



# **GUAM VISITORS BUREAU**

## **Korean Visitor Tracker Exit Profile**

### **FY2014**

### **Data Aggregation**



**Prepared by: QMark Research**

Information contained herein is the property of the Guam Visitors Bureau.

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

---

# Background & 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 **4,206** 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 **4,206** 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.

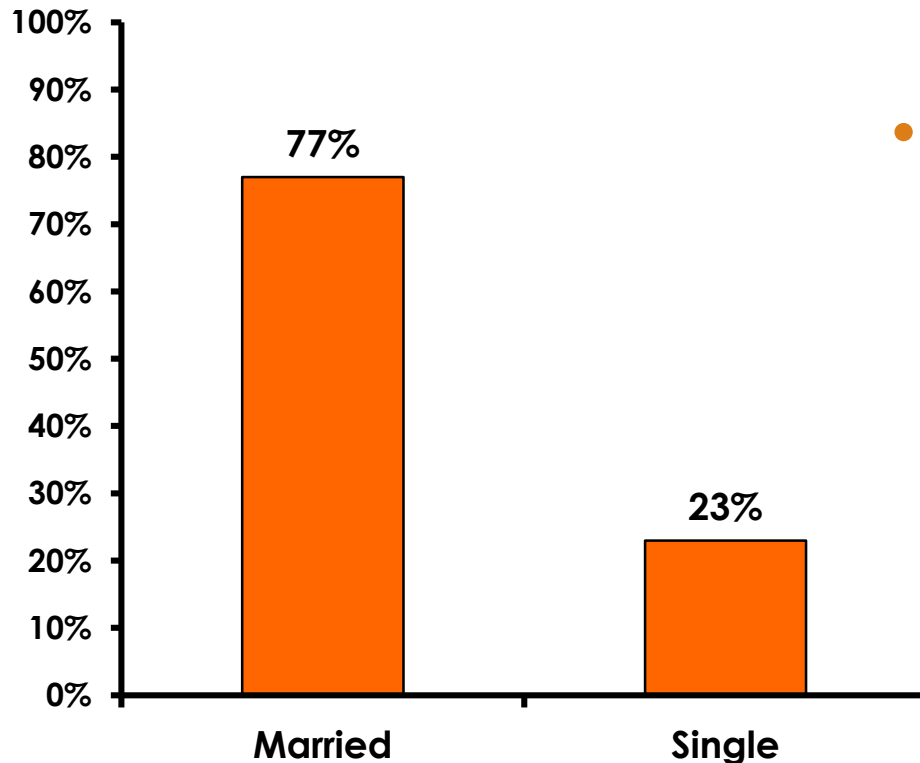
---

# 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.

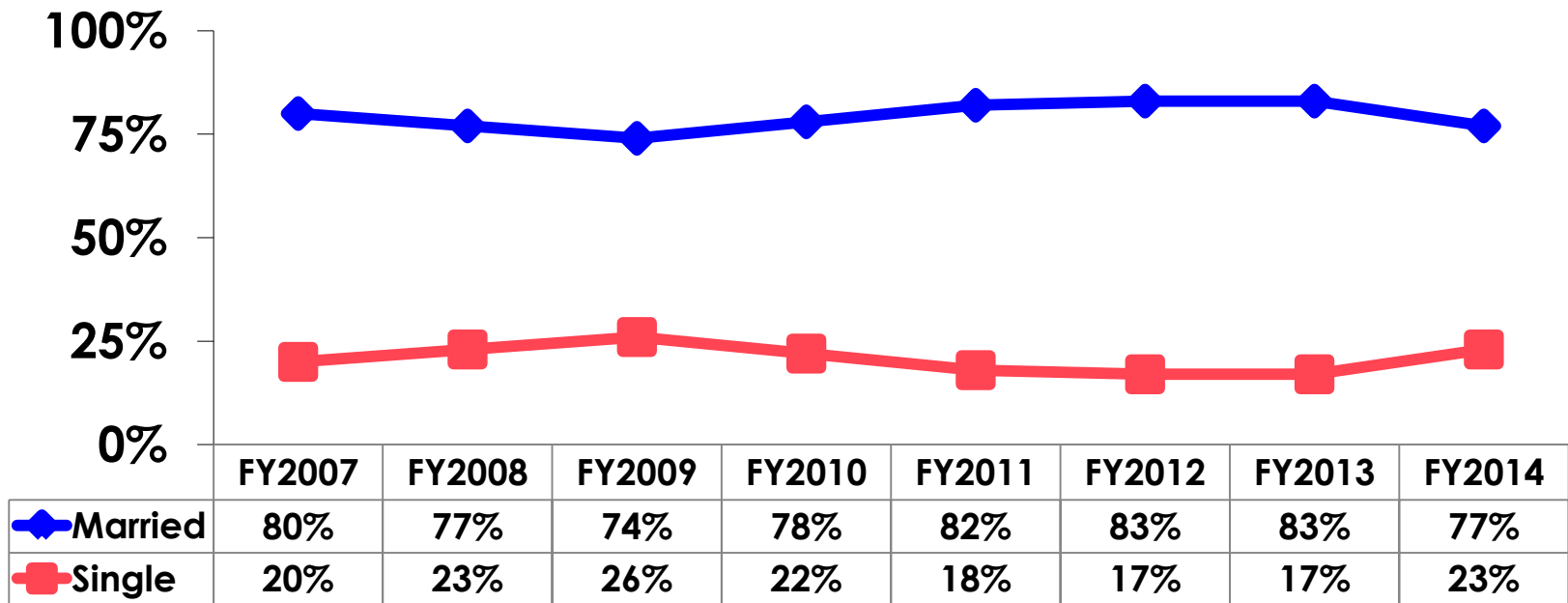
# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status - Overall

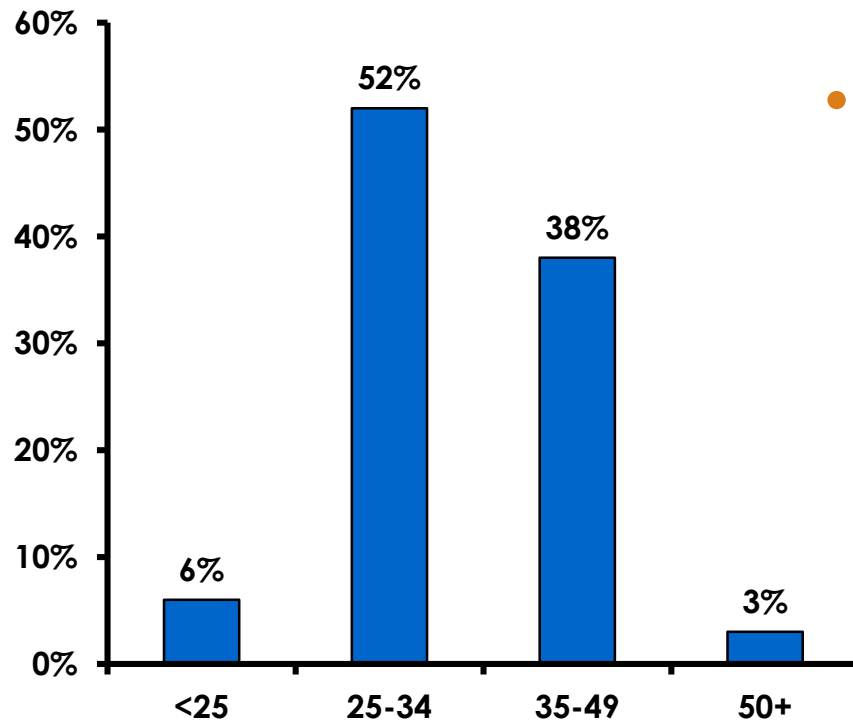


- Majority of Korean visitors are married.

# MARITAL STATUS

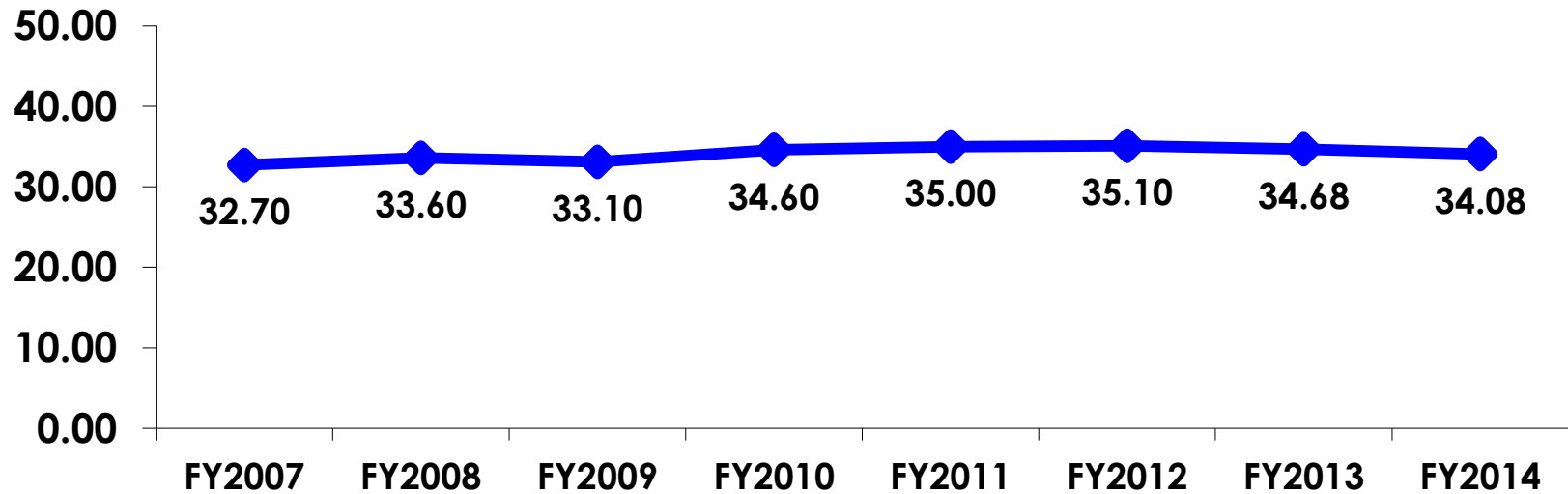


# Age - Overall



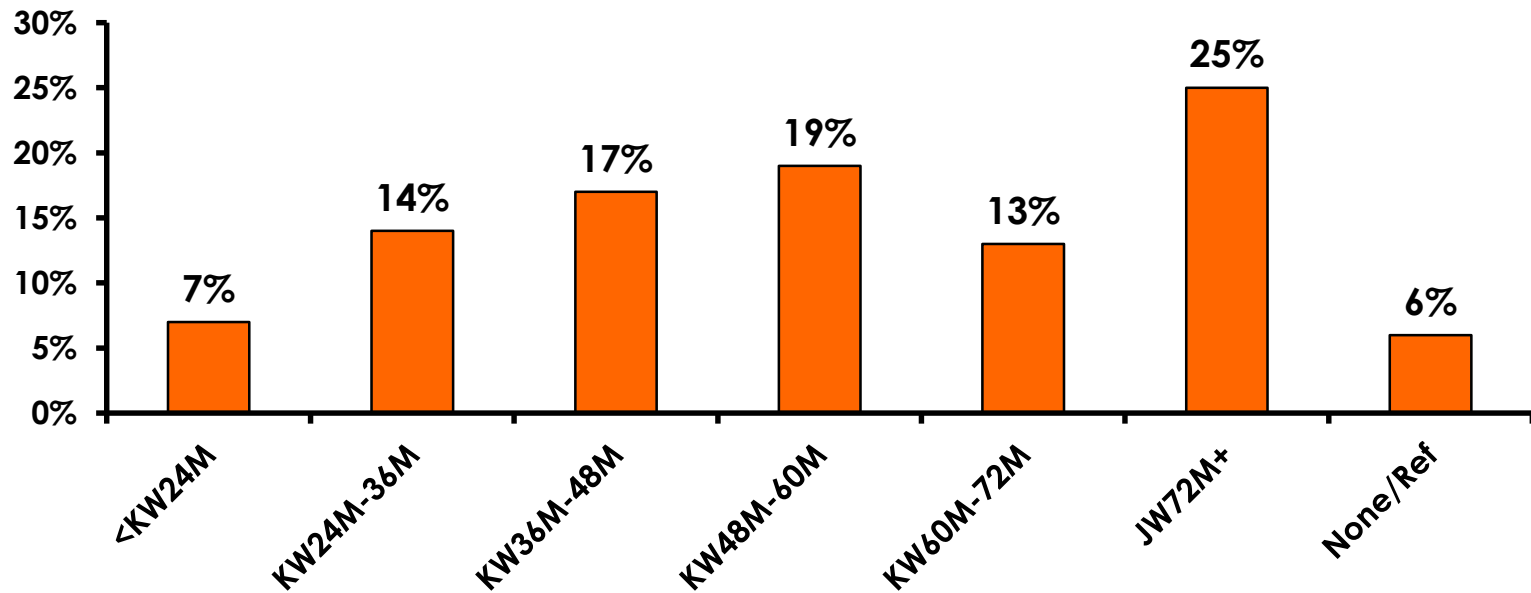
- The average age of the respondents is 34.08 years of age.

# AVERAGE - AGE





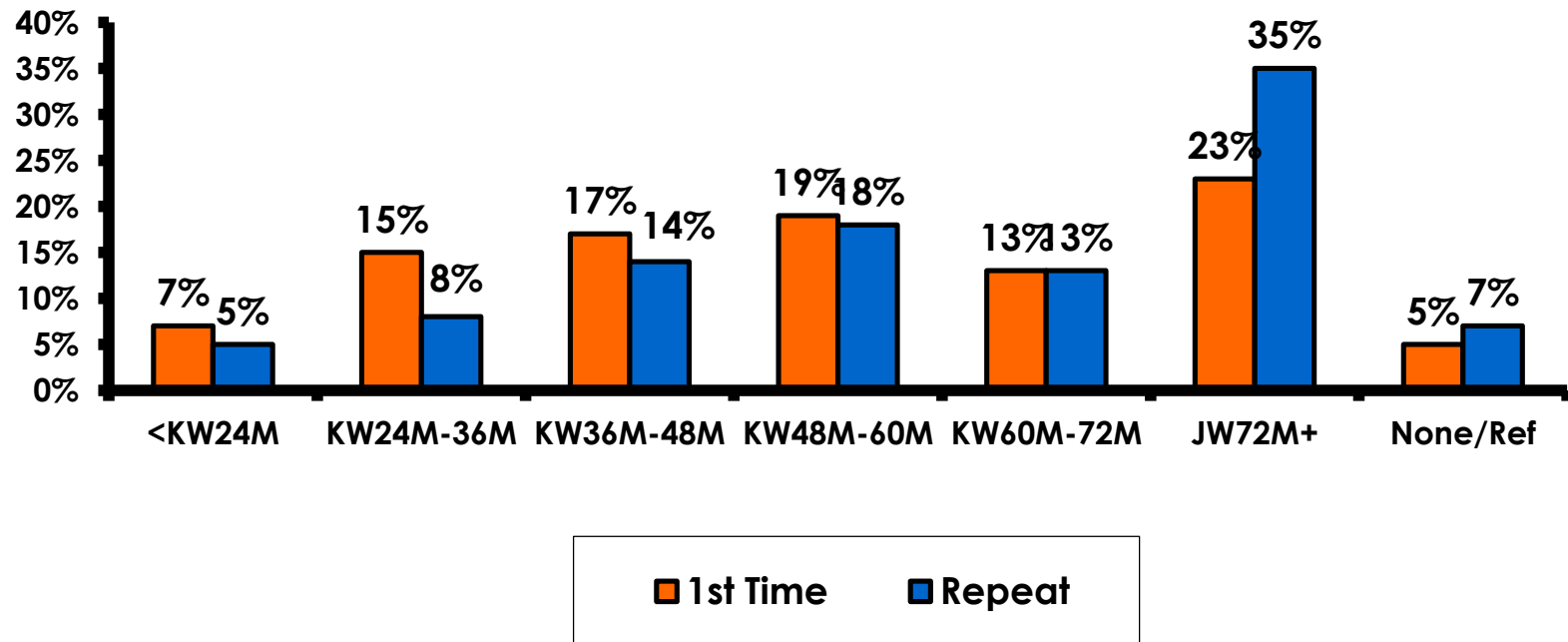
# Personal Income



# Personal Income

	FY 2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014
<KW24.0m	14%	9%	11%	7%	8%	8%	7%	7%
KW24.0m-36.0m	21%	19%	22%	18%	16%	14%	15%	14%
KW36.0m-48.0m	16%	18%	18%	16%	18%	18%	17%	17%
KW48.0m-60.0m	15%	15%	13%	16%	16%	17%	19%	19%
KW60.0m-72.0m	9%	11%	10%	12%	12%	12%	13%	13%
KW72.0m+	21%	24%	23%	28%	28%	28%	26%	25%
Refused/ None	4%	3%	3%	3%	2%	3%	2%	6%

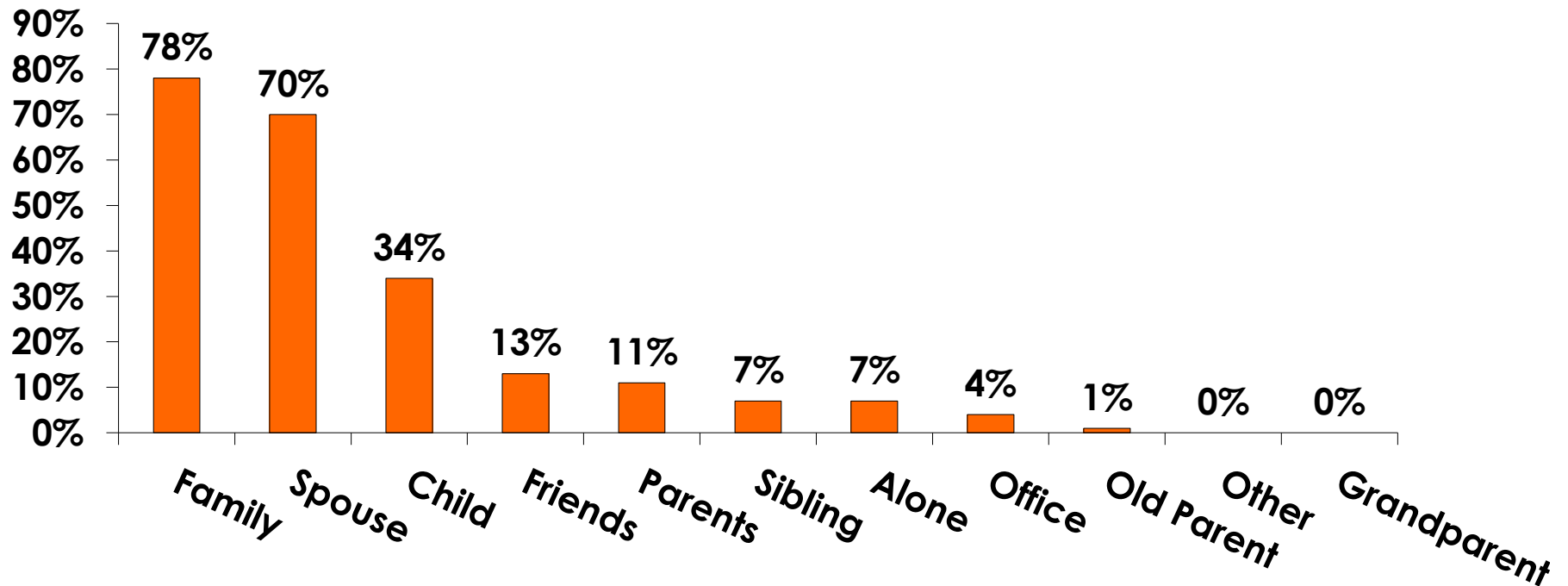
# Personal Income – 1st time vs. repeat



# Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<KW12.0M	Count	75	26	48	10	43	12	8
		Column N %	2%	1%	3%	5%	2%	1%	7%
	KW12.0M-KW24.0M	Count	188	70	118	22	129	27	5
		Column N %	5%	4%	6%	10%	7%	2%	5%
	KW24.0M-KW36.0M	Count	542	245	294	27	420	83	5
		Column N %	14%	13%	16%	12%	21%	6%	5%
	KW36.0M-KW48.0M	Count	644	321	320	26	394	203	14
		Column N %	17%	17%	17%	12%	20%	14%	13%
	KW48.0M-KW60.0M	Count	724	392	331	34	369	297	17
		Column N %	19%	20%	17%	16%	19%	20%	15%
	KW60.0M-KW72.0M	Count	493	269	223	11	221	237	16
		Column N %	13%	14%	12%	5%	11%	16%	15%
	KW72.0M+	Count	958	548	409	32	297	580	40
		Column N %	25%	28%	22%	15%	15%	39%	36%
	No Income	Count	216	64	152	57	104	37	5
		Column N %	6%	3%	8%	26%	5%	3%	5%
	Total	Count	3840	1935	1895	219	1977	1476	110

# Travel Companions



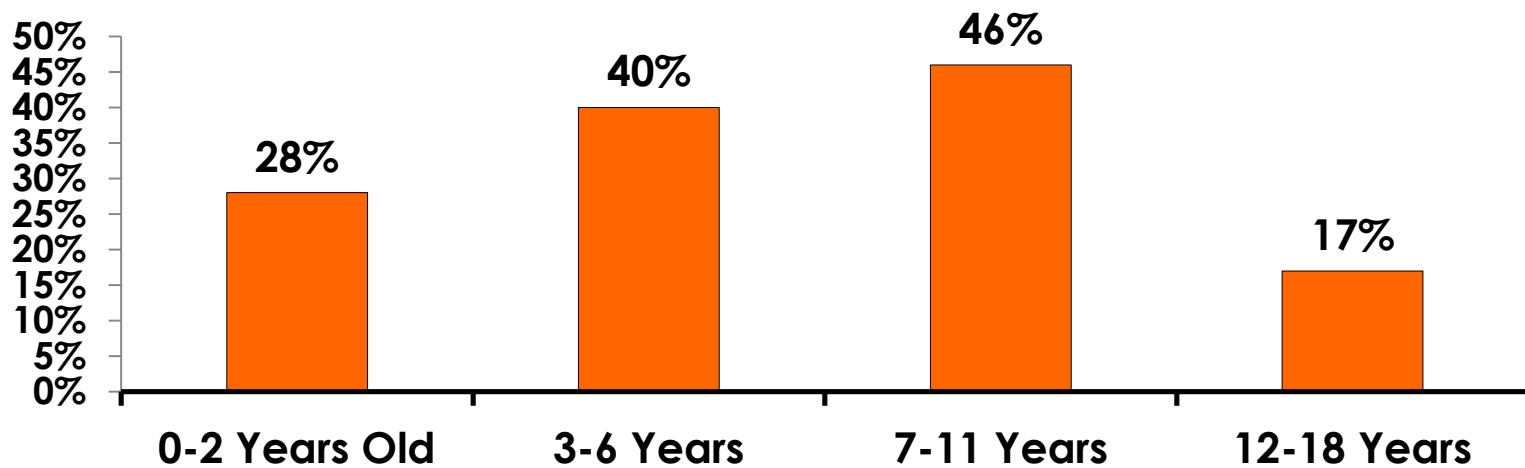
# Travel Companions

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014
Family	31%	41%	35%	41%	43%	44%	81%	78%
Child	27%	36%	29%	34%	36%	36%	40%	34%
Spouse	43%	31%	36%	33%	35%	37%	76%	70%
Friends	9%	11%	14%	10%	10%	9%	12%	13%
Parent	NA	NA	NA	NA	NA	NA	11%	11%
Office	8%	8%	8%	8%	7%	8%	6%	4%
Sibling/ Ext Fam	NA	NA	NA	NA	NA	NA	6%	7%
Alone	9%	8%	8%	7%	5%	4%	3%	7%
Other	-	1%	1%	0%	0%	0%	0%	0%

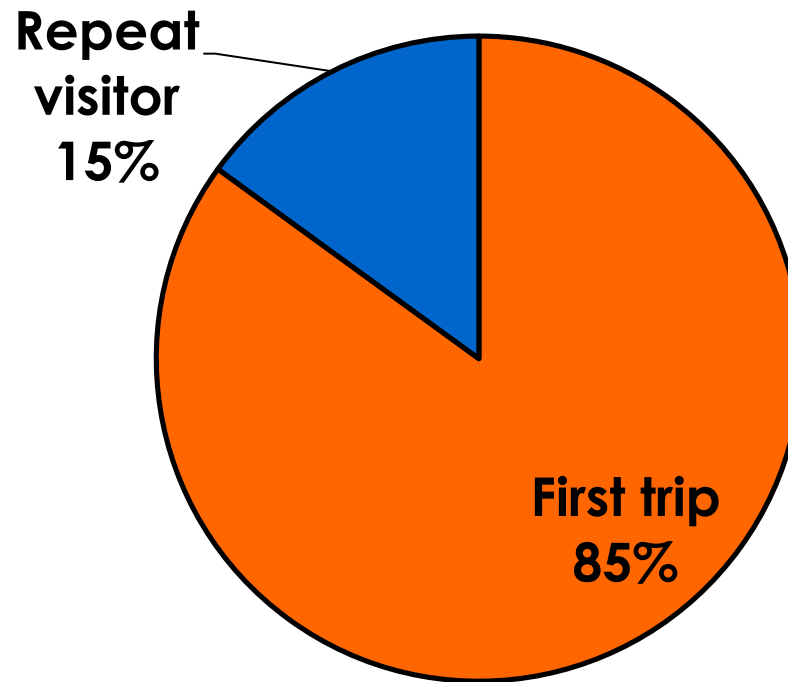
# Number of Children Travel Party

N=1,434 total respondents traveling with children.

(Of those N=1,434 respondents, there is a total of 2,163 children 18 years or younger)

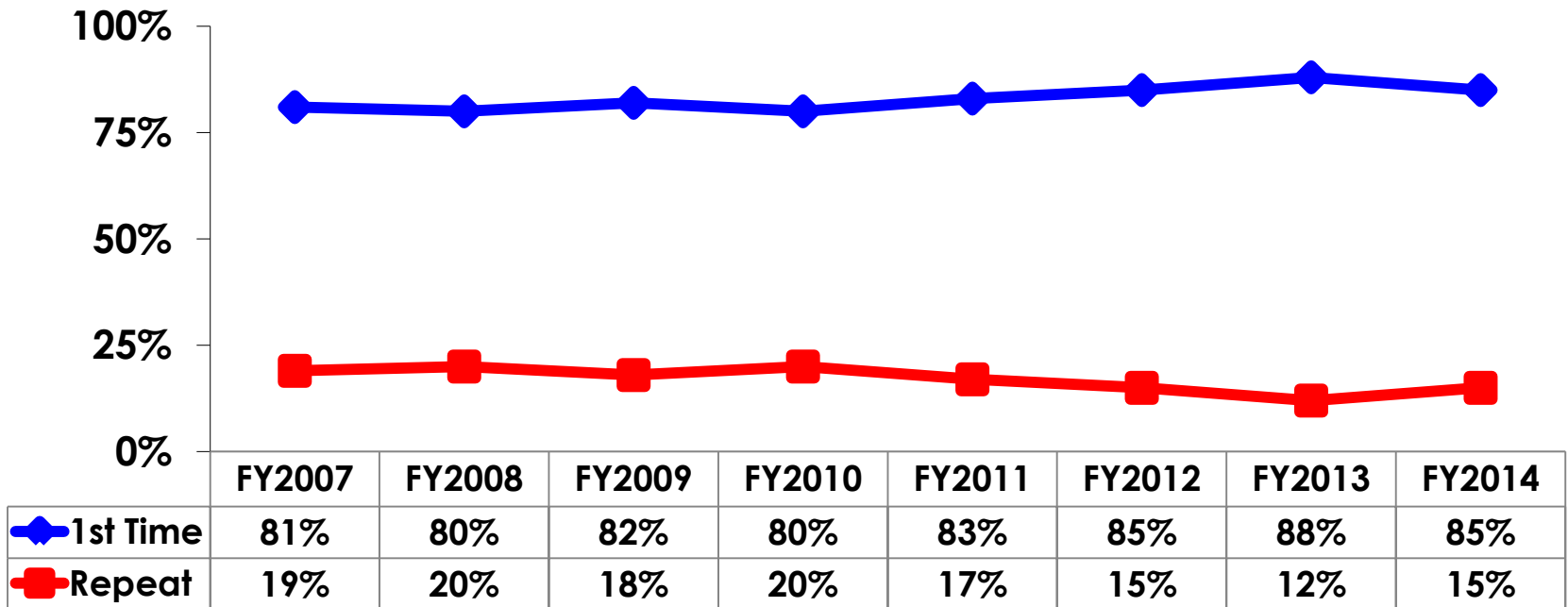


# Prior Trips to Guam





# PRIOR TRIPS TO GUAM



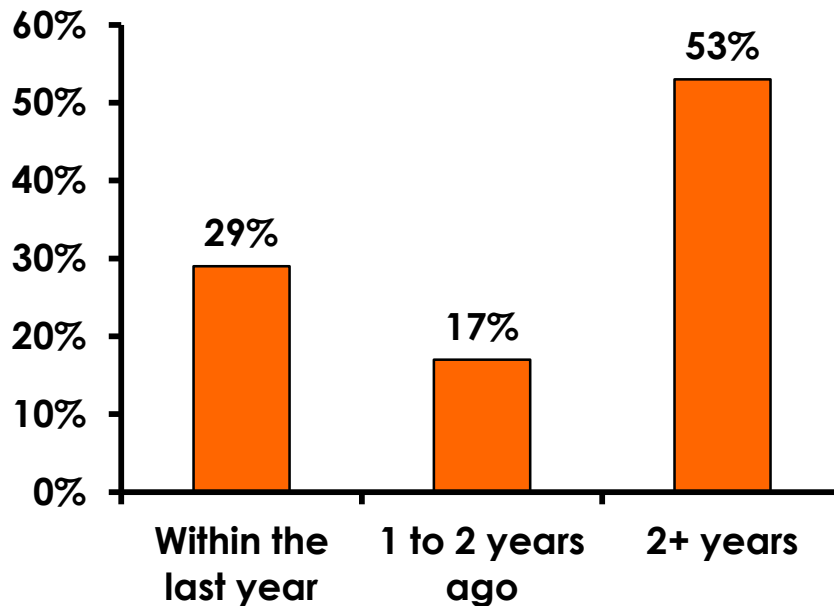
# Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
			-	1st	Repeat
GENDER	Male	Count	2096	1799	292
		Column N %	50%	51%	46%
	Female	Count	2099	1751	344
		Column N %	50%	49%	54%
	Total	Count	4195	3550	636
AGE	18-24	Count	261	229	32
		Column N %	6%	7%	5%
	25-34	Count	2145	1921	223
		Column N %	52%	55%	36%
	35-49	Count	1588	1247	338
		Column N %	38%	36%	54%
	50+	Count	138	104	34
		Column N %	3%	3%	5%
	Total	Count	4132	3501	627

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

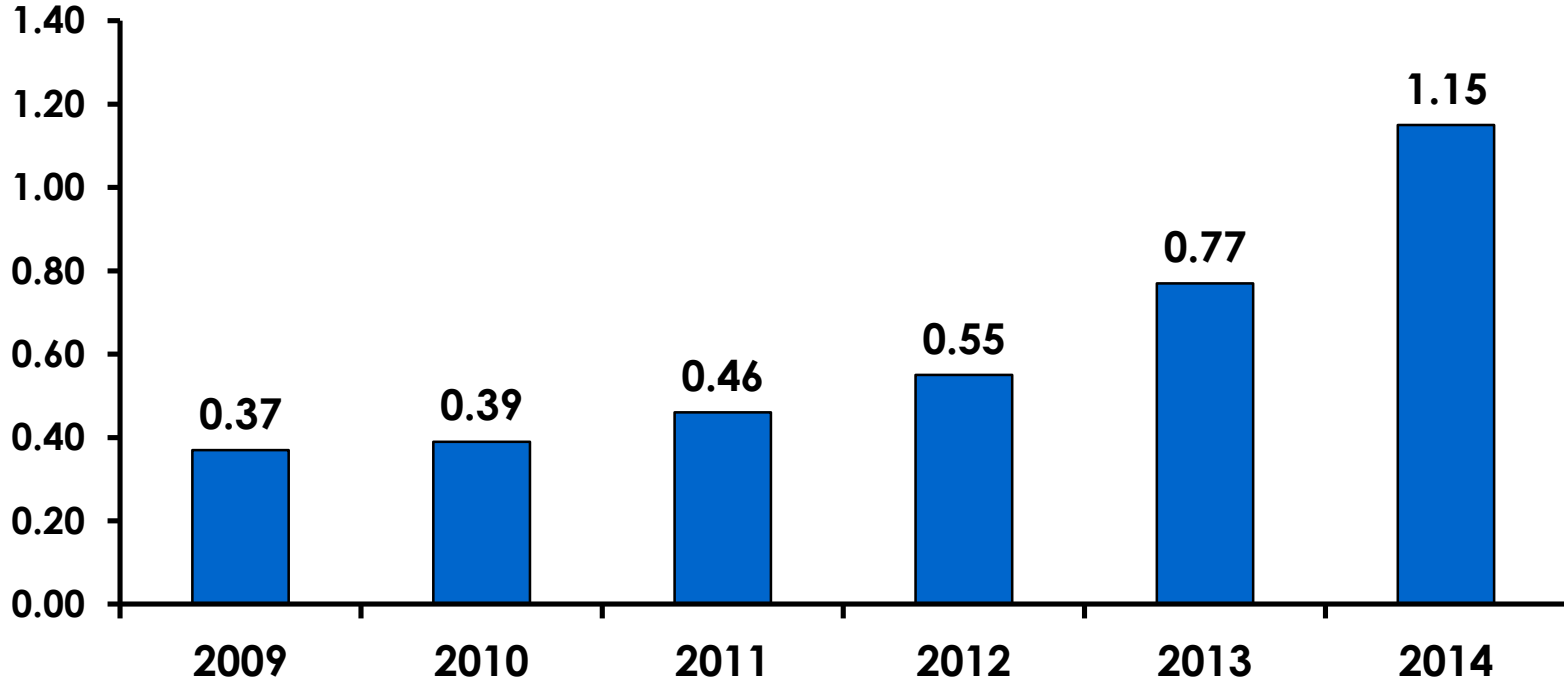
# Repeat Visitors Last Trip

n = 615



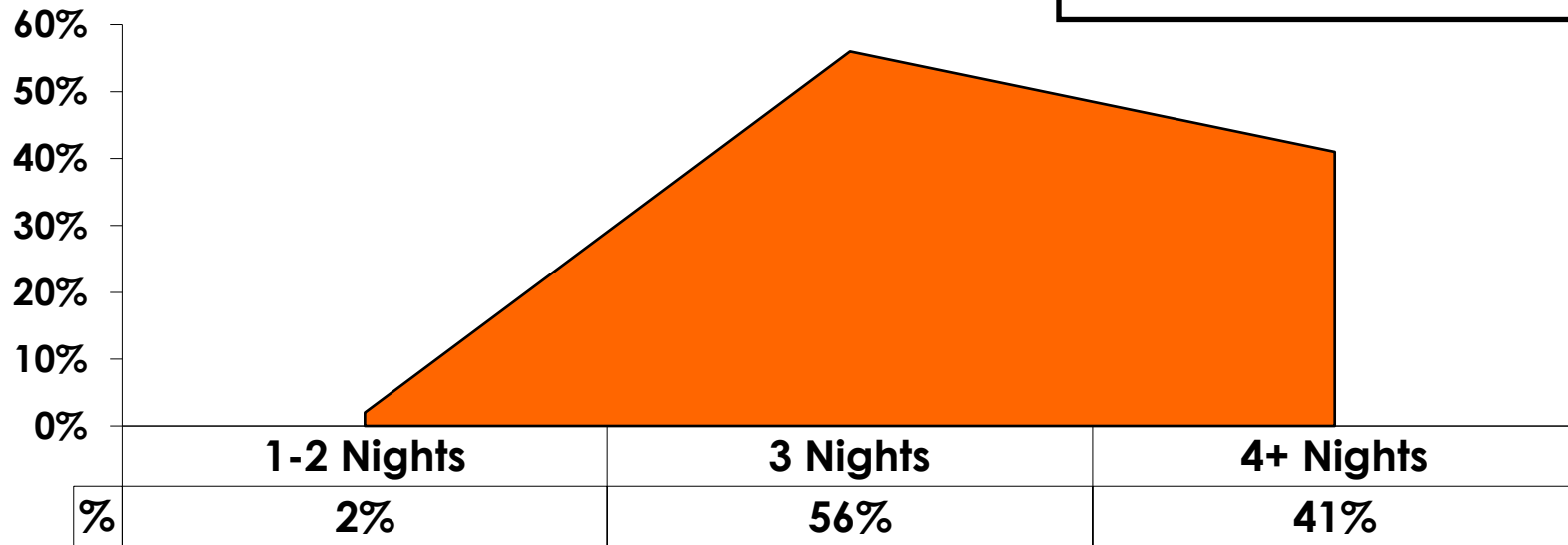
- The average repeat visitor has been to Guam 2.43 times.
- A little less than half the repeat visitors have been here within the last year.

# Average Number Overnight Trips (2009-2014) (2 nights or more)

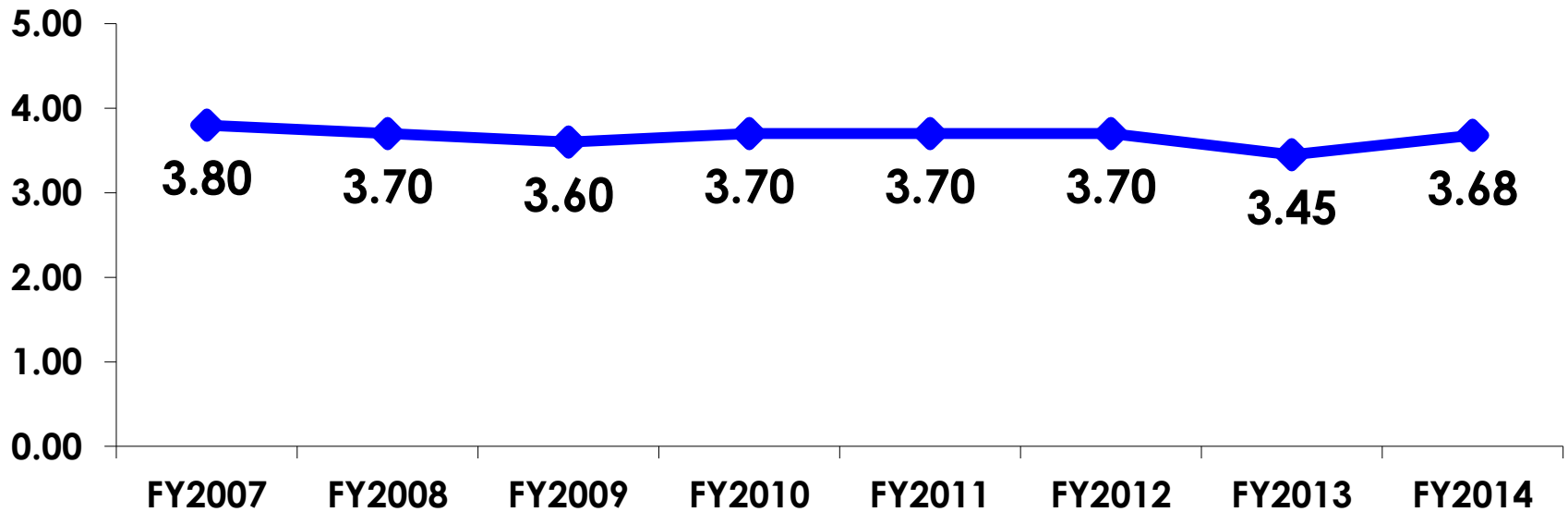


# Length of Stay

Mean = 3.68 Days  
Median = 3.0 Days



# AVG LENGTH OF STAY



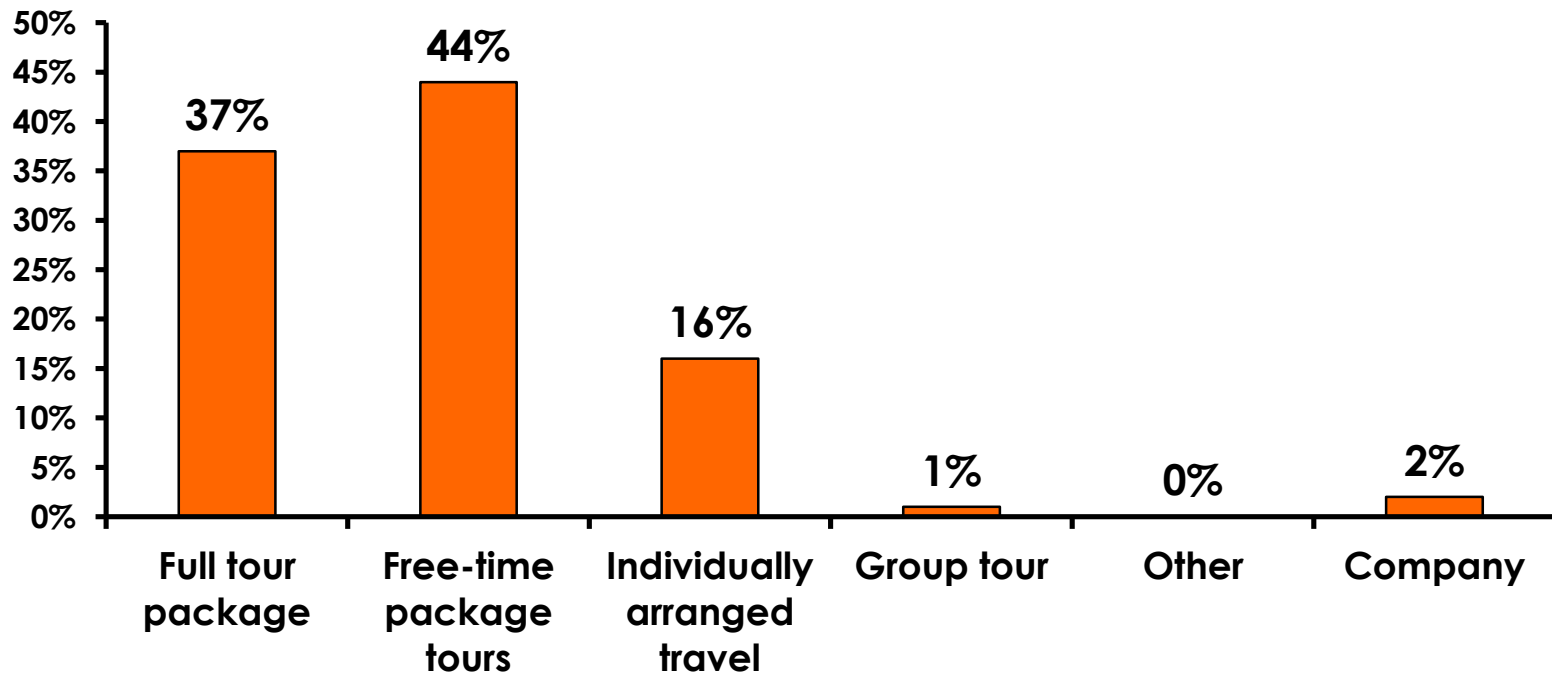
# Occupation by Income

		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	
Q25	White Collar Office Worker	30%	8%	30%	36%	31%	35%	30%	33%	2%	
	Self-employed	14%	20%	10%	10%	15%	14%	15%	19%	3%	
	Housewife/ Homemaker	12%	15%	10%	8%	12%	10%	11%	10%	33%	
	Professional/ Specialist/ Tech	12%	7%	14%	14%	13%	12%	10%	13%	1%	
	Student	5%	24%	5%	1%	1%	2%	1%	3%	38%	
	Professor/ Teacher/ After-school	5%	4%	9%	6%	5%	6%	5%	5%	0%	
	Service worker/ Private hse worker	5%	5%	9%	7%	6%	4%	4%	2%	1%	
	Manager/ Admin	3%	3%	2%	2%	2%	3%	4%	4%	0%	
	Sales worker/ Clerical	3%		3%	3%	3%	3%	3%	2%		
	Skilled worker	2%		1%	2%	4%	2%	5%	1%		
	Unemployed	2%	8%	2%	2%	1%	1%		1%	17%	
	Other	2%		2%	2%	1%	1%	2%	1%	2%	
	Freelancer	2%	1%	1%	2%	2%	2%	3%	1%	0%	
	Govt- office worker non-mgr	2%	1%	1%	3%	2%	2%	2%	1%		
	Govt- Manager	1%		2%	1%	1%	1%	1%	1%		
	Govt- Executive	1%			1%	1%	1%	1%	1%		
	Judicial	0%					1%	0%	1%		
	Retired	0%	1%		0%	0%	0%	1%			
	Farmer/ Forestry/ Fisherman	0%	1%	1%			0%	0%			
	Total	Count	3992	74	185	539	641	719	487	950	203

# SECTION 2 **TRAVEL PLANNING**



# Travel Planning - Overall



# Travel Planning - Overall

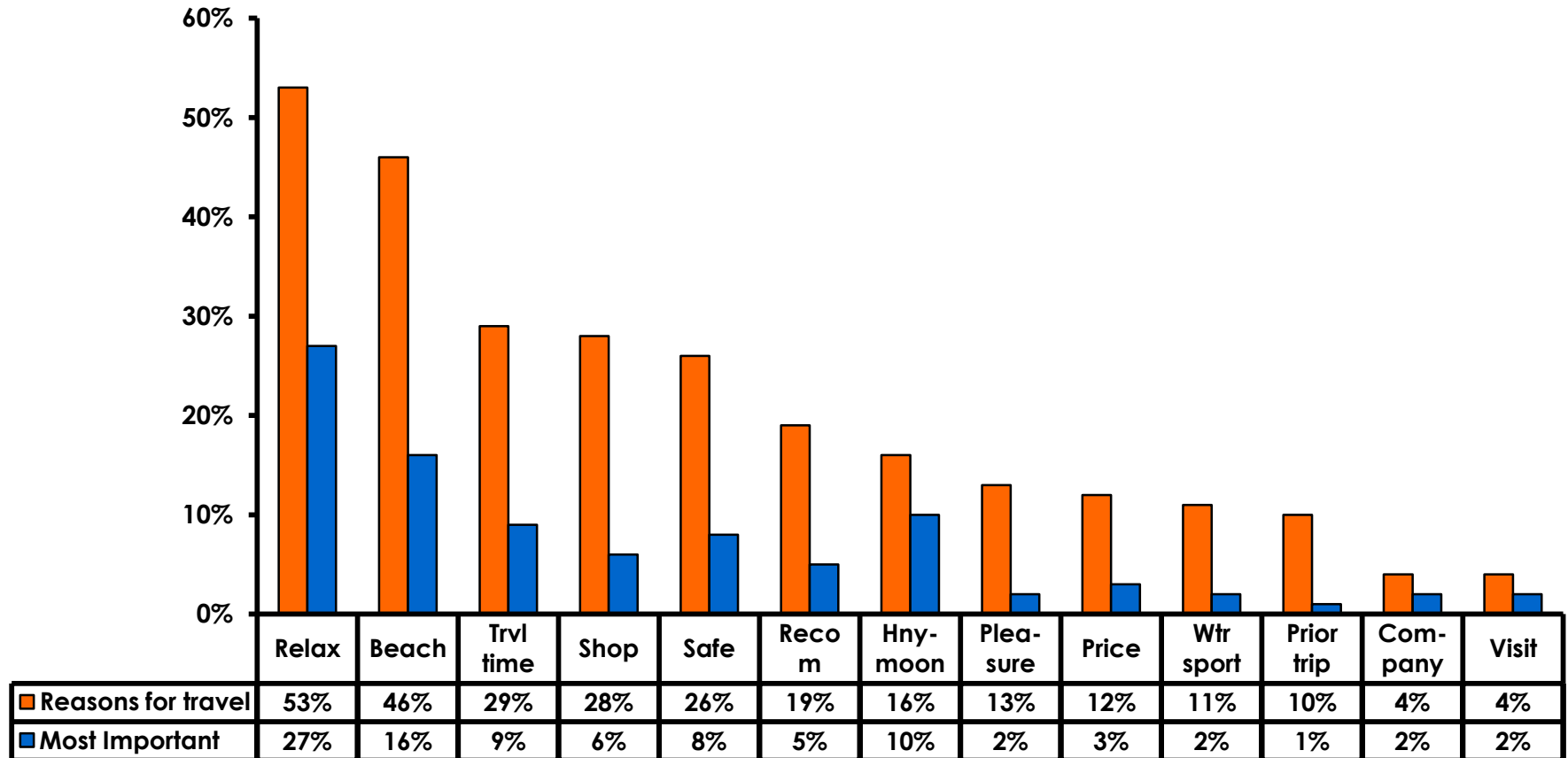
	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014
<b>Full-pkg tour</b>	62%	64%	62%	59%	57%	55%	50%	37%
<b>Free-time pkg tour</b>	23%	23%	28%	29%	32%	33%	39%	44%
<b>FIT</b>	10%	8%	7%	8%	7%	6%	8%	16%
<b>Group tour</b>	4%	4%	3%	3%	2%	3%	0%	1%
<b>Company</b>	NA	NA	NA	NA	1%	3%	2%	2%
<b>Other</b>	0%	1%	1%	1%	1%	0%	0%	0%

# Accommodation by Income

Average length of stay: 3.68 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	36%	36%	22%	25%	33%	39%	39%	45%	28%	
	Hyatt Regency Guam	12%	12%	13%	15%	12%	9%	12%	13%	11%	
	Sheraton Laguna Guam	9%	12%	15%	14%	13%	9%	7%	5%	8%	
	Hotel Nikko Guam	7%	9%	9%	10%	7%	7%	7%	6%	8%	
	Hilton Guam Resort	6%	7%	9%	7%	8%	6%	5%	5%	8%	
	Outrigger Guam Resort	5%		6%	6%	5%	7%	5%	5%	5%	
	Westin Resort Guam	4%		4%	3%	5%	4%	5%	4%	3%	
	Onward Beach Resort	3%	1%	4%	3%	2%	4%	2%	3%	3%	
	Holiday Resort Guam	3%	3%	2%	3%	3%	3%	3%	2%	3%	
	Home stay/ friend/ relative	2%	7%	3%	2%	2%	2%	2%	1%	6%	
	Leo Palace Resort	2%		1%	1%	1%	2%	2%	2%	6%	
	Guam Reef & Olive Spa	2%	3%	2%	3%	1%	2%	2%	1%	1%	
	Royal Orchid Guam	1%	1%	1%	2%	1%	1%	1%	1%	1%	
	Guam Marriott Resort	1%		1%	1%	1%	1%	1%	1%	1%	
	Tumon Bay Capital Hotel	1%	1%	2%	0%	1%	1%	0%	1%	1%	
	Other	1%	3%	1%	1%	1%	0%	1%	1%	0%	
	Fiesta Resort Guam	1%		3%	1%	1%	1%	1%	1%	0%	
	Guam Aurora Resort	1%		1%	1%	0%	1%	1%	1%	0%	
	Bayview Hotel	1%			1%	0%	0%	1%	0%	0%	
	Condo	1%			0%	0%	1%	0%	1%	0%	
	Oceanview Hotel	1%	1%	1%	0%	0%	1%	1%	0%	0%	
	Pacific Bay Hotel	0%		1%	0%	1%	0%	1%	0%		
	Hotel Santa Fe	0%	4%	1%	0%	0%	0%		0%		
	Apartment	0%		1%		0%	0%	0%	0%	1%	
	Guam Plaza Hotel	0%			0%	0%	0%	0%	0%		
	Grand Plaza Hotel	0%			0%	0%	0%	0%		1%	
	Days Inn (Tamuning)	0%				0%	0%		0%	0%	
	Ramada Suites Guam	0%			0%	0%				0%	
	Total	Count	4200	75	188	541	644	723	493	956	215

# Travel Motivation - Top Responses



---

# Most Important Reason for Choosing Guam

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

# Most Important- Top 3

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014
<b>Relax</b>	29%	32%	30%	31%	32%	32%	32%	27%
<b>Natural Beauty</b>	15%	16%	16%	15%	16%	16%	19%	16%
<b>Honey-moon</b>	13%	Not top 3	12%	9%	9%	10%	Not top 3	10%
<b>Short travel time</b>	Not top 3	8%	Not top 3	9%	9%	10%	10%	Not top 3

# Motivation by Age & Gender

		TOTAL	AGE				GENDER		
		-	18-24	25-34	35-49	50+	Male	Female	
Q5A	Relax	53%	45%	51%	57%	47%	52%	53%	
	Natural beauty	46%	49%	43%	49%	44%	44%	48%	
	Short travel time	29%	22%	30%	30%	20%	27%	31%	
	Shopping	28%	22%	32%	25%	10%	27%	29%	
	Safe	26%	22%	23%	32%	31%	25%	27%	
	Recomm- friend/family/trvl agnt	19%	20%	15%	22%	23%	17%	20%	
	Honeymoon	16%	19%	24%	6%	1%	18%	13%	
	Pleasure	13%	18%	12%	14%	17%	12%	15%	
	Price	12%	15%	12%	11%	13%	11%	12%	
	Water sports	11%	13%	9%	14%	6%	12%	11%	
	Previous trip	10%	6%	7%	14%	14%	9%	11%	
	Company Sponsored	4%	5%	4%	4%	7%	4%	4%	
	Visit friends/ Relatives	4%	11%	3%	3%	12%	3%	5%	
	Scuba	3%	7%	3%	3%	3%	4%	3%	
	Company/ Business Trip	3%	3%	2%	3%	7%	3%	3%	
	Golf	3%	0%	3%	3%	8%	3%	2%	
	Other	3%	3%	2%	3%	3%	3%	3%	
	Organized sports	2%	5%	2%	3%	1%	3%	2%	
	Career Cert/ Testing	1%	3%	2%	0%		1%	2%	
	Married/ Attn wedding	1%	2%	1%	1%		1%	1%	
	Convention/ Trade/ Conference	0%	1%	0%	0%	1%	0%	0%	
	Total	Count	4195	261	2138	1585	137	2091	2093

# 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	53%	43%	46%	58%	51%	56%	55%	56%	36%	
	Natural beauty	46%	41%	39%	49%	40%	49%	49%	49%	41%	
	Short travel time	29%	28%	20%	29%	27%	26%	34%	36%	20%	
	Shopping	28%	31%	26%	33%	25%	28%	32%	29%	26%	
	Safe	26%	36%	19%	23%	24%	27%	33%	31%	18%	
	Recomm- friend/family/trvl agnt	19%	28%	19%	19%	17%	18%	21%	19%	15%	
	Honeymoon	16%	23%	39%	30%	22%	14%	8%	4%	15%	
	Pleasure	13%	12%	14%	13%	14%	13%	16%	13%	13%	
	Price	12%	16%	7%	12%	11%	12%	15%	11%	12%	
	Water sports	11%	11%	8%	10%	9%	15%	10%	14%	10%	
	Previous trip	10%	7%	7%	5%	8%	9%	10%	14%	9%	
	Company Sponsored	4%	1%	4%	4%	3%	4%	5%	4%	1%	
	Visit friends/ Relatives	4%	5%	5%	3%	3%	4%	4%	3%	8%	
	Scuba	3%	4%	1%	2%	3%	4%	4%	3%	5%	
	Company/ Business Trip	3%	5%	2%	2%	3%	3%	3%	4%	1%	
	Golf	3%	1%	1%	1%	2%	2%	5%	4%	1%	
	Other	3%	4%	3%	2%	4%	2%	2%	4%	3%	
	Organized sports	2%	1%	2%	2%	2%	3%	2%	3%	4%	
	Career Cert/ Testing	1%	3%	1%	0%	1%	2%	0%	0%	5%	
	Married/ Attn wedding	1%	3%	1%	1%	1%	1%	1%	1%	1%	
	Convention/ Trade/ Conference	0%			0%	0%	0%	1%	0%	0%	
	Total	Count	4195	75	188	541	643	722	493	956	216



# SECTION 3 **EXPENDITURES**

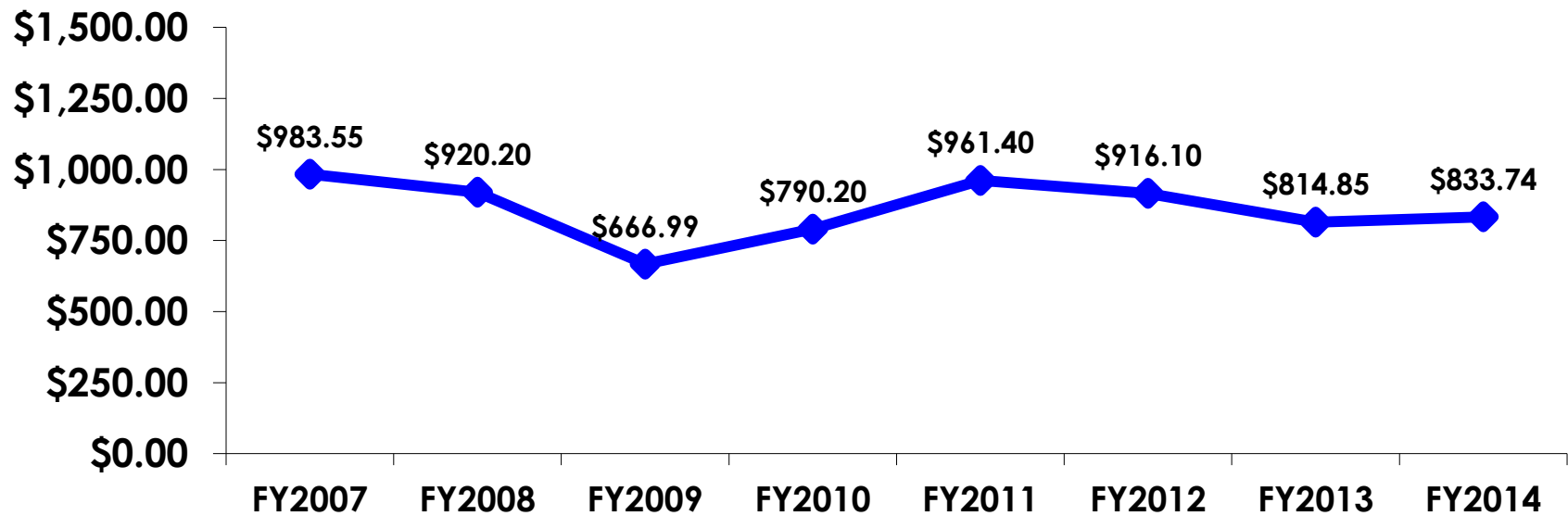
# Prepaid Expenditures

## KW Varies/US\$1

- \$2,011.85 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$19,630 = maximum (highest amount recorded for the entire sample)
- \$833.74 = 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	\$2,192.37
Air & Accommodation w/ daily meal package	\$2,853.04
Air only	\$1,223.68
Accommodation only	\$787.12
Accommodation w/ daily meal only	\$950.76
Food & Beverages in Hotel	\$214.95
Ground transportation – Korea	\$103.36
Ground transportation – Guam	\$170.47
Optional tours/ activities	\$345.50
Other expenses	\$484.13
<b>Total Prepaid</b>	<b>\$2,011.85</b>

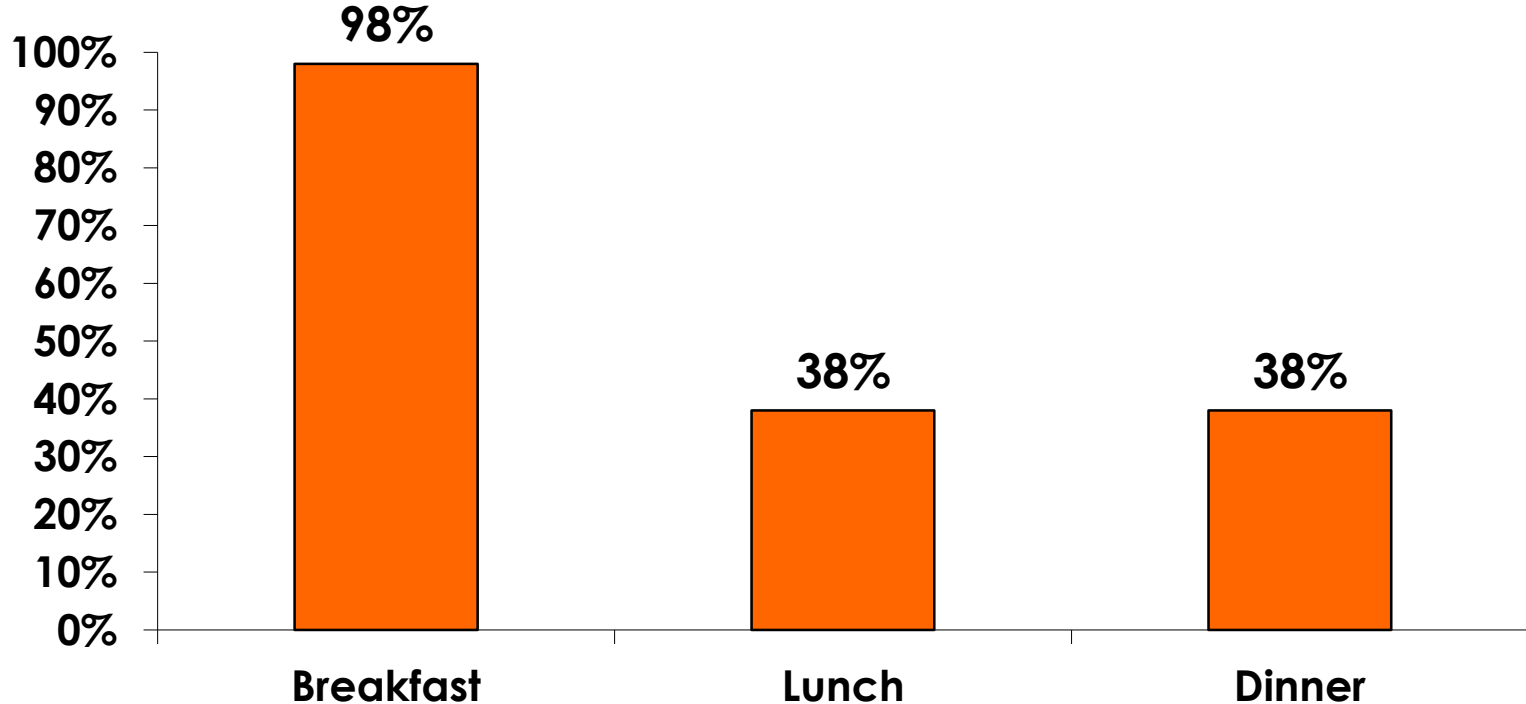
# Breakdown of Prepaid Expenditures

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014
Air & Accommodation package only	\$2,144.18	\$2,046	\$1,207	\$1,947.10	\$2,207.00	\$2,378.40	\$1,964.05	\$2,192.37
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	\$2,853.04
Air only	\$849.45	\$1,070	\$865	\$672.30	\$1,069.70	\$1,366.00	\$1,377.34	\$1,223.68
Accommodation only	\$625.23	\$578	\$595	\$580.90	\$944.80	\$1,385.10	\$932.53	\$787.12
Accommodation w/ daily meal only	\$985.93	\$830	\$517	\$842.90	\$957.30	\$962.50	\$956.05	\$950.76
Food & Beverages in Hotel	\$103.80	\$146	\$133	\$141.60	\$150.50	\$382.30	\$255.35	\$214.95
Ground transportation –	\$84.98	\$76	\$54	\$69.70	\$83.70	\$100.30	\$86.53	\$103.36
Ground transportation –	\$68.04	\$88	\$76	\$98.40	\$117.50	\$170.00	\$158.51	\$170.47
Optional tours/ activities	\$353.46	\$367	\$280	\$344.00	\$329.30	\$397.90	\$408.61	\$345.50
Other expenses	\$542.02	\$806	\$362	\$468.20	\$465.70	\$446.30	\$405.24	\$484.13
<b>Total Prepaid</b>	<b>\$2,217.43</b>	<b>\$2,374</b>	<b>\$1,584</b>	<b>\$1,932.10</b>	<b>\$2,428.30</b>	<b>\$2,350.00</b>	<b>\$1,959.37</b>	<b>\$2,011.85</b>

# PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n=2023

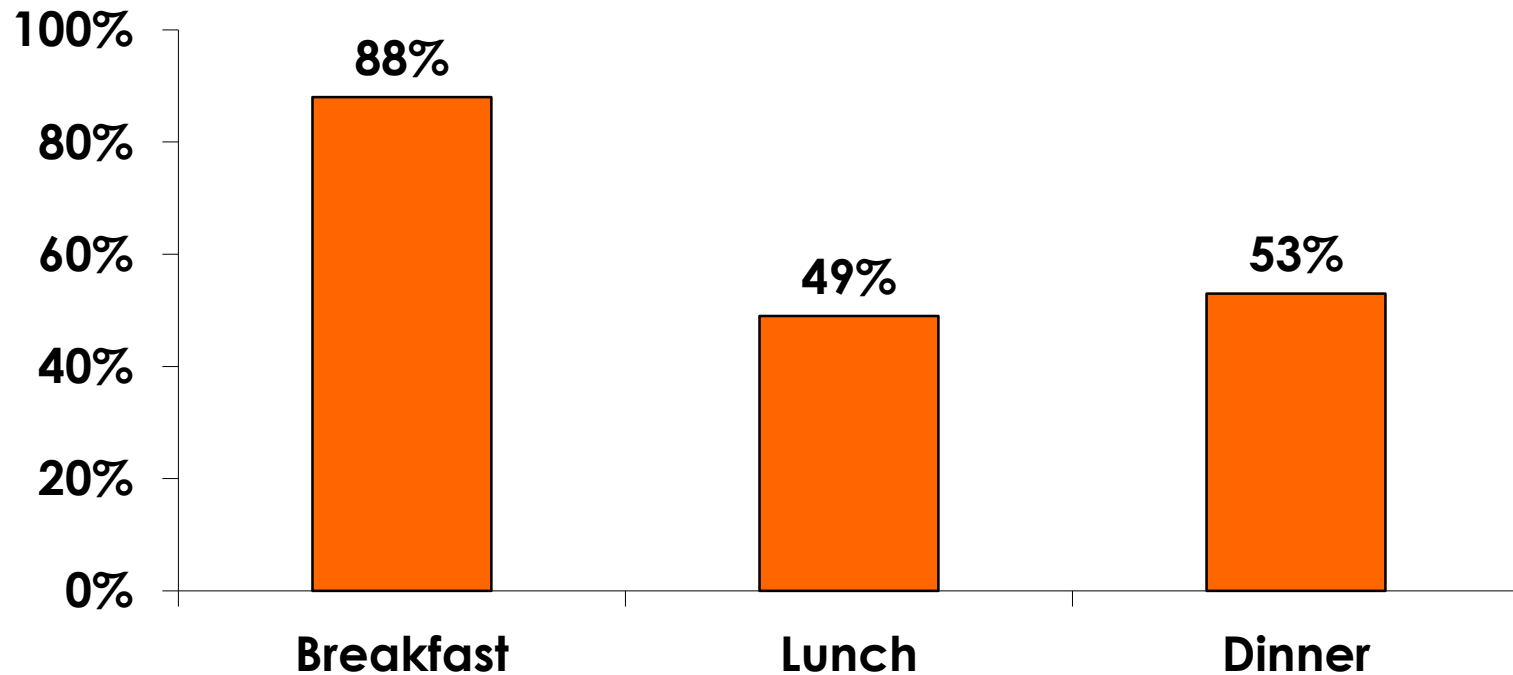


Mean=\$2,853.04 per travel party

# PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

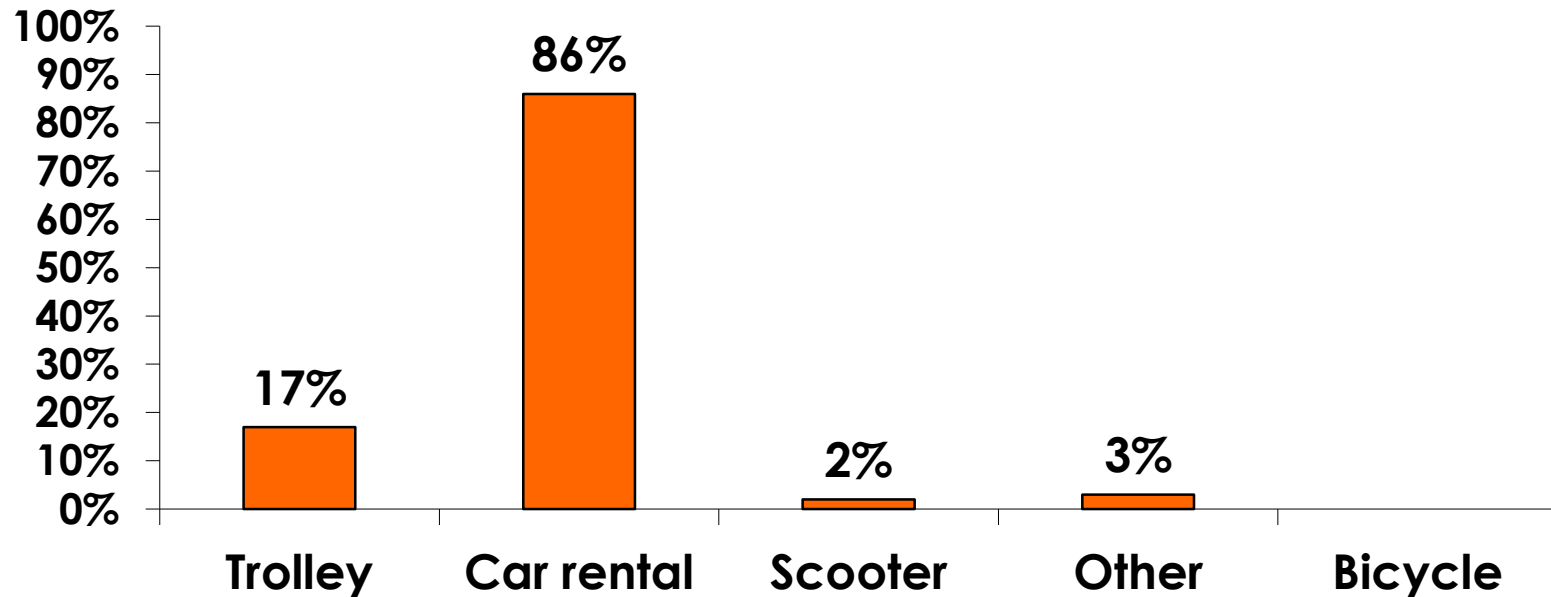
n=85



Mean=\$950.76 per travel party

# PREPAID GROUND TRANSPORTATION

n=173



Mean=\$170.47 per travel party

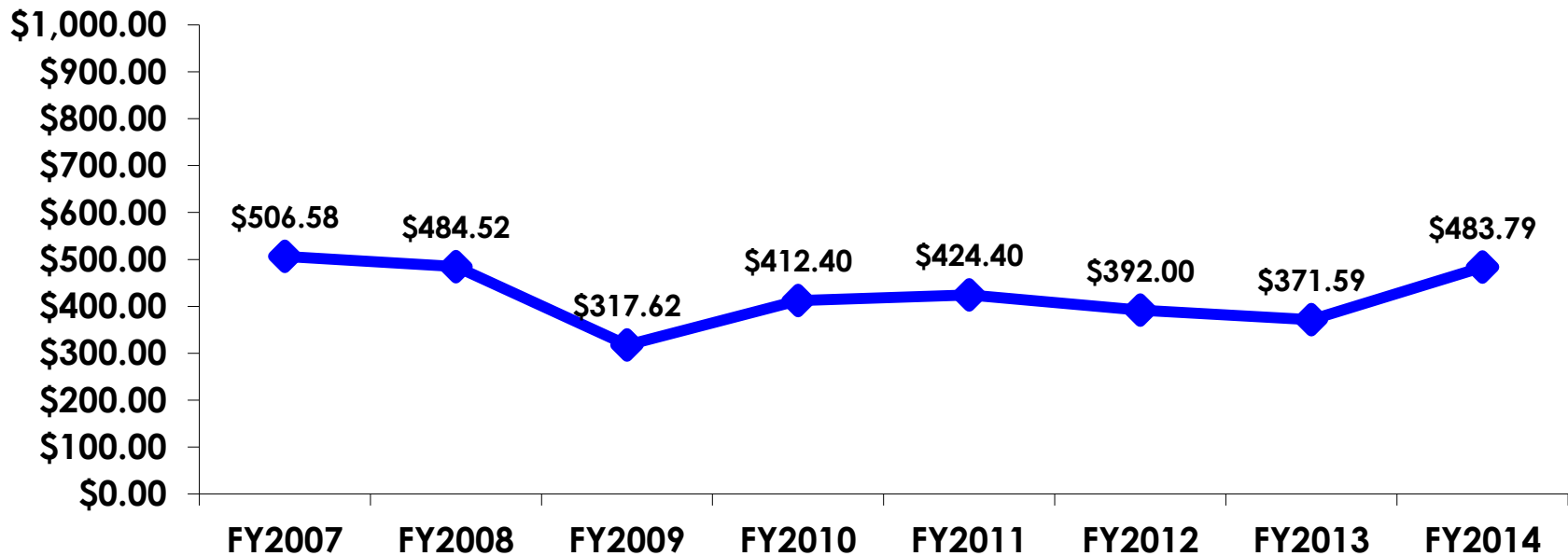


# On-Island Expenditures

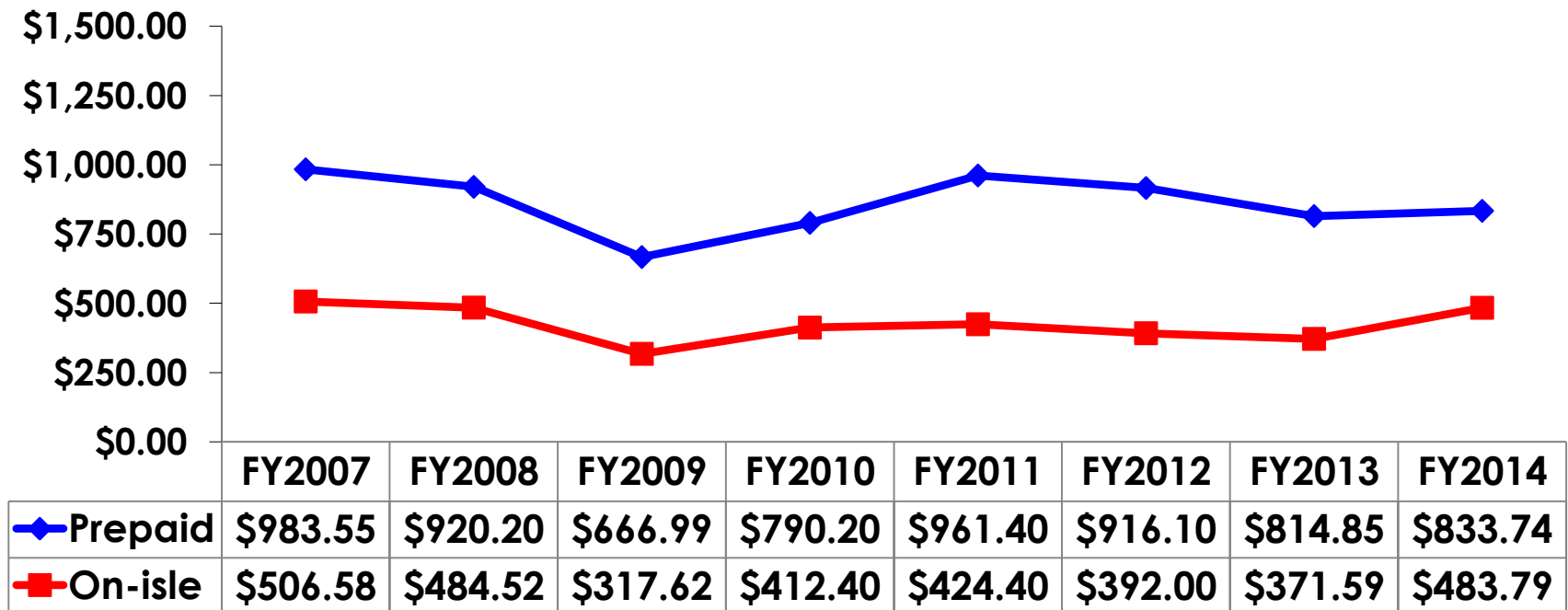
- \$1,030.98 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$12,900 = Maximum (highest amount recorded for the entire sample)
- \$483.79 = overall mean average per person on-island expenditure

# 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	\$483.79	\$490.38	\$475.80	\$390.37	\$567.78	\$426.37	\$458.54	\$473.89	\$518.50	\$418.91	\$476.86
	Median	\$313	\$333	\$300	\$300	\$404	\$267	\$240	\$300	\$350	\$250	\$325
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$9,000	\$6,000	\$9,000	\$2,000	\$6,000	\$5,000	\$5,500	\$5,000	\$9,000	\$6,000	\$3,250

# On-Island Expenditure Categories by Gender & Age

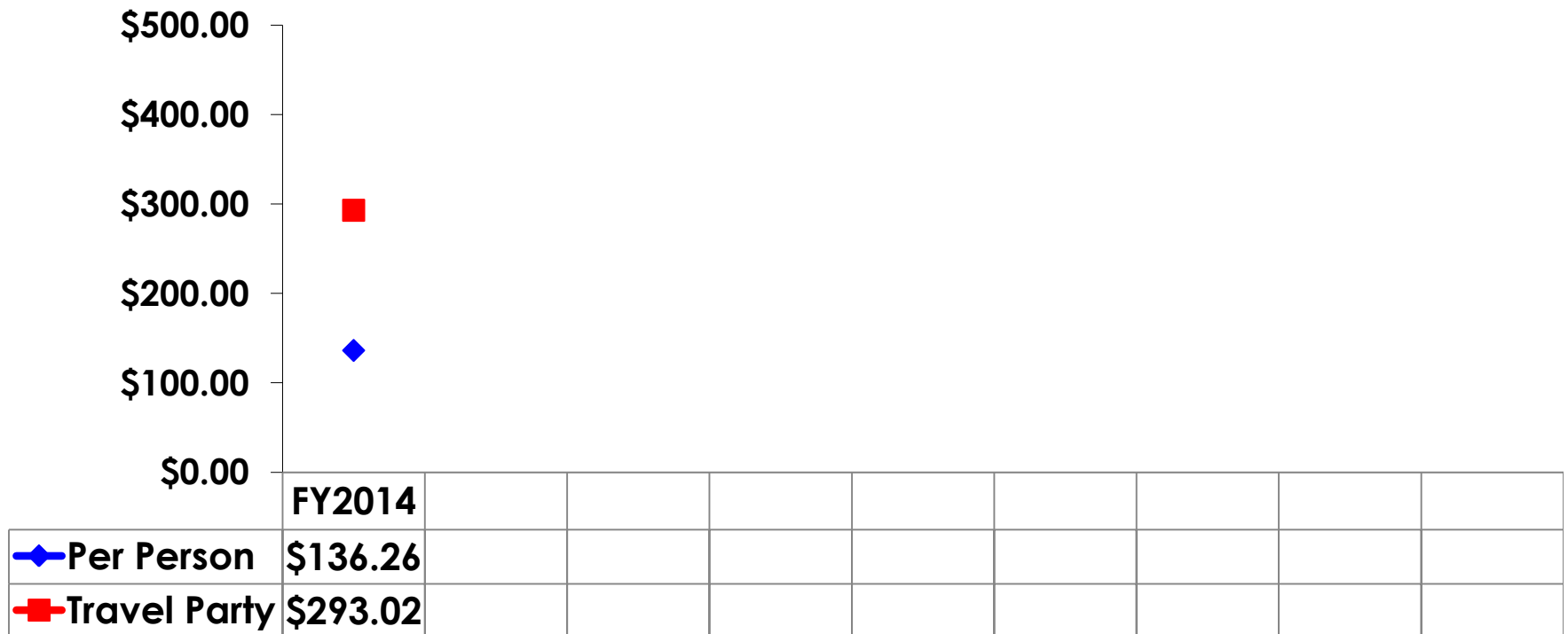
		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$58.11	\$63.82	\$52.65	\$35.43	\$50.32	\$74.22	\$50.05
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$32.73	\$36.59	\$28.99	\$25.63	\$32.25	\$35.18	\$28.95
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B RESTRNT	Mean	\$79.86	\$91.73	\$67.87	\$68.43	\$89.06	\$72.04	\$74.25
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPT TOUR	Mean	\$97.18	\$105.39	\$89.37	\$95.75	\$87.77	\$109.71	\$124.86
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$237.73	\$265.27	\$210.94	\$127.71	\$253.67	\$246.27	\$149.55
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- OTHER	Mean	\$139.58	\$147.27	\$132.32	\$107.94	\$146.01	\$143.30	\$103.30
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TRANS	Mean	\$52.35	\$57.93	\$46.90	\$37.08	\$55.73	\$52.52	\$39.65
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$335.33	\$334.59	\$332.76	\$358.28	\$330.66	\$347.36	\$314.25
	Median	\$0	\$0	\$5	\$0	\$0	\$0	\$0
TOTAL	Mean	\$1,030.98	\$1,100.80	\$959.81	\$854.08	\$1,043.07	\$1,079.59	\$880.26
	Median	\$750	\$800	\$700	\$540	\$800	\$775	\$700

# On-Island Expenditures

## First Timers & Repeaters

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$58.11	\$54.01	\$81.90
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$32.73	\$33.24	\$30.27
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$79.86	\$78.92	\$85.32
	Median	\$0	\$0	\$0
OPT TOUR	Mean	\$97.18	\$103.83	\$61.31
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$237.73	\$238.55	\$235.85
	Median	\$0	\$0	\$0
GIFT- OTHER	Mean	\$139.58	\$142.10	\$127.07
	Median	\$0	\$0	\$0
TRANS	Mean	\$52.35	\$51.27	\$59.08
	Median	\$0	\$0	\$0
OTHER	Mean	\$335.33	\$329.55	\$372.43
	Median	\$0	\$0	\$0
TOTAL	Mean	\$1,030.98	\$1,029.06	\$1,054.18
	Median	\$750	\$720	\$800

# ON-ISLE EXPENDITURES – Per Day



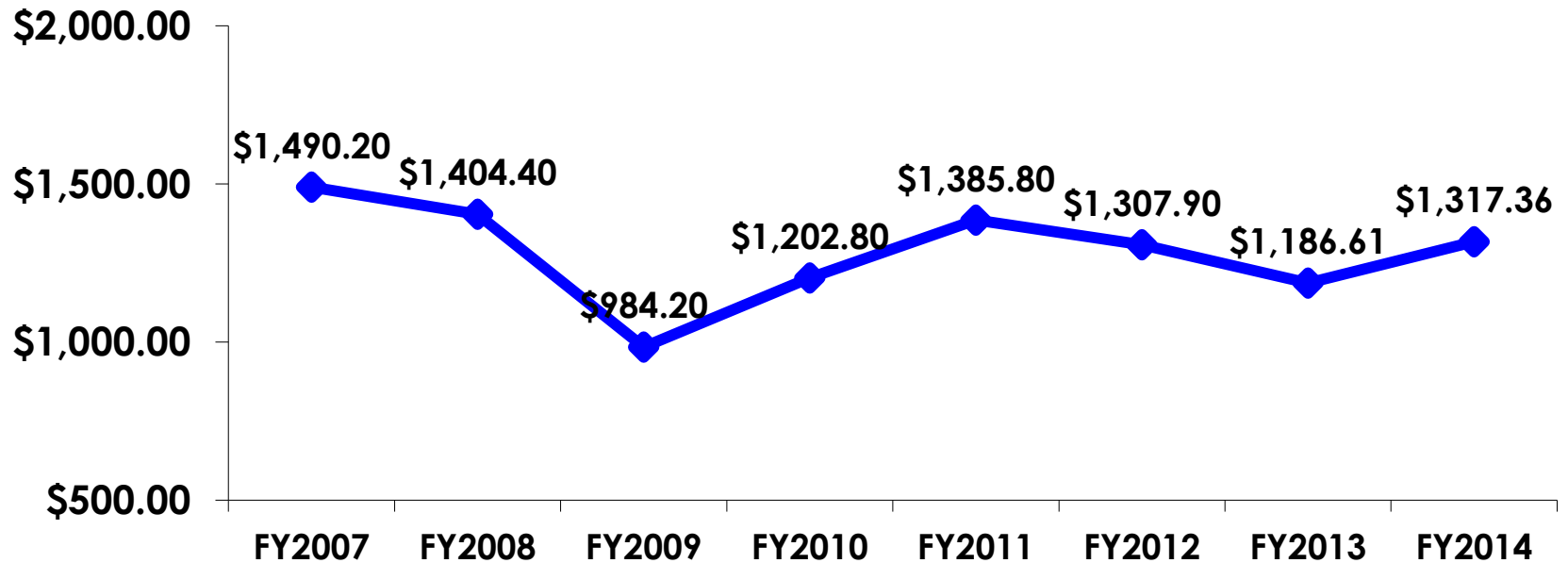
---

# Total Expenditures Per Person (Prepaid & On-Island)

- \$1,317.36 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$10,192 = Maximum (highest amount recorded for the entire sample)



# TOTAL EXPENDITURES Per Person



# Breakdown of On-Island Expenditures

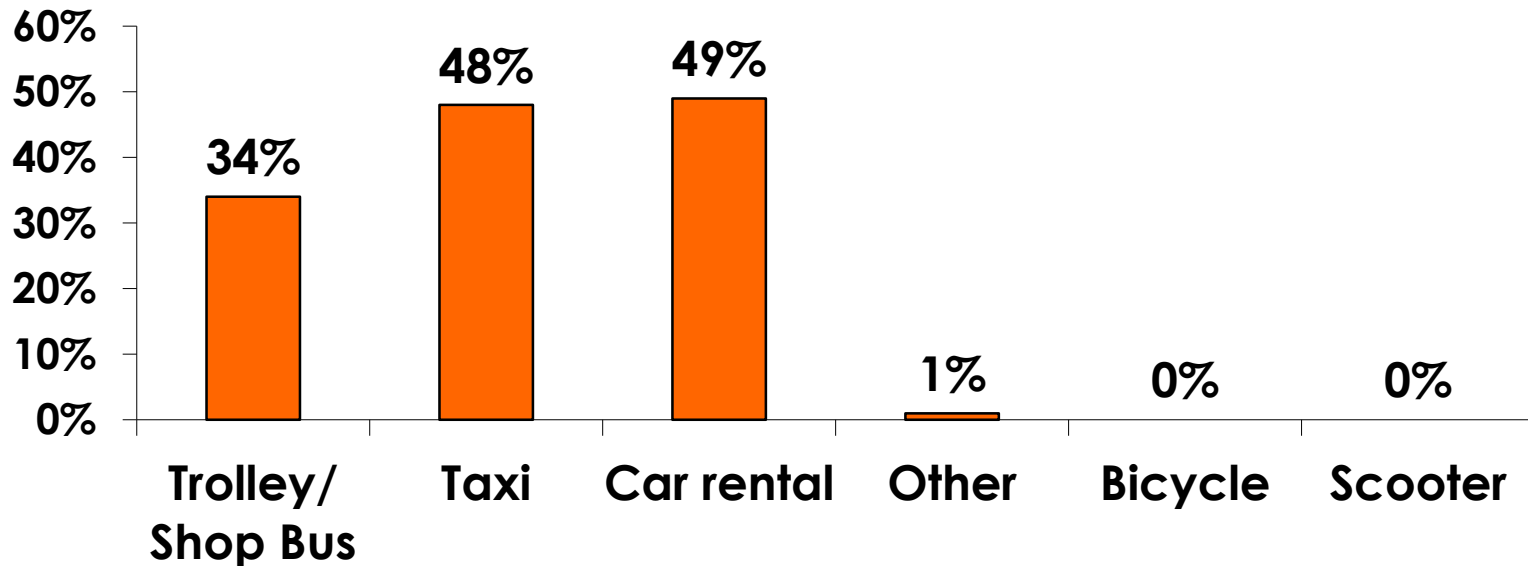
	MEAN \$
Food & beverage in a hotel	\$58.11
Food & beverage in fast food restaurant/convenience store	\$32.73
Food & beverage at restaurants or drinking establishments outside a hotel	\$79.86
Optional tours and activities	\$97.18
Gifts/ souvenirs for yourself/companions	\$237.73
Gifts/ souvenirs for friends/family at home	\$139.58
Local transportation	\$52.35
Other expenses not covered	\$335.33
<b>Average Total</b>	<b>\$1,030.98</b>

# Breakdown of On-Island Expenditures

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014
Food & beverage in a hotel	\$64.70	\$63.00	\$40.50	\$50.10	\$45.20	\$51.20	\$51.01	\$58.11
Food & beverage in fast food restaurant/convenience store	\$35.40	\$24.60	\$21.70	\$23.20	\$29.60	\$25.20	\$30.40	\$32.73
Food & beverage at restaurants or drinking establishments outside a hotel	\$35.40	\$44.30	\$39.90	\$39.10	\$48.50	\$44.30	\$58.14	\$79.86
Optional tours and activities	\$173.10	\$118.50	\$96.60	\$117.00	\$121.40	\$110.00	\$84.36	\$97.18
Gifts/ souvenirs for yourself/ companions	\$324.10	\$208.60	\$132.90	\$197.30	\$227.90	\$199.10	\$189.09	\$237.73
Gifts/ souvenirs for friends/family	\$232.00	\$126.50	\$87.40	\$115.70	\$130.60	\$114.20	\$113.57	\$139.58
Local transportation	\$27.70	\$26.80	\$22.20	\$26.30	\$26.00	\$26.80	\$35.30	\$52.35
Other expenses not covered	\$156.90	\$476.40	\$240.70	\$337.40	\$310.80	\$319.80	\$274.93	\$335.33
<b>Average Total</b>	<b>\$1,051.20</b>	<b>\$1,085.50</b>	<b>\$679.80</b>	<b>\$907.50</b>	<b>\$939.30</b>	<b>\$886.30</b>	<b>\$835.06</b>	<b>\$1,030.98</b>

# Local Transportation

n=1779



Mean=\$52.35 per travel party

---

# Guam Airport Expenditures

- \$67.65 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$3,500 = Maximum (highest amount recorded for the entire sample)

# Breakdown of Airport Expenditures

	<b>MEAN \$</b>
<b>Food &amp; Beverages</b>	\$9.16
<b>Gifts/Souvenirs Self</b>	\$33.08
<b>Gifts/Souvenirs Others</b>	\$25.37
<b>Total</b>	<b>\$67.65</b>

# Breakdown of Airport Expenditures

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014
<b>Food &amp; Beverage</b>	\$9.80	\$9.60	\$4.00	\$4.60	\$5.40	\$6.10	\$5.44	\$9.16
<b>Gifts/ Souvenirs Self</b>	\$43.00	\$31.70	\$28.60	\$33.00	\$34.70	\$30.90	\$29.37	\$33.08
<b>Gifts/ Souvenirs Others</b>	\$37.20	\$29.00	\$24.20	\$24.50	\$28.60	\$17.70	\$24.12	\$25.37
<b>Total</b>	\$88.50	\$70.50	\$56.70	\$62.40	\$68.80	\$54.80	\$59.38	\$67.65

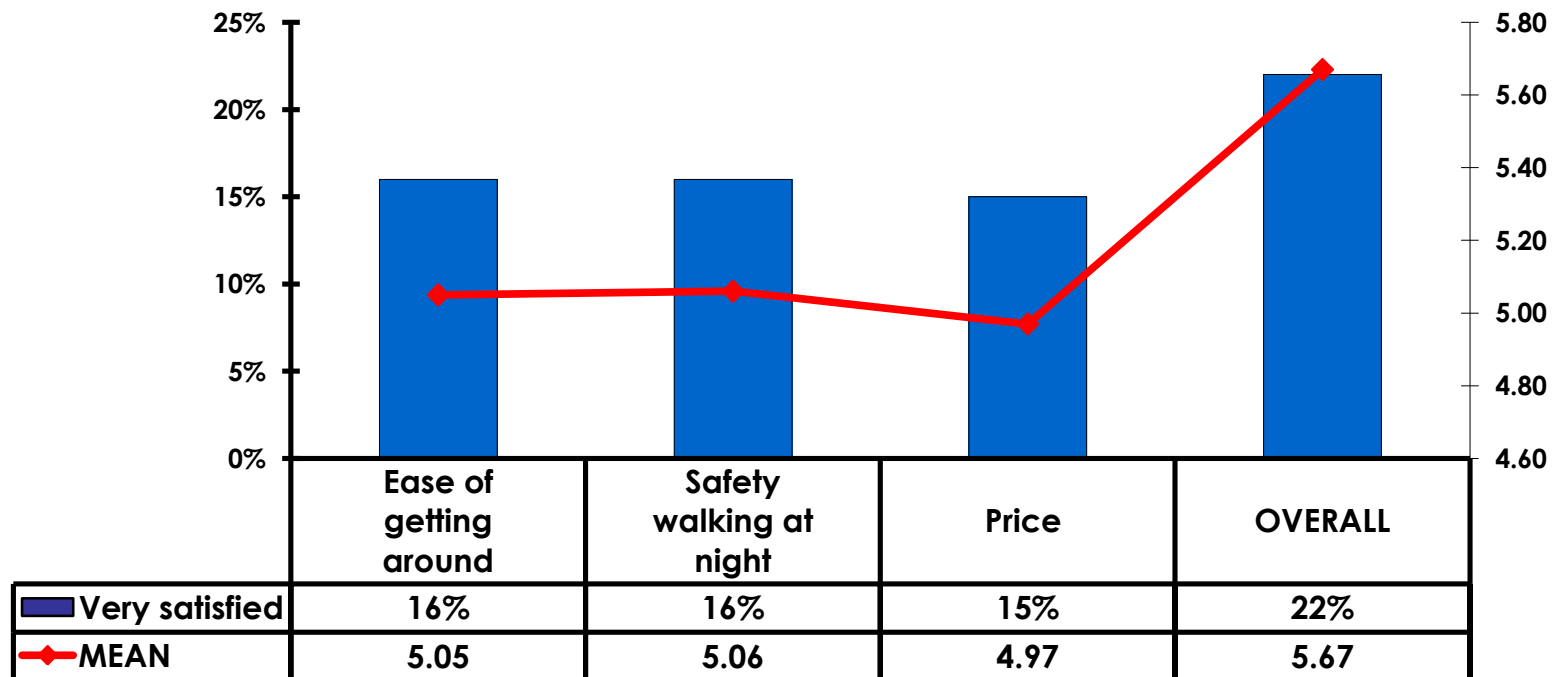
# SECTION 4 **VISITOR SATISFACTION**



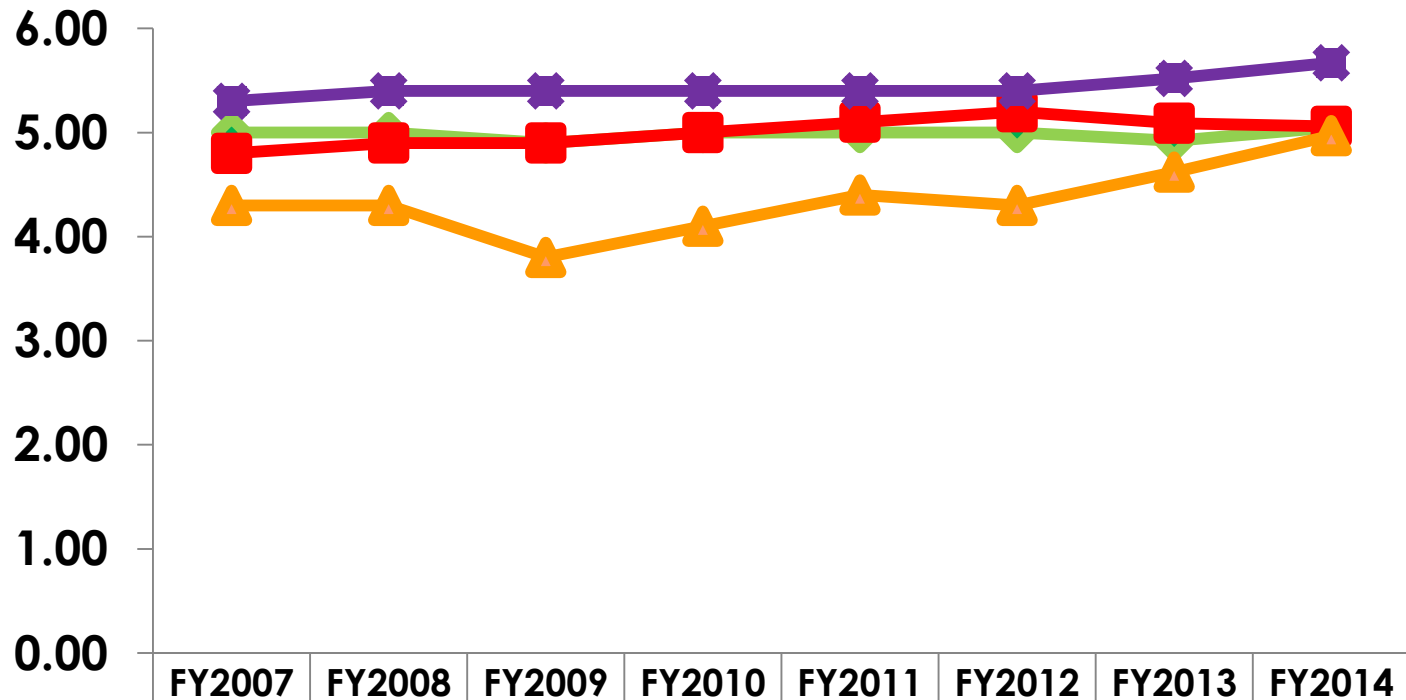
# Satisfaction Scores Overall





7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Satisfaction Scores Overall

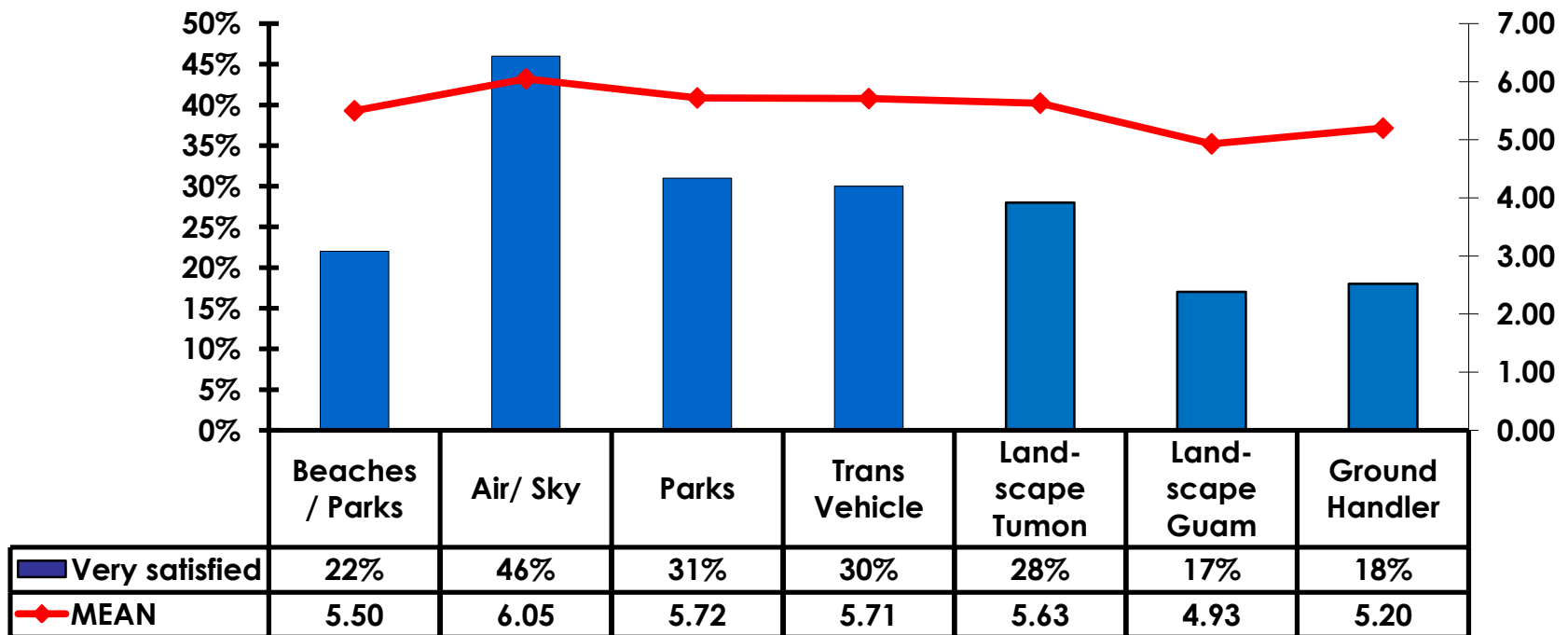


 Ease of getting around	5.00	5.00	4.90	5.00	5.00	5.00	4.92	5.05
 Safety walking at night	4.80	4.90	4.90	5.00	5.10	5.20	5.09	5.06
 Price	4.30	4.30	3.80	4.10	4.40	4.30	4.62	4.97
 OVERALL	5.30	5.40	5.40	5.40	5.40	5.40	5.52	5.67

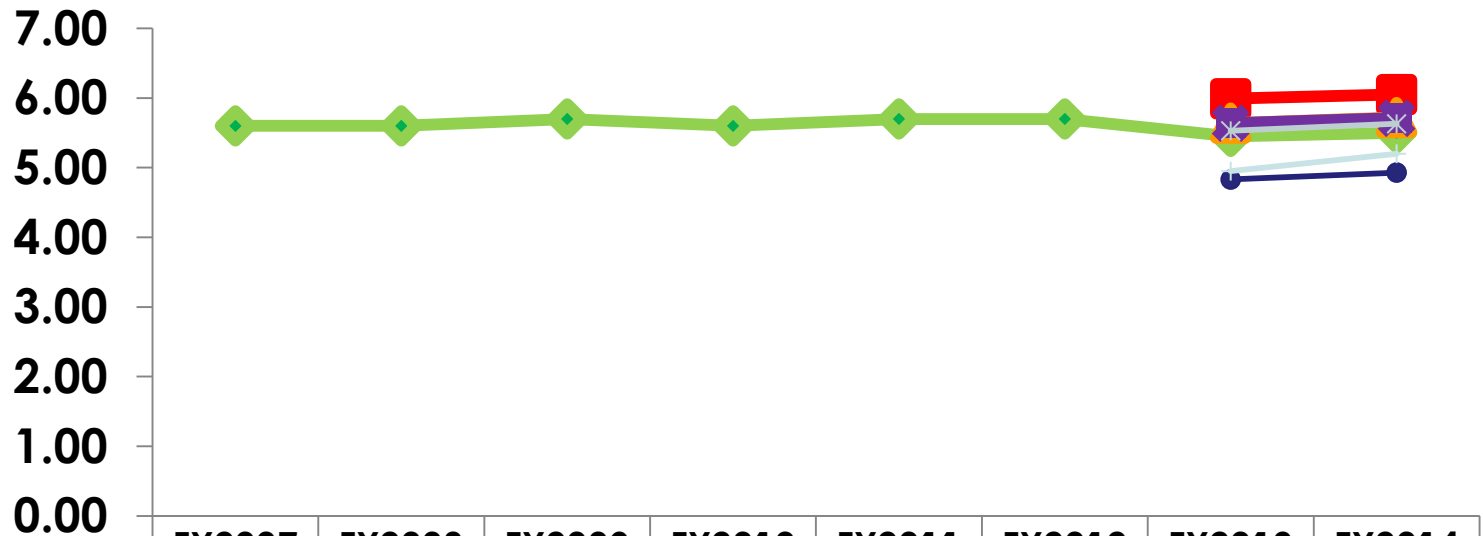
# Satisfaction Quality/ Cleanliness








7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Satisfaction Quality/ Cleanliness

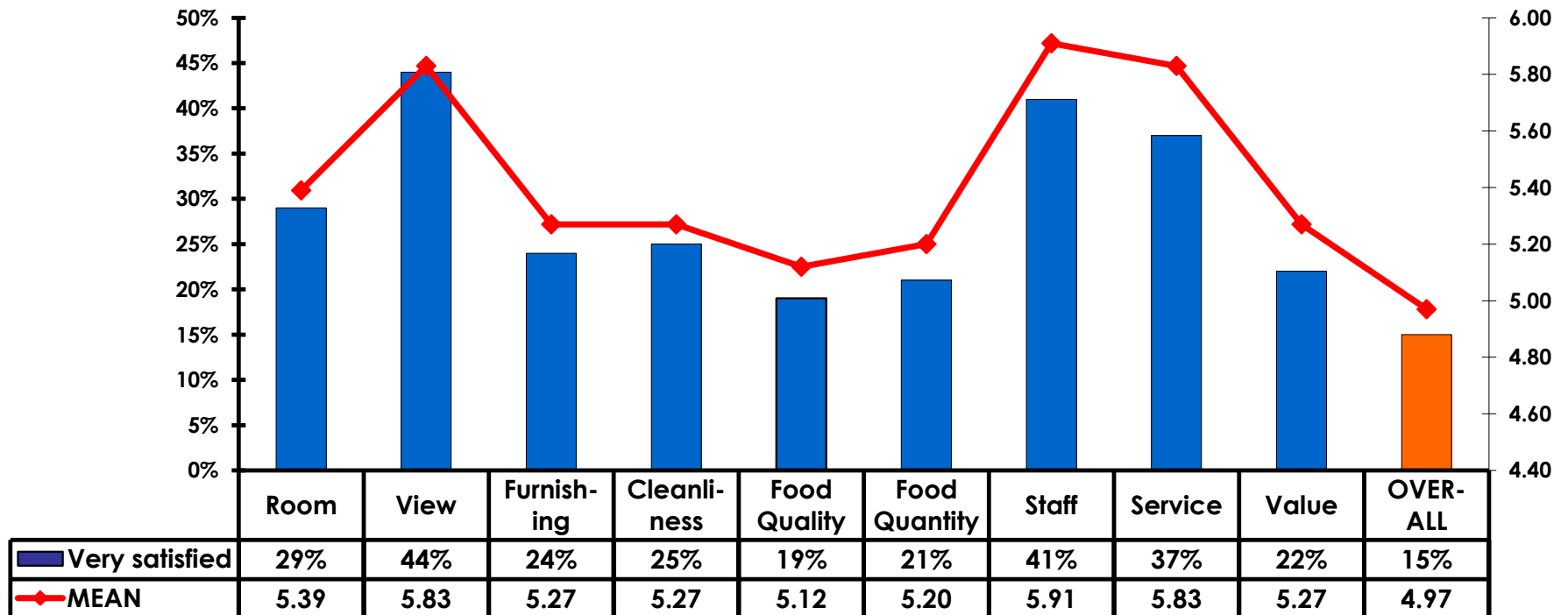


	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014
 Beaches/ Parks	5.60	5.60	5.70	5.60	5.70	5.70	5.45	5.50
 Air/ Sky							5.99	6.05
 Parks							5.64	5.72
 Landscape Tumon							5.64	5.71
 Landscape Guam							5.53	5.63
 Grnd Handler							4.83	4.93
 Trans Vehicle							4.95	5.20

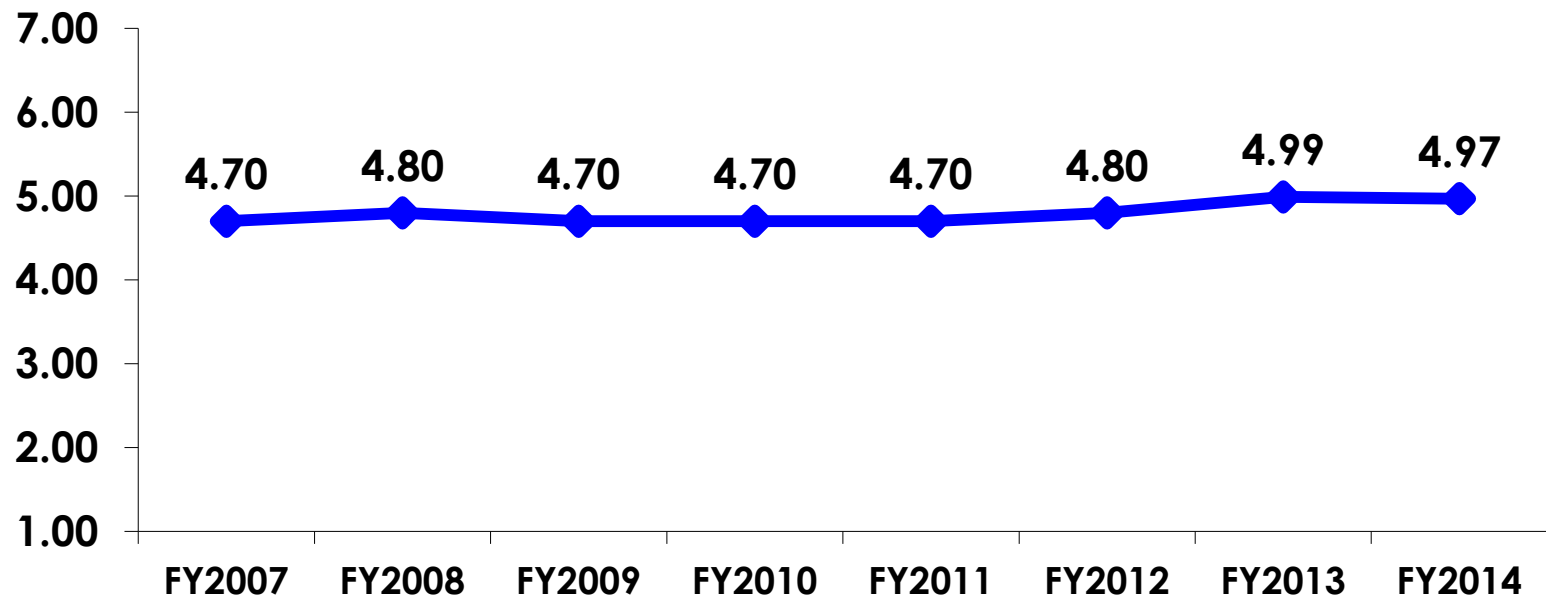
# Quality of Accommodations

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



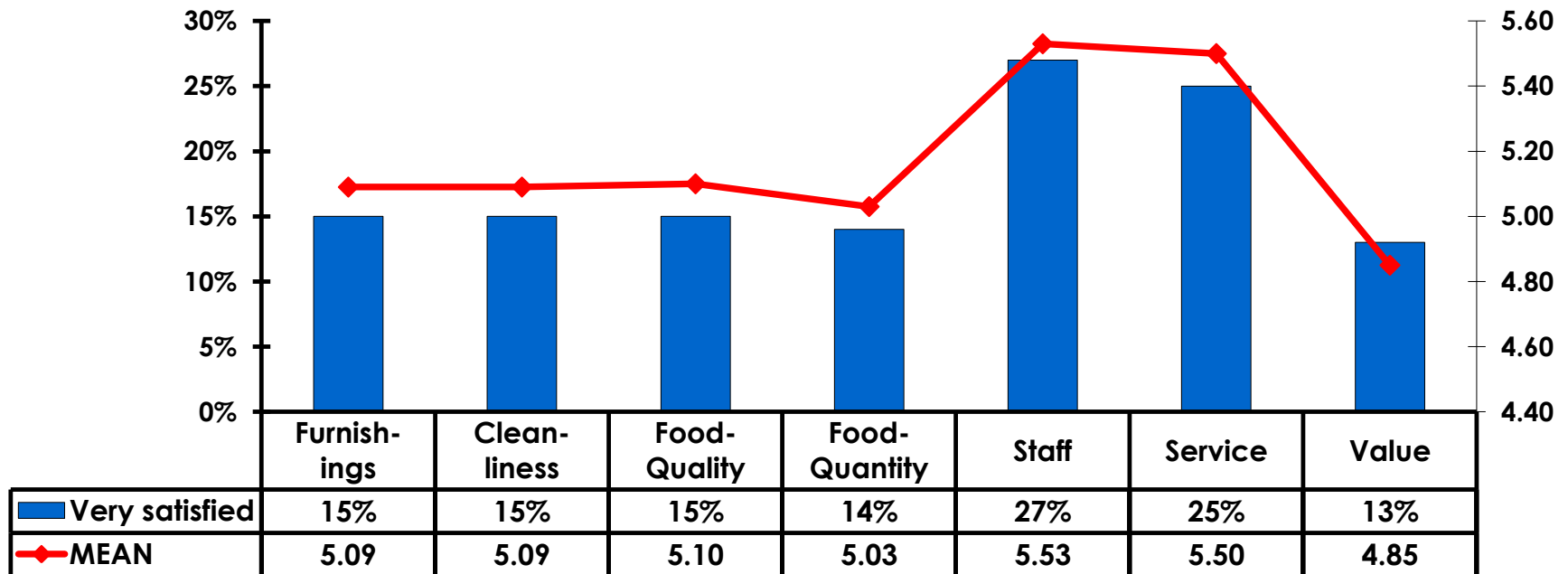
# Accommodations – Overall Satisfaction



# Quality of Dining Experience

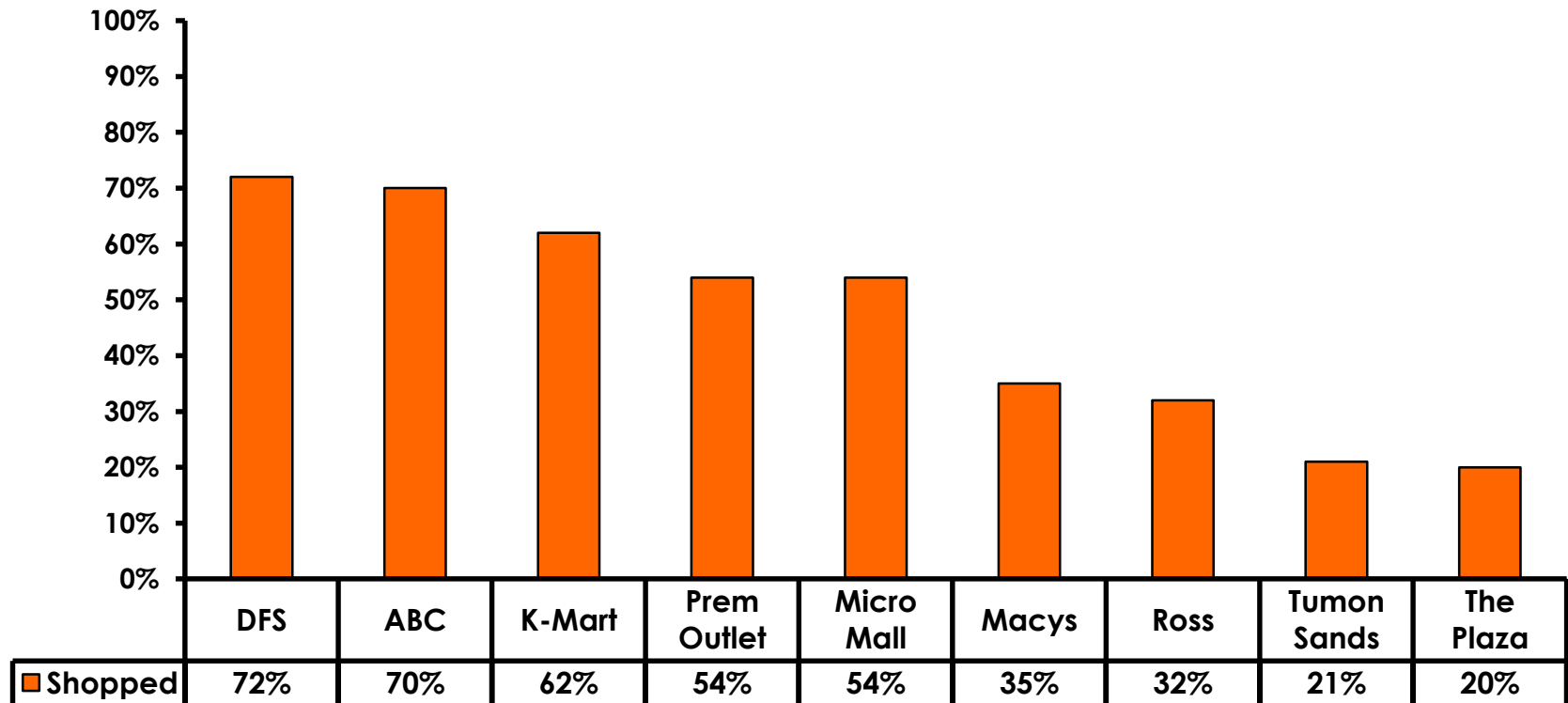
7pt Rating Scale

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	FY2014
<b>DFS Galleria</b>	73%	77%	70%	73%	74%	75%	73%	72%
<b>ABC</b>	59%	65%	64%	65%	67%	70%	72%	70%
<b>K-Mart</b>	35%	37%	38%	41%	42%	47%	57%	62%
<b>Micro Mall</b>	35%	41%	33%	40%	45%	47%	54%	54%
<b>Prem Outlet</b>	28%	34%	35%	40%	42%	41%	49%	54%

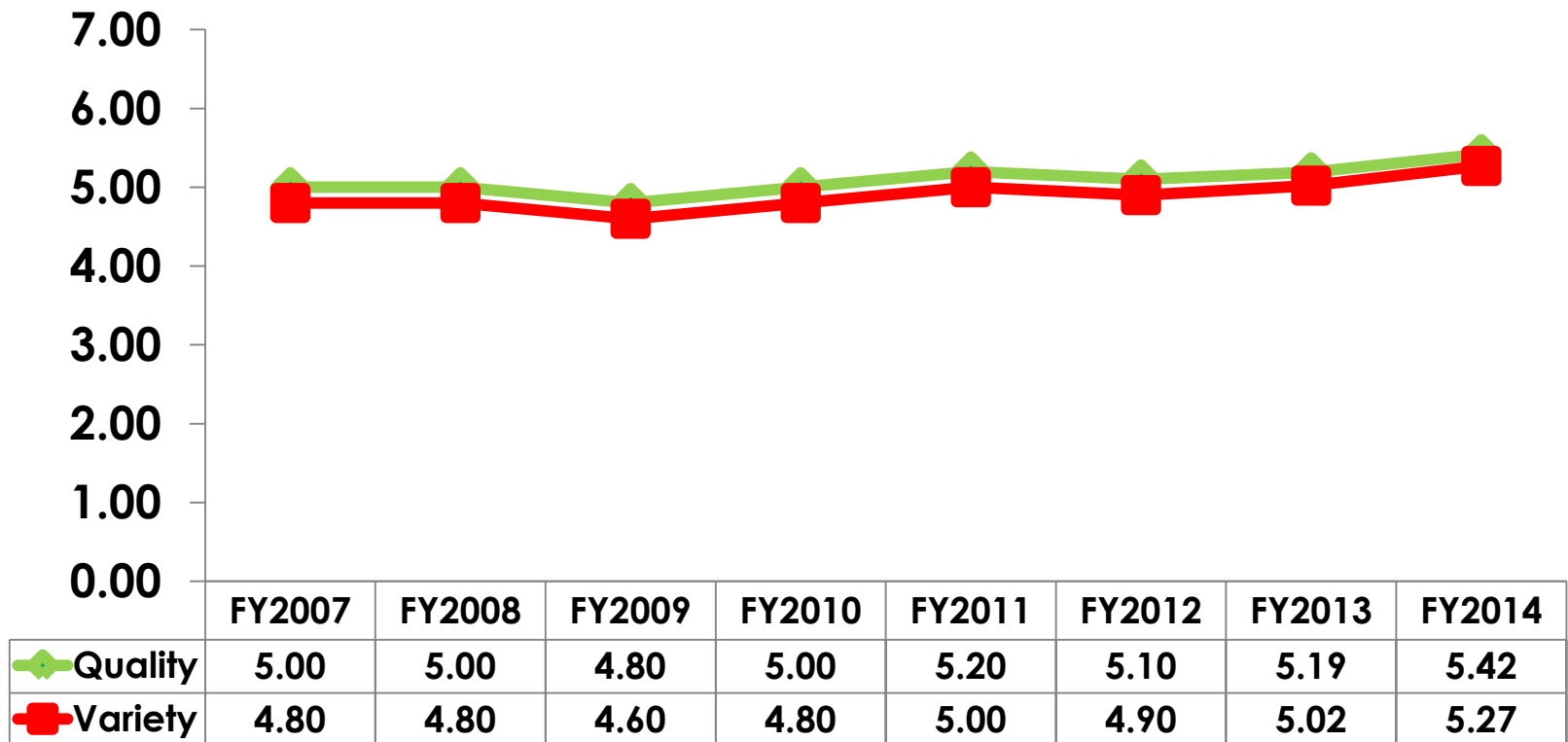
# Satisfaction with Shopping

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

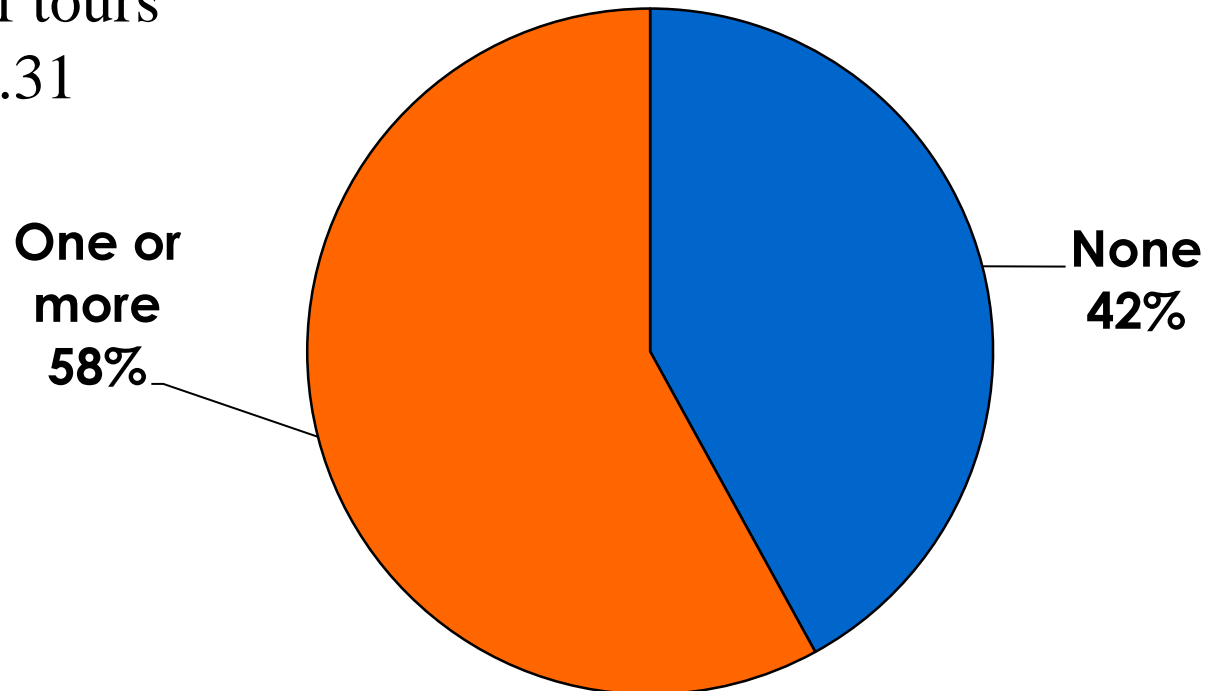
Quality of Shopping	Variety of Shopping
Score of 6 to 7 = <b>56%</b>	Score of 6 to 7 = <b>51%</b>
Score of 4 to 5 = <b>38%</b>	Score of 4 to 5 = <b>39%</b>
Score 1 to 3 = <b>7%</b>	Score 1 to 3 = <b>10%</b>
<b>MEAN = 5.42</b>	<b>MEAN = 5.27</b>

# Satisfaction with Shopping

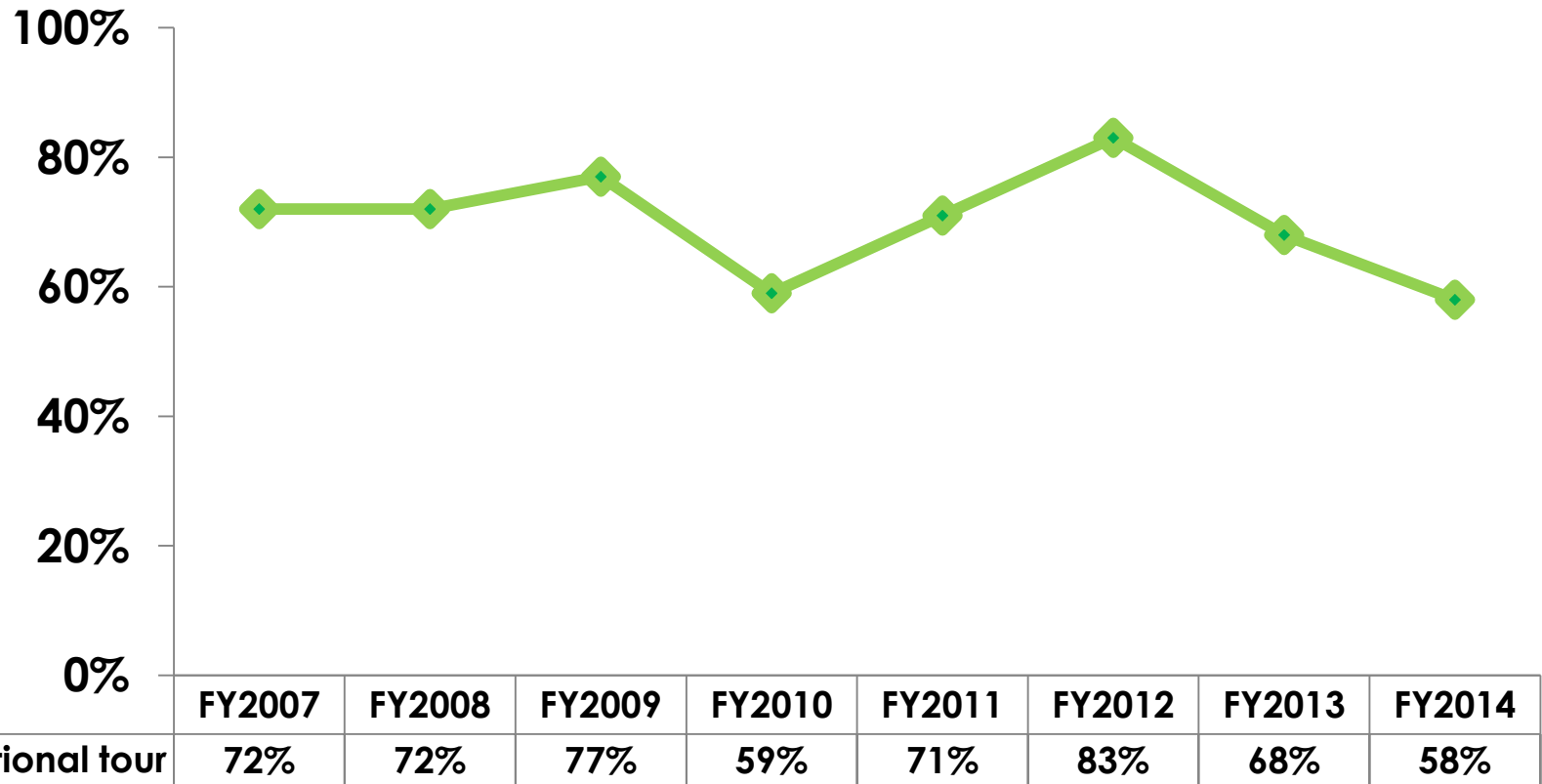


# Optional Tour Participation

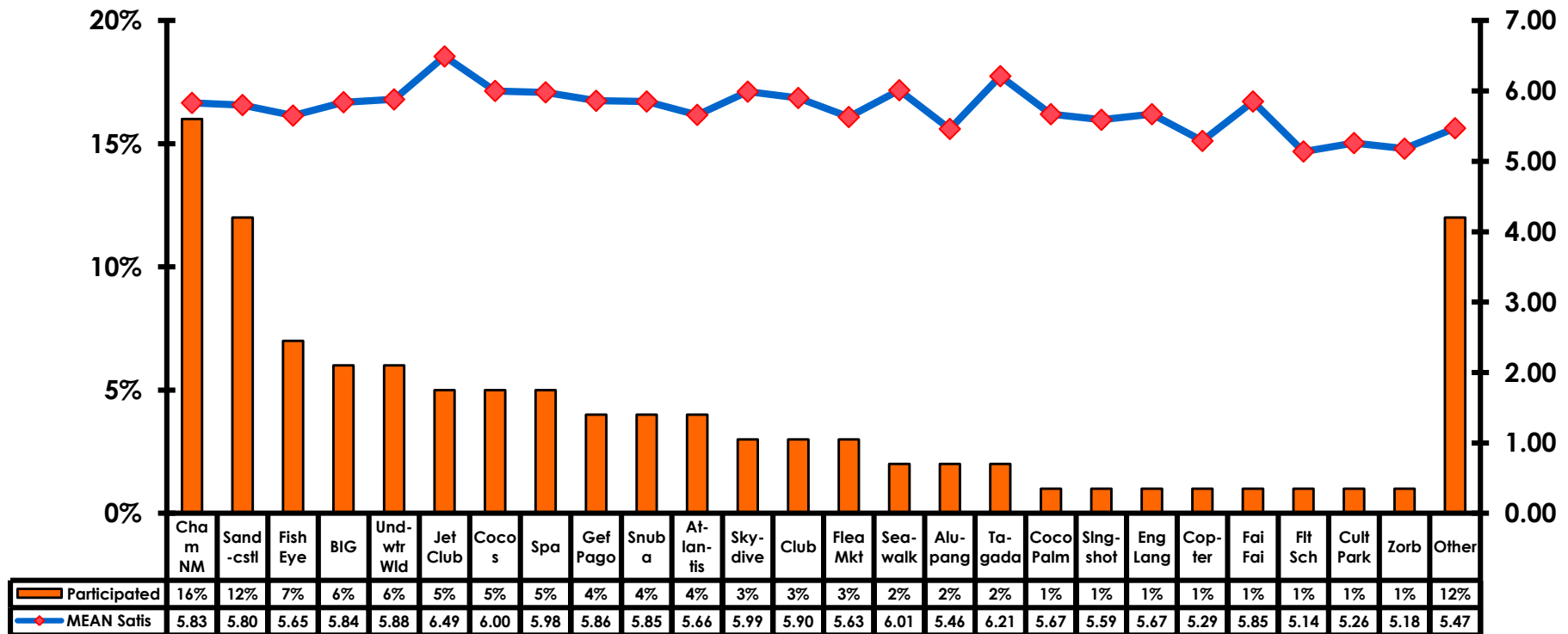
- Average number of tours participated in is 1.31



# Optional Tour Participation



# Optional Tours Participation & Satisfaction



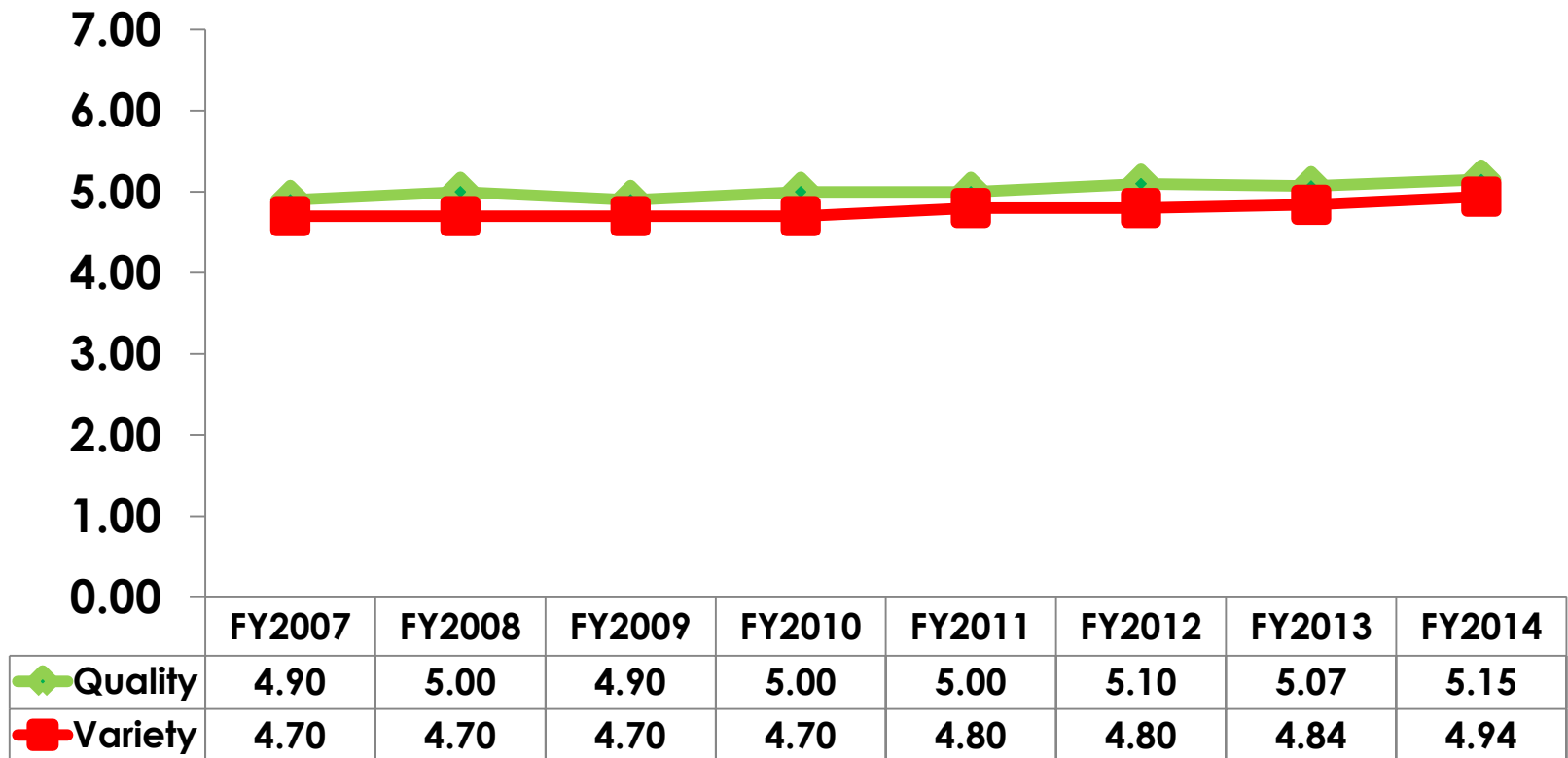
# Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Day Tour	Variety of Day Tour
Score of 6 to 7 = <b>45%</b>	Score of 6 to 7 = <b>39%</b>
Score of 4 to 5 = <b>50%</b>	Score of 4 to 5 = <b>51%</b>
Score 1 to 3 = <b>5%</b>	Score 1 to 3 = <b>11%</b>
<b>MEAN = 5.15</b>	<b>MEAN = 4.94</b>

# Day Tours Satisfaction





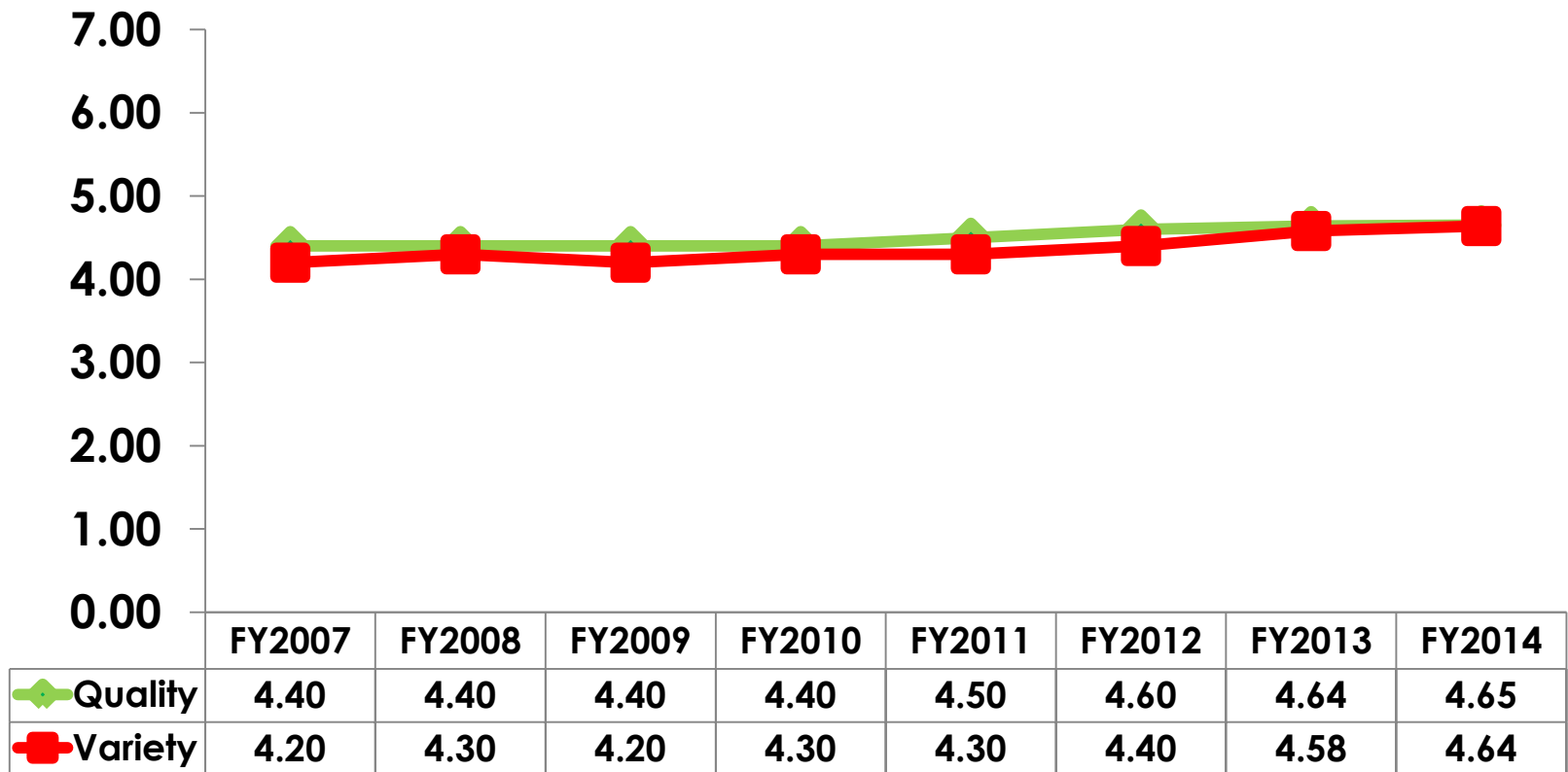
# Night Tours Satisfaction

7pt Rating Scale

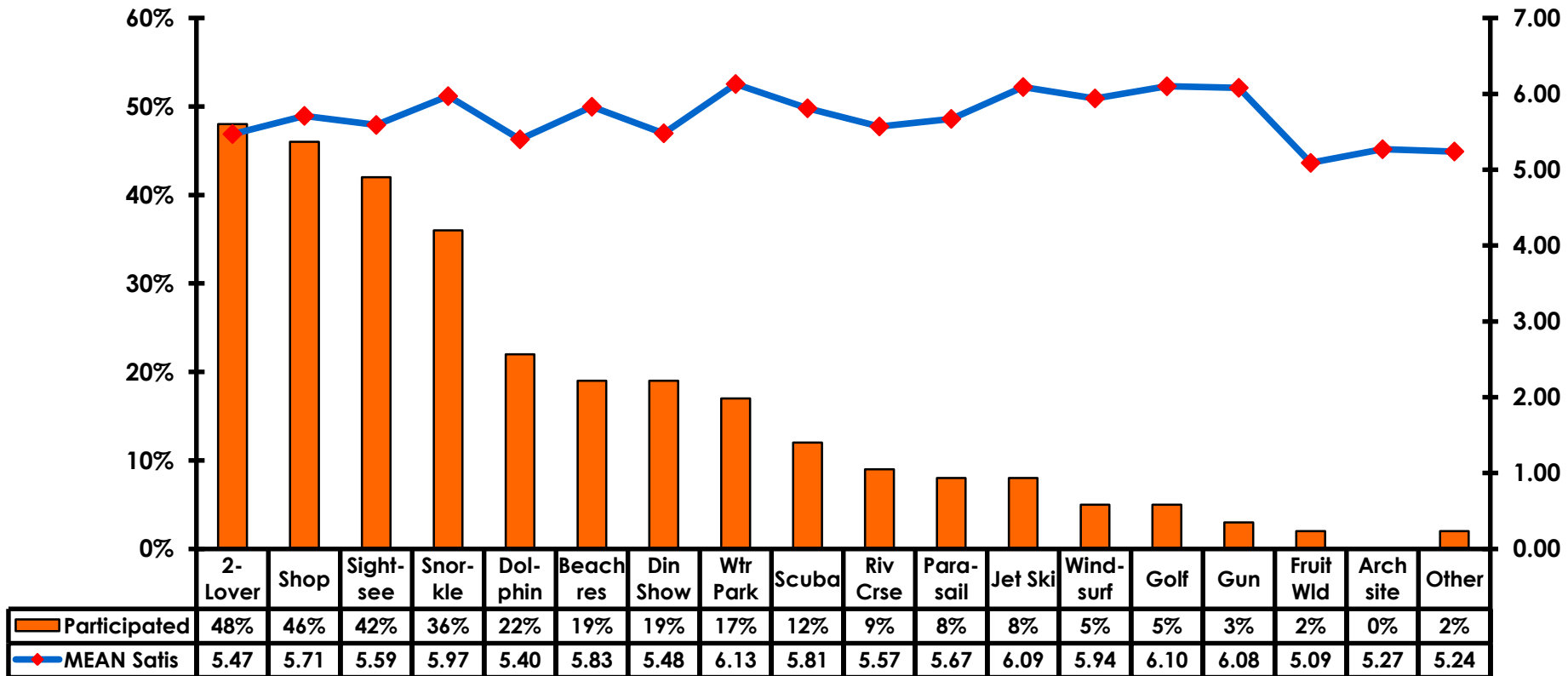
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = <b>28%</b>	Score of 6 to 7 = <b>29%</b>
Score of 4 to 5 = <b>59%</b>	Score of 4 to 5 = <b>56%</b>
Score 1 to 3 = <b>13%</b>	Score 1 to 3 = <b>15%</b>
<b>MEAN = 4.65</b>	<b>MEAN = 4.64</b>

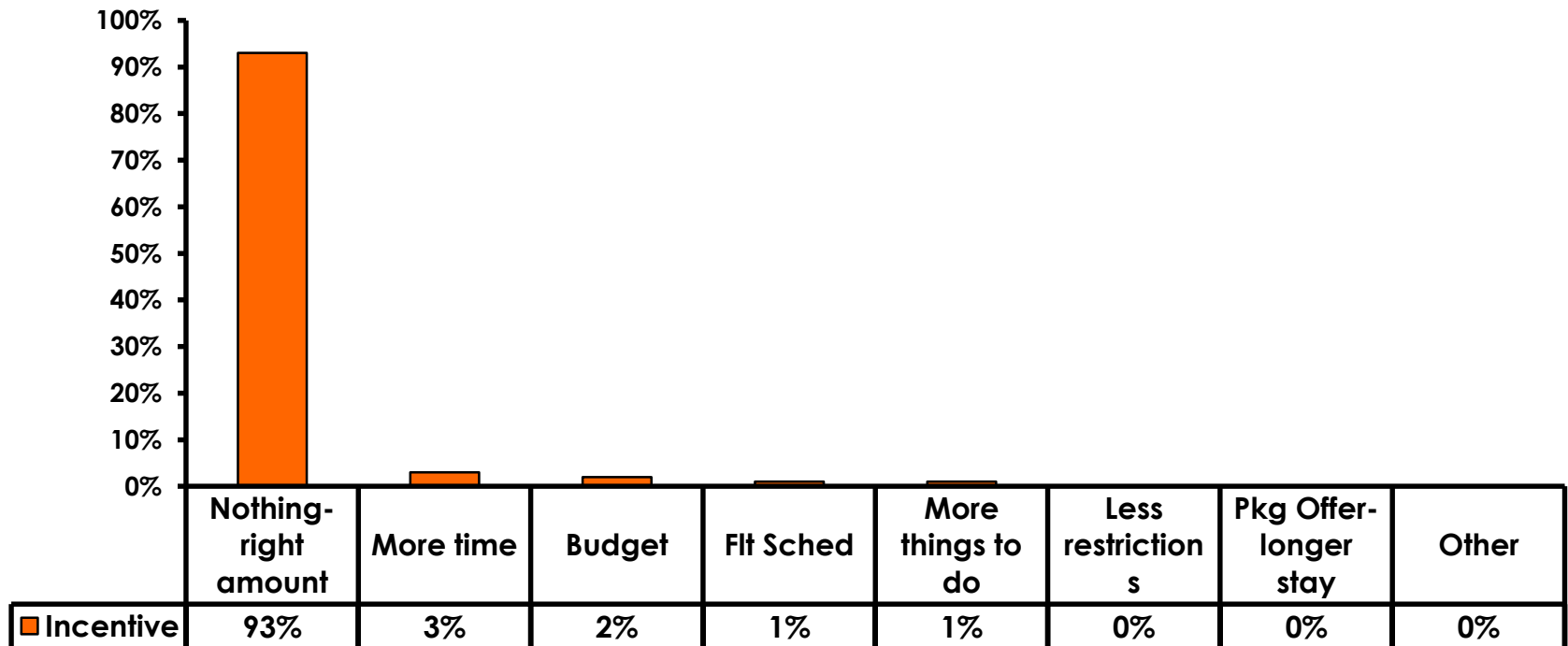
# Night Tours Satisfaction



# Satisfaction with Other Activities



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



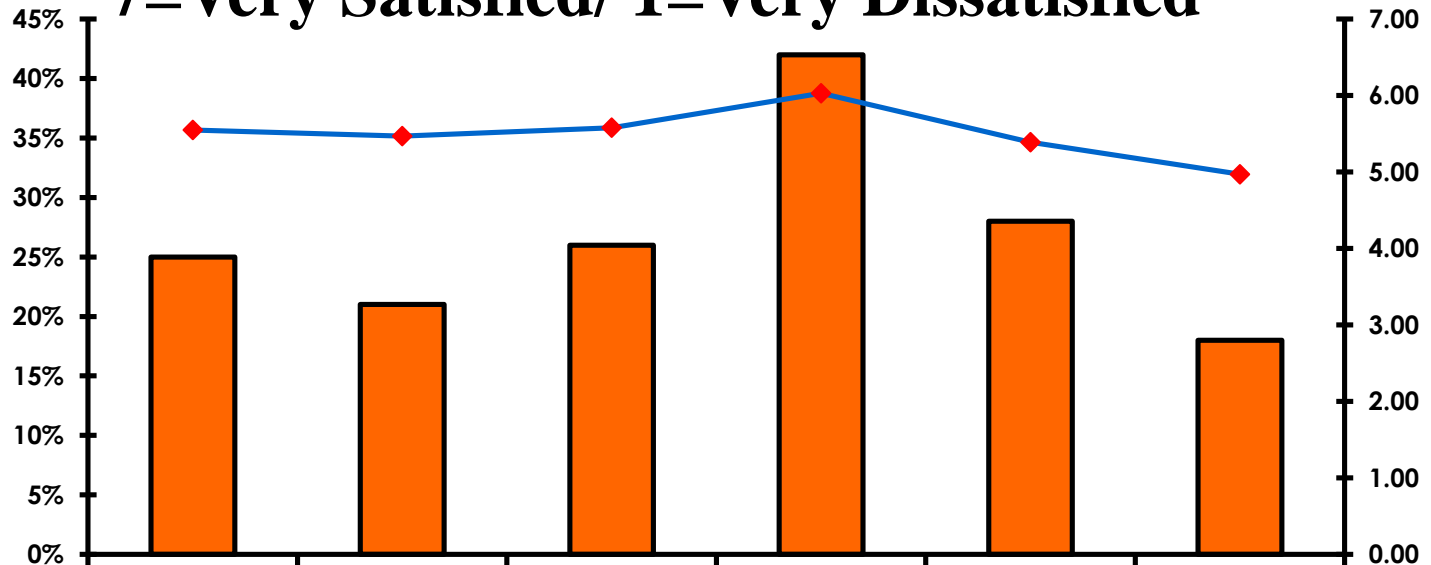
# What would it take to make you want to stay an extra day in Guam?

	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014
Nothing- spent right amount of time	89%	91%	93%	93%	91%	93%
More time	6%	5%	4%	4%	4%	3%
Budget/ money	3%	2%	2%	1%	5%	2%
More things to do	2%	2%	1%	1%	1%	1%
Less restrictions	-	0%	-	-	0%	0%
Flight schedule times	2%	1%	2%	1%	1%	1%
Packages – longer stays	-	-	0%	0%	0%	0%
Other	1%	1%	0%	0%	0%	0%

# On-Island Perceptions

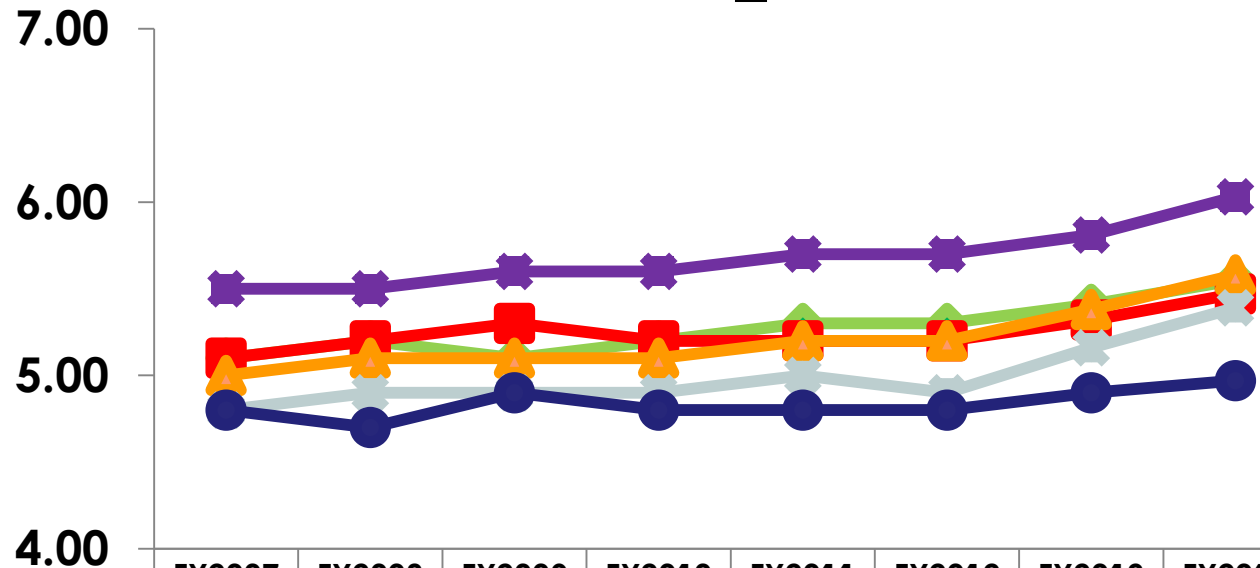
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



	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 activities
<b>Strongly agree</b>	25%	21%	26%	42%	28%	18%
<b>MEAN</b>	5.55	5.47	5.58	6.03	5.39	4.97

# On-Island Perceptions

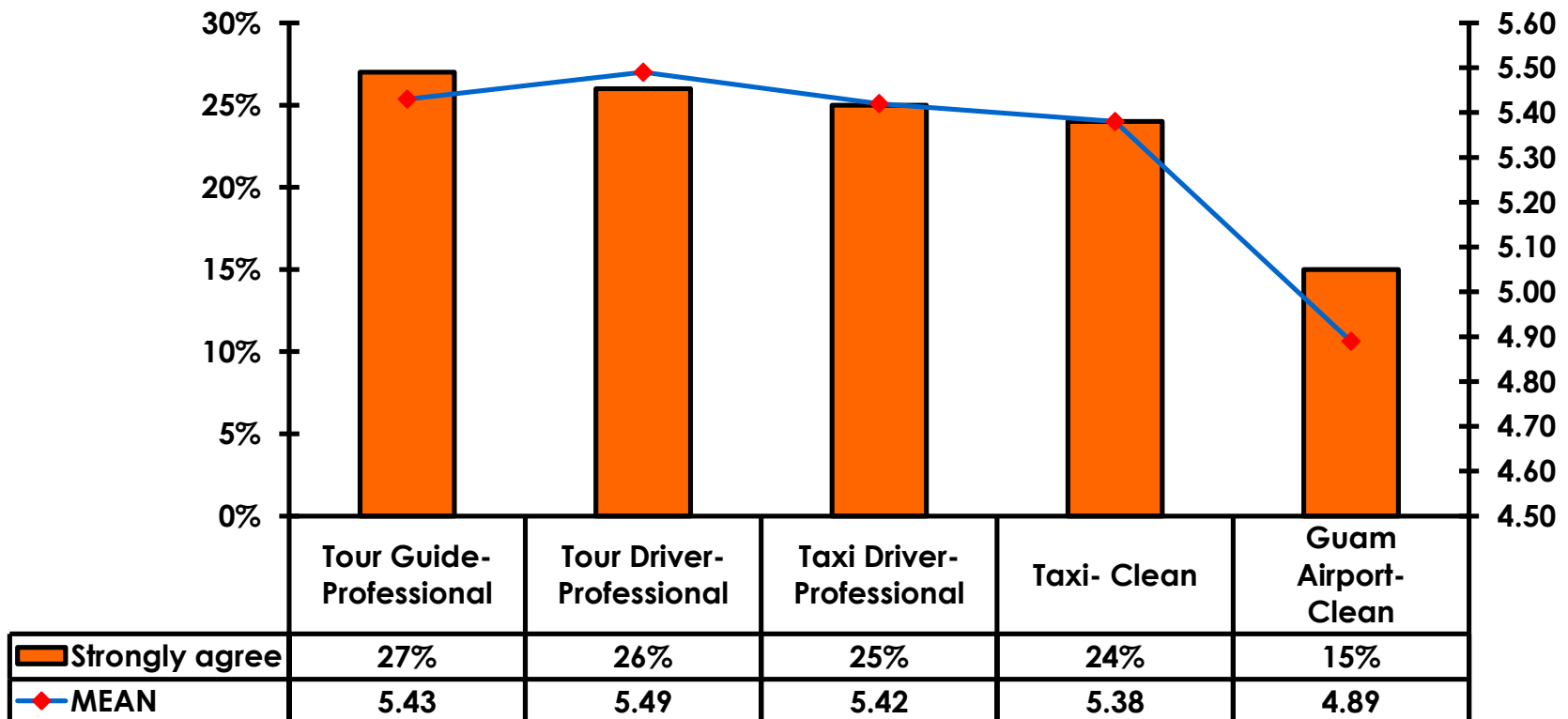


	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014
 Guam was better than expected	5.10	5.20	5.10	5.20	5.30	5.30	5.41	5.55
 I had no communication problems	5.10	5.20	5.30	5.20	5.20	5.20	5.32	5.47
 I will recommend Guam to friends	5.00	5.10	5.10	5.10	5.20	5.20	5.38	5.58
 Sites on Guam were attractive	5.50	5.50	5.60	5.60	5.70	5.70	5.81	6.03
 I plan to visit Guam again	4.80	4.90	4.90	4.90	5.00	4.90	5.16	5.39
 Not enough night activities	4.80	4.70	4.90	4.80	4.80	4.80	4.90	4.97

# On-Island Perceptions

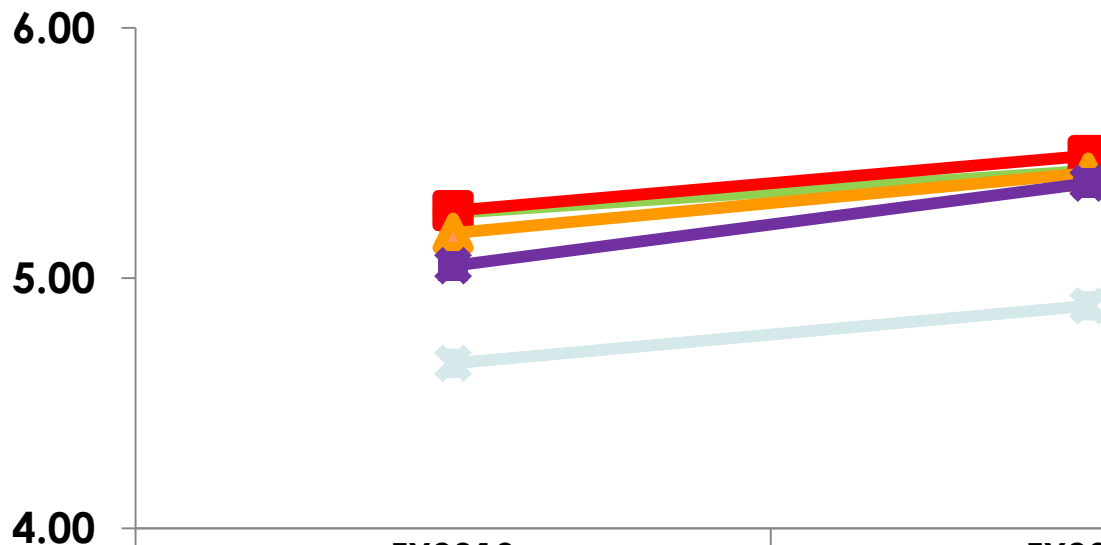
7pt Rating Scale






7=Very Satisfied/ 1=Very Dissatisfied





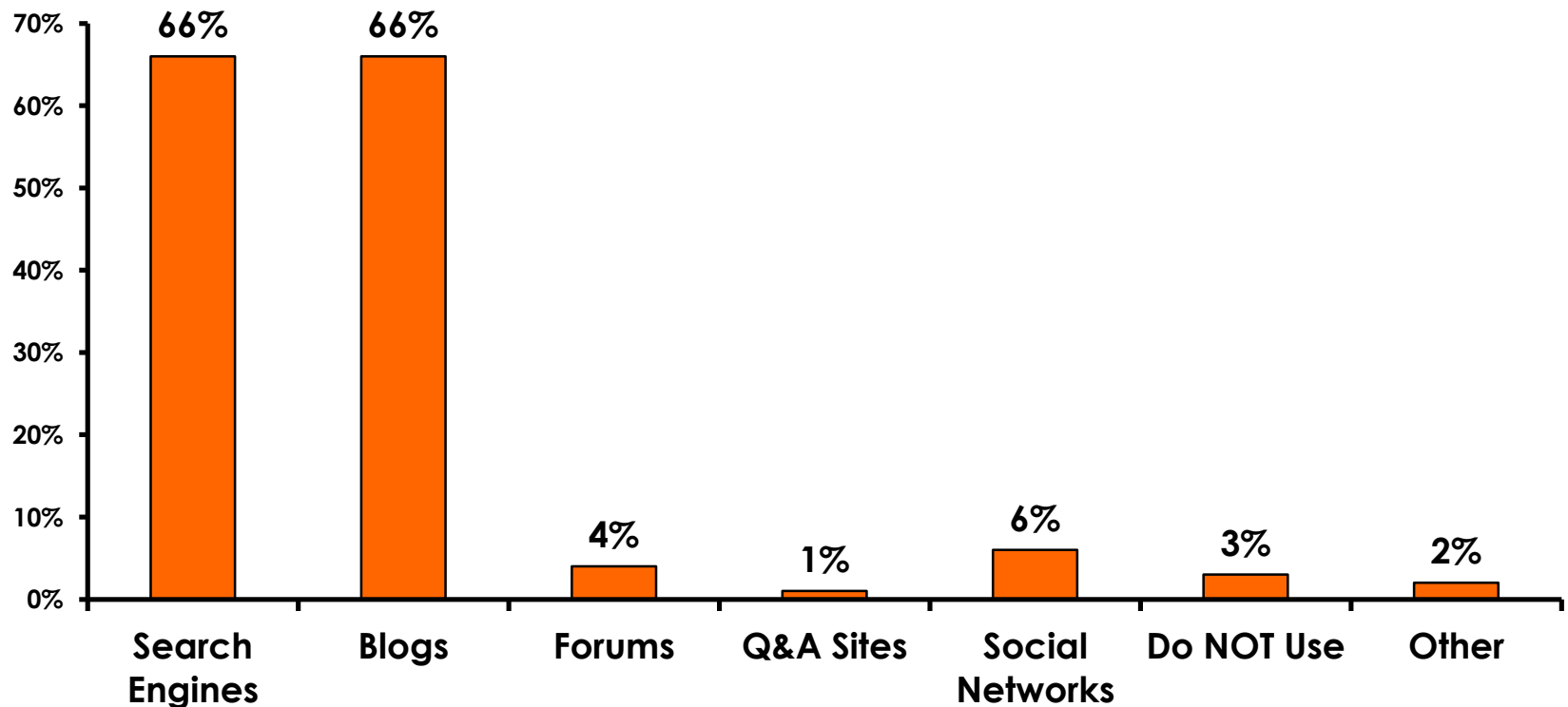
# On-Island Perceptions



	FY2013	FY2014
 Tour Guide- Professional	5.26	5.43
 Tour Driver- Professional	5.27	5.49
 Taxi Driver- Professional	5.18	5.42
 Taxi- Clean	5.05	5.38
 Guam Airport- Clean	4.66	4.89

# SECTION 5 **PROMOTIONS**

# Internet- Guam Sources of Info

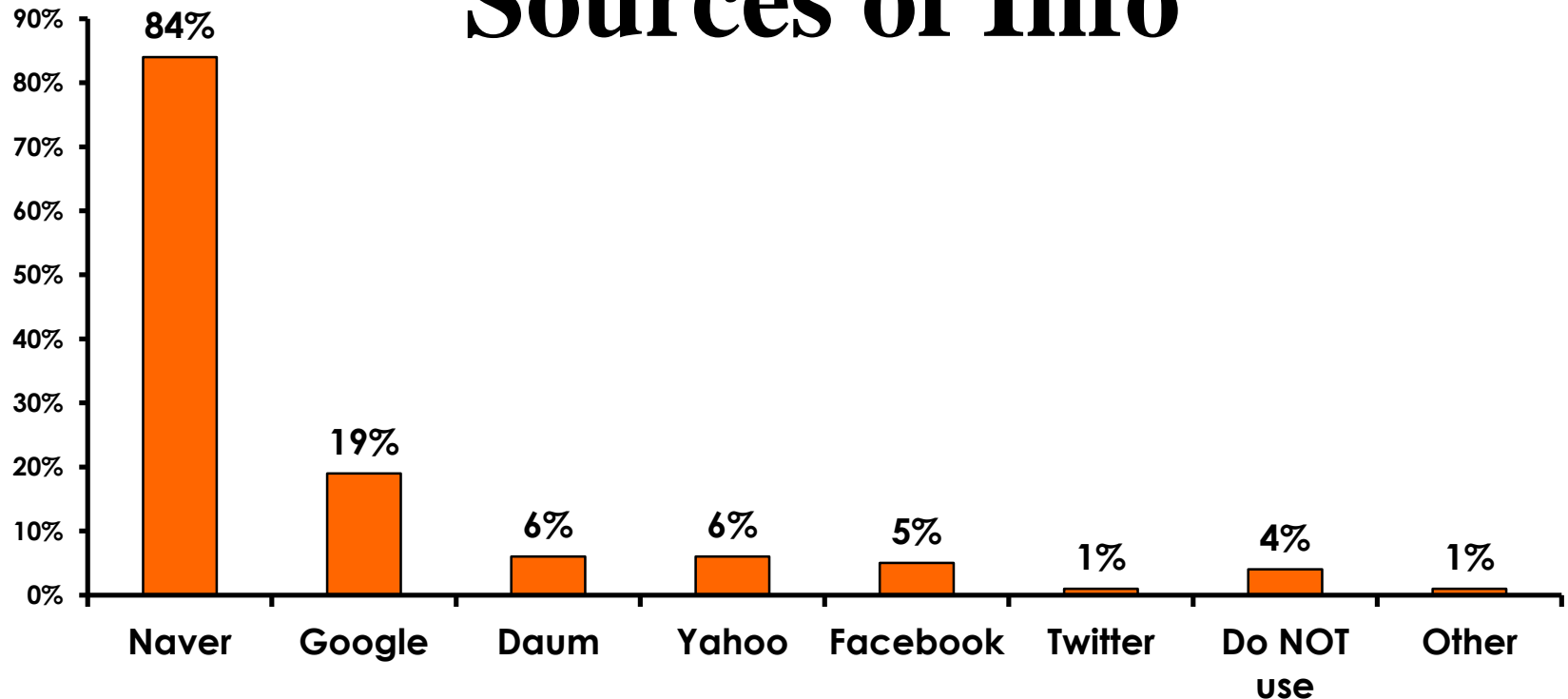


# Internet- Guam Sources of Info

	FY2013	FY2014
Search engines	66%	66%
Blogs	66%	66%
None	4%	3%
Q&A sites	1%	1%
Social Network	3%	6%
Forums	1%	4%
Other	2%	2%

# Internet- Things To Do

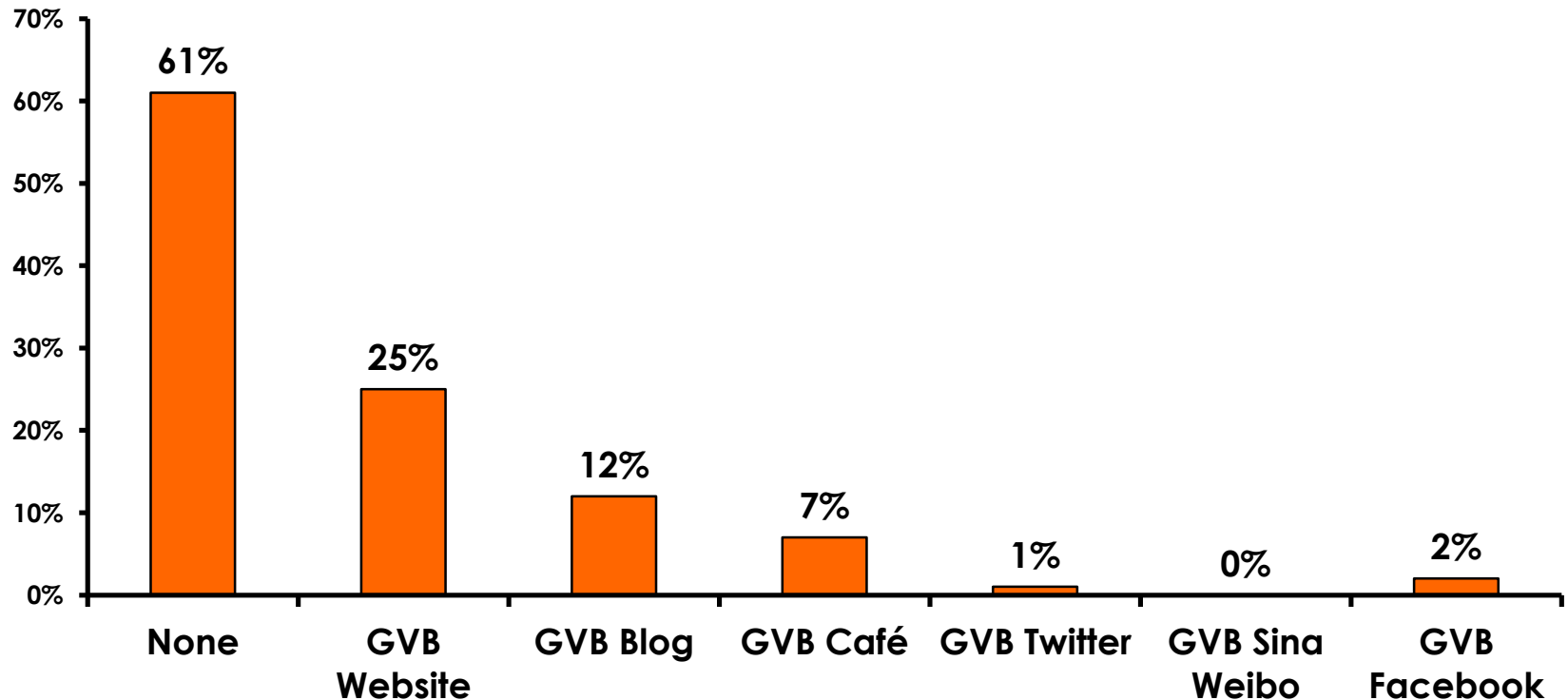
## Sources of Info



# Internet- Things To Do Sources of Info

	FY2013	FY2014
Naver	88%	84%
Google	12%	19%
Yahoo	2%	6%
Daum	5%	6%
Facebook	1%	5%
Do Not Use	6%	4%
Twitter	1%	1%
Other	1%	1%
Baidu		1%
Weibo		0%

# Internet- GVB Sources

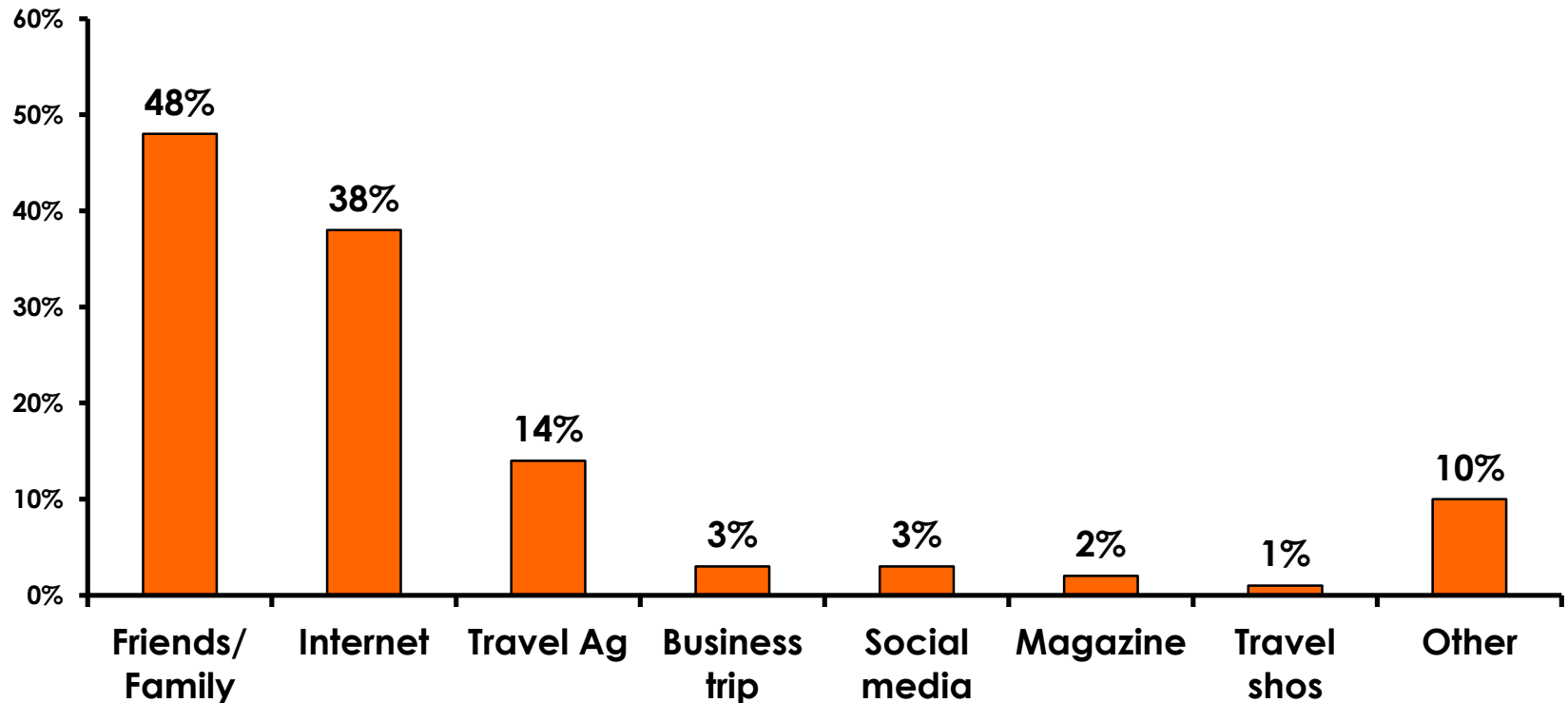


# Internet- GVB Sources

	FY2013	FY2014
None	62%	61%
GVB Website	24%	25%
GVB Blog	14%	12%
GVB Café	6%	7%
GVB Facebook	1%	2%
GVB Twitter	1%	1%
GVB Sina Weibo	1%	0%



# Travel Motivation- Info Sources

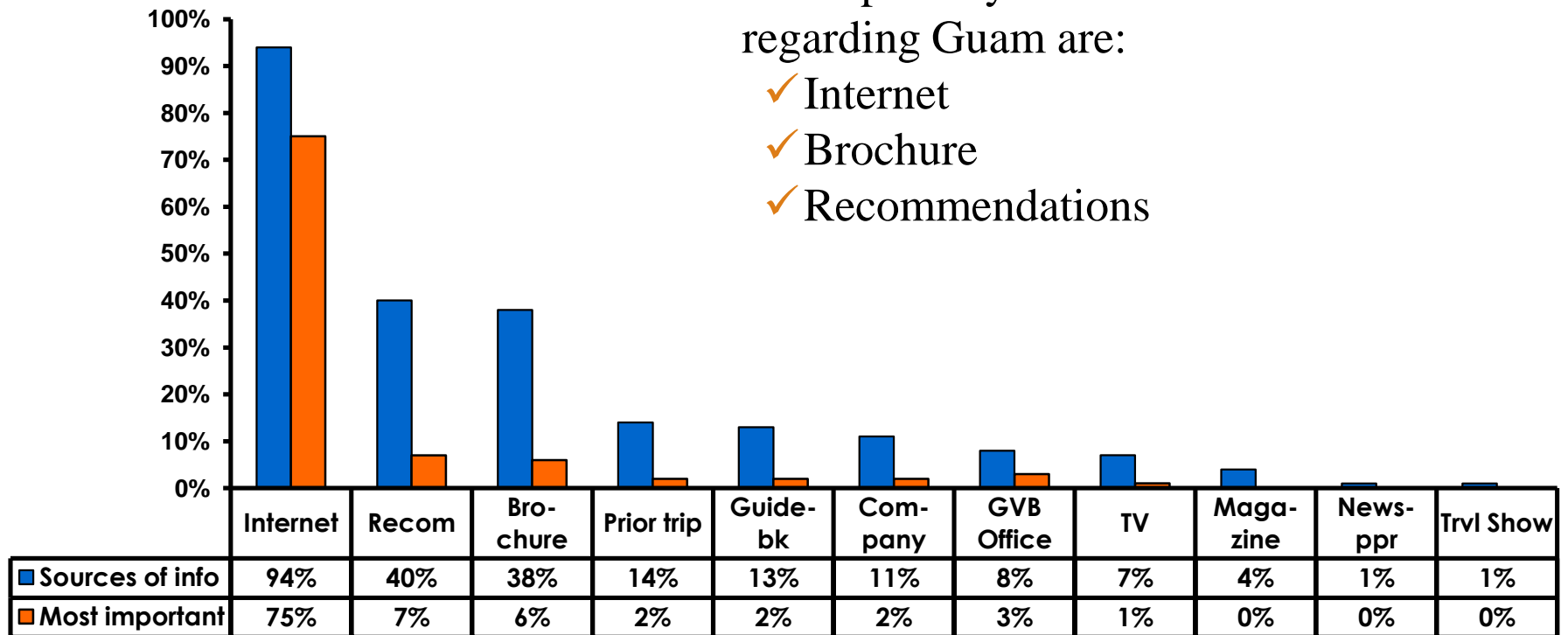


# Travel Motivation- Info Sources

	FY2013	FY2014
Friends/ family	48%	48%
Internet	38%	39%
Travel agent	14%	13%
Other	10%	12%
Social media	3%	6%
Company/ Bus trip	3%	5%
Magazines	2%	2%
Travel Shows	1%	2%

# Sources of Information Pre-arrival

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

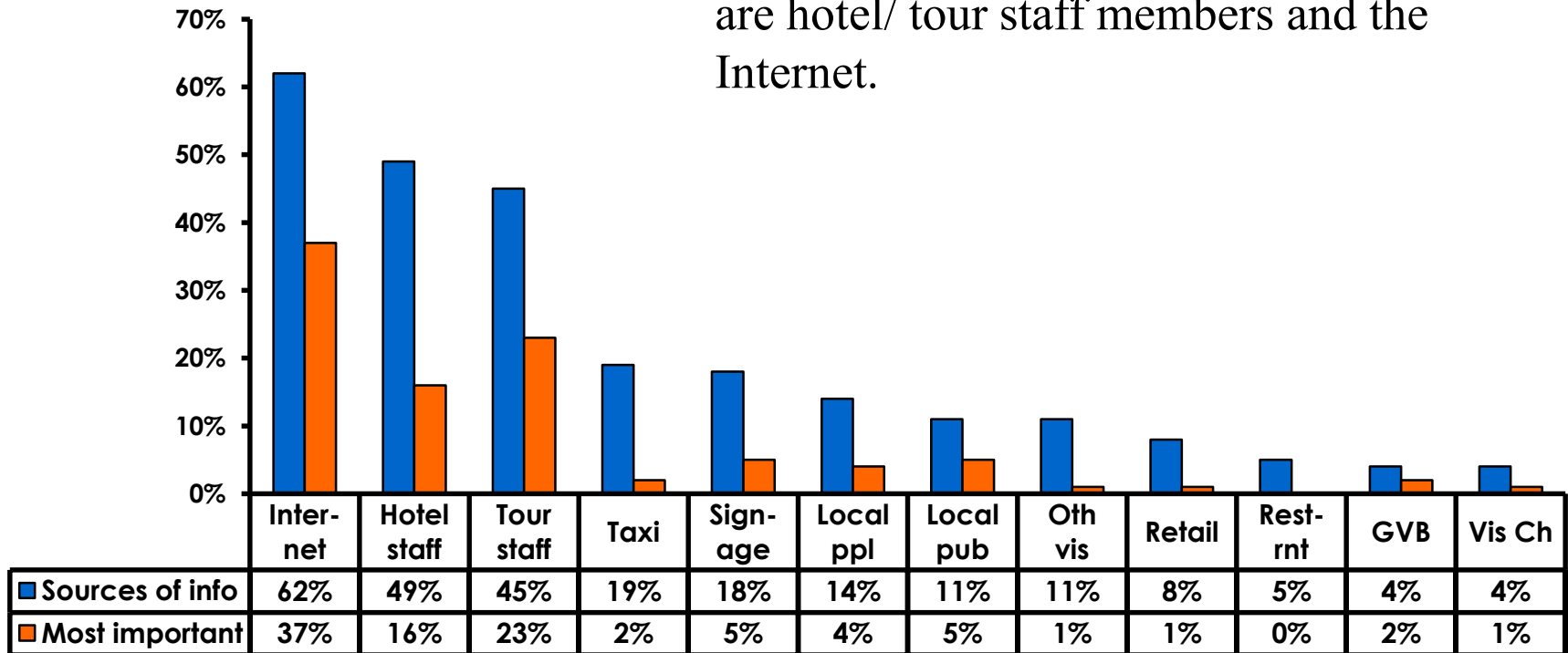


# Pre-Arrival Sources – Top 3 Most Important

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014
<b>Internet</b>	62%	63%	62%	63%	65%	68%	75%	75%
<b>Brochure</b>	11%	10%	11%	12%	11%	10%	9%	6%
<b>Recom- mendation</b>	6%	6%	6%	6%	Not top 3	4%	8%	7%
<b>TV</b>	6%	6%	6%	6%	6%	Not top 3	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.

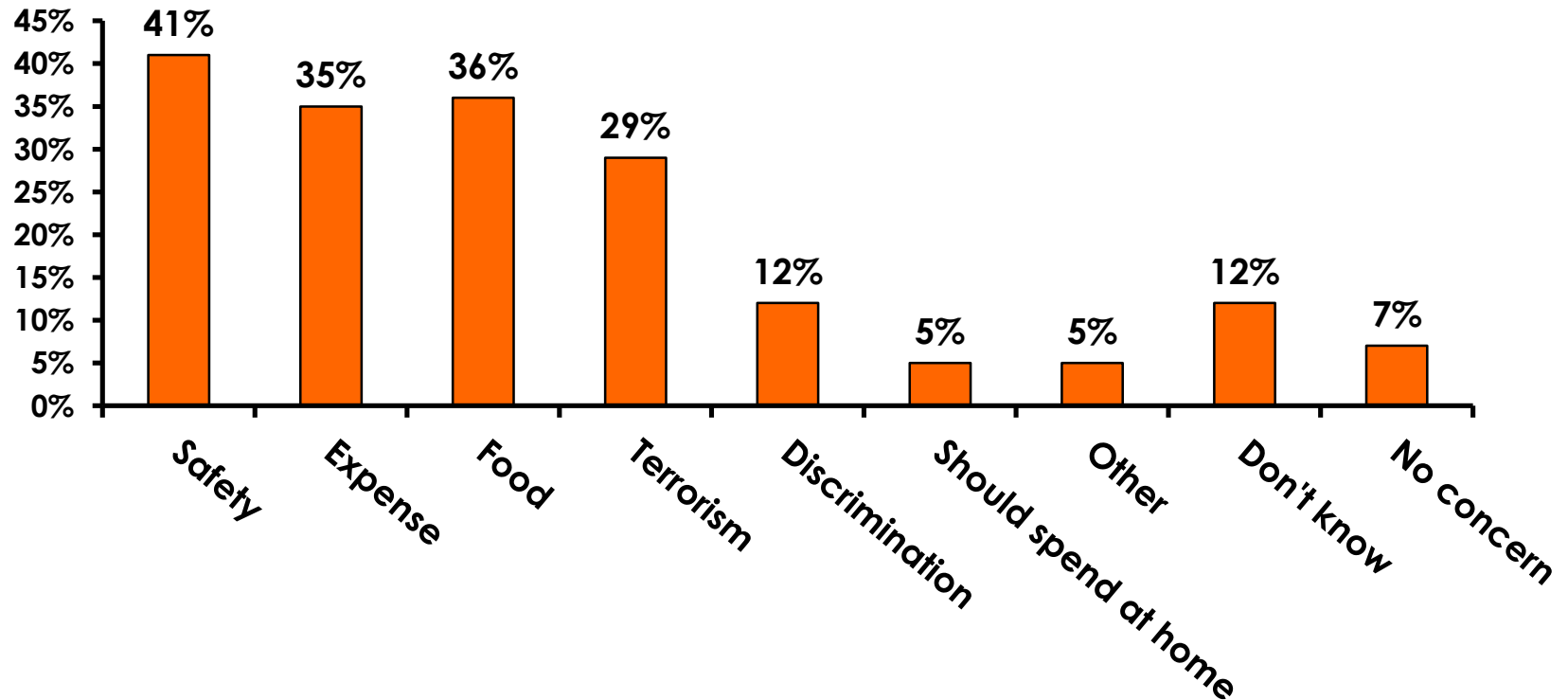


# Post-Arrival Sources – Top 3 Most Important

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014
<b>Tour staff</b>	43%	44%	42%	44%	43%	41%	30%	23%
<b>Internet</b>	NA	NA	NA	NA	NA	NA	24%	37%
<b>Hotel staff</b>	17%	20%	21%	19%	20%	20%	19%	16%
<b>Signage</b>	9%	10%	10%	11%	12%	12%	Not top 3	Not top 3

# SECTION 6 **OTHER ISSUES**

# Concerns about travel outside of Korea - Overall





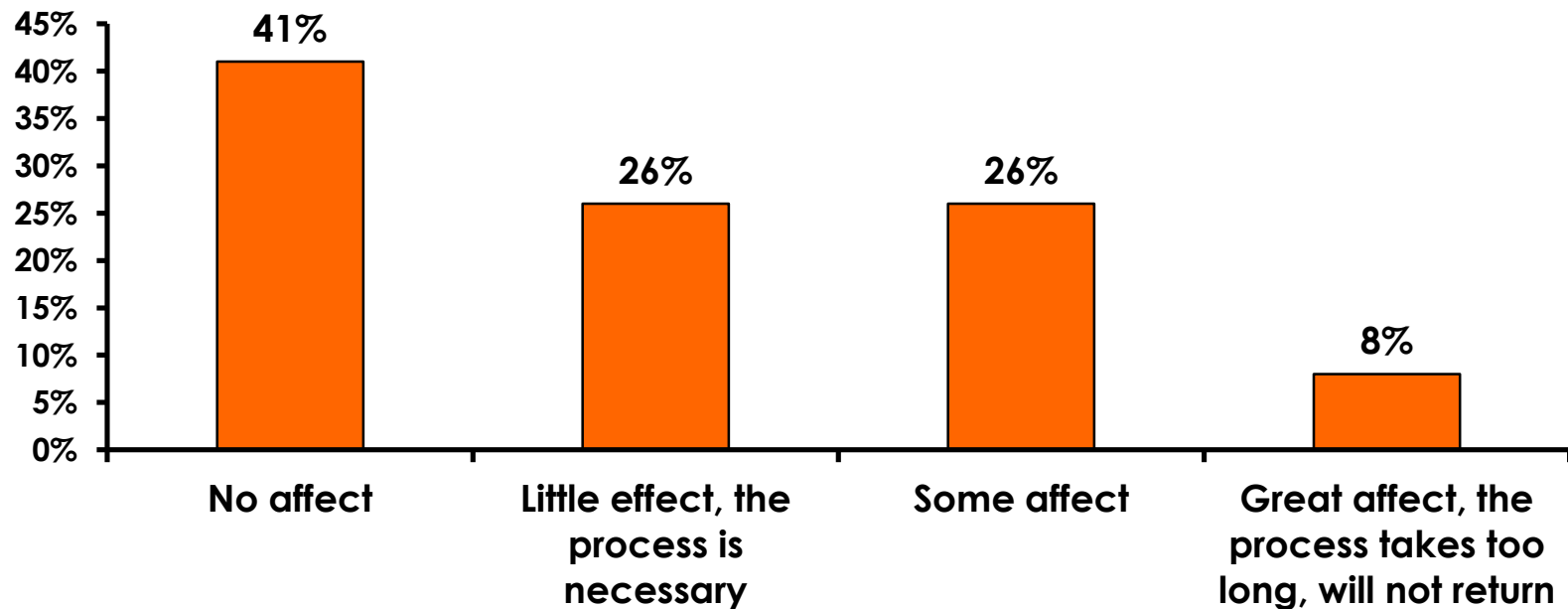
# Concerns about travel outside of Korea

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014
<b>Safety</b>	62%	58%	57%	62%	66%	63%	43%	41%
<b>Expense</b>	44%	48%	58%	49%	50%	51%	37%	35%
<b>Food</b>	35%	35%	35%	33%	37%	37%	35%	36%
<b>Terrorism</b>	34%	26%	27%	30%	29%	24%	27%	29%
<b>Dis-crimination</b>	-	-	-	-	4%	11%	14%	12%
<b>Should spend @home</b>	12%	11%	15%	9%	9%	8%	6%	5%
<b>Other</b>	5%	6%	9%	6%	4%	3%	3%	5%
<b>DK</b>	4%	4%	2%	3%	3%	4%	12%	12%
<b>No Concern</b>	3%	4%	2%	3%	2%	3%	7%	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	41%	30%	39%	46%	32%	31%	41%	44%	43%	44%	44%	47%	24%	
	Food	36%	33%	37%	36%	32%	39%	44%	38%	40%	39%	40%	34%	32%	
	Expense	35%	44%	36%	35%	23%	47%	37%	41%	39%	40%	32%	33%	31%	
	Terrorism	29%	29%	29%	30%	29%	29%	24%	25%	31%	30%	32%	33%	21%	
	Discrimination against Koreans	12%	14%	12%	12%	11%	17%	7%	12%	14%	11%	14%	14%	10%	
	Don't know	12%	13%	11%	11%	21%	12%	7%	9%	7%	7%	7%	9%	19%	
	No concerns	7%	8%	7%	7%	8%	7%	5%	6%	6%	7%	7%	7%	9%	
	Should spend at home	5%	12%	7%	3%	4%	7%	10%	7%	6%	6%	5%	4%	7%	
	Other	5%	8%	5%	3%	1%	5%	6%	6%	5%	3%	6%	4%	6%	
	Total	Count	4184	260	2134	1581	136	75	187	540	643	723	490	953	214

# Security Screening/ Immigration Process at Guam International Airport



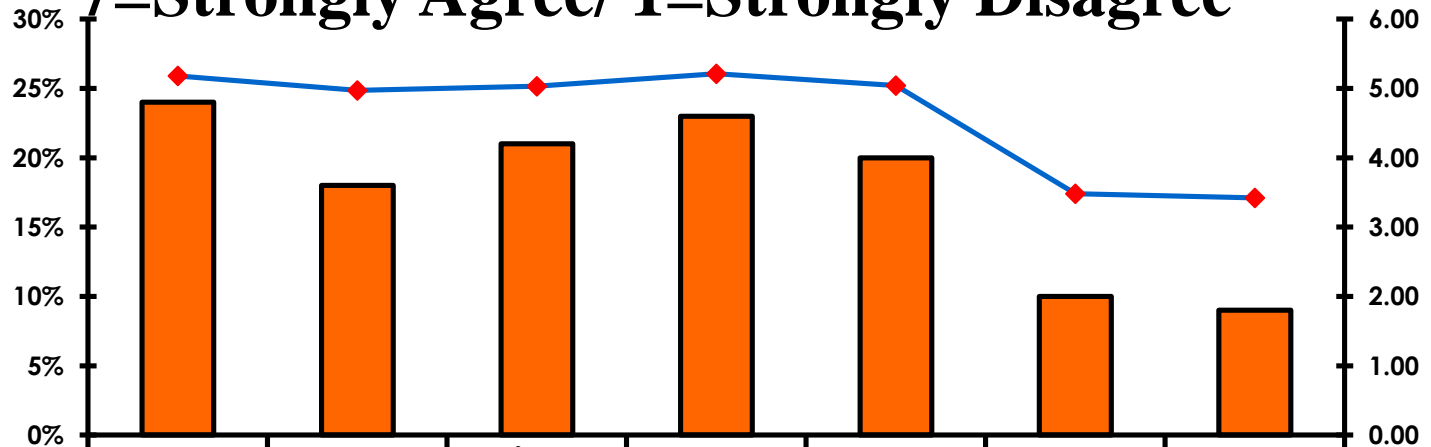
# Security Screening/ Immigration Process at Guam International Airport

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014
<b>No effect</b>	23%	27%	28%	29%	31%	29%	45%	41%
<b>Little effect</b>	38%	33%	33%	31%	31%	31%	26%	26%
<b>Some effect</b>	25%	24%	27%	28%	28%	27%	22%	26%
<b>Great effect</b>	14%	16%	12%	12%	10%	12%	8%	8%

# Airport Screening

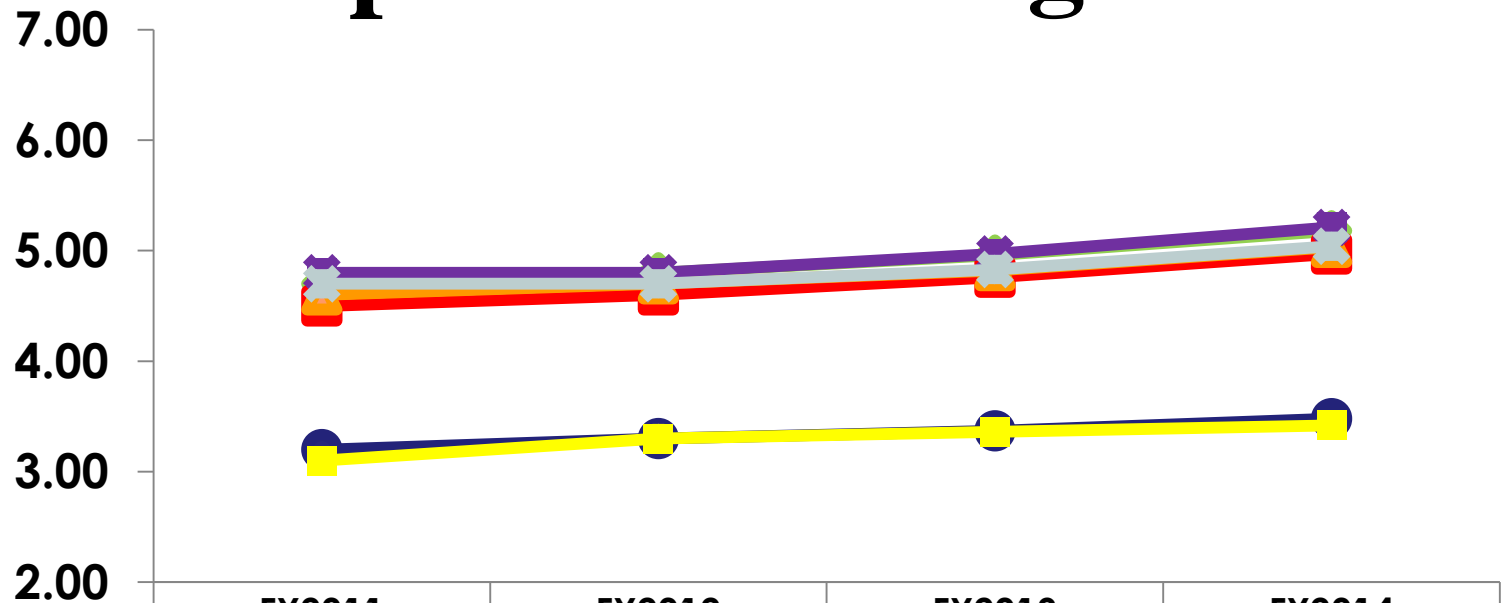
## 7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



	Time drop bags for screen reasonable	Signs bag screen reasonable	Time clear security enter secured area reasonable	Screening officer-good	Officer careful w/ belongings	Officer abused authority	Officer rude/unprof
<b>Strongly agree</b>	24%	18%	21%	23%	20%	10%	9%
<b>MEAN</b>	5.18	4.97	5.03	5.21	5.04	3.48	3.42

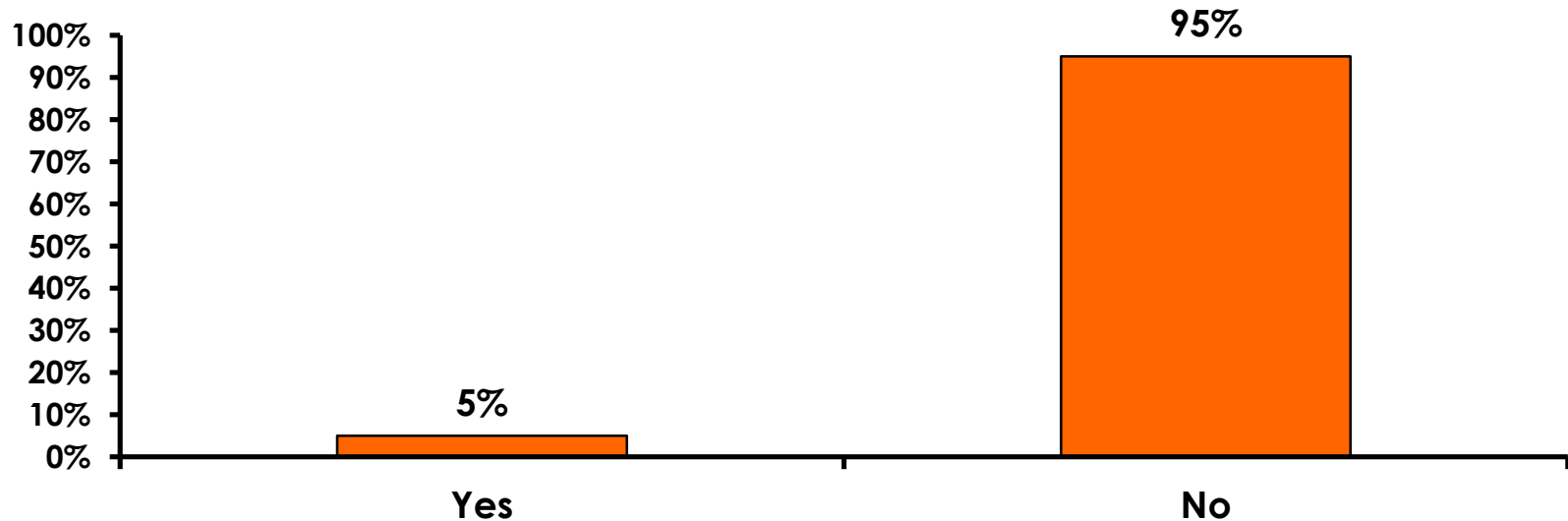
# Airport Screening



 Time- Bag screening
 Sign- Bag Screen
 Time- clear security
 Officer- good
 Officer- careful
 Officer- abusive
 Officer- rude

	FY2011	FY2012	FY2013	FY2014
Time- Bag screening	4.70	4.80	4.96	5.18
Sign- Bag Screen	4.50	4.60	4.76	4.97
Time- clear security	4.60	4.70	4.82	5.03
Officer- good	4.80	4.80	4.97	5.21
Officer- careful	4.70	4.70	4.83	5.04
Officer- abusive	3.20	3.30	3.37	3.48
Officer- rude	3.10	3.30	3.36	3.42

# SHOP GUAM FESTIVAL AWARENESS



# SHOP GUAM FESTIVAL – IMPACT

n=69

