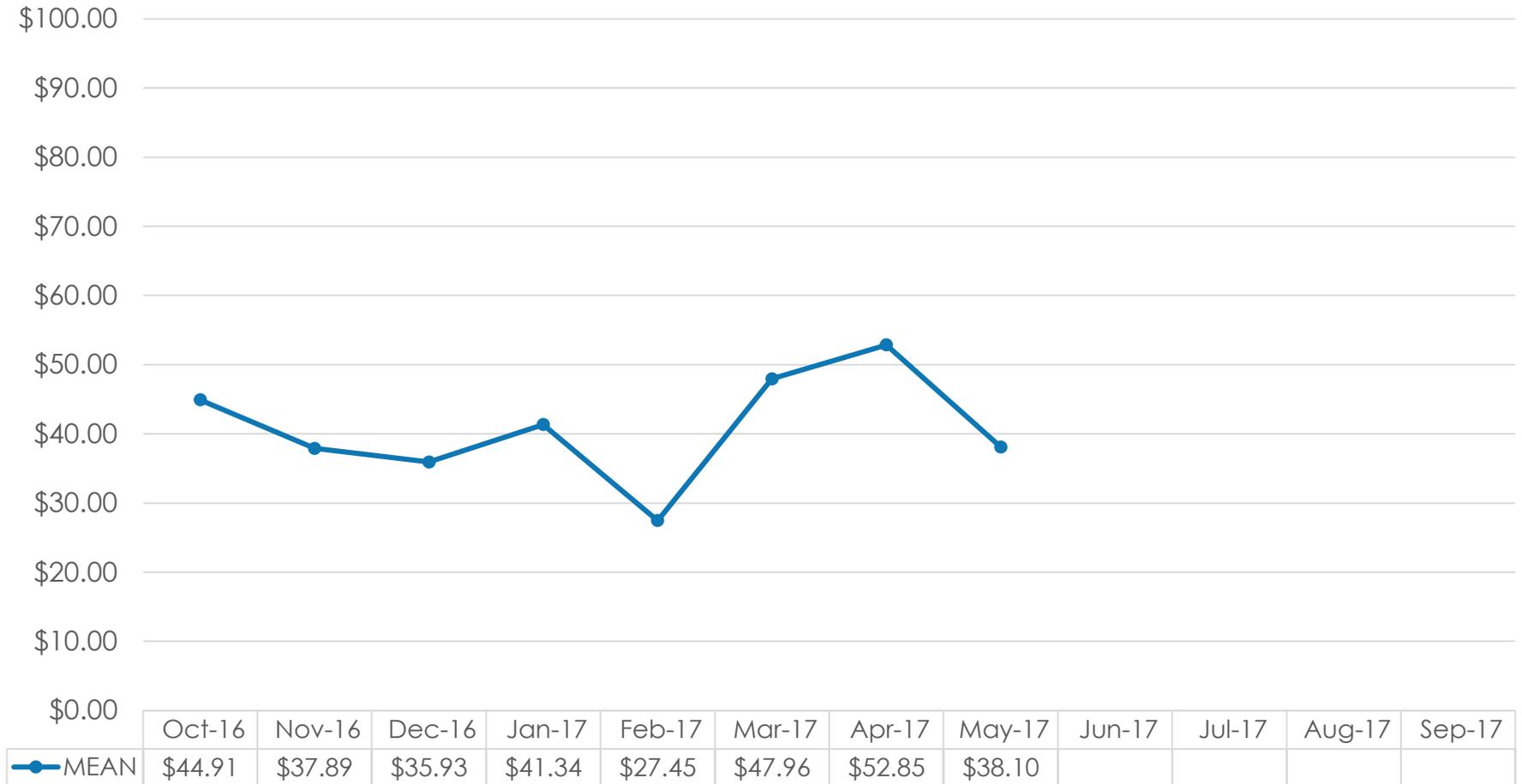
On-Island – FY2017 Tracking

Food & Beverage - Hotel



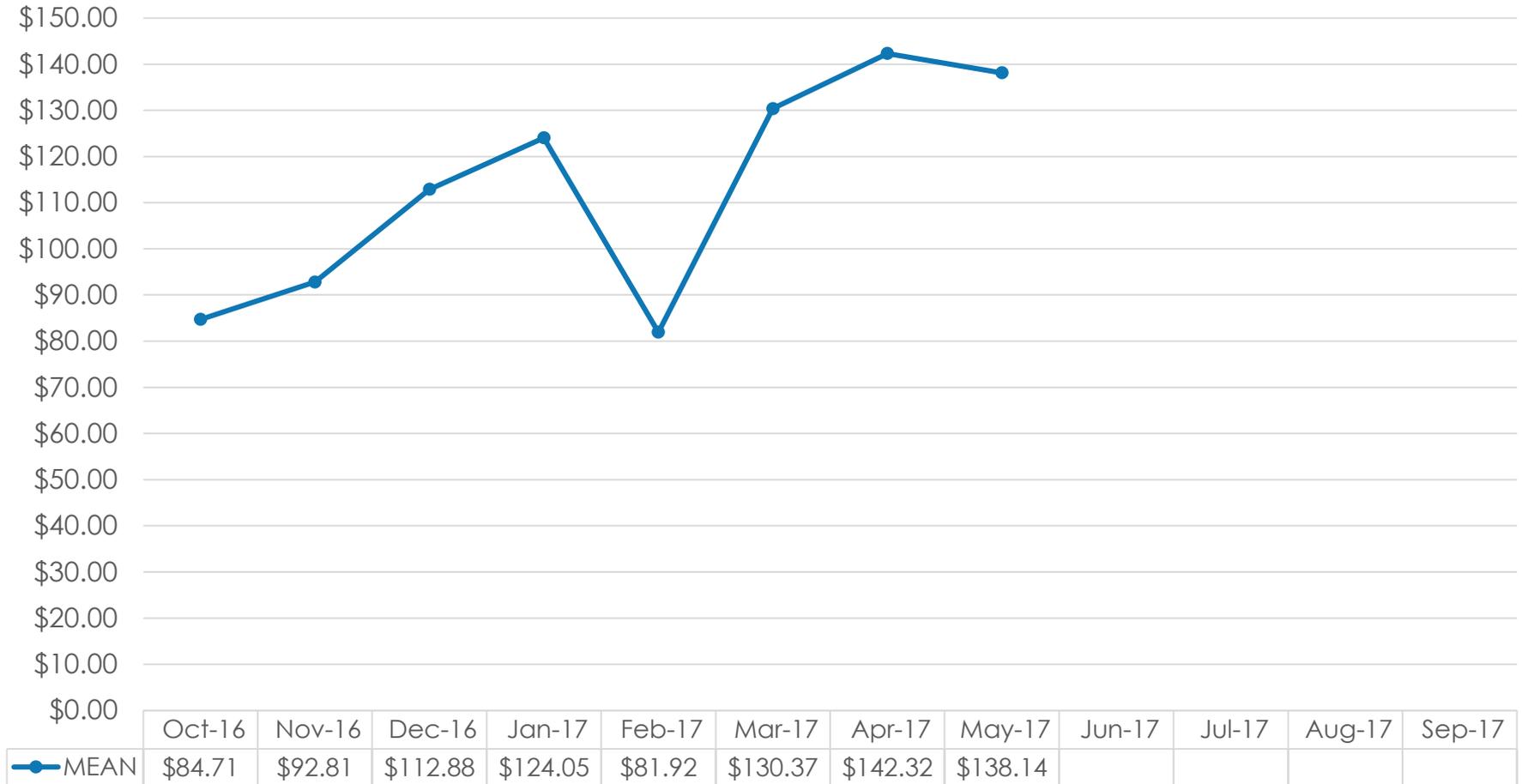
On-Island – FY2017 Tracking

Food & Beverage – Fast Food/ Convenience Store



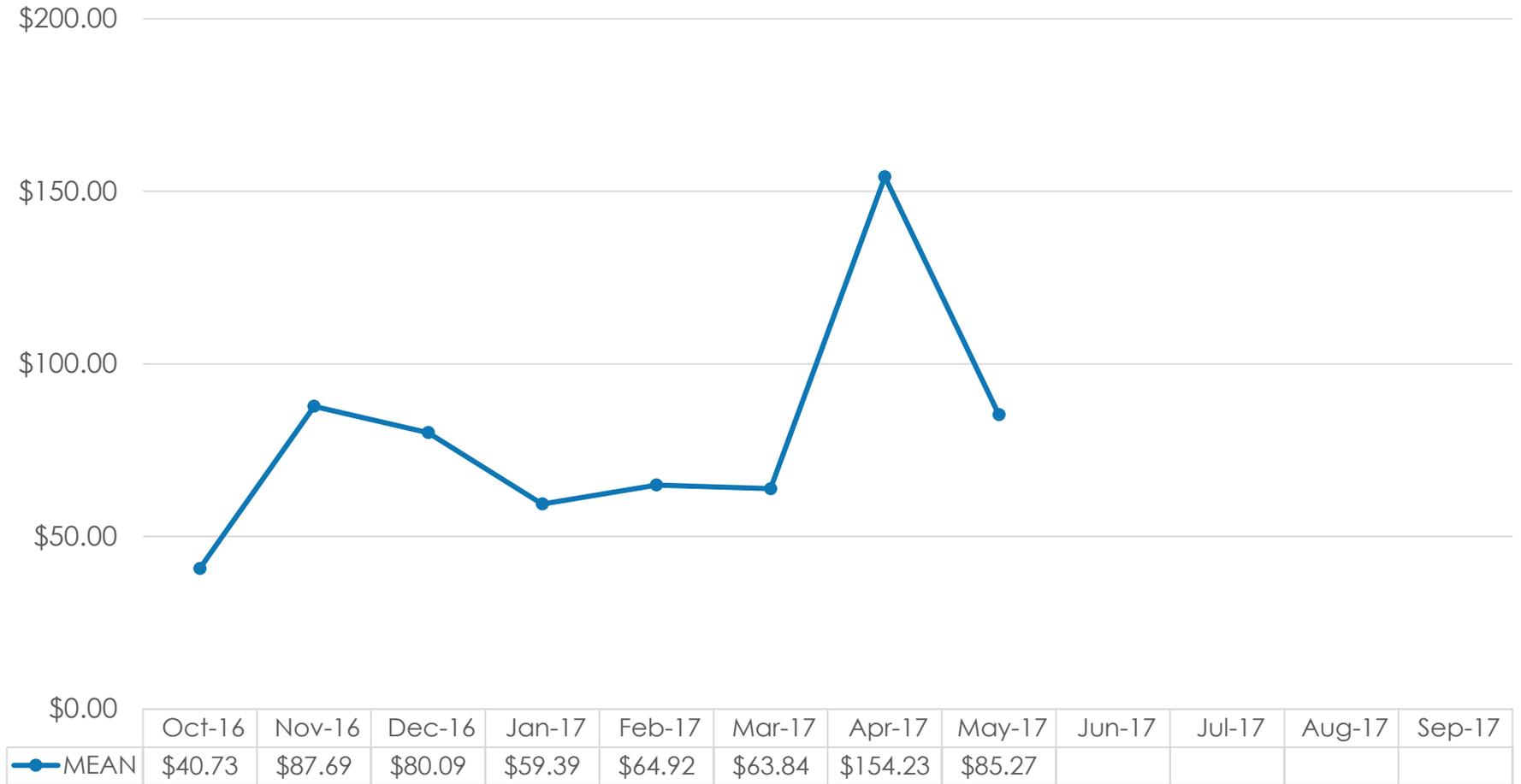
On-Island – FY2017 Tracking

Food & Beverage – Restaurant/ Drinking Est Outside Hotel



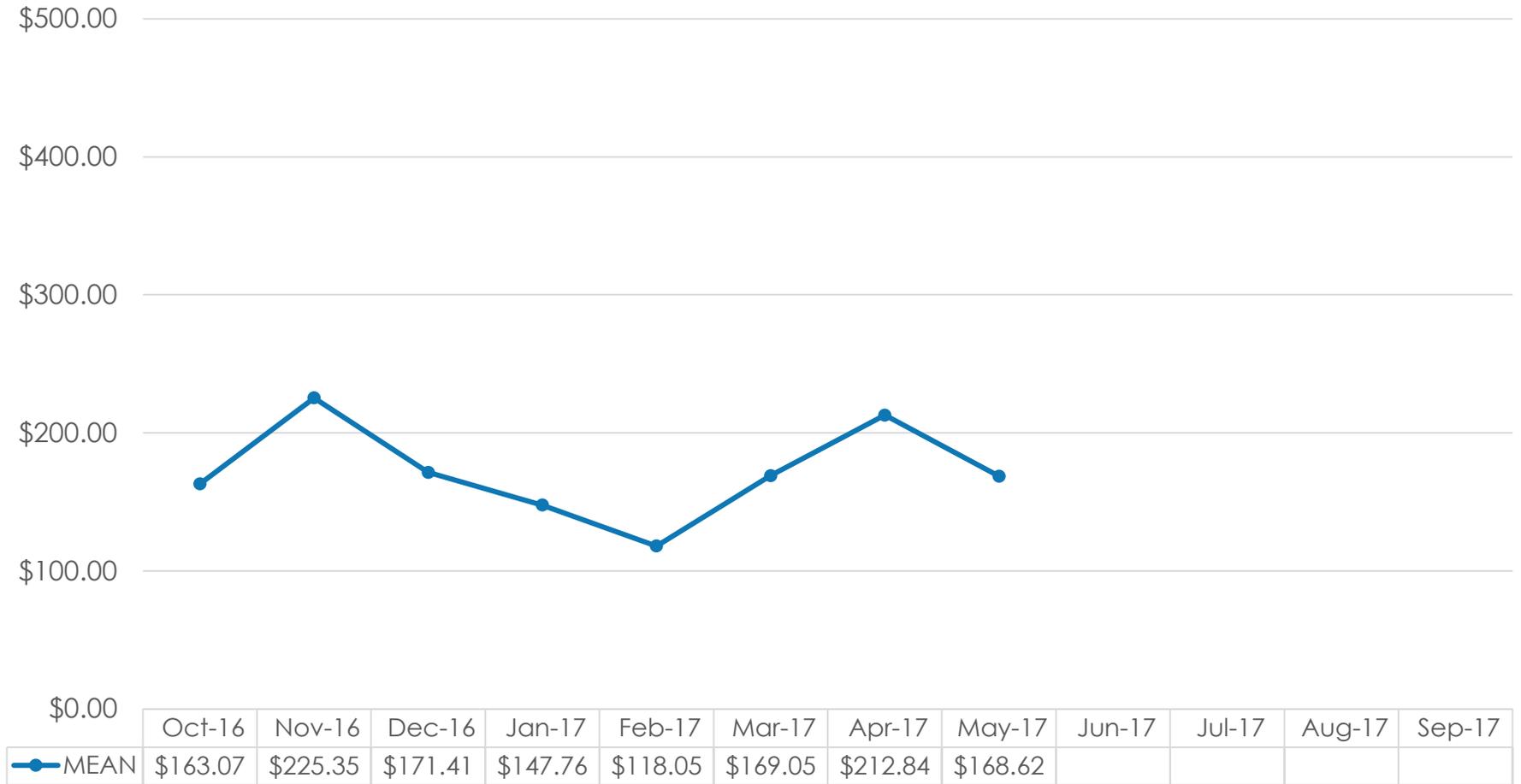
On-Island – FY2017 Tracking

Optional tour/ Activities



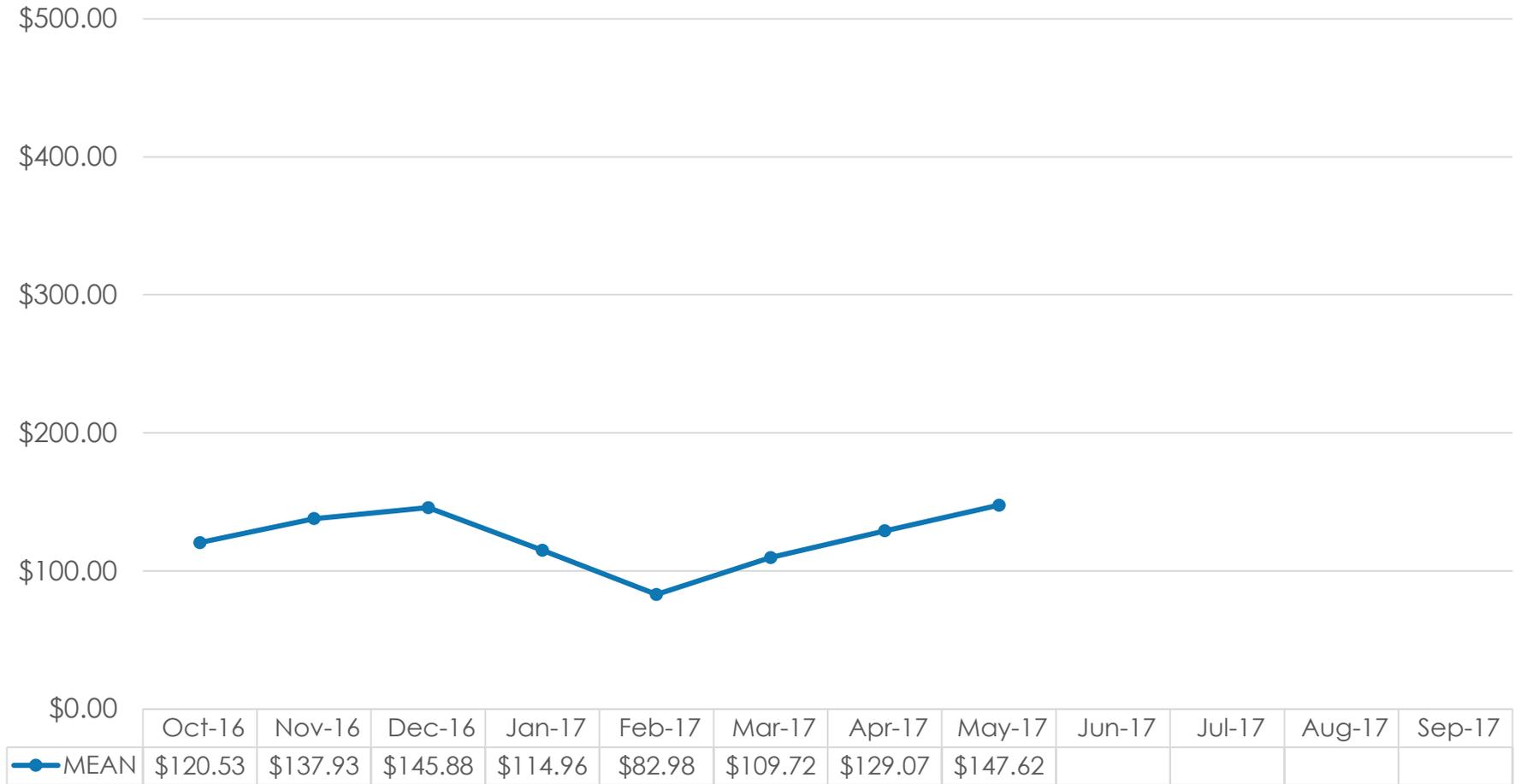
On-Island – FY2017 Tracking

Gift/ Souvenir – Self/ Companion



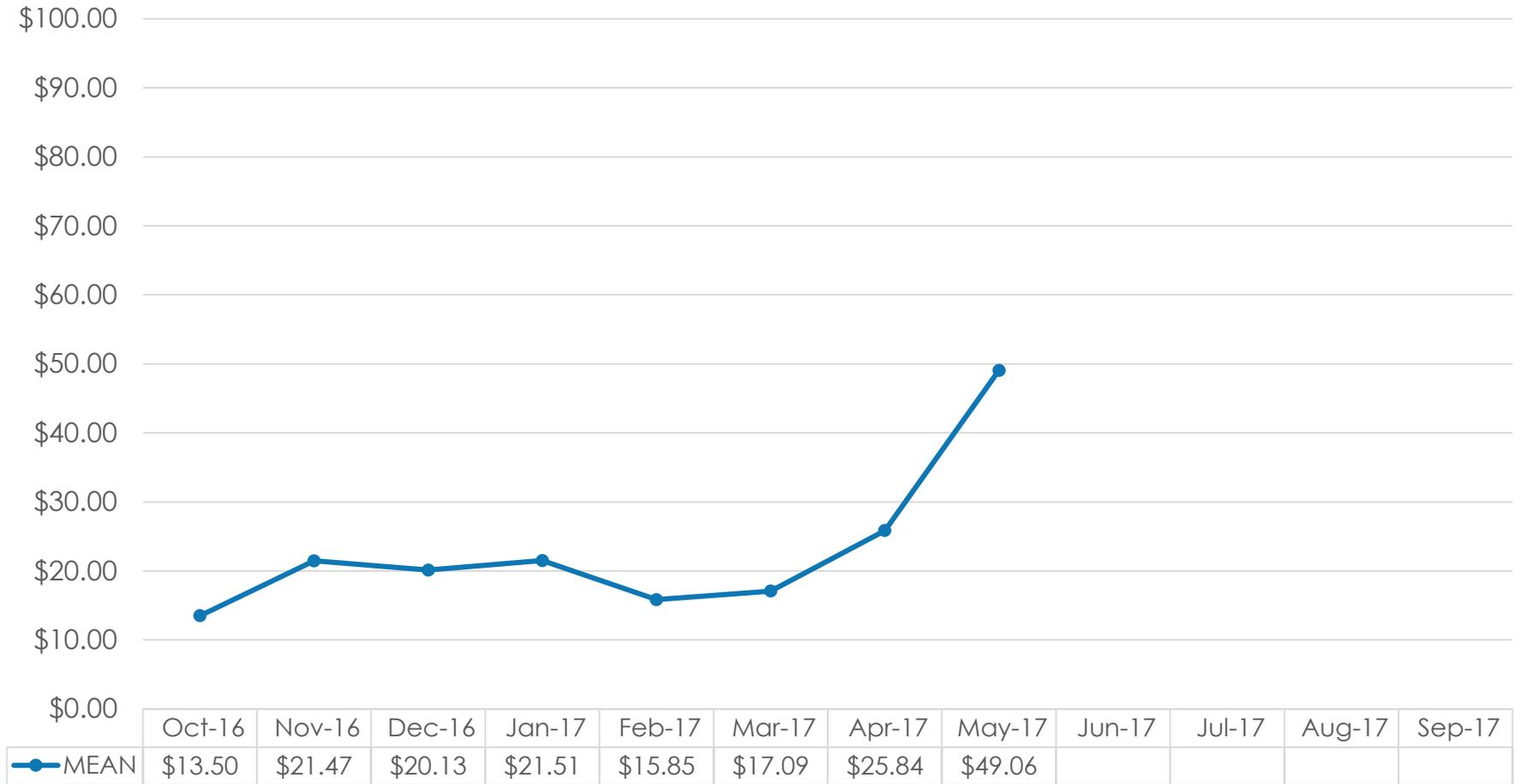
On-Island – FY2017 Tracking

Gift/ Souvenir – Friends/ Family



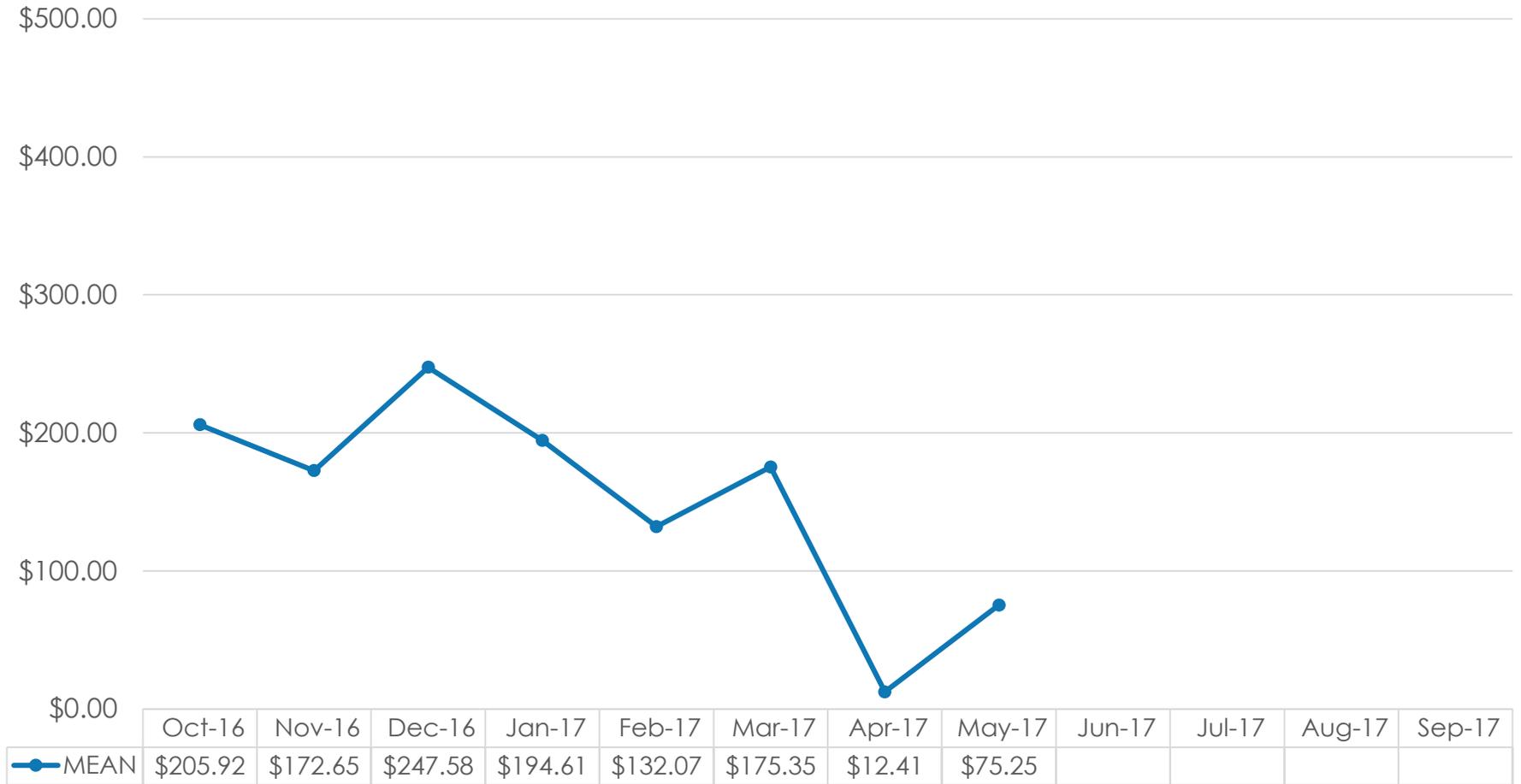
On-Island – FY2017 Tracking

Local Transportation



On-Island – FY2017 Tracking

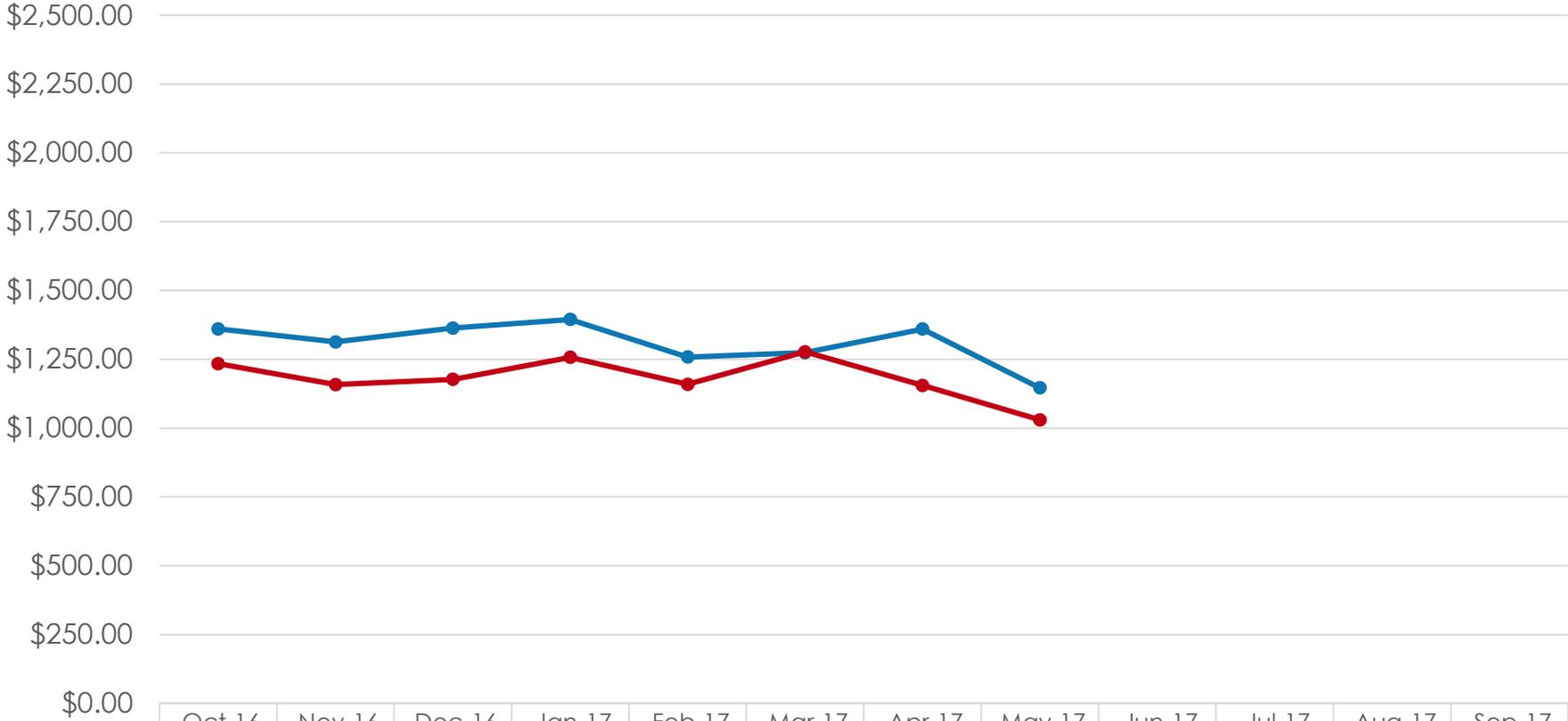
Other Not Included



TOTAL (On-Isle + Prepaid) Expenditures Per Person

- \$1,146.41 = overall mean average prepaid & on-isle expense by respondent

TOTAL Per Person Expenditures – FY2017 Tracking



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$1,360.31	\$1,312.92	\$1,363.21	\$1,394.62	\$1,257.93	\$1,274.23	\$1,359.97	\$1,146.41				
MEDIAN	\$1,234.00	\$1,158.00	\$1,177.00	\$1,257.00	\$1,159.00	\$1,277.00	\$1,155.00	\$1,030.00				

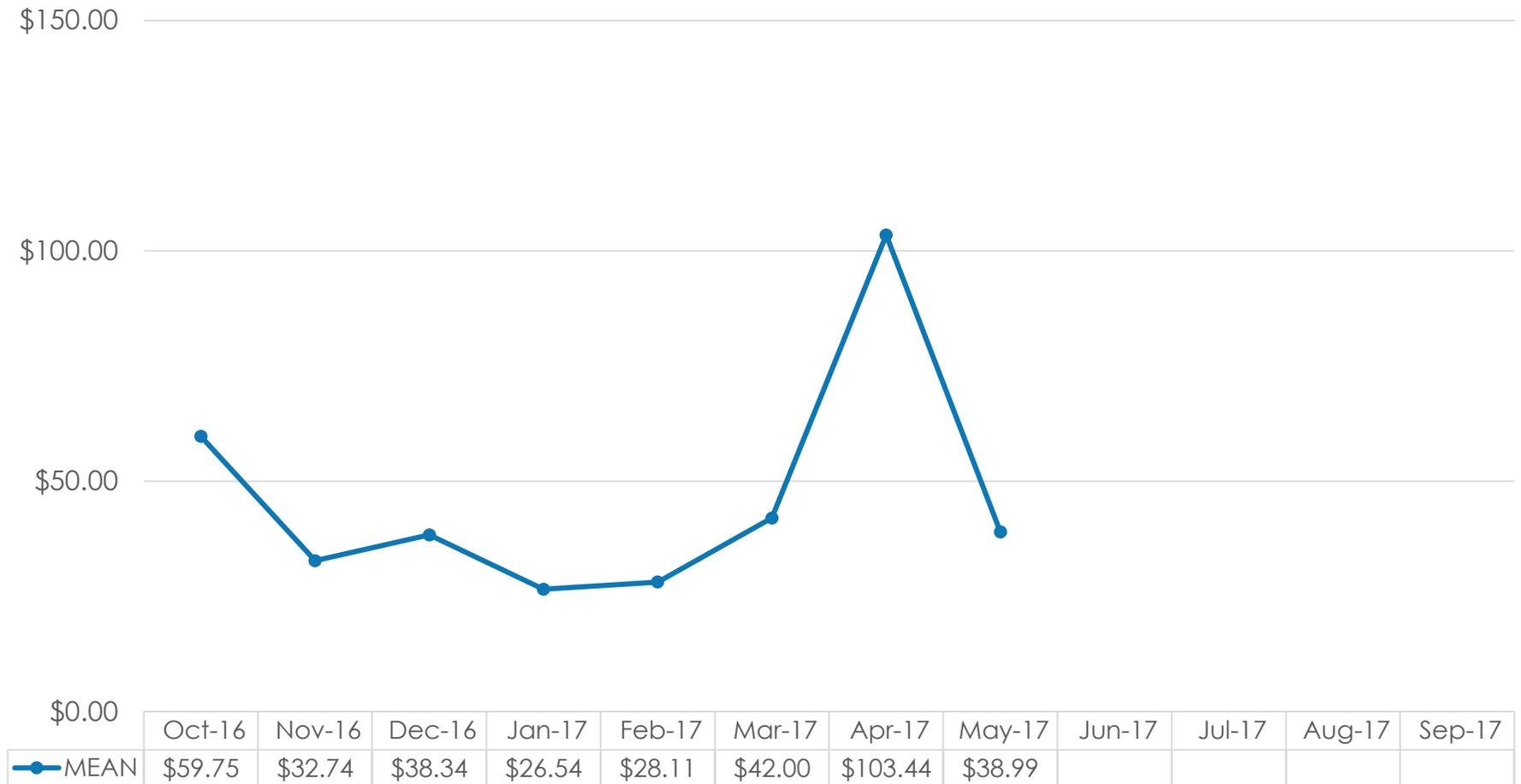
TOTAL Per Person Expenditures – Key Segments

**GVB EXIT SURVEY
TOTAL PER PERSON SPENDING**

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$1,146.41	\$1,258.43	\$1,074.10	\$886.49	\$1,280.30	\$0.00	\$1,386.07	\$977.92
	Median	\$1,030	\$1,097	\$971	\$782	\$1,164	\$0	\$1,103	\$826

Prepared by Anthology Research

GUAM AIRPORT EXPENDITURE – FY2017 Tracking

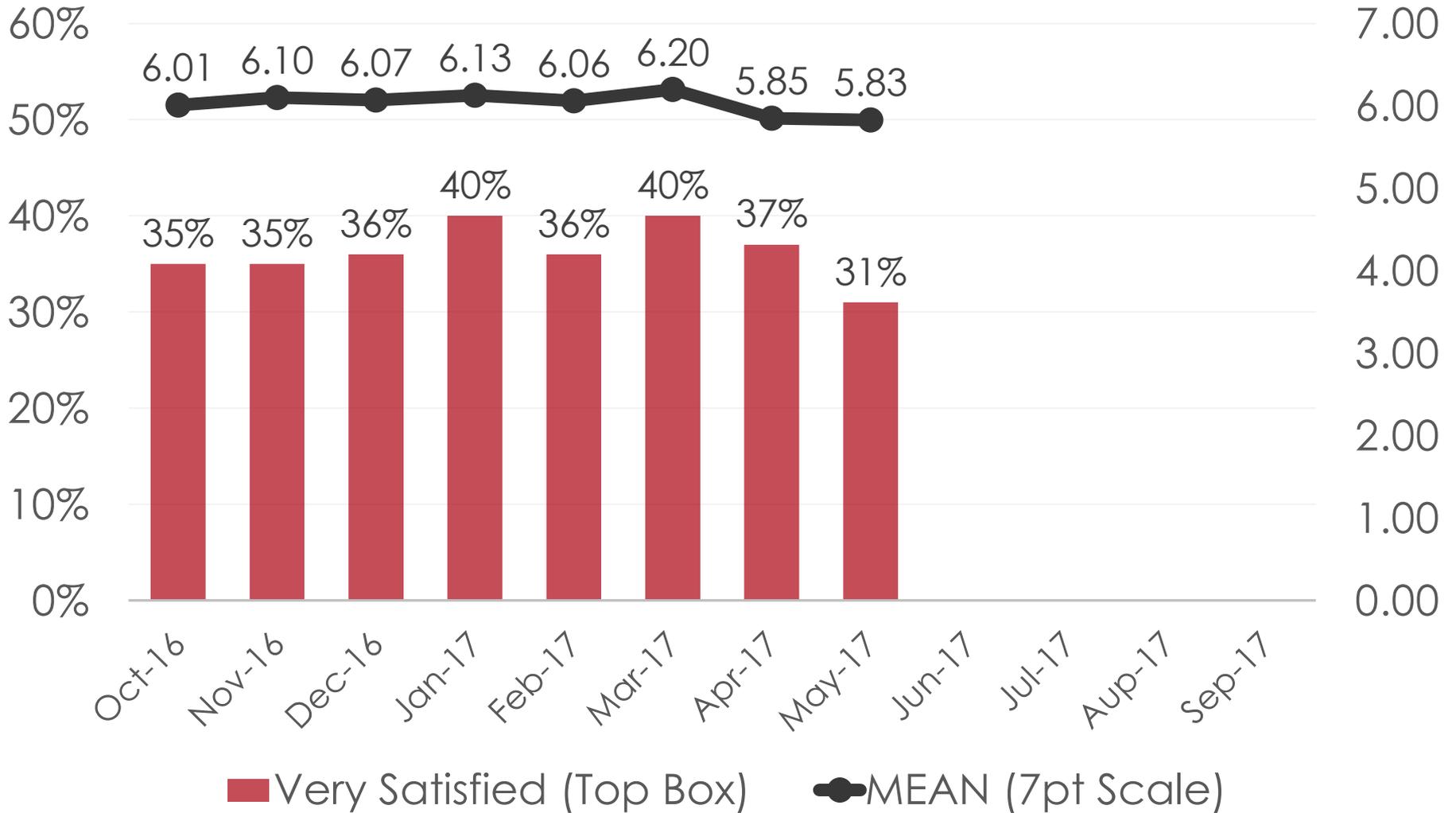


SECTION 4

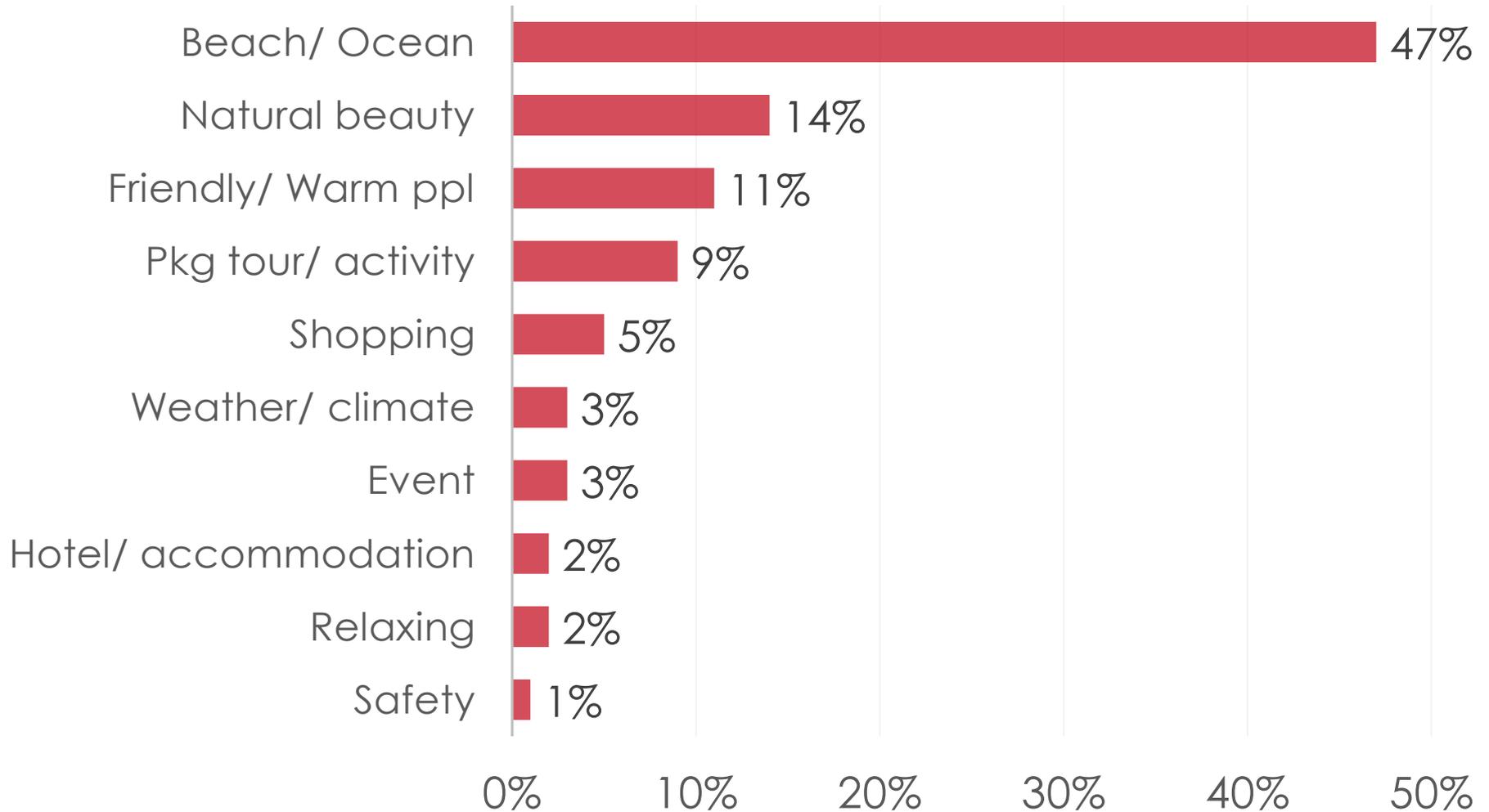
VISITOR SATISFACTION

BEHAVIOR

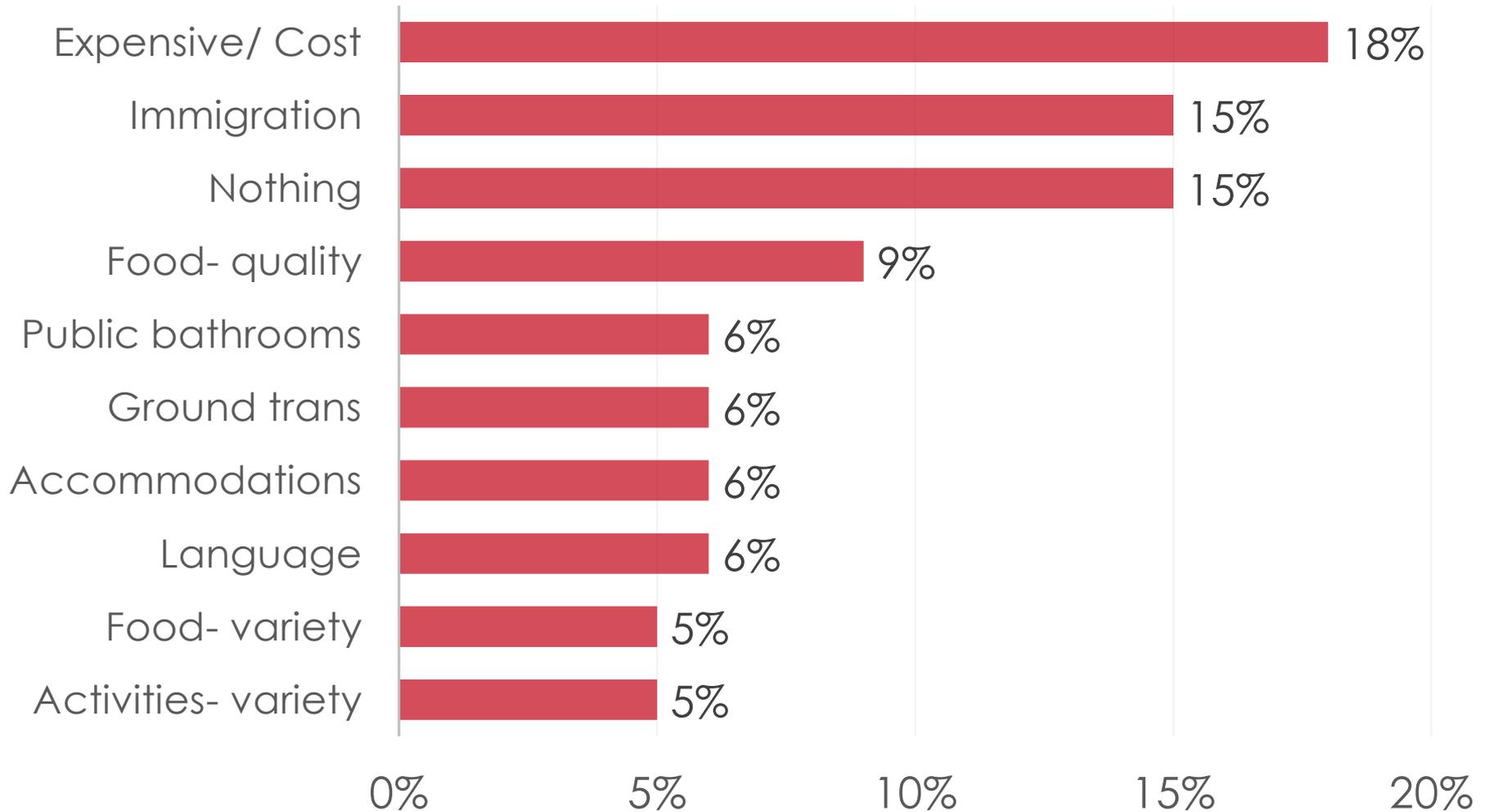
OVERALL SATISFACTION



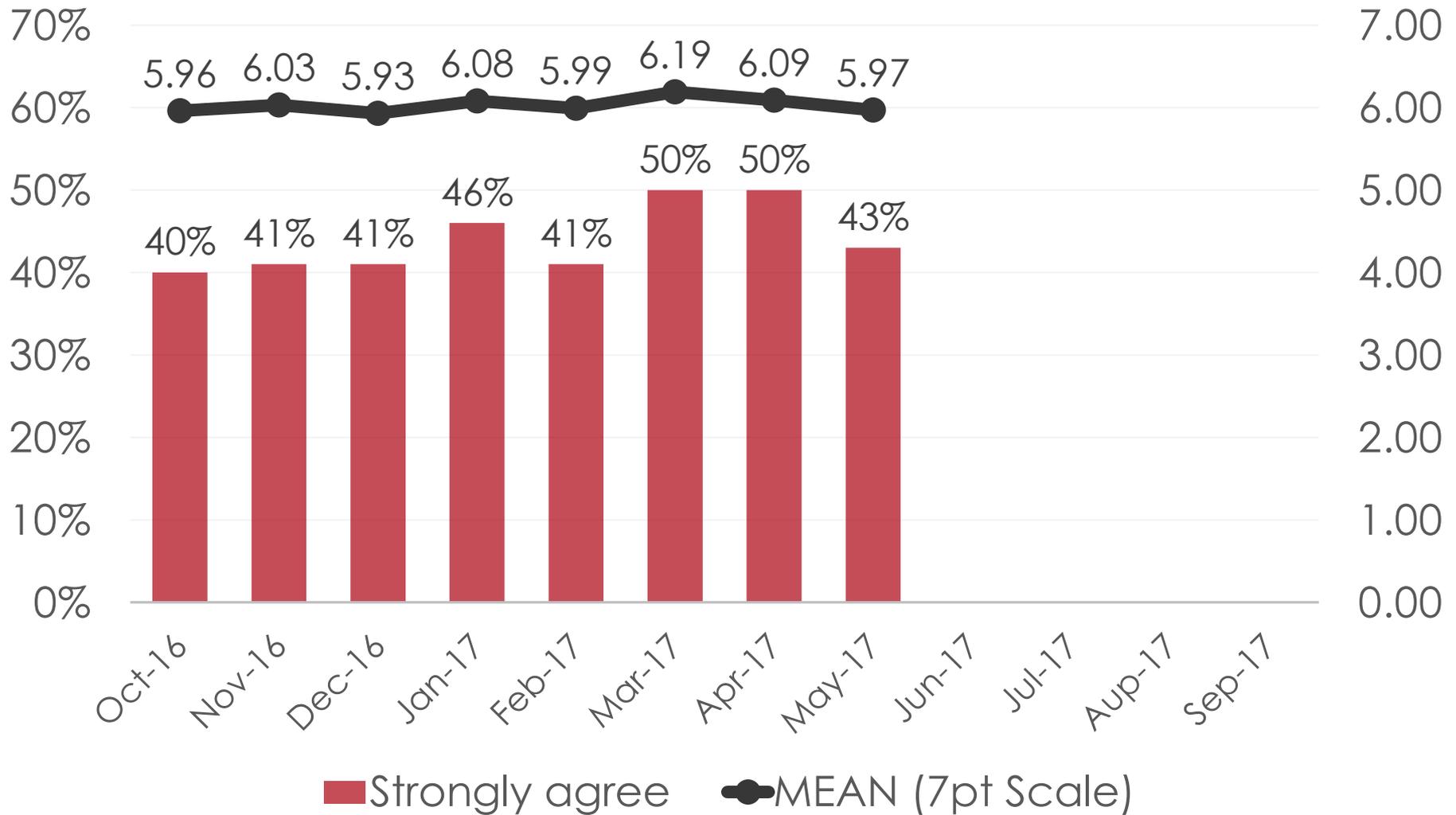
Positive aspects of trip (Top Reason)



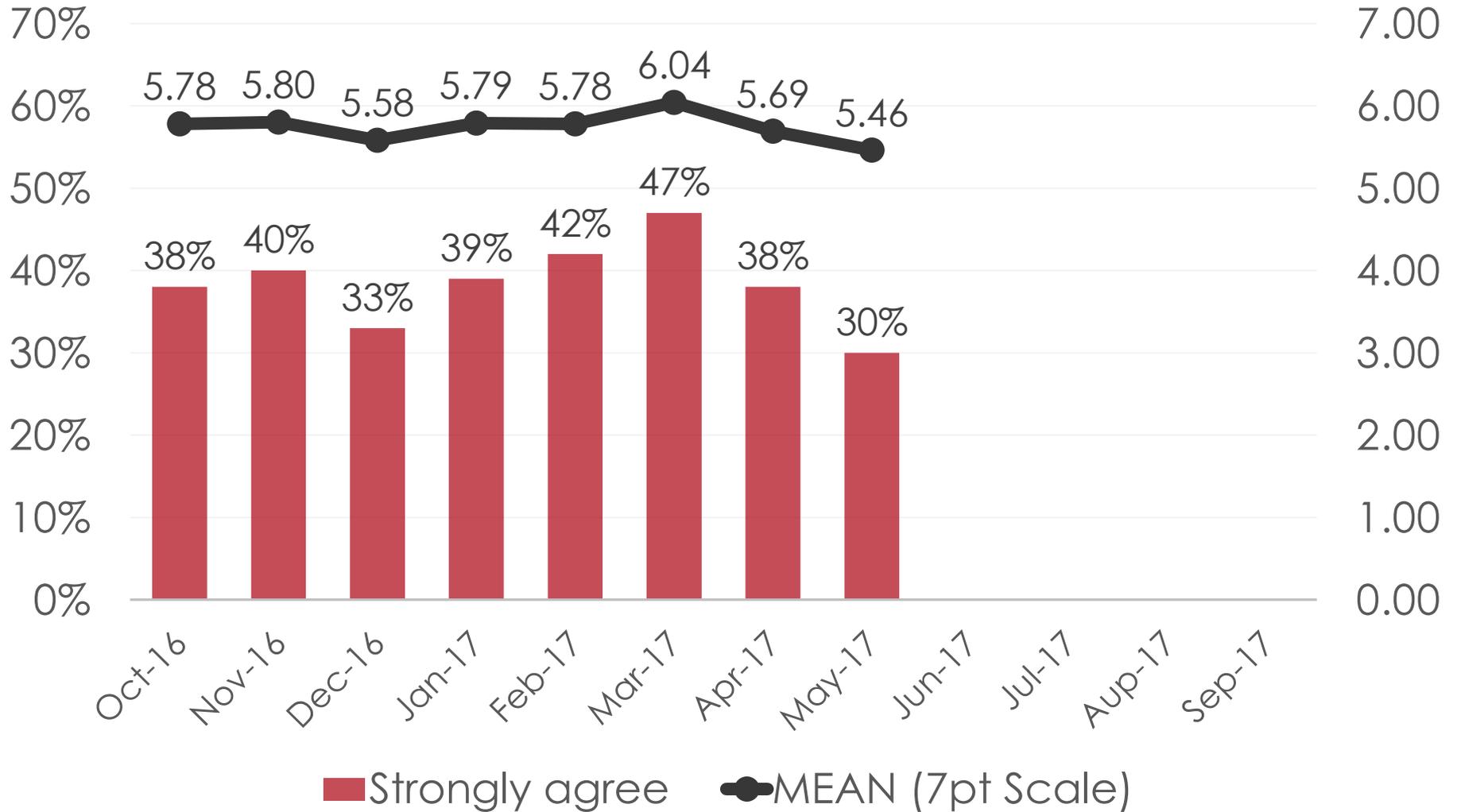
Negative aspects of trip (Top Reason)



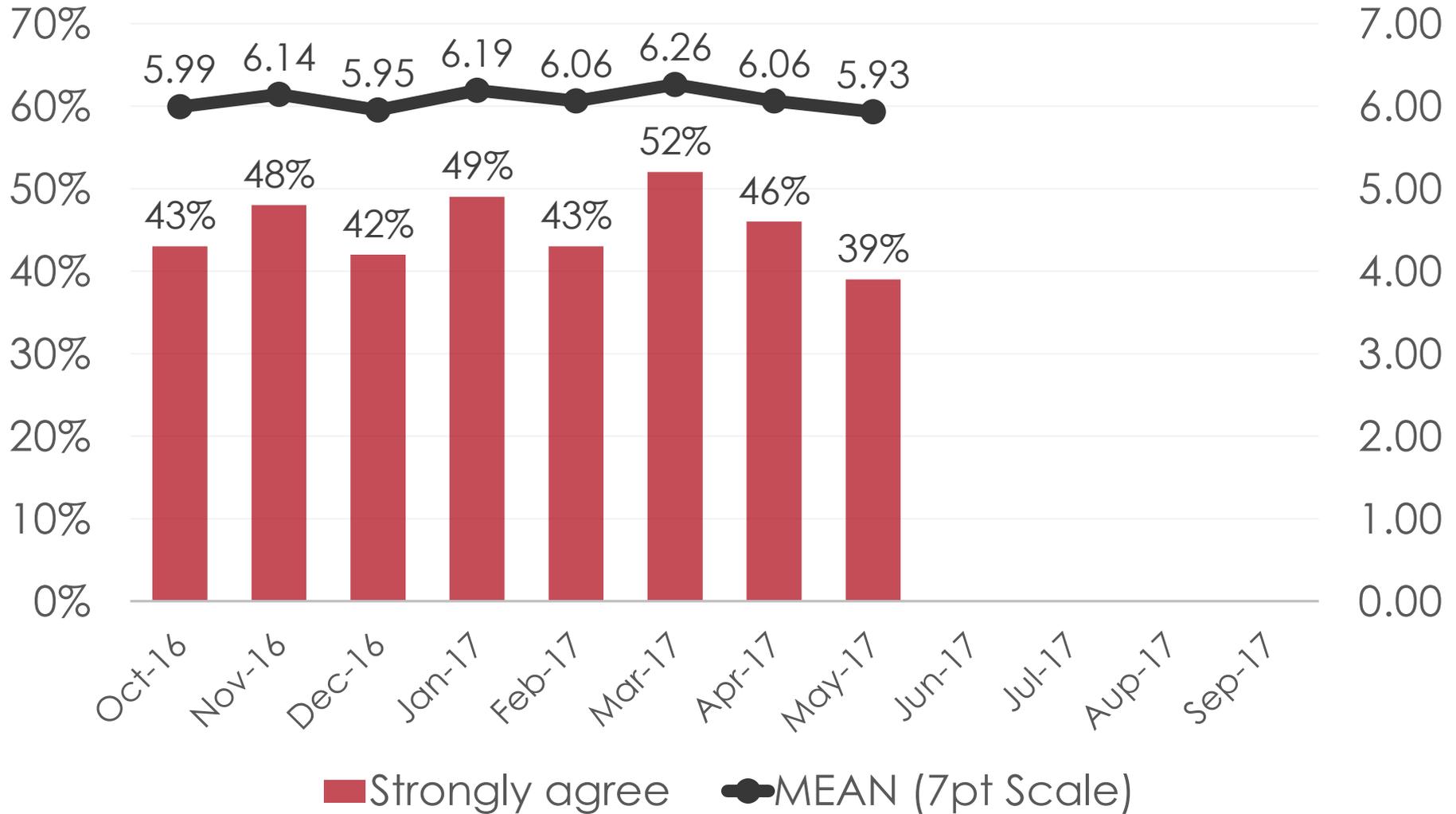
Guam was better than expected



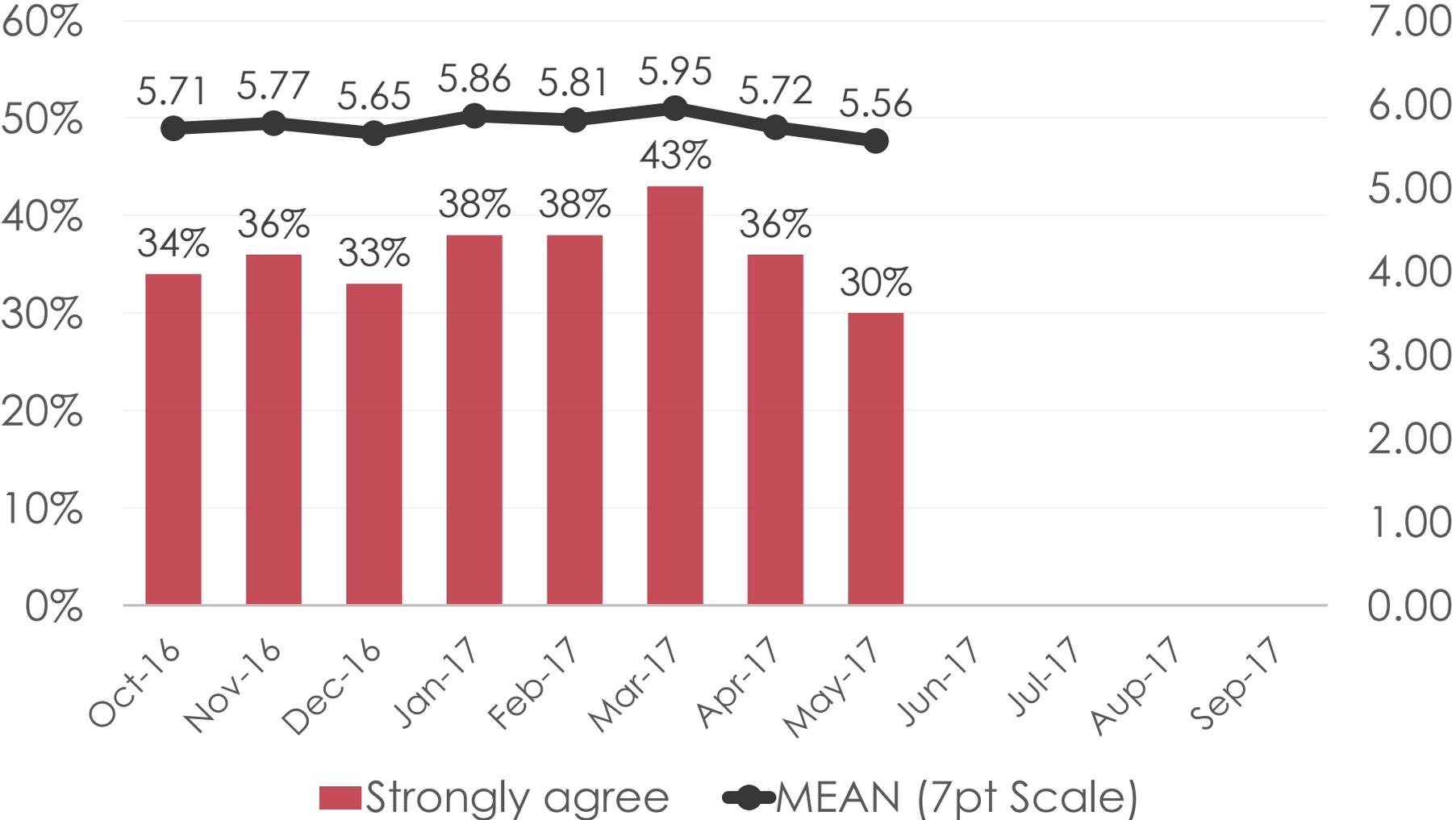
I had no communication problems



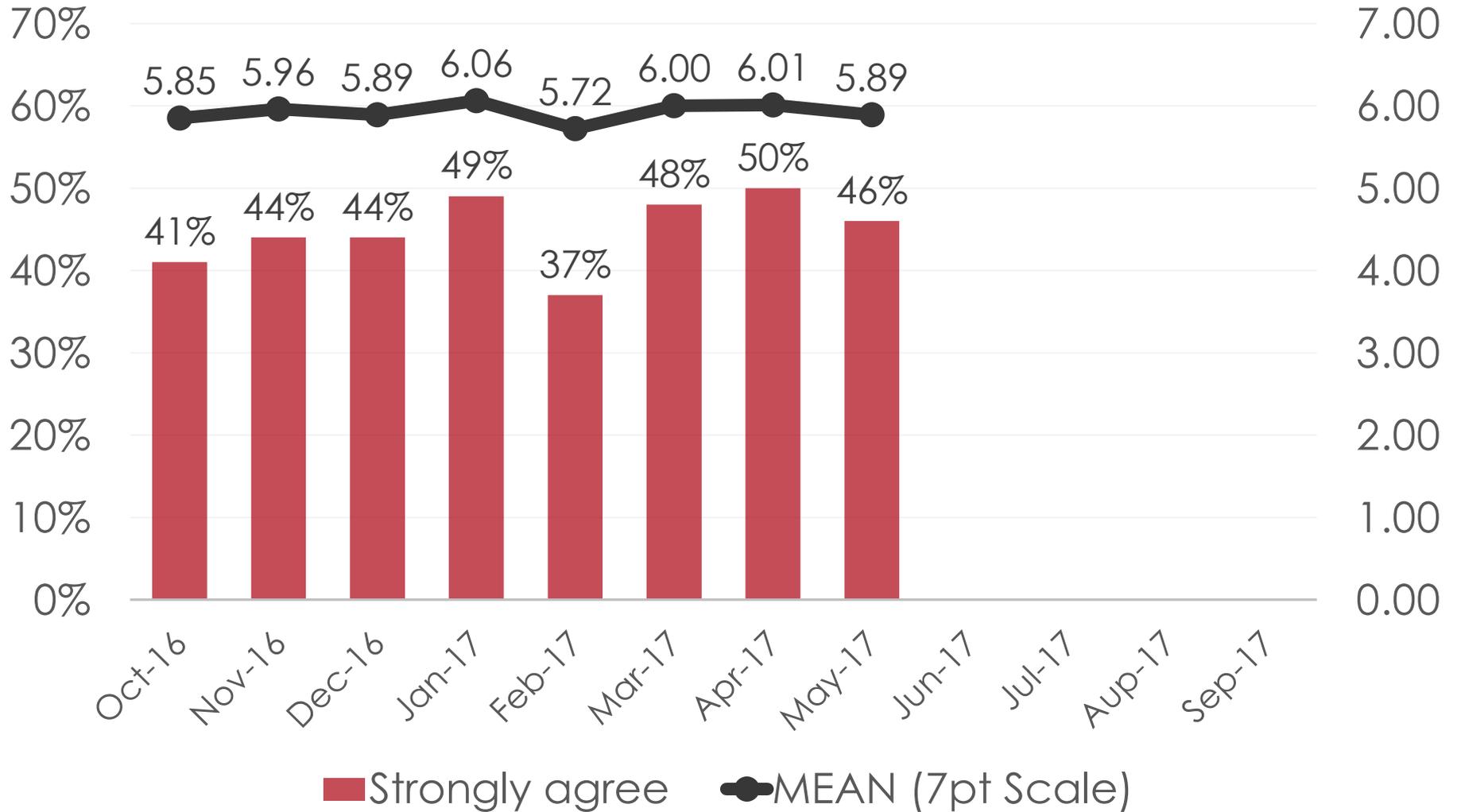
I will recommend Guam to friends



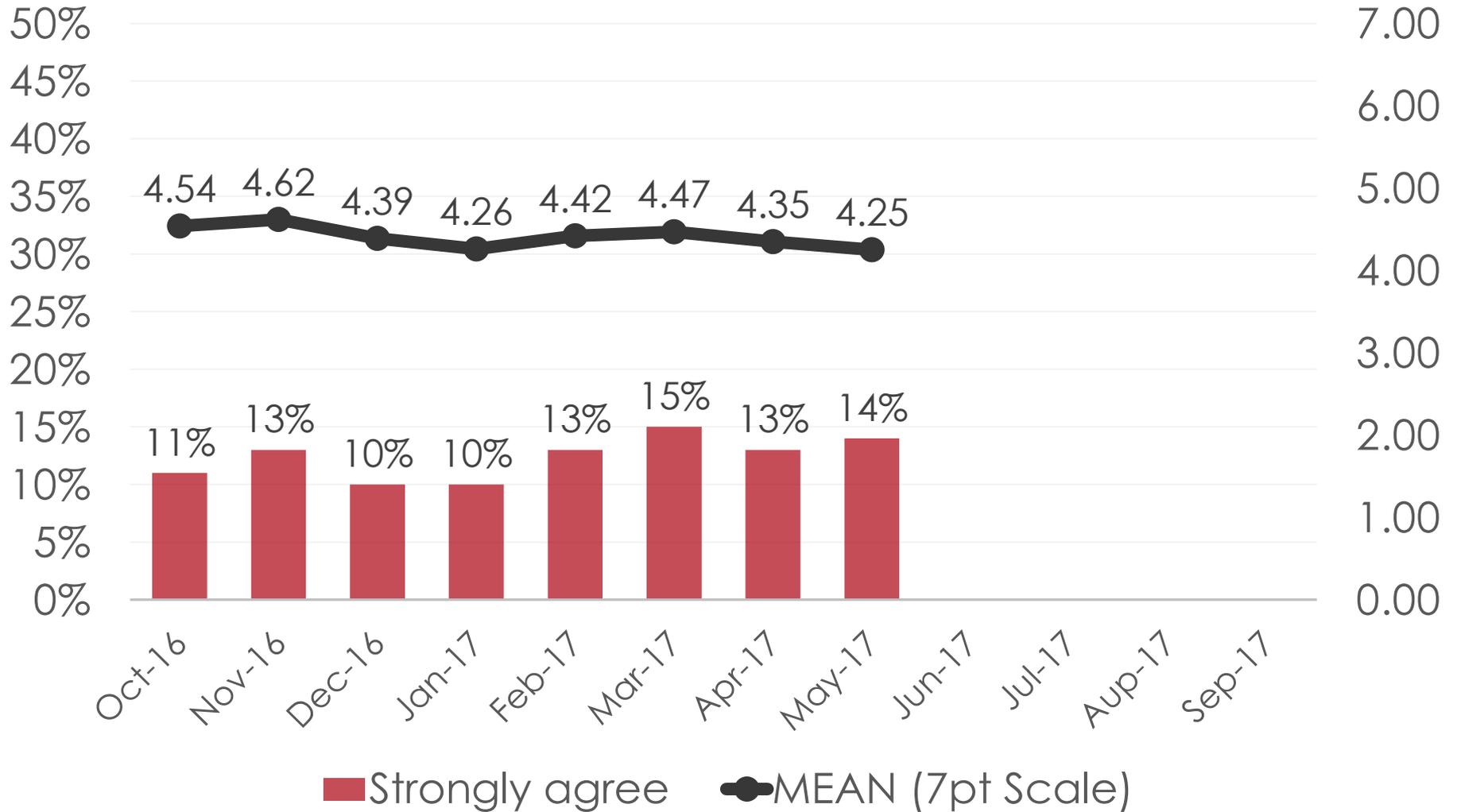
Sites on Guam were attractive



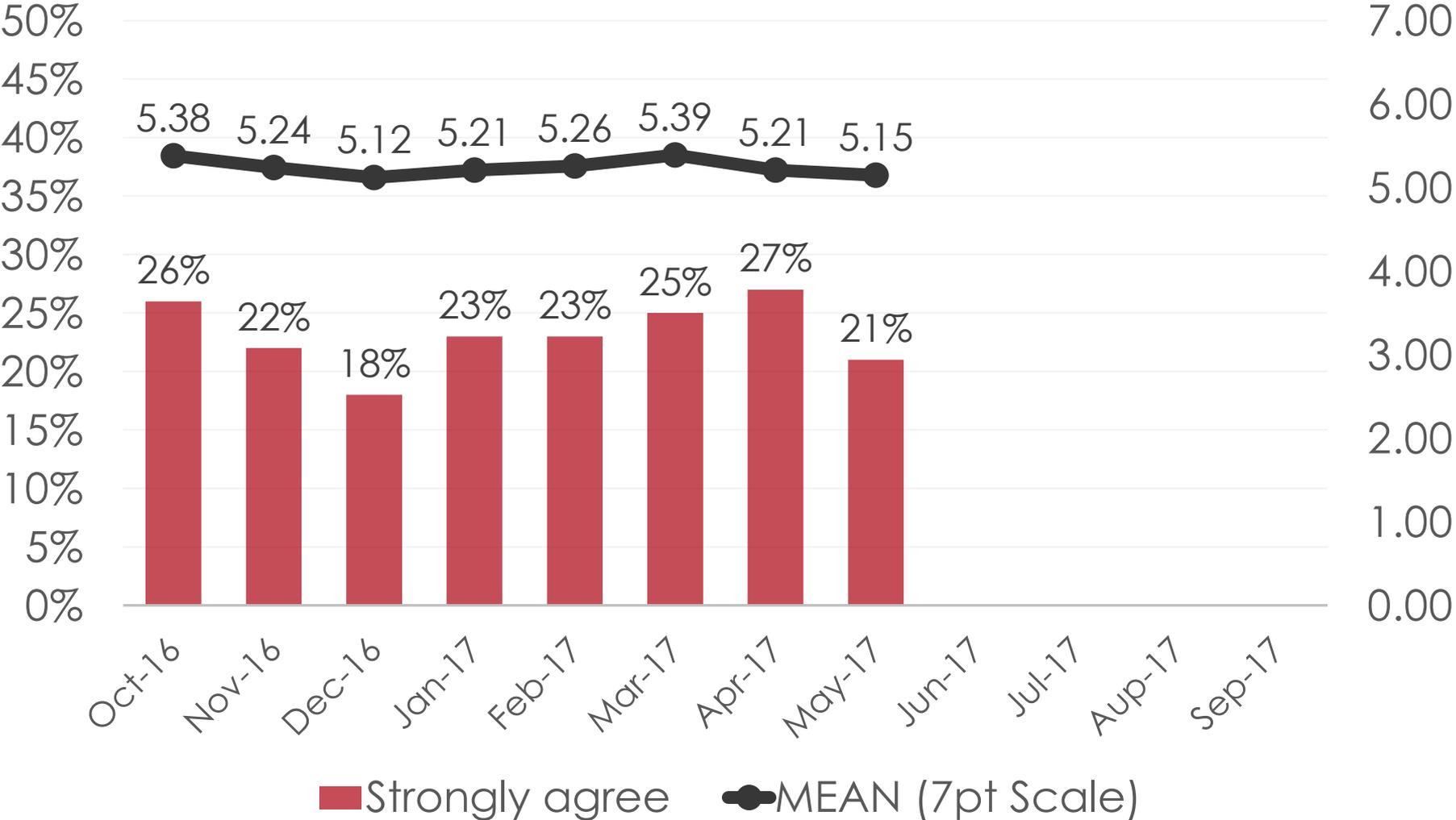
I plan to visit Guam again



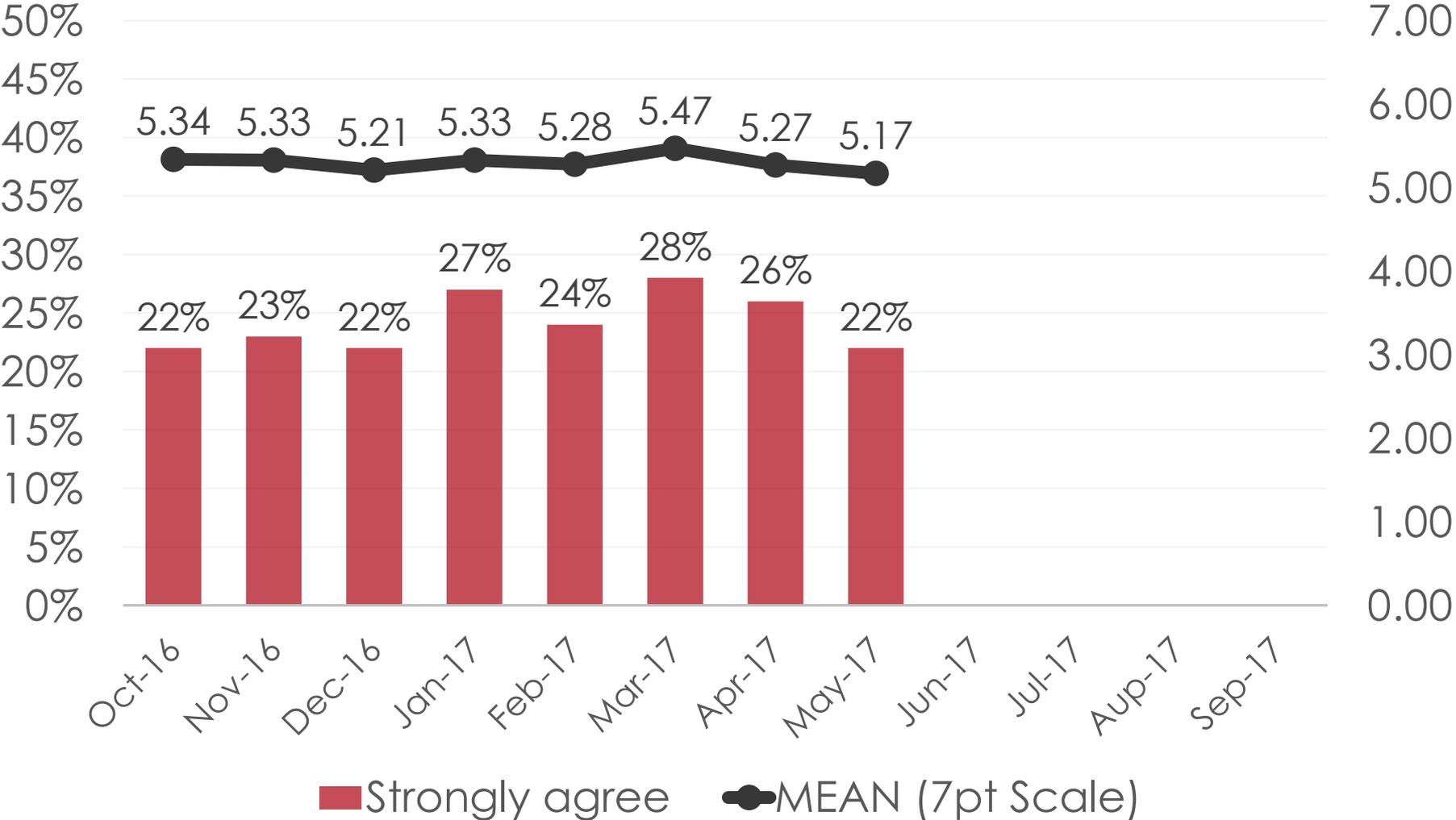
Not enough night time activities



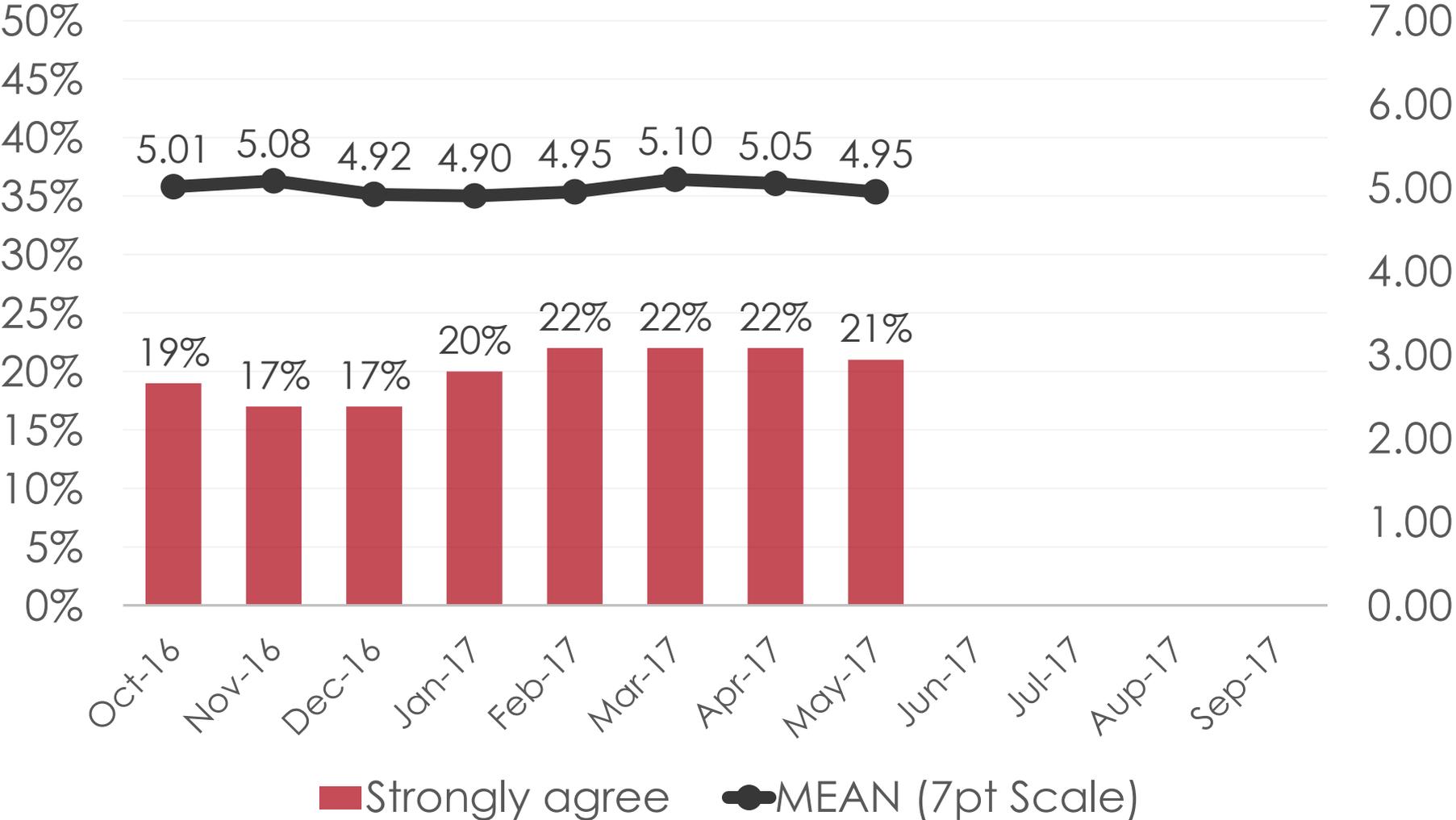
Tour guides were professional



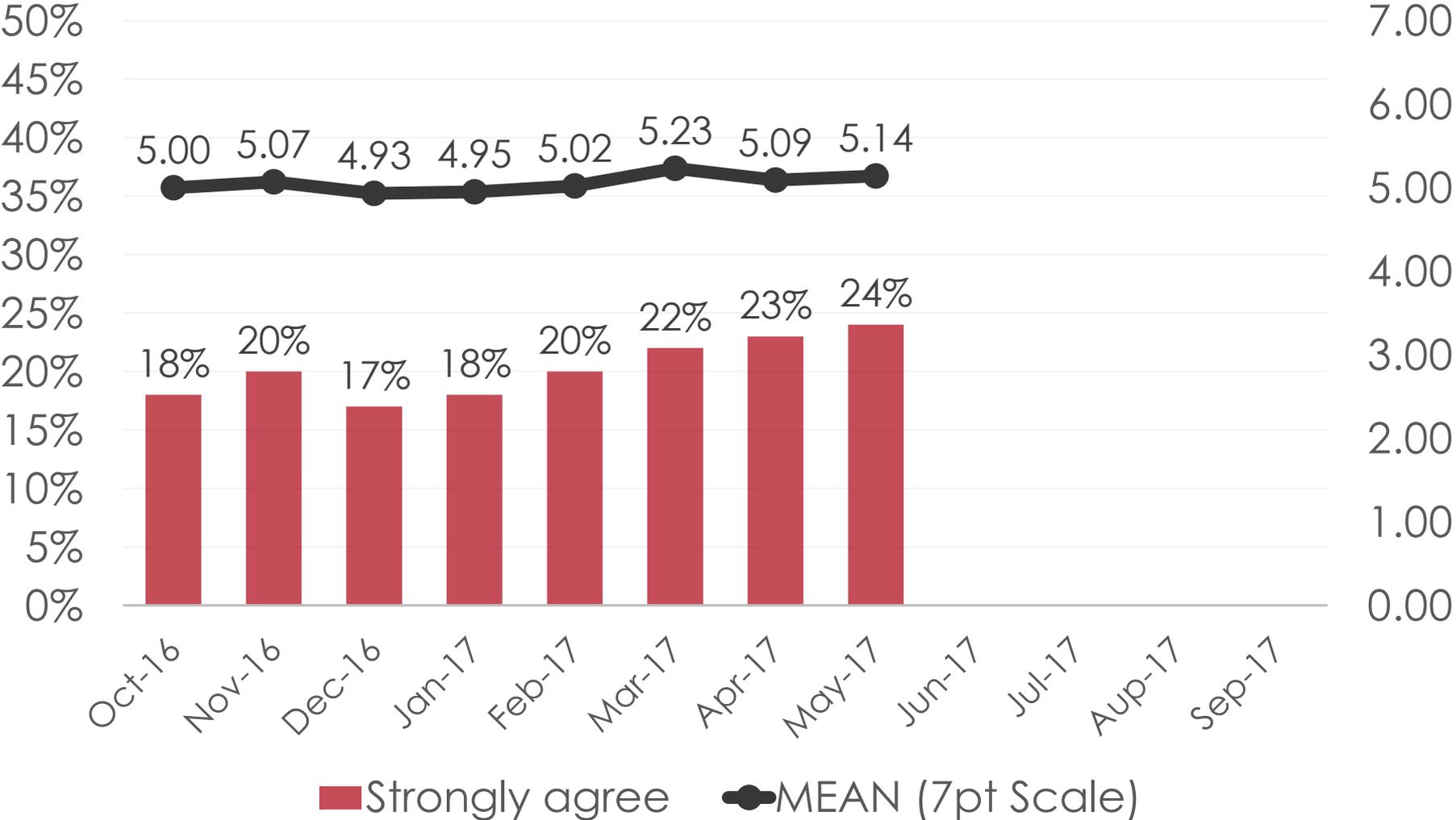
Tour drivers were professional



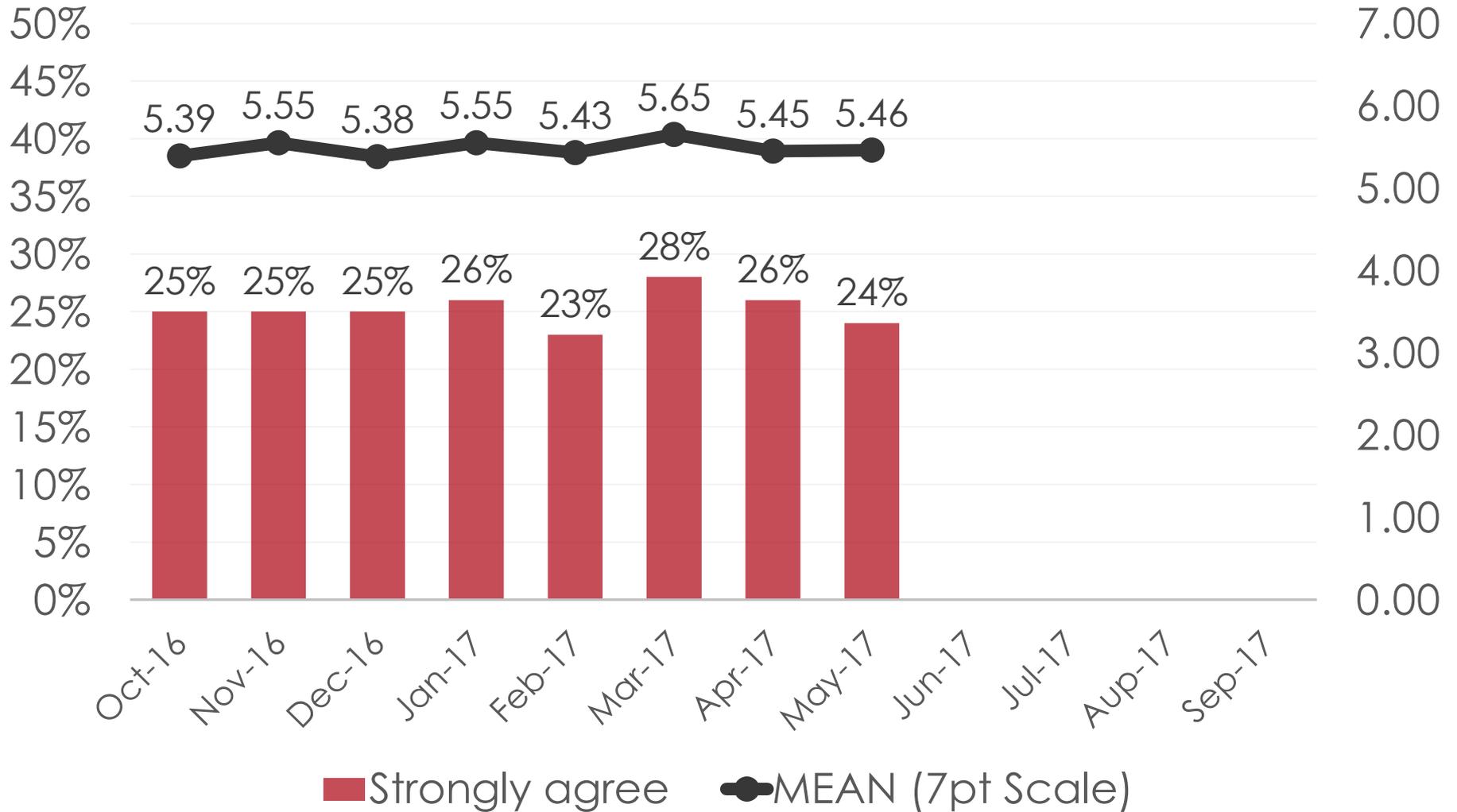
Taxi drivers were professional



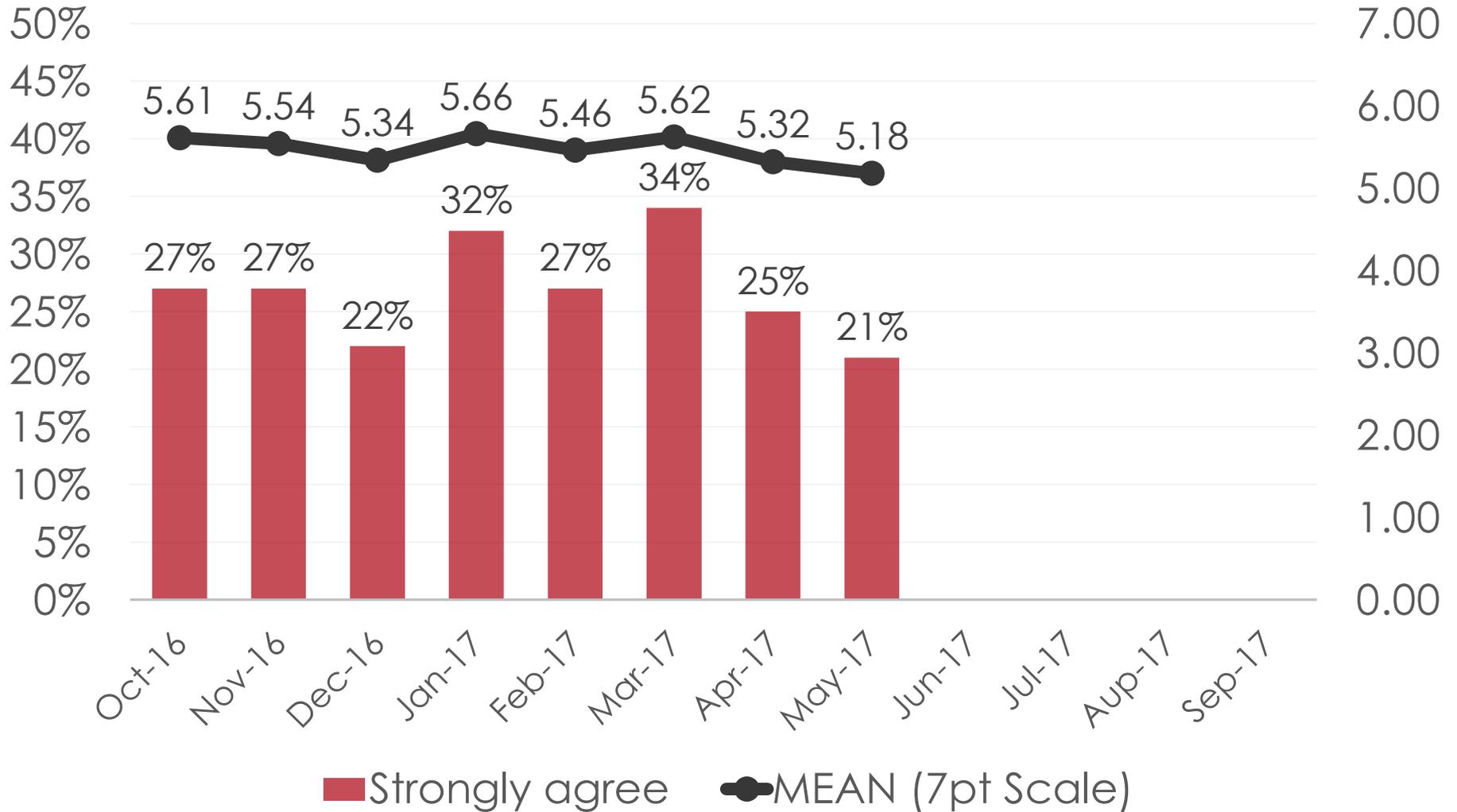
Taxis were clean



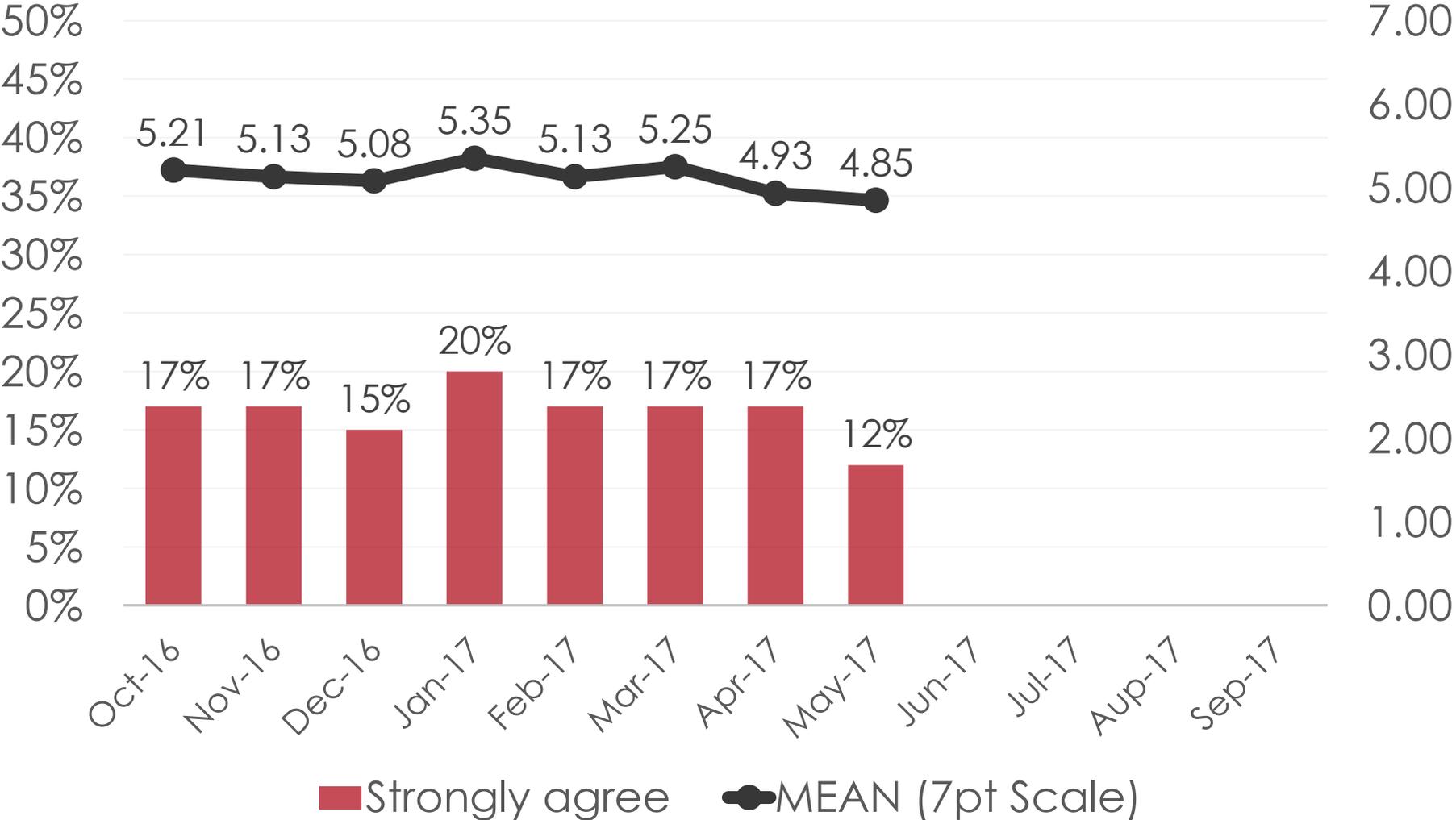
Guam airport was clean



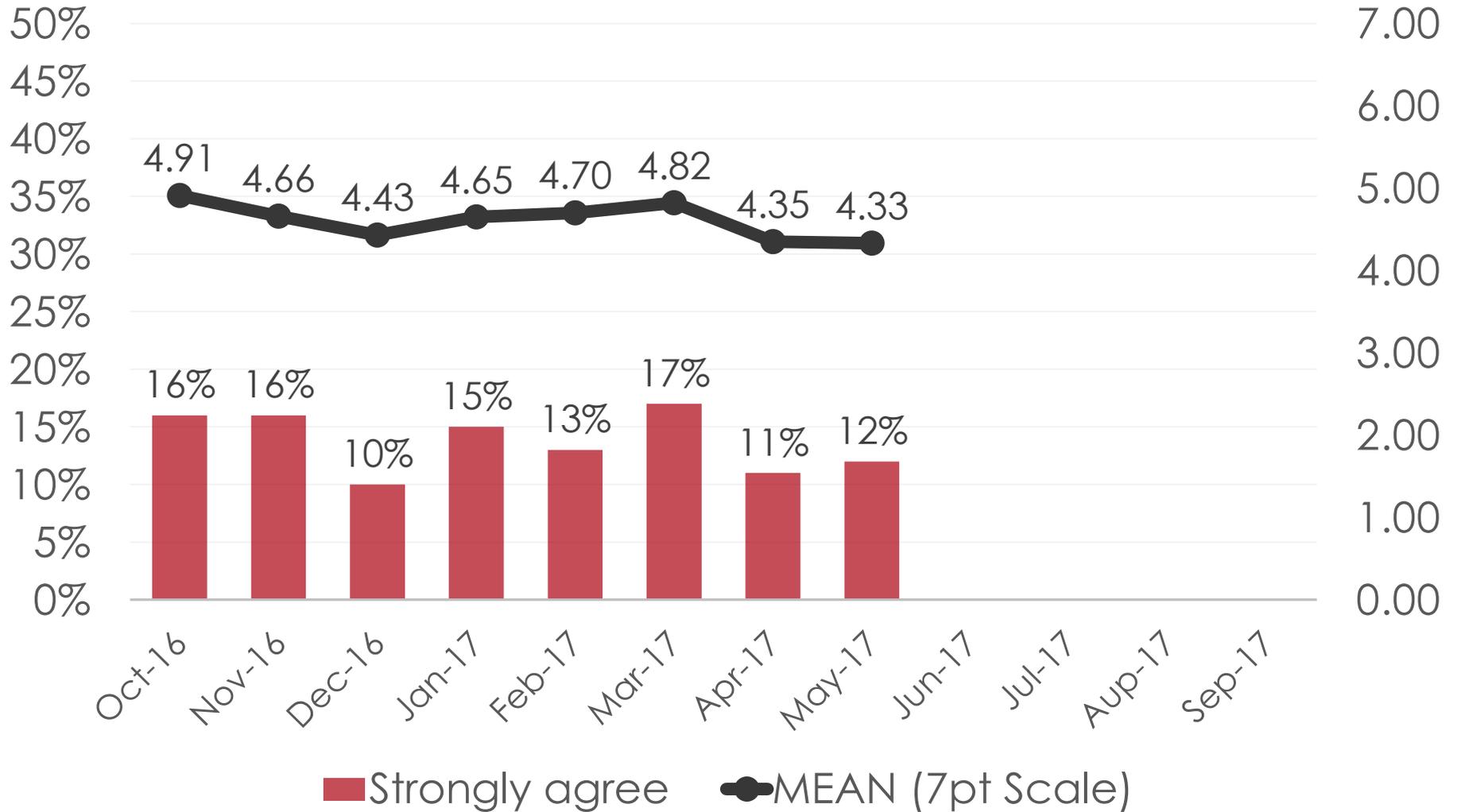
Ease of getting around



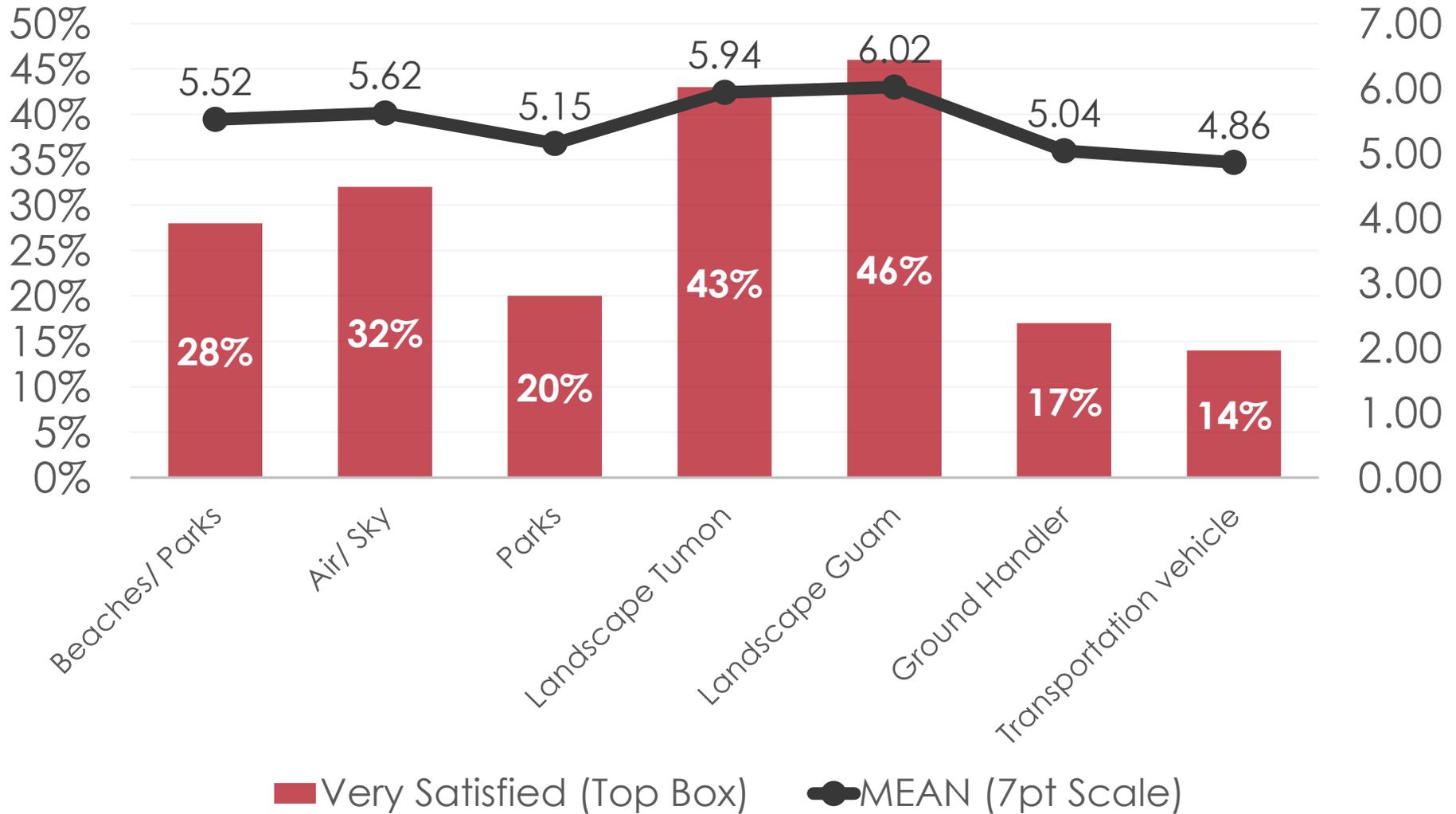
Safety walking around at night



Price of things on Guam

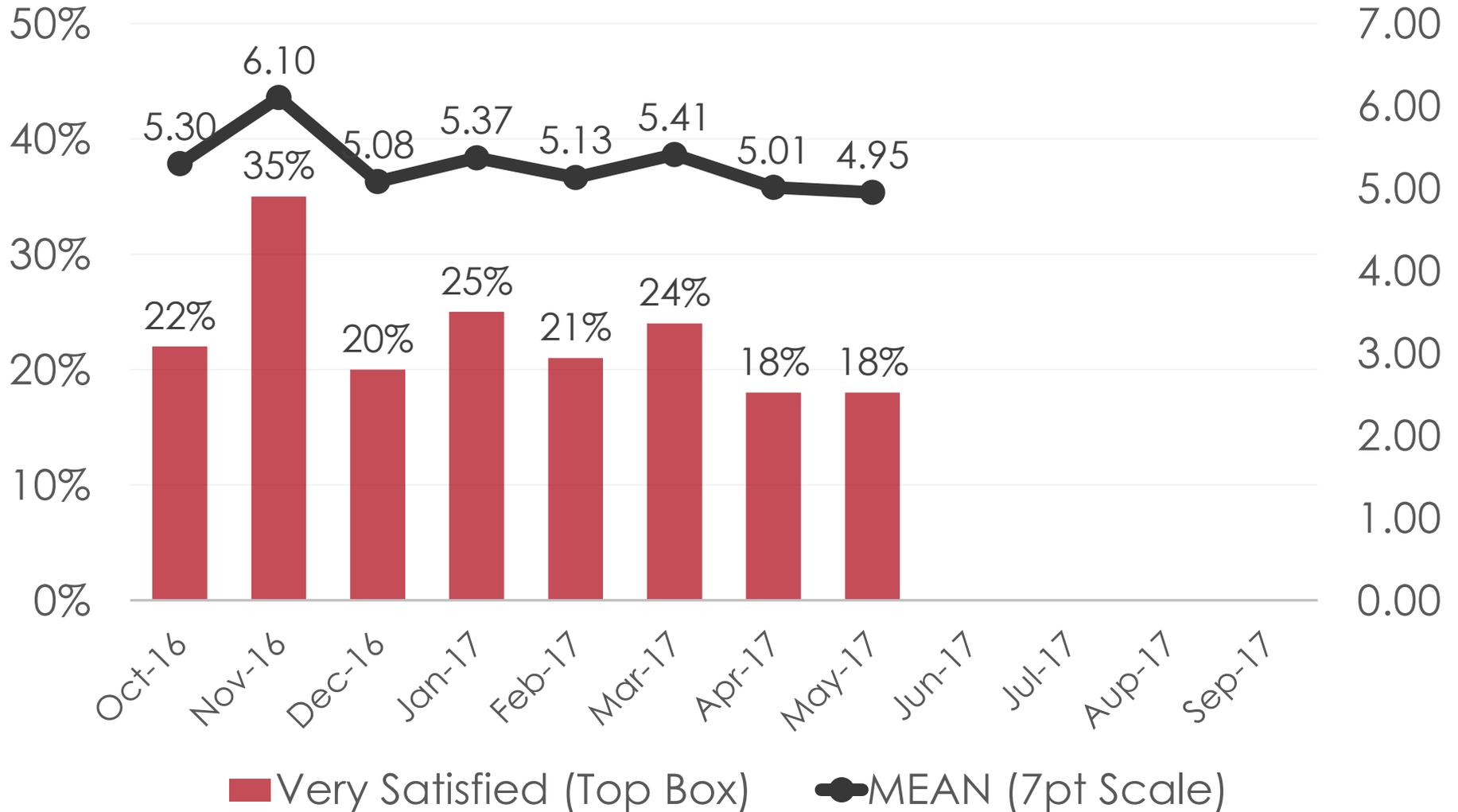


GENERAL SATISFACTION – Quality/ Cleanliness

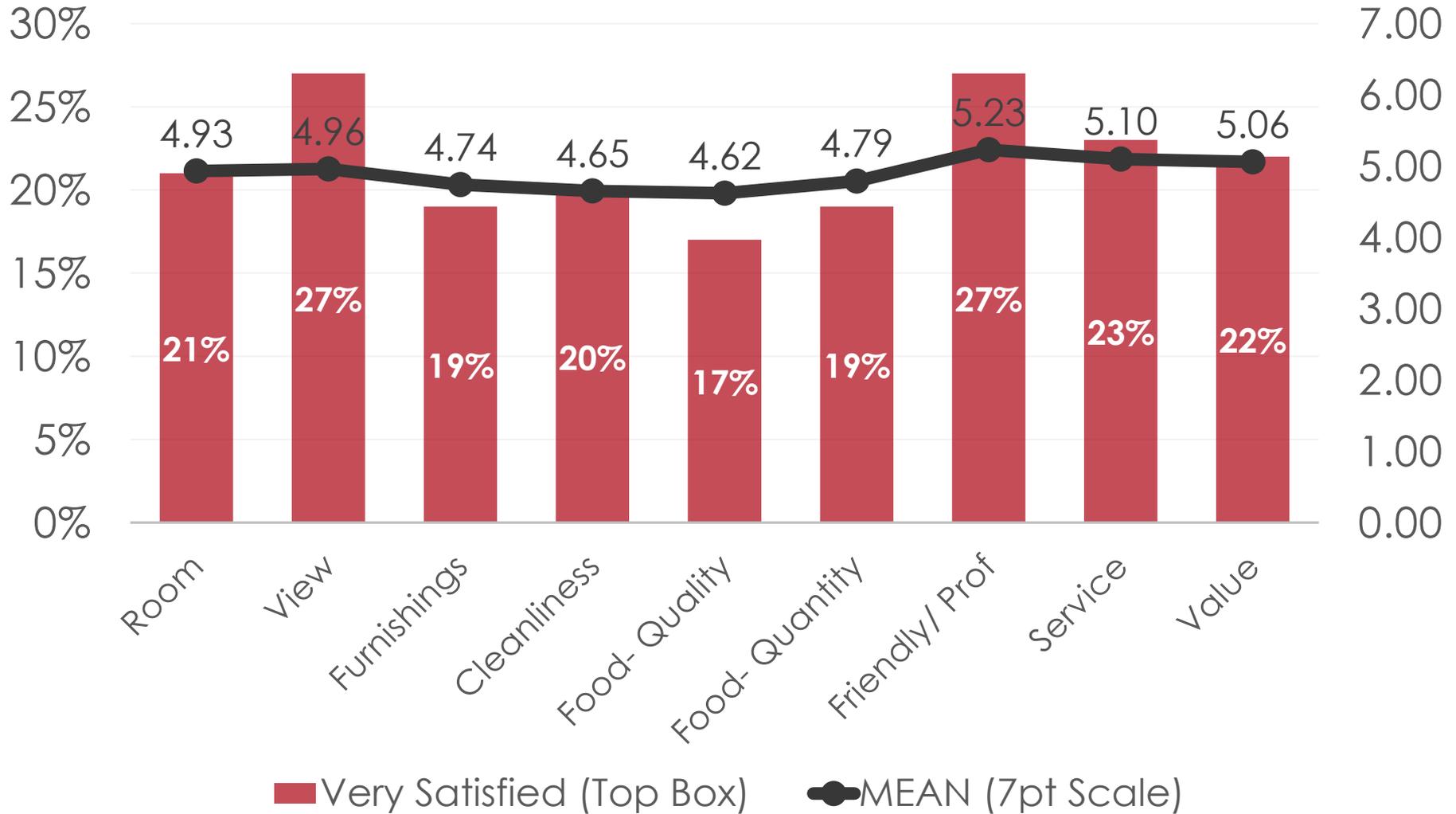


ACCOMMODATIONS

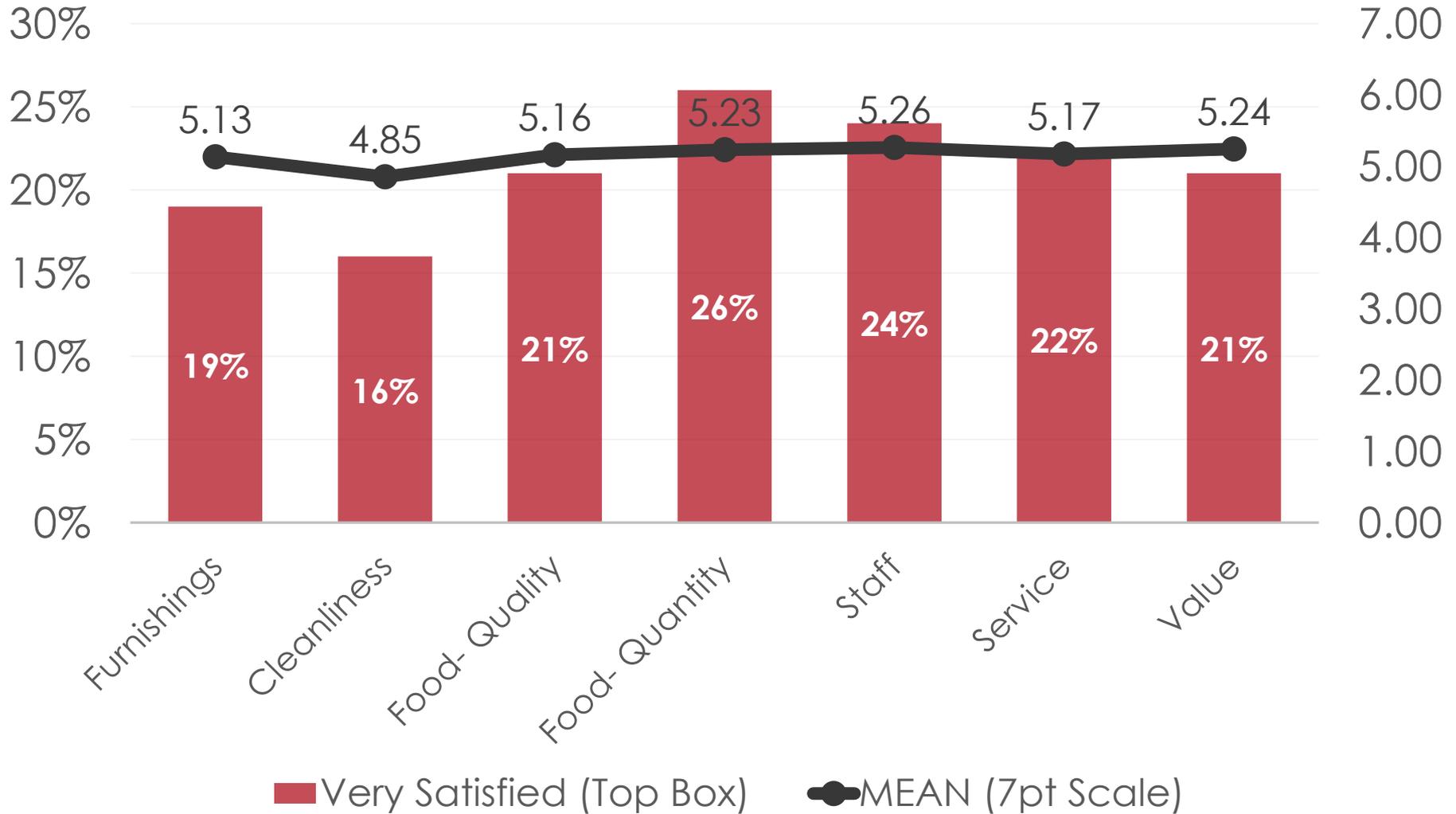
OVERALL SATISFACTION



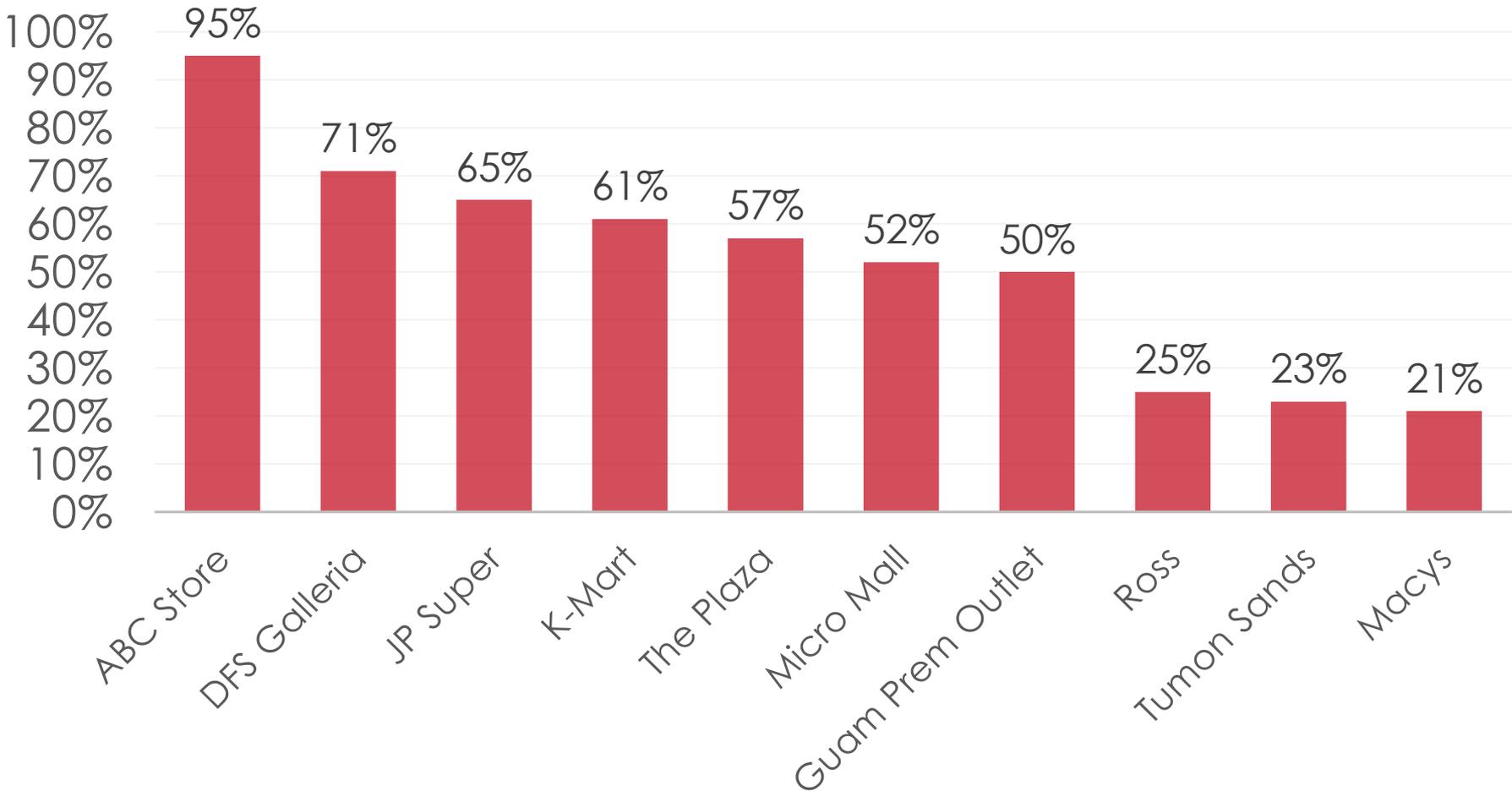
ACCOMMODATIONS – Satisfaction by Category



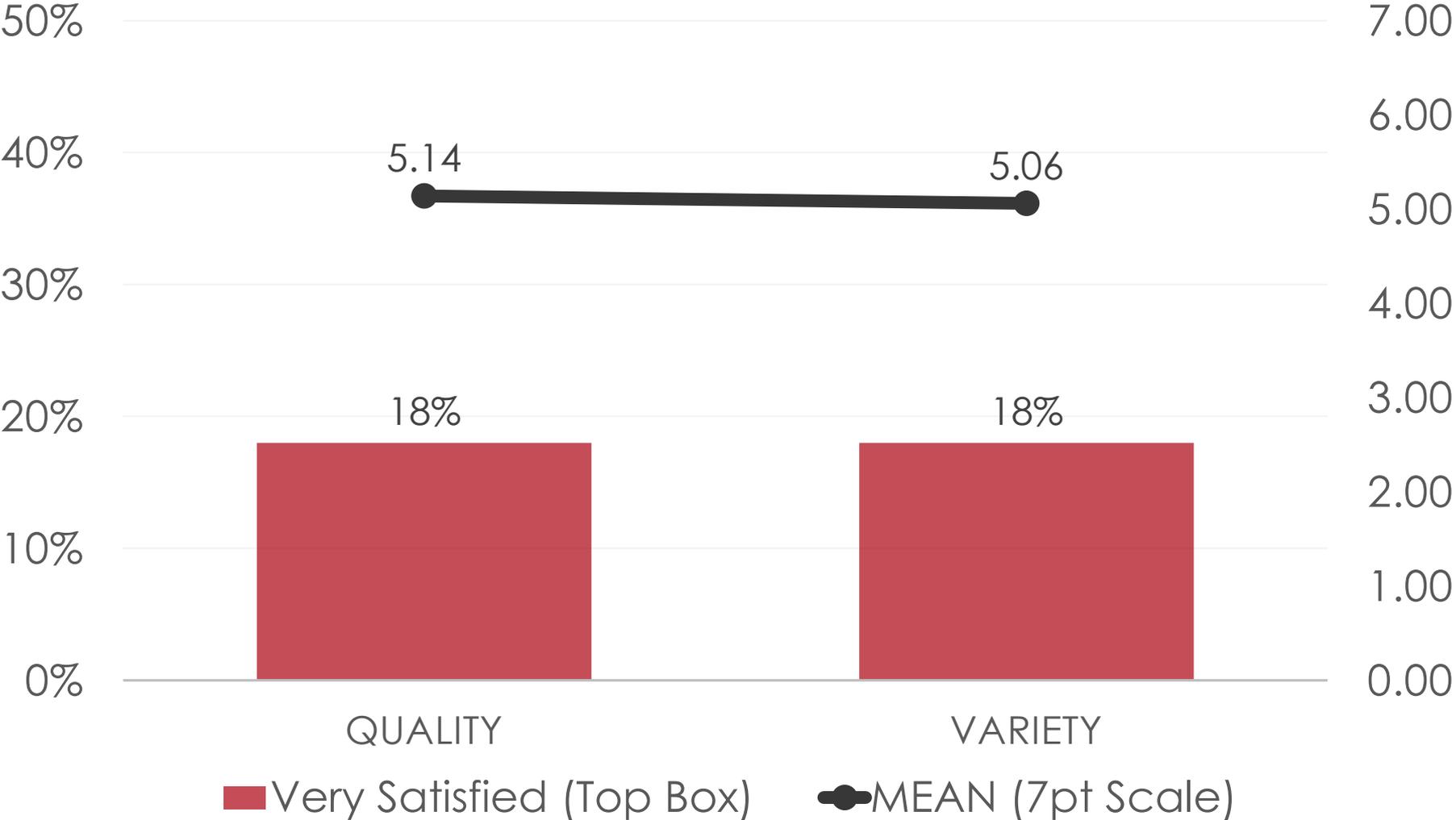
DINING EXPERIENCE (Outside Hotel) – Satisfaction by Category



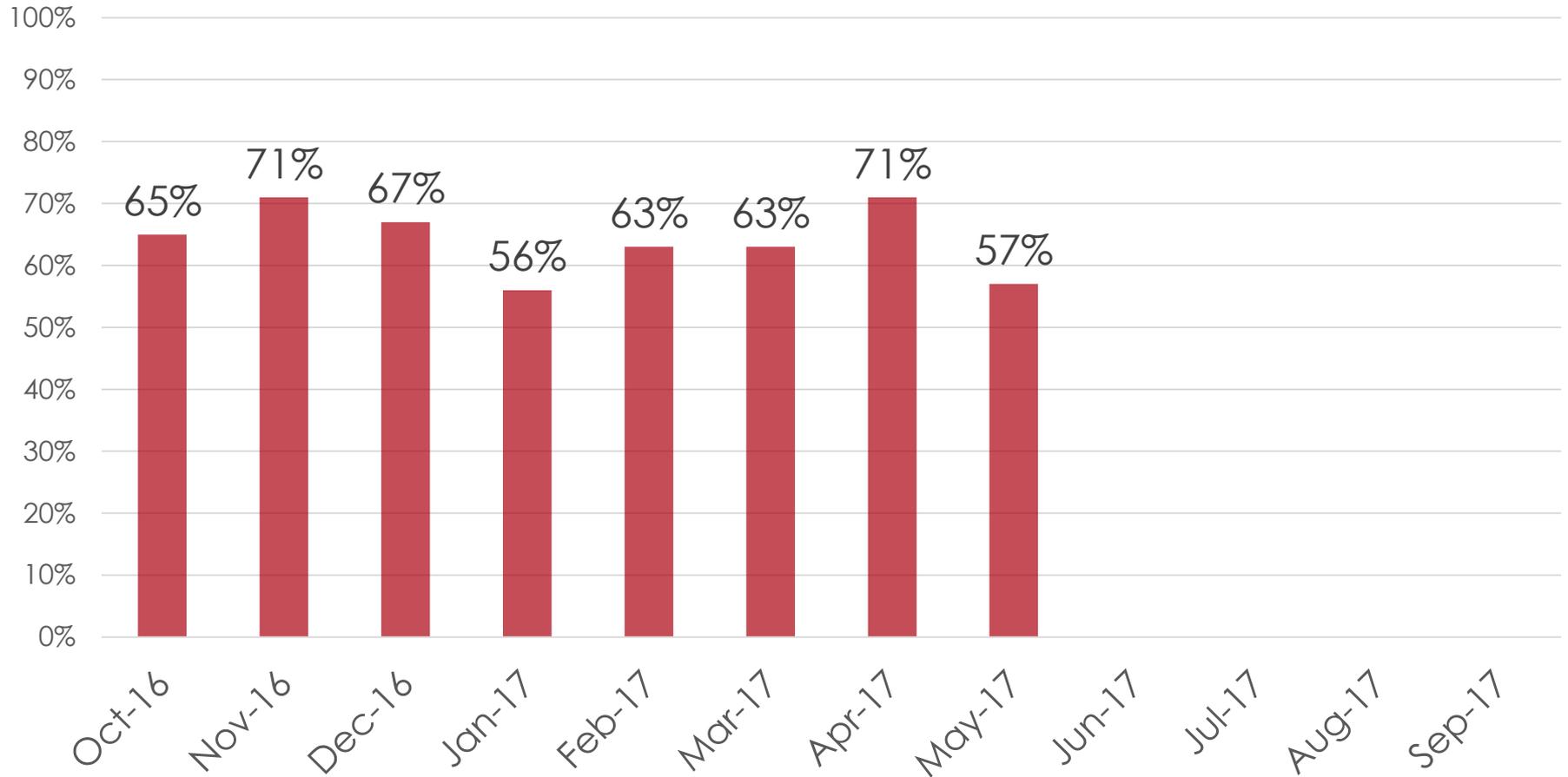
Shopping Malls/ Stores (Top Responses)



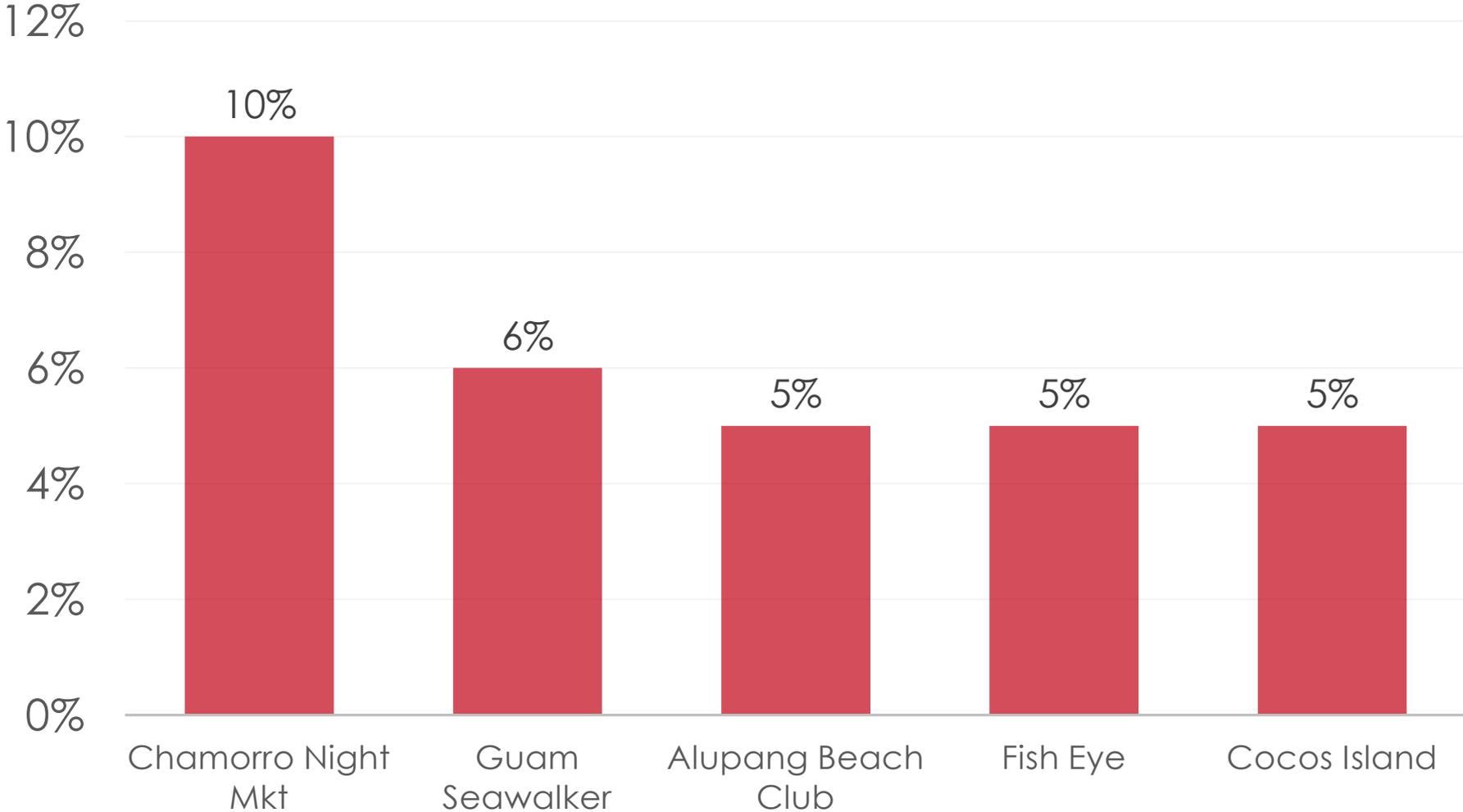
SHOPPING - SATISFACTION



OPTIONAL TOUR PARTICIPATION – FY2017 Tracking

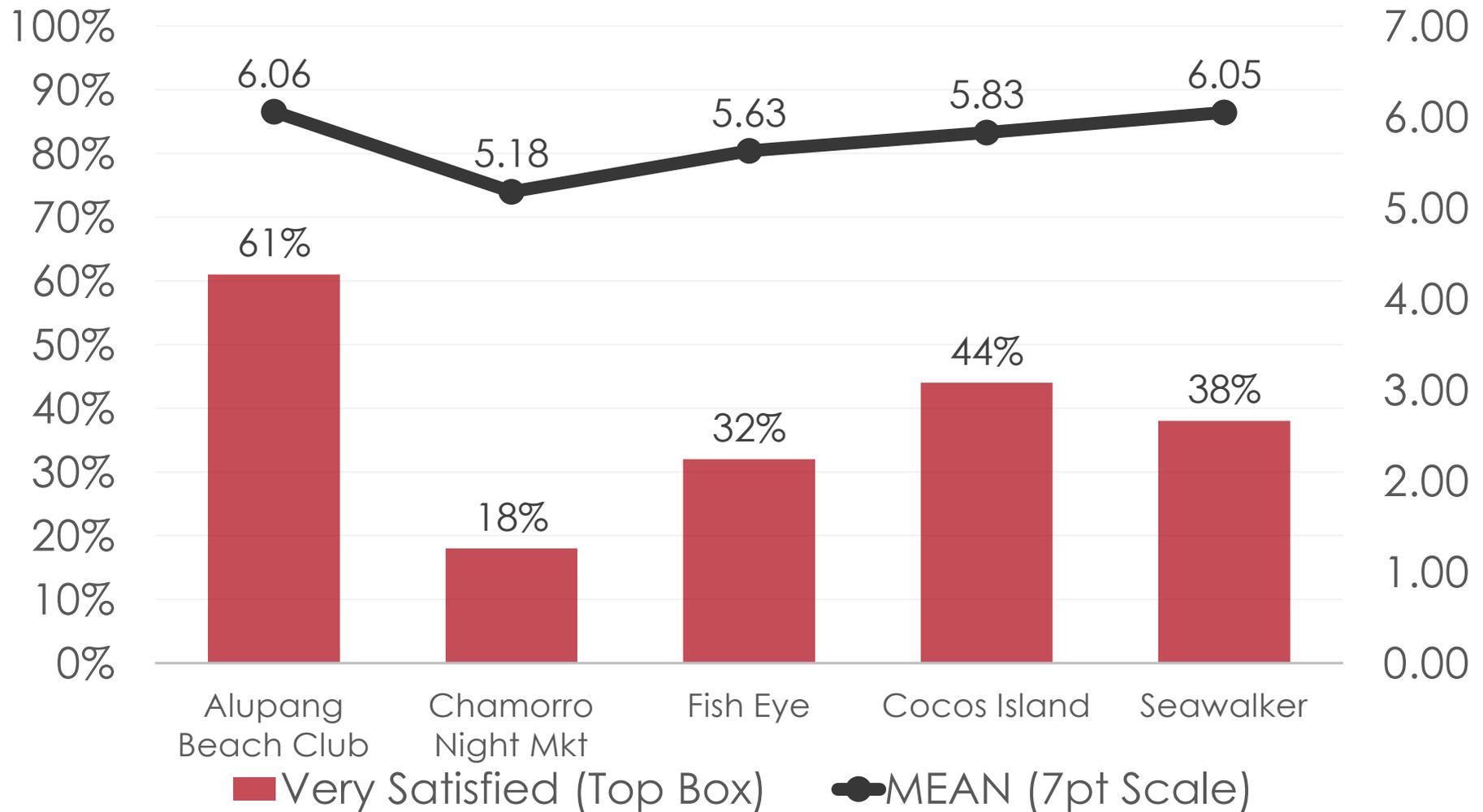


Optional Tour Participation (Top Responses)

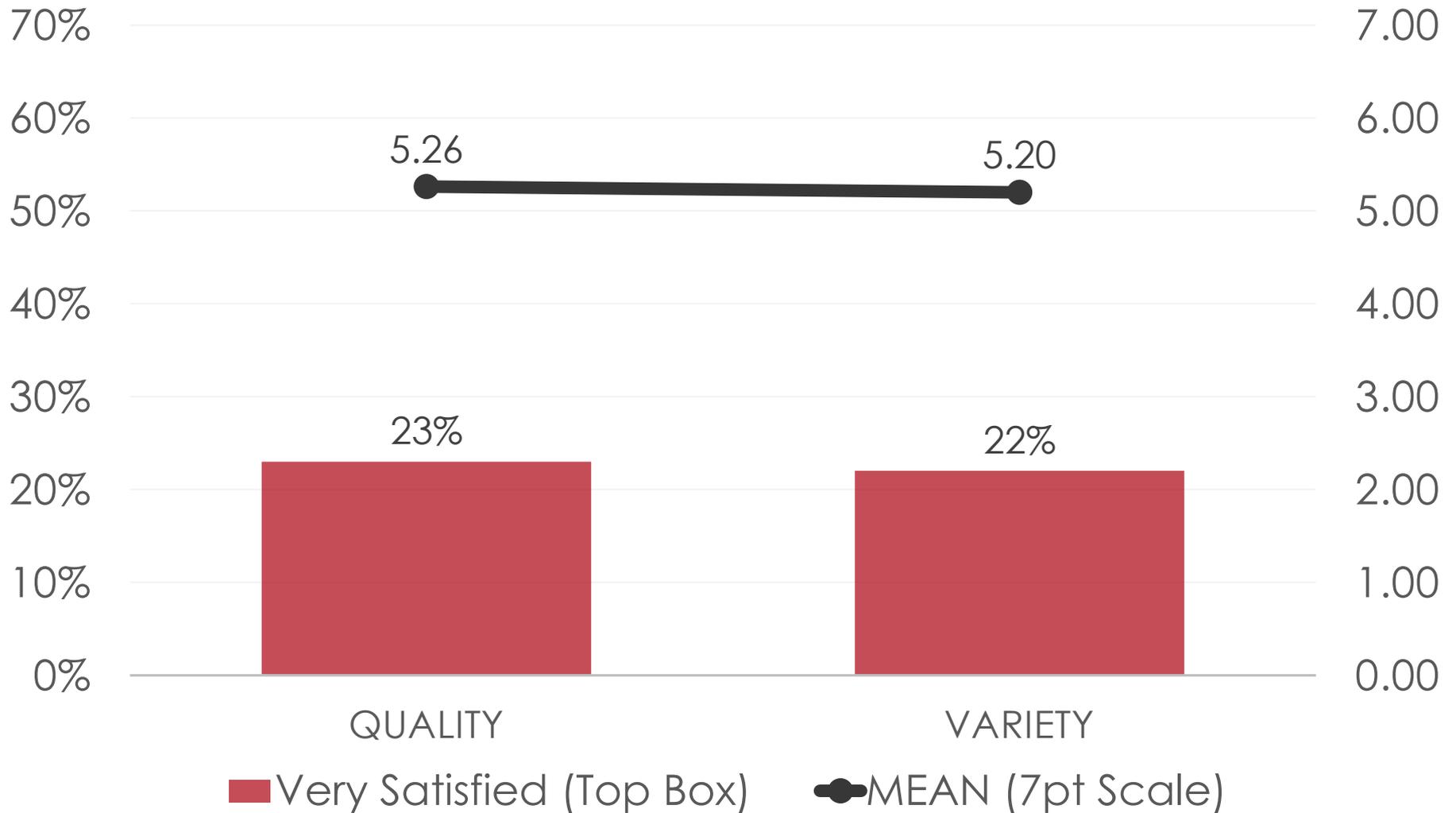


Optional Tour Satisfaction

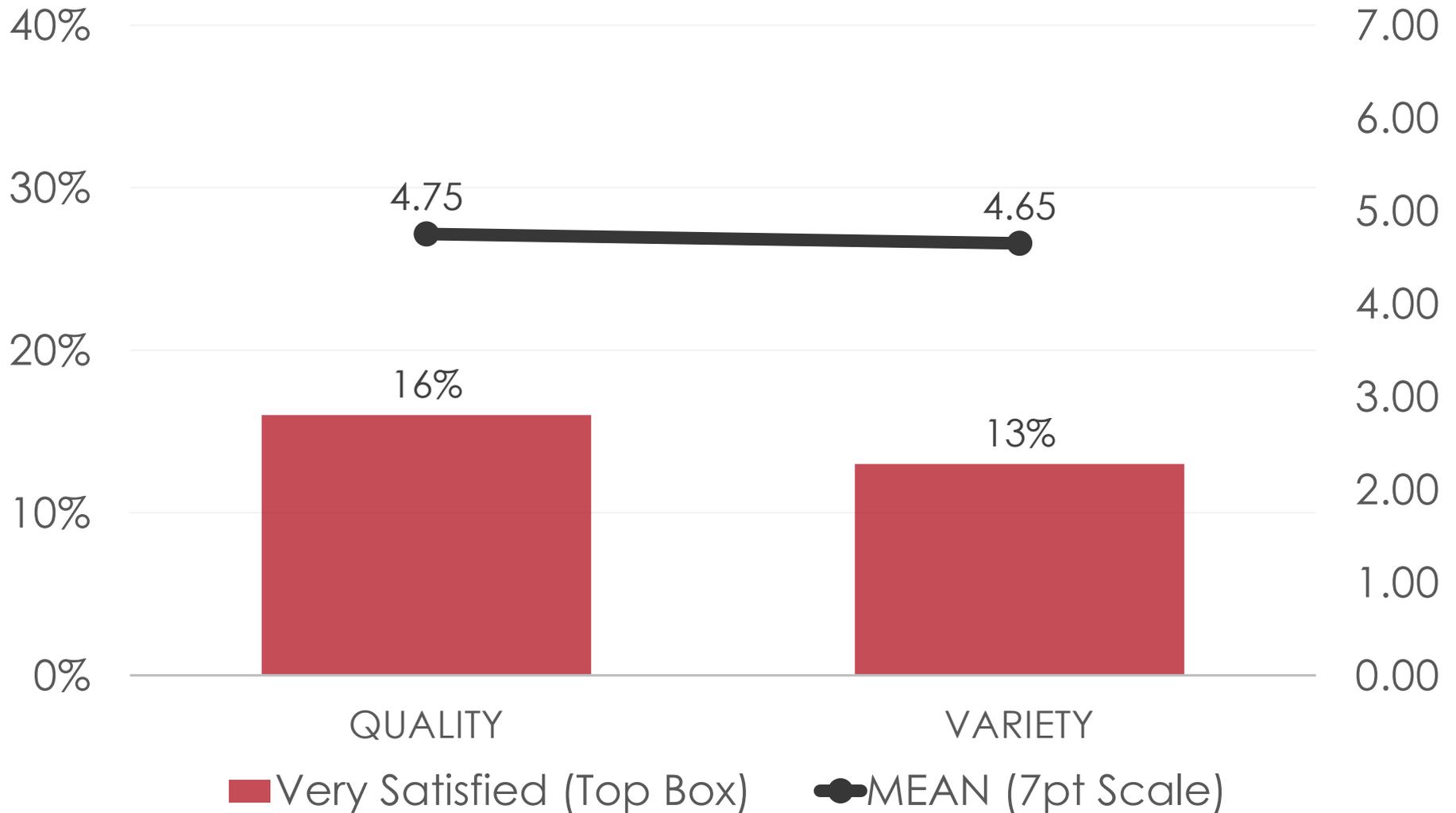
Top Responses only - Participation (5%+)



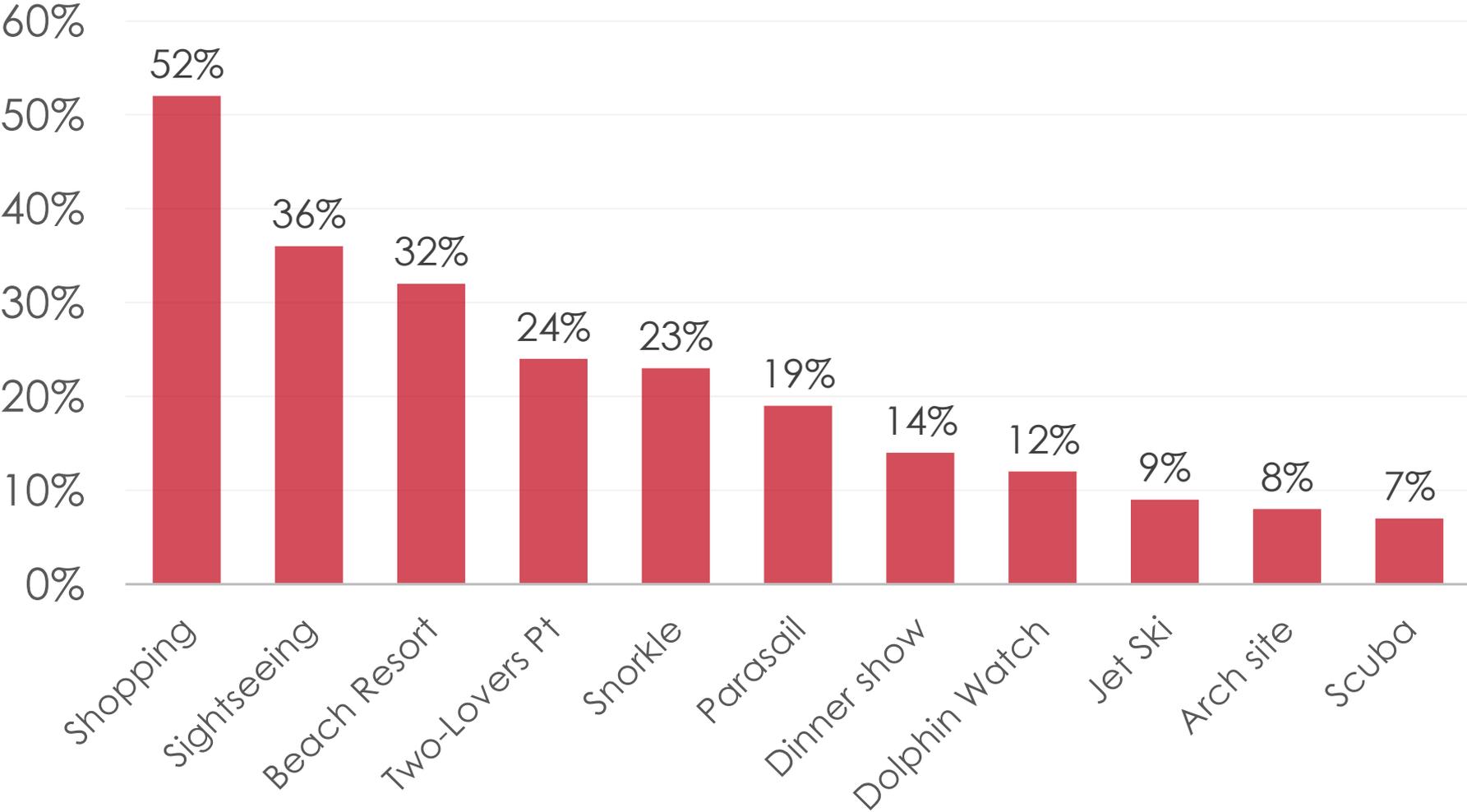
DAY TOUR - SATISFACTION



NIGHT TOUR - SATISFACTION

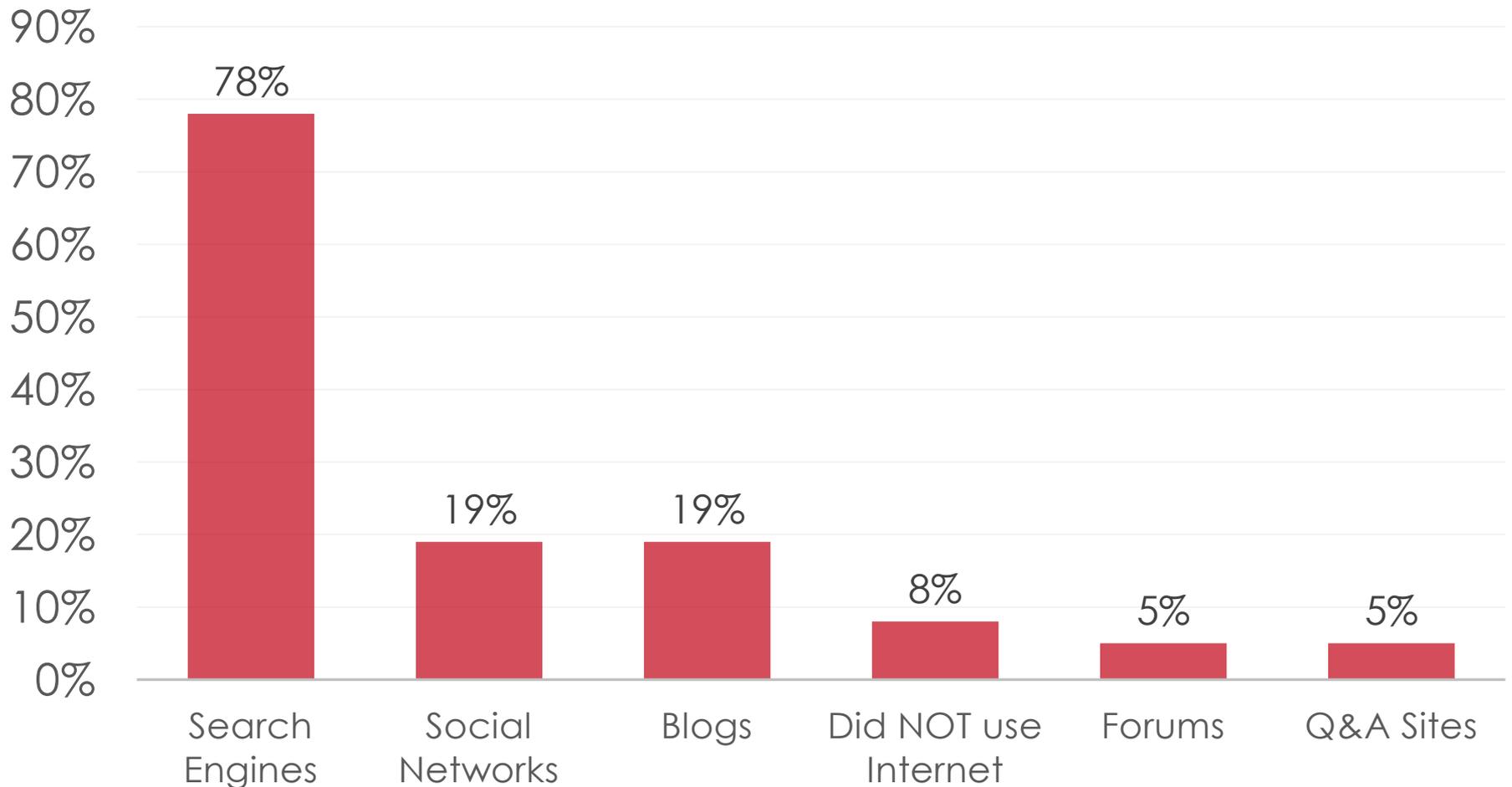


Activities Participation (Top Responses)



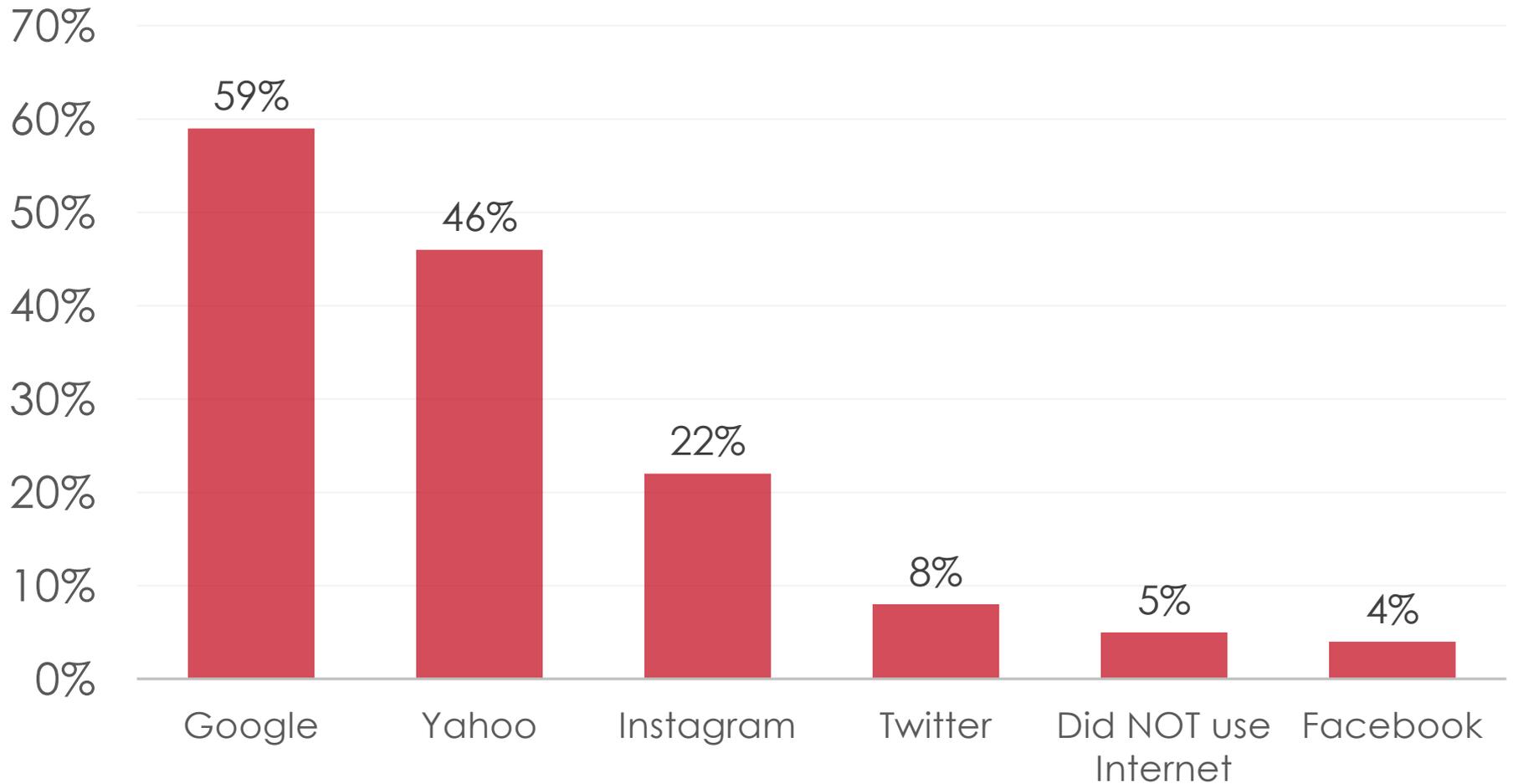
SECTION 5 PROMOTIONS

INTERNET- GUAM SOURCES OF INFORMATION



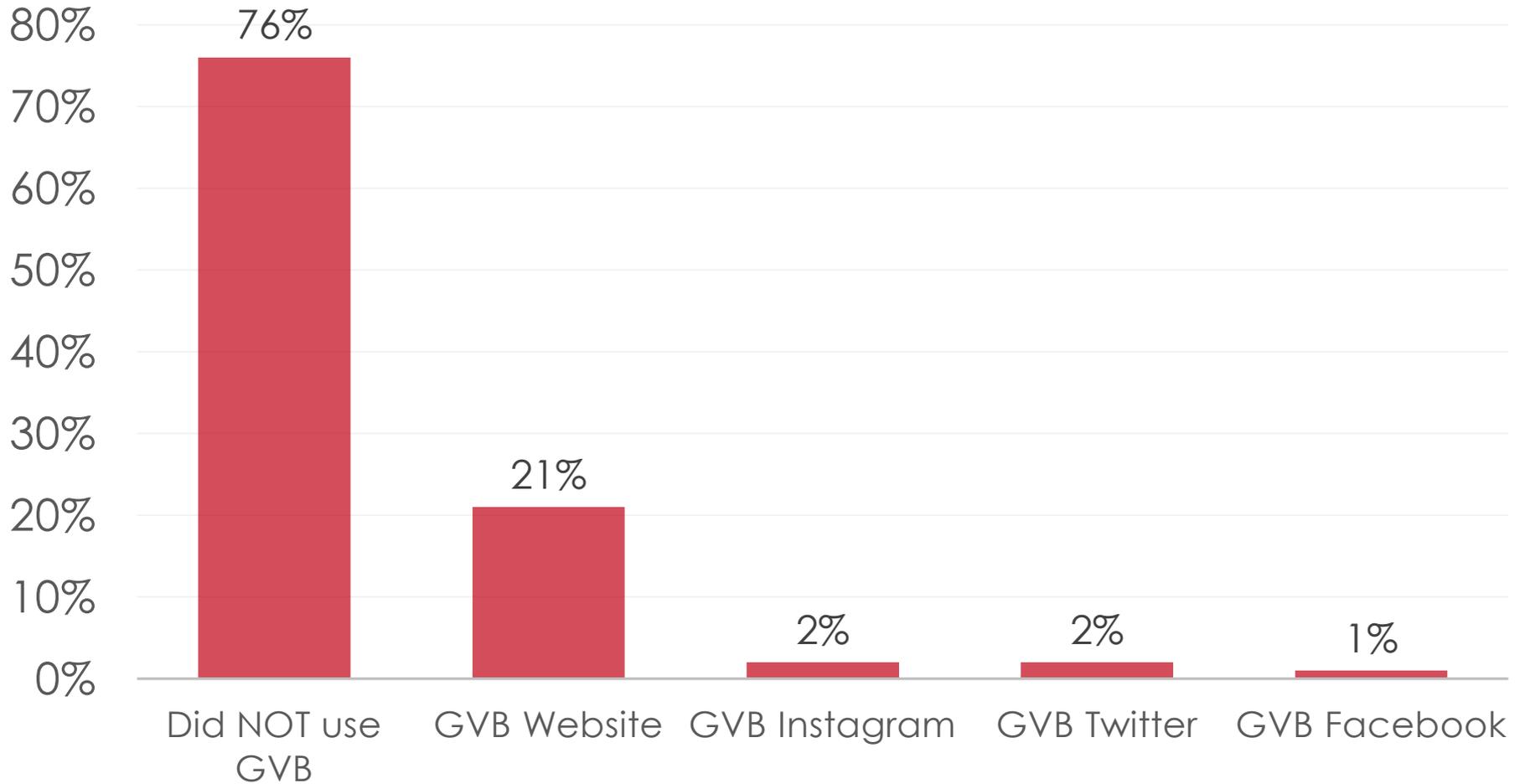
INTERNET- SOURCES OF INFORMATION

Things to do on Guam

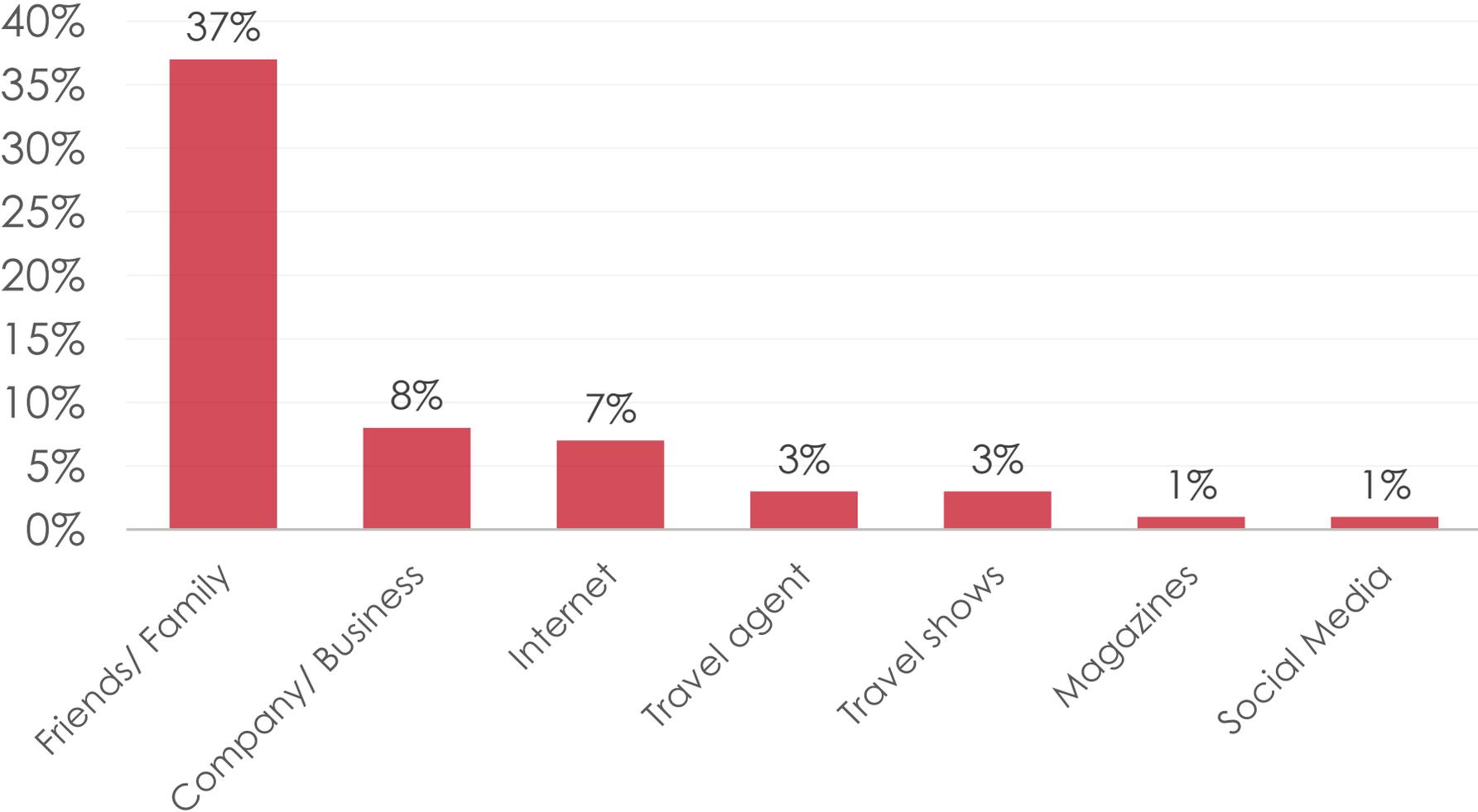


INTERNET- SOURCES OF INFORMATION

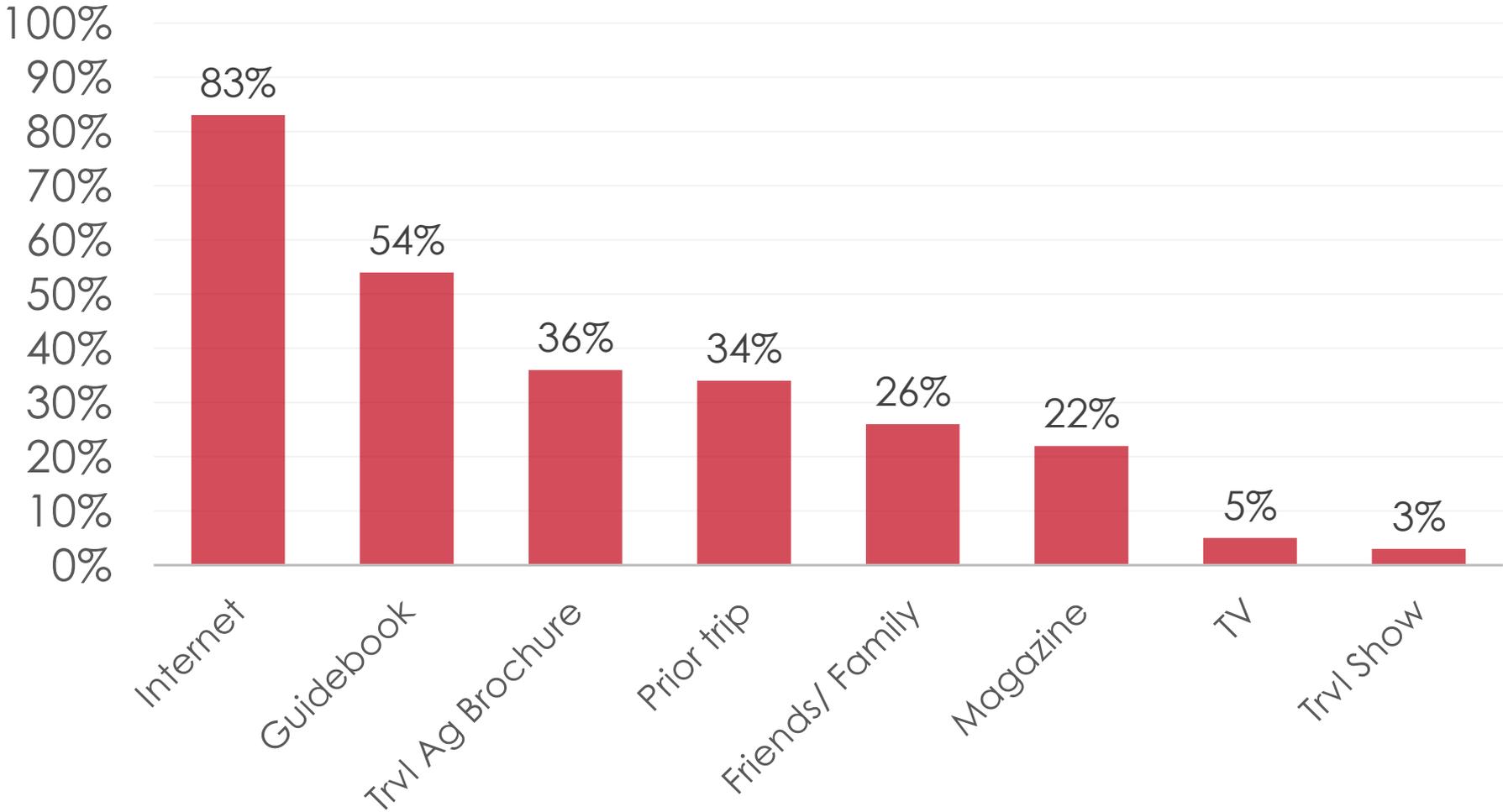
GVB



TRAVEL MOTIVATION



PRE-ARRIVAL SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION – Key Segments

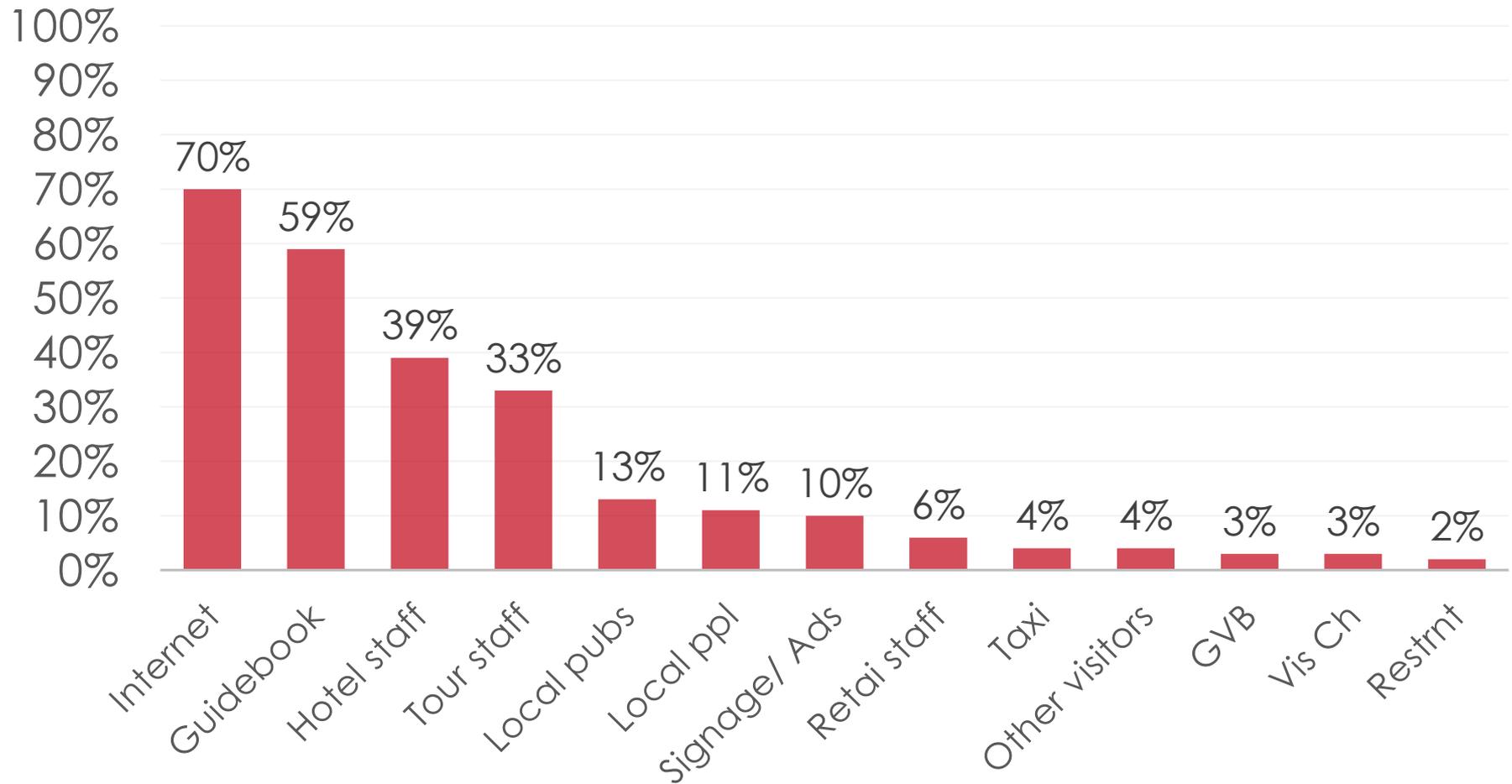
GVB EXIT SURVEY

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	83%	81%	77%	90%	62%	100%	84%	72%
	Travel guide book at bookstores	54%	53%	48%	52%	54%		53%	45%
	Travel agent brochure	36%	43%	26%	40%	46%		34%	32%
	I have been to Guam before	34%	36%	67%	31%	38%		25%	40%
	Friend or relative	26%	21%	20%	29%	15%		25%	32%
	Magazine (consumer)	22%	25%	20%	29%	23%		25%	14%
	TV	5%	3%	3%	2%	8%		3%	9%
	Consumer travel shows	3%	3%	4%				3%	2%
	Co-worker/ company travel department	2%		2%		8%			6%
	Guam Visitors Bureau promotional activities	2%	2%	2%	4%			3%	2%
	Guam Visitors Bureau office	1%		1%					
	Newspaper	0%	1%	1%				3%	
	Travel trade shows	0%	1%						
	Total	348	175	177	48	13	1	32	65

ONISLE

SOURCES OF INFORMATION



ON-ISLE SOURCES OF INFORMATION – Key Segments

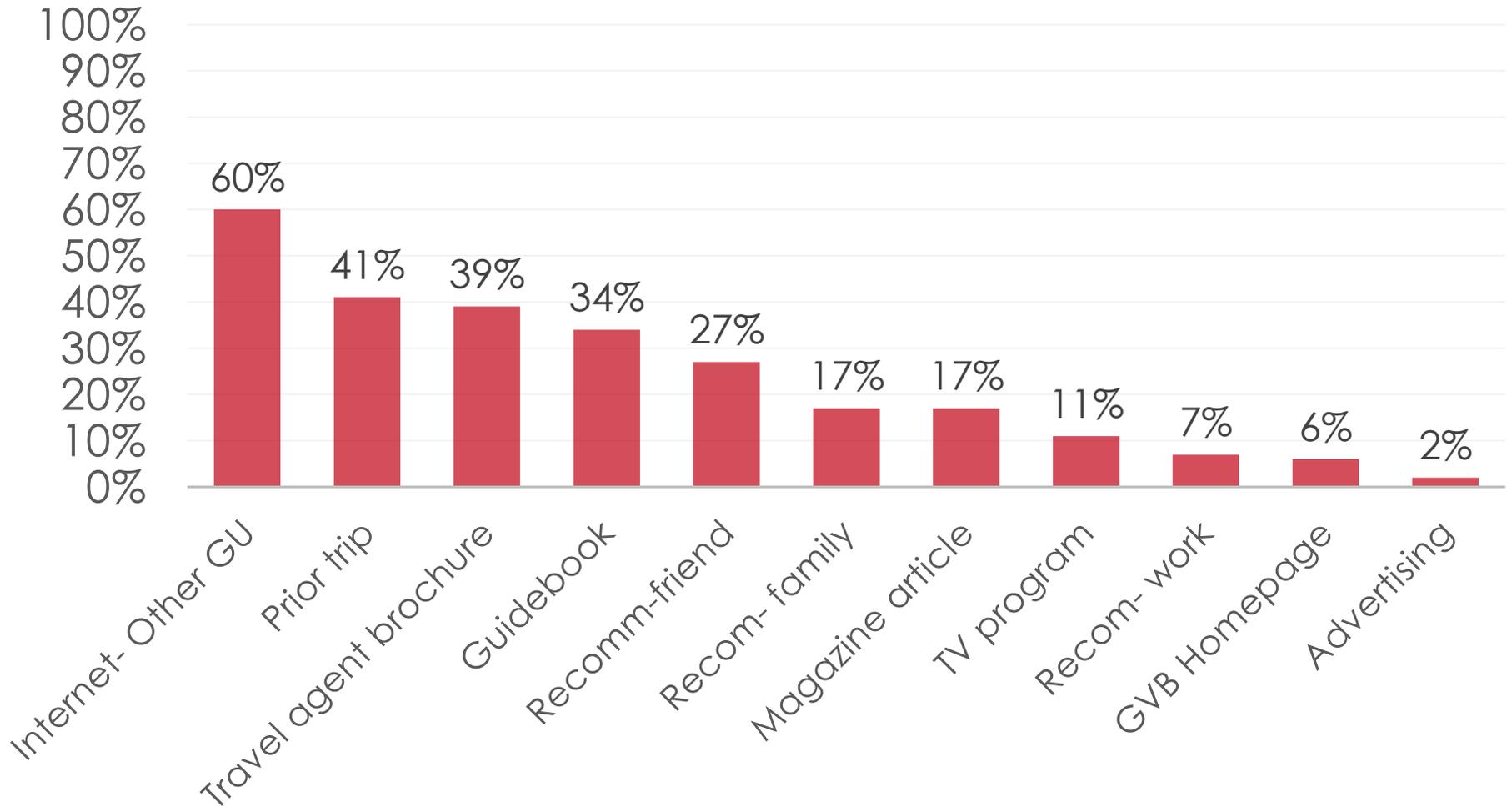
GVB EXIT SURVEY

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	70%	70%	67%	79%	38%		65%	69%
	Guide books I brought with me	59%	59%	59%	68%	62%		48%	52%
	Hotel staff	39%	35%	35%	34%	31%	100%	45%	44%
	Tour staff	33%	34%	26%	32%	46%	100%	39%	39%
	Local publication	13%	16%	15%	11%	31%	100%	26%	13%
	Local people	11%	7%	10%	4%	8%		13%	6%
	Signs/ advertisement	10%	14%	10%	11%	15%		16%	11%
	Retail staff	6%	5%	5%	4%				3%
	Other visitors	4%	5%	6%	9%	8%		3%	3%
	Taxi drivers	4%	4%	5%	2%			6%	3%
	Visitors channel	3%	3%	5%	4%	15%		3%	8%
	Guam Visitors Bureau	3%	3%	4%				3%	3%
	Restaurant staff (outside hotel)	2%	1%	1%					3%
	Total	344	173	175	47	13	1	31	64

SOURCES OF INFORMATION

TRIP INFLUENCERS



SOURCES OF INFORMATION

TRIP INFLUENCERS – KEY SEGMENTS

GVB EXIT SURVEY

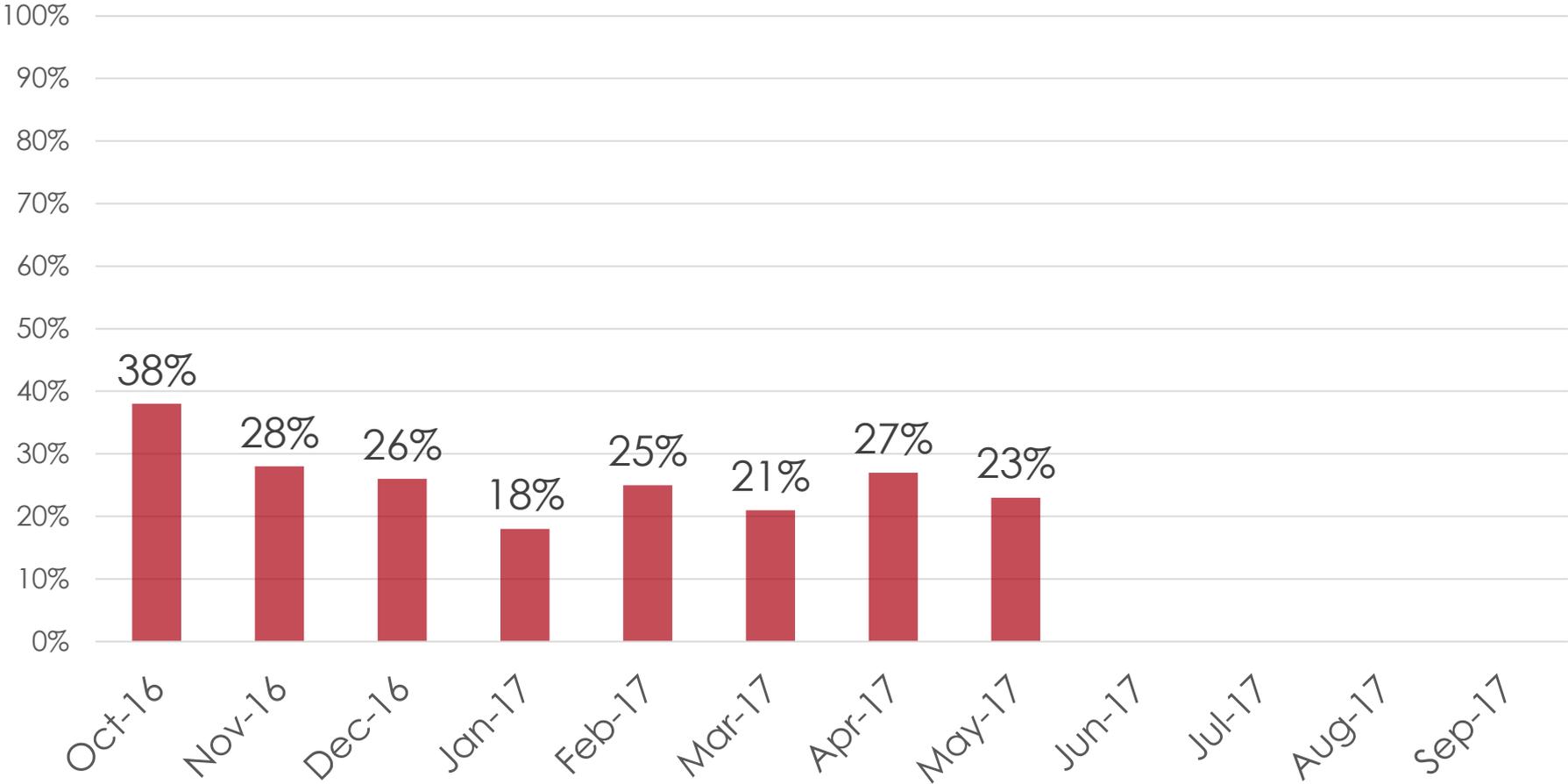
Q5C Please select the top three sources of information that motivated you to travel to Guam?

	TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
	-	-	-	-	-	-	-	-
Q5C Other Guam-related information on internet	60%	64%	56%	61%	33%		58%	57%
I have been to Guam before	41%	46%	80%	48%	75%		35%	48%
Travel agent brochure	39%	39%	25%	37%	42%		45%	28%
Travel Guide Book at bookstores	34%	37%	27%	37%	42%		32%	20%
Recommendation by friend	27%	17%	19%	26%	17%	100%	19%	30%
Magazine article	17%	16%	11%	7%	8%		23%	11%
Recommendation by family or relatives	17%	24%	14%	20%	8%		35%	18%
TV program	11%	9%	9%	17%	17%		6%	15%
Recommendation by co-worker	7%	3%	5%	7%			3%	16%
GVB Japan Home Page	6%	6%	7%	7%	17%		3%	5%
Advertisement	2%	2%	2%		8%		3%	5%
Guam Fiesta show	1%	1%	1%					
Newspaper article	0%							2%
Guam Visitors Bureau promotional activities	0%	1%	1%					
Total	339	173	174	46	12	1	31	61

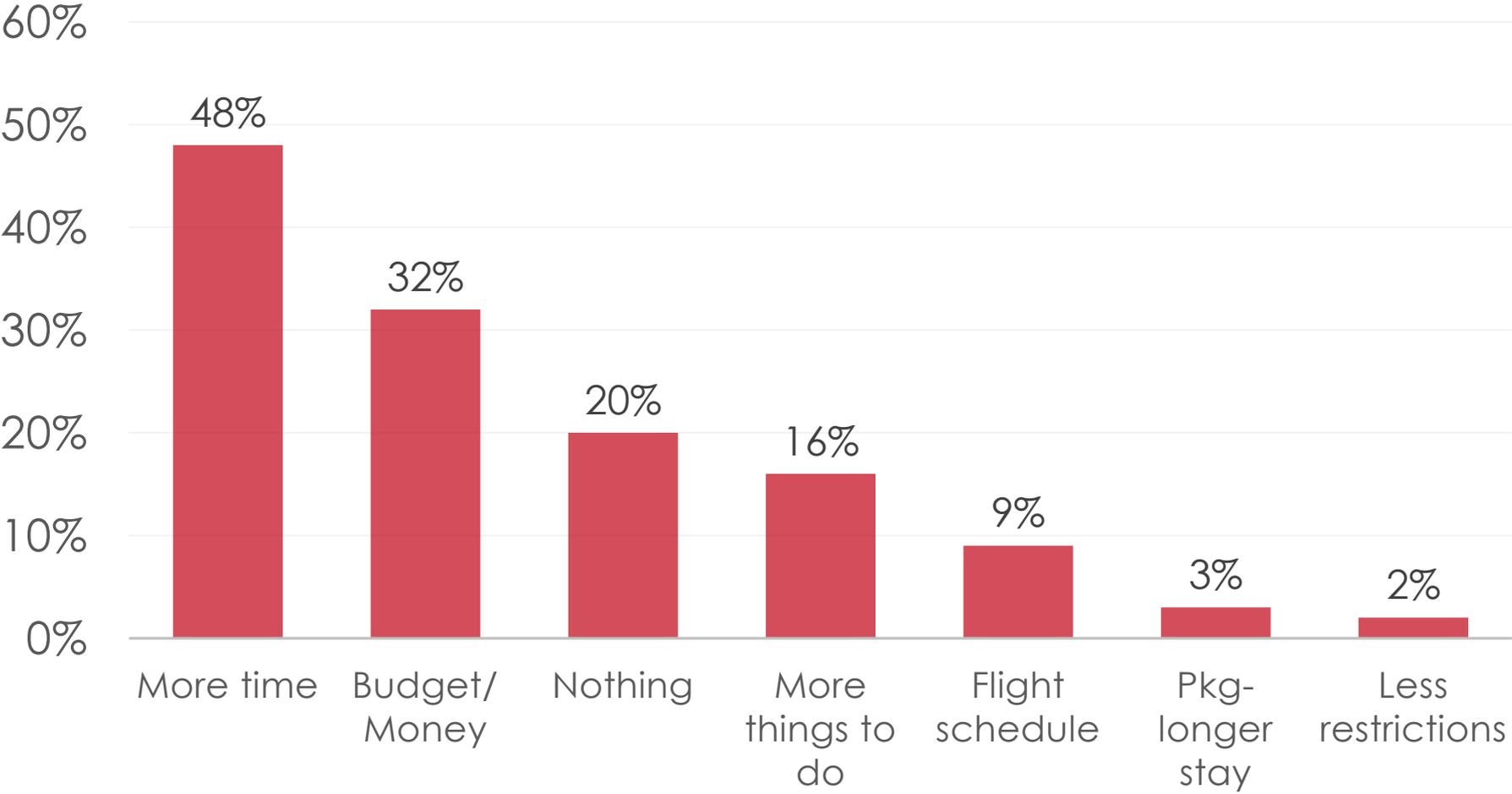
SECTION 6

FUTURE TRAVEL TO GUAM

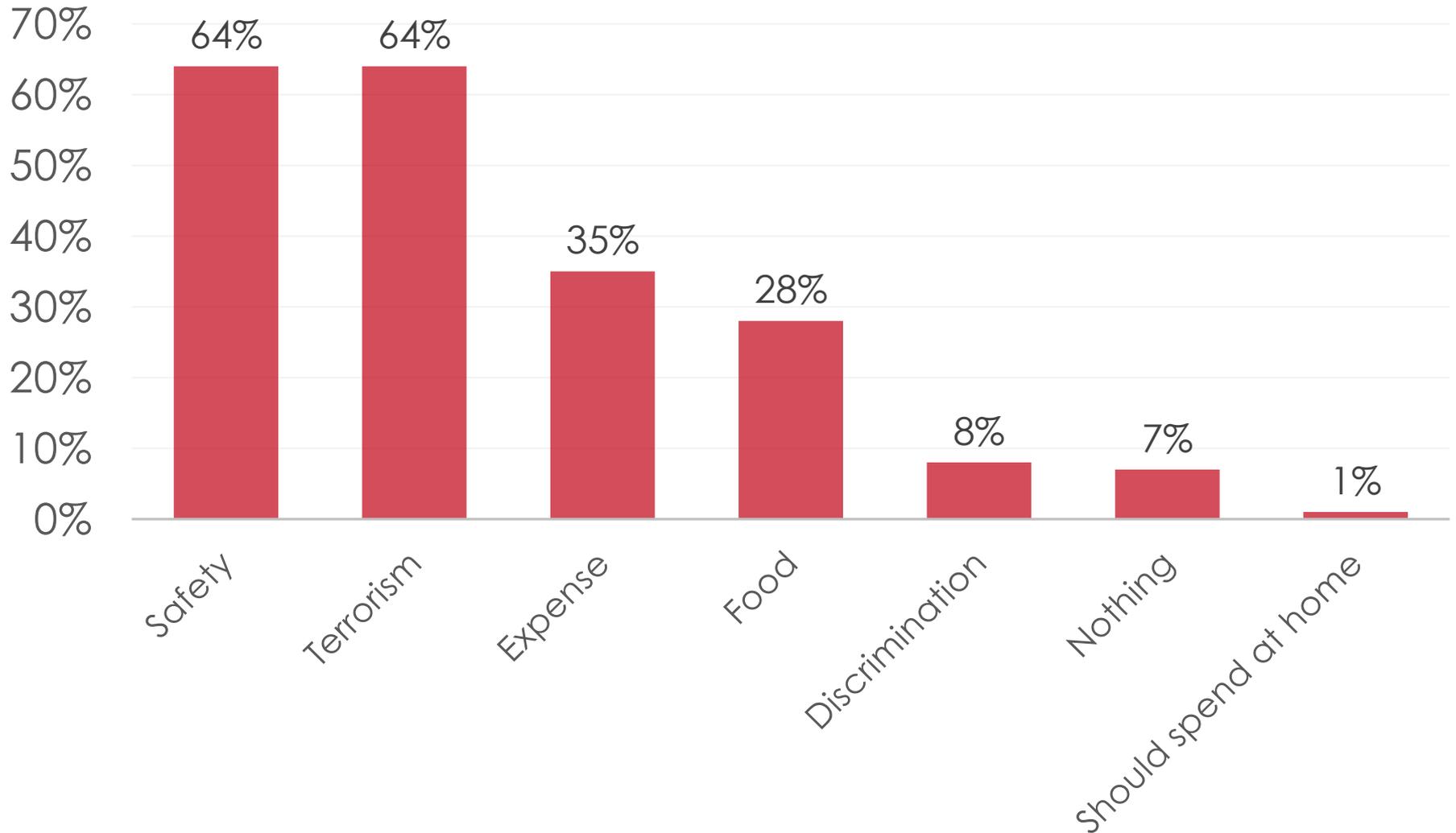
Will security screening/ immigration at Guam Airport impact future travel to Guam?



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



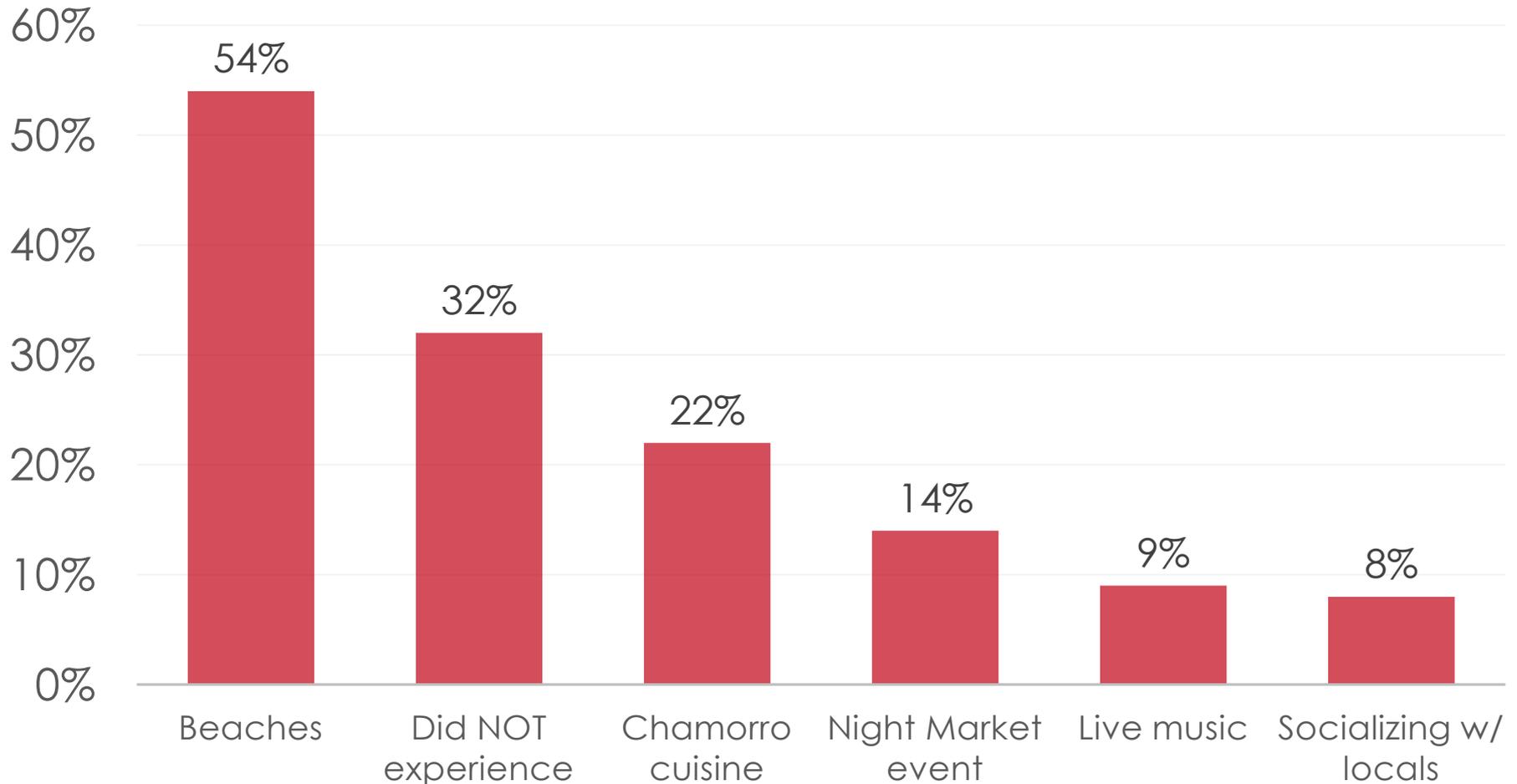
FUTURE TRAVEL CONCERNS



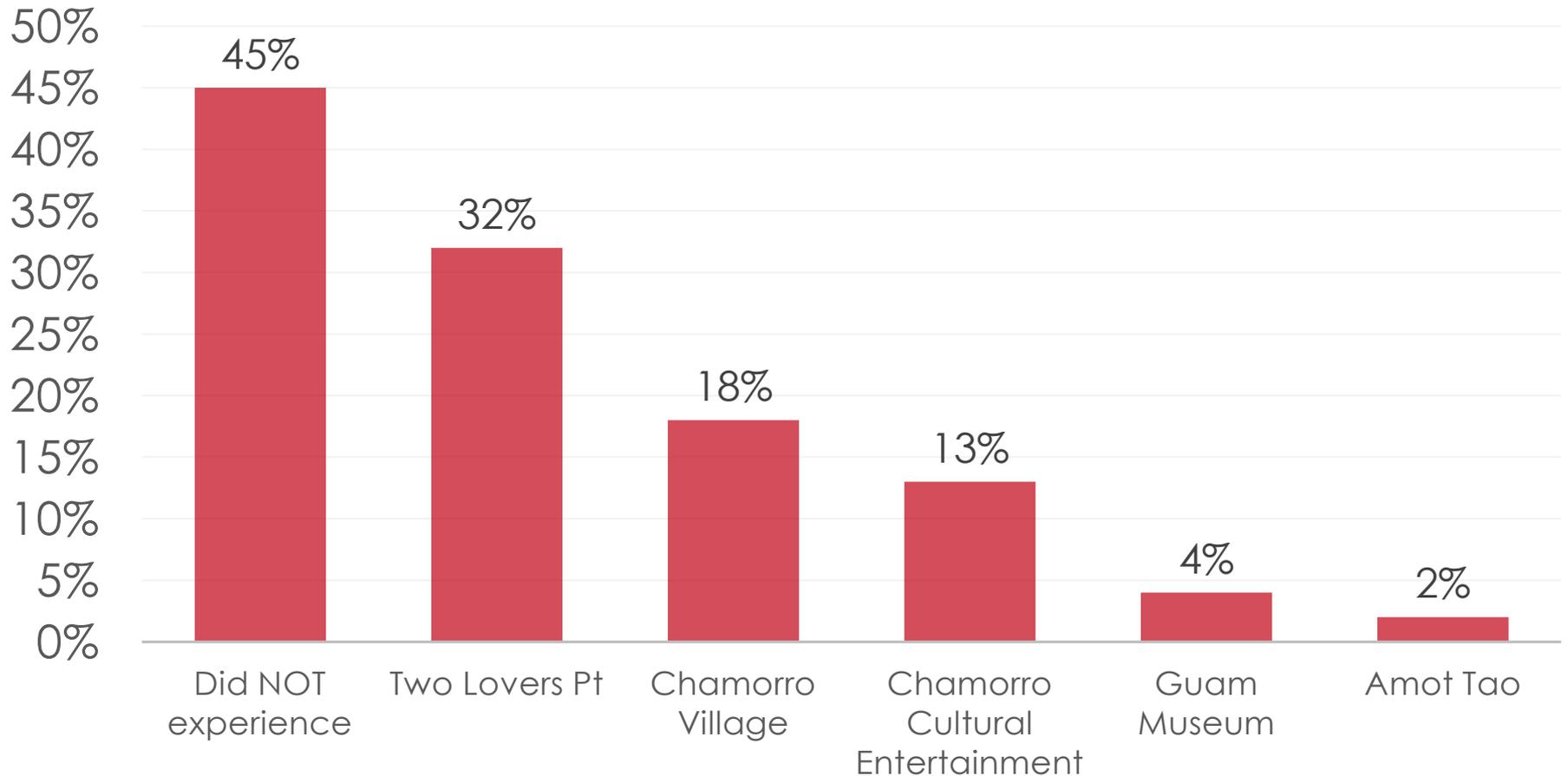
SECTION 7

GUAM CULTURE

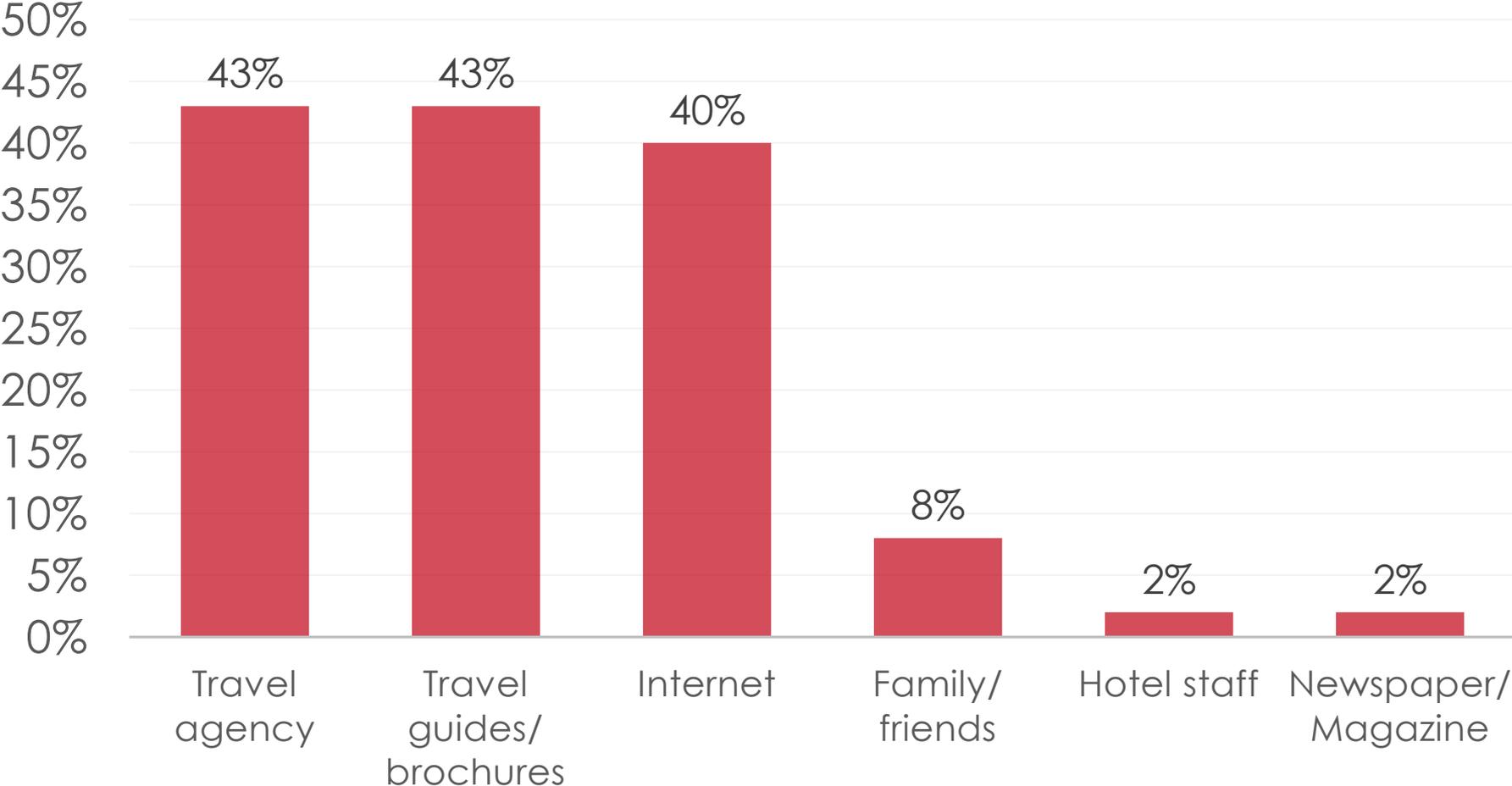
EXPERIENCED- CHAMORRO/ HAFSA ADAI SPIRIT



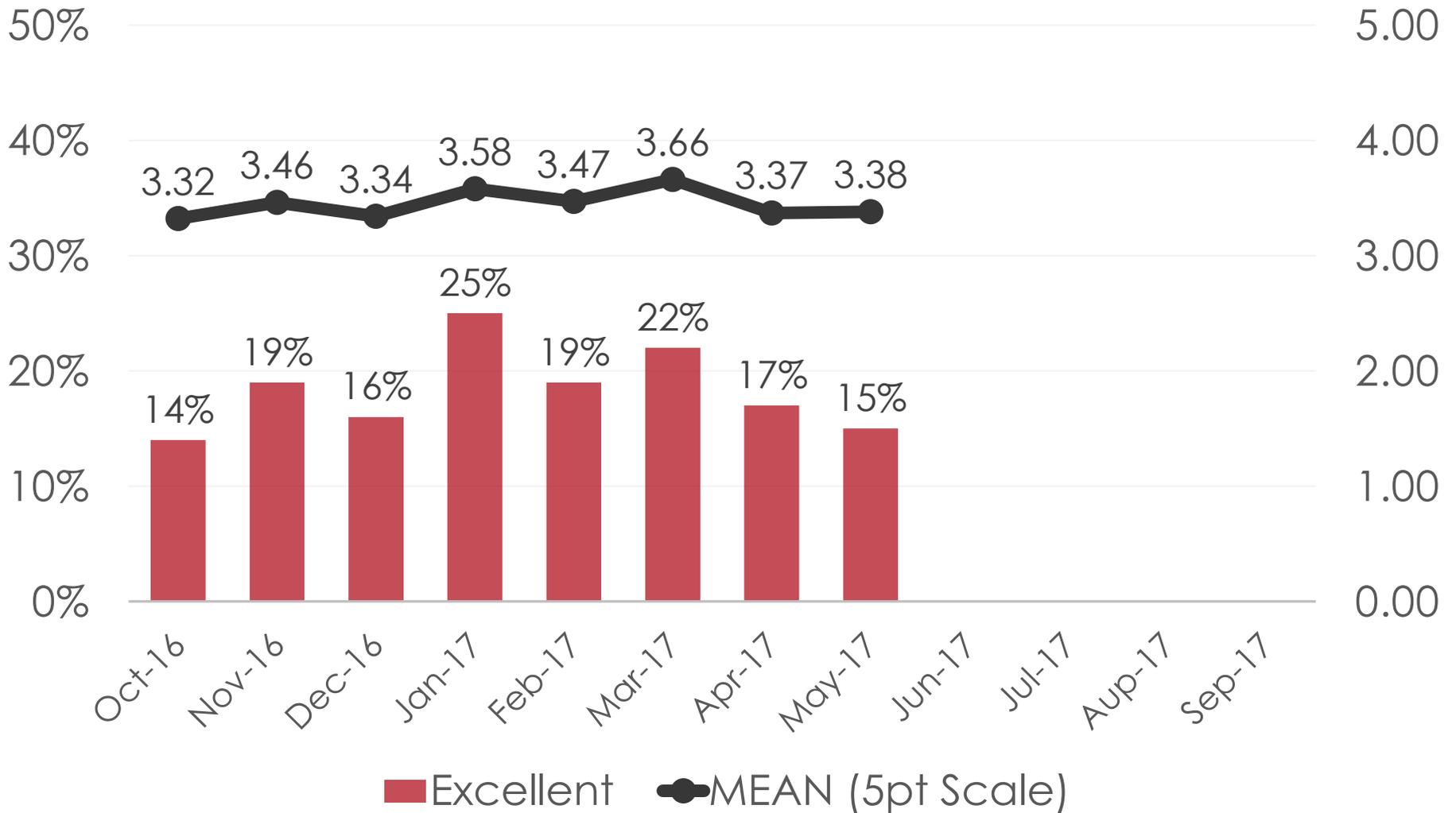
EXPERIENCED- OTHER CULTURAL ACTIVITY/EVENTS



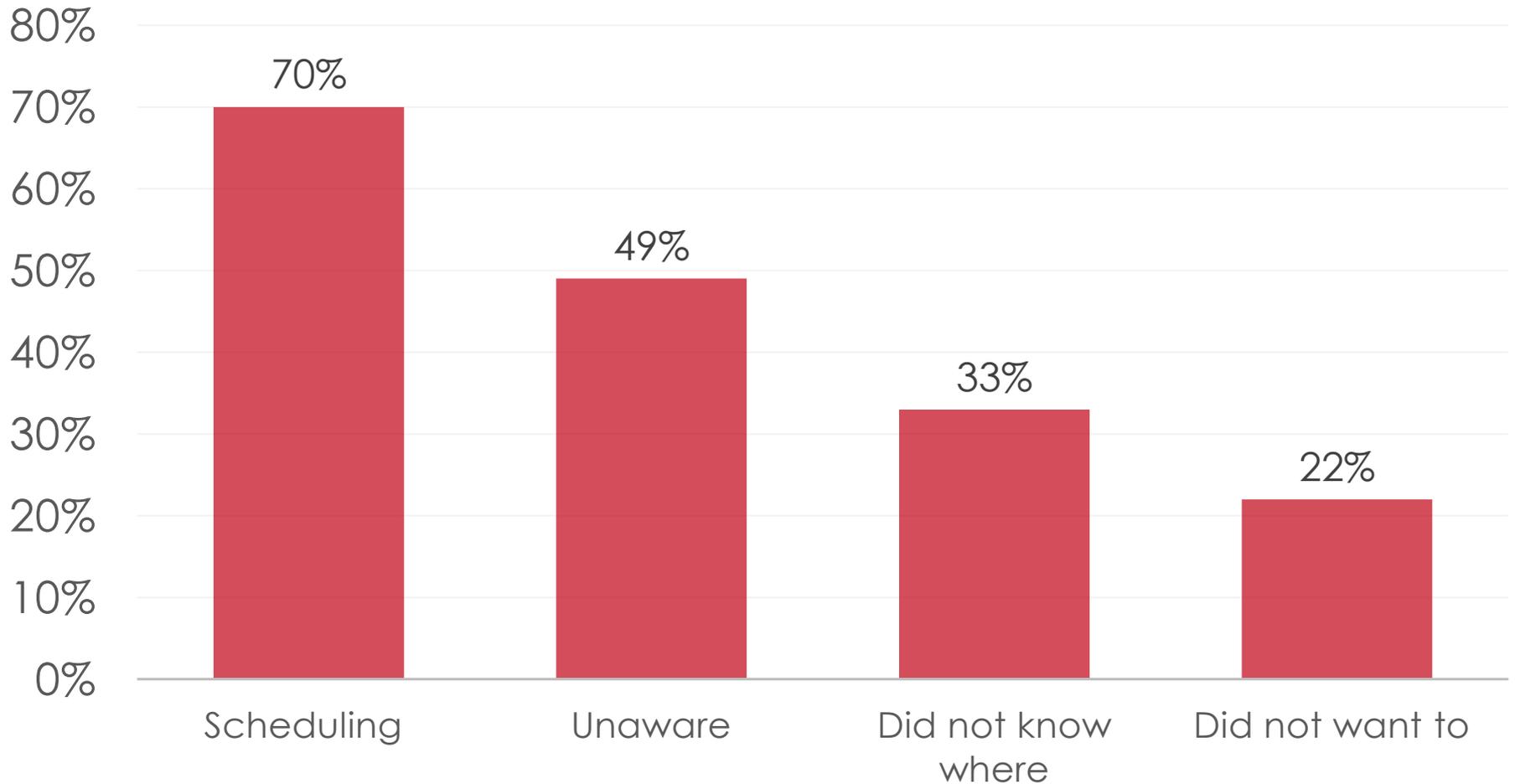
SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS



SATISFACTION- CULTURAL ACTIVITY/EVENTS



OBSTACLES- CULTURAL ACTIVITY/EVENTS



SECTION 7

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, Oct, Nov, Dec 2016, Jan, Feb, Mar, Apr, May 2017, and Overall Oct 2016 - May 2017

	Oct-16 rank	Nov-16 rank	Dec-16 rank	Jan-17 rank	Feb-17 rank	Mar-17 rank	Apr-17 rank	May-17 rank	Combined Oct 2016 - May 2017 rank
Drivers:									
Quality & Cleanliness of beaches & parks		4	5			1	2		4
Ease of getting around								3	5
Safety walking around at night									
Quality of daytime tours			4		4				6
Variety of daytime tours									
Quality of nighttime tours									8
Variety of nighttime tours									
Quality of shopping	2		2	3			3	2	
Variety of shopping		6			3	2			3
Price of things on Guam									
Quality of hotel accommodations	3	3		4	5	3			2
Quality/cleanliness of air, sky		5	3				4		9
Quality/cleanliness of parks									
Quality of landscape in Tumon		2			2			1	8
Quality of landscape in Guam			1	1		4	1		1
Quality of ground handler	1	1							7
Quality/cleanliness of transportation vehicles	4			2	1				
% of Overall Satisfaction Accounted For	64.7%	55.2%	43.2%	41.1%	43.4%	50.1%	59.7%	42.0%	48.6%

NOTE: Only significant drivers are included.

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Japan visitor's experience on Guam is driven by three significant factors in the May 2017 Period. By rank order they are:
 - **Quality of landscape in Tumon,**
 - **Quality of shopping, and**
 - **Ease of getting around.**
- With all three factors the overall r^2 is .420 meaning that **42.0% of overall satisfaction is accounted for by these factors.**

Drivers – On-Isle Expenditures

Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2016, Jan, Feb, Mar, Apr, May 2017 and Overall Oct 2016-May 2017									
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Combined Oct 2016-May 2017
Drivers:	rank	rank							
Quality & Cleanliness of beaches & parks				1					
Ease of getting around				3					
Safety walking around at night									
Quality of daytime tours									
Variety of daytime tours				4					
Quality of nighttime tours							1		
Variety of nighttime tours									
Quality of shopping	1								1
Variety of shopping									
Price of things on Guam		1							
Quality of hotel accommodations					2				
Quality/cleanliness of air, sky									
Quality/cleanliness of parks									
Quality of landscape in Tumon				2					3
Quality of landscape in Guam									
Quality of ground handler				5					
Quality/cleanliness of transportation vehicles					1				2
% of Per Person On Island Expenditures Accounted For	2.7%	1.8%	0.0%	10.0%	5.6%	0.0%	4.4%	0.0%	1.1%

NOTE: Only significant drivers are included.

Drivers of On-Isle Expenditures

- **Per Person On Island Expenditure** of Japan visitors on Guam is driven by no significant factor in the May 2017 period.