



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2016

DATA AGGREGATION



Prepared by: QMark Research

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Background & Methodology

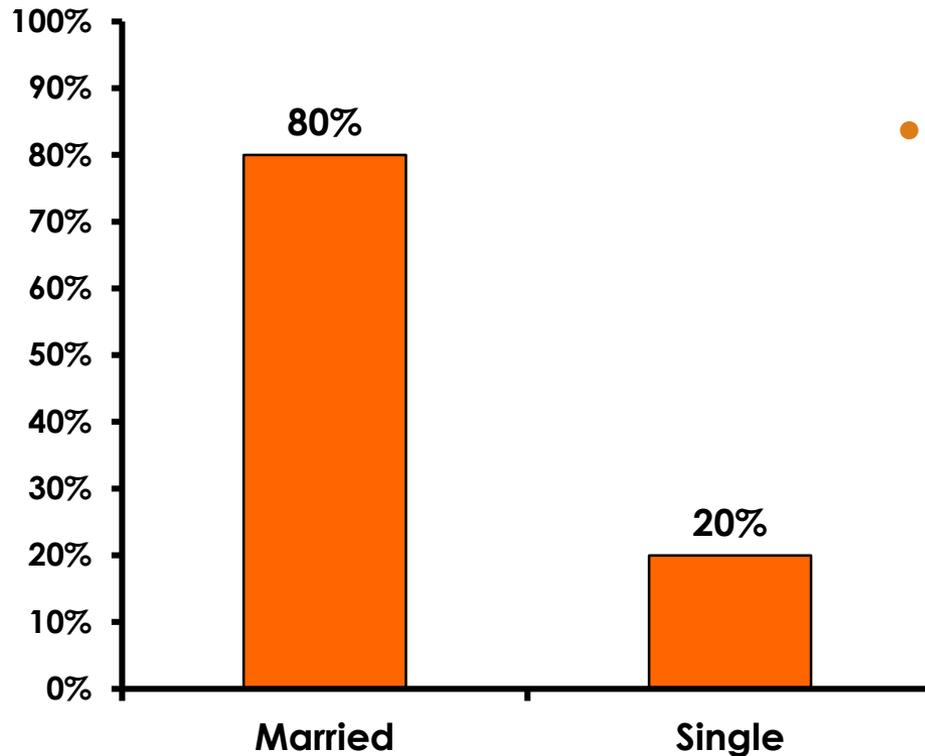
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **4,265** departing 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 **4,265** is +/- 1.50 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 +/- 1.50 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.

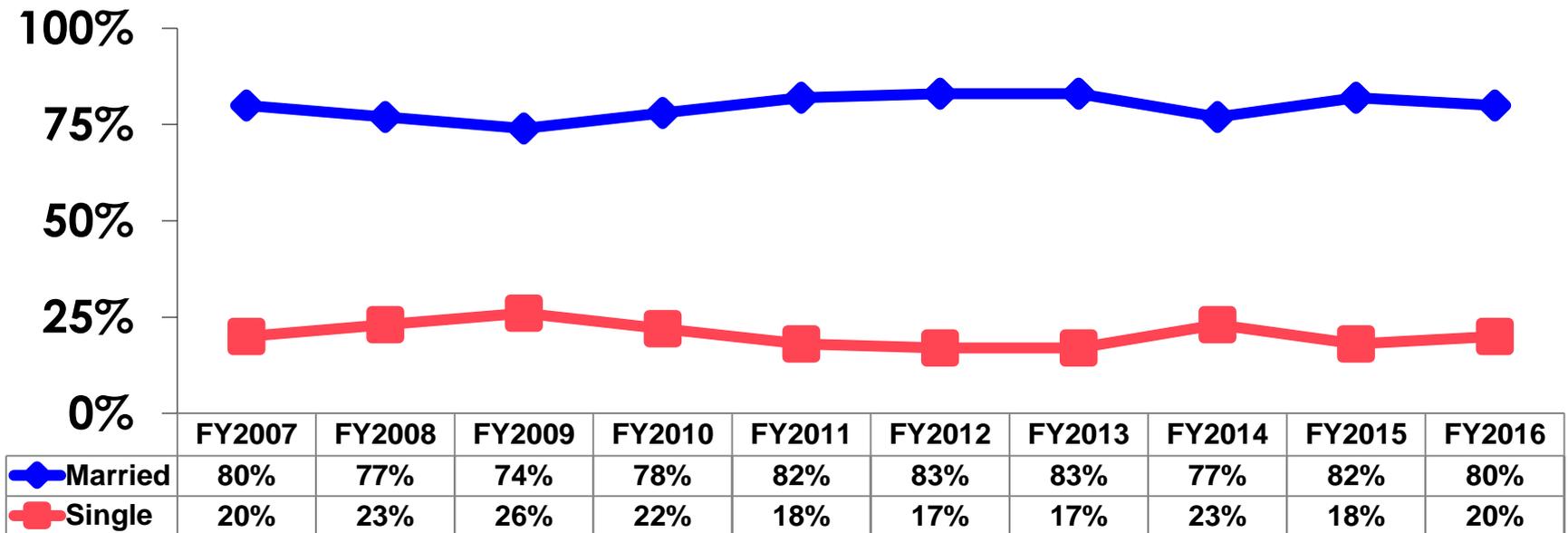
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

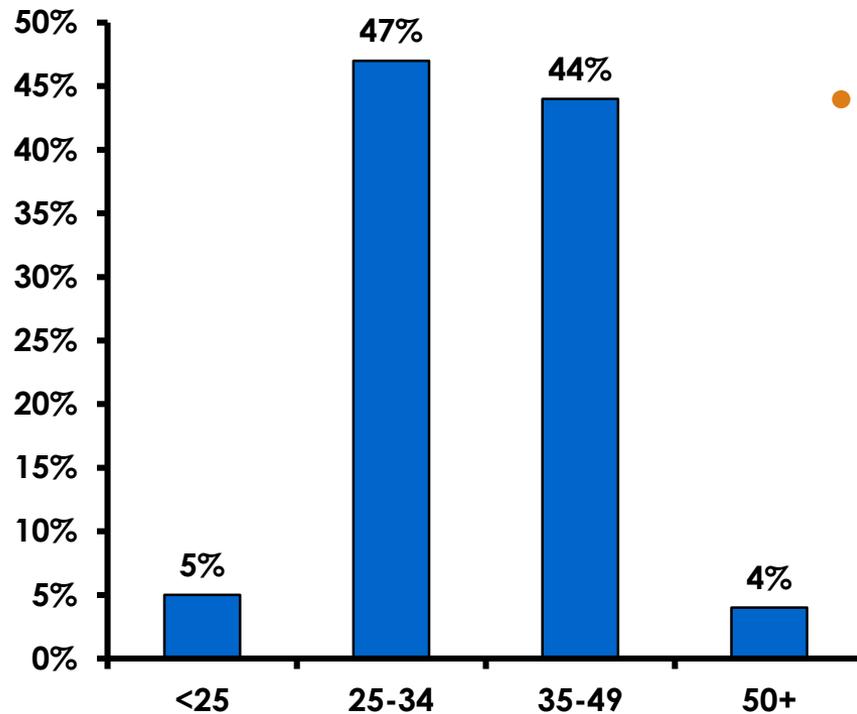


- Majority of Korean visitors are married.

MARITAL STATUS

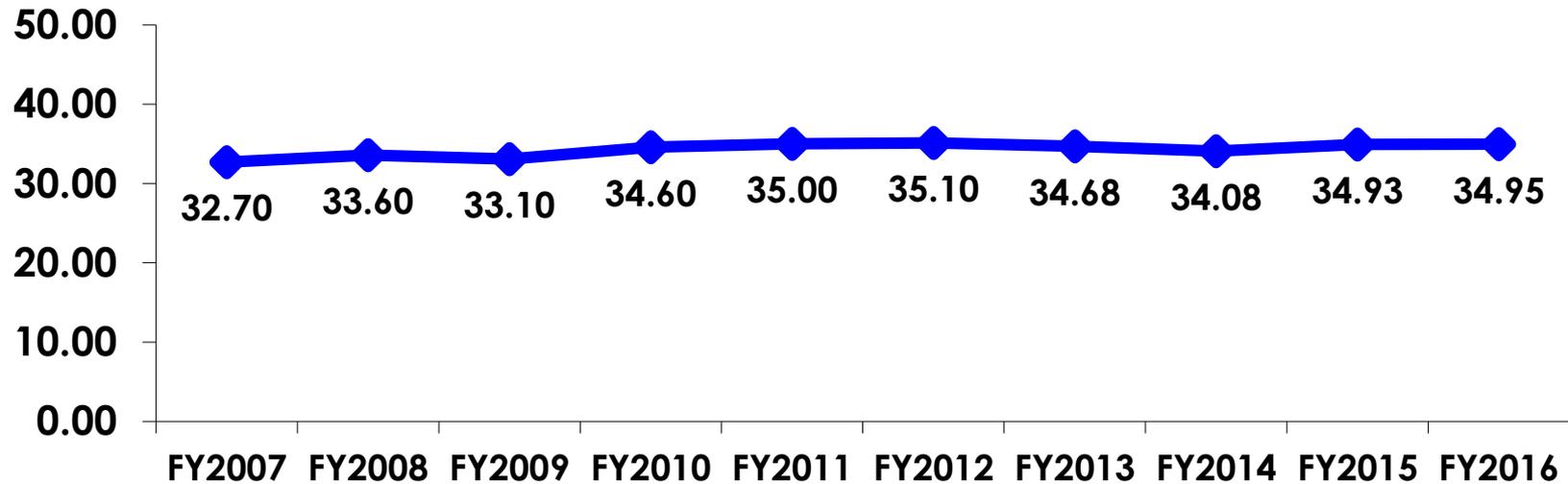


Age - Overall

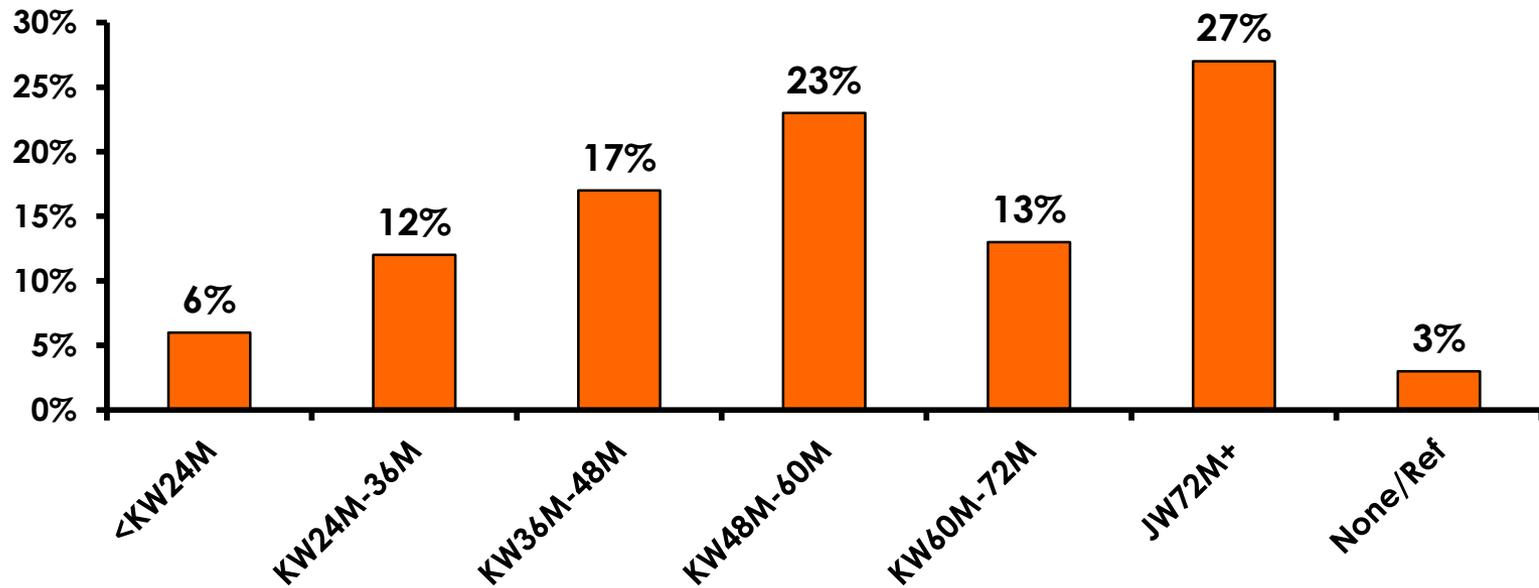


- The average age of the respondents is 34.95 years of age.

AVERAGE - AGE



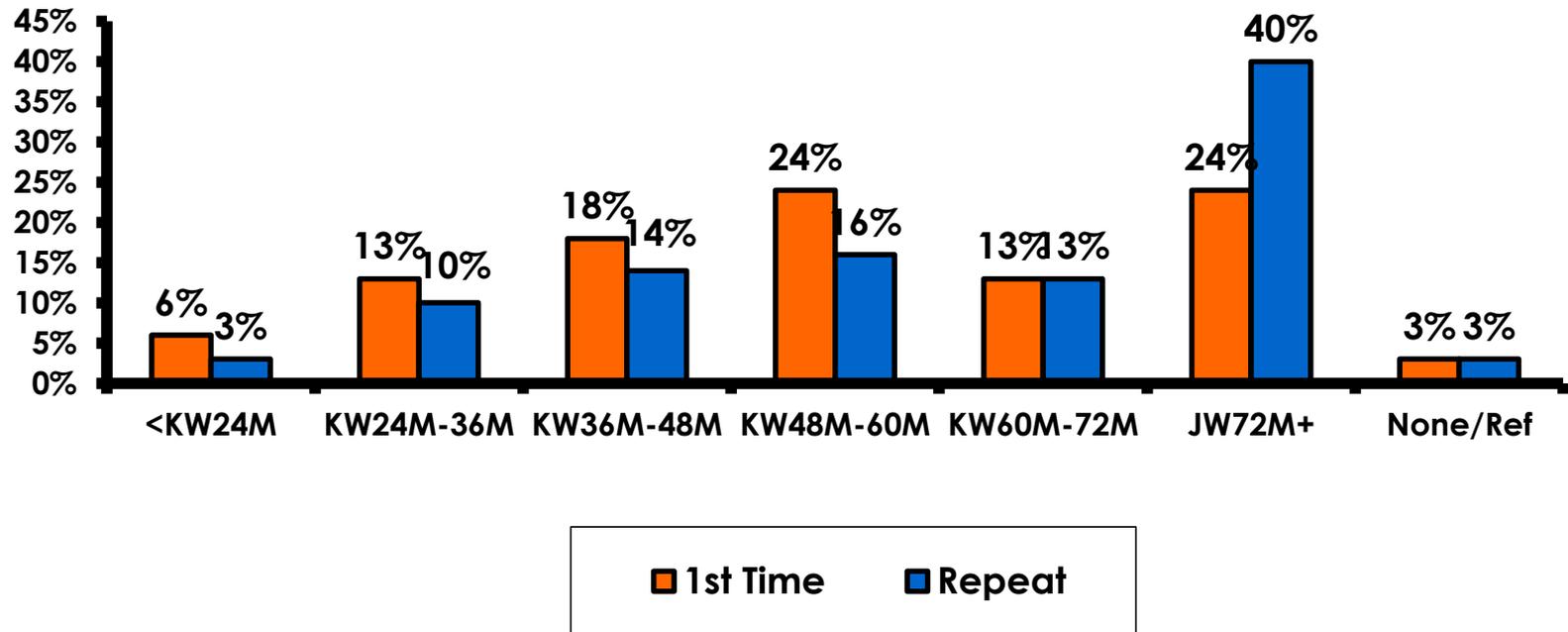
Personal Income



Personal Income

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
<KW24.0m	14%	9%	11%	7%	8%	8%	7%	7%	4%	6%
KW24.0m-36.0m	21%	19%	22%	18%	16%	14%	15%	14%	10%	12%
KW36.0m-48.0m	16%	18%	18%	16%	18%	18%	17%	17%	20%	17%
KW48.0m-60.0m	15%	15%	13%	16%	16%	17%	19%	19%	29%	23%
KW60.0m-72.0m	9%	11%	10%	12%	12%	12%	13%	13%	17%	13%
KW72.0m+	21%	24%	23%	28%	28%	28%	26%	25%	17%	27%
Refused/None	4%	3%	3%	3%	2%	3%	2%	6%	3%	3%

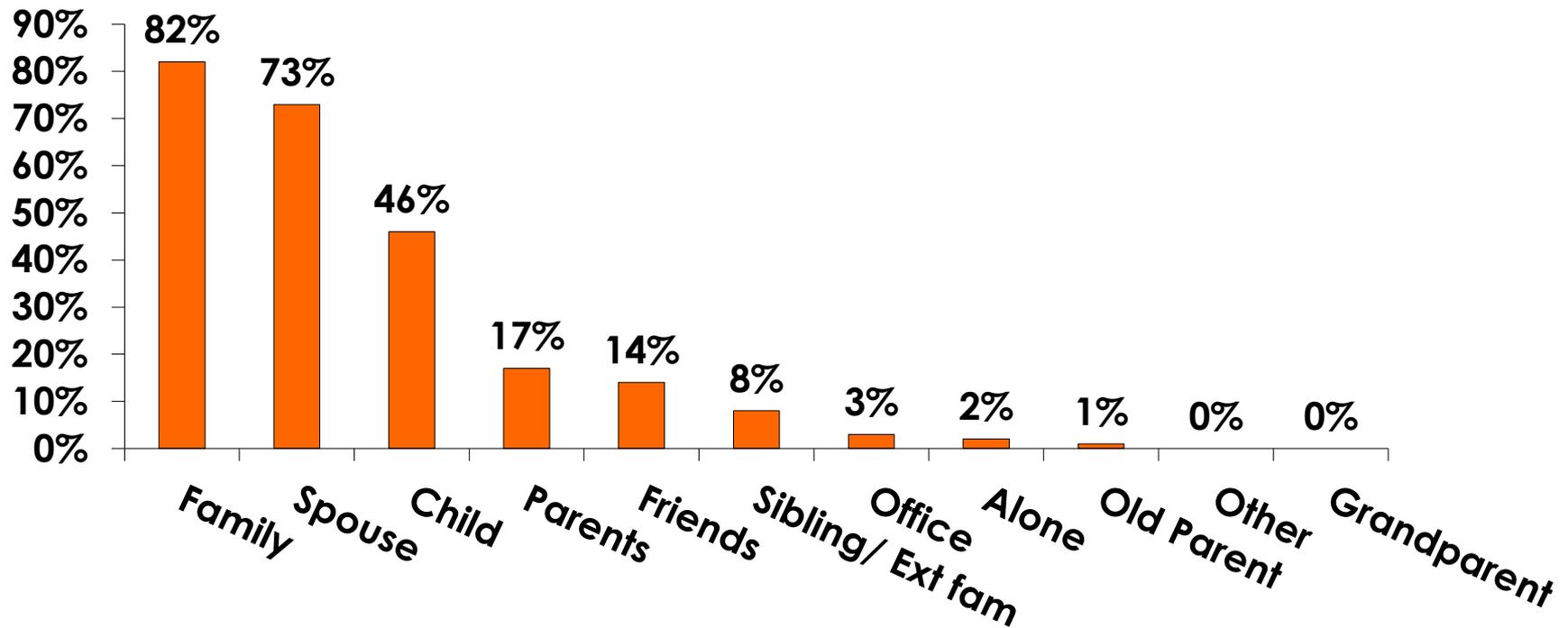
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<KW12.0M	Count	56	18	37	17	23	16	
		Column N %	2%	1%	2%	10%	2%	1%	
	KW12.0M-KW24.0M	Count	128	30	97	19	79	27	3
		Column N %	4%	2%	6%	11%	5%	2%	2%
	KW24.0M-KW36.0M	Count	416	172	242	29	303	72	12
		Column N %	12%	10%	15%	17%	20%	4%	10%
	KW36.0M-KW48.0M	Count	585	312	273	21	361	187	14
		Column N %	17%	17%	17%	12%	24%	12%	11%
	KW48.0M-KW60.0M	Count	777	466	309	12	325	428	12
		Column N %	23%	26%	19%	7%	21%	27%	10%
	KW60.0M-KW72.0M	Count	439	267	172	8	114	276	40
		Column N %	13%	15%	11%	5%	7%	17%	32%
	KW72.0M+	Count	927	494	431	31	283	571	41
		Column N %	27%	28%	26%	18%	19%	36%	33%
	No Income	Count	106	31	75	36	36	30	3
		Column N %	3%	2%	5%	21%	2%	2%	2%
	Total	Count	3434	1790	1636	173	1524	1607	125

Travel Companions



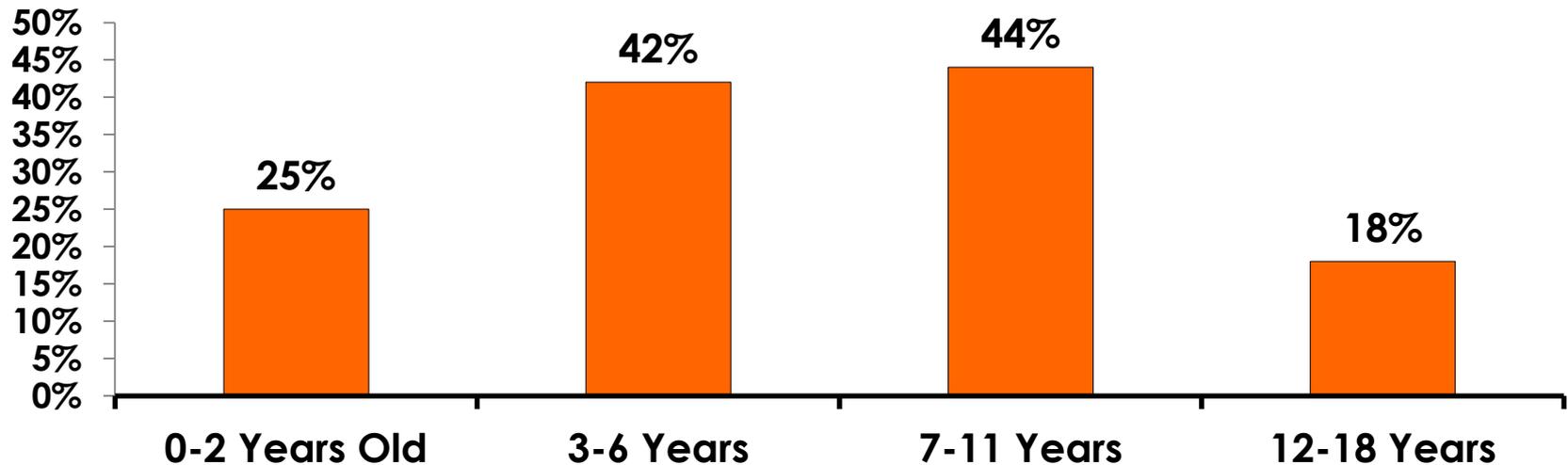
Travel Companions

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
Family	31%	41%	35%	41%	43%	44%	81%	78%	81%	82%
Child	27%	36%	29%	34%	36%	36%	40%	34%	45%	46%
Spouse	43%	31%	36%	33%	35%	37%	76%	70%	76%	73%
Friends	9%	11%	14%	10%	10%	9%	12%	13%	10%	14%
Parent	NA	NA	NA	NA	NA	NA	11%	11%	15%	17%
Office	8%	8%	8%	8%	7%	8%	6%	4%	3%	3%
Sibling/ Ext Fam	NA	NA	NA	NA	NA	NA	6%	7%	6%	8%
Alone	9%	8%	8%	7%	5%	4%	3%	7%	8%	2%
Other	-	1%	1%	0%	0%	0%	0%	0%	0%	0%

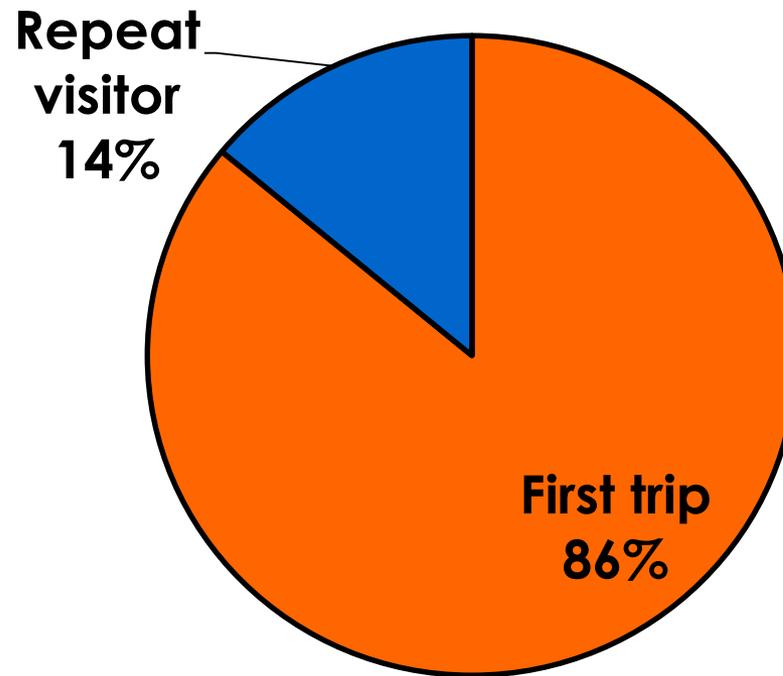
Number of Children Travel Party

N=1,975 total respondents traveling with children.

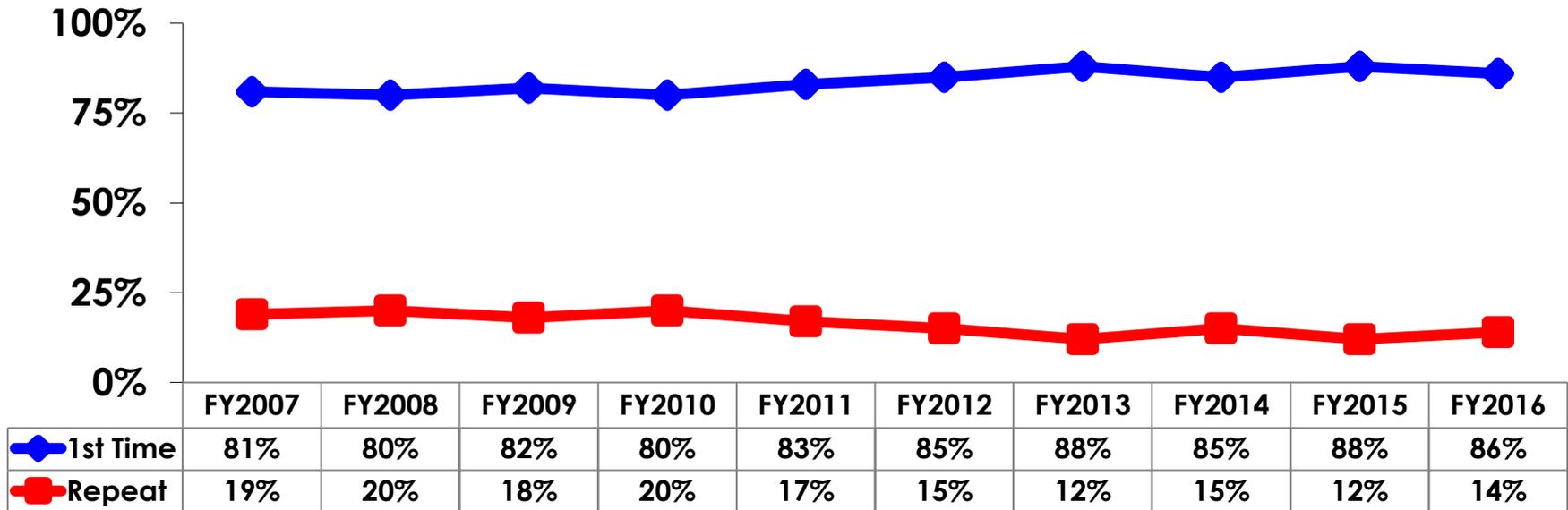
(Of those N=1,975 respondents, there is a total of 2,977 children 18 years or younger)



Prior Trips to Guam



PRIOR TRIPS TO GUAM



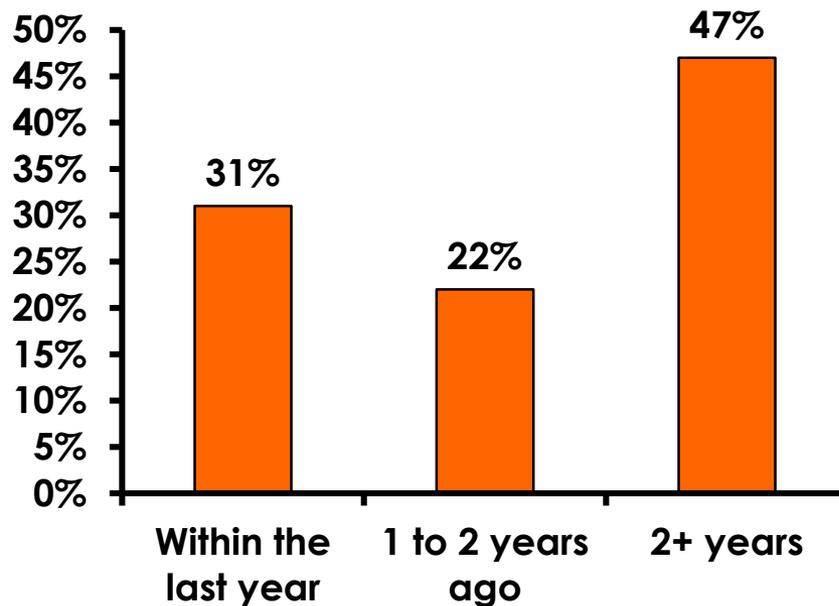
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM		
			-	1st	Repeat	
GENDER	Male	Count	2131	1821	306	
		Column N %	50%	50%	50%	
	Female	Count	2124	1813	305	
		Column N %	50%	50%	50%	
	Total	Count	4255	3634	611	
AGE	18-24	Count	228	210	18	
		Column N %	5%	6%	3%	
	25-34	Count	1982	1770	207	
		Column N %	47%	49%	34%	
	35-49	Count	1884	1521	359	
		Column N %	44%	42%	59%	
	50+	Count	166	137	28	
		Column N %	4%	4%	5%	
		Total	Count	4260	3638	612

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

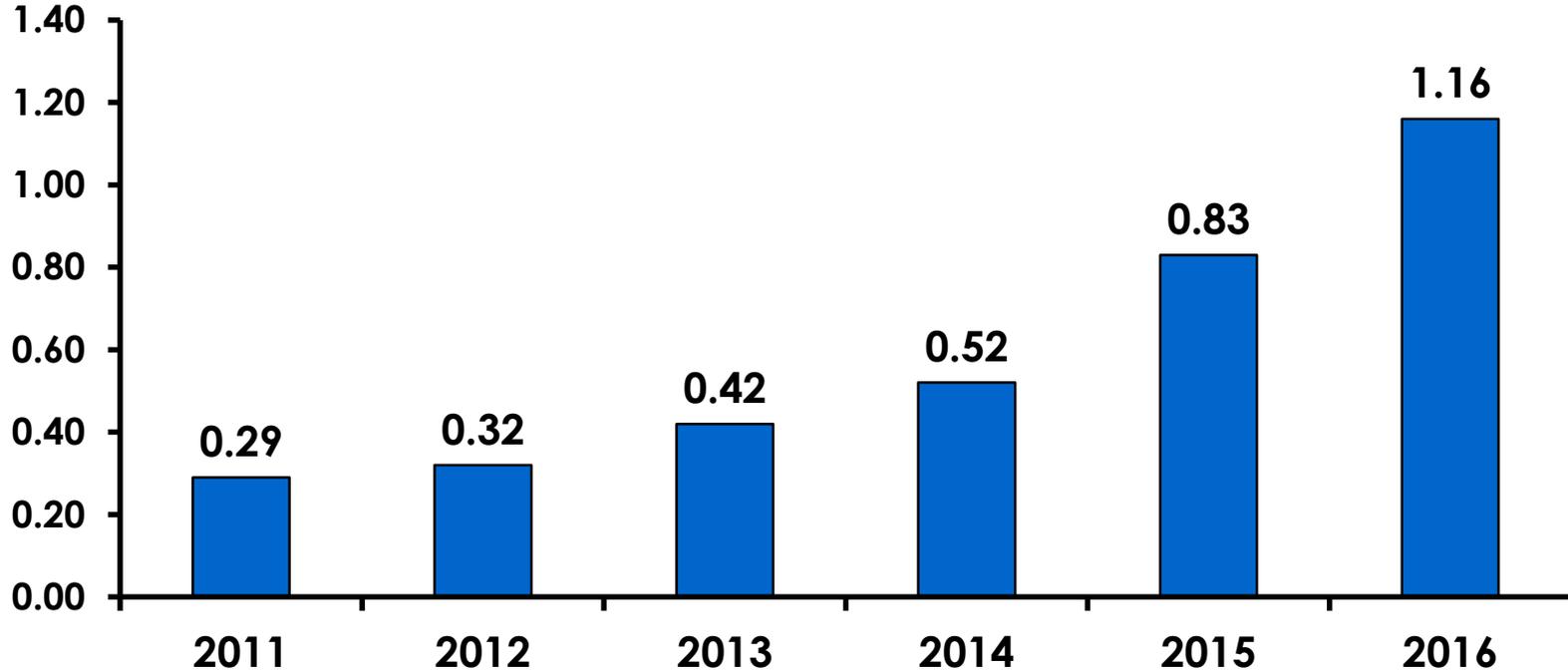
Repeat Visitors Last Trip

n = 596



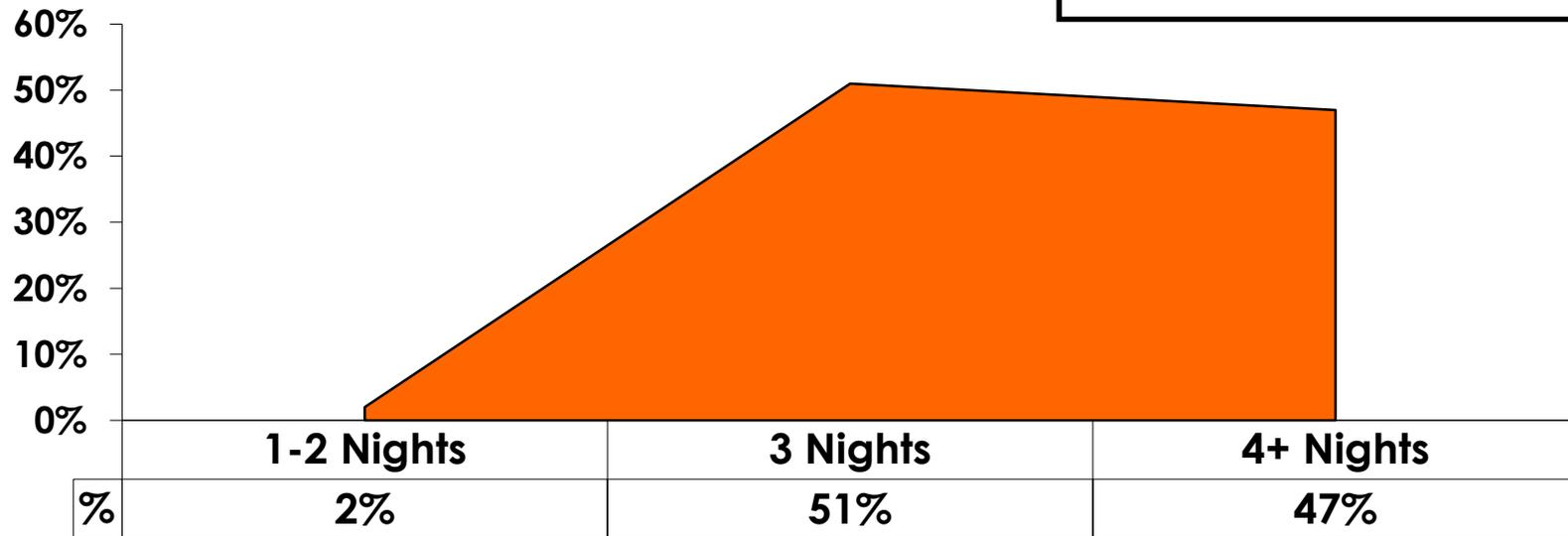
- The average repeat visitor has been to Guam 2.59 times.
- Half the repeat visitors have been here within the last two years.

Average Number Overnight Trips (2011-2016) (2 nights or more)

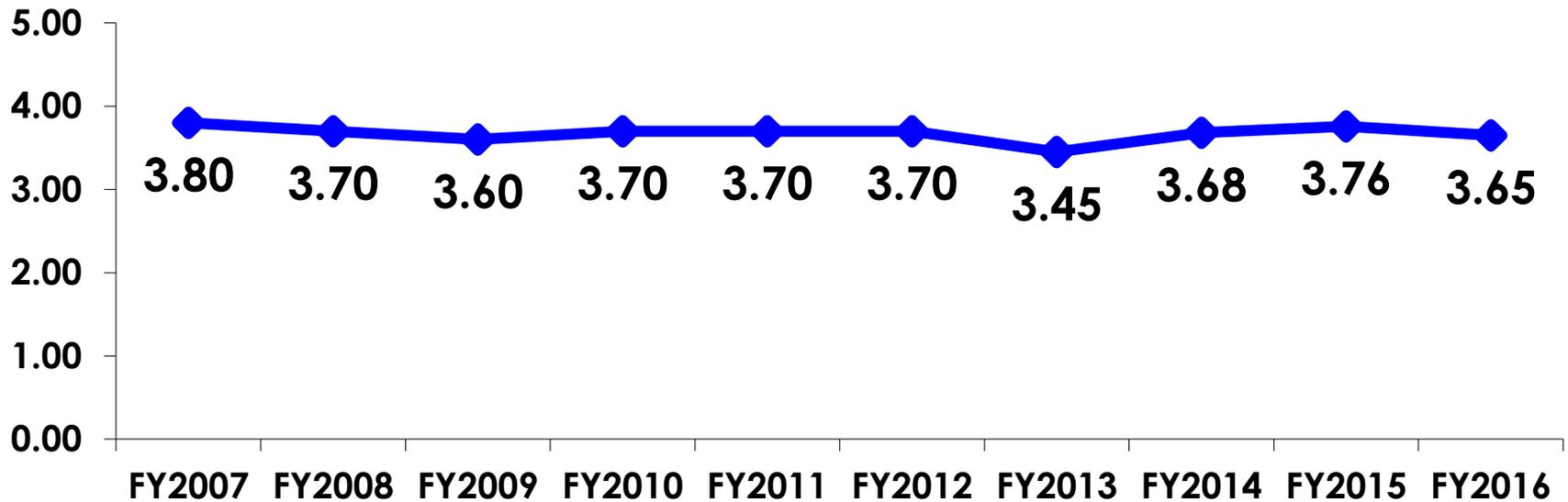


Length of Stay

Mean = 3.65 Days
Median = 3.0 Days



AVG LENGTH OF STAY

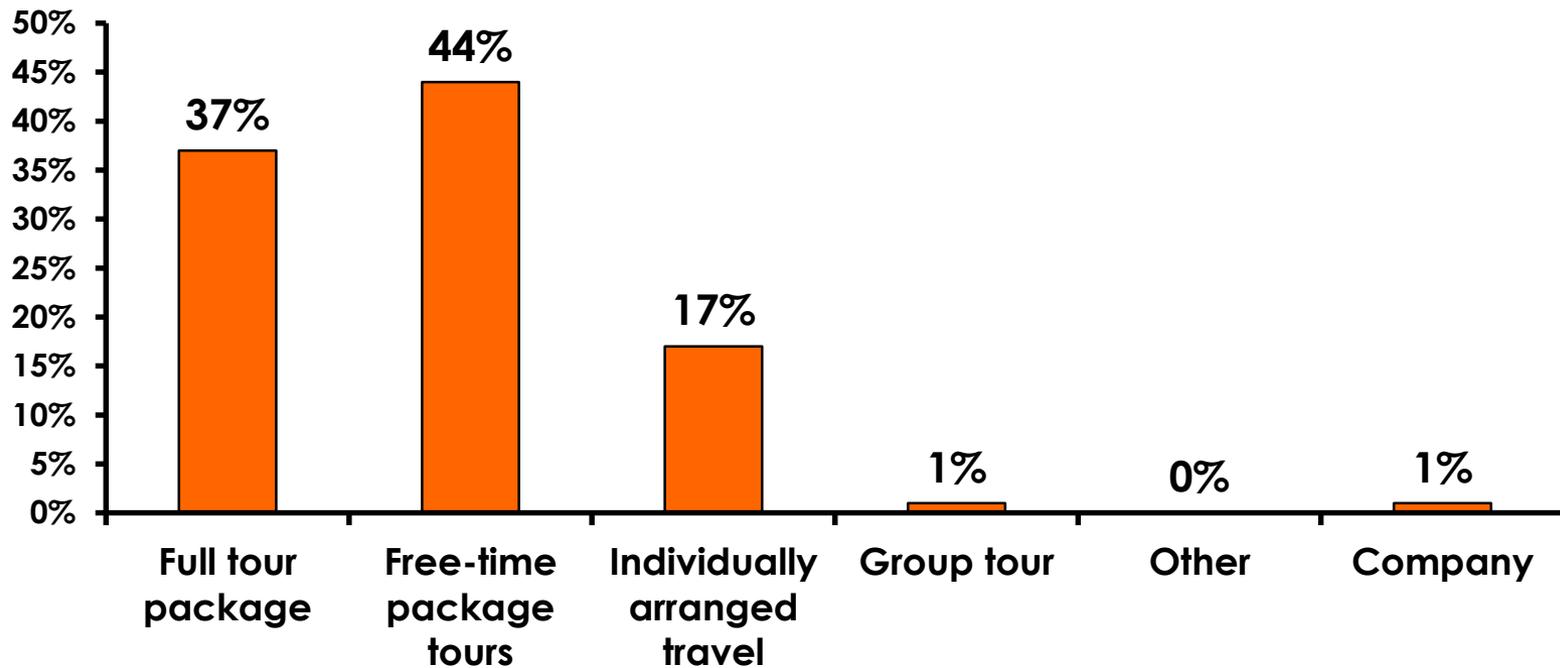


Occupation by Income

		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	34%	20%	31%	39%	38%	28%	28%	34%	7%	
	Self-employed	14%	11%	15%	10%	12%	19%	23%	16%	4%	
	Housewife/ Homemaker	12%	9%	4%	9%	11%	8%	10%	11%	20%	
	Professional/ Specialist/ Tech	9%		10%	11%	7%	9%	11%	12%	2%	
	Service worker/ Private hse worker	6%	5%	10%	6%	6%	12%	5%	2%		
	Student	5%	25%	6%	2%	2%	1%	2%	4%	48%	
	Professor/ Teacher/ After-school	5%	5%	9%	5%	5%	5%	5%	6%	1%	
	Manager/ Admin	2%			2%	2%	3%	3%	4%		
	Sales worker/ Clerical	2%		2%	3%	3%	1%	2%	2%		
	Skilled worker	2%	2%		2%	3%	2%	1%	2%		
	Freelancer	2%	5%	4%	2%	2%	3%	1%	1%	1%	
	Other	1%	2%	3%	3%	2%	1%	1%	2%	1%	
	Govt- office worker non-mgr	1%	4%	2%	2%	2%	1%	1%	1%		
	Govt- Executive	1%	2%	2%	0%	2%	1%	1%	1%		
	Govt- Manager	1%			1%	1%	2%	2%	1%	1%	
	Unemployed	1%	7%		1%	1%	1%	1%	1%	15%	
	Farmer/ Forestry/ Fisherman	1%	2%		0%	1%	2%	2%	0%		
	Judicial	0%			0%		0%	0%	1%	1%	
	Retired	0%		2%	0%	0%	0%	0%	0%		
	Total	Count	4125	55	124	414	583	777	438	926	106

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall



Travel Planning - Overall

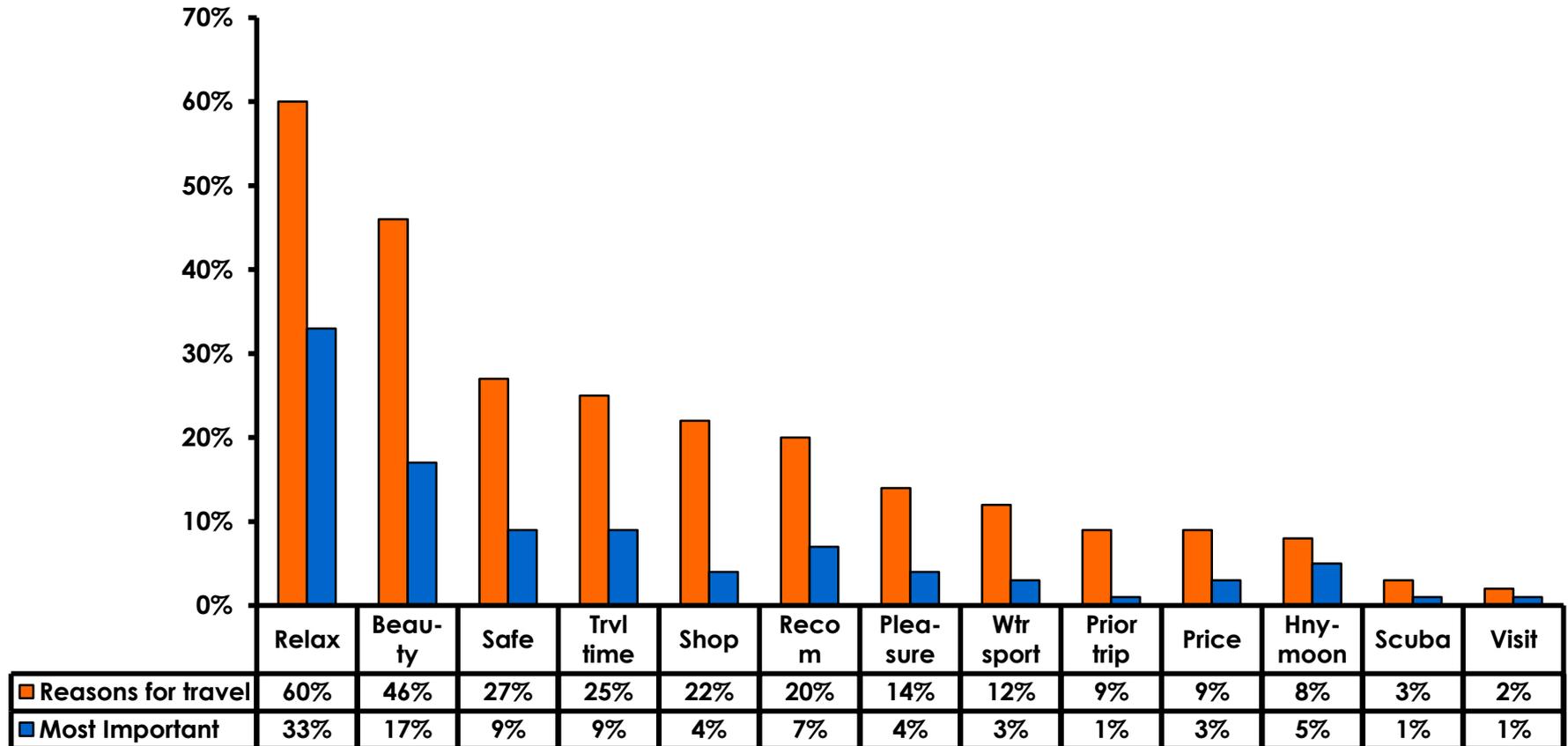
	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
Full-pkg tour	62%	64%	62%	59%	57%	55%	50%	37%	55%	37%
Free-time pkg tour	23%	23%	28%	29%	32%	33%	39%	44%	33%	44%
FIT	10%	8%	7%	8%	7%	6%	8%	16%	11%	17%
Group tour	4%	4%	3%	3%	2%	3%	0%	1%	1%	1%
Com-pany	NA	NA	NA	NA	1%	3%	2%	2%	1%	1%
Other	0%	1%	1%	1%	1%	0%	0%	0%	0%	0%

Accommodation by Income

Average length of stay: 3.65 days

	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
Q9										
PIC Club	29%	23%	17%	14%	26%	32%	36%	34%	31%	
Hyatt Regency Guam	9%	2%	6%	6%	8%	9%	9%	10%	7%	
Lotte Hotel Guam	8%	5%	9%	10%	9%	8%	8%	6%	7%	
Hotel Nikko Guam	8%	14%	9%	12%	11%	7%	6%	5%	4%	
Dusit Thani Guam Resort	7%	5%	7%	6%	5%	7%	5%	9%	7%	
Hilton Guam Resort	5%	7%	5%	6%	4%	5%	6%	6%	1%	
Sheraton Laguna Guam	5%	5%	9%	8%	6%	4%	4%	3%	7%	
Onward Beach Resort	5%	4%	9%	3%	4%	6%	3%	5%	7%	
Outrigger Guam Resort	4%	2%	5%	5%	5%	4%	4%	4%	3%	
Westin Resort Guam	4%	9%	2%	4%	6%	5%	3%	2%	1%	
Guam Reef & Olive Spa	4%	2%	5%	4%	6%	3%	2%	3%	5%	
Holiday Resort Guam	3%	2%	5%	5%	2%	2%	3%	2%	2%	
Leo Palace Resort	2%	2%	2%	1%	1%	2%	4%	2%	2%	
Home stay/ friend/ relative	2%	2%	2%	2%	2%	1%	1%	1%	7%	
Pacific Star Resort & Spa	1%		2%	2%	1%	1%	1%	1%		
Fiesta Resort Guam	1%		2%	2%	2%	1%	0%	1%	4%	
Other	1%	7%	3%	3%	1%	1%	1%	0%	2%	
Bayview Hotel	1%	5%		1%	1%			1%	1%	
Royal Orchid Guam	1%		2%	2%	1%	1%	0%	1%		
Guam Plaza Hotel	1%		1%	1%	0%	0%	0%	0%	1%	
Oceanview Hotel	0%	4%			1%	0%	0%	1%	1%	
Verona Resort & Spa	0%			0%	1%	0%	0%	0%	1%	
Condo	0%				0%	0%	1%	0%		
Days Inn (Tamuning)	0%		1%	0%	0%	0%			1%	
Hotel Santa Fe	0%					0%		0%		
Aqua Suites	0%				0%			0%		
Apartment	0%				0%				1%	
Grand Plaza Hotel	0%					0%				
Tumon Bay Capital Hotel	0%			0%						
Days Inn (Maite)	0%						0%			
Pacific Bay Hotel	0%							0%		
Total	Count	4254	56	128	414	585	772	438	927	105

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

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

Most Important- Top 3

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
Relax	29%	32%	30%	31%	32%	32%	32%	27%	25%	33%
Natural Beauty	15%	16%	16%	15%	16%	16%	19%	16%	12%	17%
Honey-moon	13%	Not top 3	12%	9%	9%	10%	Not top 3	10%	Not top 3	Not top 3
Short travel time	Not top 3	8%	Not top 3	9%	9%	10%	10%	Not top 3	11%	9%

Motivation by Age & Gender

		TOTAL	AGE				GENDER		
		-	18-24	25-34	35-49	50+	Male	Female	
Q5A	Relax	60%	59%	55%	65%	55%	60%	60%	
	Natural beauty	46%	54%	45%	46%	41%	44%	48%	
	Safe	27%	21%	24%	31%	30%	27%	28%	
	Short travel time	25%	17%	27%	24%	20%	23%	27%	
	Shopping	22%	24%	25%	20%	12%	20%	25%	
	Recomm- friend/family/trvl agnt	20%	26%	20%	19%	23%	18%	22%	
	Pleasure	14%	23%	14%	14%	10%	14%	14%	
	Water sports	12%	15%	13%	10%	5%	11%	12%	
	Previous trip	9%	4%	7%	12%	7%	9%	8%	
	Price	9%	9%	11%	6%	5%	8%	9%	
	Honeymoon	8%	10%	13%	3%	2%	8%	8%	
	Scuba	3%	8%	4%	2%	5%	3%	3%	
	Visit friends/ Relatives	2%	5%	2%	1%	9%	2%	2%	
	Other	2%	3%	2%	2%	3%	2%	2%	
	Company Sponsored	2%	1%	2%	2%	2%	2%	2%	
	Organized sports	2%	6%	2%	1%	1%	2%	2%	
	Golf	1%	2%	1%	2%	6%	2%	1%	
	Company/ Business Trip	1%	0%	1%	2%	4%	2%	1%	
	Career Cert/ Testing	1%	2%	1%	0%	1%	1%	1%	
	Married/ Attn wedding	0%		0%	0%		0%	0%	
	Convention/ Trade/ Conference	0%	0%	0%	0%	1%	0%	0%	
	Total	Count	4252	226	1979	1877	165	2124	2118

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	60%	56%	54%	52%	57%	64%	63%	66%	68%	
	Natural beauty	46%	52%	45%	45%	45%	41%	43%	56%	57%	
	Safe	27%	20%	25%	23%	27%	26%	32%	37%	22%	
	Short travel time	25%	22%	23%	24%	25%	24%	30%	31%	26%	
	Shopping	22%	17%	26%	25%	22%	19%	24%	31%	31%	
	Recomm- friend/family/trvl agnt	20%	33%	23%	19%	20%	22%	18%	19%	26%	
	Pleasure	14%	17%	17%	13%	13%	13%	13%	15%	19%	
	Water sports	12%	24%	18%	17%	11%	10%	10%	11%	11%	
	Previous trip	9%	4%	6%	8%	8%	8%	10%	15%	9%	
	Price	9%	22%	13%	14%	10%	7%	7%	7%	6%	
	Honeymoon	8%	9%	22%	19%	11%	6%	4%	3%	9%	
	Scuba	3%	4%	6%	6%	3%	1%	3%	4%	7%	
	Visit friends/ Relatives	2%	4%	3%	2%	4%	2%	1%	2%	5%	
	Other	2%		2%	3%	2%	2%	2%	2%	2%	
	Company Sponsored	2%	4%	4%	3%	2%	1%	1%	3%		
	Organized sports	2%	2%	3%	1%	2%	1%	1%	2%	2%	
	Golf	1%	2%		1%	1%	1%	4%	2%		
	Company/ Business Trip	1%	2%	2%	2%	2%	1%	3%	1%		
	Career Cert/ Testing	1%	2%		1%	1%	1%	0%	1%	3%	
	Married/ Attn wedding	0%			0%	0%			0%	1%	
	Convention/ Trade/ Conference	0%		1%	0%	0%			0%		
	Total	Count	4252	54	128	415	583	775	439	924	105

SECTION 3 **EXPENDITURES**

Prepaid Expenditures

KW Varies/US\$1

- \$2,205.18 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$77,033 = maximum (highest amount recorded for the entire sample)
- \$762.31 = 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	\$2,555.41
Air & Accommodation w/ daily meal package	\$3,085.71
Air only	\$1,073.47
Accommodation only	\$829.66
Accommodation w/ daily meal only	\$879.43
Food & Beverages in Hotel	\$240.36
Ground transportation – Korea	\$79.77
Ground transportation – Guam	\$174.80
Optional tours/ activities	\$297.16
Other expenses	\$470.25
Total Prepaid	\$2,205.18

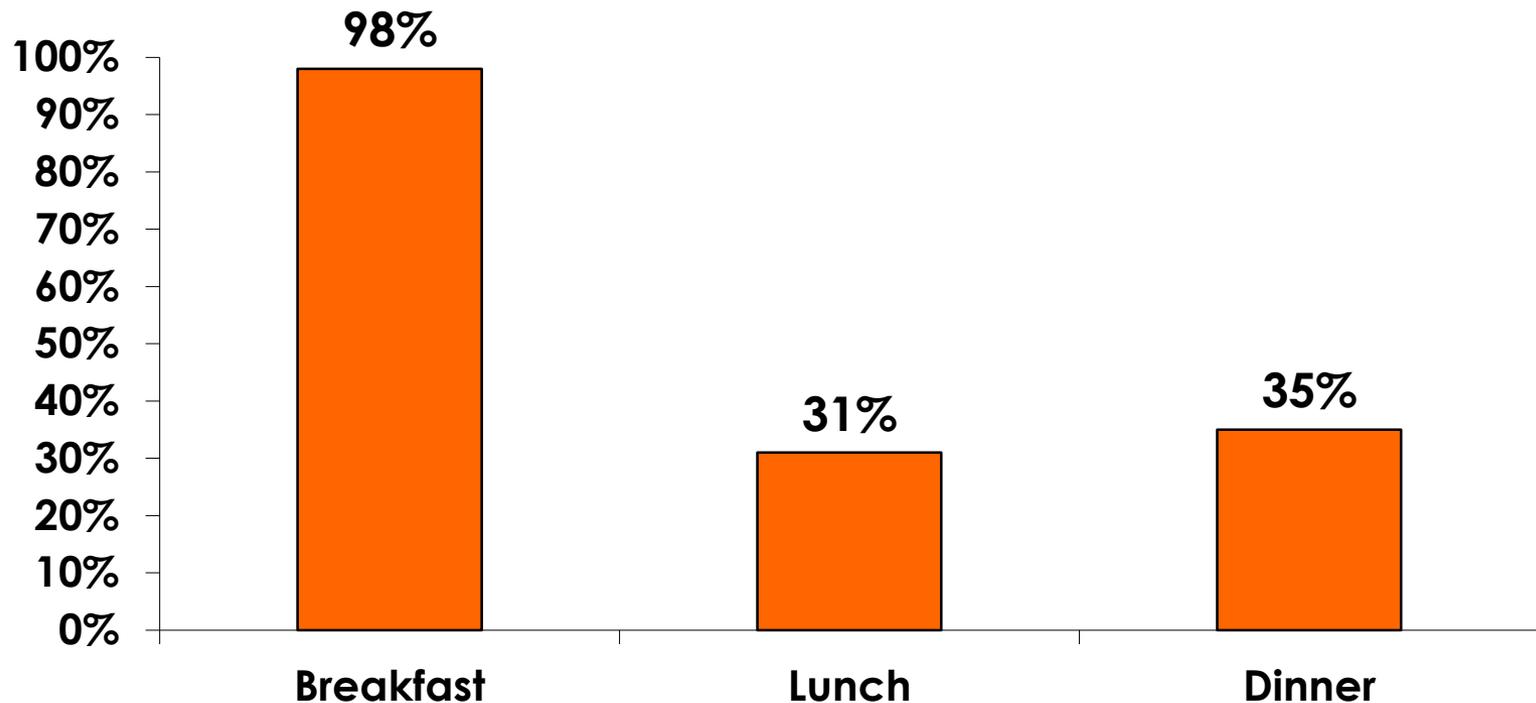
Breakdown of Prepaid Expenditures

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
Air & Accommodati on package only	\$2,144.18	\$2,046	\$1,207	\$1,947.10	\$2,207.00	\$2,378.40	\$1,964.05	\$2,192.37	\$2,481.01	\$2,555.41
Air & Accommodati on 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	\$3,323.42	\$3,085.71
Air only	\$849.45	\$1,070	\$865	\$672.30	\$1,069.70	\$1,366.00	\$1,377.34	\$1,223.68	\$1,245.17	\$1,073.47
Accommodati on only	\$625.23	\$578	\$595	\$580.90	\$944.80	\$1,385.10	\$932.53	\$787.12	\$758.08	\$829.66
Accommodati on w/ daily meal only	\$985.93	\$830	\$517	\$842.90	\$957.30	\$962.50	\$956.05	\$950.76	\$980.86	\$879.43
Food & Beverages in Hotel	\$103.80	\$146	\$133	\$141.60	\$150.50	\$382.30	\$255.35	\$214.95	\$115.75	\$240.36
Ground transportation -	\$84.98	\$76	\$54	\$69.70	\$83.70	\$100.30	\$86.53	\$103.36	\$109.76	\$79.77
Ground transportation -	\$68.04	\$88	\$76	\$98.40	\$117.50	\$170.00	\$158.51	\$170.47	\$245.86	\$174.80
Optional tours/ activities	\$353.46	\$367	\$280	\$344.00	\$329.30	\$397.90	\$408.61	\$345.50	\$344.65	\$297.16
Other expenses	\$542.02	\$806	\$362	\$468.20	\$465.70	\$446.30	\$405.24	\$484.13	\$374.78	\$470.25
Total Prepaid	\$2,217.43	\$2,374	\$1,584	\$1,932.10	\$2,428.30	\$2,350.00	\$1,959.37	\$2,011.85	\$2,377.75	\$2,205.18

PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n=1,491

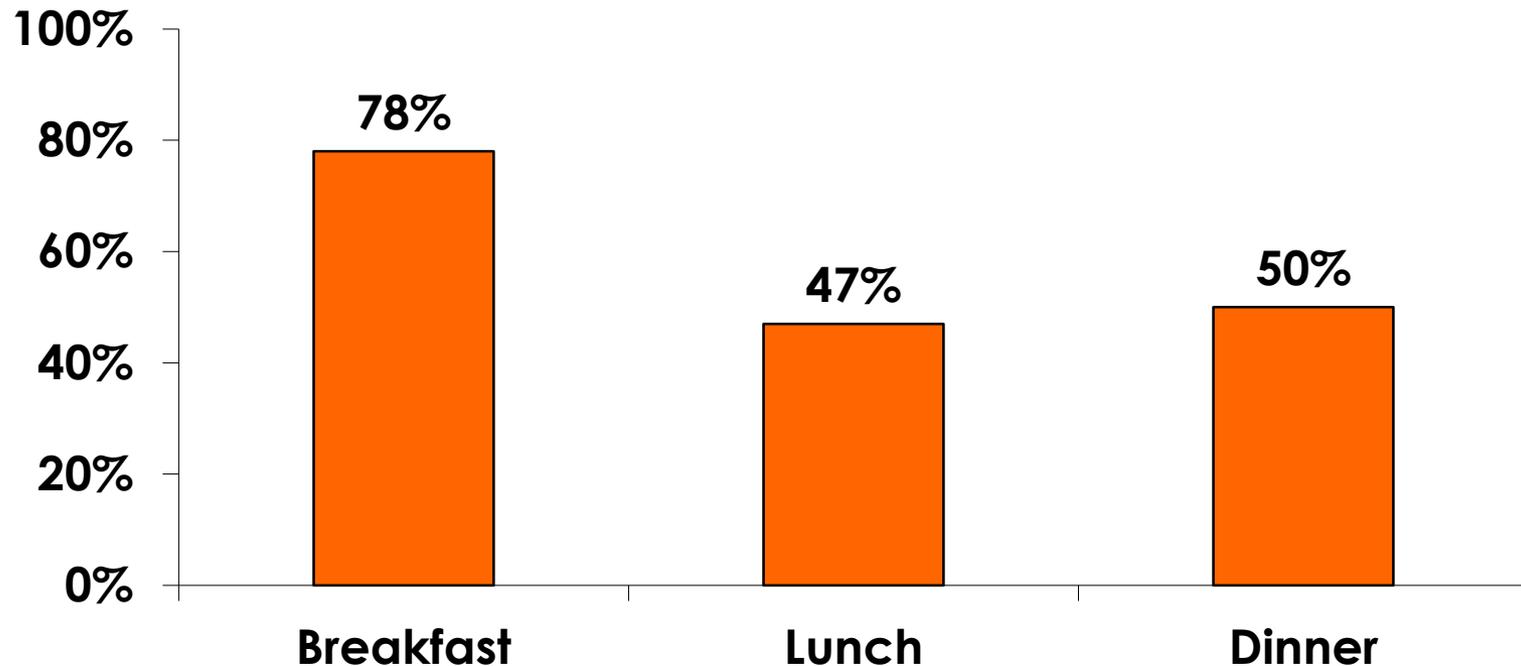


Mean=\$3,085.71 per travel party

PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

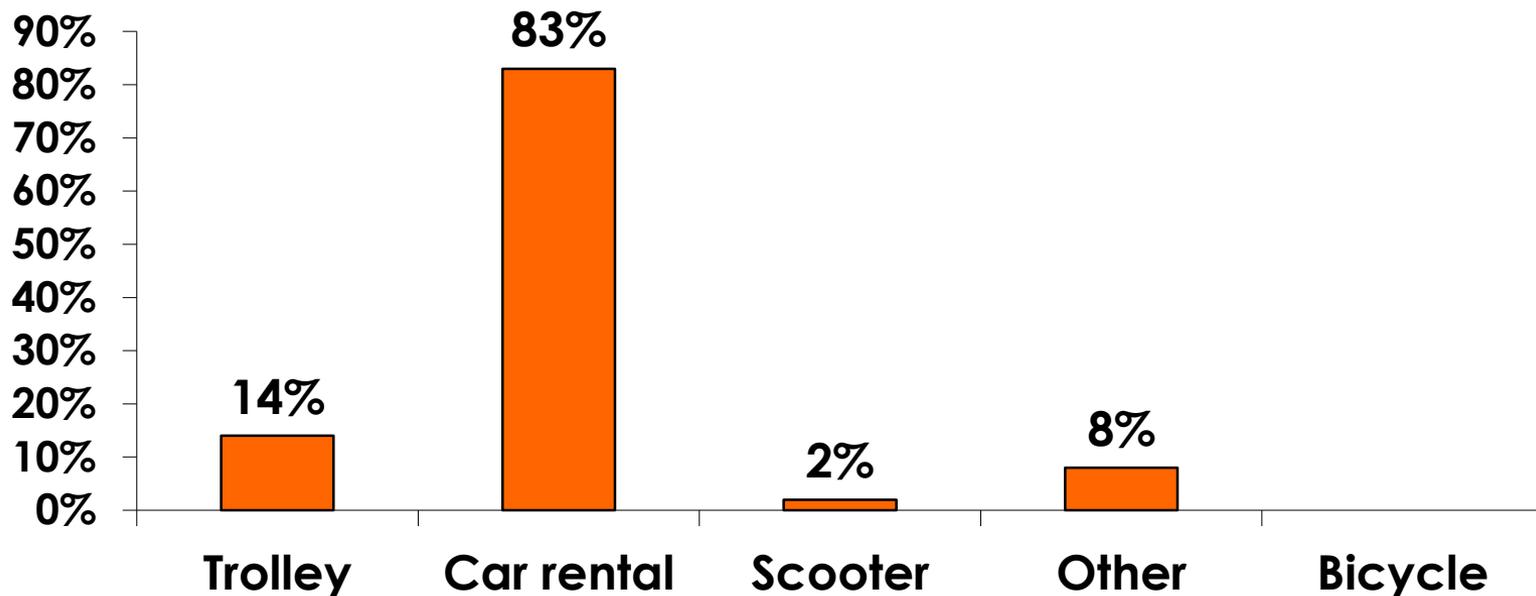
n=105



Mean=\$879.43 per travel party

PREPAID GROUND TRANSPORTATION

n=70



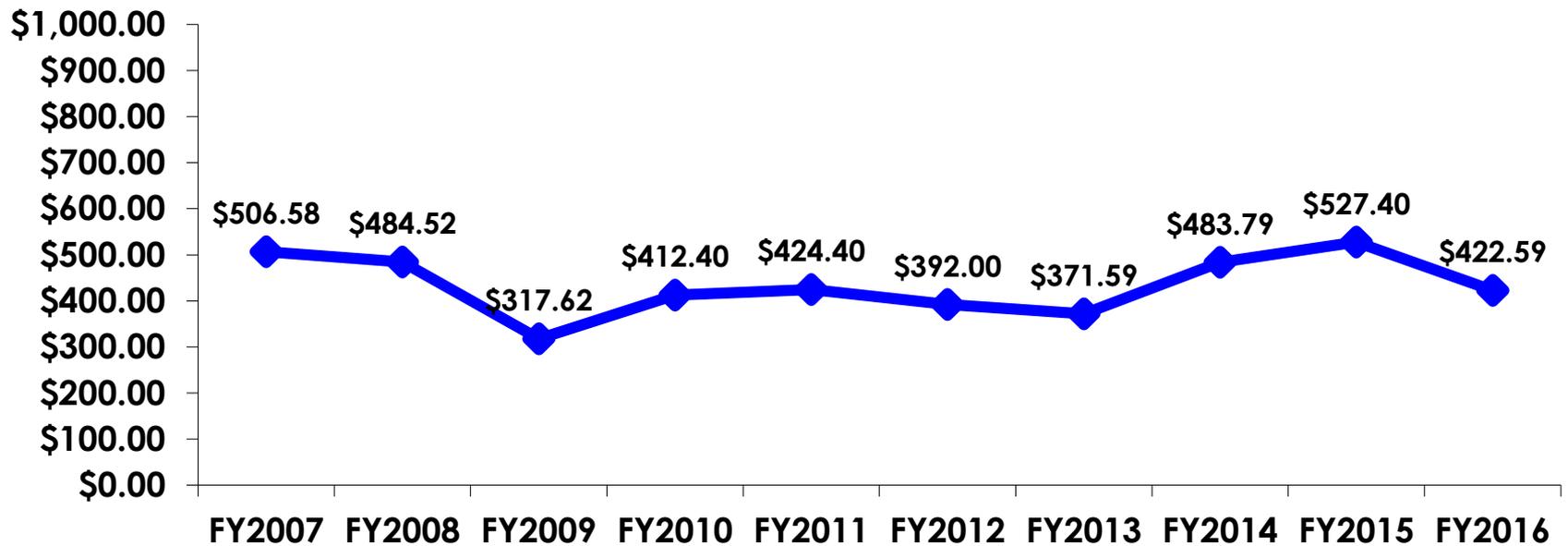
Mean=\$174.80 per travel party

On-Island Expenditures

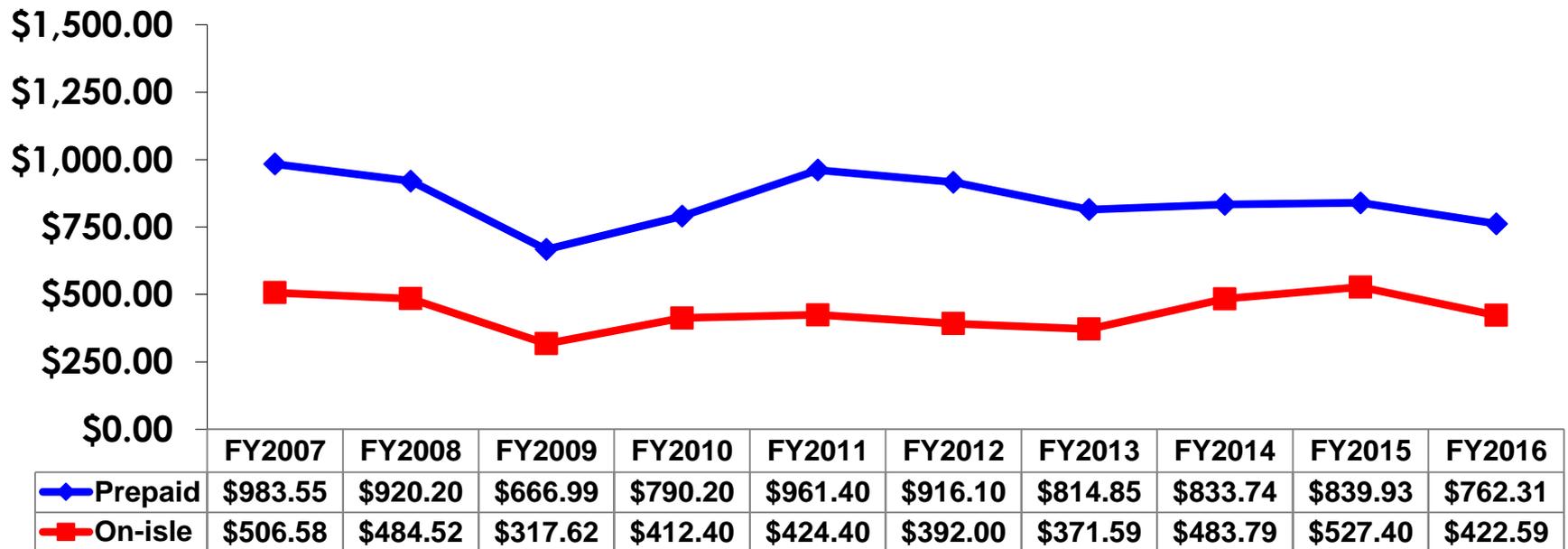
- \$1,089.73 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$30,000 = Maximum (highest amount recorded for the entire sample)
- \$422.59 = overall mean average per person on-island expenditure

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	\$422.59	\$438.63	\$406.60	\$414.31	\$502.21	\$383.40	\$501.73	\$396.18	\$441.15	\$356.50	\$461.58
	Median	\$313	\$325	\$300	\$218	\$400	\$269	\$250	\$270	\$360	\$250	\$250
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$4,500	\$4,100	\$4,500	\$2,500	\$4,100	\$4,000	\$3,500	\$3,500	\$4,500	\$4,100	\$2,500

On-Island Expenditure Categories by Gender & Age

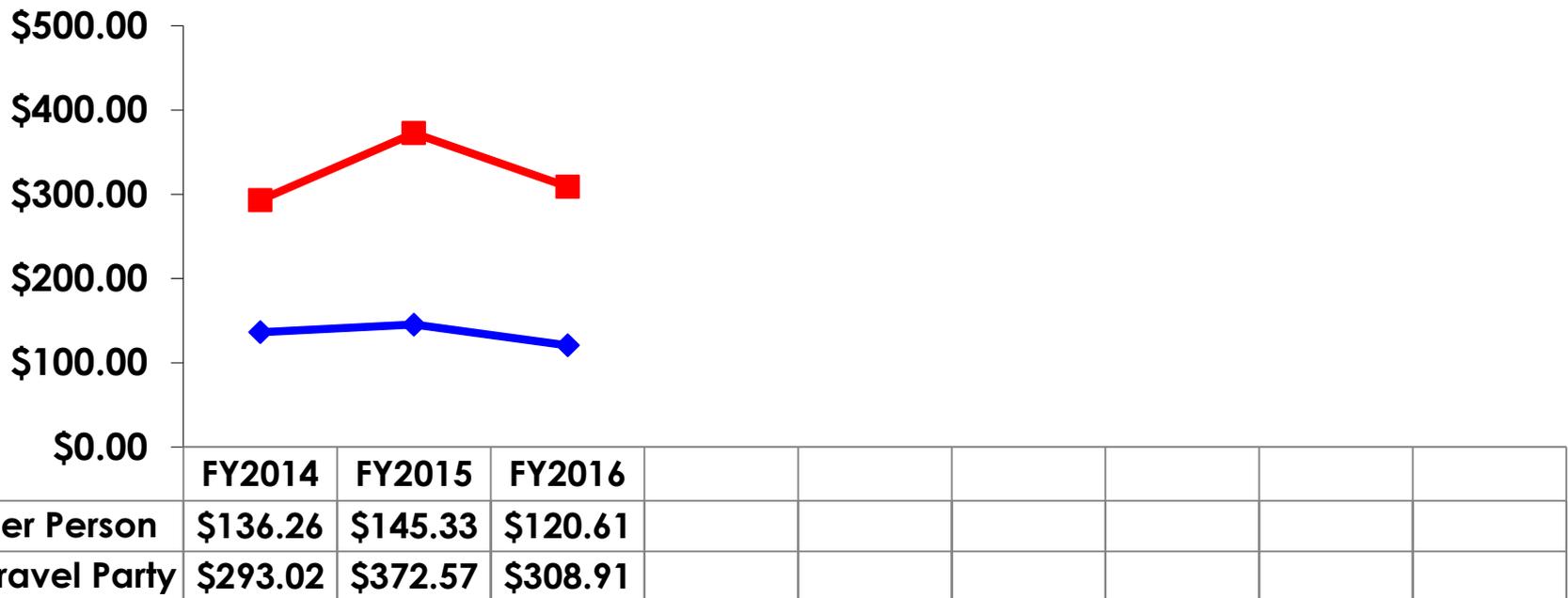
		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$60.29	\$68.33	\$52.42	\$29.87	\$48.71	\$77.33	\$48.86
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$26.48	\$26.65	\$26.24	\$20.81	\$23.01	\$31.36	\$20.30
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B RESTRNT	Mean	\$94.69	\$100.94	\$88.17	\$55.26	\$101.72	\$92.96	\$86.33
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPT TOUR	Mean	\$78.94	\$82.34	\$75.76	\$93.92	\$72.58	\$81.14	\$105.45
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$169.39	\$168.37	\$170.51	\$100.04	\$181.38	\$173.99	\$74.46
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- OTHER	Mean	\$113.42	\$111.78	\$115.24	\$73.95	\$119.65	\$108.76	\$149.52
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TRANS	Mean	\$63.77	\$65.90	\$61.66	\$36.85	\$70.64	\$61.63	\$41.36
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$483.02	\$551.75	\$415.41	\$387.71	\$437.51	\$524.23	\$684.21
	Median	\$5	\$3	\$6	\$4	\$10	\$0	\$47
TOTAL	Mean	\$1,089.73	\$1,176.39	\$1,004.51	\$798.68	\$1,055.24	\$1,150.69	\$1,210.48
	Median	\$820	\$900	\$800	\$500	\$890	\$850	\$700

On-Island Expenditures

First Timers & Repeaters

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$60.29	\$53.78	\$98.09
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$26.48	\$24.27	\$39.54
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$94.69	\$85.14	\$152.31
	Median	\$0	\$0	\$0
OPT TOUR	Mean	\$78.94	\$81.64	\$62.27
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$169.39	\$160.15	\$226.24
	Median	\$0	\$0	\$0
GIFT- OTHER	Mean	\$113.42	\$112.52	\$119.33
	Median	\$0	\$0	\$0
TRANS	Mean	\$63.77	\$60.97	\$81.29
	Median	\$0	\$0	\$0
OTHER	Mean	\$483.02	\$483.82	\$476.06
	Median	\$5	\$10	\$0
TOTAL	Mean	\$1,089.73	\$1,061.77	\$1,256.27
	Median	\$820	\$800	\$900

ON-ISLE EXPENDITURES – Per Day



Total Expenditures Per Person (Prepaid & On-Island)

- \$1,184.87 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$11,414 = Maximum (highest amount recorded for the entire sample)

TOTAL EXPENDITURES Per Person



Breakdown of On-Island Expenditures

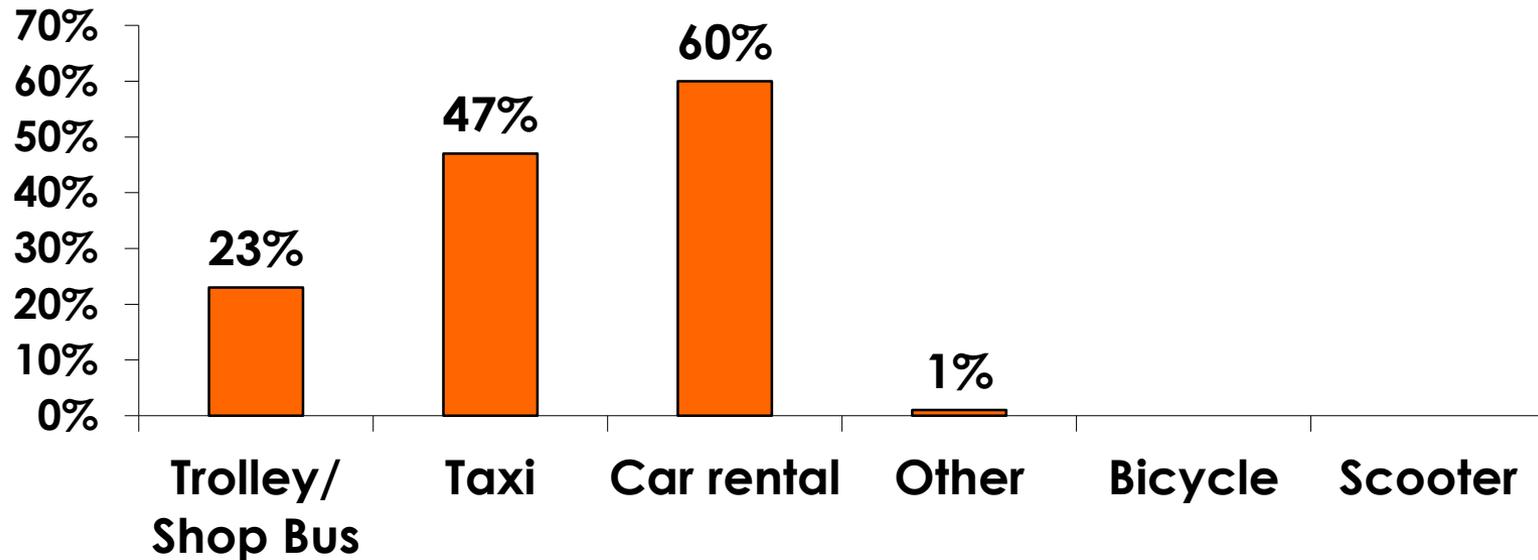
	MEAN \$
Food & beverage in a hotel	\$60.29
Food & beverage in fast food restaurant/convenience store	\$26.48
Food & beverage at restaurants or drinking establishments outside a hotel	\$94.69
Optional tours and activities	\$78.94
Gifts/ souvenirs for yourself/companions	\$169.39
Gifts/ souvenirs for friends/family at home	\$113.42
Local transportation	\$63.77
Other expenses not covered	\$483.02
Average Total	\$1,089.73

Breakdown of On-Island Expenditures

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
Food & beverage in a hotel	\$64.70	\$63.00	\$40.50	\$50.10	\$45.20	\$51.20	\$51.01	\$58.11	\$55.60	\$60.29
Food & beverage in fast food restaurant/convenience store	\$35.40	\$24.60	\$21.70	\$23.20	\$29.60	\$25.20	\$30.40	\$32.73	\$25.78	\$26.48
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	\$87.83	\$94.69
Optional tours and activities	\$173.10	\$118.50	\$96.60	\$117.00	\$121.40	\$110.00	\$84.36	\$97.18	\$153.81	\$78.94
Gifts/ souvenirs for yourself/companions	\$324.10	\$208.60	\$132.90	\$197.30	\$227.90	\$199.10	\$189.09	\$237.73	\$223.32	\$169.39
Gifts/ souvenirs for friends/family	\$232.00	\$126.50	\$87.40	\$115.70	\$130.60	\$114.20	\$113.57	\$139.58	\$164.63	\$113.42
Local transportation	\$27.70	\$26.80	\$22.20	\$26.30	\$26.00	\$26.80	\$35.30	\$52.35	\$69.39	\$63.77
Other expenses not covered	\$156.90	\$476.40	\$240.70	\$337.40	\$310.80	\$319.80	\$274.93	\$335.33	\$574.86	\$483.02
Average Total	\$1,051.20	\$1,085.50	\$679.80	\$907.50	\$939.30	\$886.30	\$835.06	\$1,030.98	\$1,357.77	\$1,089.73

Local Transportation

n=1,656



Mean=\$63.77 per travel party

Guam Airport Expenditures

- \$64.17 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$5,500 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

	MEAN \$
Food & Beverages	\$11.77
Gifts/Souvenirs Self	\$27.67
Gifts/Souvenirs Others	\$24.77
Total	\$64.17

Breakdown of Airport Expenditures

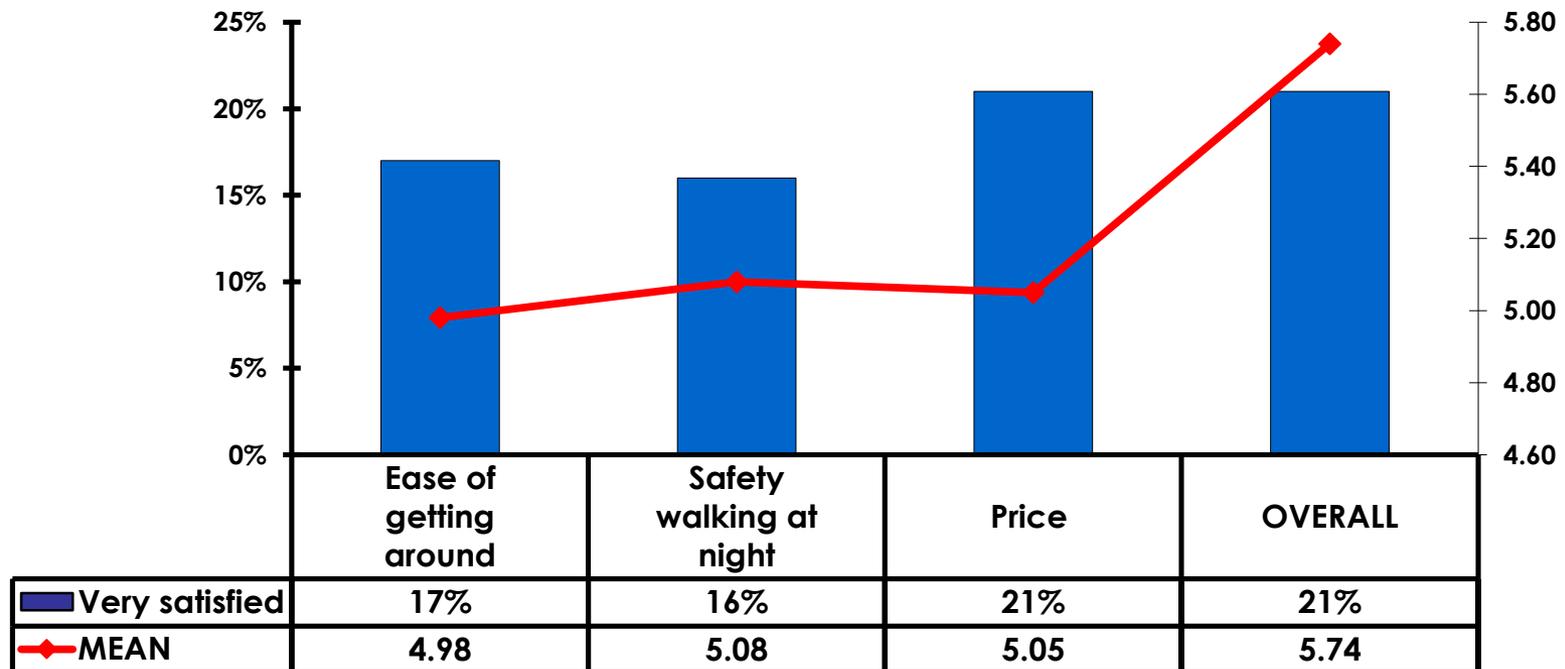
	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
Food & Beverage	\$9.80	\$9.60	\$4.00	\$4.60	\$5.40	\$6.10	\$5.44	\$9.16	\$17.23	\$11.77
Gifts/ Souvenirs Self	\$43.00	\$31.70	\$28.60	\$33.00	\$34.70	\$30.90	\$29.37	\$33.08	\$25.25	\$27.67
Gifts/ Souvenirs Others	\$37.20	\$29.00	\$24.20	\$24.50	\$28.60	\$17.70	\$24.12	\$25.37	\$23.79	\$24.77
Total	\$88.50	\$70.50	\$56.70	\$62.40	\$68.80	\$54.80	\$59.38	\$67.65	\$65.42	\$64.17

SECTION 4 **VISITOR SATISFACTION**

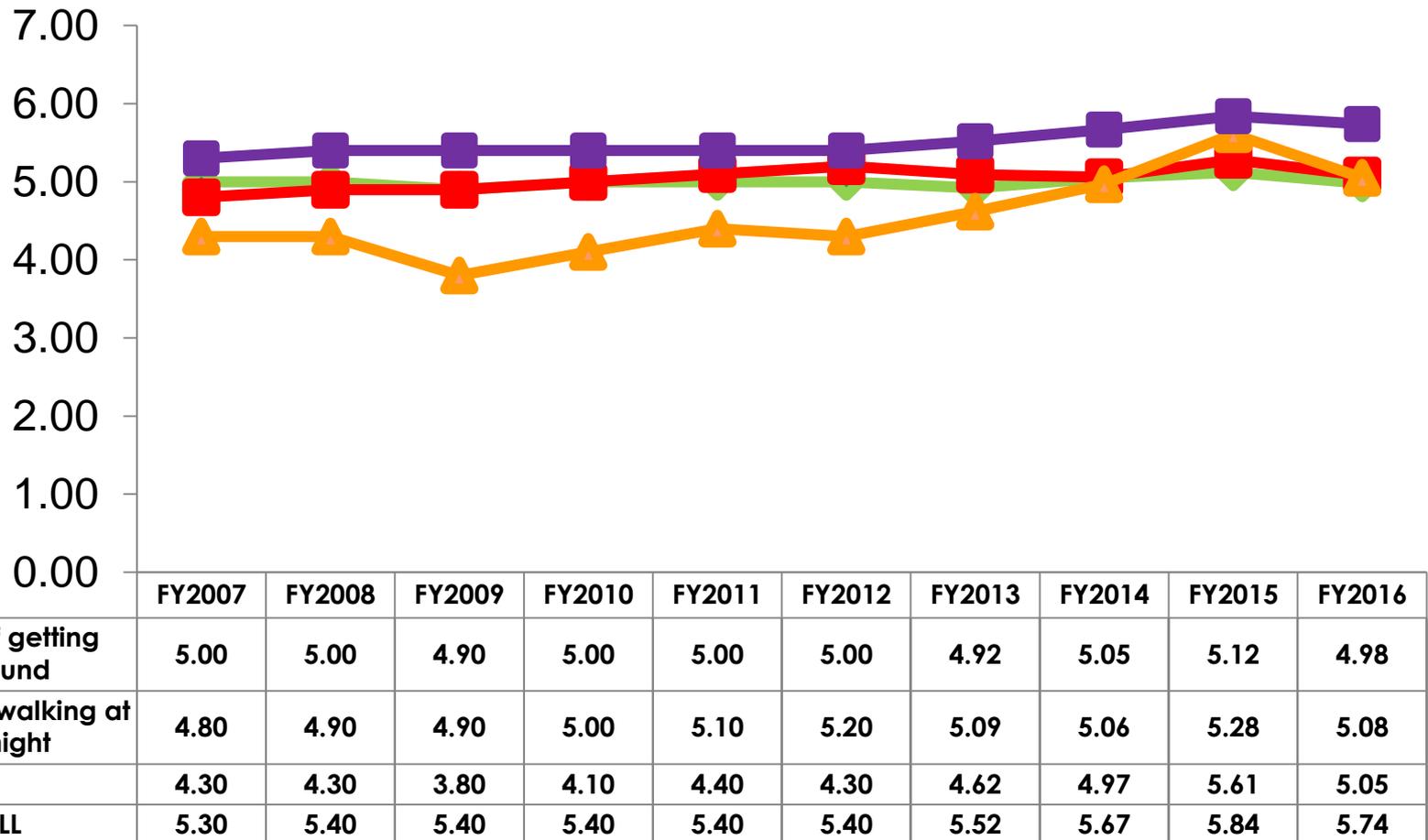
Satisfaction Scores Overall

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



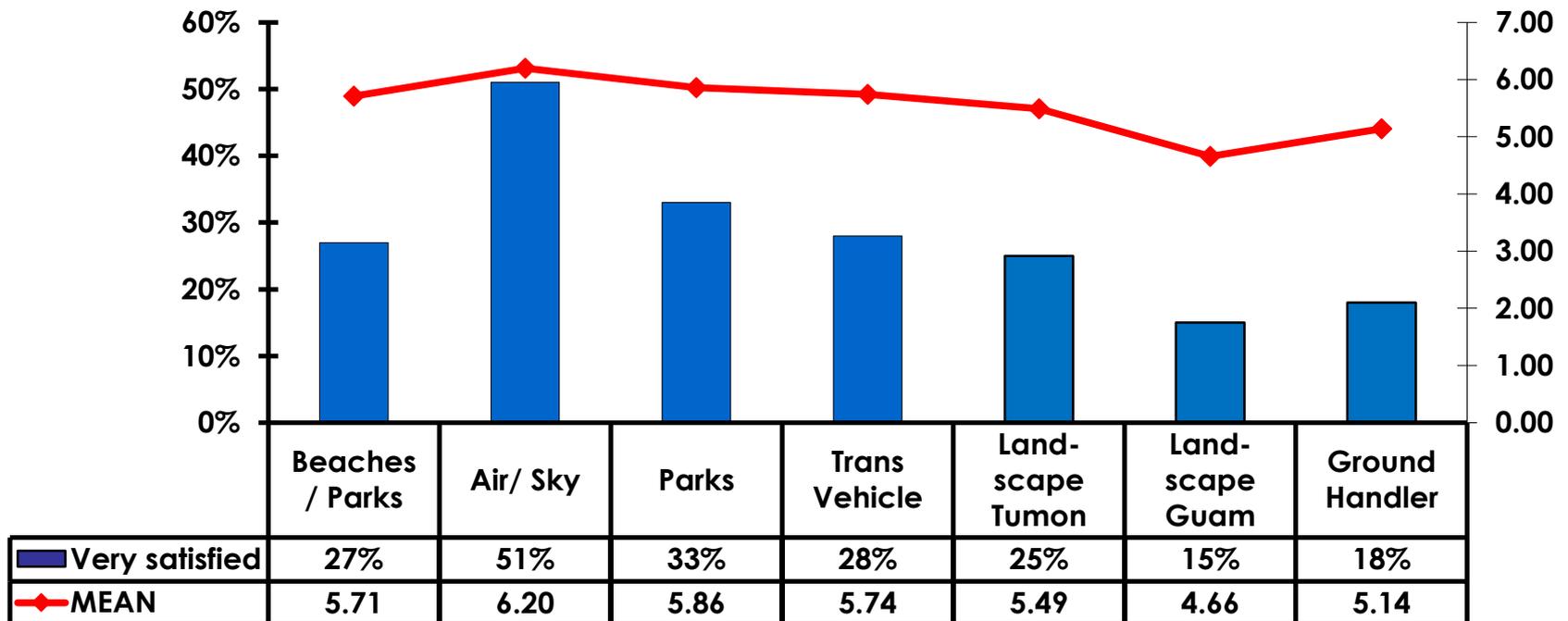
Satisfaction Scores Overall



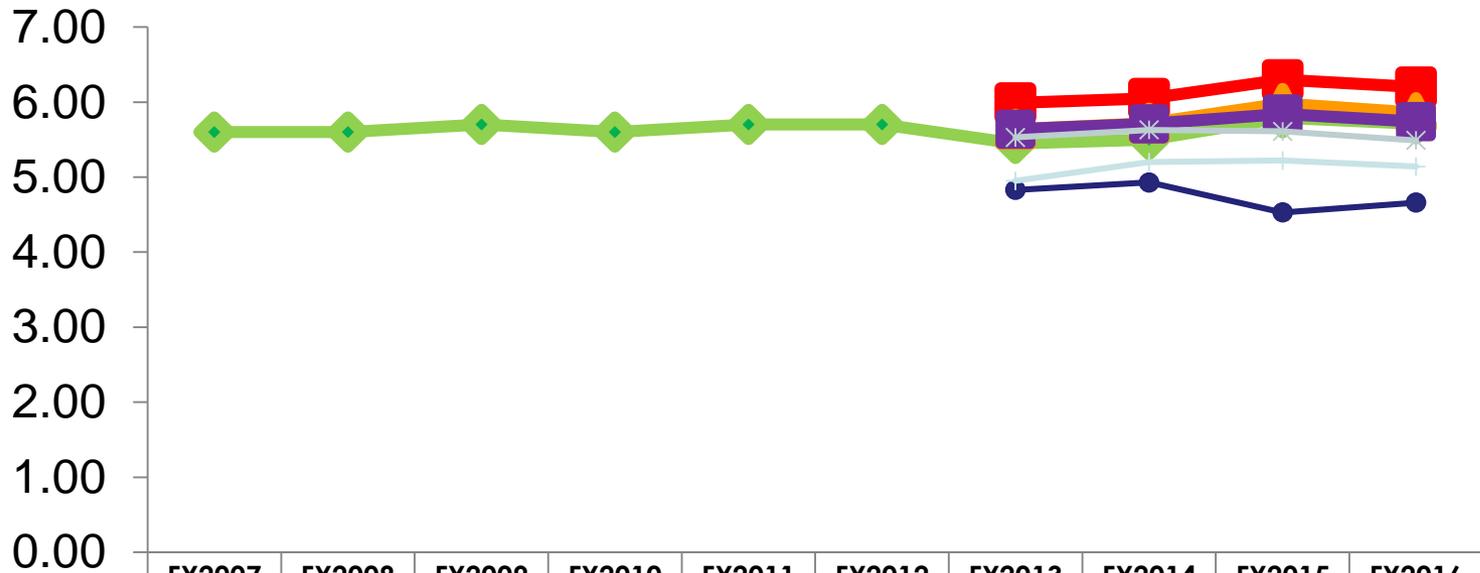
Satisfaction Quality/ Cleanliness

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Satisfaction Quality/ Cleanliness

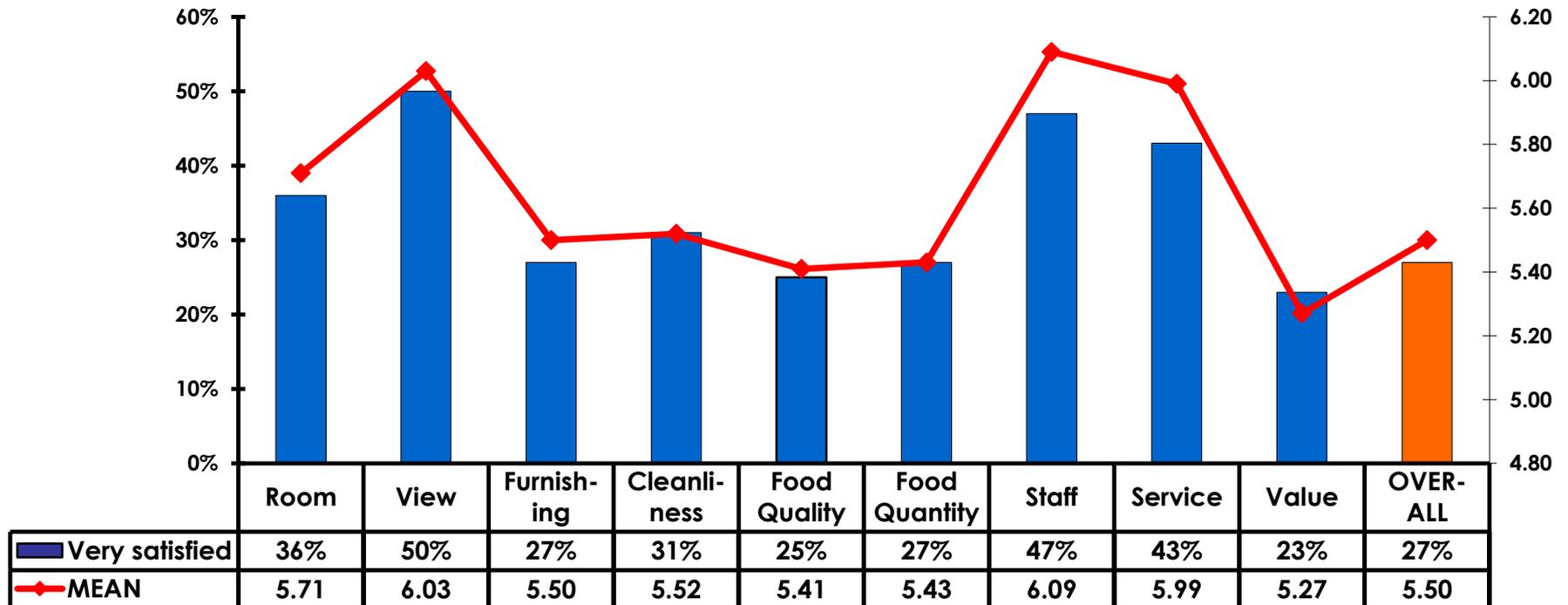


	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
Beaches/ Parks	5.60	5.60	5.70	5.60	5.70	5.70	5.45	5.50	5.79	5.71
Air/ Sky							5.99	6.05	6.30	6.20
Parks							5.64	5.72	5.98	5.86
Landscape Tumon							5.64	5.71	5.84	5.74
Landscape Guam							5.53	5.63	5.61	5.49
Grnd Handler							4.83	4.93	4.53	4.66
Trans Vehicle							4.95	5.20	5.22	5.14

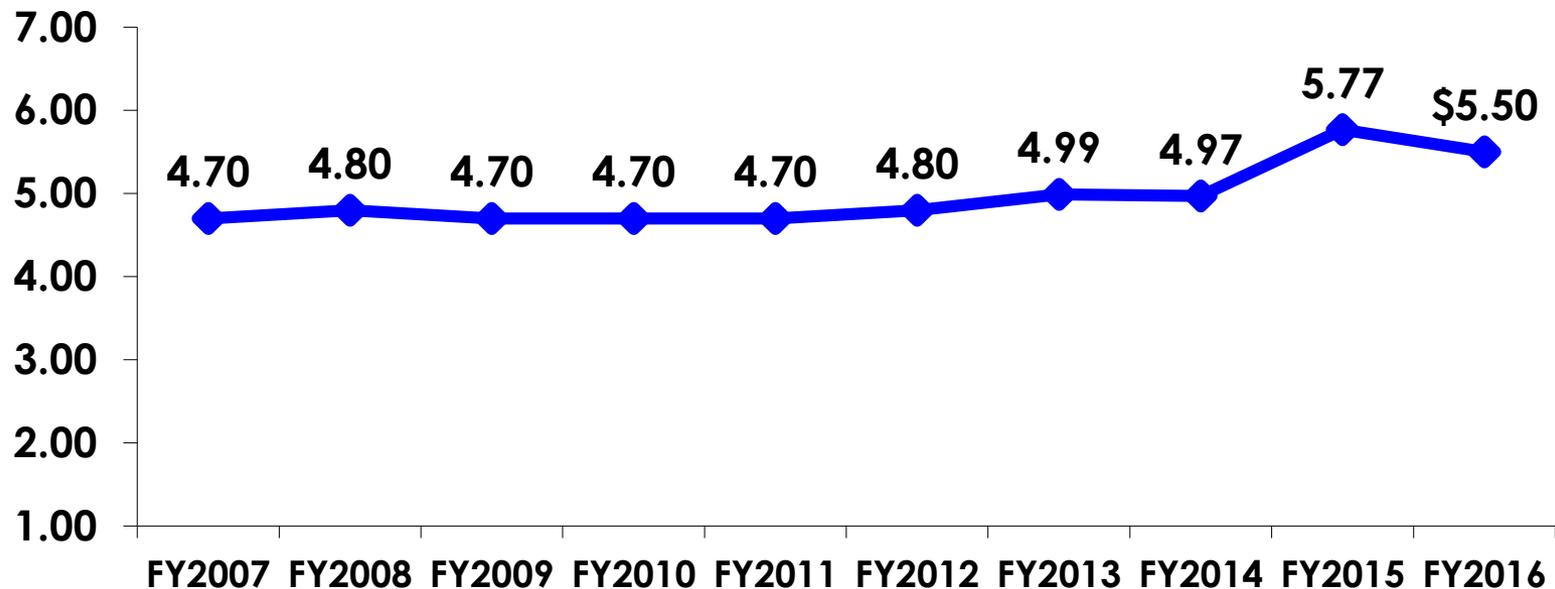
Quality of Accommodations

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



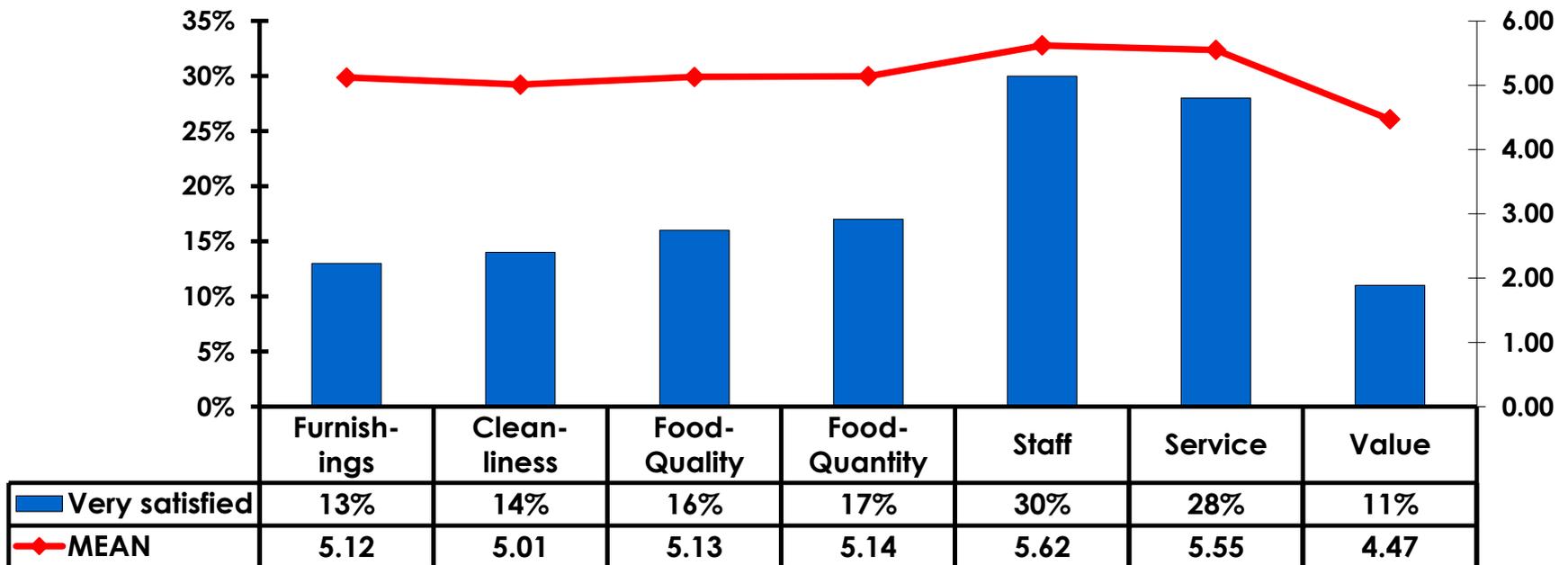
Accommodations – Overall Satisfaction



Quality of Dining Experience

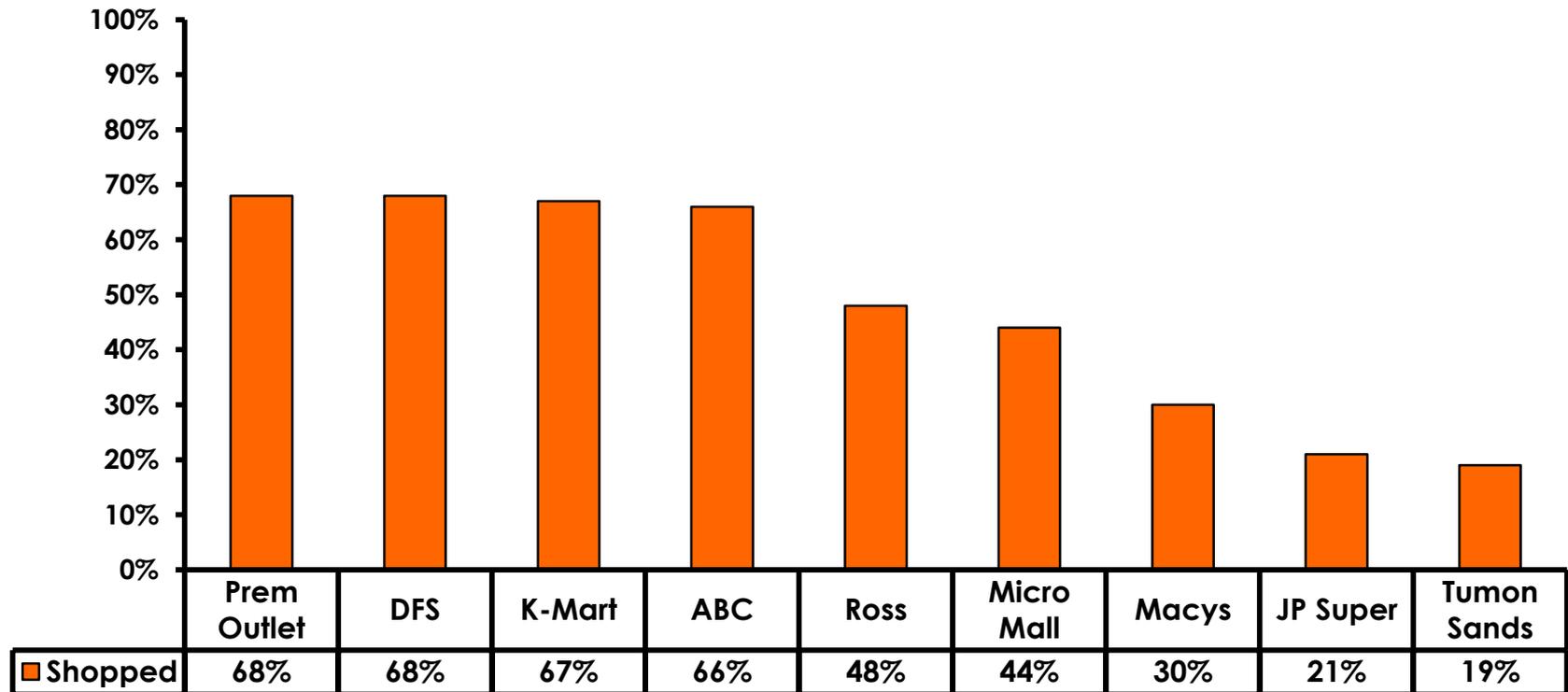
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Shopping Malls/ Centers- Top Responses

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
DFS Galleria	73%	77%	70%	73%	74%	75%	73%	72%	69%	68%
ABC	59%	65%	64%	65%	67%	70%	72%	70%	57%	66%
K-Mart	35%	37%	38%	41%	42%	47%	57%	62%	77%	67%
Micro Mall	35%	41%	33%	40%	45%	47%	54%	54%	63%	44%
Prem Outlet	28%	34%	35%	40%	42%	41%	49%	54%	62%	68%

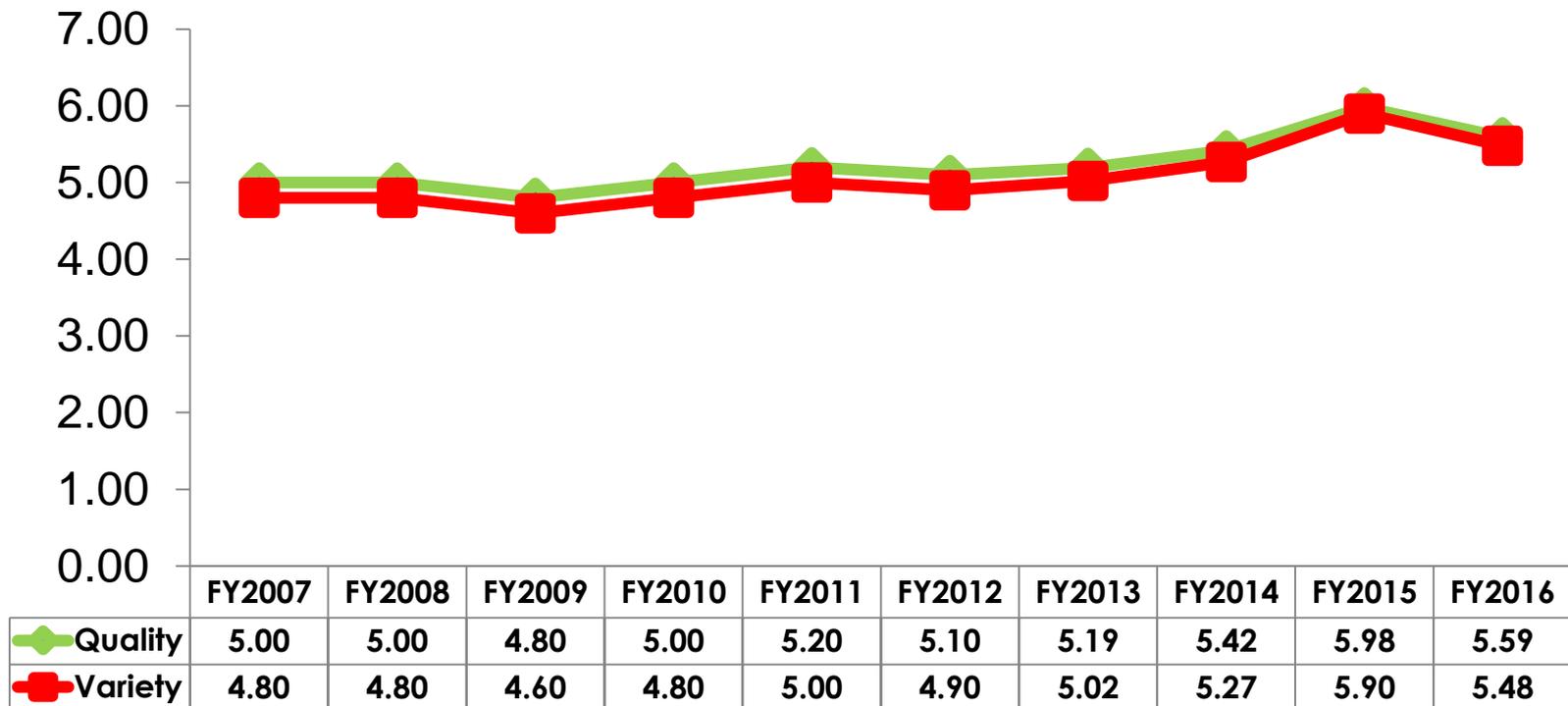
Satisfaction with Shopping

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

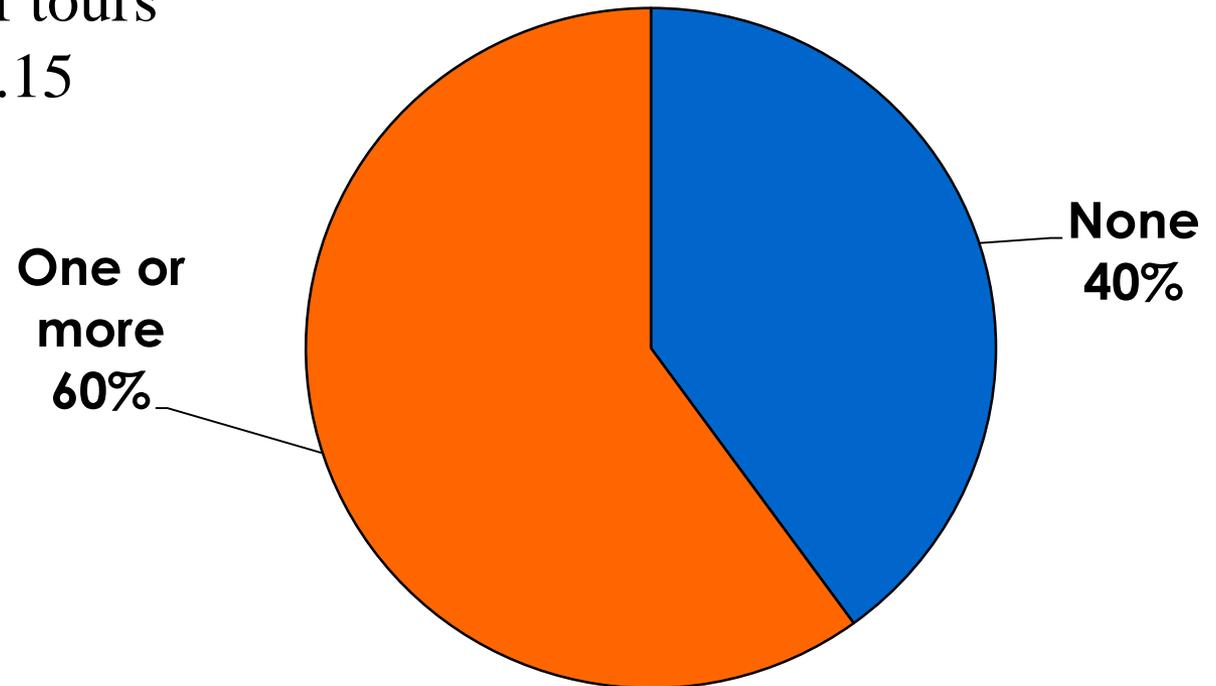
Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 62%	Score of 6 to 7 = 58%
Score of 4 to 5 = 33%	Score of 4 to 5 = 33%
Score 1 to 3 = 6%	Score 1 to 3 = 7%
MEAN = 5.59	MEAN = 5.48

Satisfaction with Shopping

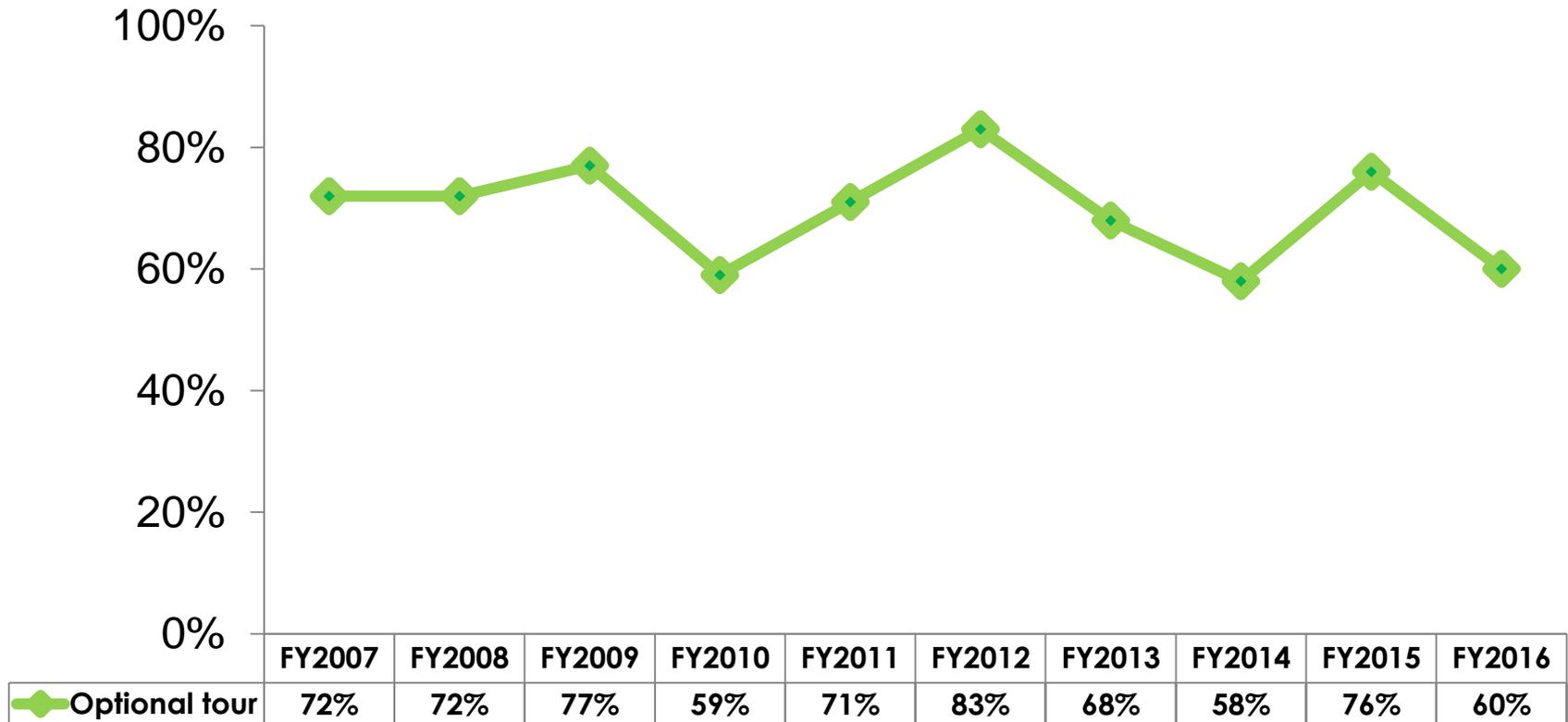


Optional Tour Participation

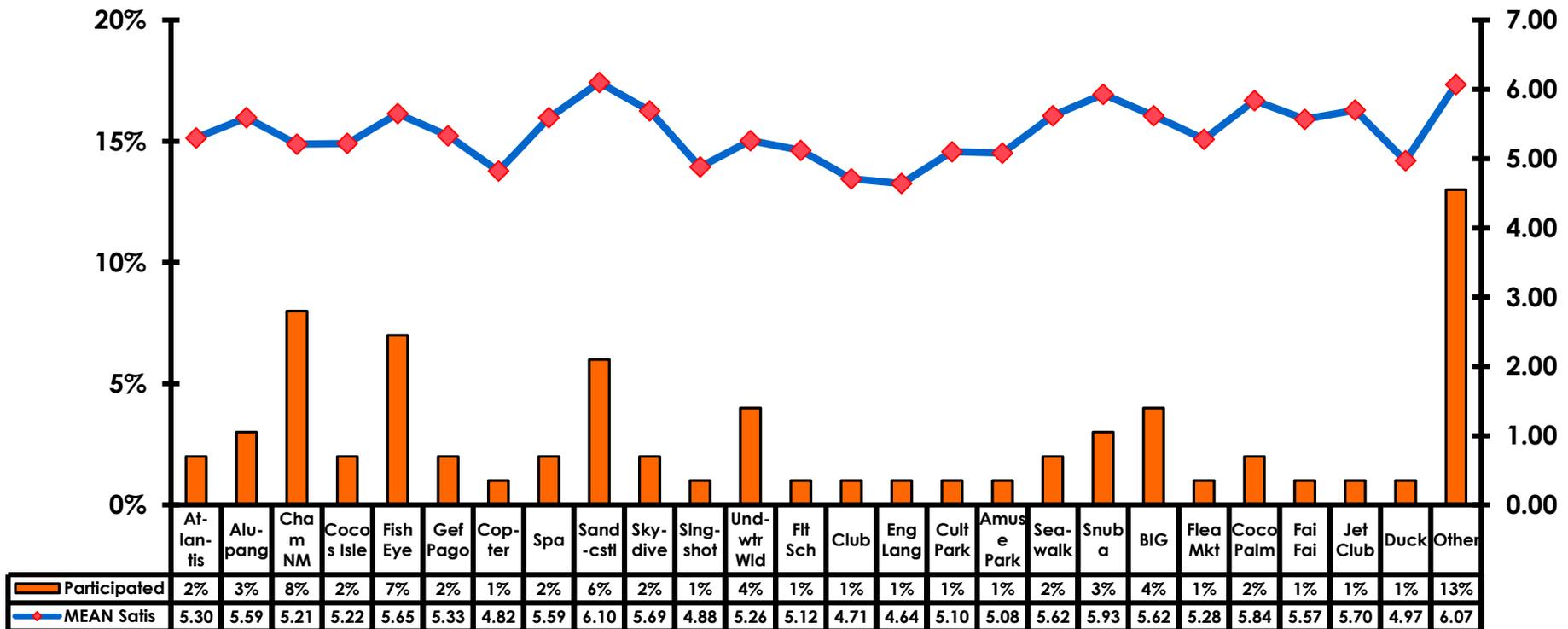
- Average number of tours participated in is 1.15



Optional Tour Participation



Optional Tours Participation & Satisfaction



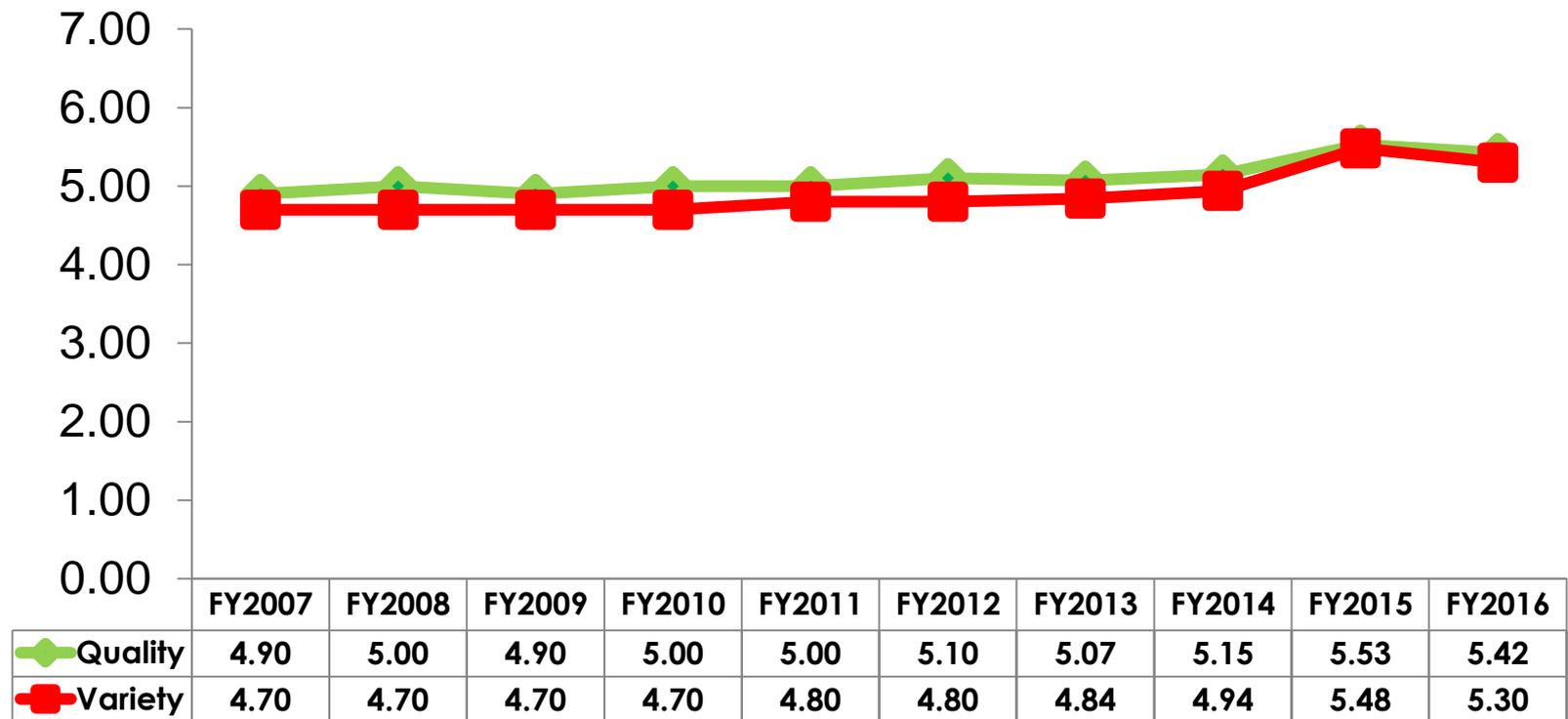
Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Day Tour	Variety of Day Tour
Score of 6 to 7 = 54%	Score of 6 to 7 = 49%
Score of 4 to 5 = 41%	Score of 4 to 5 = 45%
Score 1 to 3 = 4%	Score 1 to 3 = 6%
MEAN = 5.42	MEAN = 5.30

Day Tours Satisfaction



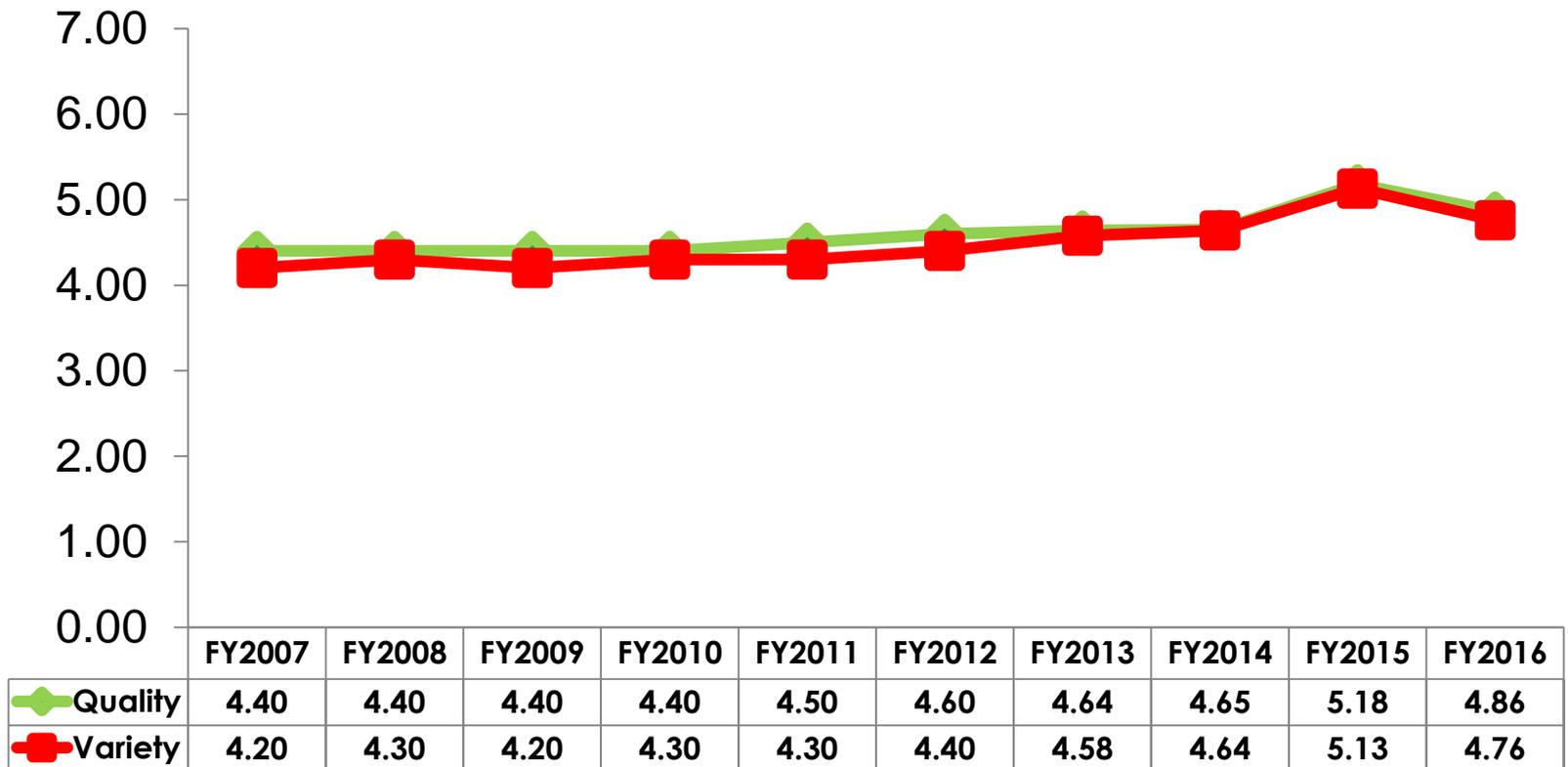
Night Tours Satisfaction

7pt Rating Scale

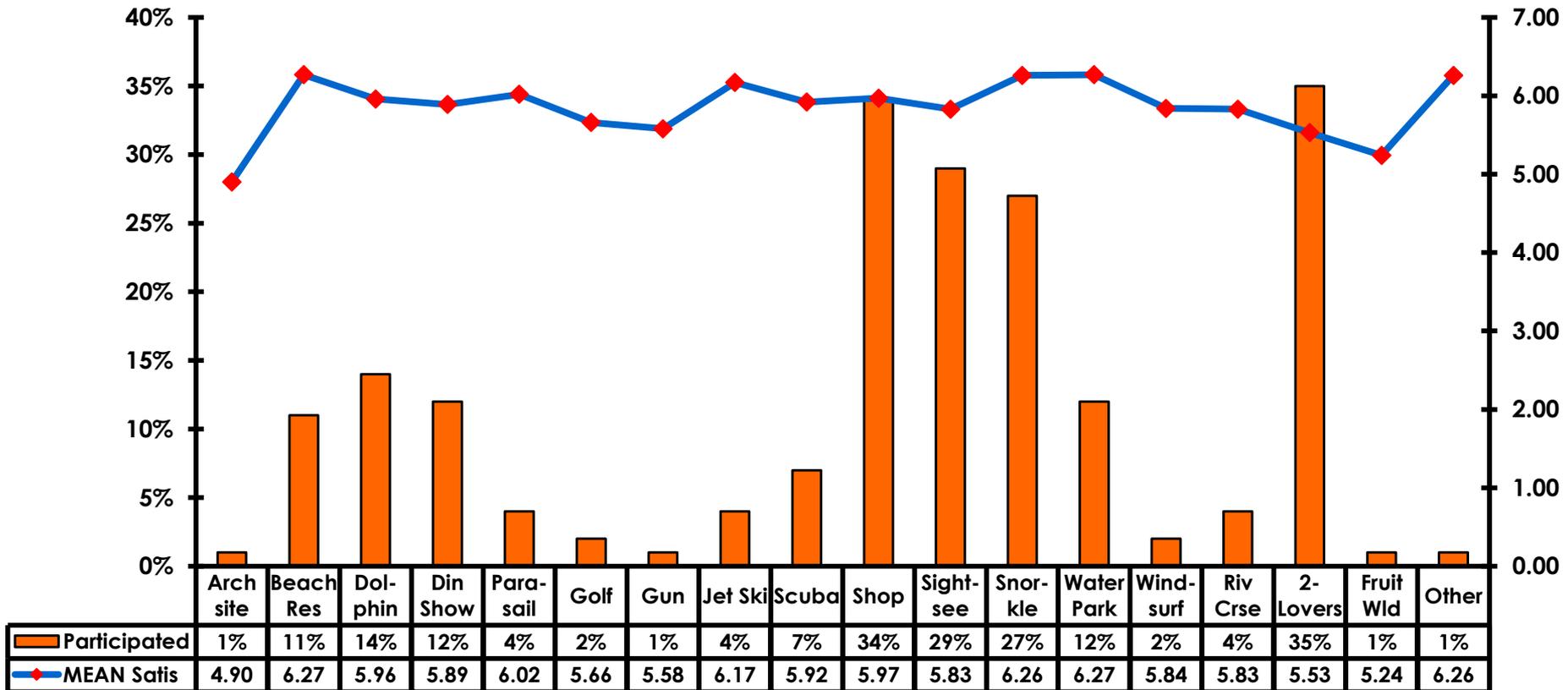
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 33%	Score of 6 to 7 = 32%
Score of 4 to 5 = 56%	Score of 4 to 5 = 54%
Score 1 to 3 = 11%	Score 1 to 3 = 13%
MEAN = 4.86	MEAN = 4.76

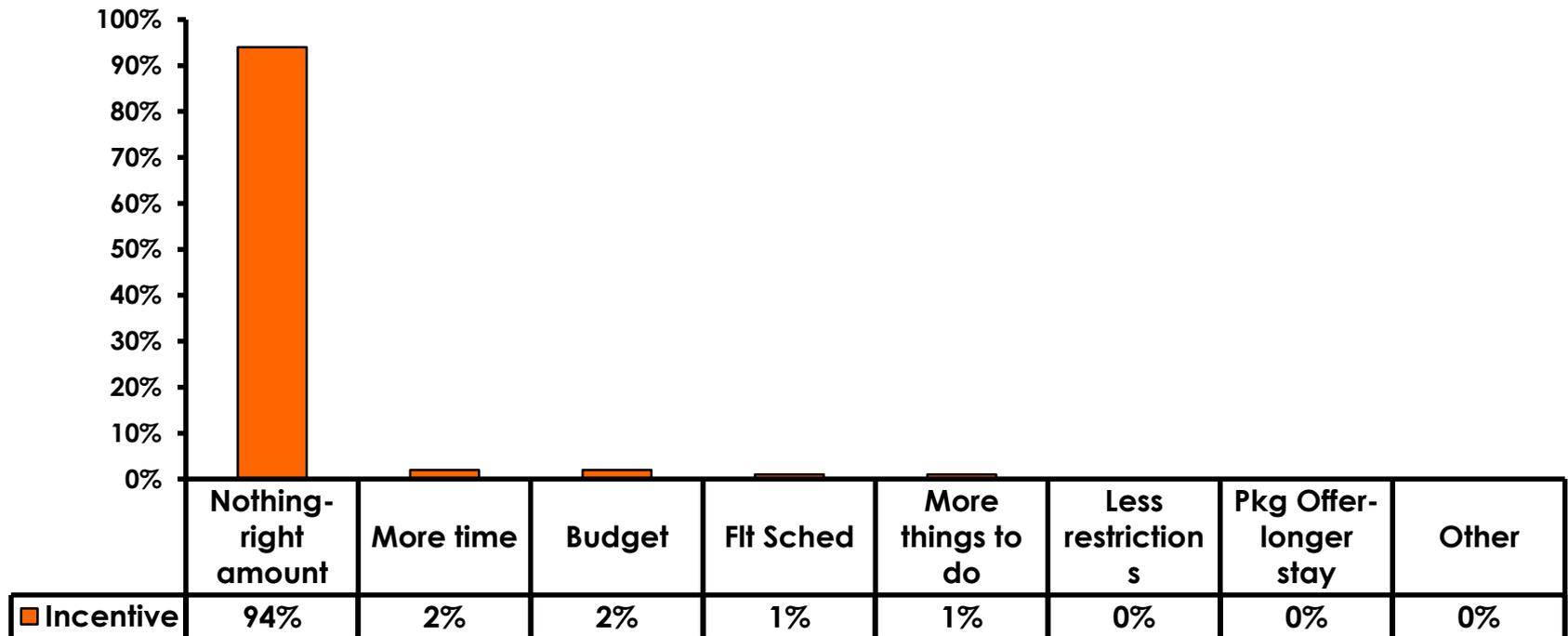
Night Tours Satisfaction



Satisfaction with Other Activities



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



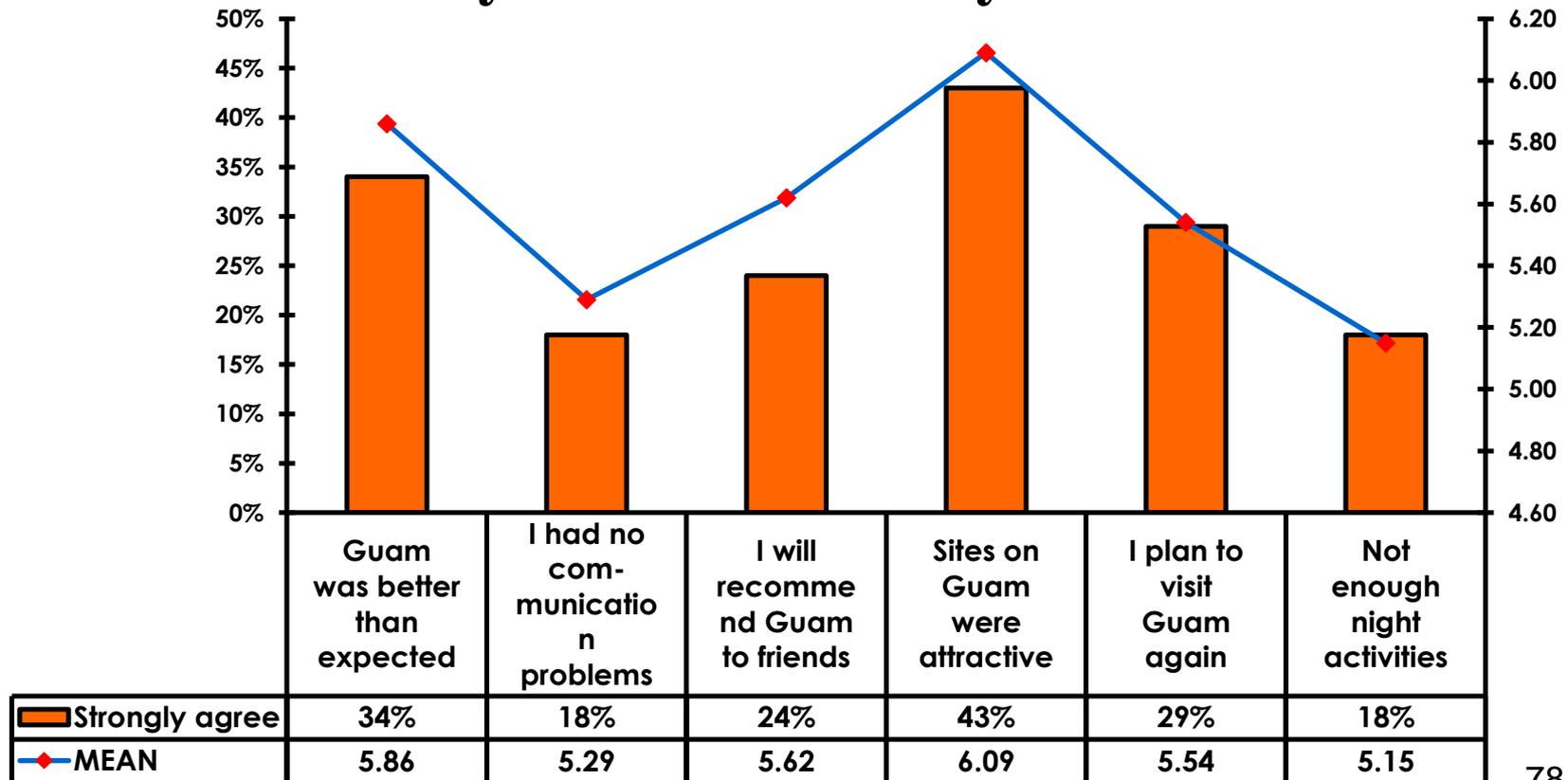
What would it take to make you want to stay an extra day in Guam?

	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
Nothing- spent right amount of time	89%	91%	93%	93%	91%	93%	96%	94%
More time	6%	5%	4%	4%	4%	3%	2%	2%
Budget/ money	3%	2%	2%	1%	5%	2%	2%	2%
More things to do	2%	2%	1%	1%	1%	1%	1%	1%
Less restrictions	-	0%	-	-	0%	0%	0%	0%
Flight schedule times	2%	1%	2%	1%	1%	1%	1%	1%
Packages – longer stays	-	-	0%	0%	0%	0%	0%	0%
Other	1%	1%	0%	0%	0%	0%	0%	0%

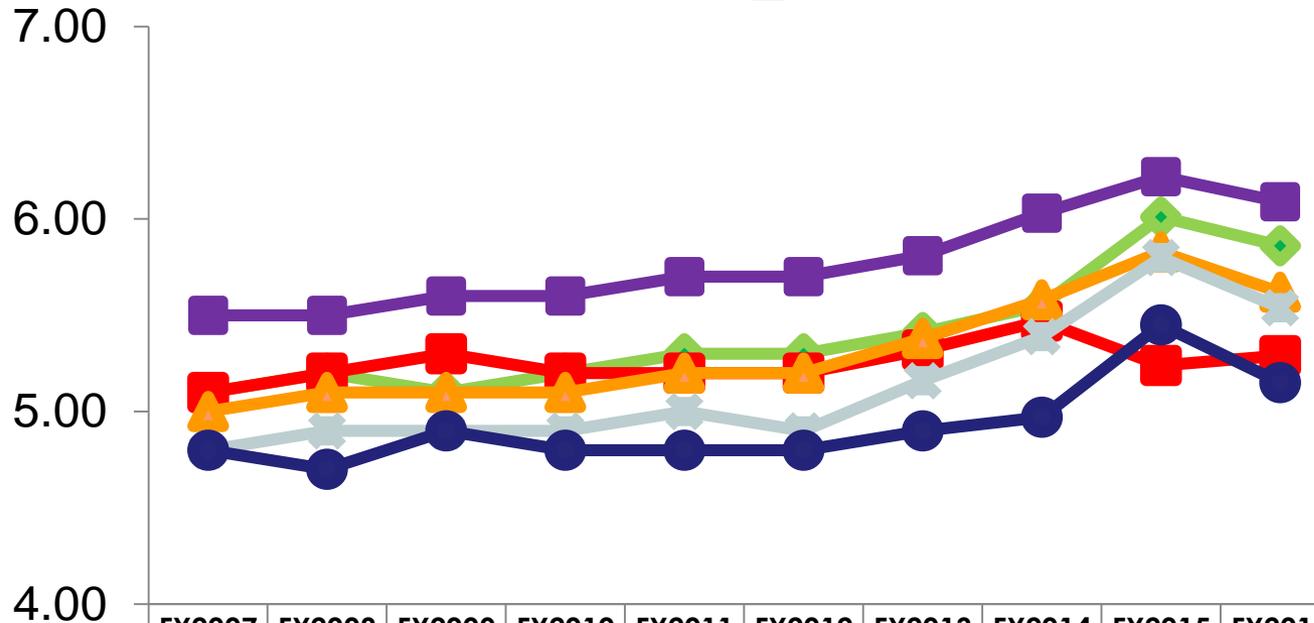
On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



On-Island Perceptions

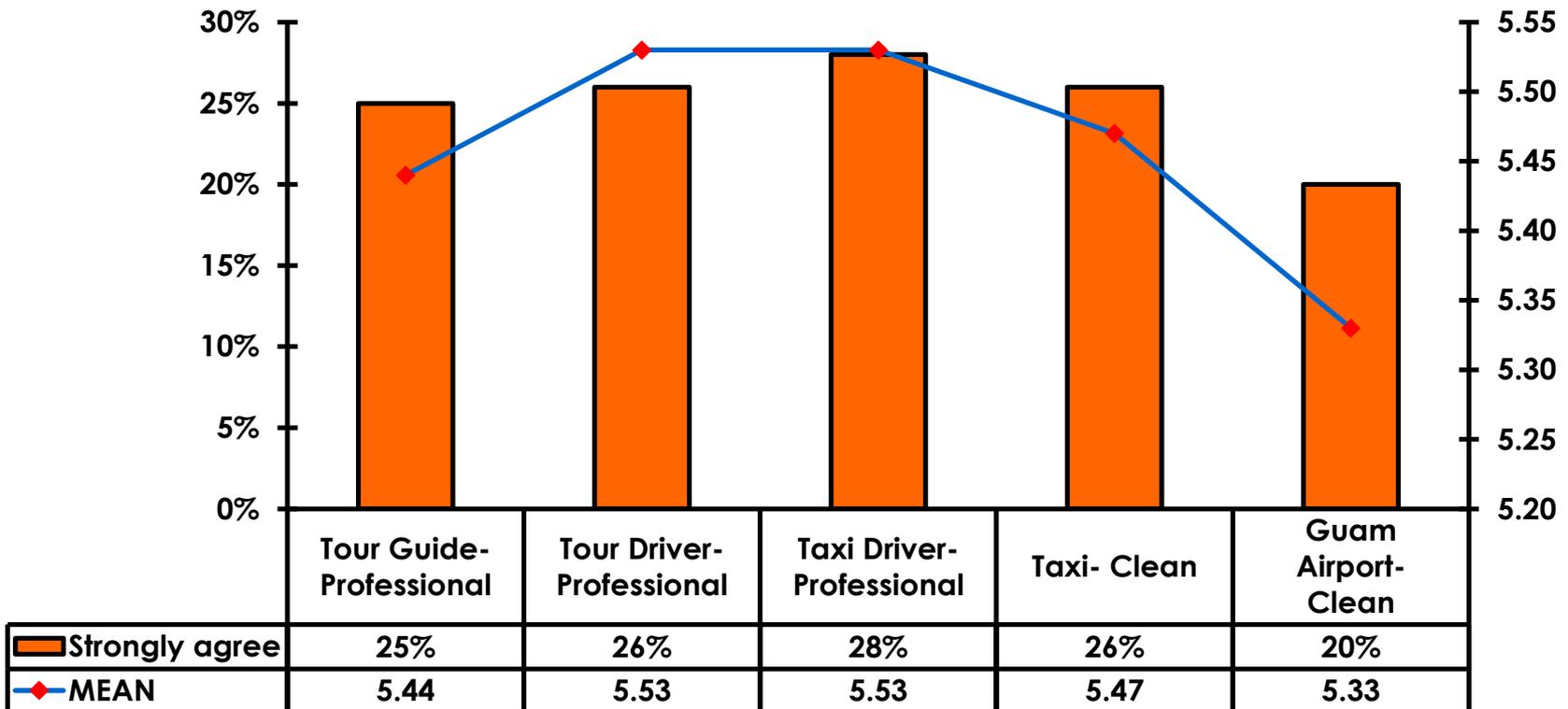


	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
Guam was better than expected	5.10	5.20	5.10	5.20	5.30	5.30	5.41	5.55	6.01	5.86
I had no communication problems	5.10	5.20	5.30	5.20	5.20	5.20	5.32	5.47	5.24	5.29
I will recommend Guam to friends	5.00	5.10	5.10	5.10	5.20	5.20	5.38	5.58	5.83	5.62
Sites on Guam were attractive	5.50	5.50	5.60	5.60	5.70	5.70	5.81	6.03	6.22	6.09
I plan to visit Guam again	4.80	4.90	4.90	4.90	5.00	4.90	5.16	5.39	5.80	5.54
Not enough night activities	4.80	4.70	4.90	4.80	4.80	4.80	4.90	4.97	5.45	5.15

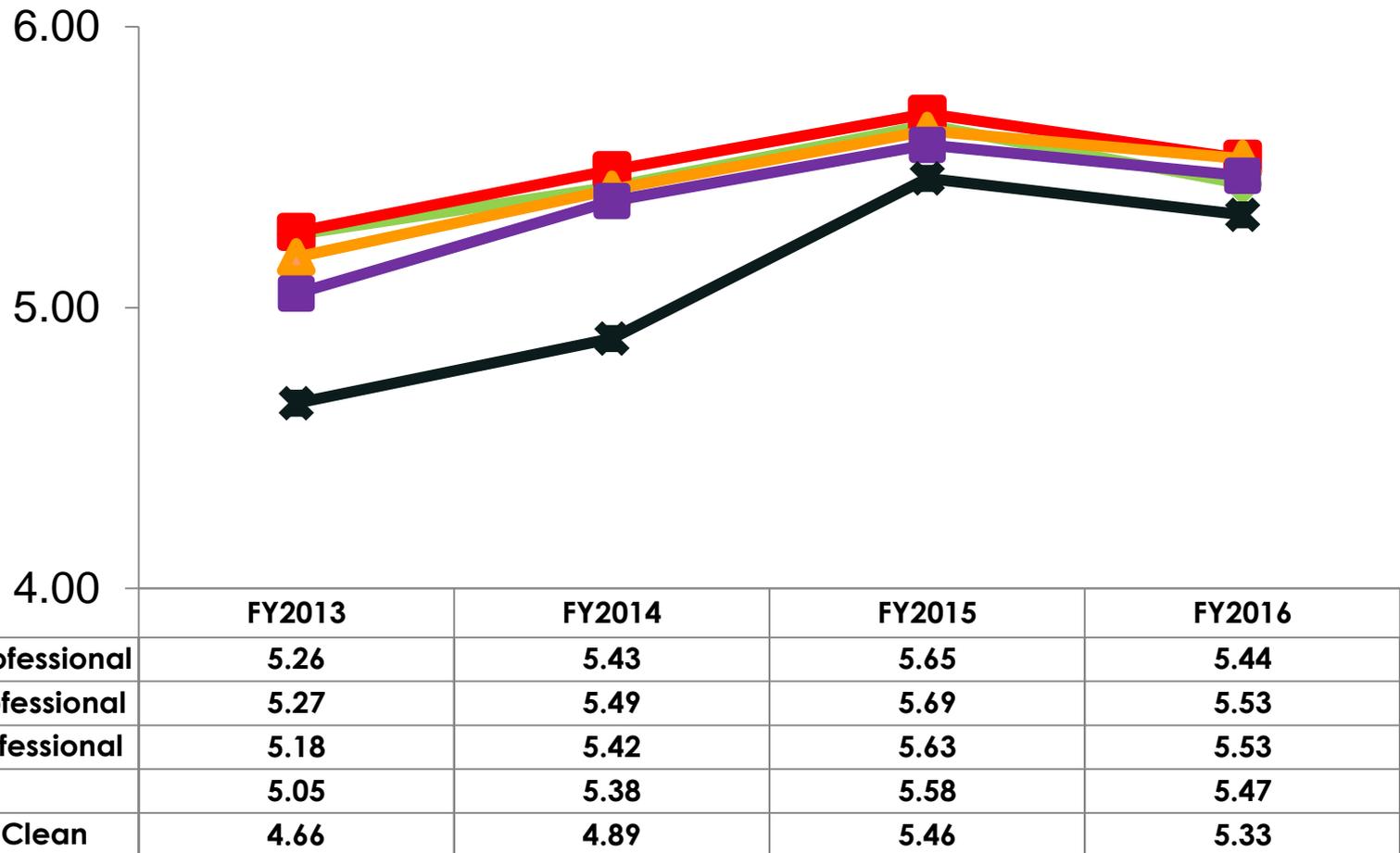
On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

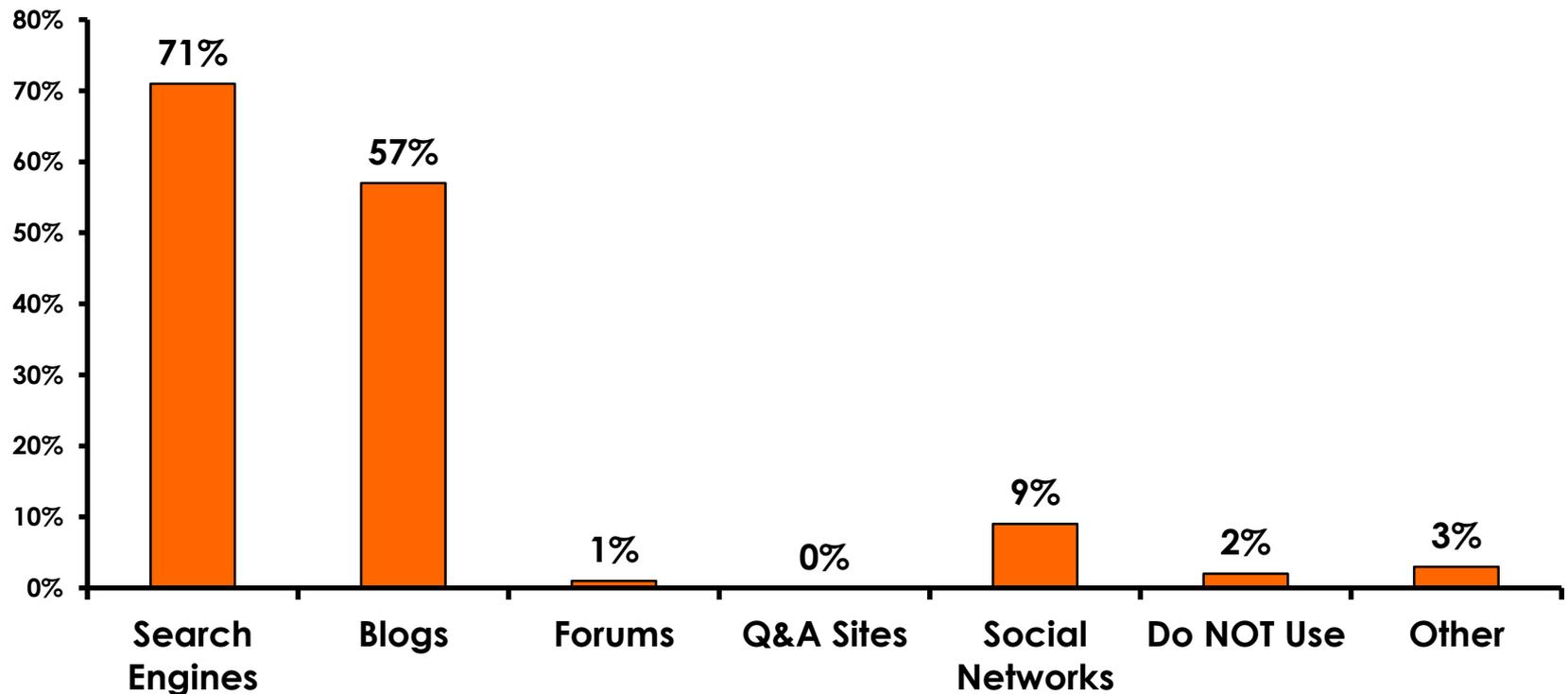


On-Island Perceptions



SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

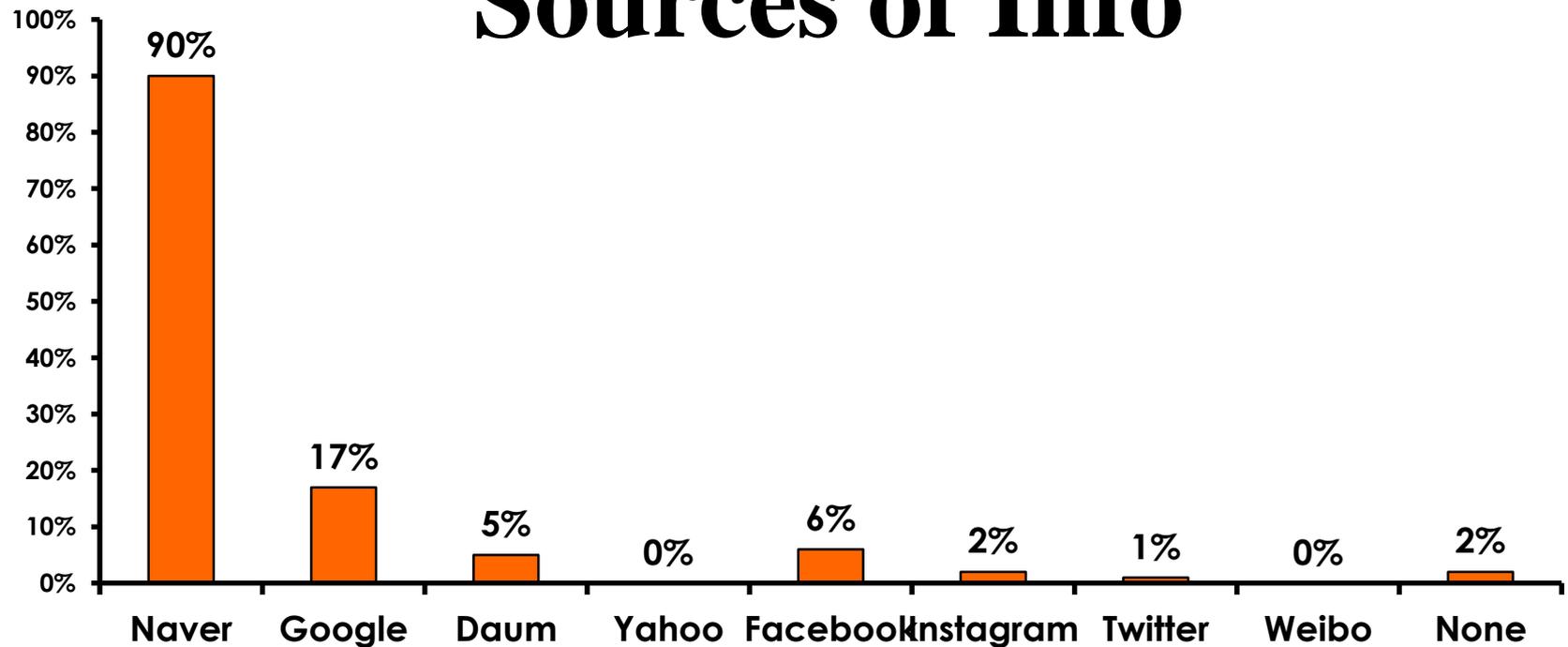


Internet- Guam Sources of Info

	FY2013	FY2014	FY2015	FY2016
Search engines	66%	66%	59%	71%
Blogs	66%	66%	58%	57%
None	4%	3%	2%	2%
Q&A sites	1%	1%	3%	0%
Social Network	3%	6%	9%	9%
Forums	1%	4%	5%	15
Other	2%	2%	1%	3%

Internet- Things To Do

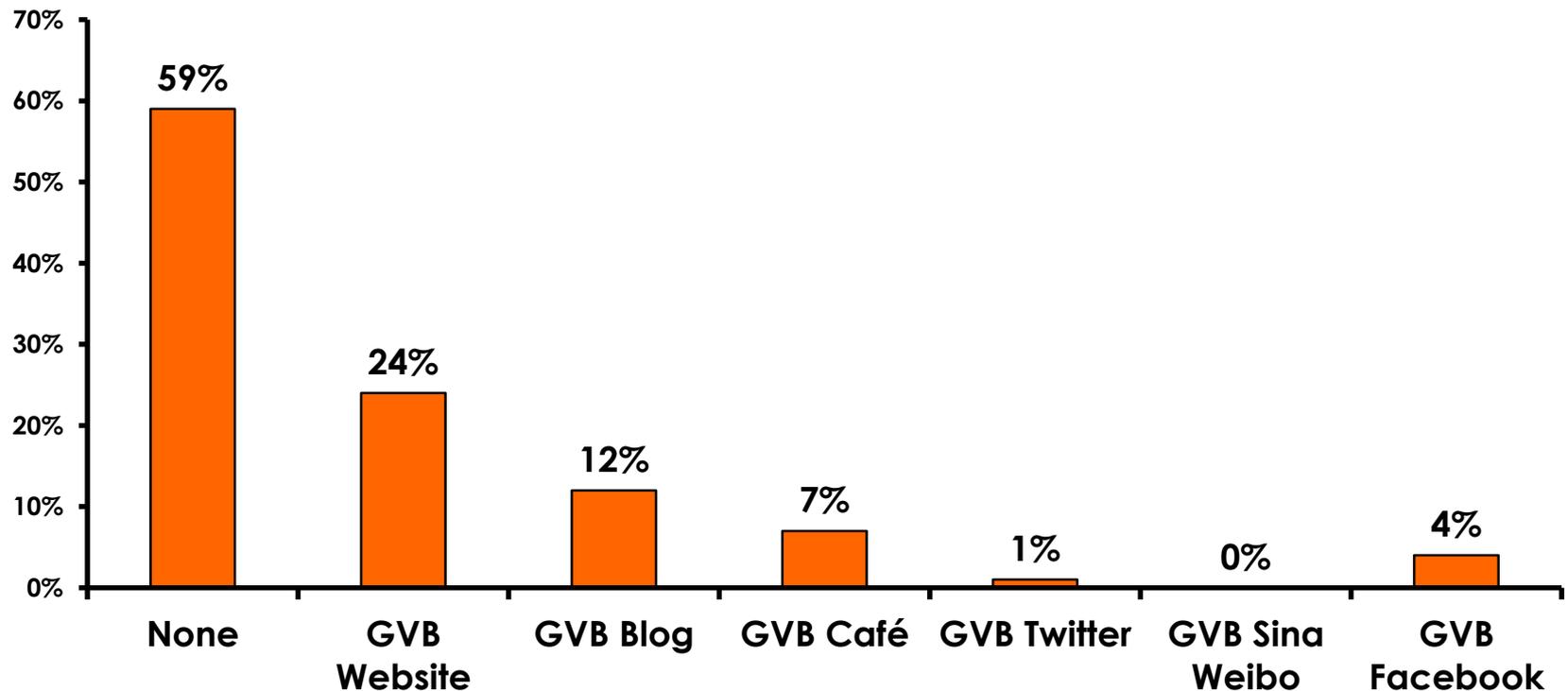
Sources of Info



Internet- Things To Do Sources of Info

	FY2013	FY2014	FY2015	FY2016
Naver	88%	84%	77%	90%
Google	12%	19%	31%	17%
Yahoo	2%	6%	9%	
Daum	5%	6%	7%	5%
Facebook	1%	5%	21%	6%
Instagram	-	-	-	2%
Do Not Use	6%	4%	2%	2%
Twitter	1%	1%	6%	1%
Other	1%	1%		2%
Baidu		1%	4%	0%
Weibo		0%	2%	0%

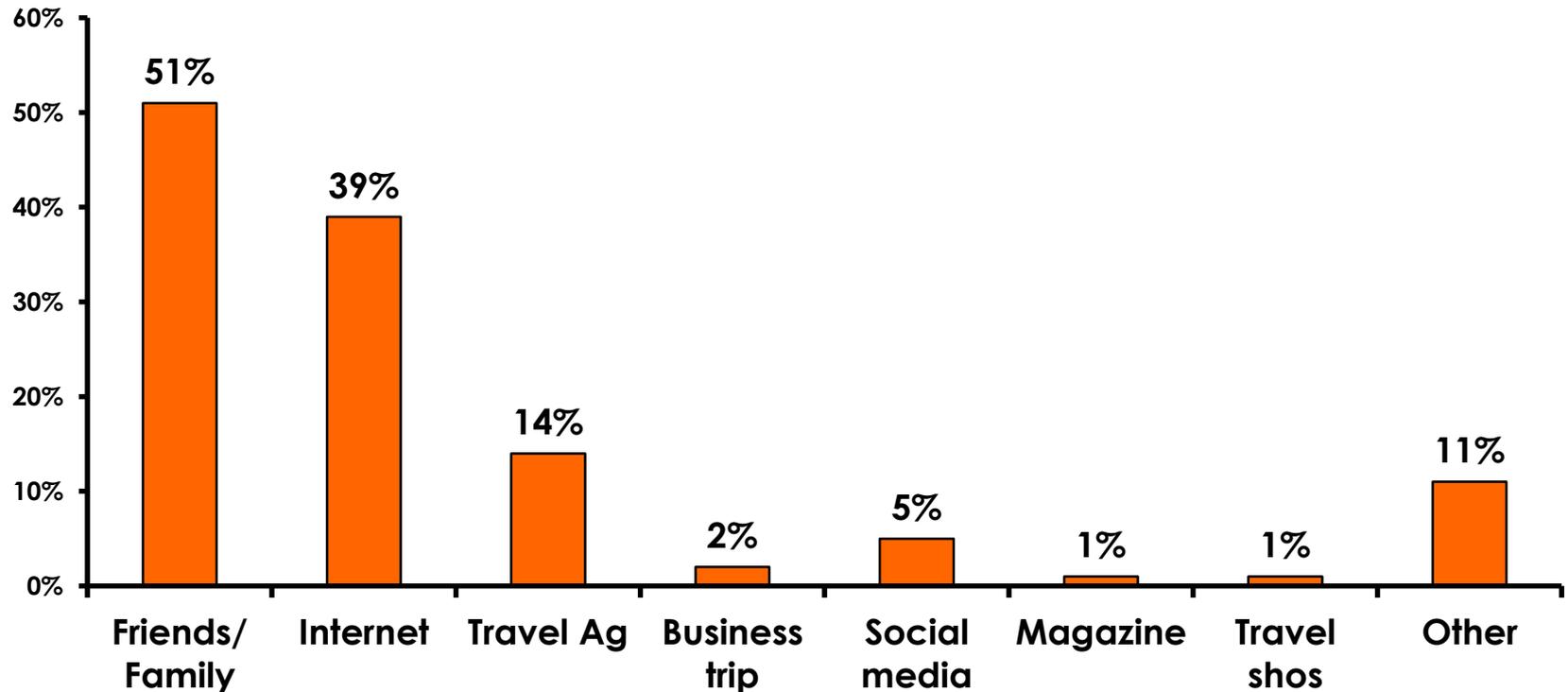
Internet- GVB Sources



Internet- GVB Sources

	FY2013	FY2014	FY2015	FY2016
None	62%	61%	44%	59%
GVB Website	24%	25%	31%	24%
GVB Blog	14%	12%	13%	12%
GVB Café	6%	7%	7%	7%
GVB Facebook	1%	2%	8%	4%
GVB Twitter	1%	1%	3%	1%
GVB Sina Weibo	1%	0%	2%	0%

Travel Motivation- Info Sources

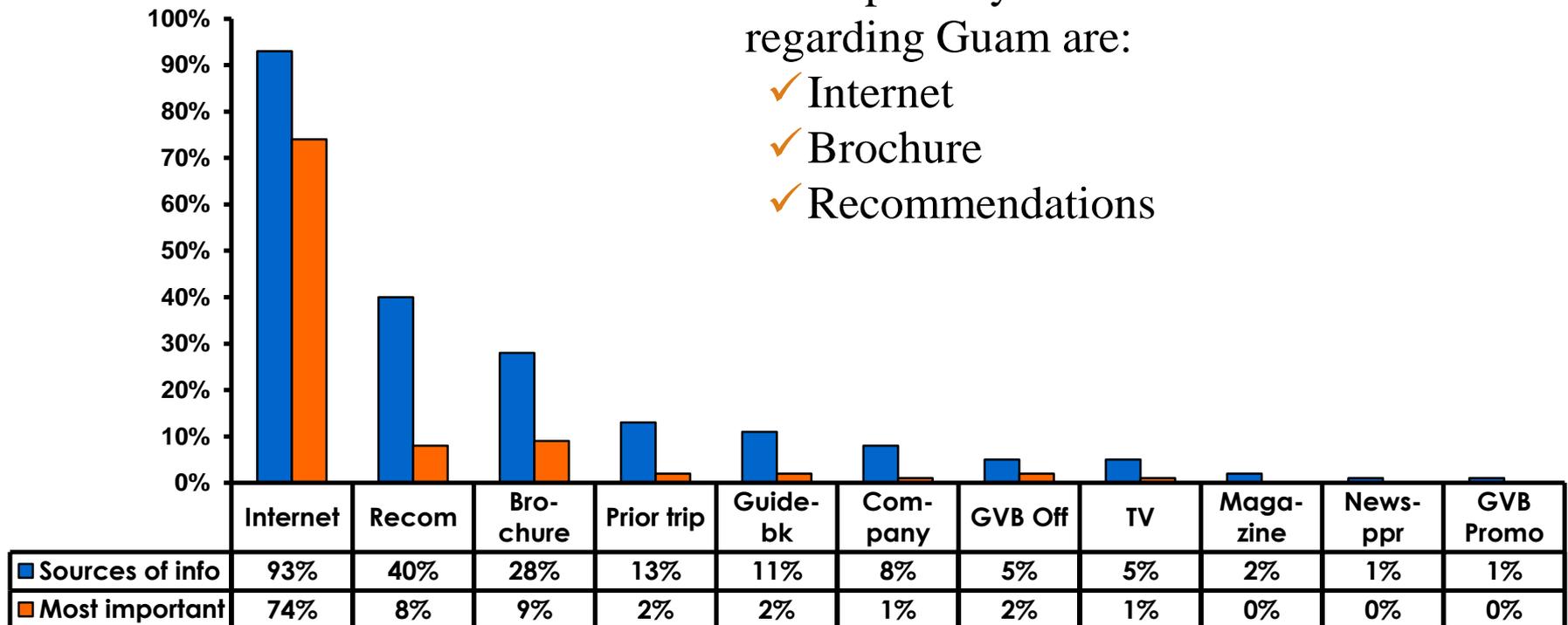


Travel Motivation- Info Sources

	FY2013	FY2014	FY2015	FY2016
Friends/ family	48%	48%	50%	51%
Internet	38%	39%	47%	39%
Travel agent	14%	13%	33%	14%
Other	10%	12%	6%	11%
Social media	3%	6%	10%	5%
Company/ Bus trip	3%	5%	4%	2%
Magazines	2%	2%	4%	1%
Travel Shows	1%	2%	2%	1%

Sources of Information Pre-arrival

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

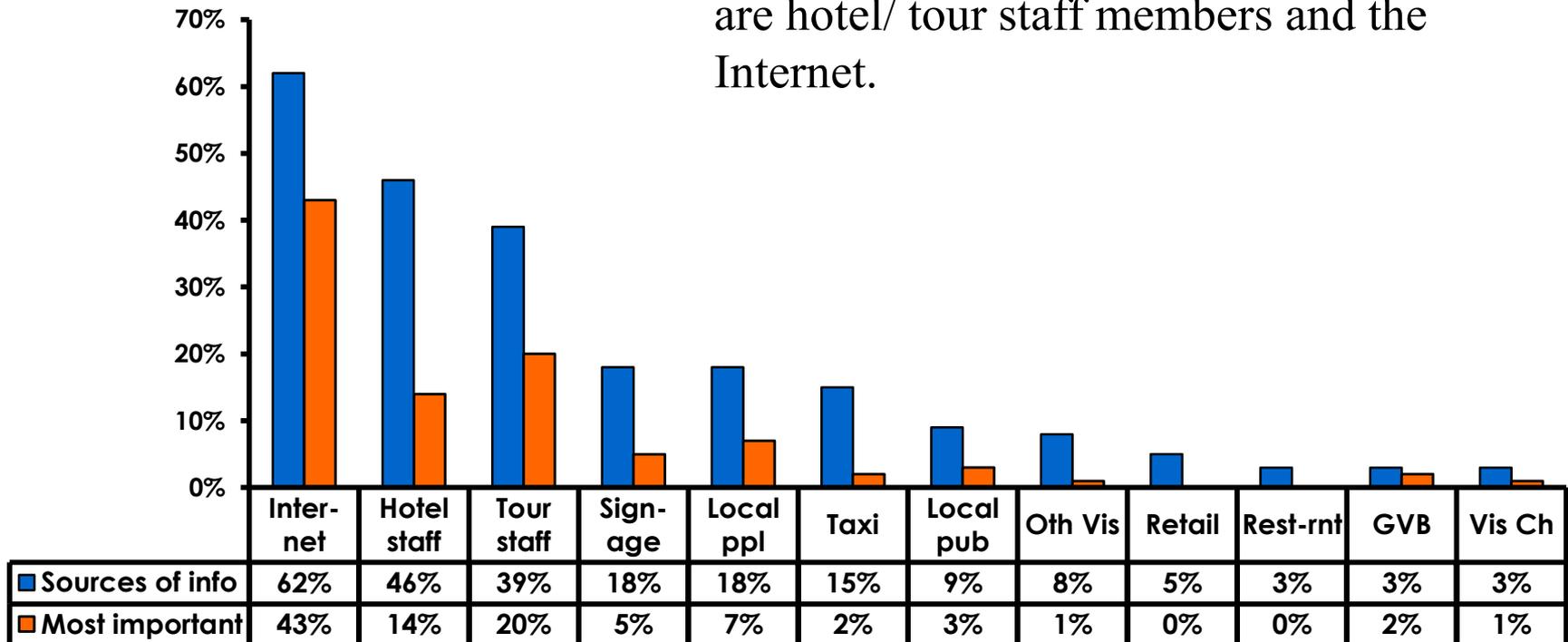


Pre-Arrival Sources – Top 3 Most Important

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
Internet	62%	63%	62%	63%	65%	68%	75%	75%	63%	74%
Brochure	11%	10%	11%	12%	11%	10%	9%	6%	16%	9%
Recommendation	6%	6%	6%	6%	Not top 3	4%	8%	7%	7%	8%
TV	6%	6%	6%	6%	6%	Not top 3				

Sources of Information Post-arrival

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

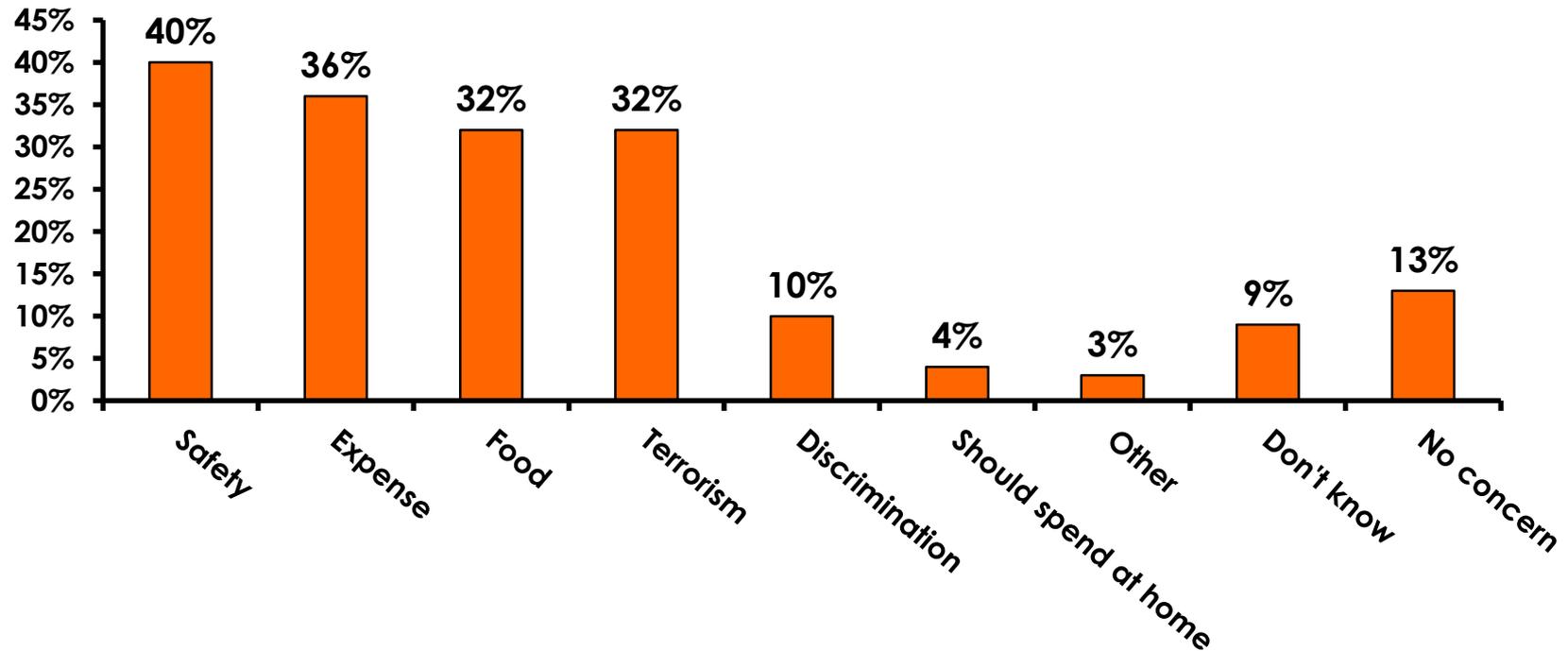


Post-Arrival Sources – Top 3 Most Important

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
Tour staff	43%	44%	42%	44%	43%	41%	30%	23%	20%	20%
Internet	NA	NA	NA	NA	NA	NA	24%	37%	30%	43%
Hotel staff	17%	20%	21%	19%	20%	20%	19%	16%	12%	14%
Signage	9%	10%	10%	11%	12%	12%	Not top 3	Not top 3	12%	Not top 3

SECTION 6 **OTHER ISSUES**

Concerns about travel outside of Korea - Overall



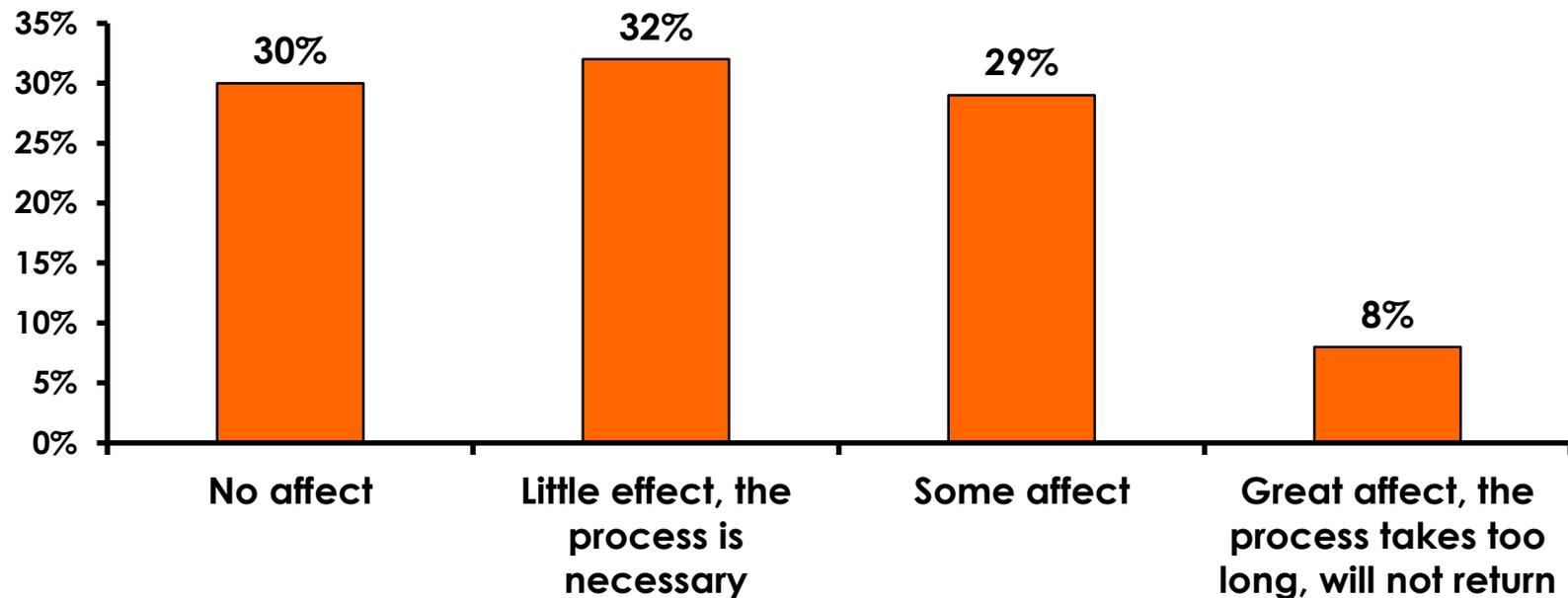
Concerns about travel outside of Korea

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
Safety	62%	58%	57%	62%	66%	63%	43%	41%	31%	40%
Ex- pense	44%	48%	58%	49%	50%	51%	37%	35%	23%	36%
Food	35%	35%	35%	33%	37%	37%	35%	36%	26%	32%
Terror- ism	34%	26%	27%	30%	29%	24%	27%	29%	19%	32%
Dis- crimina- tion	-	-	-	-	4%	11%	14%	12%	7%	10%
Should spend @home	12%	11%	15%	9%	9%	8%	6%	5%	3%	4%
Other	5%	6%	9%	6%	4%	3%	3%	5%	3%	3%
DK	4%	4%	2%	3%	3%	4%	12%	12%	7%	9%
No Con- cern	3%	4%	2%	3%	2%	3%	7%	7%	39%	13%

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	40%	32%	37%	43%	45%	42%	35%	43%	39%	38%	45%	49%	36%	
	Expense	36%	45%	39%	33%	23%	31%	40%	40%	41%	35%	34%	32%	39%	
	Terrorism	32%	33%	30%	35%	25%	35%	36%	36%	31%	27%	40%	47%	39%	
	Food	32%	33%	31%	33%	28%	35%	37%	33%	31%	30%	33%	37%	34%	
	No concerns	13%	11%	14%	12%	14%	4%	10%	9%	15%	17%	10%	7%	10%	
	Discrimination against Koreans	10%	13%	11%	10%	5%	10%	10%	13%	10%	9%	8%	13%	15%	
	Don't know	9%	10%	10%	8%	13%	17%	5%	7%	8%	11%	8%	3%	8%	
	Should spend at home	4%	5%	4%	3%	3%	6%	5%	8%	4%	4%	3%	3%	9%	
	Other	3%	5%	4%	3%	1%		5%	5%	4%	3%	2%	4%	6%	
	Total	Count	4109	221	1919	1812	152	52	126	409	572	766	429	906	105

Security Screening/ Immigration Process at Guam International Airport



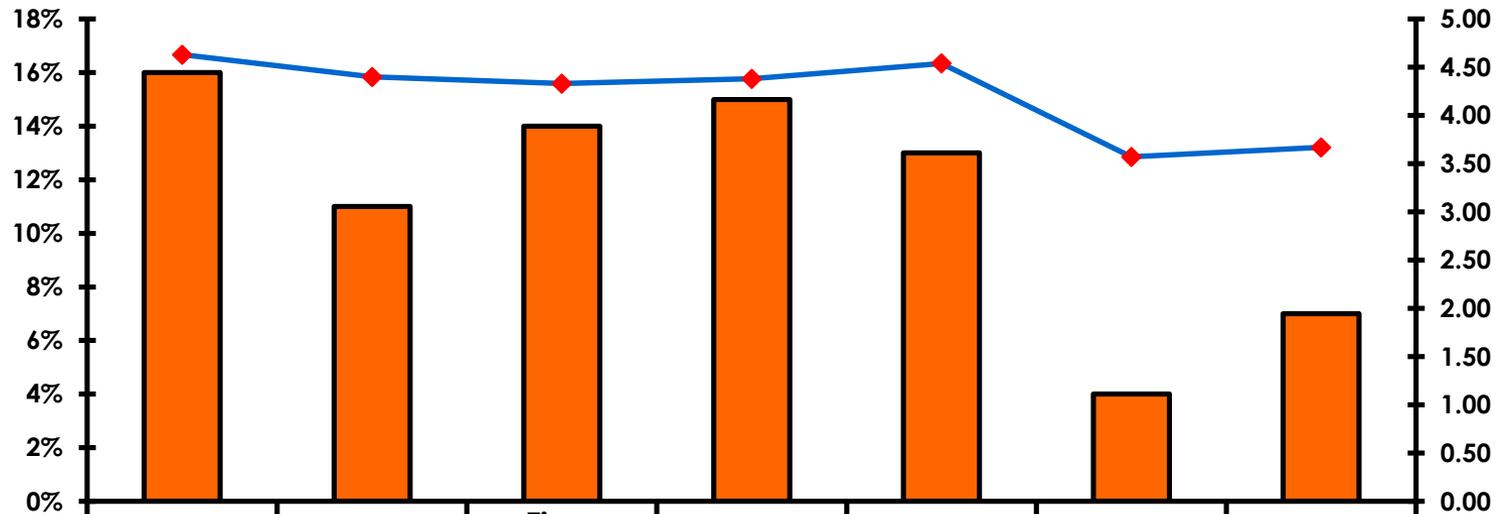
Security Screening/ Immigration Process at Guam International Airport

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
No effect	23%	27%	28%	29%	31%	29%	45%	41%	28%	30%
Little effect	38%	33%	33%	31%	31%	31%	26%	26%	28%	32%
Some effect	25%	24%	27%	28%	28%	27%	22%	26%	32%	29%
Great effect	14%	16%	12%	12%	10%	12%	8%	8%	12%	8%

Airport Screening

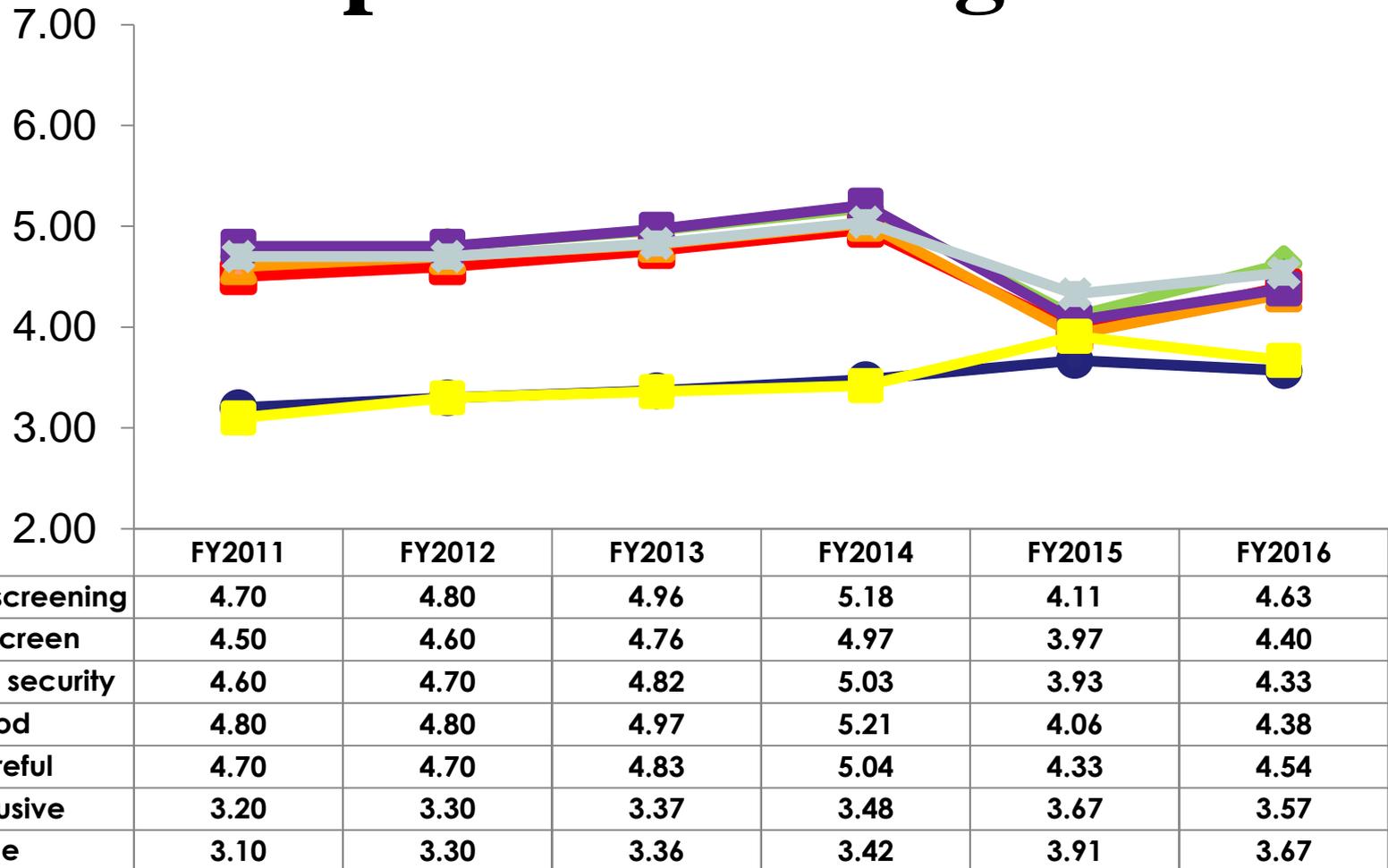
7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree

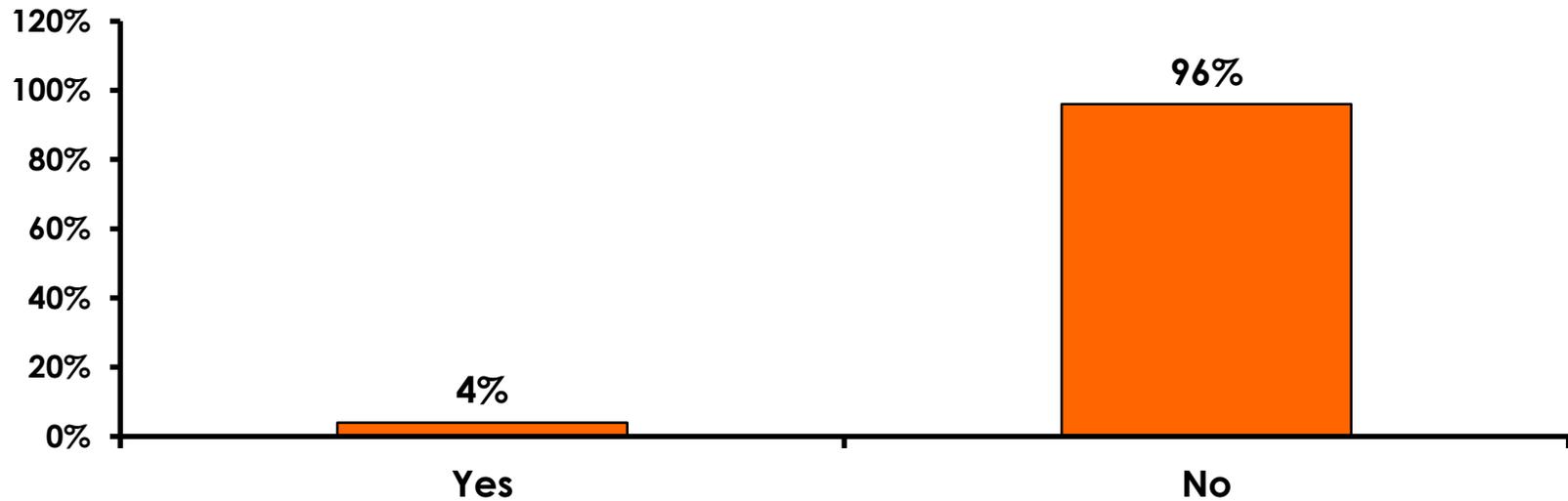


 Strongly agree	16%	11%	14%	15%	13%	4%	7%
 MEAN	4.63	4.40	4.33	4.38	4.54	3.57	3.67

Airport Screening



SHOP GUAM FESTIVAL AWARENESS



SHOP GUAM FESTIVAL – IMPACT

n=180

