



# **GUAM VISITORS BUREAU**

## **Korean Visitor Tracker Exit Profile**

### **FY2014**

### **MAY 2014**



**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 **350** 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 **350** is +/- 5.23 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 +/- 5.23 percentage points.

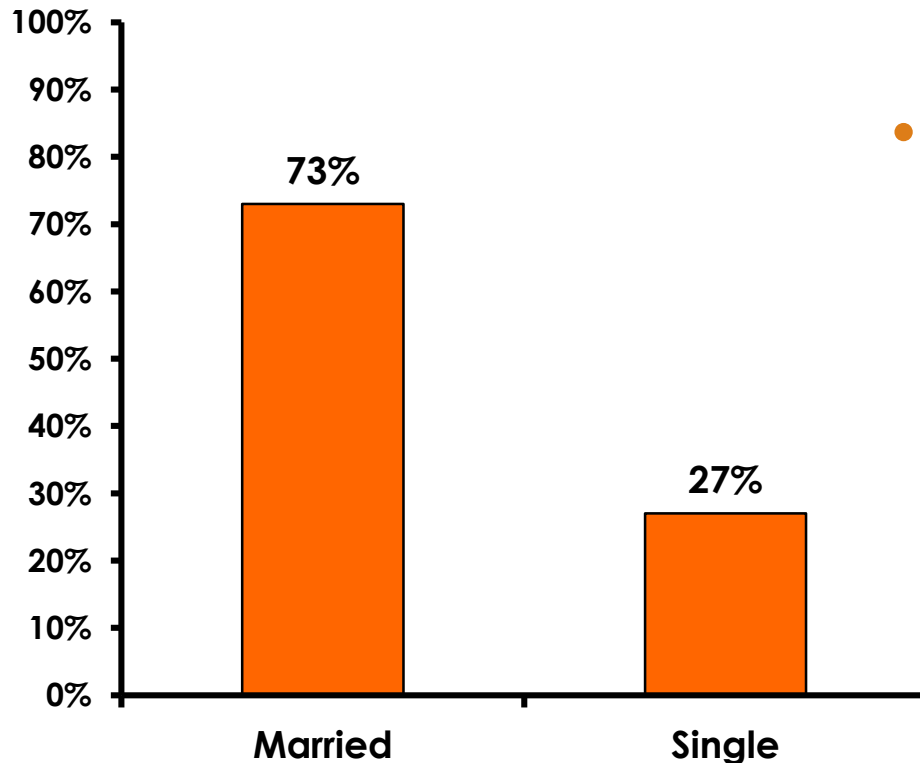
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# OBJECTIVES

- 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.

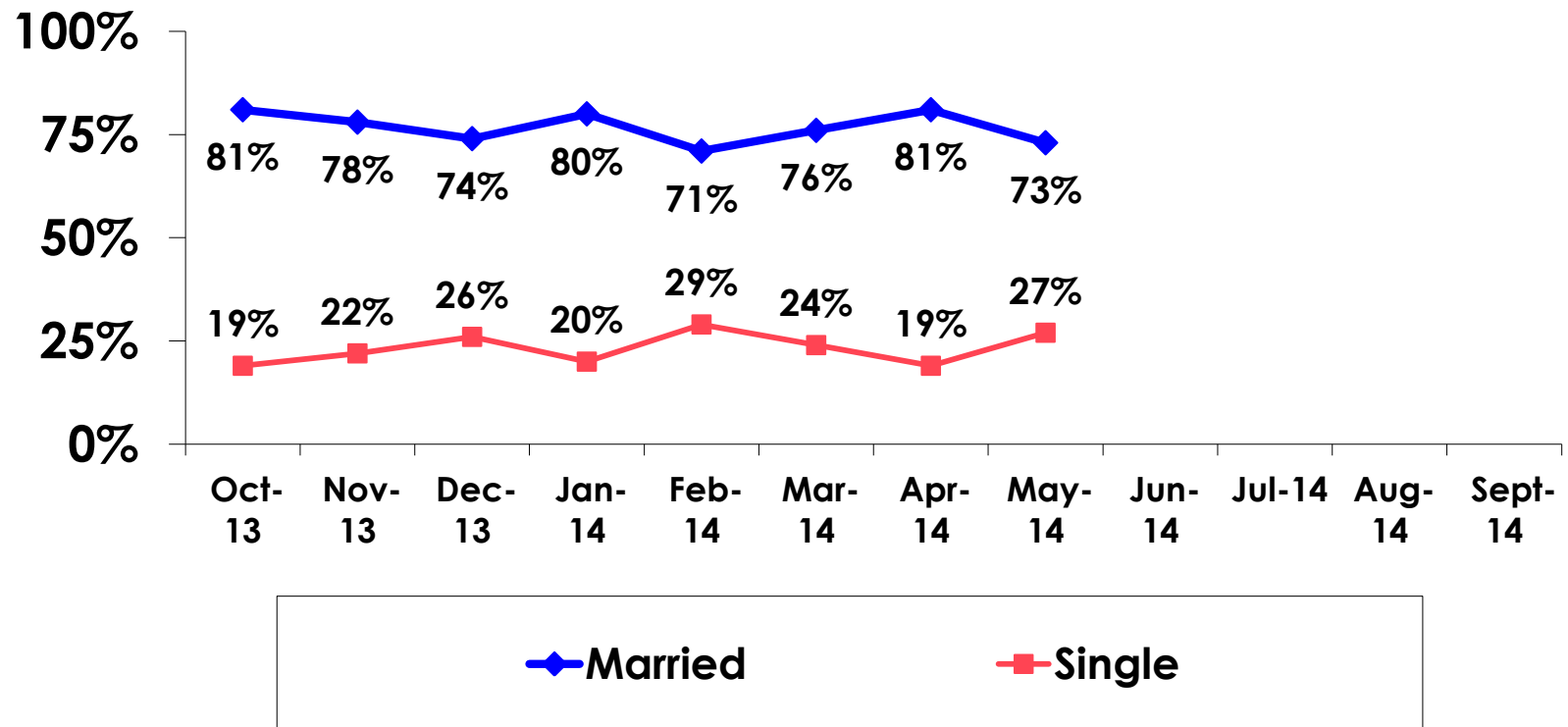
# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status - Overall

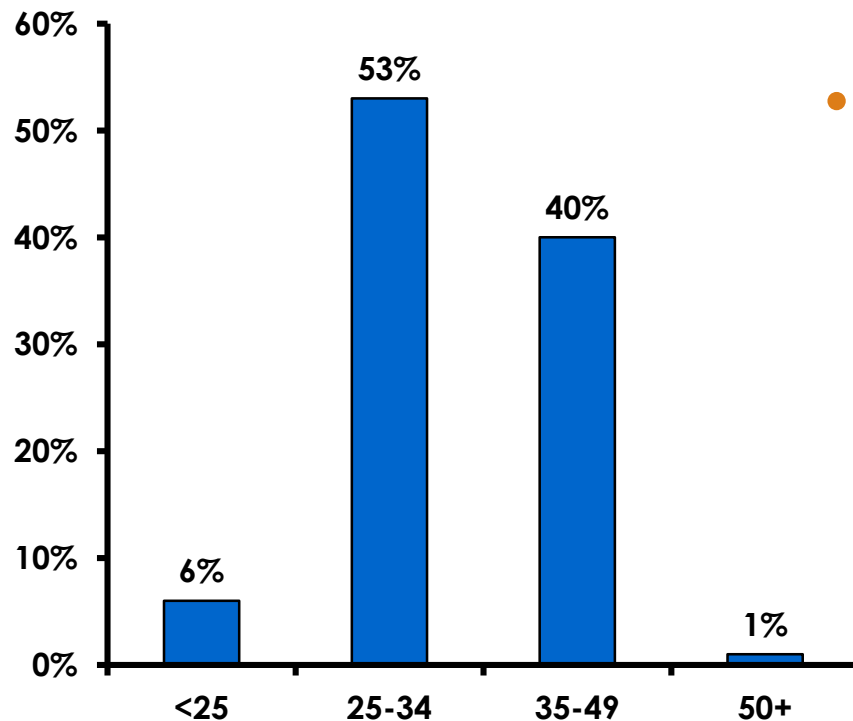


- 39% of female visitors are single.

# MARITAL STATUS

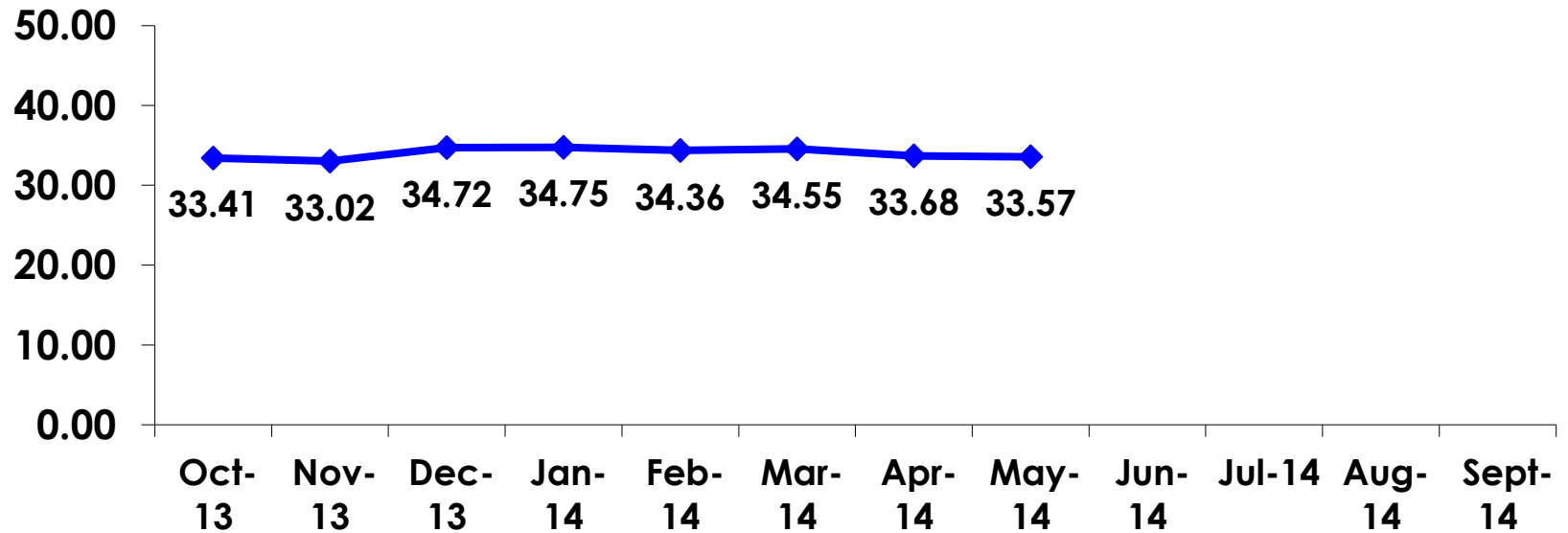


# Age - Overall



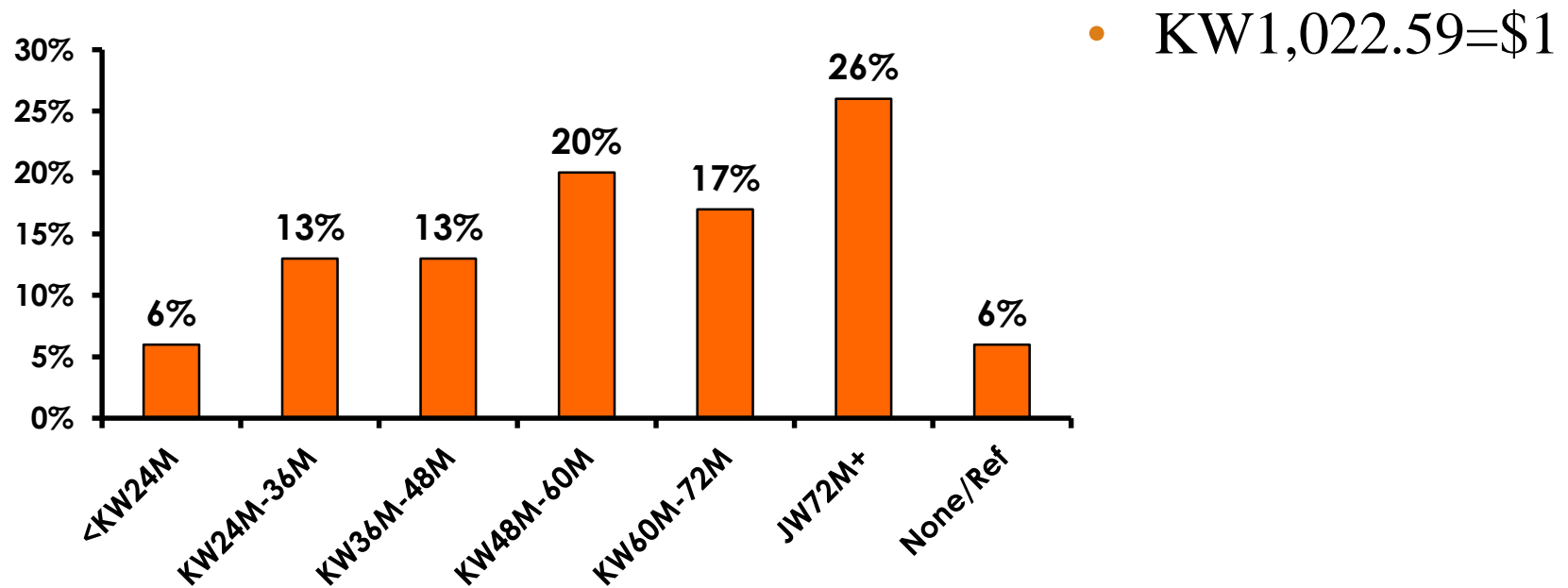
- The average age of the respondents is 33.57 years of age.

# AVERAGE - AGE

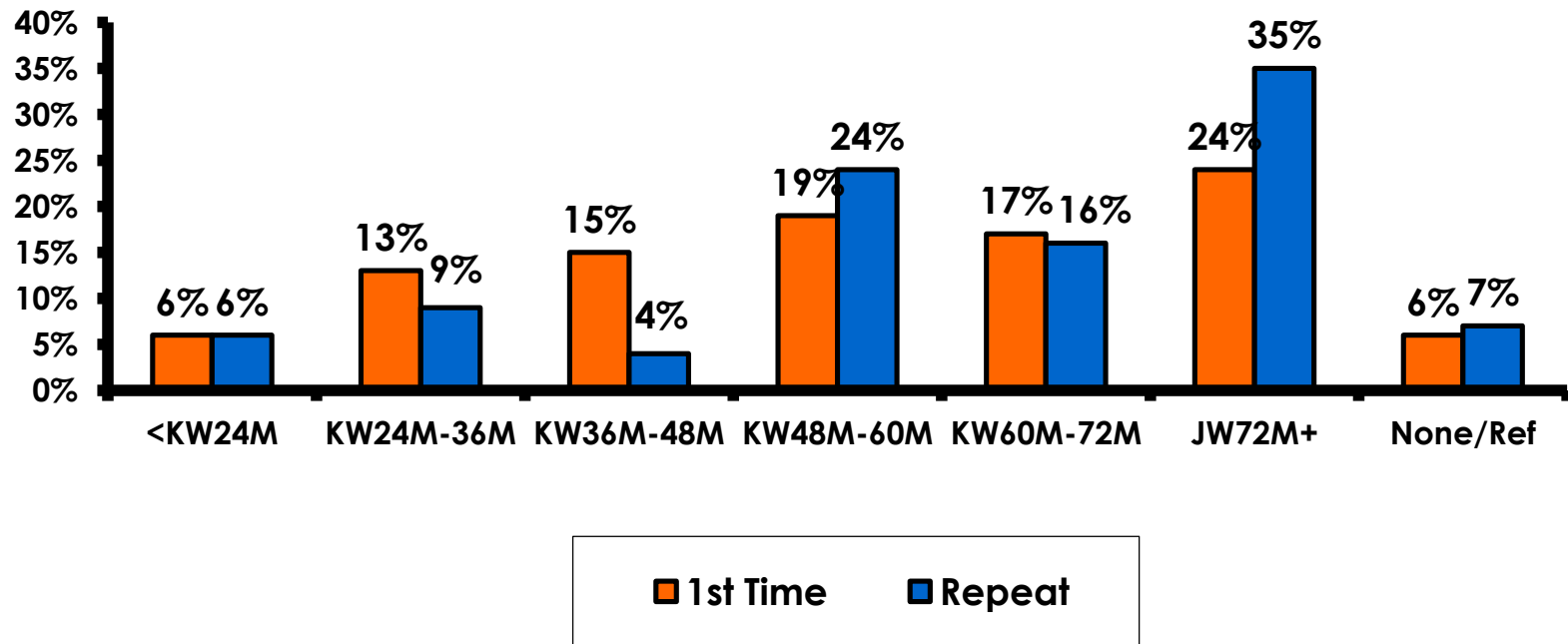




# Personal Income



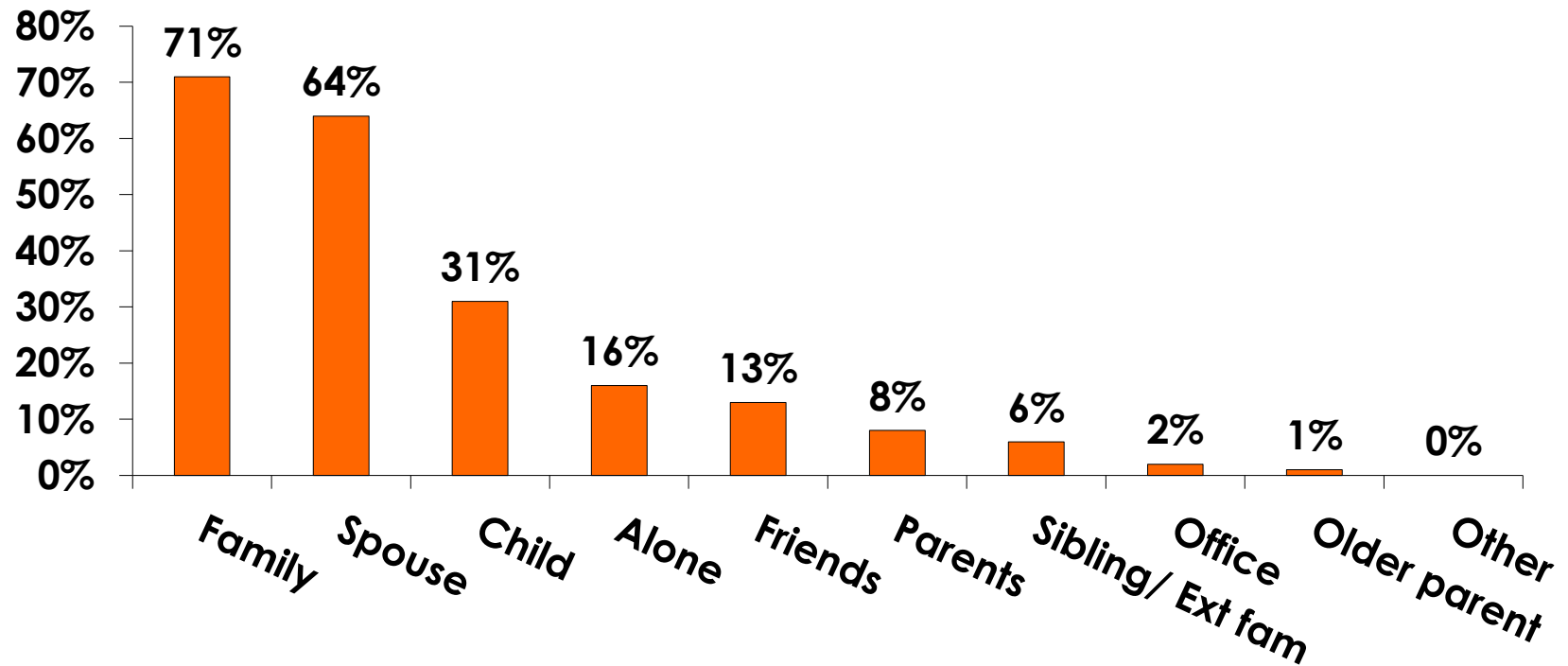
# Personal Income – 1st time vs. repeat



# Personal Income by Gender & Age

|     |                 |            | TOTAL | GENDER |        | AGE   |       |       |     |
|-----|-----------------|------------|-------|--------|--------|-------|-------|-------|-----|
|     |                 |            | -     | Male   | Female | 18-24 | 25-34 | 35-49 | 50+ |
| Q26 | <KW12.0M        | Count      | 9     | 5      | 4      | 1     | 6     | 2     |     |
|     |                 | Column N % | 3%    | 3%     | 3%     | 6%    | 4%    | 2%    |     |
|     | KW12.0M-KW24.0M | Count      | 9     | 3      | 6      | 1     | 7     |       |     |
|     |                 | Column N % | 3%    | 2%     | 4%     | 6%    | 4%    |       |     |
|     | KW24.0M-KW36.0M | Count      | 40    | 18     | 22     | 4     | 29    | 7     |     |
|     |                 | Column N % | 13%   | 11%    | 14%    | 24%   | 18%   | 6%    |     |
|     | KW36.0M-KW48.0M | Count      | 42    | 24     | 18     | 2     | 27    | 13    |     |
|     |                 | Column N % | 13%   | 15%    | 12%    | 12%   | 17%   | 11%   |     |
|     | KW48.0M-KW60.0M | Count      | 62    | 24     | 38     | 5     | 28    | 26    | 1   |
|     |                 | Column N % | 20%   | 15%    | 24%    | 29%   | 17%   | 21%   | 50% |
|     | KW60.0M-KW72.0M | Count      | 53    | 32     | 21     |       | 27    | 23    | 1   |
|     |                 | Column N % | 17%   | 20%    | 13%    |       | 17%   | 19%   | 50% |
|     | KW72.0M+        | Count      | 82    | 51     | 31     | 2     | 27    | 51    |     |
|     |                 | Column N % | 26%   | 32%    | 20%    | 12%   | 17%   | 41%   |     |
|     | No Income       | Count      | 20    | 4      | 16     | 2     | 12    | 1     |     |
|     |                 | Column N % | 6%    | 2%     | 10%    | 12%   | 7%    | 1%    |     |
|     | Total           | Count      | 317   | 161    | 156    | 17    | 163   | 123   | 2   |

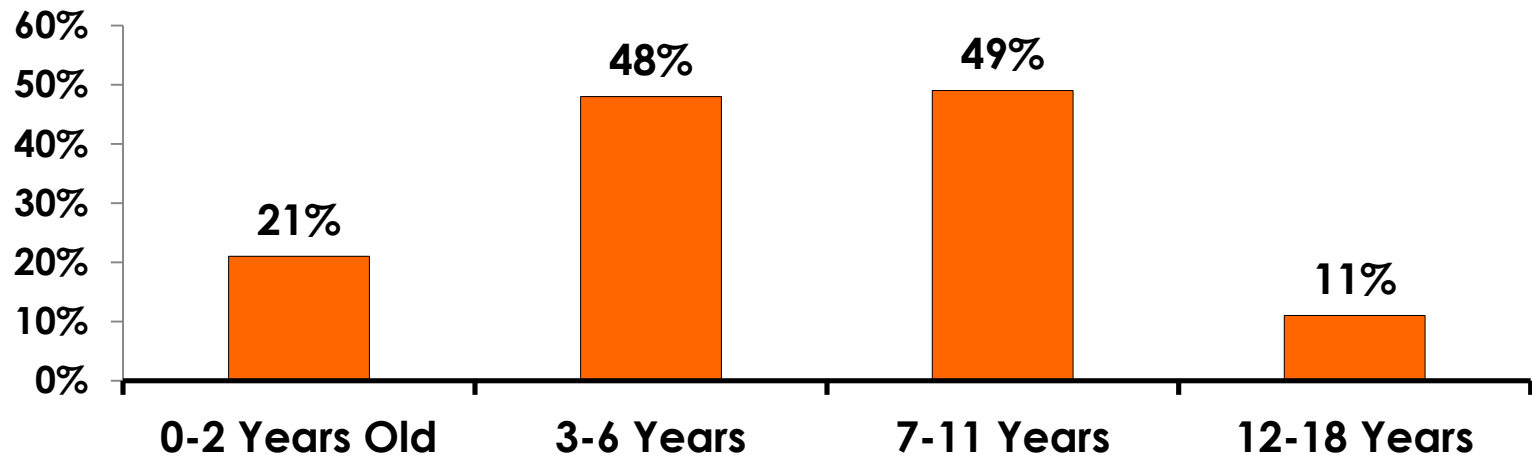
# Travel Companions



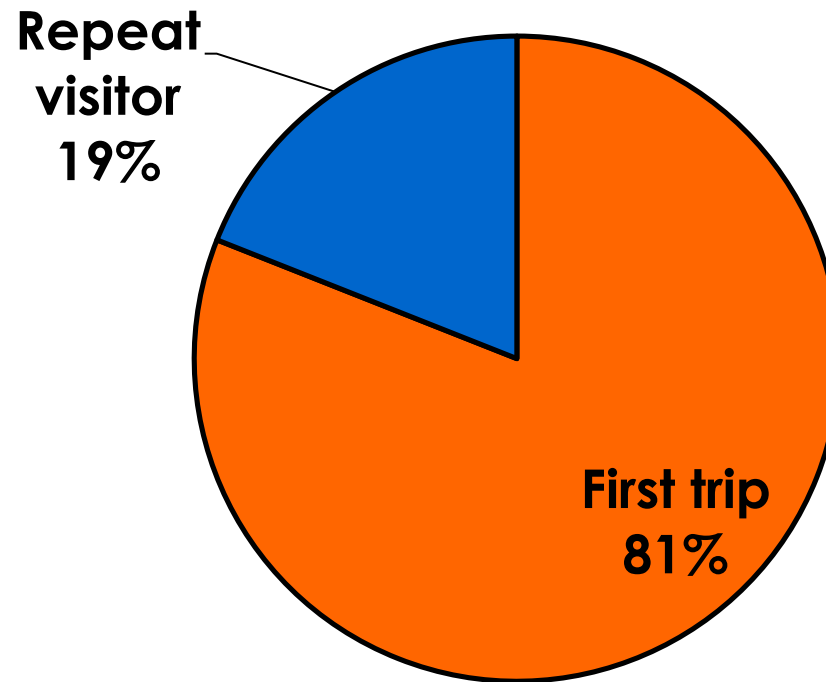
# Number of Children Travel Party

N=106 total respondents traveling with children.

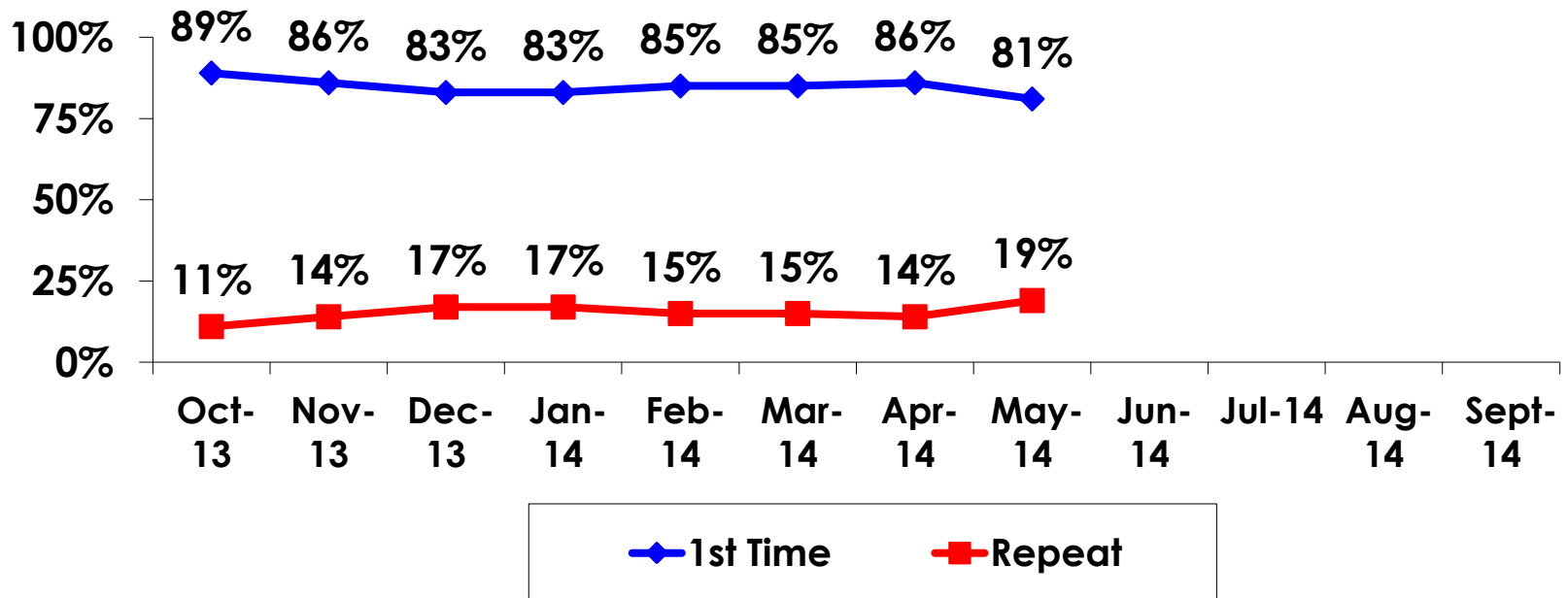
(Of those N=106 respondents, there is a total of 161 children 18 years or younger)



# Prior Trips to Guam



# PRIOR TRIPS TO GUAM



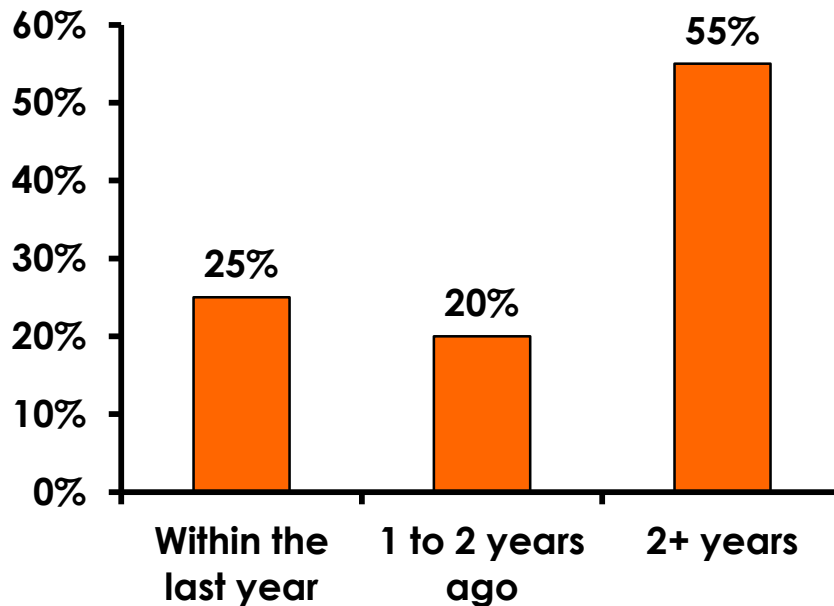
# Trips to Guam by Age & Gender

|        |        |            | TOTAL | TRIPS TO GUAM |        |
|--------|--------|------------|-------|---------------|--------|
|        |        |            | -     | 1st           | Repeat |
| GENDER | Male   | Count      | 175   | 142           | 32     |
|        |        | Column N % | 50%   | 50%           | 48%    |
|        | Female | Count      | 175   | 140           | 35     |
|        |        | Column N % | 50%   | 50%           | 52%    |
|        | Total  | Count      | 350   | 282           | 67     |
| AGE    | 18-24  | Count      | 20    | 18            | 2      |
|        |        | Column N % | 6%    | 7%            | 3%     |
|        | 25-34  | Count      | 177   | 155           | 22     |
|        |        | Column N % | 53%   | 57%           | 34%    |
|        | 35-49  | Count      | 134   | 98            | 36     |
|        |        | Column N % | 40%   | 36%           | 56%    |
|        | 50+    | Count      | 5     | 1             | 4      |
|        |        | Column N % | 1%    | 0%            | 6%     |
|        | Total  | Count      | 336   | 272           | 64     |



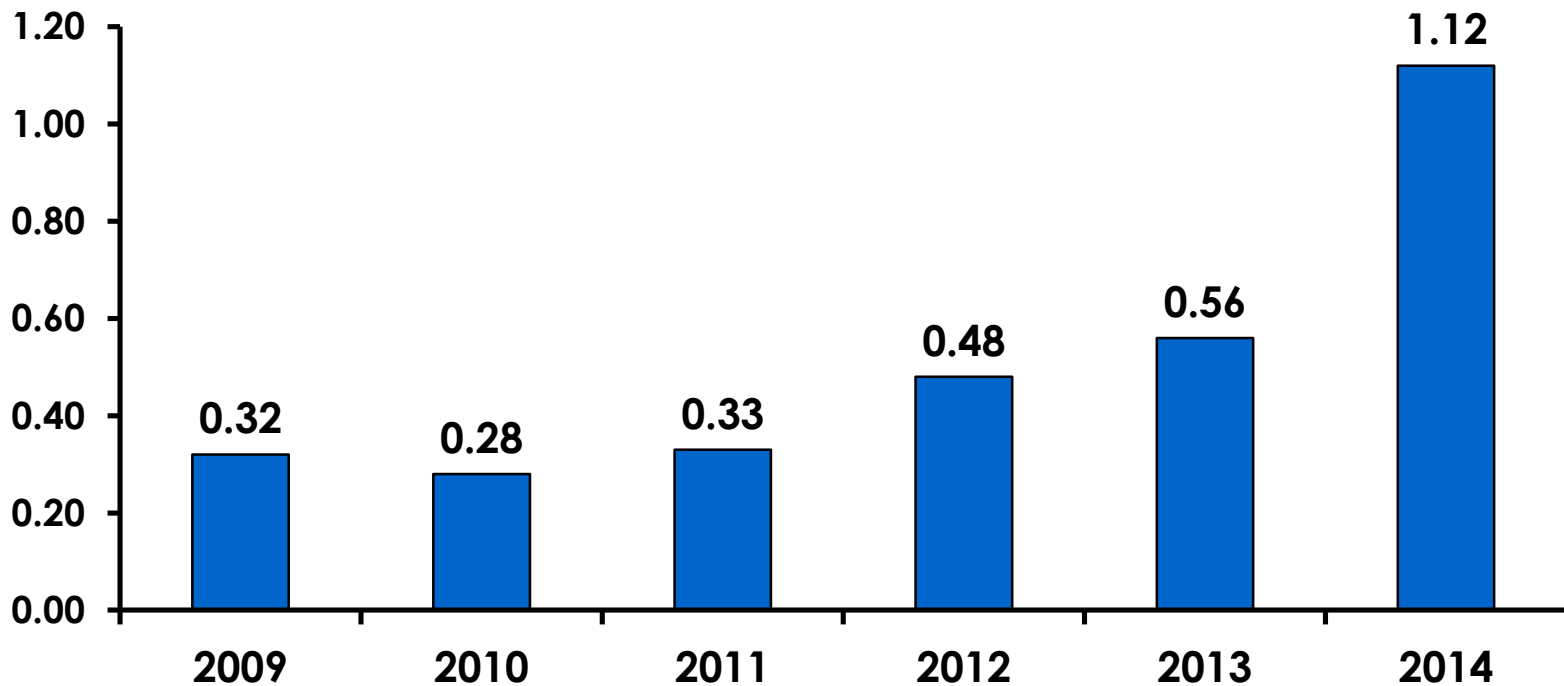
# Repeat Visitors Last Trip

n = 65



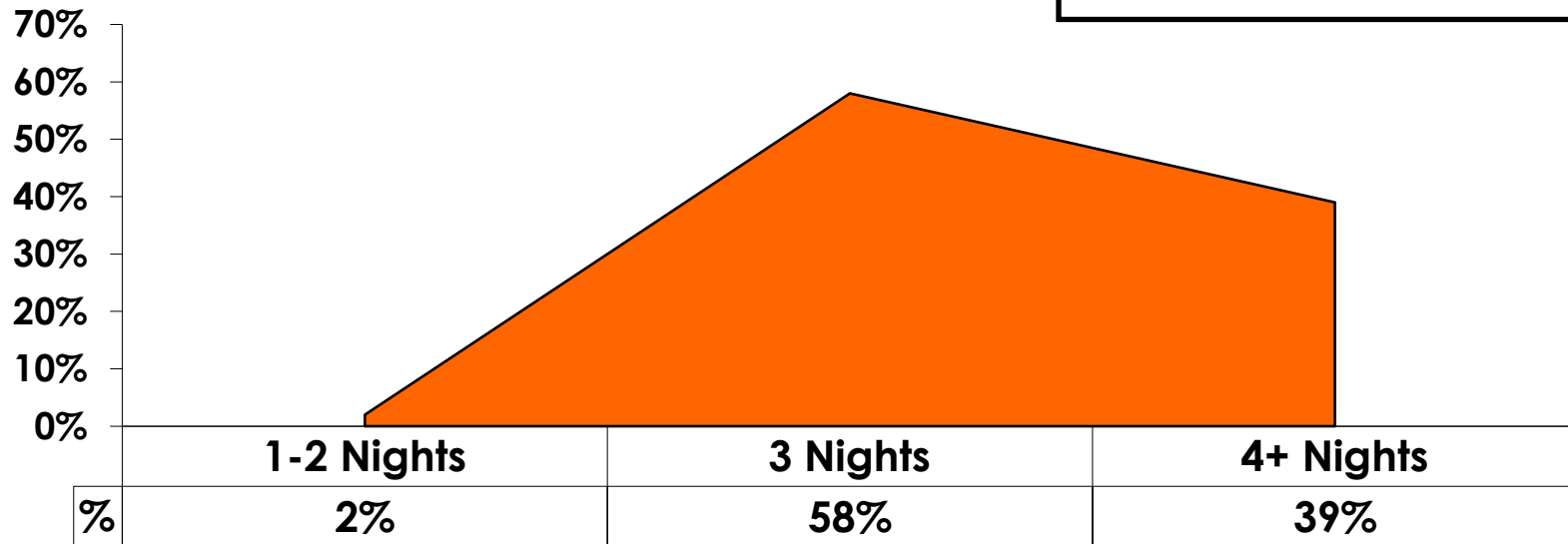
- The average repeat visitor has been to Guam 2.45 times.
- Less than half of repeat visitors have been here within the last year.

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

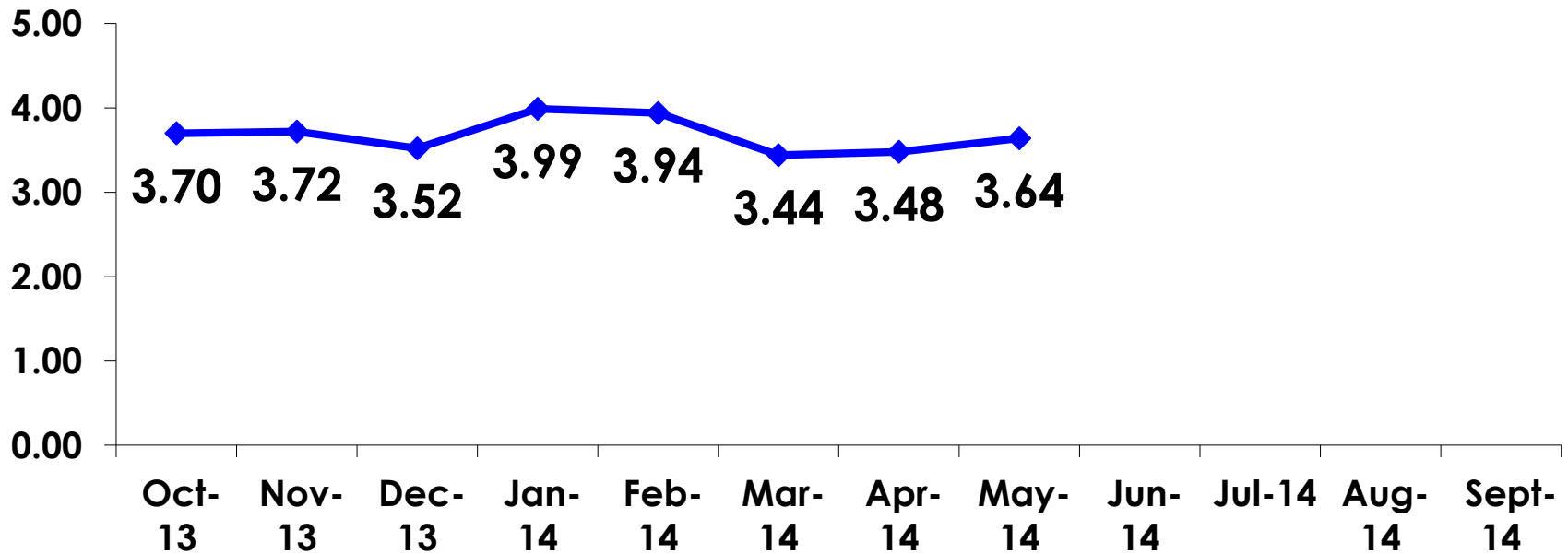


# Length of Stay

Mean = 3.64 Days  
Median = 3.0 Days



# AVG LENGTH OF STAY

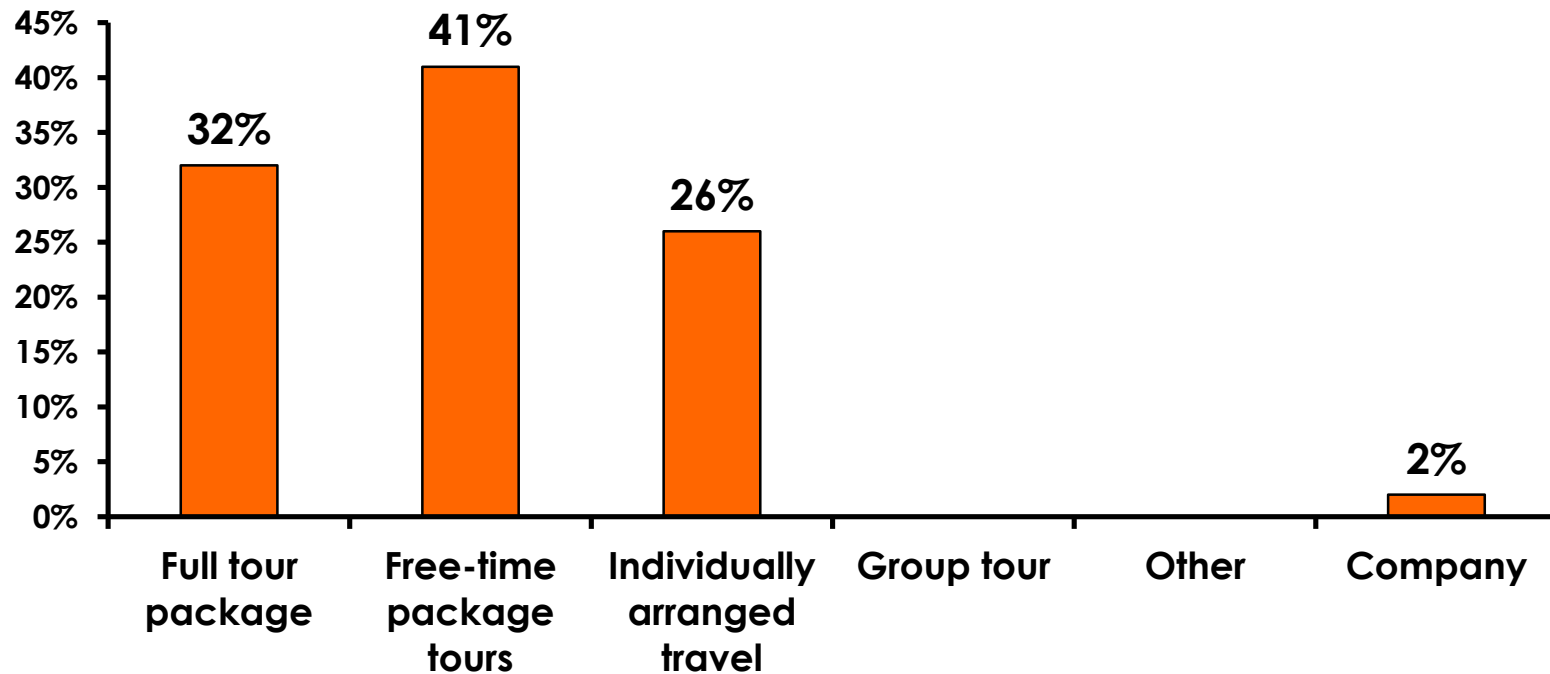


# Occupation by Income

|     |                                    | 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         | 30%   | 22%      | 22%             | 28%             | 33%             | 40%             | 33%             | 33%      |           |    |
|     | Professional/ Specialist/ Tech     | 15%   | 11%      | 33%             | 20%             | 17%             | 13%             | 6%              | 21%      |           |    |
|     | Self-employed                      | 15%   | 22%      |                 | 5%              | 19%             | 13%             | 17%             | 23%      |           |    |
|     | Housewife/ Homemaker               | 11%   | 11%      | 22%             | 10%             | 7%              | 8%              | 6%              | 10%      | 20%       |    |
|     | Student                            | 7%    | 22%      |                 | 5%              | 2%              |                 |                 | 3%       | 60%       |    |
|     | Service worker/ Private hse worker | 5%    |          |                 | 5%              | 2%              | 12%             | 8%              |          |           |    |
|     | Professor/ Teacher/ After-school   | 4%    |          | 22%             | 5%              | 7%              |                 | 8%              | 3%       |           |    |
|     | Unemployed                         | 2%    | 11%      |                 | 3%              | 2%              | 3%              |                 |          | 20%       |    |
|     | Skilled worker                     | 2%    |          |                 | 5%              | 5%              |                 | 8%              |          |           |    |
|     | Manager/ Admin                     | 2%    |          |                 |                 | 2%              | 3%              | 6%              | 3%       |           |    |
|     | Freelancer                         | 2%    |          |                 | 3%              | 2%              | 2%              | 4%              |          |           |    |
|     | Sales worker/ Clerical             | 2%    |          |                 | 8%              |                 | 2%              |                 |          |           |    |
|     | Govt- office worker non-mgr        | 1%    |          |                 | 3%              |                 | 2%              |                 | 1%       |           |    |
|     | Other                              | 1%    |          |                 |                 |                 |                 | 4%              |          |           |    |
|     | Judicial                           | 1%    |          |                 |                 |                 |                 |                 | 3%       |           |    |
|     | Retired                            | 1%    |          |                 |                 |                 | 2%              | 2%              |          |           |    |
|     | Govt- Executive                    | 0%    |          |                 | 3%              |                 |                 |                 |          |           |    |
|     | Govt- Manager                      | 0%    |          |                 |                 |                 |                 |                 | 1%       |           |    |
|     | Total                              | Count | 321      | 9               | 9               | 40              | 42              | 60              | 52       | 78        | 15 |

# SECTION 2 **TRAVEL PLANNING**

# Travel Planning - Overall



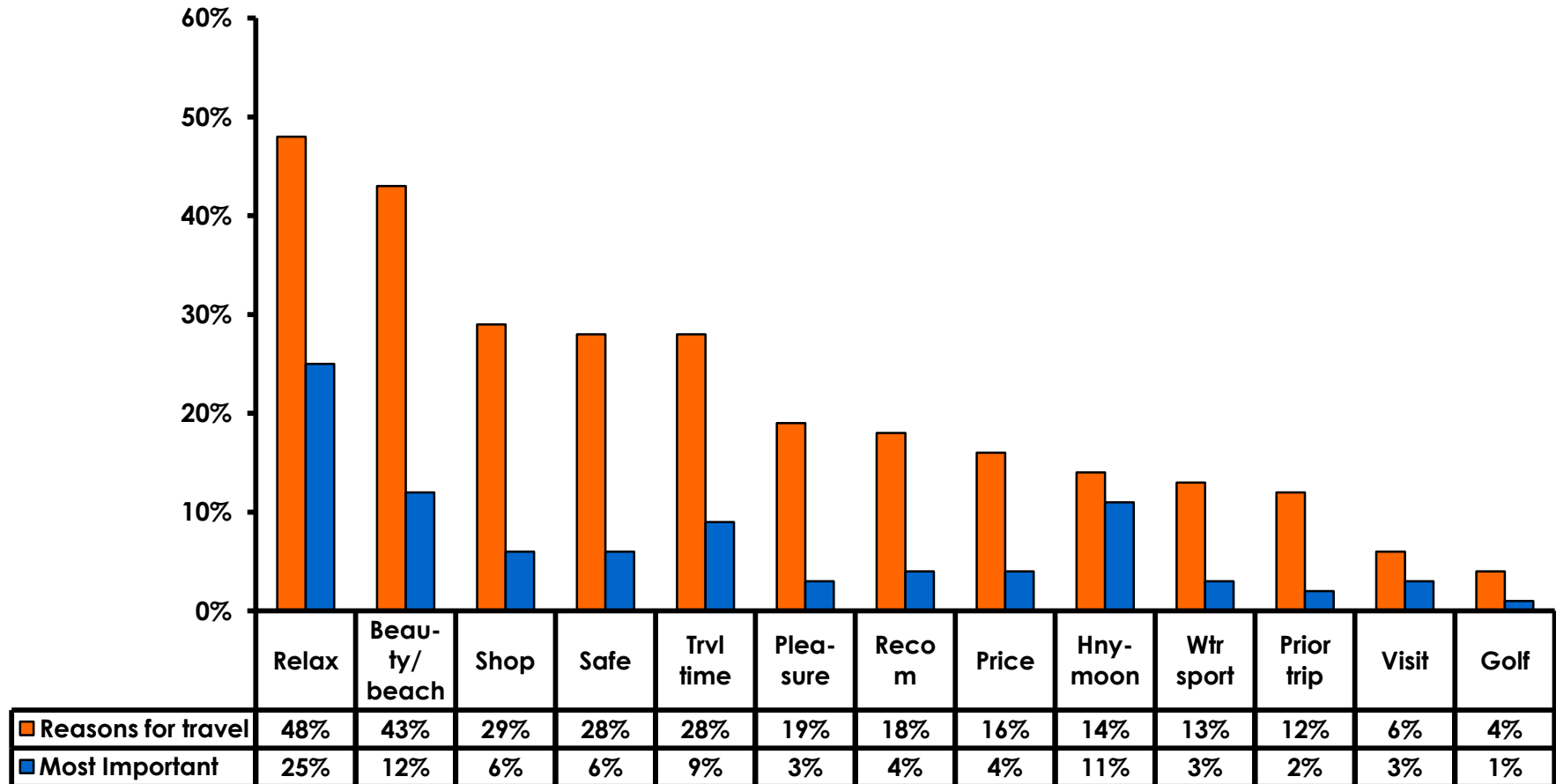
# Accommodation by Income

Average length of stay: 3.64 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                    | 35%   | 44%      | 44%             | 26%             | 33%             | 39%             | 23%             | 45%      | 30%       |    |
|    | Hyatt Regency Guam          | 11%   | 11%      |                 | 10%             | 5%              | 8%              | 25%             | 13%      | 10%       |    |
|    | Hotel Nikko Guam            | 8%    |          | 11%             | 8%              | 7%              | 8%              | 6%              | 11%      | 5%        |    |
|    | Sheraton Laguna Guam        | 7%    | 11%      |                 | 21%             | 5%              | 8%              | 8%              | 2%       | 10%       |    |
|    | Hilton Guam Resort          | 5%    |          |                 | 13%             | 7%              | 3%              | 2%              | 5%       | 5%        |    |
|    | Home stay/ friend/ relative | 5%    | 22%      |                 |                 |                 | 10%             | 6%              | 2%       | 10%       |    |
|    | Outrigger Guam Resort       | 5%    |          | 11%             | 8%              | 12%             | 5%              | 4%              |          | 5%        |    |
|    | Westin Resort Guam          | 5%    |          | 11%             | 3%              | 5%              | 5%              | 6%              | 6%       |           |    |
|    | Holiday Resort Guam         | 3%    |          |                 | 3%              | 7%              |                 | 8%              | 1%       | 5%        |    |
|    | Guam Marriott Resort        | 3%    |          | 11%             | 3%              | 5%              | 5%              |                 | 4%       |           |    |
|    | Onward Beach Resort         | 3%    |          |                 | 5%              | 7%              |                 | 2%              | 2%       |           |    |
|    | Condo                       | 1%    |          |                 |                 |                 |                 | 2%              | 2%       |           |    |
|    | Royal Orchid Guam           | 1%    |          |                 | 3%              |                 | 2%              | 2%              |          | 5%        |    |
|    | Bayview Hotel               | 1%    |          |                 |                 | 2%              | 2%              | 2%              | 1%       |           |    |
|    | Guam Reef & Olive Spa       | 1%    |          |                 |                 |                 | 2%              | 2%              |          | 5%        |    |
|    | Leo Palace Resort           | 1%    |          |                 |                 |                 | 2%              | 2%              |          | 5%        |    |
|    | Fiesta Resort Guam          | 1%    |          |                 |                 | 5%              |                 | 2%              |          |           |    |
|    | Apartment                   | 1%    |          |                 |                 |                 |                 |                 | 1%       | 5%        |    |
|    | Pacific Bay Hotel           | 1%    |          | 11%             |                 |                 | 2%              |                 | 1%       |           |    |
|    | Tumon Bay Capital Hotel     | 1%    | 11%      |                 |                 |                 |                 |                 | 1%       |           |    |
|    | Grand Plaza Hotel           | 0%    |          |                 |                 |                 |                 | 2%              |          |           |    |
|    | Total                       | Count | 349      | 9               | 9               | 39              | 42              | 62              | 53       | 82        | 20 |



# Travel Motivation - Top Responses



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# Most Important Reason for Choosing Guam

- Relaxation,
- Guam's natural beauty/ beaches and
- Honeymoon

are the primary reasons for visiting during this period.

# Motivation by Age & Gender

|     |                                 | TOTAL | AGE   |       |       |      | GENDER |        |     |
|-----|---------------------------------|-------|-------|-------|-------|------|--------|--------|-----|
|     |                                 | -     | 18-24 | 25-34 | 35-49 | 50+  | Male   | Female |     |
| Q5A | Relax                           | 48%   | 30%   | 47%   | 53%   | 100% | 49%    | 48%    |     |
|     | Natural beauty                  | 43%   | 50%   | 40%   | 47%   | 40%  | 39%    | 47%    |     |
|     | Shopping                        | 29%   | 15%   | 35%   | 22%   |      | 26%    | 32%    |     |
|     | Safe                            | 28%   | 20%   | 26%   | 37%   | 20%  | 27%    | 30%    |     |
|     | Short travel time               | 28%   | 25%   | 24%   | 34%   | 40%  | 29%    | 28%    |     |
|     | Pleasure                        | 19%   | 30%   | 18%   | 18%   | 60%  | 14%    | 25%    |     |
|     | Recomm- friend/family/trvl agnt | 18%   | 10%   | 17%   | 19%   | 40%  | 18%    | 18%    |     |
|     | Price                           | 16%   | 15%   | 11%   | 18%   | 100% | 14%    | 18%    |     |
|     | Honeymoon                       | 14%   | 15%   | 23%   | 4%    |      | 16%    | 13%    |     |
|     | Water sports                    | 13%   | 25%   | 11%   | 16%   |      | 17%    | 10%    |     |
|     | Previous trip                   | 12%   | 10%   | 7%    | 17%   | 60%  | 13%    | 12%    |     |
|     | Visit friends/ Relatives        | 6%    | 5%    | 5%    | 7%    | 20%  | 5%     | 7%     |     |
|     | Golf                            | 4%    |       | 3%    | 7%    |      | 6%     | 2%     |     |
|     | Organized sports                | 4%    | 10%   | 3%    | 5%    |      | 5%     | 3%     |     |
|     | Other                           | 4%    |       | 6%    | 2%    |      | 5%     | 2%     |     |
|     | Scuba                           | 4%    | 5%    | 4%    | 4%    |      | 4%     | 3%     |     |
|     | Company/ Business Trip          | 3%    |       | 4%    | 1%    |      | 2%     | 3%     |     |
|     | Career Cert/ Testing            | 2%    | 10%   | 3%    | 1%    |      | 2%     | 3%     |     |
|     | Company Sponsored               | 2%    | 5%    | 3%    | 1%    |      | 2%     | 3%     |     |
|     | Married/ Attn wedding           | 1%    | 5%    | 1%    | 1%    |      | 1%     | 1%     |     |
|     | Convention/ Trade/ Conference   | 1%    |       | 2%    |       |      | 1%     | 1%     |     |
|     | Total                           | Count | 349   | 20    | 176   | 134  | 5      | 175    | 174 |

# Motivation 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+ |           |    |
| Q5A | Relax                           | 48%   | 22%      | 56%             | 73%             | 50%             | 52%             | 49%             | 50%      | 10%       |    |
|     | Natural beauty                  | 43%   | 22%      | 44%             | 58%             | 43%             | 48%             | 45%             | 39%      | 35%       |    |
|     | Shopping                        | 29%   | 11%      | 44%             | 30%             | 29%             | 30%             | 40%             | 24%      | 30%       |    |
|     | Safe                            | 28%   | 22%      | 33%             | 23%             | 29%             | 26%             | 32%             | 35%      | 20%       |    |
|     | Short travel time               | 28%   | 11%      | 22%             | 28%             | 17%             | 23%             | 26%             | 43%      | 20%       |    |
|     | Pleasure                        | 19%   | 22%      | 33%             | 13%             | 14%             | 20%             | 21%             | 21%      | 20%       |    |
|     | Recomm- friend/family/trvl agnt | 18%   | 11%      | 22%             | 25%             | 17%             | 23%             | 19%             | 12%      | 10%       |    |
|     | Price                           | 16%   |          |                 | 10%             | 14%             | 13%             | 19%             | 21%      | 10%       |    |
|     | Honeymoon                       | 14%   | 44%      | 33%             | 25%             | 26%             | 11%             | 11%             | 5%       | 5%        |    |
|     | Water sports                    | 13%   | 11%      |                 | 8%              | 2%              | 20%             | 13%             | 21%      | 10%       |    |
|     | Previous trip                   | 12%   |          | 11%             | 8%              | 5%              | 11%             | 11%             | 17%      | 15%       |    |
|     | Visit friends/ Relatives        | 6%    | 11%      |                 | 3%              | 2%              | 8%              | 8%              | 2%       | 15%       |    |
|     | Golf                            | 4%    |          |                 |                 |                 | 2%              | 11%             | 7%       |           |    |
|     | Organized sports                | 4%    |          |                 |                 | 5%              | 7%              | 4%              | 7%       |           |    |
|     | Other                           | 4%    | 11%      |                 | 5%              | 12%             | 2%              | 2%              | 4%       |           |    |
|     | Scuba                           | 4%    |          |                 |                 | 5%              | 7%              | 6%              | 4%       | 5%        |    |
|     | Company/ Business Trip          | 3%    | 11%      |                 | 3%              |                 | 5%              | 4%              | 1%       |           |    |
|     | Career Cert/ Testing            | 2%    | 11%      |                 |                 | 2%              |                 | 2%              |          | 10%       |    |
|     | Company Sponsored               | 2%    |          |                 |                 |                 | 5%              | 6%              | 1%       |           |    |
|     | Married/ Attn wedding           | 1%    |          |                 |                 |                 | 3%              |                 | 1%       |           |    |
|     | Convention/ Trade/ Conference   | 1%    |          |                 |                 |                 |                 | 4%              |          |           |    |
|     | Total                           | Count | 349      | 9               | 9               | 40              | 42              | 61              | 53       | 82        | 20 |

# SECTION 3 **EXPENDITURES**

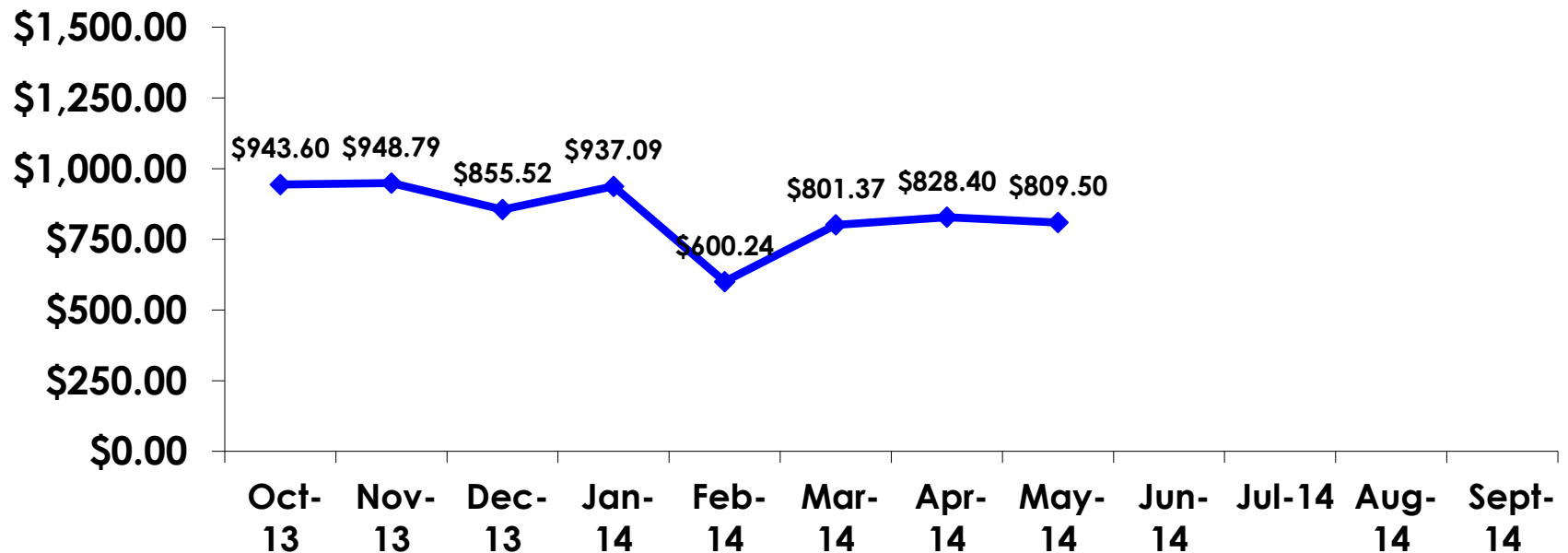
# Prepaid Expenditures

**KW 1,022.59/US\$1**

- \$1,961.19 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$19,558 = maximum (highest amount recorded for the entire sample)
- \$809.50 = overall mean average per person prepaid expenditures

# PREPAID EXPENDITURES

## Per Person



YTD=\$840.47

# Breakdown of Prepaid Expenditures

## KW 1,022.59=\$1

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

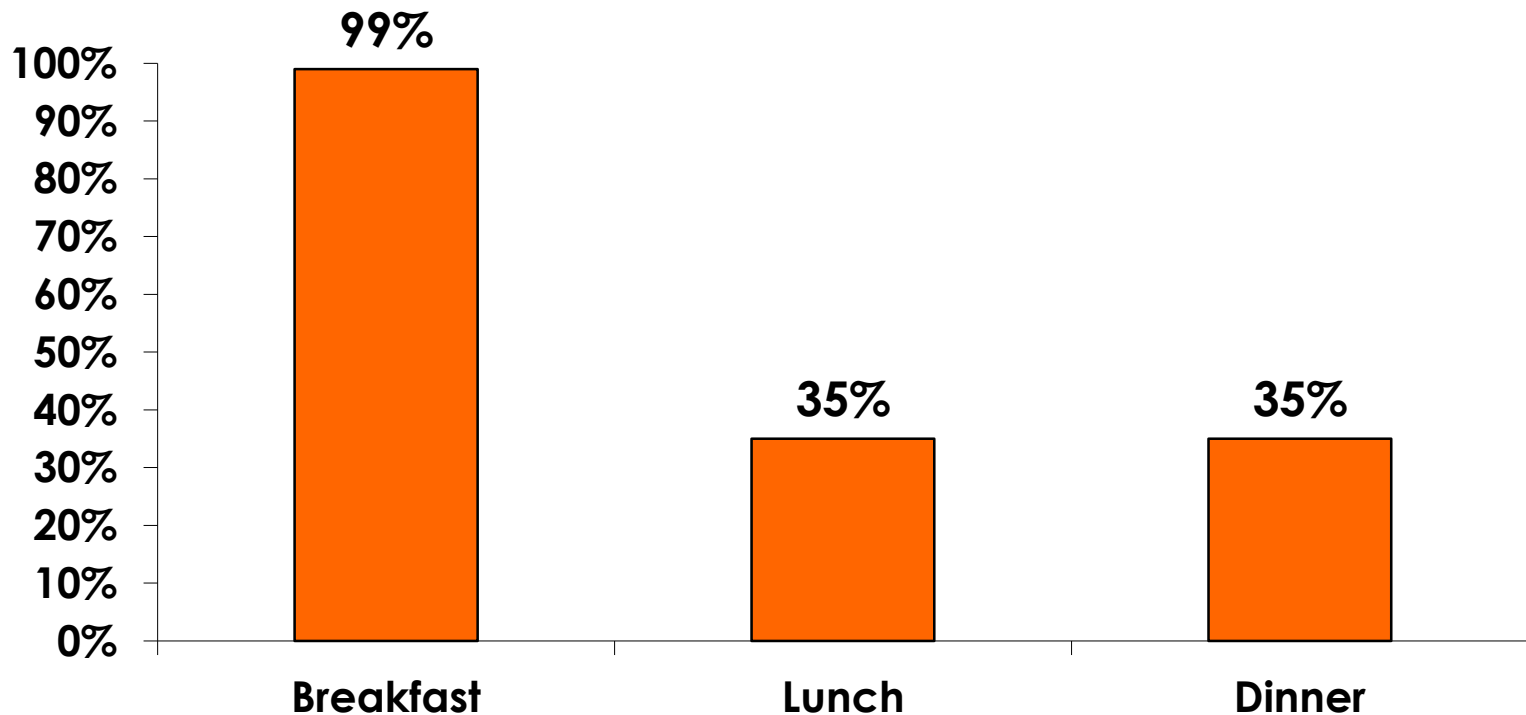
|   | MEAN \$           |
|---|-------------------|
| Air & Accommodation package only          | \$2,117.60        |
| Air & Accommodation w/ daily meal package | \$3,330.30        |
| Air only                                  | \$1,261.37        |
| Accommodation only                        | \$796.11          |
| Accommodation w/ daily meal only          | \$852.49          |
| Food & Beverages in Hotel                 | \$92.90           |
| Ground transportation – Korea             | \$132.80          |
| Ground transportation – Guam              | \$193.94          |
| Optional tours/ activities                | \$531.23          |
| Other expenses                            | \$955.45          |
| <b>Total Prepaid</b>                      | <b>\$1,961.19</b> |



# PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n=144

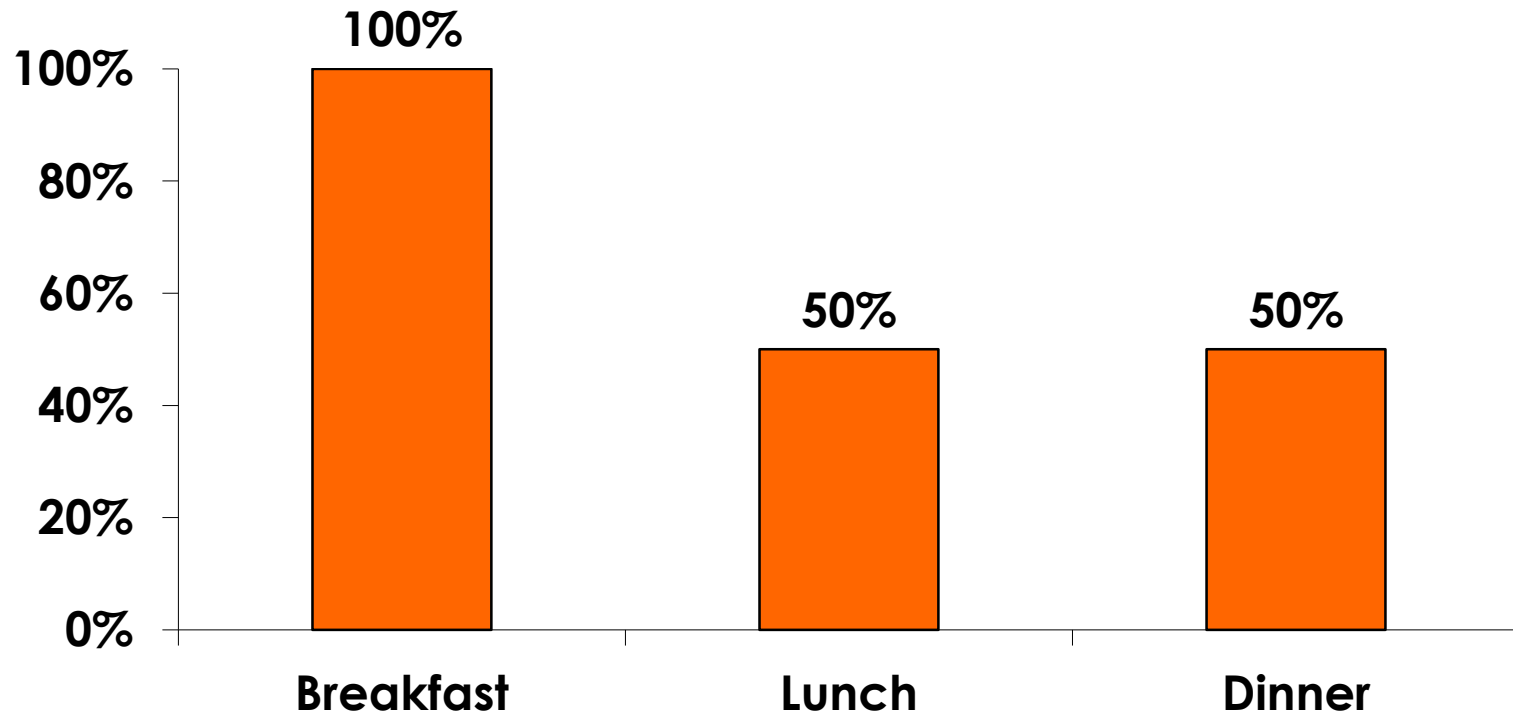


Mean=\$3,330.30 per travel party

# PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

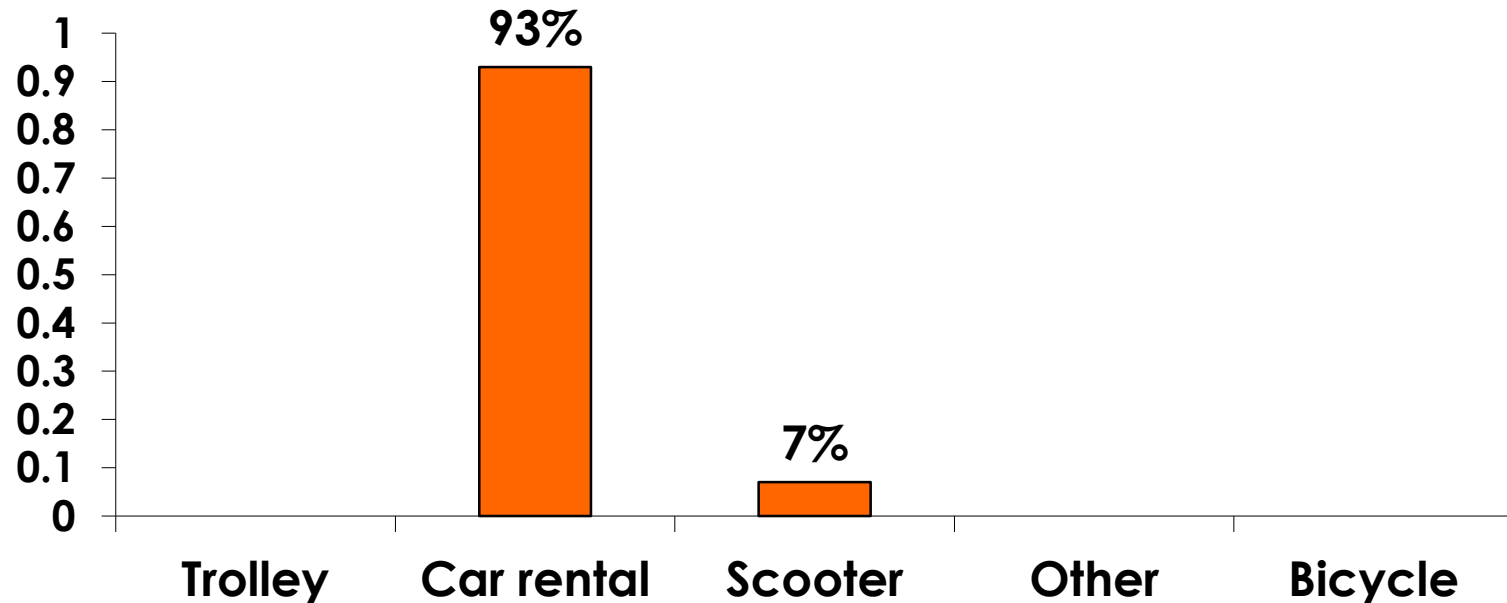
N=4



Mean=\$852.49 per travel party

# PREPAID GROUND TRANSPORTATION

n=14



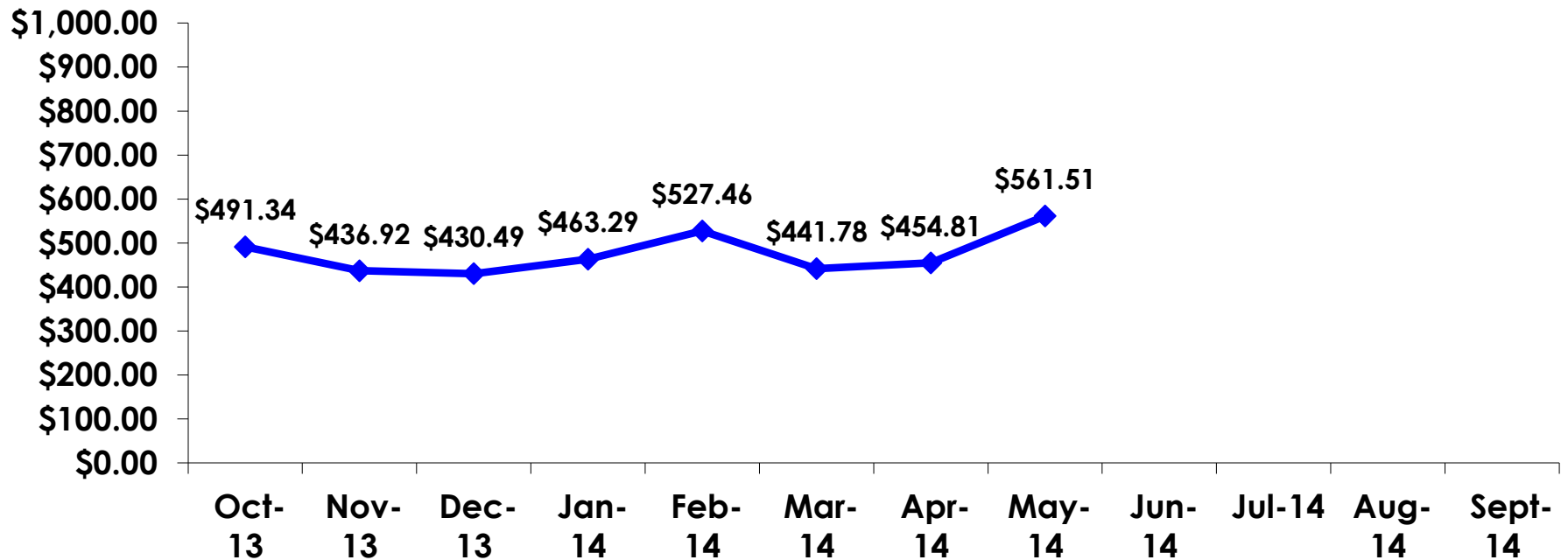
Mean=\$193.94 per travel party

# On-Island Expenditures

- \$1,122.97 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$9,000 = Maximum (highest amount recorded for the entire sample)
- \$561.51 = overall mean average per person on-island expenditure

# ON-ISLAND EXPENDITURES

## Per Person

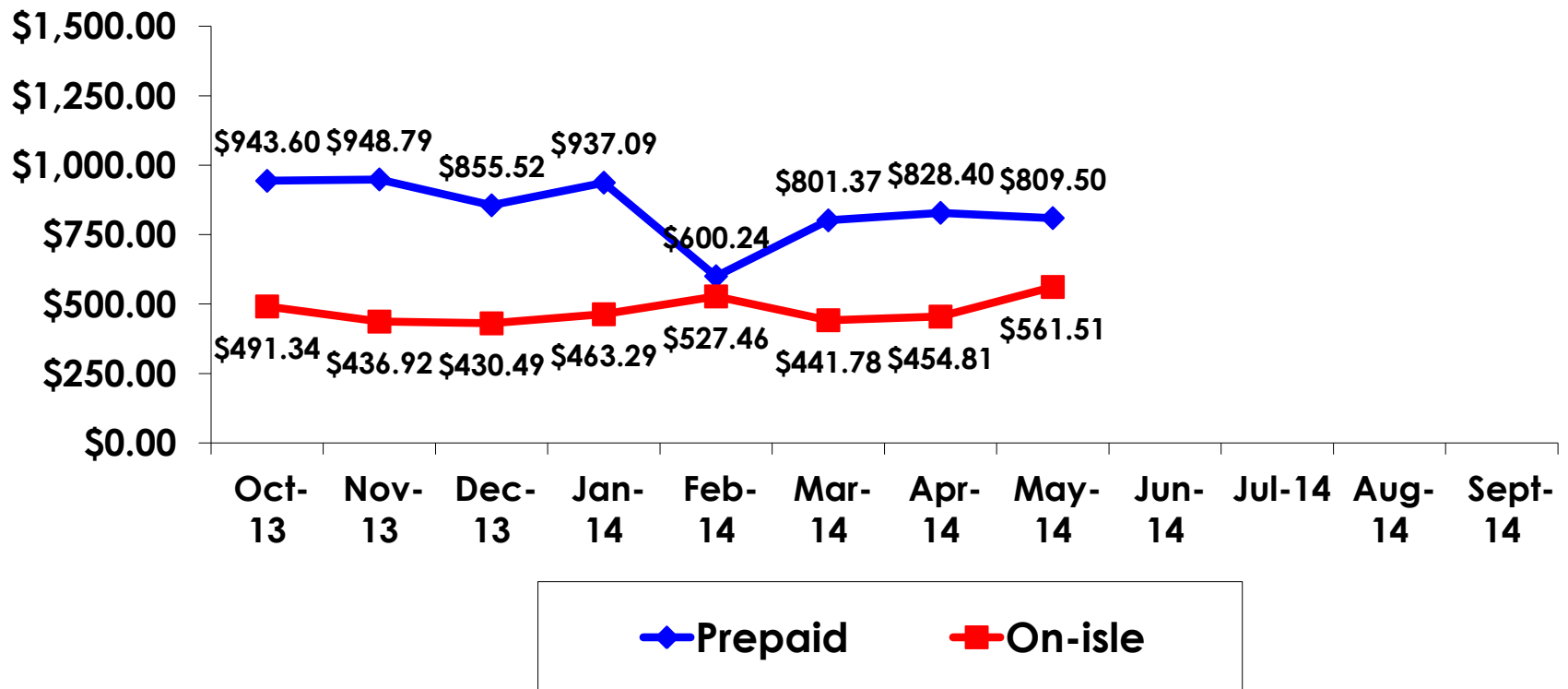


YTD = \$475.91

# PREPAID/ ON-ISLE EXPENDITURES – Per Person

Prepaid YTD = \$840.47

On-Isle YTD = \$475.91



# 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    | \$561.51 | \$552.05 | \$570.97 | \$60.00 | \$701.87 | \$474.09 | \$750.00 | \$636.48 | \$613.22 | \$525.82 | \$833.33 |
|            | Median  | \$365    | \$350    | \$395    | \$20    | \$500    | \$333    | \$750    | \$615    | \$367    | \$422    | \$700    |
|            | Minimum | \$0      | \$0      | \$0      | \$0     | \$0      | \$0      | \$700    | \$30     | \$0      | \$0      | \$400    |
|            | Maximum | \$4,500  | \$4,500  | \$3,500  | \$200   | \$4,500  | \$3,000  | \$800    | \$1,700  | \$3,500  | \$2,500  | \$1,400  |

# On-Island Expenditure Categories by Gender & Age

|              |        | TOTAL      | GENDER     |            | AGE      |            |            |            |
|--------------|--------|------------|------------|------------|----------|------------|------------|------------|
|              |        | -          | Male       | Female     | 18-24    | 25-34      | 35-49      | 50+        |
| F&B HOTEL    | Mean   | \$81.25    | \$100.42   | \$62.07    | \$36.50  | \$72.11    | \$109.32   | \$0.00     |
|              | Median | \$0        | \$0        | \$0        | \$0      | \$0        | \$0        | \$0        |
| F&B FF/STORE | Mean   | \$33.09    | \$38.97    | \$27.21    | \$15.80  | \$38.00    | \$32.90    | \$0.00     |
|              | Median | \$0        | \$0        | \$0        | \$0      | \$0        | \$0        | \$0        |
| F&B RESTRNT  | Mean   | \$66.48    | \$66.23    | \$66.73    | \$43.50  | \$75.73    | \$65.65    | \$0.00     |
|              | Median | \$0        | \$0        | \$0        | \$0      | \$0        | \$0        | \$0        |
| OPT TOUR     | Mean   | \$99.00    | \$121.83   | \$76.17    | \$109.25 | \$85.55    | \$127.04   | \$0.00     |
|              | Median | \$0        | \$0        | \$0        | \$0      | \$0        | \$0        | \$0        |
| GIFT- SELF   | Mean   | \$218.70   | \$242.74   | \$194.65   | \$70.75  | \$200.75   | \$280.12   | \$140.00   |
|              | Median | \$0        | \$0        | \$0        | \$0      | \$0        | \$0        | \$0        |
| GIFT- OTHER  | Mean   | \$125.94   | \$119.34   | \$132.54   | \$69.50  | \$114.60   | \$164.58   | \$0.00     |
|              | Median | \$0        | \$0        | \$0        | \$0      | \$0        | \$0        | \$0        |
| TRANS        | Mean   | \$50.85    | \$53.79    | \$47.90    | \$20.45  | \$64.77    | \$42.58    | \$0.00     |
|              | Median | \$0        | \$0        | \$0        | \$0      | \$0        | \$0        | \$0        |
| OTHER        | Mean   | \$440.32   | \$479.86   | \$400.77   | \$378.00 | \$518.93   | \$369.40   | \$900.00   |
|              | Median | \$0        | \$0        | \$0        | \$6      | \$0        | \$0        | \$800      |
| TOTAL        | Mean   | \$1,122.97 | \$1,235.58 | \$1,010.37 | \$743.75 | \$1,175.25 | \$1,204.49 | \$1,040.00 |
|              | Median | \$813      | \$900      | \$800      | \$590    | \$900      | \$1,000    | \$800      |



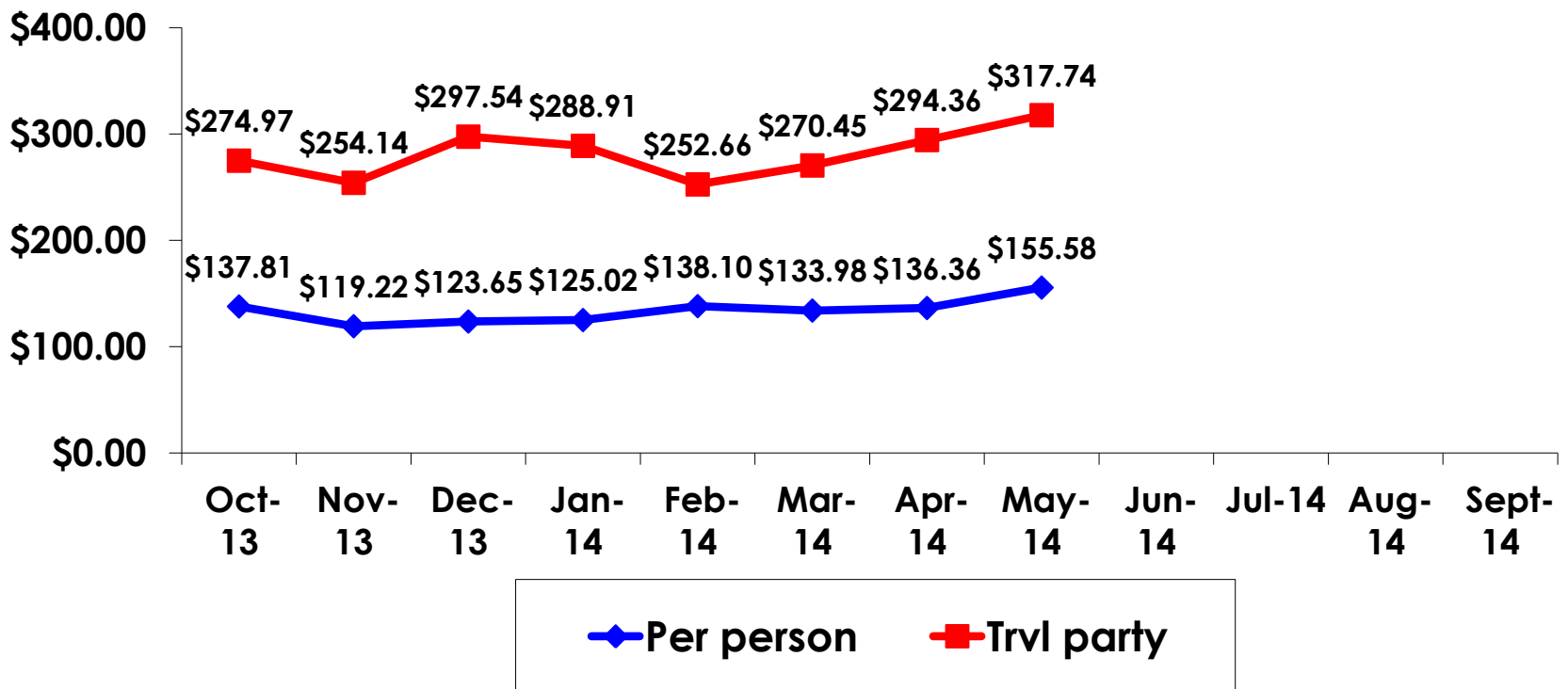
# On-Island Expenditures

## First time vs. Repeat

|              |        | TOTAL      | TRIPS TO GUAM |            |
|--------------|--------|------------|---------------|------------|
|              |        | -          | 1st           | Repeat     |
| F&B HOTEL    | Mean   | \$81.25    | \$75.24       | \$107.75   |
|              | Median | \$0        | \$0           | \$0        |
| F&B FF/STORE | Mean   | \$33.09    | \$37.88       | \$13.43    |
|              | Median | \$0        | \$0           | \$0        |
| F&B RESTRNT  | Mean   | \$66.48    | \$71.66       | \$45.67    |
|              | Median | \$0        | \$0           | \$0        |
| OPT TOUR     | Mean   | \$99.00    | \$109.26      | \$57.31    |
|              | Median | \$0        | \$0           | \$0        |
| GIFT- SELF   | Mean   | \$218.70   | \$222.43      | \$206.27   |
|              | Median | \$0        | \$0           | \$0        |
| GIFT- OTHER  | Mean   | \$125.94   | \$129.61      | \$112.39   |
|              | Median | \$0        | \$0           | \$0        |
| TRANS        | Mean   | \$50.85    | \$55.61       | \$31.55    |
|              | Median | \$0        | \$0           | \$0        |
| OTHER        | Mean   | \$440.32   | \$436.00      | \$465.04   |
|              | Median | \$0        | \$0           | \$0        |
| TOTAL        | Mean   | \$1,122.97 | \$1,144.33    | \$1,049.87 |
|              | Median | \$813      | \$900         | \$800      |

# ON-ISLE EXPENDITURES – By Day

YTD Per Person = \$133.66    YTD Travel Party = \$281.34

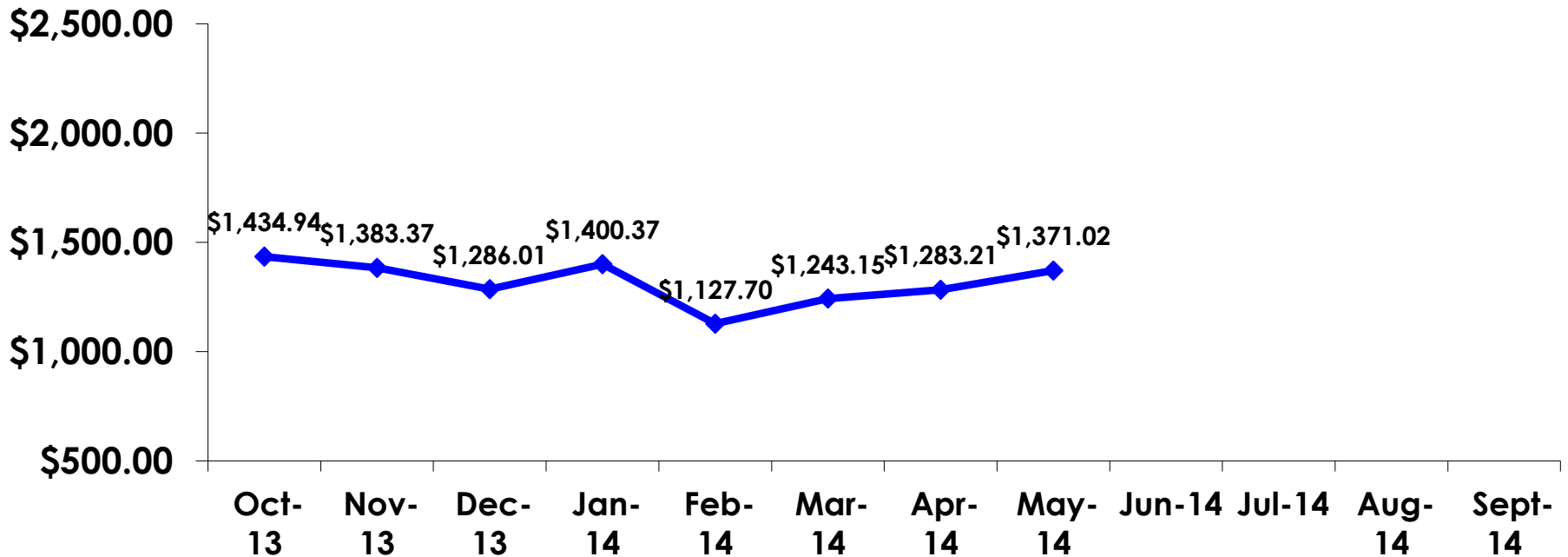


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# Total Expenditures Per Person (Prepaid & On-Island)

- \$1,371.02 = 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



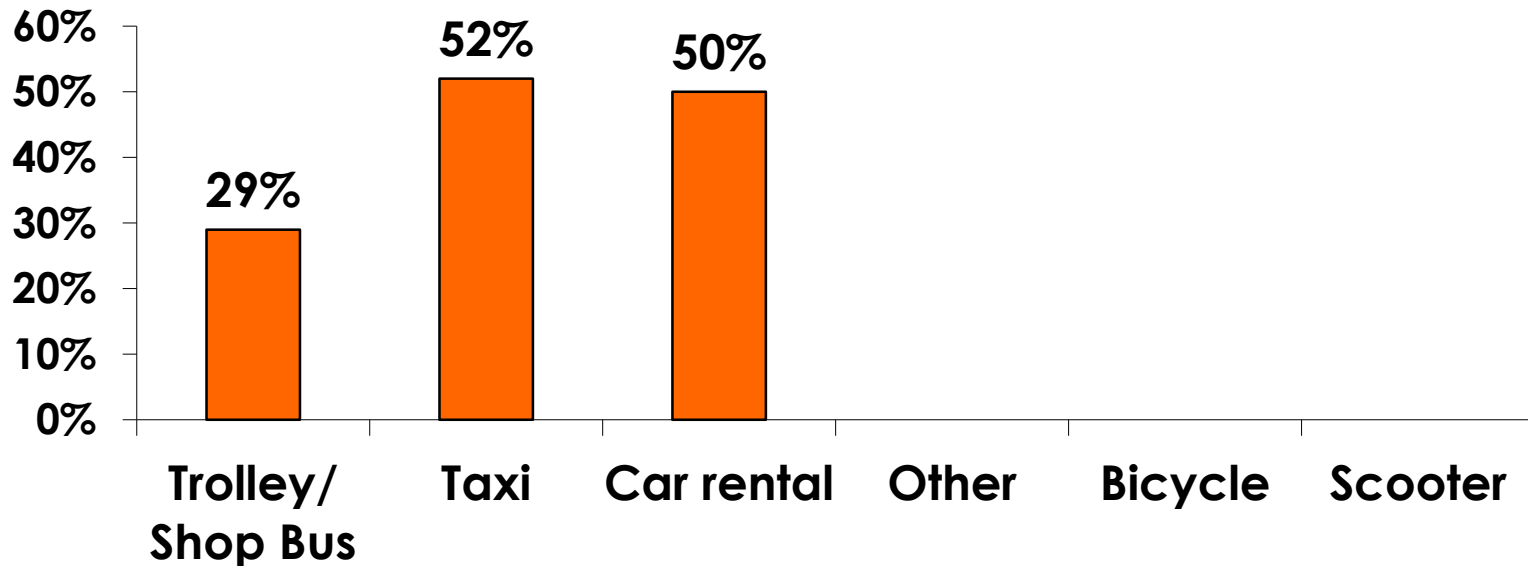
YTD=\$1,316.11

# Breakdown of On-Island Expenditures

|   | MEAN \$           |
|---|-------------------|
| Food & beverage in a hotel  | \$81.25           |
| Food & beverage in fast food restaurant/convenience store                 | \$33.09           |
| Food & beverage at restaurants or drinking establishments outside a hotel | \$66.48           |
| Optional tours and activities   | \$99.00           |
| Gifts/ souvenirs for yourself/companions                                  | \$218.70          |
| Gifts/ souvenirs for friends/family at home                               | \$125.94          |
| Local transportation  | \$50.85           |
| Other expenses not covered  | \$440.32          |
| <b>Average Total</b>  | <b>\$1,122.97</b> |

# Local Transportation

n=126



Mean=\$50.85 per travel party

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# Guam Airport Expenditures

- \$79.94 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$1,000 = Maximum (highest amount recorded for the entire sample)

# Breakdown of Airport Expenditures

|                               | <b>MEAN \$</b> |
|-------------------------------|----------------|
| <b>Food &amp; Beverages</b>   | \$14.52        |
| <b>Gifts/Souvenirs Self</b>   | \$36.33        |
| <b>Gifts/Souvenirs Others</b> | \$29.01        |
| <b>Total</b>                  | <b>\$79.94</b> |

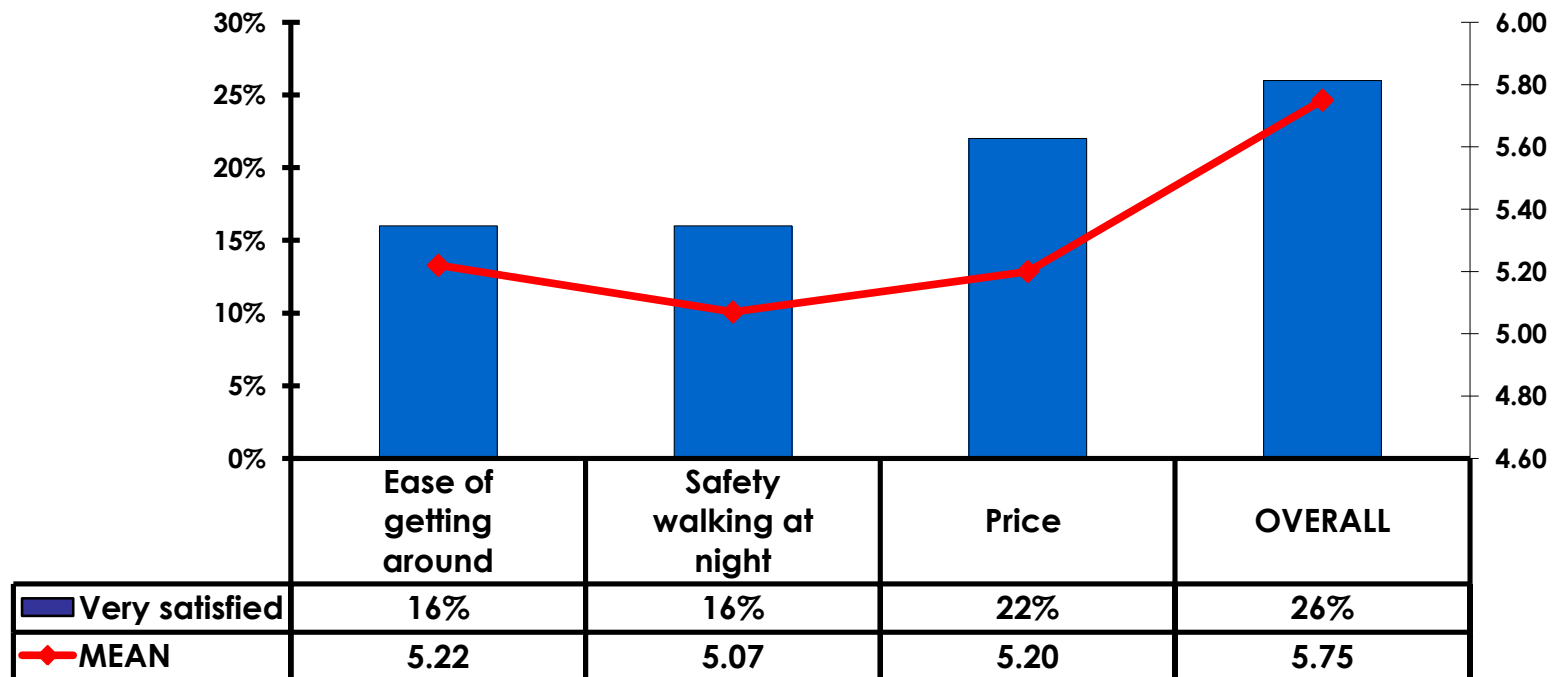


# SECTION 4 **VISITOR SATISFACTION**

# Satisfaction Scores Overall

7pt Rating Scale

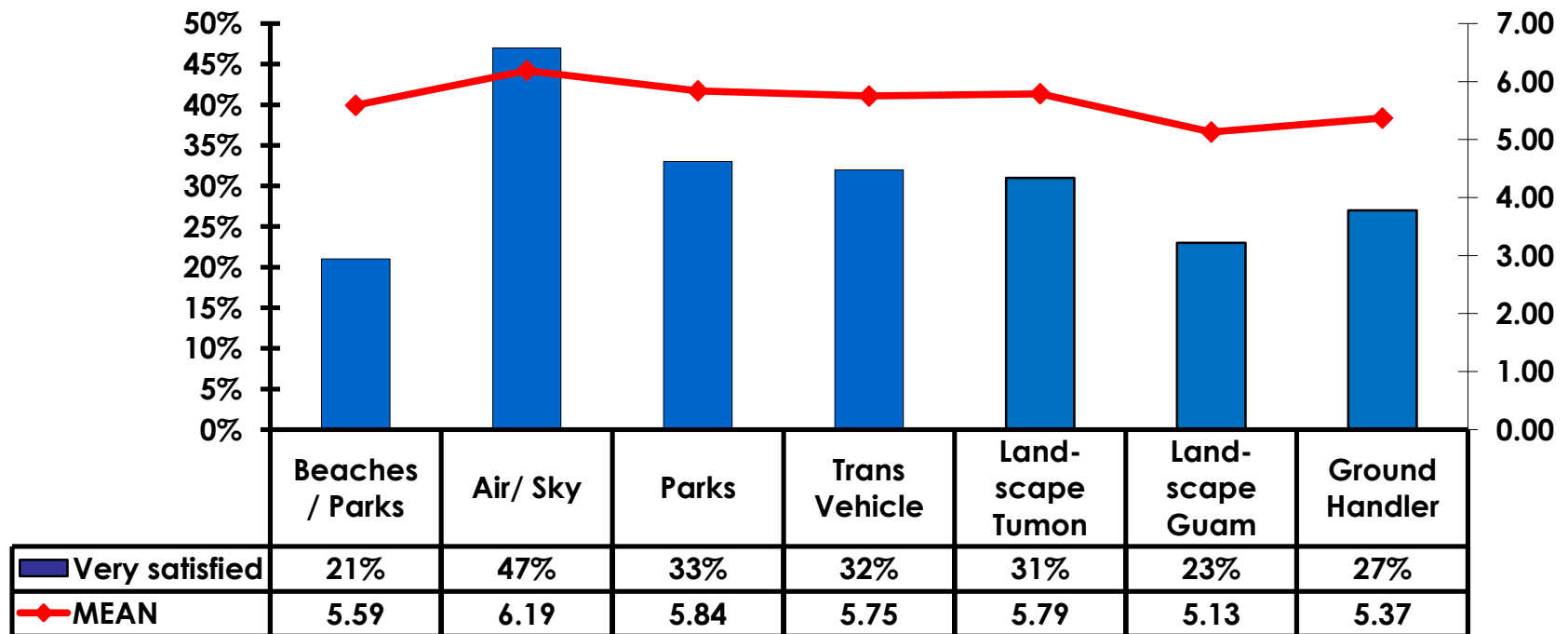
7=Very Satisfied/1=Very Dissatisfied



# Satisfaction Quality/ Cleanliness

7pt Rating Scale

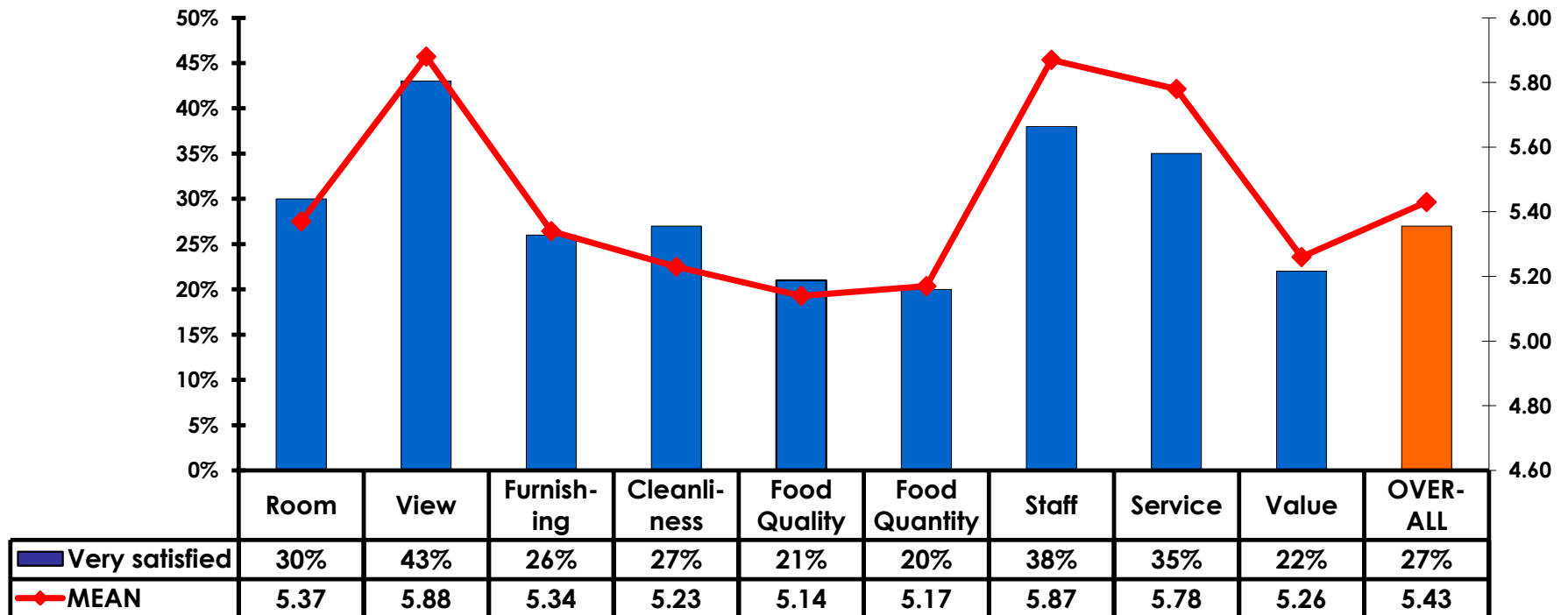
7=Very Satisfied/1=Very Dissatisfied



# Quality of Accommodations

7pt Rating Scale

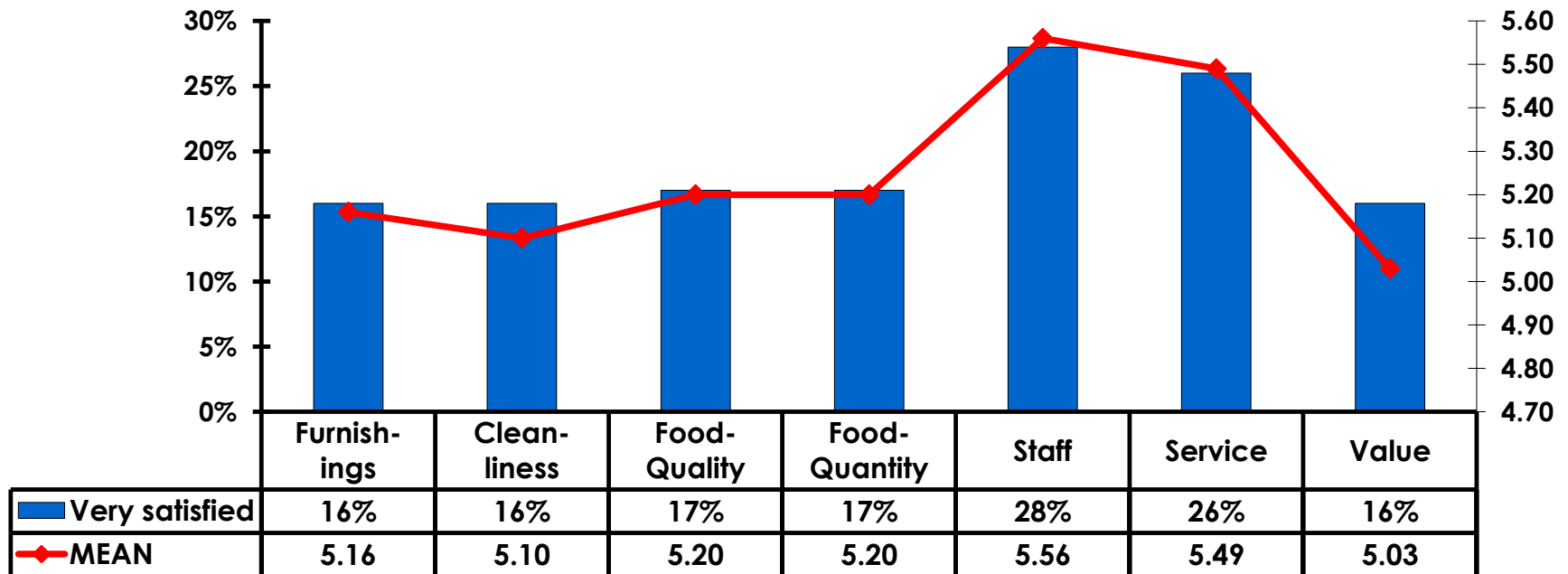
7=Very Satisfied/1=Very Dissatisfied



# Quality of Dining Experience

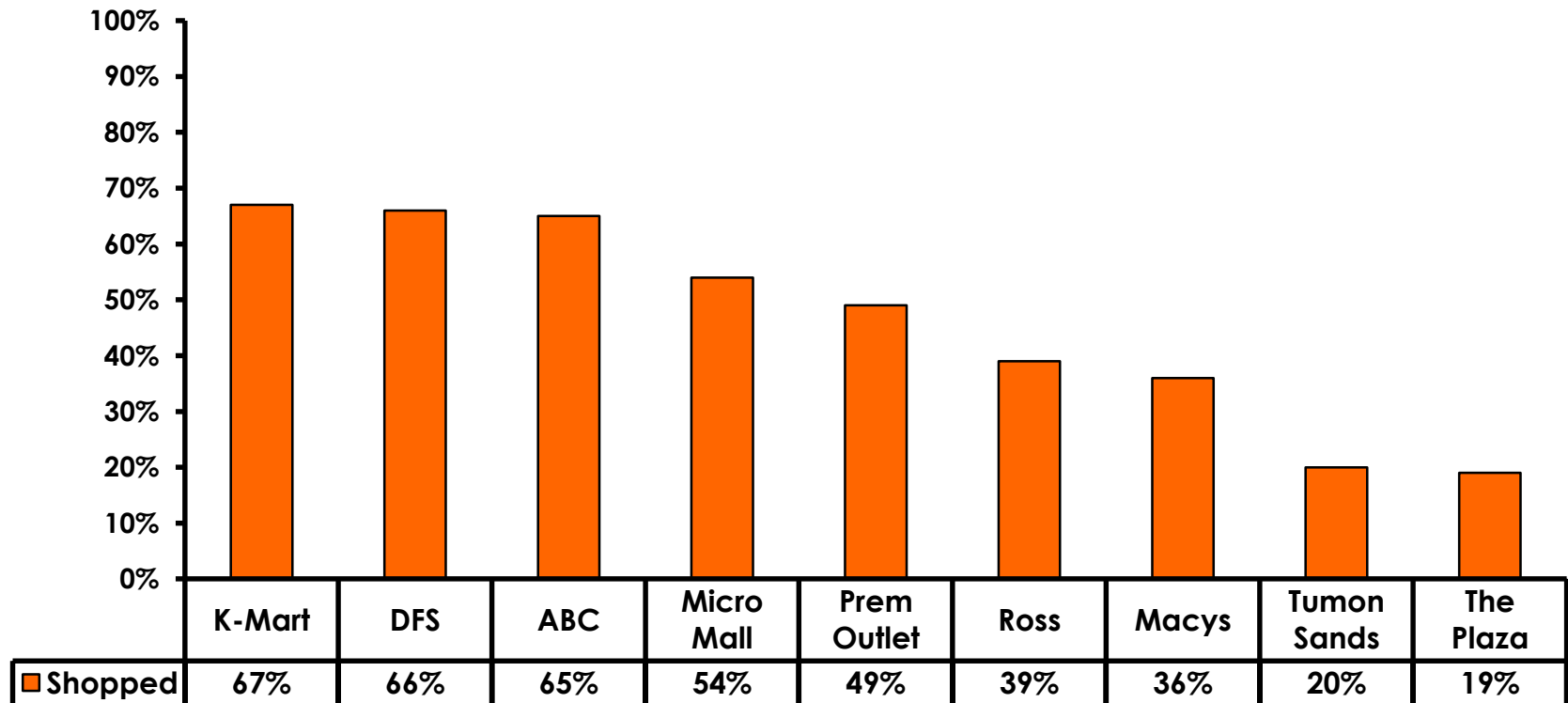
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Visits to Shopping Centers/Malls on Guam

## Top responses



# Satisfaction with Shopping

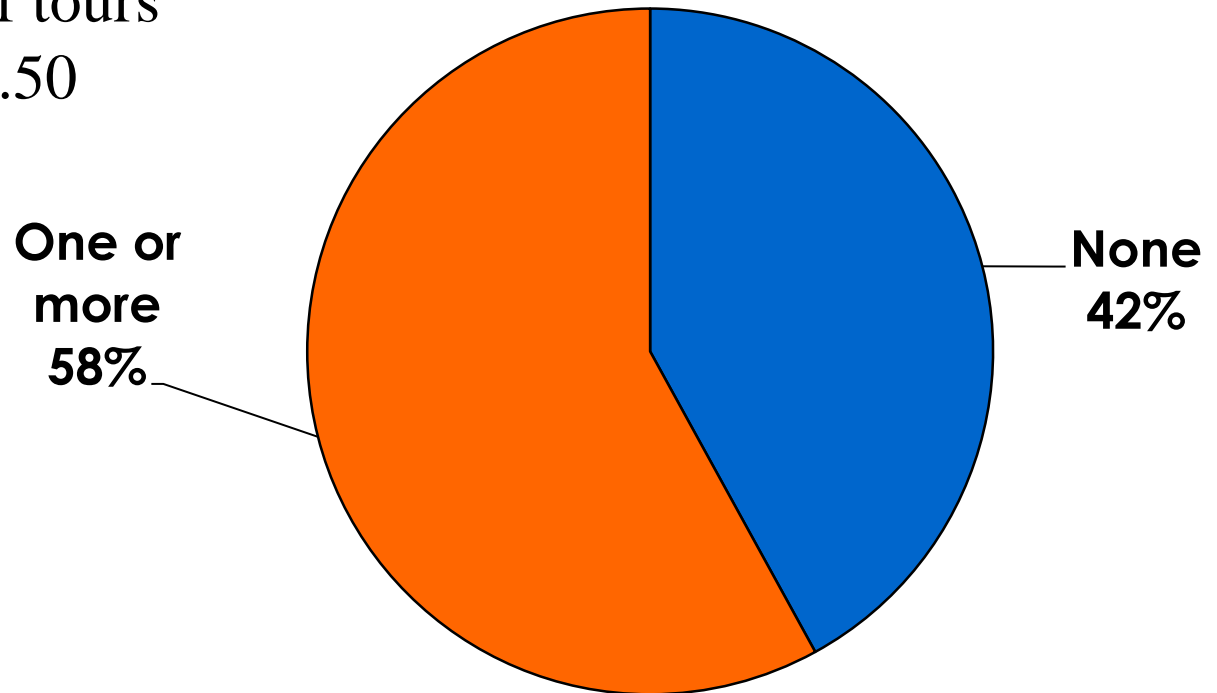
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

| Quality of Shopping          | Variety of Shopping          |
|------------------------------|------------------------------|
| Score of 6 to 7 = <b>63%</b> | Score of 6 to 7 = <b>58%</b> |
| Score of 4 to 5 = <b>33%</b> | Score of 4 to 5 = <b>36%</b> |
| Score 1 to 3 = <b>4%</b>     | Score 1 to 3 = <b>6%</b>     |
| <b>MEAN = 5.63</b>           | <b>MEAN = 5.49</b>           |

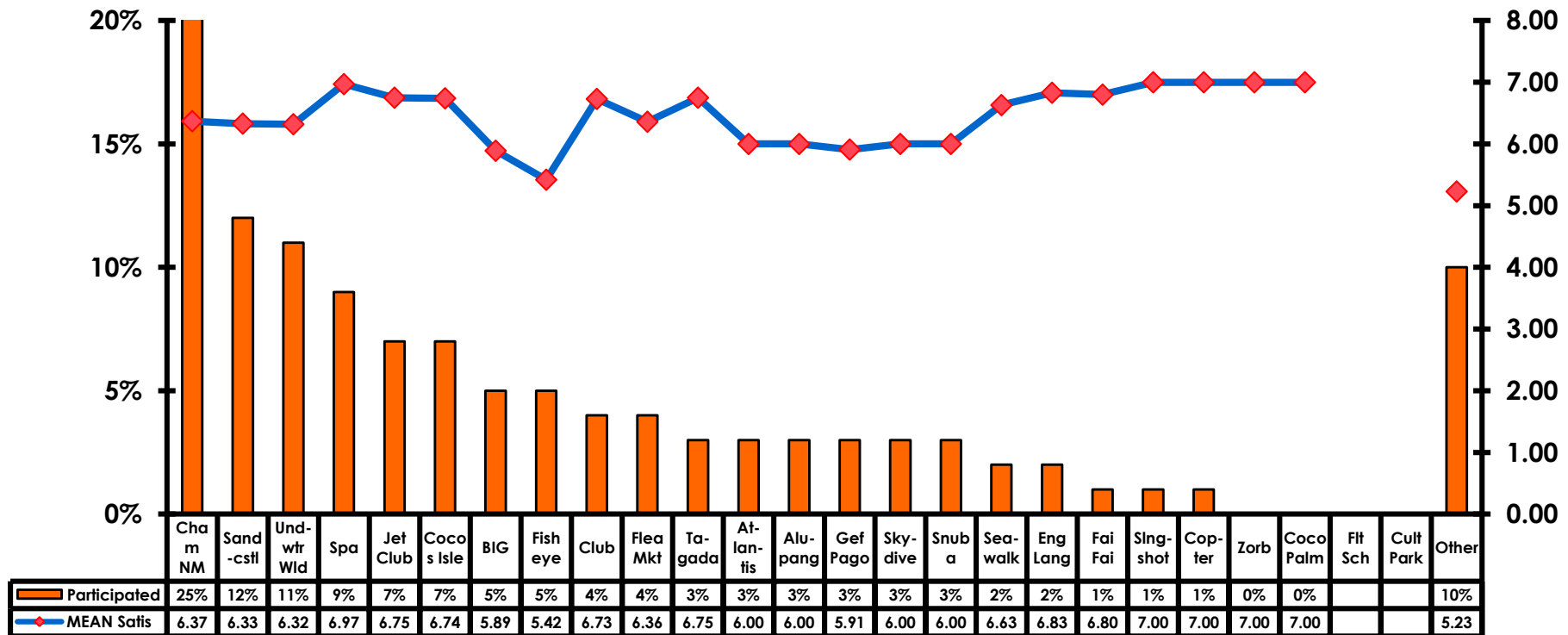
# Optional Tour Participation

- Average number of tours participated in is 1.50





# 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>50%</b> | Score of 6 to 7 = <b>48%</b> |
| Score of 4 to 5 = <b>44%</b> | Score of 4 to 5 = <b>45%</b> |
| Score 1 to 3 = <b>5%</b>     | Score 1 to 3 = <b>9%</b>     |
| <b>MEAN = 5.26</b>           | <b>MEAN = 5.10</b>           |

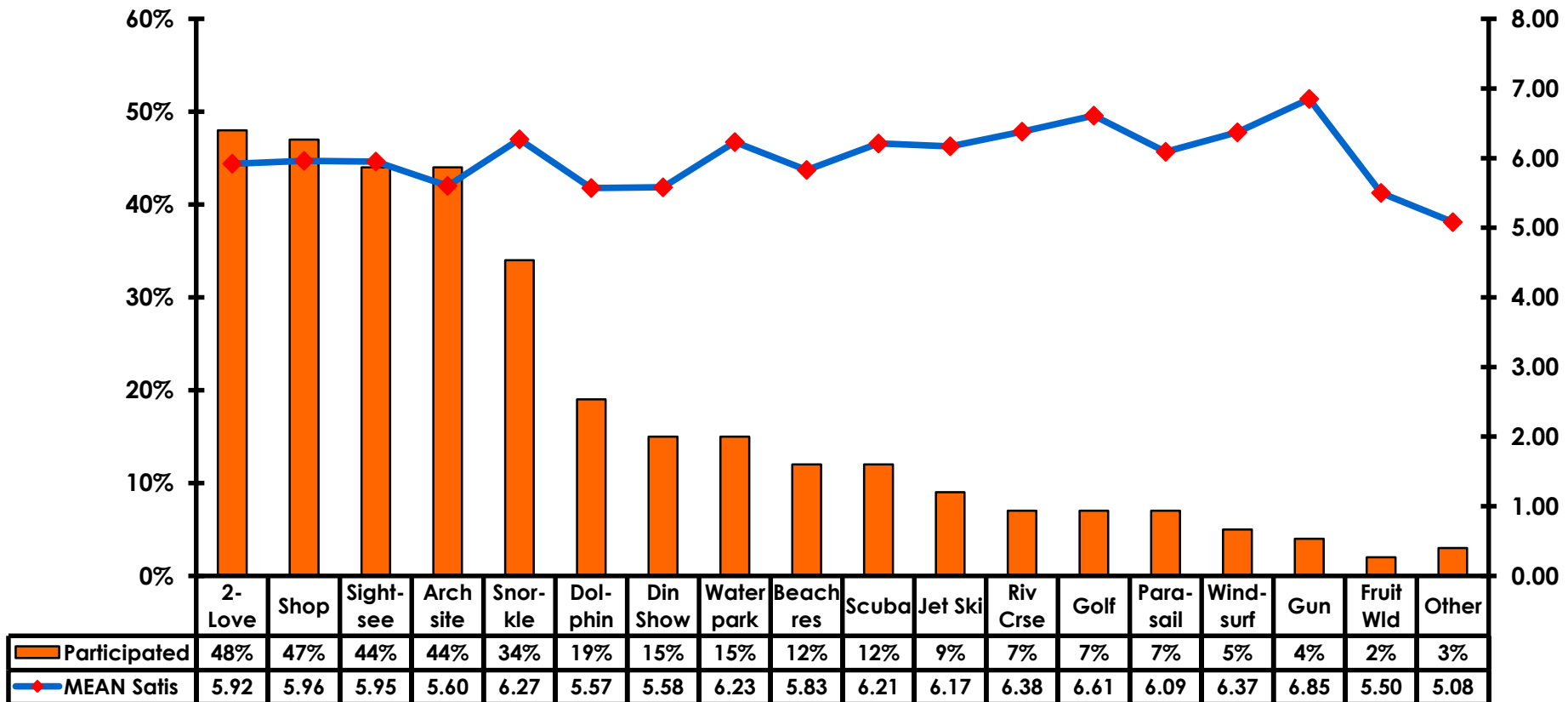
# Night Tours Satisfaction

7pt Rating Scale

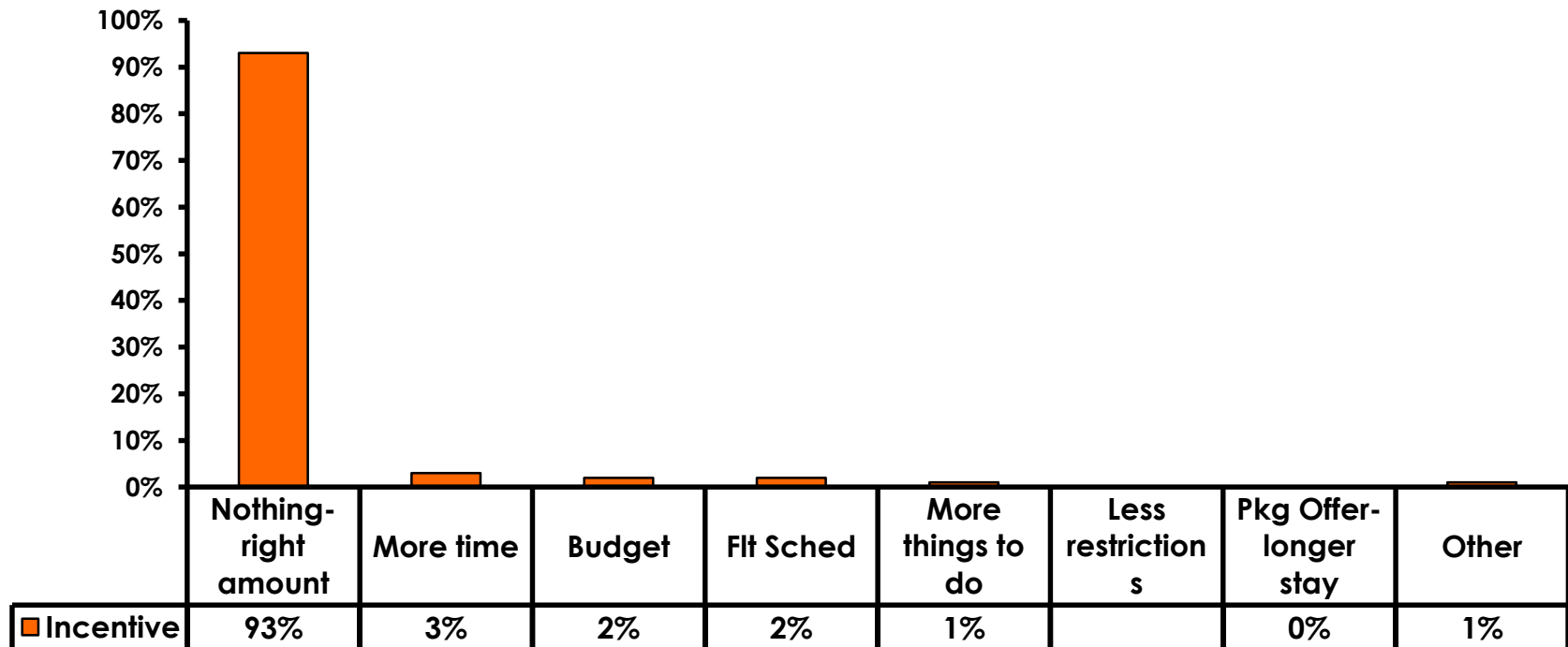
7=Very Satisfied/ 1=Very Dissatisfied

| Quality of Night Tour        | Variety of Night Tour        |
|------------------------------|------------------------------|
| Score of 6 to 7 = <b>29%</b> | Score of 6 to 7 = <b>30%</b> |
| Score of 4 to 5 = <b>59%</b> | Score of 4 to 5 = <b>58%</b> |
| Score 1 to 3 = <b>12%</b>    | Score 1 to 3 = <b>11%</b>    |
| <b>MEAN = 4.68</b>           | <b>MEAN = 4.70</b>           |

# Satisfaction with Other Activities



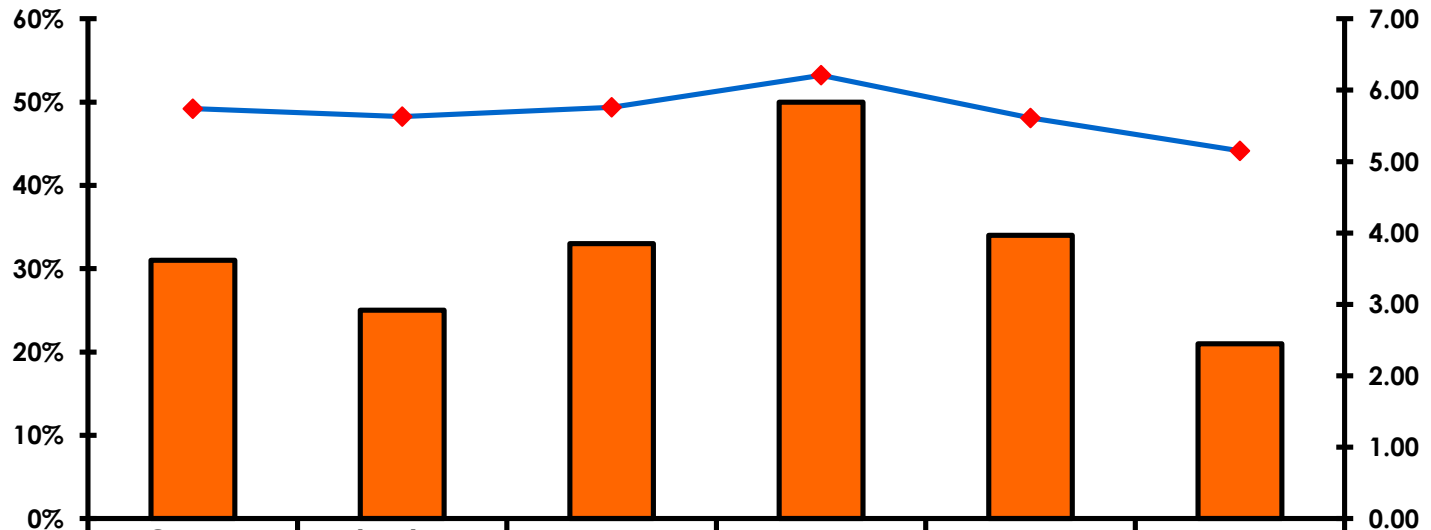
# What would it take to make you want to stay an extra day in Guam?



# On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

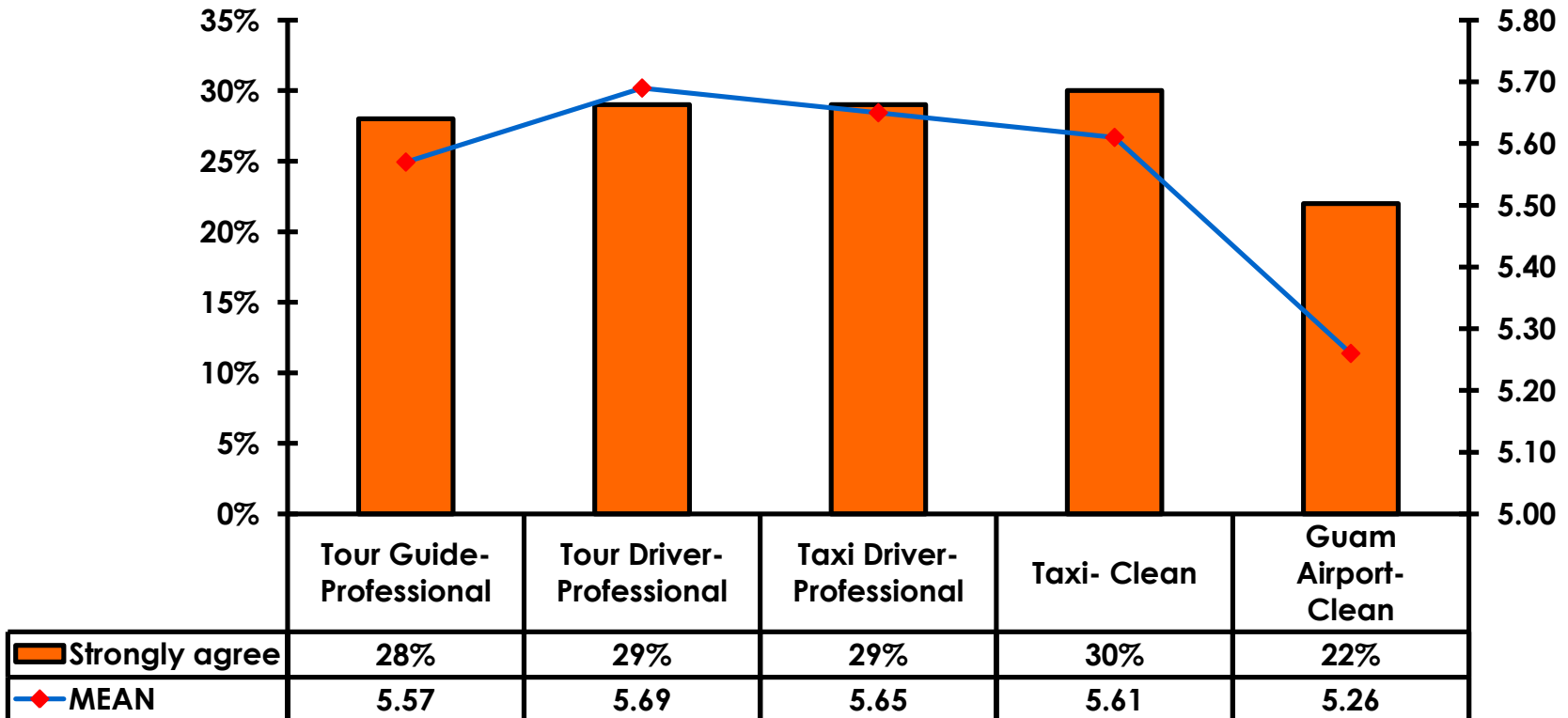


|                       | Guam was better than expected | I had no communication problems | I will recommend Guam to friends | Sites on Guam were attractive | I plan to visit Guam again | Not enough night activities |
|-----------------------|-------------------------------|---------------------------------|----------------------------------|-------------------------------|----------------------------|-----------------------------|
| <b>Strongly agree</b> | 31%                           | 25%                             | 33%                              | 50%                           | 34%                        | 21%                         |
| <b>MEAN</b>           | 5.74                          | 5.63                            | 5.76                             | 6.21                          | 5.61                       | 5.15                        |

# On-Island Perceptions

7pt Rating Scale

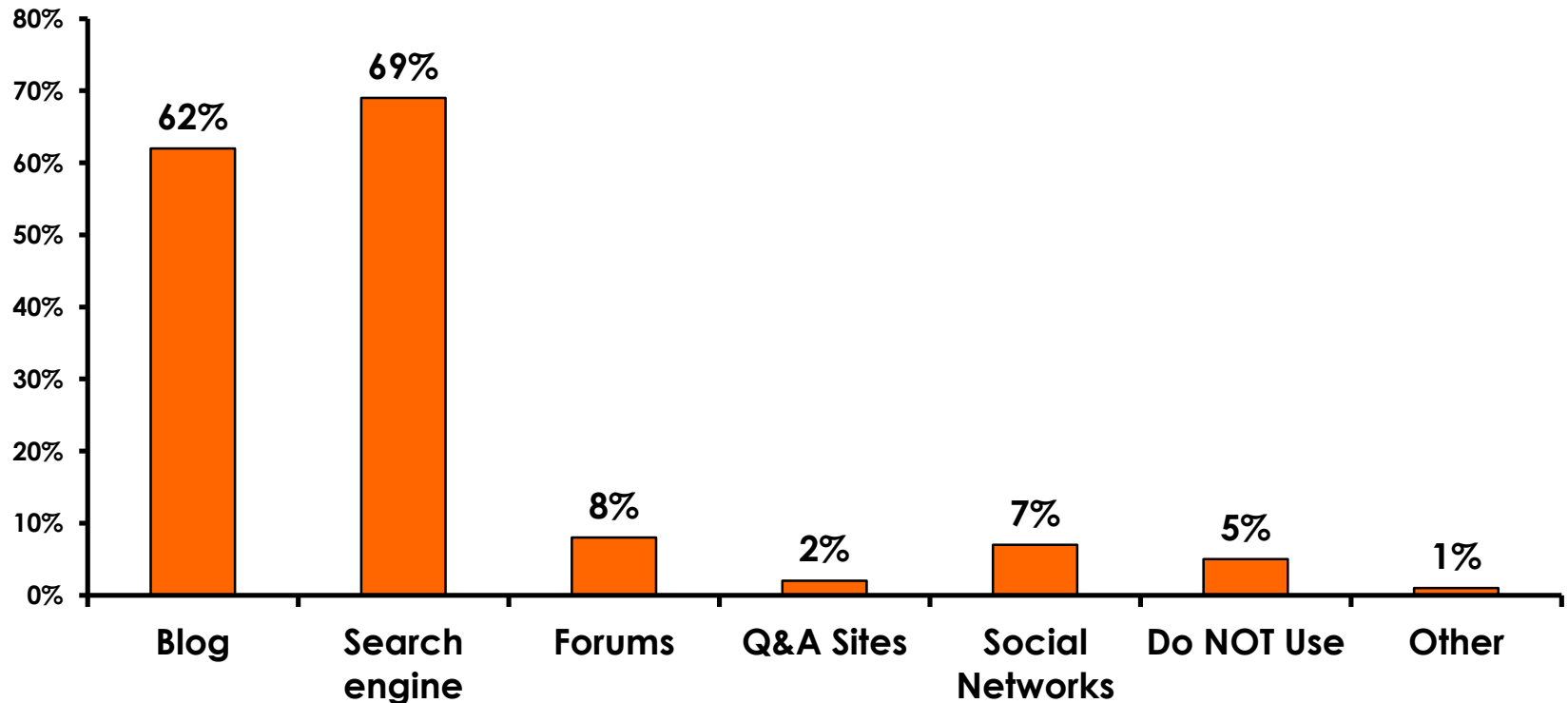
7=Very Satisfied/ 1=Very Dissatisfied



# SECTION 5 **PROMOTIONS**

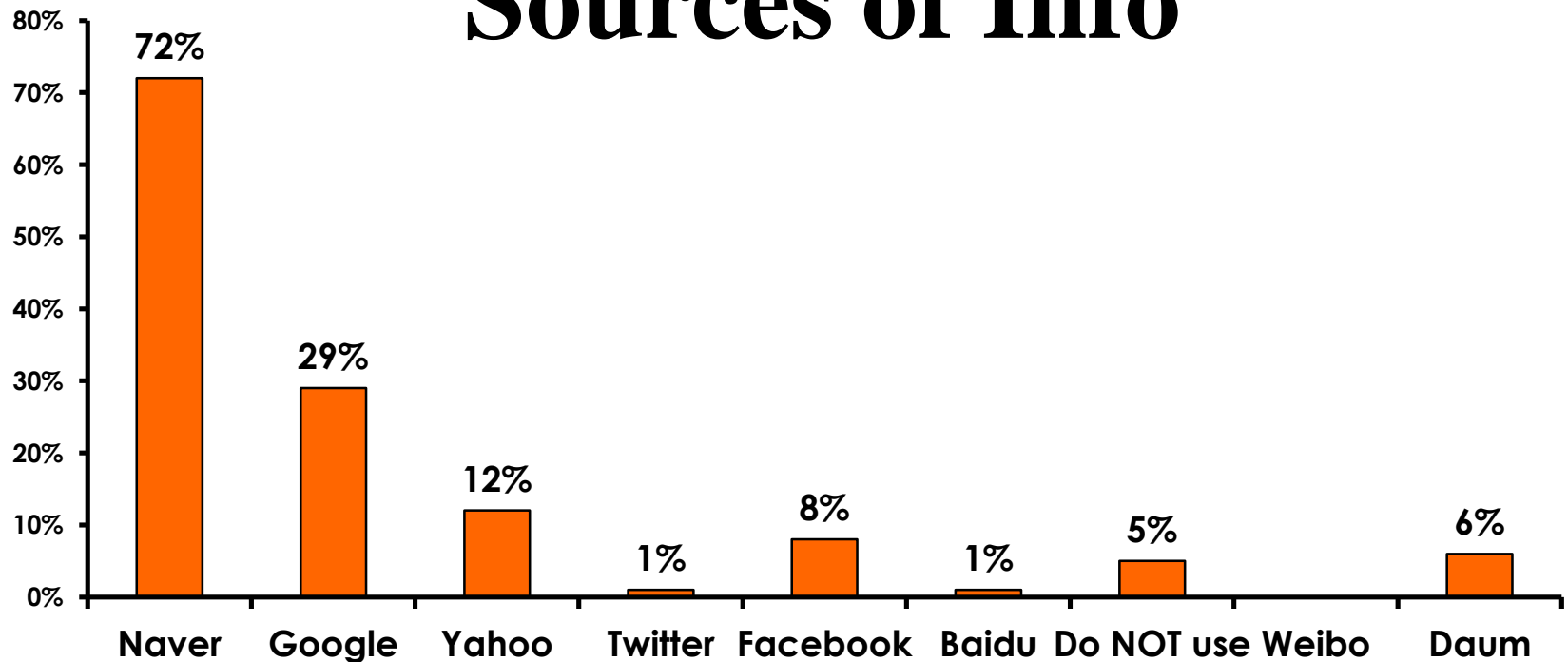


# Internet- Guam Sources of Info

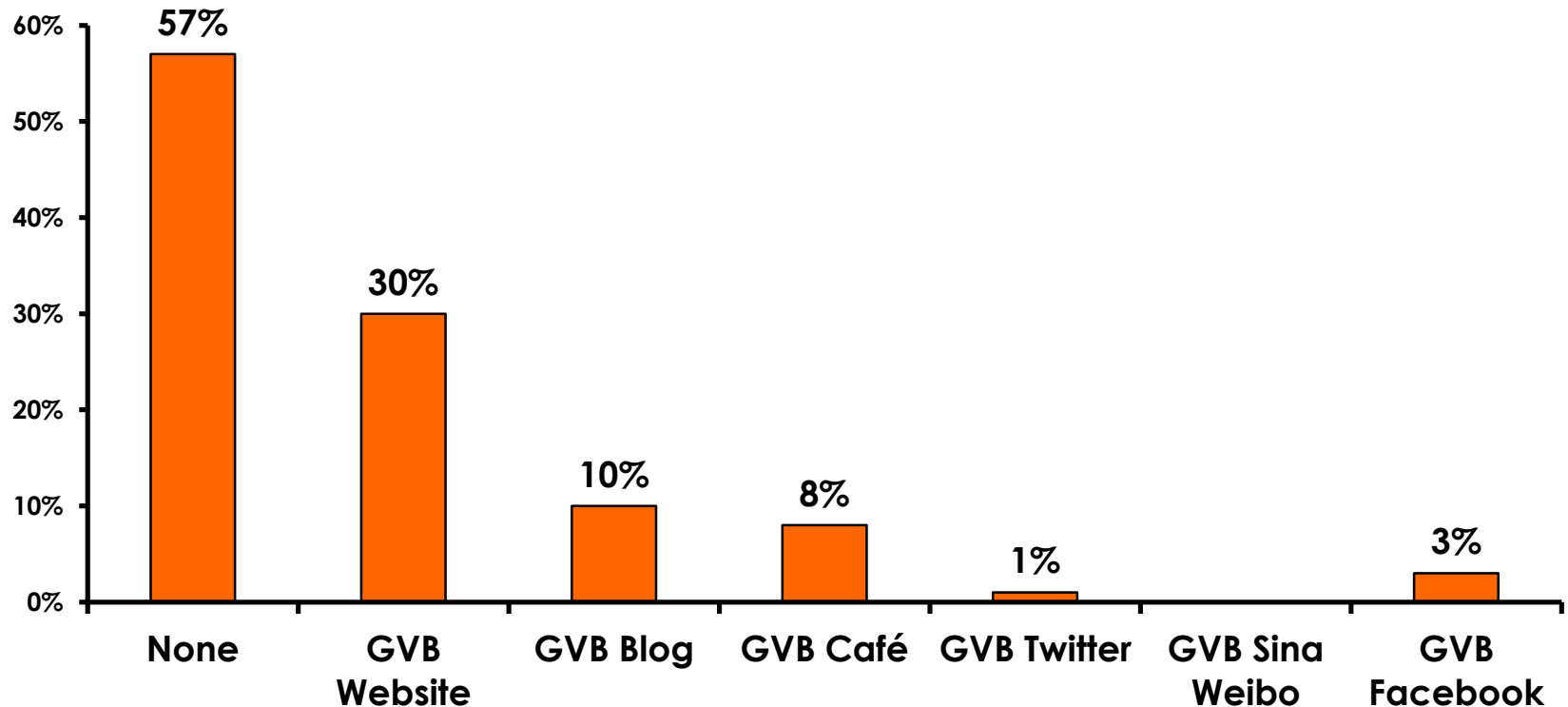


# Internet- Things To Do

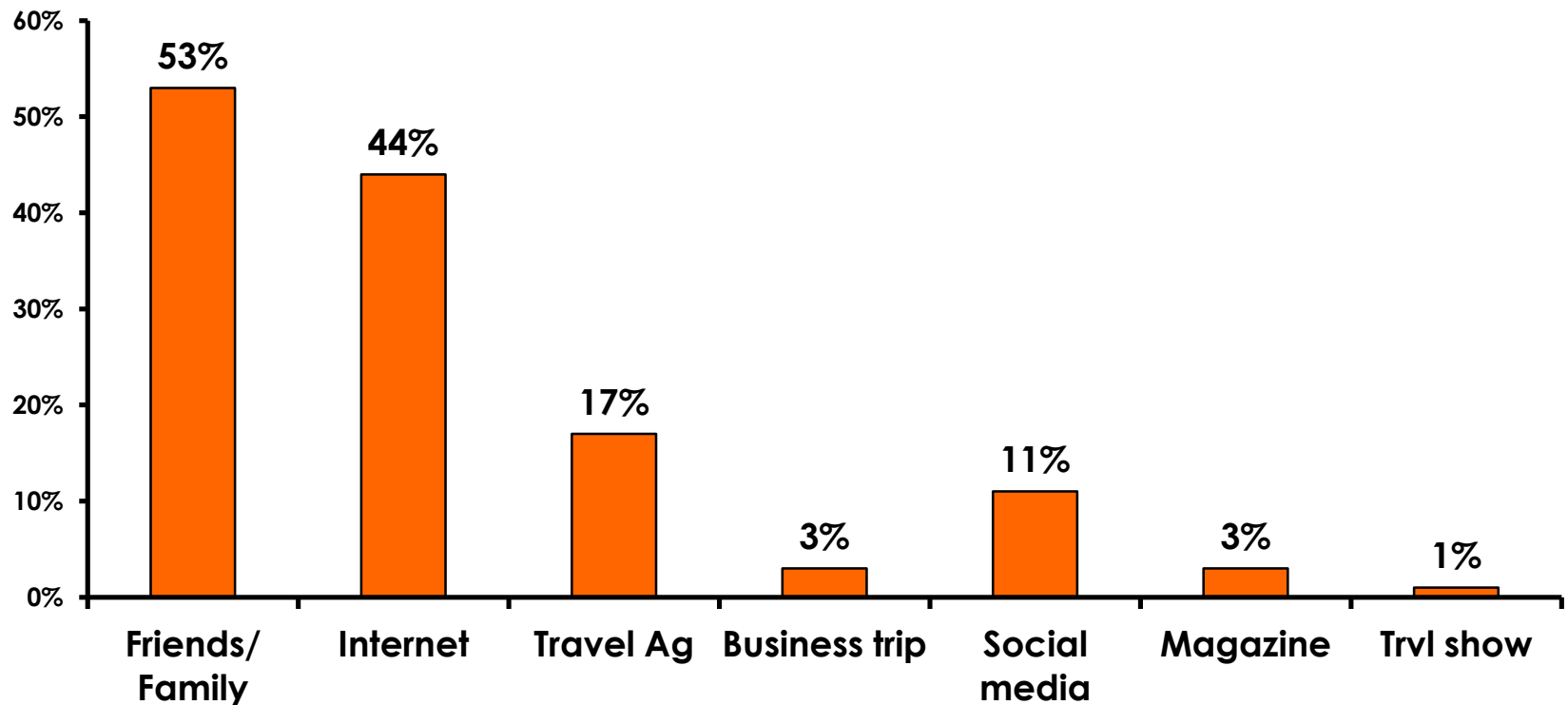
## Sources of Info



# Internet- GVB Sources

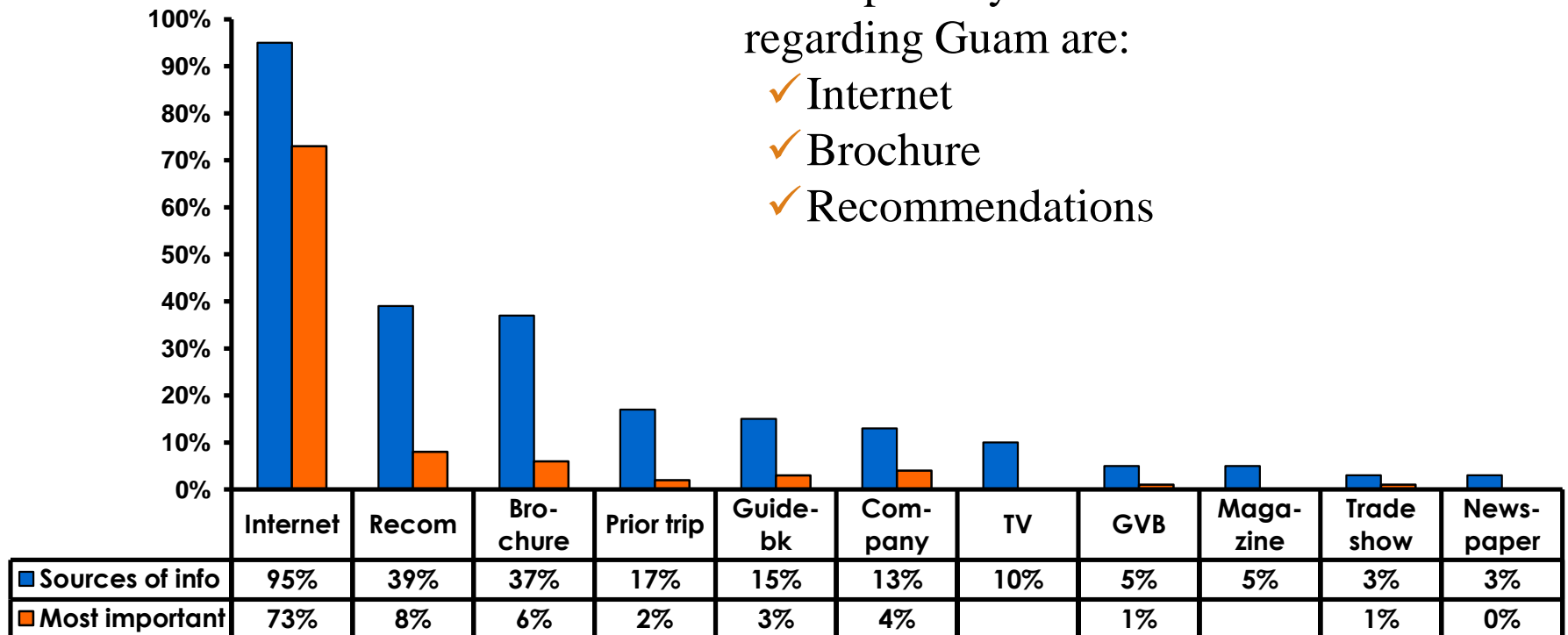


# Travel Motivation- Info Sources



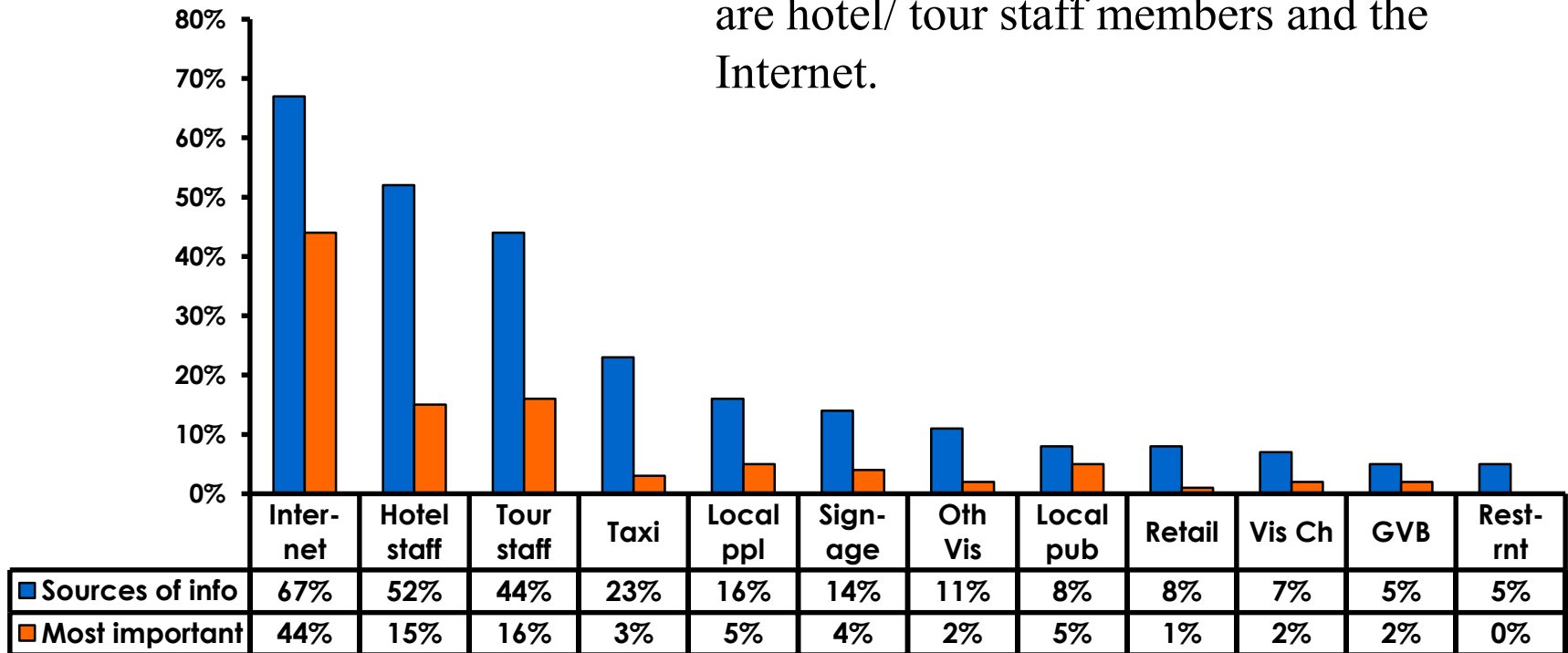
# Sources of Information Pre-arrival

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



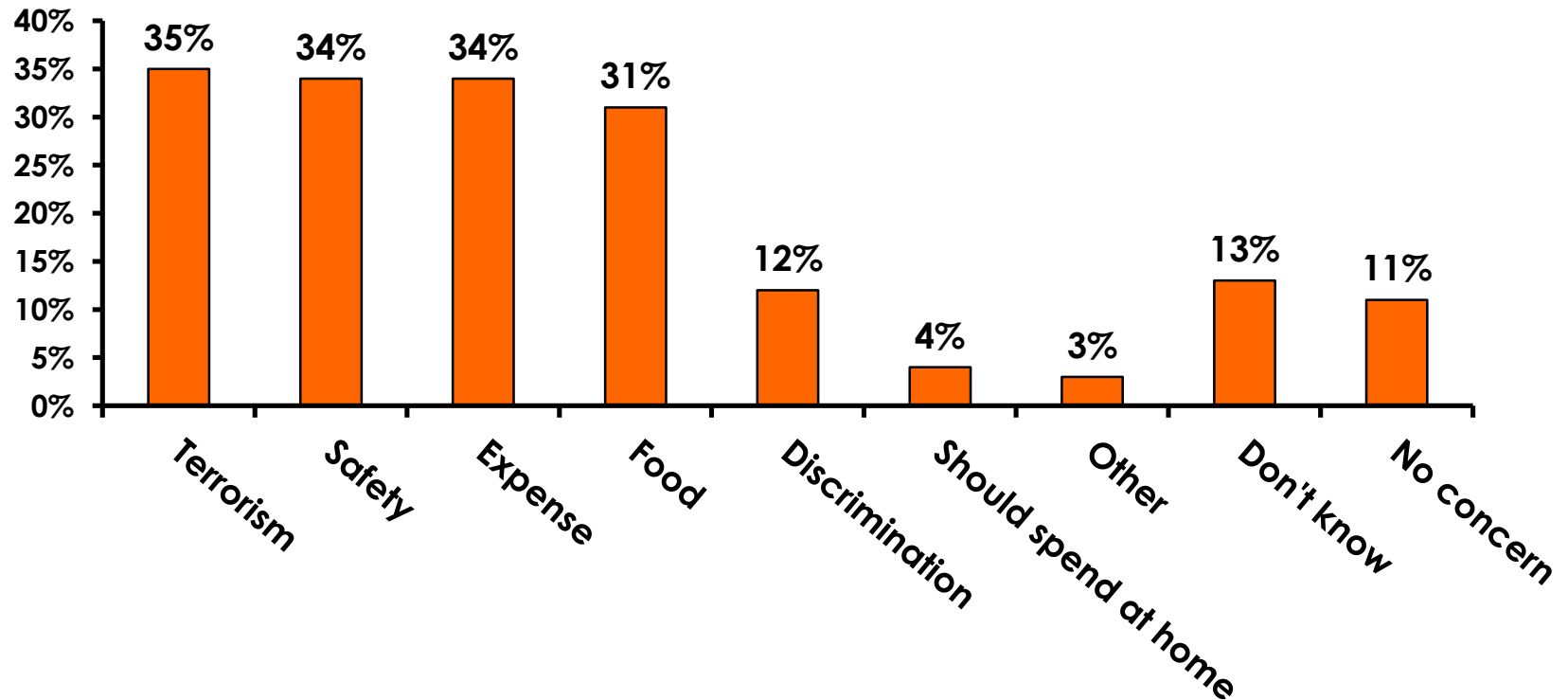
# Sources of Information Post-arrival

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



# SECTION 6 **OTHER ISSUES**

# Concerns about travel outside of Korea - Overall

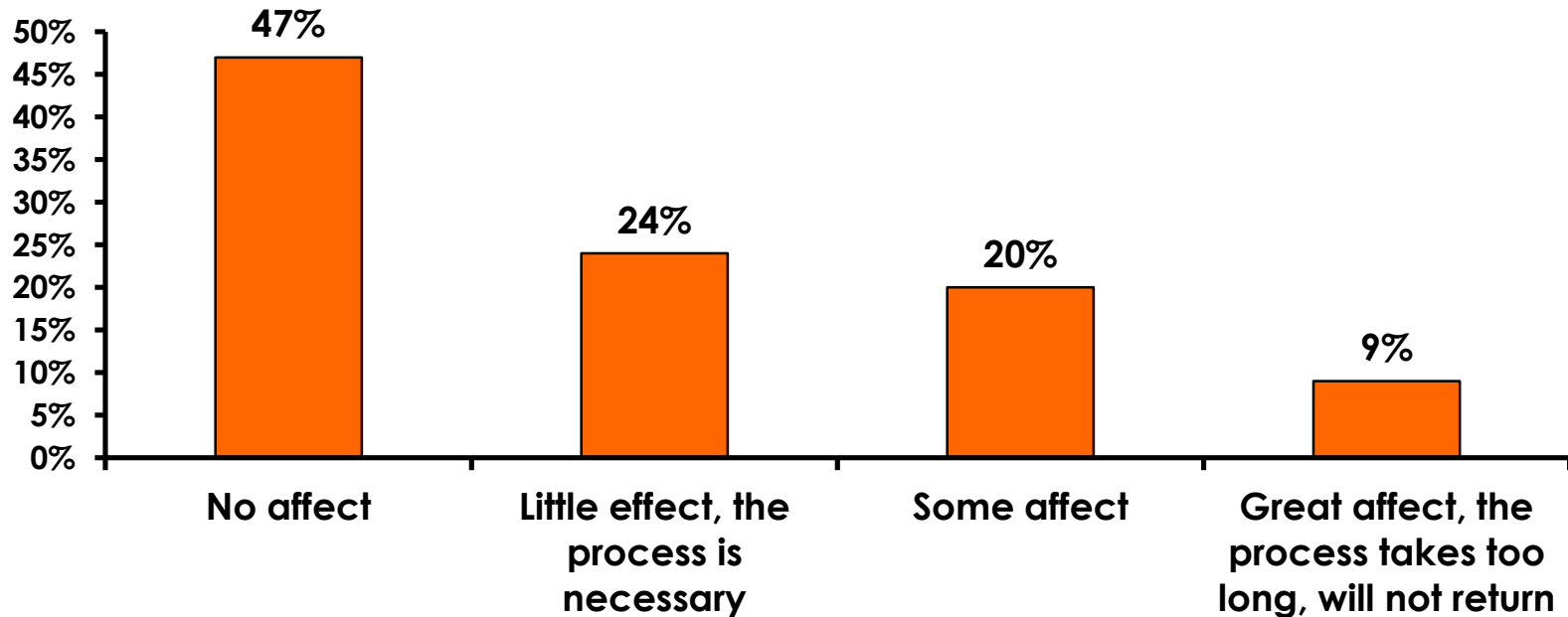




# Concerns about travel outside of Korea - By Age & Income

|     |                                | 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 | Terrorism                      | 35%   | 30%   | 36%   | 35%   | 80% | 33%      | 33%             | 25%             | 33%             | 35%             | 47%             | 37%      | 10%       |    |
|     | Safety                         | 34%   | 20%   | 31%   | 43%   |     | 11%      | 44%             | 40%             | 43%             | 40%             | 28%             | 39%      | 15%       |    |
|     | Expense                        | 34%   | 45%   | 30%   | 40%   |     | 44%      | 78%             | 50%             | 33%             | 35%             | 32%             | 29%      | 15%       |    |
|     | Food                           | 31%   | 30%   | 32%   | 33%   | 20% | 22%      | 67%             | 48%             | 43%             | 23%             | 32%             | 26%      | 25%       |    |
|     | Don't know                     | 13%   | 25%   | 17%   | 6%    | 20% | 33%      |                 | 13%             | 12%             | 8%              | 8%              | 9%       | 40%       |    |
|     | Discrimination against Koreans | 12%   | 25%   | 12%   | 10%   |     | 22%      | 11%             | 10%             | 14%             | 10%             | 9%              | 16%      | 10%       |    |
|     | No concerns                    | 11%   | 5%    | 11%   | 11%   |     | 11%      |                 | 13%             | 10%             | 16%             | 6%              | 13%      | 10%       |    |
|     | Should spend at home           | 4%    | 5%    | 5%    | 4%    |     |          | 11%             | 5%              |                 | 5%              | 6%              | 5%       |           |    |
|     | Other                          | 3%    |       | 3%    | 4%    |     |          |                 |                 | 7%              | 3%              | 6%              | 4%       |           |    |
|     | Total                          | Count | 350   | 20    | 177   | 134 | 5        | 9               | 9               | 40              | 42              | 62              | 53       | 82        | 20 |

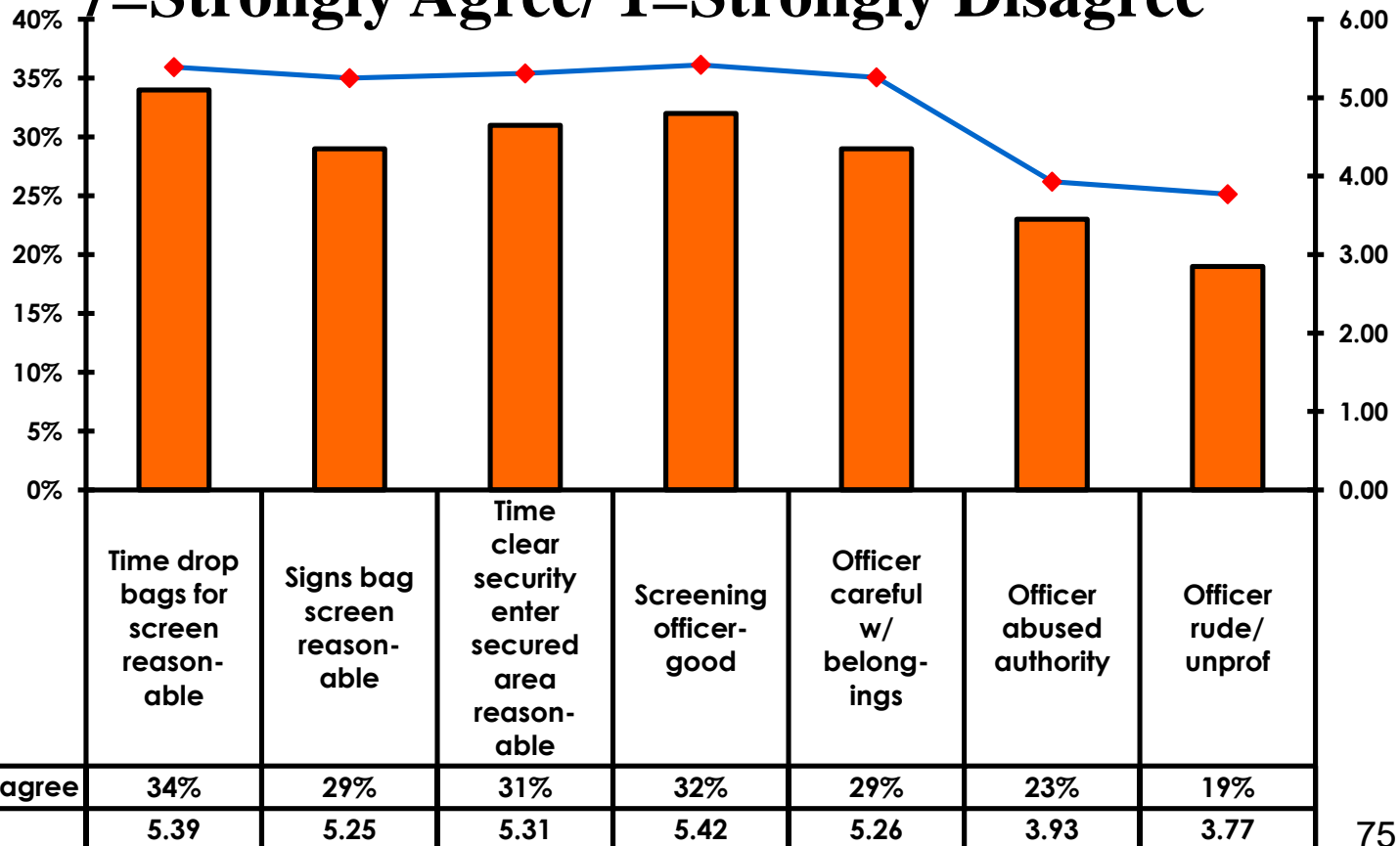
# Security Screening/ Immigration Process at Guam International Airport



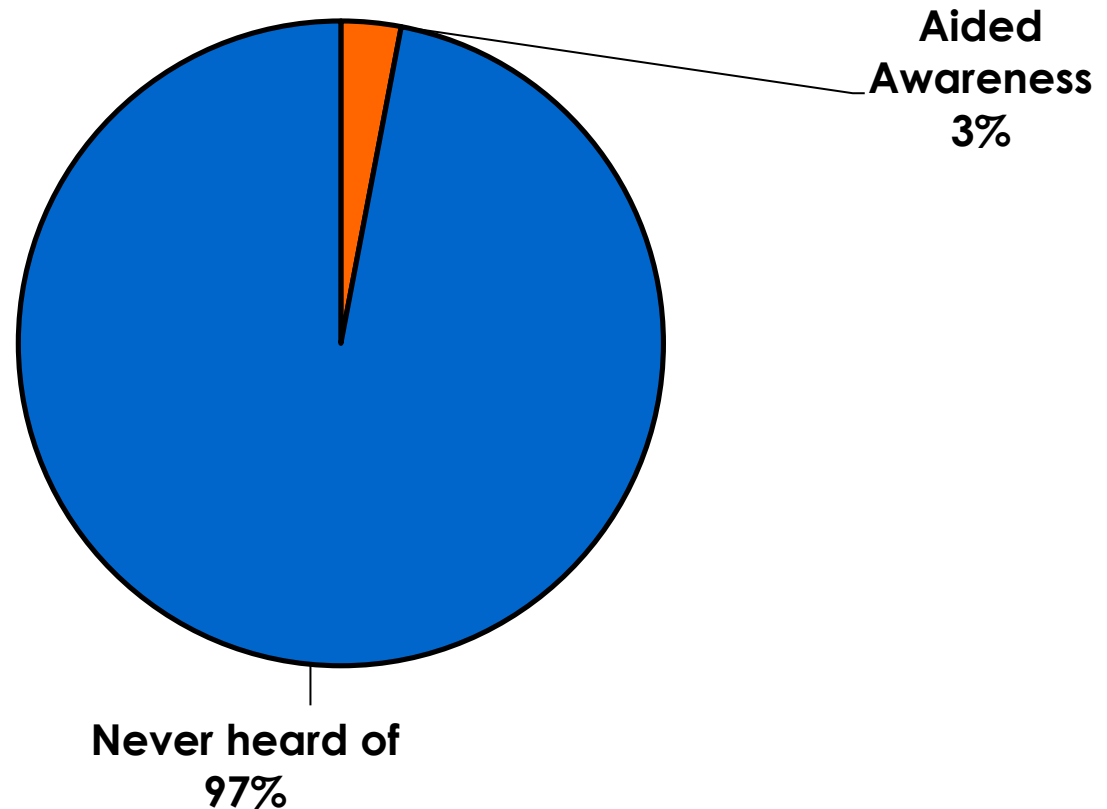
# Airport Screening

## 7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



# Shop Guam Festival



# Shop Guam Festival - Impact

n=9

