

Guam Visitors Bureau

Korean Visitor Tracker Exit Profile & Market Segmentation Report

FY2019

QTR.1 (OCT-DEC 2018)

Prepared by: Anthology Research

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Background and Methodology

- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, Anthology's professional Korean speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **1,056** 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 **1,056** is +/- 3.0 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 +/- 3.0 percentage points.

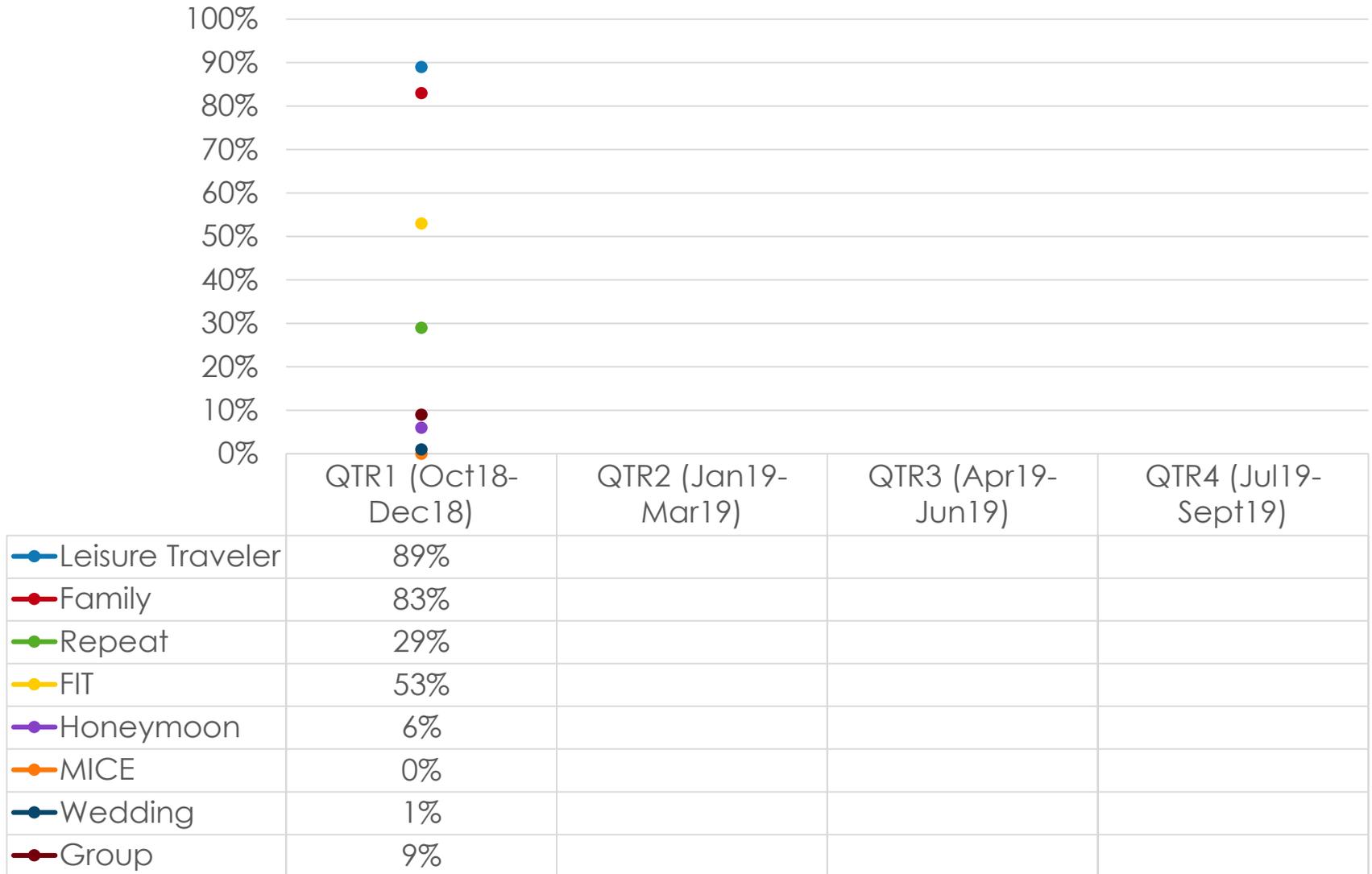
Objectives

- 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 Korean marketing plan.
- Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.

Key Highlighted Segments

- **The specific objectives were:**
 - To determine the relative size and expenditure behavior of the following market segments:
 - Families (Q6)
 - FITS (Q7)
 - MICE (Q5A Convention/ Conference/ Trade Show/ Company sponsored)
 - Leisure Traveler (Q5A Here to relax/ Here to see beaches, tropical climate, here for pleasure)
 - Wedding (Q5A)
 - Honeymoon (Q5A)
 - Group Tour (Q7)
 - Repeat Visitor (Q3A)
 - To identify the most significant factors affecting overall visitor satisfaction.
 - To identify (for all Korean visitors) the most important determinants of on-island spending

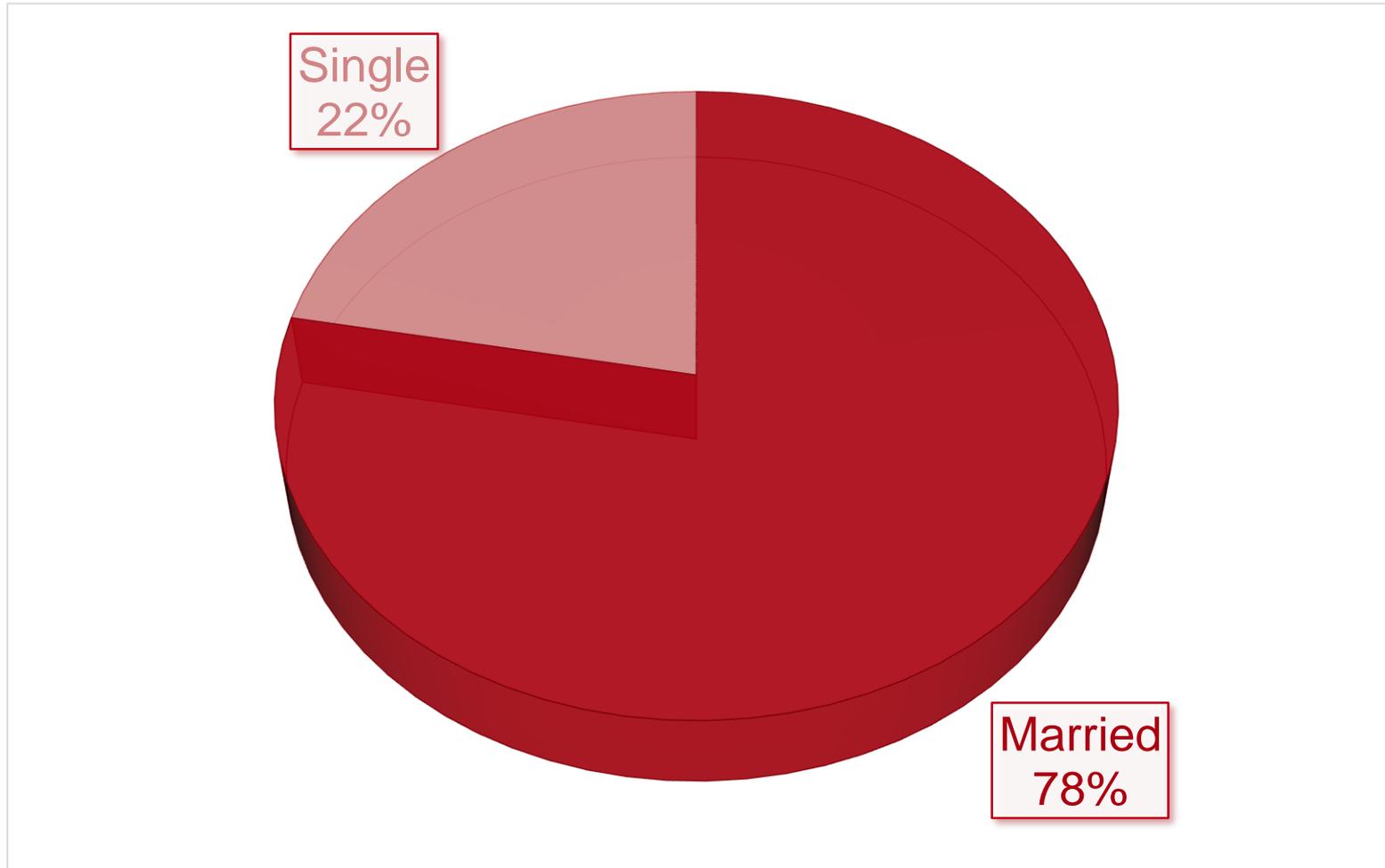
Key Highlighted Segments



SECTION 1

PROFILE OF RESPONDENTS

Marital Status



Marital status – FY2019 Tracking



Marital status – Key Segments

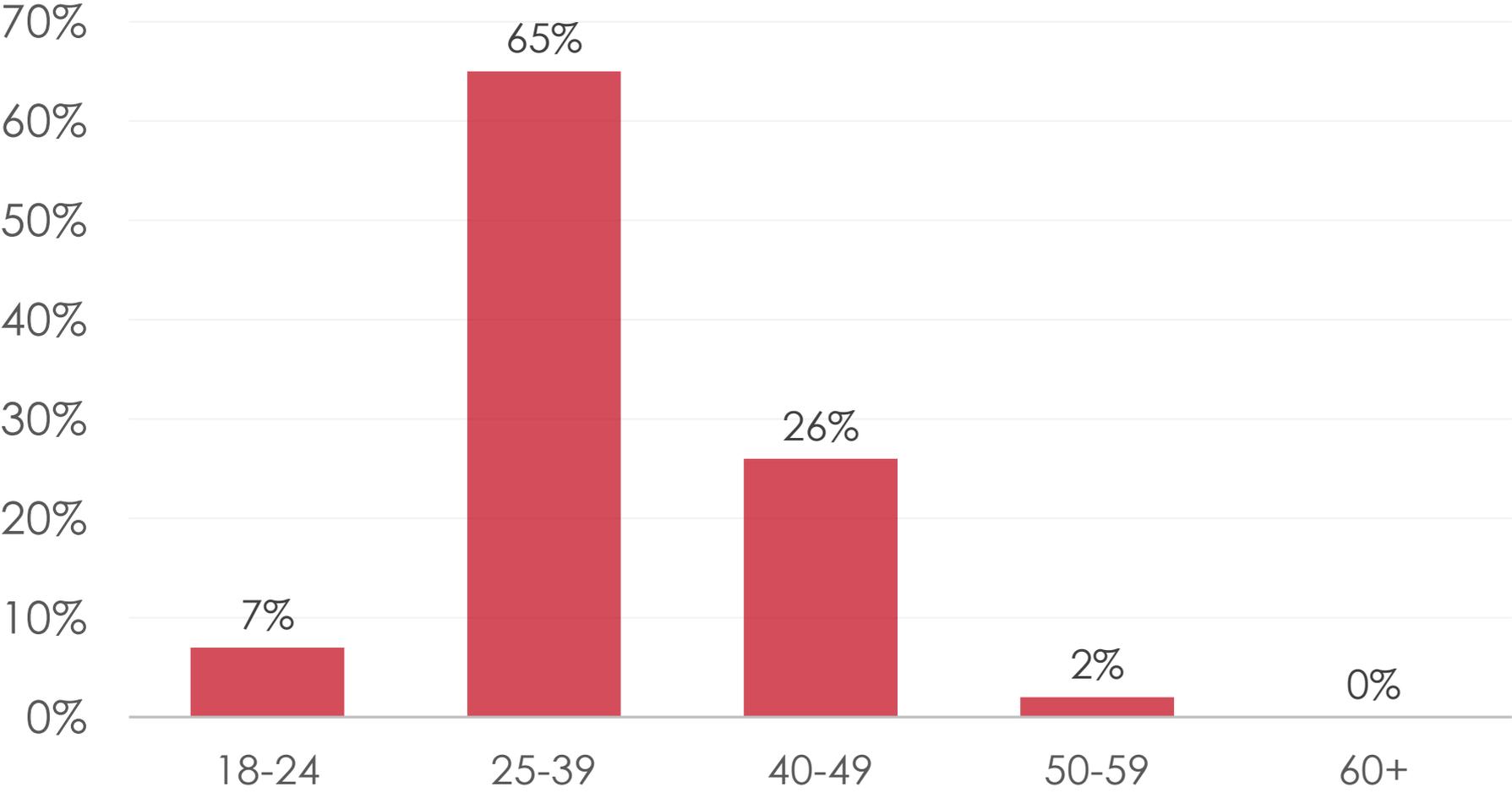
GVB EXIT SURVEY QE MARITAL STATUS

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
QE	Married	78%	100%	100%	71%	78%	80%	83%	91%	74%
	Single	22%			29%	22%	20%	17%	9%	26%
	Total	1056	4	59	7	935	100	303	874	555

Prepared by Anthology Research

Age

MEAN = 35.13
MEDIAN = 35



Age – FY2019 Tracking



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)		YTD
MEAN	35.13					35.13
MEDIAN	35					35

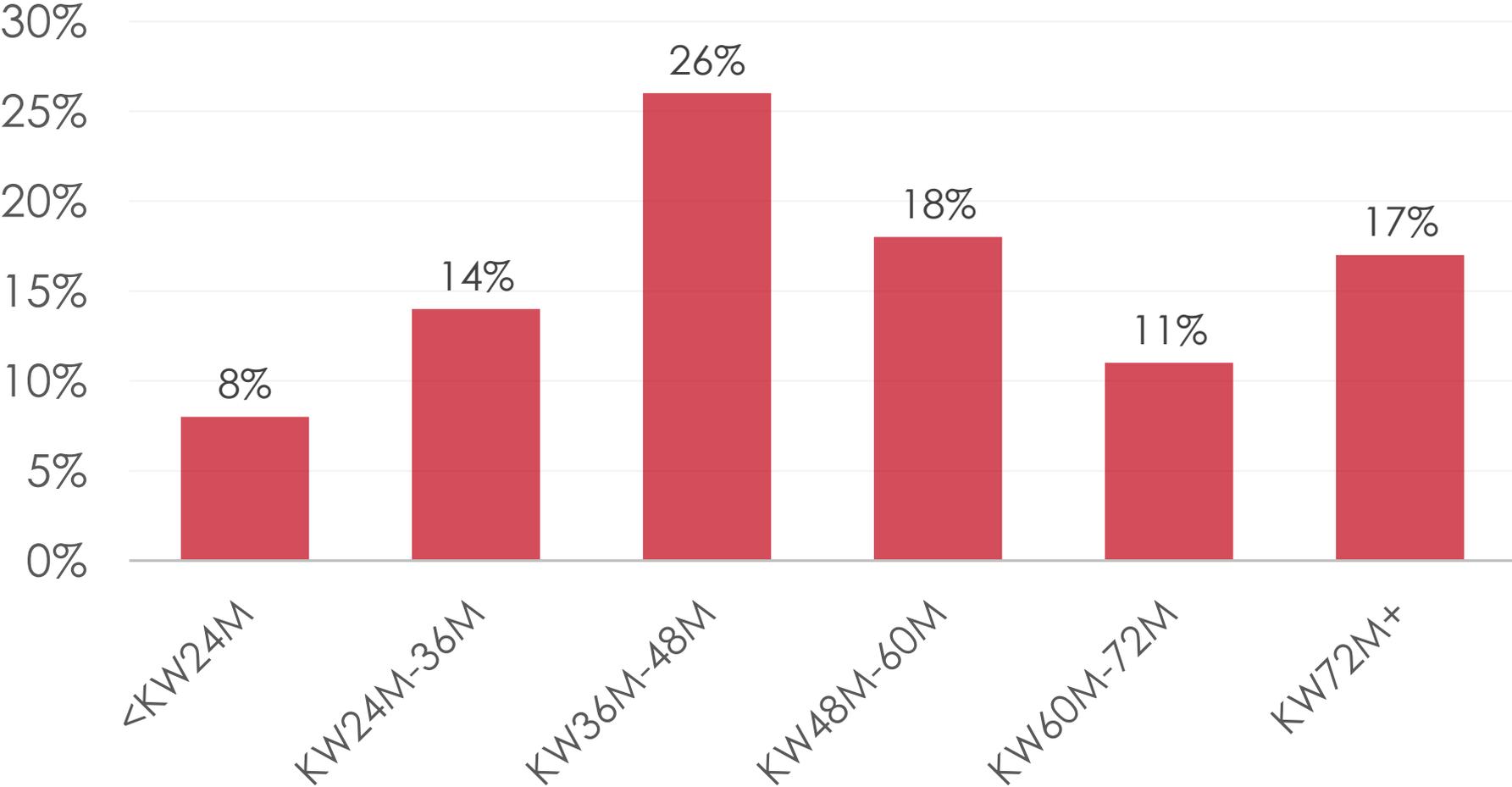
Age – Key Segments

GVB EXIT SURVEY AGE

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
SD	18-24	7%		5%		7%	10%	8%	6%	9%
	25-39	65%	50%	93%	100%	64%	60%	53%	62%	71%
	40-49	26%	50%	2%		27%	28%	37%	31%	19%
	50-59	2%				2%	2%	2%	2%	1%
	60+	0%				0%			0%	
	Total	1056	4	59	7	935	100	303	874	555
SD	Mean	35.13	40.75	30.64	34.43	35.18	34.92	36.86	36.29	33.71
	Median	35	41	30	32	35	36	38	37	34

Prepared by Anthology Research

Annual Household Income



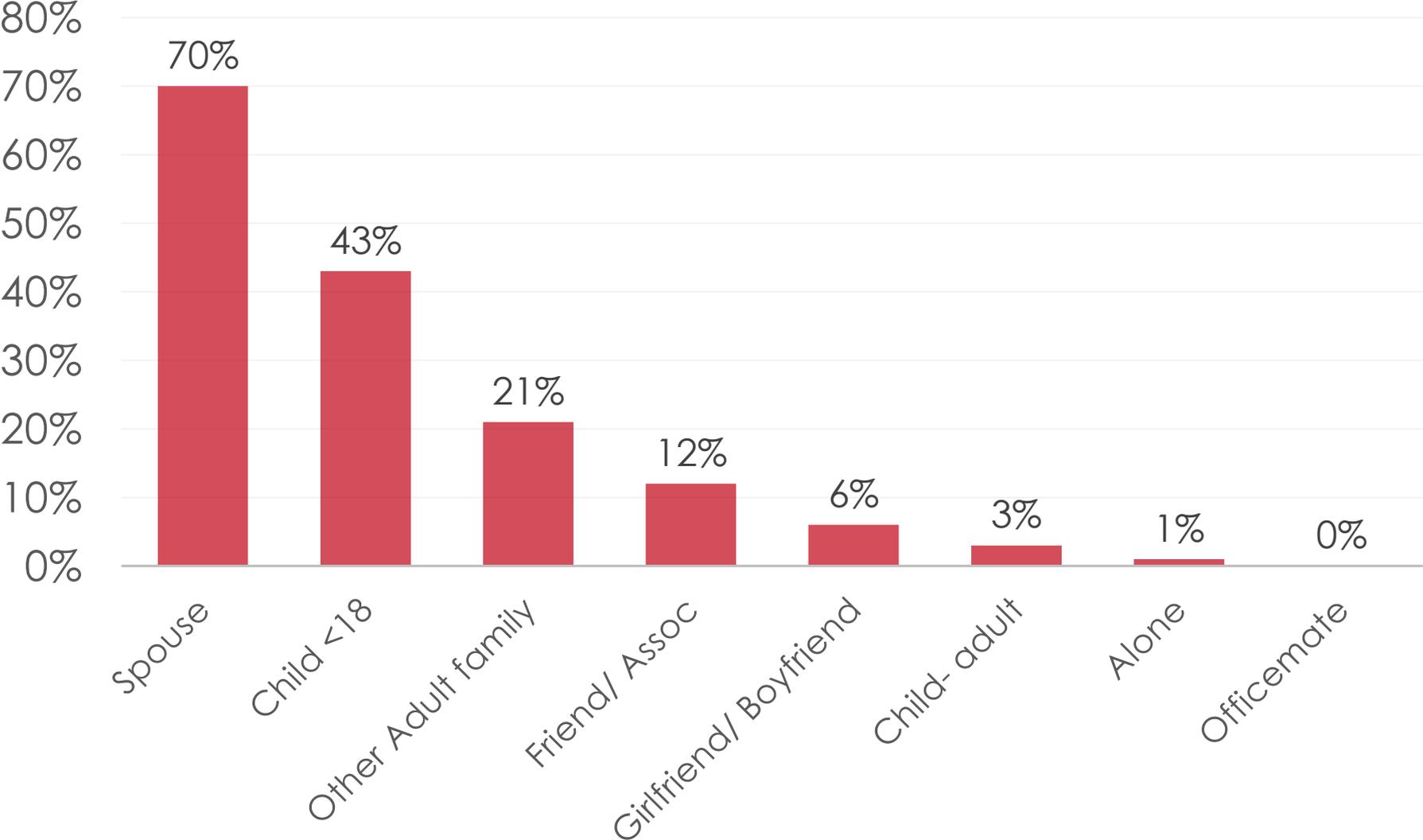
Annual Household Income – Key Segments

GVB EXIT SURVEY Q26 Household income:

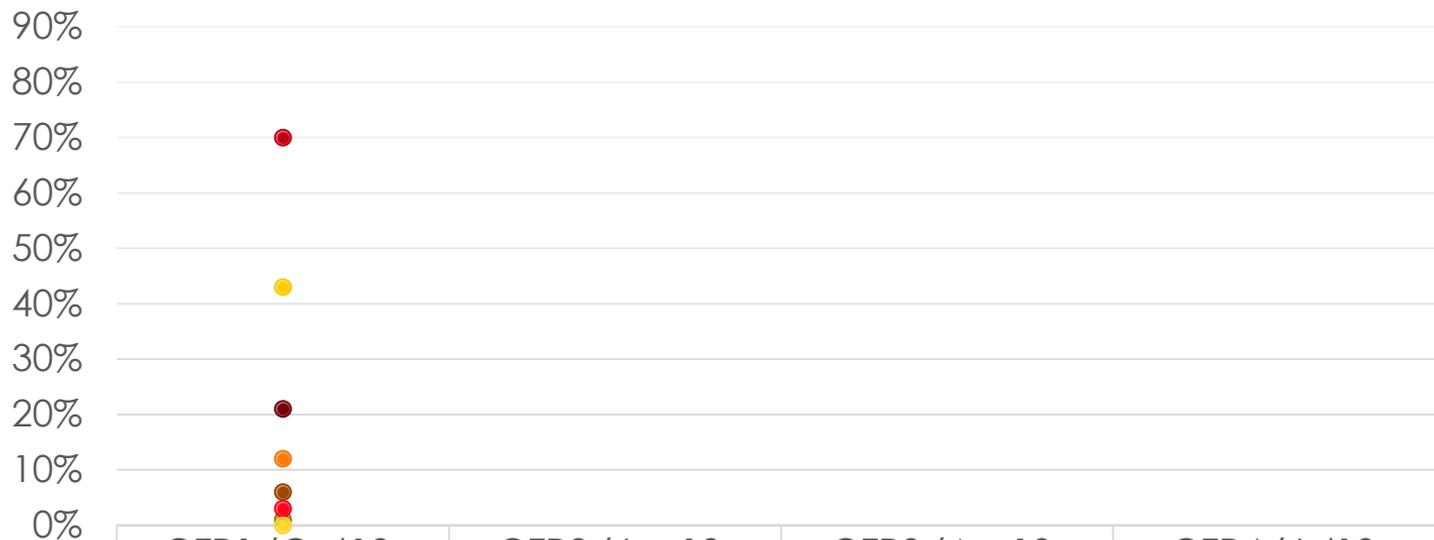
		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q26	Up to KW12,000,000	3%		12%	14%	3%	4%	1%	2%	2%
	KW12,000,001 ~ KW24,000,000	5%		9%		5%	6%	2%	3%	5%
	KW24,000,001 ~ KW36,000,000	14%		22%	14%	14%	12%	12%	13%	15%
	KW36,000,001 ~ KW48,000,000	26%	75%	17%		25%	31%	38%	28%	22%
	KW48,000,001 ~ KW60,000,000	18%	25%	17%	14%	18%	17%	16%	20%	15%
	KW60,000,001 ~ KW72,000,000	11%		9%	14%	12%	8%	10%	12%	13%
	More than KW72,000,001	17%		9%	29%	17%	14%	19%	19%	23%
	No Income	6%		5%	14%	6%	7%	2%	3%	6%
	Total	1051	4	58	7	931	99	301	871	551

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Travel Party



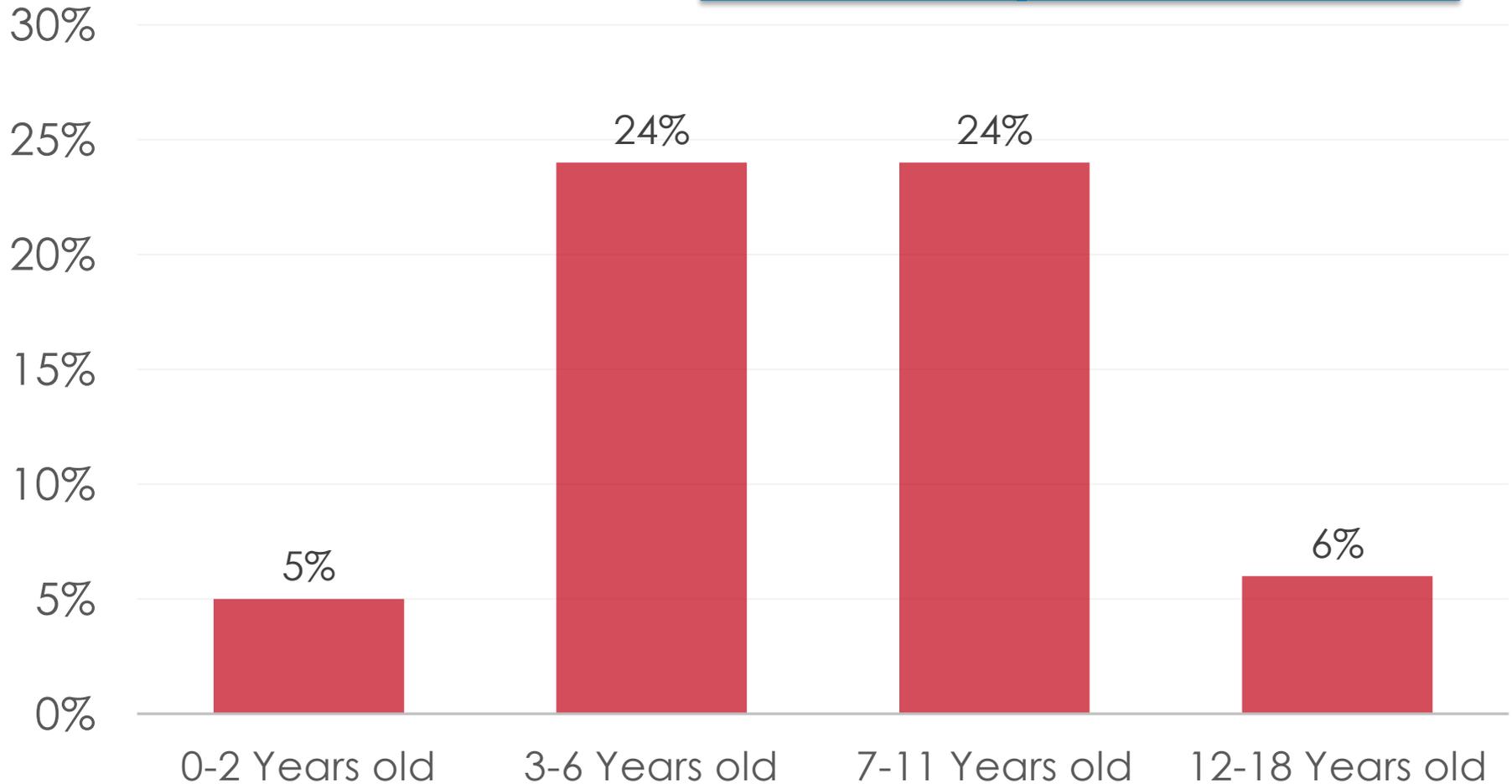
Travel Party



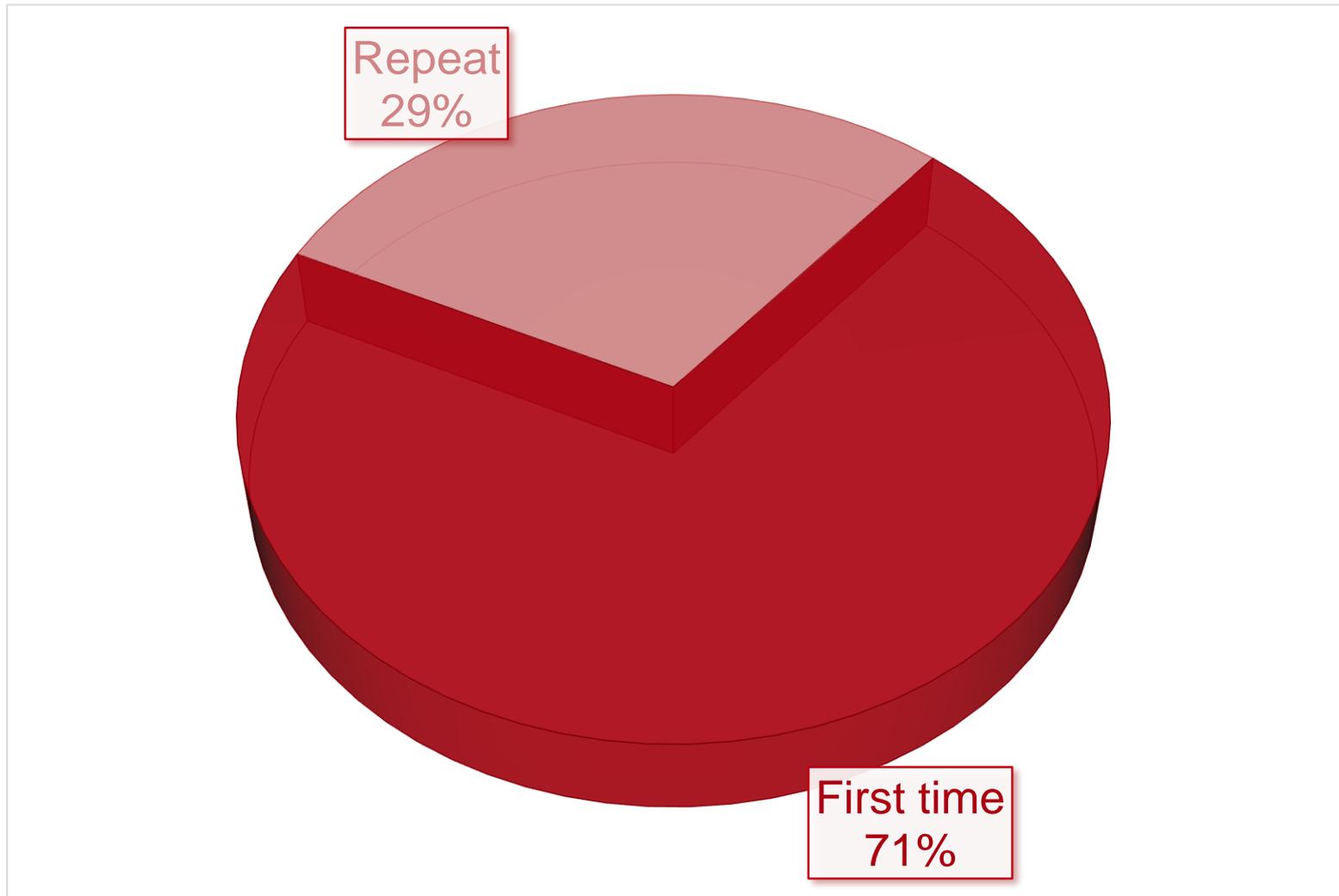
	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)
Spouse	70%			
Child <18	43%			
Friend/ Assoc	12%			
Other Adult Family	21%			
Alone	1%			
Girlfriend/ Boyfriend	6%			
Child- Adult	3%			
Office	0%			

Travel Party - Children

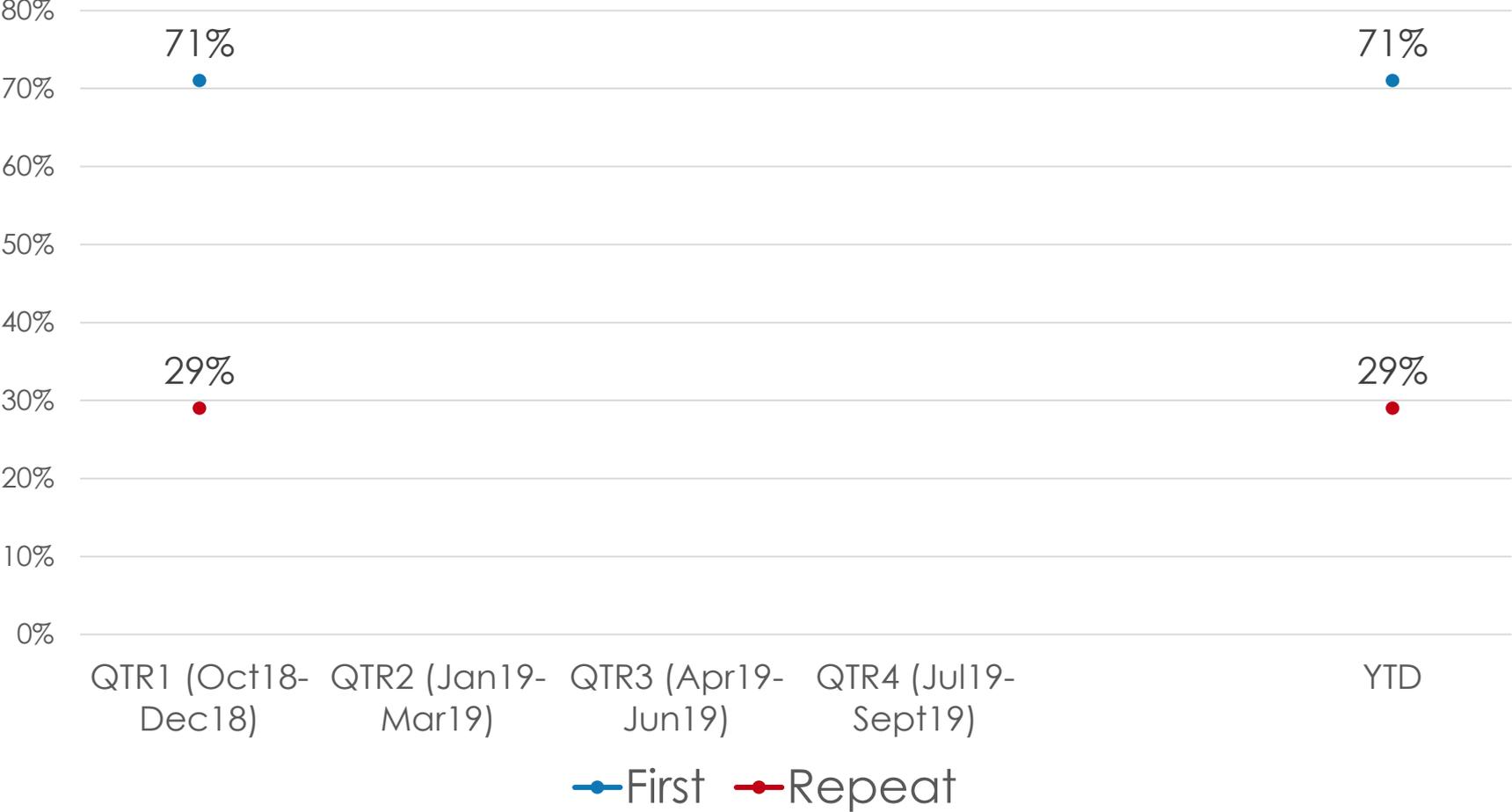
43% TRAVELING WITH A CHILD



Trips to Guam



Trips to Guam – FY2019 Tracking



Trips to Guam – Key Segments

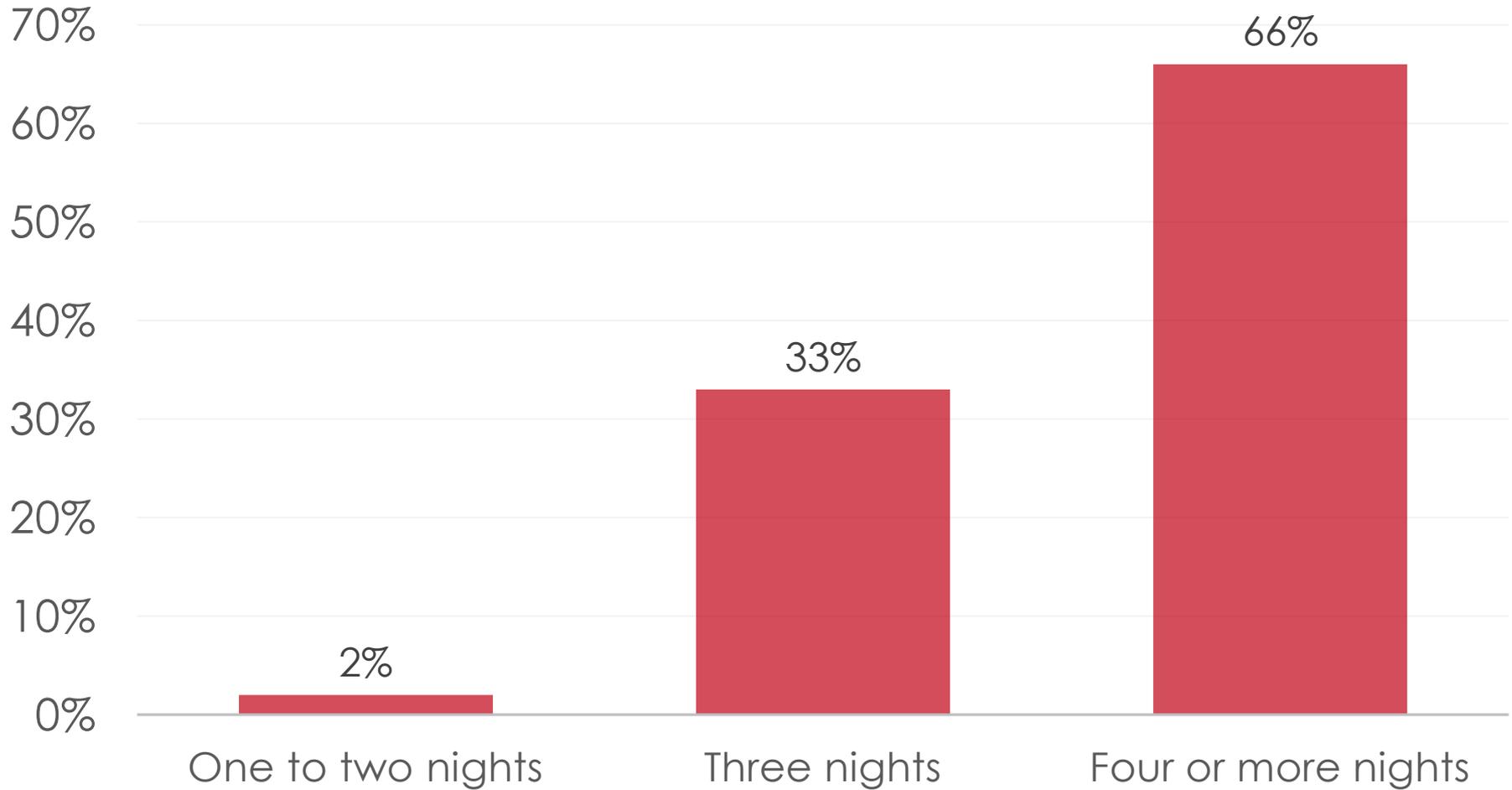
GVB EXIT SURVEY
Q3 Including this trip, how many times have you visited Guam?

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q3	1st Time	71%	75%	98%	57%	73%	66%		70%	68%
	Repeat	29%	25%	2%	43%	27%	34%	100%	30%	32%
	Total	1056	4	59	7	935	100	303	874	555
Q3	Mean	1.41	1.25	1.02	1.86	1.39	1.42	2.43	1.42	1.52
	Median	1	1	1	1	1	1	2	1	1

Prepared by Anthology Research

Length of Stay

MEAN NUMBER OF NIGHTS = 4.13
MEDIAN NUMBER OF NIGHTS = 4



Length of Stay – FY2019 Tracking



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)		YTD
MEAN	4.13					4.13
MEDIAN	4					4

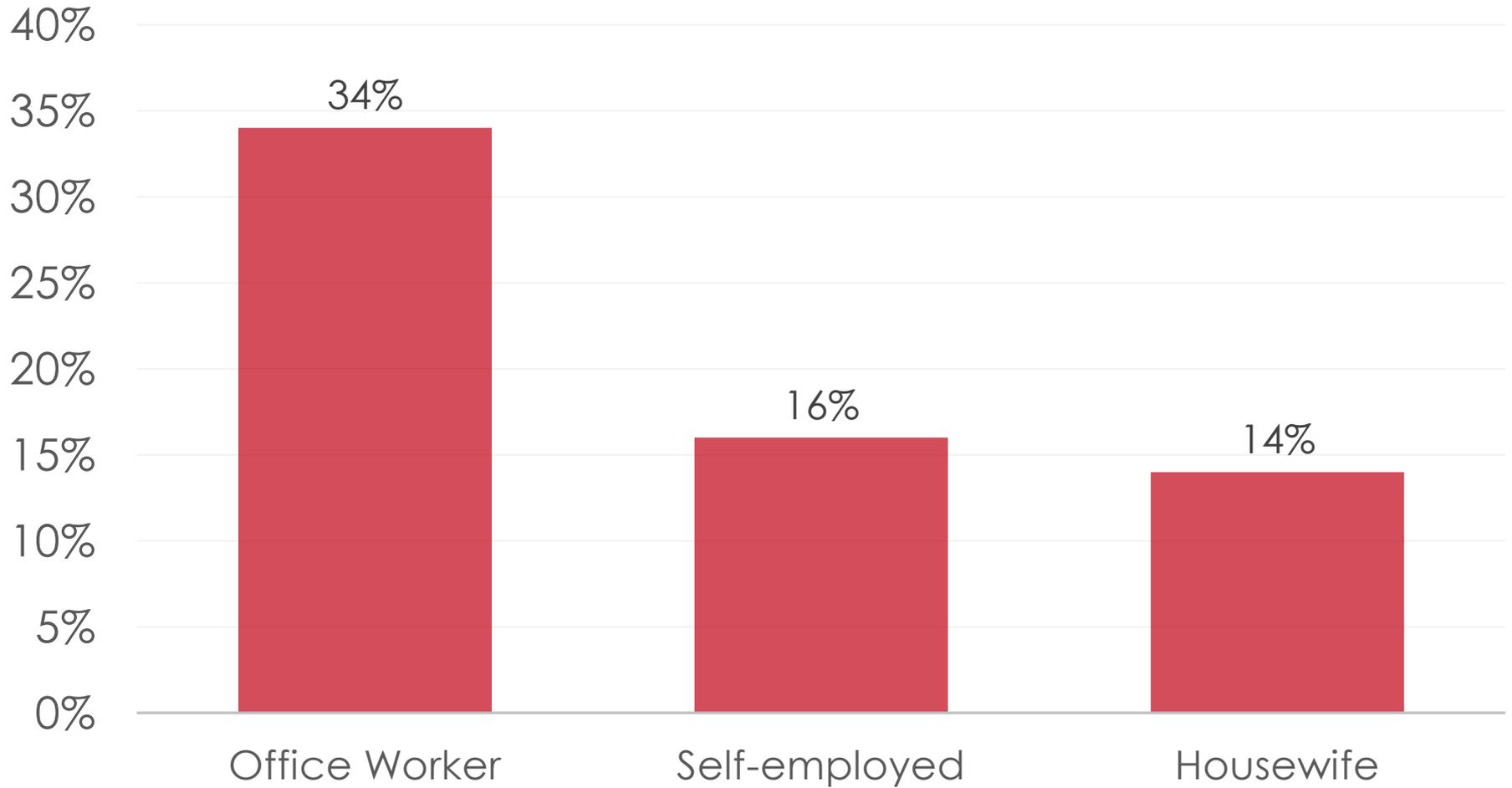
Length of Stay – Key Segments

GVB EXIT SURVEY
SA How many nights did you stay on Guam?

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
SA	1-2	2%				2%	1%	2%	1%	3%
	3	33%	25%	10%	29%	32%	41%	21%	30%	25%
	4+	66%	75%	90%	71%	66%	58%	77%	69%	72%
	Total	1056	4	59	7	935	100	303	874	555
SA	Mean	4.13	4.25	4.56	4.86	4.14	4.11	4.55	4.24	4.30
	Median	4	5	4	4	4	4	4	4	4

Prepared by Anthology Research

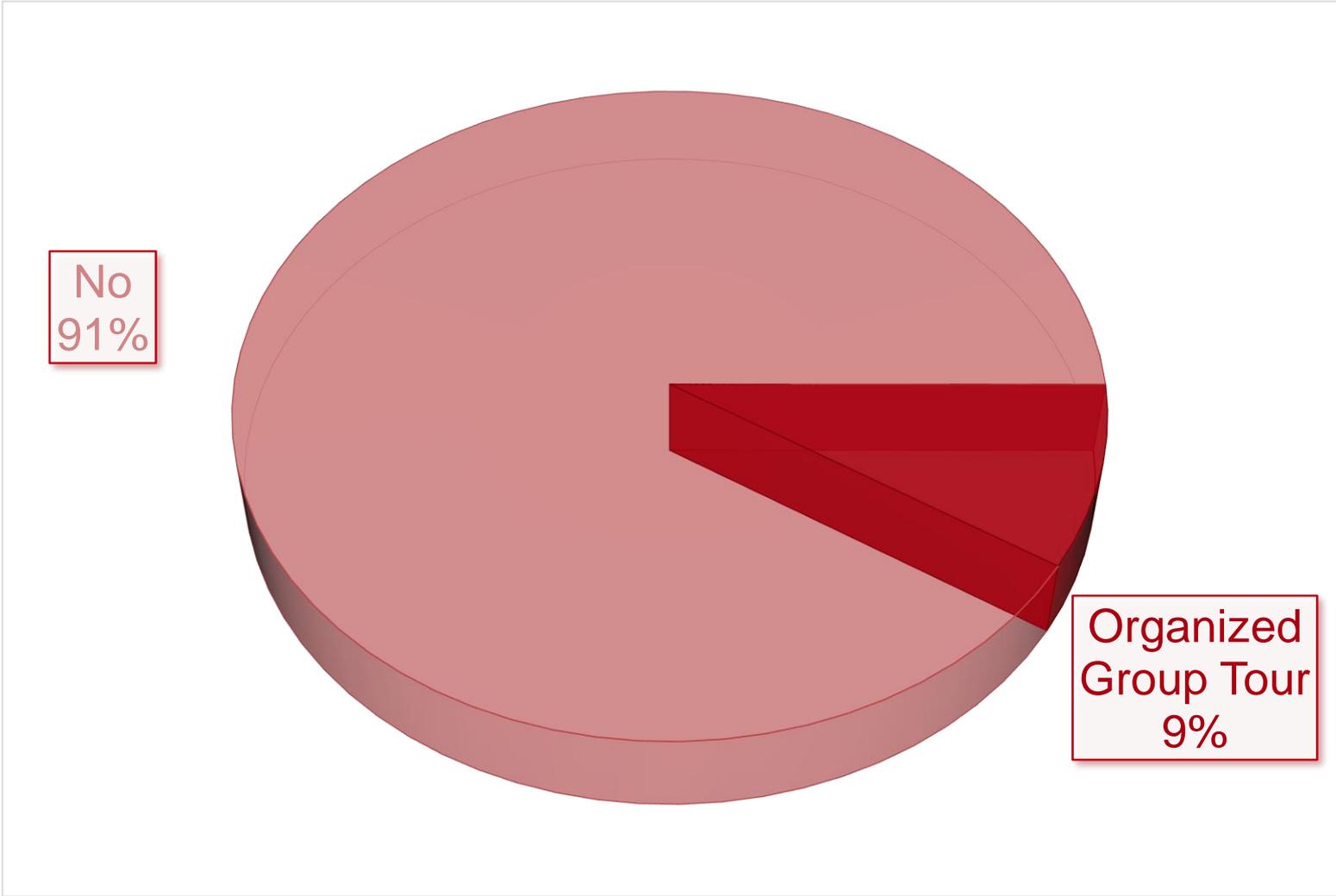
Occupation – Top Responses (10%+)



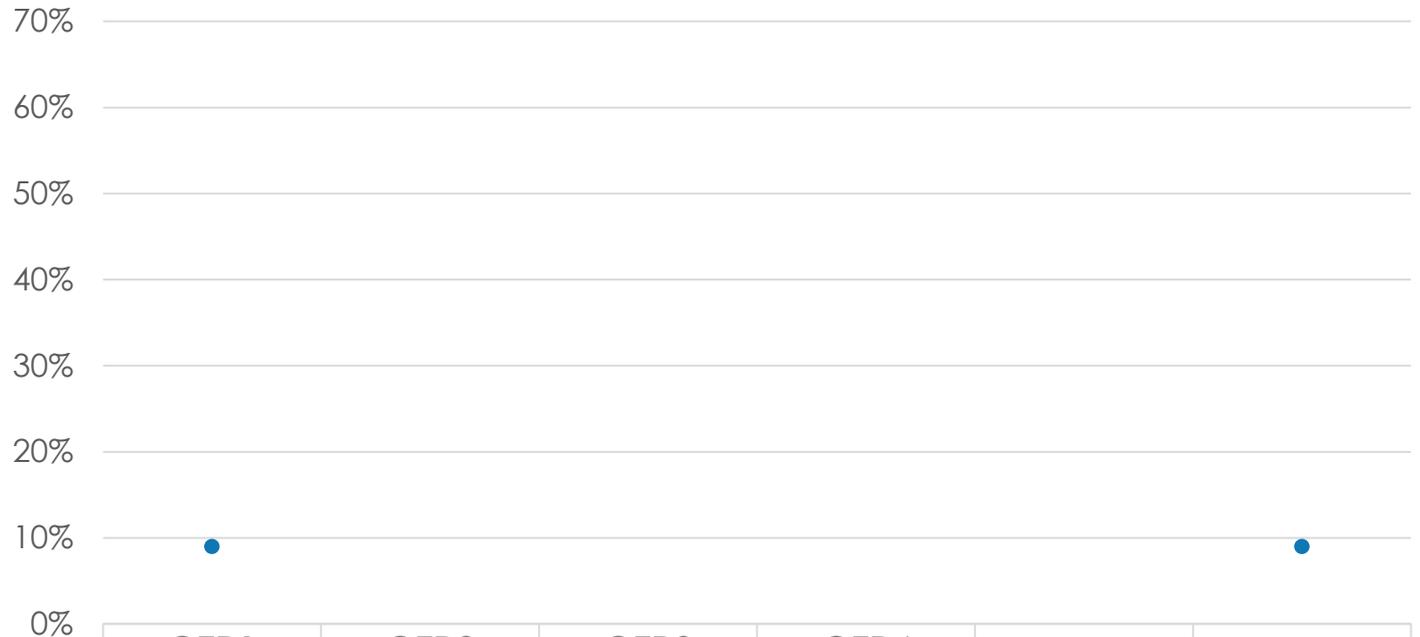
SECTION 2

TRAVEL PLANNING

Organized Group Tour

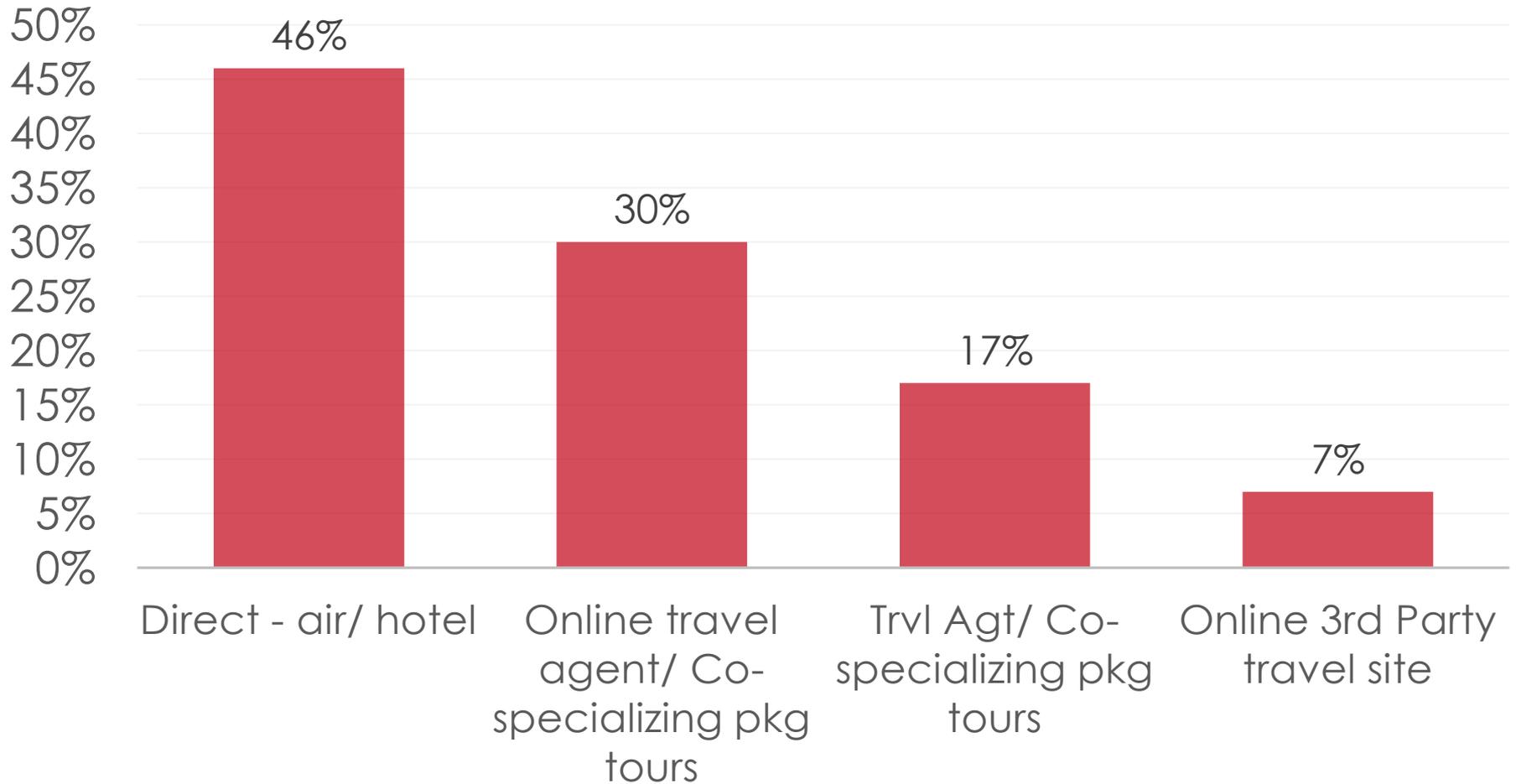


Organized Group Tour- Tracking



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)		YTD
Organized Group Tour	9%					9%

Travel Arrangements - Sources

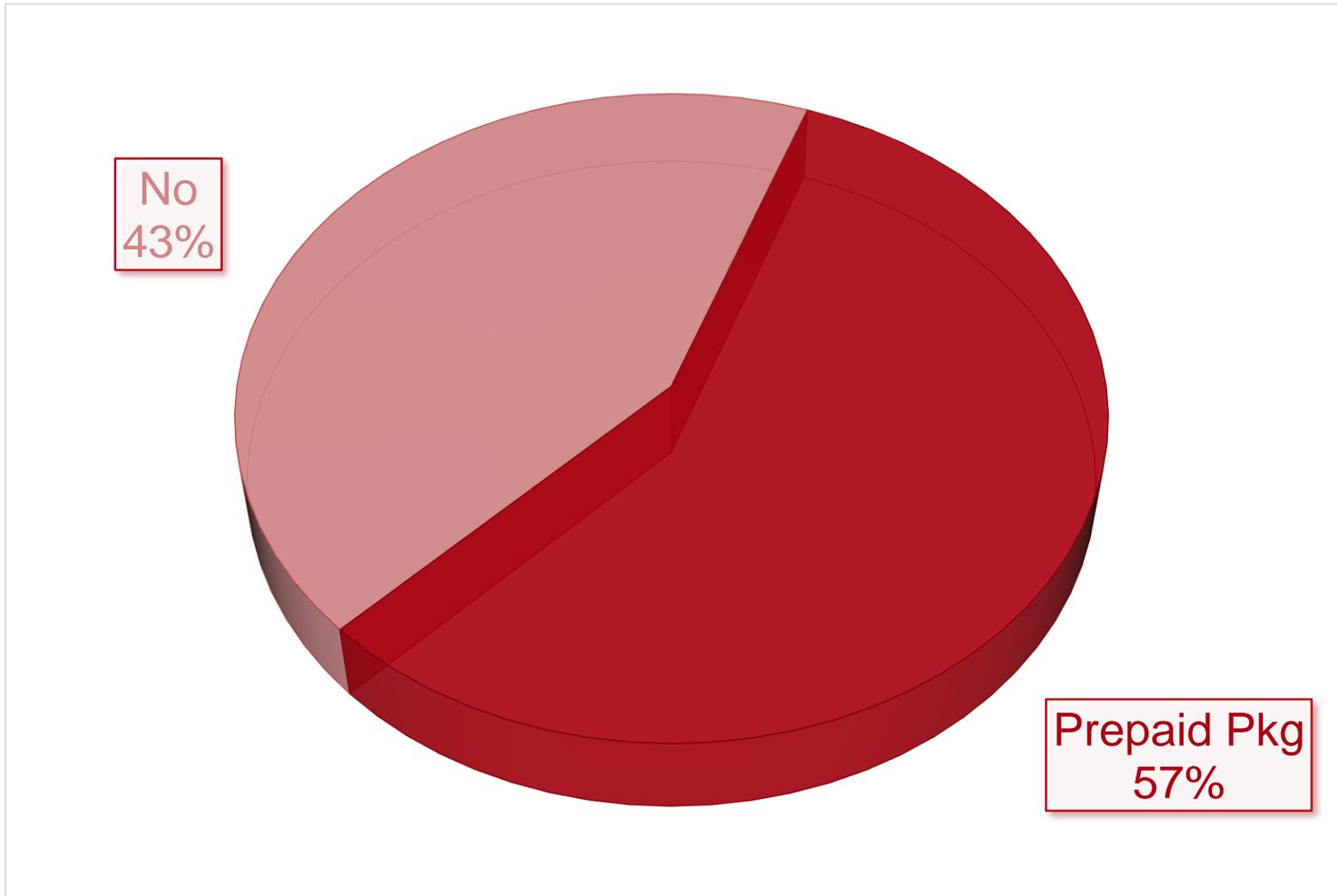


Travel Arrangements - Sources



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)		YTD
—●— Online travel agent	30%					30%
—●— Trvl Agt/ Co- Pkg Tour	17%					17%
—●— Online 3rd Party	7%					7%
—●— Direct Air/ Hotel	46%					46%

Prepaid Package Trip

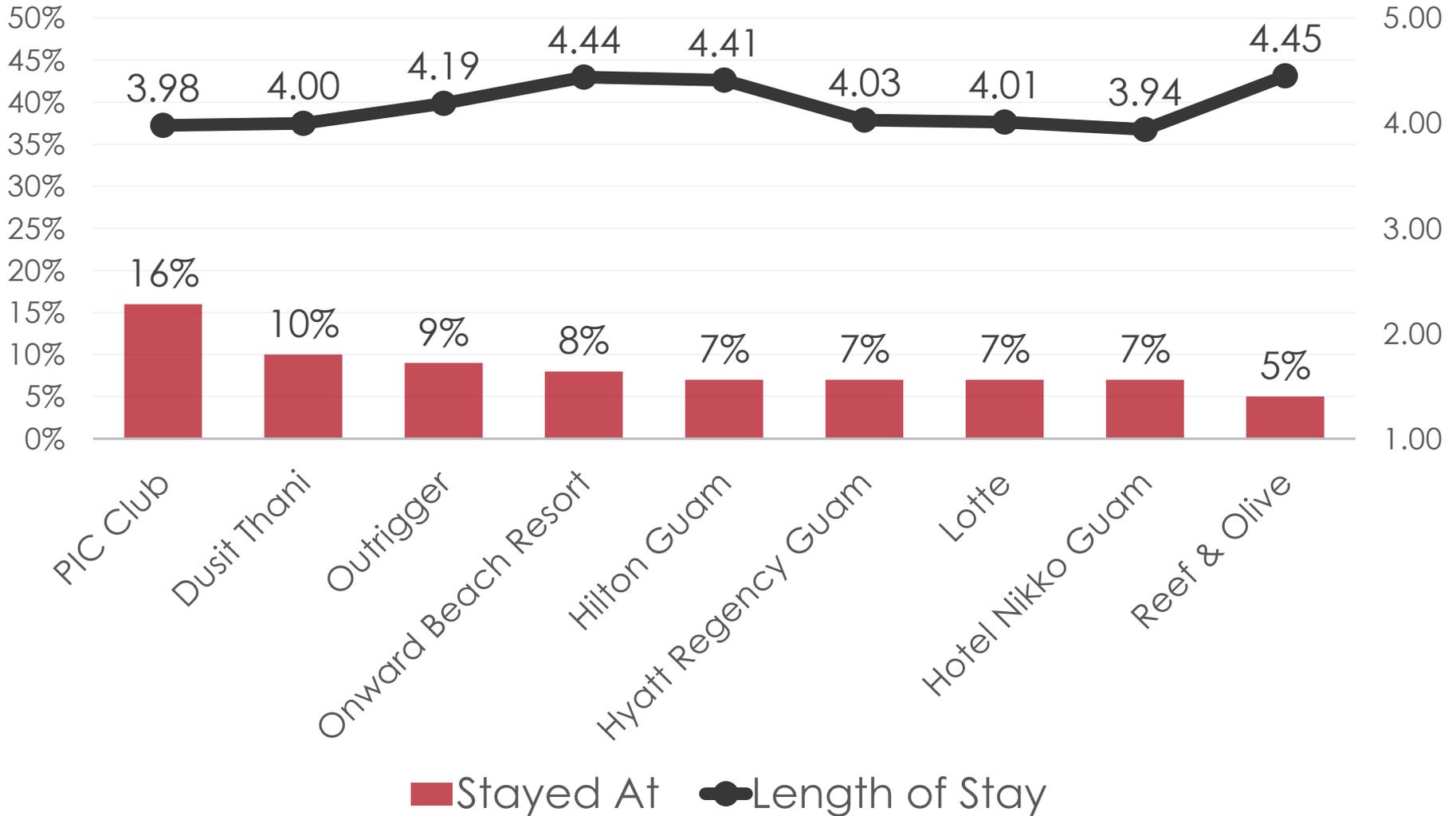


Prepaid Package Trip

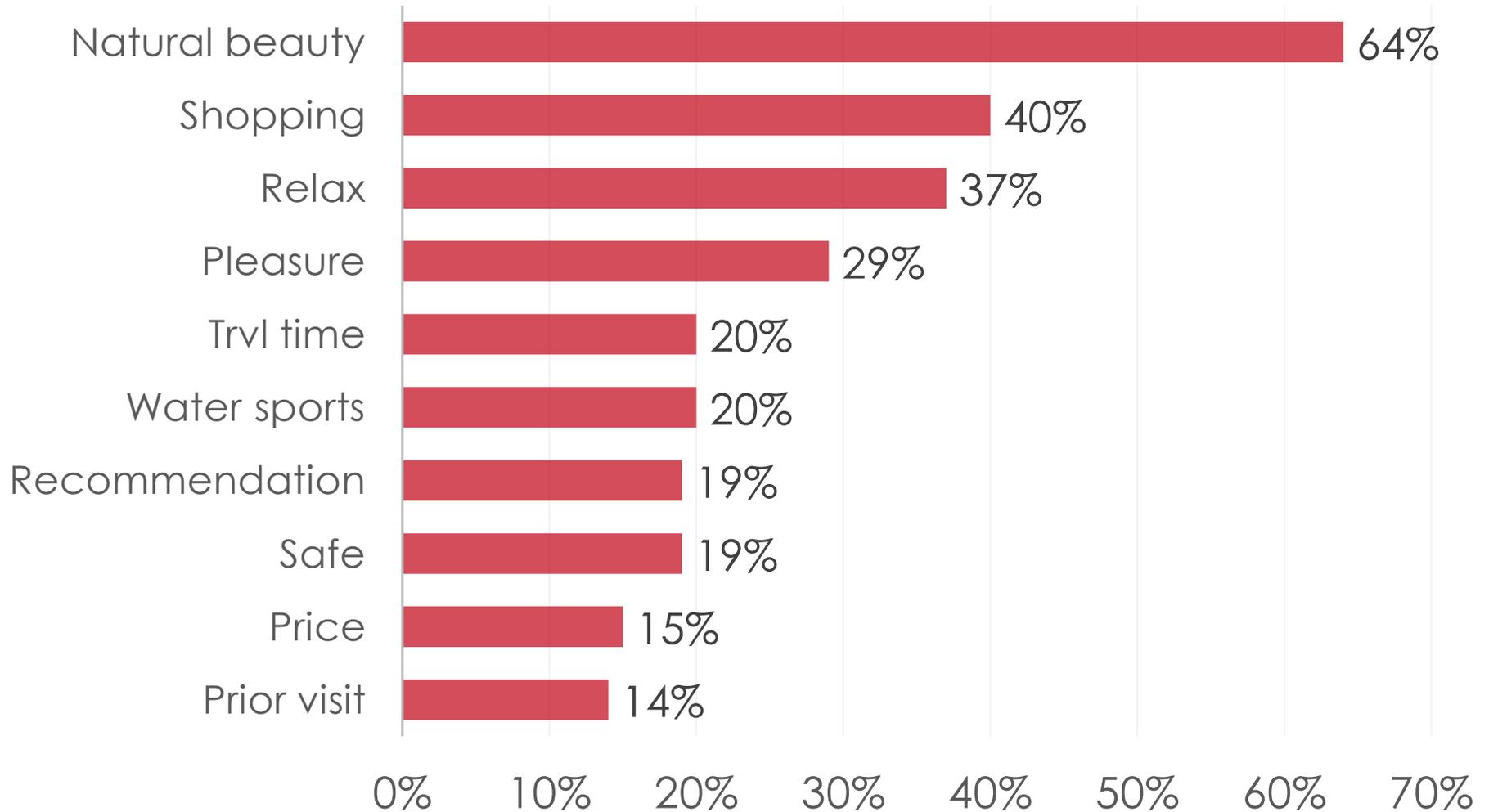


	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)		YTD
Prepaid Pkg Trip	57%					57%

Accommodations (Top Responses)



Travel Motivation (Top Responses)



Travel Motivation – Key Segments

GVB EXIT SURVEY

Q5A Please select the top three reasons that motivated you to travel to Guam?

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q5A	Beautiful seas, beaches, tropical climate	64%	50%	53%	57%	72%	62%	62%	63%	69%
	Shopping	40%	75%	36%		41%	38%	47%	43%	45%
	Just to relax	37%	50%	39%	29%	42%	40%	22%	38%	41%
	Pleasure/ vacation	29%		20%	14%	33%	36%	31%	30%	30%
	Short travel time (not too far from home)	20%		15%	14%	18%	20%	13%	21%	20%
	Water sports (snorkeling, windsurfing, parasailing)	20%		14%	14%	16%	11%	9%	16%	15%
	Recommendation of friend/ relative/ travel agency	19%		8%	14%	17%	16%	3%	17%	15%
	It is a safe place to spend a vacation	19%		2%		18%	16%	14%	20%	11%
	Price of the tour package	15%		2%		12%	14%	25%	16%	12%
	A previous visit	14%			14%	13%	15%	50%	15%	16%
	Honeymoon	6%		100%	14%	6%	7%	0%	7%	7%
	Scuba diving	3%	25%	2%		2%	5%	5%	3%	2%
	To visit friends or relatives	2%			14%	1%	3%	6%	2%	2%
	To golf	1%				1%	1%	1%	2%	1%
	School trip	1%				1%	4%	2%	1%	1%
	Career certification/ testing	1%				1%	1%	3%	1%	1%
	Organized sporting activity/ event	1%			14%	1%	1%	0%	1%	1%
	To Get Married/ attend Wedding	1%		2%	100%	1%	1%	1%	1%	1%
	Company/ business trip	0%				0%	2%		0%	0%
	My company sponsored me	0%				0%	2%	0%	0%	0%
	Convention/ conference/ trade show/ meeting	0%	50%			0%		0%	0%	0%
	Incentive trip	0%	50%			0%	2%		0%	
	Adventure	0%				0%			0%	0%
	Total	1055	4	59	7	935	100	302	873	554

SECTION 3

EXPENDITURES

Prepaid Expenditures

- \$2,326.86 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$824.99 = overall mean average per person prepaid expenditures

Prepaid Entire Travel Party – FY2019 Tracking



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)		YTD
● MEAN	\$2,326.86					\$2,326.86
● MEDIAN	\$2,129.00					\$2,129.00

Prepaid Per Person– FY2019 Tracking



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)	YTD
MEAN	\$824.99				\$824.99
MEDIAN	\$776.00				\$776.00

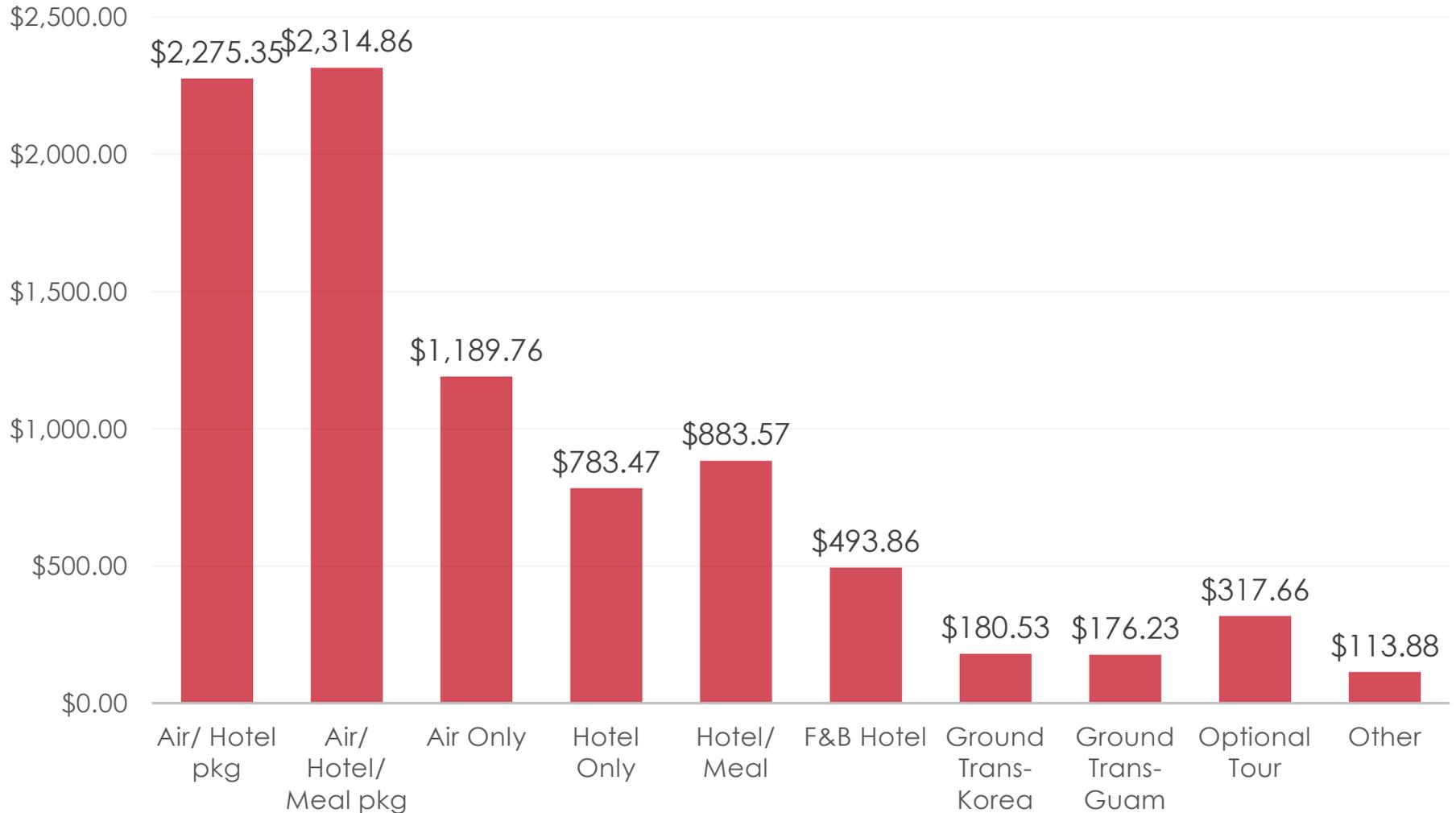
Prepaid Per Person– Key Segments

GVB EXIT SURVEY
Q10A PREPAID - PER PERSON:

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
PREPAID PP	Mean	\$824.99	\$666.09	\$1,305.92	\$1,131.98	\$841.59	\$812.84	\$793.01	\$845.11	\$796.91
	Median	\$776	\$599	\$1,332	\$890	\$784	\$798	\$779	\$784	\$735

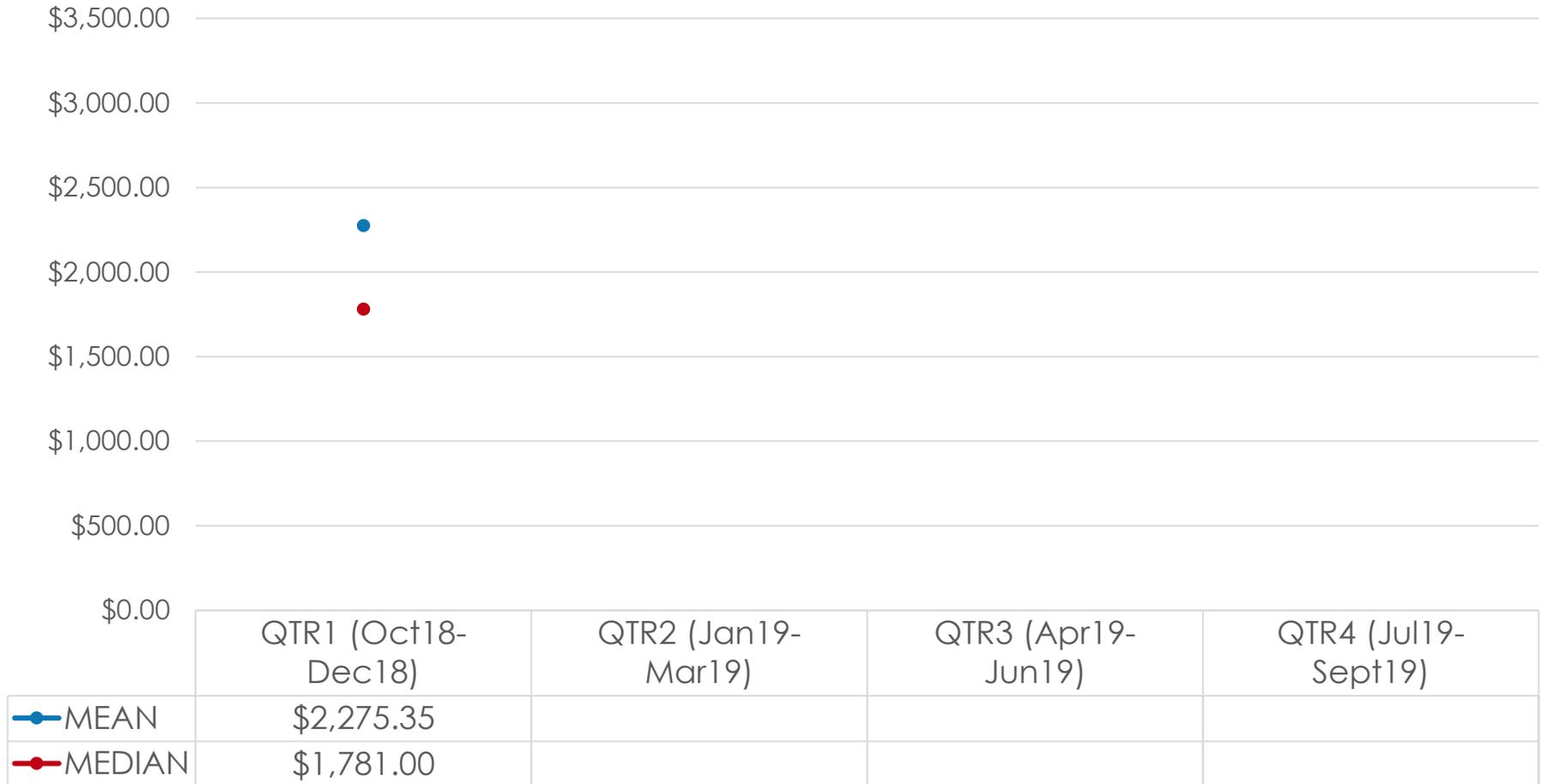
Prepared by Anthology Research

Prepaid Expenses by Category – MEAN Entire Travel Party



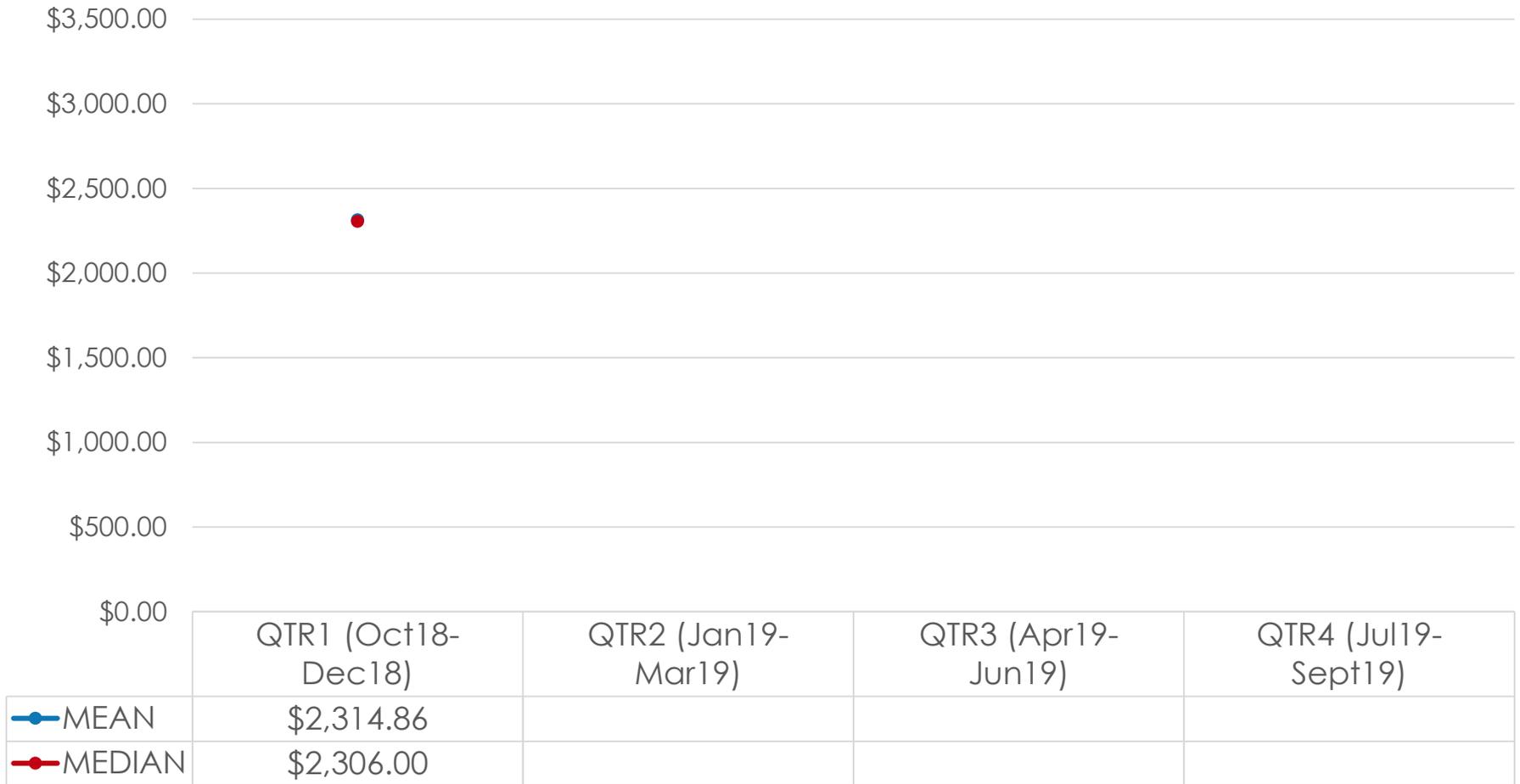
Prepaid– FY2019 Tracking

Airfare & Accommodation Packages



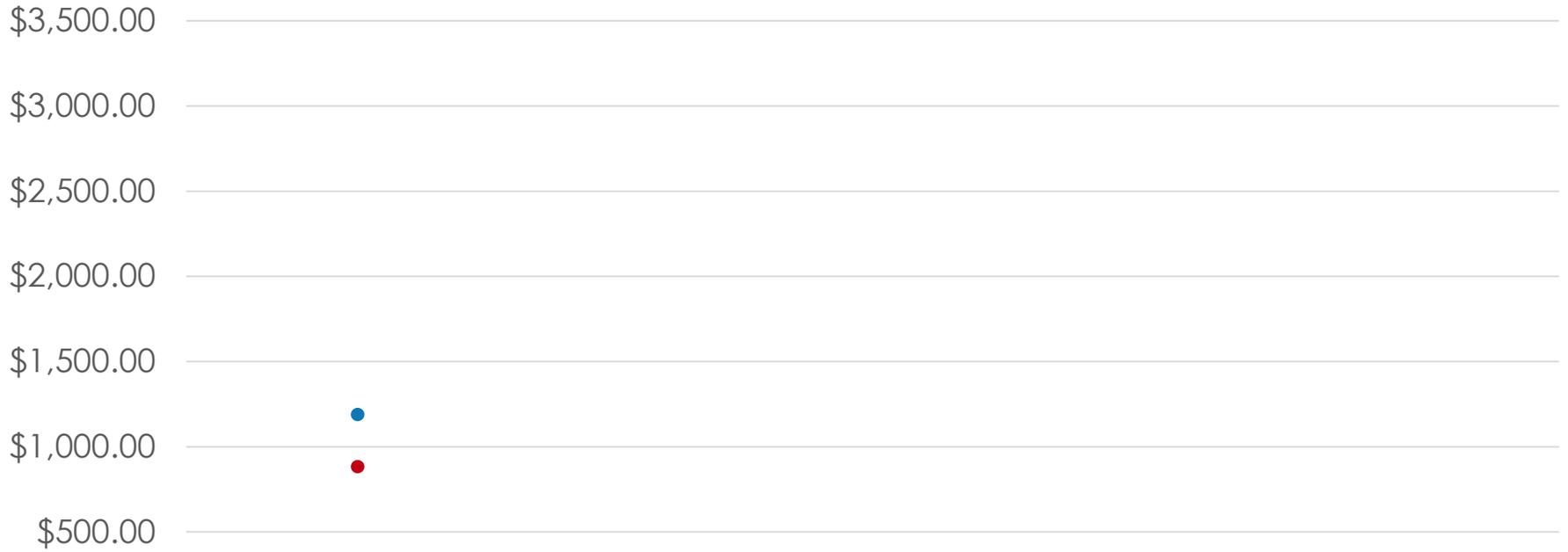
Prepaid– FY2019 Tracking

Airfare & Accommodation W/ Meal Packages



Prepaid– FY2019 Tracking

Airfare Only



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)
● MEAN	\$1,189.76			
● MEDIAN	\$883.00			

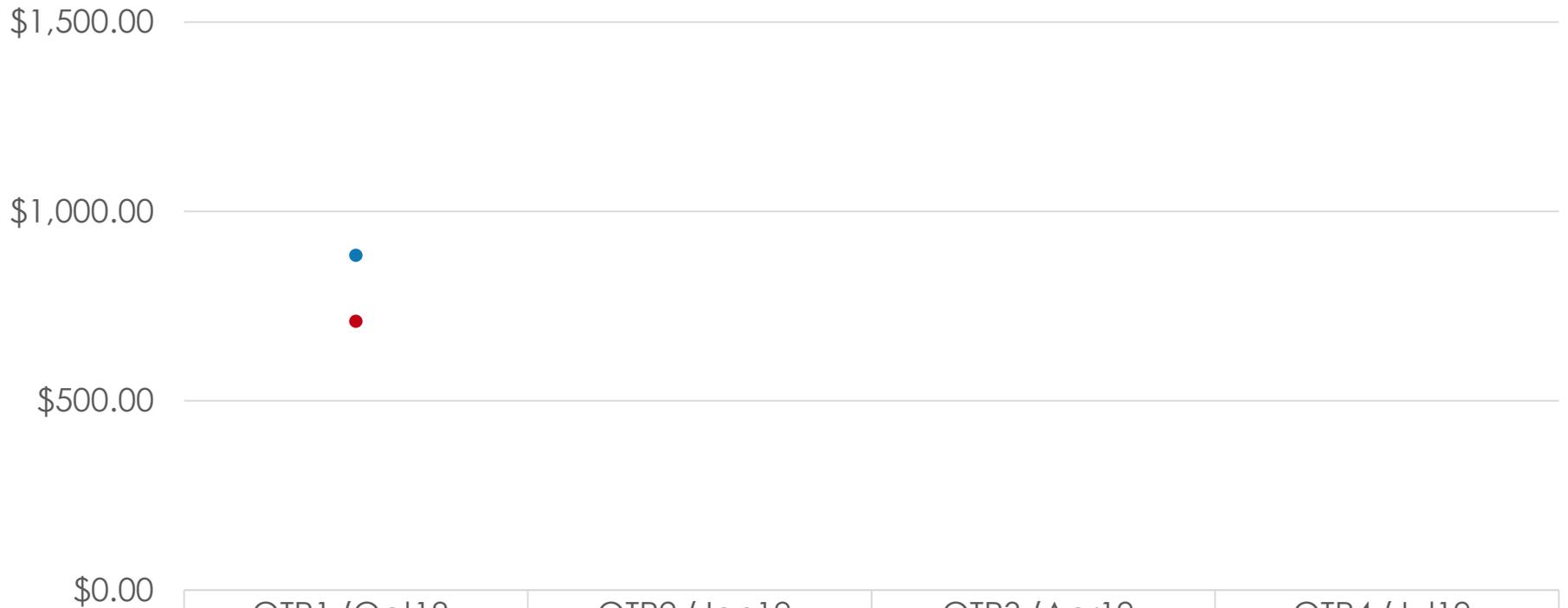
Prepaid– FY2019 Tracking Accommodations Only



MEAN
MEDIAN

	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)
MEAN	\$783.47			
MEDIAN	\$706.00			

Prepaid– FY2019 Tracking Accommodations w/ Meal Only



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)
MEAN	\$883.57			
MEDIAN	\$710.00			

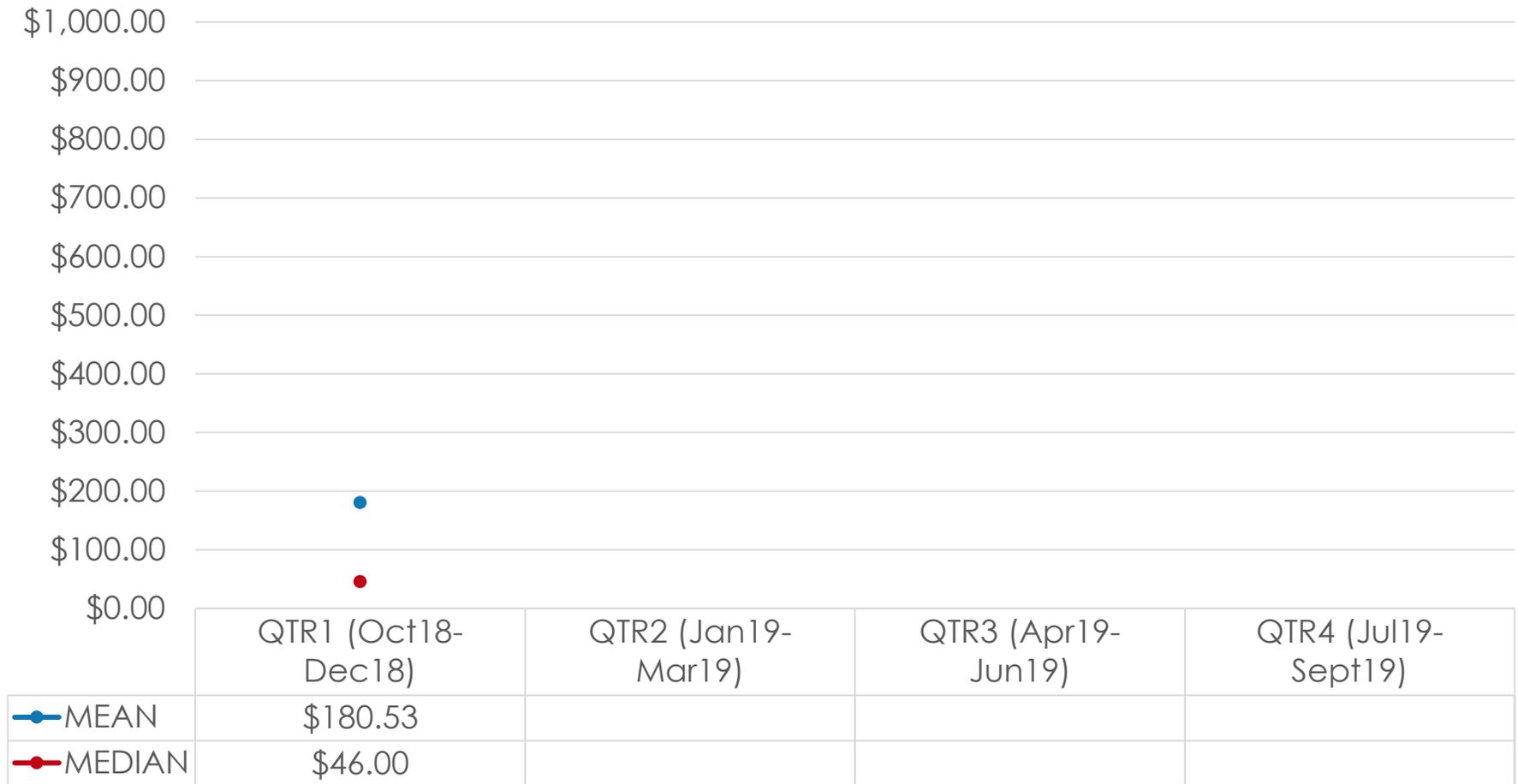
Prepaid– FY2019 Tracking Food & Beverage in Hotel



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)
MEAN	\$493.86			
MEDIAN	\$178.00			

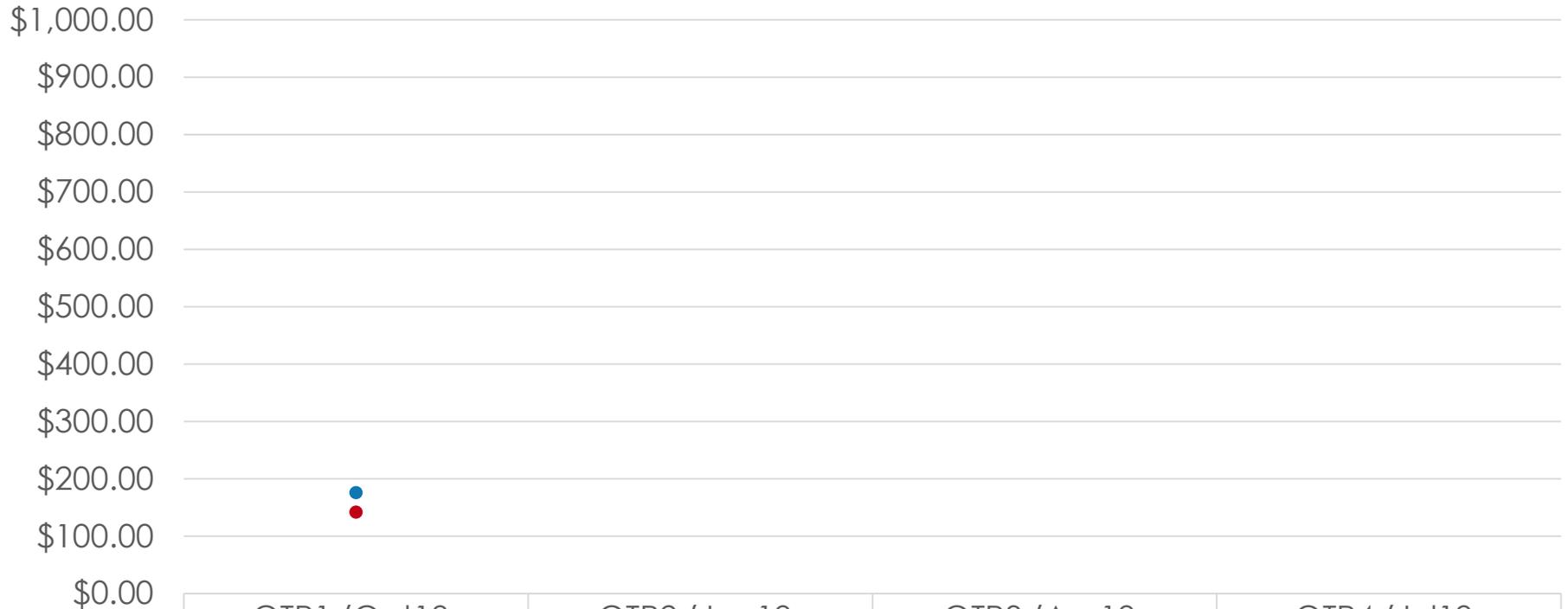
Prepaid– FY2019 Tracking

Ground Transportation - Korea



Prepaid- FY2019 Tracking

Ground Transportation - Guam



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)
MEAN	\$176.23			
MEDIAN	\$142.00			

Prepaid– FY2019 Tracking

Optional tours/ Activities

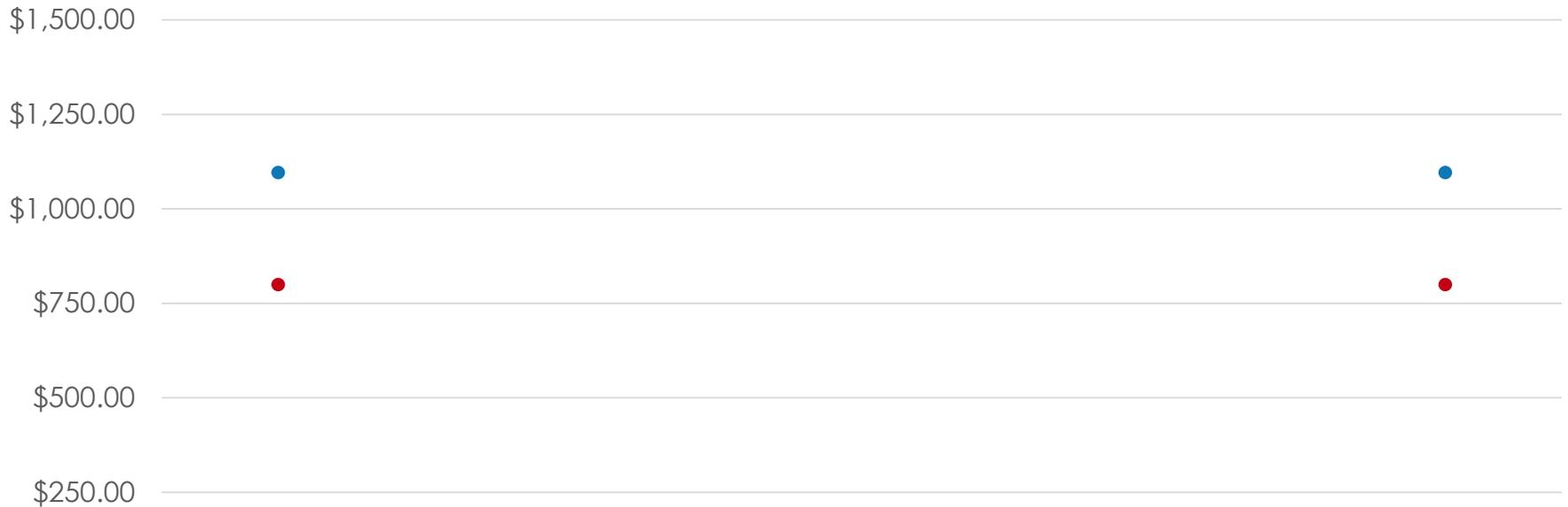


	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)
● MEAN	\$317.66			
● MEDIAN	\$178.00			

On-Island Expenditures

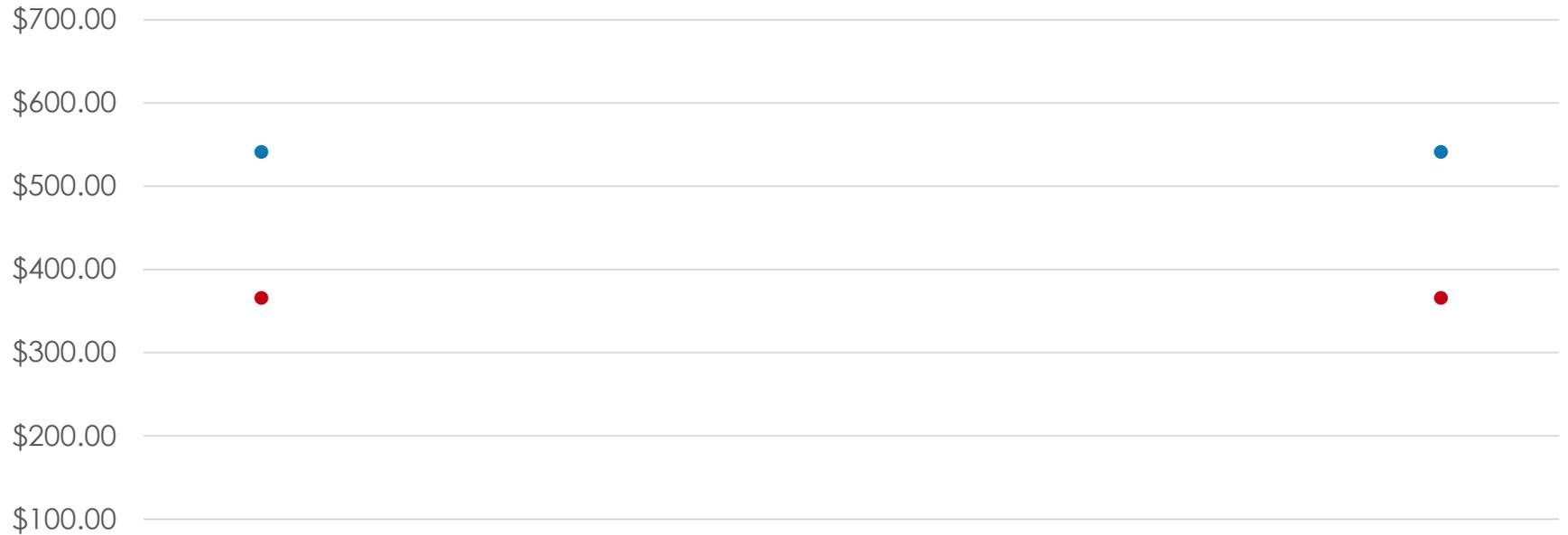
- \$1,096.31 = overall mean average on-island expense (for entire travel party size) by respondent
- \$541.16 = overall mean average per person on-island expenditures

On-Island Entire Travel Party – FY2019 Tracking



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)		YTD
● MEAN	\$1,096.31					\$1,096.31
● MEDIAN	\$800.00					\$800.00

On-Island Per Person – FY2019 Tracking



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)		YTD
● MEAN	\$541.16					\$541.16
● MEDIAN	\$366.00					\$366.00

On-Island Per Person – Key Segments

GVB EXIT SURVEY
Q11A ONISLE EXPENDITURE- PER PERSO

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
ONISLE PP	Mean	\$541.16	\$65.38	\$1,436.93	\$1,014.27	\$558.68	\$397.41	\$409.93	\$535.07	\$654.04
	Median	\$366	\$63	\$1,100	\$550	\$375	\$248	\$250	\$333	\$400

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Per Person MEAN expenditures – FY2019 Tracking On-Island/ Prepaid



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)	YTD
On-Island	\$541.16				\$541.16
Prepaid	\$824.99				\$824.99

On-Island Per Day Spending – FY2019 Tracking

MEAN



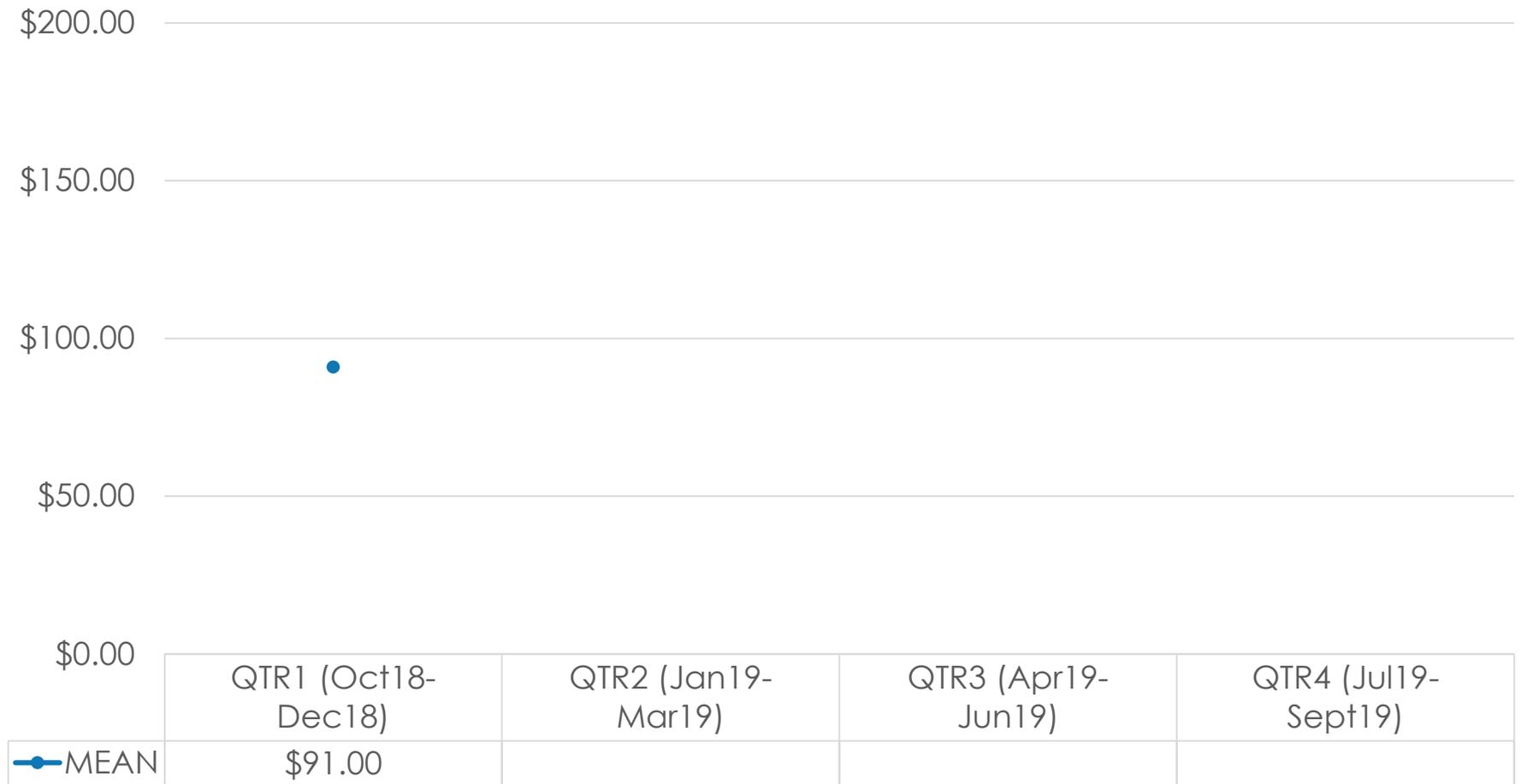
Per Person	\$141.34					\$141.34
Travel Party	\$288.54					\$288.54

On-Island Expenses by Category – MEAN Entire Travel Party



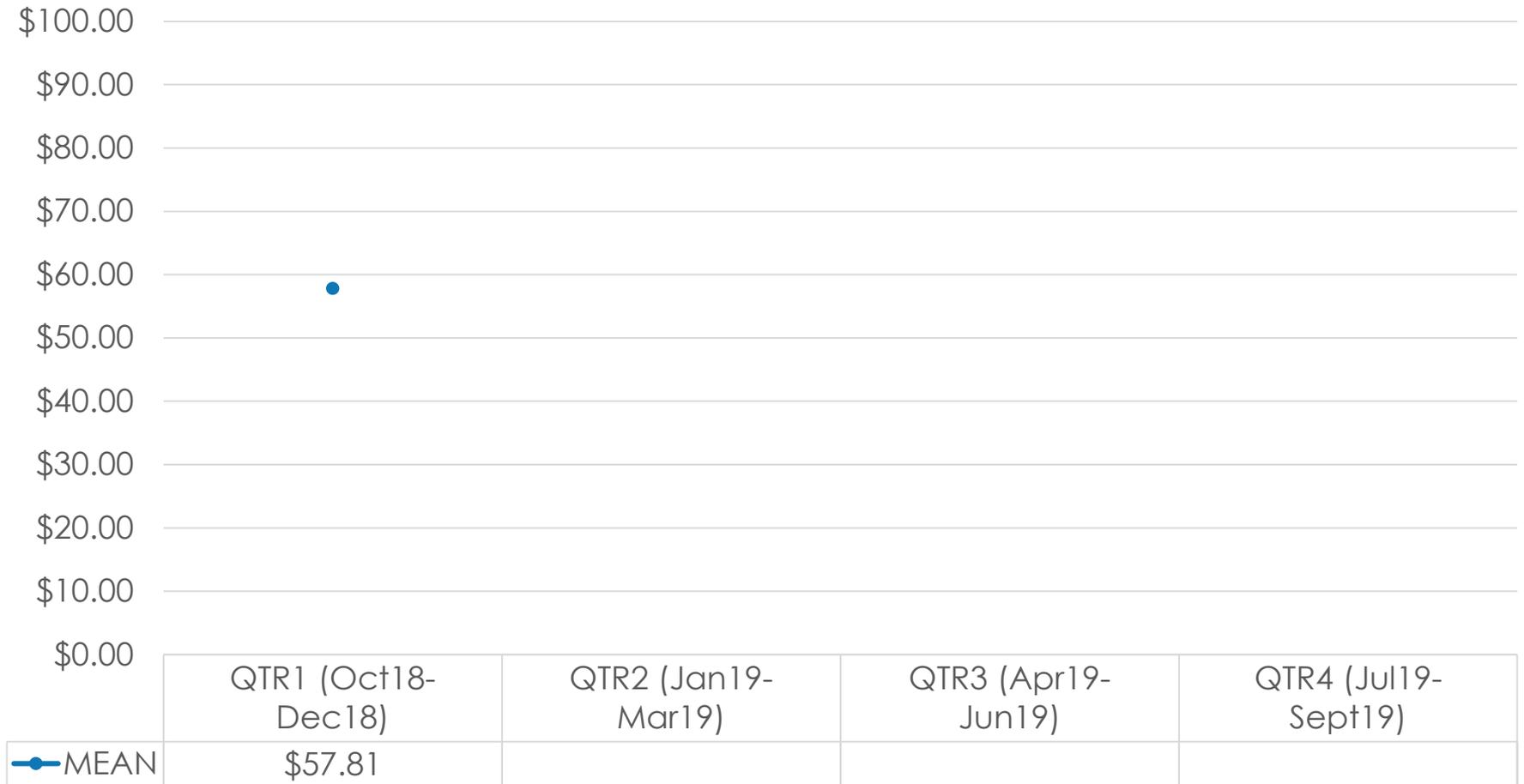
On-Island – FY2019 Tracking

Food & Beverage - Hotel



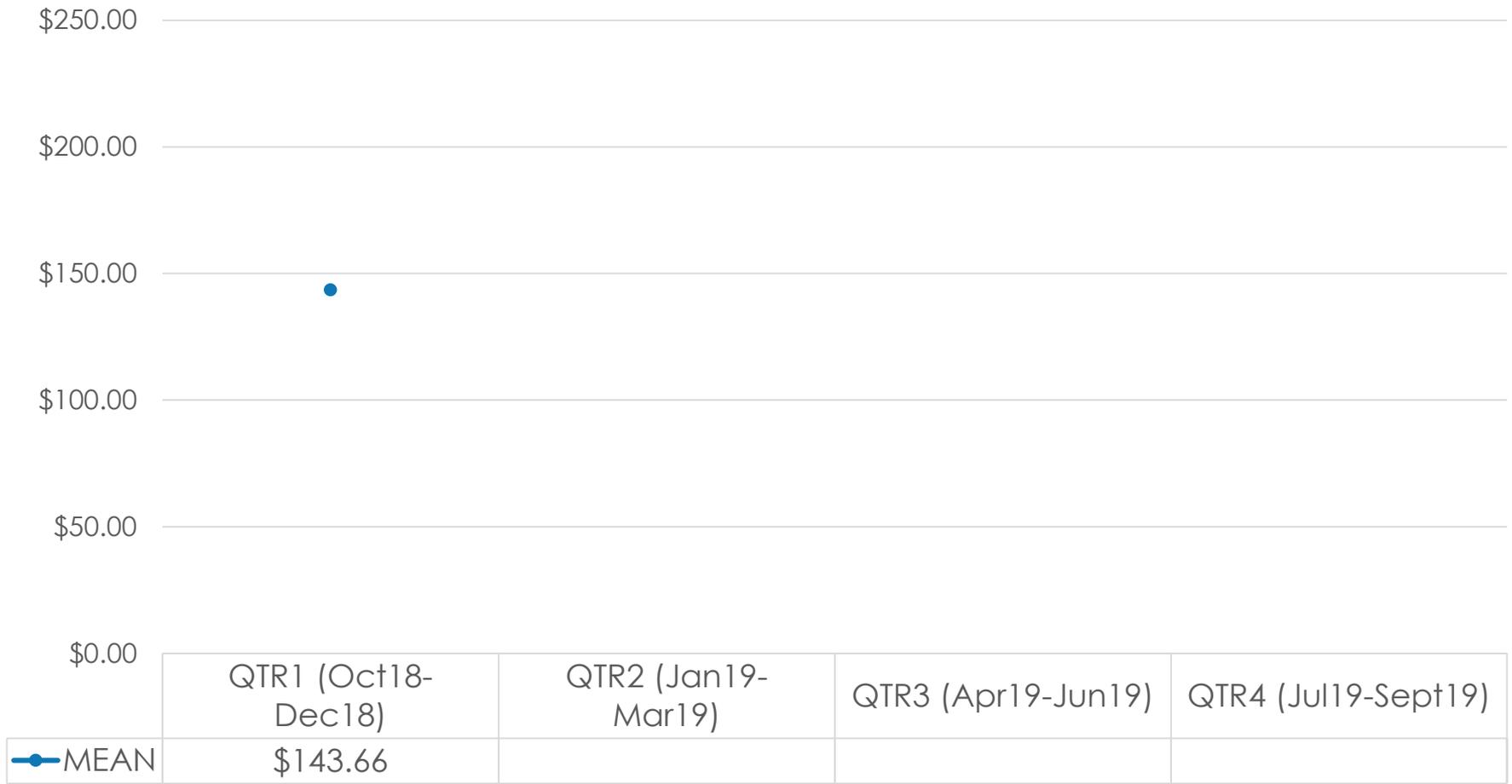
On-Island – FY2019 Tracking

Food & Beverage – Fast Food/ Convenience Store



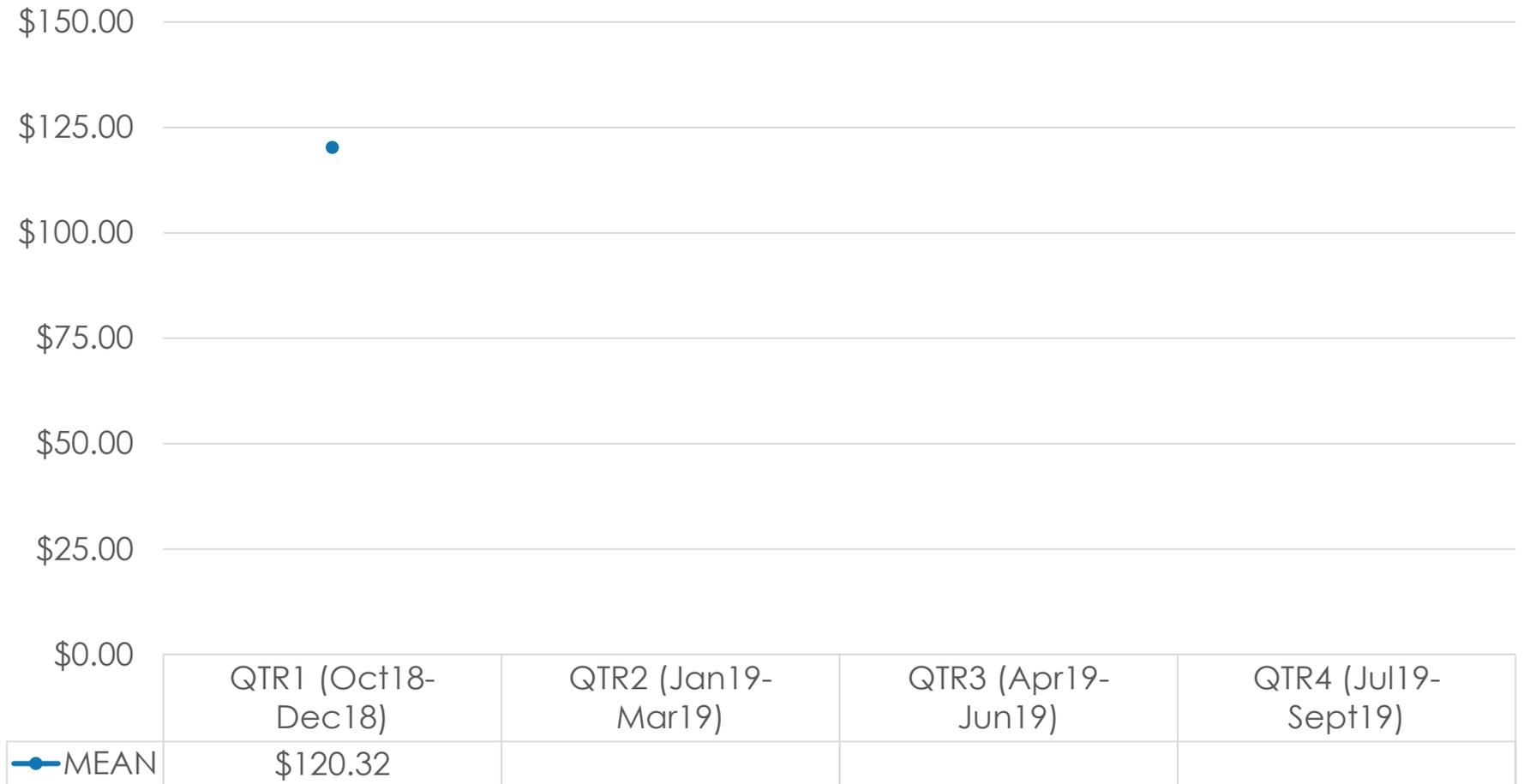
On-Island – FY2019 Tracking

Food & Beverage – Restaurant/ Drinking Est Outside Hotel



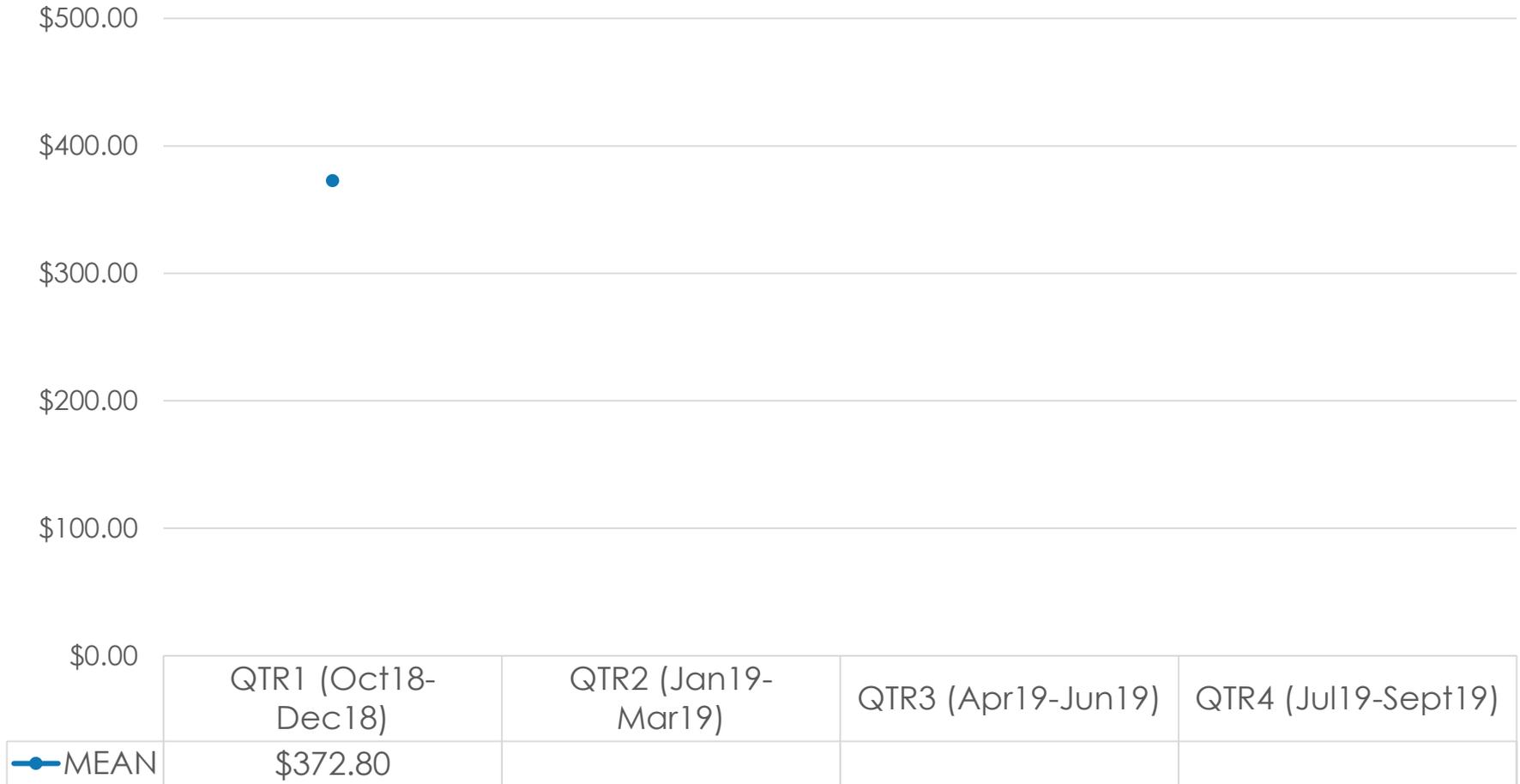
On-Island – FY2019 Tracking

Optional tour/ Activities



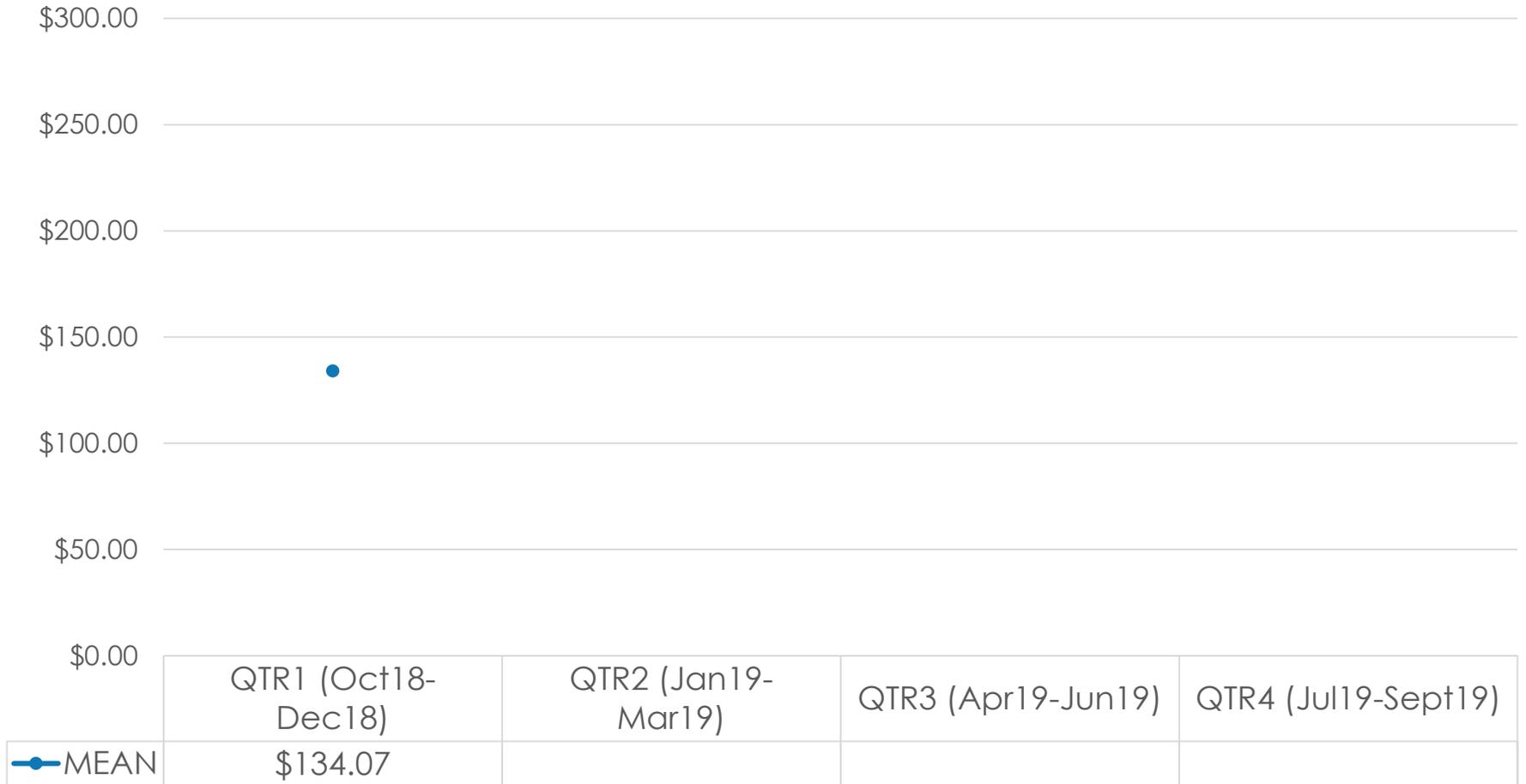
On-Island – FY2019 Tracking

Gift/ Souvenir – Self/ Companion



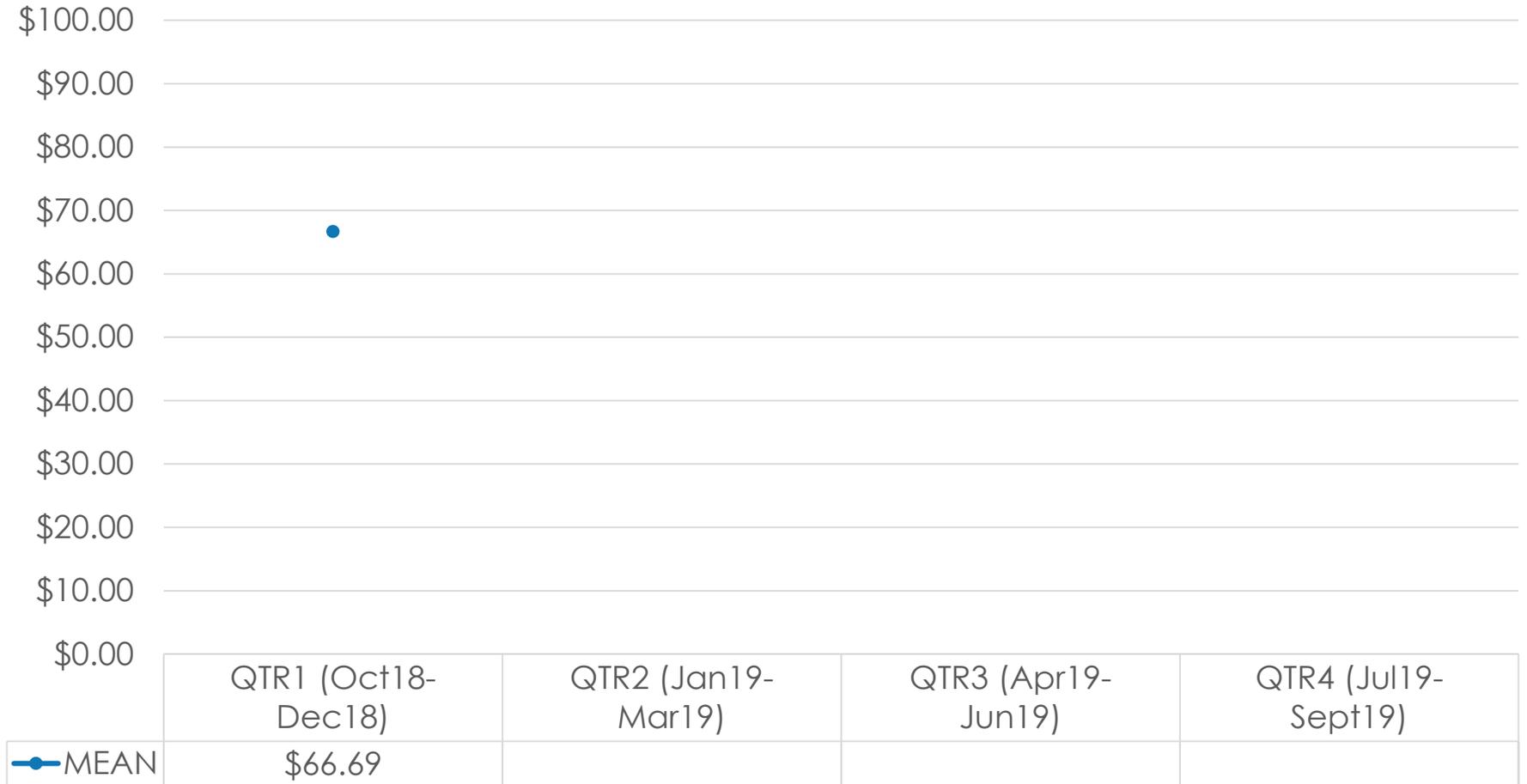
On-Island – FY2019 Tracking

Gift/ Souvenir – Friends/ Family



On-Island – FY2019 Tracking

Local Transportation



On-Island – FY2019 Tracking

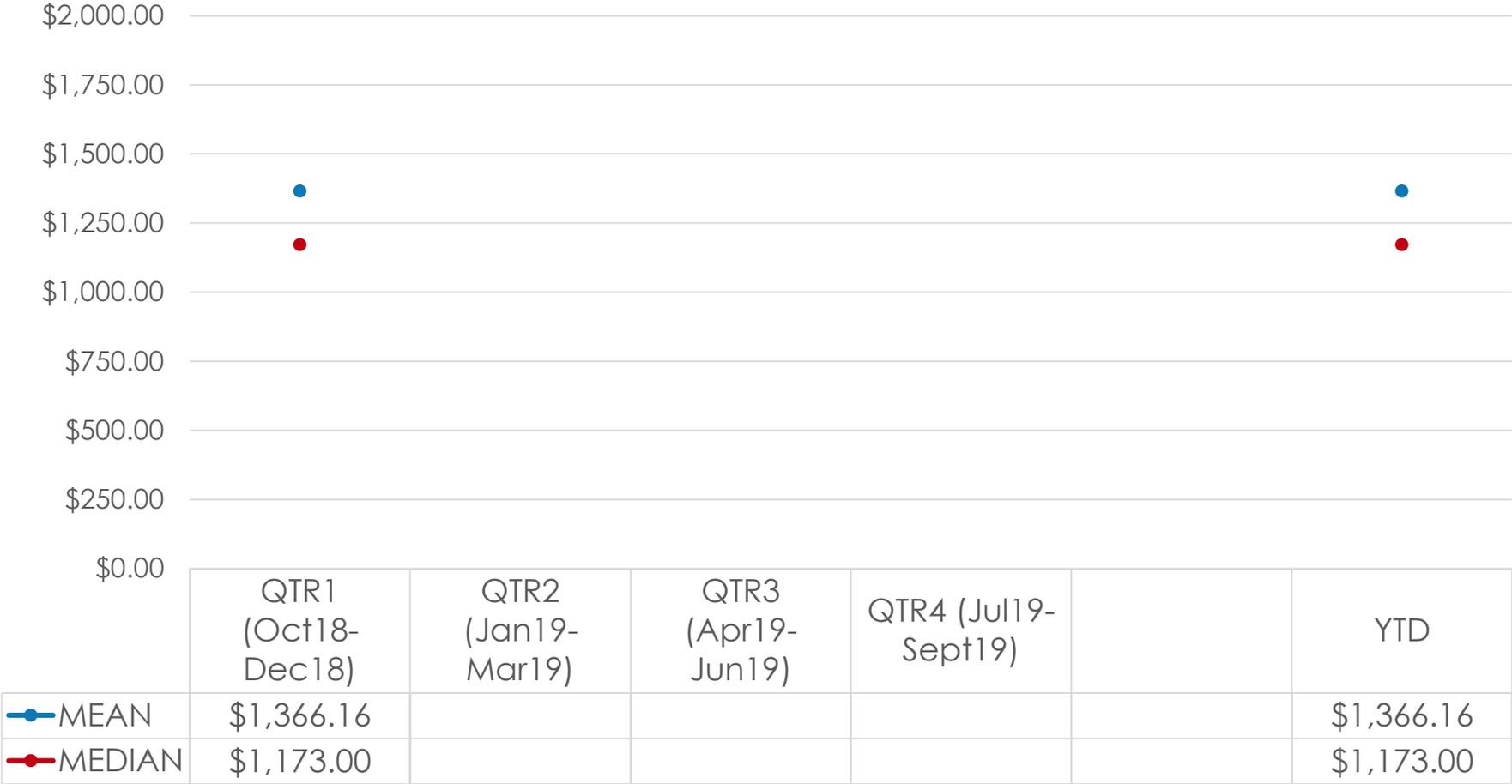
Other Not Included



TOTAL (On-Isle + Prepaid) Expenditures Per Person

- \$1,366.16 = TOTAL per person overall mean average (prepaid & on-isle) expenditures

TOTAL Per Person Expenditures – FY2019 Tracking



TOTAL Per Person Expenditures – Key Segments

**GVB EXIT SURVEY
TOTAL - PER PERSON**

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
TOTAL PP	Mean	\$1,366.16	\$731.47	\$2,742.84	\$2,146.25	\$1,400.26	\$1,210.25	\$1,202.93	\$1,380.18	\$1,450.94
	Median	\$1,173	\$668	\$2,469	\$1,550	\$1,188	\$989	\$1,063	\$1,174	\$1,212

Prepared by Anthology Research

GUAM AIRPORT EXPENDITURE – FY2019 Tracking



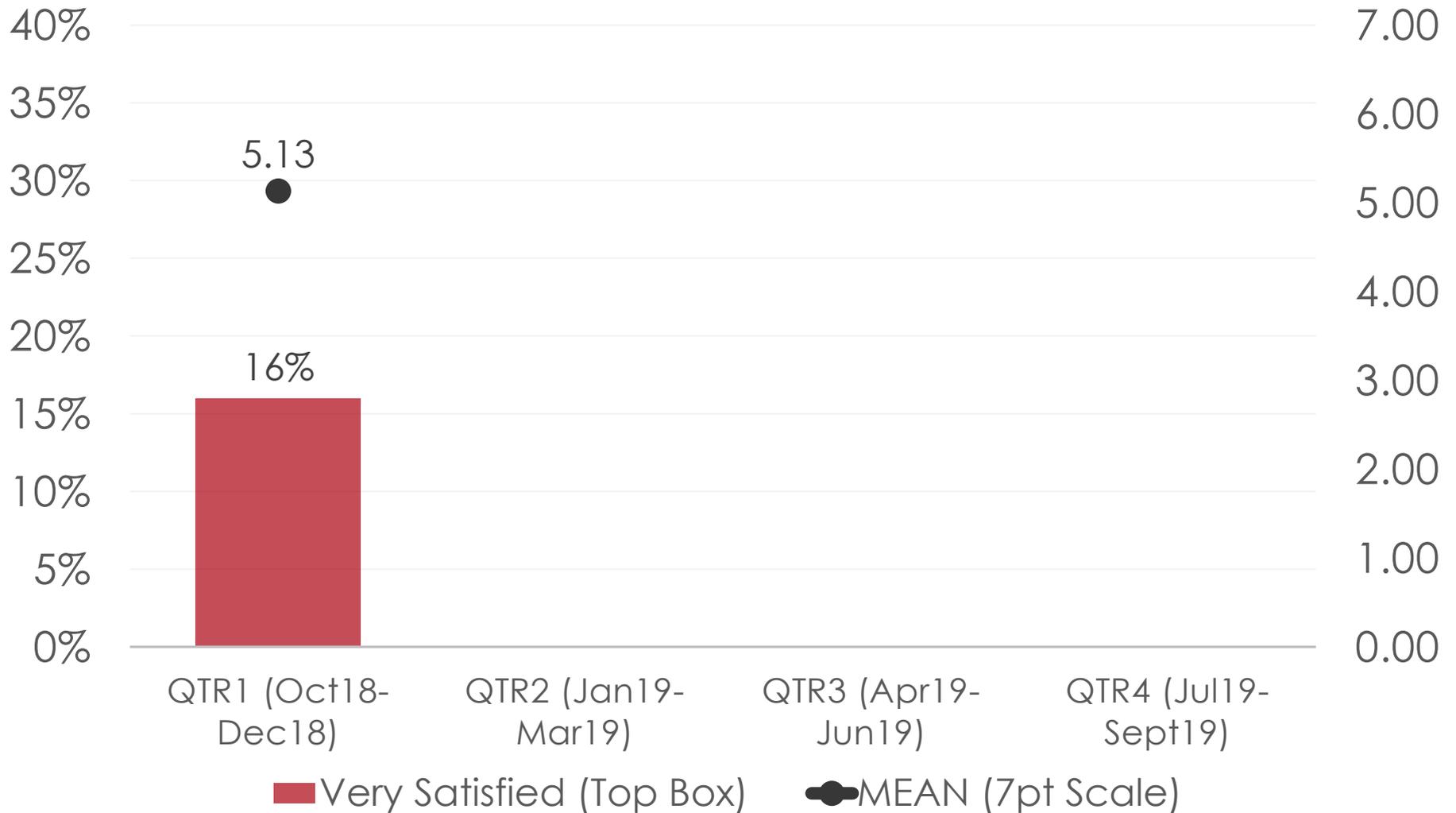
	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)
● MEAN	\$133.77			
● MEDIAN	\$28.00			

SECTION 4

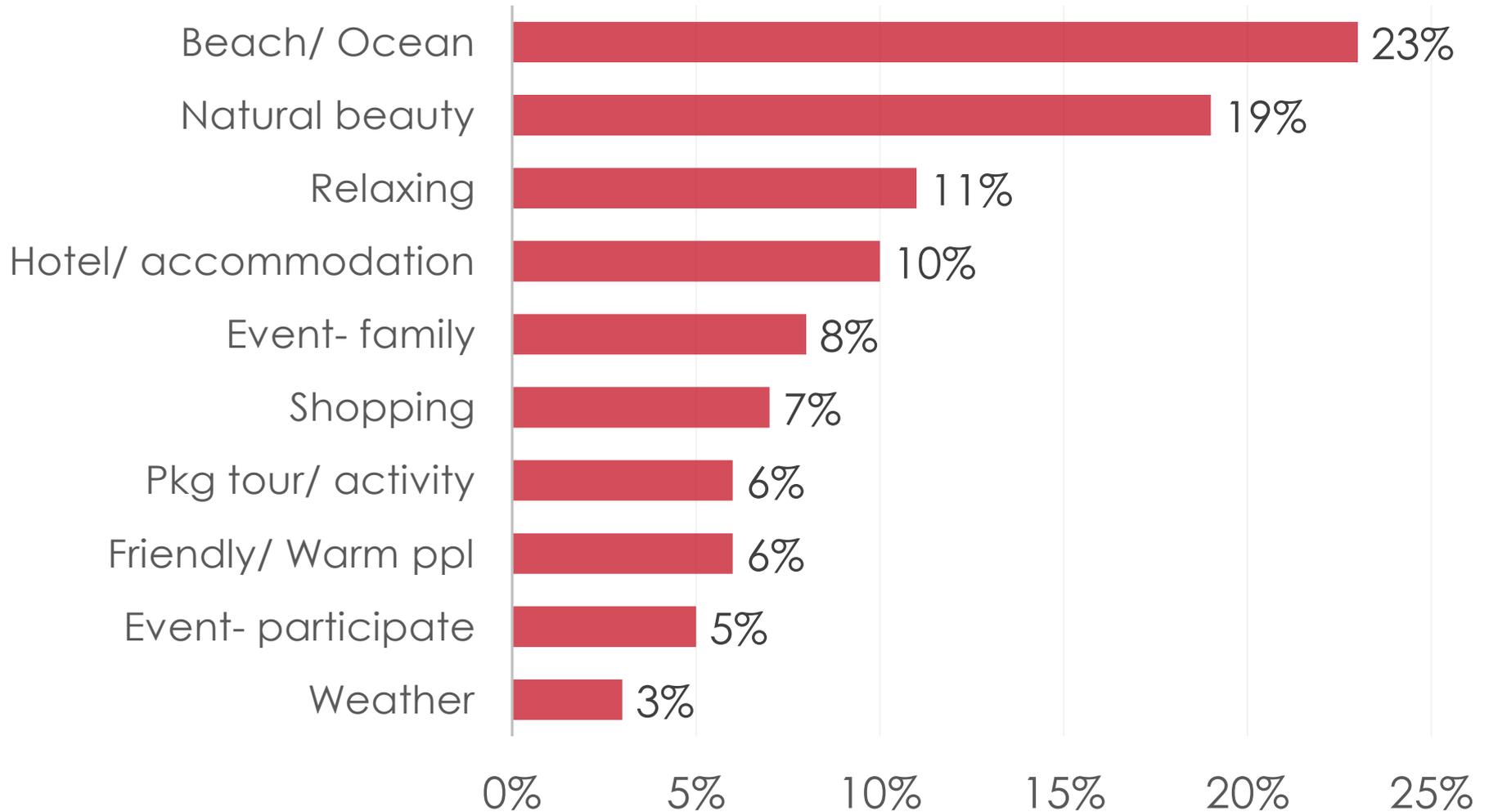
VISITOR SATISFACTION

BEHAVIOR

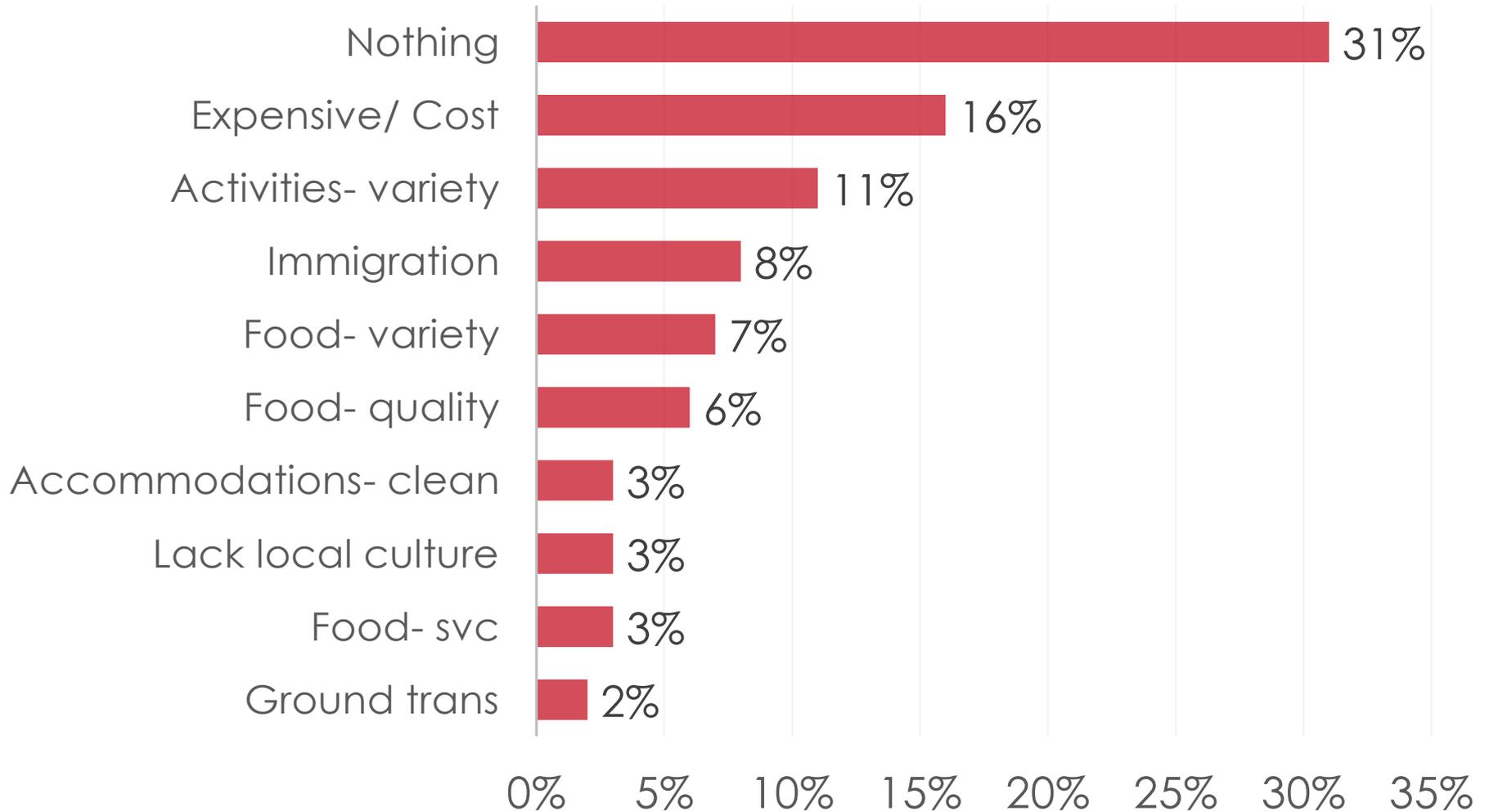
OVERALL SATISFACTION



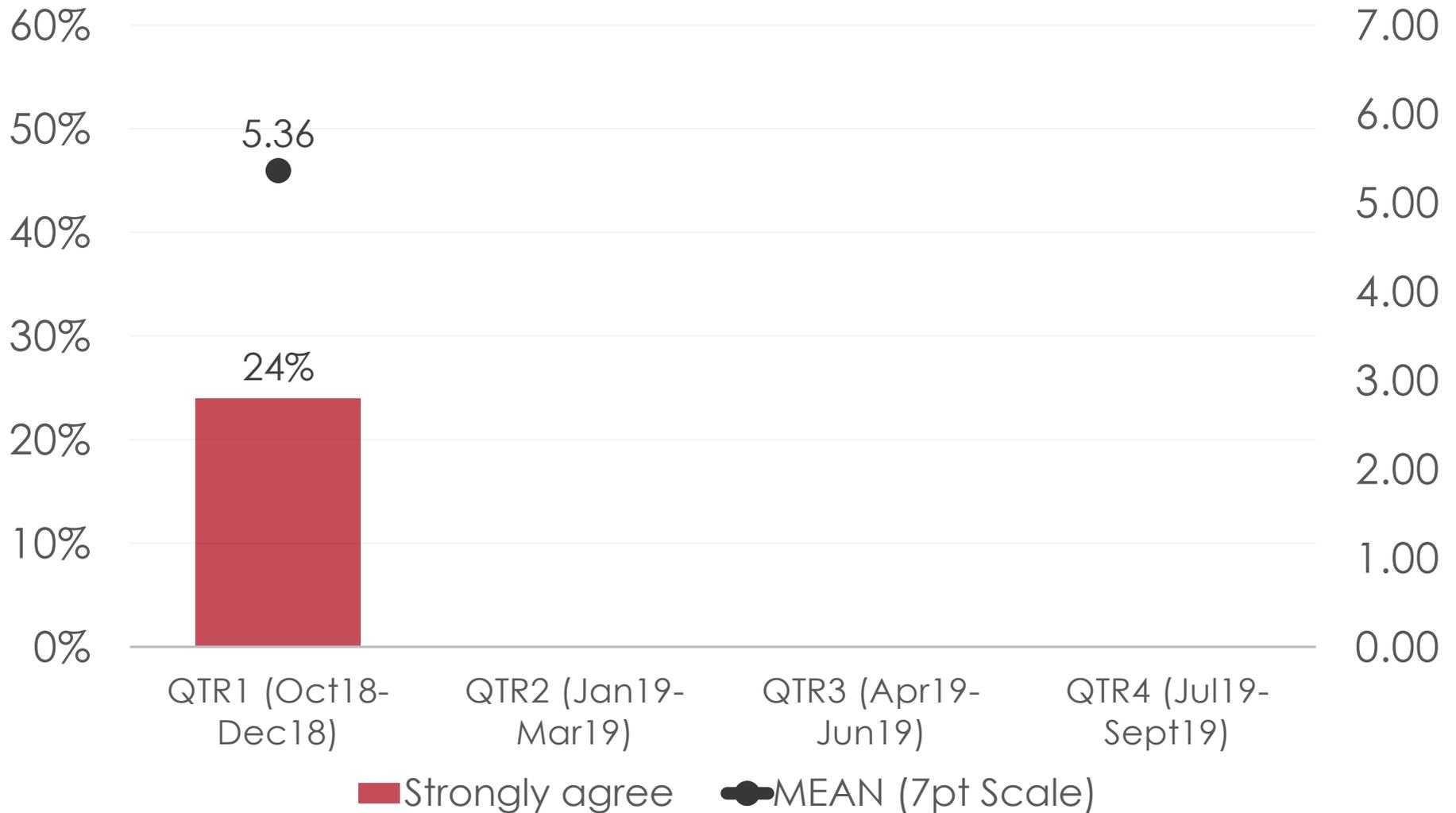
POSITIVE ASPECT OF TRIP



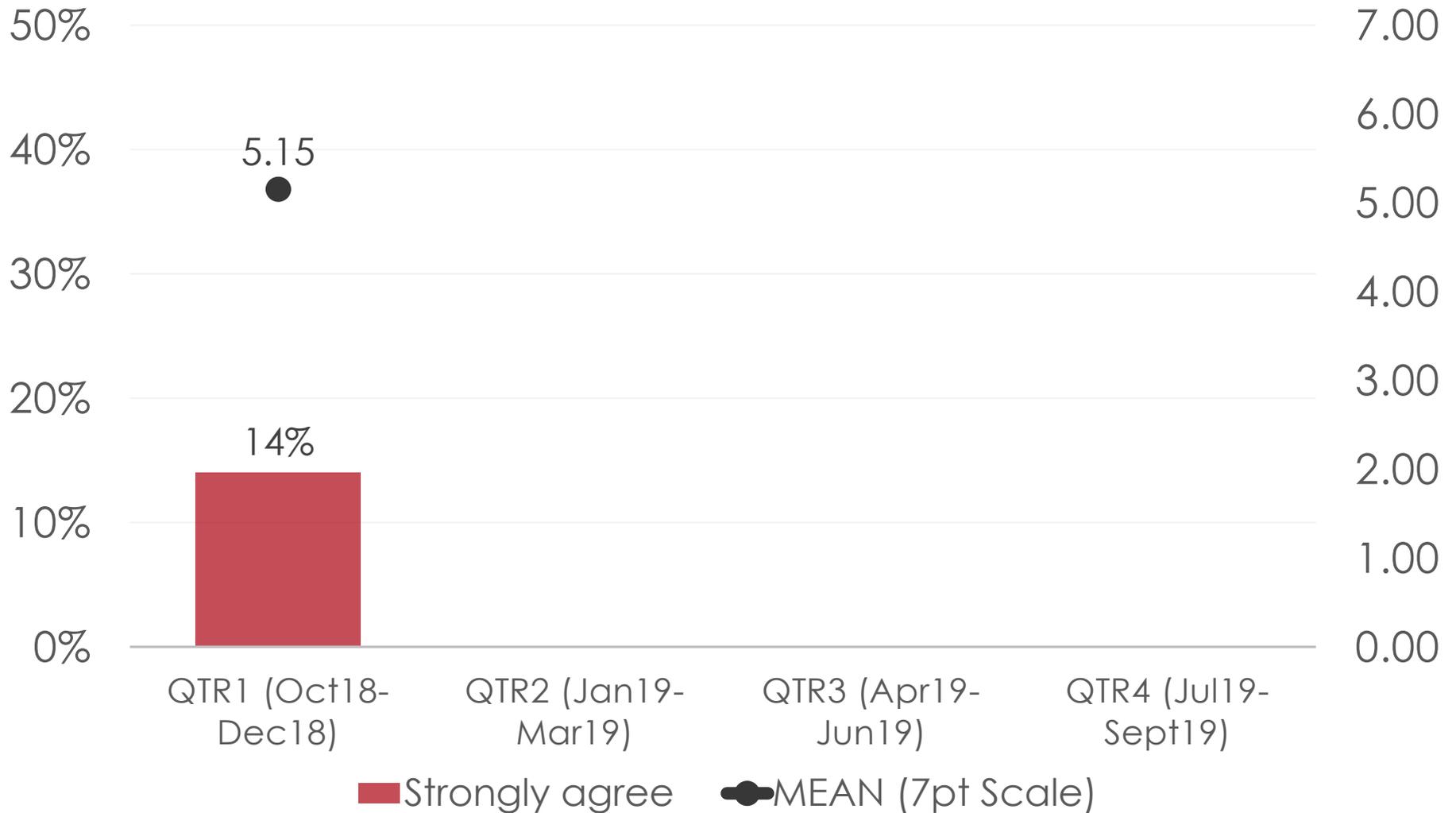
NEGATIVE ASPECT OF TRIP



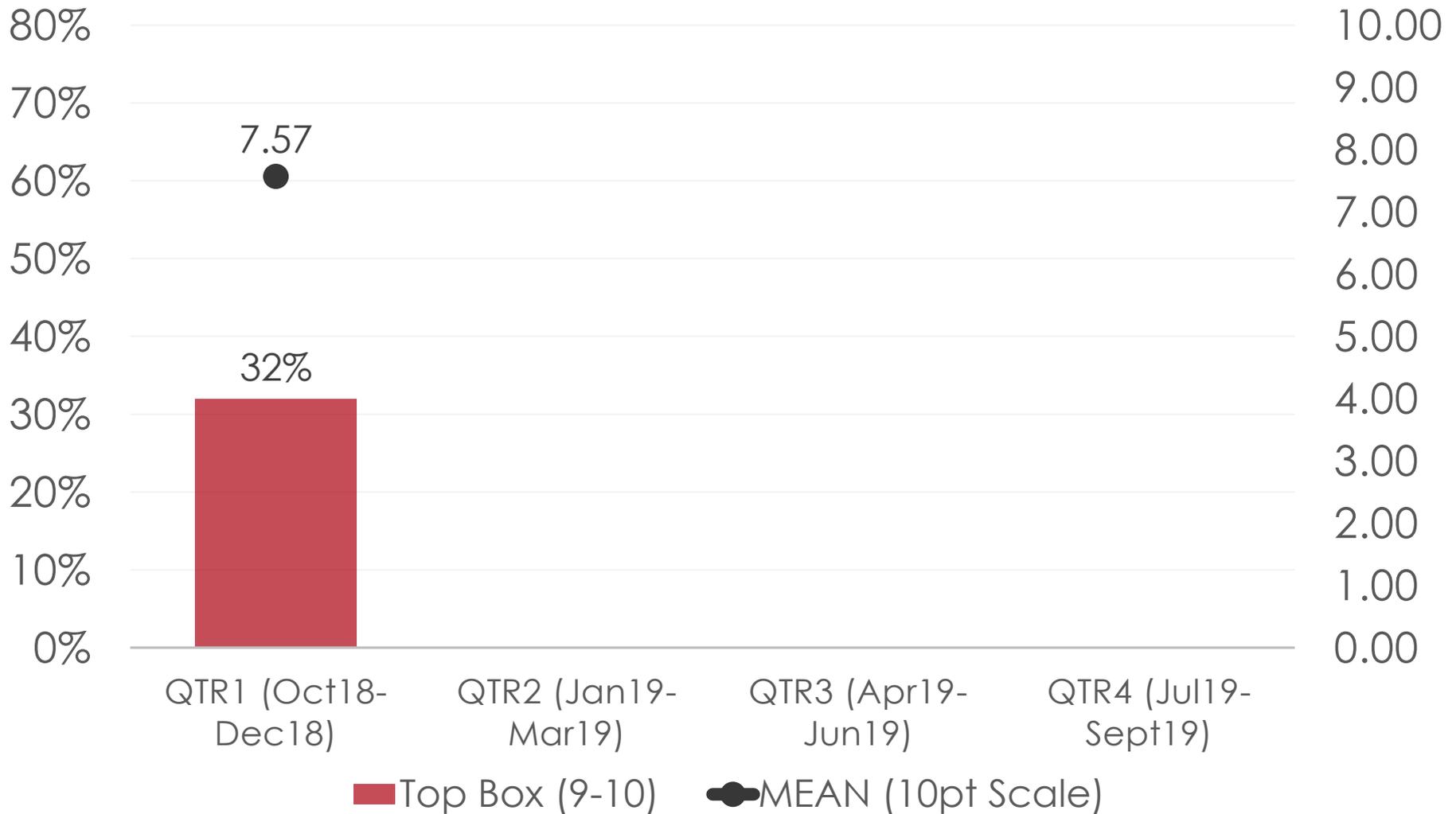
Guam was better than expected



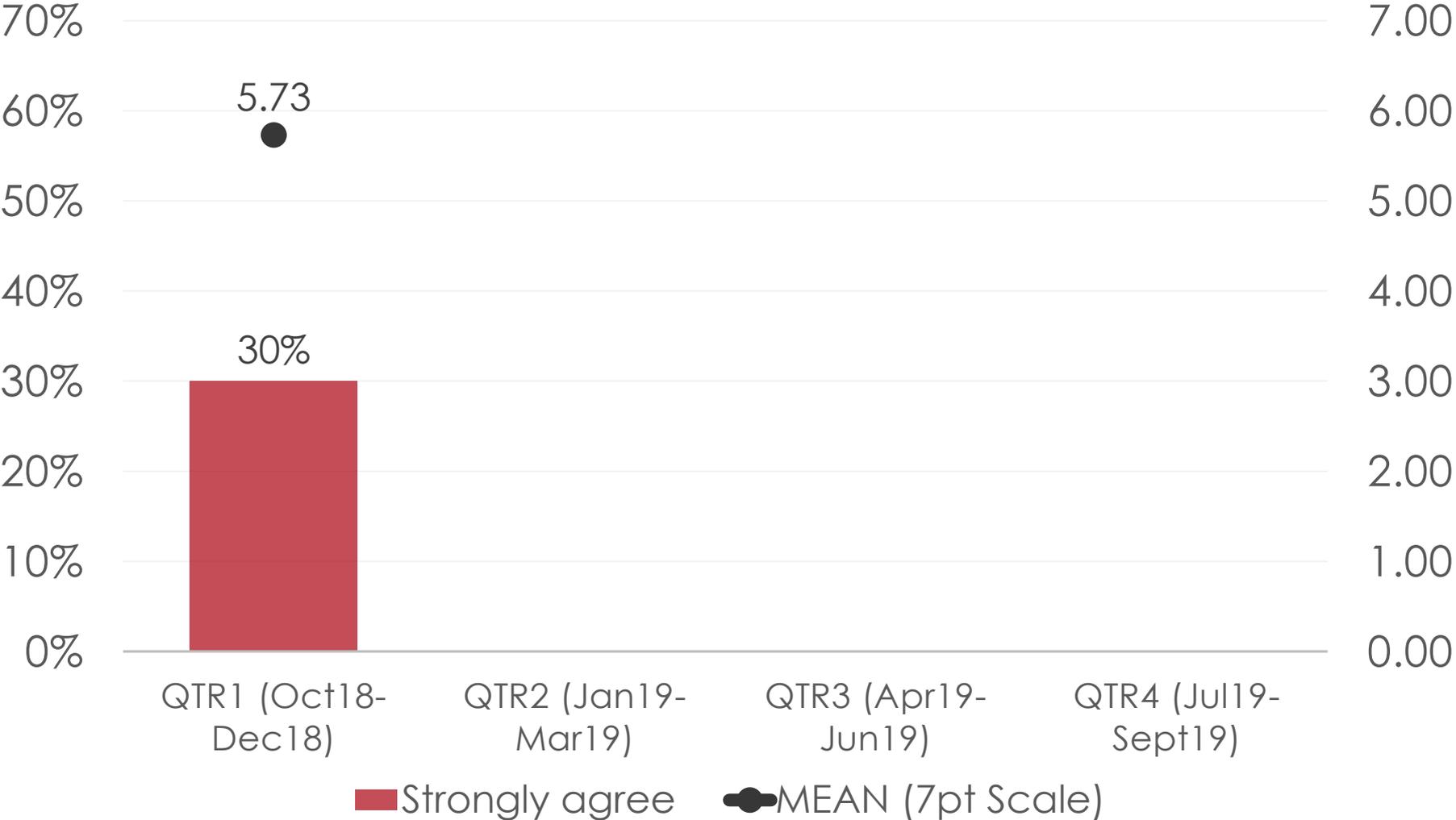
I had no communication problems



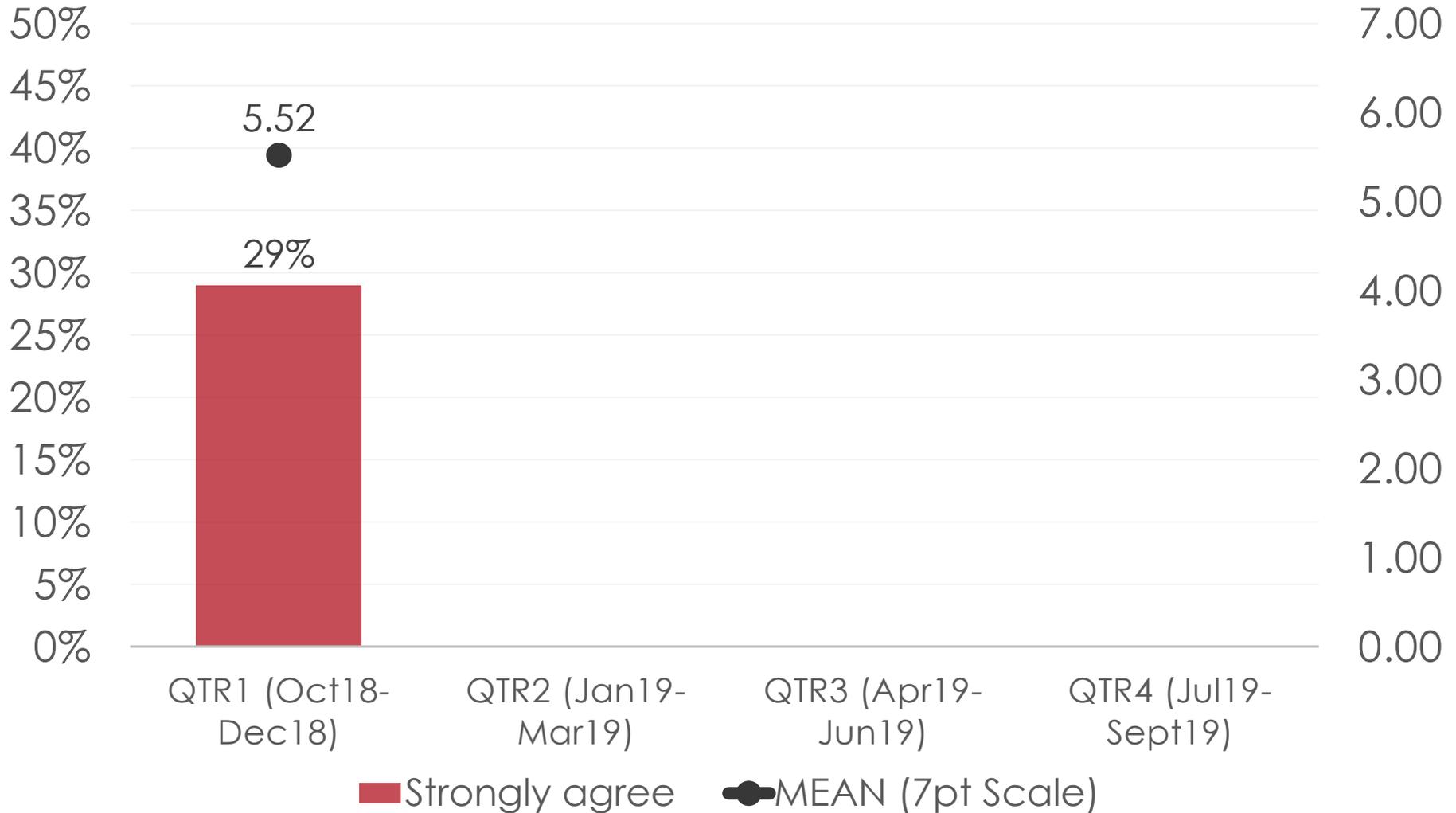
Recommend Guam - family & friends



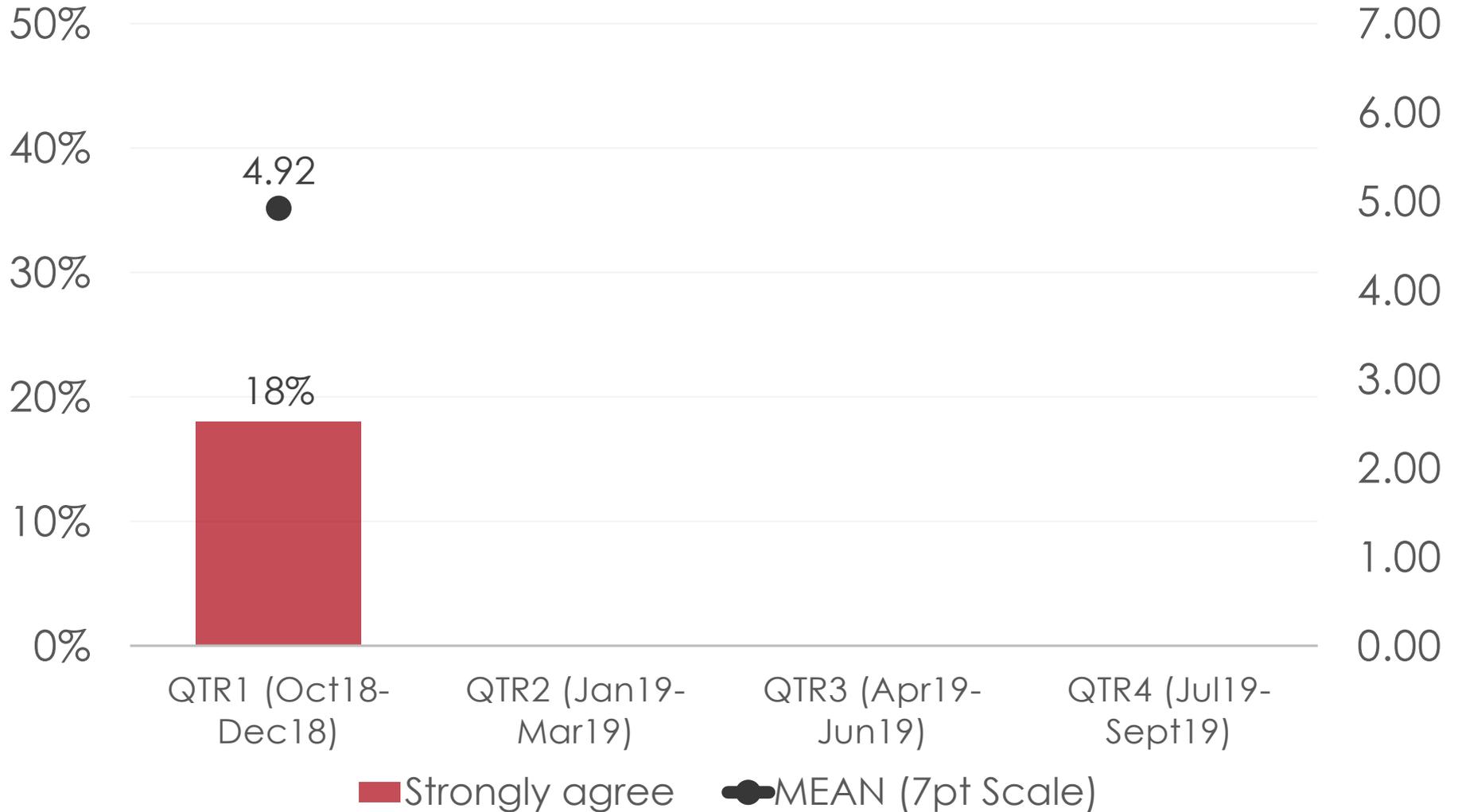
Sites on Guam were attractive



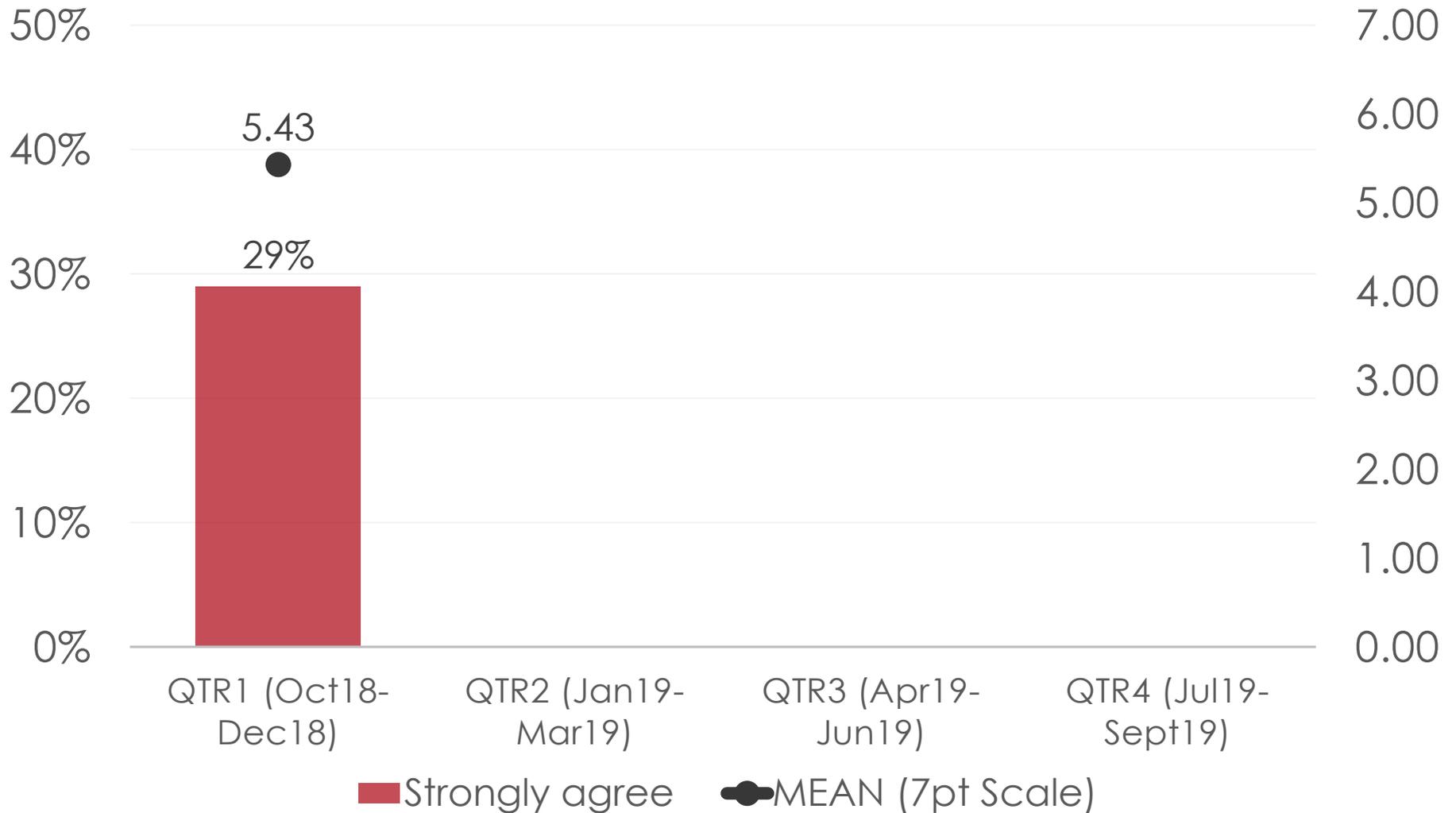
I plan to visit Guam again



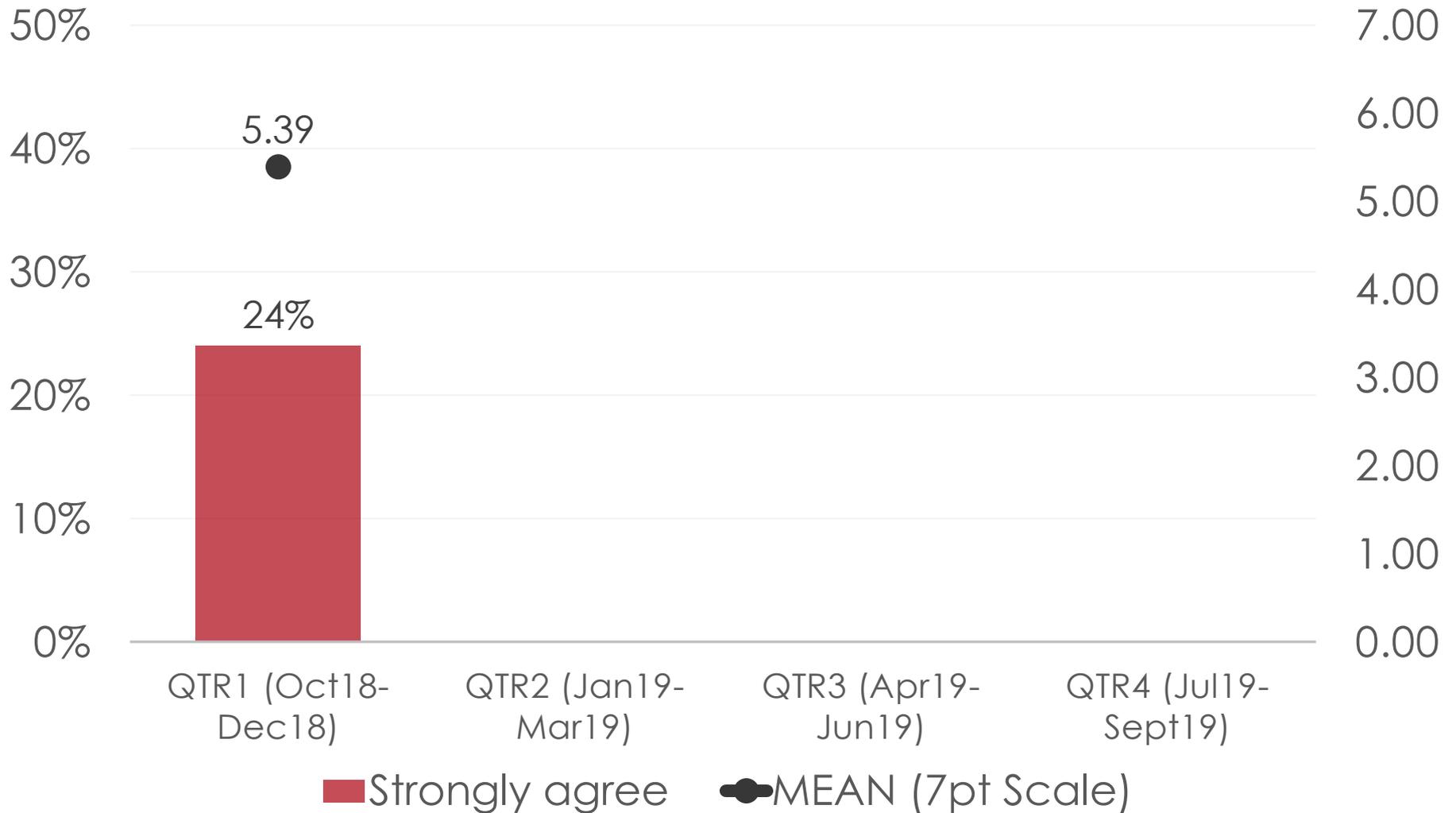
Not enough night time activities



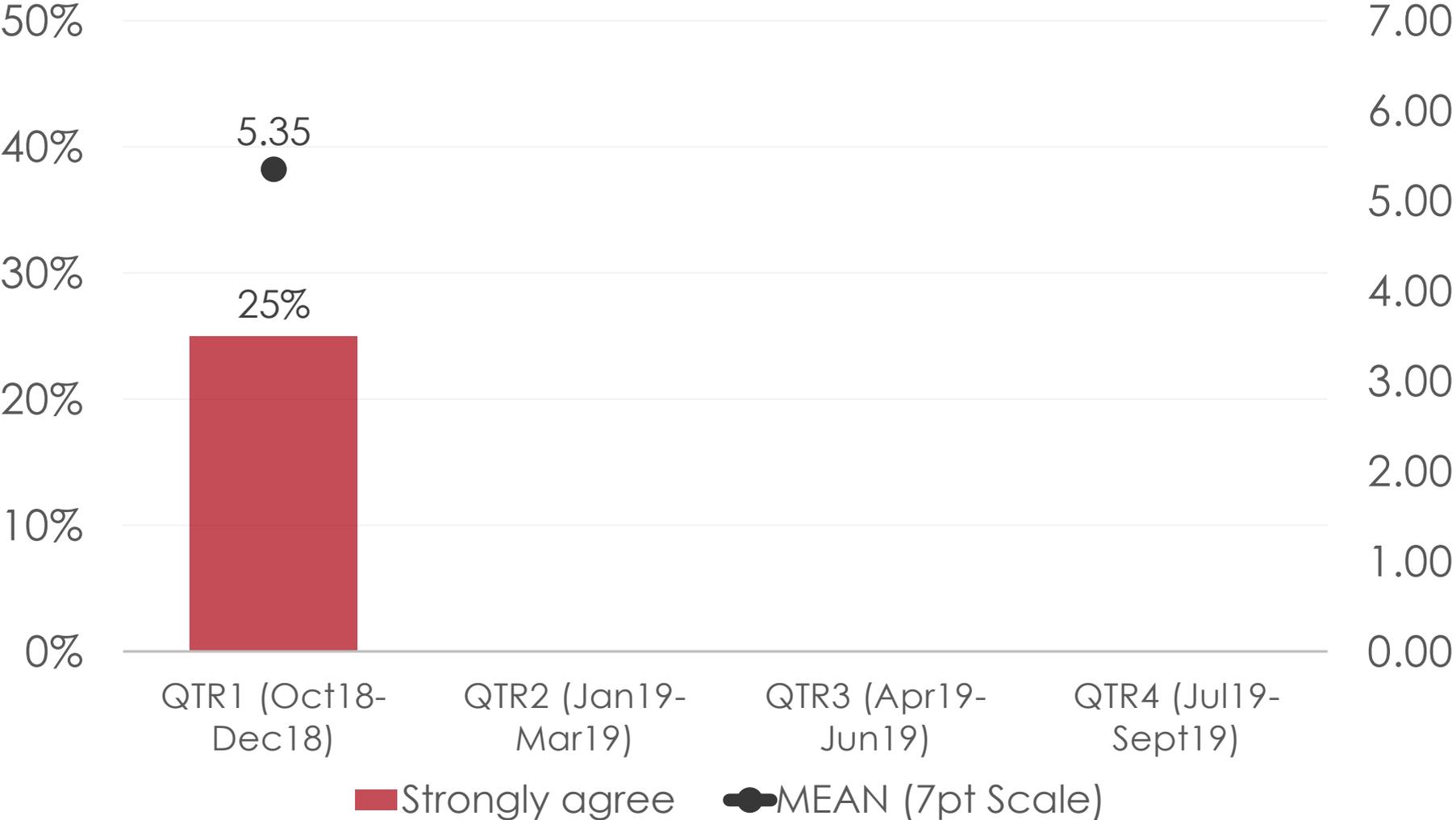
Tour guides were professional



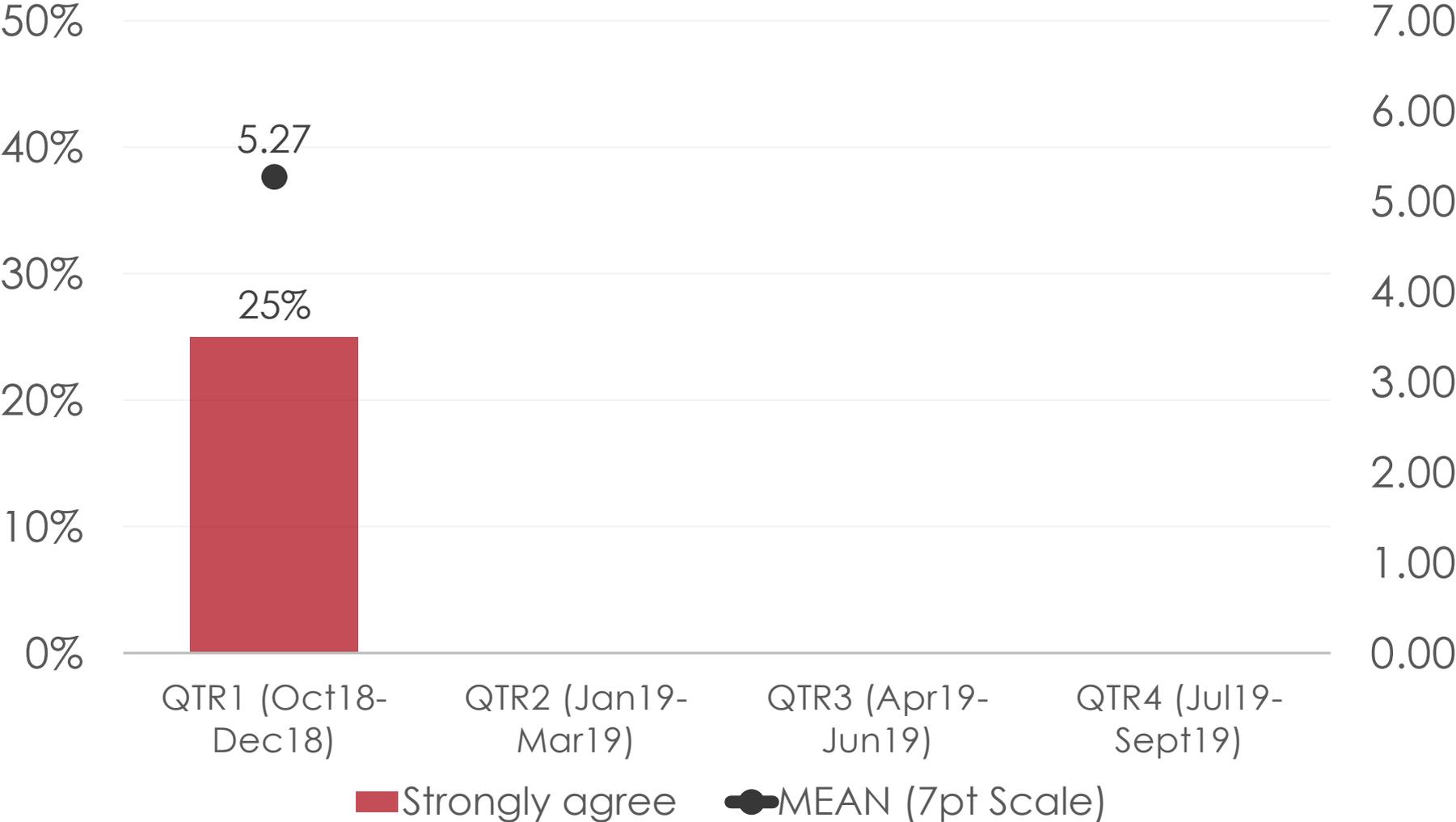
Tour drivers were professional



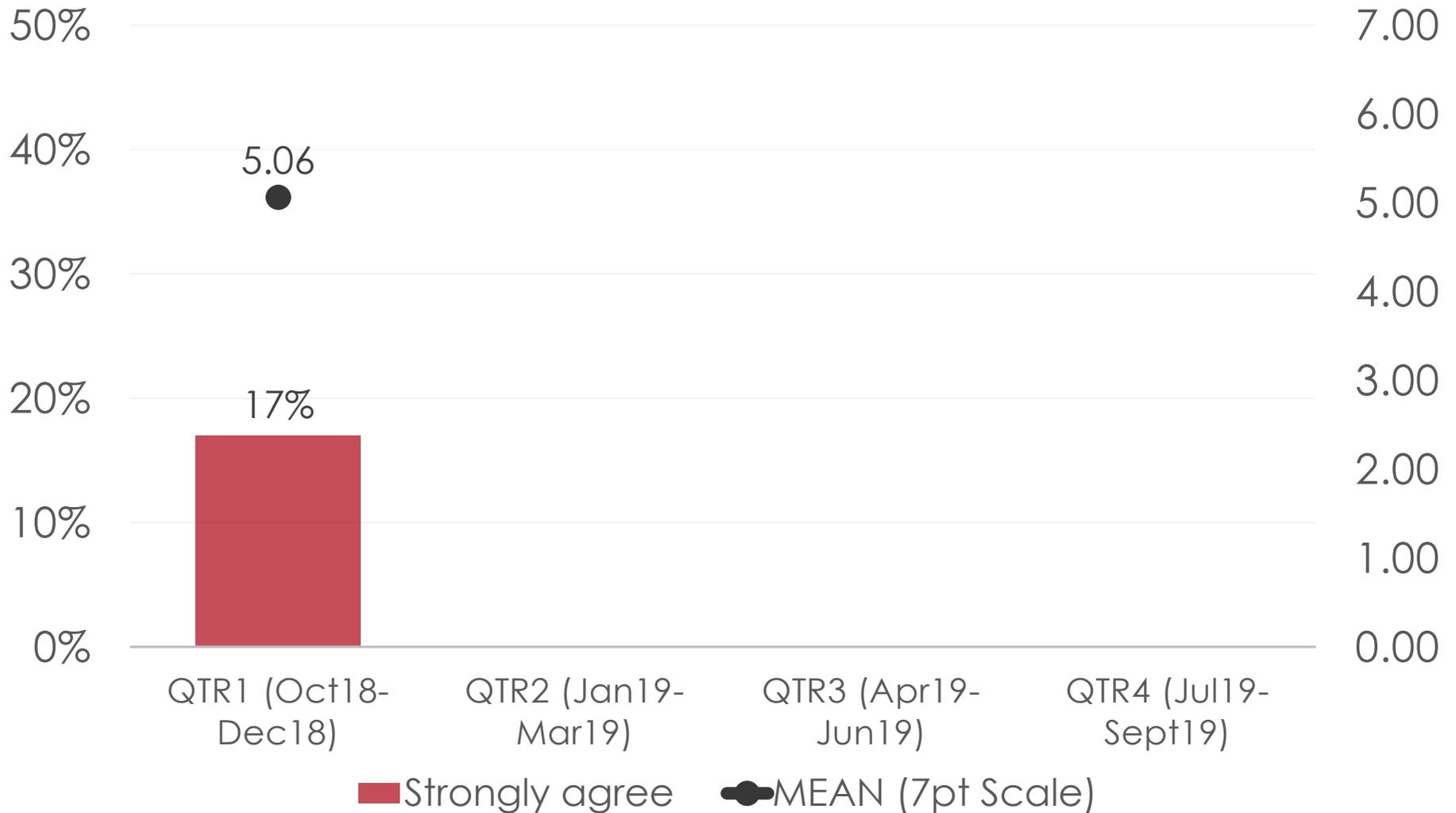
Taxi drivers were professional



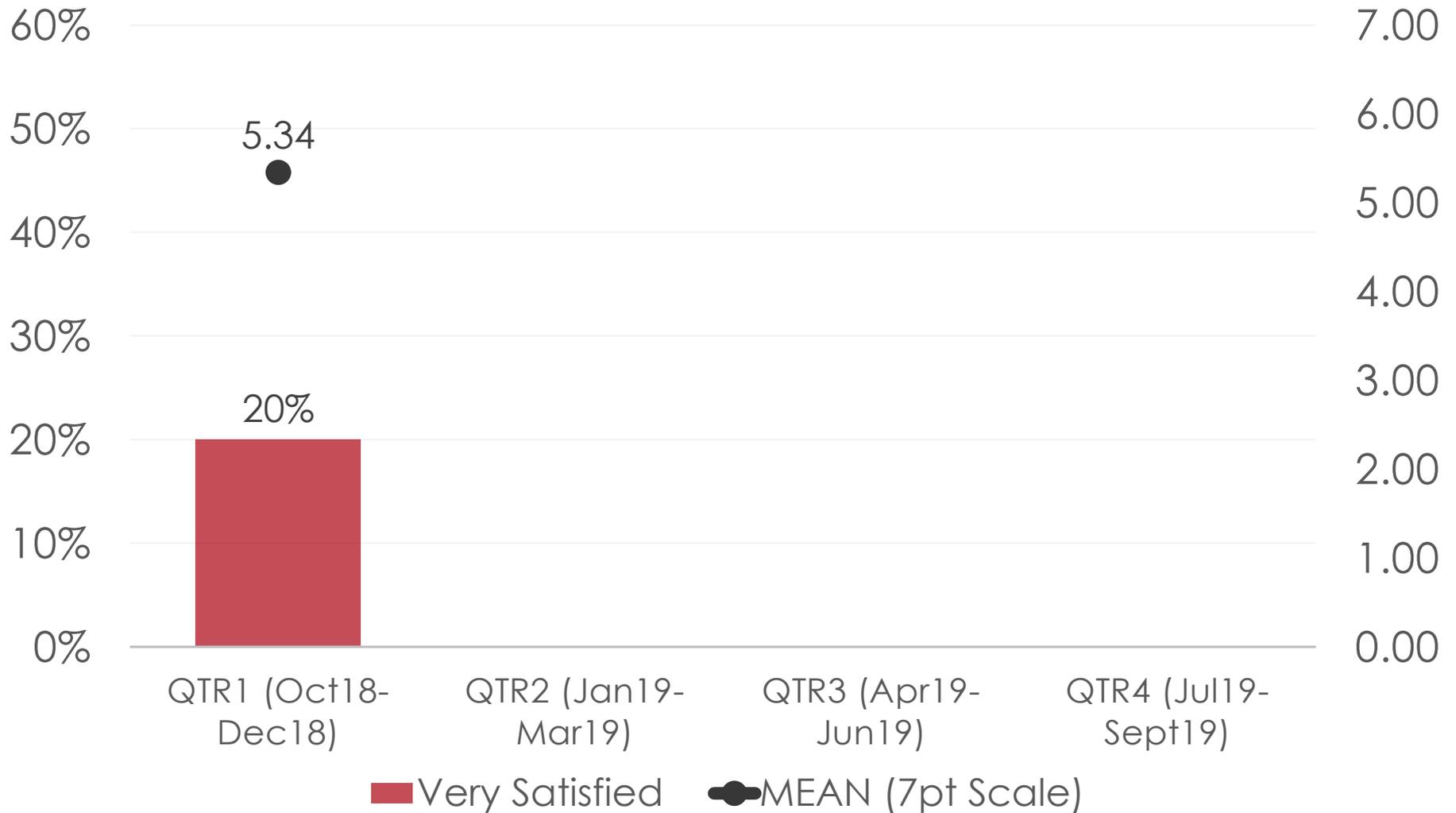
Taxis were clean



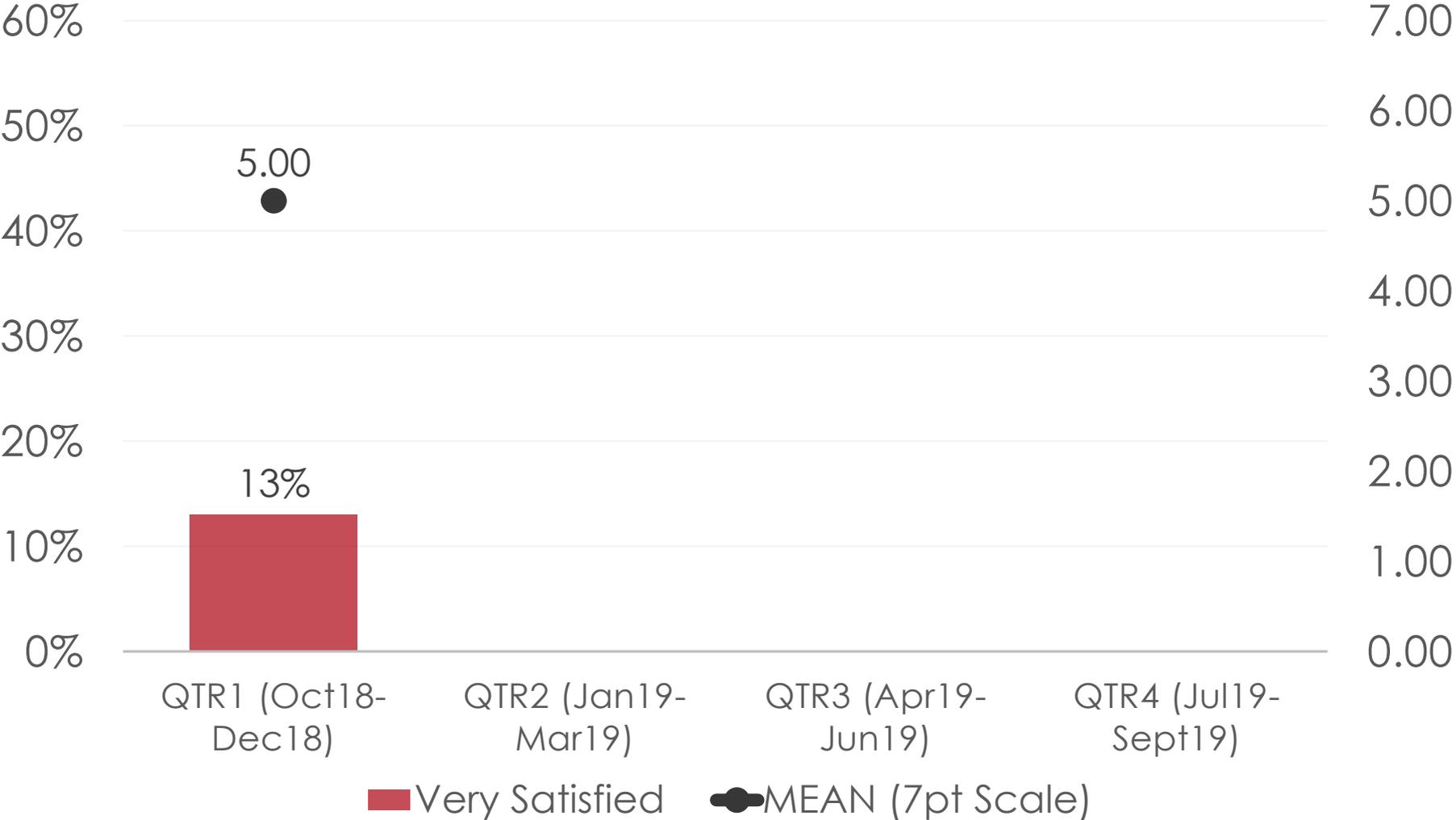
Guam airport was clean



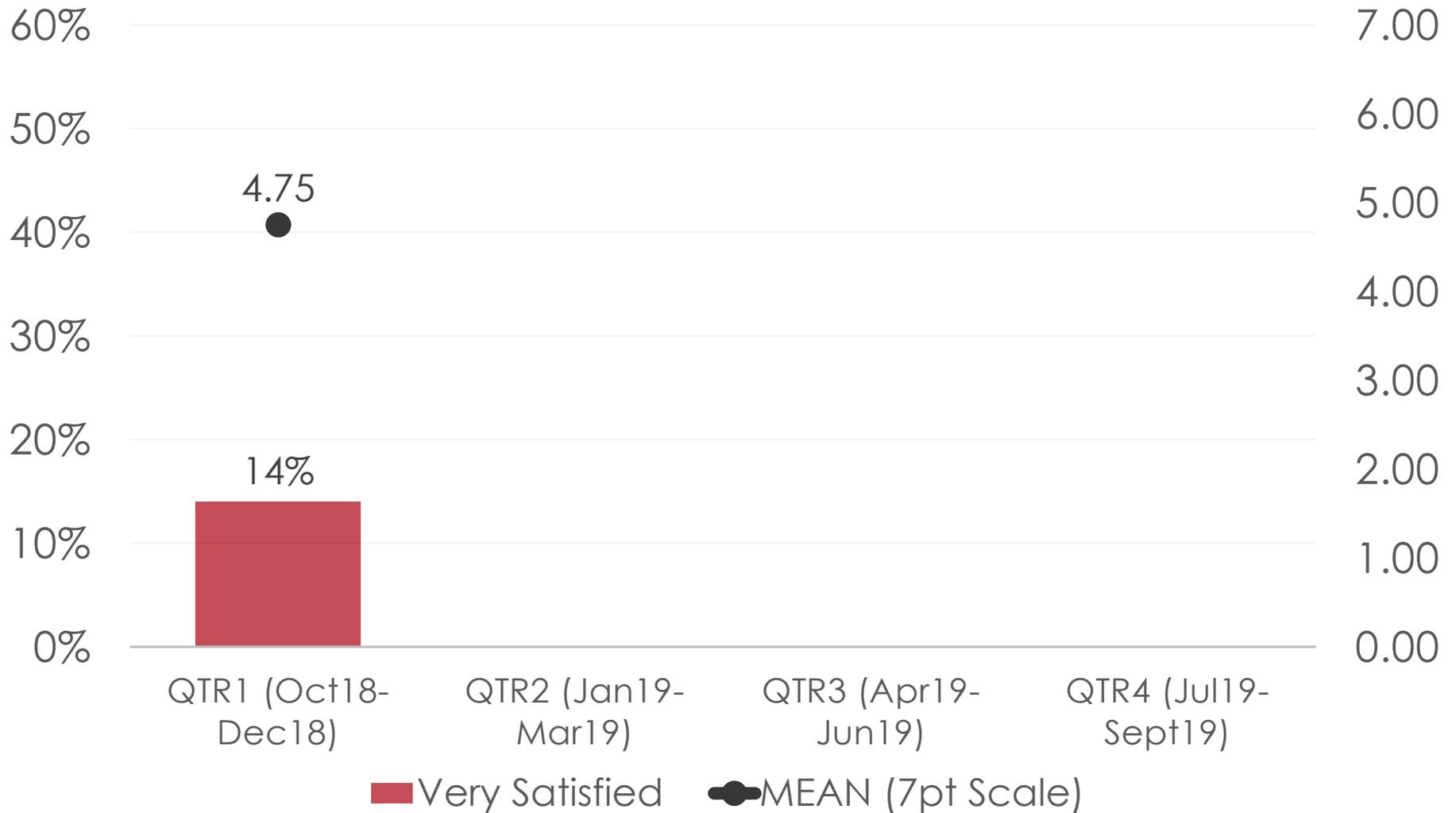
Ease of getting around



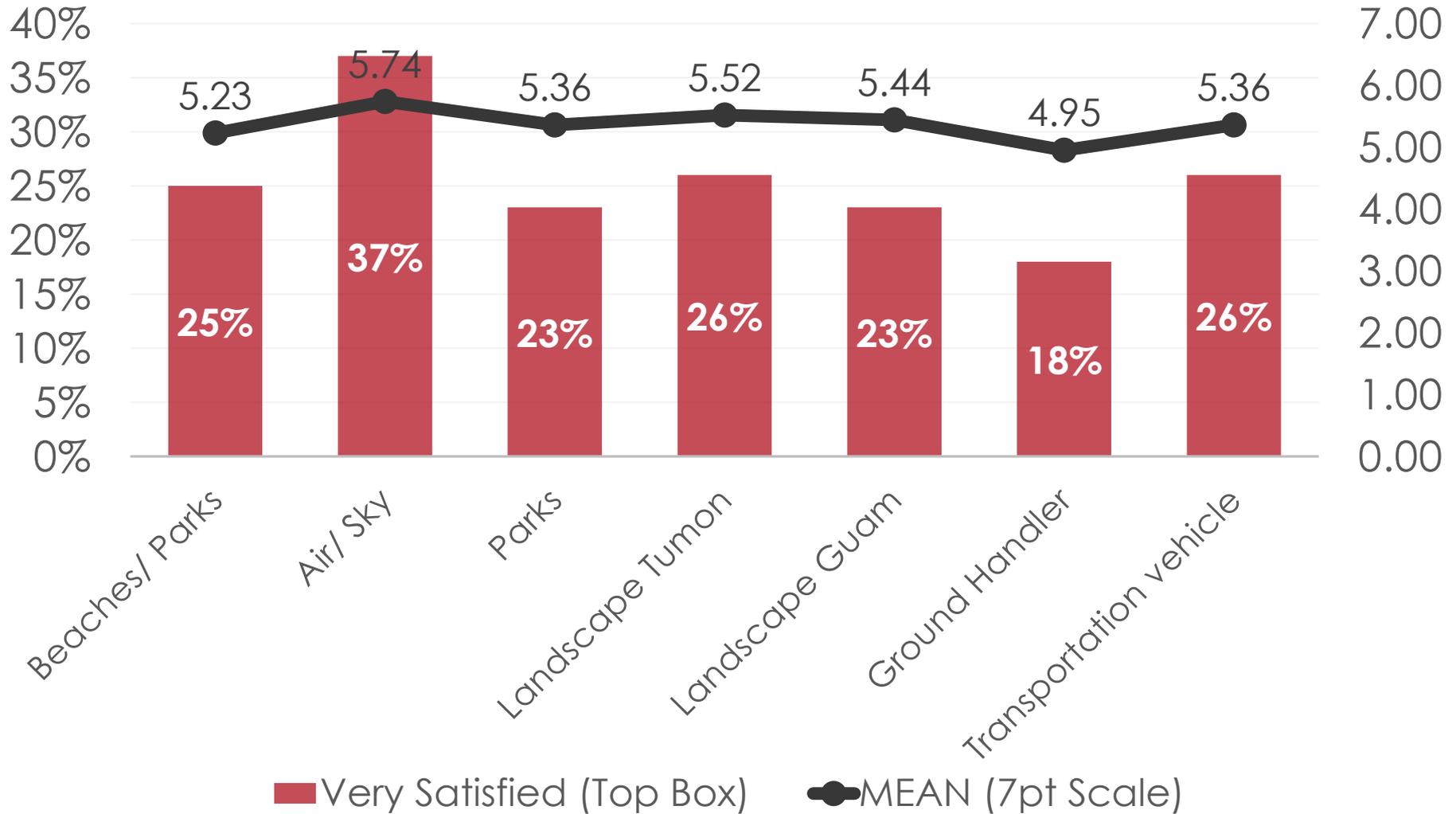
Safety walking around at night



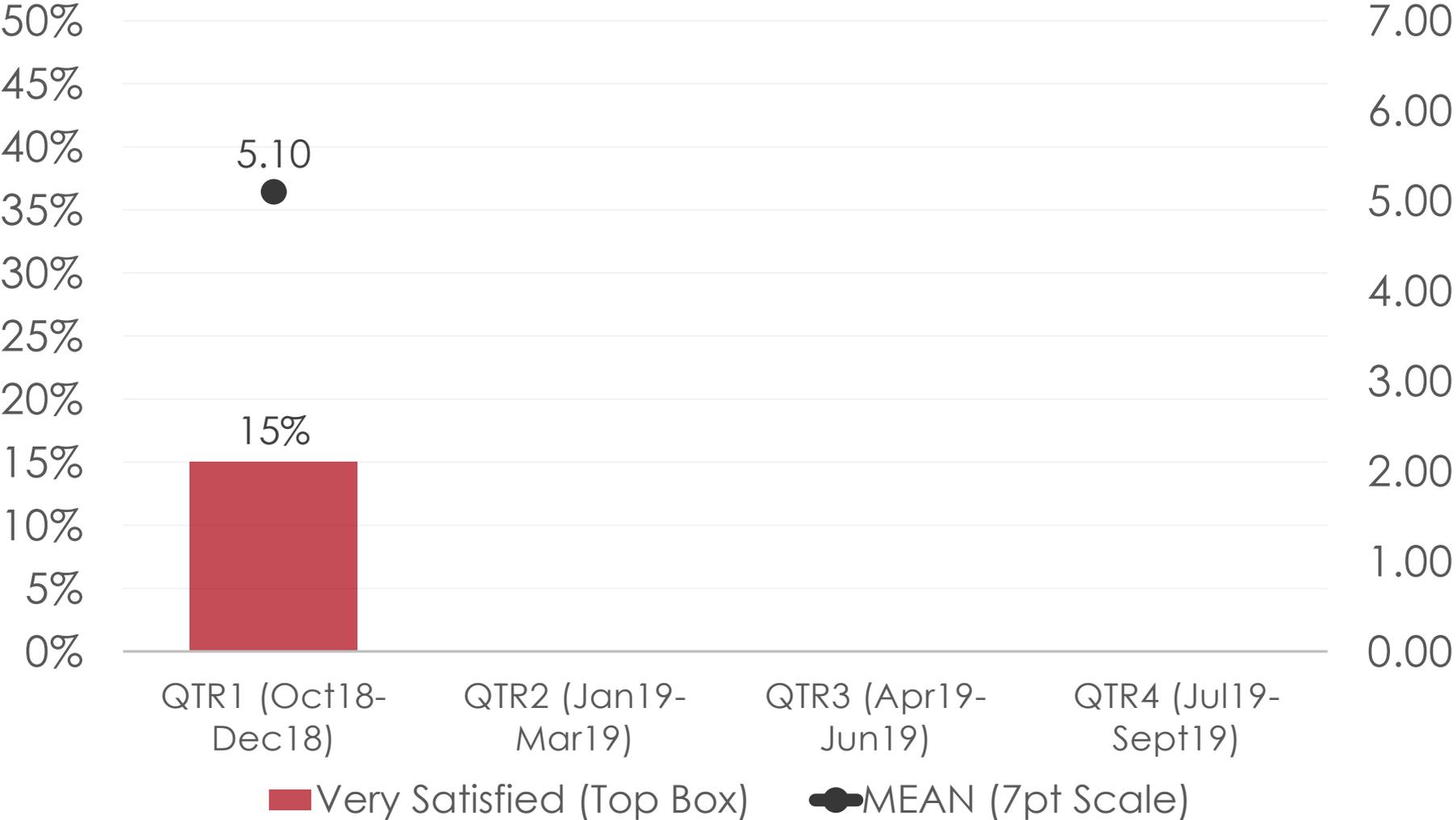
Price of things on Guam



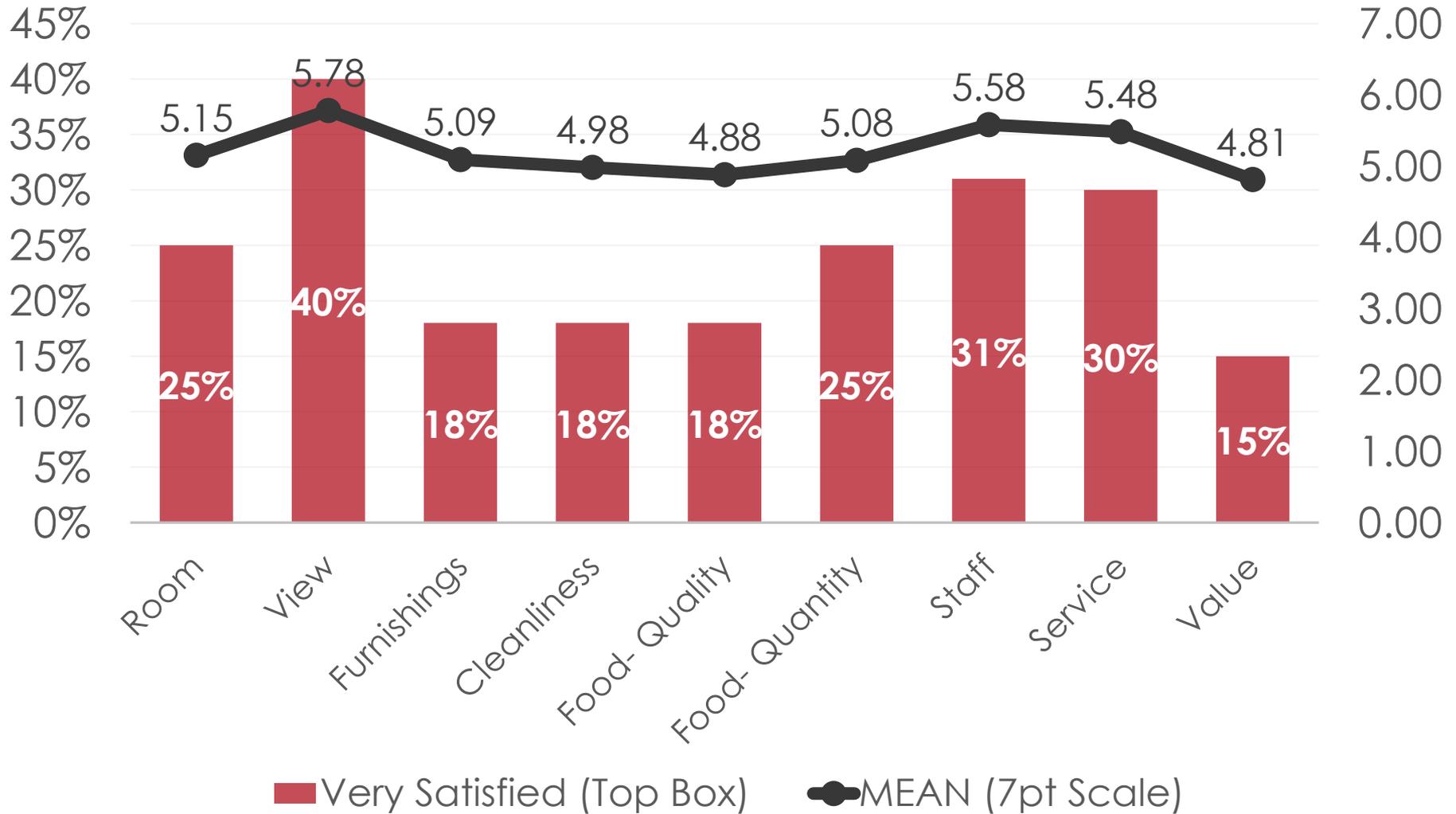
GENERAL SATISFACTION – Quality/ Cleanliness



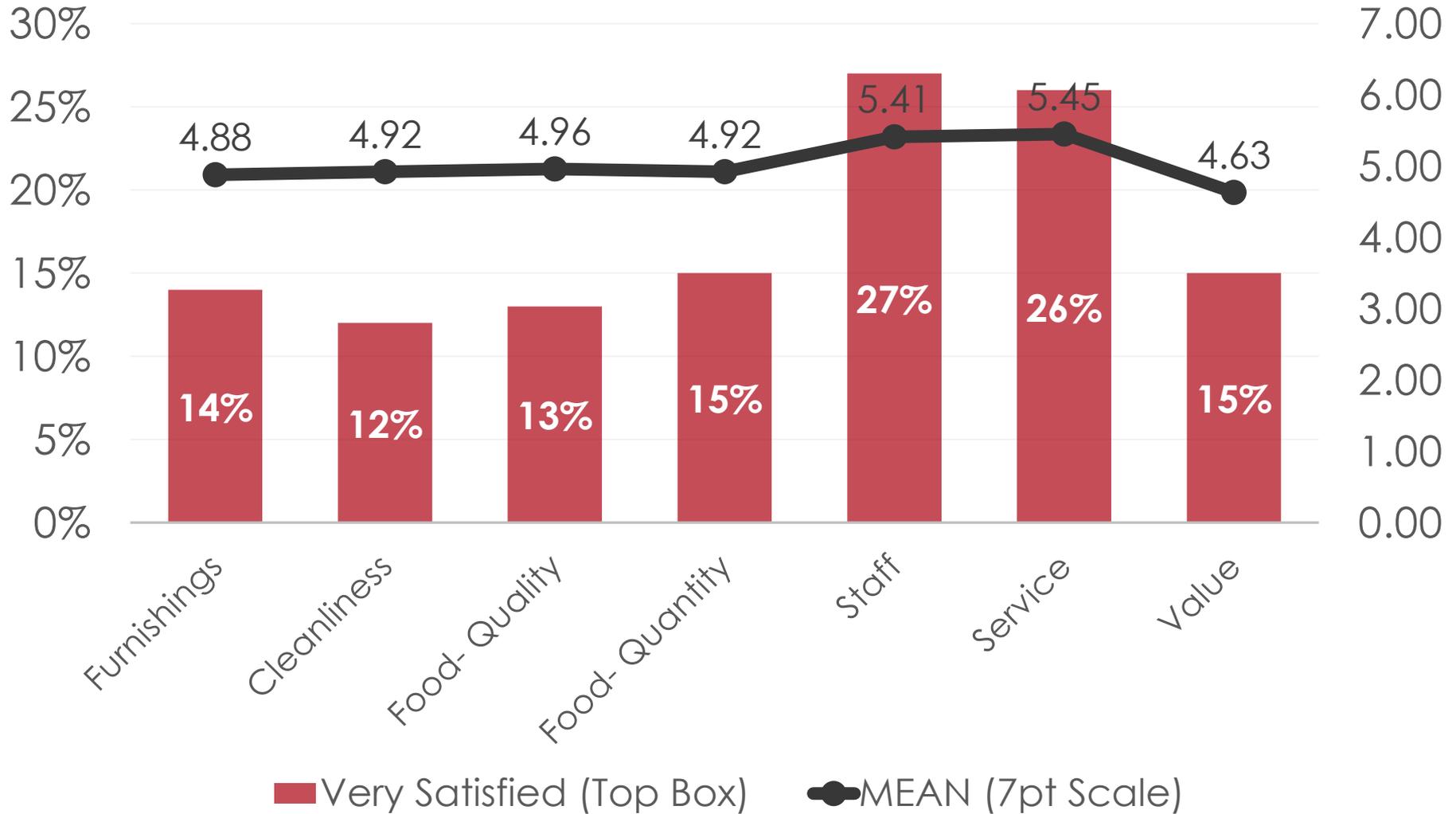
ACCOMMODATIONS – OVERALL SATISFACTION



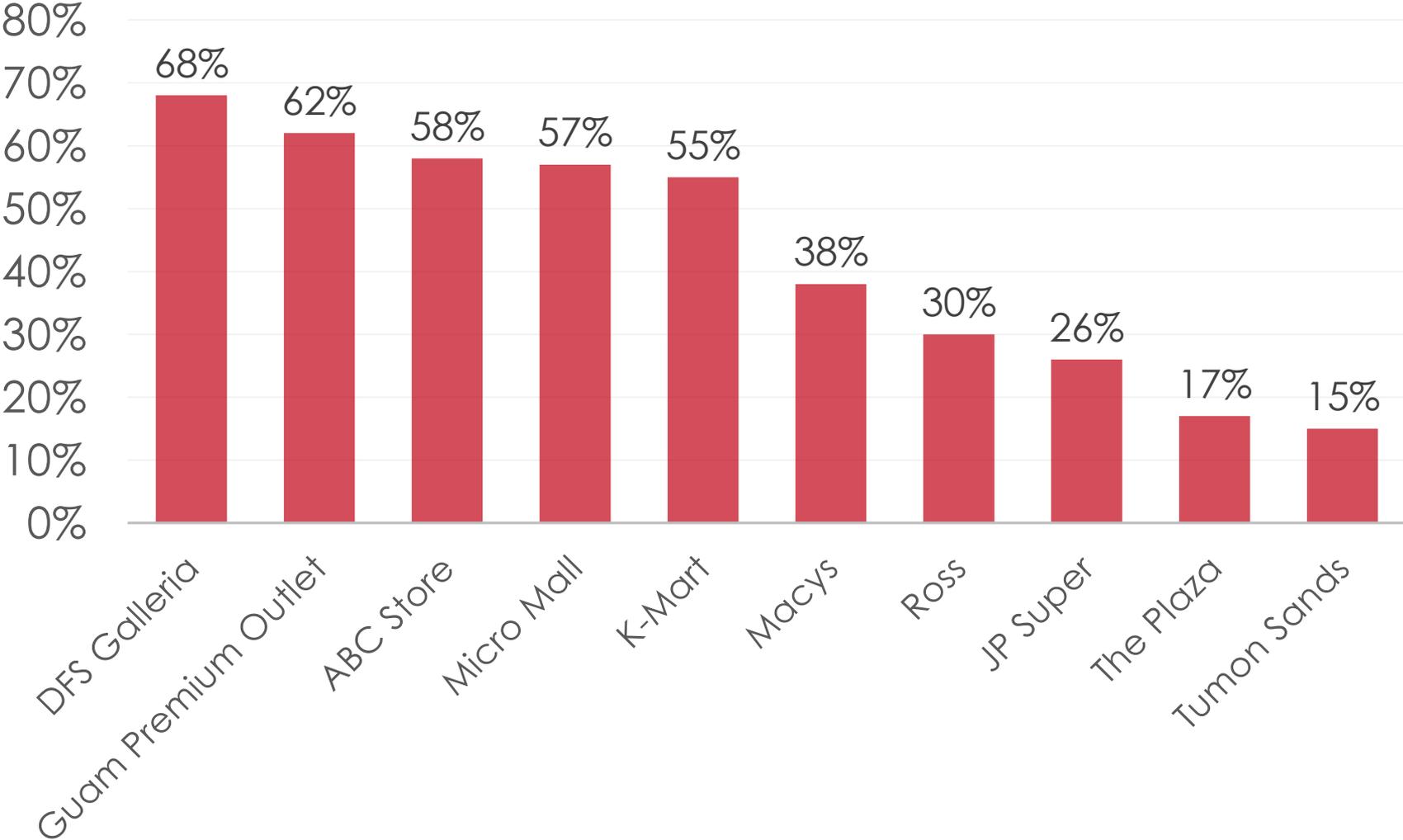
ACCOMMODATIONS – Satisfaction by Category



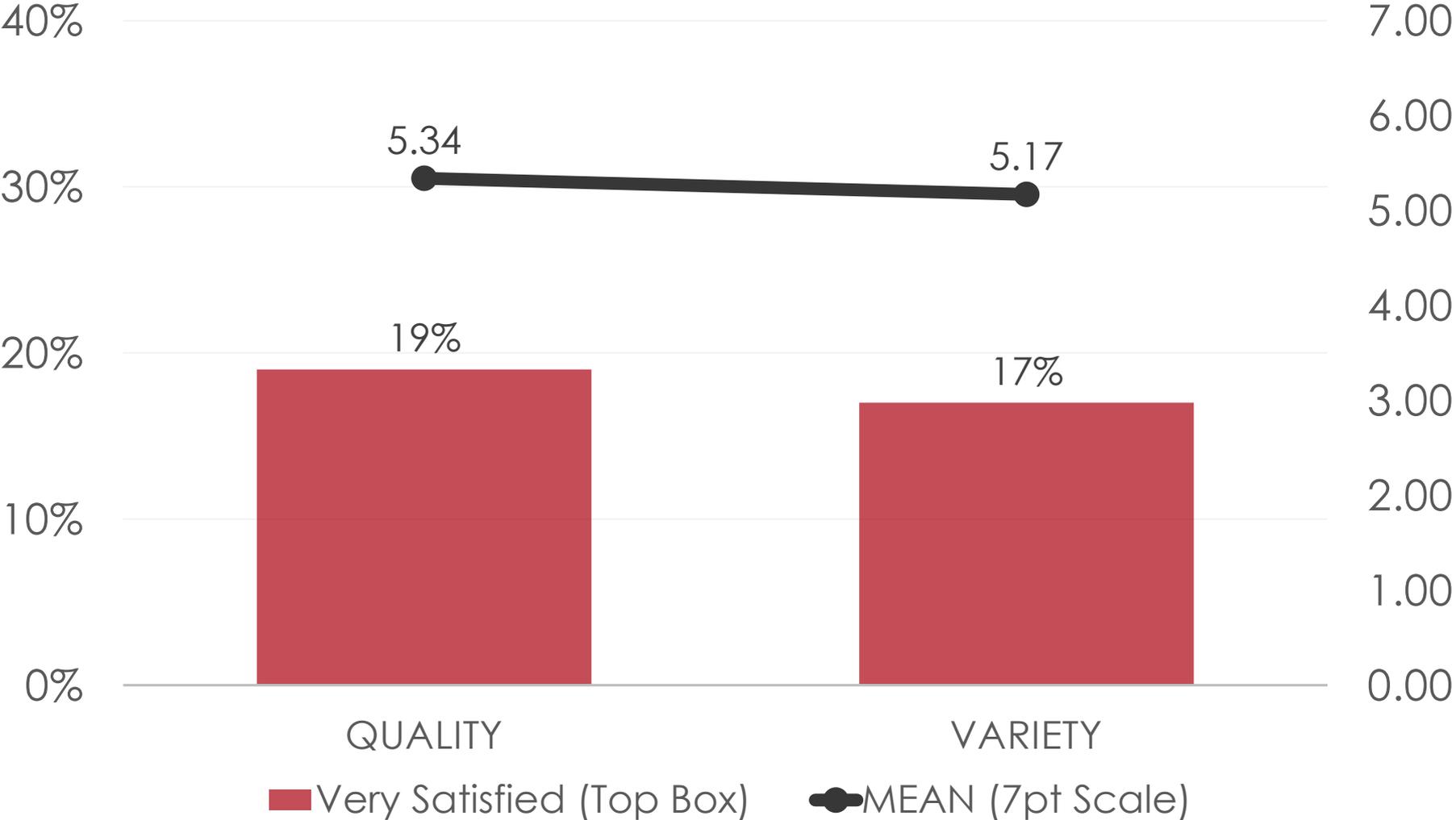
DINING EXPERIENCE (Outside Hotel) – Satisfaction by Category



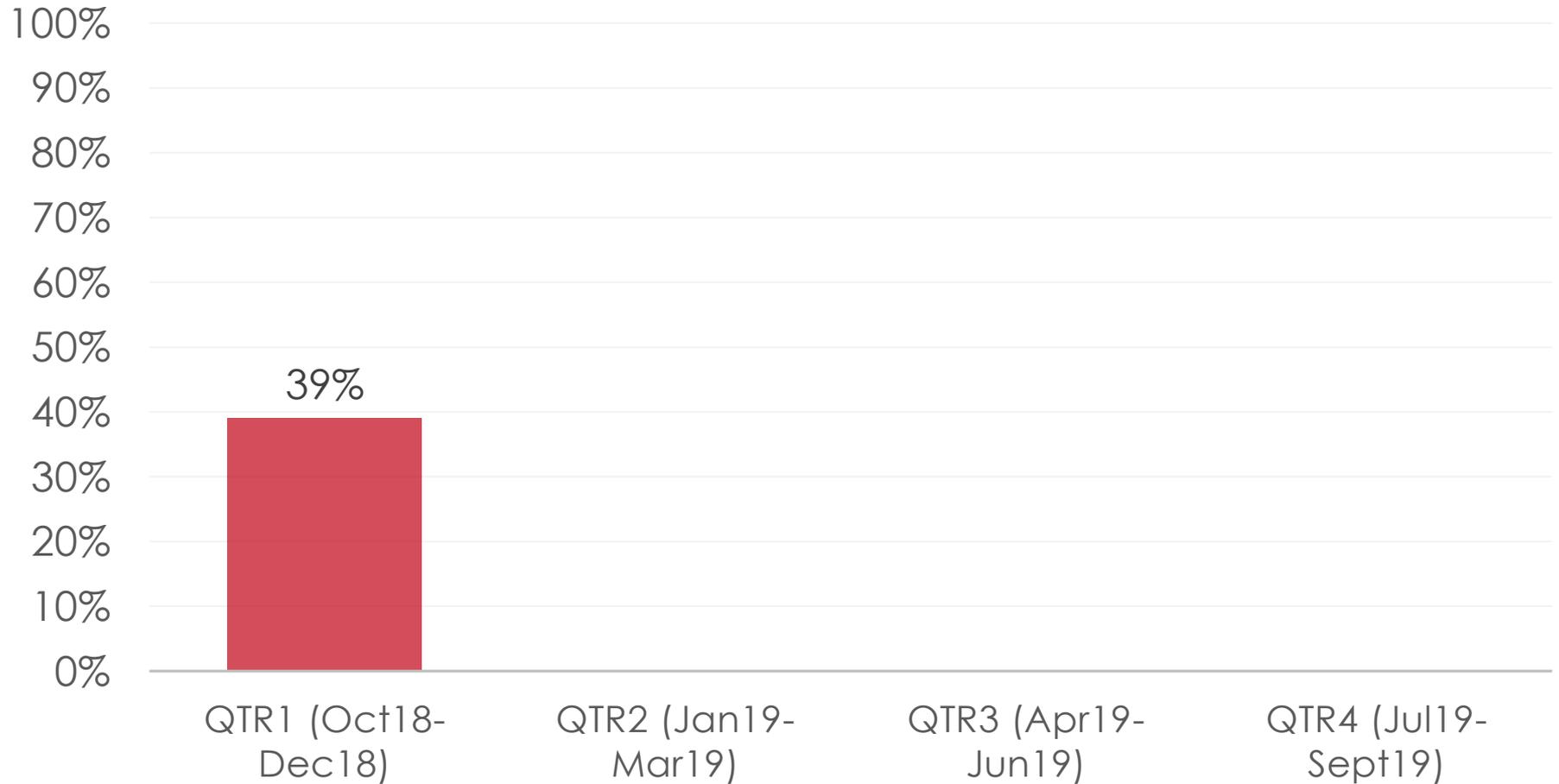
Shopping Malls/ Stores (Top Responses)



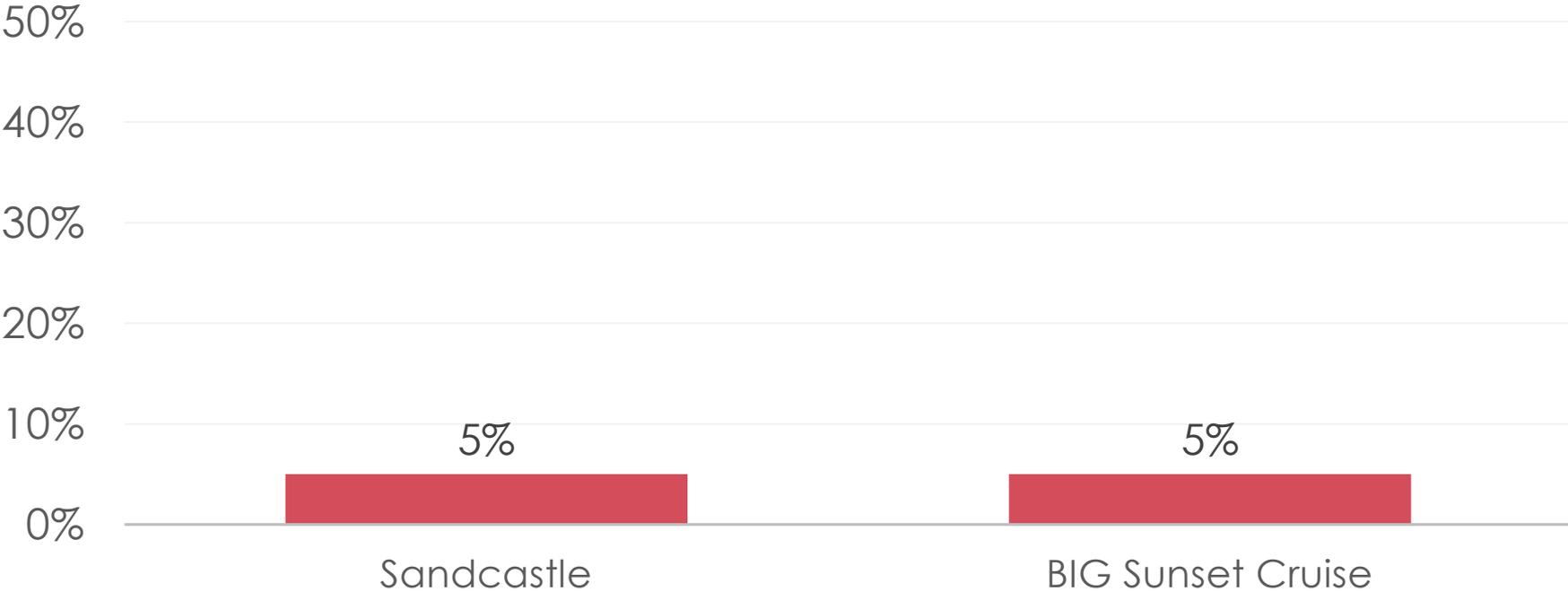
SHOPPING - SATISFACTION



OPTIONAL TOUR PARTICIPATION – FY2019 Tracking

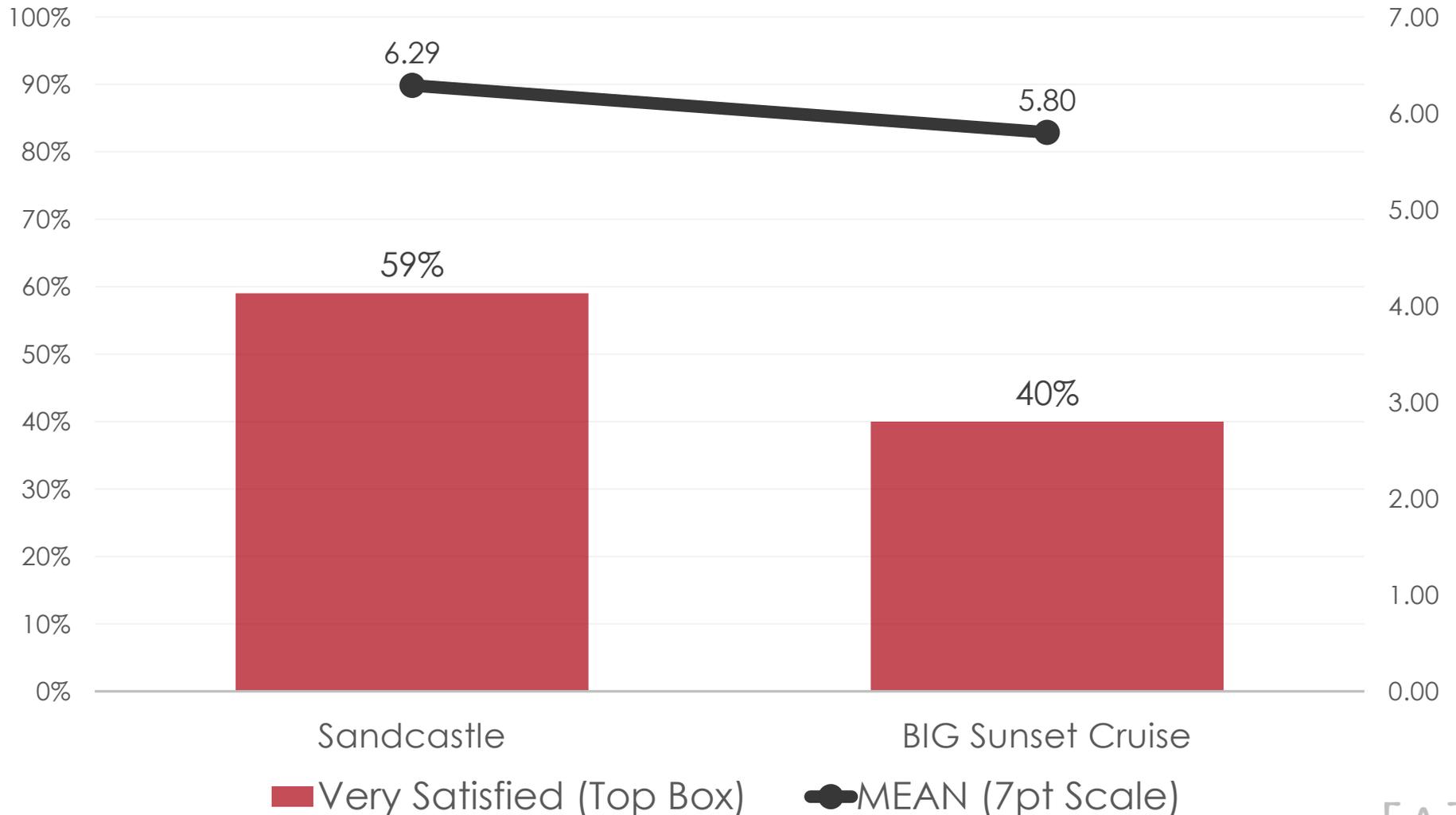


Optional Tour Participation (Top Responses 5%+)

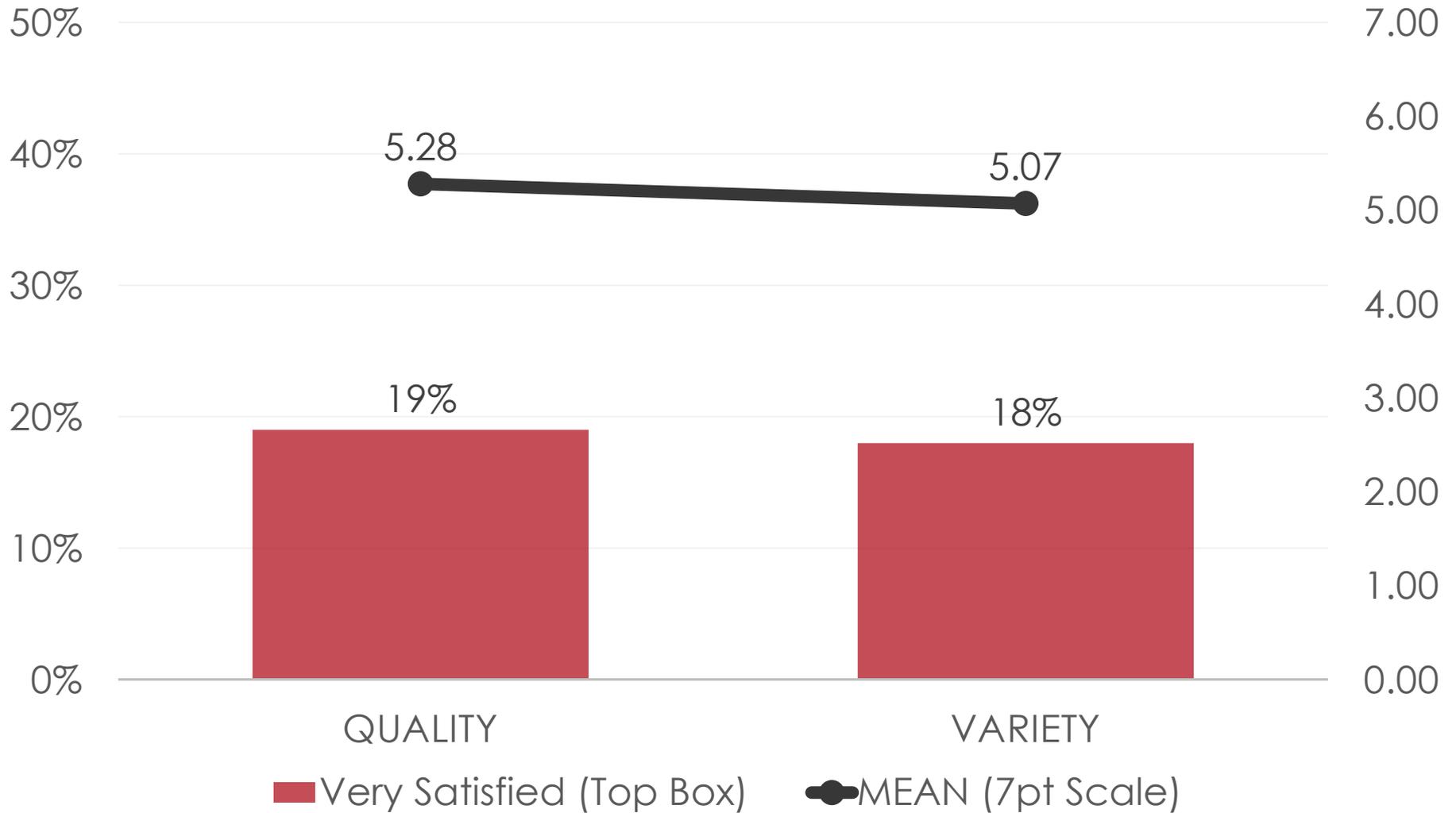


Optional Tour Satisfaction

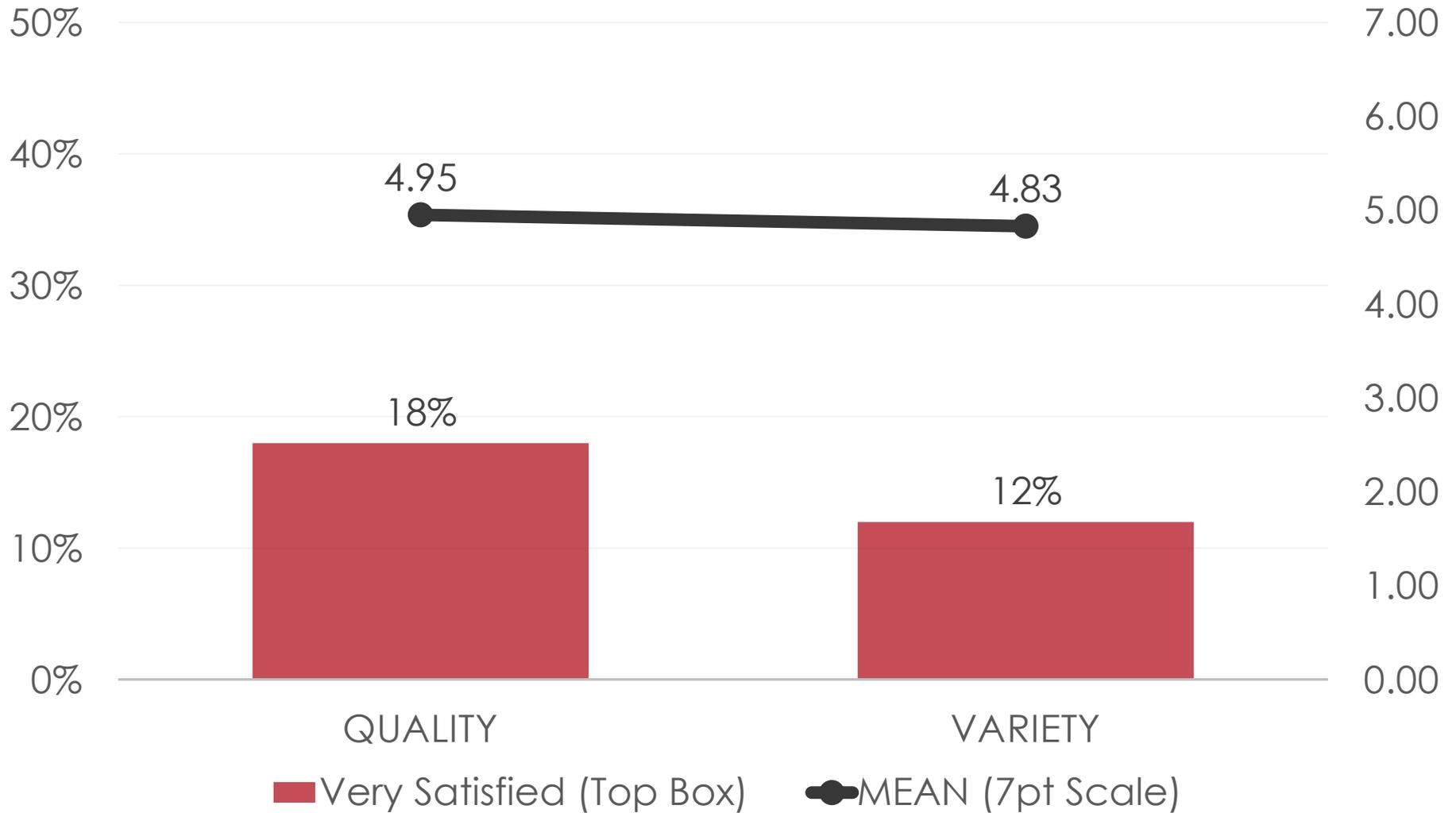
Top Responses only - Participation (5%+)



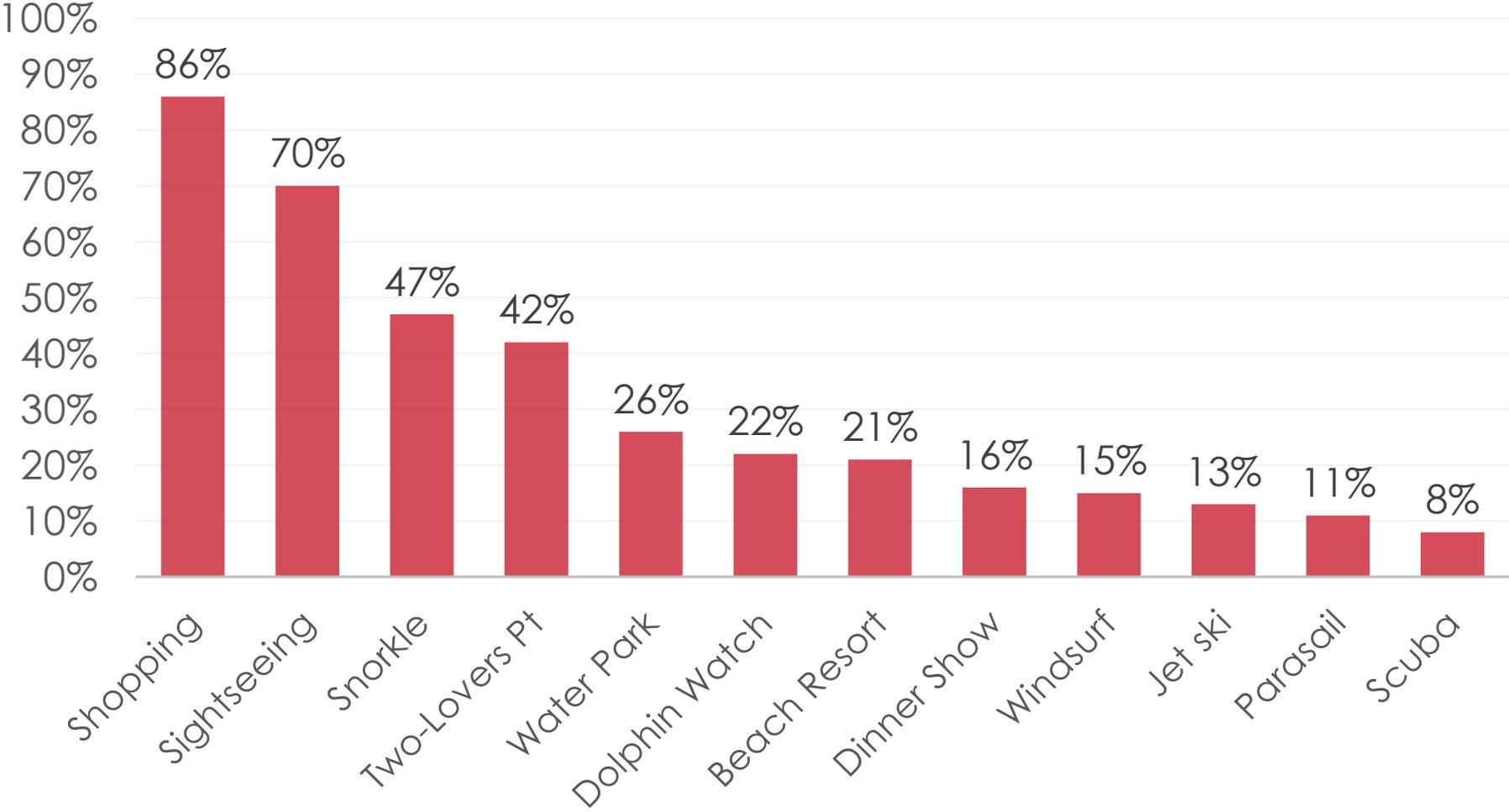
DAY TOUR - SATISFACTION



NIGHT TOUR - SATISFACTION

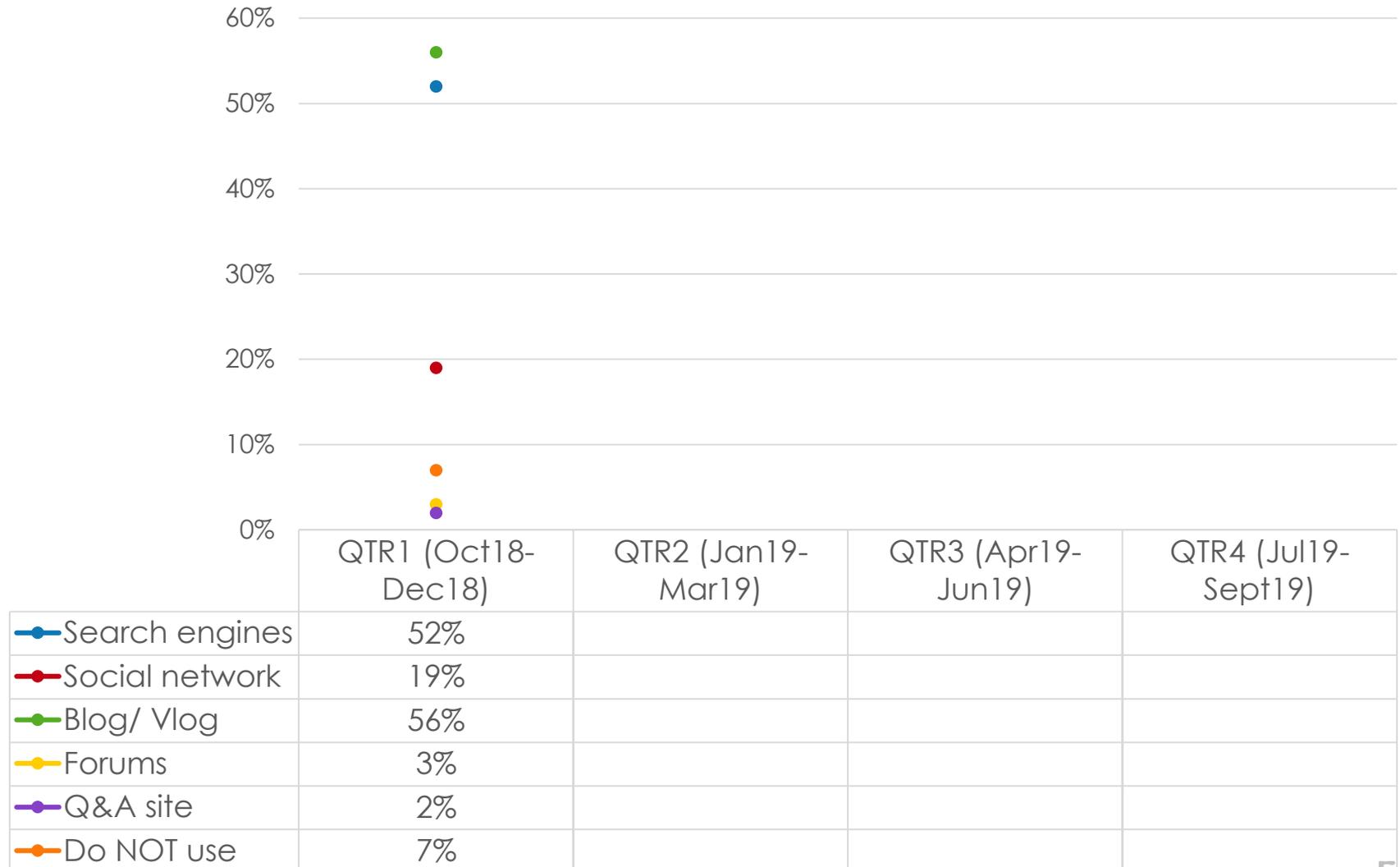


Activities Participation (Top Responses)



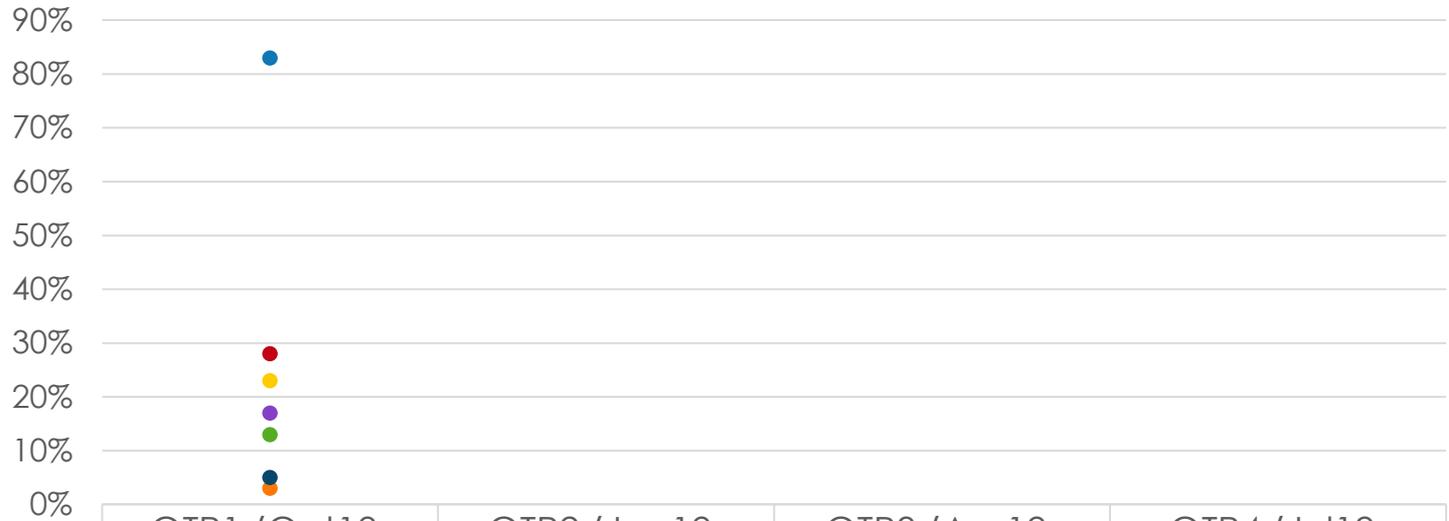
SECTION 5 PROMOTIONS

INTERNET- GUAM SOURCES OF INFORMATION



INTERNET- SOURCES OF INFORMATION

Things to do on Guam



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)
—●— Naver	83%			
—●— Google	28%			
—●— Facebook	13%			
—●— Instagram	23%			
—●— DAUM	17%			
—●— Twitter	3%			
—●— Online Booking	5%			

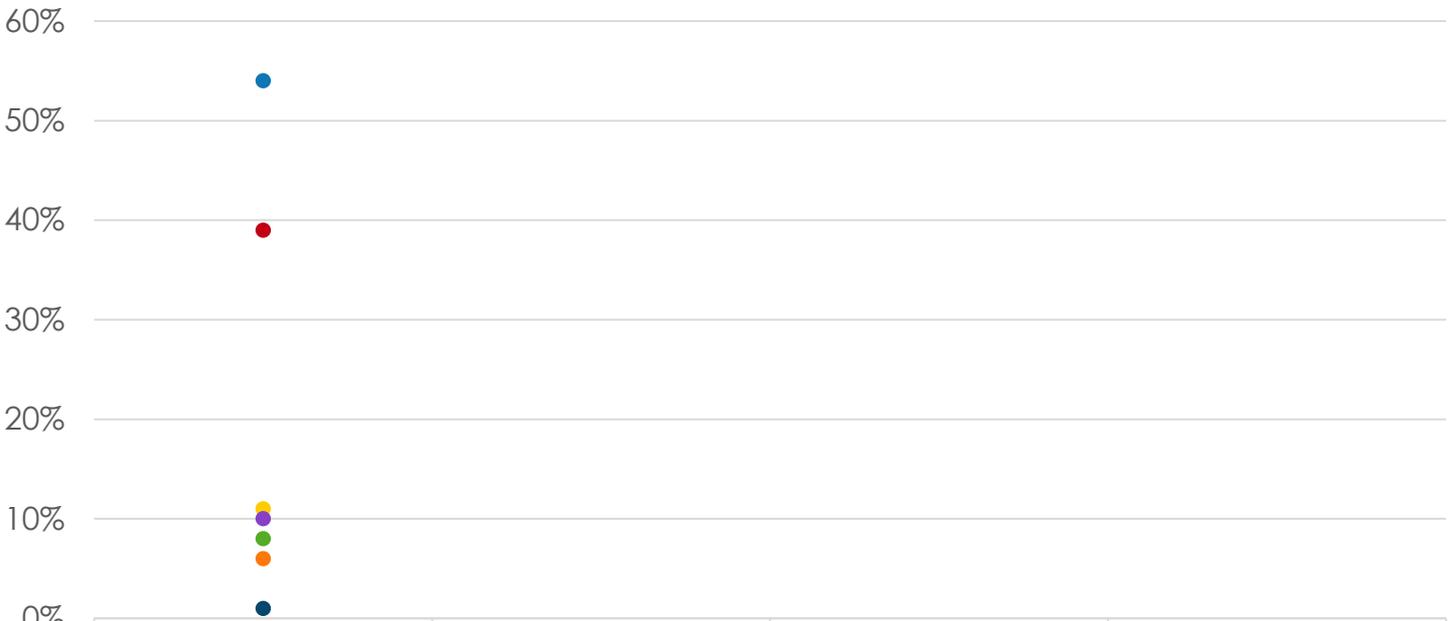
INTERNET- SOURCES OF INFORMATION

GVB



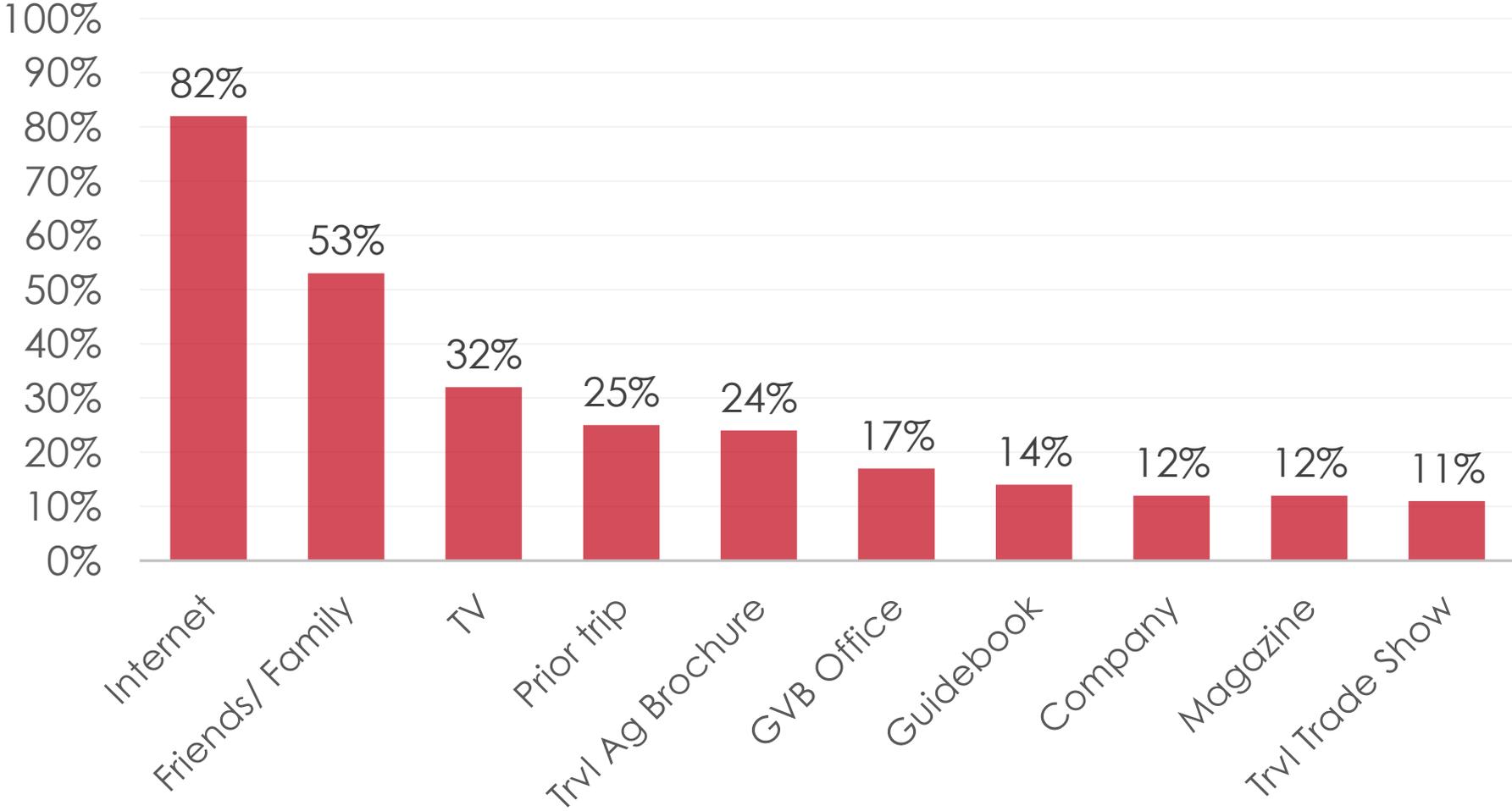
	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)
—●— GVB Website	25%			
—●— GVB Café	10%			
—●— GVB Blog	13%			
—●— GVB Facebook	3%			
—●— GVB Instagram	4%			
—●— GVB Twitter	1%			

TRAVEL MOTIVATION



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)
Friends/ Family	54%			
Internet	39%			
Print	8%			
Travel Agent	11%			
Social Media	10%			
Travel Show	6%			
Bus Trip	1%			

PRE-ARRIVAL SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION – Key Segments

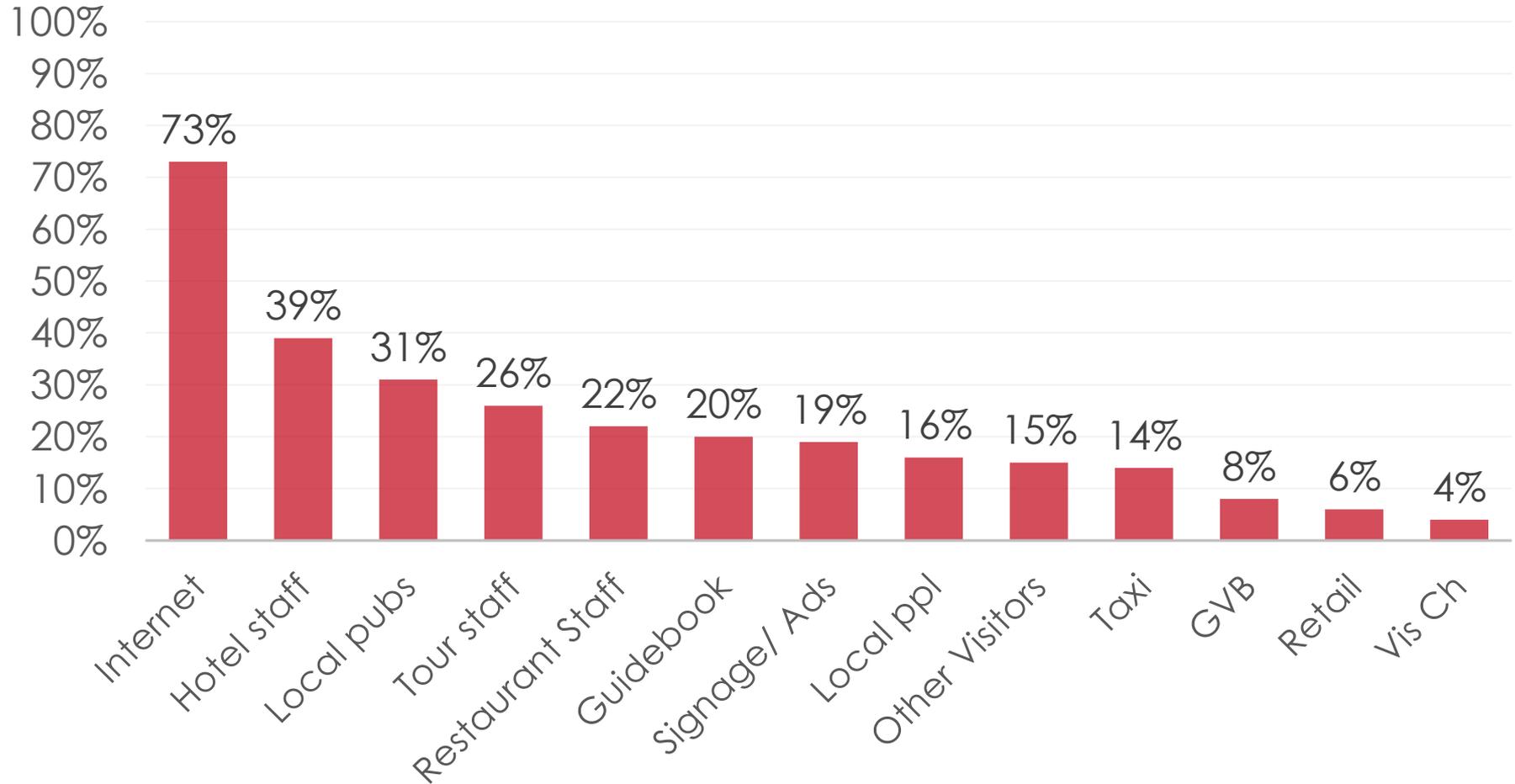
GVB EXIT SURVEY

Q1 Please select the top three sources of information you used to find out about Guam before your trip:

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q1	Internet/Mobile App	82%	50%	97%	86%	83%	85%	66%	79%	89%
	Friend or relative	53%	25%	68%	71%	53%	51%	34%	47%	60%
	TV	32%	25%	22%	29%	32%	31%	20%	34%	21%
	I have been to Guam before	25%	25%	2%	29%	24%	23%	86%	26%	27%
	Travel agent brochure	24%		47%		26%	32%	12%	26%	16%
	Guam Visitors Bureau office	17%	50%			17%	23%	31%	19%	15%
	Travel guide book at bookstores	14%	25%	20%	29%	14%	10%	7%	13%	20%
	Co-worker/ company travel department	12%		27%	14%	13%	12%	5%	12%	20%
	Magazine (consumer)	12%	25%	5%	14%	12%	6%	4%	12%	5%
	Travel trade shows	11%	50%			10%	15%	26%	13%	9%
	Newspaper	6%	25%	3%		5%	1%	3%	7%	3%
	Guam Visitors Bureau promotional activities	1%				1%	2%	1%	1%	1%
	Consumer travel shows	1%		2%		1%		1%	1%	1%
	Radio	0%				0%			0%	0%
	Theater ads	0%				0%		0%		0%
	Total	1050	4	59	7	929	100	301	870	552

ONISLE

SOURCES OF INFORMATION



ON-ISLE SOURCES OF INFORMATION – Key Segments

GVB EXIT SURVEY

Q2 Please select the top three sources of information you used to find out about Guam while you were here:

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q2	Internet/Mobile App	73%	100%	75%	71%	73%	79%	72%	71%	78%
	Hotel staff	39%	25%	47%	14%	39%	42%	32%	39%	42%
	Local publication	31%	50%	24%	14%	30%	22%	40%	32%	28%
	Tour staff	26%	50%	25%	14%	26%	28%	11%	27%	5%
	Restaurant staff (outside hotel)	22%	50%	14%	29%	21%	19%	36%	24%	20%
	Guide books I brought with me	20%	25%	15%	14%	20%	20%	17%	19%	25%
	Signs/ advertisement	19%		14%	14%	19%	14%	15%	17%	19%
	Local people	16%		17%	14%	15%	13%	23%	15%	13%
	Other visitors	15%		22%	43%	15%	22%	17%	15%	20%
	Taxi drivers	14%		20%	14%	15%	13%	11%	13%	19%
	Guam Visitors Bureau	8%		3%		8%	8%	9%	8%	9%
	Retail staff	6%		10%		6%	7%	5%	6%	6%
	Visitors channel	4%				4%	4%	3%	4%	2%
	Total	1049	4	59	7	928	99	302	867	550

Prepared by Anthology Research

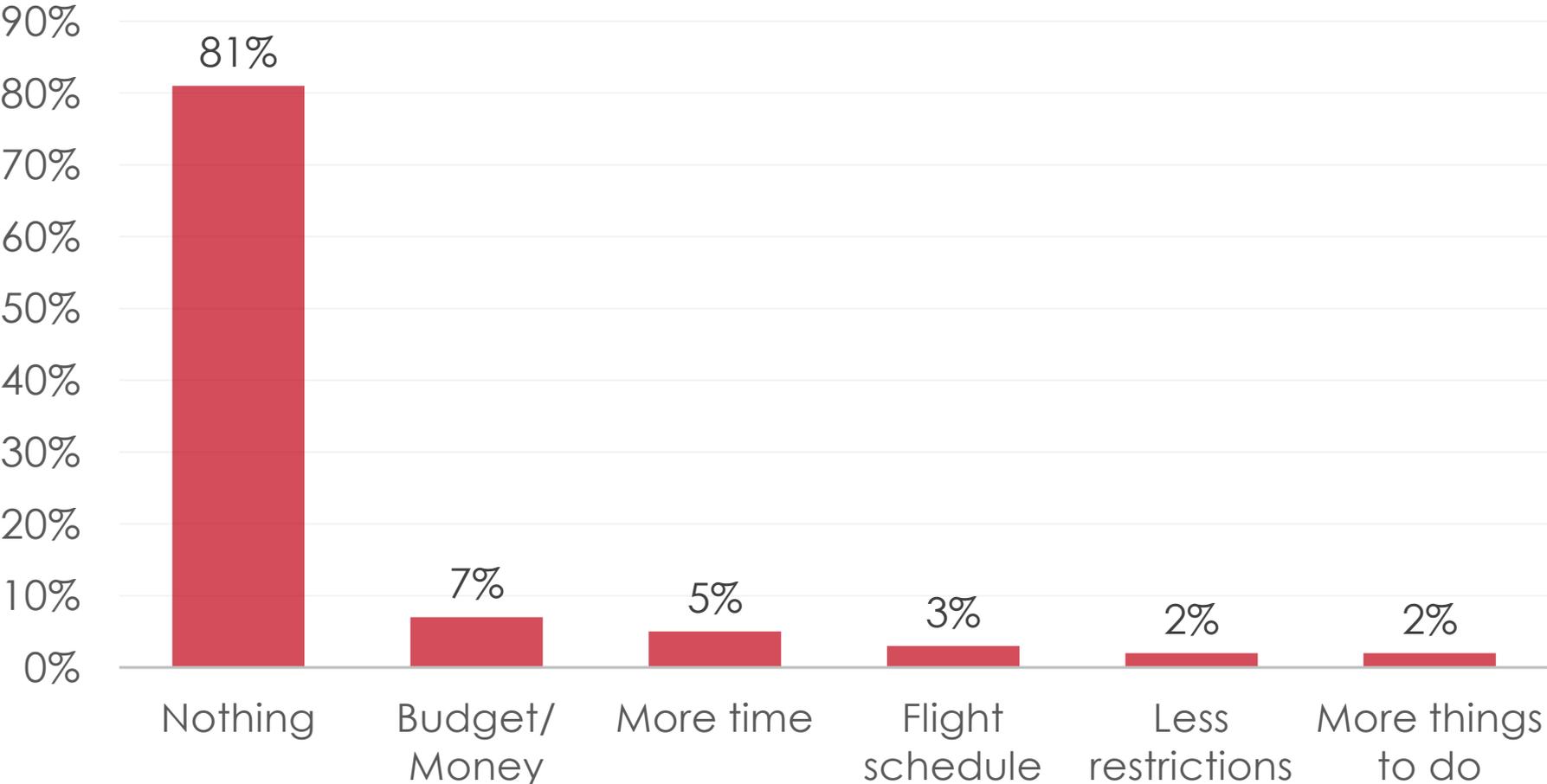
SECTION 6

FUTURE TRAVEL TO GUAM

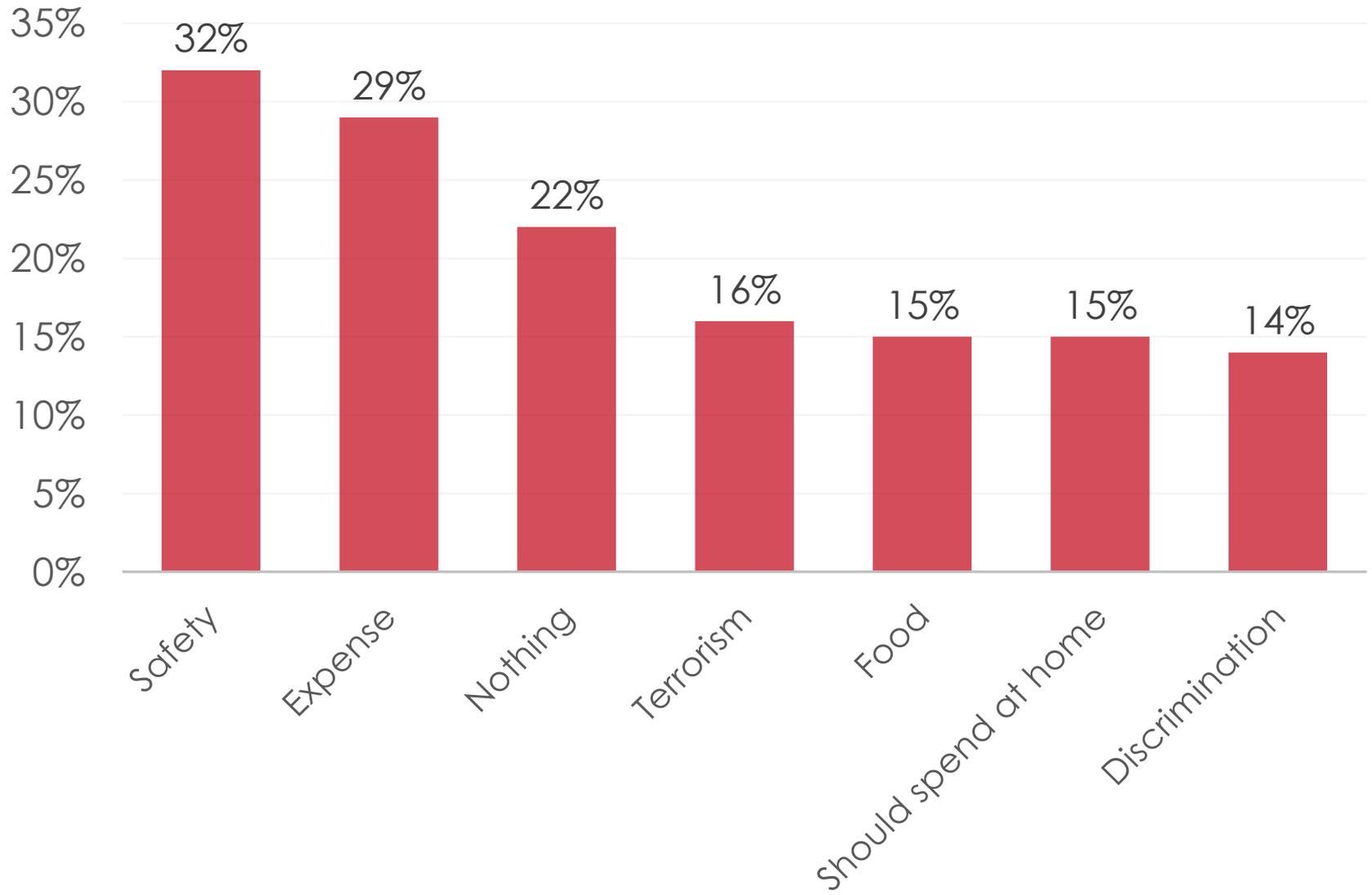
Will security screening/ immigration at Guam Airport impact future travel to Guam?



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



FUTURE TRAVEL CONCERNS



SECTION 7

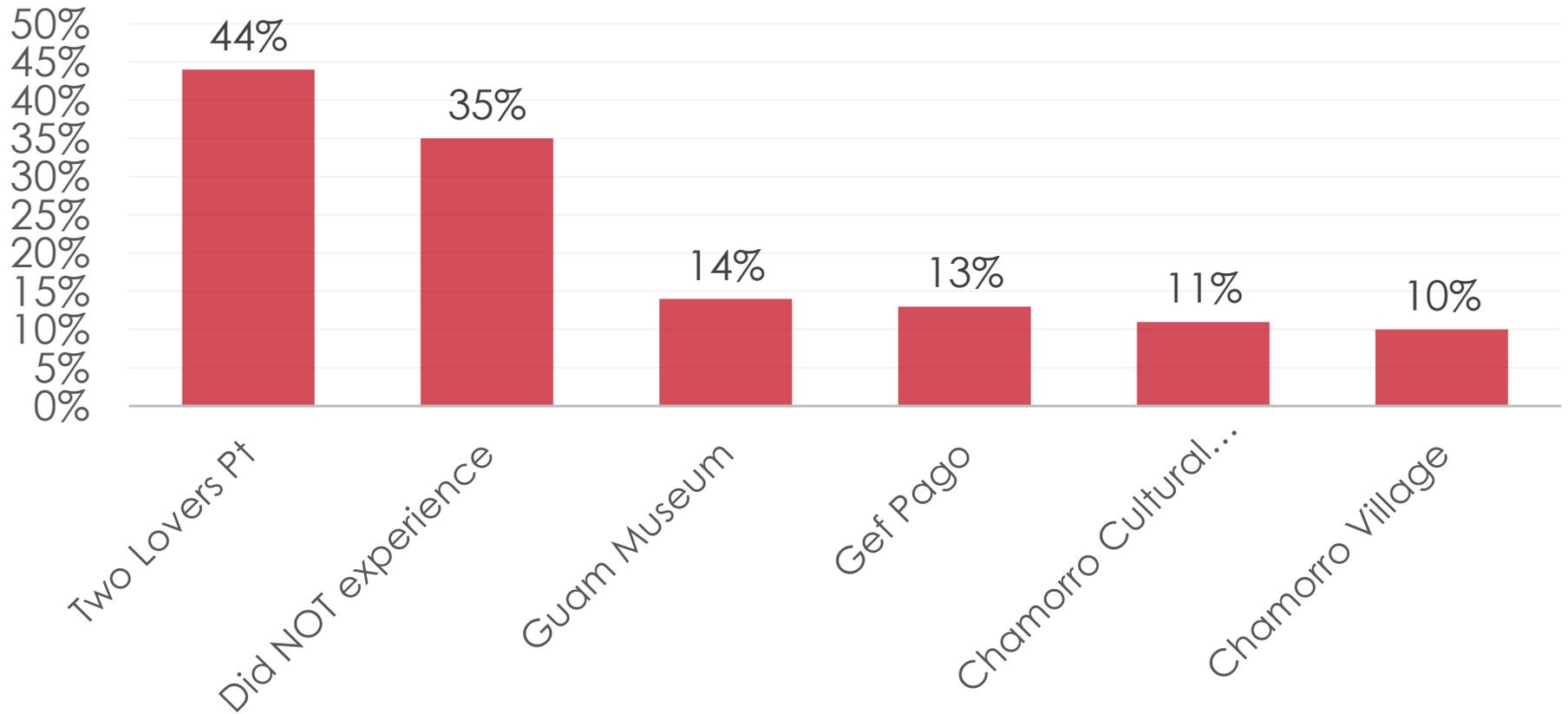
GUAM CULTURE

EXPERIENCED- CHAMORRO/ HAFA ADAI SPIRIT

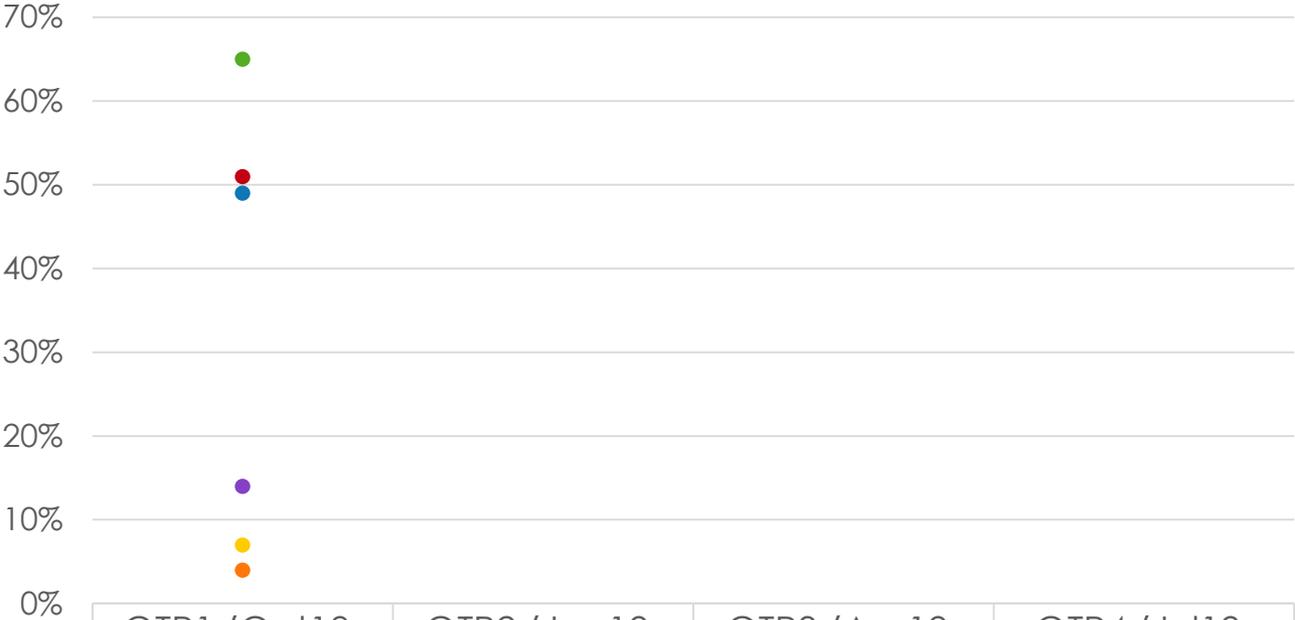


	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)
Did NOT experience	31%			
Beaches	50%			
Chamorro cuisine	18%			
Night Market	4%			
Socializing- locals	29%			
Local Music	16%			

EXPERIENCED- OTHER CULTURAL ACTIVITY/EVENTS

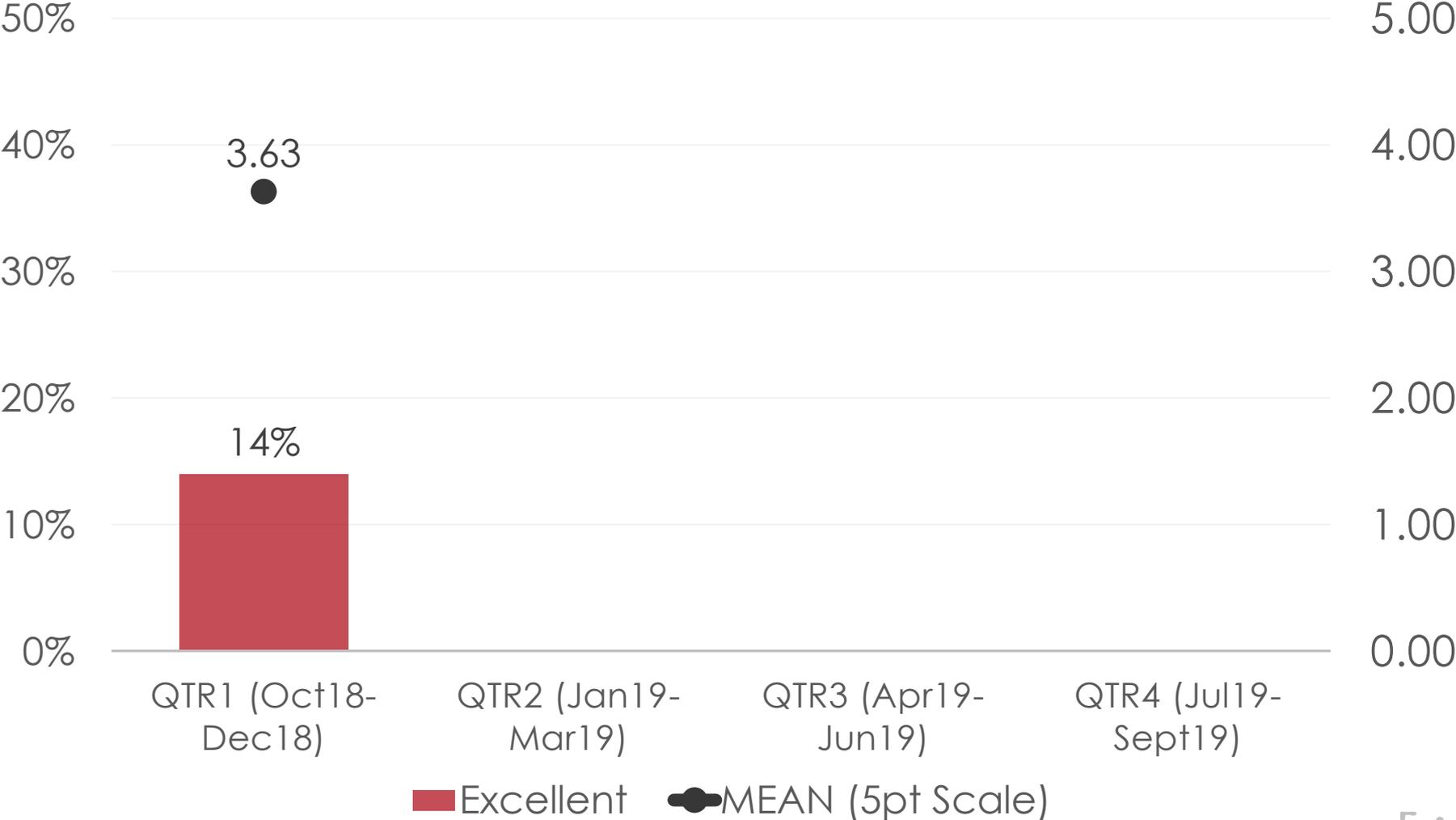


SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)
Travel guide/ brochure	49%			
Travel agency	51%			
Internet	65%			
Family/ Friends	7%			
Hotel staff	14%			
Print	4%			

SATISFACTION- CULTURAL ACTIVITY/EVENTS



OBSTACLES- CULTURAL ACTIVITY/EVENTS



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)
—●— Schedule	49%			
—●— Unaware	24%			
—●— Did not want to	29%			
—●— Did not know where	7%			

ADVANCED STATISTICS

Analysis Technique

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

Drivers- Overall Satisfaction

Comparison of Drivers of Overall Satisfaction, 1st Quarter 2019	
Drivers:	1st Qtr. 2019 rank
Quality & Cleanliness of beaches & parks	1
Ease of getting around	7
Safety walking around at night	
Quality of daytime tours	
Variety of daytime tours	6
Quality of nighttime tours	
Variety of nighttime tours	
Quality of shopping	
Variety of shopping	5
Price of things on Guam	
Quality of hotel accommodations	
Quality/cleanliness of air, sky	3
Quality/cleanliness of parks	
Quality of landscape in Tumon	
Quality of landscape in Guam	2
Quality of ground handler	4
Quality/cleanliness of transportation vehicles	
% of Overall Satisfaction Accounted For:	51.8%
NOTE: Only significant drivers are included.	

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by seven significant factors in the 1st Quarter FY2019 Period. By rank order they are:
 - **Quality & cleanliness of beaches & parks,**
 - **Quality of landscape in Guam,**
 - **Quality/cleanliness of air, sky,**
 - **Quality of ground handler,**
 - **Variety of shopping,**
 - **Variety of day time tours, and**
 - **Ease of getting around.**
- With all seven factors the overall r^2 is .518 meaning that **51.8% of overall satisfaction is accounted for by these factors.**

Drivers – On-Isle Expenditures

Comparison of Drivers of Per Person On Isle Expenditure, 1st Quarter 2019	
	1st Qtr. 2019 rank
Drivers:	
Quality & Cleanliness of beaches & parks	1
Ease of getting around	
Safety walking around at night	
Quality of daytime tours	3
Variety of daytime tours	
Quality of nighttime tours	
Variety of nighttime tours	
Quality of shopping	
Variety of shopping	
Price of things on Guam	
Quality of hotel accommodations	
Quality/cleanliness of air, sky	
Quality/cleanliness of parks	
Quality of landscape in Tumon	
Quality of landscape in Guam	
Quality of ground handler	
Quality/cleanliness of transportation vehicles	2
% of Per Person On Island Expenditures Accounted For	4.3%
NOTE: Only significant drivers are included.	

Drivers of On-Isle Expenditures

- **Per Person On Island Expenditure** of Korean visitors on Guam is driven by three significant factors in the 1st Quarter FY2019 period. By rank order they are:
 - **Quality & cleanliness of beaches & parks,**
 - **Quality/cleanliness of transportation vehicles, and**
 - **Quality of day time tours.**
- With these factors, the overall r^2 is .043 meaning that **4.3% of per person on island expenditure is accounted for by these factors.**