



GUAM VISITORS BUREAU

Philippine Visitor Tracker Exit Profile

FY2016

DATA AGGREGATION



Prepared by: QMark Research

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Background & Methodology

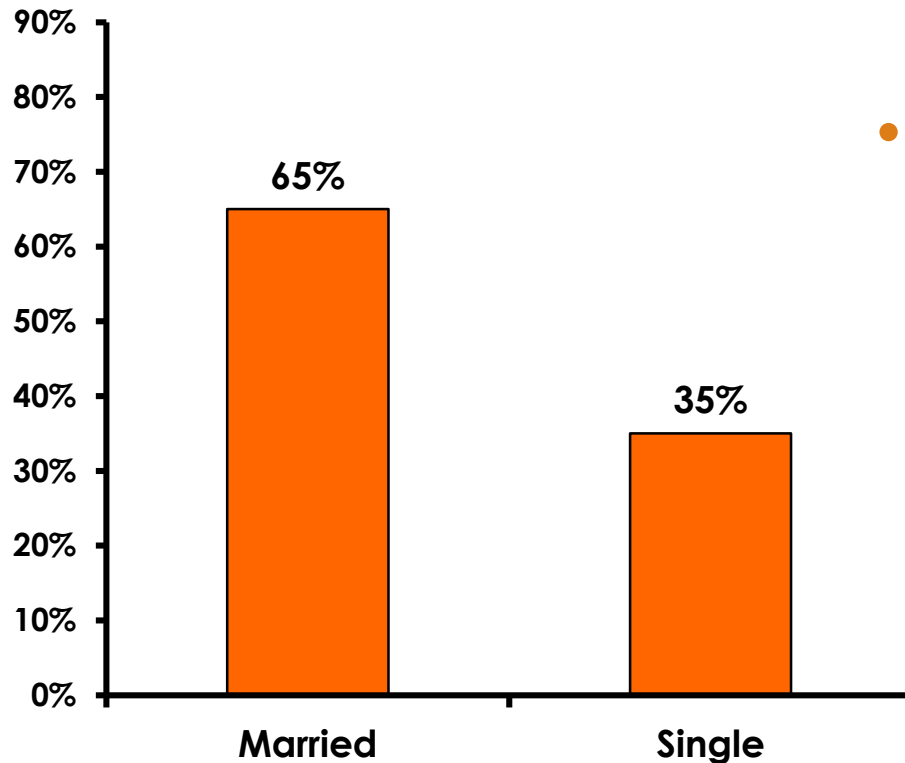
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **234** departing China 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 **234** is +/- 6.41 percentage points with a 95% confidence level. That is, if all China 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 +/- 6.41 percentage points.

OBJECTIVES

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

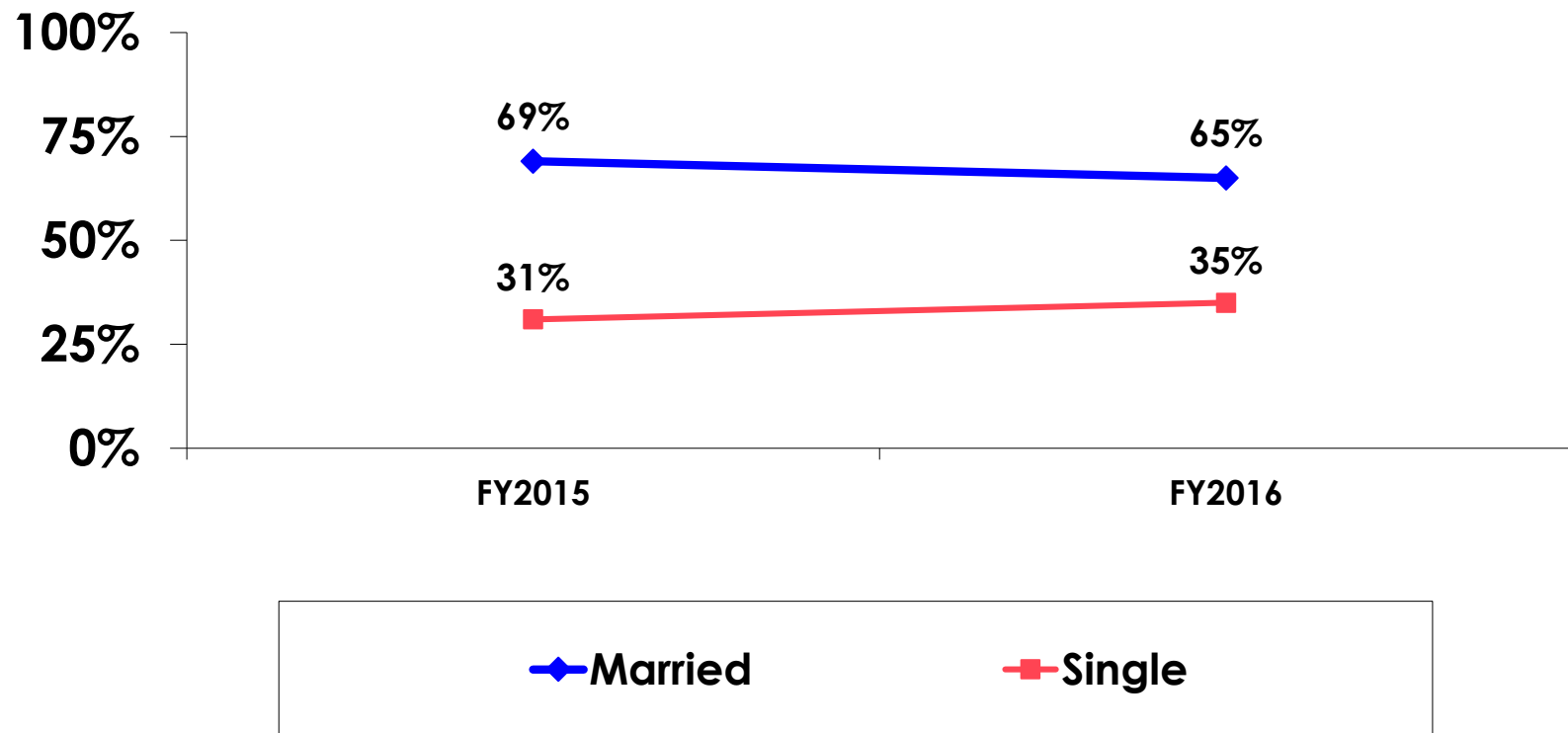
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

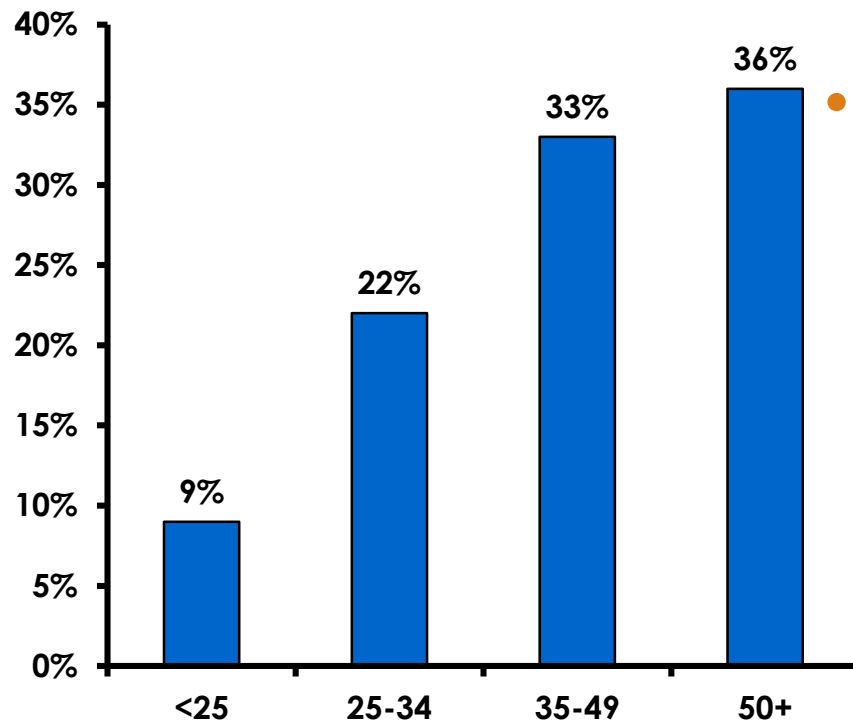


- Majority of visitors are married.

MARITAL STATUS

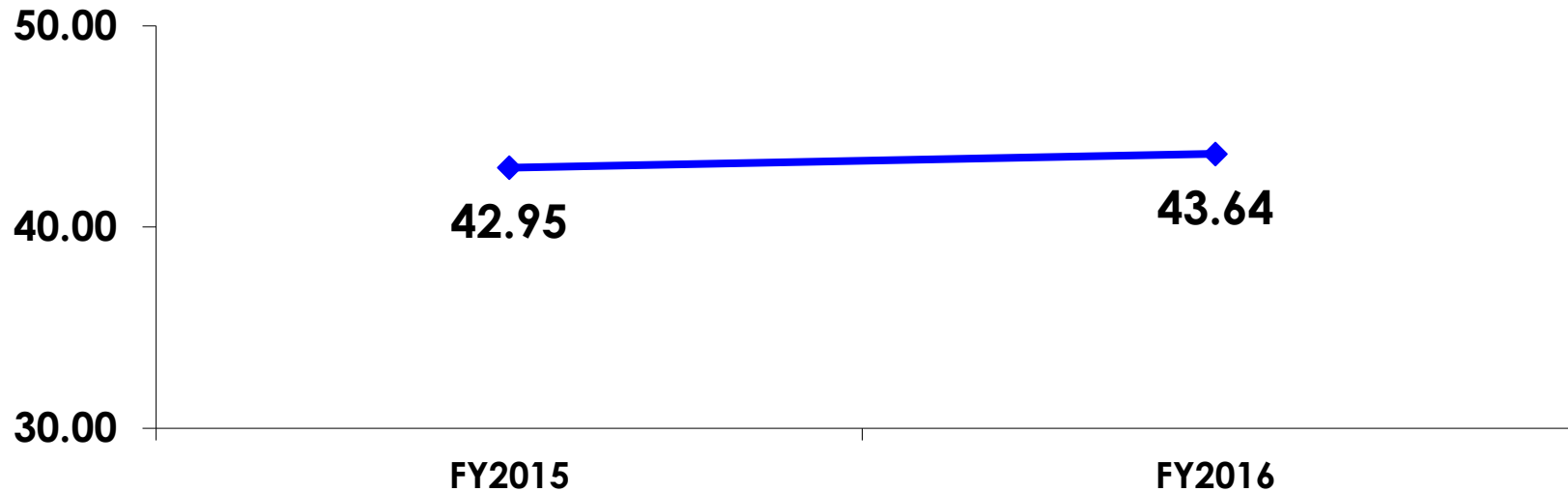


Age - Overall

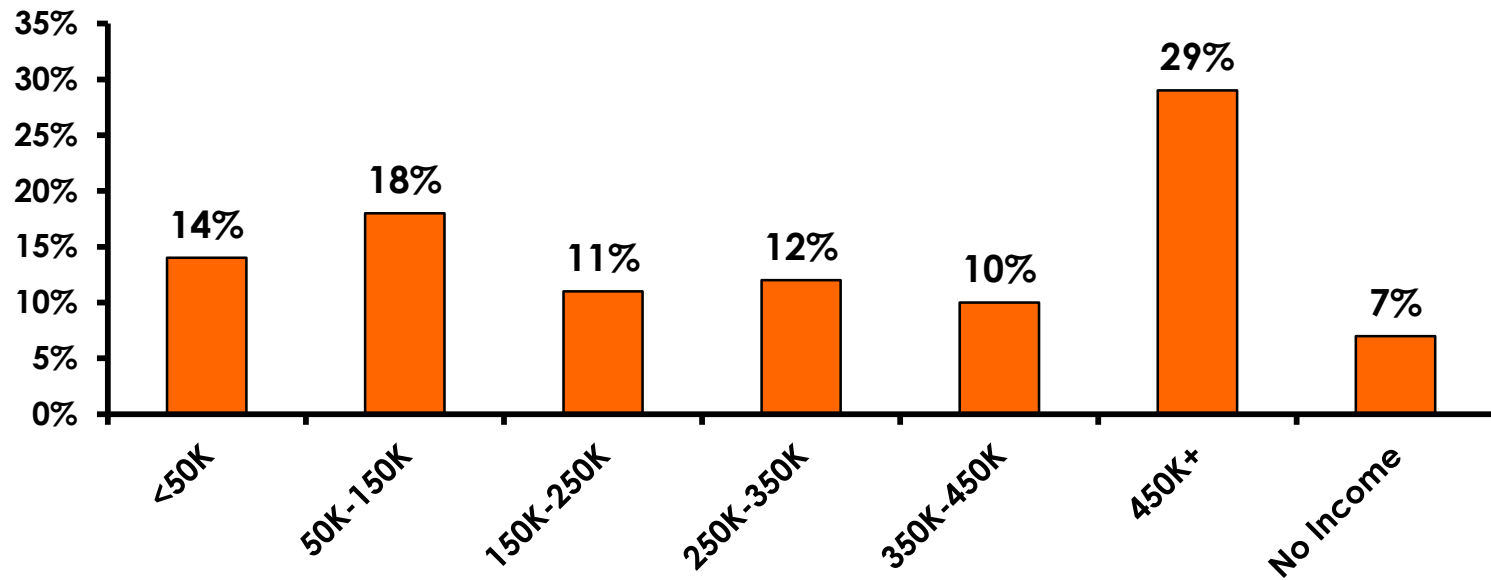


- The average age of the respondents is 43.64 years of age.

AVERAGE - AGE



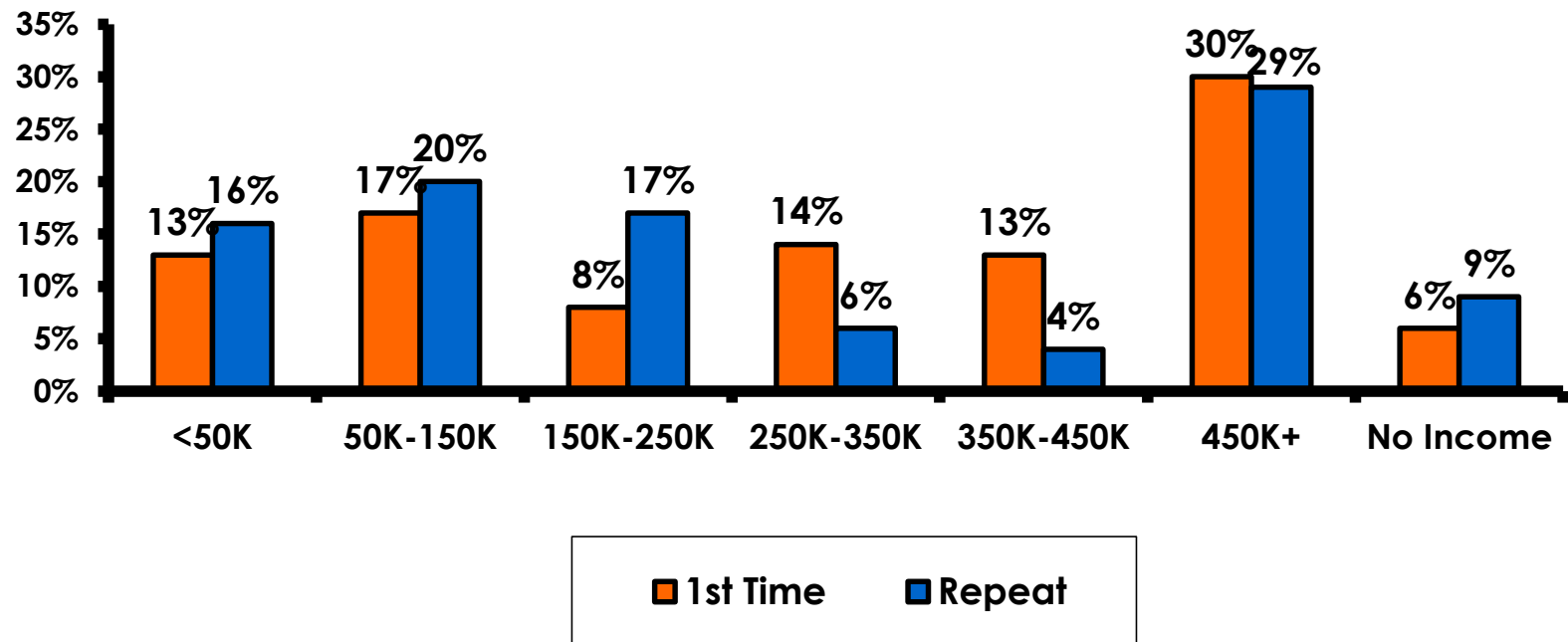
Personal Income



Personal Income

| | FY2015 | FY2016 |
|---------------|--------|--------|
| <50K | 9% | 14% |
| 50K-150K | 11% | 18% |
| 150K-250K | 7% | 11% |
| 250K-350K | 5% | 12% |
| 350K-450K | 17% | 10% |
| 450K+ | 41% | 29% |
| Refused/ None | 10% | 7% |

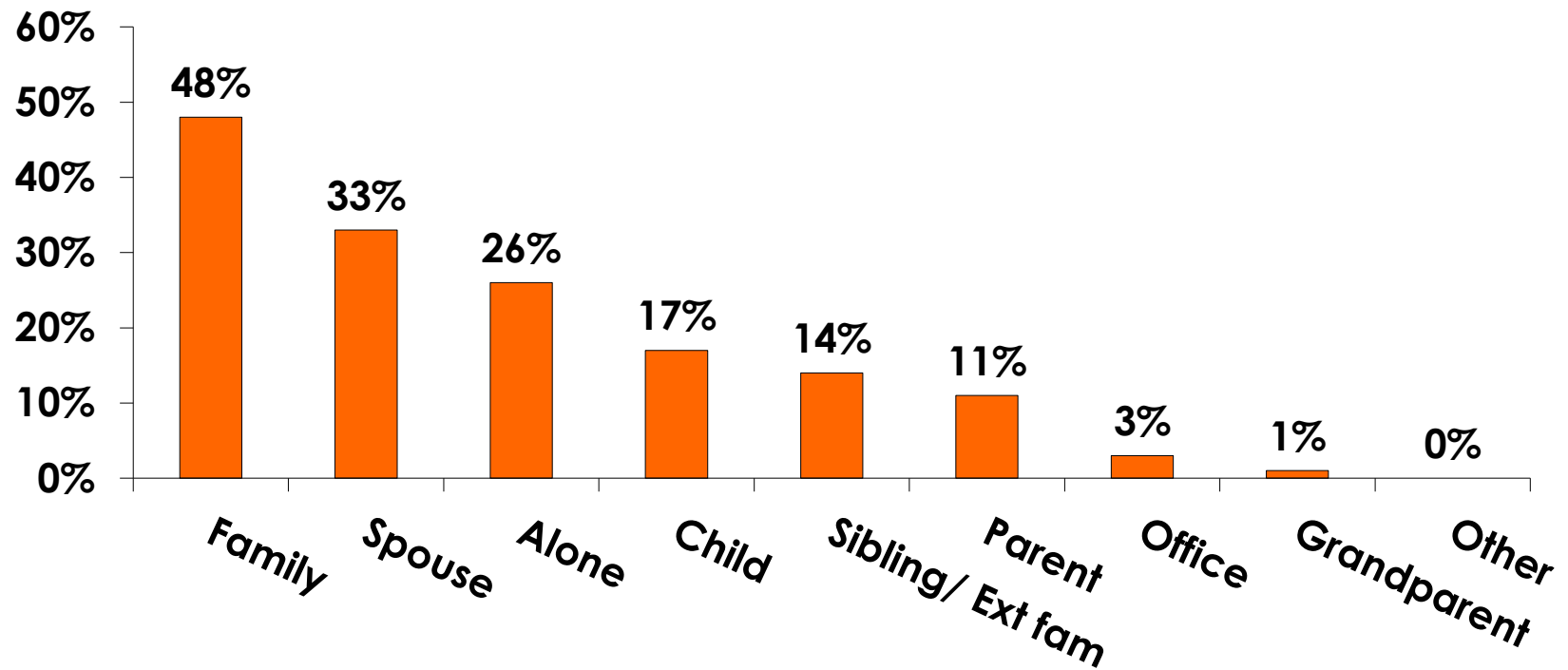
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

| | | | TOTAL | GENDER | | AGE | | | |
|-------|-----------|------------|-------|--------|--------|-------|-------|-------|-----|
| | | | - | Male | Female | 18-24 | 25-34 | 35-49 | 50+ |
| Q26 | <=50K | Count | 30 | 16 | 14 | 3 | 9 | 11 | 7 |
| | | Column N % | 14% | 15% | 13% | 16% | 18% | 15% | 10% |
| | 50K-150K | Count | 38 | 18 | 20 | 1 | 9 | 9 | 19 |
| | | Column N % | 18% | 17% | 19% | 5% | 18% | 12% | 27% |
| | 150K-250K | Count | 24 | 12 | 12 | 3 | 6 | 8 | 6 |
| | | Column N % | 11% | 11% | 11% | 16% | 12% | 11% | 8% |
| | 250K-350K | Count | 25 | 12 | 13 | | 5 | 9 | 11 |
| | | Column N % | 12% | 11% | 12% | | 10% | 12% | 15% |
| | 350K-450K | Count | 21 | 9 | 12 | 1 | 3 | 6 | 11 |
| | | Column N % | 10% | 8% | 11% | 5% | 6% | 8% | 15% |
| | 450K+ | Count | 63 | 34 | 29 | 6 | 16 | 28 | 13 |
| | | Column N % | 29% | 31% | 27% | 32% | 32% | 38% | 18% |
| | No Income | Count | 14 | 8 | 6 | 5 | 2 | 2 | 4 |
| | | Column N % | 7% | 7% | 6% | 26% | 4% | 3% | 6% |
| Total | | Count | 215 | 109 | 106 | 19 | 50 | 73 | 71 |

Travel Companions



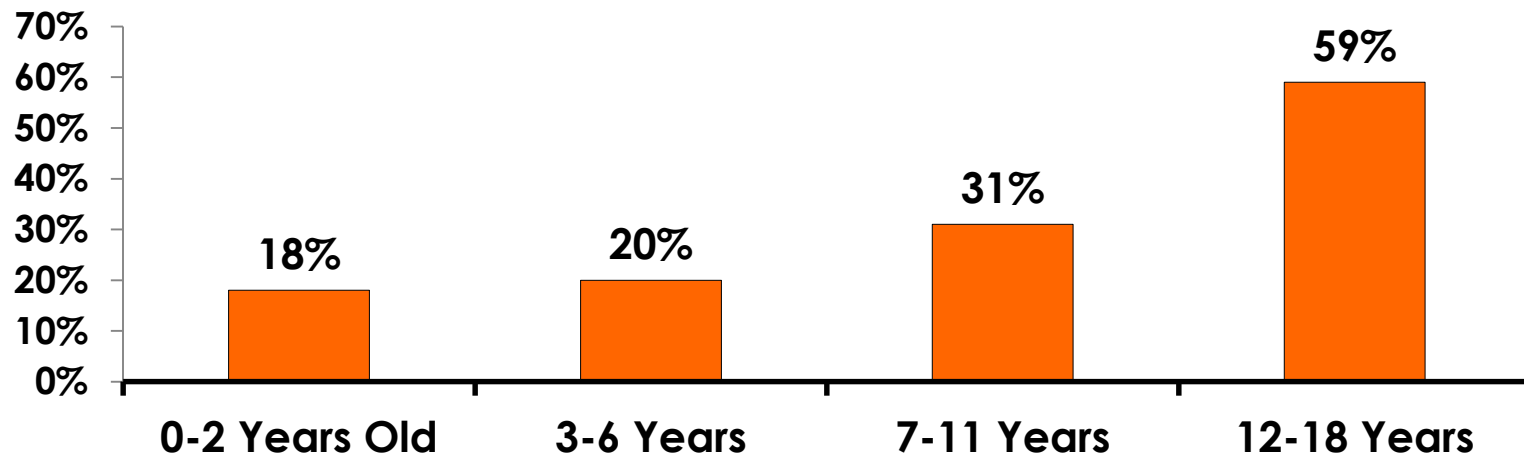
Travel Companions

| | FY2015 | FY2016 |
|------------------|--------|--------|
| Family | 40% | 48% |
| Alone | 28% | 26% |
| Spouse | 24% | 33% |
| Sibling/ Ext fam | 22% | 14% |
| Parent | 18% | 11% |
| Office | 16% | 3% |
| Child | 13% | 17% |
| Friends | 12% | 24% |
| Grandparent | 2% | 1% |
| Other | 2% | 0% |

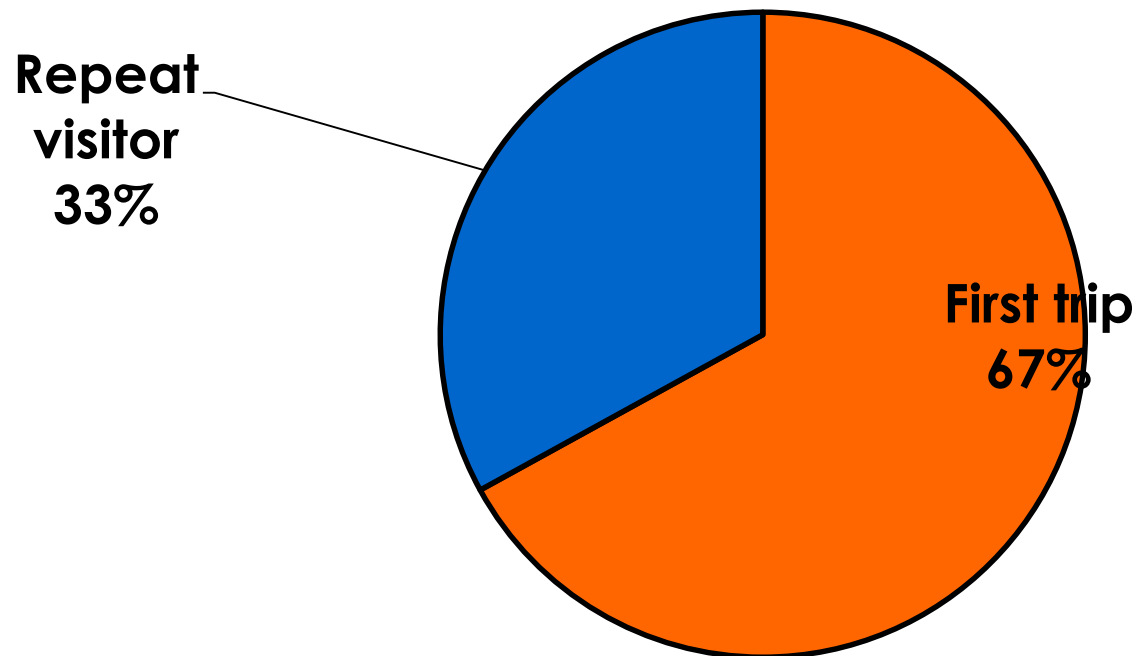
Number of Children Travel Party

N=39 total respondents traveling with children.

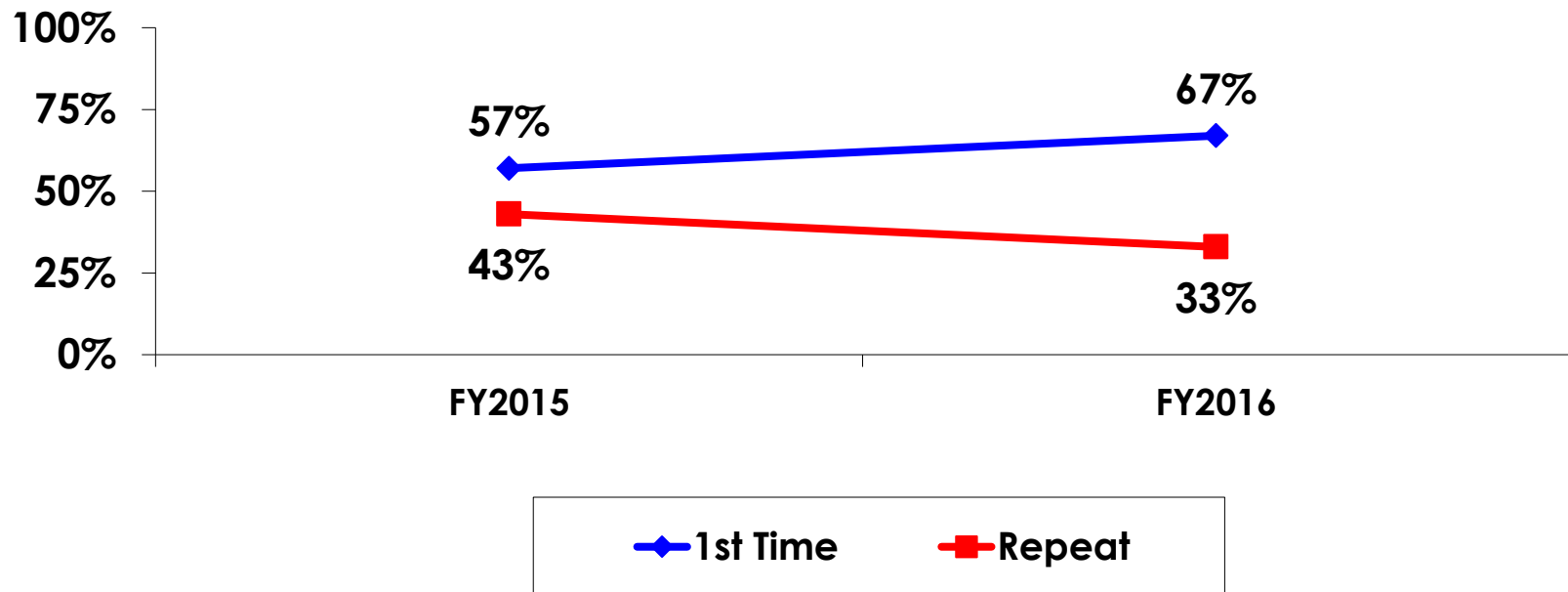
(Of those N=39 respondents, there is a total of 56 children 18 years or younger)



Prior Trips to Guam



PRIOR TRIPS TO GUAM

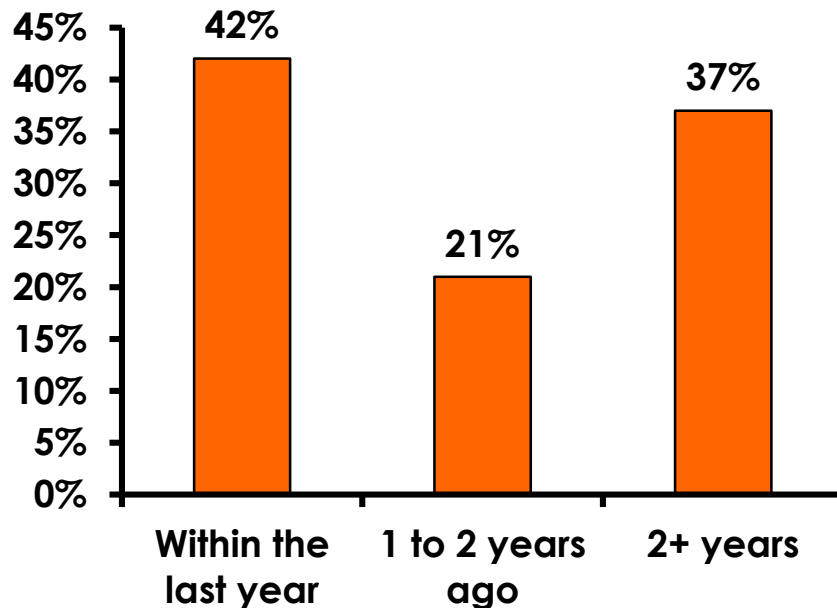


Trips to Guam by Age & Gender

| | | | TOTAL | TRIPS TO GUAM | | |
|--------|--------|------------|-------|---------------|--------|----|
| | | | - | 1st | Repeat | |
| GENDER | Male | Count | 115 | 81 | 34 | |
| | | Column N % | 49% | 52% | 45% | |
| | Female | Count | 119 | 76 | 42 | |
| | | Column N % | 51% | 48% | 55% | |
| | Total | Count | 234 | 157 | 76 | |
| AGE | 18-24 | Count | 20 | 16 | 4 | |
| | | Column N % | 9% | 10% | 5% | |
| | 25-34 | Count | 52 | 36 | 16 | |
| | | Column N % | 22% | 23% | 21% | |
| | 35-49 | Count | 76 | 56 | 19 | |
| | | Column N % | 33% | 36% | 25% | |
| | 50+ | Count | 84 | 48 | 36 | |
| | | Column N % | 36% | 31% | 48% | |
| | | Total | Count | 232 | 156 | 75 |

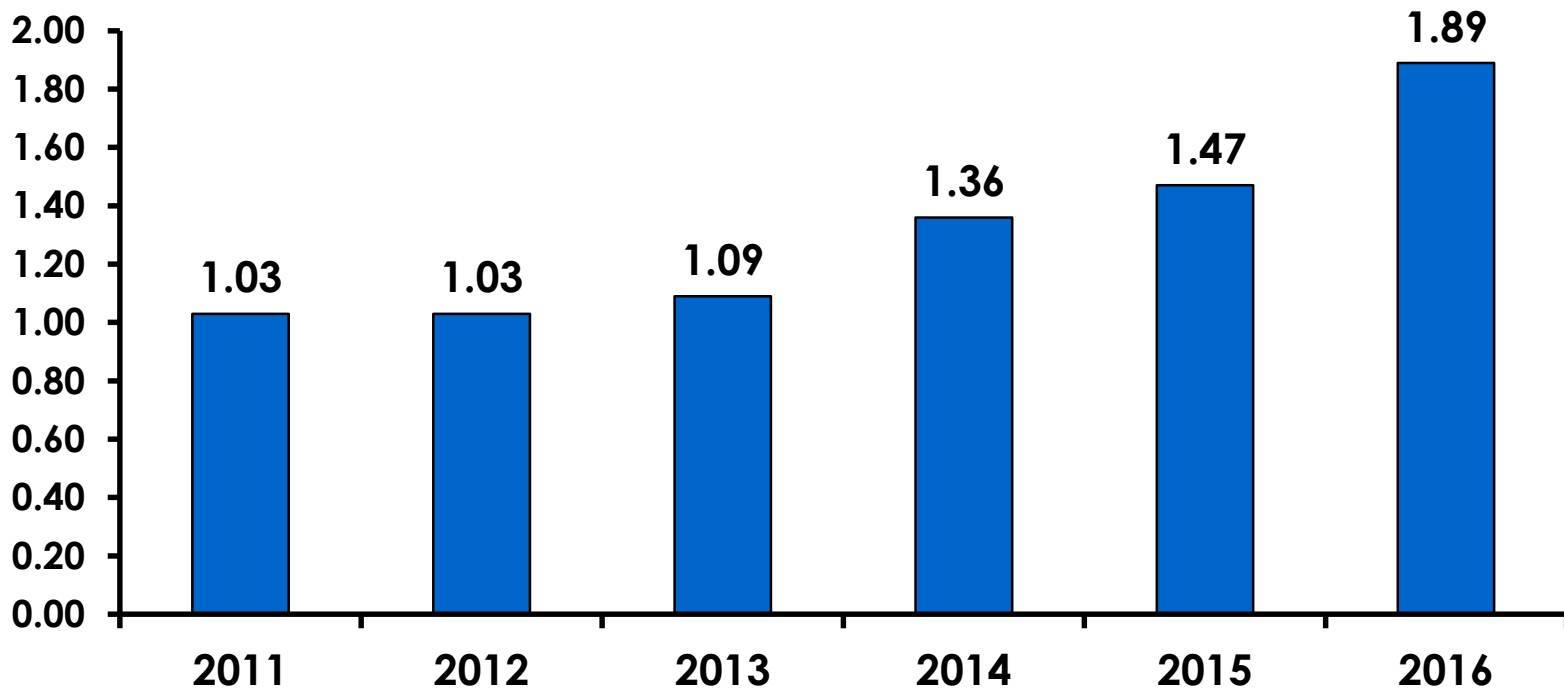
Repeat Visitors Last Trip

n = 76



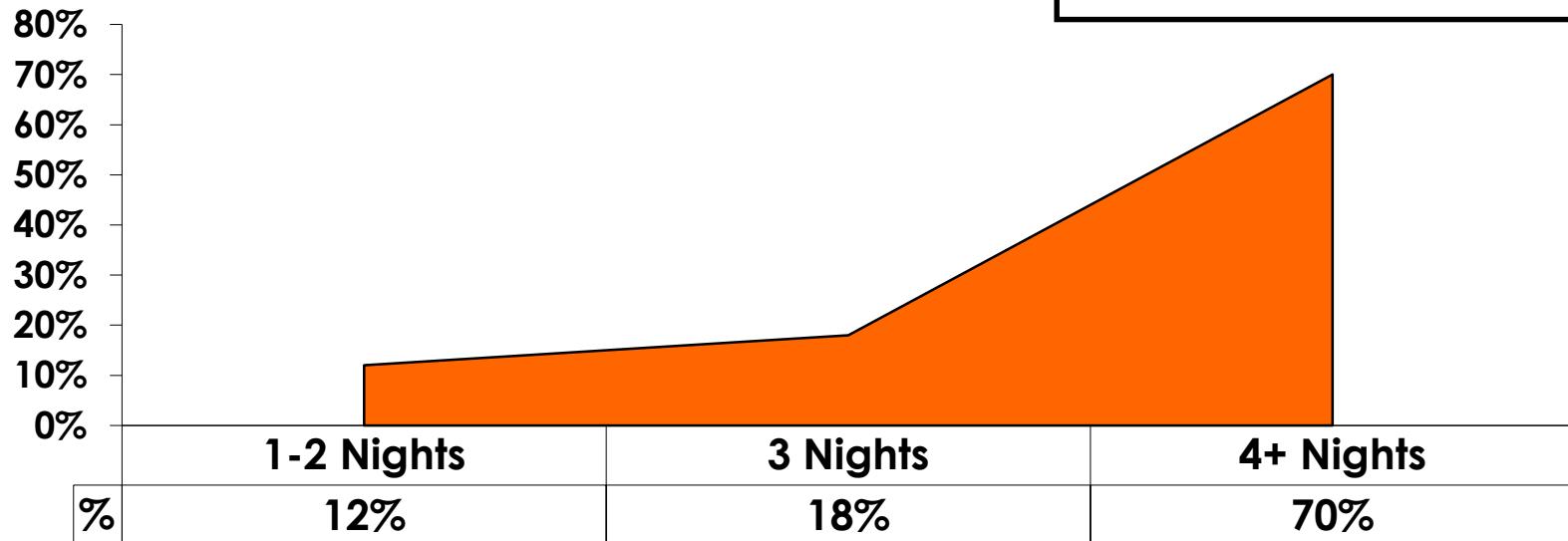
- The average repeat visitor has been to Guam 3.83 time.

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

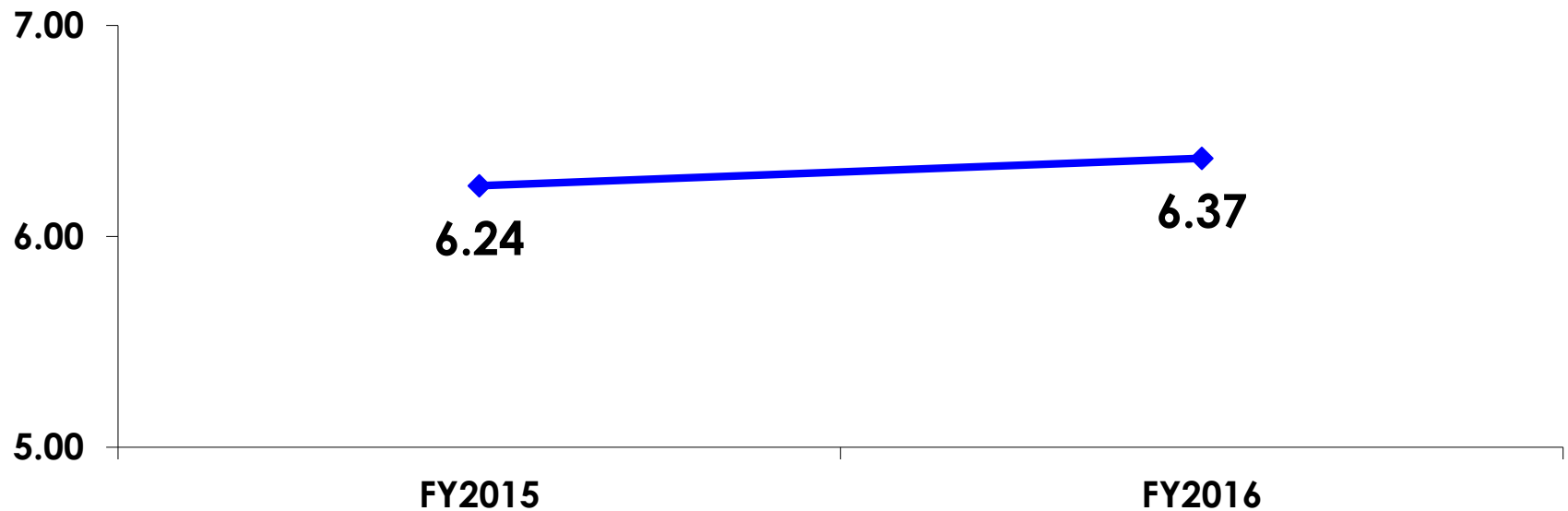


Length of Stay

Mean = 6.37 Days
Median = 4.0 Days



AVG LENGTH OF STAY

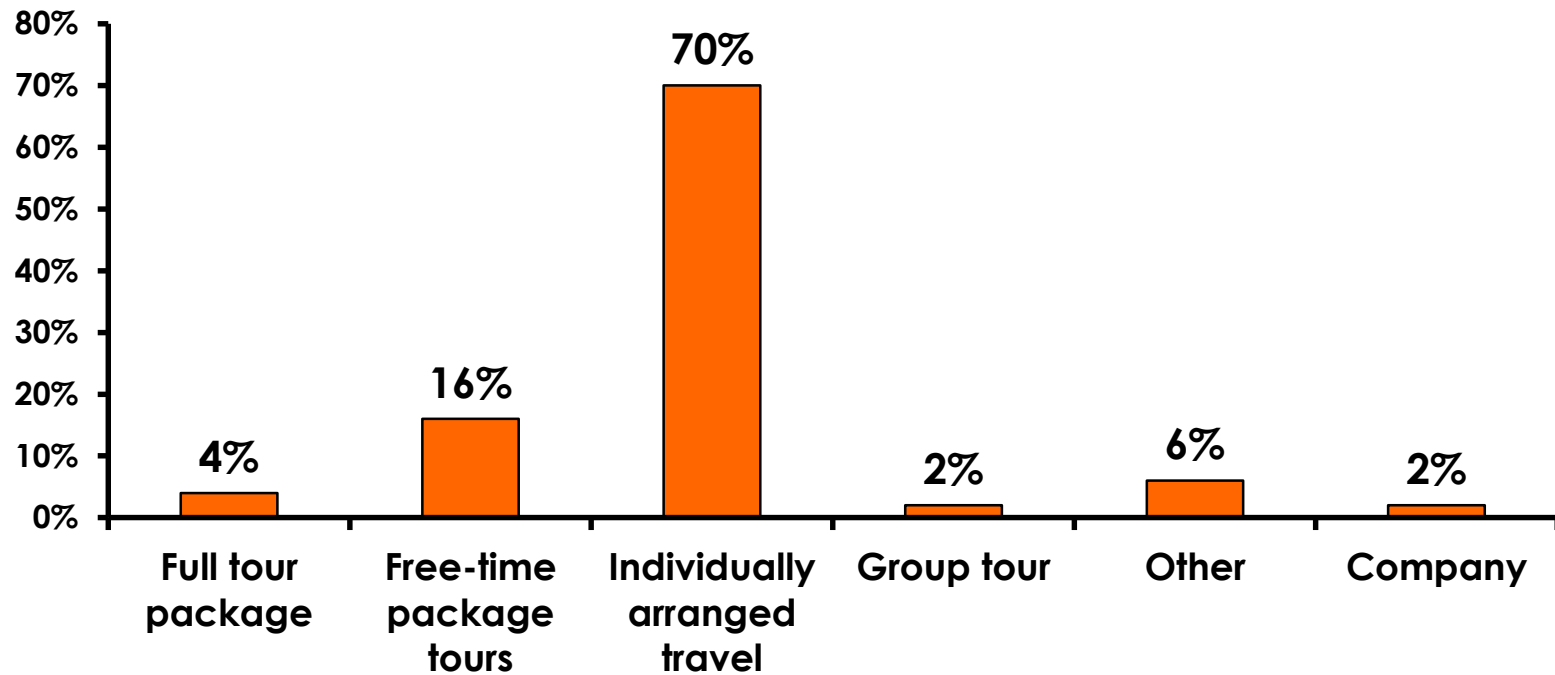


Occupation by Income

| | | TOTAL | Q26 | | | | | | | |
|-----|--------------------------|-------|-------|----------|-----------|-----------|-----------|-------|-----------|----|
| | | - | <=50K | 50K-150K | 150K-250K | 250K-350K | 350K-450K | 450K+ | No Income | |
| Q25 | Self-employed | 28% | 33% | 38% | 33% | 40% | 19% | 23% | | |
| | Private: Manager | 11% | 3% | 11% | 8% | | 14% | 21% | | |
| | Retired | 11% | 10% | 16% | 8% | 8% | 5% | 6% | 31% | |
| | Professional/ Specialist | 9% | 10% | 5% | 8% | 24% | 5% | 10% | 8% | |
| | Student | 6% | 10% | | | | | 8% | 31% | |
| | Other | 5% | 3% | 3% | 8% | 8% | 14% | 3% | | |
| | Homemaker | 5% | 7% | 8% | 8% | 8% | | | 8% | |
| | Teacher | 4% | 7% | 3% | 13% | 4% | 14% | | | |
| | Private: Office/ non-mgr | 4% | 3% | 5% | 4% | | 5% | 5% | | |
| | Private: Exec | 3% | | | | | | 11% | | |
| | Private: Sales | 3% | | 5% | 4% | | 10% | 3% | | |
| | Unemployed | 3% | | | 4% | | | 2% | 23% | |
| | Govt: Office/ Non-mgr | 3% | | | | | 10% | 3% | | |
| | Private: Engineer | 3% | 10% | 3% | | 4% | | | | |
| | Skilled worker | 1% | | 3% | | 4% | | | | |
| | Govt: Executive | 1% | | | | | | 3% | | |
| | Govt: Manager | 1% | | | | | 5% | 2% | | |
| | Freelancer | 0% | 3% | | | | | | | |
| | Total | Count | 226 | 30 | 37 | 24 | 25 | 21 | 62 | 13 |

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall



Travel Planning - Overall

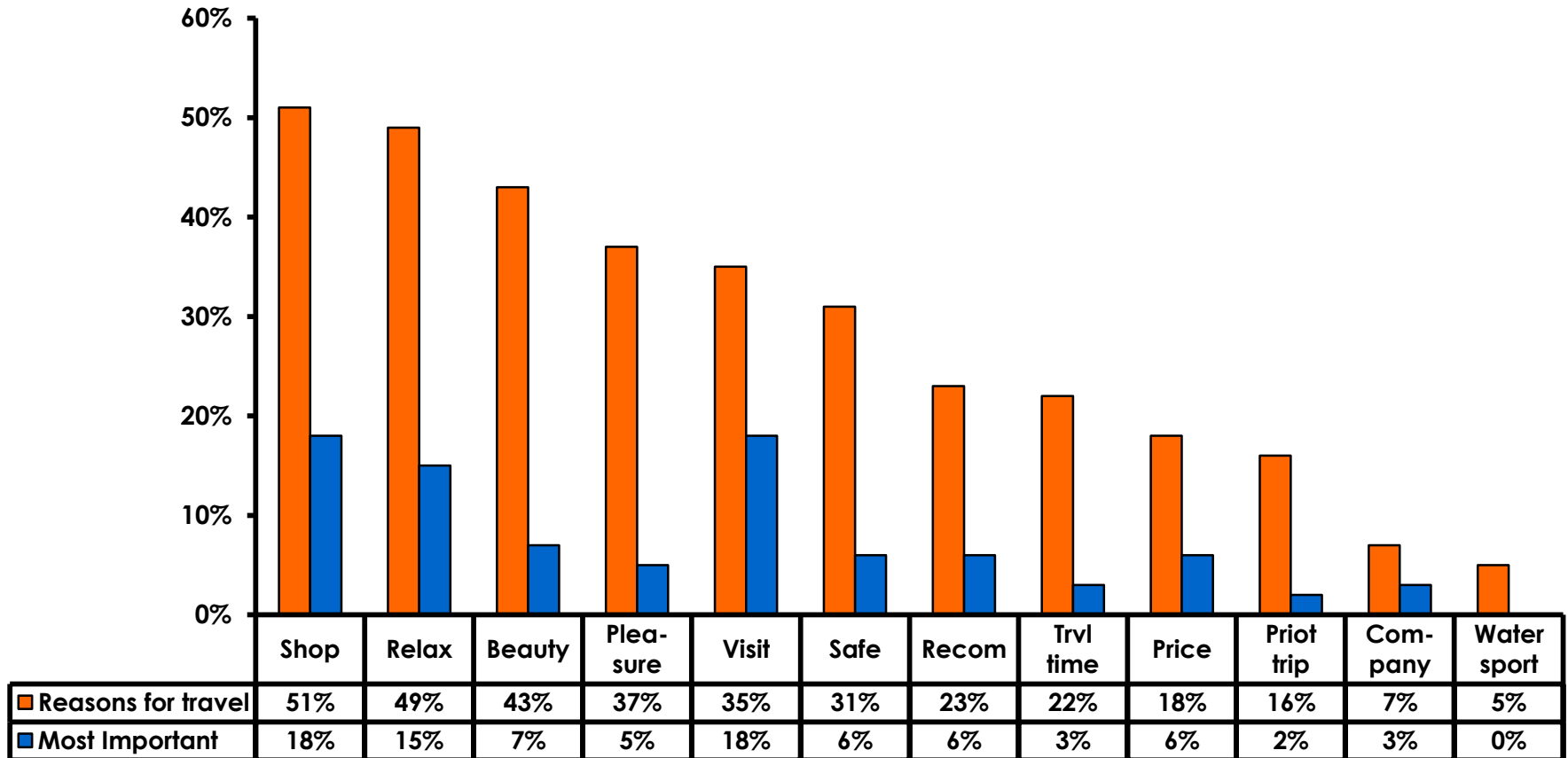
| | FY2015 | FY2016 |
|---------------------------|--------|--------|
| FIT | 49% | 70% |
| Full-pkg tour | 16% | 4% |
| Free-time pkg tour | 19% | 16% |
| Group tour | 4% | 2% |
| Company | 8% | 2% |
| Other | 4% | 6% |

Accommodation by Income

Average length of stay: 6.37 days

| | TOTAL | Q26 | | | | | | | |
|--------------------------------|-------|-----|-------|----------|-----------|-----------|-----------|-------|-----------|
| | | - | <=50K | 50K-150K | 150K-250K | 250K-350K | 350K-450K | 450K+ | No Income |
| Q9 Home stay/ friend/ relative | 26% | 30% | 39% | 29% | 24% | 14% | 16% | 43% | |
| Tumon Bay Capital Hotel | 14% | 27% | 26% | 8% | 12% | 10% | 10% | 7% | |
| Bayview Hotel | 6% | | 8% | 13% | | 5% | 10% | | |
| Days Inn (Tamuning) | 5% | 3% | | 4% | 8% | | 5% | 14% | |
| Holiday Resort Guam | 4% | | 3% | 4% | 4% | | 10% | | |
| Hilton Guam Resort | 4% | 3% | 3% | 4% | 4% | | 8% | | |
| Guam Plaza Hotel | 4% | | | | | 19% | 5% | | |
| Westin Resort Guam | 4% | 7% | | 4% | 12% | | 2% | 7% | |
| Outrigger Guam Resort | 4% | 7% | | 8% | 4% | 5% | 5% | | |
| Apartment | 3% | 7% | 3% | 4% | 8% | | 3% | | |
| Pacific Bay Hotel | 3% | 3% | 3% | | 8% | 5% | 3% | 7% | |
| Other | 3% | | 3% | 4% | | 5% | 5% | 7% | |
| Fiesta Resort Guam | 3% | | | | | 5% | 6% | | |
| Days Inn (Maite) | 3% | 3% | | 4% | 4% | 5% | | 7% | |
| Guam Reef & Olive Spa | 2% | | 3% | | | | 6% | | |
| Hotel Santa Fe | 2% | | 3% | 4% | | 10% | | | |
| Royal Orchid Guam | 2% | | | 4% | | 10% | | | |
| Grand Plaza Hotel | 2% | | 3% | | | | 2% | 7% | |
| Oceanview Hotel | 2% | 3% | 3% | | | 5% | 2% | | |
| Pacific Star Resort & Spa | 1% | | 3% | 4% | | | 2% | | |
| Verona Resort & Spa | 1% | | | | 8% | | | | |
| Onward Beach Resort | 1% | | | | 4% | | | | |
| Aqua Suites | 0% | | | | | | | | |
| Condo | 0% | 3% | | | | | | | |
| Sheraton Laguna Guam | 0% | | | | | 5% | | | |
| Hyatt Regency Guam | 0% | | | | | | 2% | | |
| Leo Palace Resort | 0% | 3% | | | | | | | |
| PIC Club | 0% | | | | | | 2% | | |
| Total | Count | 233 | 30 | 38 | 24 | 25 | 21 | 63 | 14 |

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Visit friends/ family
- Shop
- Relax

are the primary reasons for visiting during this period.

Most Important Reason- top 3

| | FY2015 | FY2016 |
|------------------------------------|--------|--------|
| Visit friends/ relative | 23% | 18% |
| Shop | 19% | 18% |
| Relax | 12% | 15% |

Motivation by Age & Gender

| | | TOTAL | AGE | | | | GENDER | | |
|-----|------------------------------------|-------|-------|-------|-------|-----|--------|--------|-----|
| | | - | 18-24 | 25-34 | 35-49 | 50+ | Male | Female | |
| Q5A | Shopping | 51% | 50% | 47% | 55% | 52% | 47% | 55% | |
| | Relax | 49% | 55% | 57% | 53% | 40% | 51% | 47% | |
| | Natural beauty | 43% | 65% | 47% | 49% | 32% | 41% | 46% | |
| | Pleasure | 37% | 65% | 25% | 38% | 37% | 32% | 41% | |
| | Visit friends/ Relatives | 35% | 40% | 29% | 27% | 46% | 39% | 32% | |
| | Safe | 31% | 50% | 16% | 28% | 38% | 29% | 32% | |
| | Recomm- friend/family/trvl agnt | 23% | 30% | 25% | 24% | 19% | 25% | 21% | |
| | Short travel time | 22% | 30% | 14% | 26% | 23% | 23% | 22% | |
| | Price | 18% | 25% | 16% | 20% | 17% | 24% | 13% | |
| | Previous trip | 16% | 10% | 12% | 16% | 21% | 16% | 17% | |
| | Other | 11% | 30% | 8% | 12% | 5% | 9% | 12% | |
| | Company/ Business Trip | 7% | | 12% | 5% | 6% | 8% | 5% | |
| | Water sports | 5% | 10% | 4% | 5% | 5% | 7% | 4% | |
| | Scuba | 4% | 10% | 6% | 4% | 1% | 2% | 6% | |
| | Organized sports | 2% | 5% | 2% | 3% | 1% | 1% | 4% | |
| | Honeymoon | 2% | | 4% | 3% | | 2% | 2% | |
| | Company Sponsored | 2% | | 4% | 3% | | 2% | 2% | |
| | Golf | 2% | | 2% | | 4% | 2% | 2% | |
| | Convention/ Trade/ Conference | 1% | | 2% | 1% | | | 2% | |
| | Married/ Attn wedding | 0% | | 2% | | | | 1% | |
| | Career Cert/ Testing | 0% | | | 1% | | | 1% | |
| | Total | Count | 228 | 20 | 51 | 74 | 81 | 114 | 114 |

Motivation by Income

| | | TOTAL | Q26 | | | | | | | |
|-----|------------------------------------|-------|-------|----------|-----------|-----------|-----------|-------|-----------|----|
| | | - | <=50K | 50K-150K | 150K-250K | 250K-350K | 350K-450K | 450K+ | No Income | |
| Q5A | Shopping | 51% | 39% | 42% | 35% | 60% | 71% | 57% | 54% | |
| | Relax | 49% | 32% | 53% | 43% | 56% | 43% | 57% | 54% | |
| | Natural beauty | 43% | 43% | 39% | 48% | 48% | 48% | 40% | 38% | |
| | Pleasure | 37% | 21% | 39% | 26% | 40% | 24% | 48% | 38% | |
| | Visit friends/ Relatives | 35% | 43% | 50% | 30% | 40% | 24% | 24% | 46% | |
| | Safe | 31% | 25% | 37% | 22% | 28% | 52% | 24% | 38% | |
| | Recomm- friend/family/trvl agnt | 23% | 21% | 18% | 17% | 36% | 19% | 24% | 38% | |
| | Short travel time | 22% | 14% | 24% | 13% | 32% | 10% | 27% | 15% | |
| | Price | 18% | 18% | 21% | 17% | 24% | 24% | 14% | 23% | |
| | Previous trip | 16% | 18% | 8% | 26% | 12% | 14% | 17% | 31% | |
| | Other | 11% | 25% | 3% | 9% | 4% | 5% | 13% | 23% | |
| | Company/ Business Trip | 7% | 11% | 11% | 4% | 8% | 5% | 5% | | |
| | Water sports | 5% | | 8% | 9% | 4% | | 6% | 8% | |
| | Scuba | 4% | 11% | 3% | 4% | 4% | 5% | 3% | | |
| | Organized sports | 2% | | | | 4% | | 5% | 8% | |
| | Honeymoon | 2% | | | 4% | | | 3% | | |
| | Company Sponsored | 2% | 4% | 3% | | 4% | 5% | | | |
| | Golf | 2% | | 3% | | | | 2% | | |
| | Convention/ Trade/ Conference | 1% | | | | | 5% | 2% | | |
| | Married/ Attn wedding | 0% | | 3% | | | | | | |
| | Career Cert/ Testing | 0% | | | | 4% | | | | |
| | Total | Count | 228 | 28 | 38 | 23 | 25 | 21 | 63 | 13 |

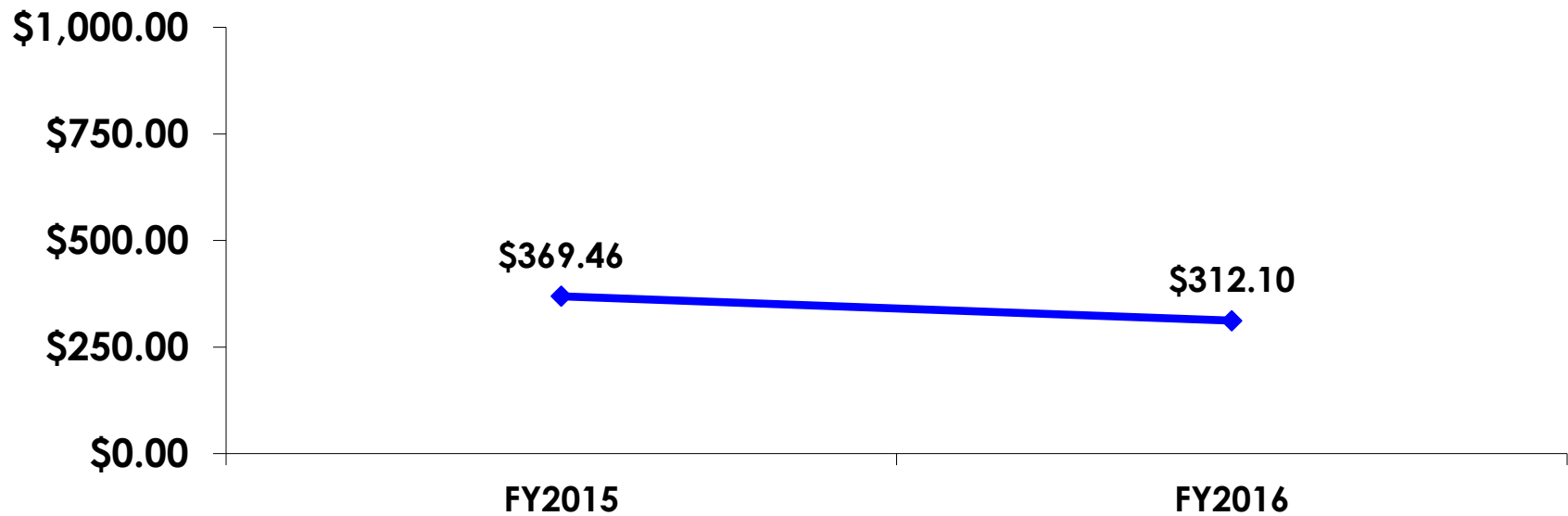
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

Peso Varies/US\$1

- \$552.43 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$8,536 = maximum (highest amount recorded for the entire sample)
- \$312.10 = overall mean average per person prepaid expenditures

PREPAID EXPENDITURES Per Person



Breakdown of Prepaid Expenditures

Peso Varies=\$1

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

| | MEAN \$ |
|---|-----------------|
| Air & Accommodation package only | \$741.23 |
| Air & Accommodation w/ daily meal package | \$799.43 |
| Air only | \$488.10 |
| Accommodation only | \$457.66 |
| Accommodation w/ daily meal only | \$291.23 |
| Food & Beverages in Hotel | \$172.01 |
| Ground transportation – Philippines | \$43.90 |
| Ground transportation – Guam | \$123.00 |
| Optional tours/ activities | \$414.36 |
| Other expenses | \$358.78 |
| Total Prepaid | \$552.43 |

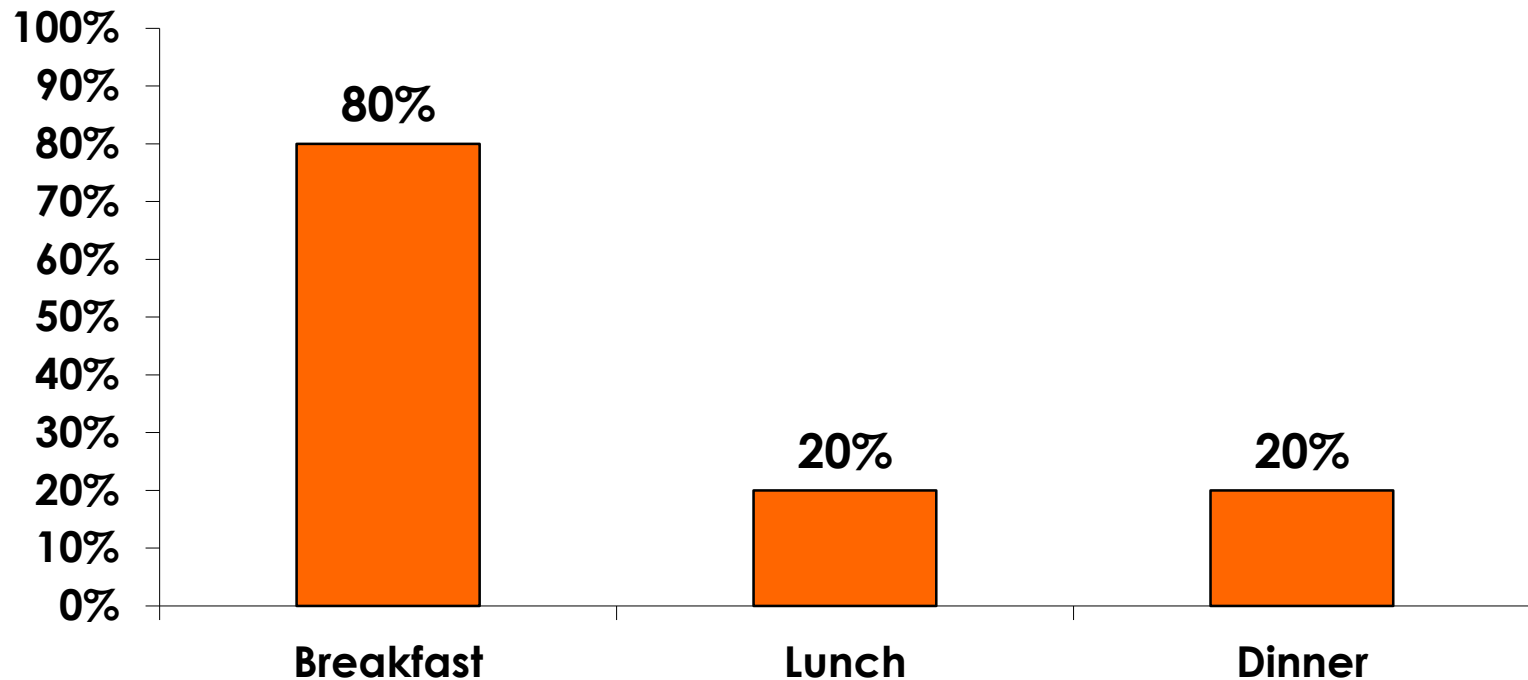
Breakdown of Prepaid Expenditures

| | FY2015 | FY2016 |
|---|-----------------|-----------------|
| Air & Accommodation package only | \$969.23 | \$741.23 |
| Air & Accommodation w/ daily meal package | \$1,847.32 | \$799.43 |
| Air only | \$736.18 | \$488.10 |
| Accommodation only | \$417.06 | \$457.66 |
| Accommodation w/ daily meal only | \$208.80 | \$291.23 |
| Food & Beverages in Hotel | \$77.87 | \$172.01 |
| Ground transportation – | \$34.29 | \$43.90 |
| Ground transportation – | \$202.38 | \$123.00 |
| Optional tours/ activities | \$- | \$414.36 |
| Other expenses | \$555.02 | \$358.78 |
| Total Prepaid | \$533.10 | \$552.43 |

PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n= 5

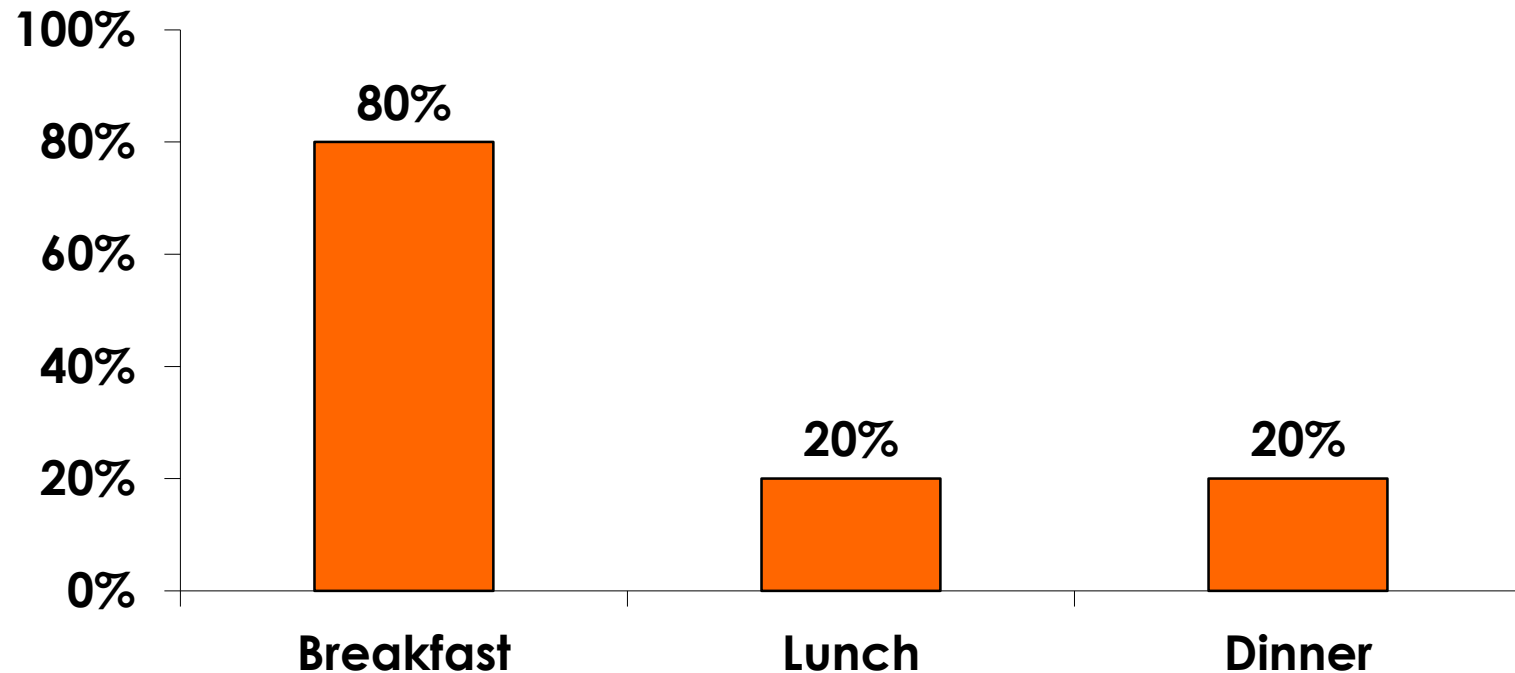


Mean=\$799.43 per travel party

PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

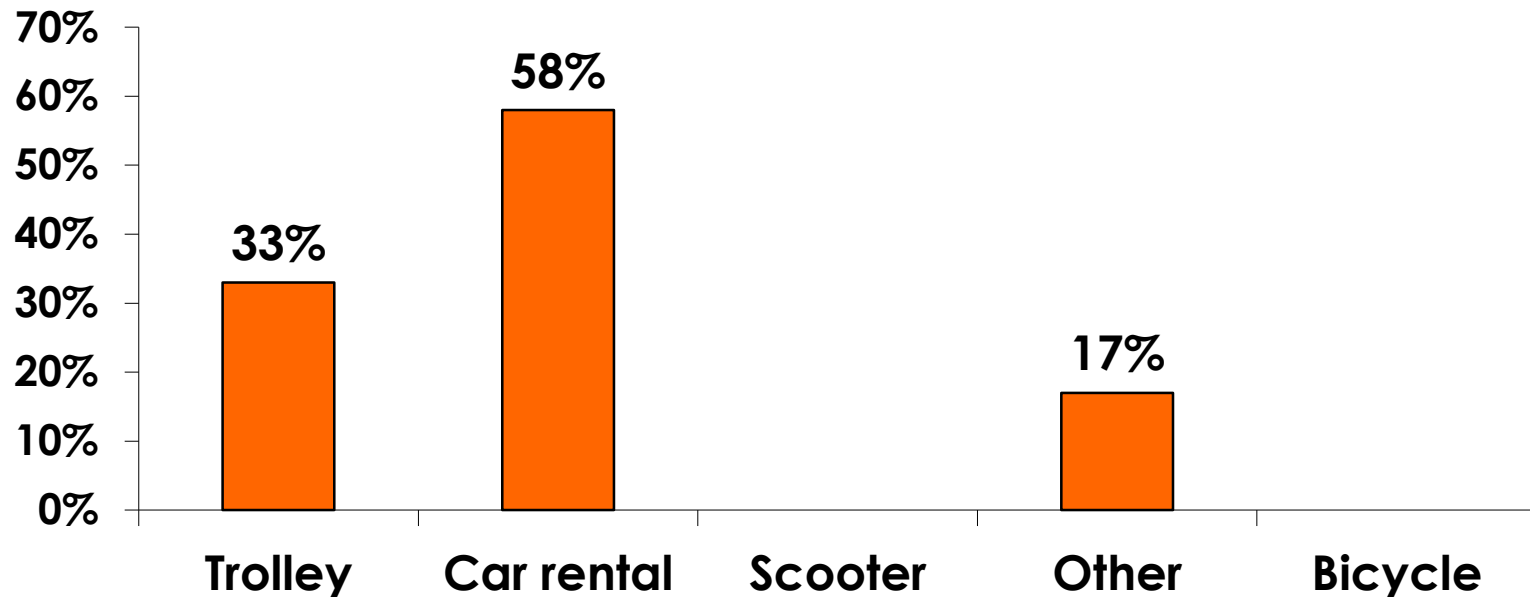
n= 5



Mean=\$291.23 per travel party

PREPAID GROUND TRANSPORTATION

n= 12



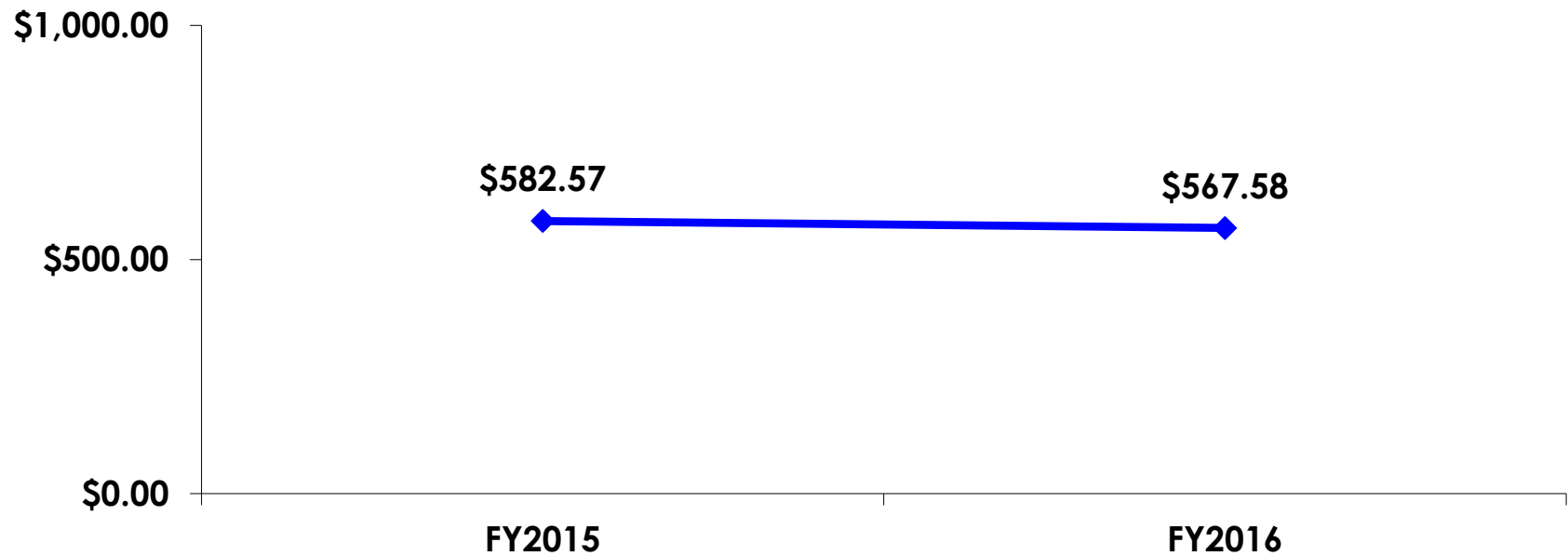
Mean=\$123.00 per travel party

On-Island Expenditures

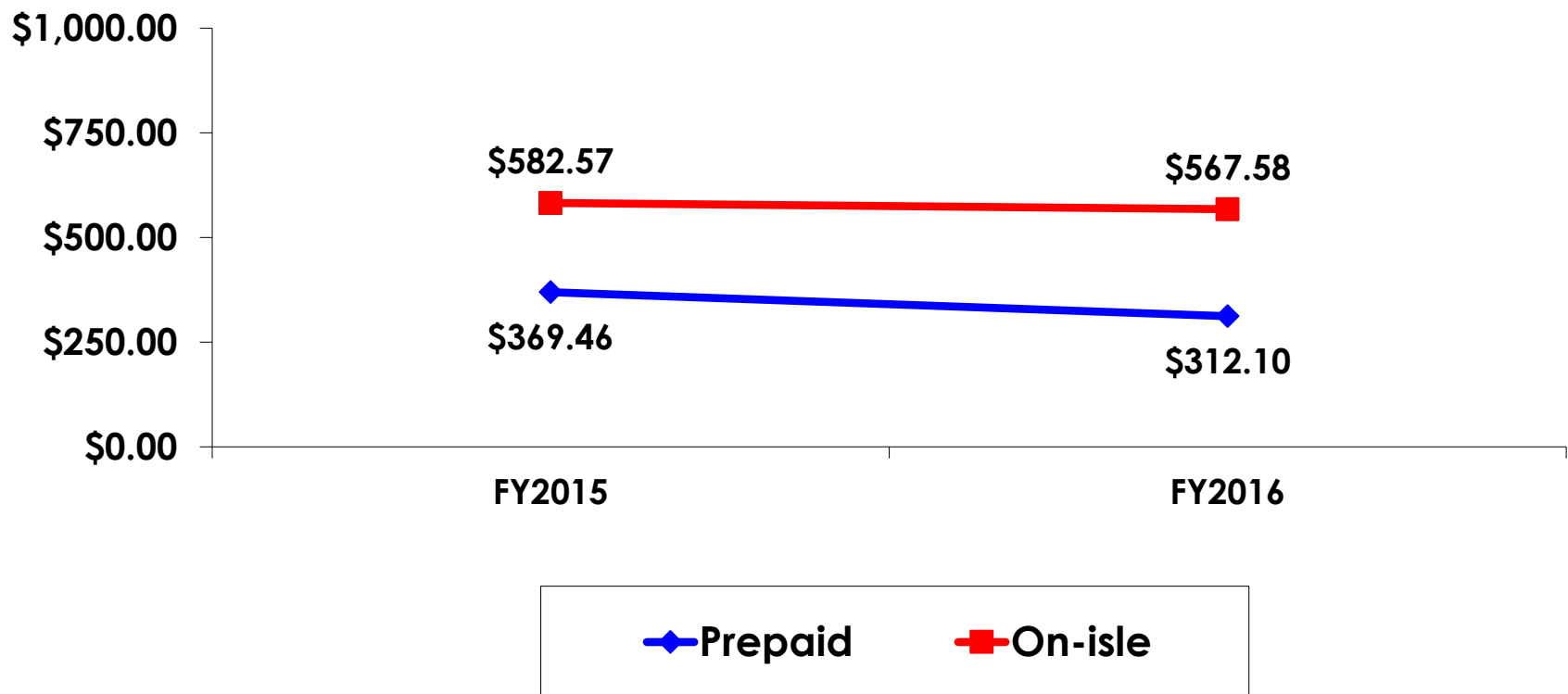
- \$939.94 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$7,000 = Maximum (highest amount recorded for the entire sample)
- \$567.58 = overall mean average per person on-island expenditure

ON-ISLAND EXPENDITURES

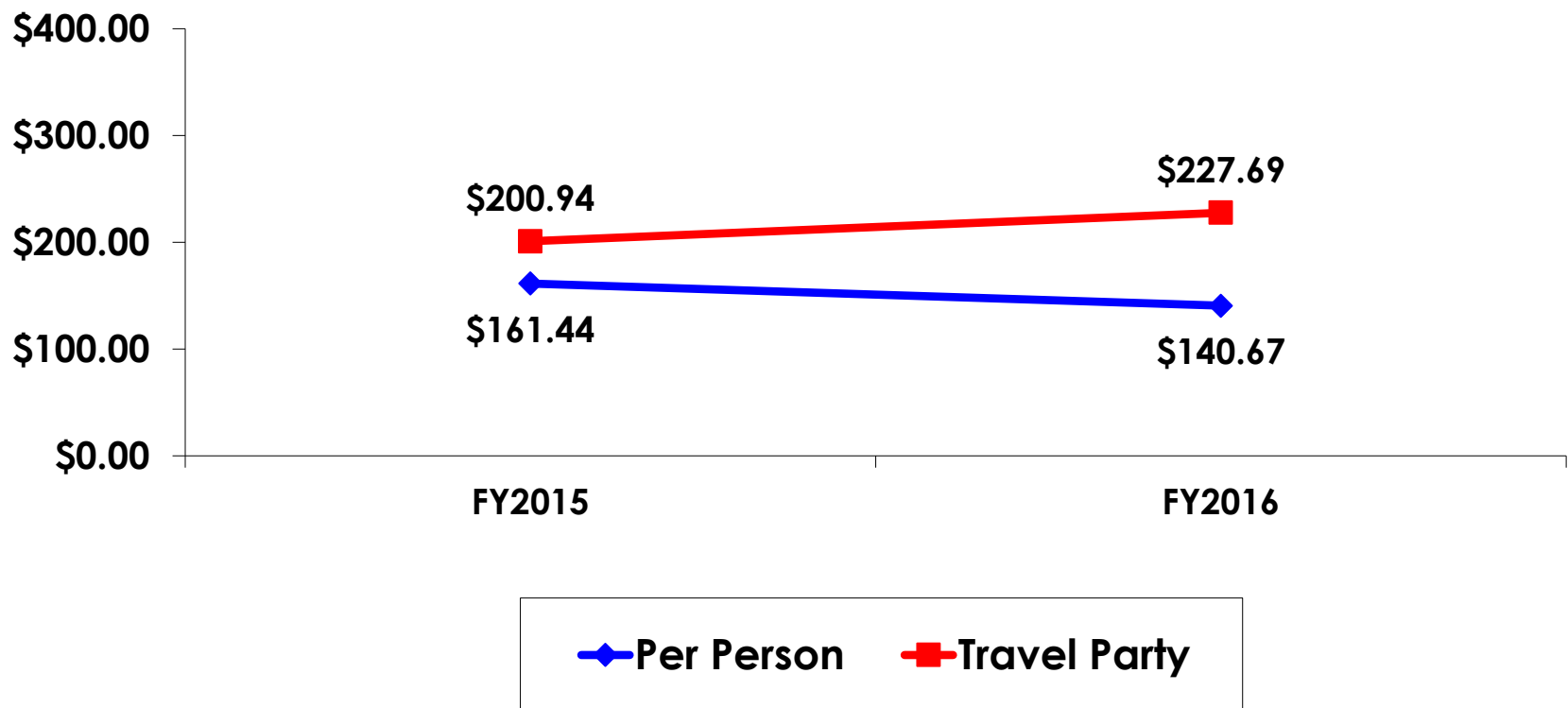
Per Person



PREPAID/ ON-ISLE EXPENDITURES – Per Person



ON-ISLE EXPENDITURES – Per DAY



Total On-Island Expenditure by Gender & Age

| | | TOTAL | GENDER | | GENDER | | | | | | | |
|------------|---------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| | | - | Male | Female | Male | | | | Female | | | |
| | | | | | AGE | | | | AGE | | | |
| | | | | | 18-24 | 25-34 | 35-49 | 50+ | 18-24 | 25-34 | 35-49 | 50+ |
| PER PERSON | Mean | \$567.58 | \$498.53 | \$634.32 | \$233.37 | \$557.31 | \$400.38 | \$556.43 | \$286.35 | \$615.87 | \$818.90 | \$574.76 |
| | Median | \$403 | \$400 | \$407 | \$214 | \$498 | \$413 | \$400 | \$210 | \$310 | \$575 | \$460 |
| | Minimum | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| | Maximum | \$5,000 | \$2,400 | \$5,000 | \$520 | \$1,400 | \$1,200 | \$2,250 | \$1,000 | \$2,500 | \$5,000 | \$3,125 |

On-Island Expenditure Categories by Gender & Age

| | | TOTAL | GENDER | | AGE | | | |
|--------------|--------|----------|----------|----------|----------|----------|----------|----------|
| | | - | Male | Female | 18-24 | 25-34 | 35-49 | 50+ |
| F&B HOTEL | Mean | \$57.39 | \$70.52 | \$44.71 | \$50.50 | \$65.02 | \$27.37 | \$25.70 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| F&B FF/STORE | Mean | \$103.91 | \$118.92 | \$89.41 | \$91.90 | \$71.83 | \$98.42 | \$134.08 |
| | Median | \$0 | \$0 | \$0 | \$19 | \$10 | \$30 | \$0 |
| F&B RESTRNT | Mean | \$65.00 | \$62.75 | \$67.18 | \$85.75 | \$55.00 | \$83.95 | \$50.67 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| OPT TOUR | Mean | \$36.41 | \$27.97 | \$44.56 | \$41.50 | \$38.87 | \$30.25 | \$40.11 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| GIFT- SELF | Mean | \$210.72 | \$159.35 | \$260.36 | \$115.00 | \$148.75 | \$340.59 | \$159.38 |
| | Median | \$0 | \$0 | \$0 | \$55 | \$30 | \$100 | \$0 |
| GIFT- OTHER | Mean | \$170.23 | \$179.03 | \$161.72 | \$95.00 | \$155.35 | \$202.83 | \$171.90 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$0 | \$45 | \$0 |
| TRANS | Mean | \$57.56 | \$56.18 | \$58.88 | \$36.50 | \$82.92 | \$53.32 | \$52.07 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| OTHER | Mean | \$238.72 | \$227.98 | \$249.09 | \$69.80 | \$311.37 | \$129.86 | \$338.14 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$3 | \$0 | \$16 |
| TOTAL | Mean | \$939.94 | \$902.70 | \$975.92 | \$585.95 | \$929.10 | \$966.58 | \$972.06 |
| | Median | \$560 | \$540 | \$595 | \$425 | \$500 | \$675 | \$600 |

On-Island Expenditures

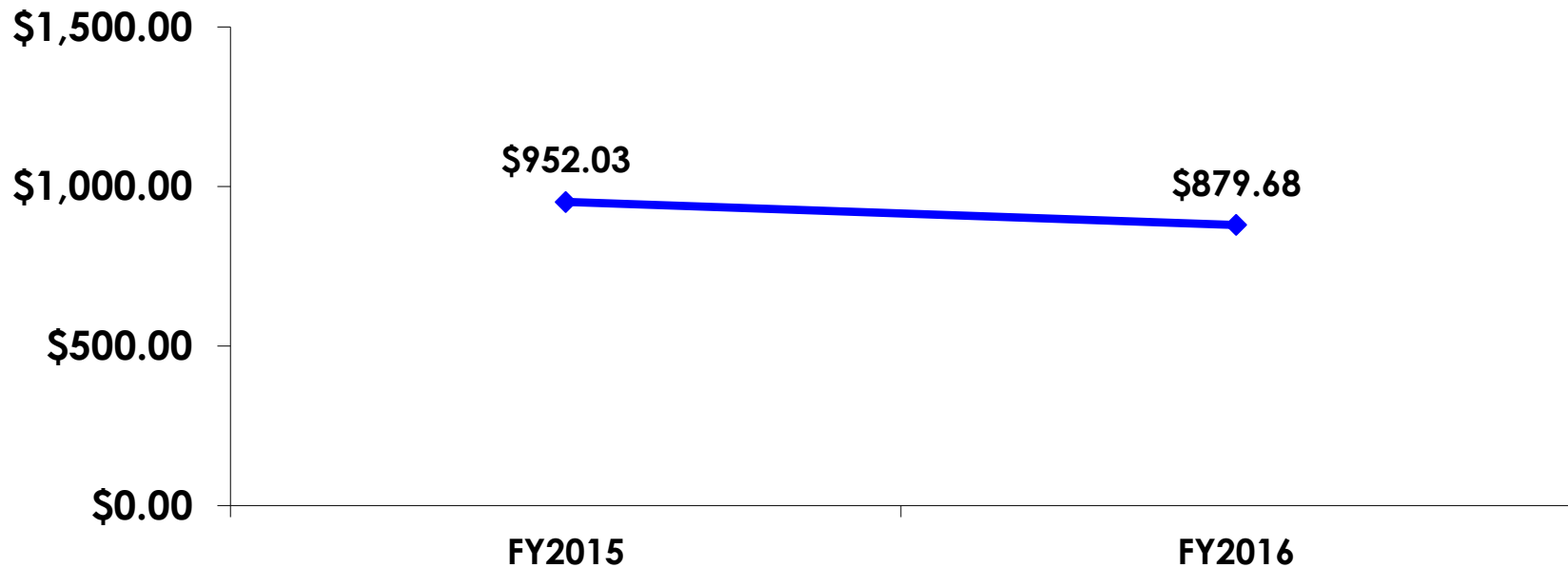
First Timers & Repeaters

| | | TOTAL | TRIPS TO GUAM | |
|--------------|--------|----------|---------------|------------|
| | | - | 1st | Repeat |
| F&B HOTEL | Mean | \$57.39 | \$43.28 | \$87.30 |
| | Median | \$0 | \$0 | \$0 |
| F&B FF/STORE | Mean | \$103.91 | \$101.03 | \$110.59 |
| | Median | \$0 | \$0 | \$0 |
| F&B RESTRNT | Mean | \$65.00 | \$61.46 | \$73.17 |
| | Median | \$0 | \$0 | \$0 |
| OPT TOUR | Mean | \$36.41 | \$45.22 | \$18.03 |
| | Median | \$0 | \$0 | \$0 |
| GIFT- SELF | Mean | \$210.72 | \$208.09 | \$218.92 |
| | Median | \$0 | \$0 | \$0 |
| GIFT- OTHER | Mean | \$170.23 | \$140.78 | \$231.32 |
| | Median | \$0 | \$0 | \$0 |
| TRANS | Mean | \$57.56 | \$65.22 | \$42.47 |
| | Median | \$0 | \$0 | \$0 |
| OTHER | Mean | \$238.72 | \$239.65 | \$239.93 |
| | Median | \$0 | \$0 | \$0 |
| TOTAL | Mean | \$939.94 | \$904.73 | \$1,021.74 |
| | Median | \$560 | \$540 | \$598 |

Total Expenditures Per Person (Prepaid & On-Island)

- \$879.68 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$7,134 = Maximum (highest amount recorded for the entire sample)

TOTAL EXPENDITURES Per Person



Breakdown of On-Island Expenditures

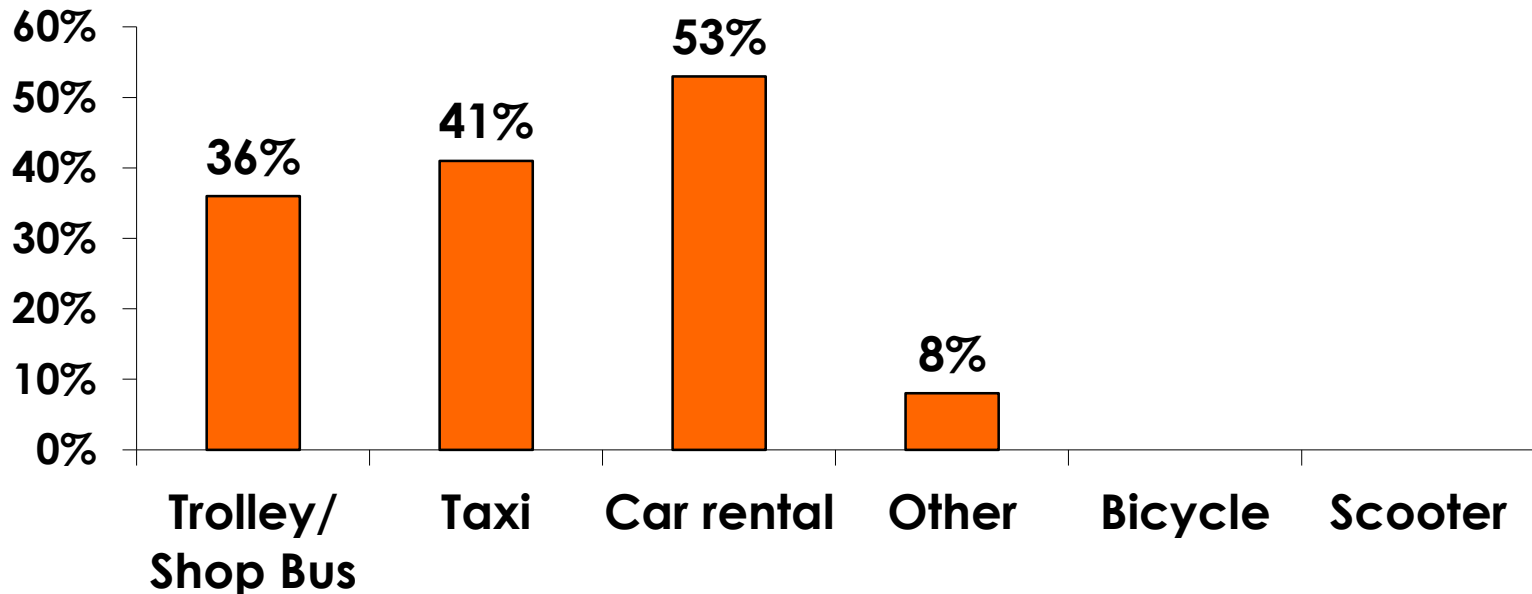
| | MEAN \$ |
|---|-----------------|
| Food & beverage in a hotel | \$57.39 |
| Food & beverage in fast food restaurant/convenience store | \$103.91 |
| Food & beverage at restaurants or drinking establishments outside a hotel | \$65.00 |
| Optional tours and activities | \$36.41 |
| Gifts/ souvenirs for yourself/companions | \$210.72 |
| Gifts/ souvenirs for friends/family at home | \$170.23 |
| Local transportation | \$57.56 |
| Other expenses not covered | \$238.72 |
| Average Total | \$939.94 |

On-Island Expenditures

| | FY2015 | FY2016 |
|---|-----------------|-----------------|
| Food & beverage in a hotel | \$37.87 | \$57.39 |
| Food & beverage in fast food restaurant/convenience store | \$41.70 | \$103.91 |
| Food & beverage at restaurants or drinking establishments outside a hotel | \$52.93 | \$65.00 |
| Optional tours and activities | \$23.83 | \$36.41 |
| Gifts/ souvenirs for yourself/ companions | \$121.73 | \$210.72 |
| Gifts/ souvenirs for friends/family | \$171.86 | \$170.23 |
| Local transportation | \$29.40 | \$57.56 |
| Other expenses not covered | \$276.07 | \$238.72 |
| Average Total | \$755.43 | \$939.94 |

Local Transportation

n= 78



Mean=\$57.56 per travel party

Guam Airport Expenditures

- \$58.75 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$1,215 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

| | MEAN \$ |
|-------------------------------|----------------|
| Food & Beverages | \$18.18 |
| Gifts/Souvenirs Self | \$15.56 |
| Gifts/Souvenirs Others | \$25.01 |
| Total | \$58.75 |

Breakdown of Airport Expenditures

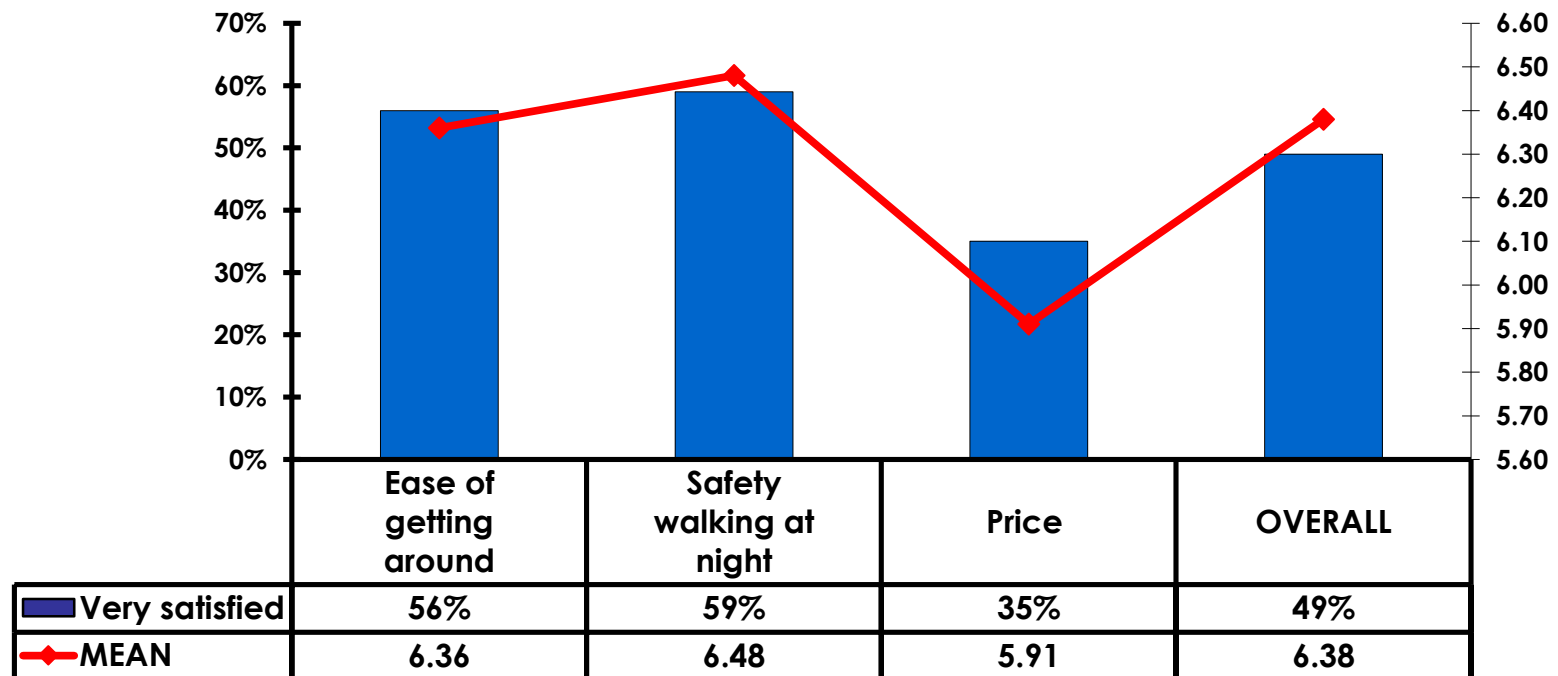
| | FY2015 | FY2016 |
|--|----------|---------|
| Food & Beverage | \$11.74 | \$18.18 |
| Gifts/ Souvenirs Self | \$57.84 | \$15.56 |
| Gifts/ Souvenirs Others | \$32.34 | \$25.01 |
| Total | \$101.92 | \$58.75 |

SECTION 4 **VISITOR SATISFACTION**

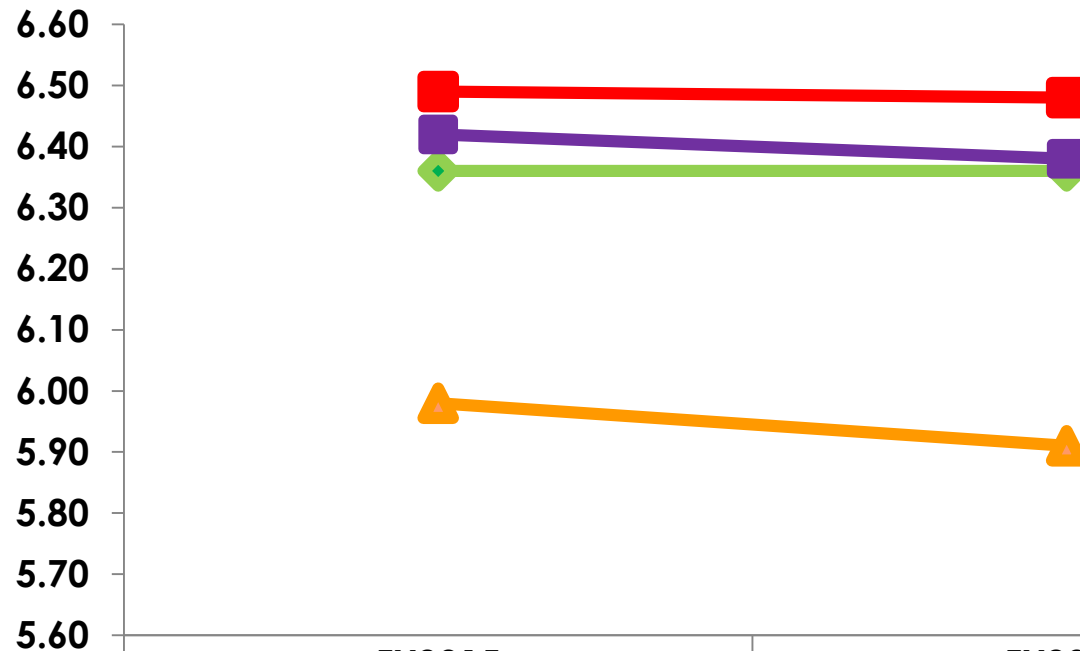
Satisfaction Scores Overall





7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Satisfaction Scores Overall

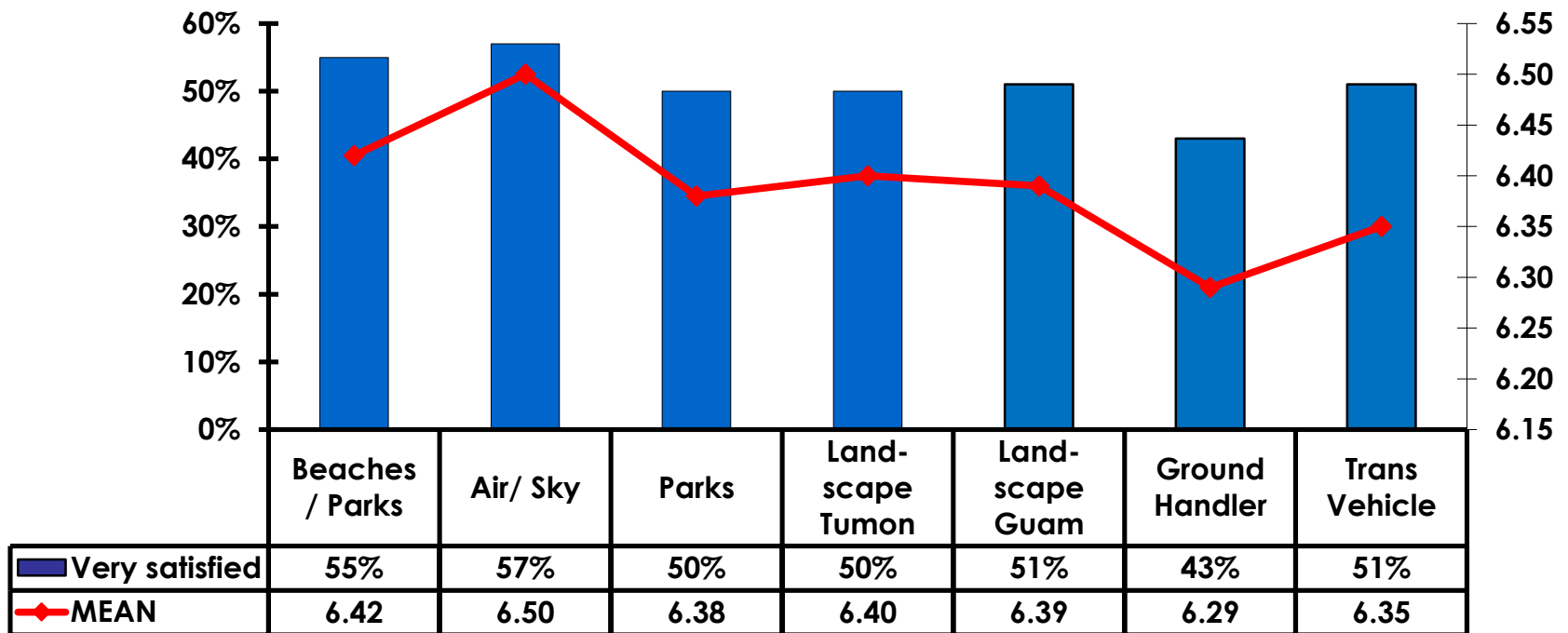


| | FY2015 | FY2016 |
|--|--------|--------|
|  Ease of getting around | 6.36 | 6.36 |
|  Safety walking at night | 6.49 | 6.48 |
|  Price | 5.98 | 5.91 |
|  OVERALL | 6.42 | 6.38 |

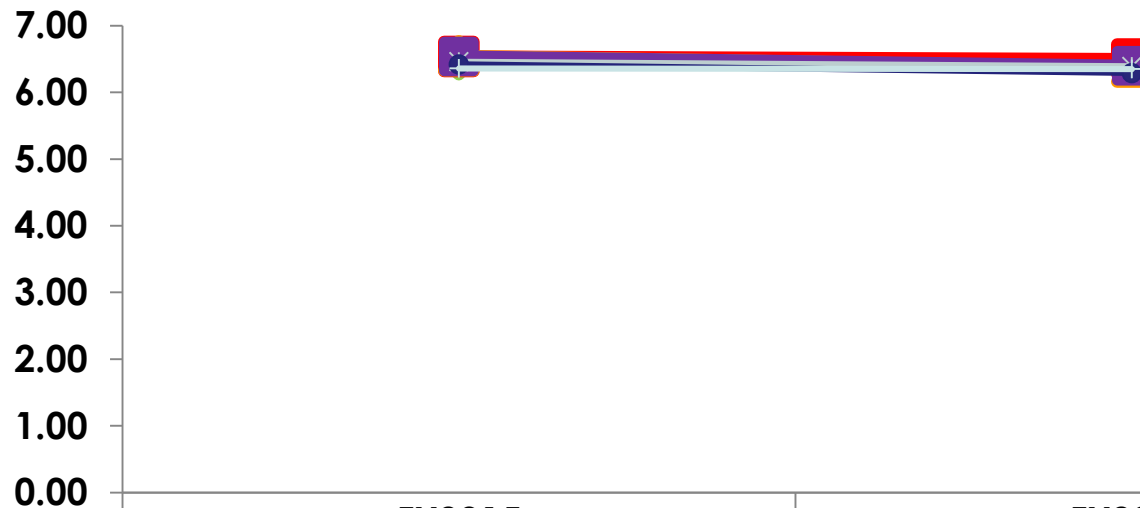
Satisfaction Quality/ Cleanliness








7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Satisfaction Quality/ Cleanliness

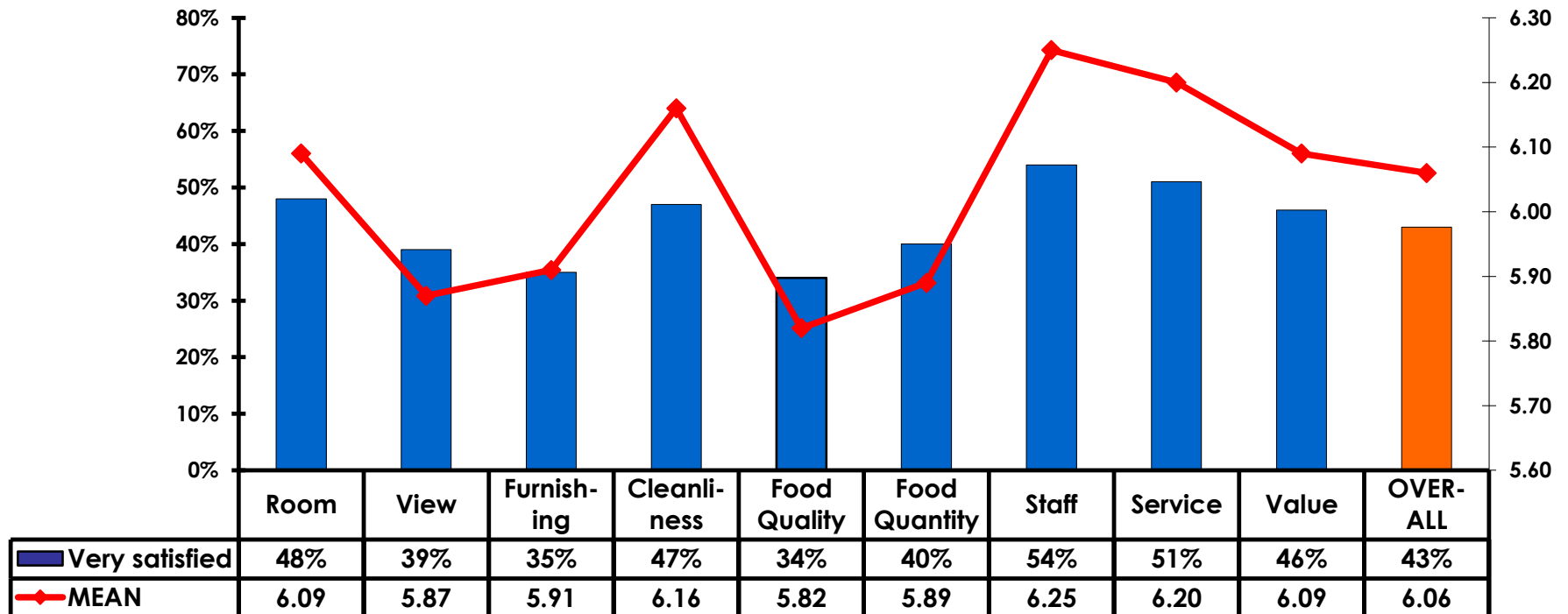


| | FY2015 | FY2016 |
|--|--------|--------|
|  Beaches/ Parks | 6.49 | 6.42 |
|  Air/ Sky | 6.54 | 6.50 |
|  Parks | 6.55 | 6.38 |
|  Landscape Tumon | 6.54 | 6.40 |
|  Landscape Guam | 6.46 | 6.39 |
|  Grnd Handler | 6.42 | 6.29 |
|  Trans Vehicle | 6.36 | 6.35 |

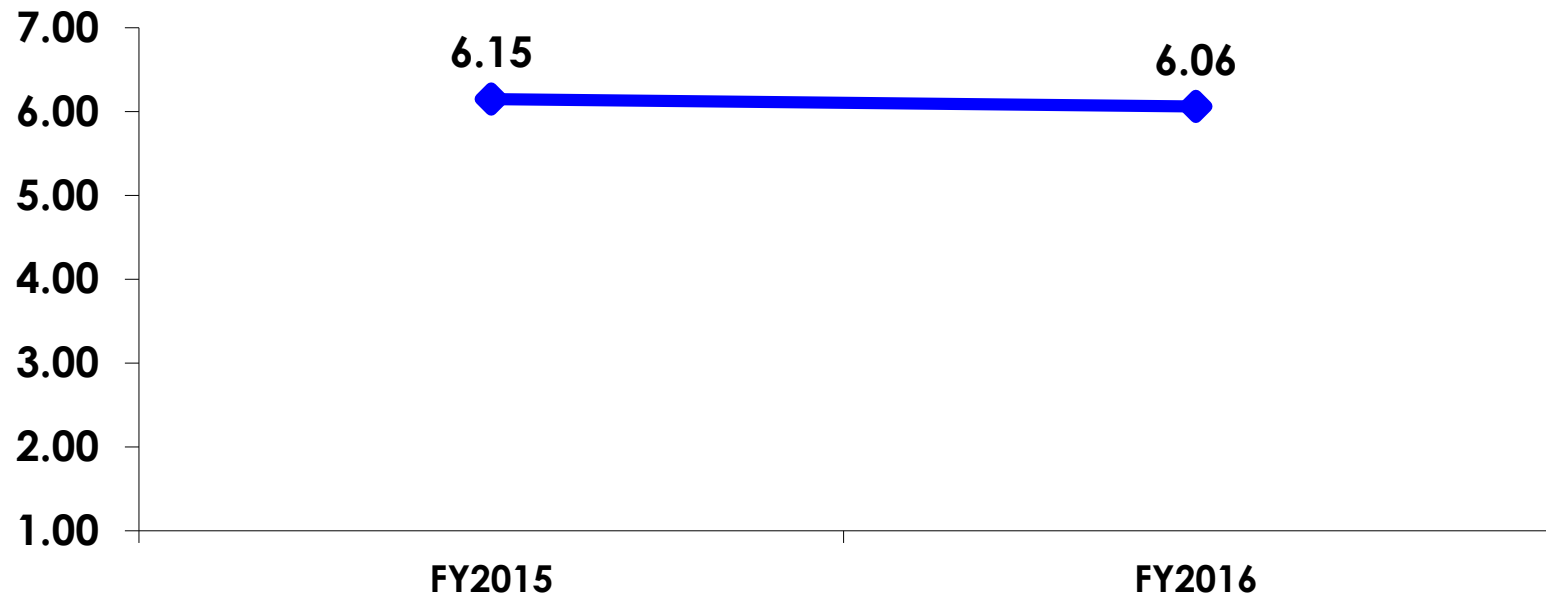
Quality of Accommodations

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



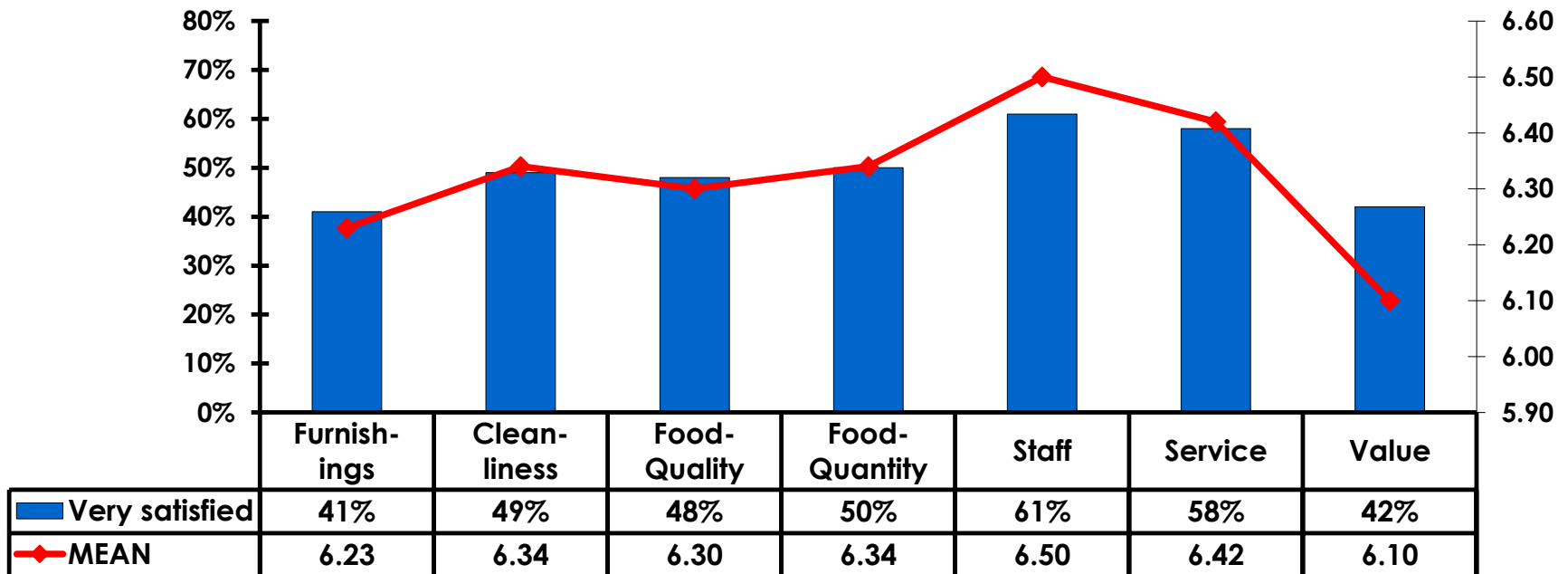
Quality of Accommodations



Quality of Dining Experience

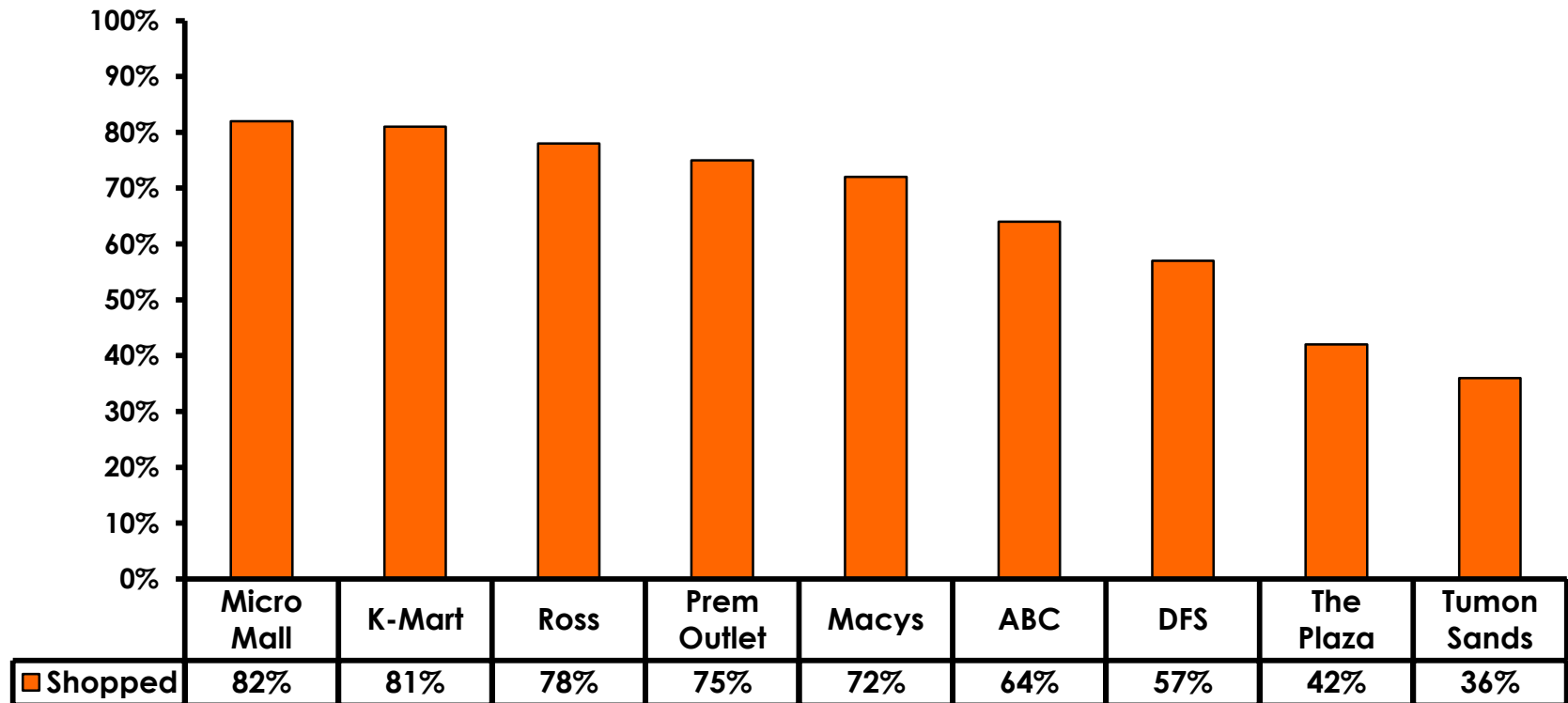
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Visits to Shopping Centers/Malls on Guam Top 5

| | FY2015 | FY2016 |
|-------------------------|-----------|-----------|
| K-Mart | 83% | 81% |
| Guam Prem Outlet | 77% | 75% |
| Ross | 75% | 78% |
| Micro Mall | 75% | 82% |
| DFS | 71% | Not top 5 |
| Macys | Not top 5 | 72% |

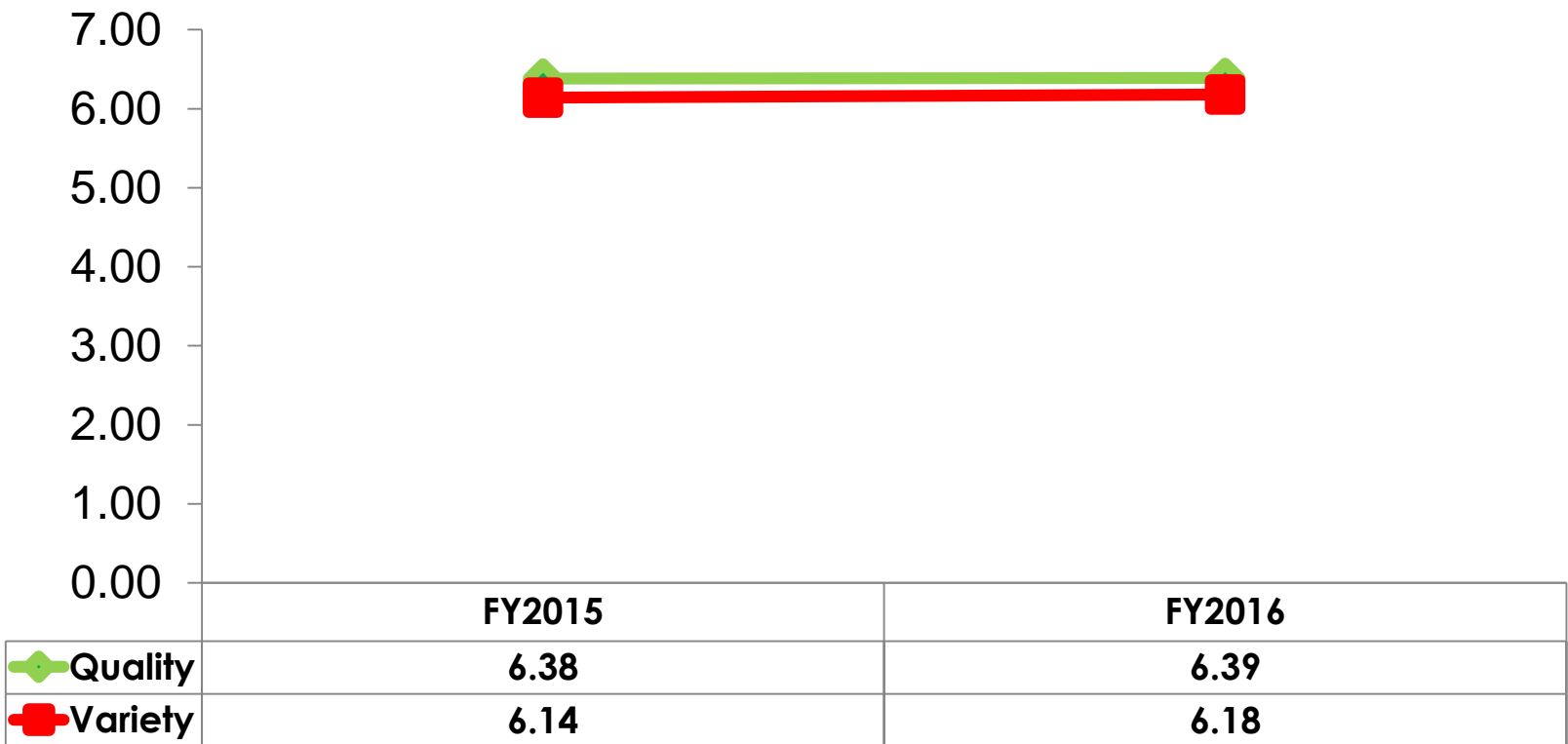
Satisfaction with Shopping

7pt Rating Scale

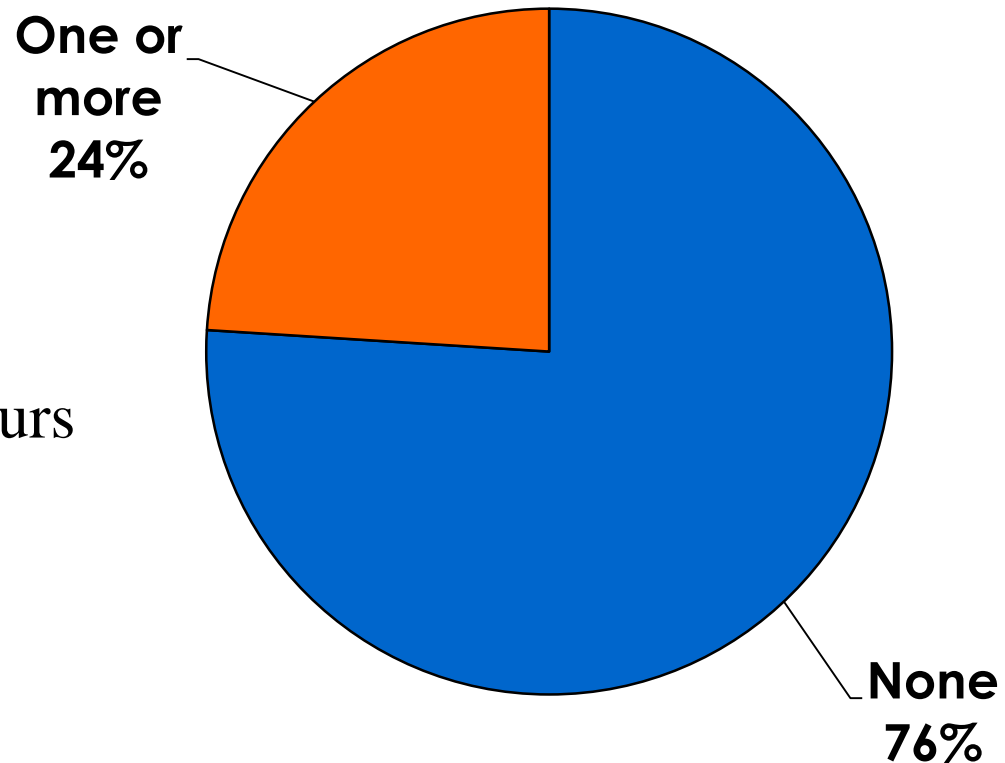
7=Very Satisfied/ 1=Very Dissatisfied

| Quality of Shopping | Variety of Shopping |
|------------------------------|------------------------------|
| Score of 6 to 7 = 90% | Score of 6 to 7 = 83% |
| Score of 4 to 5 = 8% | Score of 4 to 5 = 14% |
| Score 1 to 3 = 1% | Score 1 to 3 = 3% |
| MEAN = 6.39 | MEAN = 6.18 |

Satisfaction with Shopping

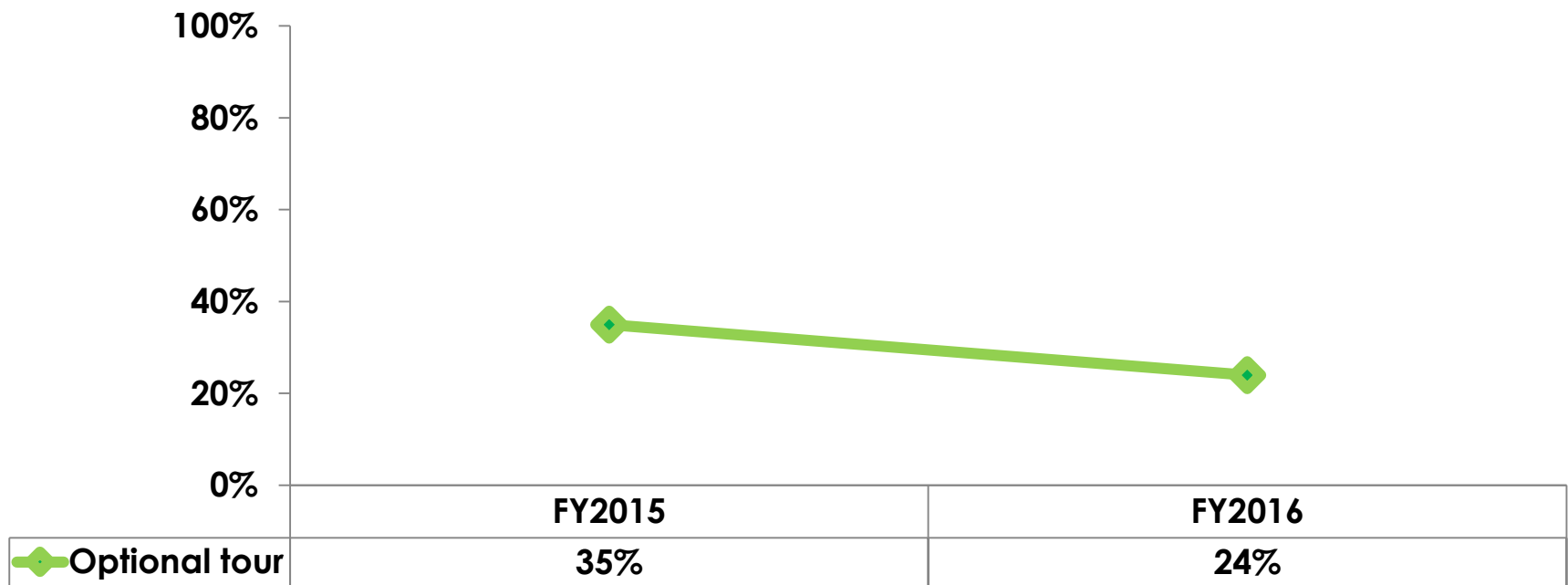


Optional Tour Participation

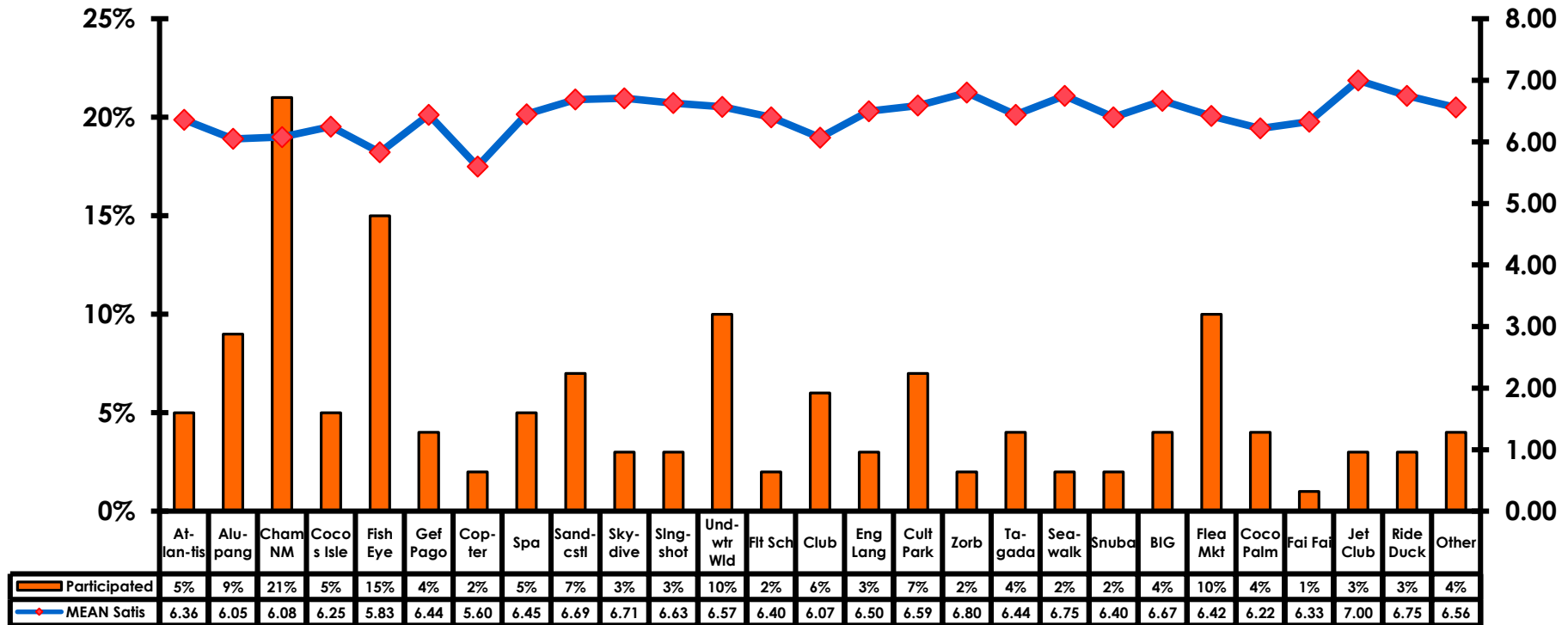


- Average number of tours participated in is .45

Optional Tour Participation



Optional Tours Participation & Satisfaction



Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

| Quality of Day Tour | Variety of Day Tour |
|------------------------------|------------------------------|
| Score of 6 to 7 = 84% | Score of 6 to 7 = 83% |
| Score of 4 to 5 = 15% | Score of 4 to 5 = 15% |
| Score 1 to 3 = 1% | Score 1 to 3 = 1% |
| MEAN = 6.26 | MEAN = 6.15 |

Day Tours Satisfaction



 Quality
 Variety

FY2015

6.26

6.03

FY2016

6.26

6.15

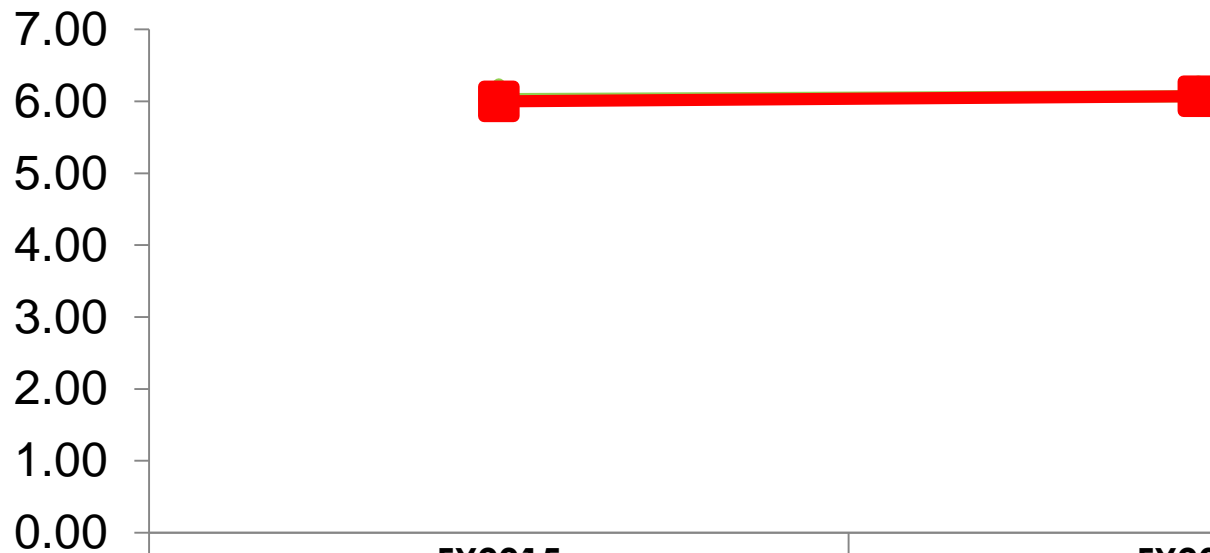
Night Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

| Quality of Night Tour | Variety of Night Tour |
|------------------------------|------------------------------|
| Score of 6 to 7 = 78% | Score of 6 to 7 = 79% |
| Score of 4 to 5 = 20% | Score of 4 to 5 = 20% |
| Score 1 to 3 = 1% | Score 1 to 3 = 1% |
| MEAN = 6.07 | MEAN = 6.07 |

Night Tours Satisfaction



Quality

FY2015

6.03

FY2016

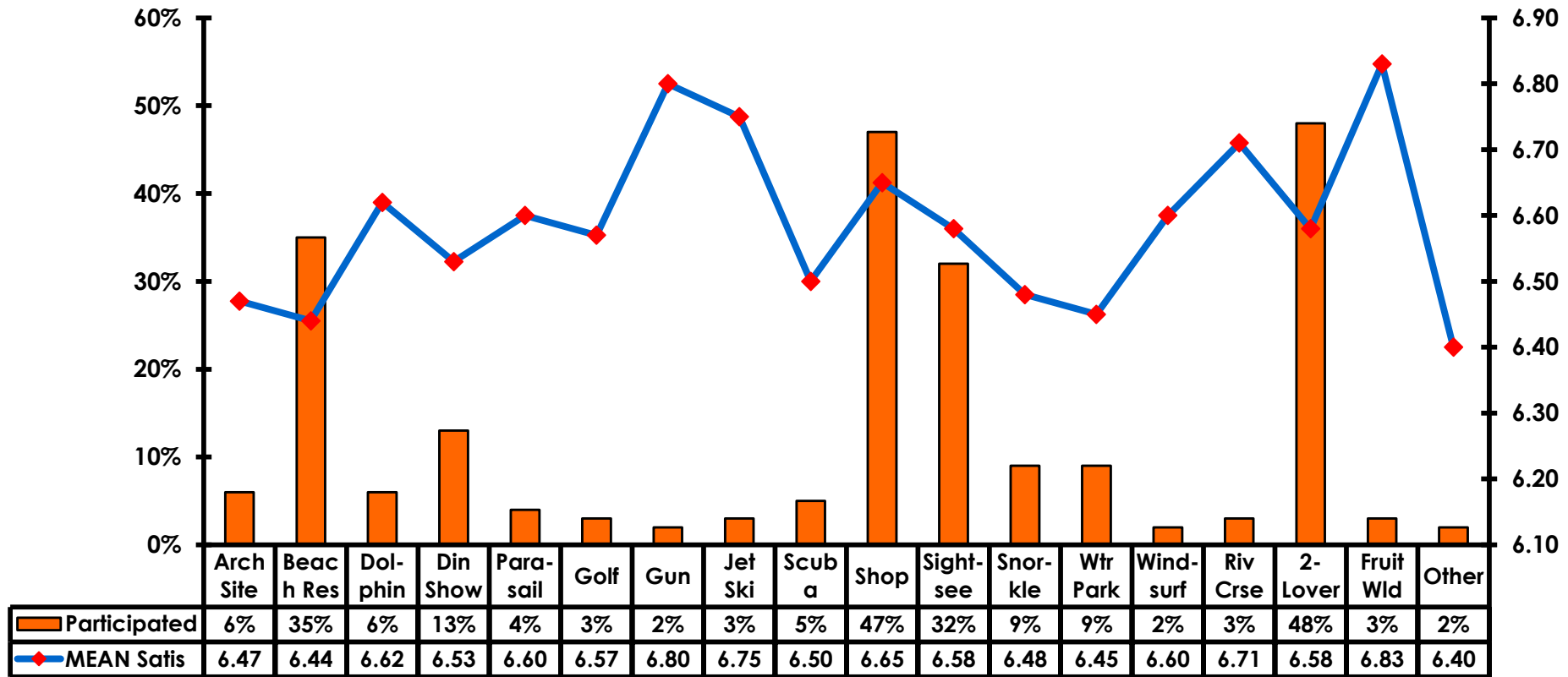
6.07

Variety

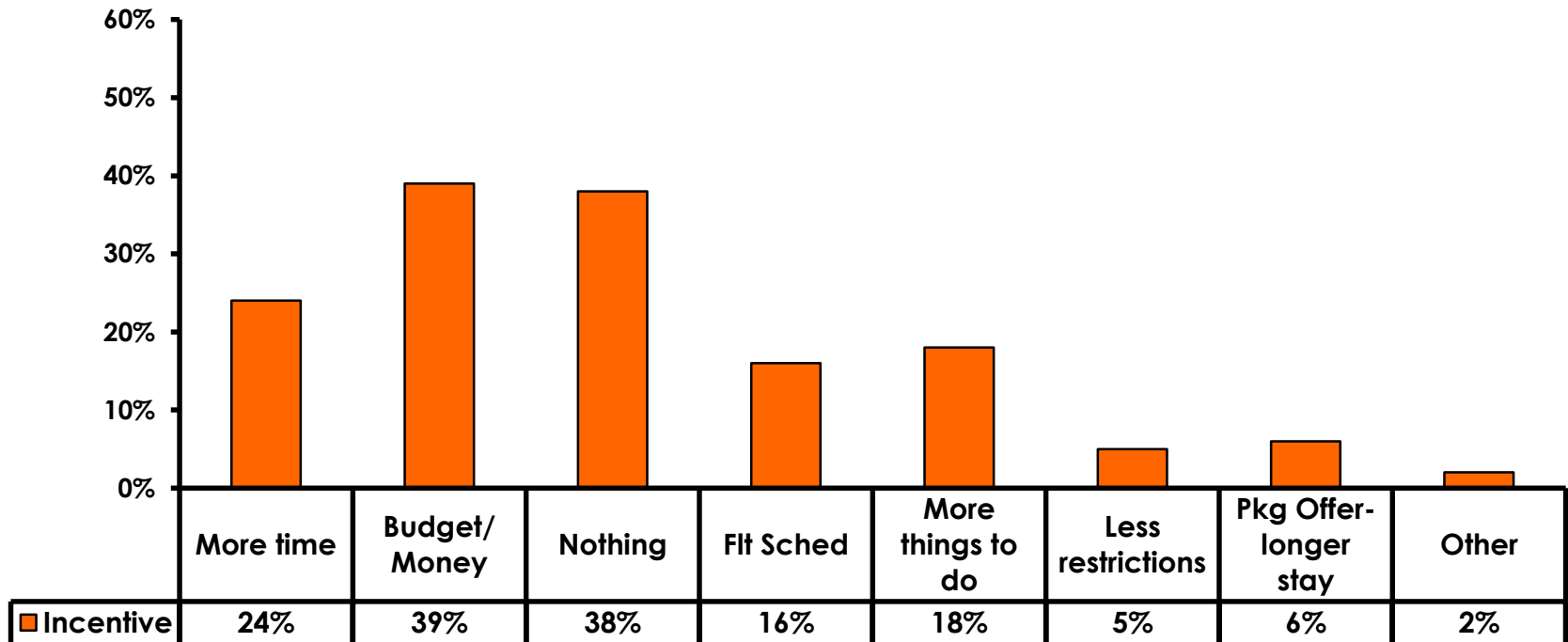
6.00

6.07

Satisfaction with Other Activities



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



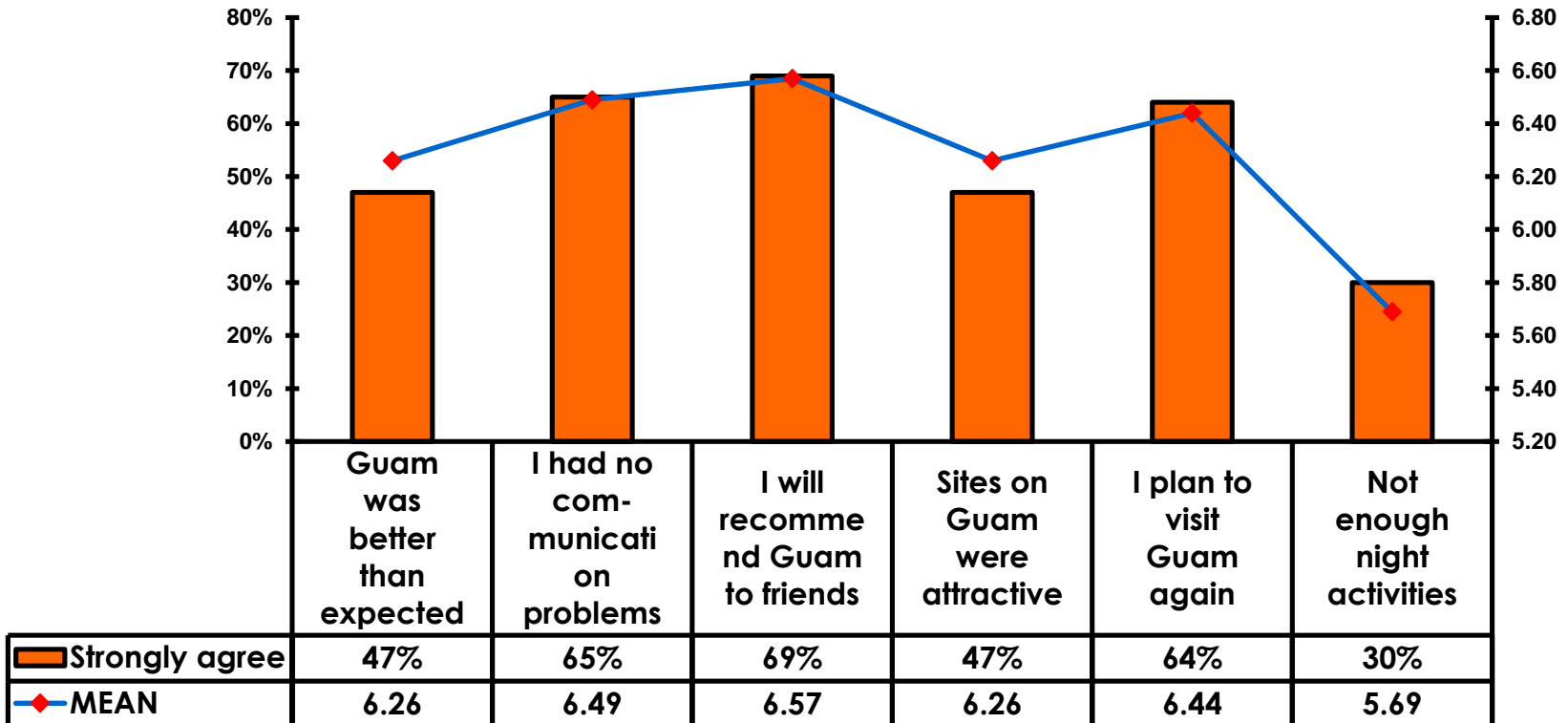
What would it take to make you want to stay an extra day in Guam?

| | FY2015 | FY2016 |
|-------------------------------------|--------|--------|
| More time | 37% | 24% |
| Budget/ money | 37% | 39% |
| Nothing- spent right amount of time | 27% | 38% |
| Flight schedule times | 17% | 16% |
| Less restrictions | 3% | 5% |
| More things to do | 22% | 18% |
| Packages – longer stays | 5% | 6% |
| Other | 2% | 2% |

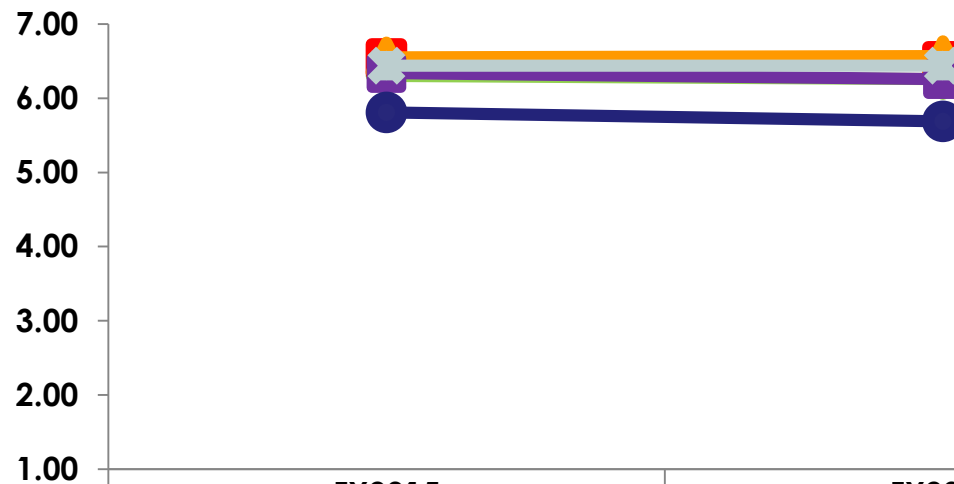
On-Island Perceptions







7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



On-Island Perceptions

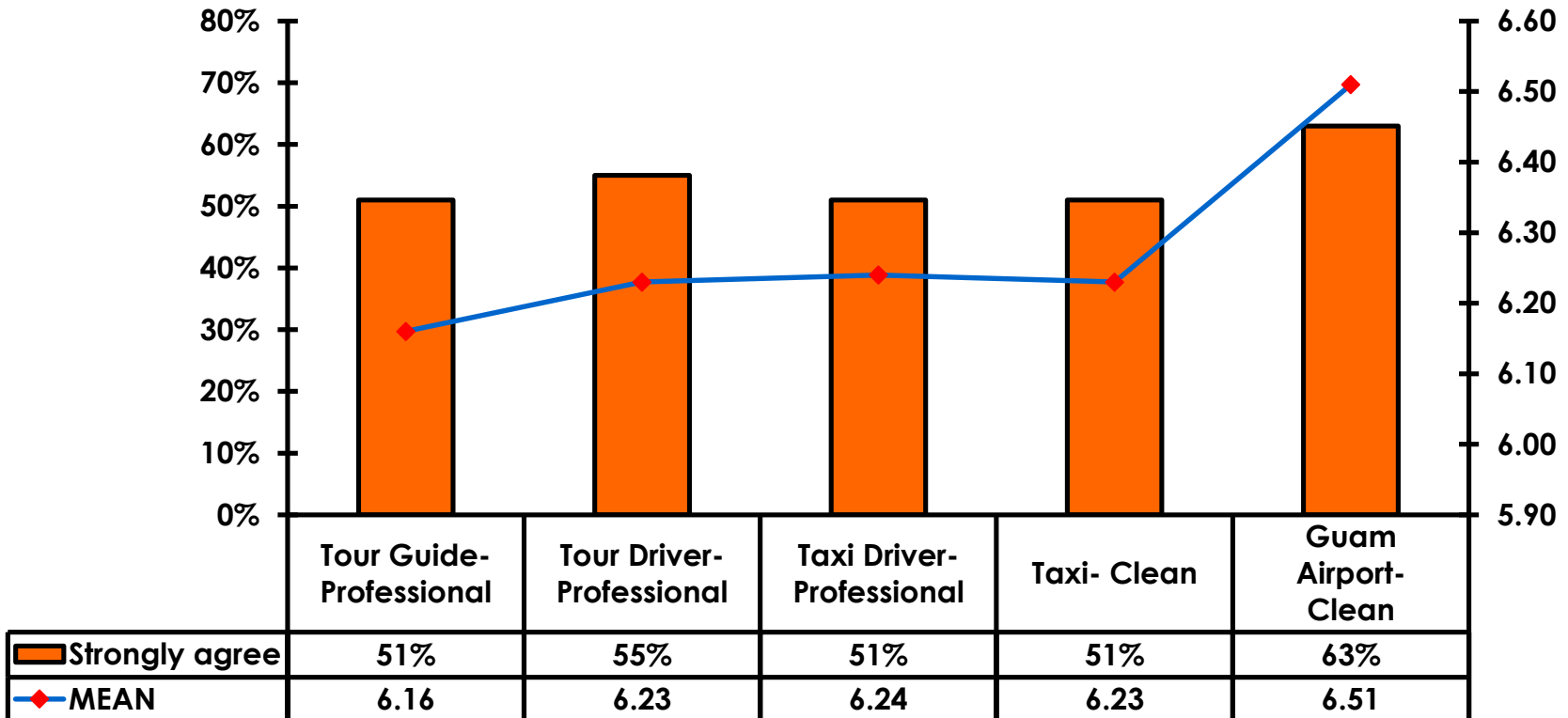


| | FY2015 | FY2016 |
|--|--------|--------|
|  Guam was better than expected | 6.30 | 6.26 |
|  I had no communication problems | 6.53 | 6.49 |
|  I will recommend Guam to friends | 6.55 | 6.57 |
|  Sites on Guam were attractive | 6.34 | 6.26 |
|  I plan to visit Guam again | 6.44 | 6.44 |
|  Not enough night activities | 5.81 | 5.69 |

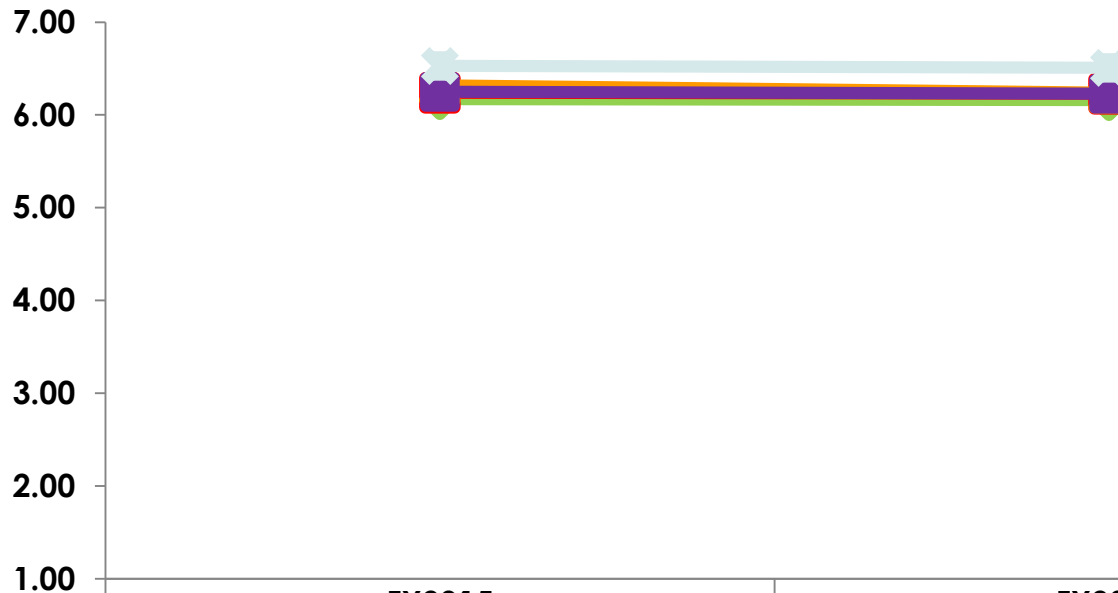
On-Island Perceptions






7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



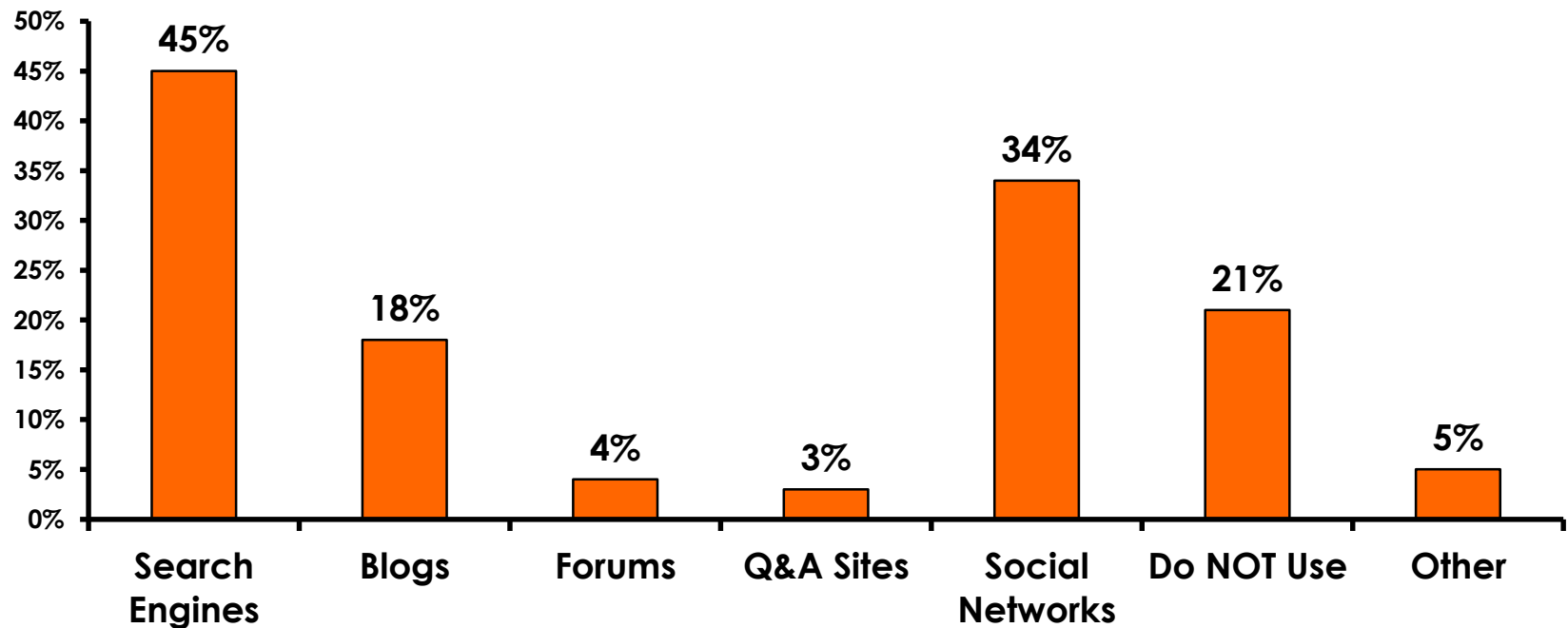
On-Island Perceptions



| | FY2015 | FY2016 |
|---|--------|--------|
|  Tour guide professional | 6.17 | 6.16 |
|  Tour driver professional | 6.24 | 6.23 |
|  Taxi driver professional | 6.32 | 6.24 |
|  Taxis were clean | 6.25 | 6.23 |
|  Guam airport clean | 6.53 | 6.51 |

SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

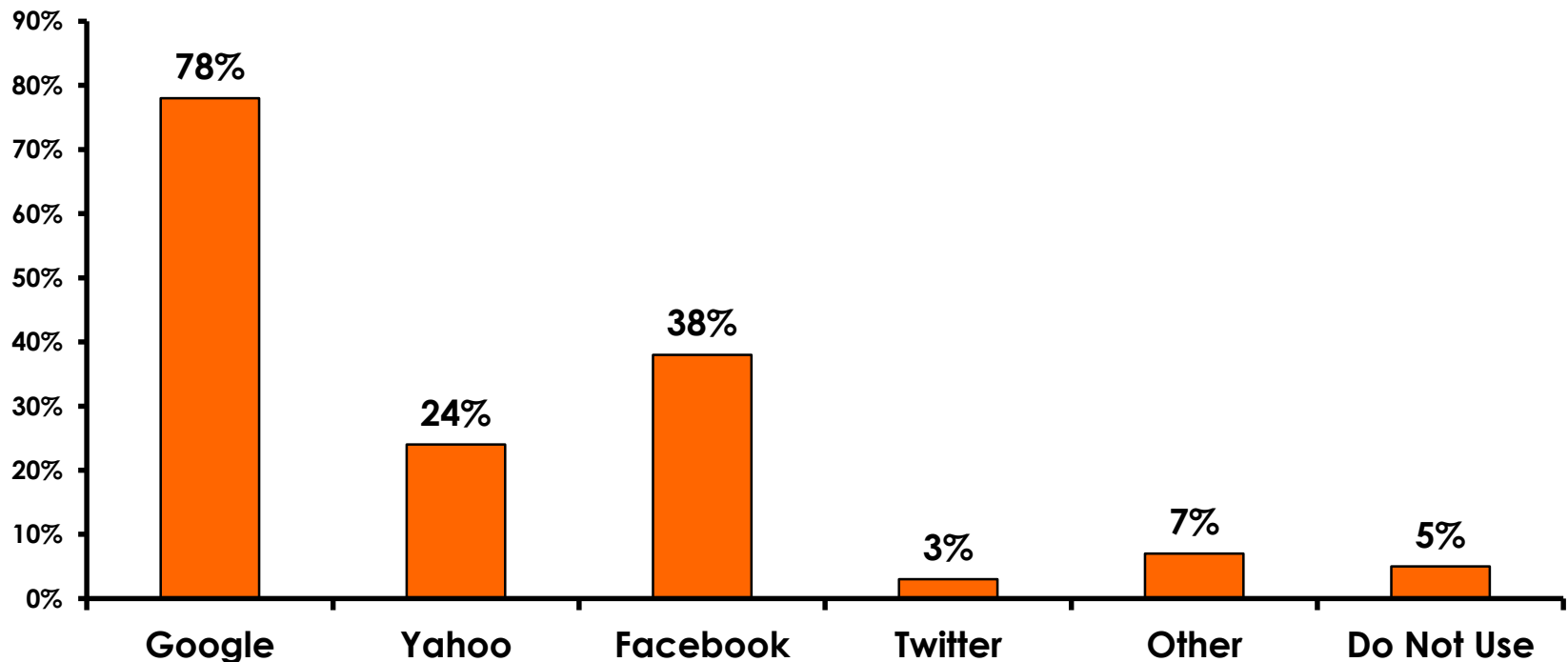


Internet- Guam Sources of Info

| | FY2015 | FY2016 |
|-----------------|--------|--------|
| Search engines | 40% | 45% |
| Forums | 3% | 4% |
| Blogs | 13% | 18% |
| Social Networks | 31% | 34% |
| None | 36% | 21% |
| Q&A sites | 5% | 3% |
| Other | 2% | 5% |

Internet- Things To Do

Sources of Info

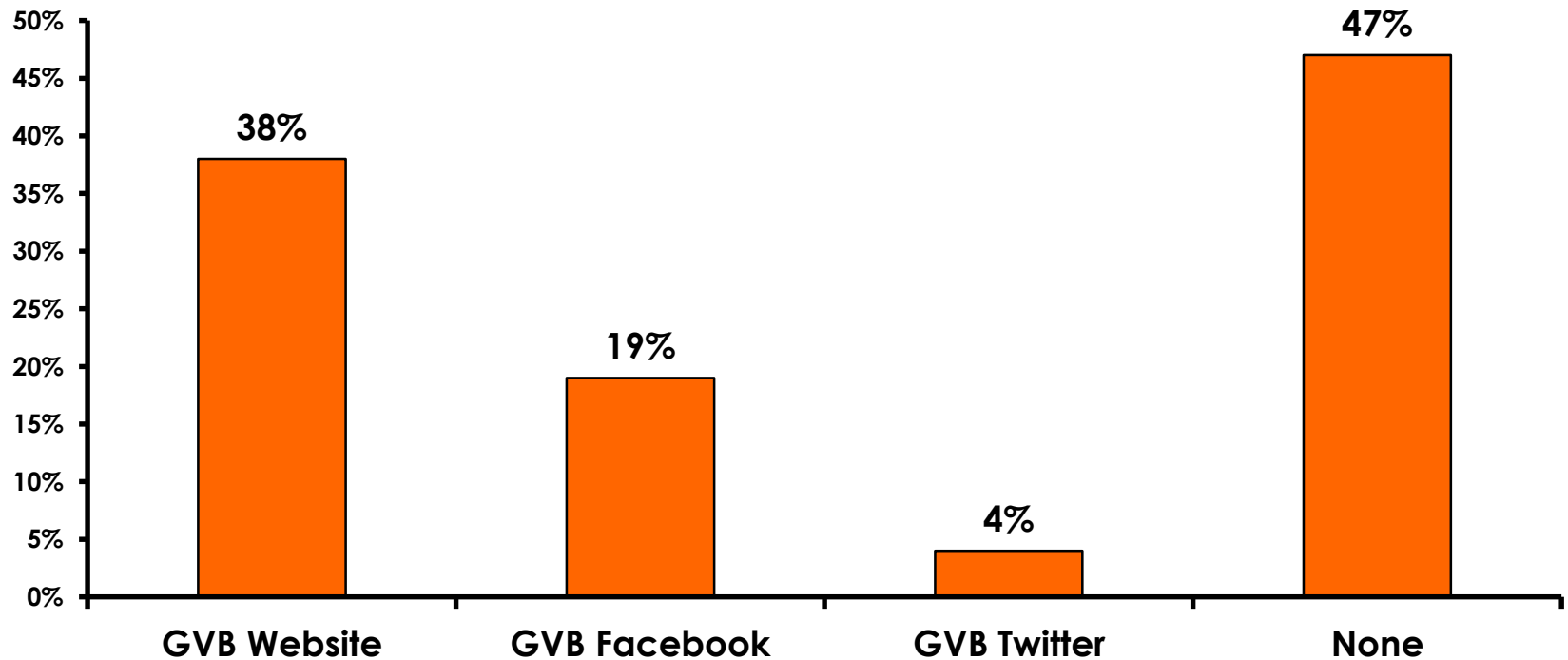


Internet- Things To Do

Sources of Info

| | FY2015 | FY2016 |
|------------|--------|--------|
| Google | 68% | 78% |
| Yahoo | 21% | 24% |
| Facebook | 18% | 38% |
| Do not use | 18% | 5% |
| Other | 5% | 7% |
| Twitter | 1% | 3% |

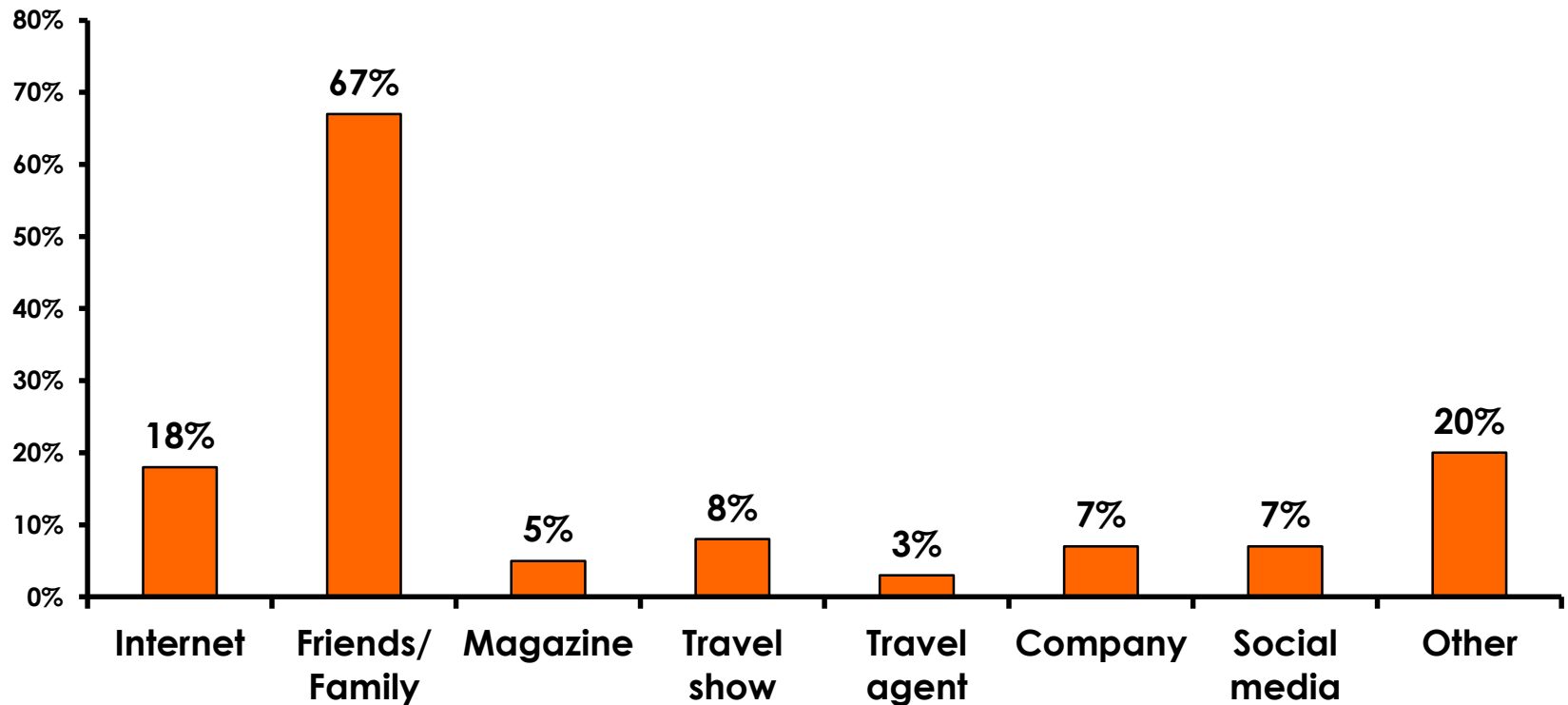
Internet- GVB Sources



Internet- GVB Sources

| | FY2015 | FY2016 |
|--------------|--------|--------|
| None | 73% | 47% |
| GVB Website | 22% | 38% |
| GVB Facebook | 6% | 19% |
| GVB Twitter | 1% | 4% |

Travel Motivation- Info Sources

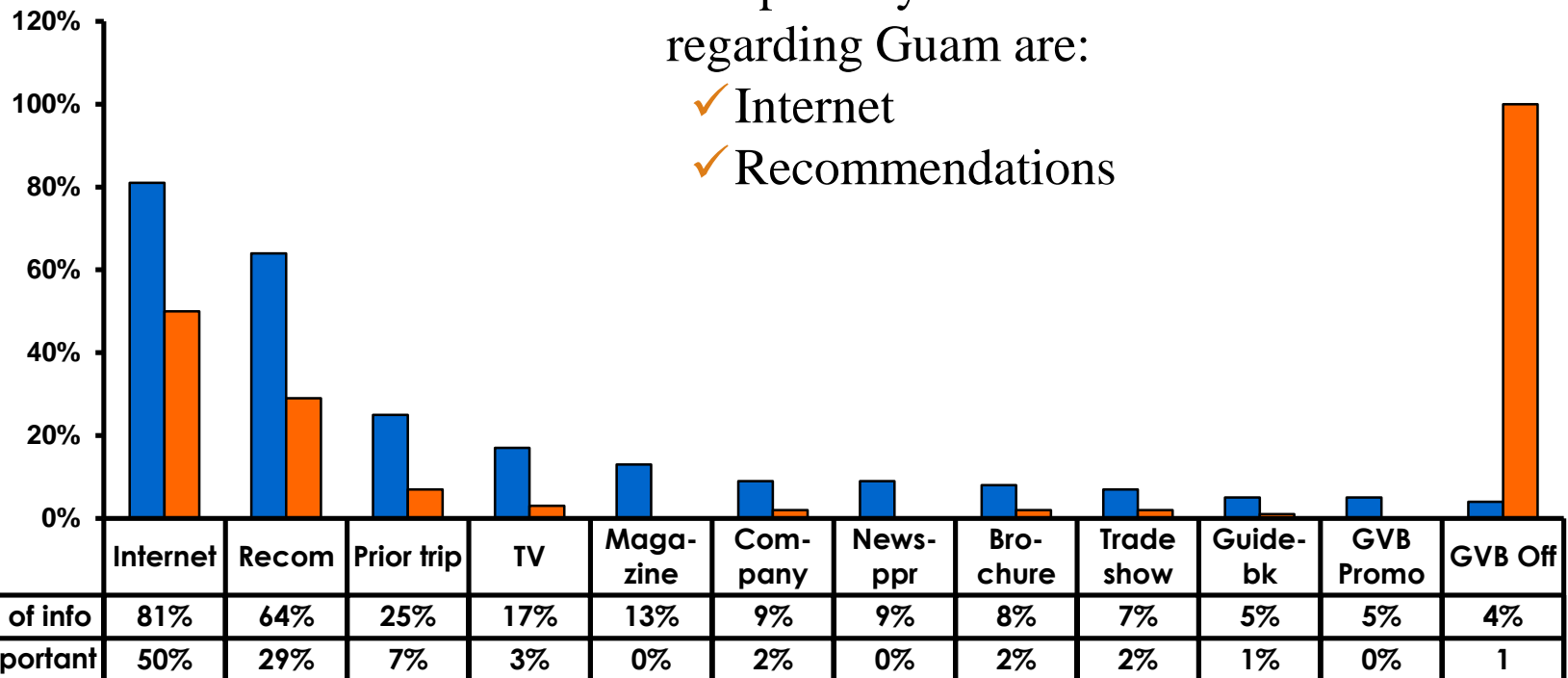


Travel Motivation- Info Sources

| | FY2015 | FY2016 |
|-------------------|--------|--------|
| Friends/ Family | 49% | 67% |
| Internet | 11% | 18% |
| Travel Agent | 4% | 3% |
| Travel shows | 2% | 8% |
| Other | 22% | 20% |
| Magazine | 2% | 5% |
| Company/ Bus Trip | 23% | 7% |
| Social Media | 2% | 7% |

Sources of Information Pre-arrival

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

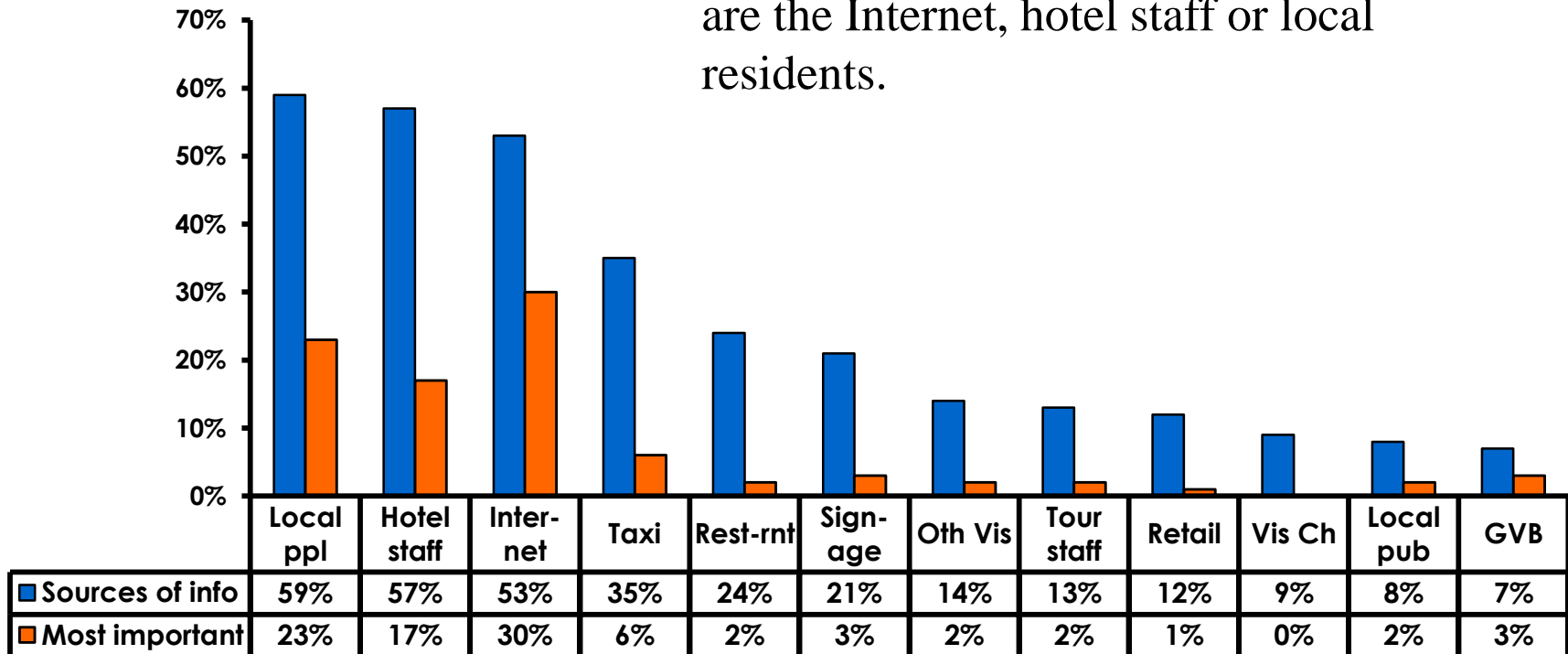


Sources of Information Pre-arrival

| | FY2015 | FY2016 |
|-------------------|-----------|-----------|
| Internet | 43% | 50% |
| Recommend | 38% | 29% |
| Brochure | 5% | Not top 3 |
| Prior trip | Not top 3 | 7% |

Sources of Information Post-arrival

- The primary local source of information are the Internet, hotel staff or local residents.

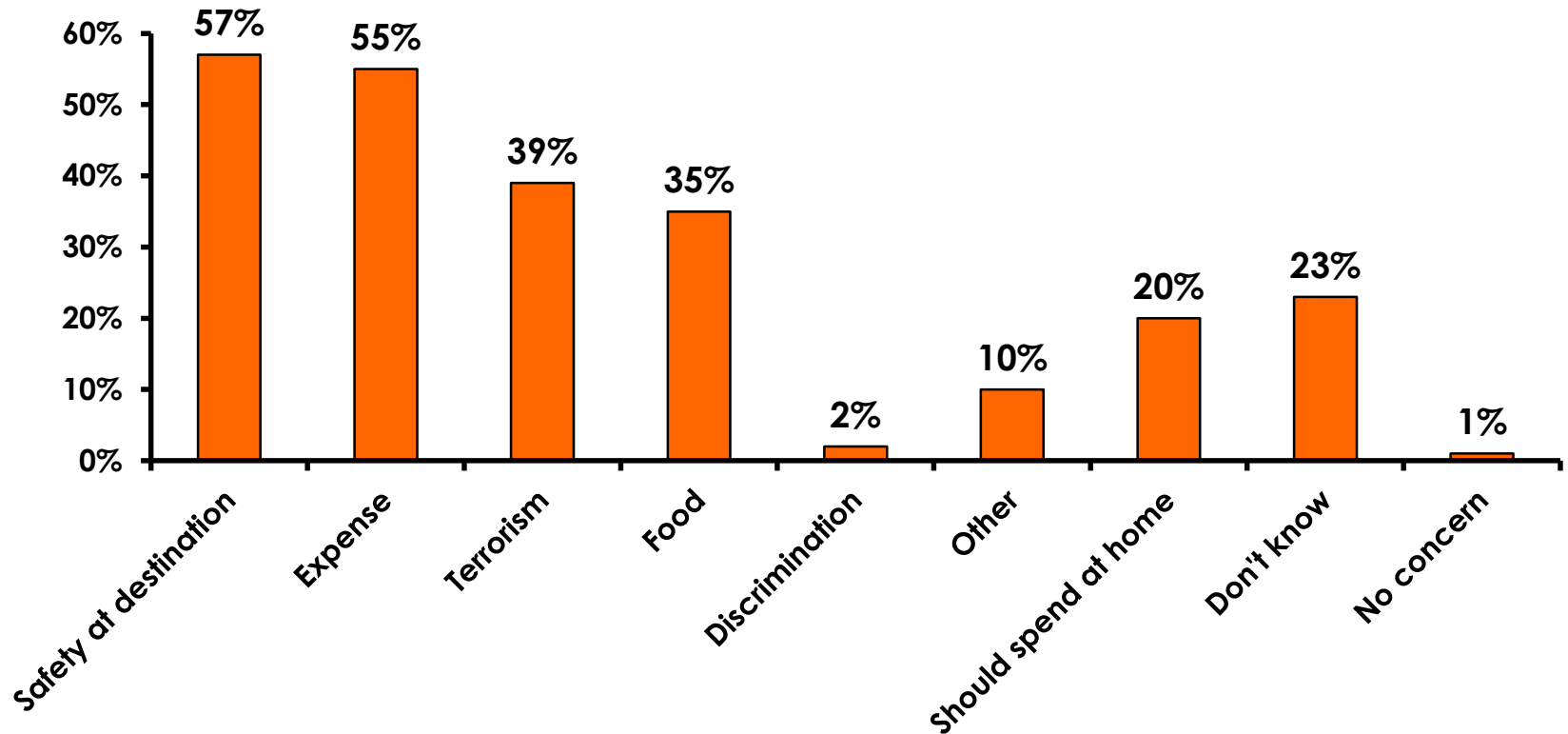


Sources of Information Post-arrival

| | FY2015 | FY2016 |
|--------------|-----------|-----------|
| Local people | 25% | 23% |
| Internet | 20% | 30% |
| Tour staff | 15% | Not top 3 |
| Hotel staff | Not top 3 | 17% |

SECTION 6 **OTHER ISSUES**

Concerns about travel outside of Philippines - Overall



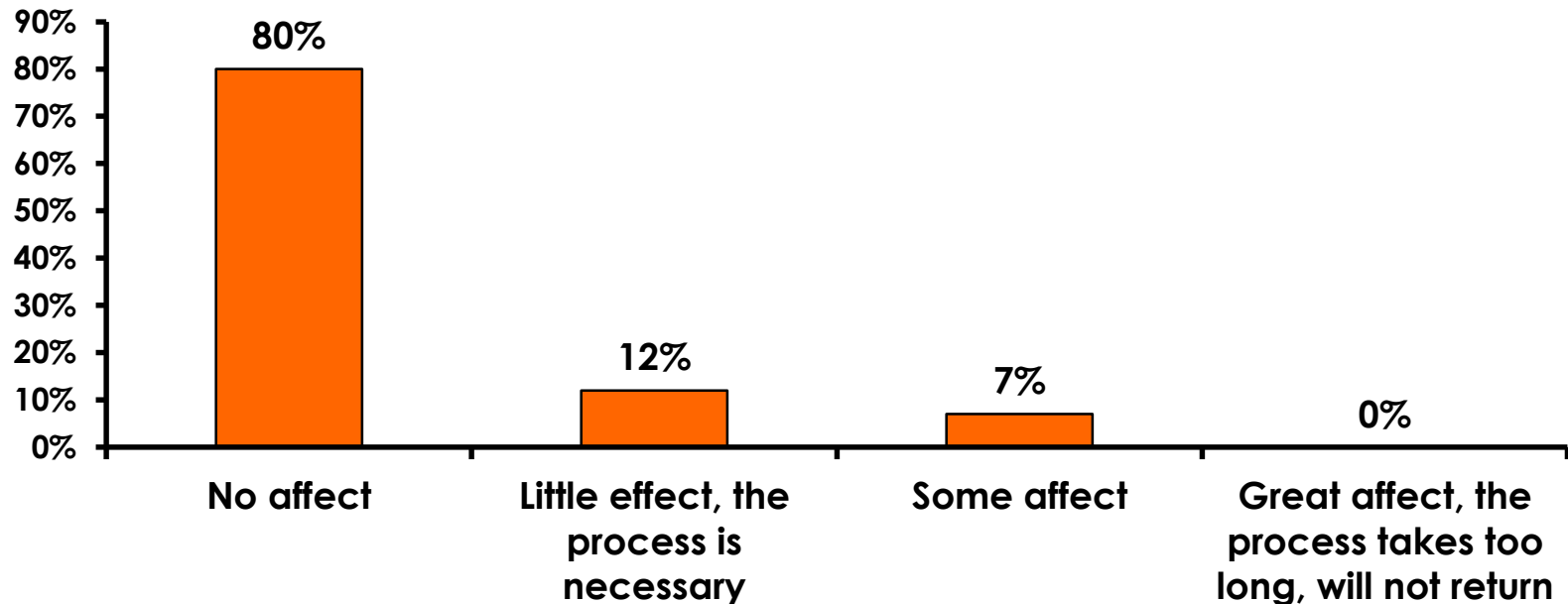
Concerns about travel outside of Philippines - Overall

| | FY2015 | FY2016 |
|--------------------|--------|--------|
| Safety | 67% | 57% |
| Food | 33% | 35% |
| Expense | 46% | 55% |
| Terrorism | 32% | 39% |
| Discrimination | 2% | 2% |
| Should spend @home | 16% | 20% |
| Other | 17% | 10% |
| DK | 12% | 23% |
| No Concern | 7% | 1% |

Concerns about travel outside of Philippines - By Age & Income

| | | TOTAL | AGE | | | | Q26 | | | | | | | |
|-----|----------------------------------|-------|-------|-------|-------|-----|-------|----------|-----------|-----------|-----------|-------|-----------|----|
| | | - | 18-24 | 25-34 | 35-49 | 50+ | <=50K | 50K-150K | 150K-250K | 250K-350K | 350K-450K | 450K+ | No Income | |
| Q21 | Safety | 57% | 55% | 51% | 62% | 59% | 55% | 61% | 50% | 71% | 55% | 59% | 50% | |
| | Expense | 55% | 90% | 61% | 51% | 45% | 41% | 50% | 54% | 50% | 45% | 68% | 57% | |
| | Terrorism | 39% | 25% | 29% | 47% | 42% | 41% | 44% | 46% | 38% | 30% | 37% | 29% | |
| | Food | 35% | 40% | 33% | 39% | 32% | 41% | 39% | 33% | 38% | 25% | 33% | 29% | |
| | Don't know | 23% | 30% | 18% | 28% | 21% | 21% | 22% | 25% | 13% | 15% | 29% | 36% | |
| | Should spend at home | 20% | 25% | 22% | 23% | 14% | 24% | 22% | 13% | 17% | 5% | 24% | 14% | |
| | Other | 10% | | 10% | 12% | 12% | 10% | 3% | 8% | 13% | 25% | 8% | 14% | |
| | Discrimination against Filipinos | 2% | | 6% | 1% | | 7% | 6% | | | | | | |
| | No concerns | 1% | | 2% | 1% | | 3% | | 4% | 4% | | | | |
| | Total | Count | 225 | 20 | 51 | 74 | 78 | 29 | 36 | 24 | 24 | 20 | 63 | 14 |

Security Screening/ Immigration Process at Guam International Airport



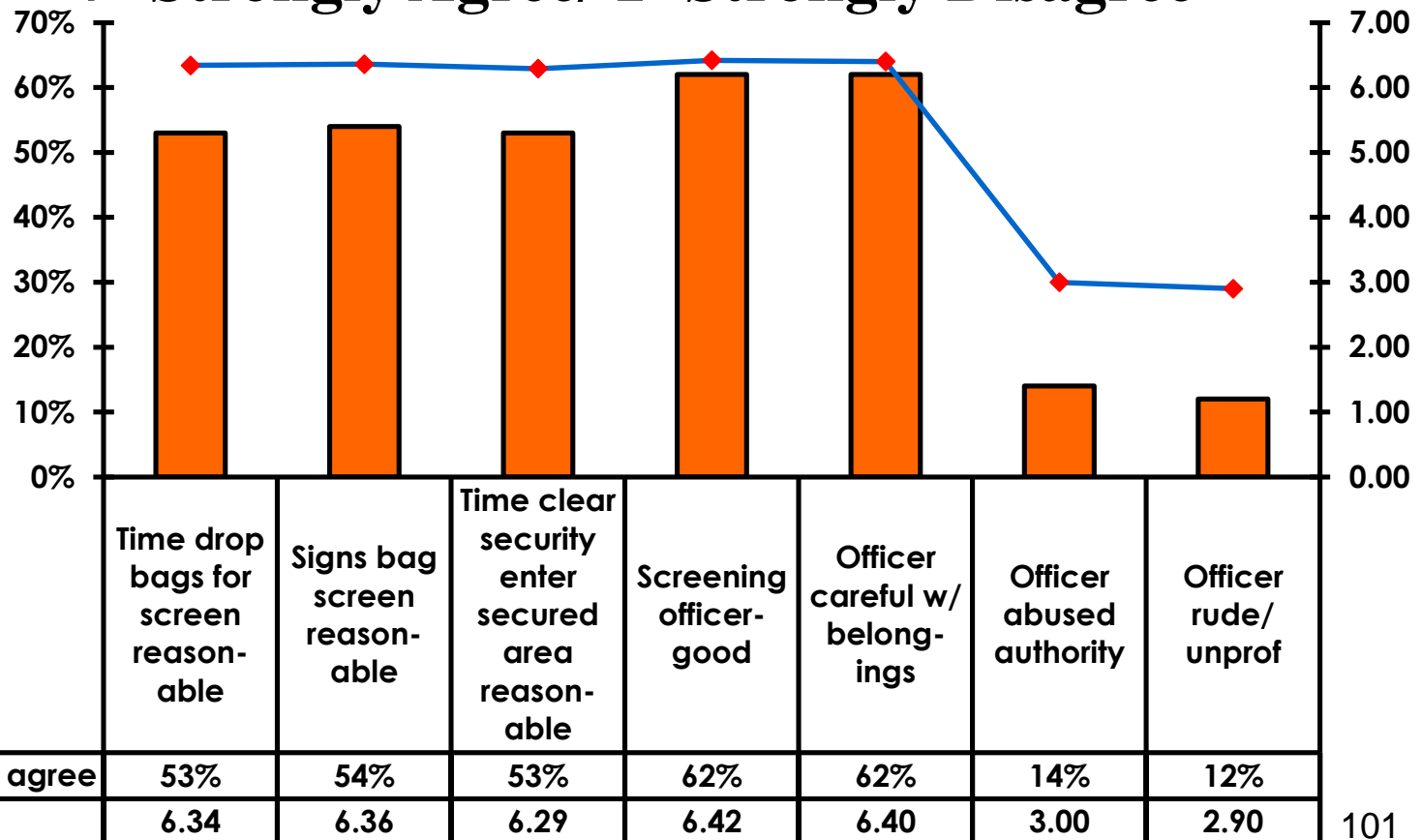
Security Screening/ Immigration Process at Guam International Airport

| | FY2015 | FY2016 |
|---------------|--------|--------|
| No effect | 83% | 80% |
| Little effect | 13% | 12% |
| Some effect | 2% | 7% |
| Great effect | 2% | 0% |

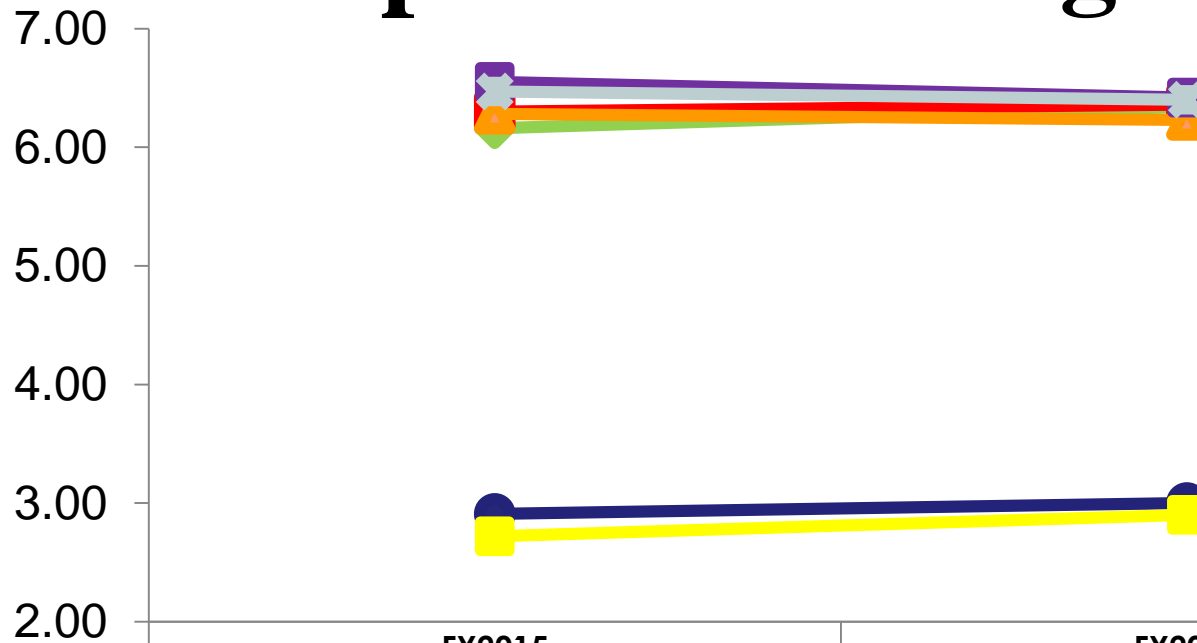
Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree

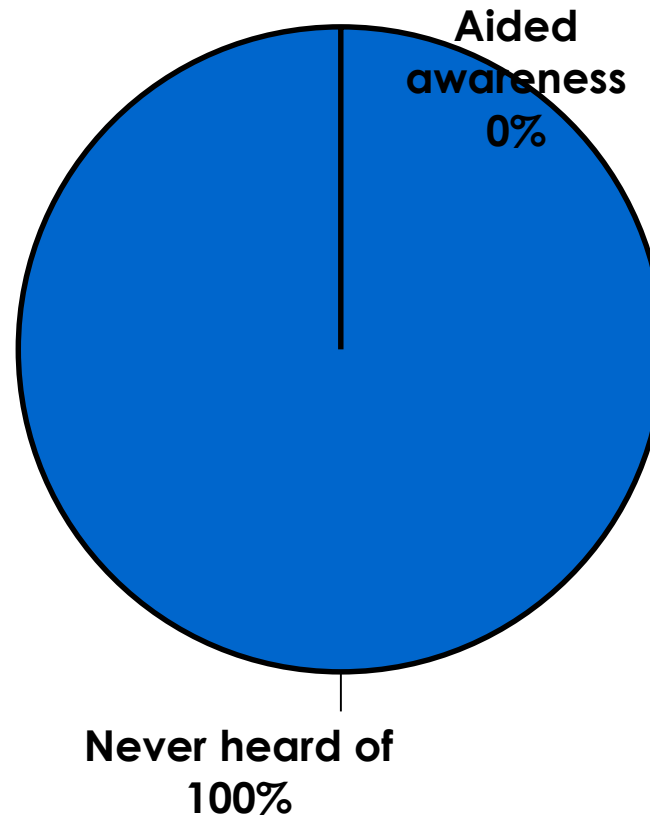


Airport Screening



| | FY2015 | FY2016 |
|----------------------|--------|--------|
| Time- Bag screening | 6.16 | 6.34 |
| Sign- Bag Screen | 6.30 | 6.36 |
| Time- clear security | 6.28 | 6.23 |
| Officer- good | 6.55 | 6.42 |
| Officer- careful | 6.47 | 6.40 |
| Officer- abusive | 2.91 | 3.00 |
| Officer- rude | 2.72 | 2.90 |

SHOP GUAM FESTIVAL

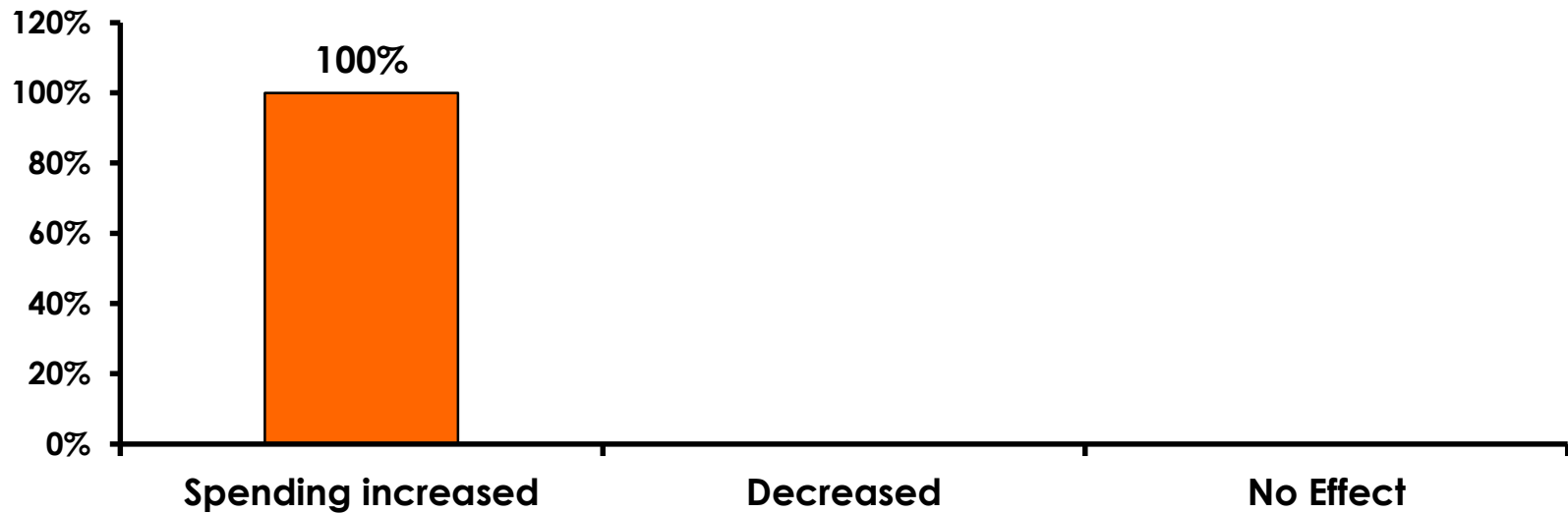


SHOP GUAM FESTIVAL

| | FY2015 | FY2016 |
|------------------------|--------|--------|
| Aided Awareness | 6% | 0% |
| Not aware | 94% | 100% |

Shop Guam Festival Impact

n=1



Shop Guam Festival Impact

| | FY2015 | FY2016 |
|-----------|--------|--------|
| Increased | 50% | 100% |
| Decreased | 25% | - |
| No change | 25% | - |