



Guam Visitors Bureau

Korea Visitor Tracker Exit Profile & Market Segmentation Report

FY2019 - QTR.4 (JUL-SEPT 2019)

[ANTHOLOGY®]
RESEARCH



Background and Methodology

- All surveys were partially interviewer administered. Upon completion of the surveys, Anthology's professional Korean speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent was present.
- A total of 1,074 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 1,074 is +/- 2.99 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 +/- 2.99 percentage points.



Objectives

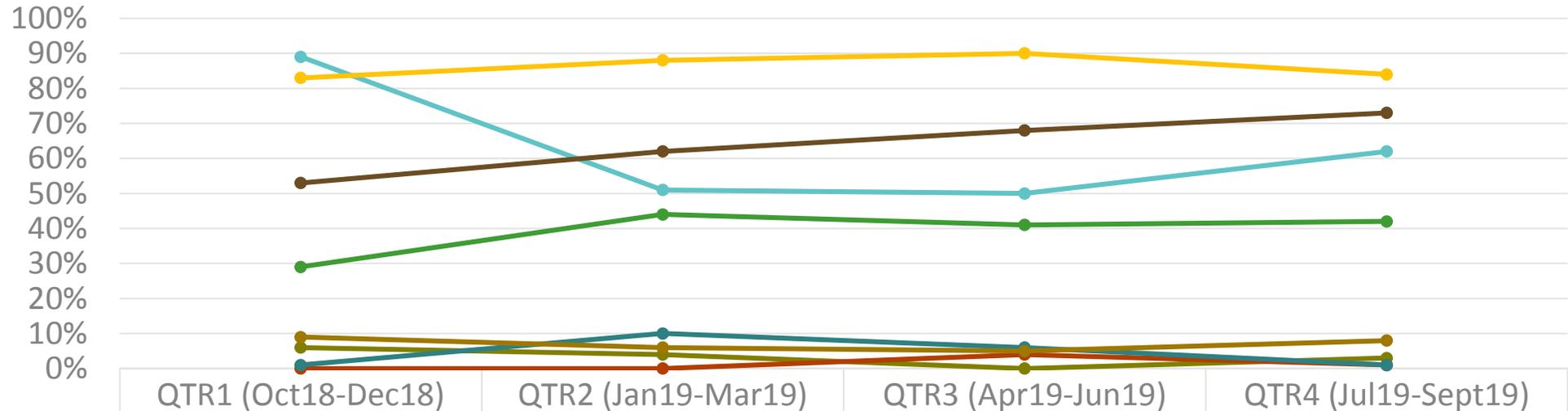
- To monitor the effectiveness of the Korea seasonal campaigns in attracting Korean visitors, refresh certain baseline data, to better understand the nature and economic value or impact of each of the targeted segments in the Korea marketing plan.
- Identify significant determinants of visitor satisfaction,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

Key Highlighted Segments

- The specific objectives were:
 - To determine the relative size and expenditure behavior of the following market segments:
 - Families (Q11 Traveling w/ spouse/ child/ other family)
 - FIT (Q12/Q17- Not on group tour or prepaid package trip/ Q14 Direct booking air/ hotel)
 - Group Tour (Q12)
 - MICE (Q8 Convention/ Conference/ Trade Show/ Incentive Trip)
 - Honeymoon (Q8)
 - Wedding (Q8 Get married/ attend wedding)
 - Repeat Visitor (Q9)
 - Leisure traveler (Q8 Vacation/ relax/ beautiful beaches/ sightseeing)
 - To identify the most significant factors affecting overall visitor satisfaction.
 - To identify (for all visitors from Korea) the most important determinants of on-island spending.



Key Highlighted Segments



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
Leisure Traveler	89%	51%	50%	62%
Family	83%	88%	90%	84%
Repeat	29%	44%	41%	42%
FIT	53%	62%	68%	73%
Honeymoon	6%	4%	0%	3%
MICE	0%	0%	4%	1%
Wedding	1%	10%	6%	1%
Group	9%	6%	5%	8%

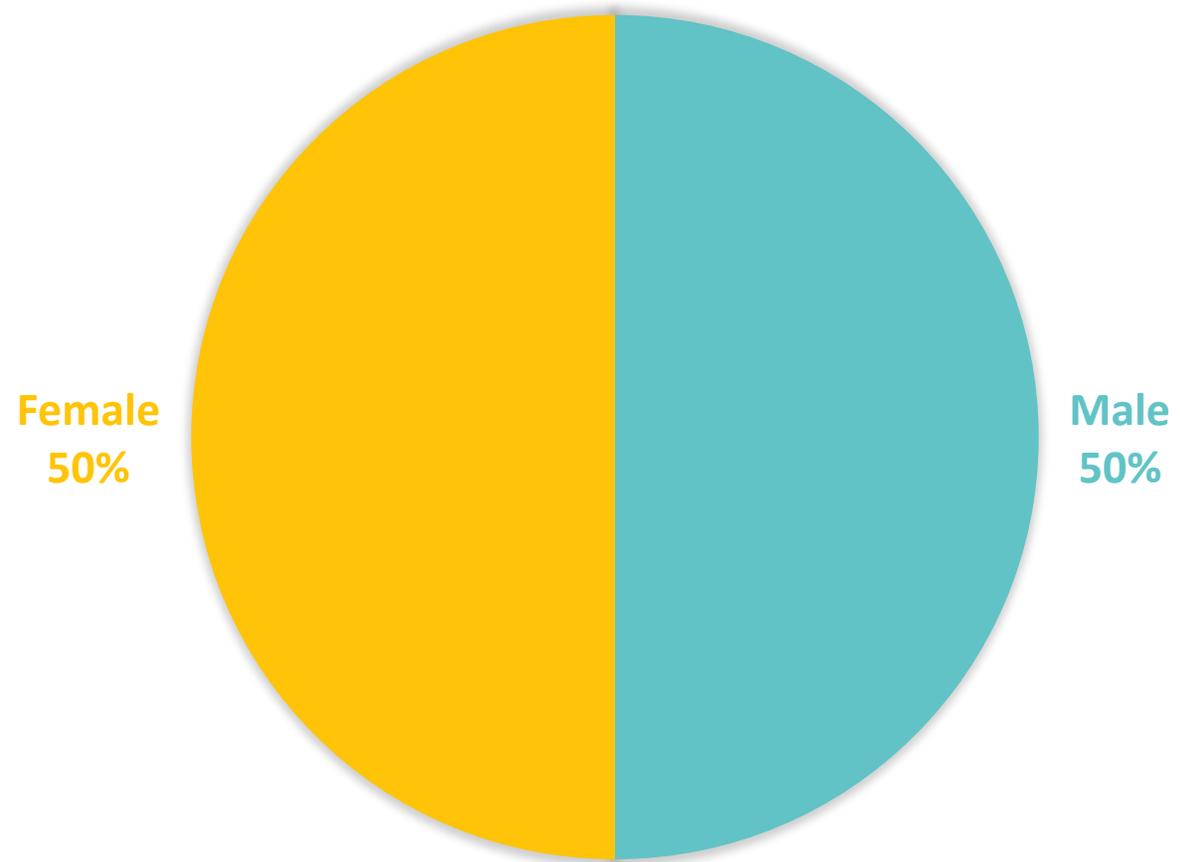


SECTION 1

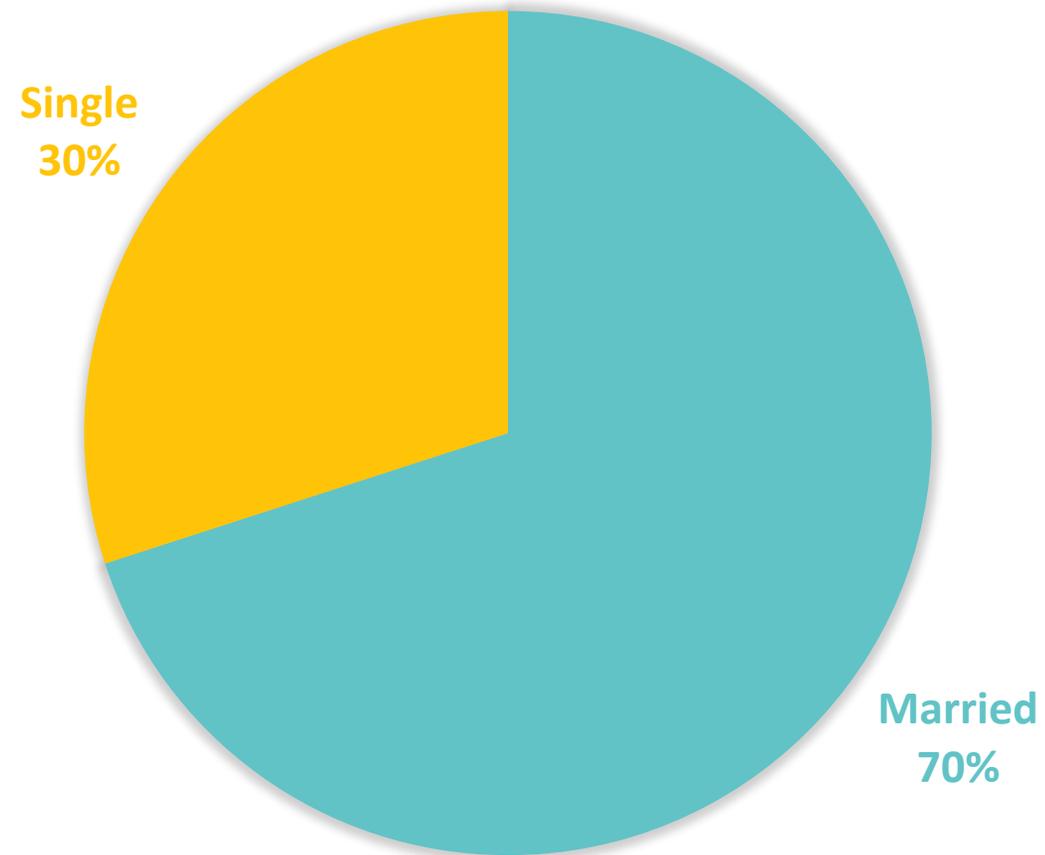
PROFILE OF RESPONDENTS



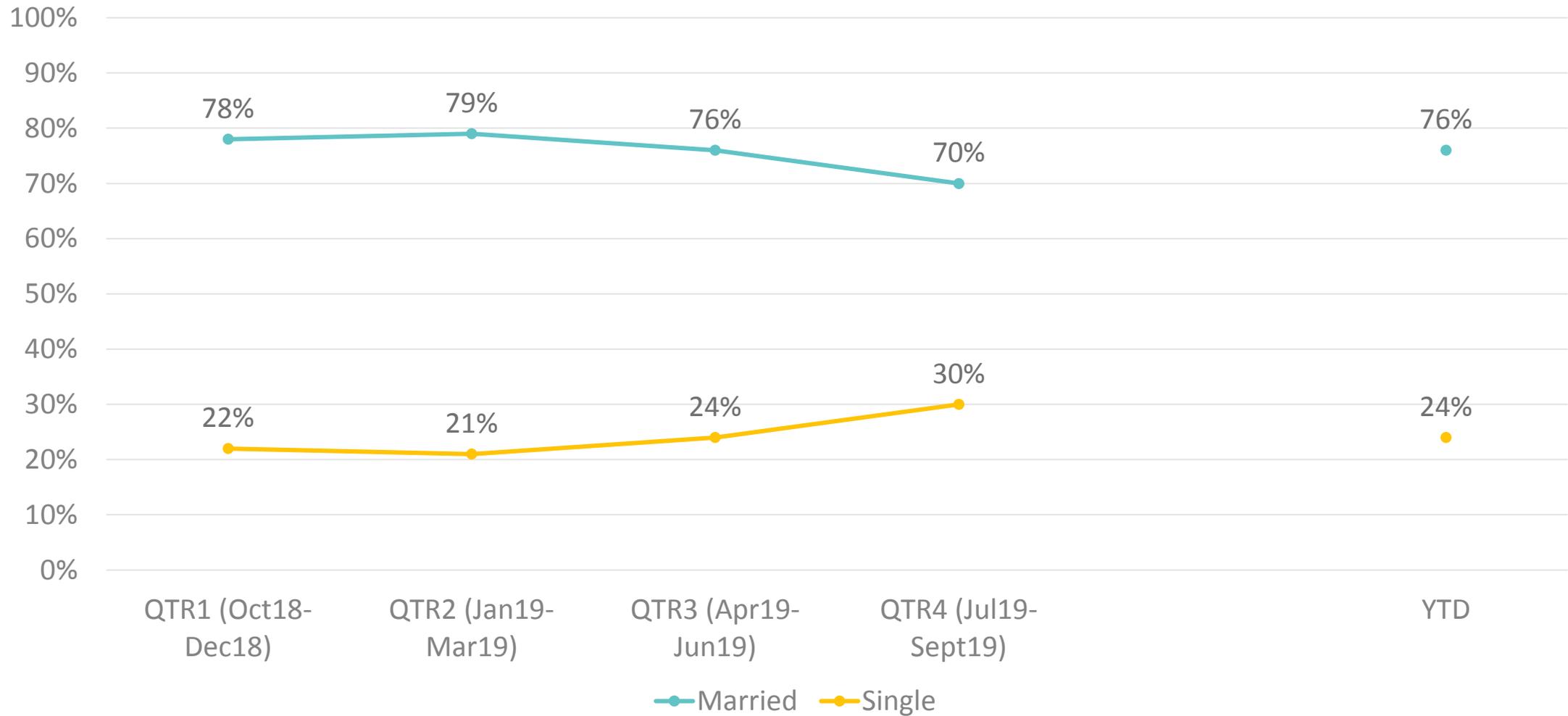
GENDER



MARITAL STATUS



MARITAL STATUS – TRACKING



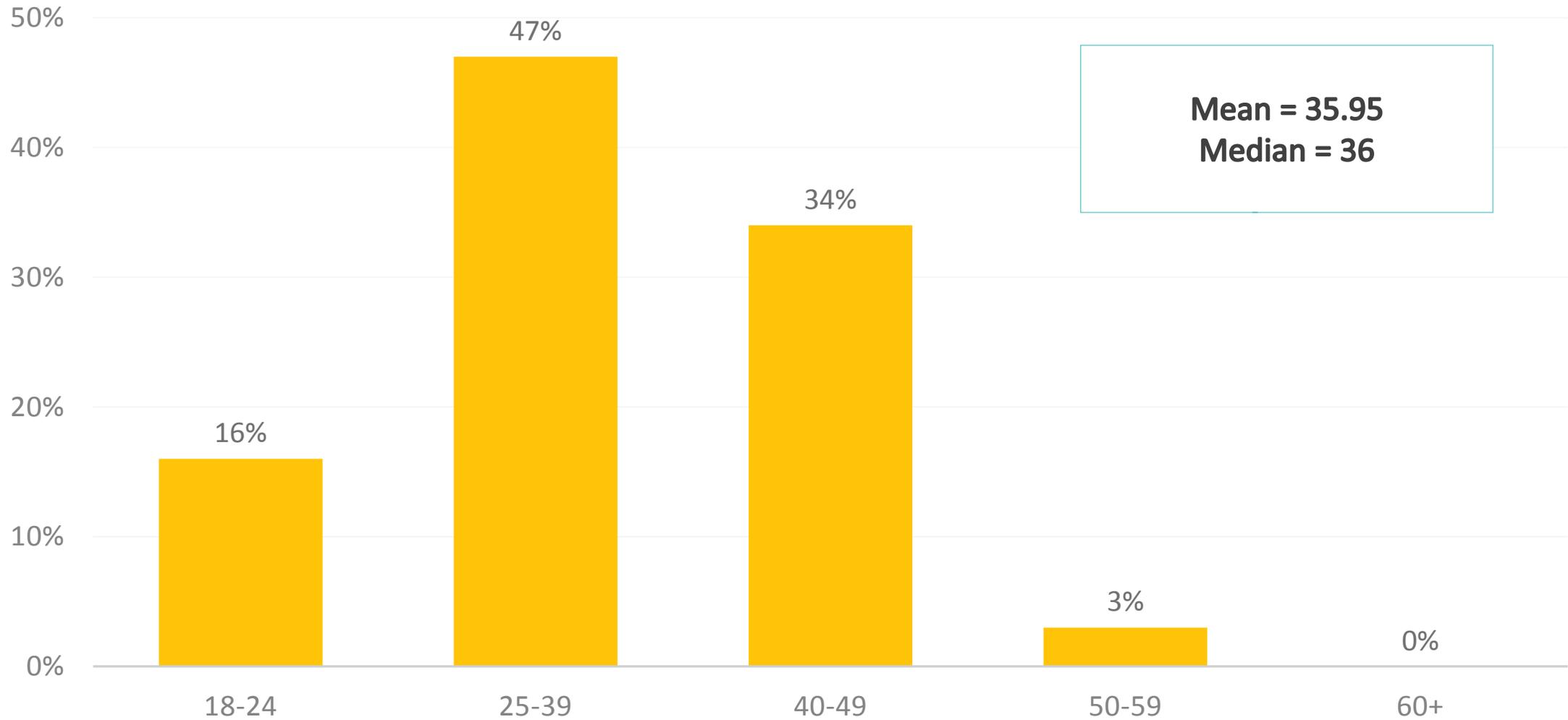
MARITAL STATUS – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
QE Are you married or single?

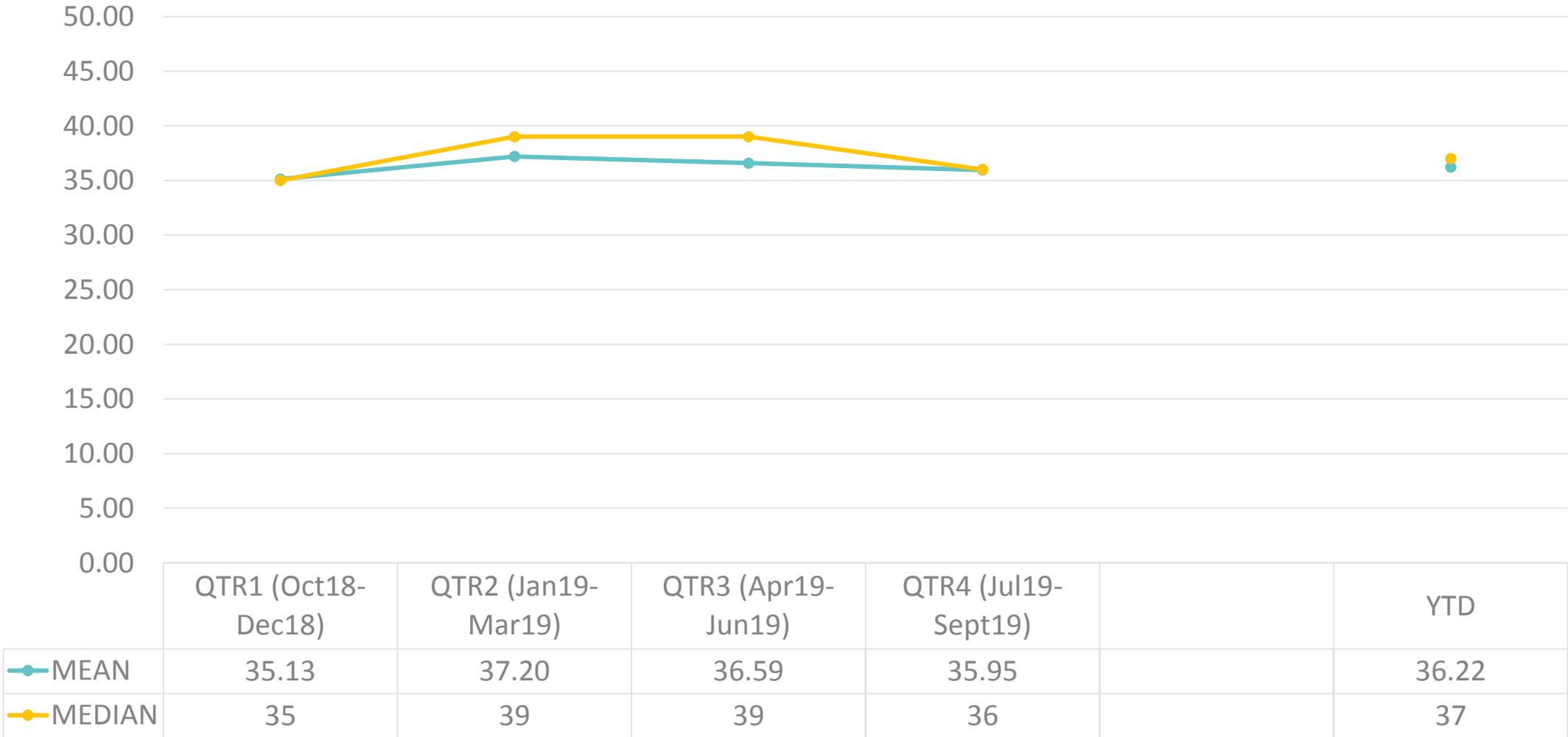
		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT	LEISURE TRVL
		-	-	-	-	-	-	-	-	-
QE	Married	70%	82%	66%	68%	50%	97%	73%	77%	69%
	Single	30%	18%	34%	32%	50%	3%	27%	23%	31%
	Total	1074	902	788	90	6	35	15	455	671

Prepared by Anthology Research

AGE



AGE – TRACKING



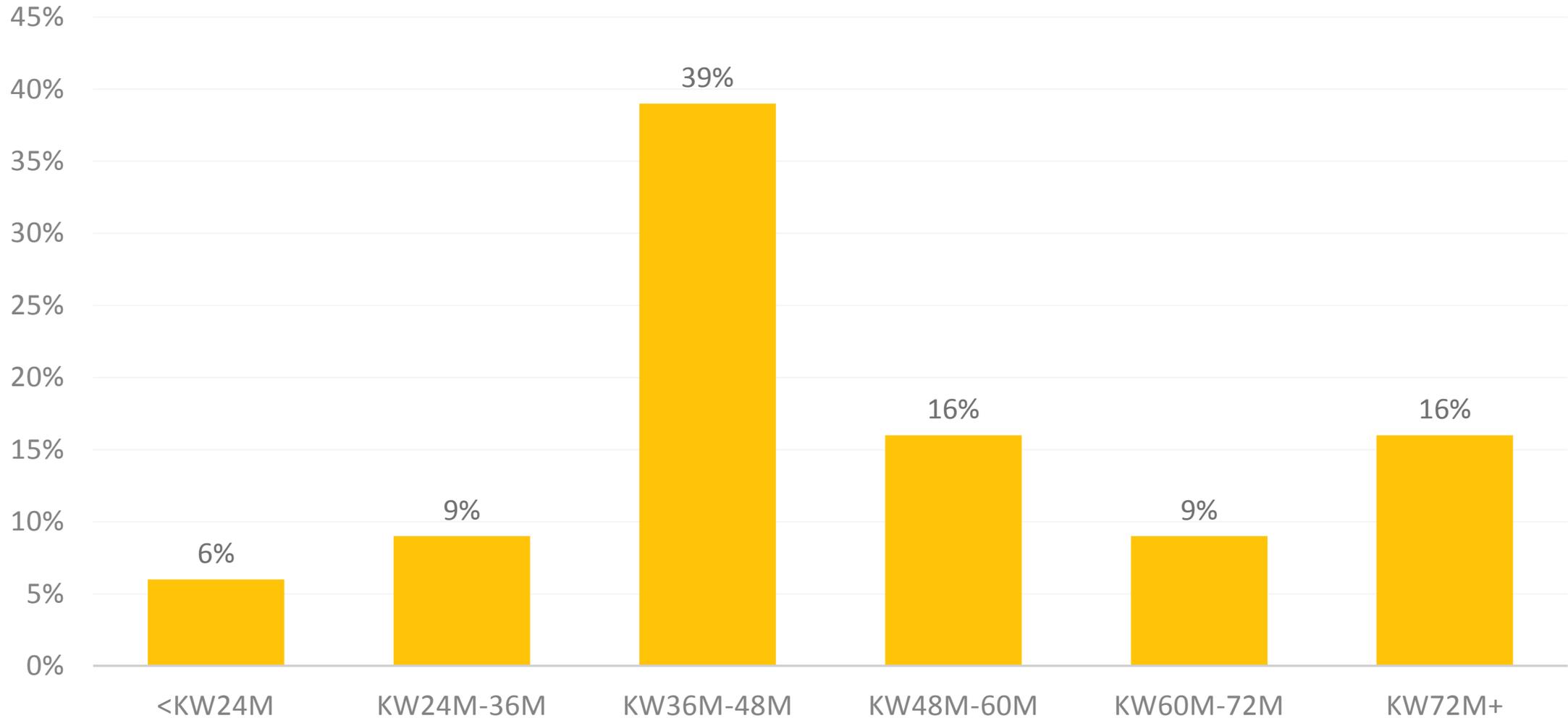
AGE – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
QF What was your age on your last birthday?

		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT	LEISURE TRVL
		-	-	-	-	-	-	-	-	-
QF	18-24	16%	15%	20%	14%		11%	27%	18%	9%
	25-39	47%	42%	42%	51%	67%	86%	7%	30%	67%
	40-49	34%	40%	35%	31%	33%	3%	67%	48%	21%
	50-59	3%	3%	2%	3%				3%	2%
	60+	0%	0%	1%					1%	1%
	Total	1074	902	788	90	6	35	15	455	671
QF	Mean	35.95	37.25	35.63	35.12	35.67	31.37	38.67	38.22	34.24
	Median	36	38	36	37	34	31	46	40	34

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HOUSEHOLD INCOME



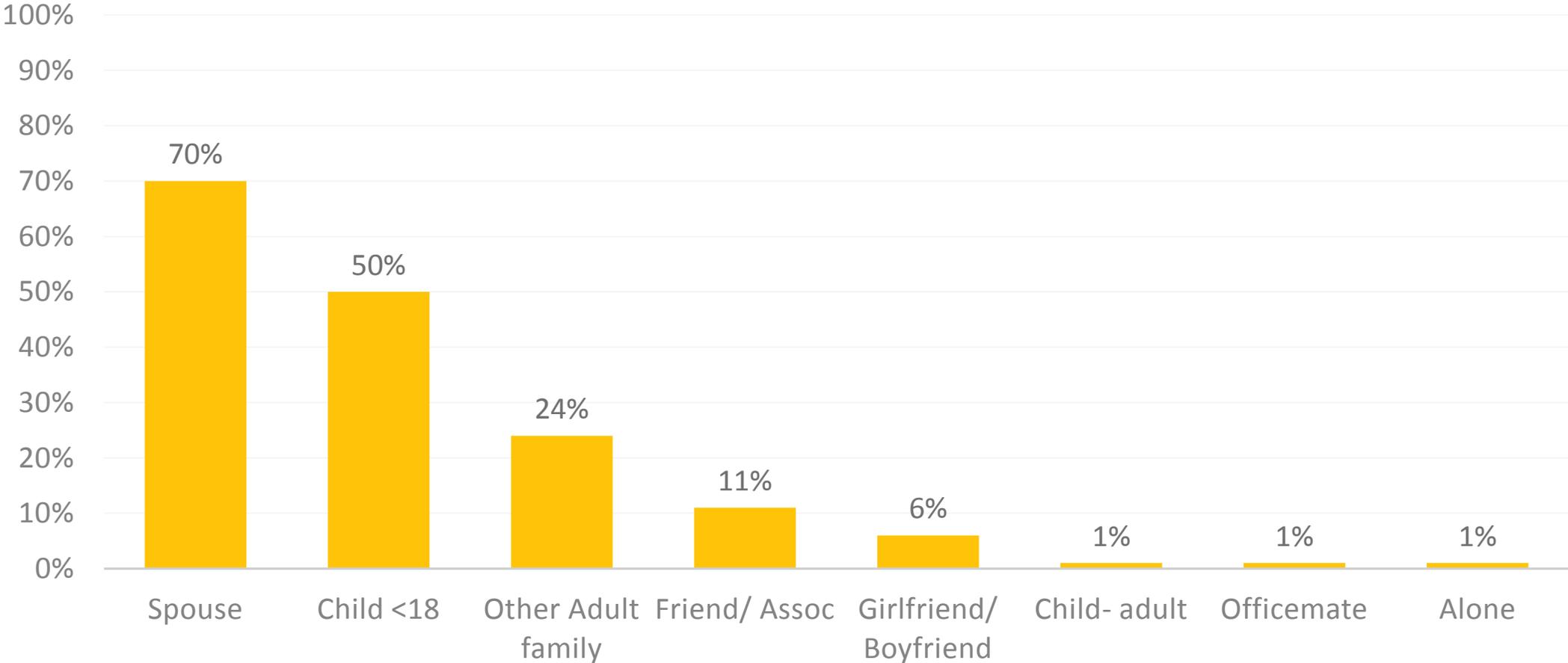
HOUSEHOLD INCOME – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
D2 What is your approximate annual household income, before taxes?

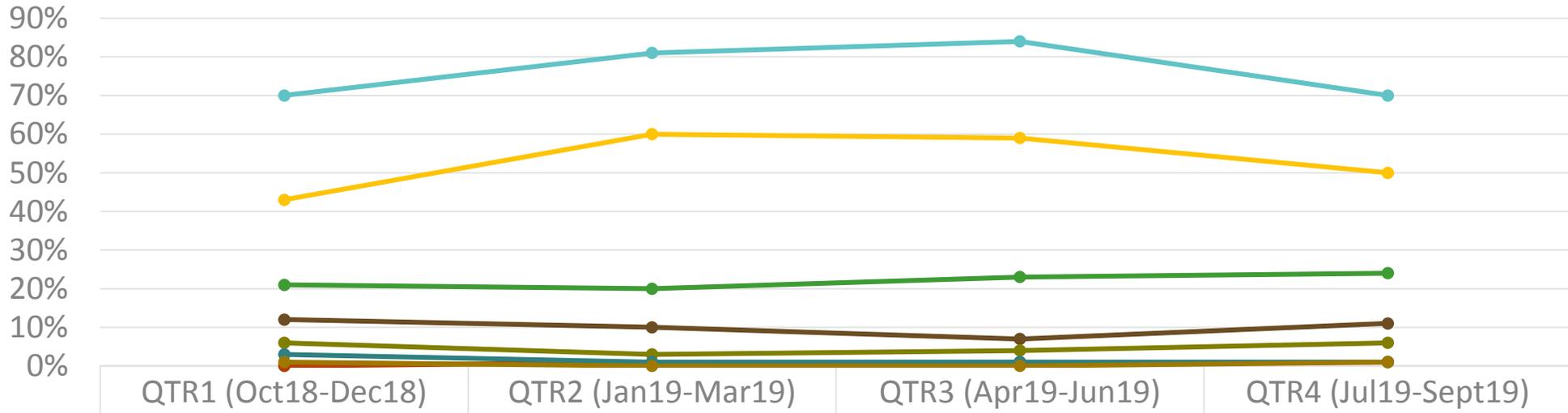
		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT	LEISURE TRVL
		-	-	-	-	-	-	-	-	-
D2	<KW12,000,000	2%	1%	2%	1%				1%	3%
	KW12,000,001-KW24,000,000	4%	2%	3%	8%		9%		0%	5%
	KW24,000,001-KW36,000,000	9%	7%	8%	8%	17%	31%	7%	2%	14%
	KW36,000,001-KW48,000,000	39%	44%	48%	13%	17%	14%	93%	58%	11%
	KW48,000,001-KW60,000,000	16%	16%	14%	28%	50%	20%		14%	21%
	KW60,000,010KW72,000,000	9%	10%	7%	16%		6%		7%	14%
	KW72,000,001+	16%	16%	13%	18%		9%		15%	24%
	No Income/Rf	5%	4%	5%	9%	17%	11%		3%	8%
	Total	1074	902	788	90	6	35	15	455	671

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TRAVEL PARTY



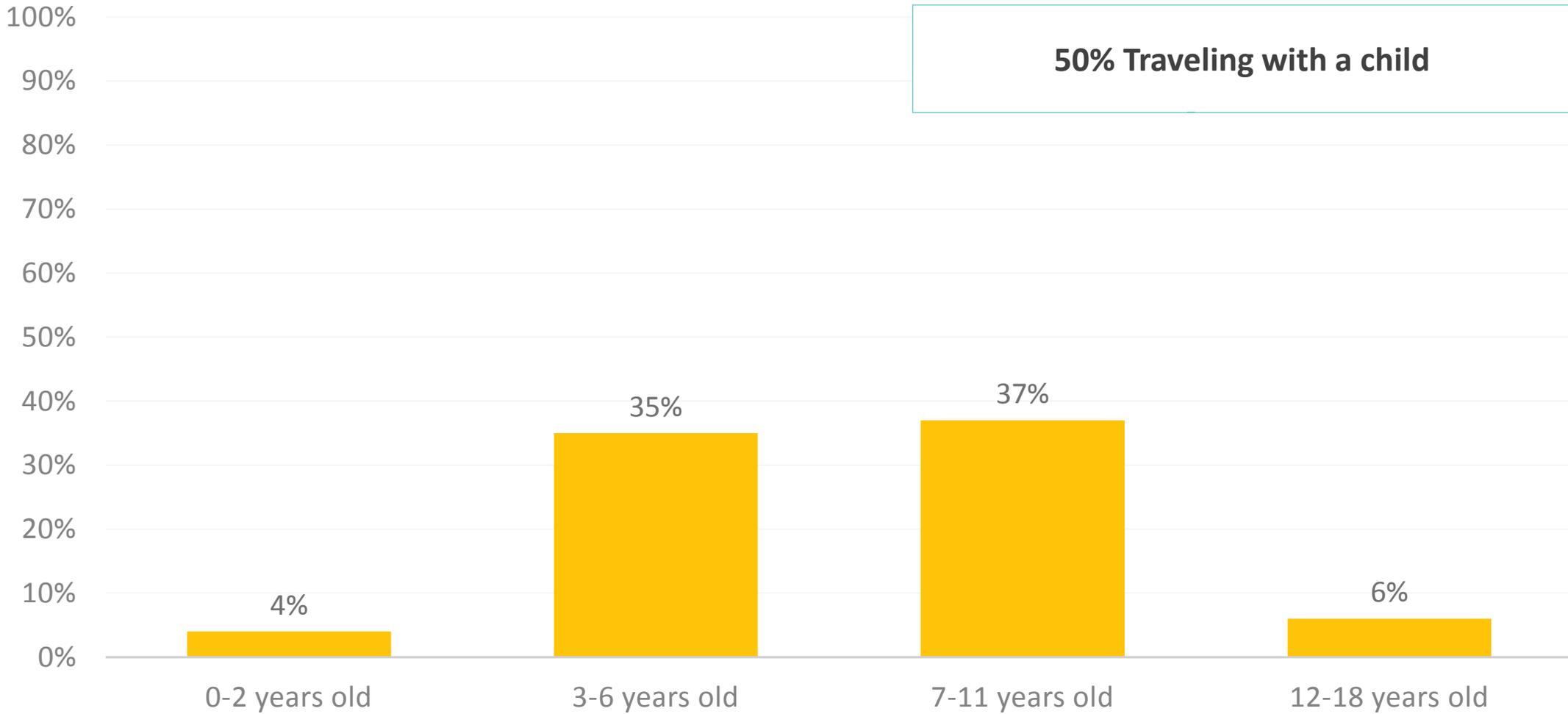
TRAVEL PARTY – TRACKING



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
Spouse	70%	81%	84%	70%
Child<18	43%	60%	59%	50%
Adult family	21%	20%	23%	24%
Friend/ Assoc	12%	10%	7%	11%
GF/BF	6%	3%	4%	6%
Officemate	0%	1%	1%	1%
Child- adult	3%	1%	1%	1%
Alone	1%	0%	0%	1%

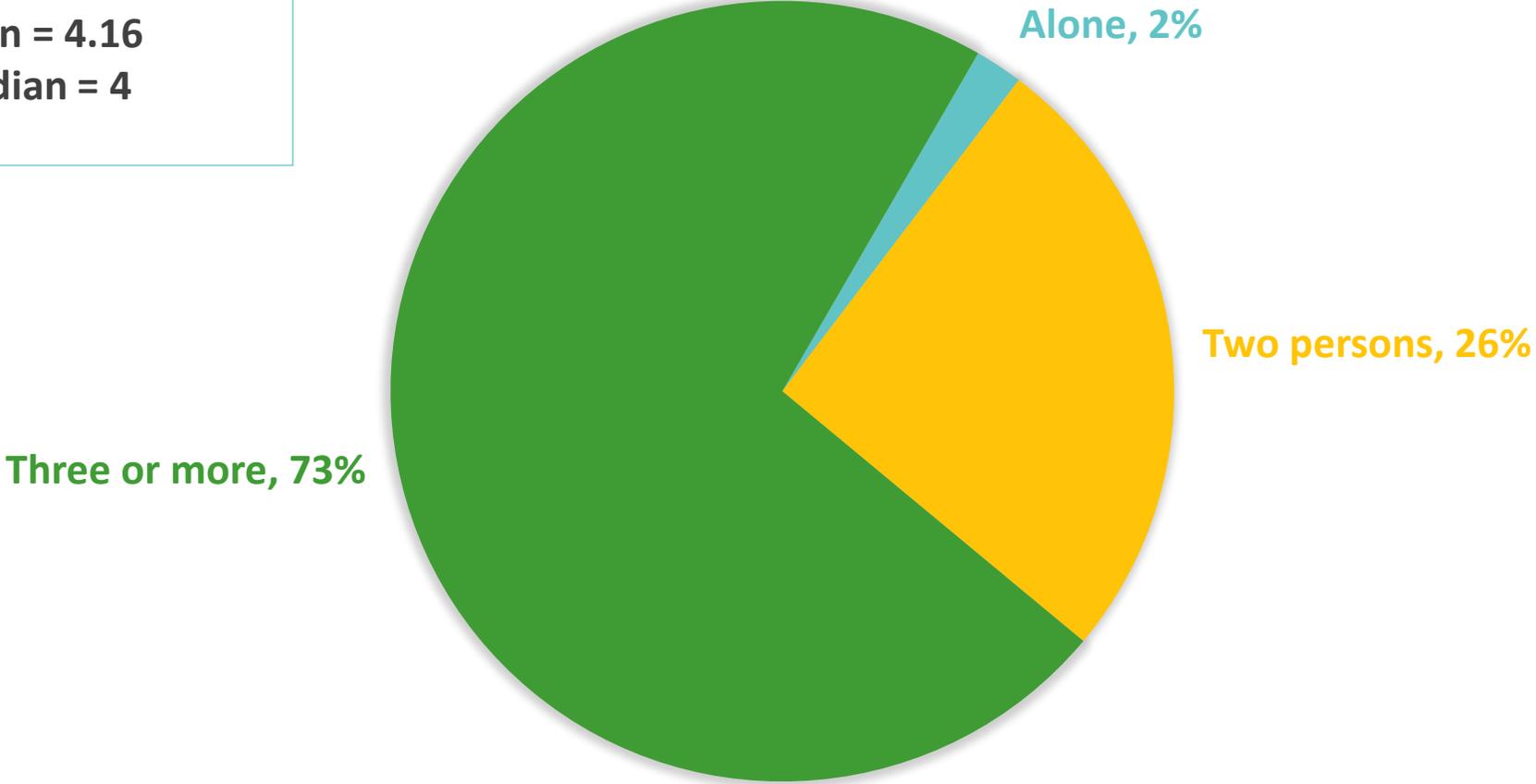


TRAVEL PARTY – CHILD UNDER 18

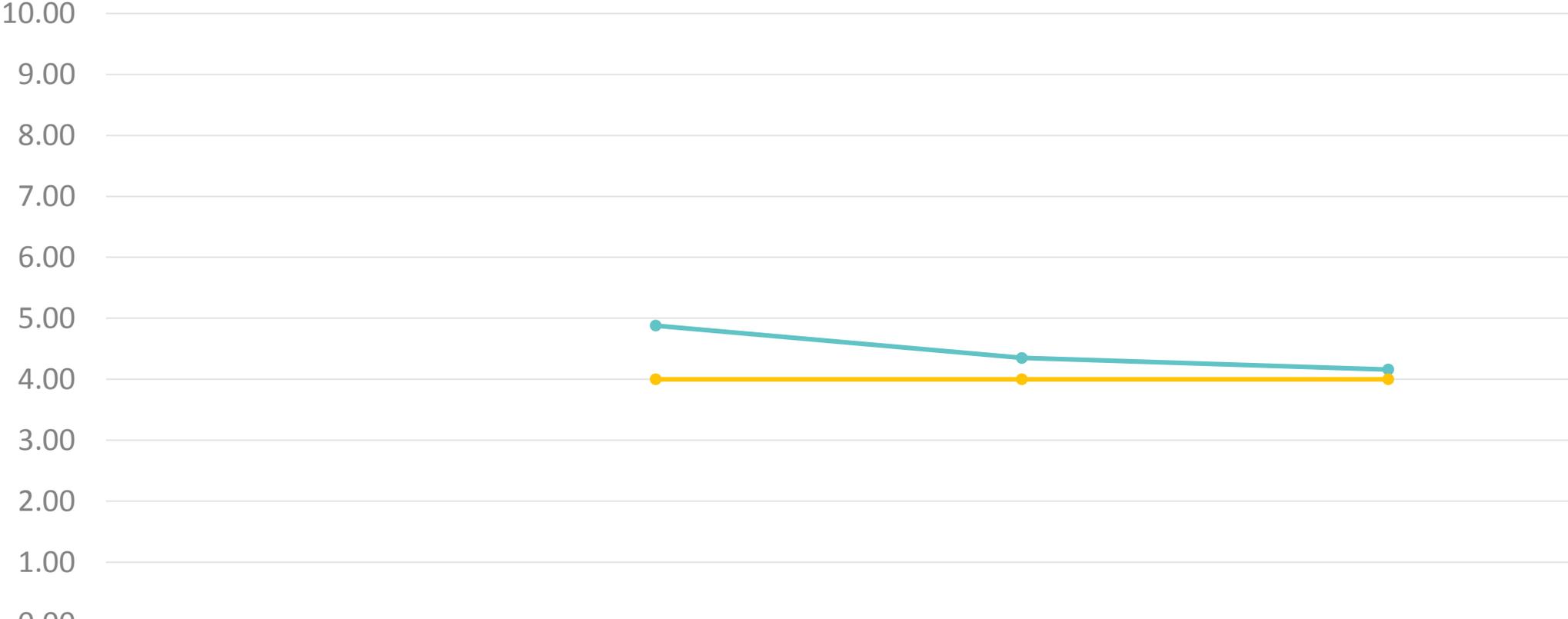


TRAVEL PARTY SIZE

Mean = 4.16
Median = 4



TRAVEL PARTY SIZE – TRACKING



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
MEAN		4.88	4.35	4.16
MEDIAN		4	4	4



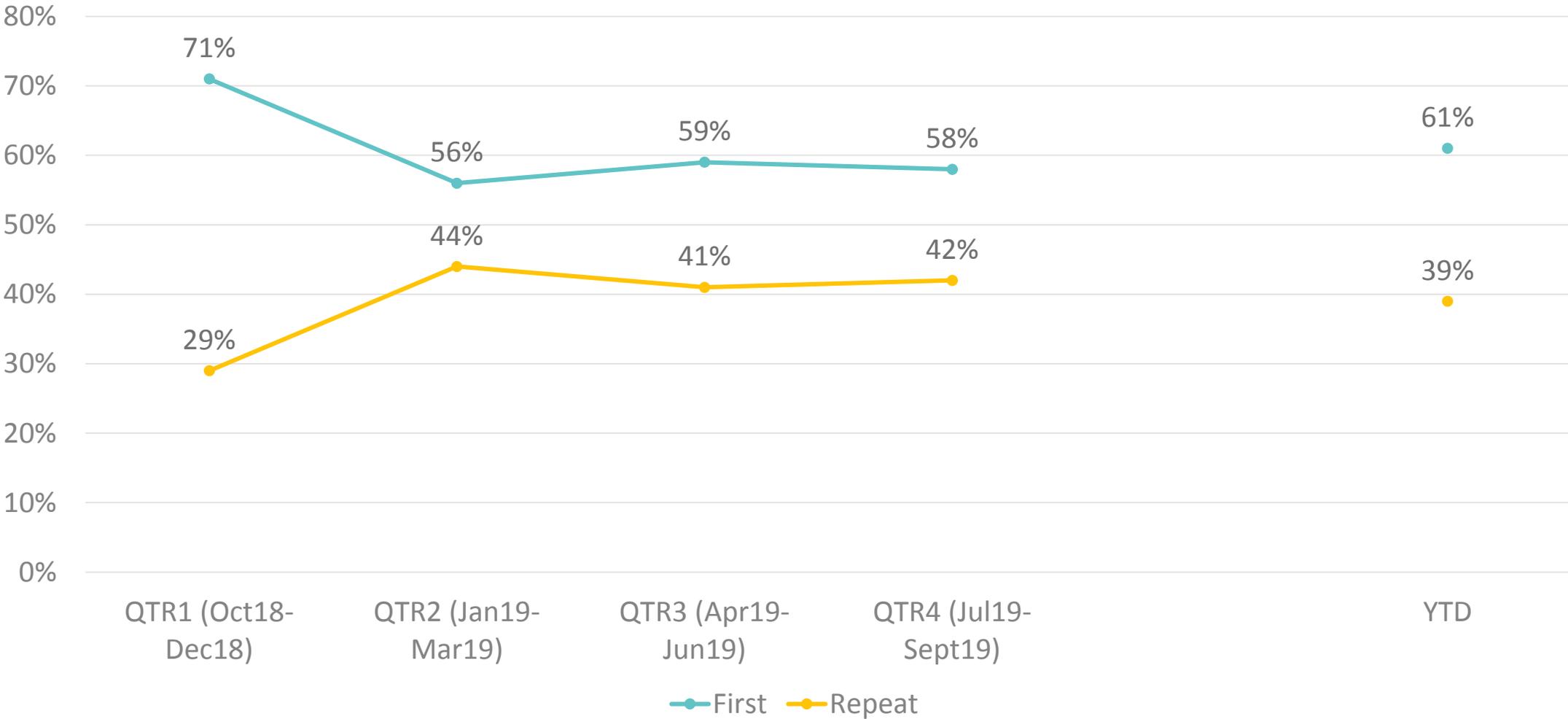
TRIPS TO GUAM



Mean = 1.53
Median = 1



TRIPS TO GUAM – TRACKING



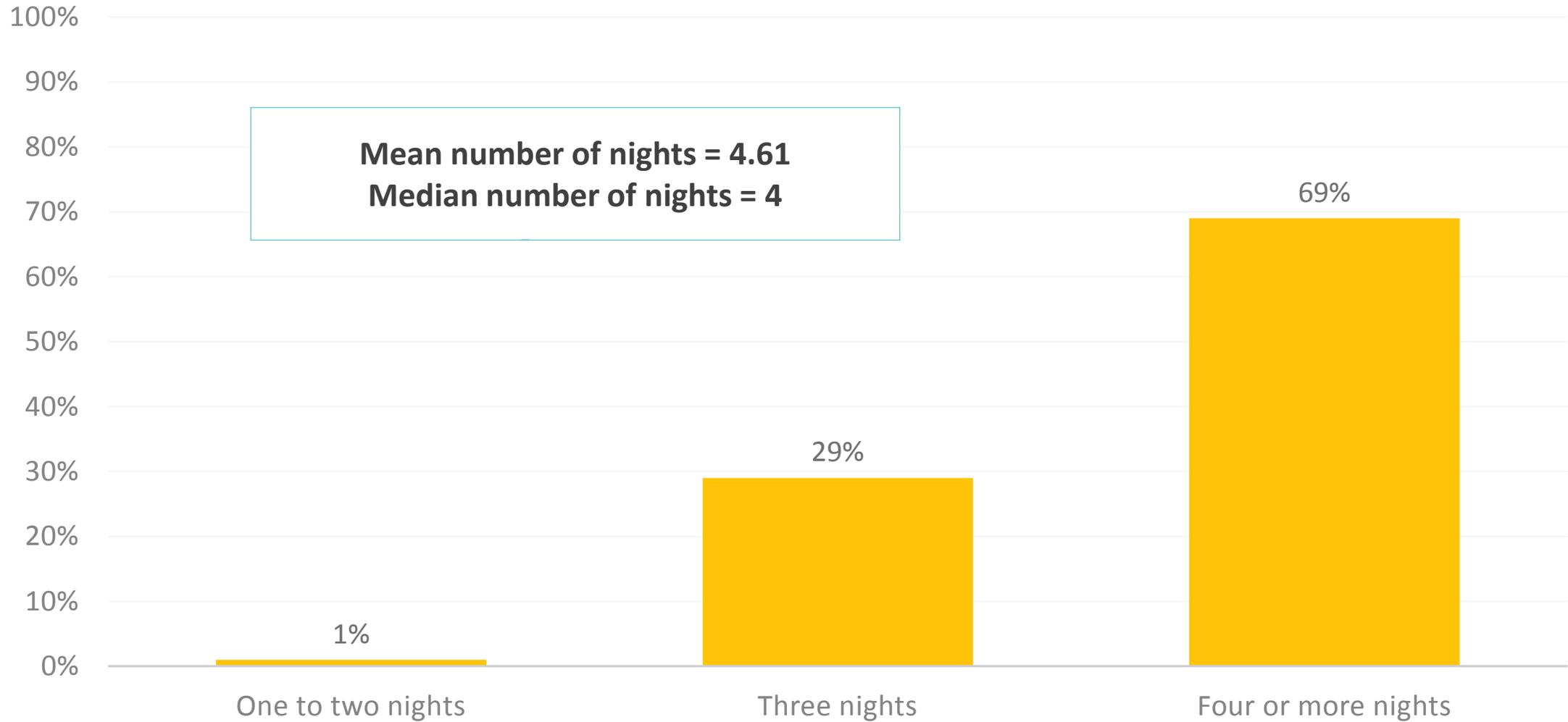
TRIPS TO GUAM – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
Q9 Including this trip, how many times have you been to Guam?

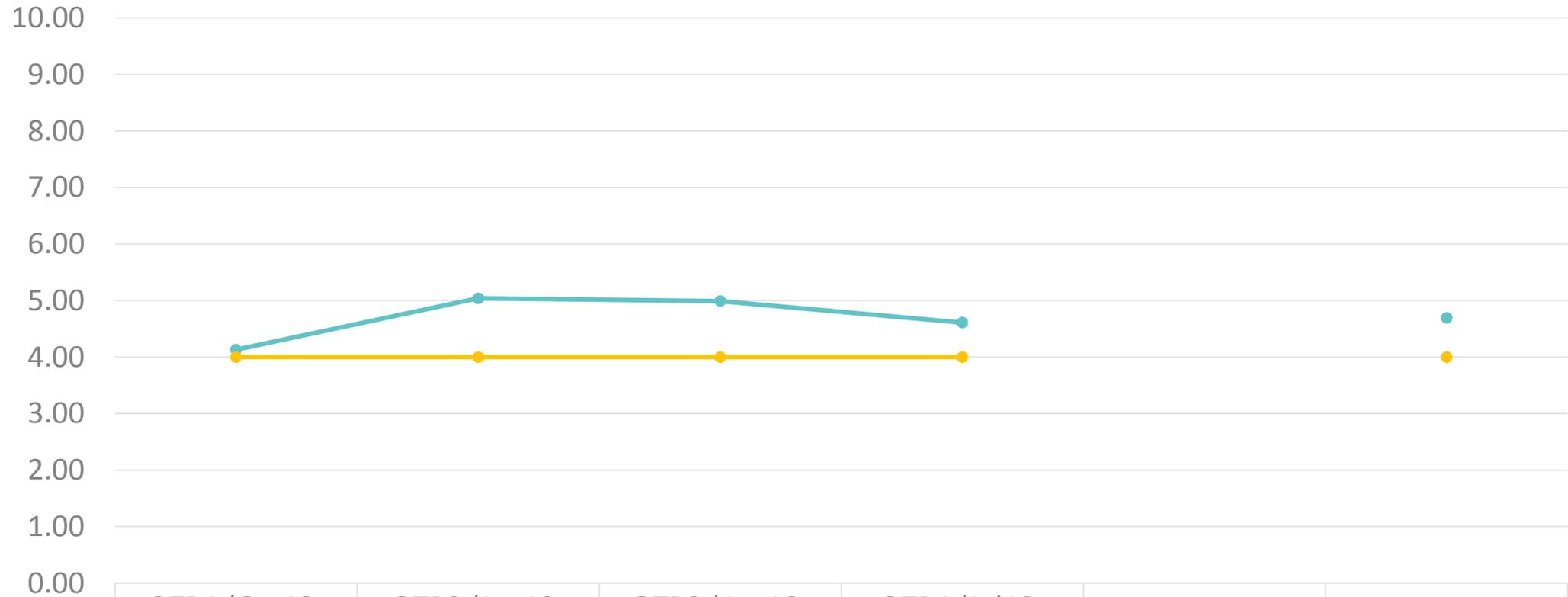
		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT	LEISURE TRVL
		-	-	-	-	-	-	-	-	-
Q9	1st time	58%	51%	52%	69%	83%	89%	80%		75%
	Repeat	42%	49%	48%	31%	17%	11%	20%	100%	25%
	Total	1074	902	788	90	6	35	15	455	671
Q9	Mean	1.53	1.60	1.55	1.41	1.17	1.14	1.20	2.24	1.39
	Median	1	1	1	1	1	1	1	2	1

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LENGTH OF STAY



LENGTH OF STAY – TRACKING



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)	YTD
MEAN	4.13	5.04	4.99	4.61	4.69
MEDIAN	4	4	4	4	4

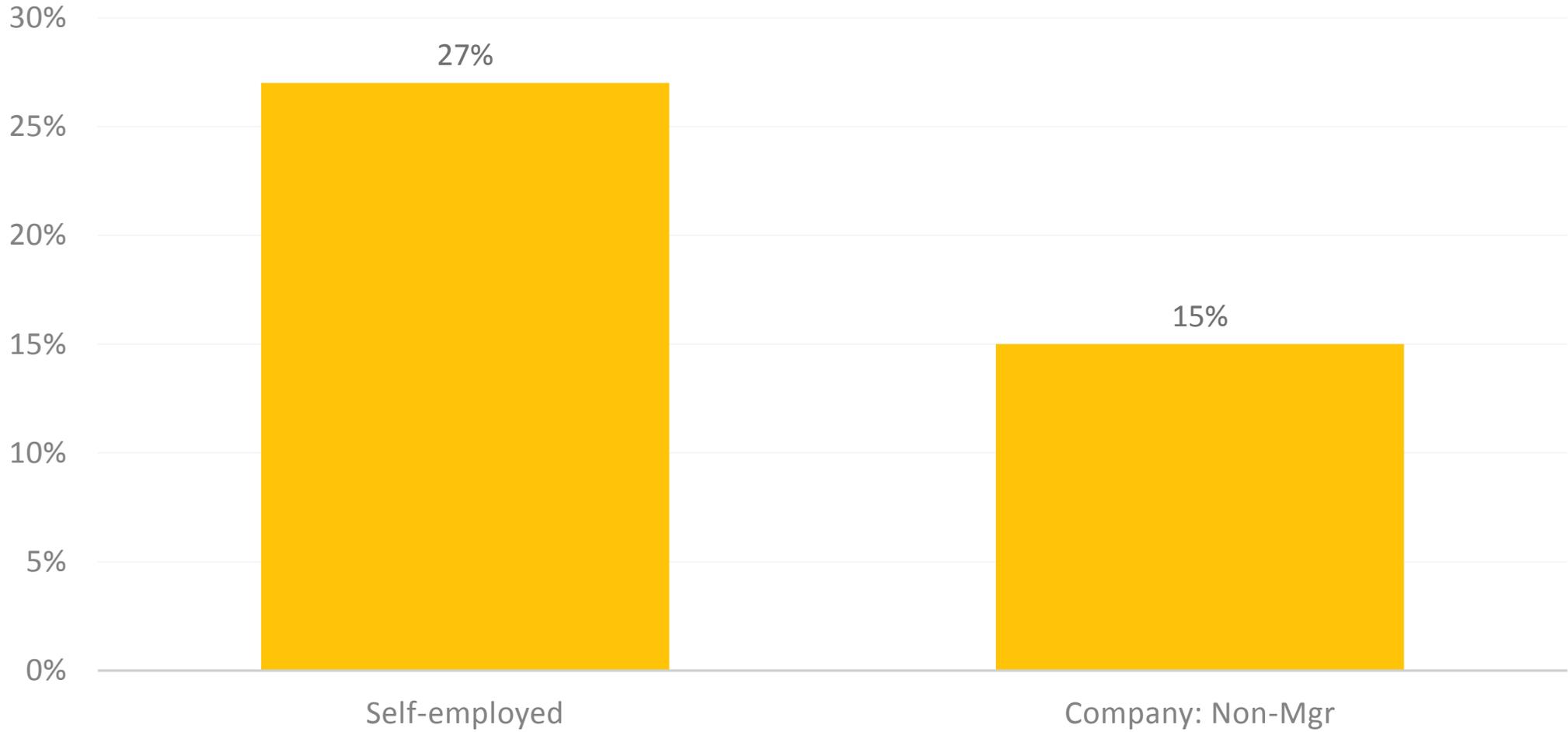
LENGTH OF STAY – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
SA How many nights did you stay on Guam?

		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT	LEISURE TRVL
		-	-	-	-	-	-	-	-	-
SA	1-2 nights	1%	1%	1%	3%	17%			1%	2%
	3 nights	29%	25%	22%	60%	50%	23%	7%	17%	45%
	4+	69%	74%	77%	37%	33%	77%	93%	82%	54%
	Total	1074	902	788	90	6	35	15	455	671
SA	Mean	4.61	4.81	4.97	3.54	3.33	4.17	5.87	5.33	3.82
	Median	4	4	4	3	3	4	7	5	4

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OCCUPATION – Top Responses (10%+)



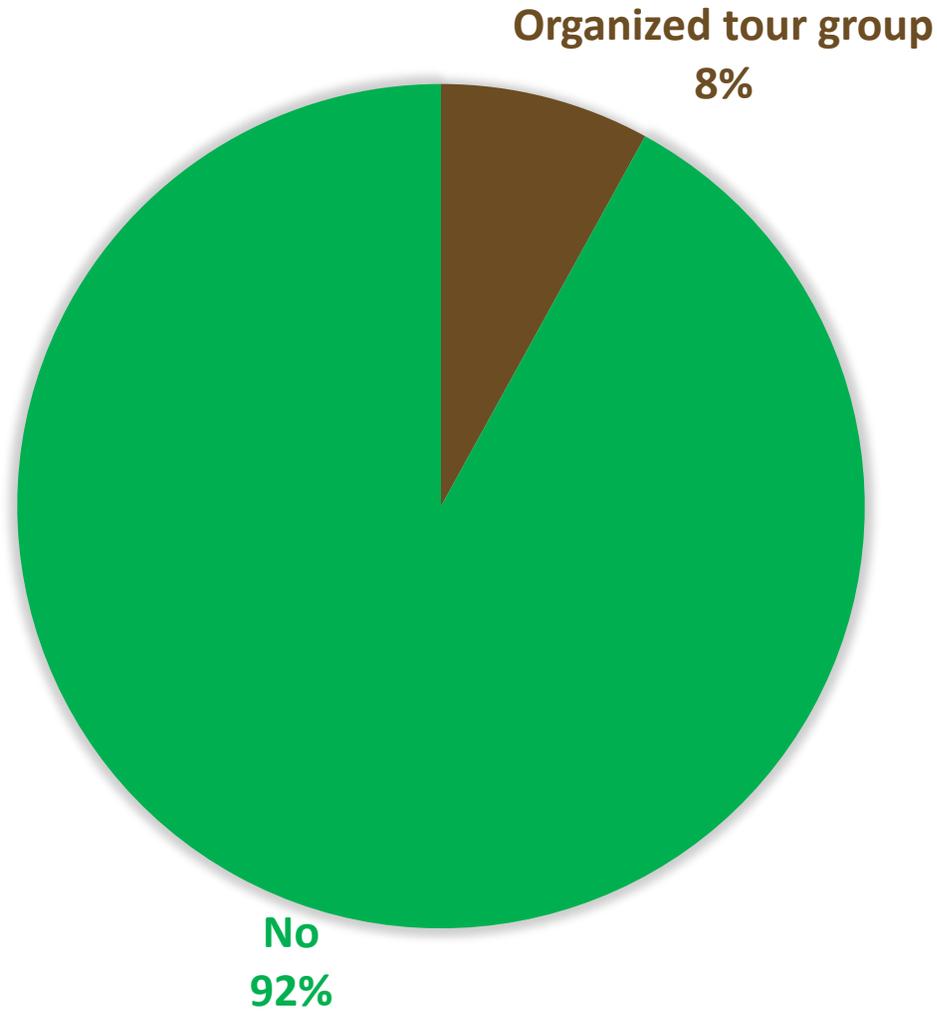


SECTION 2

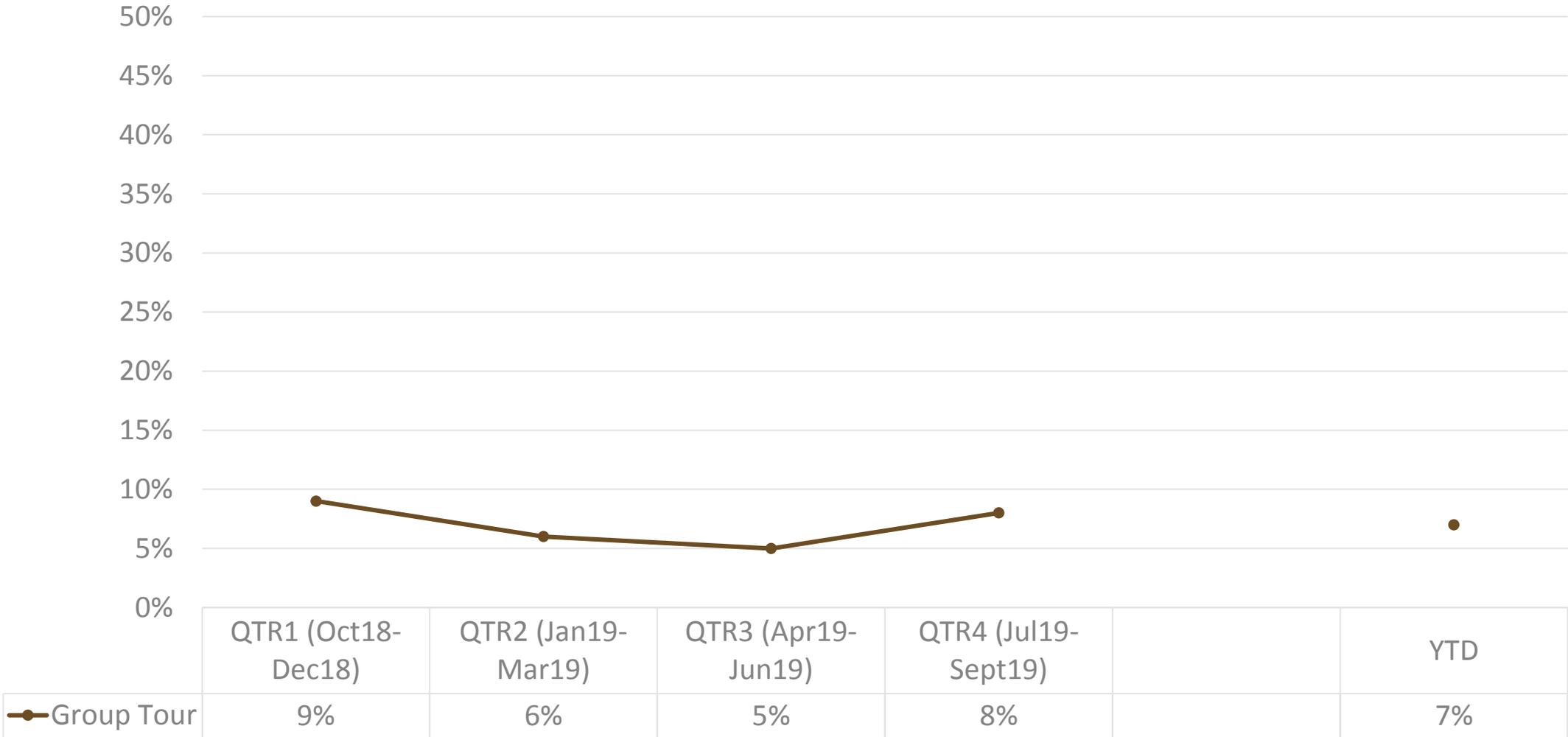
TRAVEL PLANNING



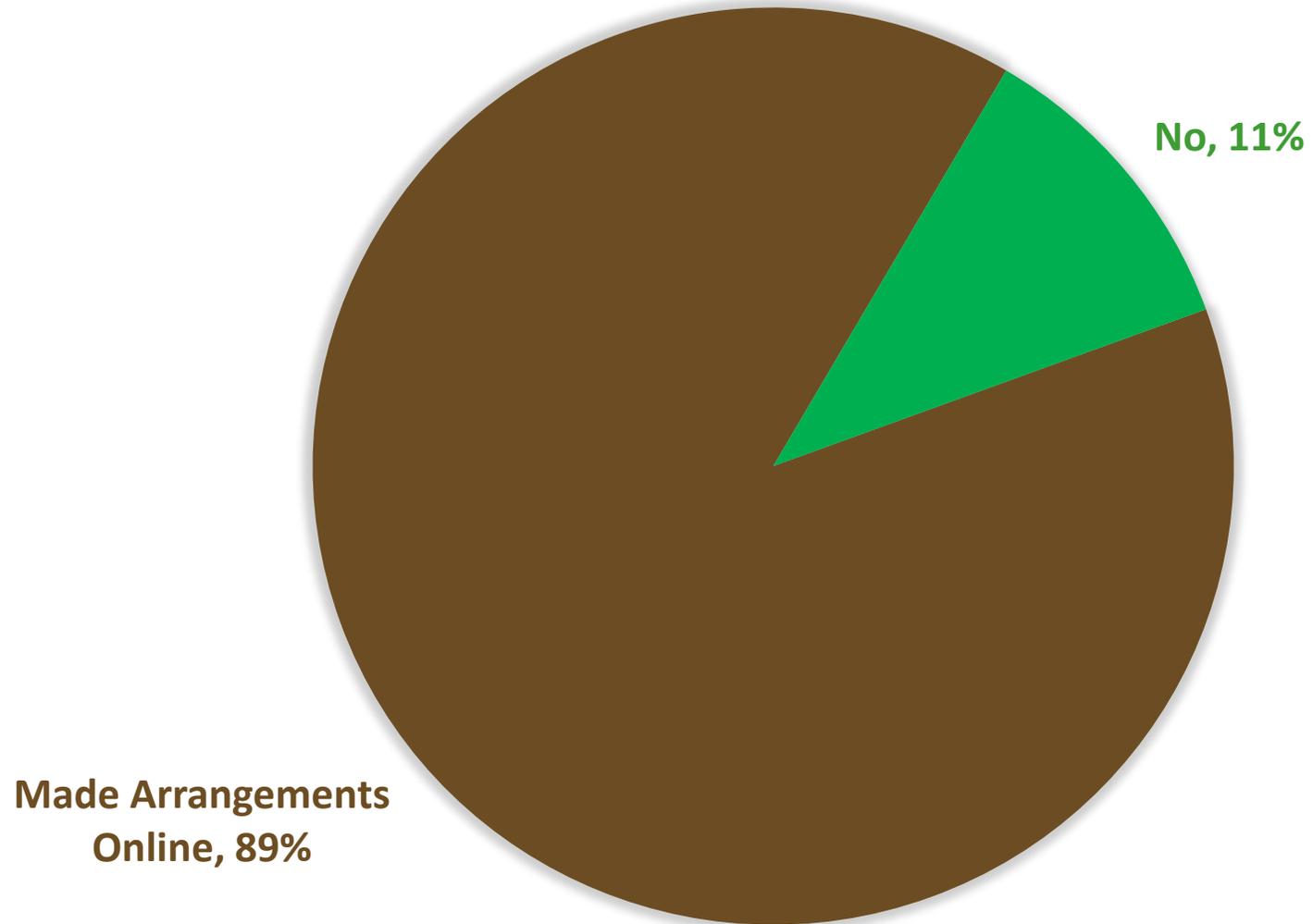
ORGANIZED TOUR GROUP



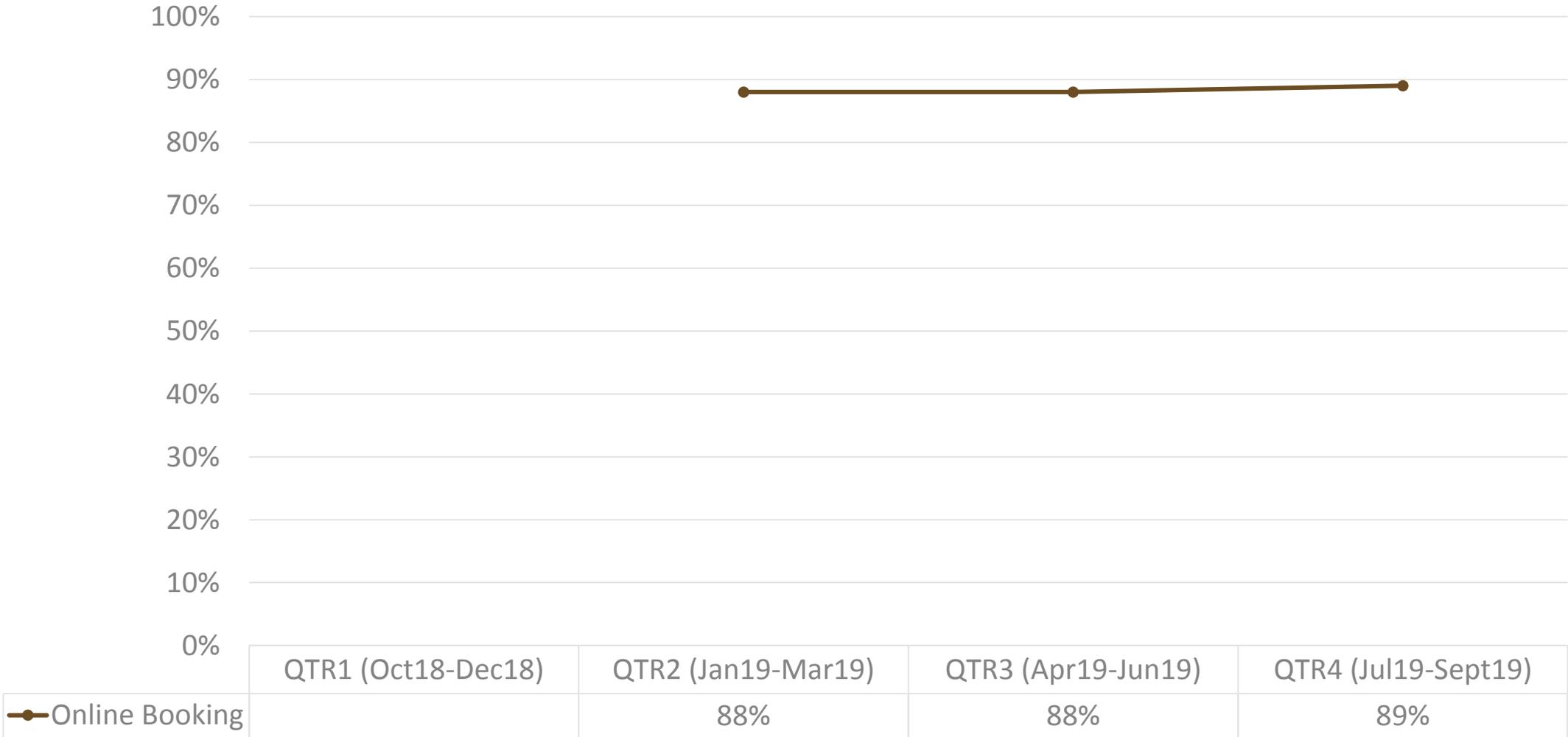
ORGANIZED TOUR GROUP – TRACKING



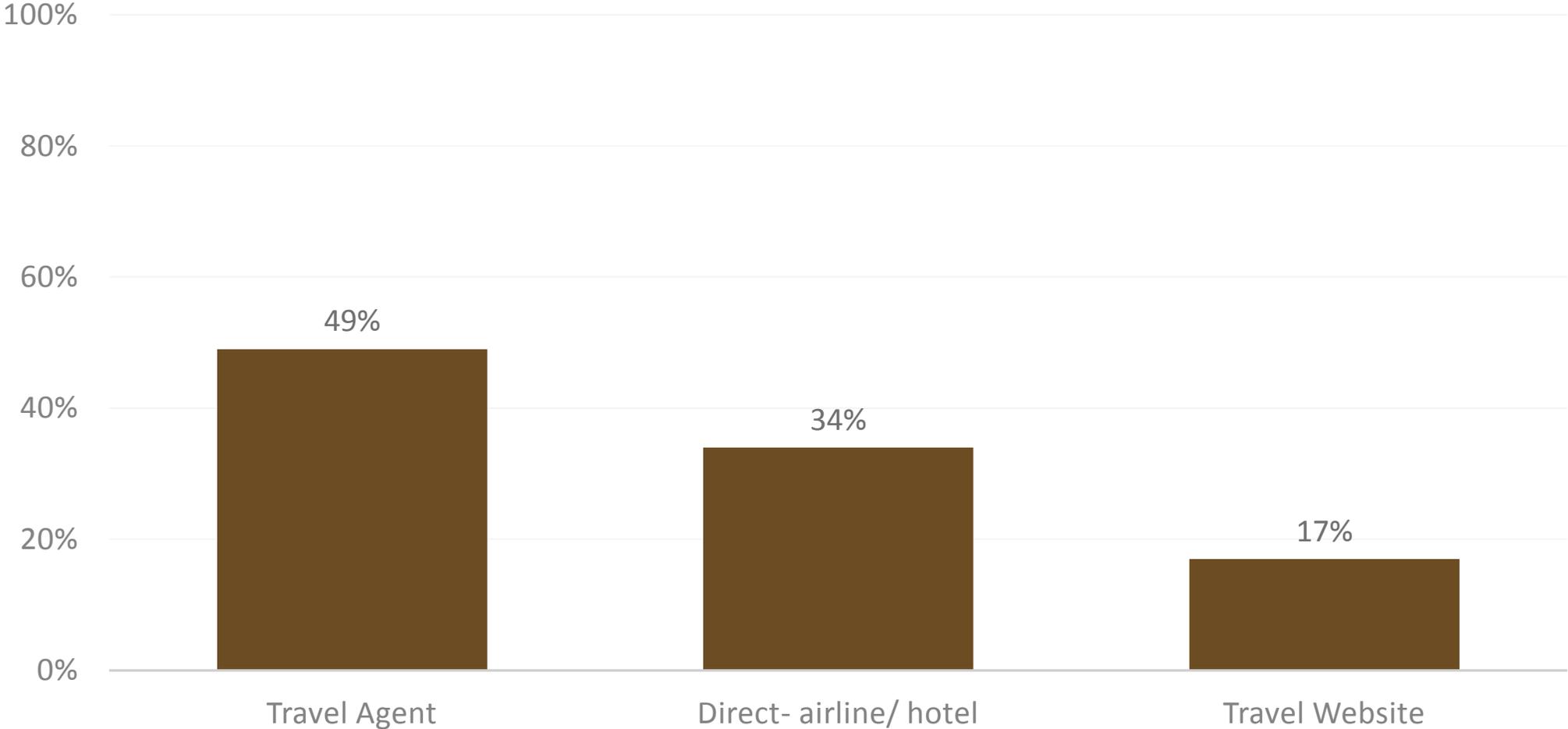
ONLINE BOOKING



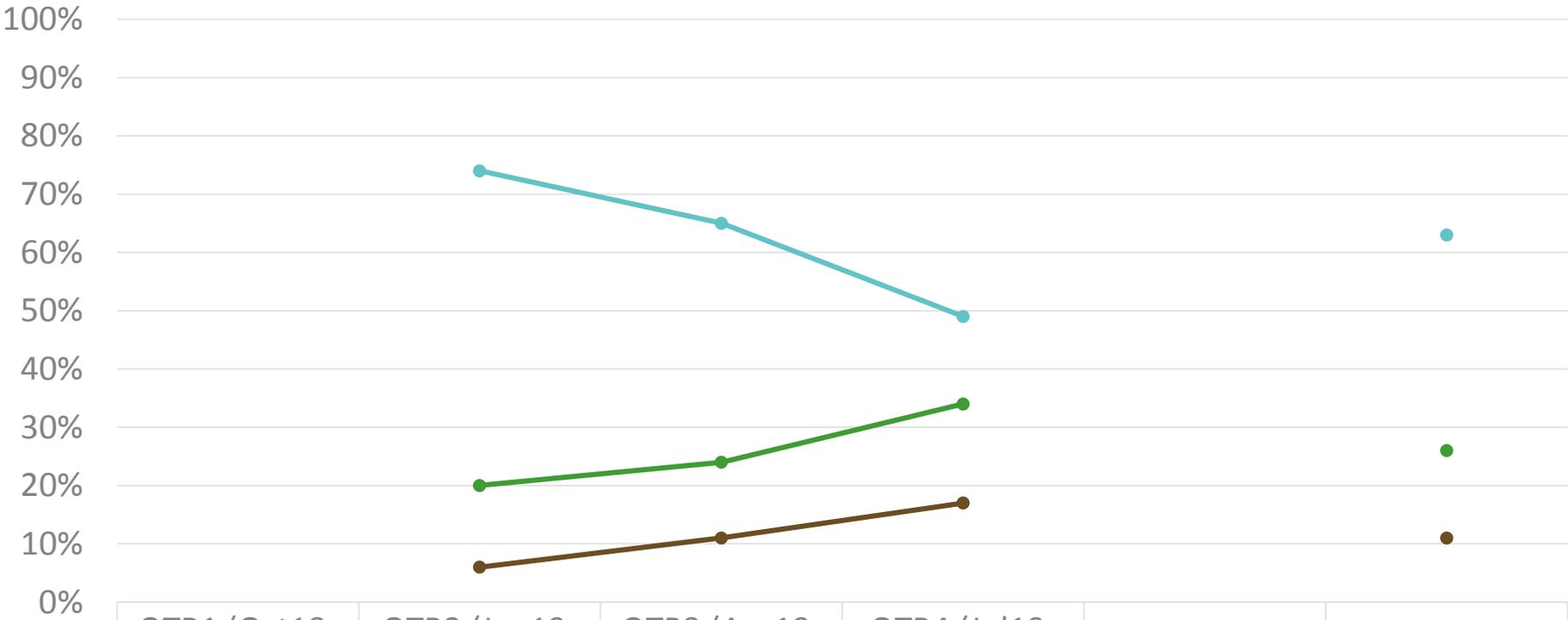
ONLINE BOOKING – TRACKING



TRAVEL ARRANGEMENTS



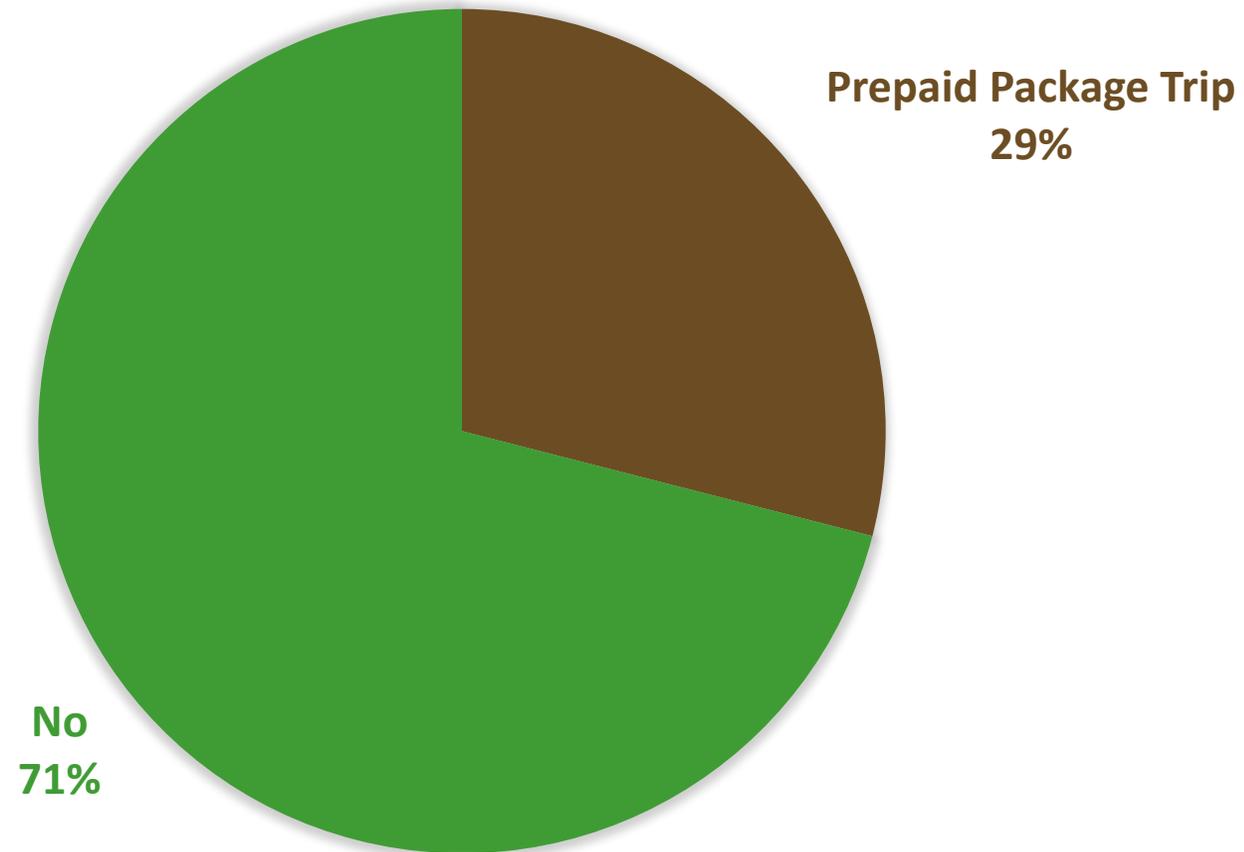
TRAVEL ARRANGEMENTS – TRACKING



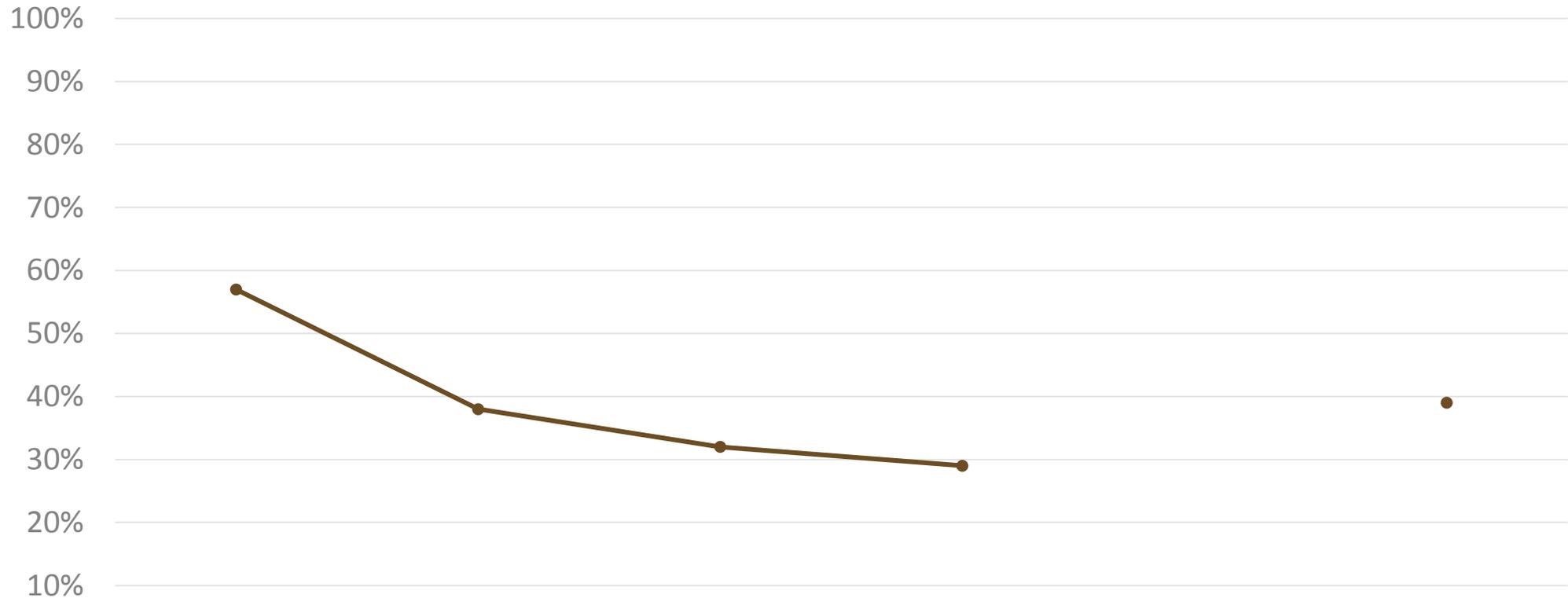
	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)		YTD
—●— Travel Agent		74%	65%	49%		63%
—●— Travel Website		6%	11%	17%		11%
—●— Direct- Airline/ Hotel		20%	24%	34%		26%



PREPAID PACKAGE TRIP

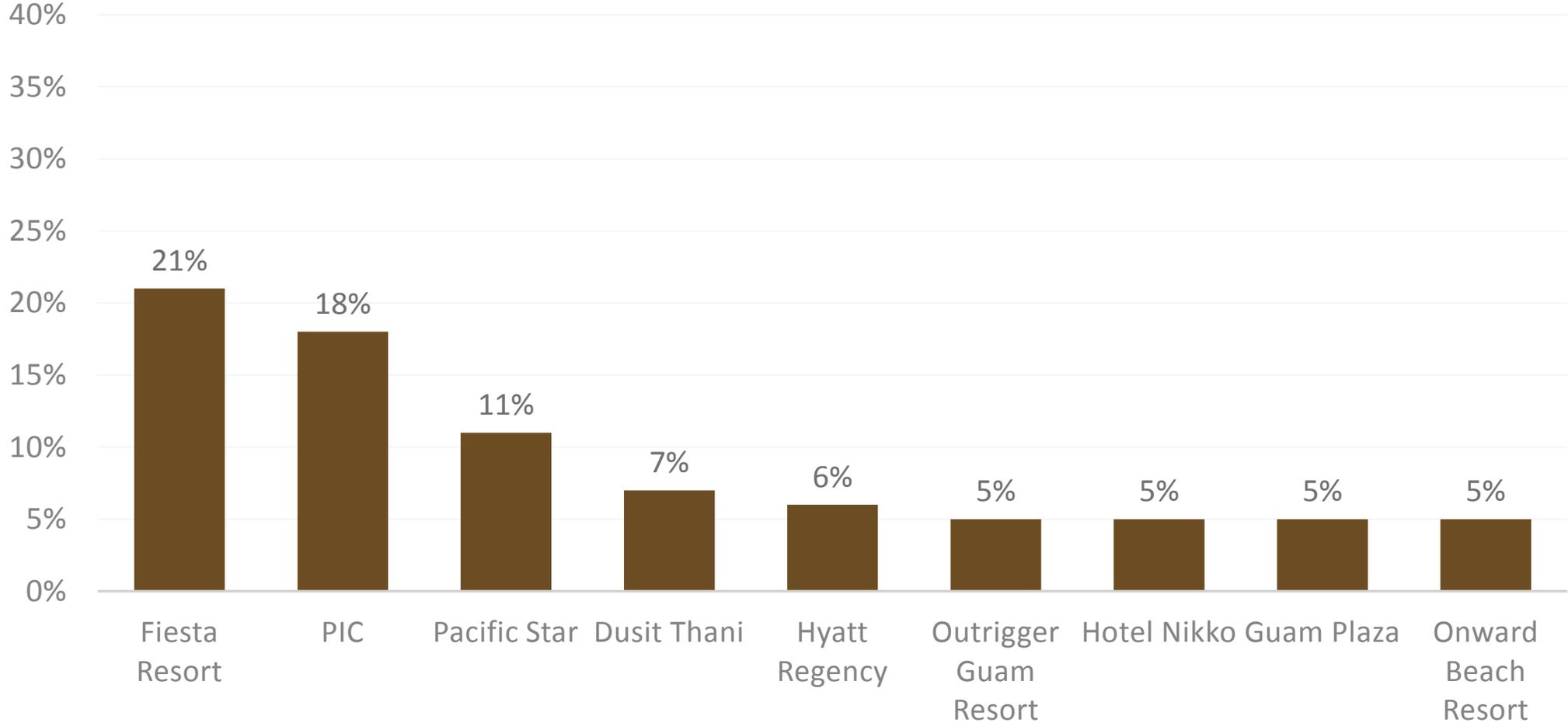


PREPAID PACKAGE TRIP

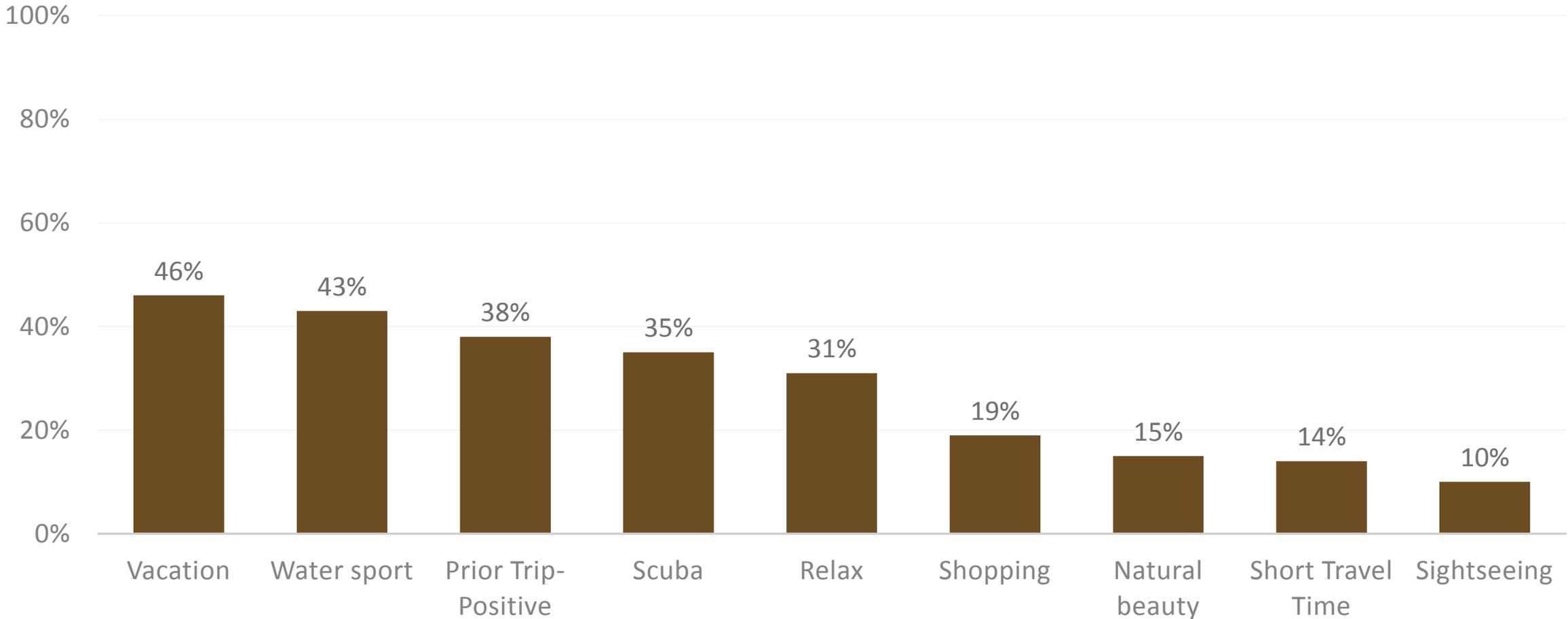


	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)		YTD
● Prepaid Pkg	57%	38%	32%	29%		39%

ACCOMMODATIONS (5%+)



TRAVEL MOTIVATIONS (10%+)



TRAVEL MOTIVATIONS – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
Q8 What top three reasons motivated you to travel to Guam on this trip?

	TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT	LEISURE TRVL
Q8 Vacation	46%	41%	39%	73%	100%	57%		23%	74%
Water sports (snorkeling, windsurfing, parasailing)	43%	44%	48%	22%		17%	40%	54%	23%
A previous visit	38%	44%	44%	26%	17%	6%	20%	90%	19%
Scuba diving	35%	40%	46%	9%		3%	67%	56%	3%
Just to relax	31%	30%	27%	40%		37%	7%	20%	50%
Shopping	19%	16%	17%	21%		14%		10%	28%
Beautiful seas, beaches, tropical climate	15%	14%	14%	16%		9%		7%	24%
Short travel time (not too far from home)	14%	14%	13%	13%	33%	23%	7%	9%	20%
Sightseeing/ visiting tourist spots	10%	9%	7%	14%	17%	3%		2%	16%
Career certification/ testing	8%	9%	11%	1%			7%	3%	
Price of the tour package	5%	6%	3%	11%		3%	20%	5%	5%
To visit friends or relatives	5%	6%	6%	3%		3%	20%	7%	1%
Recommendation of friend/ relative/ travel agency	4%	4%	1%	7%		9%		1%	5%
Honeymoon	3%	4%	3%	3%		100%		1%	4%
Social Media networks	3%	3%	2%	7%		3%		1%	4%
It is a safe place to spend a vacation	2%	2%	1%	2%				2%	3%
Organized sporting activity/ event	2%	2%	2%	2%		3%	13%	1%	1%
To Get Married/ attend Wedding	1%	2%	2%				100%	1%	0%
To golf	1%	1%	0%	1%				1%	1%
Adventure	1%	1%	1%	1%		3%		1%	1%
Incentive trip	0%	0%	0%	3%	83%			0%	1%
Company/ business trip	0%		0%	4%	33%			0%	0%
Shop Guam e-Festival	0%	0%	0%			3%		0%	0%
Magazines/ newspapers/ publications	0%								0%
Convention/ conference/ trade show/ meeting	0%		0%		17%				0%
School trip	0%			1%					0%
Medical	0%		0%						0%
Total	1074	902	788	90	6	35	15	455	671

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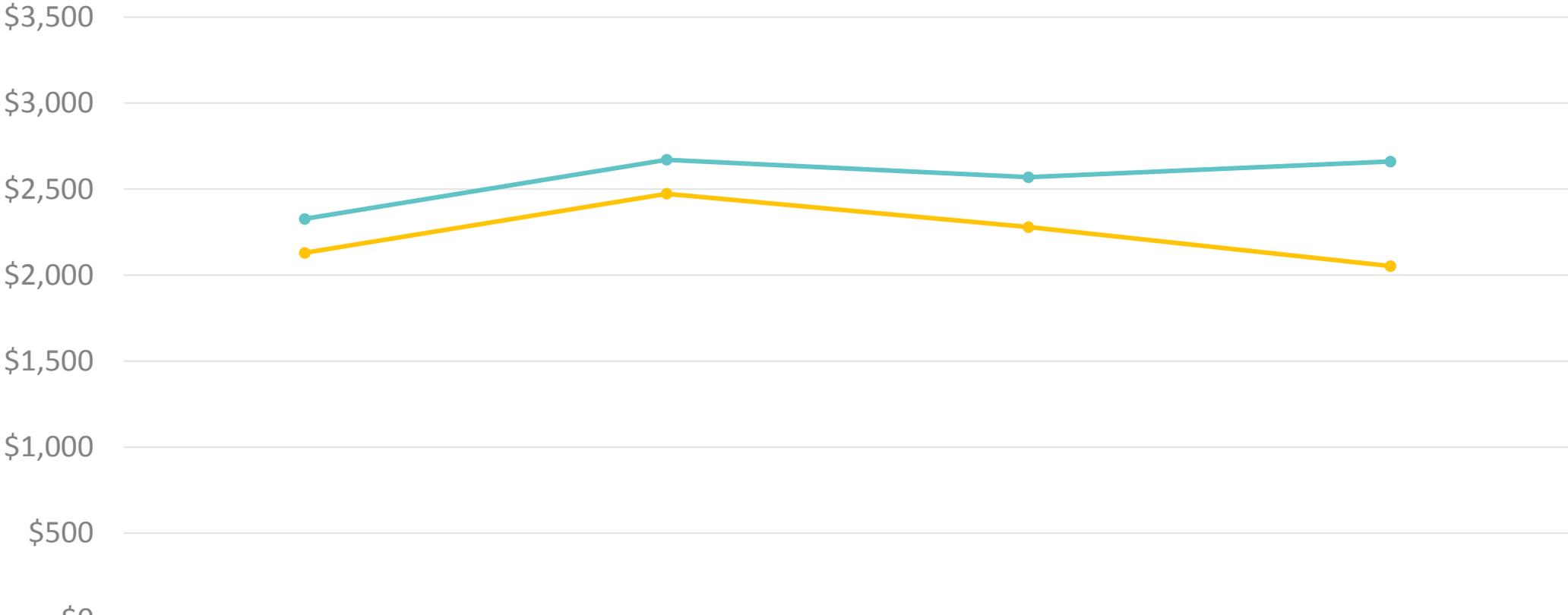
SECTION 3
EXPENDITURES



PREPAID PACKAGE EXPENDITURES

- \$2,660.05 = overall mean average prepaid package expense (for entire travel party) by respondent
- \$717.48 = overall mean average **per person** prepaid package expenditures

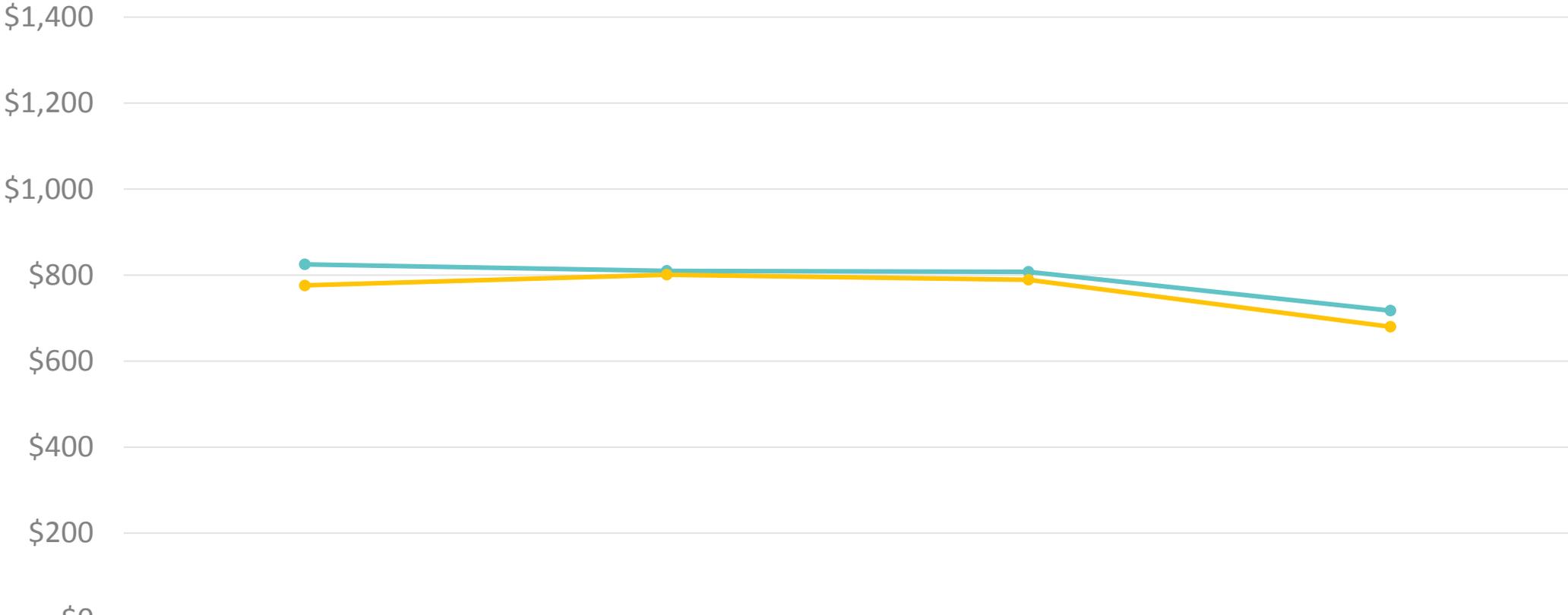
PREPAID PACKAGE – TRAVEL PARTY EXPENSE TRACKING



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
MEAN	\$2,326.86	\$2,670.15	\$2,568.95	\$2,660.05
MEDIAN	\$2,129.00	\$2,473.00	\$2,279.00	\$2,052.00



PREPAID PACKAGE – PER PERSON EXPENSE TRACKING



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
MEAN	\$824.99	\$809.76	\$807.70	\$717.48
MEDIAN	\$776.00	\$801.00	\$789.00	\$680.00



PREPAID PACKAGE – PER PERSON EXPENSE SEGMENTATION

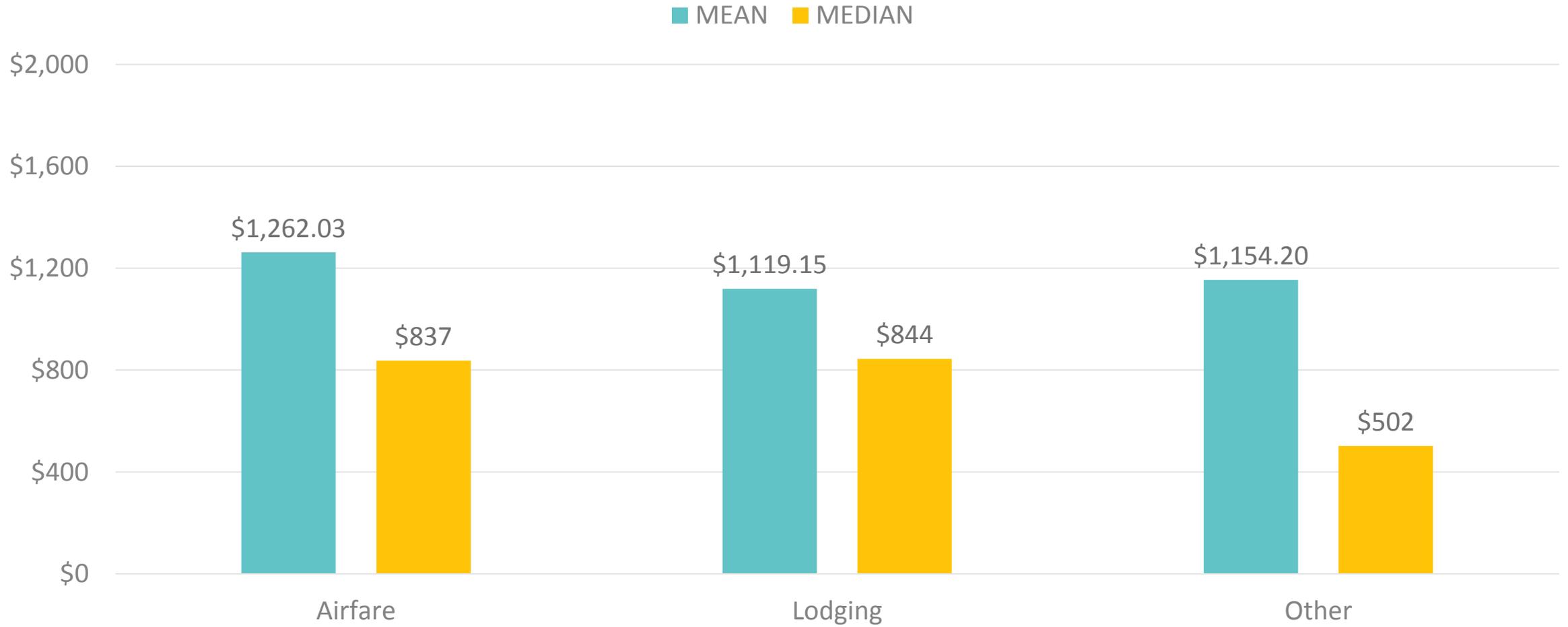
GVB VISITOR SATISFACTION STUDY

Q20 How much did the total prepaid package trip cost for you and other members of your covered travel party?

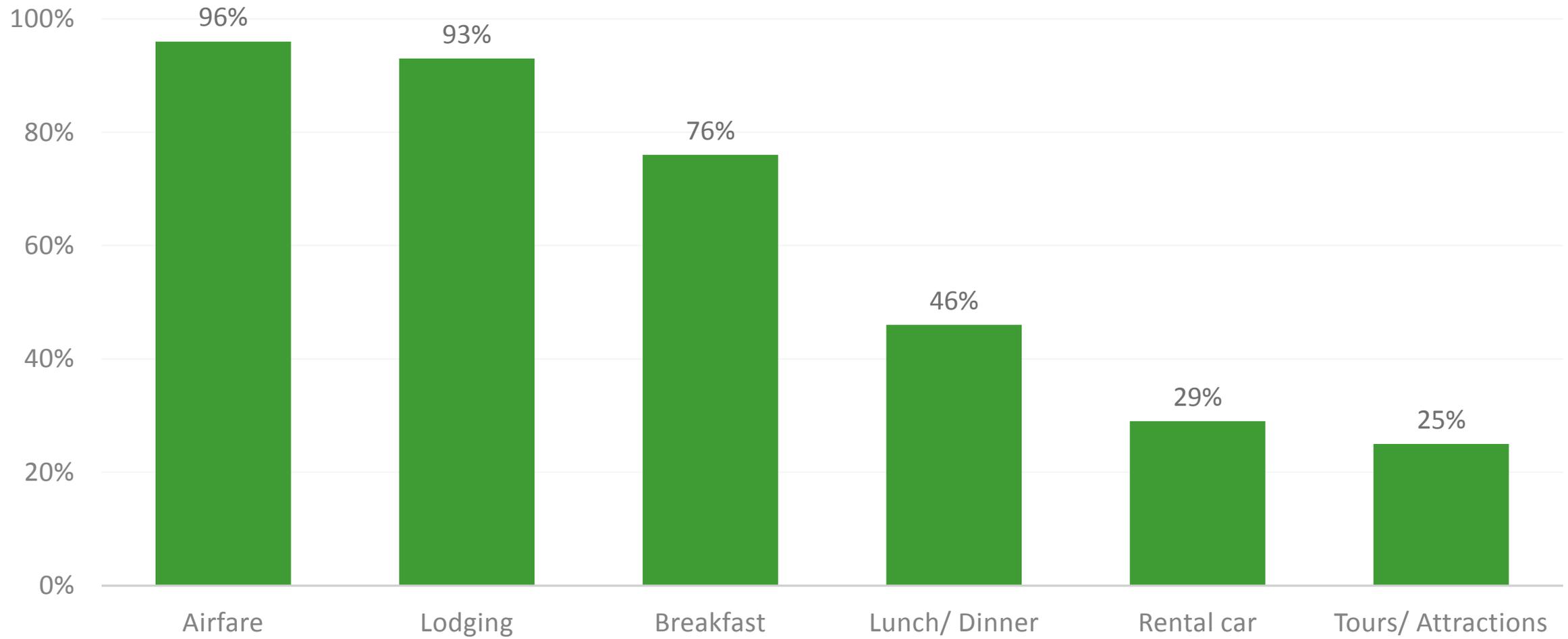
		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT	LEISURE TRVL
		-	-	-	-	-	-	-	-	-
PREPAID PKG TRAVEL PARTY	Mean	\$2,660.05	\$2,801.58	\$1,690.61	\$2,720.14	\$3,075.57	\$2,529.14	.	\$2,805.82	\$2,615.43
	Median	\$2,052	\$2,176	\$1,544	\$1,701	\$1,967	\$2,531	.	\$2,092	\$2,041

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PREPAID PACKAGE – BREAKDOWN



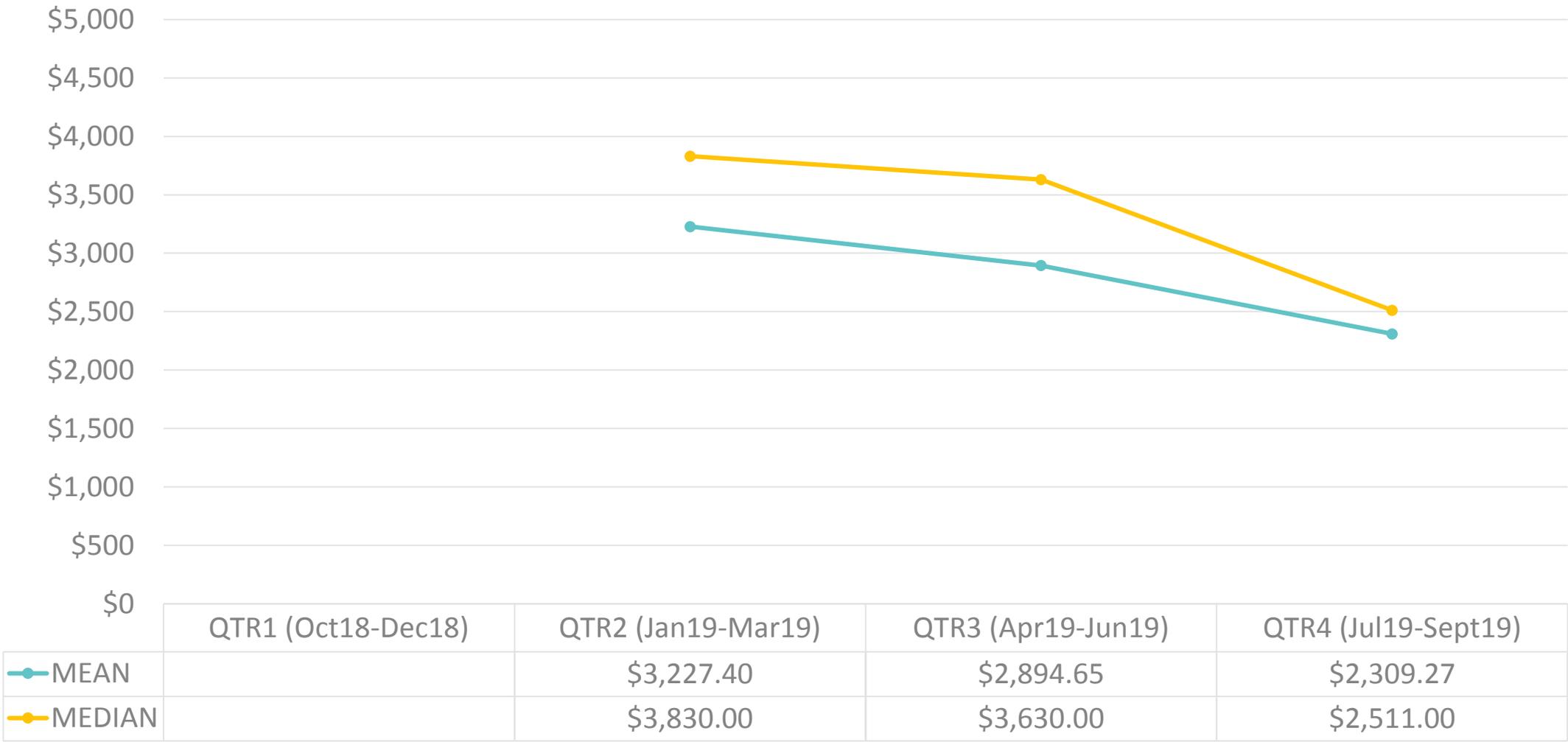
PREPAID PACKAGE – BREAKDOWN



AIRFARE – FIT TRAVELER

- \$2,309.27 = overall mean average airfare expense (for entire travel party) by respondent
- \$487.81 = overall mean average **per person** airfare expenditures

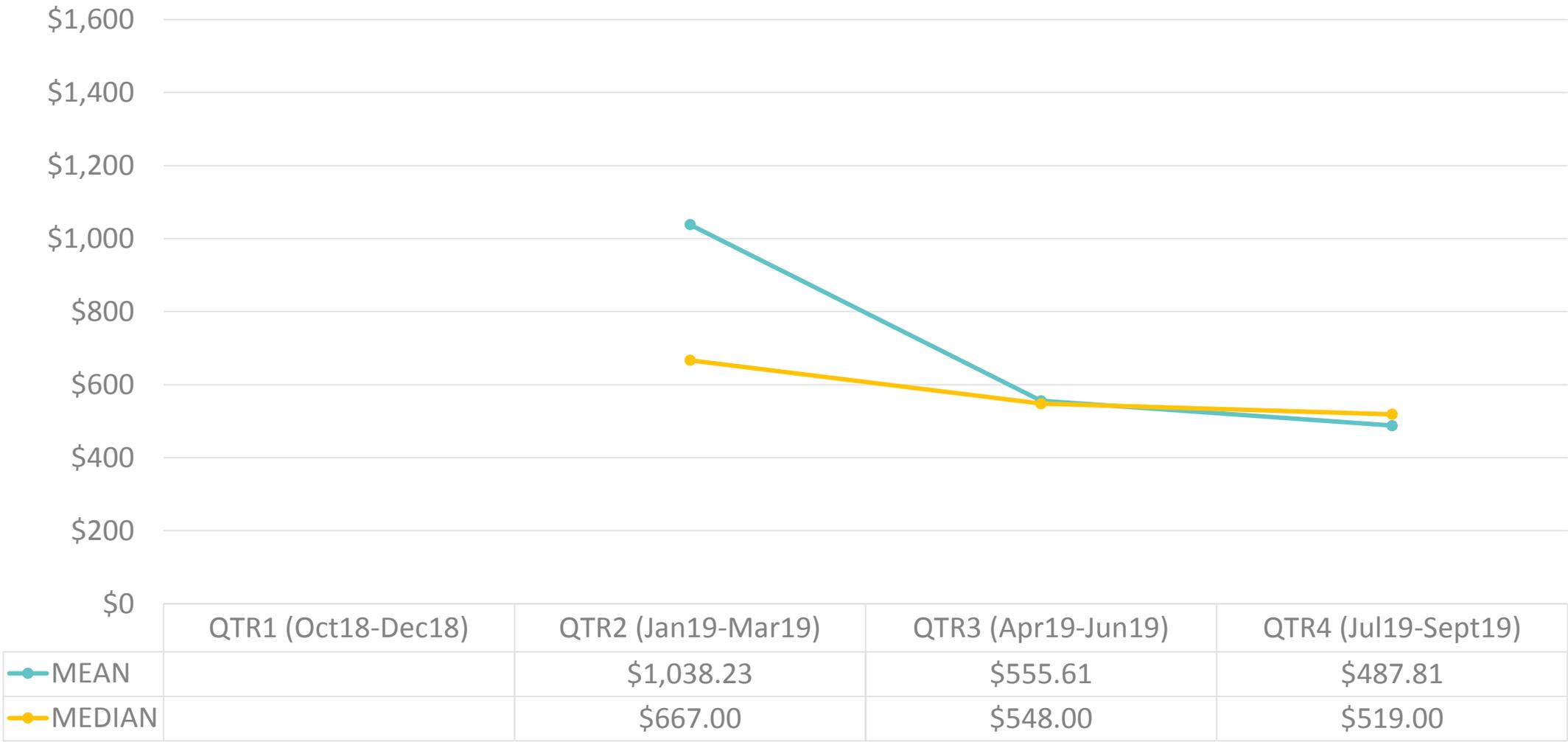
AIRFARE – FIT TRAVELER (GROUP) TRACKING



Q: How much did the total did you and your family/ travel party pay for the airline trip costs to Guam (if not included as part of a package)?



AIRFARE – FIT TRAVELER (Per Person) TRACKING



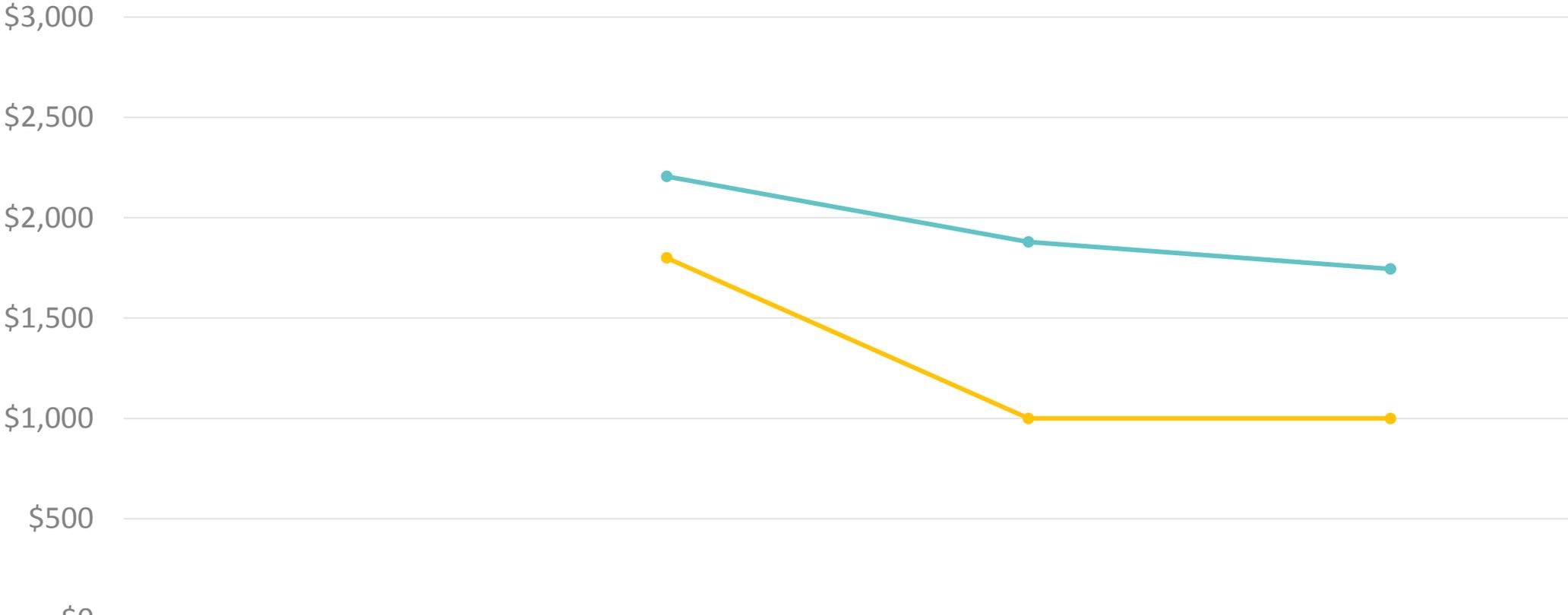
Q: How much did the total did you and your family/ travel party pay for the airline trip costs to Guam (if not included as part of a package)?



ONISLE EXPENDITURES

- \$1,745.07 = overall mean average expense (for entire travel party) by respondent
- \$574.61 = overall mean average **per person** expenditures

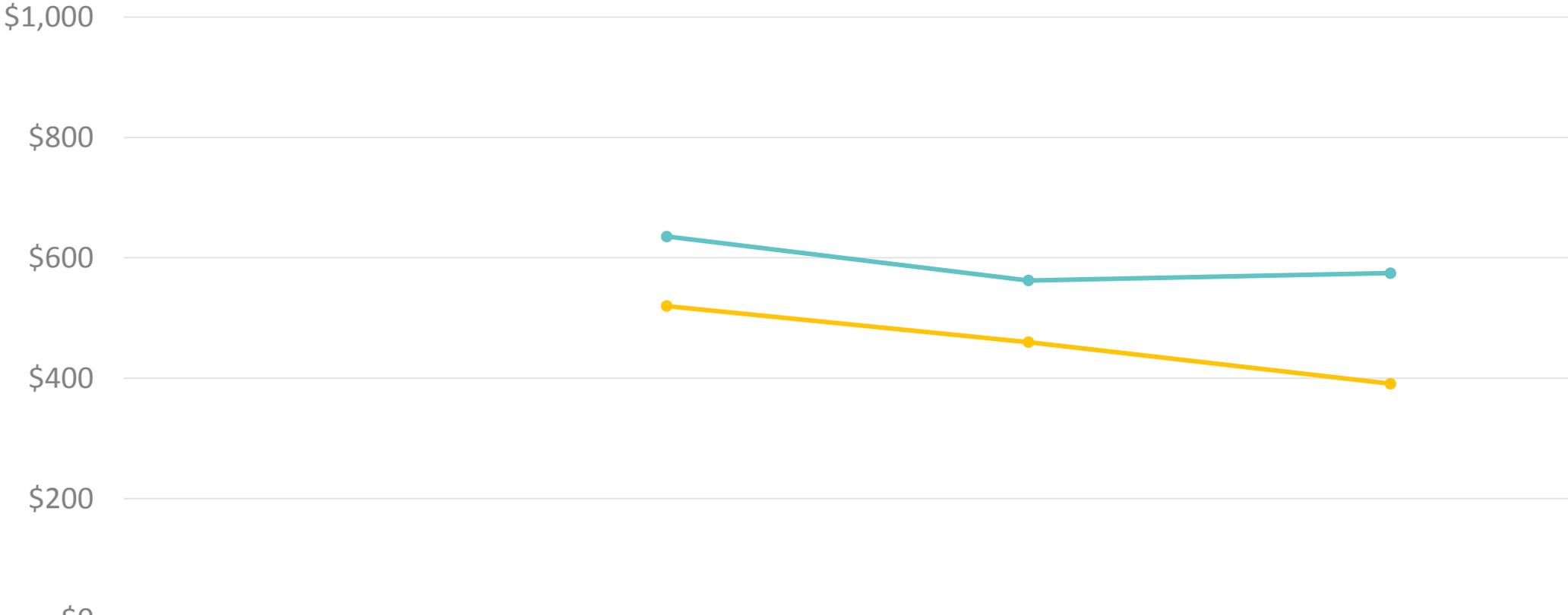
ONISLE – TRAVEL PARTY TRACKING



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
MEAN		\$2,206.38	\$1,879.66	\$1,745.07
MEDIAN		\$1,800.00	\$1,000.00	\$1,000.00



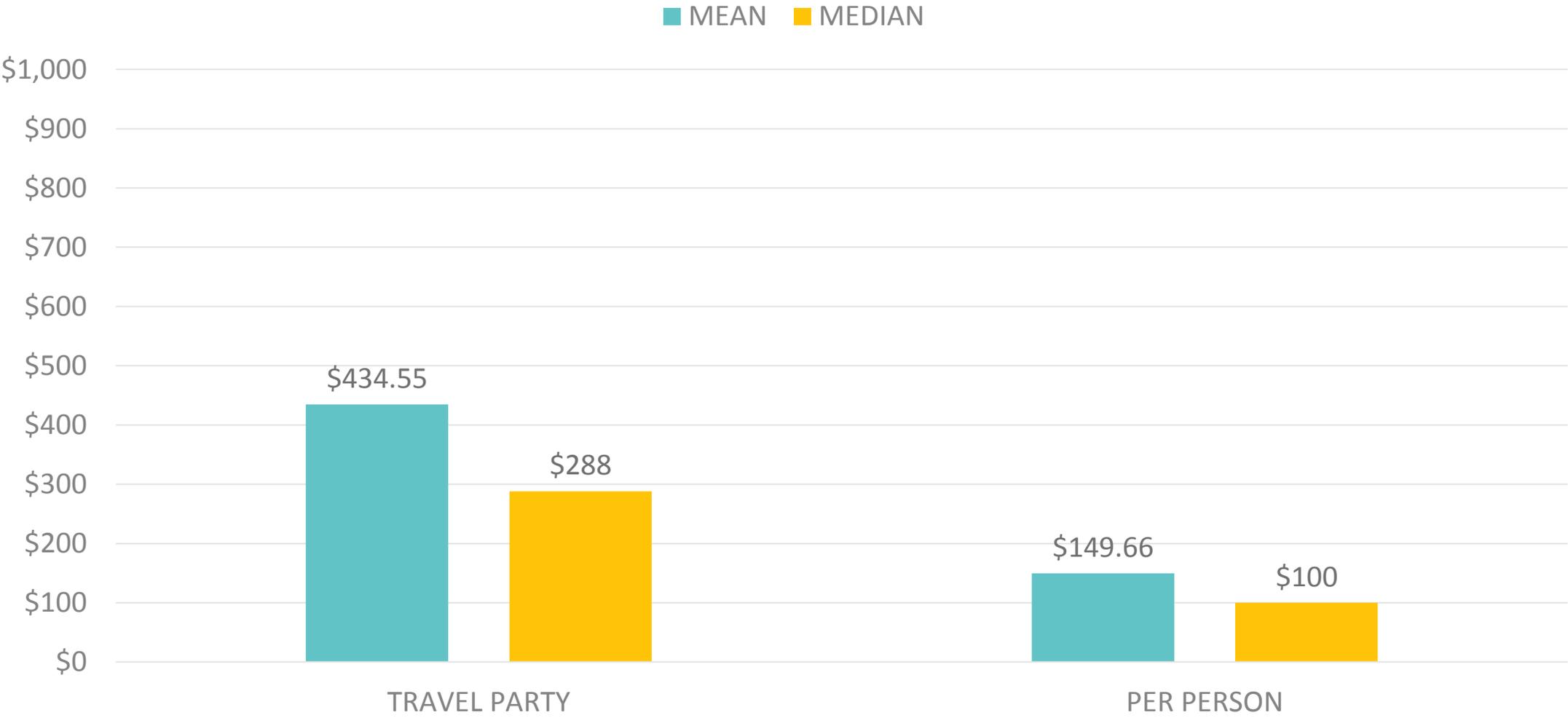
ONISLE – PER PERSON TRACKING



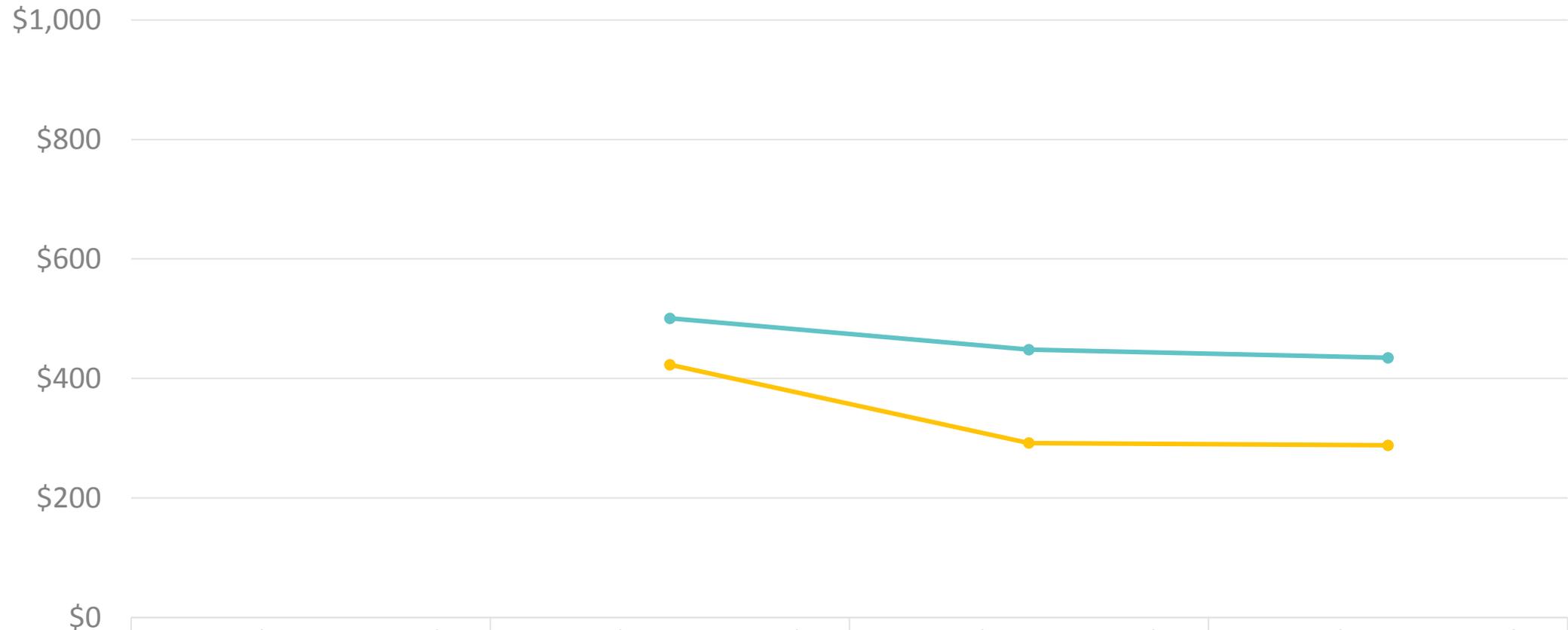
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
MEAN		\$635.52	\$562.52	\$574.61
MEDIAN		\$520.00	\$460.00	\$391.00



ONISLE – PER DAY SPENDING



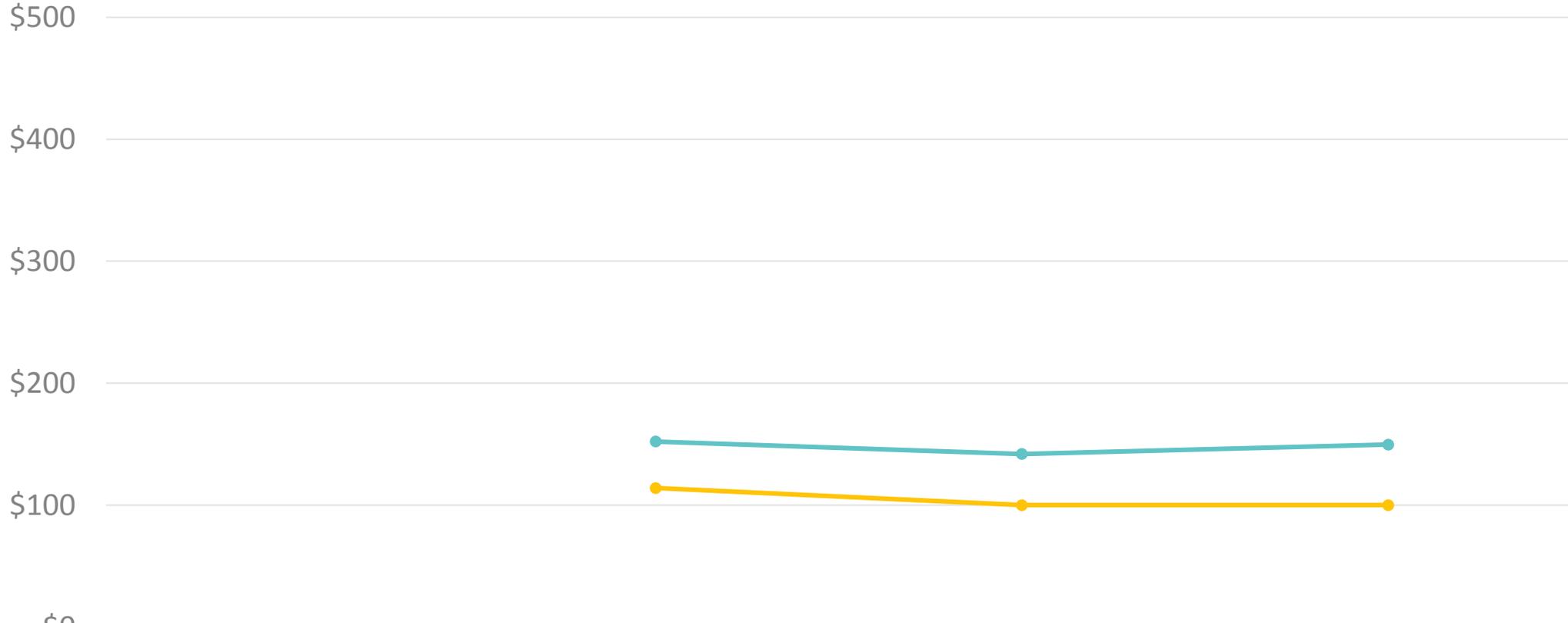
ONISLE – TRAVEL PARTY/ PER DAY TRACKING



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
MEAN		\$500.72	\$448.17	\$434.55
MEDIAN		\$423.00	\$292.00	\$288.00



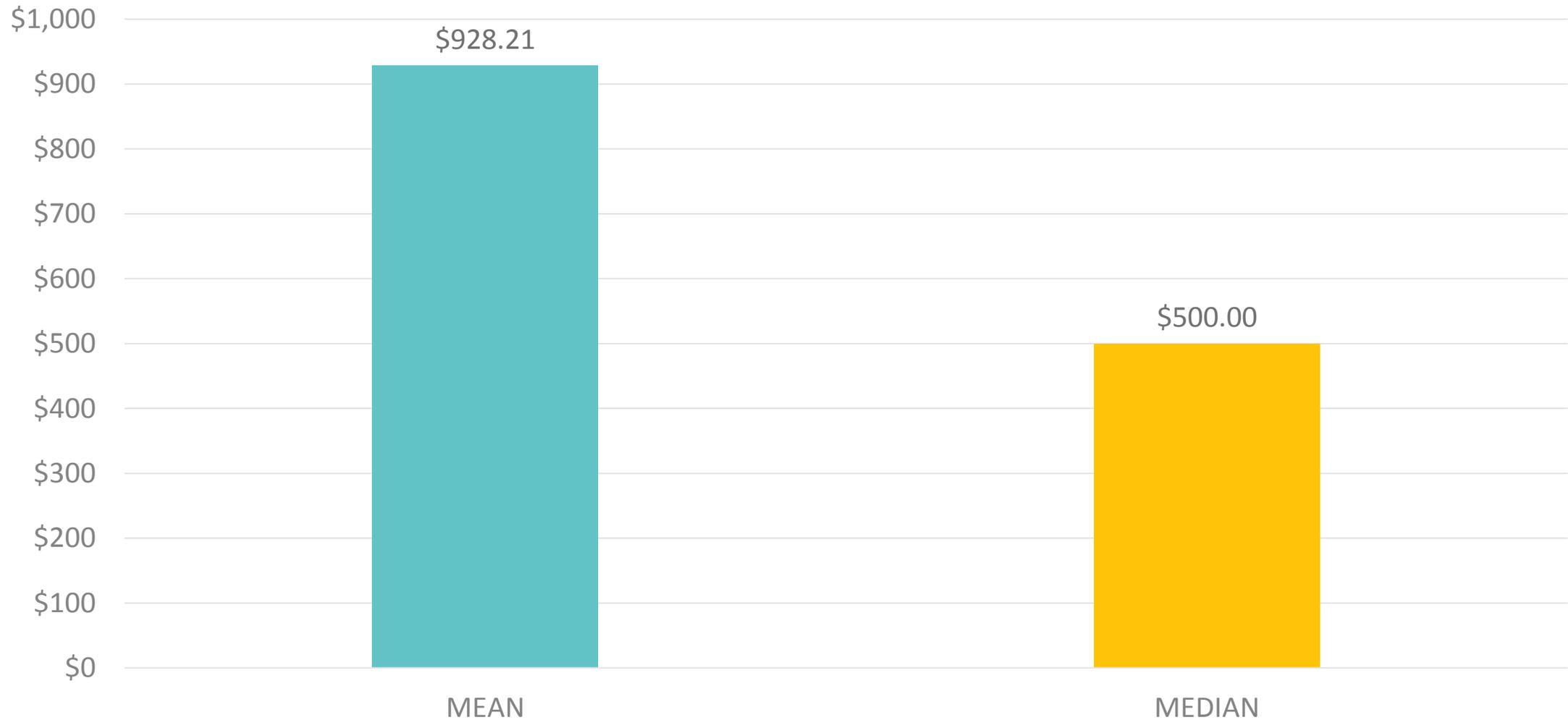
ONISLE – PER PERSON/ PER DAY TRACKING



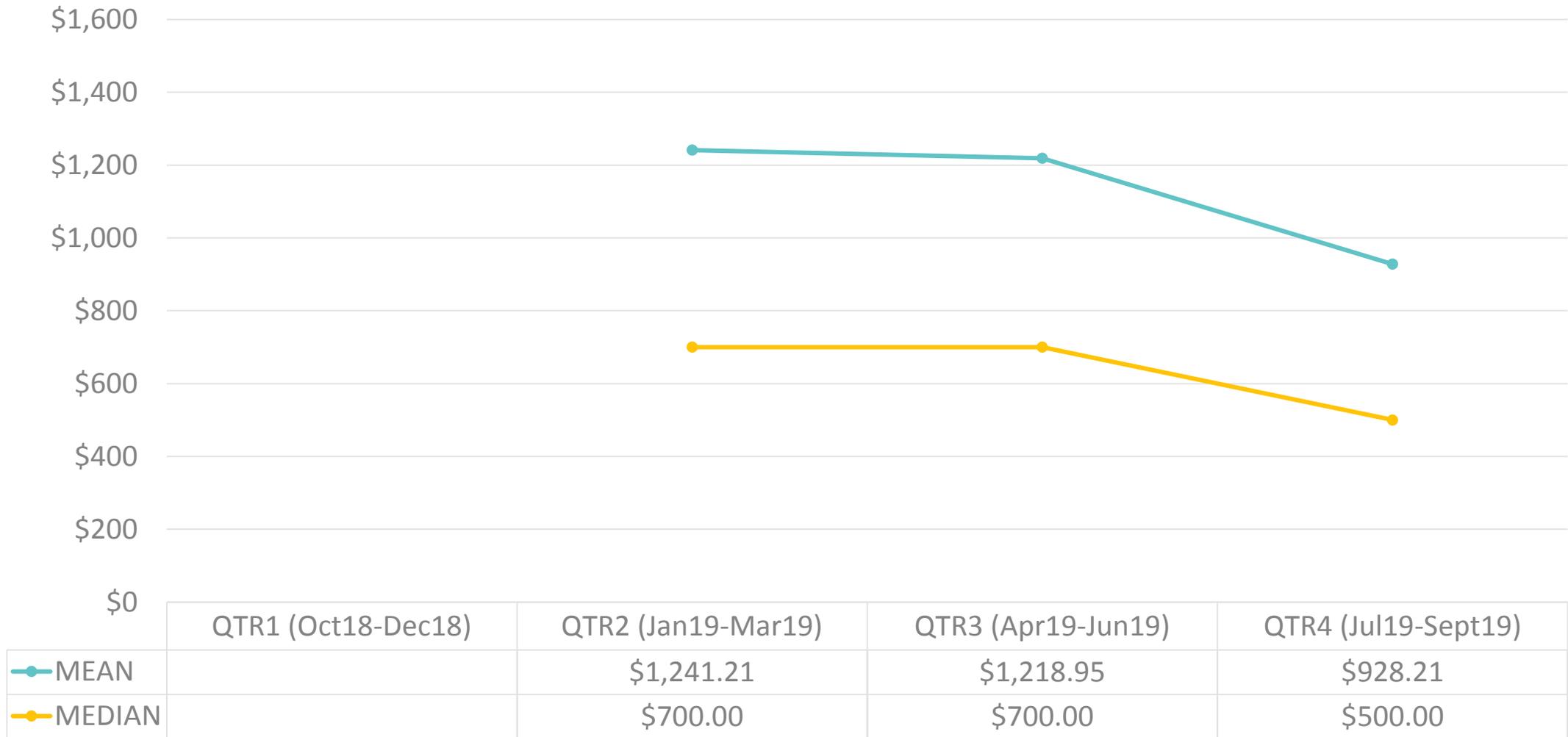
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
MEAN		\$152.15	\$141.98	\$149.66
MEDIAN		\$114.00	\$100.00	\$100.00



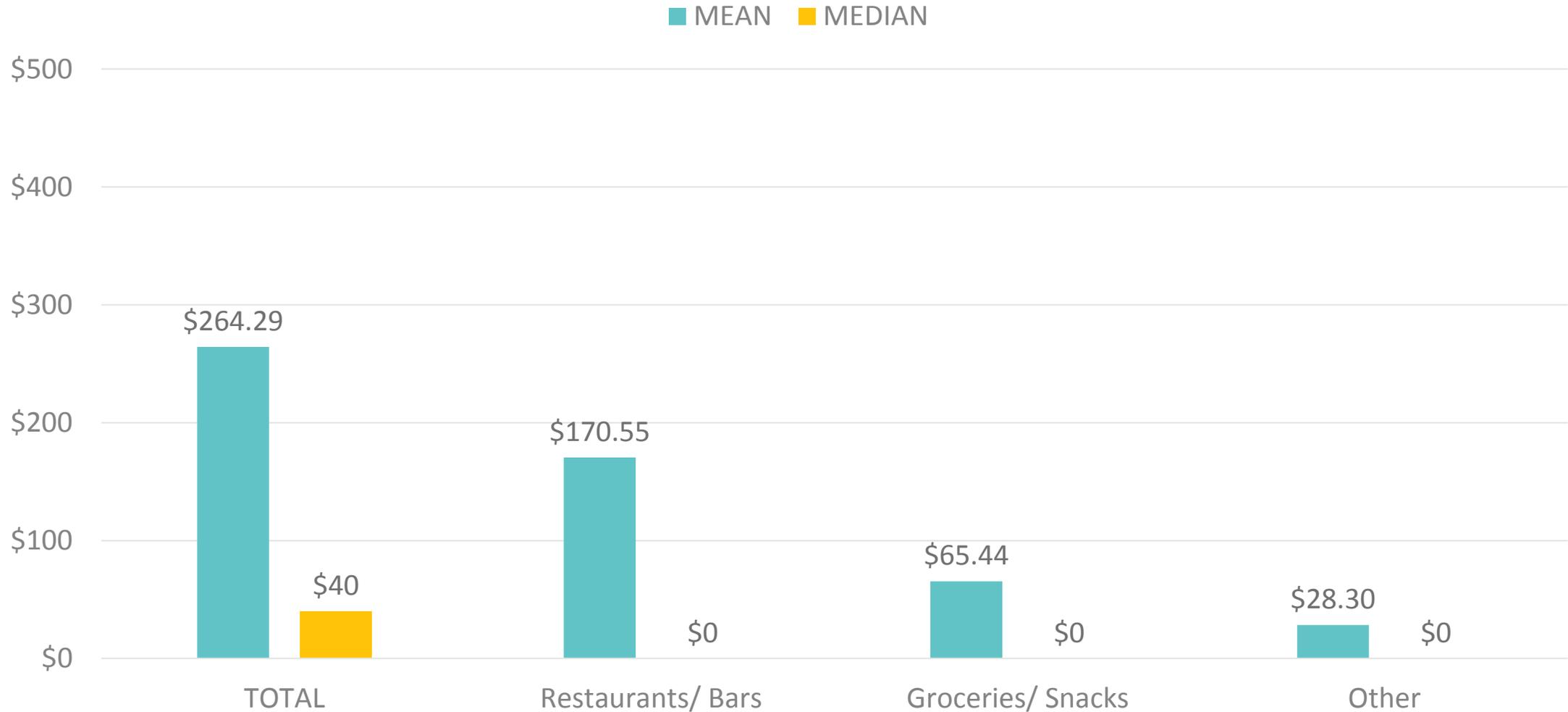
ONISLE – ACCOMMODATIONS



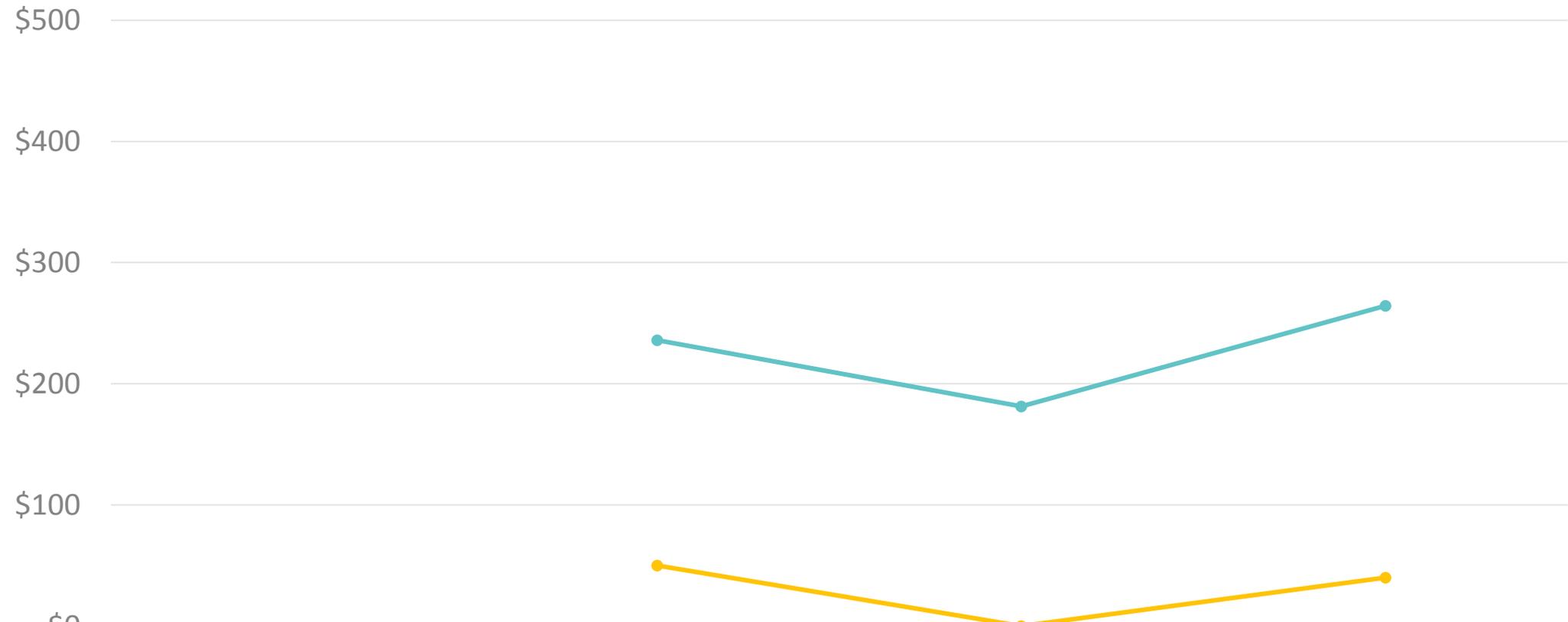
ONISLE – ACCOMMODATIONS TRACKING



ONISLE – FOOD & BEVERAGE



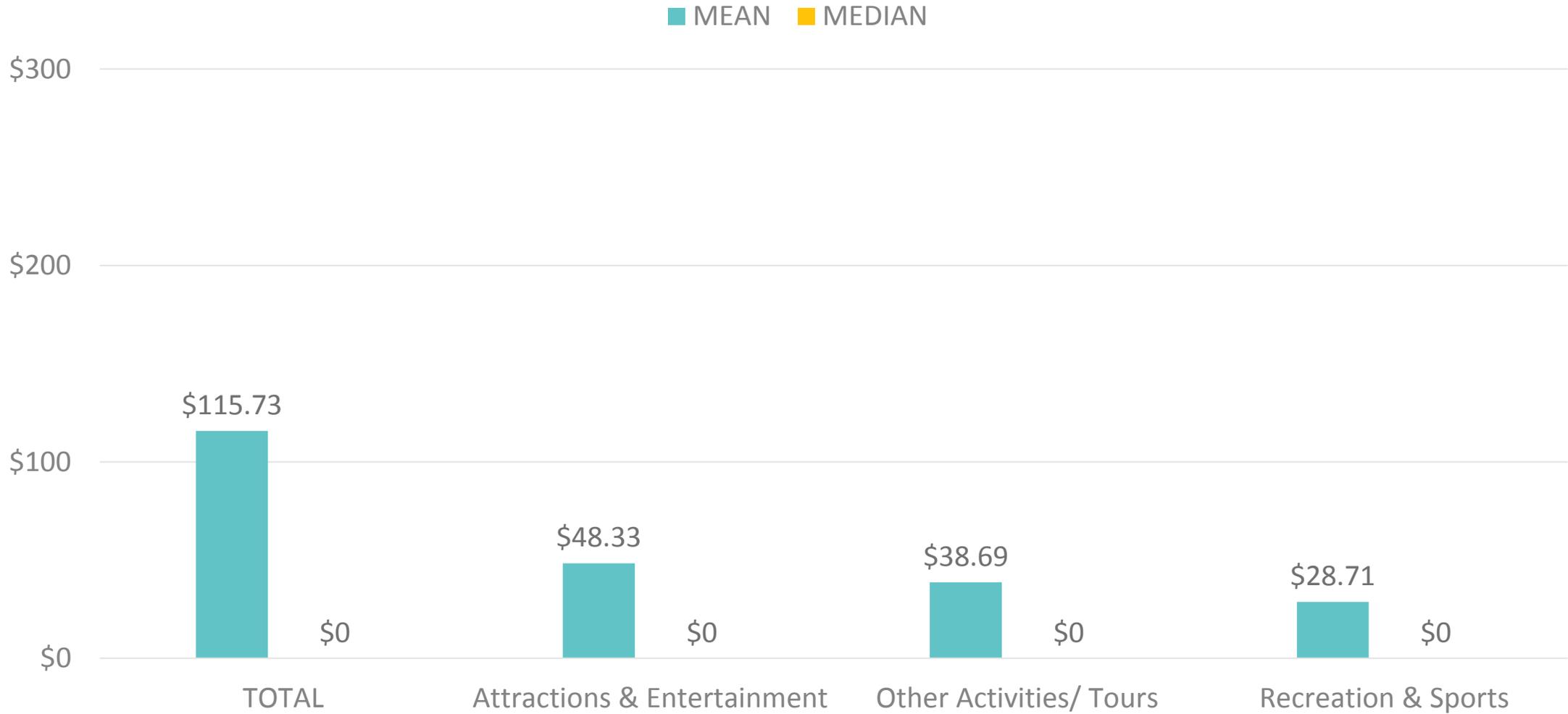
ONISLE – TOTAL FOOD & BEVERAGE TRACKING



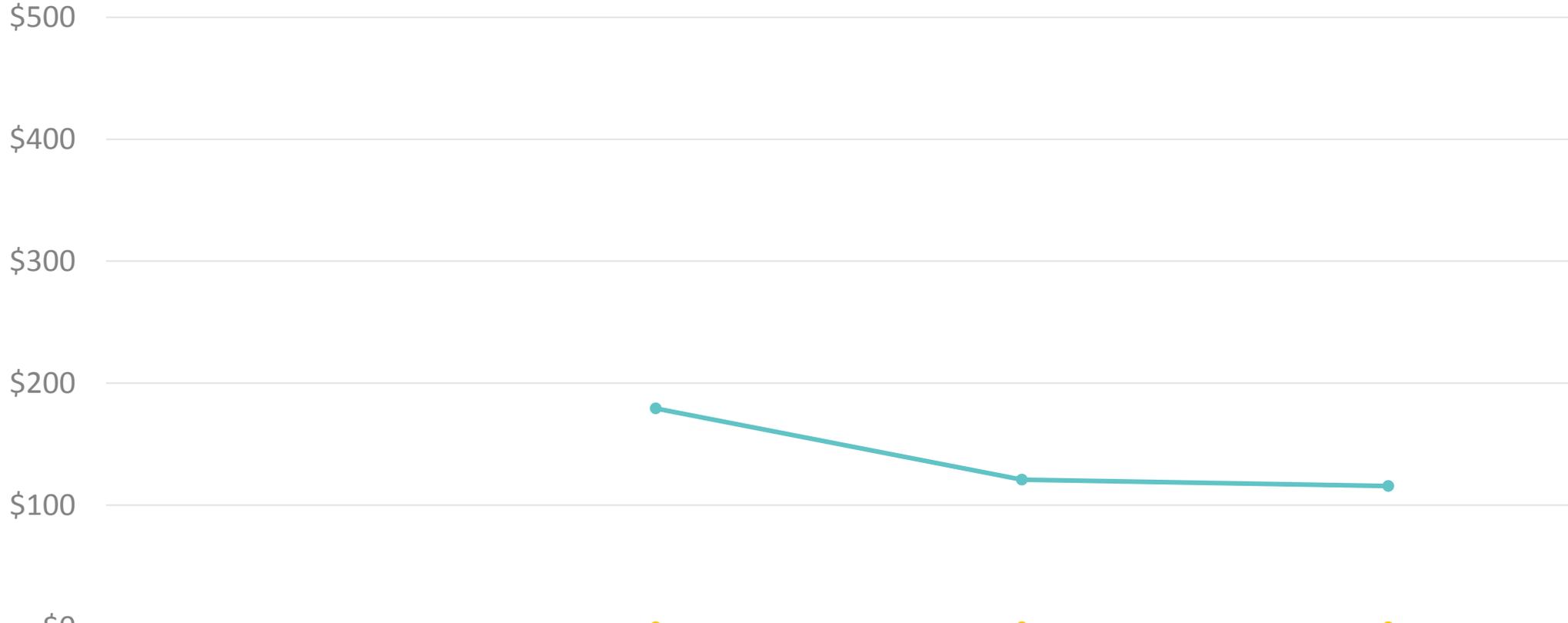
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
MEAN		\$235.93	\$181.25	\$264.29
MEDIAN		\$50.00	\$0.00	\$40.00



ONISLE – ENTERTAINMENT & RECREATION



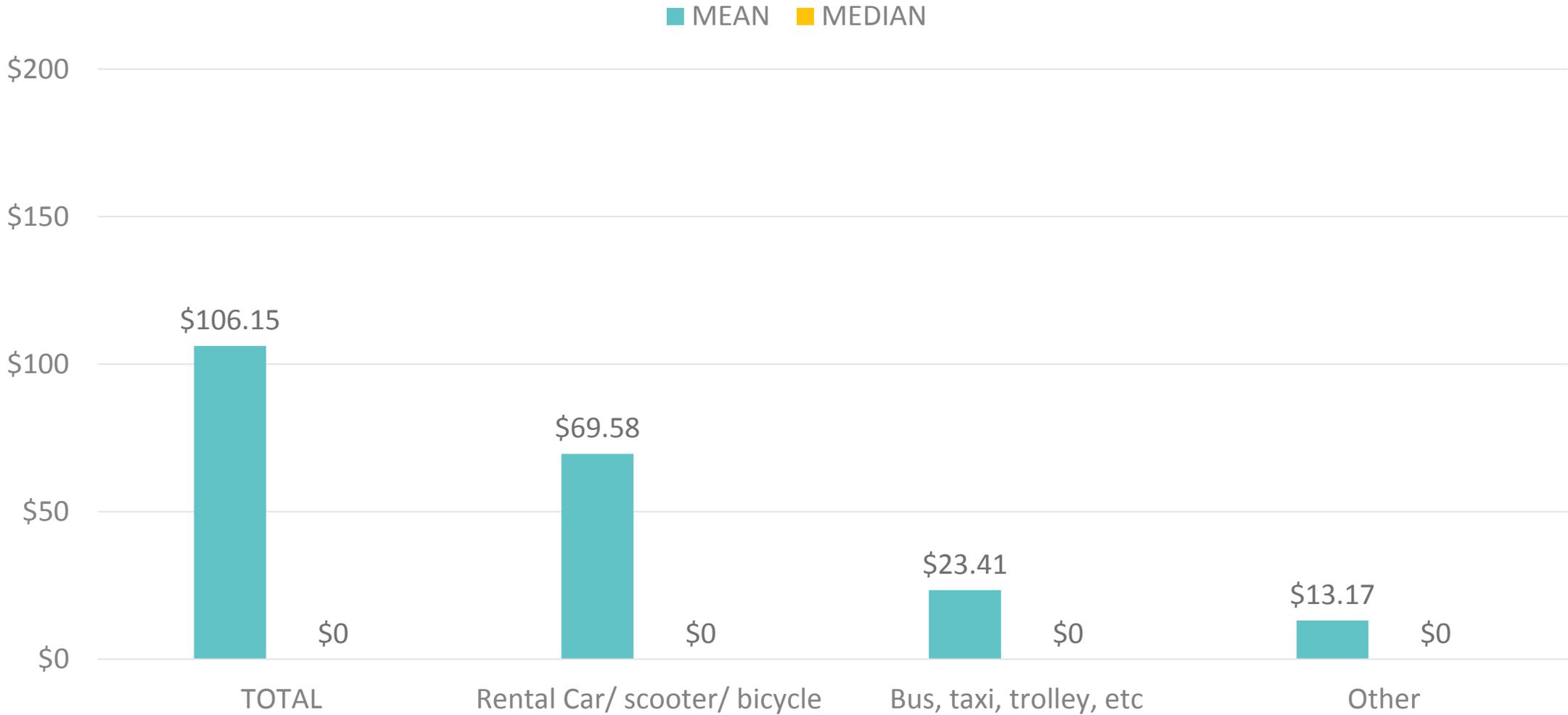
ONISLE – TOTAL ENTERTAINMENT & RECREATION TRACKING



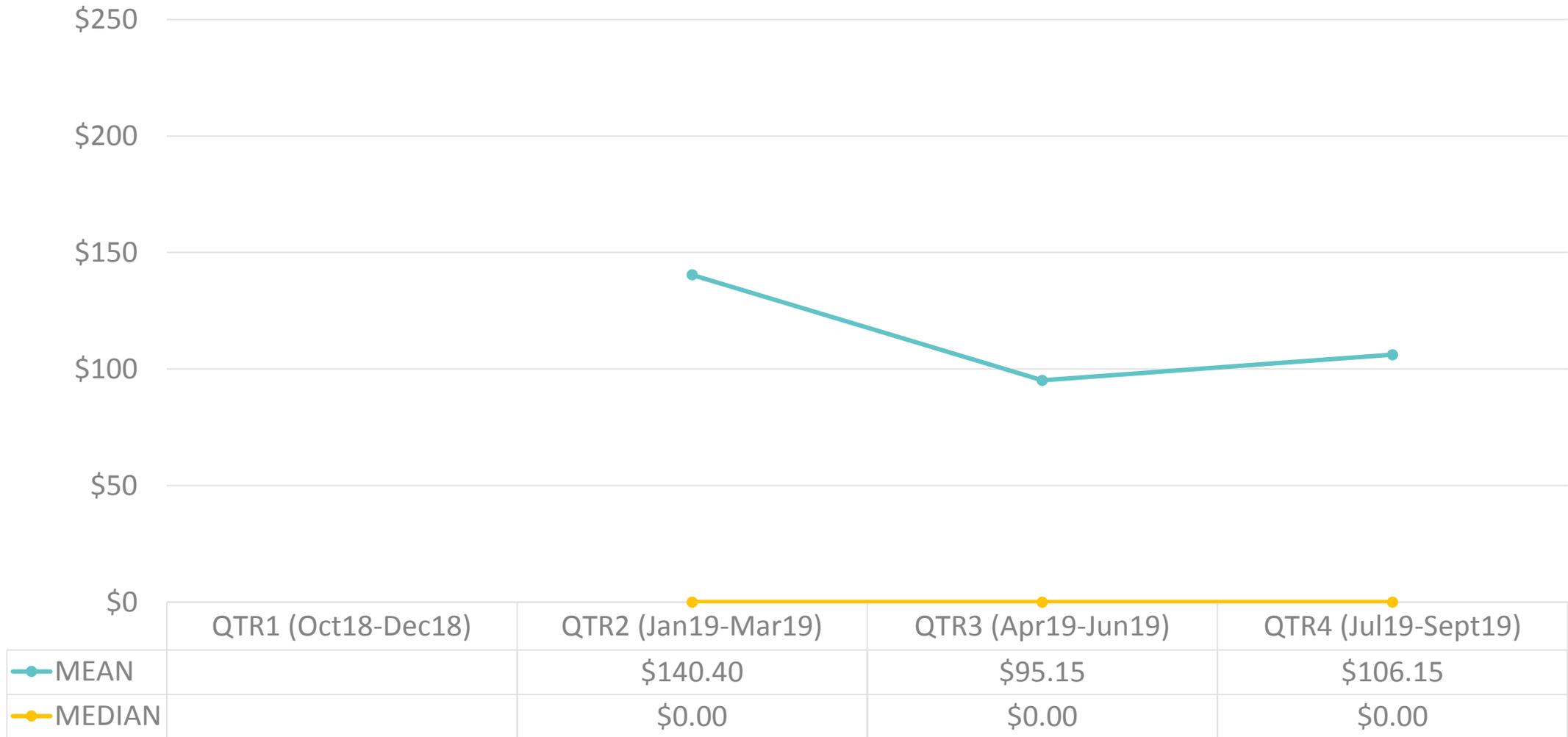
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
MEAN		\$179.39	\$120.95	\$115.73
MEDIAN		\$0.00	\$0.00	\$0.00



ONISLE – TRANSPORTATION

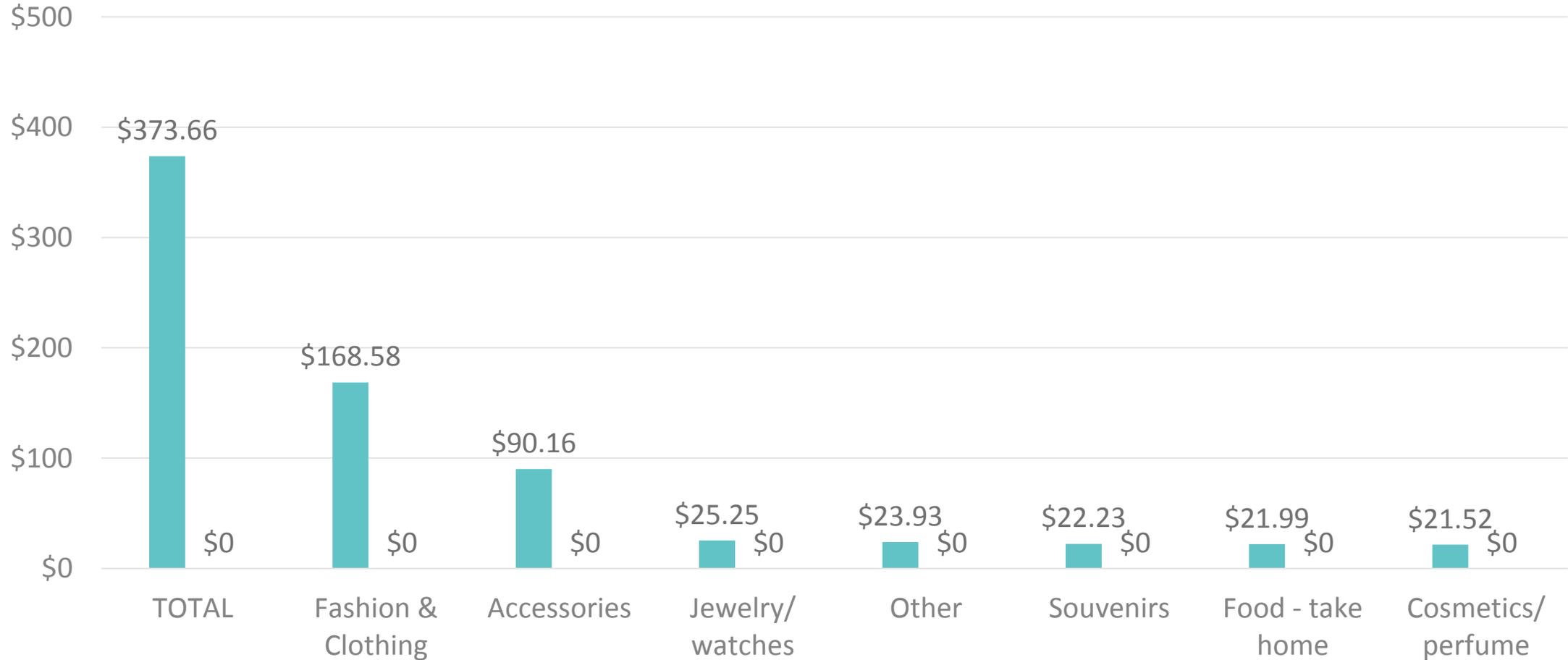


ONISLE – TOTAL TRANSPORTATION TRACKING

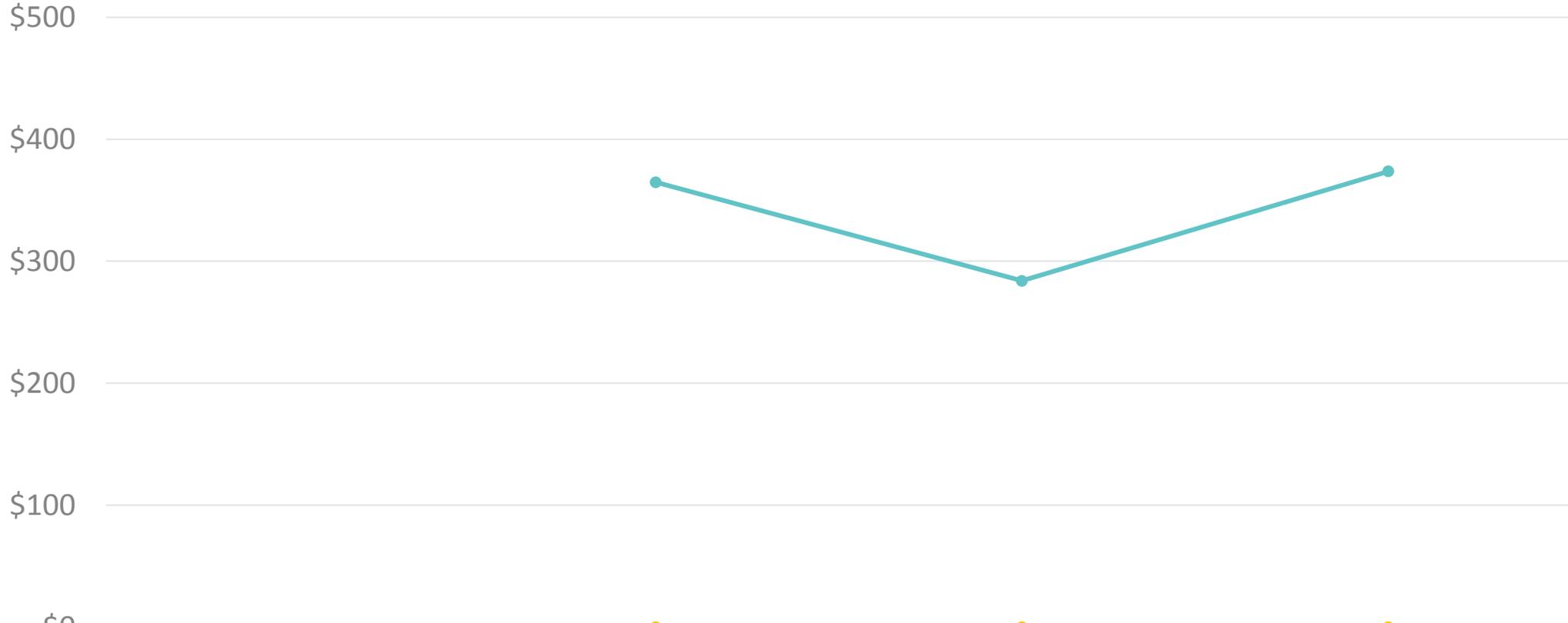


ONISLE – SHOPPING

■ MEAN ■ MEDIAN



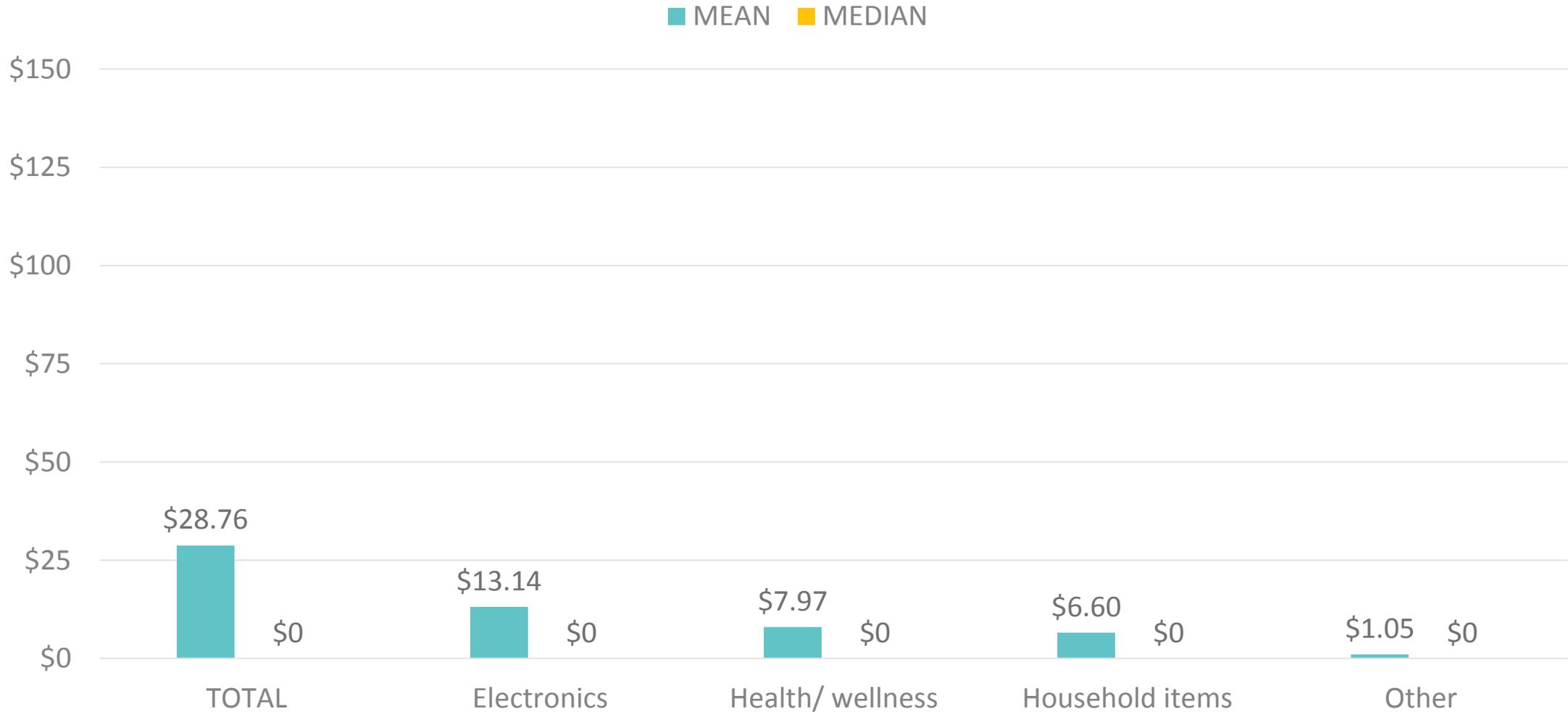
ONISLE – TOTAL SHOPPING TRACKING



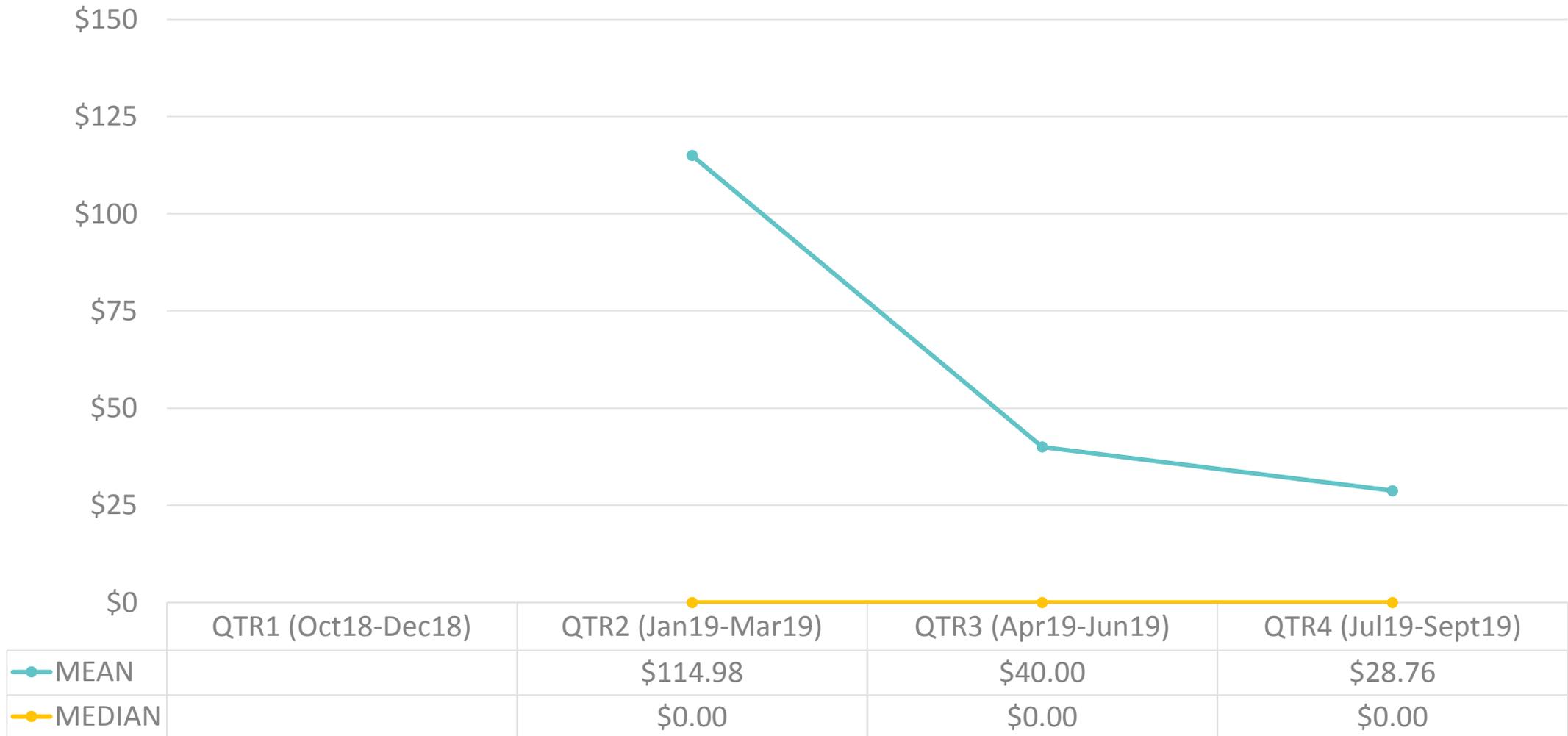
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
MEAN		\$364.81	\$283.97	\$373.66
MEDIAN		\$0.00	\$0.00	\$0.00



ONISLE – MISCELLANEOUS



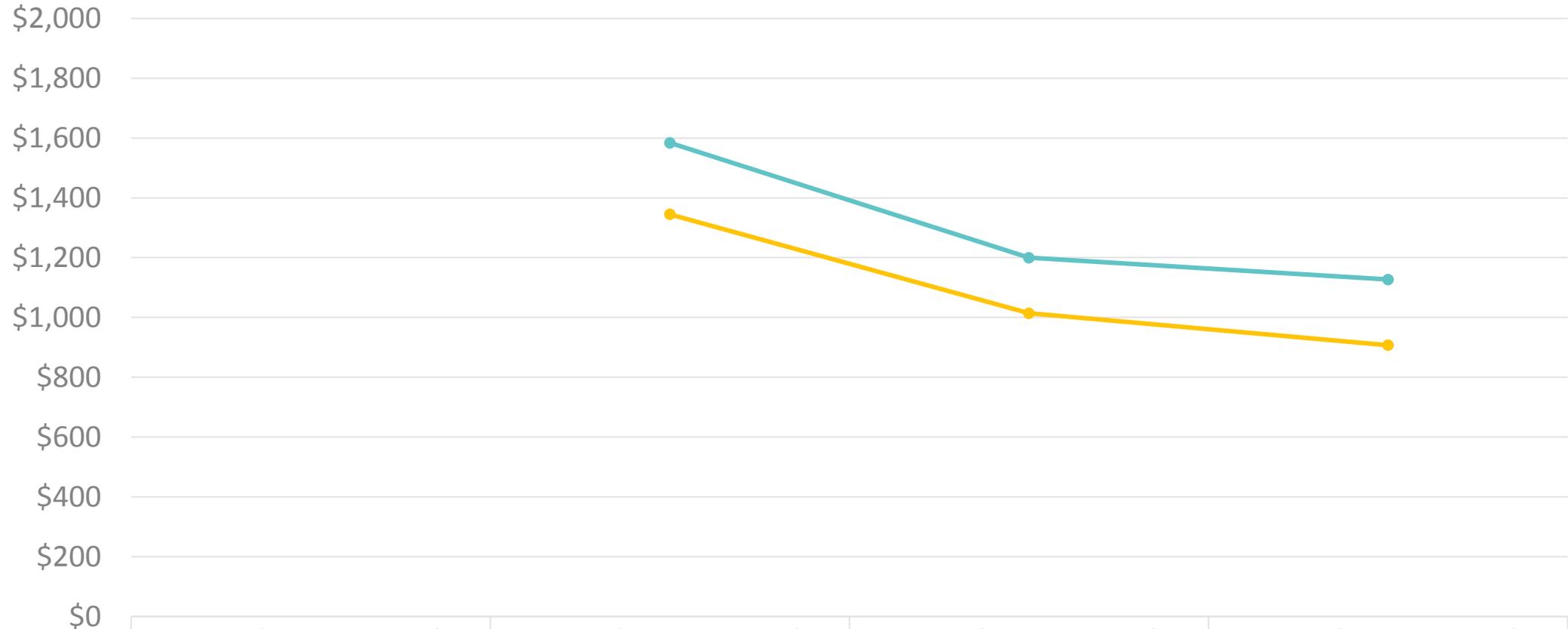
ONISLE – TOTAL MISCELLANEOUS TRACKING



TOTAL EXPENDITURES PER PERSON (ONISLE + PREPAID)

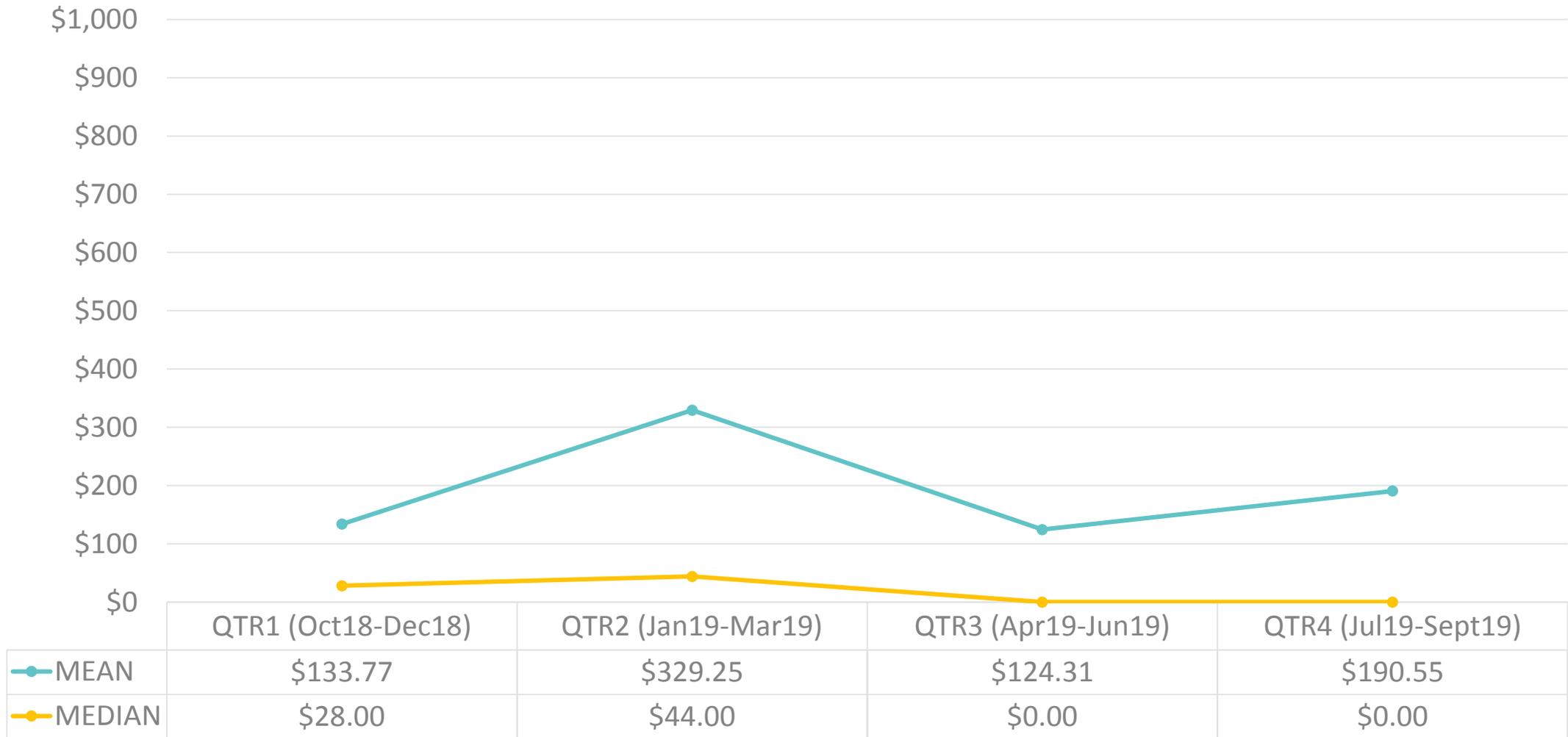
- \$1,126.92 = Mean average per person
- \$907.00 = Median amount spent per person

TOTAL EXPENDITURES PER PERSON TRACKING



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
MEAN		\$1,584.07	\$1,199.68	\$1,126.92
MEDIAN		\$1,345.00	\$1,014.00	\$907.00

GUAM AIRPORT EXPENDITURE TRACKING



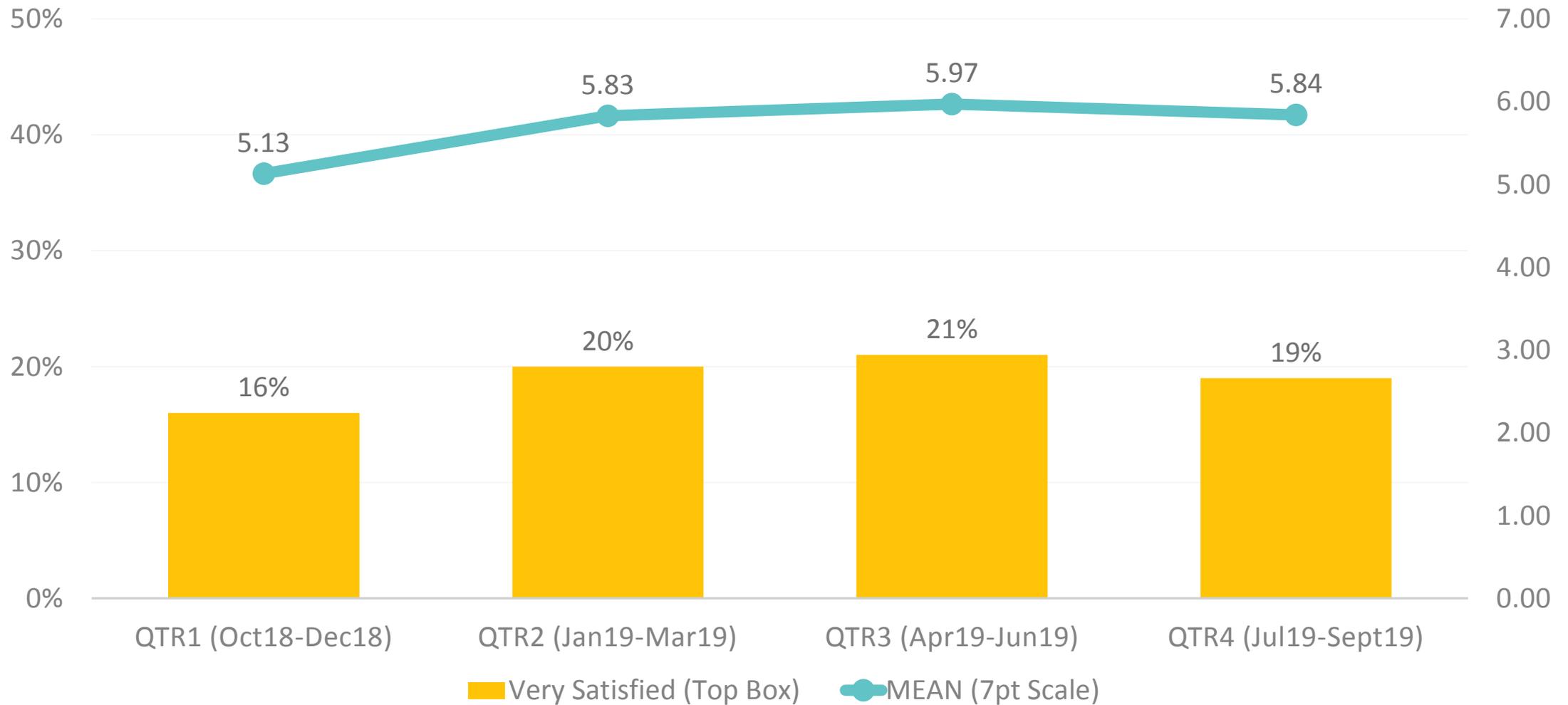


SECTION 4

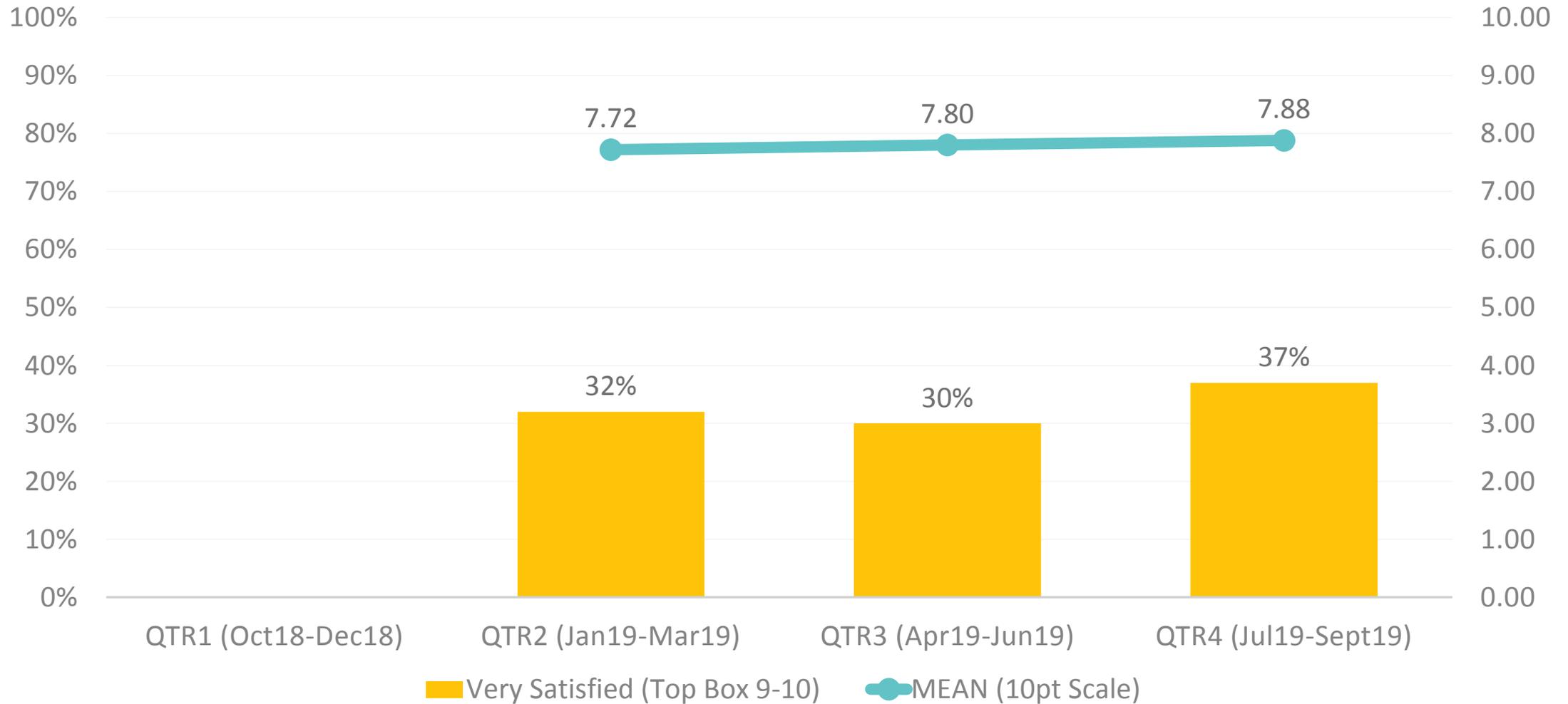
VISITOR SATISFACTION



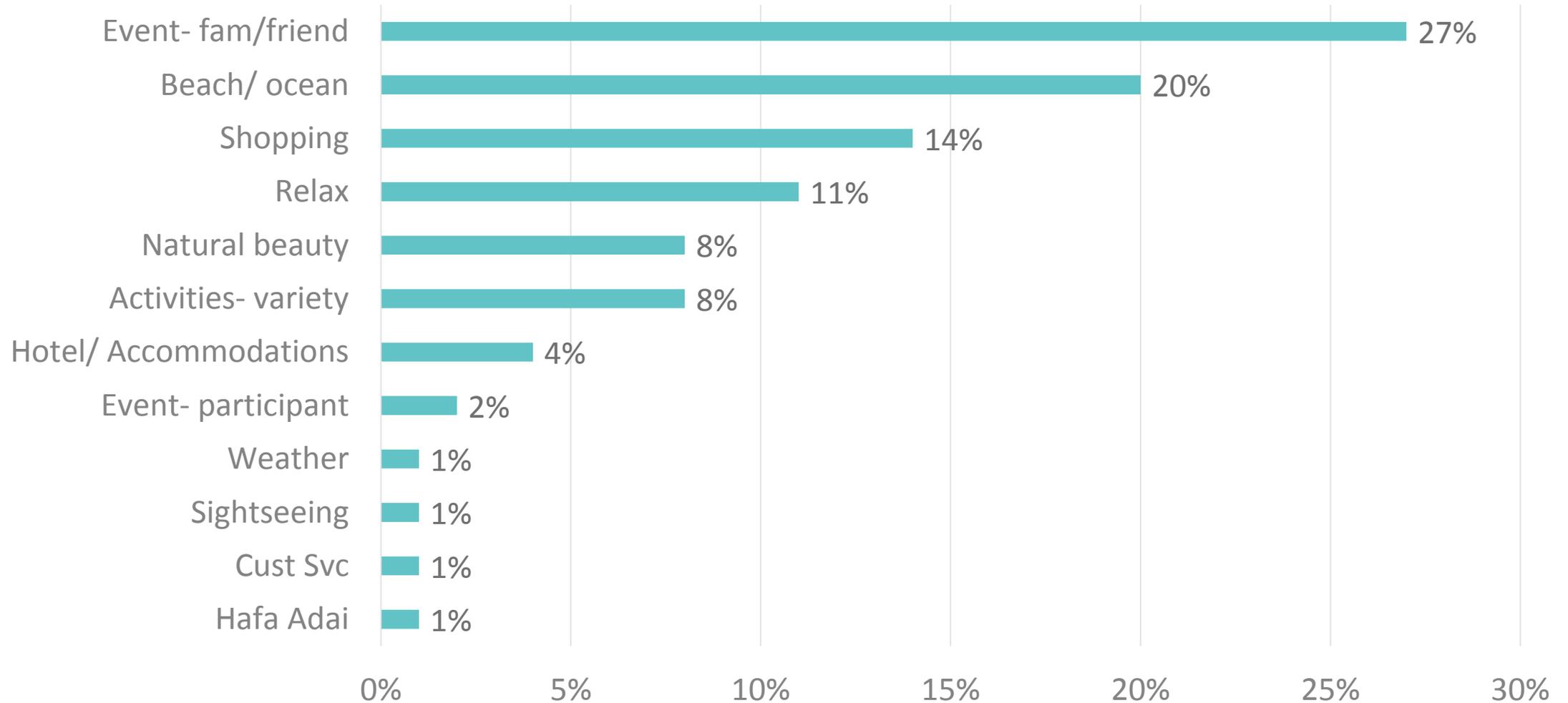
OVERALL SATISFACTION – 7PT SCALE



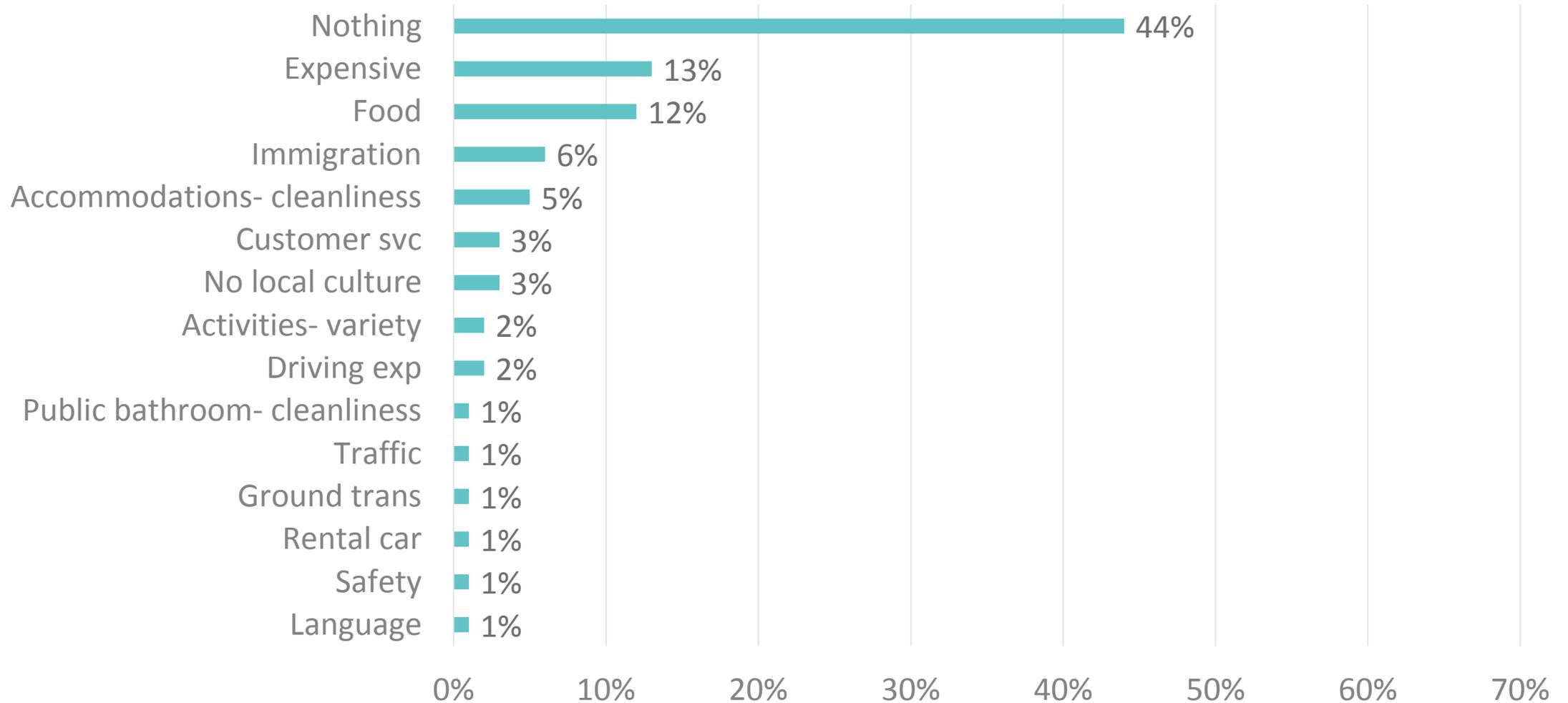
OVERALL SATISFACTION – 10PT SCALE



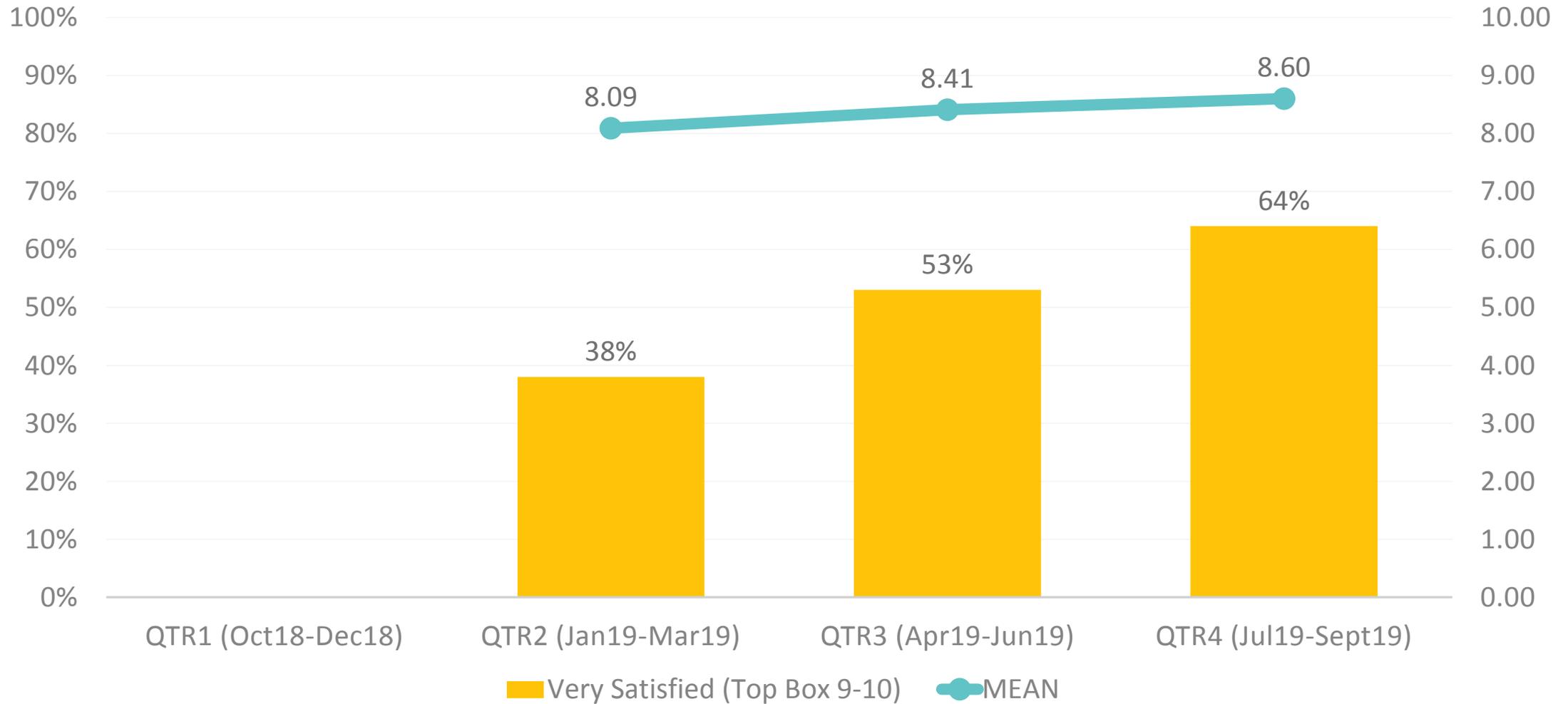
SWOT – POSITIVE ASPECT OF TRIP



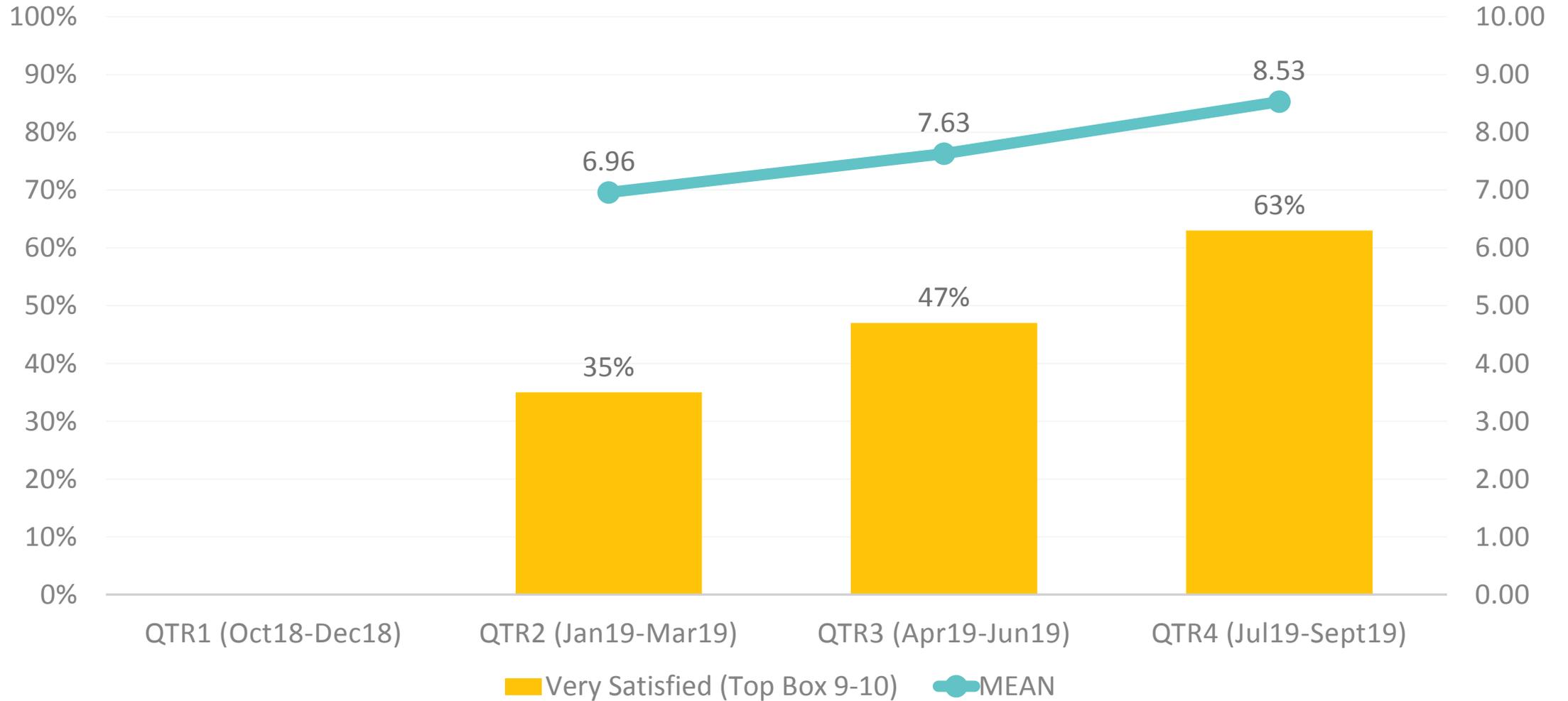
SWOT – NEGATIVE ASPECT OF TRIP



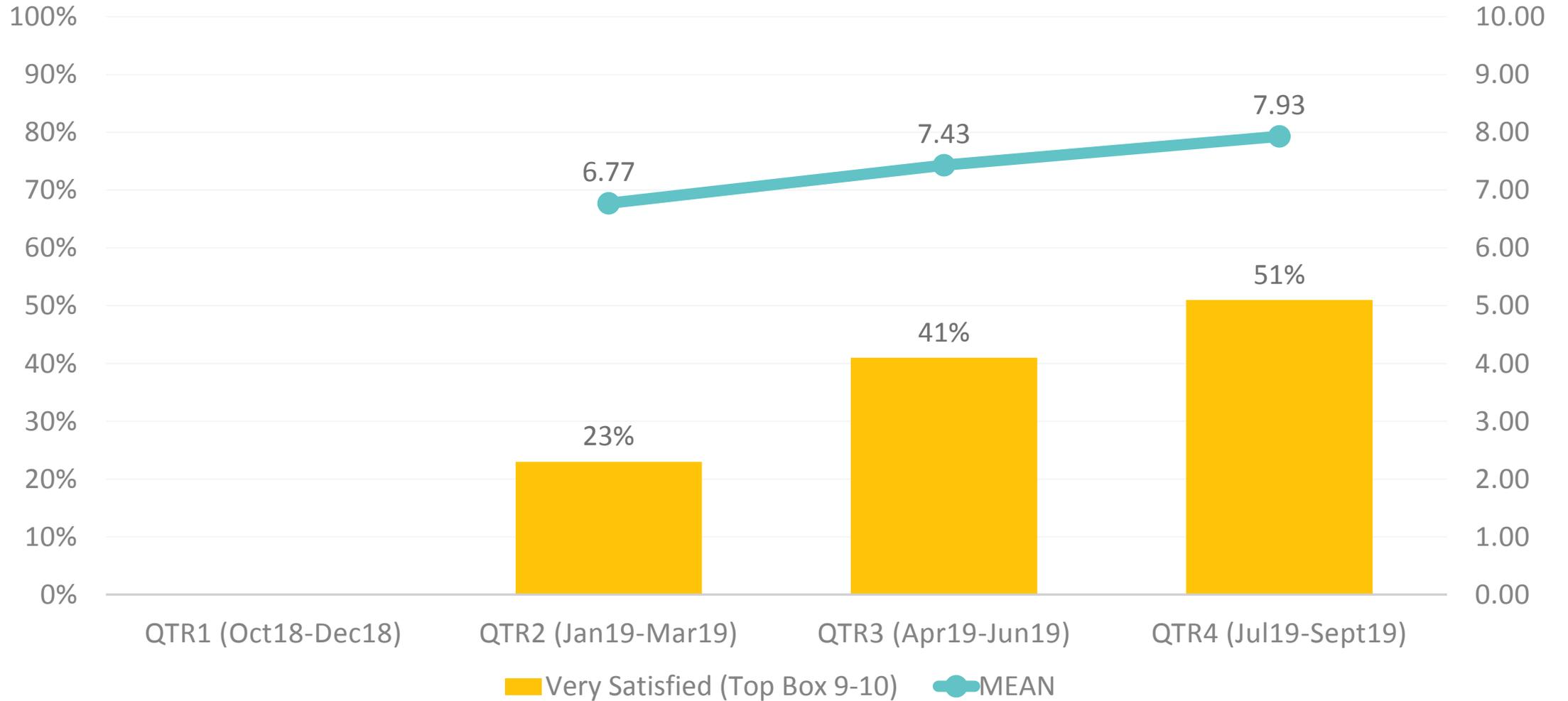
SATISFACTION – ENTERTAINMENT



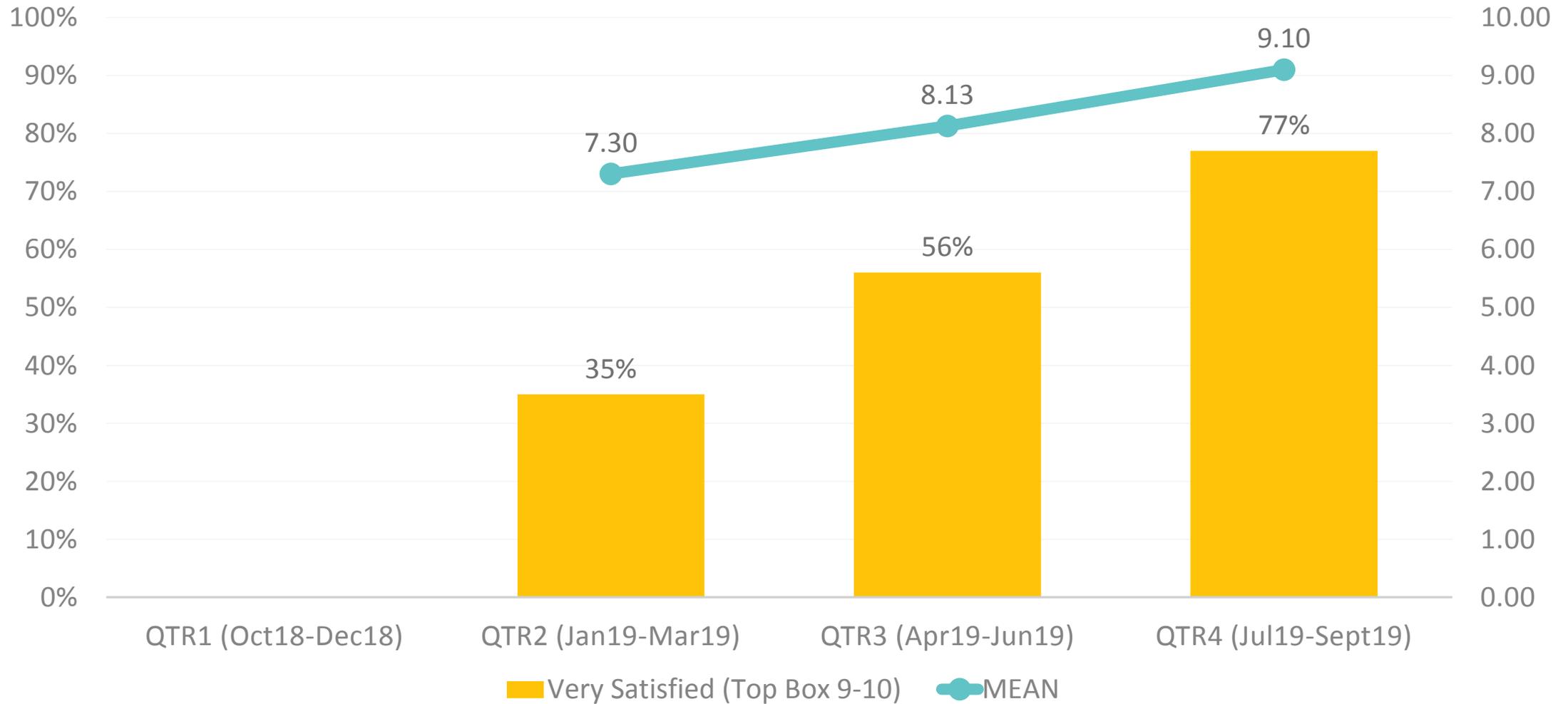
SATISFACTION – SHOPPING



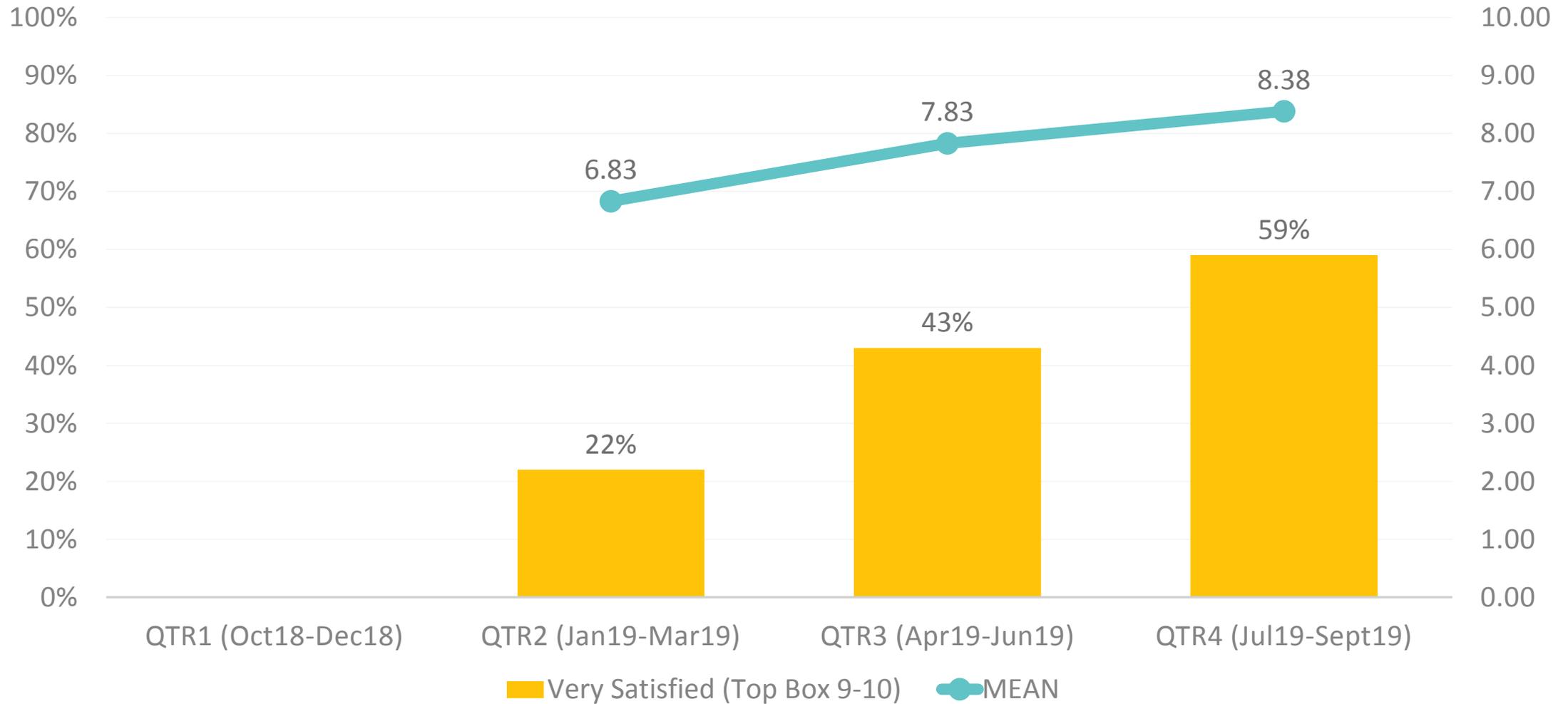
SATISFACTION – DINING



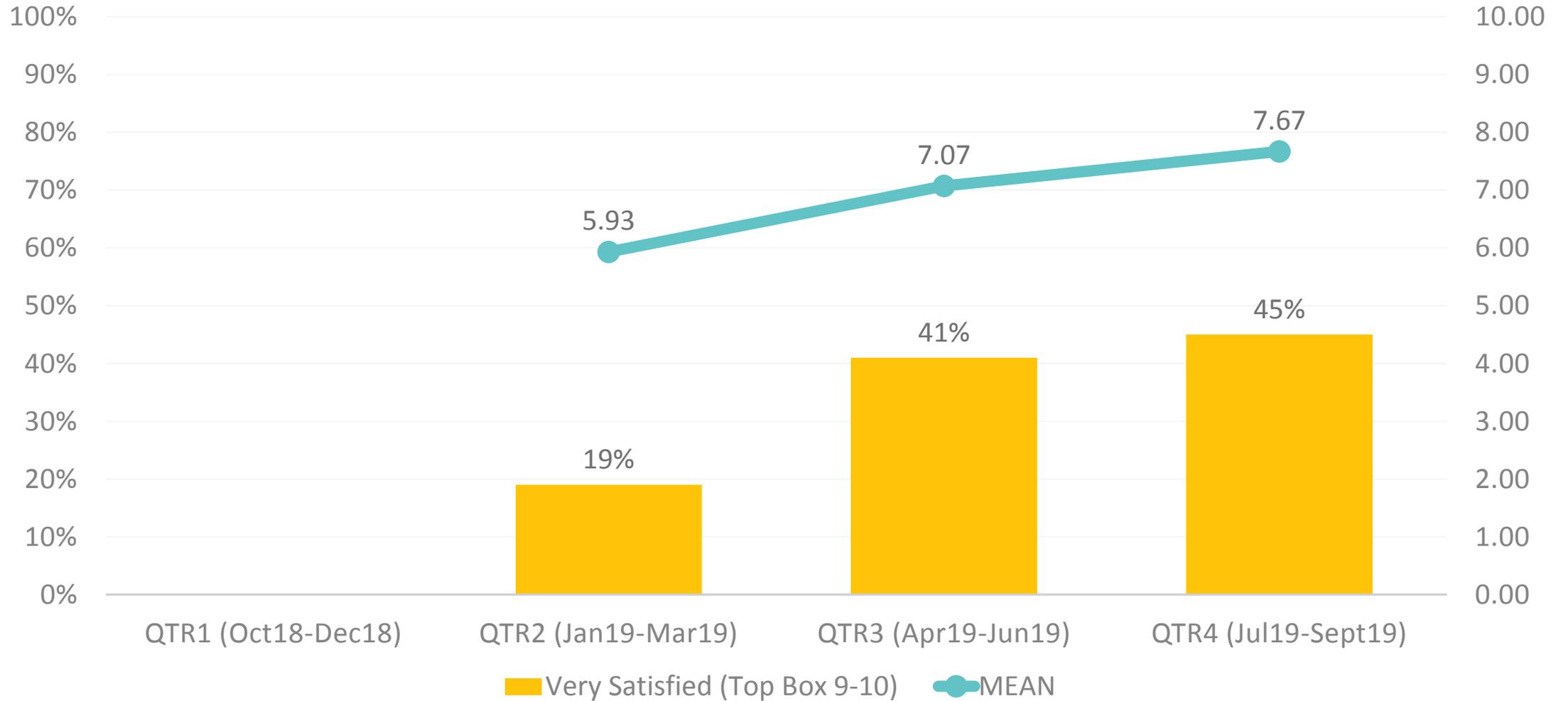
SATISFACTION – BEACHES



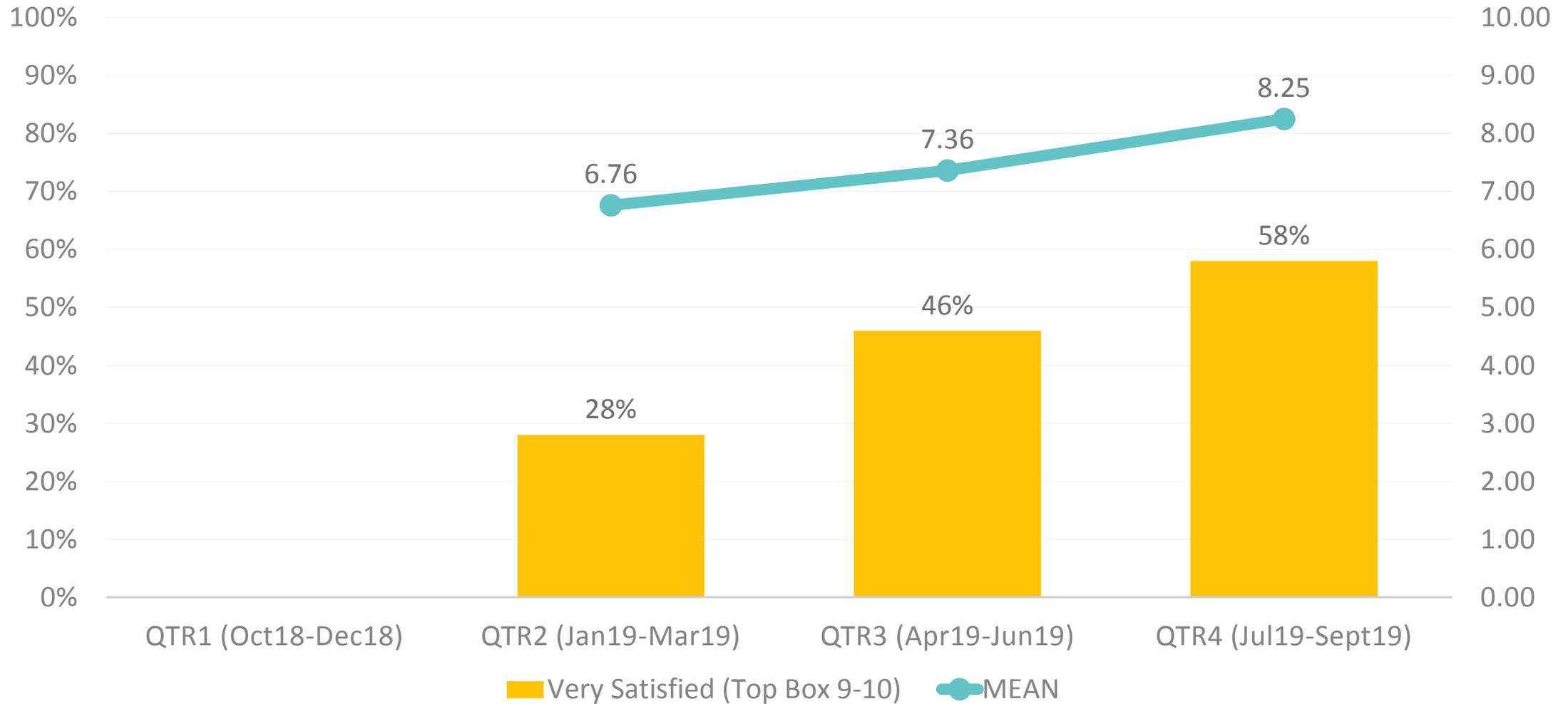
SATISFACTION – PARKS



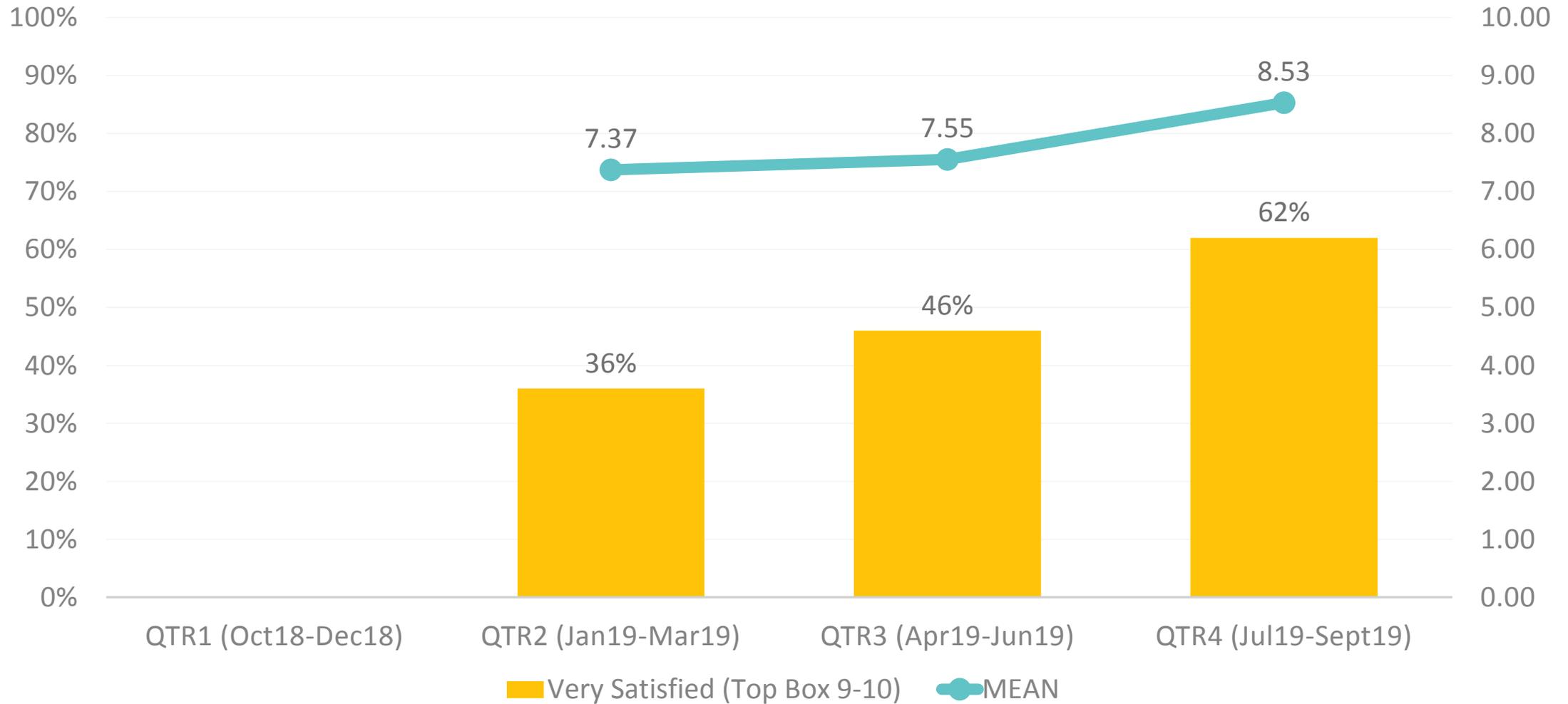
SATISFACTION – ROADS



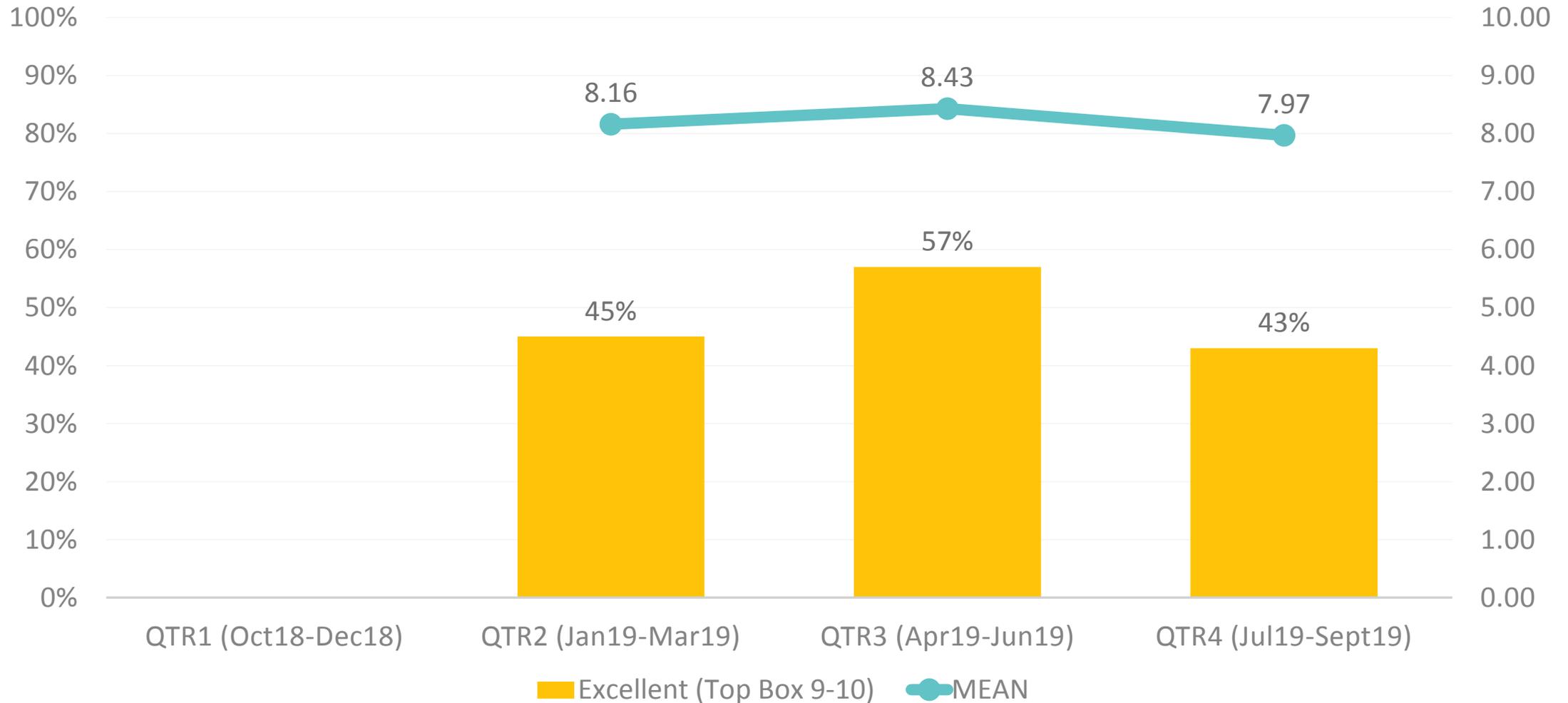
SATISFACTION – SIGHTSEEING AREAS



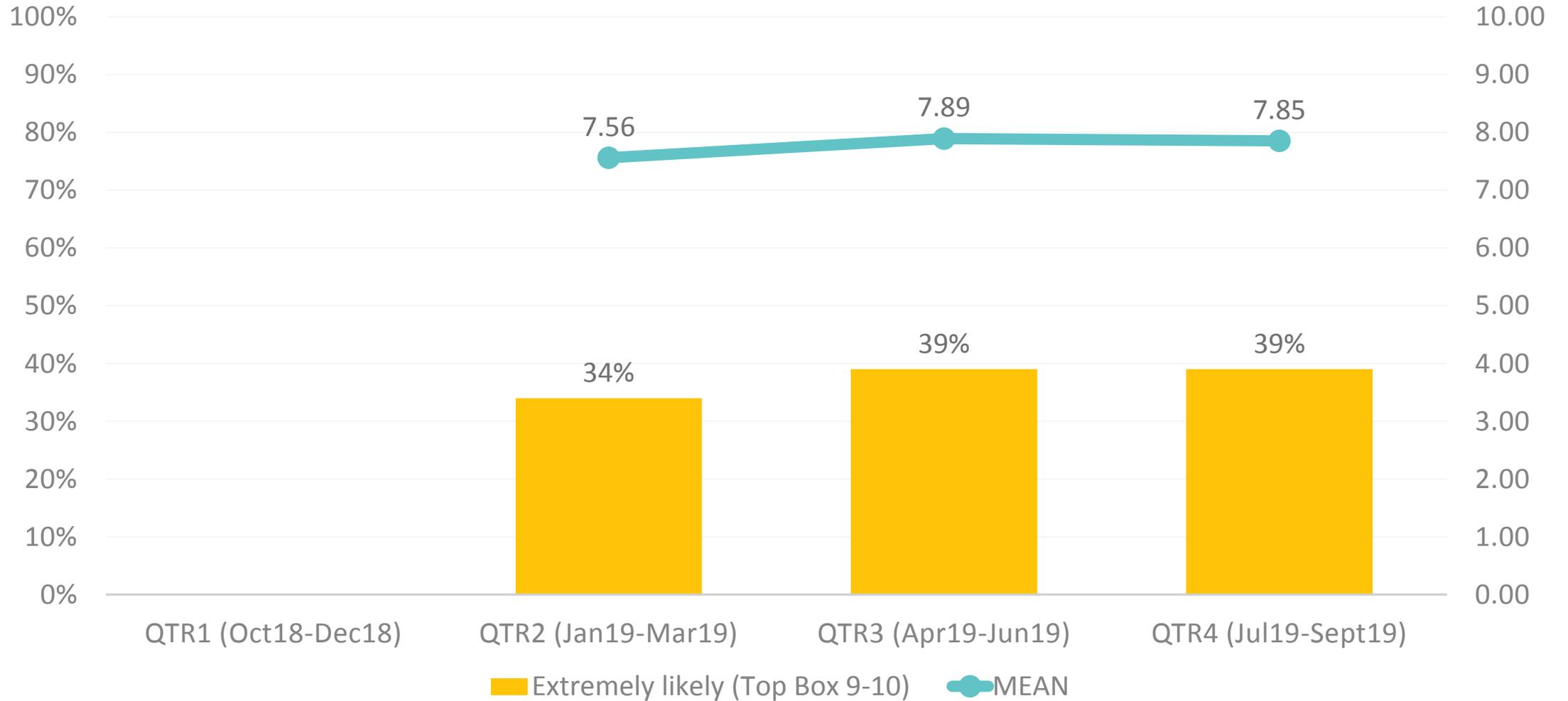
SATISFACTION – SAFETY & SECURITY



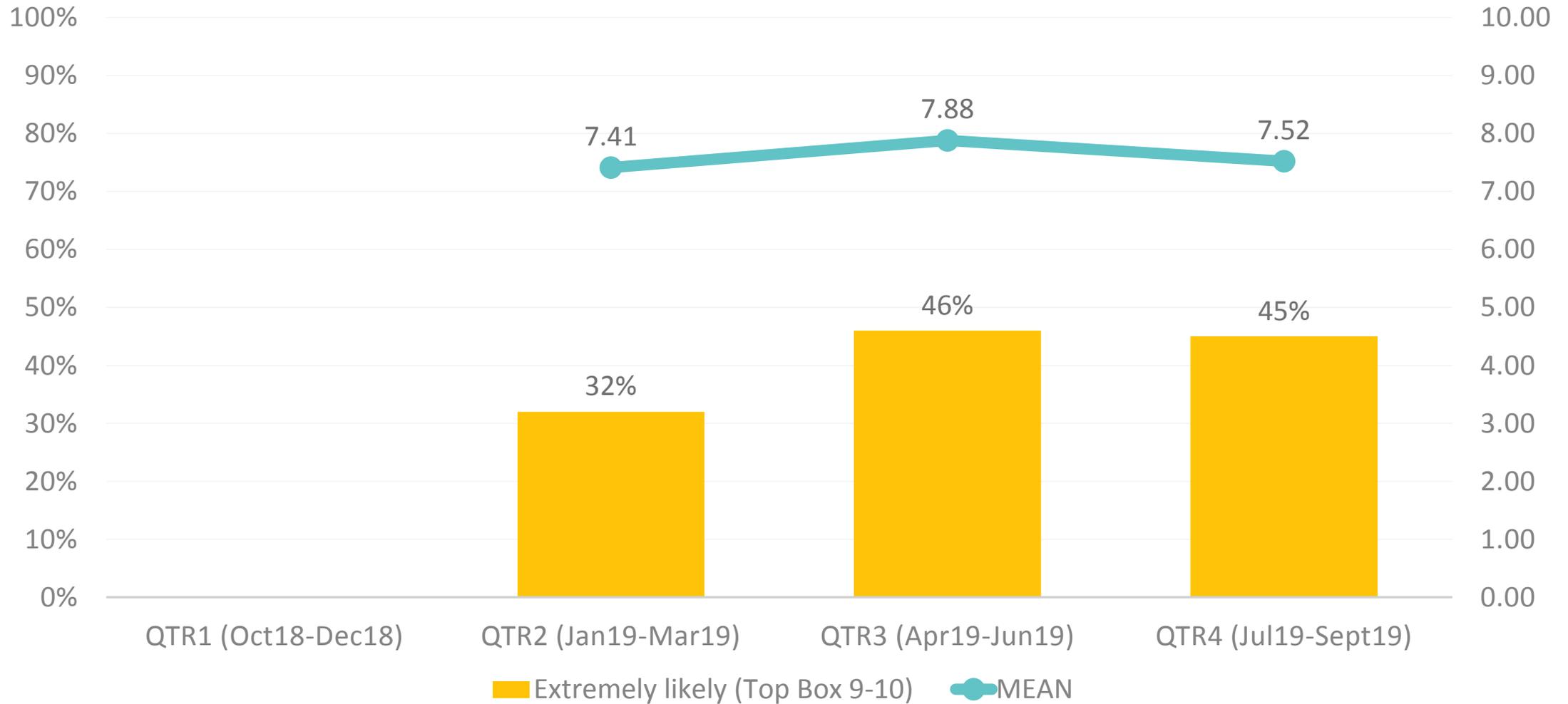
SATISFACTION – ACCOMMODATIONS



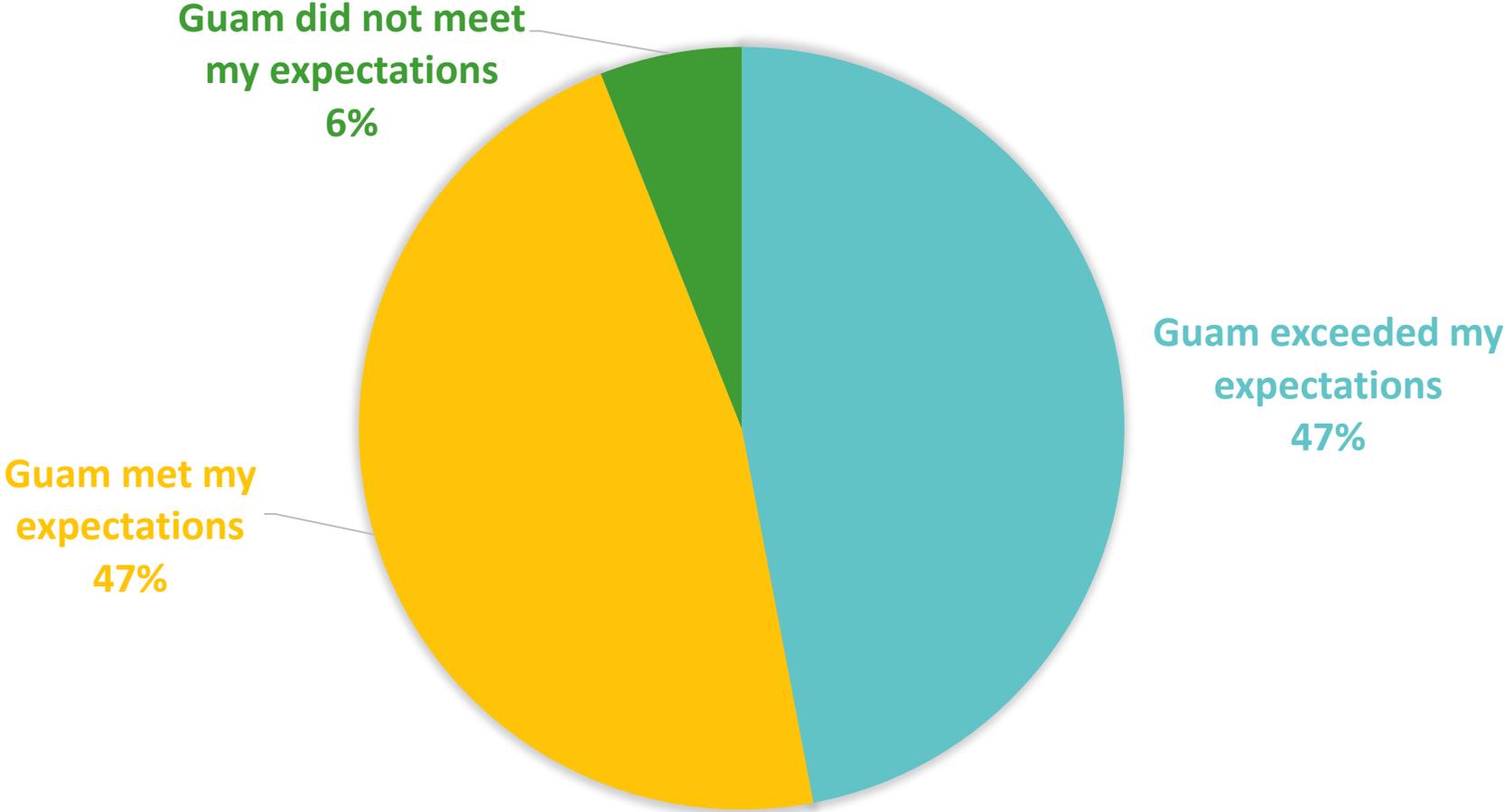
BRAND ADVOCACY



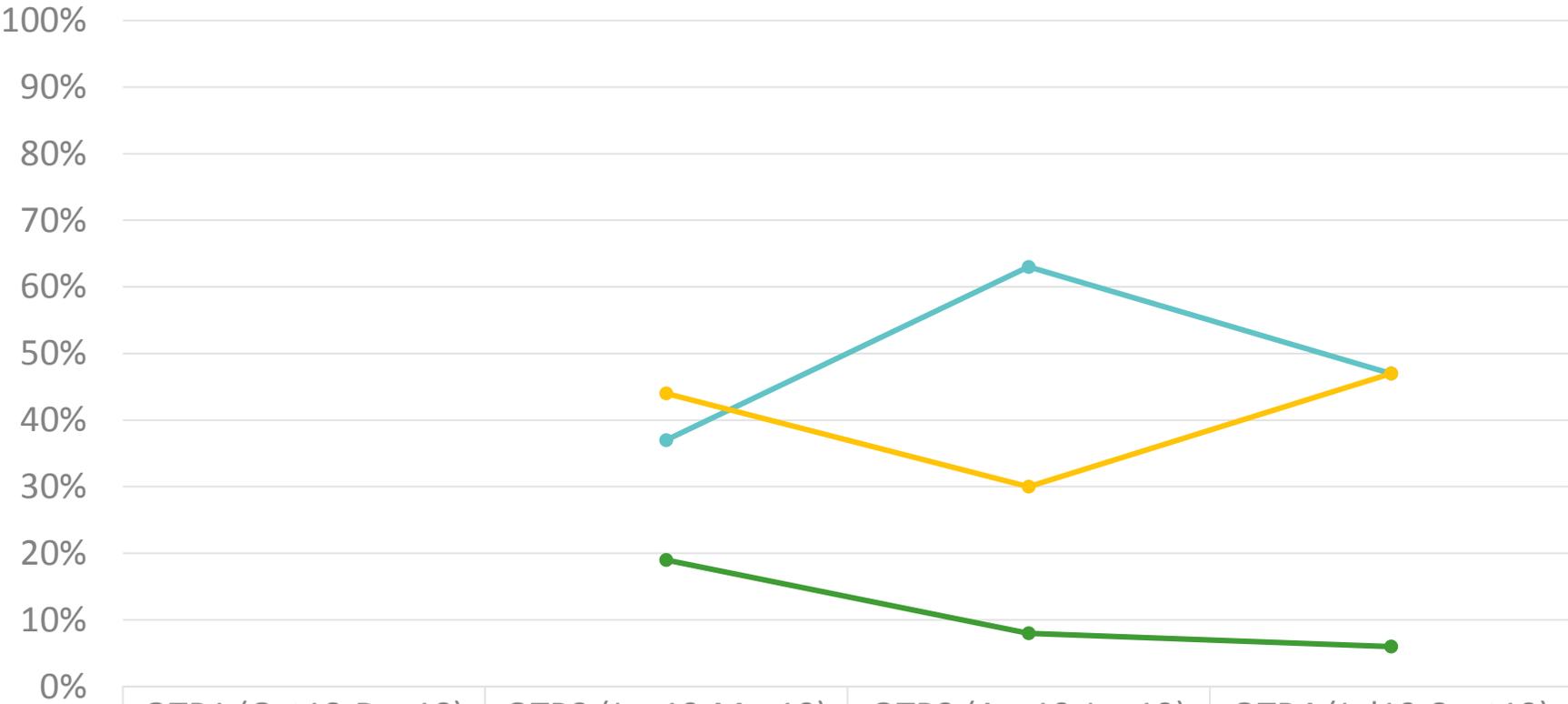
BRAND LOYALTY



TRIP EXPECTATIONS



TRIP EXPECTATIONS – TRACKING



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
Exceeded expectations		37%	63%	47%
Met expectations		44%	30%	47%
Did not meet expectations		19%	8%	6%



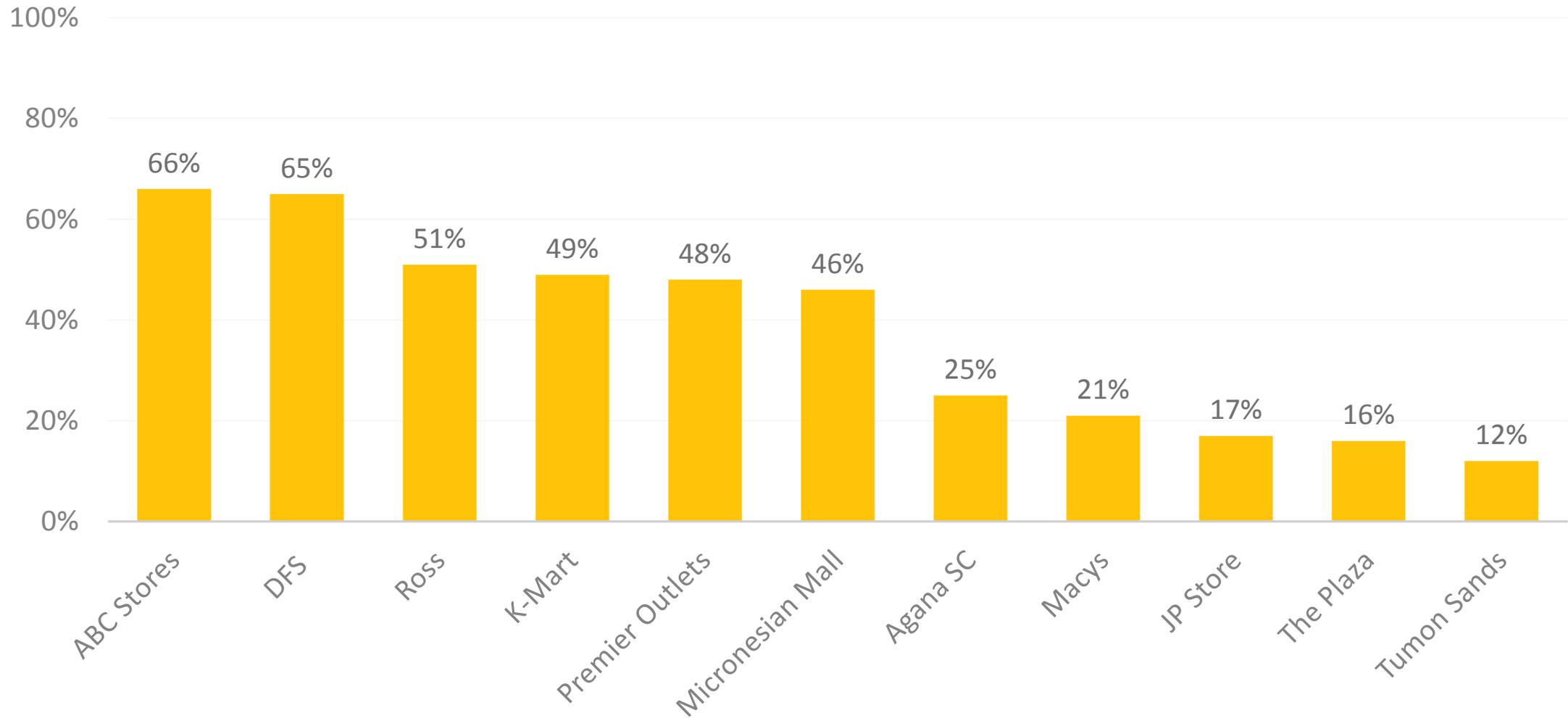


SECTION 5

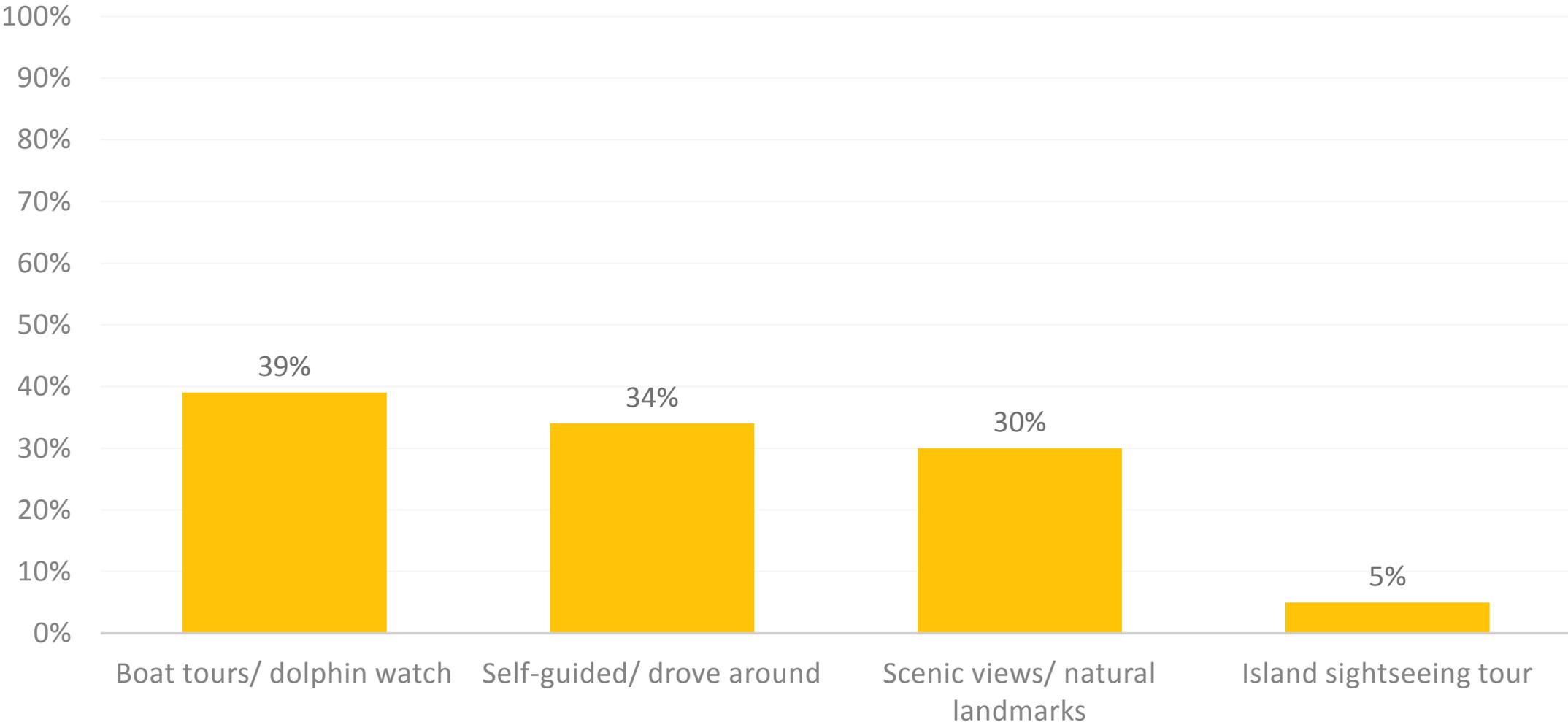
VISITOR ACTIVITIES



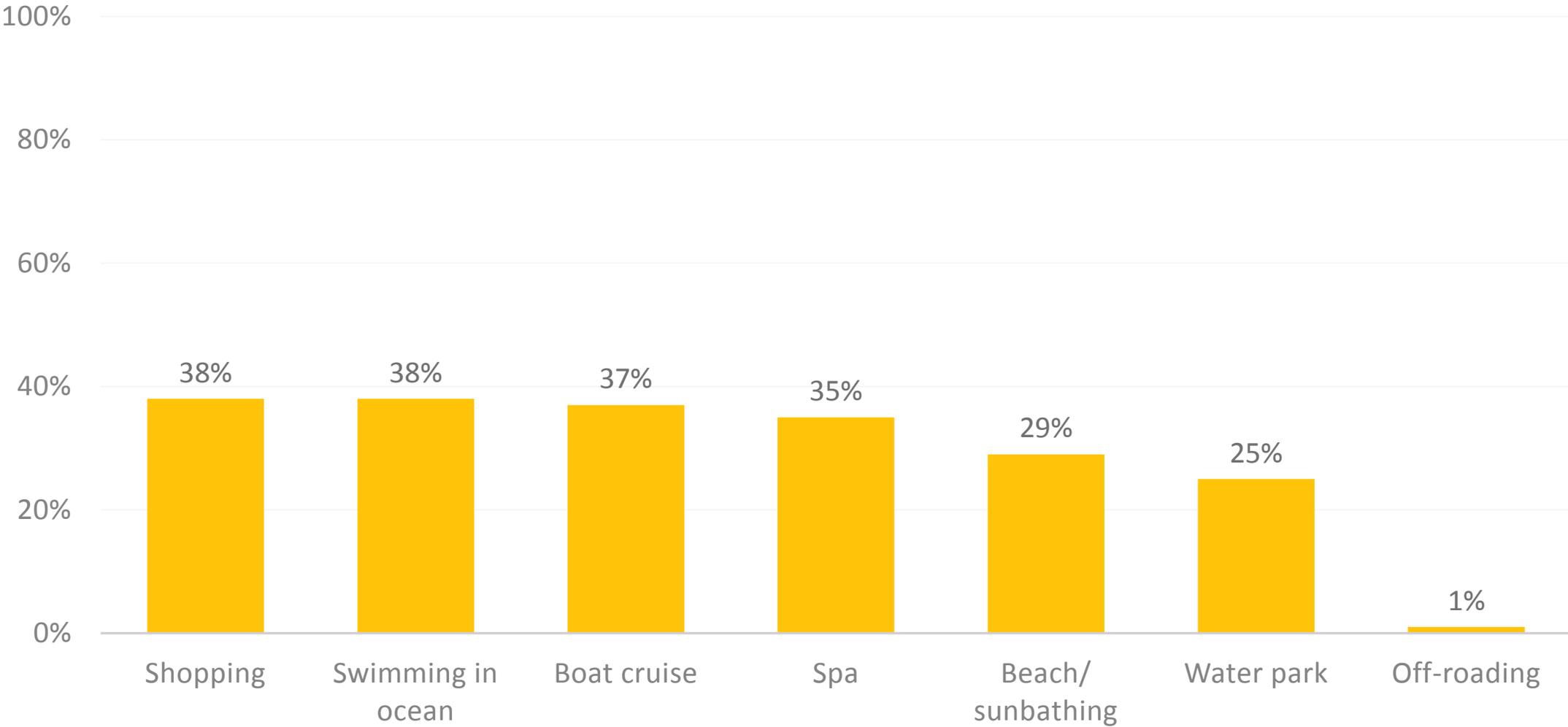
SHOPPING AREAS – PENETRATION



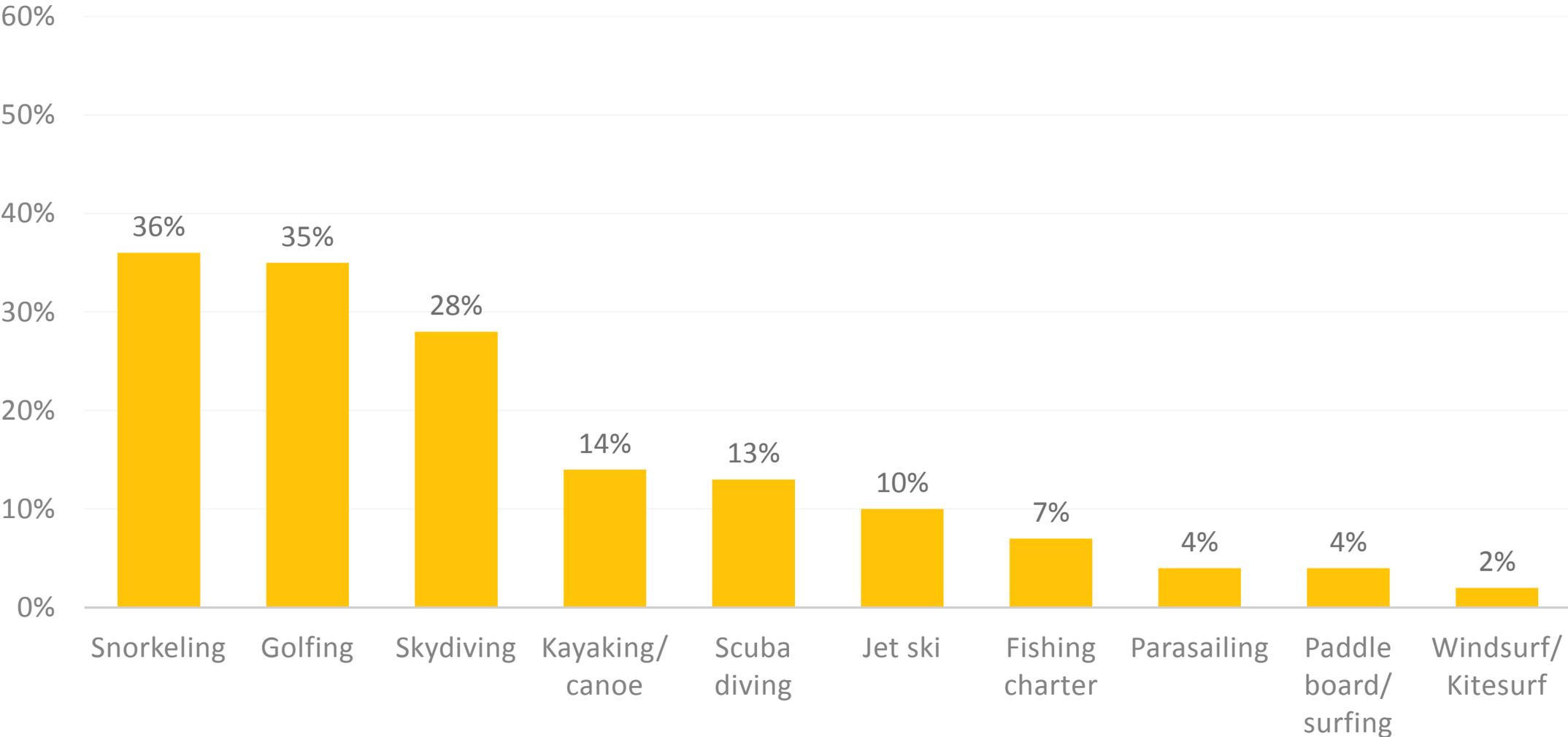
ACTIVITIES – SIGHTSEEING



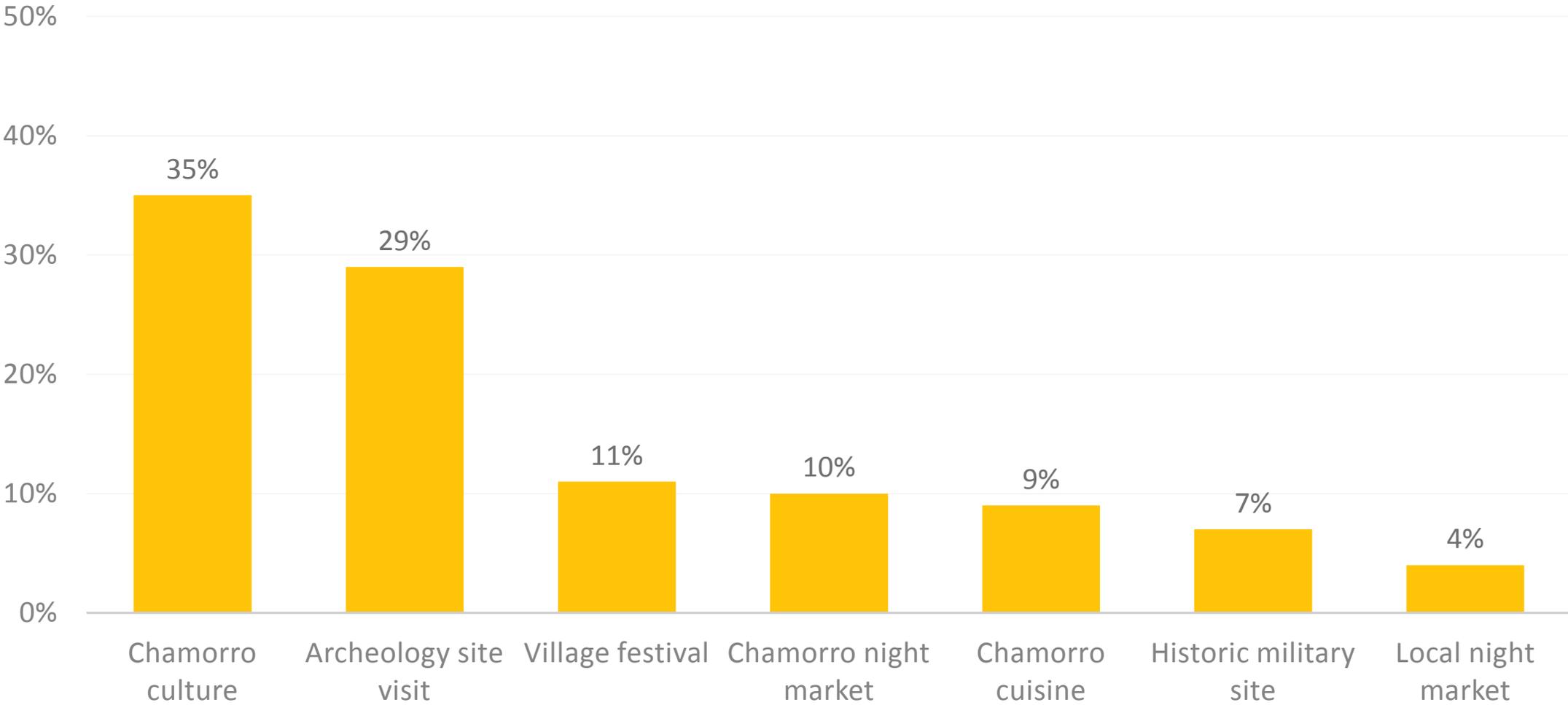
ACTIVITIES – RECREATION



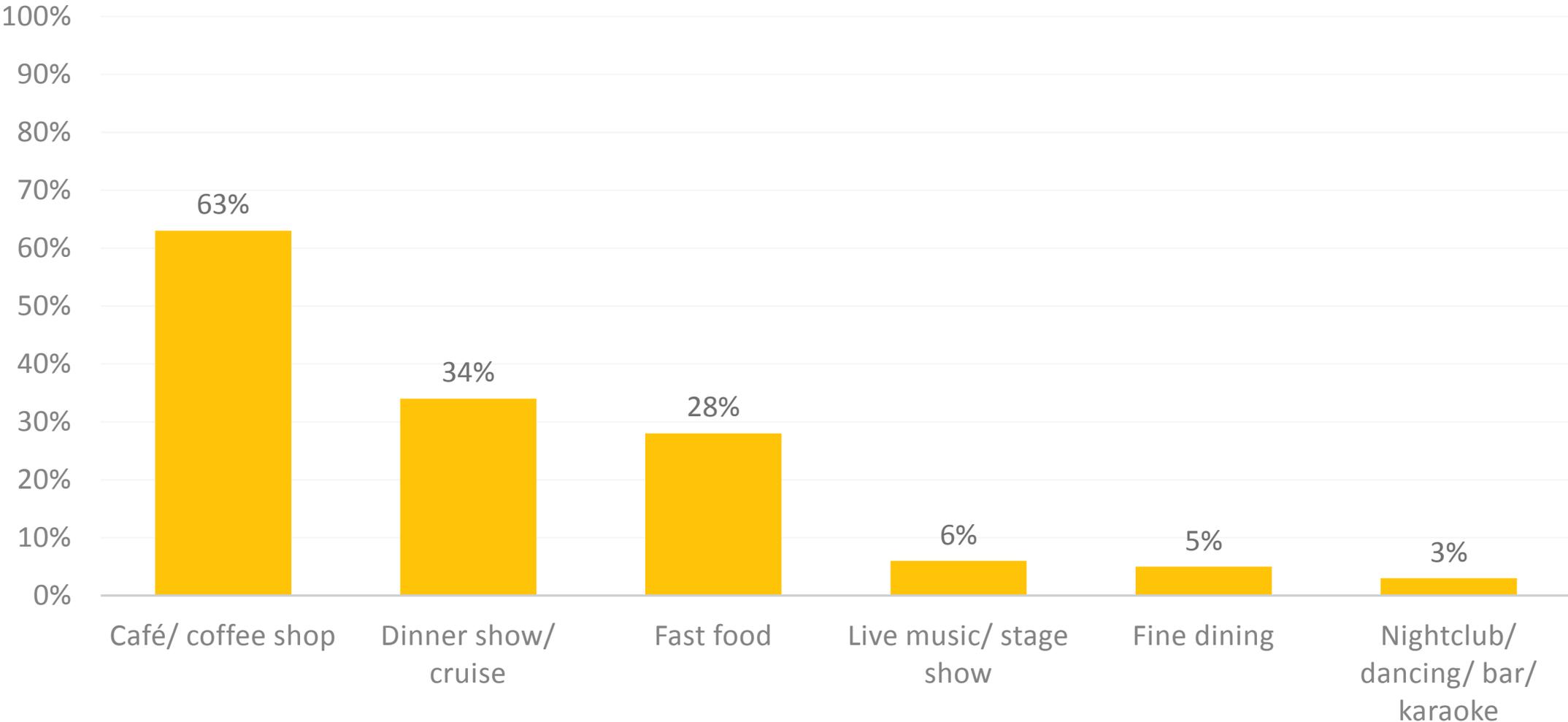
ACTIVITIES – SPORTS



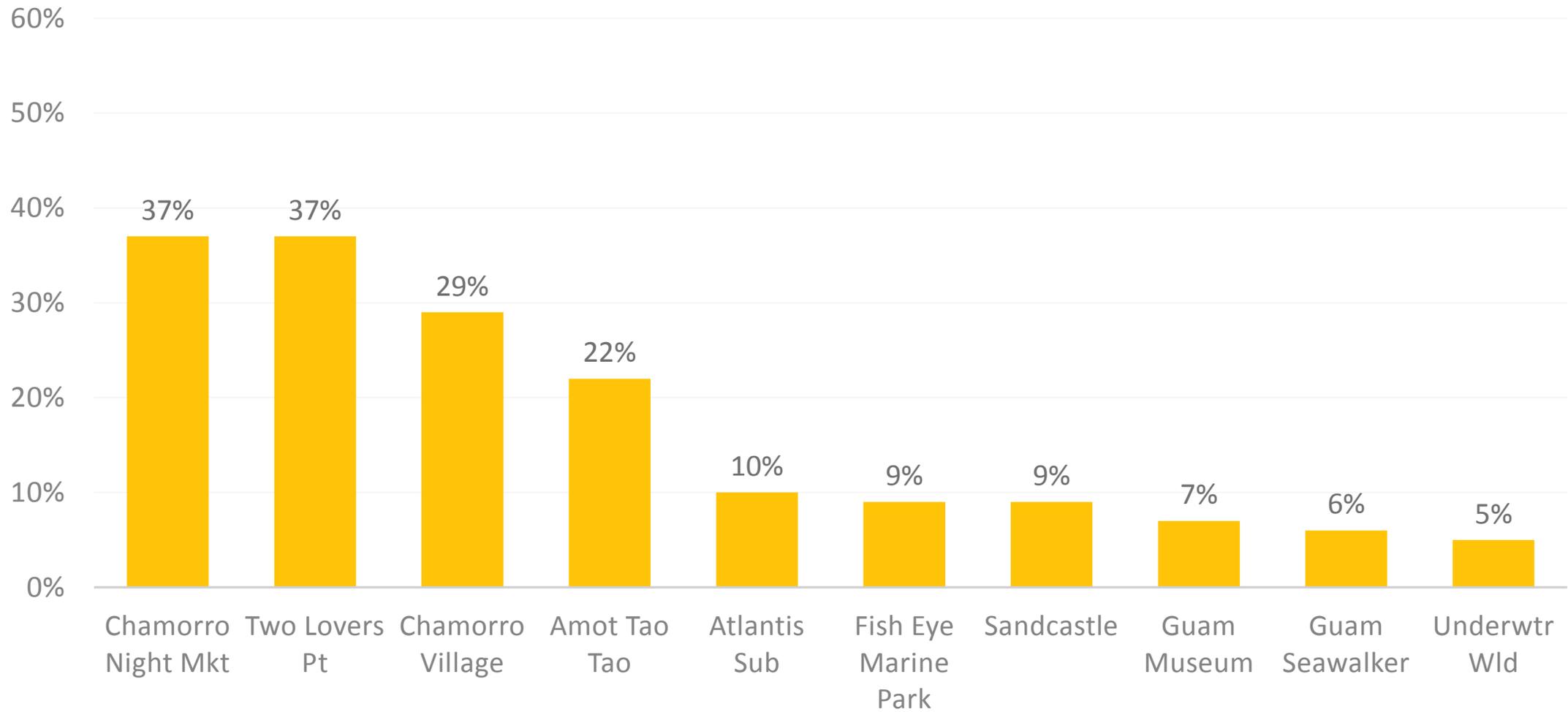
ACTIVITIES – HISTORY, CULTURE, ARTS



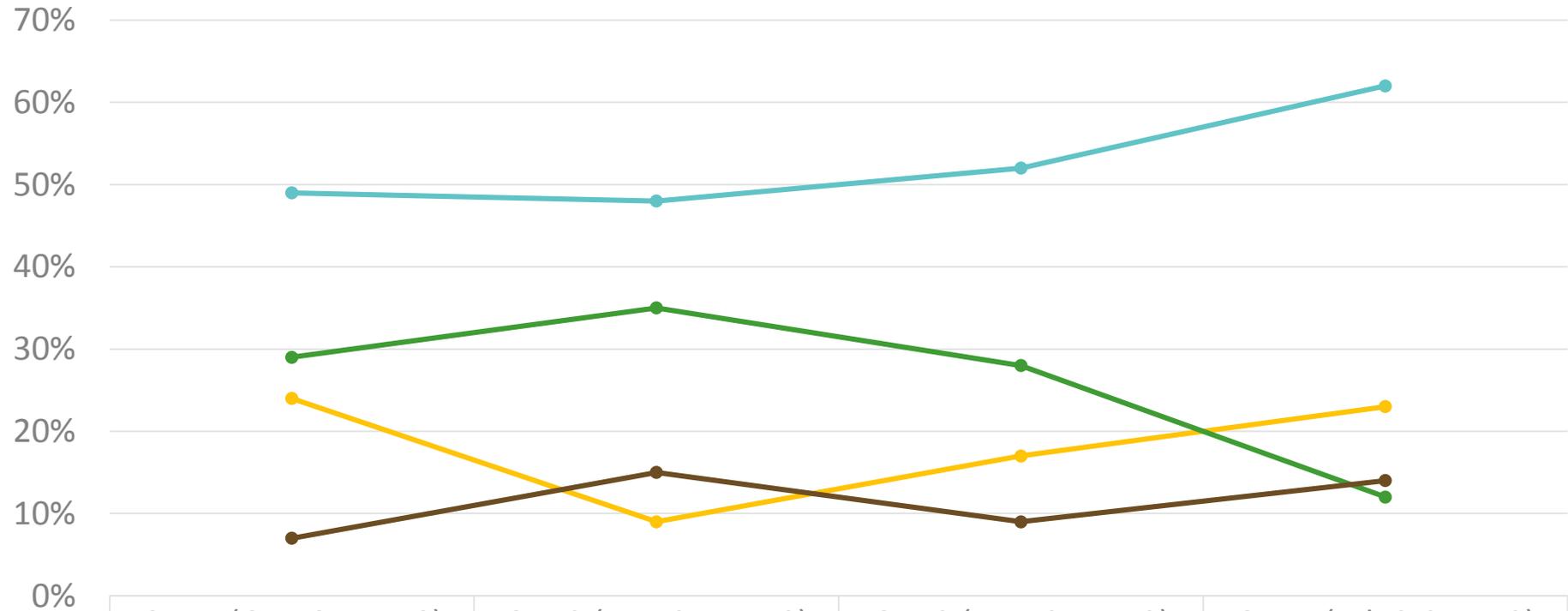
ACTIVITIES – ENTERTAINMENT & DINING



LOCAL ATTRACTIONS – TOP RESPONSES (5%+)



LOCAL CULTURE – OBSTACLES



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
Schedule	49%	48%	52%	62%
Unaware	24%	9%	17%	23%
Did not want to	29%	35%	28%	12%
Did not know where	7%	15%	9%	14%

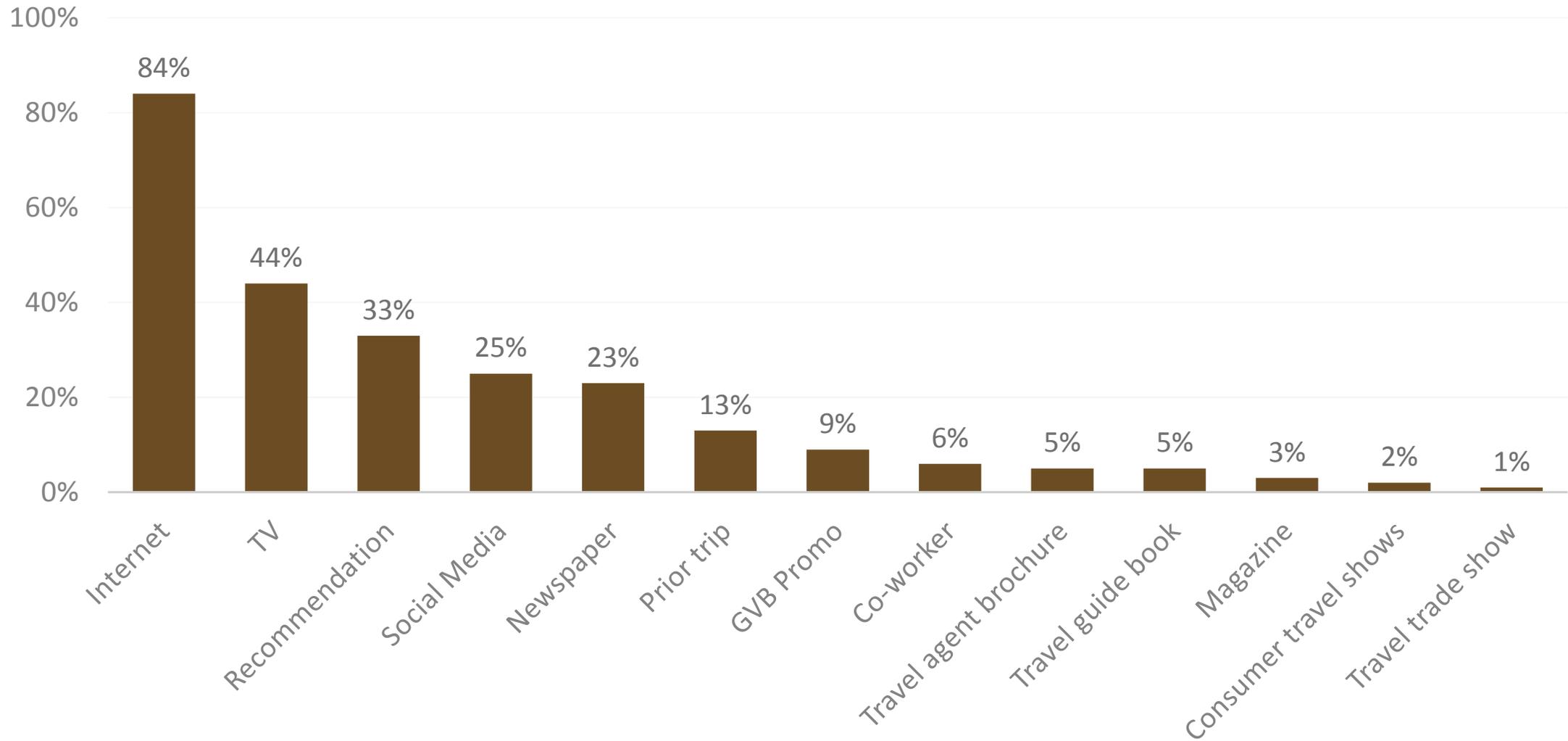


SECTION 6

SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION - SEGMENTATION

GVB VISITOR SATISFACTION STUDY

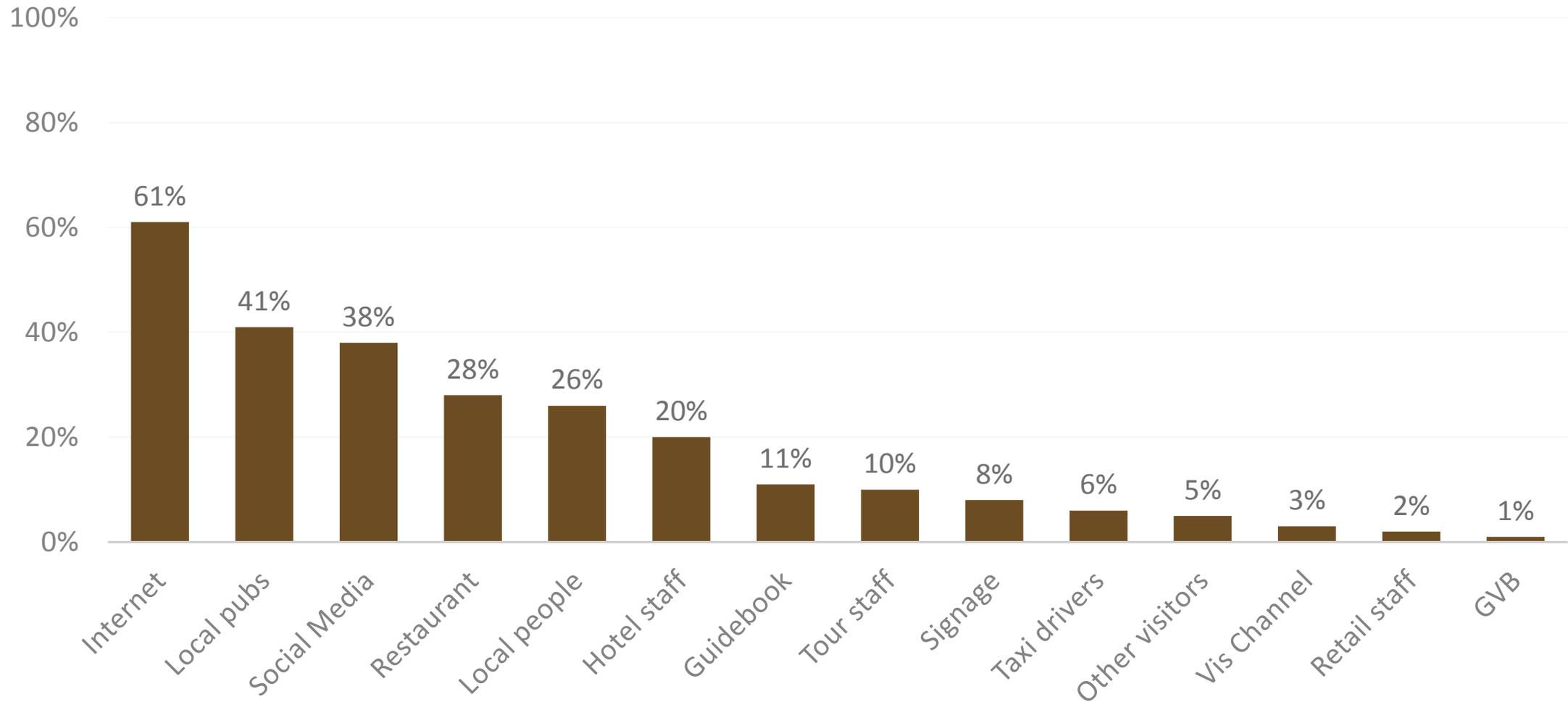
Q5 Please select the top three sources of information you used to find out about Guam before your trip

	TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT	LEISURE TRVL
	-	-	-	-	-	-	-	-	-
Q5 Internet/Mobile App	84%	83%	86%	78%	83%	89%	87%	82%	82%
TV	44%	50%	52%	17%		9%	93%	62%	17%
Friend or relative	33%	28%	26%	49%	67%	63%	7%	13%	47%
Social media	25%	21%	25%	28%	33%	49%		14%	36%
Newspaper	23%	28%	29%	4%			53%	38%	2%
I have been to Guam before	13%	14%	11%	14%	17%	9%		30%	17%
Guam Visitors Bureau promotional activities	9%	11%	13%	2%			33%	16%	1%
Co-worker/ company travel department	6%	5%	5%	12%	17%	11%		1%	9%
Travel agent brochure	5%	5%	3%	14%	33%	14%		4%	6%
Travel guide book at bookstores	5%	4%	4%	4%	17%	3%		3%	7%
Magazine (consumer)	3%	3%	1%	2%		11%		1%	4%
Consumer travel shows	2%	2%	2%				7%	3%	
Travel trade shows	1%	1%	1%	1%			7%	2%	0%
Guam Visitors Bureau office	0%	0%	0%			3%		0%	0%
Radio	0%	0%	0%					0%	0%
Theater ads	0%	0%	0%			3%			
Total	1074	902	788	90	6	35	15	455	671

Prepared by Anthology Research



ONISLE SOURCES OF INFORMATION



ONISLE SOURCES OF INFORMATION

GVB VISITOR SATISFACTION STUDY

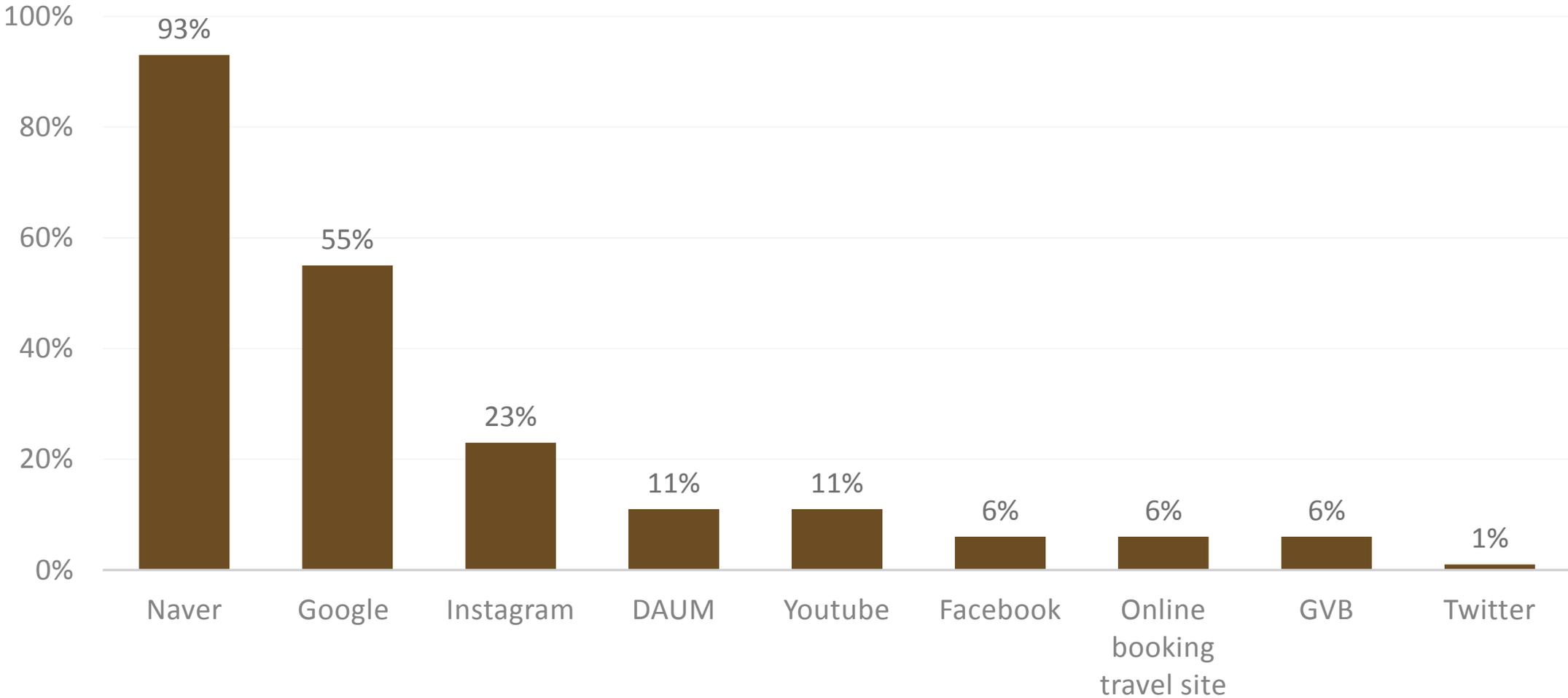
Q6 Please select the top three sources of information you used to find out about Guam while you were here

		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT	LEISURE TRVL
		-	-	-	-	-	-	-	-	-
Q6	Internet/ Mobile App	61%	58%	58%	59%	83%	60%	53%	49%	77%
	Local publication	41%	46%	49%	19%	33%	29%	80%	60%	14%
	Social Media	38%	33%	37%	43%	33%	46%	20%	30%	50%
	Restaurant staff (outside hotel)	28%	32%	36%	8%		9%	73%	45%	2%
	Local people	26%	29%	32%	8%		14%	33%	38%	7%
	Hotel staff	20%	20%	16%	21%	33%	20%	20%	17%	24%
	Guide books I brought with me	11%	11%	9%	17%	17%	9%		7%	16%
	Tour staff	10%	10%	2%	23%	17%	29%		5%	13%
	Signs/ advertisement	8%	8%	7%	9%	17%	17%		5%	13%
	Taxi drivers	6%	4%	6%	10%	17%	3%		3%	9%
	Other visitors	5%	4%	4%	11%		11%		4%	7%
	Visitors channel	3%	4%	4%	4%				5%	2%
	Retail staff	2%	2%	2%	1%	17%	6%		1%	3%
	Guam Visitors Bureau	1%	1%	2%			9%		1%	2%
	Total	1074	902	788	90	6	35	15	455	671

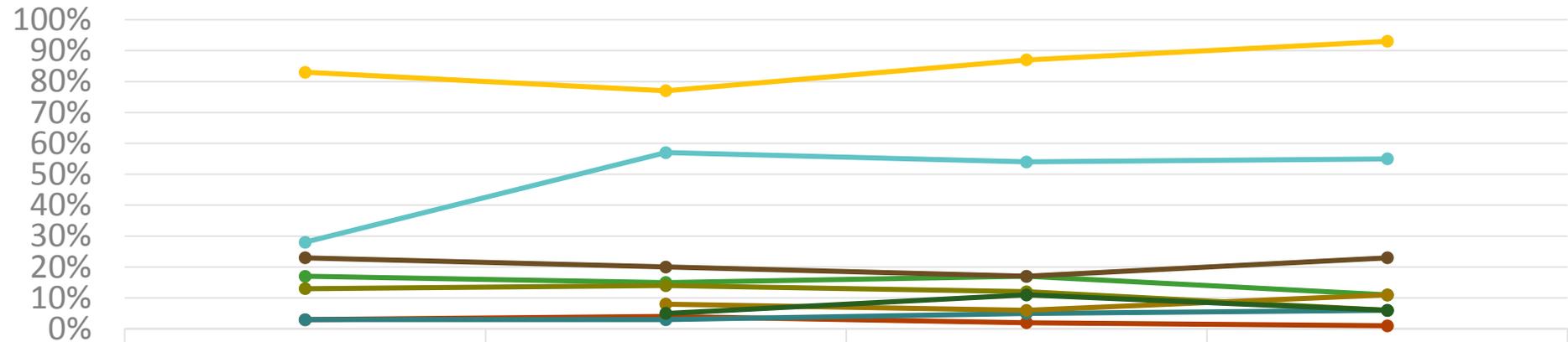
Prepared by Anthology Research



ONLINE SOURCES OF INFORMATION



ONLINE SOURCES OF INFORMATION



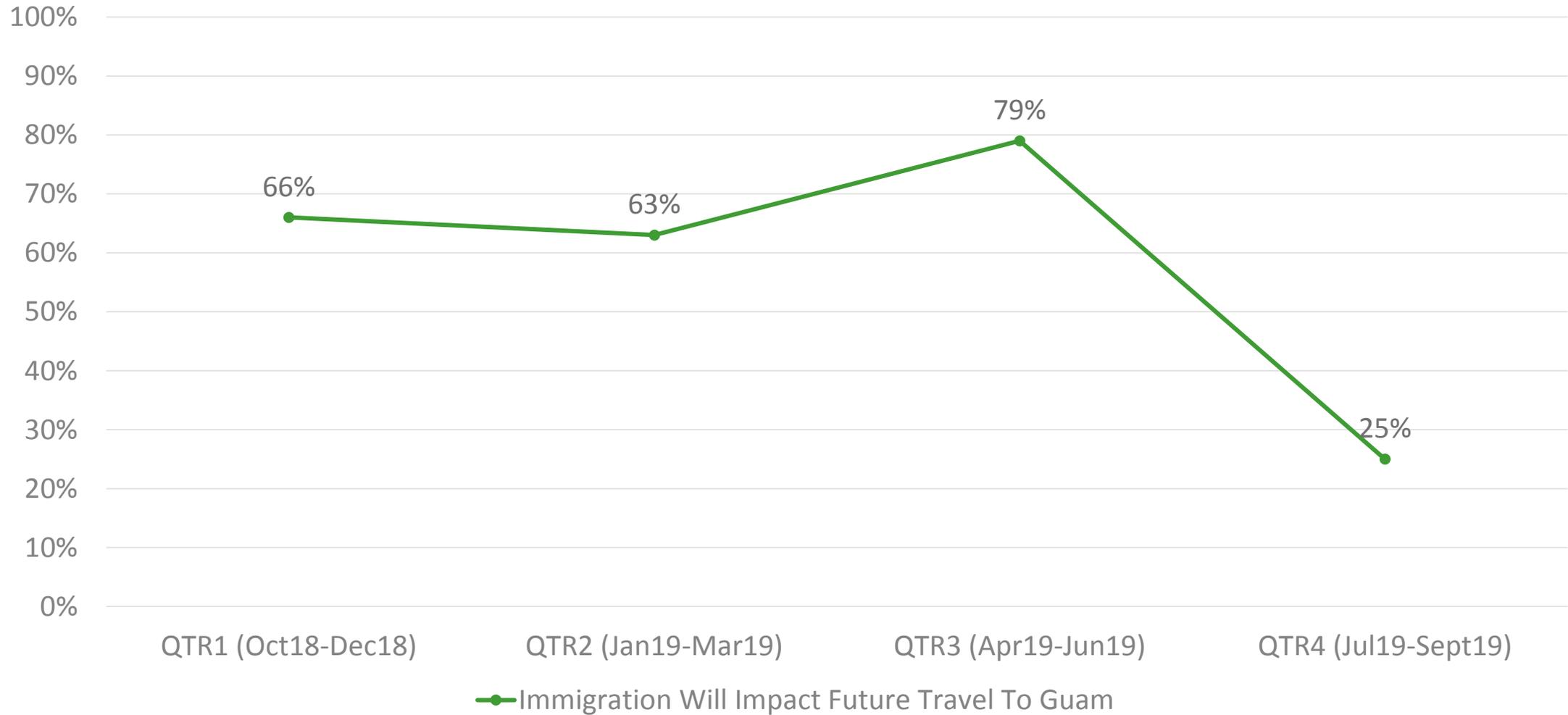
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
Google	28%	57%	54%	55%
Naver	83%	77%	87%	93%
DAUM	17%	15%	17%	11%
Instagram	23%	20%	17%	23%
Facebook	13%	14%	12%	6%
Twitter	3%	4%	2%	1%
Online booking site	3%	3%	5%	6%
Youtube		8%	6%	11%
GVB		5%	11%	6%



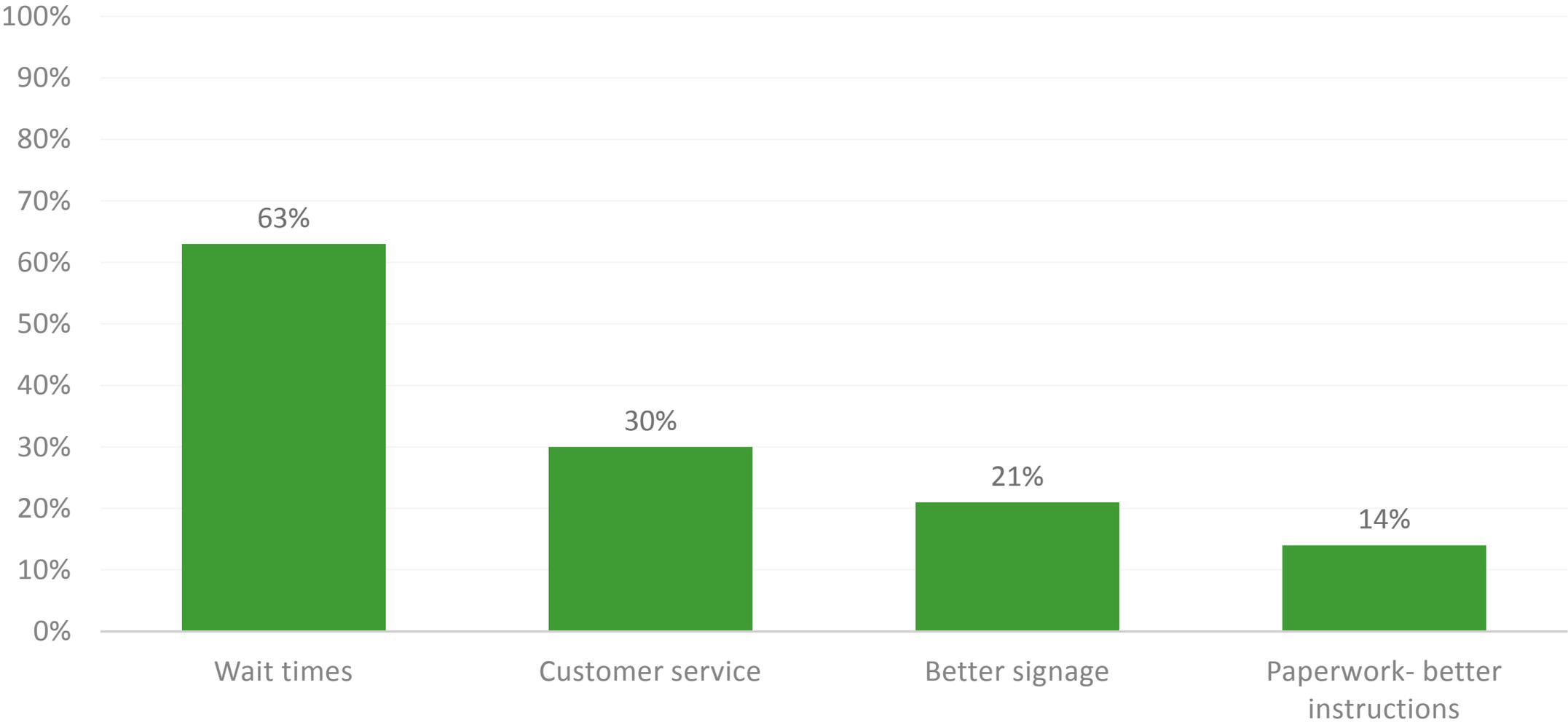
SECTION 7
IMMIGRATION



IMPACT OF AIRPORT IMMIGRATION SVC ON FUTURE TRAVEL TO GUAM



AIRPORT – SECURITY/ IMMIGRATION ISSUES



Q: What about the security screening and/ or immigration process here at the Guam International Airport could be improved?





SECTION 8

ADVANCED STATS



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.
- The predictor variables (drivers) are ranked on the percentage they account for the dependent variable. The top two ranked independent variables generally account for the largest percentages of the dependent variable and are thus the best predictors (drivers) of the dependent variable.

DRIVERS – OVERALL SATISFACTION

Comparison of Drivers of Overall Satisfaction, 2-4 Qtr. 2019				
	2nd Qtr 2019	3rd Qtr 2019	4th Qtr. 2019	2-4 Qtr 2019
Drivers:	rank	rank	rank	rank
Entertainment	1	1	1	1
Shopping	4			4
Dining			4	5
Beaches	5	3	3	
Parks	2	2		2
Roads		5		
Sightseeing Areas	3		2	6
Being a safe and secure destination		4	5	3
% of Overall Satisfaction Accounted For	33.9%	33.5%	55.7%	38.0%
NOTE: Only significant drivers are included.				

DRIVERS – OVERALL SATISFACTION

- **Overall satisfaction** with the Korea visitor's experience on Guam is driven by five significant factors in the 4th Quarter 2019 Period. By rank order they are:
 - **Entertainment,**
 - **Sightseeing areas,**
 - **Beaches,**
 - **Dining, and**
 - **Being a safe & secure destination.**
- With these factors the overall r^2 is .557 meaning that **55.7% of overall satisfaction is accounted for by these factors.**

DRIVERS – ONISLE EXPENDITURES

Comparison of Drivers of Per Person On Island Expenditures, 2-4 Qtr. 2019

	2nd Qtr 2019	3rd Qtr 2019	4th Qtr. 2019	2-4 Qtr 2019
Drivers:	rank	rank	rank	rank
Entertainment	3	2		2
Shopping	1	1	1	1
Dining				
Beaches				3
Parks	2			
Roads			2	
Sightseeing Areas				
Being a safe and secure destination				
% of Overall Satisfaction Accounted For	6.8%	11.0%	1.5%	10.3%
NOTE: Only significant drivers are included.				



DRIVERS – ONISLE EXPENDITURES

- **Per Person On Island Expenditure** of Korea visitors on Guam is driven by two significant factors in the 4th Quarter 2019 Period. By rank order they are:
 - **Shopping, and**
 - **Roads.**
- With these factors the overall r^2 is .015 meaning that **1.5% of per person on island expenditure is accounted for by these factors.**