

Guam Visitors Bureau

Japan Visitor Tracker Exit Profile & Market Segmentation Report

FY2017

SEPTEMBER 2017

Prepared by: Anthology Research

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**GUAM
VISITORS
BUREAU**
SETBISION BISITAN GUAHAN



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.

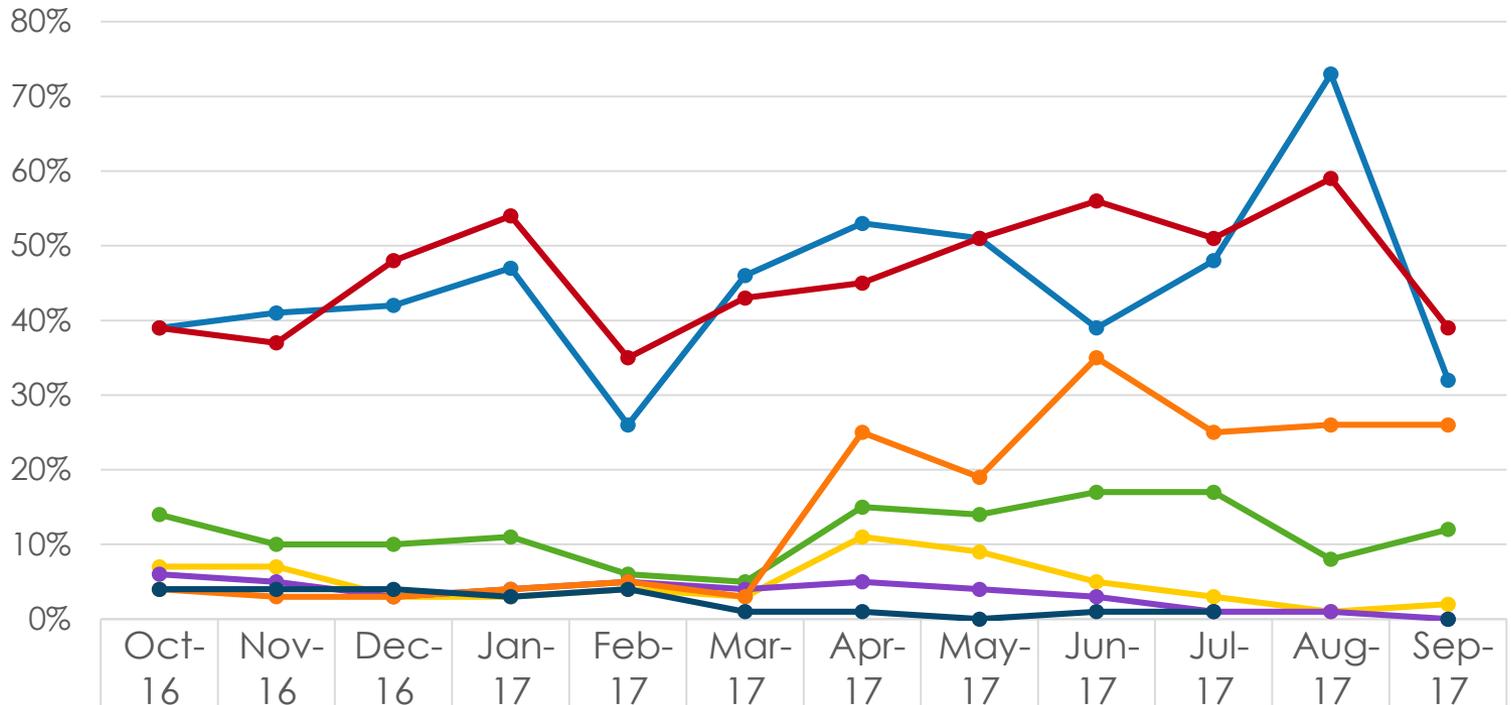
Objectives

- 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

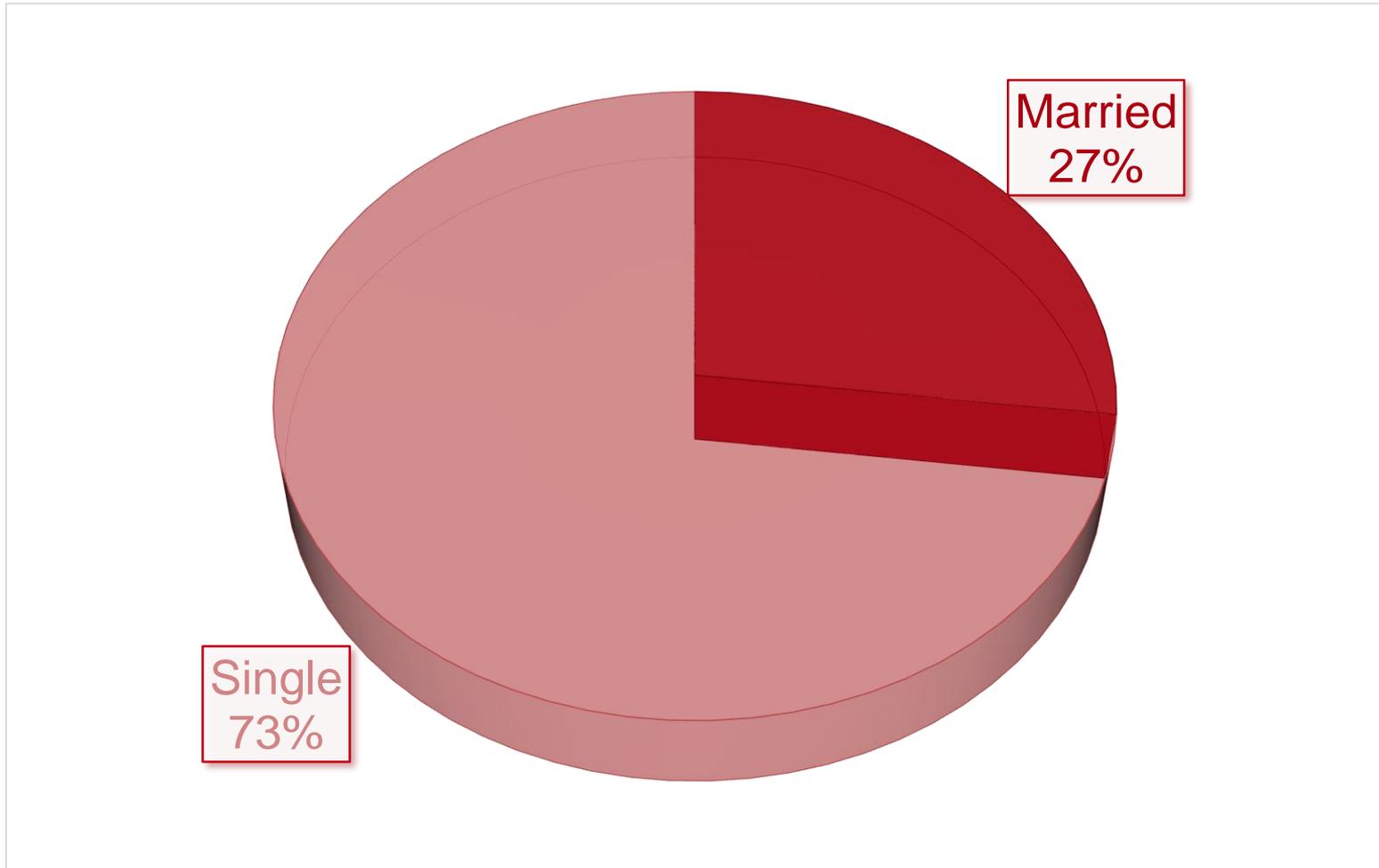


	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
Family	39%	41%	42%	47%	26%	46%	53%	51%	39%	48%	73%	32%
Repeat	39%	37%	48%	54%	35%	43%	45%	51%	56%	51%	59%	39%
Office Lady	14%	10%	10%	11%	6%	5%	15%	14%	17%	17%	8%	12%
Wedding	7%	7%	3%	3%	4%	3%	11%	9%	5%	3%	1%	2%
Silver	6%	5%	3%	4%	5%	4%	5%	4%	3%	1%	1%	0%
Group	4%	3%	3%	4%	5%	3%	25%	19%	35%	25%	26%	26%
MICE	4%	4%	4%	3%	4%	1%	1%	0%	1%	1%		0%

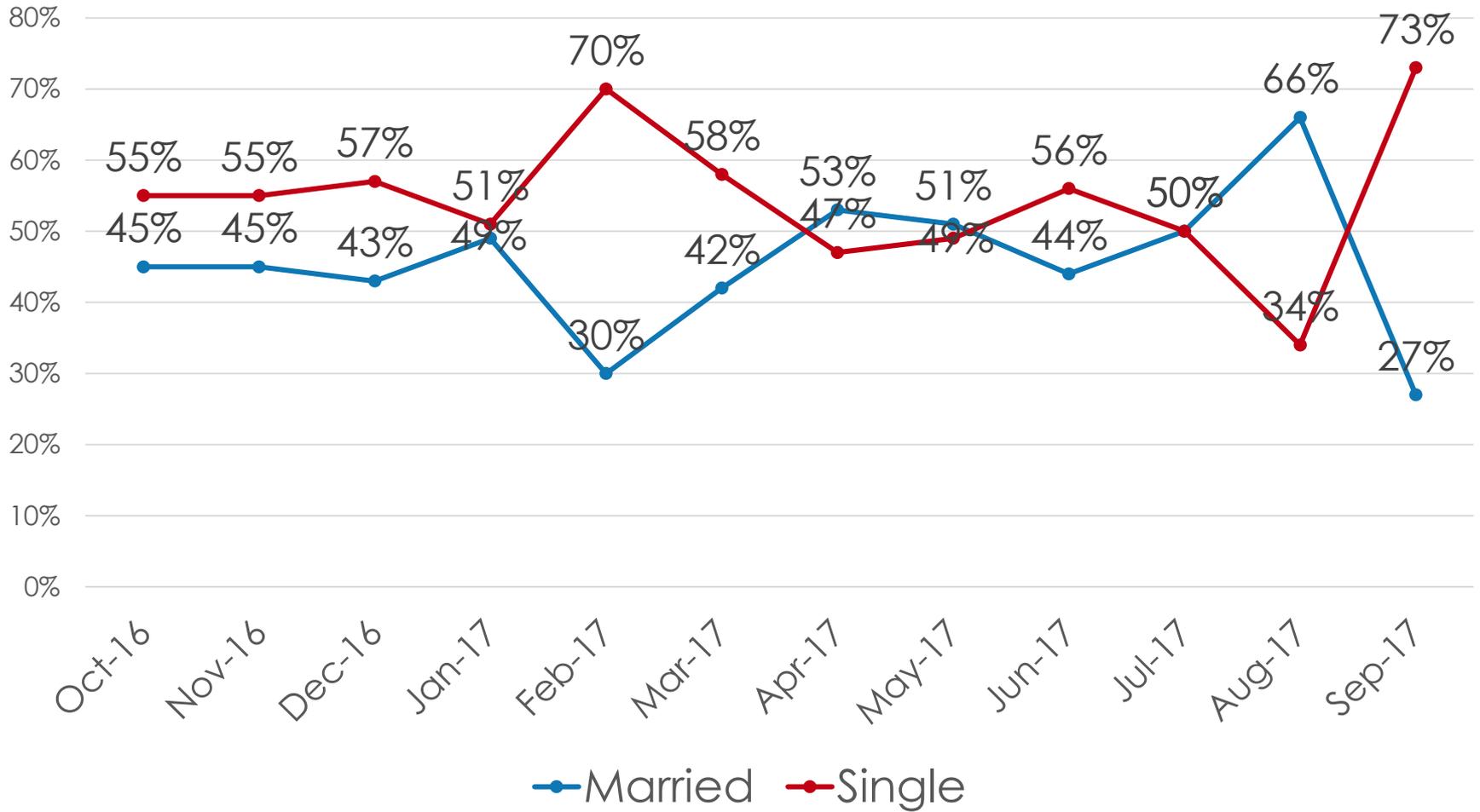
SECTION 1

PROFILE OF RESPONDENTS

Marital Status



Marital status – FY2017 Tracking



Marital status – Key Segments

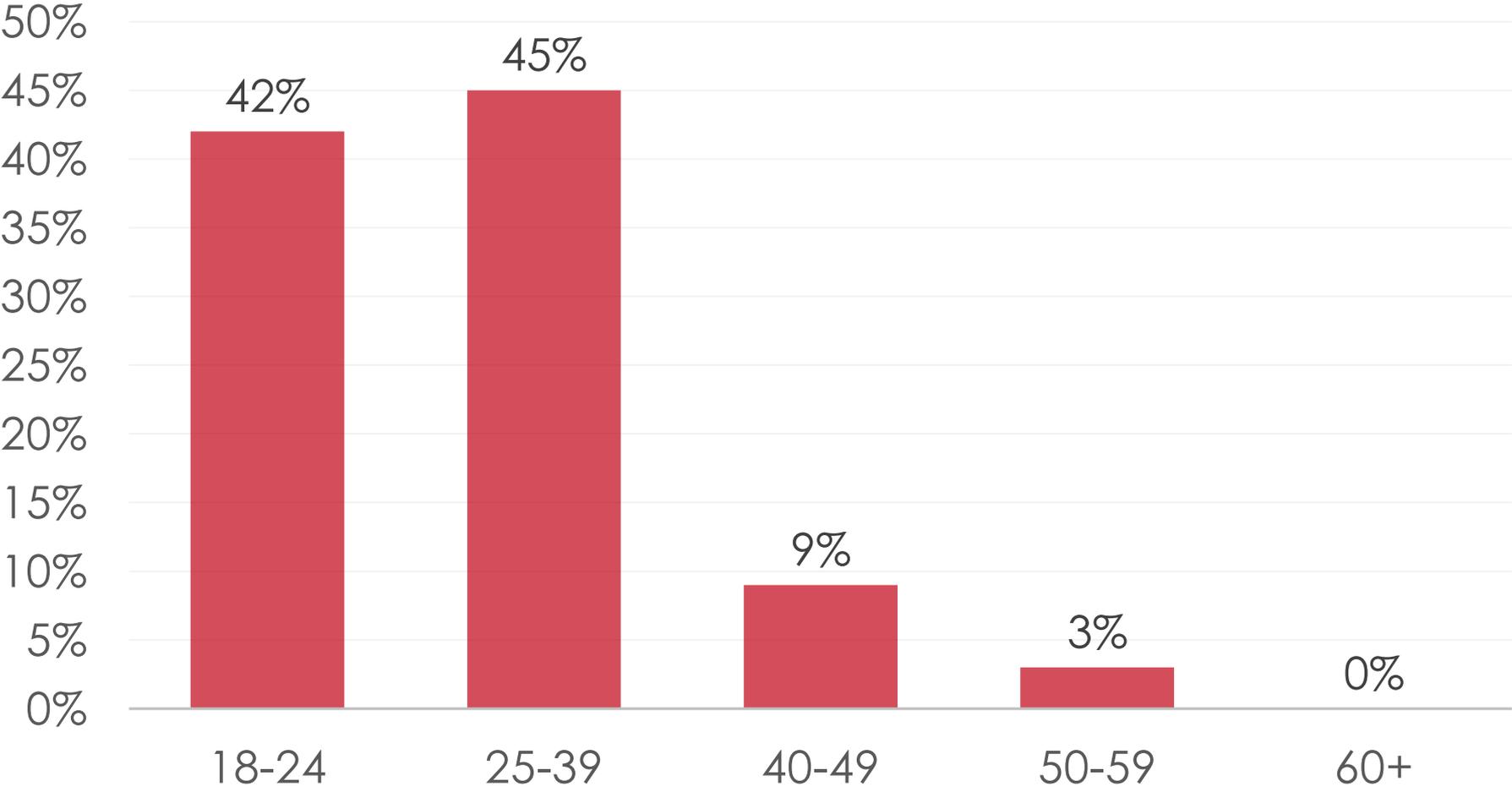
**GVB EXIT SURVEY
QE MARITAL STATUS**

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
QE	Married	27%	78%	33%	26%	100%		67%	25%
	Single	73%	22%	67%	74%		100%	33%	75%
	Total	350	112	137	42	1	1	6	91

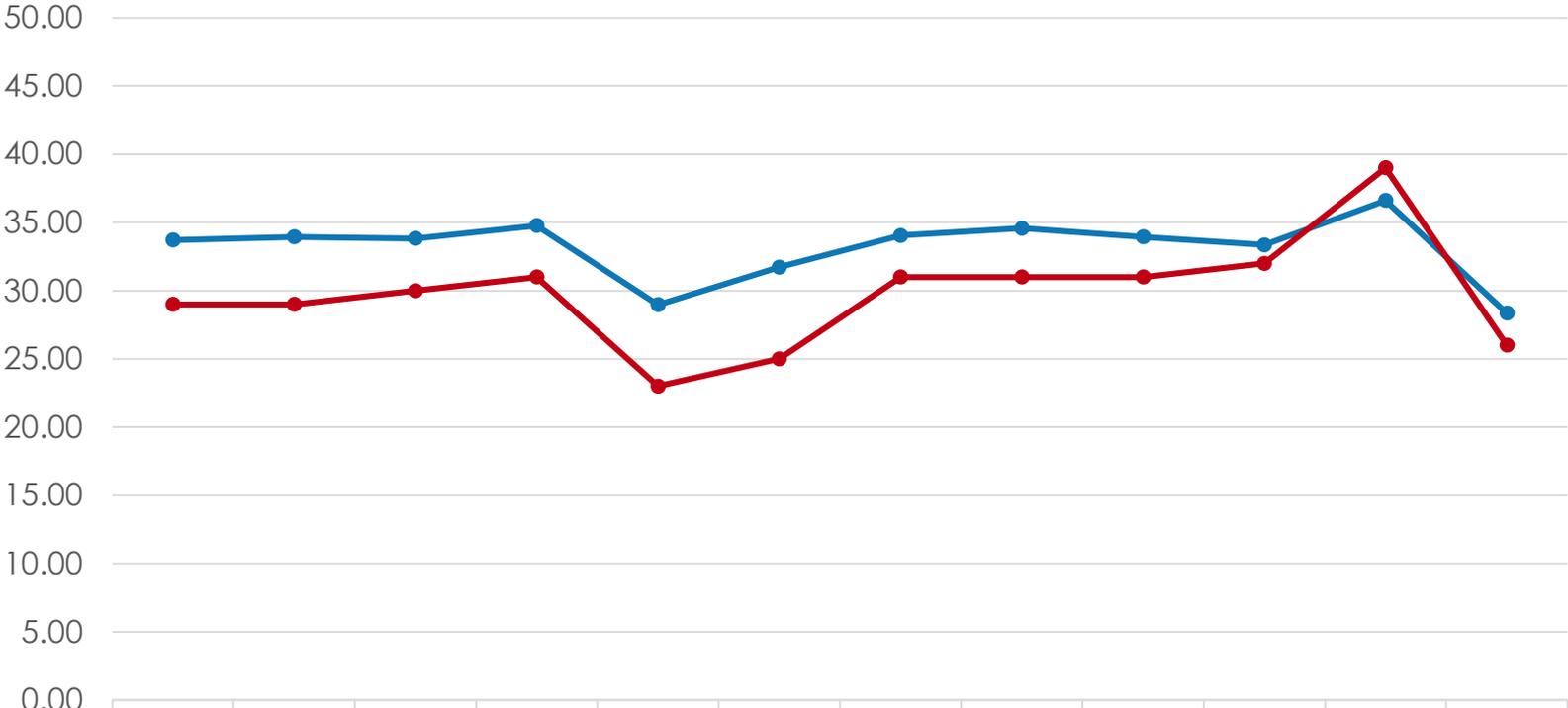
Prepared by Anthology Research

Age

MEAN = 28.35
MEDIAN = 26



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	33.94	33.35	36.61	28.35
MEDIAN	29	29	30	31	23	25	31	31	31	32	39	26

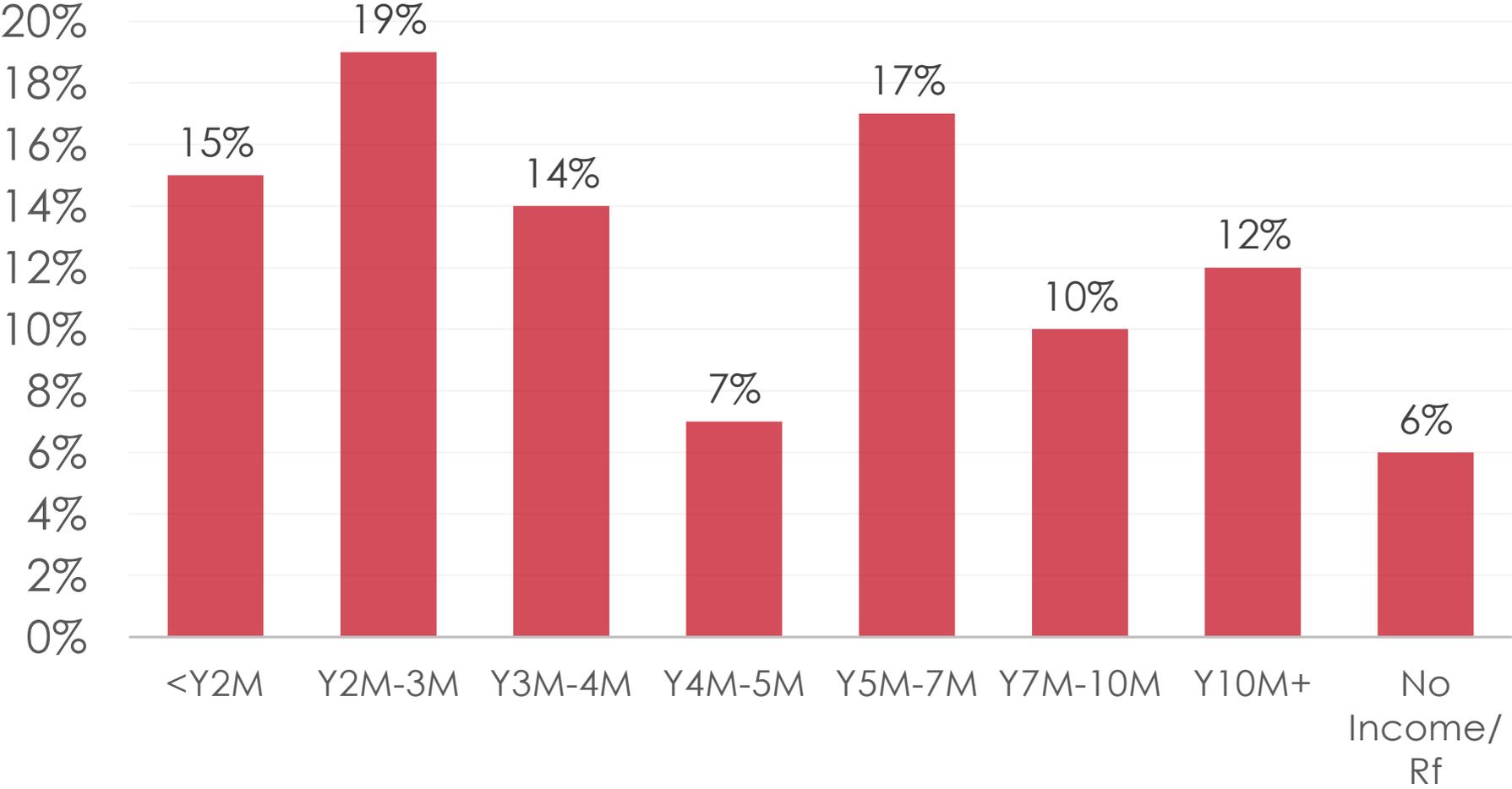
Age – Key Segments

GVB EXIT SURVEY AGE

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
QF	18-24	42%	13%	32%	21%		100%		47%
	25-39	45%	56%	46%	55%			67%	41%
	40-49	9%	21%	15%	12%				7%
	50-59	3%	9%	7%	12%			33%	4%
	60+	0%	1%	1%		100%			1%
	Total	350	112	137	42	1	1	6	91
QF	Mean	28.35	34.78	31.35	32.45	70.00	20.00	37.33	28.08
	Median	26	33	30	30	70	20	31	26

Prepared by Anthology Research

Annual Household Income



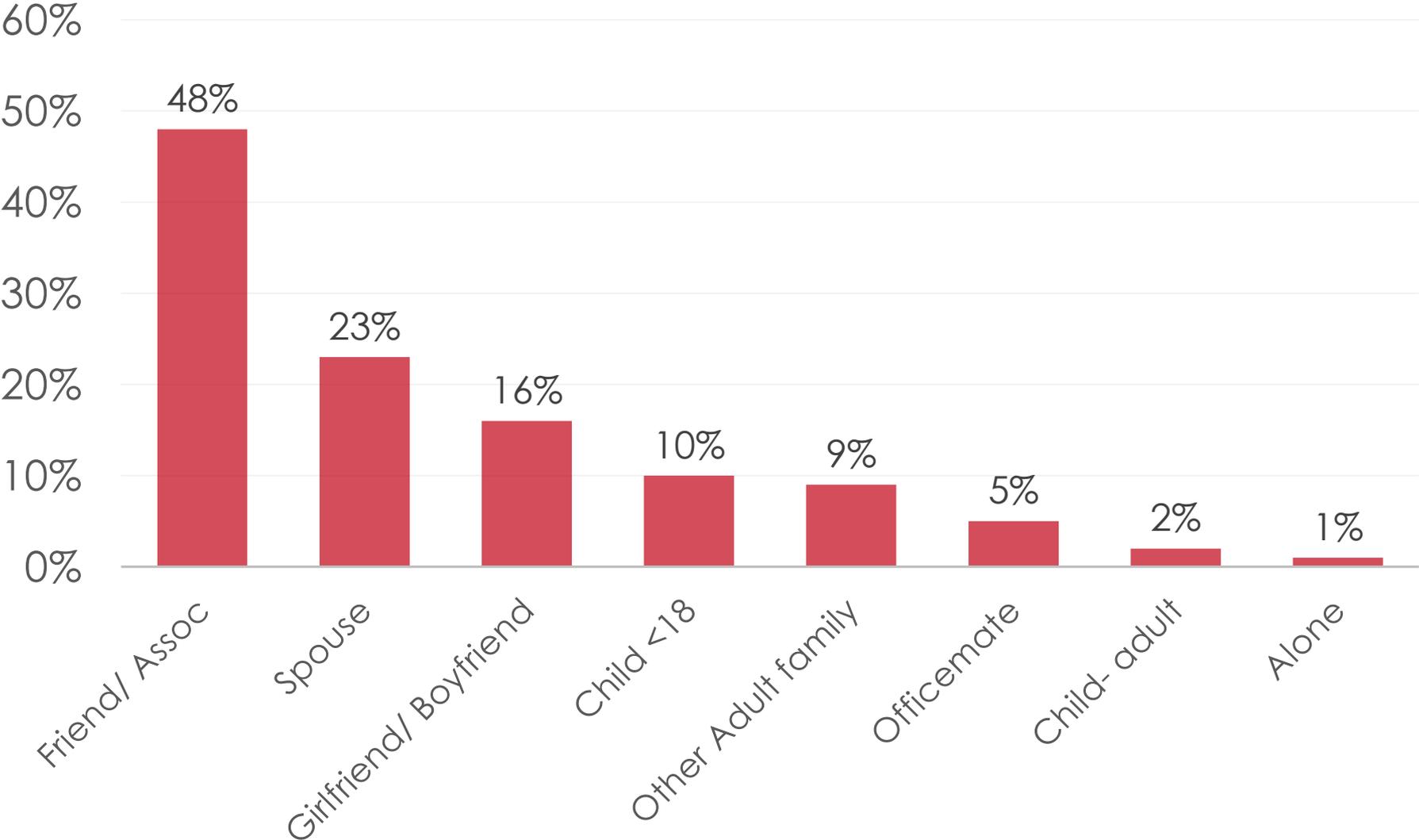
Annual Household Income – Key Segments

GVB EXIT SURVEY
Q26 Household income:

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
Q26	Less than ¥2 million	15%	4%	11%	8%			17%	24%
	¥2,000,001 ~ ¥3,000,000	19%	9%	16%	30%			17%	10%
	¥3,000,001 ~ ¥4,000,000	14%	9%	12%	23%				22%
	¥4,000,001 ~ ¥5,000,000	7%	9%	7%	5%			17%	7%
	¥5,000,001 ~ ¥7,000,000	17%	30%	17%	20%	100%		17%	16%
	¥7,000,001 ~ ¥10 million	10%	18%	14%	8%		100%		6%
	¥10 million or more	12%	20%	16%	8%			17%	11%
	No Income	6%	3%	7%				17%	5%
	Total	339	105	132	40	1	1	6	88

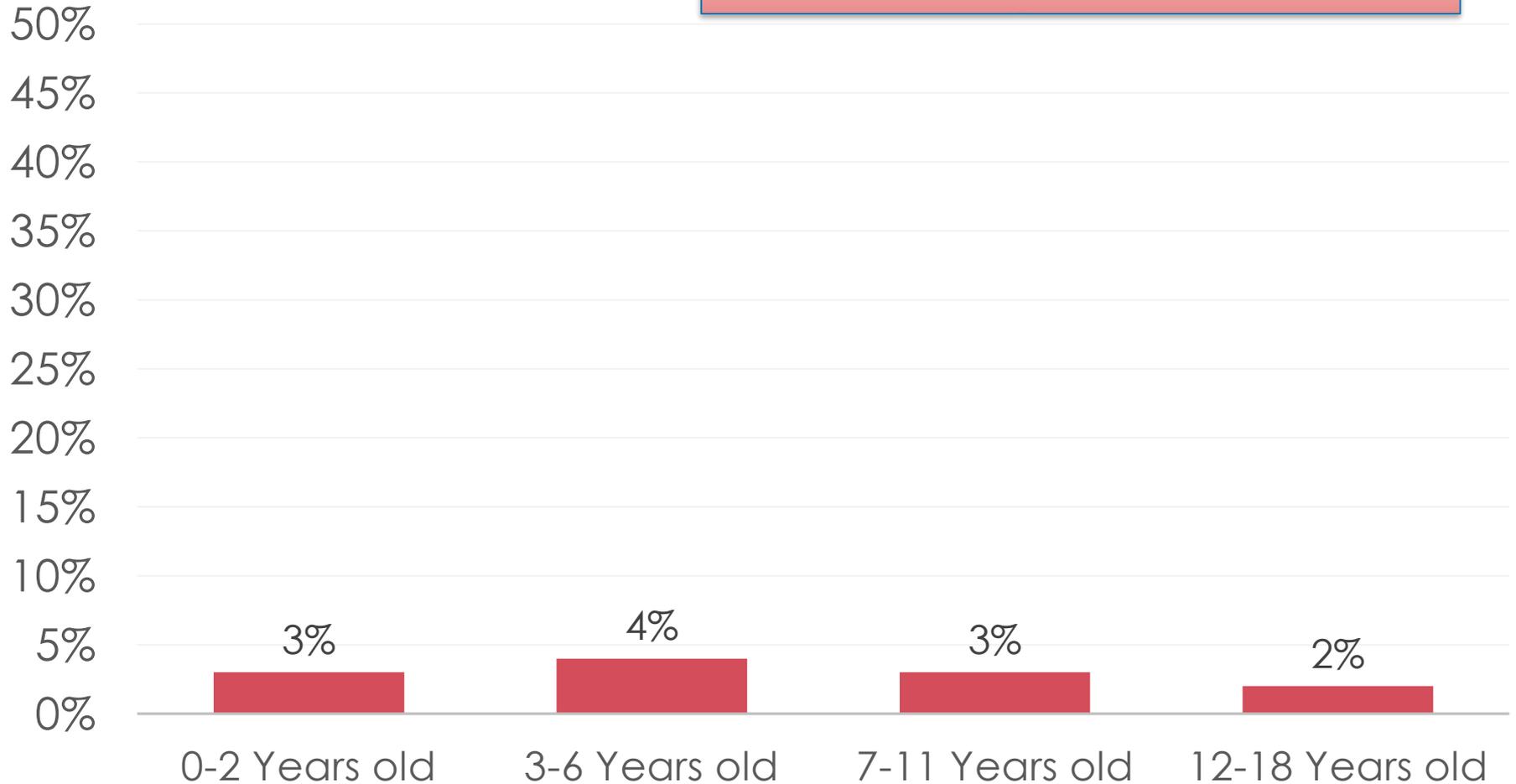
Prepared by Anthology Research

Travel Party

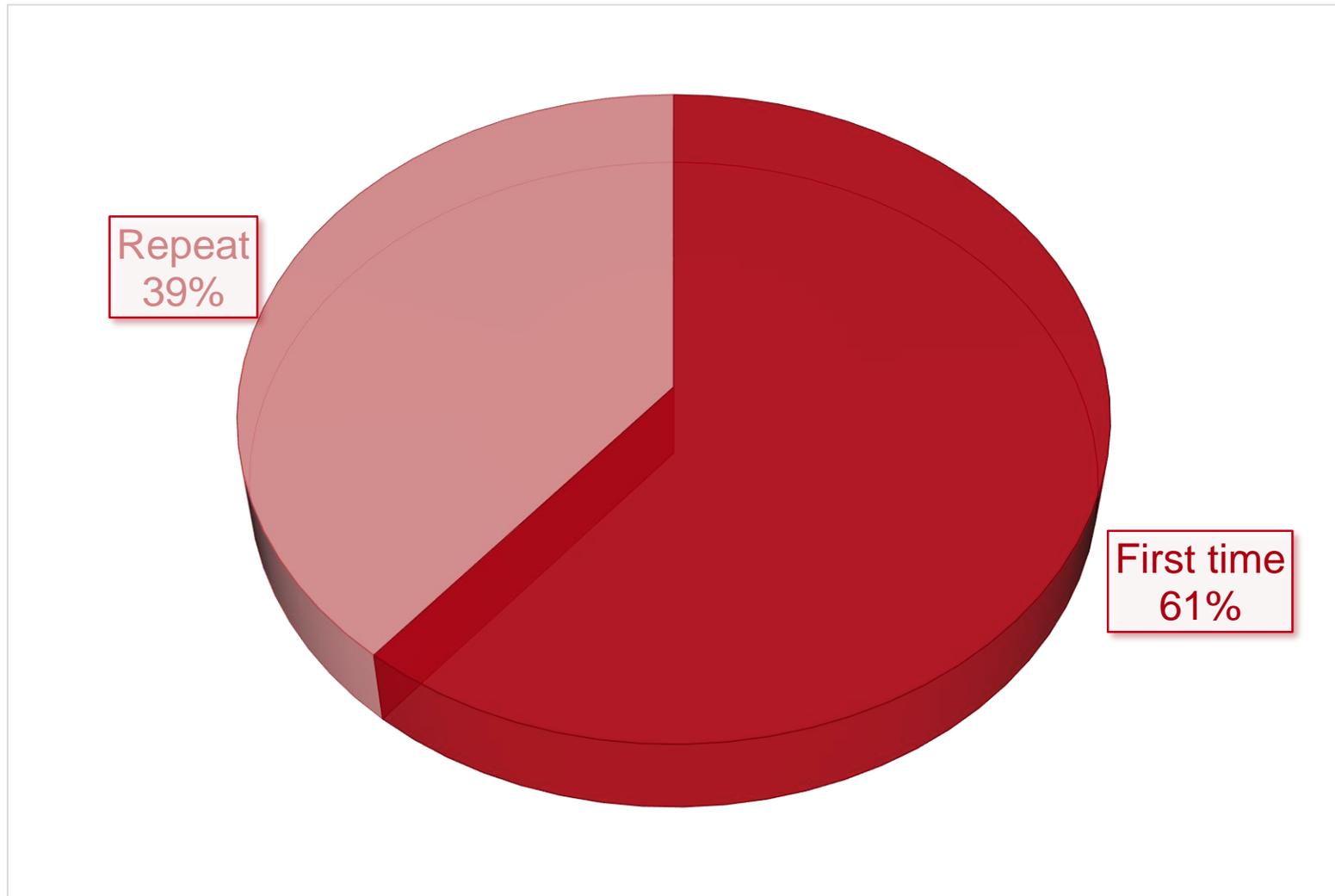


Travel Party - Children

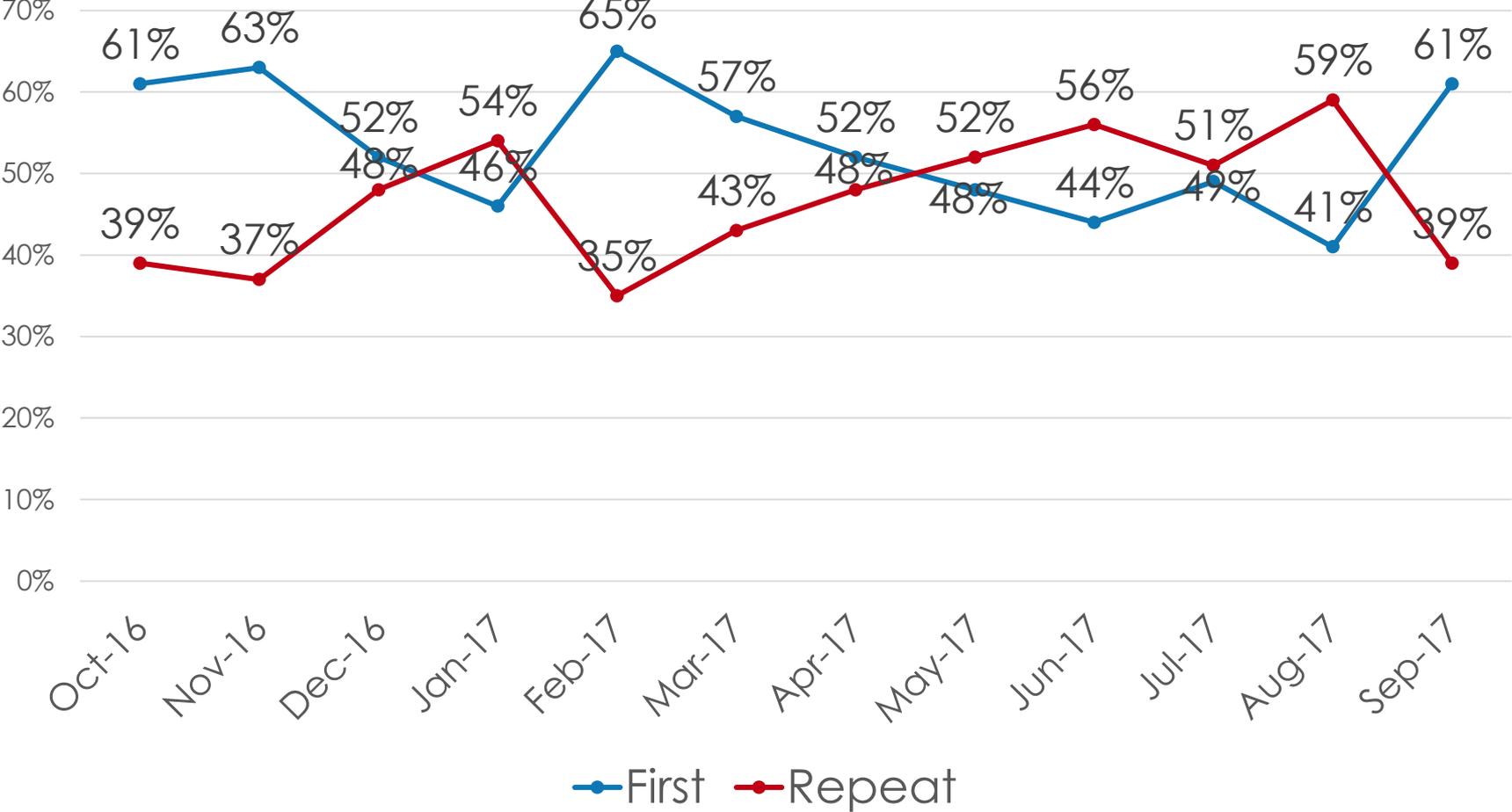
10% TRAVELING WITH A CHILD



Trips to Guam



Trips to Guam – FY2017 Tracking



Trips to Guam – Key Segments

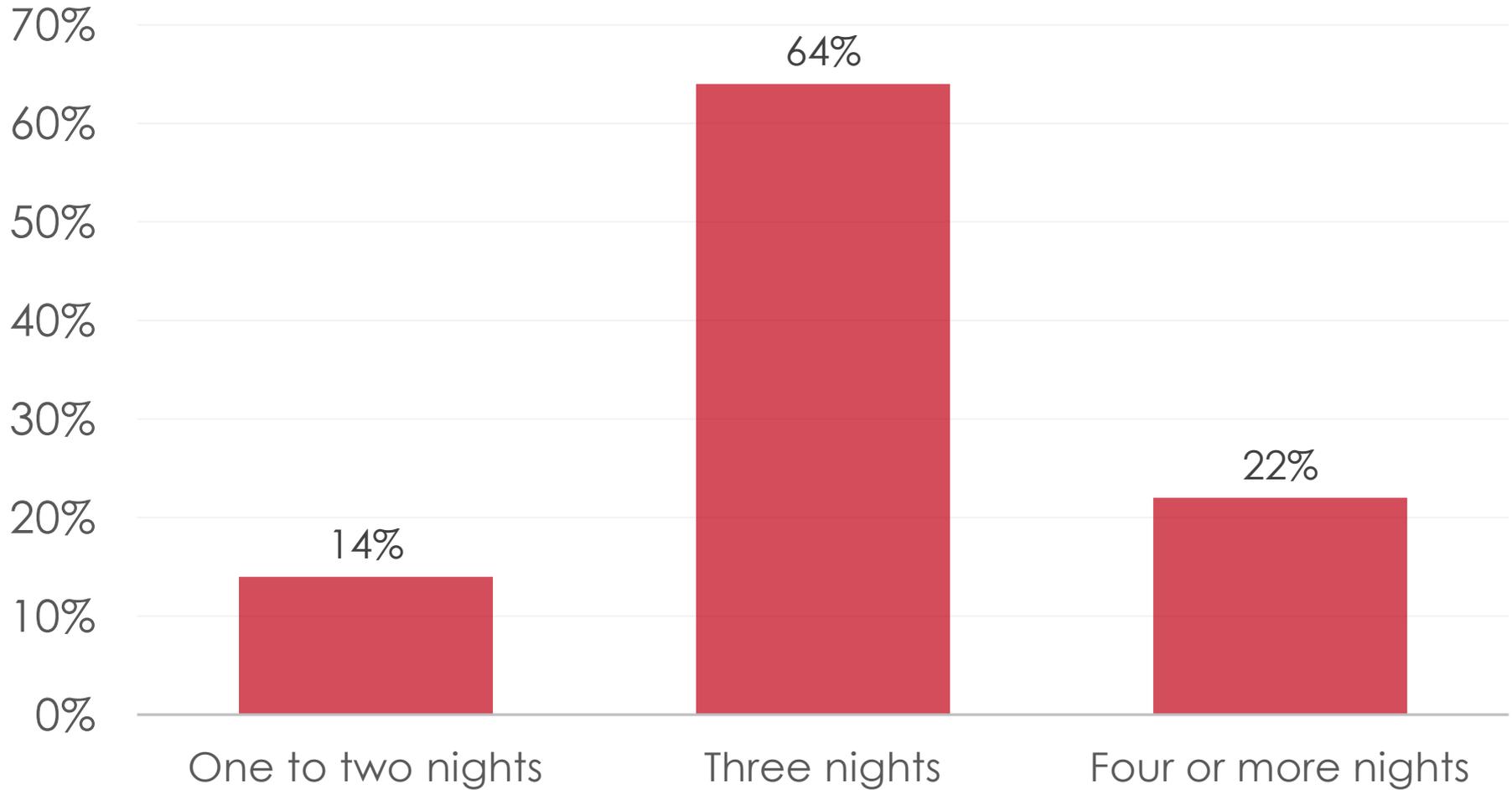
GVB EXIT SURVEY
Q3 Including this trip, how many times have you visited Guam?

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
Q3	1st time	61%	57%		52%		100%	100%	60%
	Repeat	39%	43%	100%	48%	100%			40%
	Total	350	112	137	42	1	1	6	91
Q3	Mean	2.38	2.90	4.53	2.10	2.00	1.00	1.00	3.01
	Median	1	1	2	1	2	1	1	1

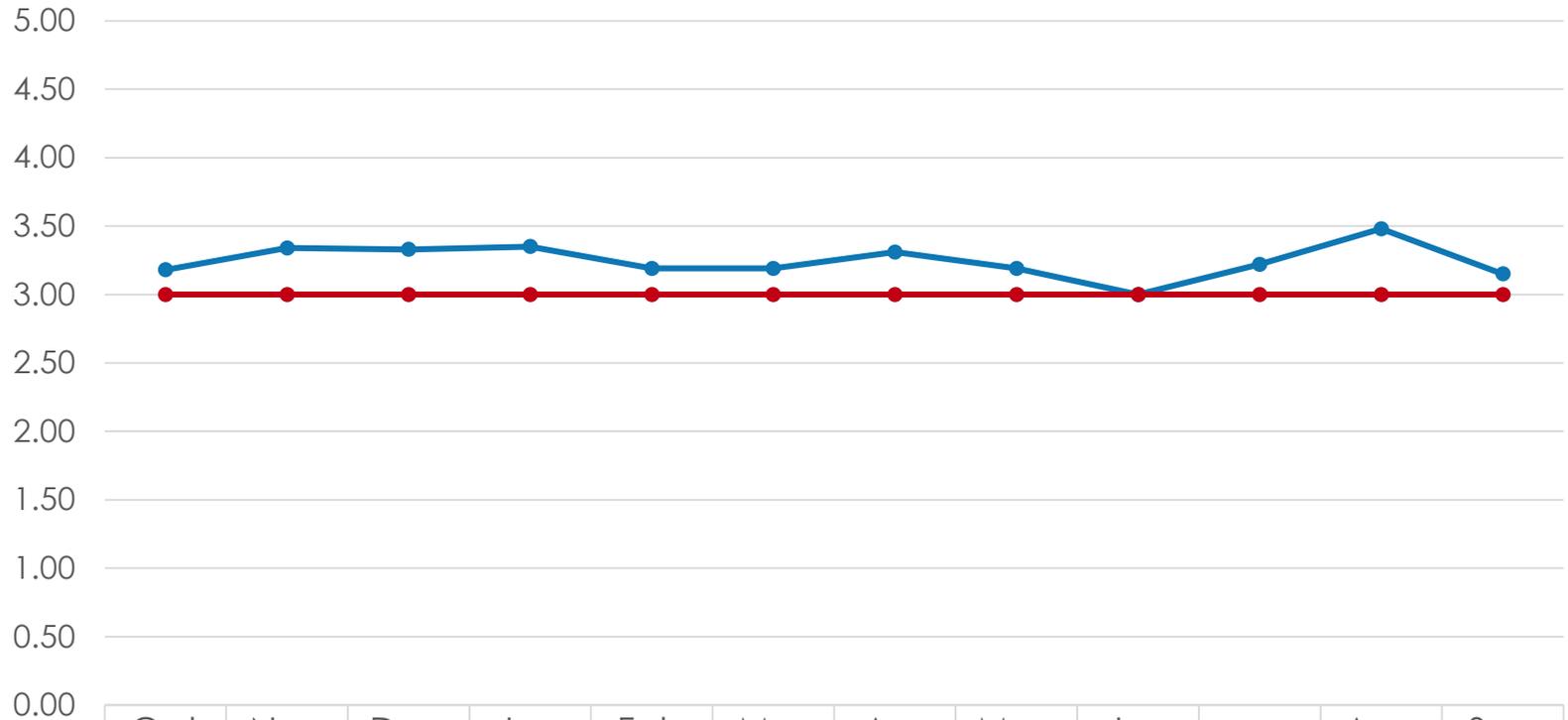
Prepared by Anthology Research

Length of Stay

MEAN NUMBER OF NIGHTS = 3.15
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	3.00	3.22	3.48	3.15
MEDIAN	3	3	3	3	3	3	3	3	3	3	3	3

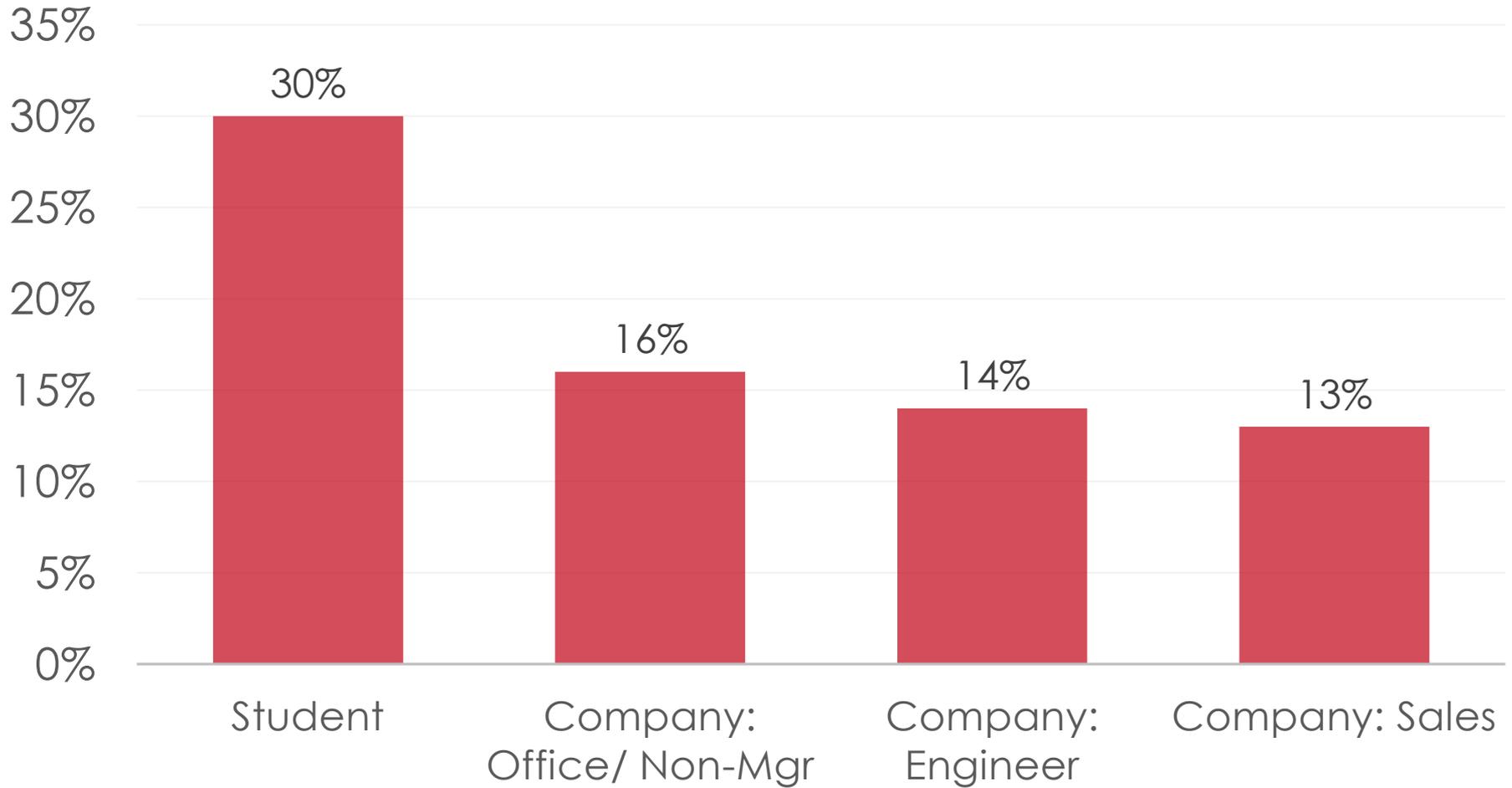
Length of Stay – Key Segments

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%	9%	14%	10%				23%
	3	64%	56%	58%	69%		100%	50%	64%
	4+	22%	35%	28%	21%	100%		50%	13%
	Total	350	112	137	42	1	1	6	91
SA	Mean	3.15	3.40	3.23	3.24	4.00	3.00	3.50	2.89
	Median	3	3	3	3	4	3	4	3

Prepared by Anthology Research

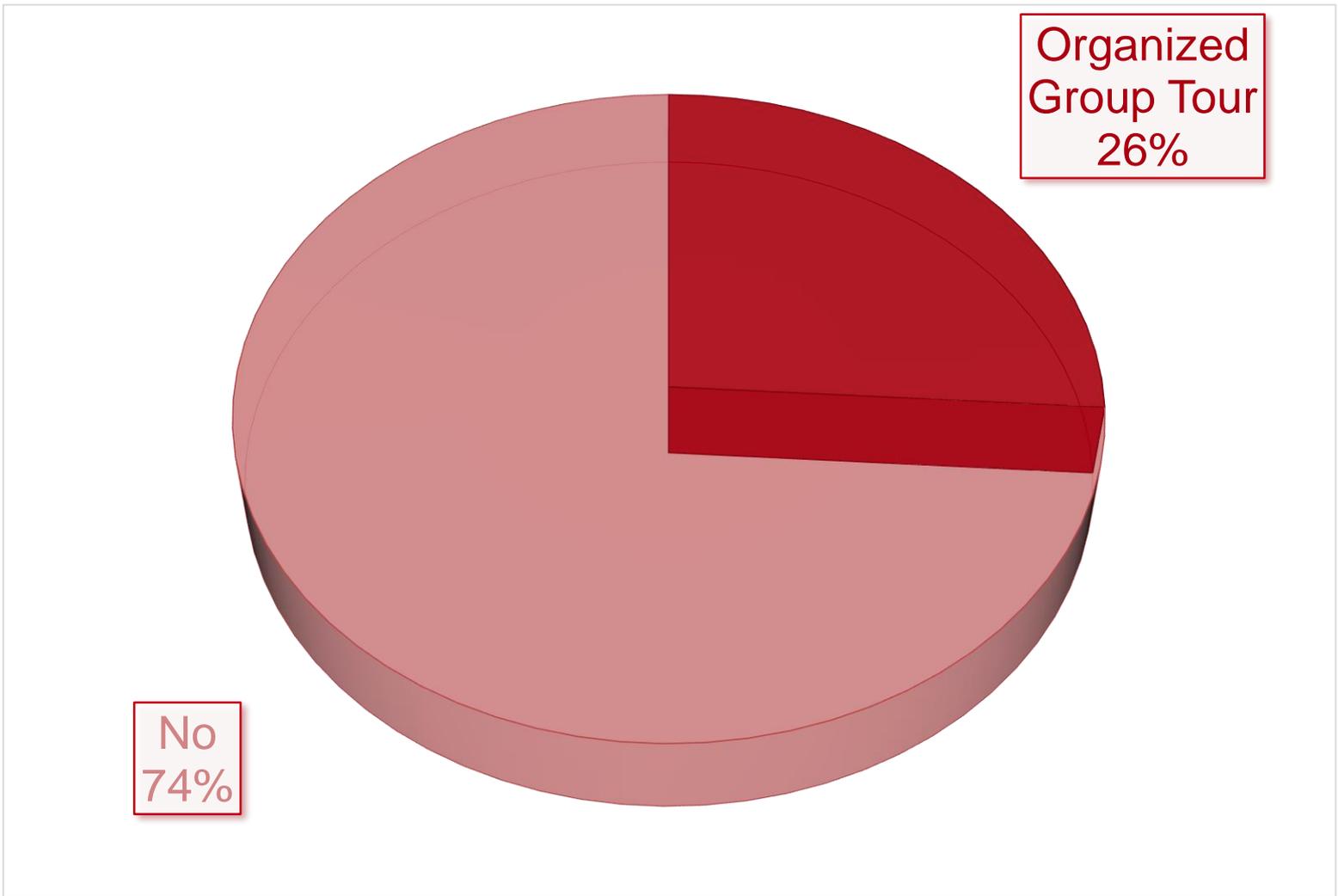
Occupation – Top Responses (10%+)



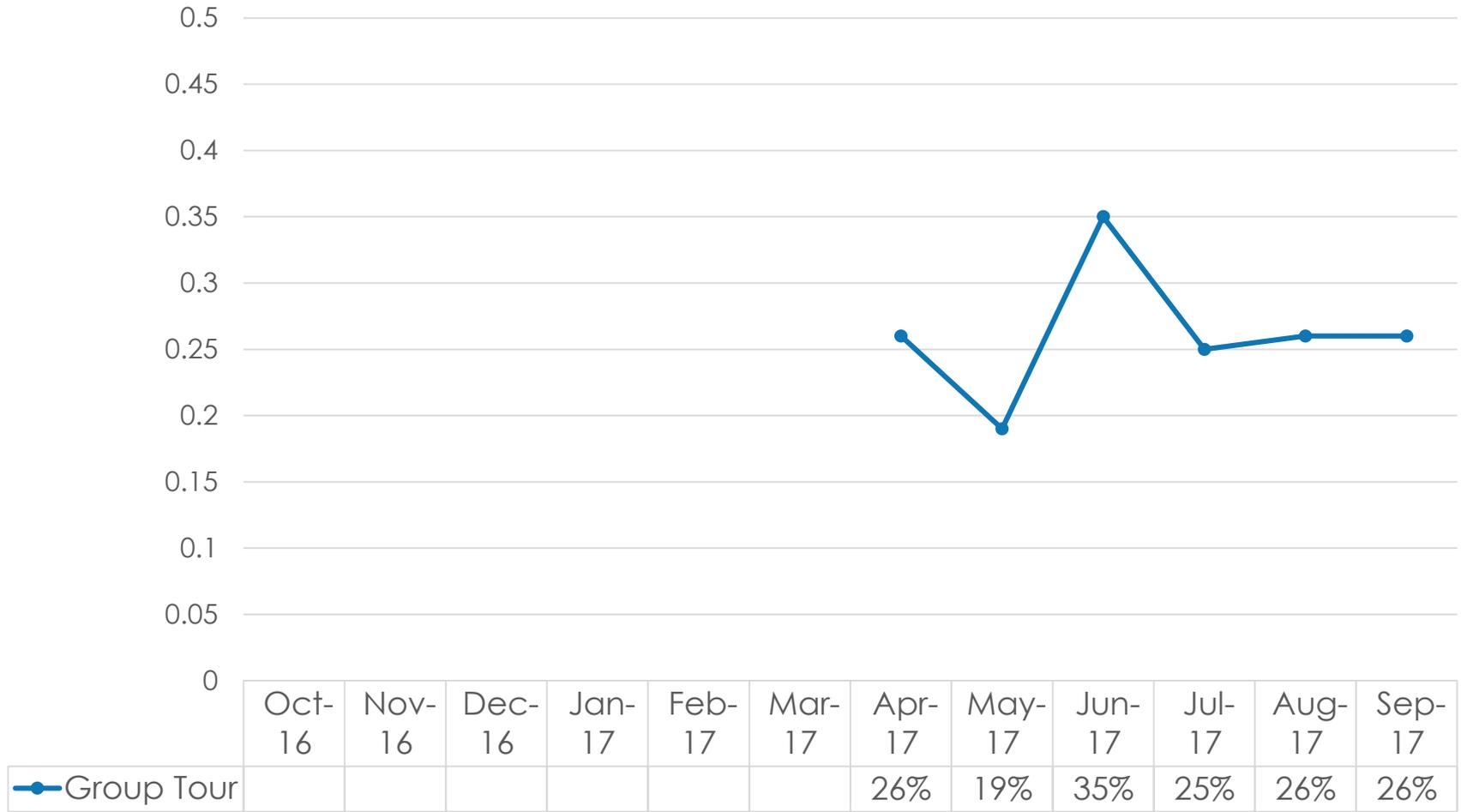
SECTION 2

TRAVEL PLANNING

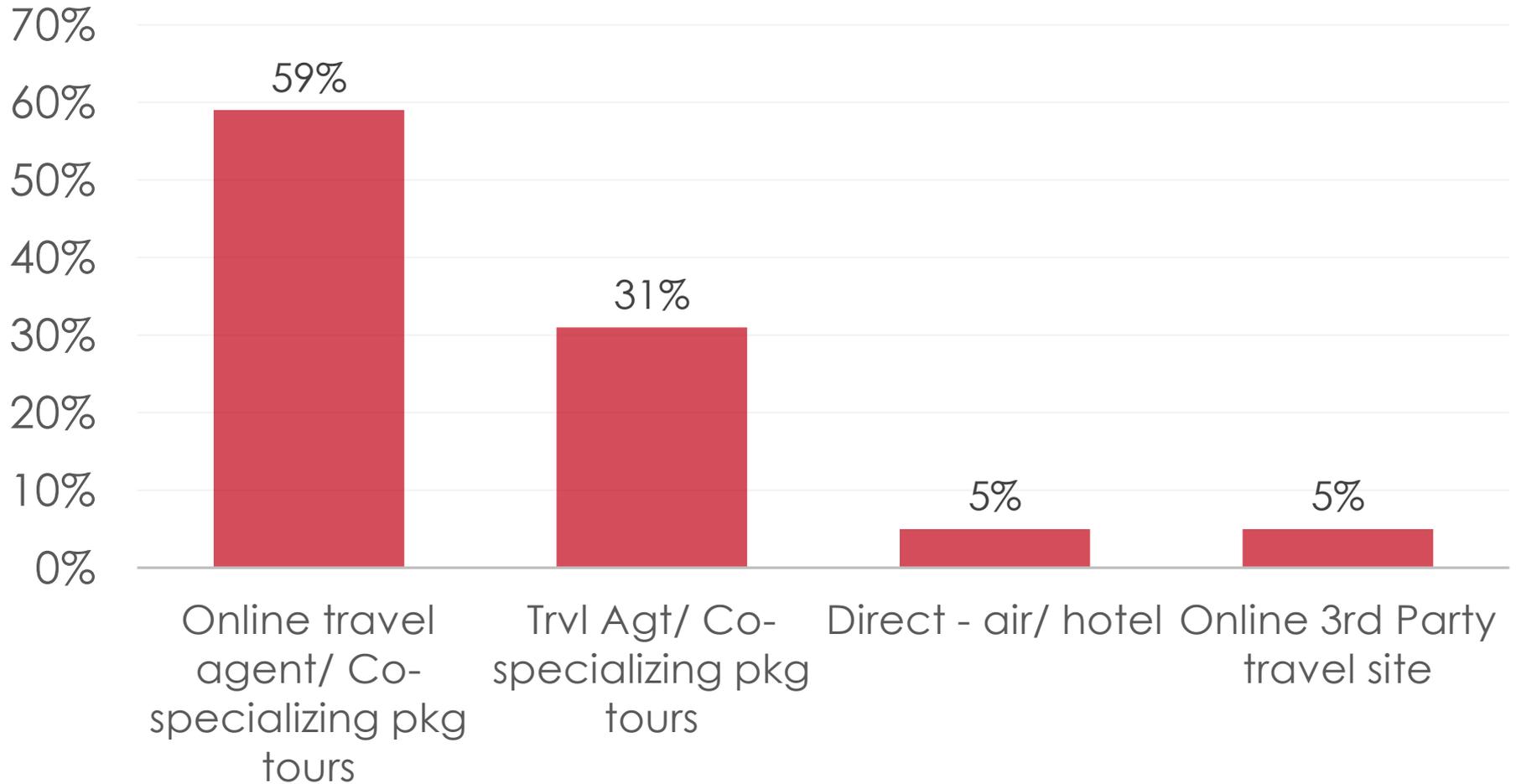
Organized Group Tour



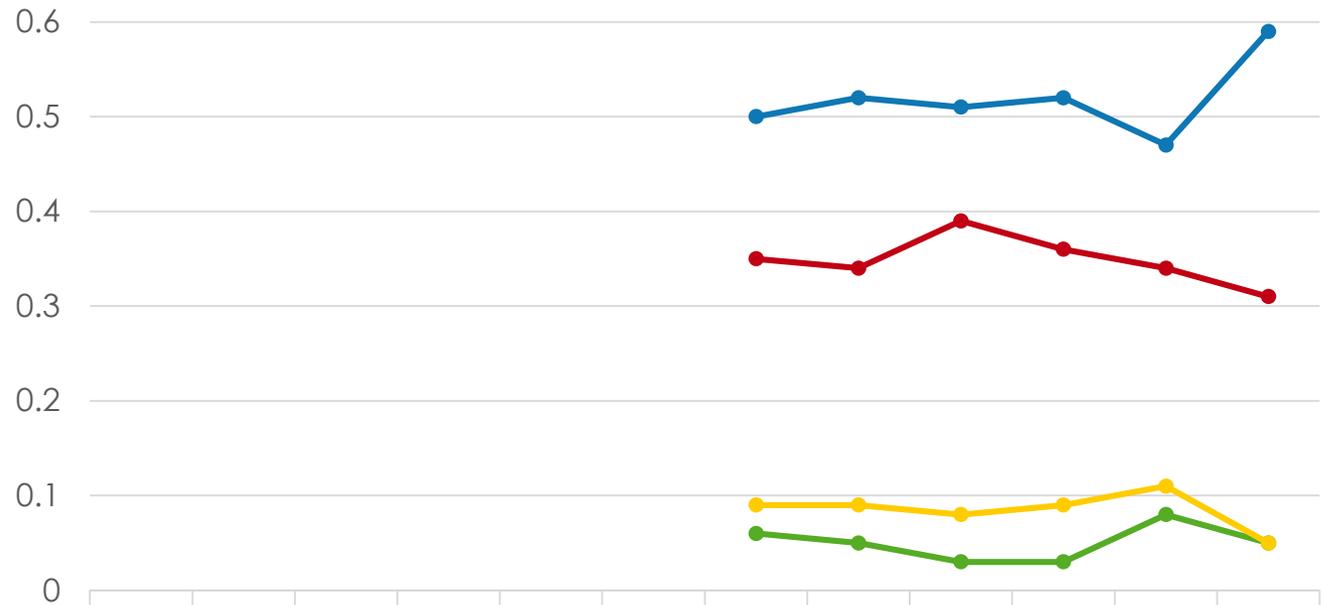
Organized Group Tour– FY2017 Tracking



Travel Arrangements - Sources

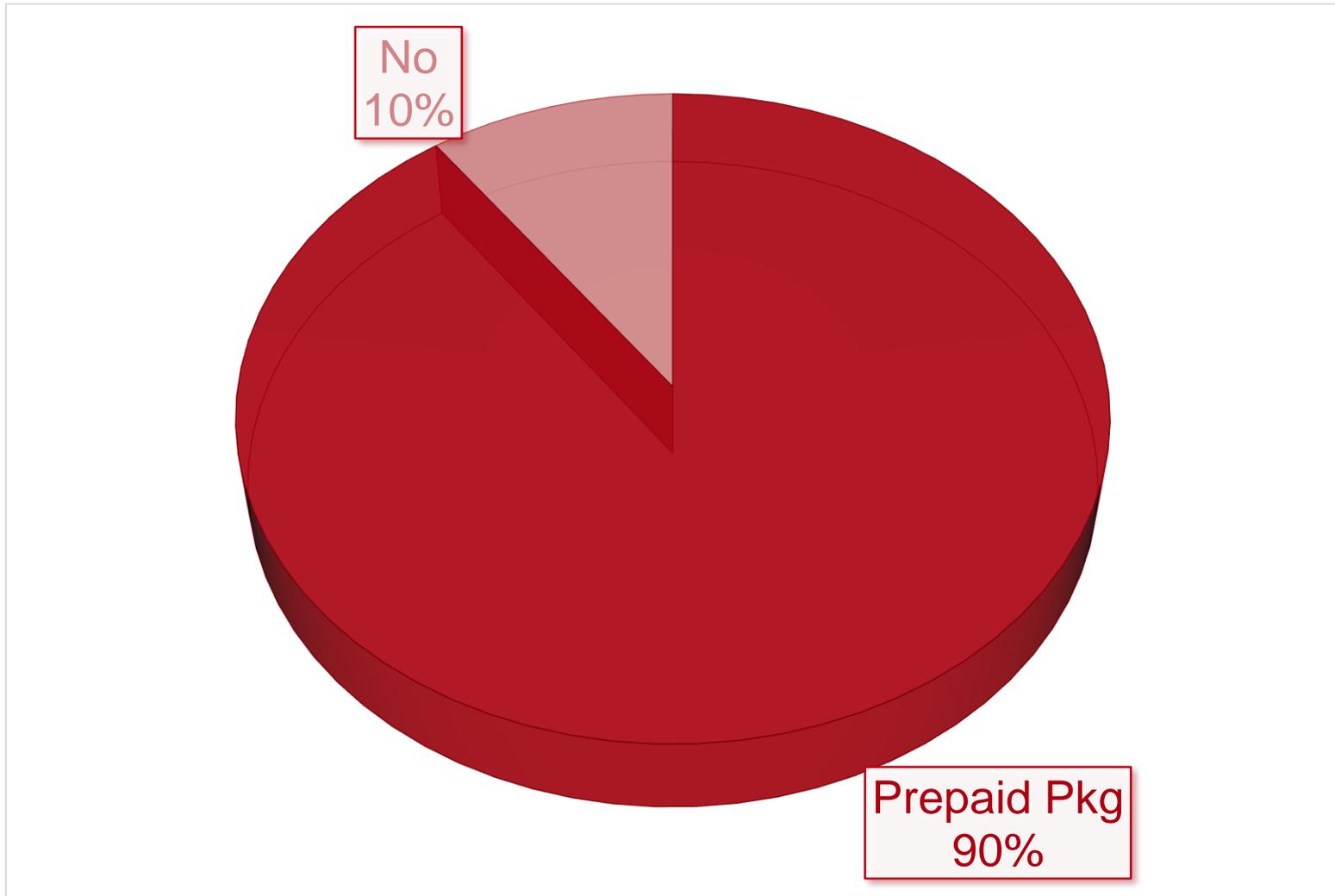


Travel Arrangements - Sources

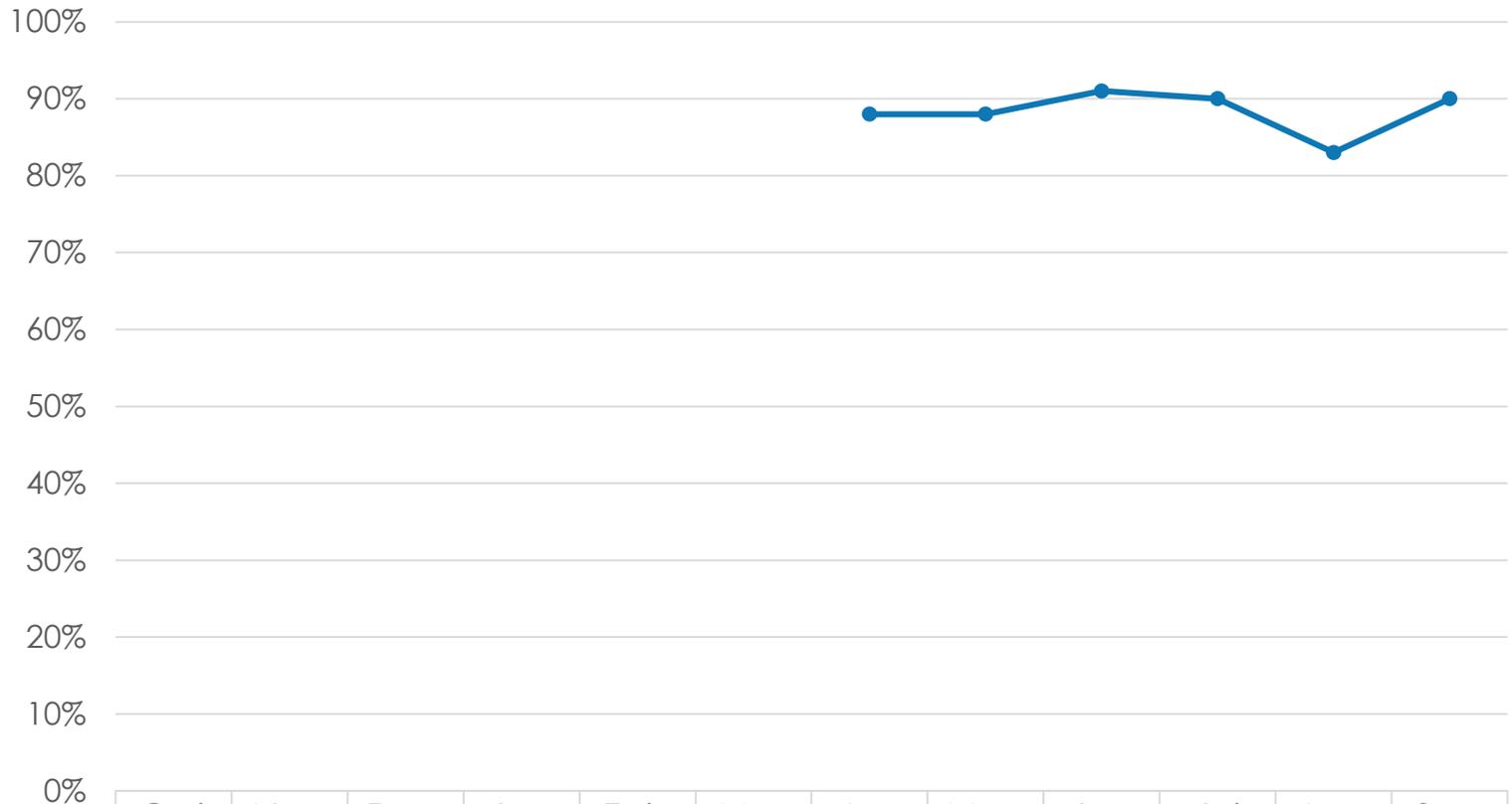


	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
Online travel agent							50%	52%	51%	52%	47%	59%
Trvl Agt/ Co- Pkg Tour							35%	34%	39%	36%	34%	31%
Online 3rd Party							6%	5%	3%	3%	8%	5%
Direct Air/ Hotel							9%	9%	8%	9%	11%	5%

Prepaid Pkg Trip

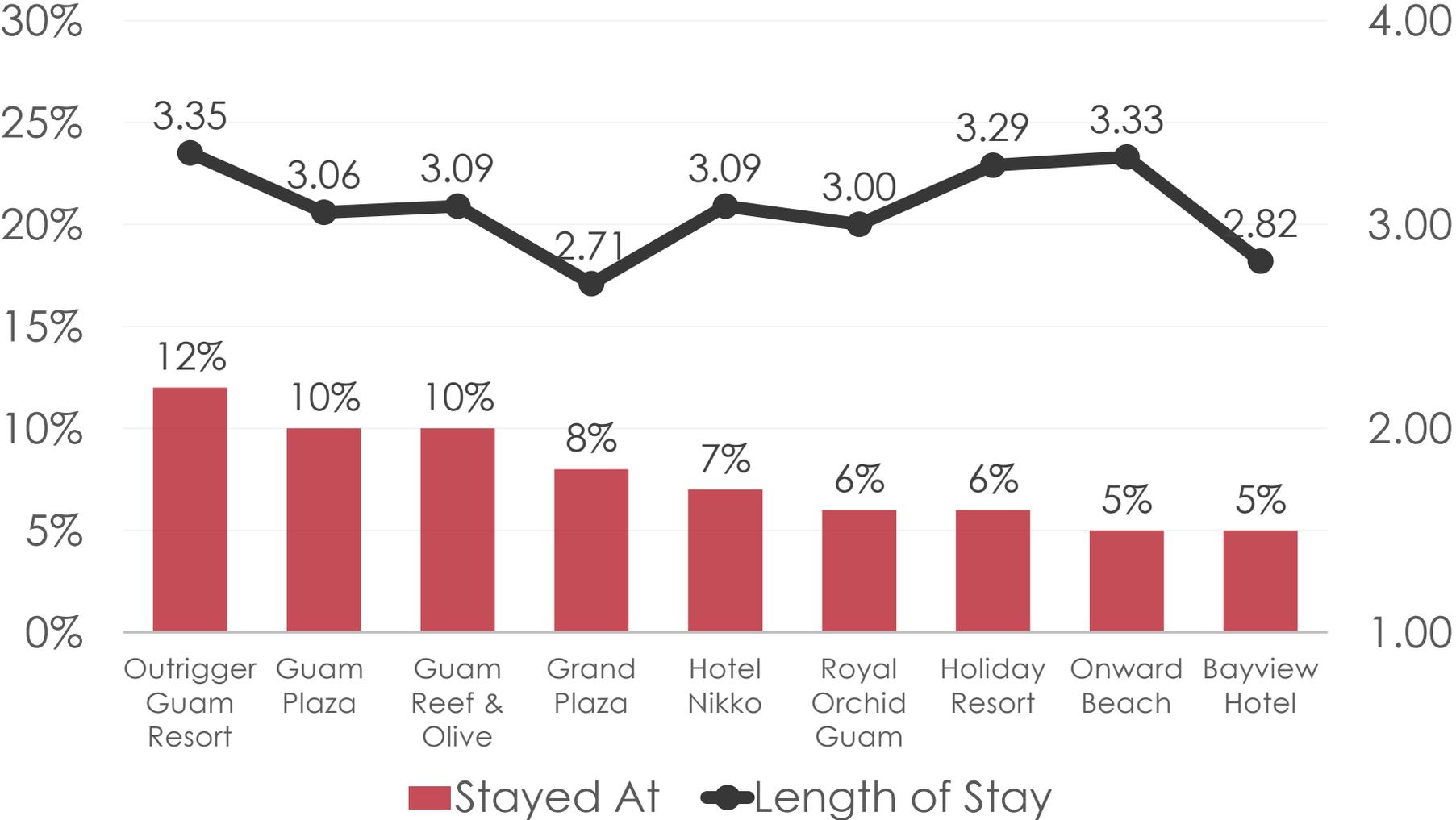


Prepaid Pkg Trip

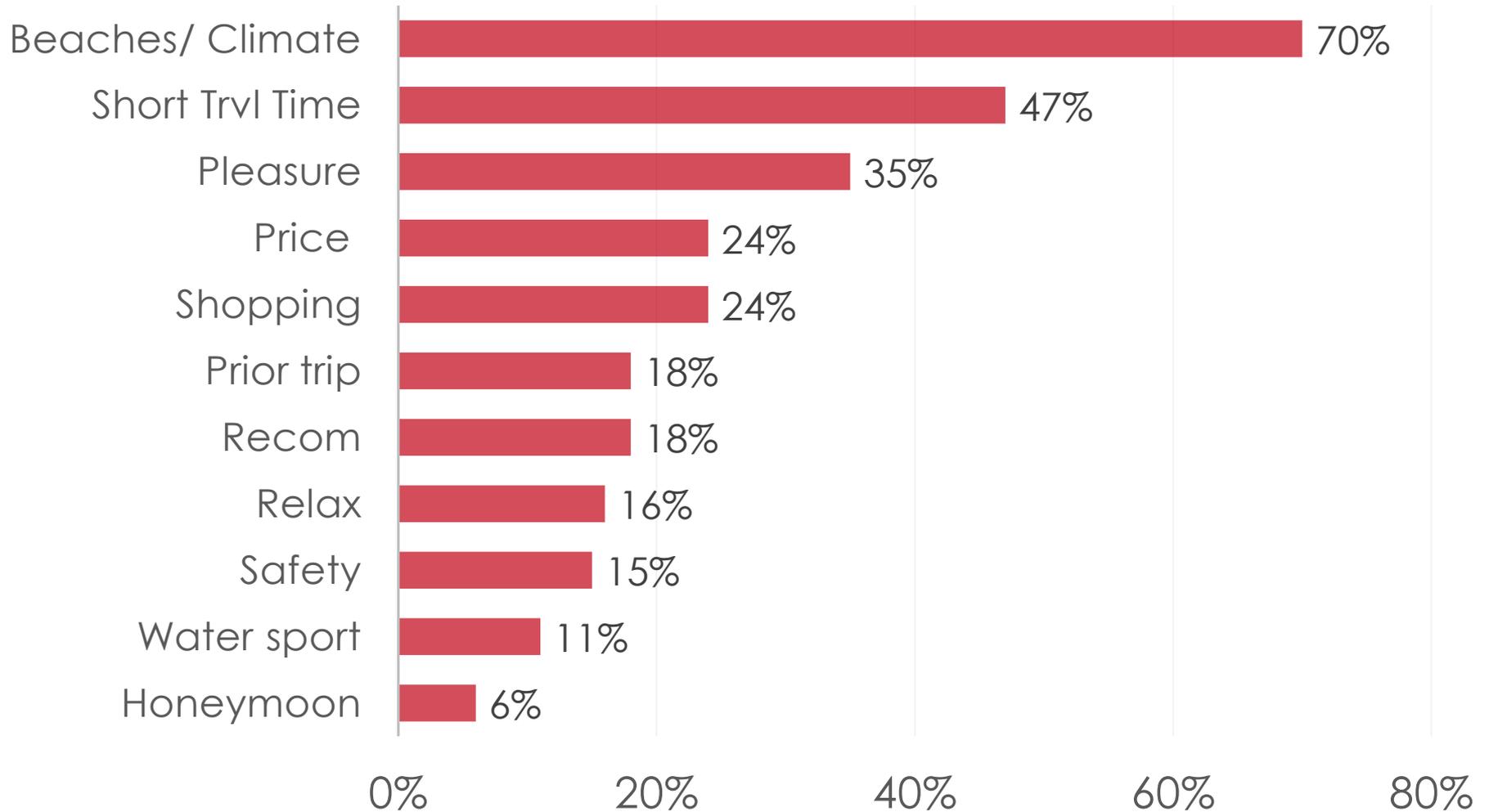


	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
Prepaid Pkg							88%	88%	91%	90%	83%	90%

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	70%	67%	66%	62%			17%	74%
	Short travel time (not too far from home)	47%	57%	44%	55%	100%		50%	40%
	Pleasure/ vacation	35%	29%	31%	36%		100%	17%	34%
	Price of the tour package	24%	17%	19%	21%				31%
	Shopping	24%	21%	23%	29%	100%	100%	33%	16%
	Recommendation of friend/ relative/ travel agency	18%	13%	16%	21%	100%		17%	24%
	A previous visit	18%	22%	46%	17%				26%
	Just to relax	16%	18%	18%	24%				12%
	It is a safe place to spend a vacation	15%	13%	13%	10%			17%	26%
	Water sports (snorkeling, windsurfing, parasailing)	11%	9%	7%	5%			17%	2%
	Honeymoon	6%	17%	2%	7%				2%
	Scuba diving	5%	4%	3%	2%			17%	3%
	To visit friends or relatives	2%		4%	2%				1%
	To Get Married/ attend Wedding	2%	4%		2%			100%	
	Adventure	1%	2%	1%					
	Company/ business trip	1%		1%					2%
	To golf	1%	2%					17%	
	Career certification/ testing	0%							1%
	Organized sporting activity/ event	0%		1%					1%
	Incentive trip	0%					100%		
	Government or military	0%	1%	1%					
	School trip	0%	1%	1%					
	Total	350	112	137	42	1	1	6	91

SECTION 3

EXPENDITURES

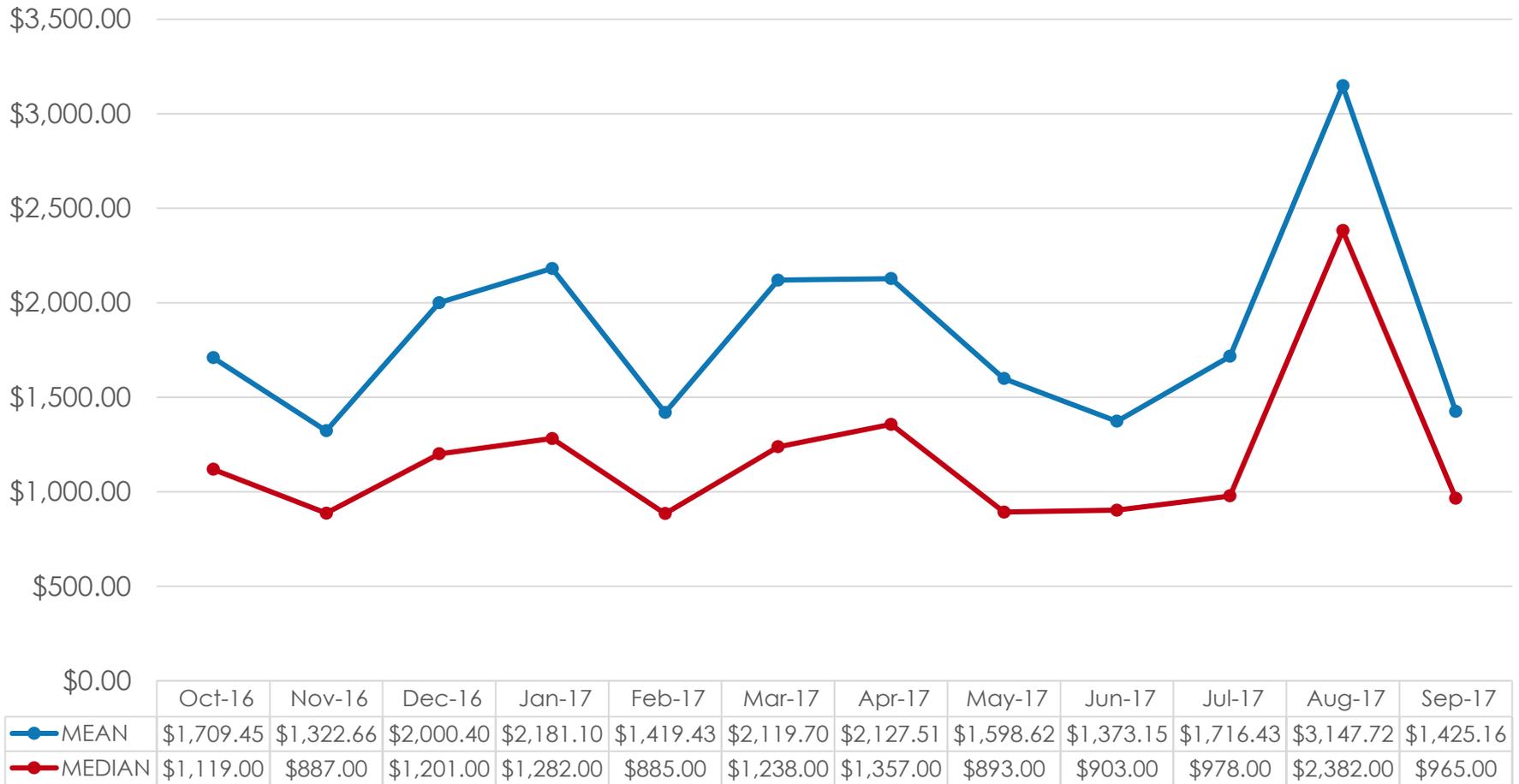
Prepaid Expenditures

EXCHANGE RATE ¥110.72=\$1

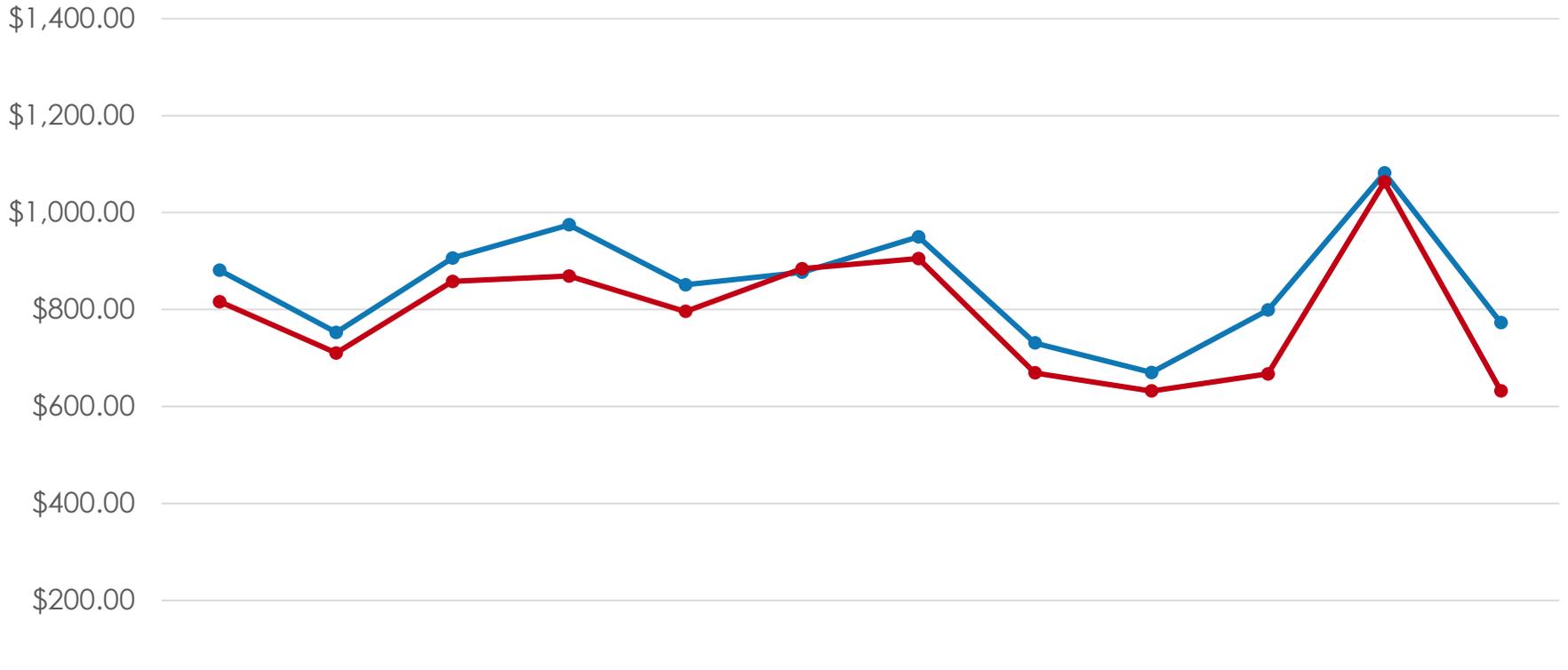
- \$1,425.16 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$772.55 = overall mean average per person prepaid expenditures

Prepaid Entire Travel Party – FY2017

Tracking



Prepaid 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	\$880.84	\$752.63	\$906.16	\$974.56	\$850.86	\$876.79	\$949.83	\$730.80	\$670.11	\$798.80	\$1,081.6	\$772.55
MEDIAN	\$816.00	\$710.00	\$858.00	\$869.00	\$796.00	\$884.00	\$905.00	\$669.00	\$632.00	\$667.00	\$1,063.0	\$632.00

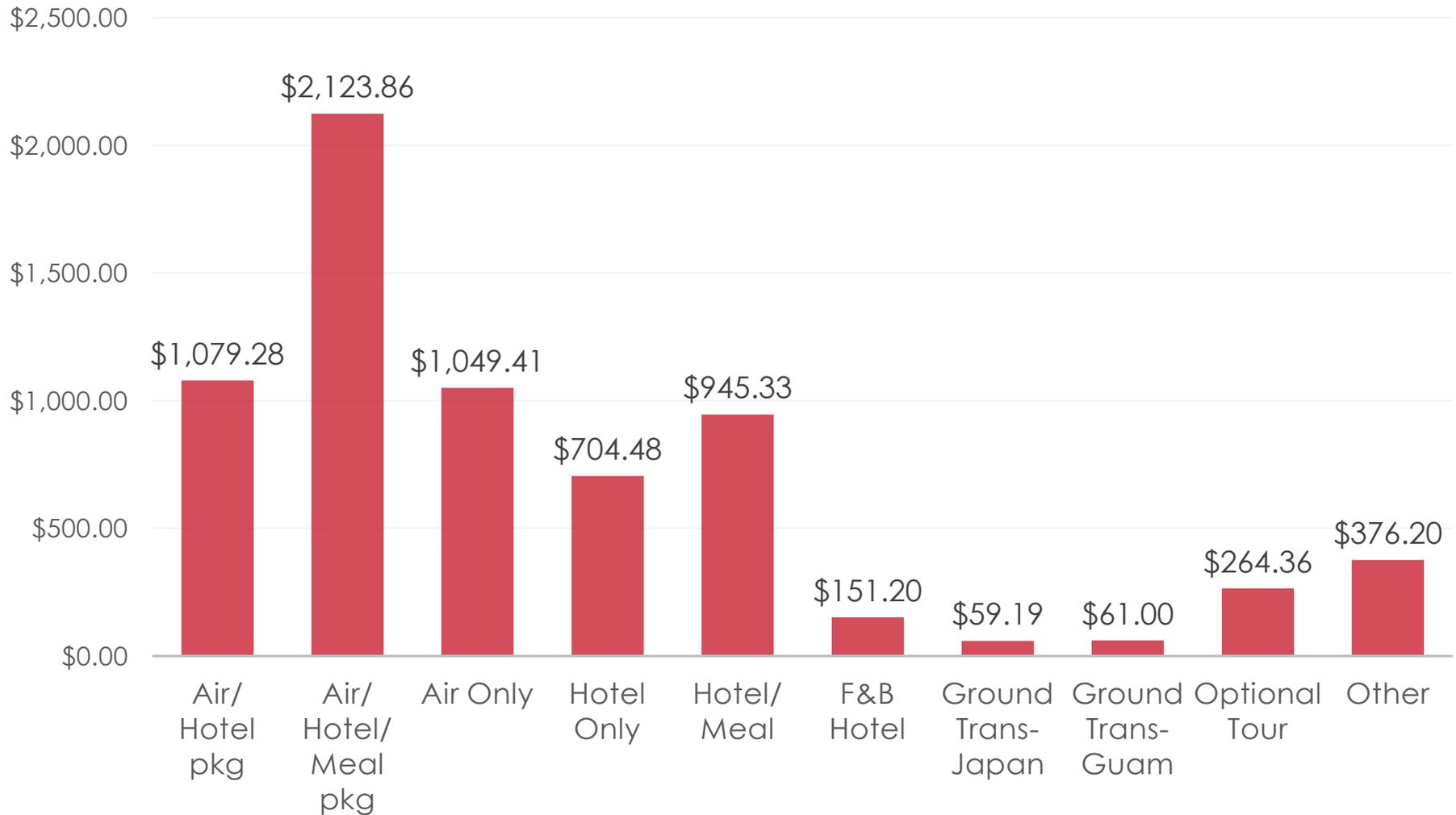
Prepaid Per Person– Key Segments

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

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
PREPAID PP	Mean	\$772.55	\$911.05	\$776.92	\$793.48	\$1,706.01	\$326.95	\$2,190.21	\$643.88
	Median	\$632	\$799	\$632	\$718	\$1,706	\$327	\$1,347	\$587

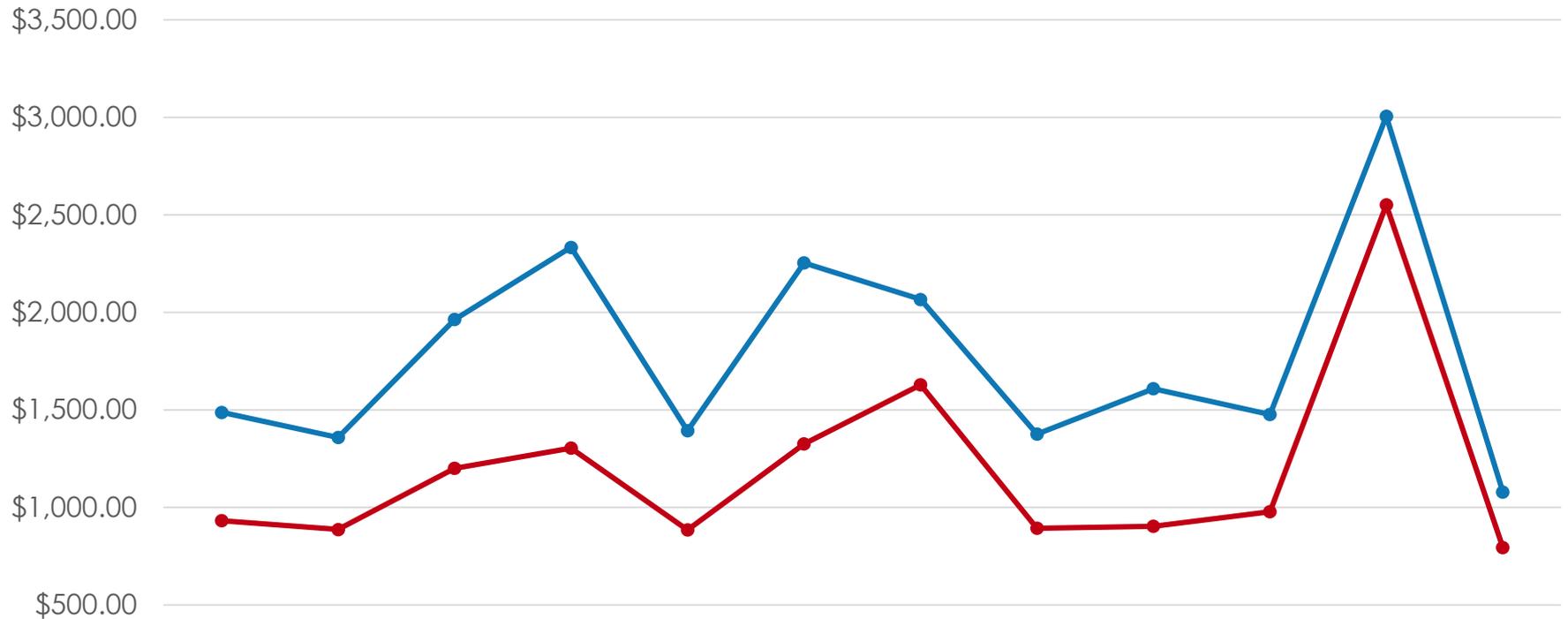
Prepared by Anthology Research

Prepaid Expenses by Category – Mean Entire Travel Party



Prepaid- FY2017 Tracking

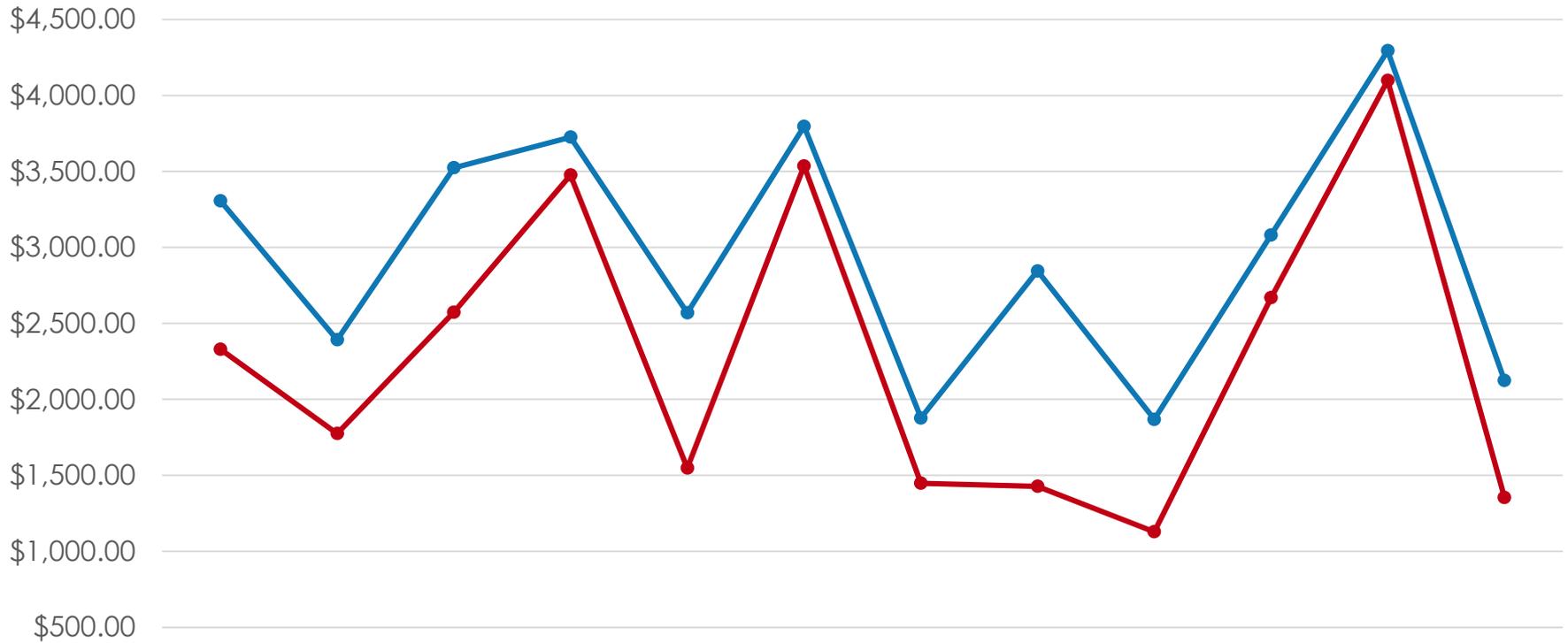
Airfare & Accommodation Packages



	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	\$1,608.82	\$1,476.40	\$3,004.86	\$1,079.28
MEDIAN	\$932.00	\$887.00	\$1,201.00	\$1,304.00	\$885.00	\$1,326.00	\$1,629.00	\$893.00	\$903.00	\$978.00	\$2,551.00	\$795.00

Prepaid- FY2017 Tracking

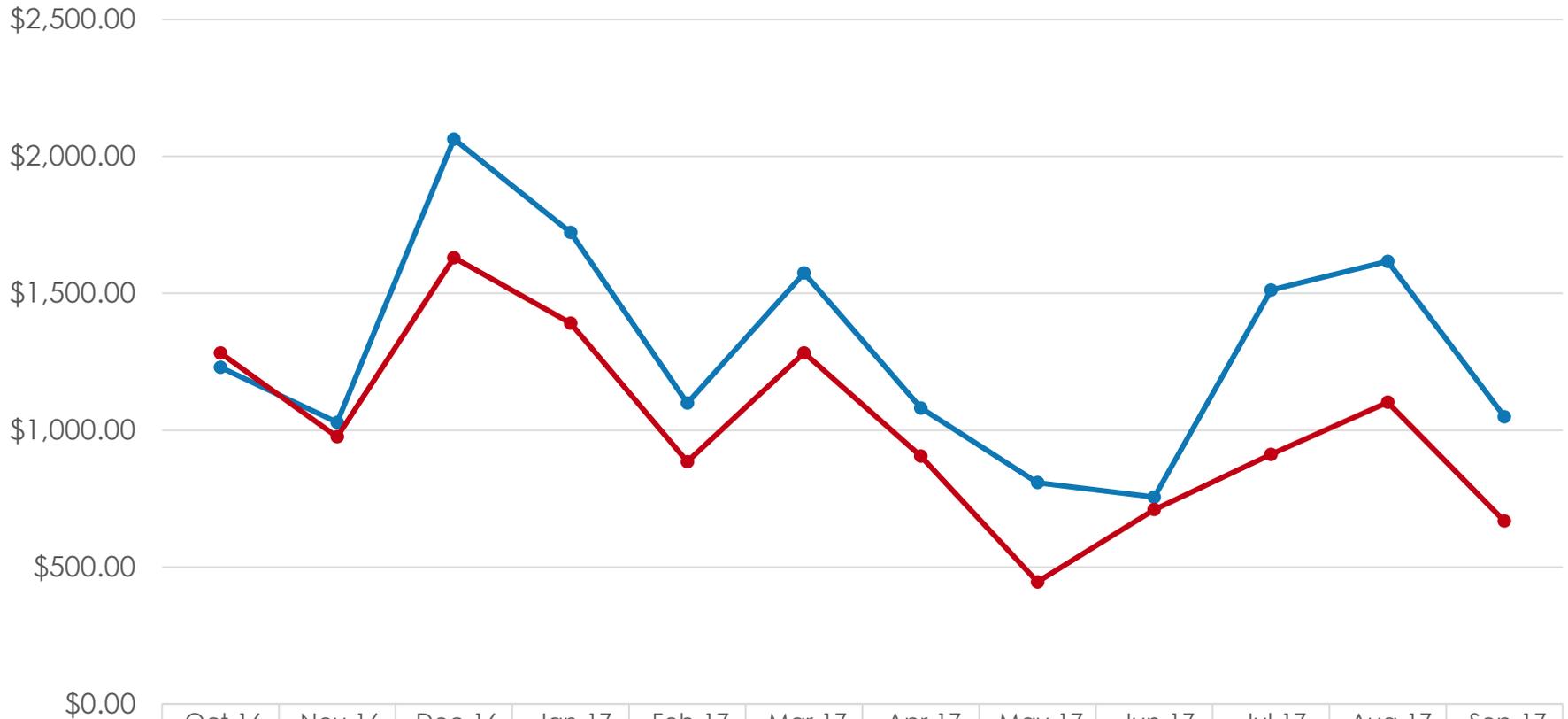
Airfare & Accommodation W/ Meal Packages



	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	\$1,868.77	\$3,081.56	\$4,294.29	\$2,123.86
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	\$1,129.00	\$2,669.00	\$4,099.00	\$1,355.00

Prepaid- FY2017 Tracking

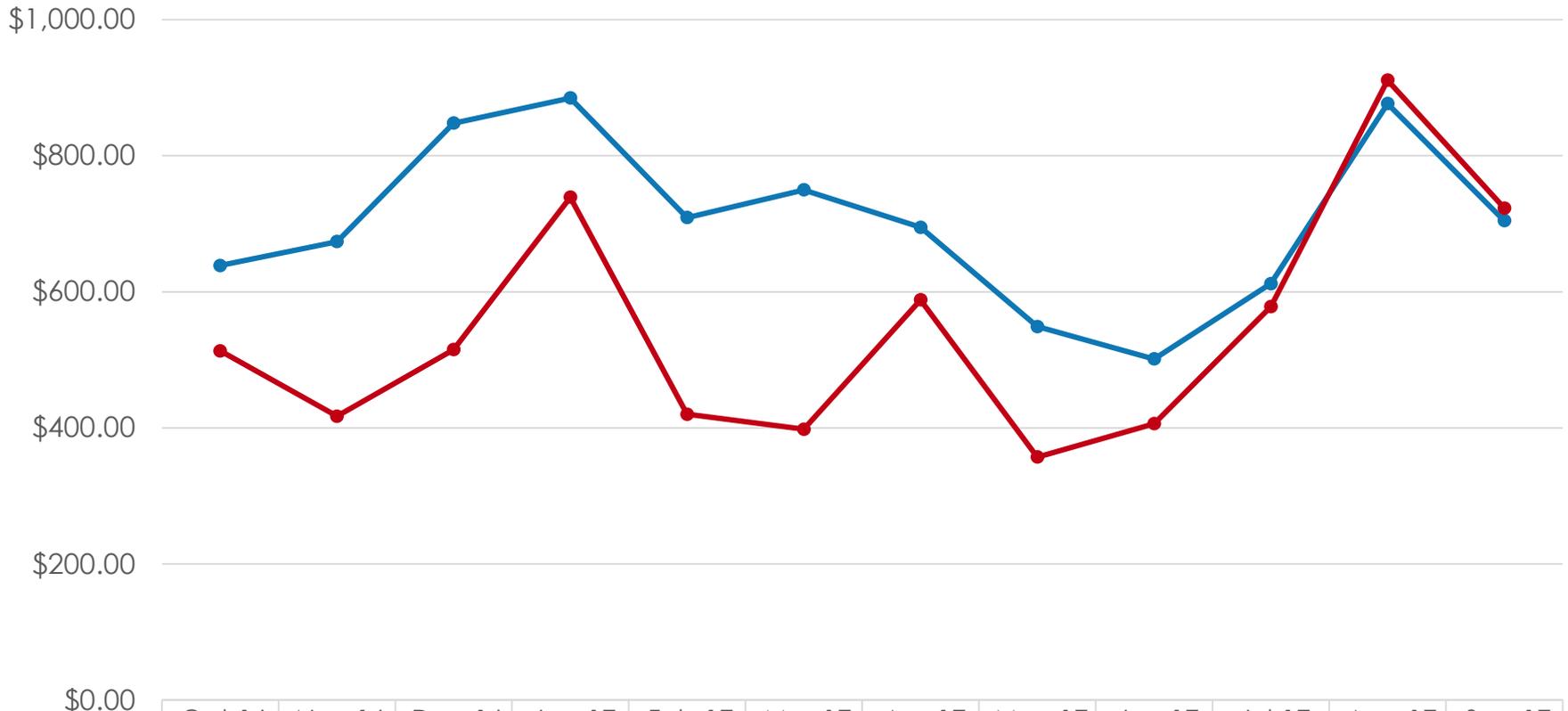
Airfare Only



	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	\$755.97	\$1,512.19	\$1,616.51	\$1,049.41
MEDIAN	\$1,282.00	\$976.00	\$1,630.00	\$1,391.00	\$885.00	\$1,282.00	\$905.00	\$446.00	\$710.00	\$912.00	\$1,102.00	\$668.00

Prepaid- FY2017 Tracking

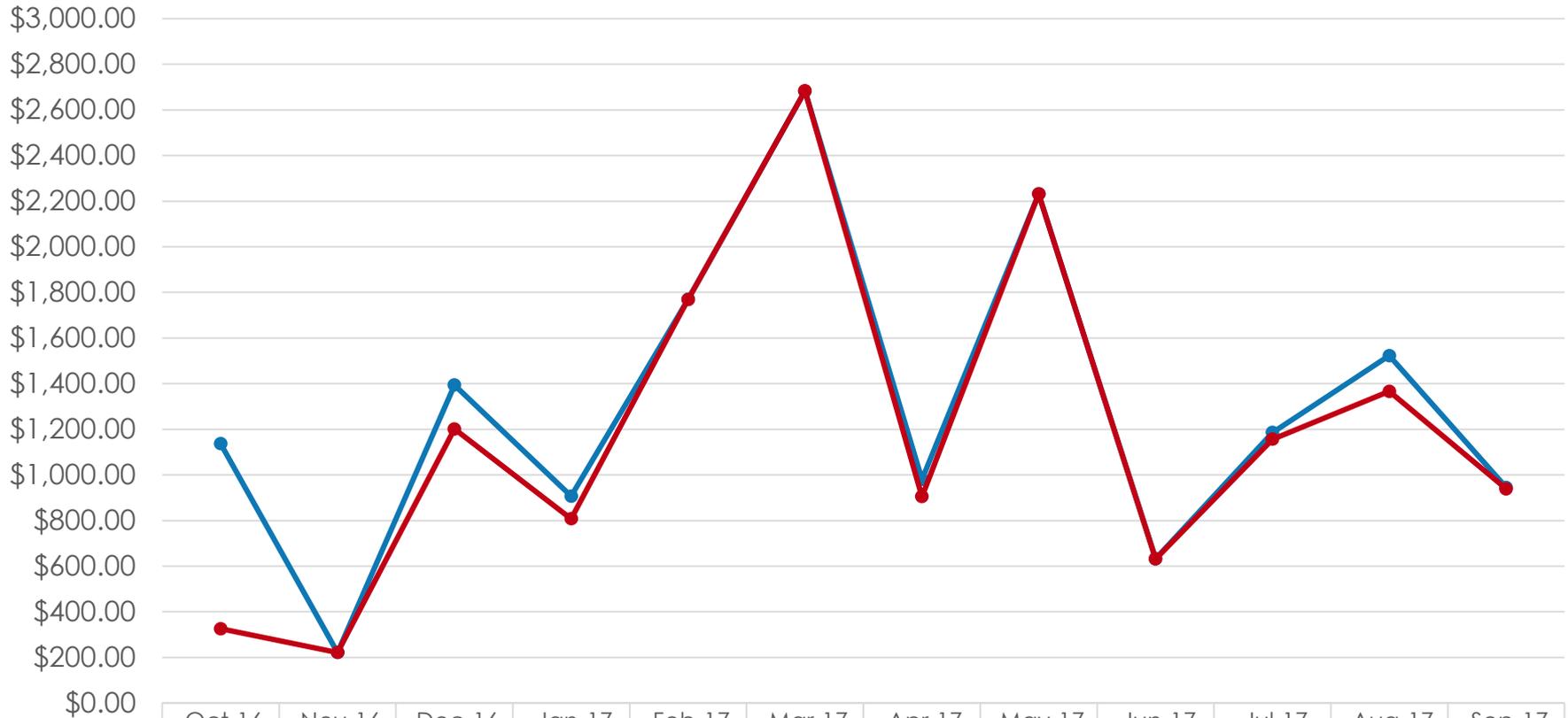
Accommodations Only



	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	\$638.52	\$673.59	\$847.76	\$884.76	\$709.04	\$749.69	\$694.68	\$548.86	\$501.17	\$611.86	\$876.47	\$704.48
MEDIAN	\$513.00	\$417.00	\$515.00	\$739.00	\$420.00	\$398.00	\$588.00	\$357.00	\$406.00	\$578.00	\$911.00	\$723.00

Prepaid- FY2017 Tracking

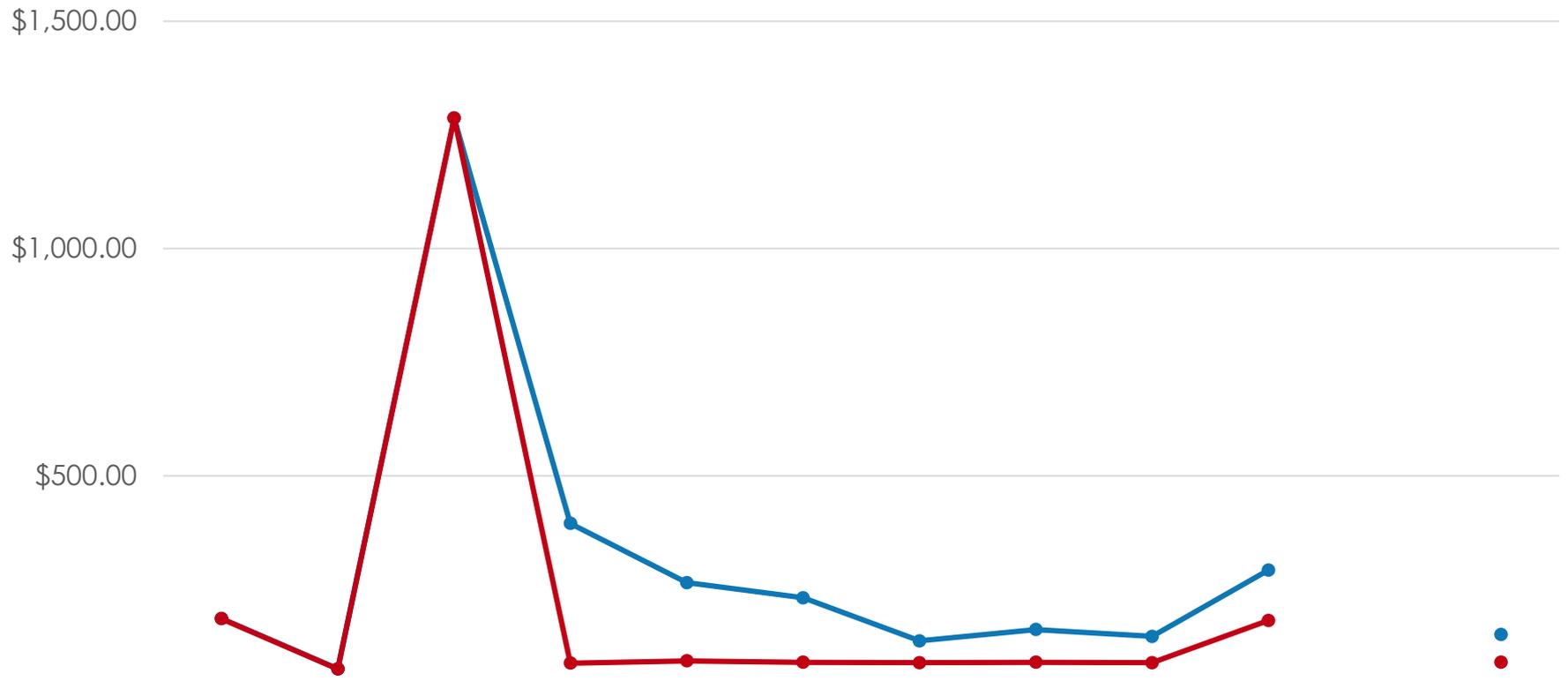
Accommodations w/ Meal Only



	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	\$632.11	\$1,186.03	\$1,522.66	\$945.33
MEDIAN	\$326.00	\$222.00	\$1,201.00	\$808.00	\$1,769.00	\$2,683.00	\$905.00	\$2,231.00	\$632.00	\$1,156.00	\$1,366.00	\$939.00

Prepaid- FY2017 Tracking

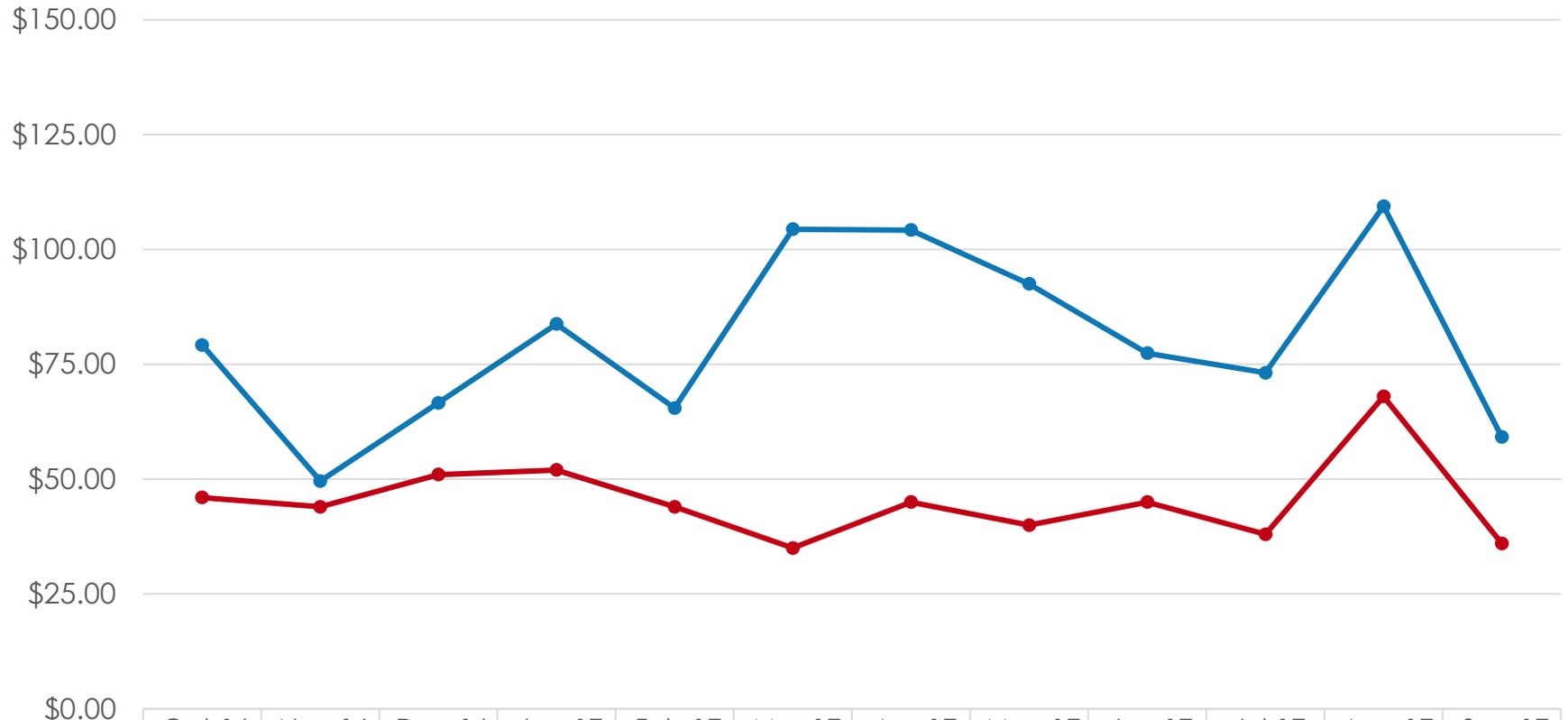
Food & Beverage in Hotel



	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	\$161.82	\$146.89	\$292.81		\$151.20
MEDIAN	\$186.00	\$75.00	\$1,287.00	\$88.00	\$93.00	\$90.00	\$89.00	\$90.00	\$89.00	\$182.00		\$90.00

Prepaid- FY2017 Tracking

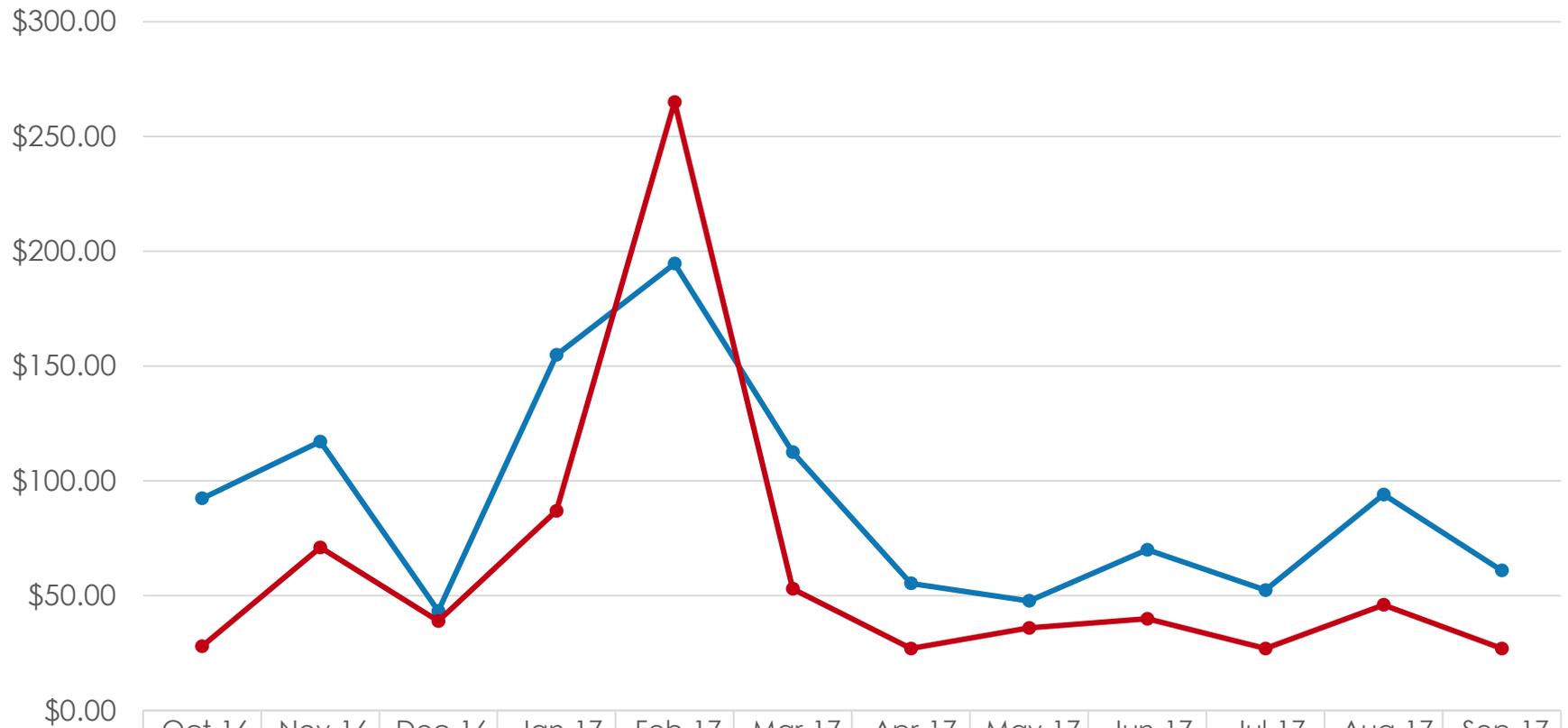
Ground Transportation - Japan



	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	\$79.20	\$49.60	\$66.60	\$83.79	\$65.50	\$104.42	\$104.22	\$92.52	\$77.43	\$73.15	\$109.42	\$59.19
MEDIAN	\$46.00	\$44.00	\$51.00	\$52.00	\$44.00	\$35.00	\$45.00	\$40.00	\$45.00	\$38.00	\$68.00	\$36.00

Prepaid- FY2017 Tracking

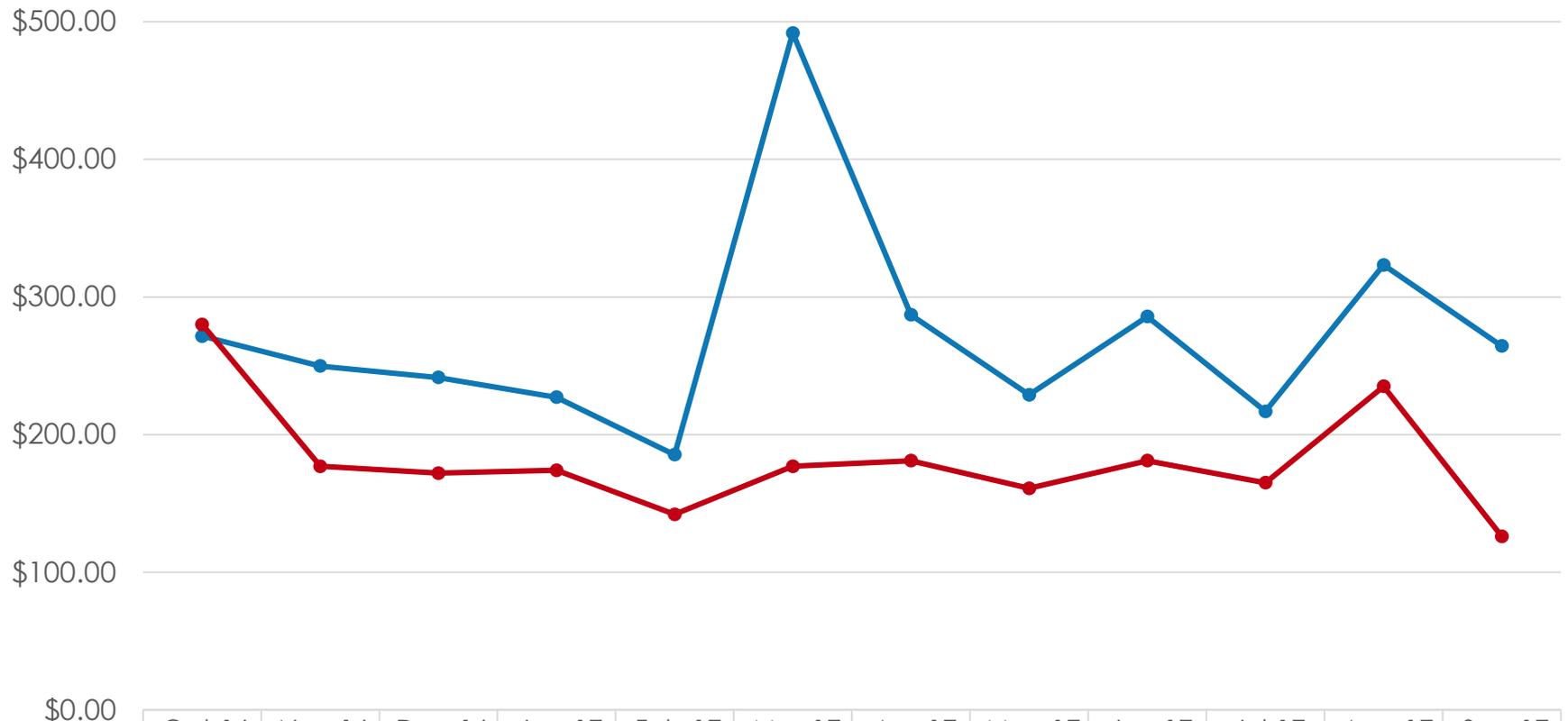
Ground Transportation - Guam



	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	\$70.04	\$52.45	\$94.08	\$61.00
MEDIAN	\$28.00	\$71.00	\$39.00	\$87.00	\$265.00	\$53.00	\$27.00	\$36.00	\$40.00	\$27.00	\$46.00	\$27.00

Prepaid– FY2017 Tracking

Optional tours/ Activities

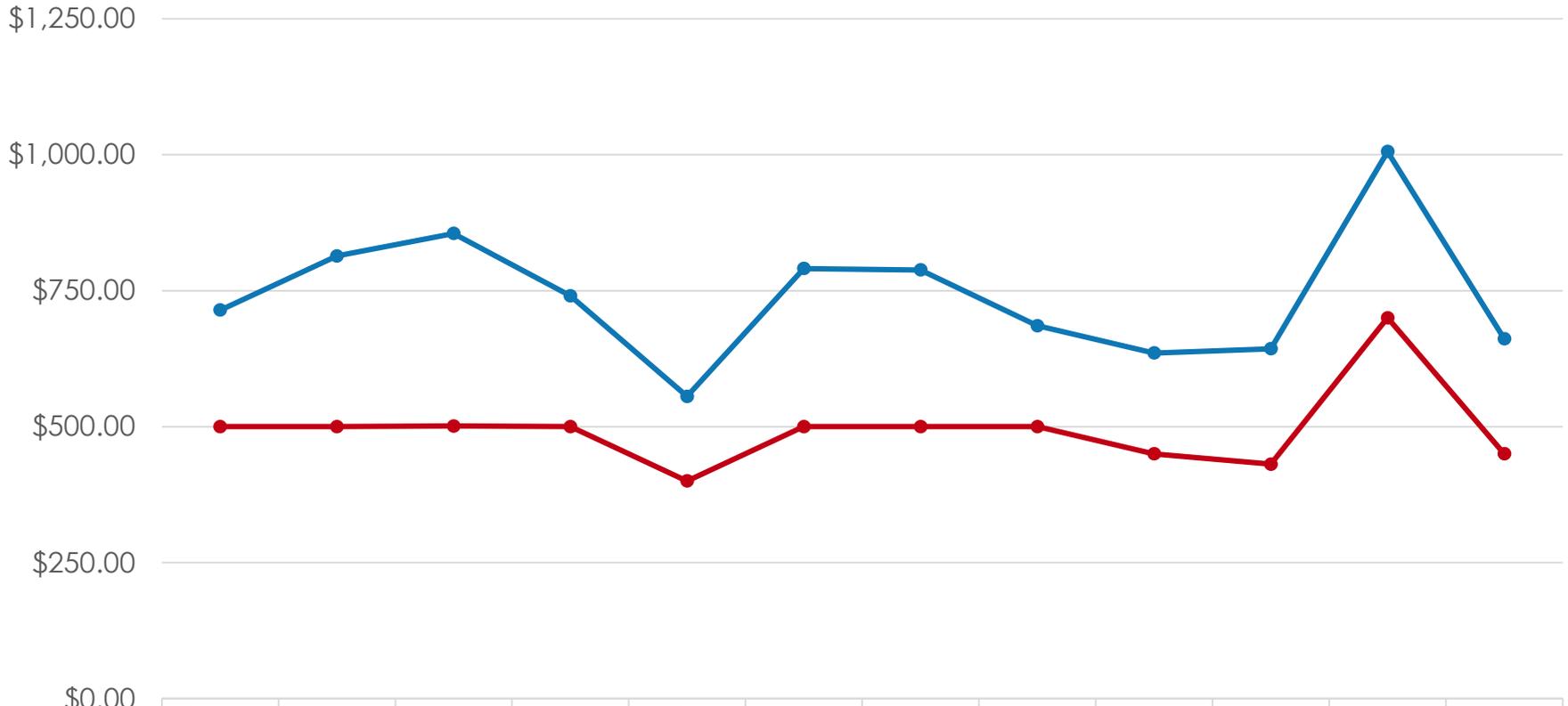


On-Island Expenditures

- \$661.36 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$446.93 = overall mean average per person prepaid expenditures

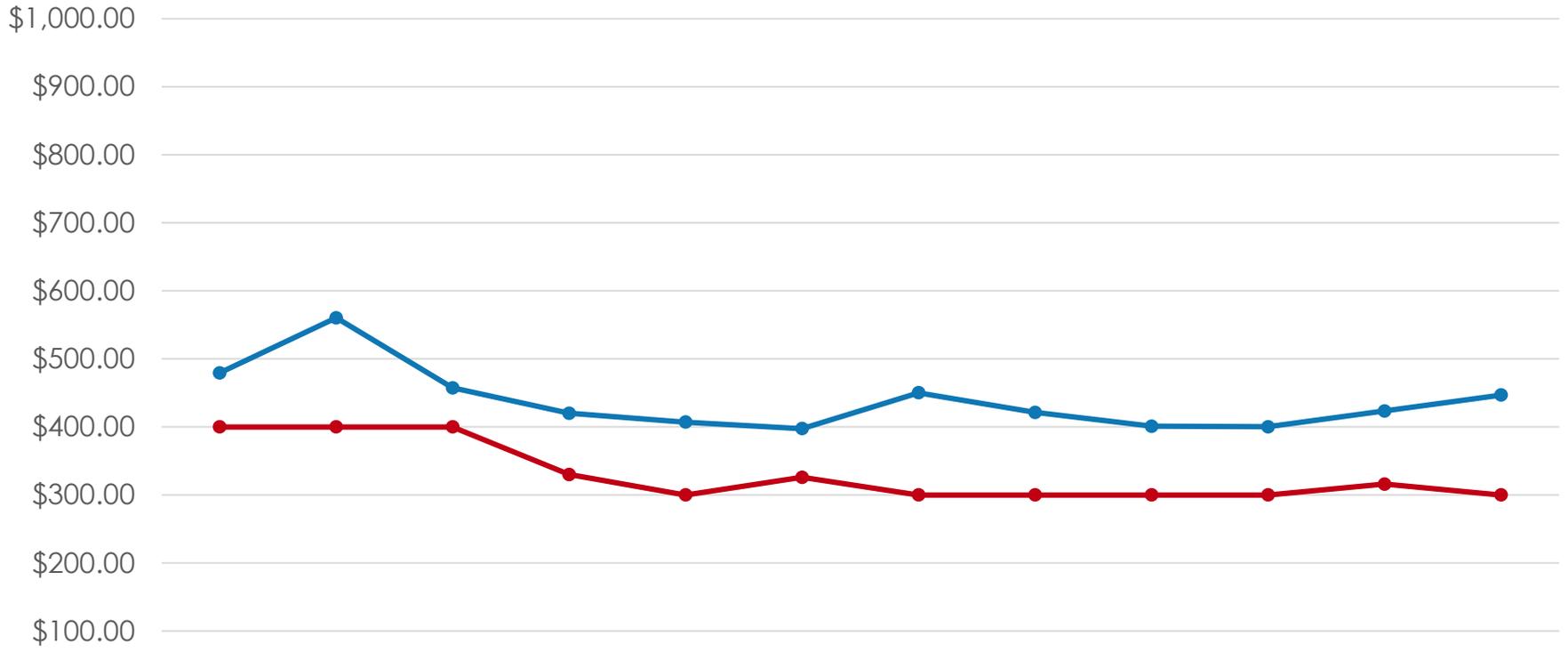
On-Island Entire Travel Party – FY2017

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	\$635.33	\$643.11	\$1,005.6	\$661.36
MEDIAN	\$500.00	\$500.00	\$501.00	\$500.00	\$400.00	\$500.00	\$500.00	\$500.00	\$450.00	\$431.00	\$700.00	\$450.00

On-Island Per Person – FY2017 Tracking



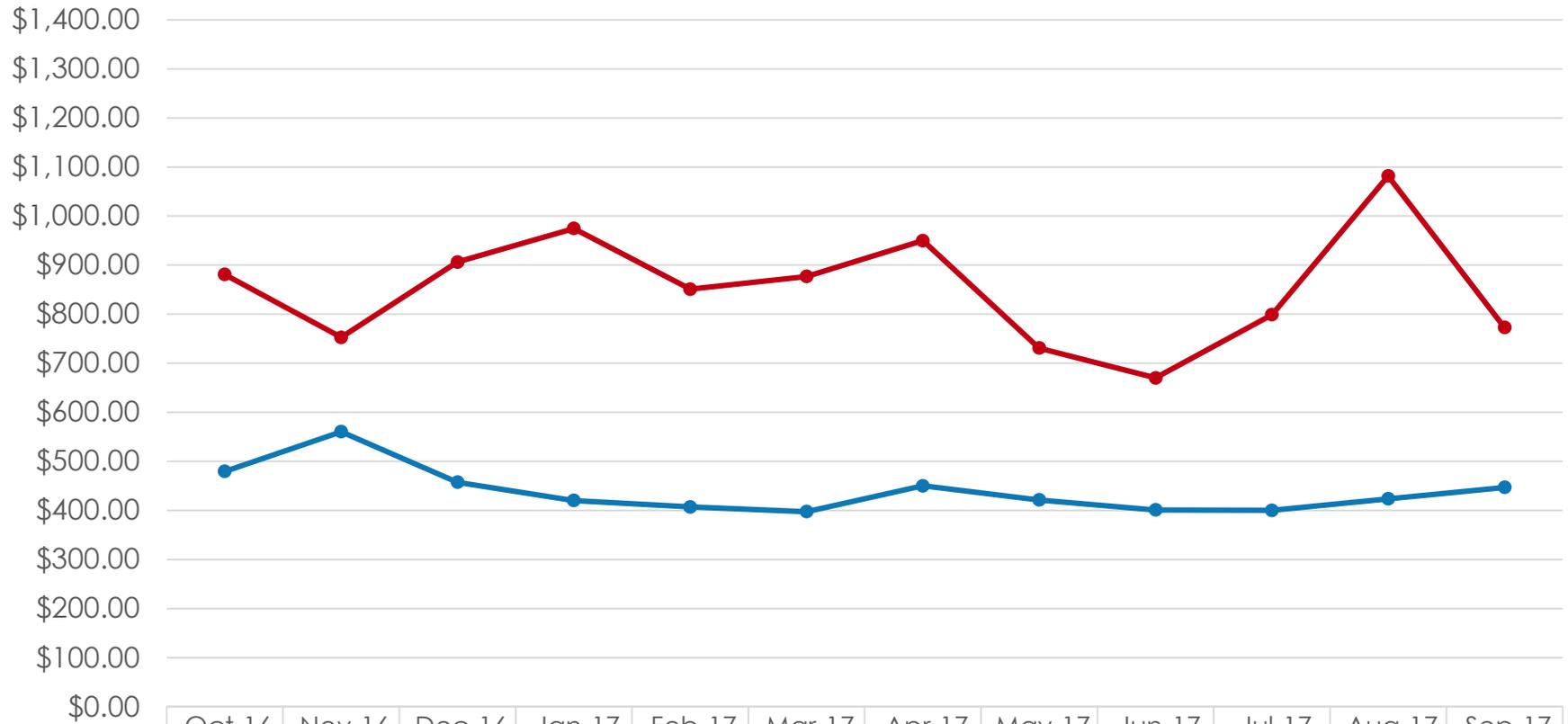
On-Island Per Person – Key Segments

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

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
ONISLE PER PERSON	Mean	\$446.93	\$383.69	\$489.34	\$528.98	\$77.78	\$600.00	\$541.36	\$314.33
	Median	\$300	\$295	\$315	\$338	\$78	\$600	\$507	\$300

Prepared by Anthology Research

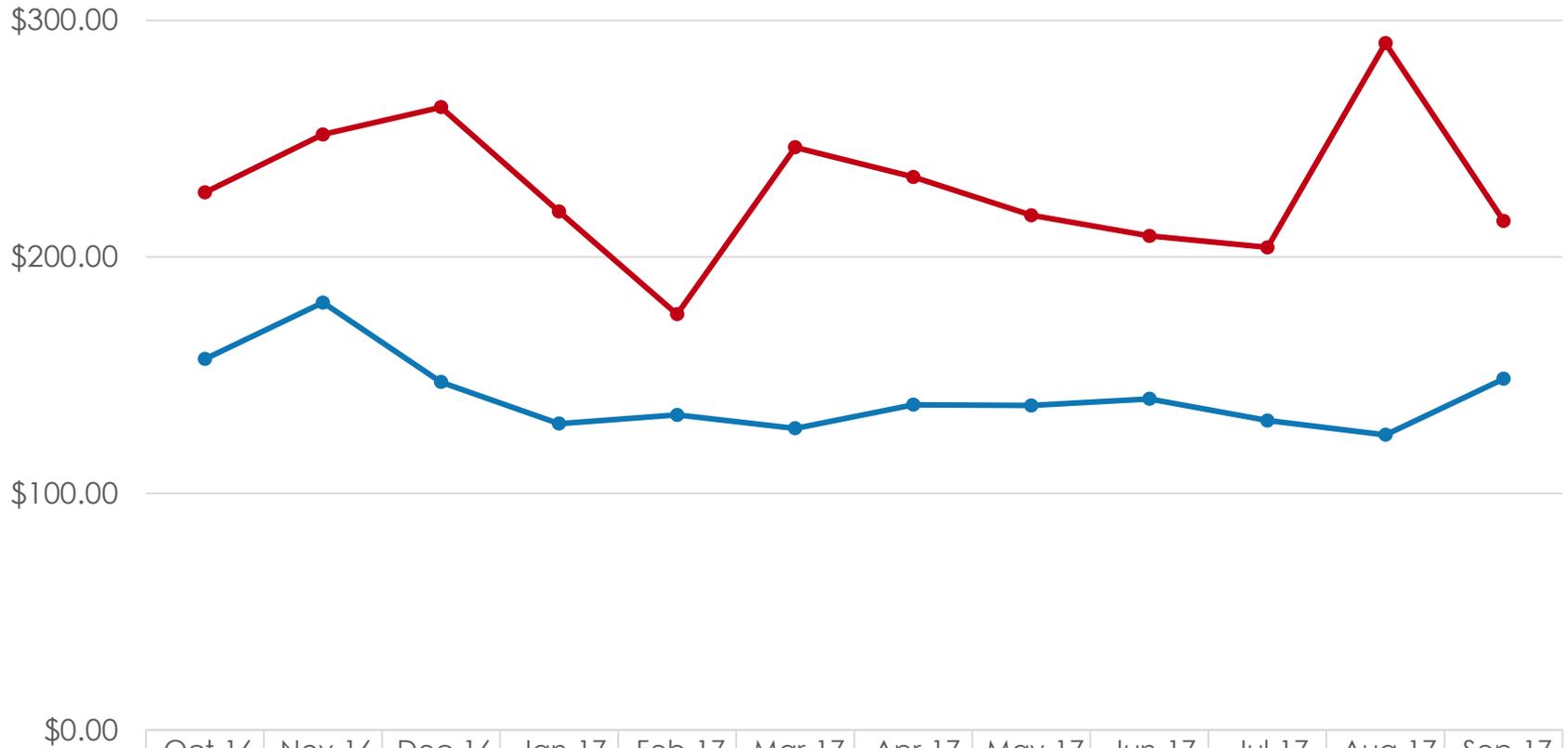
Per Person MEAN expenditures – FY2017 Tracking On-Island/ Prepaid



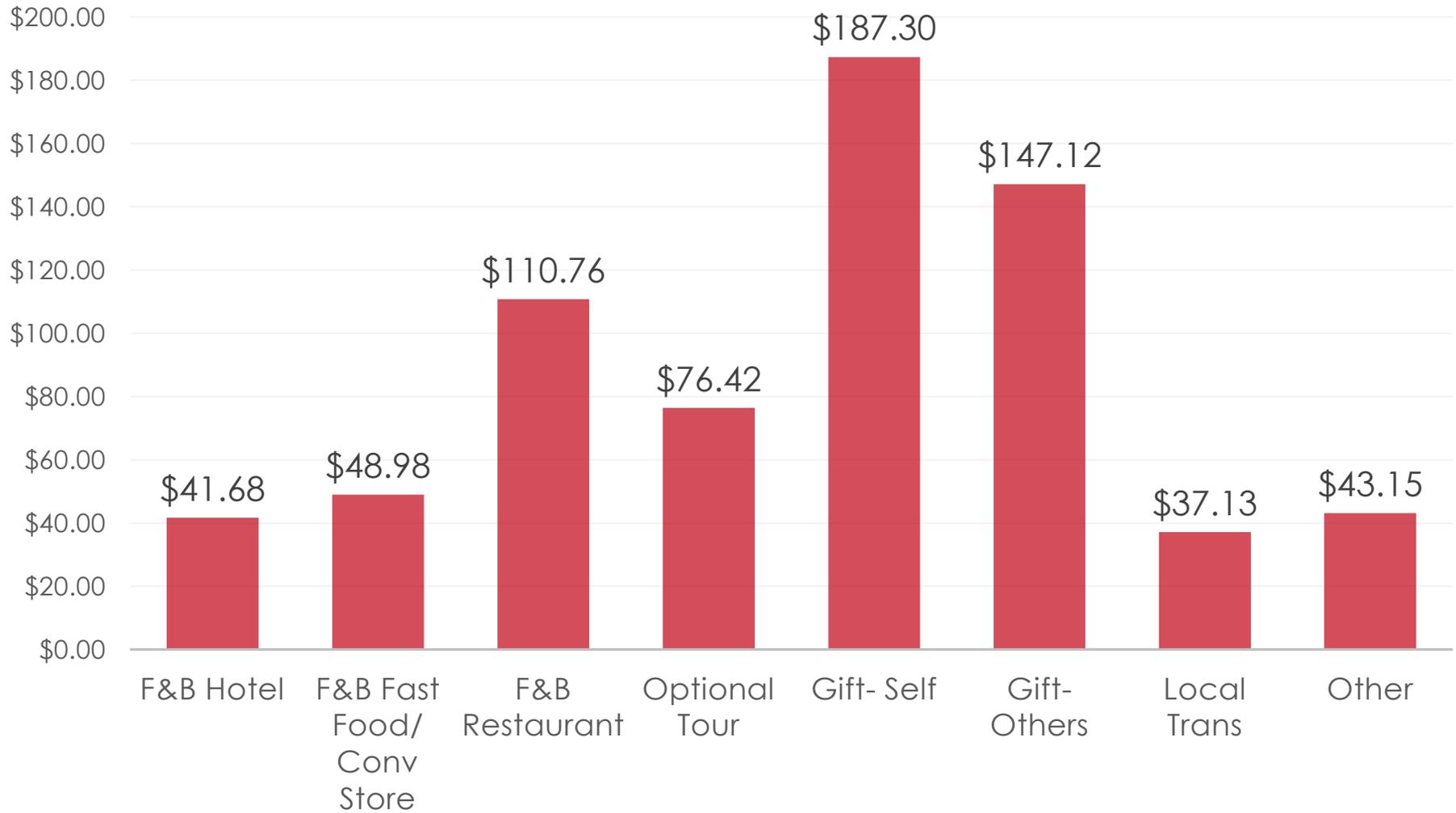
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
On-Island	\$479.47	\$560.29	\$457.40	\$420.06	\$407.07	\$397.44	\$450.12	\$421.34	\$401.05	\$400.11	\$423.52	\$446.93
Prepaid	\$880.84	\$752.63	\$906.16	\$974.56	\$850.86	\$876.79	\$949.83	\$730.80	\$670.11	\$798.80	\$1,081.6	\$772.55

On-Island Per Day Spending – FY2017 Tracking

MEAN

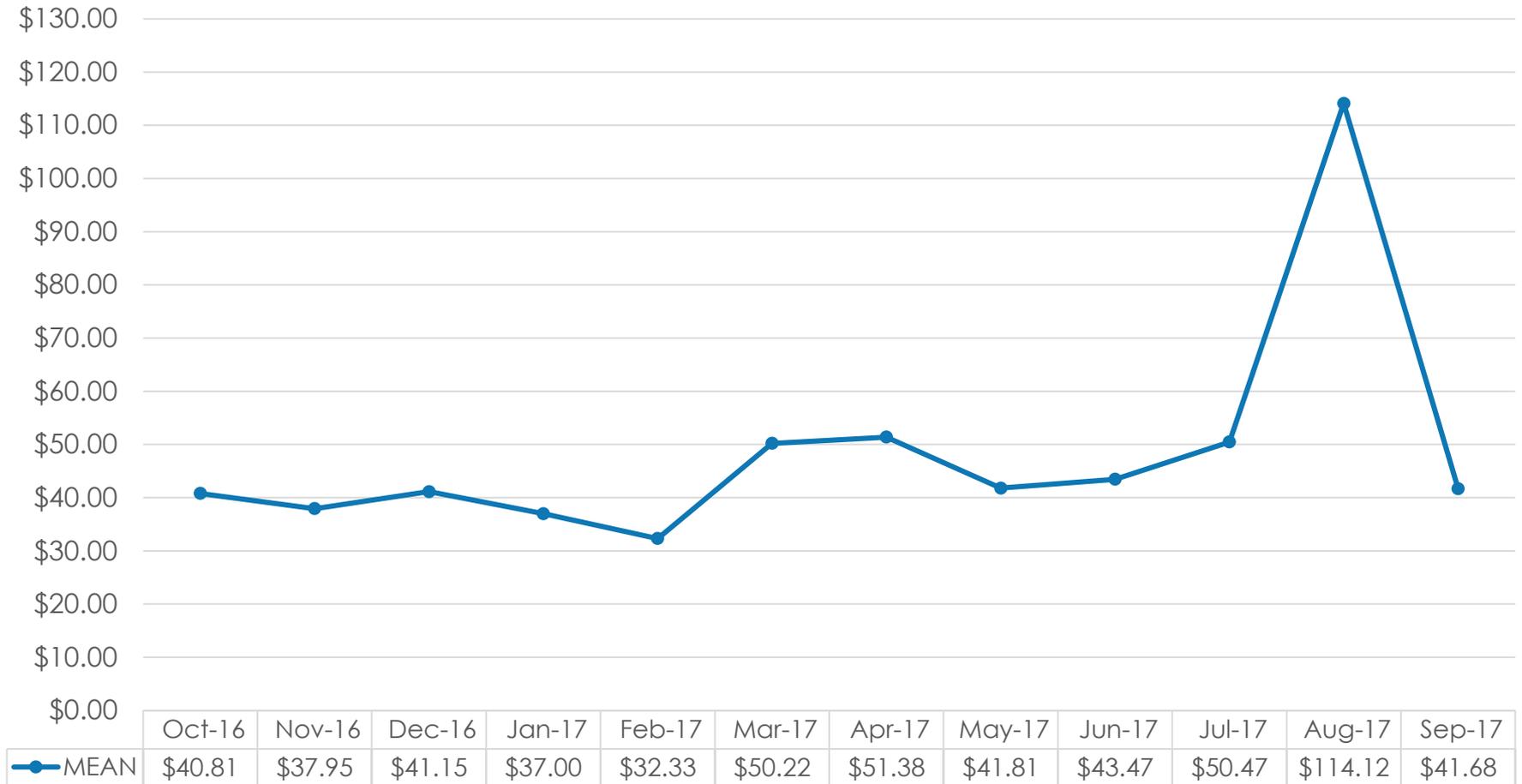


On-Island Expenses by Category – Mean Entire Travel Party



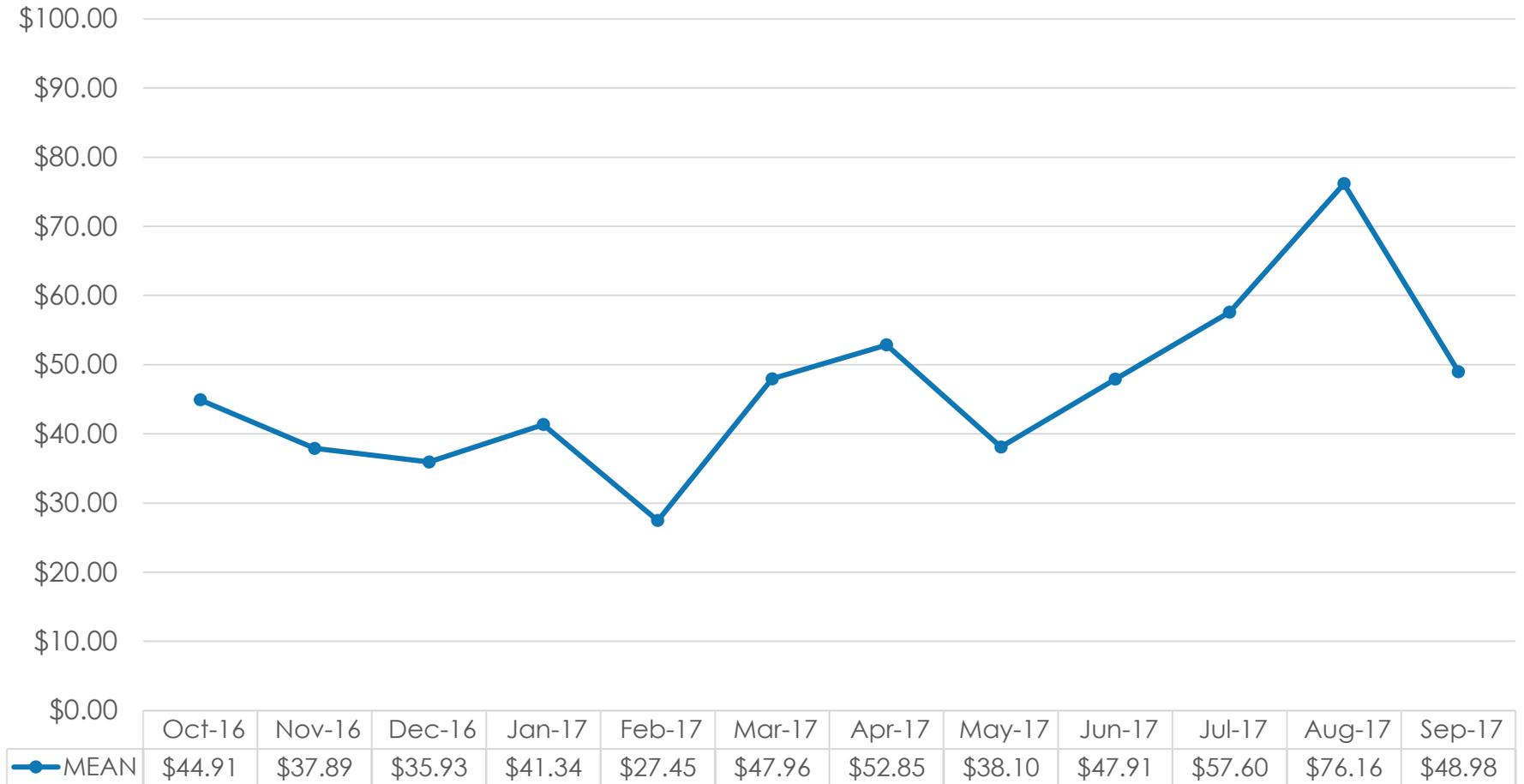
On-Island – FY2017 Tracking

Food & Beverage - Hotel



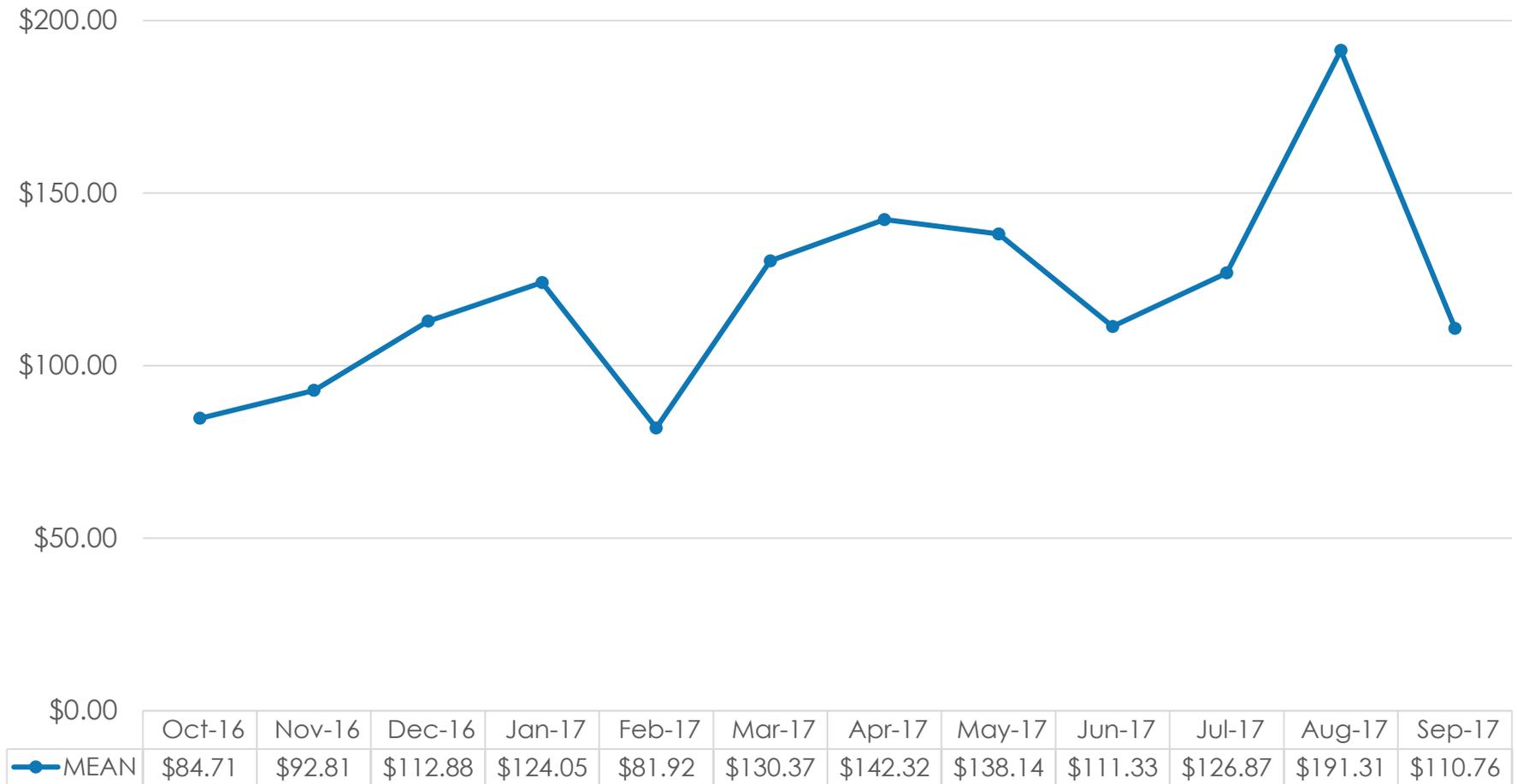
On-Island – FY2017 Tracking

Food & Beverage – Fast Food/ Convenience Store



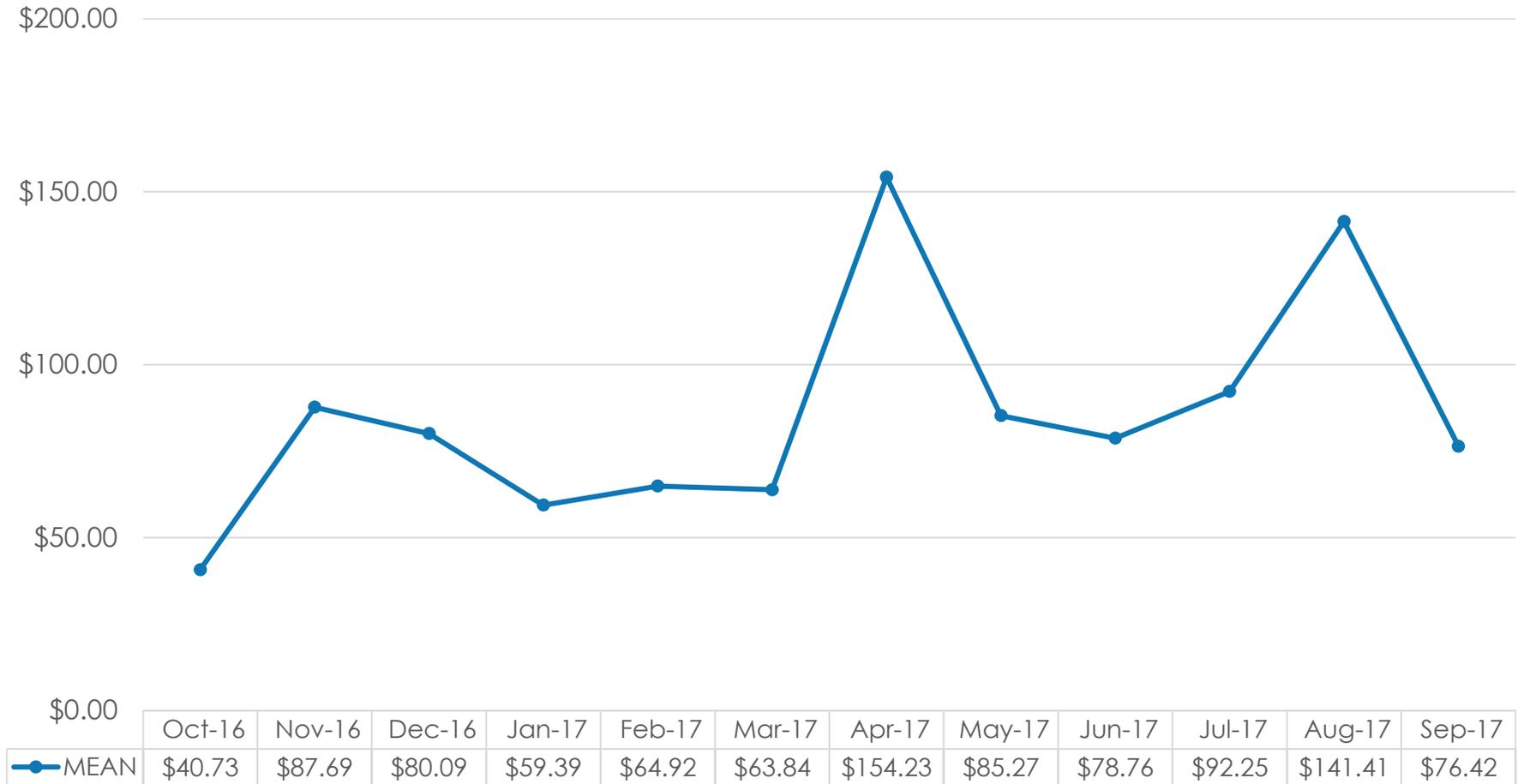
On-Island – FY2017 Tracking

Food & Beverage – Restaurant/ Drinking Est Outside Hotel



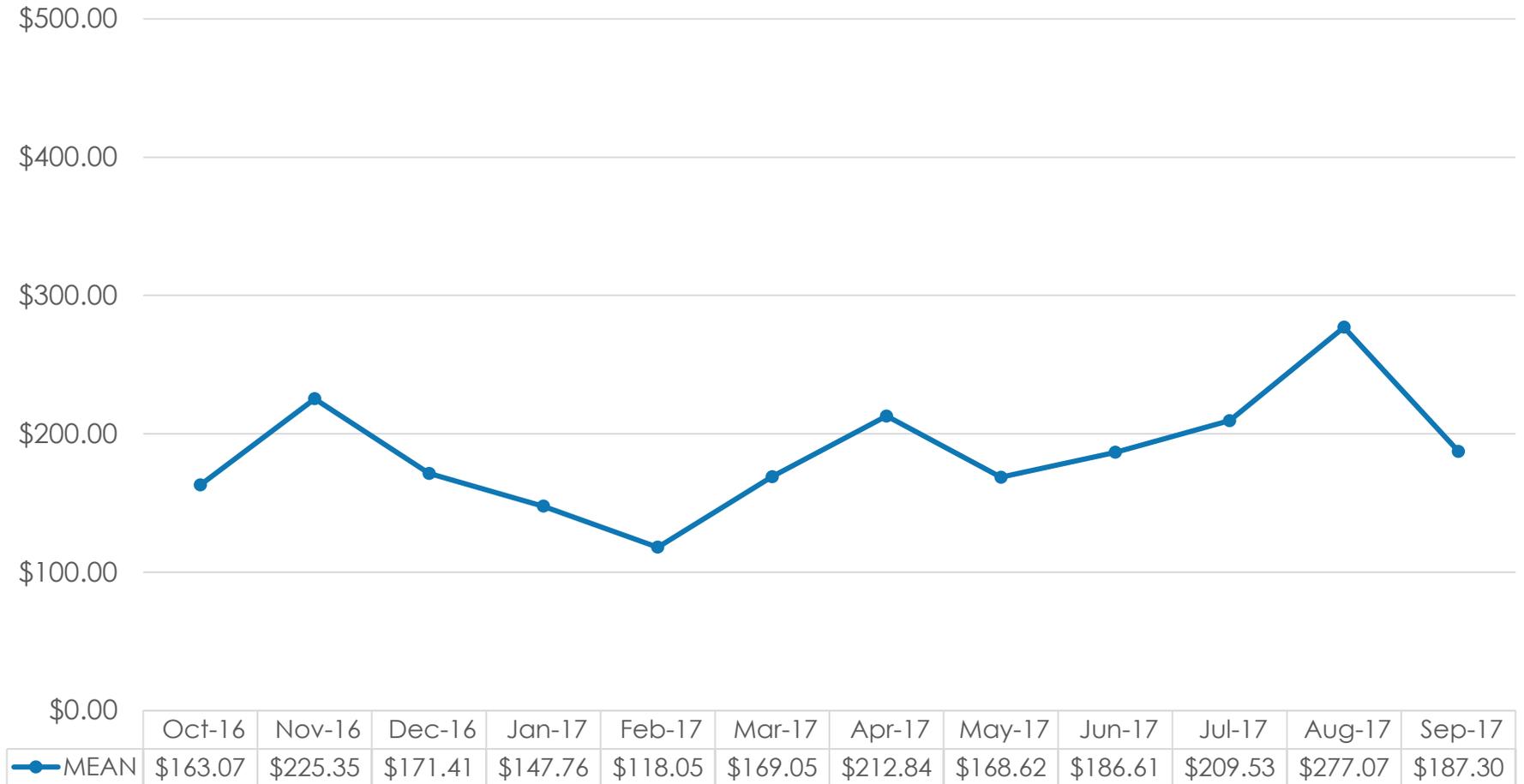
On-Island – FY2017 Tracking

Optional tour/ Activities



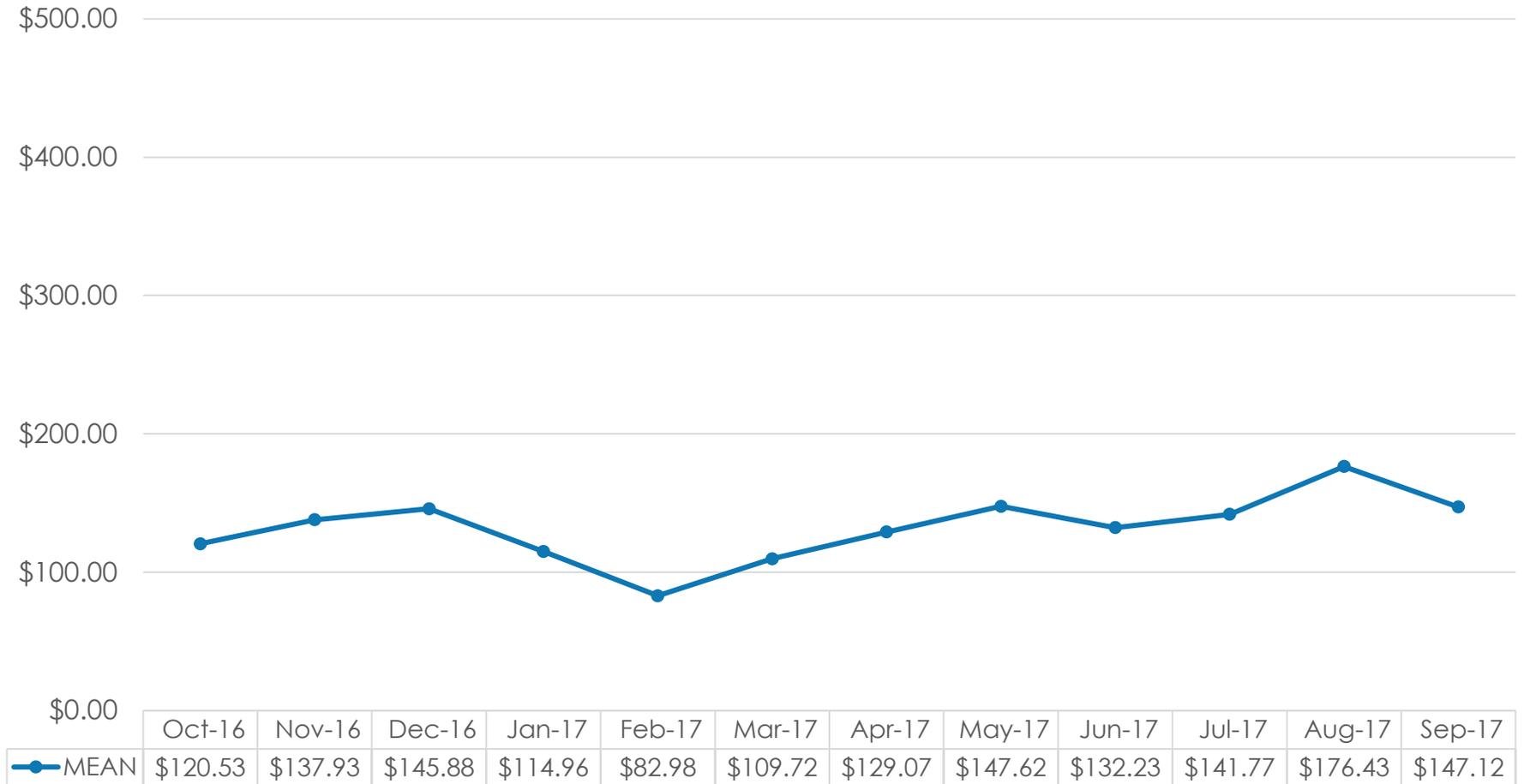
On-Island – FY2017 Tracking

Gift/ Souvenir – Self/ Companion



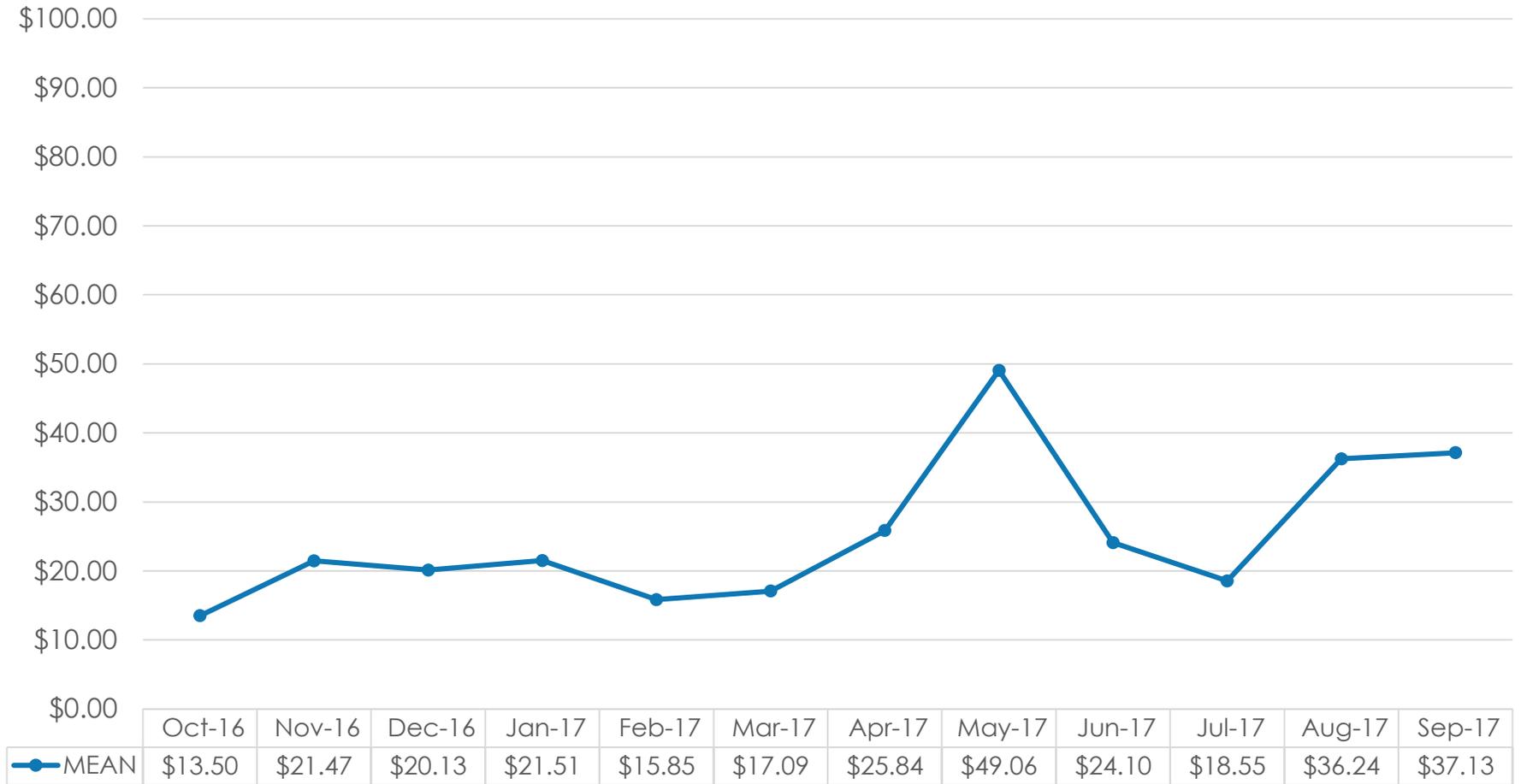
On-Island – FY2017 Tracking

Gift/ Souvenir – Friends/ Family



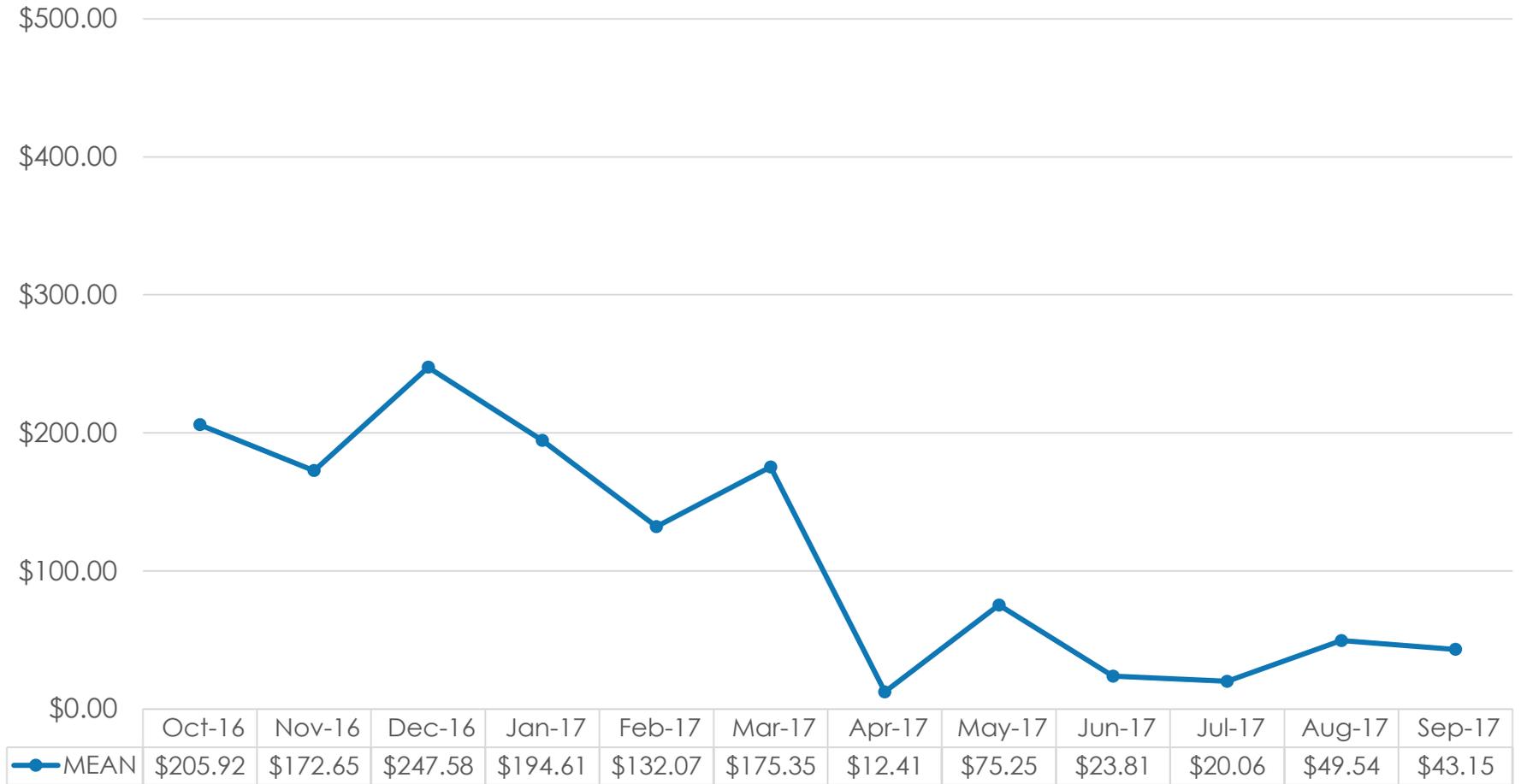
On-Island – FY2017 Tracking

Local Transportation



On-Island – FY2017 Tracking

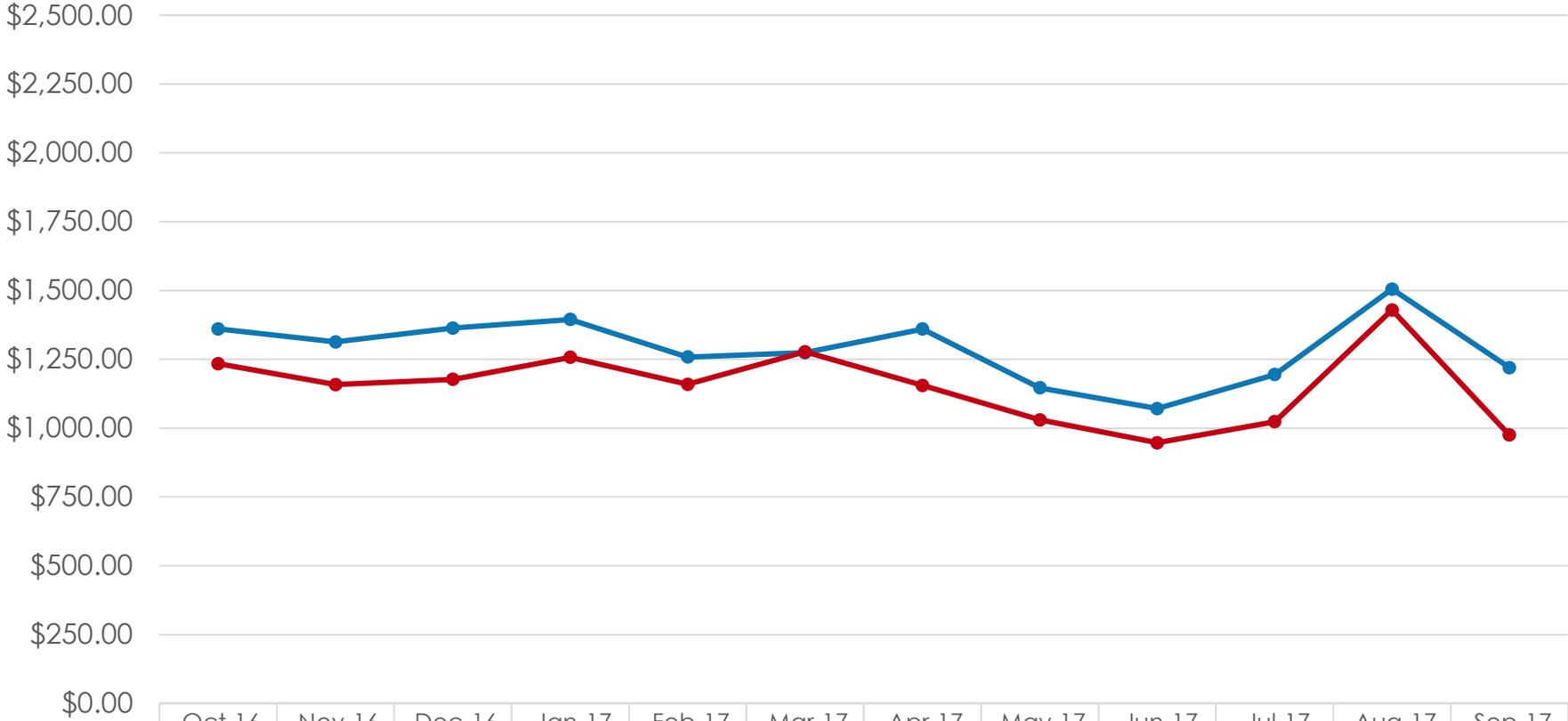
Other Not Included



TOTAL (On-Isle + Prepaid) Expenditures Per Person

- \$1,219.48 = 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	\$1,071.15	\$1,194.35	\$1,505.12	\$1,219.48
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	\$947.00	\$1,023.00	\$1,429.00	\$975.00

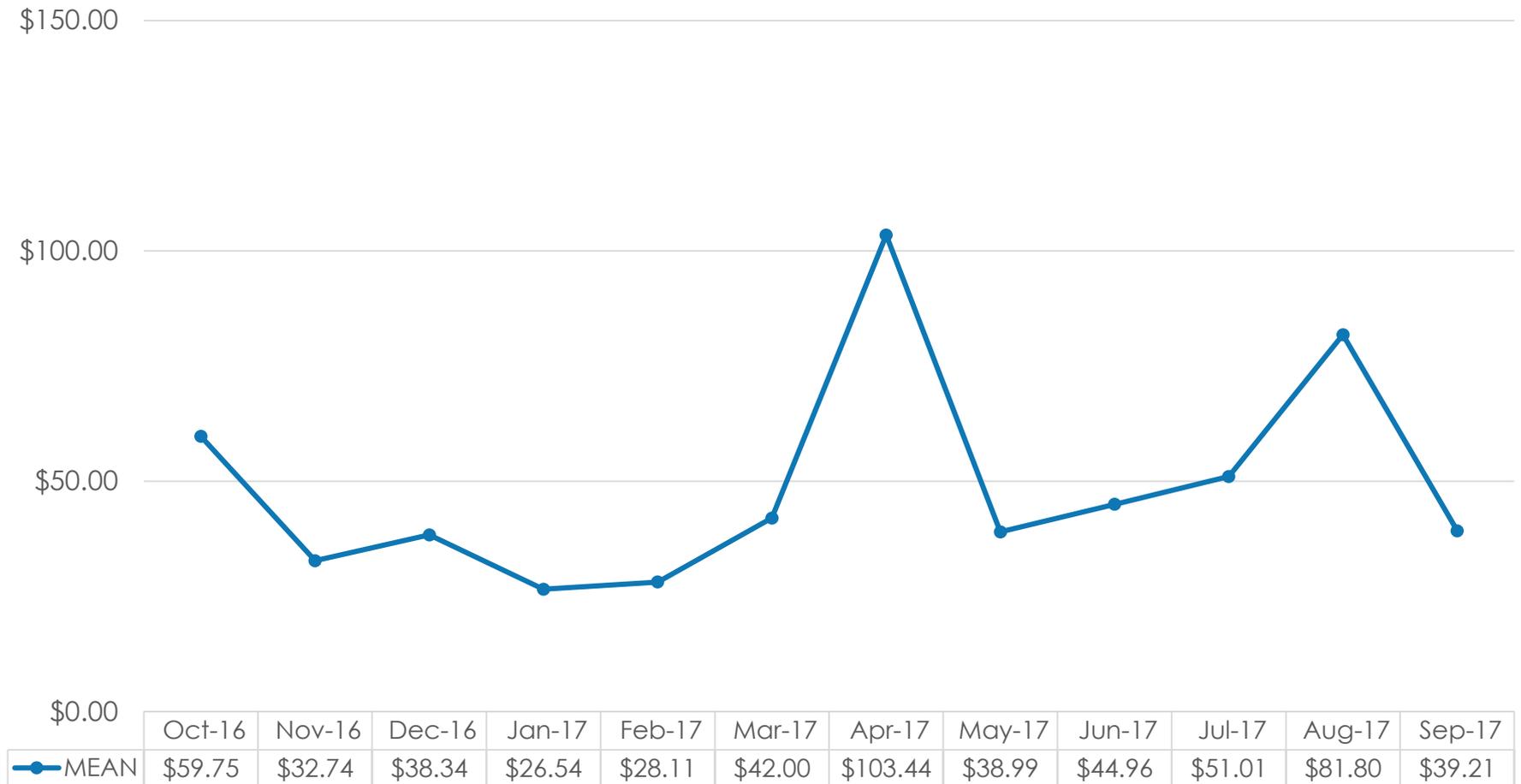
TOTAL Per Person Expenditures – Key Segments

**GVB EXIT SURVEY
TOTAL PER PERSON SPENDIN**

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$1,219.48	\$1,294.74	\$1,266.26	\$1,322.46	\$1,783.78	\$926.95	\$2,731.57	\$958.21
	Median	\$975	\$1,158	\$1,014	\$1,128	\$1,784	\$927	\$1,989	\$887

Prepared by Anthology Research

GUAM AIRPORT EXPENDITURE – FY2017 Tracking

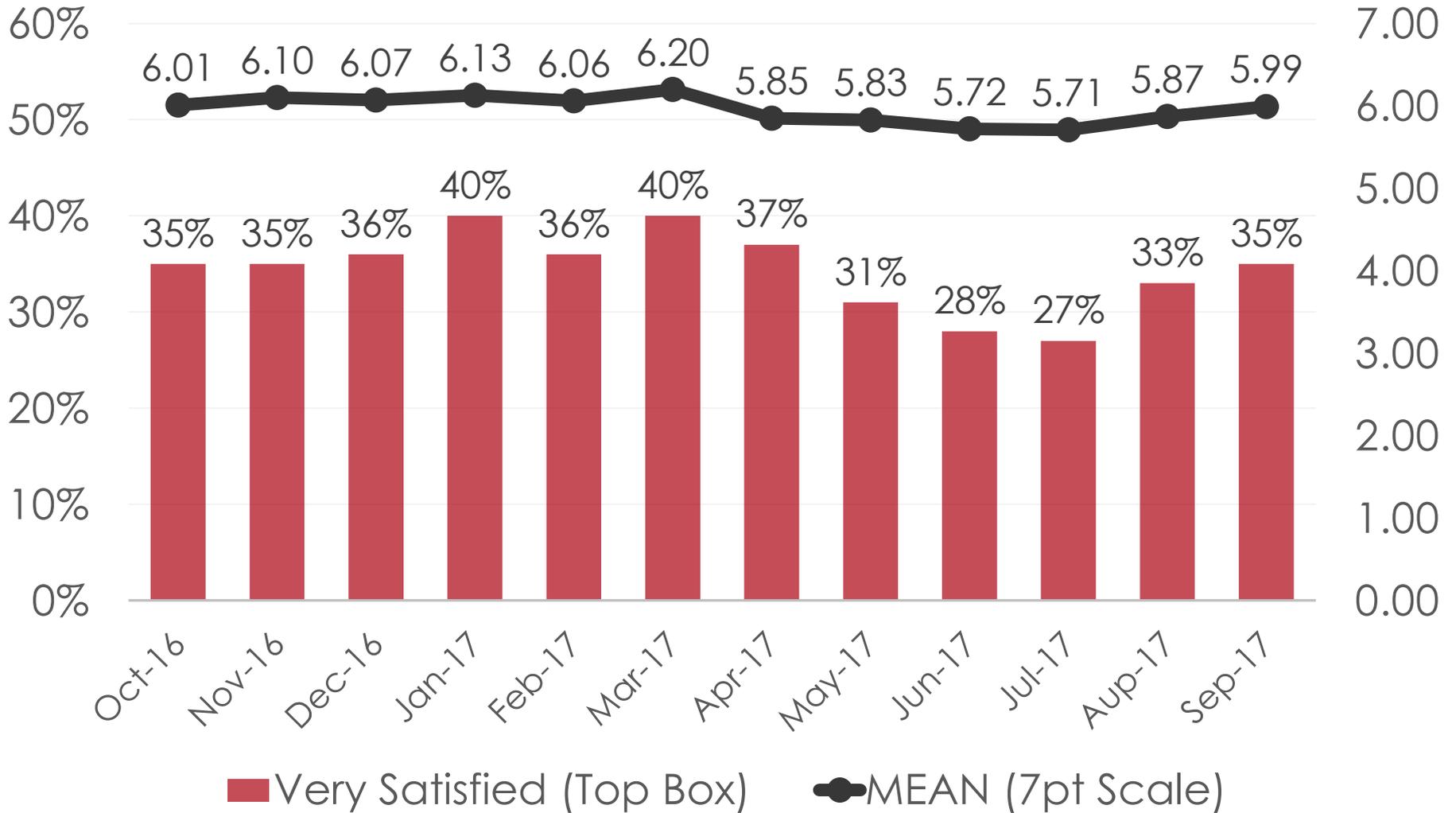


SECTION 4

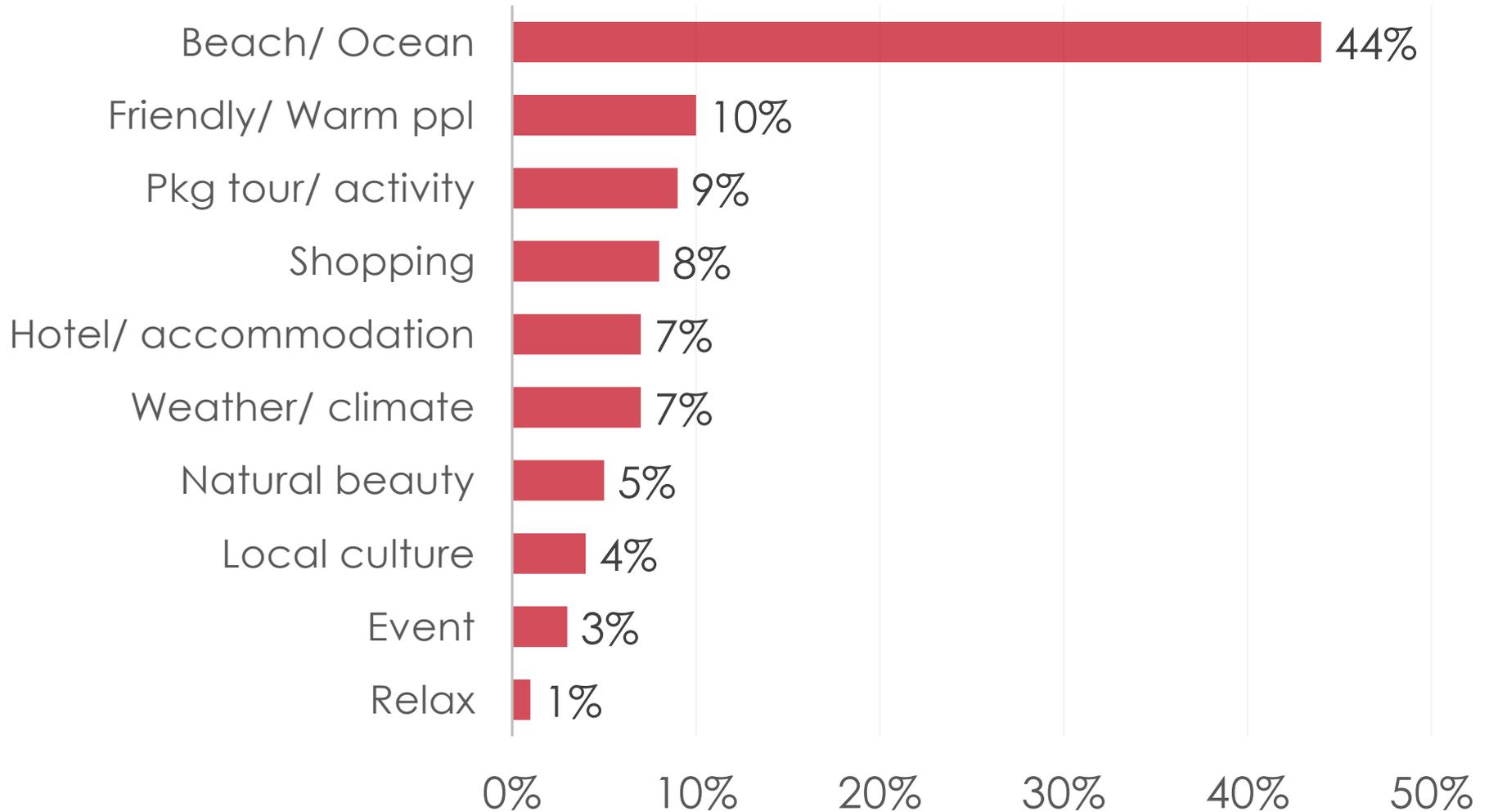
VISITOR SATISFACTION

BEHAVIOR

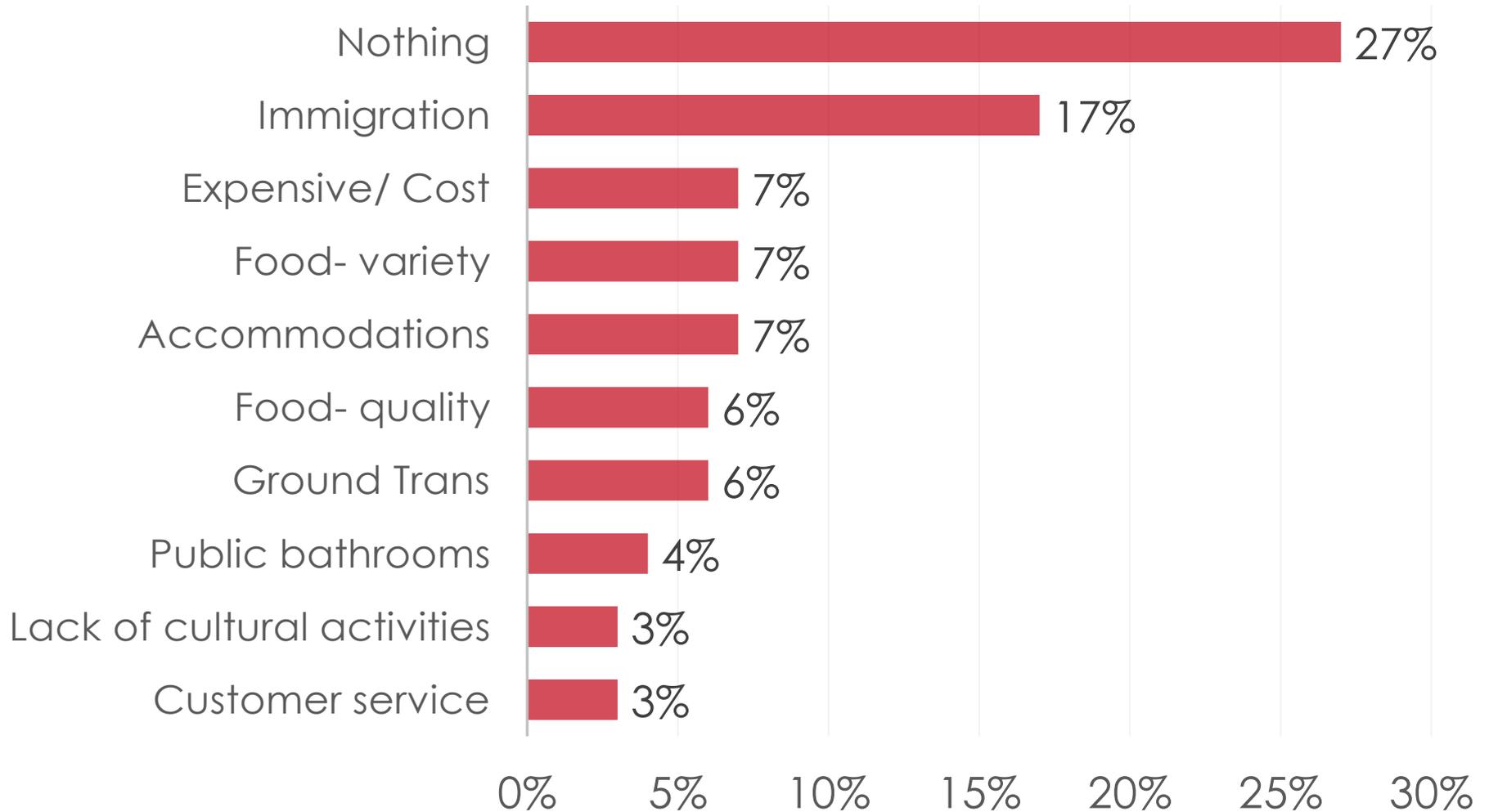
OVERALL SATISFACTION



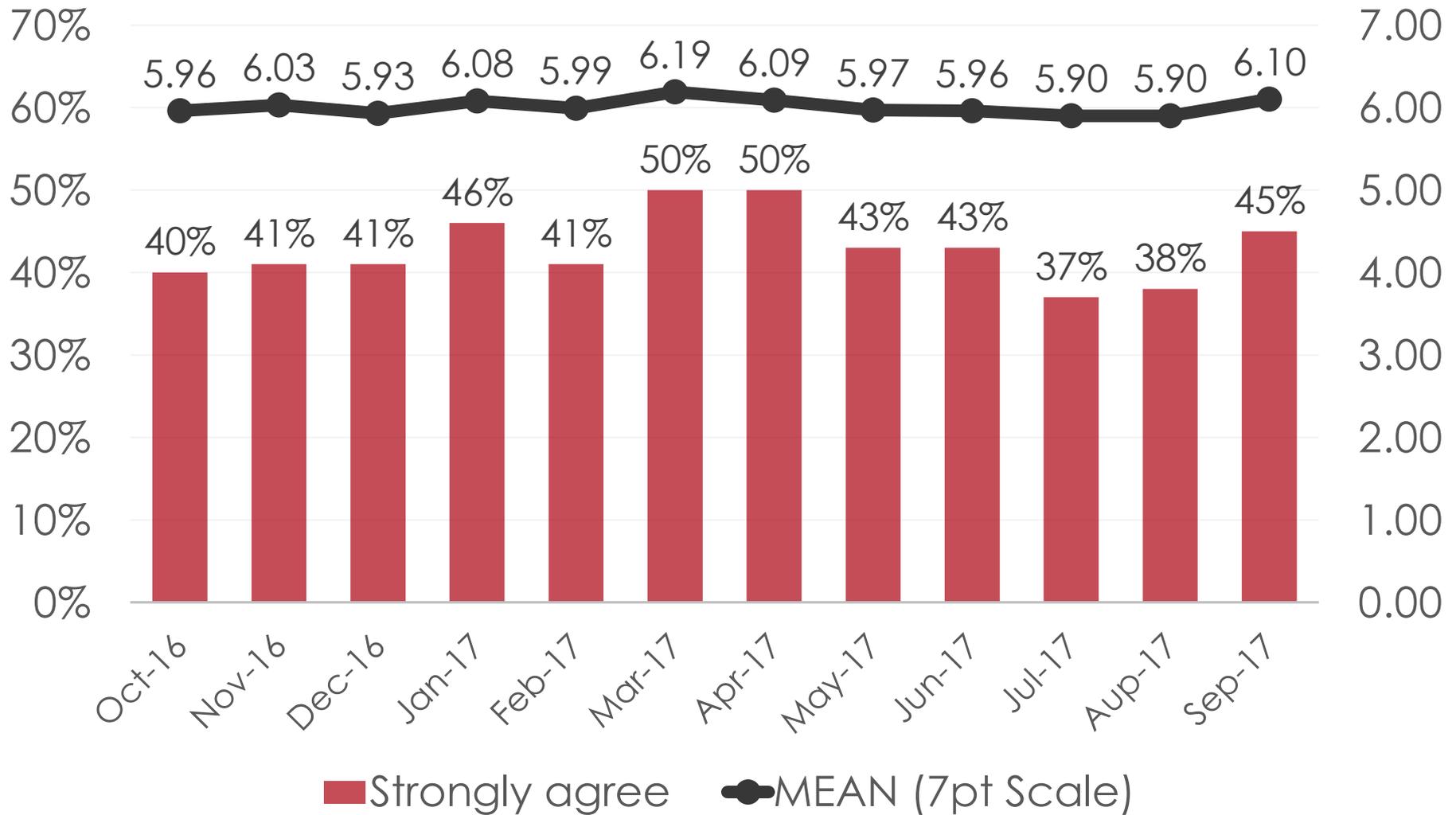
Positive aspects of trip (Top Reason)



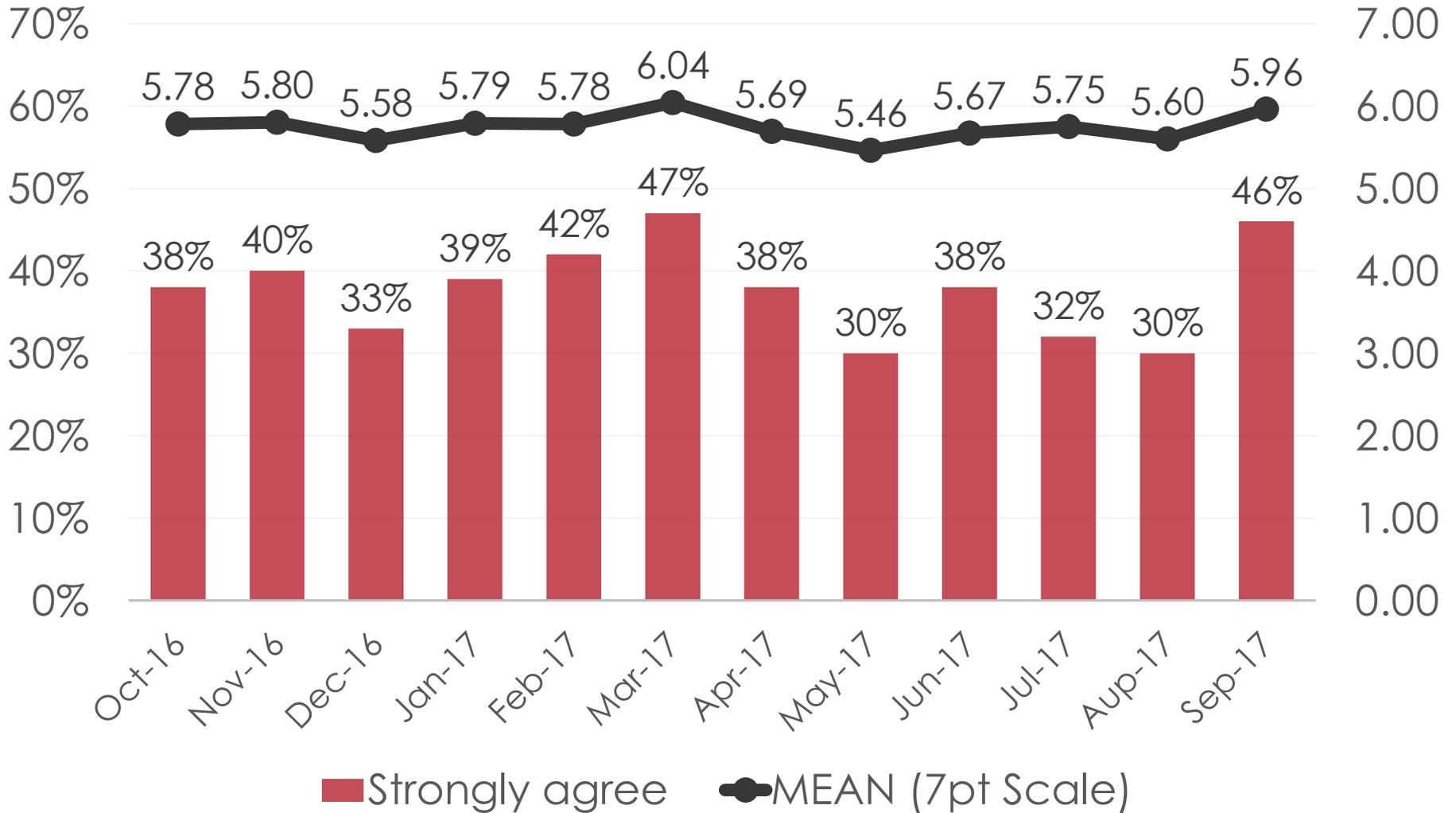
Negative aspects of trip (Top Reason)



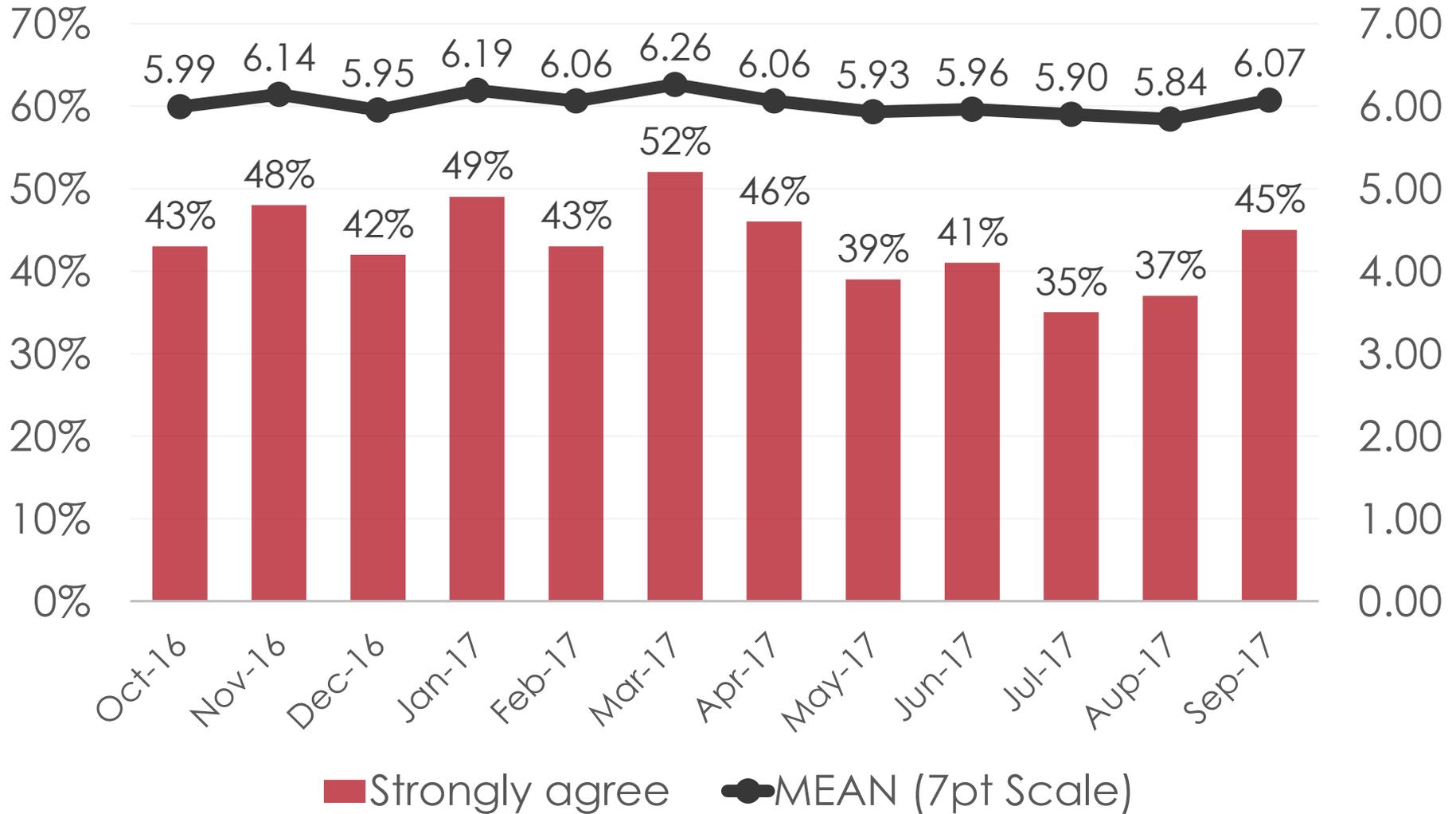
Guam was better than expected



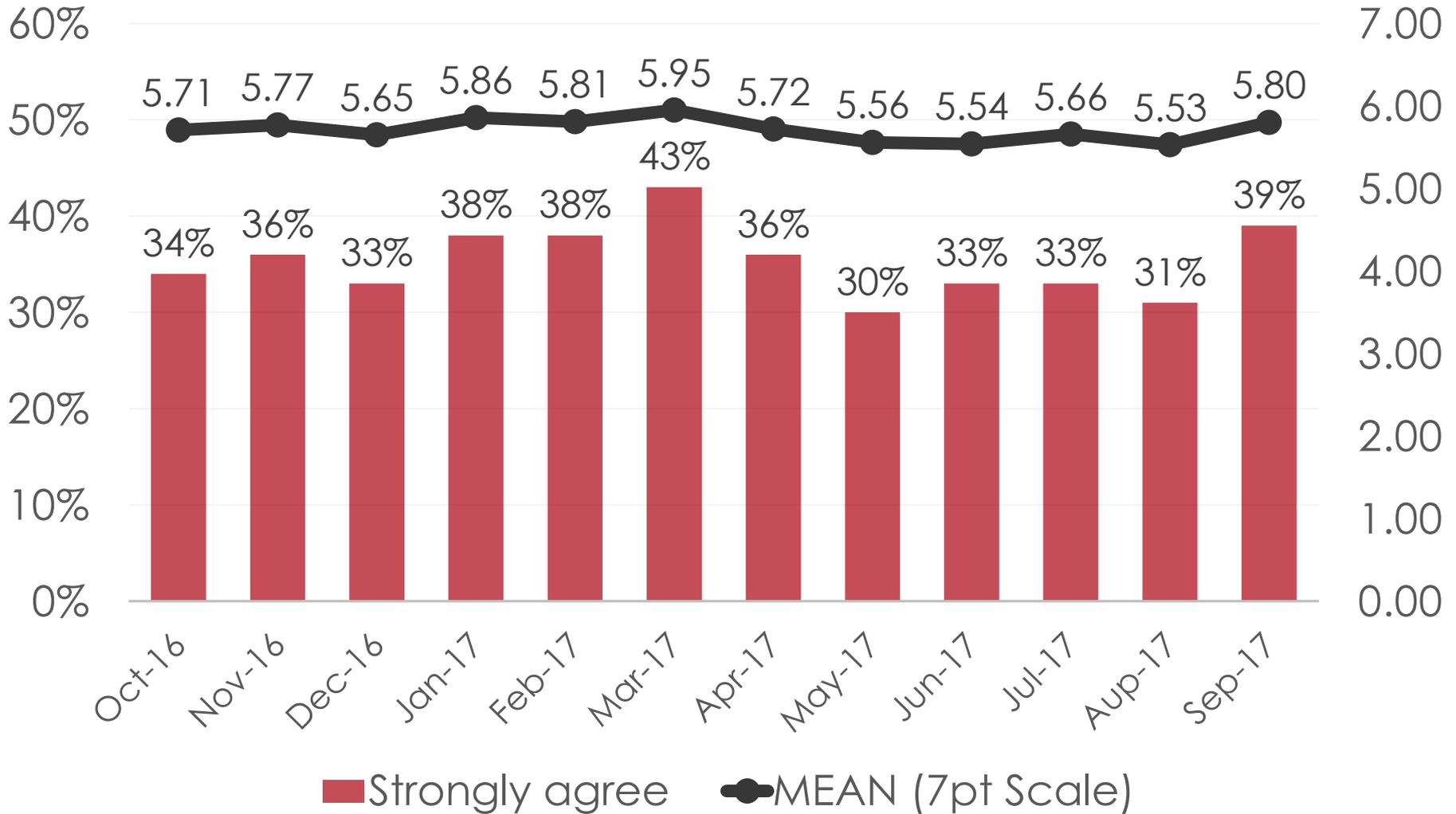
I had no communication problems



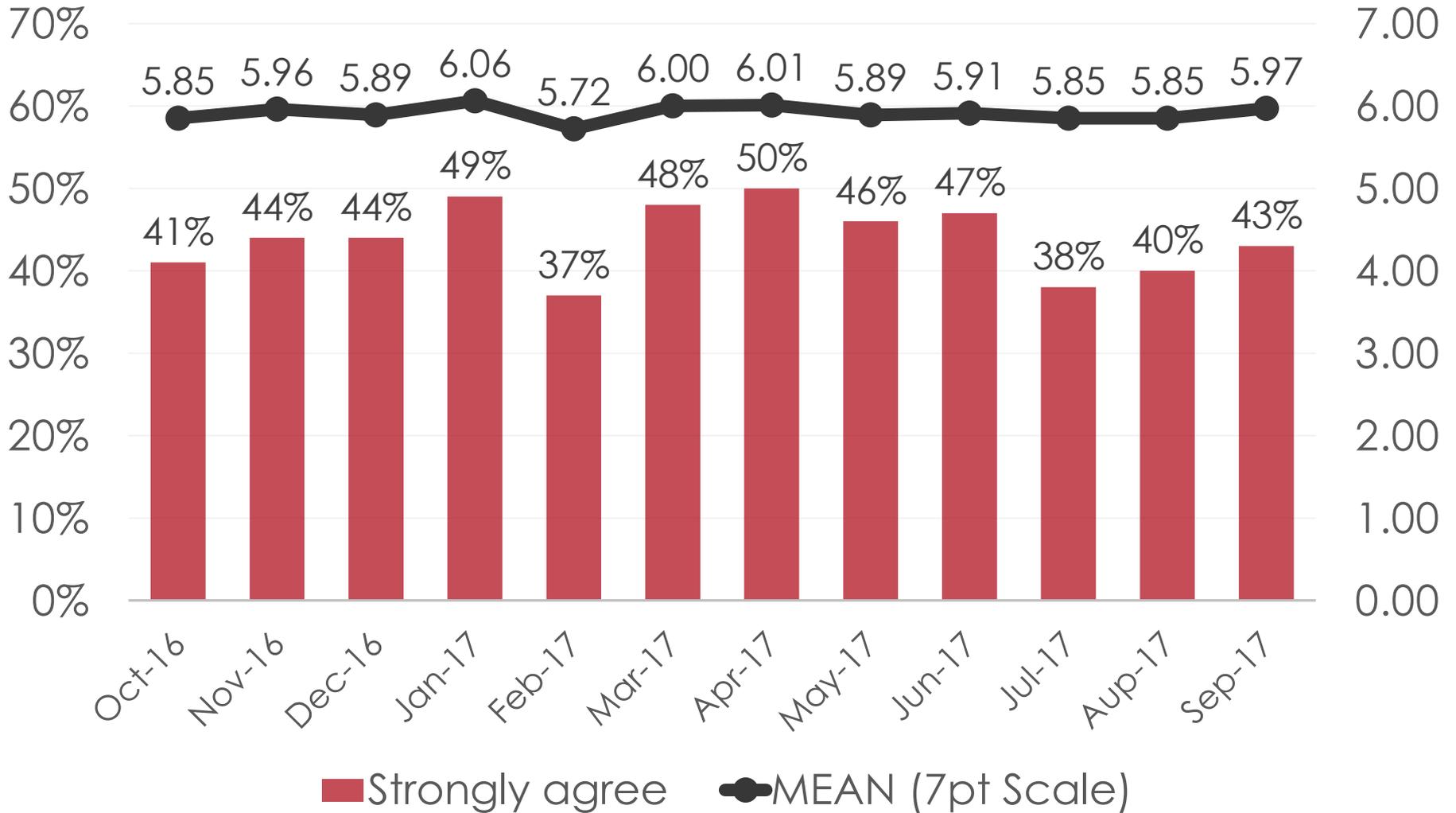
I will recommend Guam to friends



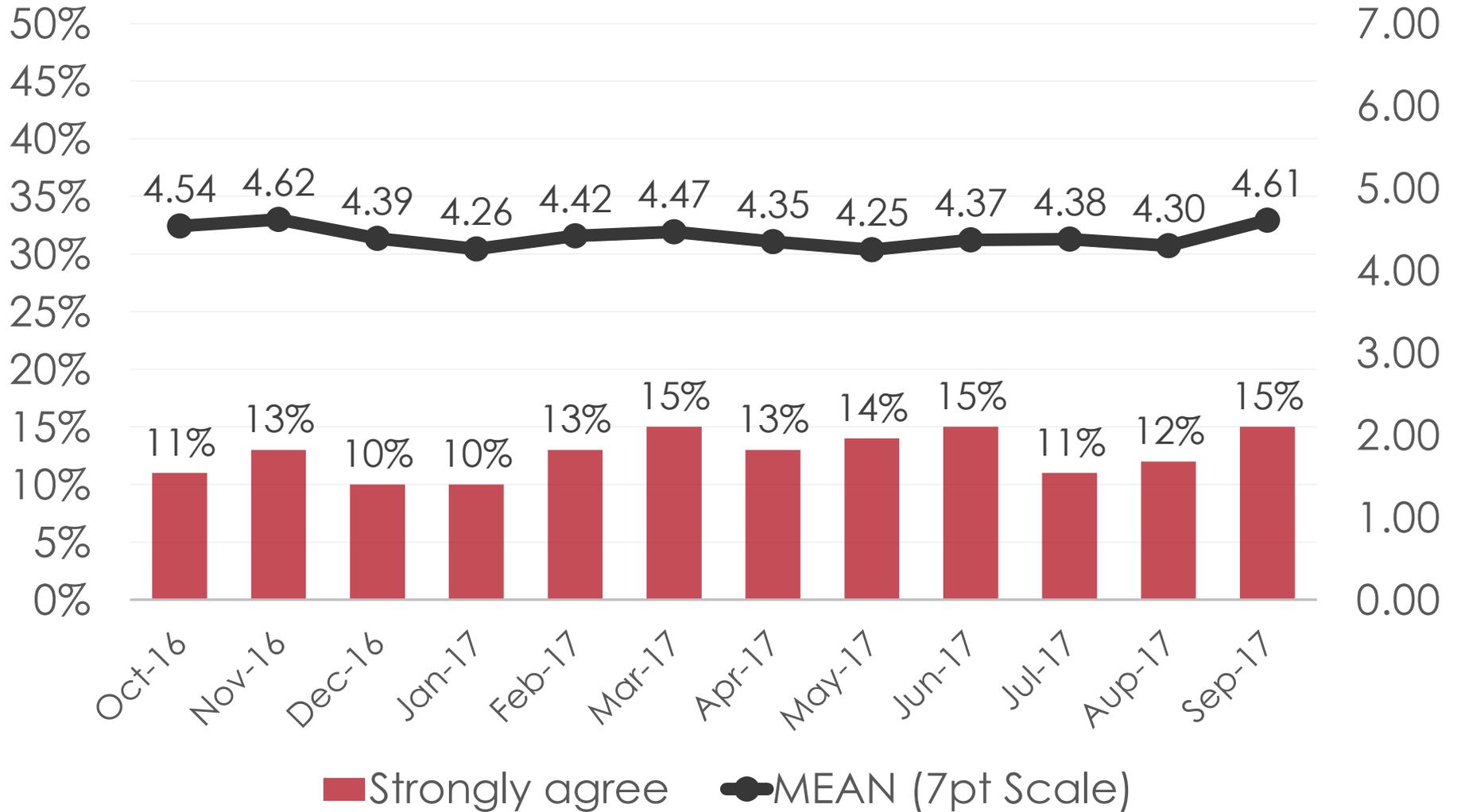
Sites on Guam were attractive



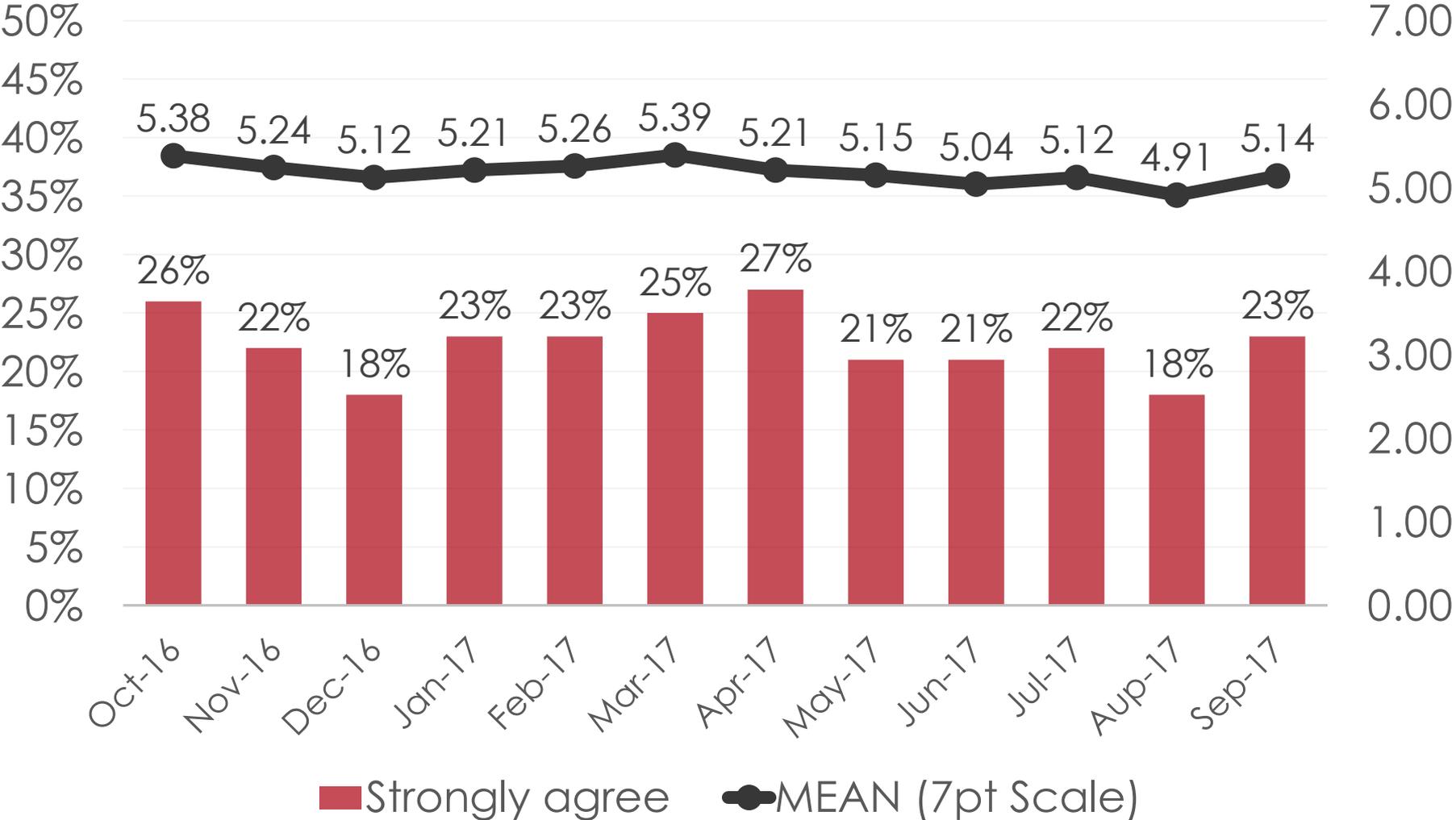
I plan to visit Guam again



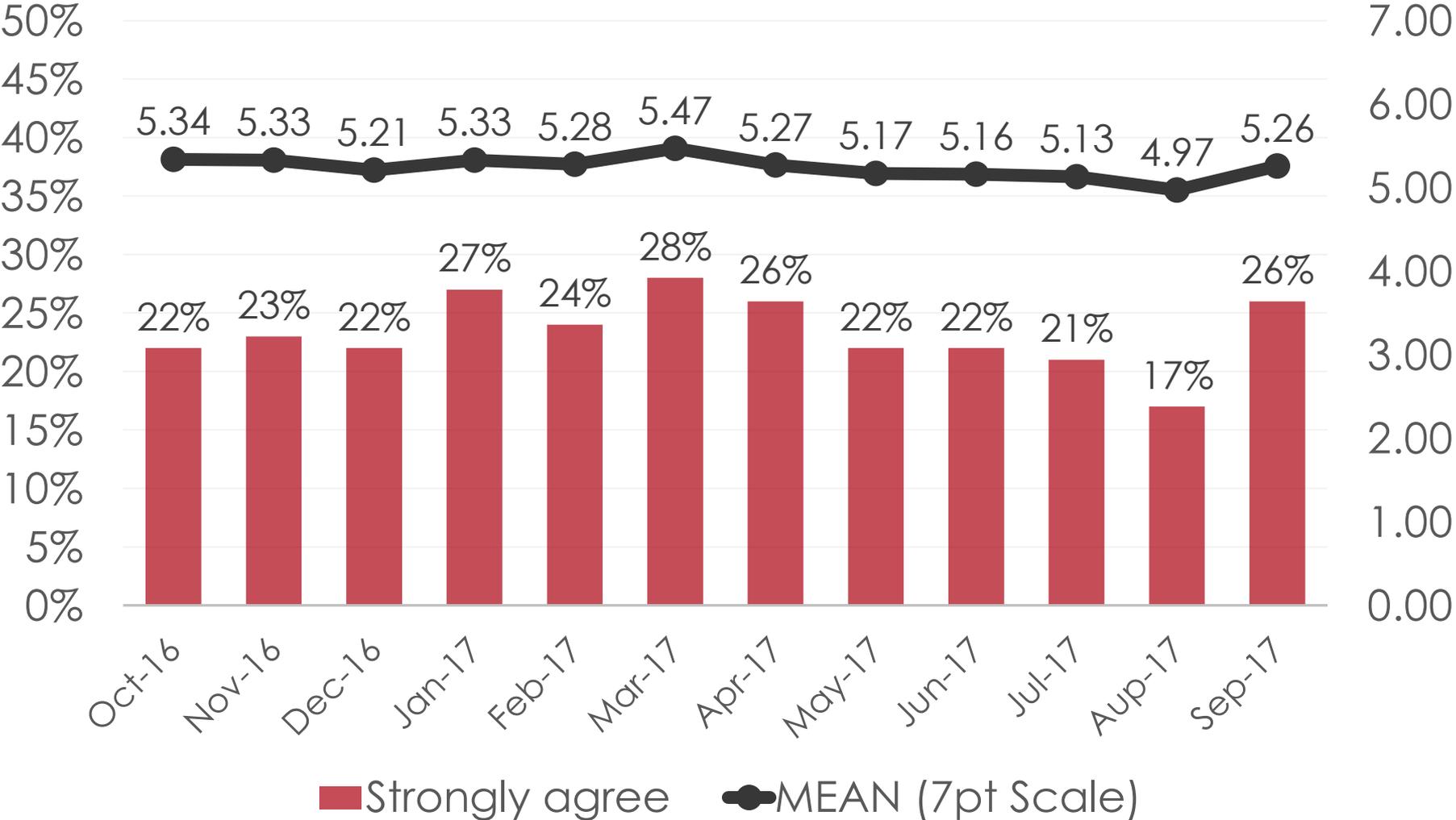
Not enough night time activities



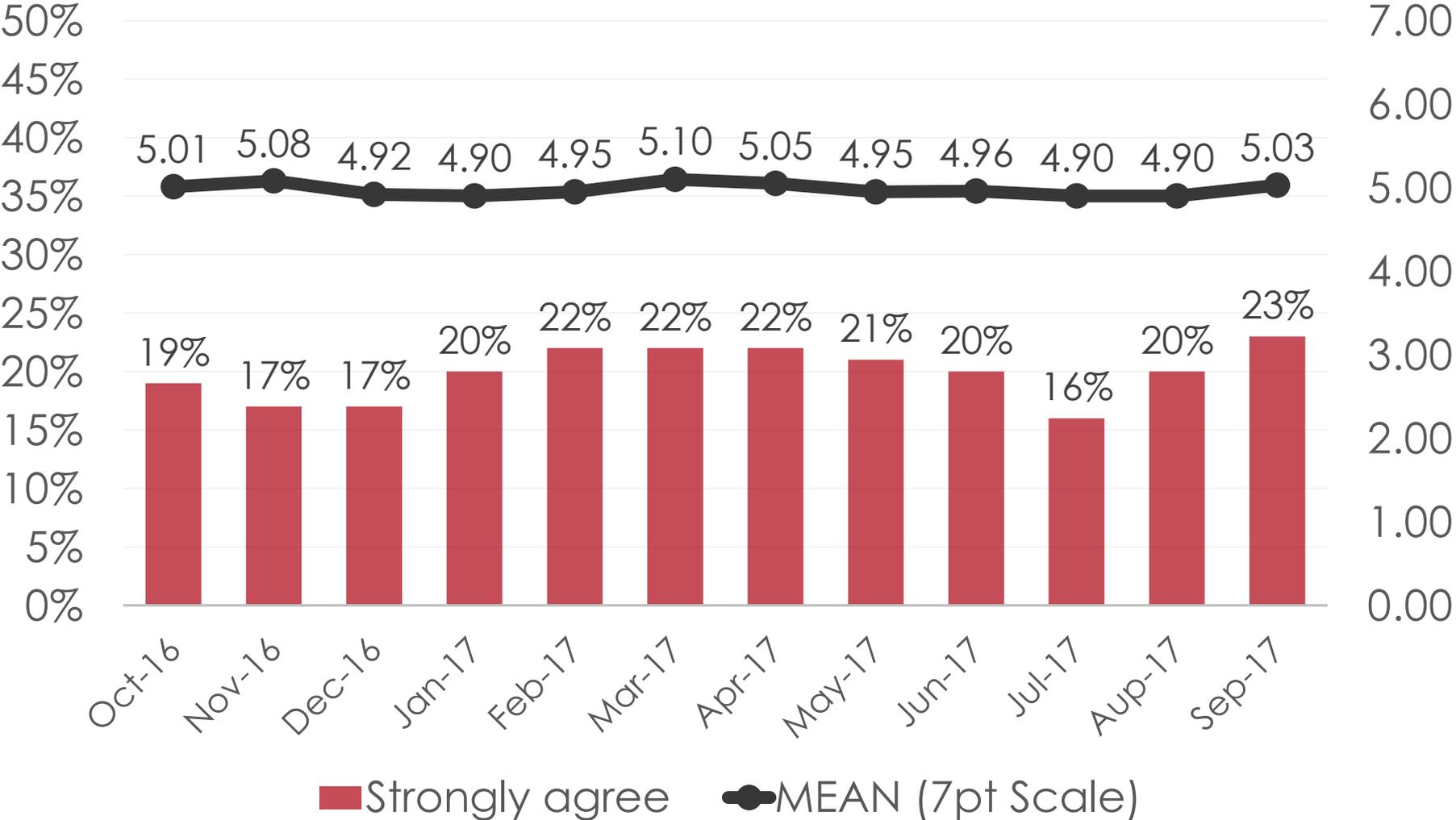
Tour guides were professional



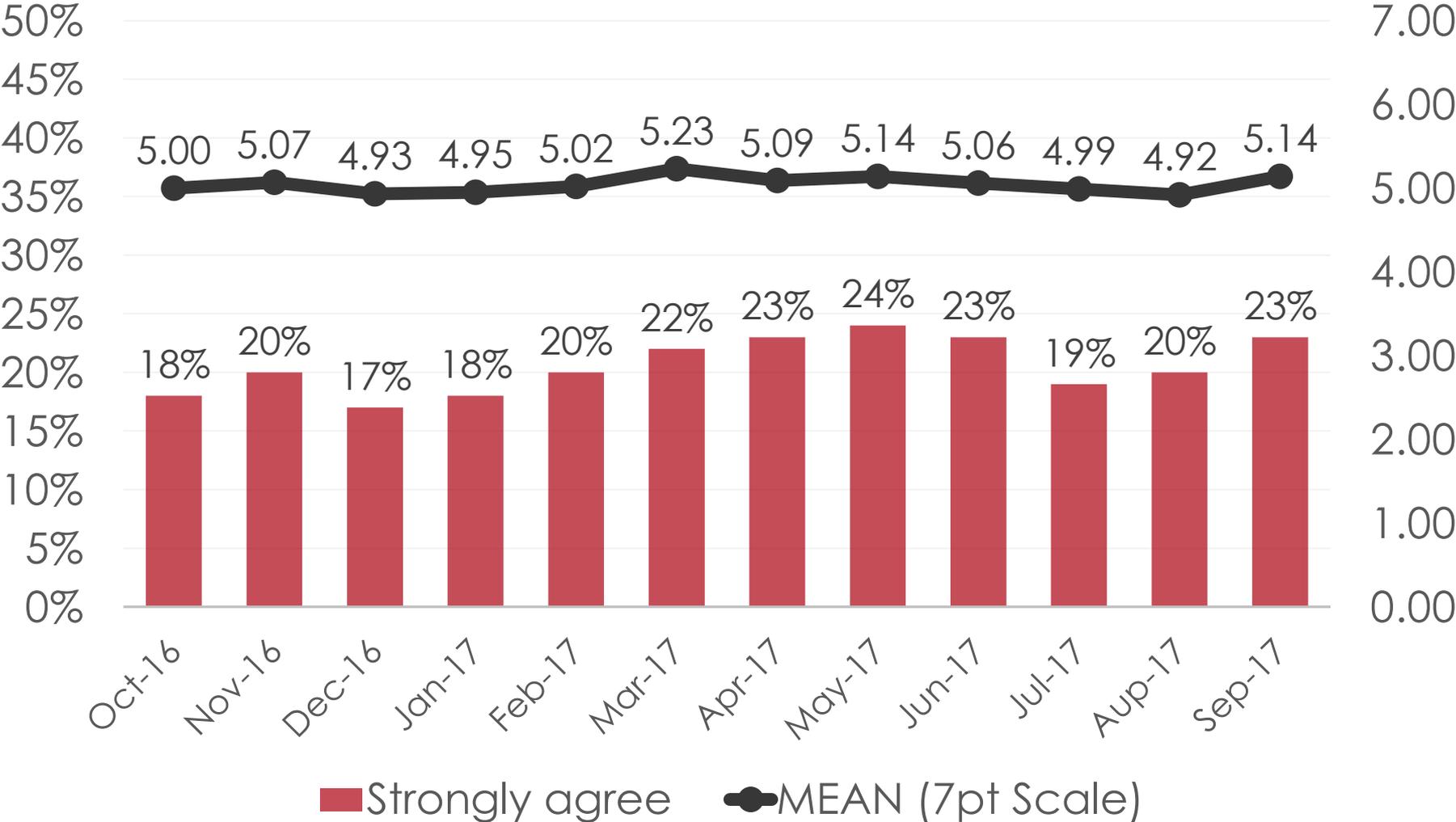
Tour drivers were professional



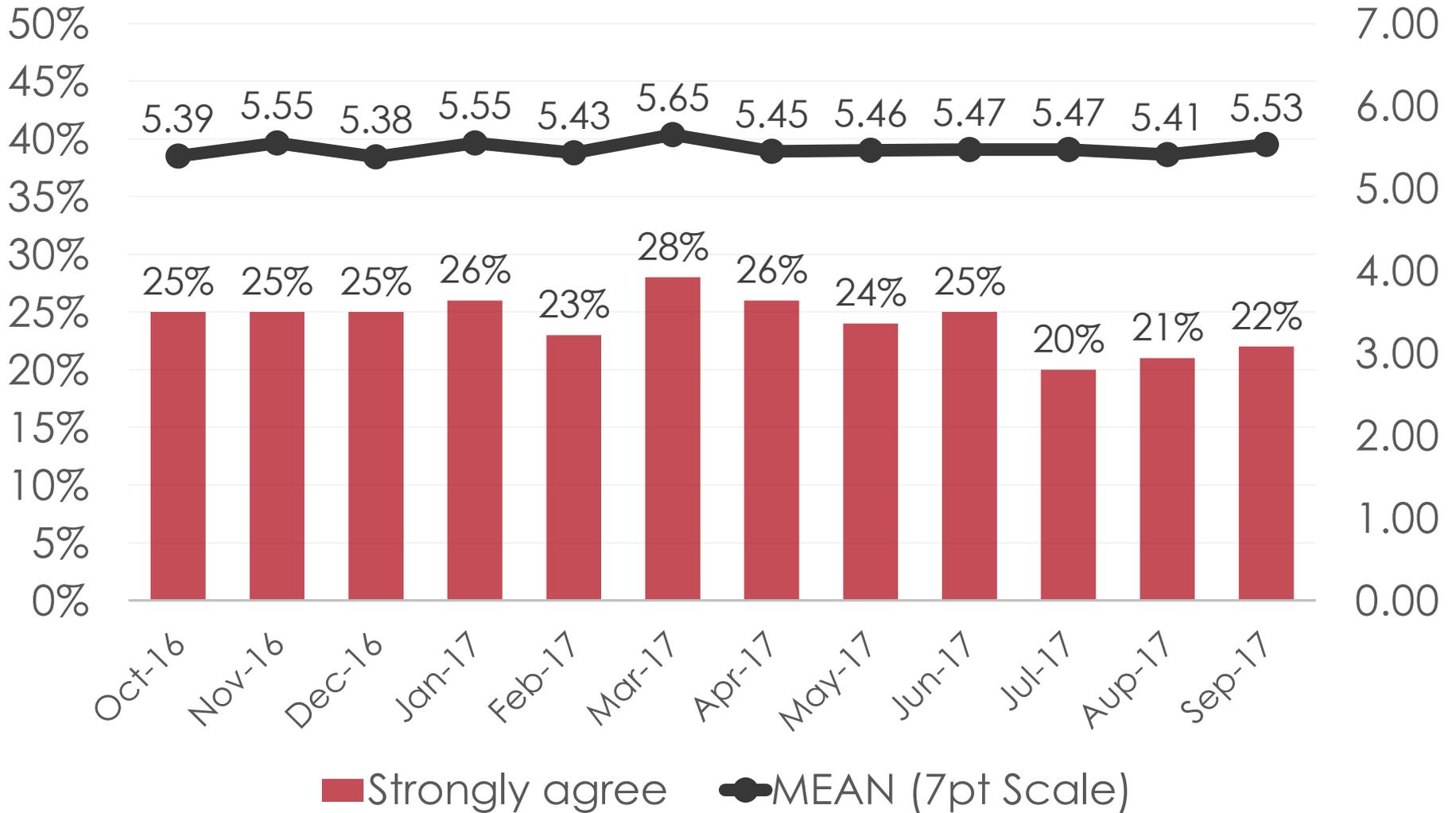
Taxi drivers were professional



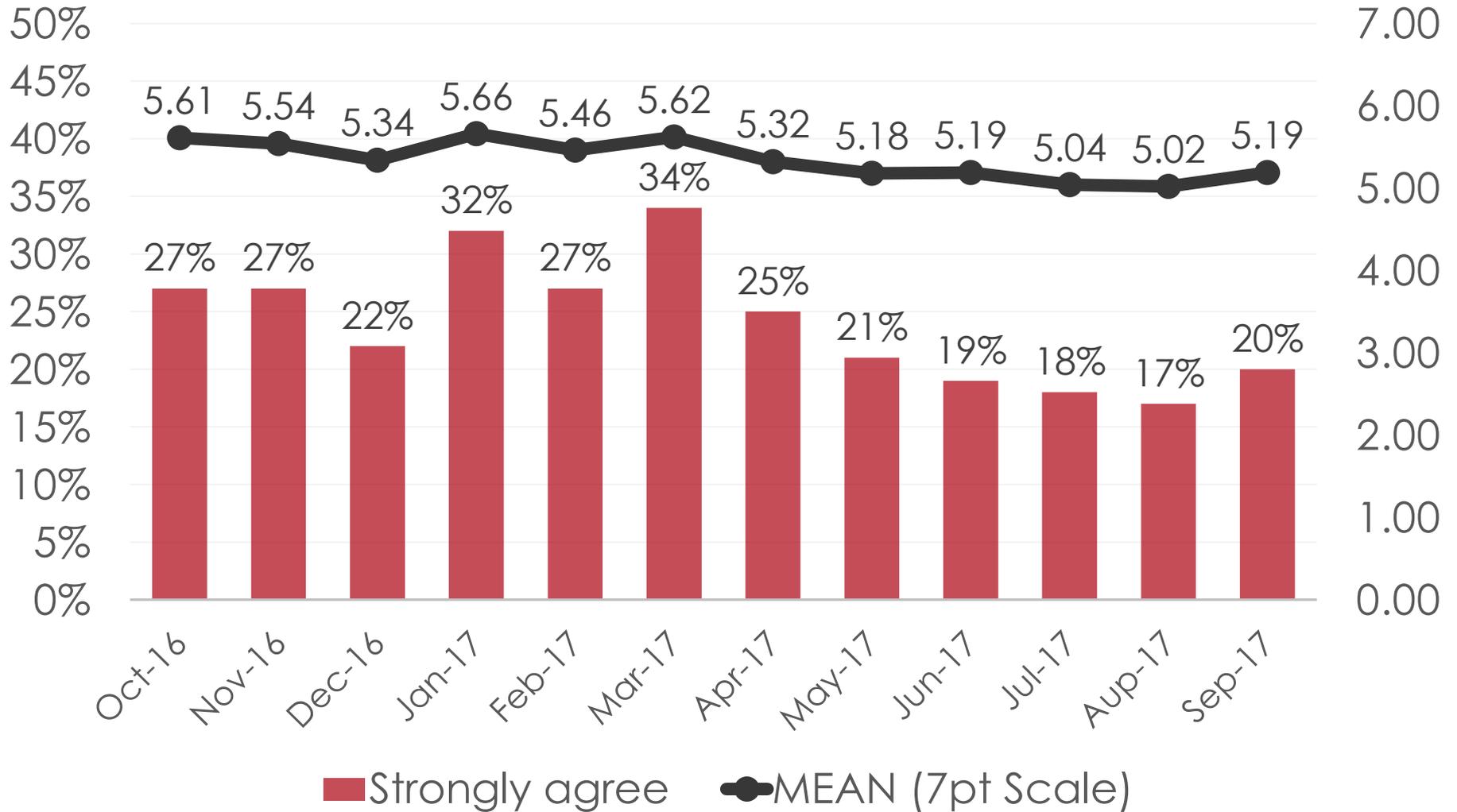
Taxis were clean



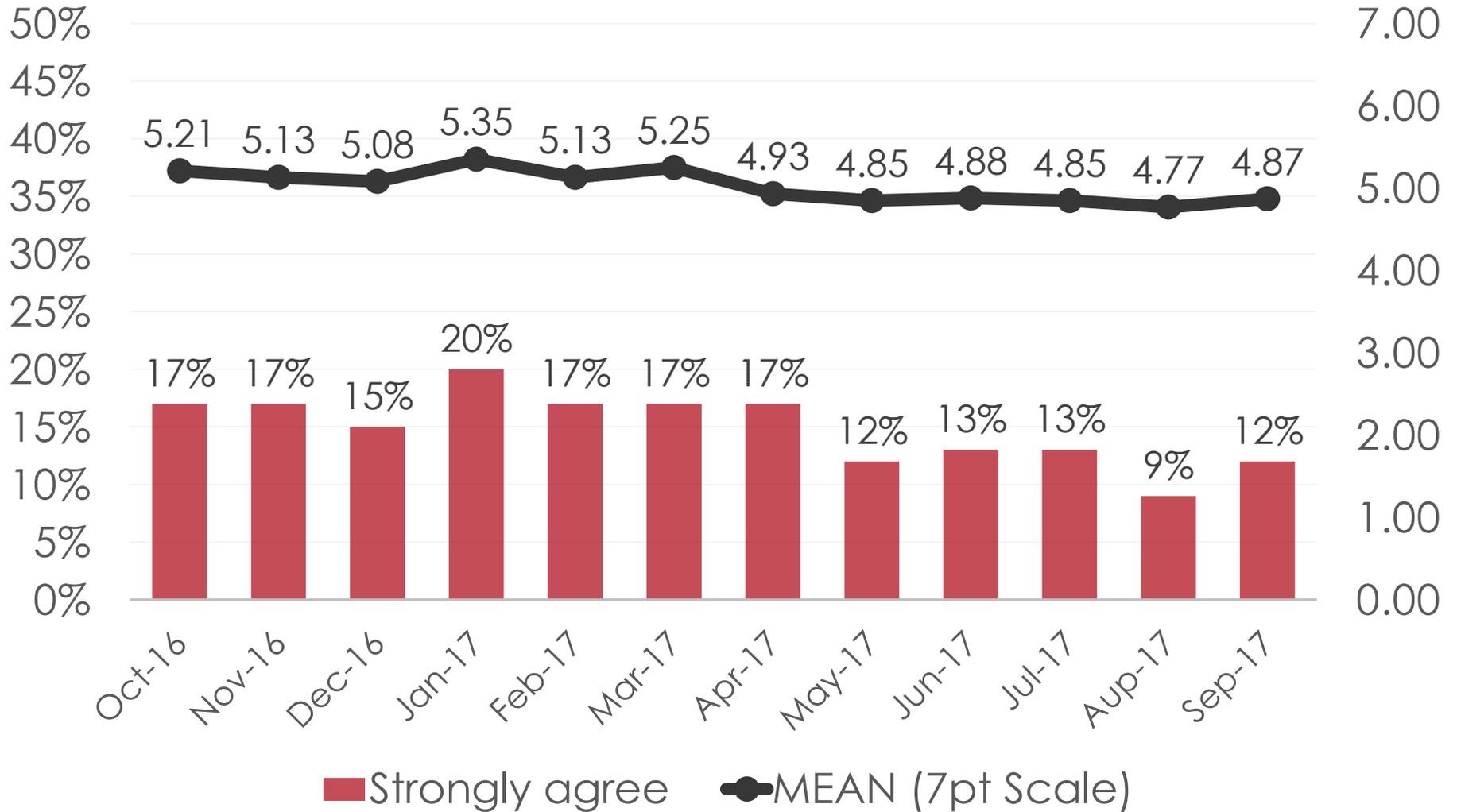
Guam airport was clean



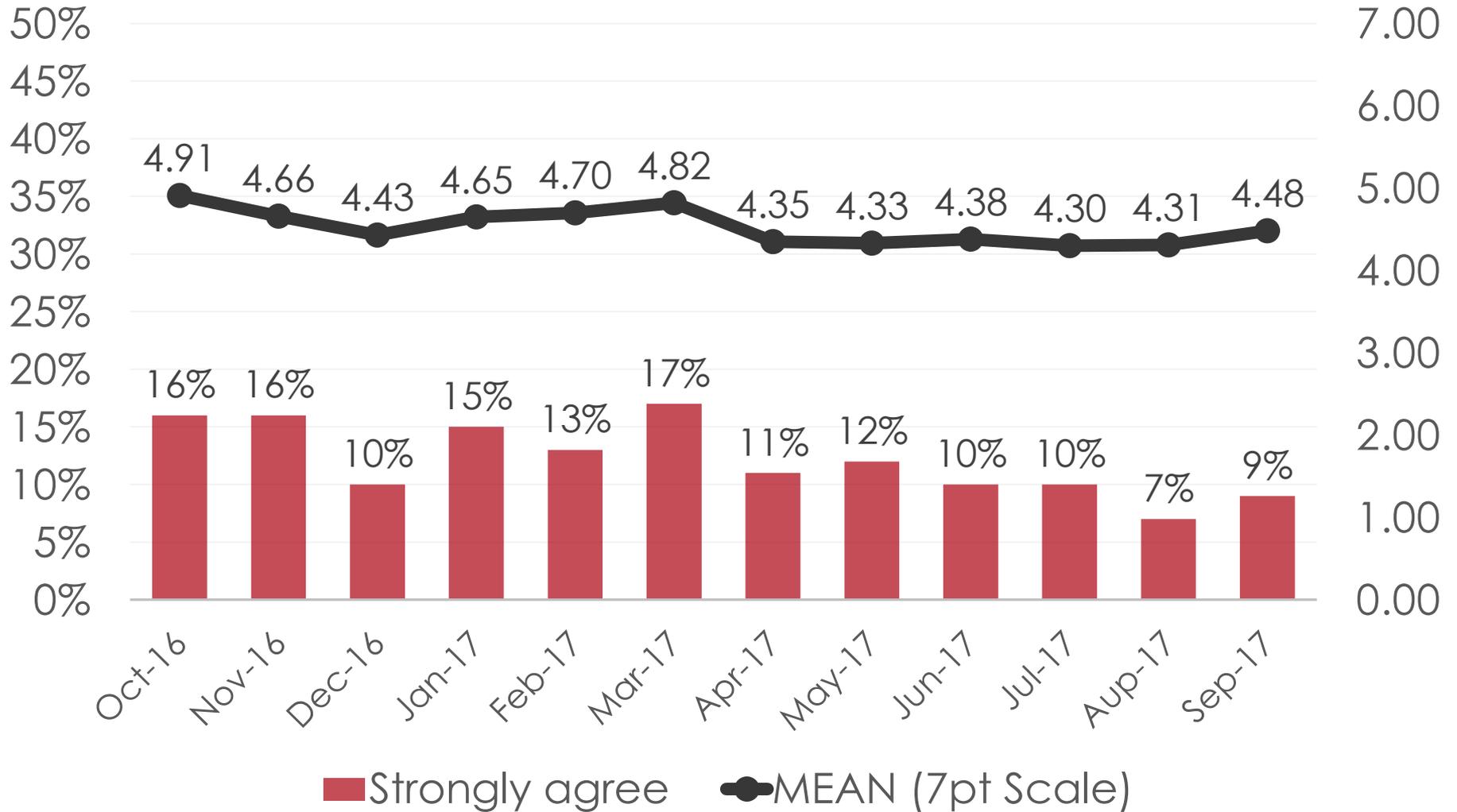
Ease of getting around



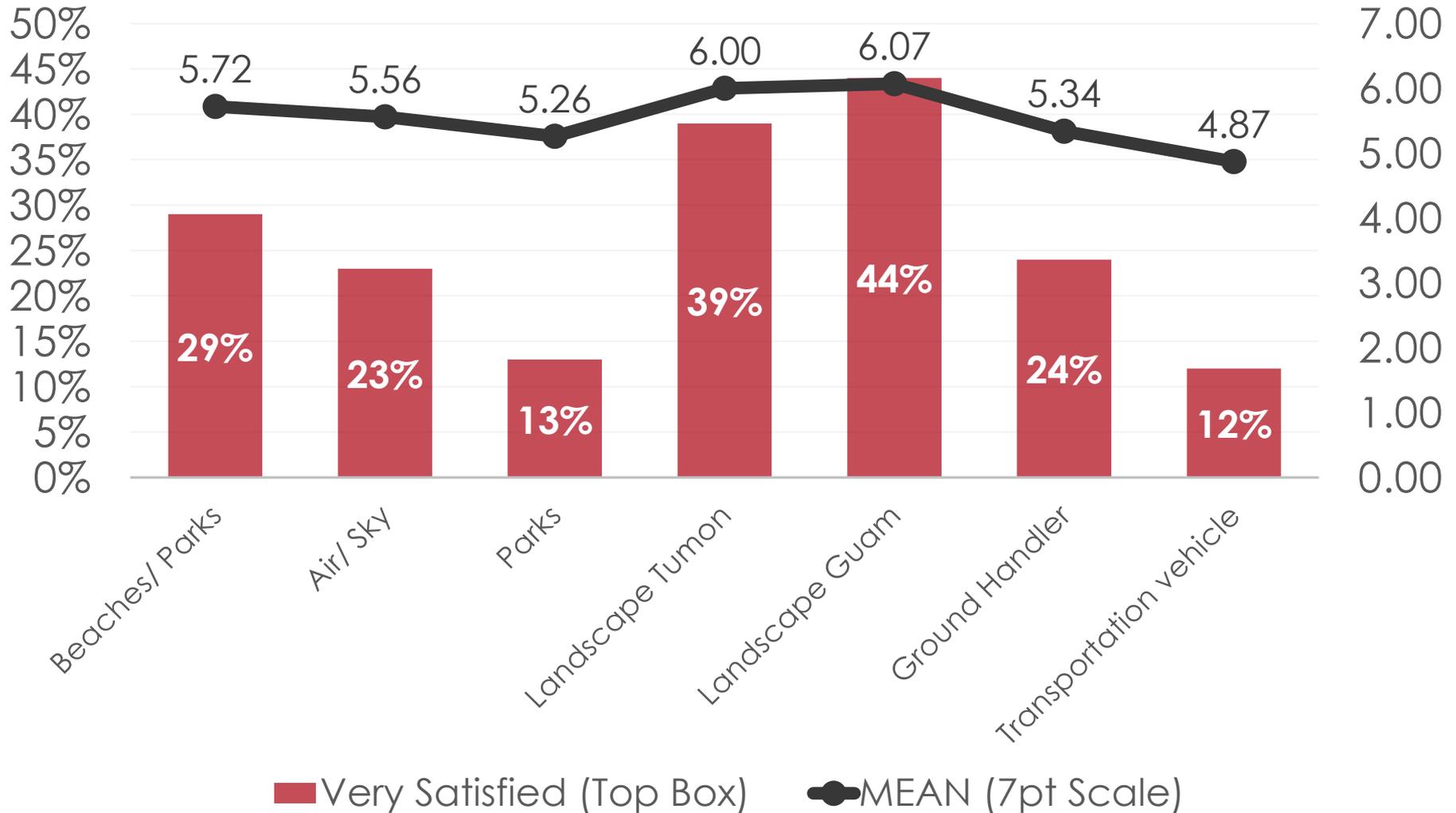
Safety walking around at night



Price of things on Guam

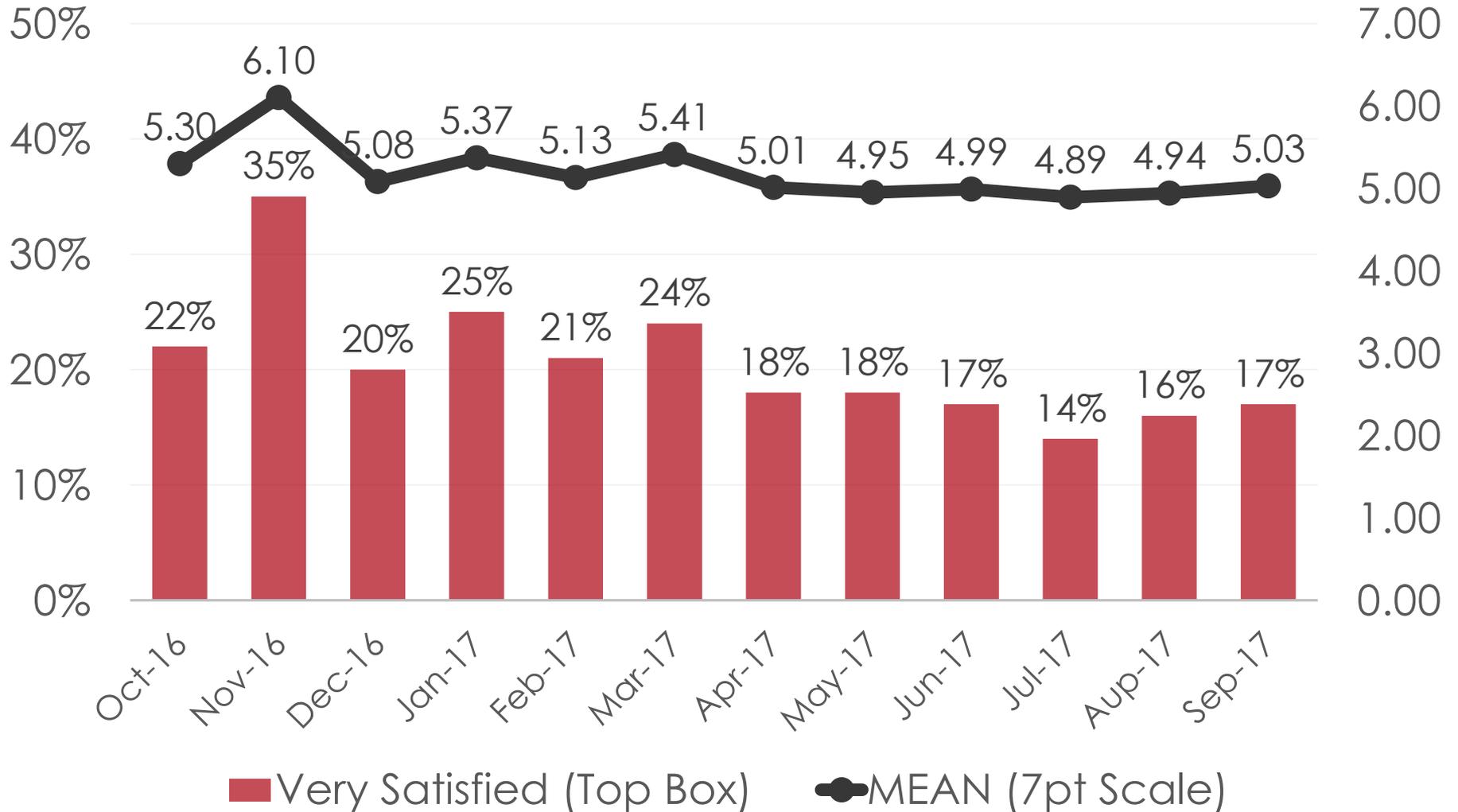


GENERAL SATISFACTION – Quality/ Cleanliness

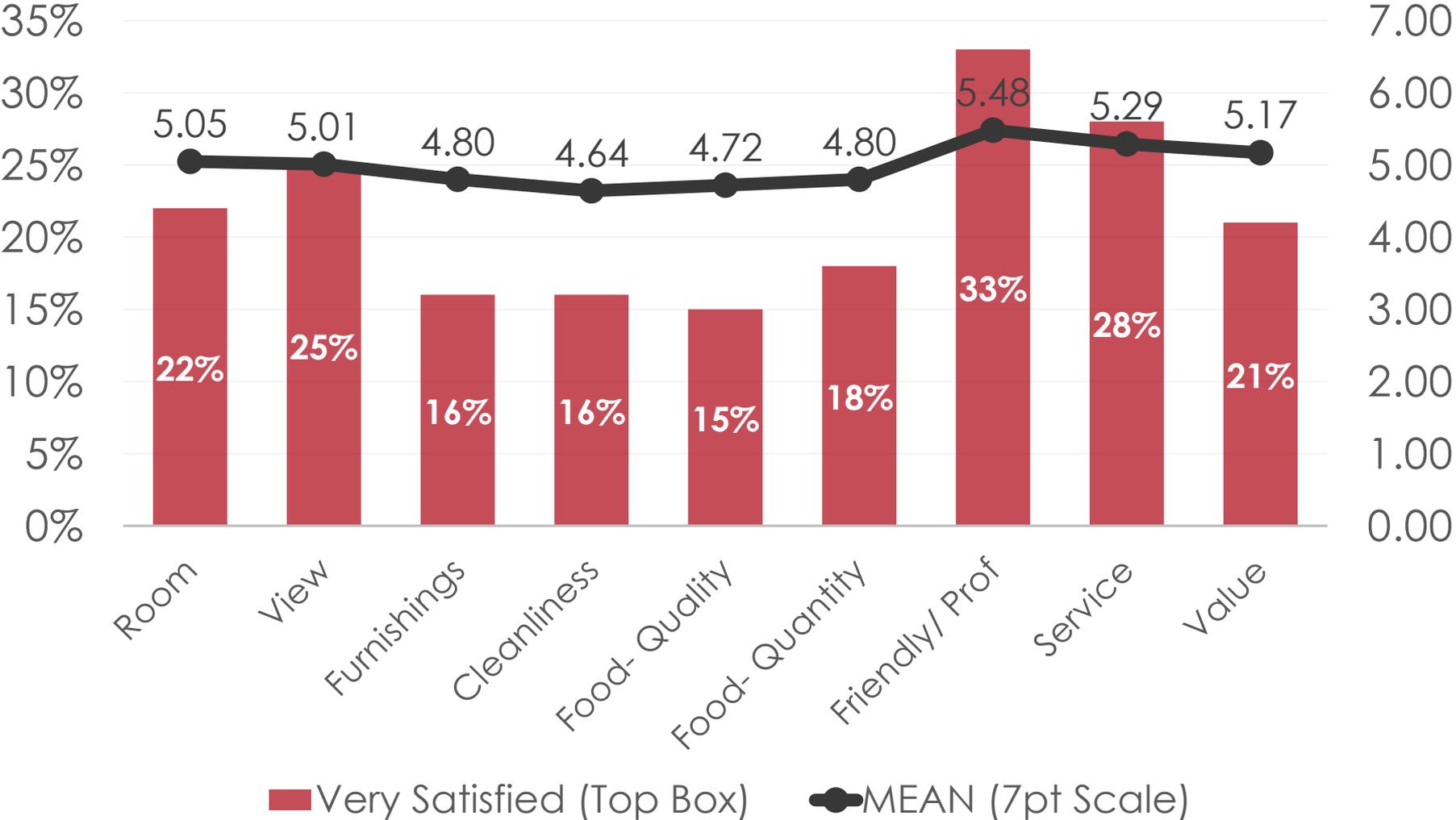


ACCOMMODATIONS

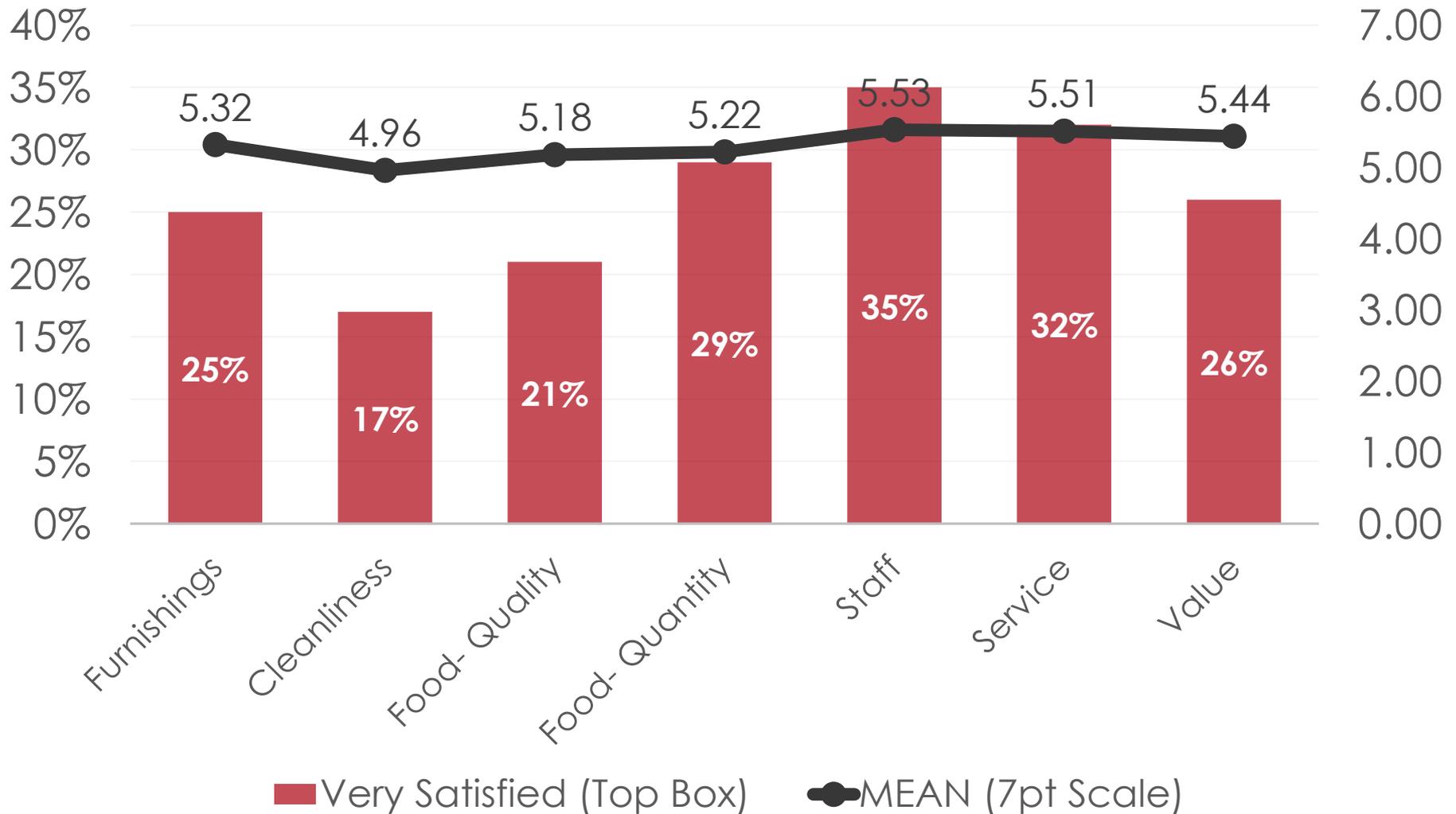
OVERALL SATISFACTION



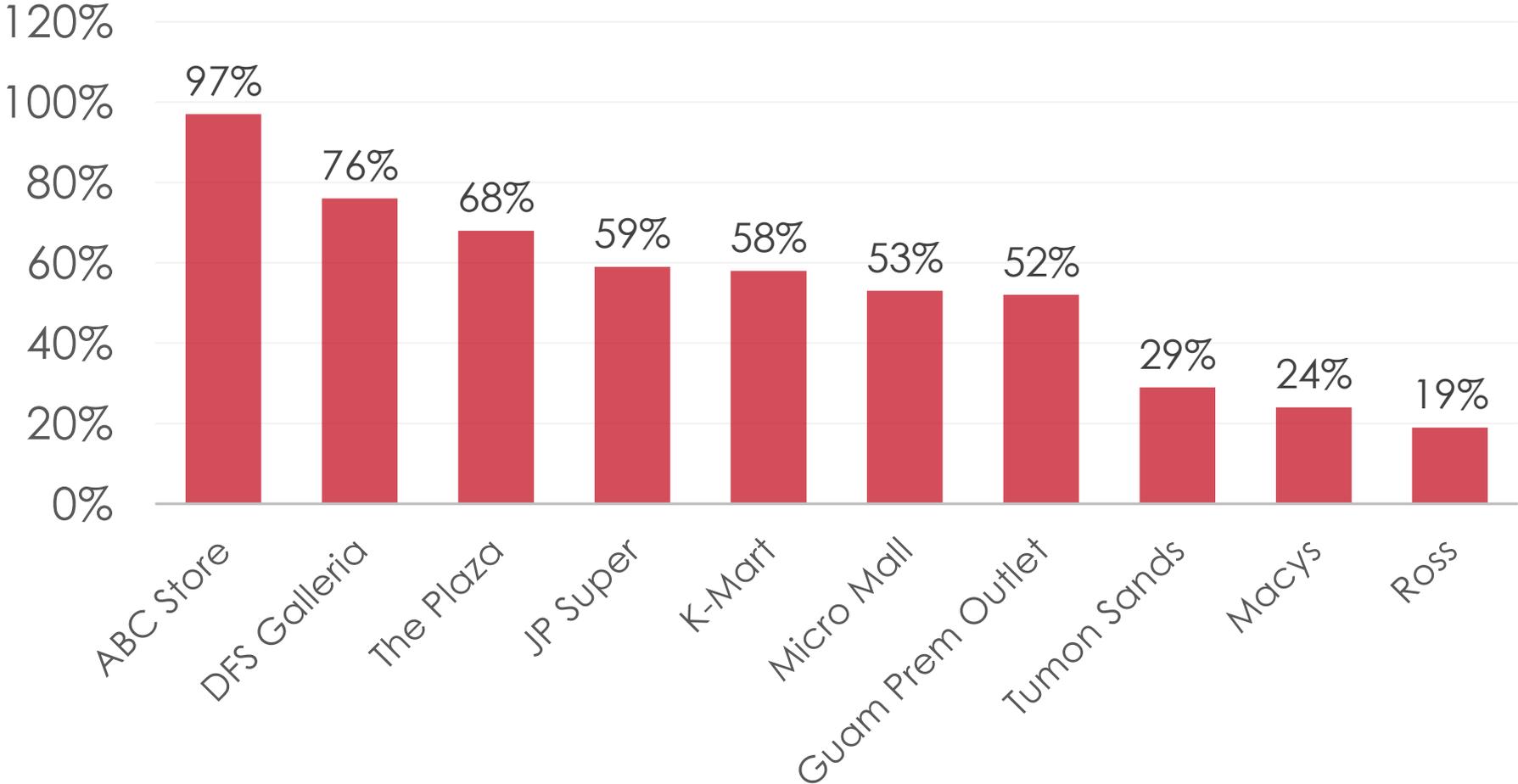
ACCOMMODATIONS – Satisfaction by Category



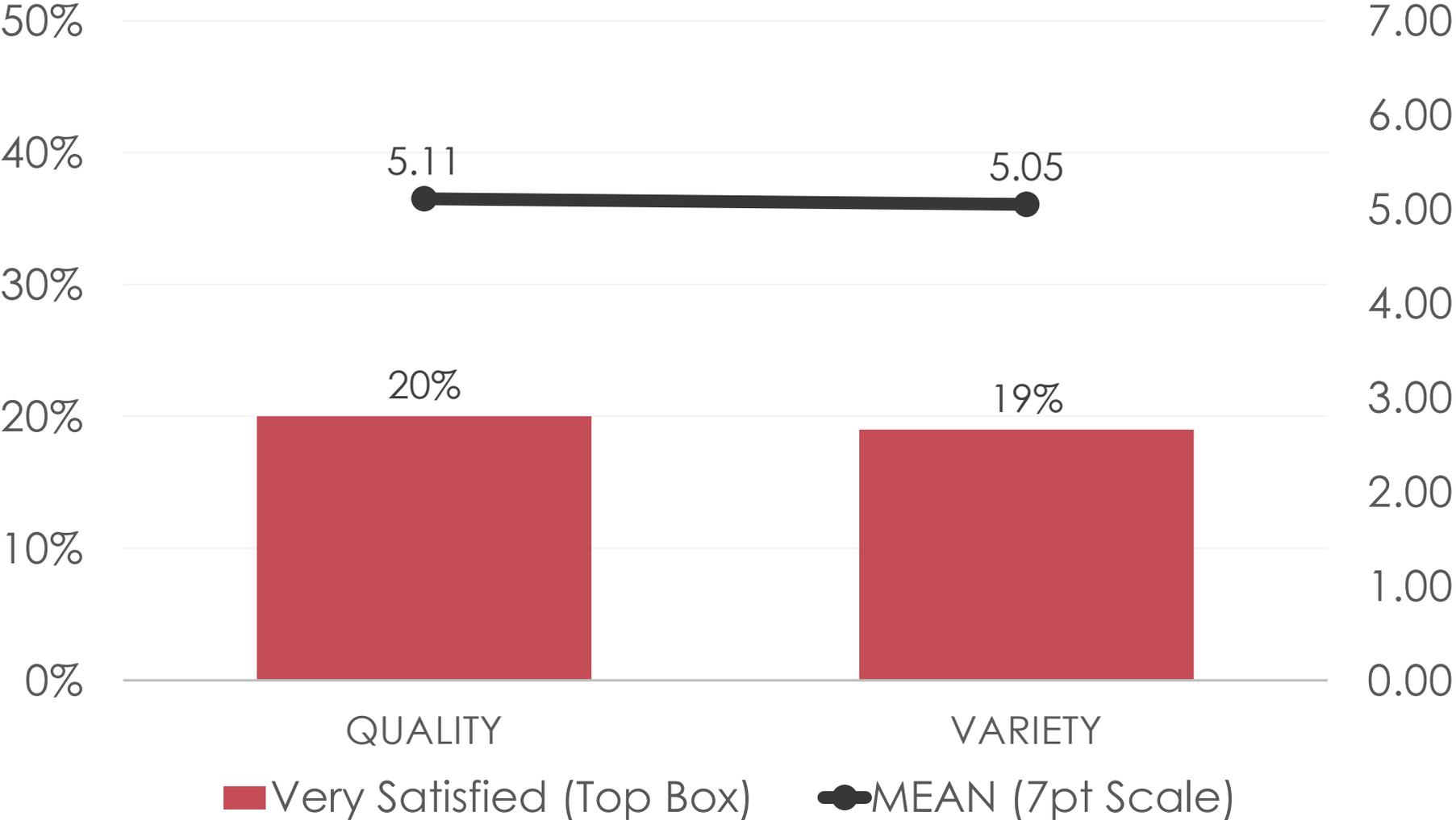
DINING EXPERIENCE (Outside Hotel) – Satisfaction by Category



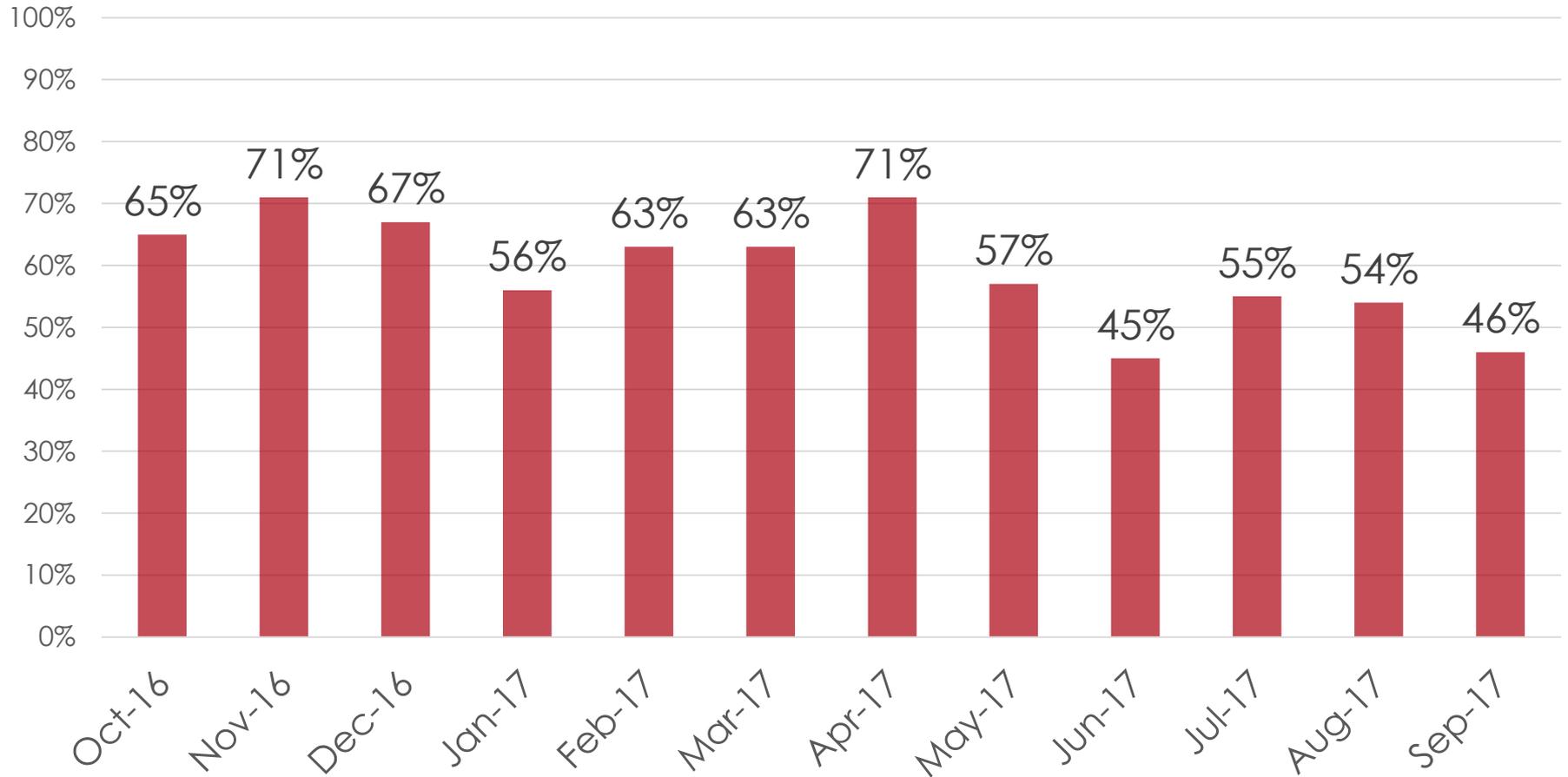
Shopping Malls/ Stores (Top Responses)



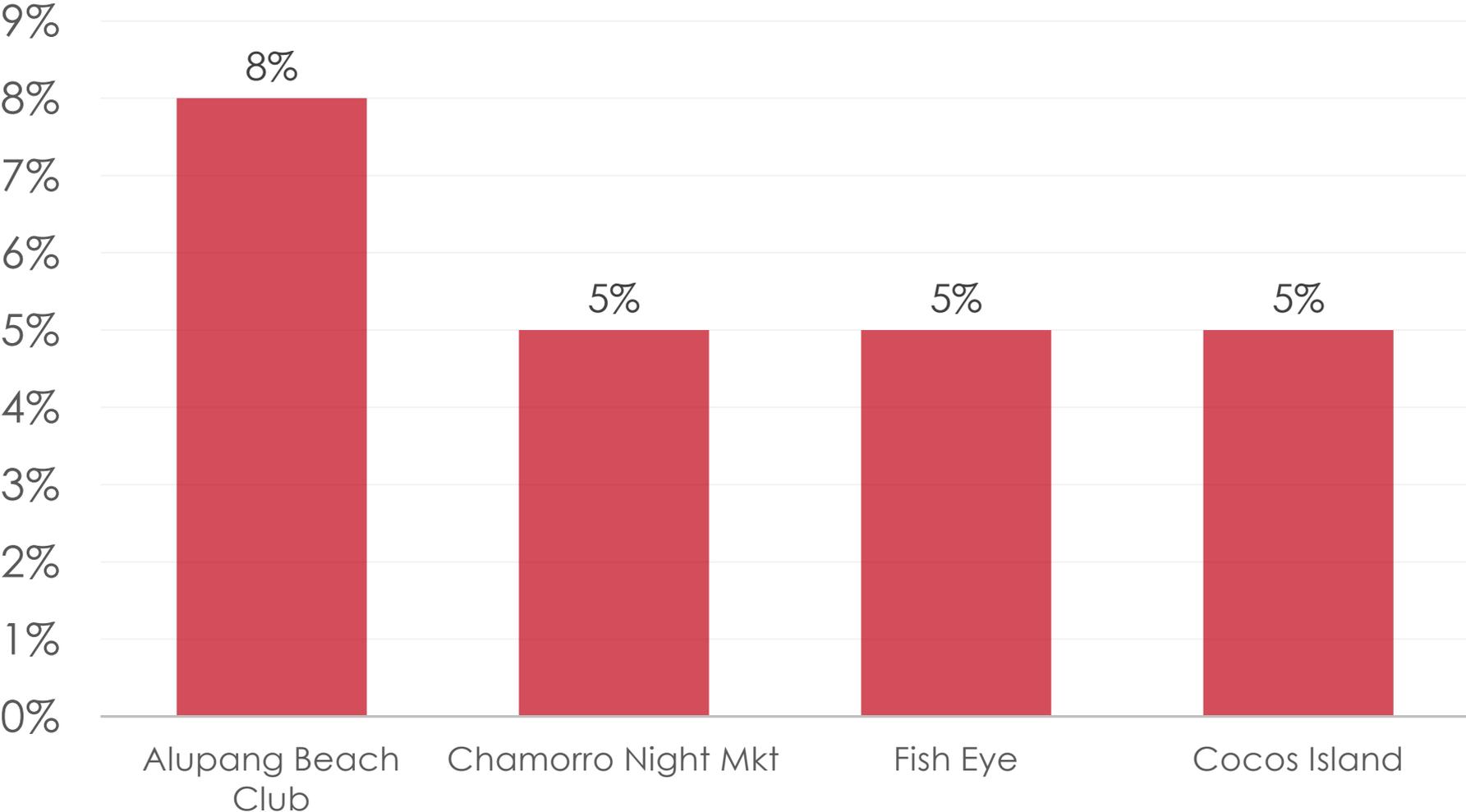
SHOPPING - SATISFACTION



OPTIONAL TOUR PARTICIPATION – FY2017 Tracking

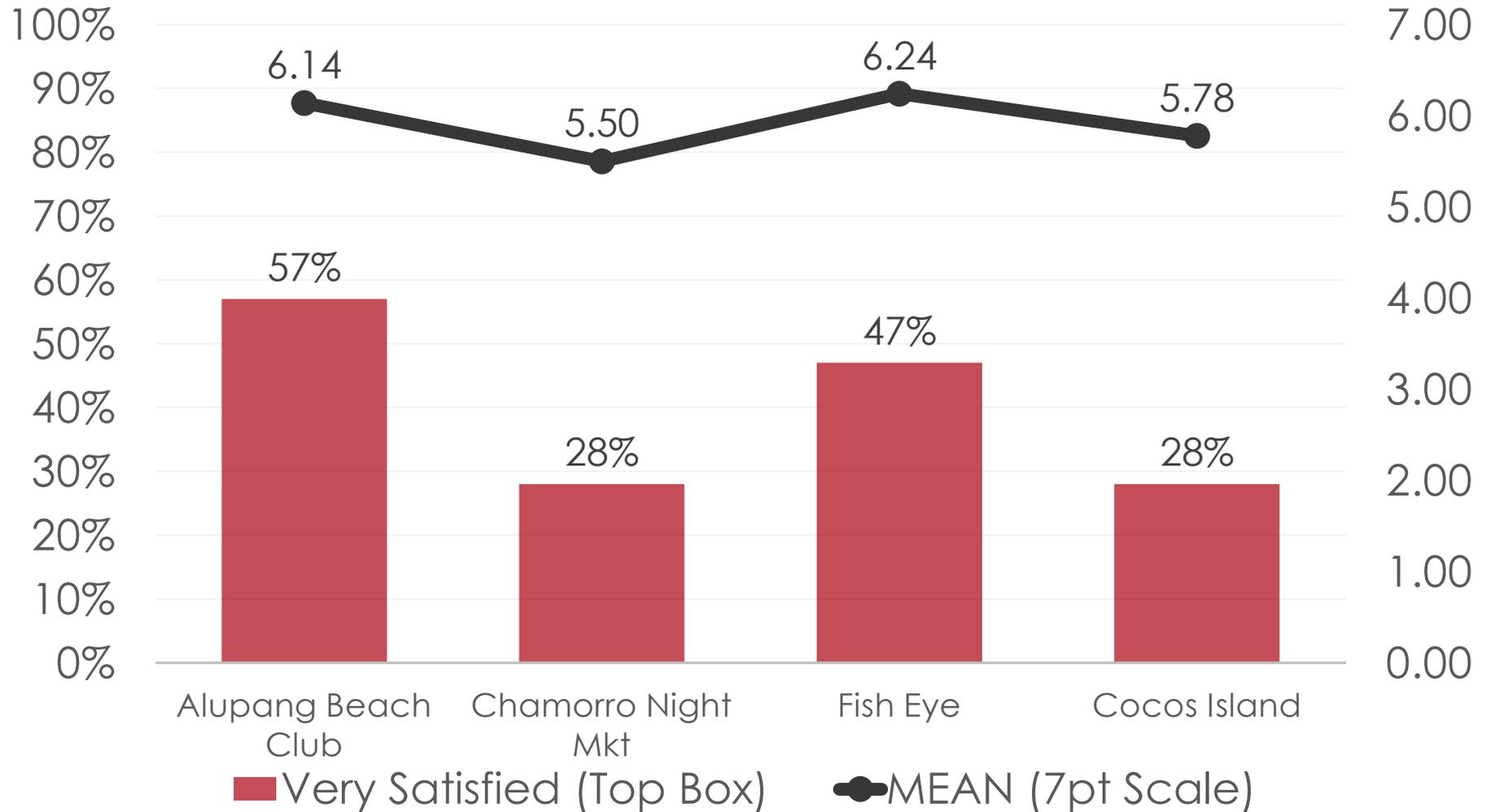


Optional Tour Participation (Top Responses)

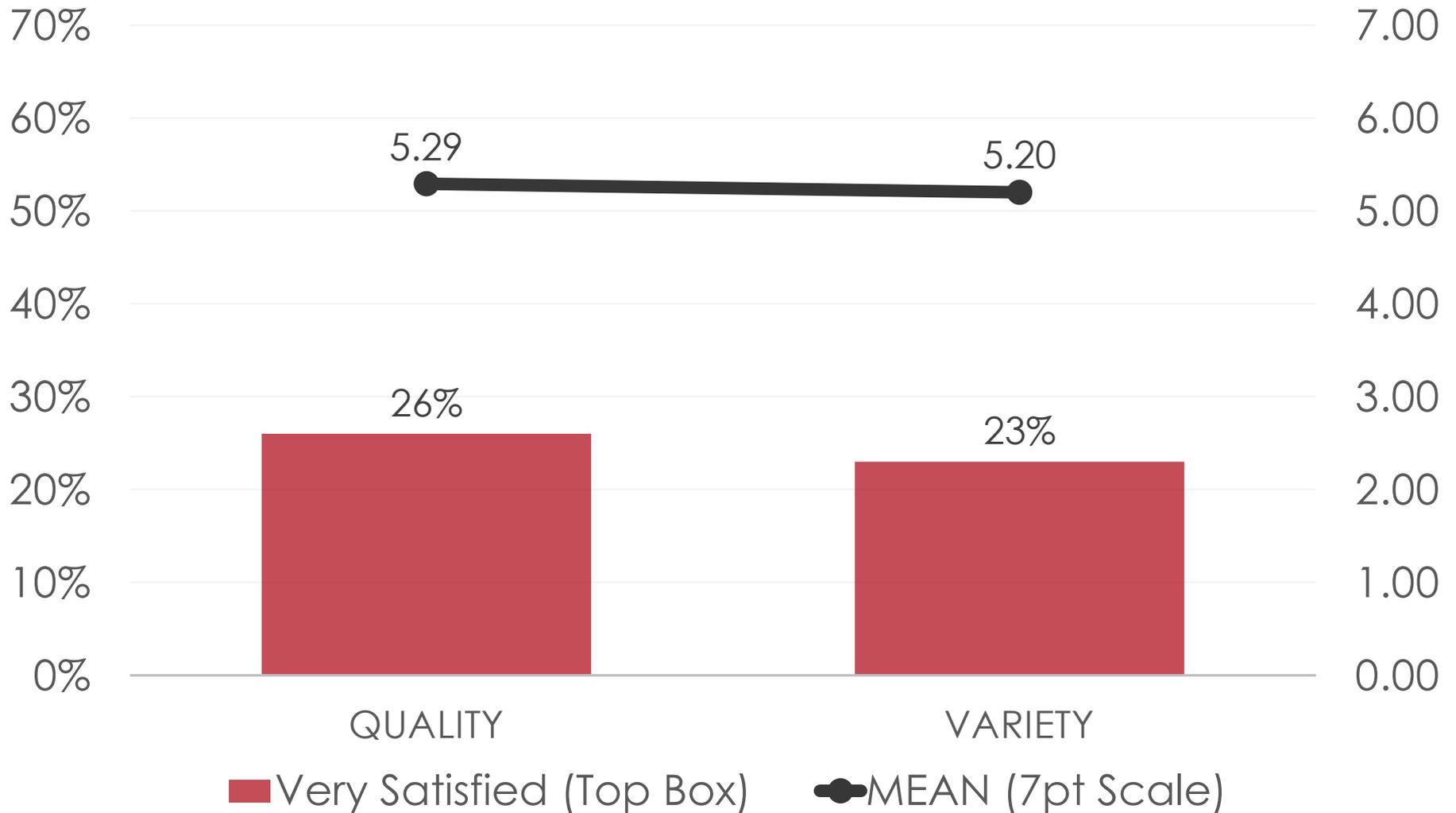


Optional Tour Satisfaction

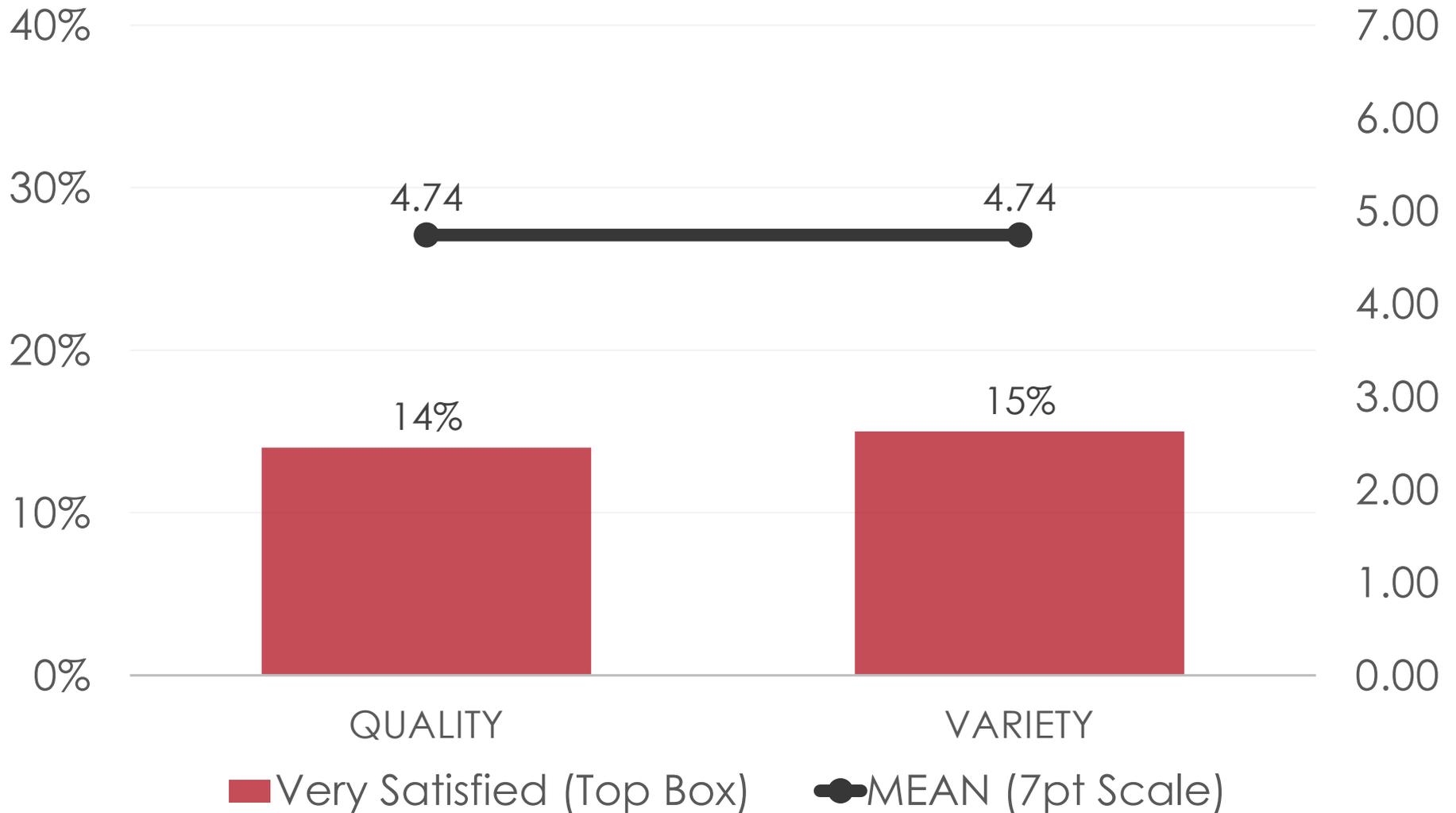
Top Responses only - Participation (5%+)



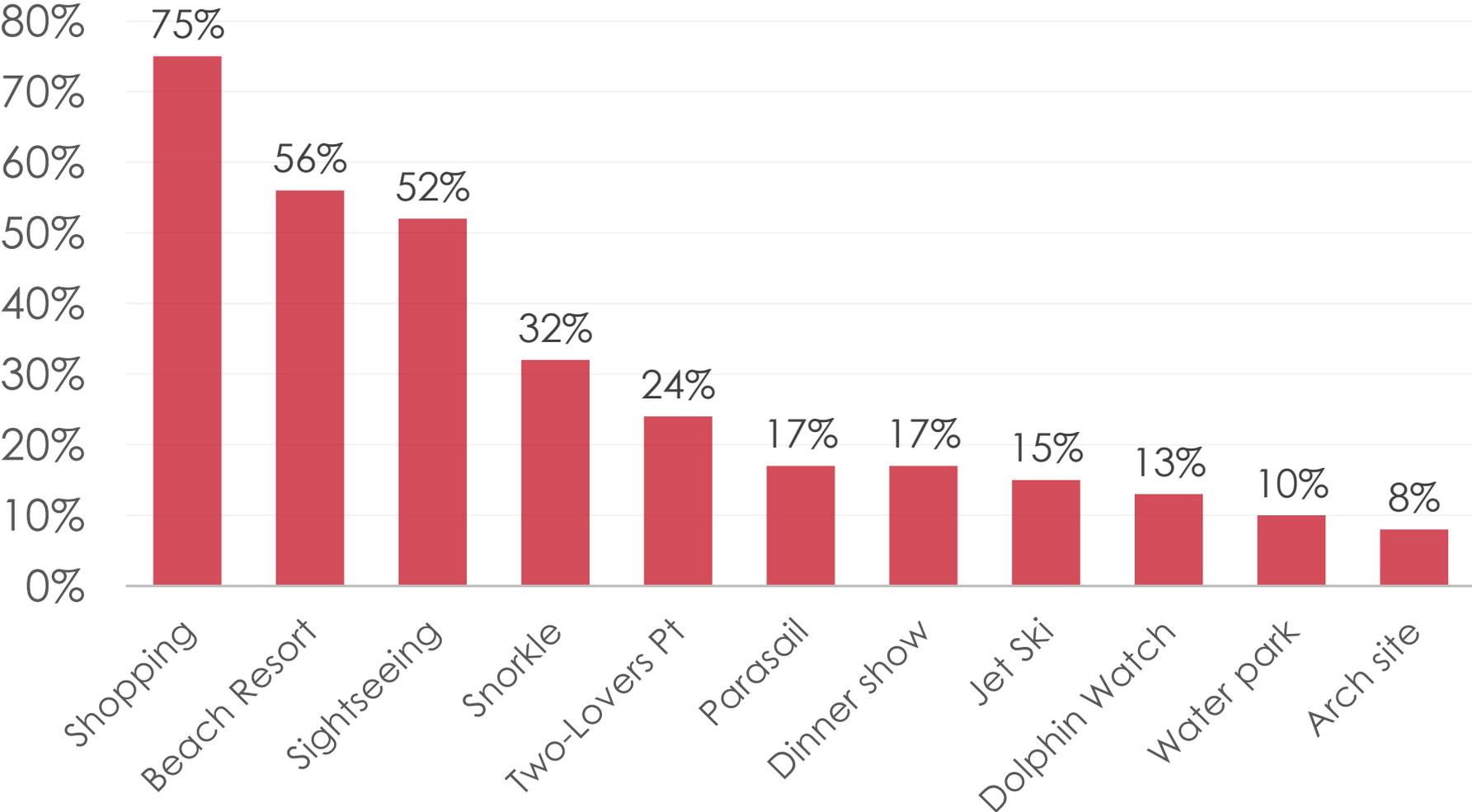
DAY TOUR - SATISFACTION



NIGHT TOUR - SATISFACTION

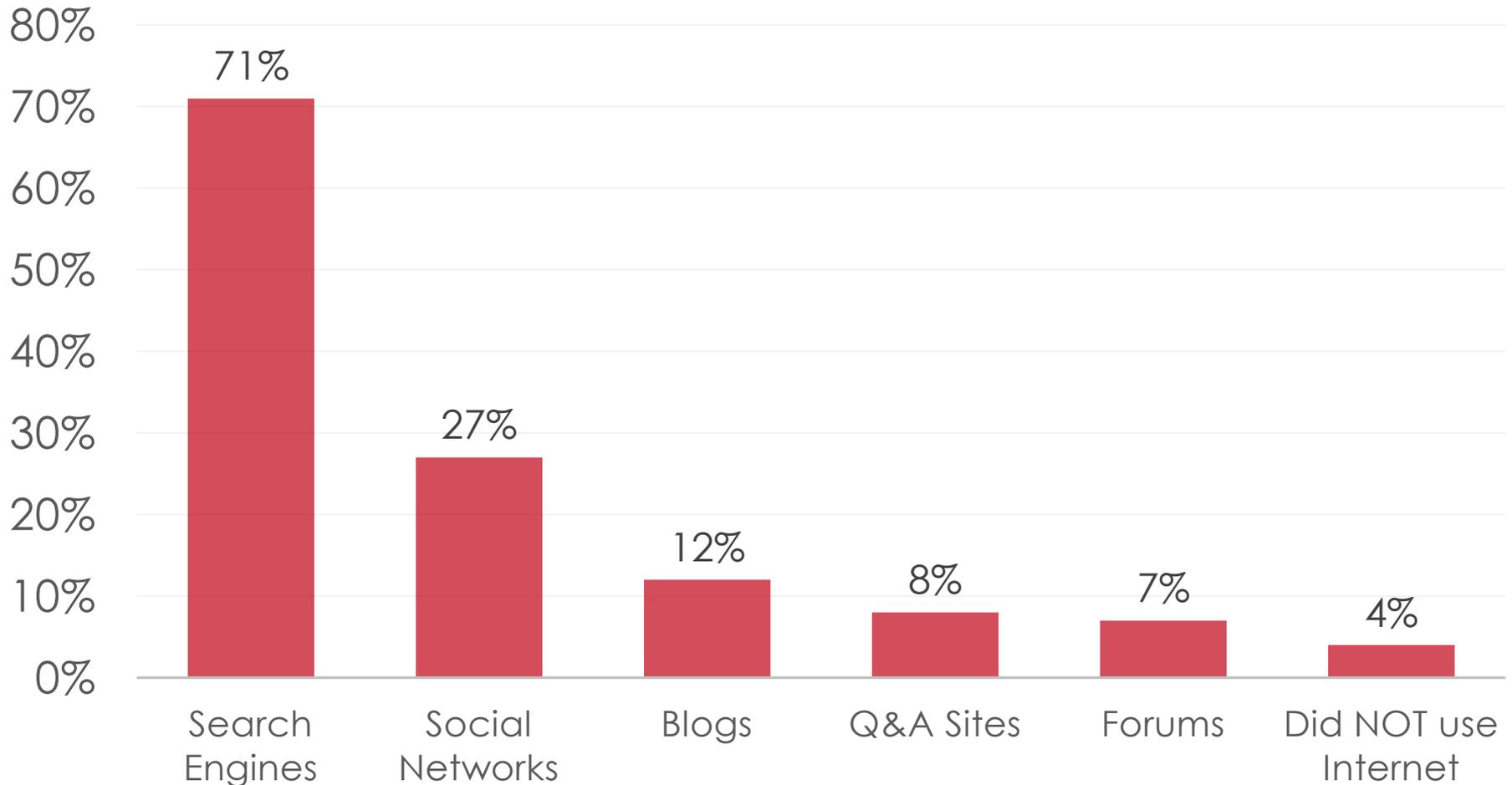


Activities Participation (Top Responses)



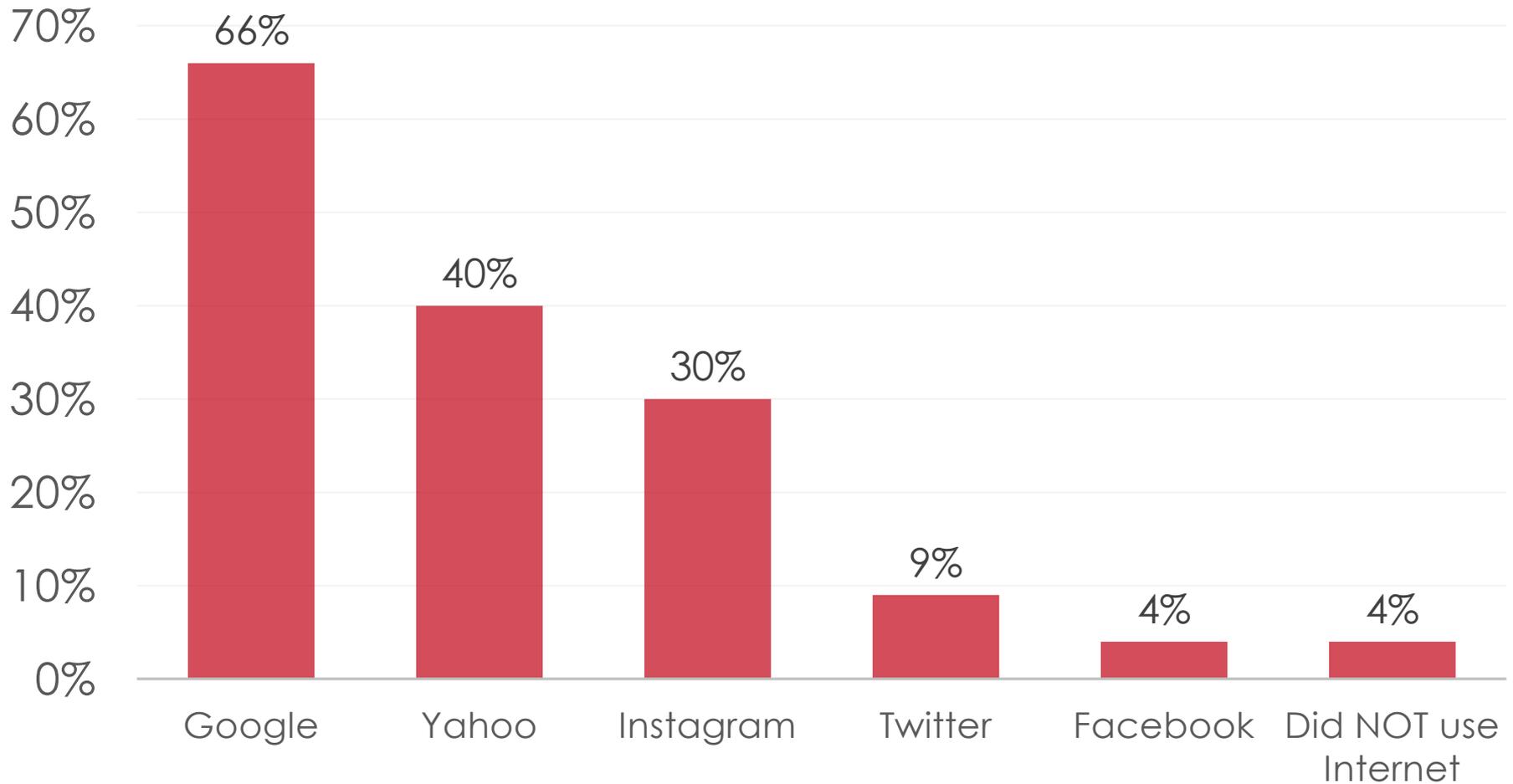
SECTION 5 PROMOTIONS

INTERNET- GUAM SOURCES OF INFORMATION



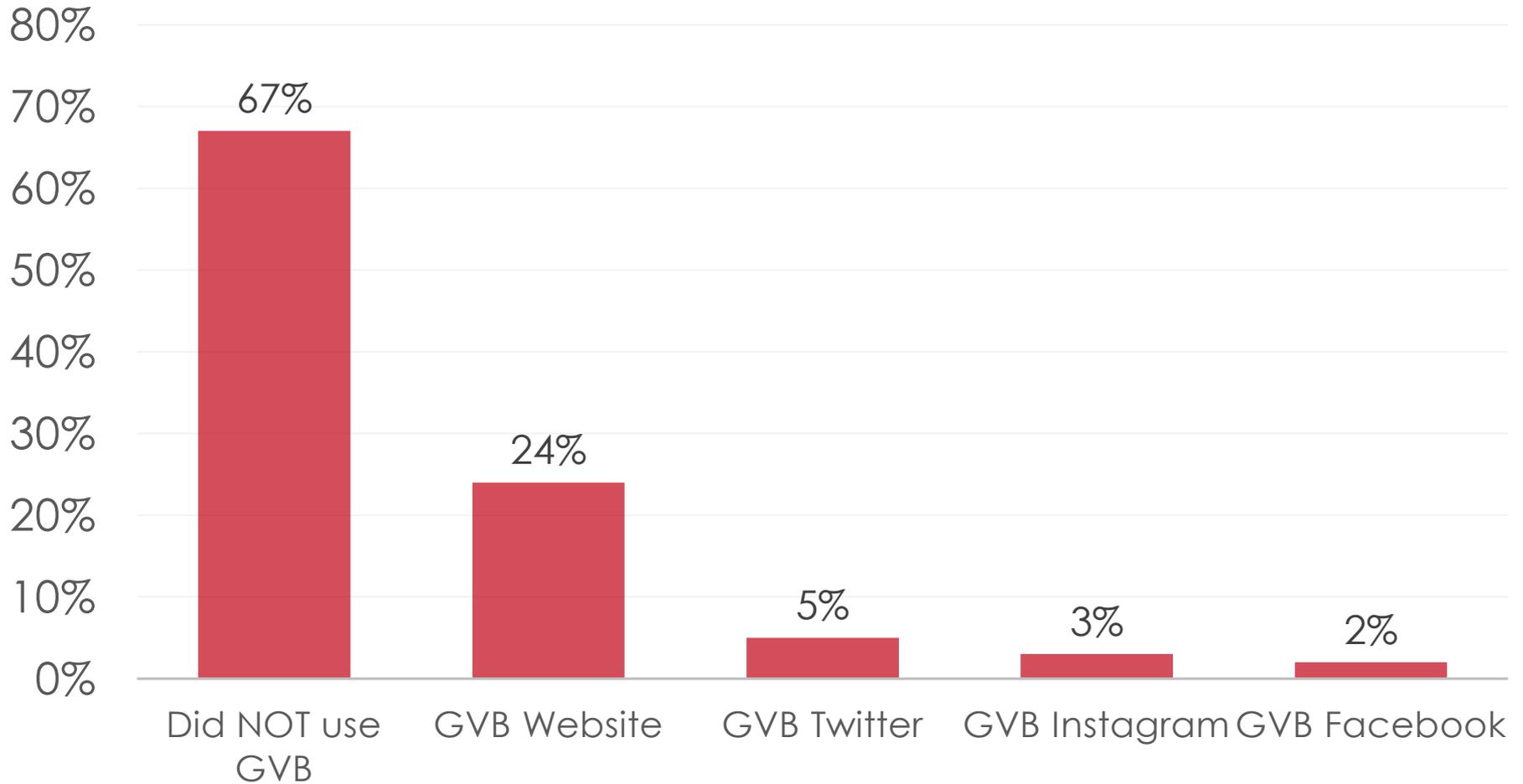
INTERNET- SOURCES OF INFORMATION

Things to do on Guam

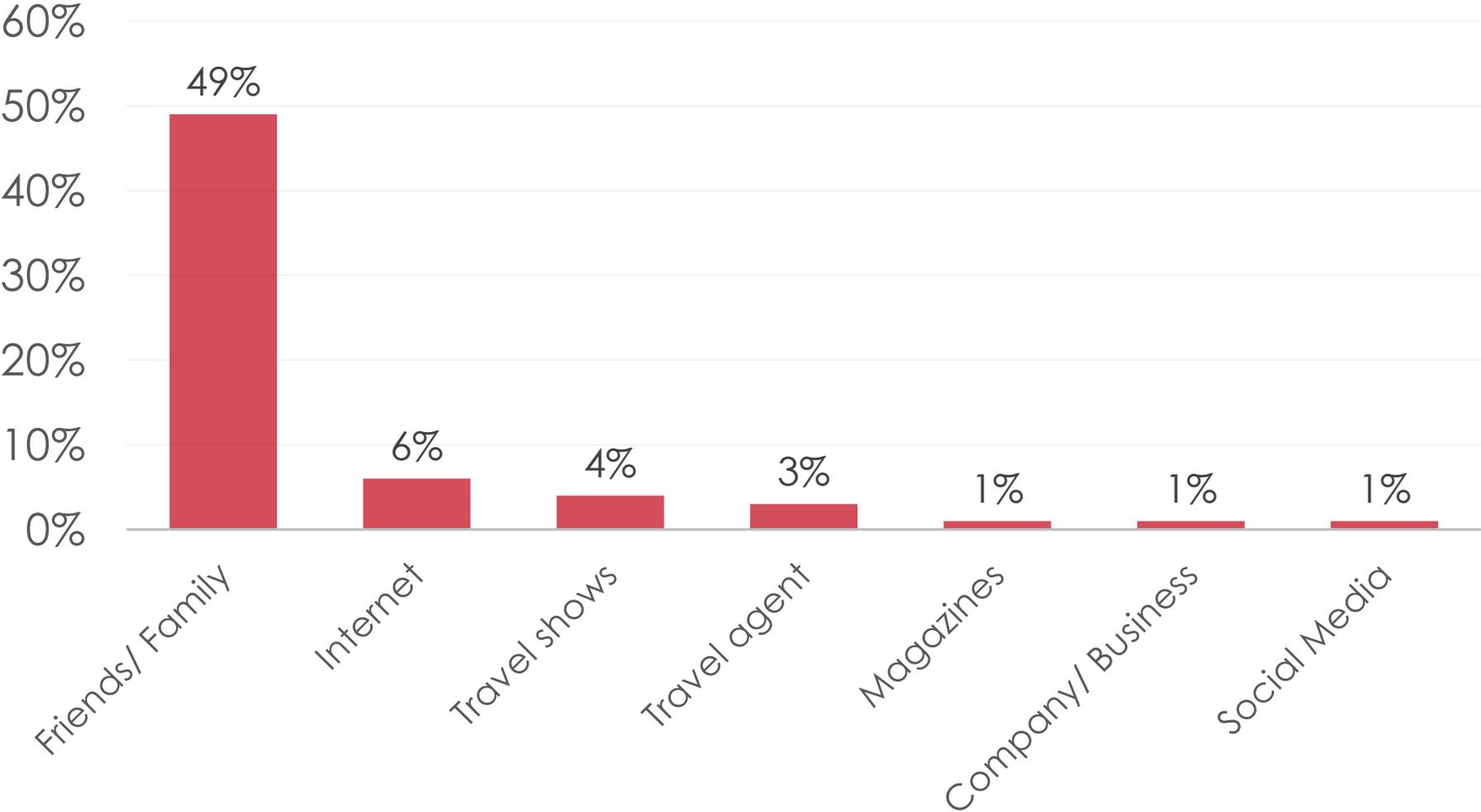


INTERNET- SOURCES OF INFORMATION

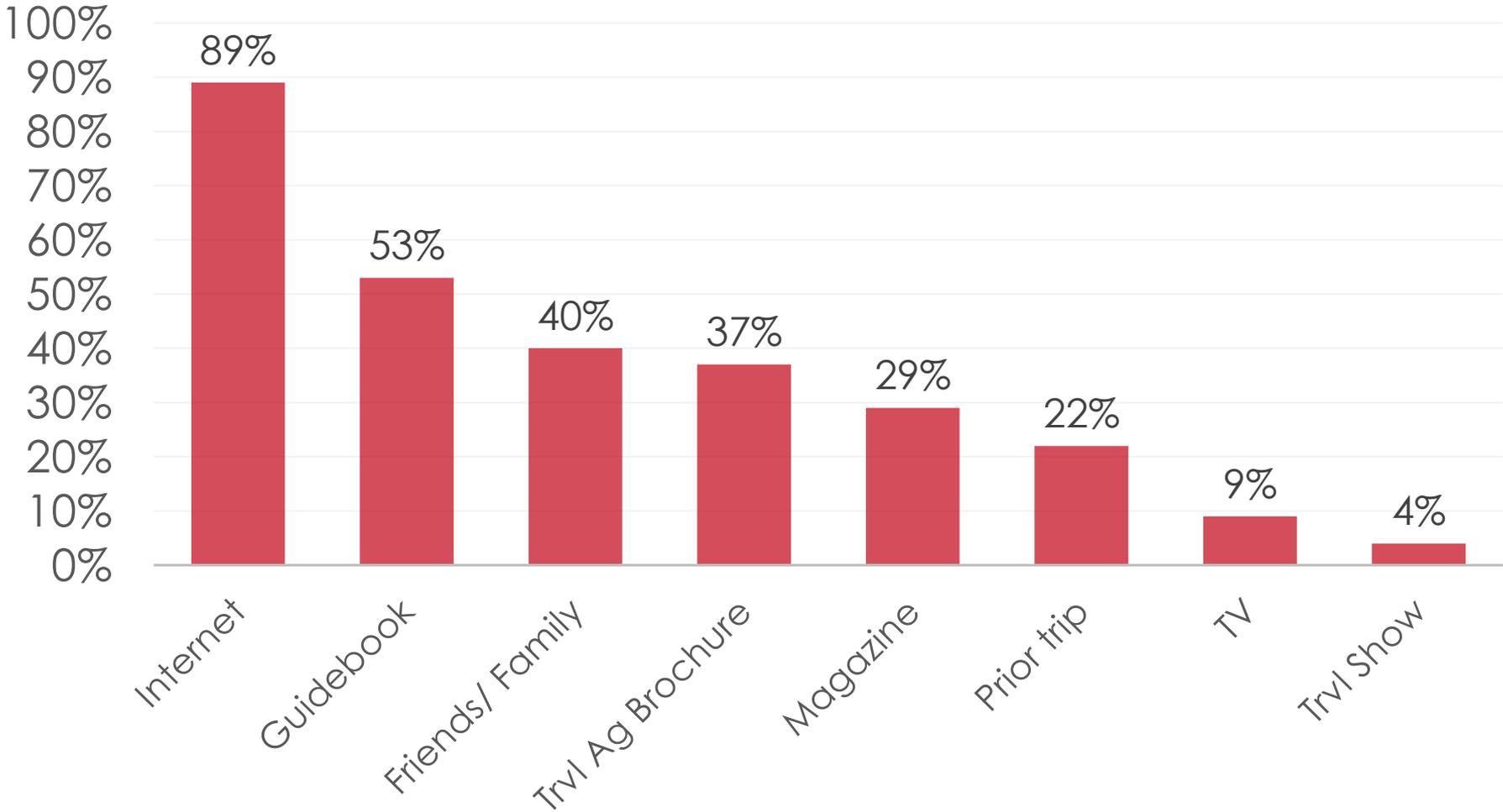
GVB



TRAVEL MOTIVATION



PRE-ARRIVAL SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION – Key Segments

GVB EXIT SURVEY

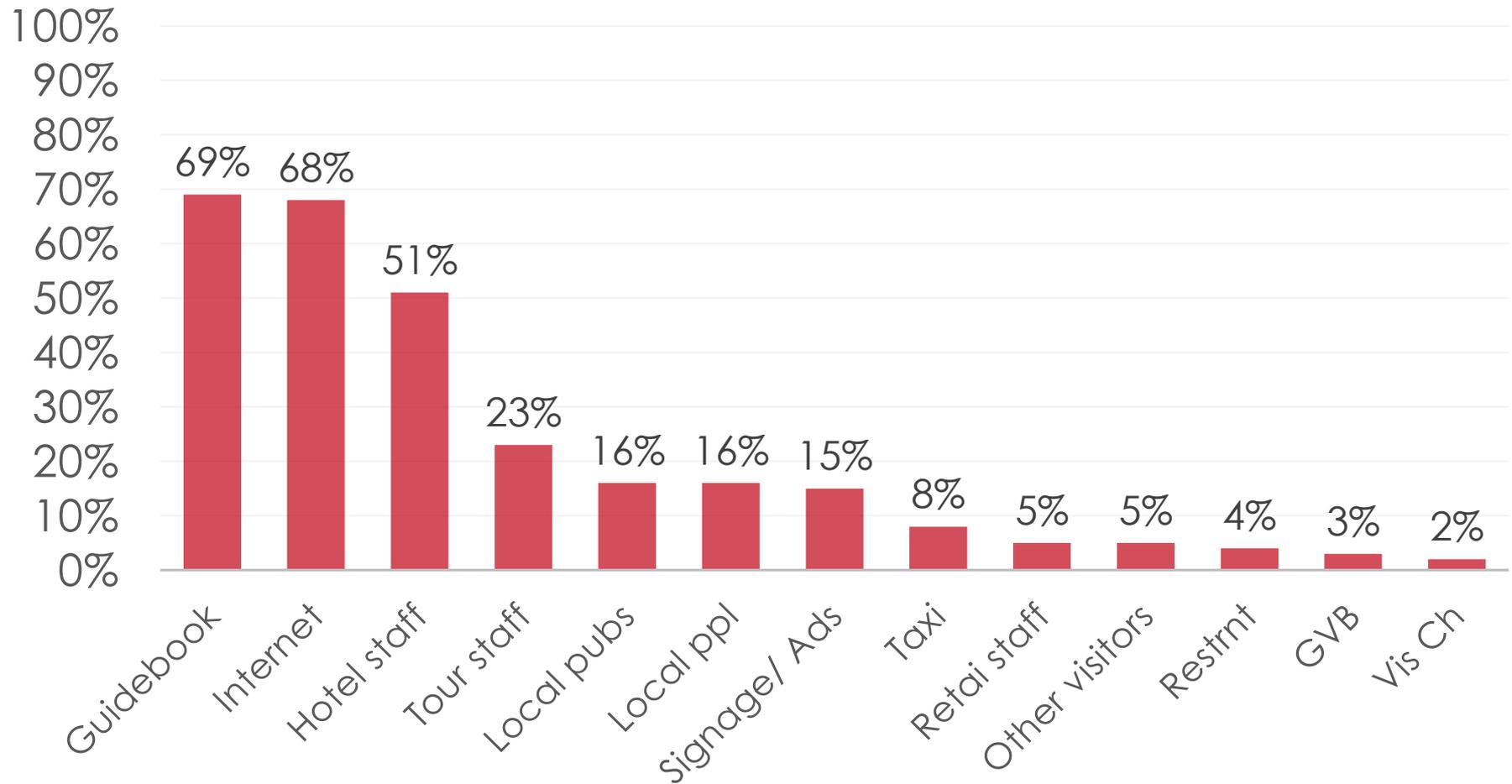
Q1 Please select the top three sources of information you used to find out about Guam before your trip:

	TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
	-	-	-	-	-	-	-	-
Q1 Internet/Mobile App	89%	89%	85%	90%	100%		100%	80%
Travel guide book at bookstores	53%	59%	48%	52%		100%	33%	59%
Friend or relative	40%	27%	31%	24%			33%	51%
Travel agent brochure	37%	41%	28%	40%			67%	38%
Magazine (consumer)	29%	29%	21%	29%	100%	100%	33%	31%
I have been to Guam before	22%	24%	57%	29%				13%
TV	9%	6%	9%	7%	100%			10%
Consumer travel shows	4%	4%	4%	7%				5%
Co-worker/ company travel department	3%	3%	2%				17%	2%
Guam Visitors Bureau office	1%	2%	2%	5%			17%	
Guam Visitors Bureau promotional activities	1%	2%	2%	5%		100%		2%
Travel trade shows	1%	2%	1%	5%				
Newspaper	1%	1%	1%					2%
Radio	1%	1%	1%					1%
Total	350	112	137	42	1	1	6	91

Prepared by Anthology Research

ONISLE

SOURCES OF INFORMATION



ON-ISLE SOURCES OF INFORMATION – Key Segments

GVB EXIT SURVEY

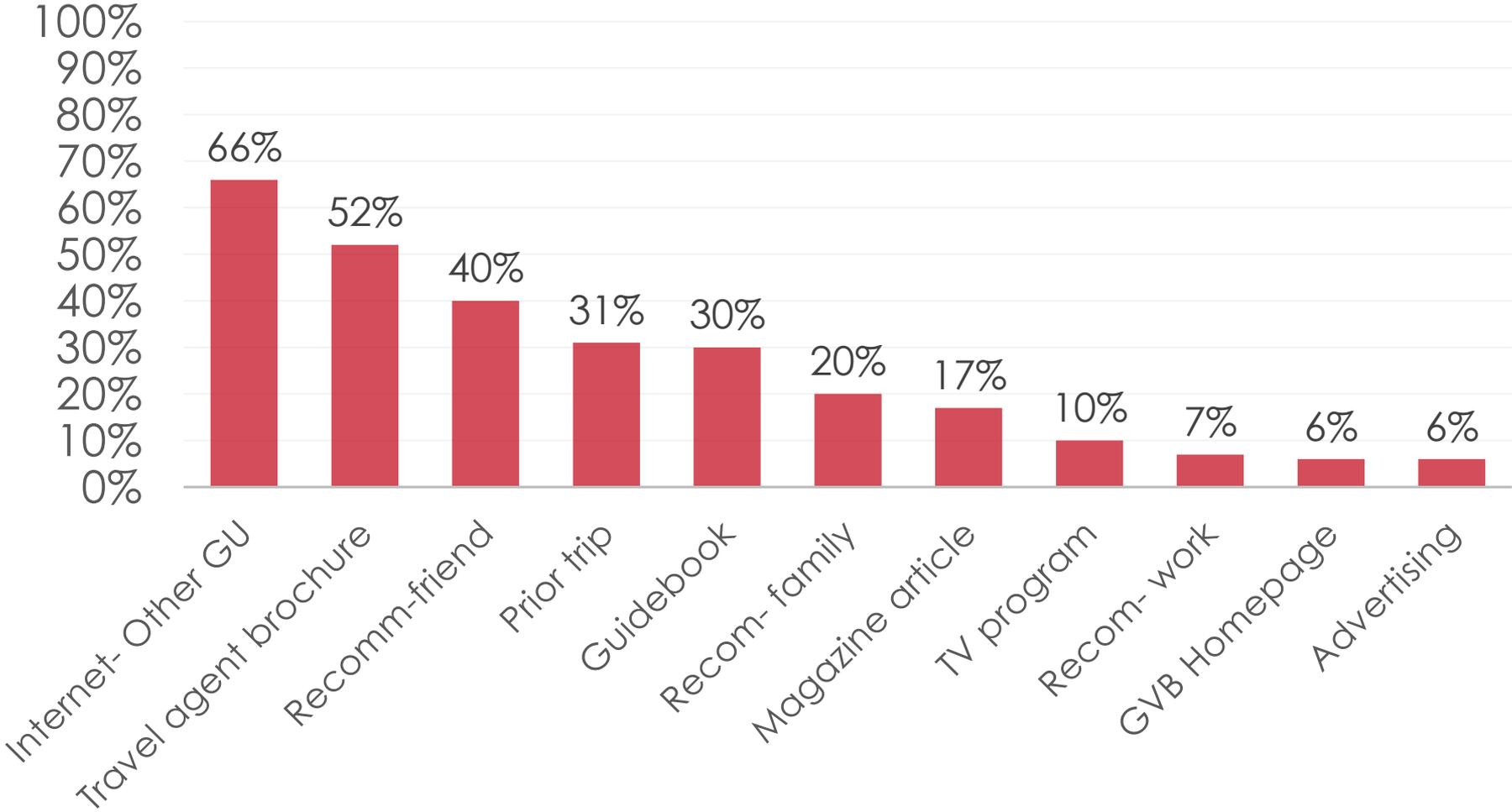
Q2 Please select the top three sources of information you used to find out about Guam while you were here:

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
Q2	Guide books I brought with me	69%	69%	61%	76%	100%		67%	79%
	Internet/Mobile App	68%	72%	67%	76%	100%	100%	67%	44%
	Hotel staff	51%	43%	47%	36%			67%	65%
	Tour staff	23%	30%	26%	31%	100%		67%	18%
	Local people	16%	15%	19%	12%				18%
	Local publication	16%	16%	17%	10%		100%	17%	22%
	Signs/ advertisement	15%	14%	15%	17%				29%
	Taxi drivers	8%	6%	9%	5%				5%
	Retail staff	5%	7%	4%	5%				2%
	Other visitors	5%	3%	7%				17%	3%
	Restaurant staff (outside hotel)	4%	1%	4%	2%				3%
	Guam Visitors Bureau	3%	2%	4%	5%		100%		2%
	Visitors channel	2%	3%	2%					1%
	Total	350	112	137	42	1	1	6	91

Prepared by Anthology Research

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?

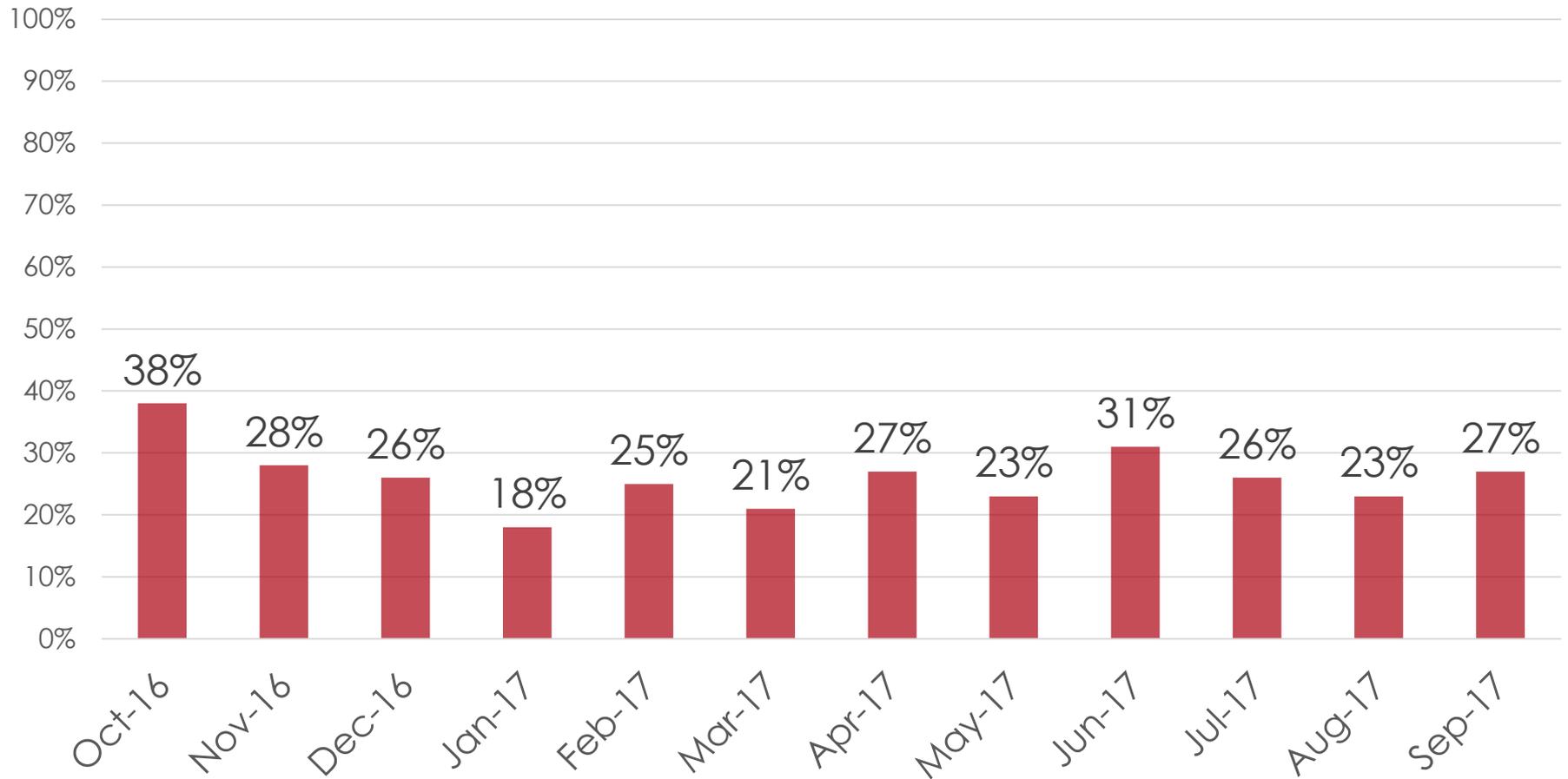
		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
Q5C	Other Guam-related information on internet	66%	63%	63%	60%			83%	56%
	Travel agent brochure	52%	51%	36%	36%			67%	56%
	Recommendation by friend	40%	20%	26%	36%			17%	51%
	I have been to Guam before	31%	35%	79%	45%	100%			26%
	Travel Guide Book at bookstores	30%	32%	24%	29%	100%	100%	33%	22%
	Recommendation by family or relatives	20%	35%	15%	14%	100%		33%	34%
	Magazine article	17%	19%	13%	12%		100%	17%	16%
	TV program	10%	10%	9%	14%				3%
	Recommendation by co-worker	7%	5%	4%	5%				14%
	GVB Japan Home Page	6%	5%	5%	10%		100%		8%
	Advertisement	6%	8%	4%	5%			50%	2%
	Newspaper article	1%	1%	1%	2%				1%
	Guam Visitors Bureau promotional activities	1%	2%	1%					1%
	Guam Fiesta show	0%	1%						
	Guam Visitors Bureau Office	0%							1%
	Podcasts	0%	1%	1%					
	Total	349	111	137	42	1	1	6	91

Prepared by Anthology Research

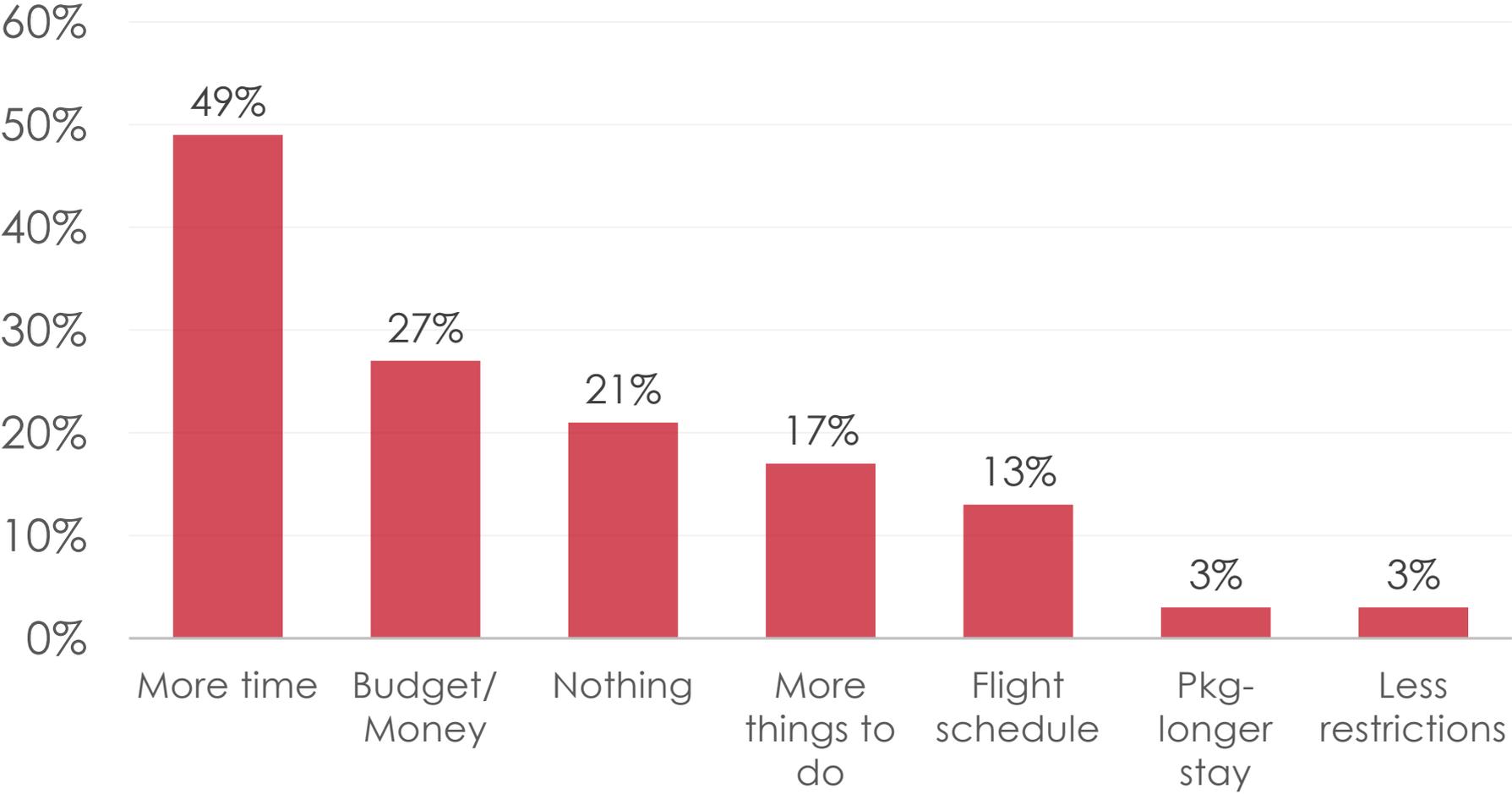
SECTION 6

FUTURE TRAVEL TO GUAM

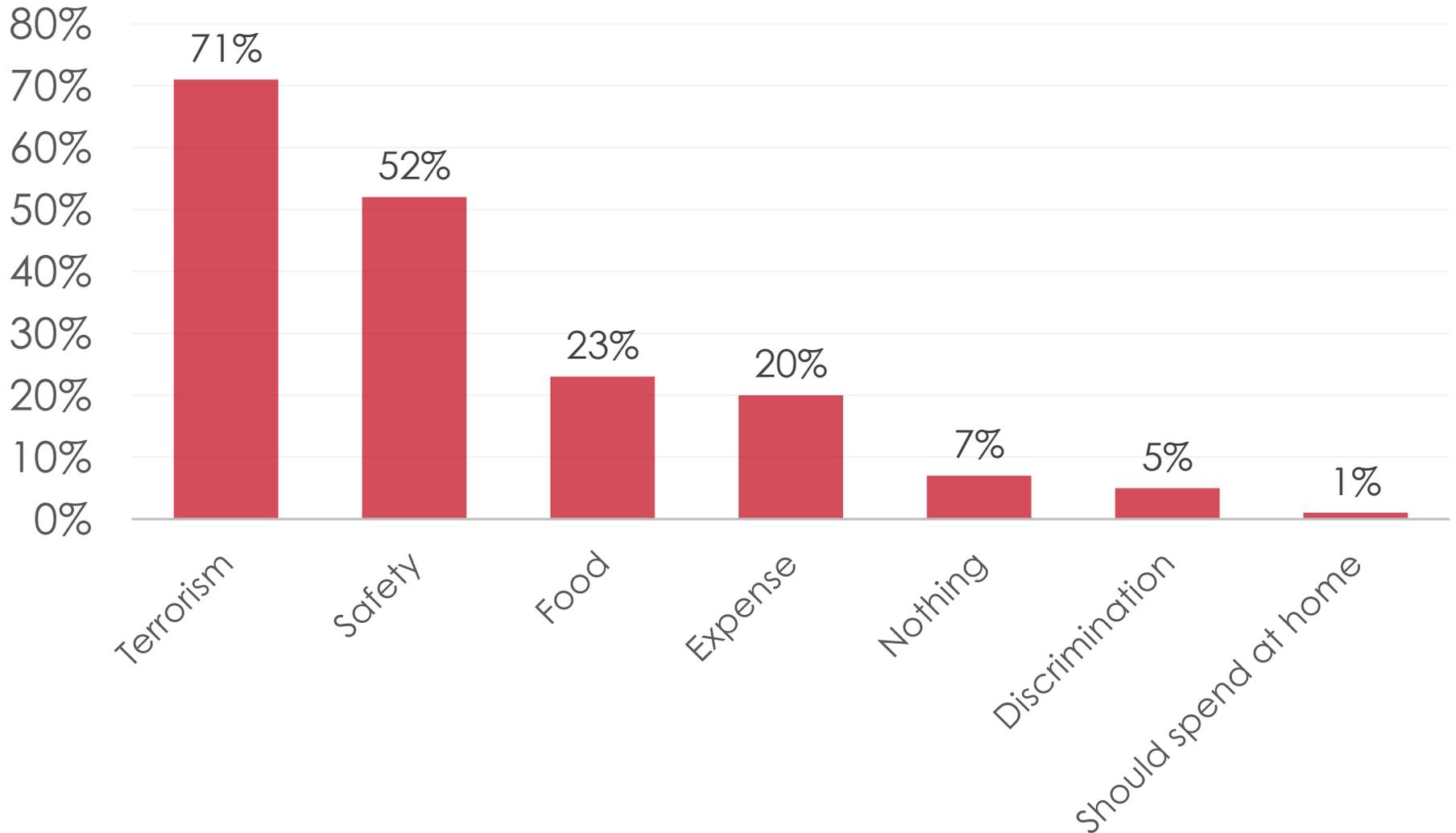
Will security screening/ immigration at Guam Airport impact future travel to Guam?



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



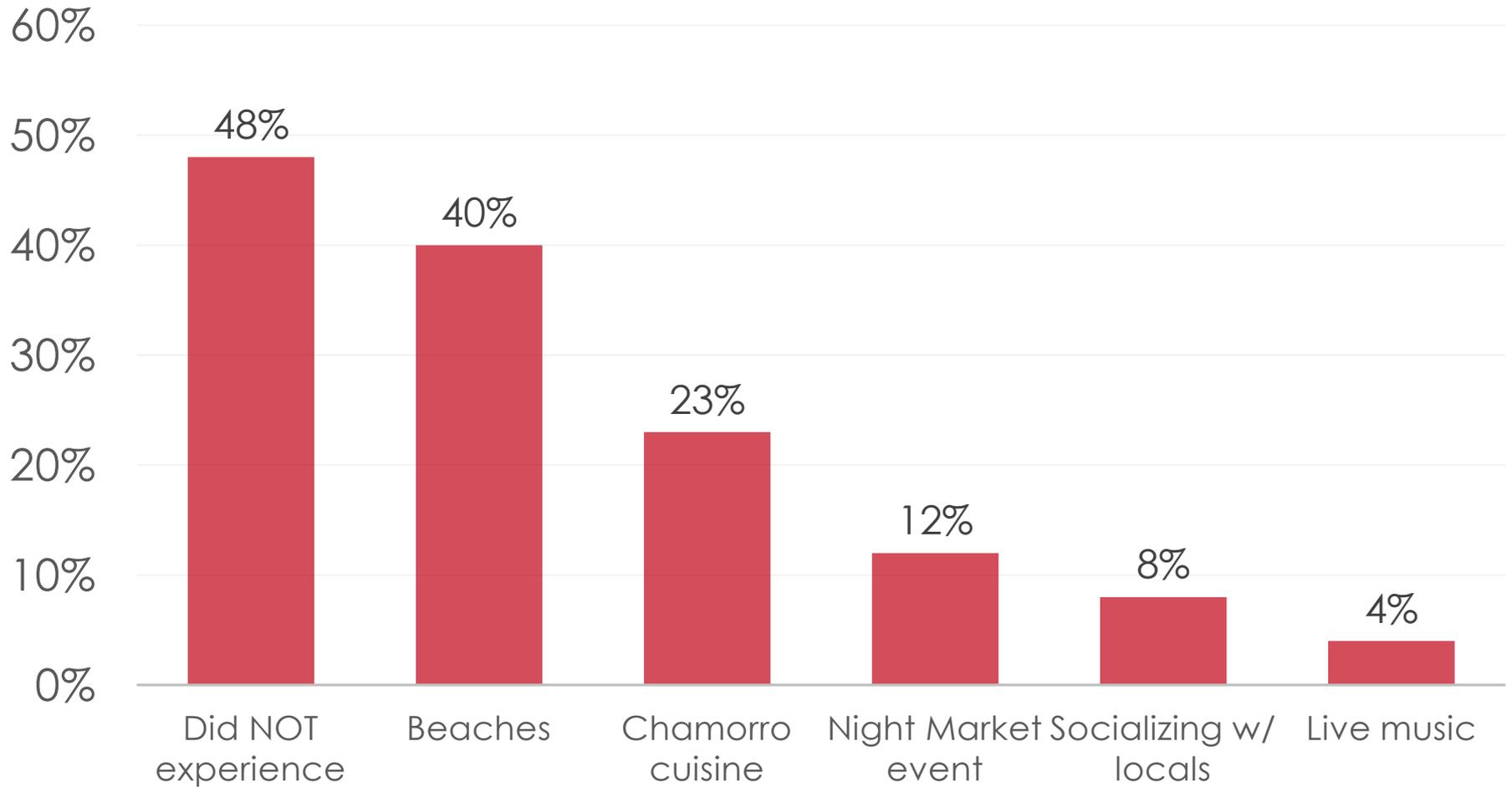
FUTURE TRAVEL CONCERNS



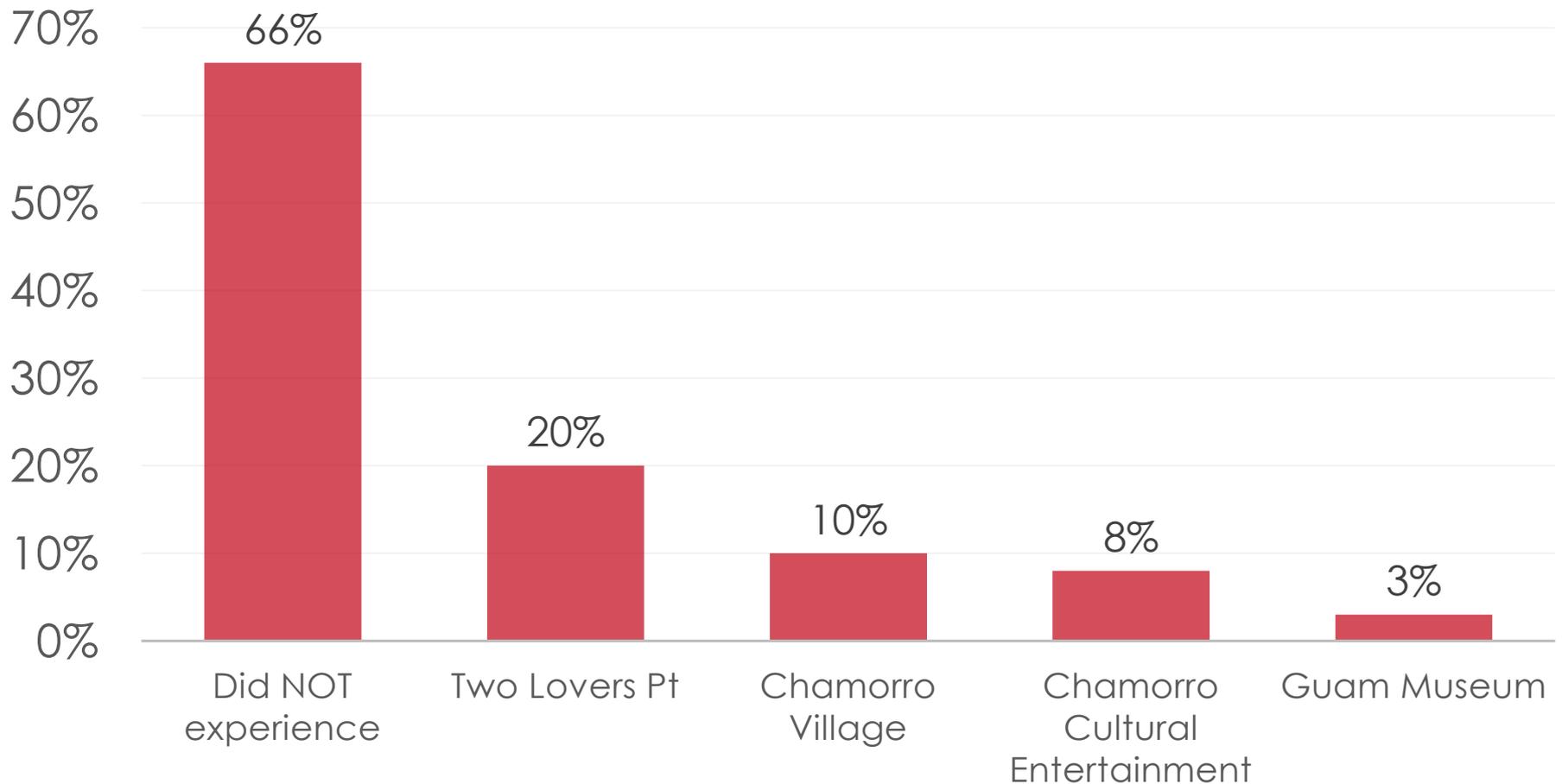
SECTION 7

GUAM CULTURE

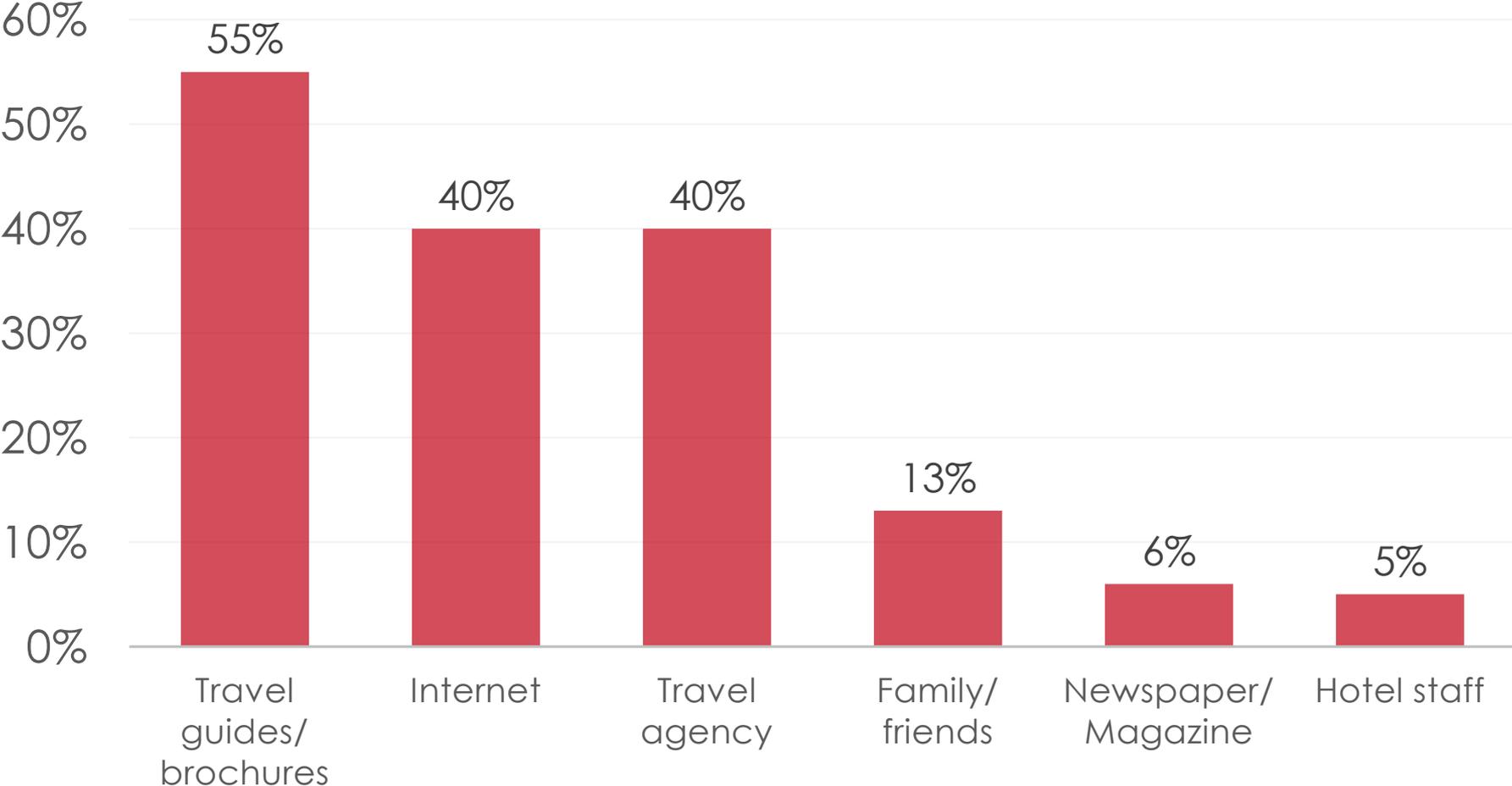
EXPERIENCED- CHAMORRO/ HAFA ADAI SPIRIT



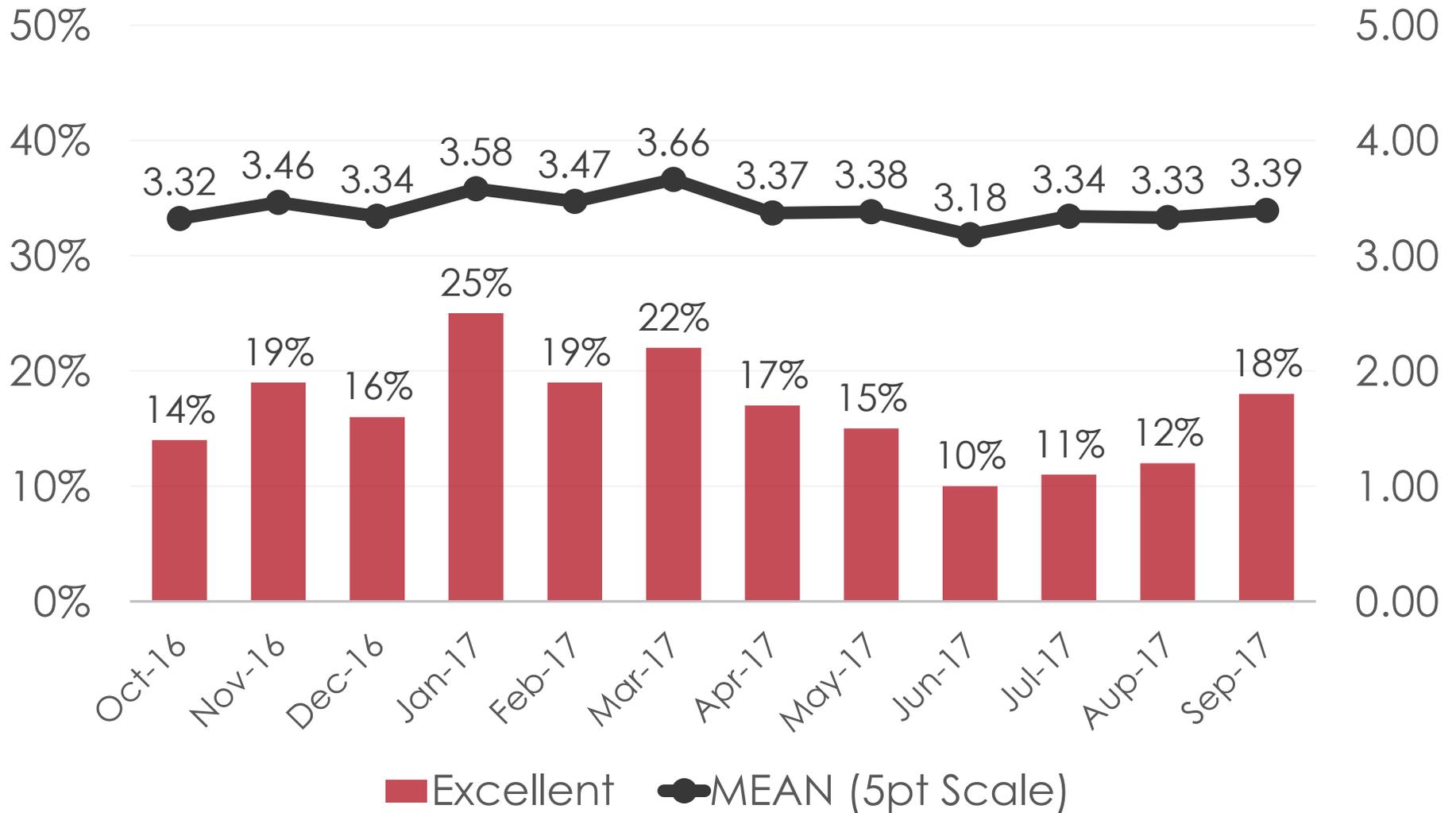
EXPERIENCED- OTHER CULTURAL ACTIVITY/EVENTS



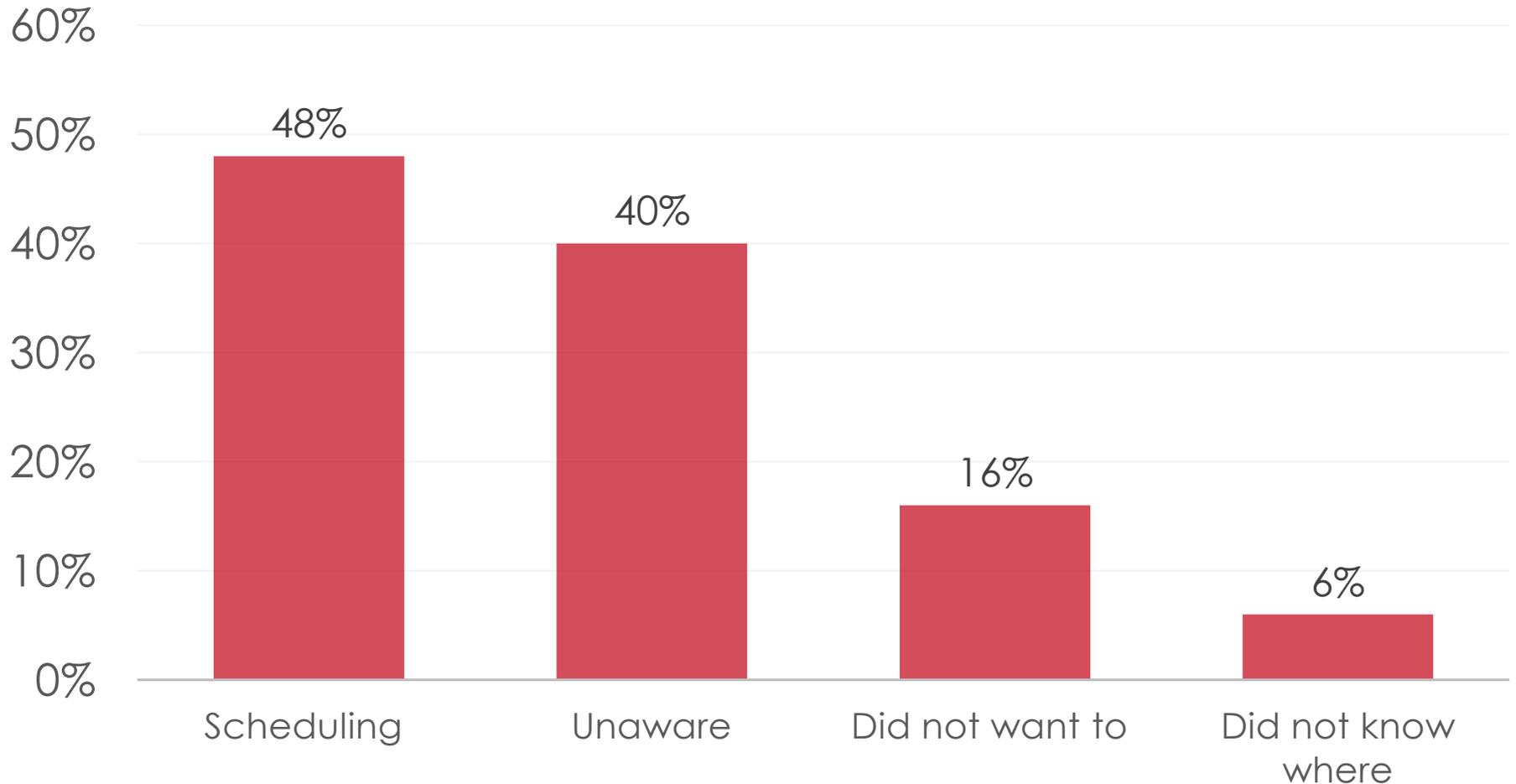
SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS



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, Jun, Jul, Aug, Sep 2017, and Overall Oct 2016 - Sep 2017													
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Combined Oct 2016 - Sep 2017
Drivers:	rank												
Quality & Cleanliness of beaches & parks		4	5			1	2		4	3	3		4
Ease of getting around								3					6
Safety walking around at night										5			
Quality of daytime tours			4		4								8
Variety of daytime tours													
Quality of nighttime tours													9
Variety of nighttime tours													
Quality of shopping	2		2	3			3	2				3	
Variety of shopping		6			3	2			2	4			3
Price of things on Guam													
Quality of hotel accommodations	3	3		4	5	3			5	2	2	4	2
Quality/cleanliness of air, sky		5	3				4						10
Quality/cleanliness of parks											5		11
Quality of landscape in Tumon		2			2			1	1				7
Quality of landscape in Guam			1	1		4	1		6	1	1	1	1
Quality of ground handler	1	1							3		4		5
Quality/cleanliness of transportation vehicles	4			2	1							2	12
% of Overall Satisfaction Accounted For	64.7%	55.2%	43.2%	41.1%	43.4%	50.1%	59.7%	42.0%	57.4%	58.4%	55.6%	45.9%	51.8%

NOTE: Only significant drivers are included.

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Japan visitor's experience on Guam is driven by four significant factors in the September 2017 Period. By rank order they are:
 - **Quality of landscape in Guam,**
 - **Quality/cleanliness of transportation vehicles,**
 - **Quality of shopping, and**
 - **Quality of hotel accommodations.**
- With all four factors the overall r^2 is .459 meaning that **45.9% 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, Jun, Jul, Aug, Sep 2017 and Overall Oct 2016-Sep 2017

	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Combined Oct 2016-Sep 2017
Drivers:	rank												
Quality & Cleanliness of beaches & parks				1									
Ease of getting around				3							3	1	2
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		1
Variety of shopping											2		
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								
% of Per Person On Island Expenditures Accounted For	2.7%	1.8%	0.0%	10.0%	5.6%	0.0%	4.4%	0.0%	0.0%	0.0%	11.4%	1.2%	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 one significant factor in the September 2017 Period. It is:
 - **Ease of getting around.**
- With this factor, the overall r^2 is .012 meaning that **1.2% of per person on island expenditure is accounted for by this factor.**