Guam Visitors Bureau

Philippine Visitor Tracker Exit Profile & Market Segmentation Report

FY2017

QTR.2 (JANUARY – MARCH 2017)

Prepared by: Anthology Research

VISIT GUAM 2017 YEAR OF LOVE

[ANTHOLOGY]
AnthologyGroup.com

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN | GUAM

Background and Methodology

- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, Anthology's professional Filipino speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.

- A total of **103** departing Filipino 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 **103** is +/- 9.80 percentage points with a 95% confidence level. That is, if all Filipino 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 +/- 9.80 percentage points.
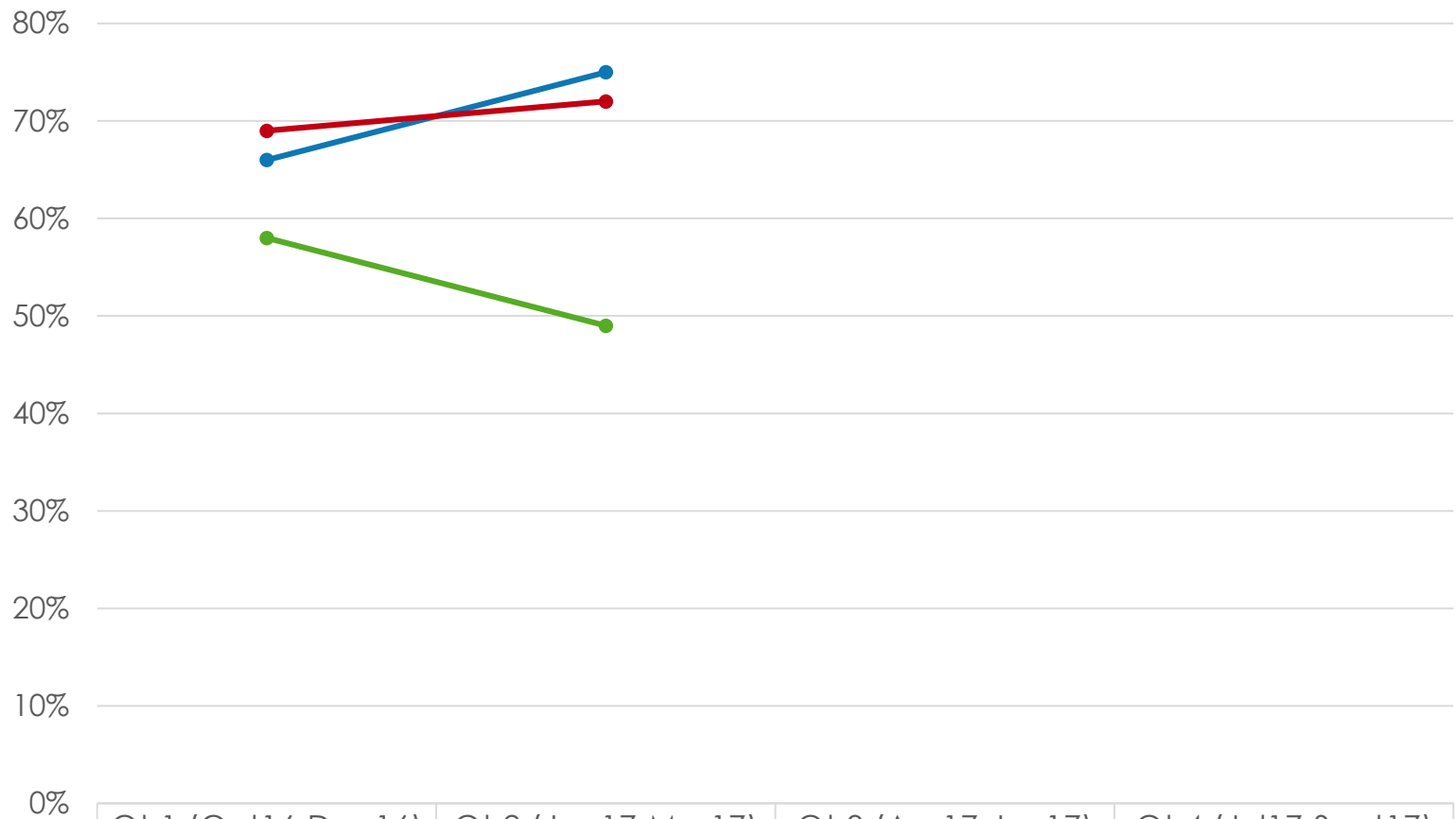
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Objectives

- To monitor the effectiveness of the Filipino seasonal campaigns in attracting Filipino visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Philippines marketing plan.

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

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Key Highlighted Segments

- **The specific objectives were:**

  – To determine the relative size and expenditure behavior of the following market segments:

    - FITs (Q7)
    - Leisure traveler (Q5A Here to relax/ Here to see beaches, tropical climate, here for pleasure)
    - Family (Q6)
    - MICE (Q5A Convention/ Conference/ Trade Show/ Company sponsored)

  – To identify the most significant factors affecting overall visitor satisfaction.

  – To identify (for all Filipino visitors) the most important determinants of on-island spending
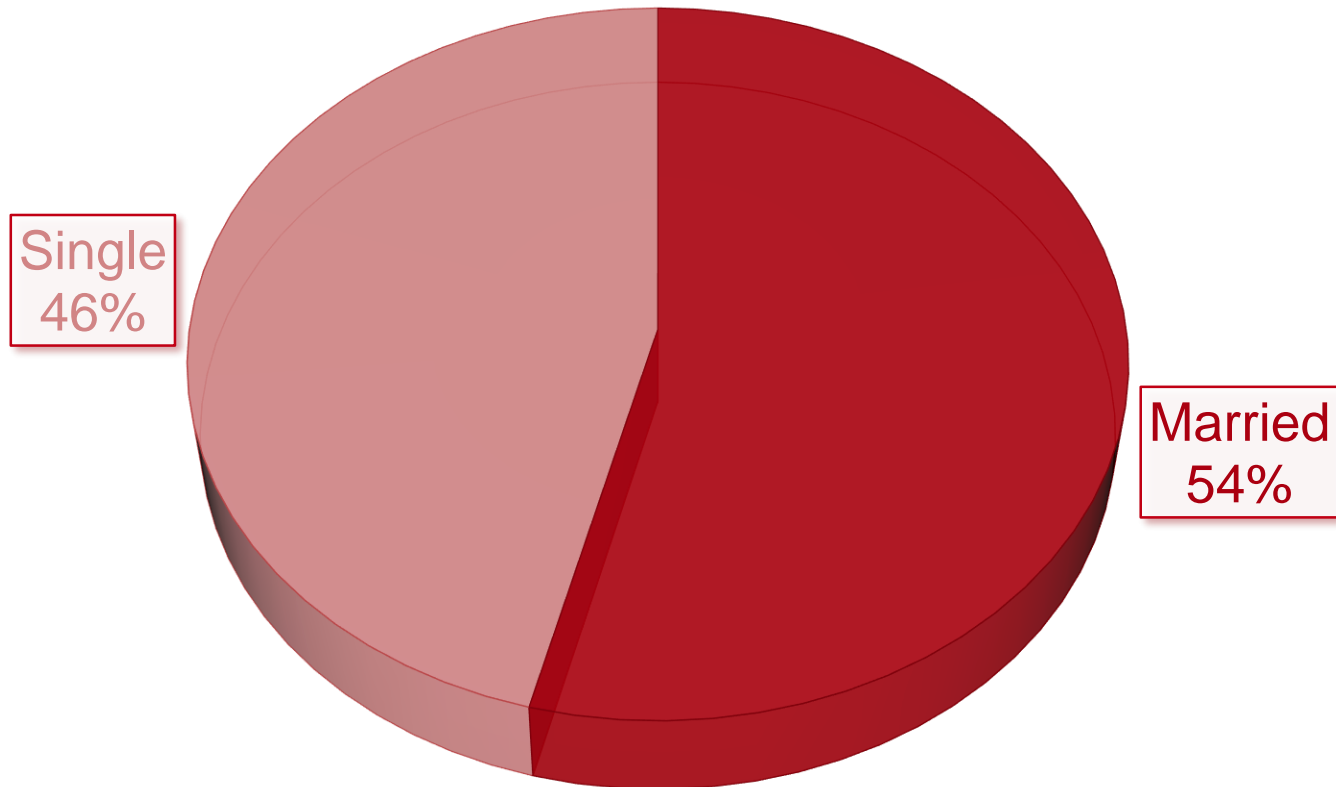
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Key Highlighted Segments

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
FITs	66%	75%		
Leisure Trvl	69%	72%		
Family	58%	49%		
MICE				

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SECTION 1
PROFILE OF RESPONDENTS

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Marital Status

Single 46%

Married 54%

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Marital status – FY2017 Tracking
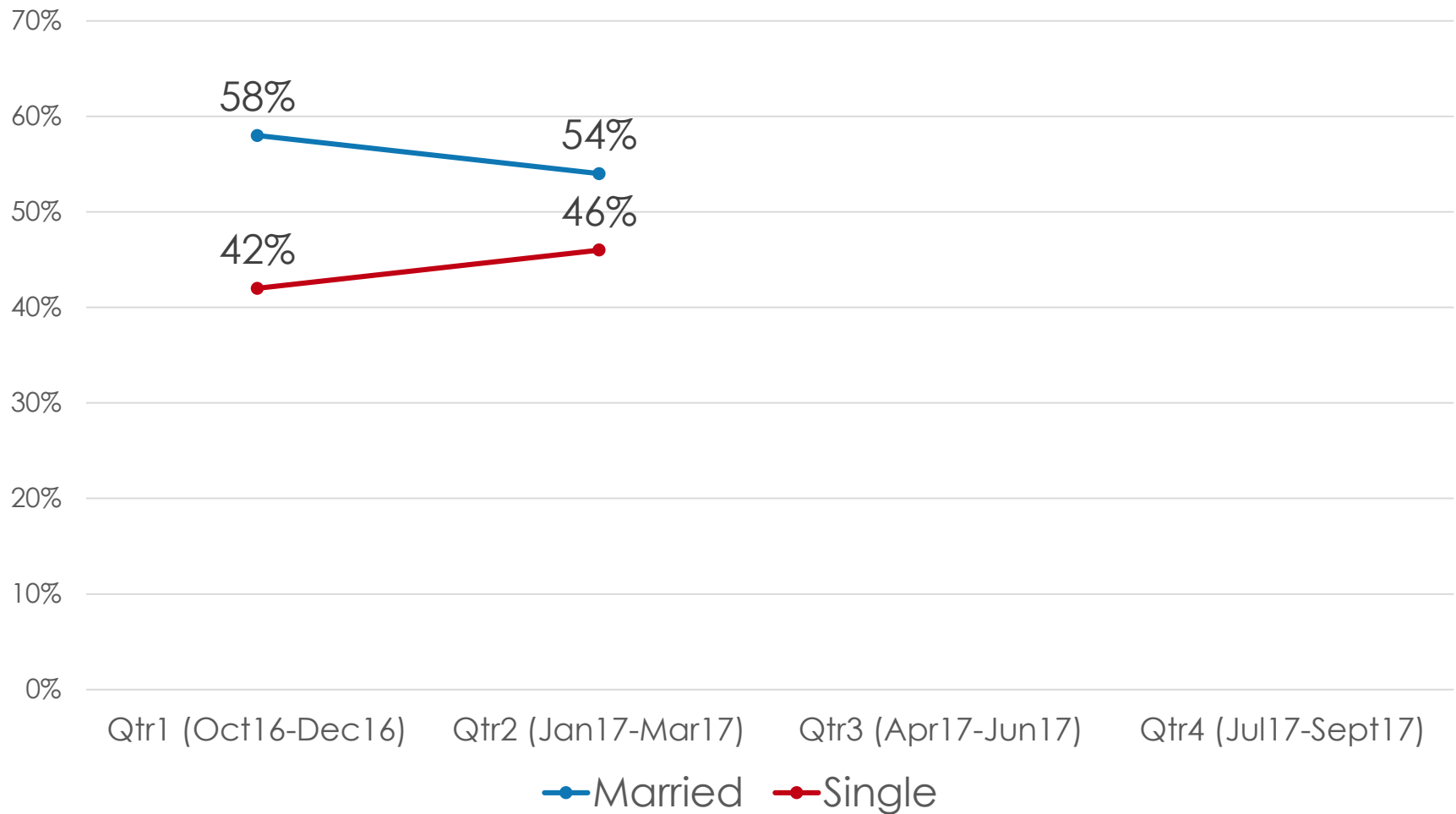
Marital status – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

QE Are you married or single?

		TOTAL	FAMILY	FIT	LEISURE
		-	-	-	-
qe	Married	54%	80%	53%	53%
	Single	46%	20%	47%	47%
	Total	102	50	77	73

Prepared by QMark Research

[A]

Age

MEAN = 41.26
MEDIAN = 39

[A]

Age – FY2017 Tracking

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	40.03	41.26		
MEDIAN	38	39		

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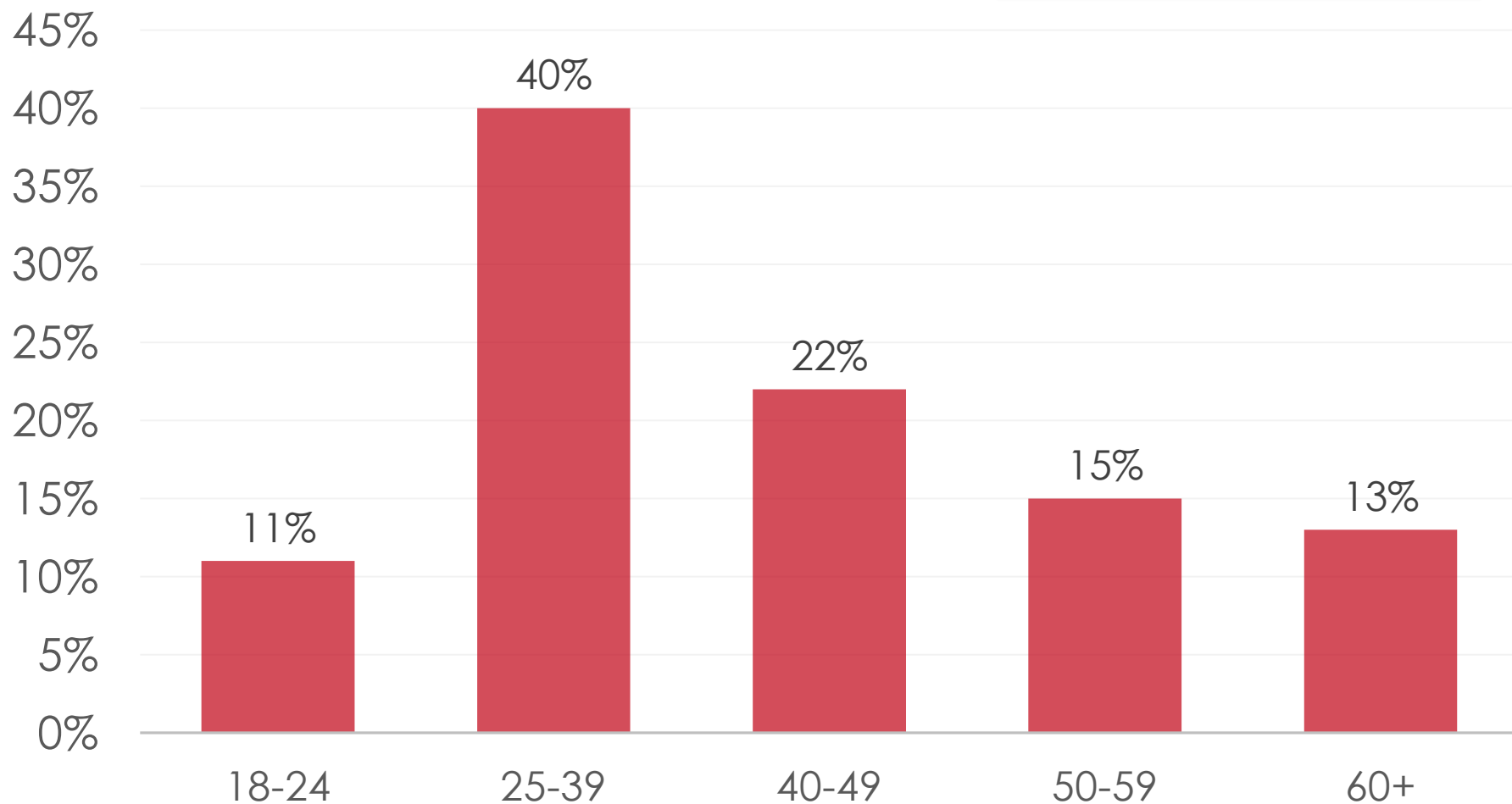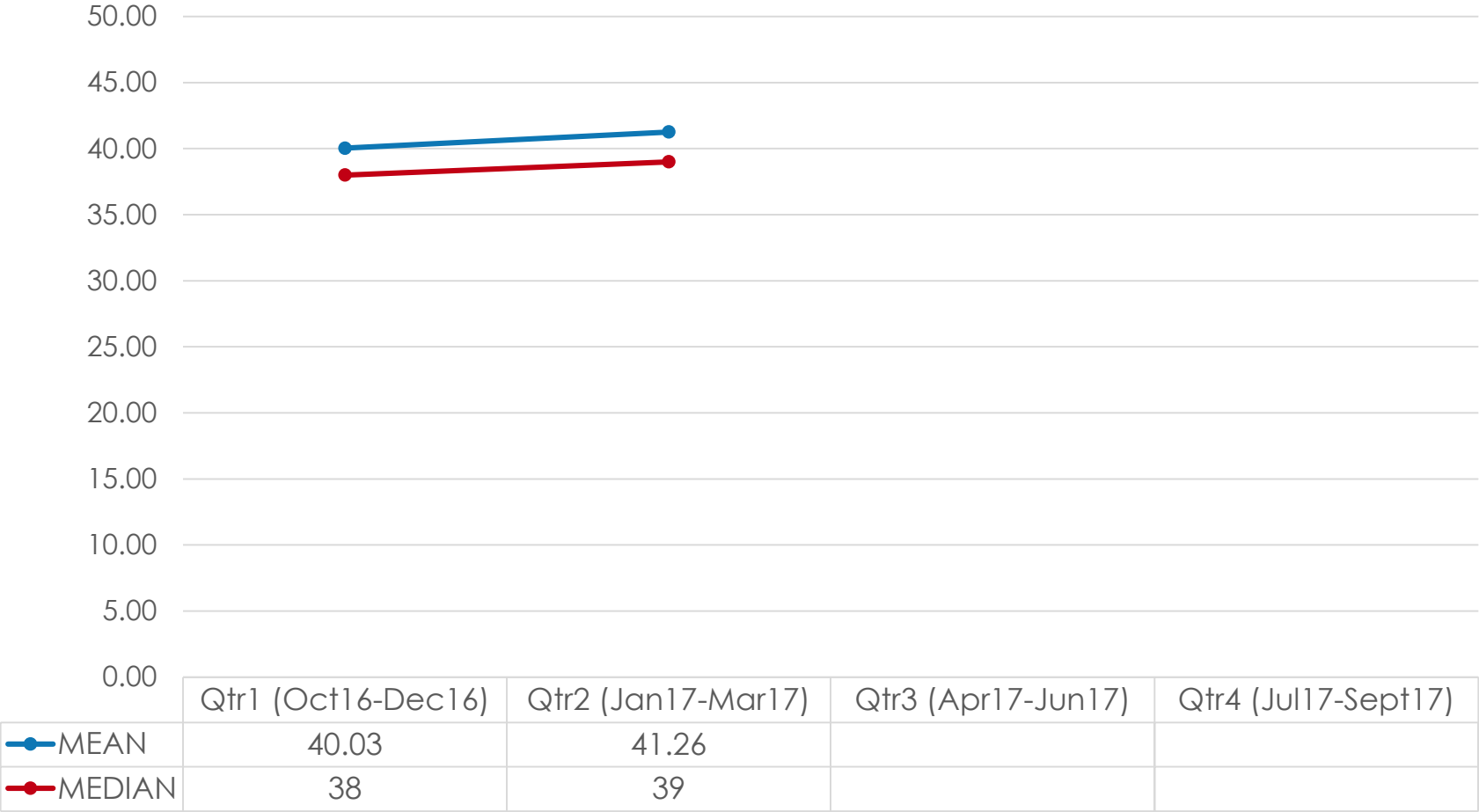
Age – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

QF And what was your age on your last birthday?

		TOTAL	FAMILY	FIT	LEISURE
		-	-	-	-
QF	18-24	11%	12%	13%	11%
	25-39	40%	40%	43%	47%
	40-49	22%	16%	21%	16%
	50-59	15%	18%	16%	15%
	60+	13%	14%	8%	11%
	Total	102	50	77	73
qf	Mean	41.26	42.10	38.97	40.04
	Median	39	39	36	36

Prepared by QMark Research

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Annual Household Income

Income Bracket	Percentage
<P50K	6%
P50k-150k	13%
P150K-250	10%
P250K-350K	13%
P350K-450K	15%
P450K+	38%
No Income	4%

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Annual Household Income

EXCHANGE RATE Peso 49.89=$1

■ 1st Time ■ Repeat

Income	1st Time	Repeat
<P50K	5%	8%
P50k-150k	15%	11%
P150K-250	13%	6%
P250K-350K	8%	19%
P350K-450K	18%	11%
P450K+	39%	36%
No Income	2%	8%

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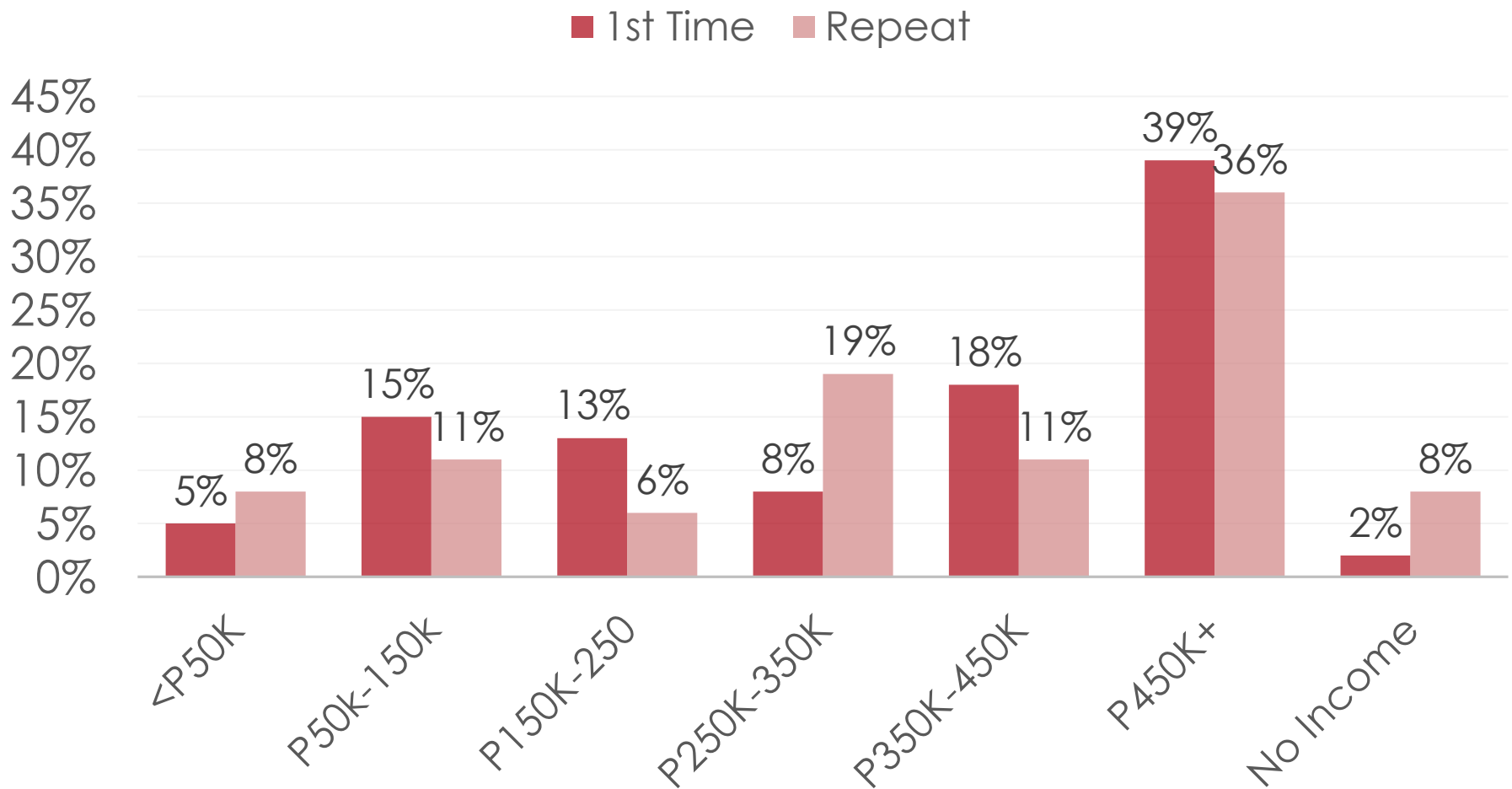
Annual Household Income – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

Q26 What is your approximate annual household income before taxes?
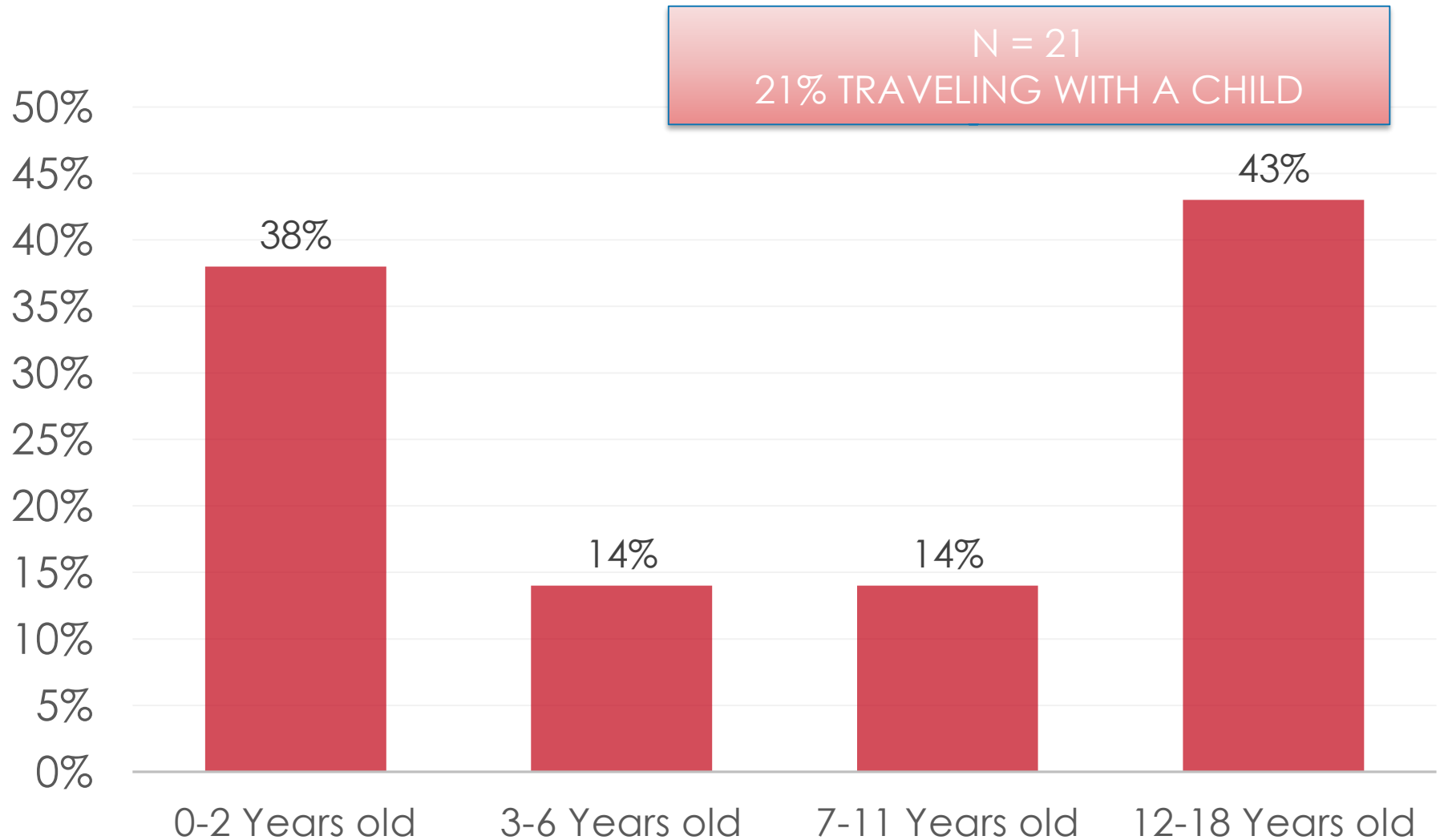
		TOTAL	FAMILY	FIT	LEISURE
		-	-	-	-
Q26	<=50K	6%	7%	7%	6%
	50K-150K	13%	13%	10%	14%
	150K-250K	10%	7%	6%	10%
	250K-350K	13%	9%	11%	11%
	350K-450K	15%	11%	15%	20%
	450K+	38%	48%	46%	37%
	No Income	4%	7%	6%	3%
	Total	98	46	72	71

Prepared by QMark Research

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Travel Party

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Travel Party - Children

N = 21
21% TRAVELING WITH A CHILD

0-2 Years old	38%
3-6 Years old	14%
7-11 Years old	14%
12-18 Years old	43%

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Trips to Guam

Repeat
39%

First time
61%

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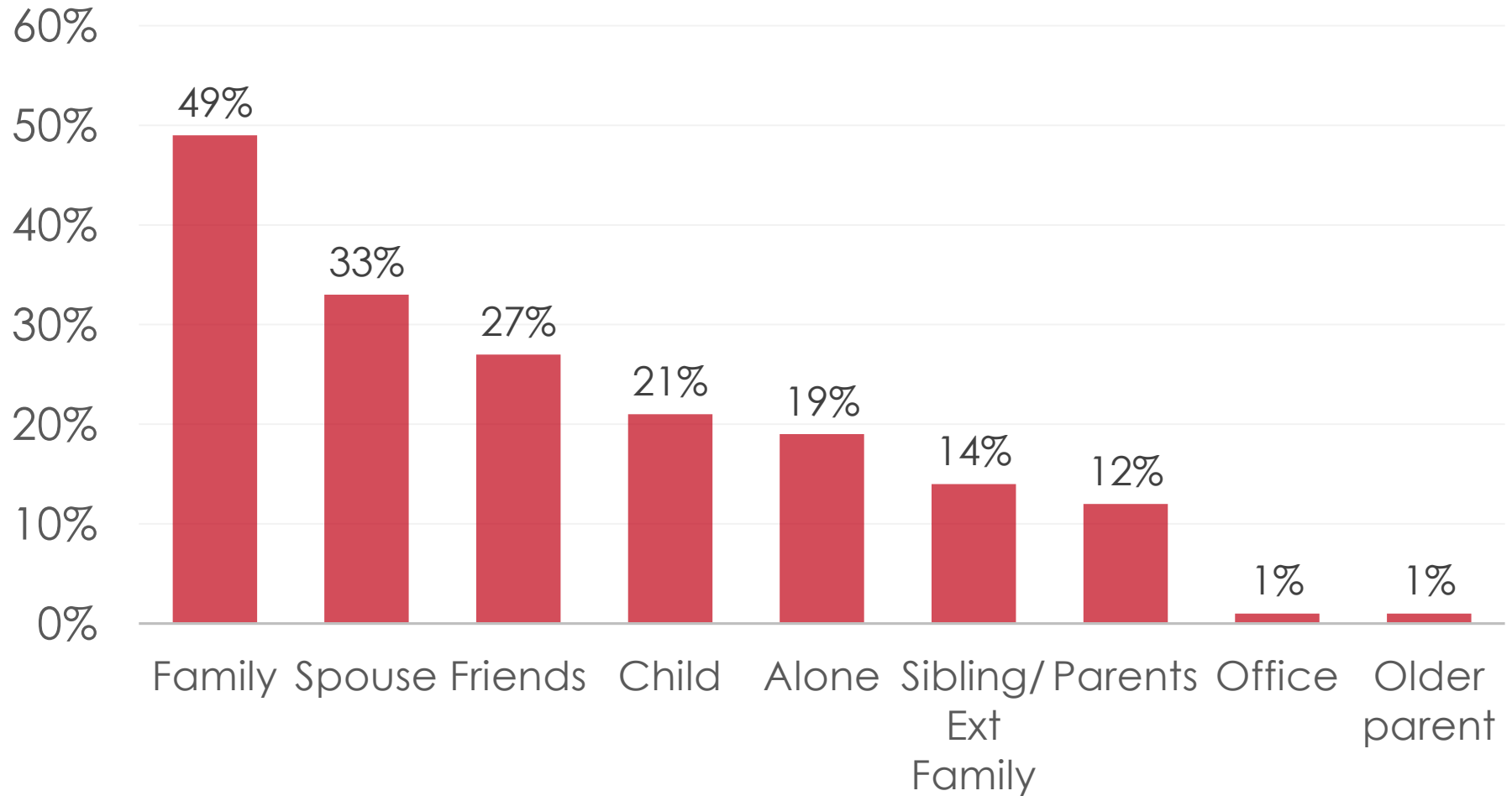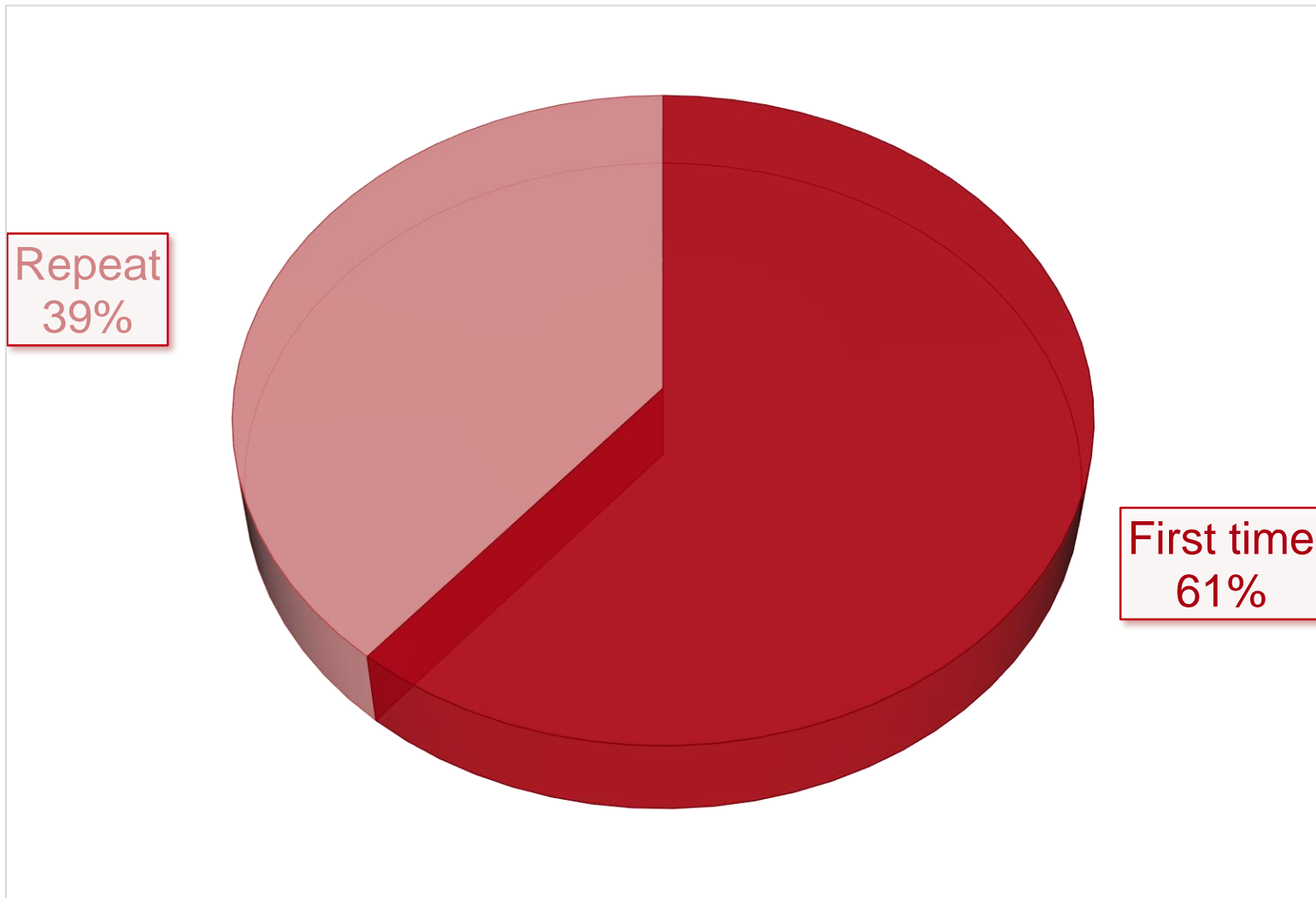
Trips to Guam – FY2017 Tracking

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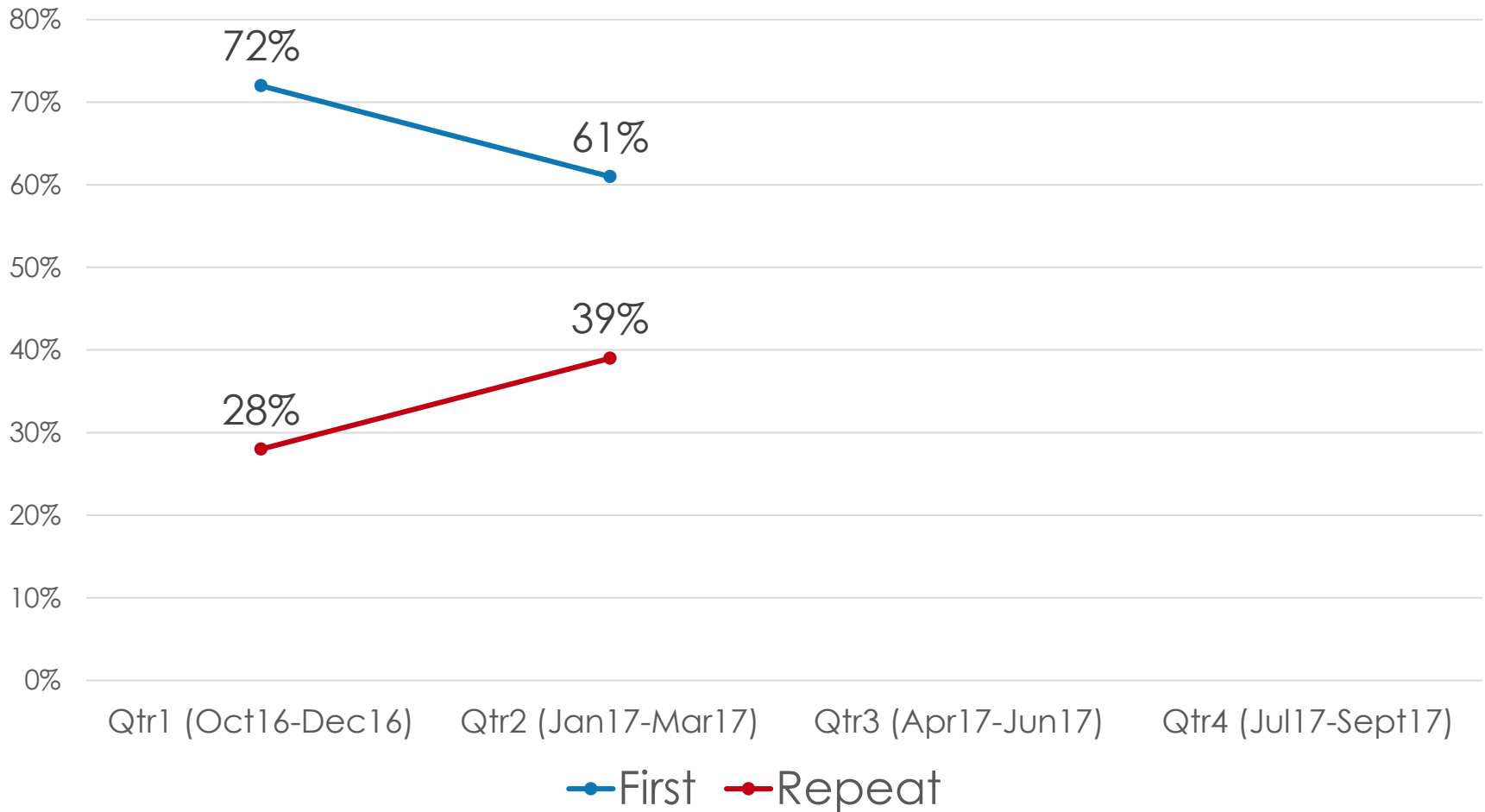
Trips to Guam – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

Q3A Is this your first trip to Guam?

		TOTAL	FAMILY	FIT	LEISURE
		-	-	-	-
Q3A	Yes	61%	62%	61%	66%
	No	39%	38%	39%	34%
	Total	102	50	76	74

Prepared by QMark Research

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Repeat Visitor- Most Recent Trip

N = 35
MEAN NUMBER OF TRIPS = 3.51
MEDIAN NUMBER OF TRIPS = 3

- Within the last year: 46%
- One to two years ago: 26%
- More than two years: 29%

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Length of Stay

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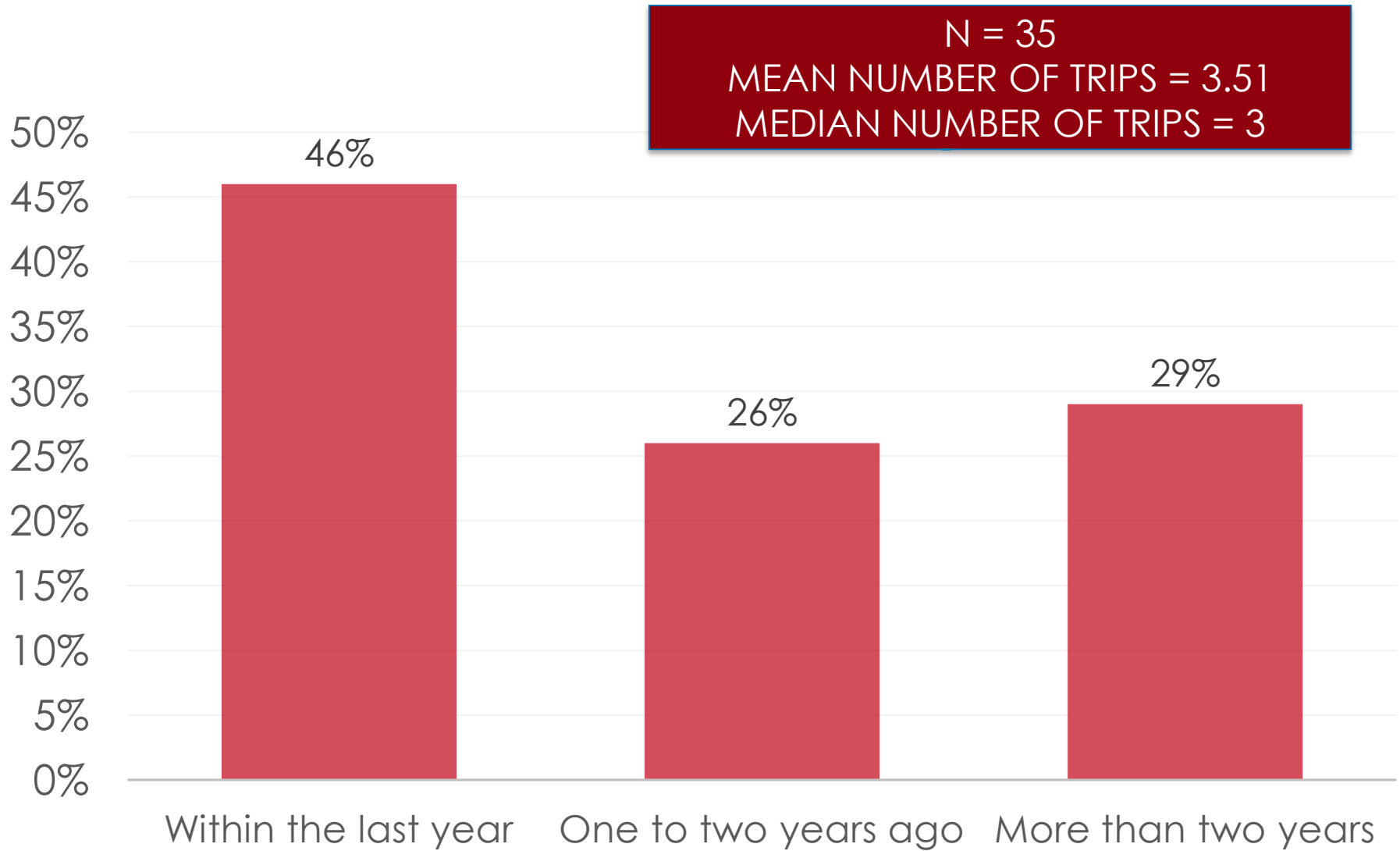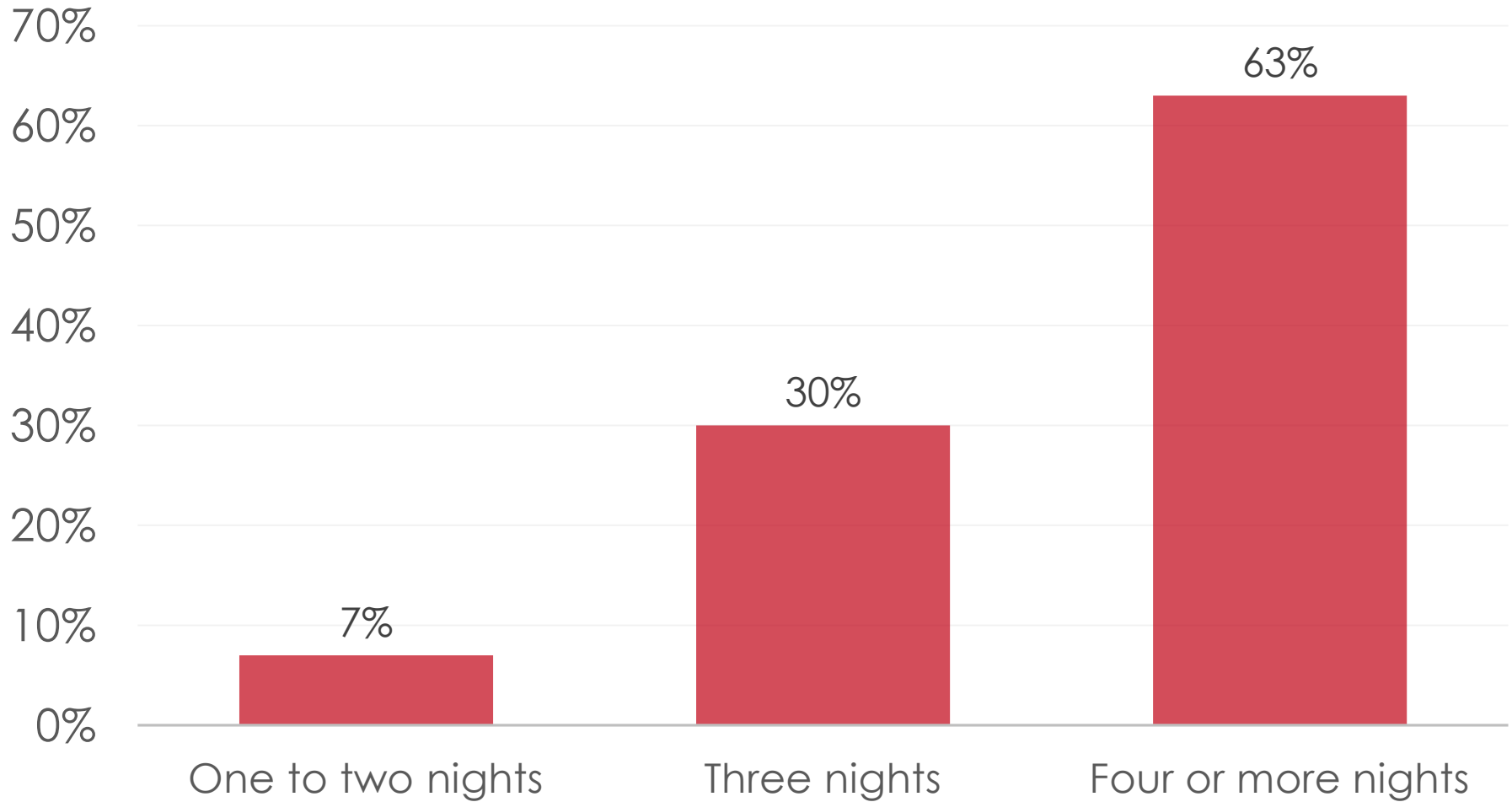
Length of Stay – FY2017 Tracking

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	5.28	8.28		
MEDIAN	4	4		

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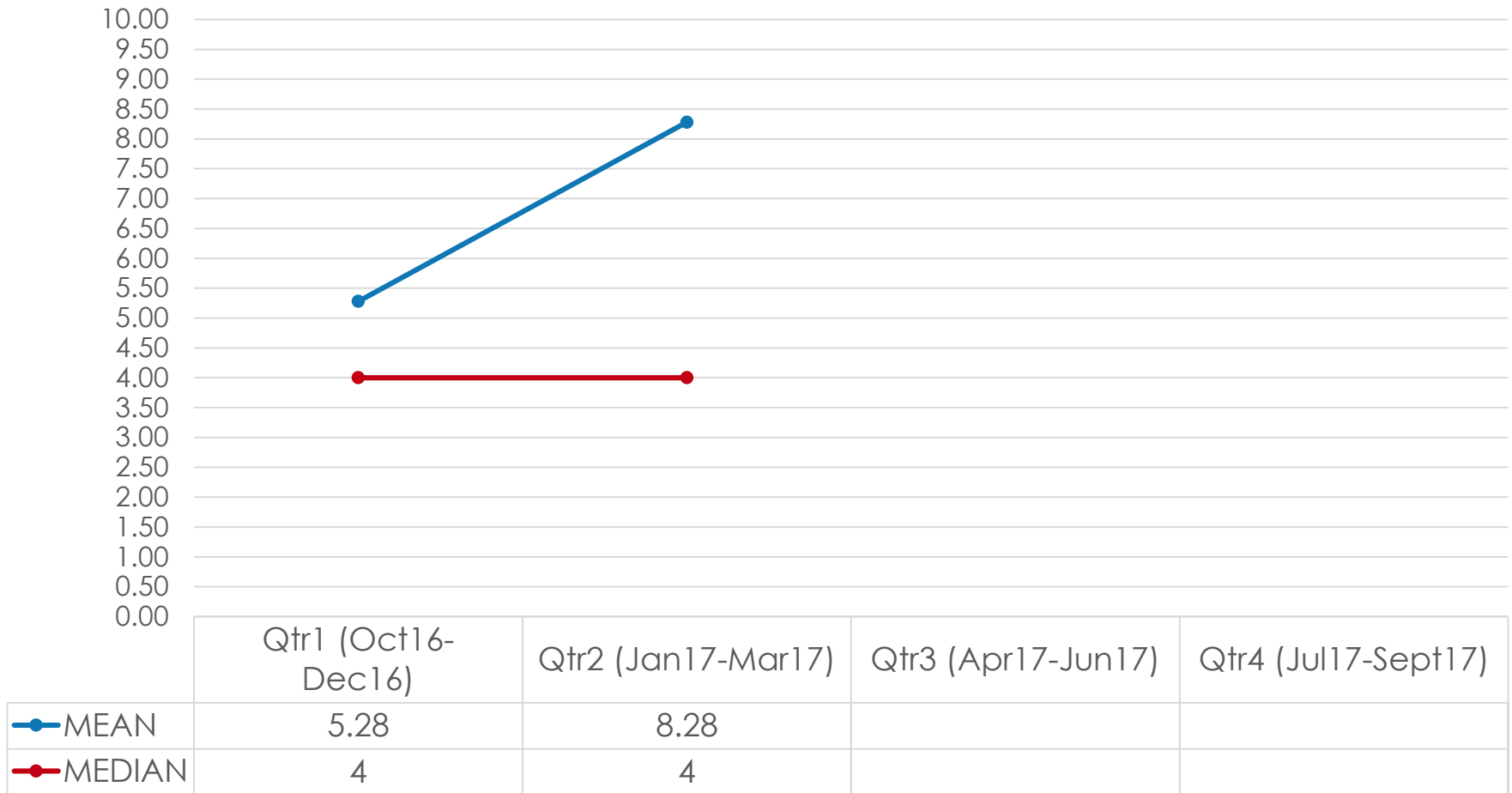
Length of Stay – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

Q8 How many nights did you stay on Guam?

		TOTAL	FAMILY	FIT	LEISURE
		-	-	-	-
Q8	1-2	7%	6%	8%	7%
	3	30%	22%	32%	27%
	4+	63%	71%	59%	66%
	Total	98	49	74	71
Q8	Mean	8.28	8.84	9.38	9.11
	Median	4	4	4	4

Prepared by QMark Research

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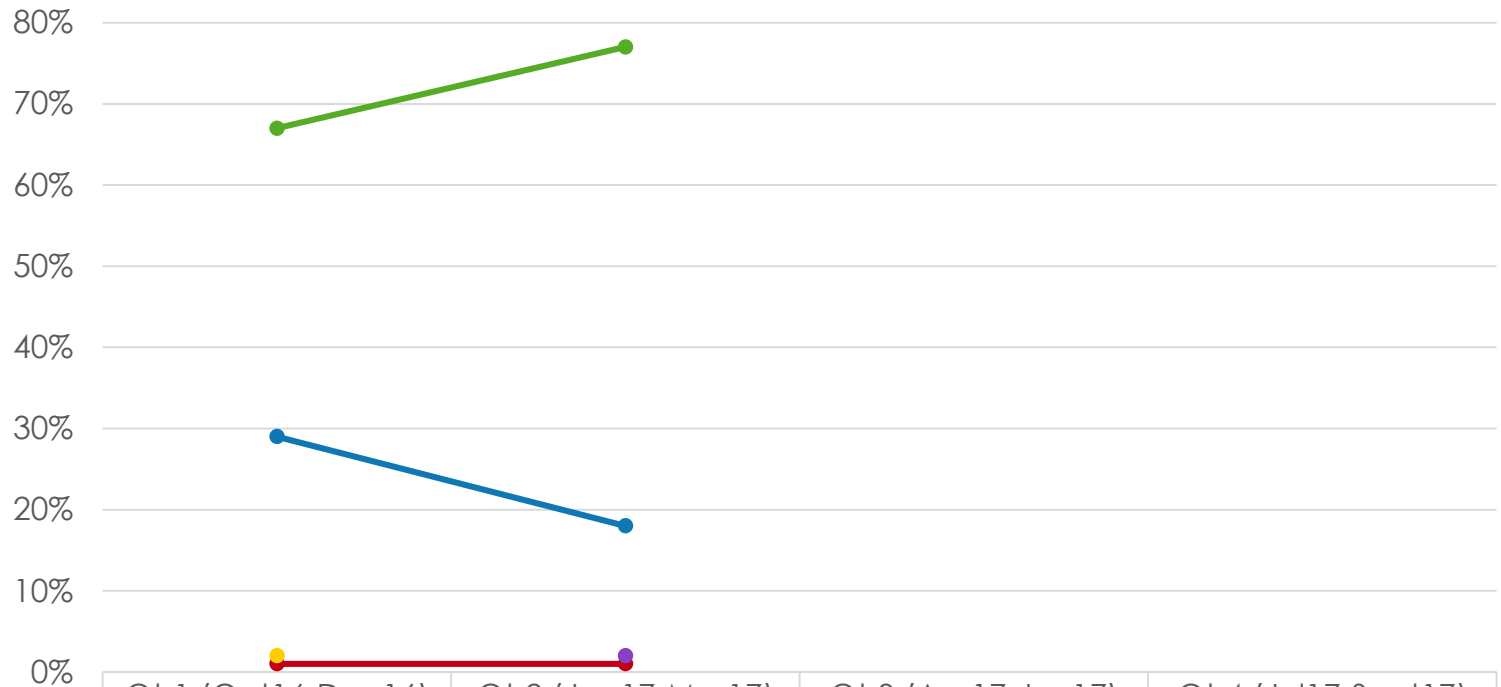# Occupation – Top Responses (10%+)

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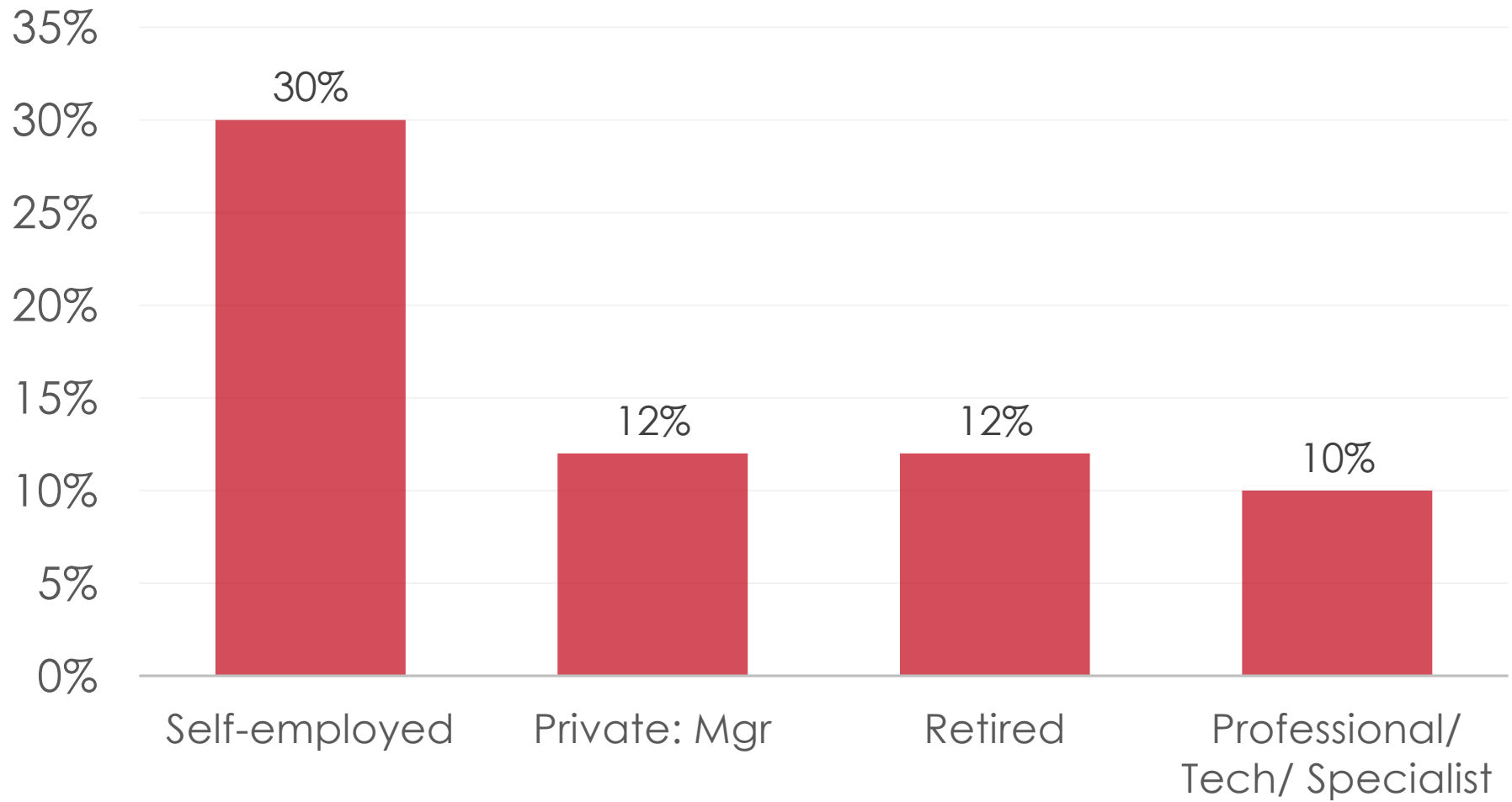
SECTION 2
TRAVEL PLANNING

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Travel Planning

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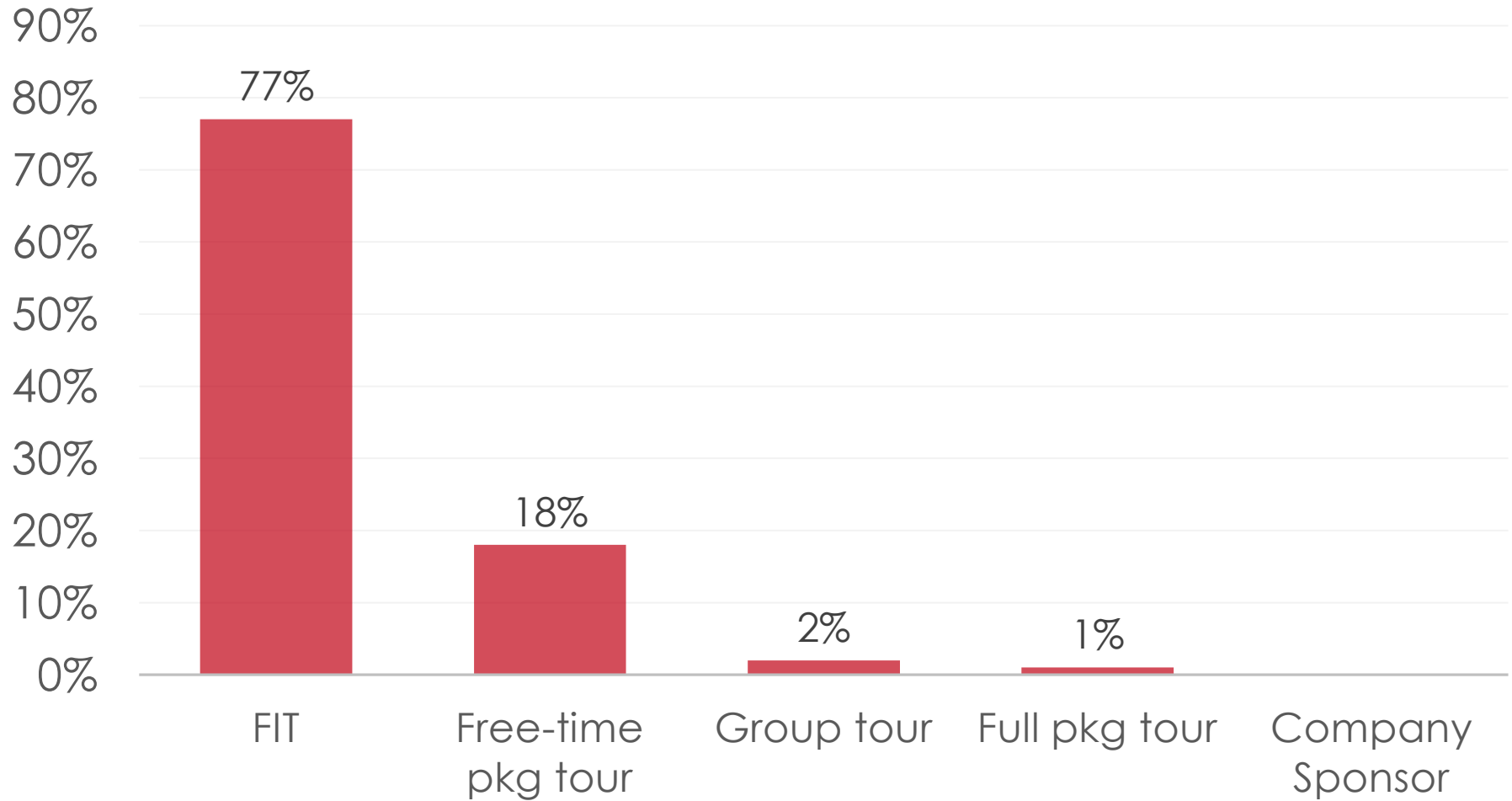
Travel Planning – FY2017 Tracking

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
Free-time pkg tour	29%	18%		
Full pkg tour	1%	1%		
FIT	67%	77%		
Company	2%			
Group		2%		

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Travel Planning – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

Q7 Please describe your travel arrangements to Guam?

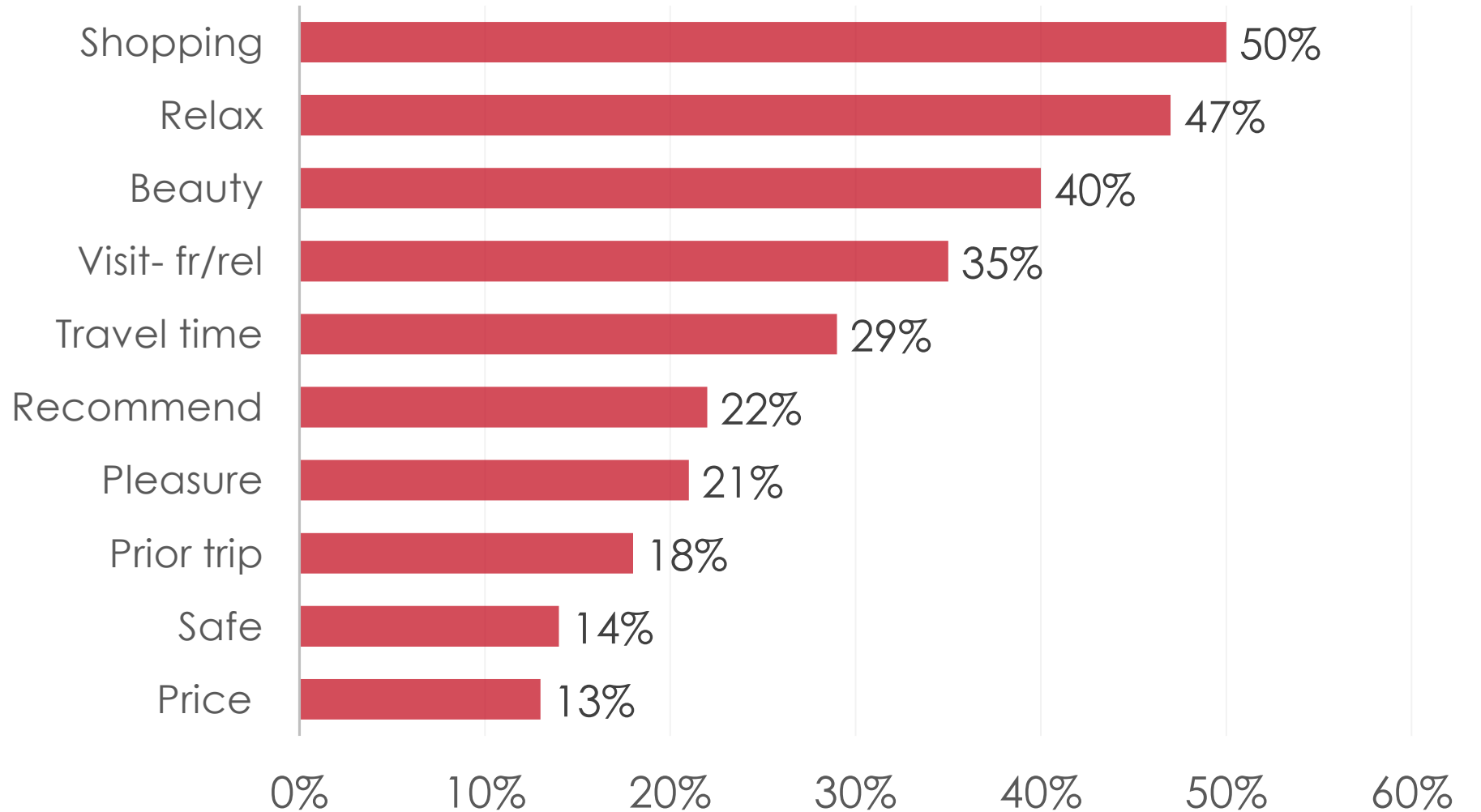|		TOTAL	FAMILY	FIT	LEISURE
		-	-	-	-
Q7	Individually arranged travel (FIT)	77%	70%	100%	75%
	Free-time package tour	18%	24%		19%
	Other	2%	4%		3%
	Group tour	2%			1%
	Full package tour	1%	2%		1%
	Total	100	50	77	73

Prepared by QMark Research

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Accommodations (Top Responses)

Chart legend: ■ Stayed At ●— Length of Stay

Accommodation	Stayed At	Length of Stay
Holiday Resort Guam	18%	3.67
Home stay/ friend/ relative	17%	18.72
Aqua Suites	6%	4.20
Guam Plaza	6%	3.80
Oceanview Hotel	5%	6.80
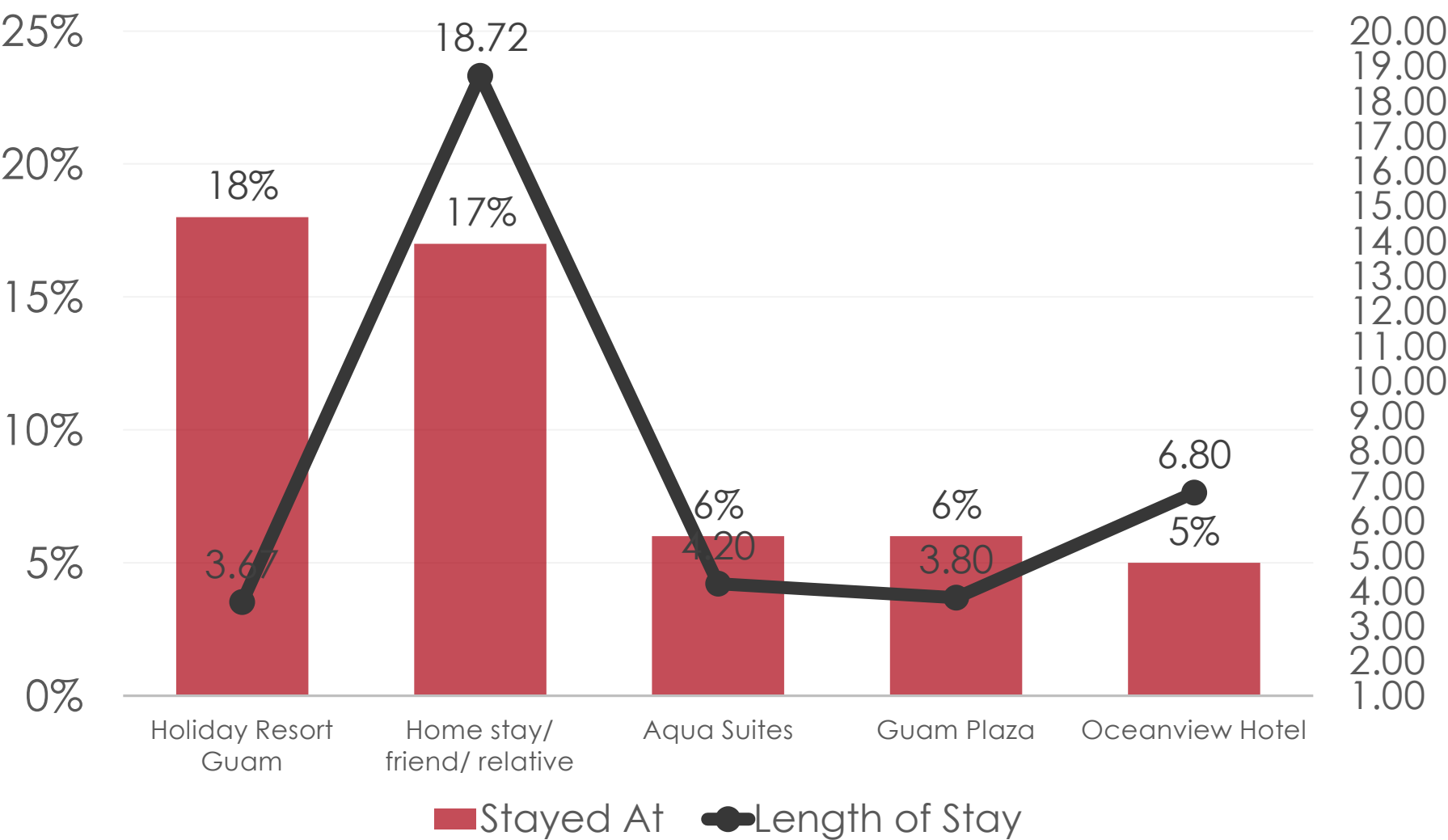
Travel Motivation (Top Responses)

Motivation	Percentage
Shopping	50%
Relax	47%
Beauty	40%
Visit- fr/rel	35%
Travel time	29%
Recommend	22%
Pleasure	21%
Prior trip	18%
Safe	14%
Price	13%

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Travel Motivation – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

Q5A Please select the top 3 reasons that motivated you to travel to Guam?

		TOTAL	FAMILY	FIT	LEISURE
		-	-	-	-
Q5A	Shopping	50%	50%	45%	49%
	Relax	47%	56%	49%	65%
	Natural beauty	40%	36%	36%	55%
	Visit friends/ Relatives	35%	30%	42%	30%
	Short travel time	29%	30%	29%	26%
	Recomm-friend/family/trvl agnt	22%	22%	22%	22%
	Pleasure	21%	22%	22%	28%
	Previous trip	18%	12%	16%	14%
	Safe	14%	12%	12%	12%
	Price	13%	12%	13%	4%
	Other	5%	2%	5%	7%
	Company/ Business Trip	3%	4%	3%	
	Water sports	3%	4%	3%	3%
	Scuba	2%	2%	1%	3%
	Honeymoon	1%	2%	1%	1%
	Career Cert/ Testing	1%		1%	1%
	Golf	1%	2%	1%	1%
	Total	102	50	76	74

Prepared by QMark Research

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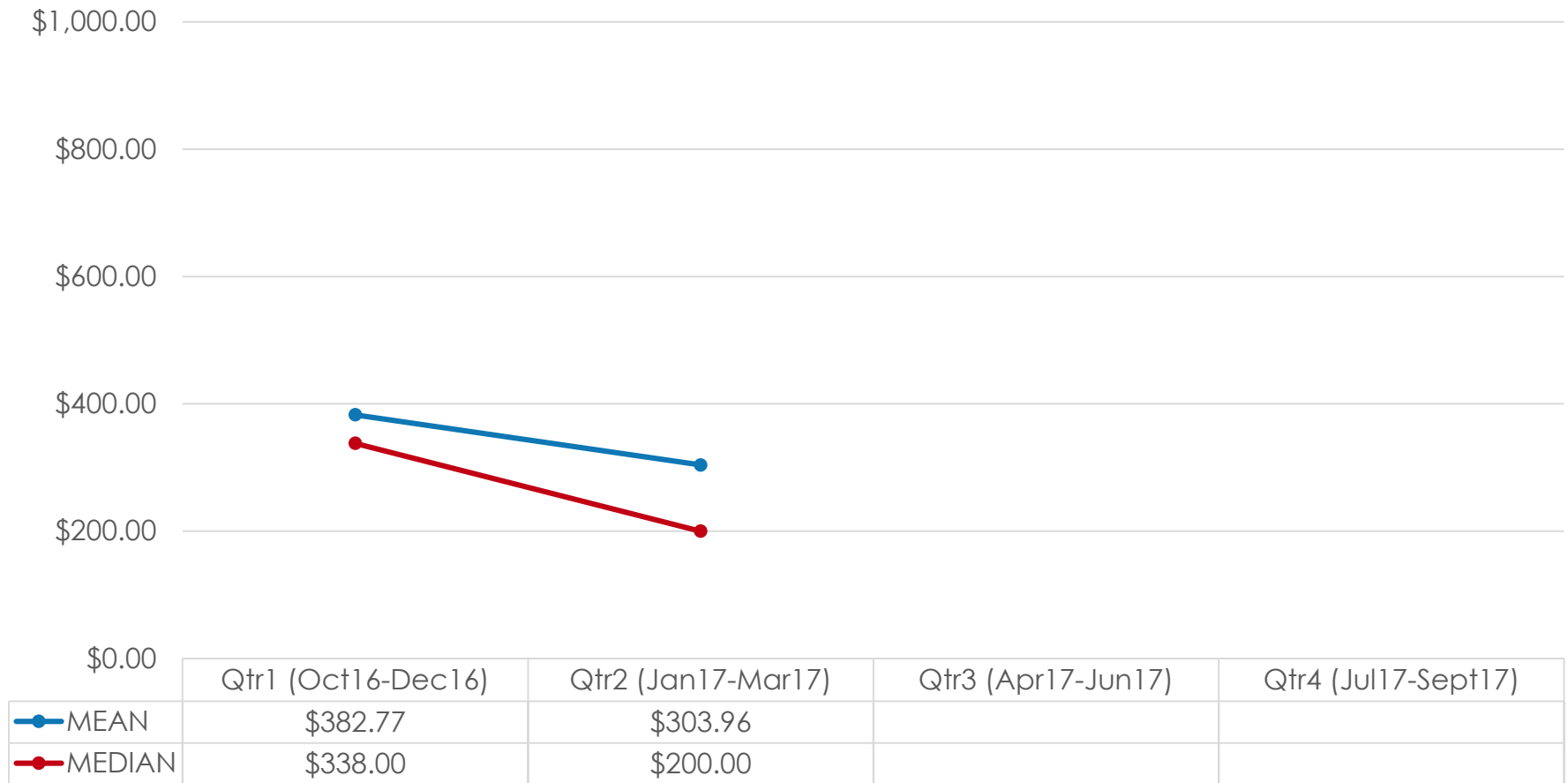
SECTION 3
EXPENDITURES

Prepaid Expenditures

- $575.93 = overall mean average prepaid expense (for entire travel party size) by respondent

- $303.96 = overall mean average <u>per person</u> prepaid expenditures

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Prepaid Entire Travel Party – FY2017 Tracking

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$869.00	$575.93		
MEDIAN	$498.00	$401.00		

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Prepaid Per Person– FY2017 Tracking

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$382.77	$303.96		
MEDIAN	$338.00	$200.00		

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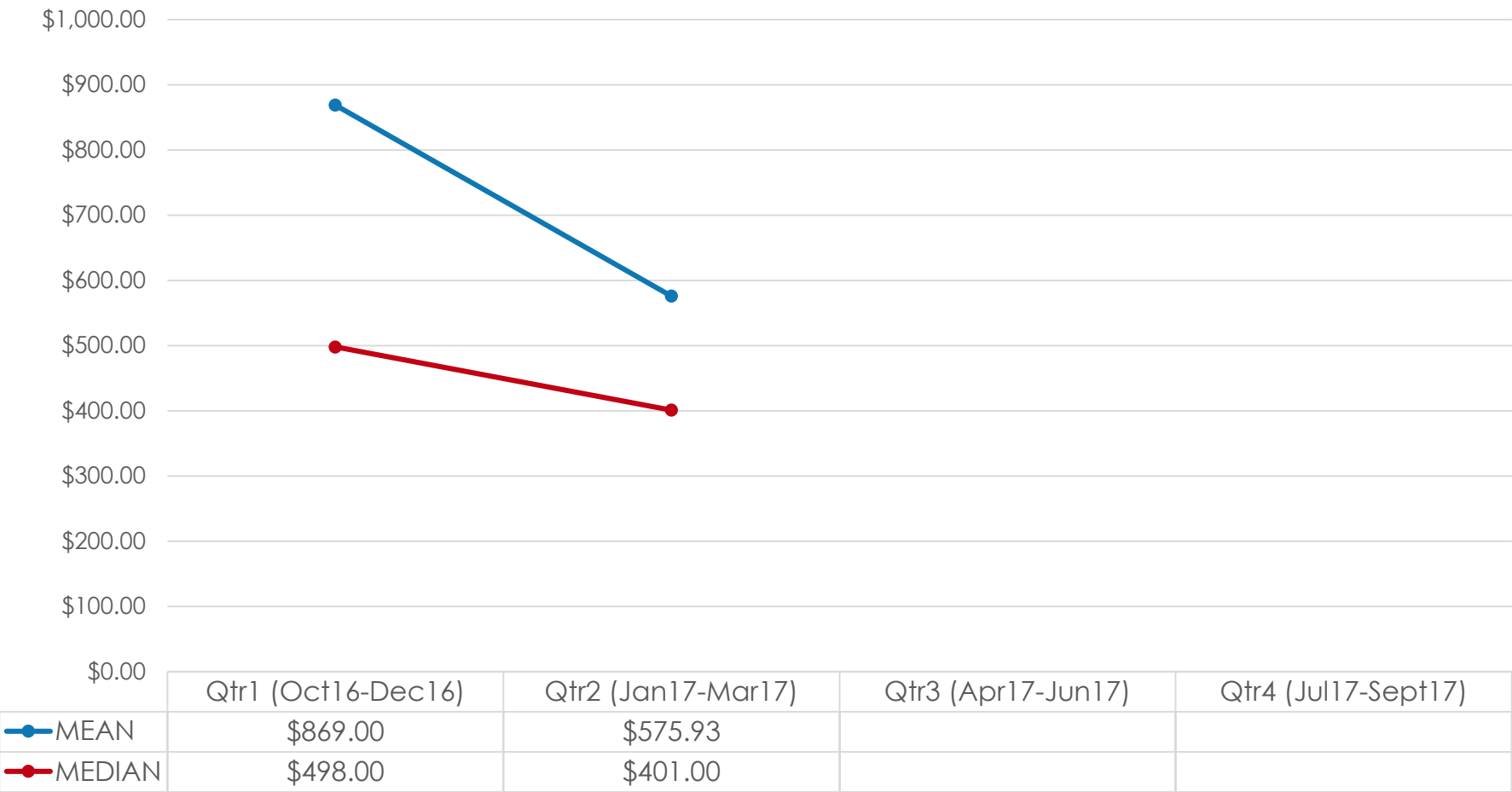
Prepaid Per Person– Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

Q10A How much did you pay in KOREA before coming to Guam for the tour package, your airfare, lodging meals, and transportation?

PER PERSON

		TOTAL	FAMILY	FIT	LEISURE
		-	-	-	-
PER PERSON	Mean	$303.96	$300.79	$288.18	$293.59
	Median	$200	$246	$200	$190

Prepared by QMark Research

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Prepaid Expenses by Category – MEAN Entire Travel Party

Bar chart — Prepaid Expenses by Category, MEAN Entire Travel Party:

Category	Mean
Air/ Hotel pkg	$997.65
Air/ Hotel/ Meal pkg	$1,035.61
Air Only	$358.62
Hotel Only	$439.97
Hotel/ Meal	$330.73
F&B Hotel	$200.44
Ground Trans-Home	$40.83
Ground Trans-Guam	$231.18
Optional Tour	$312.69
Other	$238.08

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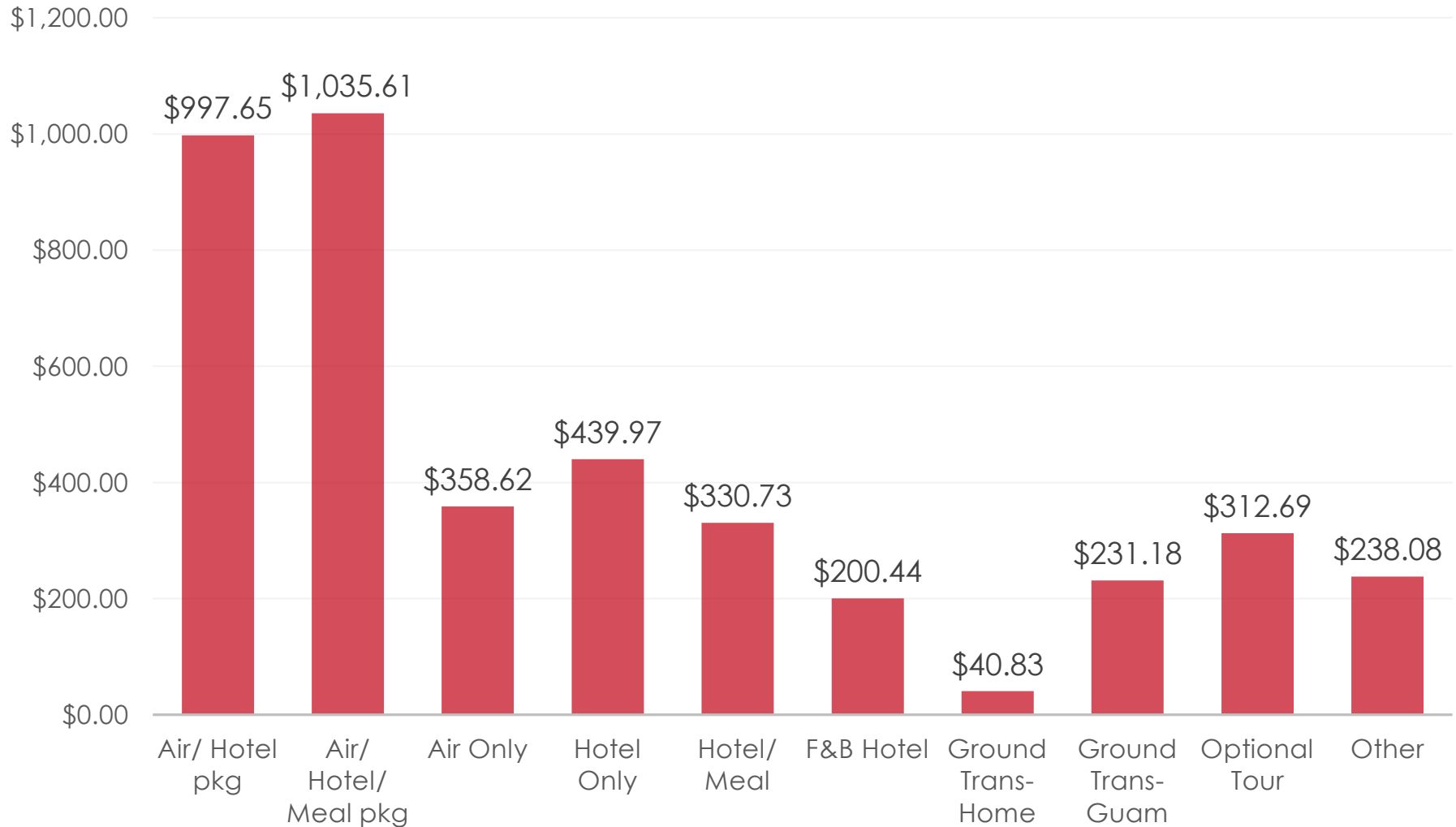
Prepaid– FY2017 Tracking
Airfare & Accommodation Packages

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$1,182.39	$997.65		
MEDIAN	$953.00	$651.00		

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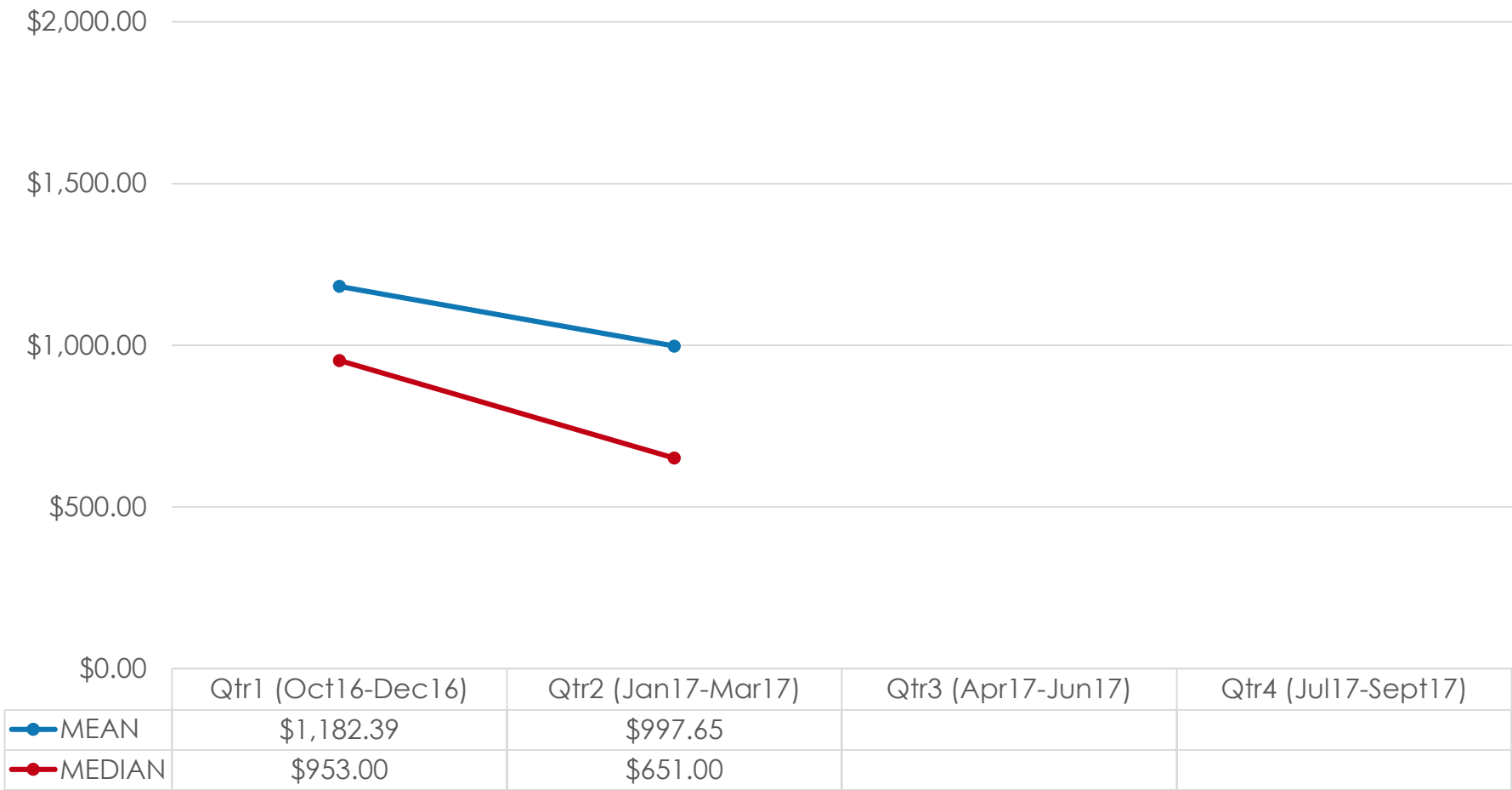
Prepaid– FY2017 Tracking
Airfare & Accommodation W/ Meal Packages
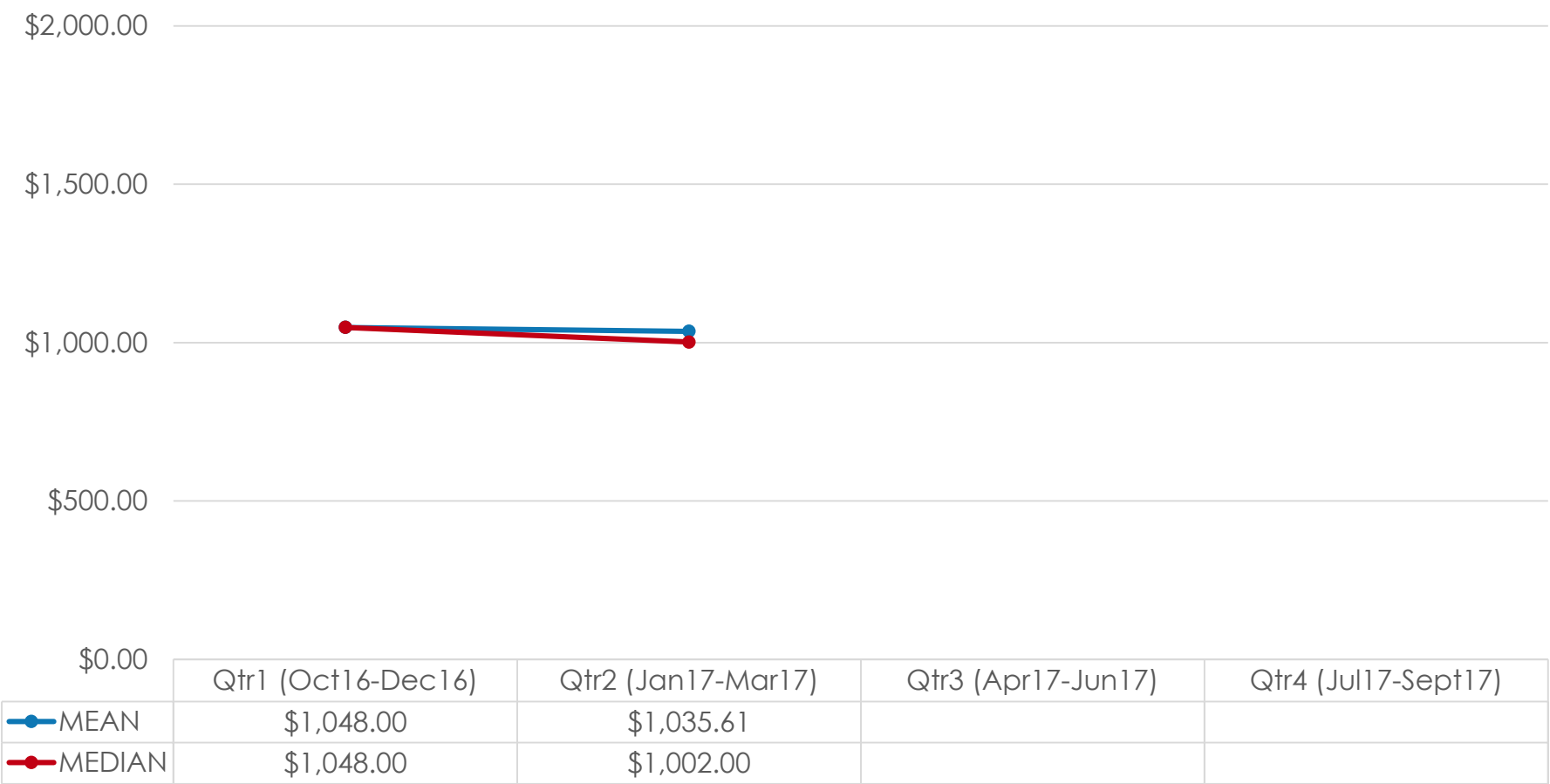
	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$1,048.00	$1,035.61		
MEDIAN	$1,048.00	$1,002.00		

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Prepaid– FY2017 Tracking
Airfare Only

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$643.99	$358.62		
MEDIAN	$405.00	$301.00		

Prepaid– FY2017 Tracking
Accommodations Only

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$456.43	$439.97		
MEDIAN	$466.00	$361.00		

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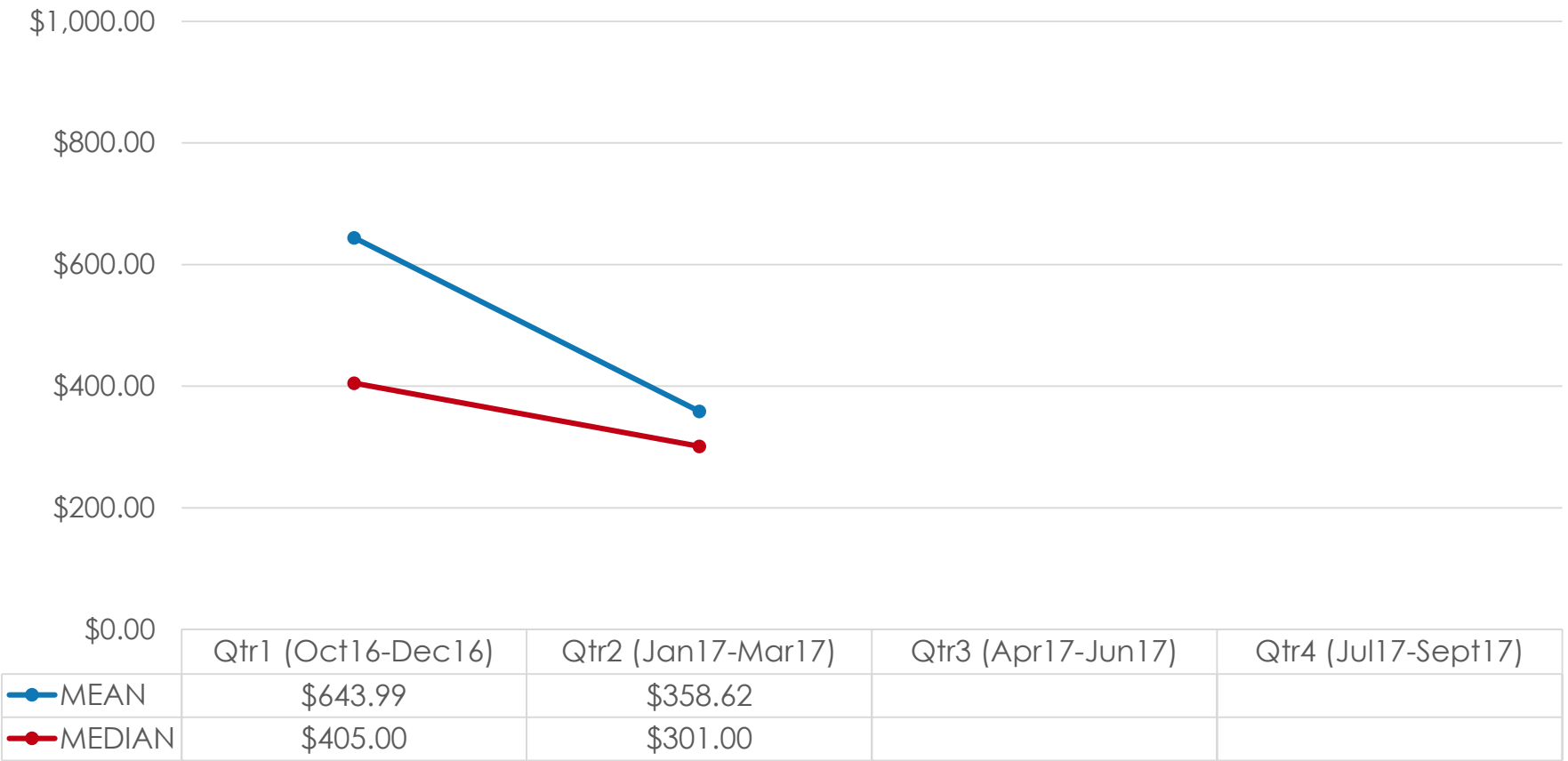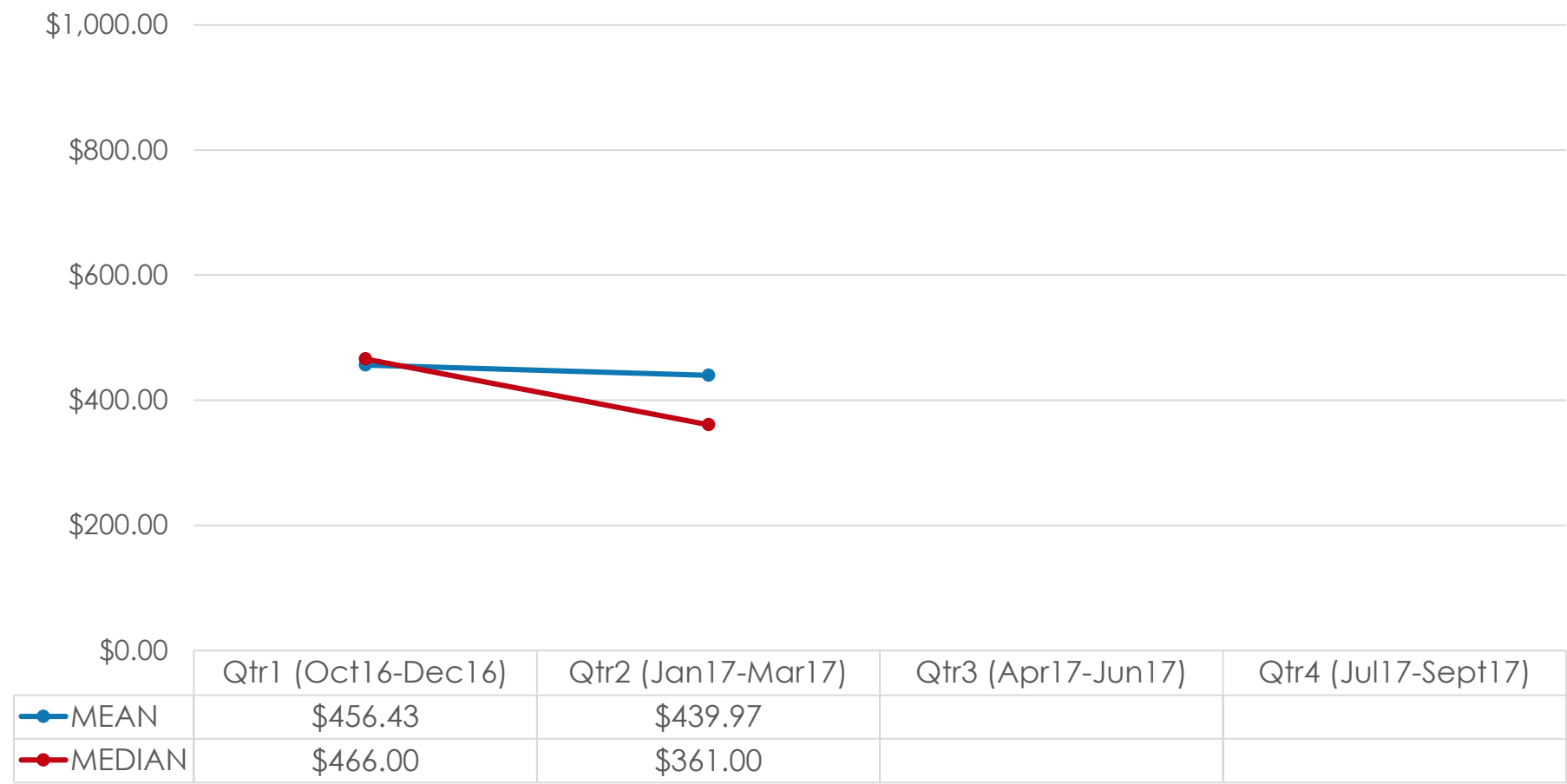
Prepaid– FY2017 Tracking
Accommodations w/ Meal Only

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$492.78	$330.73		
MEDIAN	$506.00	$331.00		

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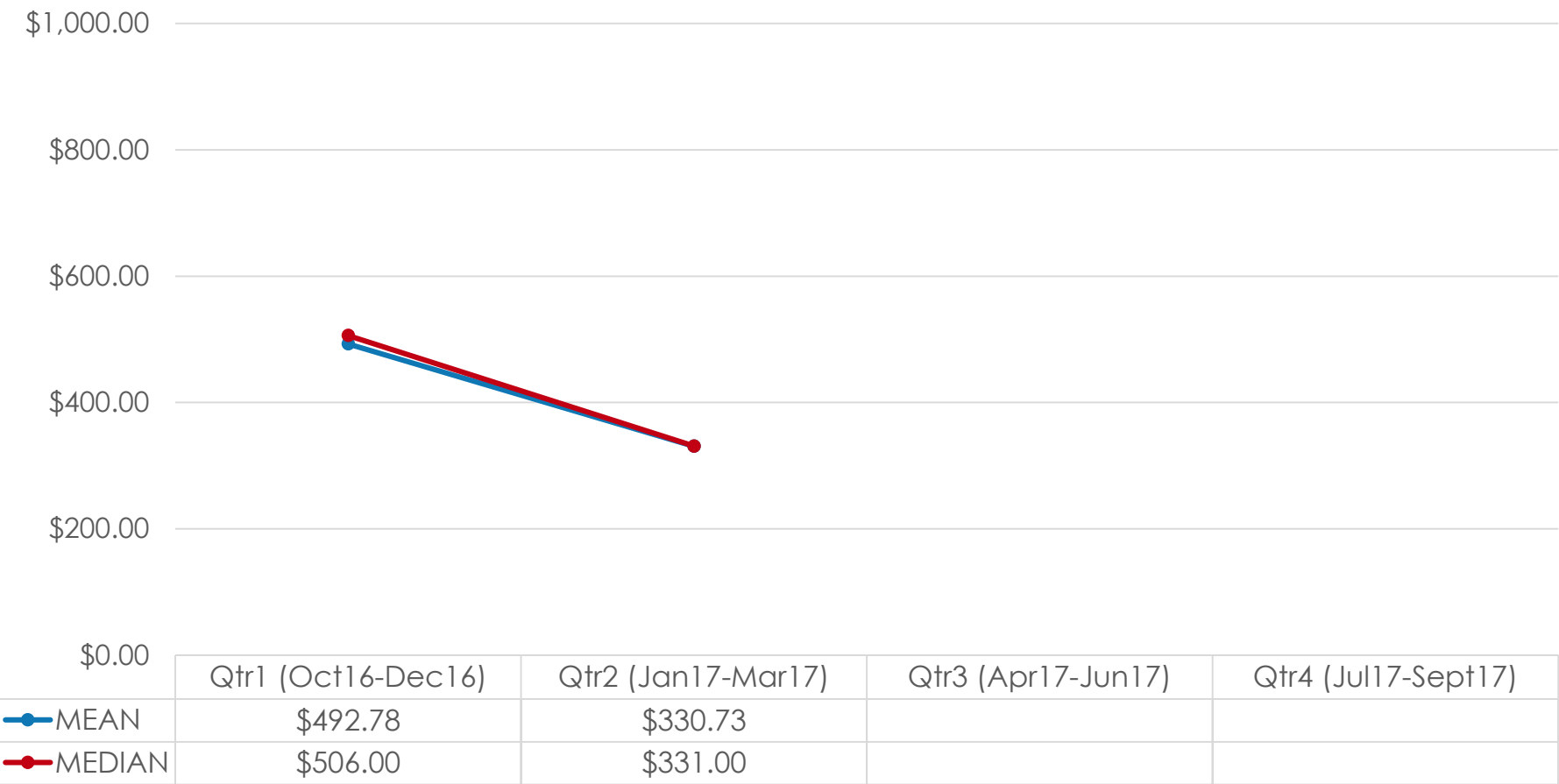
Prepaid– FY2017 Tracking
Food & Beverage in Hotel

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN		$200.44		
MEDIAN		$200.00		
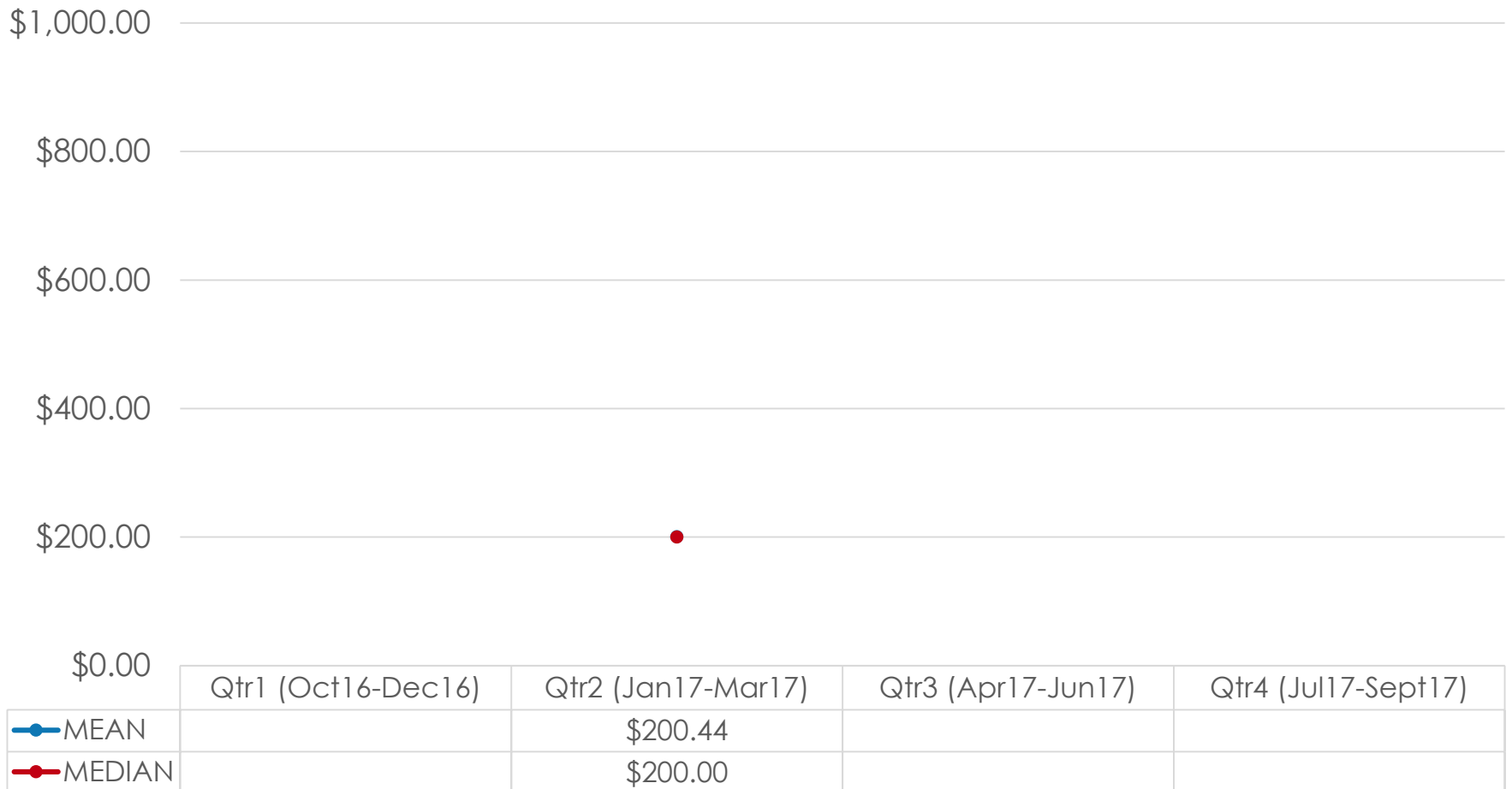
Prepaid– FY2017 Tracking
Ground Transportation - Philippines
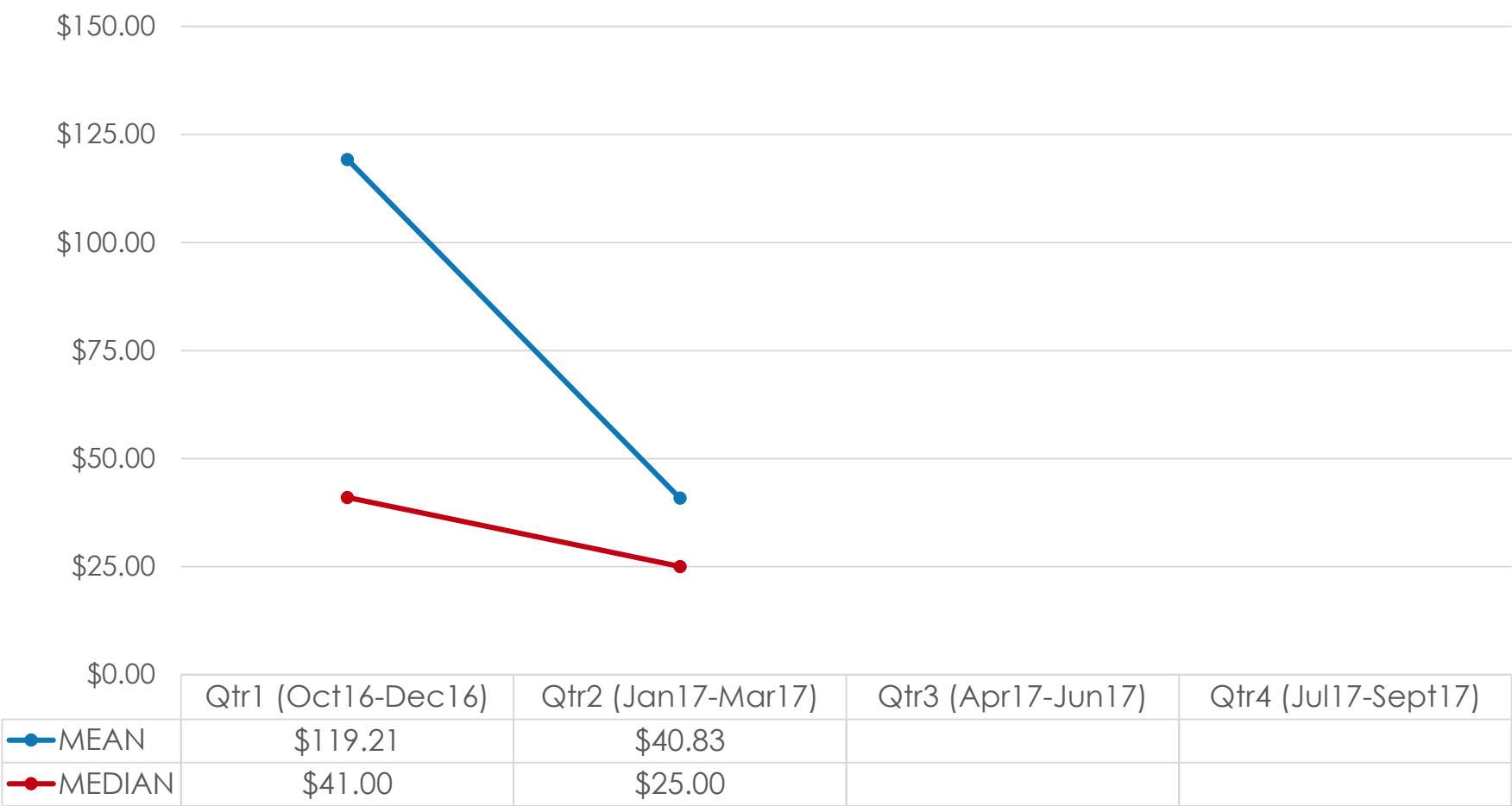
	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$119.21	$40.83		
MEDIAN	$41.00	$25.00		

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Prepaid– FY2017 Tracking
Ground Transportation - Guam

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$141.76	$231.18		
MEDIAN	$142.00	$232.00		

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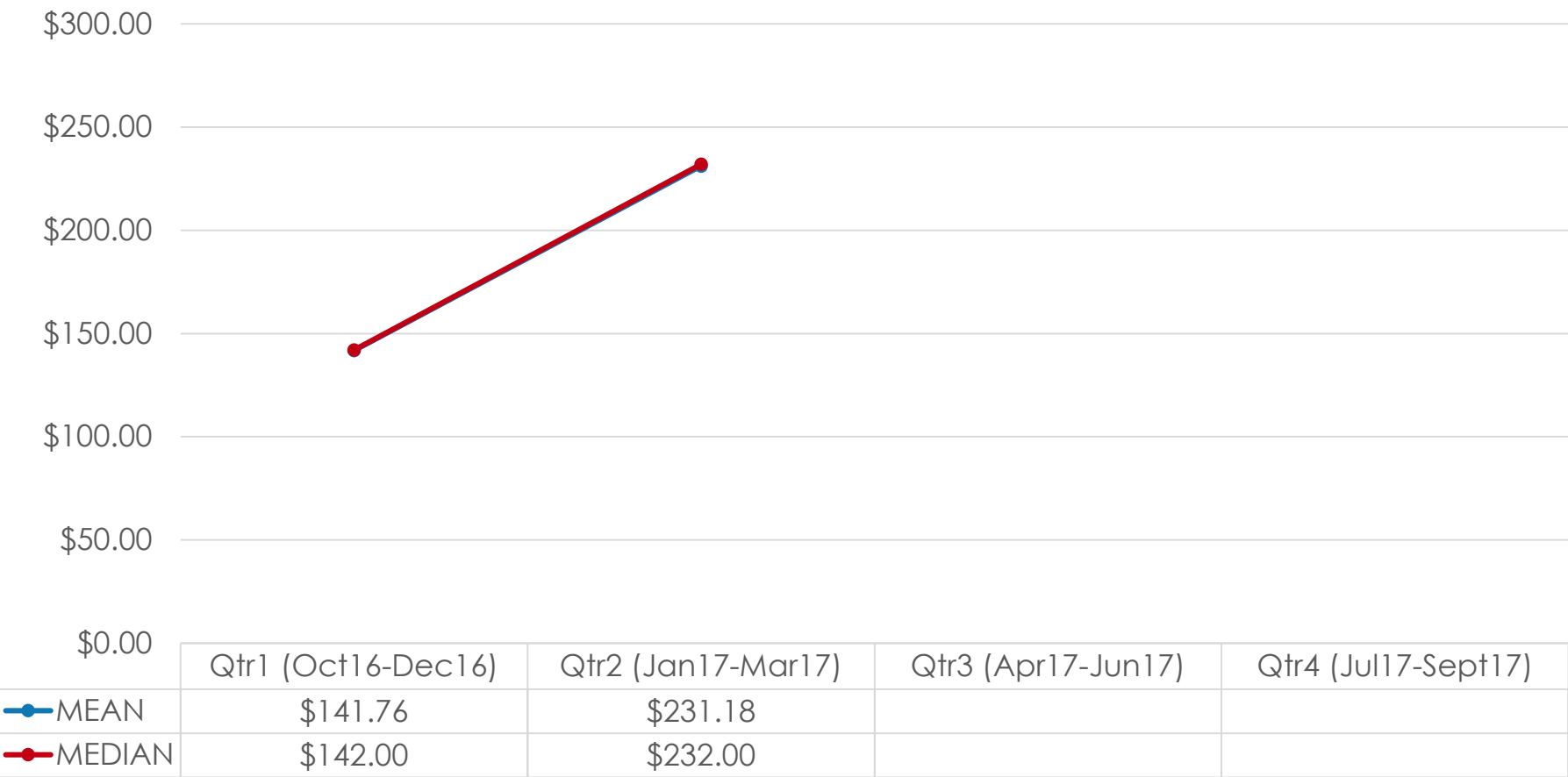
Prepaid– FY2017 Tracking
Optional tours/ Activities

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$135.01	$312.69		
MEDIAN	$111.00	$251.00		

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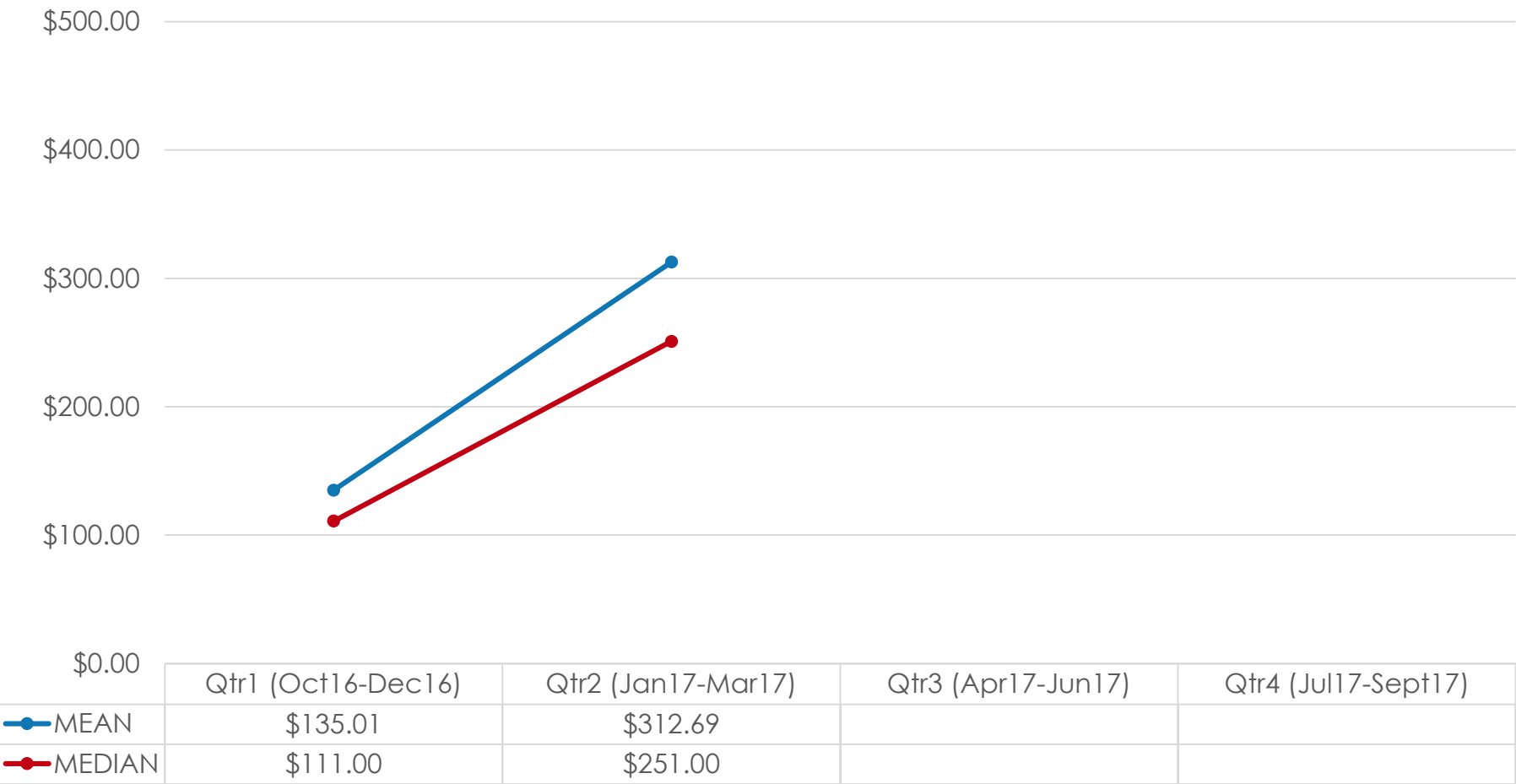
On-Island Expenditures

- $951.50 = overall mean average prepaid expense (for entire travel party size) by respondent

- $534.09 = overall mean average <u>per person</u> prepaid expenditures

[A]

On-Island Entire Travel Party – FY2017 Tracking

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$891.21	$951.50		
MEDIAN	$575.00	$500.00		

On-Island Per Person – FY2017 Tracking

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$510.72	$534.09		
MEDIAN	$300.00	$289.00		

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On-Island Per Person – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

Q11A How much in total did you spend while on Guam during this trip?

PER PERSON

		TOTAL	FAMILY	FIT	LEISURE
		-	-	-	-
PER PERSON	Mean	$534.09	$517.73	$561.53	$584.97
	Median	$289	$383	$300	$278

Prepared by QMark Research

[A]

Per Person MEAN expenditures – FY2017 Tracking On-Island/ Prepaid

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
On-Island	$510.72	$534.09		
Prepaid	$382.77	$303.96		

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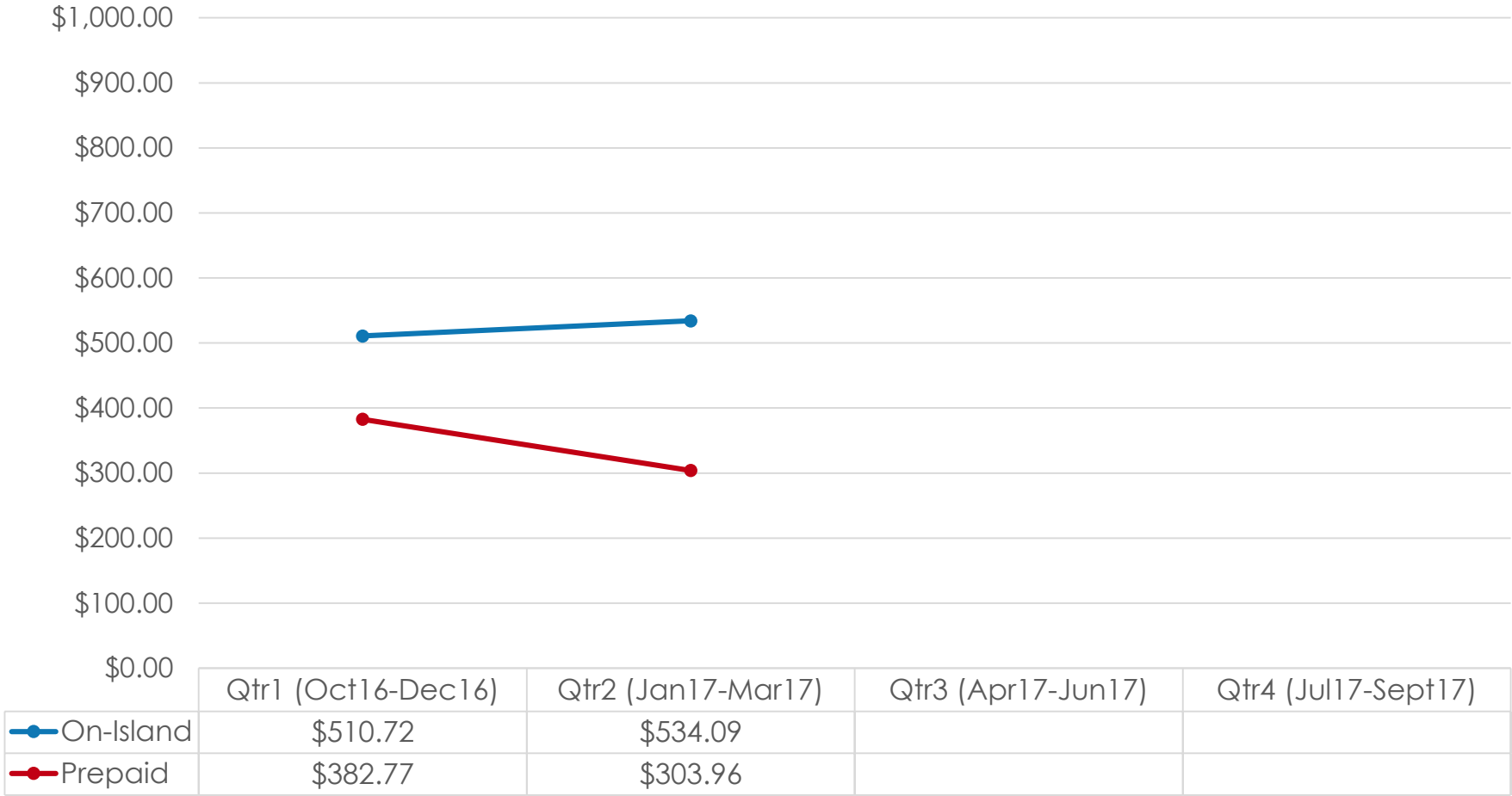
On-Island Per Day Spending – FY2017 Tracking MEAN

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
Per Person	$119.77	$122.25		
Travel Party	$224.20	$222.66		

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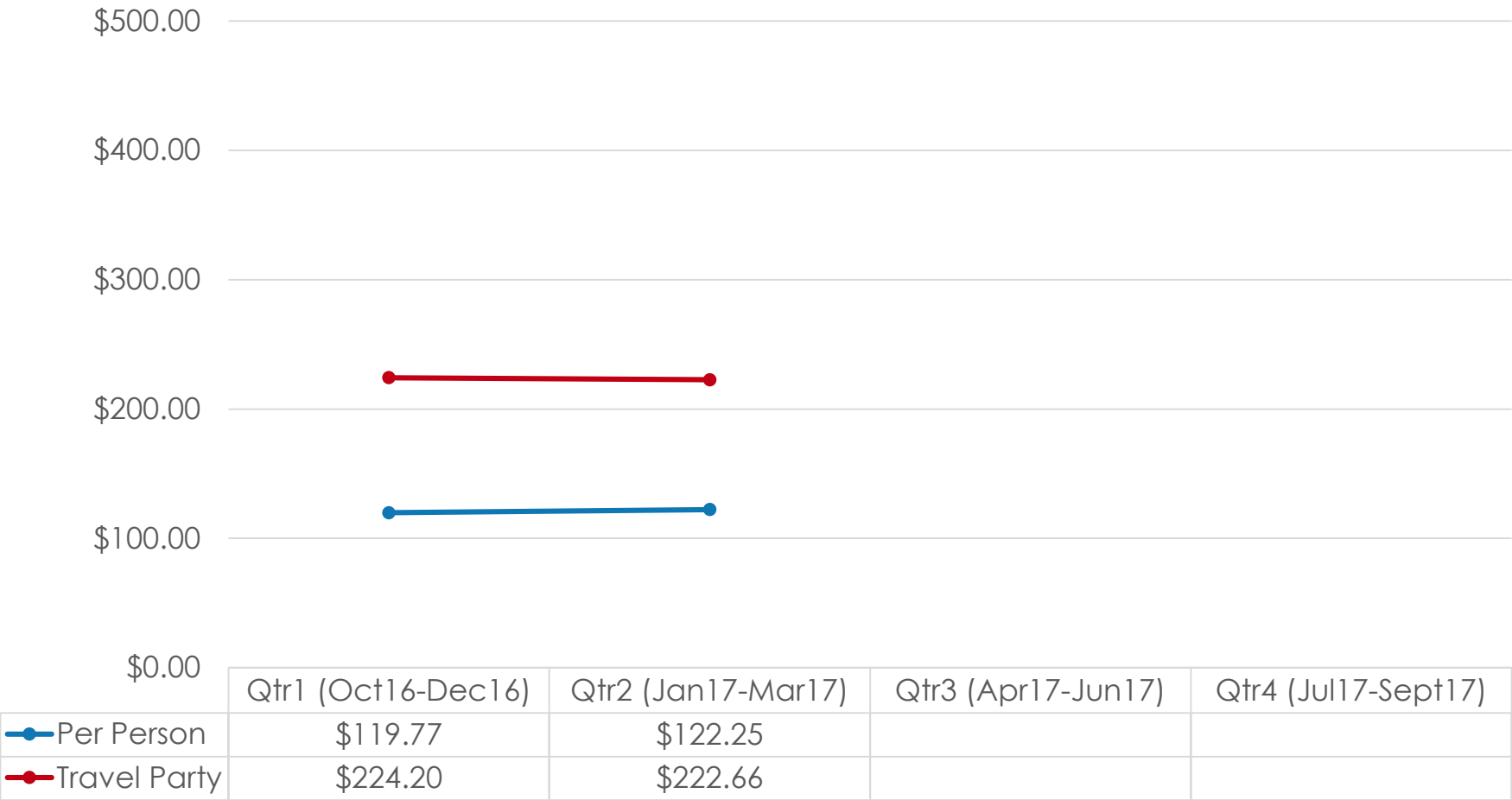
On-Island Expenses by Category – MEAN Entire Travel Party

Category	Amount
F&B Hotel	$65.31
F&B Fast Food/Conv Store	$84.43
F&B Restaurant	$47.71
Optional Tour	$26.71
Gift- Self	$182.53
Gift- Others	$217.75
Local Trans	$64.14
Other	$262.92

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On-Island – FY2017 Tracking
Food & Beverage - Hotel

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$74.98	$65.31		

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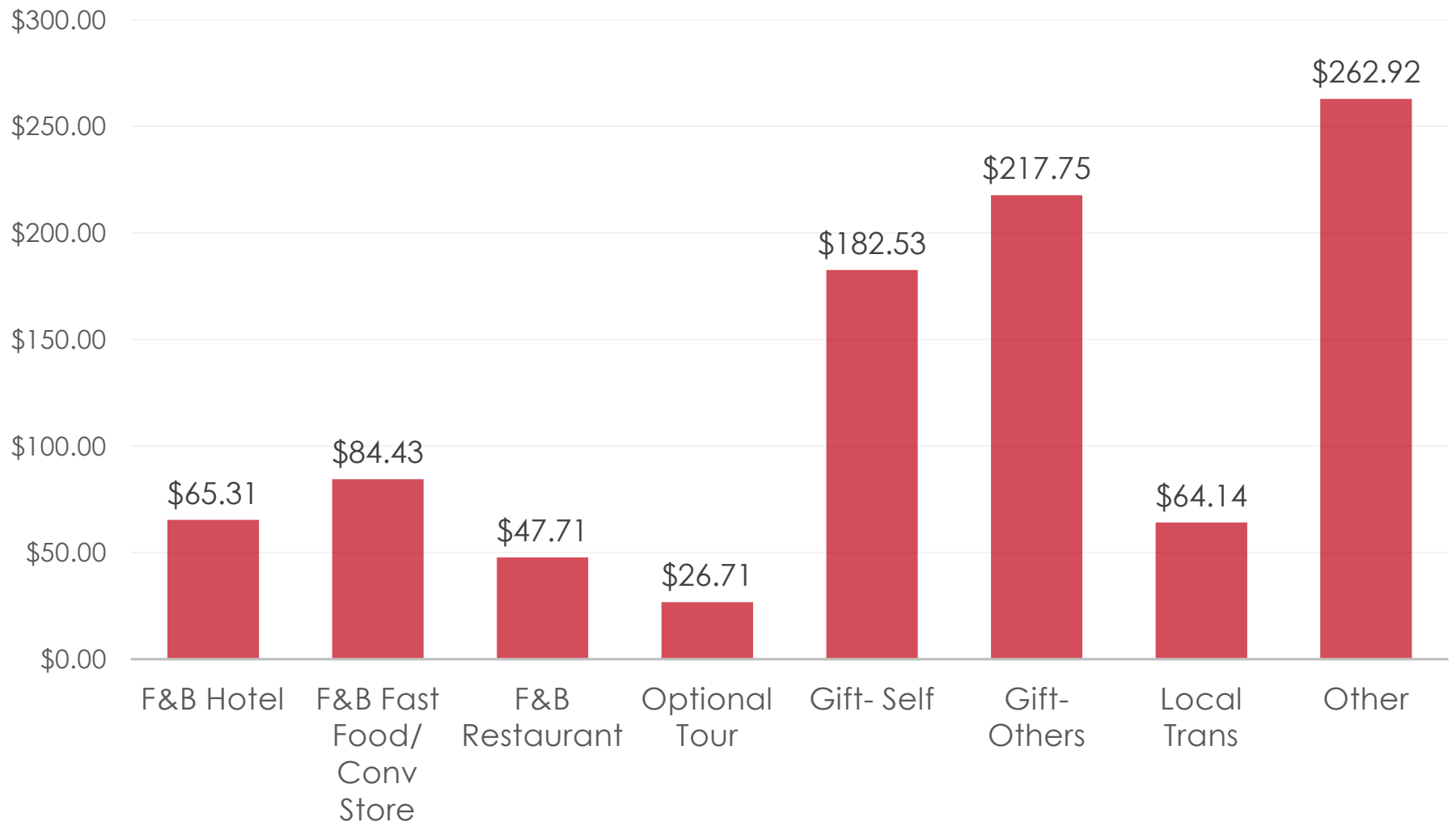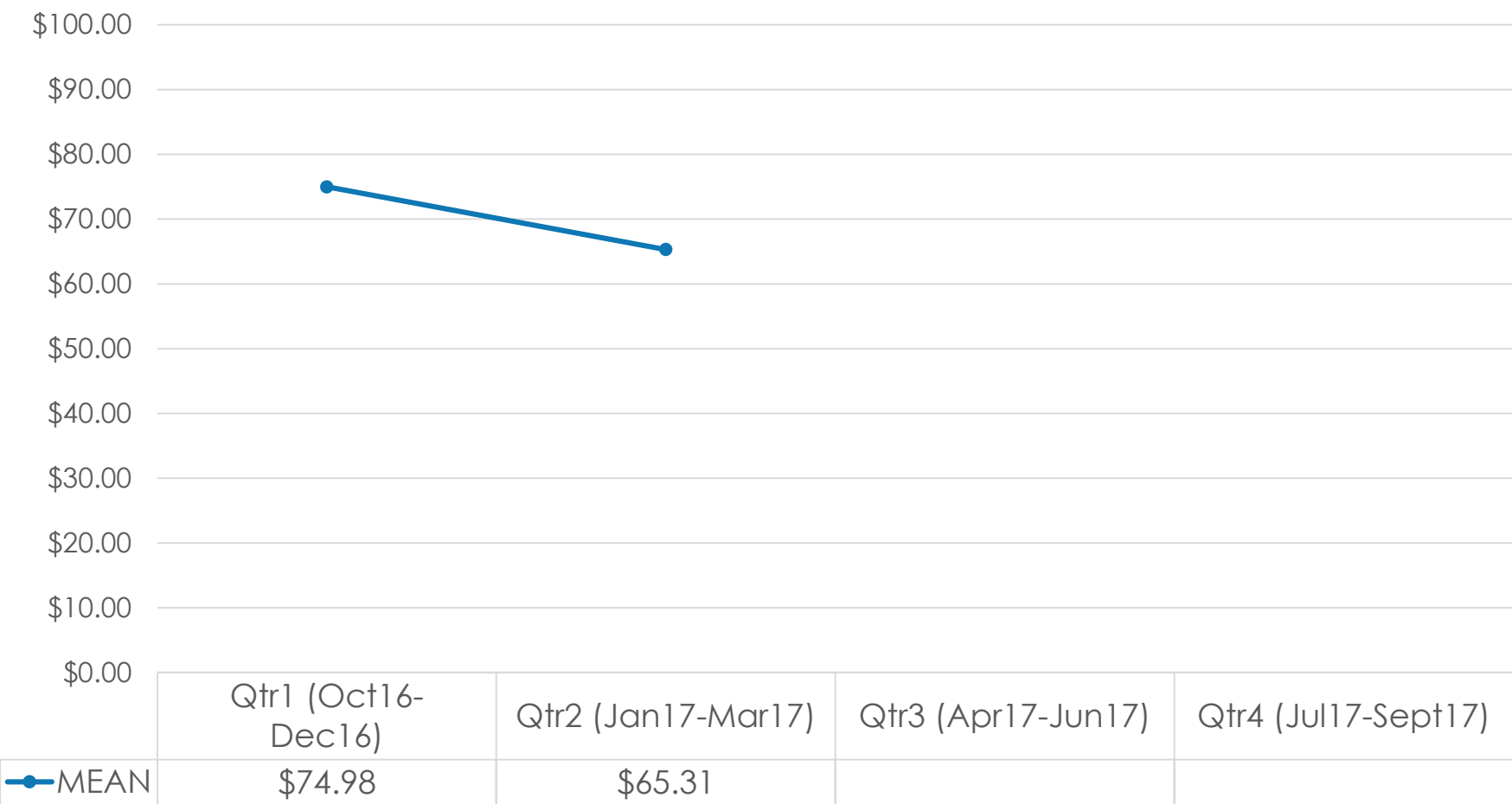
On-Island – FY2017 Tracking
Food & Beverage – Fast Food/ Convenience Store

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$93.86	$84.43		

[A]
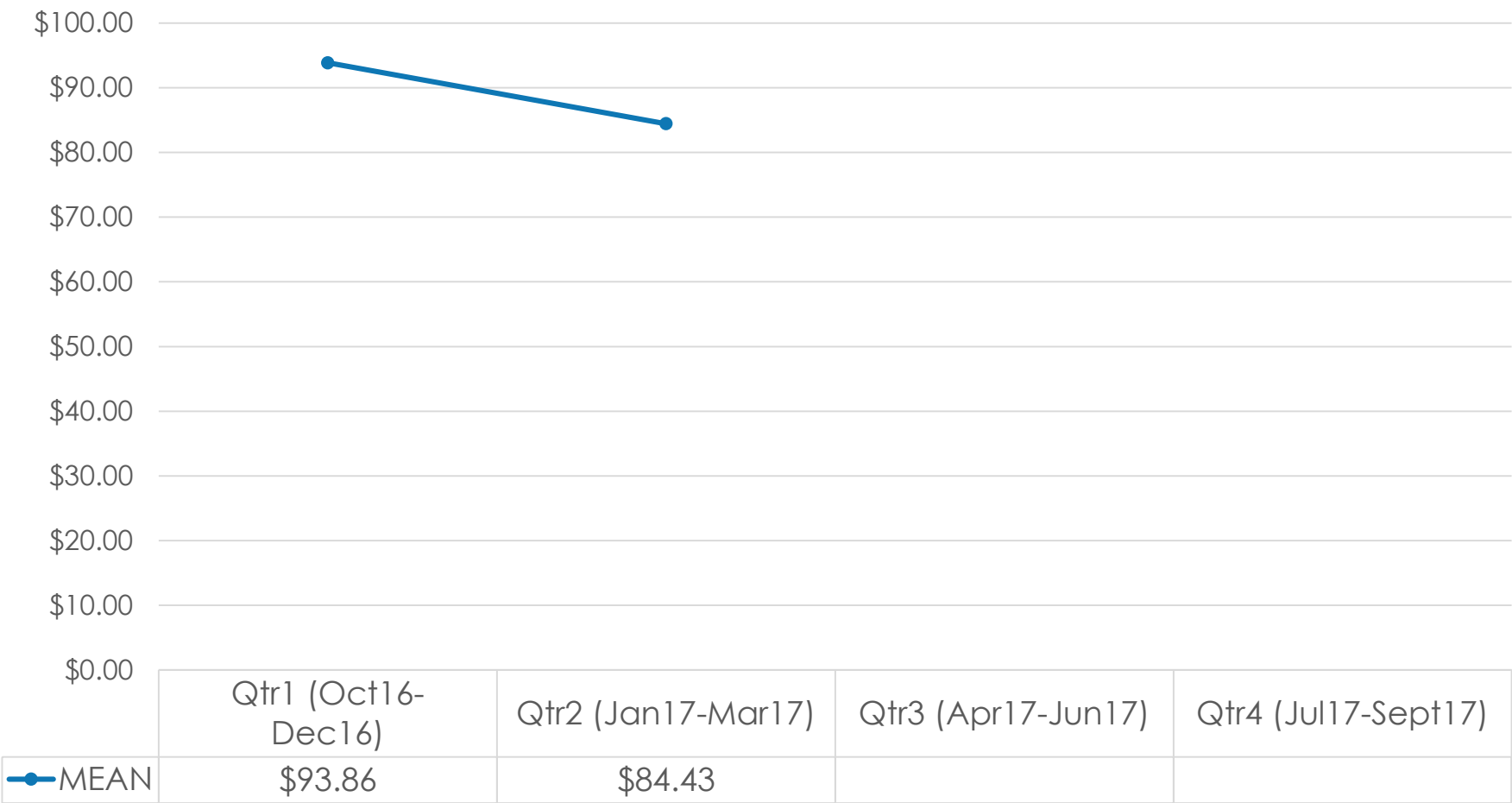
On-Island – FY2017 Tracking
Food & Beverage – Restaurant/ Drinking Est Outside Hotel

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$69.81	$47.71		

[A]
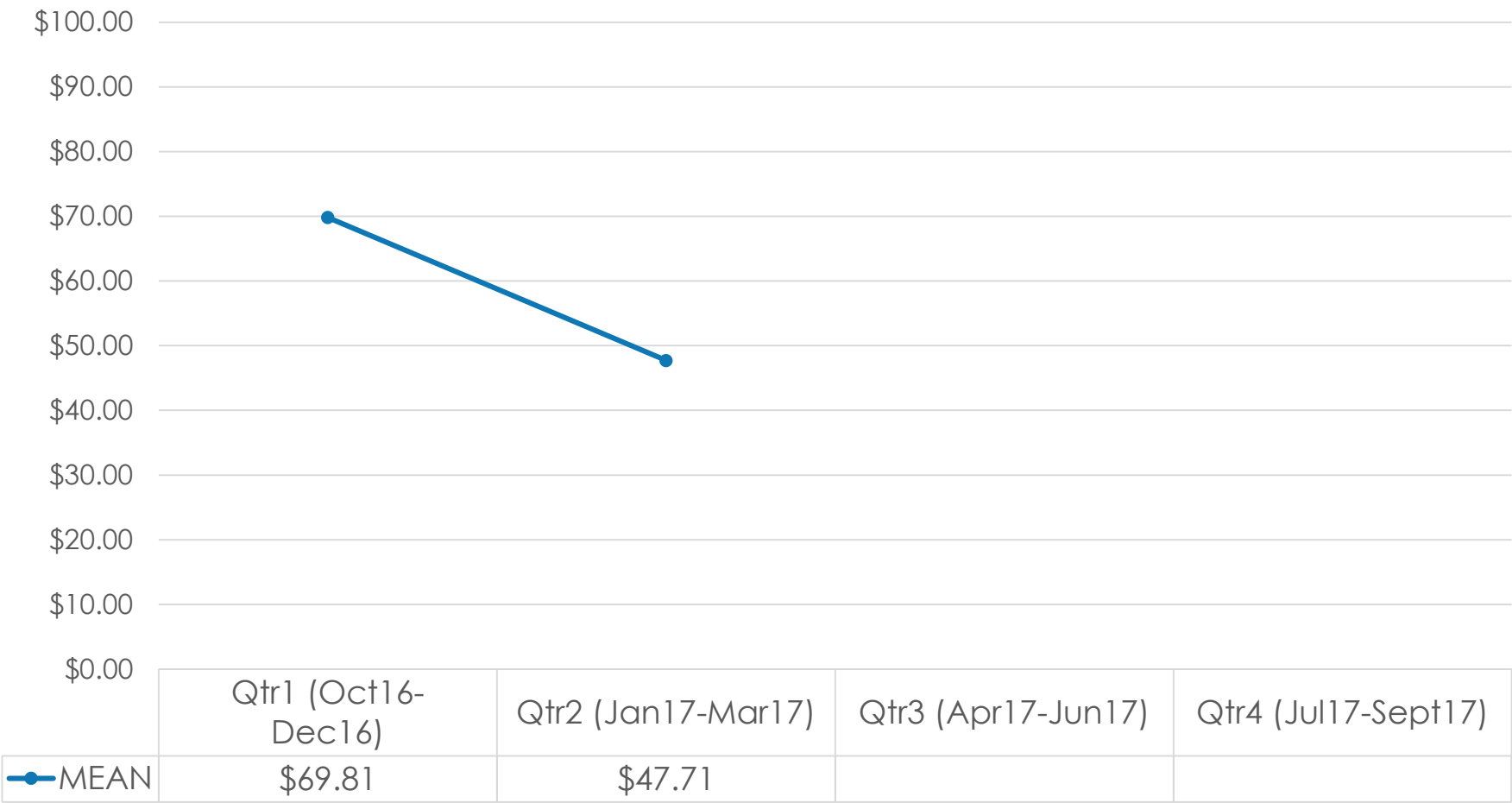
On-Island – FY2017 Tracking
Optional tour/ Activities

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$17.10	$26.71		

[A]
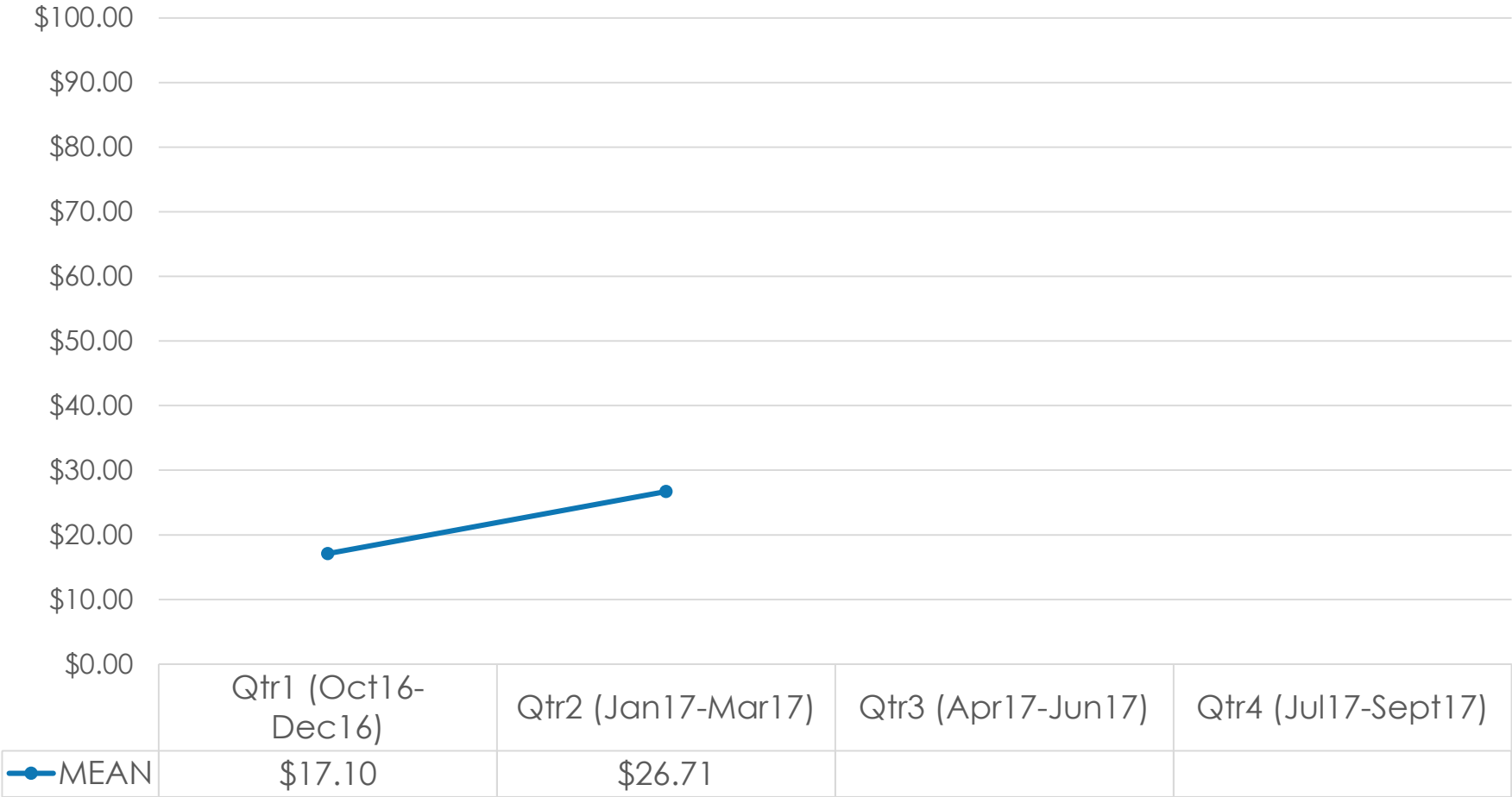
On-Island – FY2017 Tracking
Gift/ Souvenir – Self/ Companion

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$198.61	$182.53		

[A]
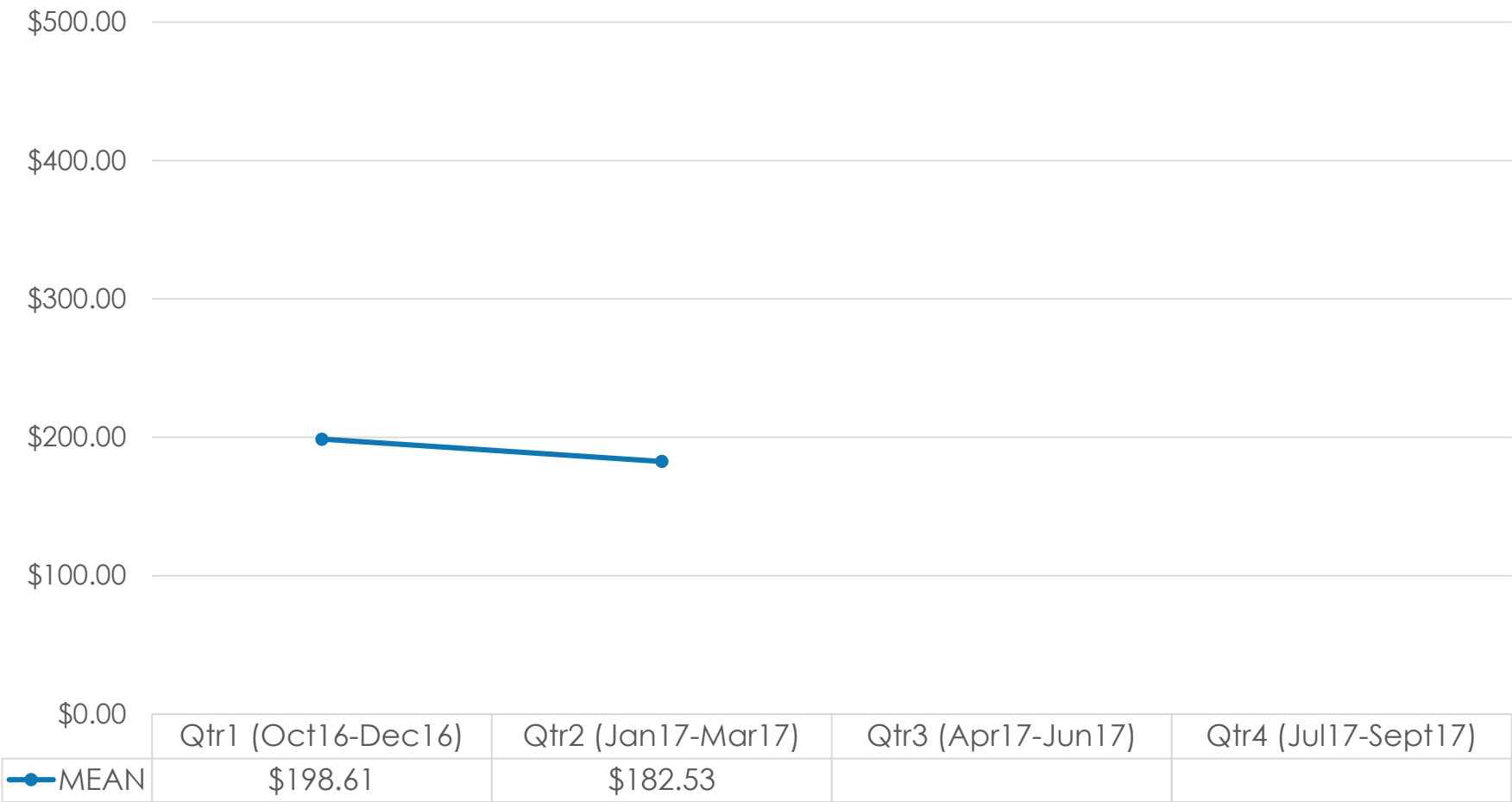
On-Island – FY2017 Tracking
Gift/ Souvenir – Friends/ Family

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$152.82	$217.75		

[A]
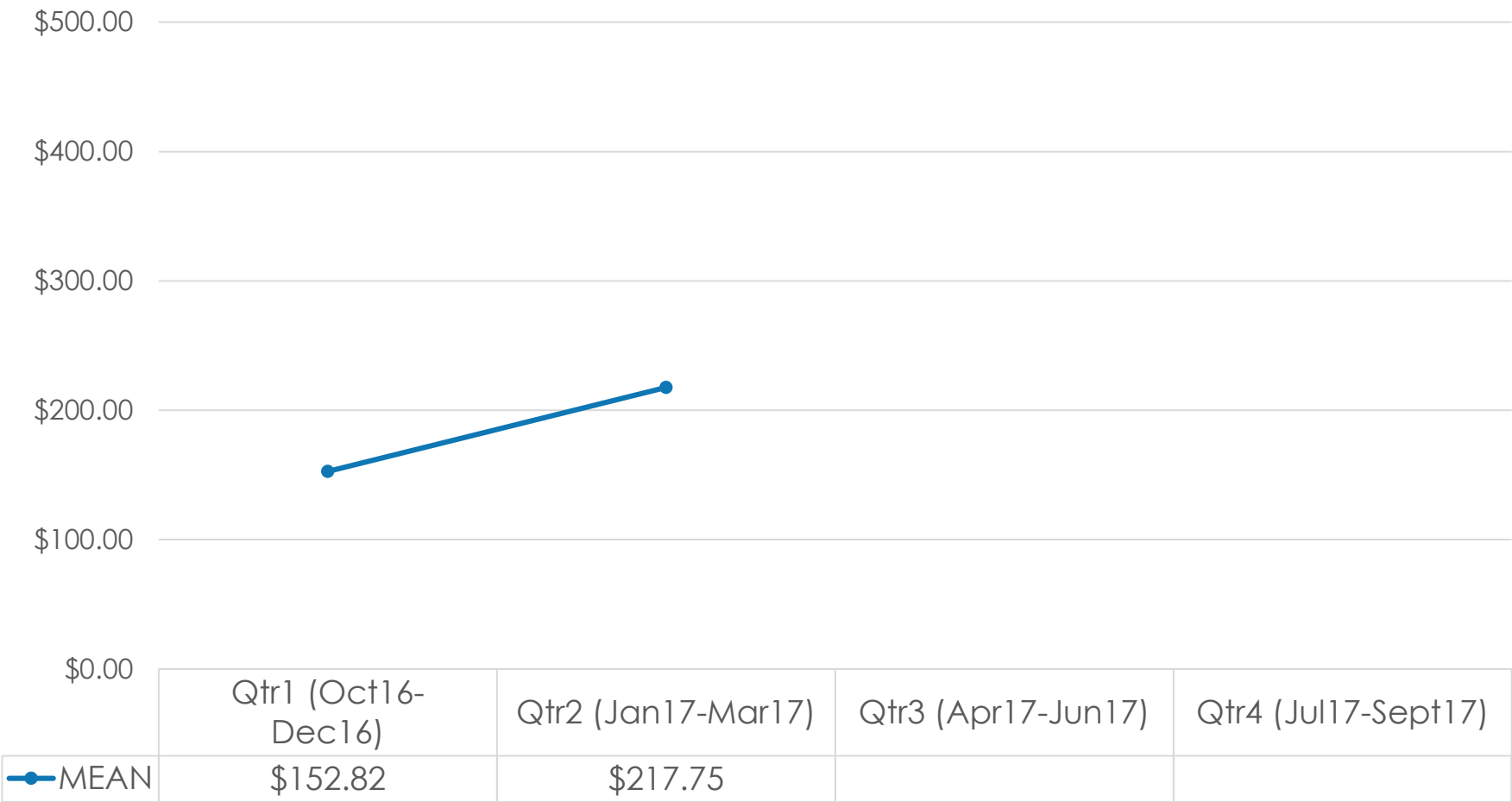
On-Island – FY2017 Tracking
Local Transportation

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$73.47	$64.14		

[A]
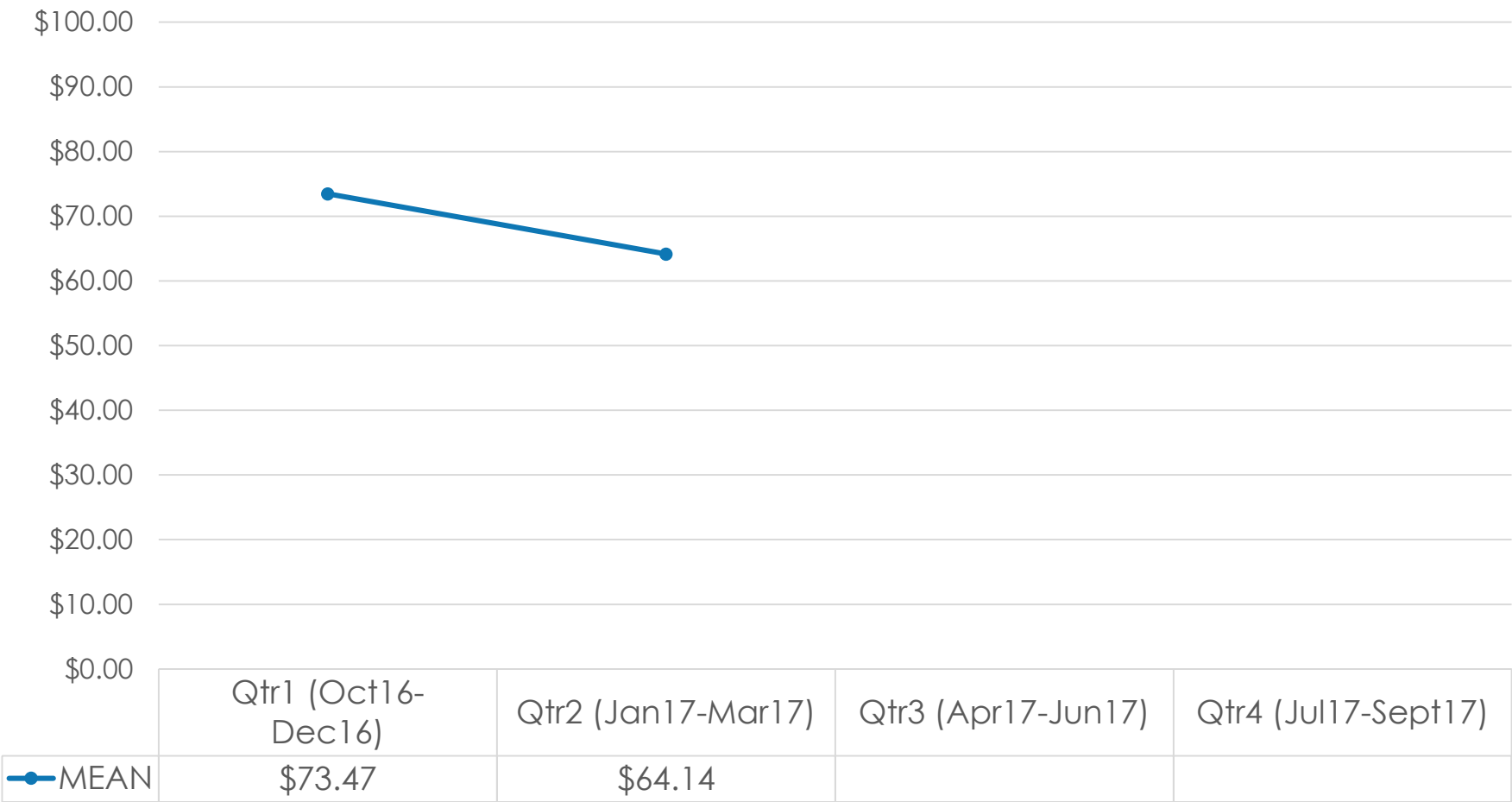
On-Island – FY2017 Tracking
Other Not Included

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$210.55	$262.92		

[A]
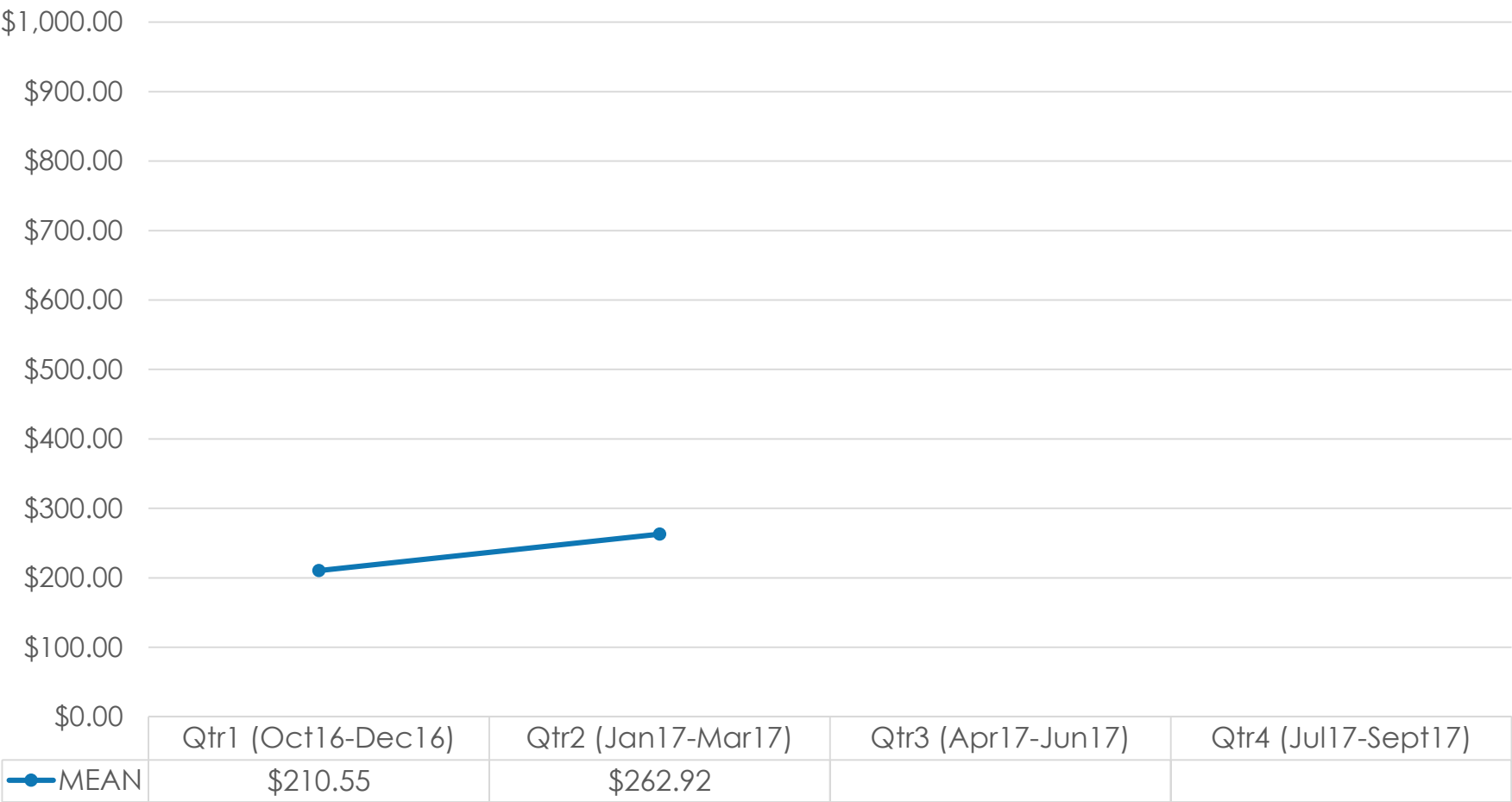
TOTAL (On-Isle + Prepaid) Expenditures Per Person

- $838.04 = overall mean average prepaid expense by respondent/ Per Person

[A]

TOTAL Per Person Expenditures – FY2017 Tracking

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$893.49	$838.04		
MEDIAN	$734.00	$601.00		
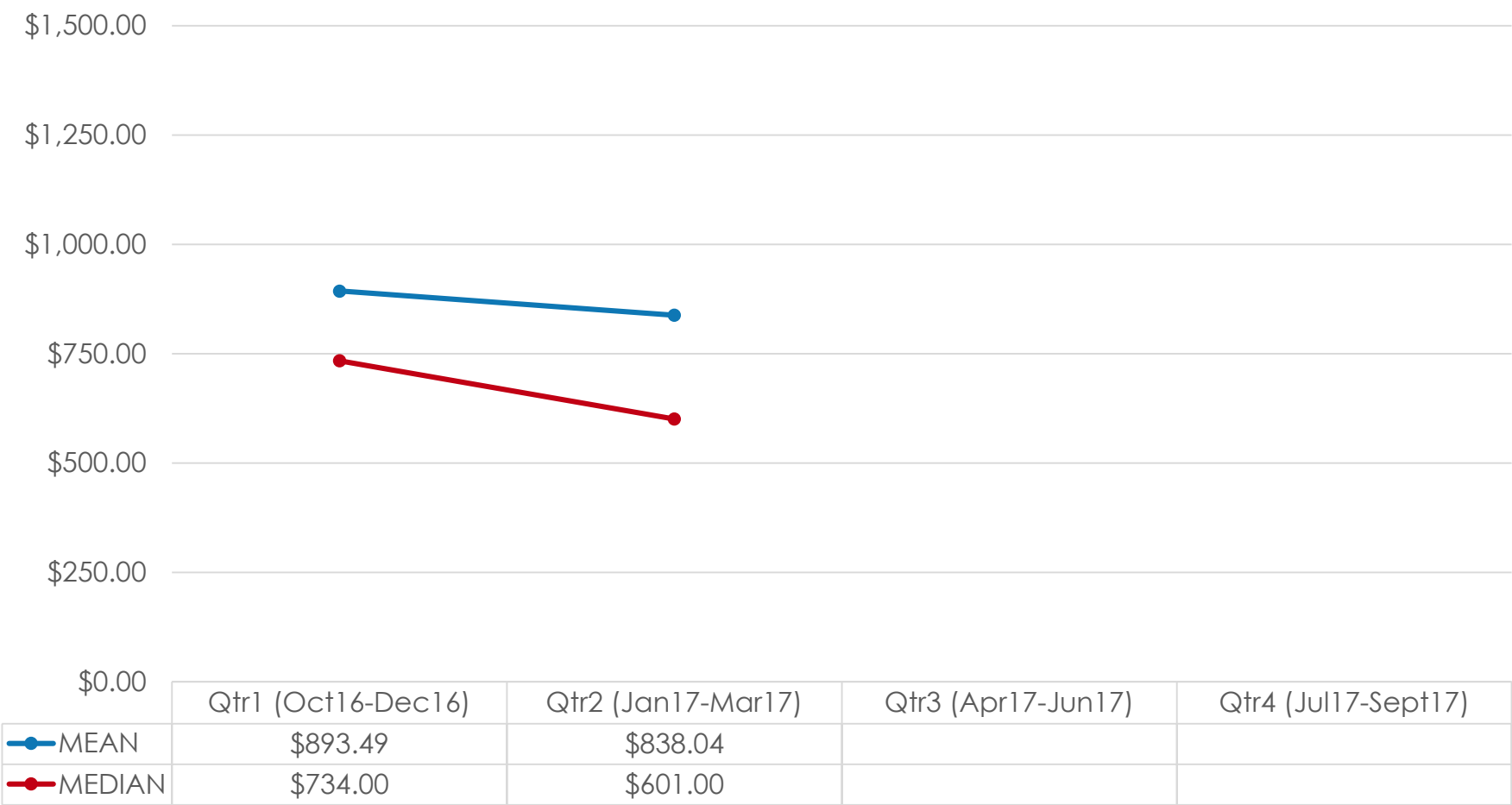
TOTAL Per Person Expenditures – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

TOTAL EXPENDITURES (On-Isle / Prepaid)

PER PERSON

		TOTAL	FAMILY	FIT	LEISURE
		-	-	-	-
TOTAL PP	Mean	$838.04	$818.52	$849.72	$878.56
	Median	$601	$603	$619	$567

Prepared by QMark Research

[A]

GUAM AIRPORT EXPENDITURE – FY2017 Tracking

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	$47.30	$144.13		

[A]
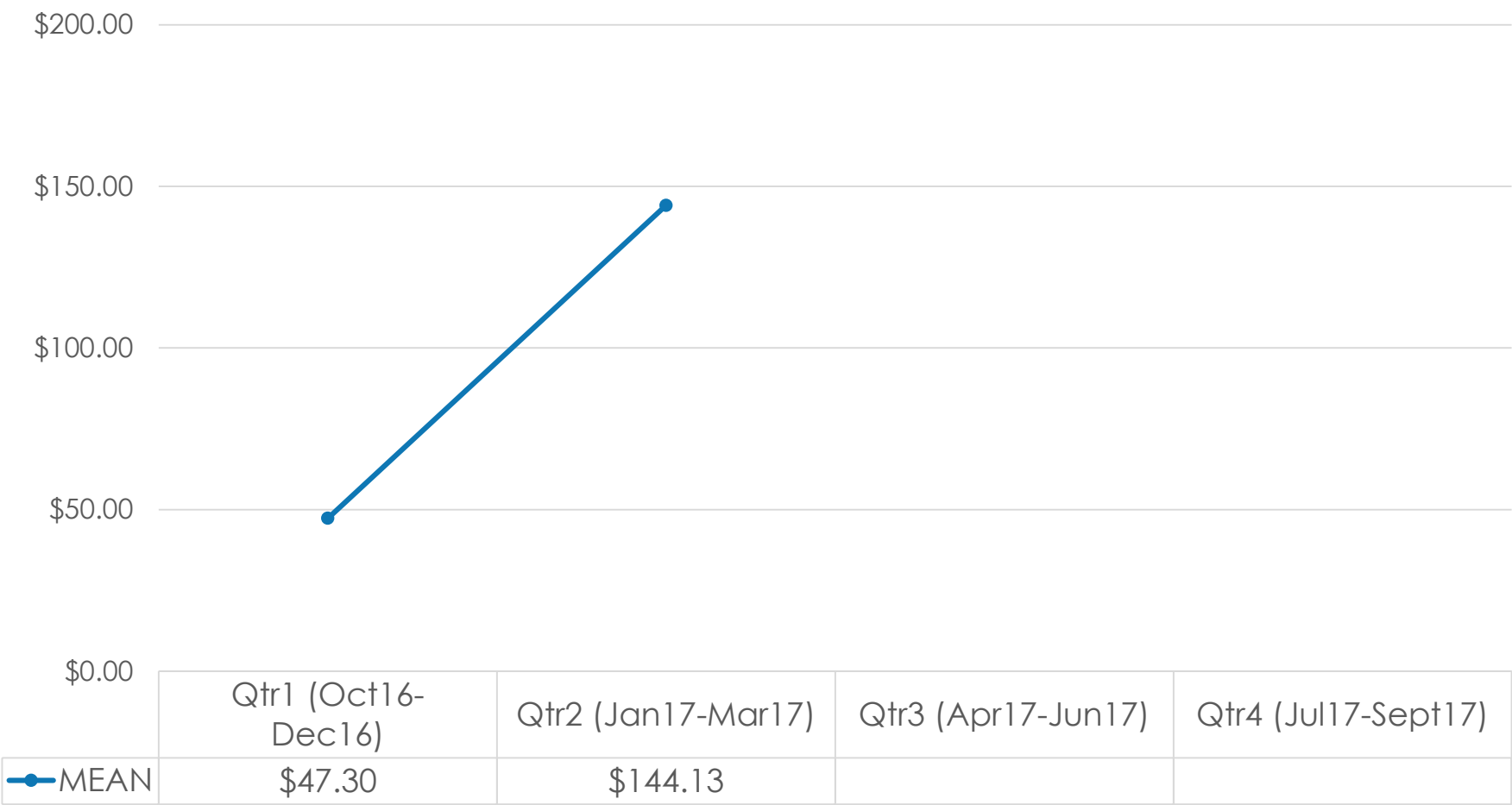
PARTICIPATED IN SHOP GUAM e-FESTIVAL

Yes
5%

No
95%

[A]
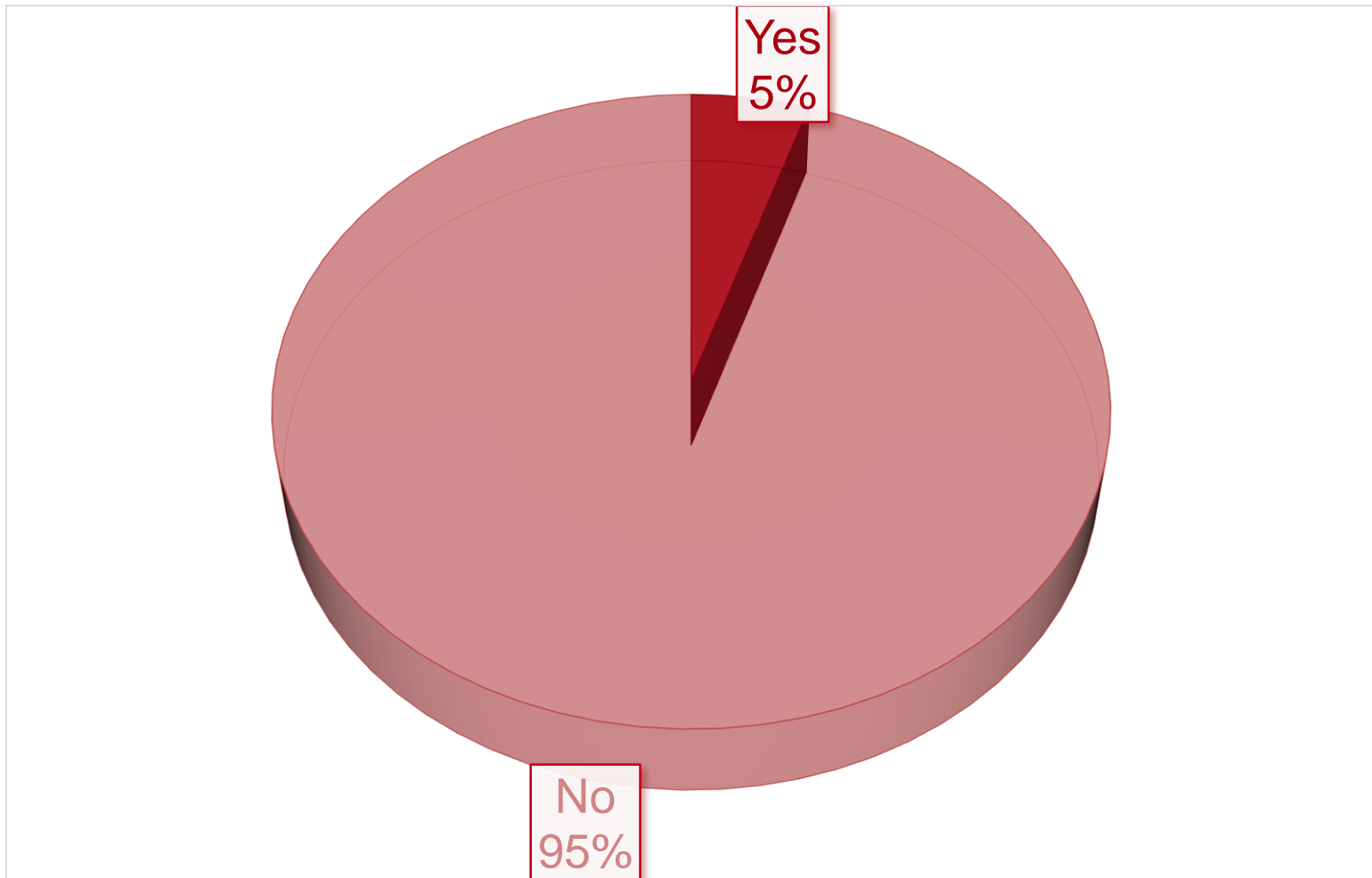
SHOP GUAM E-FESTIVAL SPENDING – FY2017 Tracking

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN		$117.50		

[A]
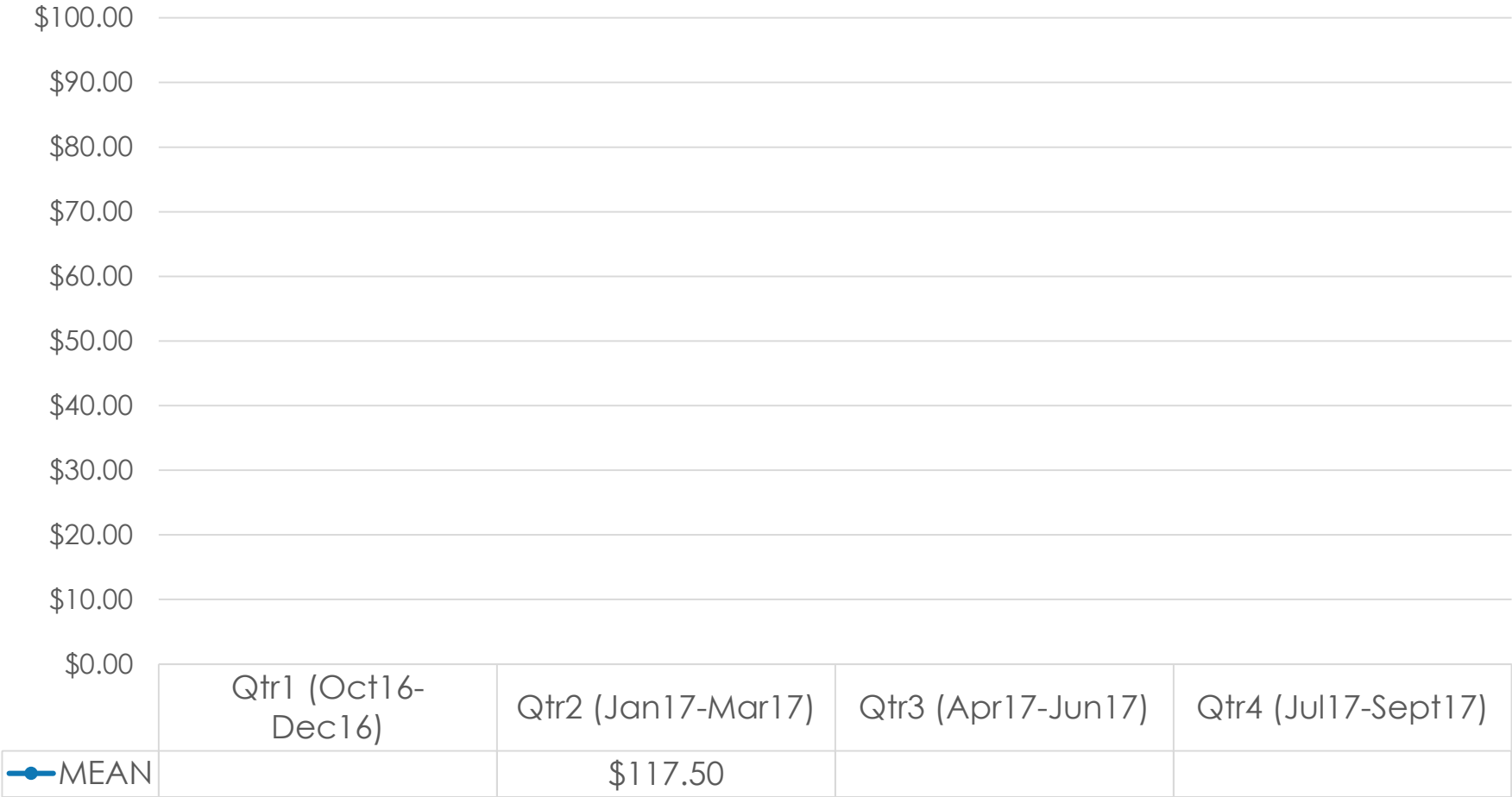
SECTION 4
VISITOR SATISFACTION BEHAVIOR

[A]

OVERALL SATISFACTION
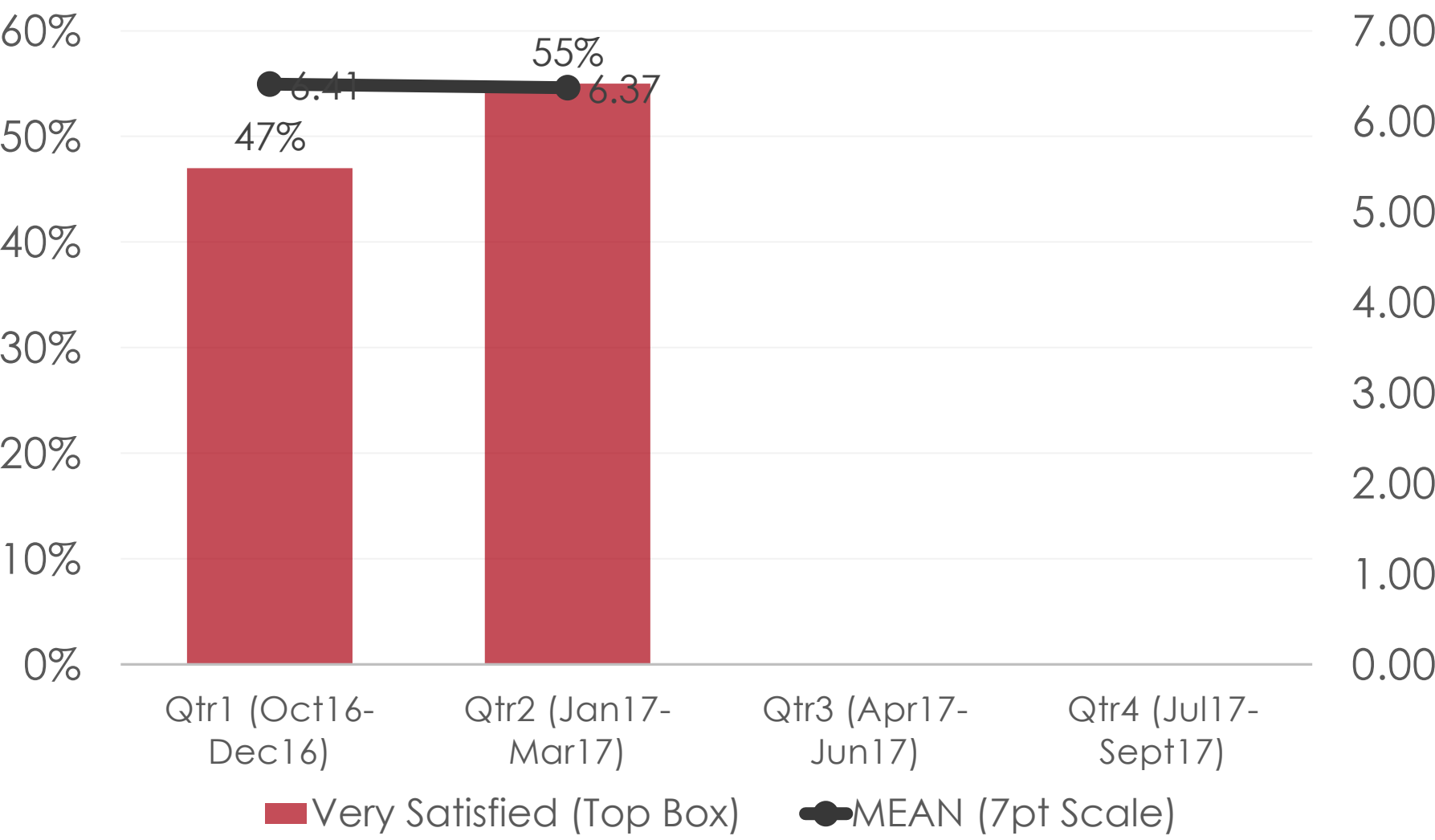
Guam was better than expected
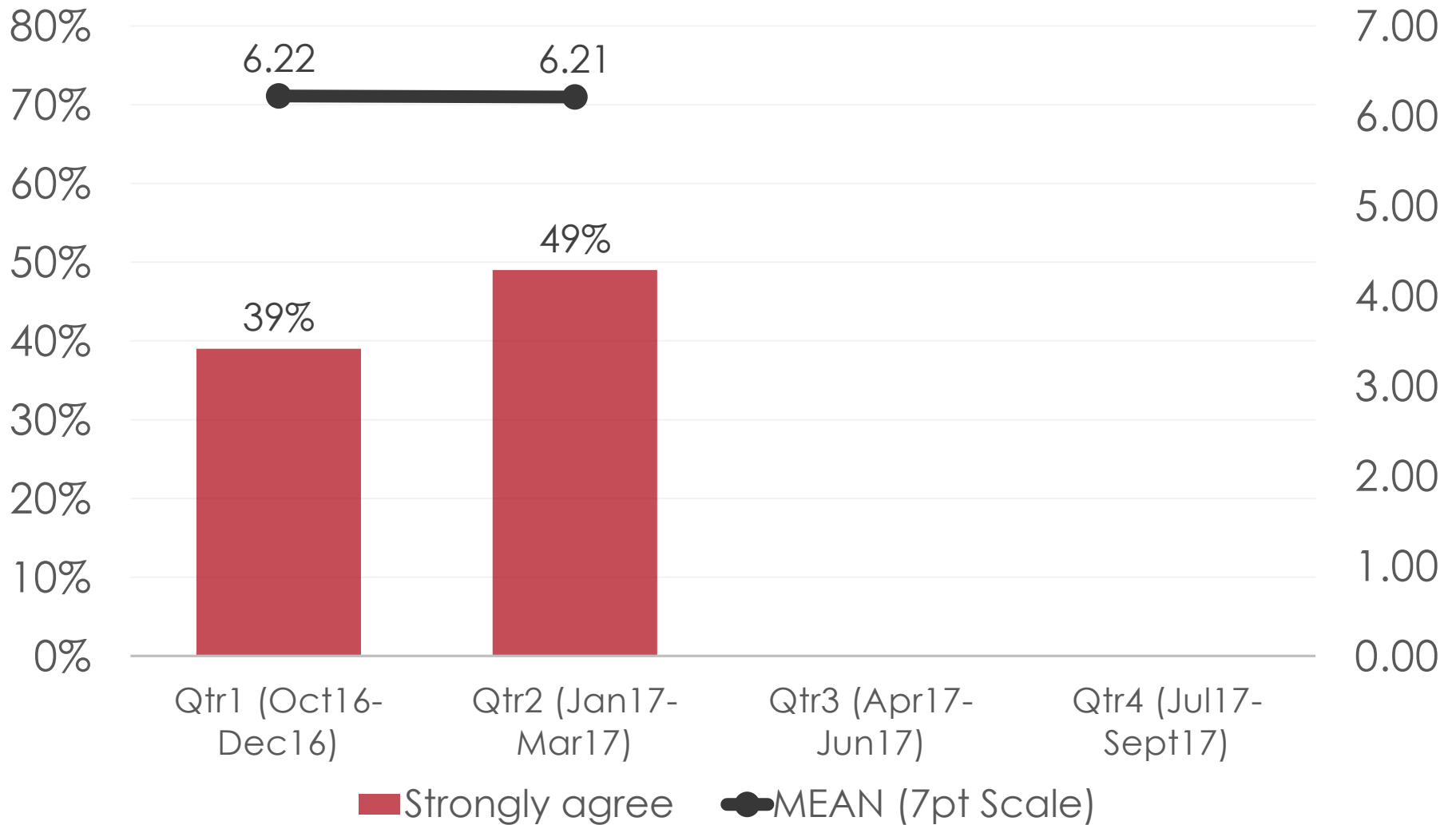
I had no communication problems
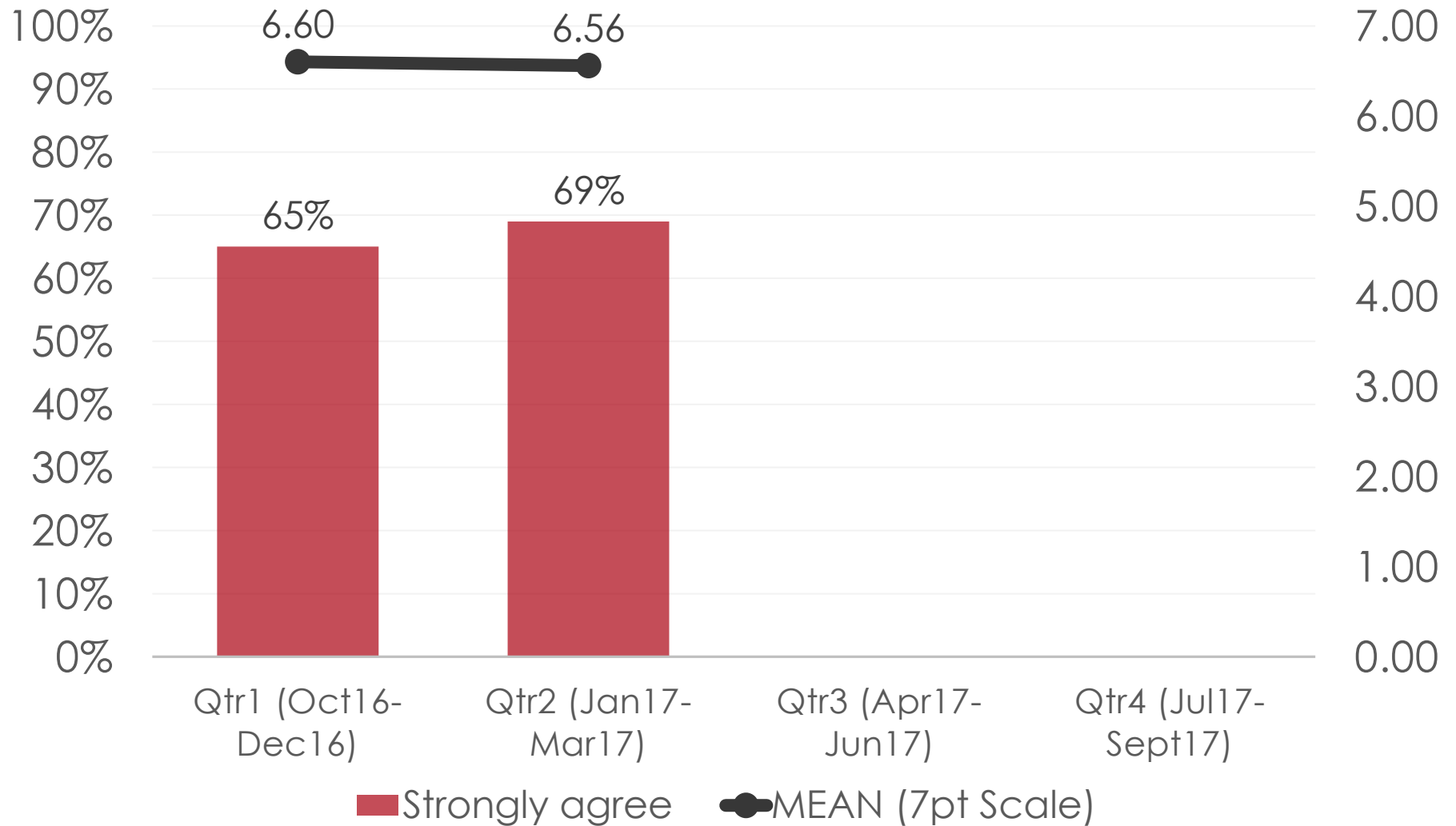
I will recommend Guam to friends
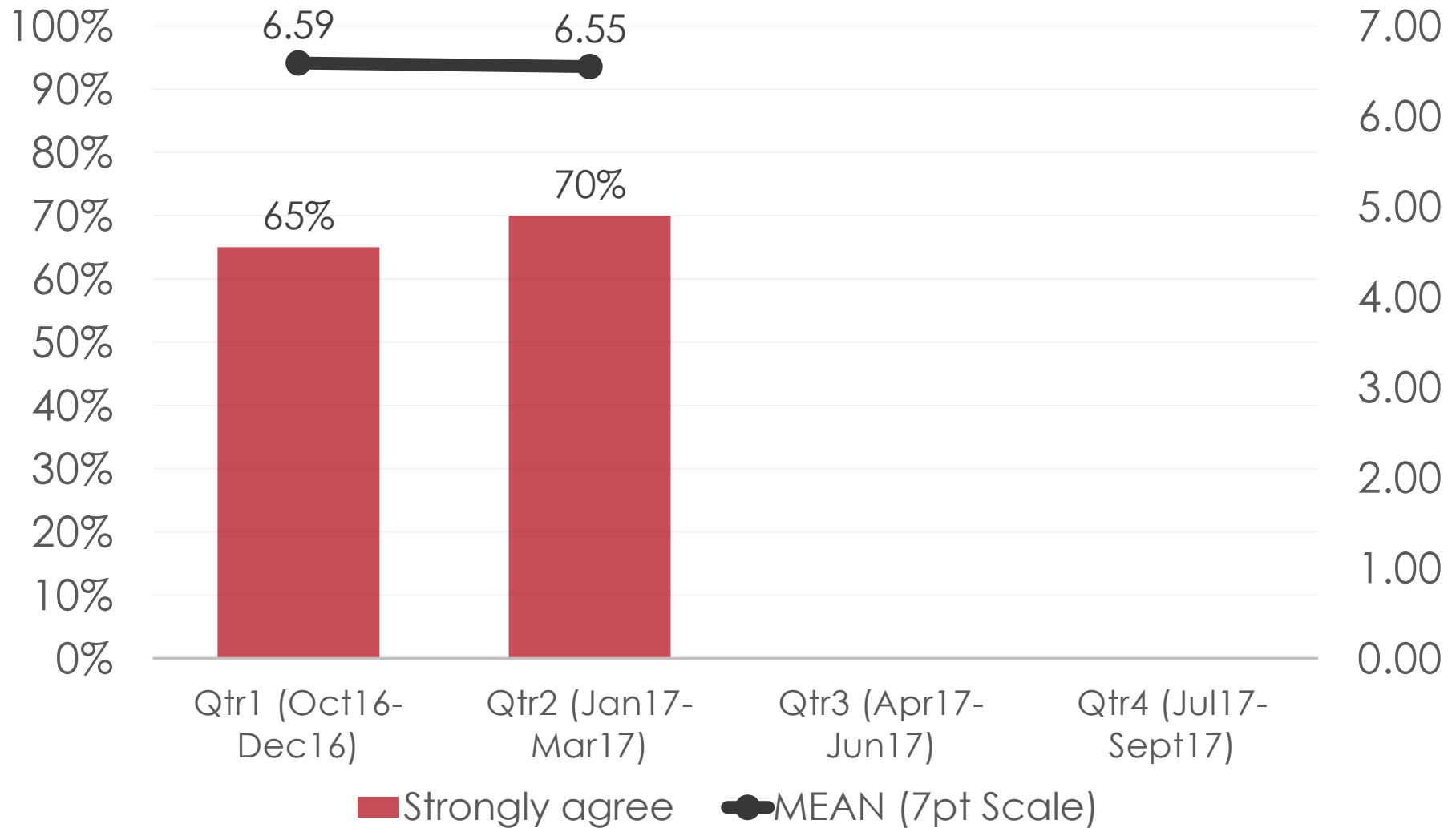
Sites on Guam were attractive
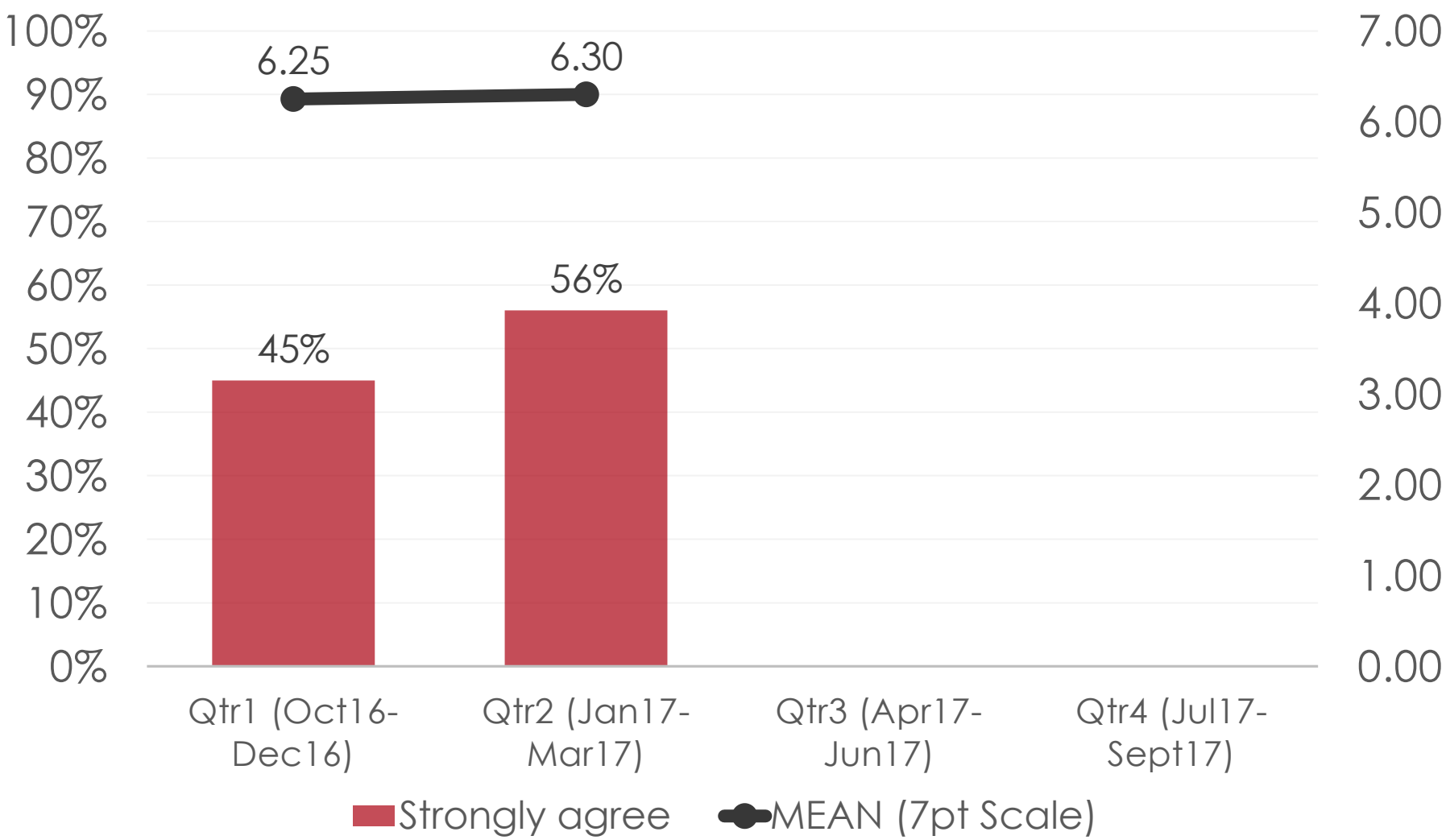
I plan to visit Guam again

6.45   6.40

60%   66%

	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)

Strongly agree   **MEAN (7pt Scale)**

[A]
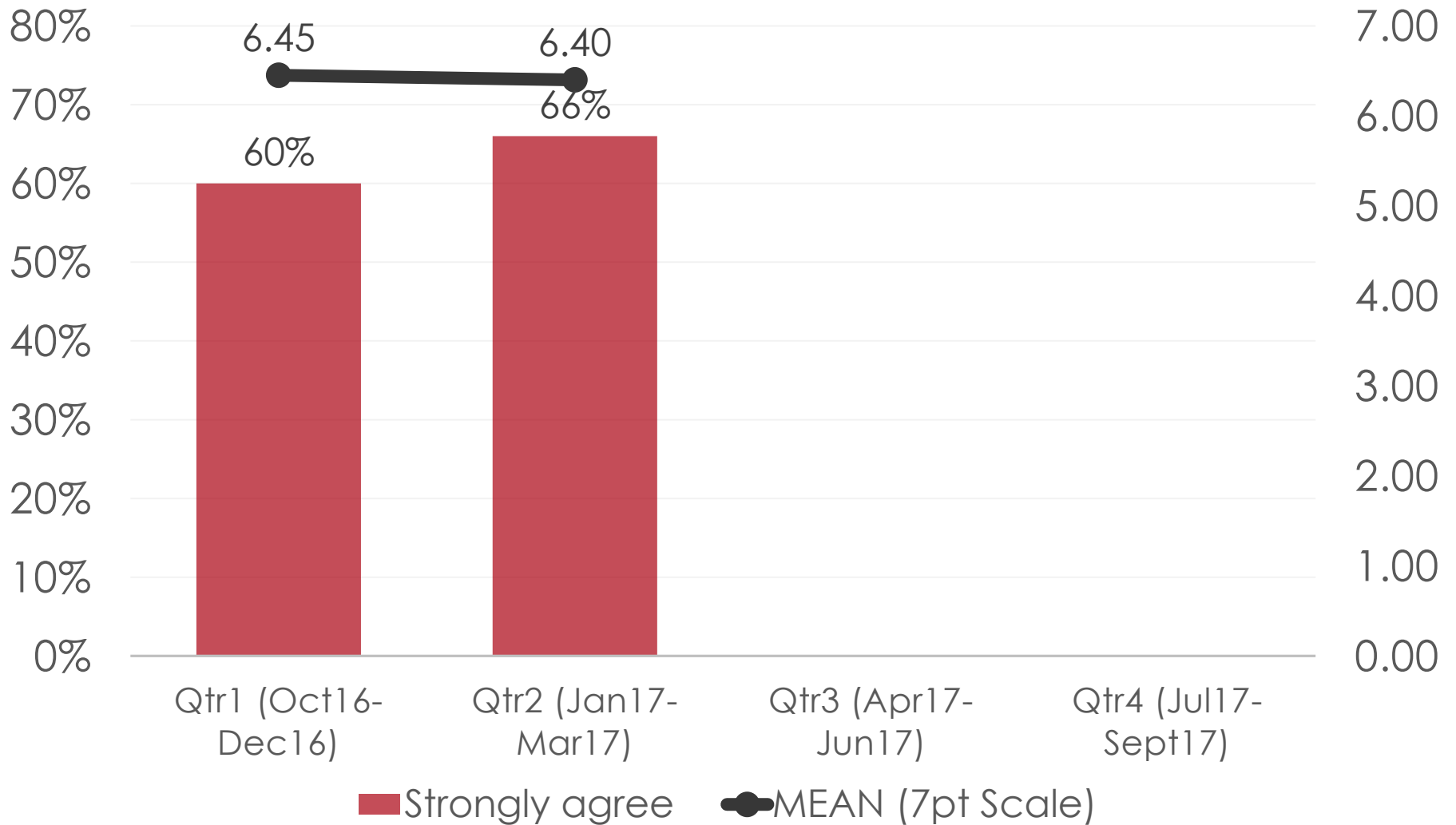
Not enough night time activities

[A]
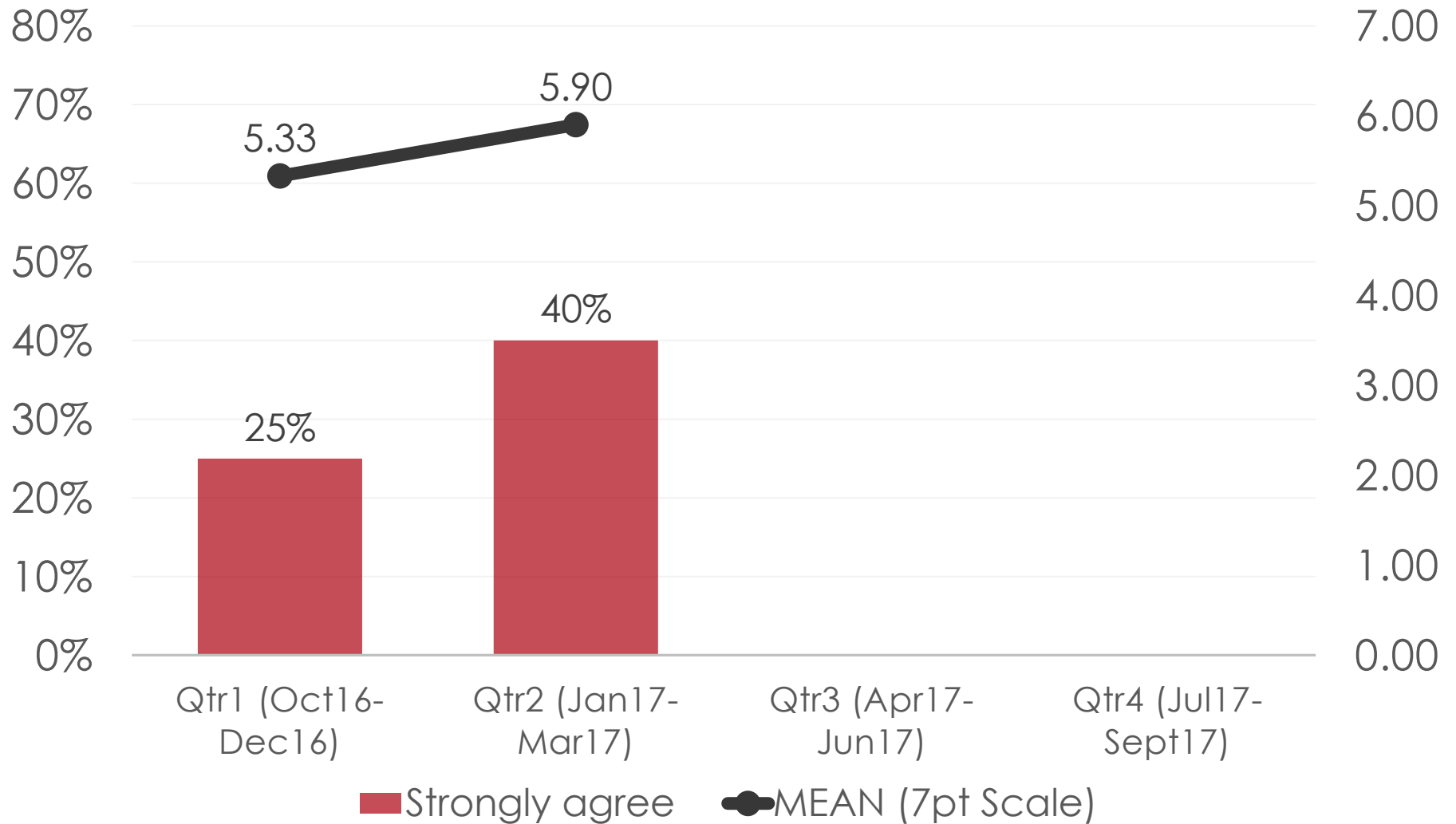
Tour guides were professional
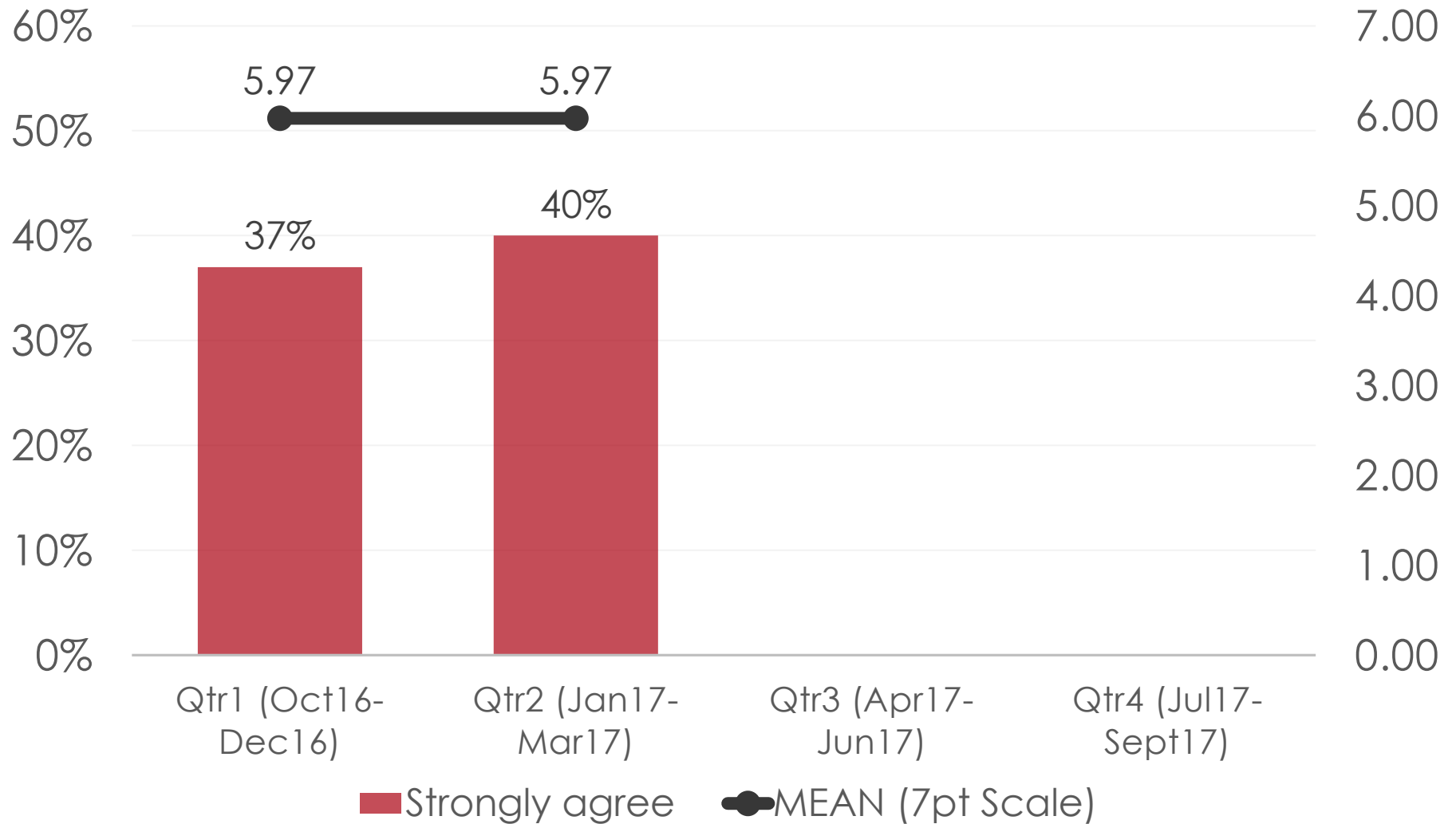
Tour drivers were professional
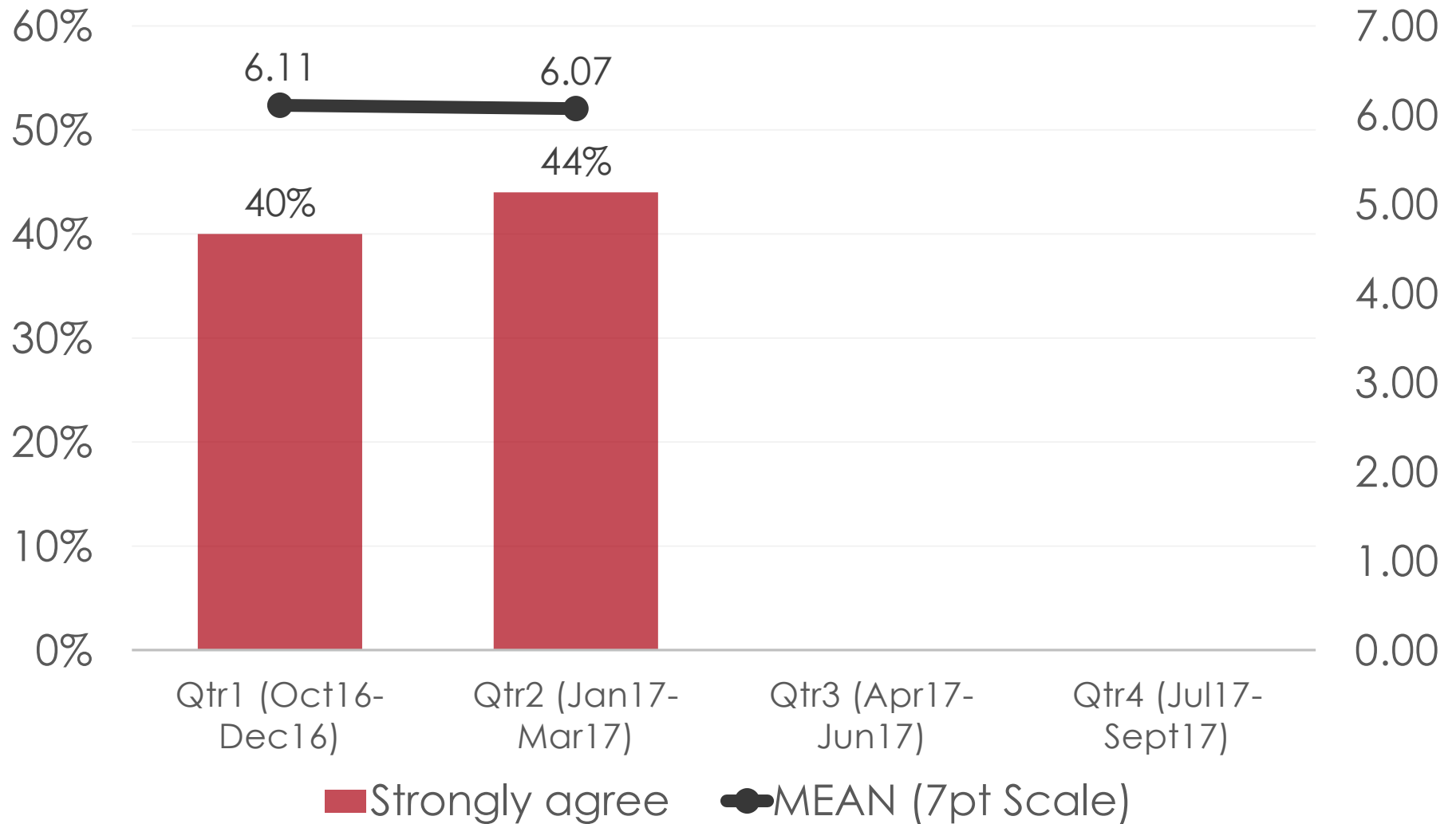
Taxi drivers were professional
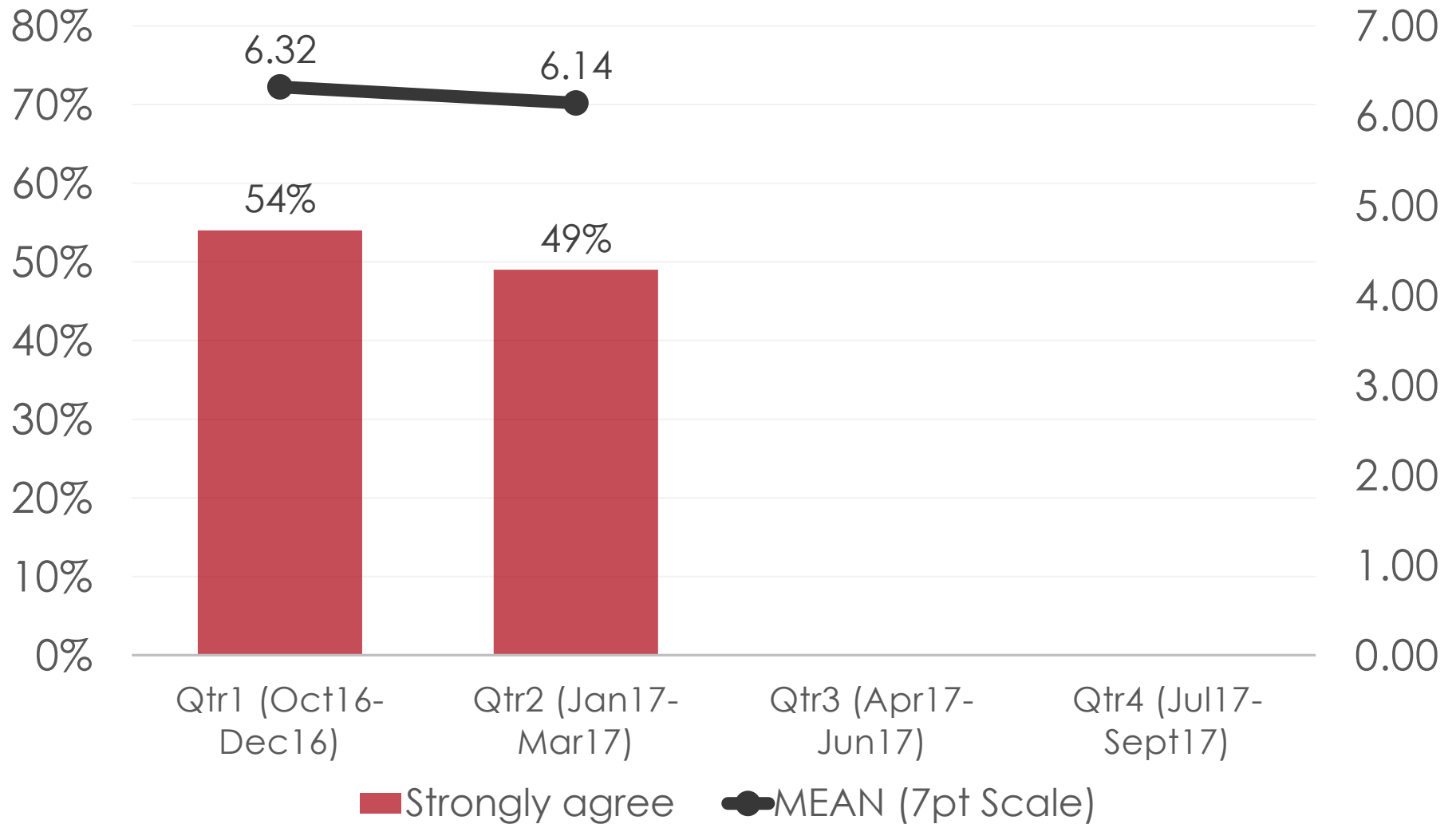
Taxis were clean
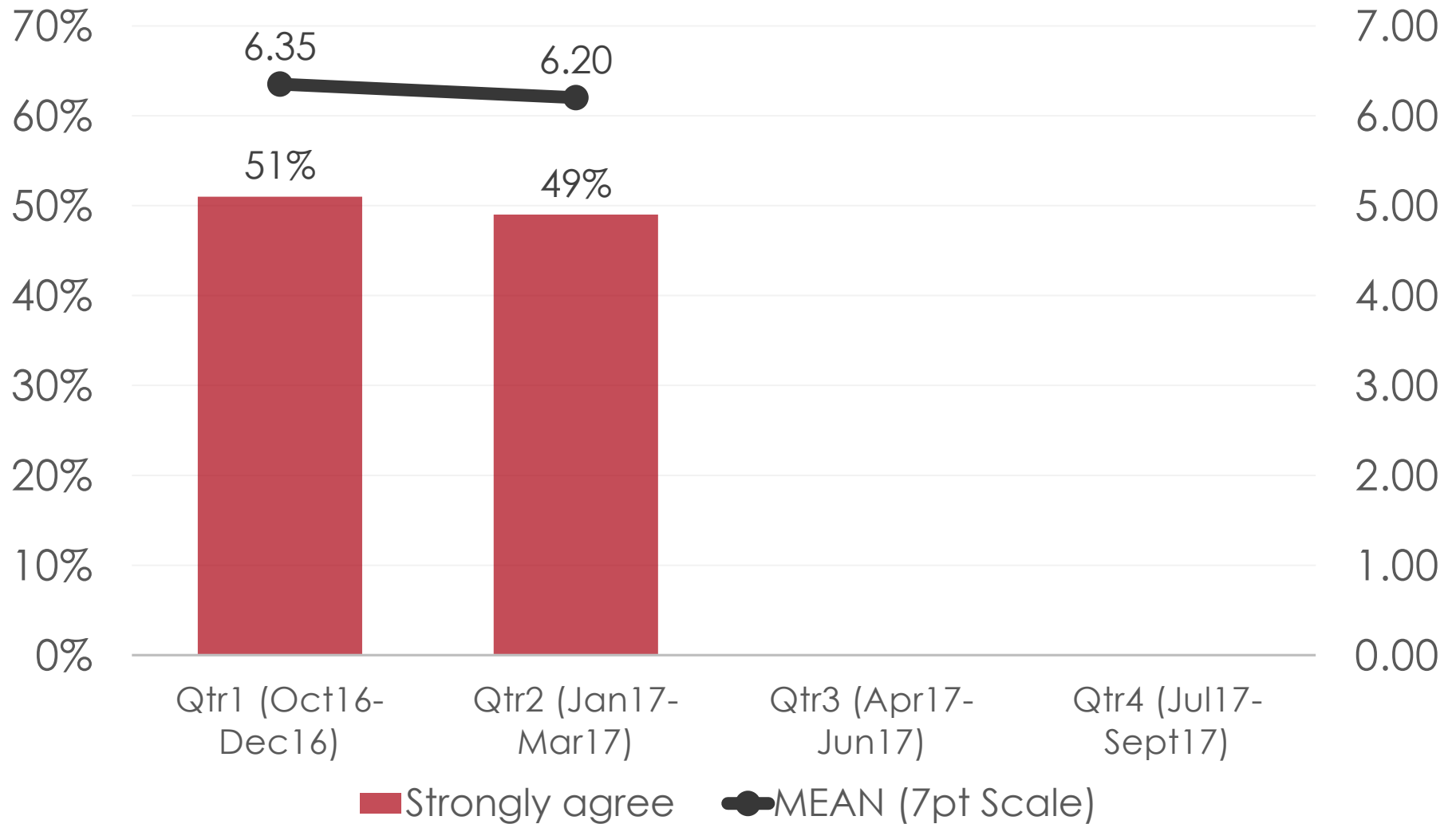
Guam airport was clean

GENERAL SATISFACTION

63% Ease of getting around
69% Safety walking at night
33% Price of things on Guam

6.40, 6.63, 5.79 — MEAN (7pt Scale)

Very Satisfied (Top Box)   MEAN (7pt Scale)

[A]
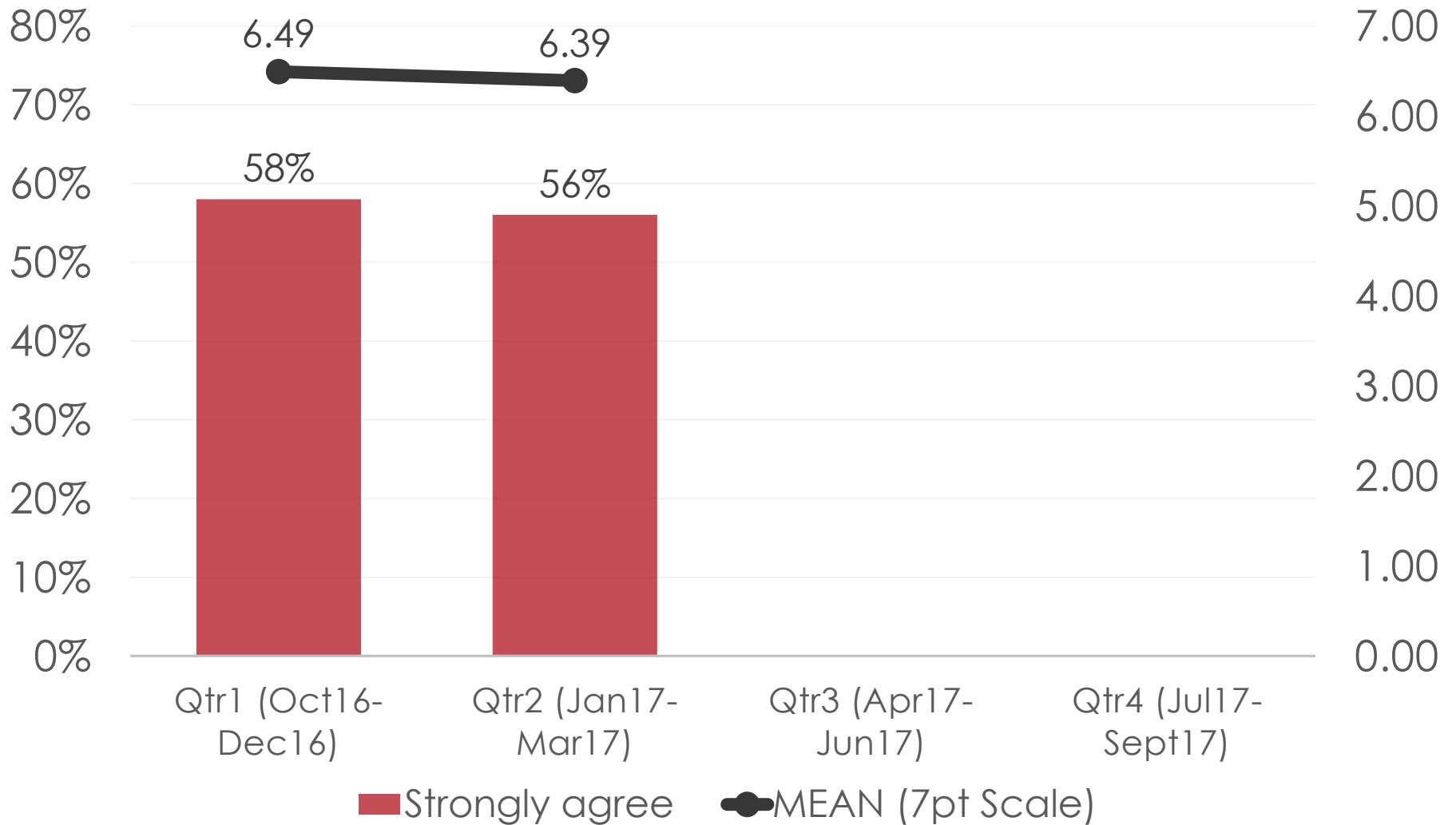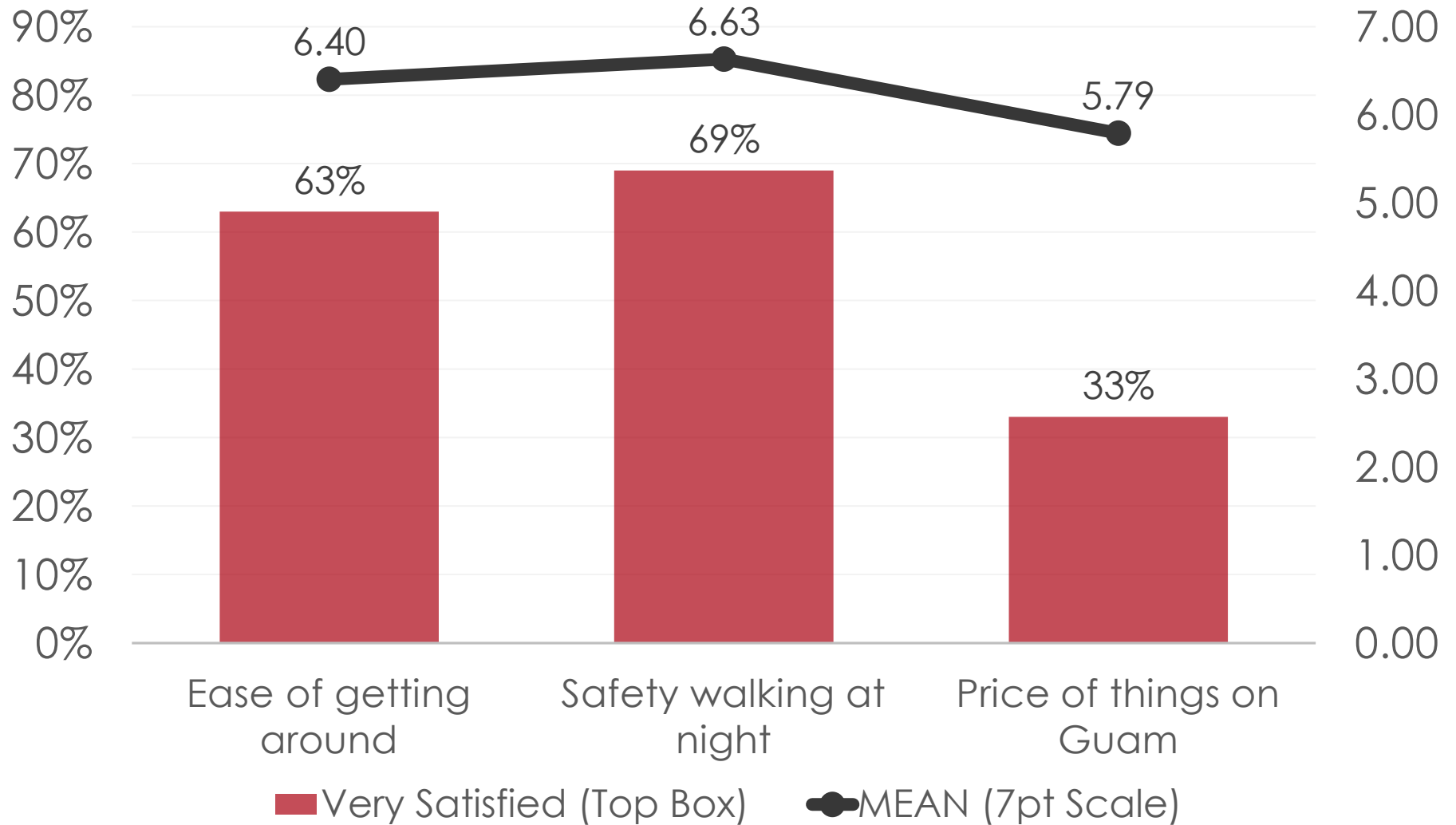
GENERAL SATISFACTION –
Quality/ Cleanliness

	Beaches/ Parks	Air/ SKY	Parks	Landscape Tumon	Landscape Guam	Ground Handler	Transportation vehicle
MEAN (7pt Scale)	6.53	6.53	6.47	6.50	6.47	6.39	6.26
Very Satisfied (Top Box)	61%	63%	60%	61%	59%	57%	52%

Very Satisfied (Top Box)   MEAN (7pt Scale)

[A]
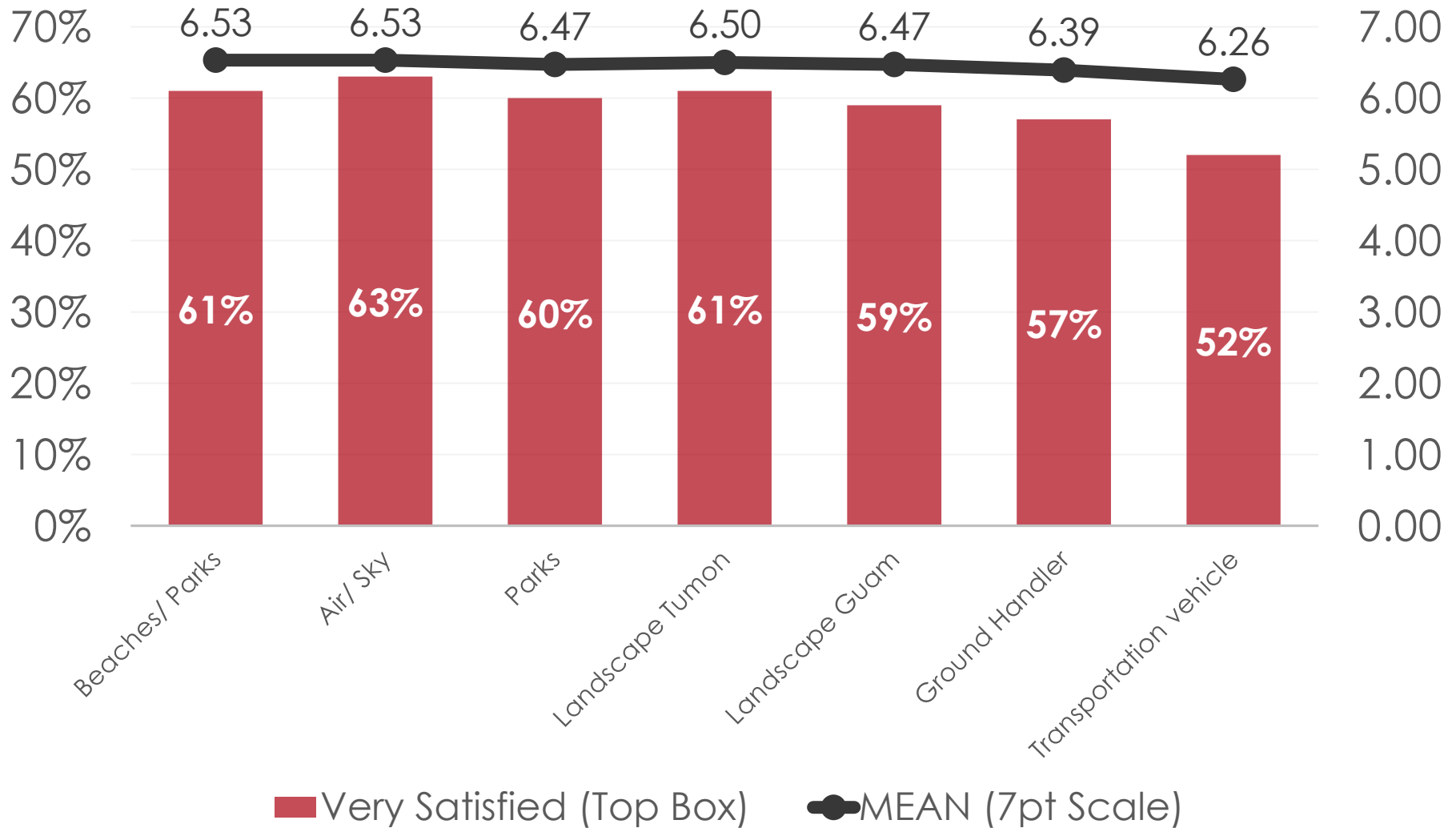
ACCOMMODATIONS –
OVERALL SATISFACTION

[A]
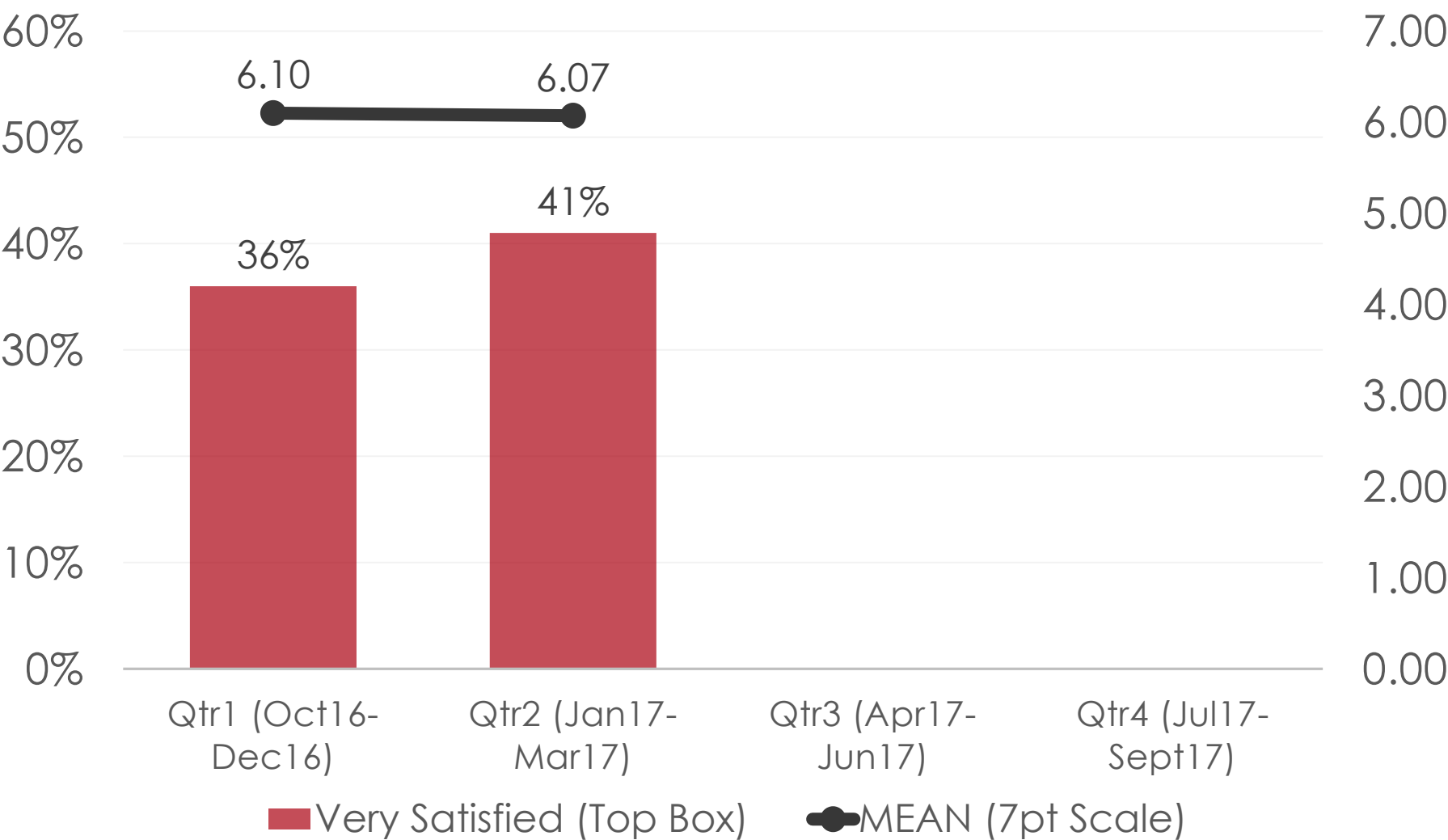
ACCOMMODATIONS –
Satisfaction by Category
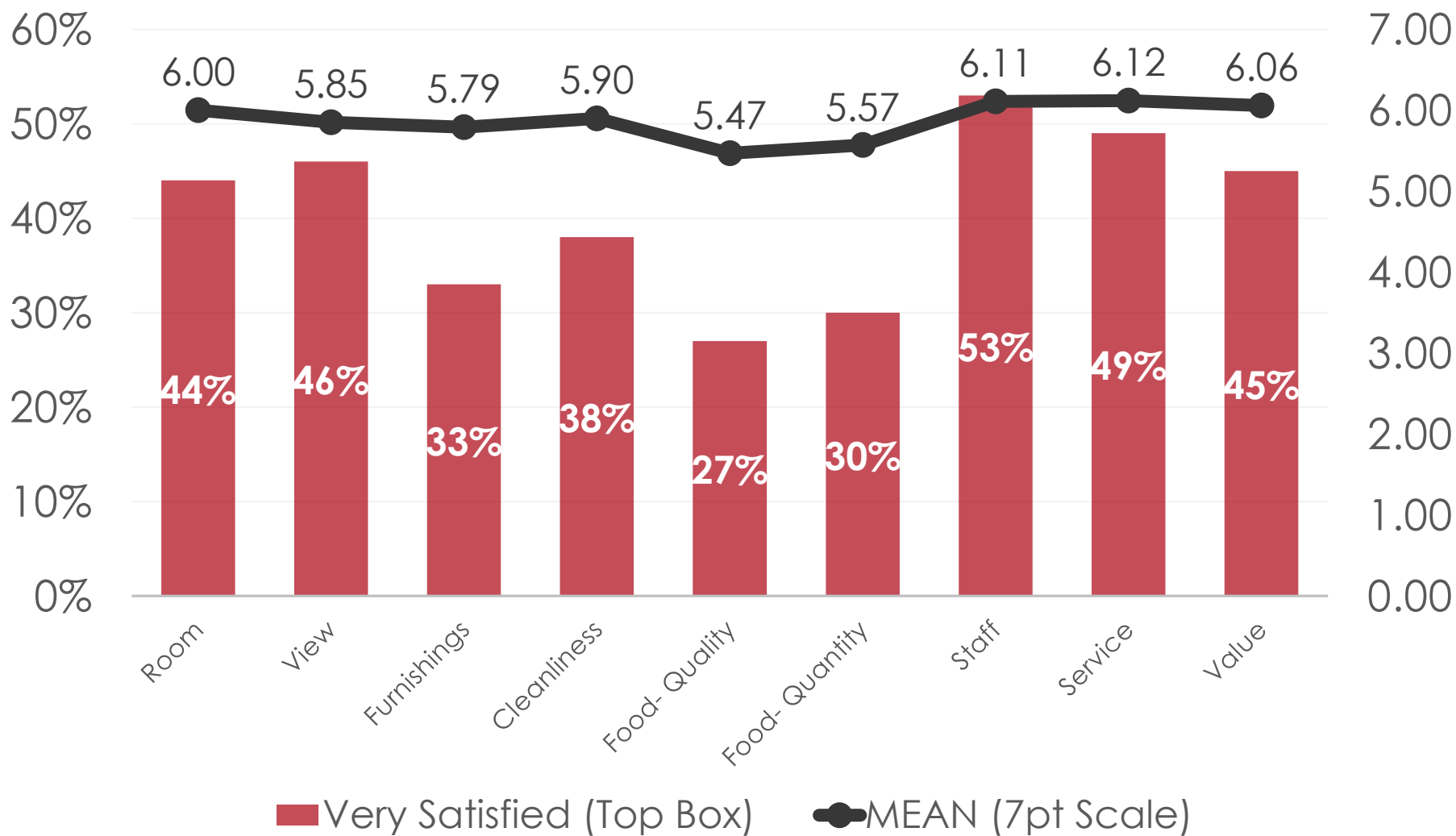
DINING EXPERIENCE (Outside Hotel) –
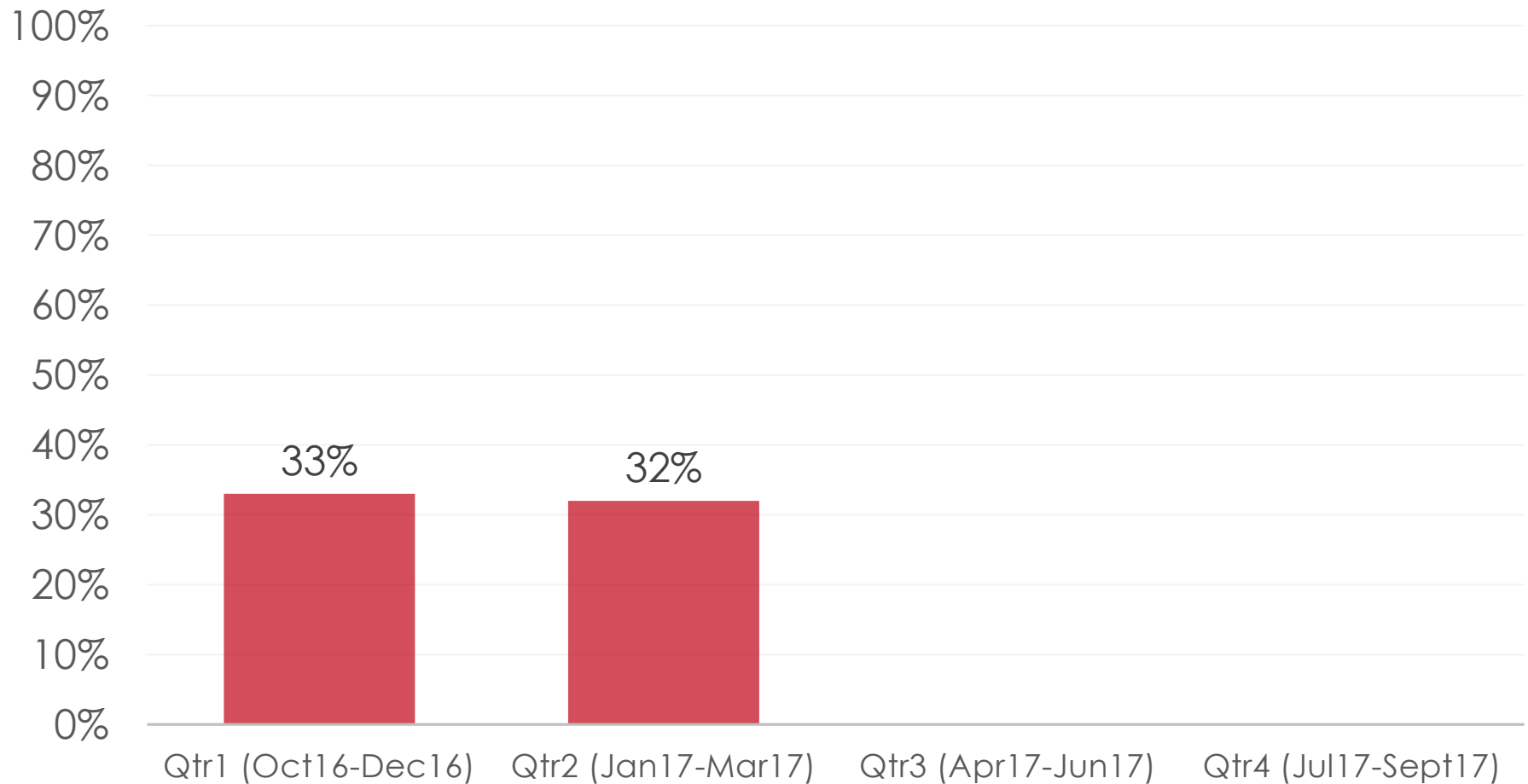## Satisfaction by Category
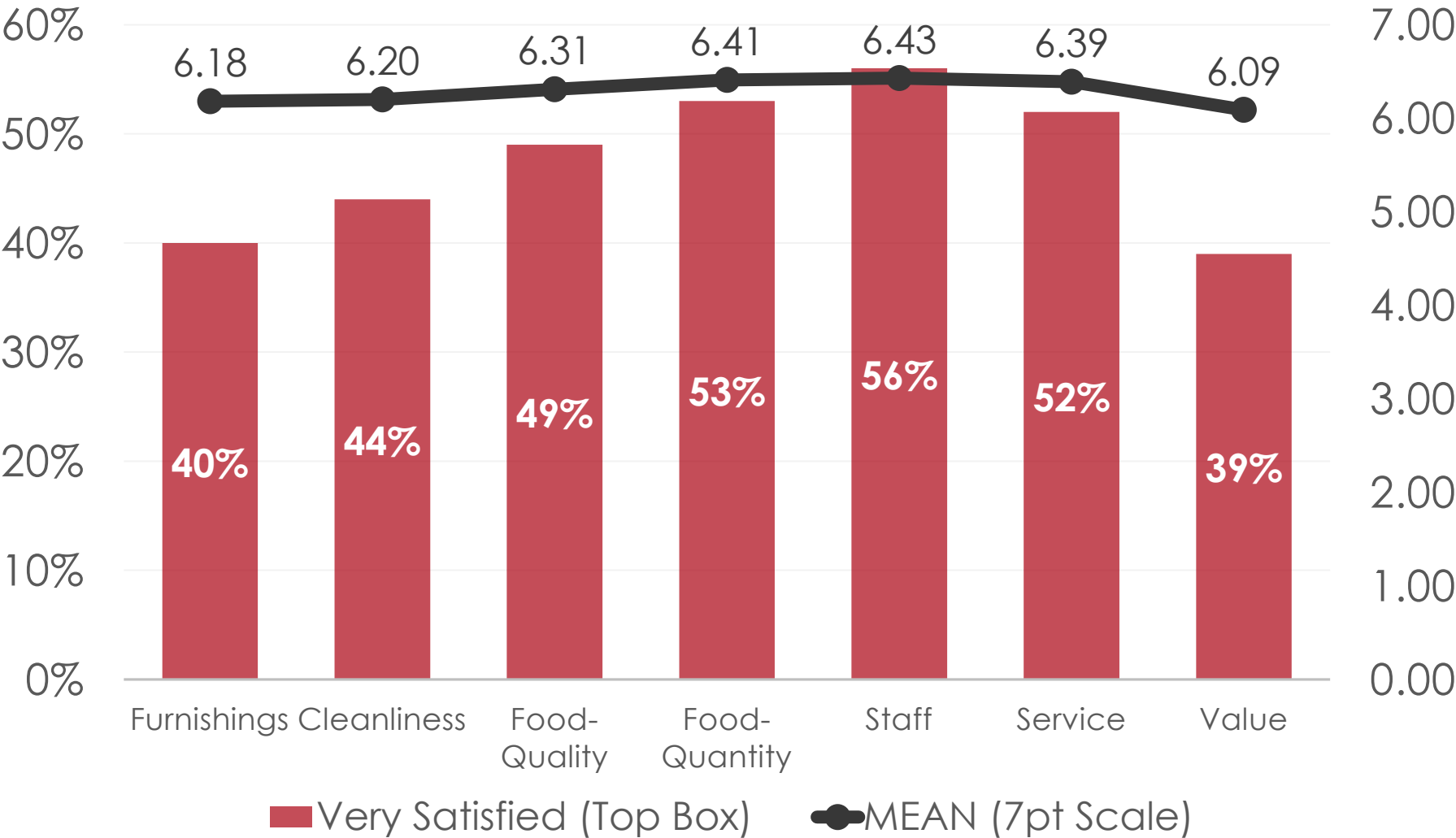
Shopping Malls/ Stores (Top Responses)

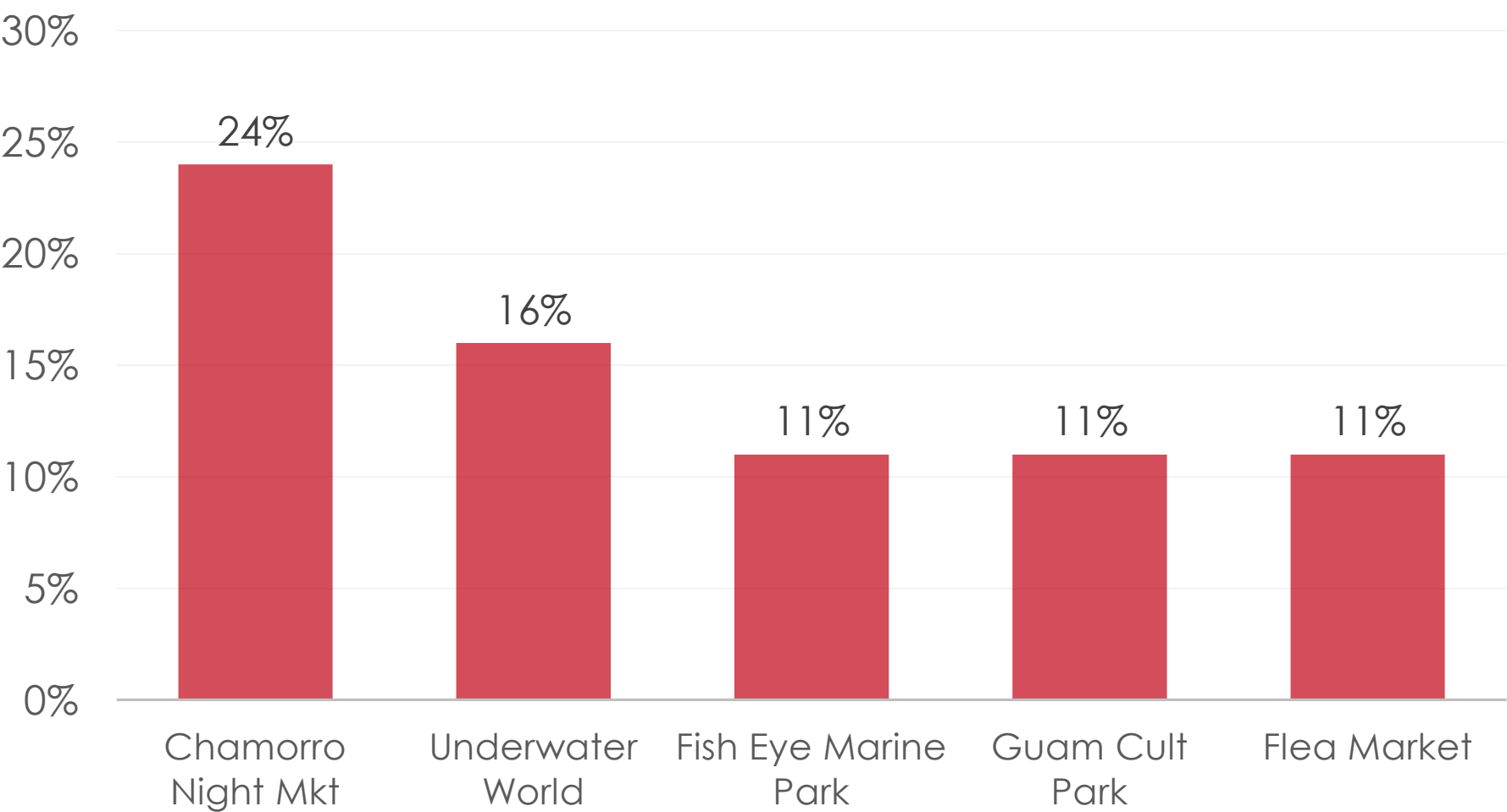| Store	Percentage
Micro Mall	92%
K-Mart	90%
Ross	83%
Guam Premium Outlet	81%
Macys	79%
ABC Store	67%
Agana SC	52%
The Plaza	45%
DFS Galleria	41%
JP Super	30%

[A]
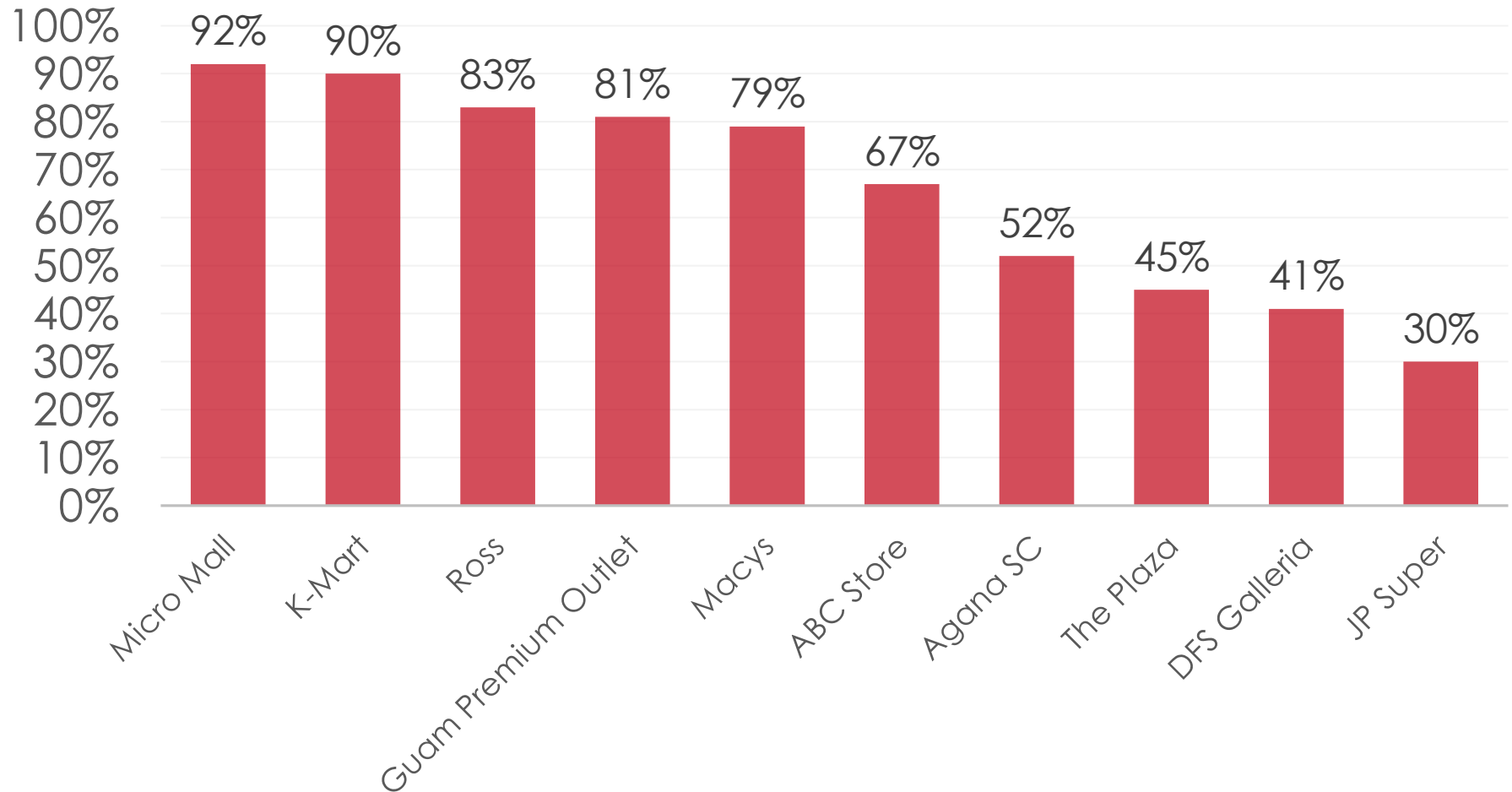
SHOPPING - SATISFACTION
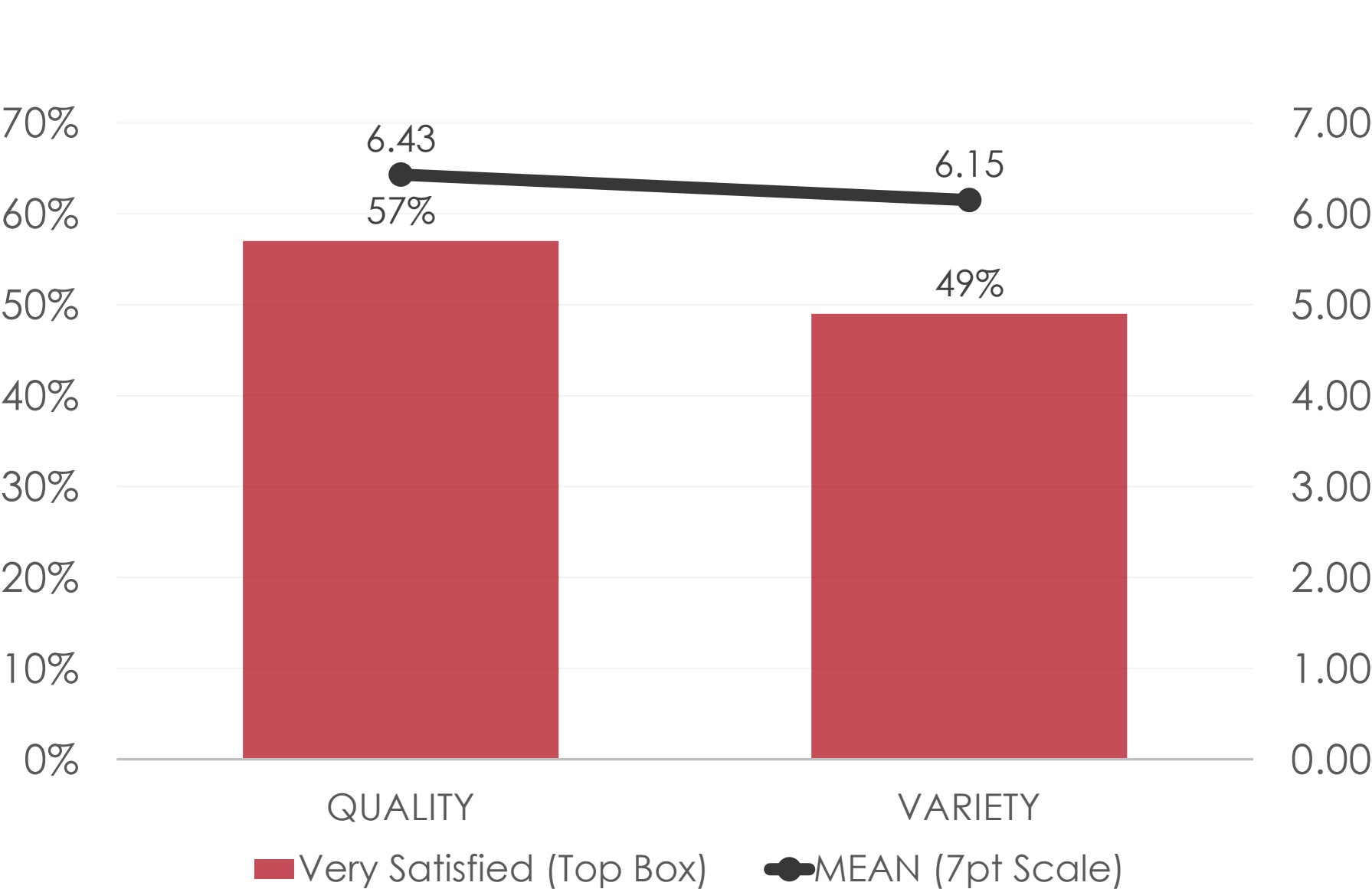
OPTIONAL TOUR PARTICIPATION – FY2017 Tracking

[A]

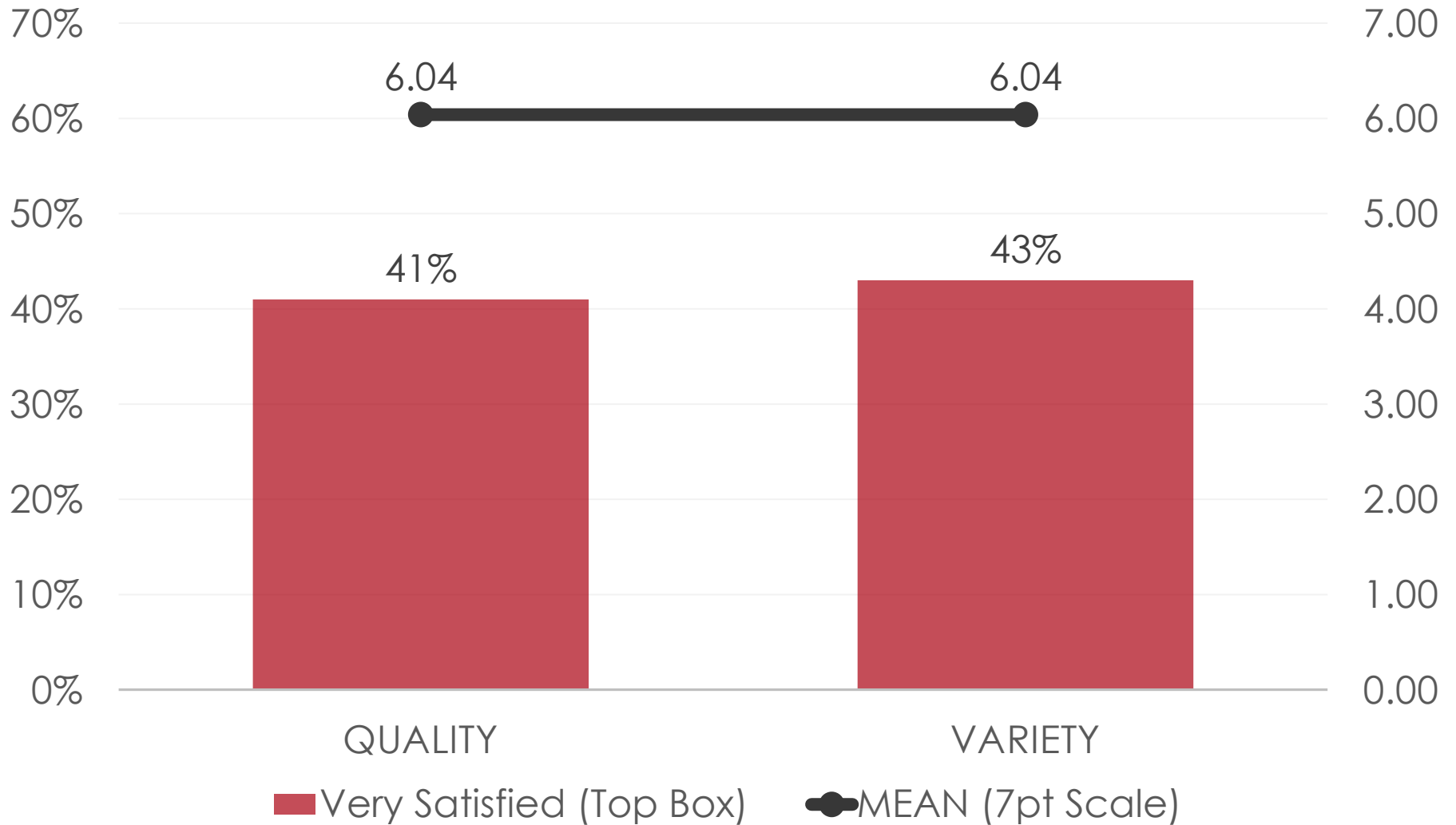# Optional Tour Participation (Top Responses)

[A]

Optional Tour Satisfaction
Top Responses only - Participation (10%+)

Chart showing "Very Satisfied (Top Box)" bars and "MEAN (7pt Scale)" line:

Tour	Very Satisfied (Top Box)	MEAN (7pt Scale)
Chamorro Night Mkt	64%	6.40
Underwater World	56%	6.25
Fish Eye Marine Park	55%	6.18
Guam Cult Park	45%	6.09
Flea Market	55%	6.18

Legend: Very Satisfied (Top Box) — MEAN (7pt Scale)

[A]
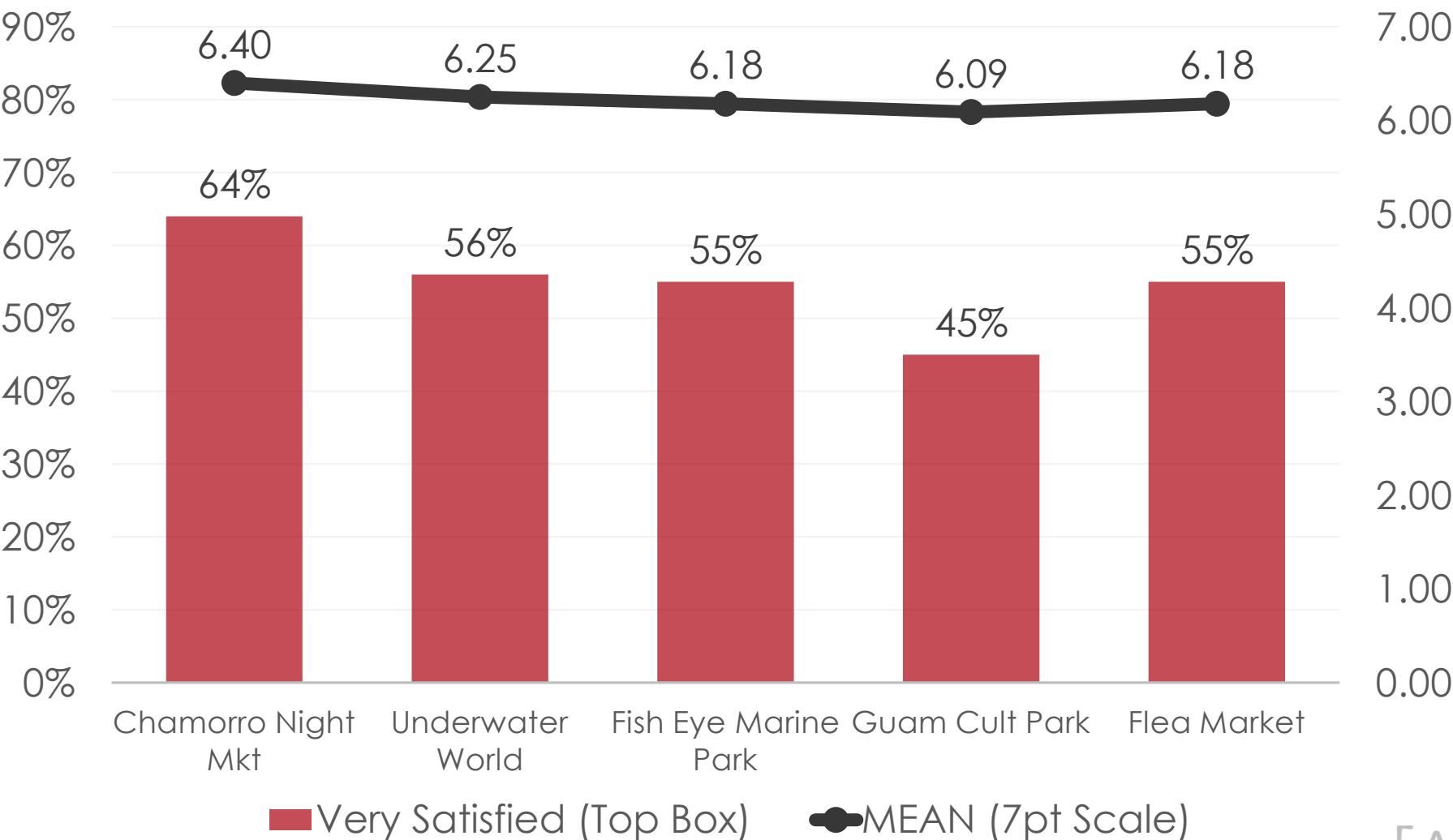
DAY TOUR - SATISFACTION
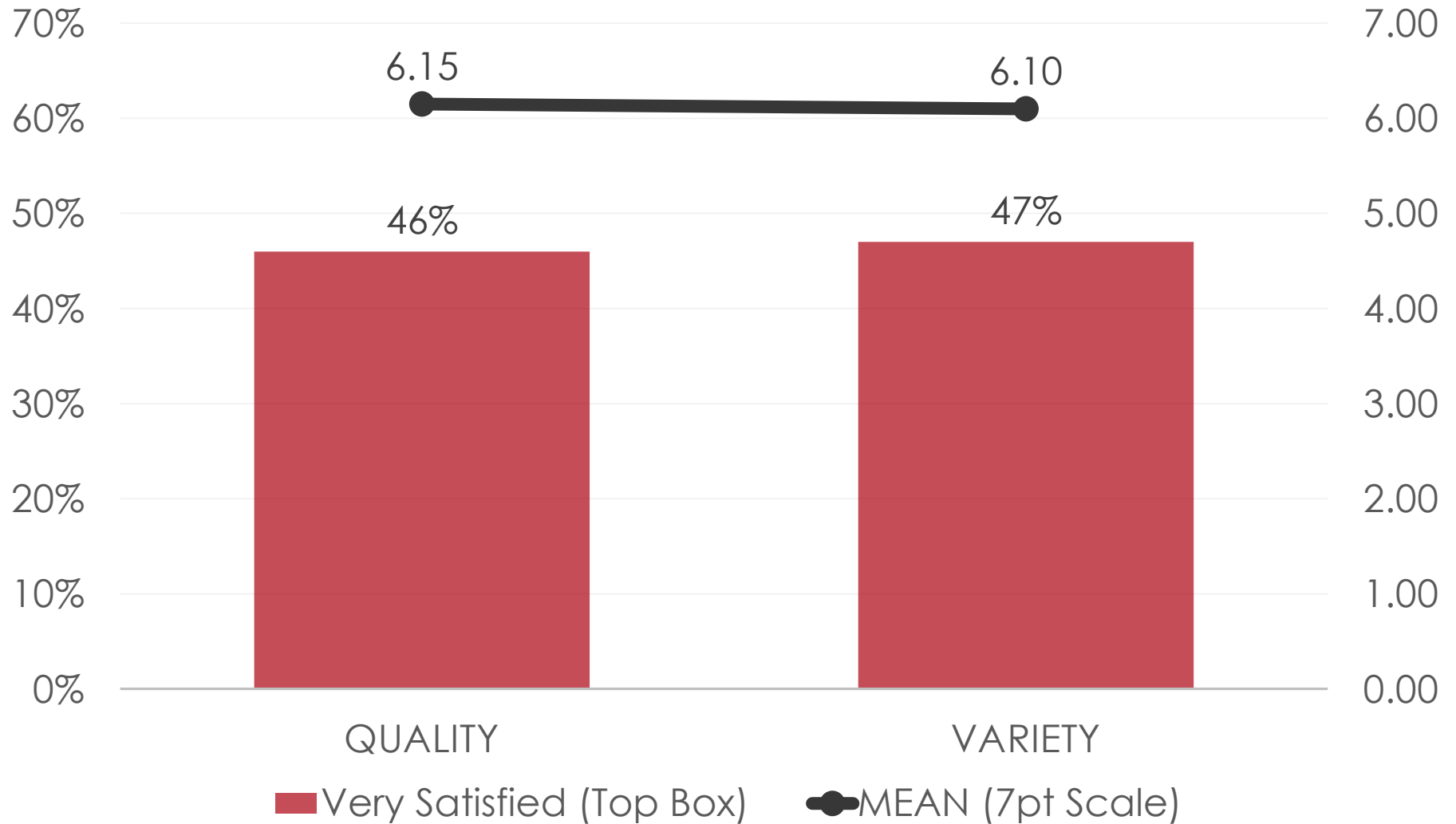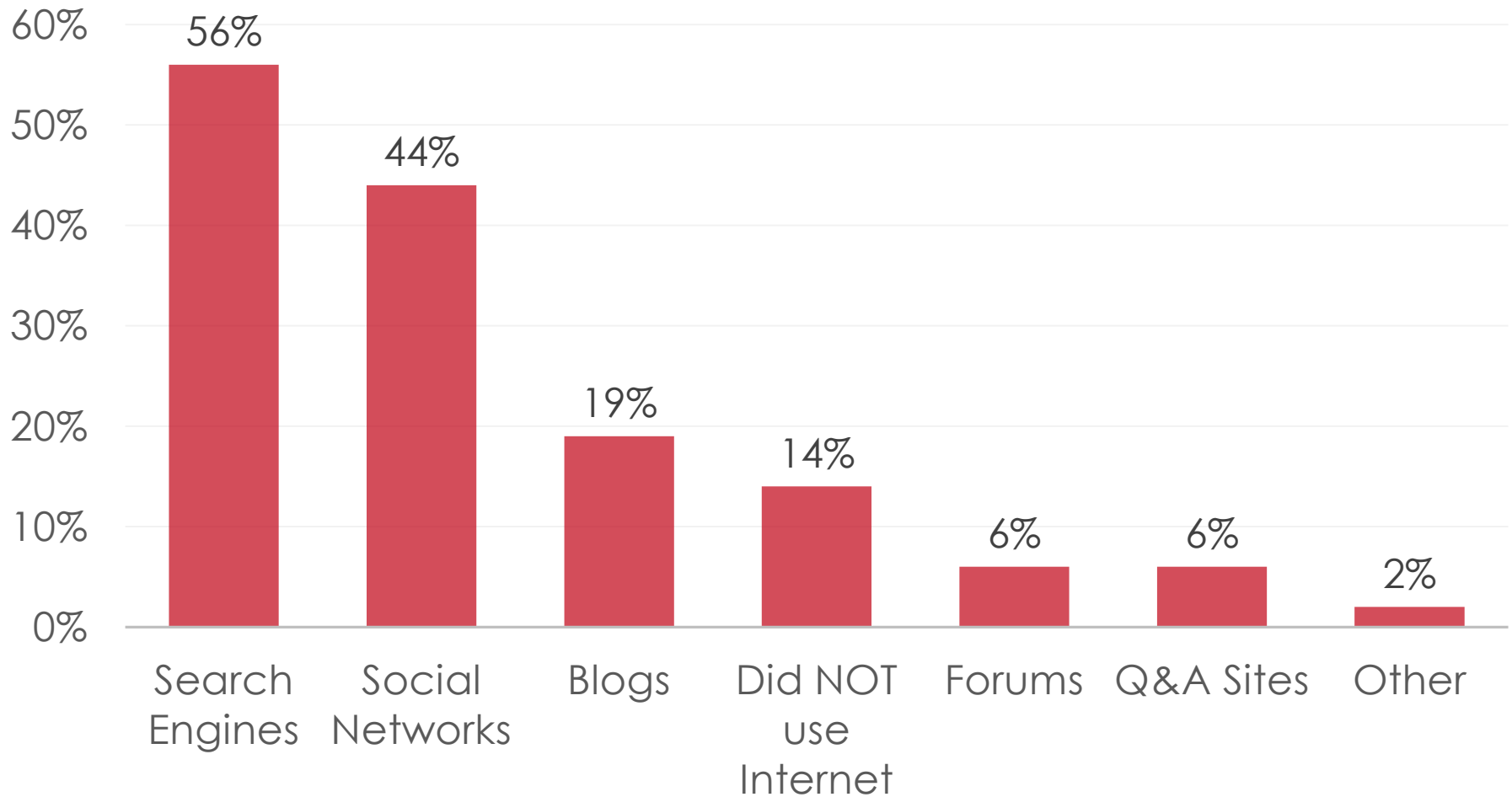
NIGHT TOUR - SATISFACTION

[A]

Activities Participation (Top Responses)
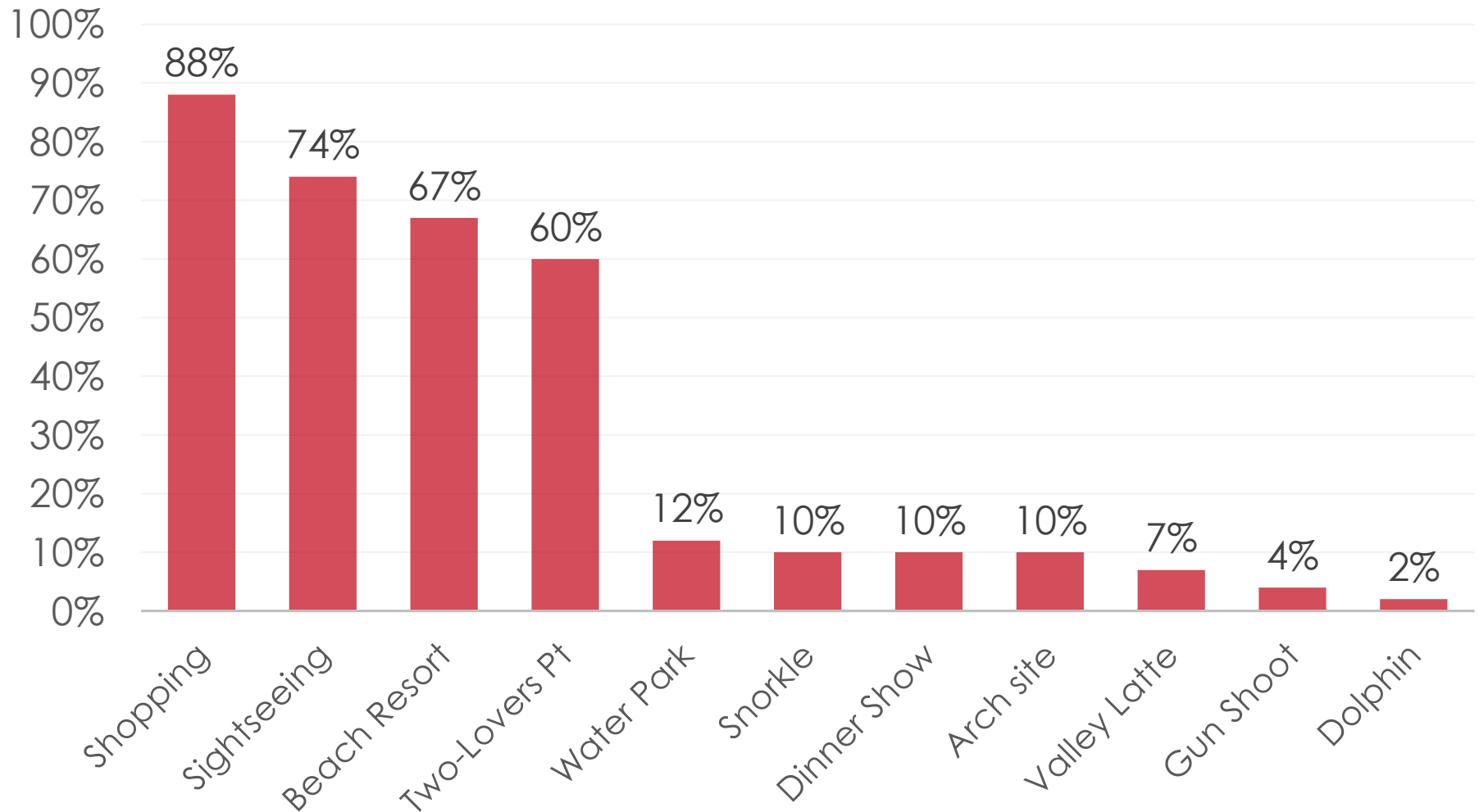
SECTION 5
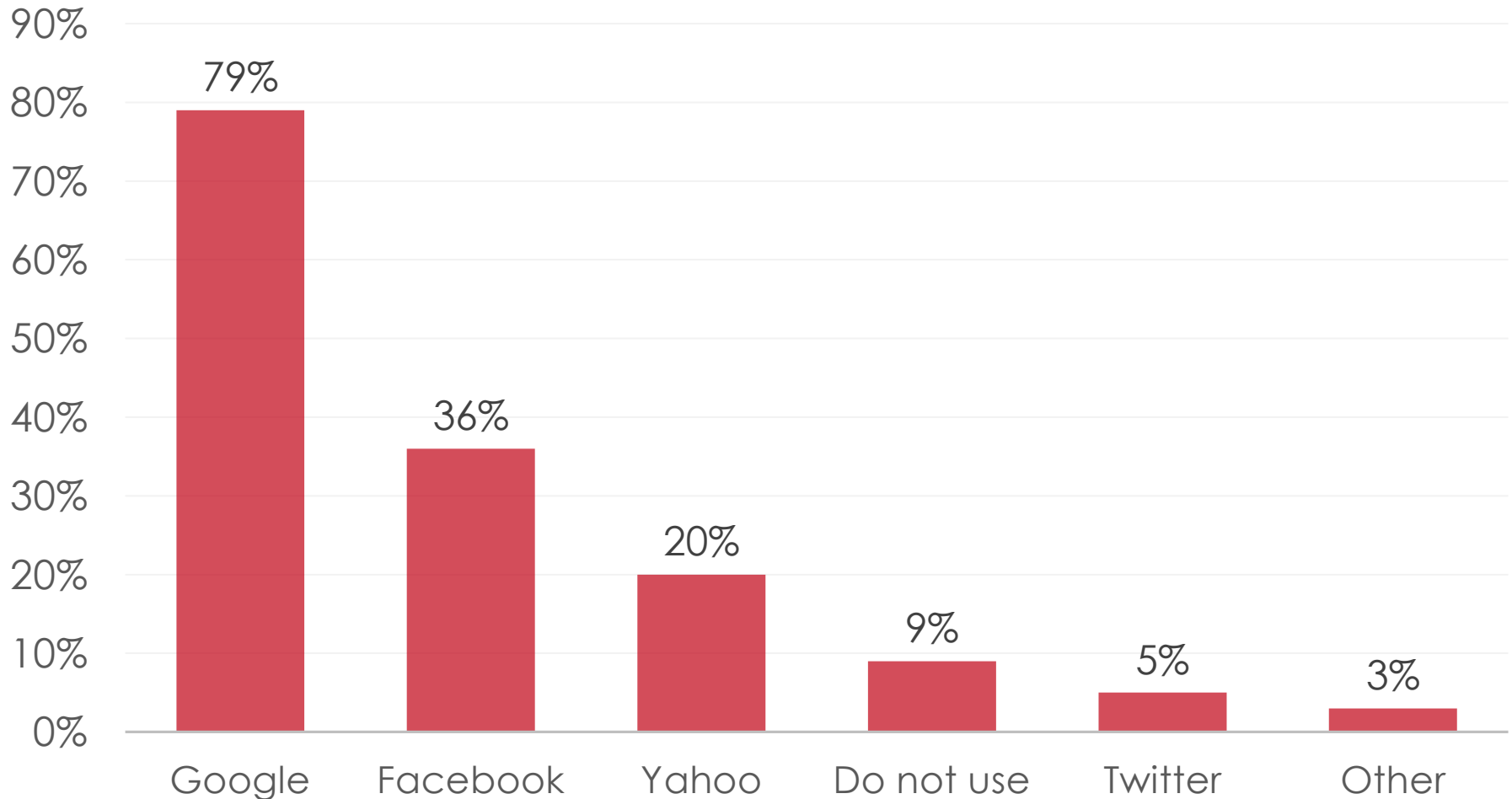# PROMOTIONS
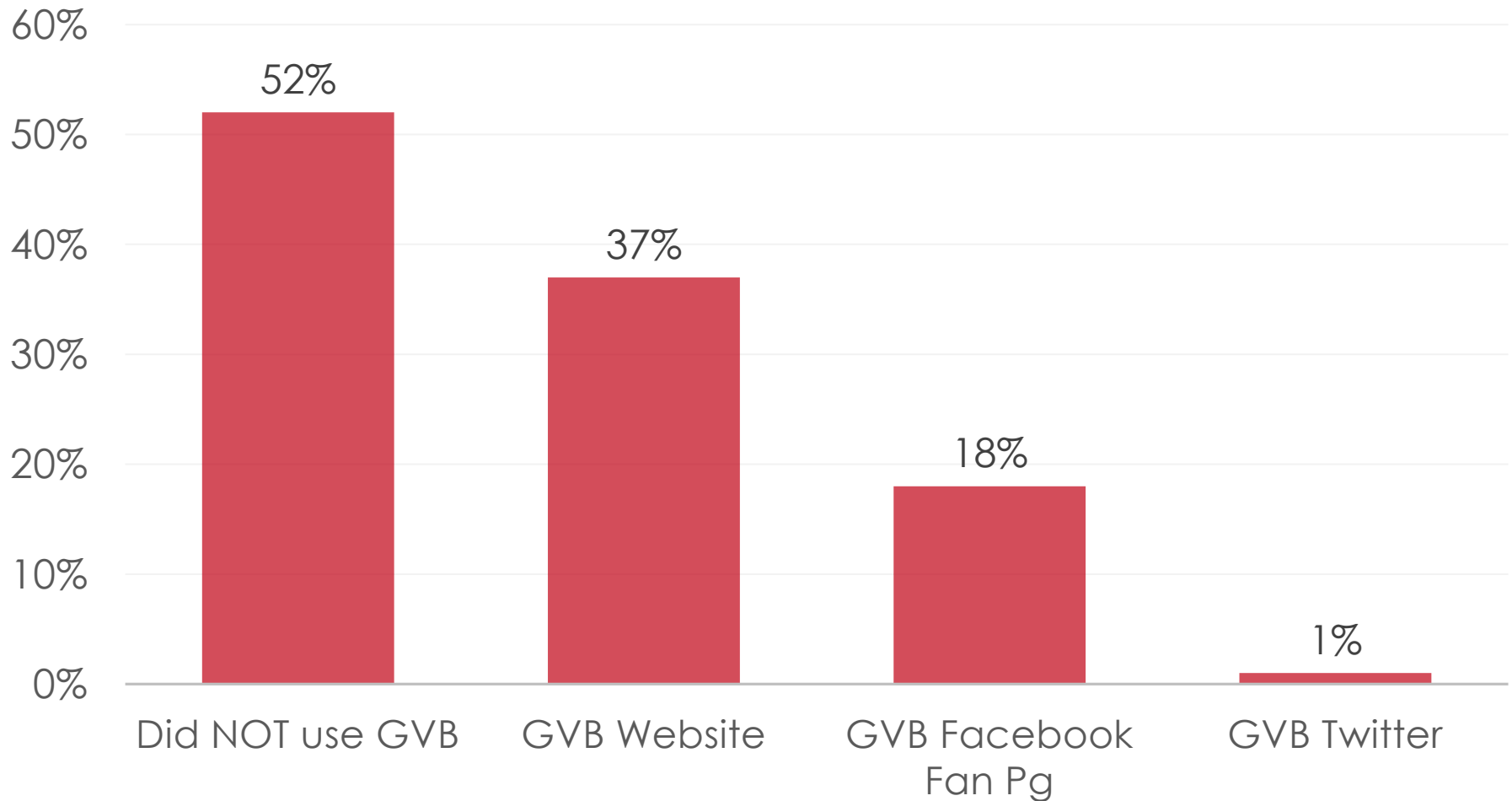
[A]

INTERNET- GUAM SOURCES OF INFORMATION

[A]

INTERNET- SOURCES OF INFORMATION
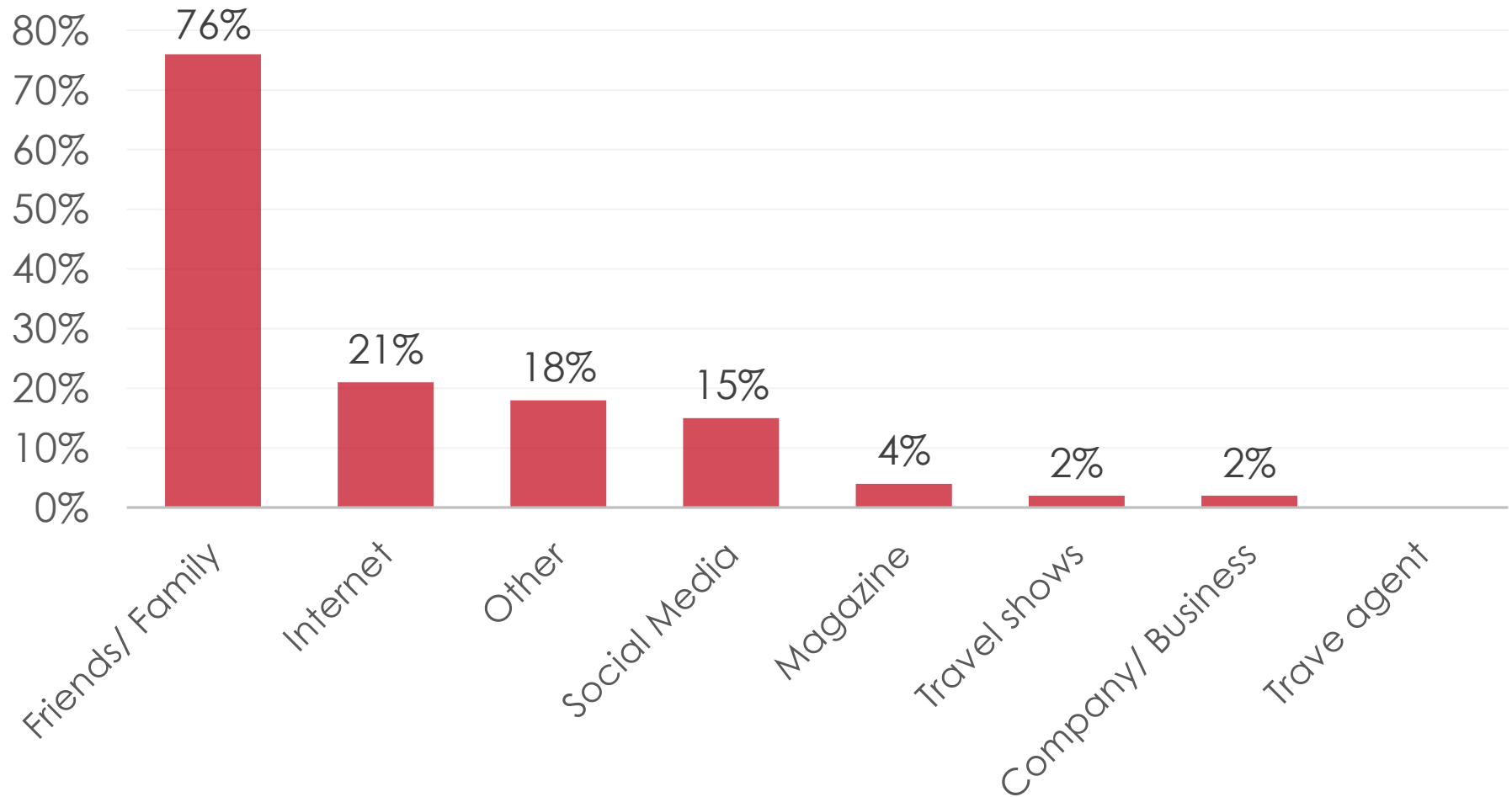## Things to do on Guam
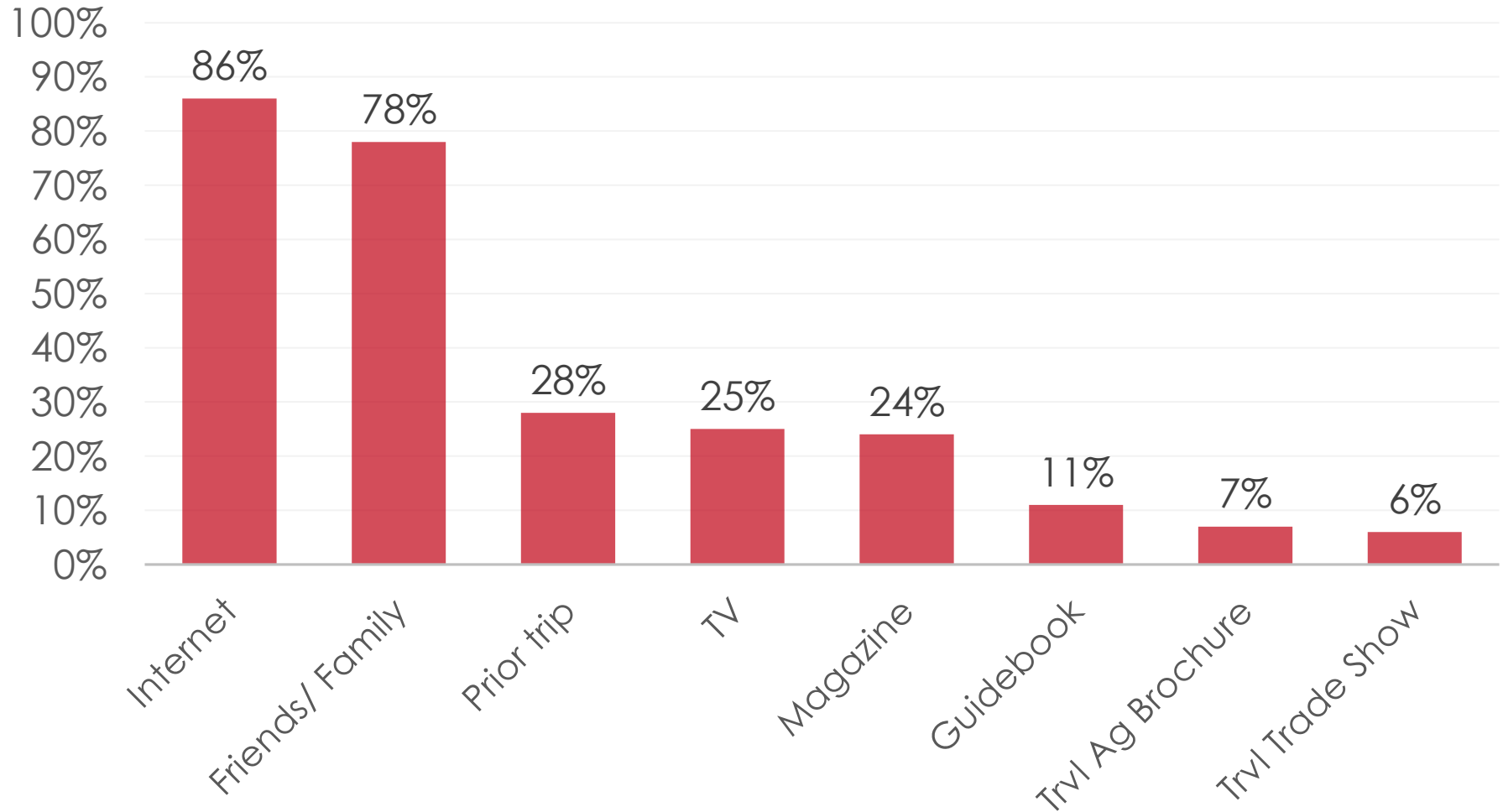
[A]

INTERNET- SOURCES OF INFORMATION GVB

[A]

TRAVEL MOTIVATION

[A]

PRE-ARRIVAL SOURCES OF INFOMATION

PRE-ARRIVAL SOURCES OF INFORMATION – Key Segments
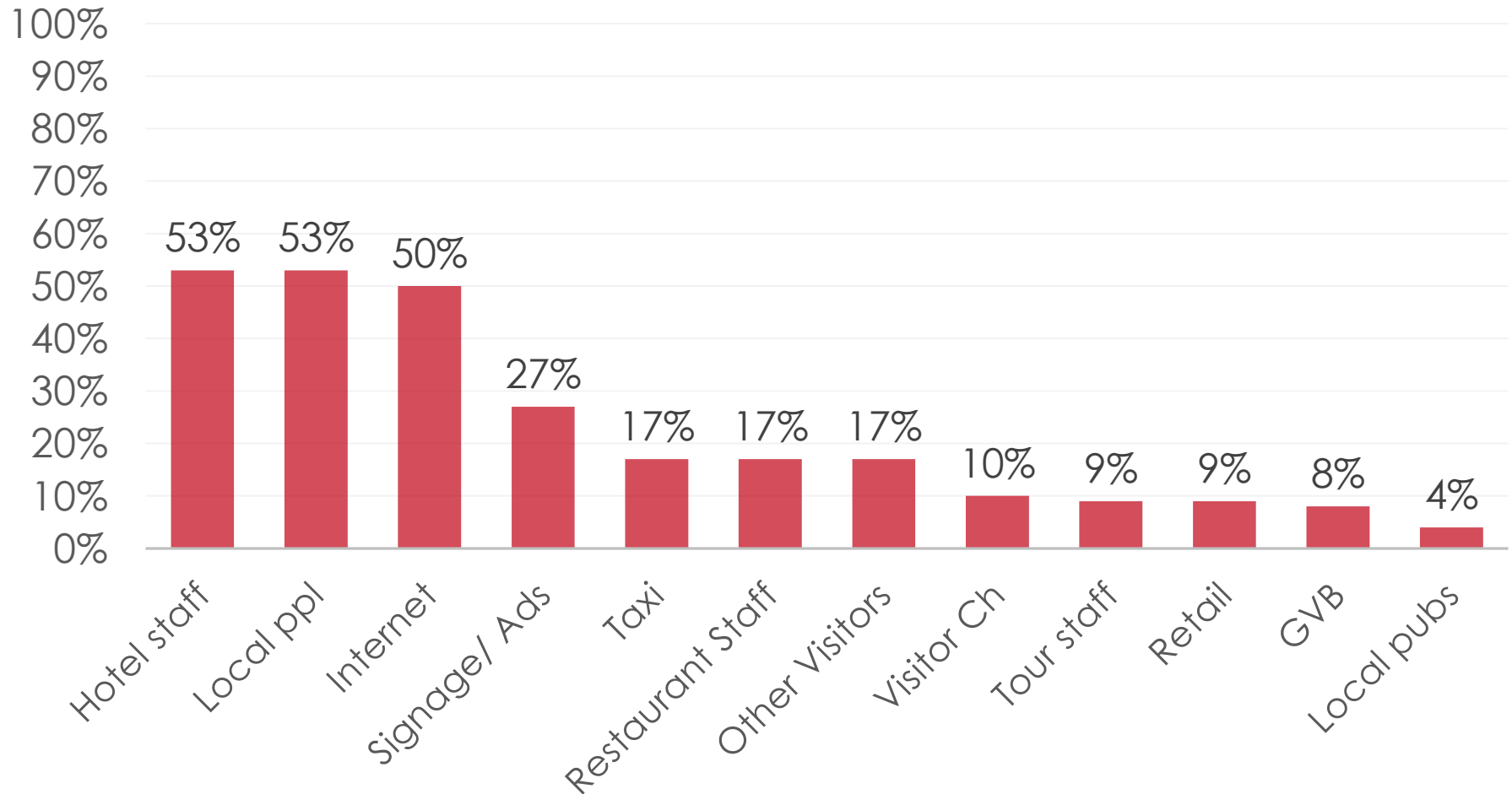
GUAM VISITORS BUREAU - EXIT SURVEY

Q1 Please select the top 3 sources of information you used to find out about Guam before you trip.

		TOTAL	FAMILY	FIT	LEISURE
		-	-	-	-
Q1	Internet	86%	86%	89%	86%
	Friend/ Relative	78%	78%	77%	81%
	Prior Trip	28%	24%	27%	23%
	TV	25%	28%	21%	29%
	Magazine (Consumer)	24%	22%	17%	27%
	Travel Guidebook-Bookstore	11%	14%	9%	10%
	Travel Agent Brochure	7%	6%	8%	7%
	Travel Trade Show	6%	8%	5%	7%
	GVB Promo	5%	6%	5%	7%
	Co-Worker/ Company Trvl Dept	5%	4%	5%	5%
	GVB Office	3%	2%	3%	4%
	Newspaper	3%	4%	3%	1%
	Consumer Trvl Show	2%	2%	1%	1%
	Other	1%		1%	1%
	Theater Ad	1%	2%		1%
	Total	101	50	75	73

Prepared by QMark Research

[A]

ONISLE
SOURCES OF INFOMATION

[A]

ON-ISLE
SOURCES OF INFORMATION –
Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

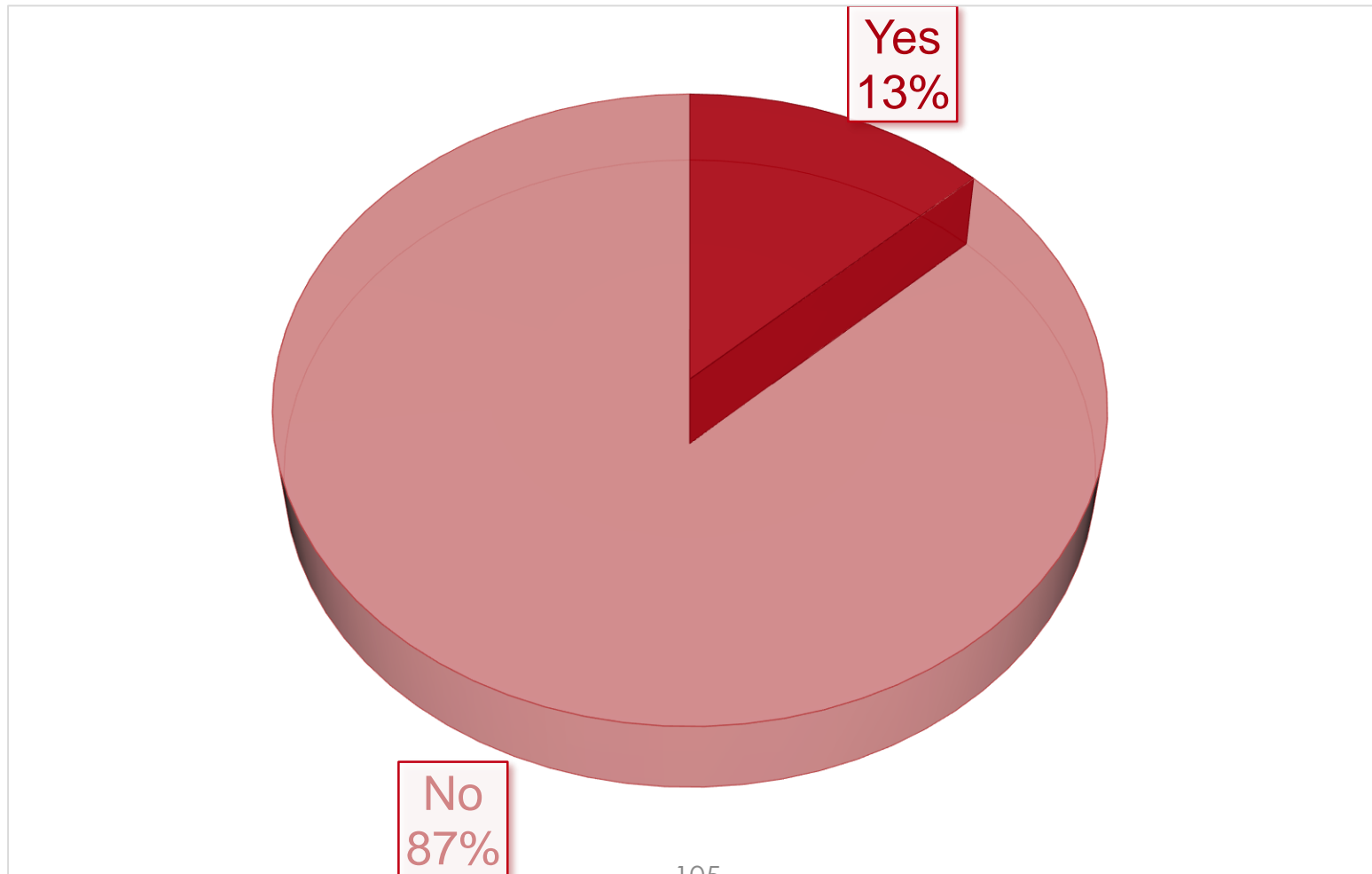**Q2 Please select the top 3 sources of information you used to find out about Guam while you were here.**

		TOTAL	FAMILY	FIT	LEISURE
		-	-	-	-
Q2	Local Ppl	53%	52%	61%	52%
	Hotel Staff	53%	62%	53%	56%
	Internet	50%	54%	52%	53%
	Signs/ Advertisement	27%	28%	25%	30%
	Other Visitors	17%	16%	17%	16%
	Restaurant Staff	17%	16%	13%	18%
	Taxi Driver	17%	16%	11%	18%
	Other	11%	12%	12%	5%
	Visitor Channel	10%	8%	8%	11%
	Tour Staff	9%	6%	8%	11%
	Retail Staff	9%	10%	11%	11%
	GVB	8%	6%	5%	10%
	Local Publication	4%	4%	5%	3%
	Total	101	50	75	73

Prepared by QMark Research
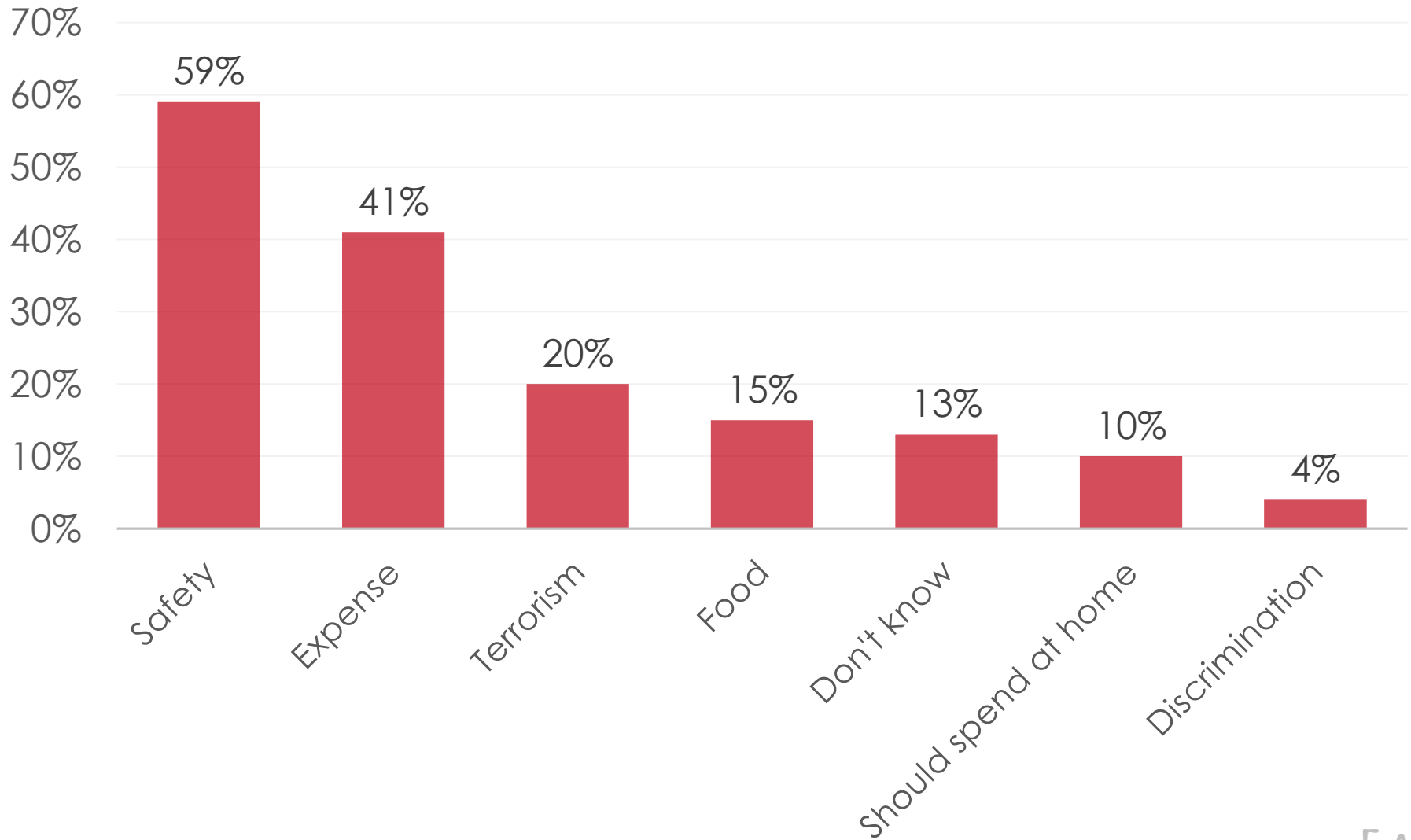
[A]

SECTION 6
FUTURE TRAVEL TO GUAM

[A]

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

Yes 13%

No 87%

[A]

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

Bar chart showing responses:
- Budget/Money: 43%
- More time: 30%
- Nothing: 28%
- More things to do: 23%
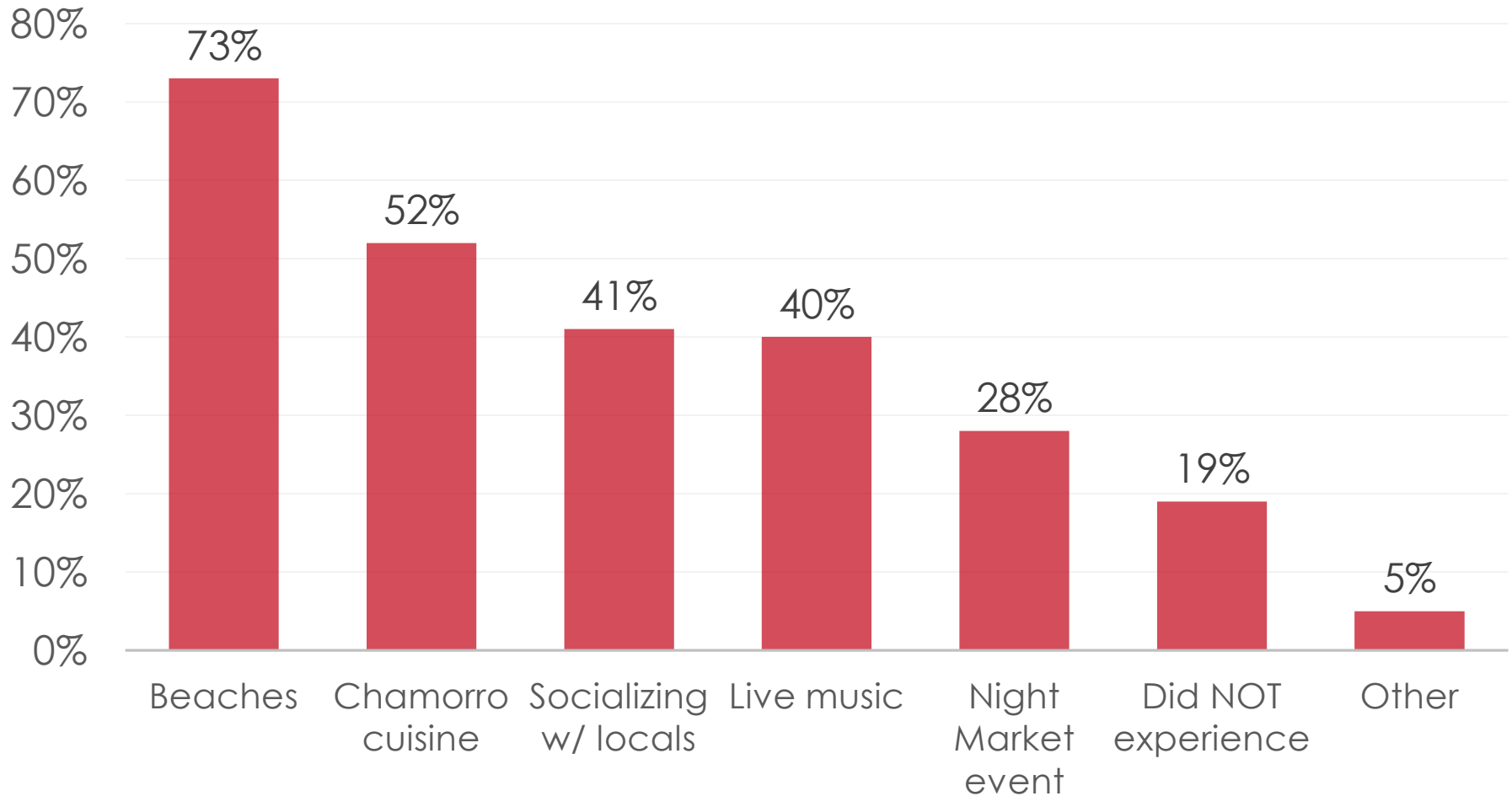- Flight schedule: 14%
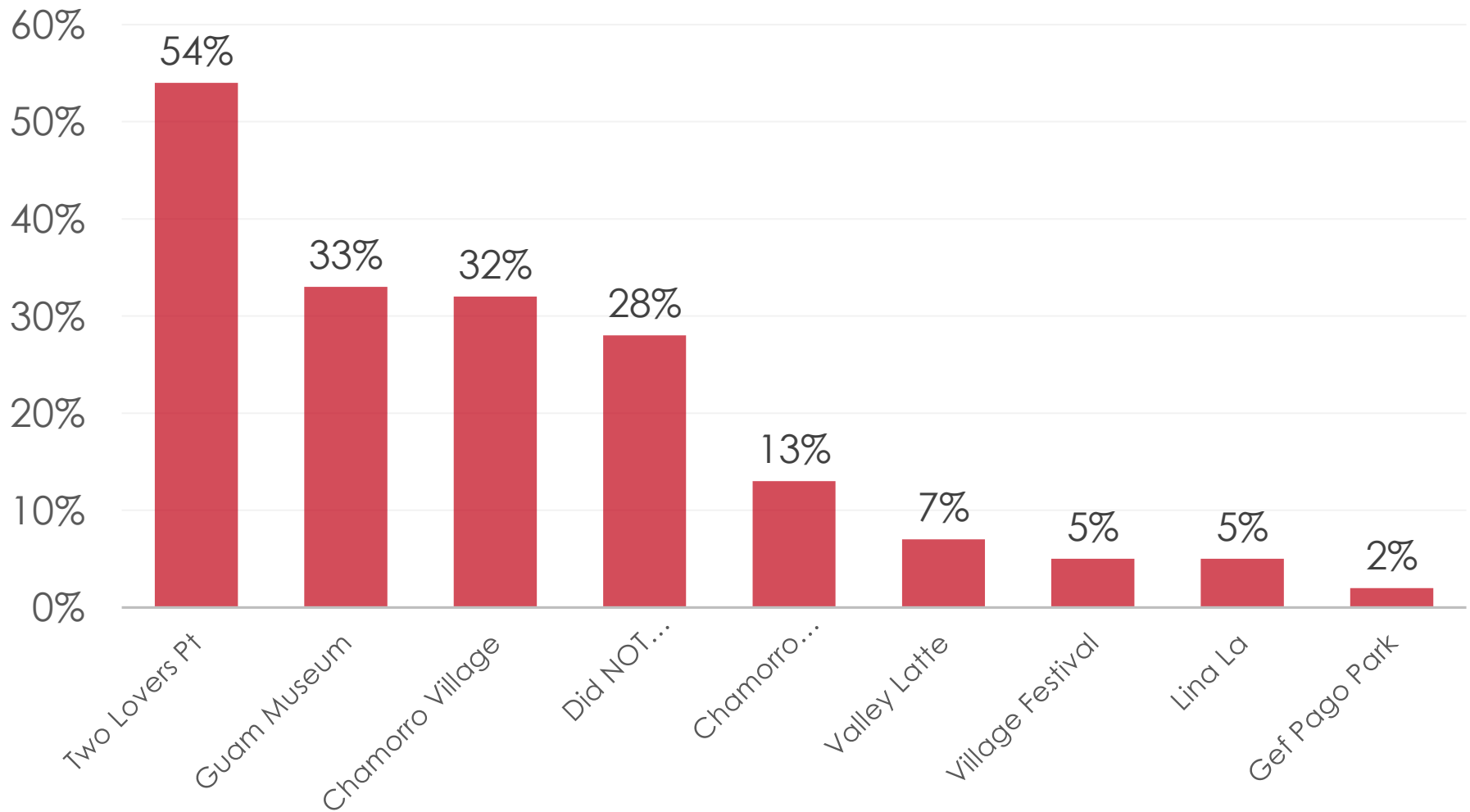- Pkg- longer stay: 7%

[A]
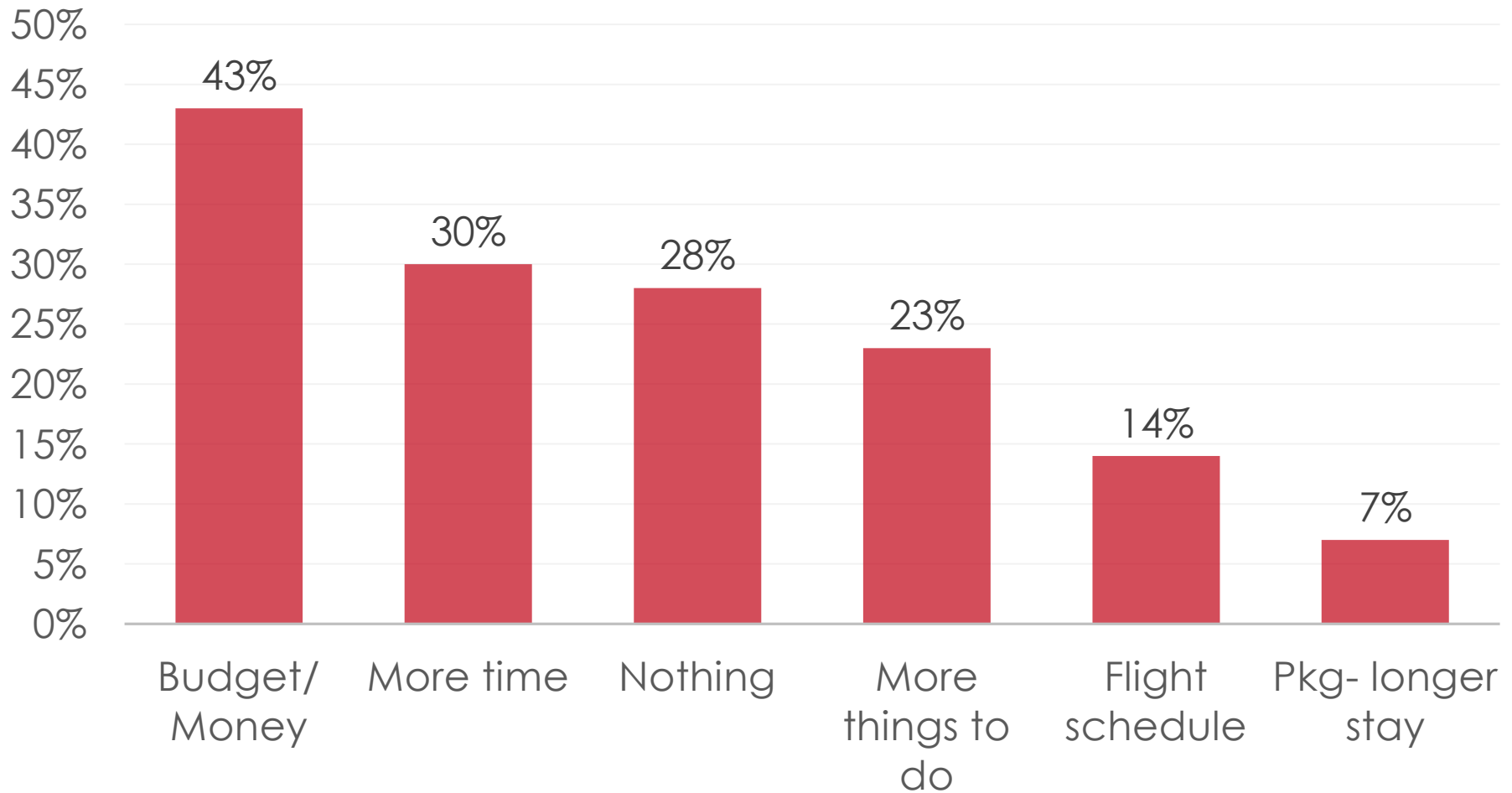
FUTURE TRAVEL CONCERNS
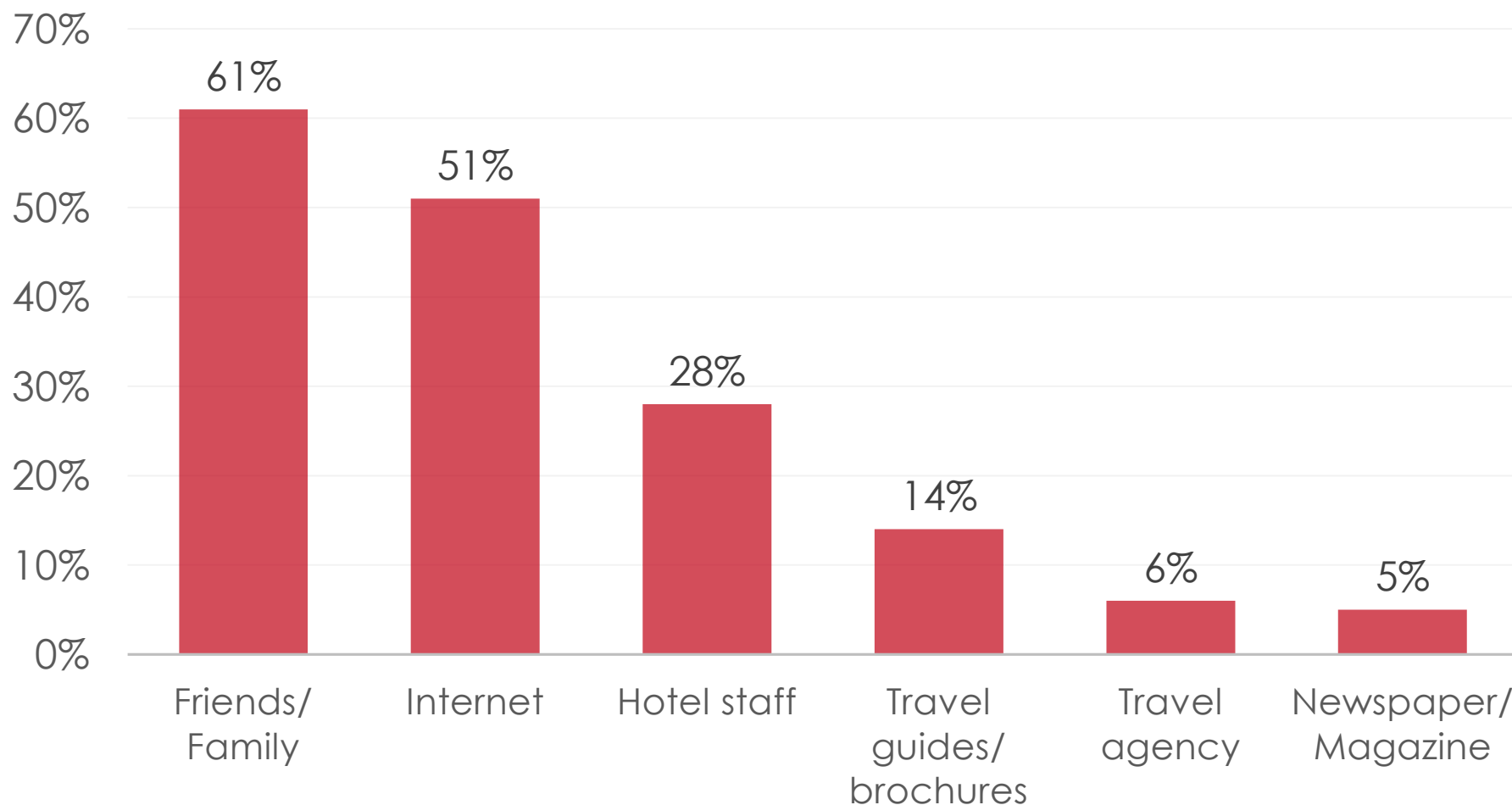
SECTION 7
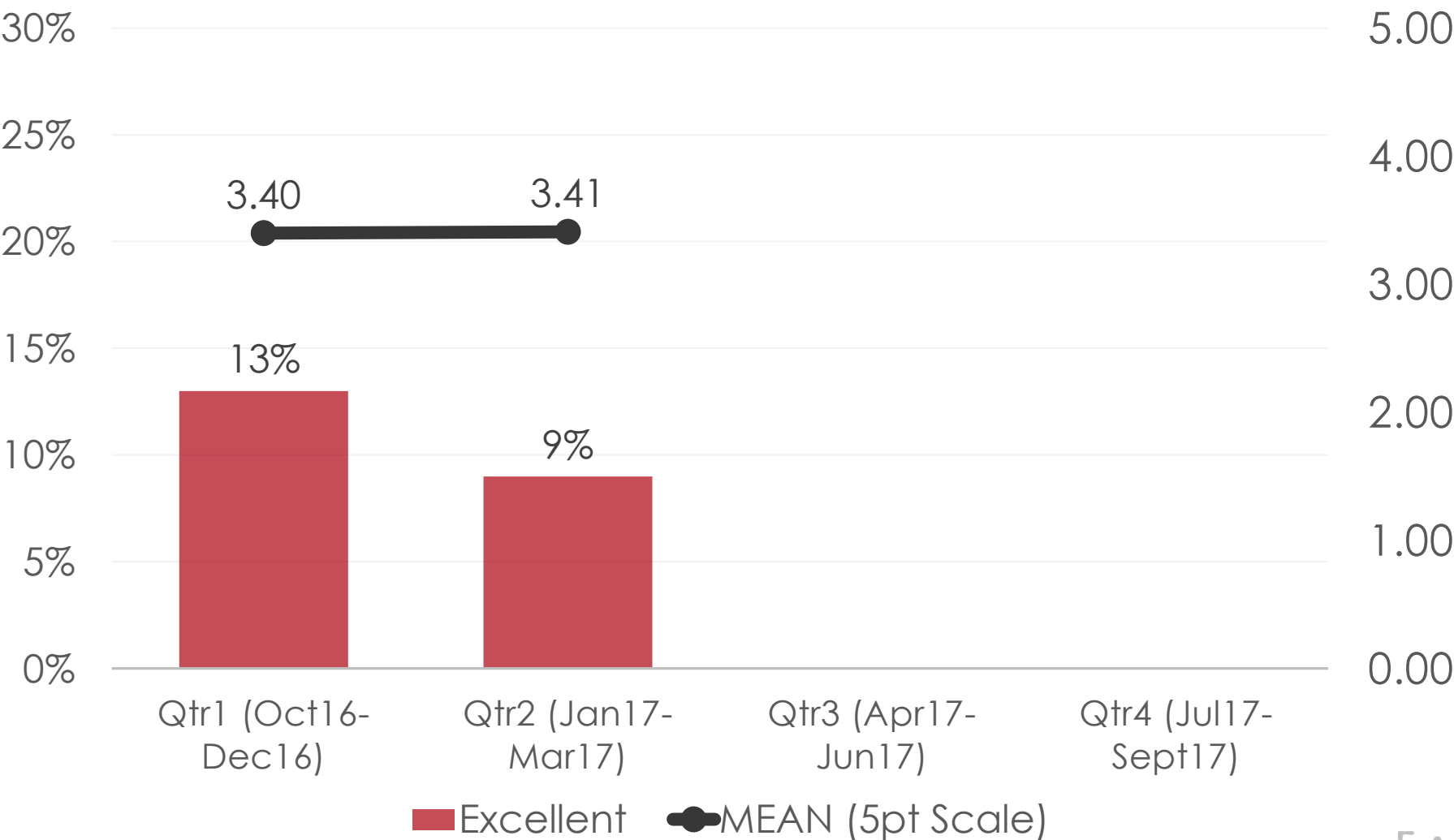# GUAM CULTURE

EXPERIENCED-CHAMORRO/ HAFA ADAI SPIRIT

[A]

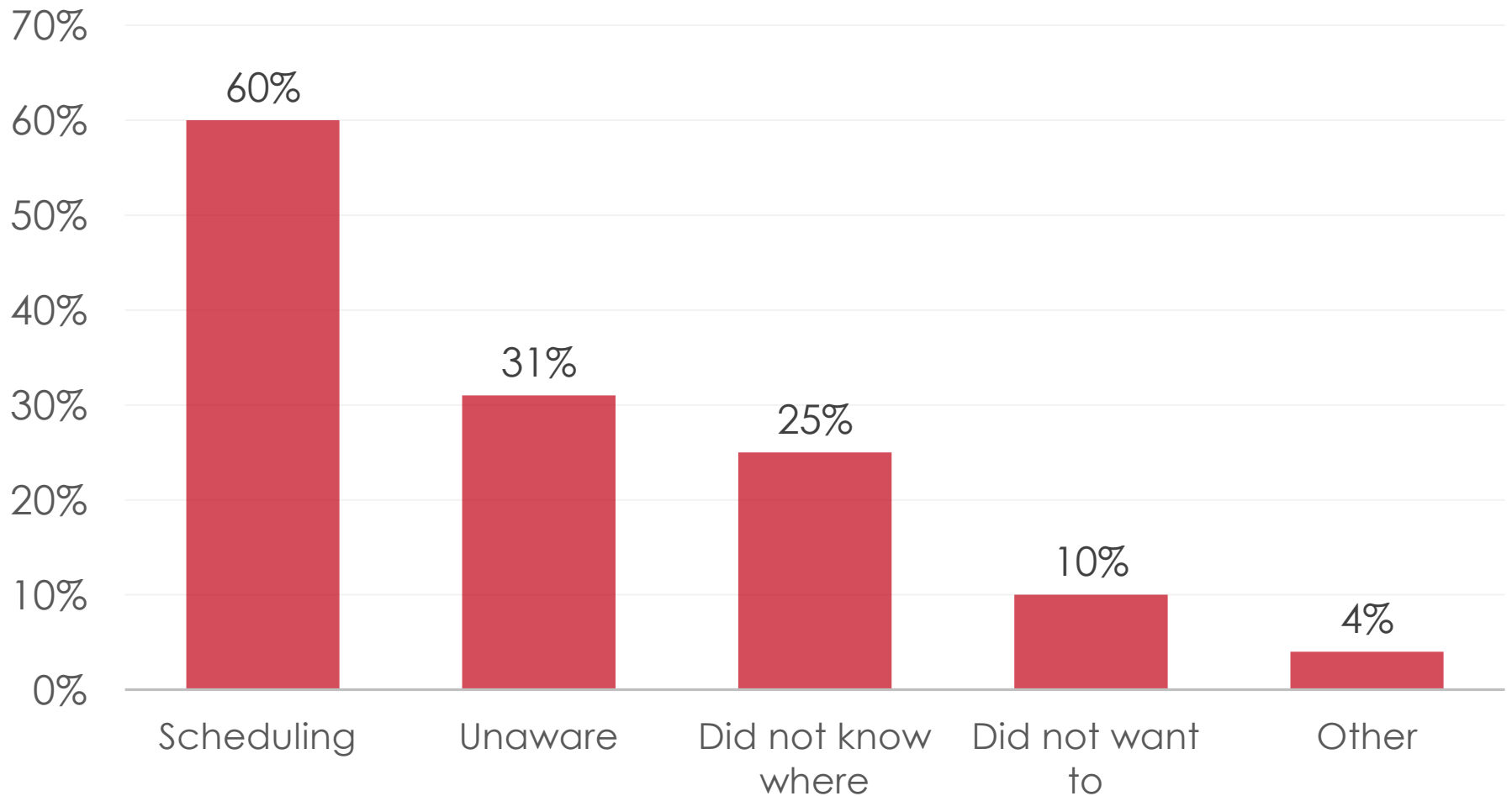# EXPERIENCED-
OTHER CULTURAL ACTIVITY/EVENTS

[A]

SOURCES OF INFORMATION-CULTURAL ACTIVITY/EVENTS

SATISFACTION- CULTURAL ACTIVITY/EVENTS

[A]

OBSTACLES-
CULTURAL ACTIVITY/EVENTS

[A]

ADVANCED STATISTICS

Analysis Technique

- Dependent variables: total per person on island expenditure and overall satisfaction (numeric)

- Independent variables are satisfaction with different aspects of trip to Guam (numeric).

- Use of linear stepwise regression to derive predictors (drivers) of on-island expenditure and overall satisfaction, Since both the independent and dependent variables are numeric.

- This determines the significant (p=<.05)drivers and the percentage of the dependent variables accounted for by each significant predictor and by all of them combined.

[A]

Drivers- Overall Satisfaction

Drivers of Overall Satisfaction, 1st and 2nd Quarters 2017 and Overall 2017			
	1st Qtr 2017	**2nd Qtr 2017**	1-2 Qtr Overall 2017
Drivers:	rank	**rank**	rank
Quality & Cleanliness of beaches & parks			5
Ease of getting around			
Safety walking around at night			
Quality of daytime tours			
Variety of daytime tours			4
Quality of nighttime tours			
Variety of nighttime tours			
Quality of shopping	4		
Variety of shopping		**2**	2
Price of things on Guam	2		
Quality of hotel accommodations		**4**	
Quality/cleanliness of air, sky	1		1
Quality/cleanliness of parks	3		3
Quality of landscape in Tumon			
Quality of landscape in Guam			
Quality of ground handler		**3**	
Quality/cleanliness of transportation vehicles		**1**	
% of Per Person On Island Expenditures Accounted For	72.8%	**78.4%**	72.9%

[A]

Drivers of Overall Satisfaction

- **Overall satisfaction** with Filipino visitor's experience on Guam is driven by four significant factors in the 2nd Quarter 2017 Period. By rank order they are:
    - **Quality/cleanliness of transportation vehicles,**
    - **Variety of shopping,**
    - **Quality of ground handler, and**
    - **Quality of hotel accommodations.**
- With all four factors the overall r^2 is .784 meaning that **78.4% of overall satisfaction is accounted for by these factors.**

[A]

Drivers – On-Isle Expenditures

Drivers of Per Person On Island Expenditures, 1st and 2nd Qtr. 2017 and Overall 2017			
	1st Qtr 2017	**2nd Qtr 2017**	1-2 Qtr Overall 2017
Drivers:	rank	**rank**	rank
Ease of getting around		**2**	2
Safety walking around at night			
Quality of daytime tours			
Variety of daytime tours			
Quality of nighttime tours			
Variety of nighttime tours	1		
Quality of shopping			
Variety of shopping			
Price of things on Guam			3
Quality of hotel accommodations			
Quality/cleanliness of air, sky			1
Quality/cleanliness of parks			
Quality of landscape in Tumon		**1**	
Quality of landscape in Guam			
Quality of ground handler			
Quality/cleanliness of transportation vehicles			
% of Per Person On Island Expenditures Accounted For	8.8%	**27.5%**	10.0%
NOTE: Only significant drivers are included.			

[A]

Drivers of On-Isle Expenditures

- **Per Person On Island Expenditure** of Filipino visitors on Guam is driven by two significant factors in the 2nd Quarter 2017 period. By rank order they are:
  - **Quality of landscape in Tumon, and**
  - **Ease of getting around.**
- With these factors the overall r^2 is .275 meaning that **27.5% of per person on island expenditure is accounted for by these factors.**

[A]