



GUAM VISITORS BUREAU Korean Visitor Tracker Exit Profile FY2013 Data Aggregation



Prepared by: QMark Research

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Background & Methodology

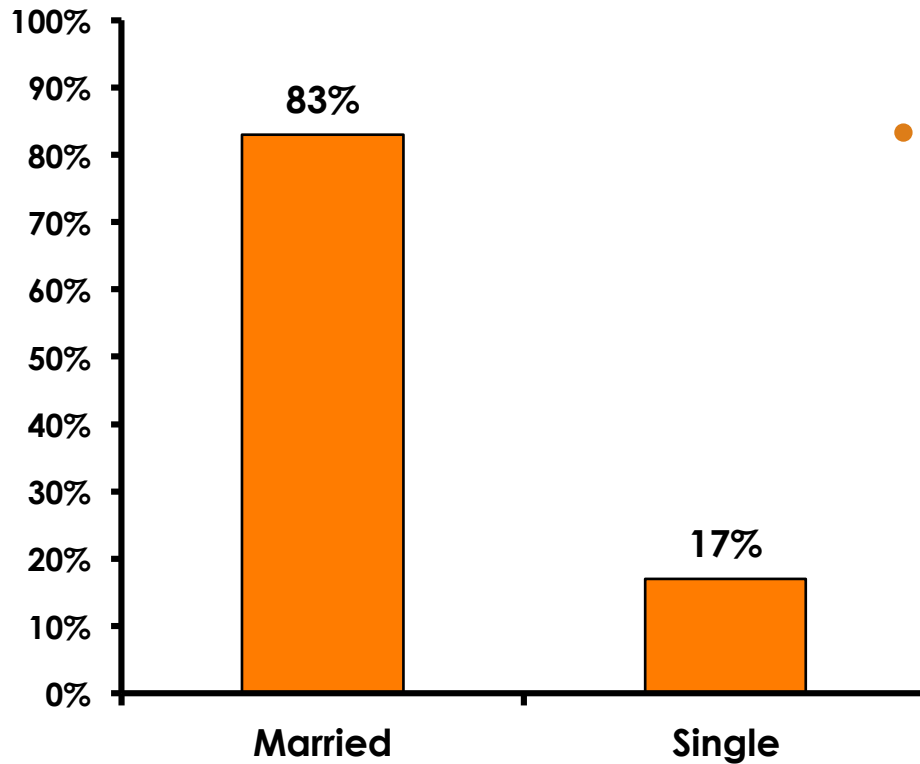
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **4,208** departing Korean 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 **4,208** is +/- 1.51 percentage points with a 95% confidence level. That is, if all Korean 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 +/- 1.51 percentage points.

Objectives

- To monitor the effectiveness of the Korean seasonal campaigns in attracting Korean visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Korea marketing plan.
- Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.

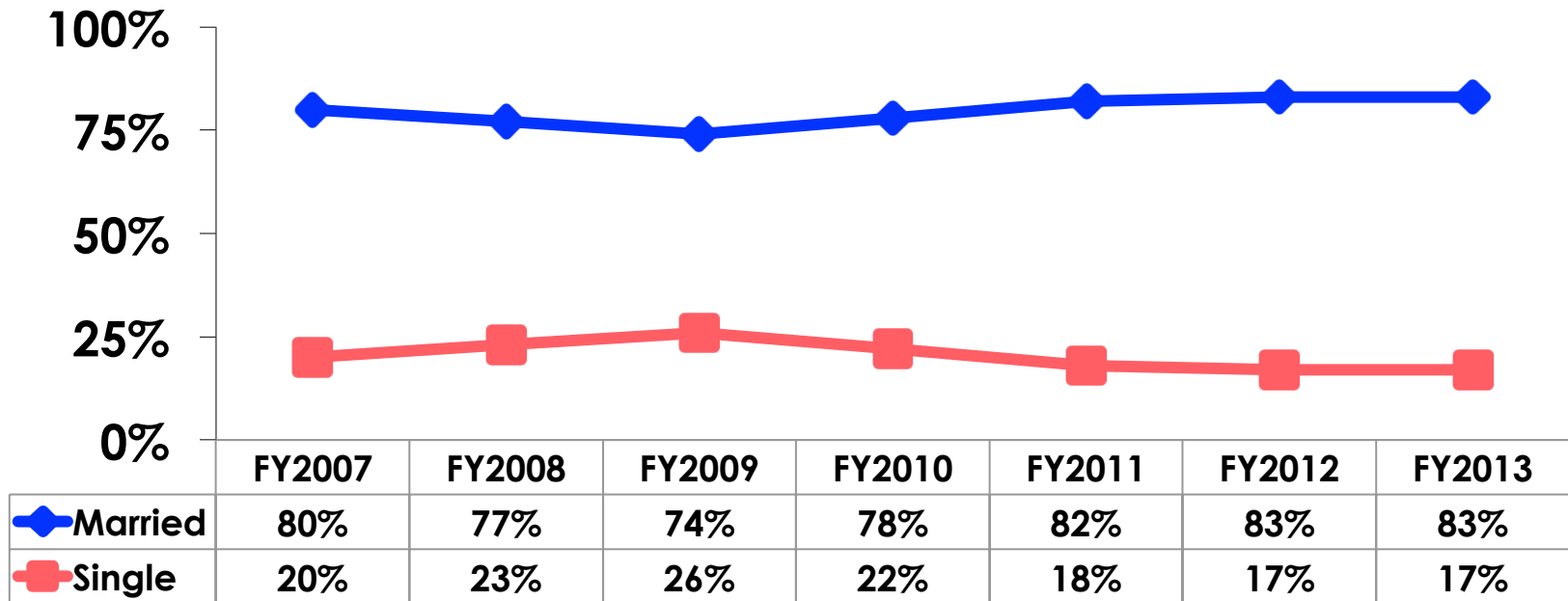
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

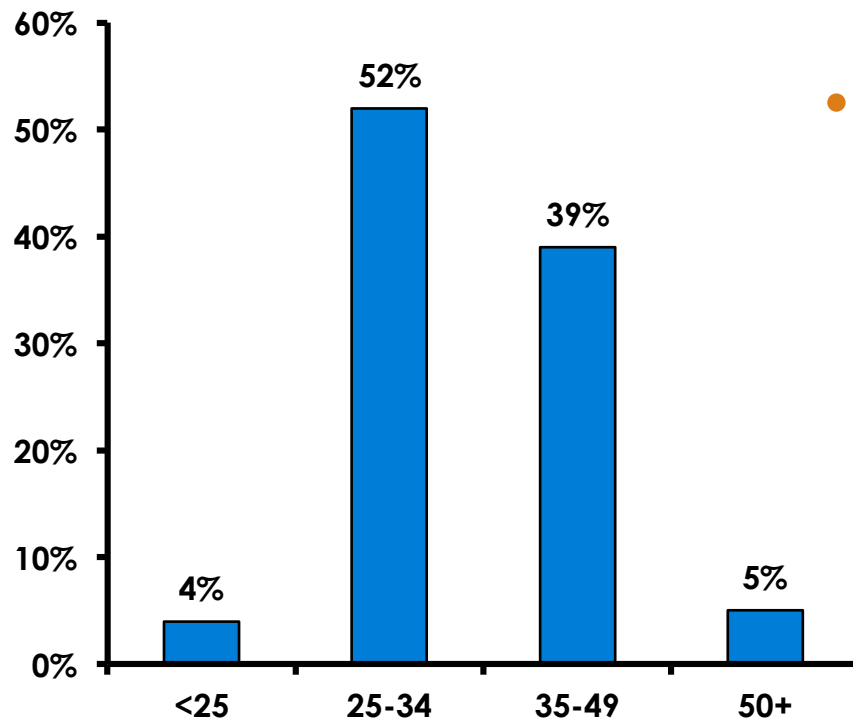


- Majority of Korean visitors are married.

Marital Status

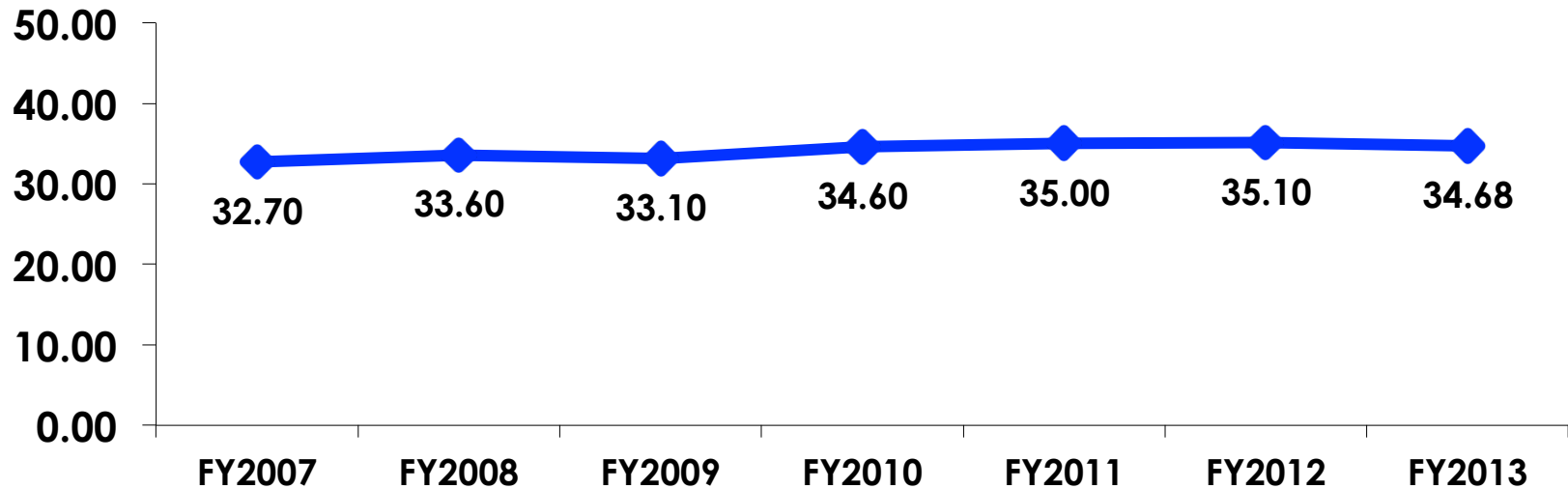


Age - Overall

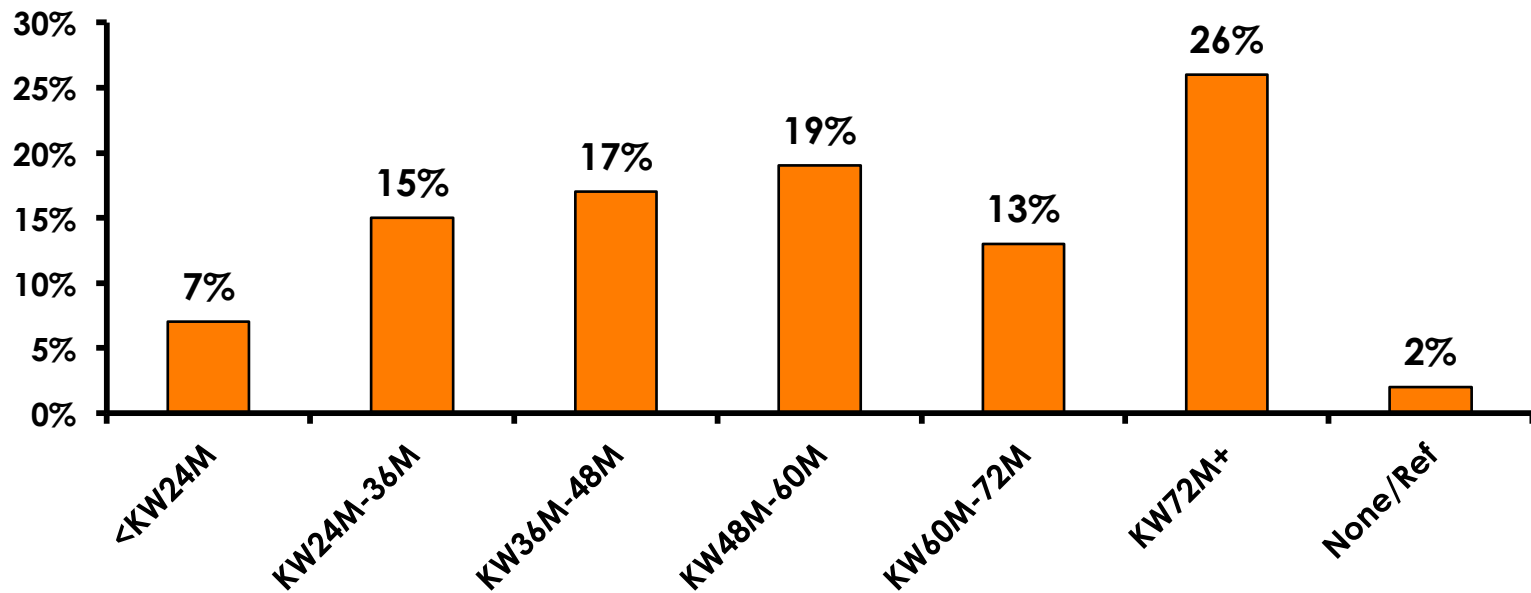


- The average age of the respondents is 34.68 years of age.

Average Age



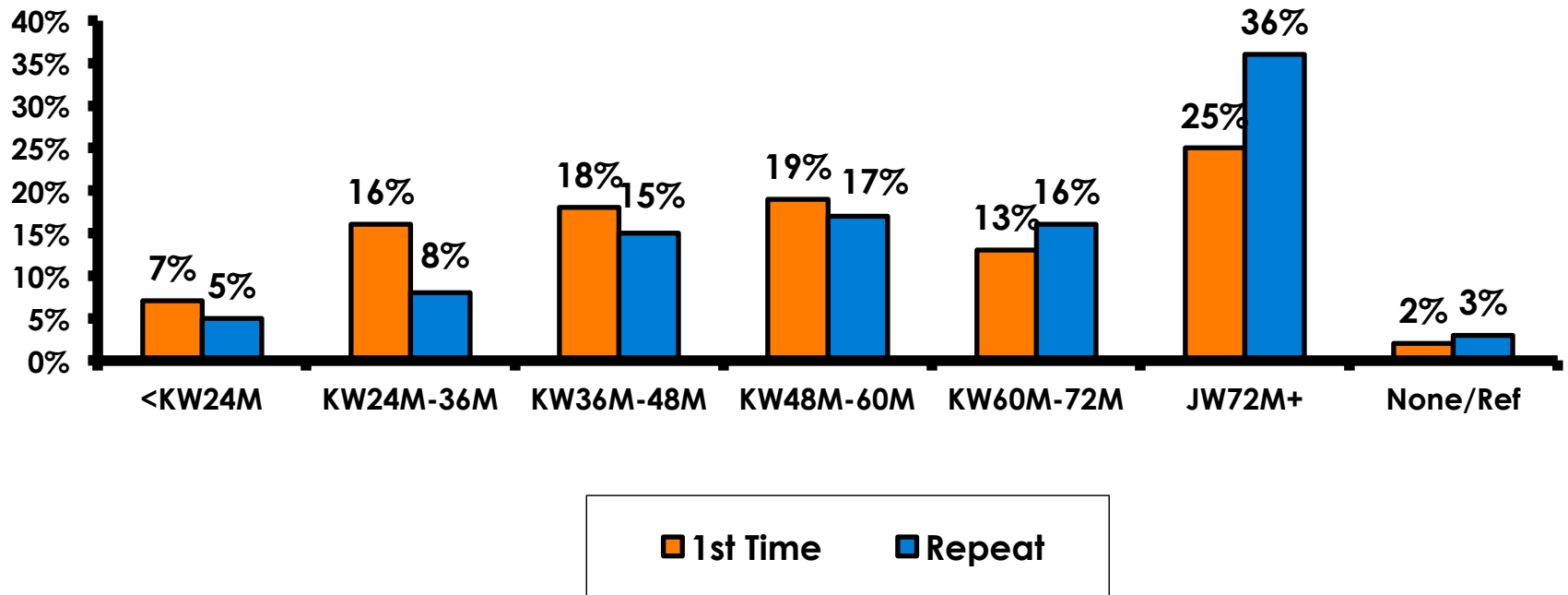
Personal Income



Personal Income

	FY 2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013
<KW24.0m	14%	9%	11%	7%	8%	8%	7%
KW24.0m-36.0m	21%	19%	22%	18%	16%	14%	15%
KW36.0m-48.0m	16%	18%	18%	16%	18%	18%	17%
KW48.0m-60.0m	15%	15%	13%	16%	16%	17%	19%
KW60.0m-72.0m	9%	11%	10%	12%	12%	12%	13%
KW72.0m+	21%	24%	23%	28%	28%	28%	26%
Refused/ None	4%	3%	3%	3%	2%	3%	2%

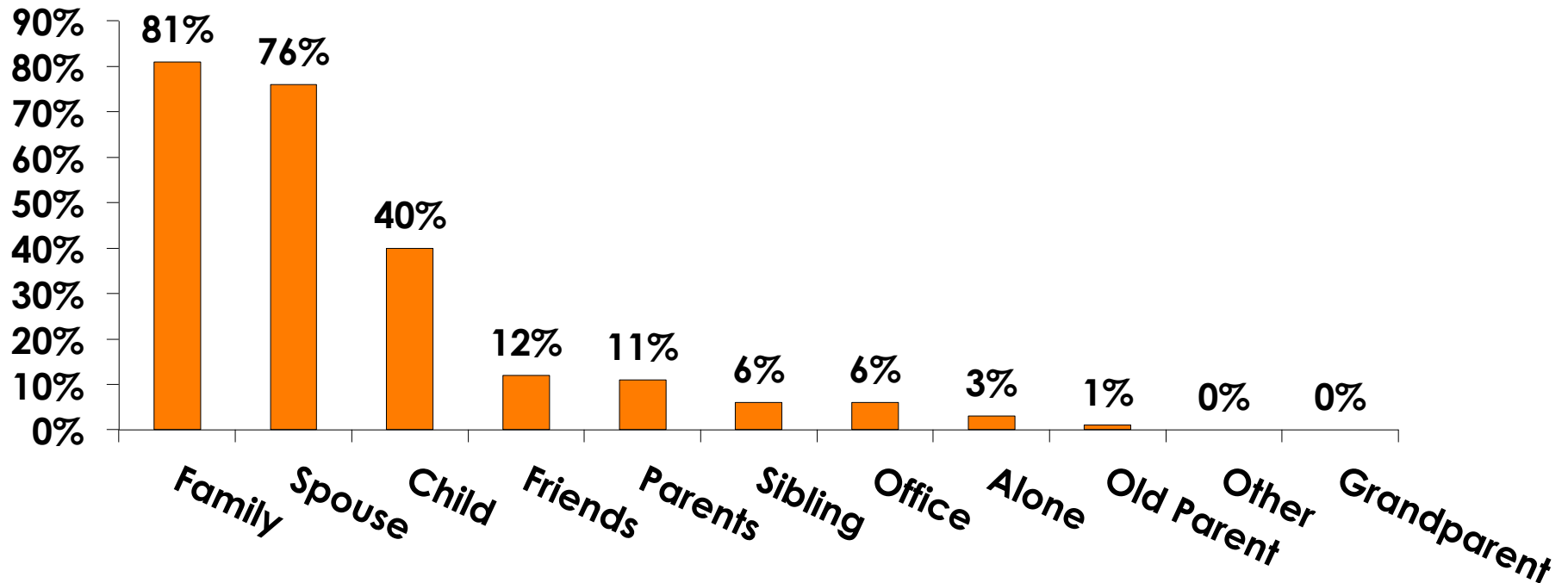
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<KW12.0M	Count	80	35	45	6	54	12	6
		Column N %	2%	2%	2%	5%	3%	1%	4%
	KW12.0M-KW24.0M	Count	190	68	121	21	130	31	6
		Column N %	5%	4%	7%	16%	7%	2%	4%
	KW24.0M-KW36.0M	Count	567	269	297	27	424	95	14
		Column N %	15%	14%	16%	21%	22%	7%	9%
	KW36.0M-KW48.0M	Count	643	330	312	18	408	182	30
		Column N %	17%	17%	17%	14%	21%	13%	20%
	KW48.0M-KW60.0M	Count	699	373	325	10	349	279	34
		Column N %	19%	20%	18%	8%	18%	19%	22%
	KW60.0M-KW72.0M	Count	483	269	214	12	201	249	15
		Column N %	13%	14%	12%	9%	10%	17%	10%
	KW72.0M+	Count	966	525	440	22	318	570	45
		Column N %	26%	28%	24%	17%	16%	40%	30%
	No Income	Count	90	33	57	12	54	21	2
		Column N %	2%	2%	3%	9%	3%	1%	1%
	Total	Count	3718	1902	1811	128	1938	1439	152

Travel Companions



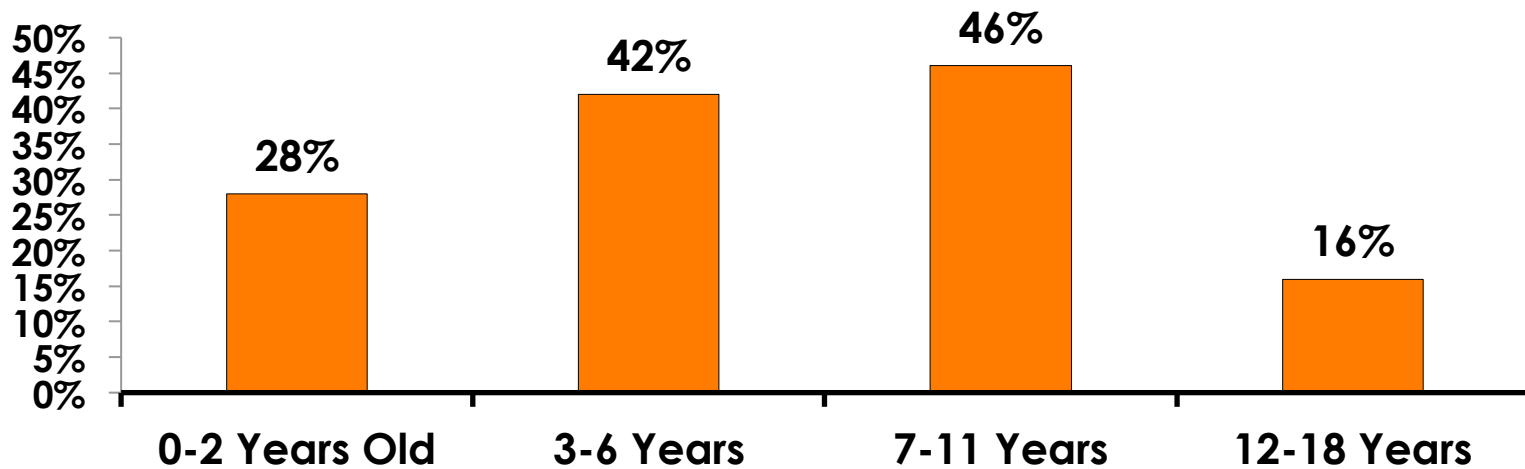
Travel Companions

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013
Family	31%	41%	35%	41%	43%	44%	81%
Child	27%	36%	29%	34%	36%	36%	40%
Spouse	43%	31%	36%	33%	35%	37%	76%
Friends	9%	11%	14%	10%	10%	9%	12%
Parent	NA	NA	NA	NA	NA	NA	11%
Office	8%	8%	8%	8%	7%	8%	6%
Sibling/ Ext Fam	NA	NA	NA	NA	NA	NA	6%
Alone	9%	8%	8%	7%	5%	4%	3%
Other	-	1%	1%	0%	0%	0%	0%

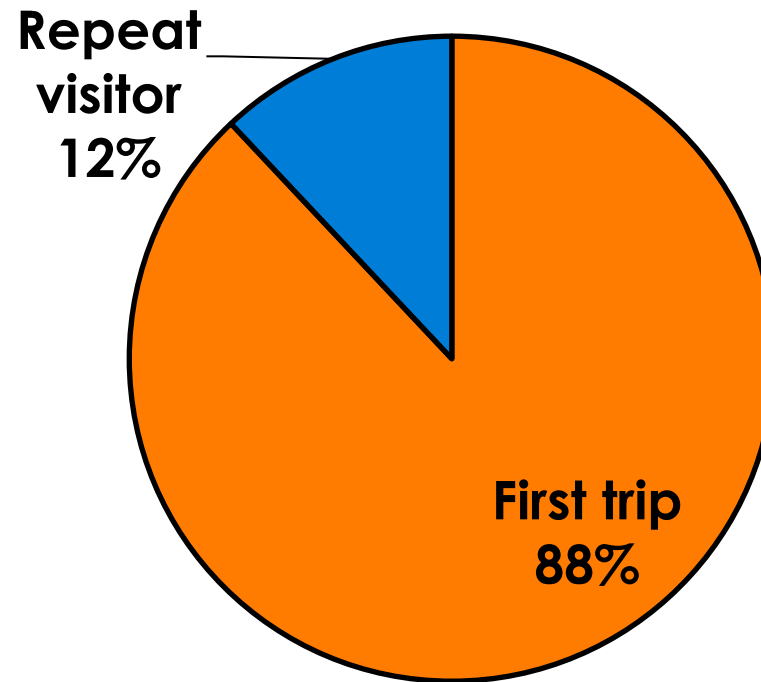
Number of Children Travel Party

N=1,678 total respondents traveling with children.

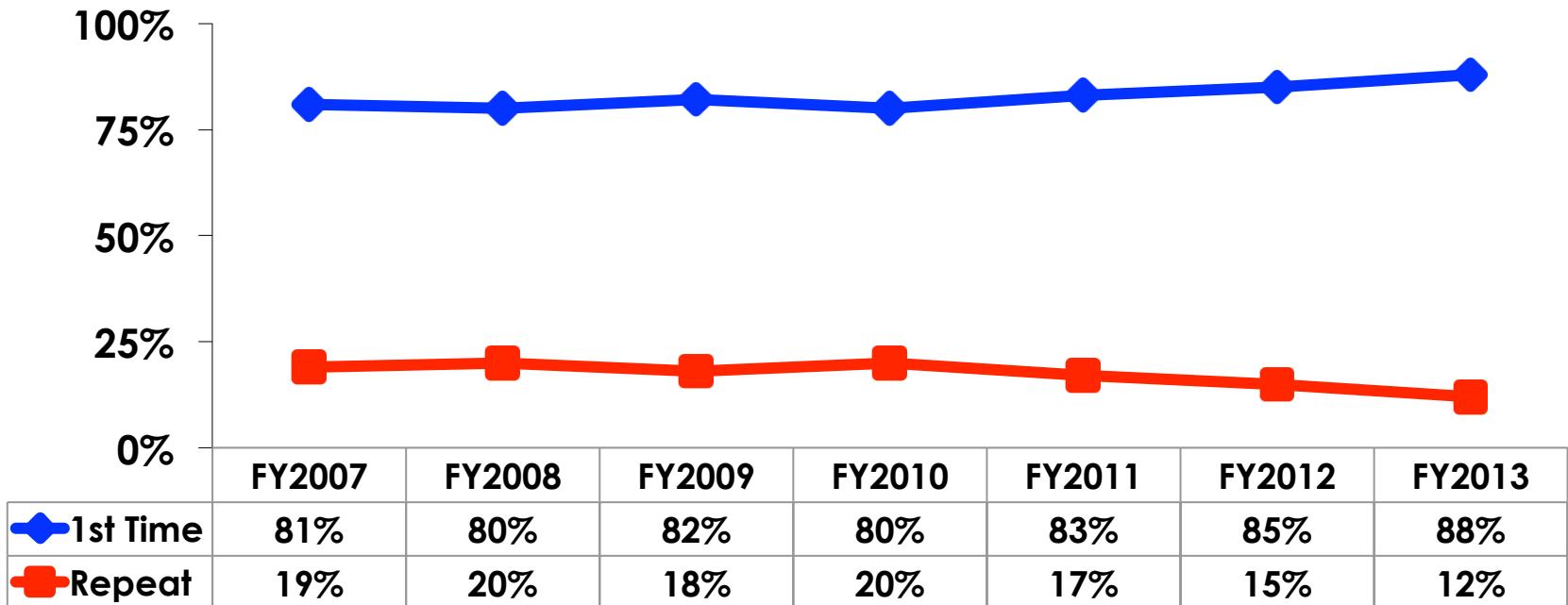
(Of those N=1,678 respondents, there is a total of 2,602 children 18 years or younger)



Prior Trips to Guam



Prior Trips to Guam



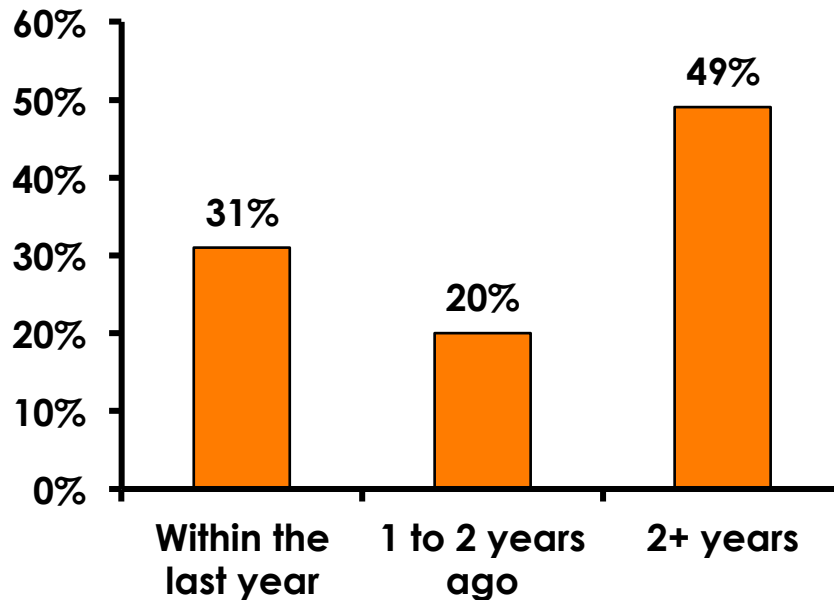
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM		
			-	1st	Repeat	
GENDER	Male	Count	2122	1881	233	
		Column N %	50%	51%	48%	
	Female	Count	2080	1820	249	
		Column N %	50%	49%	52%	
	Total	Count	4202	3701	482	
AGE	18-24	Count	156	145	11	
		Column N %	4%	4%	2%	
	25-34	Count	2154	1954	192	
		Column N %	52%	54%	41%	
	35-49	Count	1628	1378	242	
		Column N %	39%	38%	51%	
	50+	Count	188	160	28	
		Column N %	5%	4%	6%	
		Total	Count	4126	3637	473

- First-time visitors tend to be younger than repeat visitors to Guam.

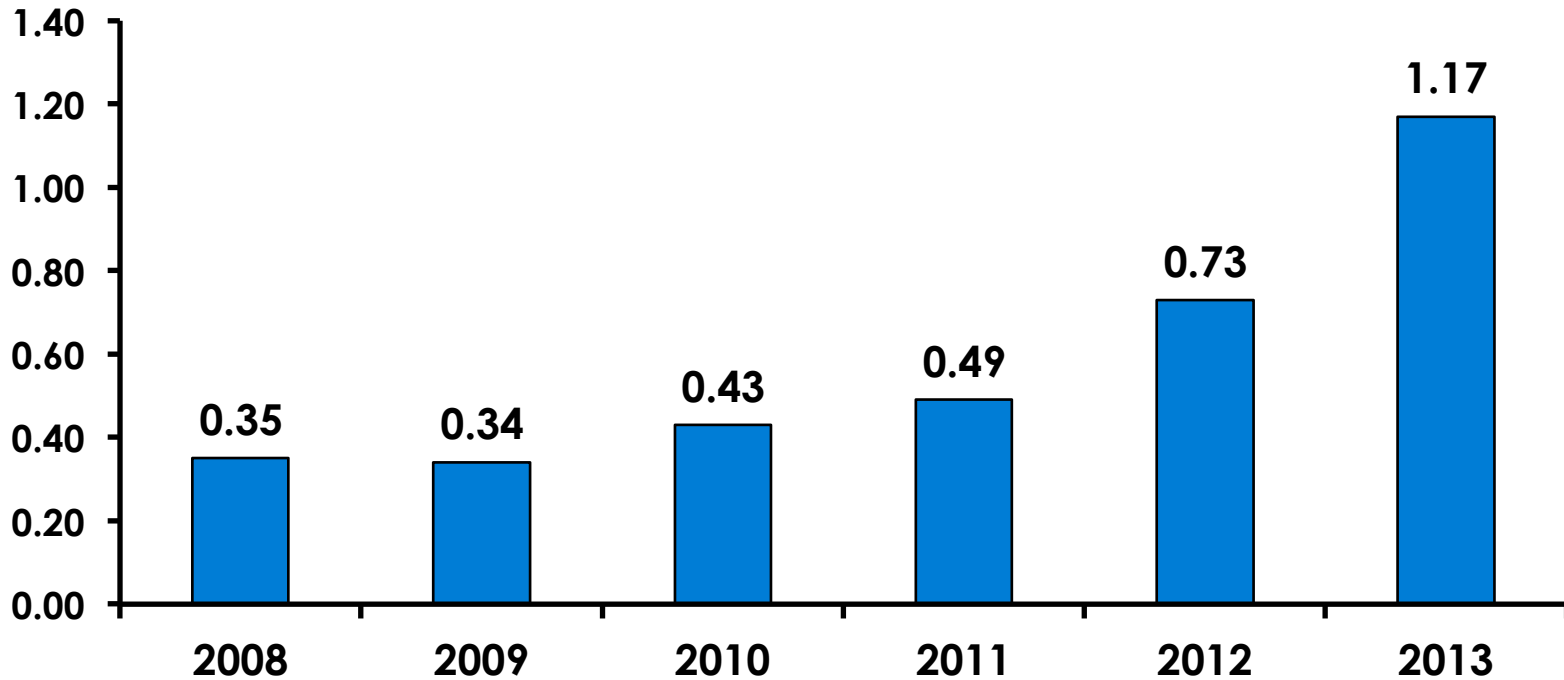
Repeat Visitors Last Trip

n = 475



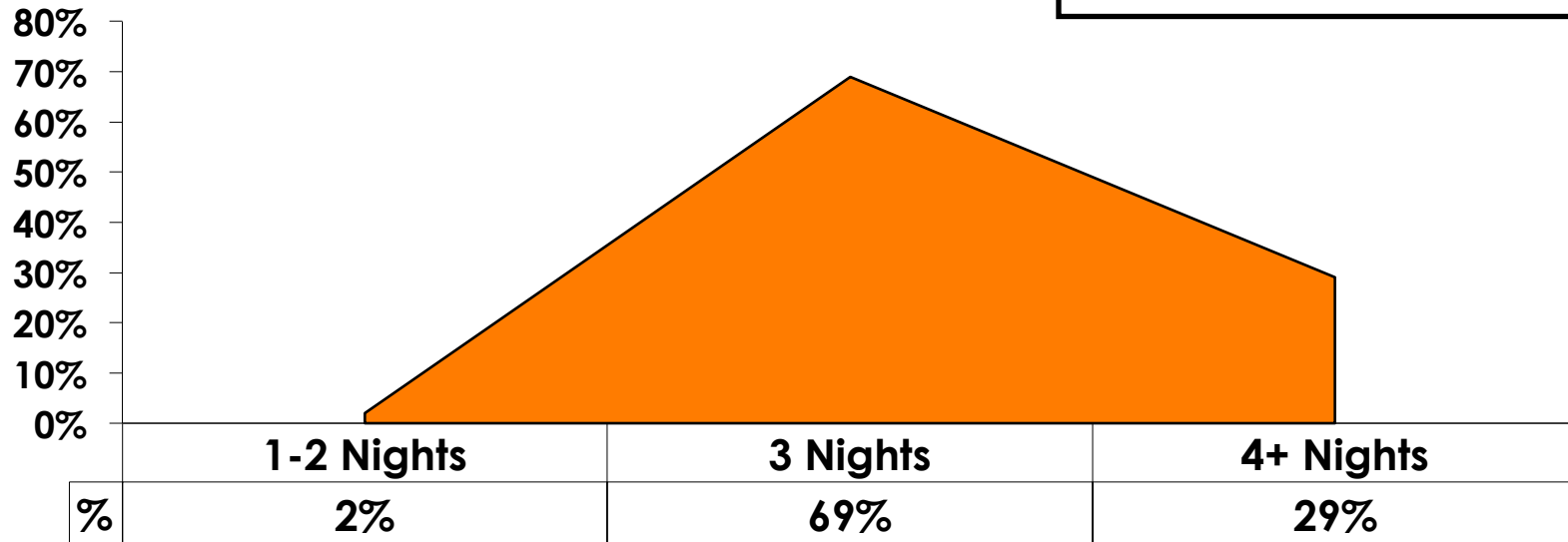
- The average repeat visitor has been to Guam 2.46 times.
- A little less than half the repeat visitors have been here within the last year.

Average Number Overnight Trips (2008-2013) (2 nights or more)

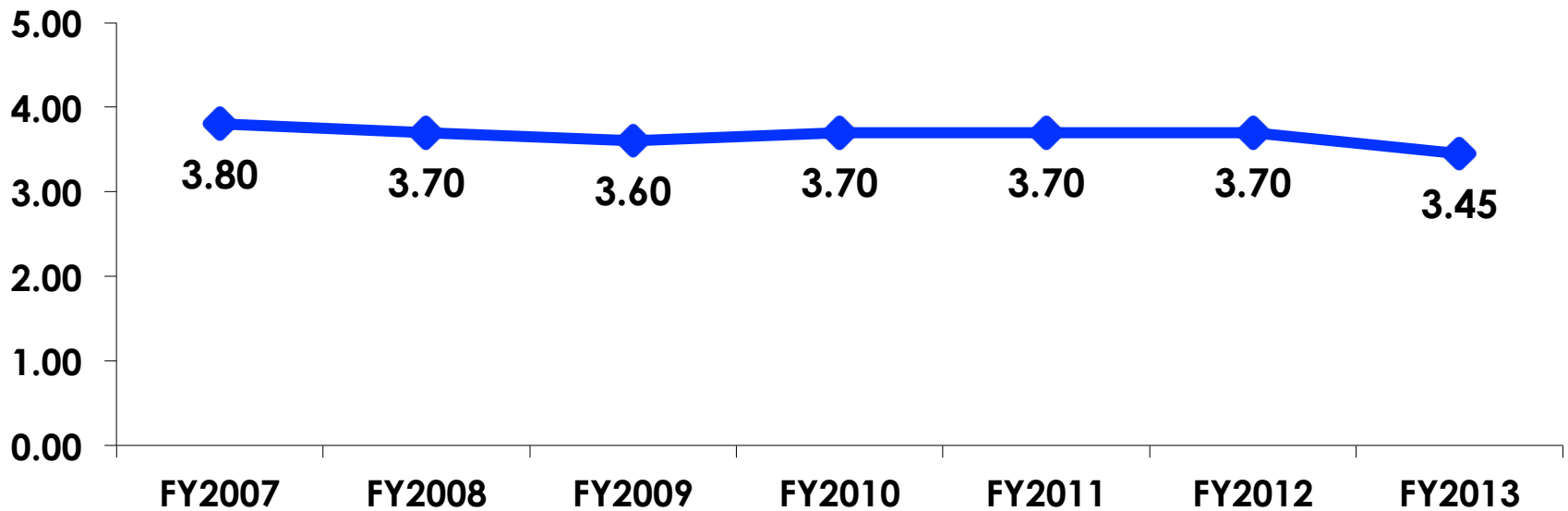


Length of Stay

Mean = 3.45 Days
Median = 3.0 Days



Average Length of Stay

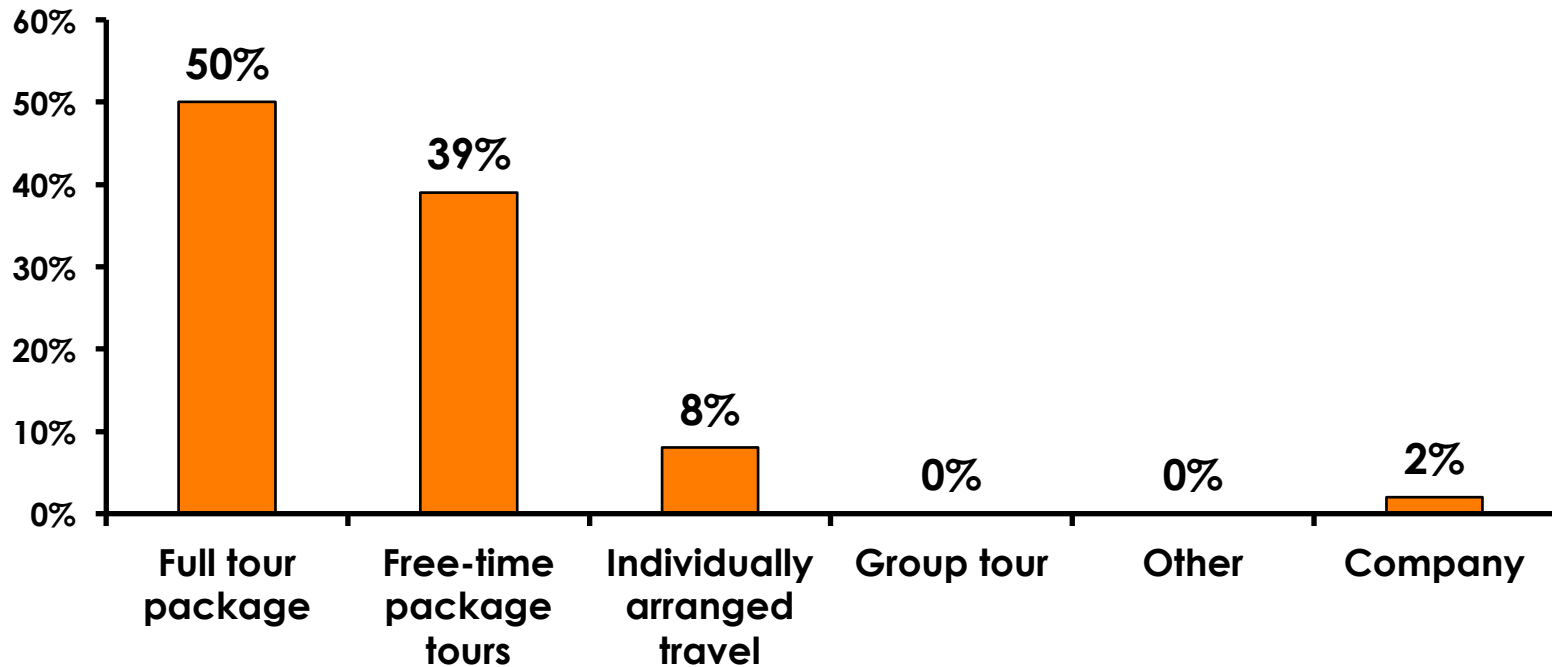


Occupation by Income

		TOTAL	Q26							No Income	
		-	<KW12.0M	KW12.0M-KW24.0M	KW24.0M-KW36.0M	KW36.0M-KW48.0M	KW48.0M-KW60.0M	KW60.0M-KW72.0M	KW72.0M+		
Q25	White Collar Office Worker	29%	9%	27%	29%	31%	27%	30%	36%	3%	
	Housewife/ Homemaker	15%	12%	11%	11%	15%	14%	15%	13%	33%	
	Self-employed	14%	12%	10%	10%	14%	14%	17%	15%	2%	
	Professional/ Specialist/ Tech	12%	5%	13%	11%	10%	11%	12%	15%	1%	
	Professor/ Teacher/ After-school	6%	5%	9%	7%	5%	6%	7%	7%	1%	
	Service worker/ Private hse worker	4%	1%	5%	7%	4%	5%	2%	2%	3%	
	Student	4%	34%	11%	3%	3%	1%	2%	1%	25%	
	Manager/ Admin	4%		1%	3%	3%	4%	6%	4%	1%	
	Skilled worker	2%	4%	1%	4%	2%	3%	1%	1%		
	Freelancer	2%	4%	2%	2%	2%	3%	2%	1%	5%	
	Sales worker/ Clerical	2%	8%	1%	1%	3%	3%	1%	1%		
	Govt- office worker non-mgr	2%		2%	4%	3%	2%	1%	1%		
	Unemployed	2%	3%	2%	2%	1%	0%	1%	1%	22%	
	Govt- Executive	1%		1%	3%	1%	1%	1%	1%		
	Other	1%	1%	3%	2%	1%	1%	2%	1%	1%	
	Govt- Manager	1%			1%	2%	1%	1%	1%		
	Retired	1%	1%	1%	1%	0%	1%	0%	0%	1%	
	Judicial	0%			0%	0%	0%	1%	1%	1%	
	Farmer/ Forestry/ Fisherman	0%					0%				
	Total	Count	3832	76	184	557	627	675	465	957	88

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall



Travel Planning - Overall

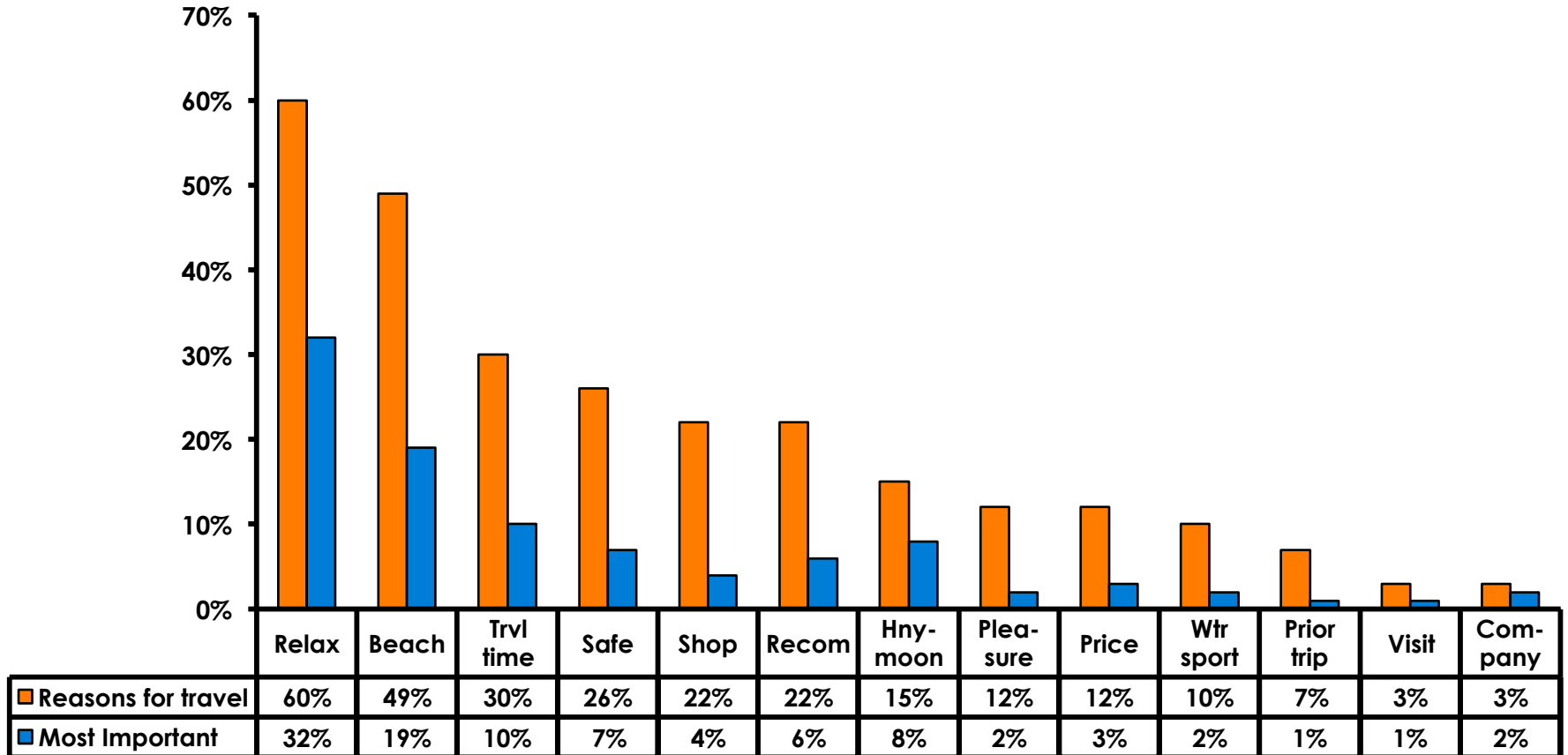
	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013
Full-pkg tour	62%	64%	62%	59%	57%	55%	50%
Free-time pkg tour	23%	23%	28%	29%	32%	33%	39%
FIT	10%	8%	7%	8%	7%	6%	8%
Group tour	4%	4%	3%	3%	2%	3%	0%
Company	NA	NA	NA	NA	1%	3%	2%
Other	0%	1%	1%	1%	1%	0%	0%

Accommodation by Income

Average length of stay: 3.45 days

	TOTAL	Q26								No Income	
		-	<KW12.0M	KW12.0M-KW24.0M	KW24.0M-KW36.0M	KW36.0M-KW48.0M	KW48.0M-KW60.0M	KW60.0M-KW72.0M	KW72.0M+		
Q9											
PIC Club	47%	47%	38%	35%	41%	46%	54%	58%	45%		
Hyatt Regency Guam	12%	14%	17%	14%	14%	10%	11%	9%	12%		
Sheraton Laguna Guam	10%	10%	15%	14%	12%	10%	8%	7%	11%		
Hotel Nikko Guam	6%	5%	7%	6%	7%	7%	7%	5%	8%		
Hilton Guam Resort	5%	6%	4%	6%	4%	6%	5%	4%	6%		
Outrigger Guam Resort	5%	3%	4%	6%	5%	6%	3%	4%	3%		
Holiday Resort Guam	3%	3%	2%	4%	4%	3%	2%	3%	4%		
Onward Beach Resort	3%	1%	1%	4%	3%	3%	4%	2%	1%		
Westin Resort Guam	2%		2%	2%	3%	2%	2%	2%	1%		
Leo Palace Resort	1%	1%	3%	2%	2%	1%	1%	1%	1%		
Royal Orchid Guam	1%		1%	0%	1%	1%	0%	1%	1%		
Home stay/ friend/ relative	1%		2%	1%	1%	1%	1%	0%			
Guam Marriott Resort	1%	3%	1%	1%	0%	1%	1%	1%	2%		
Other	0%	1%		0%	0%	0%	0%	1%			
Guam Aurora Resort	0%		1%	1%	1%	0%	0%	0%			
Fiesta Resort Guam	0%		1%	1%		0%	0%	0%			
Guam Reef & Olive Spa	0%				1%	0%	0%		2%		
Hotel Santa Fe	0%			0%	0%		0%	0%			
Guam Plaza Hotel	0%	1%		0%	0%	0%	0%	0%			
Oceanview Hotel	0%	1%			0%	0%	0%	0%			
Bayview Hotel	0%			0%	0%	1%	0%	0%			
Condo	0%				0%	0%	0%	0%			
Tumon Bay Capital Hotel	0%	1%	1%	0%	0%	0%	0%	0%			
Ramada Suites Guam	0%	1%	1%		0%		0%	0%	1%		
Pacific Bay Hotel	0%		1%	0%		0%	0%	0%			
Days Inn (Tamuning)	0%				0%	0%	0%				
Apartment	0%				0%			0%			
Grand Plaza Hotel	0%										
Total	Count	4179	78	190	563	639	696	478	962	89	

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Relaxation,
 - Guam's natural beauty/ beaches
 - Short travel distance
- are the primary reasons for visiting during this period.

Most Important- Top 3

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013
Relax	29%	32%	30%	31%	32%	32%	32%
Natural Beauty	15%	16%	16%	15%	16%	16%	19%
Honey-moon	13%	Not top 3	12%	9%	9%	10%	Not top 3
Short travel time	Not top 3	8%	Not top 3	9%	9%	10%	10%

Motivation by Age & Gender

		TOTAL	AGE				GENDER		
		-	18-24	25-34	35-49	50+	Male	Female	
Q5A	Relax	60%	51%	59%	63%	54%	60%	61%	
	Natural beauty	49%	51%	46%	52%	53%	48%	51%	
	Short travel time	30%	20%	34%	29%	20%	25%	36%	
	Safe	26%	21%	25%	29%	27%	24%	29%	
	Shopping	22%	19%	27%	17%	9%	20%	25%	
	Recomm- friend/family/trvl agnt	22%	21%	19%	25%	28%	21%	23%	
	Honeymoon	15%	20%	25%	5%	1%	18%	13%	
	Pleasure	12%	18%	12%	12%	16%	12%	13%	
	Price	12%	7%	14%	10%	10%	11%	13%	
	Water sports	10%	12%	10%	12%	4%	9%	11%	
	Previous trip	7%	3%	5%	9%	7%	6%	8%	
	Visit friends/ Relatives	3%	6%	3%	3%	9%	3%	3%	
	Company Sponsored	3%	5%	2%	3%	6%	3%	3%	
	Scuba	2%	6%	3%	2%	3%	3%	2%	
	Company/ Business Trip	2%	5%	2%	3%	6%	2%	2%	
	Organized sports	2%	5%	1%	2%	2%	1%	2%	
	Golf	1%	1%	1%	2%	6%	2%	1%	
	Career Cert/ Testing	1%	6%	2%	0%	1%	2%	1%	
	Other	1%	2%	1%	1%	1%	1%	1%	
	Married/ Attn wedding	1%	1%	1%	0%	2%	1%	1%	
	Convention/ Trade/ Conference	0%		0%	0%	1%	0%	0%	
	Total	Count	4177	155	2138	1617	187	2107	2064

Motivation by Income

		TOTAL	Q26								
		-	<KW12.0M	KW12.0M- KW24.0M	KW24.0M- KW36.0M	KW36.0M- KW48.0M	KW48.0M- KW60.0M	KW60.0M- KW72.0M	KW72.0M+	No Income	
Q5A	Relax	60%	54%	50%	57%	57%	65%	65%	64%	48%	
	Natural beauty	49%	49%	41%	43%	46%	52%	49%	56%	48%	
	Short travel time	30%	16%	23%	27%	30%	28%	32%	39%	30%	
	Safe	26%	15%	19%	19%	27%	26%	28%	35%	26%	
	Shopping	22%	18%	19%	20%	26%	26%	26%	21%	22%	
	Recomm- friend/family/trvl agnt	22%	31%	26%	21%	20%	21%	22%	23%	29%	
	Honeymoon	15%	19%	29%	33%	21%	14%	8%	4%	18%	
	Pleasure	12%	4%	16%	9%	13%	11%	15%	13%	18%	
	Price	12%	26%	8%	10%	13%	12%	14%	12%	16%	
	Water sports	10%	11%	13%	11%	8%	9%	10%	13%	14%	
	Previous trip	7%	3%	5%	2%	5%	5%	9%	11%	10%	
	Visit friends/ Relatives	3%		3%	2%	2%	3%	3%	4%	6%	
	Company Sponsored	3%	3%	6%	5%	1%	3%	2%	2%	1%	
	Scuba	2%	5%	6%	5%	2%	2%	1%	2%	3%	
	Company/ Business Trip	2%	4%	1%	2%	3%	2%	2%	2%	3%	
	Organized sports	2%	4%	1%	2%	1%	1%	2%	2%	3%	
	Golf	1%	1%	1%	0%	1%	1%	1%	2%		
	Career Cert/ Testing	1%	3%	2%	1%	2%	1%	0%	1%	3%	
	Other	1%	1%		1%	2%	1%	1%	2%	2%	
	Married/ Attn wedding	1%		3%	1%	0%	1%	0%	0%		
	Convention/ Trade/ Conference	0%			0%		0%	0%		1%	
	Total	Count	4177	80	189	563	637	694	481	959	90

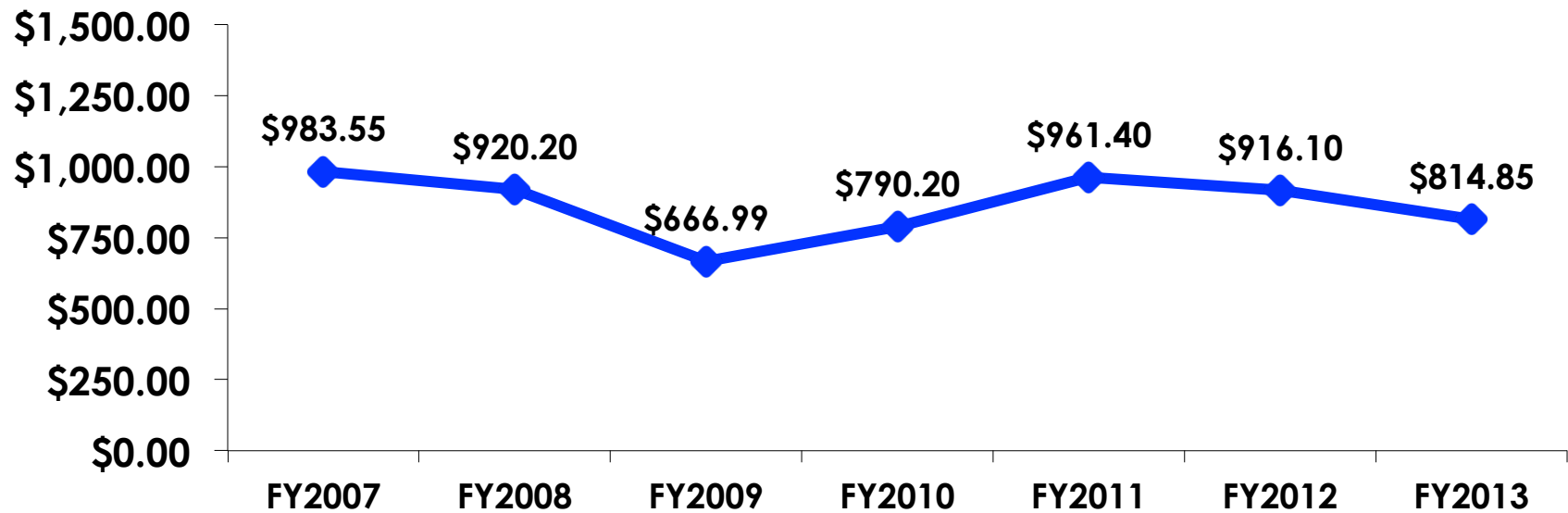
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

KW Varies/US\$1

- \$1,959.37 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$20,564 = maximum (highest amount recorded for the entire sample)
- \$814.85 = overall mean average per person prepaid expenditures

Prepaid Expenditures Per Person



Breakdown of Prepaid Expenditures

KW Varies=\$1

**(Filter: Only those who responded/
Per Travel Party)**

	MEAN \$
Air & Accommodation package only	\$1,964.05
Air & Accommodation w/ daily meal package	\$2,613.79
Air only	\$1,377.34
Accommodation only	\$932.53
Accommodation w/ daily meal only	\$956.05
Food & Beverages in Hotel	\$255.35
Ground transportation – Korea	\$86.53
Ground transportation – Guam	\$158.51
Optional tours/ activities	\$408.61
Other expenses	\$405.24
Total Prepaid	\$1,959.37

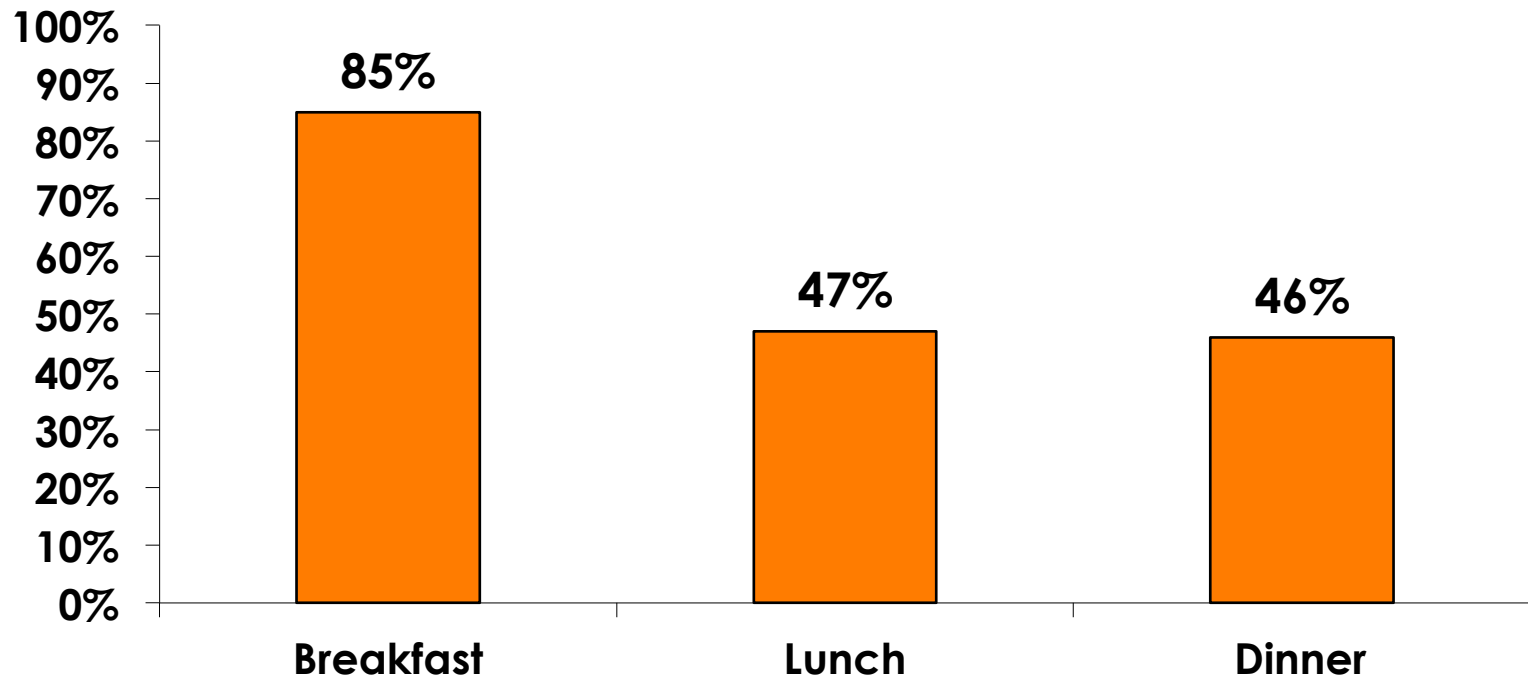
Breakdown of Prepaid Expenditures

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013
Air & Accommodation package only	\$2,144.18	\$2,046	\$1,207	\$1,947.10	\$2,207.00	\$2,378.40	\$1,964.05
Air & Accommodation w/ daily meal package	\$2,662.38	\$2,766	\$1,936	\$2,427.00	\$3,087.00	\$3,197.80	\$2,613.79
Air only	\$849.45	\$1,070	\$865	\$672.30	\$1,069.70	\$1,366.00	\$1,377.34
Accommodation only	\$625.23	\$578	\$595	\$580.90	\$944.80	\$1,385.10	\$932.53
Accommodation w/ daily meal only	\$985.93	\$830	\$517	\$842.90	\$957.30	\$962.50	\$956.05
Food & Beverages in Hotel	\$103.80	\$146	\$133	\$141.60	\$150.50	\$382.30	\$255.35
Ground transportation –	\$84.98	\$76	\$54	\$69.70	\$83.70	\$100.30	\$86.53
Ground transportation –	\$68.04	\$88	\$76	\$98.40	\$117.50	\$170.00	\$158.51
Optional tours/ activities	\$353.46	\$367	\$280	\$344.00	\$329.30	\$397.90	\$408.61
Other expenses	\$542.02	\$806	\$362	\$468.20	\$465.70	\$446.30	\$405.24
Total Prepaid	\$2,217.43	\$2,374	\$1,584	\$1,932.10	\$2,428.30	\$2,350.00	\$1,959.37

PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n=78

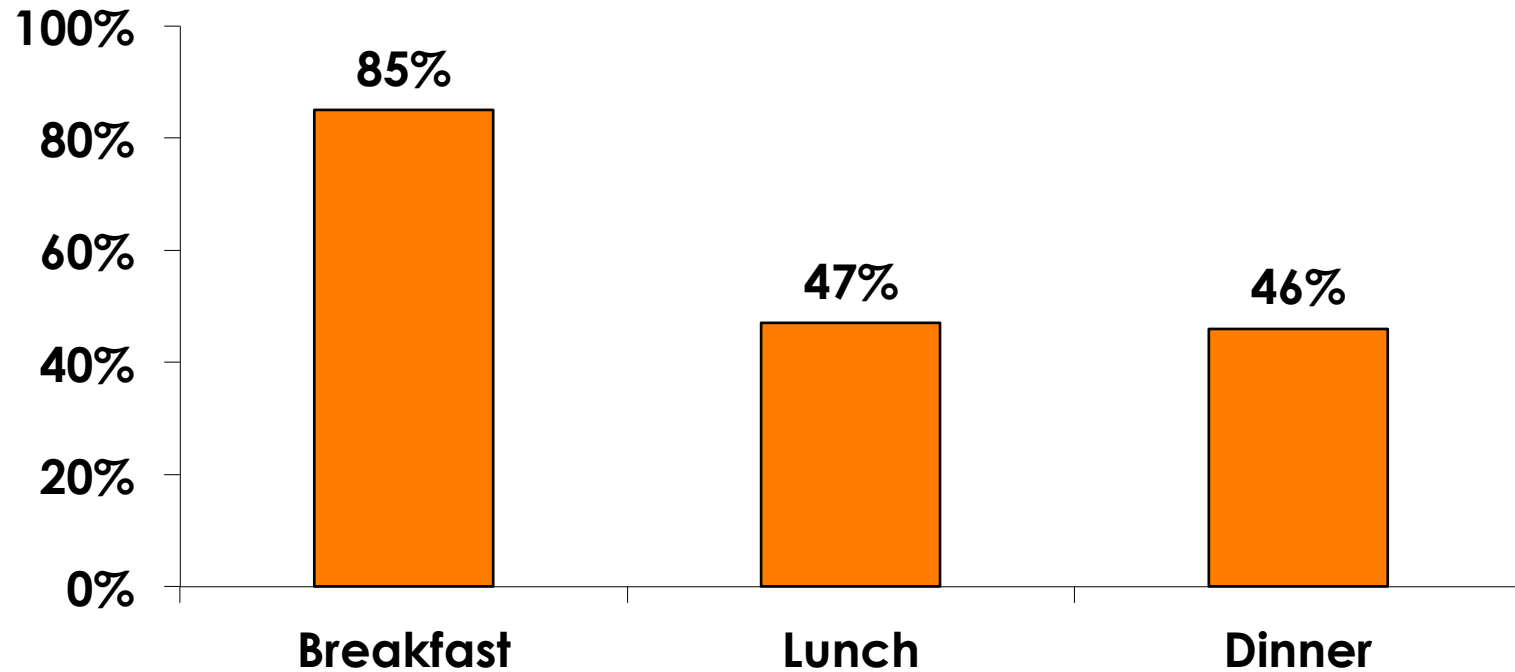


Mean=\$2,613.79 per travel party

PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

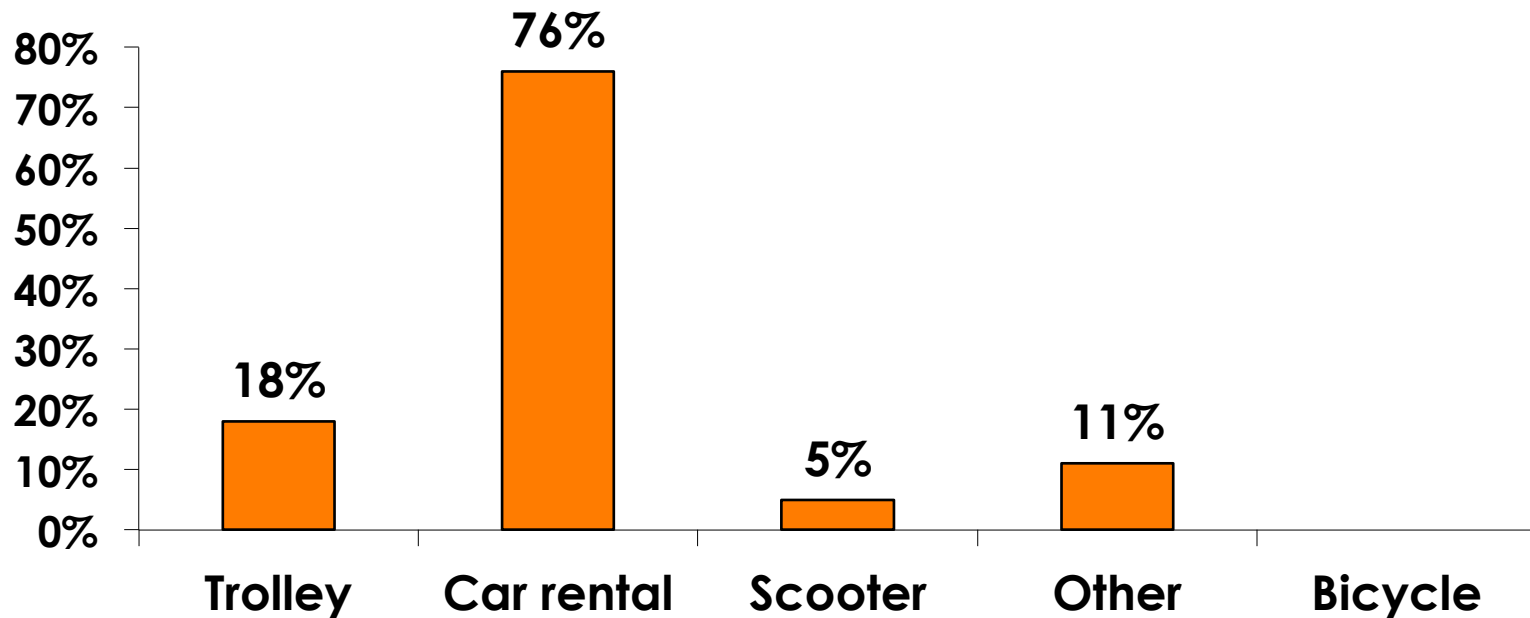
n=78



Mean=\$956.05 per travel party

PREPAID GROUND TRANSPORTATION

n=38



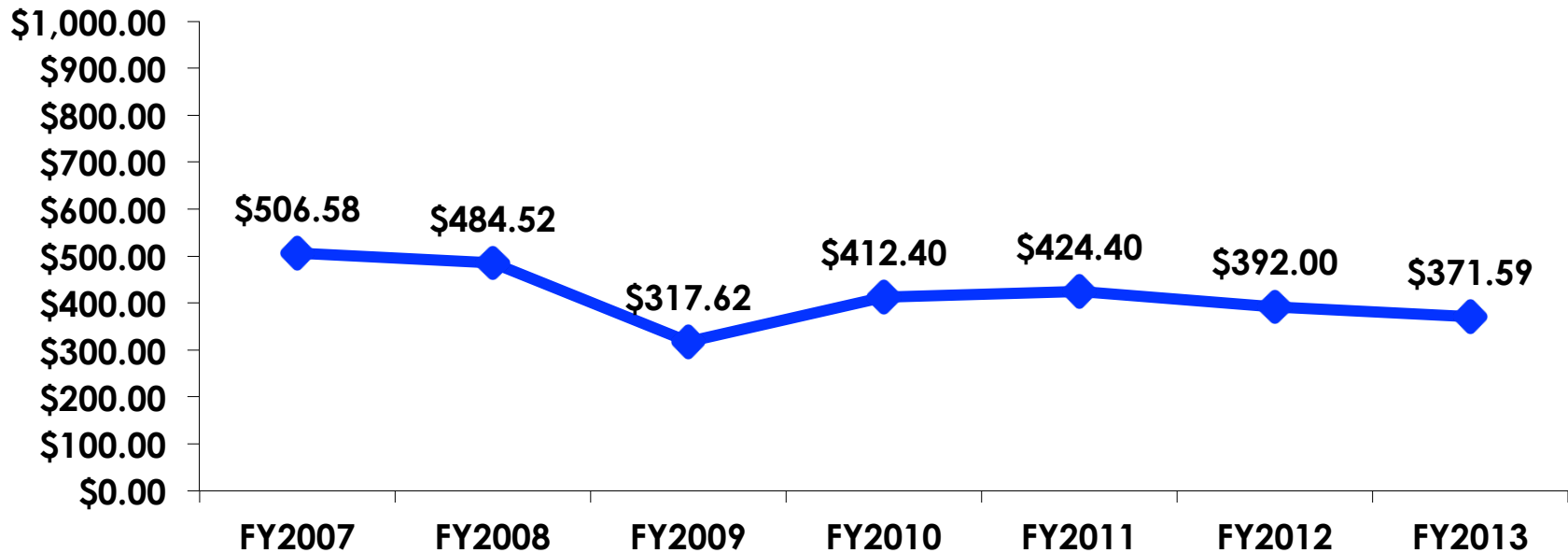
Mean=\$158.51 per travel party

On-Island Expenditures

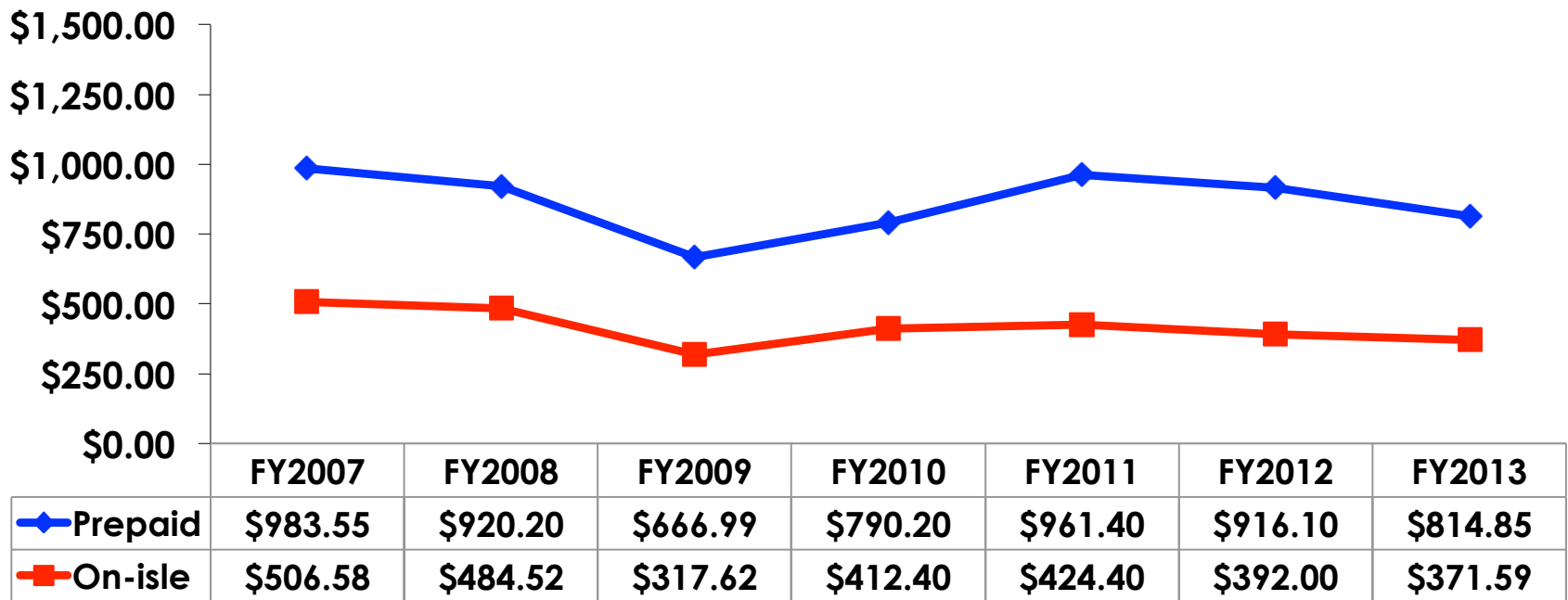
- \$835.06 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$15,000 = Maximum (highest amount recorded for the entire sample)
- \$371.59 = overall mean average per person on-island expenditure

ON-ISLAND EXPENDITURES

Per Person



PREPAID/ ON-ISLE EXPENDITURES – Per Person



Total On-Island Expenditure by Gender & Age

		TOTAL	GENDER		GENDER							
			-	Male	Female	Male				Female		
		AGE				AGE						
		18-24				25-34	35-49	50+	18-24	25-34	35-49	50+
PER PERSON	Mean	\$371.59	\$379.86	\$363.26	\$317.75	\$442.91	\$318.83	\$352.22	\$420.69	\$408.34	\$293.51	\$359.59
	Median	\$250	\$250	\$239	\$223	\$300	\$200	\$167	\$230	\$300	\$175	\$150
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$4,008	\$4,000	\$4,008	\$1,667	\$4,000	\$3,000	\$4,000	\$4,000	\$3,800	\$4,008	\$2,775

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$51.01	\$54.83	\$46.96	\$17.67	\$45.01	\$63.82	\$42.09
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$30.40	\$31.12	\$29.70	\$15.25	\$32.78	\$28.94	\$31.85
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B RESTRNT	Mean	\$58.14	\$59.92	\$55.66	\$51.31	\$70.47	\$41.50	\$76.33
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPT TOUR	Mean	\$84.36	\$92.23	\$76.54	\$98.11	\$81.48	\$89.43	\$86.50
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$189.09	\$197.64	\$179.82	\$92.60	\$206.66	\$185.48	\$143.45
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- OTHER	Mean	\$113.57	\$113.21	\$114.18	\$109.73	\$122.22	\$106.14	\$110.62
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TRANS	Mean	\$35.30	\$38.42	\$31.99	\$22.69	\$40.76	\$31.08	\$26.04
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$274.93	\$284.29	\$266.17	\$257.06	\$258.19	\$292.36	\$288.73
	Median	\$10	\$6	\$13	\$10	\$10	\$13	\$0
TOTAL	Mean	\$835.06	\$875.06	\$794.04	\$663.84	\$856.84	\$836.10	\$797.79
	Median	\$541	\$600	\$500	\$416	\$600	\$501	\$355

On-Island Expenditures

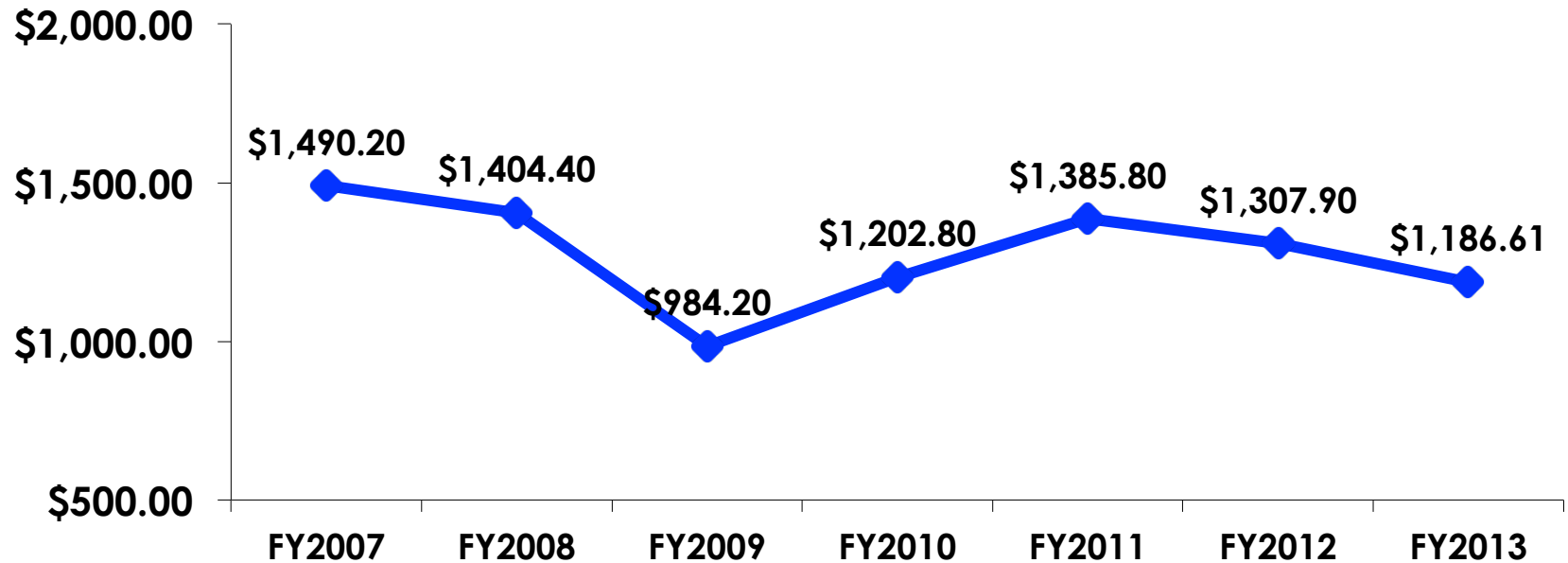
First Timers & Repeaters

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$51.01	\$48.33	\$72.54
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$30.40	\$29.46	\$37.50
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$58.14	\$56.28	\$73.44
	Median	\$0	\$0	\$0
OPT TOUR	Mean	\$84.36	\$87.60	\$60.01
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$189.09	\$188.68	\$193.46
	Median	\$0	\$0	\$0
GIFT- OTHER	Mean	\$113.57	\$114.55	\$106.19
	Median	\$0	\$0	\$0
TRANS	Mean	\$35.30	\$33.75	\$47.51
	Median	\$0	\$0	\$0
OTHER	Mean	\$274.93	\$266.48	\$336.73
	Median	\$10	\$10	\$0
TOTAL	Mean	\$835.06	\$823.50	\$924.65
	Median	\$541	\$544	\$537

Total Expenditures Per Person (Prepaid & On-Island)

- \$1,186.61 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$14,015 = Maximum (highest amount recorded for the entire sample)

TOTAL EXPENDITURES Per Person



Breakdown of On-Island Expenditures

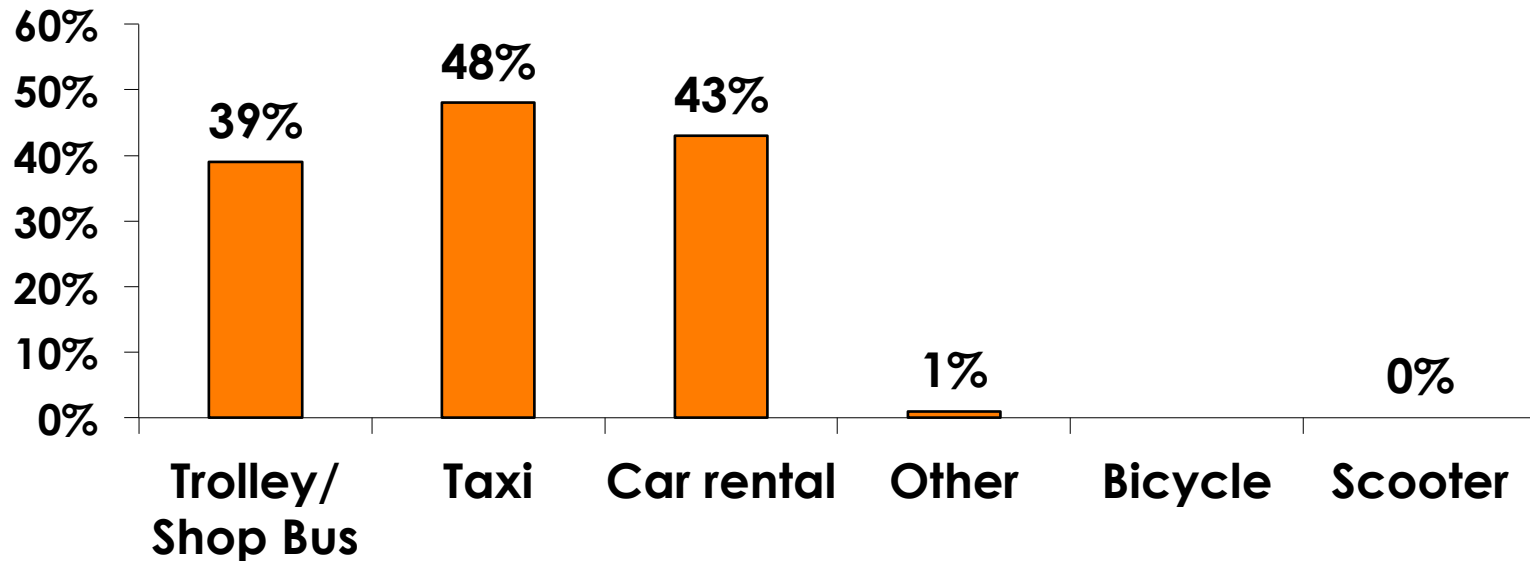
	MEAN \$
Food & beverage in a hotel	\$51.01
Food & beverage in fast food restaurant/ convenience store	\$30.40
Food & beverage at restaurants or drinking establishments outside a hotel	\$58.14
Optional tours and activities	\$84.36
Gifts/ souvenirs for yourself/companions	\$189.09
Gifts/ souvenirs for friends/family at home	\$113.57
Local transportation	\$35.30
Other expenses not covered	\$274.93
Average Total	\$835.06

Breakdown of On-Island Expenditures

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013
Food & beverage in a hotel	\$64.70	\$63.00	\$40.50	\$50.10	\$45.20	\$51.20	\$51.01
Food & beverage in fast food restaurant/ convenience store	\$35.40	\$24.60	\$21.70	\$23.20	\$29.60	\$25.20	\$30.40
Food & beverage at restaurants or drinking establishments outside a hotel	\$35.40	\$44.30	\$39.90	\$39.10	\$48.50	\$44.30	\$58.14
Optional tours and activities	\$173.10	\$118.50	\$96.60	\$117.00	\$121.40	\$110.00	\$84.36
Gifts/ souvenirs for yourself/ companions	\$324.10	\$208.60	\$132.90	\$197.30	\$227.90	\$199.10	\$189.09
Gifts/ souvenirs for friends/family	\$232.00	\$126.50	\$87.40	\$115.70	\$130.60	\$114.20	\$113.57
Local transportation	\$27.70	\$26.80	\$22.20	\$26.30	\$26.00	\$26.80	\$35.30
Other expenses not covered	\$156.90	\$476.40	\$240.70	\$337.40	\$310.80	\$319.80	\$274.93
Average Total	\$1,051.20	\$1,085.50	\$679.80	\$907.50	\$939.30	\$886.30	\$835.06

Local Transportation

n=1570



Mean=\$35.30 per travel party

Guam Airport Expenditures

- \$59.38 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$5,000 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

	MEAN \$
Food & Beverages	\$5.44
Gifts/Souvenirs Self	\$29.37
Gifts/Souvenirs Others	\$24.12
Total	\$59.38

Breakdown of Airport Expenditures

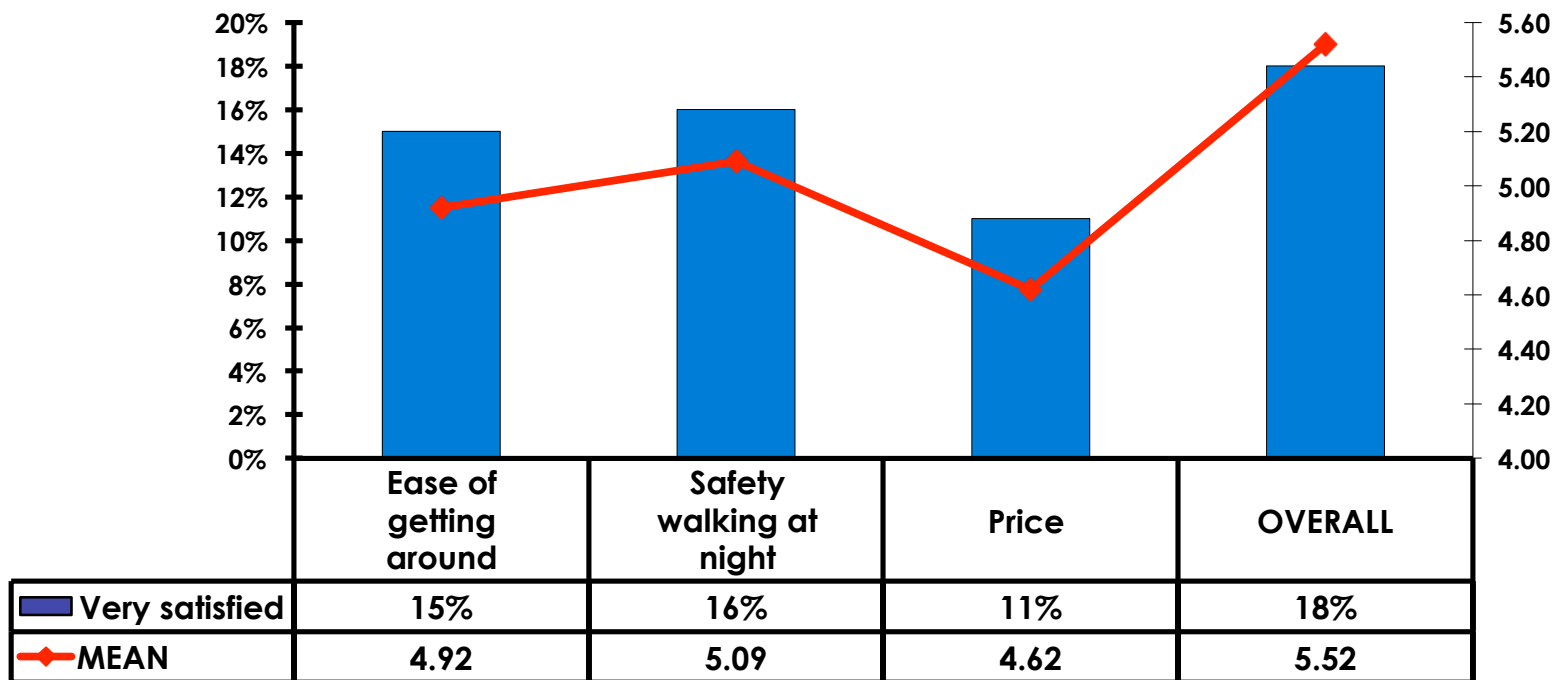
	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013
Food & Beverage	\$9.80	\$9.60	\$4.00	\$4.60	\$5.40	\$6.10	\$5.44
Gifts/ Souvenirs Self	\$43.00	\$31.70	\$28.60	\$33.00	\$34.70	\$30.90	\$29.37
Gifts/ Souvenirs Others	\$37.20	\$29.00	\$24.20	\$24.50	\$28.60	\$17.70	\$24.12
Total	\$88.50	\$70.50	\$56.70	\$62.40	\$68.80	\$54.80	\$59.38

SECTION 4 **VISITOR SATISFACTION**

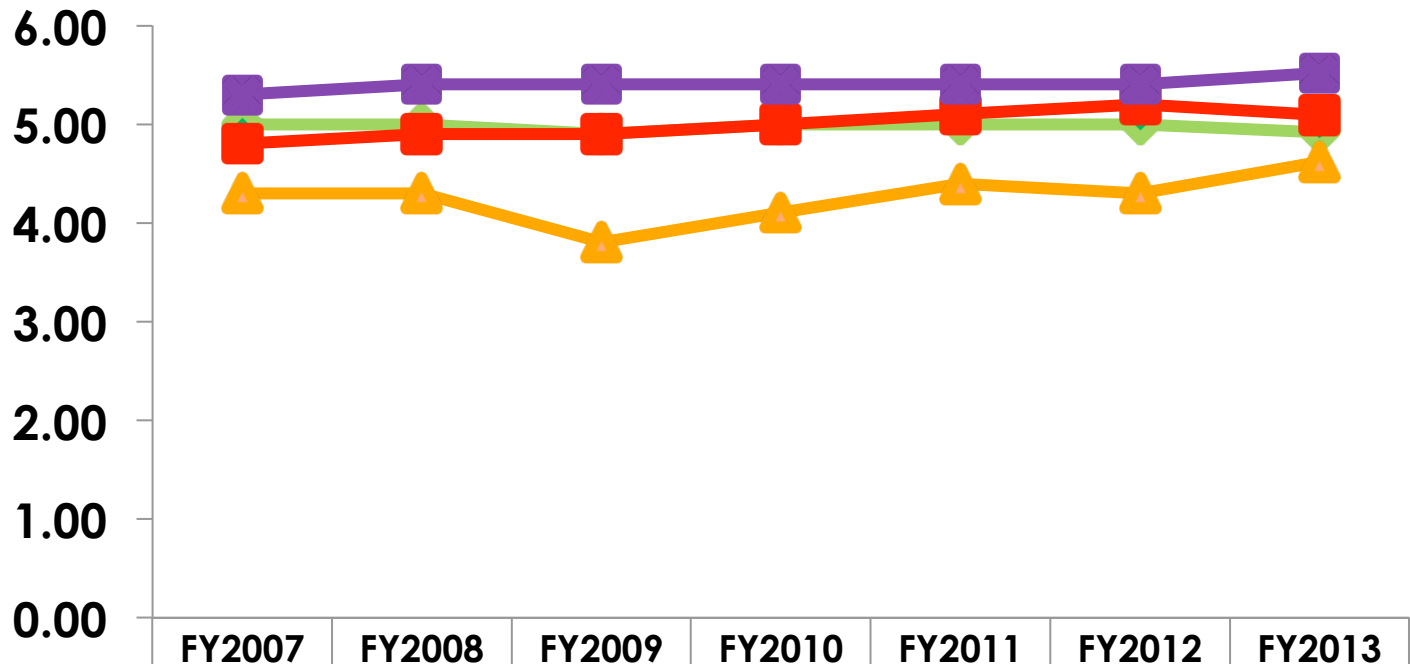
Satisfaction Scores Overall





7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Satisfaction Scores Overall

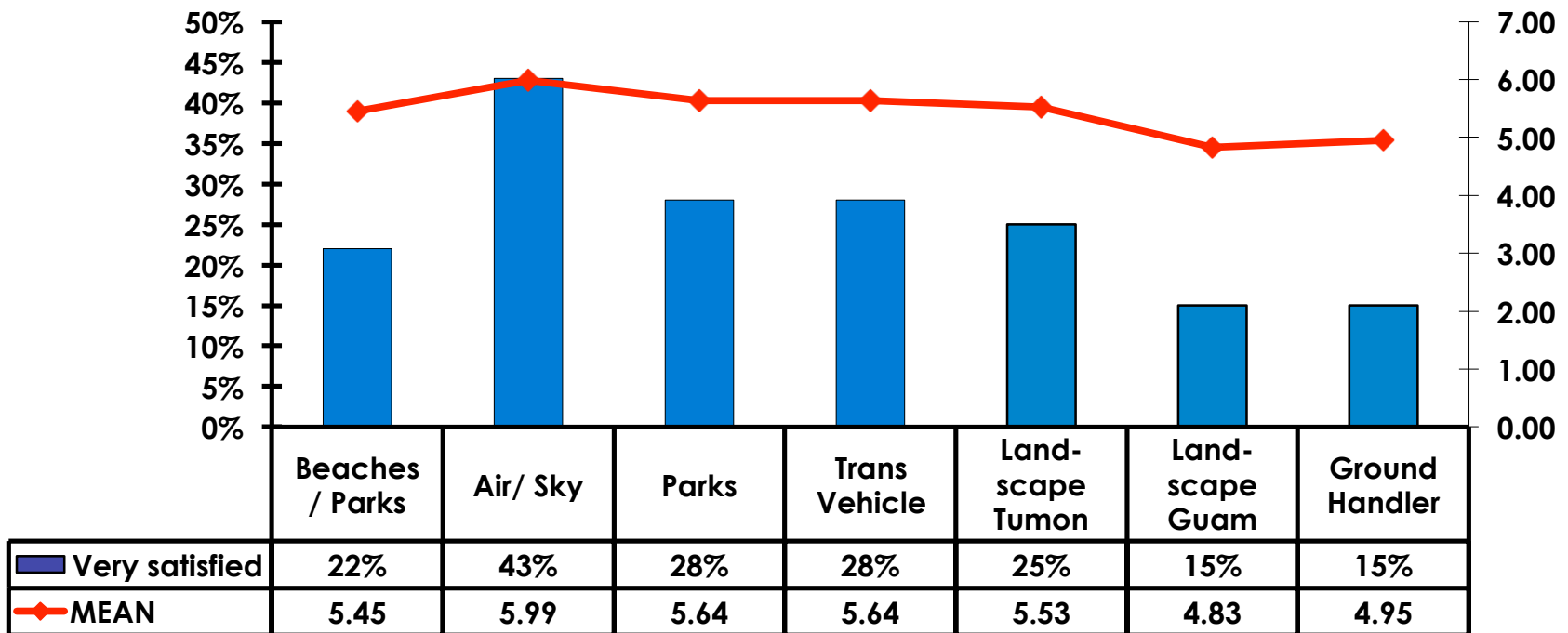


	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013
 Ease of getting around	5.00	5.00	4.90	5.00	5.00	5.00	4.92
 Safety walking at night	4.80	4.90	4.90	5.00	5.10	5.20	5.09
 Price	4.30	4.30	3.80	4.10	4.40	4.30	4.62
 OVERALL	5.30	5.40	5.40	5.40	5.40	5.40	5.52

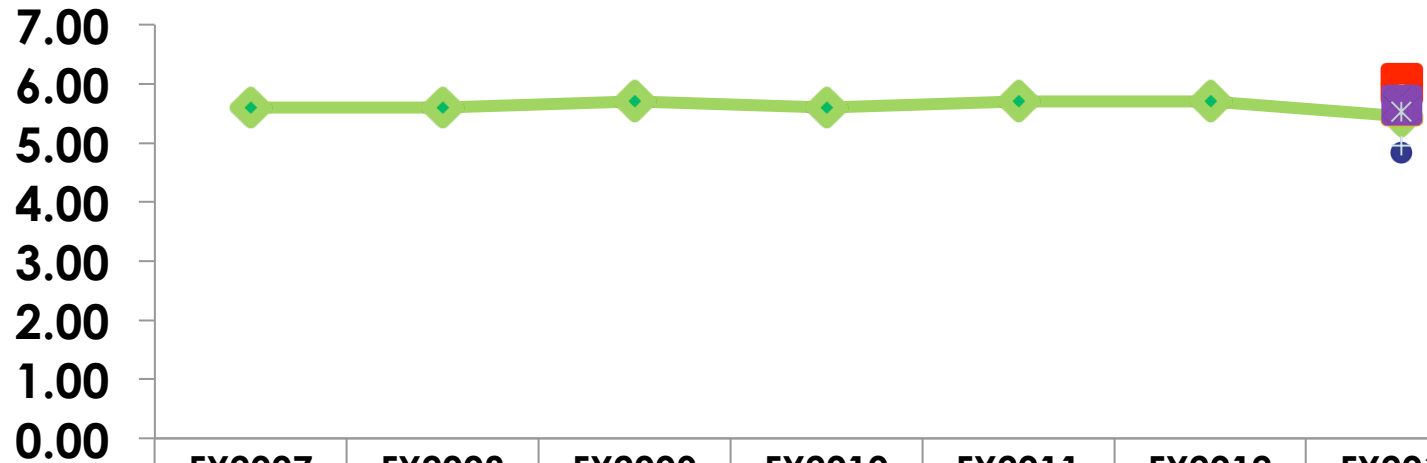
Satisfaction Quality/ Cleanliness







7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Satisfaction Quality/ Cleanliness

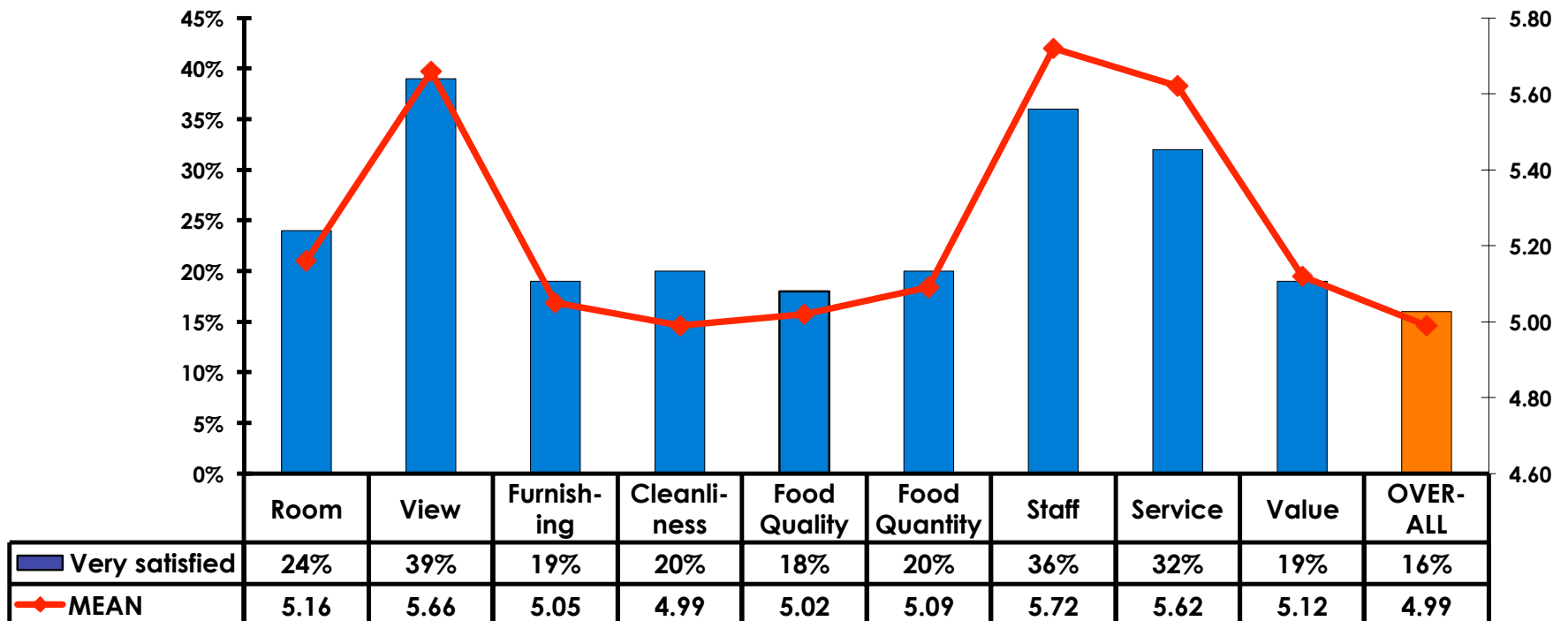


	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013
 Beaches/ Parks	5.60	5.60	5.70	5.60	5.70	5.70	5.45
 Air/ Sky							5.99
 Parks							5.64
 Landscape Tumon							5.64
 Landscape Guam							5.53
 Grnd Handler							4.83
 Trans Vehicle							4.95

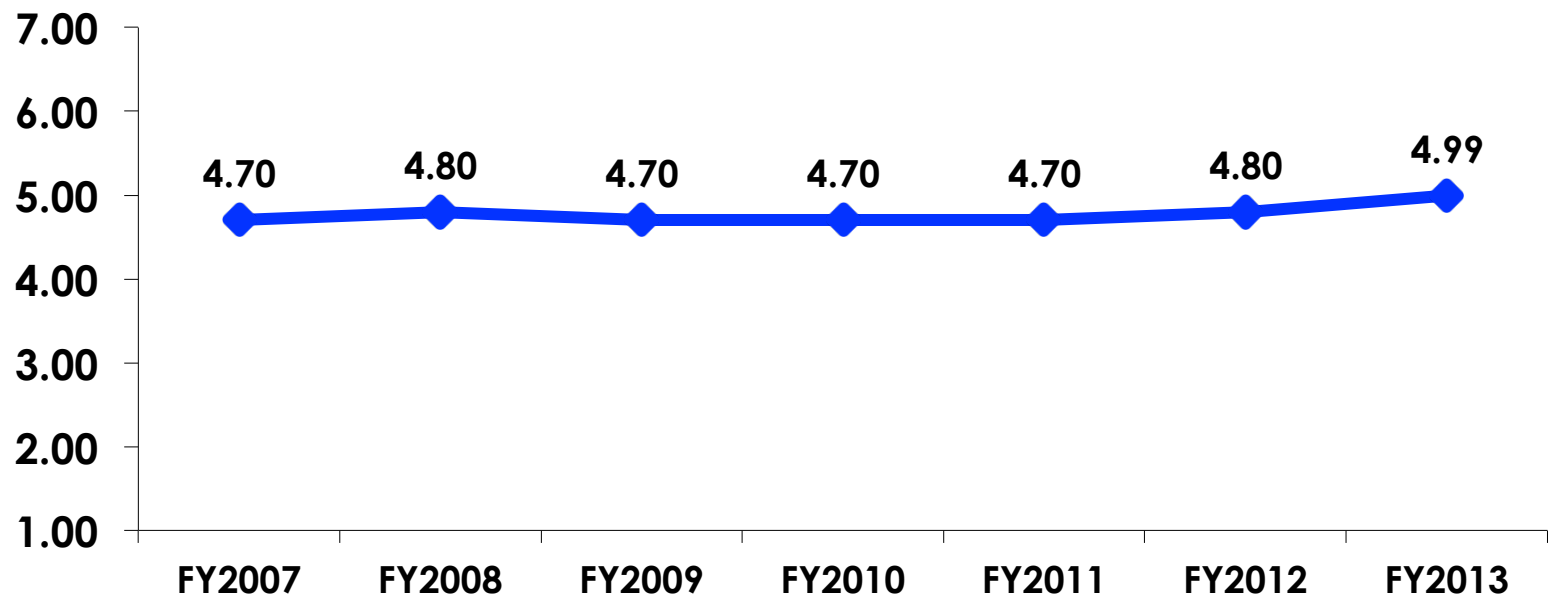
Quality of Accommodations

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



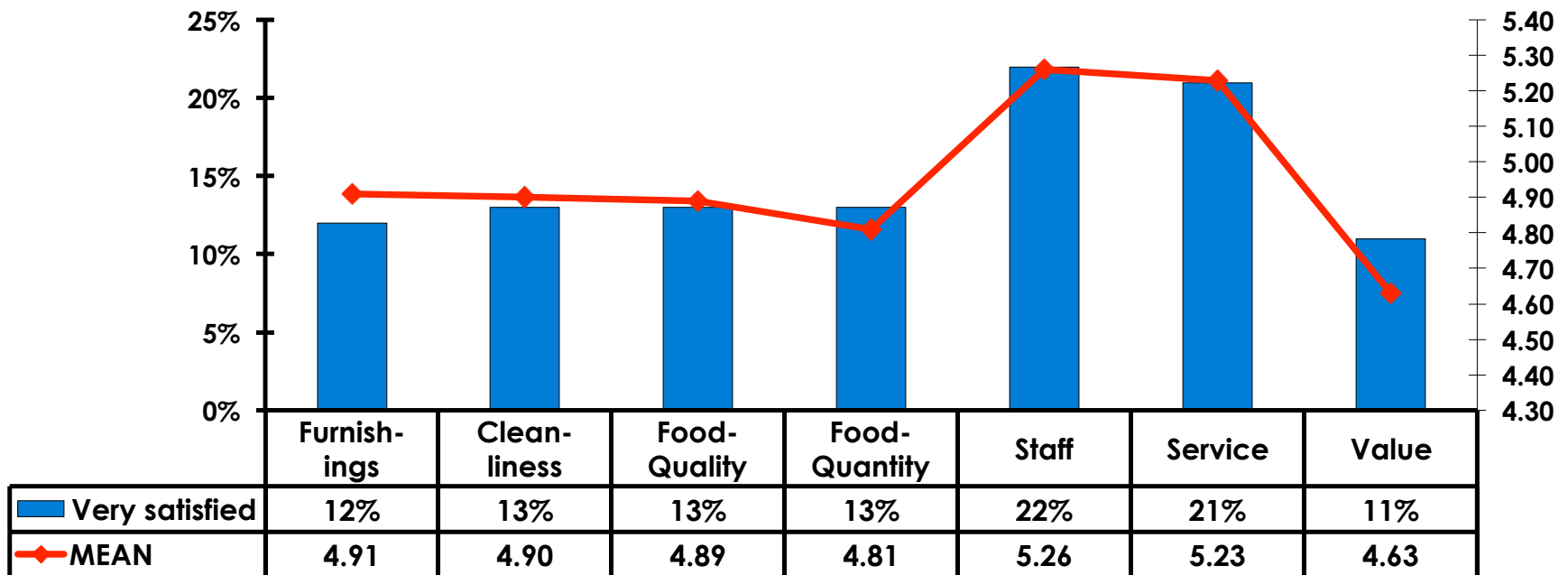
Accommodations – Overall Satisfaction



Quality of Dining Experience

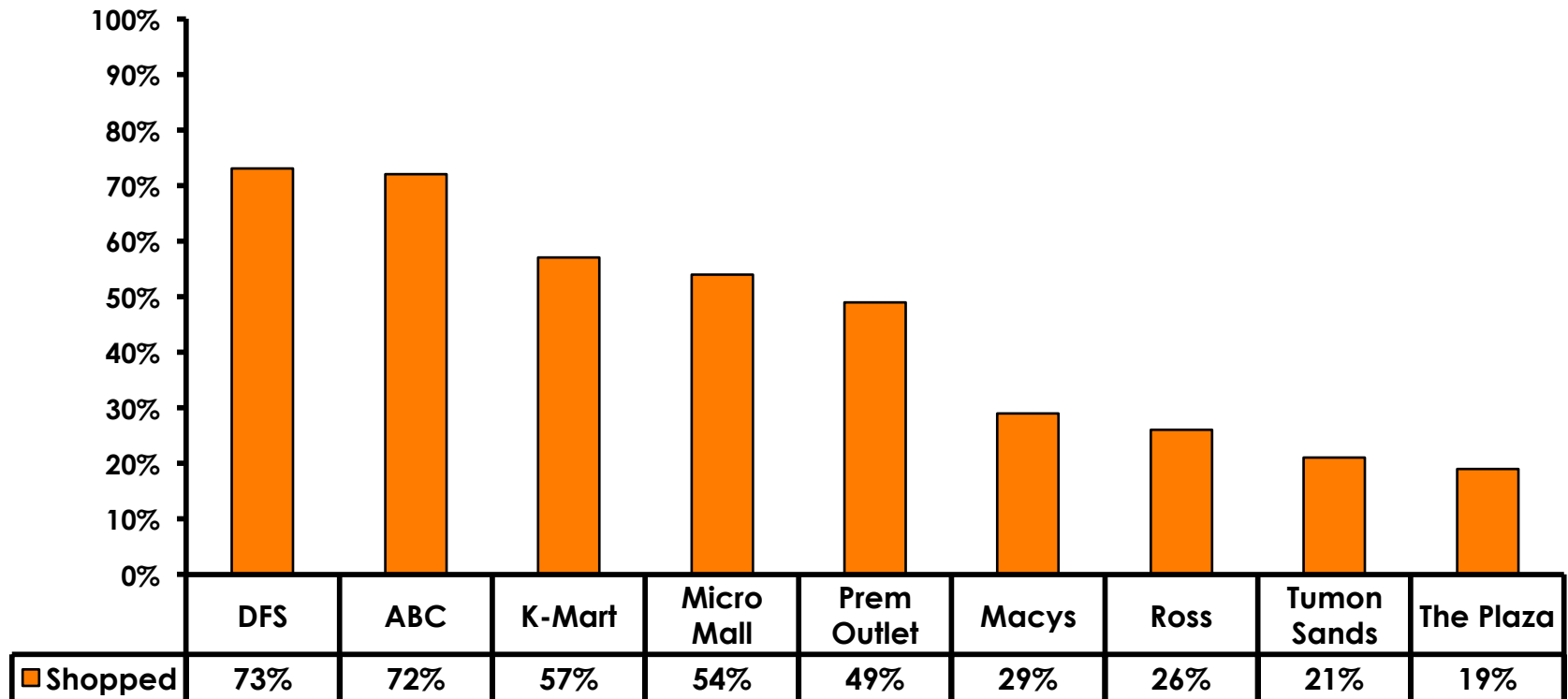
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Shopping Malls/ Centers- Top 5

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013
DFS Galleria	73%	77%	70%	73%	74%	75%	73%
ABC	59%	65%	64%	65%	67%	70%	72%
K-Mart	35%	37%	38%	41%	42%	47%	57%
Micro Mall	35%	41%	33%	40%	45%	47%	54%
Prem Outlet	28%	34%	35%	40%	42%	41%	49%

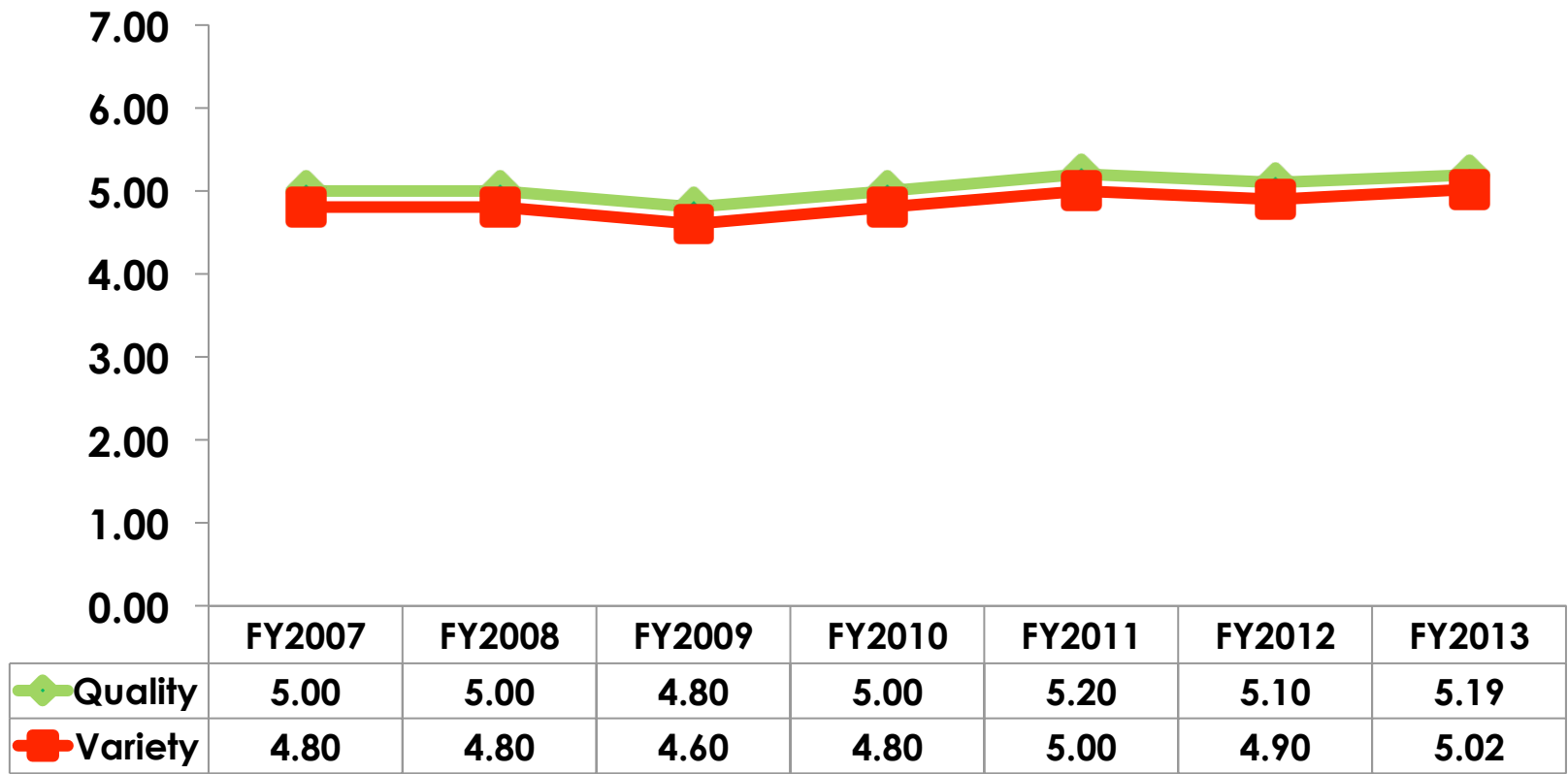
Satisfaction with Shopping

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

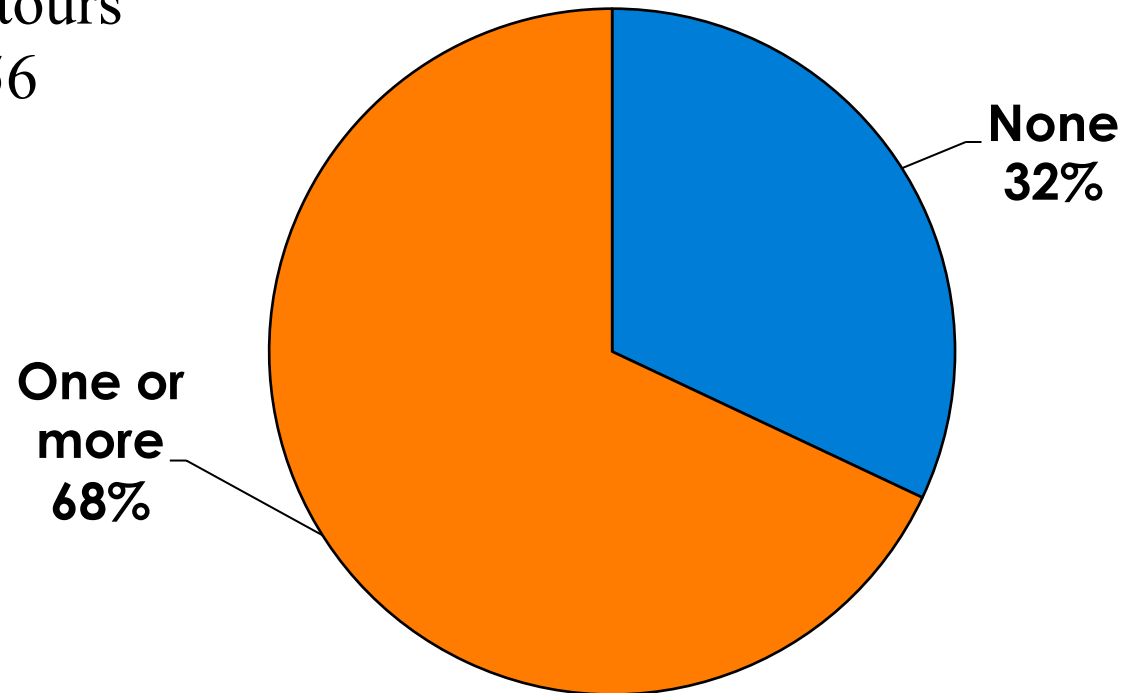
Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 46%	Score of 6 to 7 = 42%
Score of 4 to 5 = 46%	Score of 4 to 5 = 46%
Score 1 to 3 = 8%	Score 1 to 3 = 12%
MEAN = 5.19	MEAN = 5.02

Satisfaction with Shopping

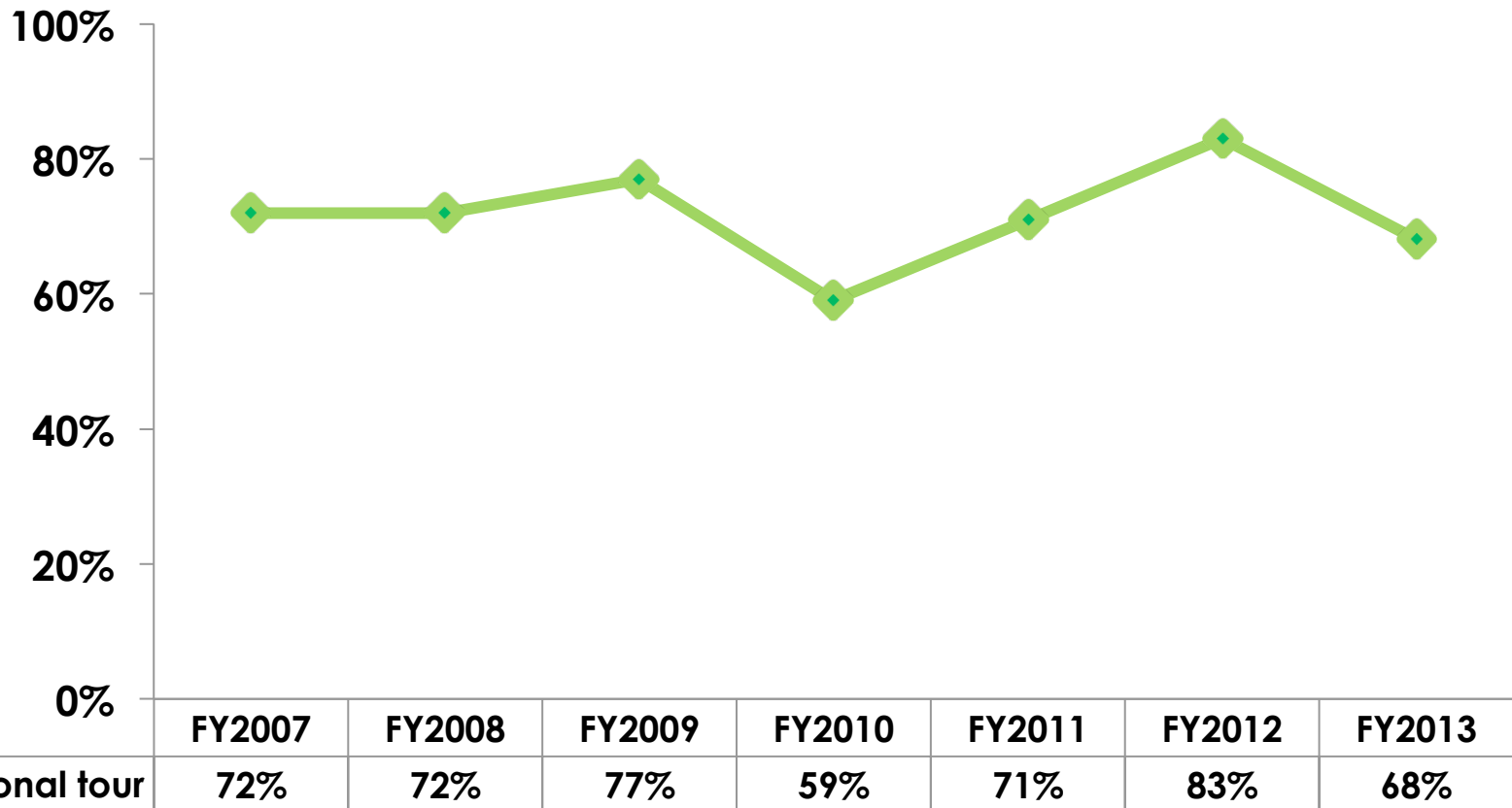


Optional Tour Participation

- Average number of tours participated in is 1.56

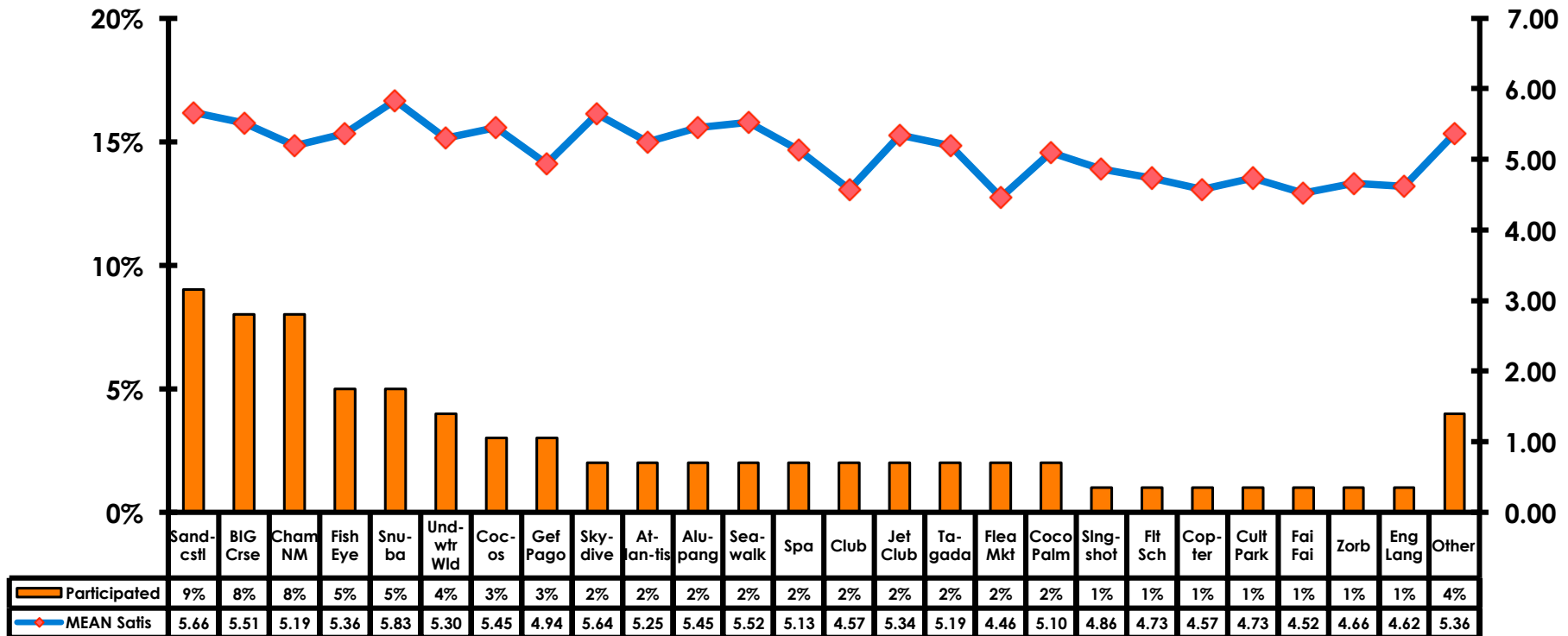


Optional Tour Participation



Optional Tours

Participation & Satisfaction



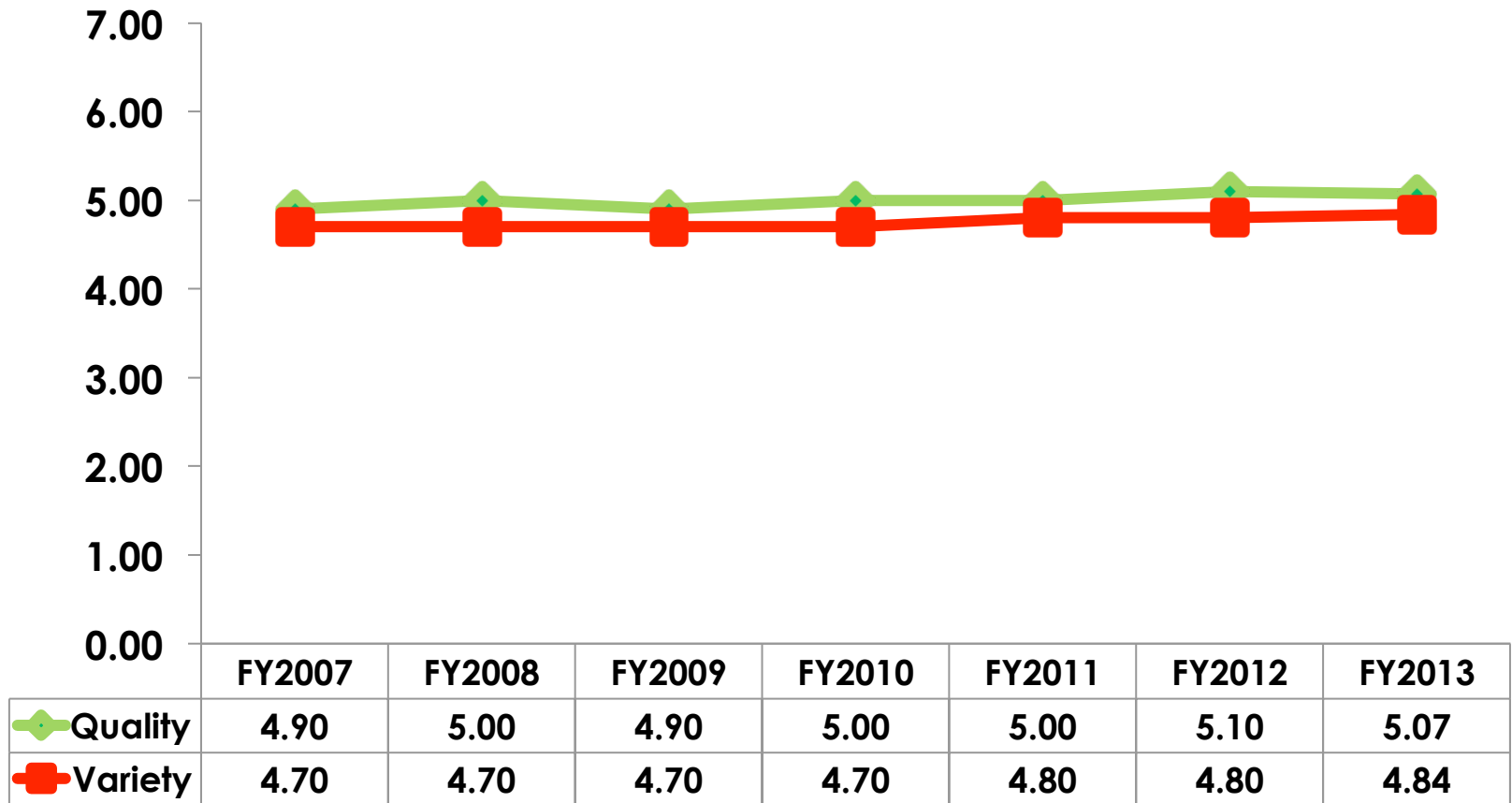
Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Day Tour	Variety of Day Tour
Score of 6 to 7 = 41%	Score of 6 to 7 = 34%
Score of 4 to 5 = 54%	Score of 4 to 5 = 56%
Score 1 to 3 = 6%	Score 1 to 3 = 10%
MEAN = 5.07	MEAN = 4.84

Day Tours Satisfaction



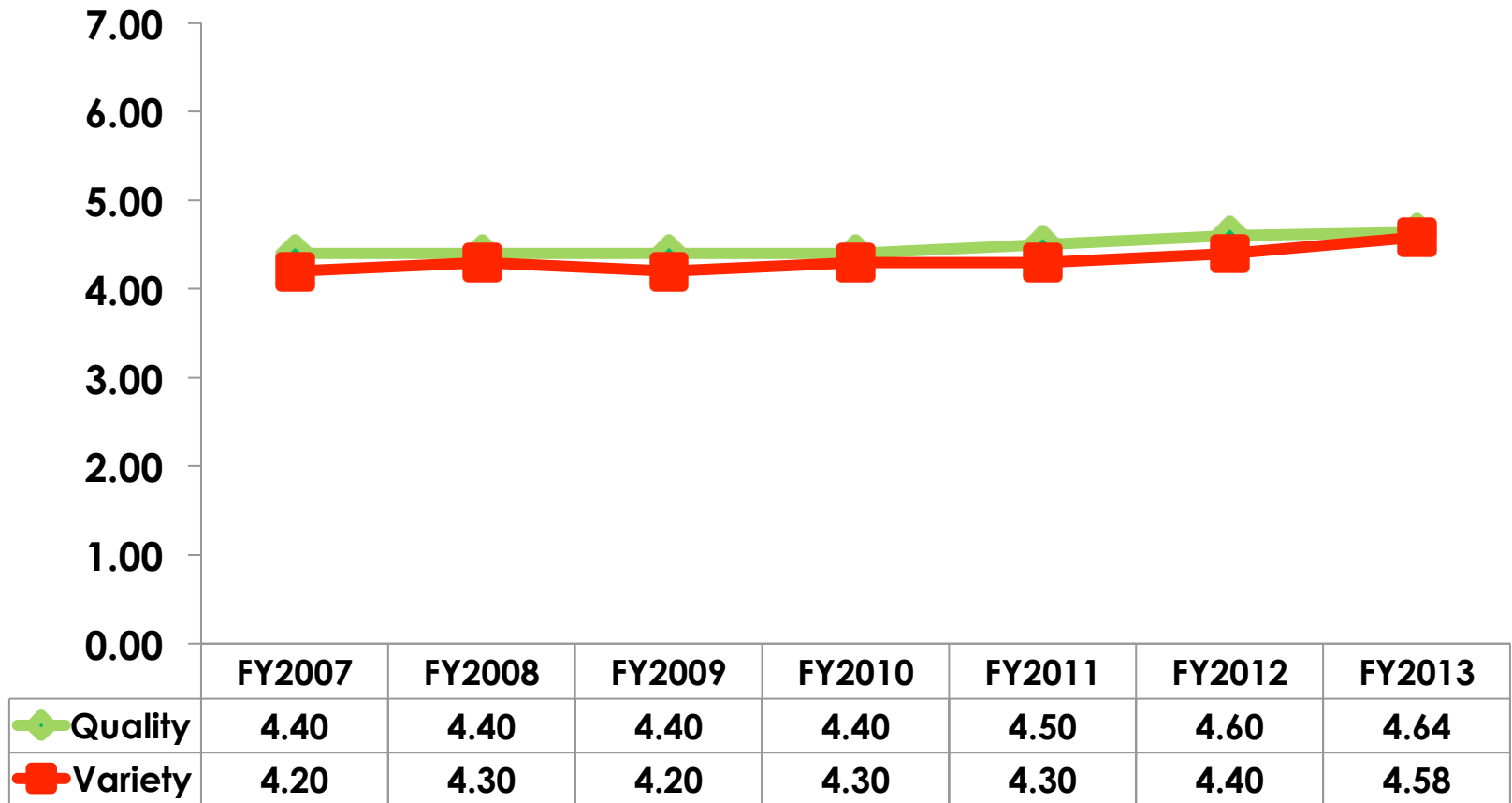
Night Tours Satisfaction

7pt Rating Scale

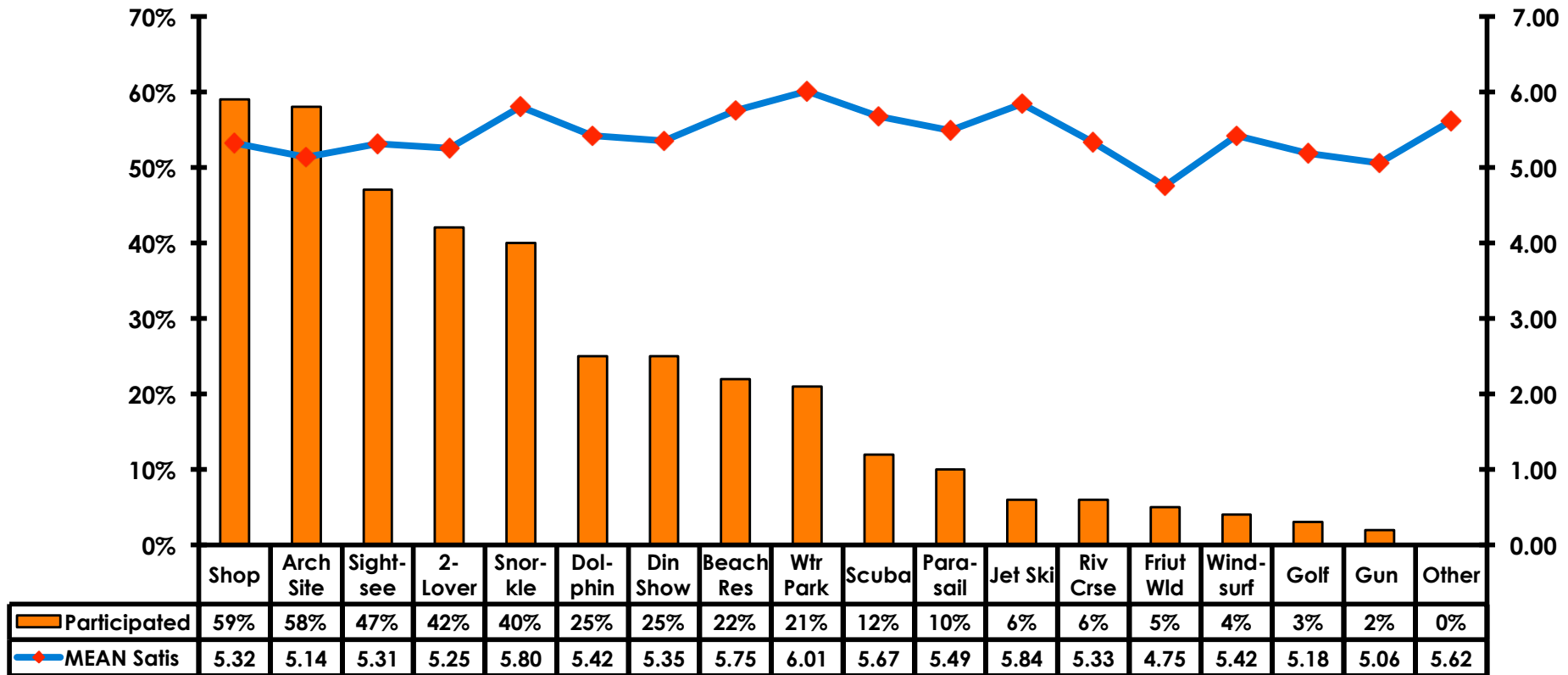
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 28%	Score of 6 to 7 = 27%
Score of 4 to 5 = 60%	Score of 4 to 5 = 57%
Score 1 to 3 = 12%	Score 1 to 3 = 16%
MEAN = 4.64	MEAN = 4.58

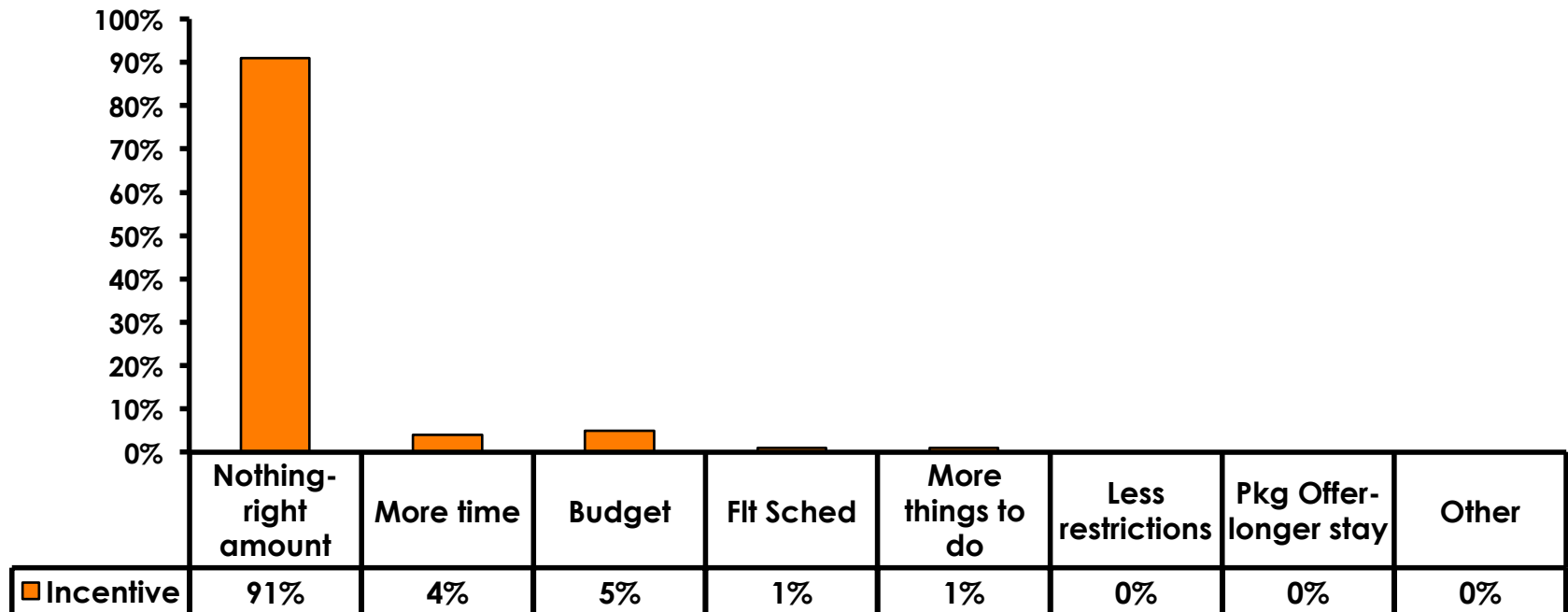
Night Tours Satisfaction



Satisfaction with Other Activities



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



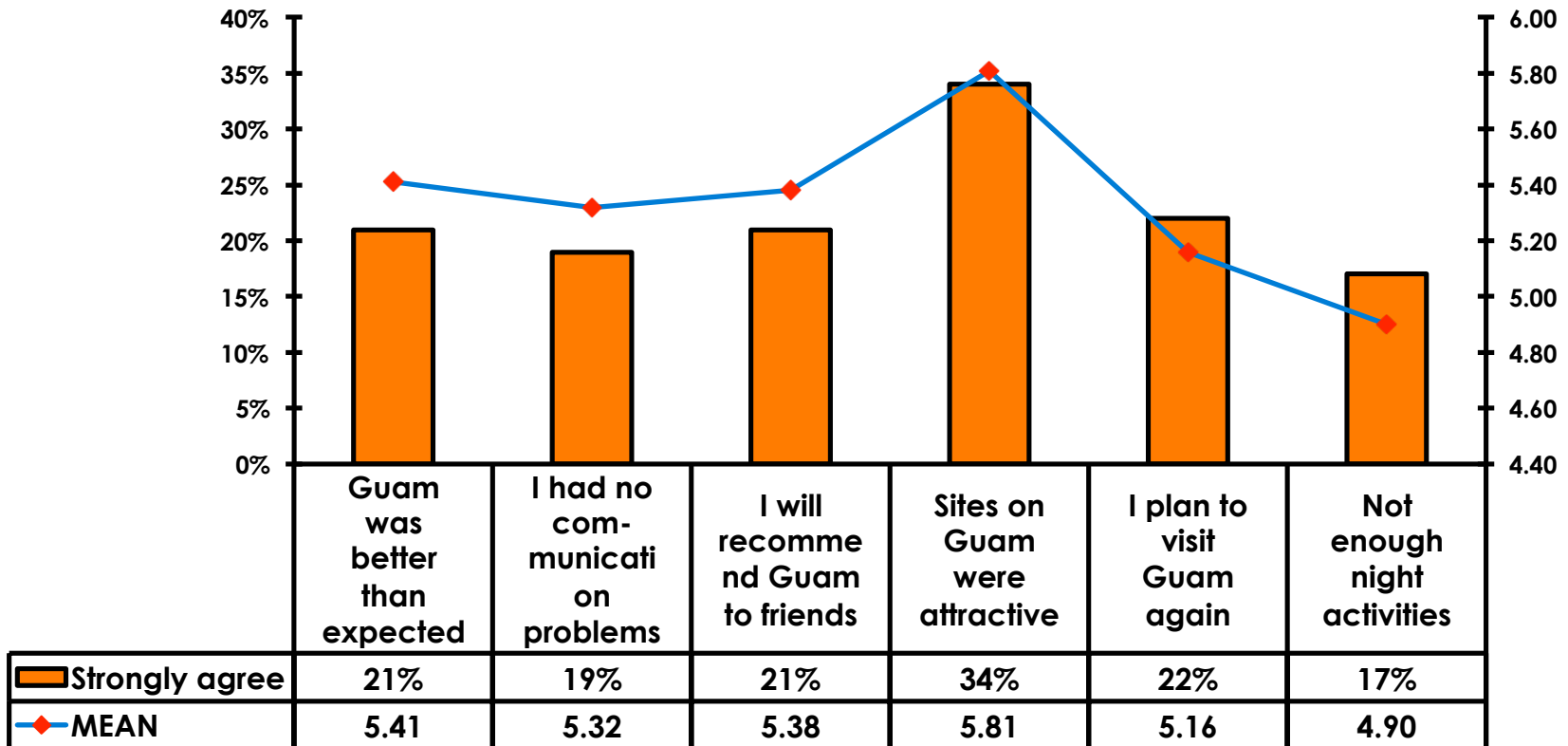
What would it take to make you want to stay an extra day in Guam?

	FY2009	FY2010	FY2011	FY2012	FY2013
Nothing- spent right amount of time	89%	91%	93%	93%	91%
More time	6%	5%	4%	4%	4%
Budget/ money	3%	2%	2%	1%	5%
More things to do	2%	2%	1%	1%	1%
Less restrictions	-	0%	-	-	0%
Flight schedule times	2%	1%	2%	1%	1%
Packages – longer stays	-	-	0%	0%	0%
Other	1%	1%	0%	0%	0%

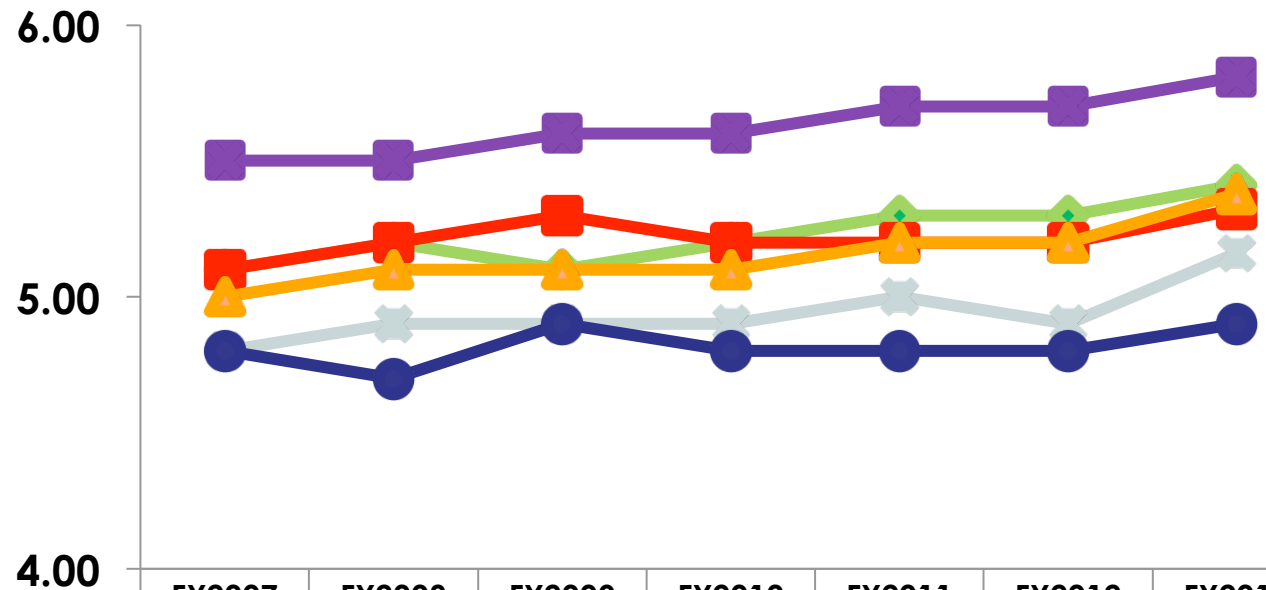
On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



On-Island Perceptions

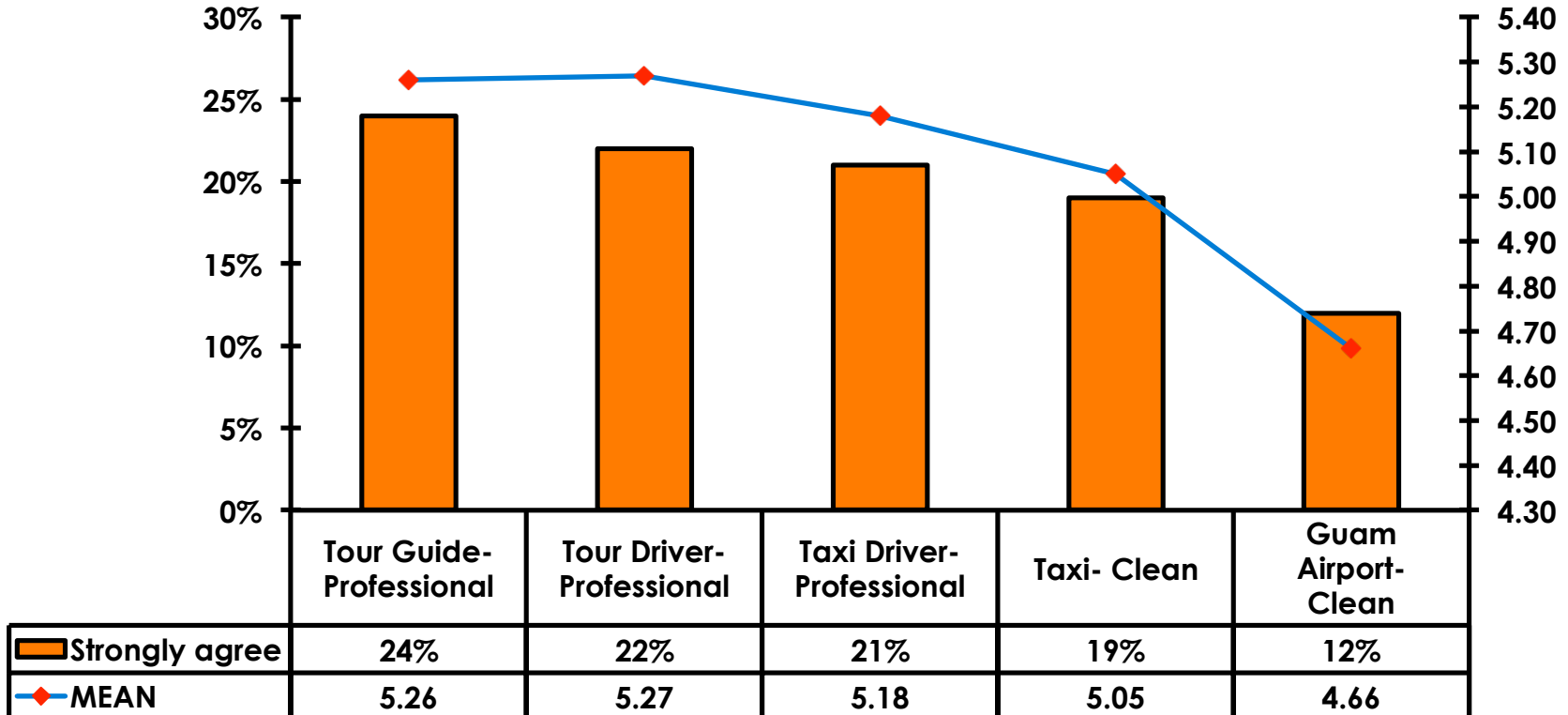


	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013
 Guam was better than expected	5.10	5.20	5.10	5.20	5.30	5.30	5.41
 I had no communication problems	5.10	5.20	5.30	5.20	5.20	5.20	5.32
 I will recommend Guam to friends	5.00	5.10	5.10	5.10	5.20	5.20	5.38
 Sites on Guam were attractive	5.50	5.50	5.60	5.60	5.70	5.70	5.81
 I plan to visit Guam again	4.80	4.90	4.90	4.90	5.00	4.90	5.16
 Not enough night activities	4.80	4.70	4.90	4.80	4.80	4.80	4.90

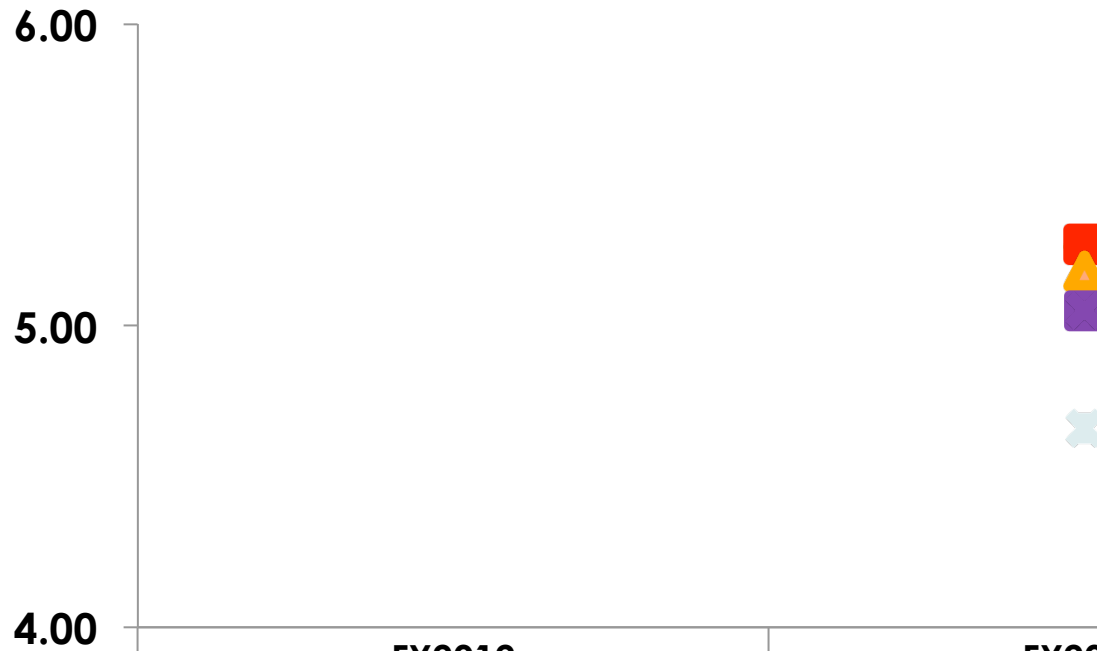
On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied








On-Island Perceptions



FY2012

FY2013

 Tour Guide- Professional	
 Tour Driver- Professional	
 Taxi Driver- Professional	
 Taxi- Clean	
 Guam Airport- Clean	

5.26

5.27

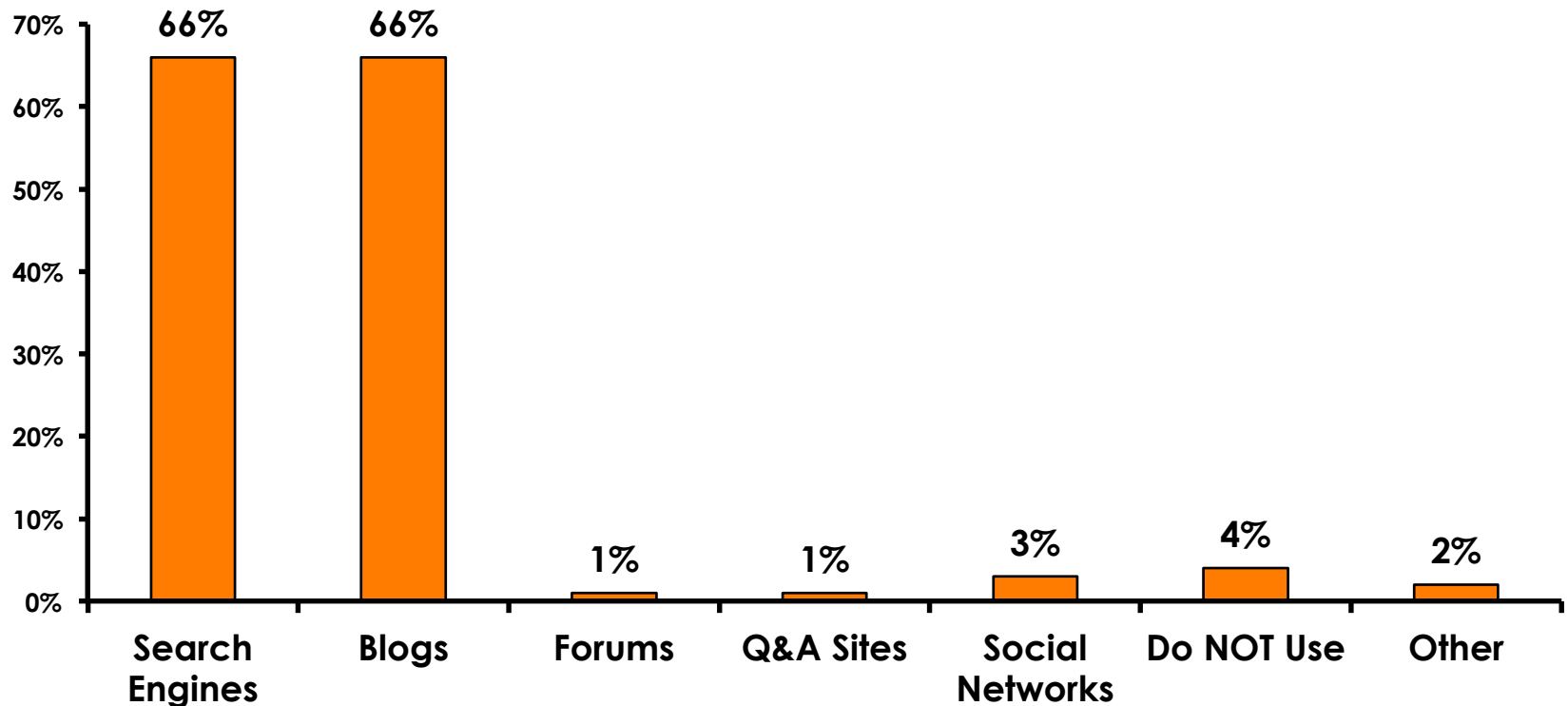
5.18

5.05

4.66

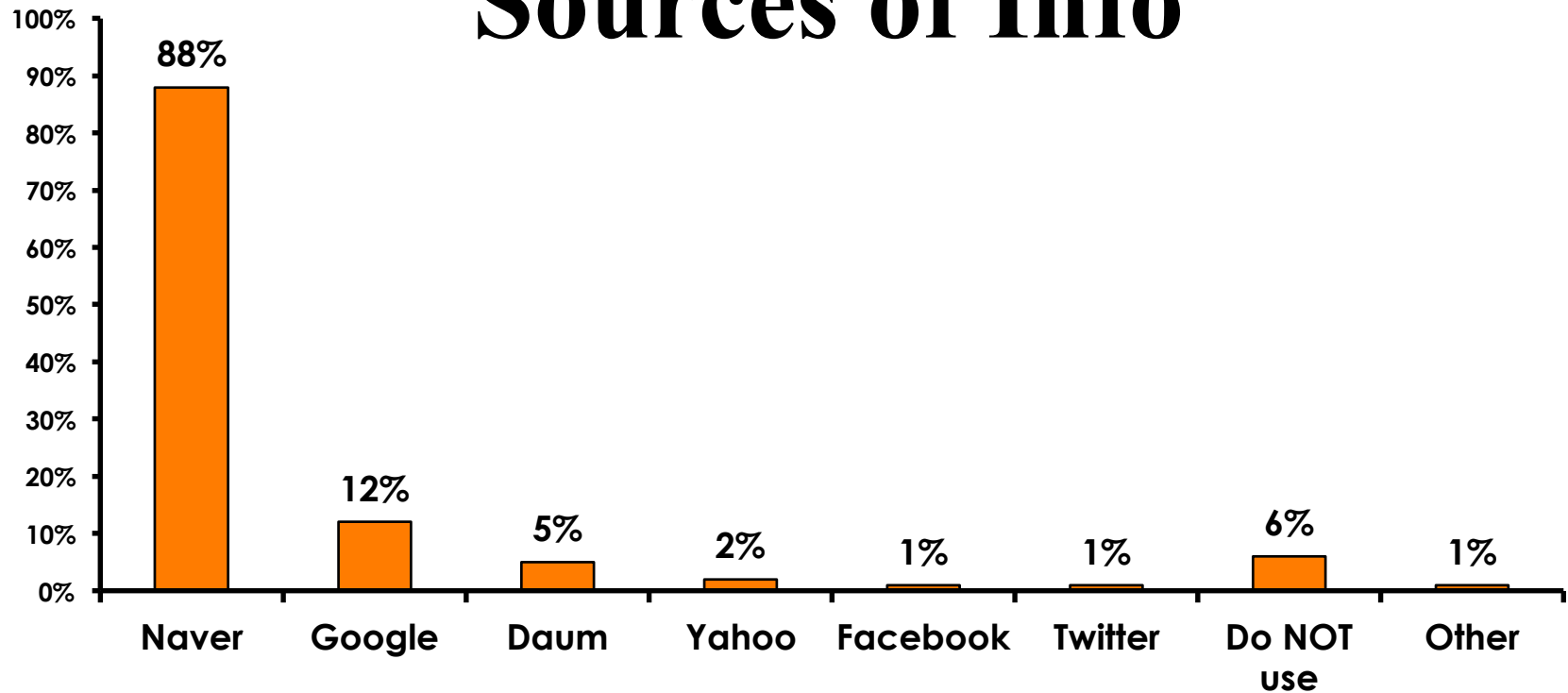
SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

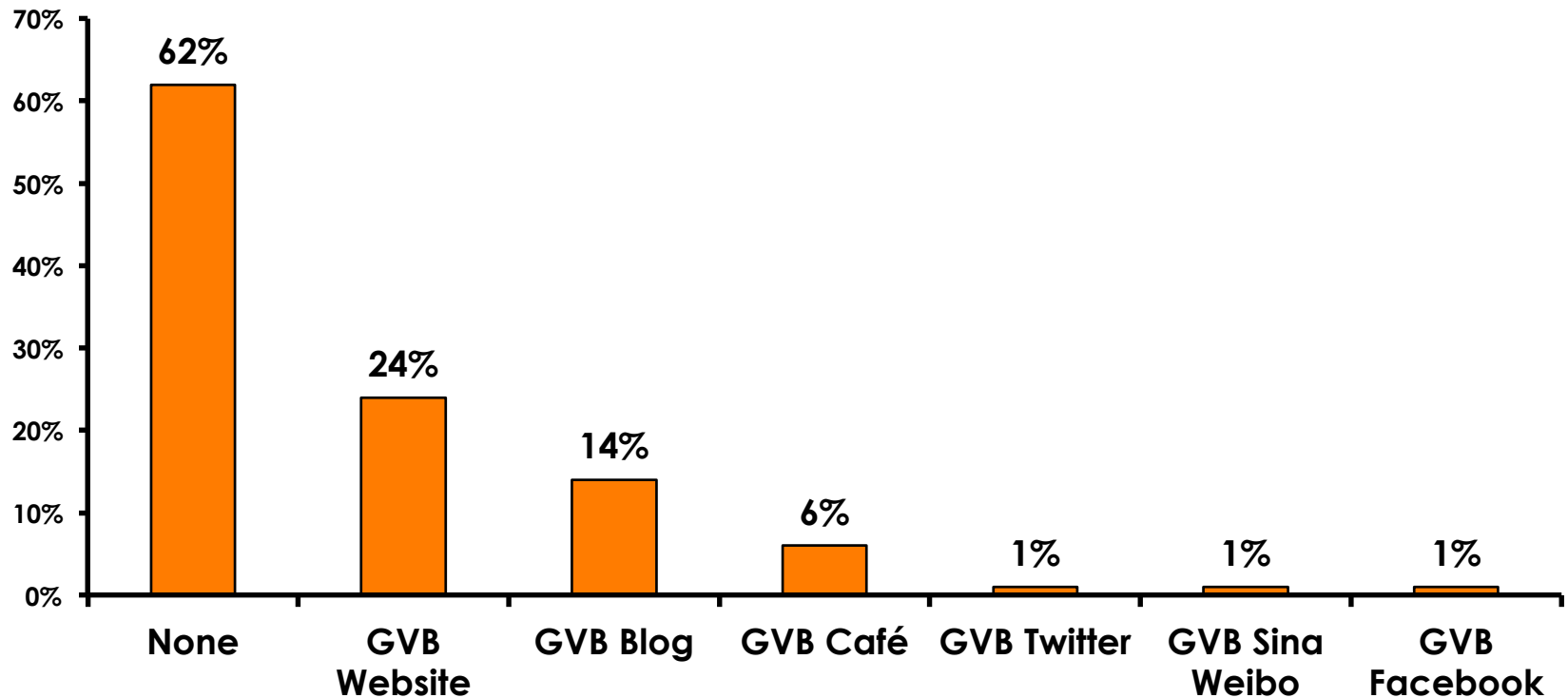


Internet- Things To Do

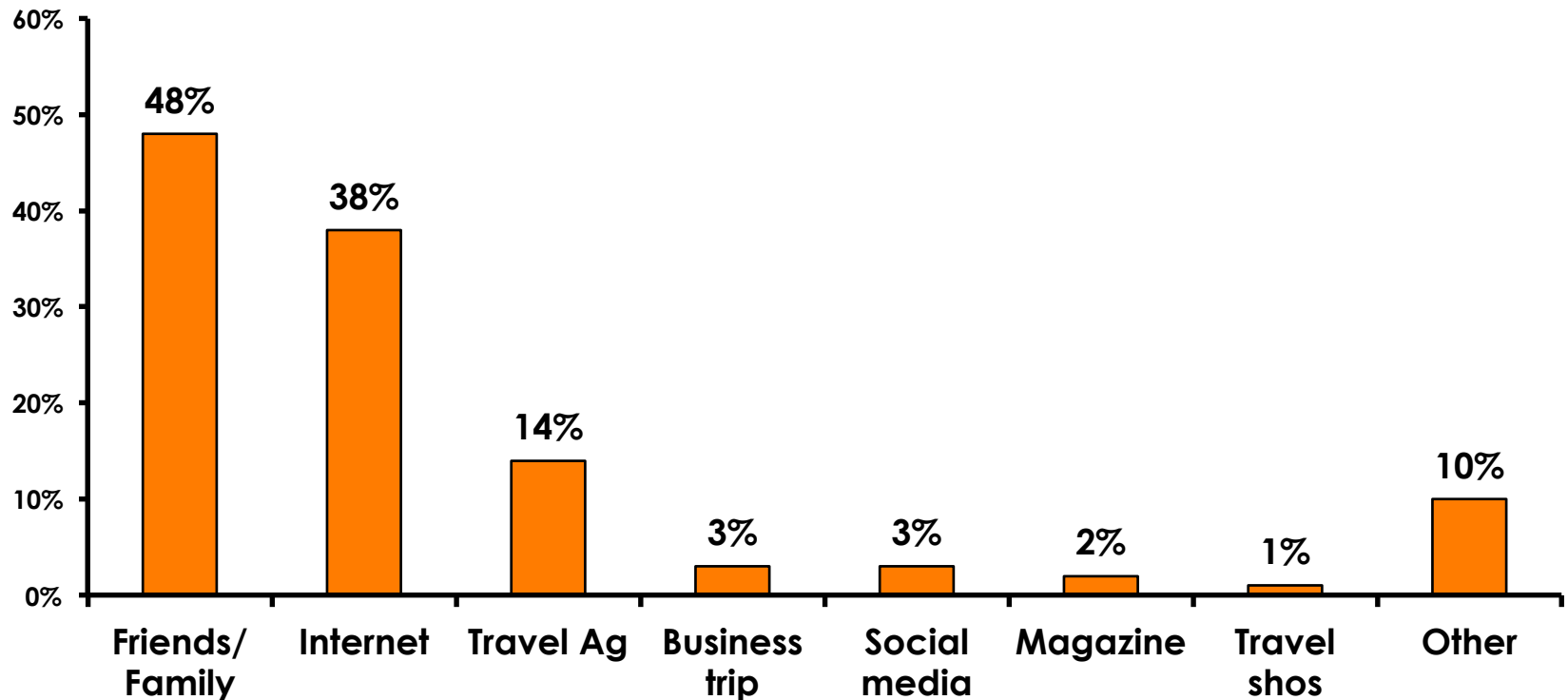
Sources of Info



Internet- GVB Sources

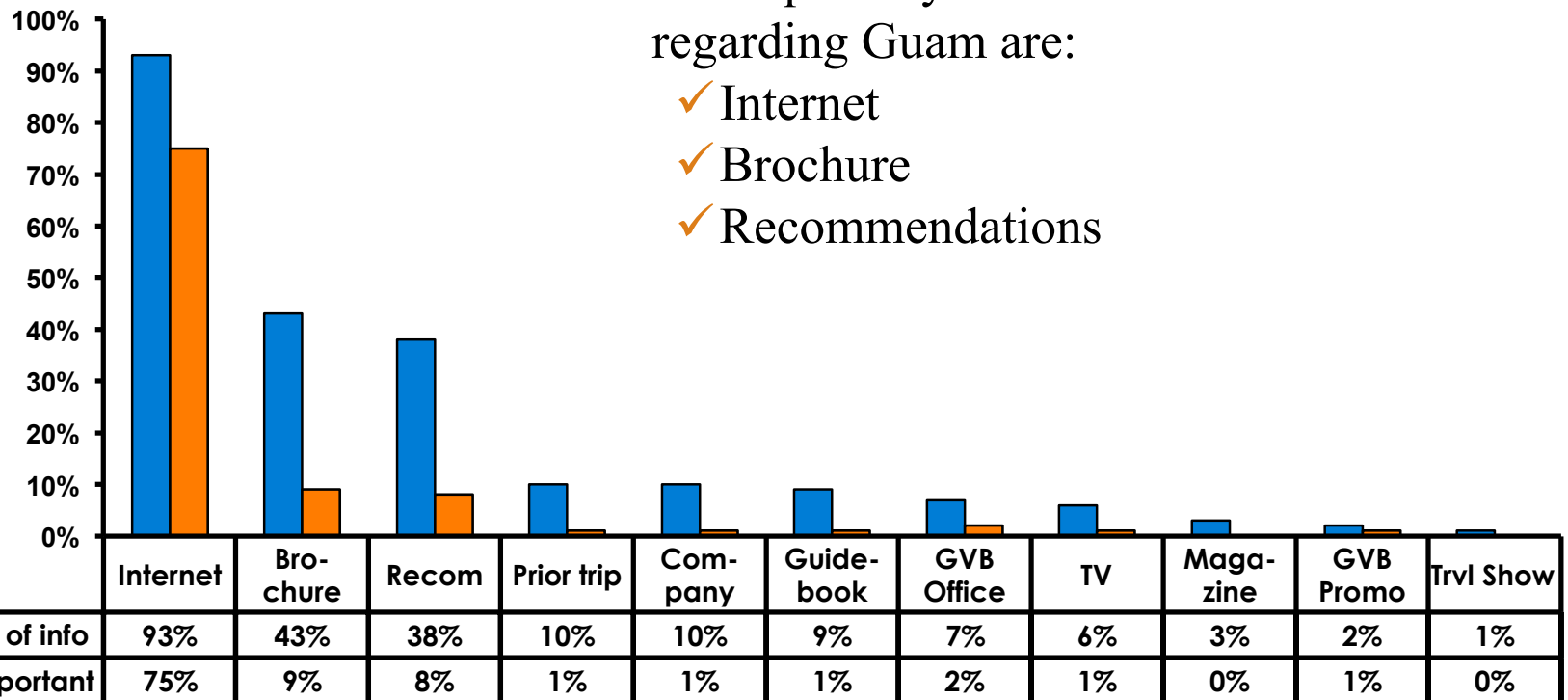


Travel Motivation- Info Sources



Sources of Information Pre-arrival

- The 3 primary sources of information regarding Guam are:
 - ✓ Internet
 - ✓ Brochure
 - ✓ Recommendations

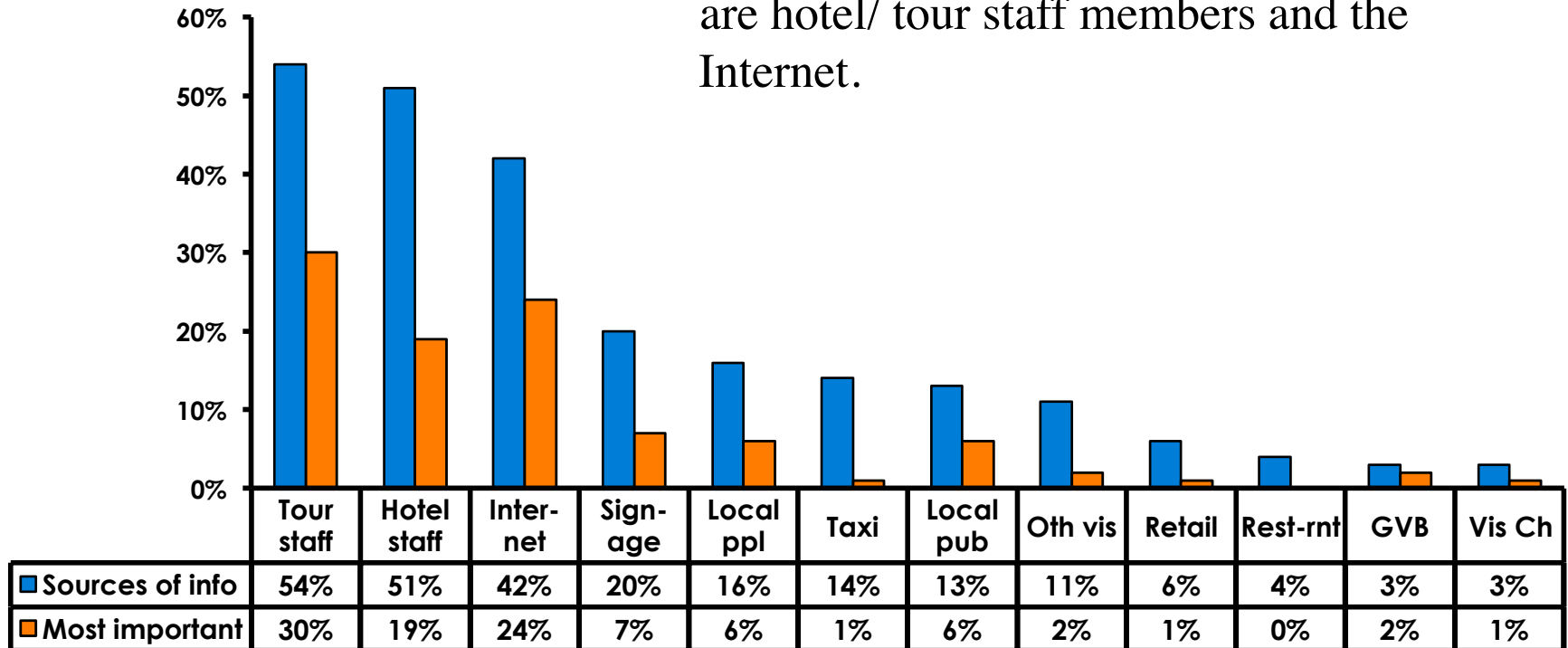


Pre-Arrival Sources – Top 3 Most Important

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013
Internet	62%	63%	62%	63%	65%	68%	75%
Brochure	11%	10%	11%	12%	11%	10%	9%
Recom- menda- tion	6%	6%	6%	6%	Not top 3	4%	8%
TV	6%	6%	6%	6%	6%	Not top 3	Not top 3

Sources of Information Post-arrival

- The primary local source of information are hotel/ tour staff members and the Internet.

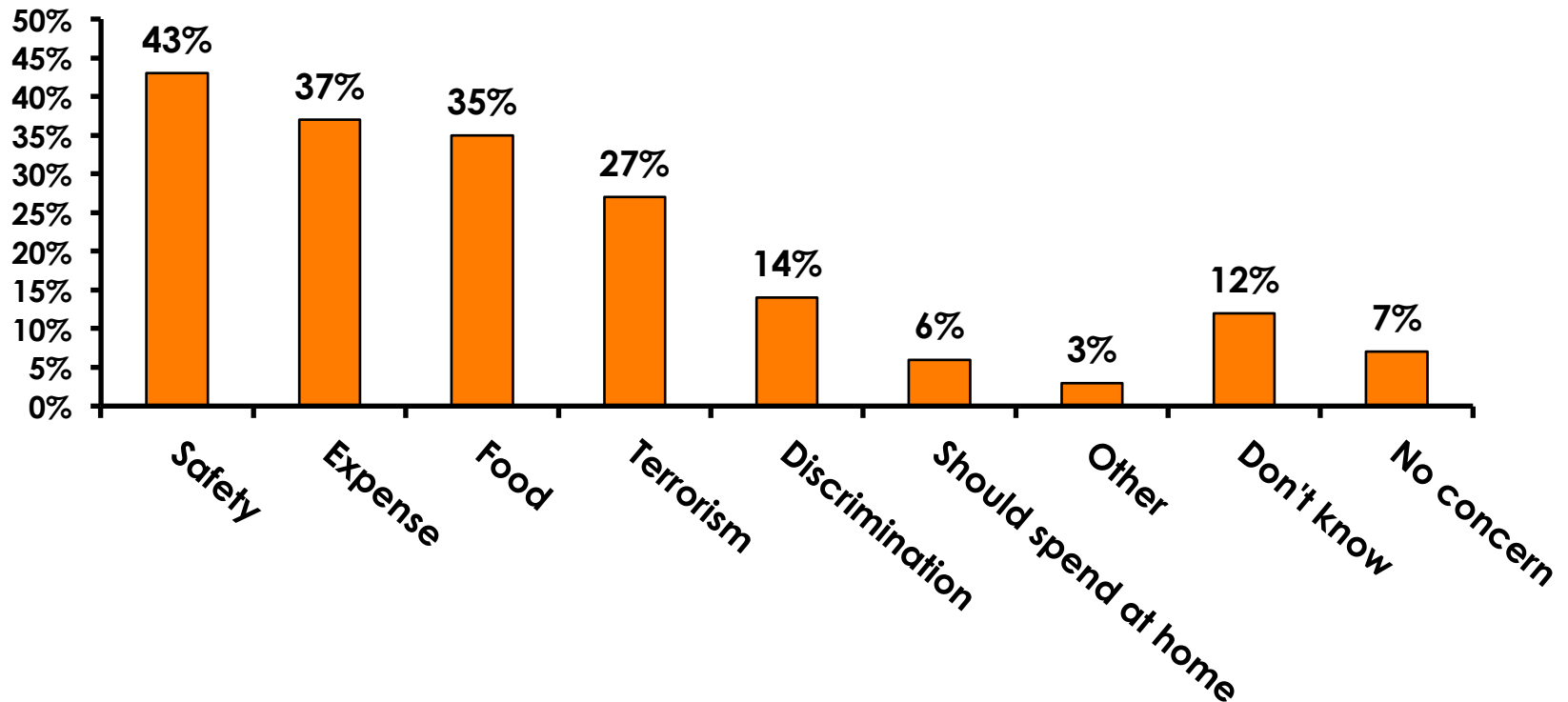


Post-Arrival Sources – Top 3 Most Important

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013
Tour staff	43%	44%	42%	44%	43%	41%	30%
Internet	NA	NA	NA	NA	NA	NA	24%
Hotel staff	17%	20%	21%	19%	20%	20%	19%
Signage	9%	10%	10%	11%	12%	12%	Not top 3

SECTION 6 **OTHER ISSUES**

Concerns about travel outside of Korea - Overall



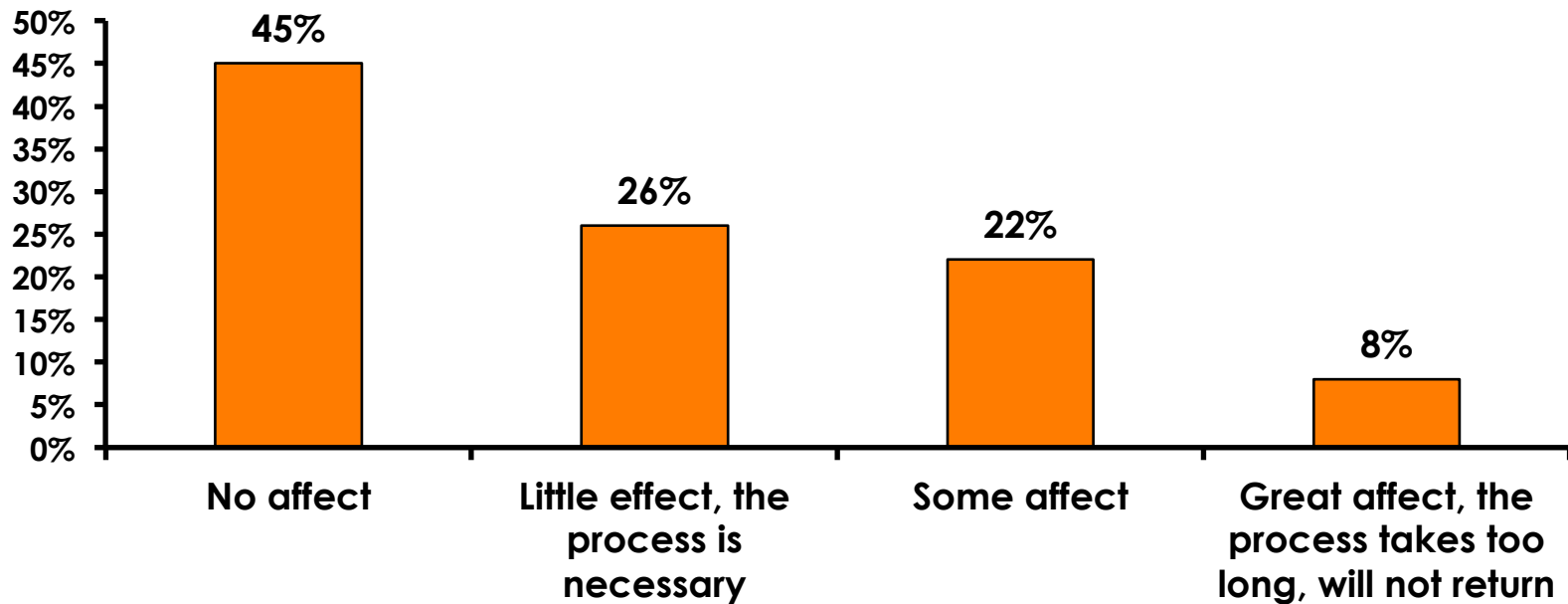
Concerns about travel outside of Korea

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013
Safety	62%	58%	57%	62%	66%	63%	43%
Expense	44%	48%	58%	49%	50%	51%	37%
Food	35%	35%	35%	33%	37%	37%	35%
Terrorism	34%	26%	27%	30%	29%	24%	27%
Discrimination	-	-	-	-	4%	11%	14%
Should spend @home	12%	11%	15%	9%	9%	8%	6%
Other	5%	6%	9%	6%	4%	3%	3%
DK	4%	4%	2%	3%	3%	4%	12%
No Concern	3%	4%	2%	3%	2%	3%	7%

Concerns about travel outside of Korea - By Age & Income

		TOTAL	AGE				Q26								
			-	18-24	25-34	35-49	50+	<KW12.0M	KW12.0M-KW24.0M	KW24.0M-KW36.0M	KW36.0M-KW48.0M	KW48.0M-KW60.0M	KW60.0M-KW72.0M	KW72.0M+	No Income
Q21	Safety	43%	30%	41%	47%	38%	23%	38%	40%	47%	43%	46%	52%	39%	
	Expense	37%	44%	38%	35%	32%	34%	42%	44%	38%	42%	38%	35%	41%	
	Food	35%	29%	36%	34%	35%	19%	38%	37%	38%	40%	38%	35%	37%	
	Terrorism	27%	24%	28%	27%	24%	38%	31%	26%	29%	27%	28%	30%	29%	
	Discrimination against Koreans	14%	8%	15%	15%	7%	9%	8%	14%	14%	17%	15%	16%	18%	
	Don't know	12%	13%	11%	12%	21%	9%	8%	8%	9%	7%	9%	8%	11%	
	No concerns	7%	14%	7%	7%	4%	8%	7%	7%	7%	6%	9%	9%	9%	
	Should spend at home	6%	9%	6%	4%	6%	6%	9%	7%	6%	7%	4%	4%	7%	
	Other	3%	3%	4%	2%	2%	4%	4%	4%	3%	4%	2%	3%	3%	
	Total	Count	4194	156	2146	1622	188	80	189	564	641	698	480	963	90

Security Screening/ Immigration Process at Guam International Airport



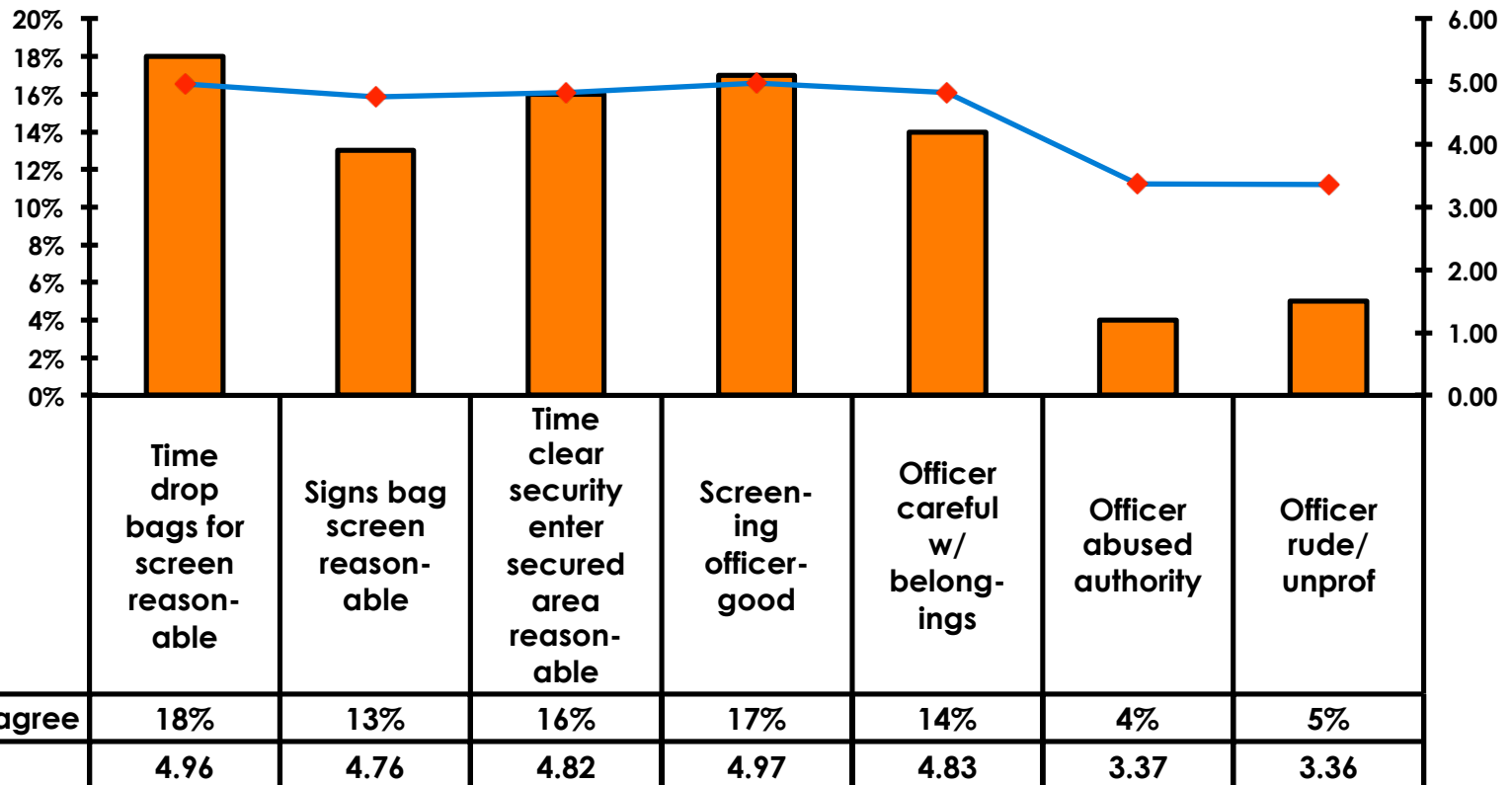
Security Screening/ Immigration Process at Guam International Airport

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013
No effect	23%	27%	28%	29%	31%	29%	45%
Little effect	38%	33%	33%	31%	31%	31%	26%
Some effect	25%	24%	27%	28%	28%	27%	22%
Great effect	14%	16%	12%	12%	10%	12%	8%

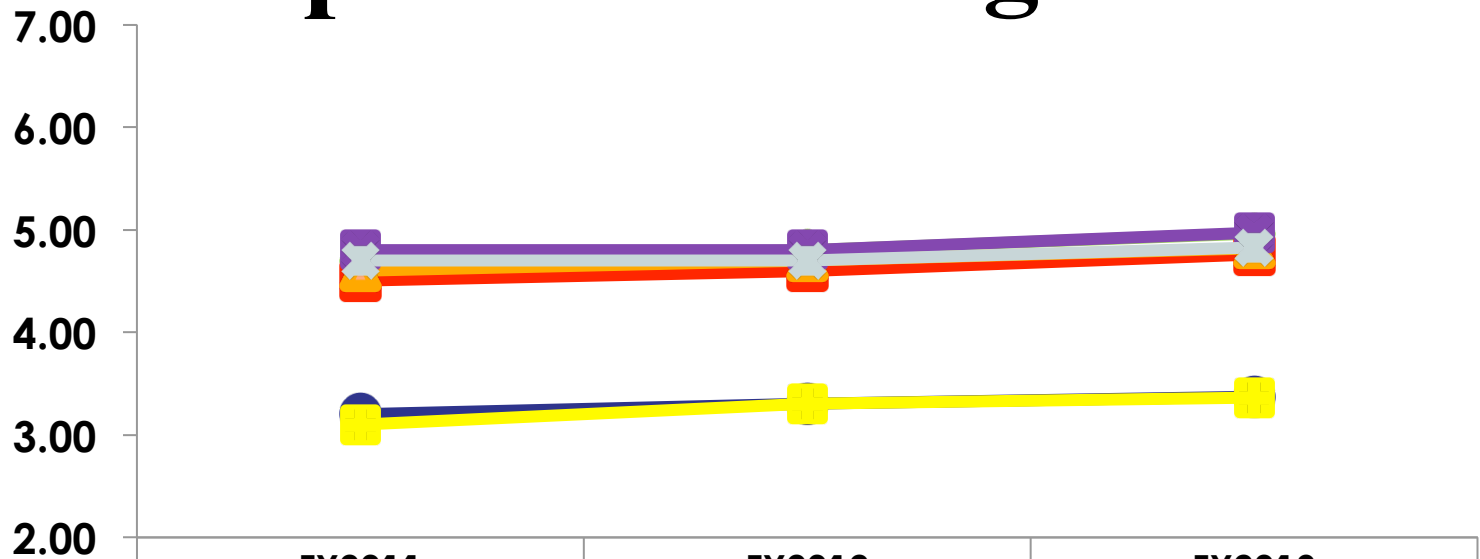
Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



Airport Screening



	FY2011	FY2012	FY2013
Time- Bag screening	4.70	4.80	4.96
Sign- Bag Screen	4.50	4.60	4.76
Time- clear security	4.60	4.70	4.82
Officer- good	4.80	4.80	4.97
Officer- careful	4.70	4.70	4.83
Officer- abusive	3.20	3.30	3.37
Officer- rude	3.10	3.30	3.36