

KOREA VISITOR PROFILE

OCTOBER - DECEMBER 2019

VISITOR SATISFACTION



47%
VERY
SATISFIED



8/10
AVERAGE

36%
BEACH WAS
EXCELLENT



20%
EXPENSIVE



53%
EXTREMELY LIKELY
TO RECOMMEND



46%
EXTREMELY LIKELY
TO RETURN IN THE
NEXT THREE YEARS

SPENDING



\$207.72
ON ISLAND
PER PERSON
PER DAY



\$1,227.84
TOTAL SPENDING
PER PERSON
(PREPAID + ON ISLAND)

MOST POPULAR



Recreation

54% Swimming in Ocean

Entertainment & Dining

53% Café/Coffee Shop

Local Attractions

52% Two Lovers Point

Sports

48% Snorkeling

Sightseeing

47% Scenic Views/
Natural Landmarks

History, Culture & Arts

16% Historic Military Site

KOREA VISITOR PROFILE

OCTOBER - DECEMBER 2019

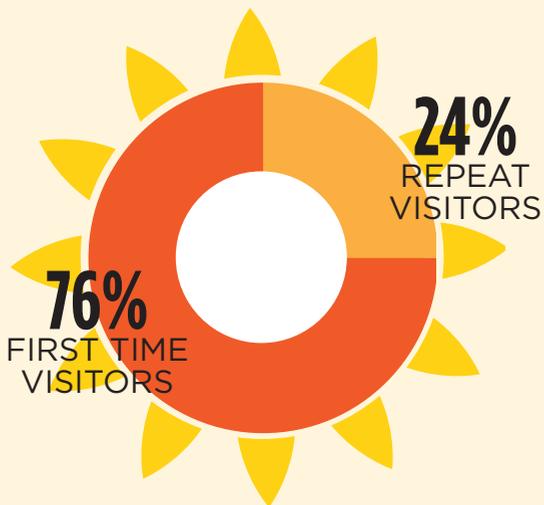
TRAVELER PROFILE



34.6
AVERAGE AGE



3.5
AVERAGE PARTY SIZE



3.9
NIGHTS
AVERAGE LENGTH OF STAY

TRAVEL MOTIVATIONS



TRIP PLANNING



89%
MADE TRAVEL ARRANGEMENTS ONLINE



29%
USED A TRAVEL WEBSITE

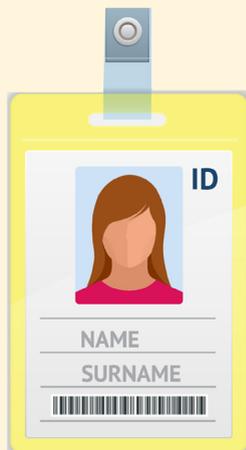


23%
USED A TRAVEL AGENT



49%
BOOKED DIRECT WITH AIRLINE AND/OR HOTEL

OCCUPATION





Guam Visitors Bureau

Korea Visitor Tracker Exit Profile & Market Segmentation Report

FY2020 – QTR.1 (OCT-DEC 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 1,067 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 1,067 is +/- 3.00 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 +/- 3.00 percentage points.



Objectives

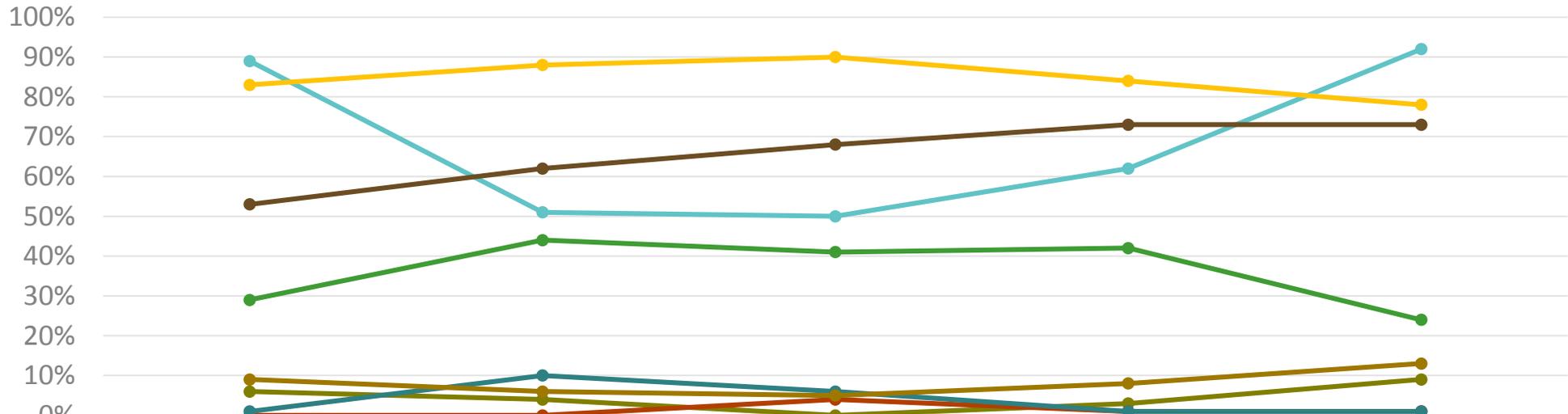
- To monitor the effectiveness of the Korea seasonal campaigns in attracting Korean visitors, refresh certain baseline data, to better understand the nature and economic value or impact of each of the targeted segments in the Korea marketing plan.
- Identify significant determinants of visitor satisfaction,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



	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19
Leisure Traveler	89%	51%	50%	62%	92%
Family	83%	88%	90%	84%	78%
Repeat	29%	44%	41%	42%	24%
FIT	53%	62%	68%	73%	73%
Honeymoon	6%	4%	0%	3%	9%
MICE	0%	0%	4%	1%	1%
Wedding	1%	10%	6%	1%	1%
Group	9%	6%	5%	8%	13%

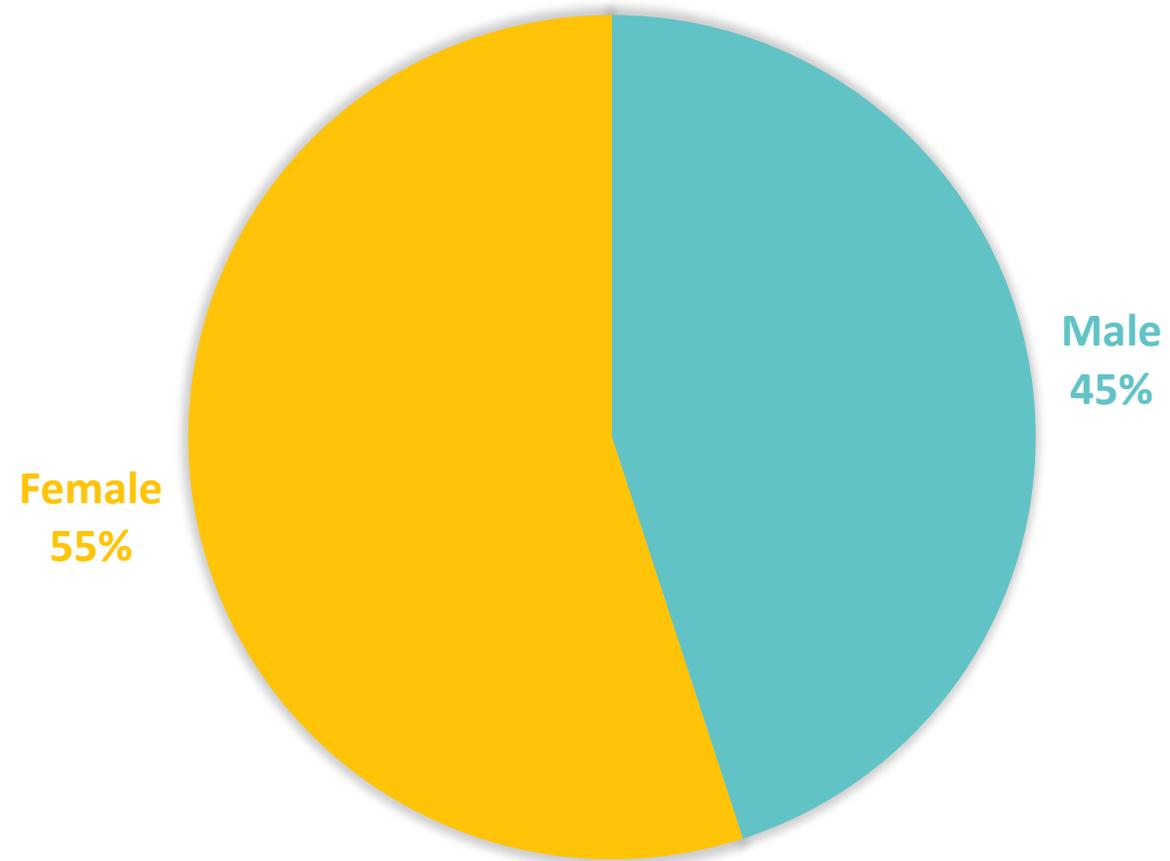


SECTION 1

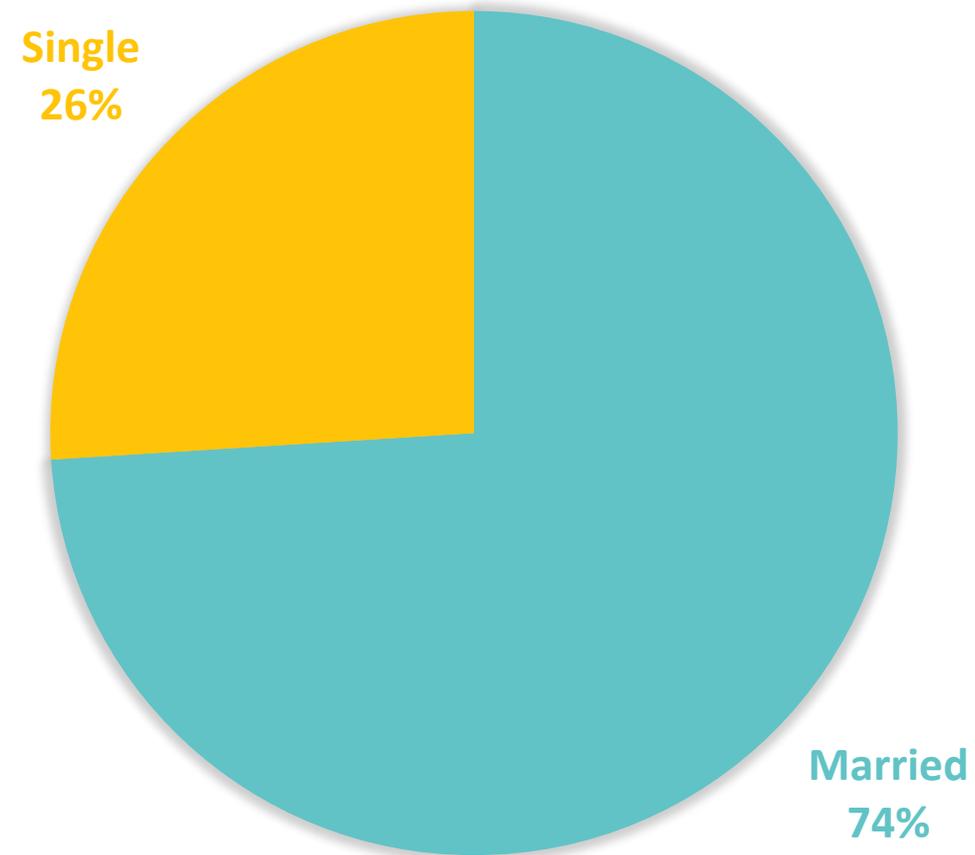
PROFILE OF RESPONDENTS



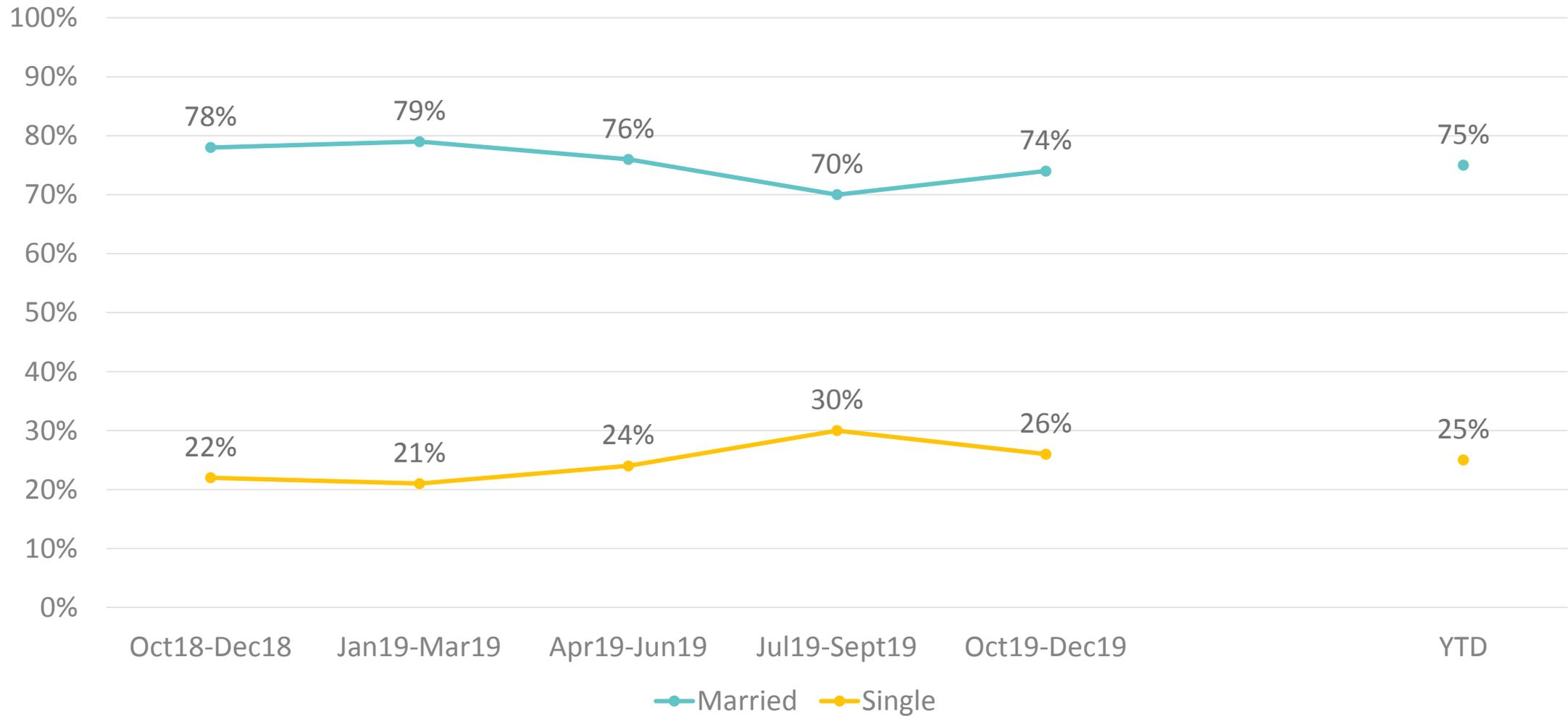
GENDER



MARITAL STATUS



MARITAL STATUS – TRACKING



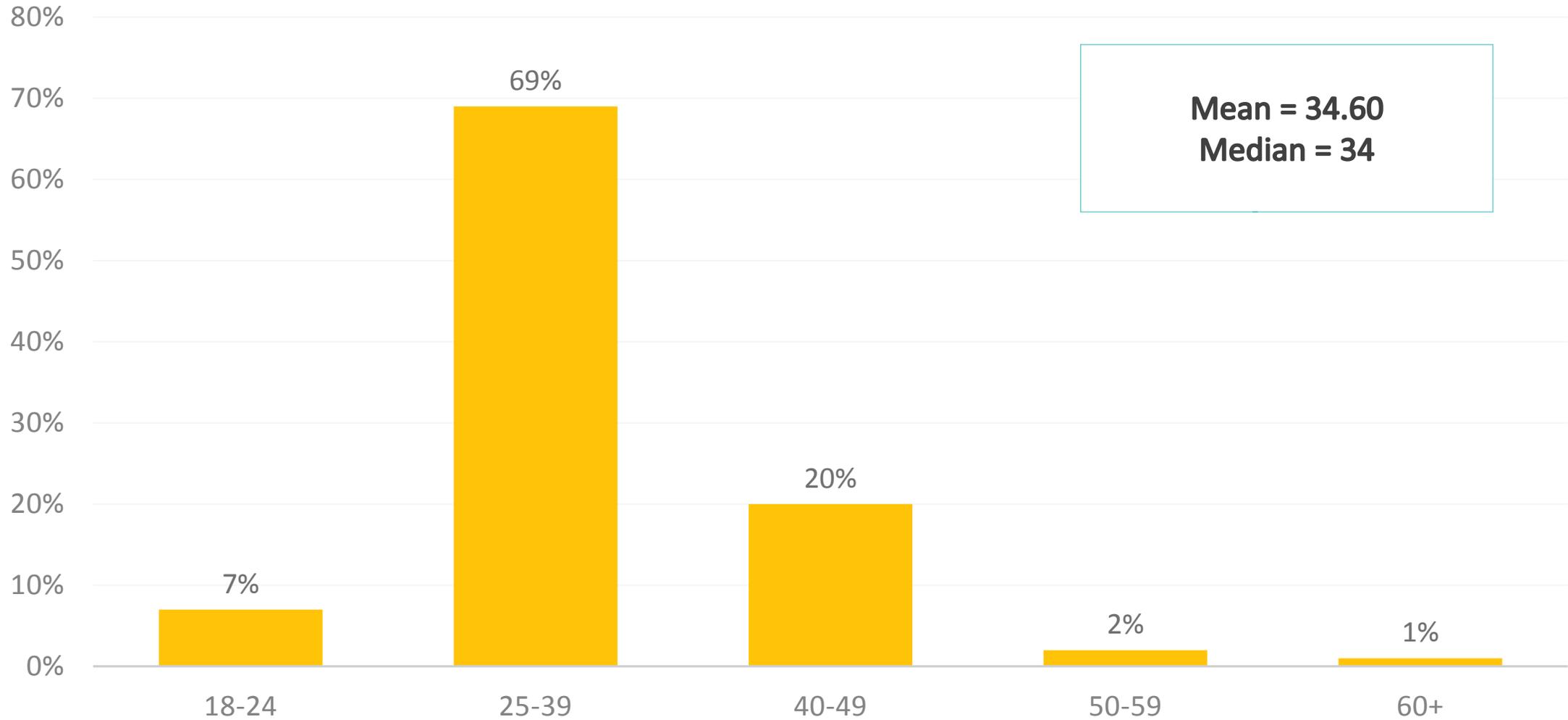
MARITAL STATUS – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
QE Are you married or single?

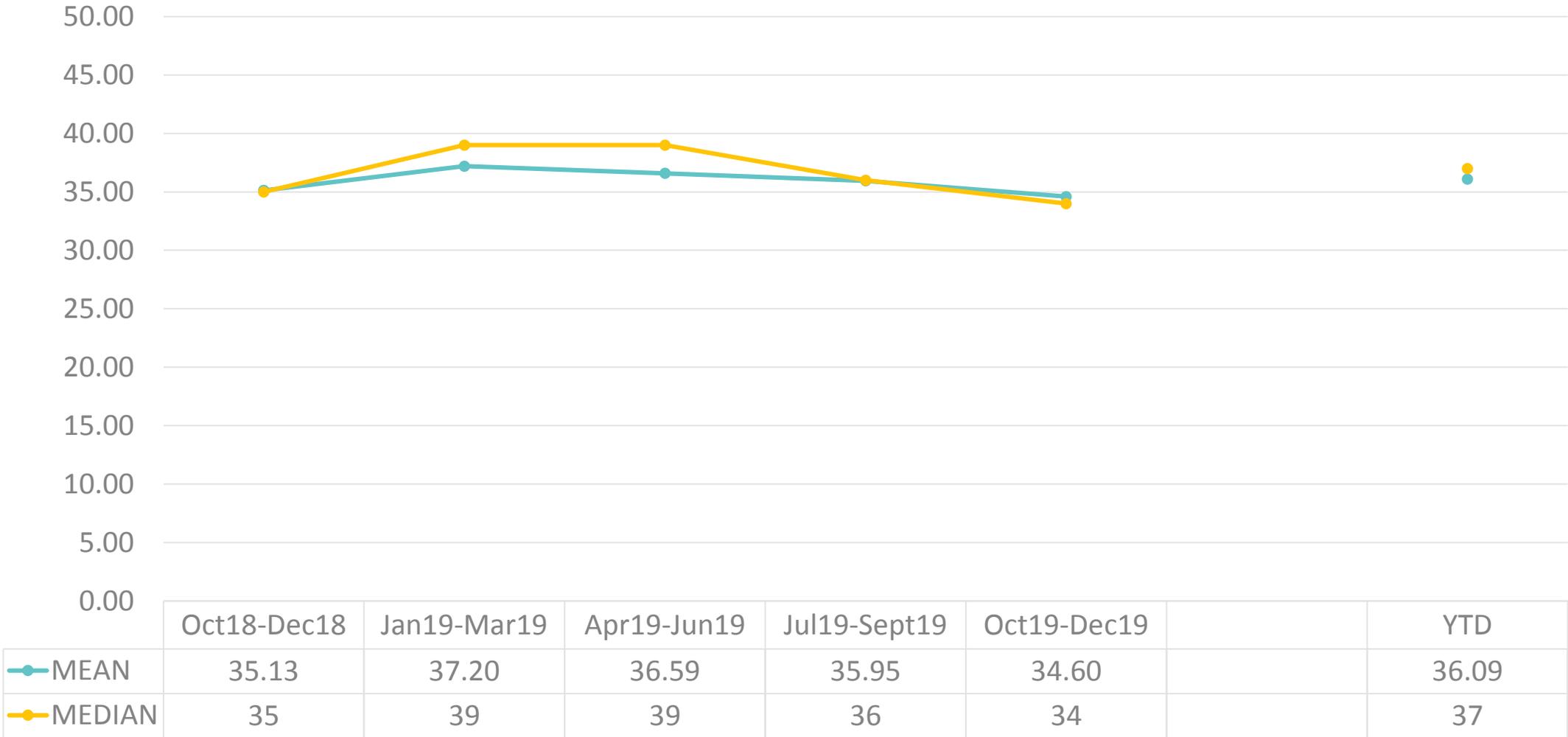
		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT	LEISURE TRVL
		-	-	-	-	-	-	-	-	-
QE	Married	74%	90%	72%	70%	46%	98%	88%	84%	73%
	Single	26%	10%	28%	30%	54%	2%	13%	16%	27%
	Total	1067	835	780	139	13	96	8	257	984

Prepared by Anthology Research

AGE



AGE – TRACKING



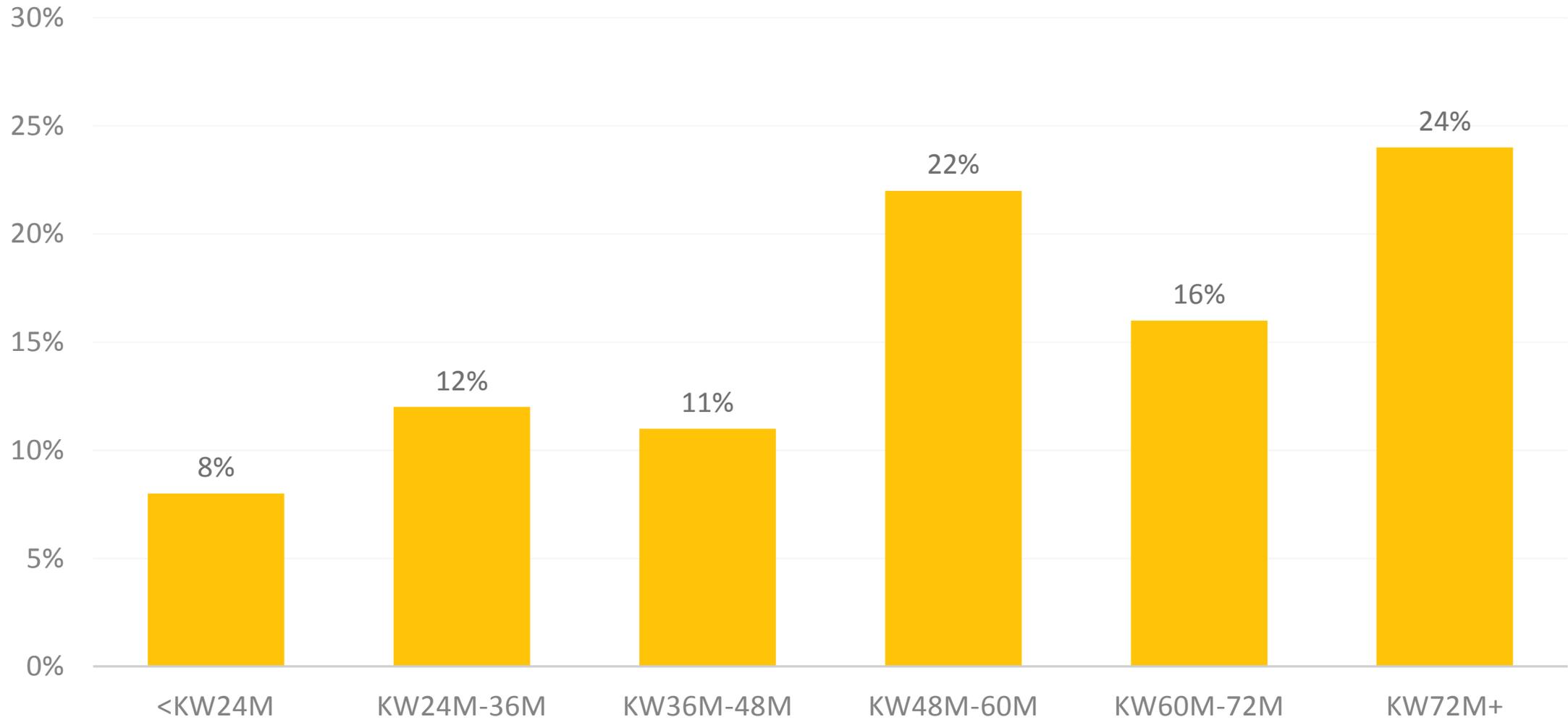
AGE – SEGMENTATION

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	7%	4%	7%	9%	15%	3%		2%	7%
	25-39	69%	69%	73%	60%	54%	91%	100%	64%	69%
	40-49	20%	23%	17%	21%	23%	6%		30%	20%
	50-59	2%	2%	2%	6%	8%			3%	2%
	60+	1%	1%	1%	4%				1%	1%
	Total	1067	835	780	139	13	96	8	257	984
QF	Mean	34.60	35.84	33.88	36.04	35.08	31.18	33.50	37.39	34.53
	Median	34	35	33	35	31	30	35	37	34

Prepared by Anthology Research

HOUSEHOLD INCOME



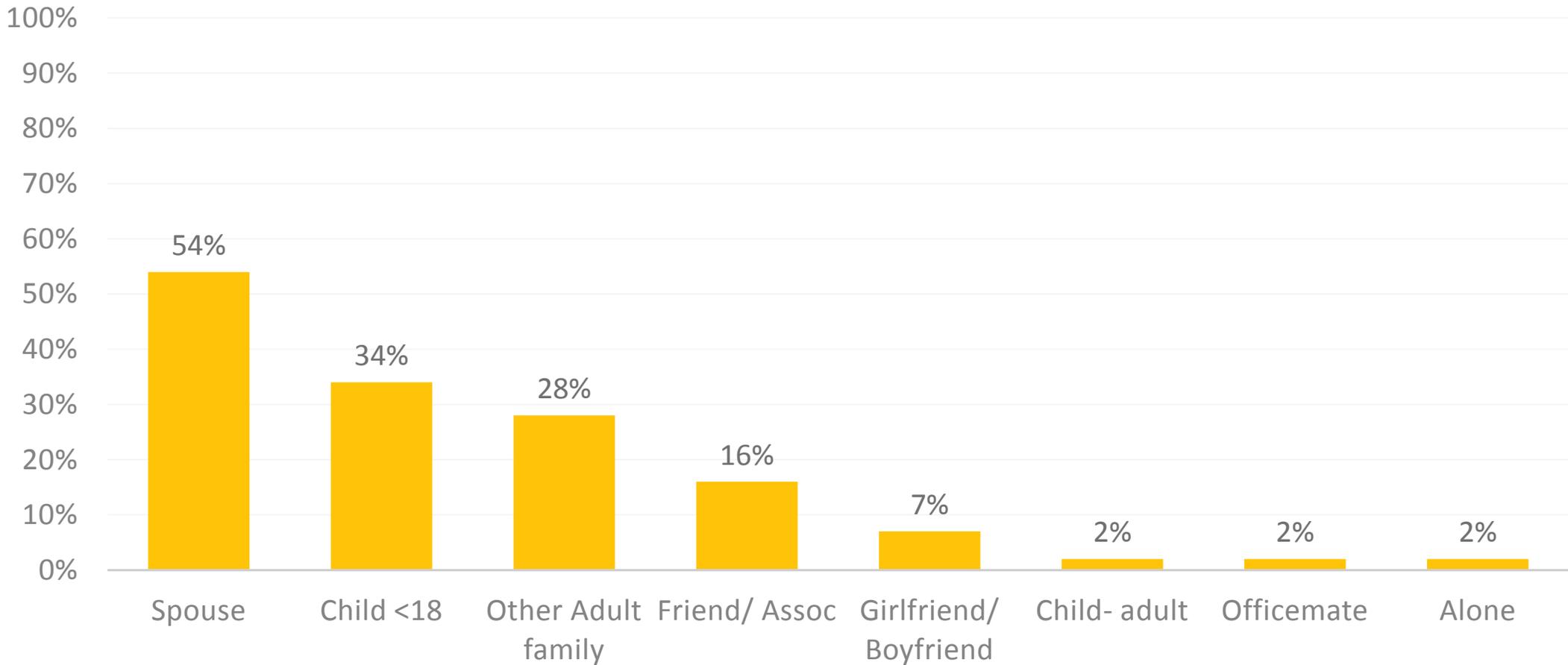
HOUSEHOLD INCOME – SEGMENTATION

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

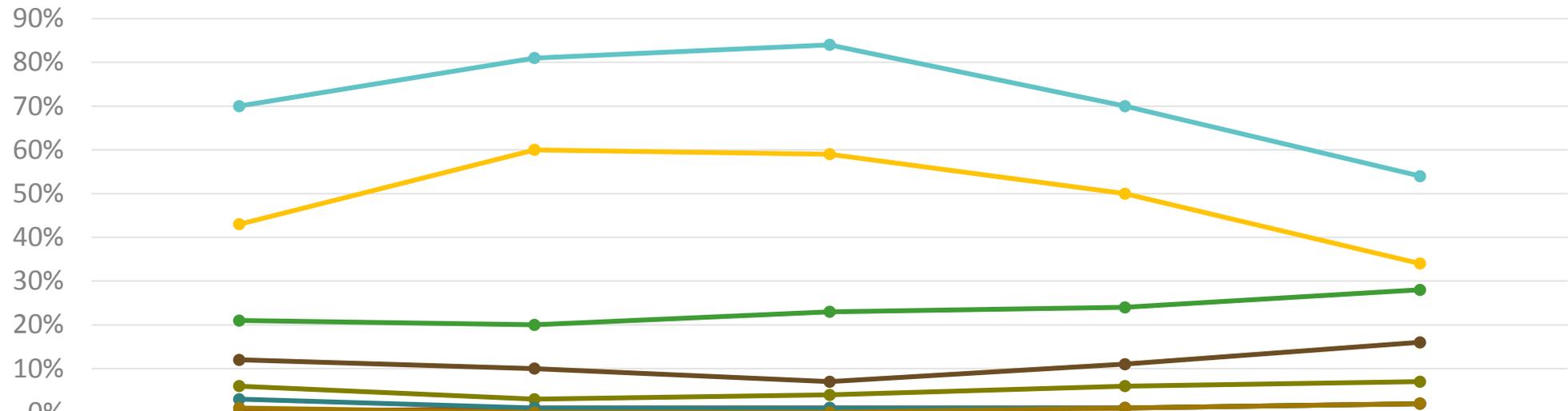
		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT	LEISURE TRVL
		-	-	-	-	-	-	-	-	-
D2	<KW12,000,000	3%	3%	3%	3%		3%	13%	3%	3%
	KW12,000,001-KW24,000,000	5%	4%	5%	4%		6%	13%	3%	5%
	KW24,000,001-KW36,000,000	12%	9%	11%	12%	8%	20%	13%	8%	12%
	KW36,000,001-KW48,000,000	11%	10%	12%	10%		18%		8%	11%
	KW48,000,001-KW60,000,000	22%	22%	21%	21%	23%	22%	13%	23%	21%
	KW60,000,010KW72,000,000	16%	17%	16%	18%	15%	7%		19%	16%
	KW72,000,001+	24%	28%	24%	22%	38%	11%	13%	29%	24%
	No Income/Rf	8%	7%	7%	10%	15%	13%	38%	7%	8%
	Total	1067	835	780	139	13	96	8	257	984

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TRAVEL PARTY



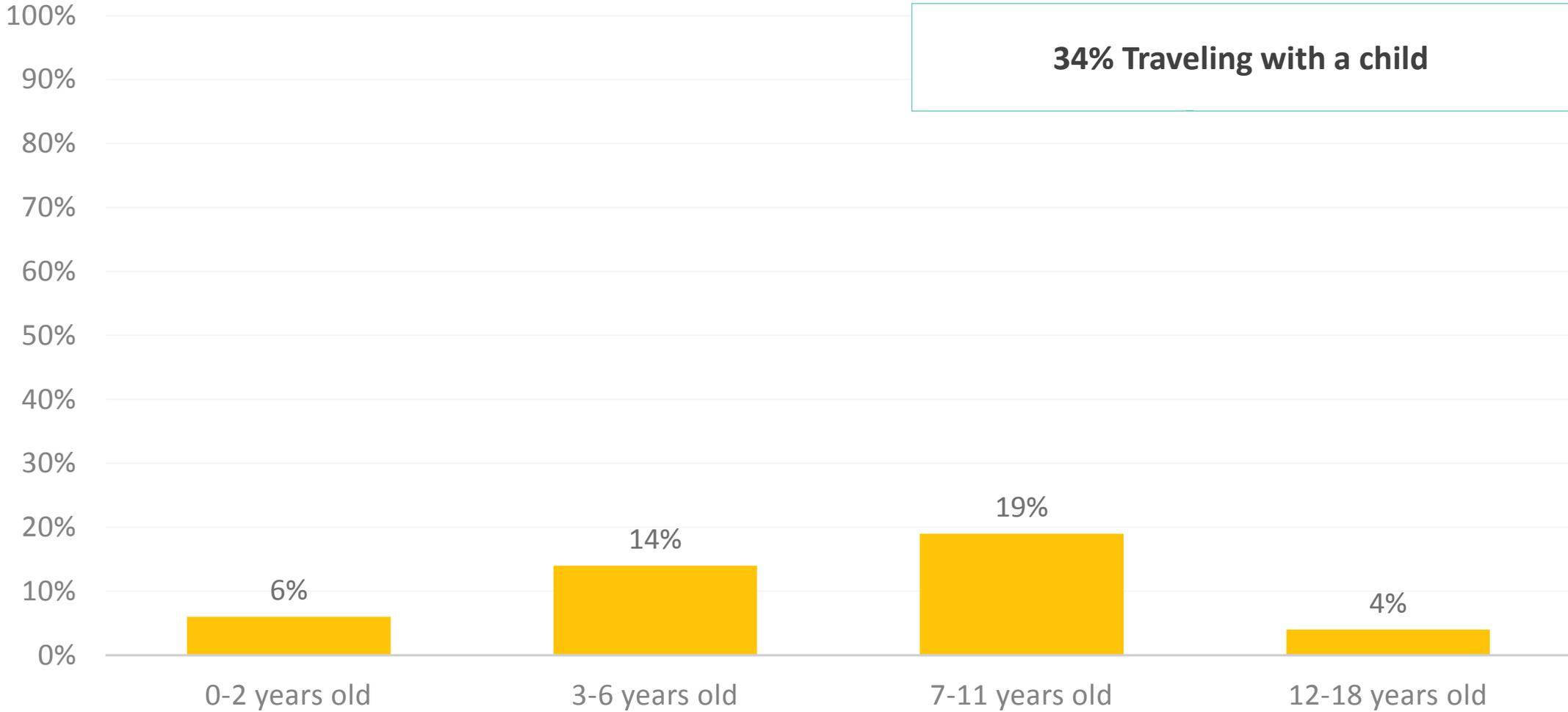
TRAVEL PARTY – TRACKING



	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19
Spouse	70%	81%	84%	70%	54%
Child<18	43%	60%	59%	50%	34%
Adult family	21%	20%	23%	24%	28%
Friend/ Assoc	12%	10%	7%	11%	16%
GF/BF	6%	3%	4%	6%	7%
Officemate	0%	1%	1%	1%	2%
Child- adult	3%	1%	1%	1%	2%
Alone	1%	0%	0%	1%	2%



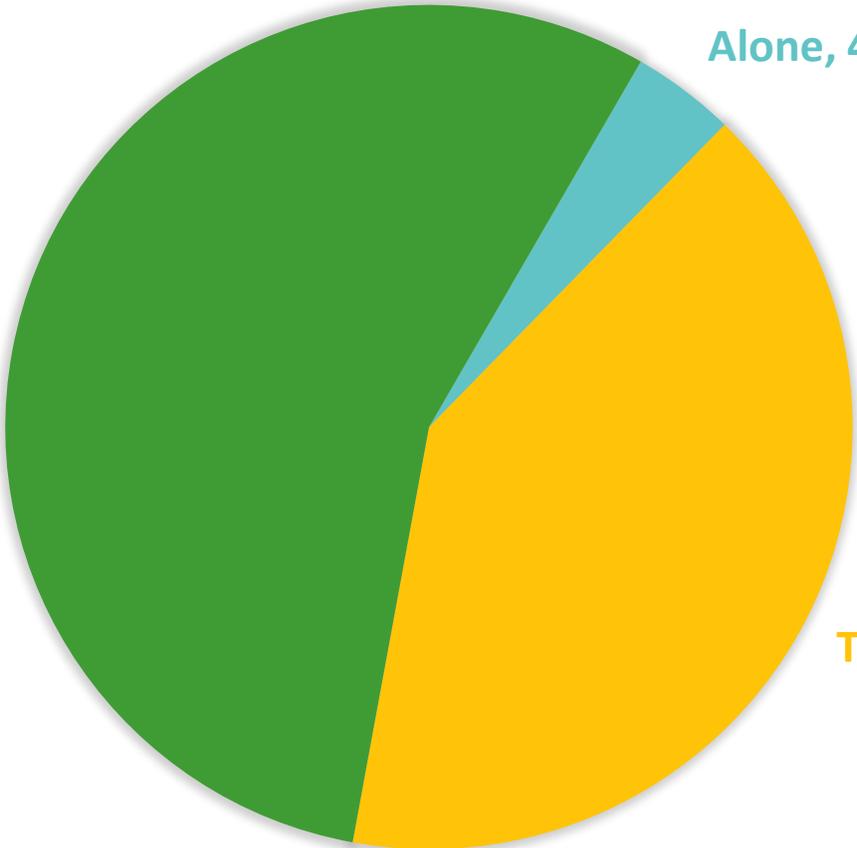
TRAVEL PARTY – CHILD UNDER 18



TRAVEL PARTY SIZE

Mean = 3.54
Median = 3

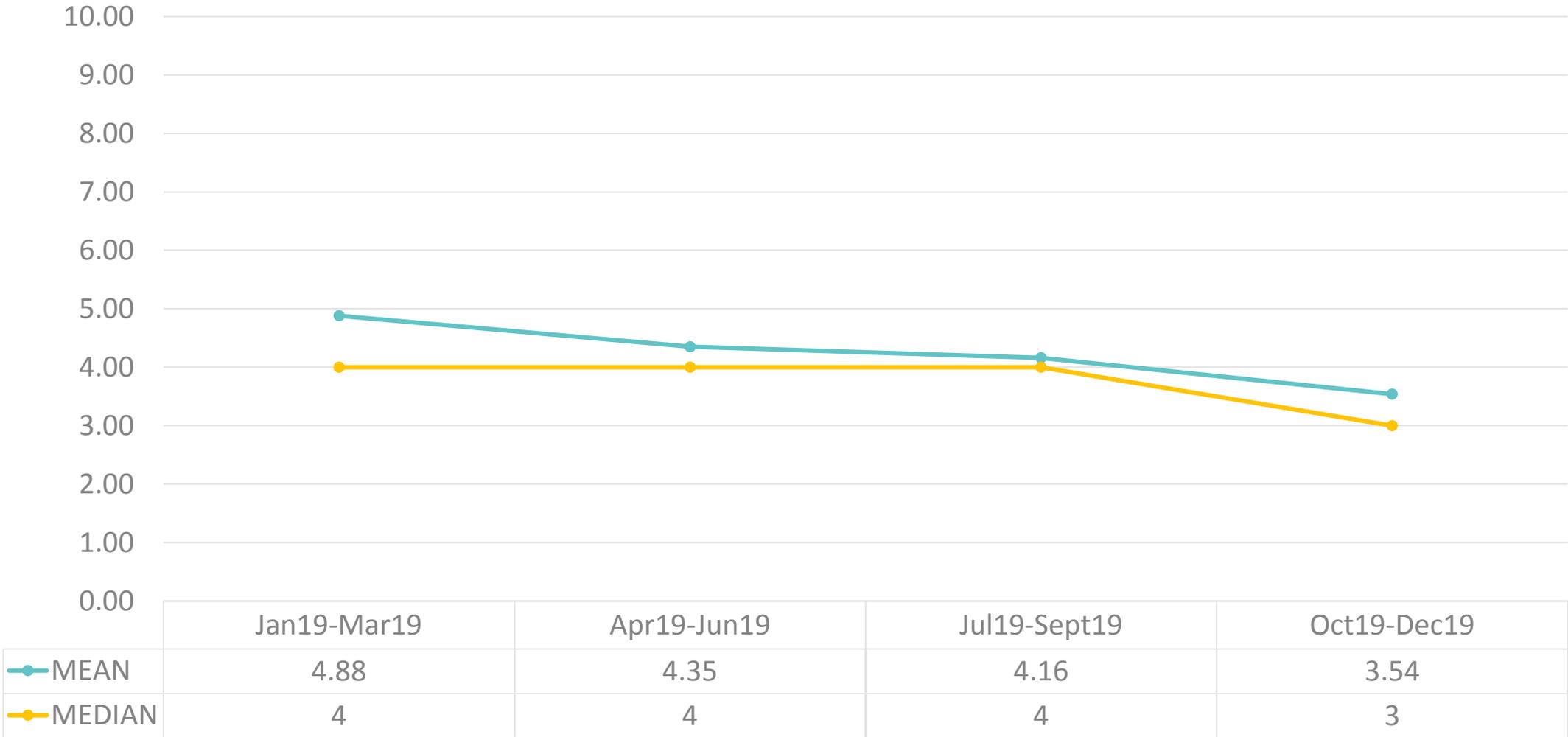
Three or more, 56%



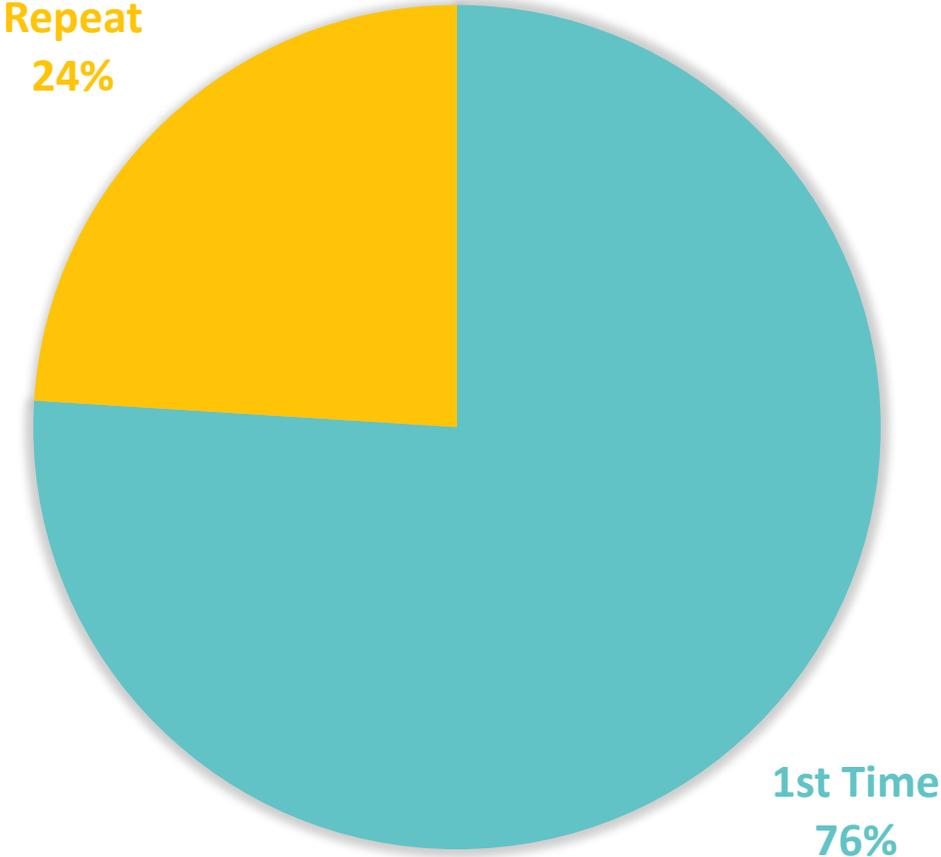
Alone, 4%

Two persons, 41%

TRAVEL PARTY SIZE – TRACKING



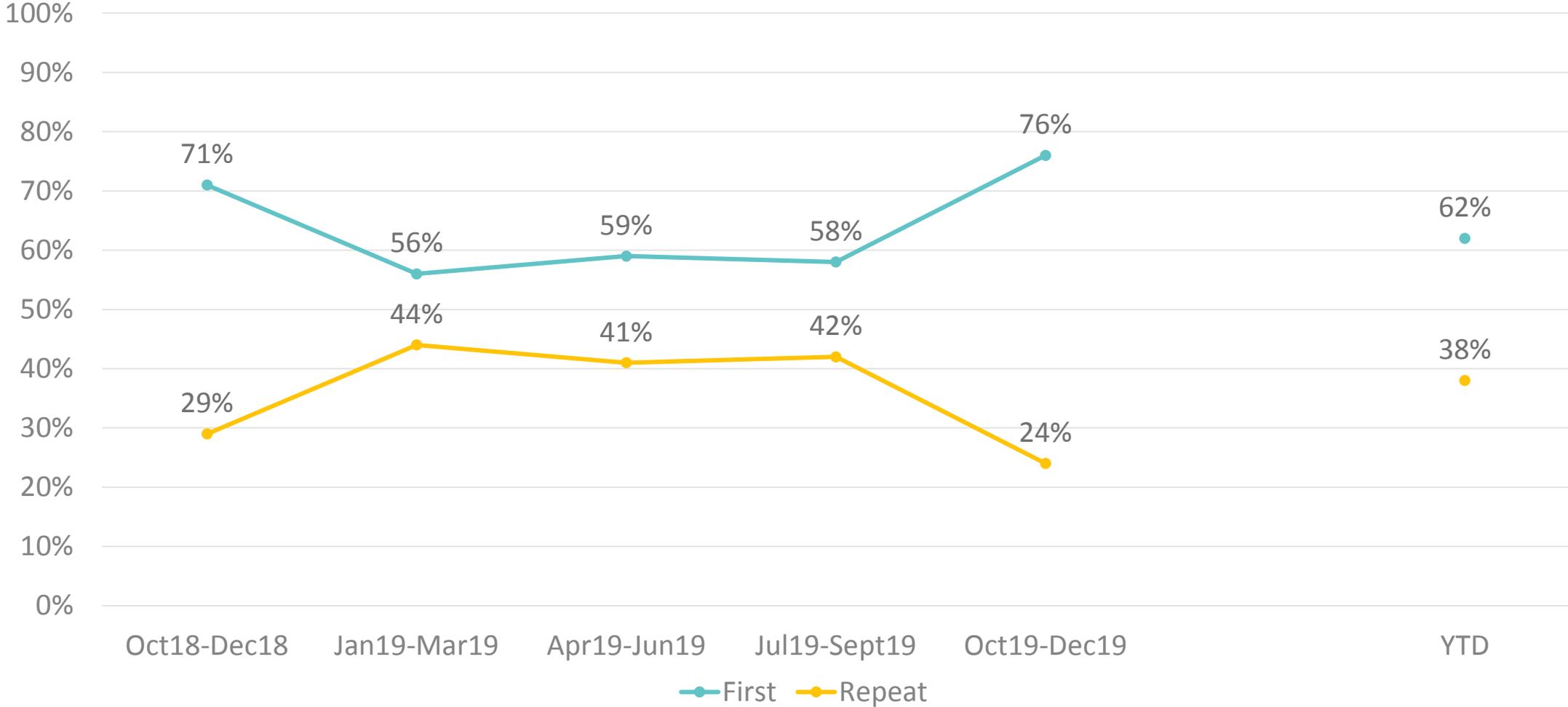
TRIPS TO GUAM



Mean = 1.49
Median = 1



TRIPS TO GUAM – TRACKING



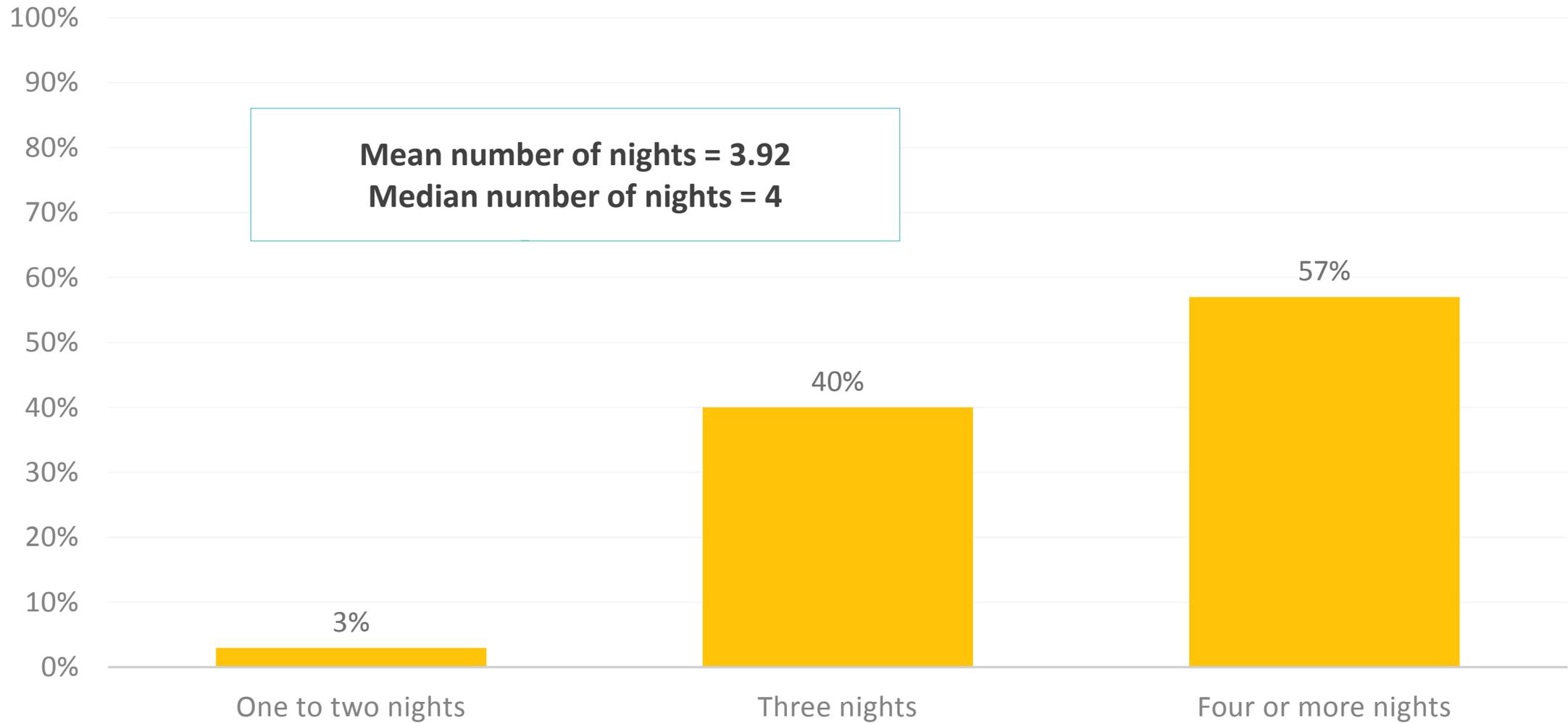
TRIPS TO GUAM – SEGMENTATION

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

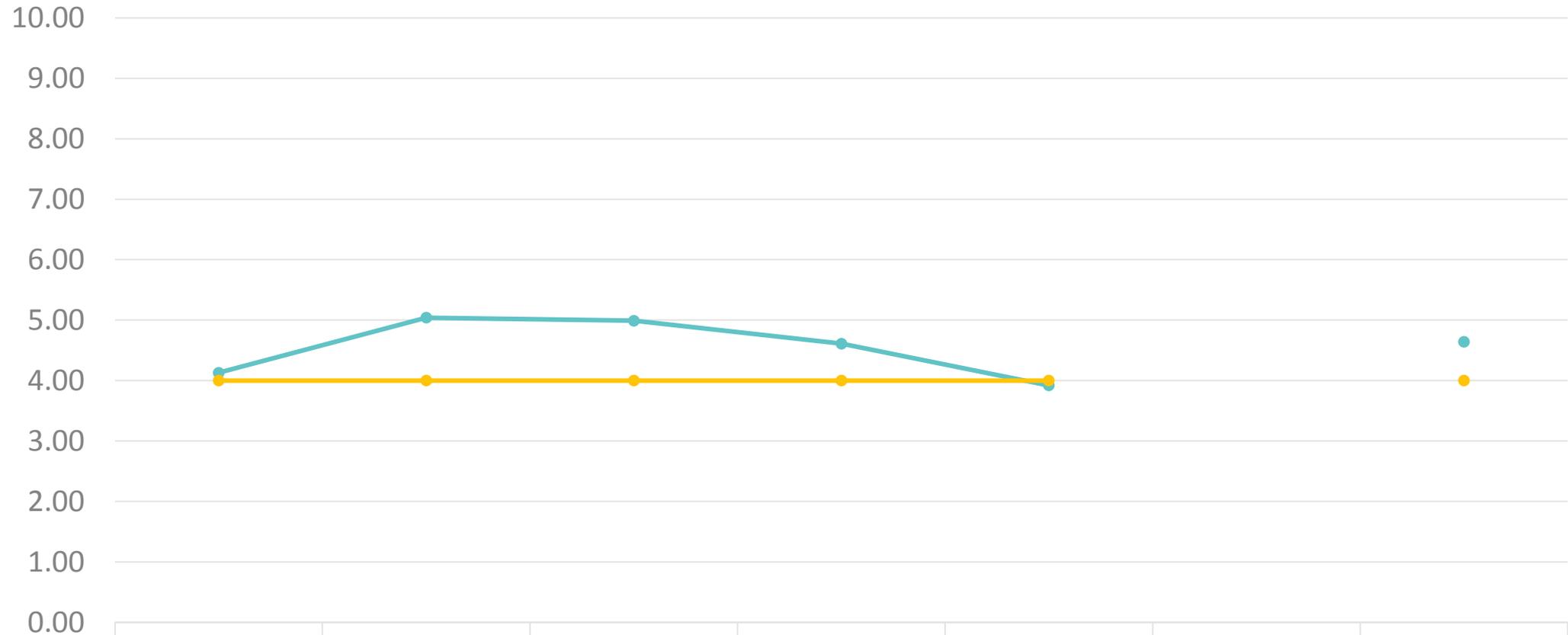
		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT	LEISURE TRVL
		-	-	-	-	-	-	-	-	-
Q9	1st time	76%	74%	75%	76%	62%	94%	88%		77%
	Repeat	24%	26%	25%	24%	38%	6%	13%	100%	23%
	Total	1067	835	780	139	13	96	8	257	984
Q9	Mean	1.49	1.50	1.49	1.59	1.38	1.11	1.13	3.05	1.46
	Median	1	1	1	1	1	1	1	2	1

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LENGTH OF STAY



LENGTH OF STAY – TRACKING



	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19		YTD
MEAN	4.13	5.04	4.99	4.61	3.92		4.64
MEDIAN	4	4	4	4	4		4

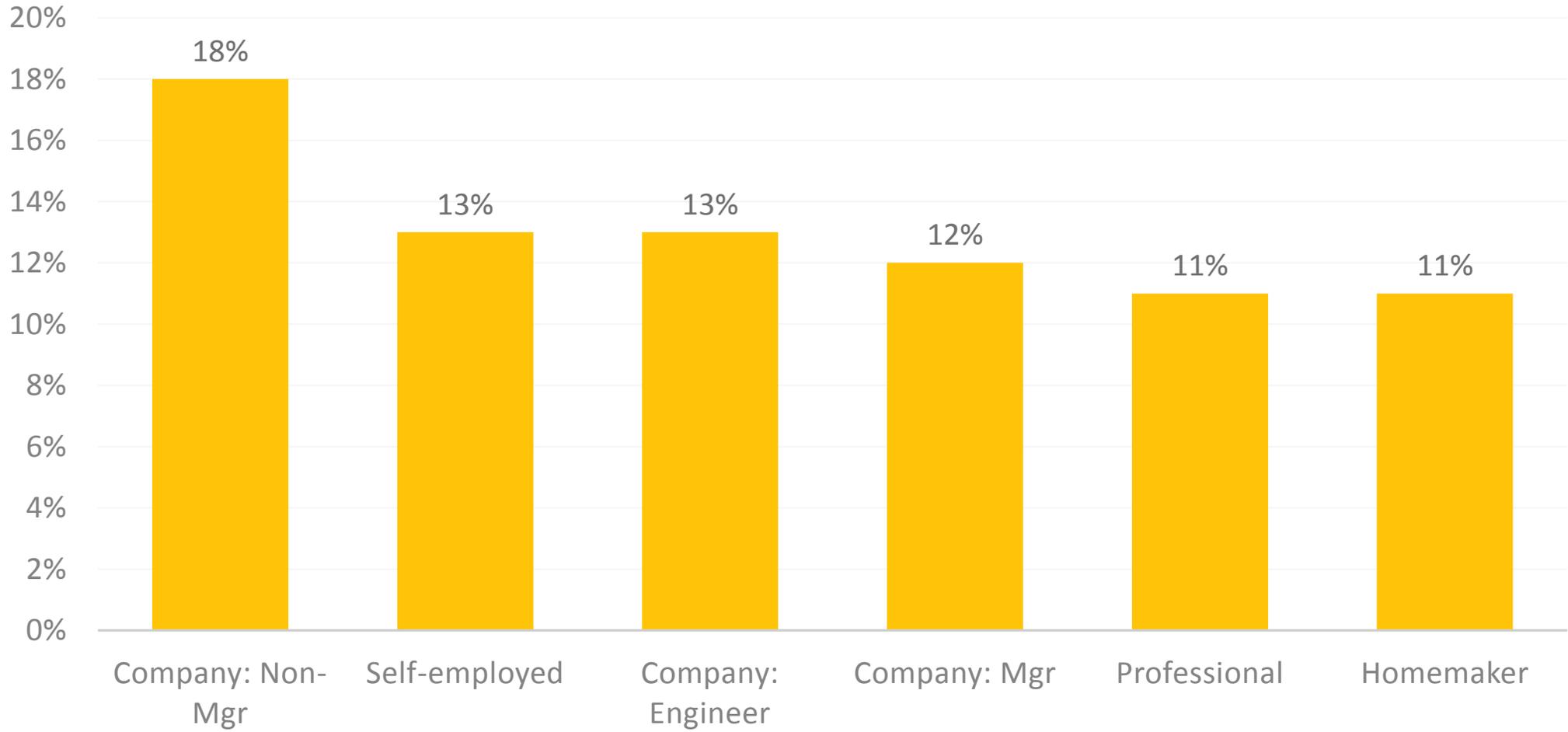
LENGTH OF STAY – SEGMENTATION

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	3%	2%	4%	4%		1%	13%	4%	3%
	3 nights	40%	37%	35%	50%	46%	23%	63%	35%	40%
	4+	57%	61%	62%	45%	54%	76%	25%	61%	57%
	Total	1067	835	780	139	13	96	8	257	984
SA	Mean	3.92	3.99	3.97	3.71	4.46	4.22	3.13	4.03	3.90
	Median	4	4	4	3	4	4	3	4	4

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OCCUPATION – Top Responses (10%+)



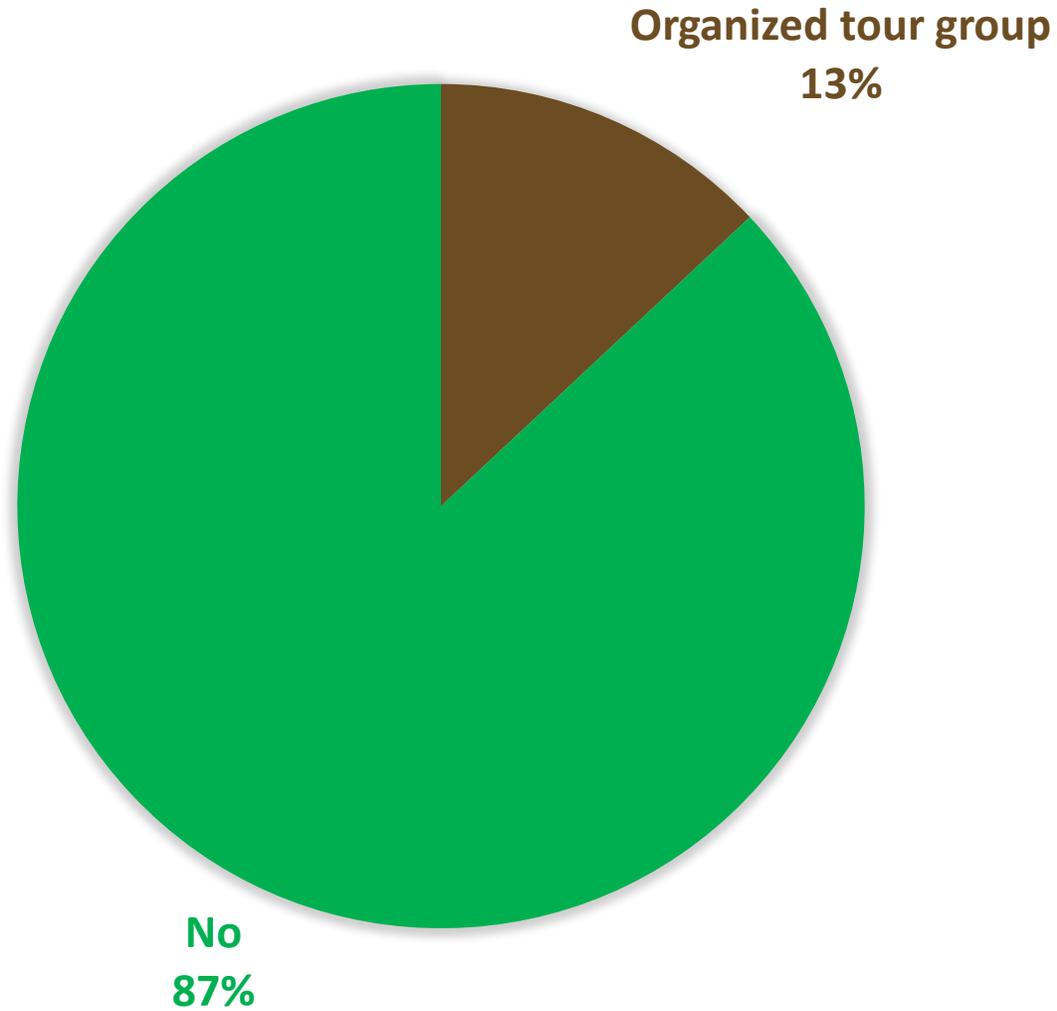


SECTION 2

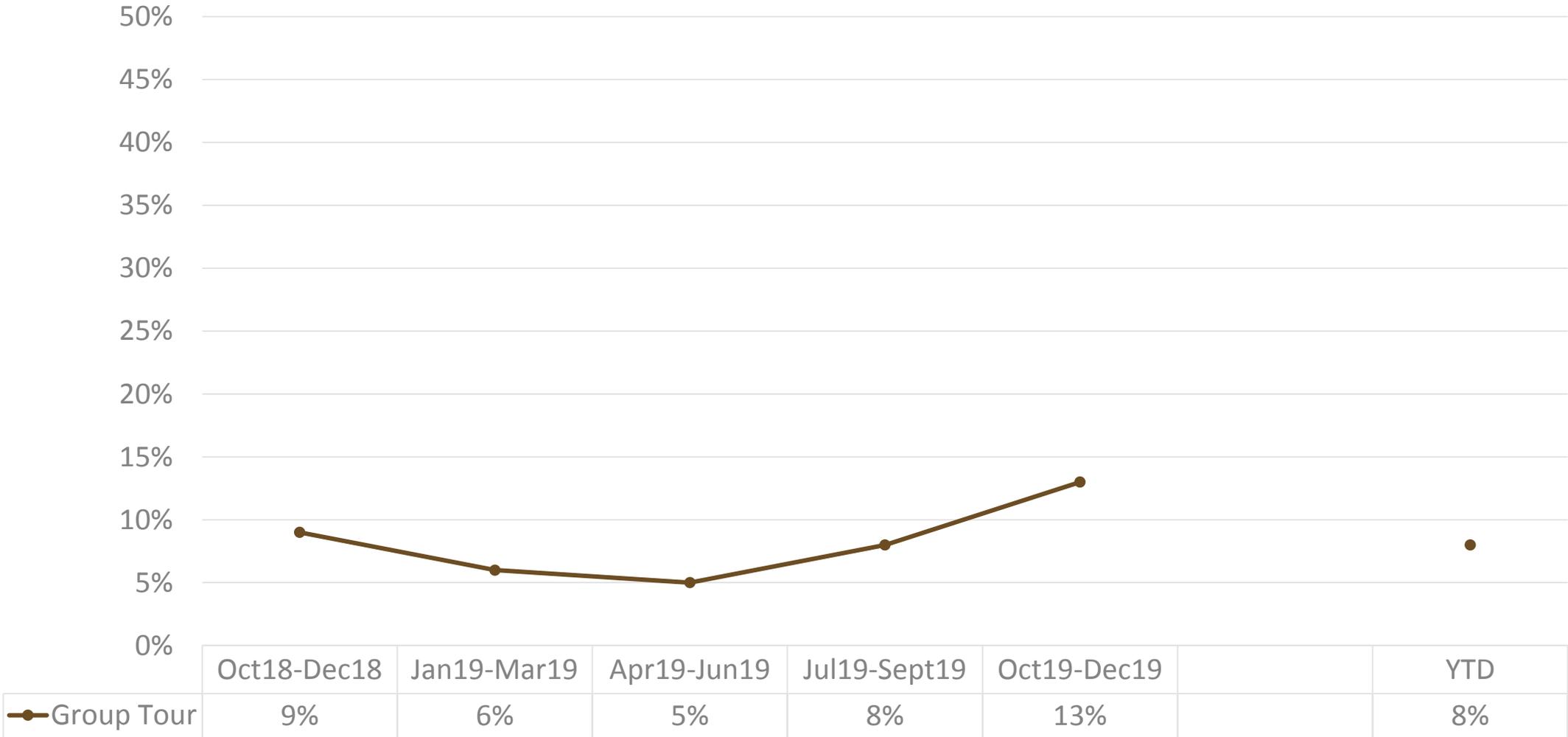
TRAVEL PLANNING



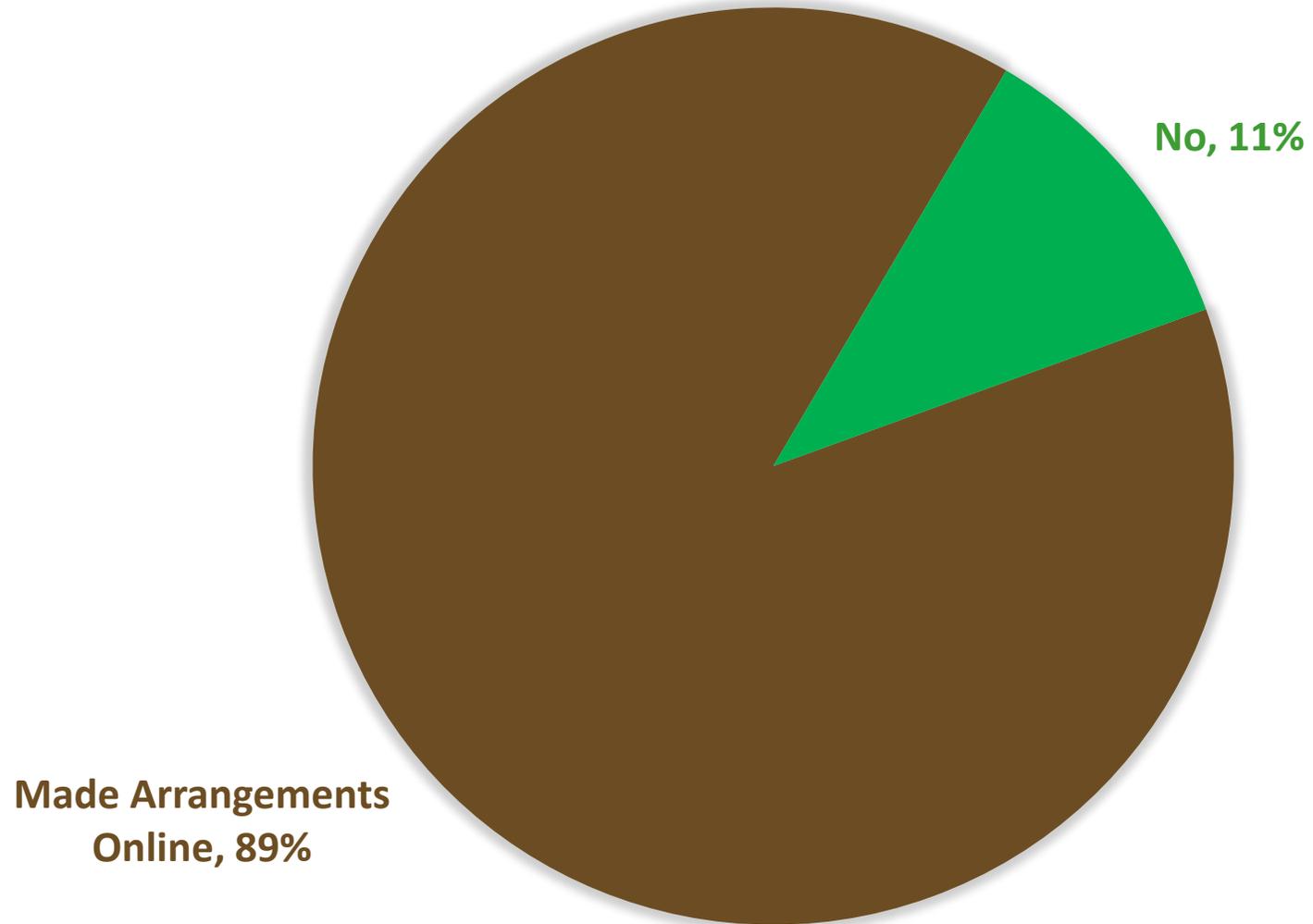
ORGANIZED TOUR GROUP



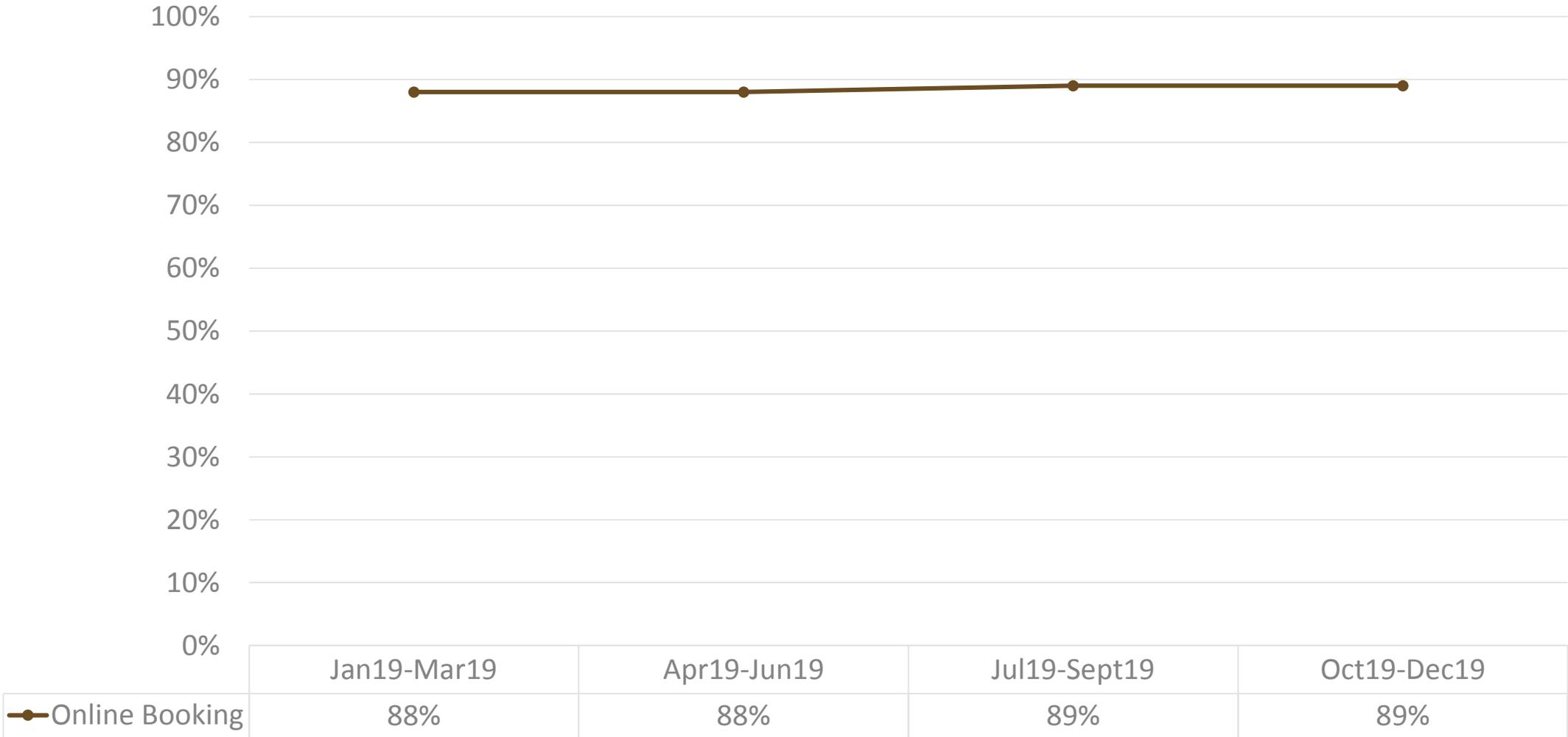
ORGANIZED TOUR GROUP – TRACKING



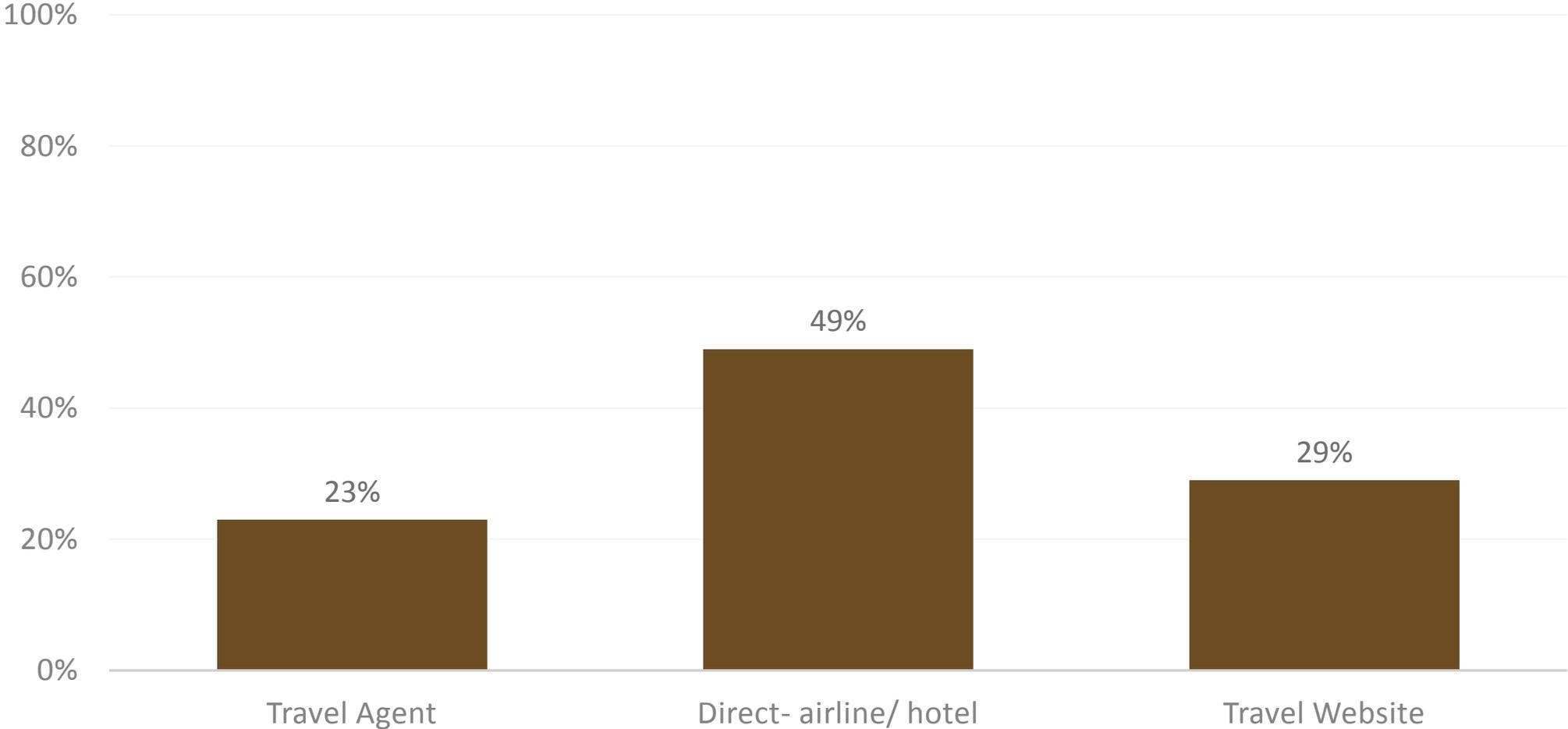
ONLINE BOOKING



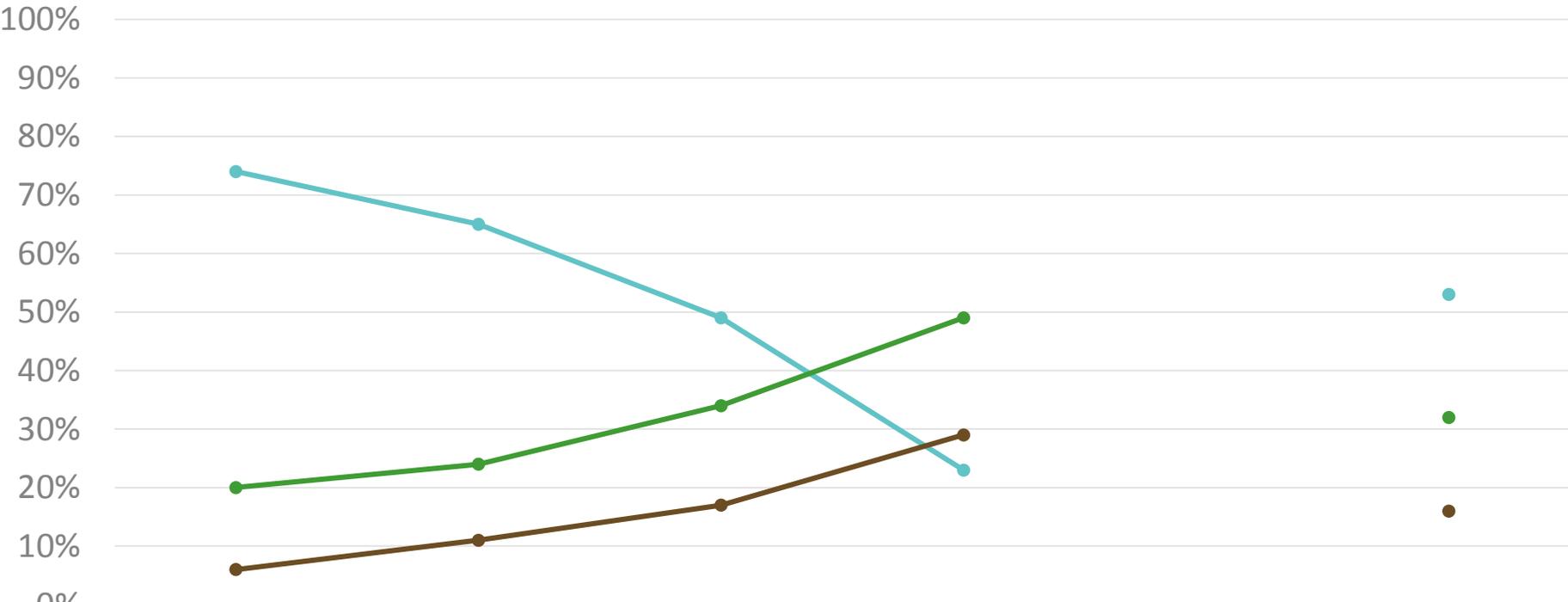
ONLINE BOOKING – TRACKING



TRAVEL ARRANGEMENTS



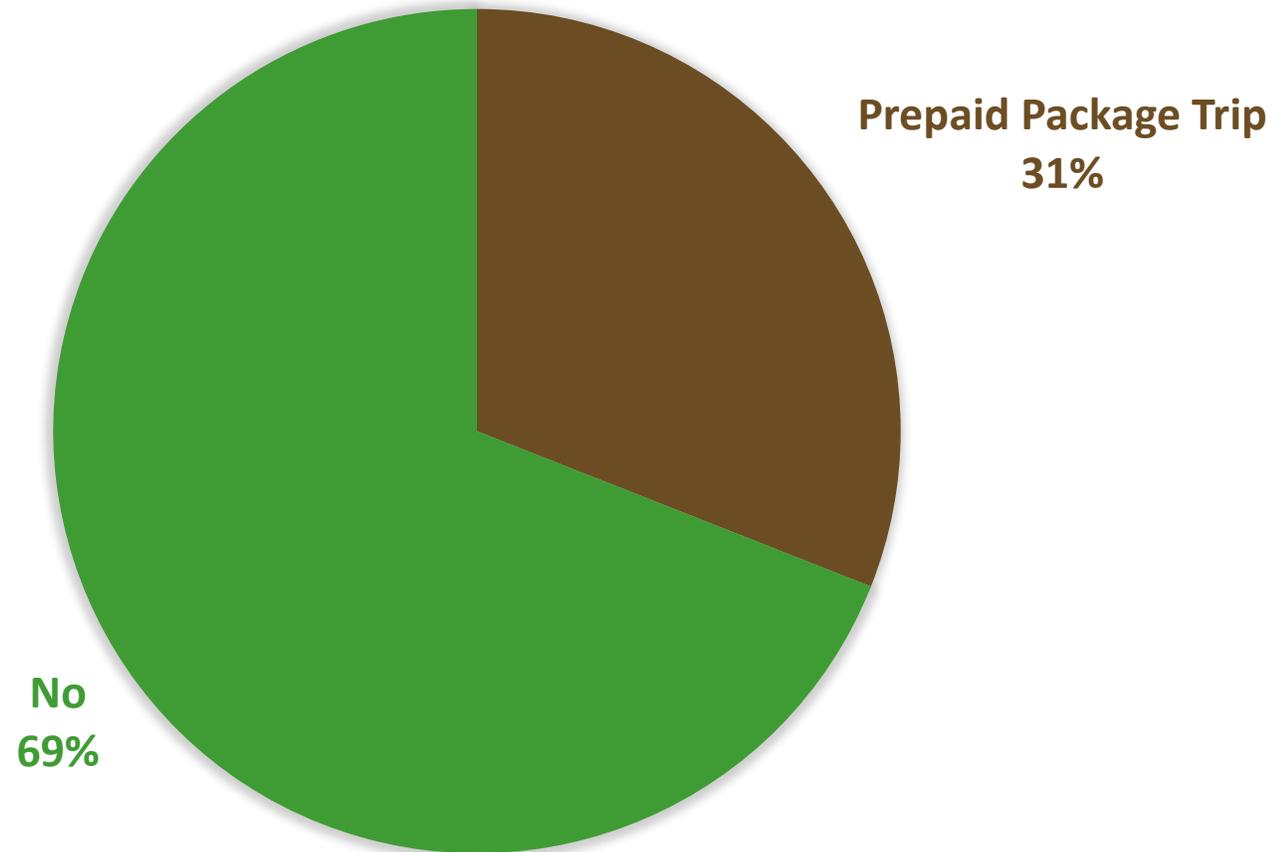
TRAVEL ARRANGEMENTS – TRACKING



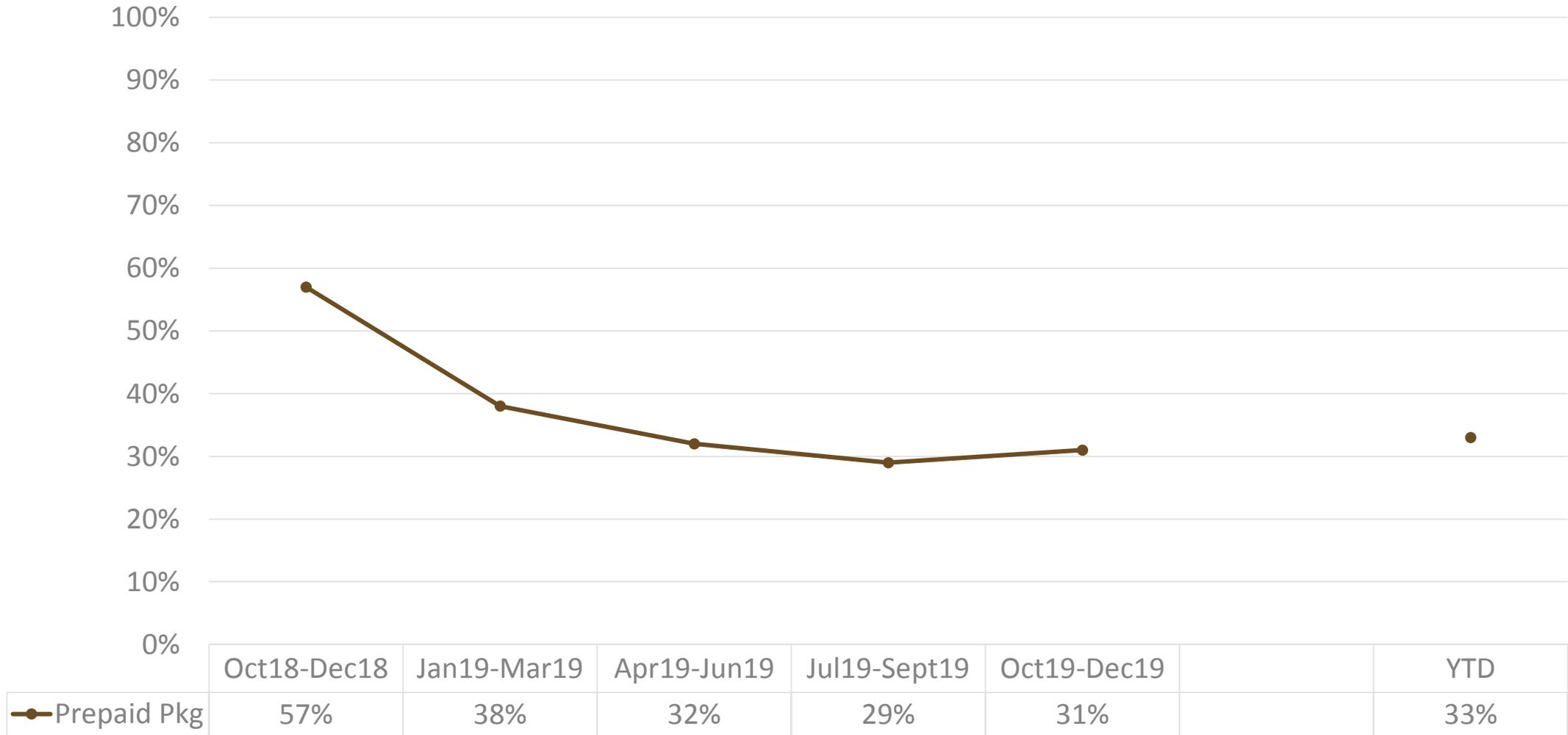
	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19		YTD
—●— Travel Agent	74%	65%	49%	23%		53%
—●— Travel Website	6%	11%	17%	29%		16%
—●— Direct- Airline/ Hotel	20%	24%	34%	49%		32%



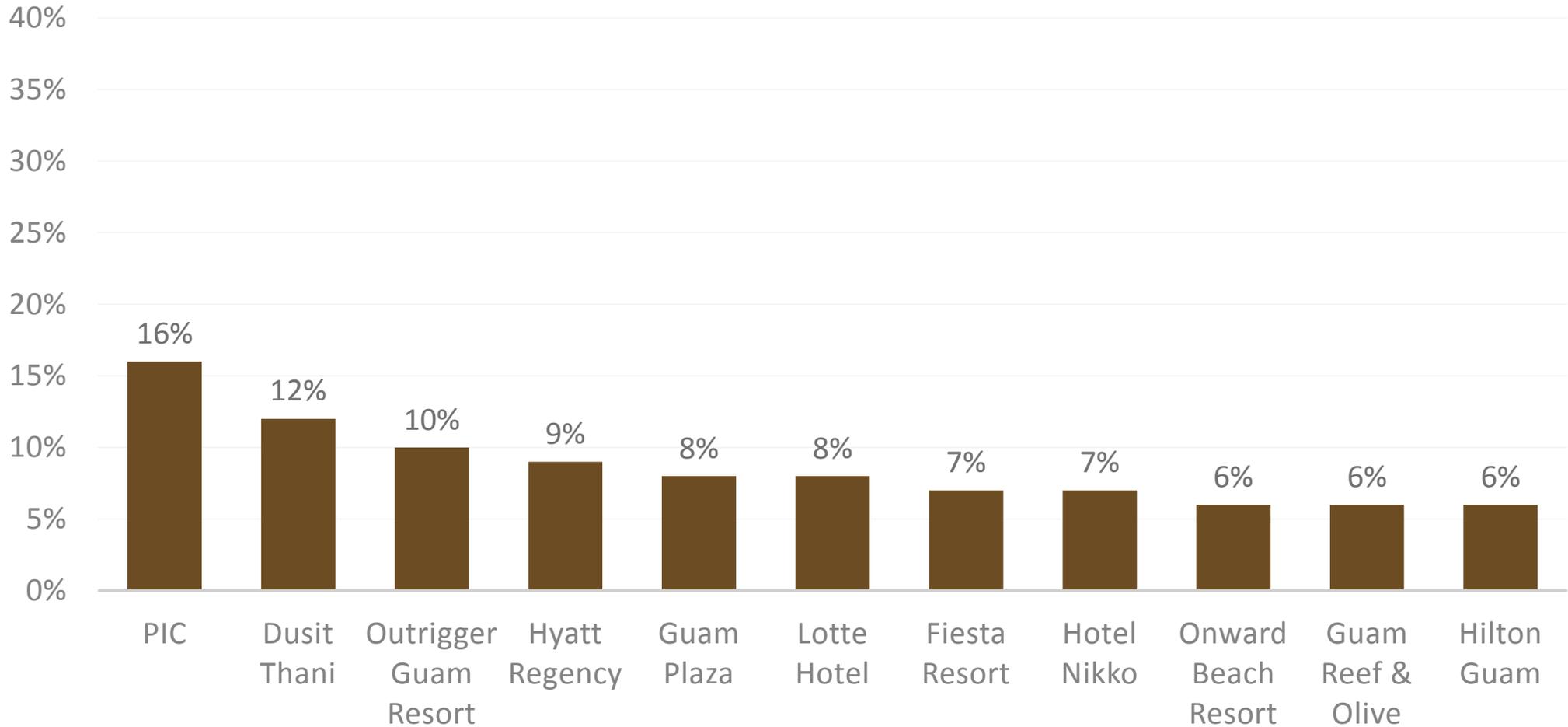
PREPAID PACKAGE TRIP



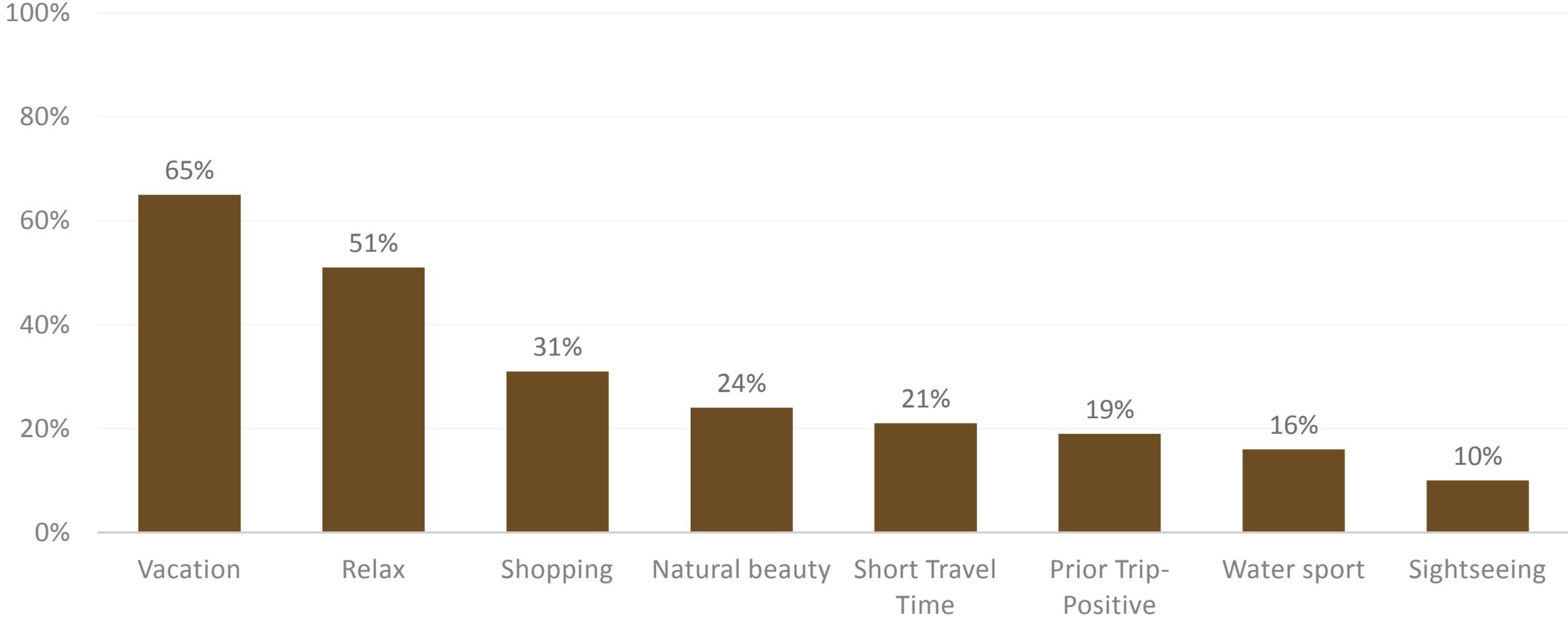
PREPAID PACKAGE TRIP



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	65%	64%	67%	60%	69%	42%	63%	58%	71%
Just to relax	51%	52%	52%	52%	38%	45%	38%	43%	55%
Shopping	31%	31%	33%	27%	15%	21%		25%	31%
Beautiful seas, beaches, tropical climate	24%	24%	25%	17%		8%		19%	27%
Short travel time (not too far from home)	21%	23%	22%	17%		23%		18%	21%
A previous visit	19%	21%	19%	21%	15%	3%		77%	17%
Water sports (snorkeling, windsurfing, parasailing)	16%	15%	17%	9%		8%		13%	15%
Sightseeing/ visiting tourist spots	10%	10%	10%	15%	8%	3%		5%	11%
Honeymoon	9%	11%	7%	5%		100%	100%	2%	8%
Recommendation of friend/ relative/ travel agency	5%	5%	3%	11%	8%	4%		1%	5%
Price of the tour package	5%	5%	2%	7%		7%		3%	4%
It is a safe place to spend a vacation	3%	4%	3%			1%		4%	3%
Social Media networks	3%	3%	3%	4%		1%		2%	3%
Scuba diving	3%	2%	2%	4%		2%		2%	2%
Organized sporting activity/ event	2%	2%	2%	1%	8%	1%		4%	3%
To golf	1%	1%	1%	1%				3%	1%
Incentive trip	1%	1%	1%	4%	85%			1%	1%
To visit friends or relatives	1%	0%	1%	1%				1%	1%
To Get Married/ attend Wedding	1%	1%	0%			8%	100%	0%	1%
Company/ business trip	1%	0%	0%	3%	8%			0%	0%
Career certification/ testing	0%	0%	1%					1%	0%
Adventure	0%	0%	1%	1%				0%	0%
Shop Guam e-Festival	0%	0%	0%	1%		1%		1%	0%
Convention/ conference/ trade show/ meeting	0%		0%		23%			1%	0%
Travel shows/ agents	0%	0%	0%					0%	
Magazines/ newspapers/ publications	0%	0%	0%					0%	
School trip	0%			1%					0%
Total	1067	835	780	139	13	96	8	257	984

Prepared by Anthology Research





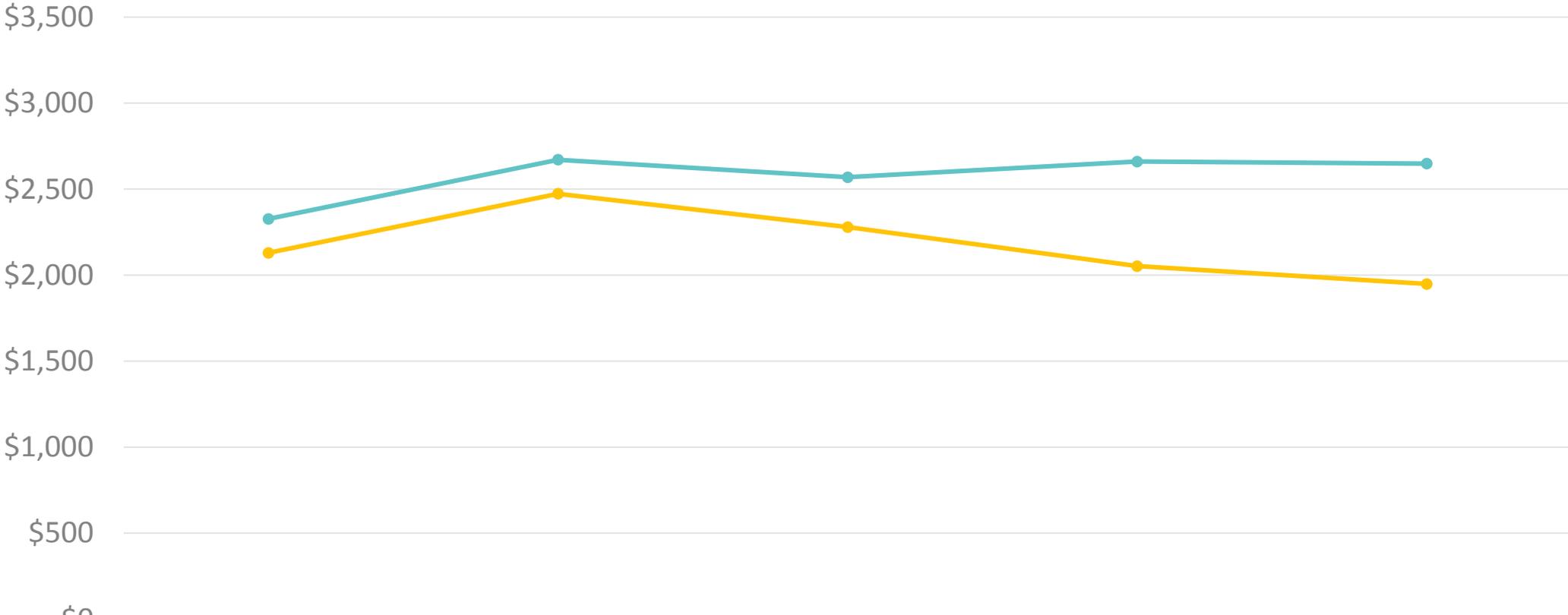
SECTION 3
EXPENDITURES



PREPAID PACKAGE EXPENDITURES

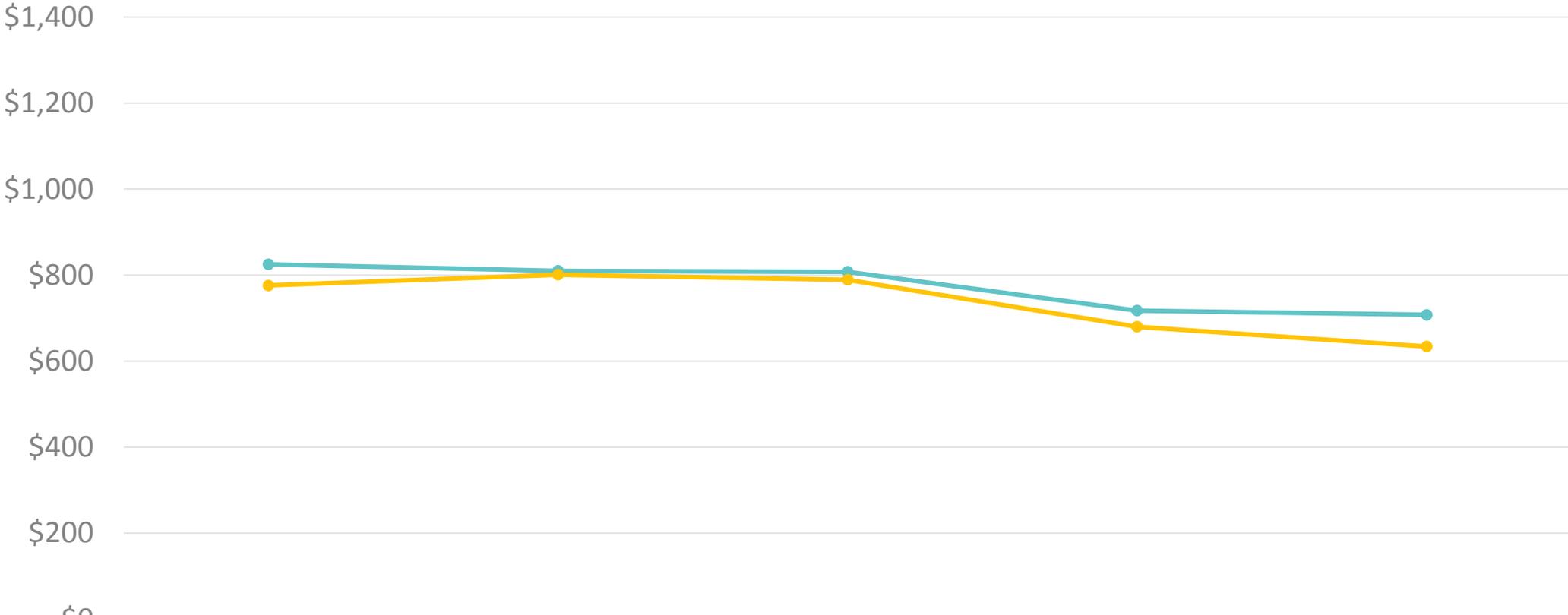
- \$2,648.03 = overall mean average prepaid package expense (for entire travel party) by respondent
- \$707.64 = overall mean average **per person** prepaid package expenditures

PREPAID PACKAGE – TRAVEL PARTY EXPENSE TRACKING



	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19
MEAN	\$2,326.86	\$2,670.15	\$2,568.95	\$2,660.05	\$2,648.03
MEDIAN	\$2,129.00	\$2,473.00	\$2,279.00	\$2,052.00	\$1,948.00

PREPAID PACKAGE – PER PERSON EXPENSE TRACKING



	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19
MEAN	\$824.99	\$809.76	\$807.70	\$717.48	\$707.64
MEDIAN	\$776.00	\$801.00	\$789.00	\$680.00	\$634.00



PREPAID PACKAGE – PER PERSON EXPENSE SEGMENTATION

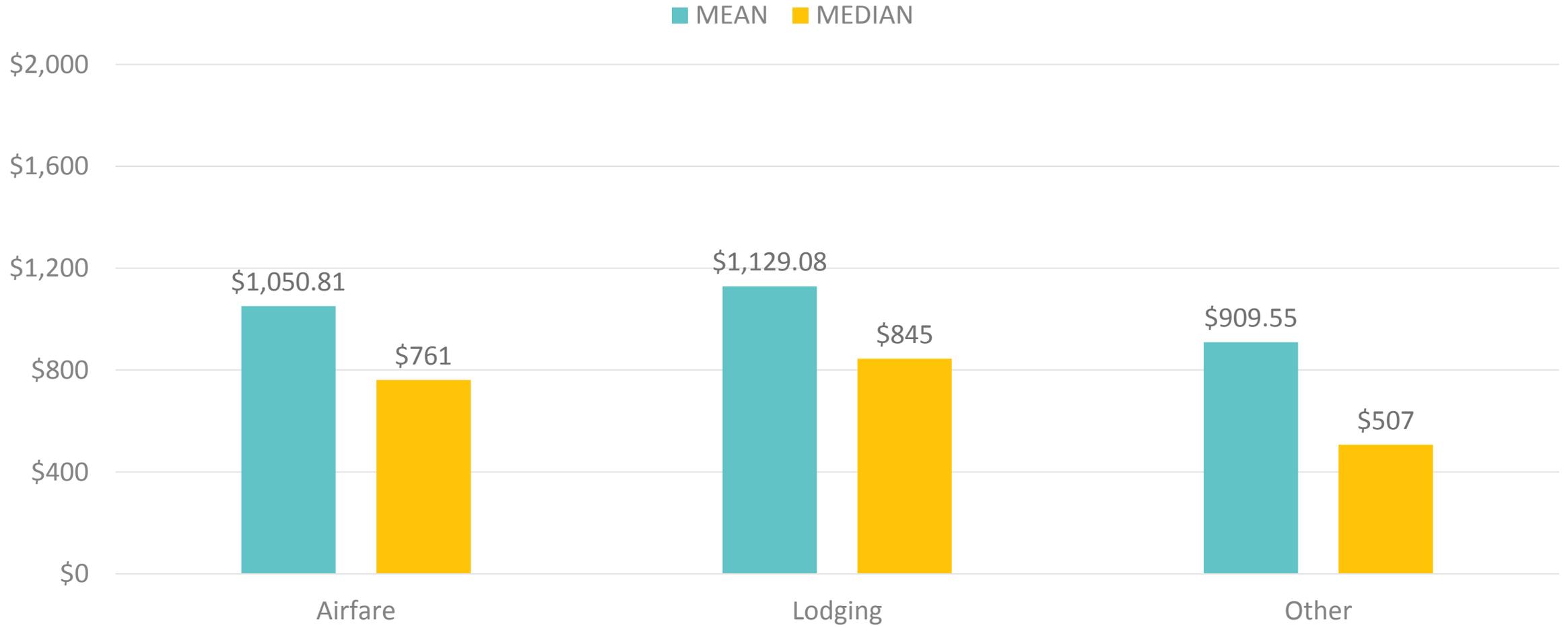
GVB VISITOR SATISFACTION STUDY

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

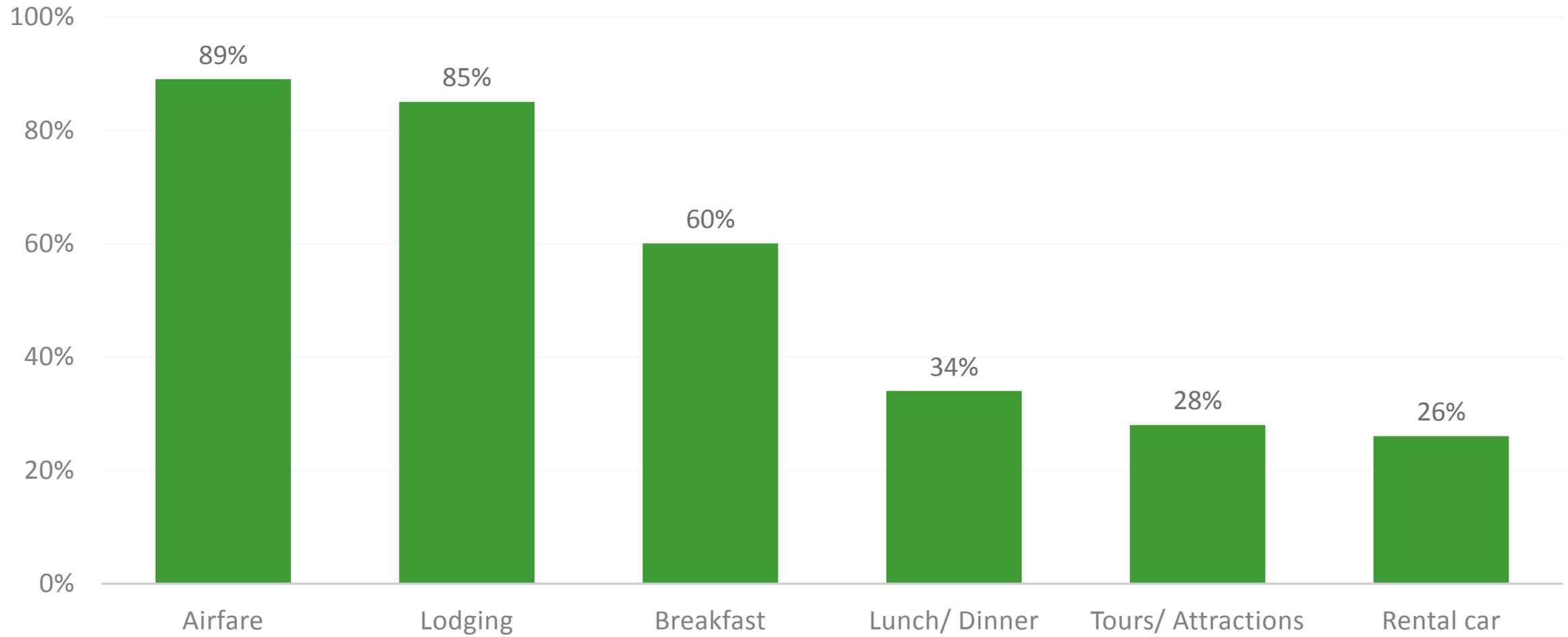
		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT	LEISURE TRVL
		-	-	-	-	-	-	-	-	-
PREPAID PKG PER PERSON	Mean	\$707.64	\$739.55	\$585.88	\$593.22	\$335.23	\$1,102.54	\$1,614.83	\$597.78	\$691.67
	Median	\$634	\$635	\$572	\$508	\$214	\$1,101	\$1,419	\$593	\$634

Prepared by Anthology Research

PREPAID PACKAGE – BREAKDOWN



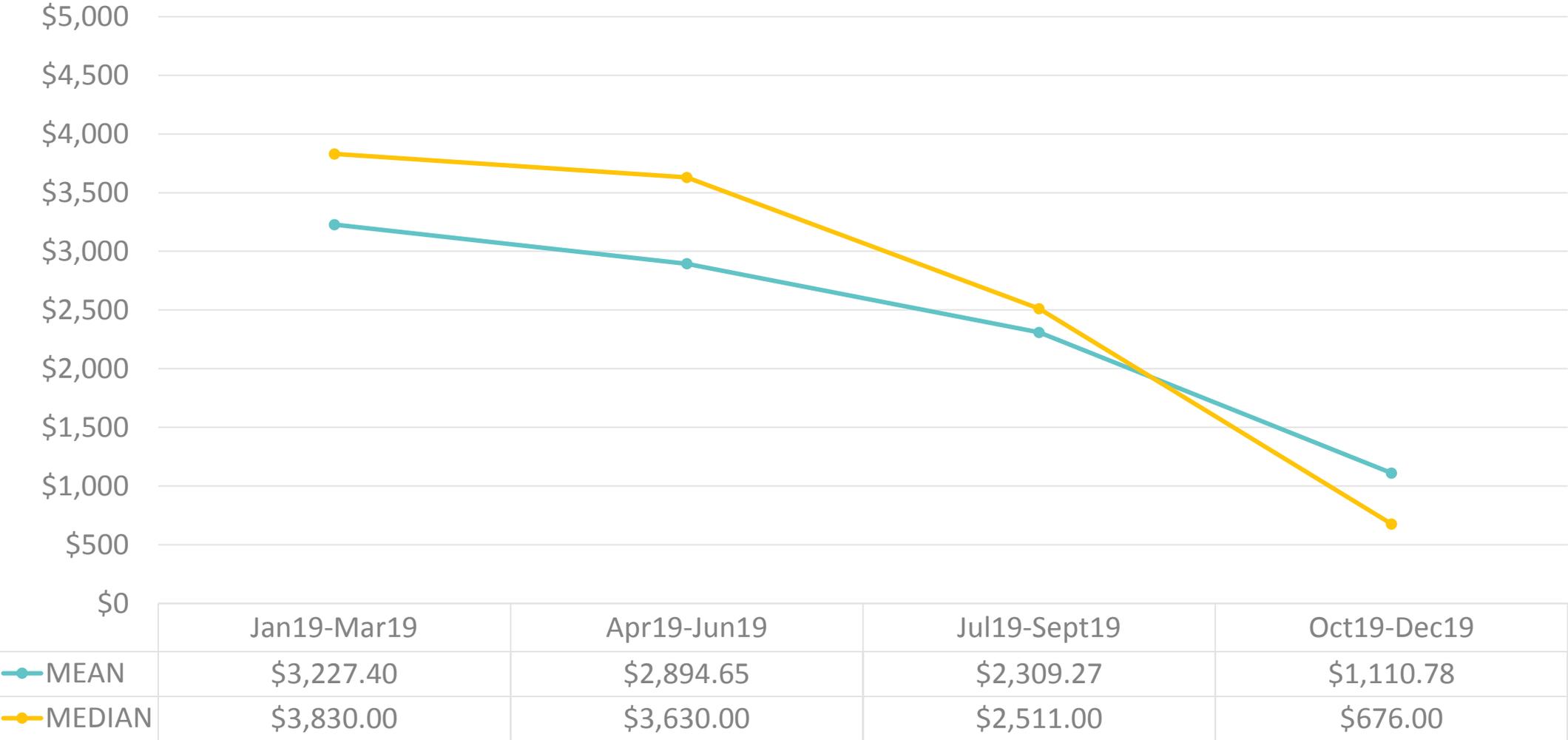
PREPAID PACKAGE – BREAKDOWN



AIRFARE – FIT TRAVELER

- \$1,110.78 = overall mean average airfare expense (for entire travel party) by respondent
- \$386.15 = overall mean average **per person** airfare expenditures

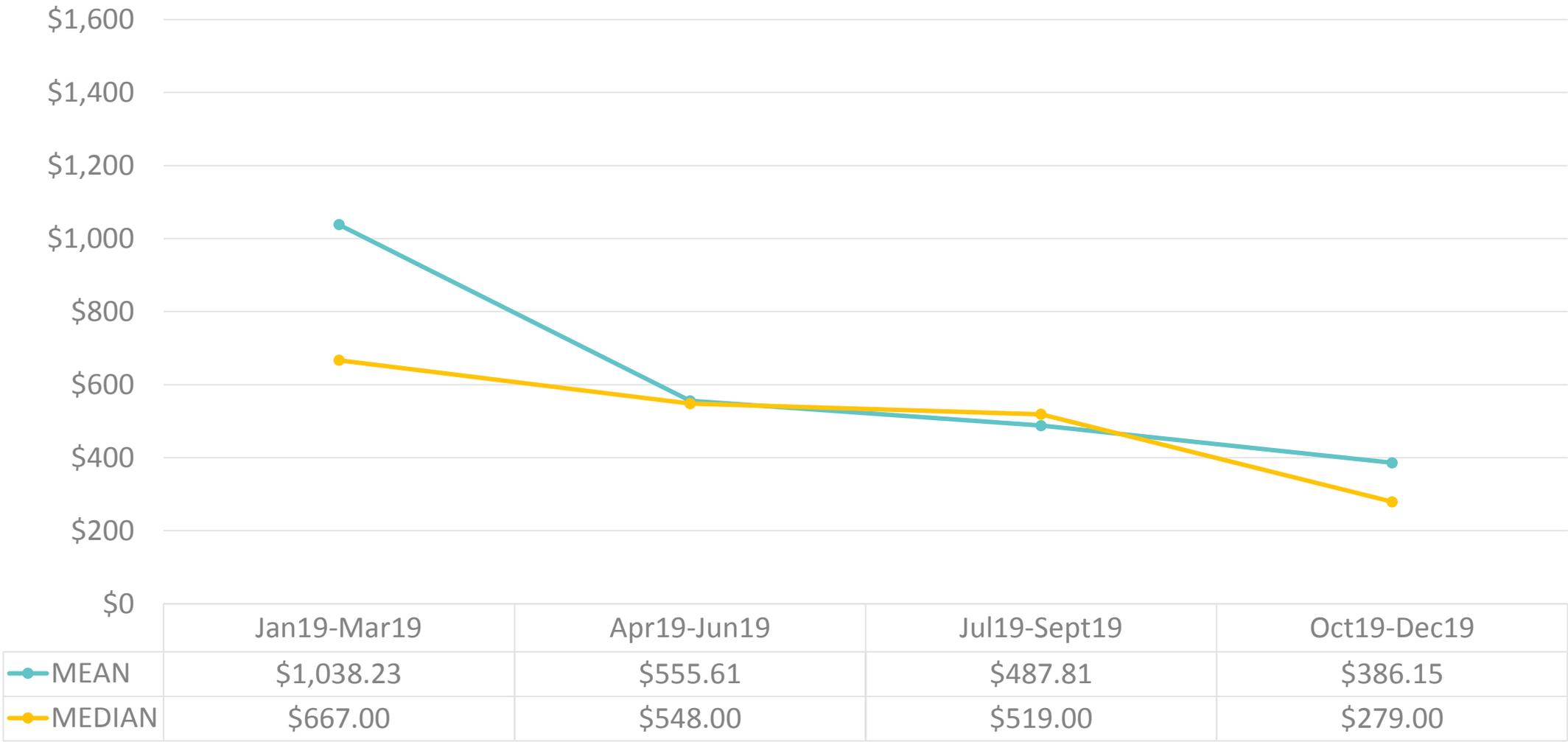
AIRFARE – FIT TRAVELER (GROUP) TRACKING



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



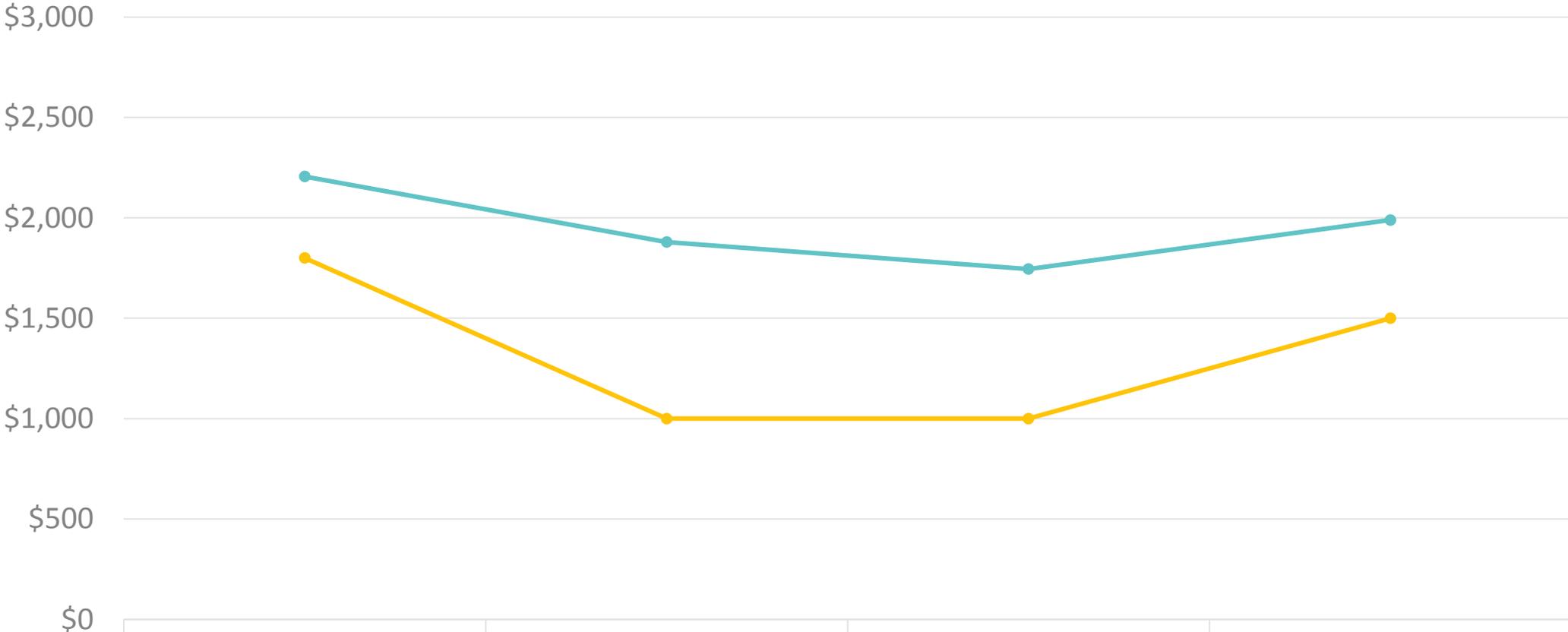
Q: How much did the total did you and your family/ travel party pay for the airline trip costs to Guam (if not included as part of a package)?



ONISLE EXPENDITURES

- \$1,989.31 = overall mean average expense (for entire travel party) by respondent
- \$767.35 = overall mean average **per person** expenditures

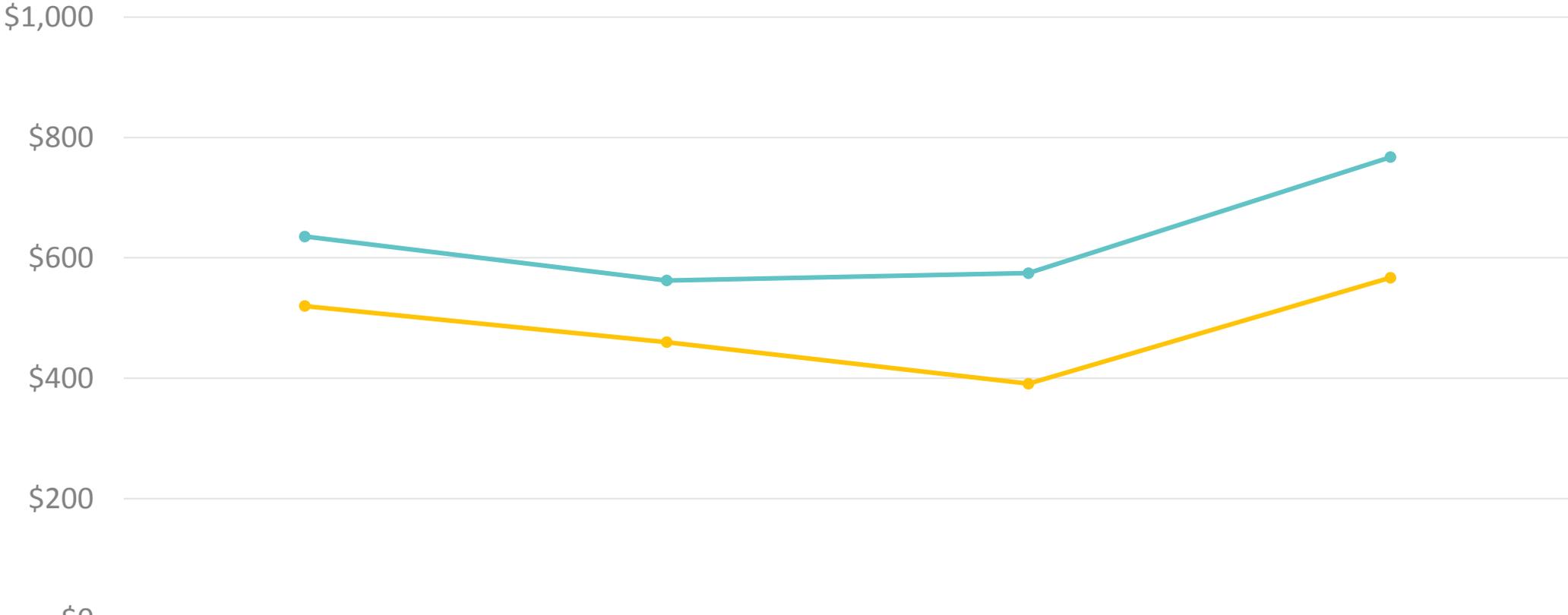
ONISLE – TRAVEL PARTY TRACKING



	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19
MEAN	\$2,206.38	\$1,879.66	\$1,745.07	\$1,989.31
MEDIAN	\$1,800.00	\$1,000.00	\$1,000.00	\$1,500.00

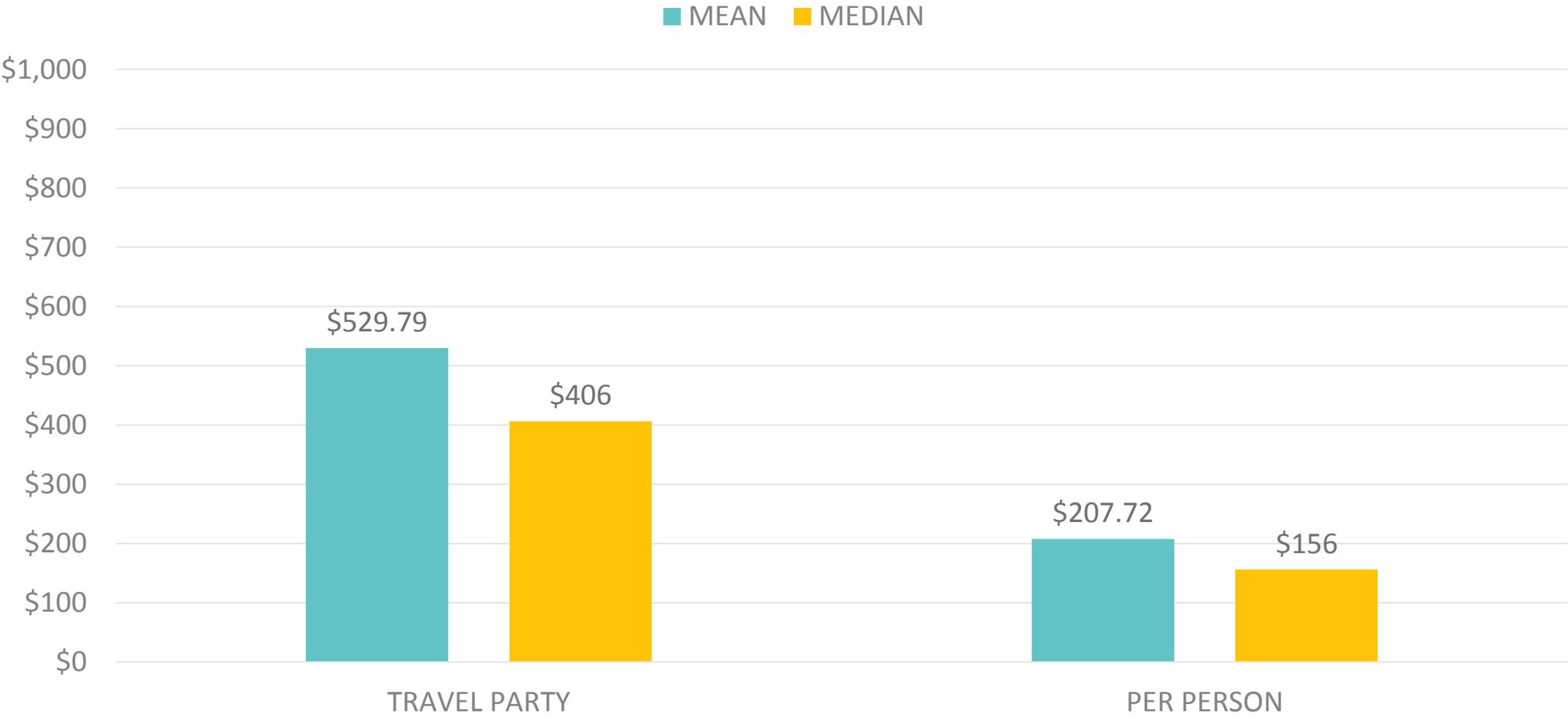


ONISLE – PER PERSON TRACKING

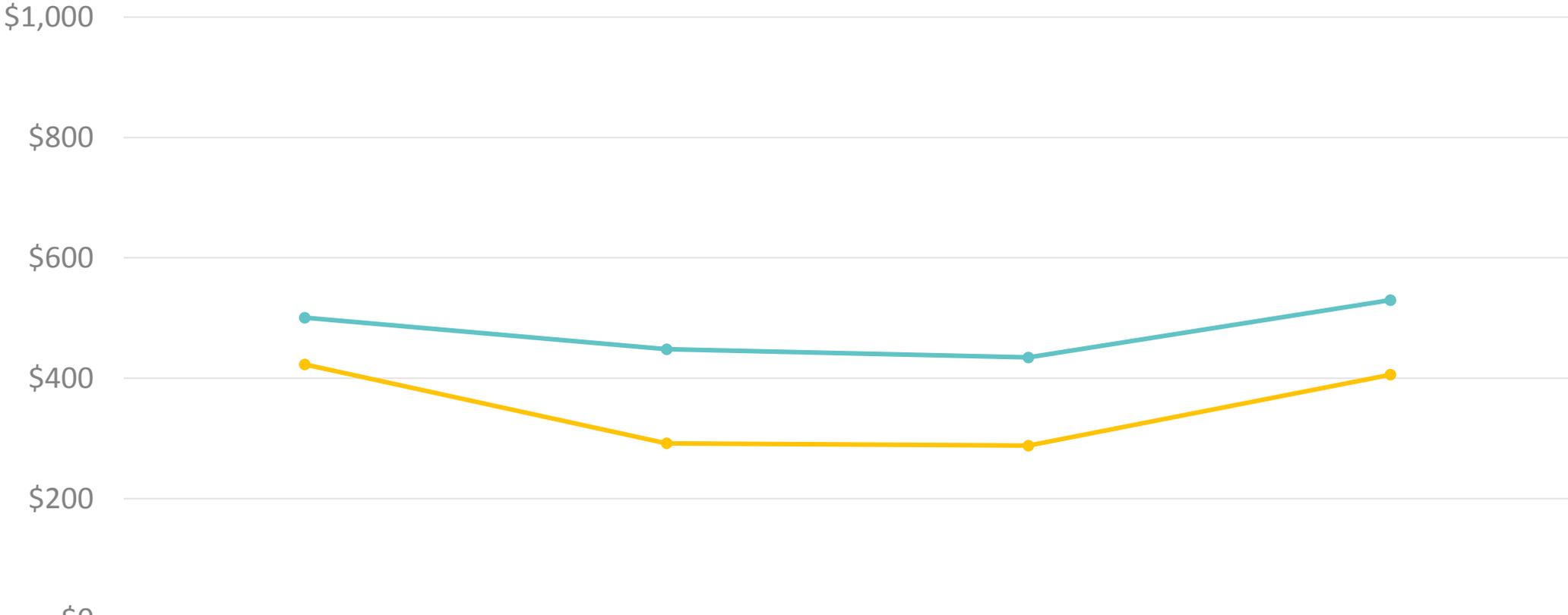


	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19
MEAN	\$635.52	\$562.52	\$574.61	\$767.35
MEDIAN	\$520.00	\$460.00	\$391.00	\$567.00

ONISLE – PER DAY SPENDING



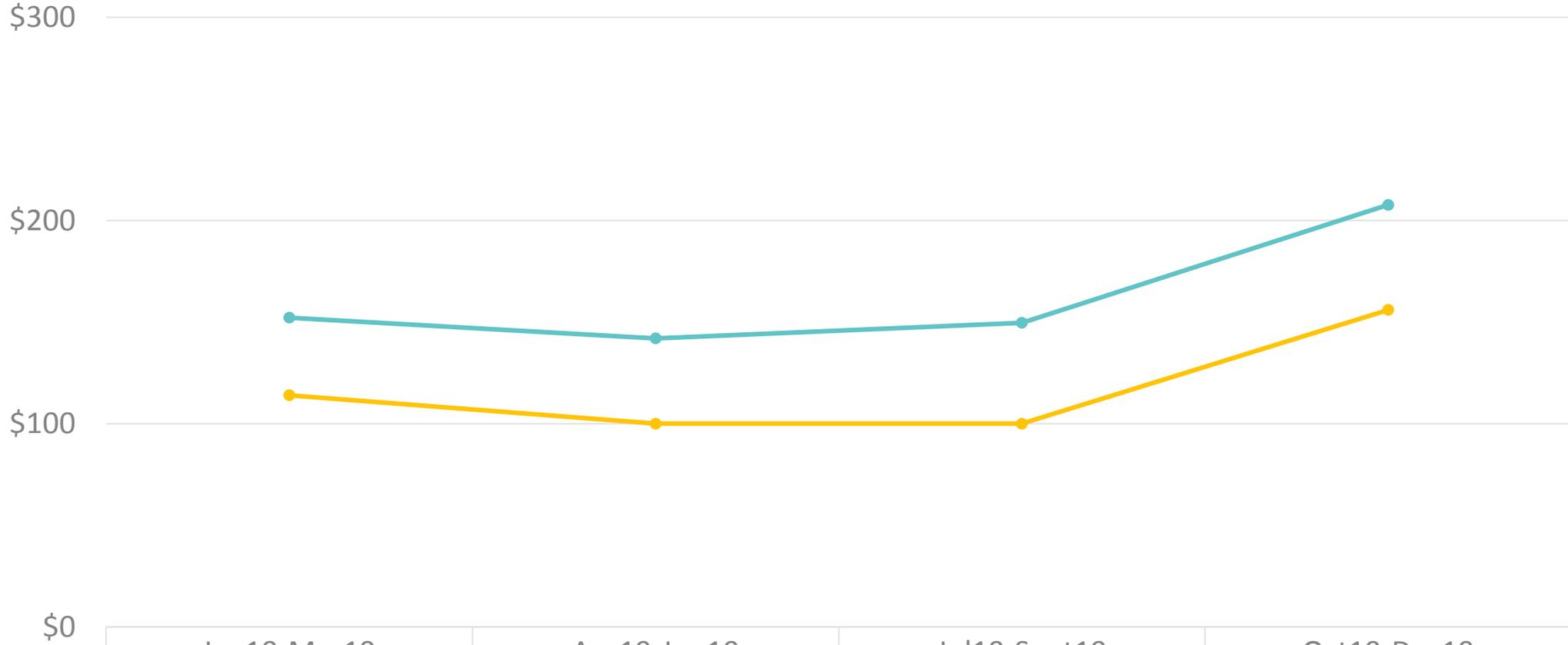
ONISLE – TRAVEL PARTY/ PER DAY TRACKING



	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19
MEAN	\$500.72	\$448.17	\$434.55	\$529.79
MEDIAN	\$423.00	\$292.00	\$288.00	\$406.00



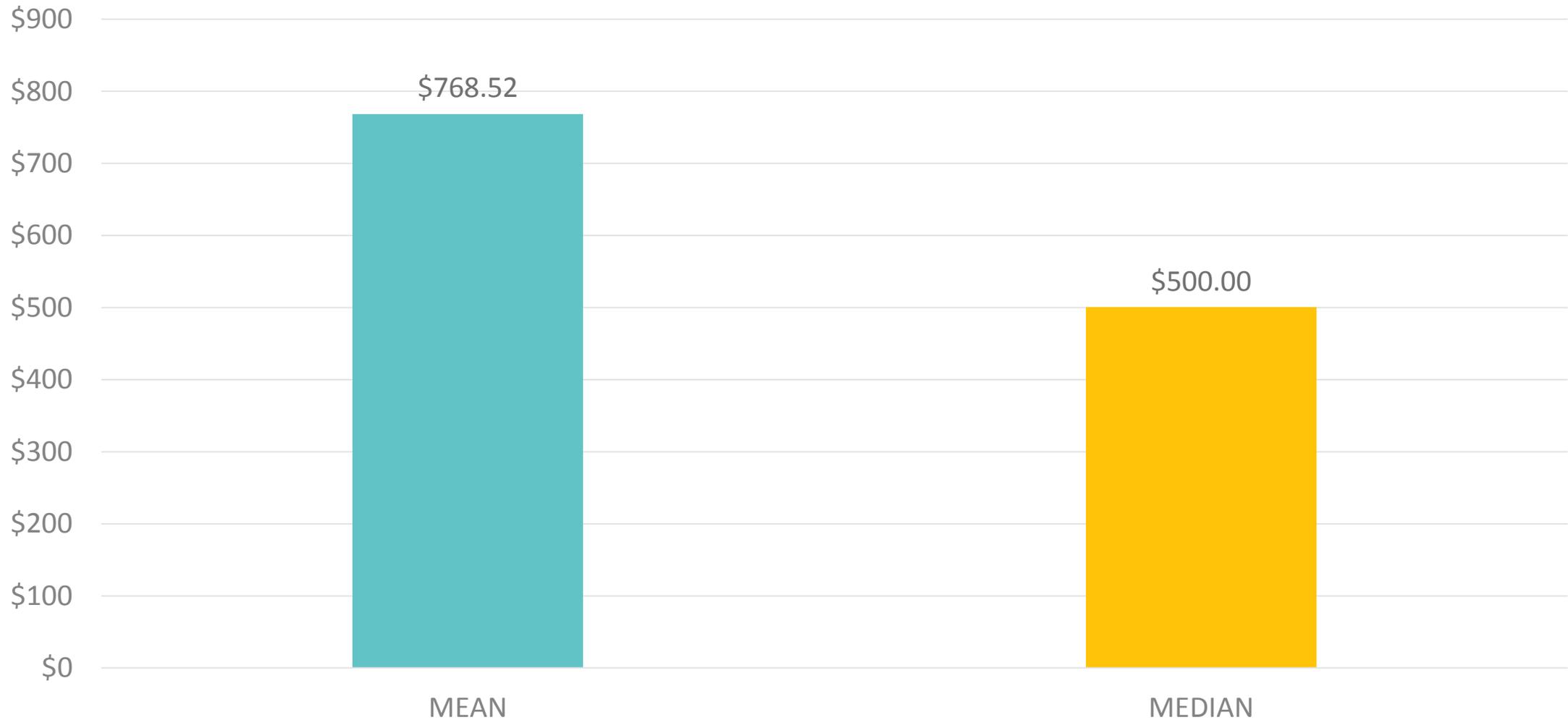
ONISLE – PER PERSON/ PER DAY TRACKING



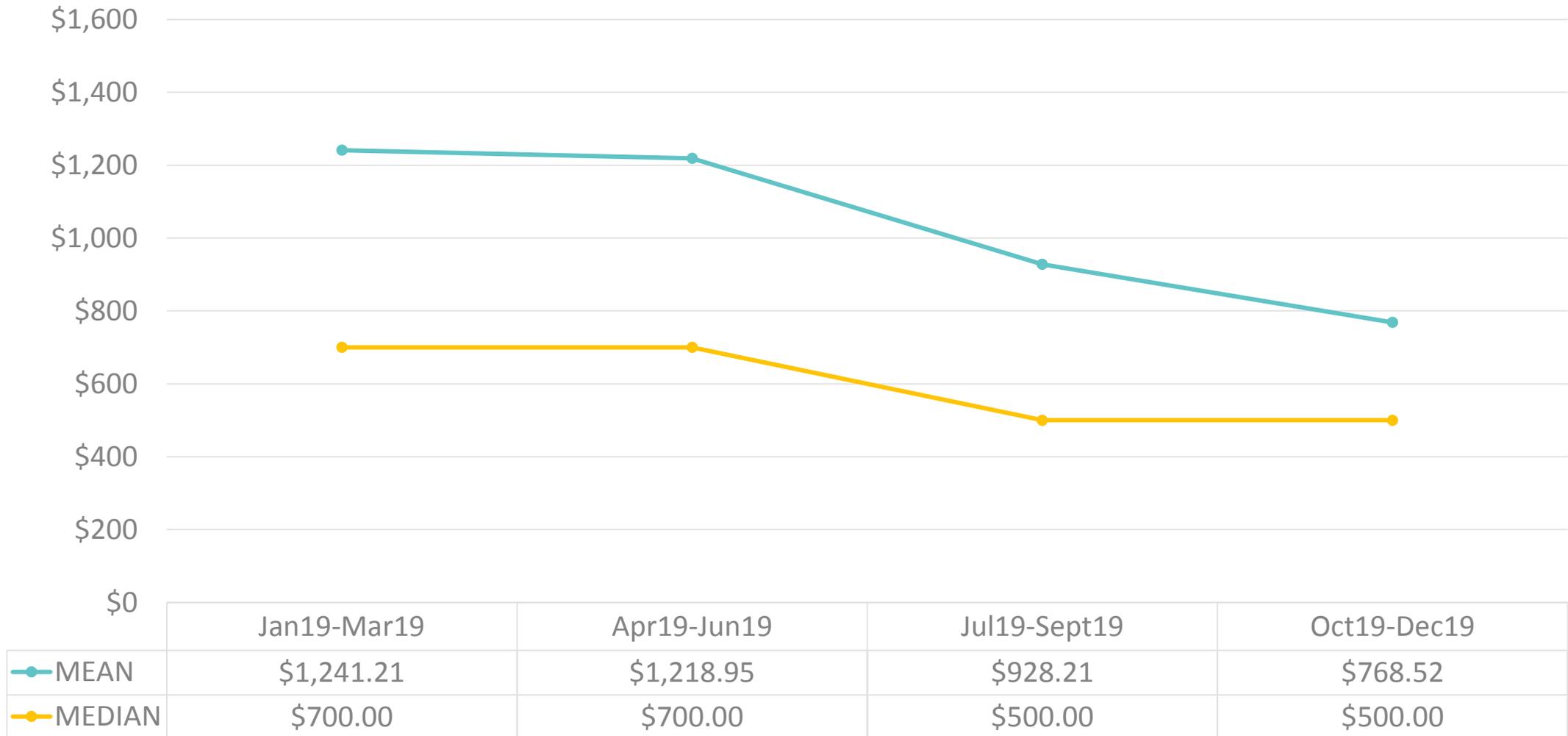
	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19
MEAN	\$152.15	\$141.98	\$149.66	\$207.72
MEDIAN	\$114.00	\$100.00	\$100.00	\$156.00



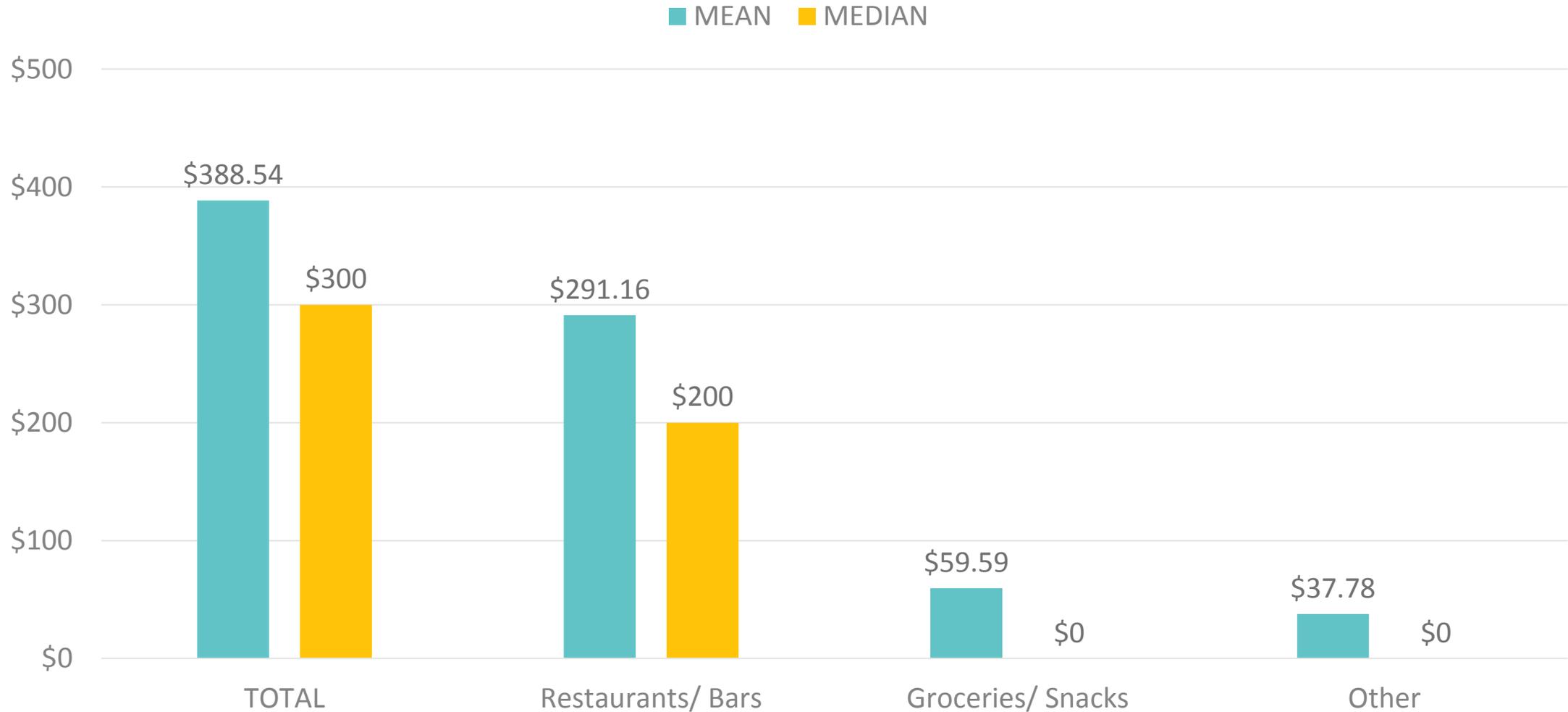
ONISLE – ACCOMMODATIONS



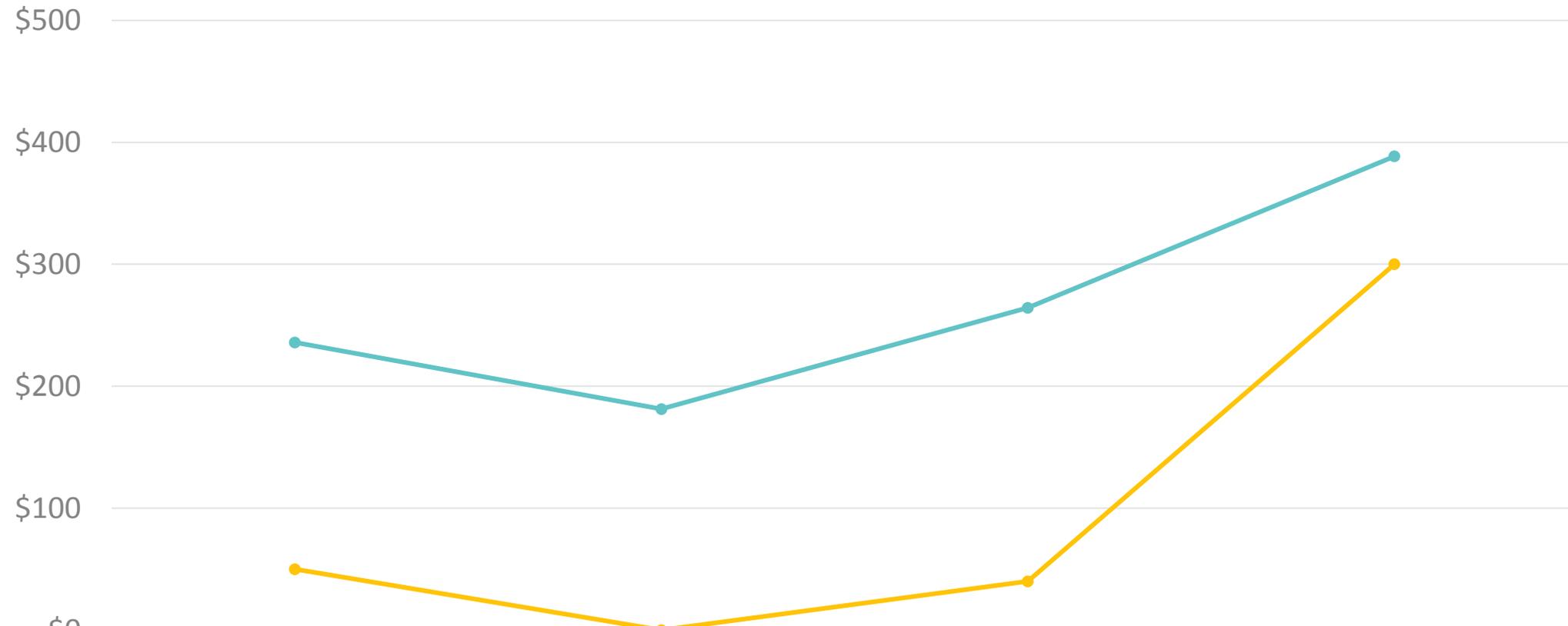
ONISLE – ACCOMMODATIONS TRACKING



ONISLE – FOOD & BEVERAGE

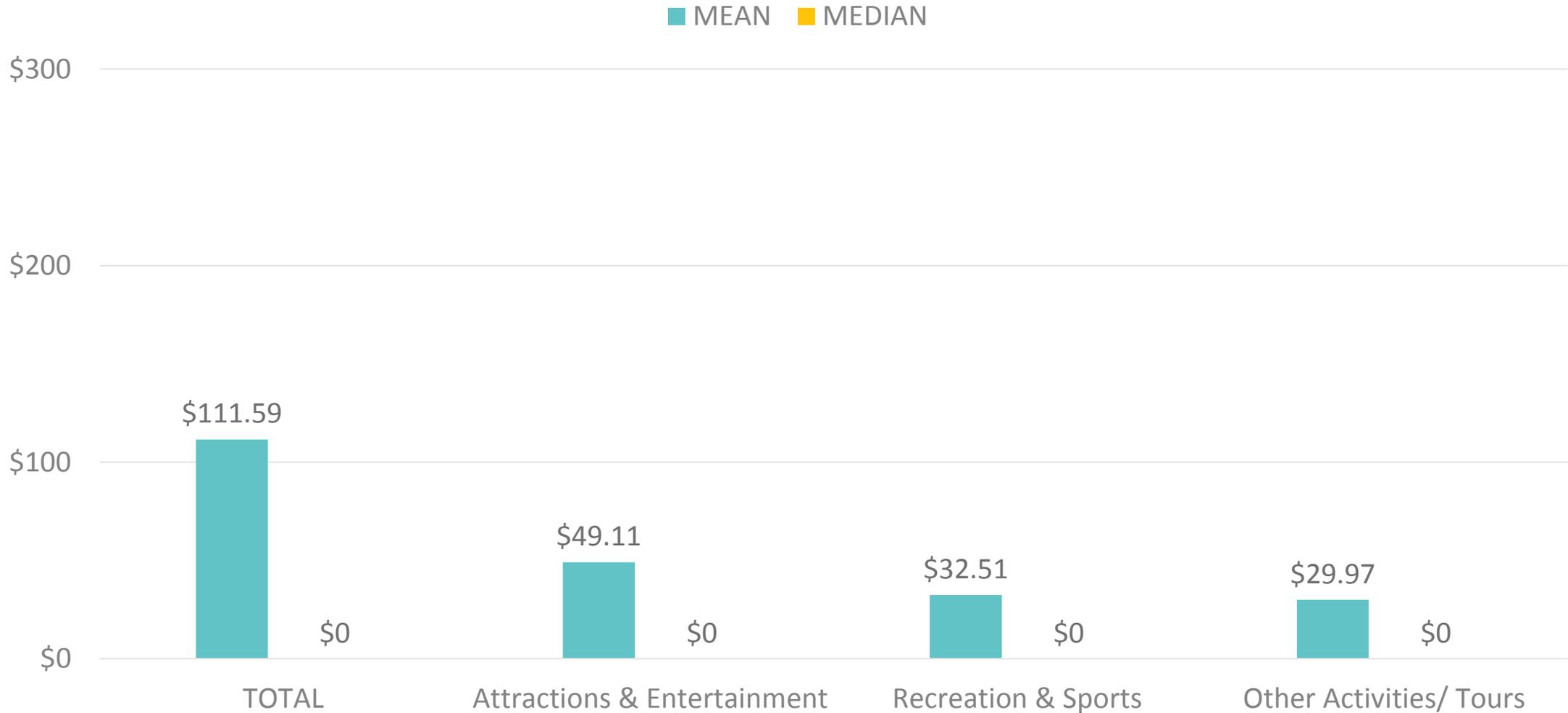


ONISLE – TOTAL FOOD & BEVERAGE TRACKING

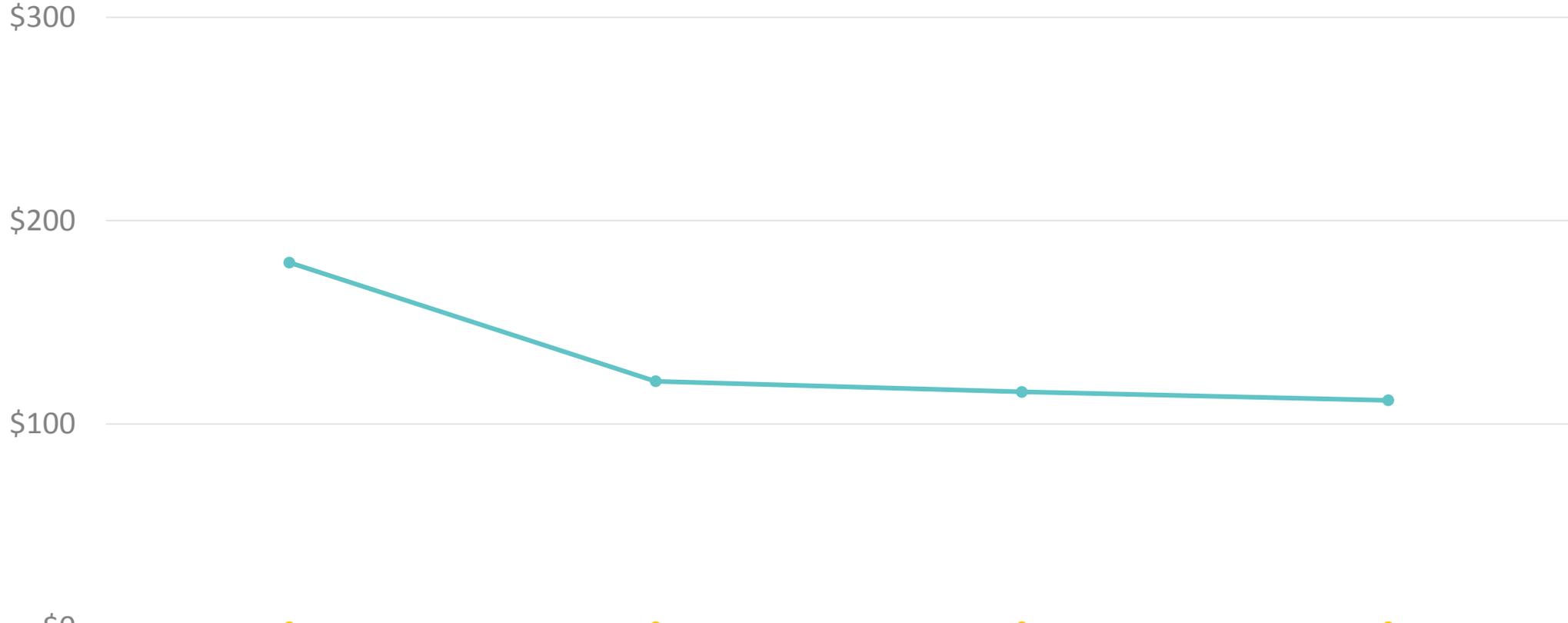


	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19
MEAN	\$235.93	\$181.25	\$264.29	\$388.54
MEDIAN	\$50.00	\$0.00	\$40.00	\$300.00

ONISLE – ENTERTAINMENT & RECREATION



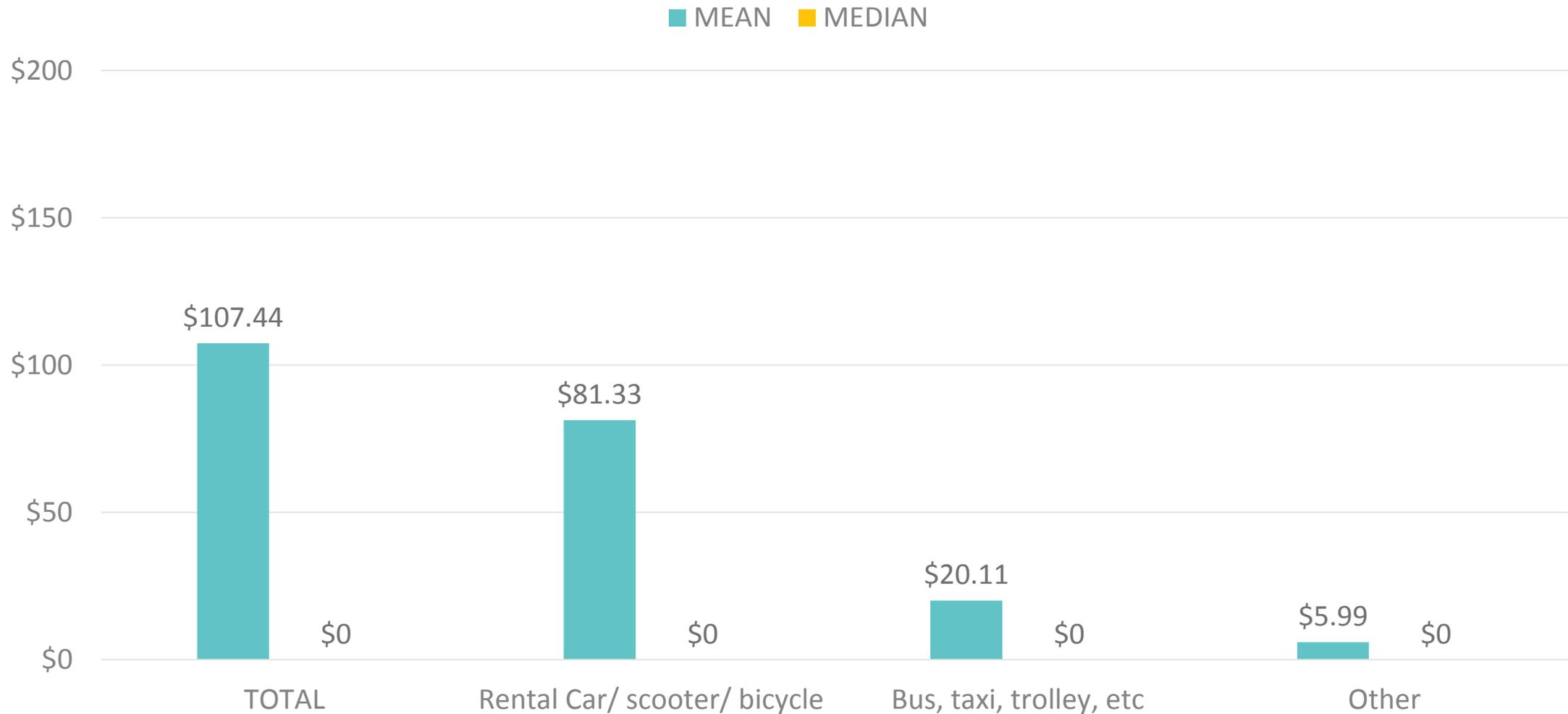
ONISLE – TOTAL ENTERTAINMENT & RECREATION TRACKING



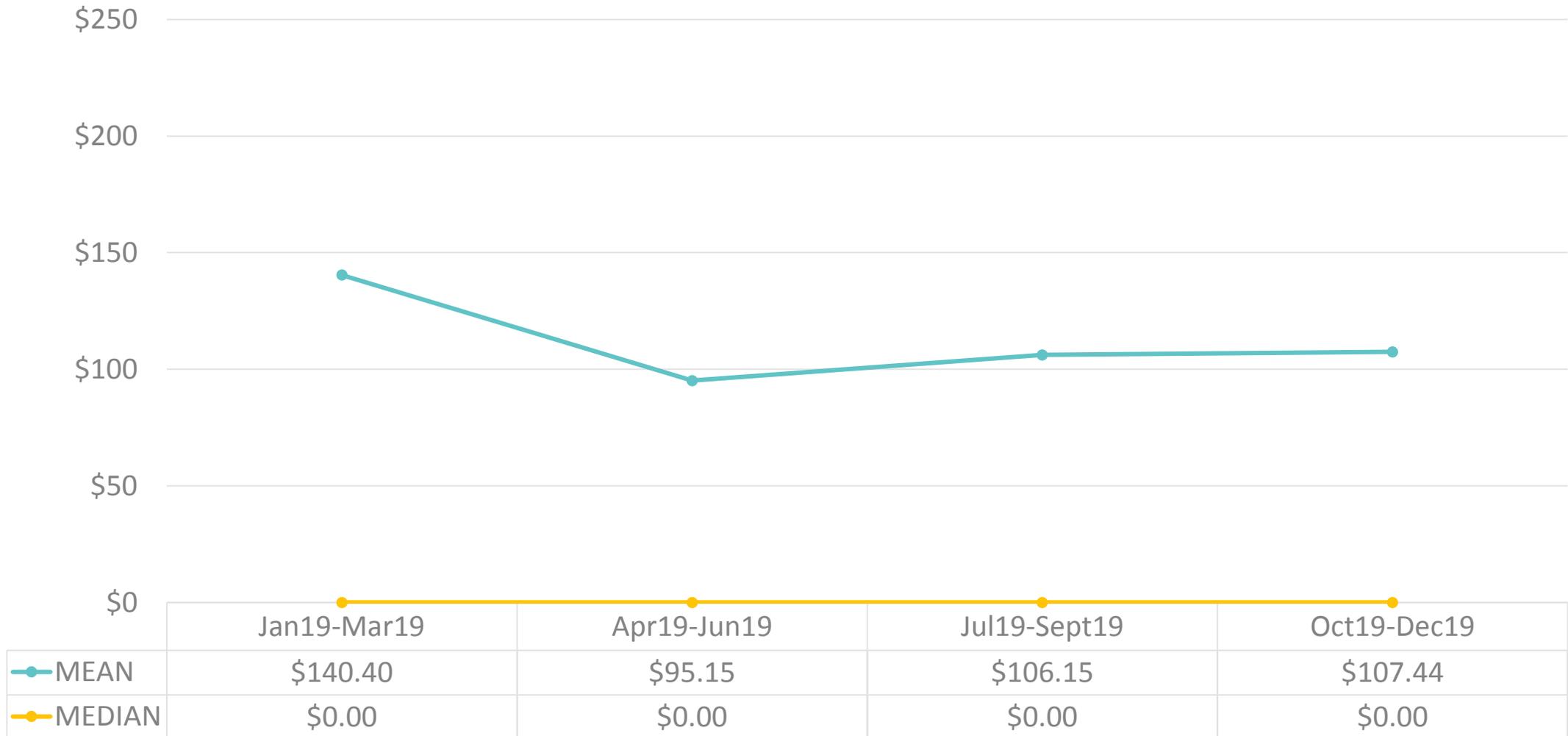
	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19
MEAN	\$179.39	\$120.95	\$115.73	\$111.59
MEDIAN	\$0.00	\$0.00	\$0.00	\$0.00



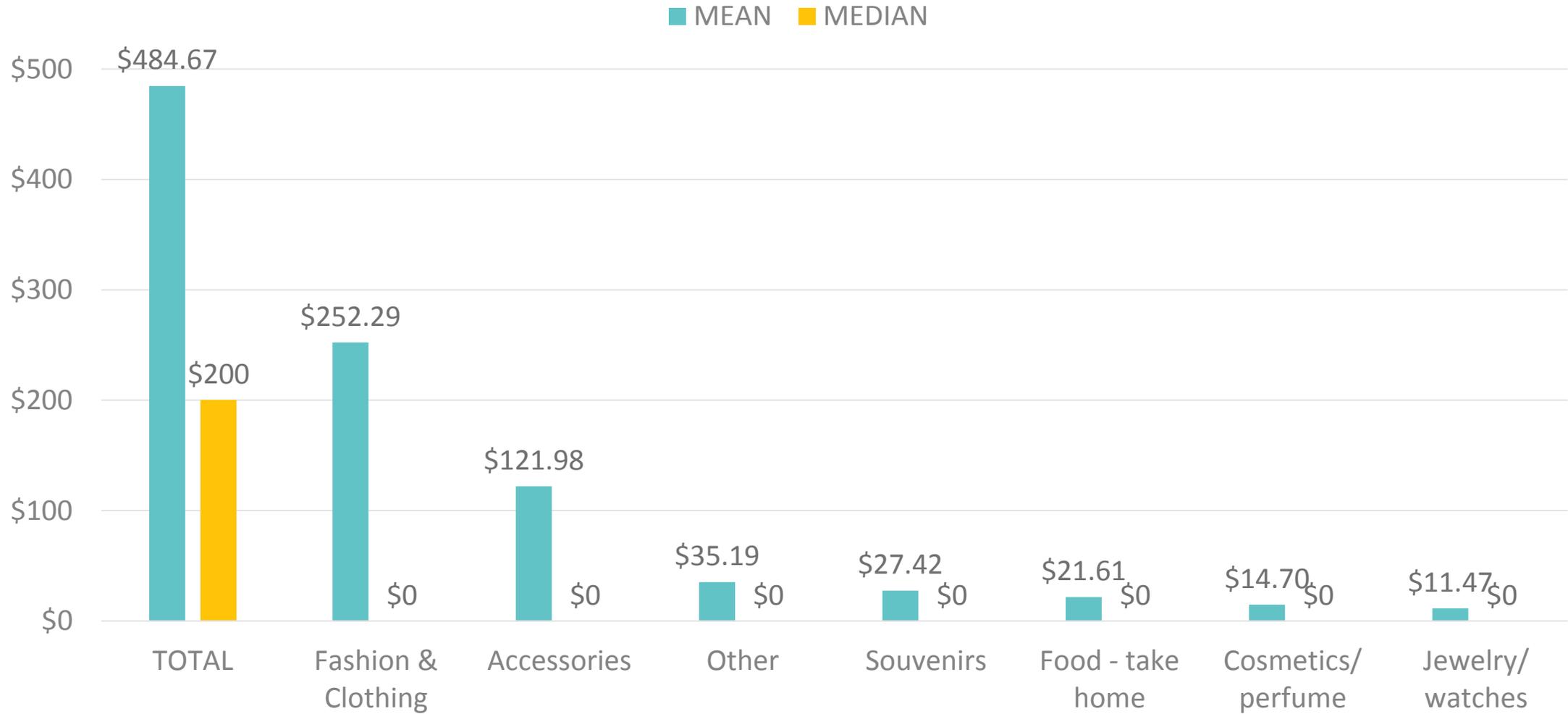
ONISLE – TRANSPORTATION



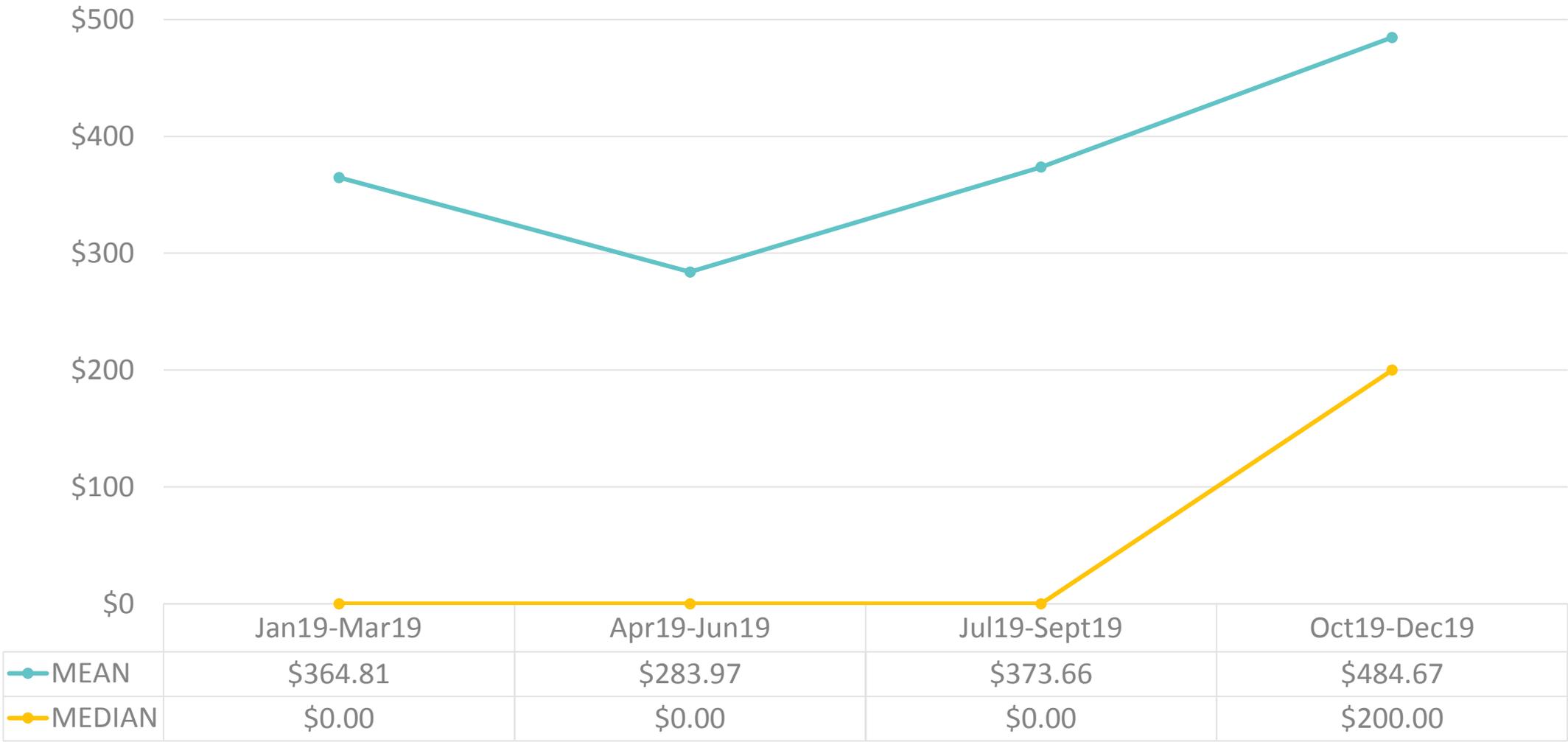
ONISLE – TOTAL TRANSPORTATION TRACKING



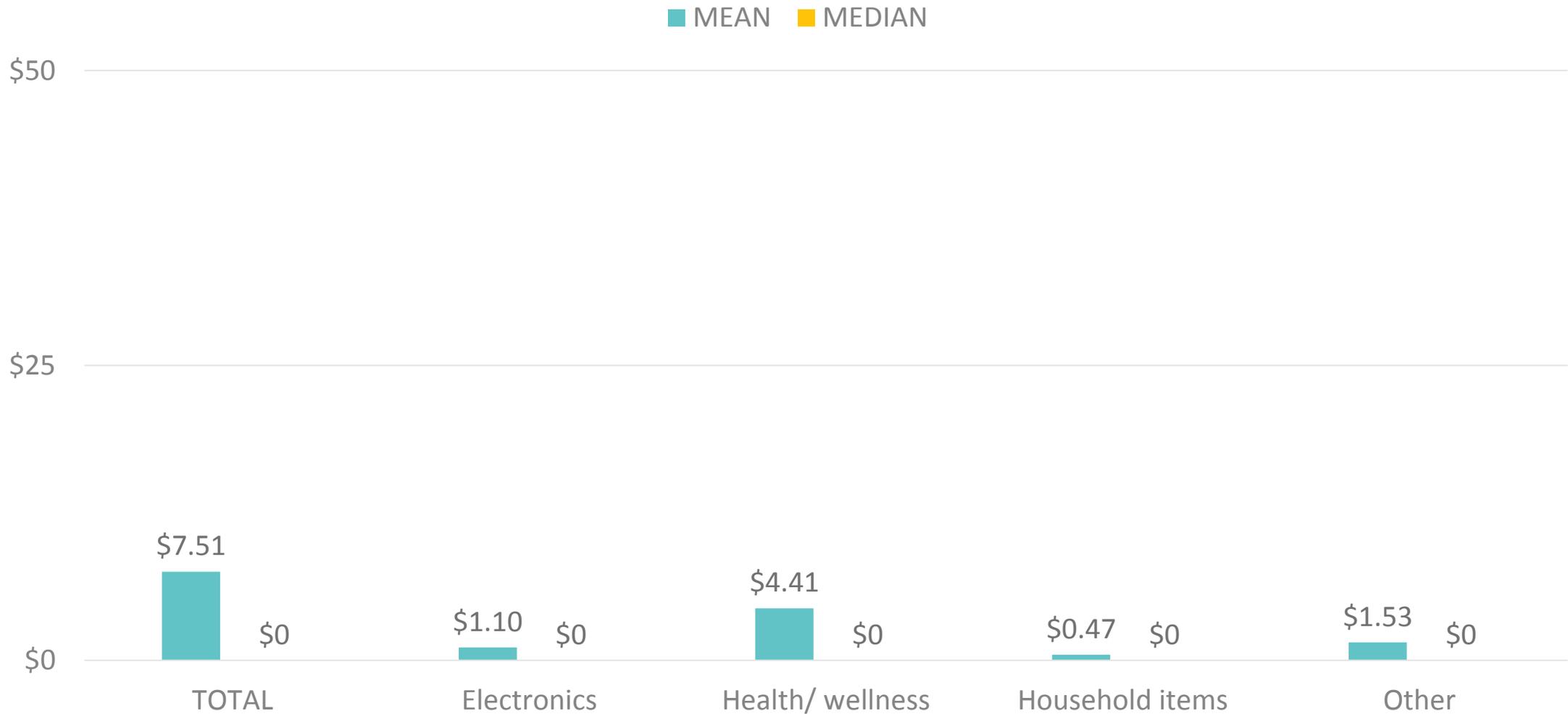
ONISLE – SHOPPING



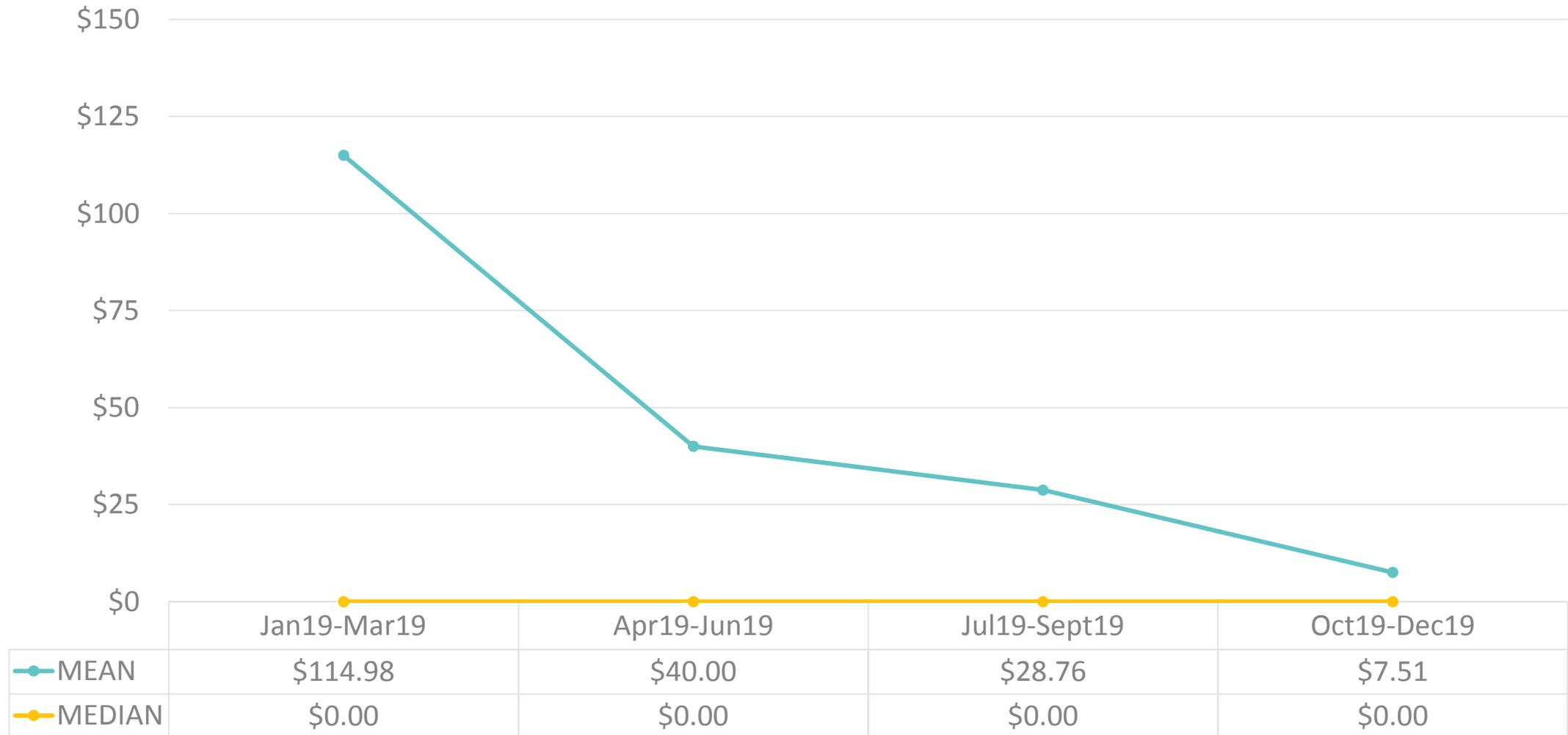
ONISLE – TOTAL SHOPPING TRACKING



ONISLE – MISCELLANEOUS



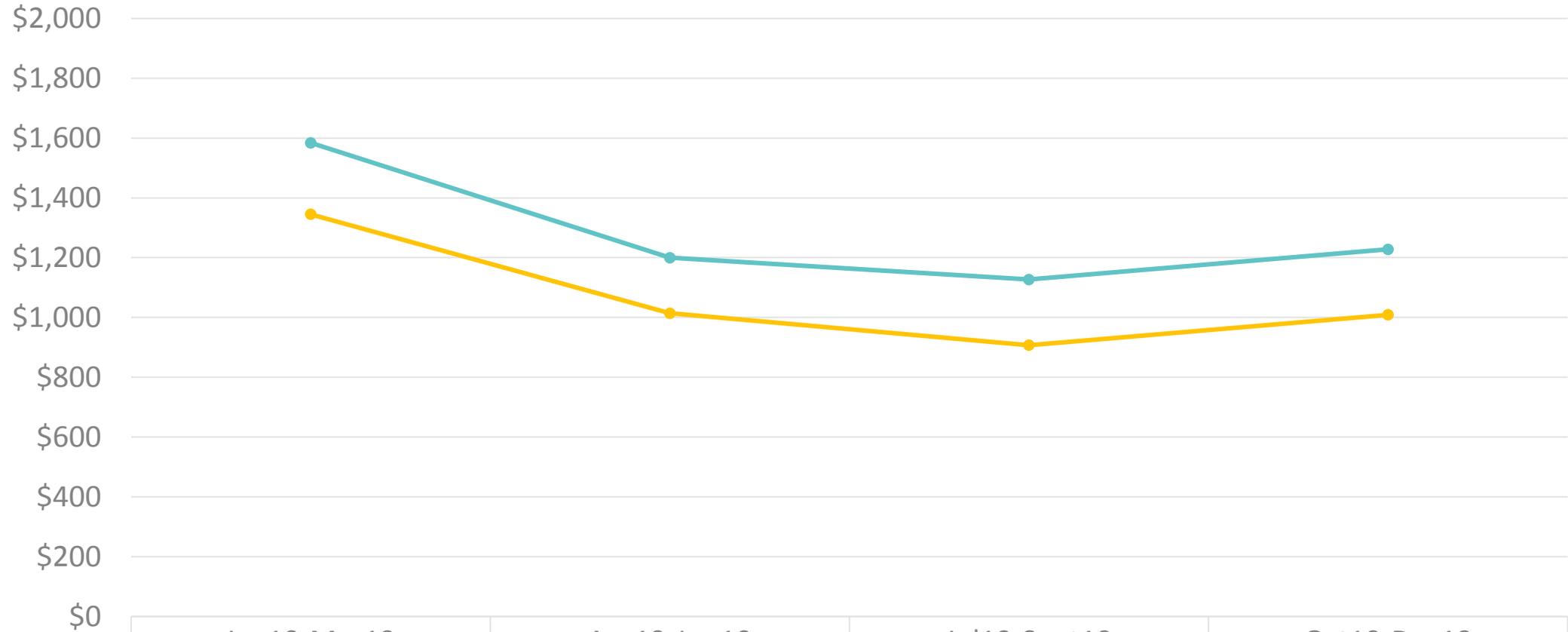
ONISLE – TOTAL MISCELLANEOUS TRACKING



TOTAL EXPENDITURES PER PERSON (ONISLE + PREPAID)

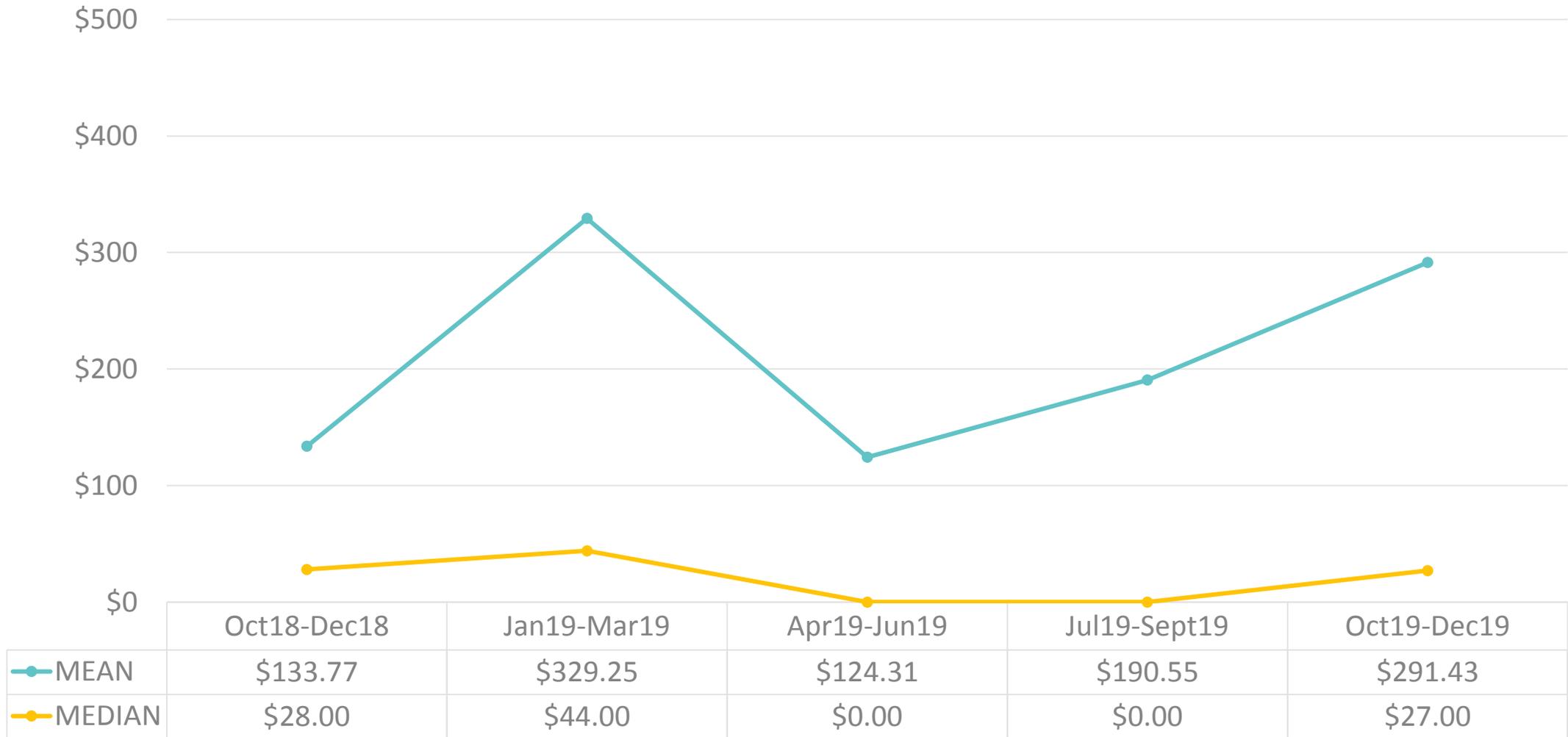
- \$1,127.84 = Mean average per person
- \$1,009.00 = Median amount spent per person

TOTAL EXPENDITURES PER PERSON TRACKING



	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19
MEAN	\$1,584.07	\$1,199.68	\$1,126.92	\$1,227.84
MEDIAN	\$1,345.00	\$1,014.00	\$907.00	\$1,009.00

GUAM AIRPORT EXPENDITURE TRACKING



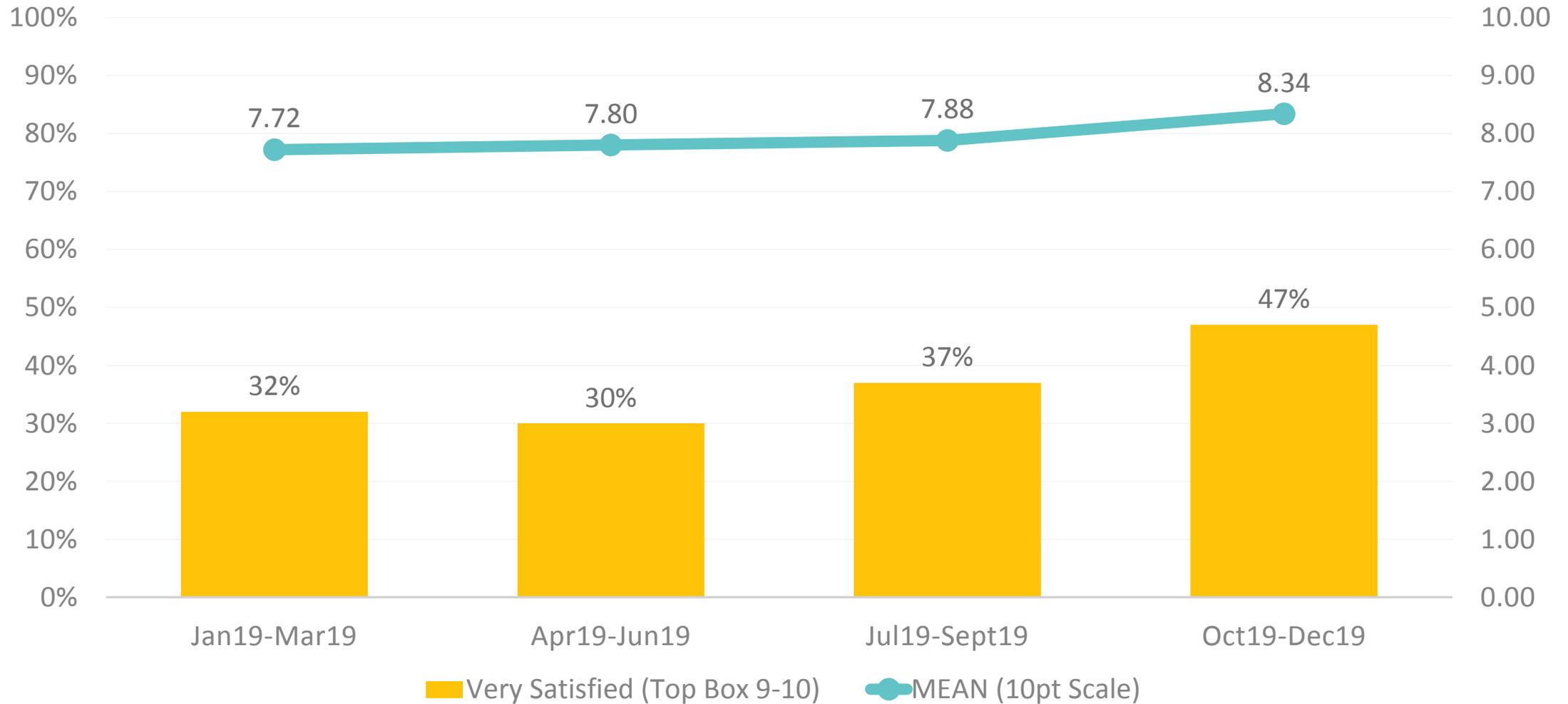


SECTION 4

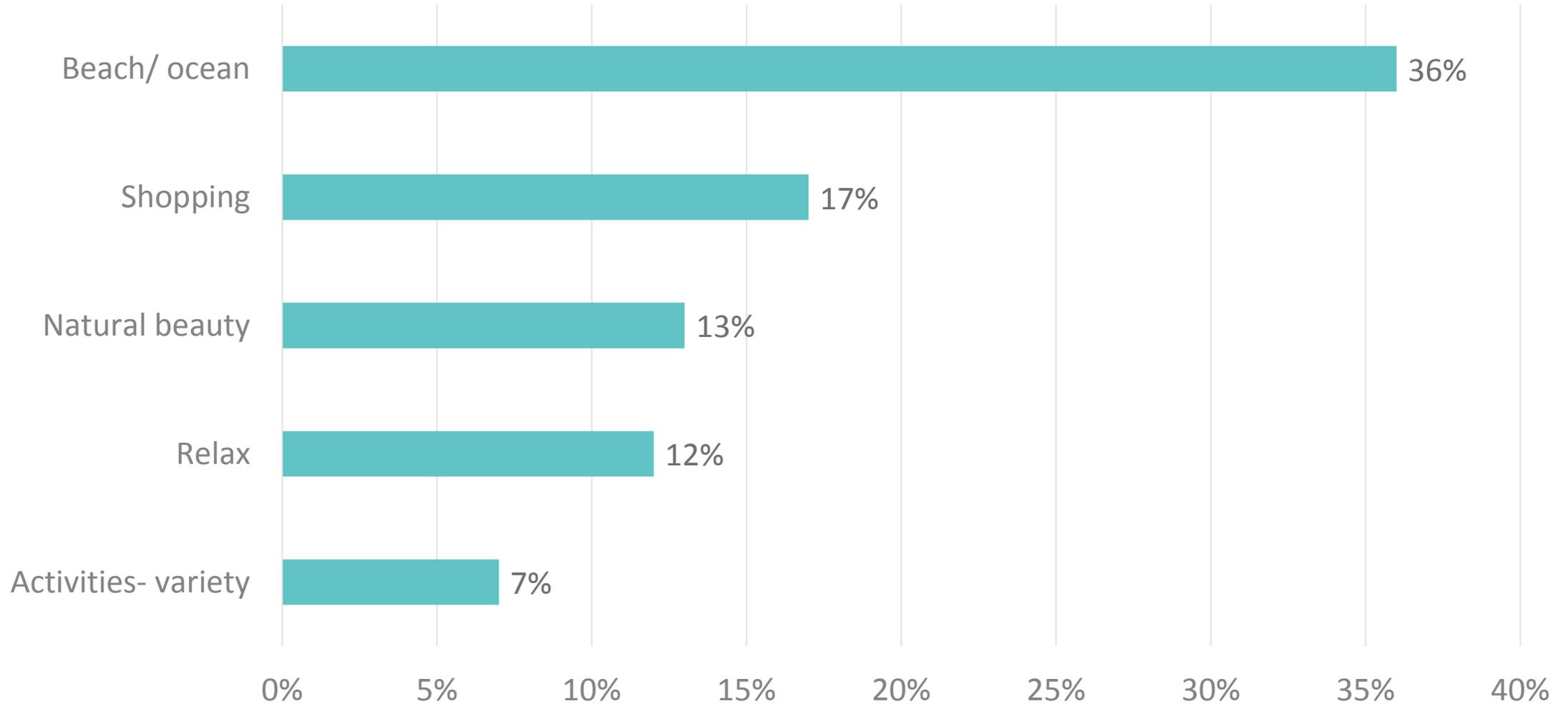
VISITOR SATISFACTION



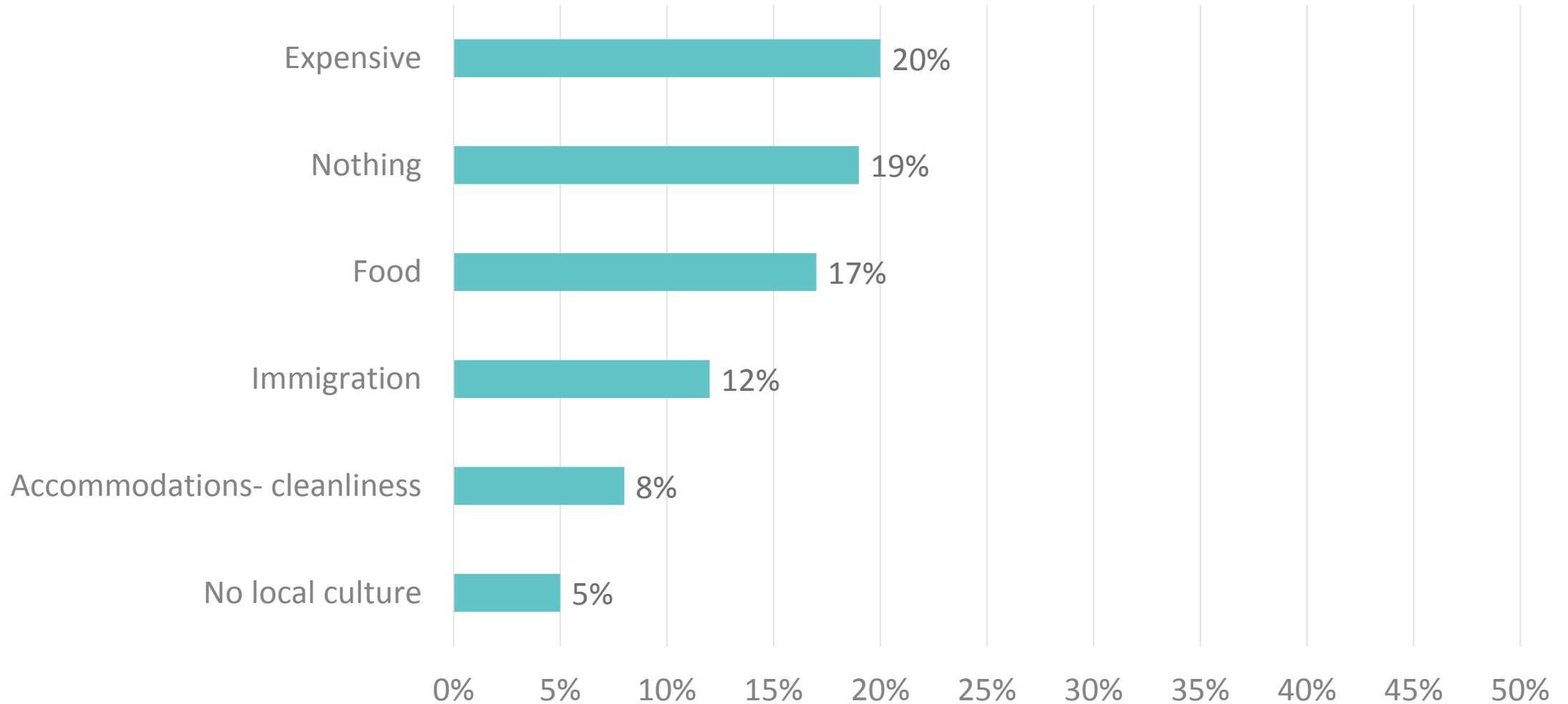
OVERALL SATISFACTION – 10PT SCALE



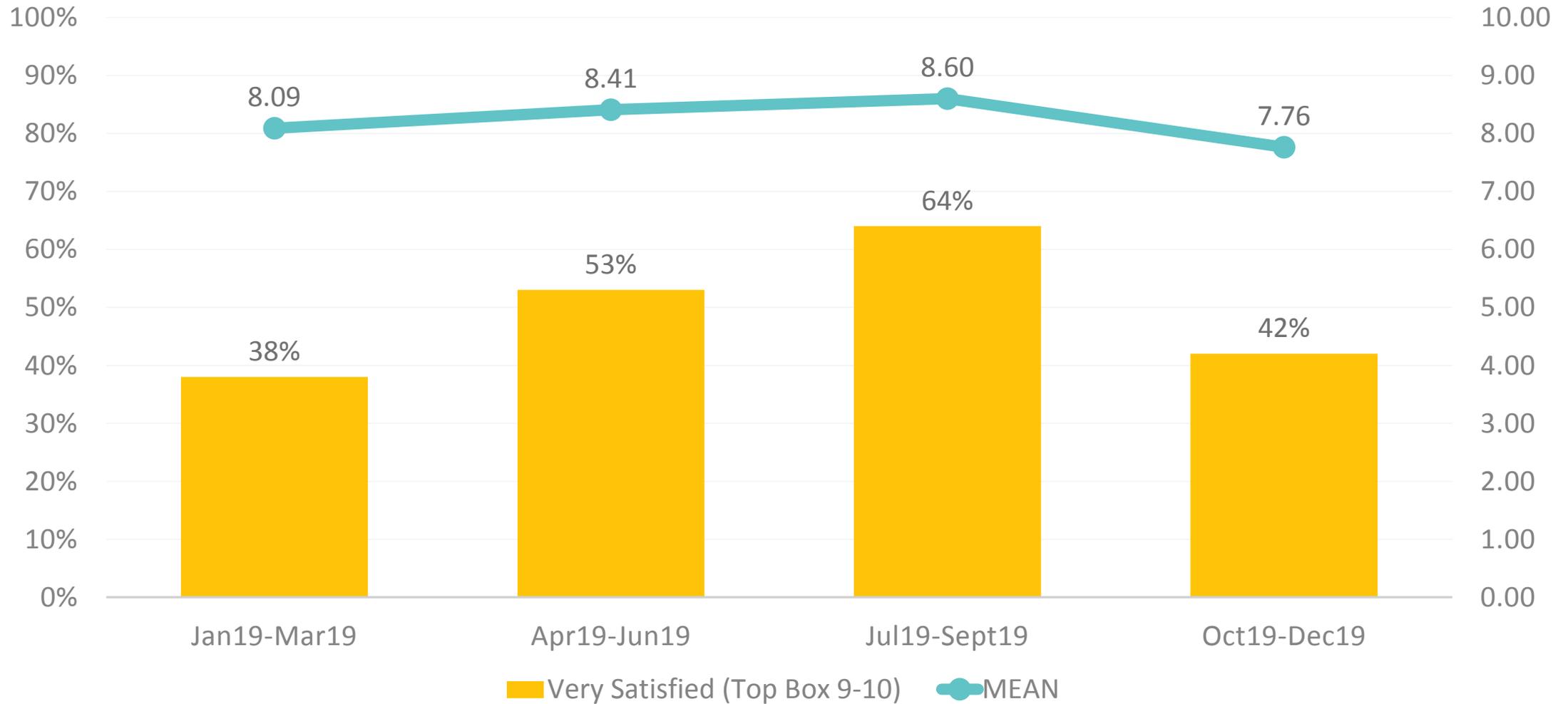
SWOT – POSITIVE ASPECT OF TRIP



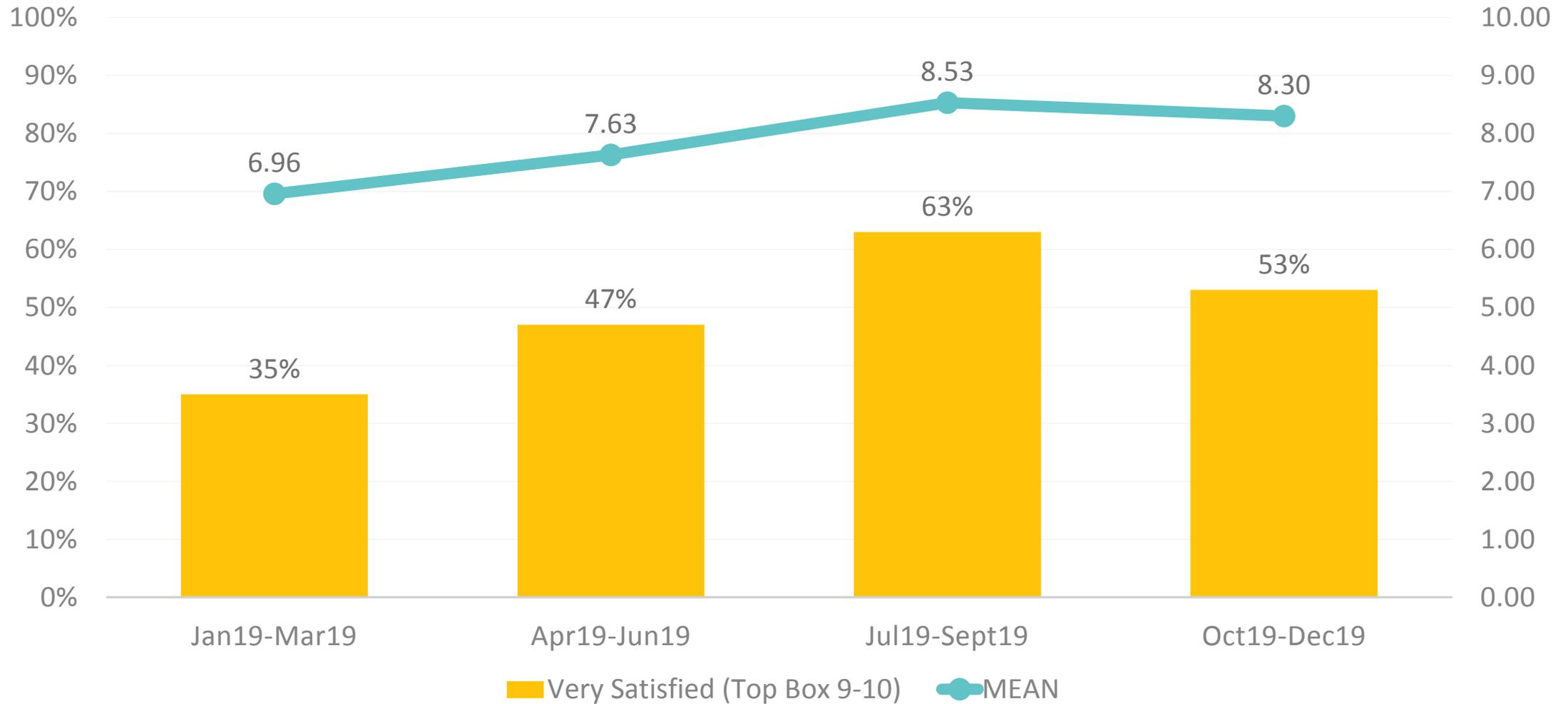
SWOT – NEGATIVE ASPECT OF TRIP



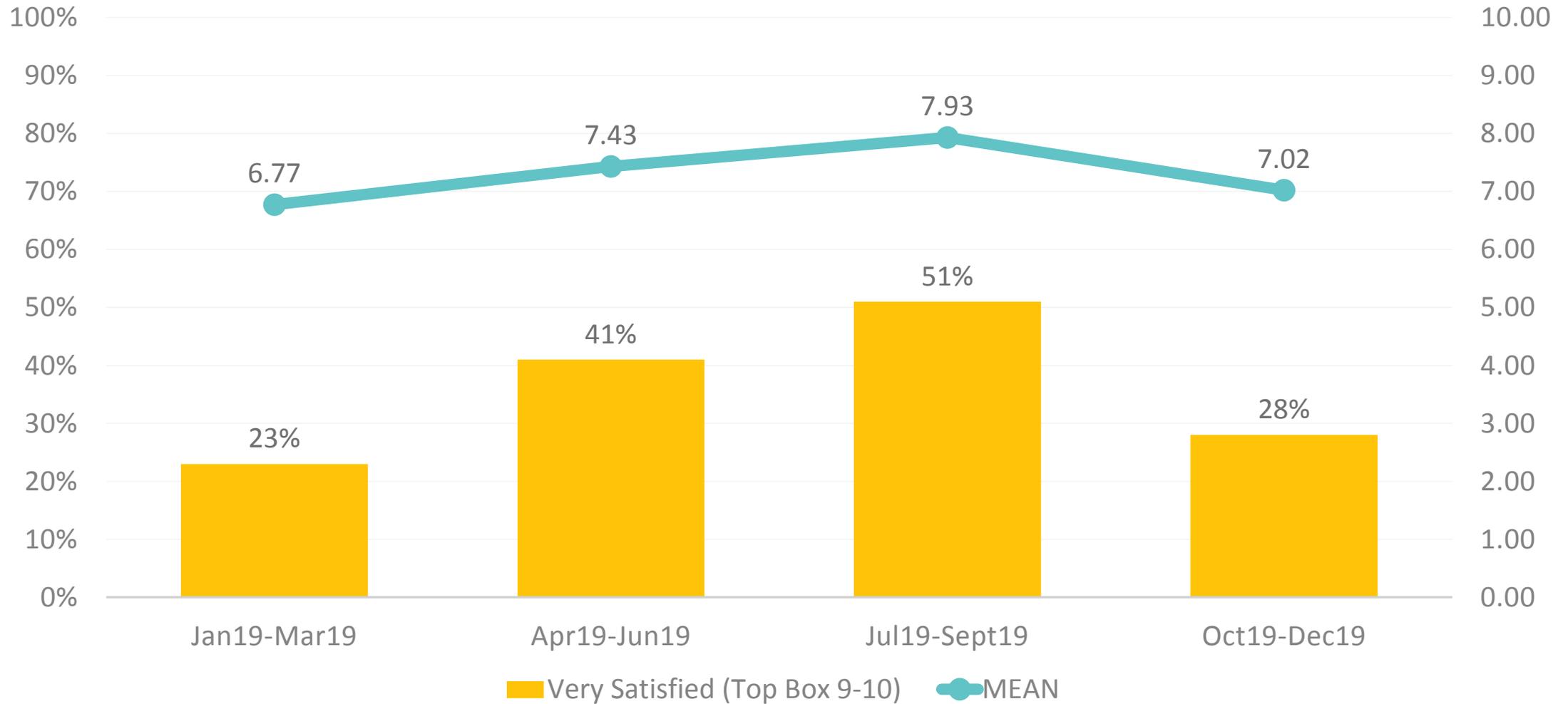
SATISFACTION – ENTERTAINMENT



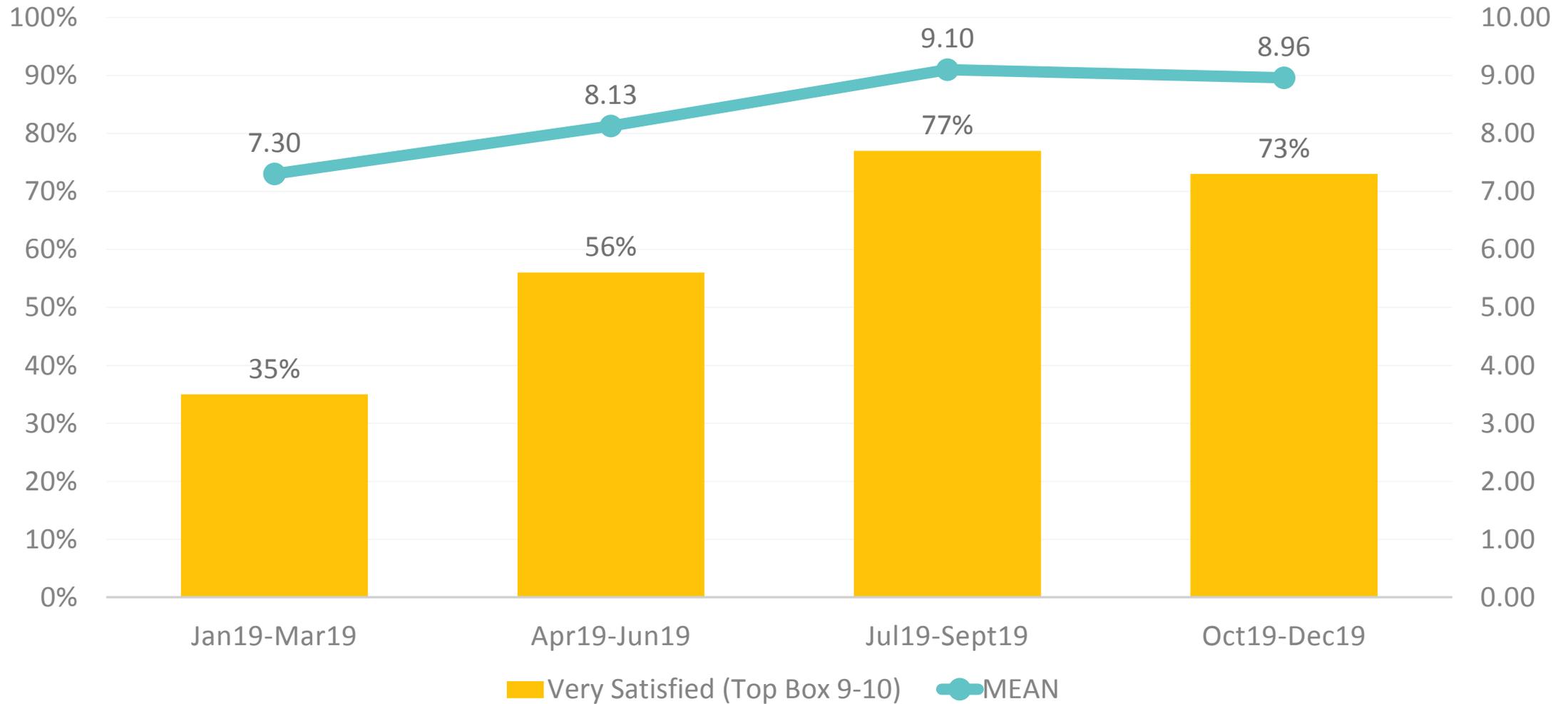
SATISFACTION – SHOPPING



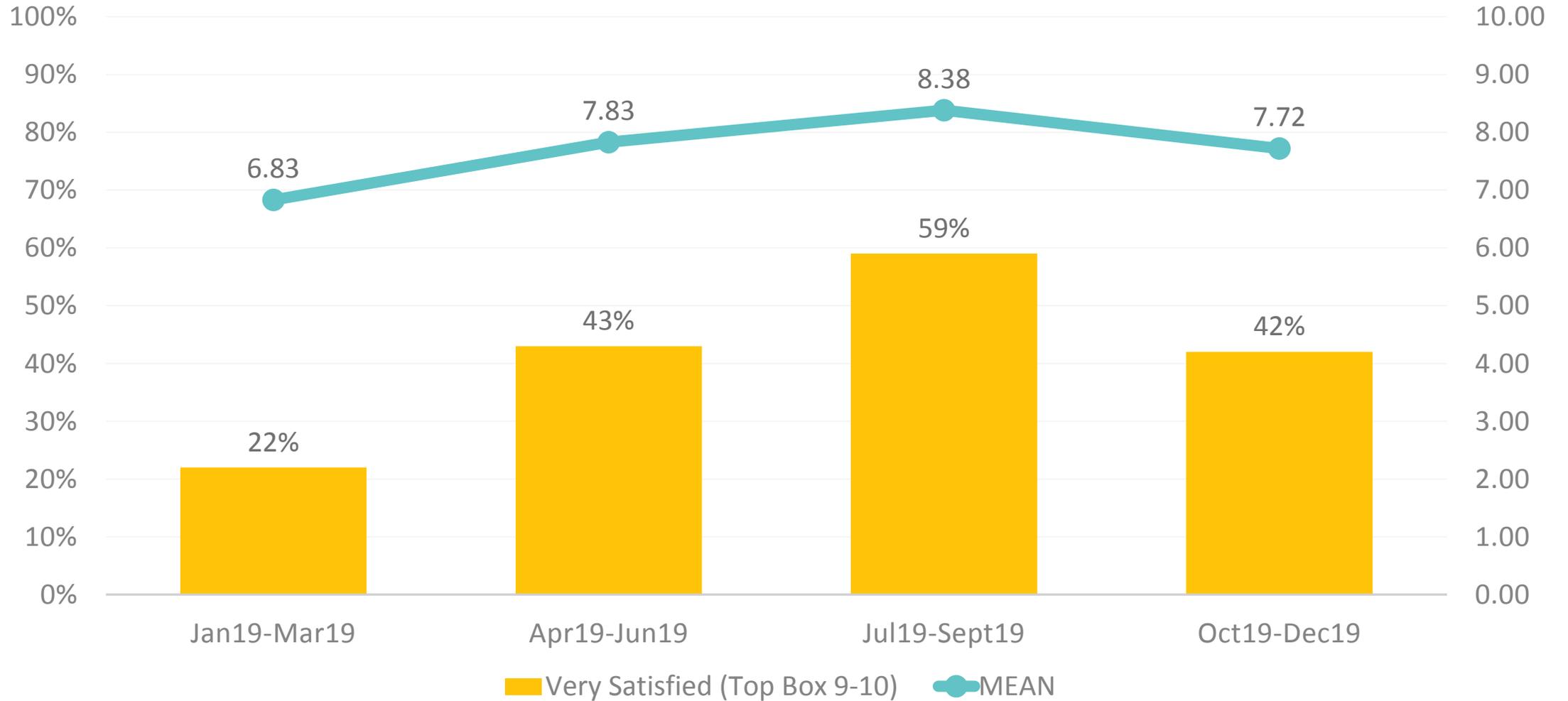
SATISFACTION – DINING



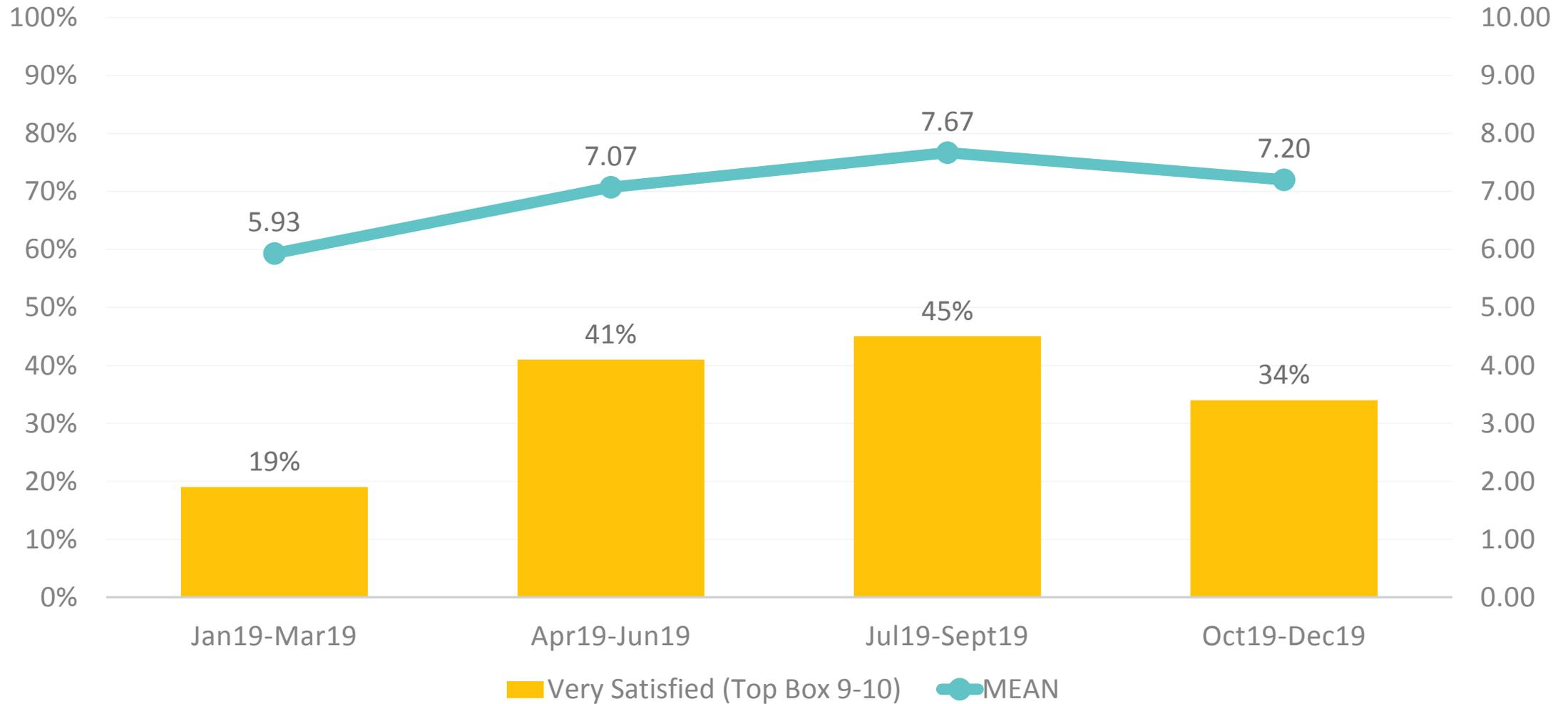
SATISFACTION – BEACHES



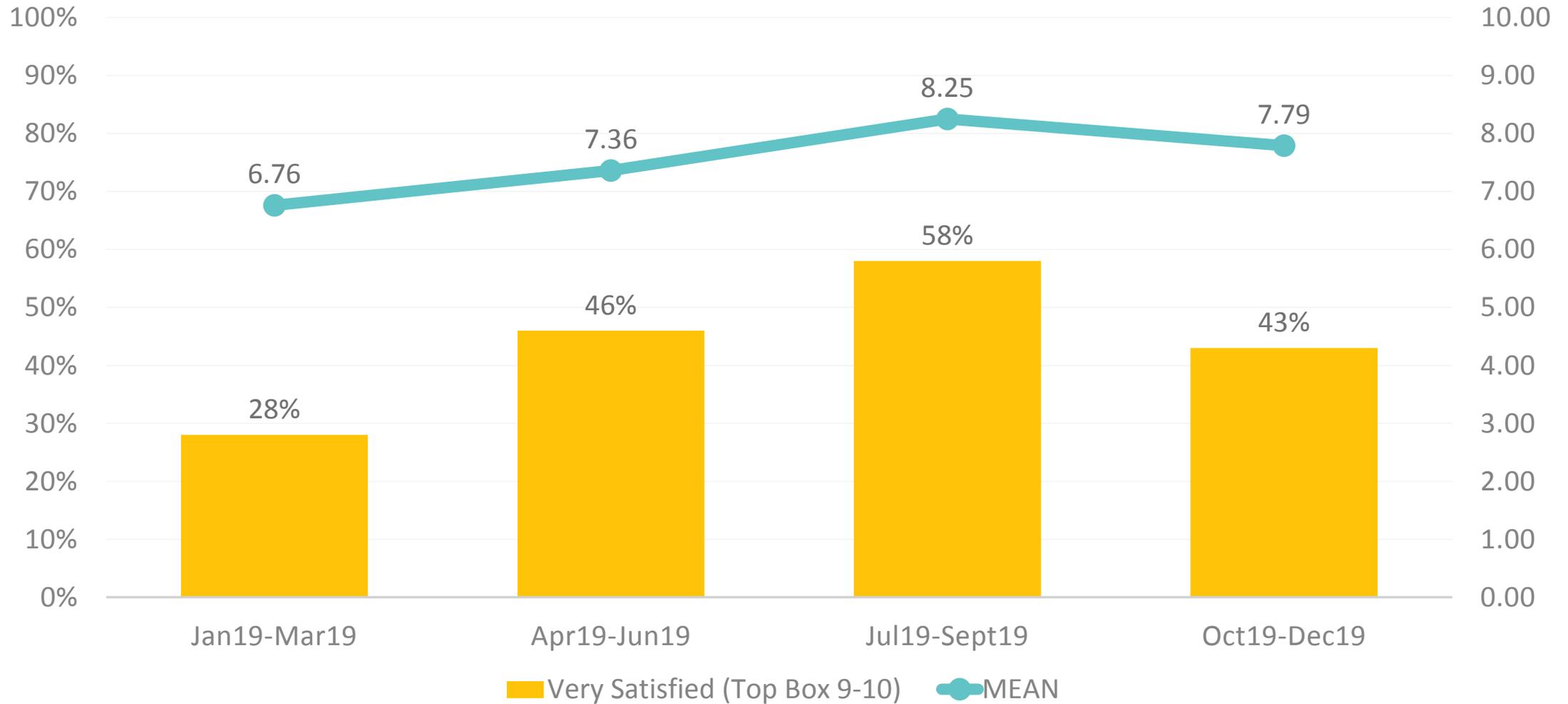
SATISFACTION – PARKS



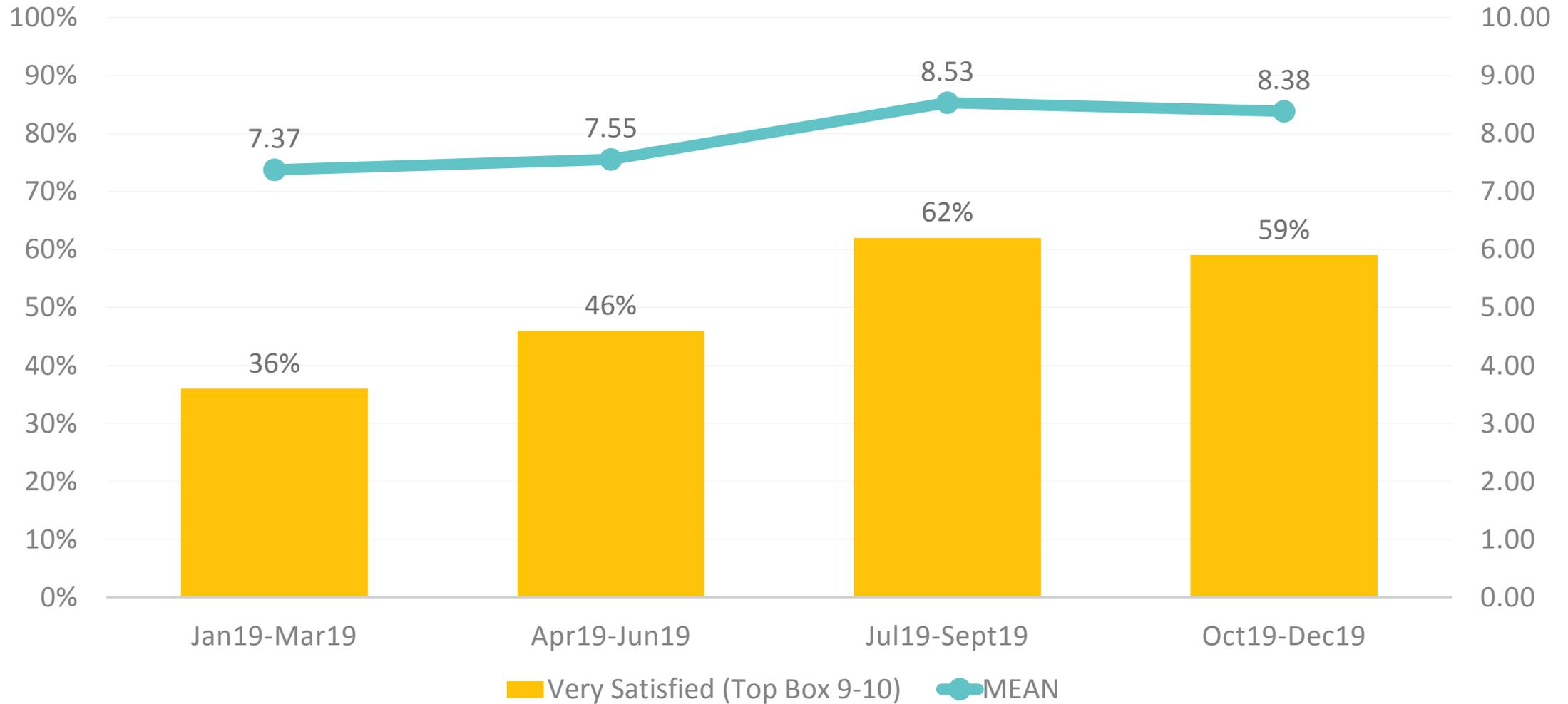
SATISFACTION – ROADS



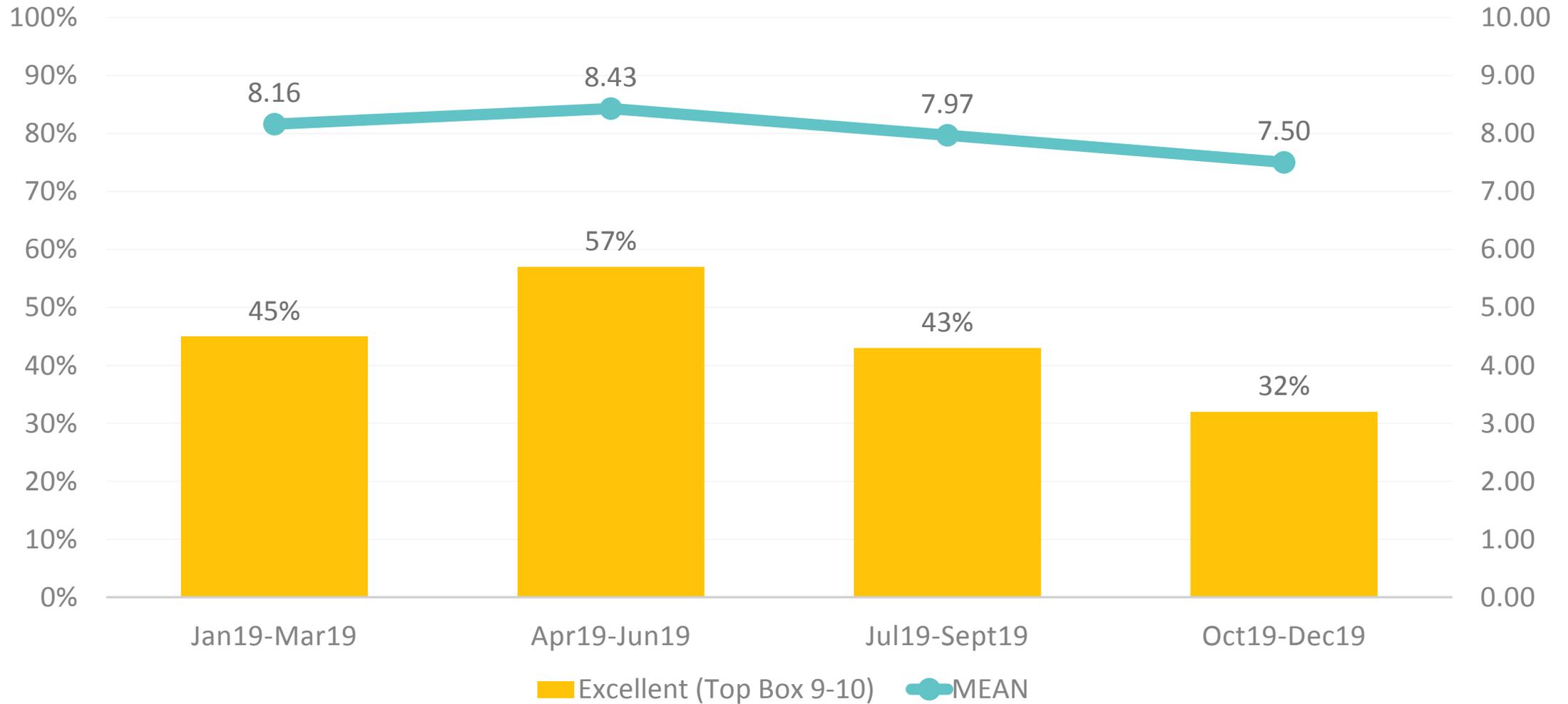
SATISFACTION – SIGHTSEEING AREAS



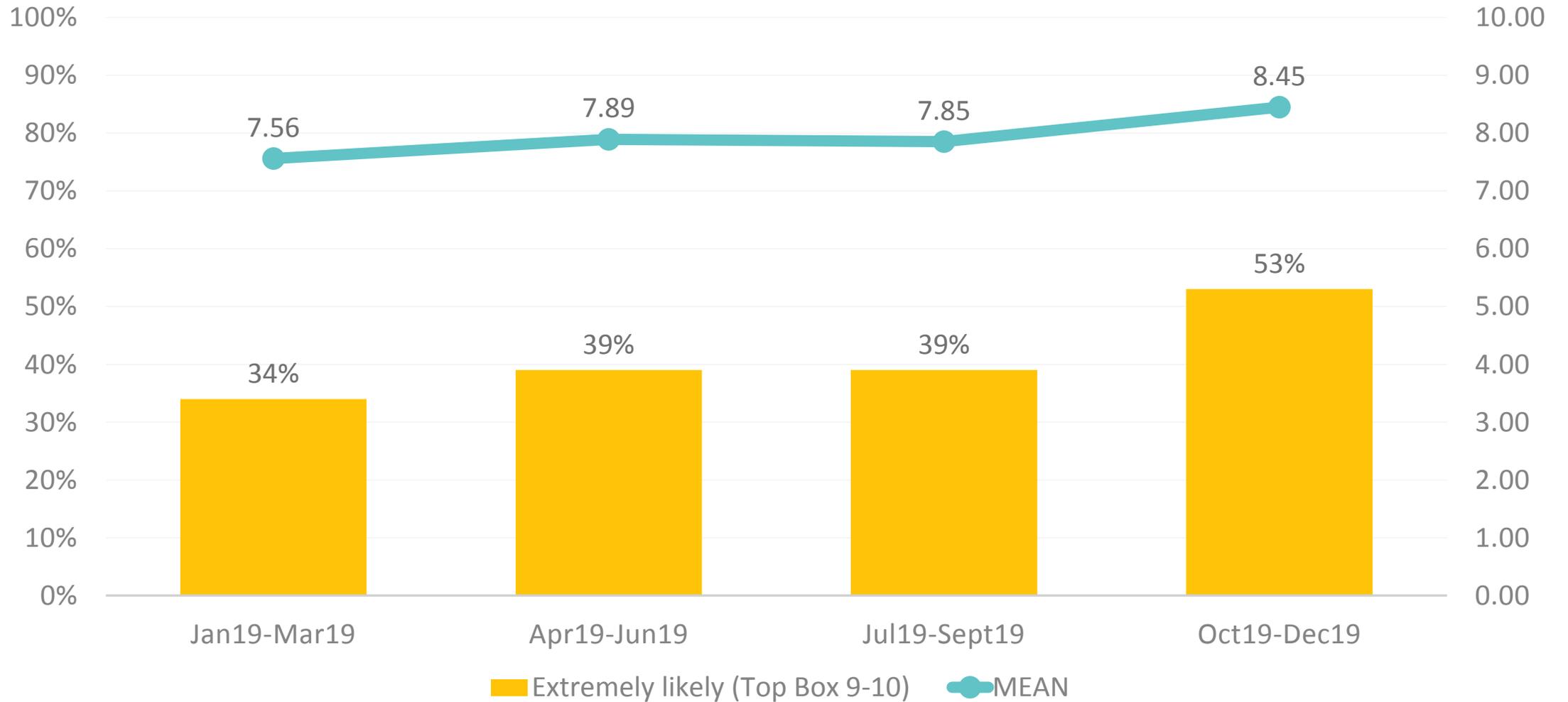
SATISFACTION – SAFETY & SECURITY



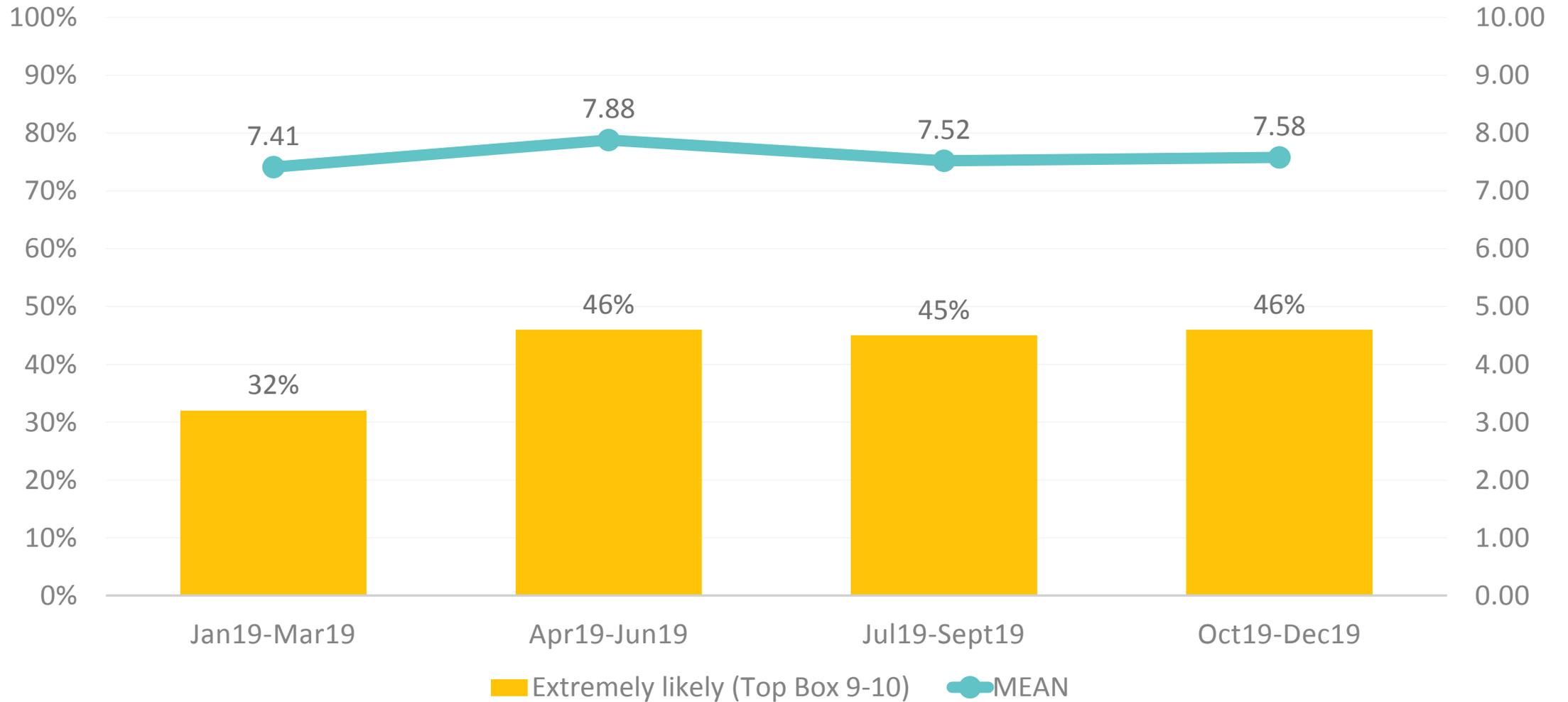
SATISFACTION – ACCOMMODATIONS



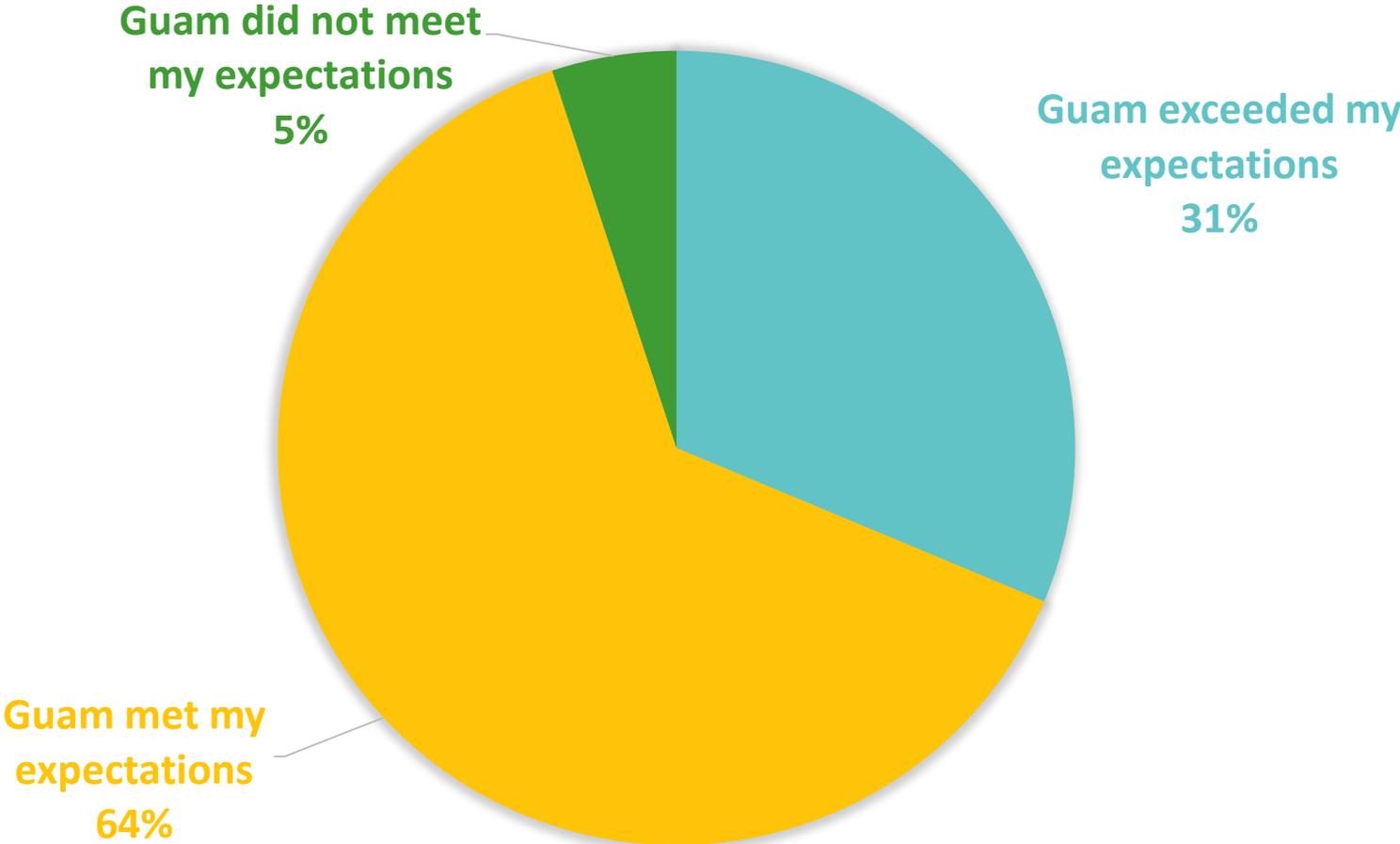
BRAND ADVOCACY



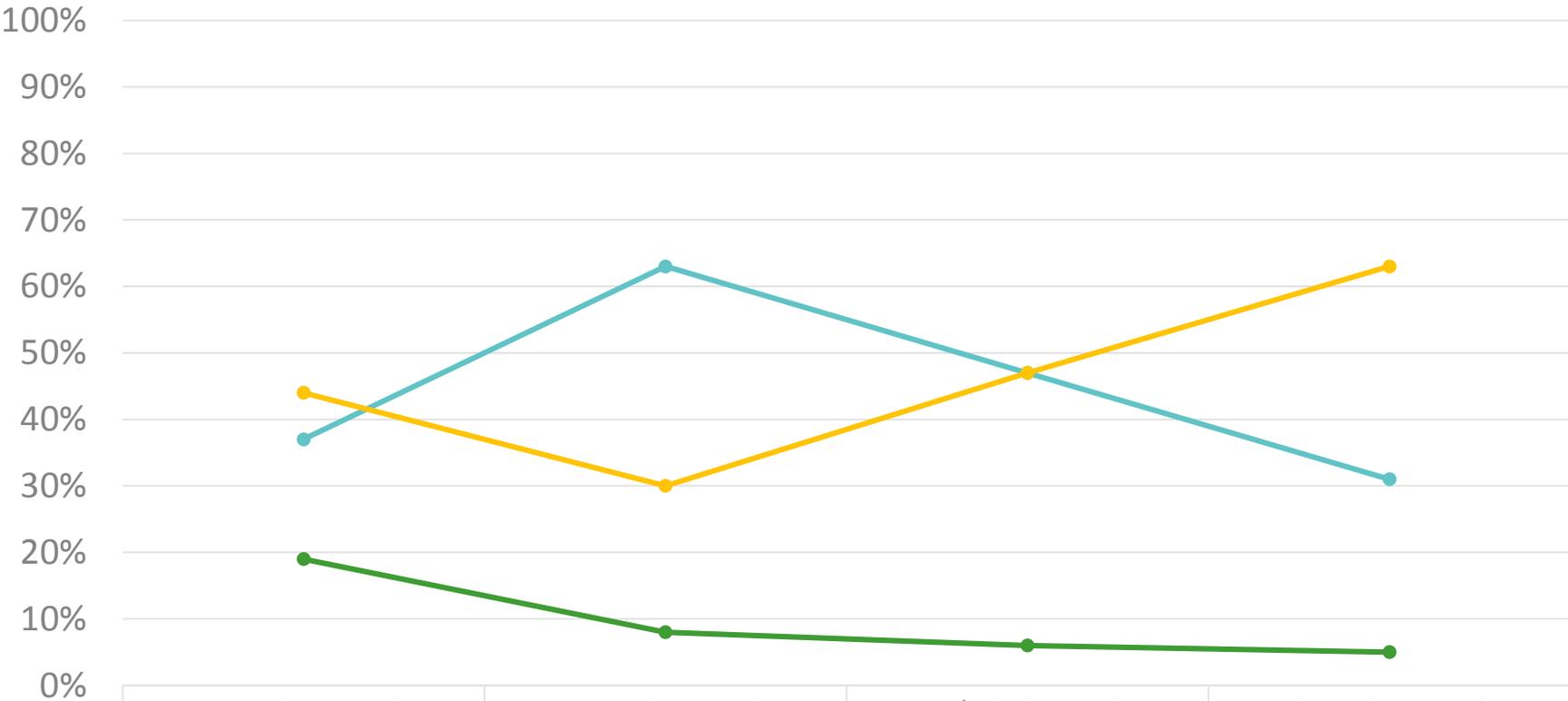
BRAND LOYALTY



TRIP EXPECTATIONS



TRIP EXPECTATIONS – TRACKING



	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19
Exceeded expectations	37%	63%	47%	31%
Met expectations	44%	30%	47%	63%
Did not meet expectations	19%	8%	6%	5%



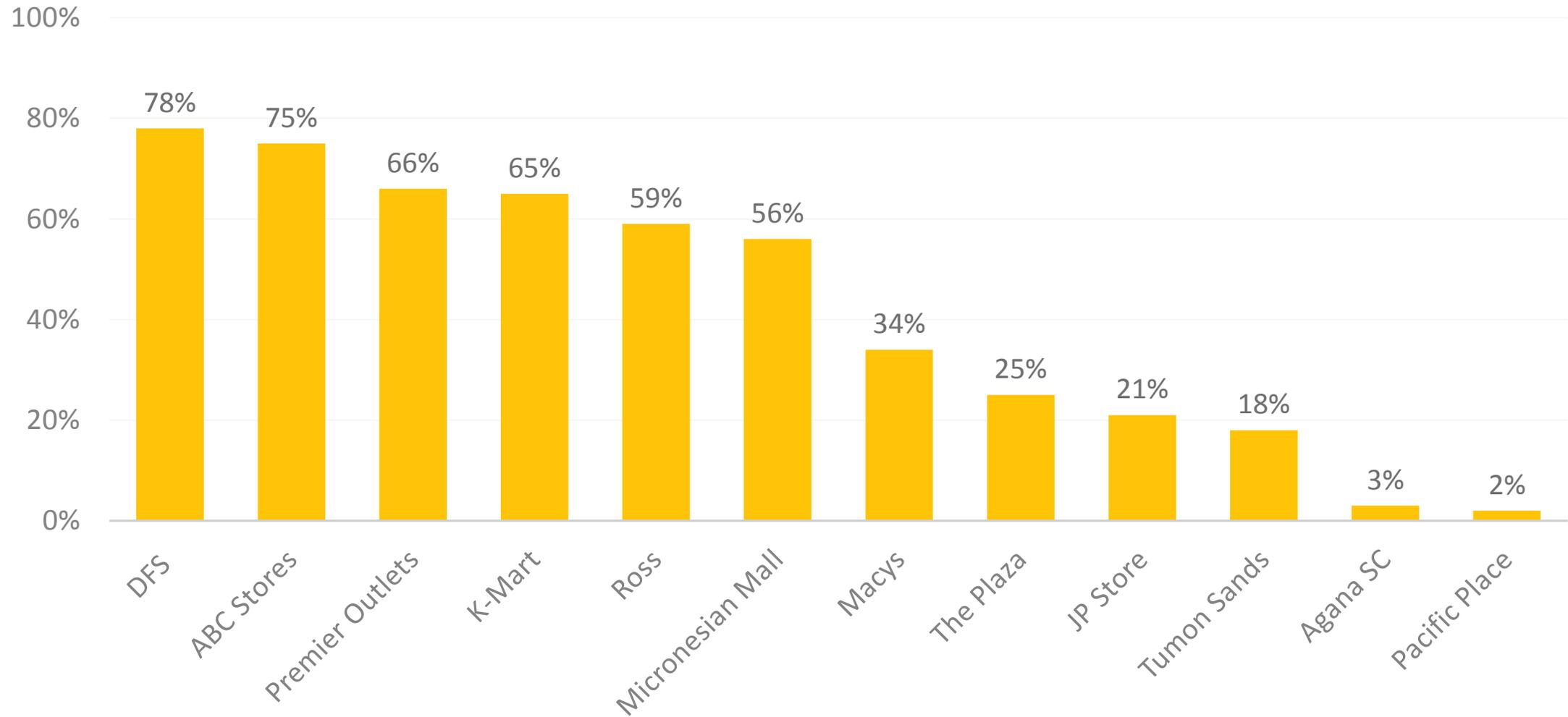


SECTION 5

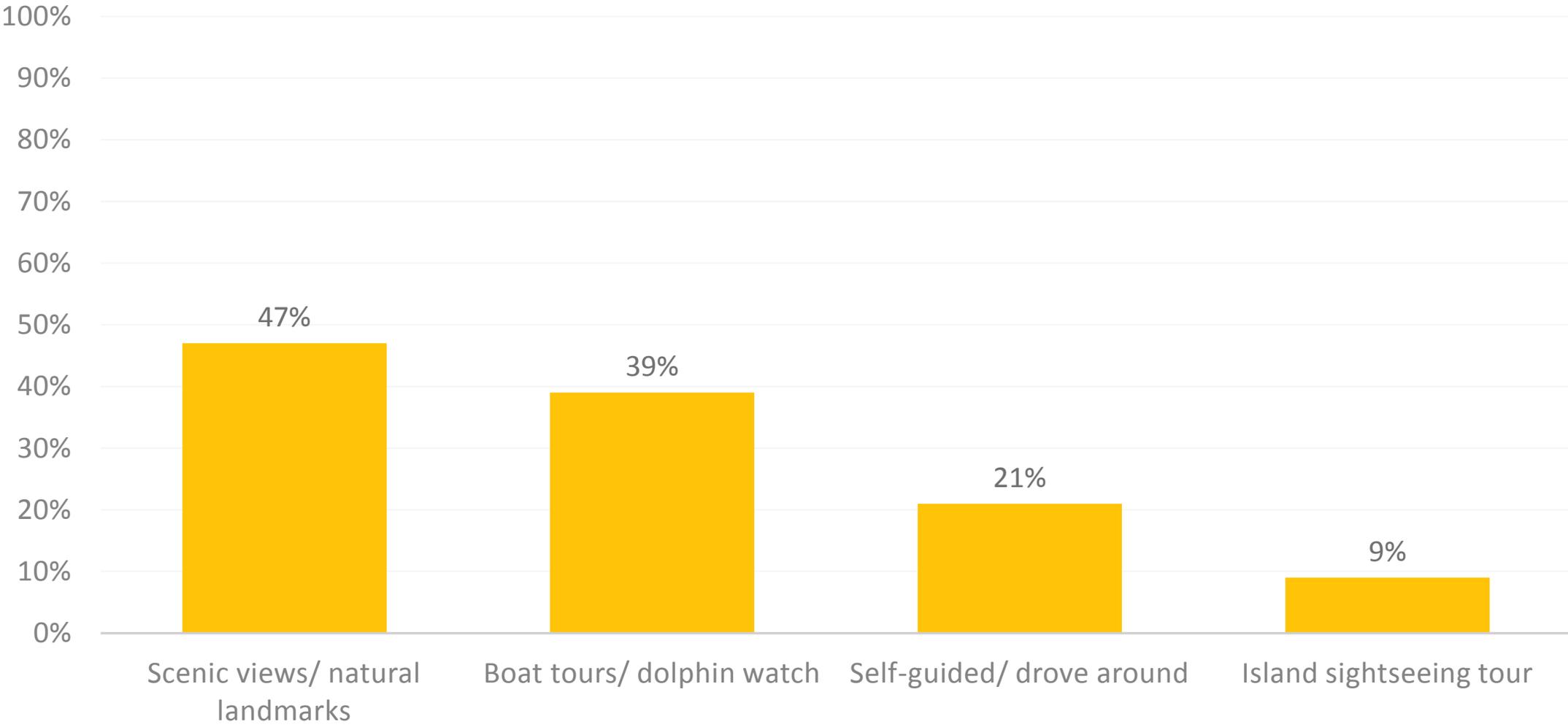
VISITOR ACTIVITIES



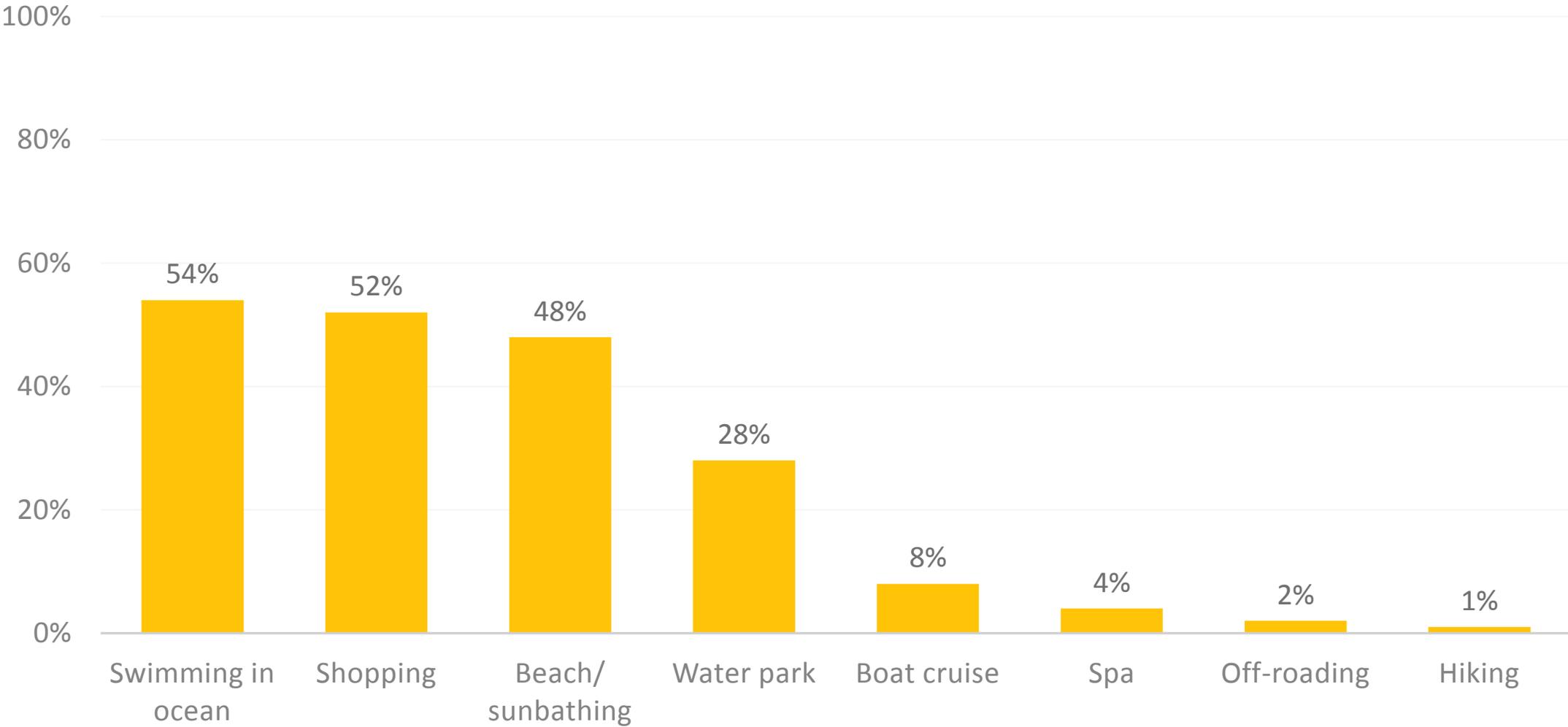
SHOPPING AREAS – PENETRATION



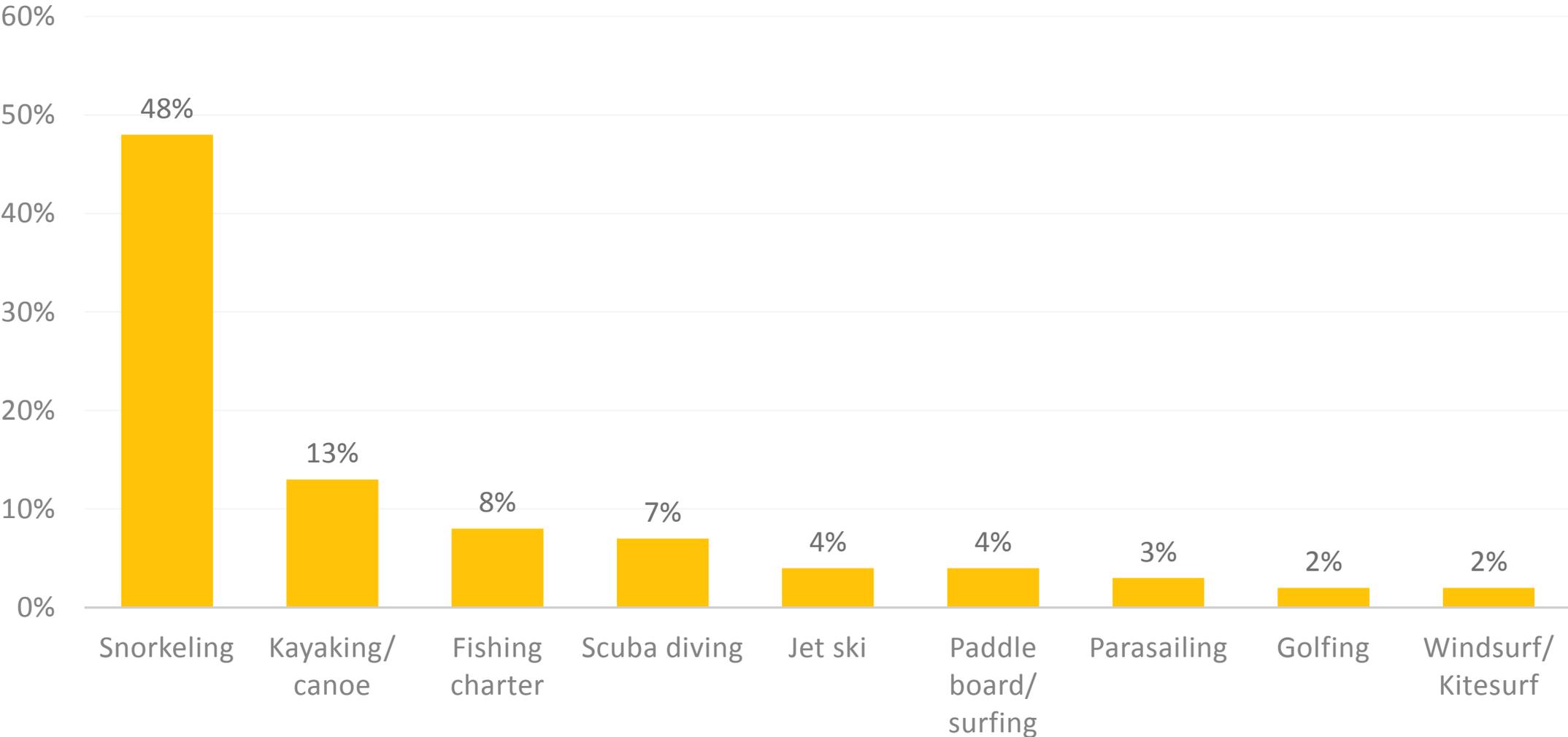
ACTIVITIES – SIGHTSEEING



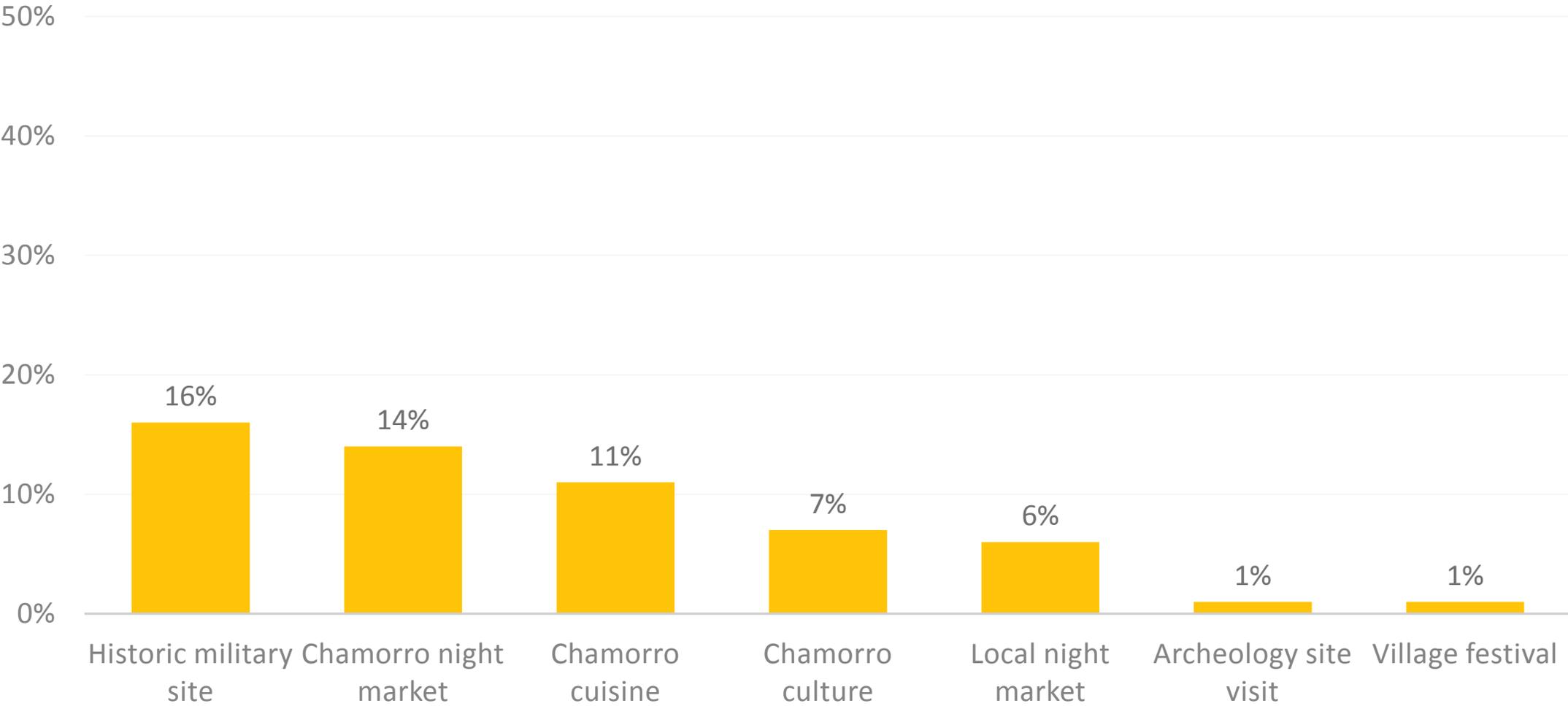
ACTIVITIES – RECREATION



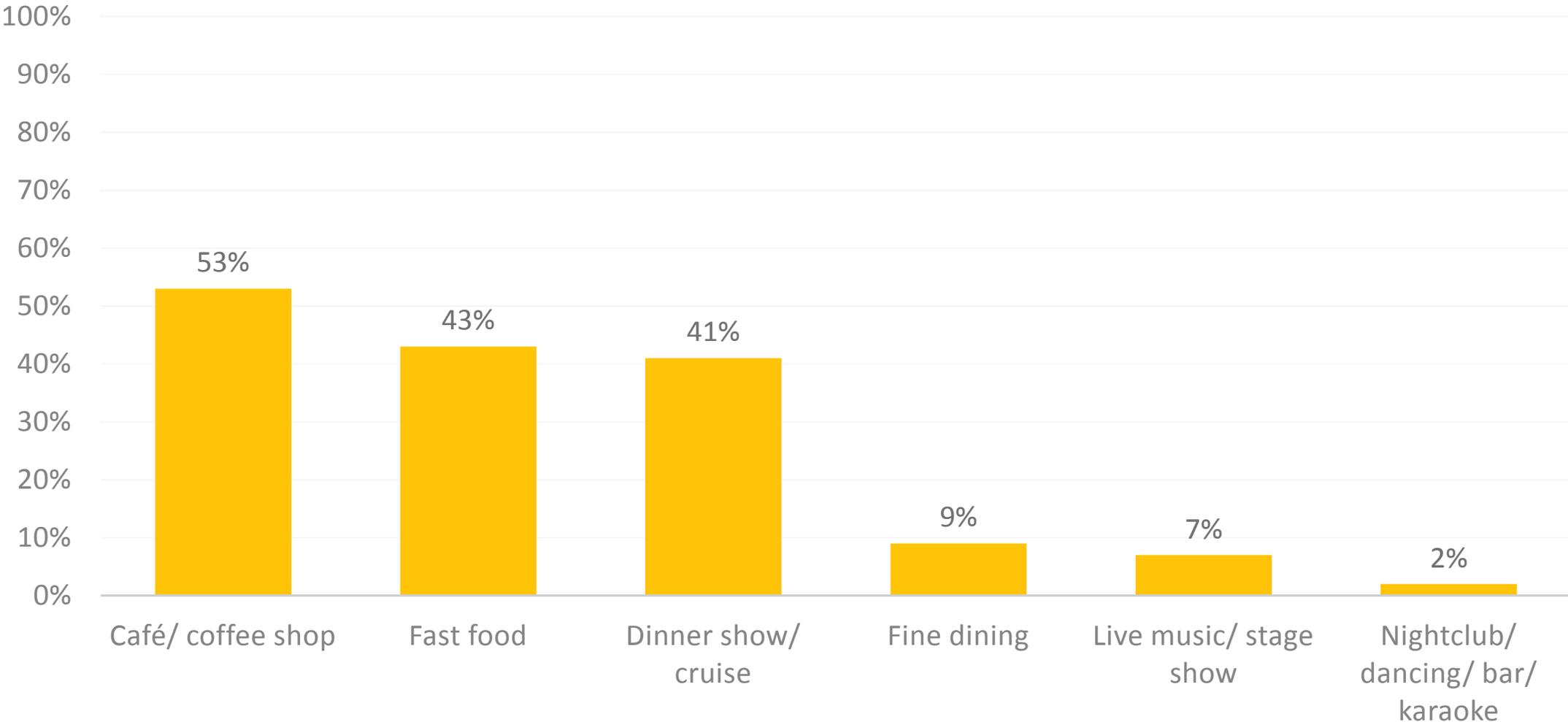
ACTIVITIES – SPORTS



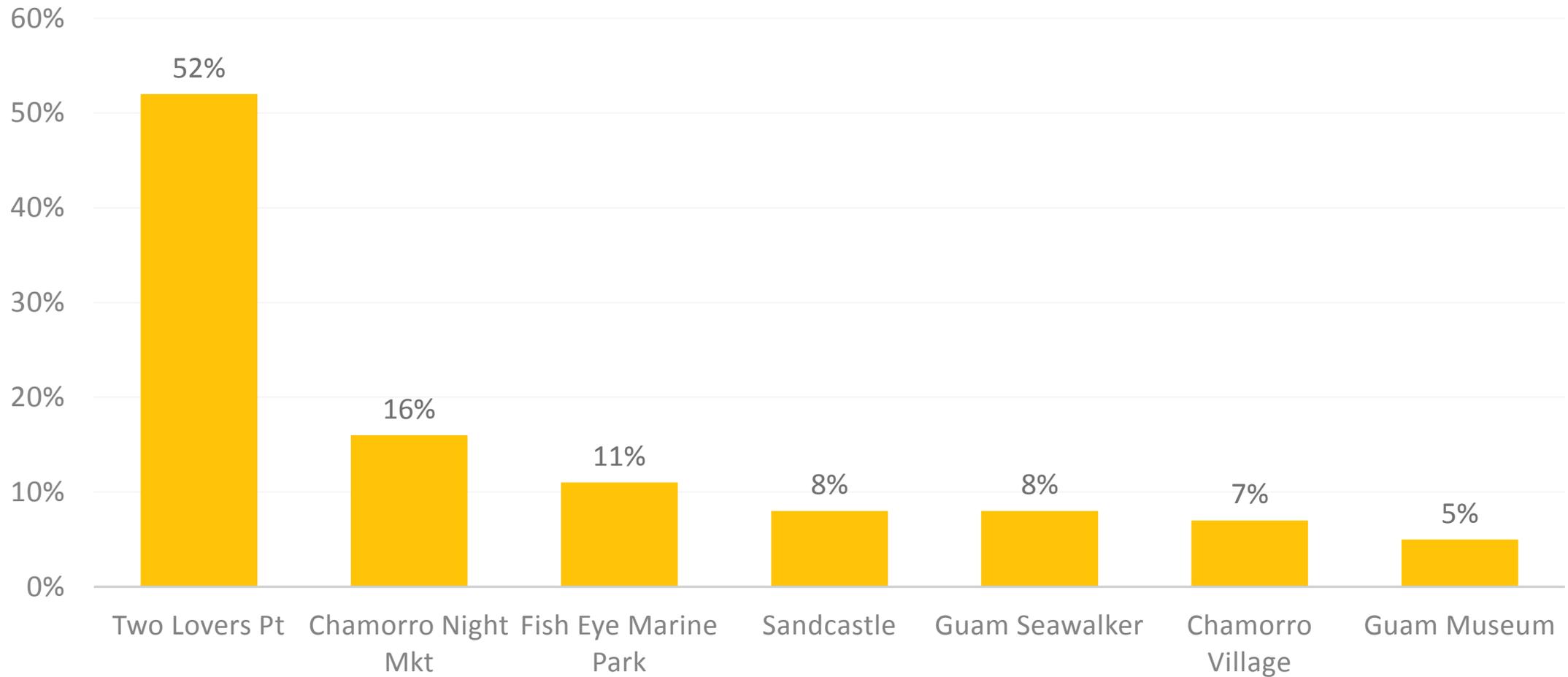
ACTIVITIES – HISTORY, CULTURE, ARTS



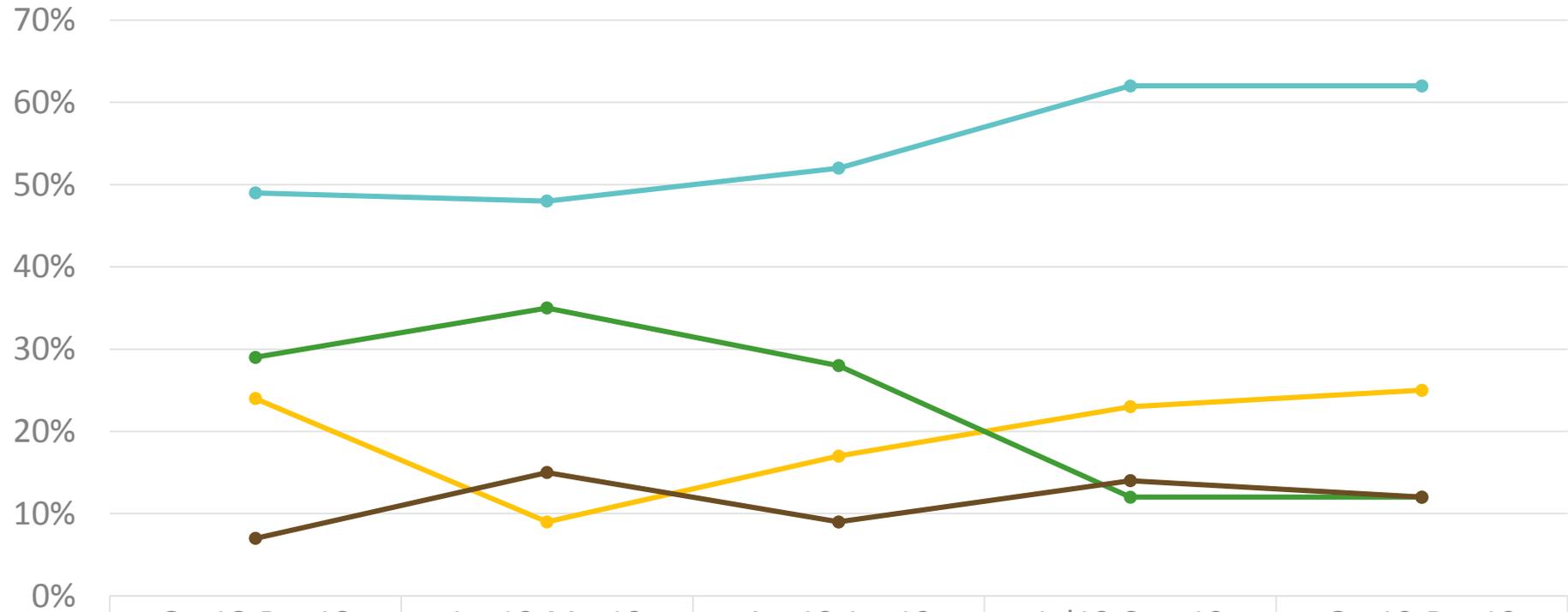
ACTIVITIES – ENTERTAINMENT & DINING



LOCAL ATTRACTIONS – TOP RESPONSES (5%+)



LOCAL CULTURE – OBSTACLES



	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19
Schedule	49%	48%	52%	62%	62%
Unaware	24%	9%	17%	23%	25%
Did not want to	29%	35%	28%	12%	12%
Did not know where	7%	15%	9%	14%	12%

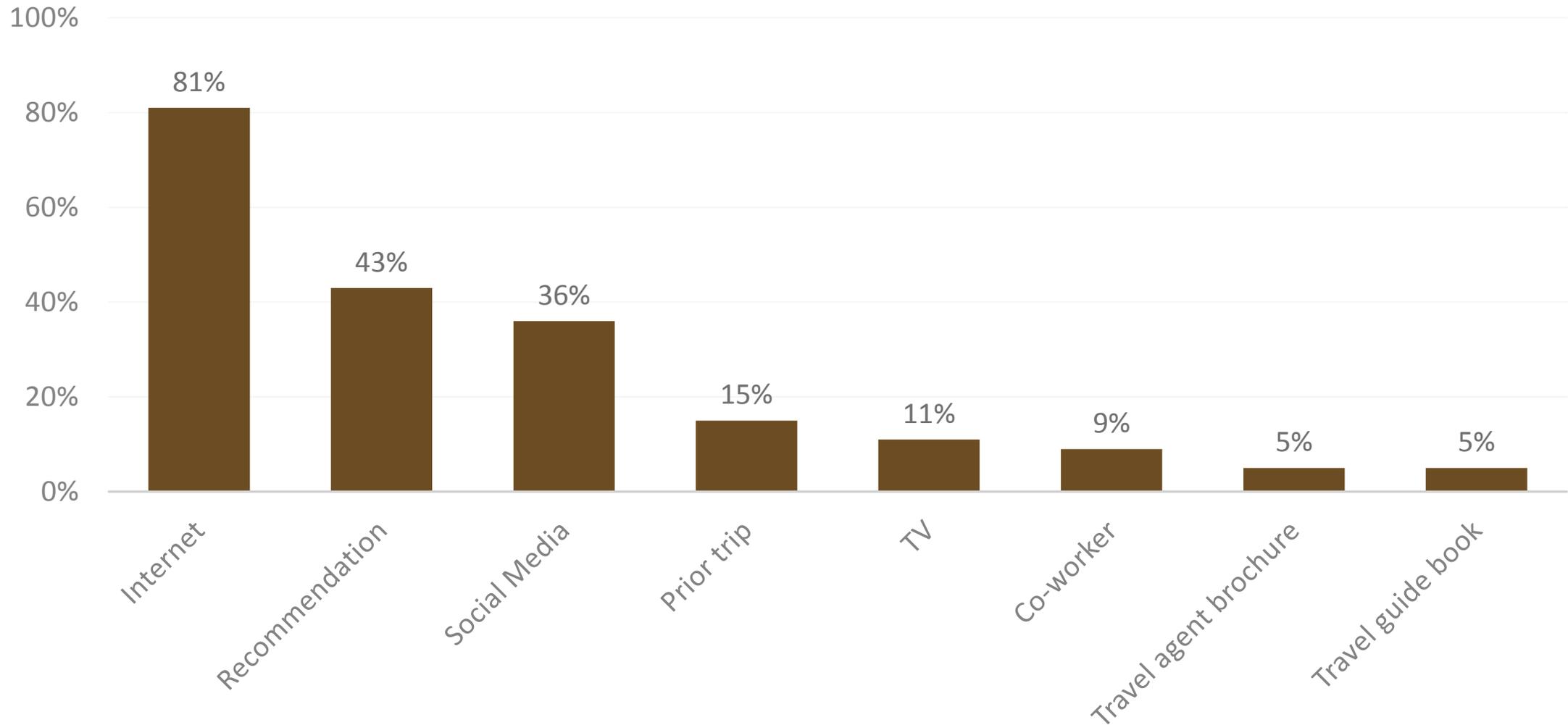


SECTION 6

SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION - SEGMENTATION

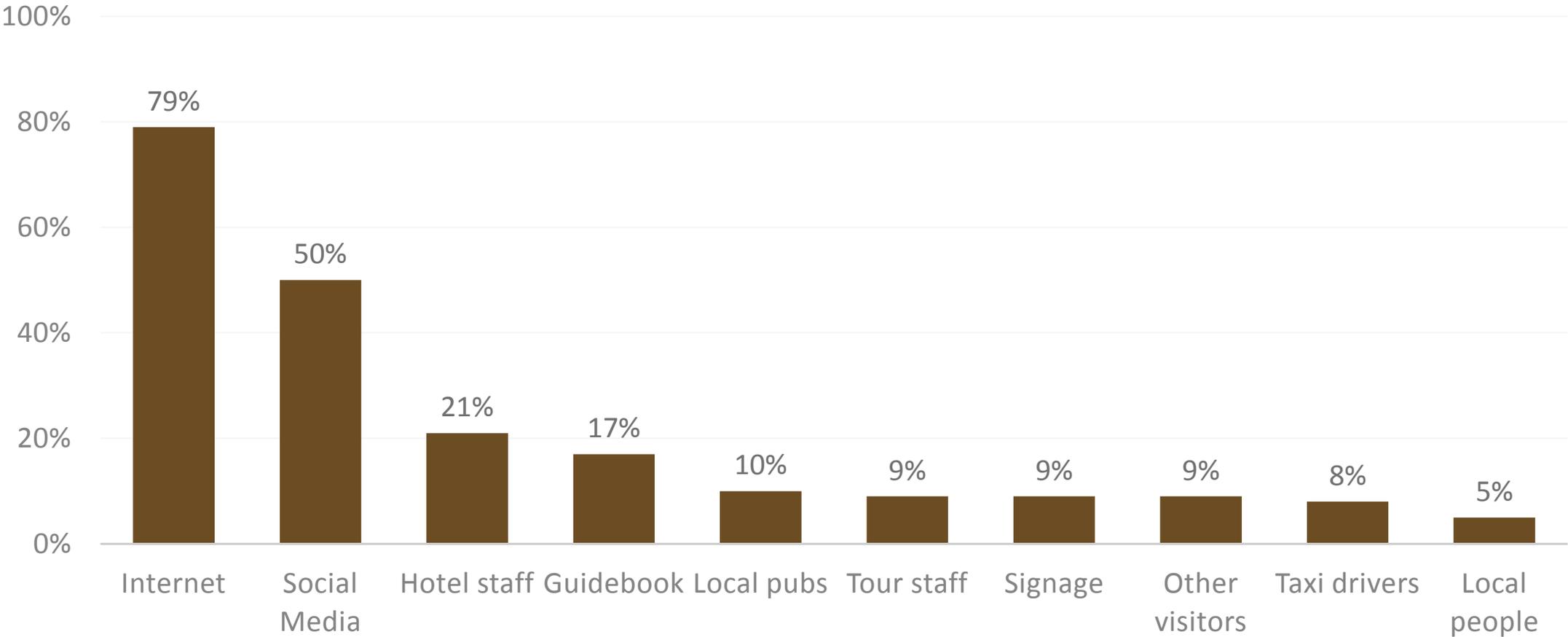
GVB VISITOR SATISFACTION STUDY

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	81%	82%	83%	76%	62%	89%	88%	70%	82%
Friend or relative	43%	42%	42%	39%	31%	55%	38%	27%	44%
Social media	36%	35%	37%	25%	38%	41%	25%	20%	37%
I have been to Guam before	15%	16%	16%	14%	23%	3%	13%	64%	15%
TV	11%	12%	11%	16%	8%	6%	13%	10%	11%
Co-worker/ company travel department	9%	10%	9%	9%	23%	9%	13%	5%	10%
Travel agent brochure	5%	6%	3%	10%	15%	10%	13%	2%	5%
Travel guide book at bookstores	5%	5%	5%	4%	8%	1%		3%	5%
Guam Visitors Bureau promotional activities	1%	1%	1%	1%		2%		2%	1%
Magazine (consumer)	1%	1%	1%	1%		2%		0%	1%
Travel trade shows	0%	0%	0%			1%		0%	0%
Radio	0%	0%	0%			1%			0%
Theater ads	0%	0%	0%			1%		0%	0%
Newspaper	0%	0%	0%					0%	
Guam Visitors Bureau office	0%		0%						0%
Total	1067	835	780	139	13	96	8	257	984

Prepared by Anthology Research

ONISLE SOURCES OF INFORMATION



ONISLE SOURCES OF INFORMATION

GVB VISITOR SATISFACTION STUDY

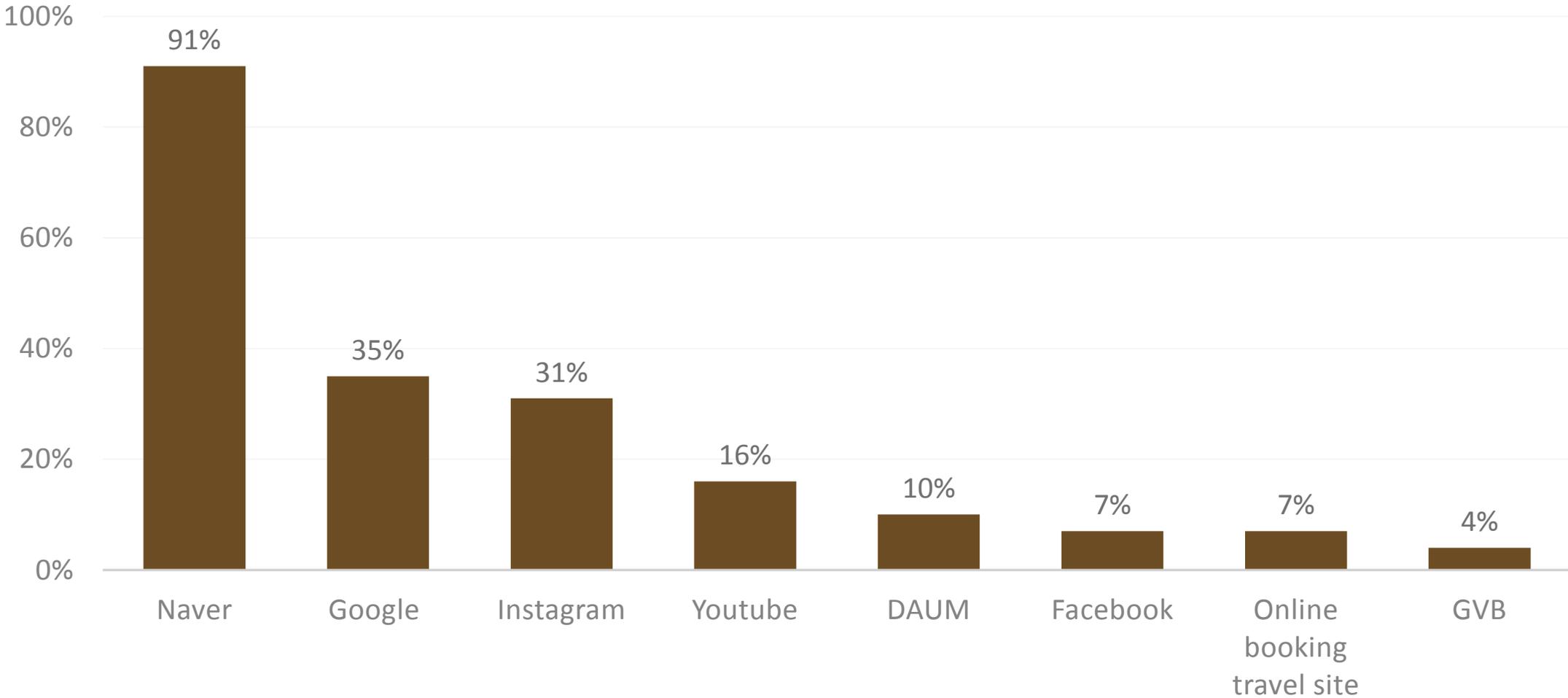
Q6 Please select the top three sources of information you used to find out about Guam while you were here

		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT	LEISURE TRVL
		-	-	-	-	-	-	-	-	-
Q6	Internet/ Mobile App	79%	80%	81%	73%	100%	79%	63%	80%	80%
	Social Media	50%	49%	54%	39%	38%	45%	25%	47%	51%
	Hotel staff	21%	21%	20%	22%	15%	30%	25%	21%	20%
	Guide books I brought with me	17%	19%	16%	17%	8%	20%	25%	14%	17%
	Local publication	10%	10%	10%	7%		9%	13%	12%	11%
	Other visitors	9%	9%	9%	9%	15%	5%		11%	10%
	Signs/ advertisement	9%	9%	9%	11%	46%	9%	25%	10%	9%
	Tour staff	9%	9%	3%	21%	15%	22%	25%	5%	9%
	Taxi drivers	8%	7%	8%	11%	8%	7%	13%	7%	8%
	Local people	5%	4%	5%	3%		7%		6%	4%
	Restaurant staff (outside hotel)	3%	3%	3%	3%		5%	13%	2%	3%
	Visitors channel	2%	2%	2%	1%		1%		3%	2%
	Retail staff	1%	1%	1%	1%		2%		2%	1%
	Guam Visitors Bureau	1%	1%	1%		8%			2%	1%
	Total	1067	835	780	139	13	96	8	257	984

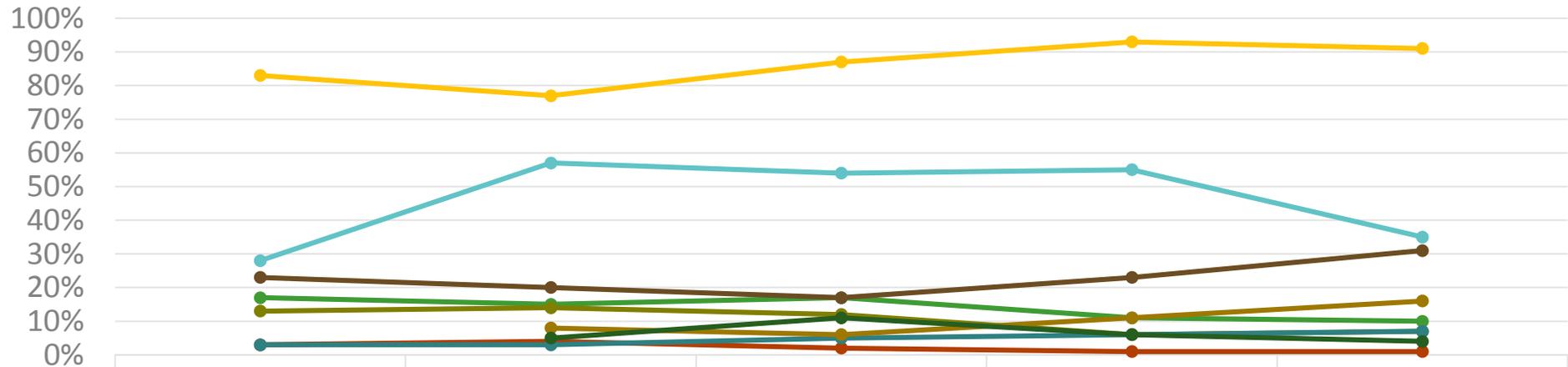
Prepared by Anthology Research



ONLINE SOURCES OF INFORMATION



ONLINE SOURCES OF INFORMATION



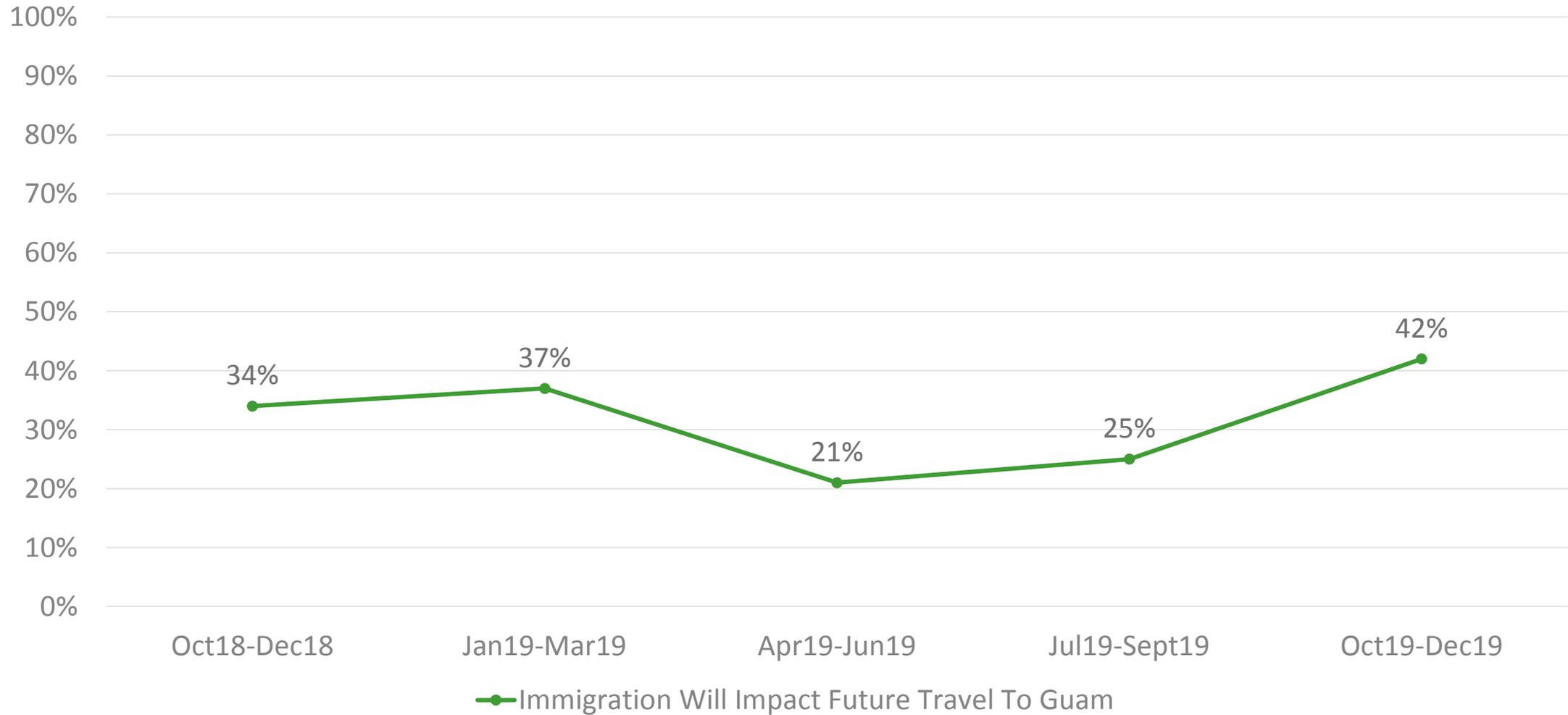
	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19
Google	28%	57%	54%	55%	35%
Naver	83%	77%	87%	93%	91%
DAUM	17%	15%	17%	11%	10%
Instagram	23%	20%	17%	23%	31%
Facebook	13%	14%	12%	6%	7%
Twitter	3%	4%	2%	1%	1%
Online booking site	3%	3%	5%	6%	7%
Youtube		8%	6%	11%	16%
GVB		5%	11%	6%	4%



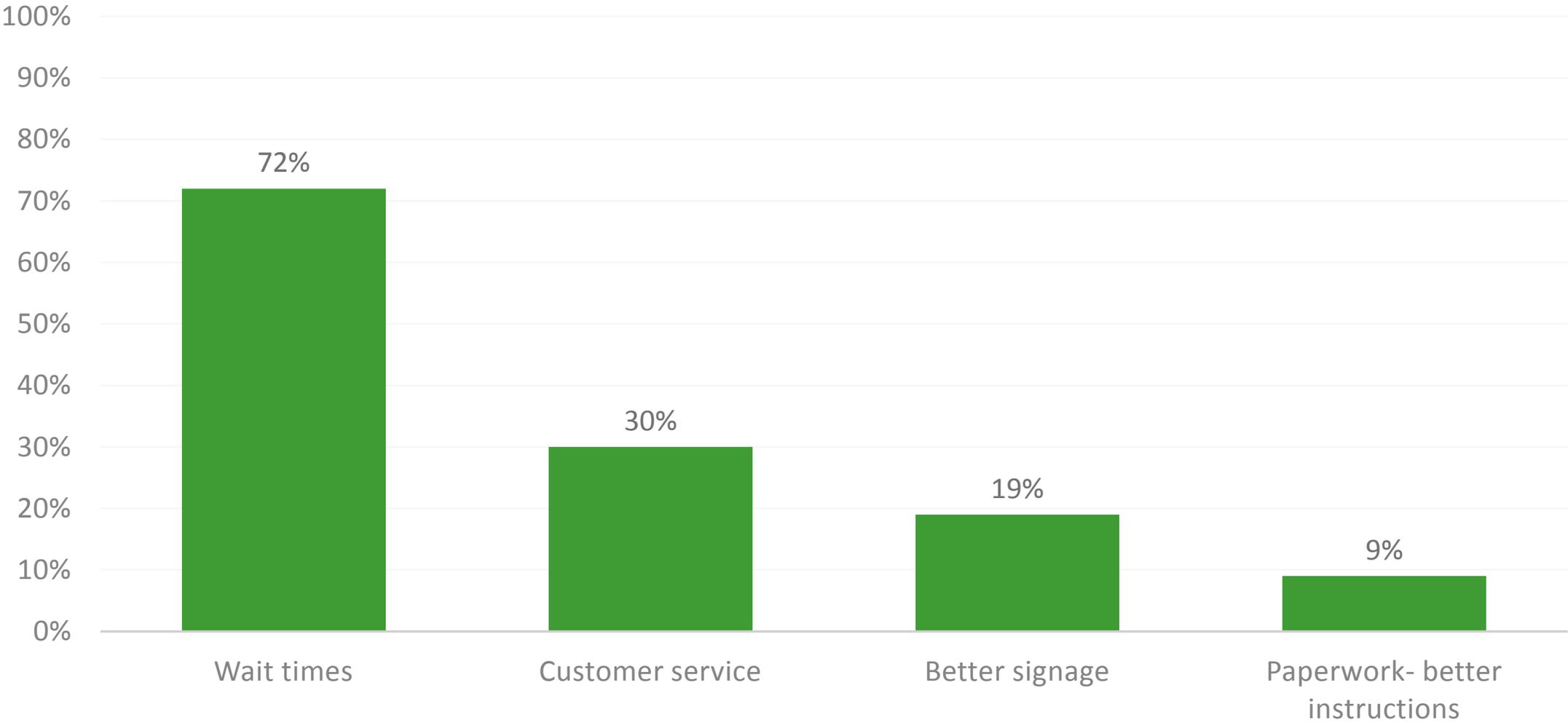
SECTION 7
IMMIGRATION



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, Annual by Quarter 2019					
	Jan-Mar 2019	Apr-Jun 2019	Jul-Sep 2019	Oct-Dec 2019	Jan-Dec 2019
Drivers:	rank	rank	rank	rank	rank
Entertainment	3	4	1	1	2
Shopping	1	7	3	3	1
Dining	4	1		2	5
Beaches	2	2	2	5	3
Parks		6			4
Roads					
Sightseeing Areas		3	4	4	6
Being a safe and secure destination	5	5	5		
% of Overall Satisfaction Accounted For	50.3%	48.8%	58.8%	35.9%	30.8%
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 FY2020 QTR.1 (Oct-Dec 2019) Period. By rank order they are:
 - **Entertainment,**
 - **Dining,**
 - **Shopping,**
 - **Sightseeing areas, and**
 - **Beaches.**
- With these factors the overall r^2 is .359 meaning that **35.9% of overall satisfaction is accounted for by these factors.**

DRIVERS – ONISLE EXPENDITURES

Comparison of Drivers of Per Person On Island Expenditures, Annual by Quarter 2019

	Jan-Mar 2019	Apr-Jun 2019	Jul-Sep 2019	Oct-Dec 2019	Jan-Dec 2019
Drivers:	rank	rank	rank	rank	rank
Entertainment	3	2			2
Shopping	1	1	1	2	1
Dining					
Beaches				3	3
Parks	2				
Roads			2	1	4
Sightseeing Areas					
Being a safe and secure destination					
% of Overall Satisfaction Accounted For	6.8%	11.0%	1.5%	2.9%	8.4%
NOTE: Only significant drivers are included.					

DRIVERS – ONISLE EXPENDITURES

- **Per Person On Island Expenditure** of Korea visitors on Guam is driven by three significant factors in the FY2020 QTR.1 (Oct-Dec 2019) Period. By rank order they are:
 - **Roads,**
 - **Shopping, and**
 - **Beaches.**
- With these factors the overall r^2 is .029 meaning that **2.9% of per person on island expenditure is accounted for by these factors.**