



# Guam Visitors Bureau

## Japan Visitor Tracker Exit Profile & Market Segmentation Report

FY2019 - QTR.2 (JAN-MAR 2019)

[ANTHOLOGY®]  
RESEARCH



# Background and Methodology

- All surveys were partially interviewer 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 1,084 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 1,084 is +/- 2.98 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 +/- 2.98 percentage points.



# Objectives

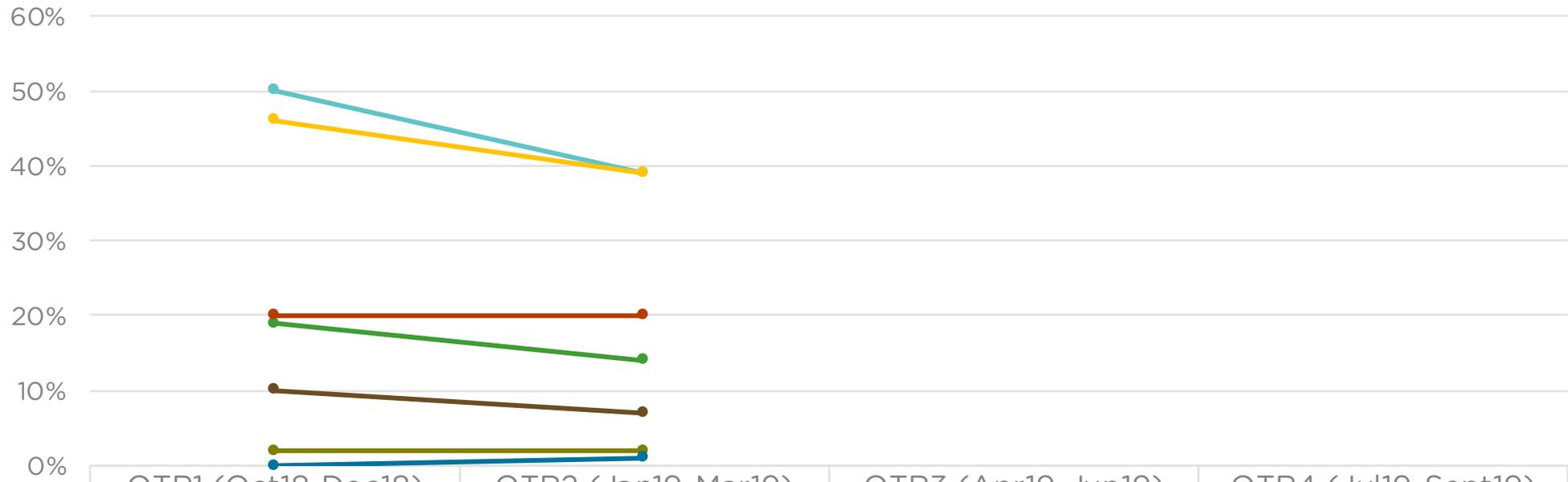
- To monitor the effectiveness of the Japan seasonal campaigns in attracting Japanese visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Japan marketing plan.
- Identify significant determinants of visitor satisfaction, 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 (Q11 Traveling w/ spouse/ child/ other family)
    - Office Lady/ Salary Woman (Gender/ D1 Office worker- non-managerial)
    - Group Tour (Q12)
    - MICE (Q8 Convention/ Conference/ Trade Show/ Incentive Trip)
    - Silver (QF Age 60+)
    - Wedding (Q8- Get married/ attend wedding)
    - Repeat Visitor (Q9)
  - To identify the most significant factors affecting overall visitor satisfaction.
  - To identify (for all visitors from Japan) the most important determinants of on-island spending.



# Key Highlighted Segments



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
Family	50%	39%		
Repeat	46%	39%		
Office Lady	19%	14%		
Wedding	10%	7%		
Silver	2%	2%		
Group	20%	20%		
MICE	0%	1%		

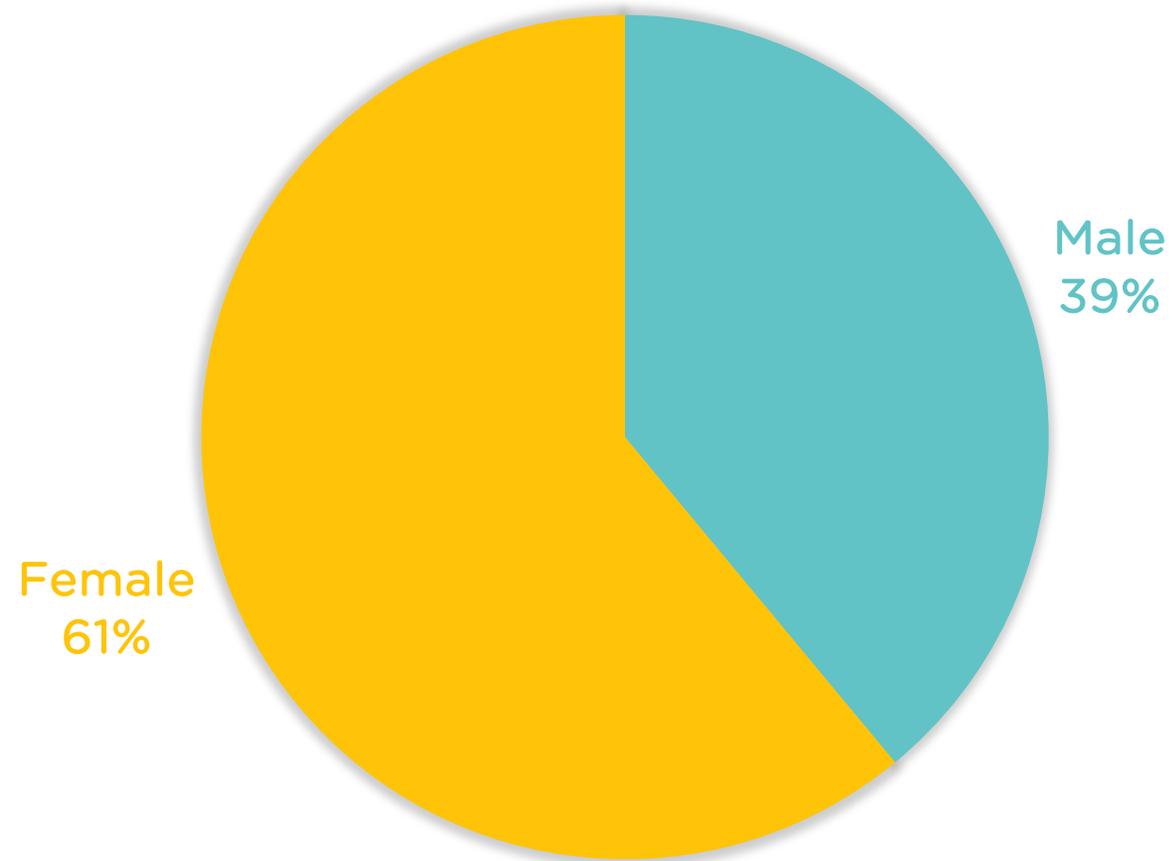


SECTION 1

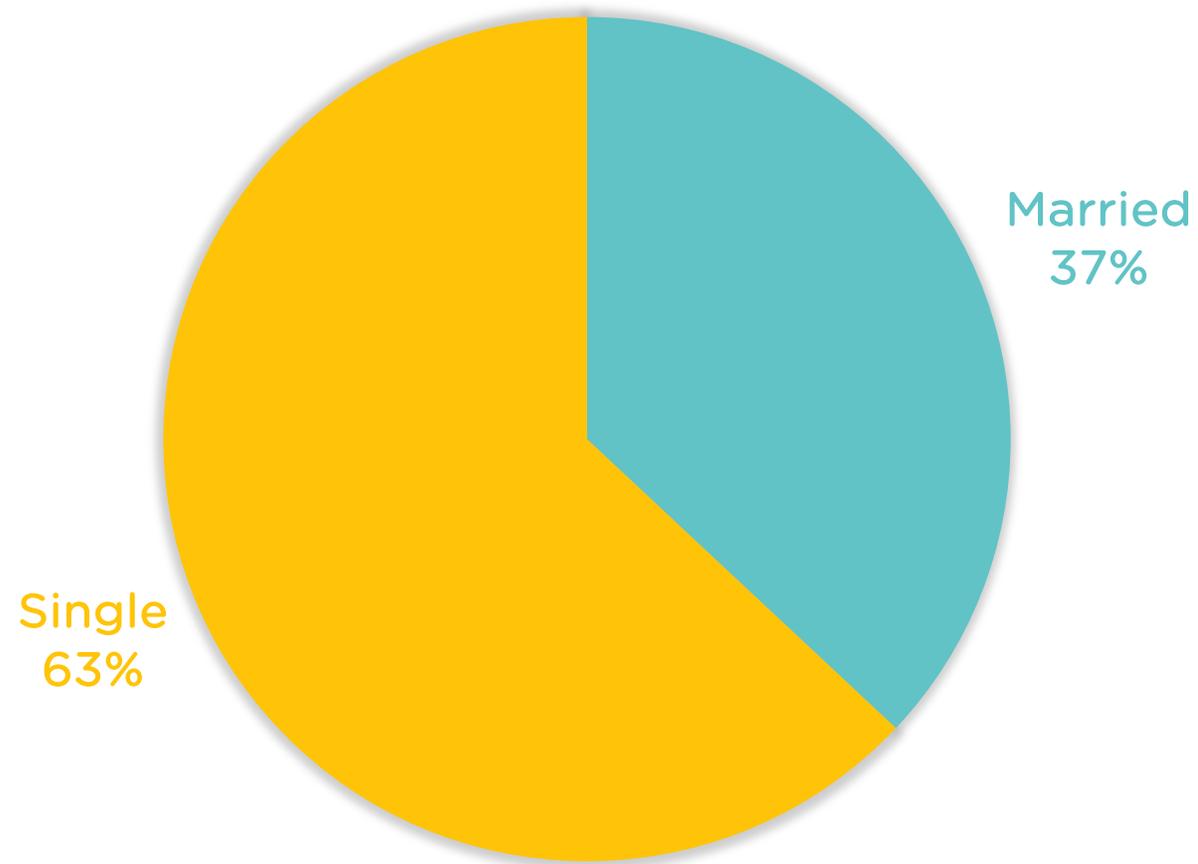
# PROFILE OF RESPONDENTS



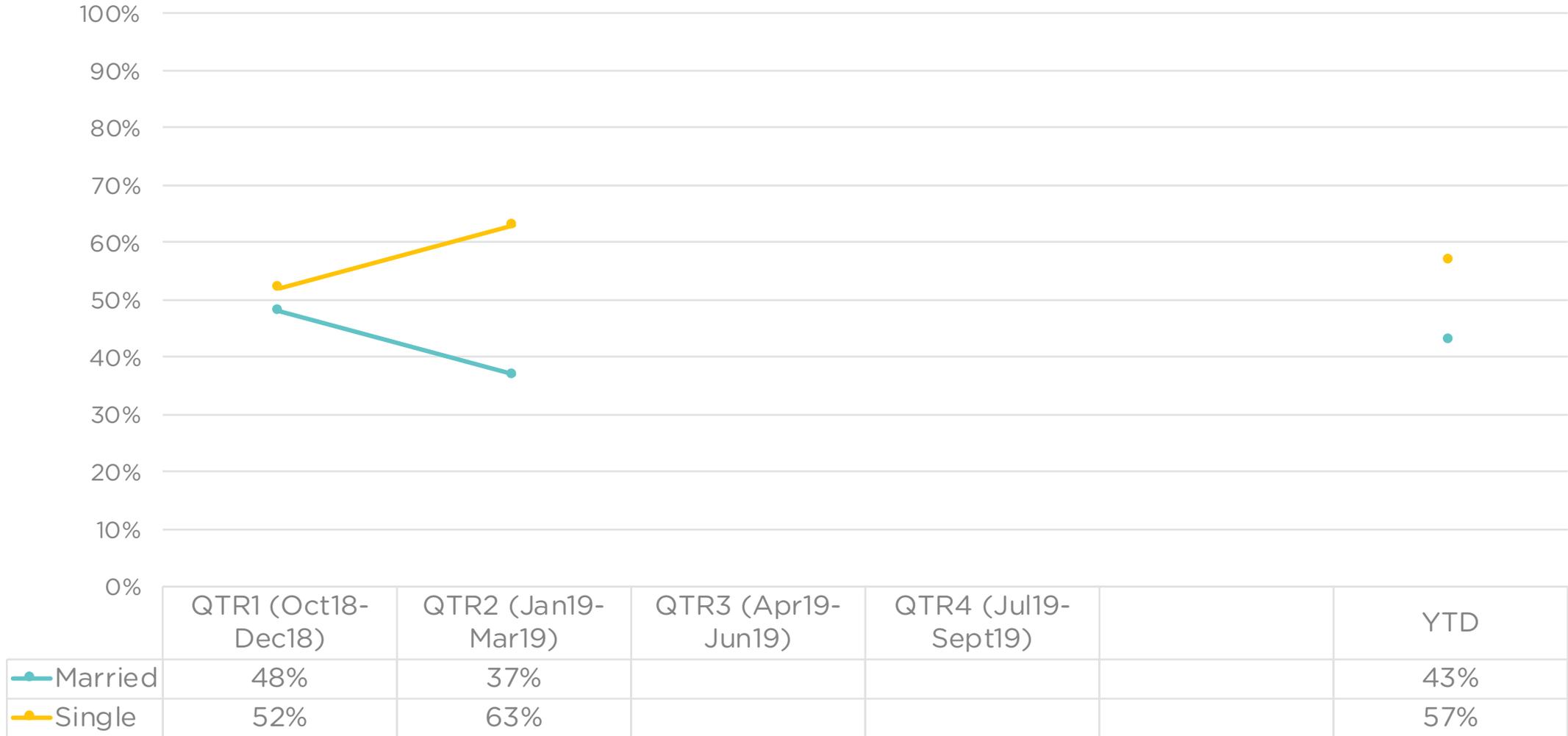
# GENDER



# MARITAL STATUS



# MARITAL STATUS - TRACKING



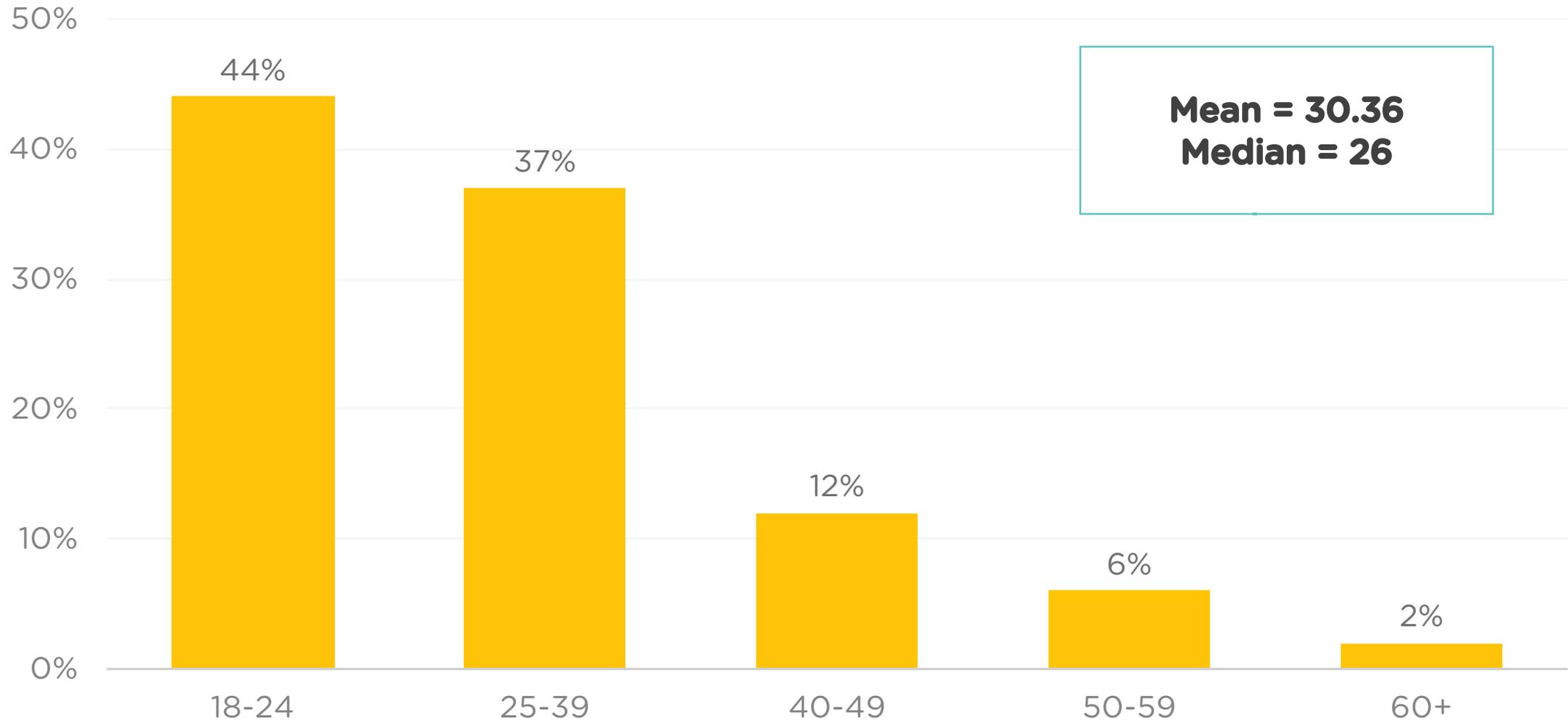
# MARITAL STATUS - SEGMENTATION

**GVB VISITOR SATISFACTION STUDY**  
**QE Are you married or single?**

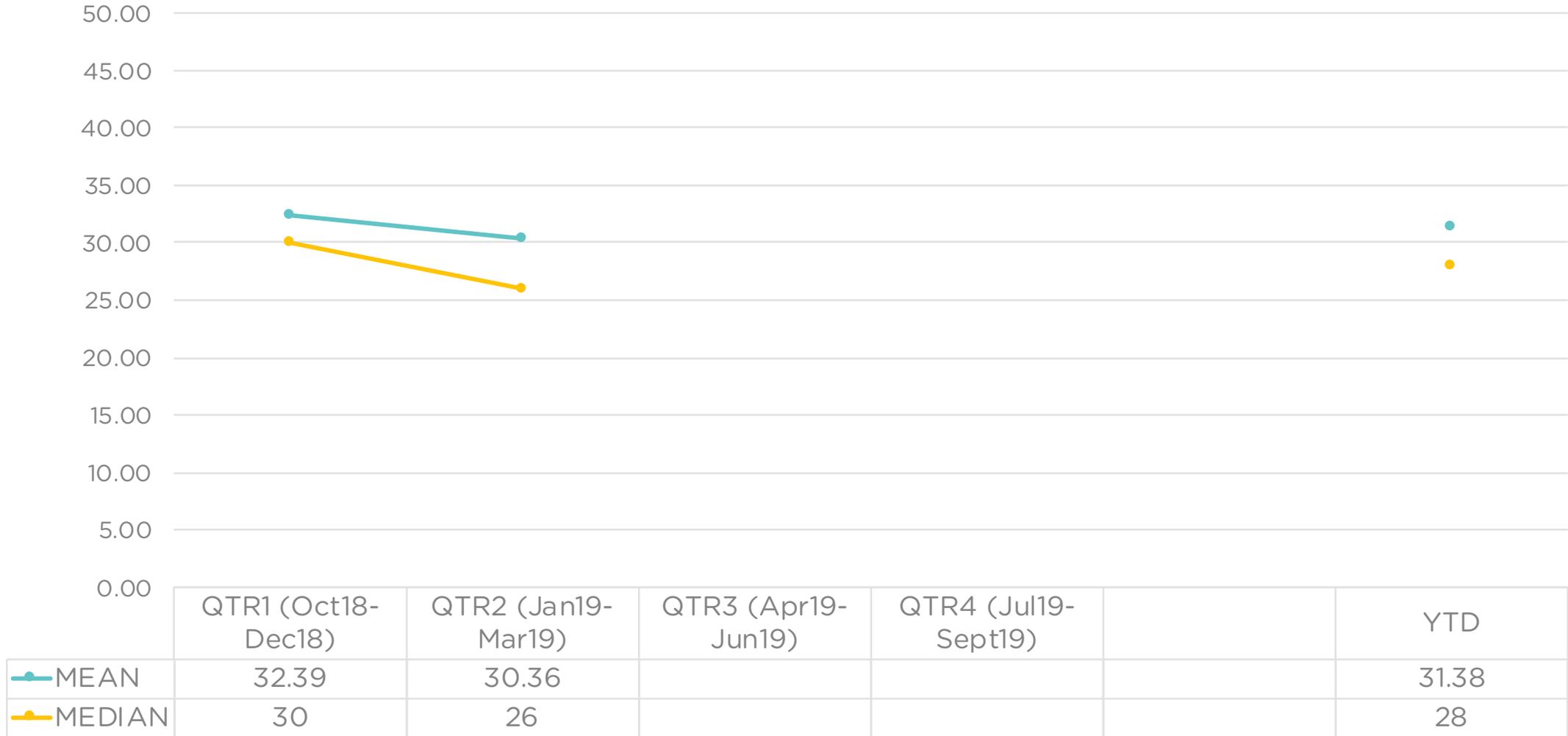
		TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
		-	-	-	-	-	-	-	-
QE	Married	37%	81%	51%	36%	46%	85%	65%	49%
	Single	63%	19%	49%	64%	54%	15%	35%	51%
	Total	1084	425	148	214	13	20	78	423

\*Prepared by Anthology Research\*

# AGE



# AGE - TRACKING



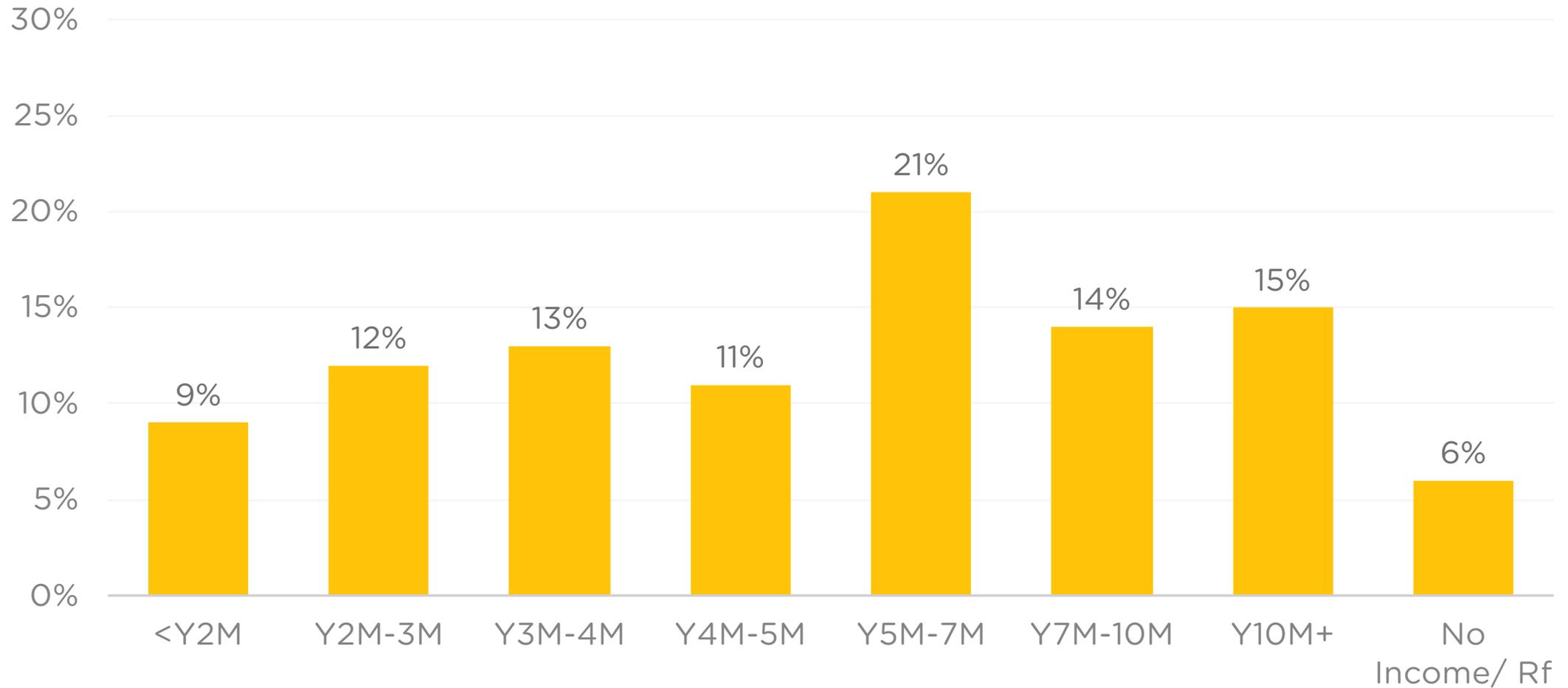
# AGE - SEGMENTATION

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

		TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
		-	-	-	-	-	-	-	-
QF	18-24	44%	12%	20%	43%	23%		14%	25%
	25-39	37%	52%	46%	30%	46%		60%	43%
	40-49	12%	23%	21%	16%	8%		6%	20%
	50-59	6%	10%	12%	9%	8%		14%	9%
	60+	2%	3%	1%	2%	15%	100%	5%	3%
Total		1084	425	148	214	13	20	78	423
QF	Mean	30.36	37.11	34.97	32.00	36.69	66.80	34.90	34.81
	Median	26	36	33	27	31	67	30	34

\*Prepared by Anthology Research\*

# HOUSEHOLD INCOME



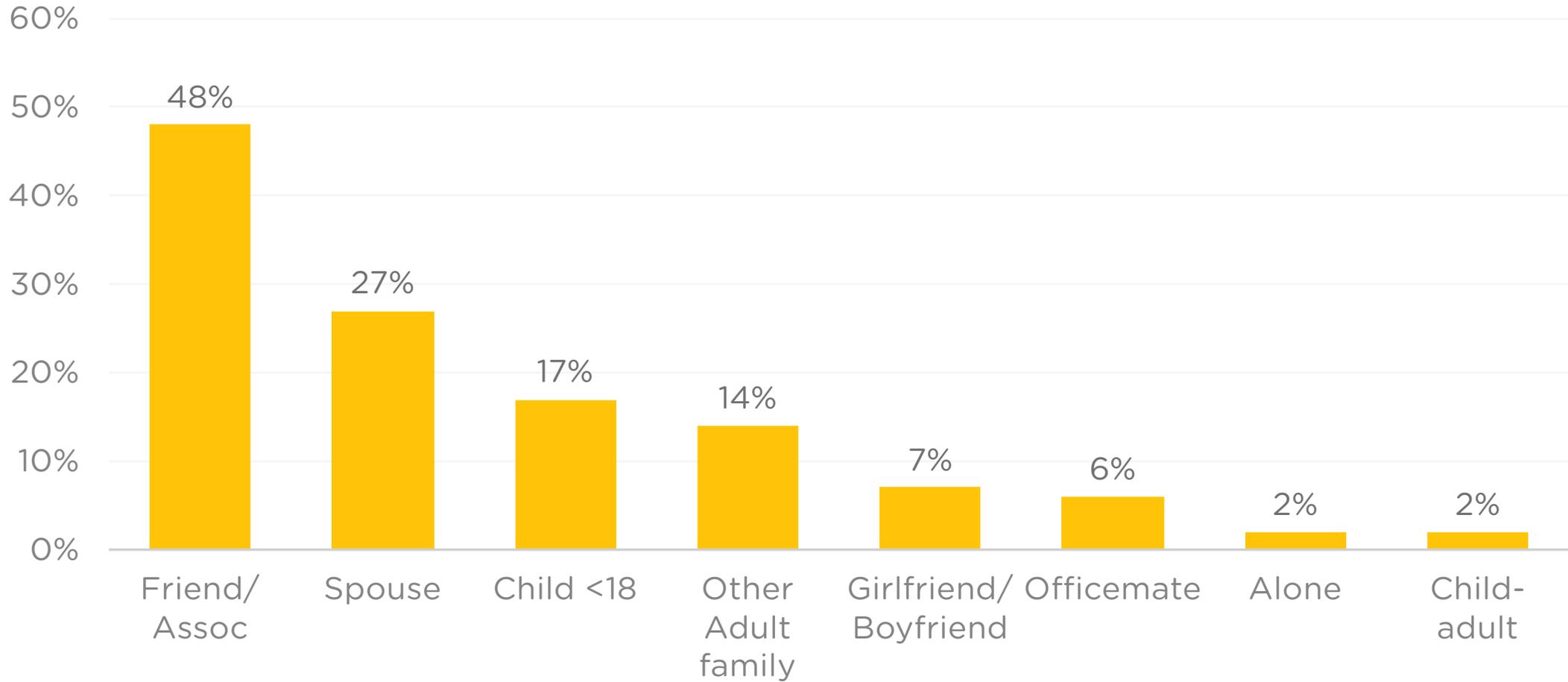
# HOUSEHOLD INCOME - SEGMENTATION

**GVB VISITOR SATISFACTION STUDY**  
**D2 What is your approximate annual household income, before taxes?**

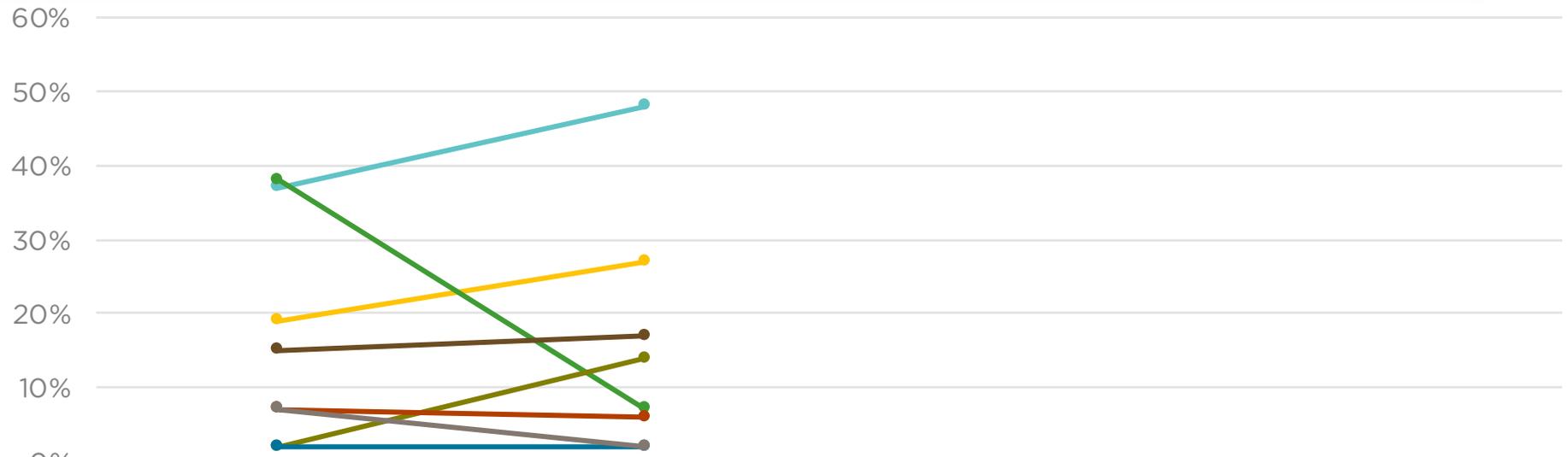
		TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
		-	-	-	-	-	-	-	-
D2	Less than ¥2 million	9%	3%	7%	12%	8%		5%	5%
	¥2,000,001 ~ ¥3,000,000	12%	8%	18%	17%	23%	15%	10%	11%
	¥3,000,001 ~ ¥4,000,000	13%	10%	16%	13%	23%	25%	12%	13%
	¥4,000,001 ~ ¥5,000,000	11%	10%	11%	14%		15%	15%	12%
	¥5,000,001 ~ ¥7,000,000	21%	27%	27%	16%	23%	10%	29%	22%
	¥7,000,001 ~ ¥10 million	14%	17%	11%	7%		10%	21%	13%
	¥10 million or more	15%	21%	10%	15%	23%	10%	5%	20%
	No income	6%	3%	1%	6%		15%	3%	4%
	Total	1084	425	148	214	13	20	78	423

\*Prepared by Anthology Research\*

# TRAVEL PARTY

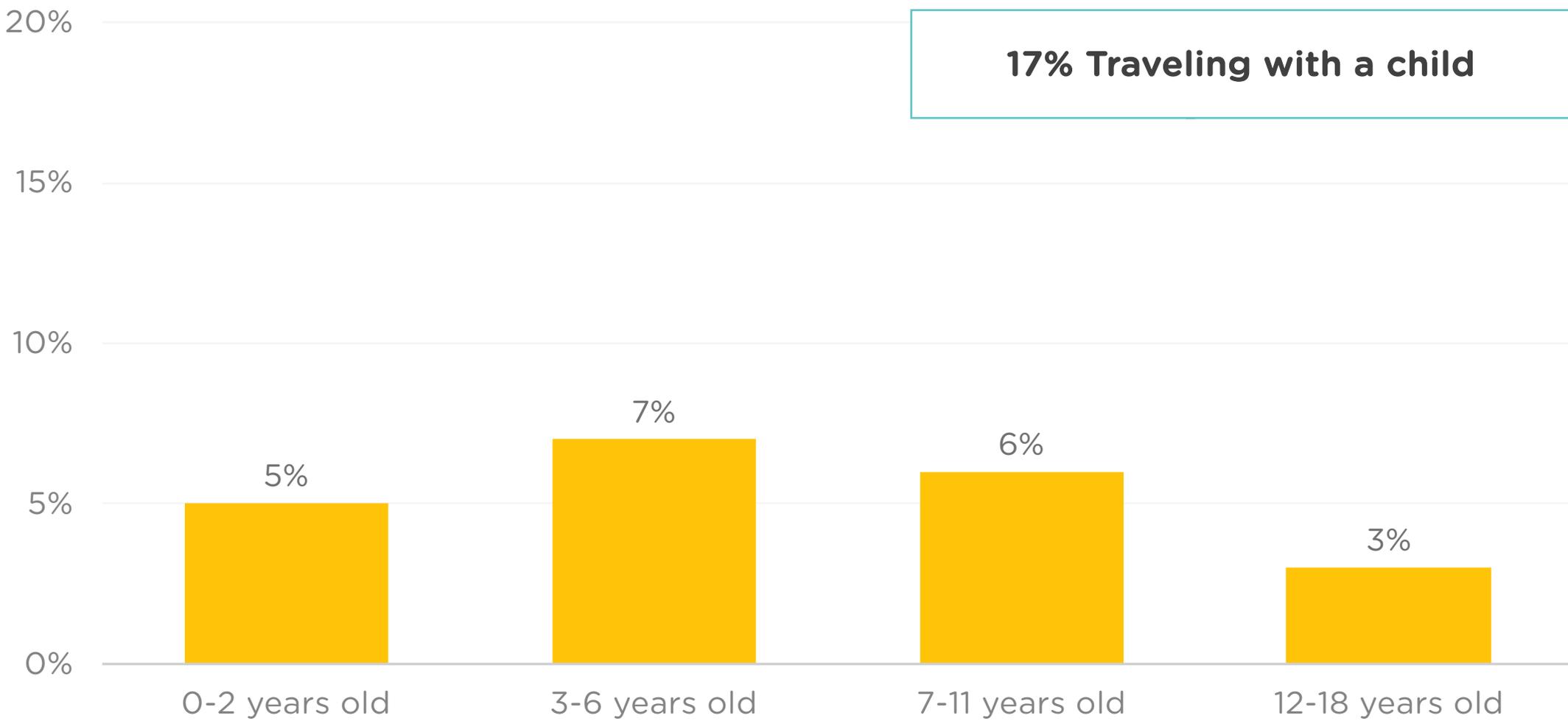


# TRAVEL PARTY - TRACKING

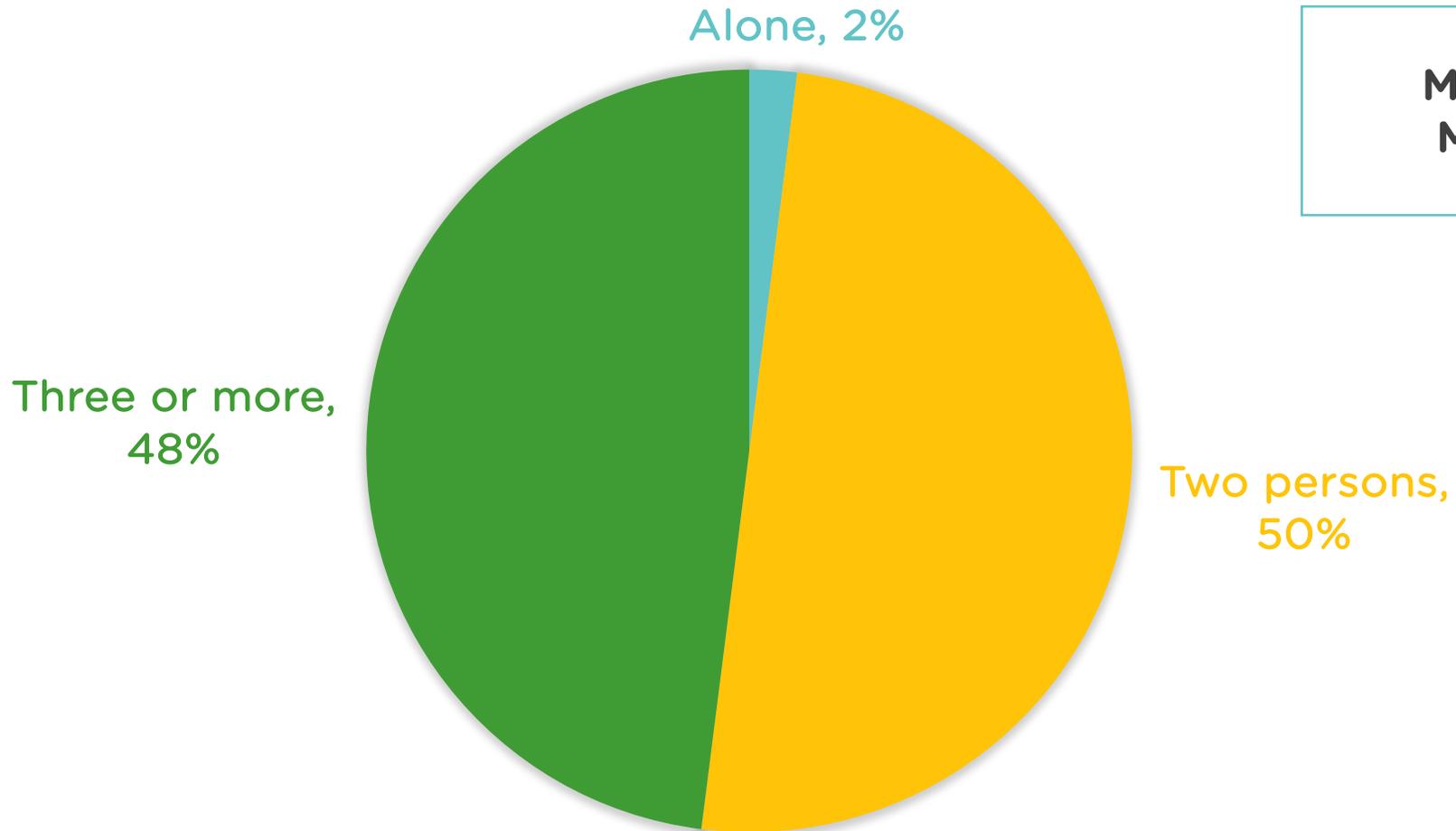


	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
Friend/ Assoc	37%	48%		
Spouse	19%	27%		
Girlfriend/ Boyfriend	38%	7%		
Child <18	15%	17%		
Other adult family	2%	14%		
Officemate	7%	6%		
Child- adult	2%	2%		
Alone	7%	2%		

# TRAVEL PARTY - CHILD UNDER 18

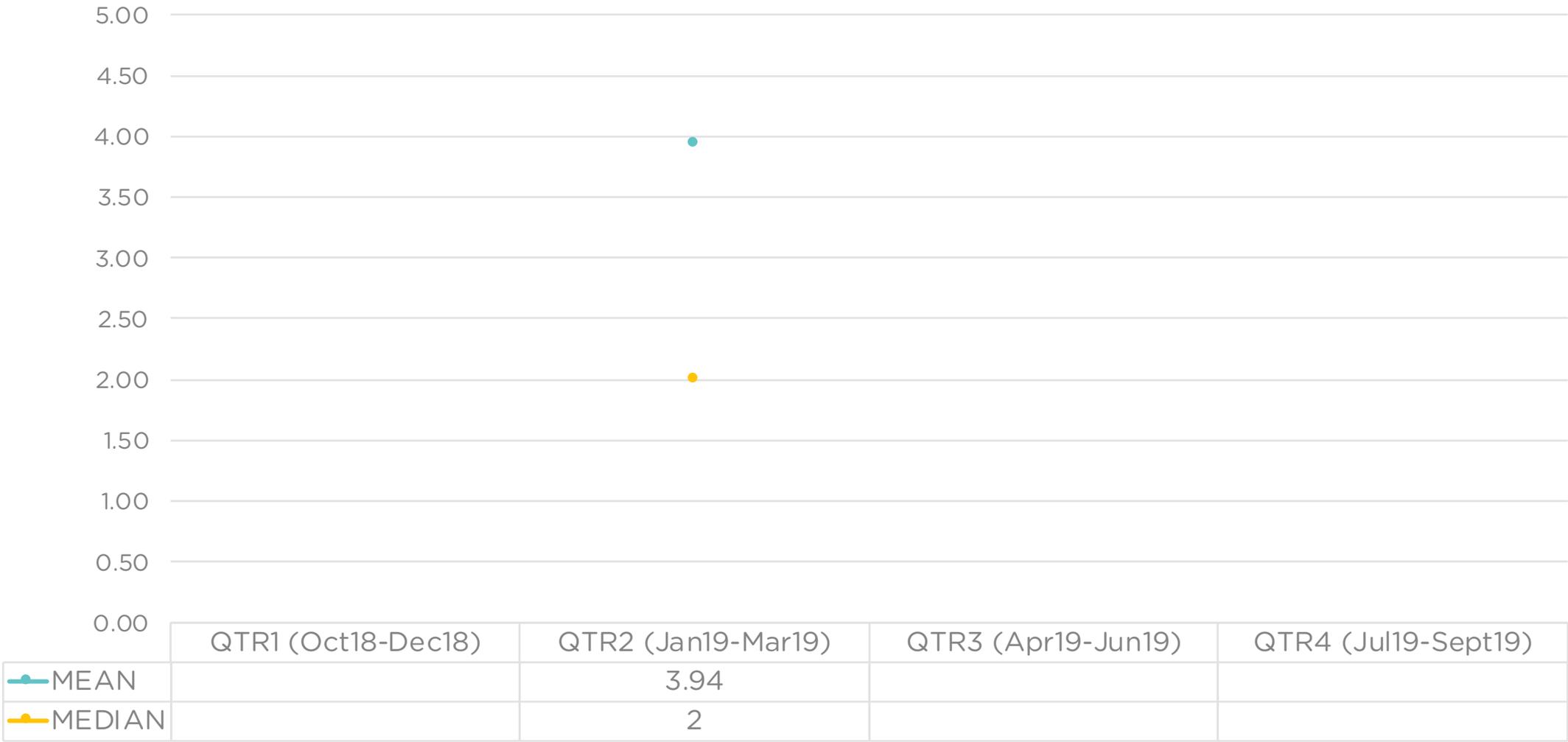


# TRAVEL PARTY SIZE



**Mean = 3.94**  
**Median = 2**

# TRAVEL PARTY SIZE - TRACKING



# TRIPS TO GUAM



Mean = 2.40  
Median = 1

# TRIPS TO GUAM - TRACKING



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)	YTD
First	54%	61%			58%
Repeat	46%	39%			42%

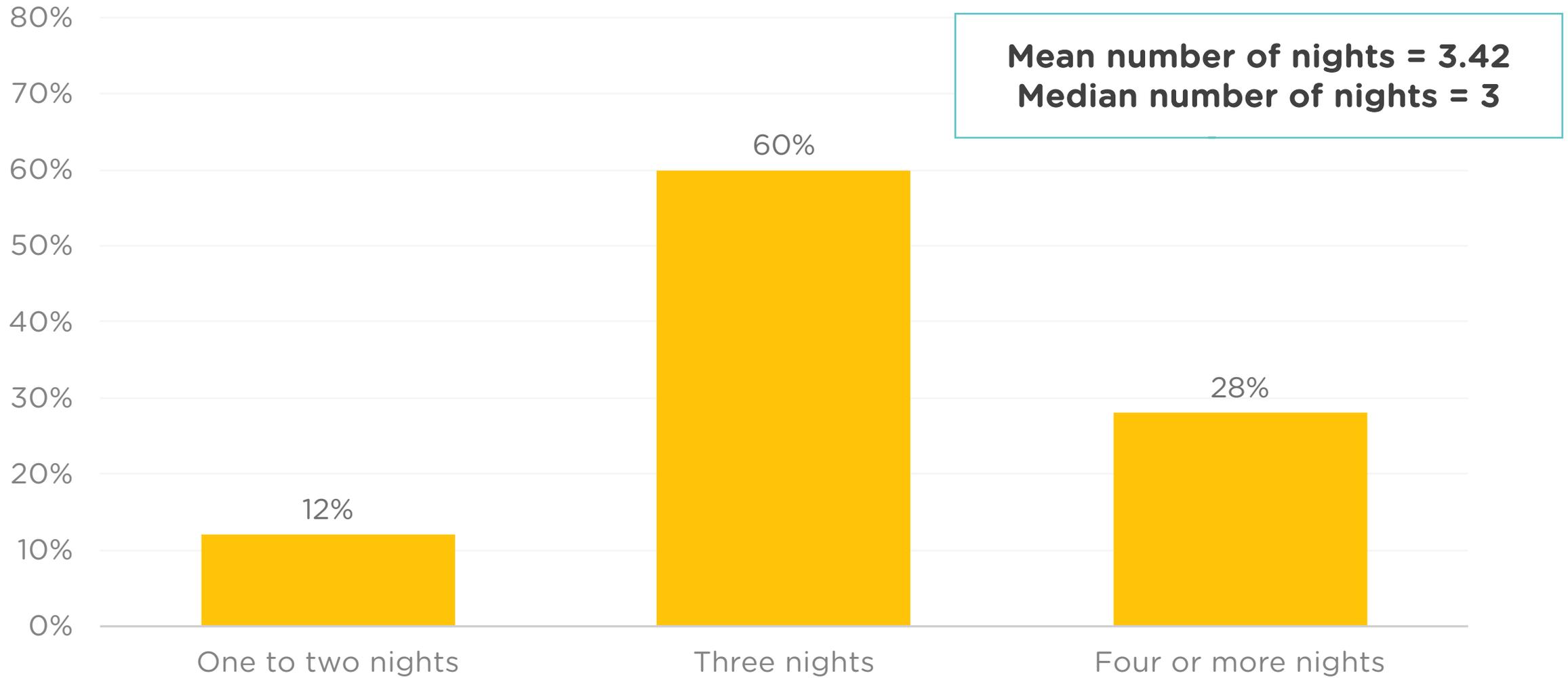
# TRIPS TO GUAM - SEGMENTATION

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

		TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
		-	-	-	-	-	-	-	-
Q9	1st time	61%	50%	53%	62%	46%	35%	72%	
	Repeat	39%	50%	47%	38%	54%	65%	28%	100%
	Total	1084	425	148	214	13	20	78	423
Q9	Mean	2.40	2.80	3.67	2.68	3.08	7.20	1.33	4.60
	Median	1	2	1	1	2	4	1	3

\*Prepared by Anthology Research\*

# LENGTH OF STAY



# LENGTH OF STAY - TRACKING



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)	YTD
MEAN	3.39	3.42			3.40
MEDIAN	3	3			3

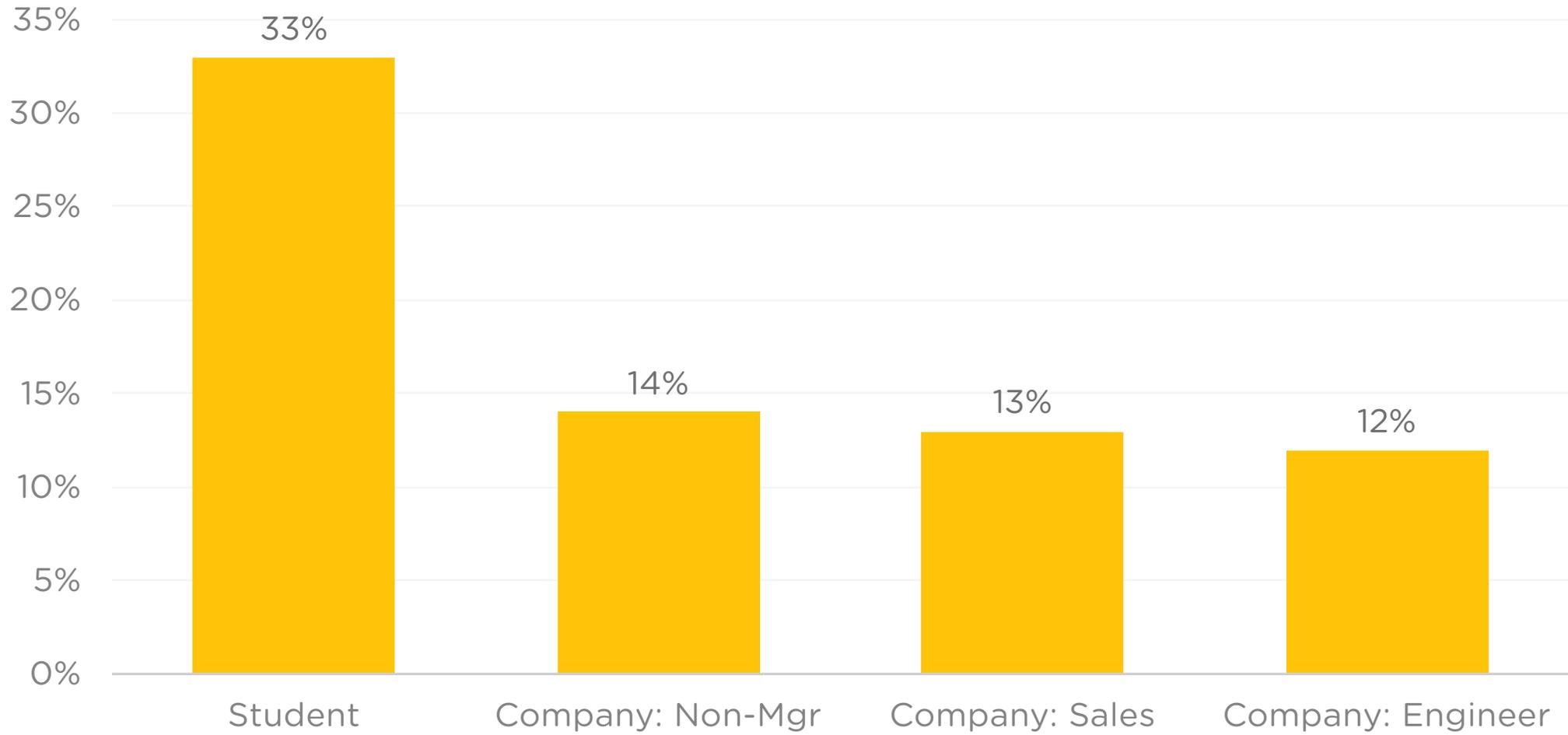
# LENGTH OF STAY - SEGMENTATION

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

		TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
		-	-	-	-	-	-	-	-
SA	1-2 nights	12%	8%	15%	14%	15%	5%	14%	12%
	3 nights	60%	53%	56%	65%	46%	65%	44%	61%
	4+	28%	39%	29%	21%	38%	30%	42%	28%
	Total	1084	425	148	214	13	20	78	423
SA	Mean	3.42	3.71	3.25	3.28	4.00	3.95	3.51	3.44
	Median	3	3	3	3	3	3	3	3

\*Prepared by Anthology Research\*

# OCCUPATION - Top Responses (10%+)



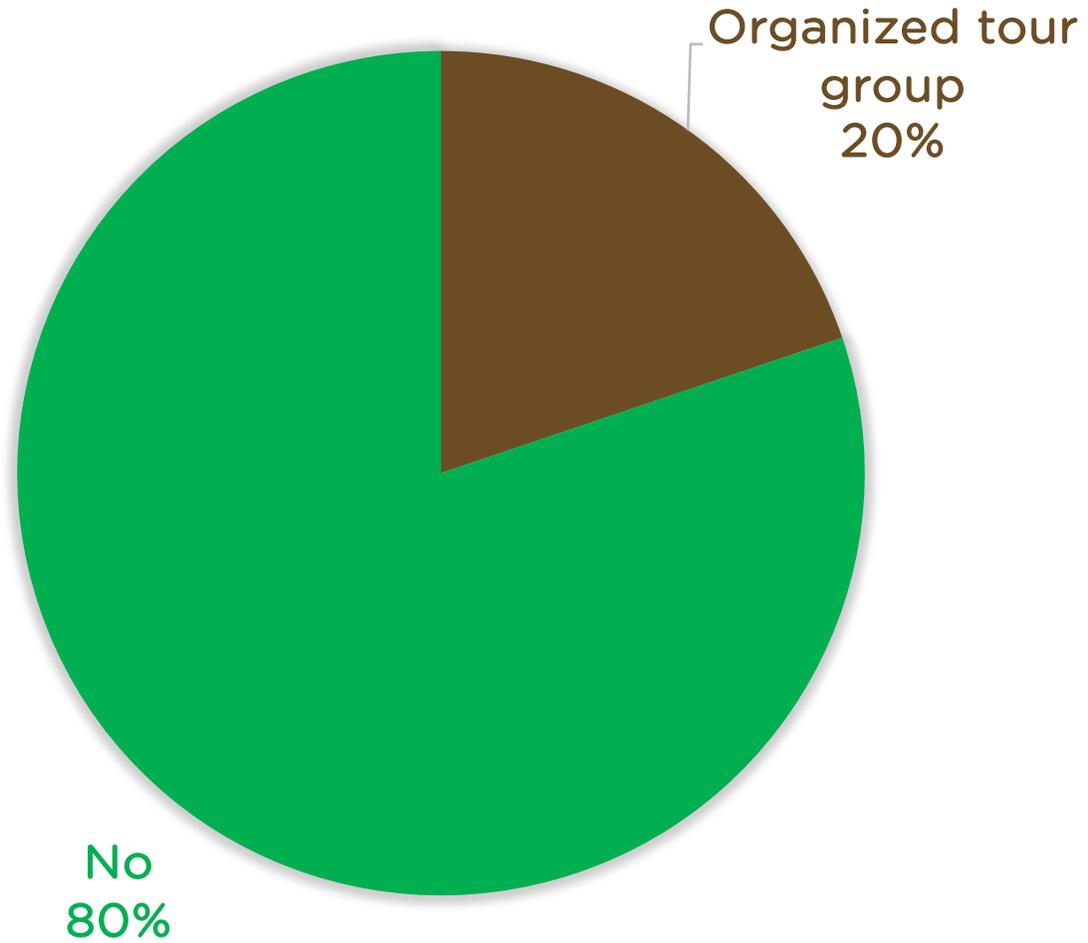


SECTION 2

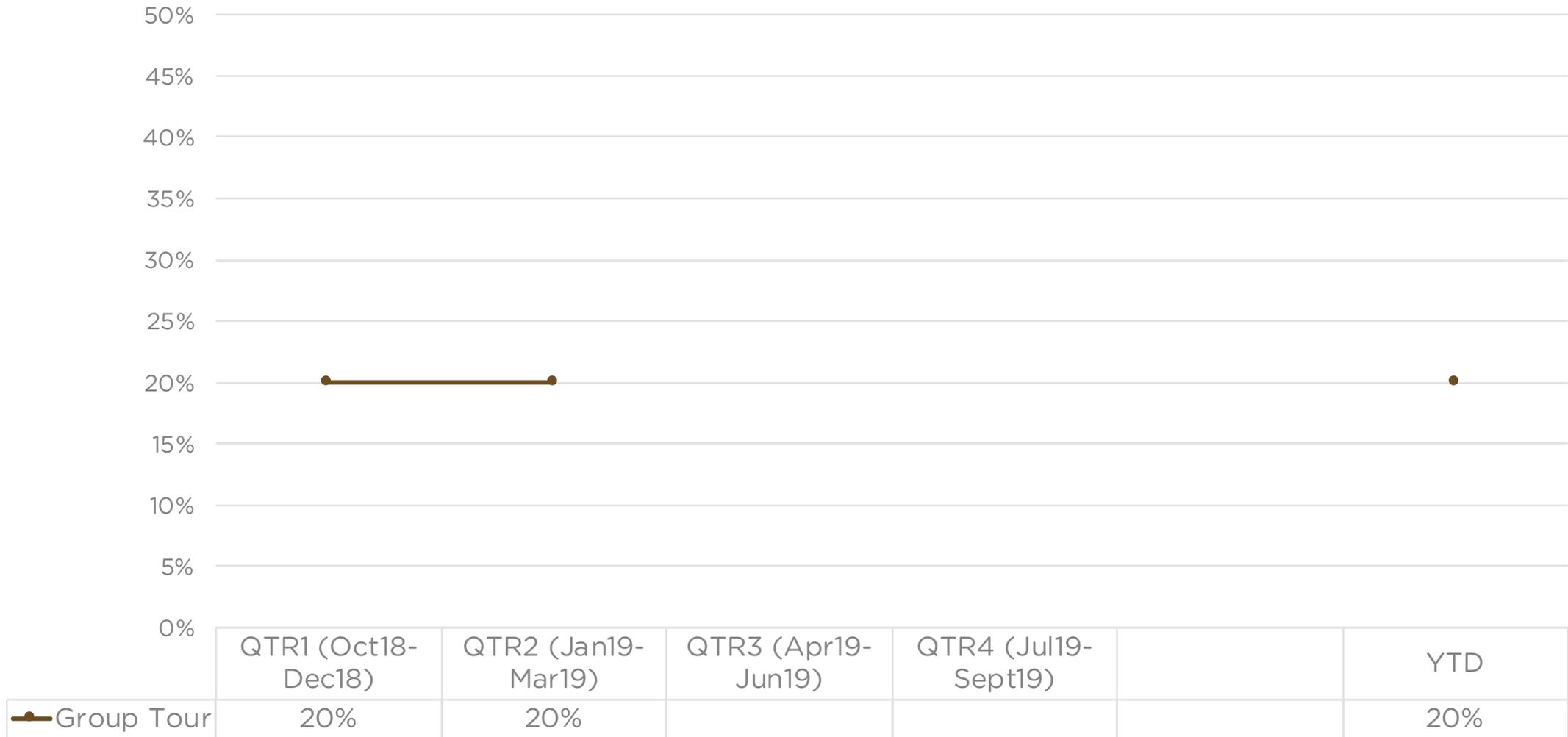
# TRAVEL PLANNING



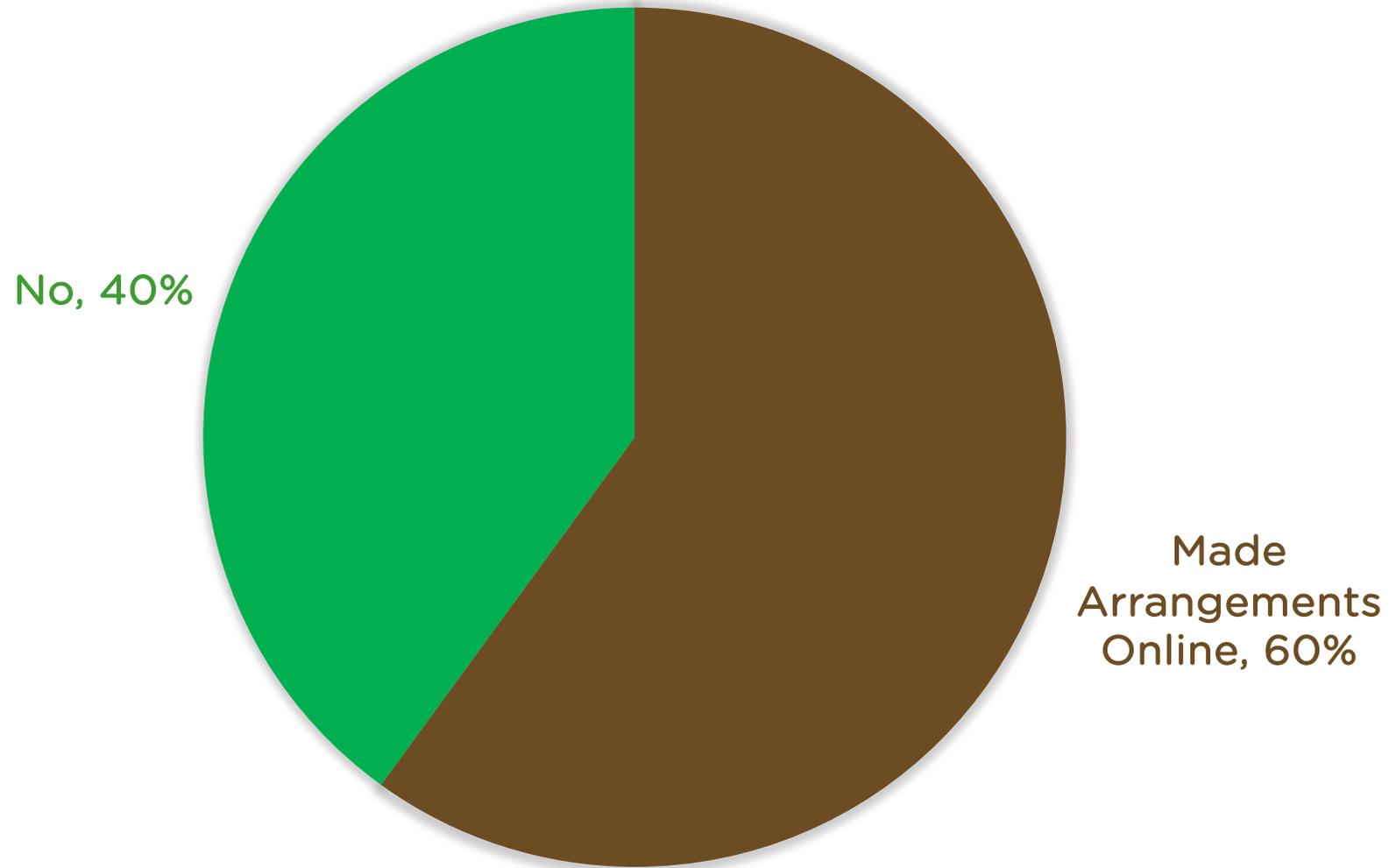
# ORGANIZED TOUR GROUP



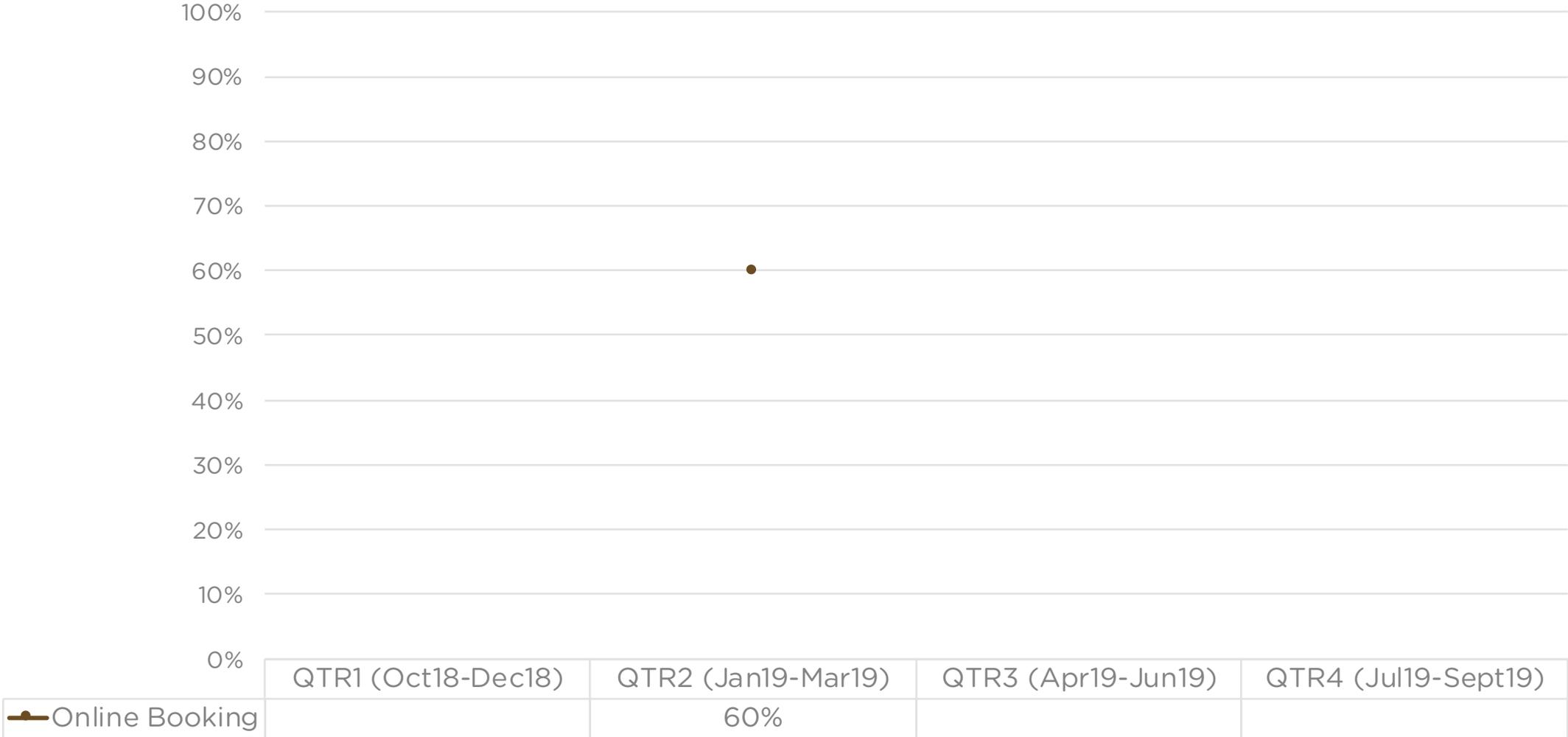
# ORGANIZED TOUR GROUP - TRACKING



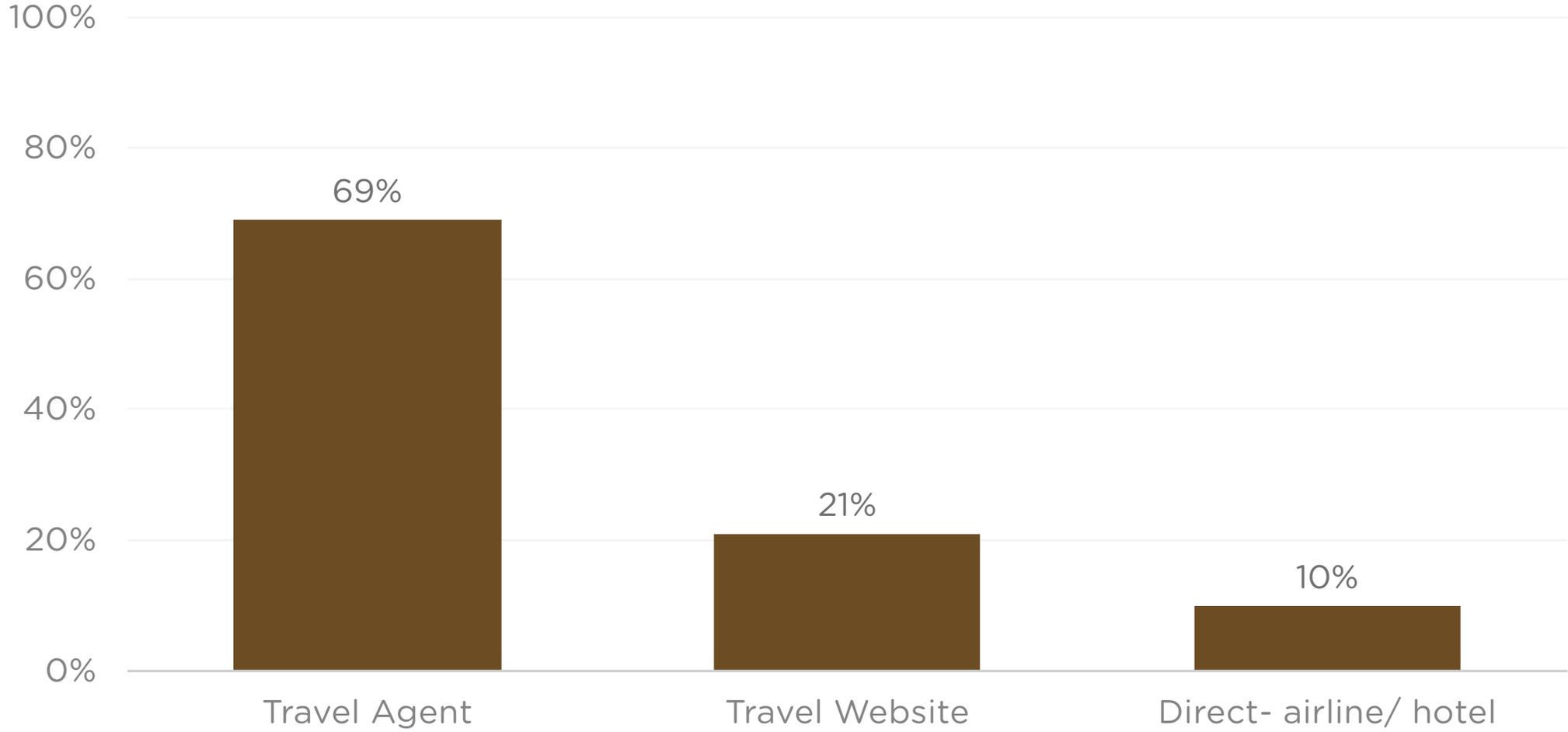
# ONLINE BOOKING



# ONLINE BOOKING - TRACKING



# TRAVEL ARRANGEMENTS



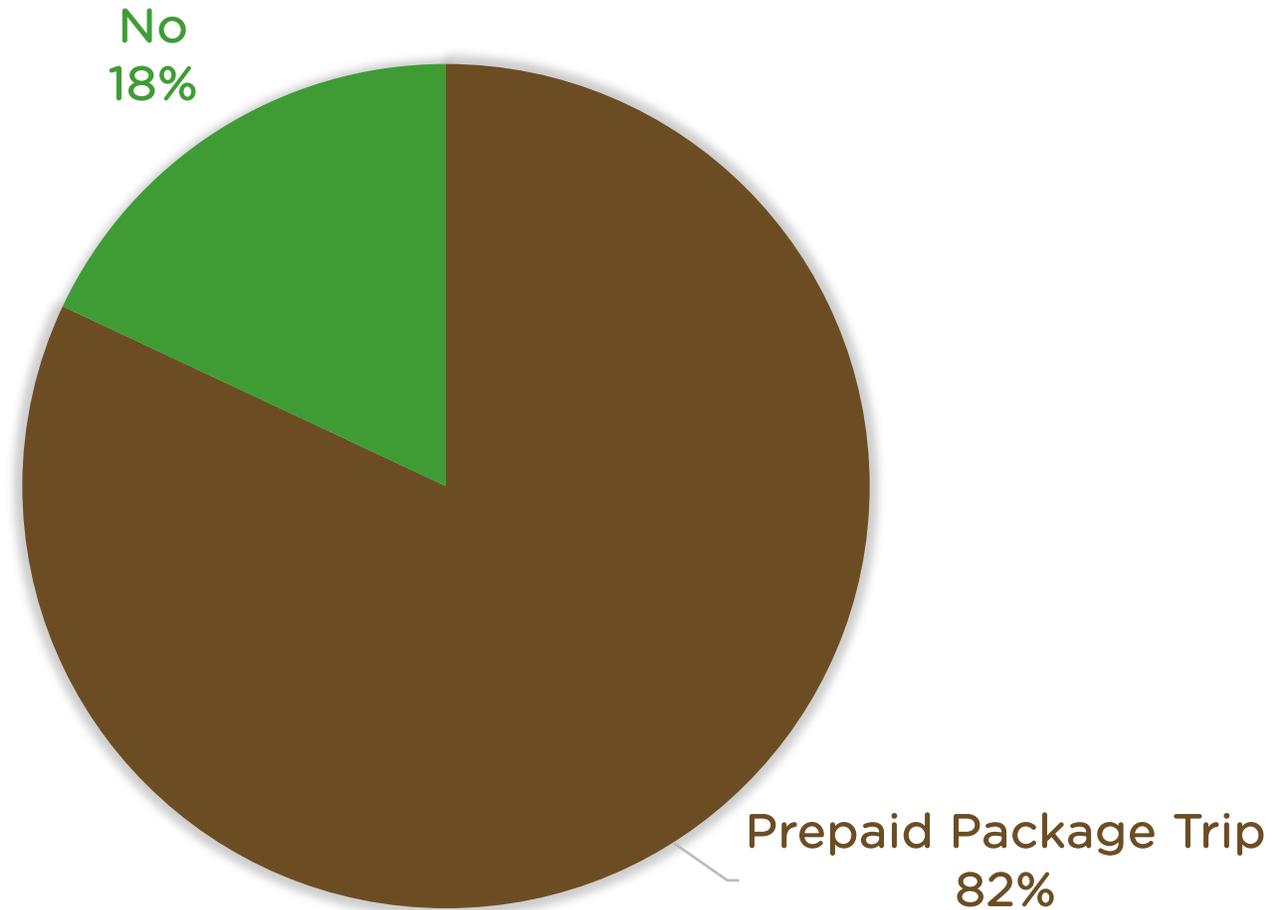
# TRAVEL ARRANGEMENTS - TRACKING



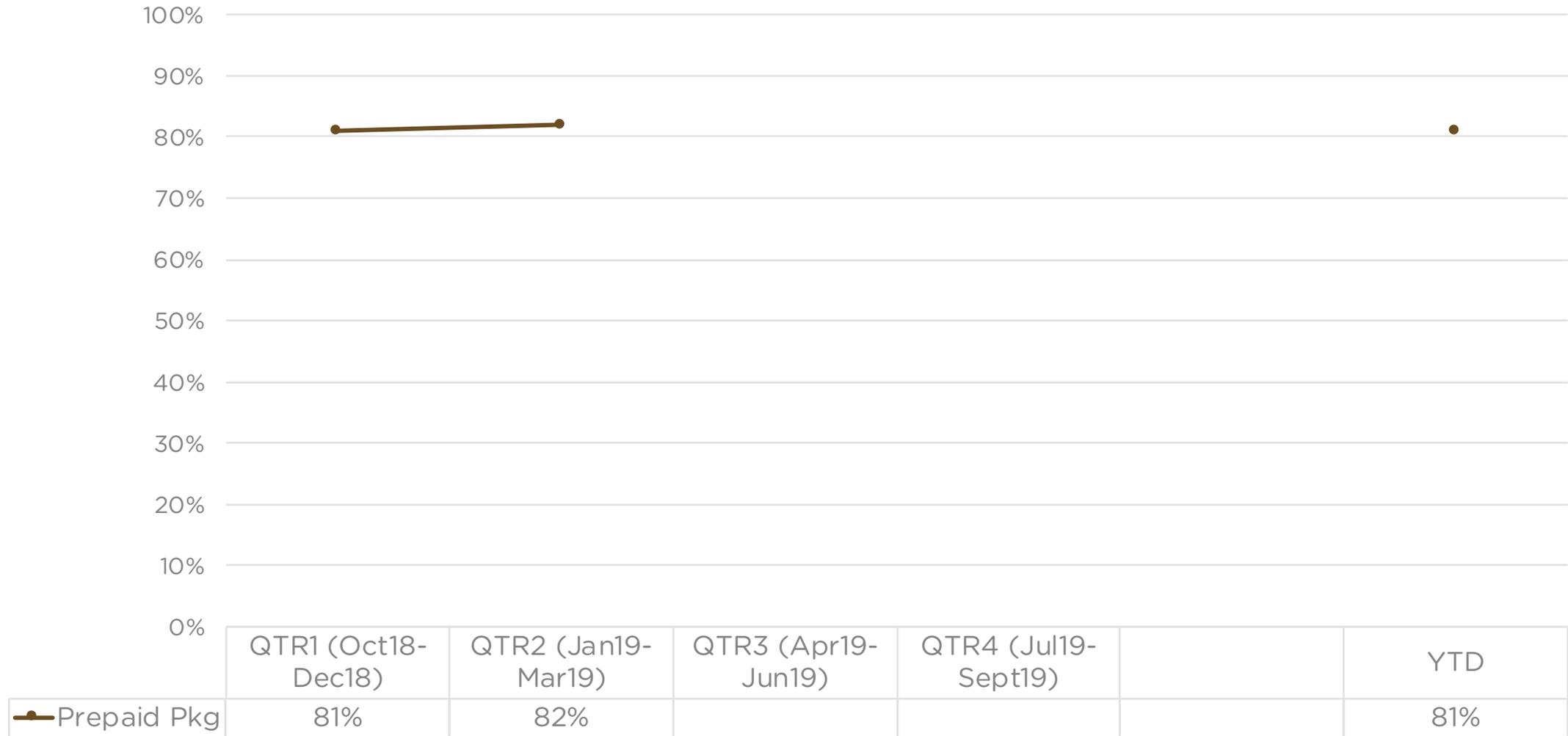
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)		YTD
Travel Agent		69%				69%
Travel Website		21%				21%
Direct- Airline/ Hotel		10%				10%



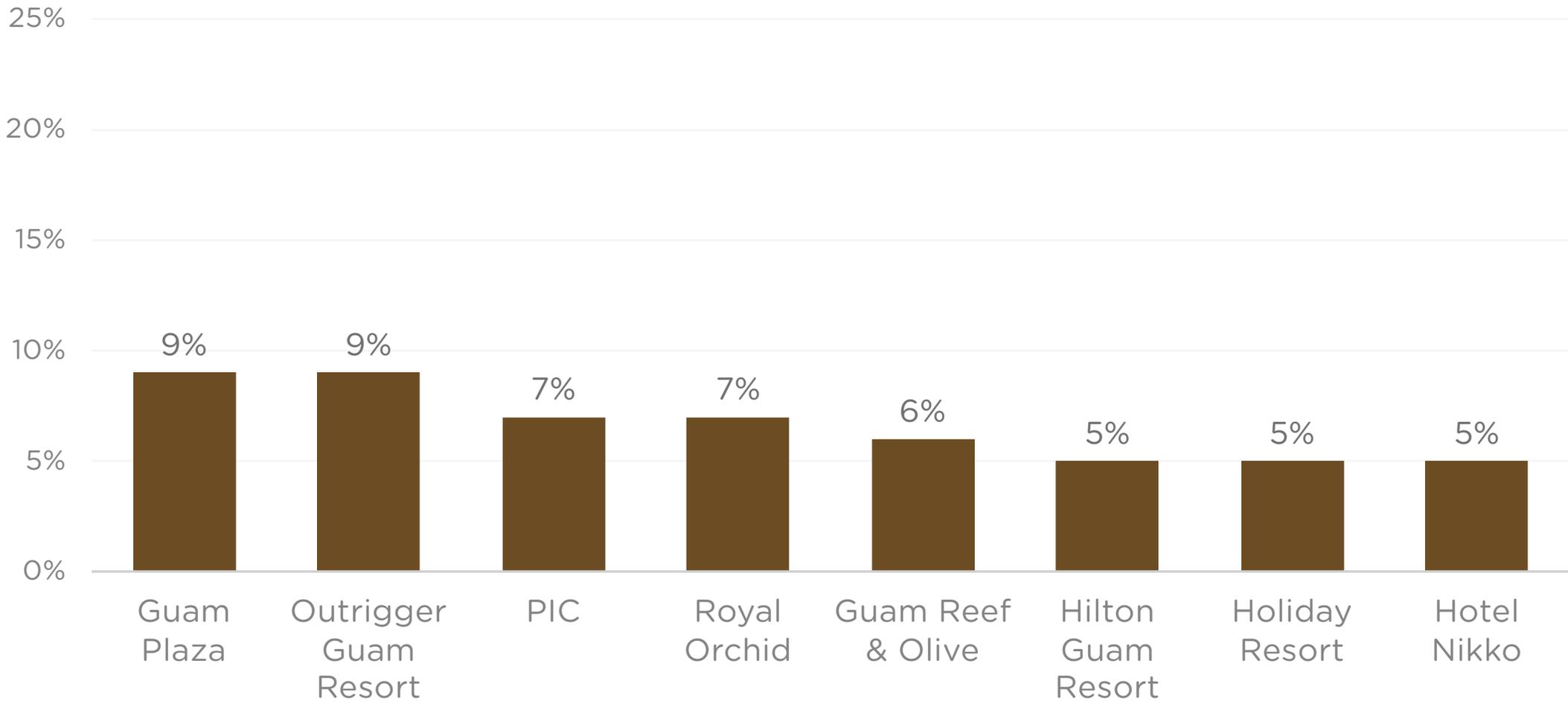
# PREPAID PACKAGE TRIP



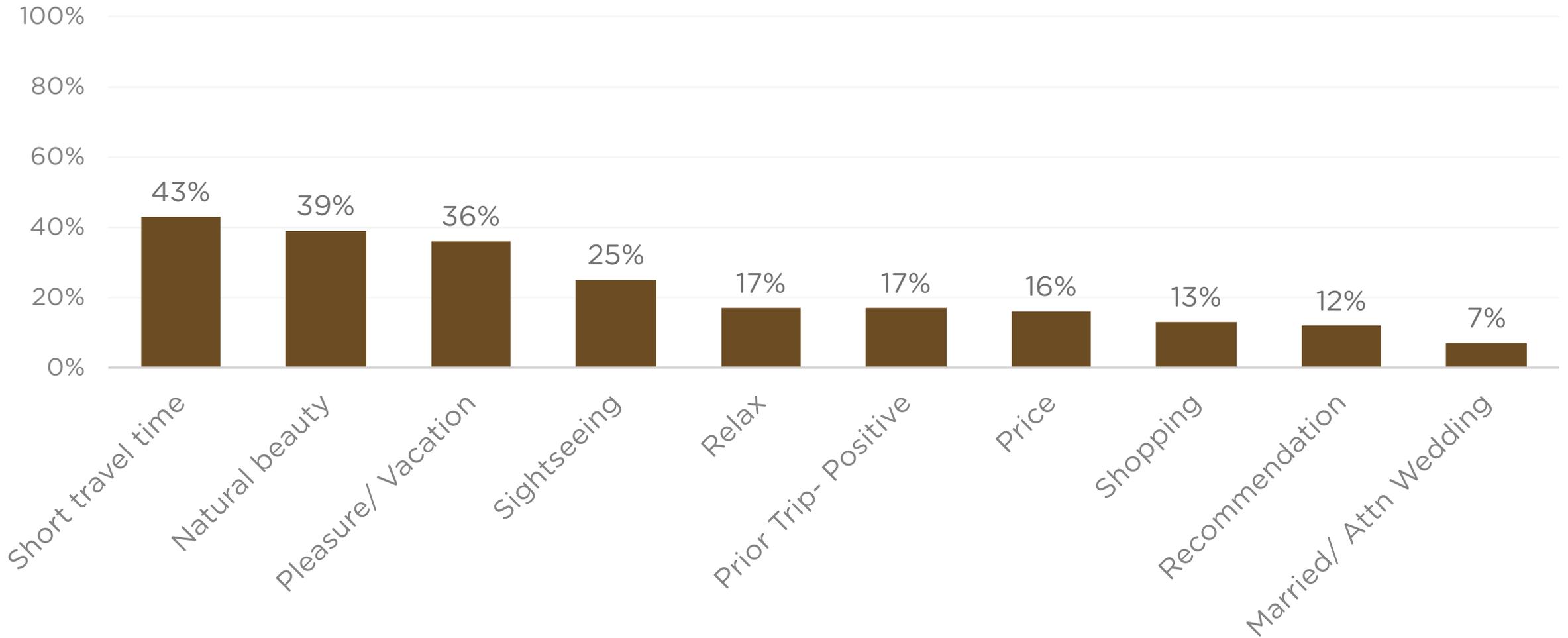
# PREPAID PACKAGE TRIP



# ACCOMMODATIONS (5%+)



# TRAVEL MOTIVATIONS (10%+)



# TRAVEL MOTIVATIONS - SEGMENTATION

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

	TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
Q8 Short travel time (not too far from home)	43%	55%	49%	34%	23%	25%	22%	45%
Beautiful seas, beaches, tropical climate	39%	36%	32%	29%	15%	5%	18%	33%
Vacation	36%	34%	41%	28%	15%	30%	10%	37%
Sightseeing/ visiting tourist spots	25%	14%	12%	28%	8%	10%	17%	12%
Just to relax	17%	20%	23%	11%	8%	25%	3%	19%
A previous visit	17%	24%	16%	13%	8%	20%	5%	43%
Price of the tour package	16%	12%	20%	15%	8%	10%	3%	16%
Shopping	13%	10%	11%	8%	8%	10%	8%	10%
Recommendation of friend/ relative/ travel agency	12%	7%	10%	12%		25%	5%	8%
To Get Married/ attend Wedding	7%	14%	7%	10%		20%	100%	5%
Water sports (snorkeling, windsurfing, parasailing)	7%	7%	7%	2%		10%	1%	6%
Honeymoon	6%	13%	5%	3%			26%	2%
It is a safe place to spend a vacation	5%	6%	4%	5%	8%	10%		7%
Company/ business trip	3%	1%	6%	14%	8%	5%		4%
Scuba diving	3%	2%	1%	2%		10%	1%	3%
To visit friends or relatives	2%	2%	3%	3%			1%	3%
To golf	2%	1%	2%	2%		15%		3%
Adventure	1%	0%	1%	1%			1%	2%
Organized sporting activity/ event	1%	0%	1%	1%		10%		1%
Travel shows/ agents	1%	1%	1%	3%			1%	1%
School trip	1%	0%		1%				1%
Incentive trip	1%	0%	1%	2%	62%	5%		1%
Career certification/ testing	1%	0%	1%	1%				1%
Convention/ conference/ trade show/ meeting	0%	0%		0%	38%	5%		1%
Shop Guam e-Festival	0%	1%						0%
Magazines/ newspapers/ publications	0%	0%						0%
Medical	0%							0%
Total	1084	425	148	214	13	20	78	423

\*Prepared by Anthology Research\*





SECTION 3

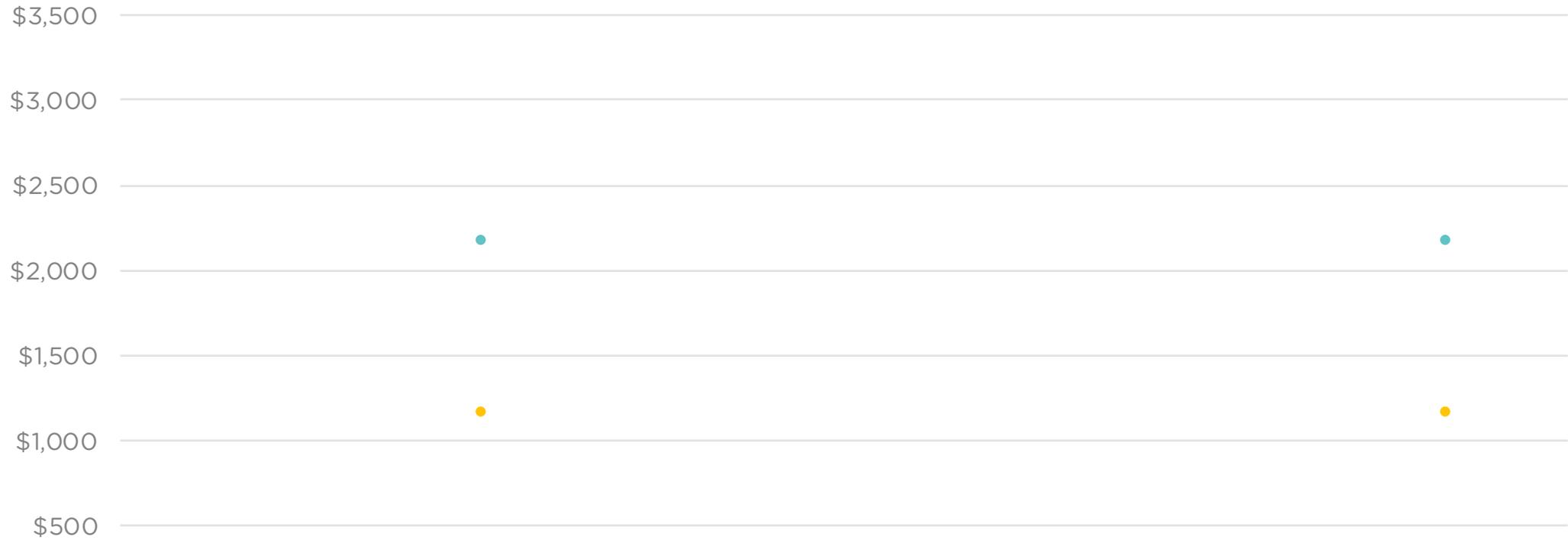
# EXPENDITURES



# PREPAID PACKAGE EXPENDITURES

- \$2,172.48 = overall mean average prepaid package expense (for entire travel party) by respondent
- \$691.14 = overall mean average **per person** prepaid package expenditures

# PREPAID PACKAGE - TRAVEL PARTY EXPENSE TRACKING



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)		YTD
MEAN		\$2,172.48				\$2,172.48
MEDIAN		\$1,166.00				\$1,166.00

# PREPAID PACKAGE - PER PERSON EXPENSE TRACKING



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)		YTD
MEAN		\$691.14				\$691.14
MEDIAN		\$544.00				\$544.00

# PREPAID PACKAGE - PER PERSON EXPENSE SEGMENTATION

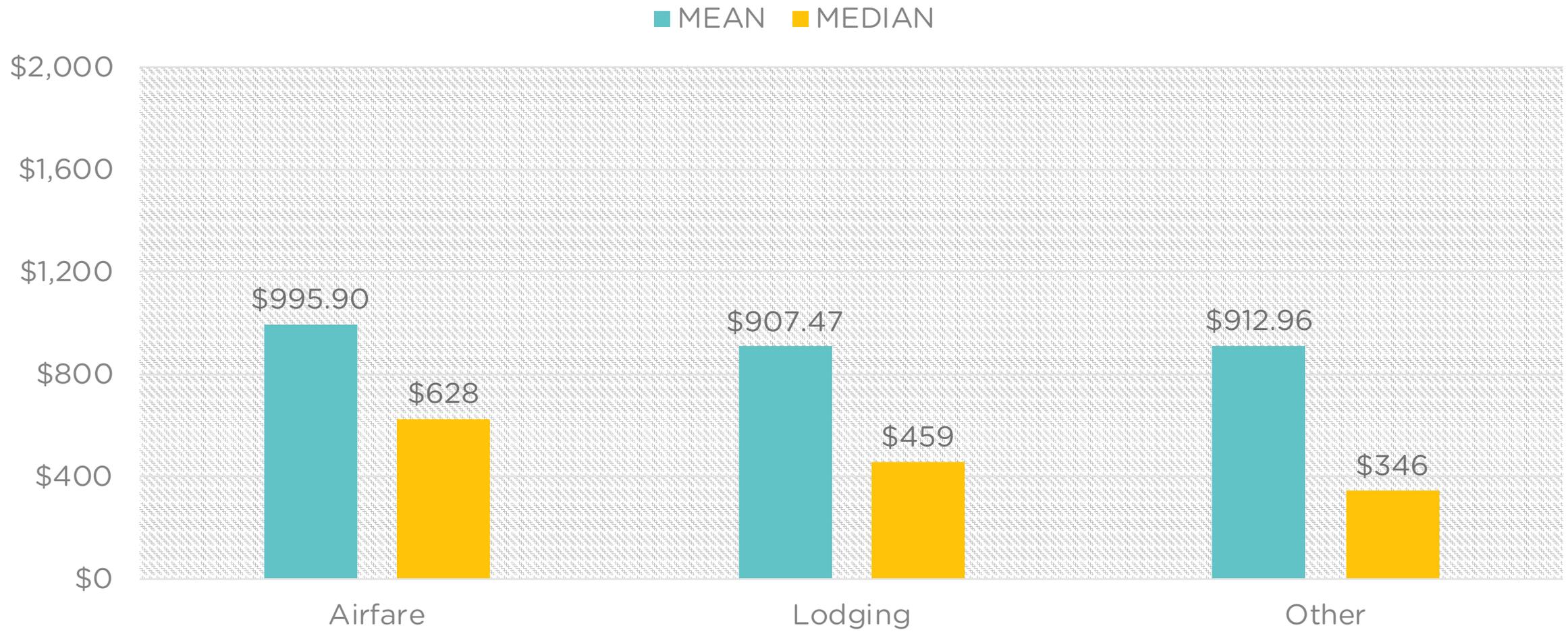
## GVB VISITOR SATISFACTION STUDY

Q20 How much did the total prepaid package trip cost for you and other members of your covered travel party? PER PERSON

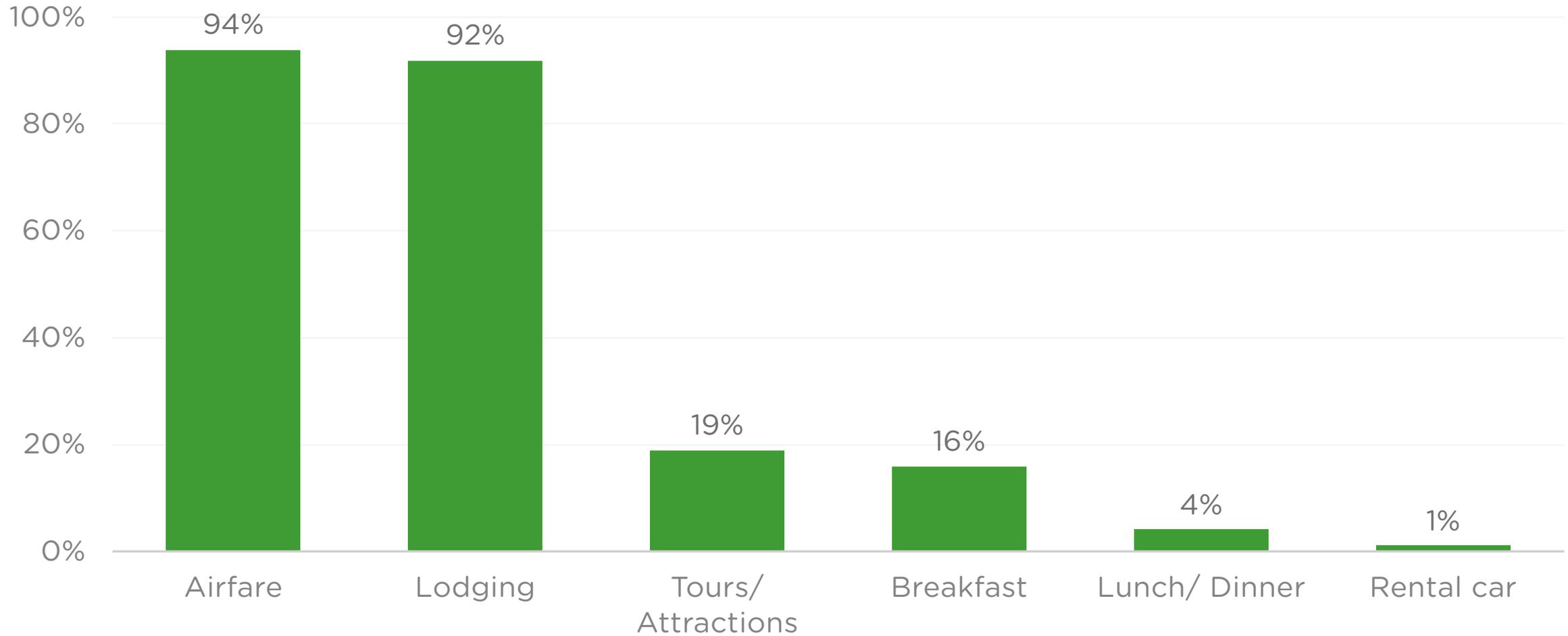
		TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
		-	-	-	-	-	-	-	-
PREPAID PKG PER PERSON	Mean	\$691.14	\$1,040.52	\$772.68	\$556.30	\$955.16	\$972.32	\$1,439.07	\$702.47
	Median	\$544	\$906	\$672	\$306	\$1,275	\$1,042	\$1,101	\$628

\*Prepared by Anthology Research\*

# PREPAID PACKAGE - BREAKDOWN



# PREPAID PACKAGE - BREAKDOWN



# AIRFARE - FIT TRAVELER

- \$1,372.59 = overall mean average airfare expense (for entire travel party) by respondent
- \$621.91 = overall mean average **per person** airfare expenditures

# AIRFARE - FIT TRAVELER (GROUP) TRACKING



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



# AIRFARE - FIT TRAVELER (Per Person) TRACKING



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



# ONISLE EXPENDITURES

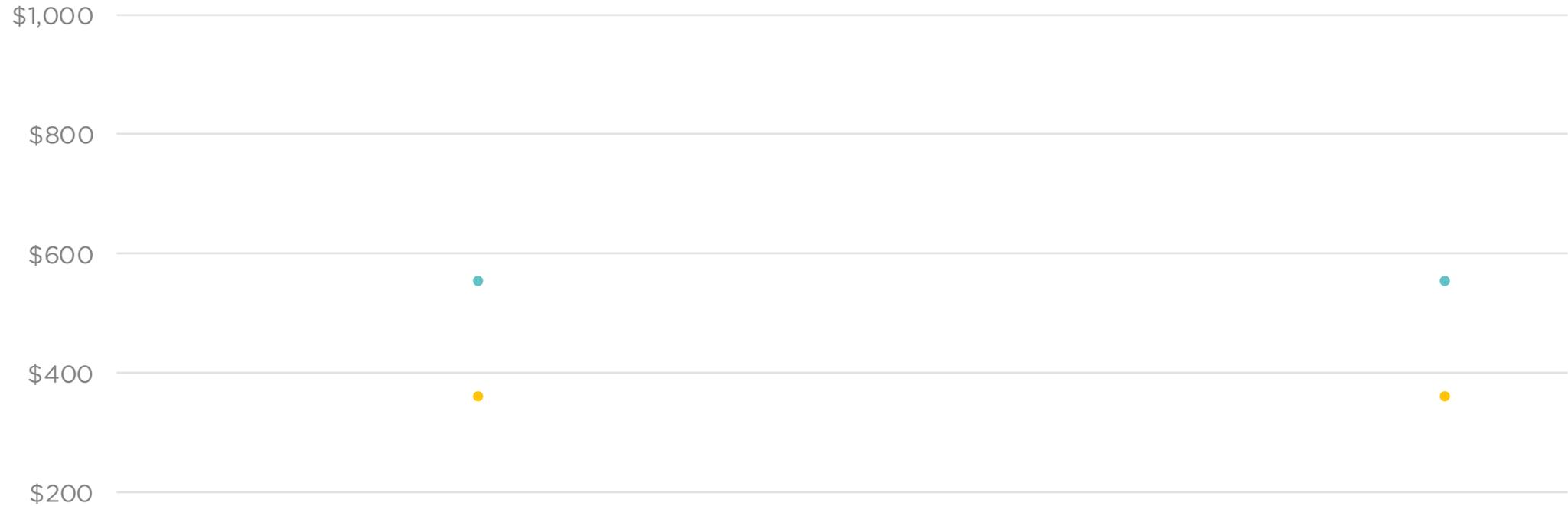
- \$1,159.36 = overall mean average expense (for entire travel party) by respondent
- \$551.66 = overall mean average **per person** expenditures

# ONISLE - TRAVEL PARTY TRACKING



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)	YTD
MEAN		\$1,159.36			\$1,159.36
MEDIAN		\$700.00			\$700.00

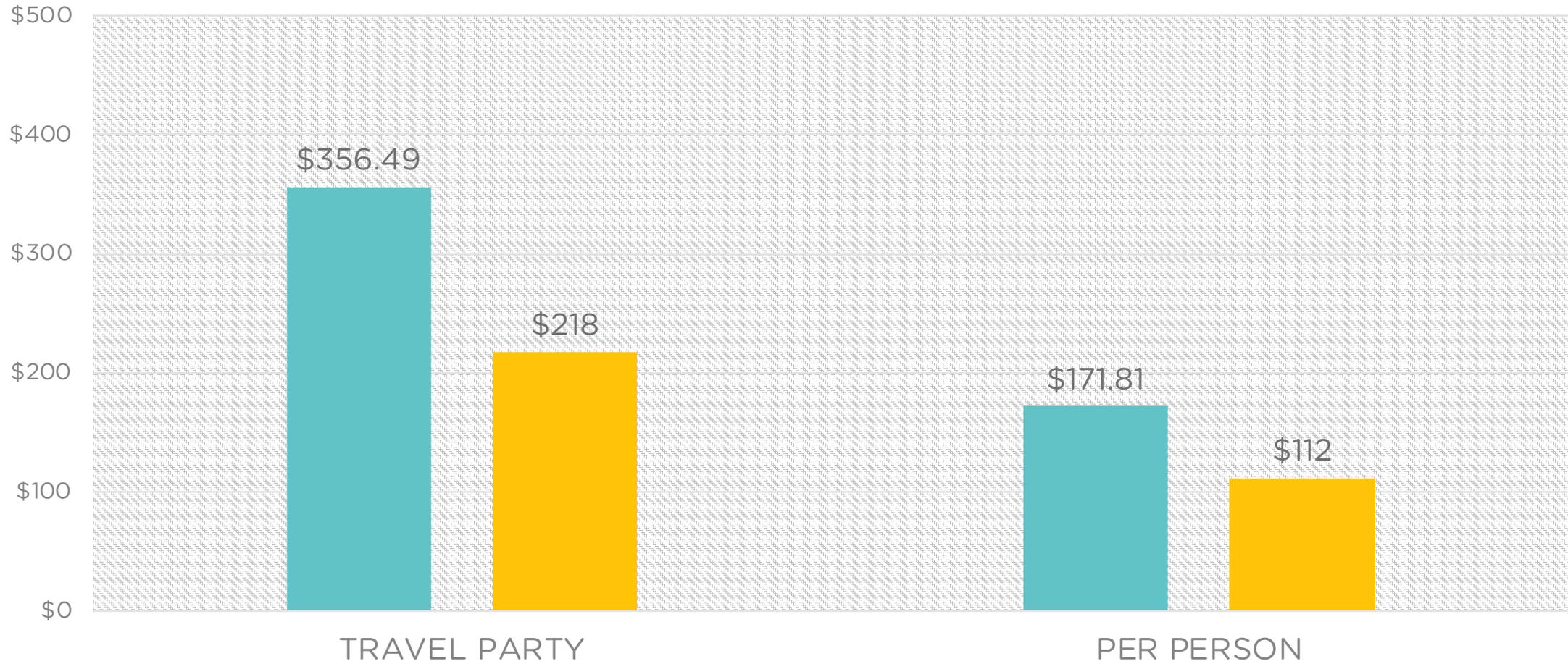
# ONISLE - PER PERSON TRACKING



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)		YTD
MEAN		\$551.36				\$551.66
MEDIAN		\$360.00				\$360.00

# ONISLE - PER DAY SPENDING

■ MEAN ■ MEDIAN



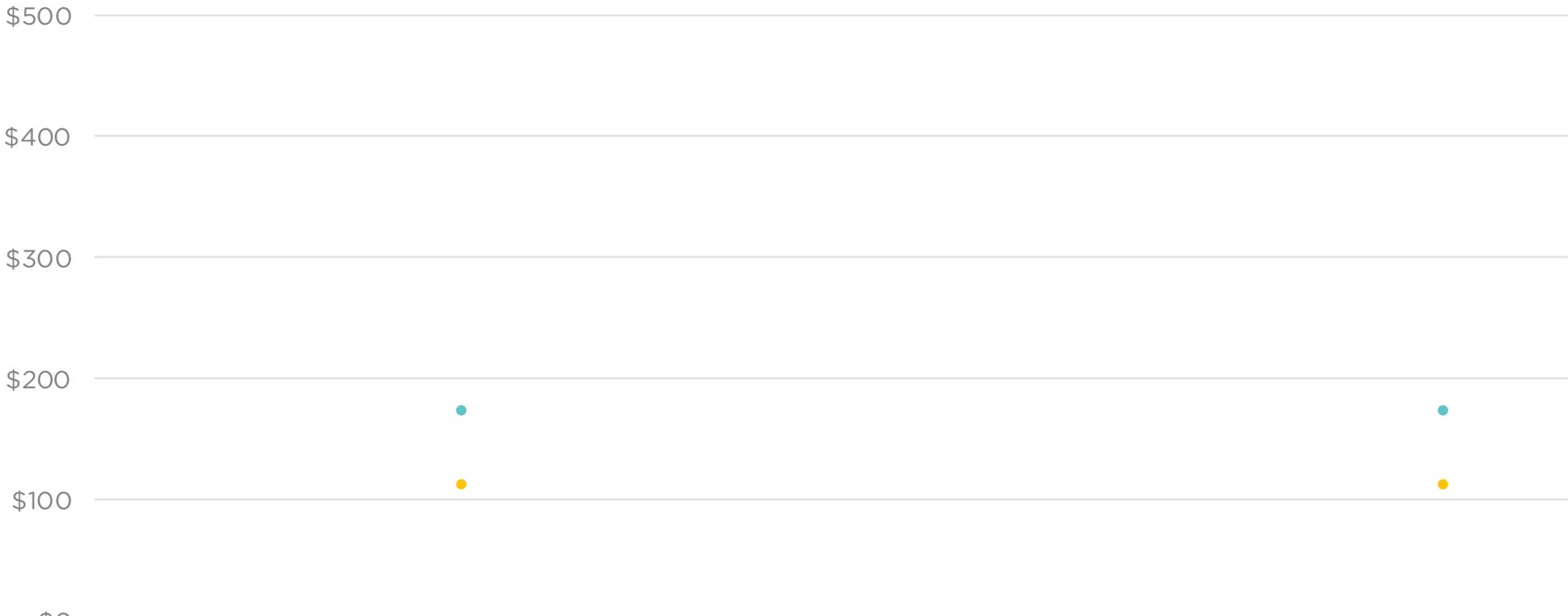
# ONISLE - TRAVEL PARTY/ PER DAY TRACKING



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)	YTD
MEAN		\$356.49			\$356.49
MEDIAN		\$218.00			\$218.00



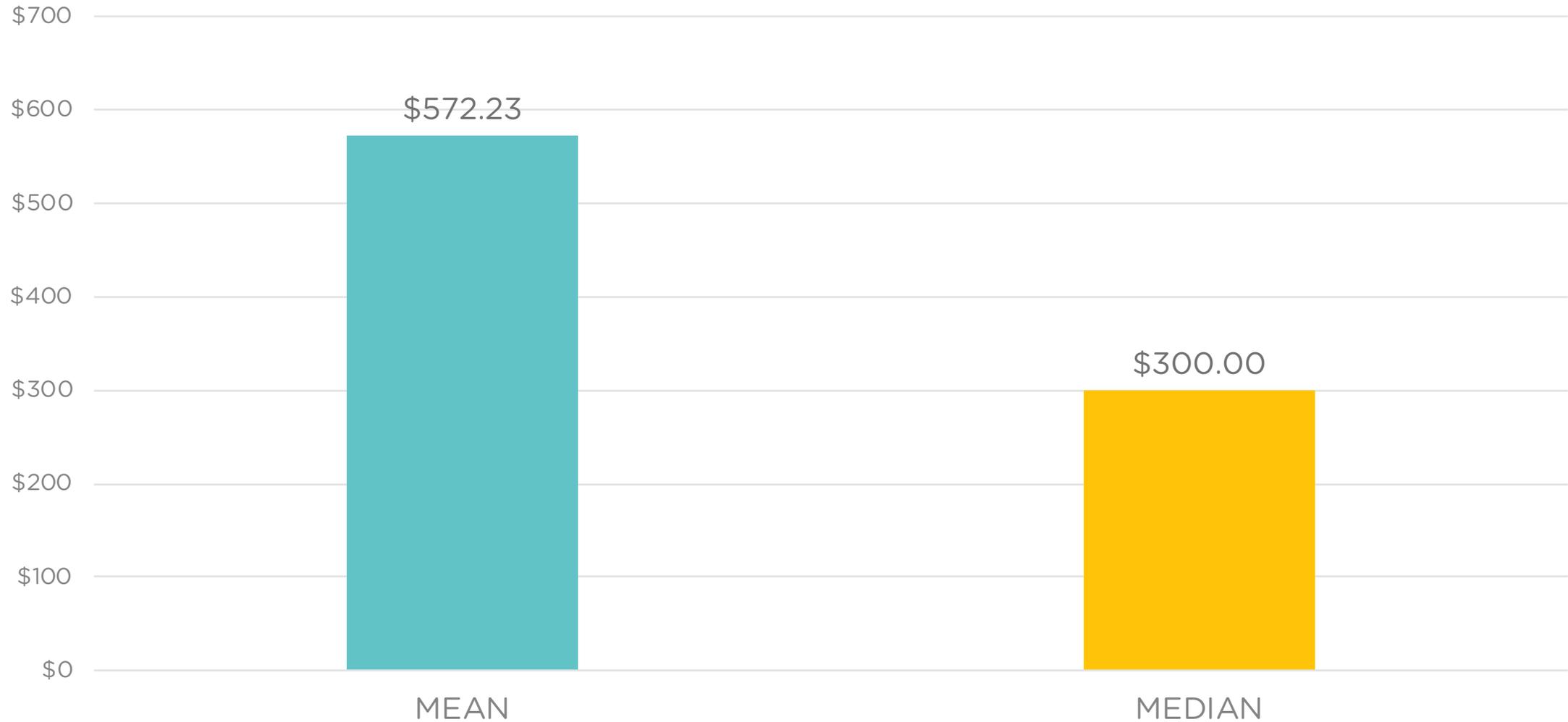
# ONISLE - PER PERSON/ PER DAY TRACKING



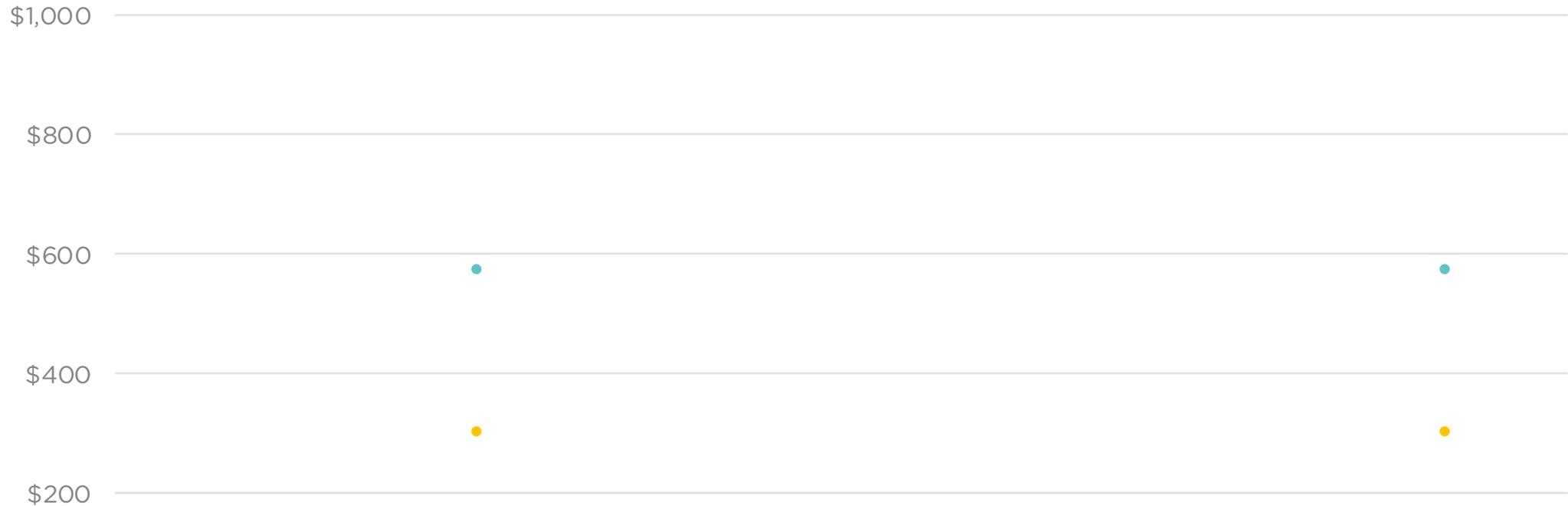
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)	YTD
MEAN		\$171.81			\$171.81
MEDIAN		\$112.00			\$112.00



# ONISLE - ACCOMMODATIONS

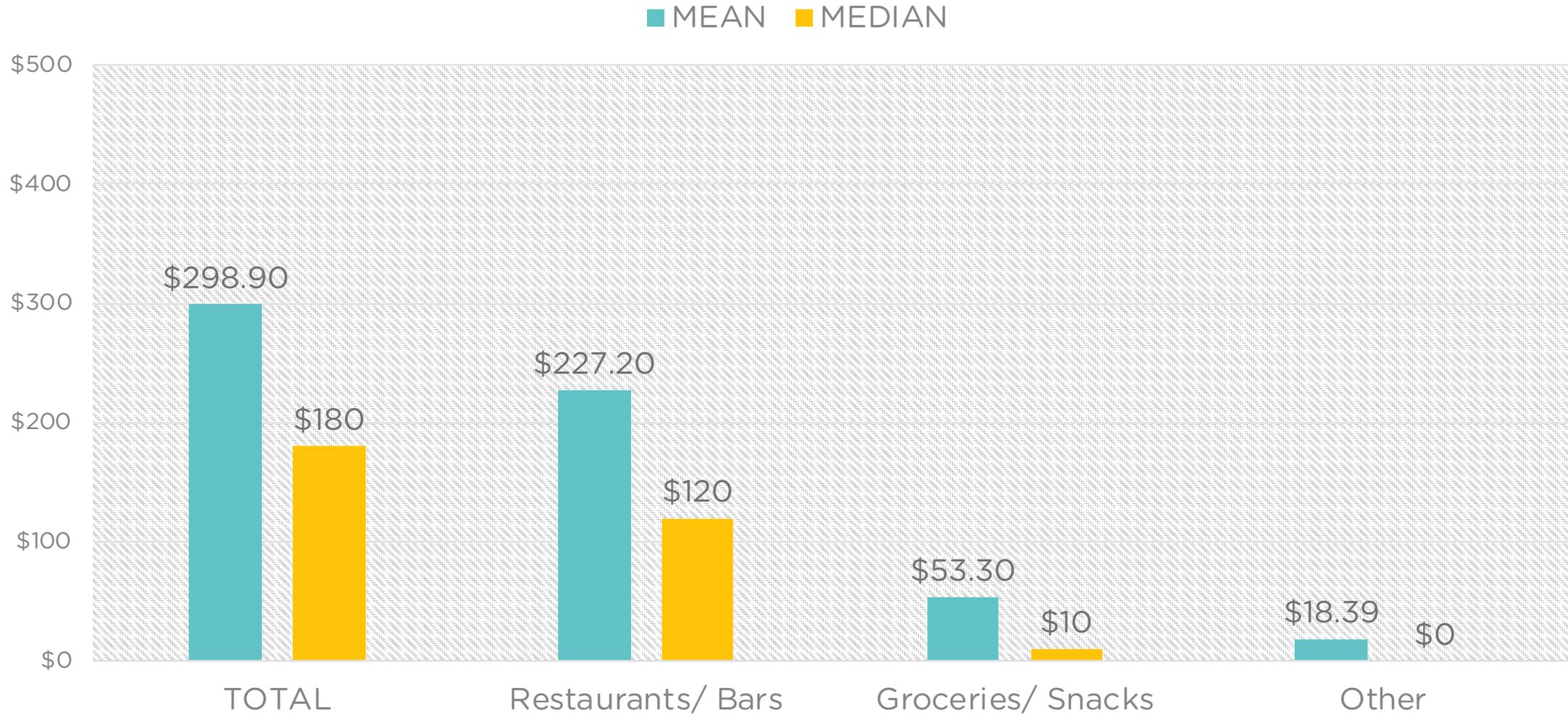


# ONISLE - ACCOMMODATIONS TRACKING

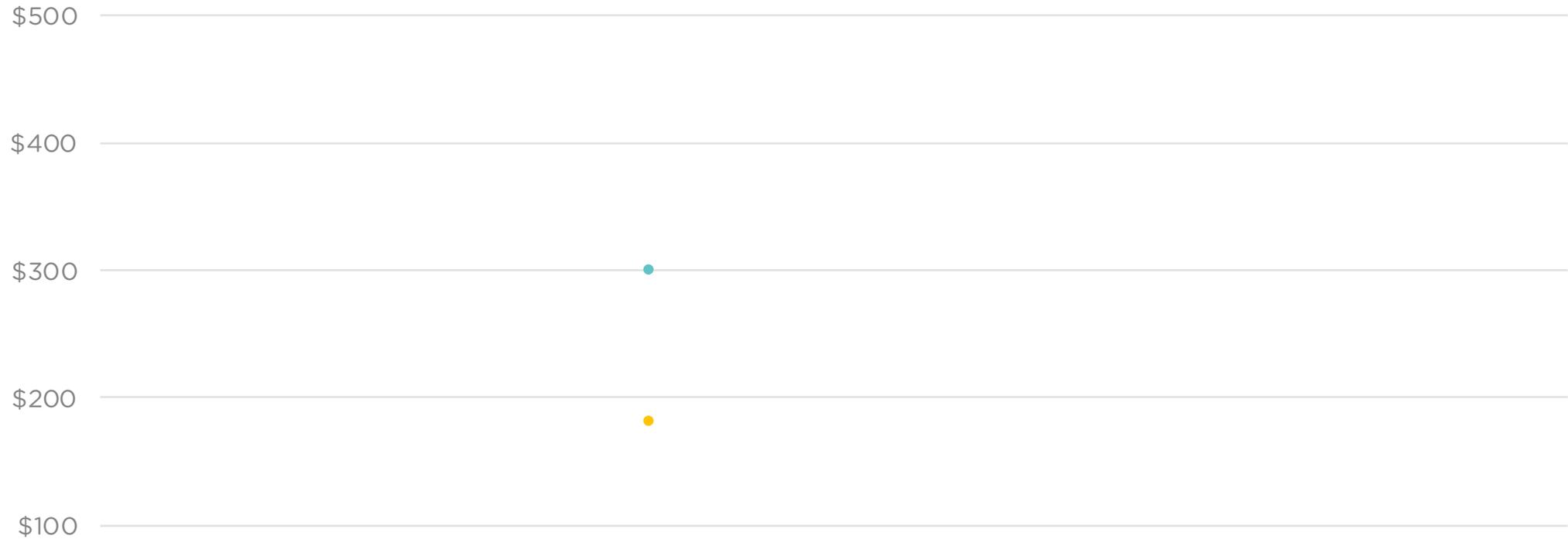


	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)	YTD
MEAN		\$572.23			\$572.23
MEDIAN		\$300.00			\$300.00

# ONISLE - FOOD & BEVERAGE

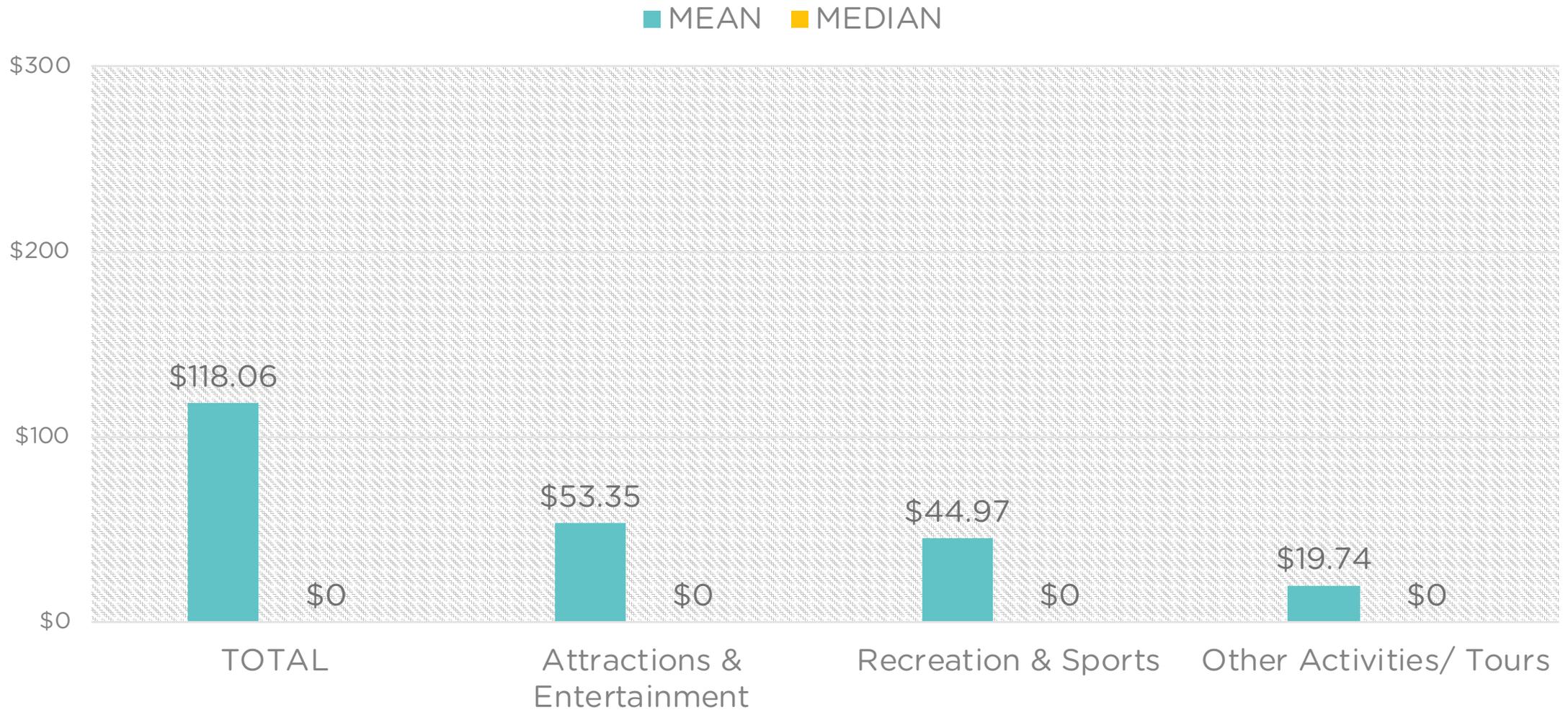


# ONISLE - TOTAL FOOD & BEVERAGE TRACKING

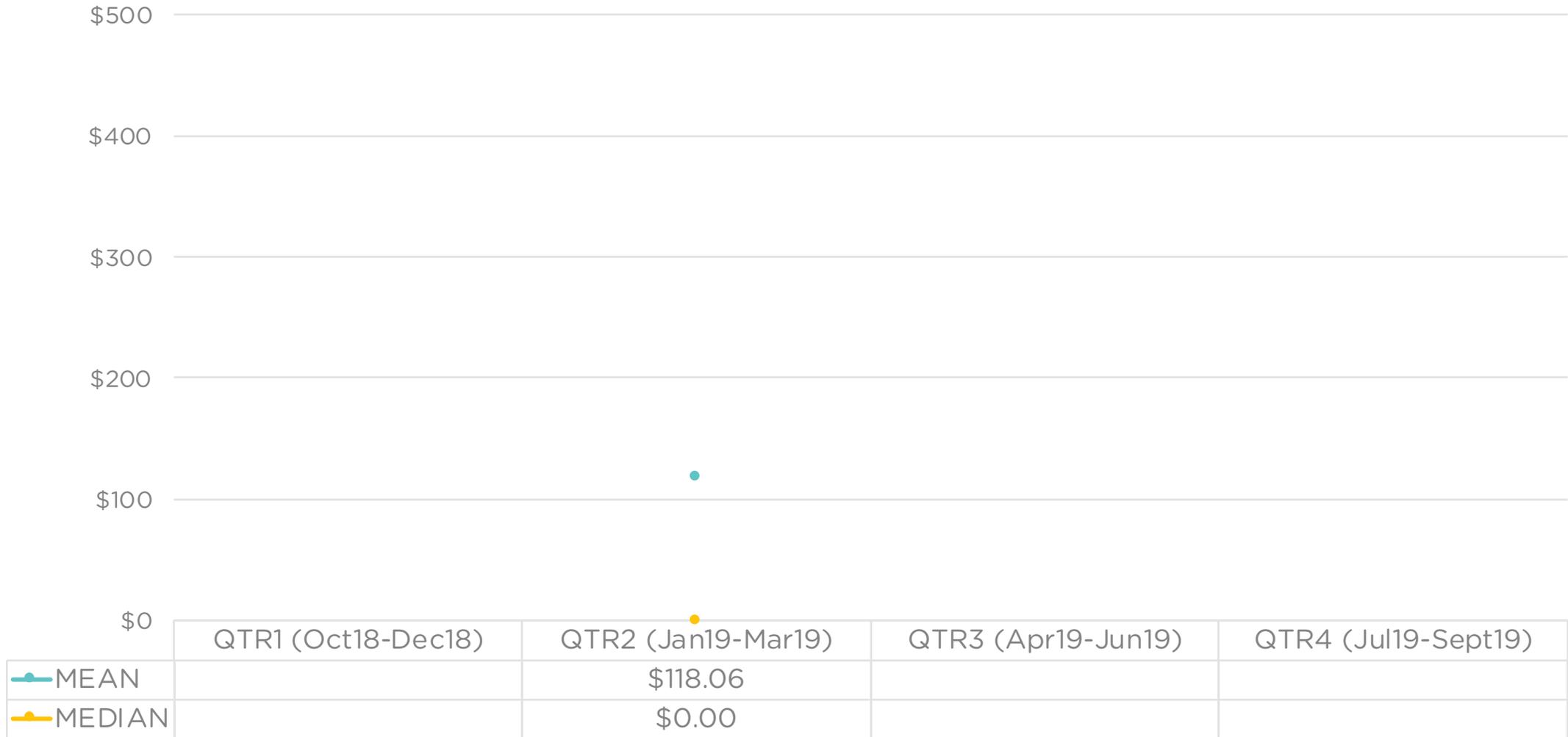


	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
MEAN		\$298.90		
MEDIAN		\$180.00		

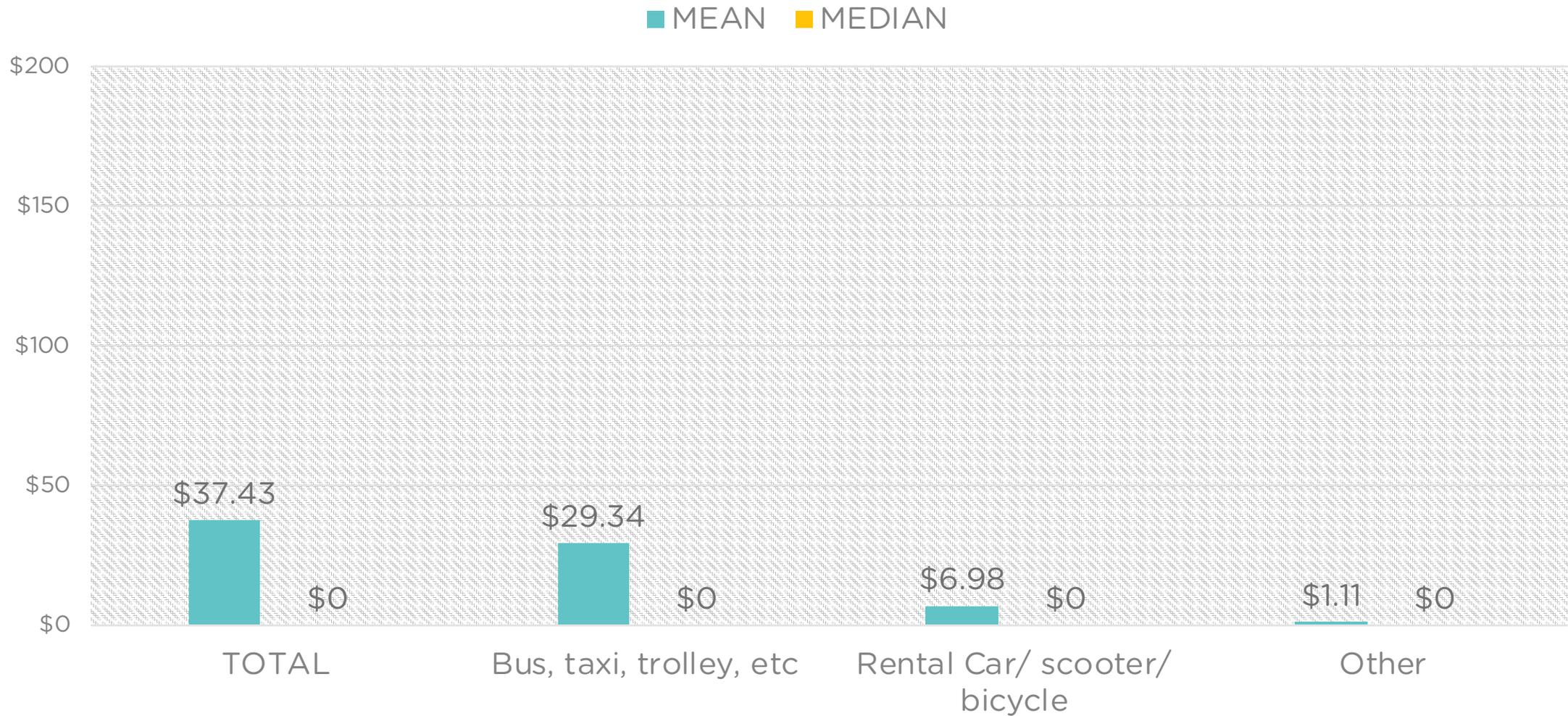
# ONISLE - ENTERTAINMENT & RECREATION



# ONISLE - TOTAL ENTERTAINMENT & RECREATION TRACKING



# ONISLE - TRANSPORTATION

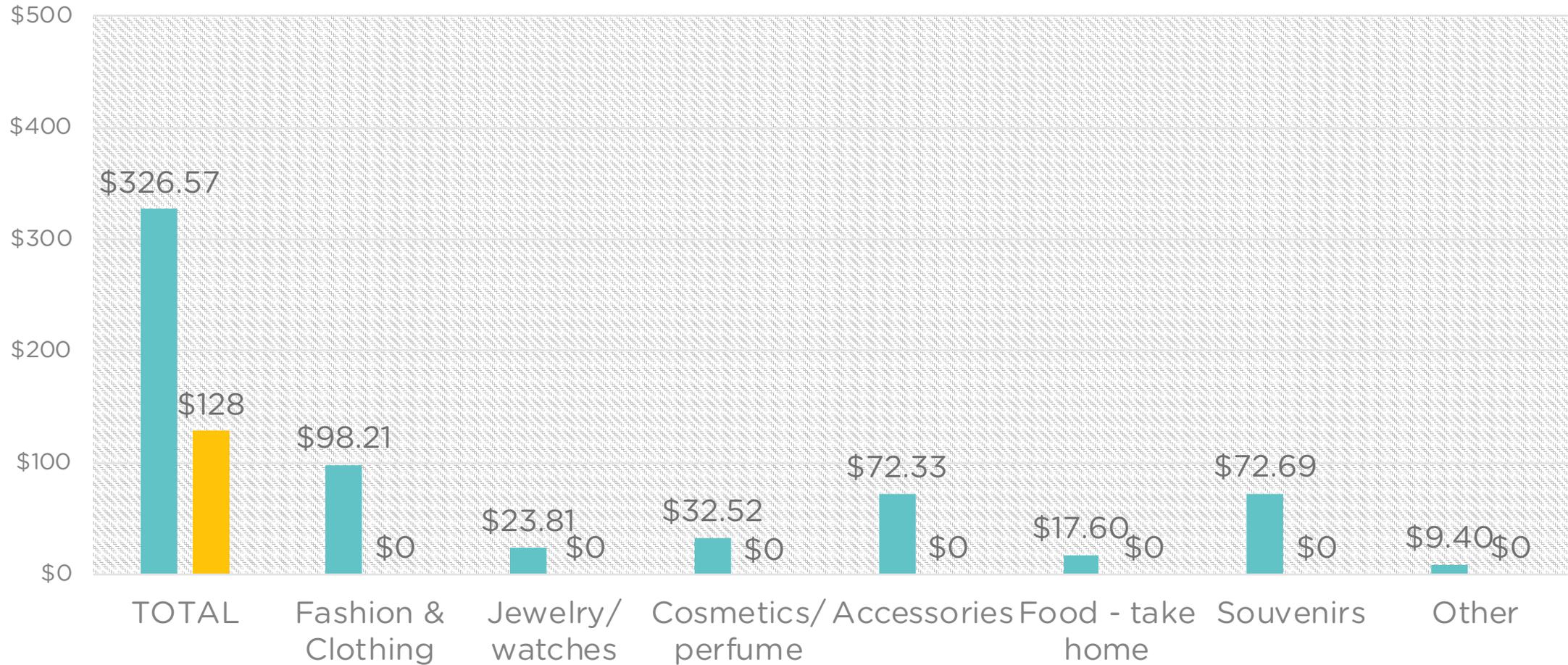


# ONISLE - TOTAL TRANSPORTATION TRACKING

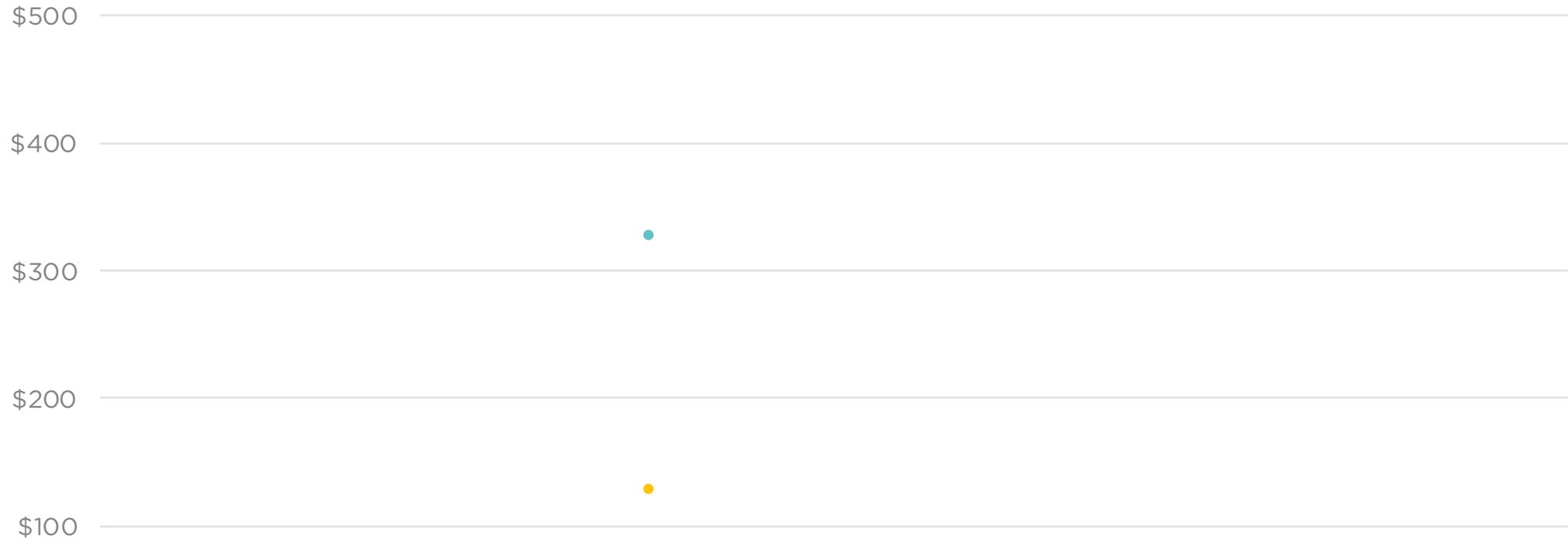


# ONISLE - SHOPPING

■ MEAN ■ MEDIAN

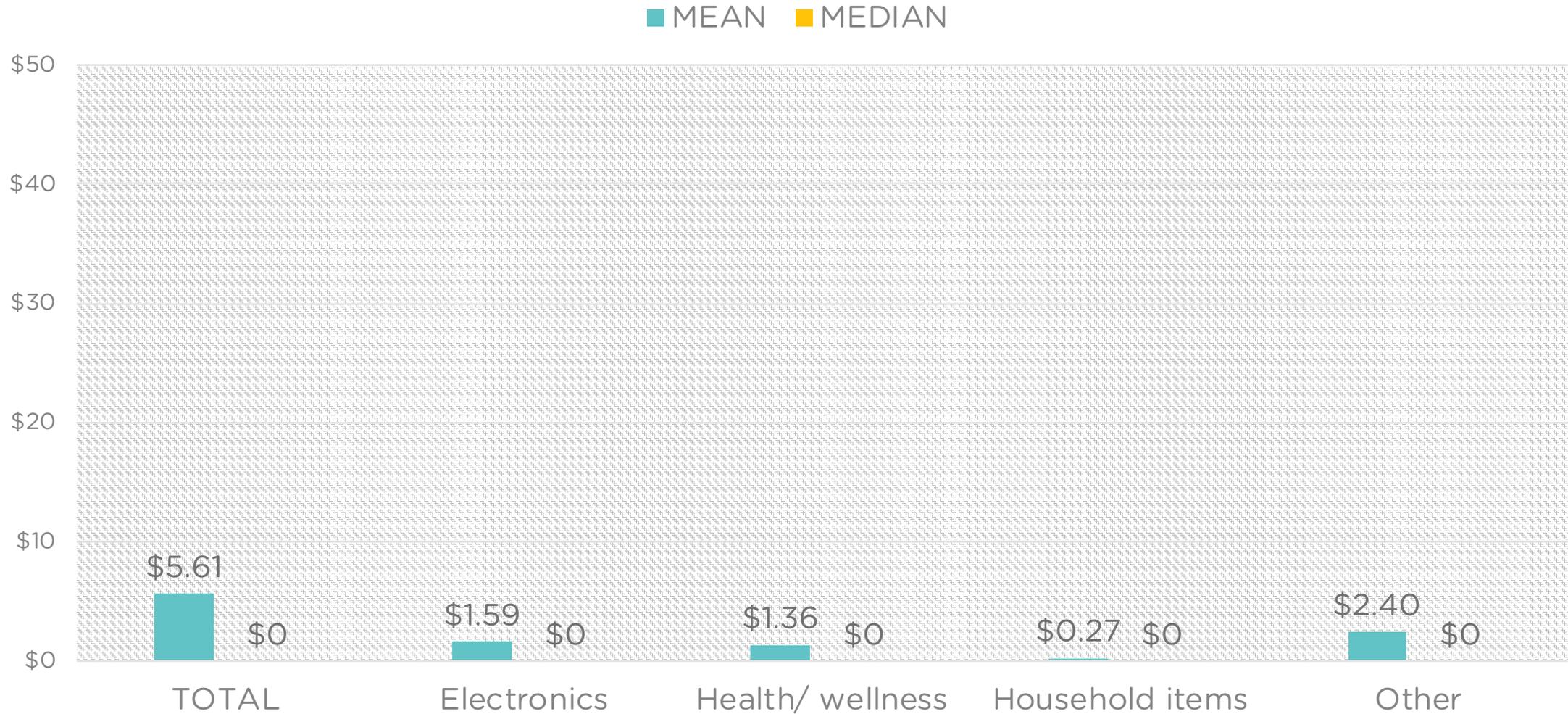


# ONISLE - TOTAL SHOPPING TRACKING



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
MEAN		\$326.57		
MEDIAN		\$128.00		

# ONISLE - MISCELLANEOUS



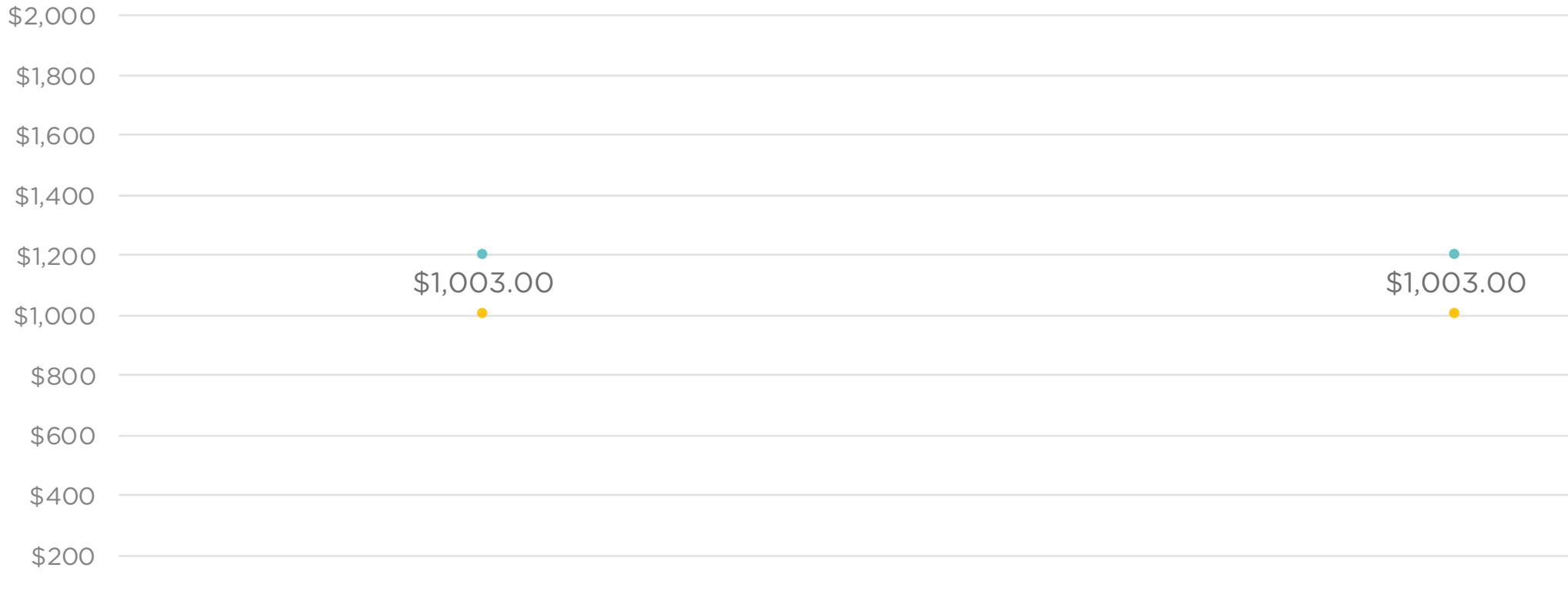
# ONISLE - MISCELLANEOUS TRACKING



# TOTAL EXPENDITURES PER PERSON (ONISLE + PREPAID)

- \$1,200.63 = Mean average per person
- \$1,003.00 = Median amount spent per person

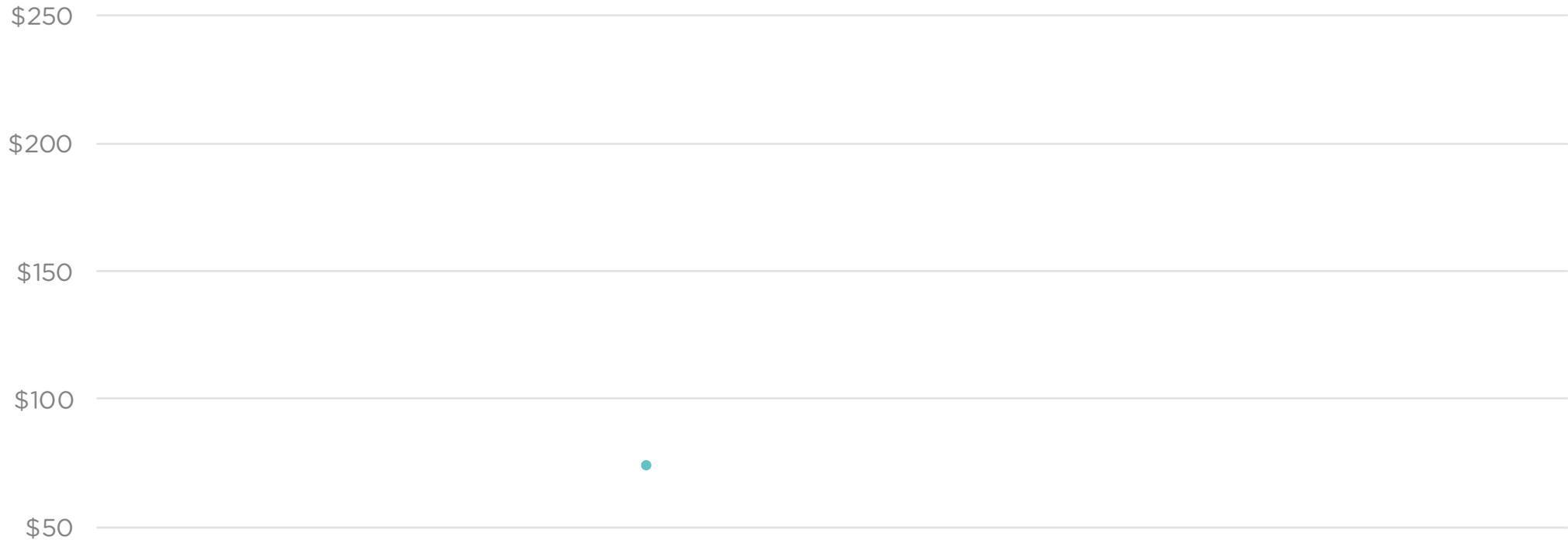
# TOTAL EXPENDITURES PER PERSON TRACKING



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)		YTD
MEAN		\$1,200.63				\$1,200.63
MEDIAN		\$1,003.00				\$1,003.00



# GUAM AIRPORT EXPENDITURE TRACKING



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
MEAN		\$73.57		
MEDIAN		\$10.00		

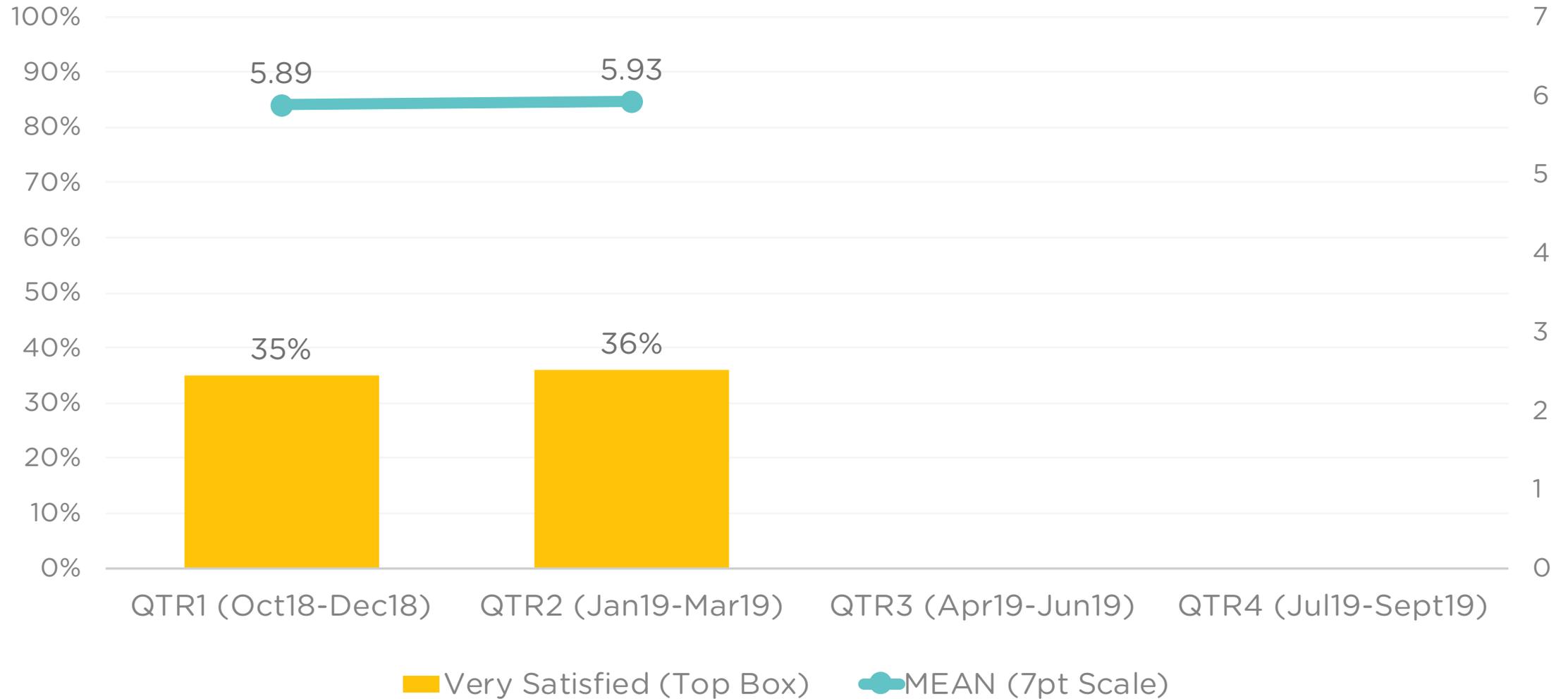


SECTION 4

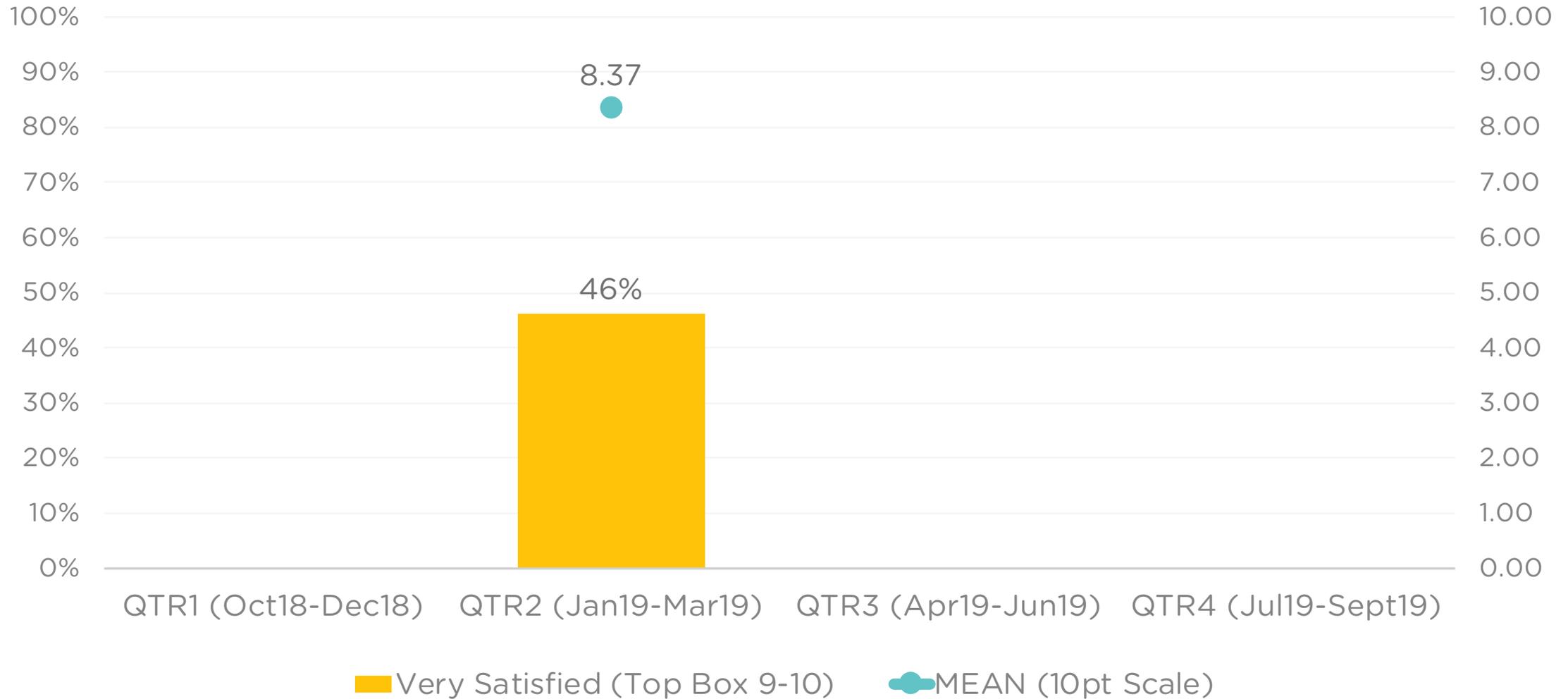
# VISITOR SATISFACTION



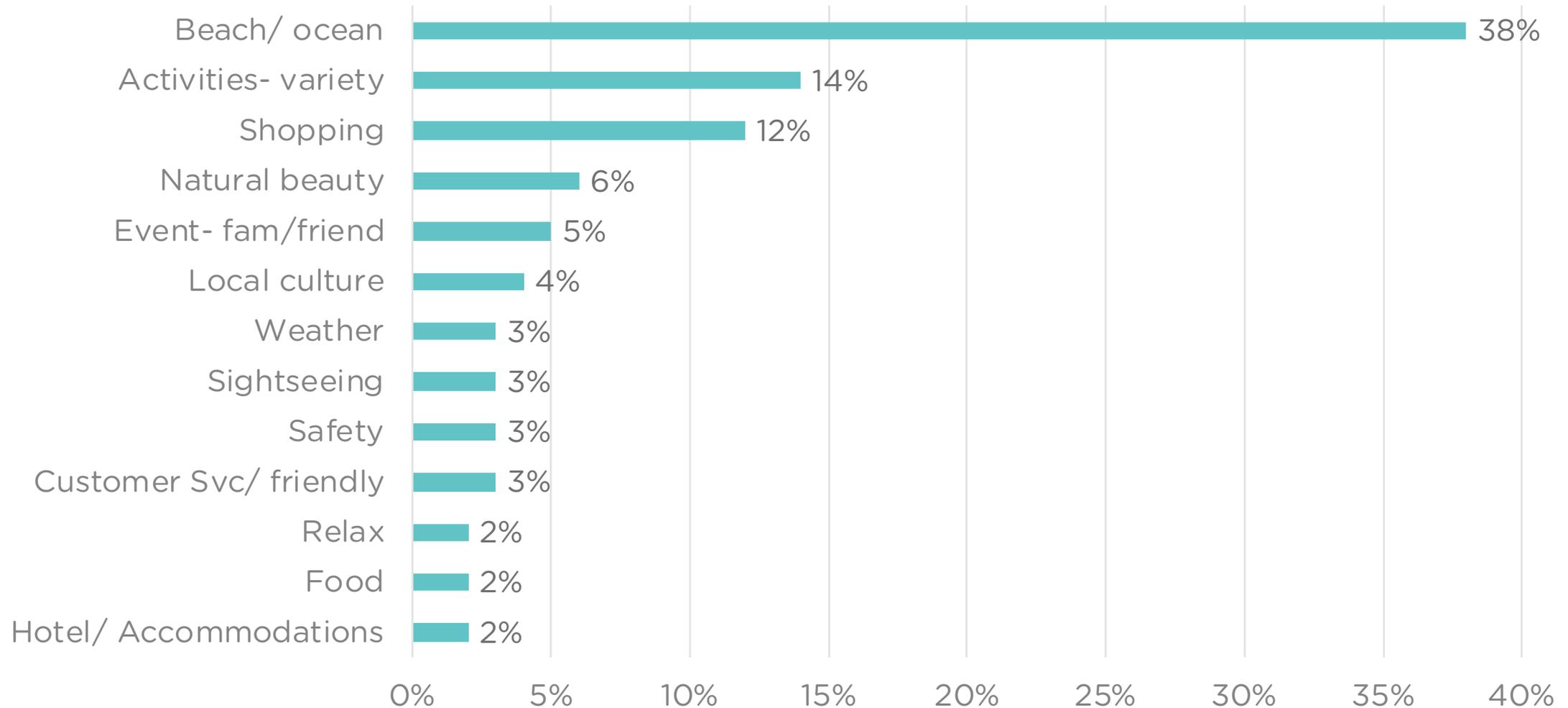
# OVERALL SATISFACTION - 7PT SCALE



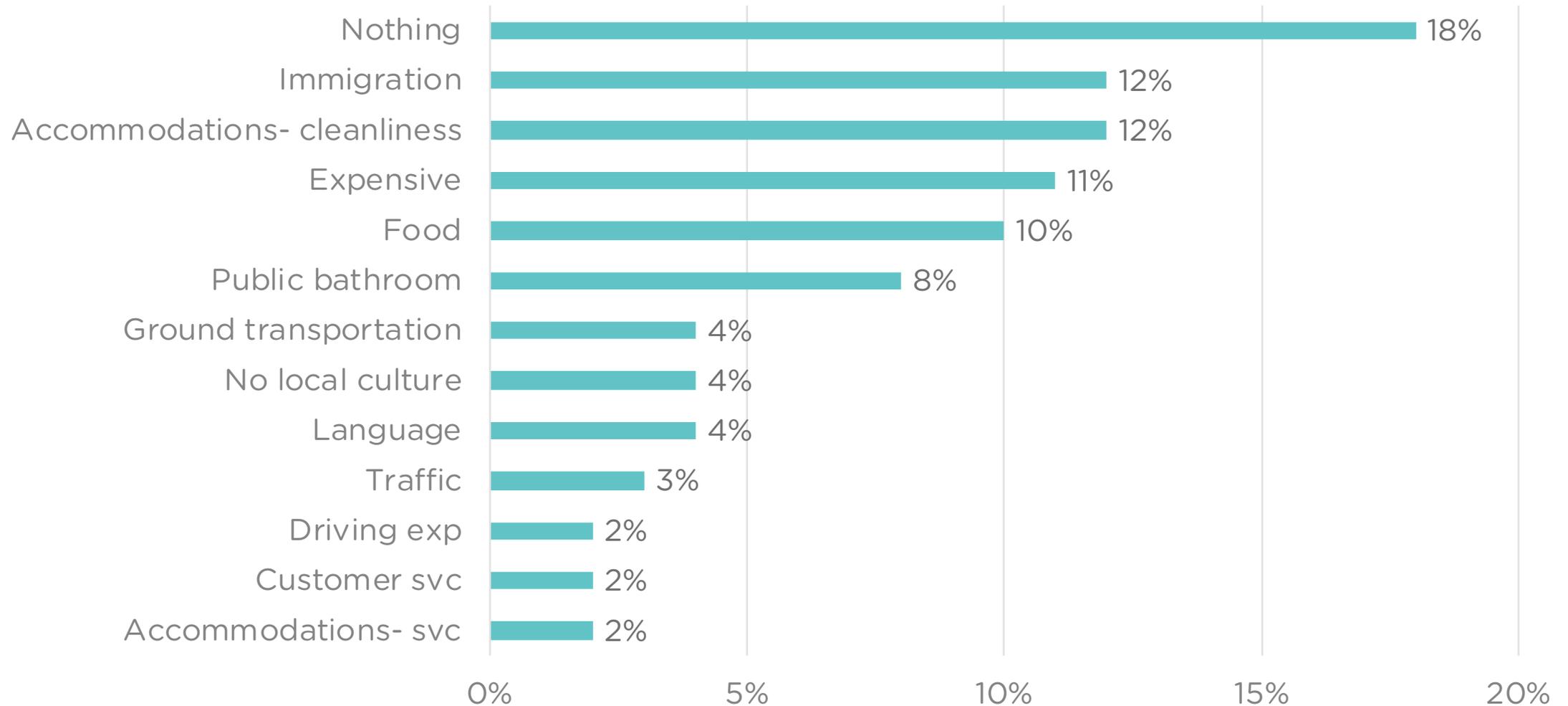
# OVERALL SATISFACTION - 10PT SCALE



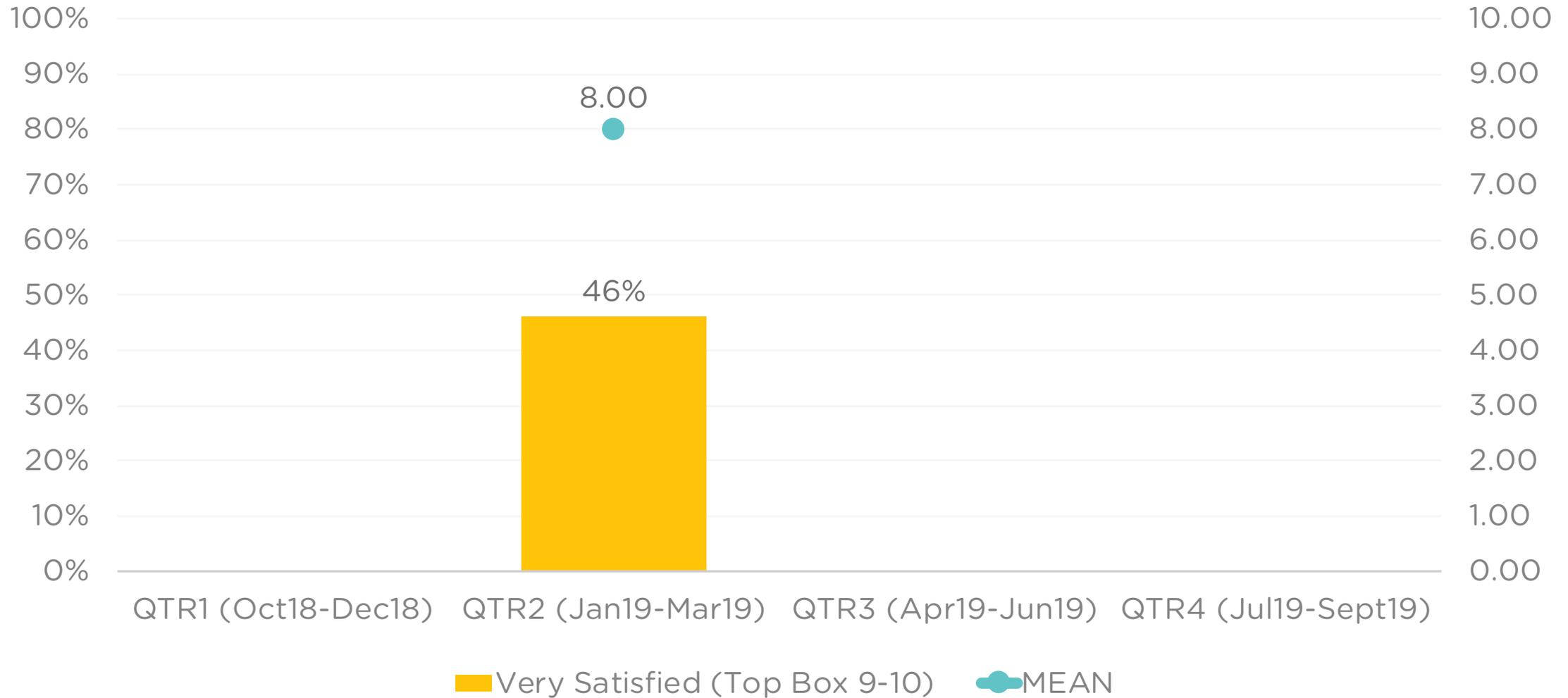
# SWOT - POSITIVE ASPECT OF TRIP



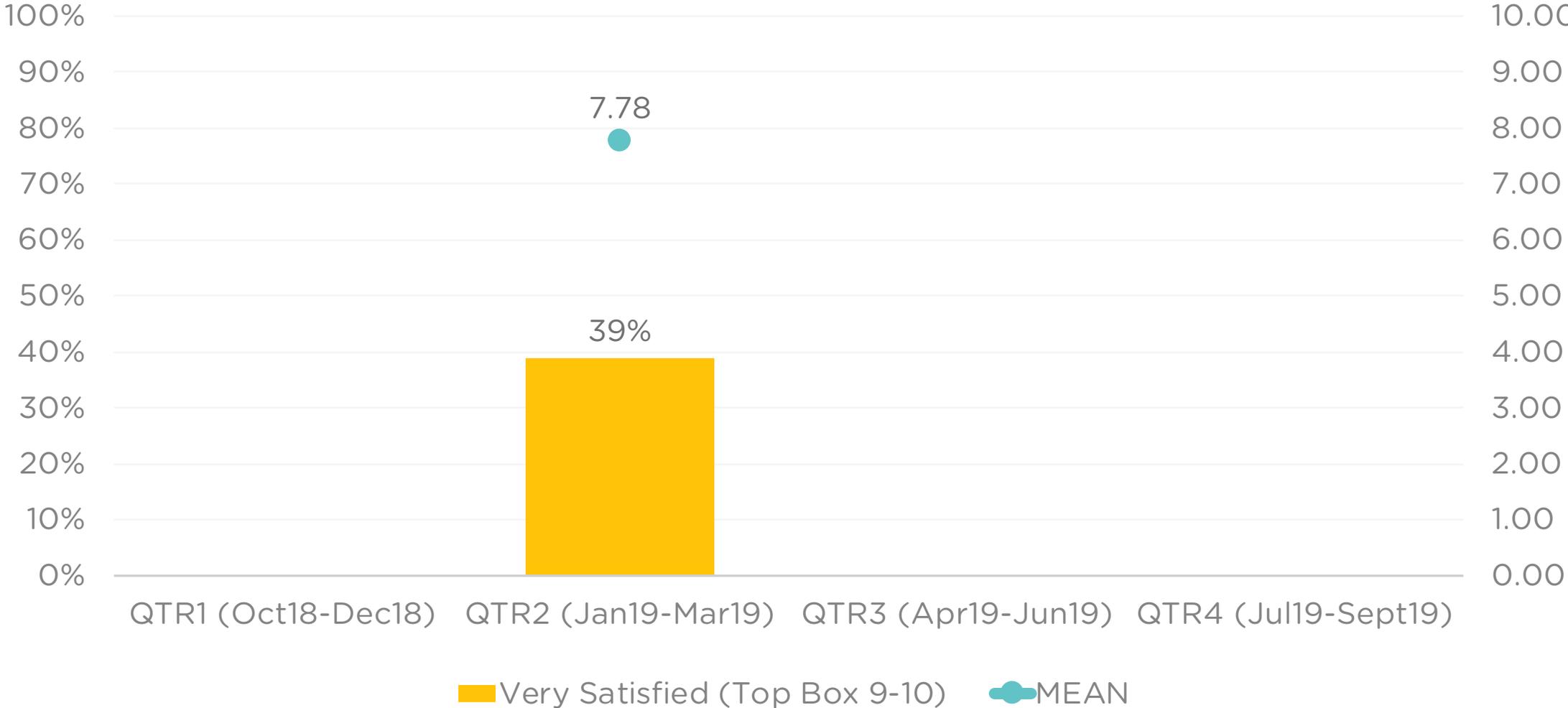
# SWOT - NEGATIVE ASPECT OF TRIP



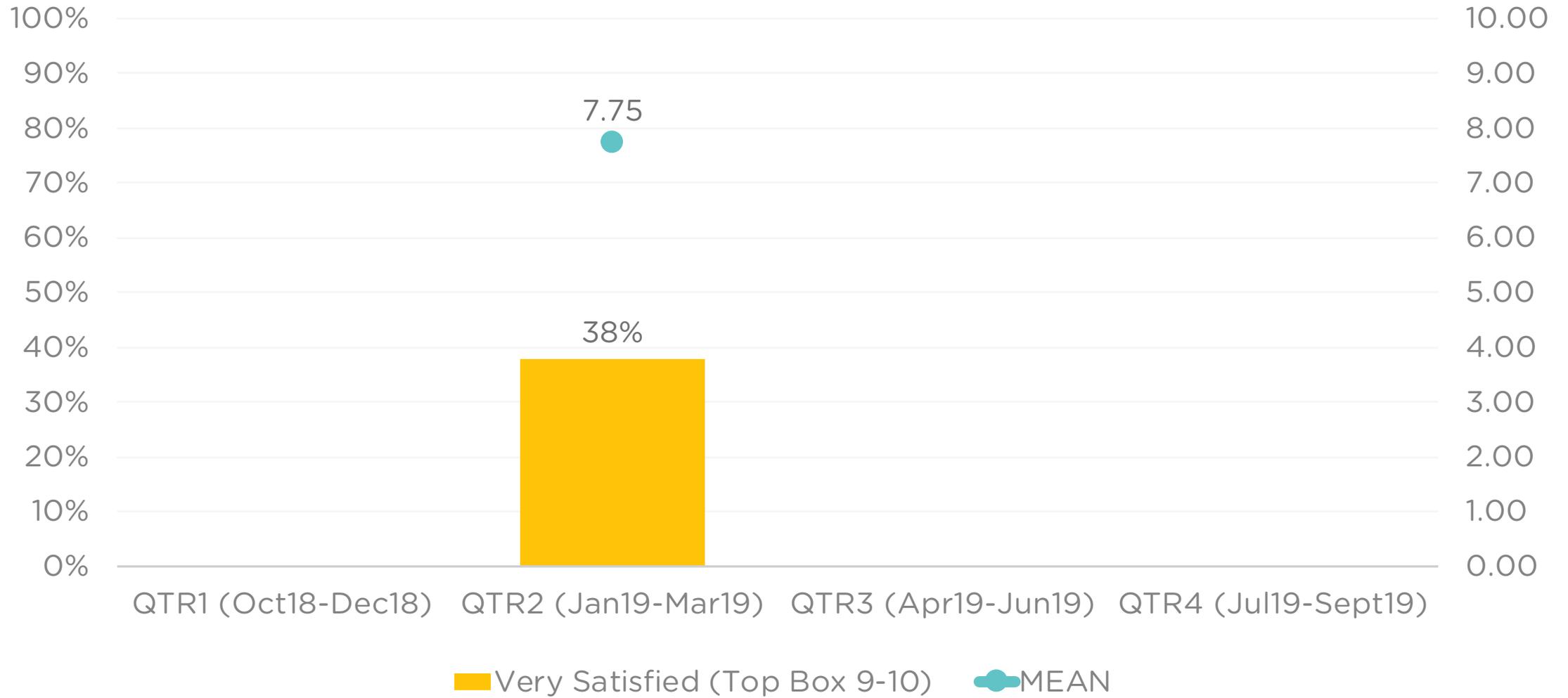
# SATISFACTION - ENTERTAINMENT



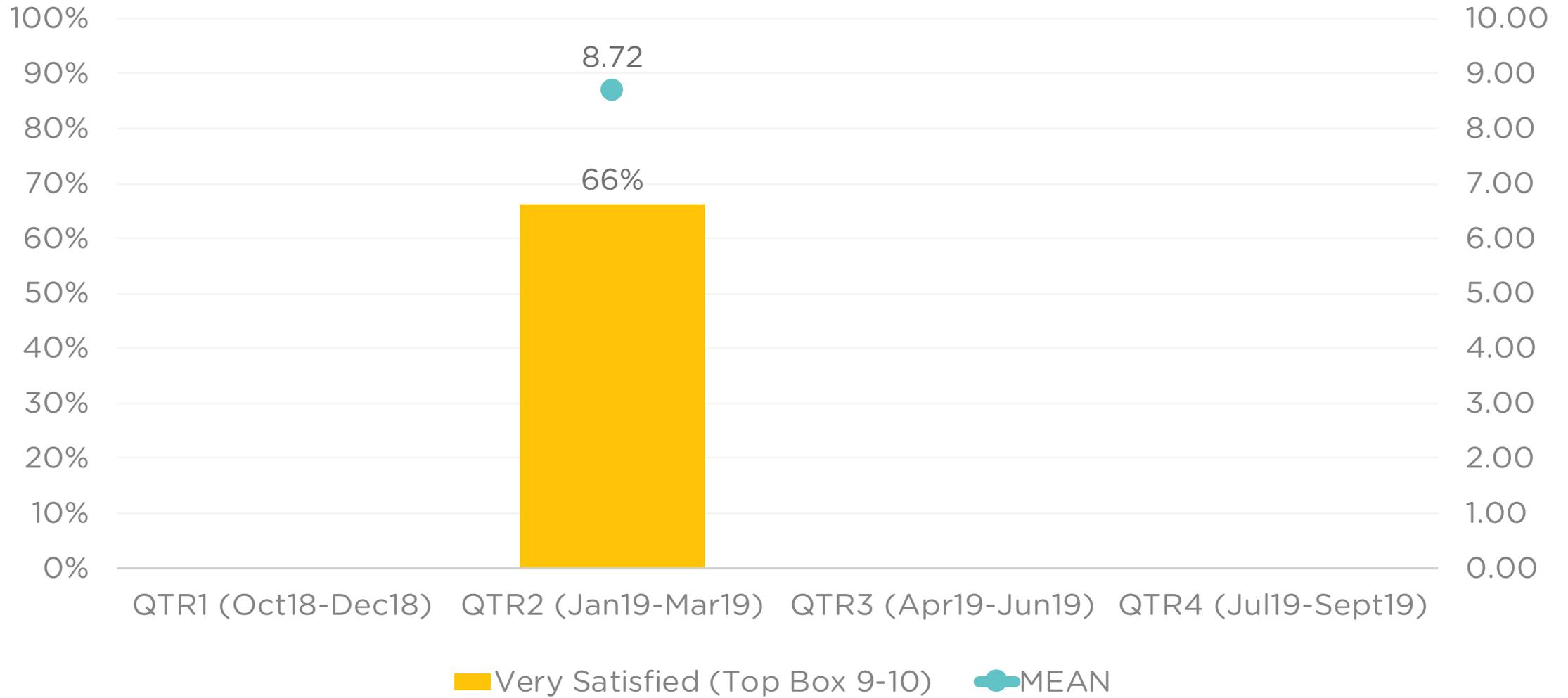
# SATISFACTION - SHOPPING



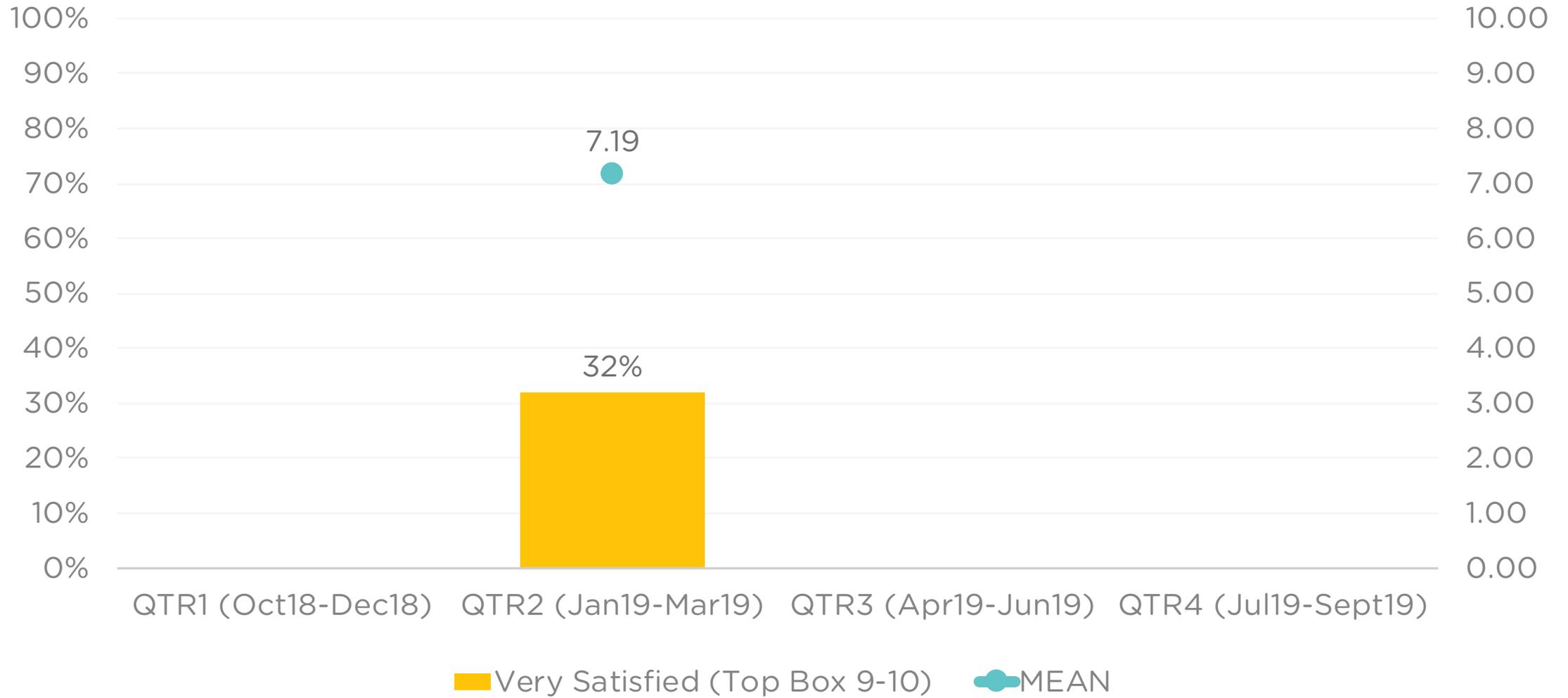
# SATISFACTION - DINING



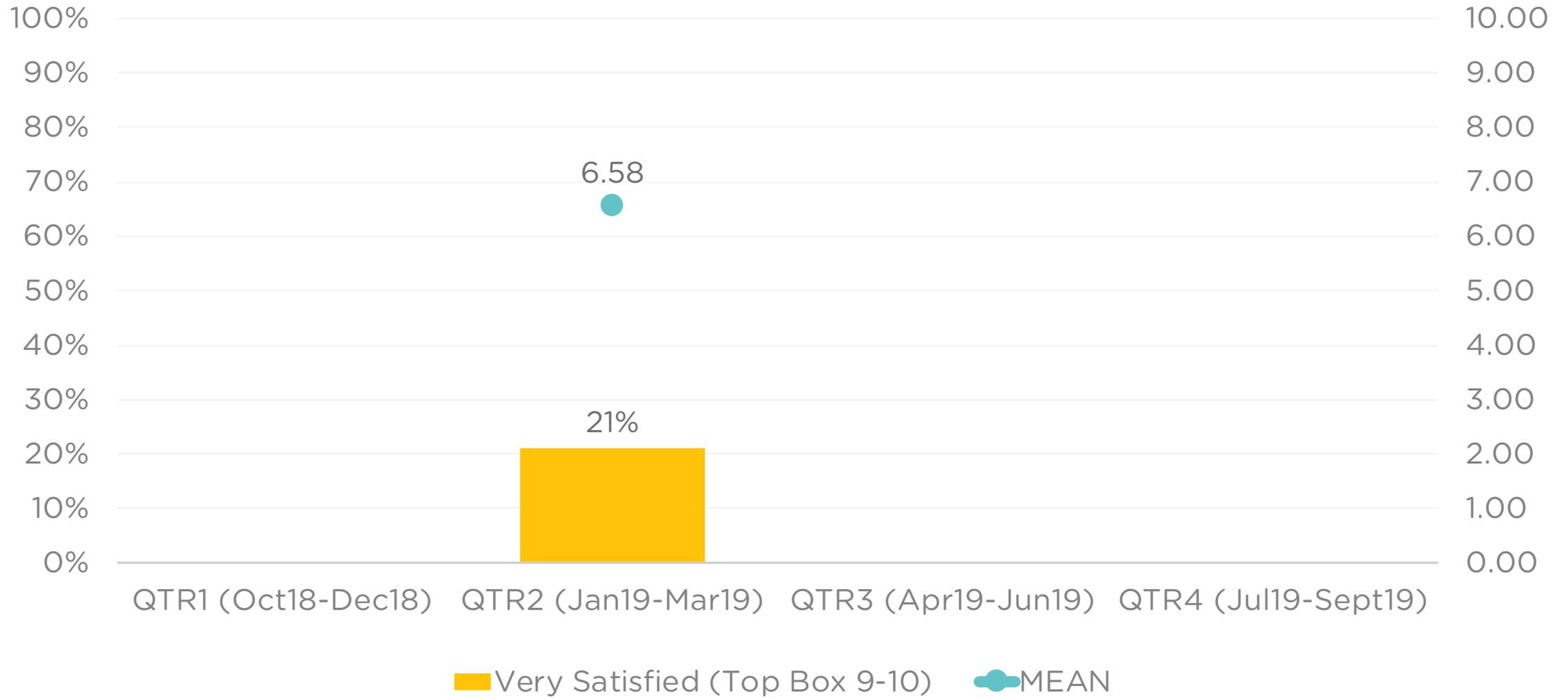
# SATISFACTION - BEACHES



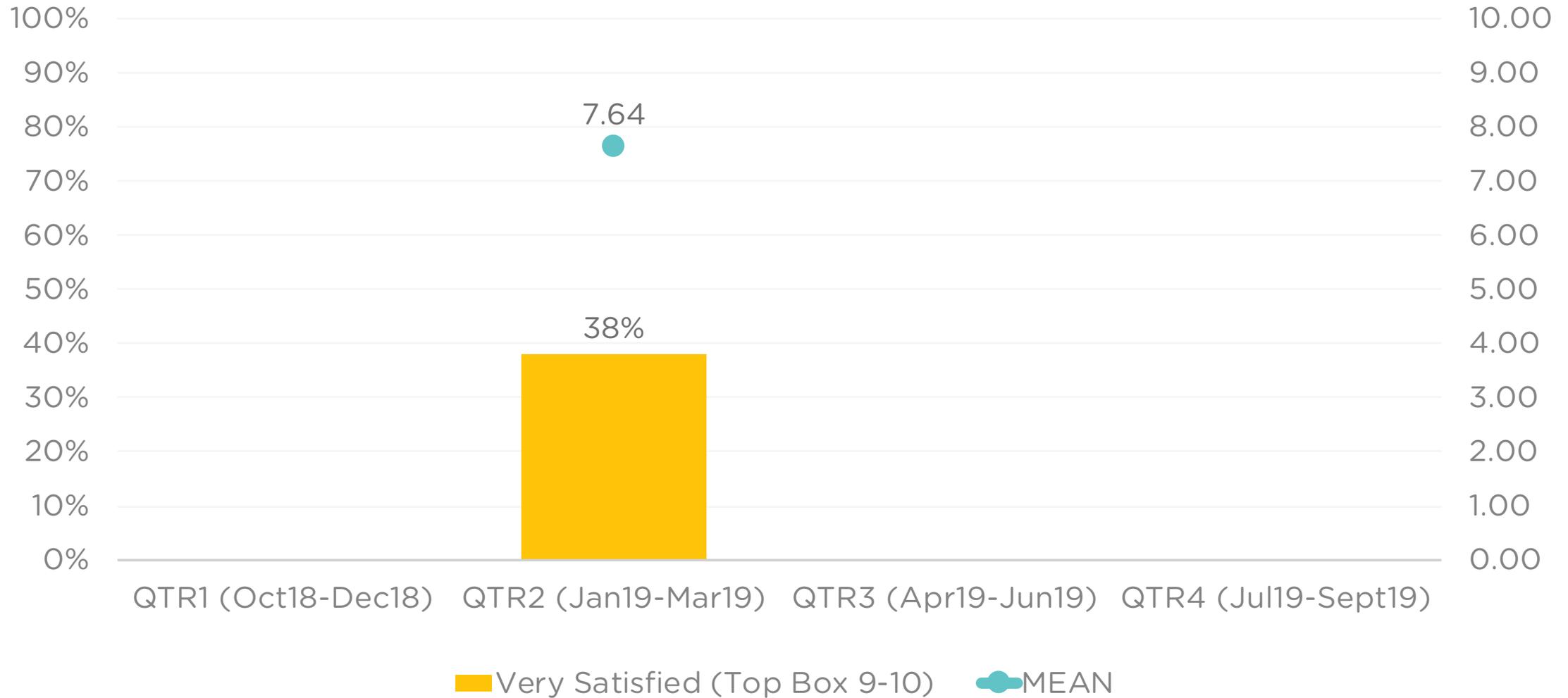
# SATISFACTION - PARKS



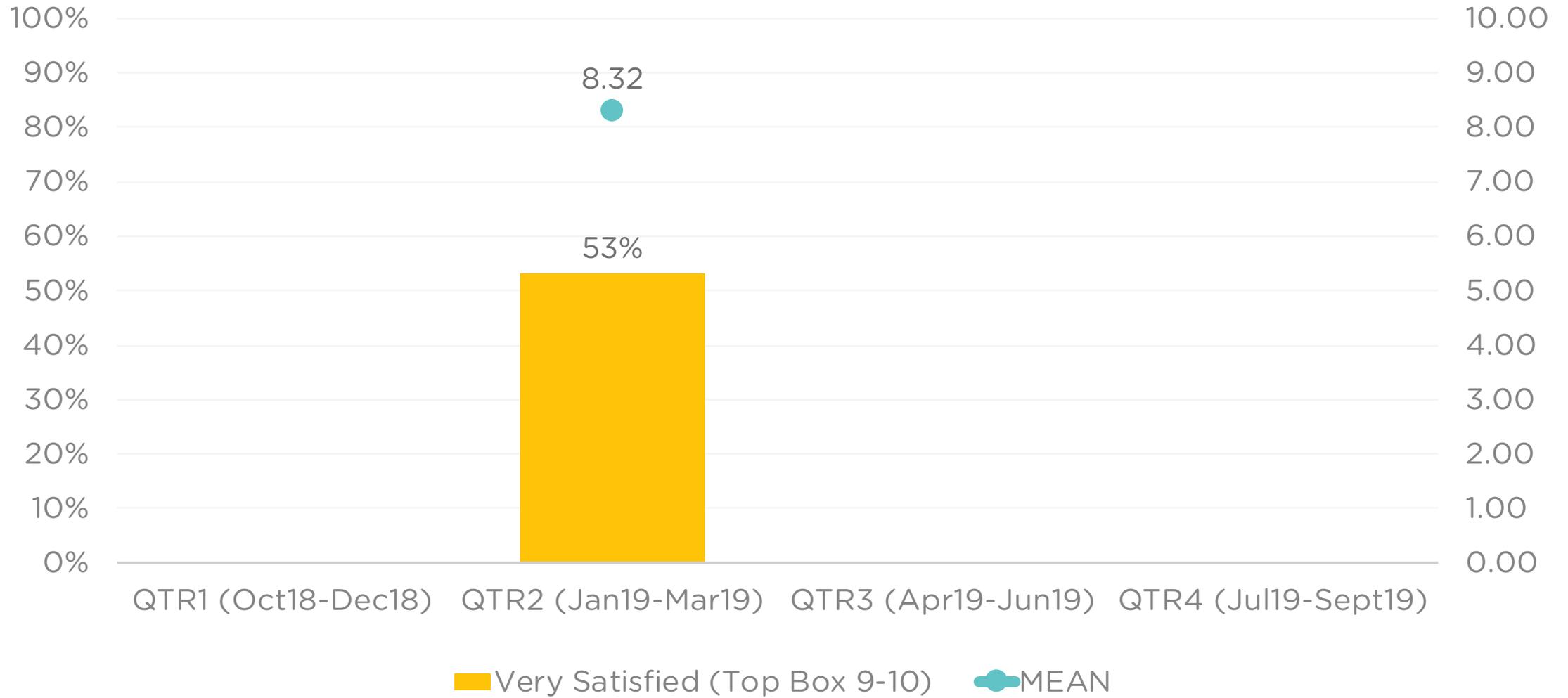
# SATISFACTION - ROADS



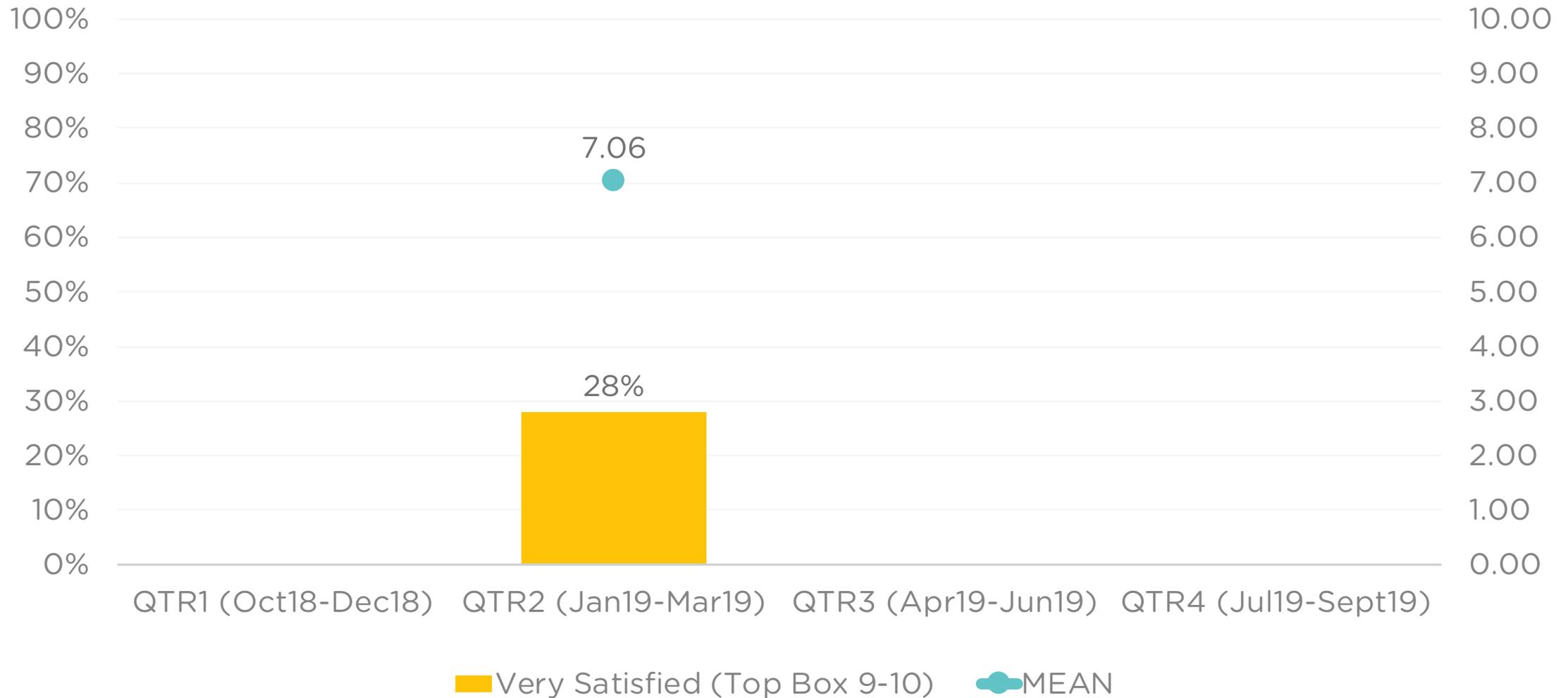
# SATISFACTION - SIGHTSEEING AREAS



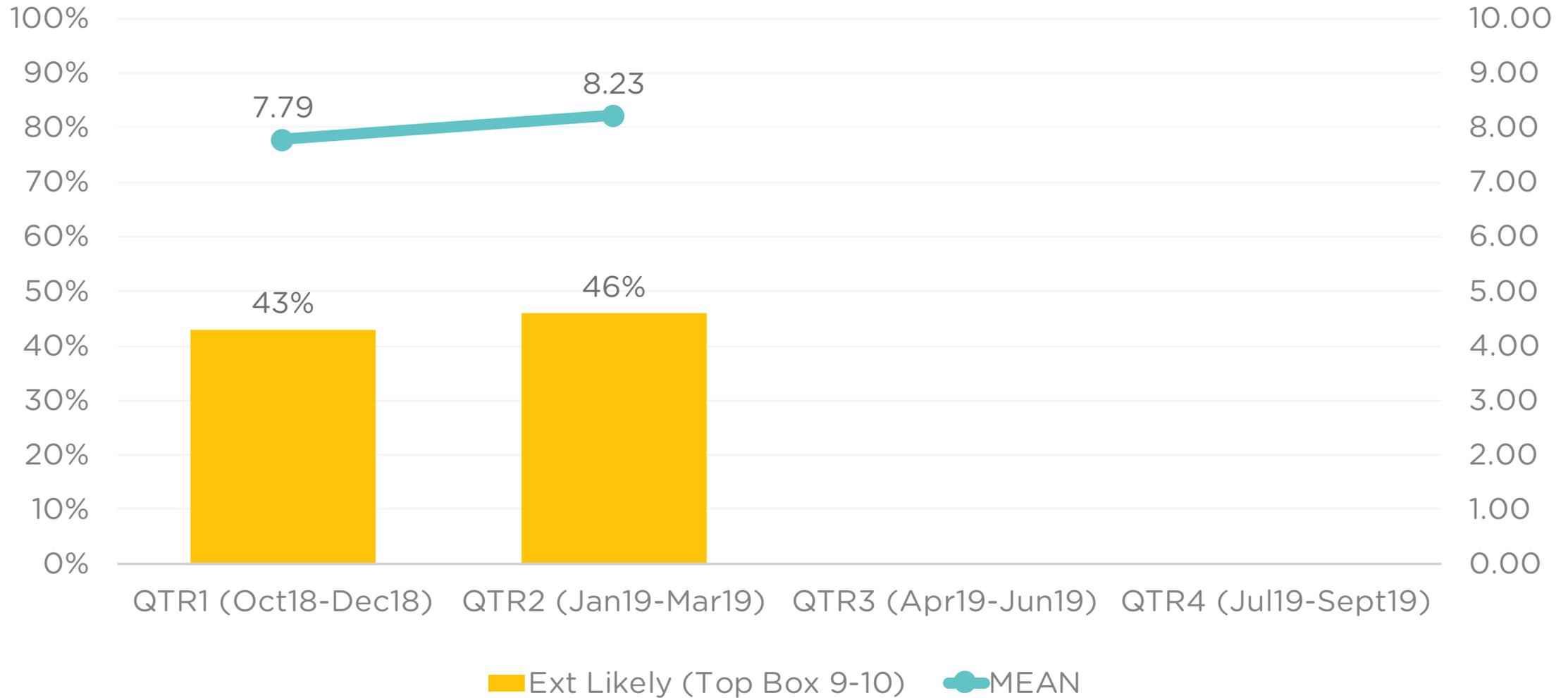
# SATISFACTION - SAFETY & SECURITY



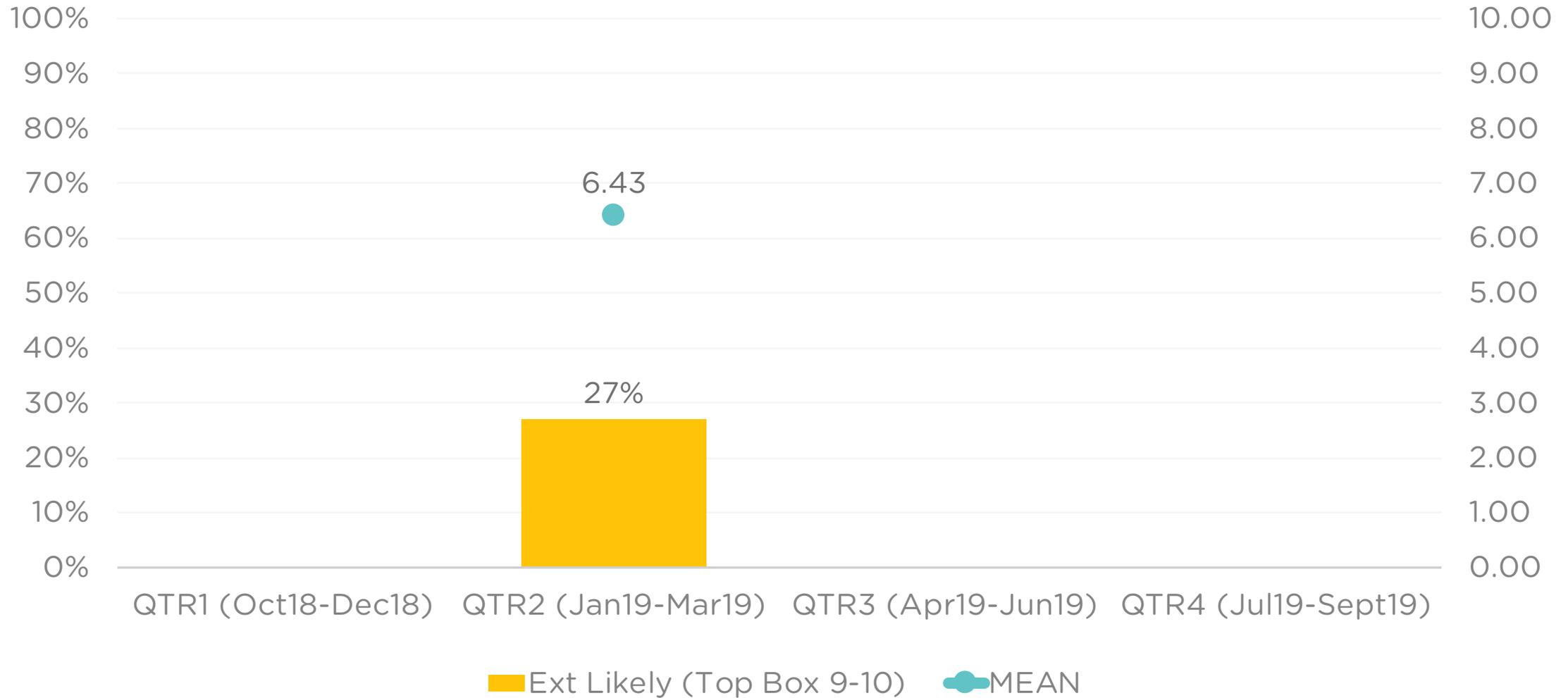
# SATISFACTION - ACCOMMODATIONS



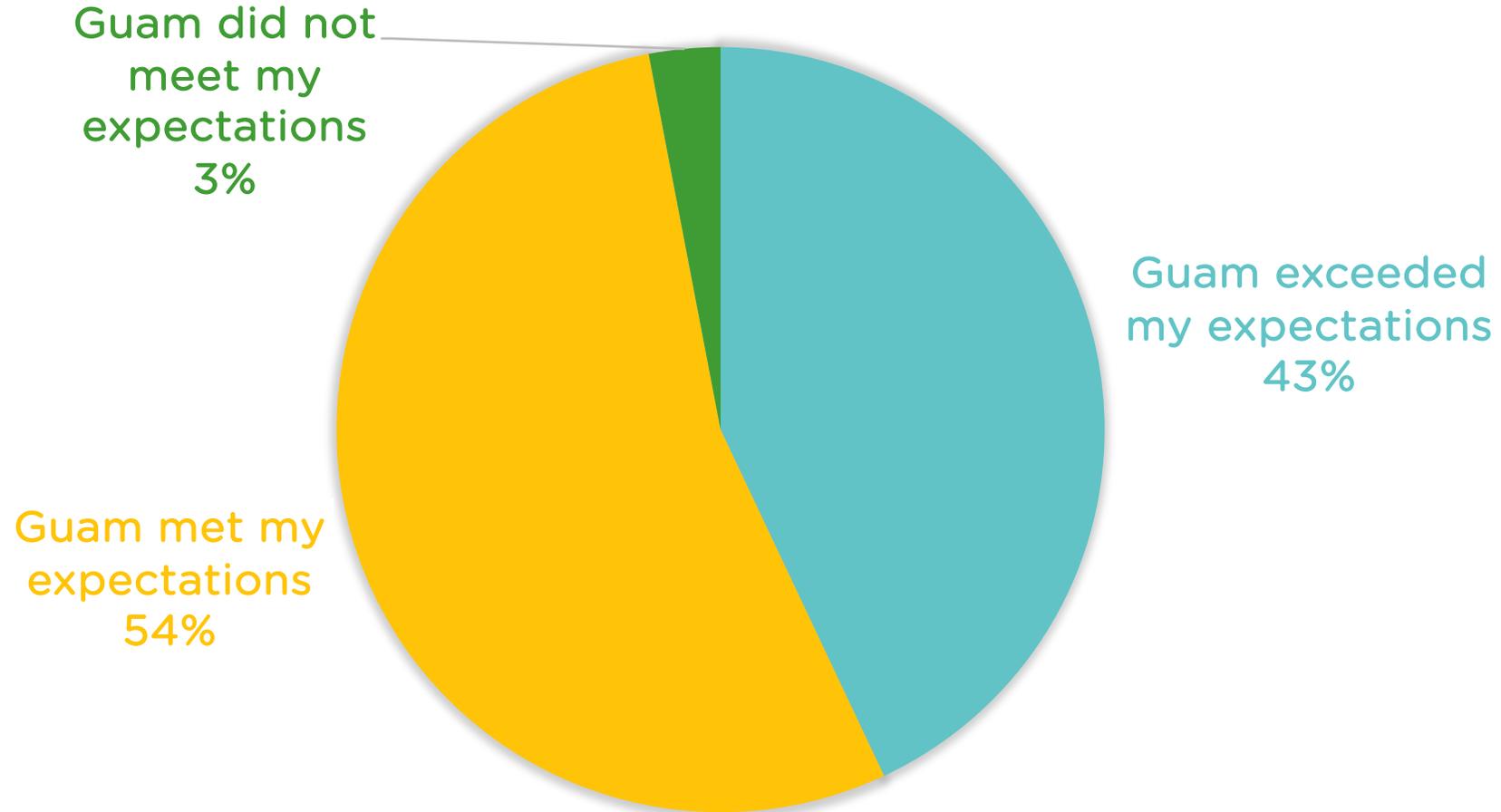
# BRAND ADVOCACY



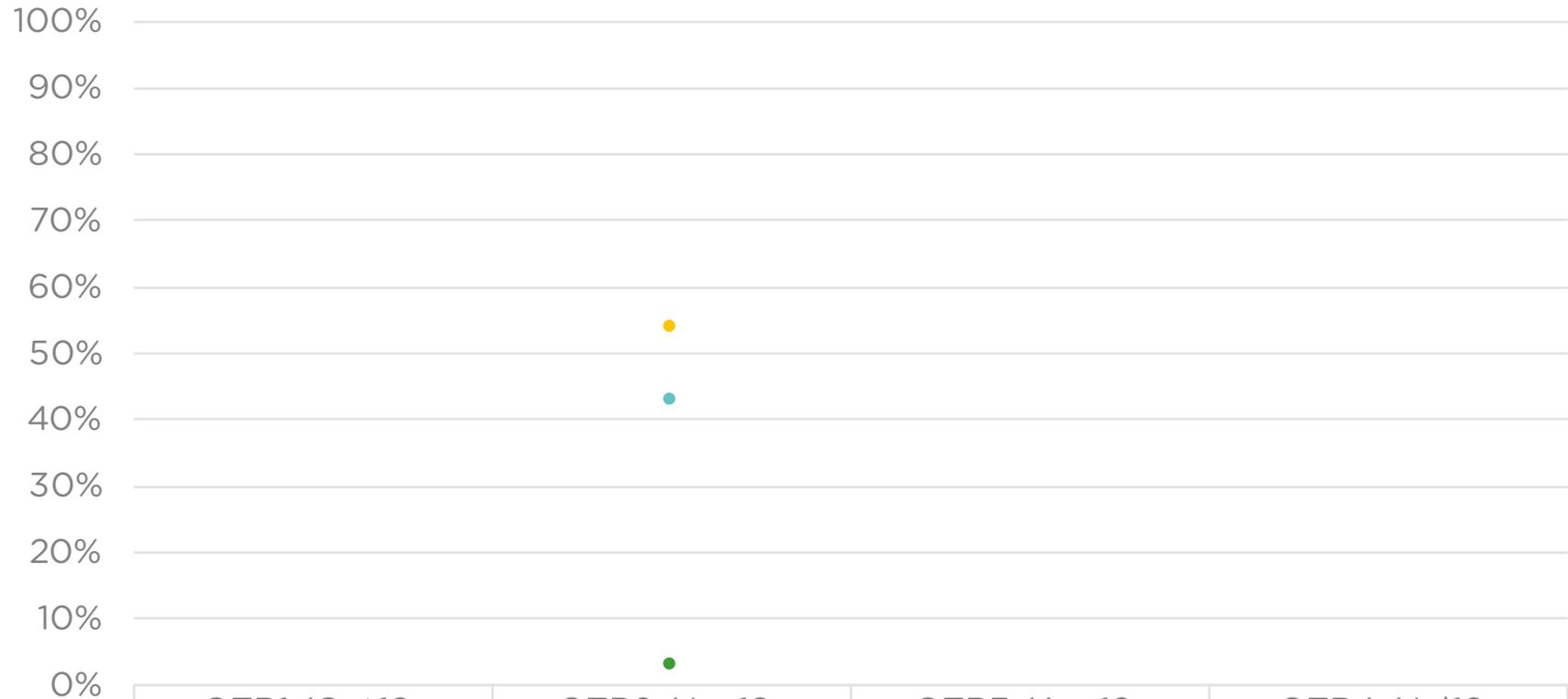
# BRAND LOYALTY



# TRIP EXPECTATIONS



# TRIP EXPECTATIONS - TRACKING



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
Exceeded expectations		43%		
Met expectations		54%		
Did not meet expectations		3%		

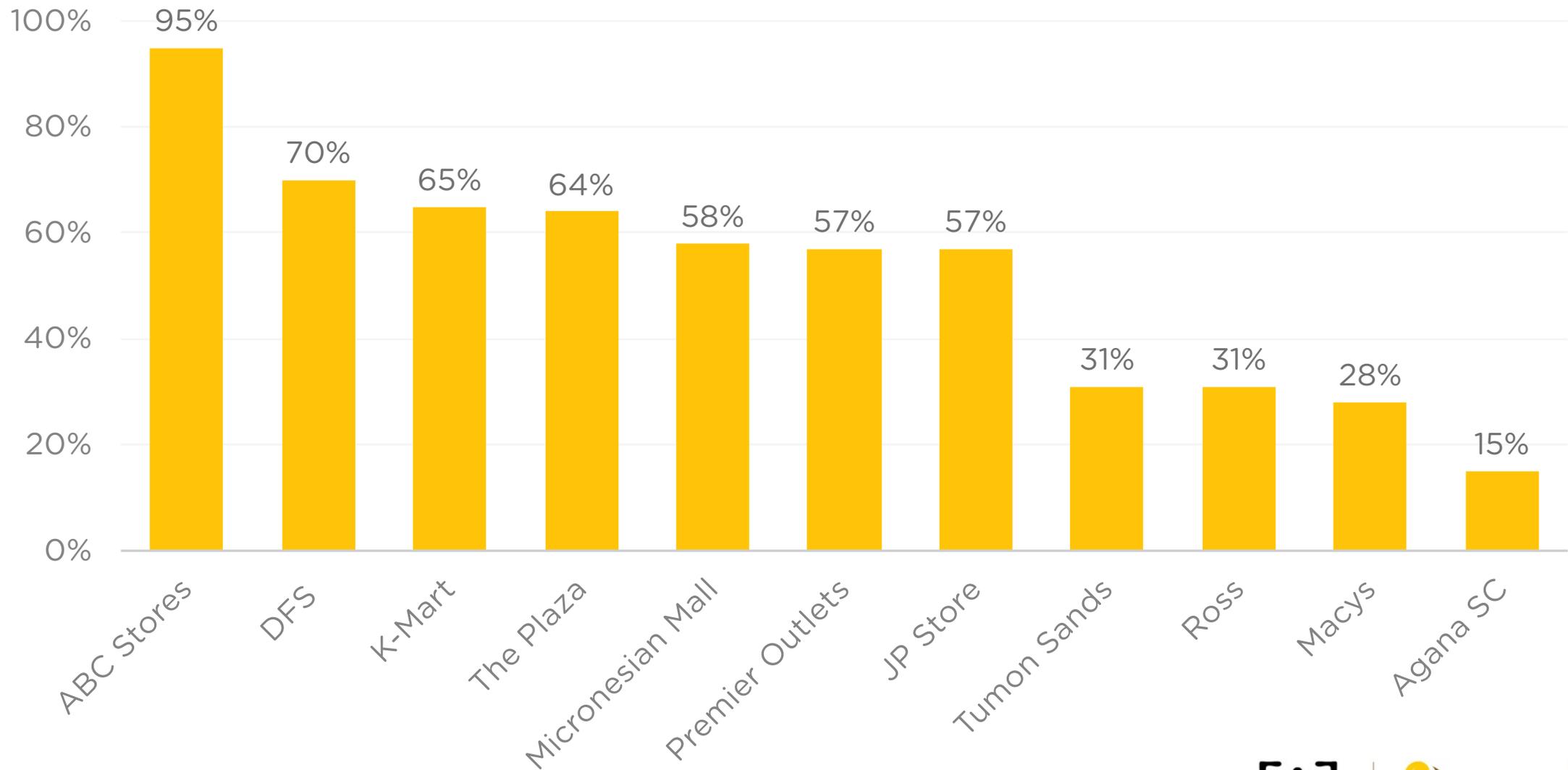


SECTION 5

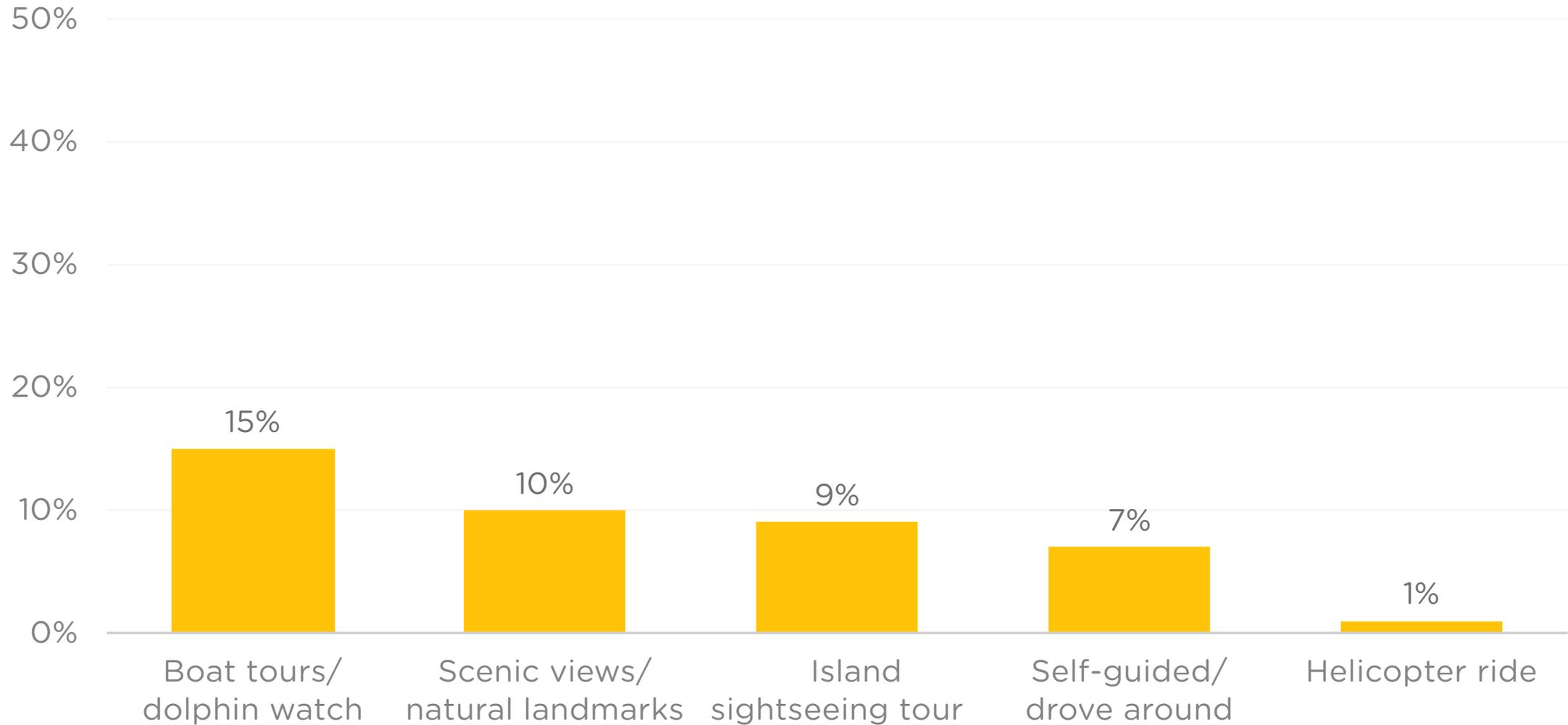
# VISITOR ACTIVITIES



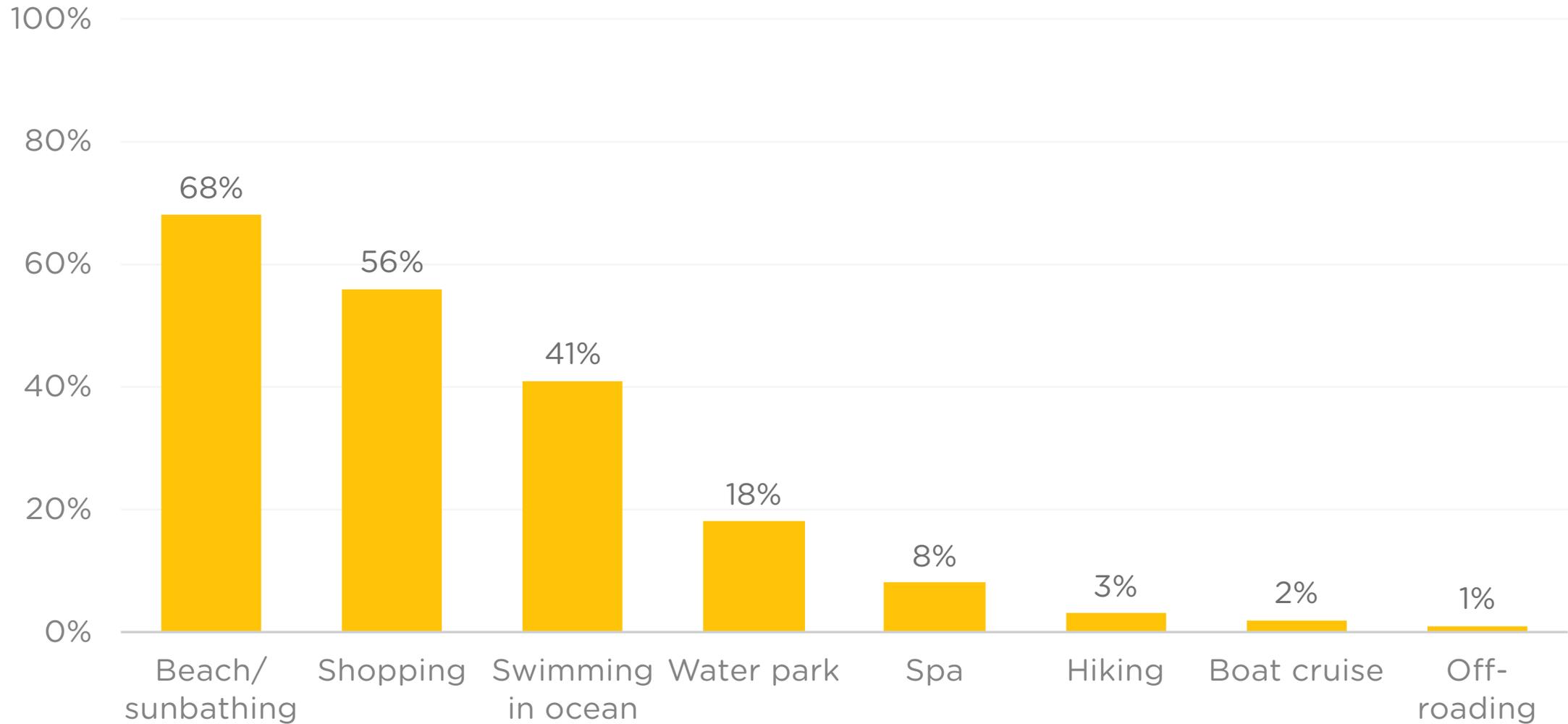
# SHOPPING AREAS - PENETRATION



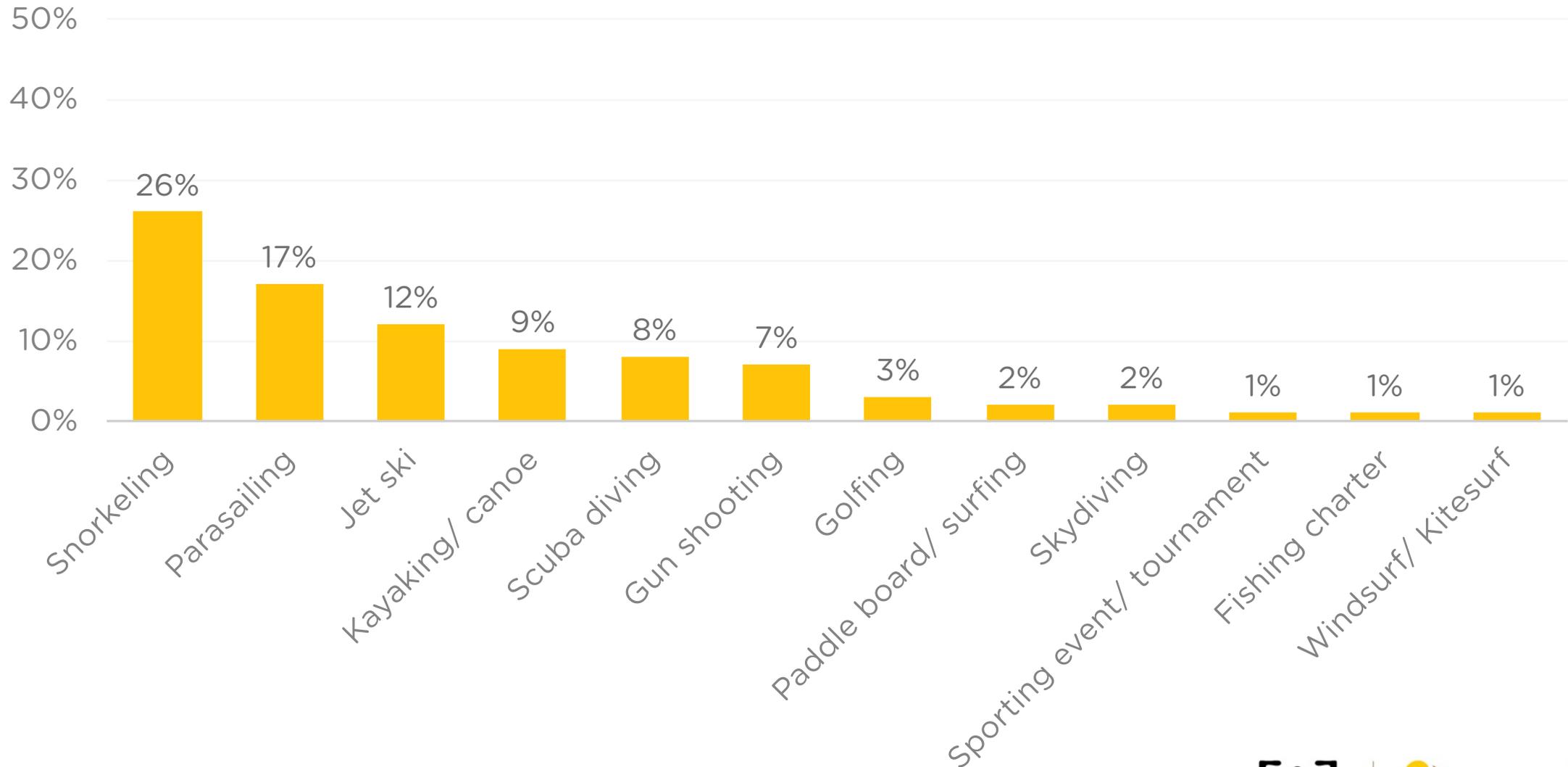
# ACTIVITIES - SIGHTSEEING



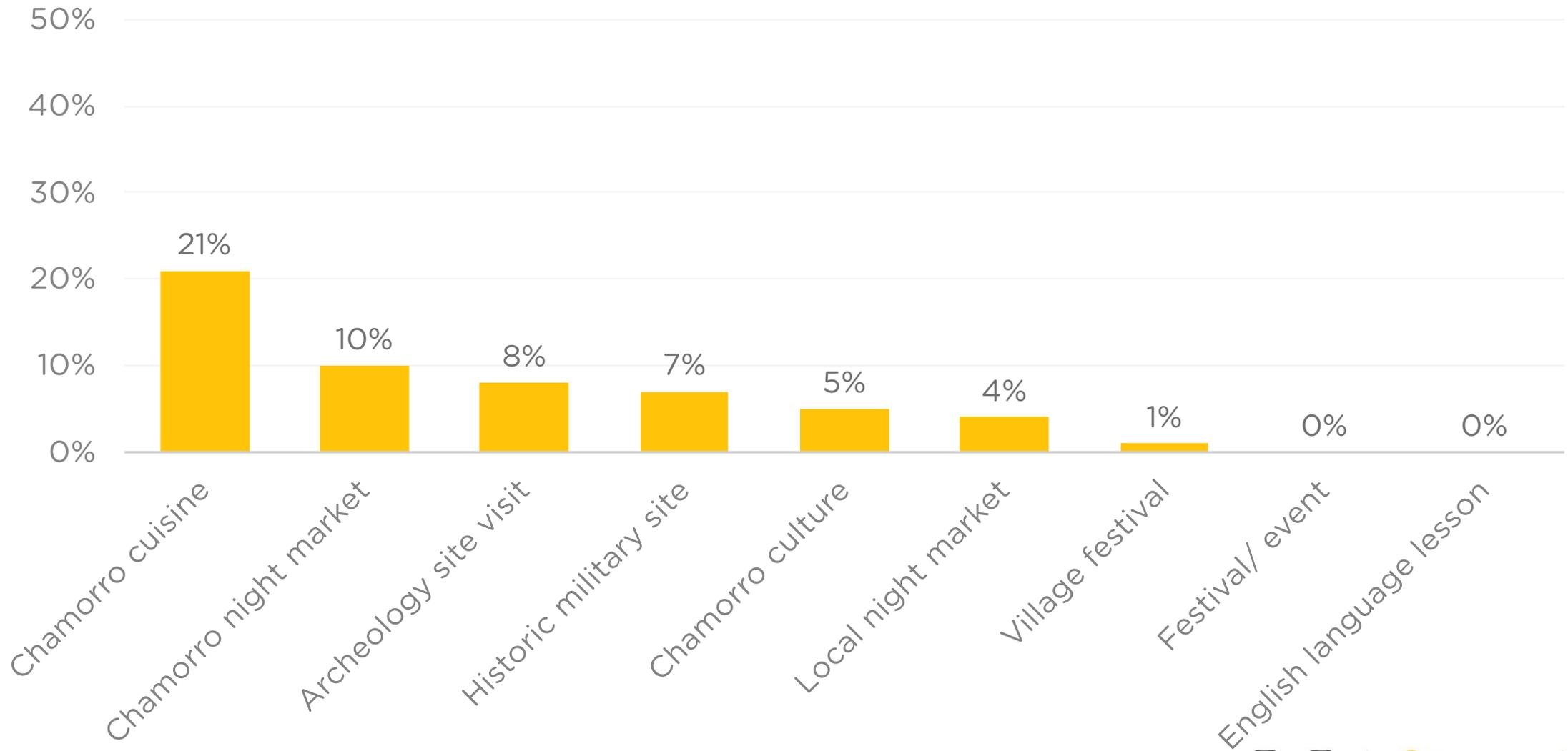
# ACTIVITIES - RECREATION



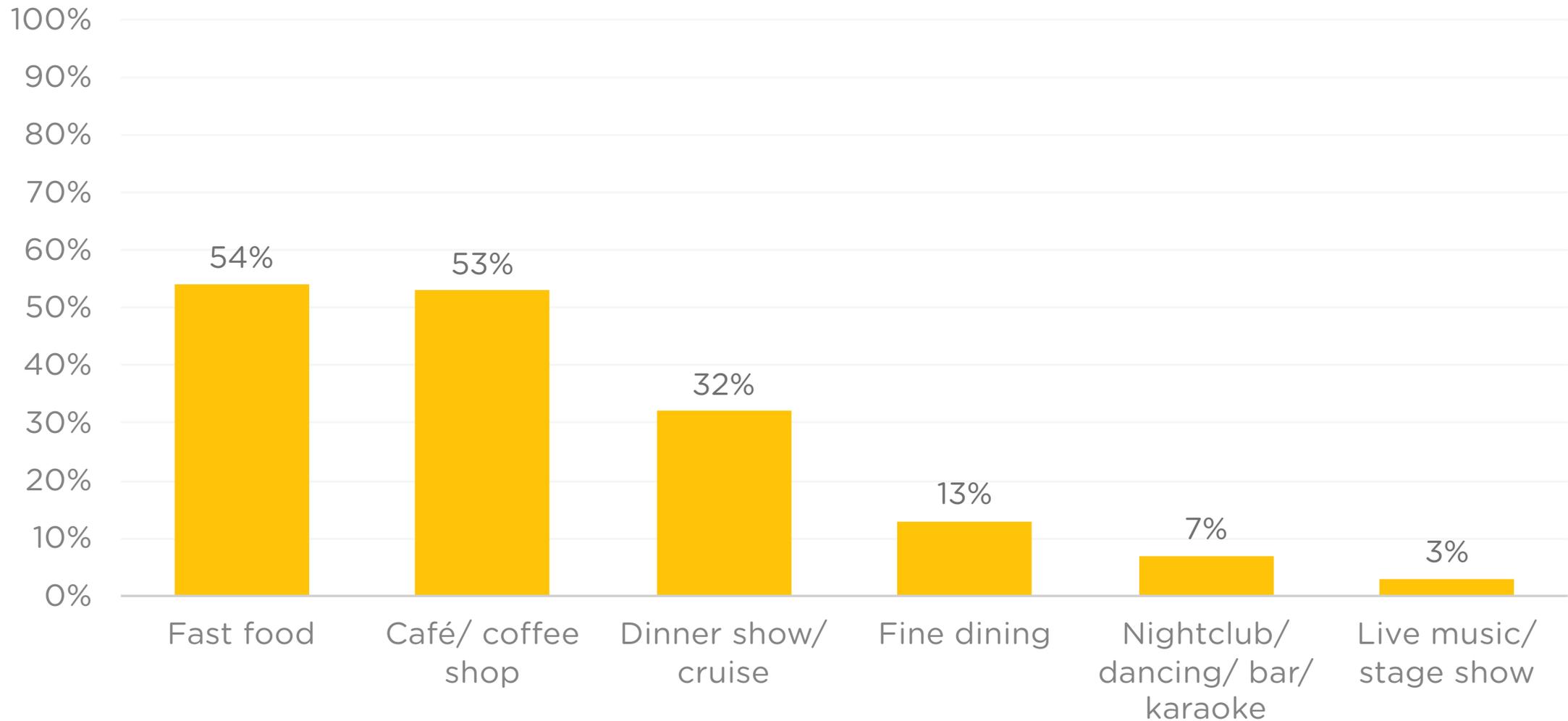
# ACTIVITIES - SPORTS



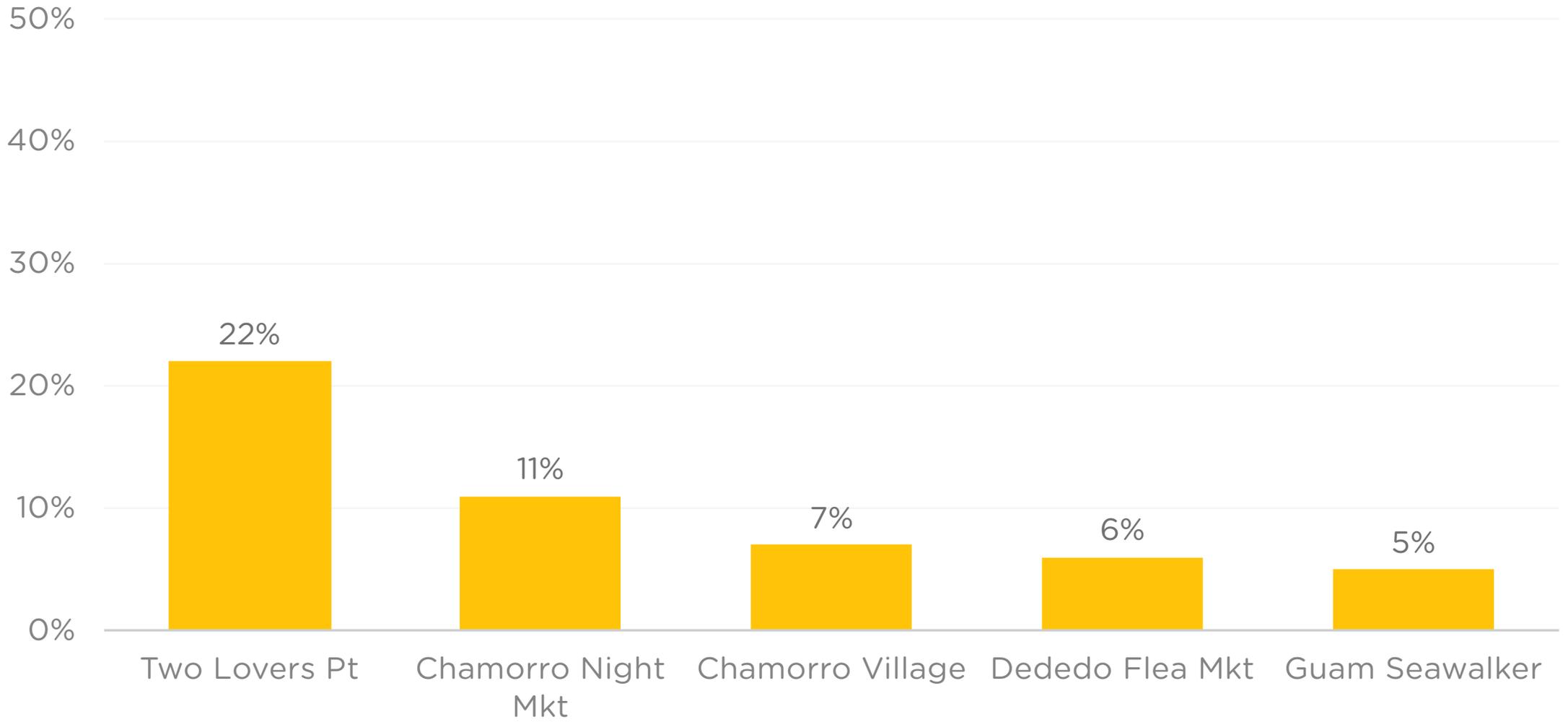
# ACTIVITIES - HISTORY, CULTURE, ARTS



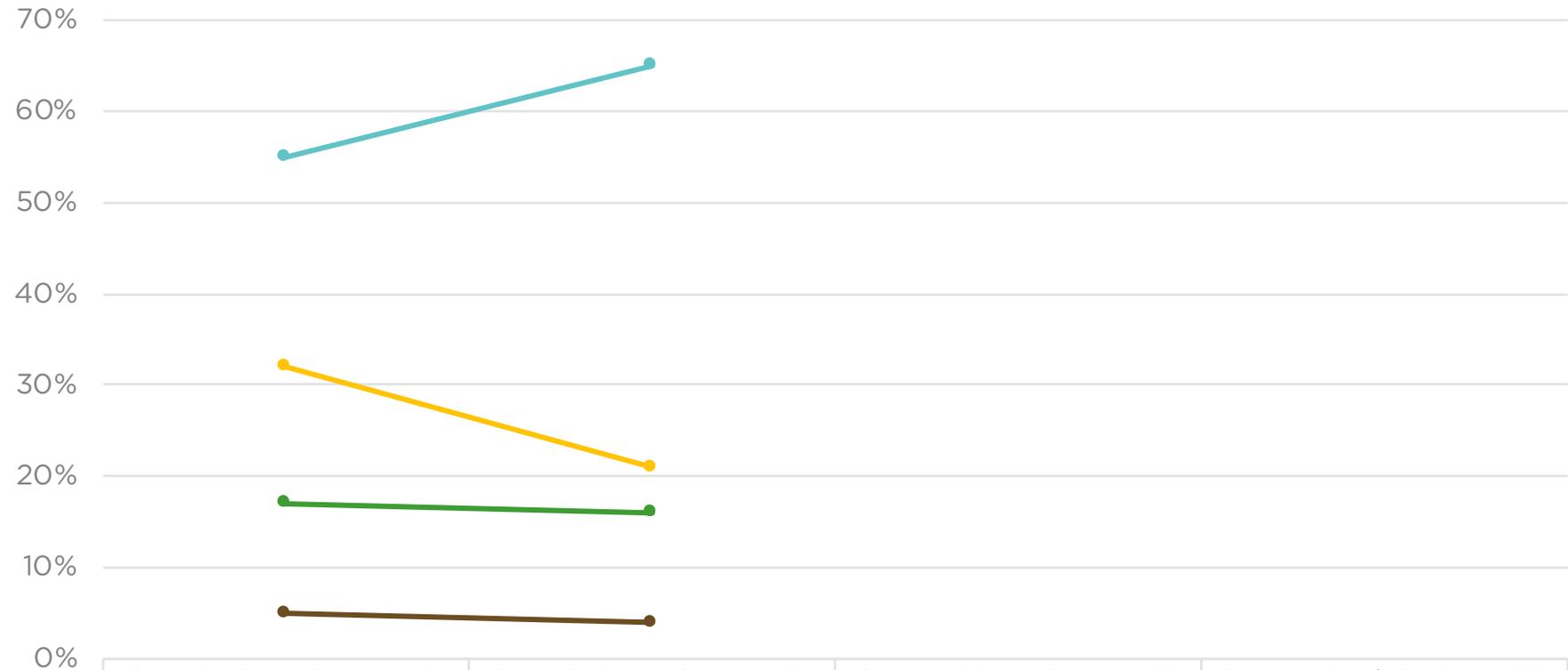
# ACTIVITIES - ENTERTAINMENT & DINING



# LOCAL ATTRACTIONS - TOP RESPONSES (5%+)



# LOCAL CULTURE - OBSTACLES



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
Schuduling conflict	55%	65%		
Unaware	32%	21%		
Did not want to	17%	16%		
Did not know location	5%	4%		

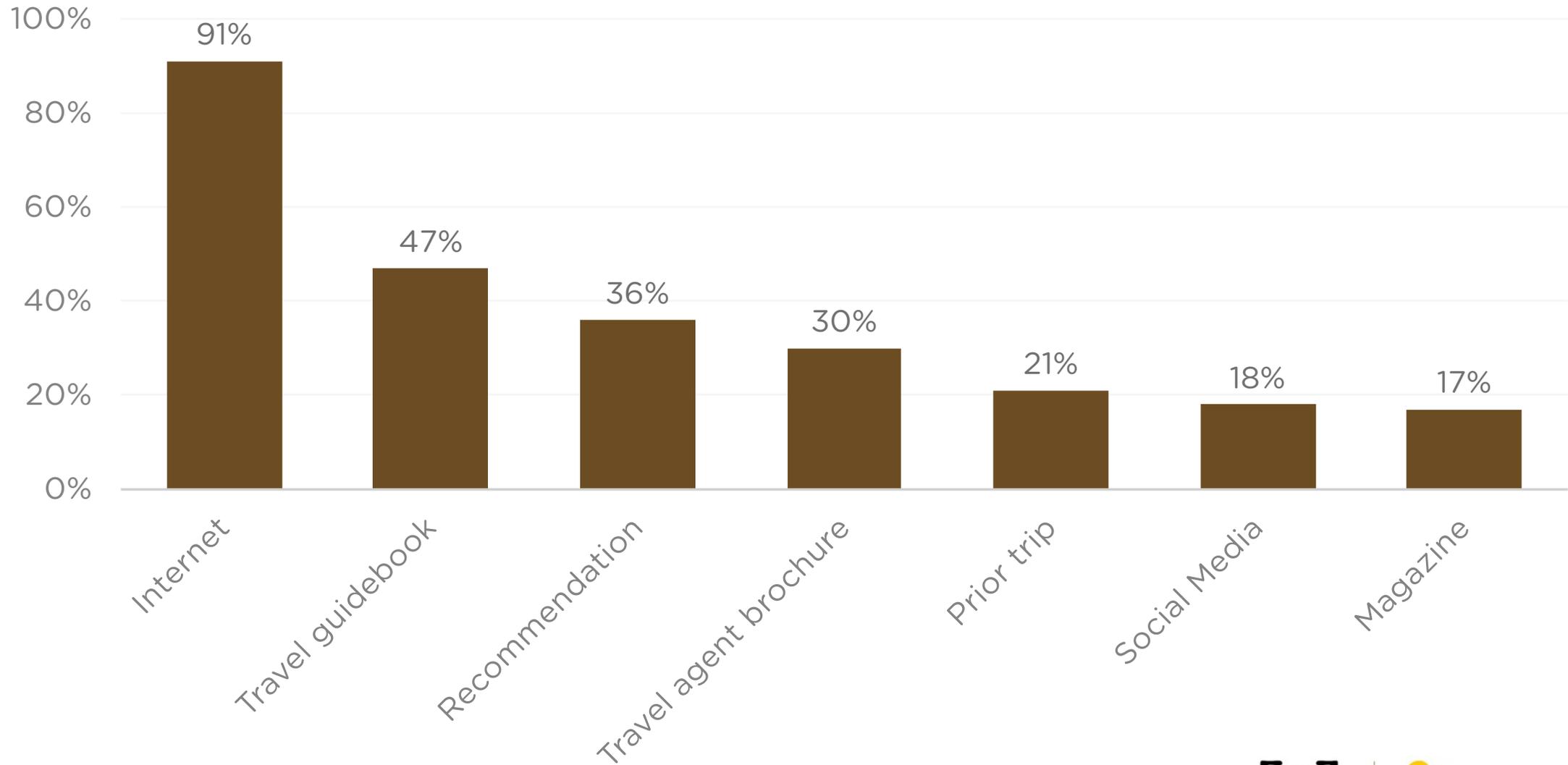


SECTION 6

# SOURCES OF INFORMATION



# PRE-ARRIVAL SOURCES OF INFORMATION



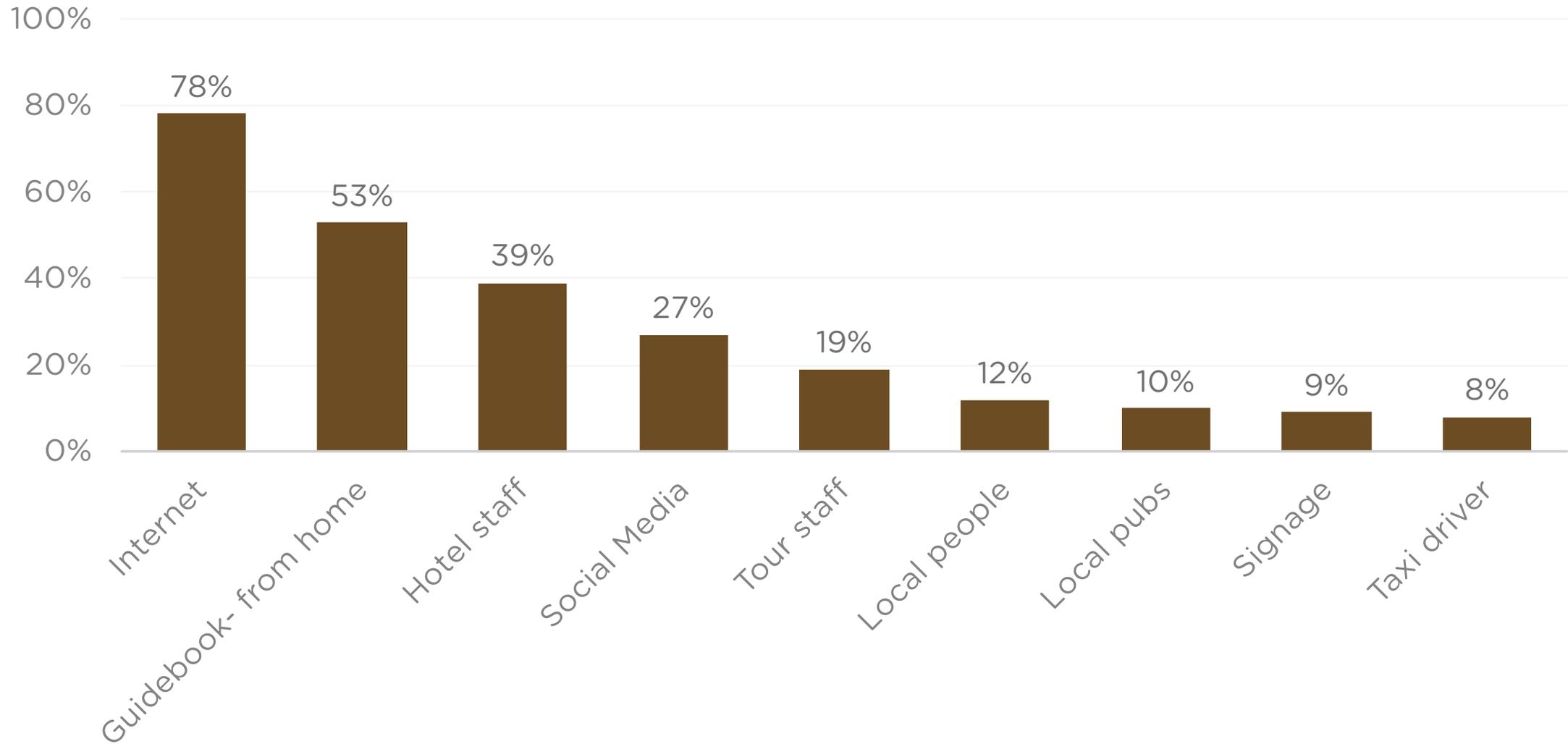
# PRE-ARRIVAL SOURCES OF INFORMATION - SEGMENTATION

**GVB VISITOR SATISFACTION STUDY**  
**Q5 Please select the top three sources of information you used to find out about Guam before your trip**

	TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
	-	-	-	-	-	-	-	-
Q5 Internet/Mobile App	91%	91%	91%	87%	85%	50%	91%	87%
Travel guide book at bookstores	47%	46%	43%	39%	46%	40%	47%	39%
Friend or relative	36%	27%	26%	46%	46%	40%	42%	24%
Travel agent brochure	30%	34%	29%	32%	23%	50%	40%	22%
I have been to Guam before	21%	28%	26%	21%	23%	40%	13%	53%
Social media	18%	14%	20%	16%	23%	5%	12%	16%
Magazine (consumer)	17%	19%	20%	14%		5%	18%	13%
TV	6%	5%	5%	6%		5%	5%	6%
Consumer travel shows	2%	3%	1%	2%			3%	2%
Co-worker/ company travel department	2%	2%	2%	5%	8%	15%	1%	2%
Guam Visitors Bureau office	1%	2%	1%	2%	8%		3%	2%
Guam Visitors Bureau promotional activities	1%	2%	1%	0%			1%	1%
Radio	1%	1%	1%					0%
Travel trade shows	0%	0%	1%	0%		5%		0%
Newspaper	0%	0%						
Theater ads	0%	0%						
Total	1084	425	148	214	13	20	78	423

\*Prepared by Anthology Research\*

# ONISLE SOURCES OF INFORMATION



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



# ONISLE SOURCES OF INFORMATION

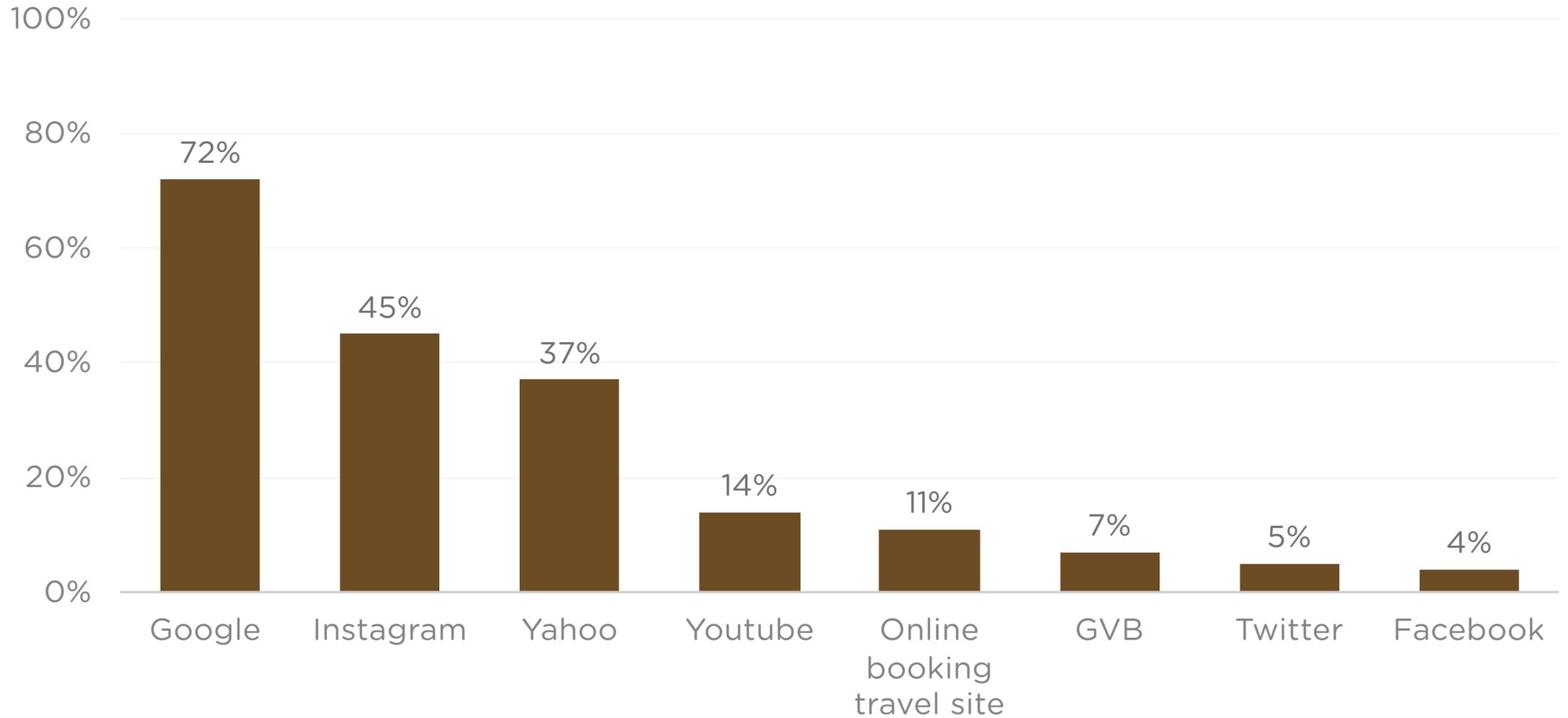
## GVB VISITOR SATISFACTION STUDY

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

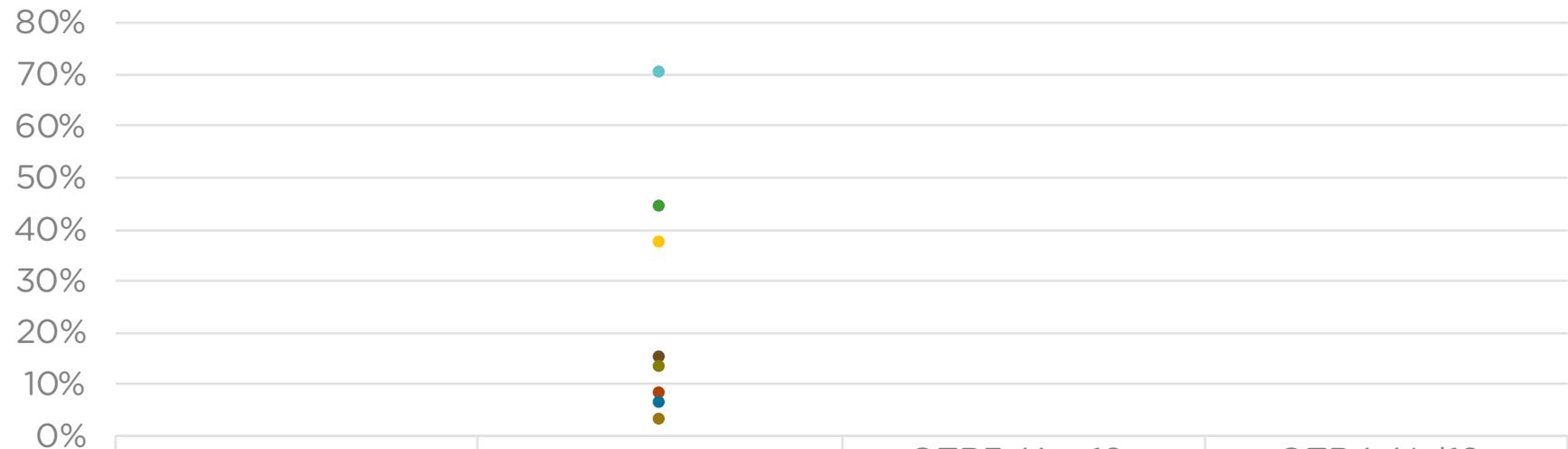
		TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
		-	-	-	-	-	-	-	-
Q6	Internet/ Mobile App	78%	80%	82%	73%	62%	40%	81%	77%
	Guide books I brought with me	53%	59%	64%	45%	23%	45%	59%	47%
	Hotel staff	39%	43%	34%	43%	23%	55%	46%	39%
	Social Media	27%	22%	27%	22%	31%	5%	22%	27%
	Tour staff	19%	24%	18%	24%	15%	30%	22%	20%
	Local people	12%	8%	9%	14%	31%	10%	8%	13%
	Local publication	10%	10%	13%	12%	23%	5%	5%	12%
	Signs/ advertisement	9%	8%	9%	7%	8%	5%	4%	8%
	Taxi drivers	8%	7%	4%	7%	23%	15%	9%	9%
	Other visitors	6%	4%	5%	6%	15%	20%	5%	5%
	Restaurant staff (outside hotel)	5%	4%	3%	8%		10%	8%	3%
	Retail staff	5%	4%	3%	4%	8%	10%	6%	4%
	Visitors channel	2%	3%	3%	1%		10%	3%	3%
	Guam Visitors Bureau	1%	2%	1%	2%				2%
	Total	1084	425	148	214	13	20	78	423

\*Prepared by Anthology Research\*

# ONLINE SOURCES OF INFORMATION



# ONLINE SOURCES OF INFORMATION



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
Google		70%		
Yahoo		37%		
Instagram		44%		
Youtube		15%		
Online Booking Trvl Site		13%		
Twitter		8%		
GVB		6%		
Facebook		3%		

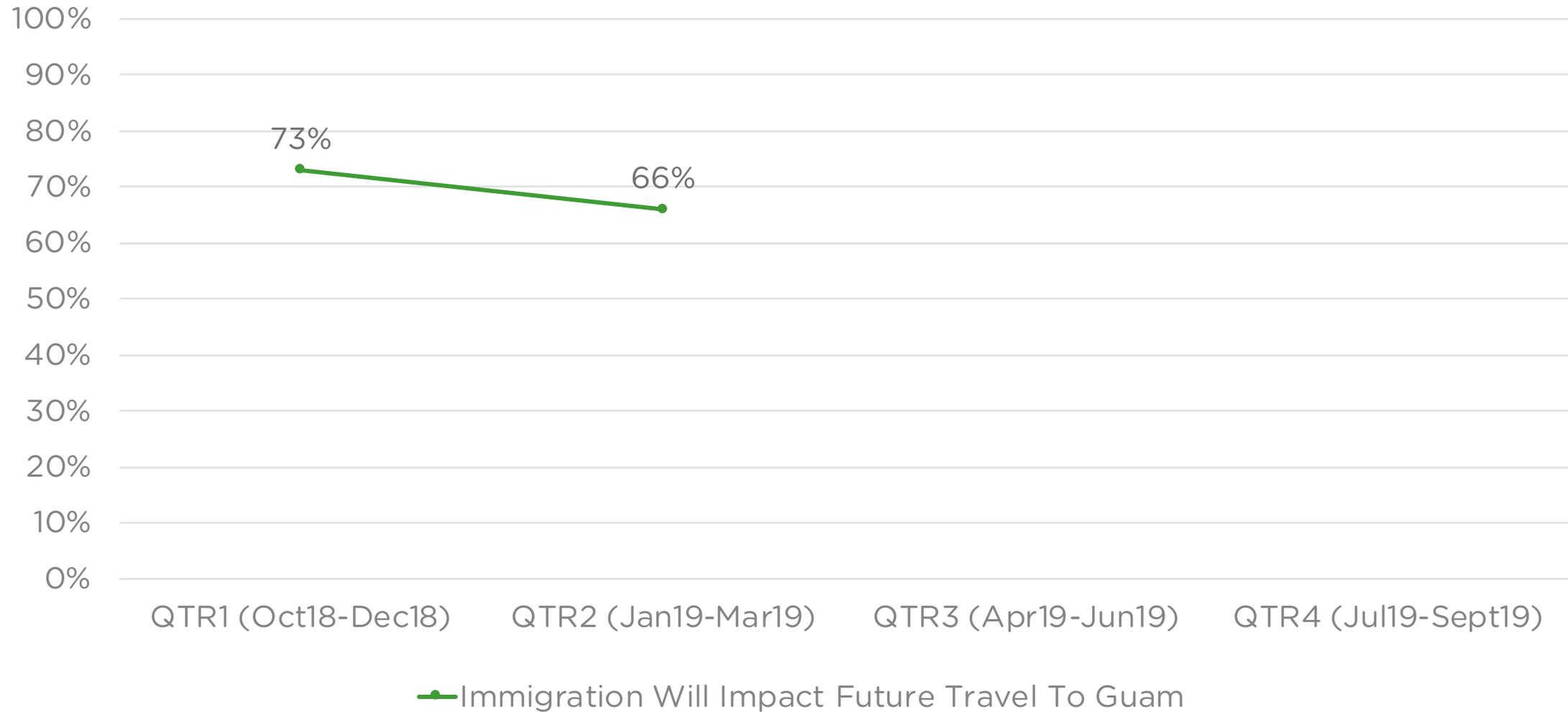


SECTION 7

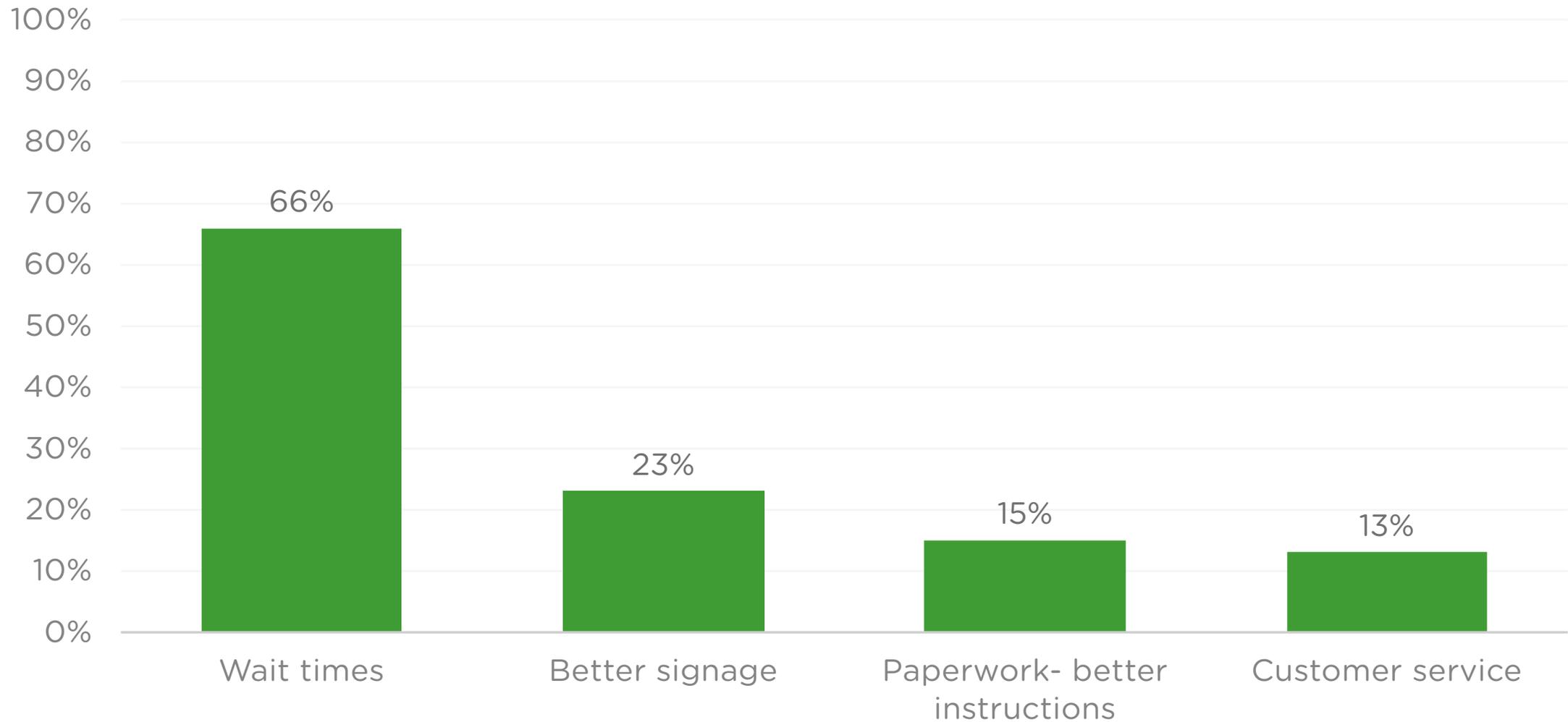
# IMMIGRATION



# IMPACT OF AIRPORT IMMIGRATION SVC ON FUTURE TRAVEL TO GUAM



# AIRPORT - SECURITY/ IMMIGRATION ISSUES





SECTION 8

# ADVANCED STATS



# ANALYSIS TECHNIQUE

- Dependent variables: total per person on island expenditure and overall satisfaction (numeric)
- Independent variables are satisfaction with different aspects of trip to Guam (numeric).
- Use of linear stepwise regression to derive predictors (drivers) of on-island expenditure and overall satisfaction, Since both the independent and dependent variables are numeric.
- This determines the significant ( $p < .05$ ) drivers and the percentage of the dependent variables accounted for by each significant predictor and by all of them combined.
- The predictor variables (drivers) are ranked on the percentage they account for the dependent variable. The top two ranked independent variables generally account for the largest percentages of the dependent variable and are thus the best predictors (drivers) of the dependent variable.

# DRIVERS - OVERALL SATISFACTION

Comparison of Drivers of Overall Satisfaction, 2nd Qtr. 2019	
	2nd Qtr. 2019
Drivers:	rank
Entertainment	3
Shopping	1
Dining	4
Beaches	2
Parks	
Roads	
Sightseeing Areas	
Being a safe and secure destination	5
% of Overall Satisfaction Accounted For	50.3%
NOTE: Only significant drivers are included.	

# DRIVERS - OVERALL SATISFACTION

- Overall satisfaction with the Japan visitor's experience on Guam is driven by five significant factors in the 2<sup>nd</sup> Quarter 2019 Period. By rank order they are:
  - Shopping,
  - Beaches,
  - Entertainment,
  - Dining, and
  - Being a safe and secure destination.
- With these factors the overall  $r^2$  is .503, meaning that 50.3% of overall satisfaction is accounted for by these factors.

# DRIVERS - ONISLE EXPENDITURES

Comparison of Drivers of Per Person On Island Expenditures, 2nd Qtr. 2019	
	2nd Qtr. 2019 rank
Drivers:	
Entertainment	
Shopping	
Dining	
Beaches	
Parks	
Roads	
Sightseeing Areas	
Being a safe and secure destination	
% of Overall Satisfaction Accounted For	0.0%
NOTE: Only significant drivers are included.	

# DRIVERS - ONISLE EXPENDITURES

- Per Person On Island Expenditure of Japan visitors on Guam is driven by no significant factor in the 2<sup>nd</sup> Quarter 2019 Period.