Guam Visitors Bureau
Philippine Visitor Tracker Exit Profile & Market Segmentation Report

FY2018

QTR.1 (OCTOBER-DECEMBER 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 **109** 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 **109** is +/- 9.34 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 +/- 9.34 percentage points.
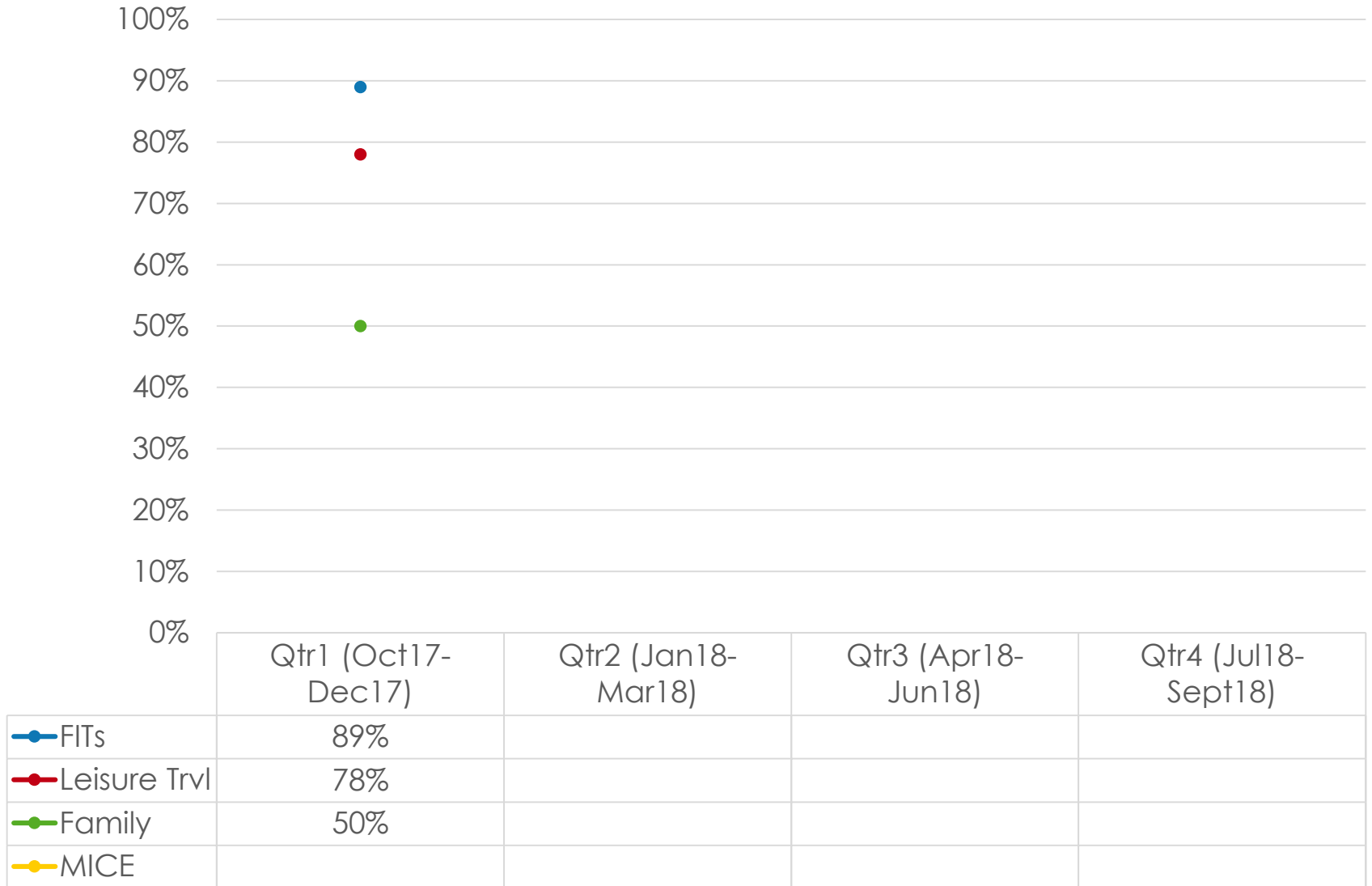
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Objectives

- To monitor the effectiveness of the Philippine 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
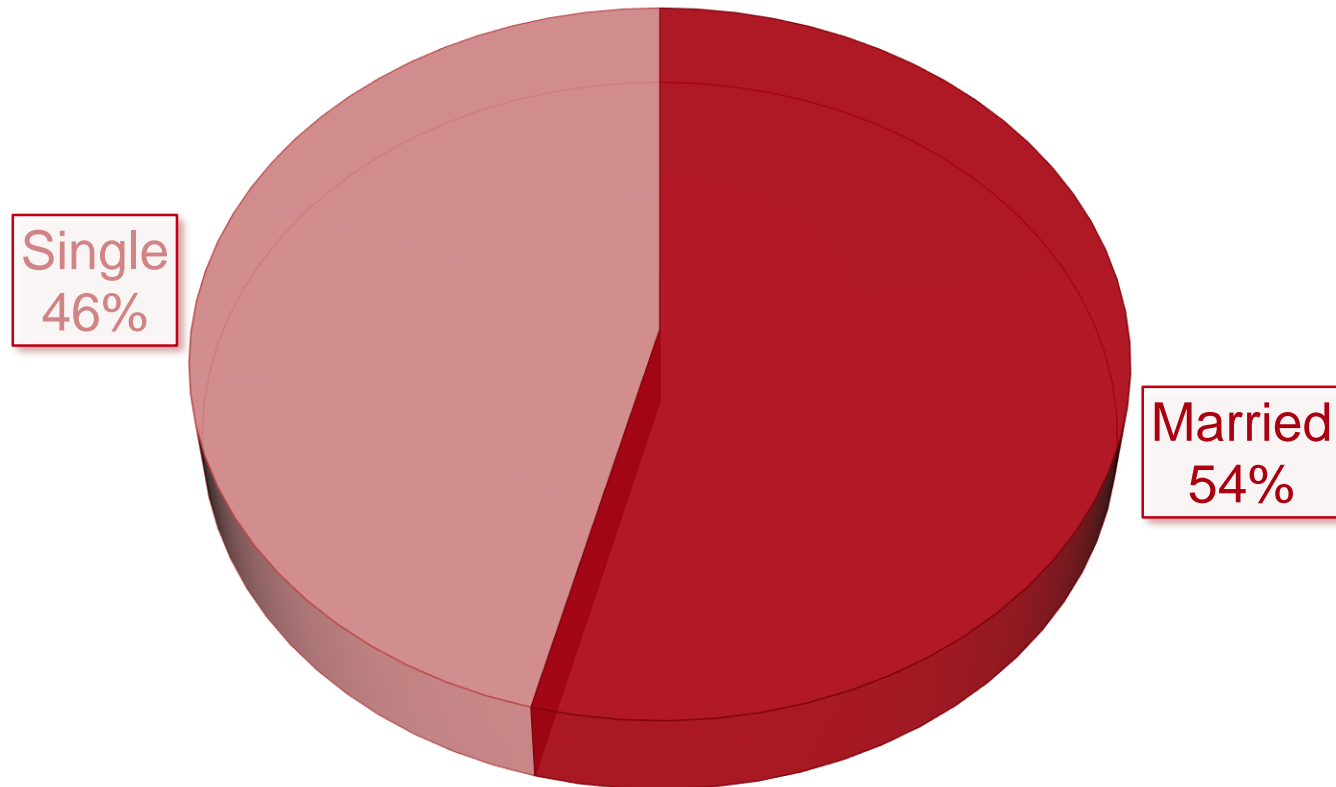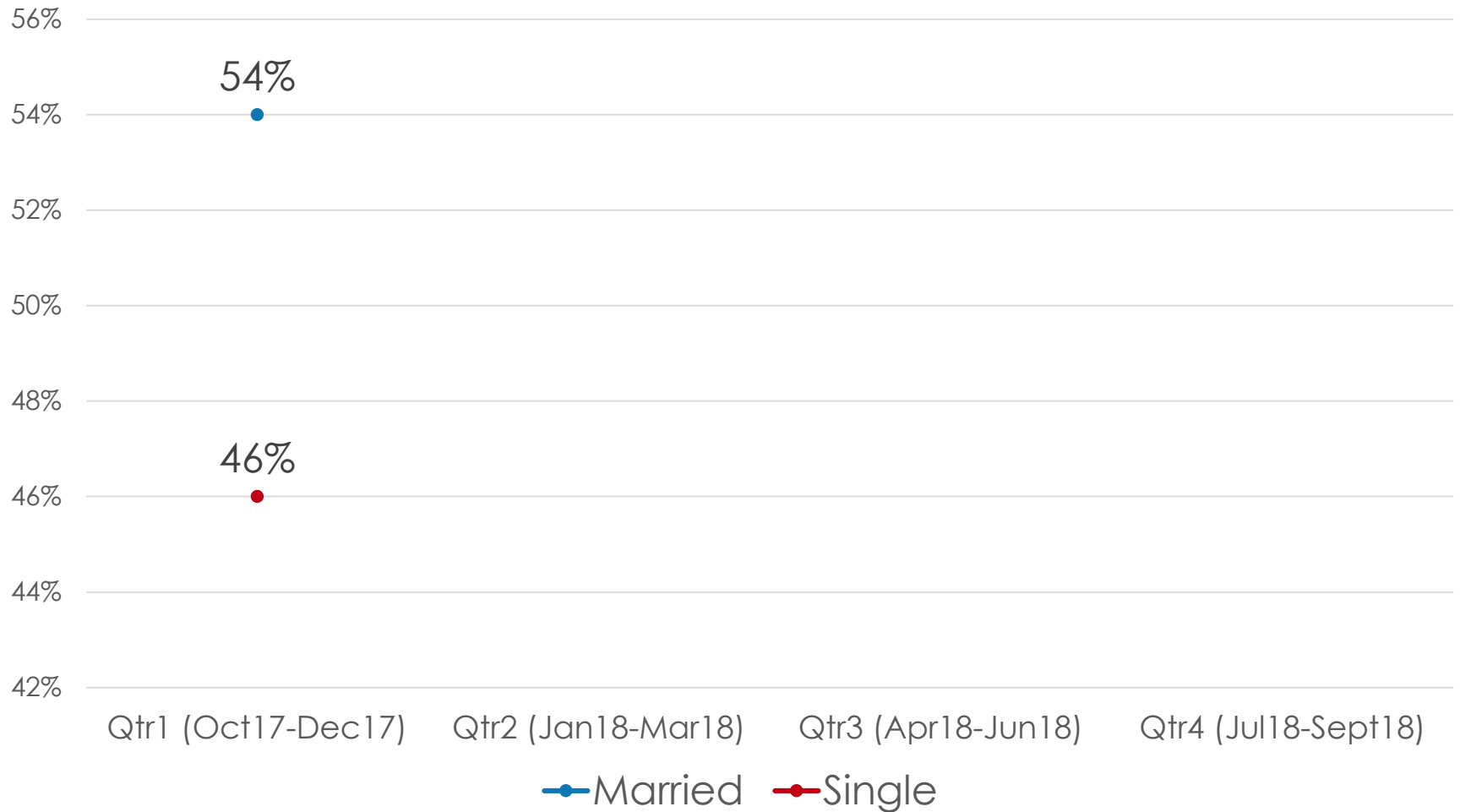
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Key Highlighted Segments

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
FITs	89%			
Leisure Trvl	78%			
Family	50%			
MICE				

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SECTION 1
PROFILE OF RESPONDENTS

[A]

Marital Status
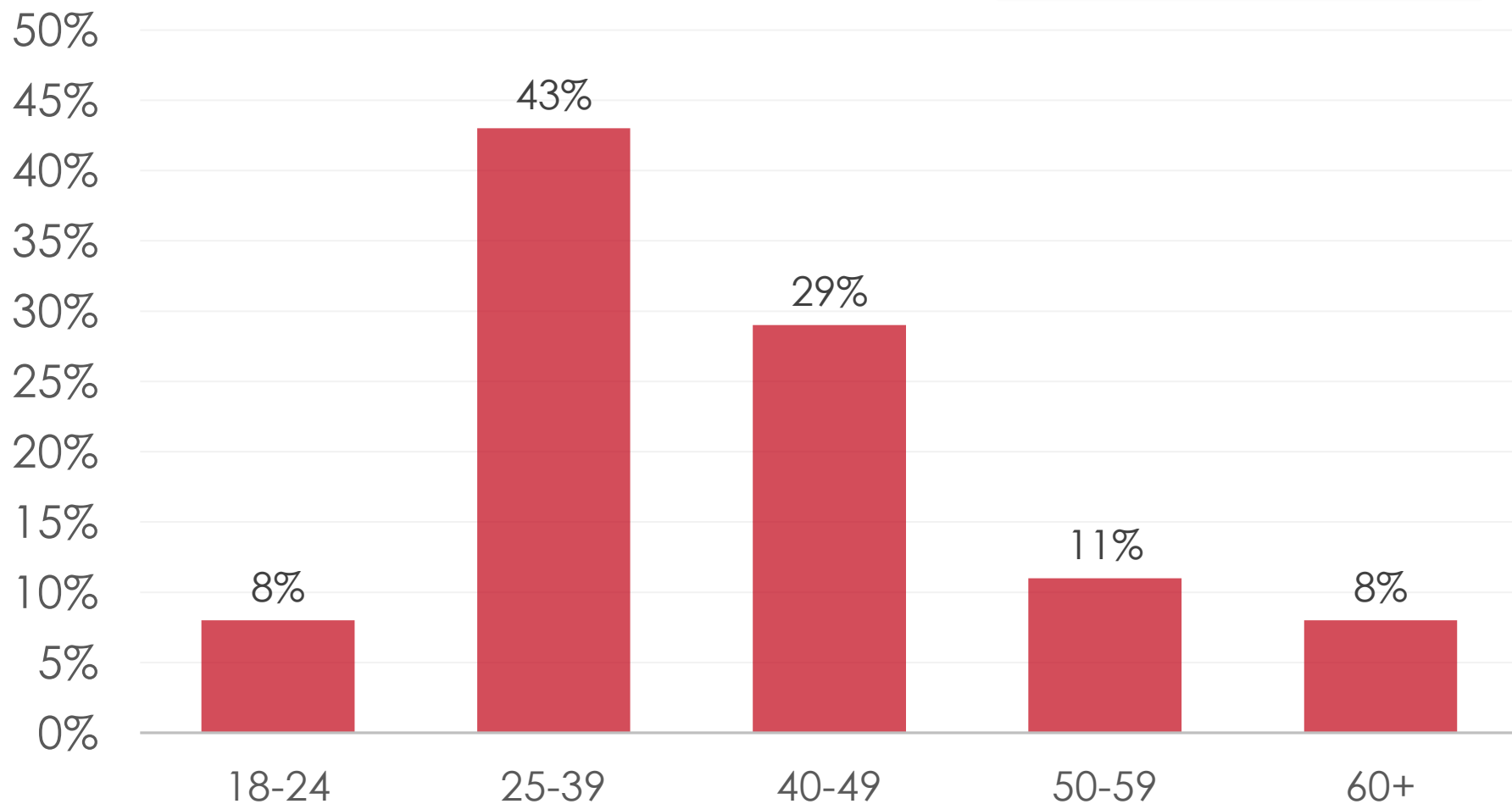
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Marital status – FY2018 Tracking

Marital status – Key Segments

GVB EXIT SURVEY
QE MARITAL STATUS

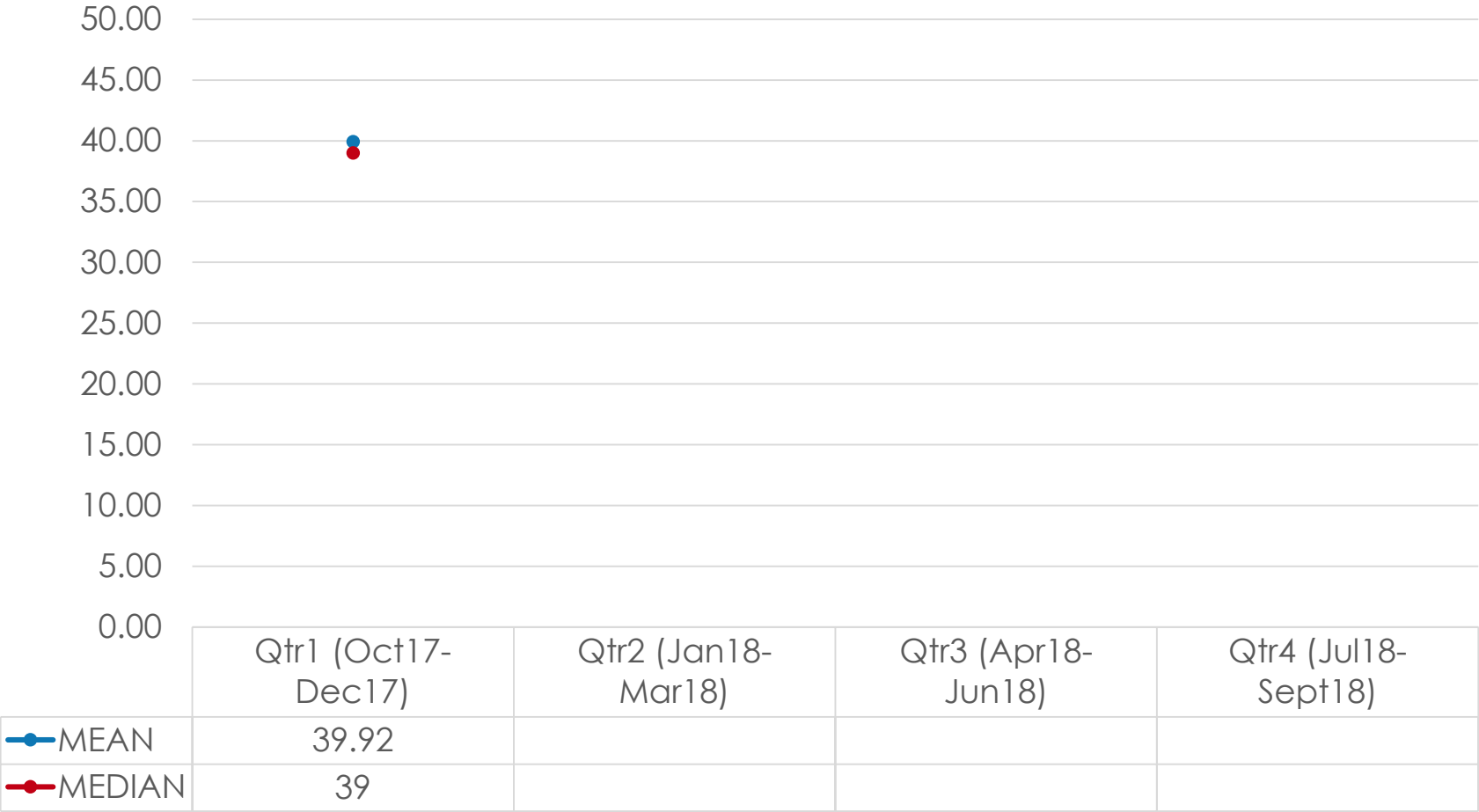| QE		TOTAL	MICE	LEISURE	FIT	FAMILY
		-	-	-	-	-
QE	Married	54%		54%	53%	69%
	Single	46%		46%	47%	31%
	Total	109		85	97	55

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Age

MEAN = 39.92
MEDIAN = 39

[A]
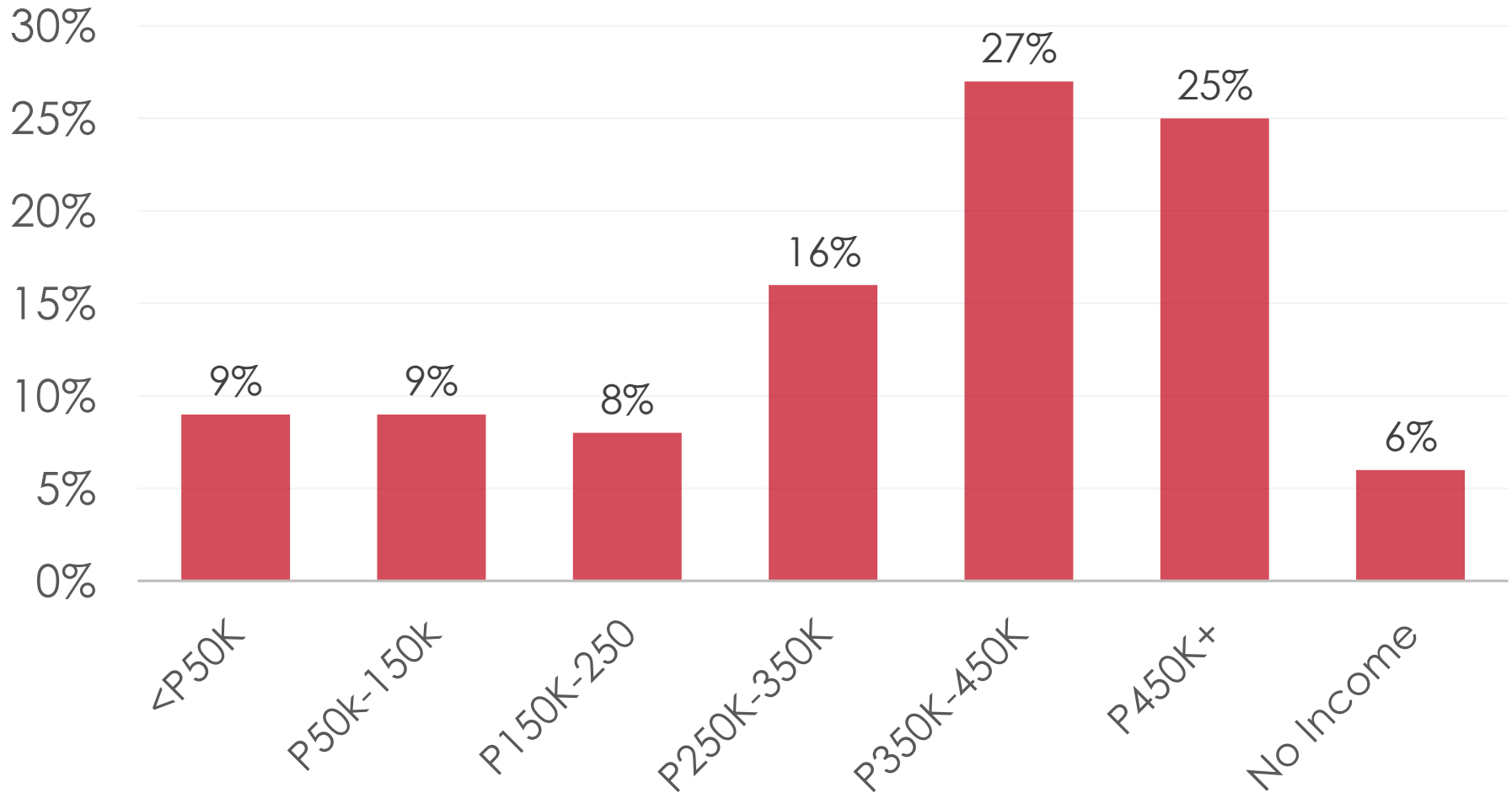
Age – FY2018 Tracking

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	39.92			
MEDIAN	39			

[A]

Age – Key Segments

GVB EXIT SURVEY
AGE

		TOTAL	MICE	LEISURE	FIT	FAMILY
		-	-	-	-	-
SD	18-24	8%		11%	6%	9%
	25-39	43%		45%	45%	35%
	40-49	29%		28%	30%	35%
	50-59	11%		13%	10%	15%
	60+	8%		4%	8%	7%
	Total	109		85	97	55
SD	Mean	39.92	.	38.58	40.16	40.91
	Median	39	.	39	39	40

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Annual Household Income

Bar chart of Annual Household Income:
- <P50K: 9%
- P50k-150k: 9%
- P150K-250: 8%
- P250K-350K: 16%
- P350K-450K: 27%
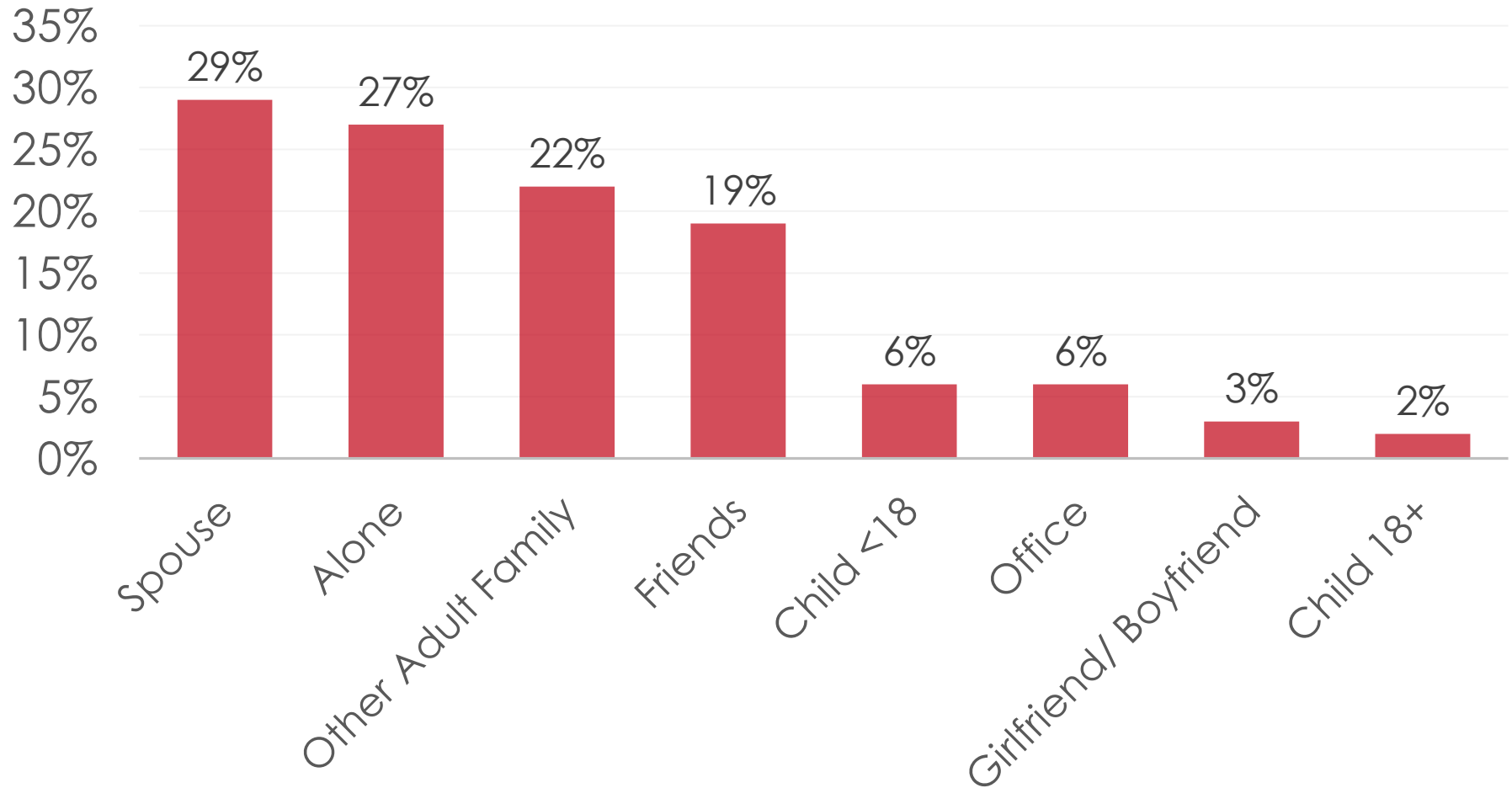- P450K+: 25%
- No Income: 6%

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Annual Household Income – Key Segments

GVB EXIT SURVEY
Q26 Household income:
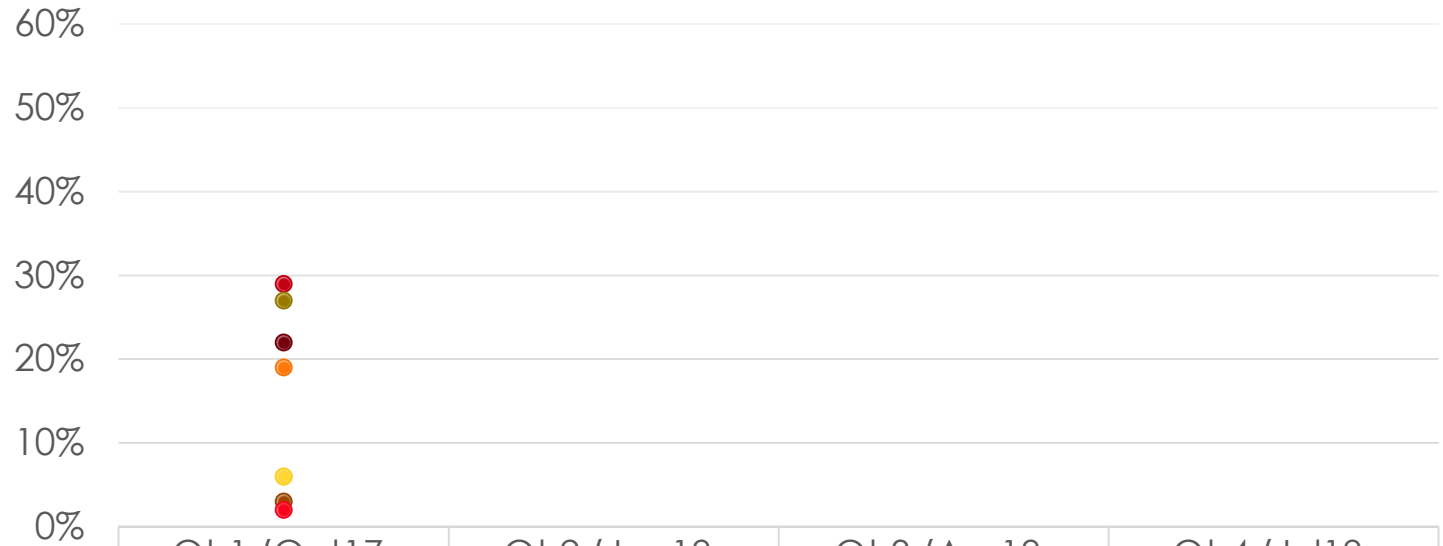
		TOTAL	MICE	LEISURE	FIT	FAMILY
		-	-	-	-	-
Q26	Up to P50K	9%		10%	9%	13%
	P50K-P150K	9%		9%	7%	11%
	P150K-P250K	8%		7%	7%	9%
	P250K-P350K	16%		13%	17%	17%
	P350K-P450K	27%		27%	27%	28%
	P450K+	25%		27%	26%	13%
	No Income	6%		7%	5%	8%
	Total	106		82	95	53

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Travel Party

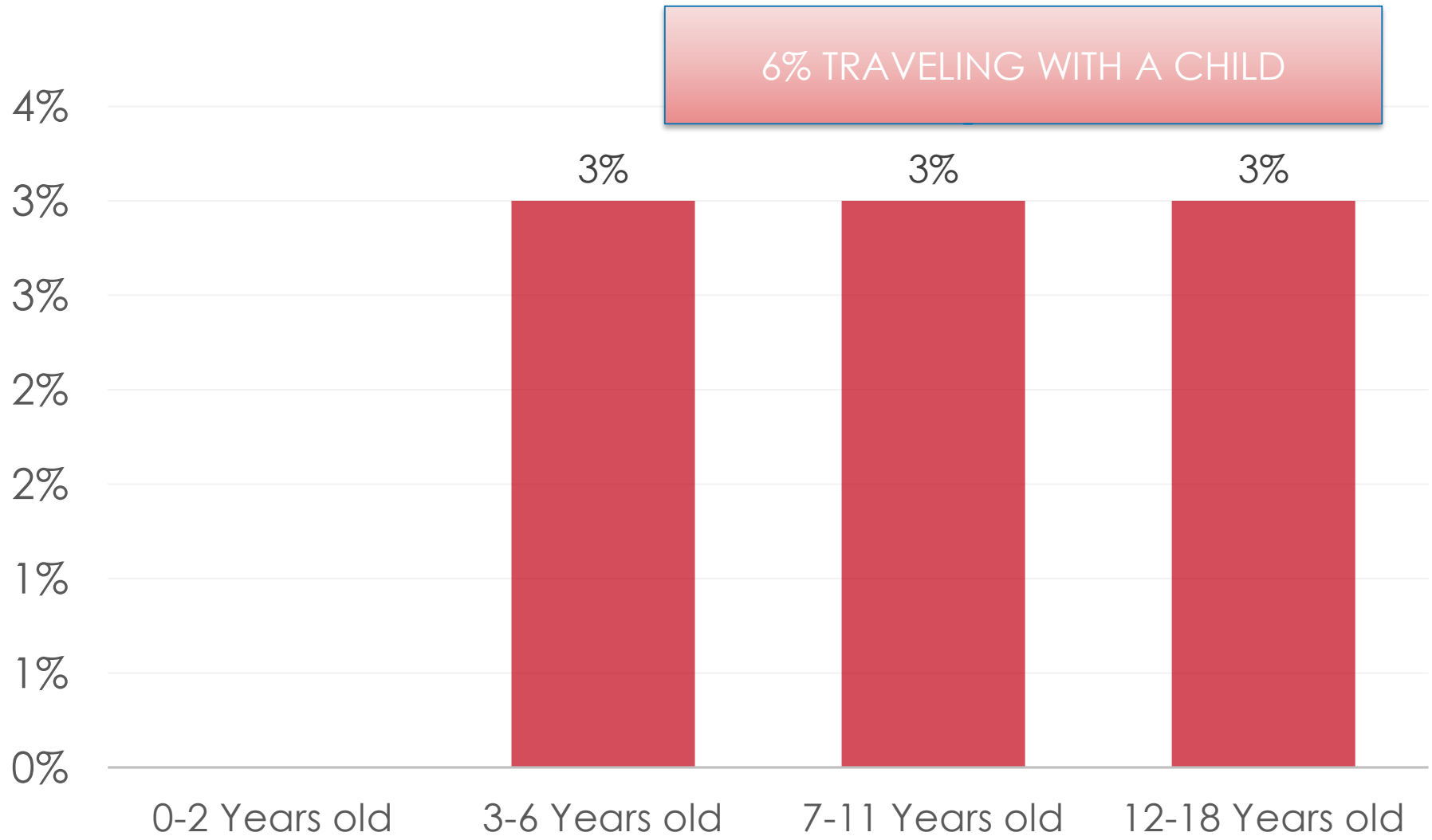# Travel Party

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
Spouse	29%			
Child <18	6%			
Friend/ Assoc	19%			
Other Adult Family	22%			
Alone	27%			
Girlfriend/ Boyfriend	3%			
Child- Adult	2%			
Office	6%			

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Travel Party - Children

6% TRAVELING WITH A CHILD

Category	Value
0-2 Years old	
3-6 Years old	3%
7-11 Years old	3%
12-18 Years old	3%

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Trips to Guam

Repeat 32%

First time 68%

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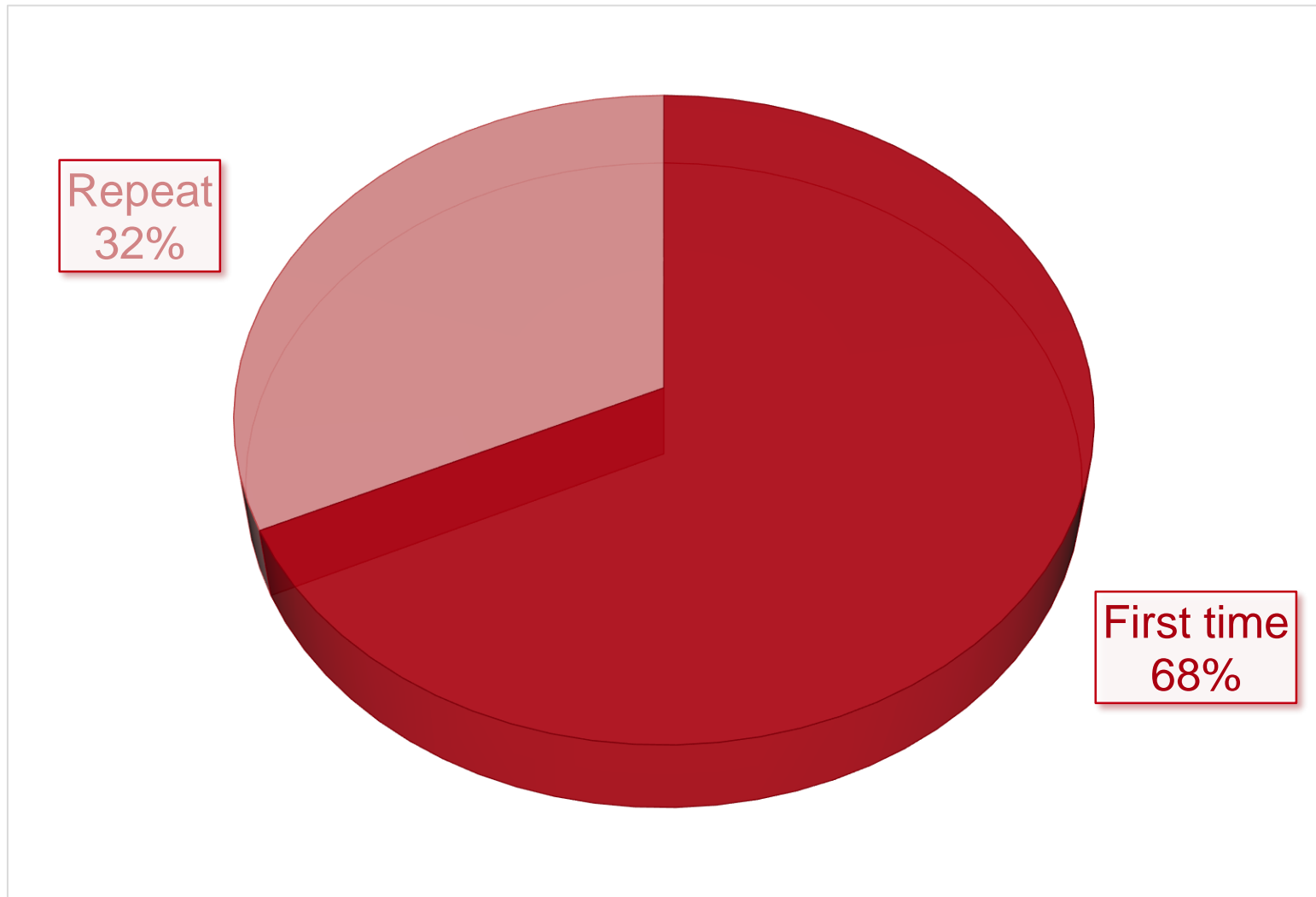
Trips to Guam – FY2018 Tracking

Chart showing data points for Qtr1 (Oct17-Dec17): First = 68%, Repeat = 32%. X-axis categories: Qtr1 (Oct17-Dec17), Qtr2 (Jan18-Mar18), Qtr3 (Apr18-Jun18), Qtr4 (Jul18-Sept18). Y-axis from 0% to 80%. Legend: First, Repeat.
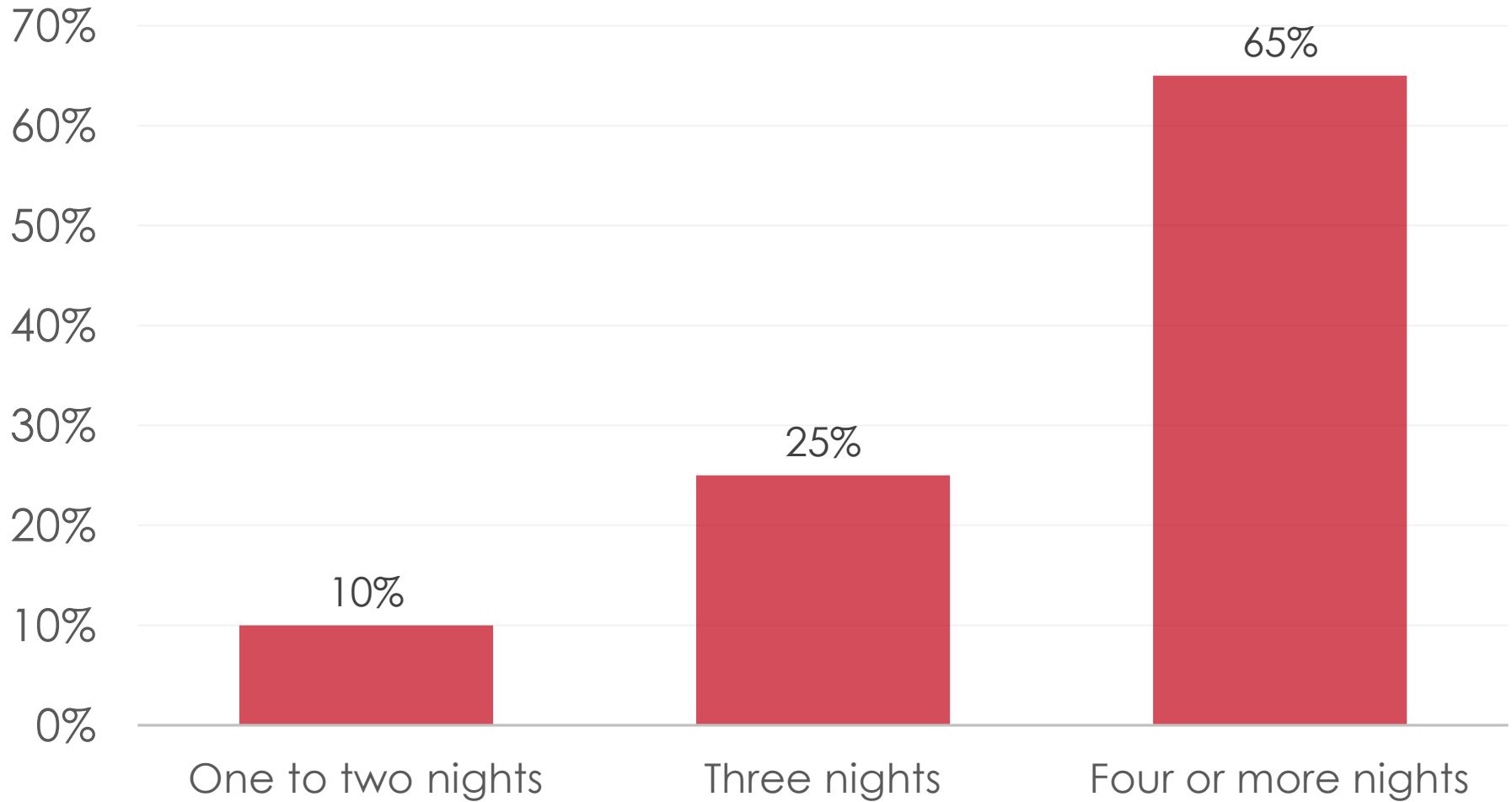
Trips to Guam – Key Segments

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

		TOTAL	MICE	LEISURE	FIT	FAMILY
		-	-	-	-	-
Q3	1st Time	68%		76%	68%	76%
	Repeat	32%		24%	32%	24%
	Total	109		85	97	55
Q3A	Mean	1.85	.	1.68	1.81	1.62
	Median	1	.	1	1	1

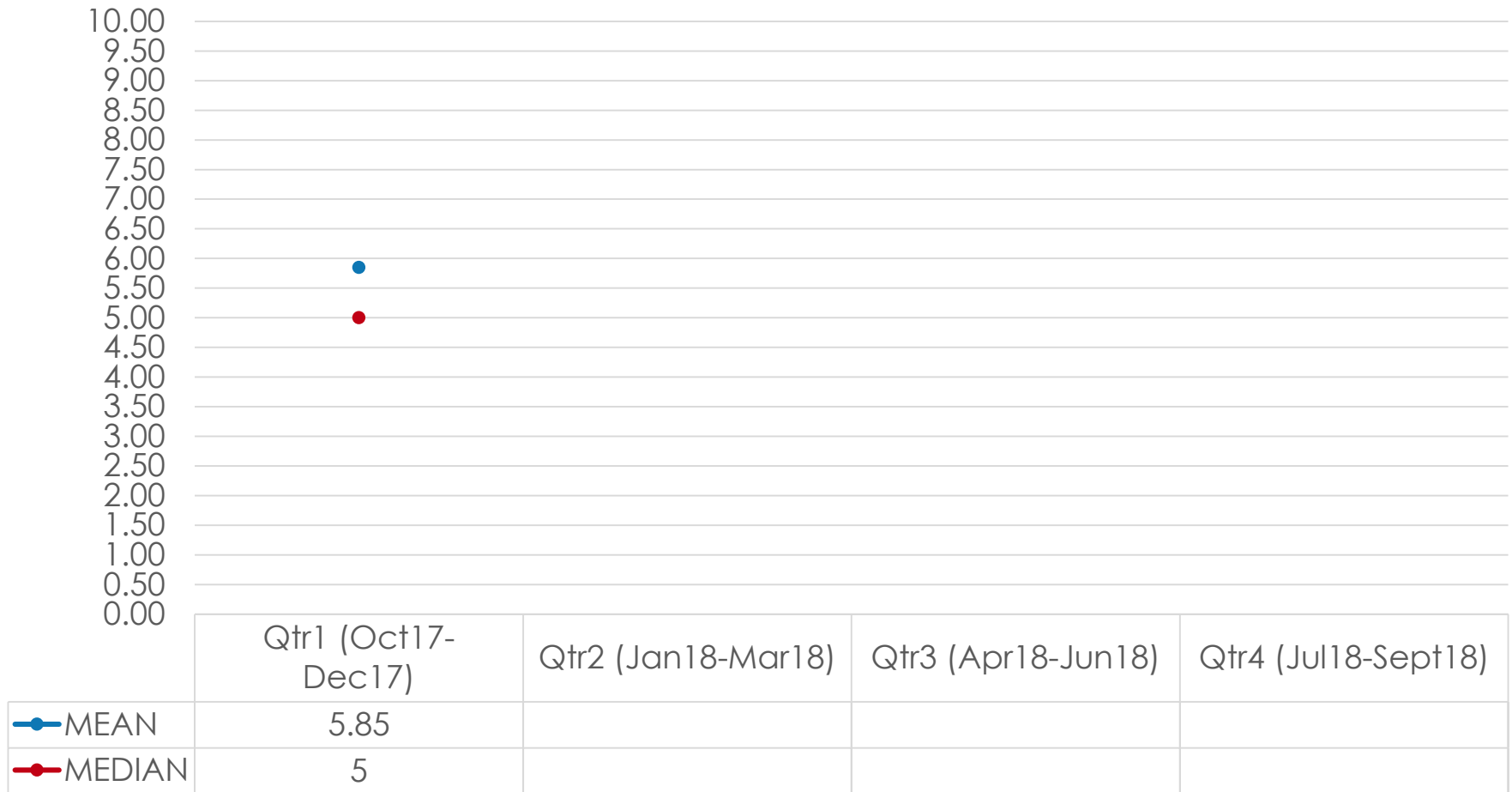Prepared by Anthology Research

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Length of Stay

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Length of Stay – FY2018 Tracking

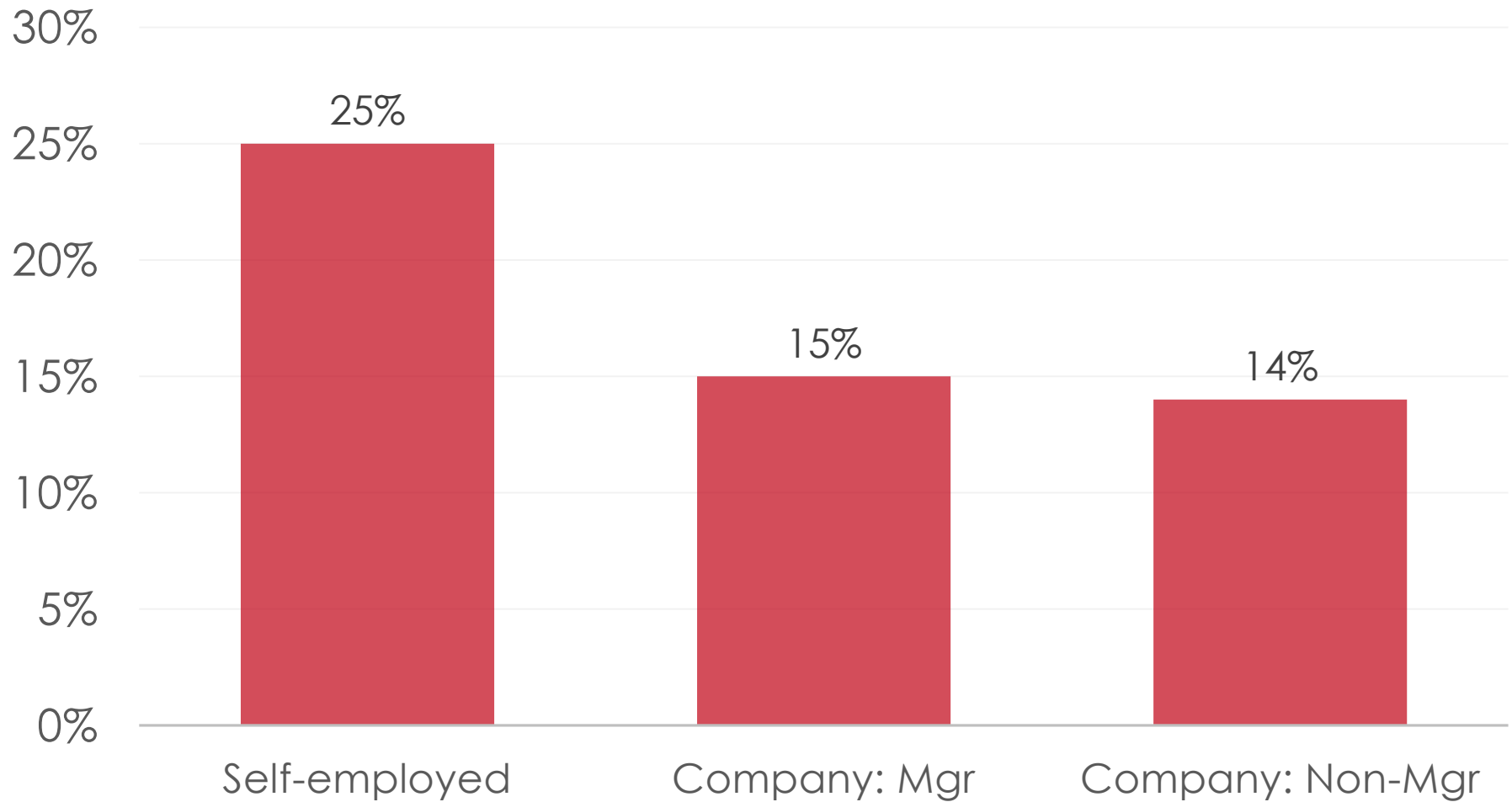|	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	5.85			
MEDIAN	5			

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Length of Stay – Key Segments

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

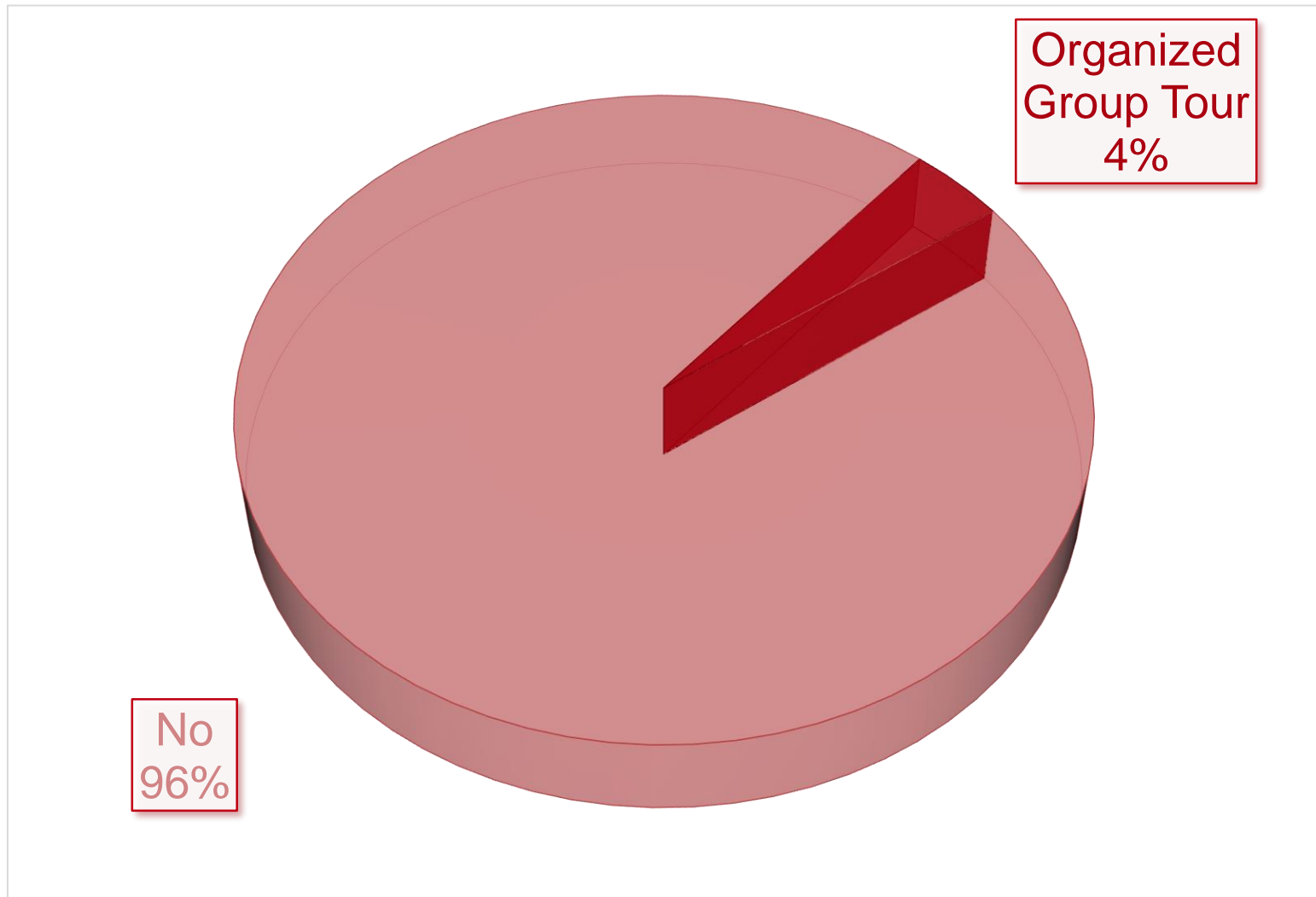|		TOTAL	MICE	LEISURE	FIT	FAMILY
		-	-	-	-	-
SA	1-2	10%		9%	11%	4%
	3	25%		25%	27%	29%
	4+	65%		66%	62%	67%
	Total	109		85	97	55
SA	Mean	5.85	.	5.47	5.58	5.15
	Median	5	.	5	5	5

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Occupation – Top Responses (10%+)

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SECTION 2
TRAVEL PLANNING

Organized Group Tour

Organized
Group Tour
4%

No
96%

[A]

Organized Group Tour

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
Organized Group Tour	4%			

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Travel Arrangements Sources

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Travel Arrangements Sources

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
●—Online travel agent	6%			
●—Trvl Agt/ Co- Pkg Tour	6%			
●—Online 3rd Party	15%			
●—Direct Air/ Hotel	74%			

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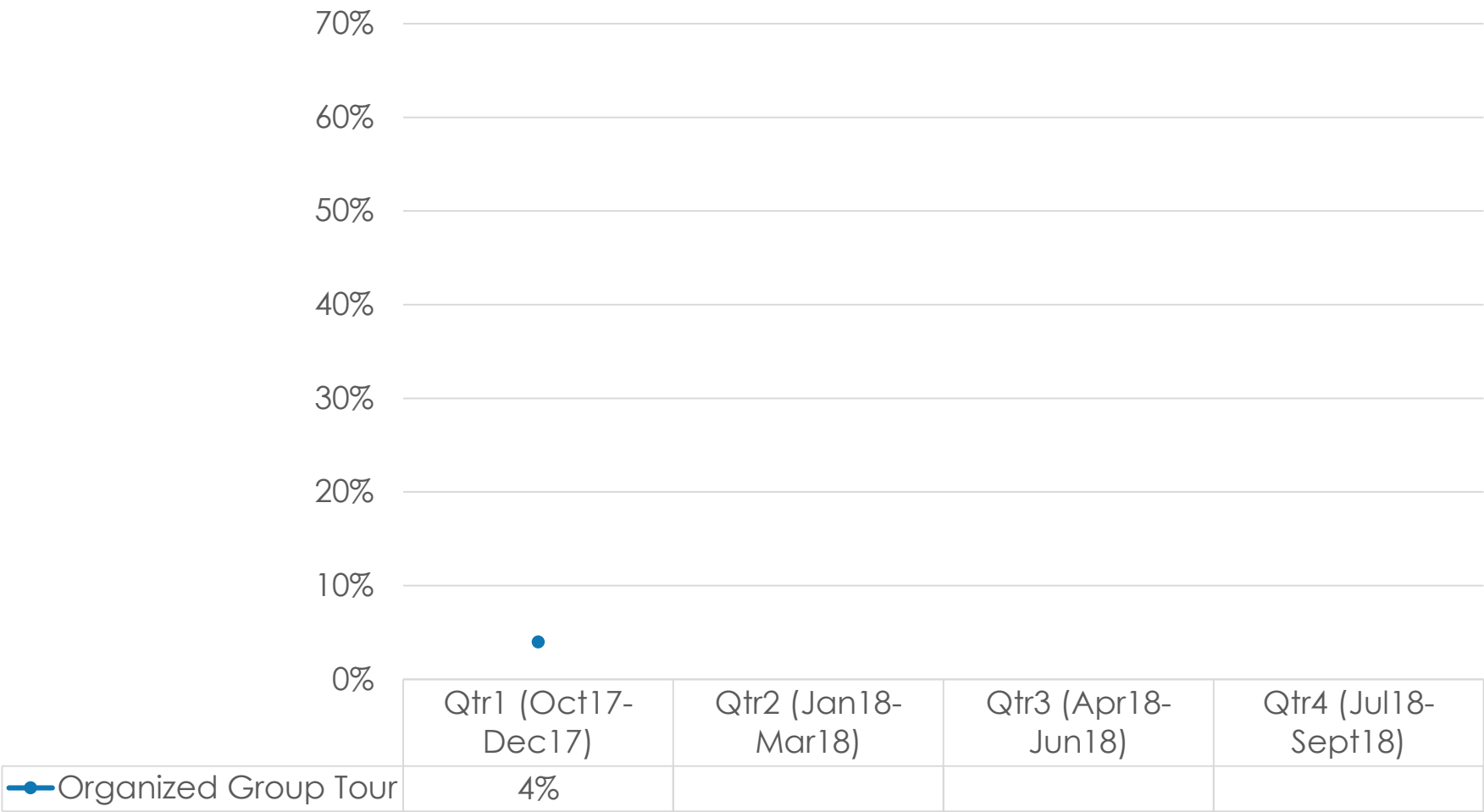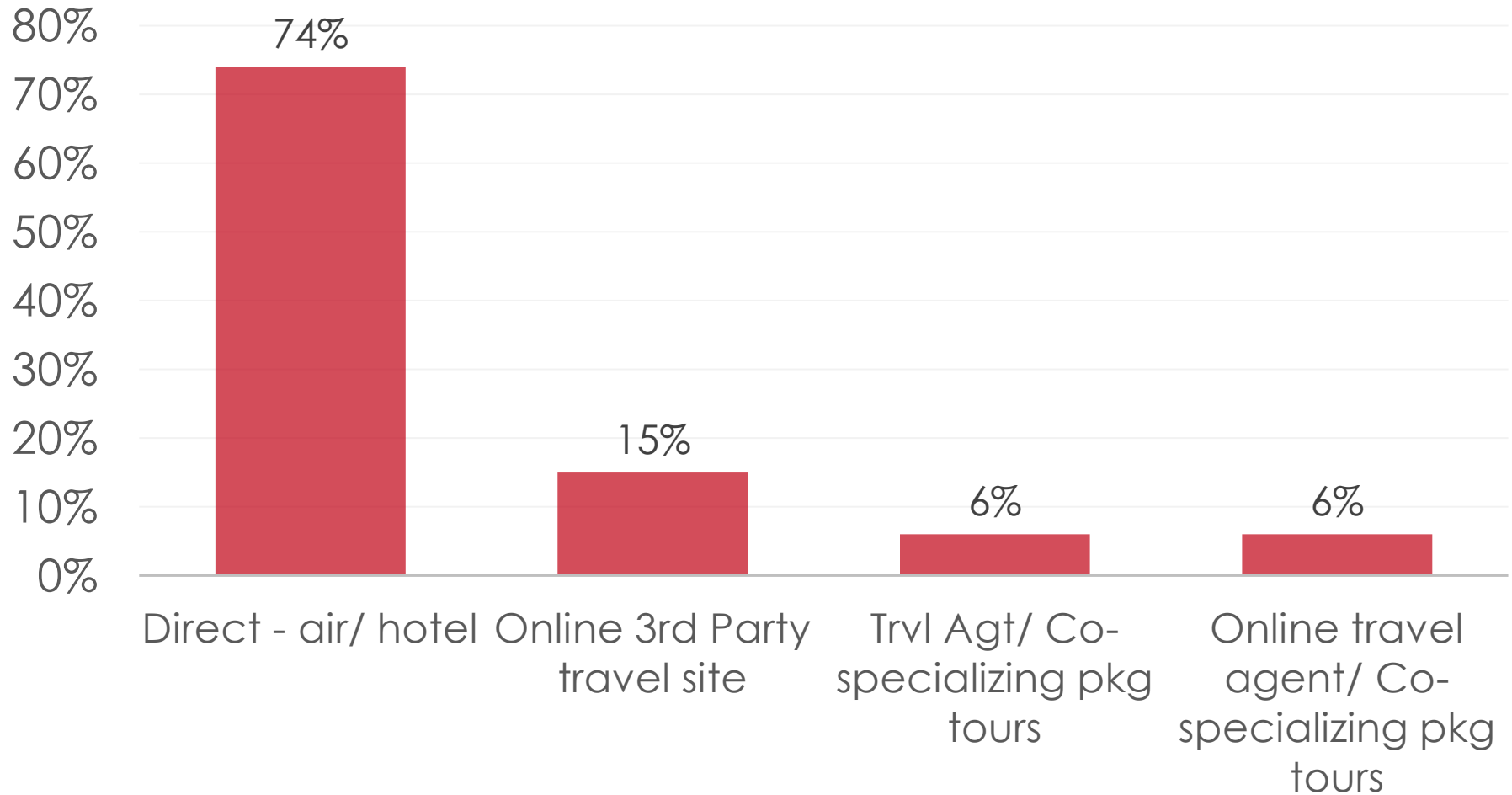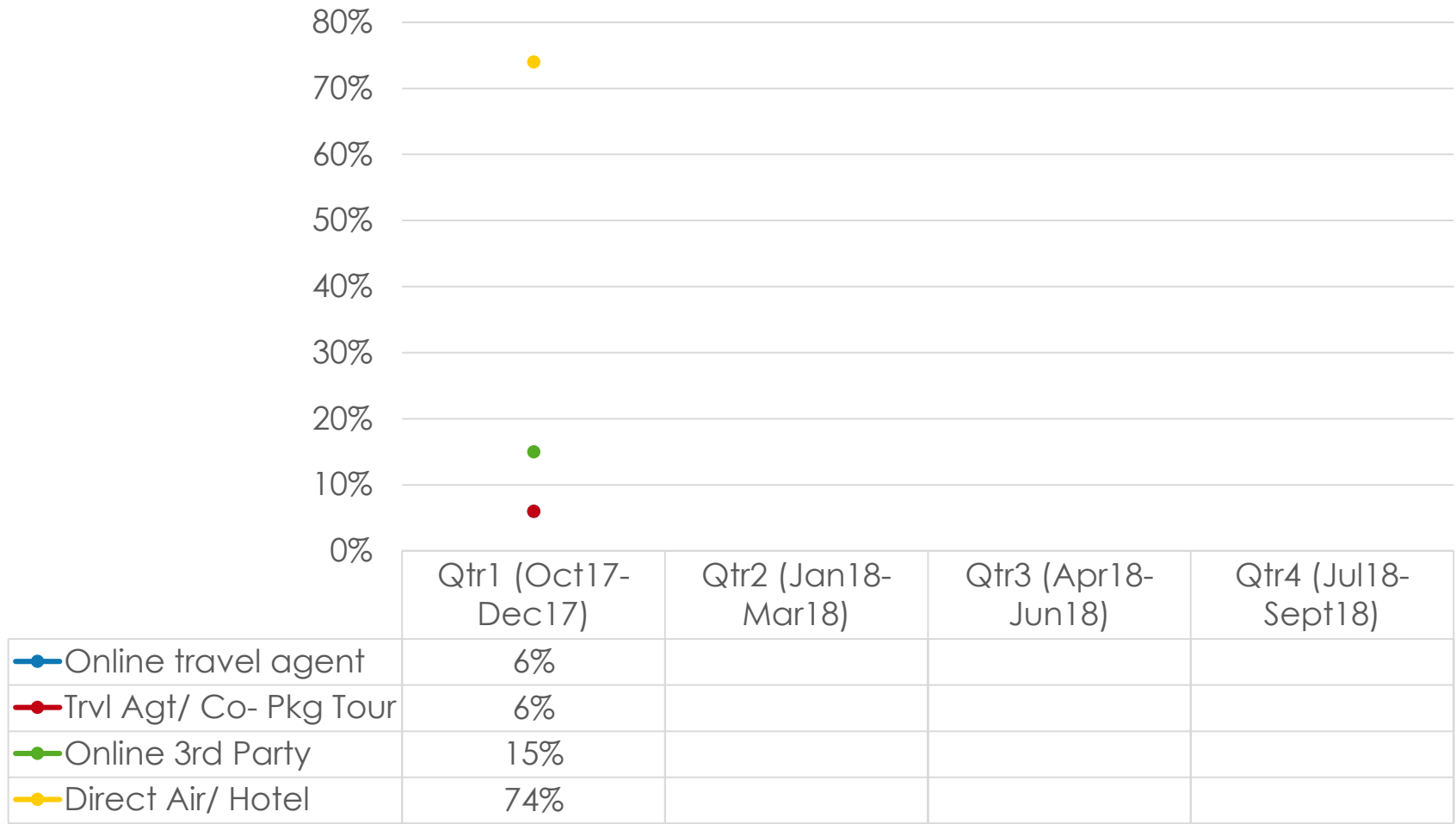
Prepaid Package Trip

Prepaid Pkg
27%

No
73%

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Prepaid Package Trip

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
Prepaid Pkg Trip	27%			

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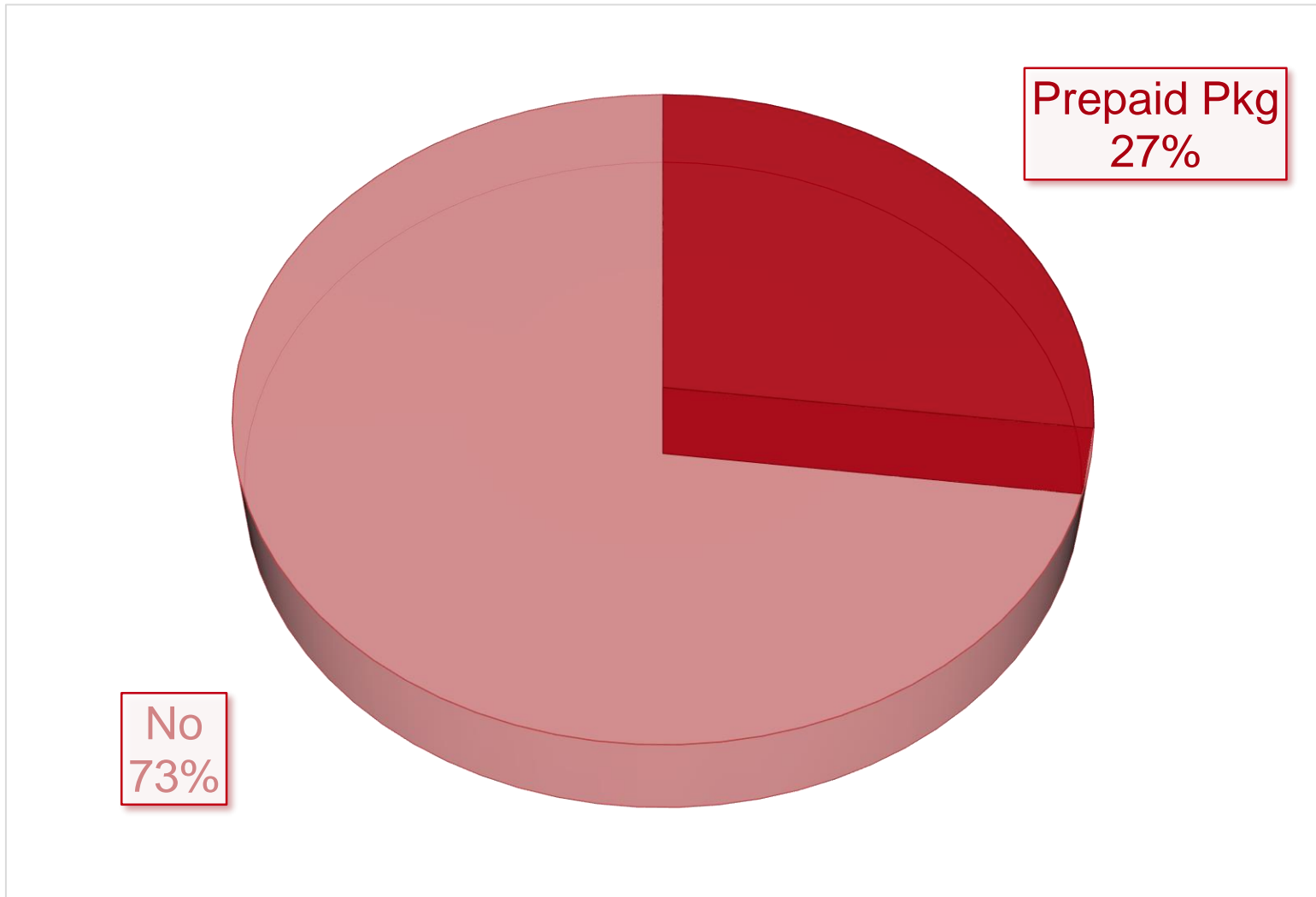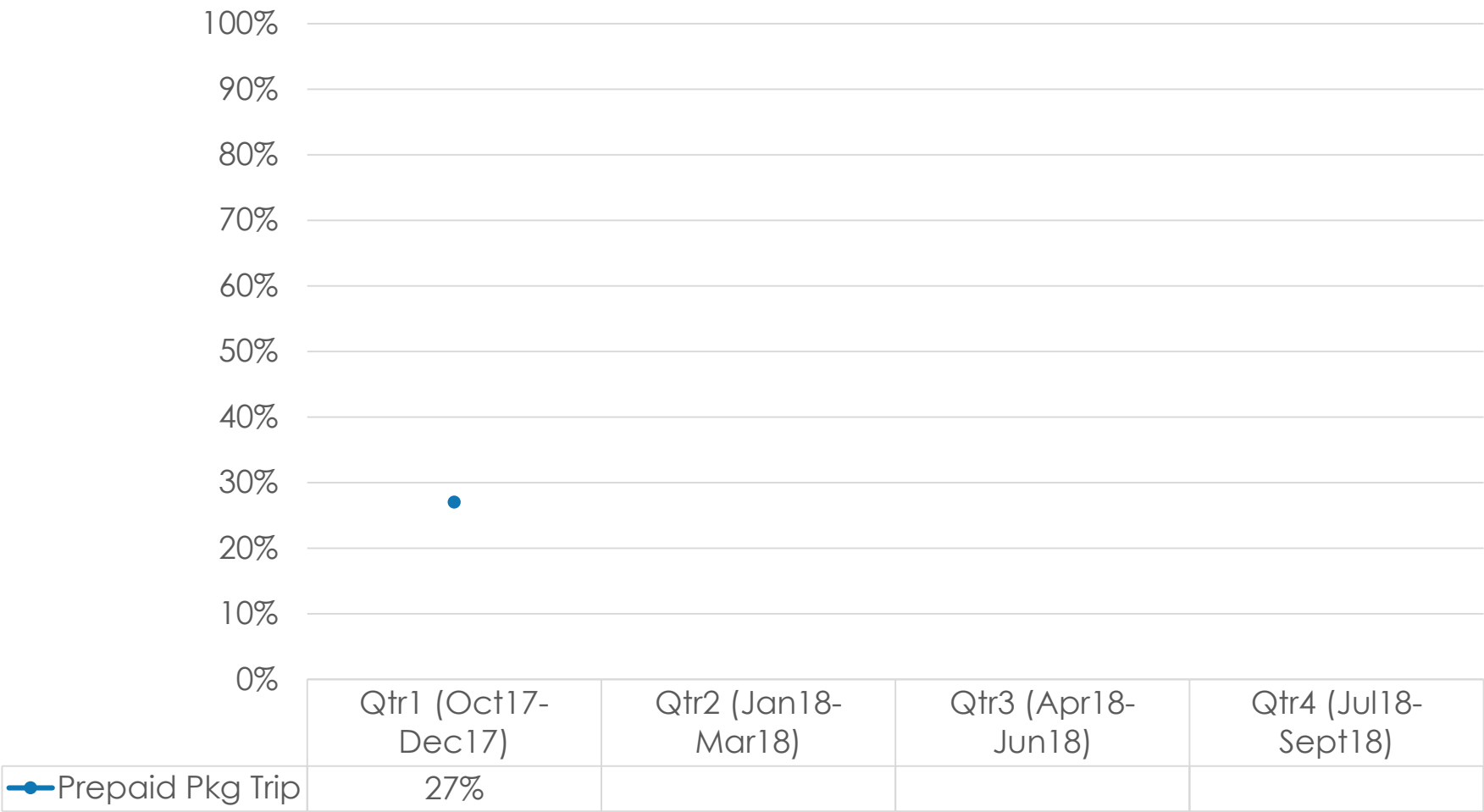
Accommodations (Top Responses/ 5%+)

Legend: Stayed At, Length of Stay

Bar values (Stayed At): Home stay/ friend/... 22%, Apartment 12%, Holiday Resort Guam 10%, Hilton Guam 8%, Oceanview 7%, Wyndham Garden 6%, Condo 6%, Guam Plaza 5%

Line values (Length of Stay): 11.29, 5.23, 4.82, 4.33, 4.29, 4.50, 4.67, 3.00

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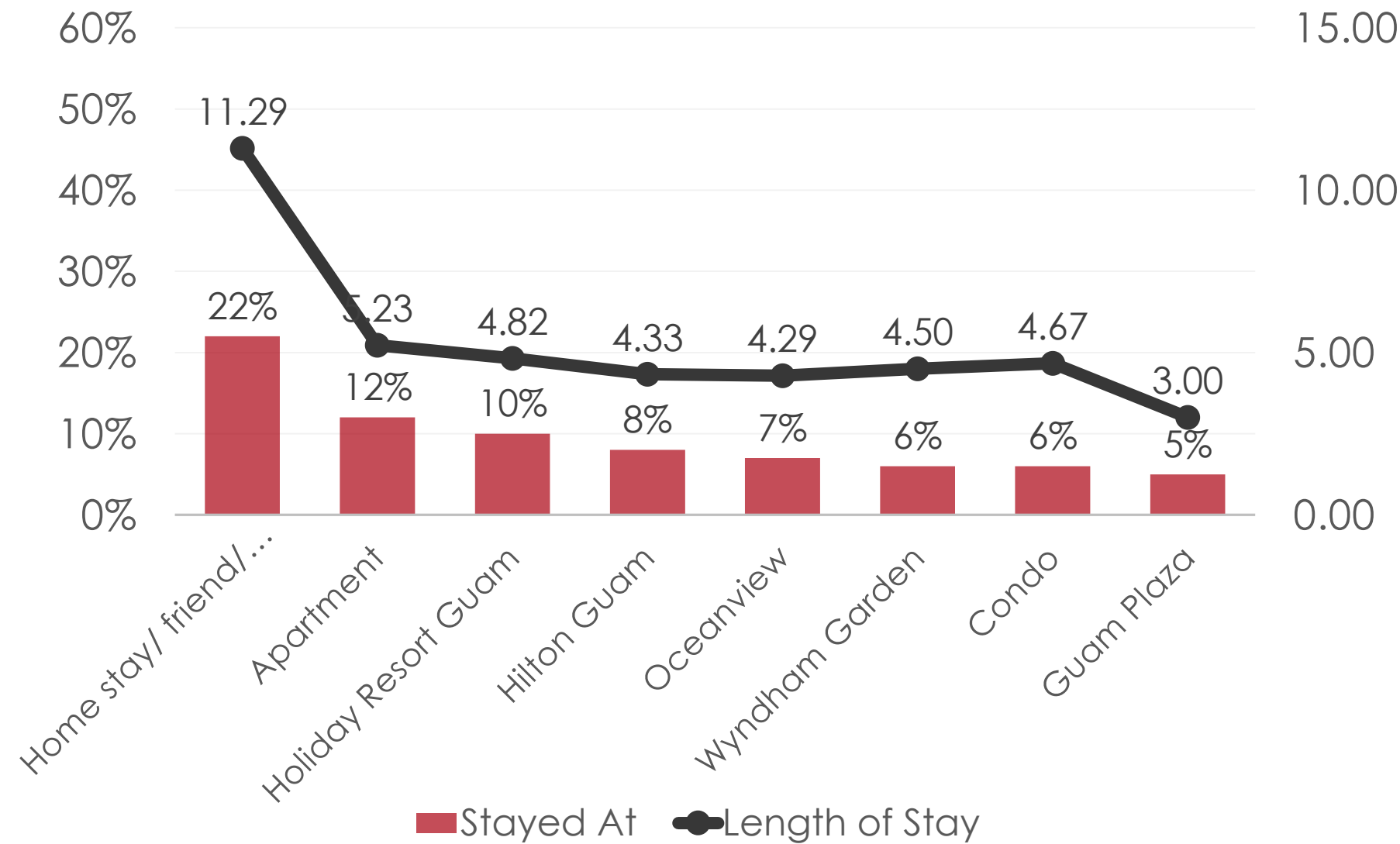
Travel Motivation (Top Responses)

Motivation	%
Shopping	53%
Relax	39%
Pleasure	34%
Visit- fr/rel	32%
Beauty	27%
Price	17%
Recommend	16%
Travel time	13%
Prior trip	12%
Company	6%

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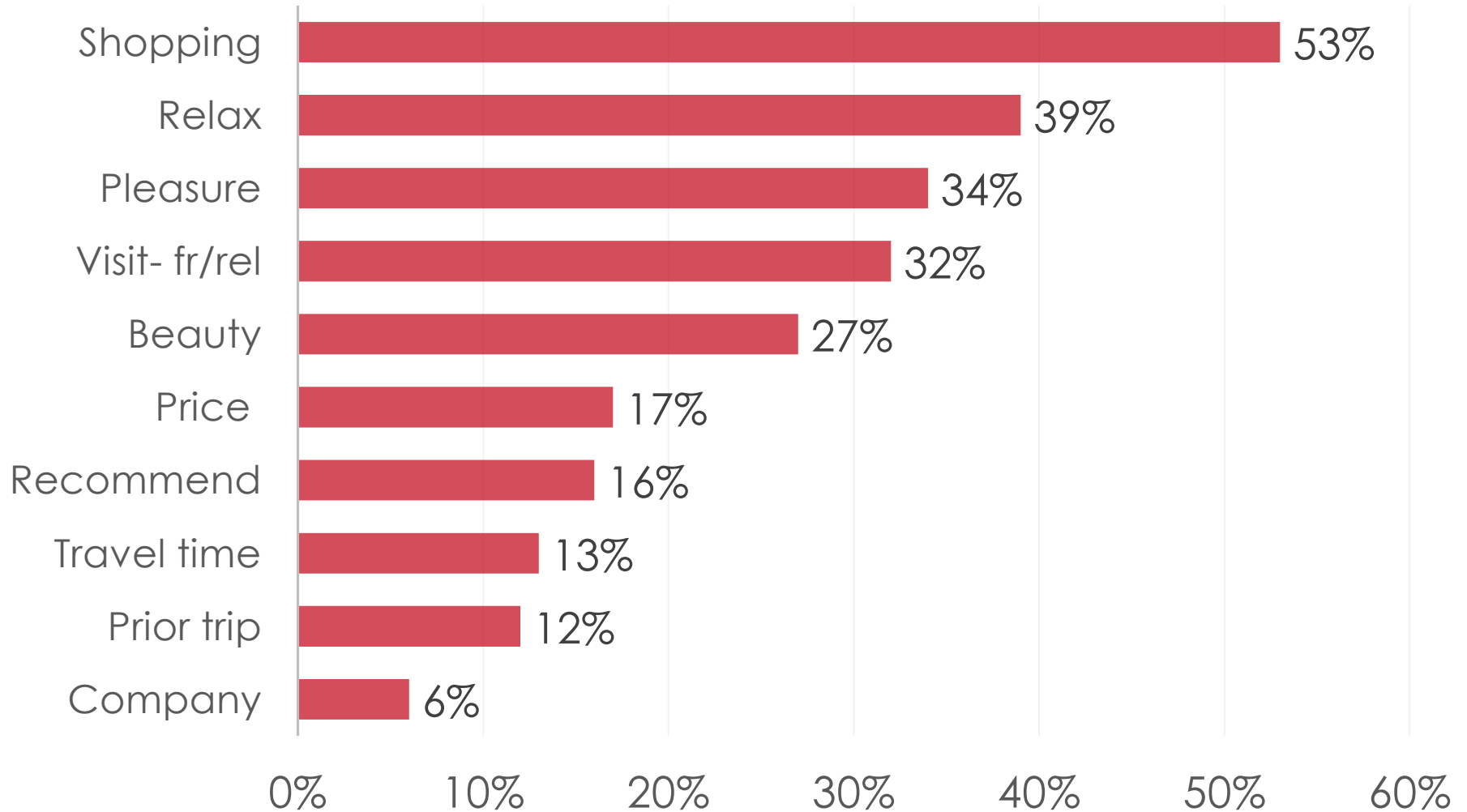
Travel Motivation – Key Segments

GVB EXIT SURVEY

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

		TOTAL	MICE	LEISURE	FIT	FAMILY
		-	-	-	-	-
Q5A	Shopping	53%		55%	56%	56%
	Just to relax	39%		51%	36%	49%
	Pleasure/ vacation	34%		44%	34%	35%
	To visit friends or relatives	32%		21%	31%	31%
	Beautiful seas, beaches, tropical climate	27%		34%	25%	25%
	Price of the tour package	17%		16%	15%	22%
	Recommendation of friend/ relative/ travel agency	16%		15%	14%	20%
	Short travel time (not too far from home)	13%		12%	14%	11%
	A previous visit	12%		12%	13%	13%
	Company/ business trip	6%		4%	5%	
	Water sports (snorkeling, windsurfing, parasailing)	3%		2%	3%	2%
	Organized sporting activity/ event	3%		2%	3%	
	It is a safe place to spend a vacation	2%		1%	2%	2%
	My company sponsored me	1%			1%	
	Government or military	1%		1%	1%	
	Total	109		85	97	55

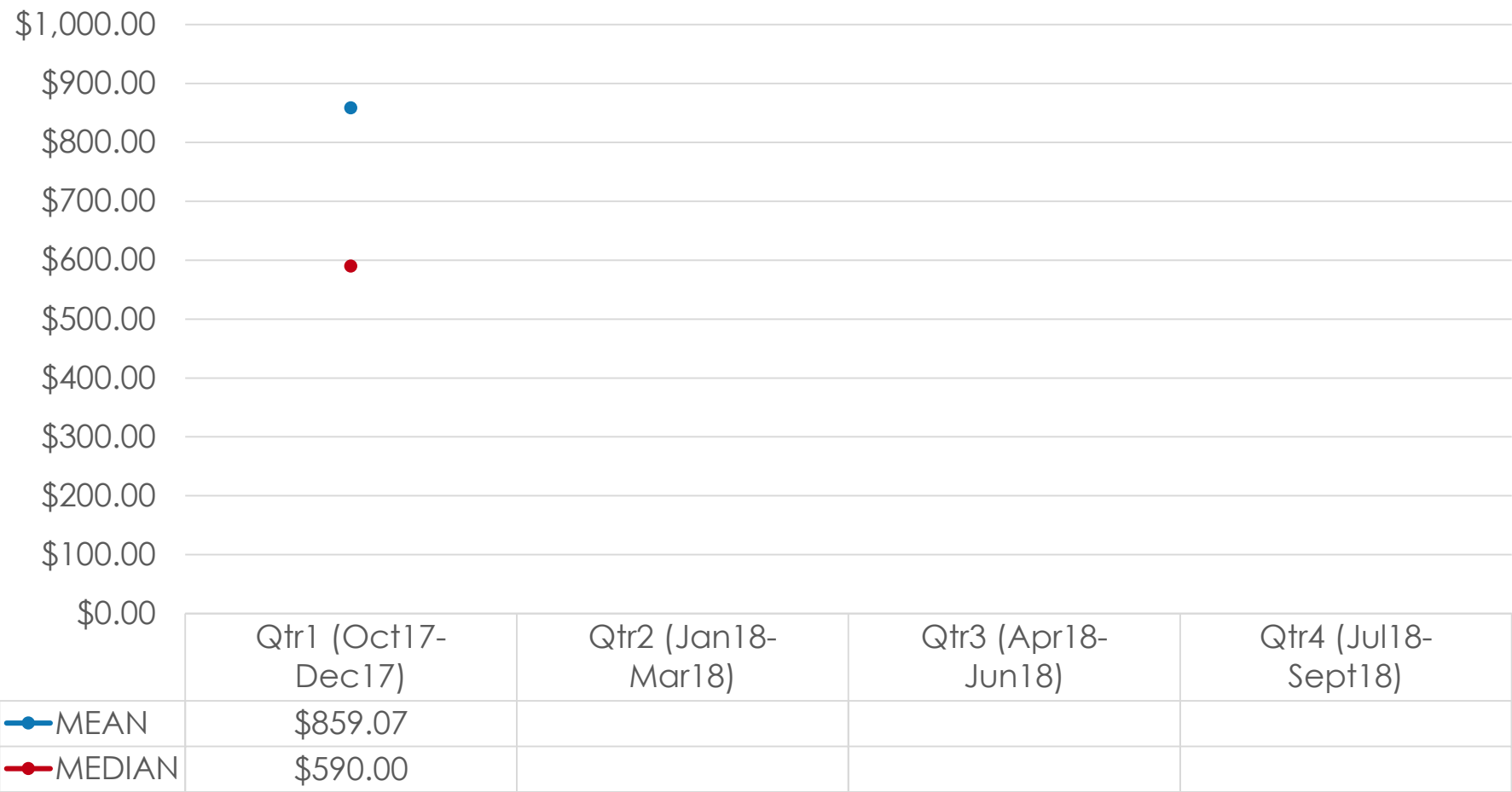Prepared by Anthology Research

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SECTION 3
EXPENDITURES

Prepaid Expenditures
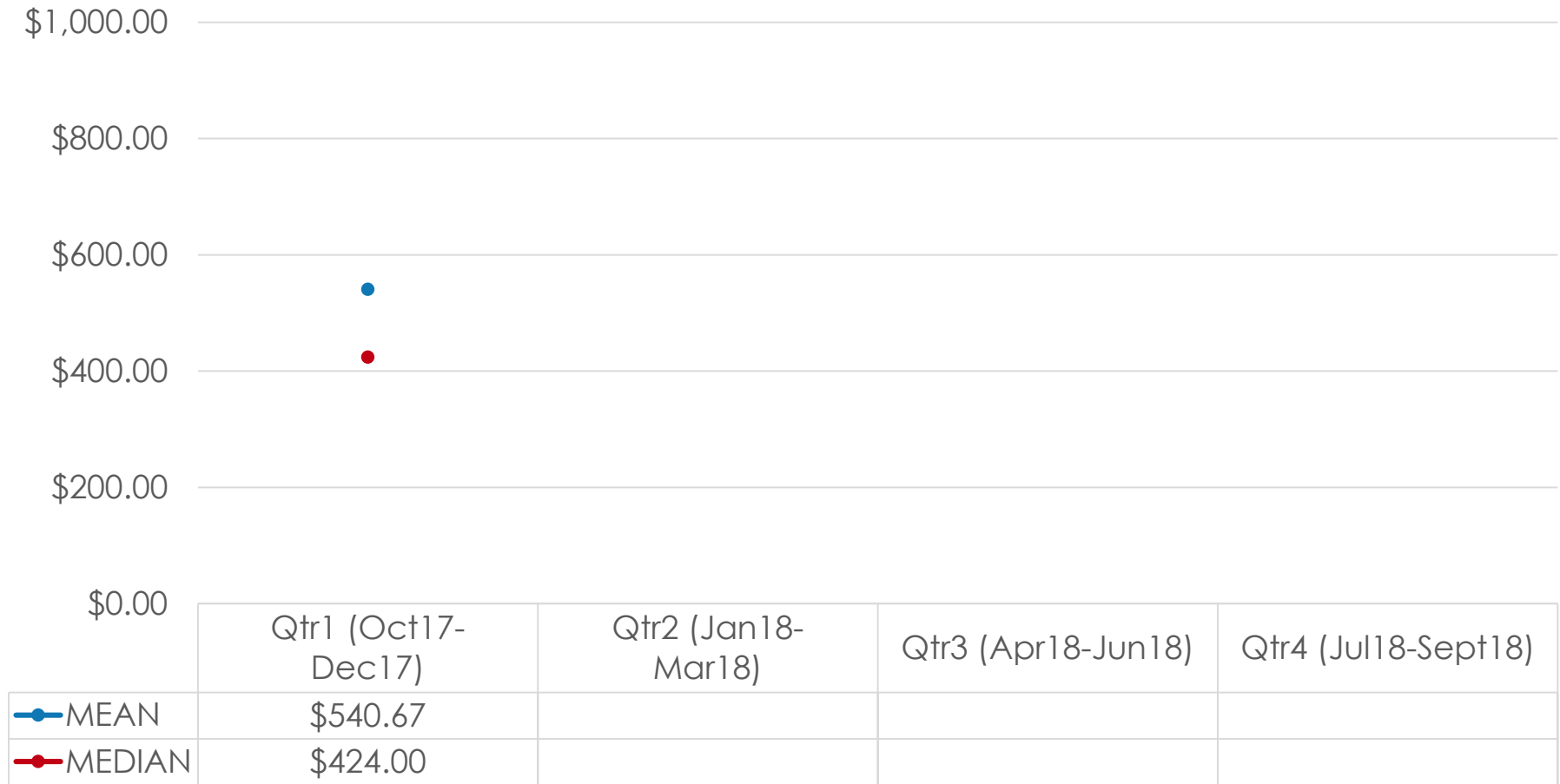
- $859.07 = overall mean average prepaid expense (for entire travel party size) by respondent

- $540.67 = overall mean average <u>per person</u> prepaid expenditures

[A]

Prepaid Entire Travel Party – FY2018 Tracking

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$859.07			
MEDIAN	$590.00			

Prepaid Per Person– FY2018 Tracking

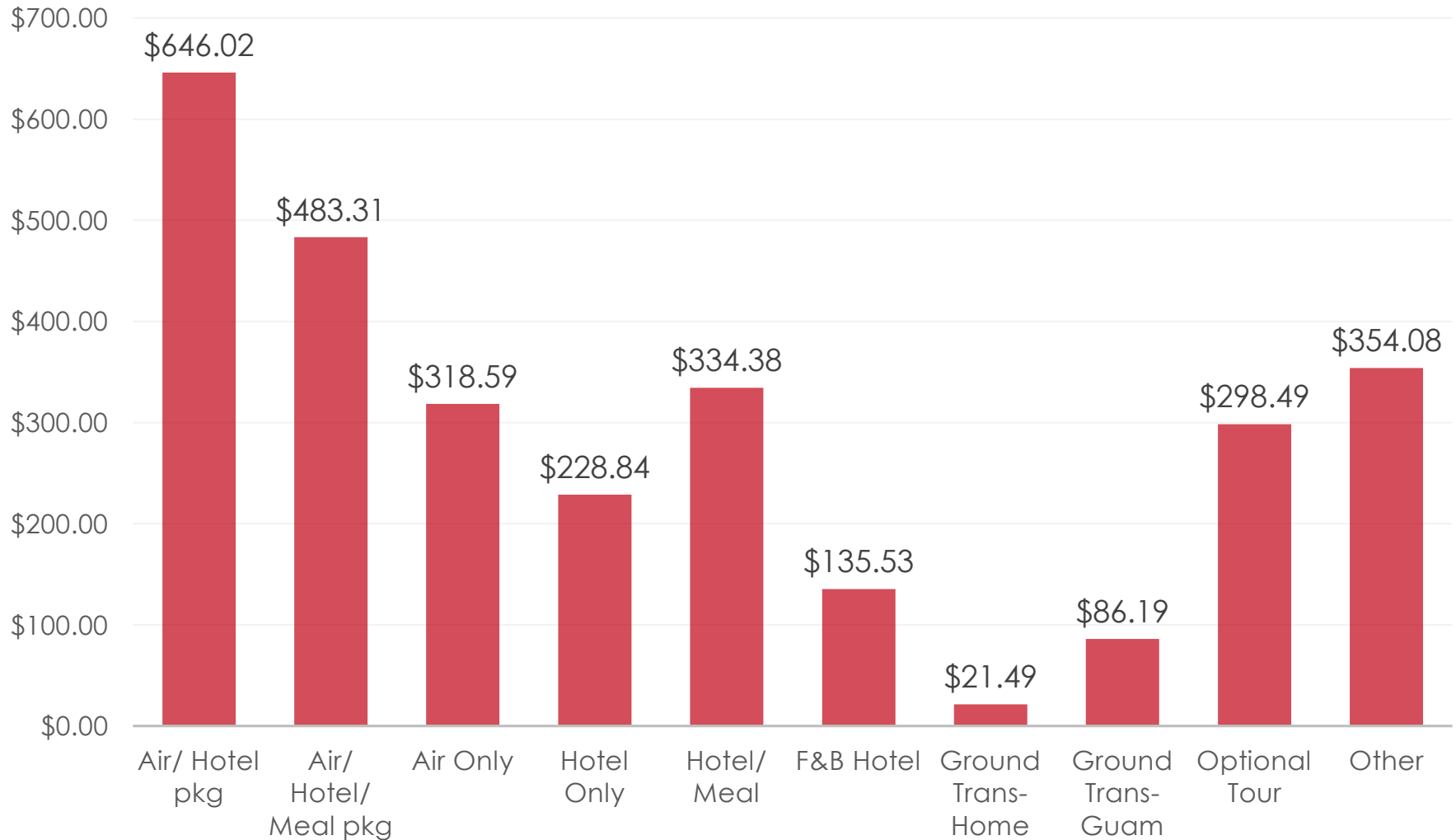|	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$540.67			
MEDIAN	$424.00			

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Prepaid Per Person– Key Segments

GVB EXIT SURVEY
Q10A PREPAID - PER PERSON:

		TOTAL	MICE	LEISURE	FIT	FAMILY
		-	-	-	-	-
PREPAID PP	Mean	$540.67	.	$543.69	$510.26	$496.95
	Median	$424	.	$416	$408	$393

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Prepaid Expenses by Category – MEAN Entire Travel Party

Category	Mean
Air/ Hotel pkg	$646.02
Air/ Hotel/ Meal pkg	$483.31
Air Only	$318.59
Hotel Only	$228.84
Hotel/ Meal	$334.38
F&B Hotel	$135.53
Ground Trans-Home	$21.49
Ground Trans-Guam	$86.19
Optional Tour	$298.49
Other	$354.08

[A]

Prepaid– FY2018 Tracking
Airfare & Accommodation Packages

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$646.02			
MEDIAN	$325.00			

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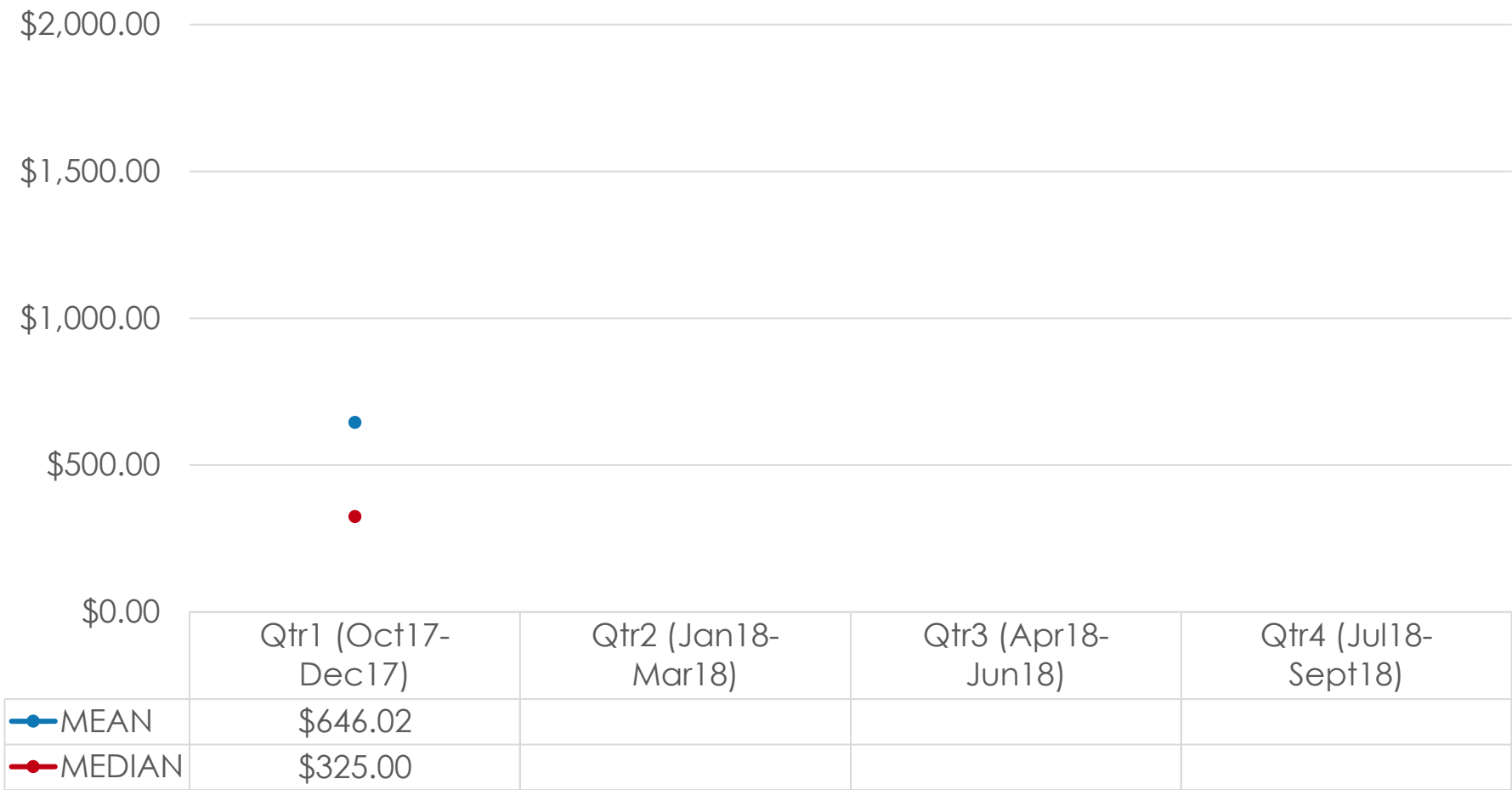
Prepaid– FY2018 Tracking
Airfare & Accommodation W/ Meal Packages
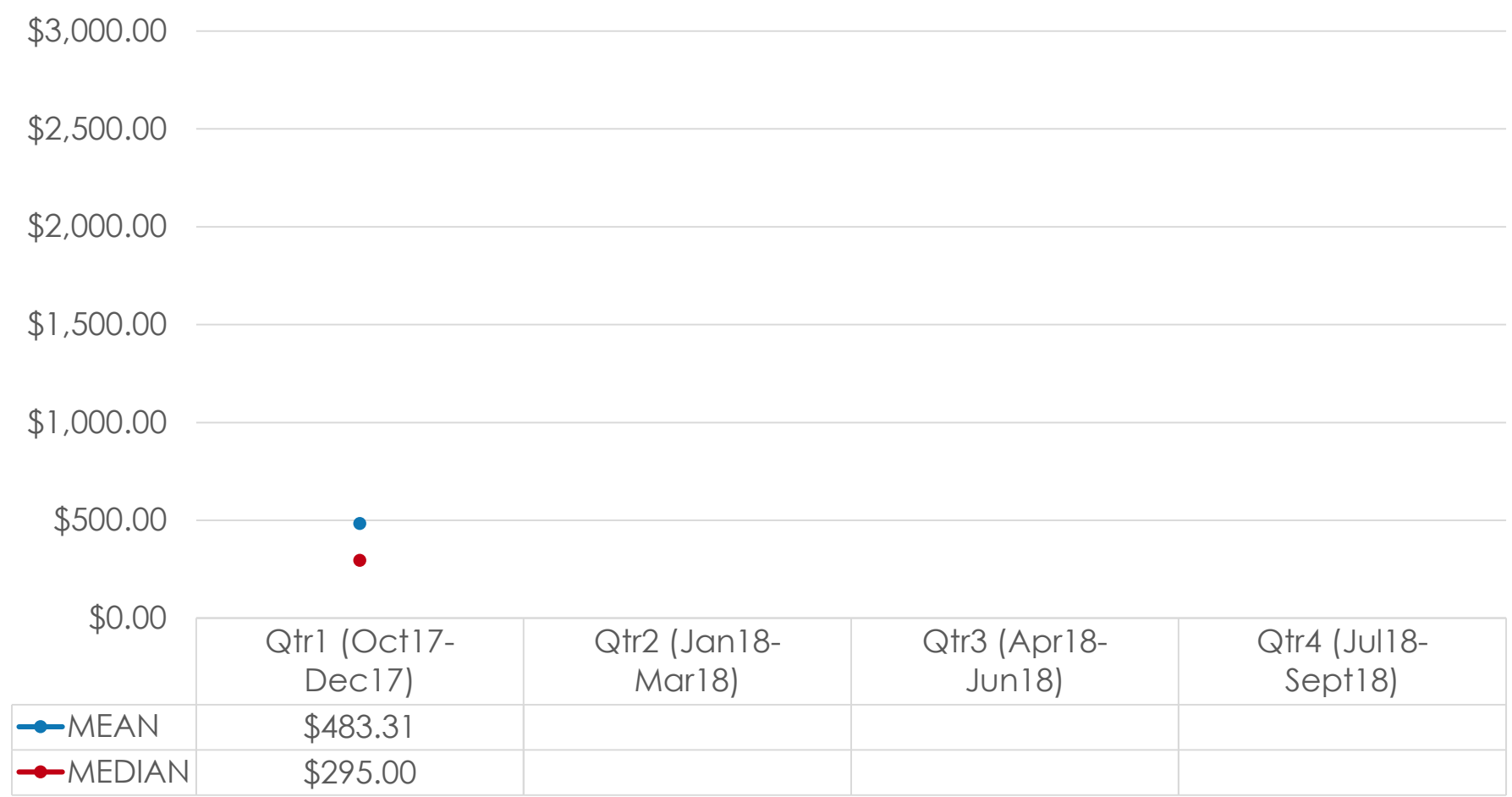
	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$483.31			
MEDIAN	$295.00			

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Prepaid– FY2018 Tracking
Airfare Only

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$318.59			
MEDIAN	$236.00			

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Prepaid– FY2018 Tracking
Accommodations Only

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$228.84			
MEDIAN	$177.00			

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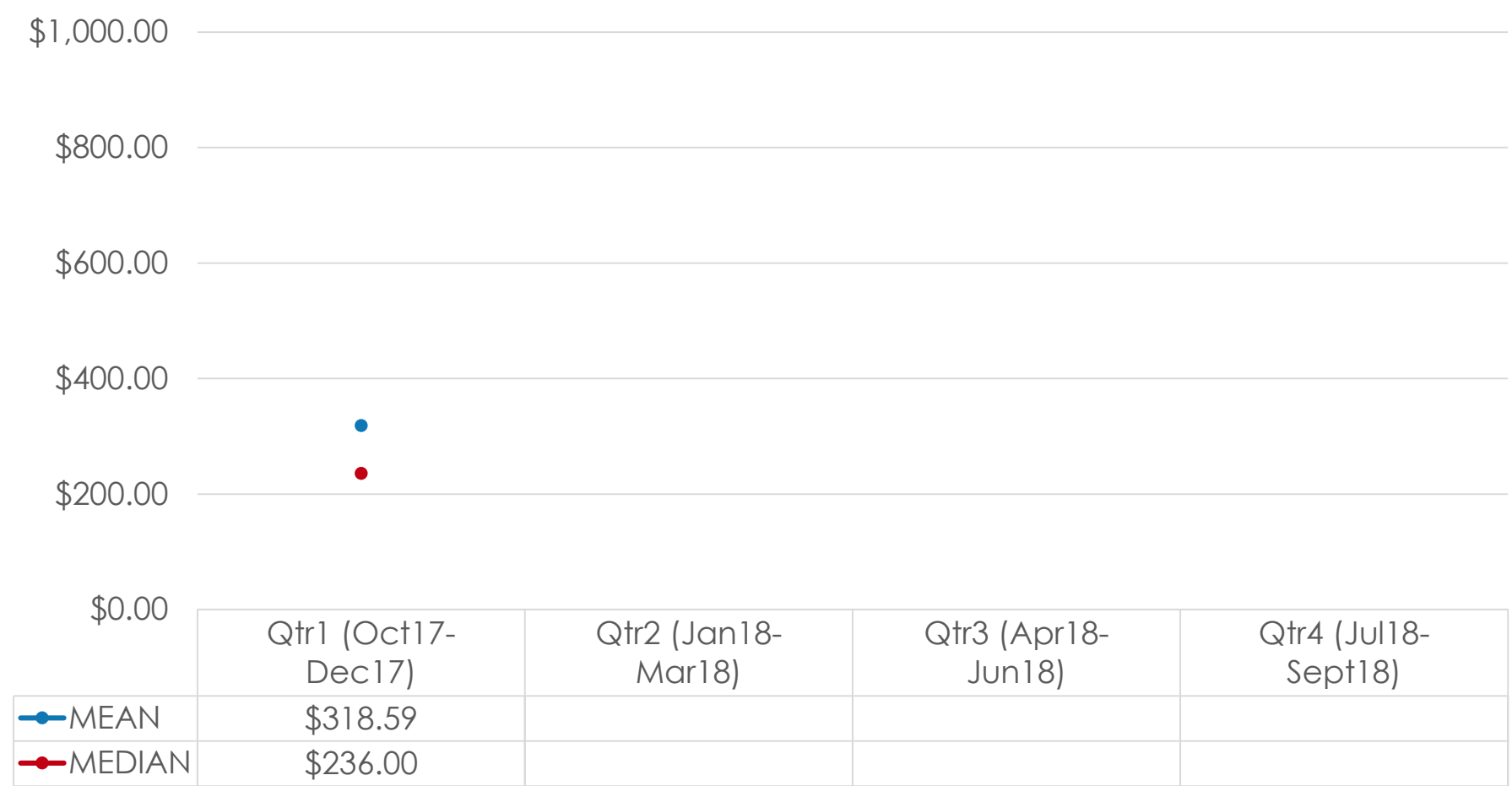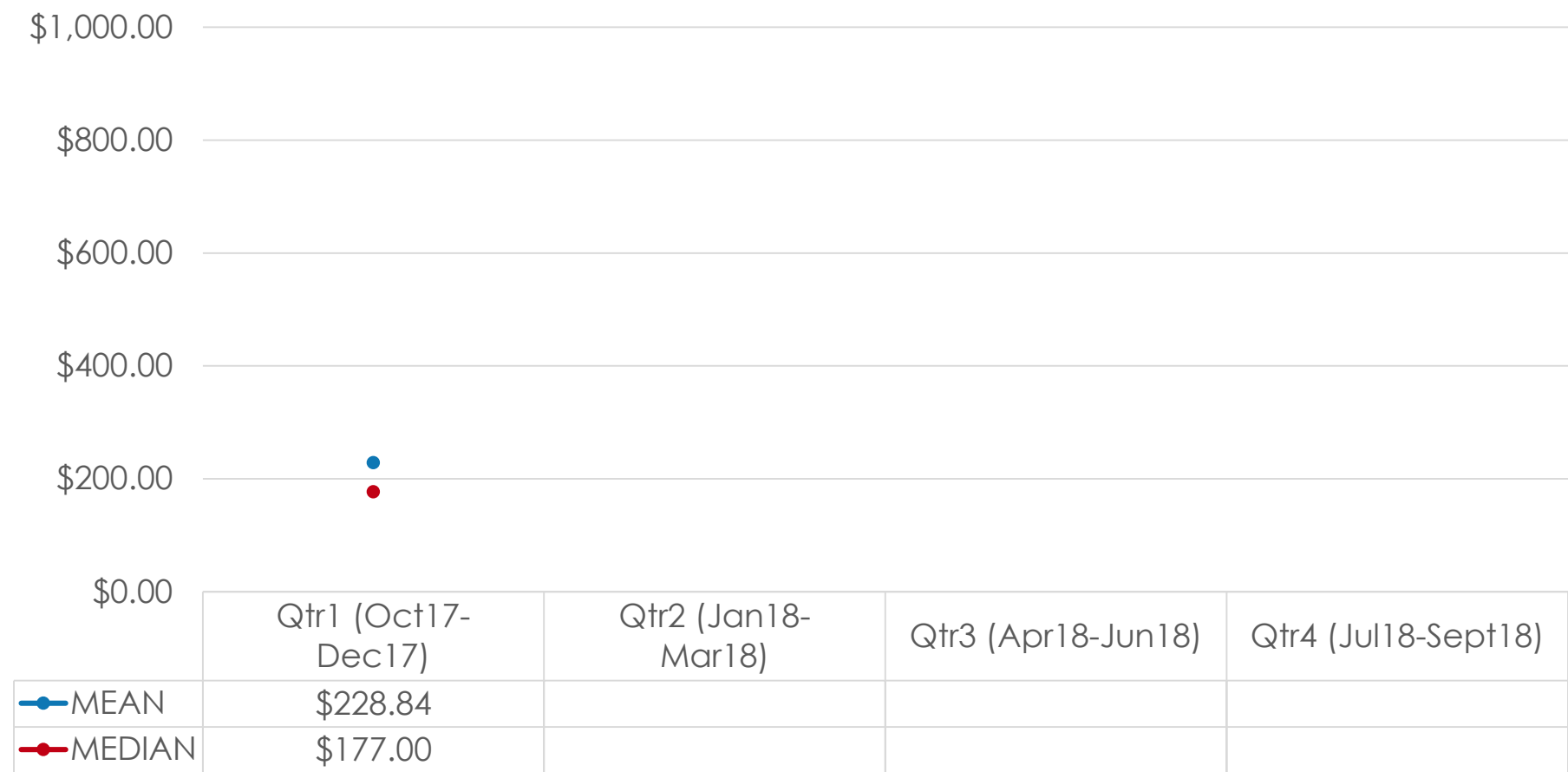
Prepaid– FY2018 Tracking
Accommodations w/ Meal Only

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$334.38			
MEDIAN	$393.00			

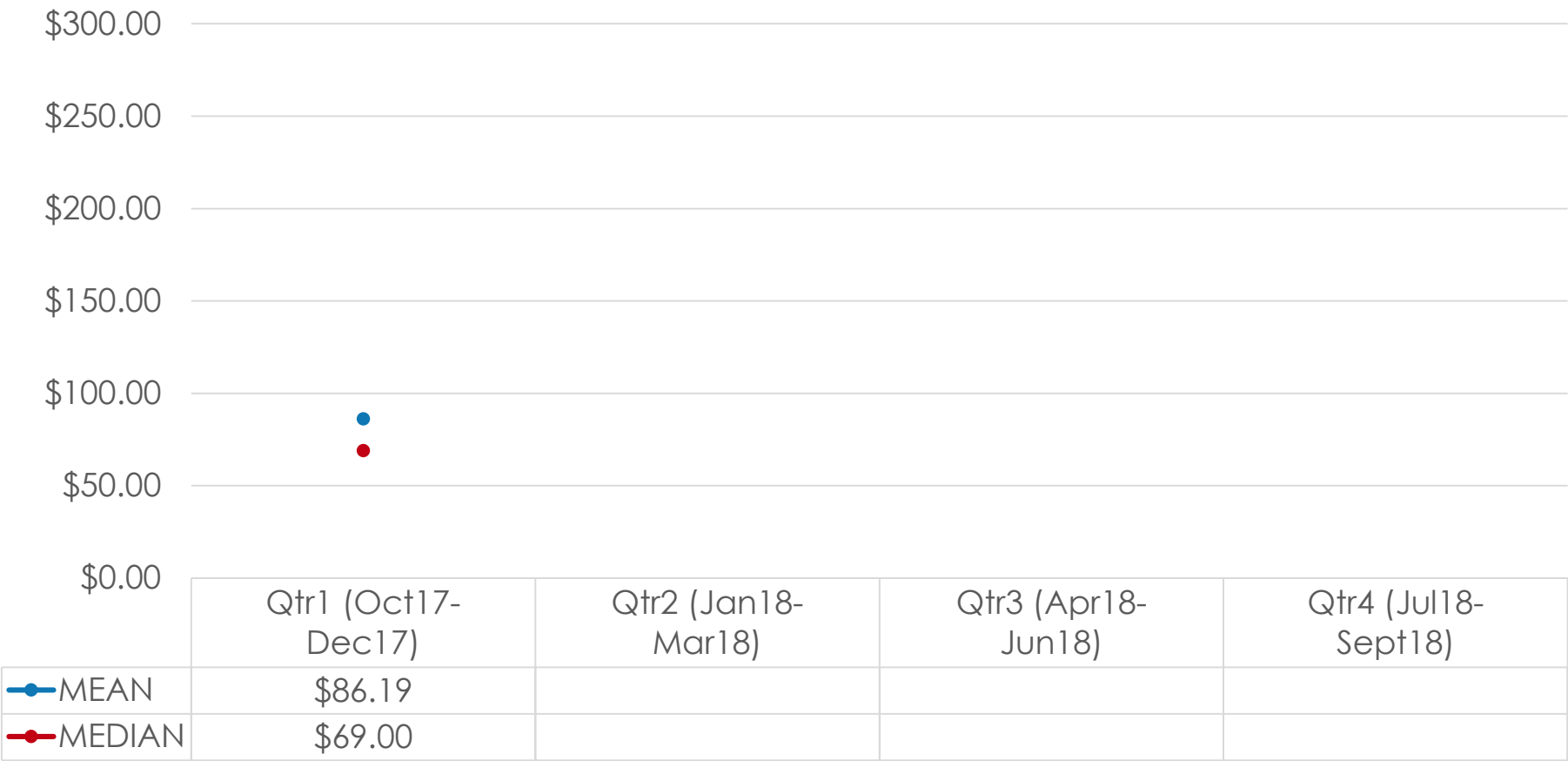[A]

Prepaid– FY2018 Tracking
Food & Beverage in Hotel

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$135.53			
MEDIAN	$98.00			

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Prepaid– FY2018 Tracking
Ground Transportation - Philippines
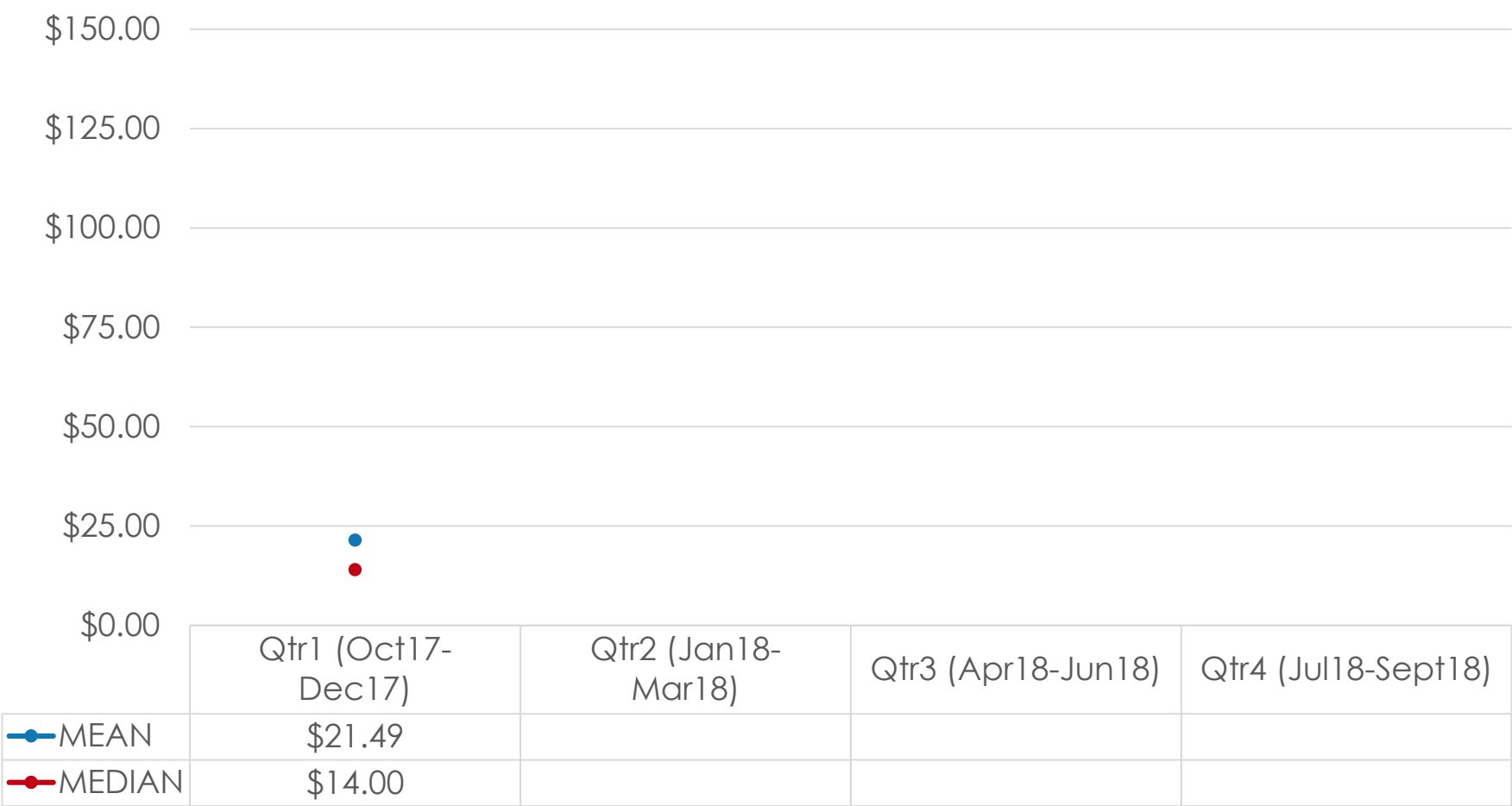
	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$21.49			
MEDIAN	$14.00			

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Prepaid– FY2018 Tracking
Ground Transportation - Guam

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$86.19			
MEDIAN	$69.00			

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Prepaid– FY2018 Tracking
Optional tours/ Activities

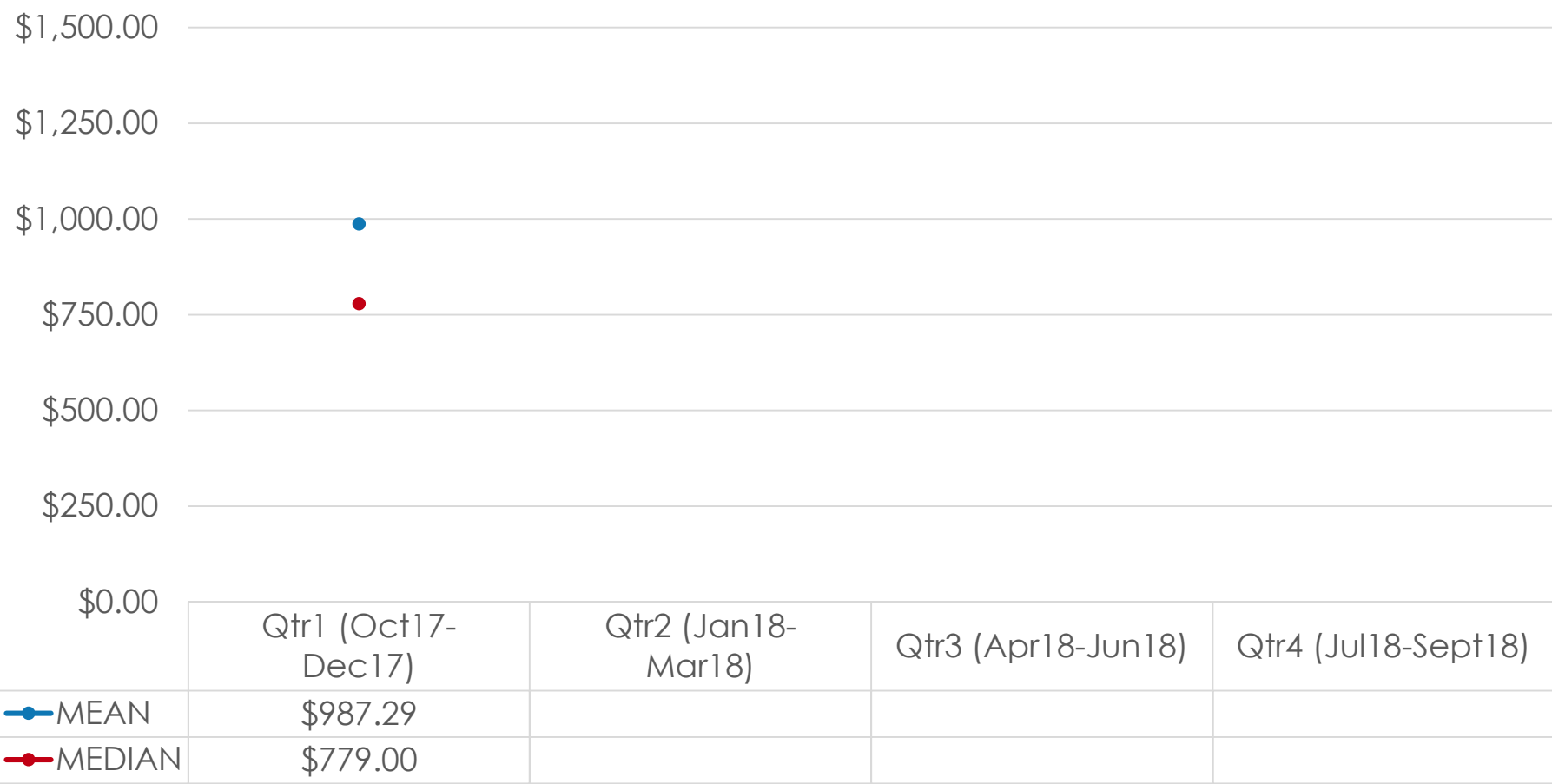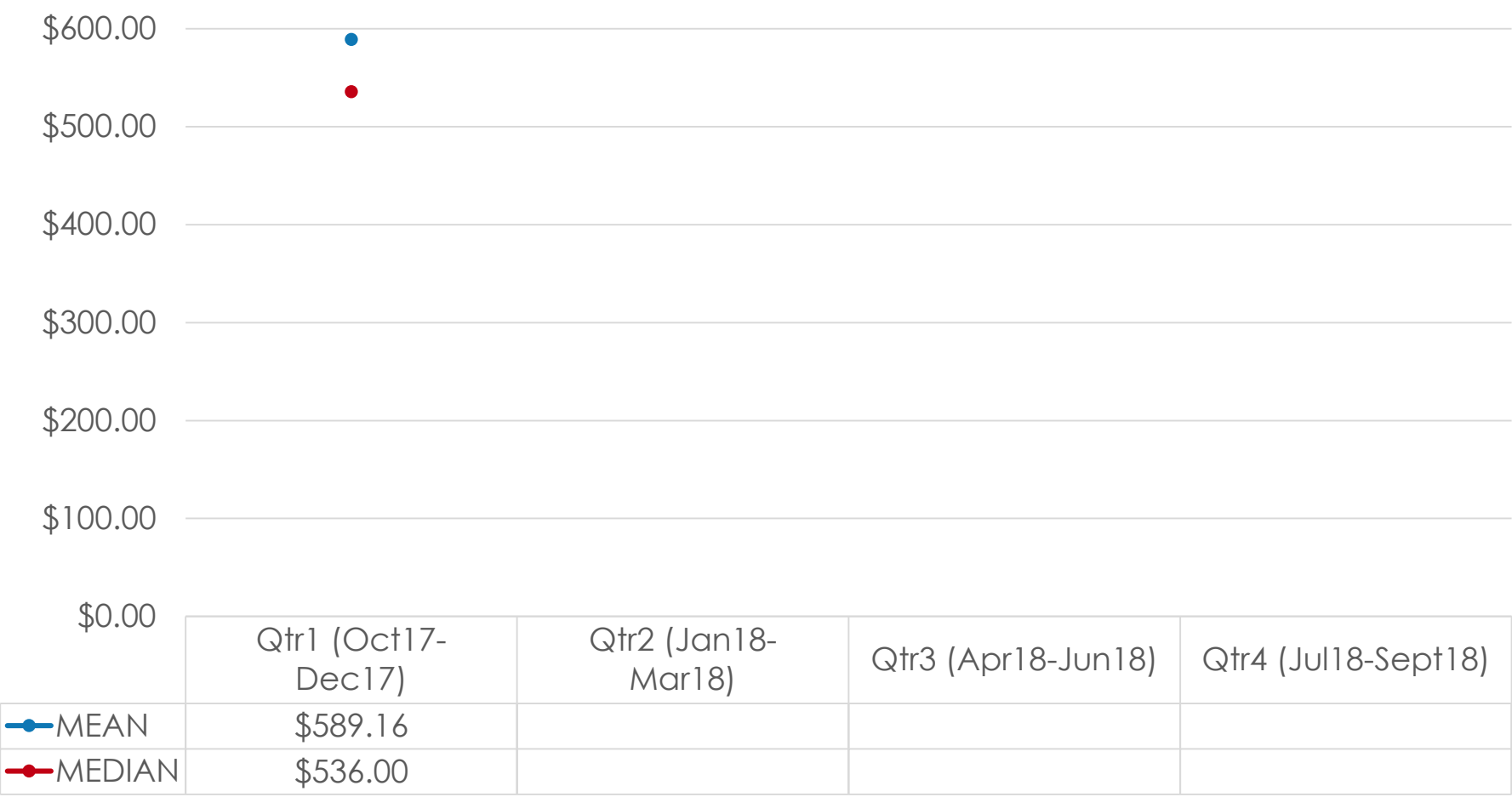|	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$298.49			
MEDIAN	$246.00			
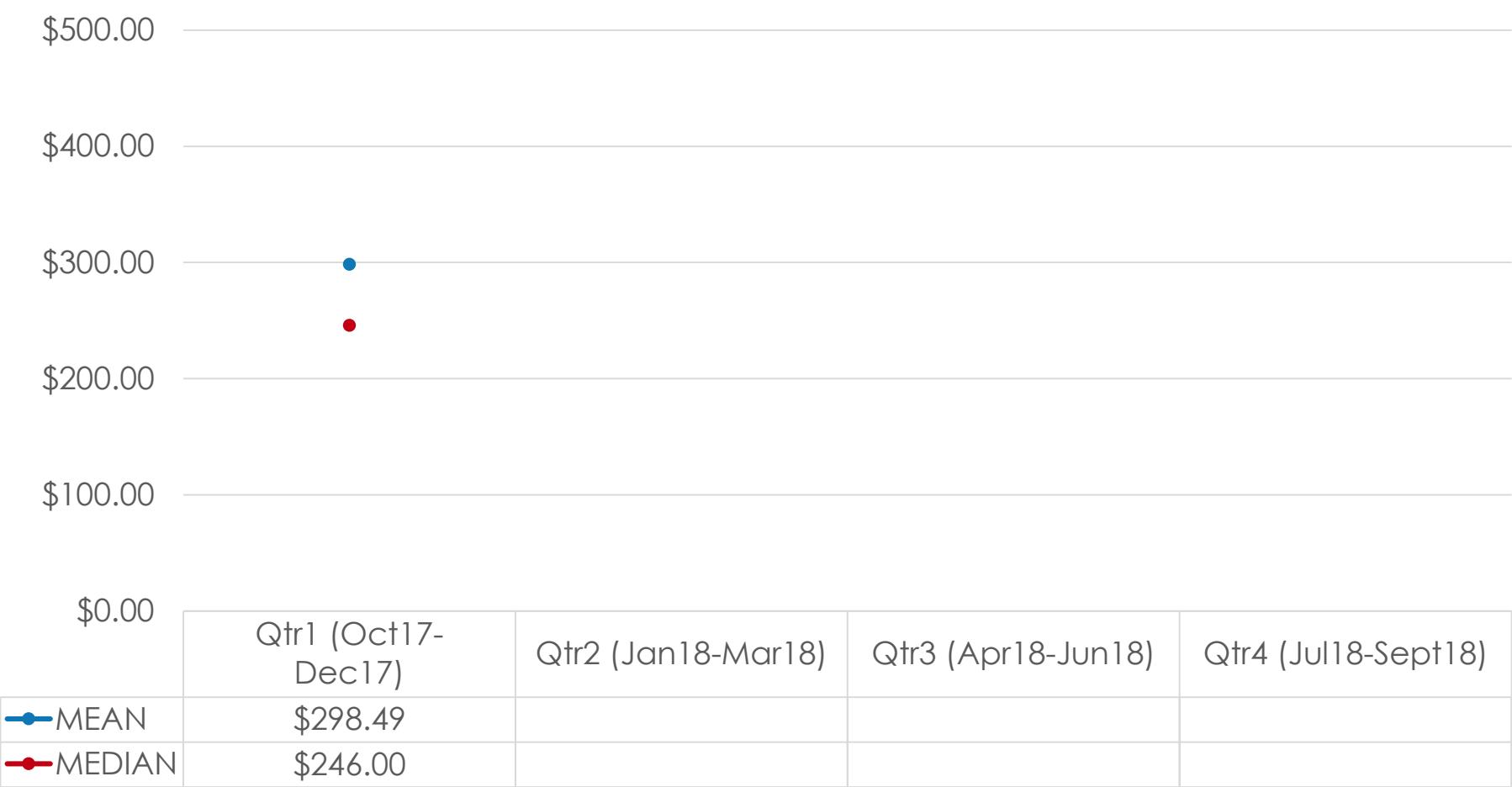
On-Island Expenditures

- $987.29 = overall mean average prepaid expense (for entire travel party size) by respondent

- $589.16 = overall mean average <u>per person</u> prepaid expenditures

[A]

On-Island Entire Travel Party – FY2018 Tracking

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$987.29			
MEDIAN	$779.00			

[A]

On-Island Per Person – FY2018 Tracking

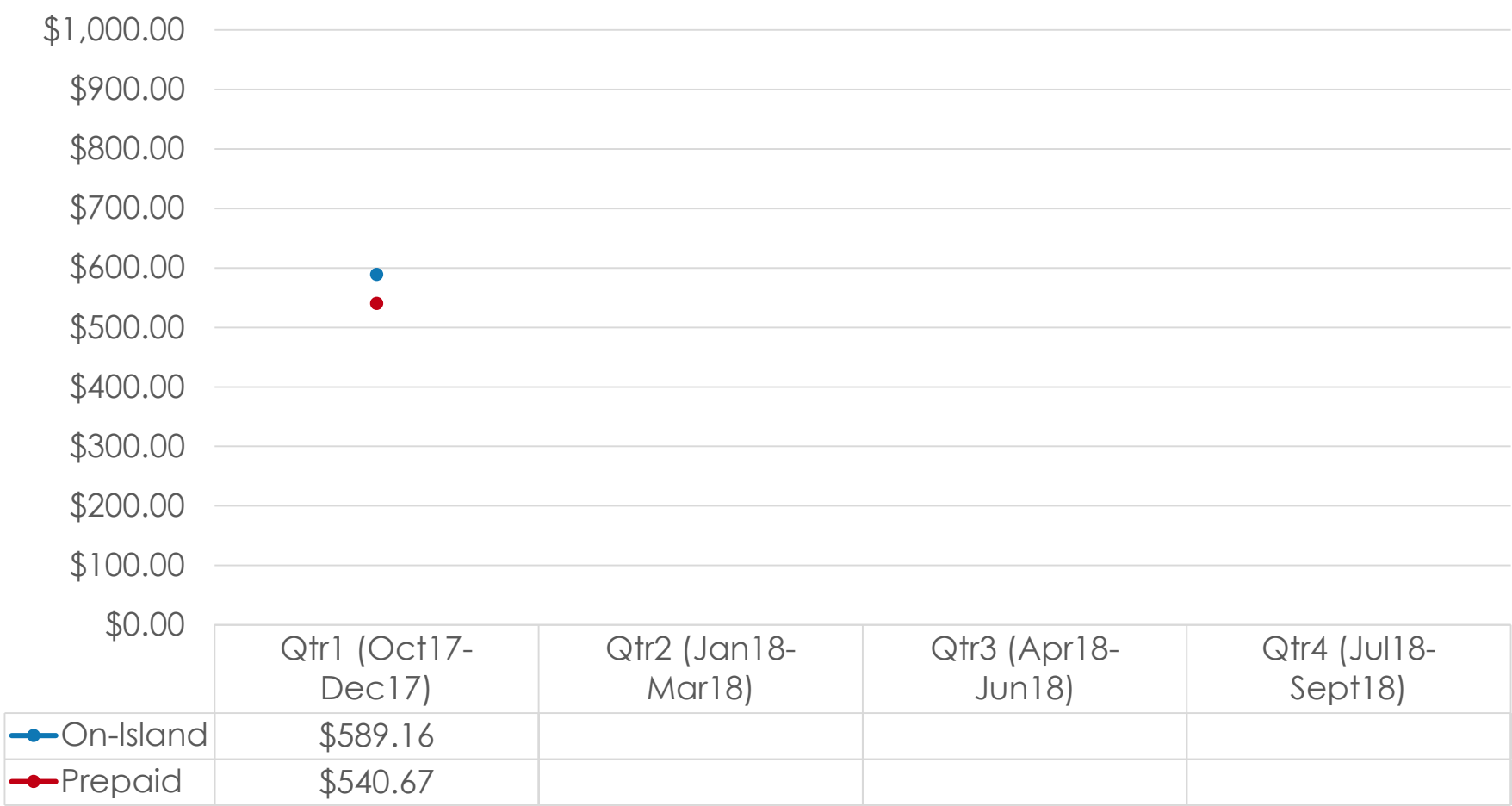|	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$589.16			
MEDIAN	$536.00			

[A]

On-Island Per Person – Key Segments

GVB EXIT SURVEY
Q11A ONISLE EXPENDITURE- PER PERSO

		TOTAL	MICE	LEISURE	FIT	FAMILY
		-	-	-	-	-
ONISLE PP	Mean	$589.16	.	$587.52	$597.12	$488.24
	Median	$536	.	$526	$550	$450

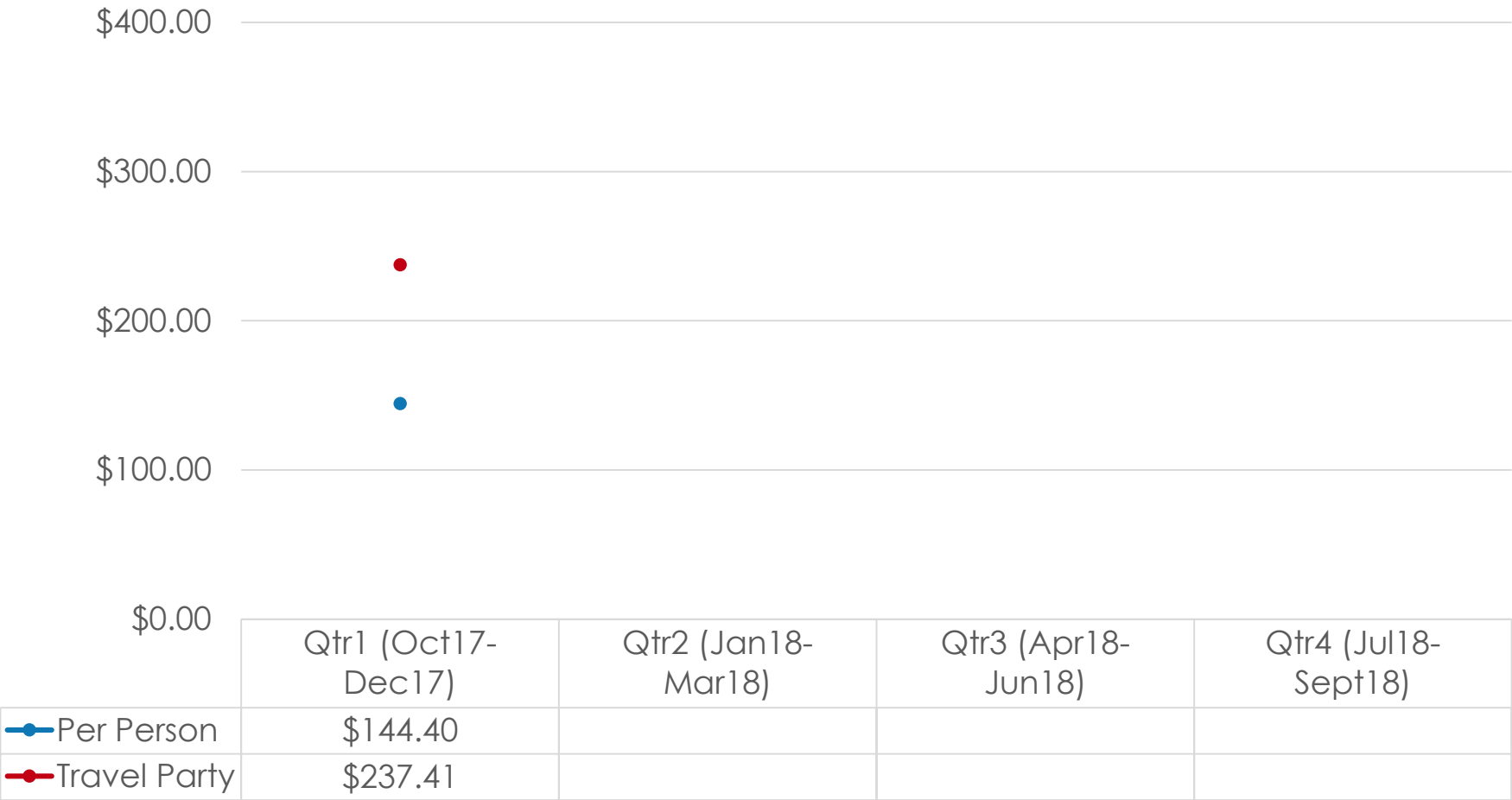Prepared by Anthology Research

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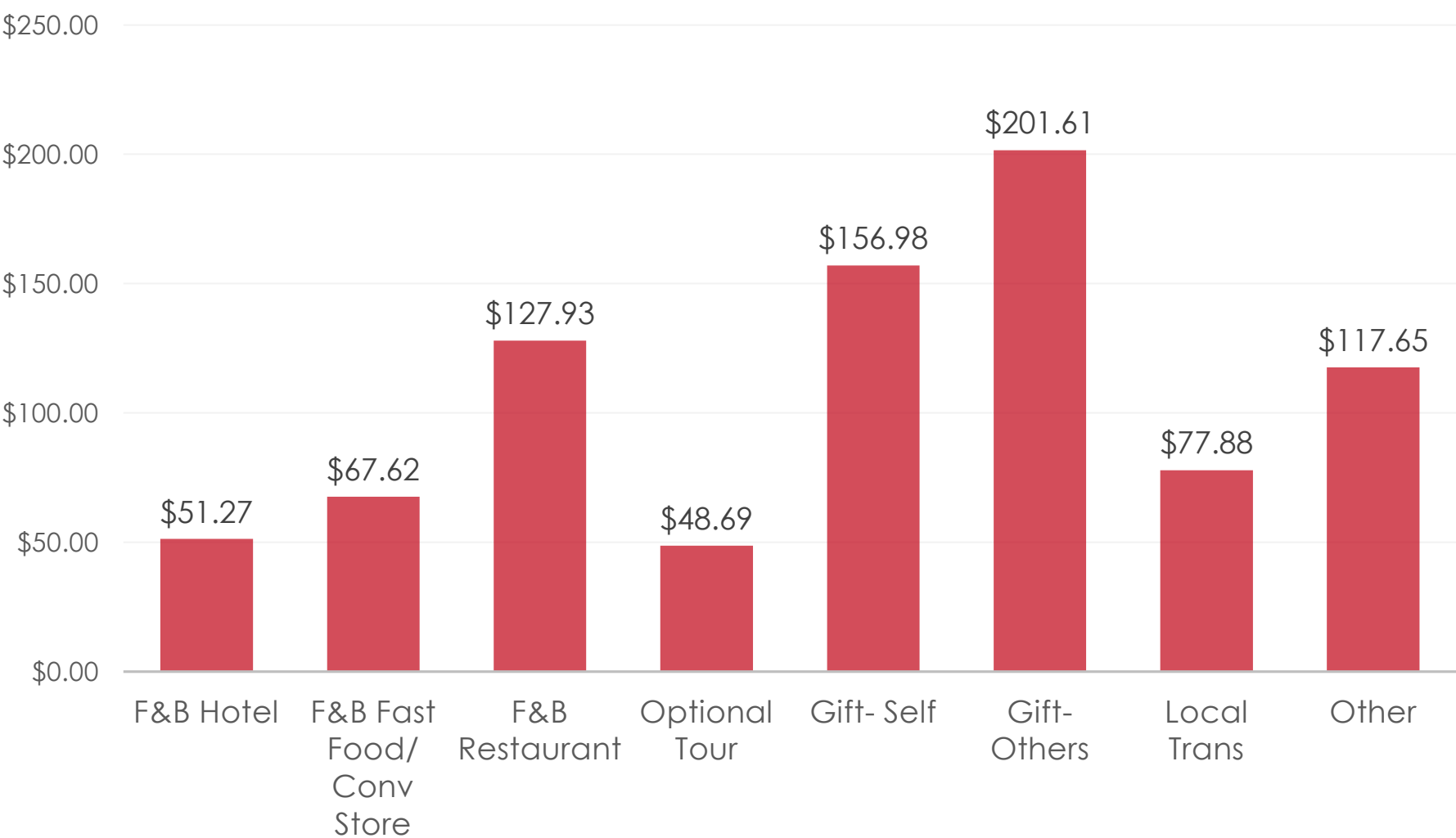# Per Person MEAN expenditures – FY2018 Tracking On-Island/ Prepaid

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
On-Island	$589.16			
Prepaid	$540.67			

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On-Island Per Day Spending – FY2018 Tracking MEAN

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
Per Person	$144.40			
Travel Party	$237.41			

On-Island Expenses by Category – MEAN Entire Travel Party

Bar chart showing mean on-island expenses by category:
- F&B Hotel: $51.27
- F&B Fast Food/Conv Store: $67.62
- F&B Restaurant: $127.93
- Optional Tour: $48.69
- Gift- Self: $156.98
- Gift- Others: $201.61
- Local Trans: $77.88
- Other: $117.65

[A]

On-Island – FY2018 Tracking
Food & Beverage - Hotel

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$51.27			

[A]

On-Island – FY2018 Tracking
Food & Beverage – Fast Food/ Convenience Store

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$67.62			

[A]
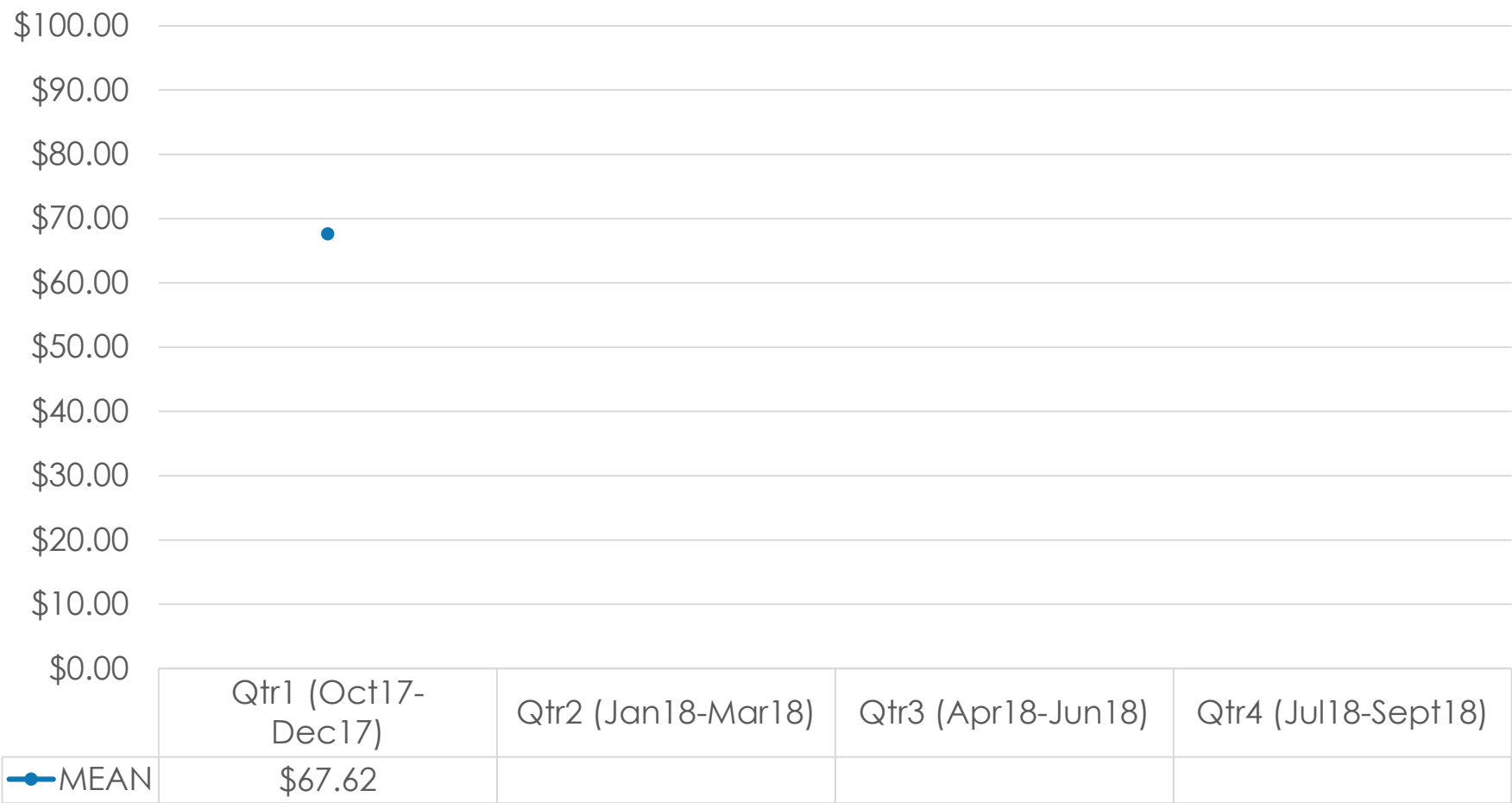
On-Island – FY2018 Tracking
Food & Beverage – Restaurant/ Drinking Est Outside Hotel

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$127.93			

[A]
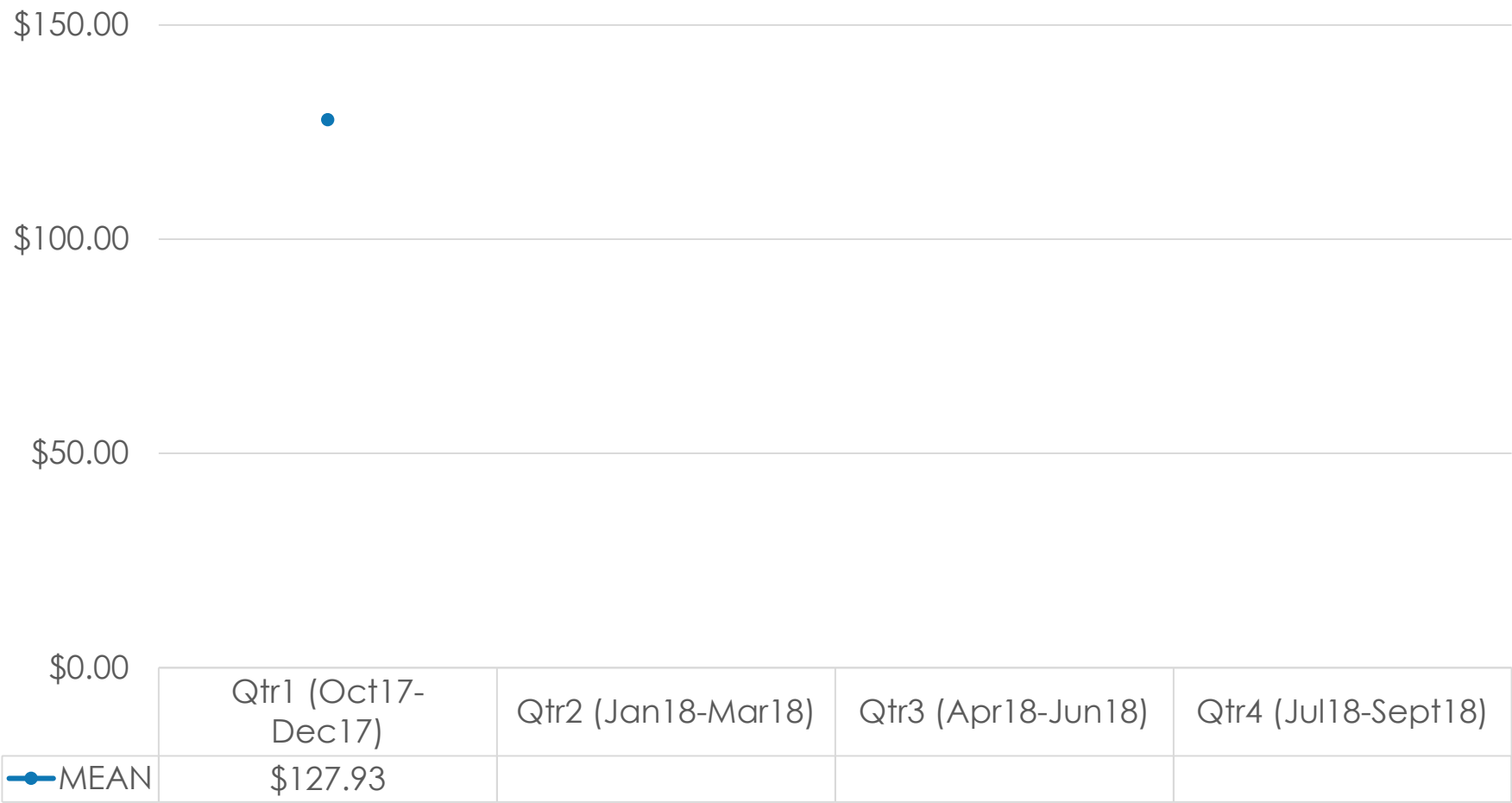
On-Island – FY2018 Tracking
Optional tour/ Activities

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$48.69			

[A]
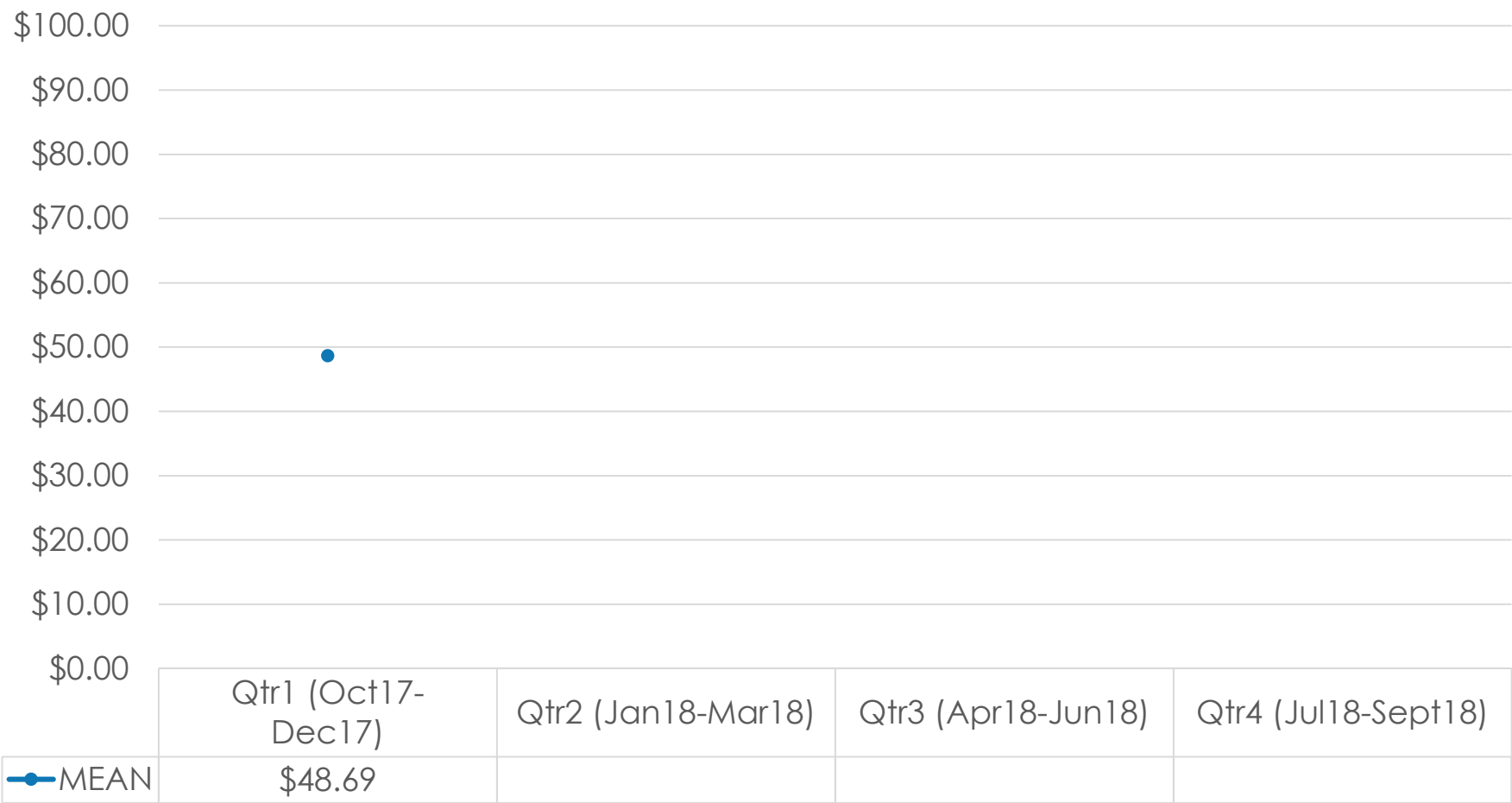
On-Island – FY2018 Tracking
Gift/ Souvenir – Self/ Companion

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$156.98			

[A]
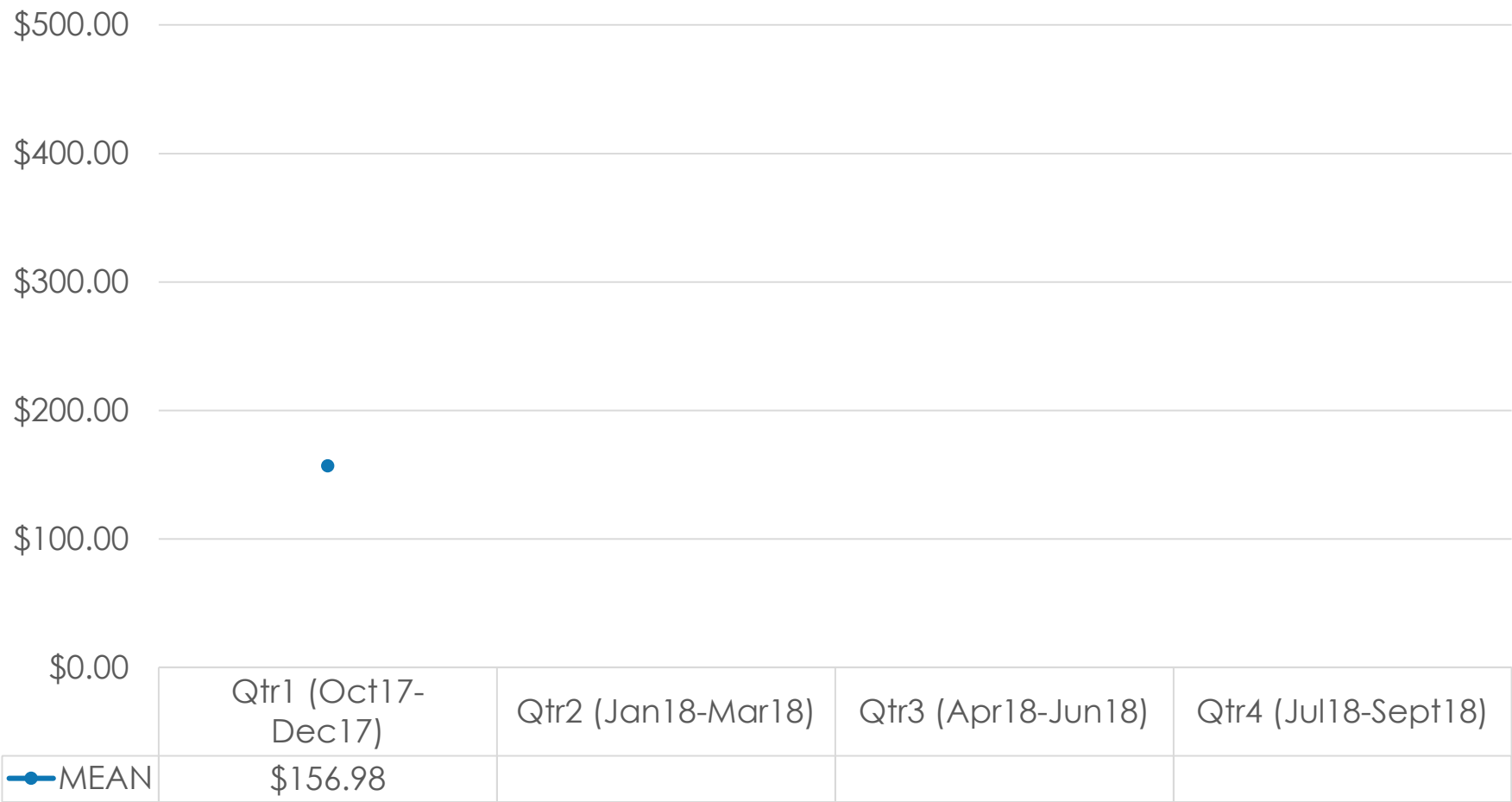
On-Island – FY2018 Tracking
Gift/ Souvenir – Friends/ Family

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$201.61			

[A]
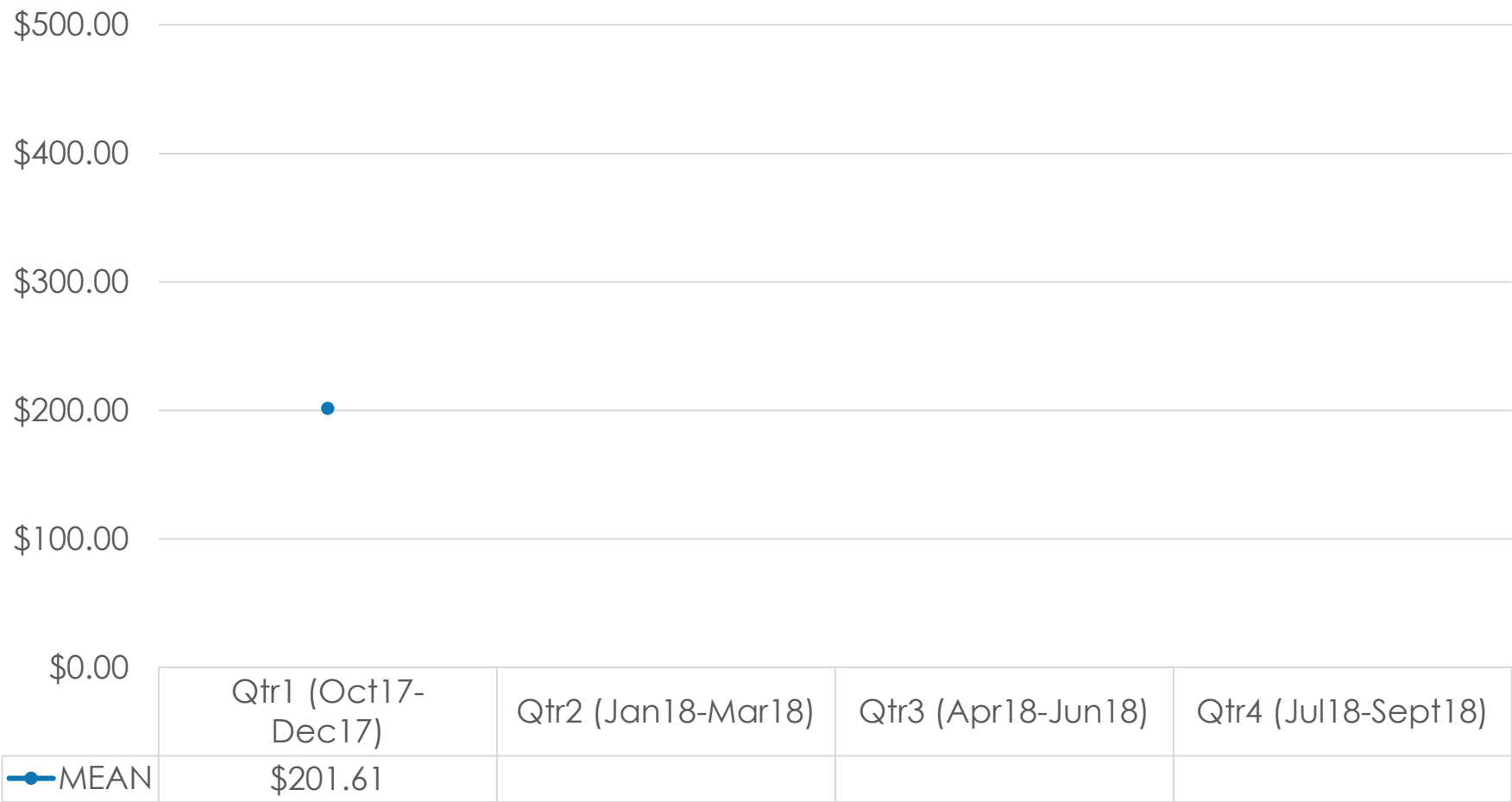
On-Island – FY2018 Tracking
Local Transportation

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
●─MEAN	$77.88			

[A]
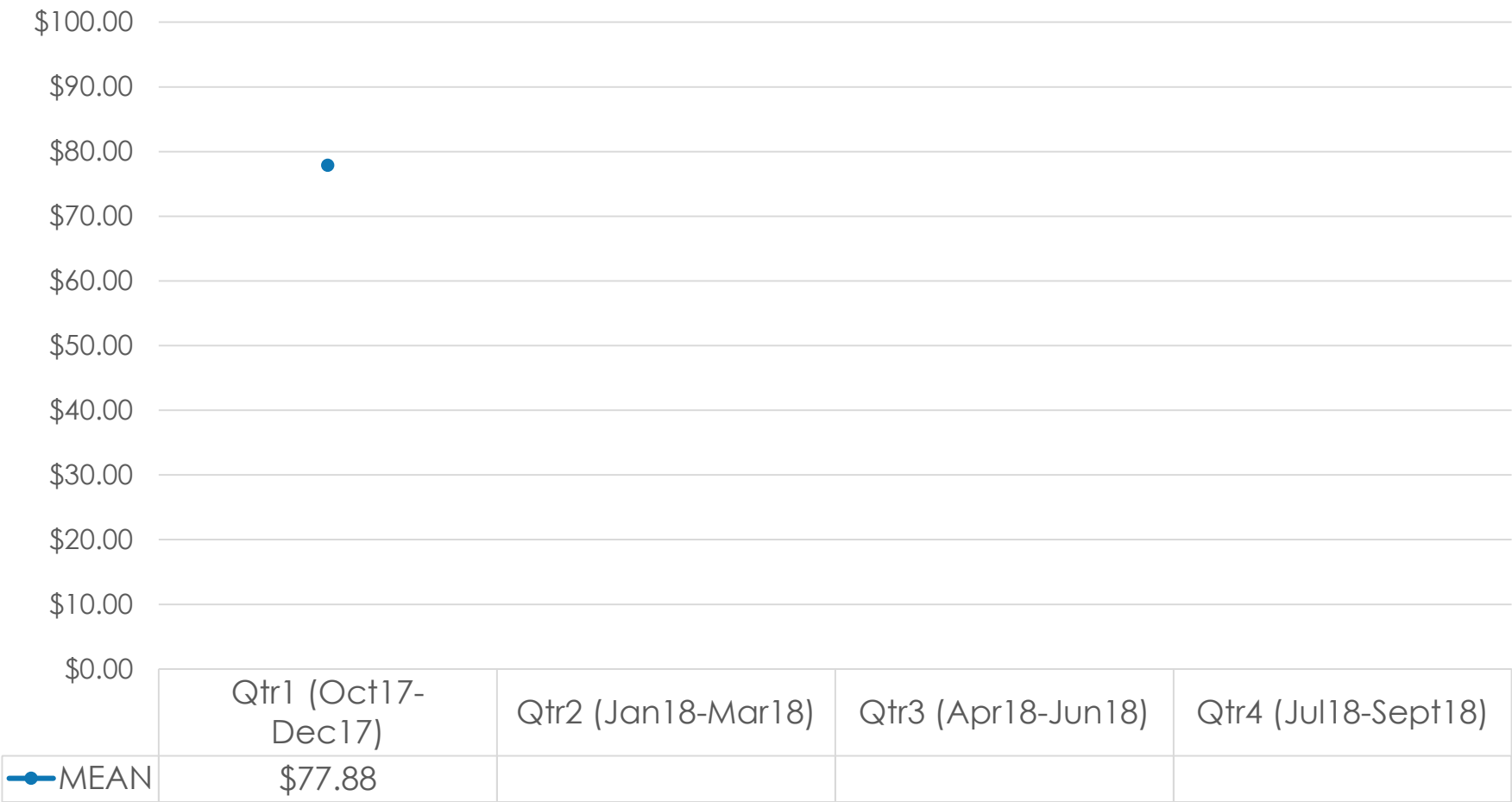
On-Island – FY2018 Tracking
Other Not Included

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$117.65			

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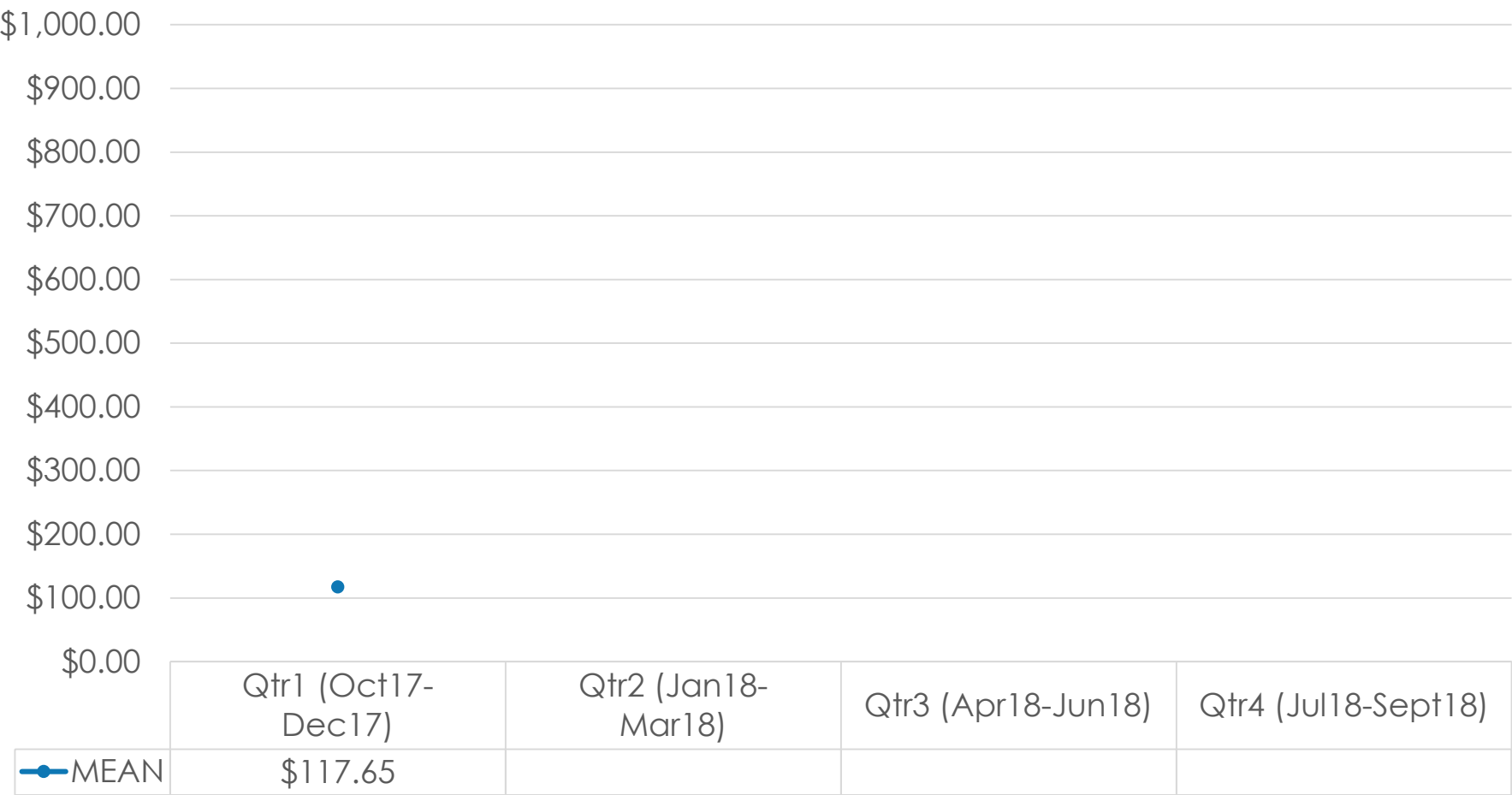
TOTAL (On-Isle + Prepaid) Expenditures Per Person

- $1,130.75 = overall mean average prepaid expense by respondent/ Per Person

[A]

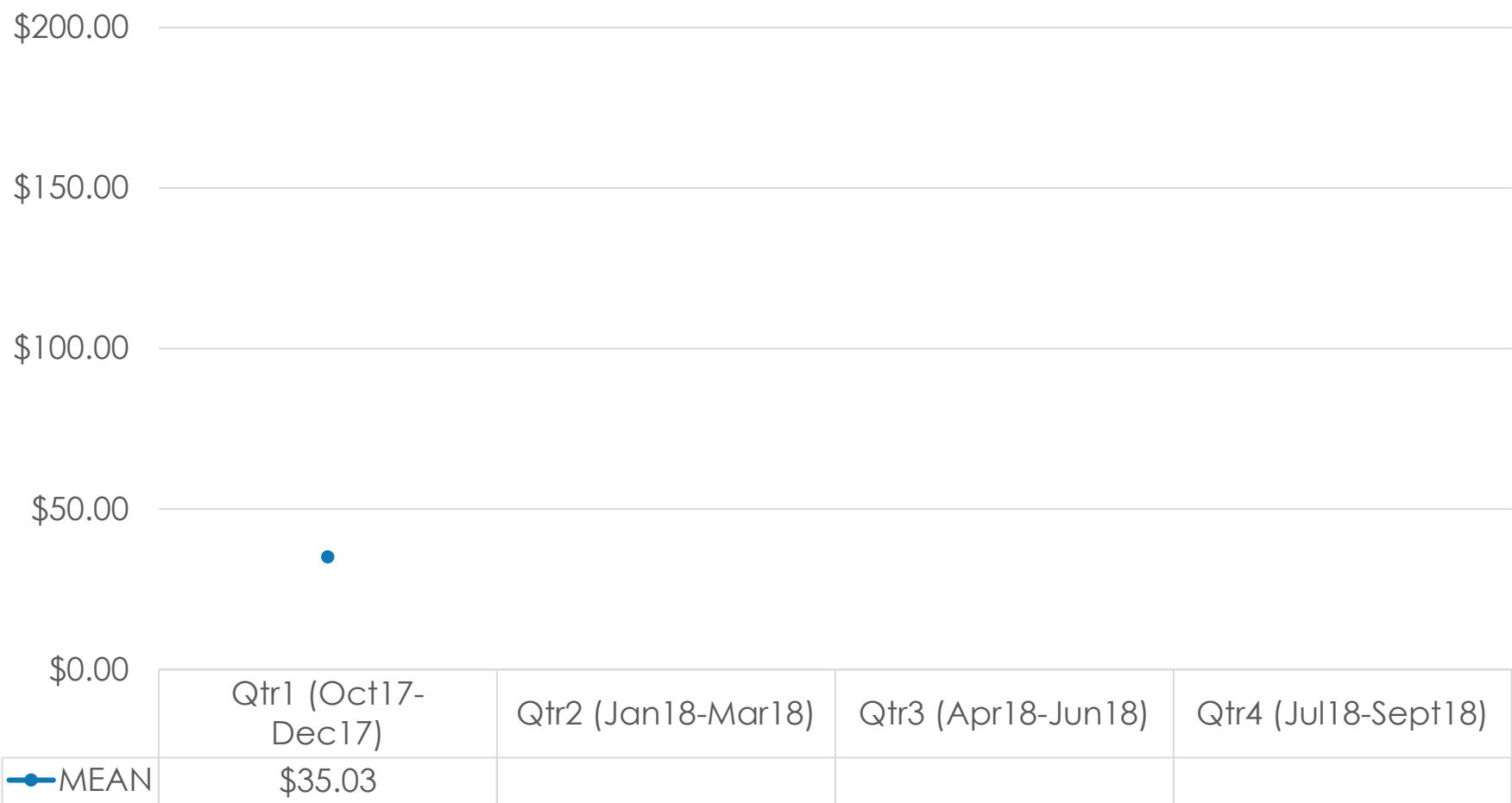# TOTAL Per Person Expenditures – FY2018 Tracking

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$1,130.75			
MEDIAN	$991.00			
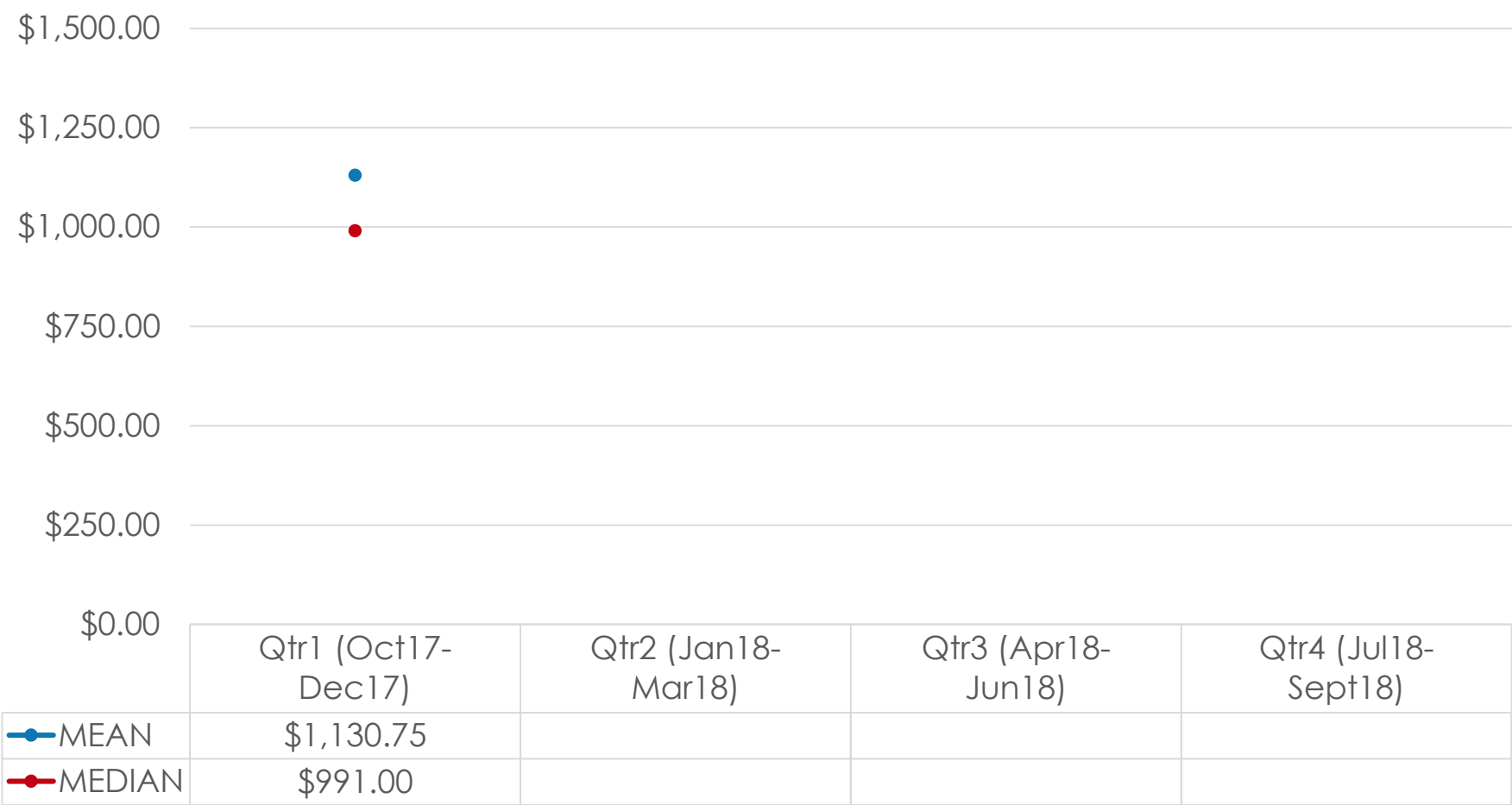
TOTAL Per Person Expenditures – Key Segments

GVB EXIT SURVEY
TOTAL PER PERSON SPENDING:

		TOTAL	MICE	LEISURE	FIT	FAMILY
		-	-	-	-	-
TOTAL PP	Mean	$1,130.75	.	$1,131.21	$1,107.77	$987.11
	Median	$991	.	$983	$983	$886

Prepared by Anthology Research

[A]

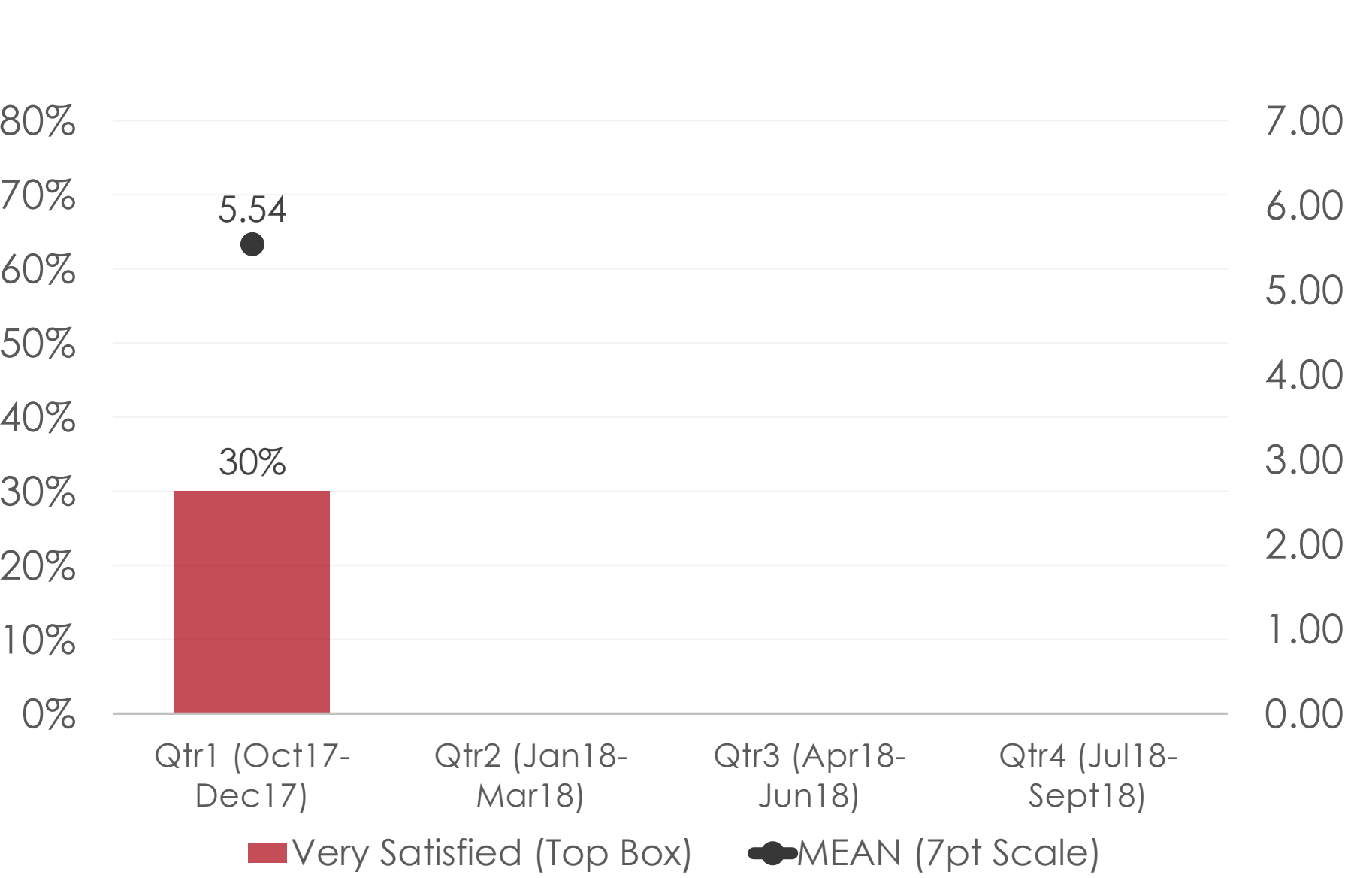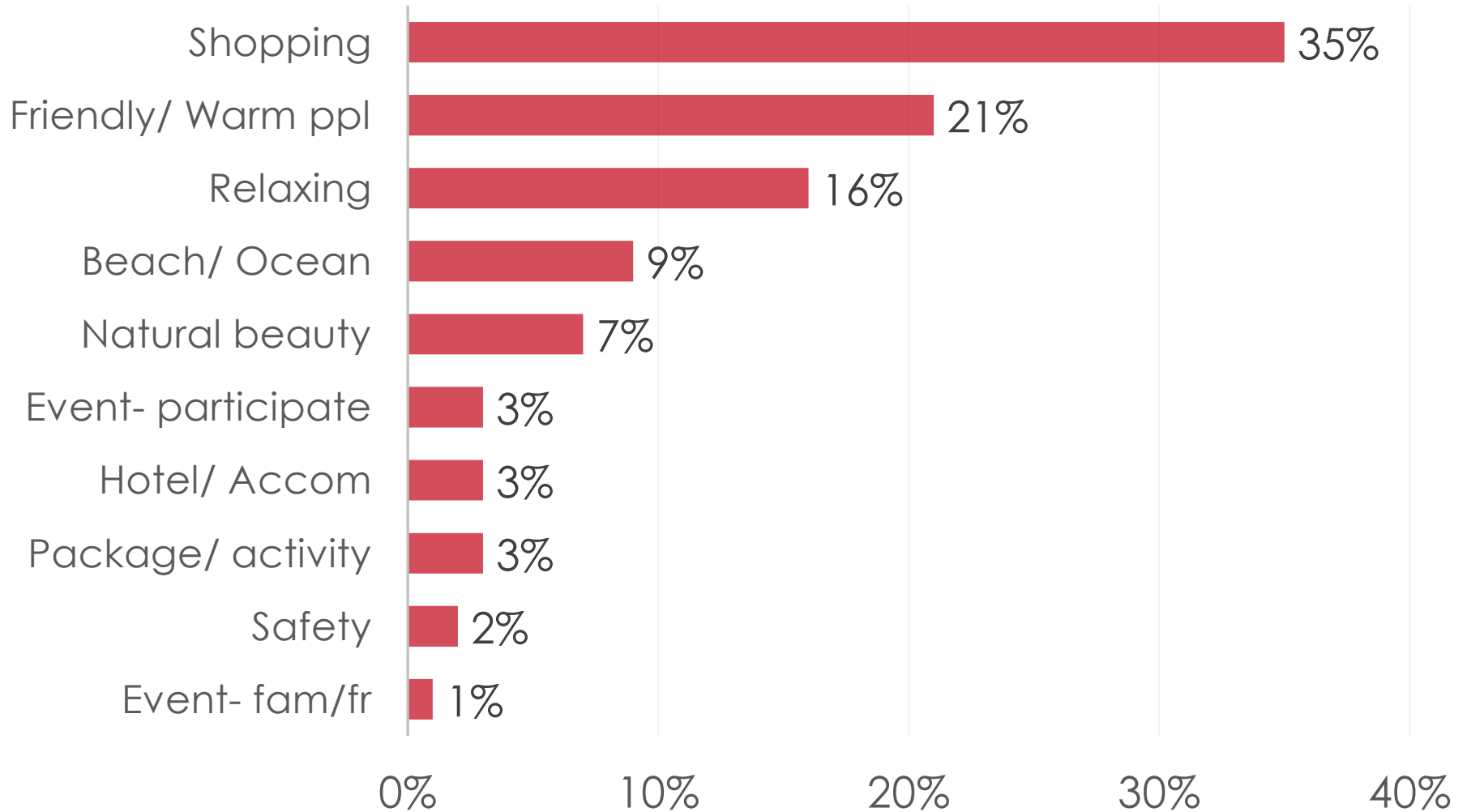# GUAM AIRPORT EXPENDITURE – FY2018 Tracking

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$35.03			

[A]

SECTION 4
VISITOR SATISFACTION
BEHAVIOR

[A]

OVERALL SATISFACTION

Chart showing:
- **Very Satisfied (Top Box):** Qtr1 (Oct17-Dec17) = 30%
- **MEAN (7pt Scale):** Qtr1 (Oct17-Dec17) = 5.54

X-axis: Qtr1 (Oct17-Dec17), Qtr2 (Jan18-Mar18), Qtr3 (Apr18-Jun18), Qtr4 (Jul18-Sept18)

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

[A]

Positive Aspect of Trip

Category	Percentage
Shopping	35%
Friendly/ Warm ppl	21%
Relaxing	16%
Beach/ Ocean	9%
Natural beauty	7%
Event- participate	3%
Hotel/ Accom	3%
Package/ activity	3%
Safety	2%
Event- fam/fr	1%

[A]

Negative Aspect of Trip

Category	Percentage
Nothing	53%
Expensive/ Cost	9%
Ground Trans	8%
Variety- Activities	7%
Local culture	6%
Food quality	3%
Customer Svc	3%
Public bathroom	3%
Accommodations- svc	2%
Accommodations- clean	2%

[A]

Guam was better than expected
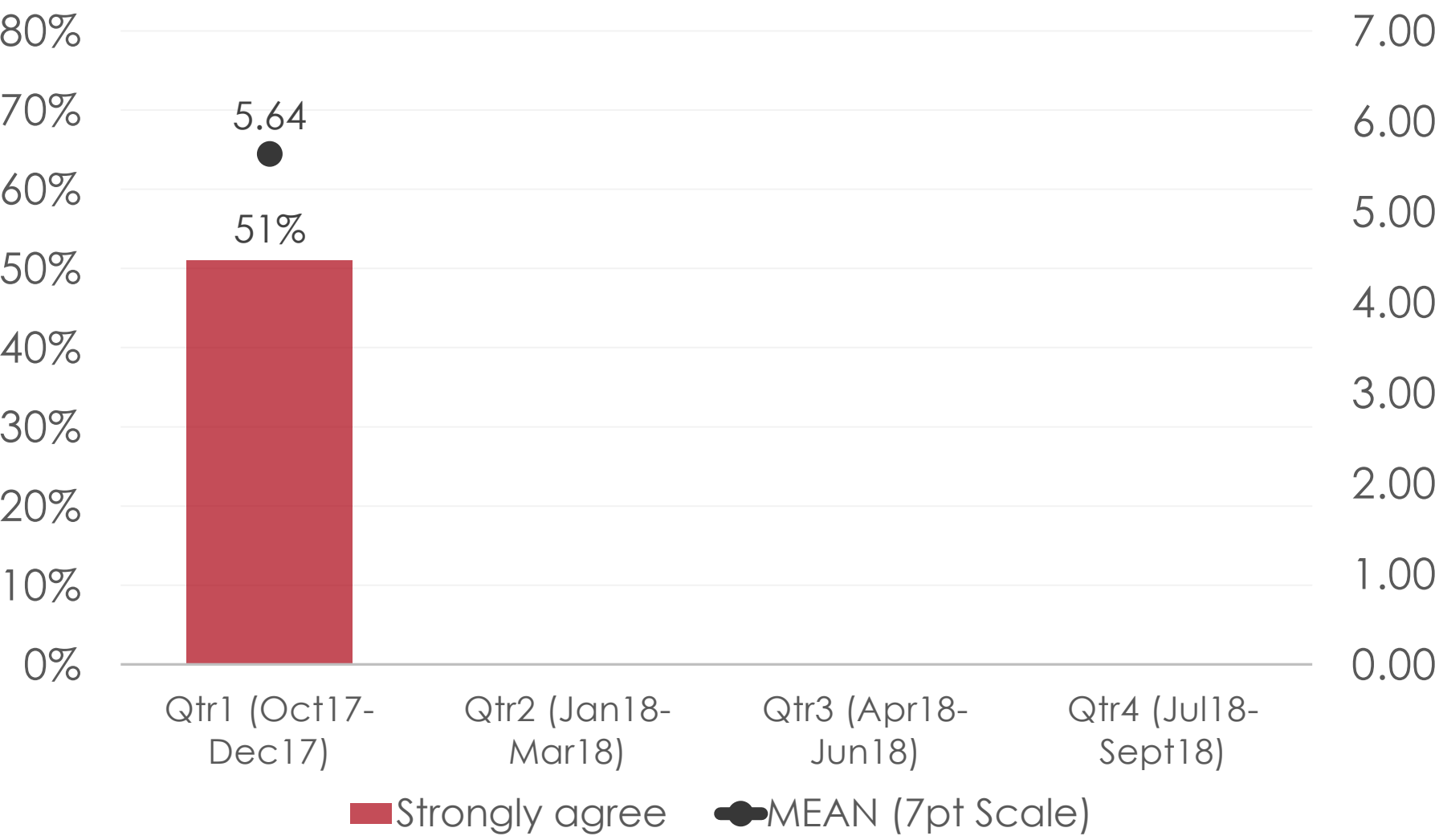
I had no communication problems

5.85

60%

Qtr1 (Oct17-Dec17)   Qtr2 (Jan18-Mar18)   Qtr3 (Apr18-Jun18)   Qtr4 (Jul18-Sept18)

■ Strongly agree   ●MEAN (7pt Scale)

[A]
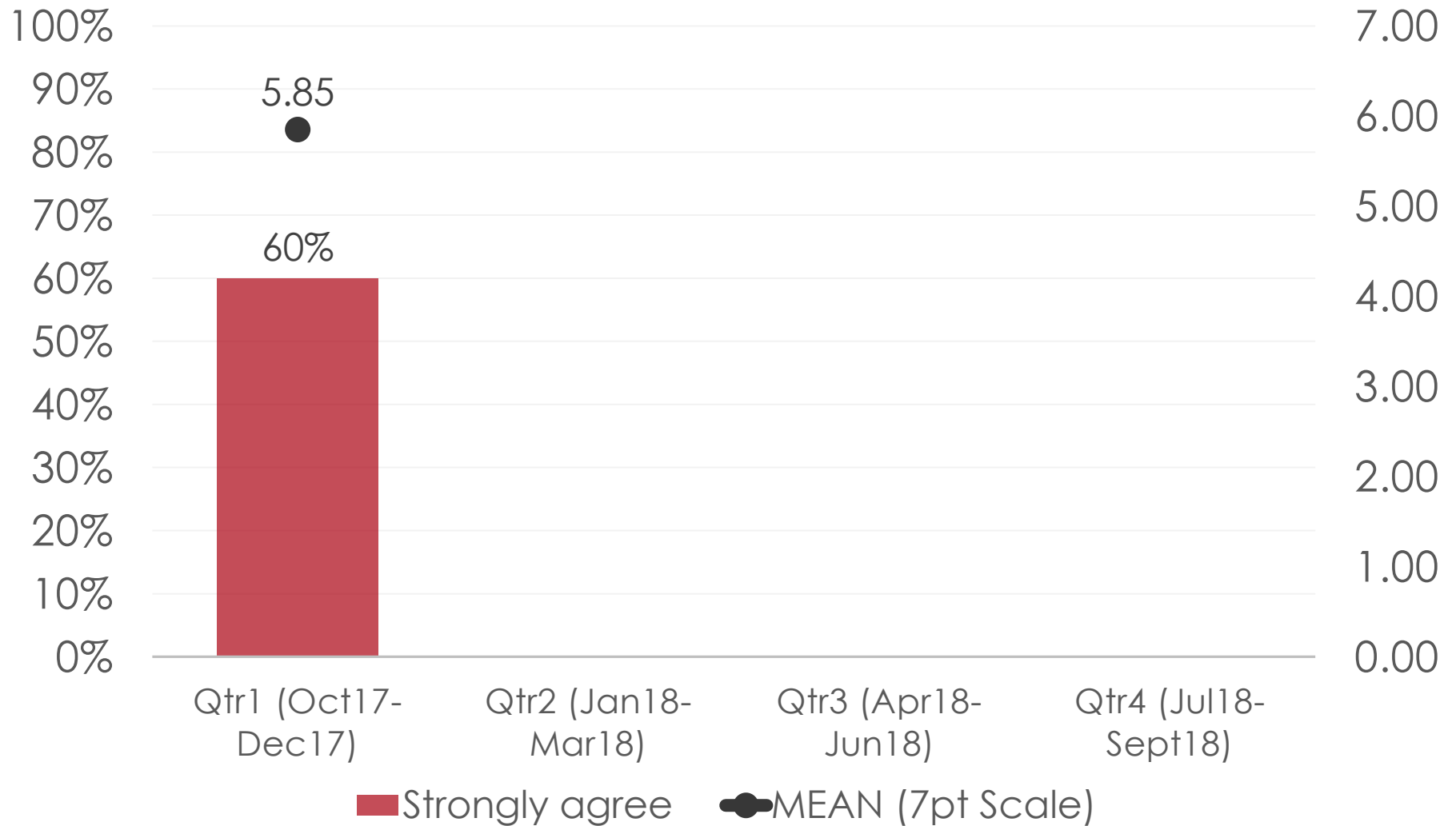
I will recommend Guam to friends

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
Strongly agree	63%			
MEAN (7pt Scale)	5.80			

75
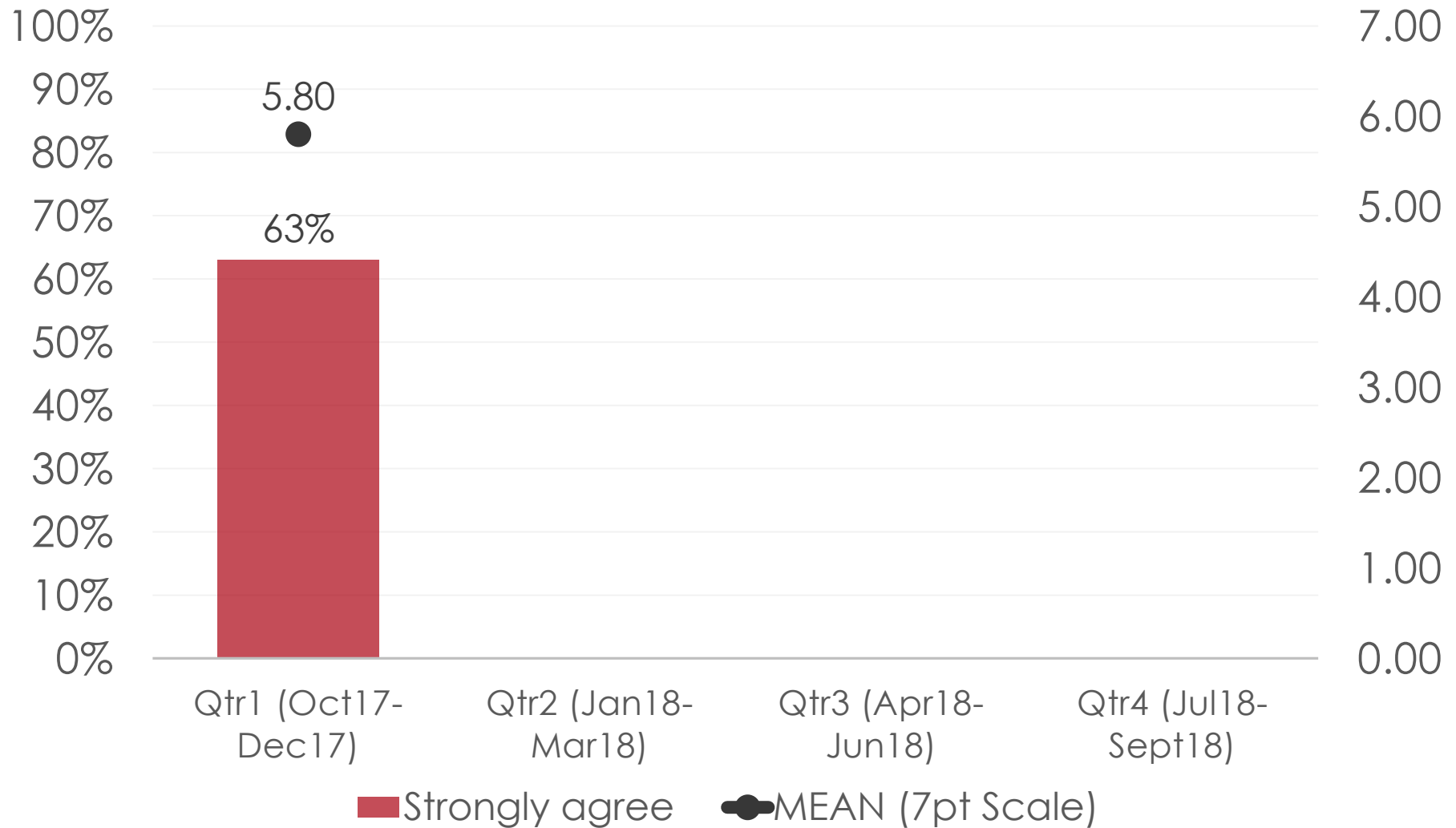
Sites on Guam were attractive
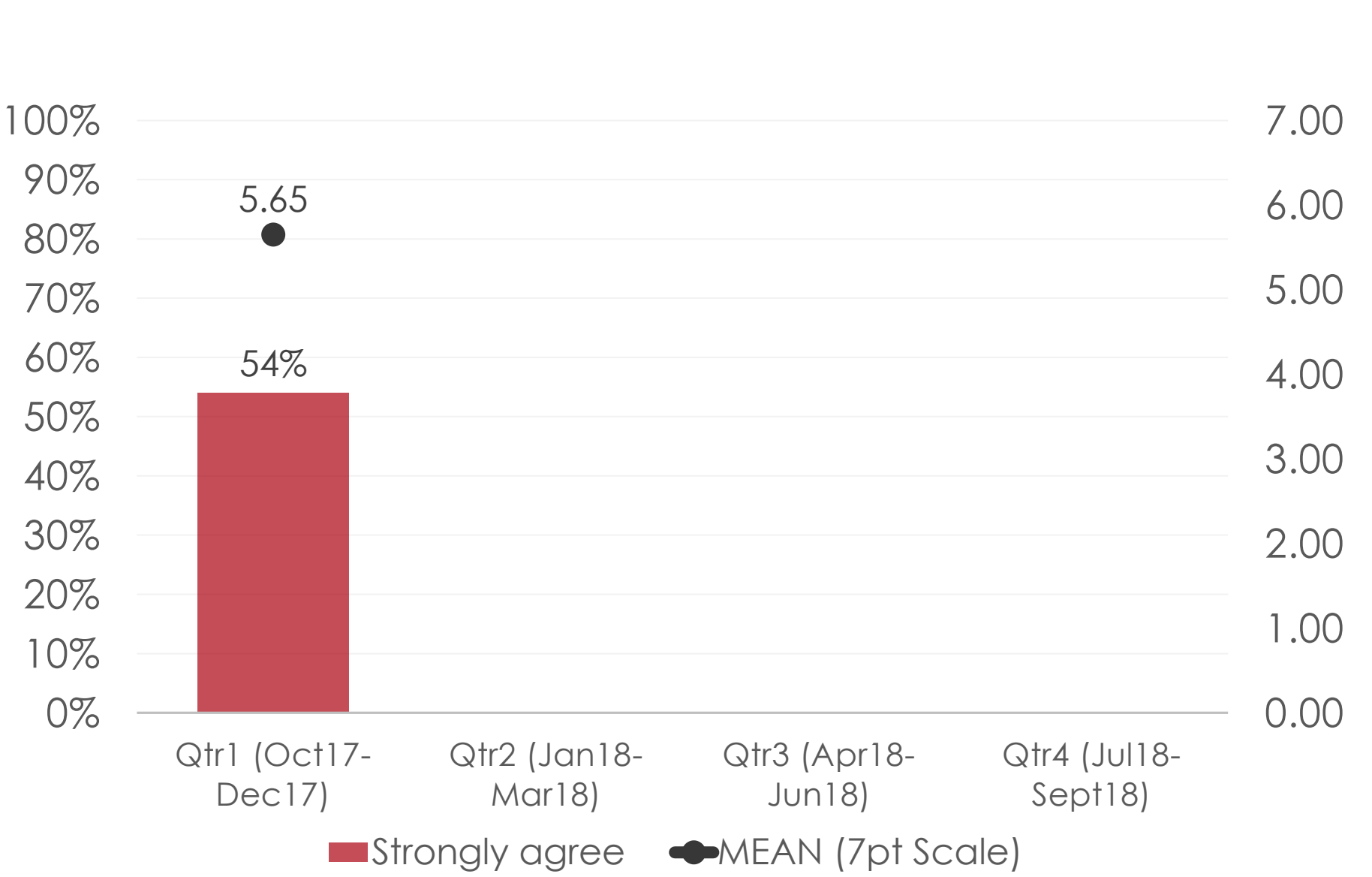
I plan to visit Guam again

80%

70%

5.70

60%

60%

50%

40%

30%

20%

10%

0%

7.00

6.00

5.00

4.00

3.00

2.00

1.00

0.00

Qtr1 (Oct17-Dec17) Qtr2 (Jan18-Mar18) Qtr3 (Apr18-Jun18) Qtr4 (Jul18-Sept18)

■ Strongly agree ●— MEAN (7pt Scale)

[A]
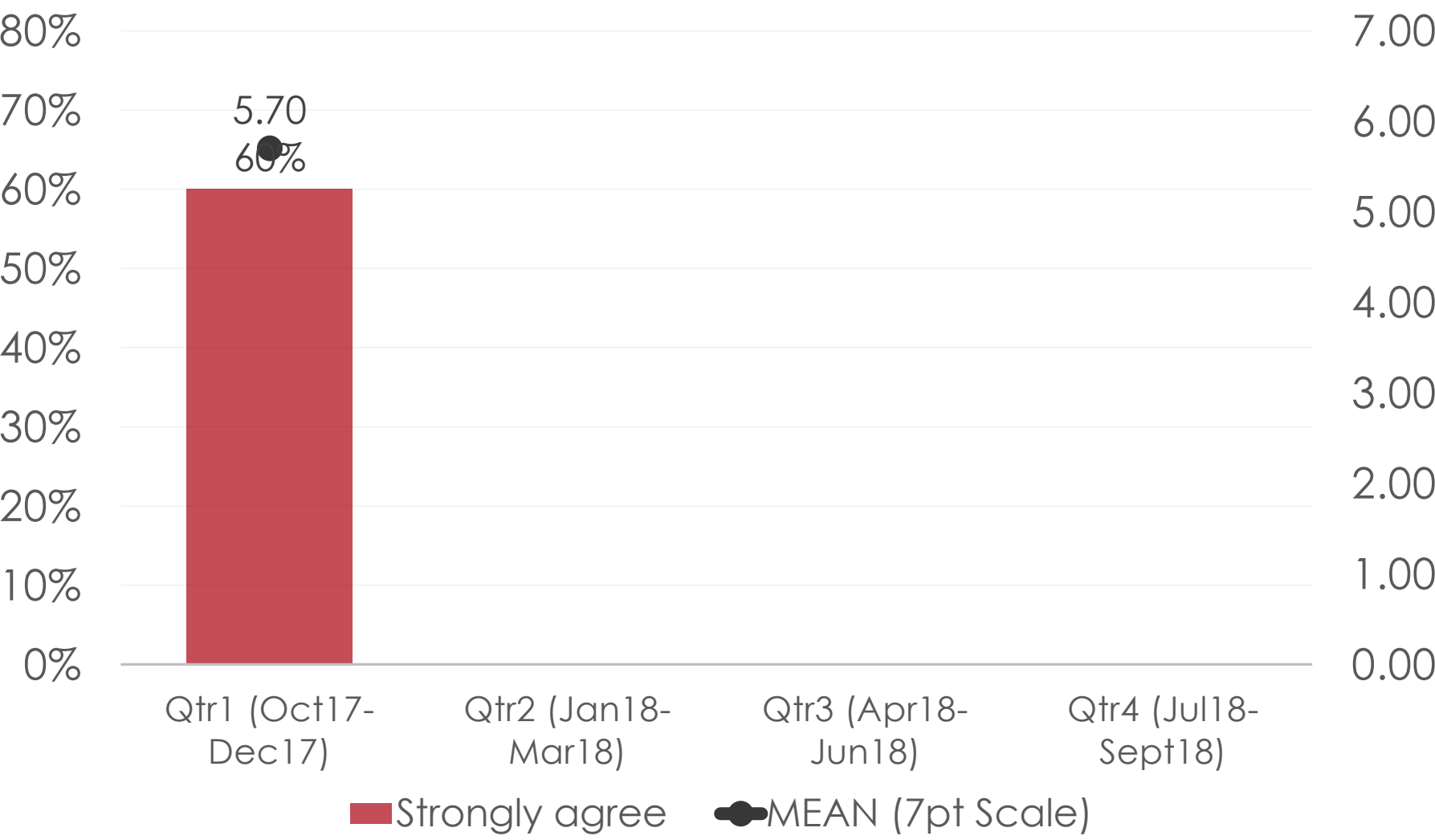
Not enough night time activities

80% — 7.00

70% — 6.00

5.23

60% — 5.00

50% — 4.00

40% — 3.00

30% — 27% — 2.00

20% —

10% — 1.00

0% — 0.00

Qtr1 (Oct17-Dec17)   Qtr2 (Jan18-Mar18)   Qtr3 (Apr18-Jun18)   Qtr4 (Jul18-Sept18)

■ Strongly agree   ●—MEAN (7pt Scale)

[A]
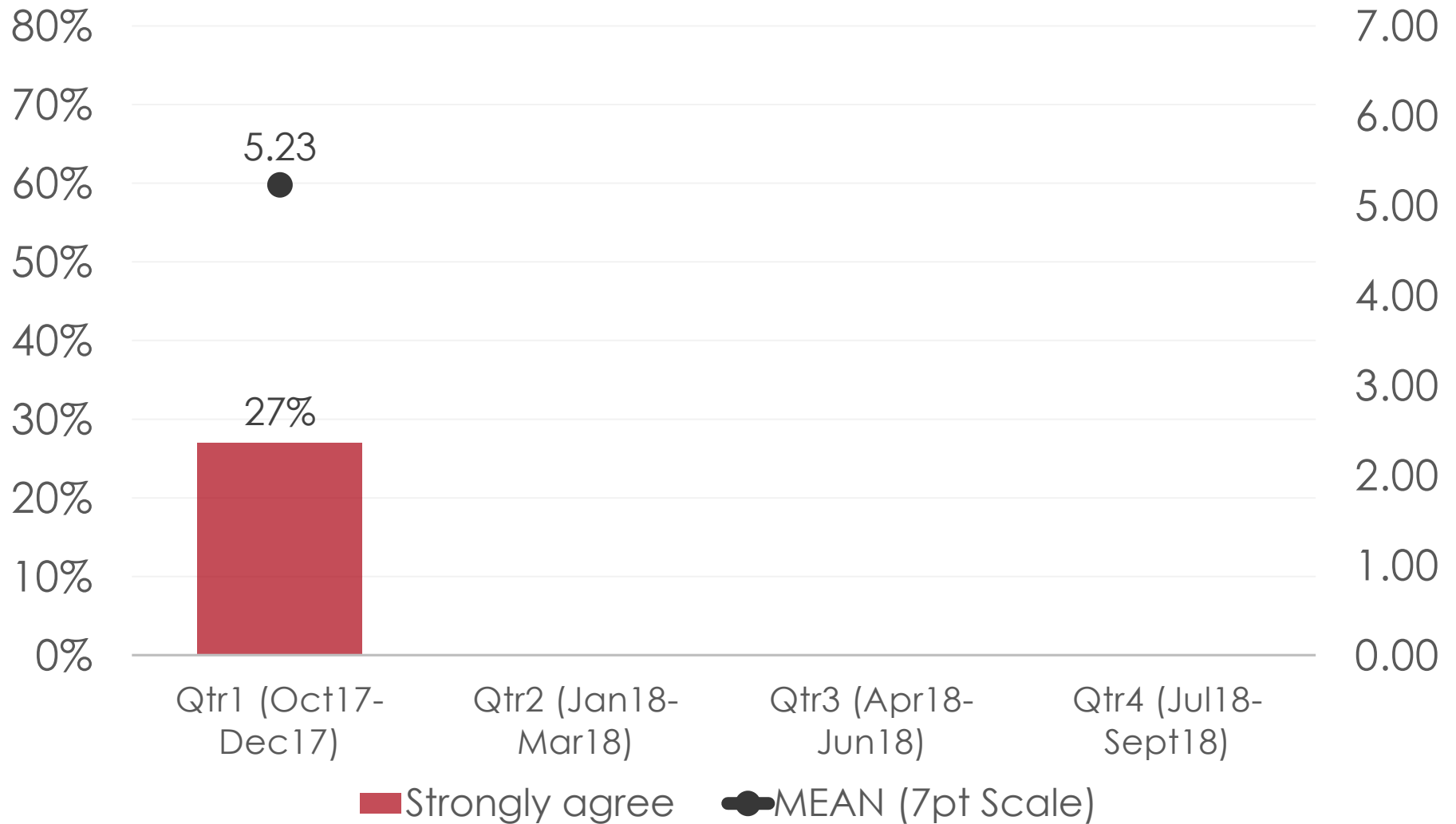
Tour guides were professional
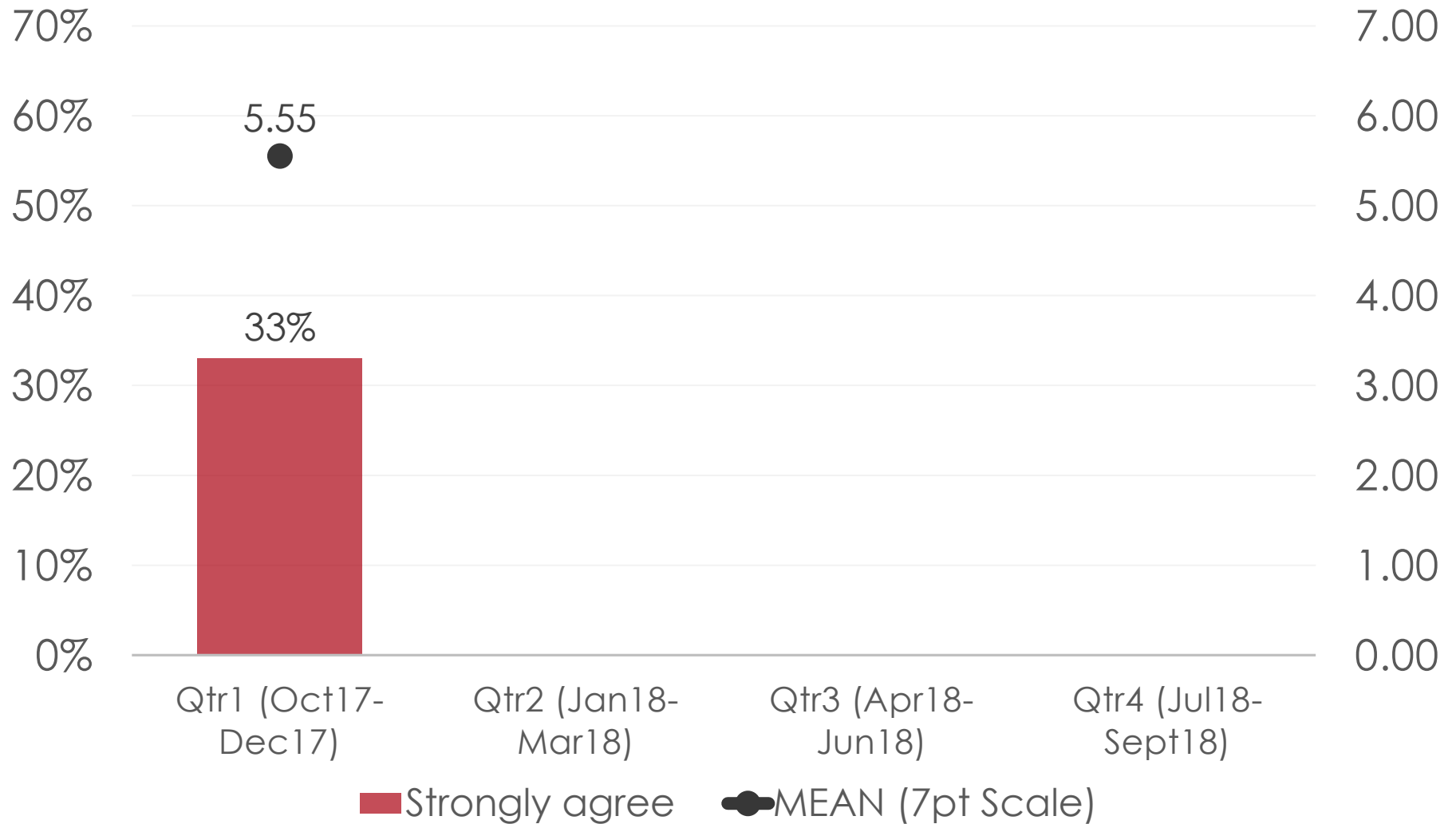
[A]

Tour drivers were professional

Bar chart showing Strongly agree percentage and MEAN (7pt Scale):

- Qtr1 (Oct17-Dec17): Strongly agree = 41%, MEAN = 5.58
- Qtr2 (Jan18-Mar18): no data
- Qtr3 (Apr18-Jun18): no data
- Qtr4 (Jul18-Sept18): no data

Legend: Strongly agree ■ | MEAN (7pt Scale) ●

[A]

Taxi drivers were professional

81

Taxis were clean

Chart showing "Strongly agree" percentages and MEAN (7pt Scale) by quarter.

- Qtr1 (Oct17-Dec17): 47% Strongly agree; MEAN 5.68
- Qtr2 (Jan18-Mar18)
- Qtr3 (Apr18-Jun18)
- Qtr4 (Jul18-Sept18)

Legend: Strongly agree | MEAN (7pt Scale)

[A]

Guam airport was clean

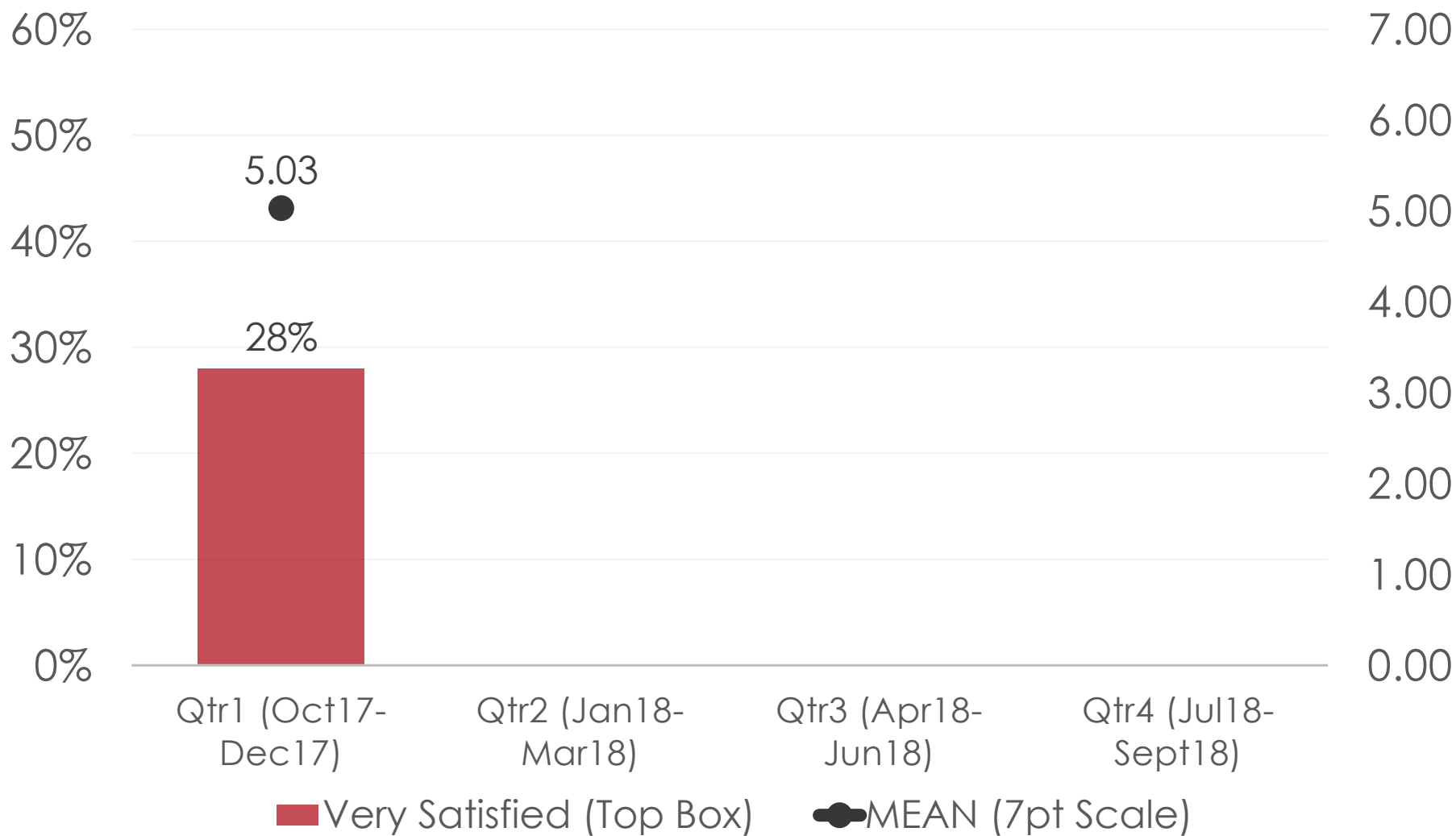# Ease of getting around

Safety walking around at night

5.45

51%

Qtr1 (Oct17-Dec17) Qtr2 (Jan18-Mar18) Qtr3 (Apr18-Jun18) Qtr4 (Jul18-Sept18)

■ Strongly agree ●— MEAN (7pt Scale)

[A]

Price of things on Guam

86
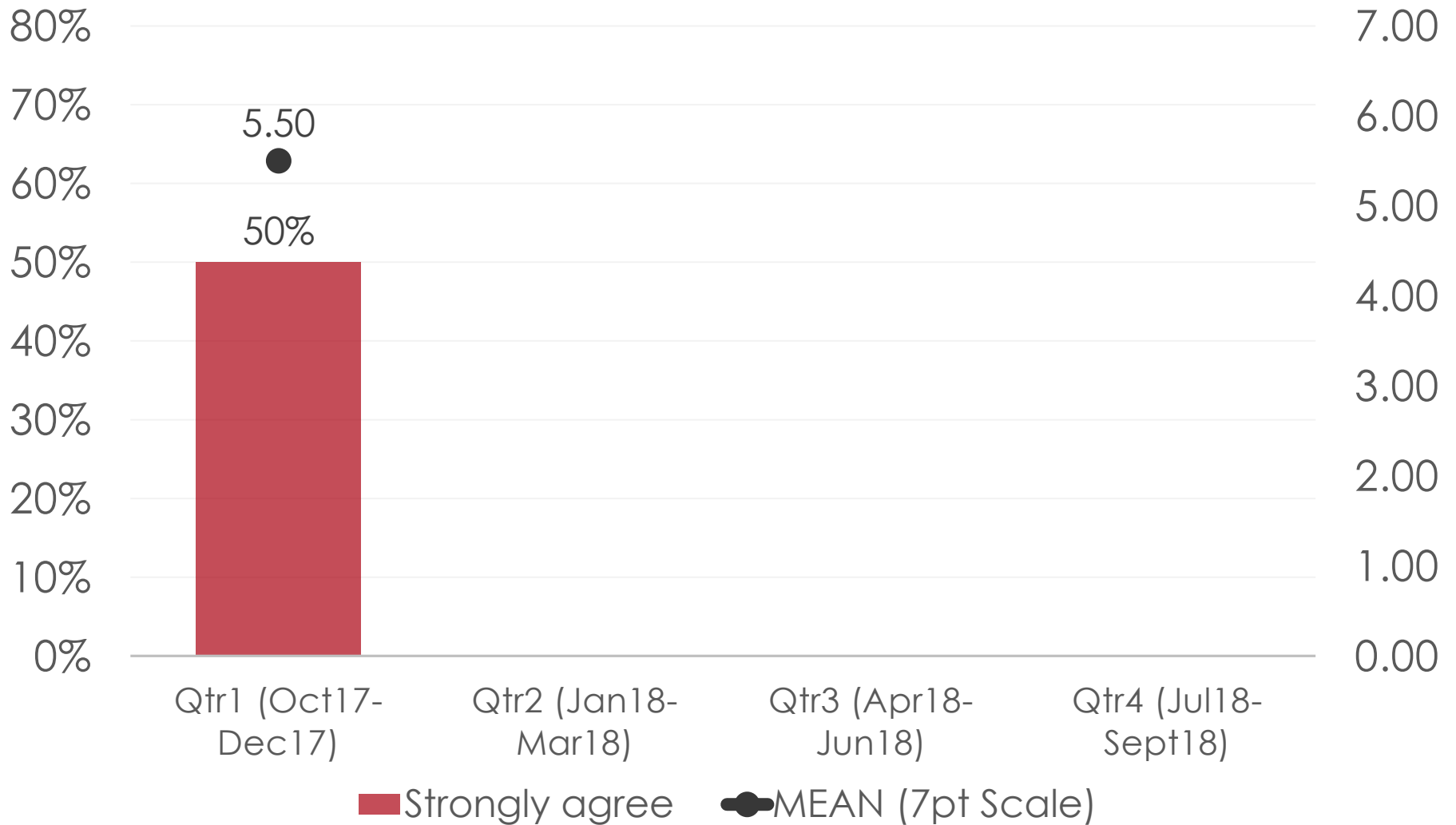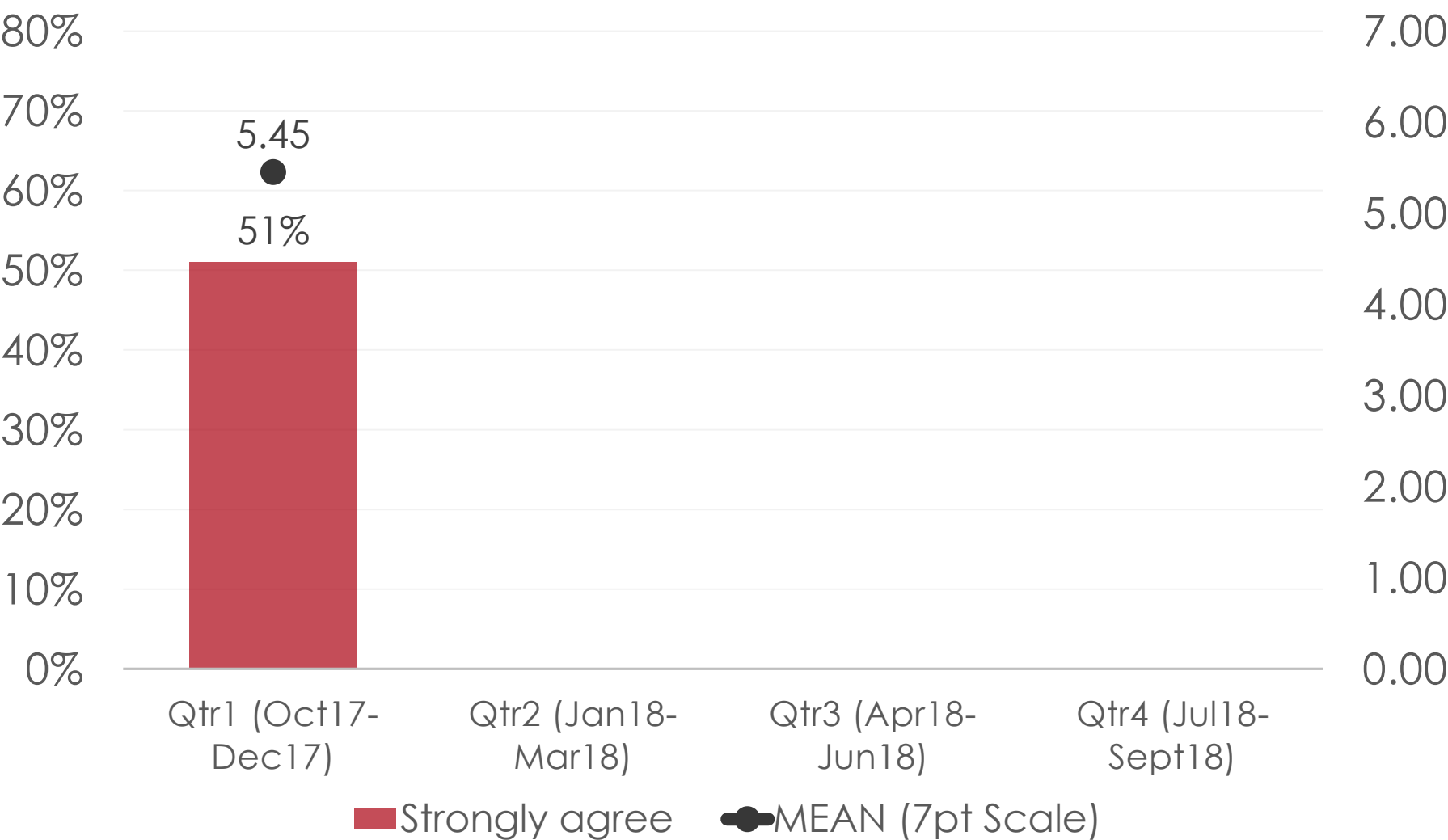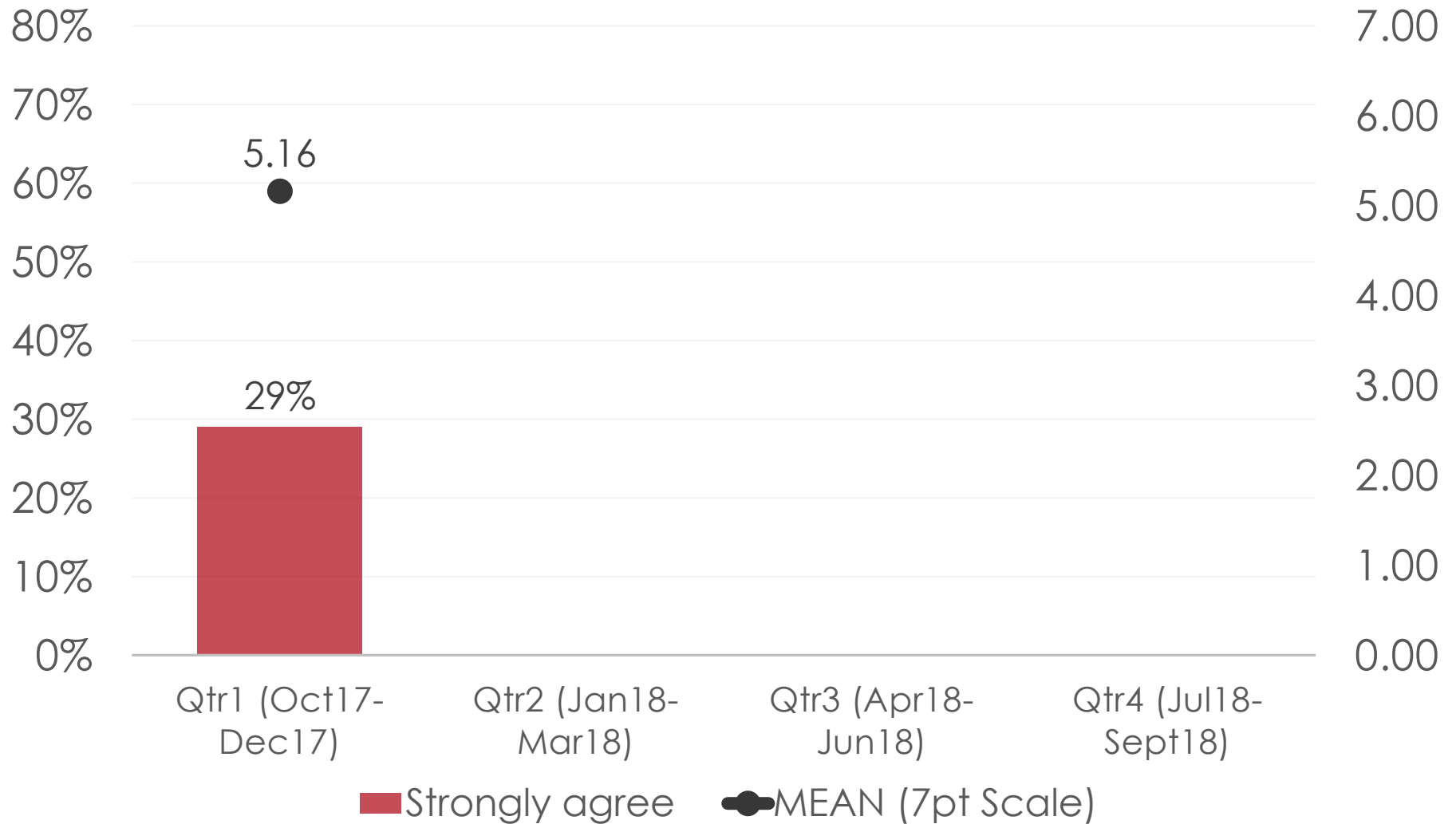
GENERAL SATISFACTION –
Quality/ Cleanliness

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

Category	Very Satisfied (Top Box)	MEAN (7pt Scale)
Beaches/ Parks	56%	5.69
Air/ Sky	49%	5.46
Parks	46%	5.40
Landscape Tumon	52%	5.57
Landscape Guam	52%	5.65
Ground Handler	42%	5.46
Transportation vehicle	43%	5.44

[A]
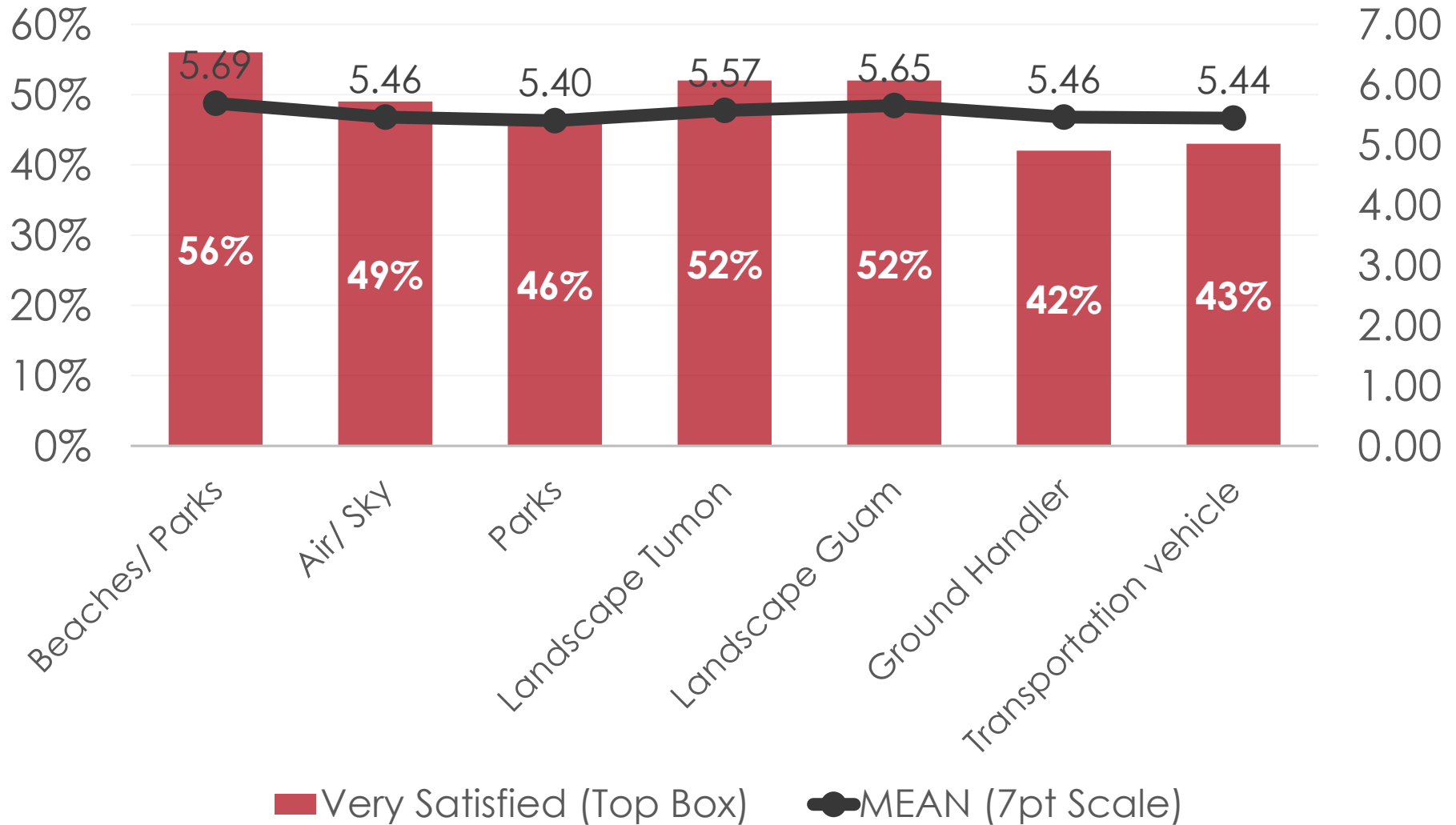
ACCOMMODATIONS –
OVERALL SATISFACTION
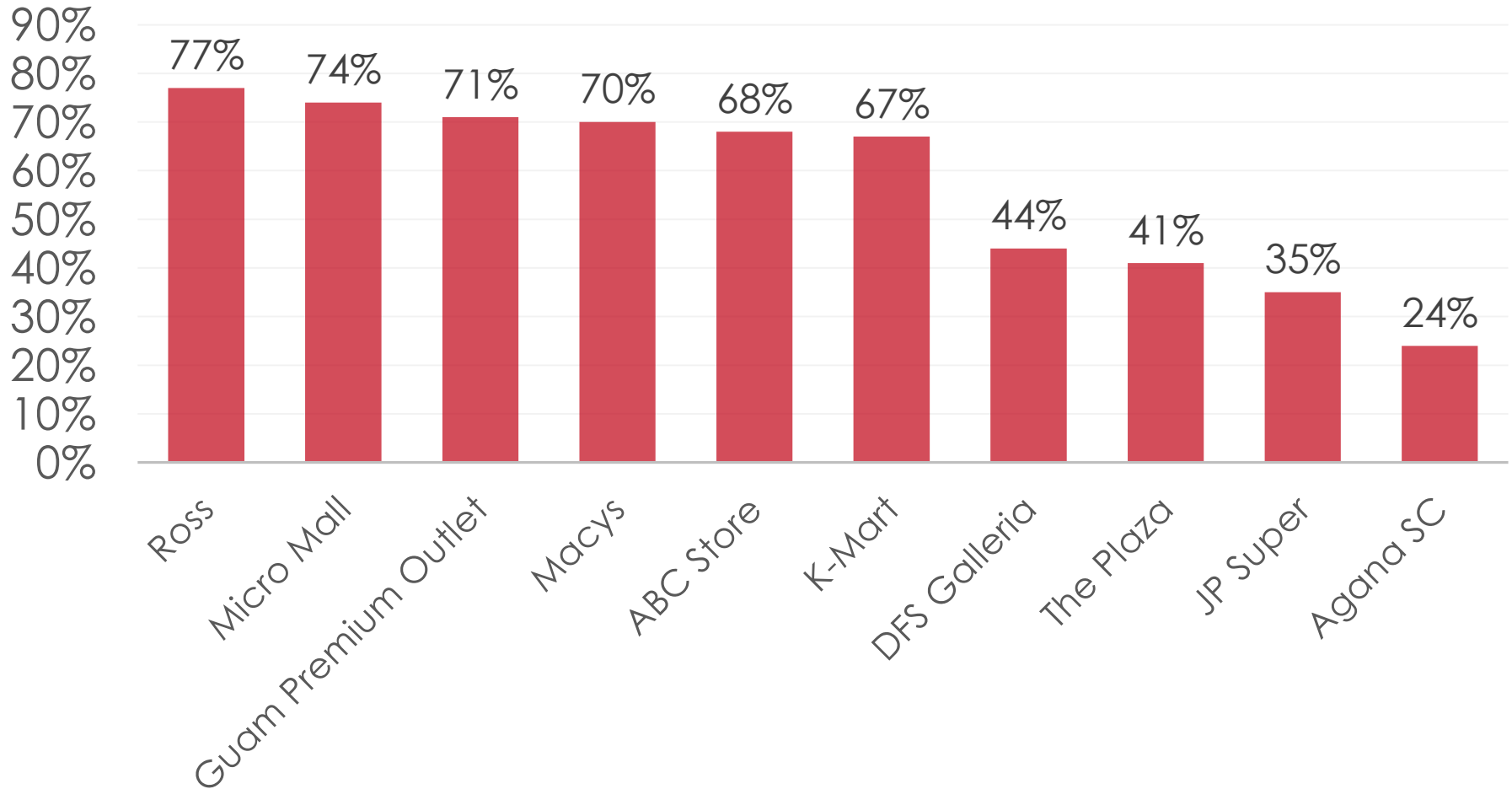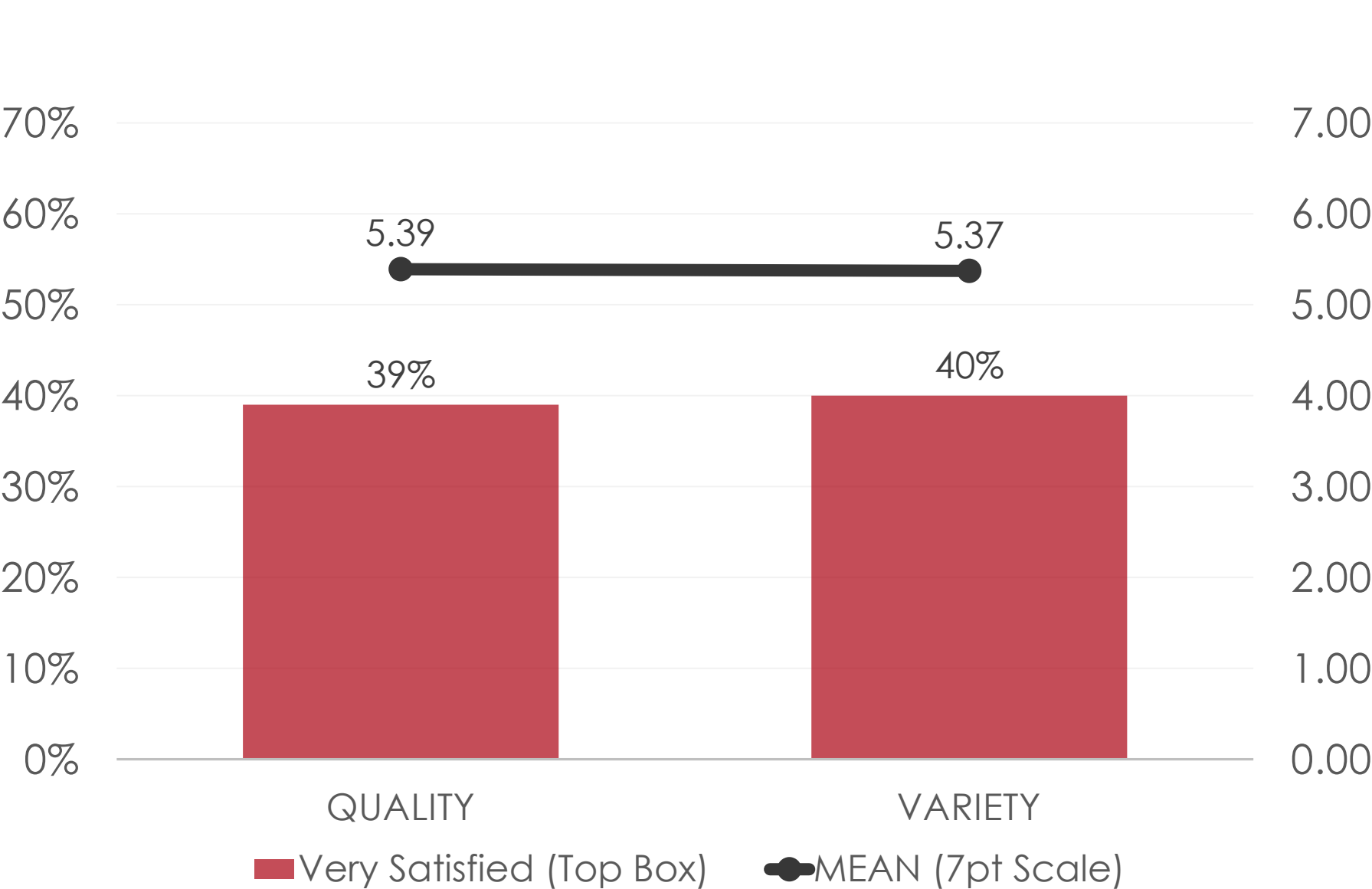

88

ACCOMMODATIONS –
Satisfaction by Category

89
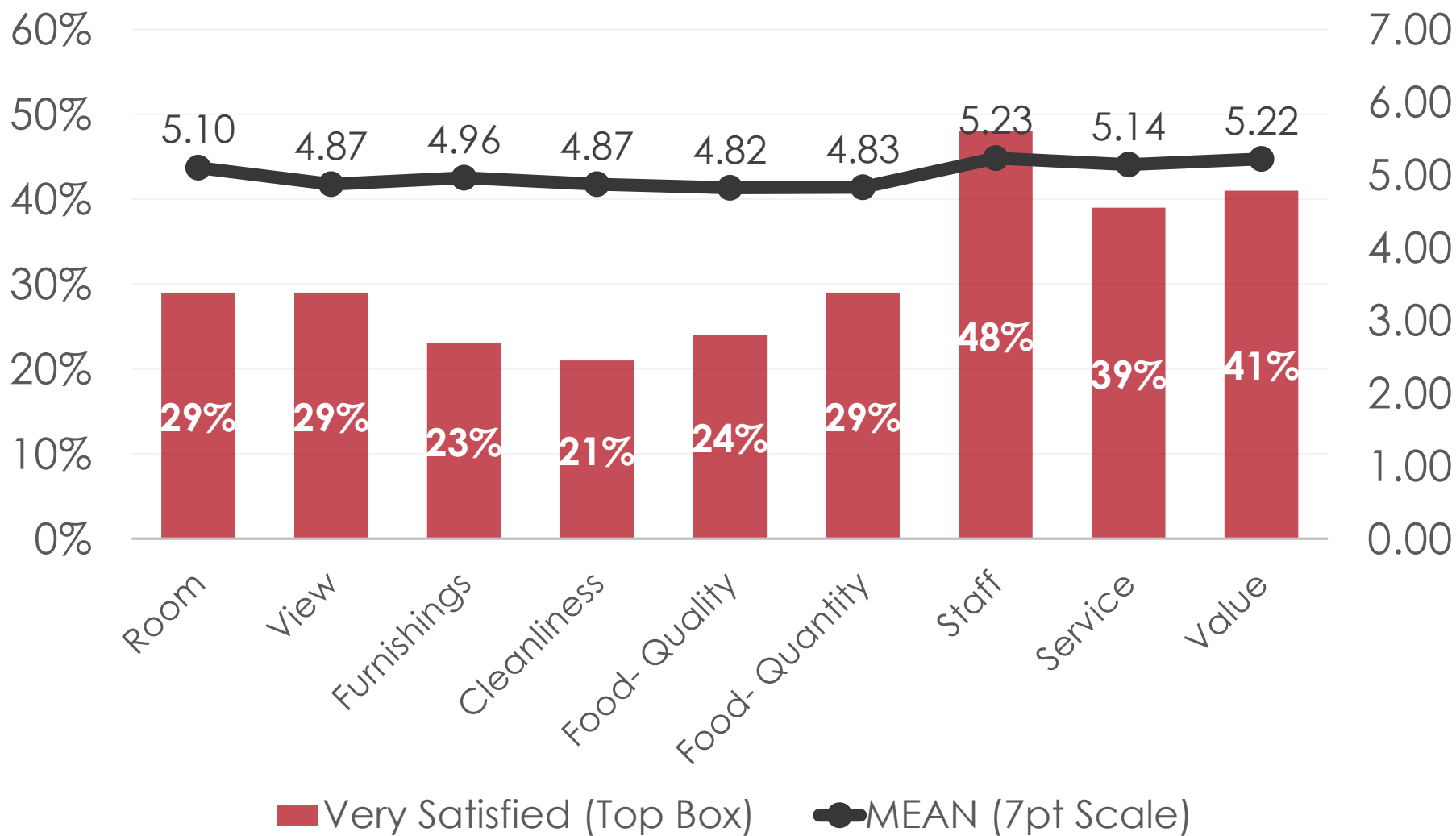
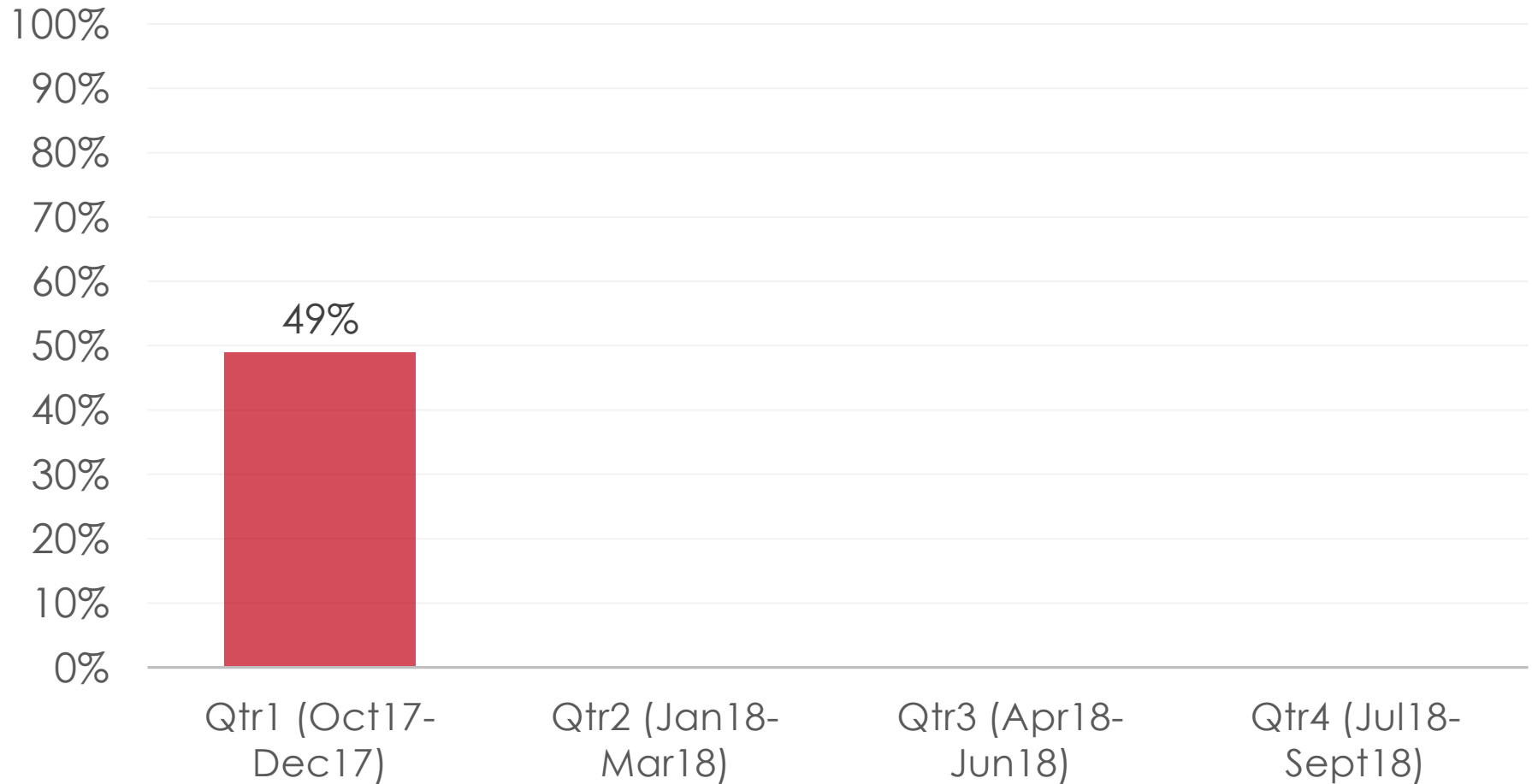# DINING EXPERIENCE (Outside Hotel) –
Satisfaction by Category
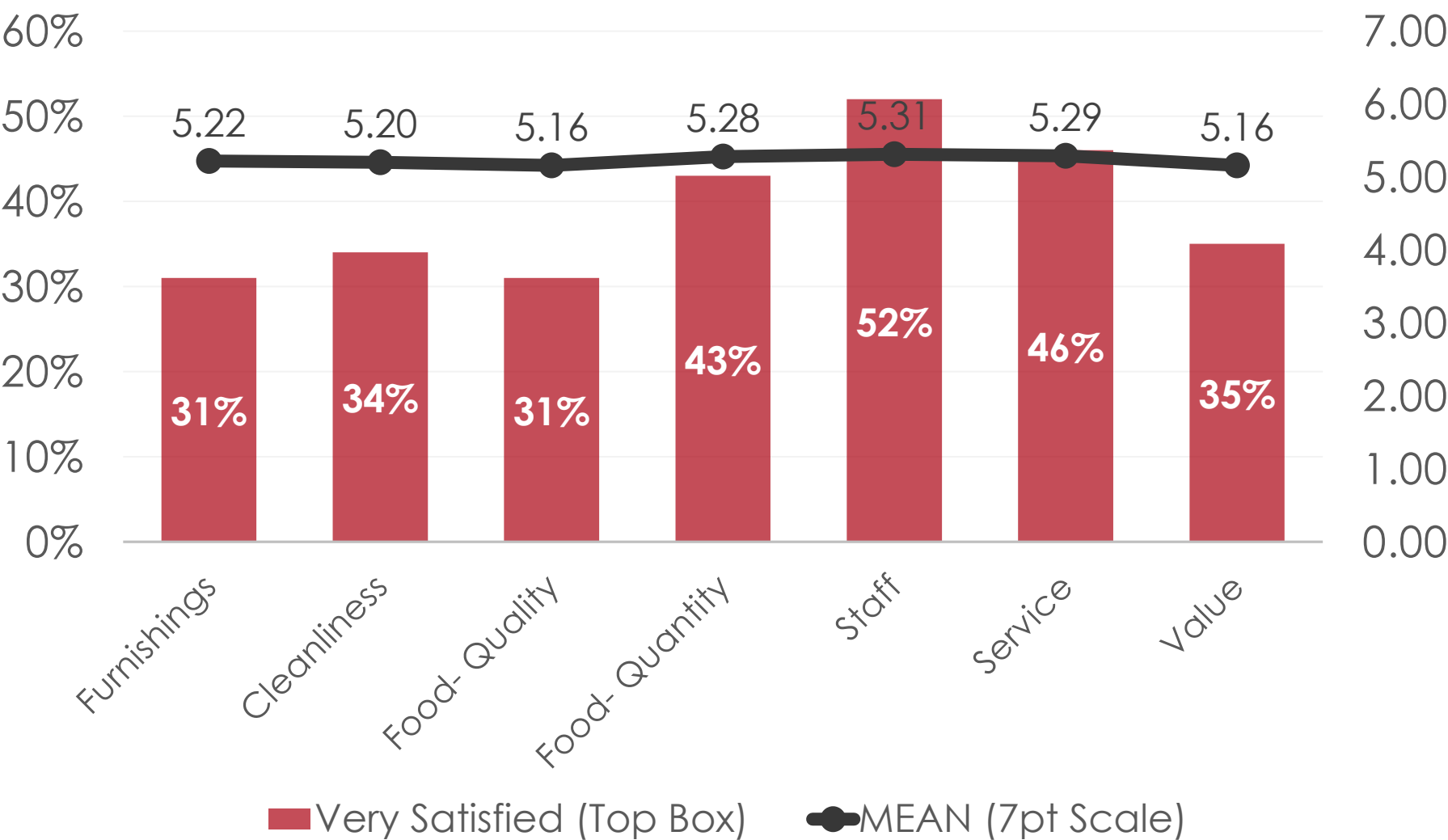
Shopping Malls/ Stores (Top Responses)

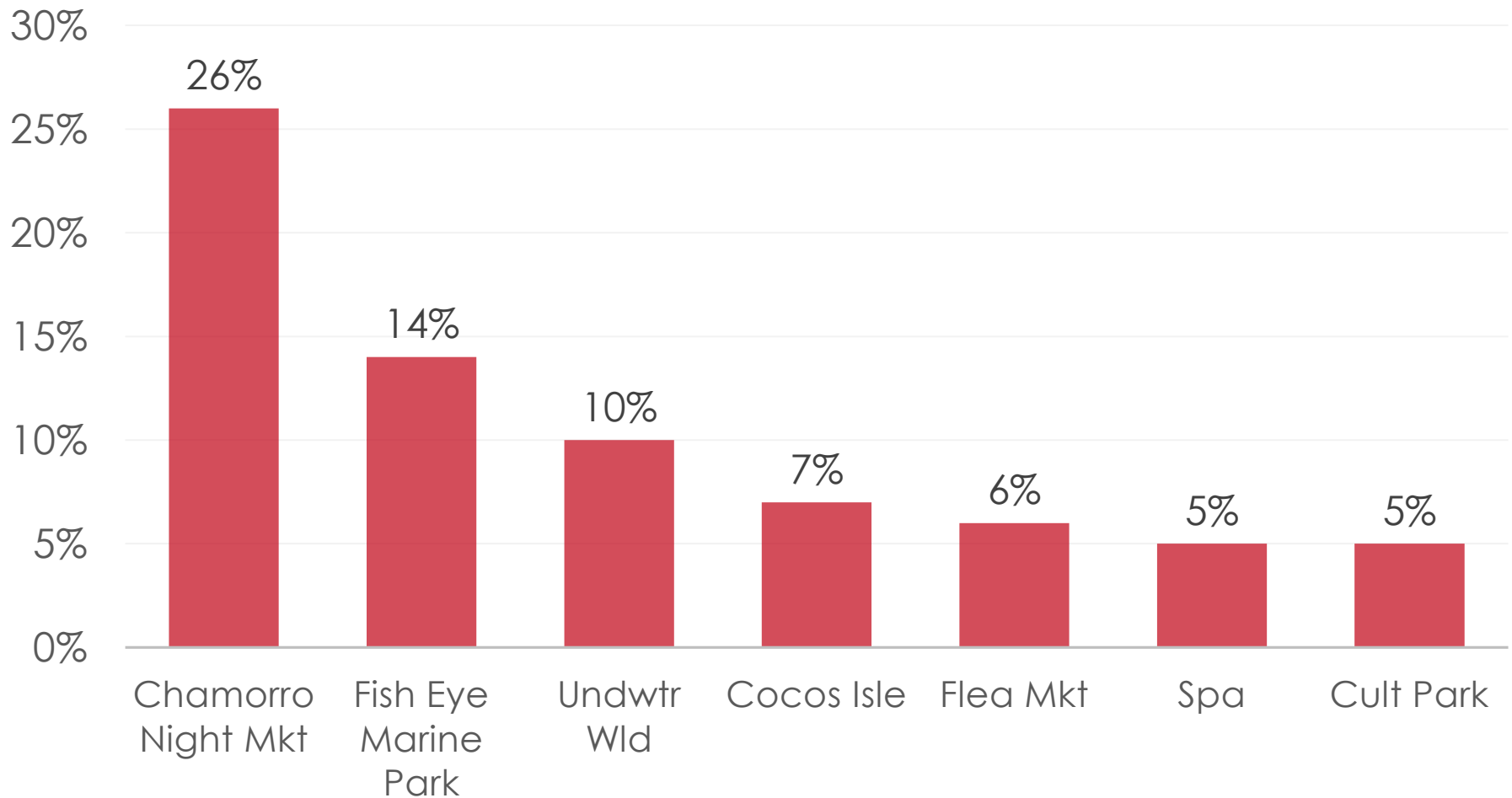| Store	Percentage
Ross	77%
Micro Mall	74%
Guam Premium Outlet	71%
Macys	70%
ABC Store	68%
K-Mart	67%
DFS Galleria	44%
The Plaza	41%
JP Super	35%
Agana SC	24%

[A]

SHOPPING - SATISFACTION

Very Satisfied (Top Box): QUALITY 39%, VARIETY 40%
MEAN (7pt Scale): QUALITY 5.39, VARIETY 5.37

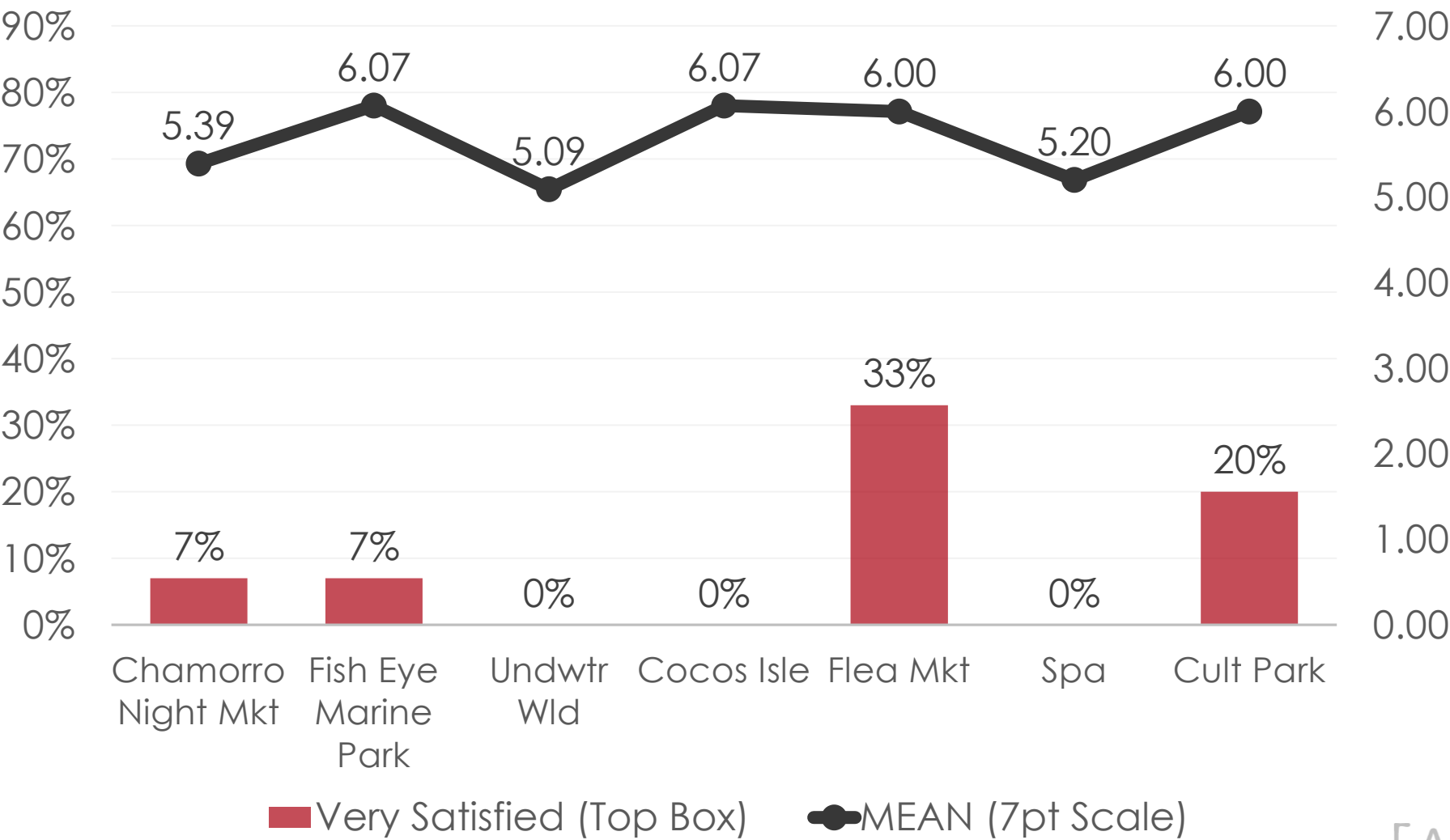# OPTIONAL TOUR PARTICIPATION – FY2018 Tracking

[A]

Optional Tour Participation
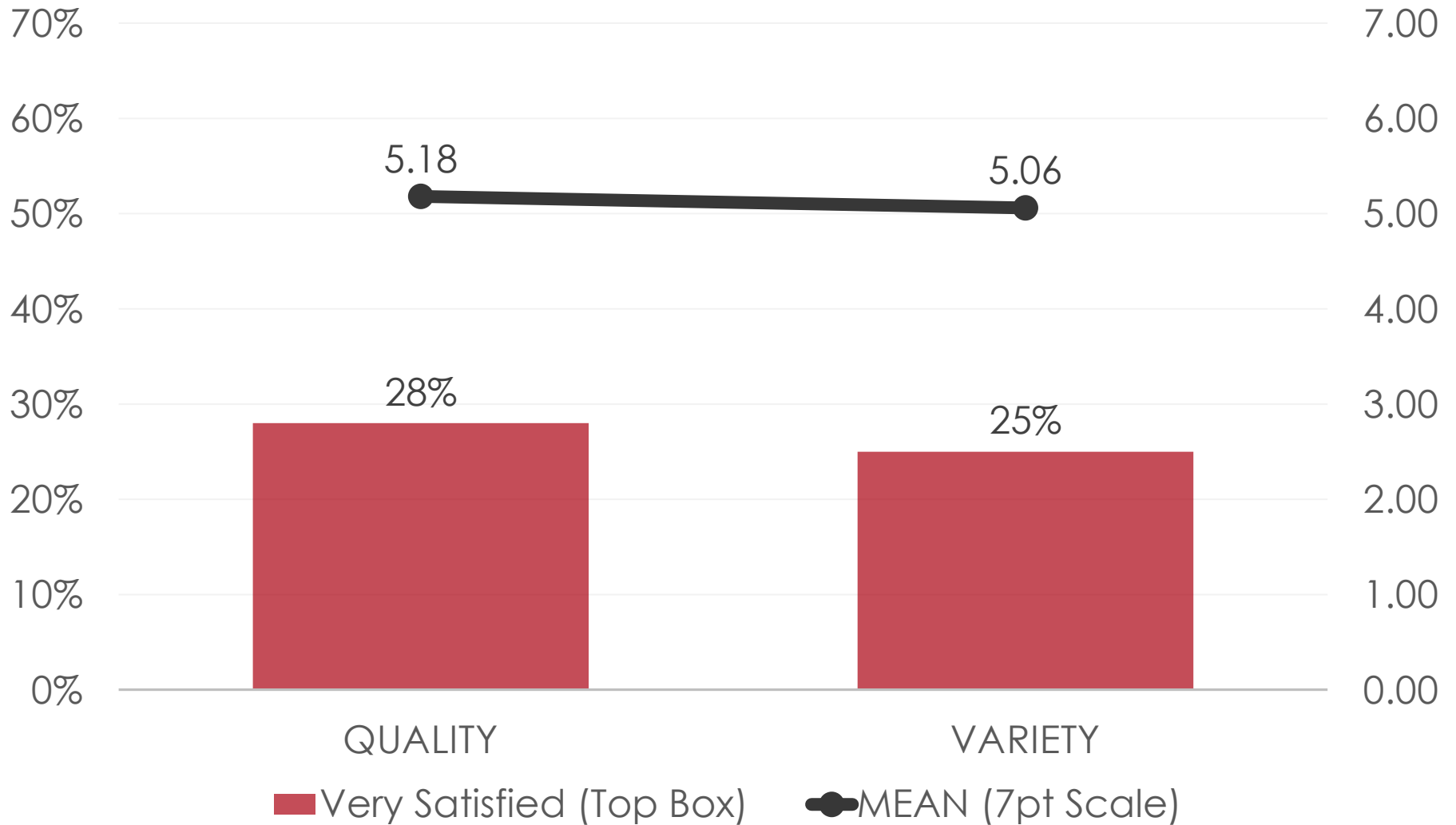## (Top Responses/ 5%+)

[A]

Optional Tour Satisfaction
Top Responses only - Participation (5%+)

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

Tour	Very Satisfied (Top Box)	MEAN (7pt Scale)
Chamorro Night Mkt	7%	5.39
Fish Eye Marine Park	7%	6.07
Undwtr Wld	0%	5.09
Cocos Isle	0%	6.07
Flea Mkt	33%	6.00
Spa	0%	5.20
Cult Park	20%	6.00

[A]

DAY TOUR - SATISFACTION

Very Satisfied (Top Box) — MEAN (7pt Scale)
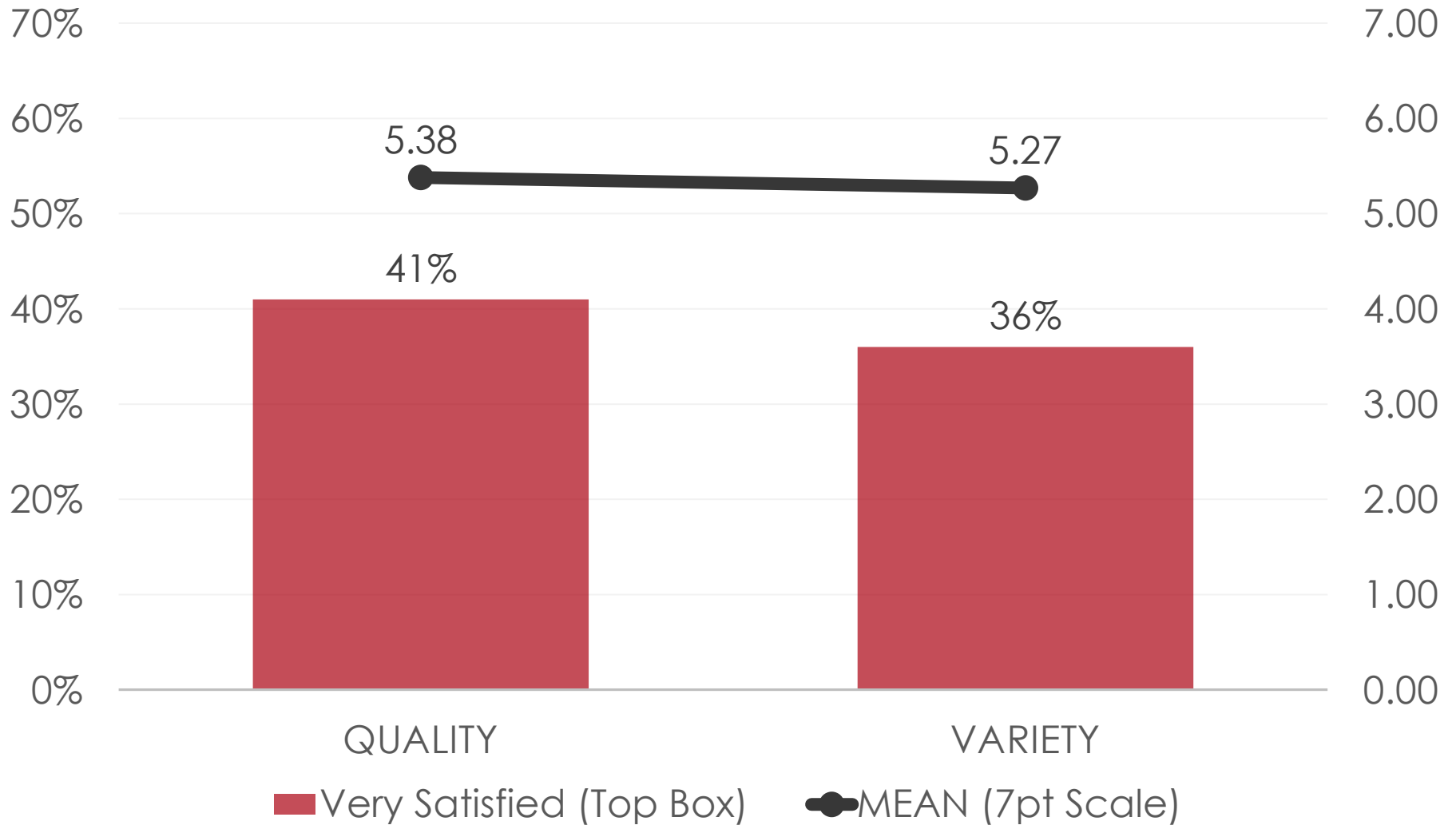
NIGHT TOUR - SATISFACTION

Activities Participation (Top Responses)

Activity	Percentage
Shopping	90%
Beach Resort	74%
Sightseeing	71%
Two-Lovers Pt	60%
Arch site	19%
Snorkle	14%
Water Park	11%
Dinner Show	7%
Valley Latte	5%

[A]
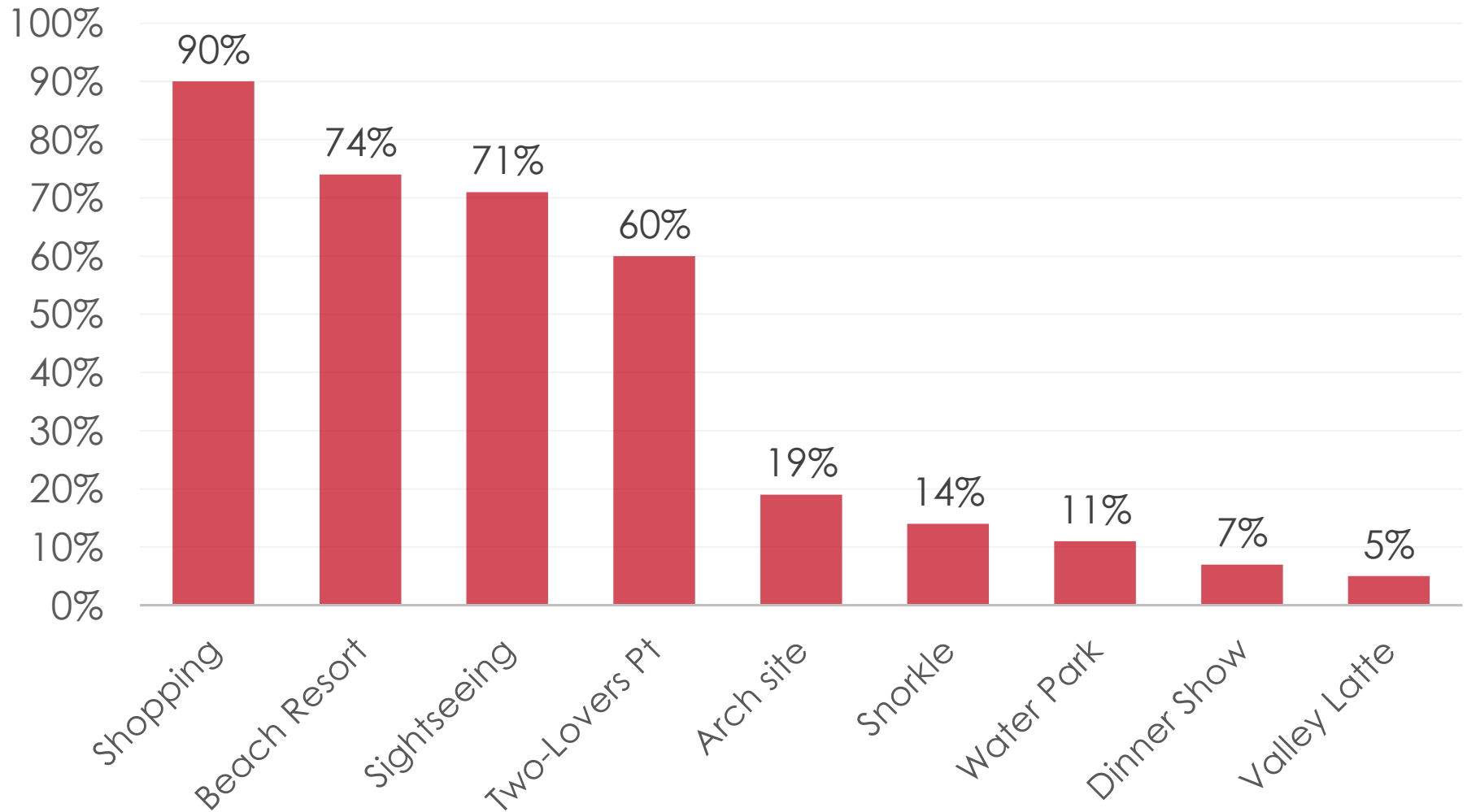
SECTION 5 PROMOTIONS

[A]

INTERNET- GUAM SOURCES OF INFORMATION

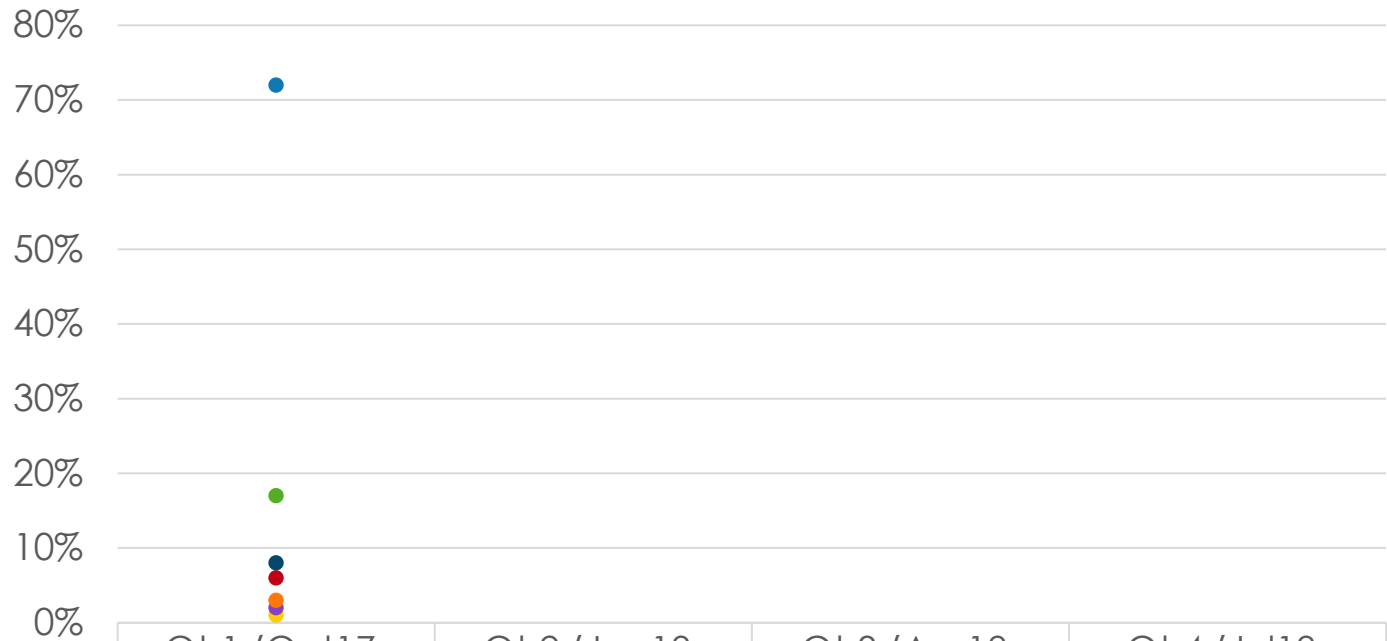|	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
●—Search engines	46%			
●—Social network	50%			
●—Blog/ Vlog	28%			
●—Forums	4%			
●—Q&A site	3%			

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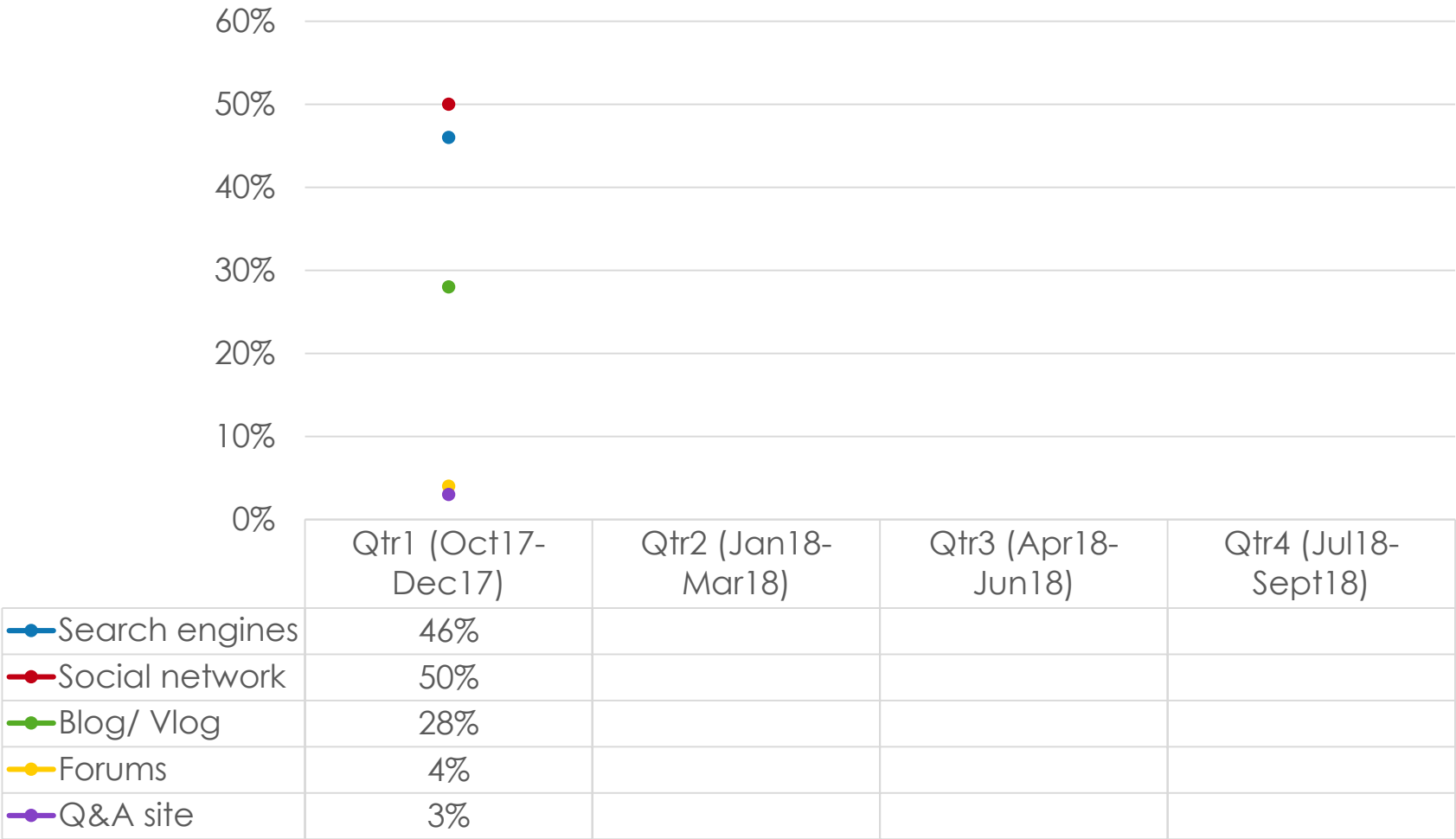
INTERNET- SOURCES OF INFORMATION
Things to do on Guam

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
Google	90%			
Facebook	39%			
Instagram	18%			
Online booking site	18%			
Yahoo	11%			
Twitter	6%			

INTERNET- SOURCES OF INFORMATION GVB

|	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
None	36%			
GVB Website	47%			
GVB Facebook	17%			
GVB Instagram	8%			
GVB Twitter	6%			
GVB Café	1%			

[A]
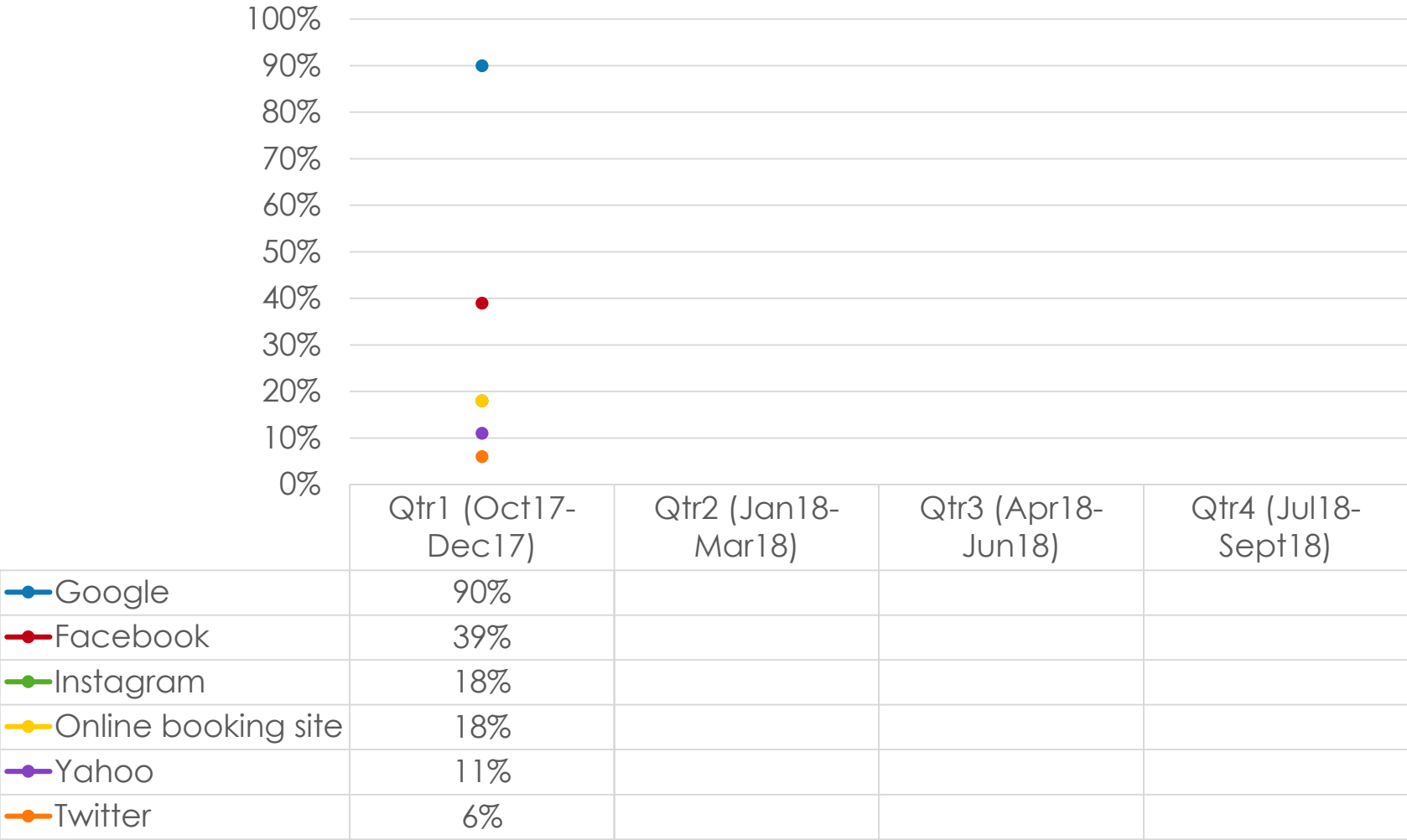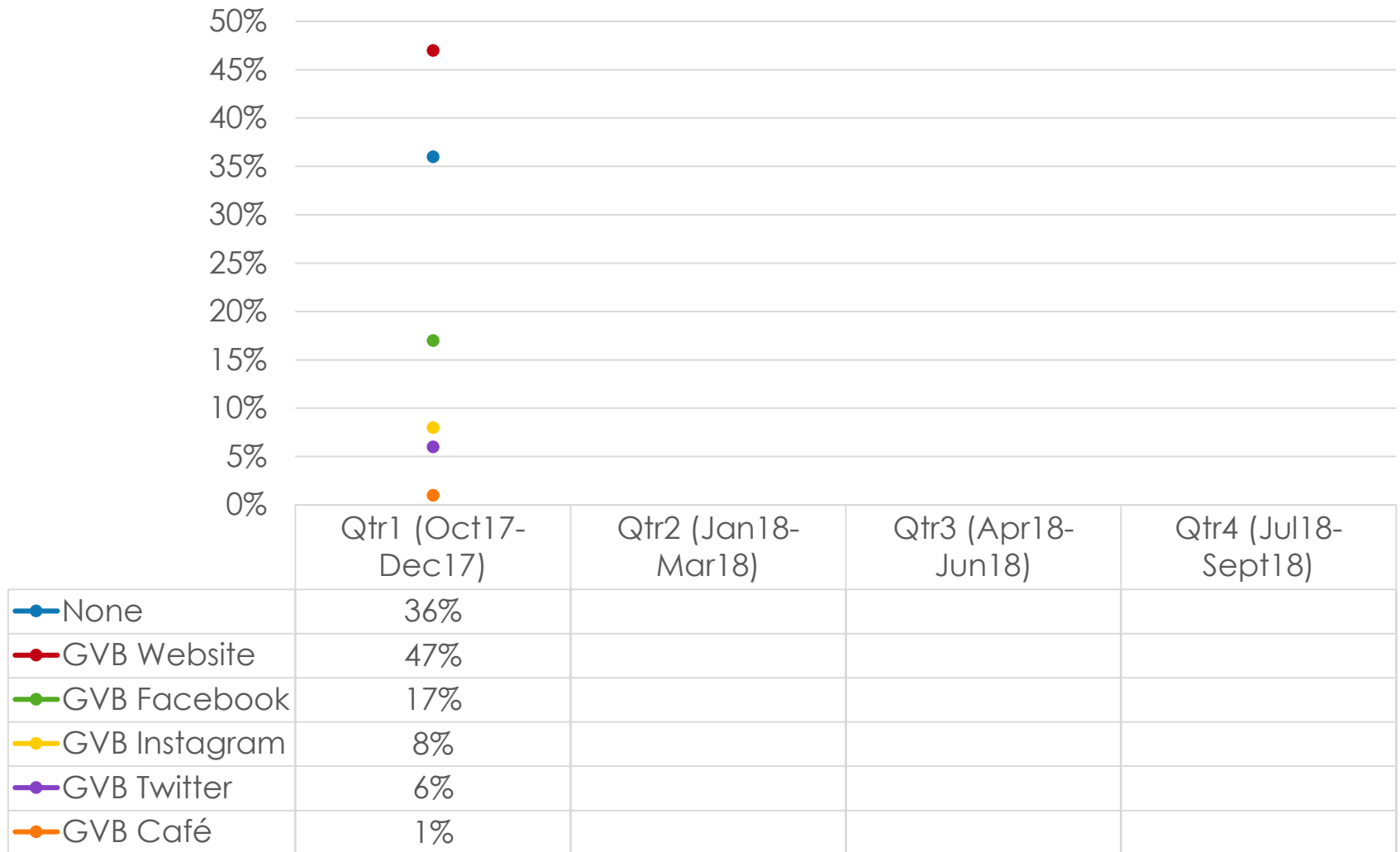
TRAVEL MOTIVATION

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
Friends/ Family	72%			
Company/ Bus Trip	6%			
Internet	17%			
Travel Show	1%			
Travel Agent	2%			
Print	3%			
Social Media	8%			

[A]

PRE-ARRIVAL
SOURCES OF INFORMATION

[A]
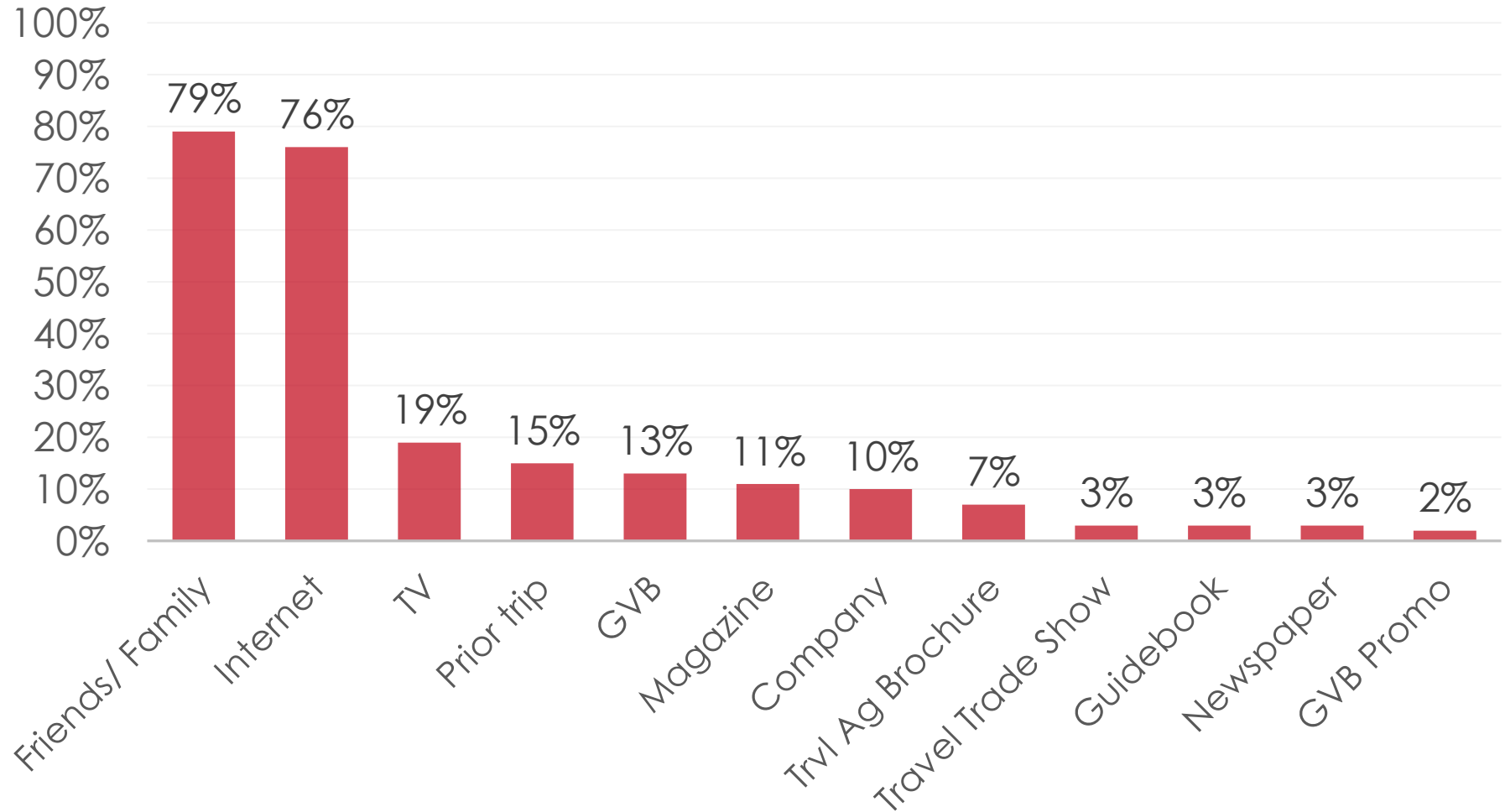
PRE-ARRIVAL
SOURCES OF INFORMATION –
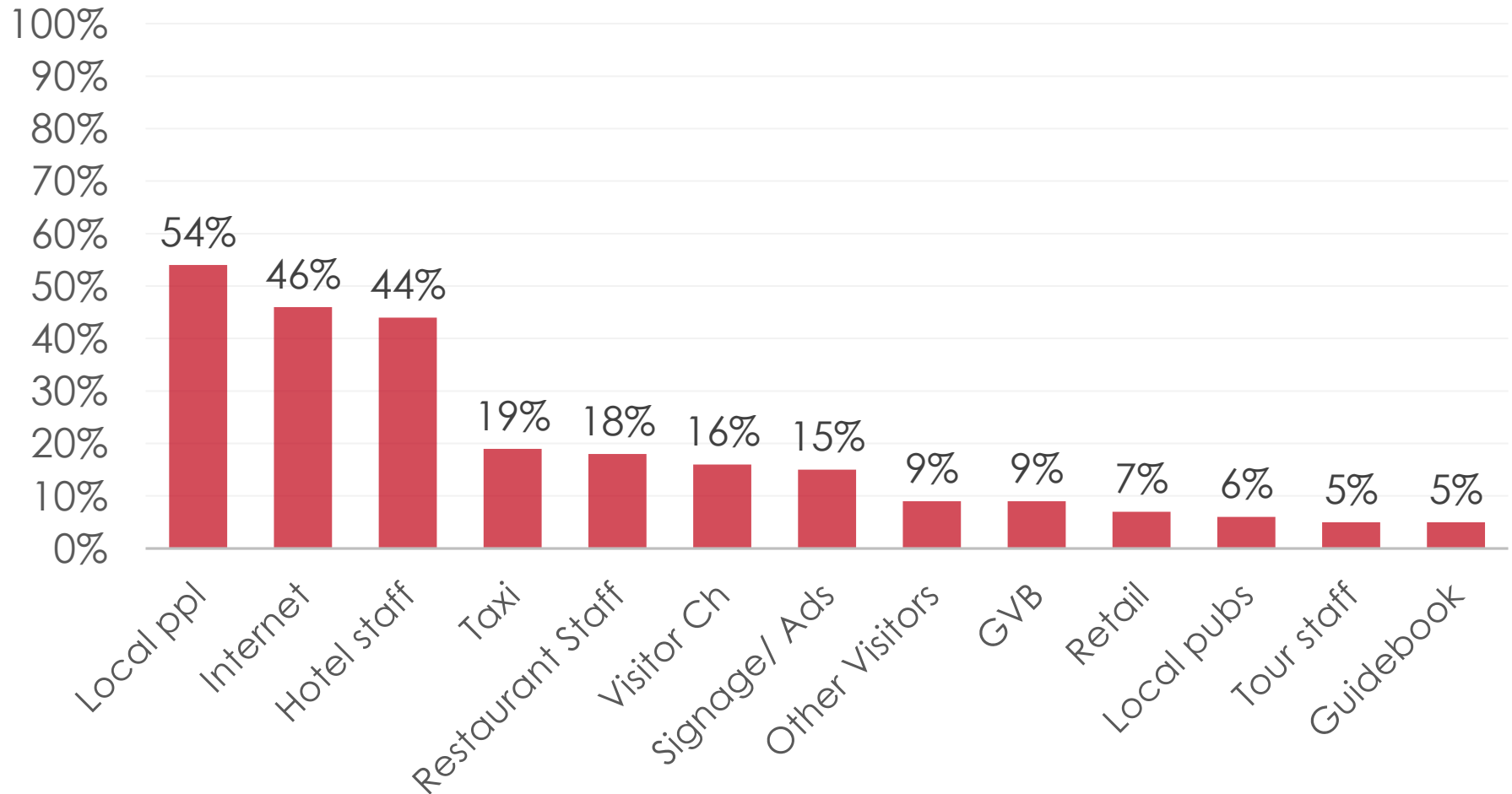## Key Segments

GVB EXIT SURVEY

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

		TOTAL	MICE	LEISURE	FIT	FAMILY
		-	-	-	-	-
Q1	Friend or relative	79%		78%	78%	78%
	Internet/Mobile App	76%		82%	77%	84%
	TV	19%		18%	19%	25%
	I have been to Guam before	15%		12%	15%	15%
	Guam Visitors Bureau promotional activities	13%		14%	12%	15%
	Magazine (consumer)	11%		11%	8%	13%
	Co-worker/ company travel department	10%		9%	11%	4%
	Travel agent brochure	7%		8%	4%	9%
	Newspaper	3%		4%	2%	4%
	Travel guide book at bookstores	3%		4%	2%	4%
	Travel trade shows	3%		4%	2%	2%
	Guam Visitors Bureau office	2%		2%	2%	4%
	Radio	1%		1%	1%	
	Consumer travel shows	1%		1%	1%	2%
	Total	109		85	97	55

Prepared by Anthology Research

[A]

ONISLE
SOURCES OF INFORMATION

ON-ISLE SOURCES OF INFORMATION –
Key Segments

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

|		TOTAL	MICE	LEISURE	FIT	FAMILY
		-	-	-	-	-
Q2	Local people	54%		55%	53%	55%
	Internet/Mobile App	46%		53%	45%	44%
	Hotel staff	44%		45%	44%	47%
	Taxi drivers	19%		20%	19%	18%
	Restaurant staff (outside hotel)	18%		18%	15%	18%
	Visitors channel	16%		12%	16%	9%
	Signs/ advertisement	15%		16%	12%	24%
	Other visitors	9%		11%	10%	7%
	Guam Visitors Bureau	9%		11%	10%	13%
	Retail staff	7%		8%	8%	7%
	Local publication	6%		7%	4%	7%
	Tour staff	5%		5%	4%	7%
	Guide books I brought with me	5%		6%	5%	2%
	Total	109		85	97	55

Prepared by Anthology Research

[A]

SECTION 6
FUTURE TRAVEL TO GUAM

[A]

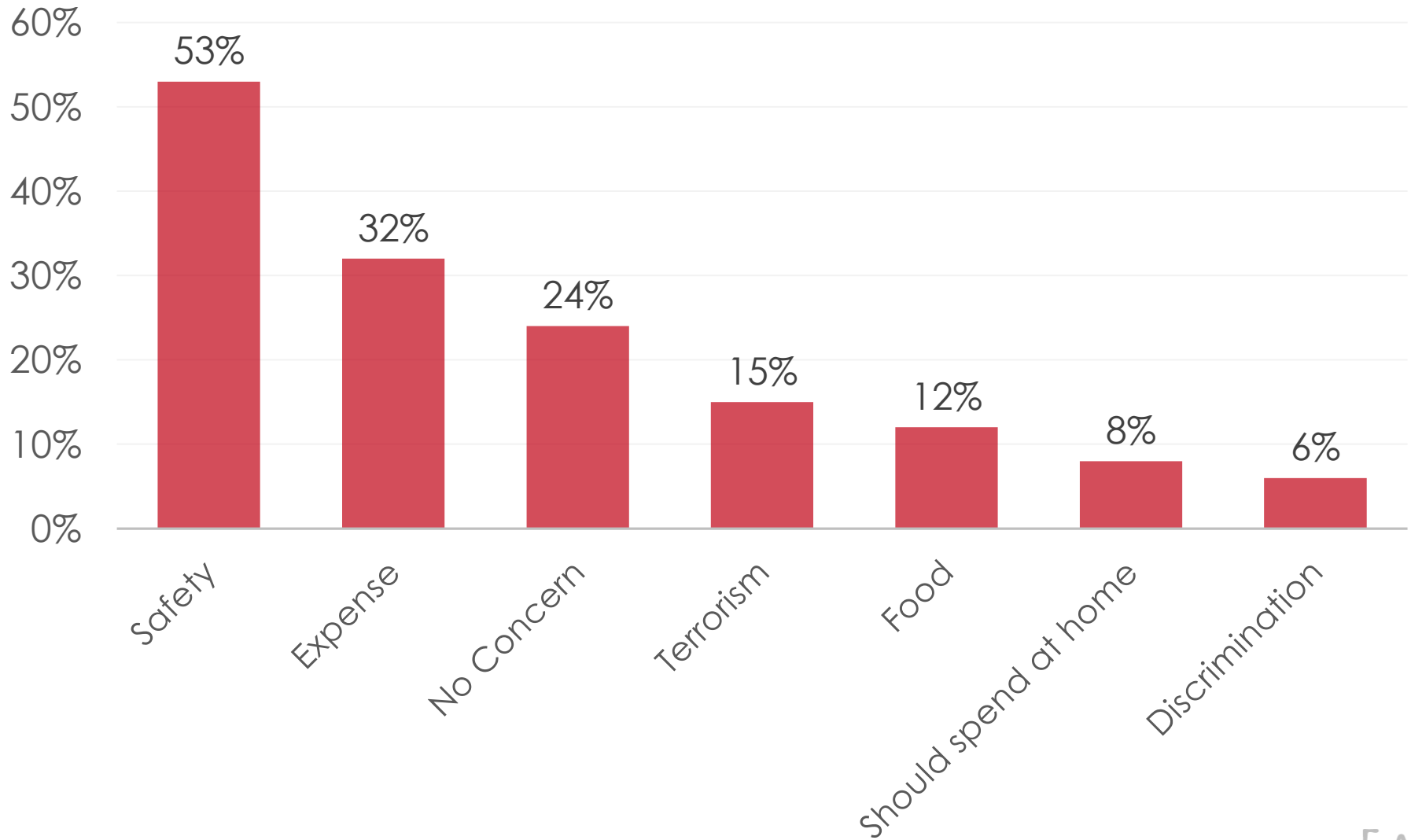# Will security screening/ immigration at Guam Airport impact future travel to Guam?

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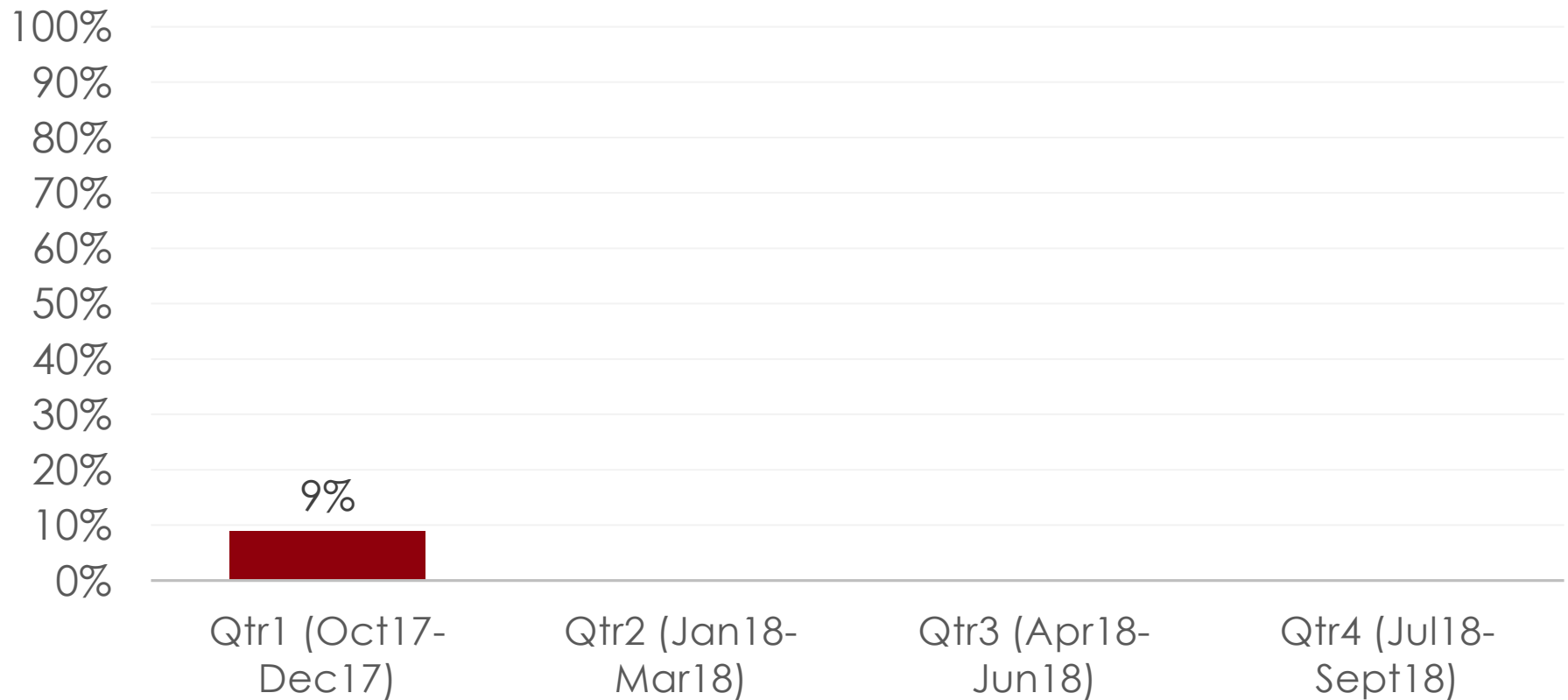
What would it take to make you stay an extra day on Guam?

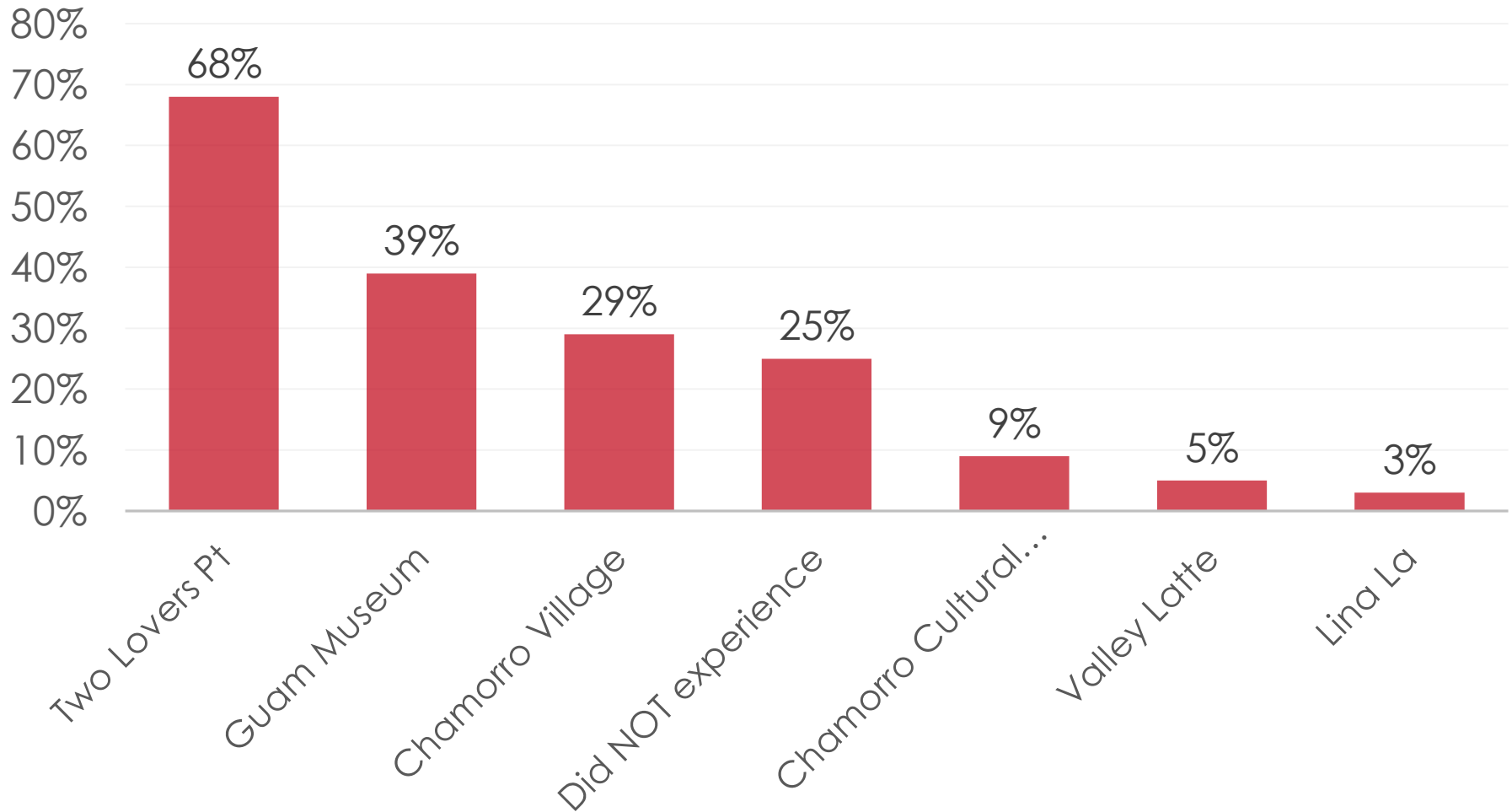[A]
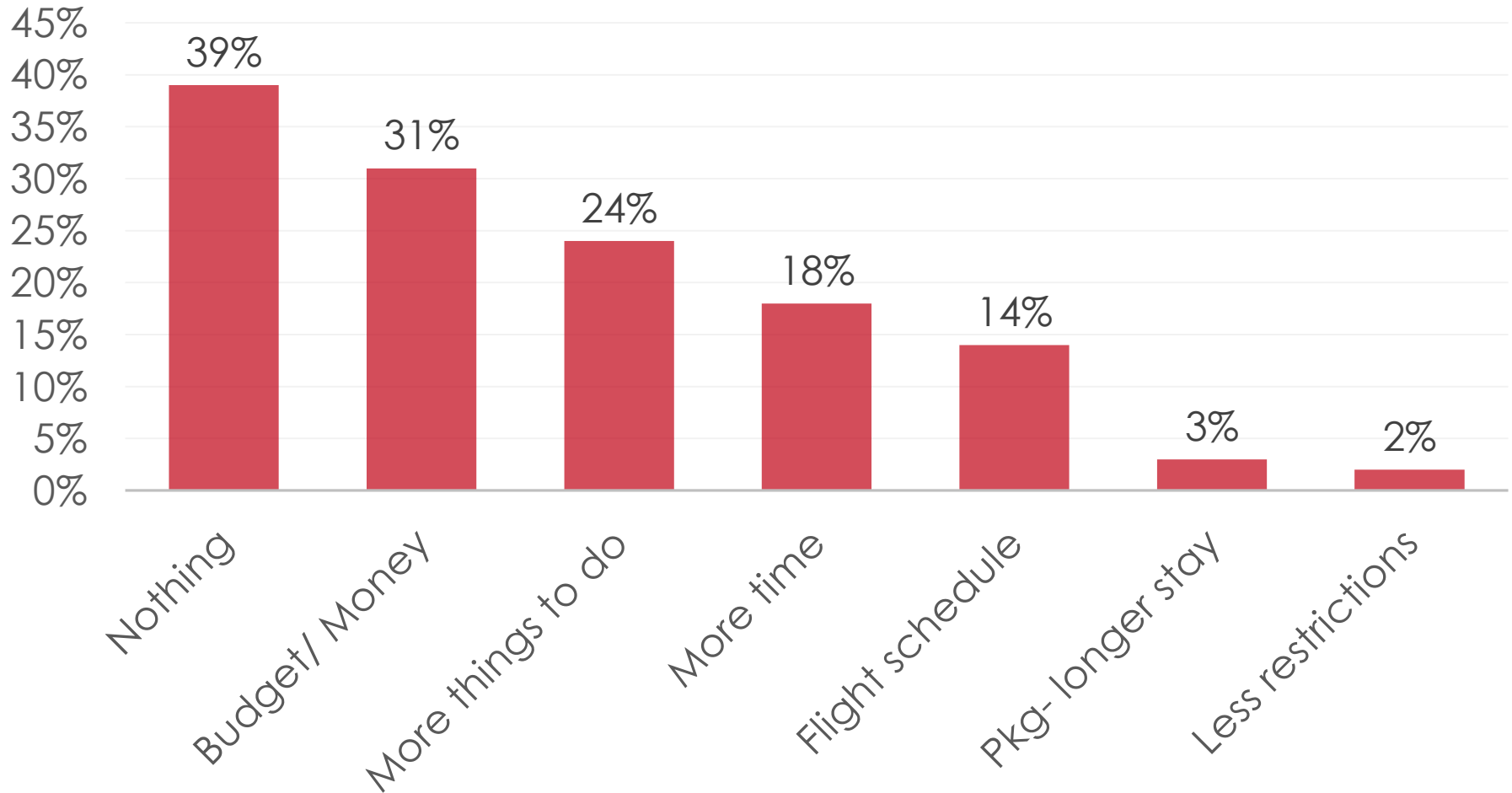
FUTURE TRAVEL CONCERNS

[A]

SECTION 7
GUAM CULTURE

[A]

EXPERIENCED- CHAMORRO/ HAFA ADAI SPIRIT

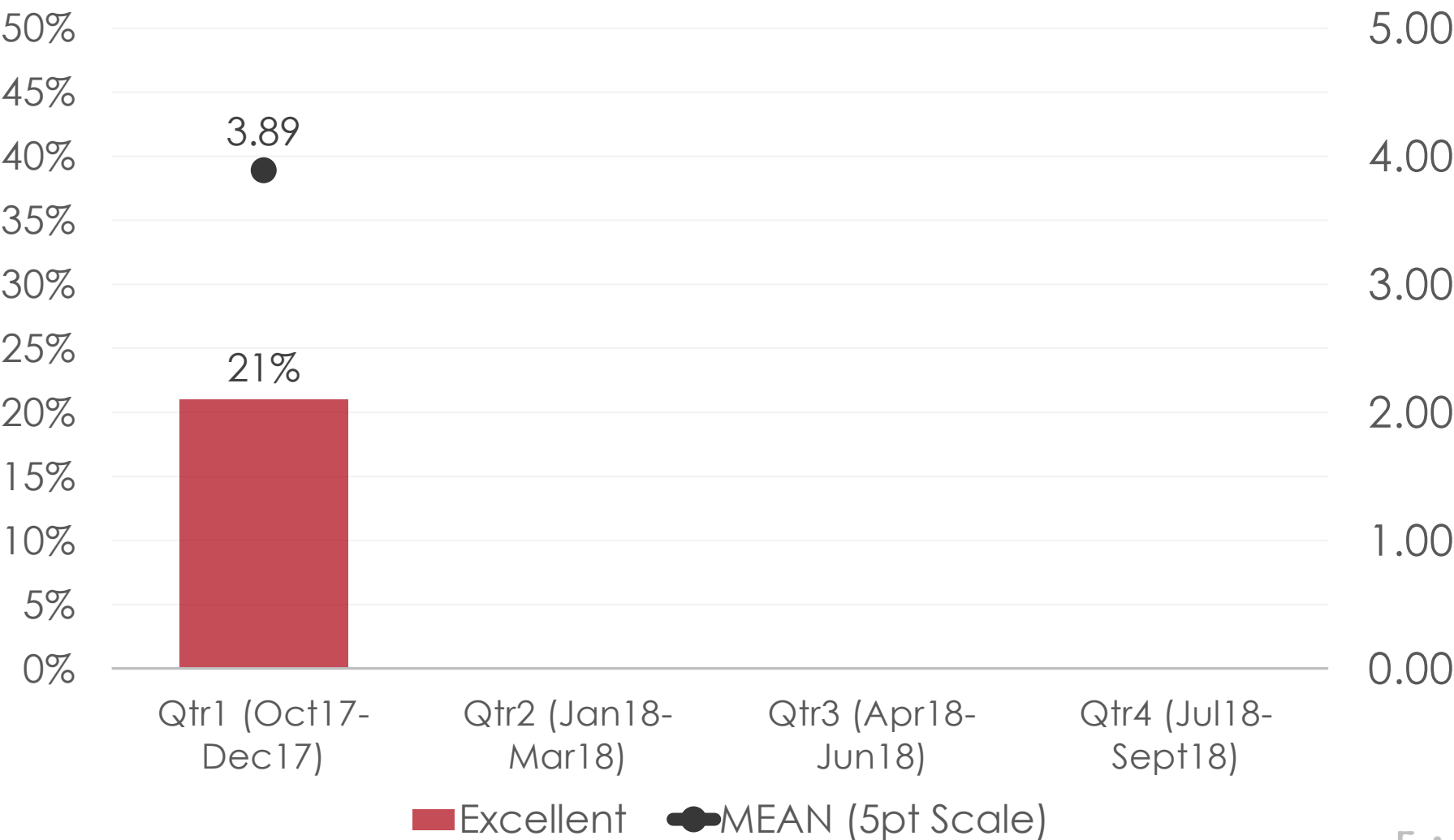|	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
Did NOT experience	28%			
Beaches	53%			
Chamorro cuisine	30%			
Night Market	31%			
Socializing- locals	50%			
Local Music	32%			

[A]

EXPERIENCED-
OTHER CULTURAL ACTIVITY/EVENTS

SOURCES OF INFORMATION-CULTURAL ACTIVITY/EVENTS

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
Travel guide/ brochure	11%			
Travel agency	13%			
Internet	41%			
Family/ Friends	68%			
Hotel staff	5%			
Print	1%			

[A]

SATISFACTION-
CULTURAL ACTIVITY/EVENTS

OBSTACLES-
CULTURAL ACTIVITY/EVENTS

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
Schedule	40%			
Unaware	32%			
Did not want to	12%			
Did not know where	28%			

[A]
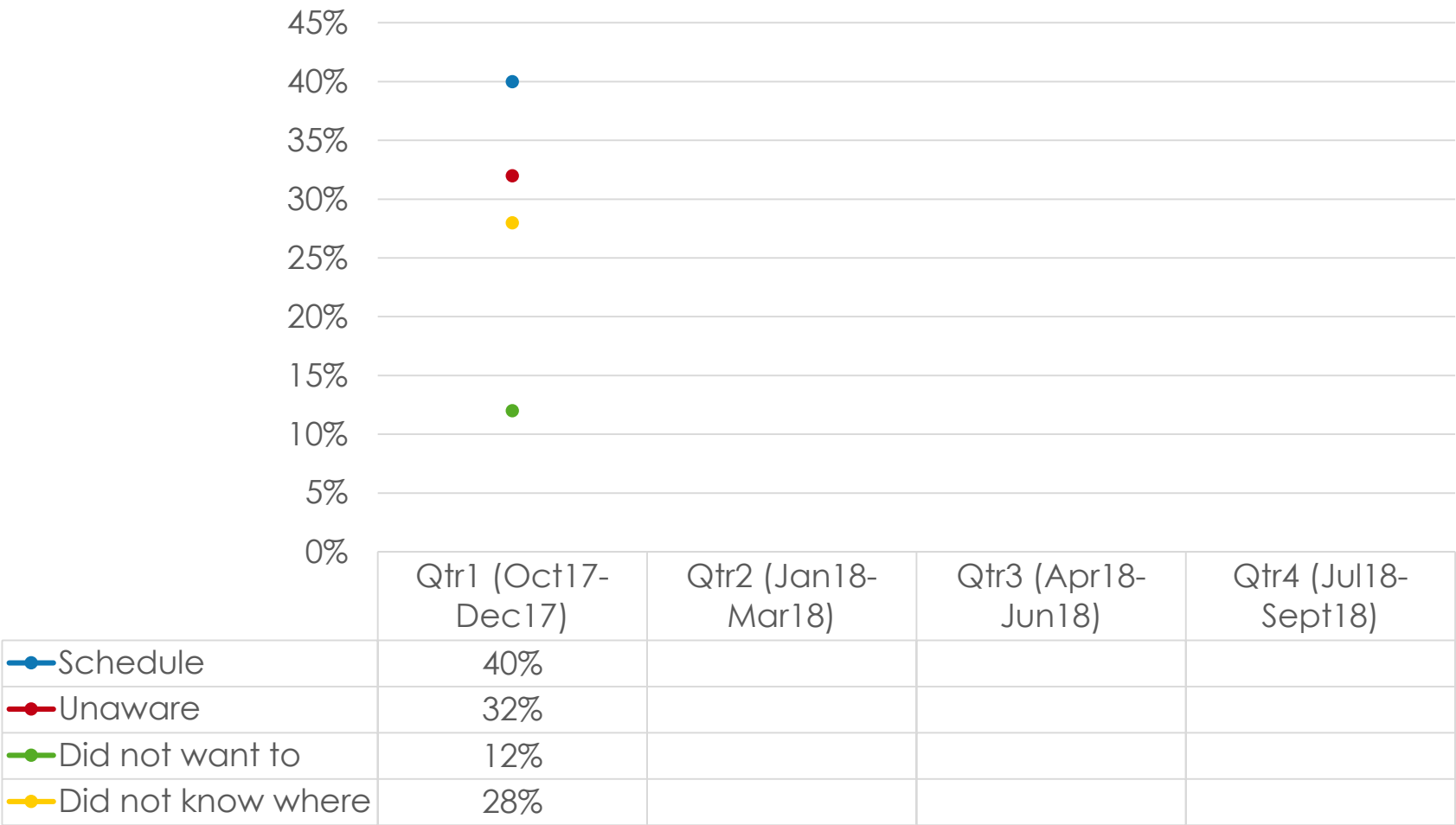
ADVANCED STATISTICS

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, (Oct-Dec 2017)1st Qtr. FY2018	
	1st Qtr. 2018
Drivers:	**rank**
Quality & Cleanliness of beaches & parks	
Ease of getting around	
Safety walking around at night	**2**
Quality of daytime tours	
Variety of daytime tours	
Quality of nighttime tours	
Variety of nighttime tours	
Quality of shopping	**3**
Variety of shopping	
Price of things on Guam	
Quality of hotel accommodations	
Quality/cleanliness of air, sky	
Quality/cleanliness of parks	**1**
Quality of landscape in Tumon	
Quality of landscape in Guam	
Quality of ground handler	
Quality/cleanliness of transportation vehicles	
% of Per Person On Island Expenditures Accounted For	**48.4%**

[A]

Drivers of Overall Satisfaction

- **Overall satisfaction** with Filipino visitor's experience on Guam is driven by three significant factors in the 1st Quarter FY2018 Period. By rank order they are:
  - **Quality/cleanliness of parks,**
  - **Safety walking around at night, and**
  - **Quality of shopping.**

- With all three factors the overall r^2 is .484 meaning that **48.4% of overall satisfaction is accounted for by these factors.**

[A]

Drivers – On-Isle Expenditures

Drivers of Per Person On Island Expenditures, (Oct-Dec 2017) 1st Qtr. FY2018	
Drivers:	rank
Quality & Cleanliness of beaches & parks	
Ease of getting around	
Safety walking around at night	
Quality of daytime tours	
Variety of daytime tours	
Quality of nighttime tours	
Variety of nighttime tours	
Quality of shopping	
Variety of shopping	
Price of things on Guam	
Quality of hotel accommodations	
Quality/cleanliness of air, sky	
Quality/cleanliness of parks	
Quality of landscape in Tumon	
Quality of landscape in Guam	
Quality of ground handler	
Quality/cleanliness of transportation vehicles	
% of Per Person On Island Expenditures Accounted For	**0.0%**
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 no significant factor in the 1st Quarter FY2018 period.

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