Guam Visitors Bureau

Philippine Visitor Tracker Exit Profile & Market Segmentation Report

FY2018

QTR.2 (JAN – MAR 2018)

Prepared by: Anthology Research

#instaGuam

[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 **107** 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 **107** is +/- 9.3 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 +/- 9.3 percentage points.

[A]

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 Philippine 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
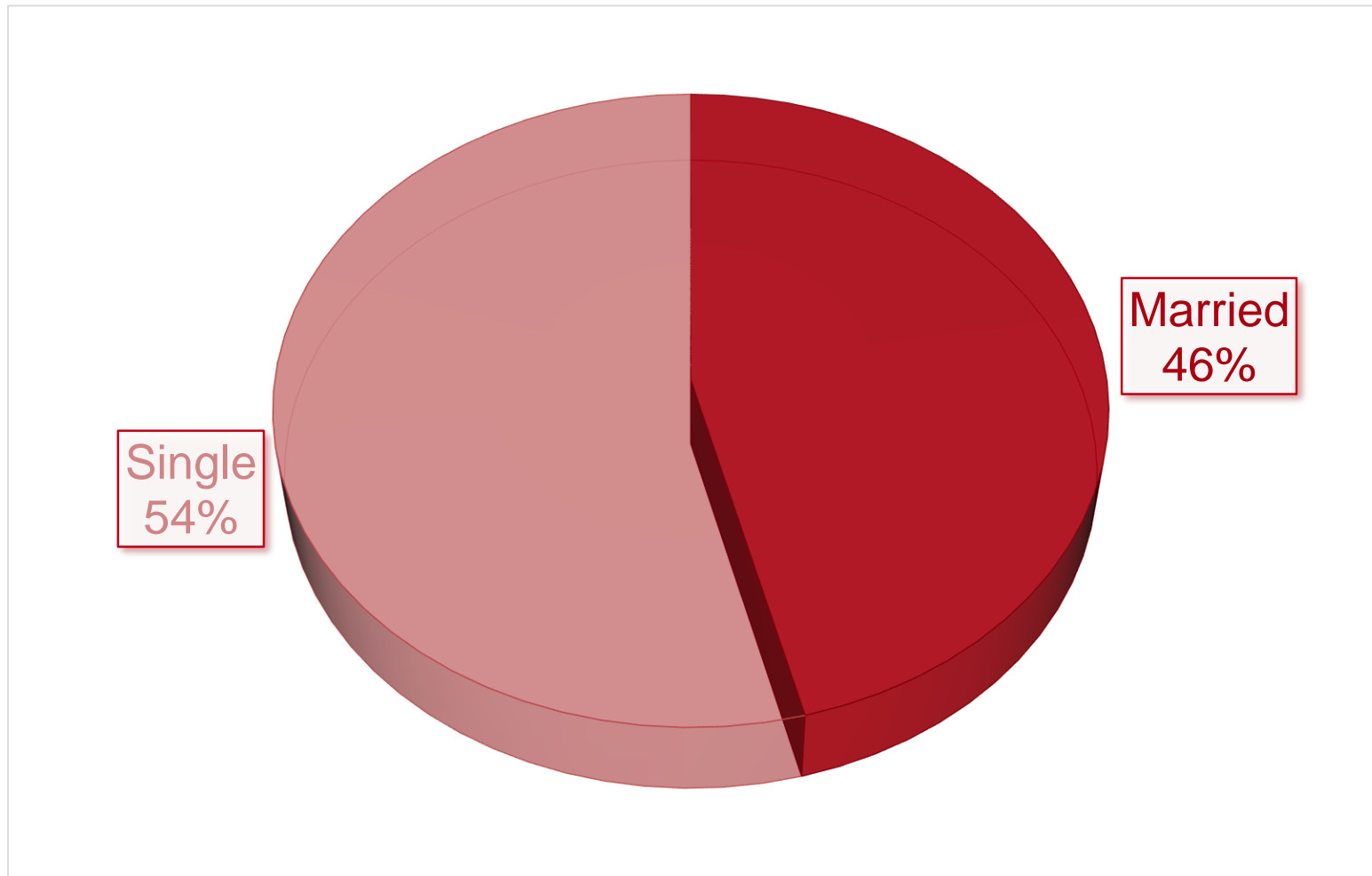
[A]

Key Highlighted Segments
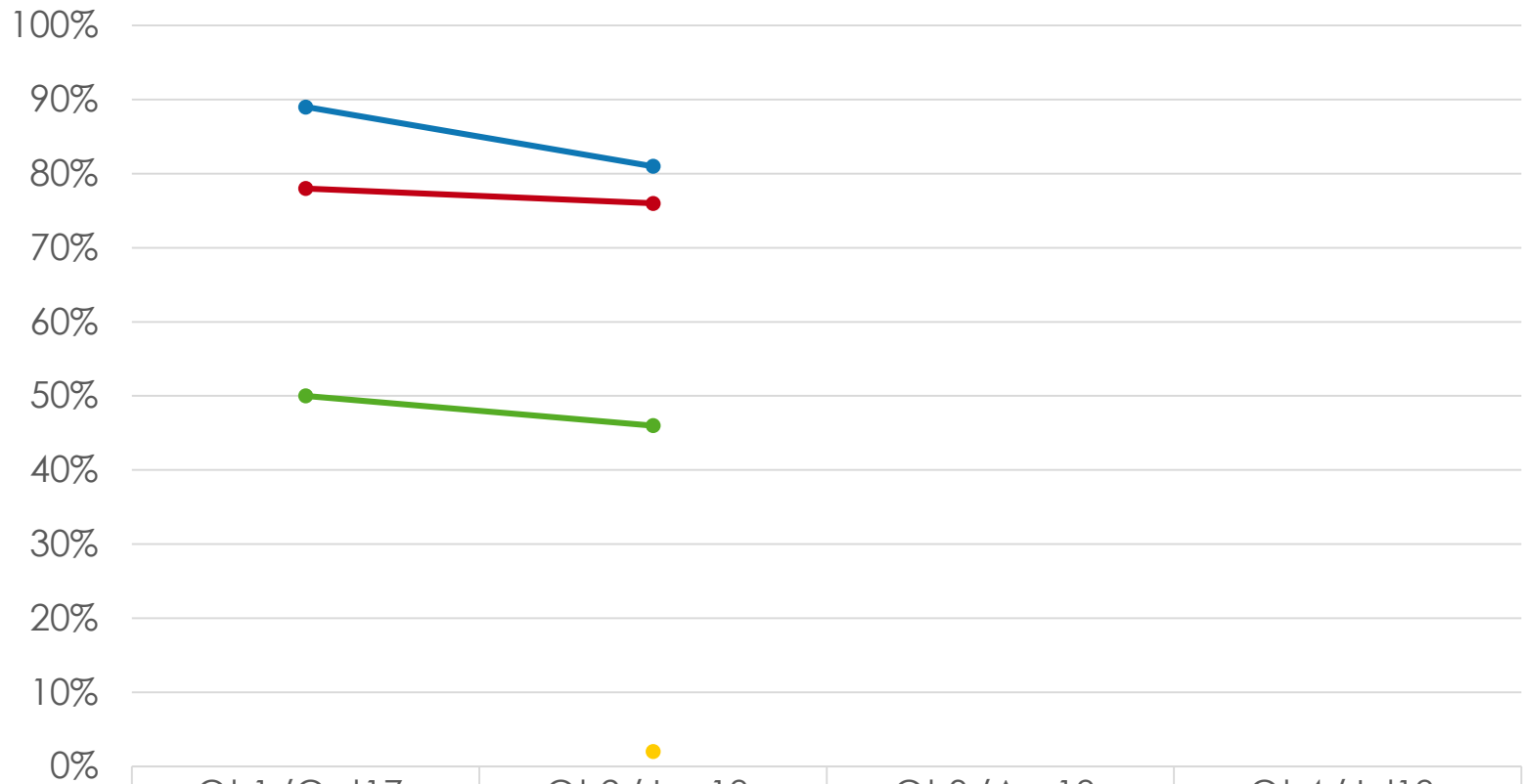
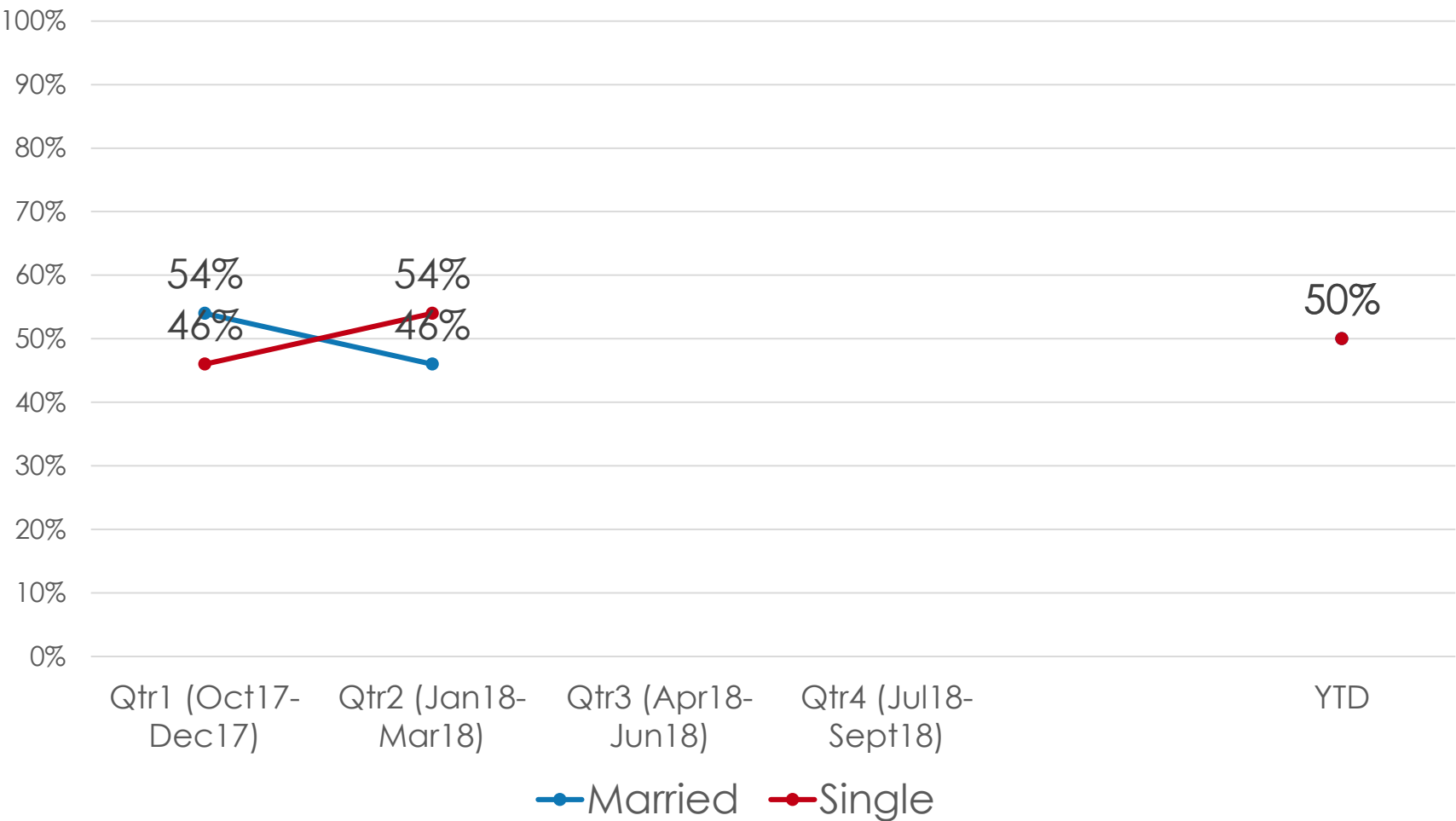|	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
FITs	89%	81%		
Leisure Trvl	78%	76%		
Family	50%	46%		
MICE		2%		

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SECTION 1
PROFILE OF RESPONDENTS

[A]

Marital Status

[A]

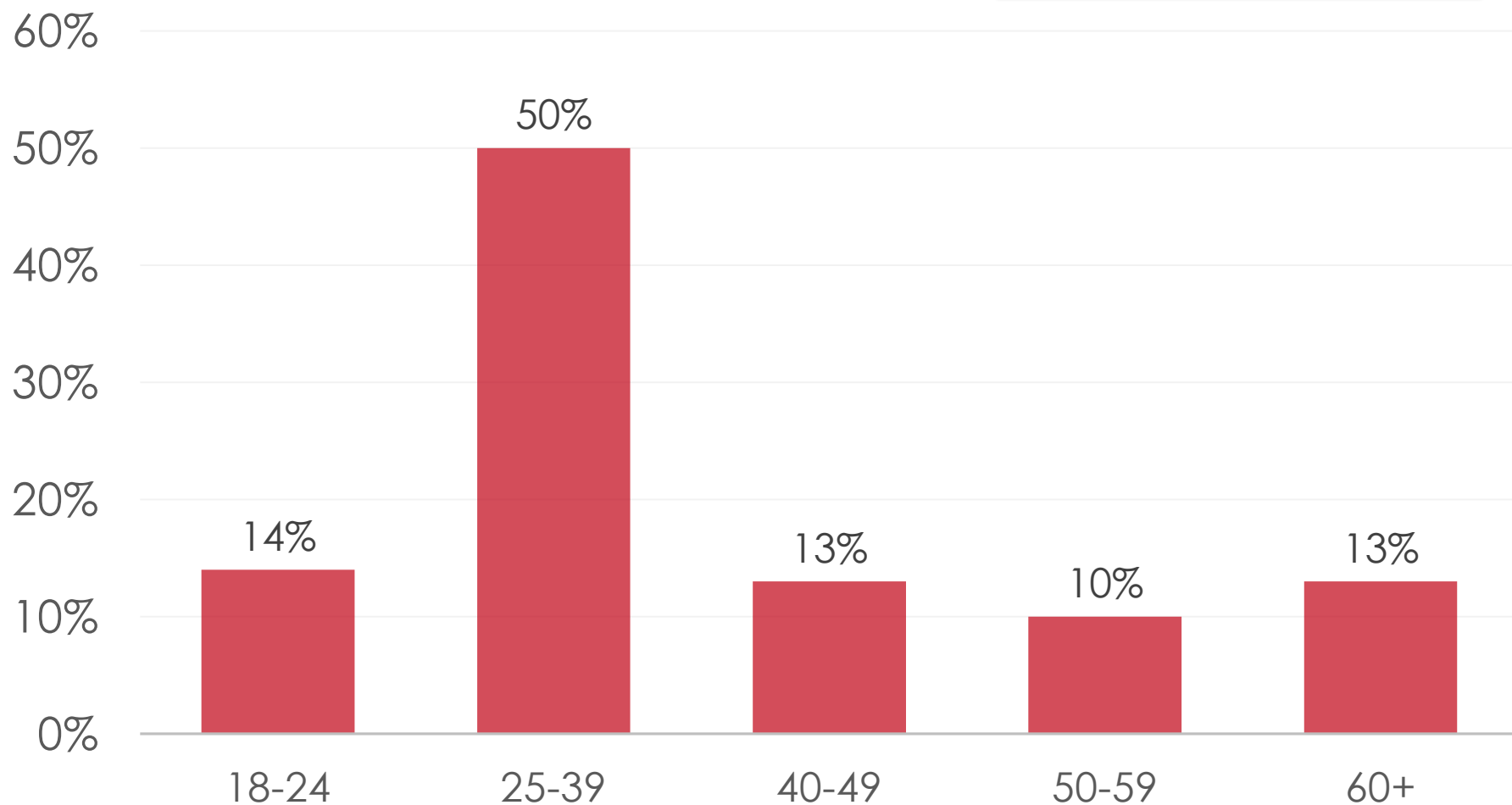# Marital status – FY2018 Tracking

Marital status – Key Segments

GVB EXIT SURVEY
QE MARITAL STATUS

		TOTAL	MICE	LEISURE	FIT	FAMILY
		-	-	-	-	-
QE	Married	46%	50%	43%	46%	63%
	Single	54%	50%	57%	54%	37%
	Total	107	2	81	87	49

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[A]

Age

MEAN = 38.22
MEDIAN = 35

[A]

Age – FY2018 Tracking

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)		YTD
MEAN	39.92	38.22				39.08
MEDIAN	39	35				37

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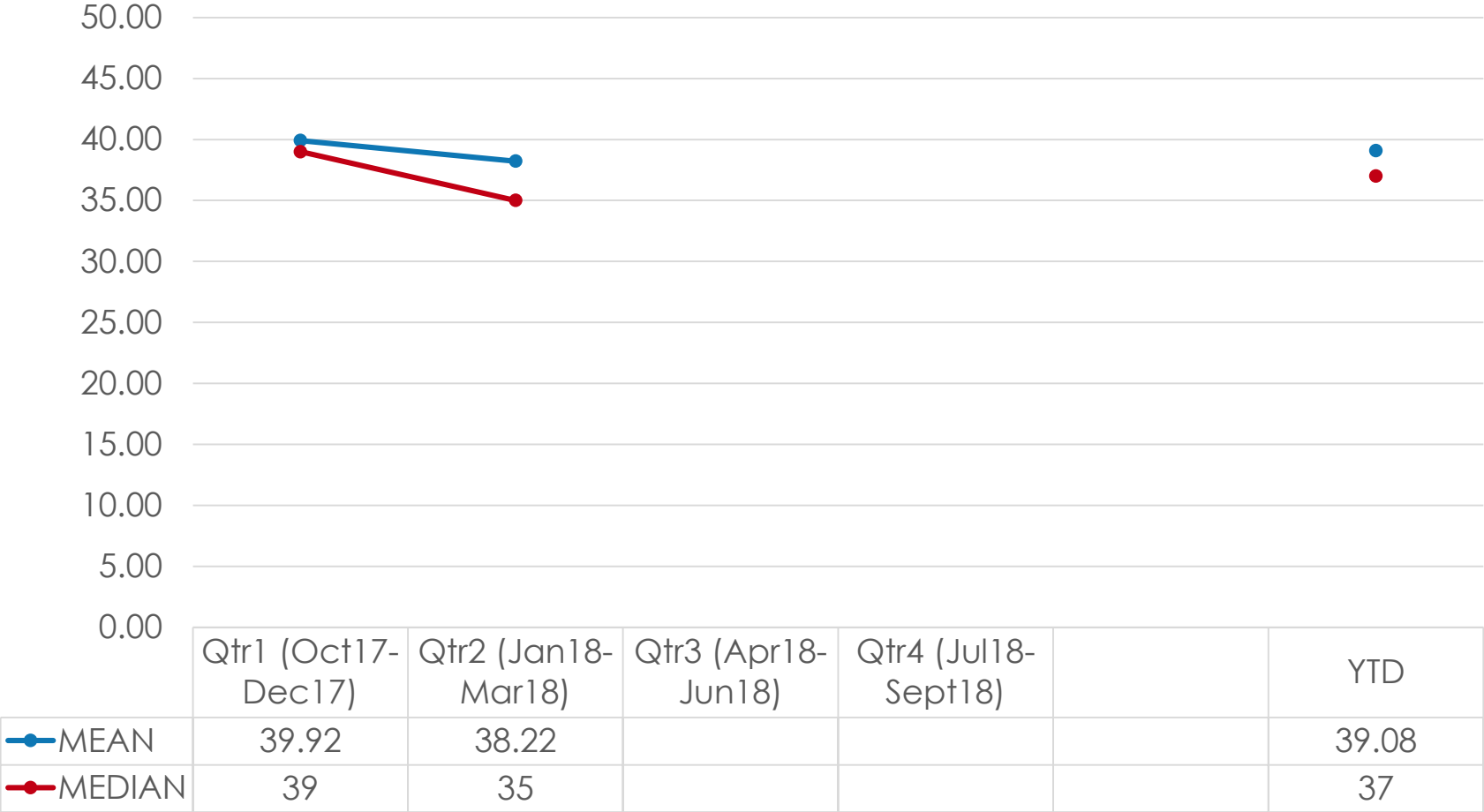
Age – Key Segments

GVB EXIT SURVEY
AGE

		TOTAL	MICE	LEISURE	FIT	FAMILY
		-	-	-	-	-
SD	18-24	14%		15%	11%	14%
	25-39	50%	50%	52%	49%	39%
	40-49	13%	50%	12%	13%	12%
	50-59	10%		11%	13%	16%
	60+	13%		10%	14%	18%
	Total	107	2	81	87	49
SD	Mean	38.22	40.50	37.48	39.17	41.35
	Median	35	41	35	35	39

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Annual Household Income
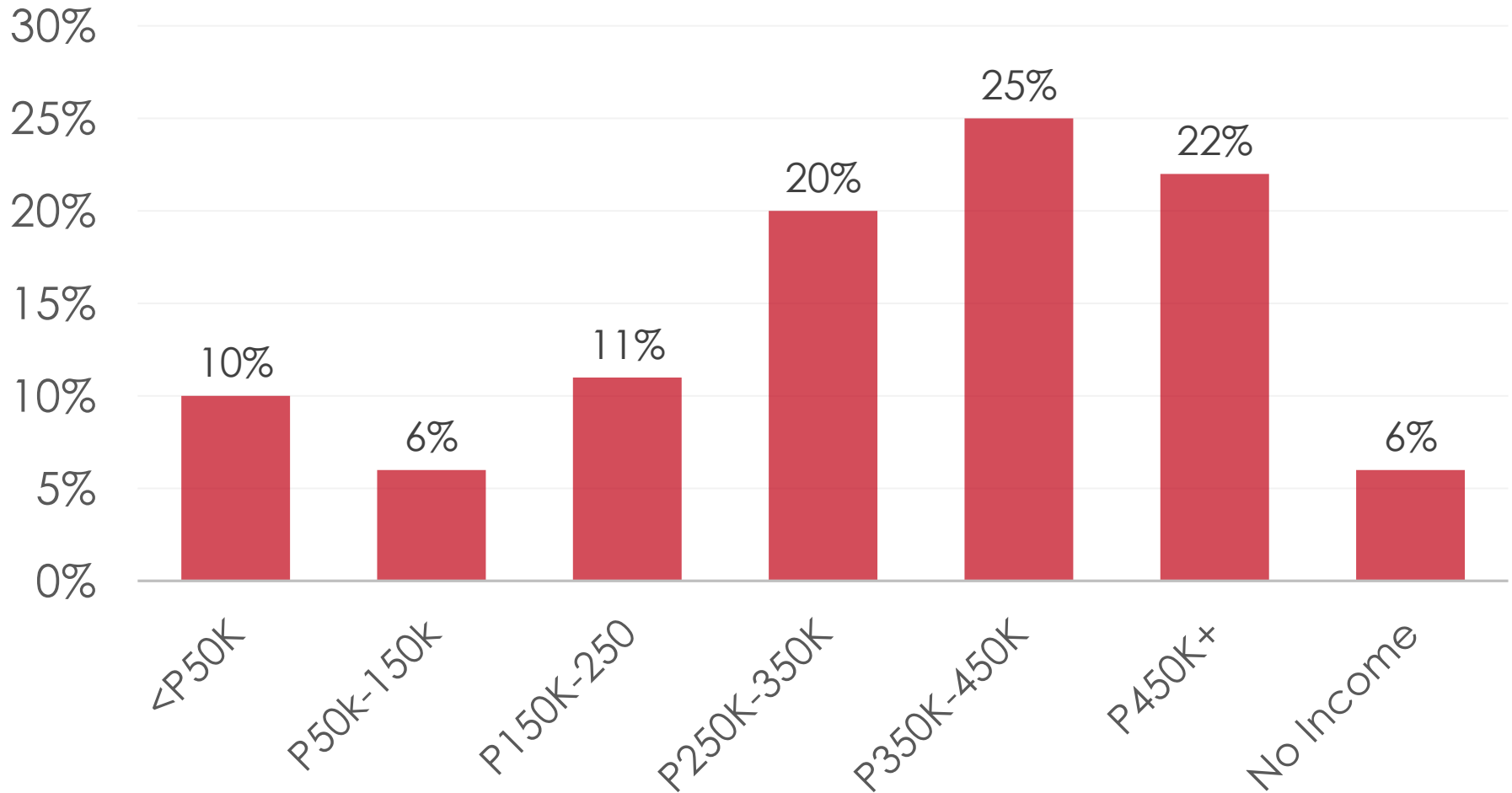
Annual Household Income – Key Segments

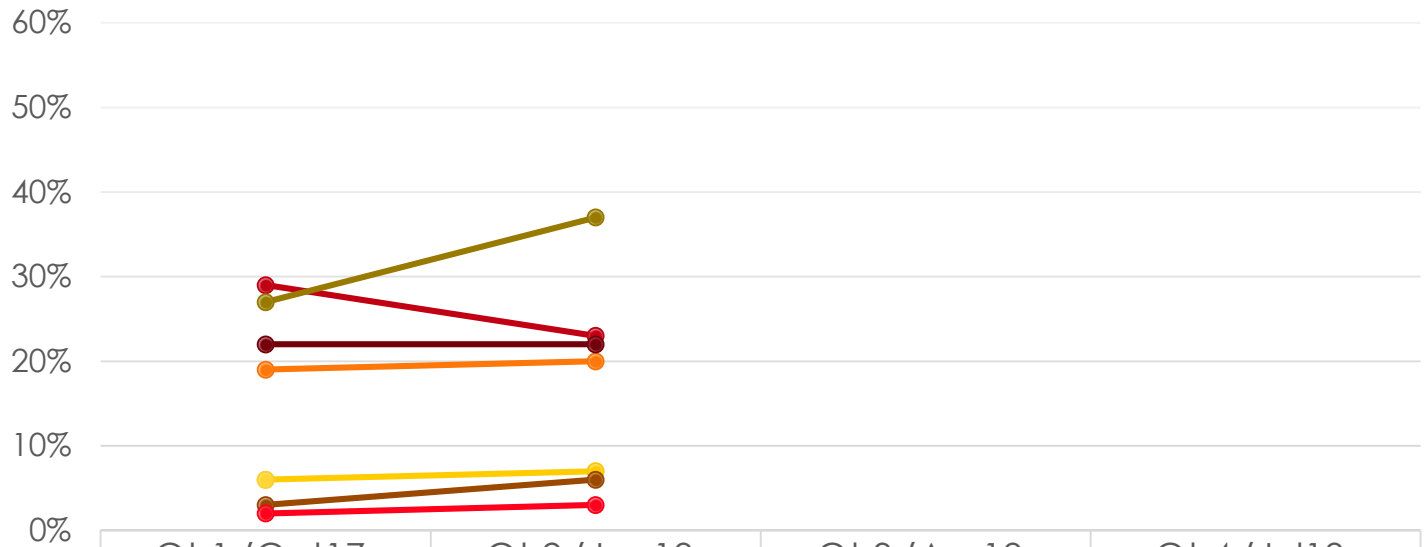**GVB EXIT SURVEY**
Q26 Household income:

		TOTAL	MICE	LEISURE	FIT	FAMILY
		-	-	-	-	-
Q26	Up to P50K	10%	50%	10%	10%	8%
	P50K-P150K	6%		6%	5%	6%
	P150K-P250K	11%		10%	12%	13%
	P250K-P350K	20%		18%	20%	8%
	P350K-P450K	25%	50%	24%	24%	27%
	P450K+	22%		28%	24%	27%
	No Income	6%		5%	5%	10%
	Total	105	2	80	86	48

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Travel Party

Travel Party
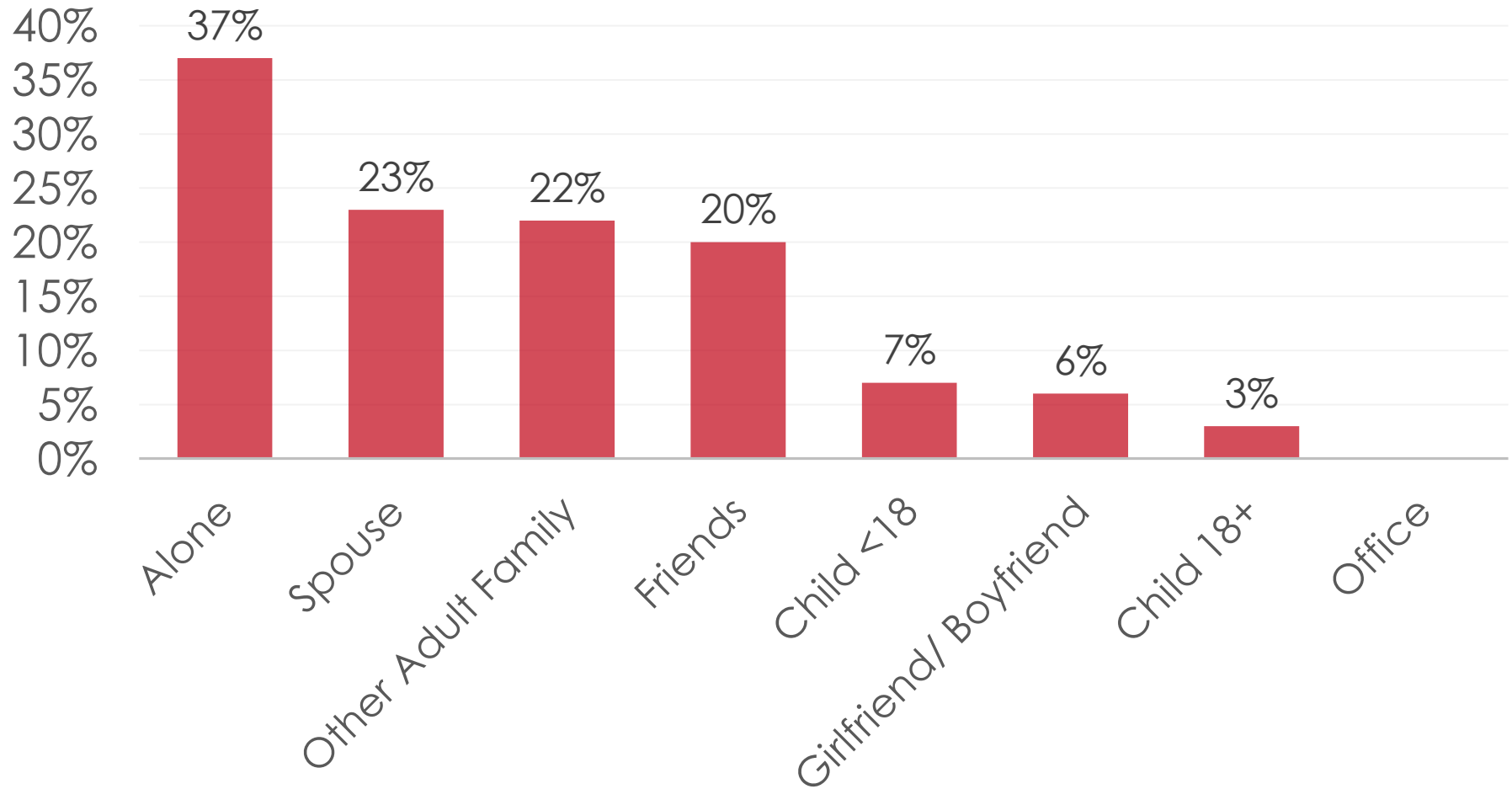
	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
Spouse	29%	23%		
Child <18	6%	7%		
Friend/ Assoc	19%	20%		
Other Adult Family	22%	22%		
Alone	27%	37%		
Girlfriend/ Boyfriend	3%	6%		
Child- Adult	2%	3%		
Office	6%			

[A]

Travel Party - Children

7% TRAVELING WITH A CHILD

Age Group	Percentage
0-2 Years old	2%
3-6 Years old	3%
7-11 Years old	2%
12-18 Years old	1%

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Trips to Guam
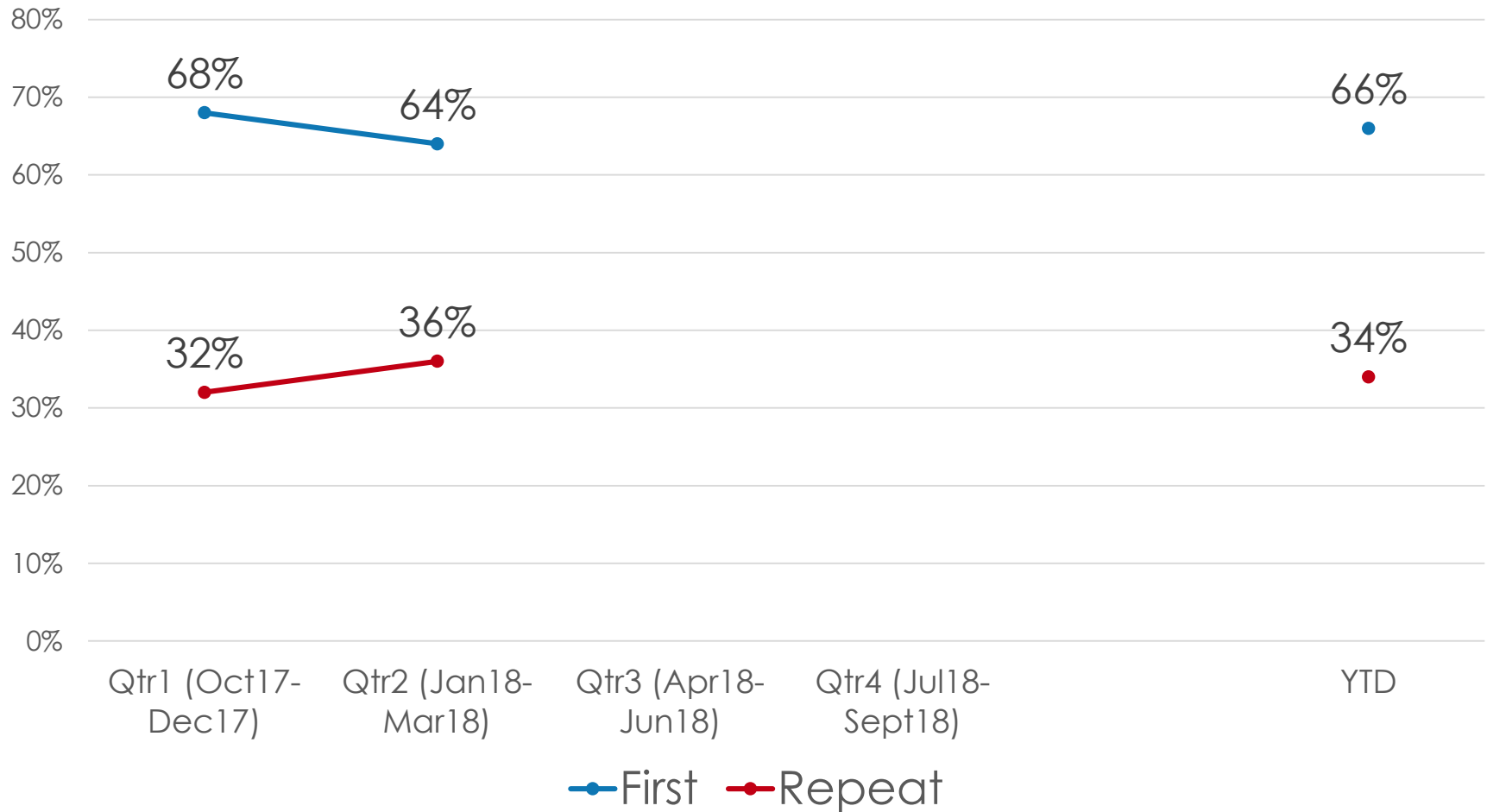

Repeat
36%

First time
64%

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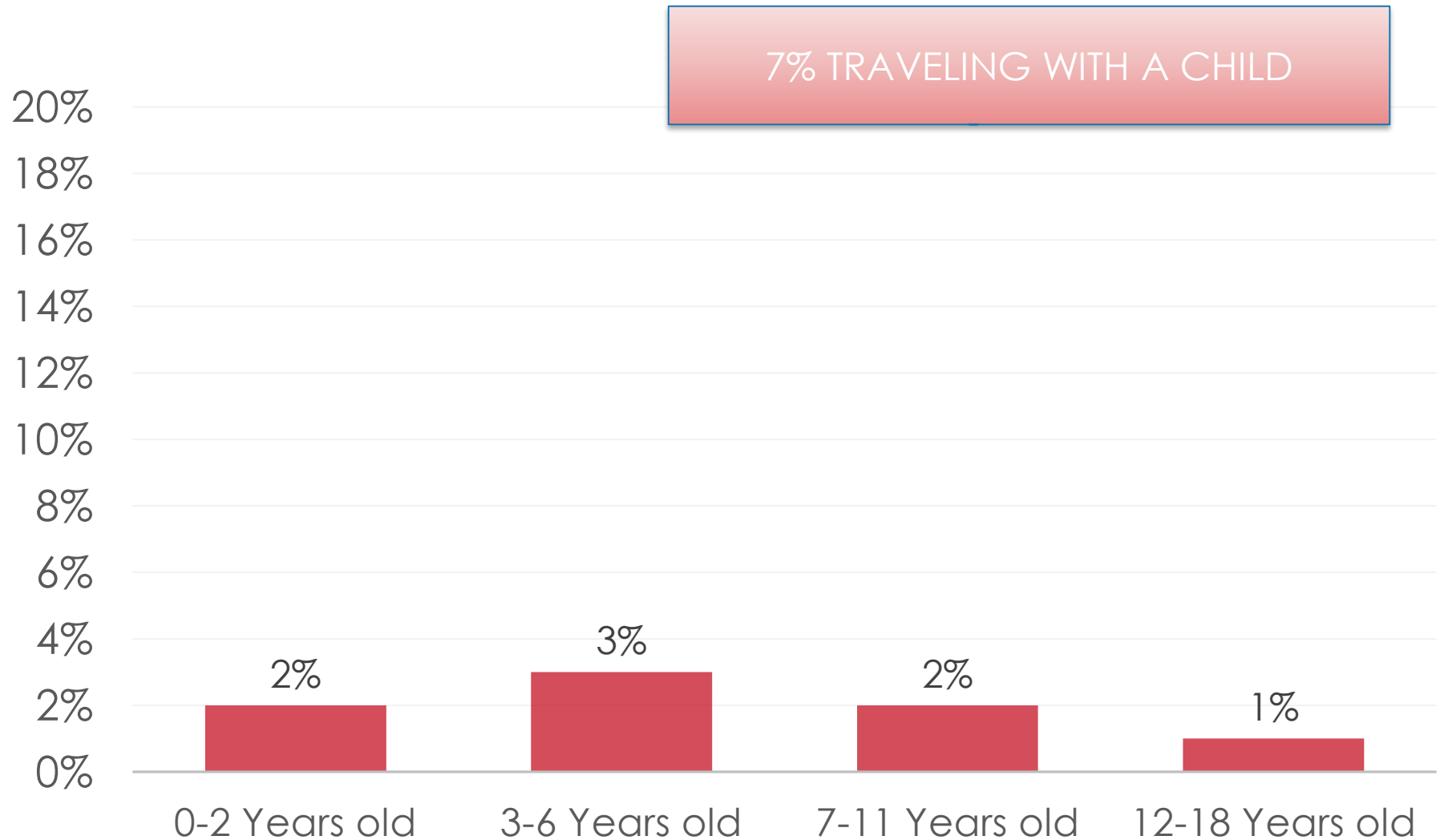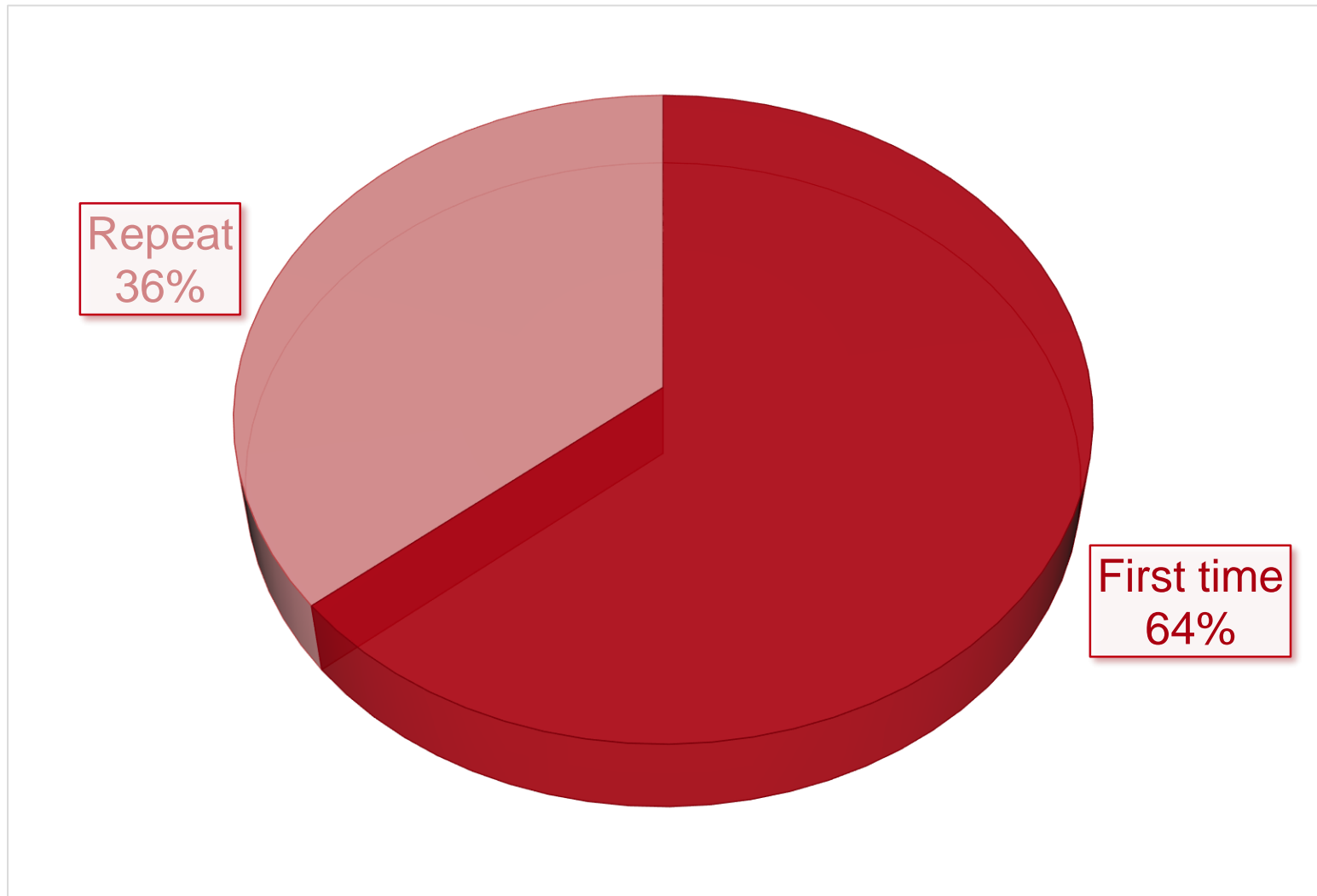
Trips to Guam – FY2018 Tracking

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	64%	100%	70%	62%	65%
	Repeat	36%		30%	38%	35%
	Total	107	2	81	87	49
Q3A	Mean	1.68	1.00	1.52	1.66	1.65
	Median	1	1	1	1	1

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Length of Stay

Bar chart of length of stay:
- One to two nights: 16%
- Three nights: 43%
- Four or more nights: 41%

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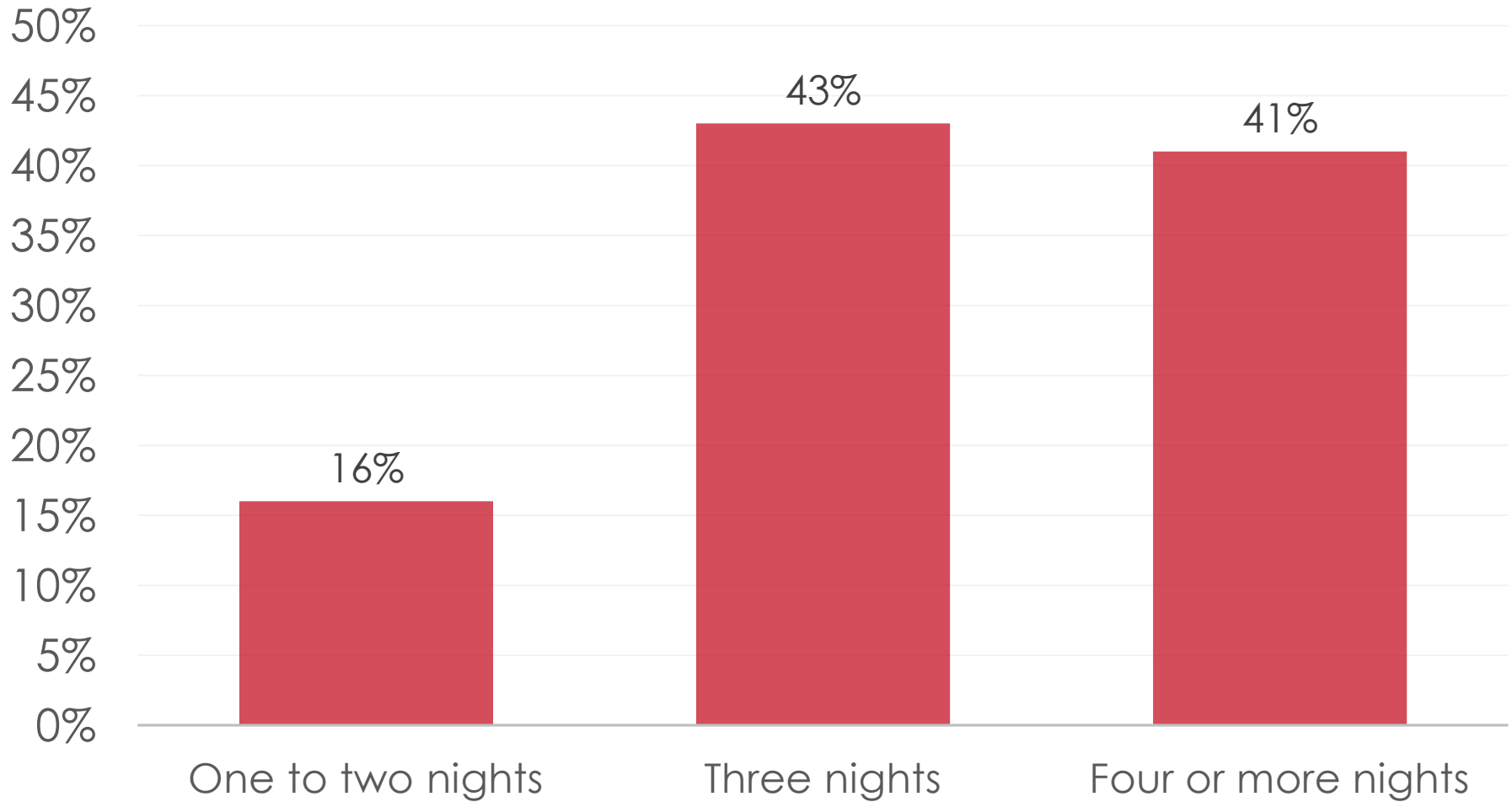
Length of Stay – FY2018 Tracking

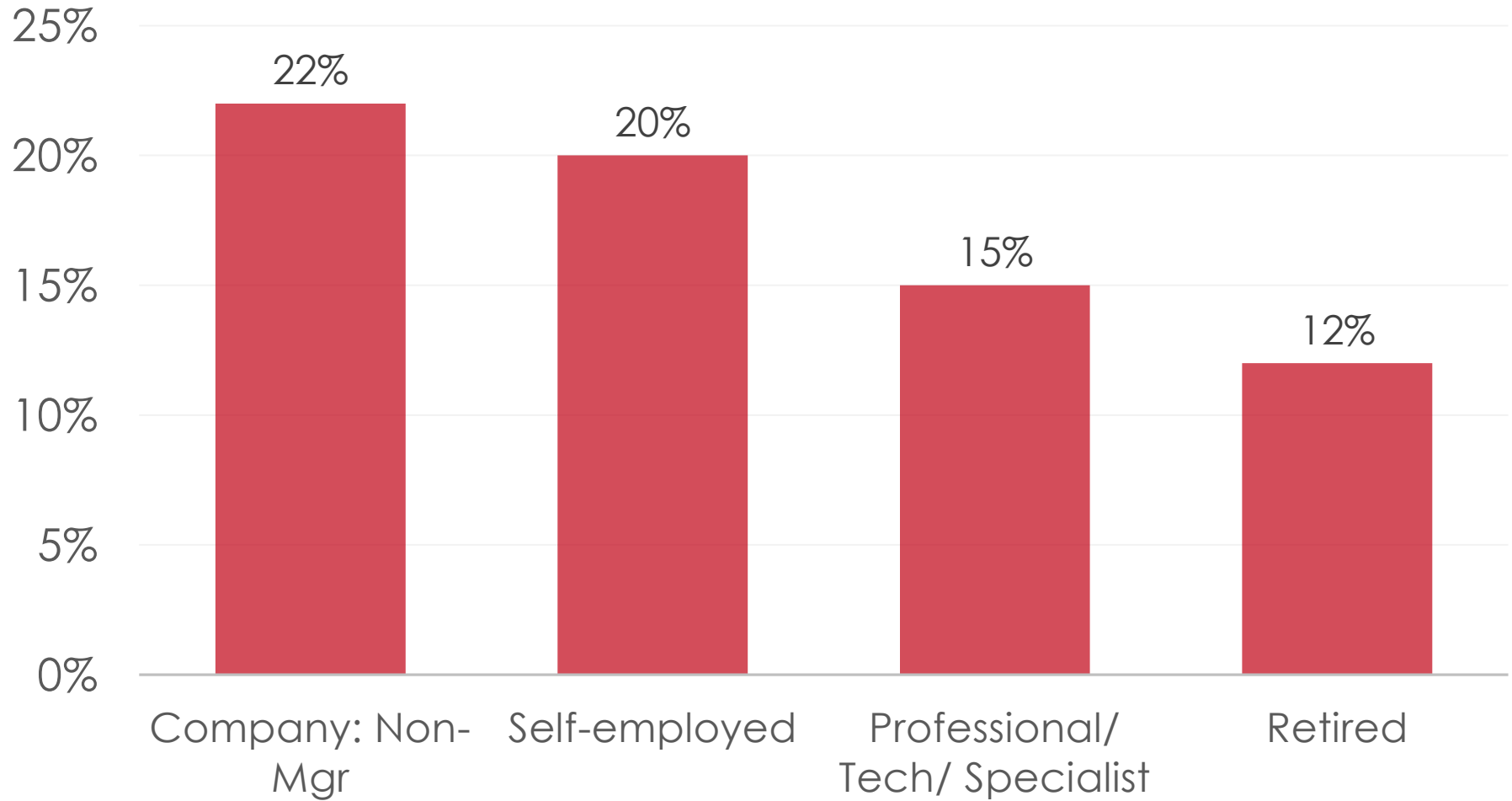|	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)		YTD
MEAN	5.85	4.96				5.41
MEDIAN	5	3				4

[A]
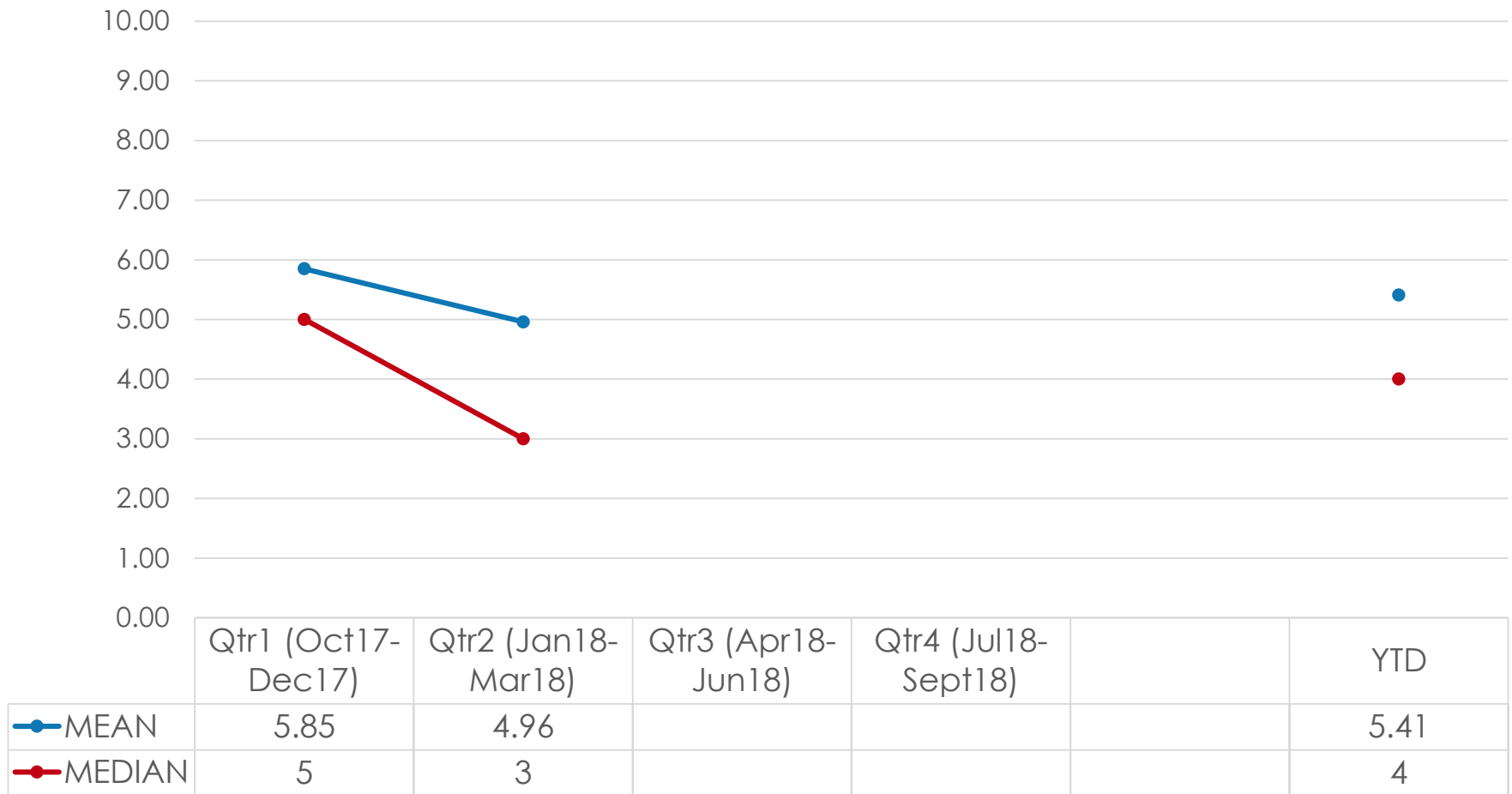
Length of Stay – Key Segments

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

		TOTAL	MICE	LEISURE	FIT	FAMILY
		-	-	-	-	-
SA	1-2	16%		19%	16%	10%
	3	43%	50%	42%	45%	43%
	4+	41%	50%	40%	39%	47%
	Total	107	2	81	87	49
SA	Mean	4.96	4.00	4.51	4.52	4.63
	Median	3	4	3	3	3

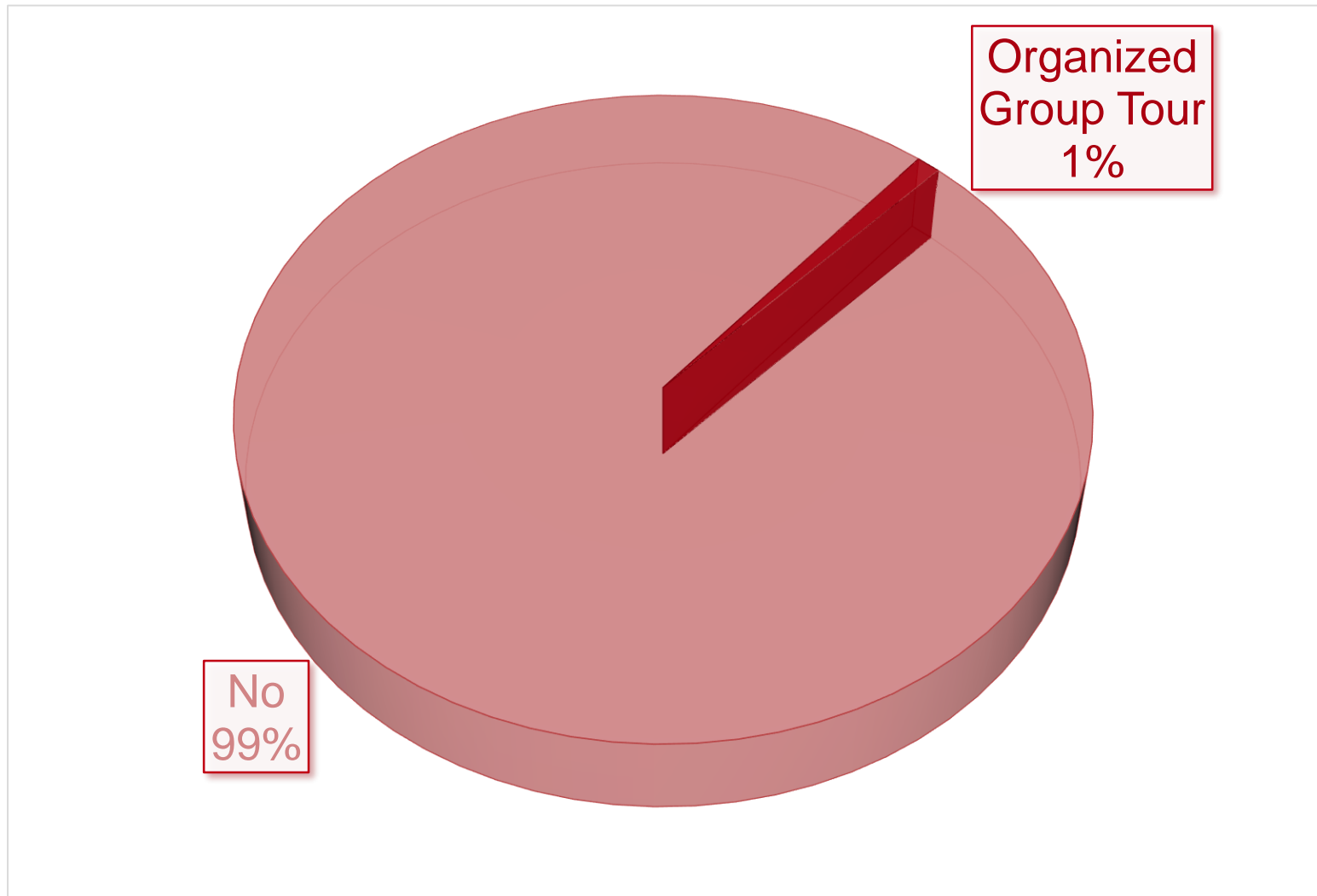Prepared by Anthology Research

[A]

Occupation – Top Responses (10%+)

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SECTION 2
TRAVEL PLANNING
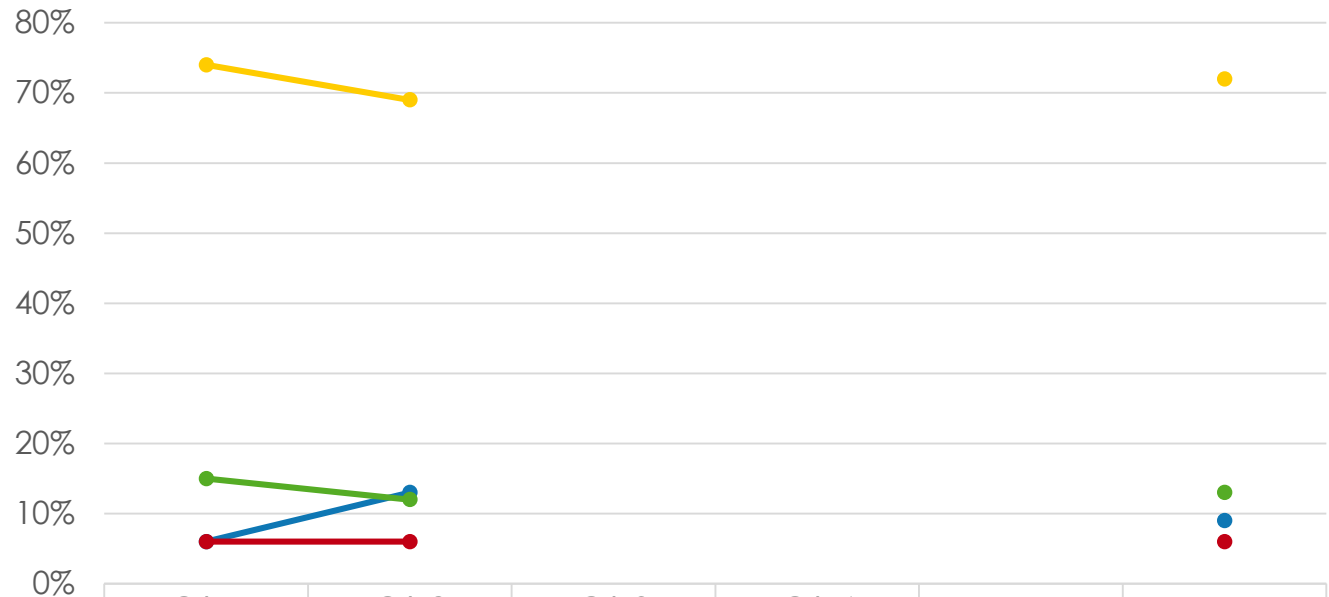
[A]

Organized Group Tour

Organized
Group Tour
1%

No
99%

[A]

Organized Group Tour

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)		YTD
Organized Group Tour	4%	1%				2%

[A]
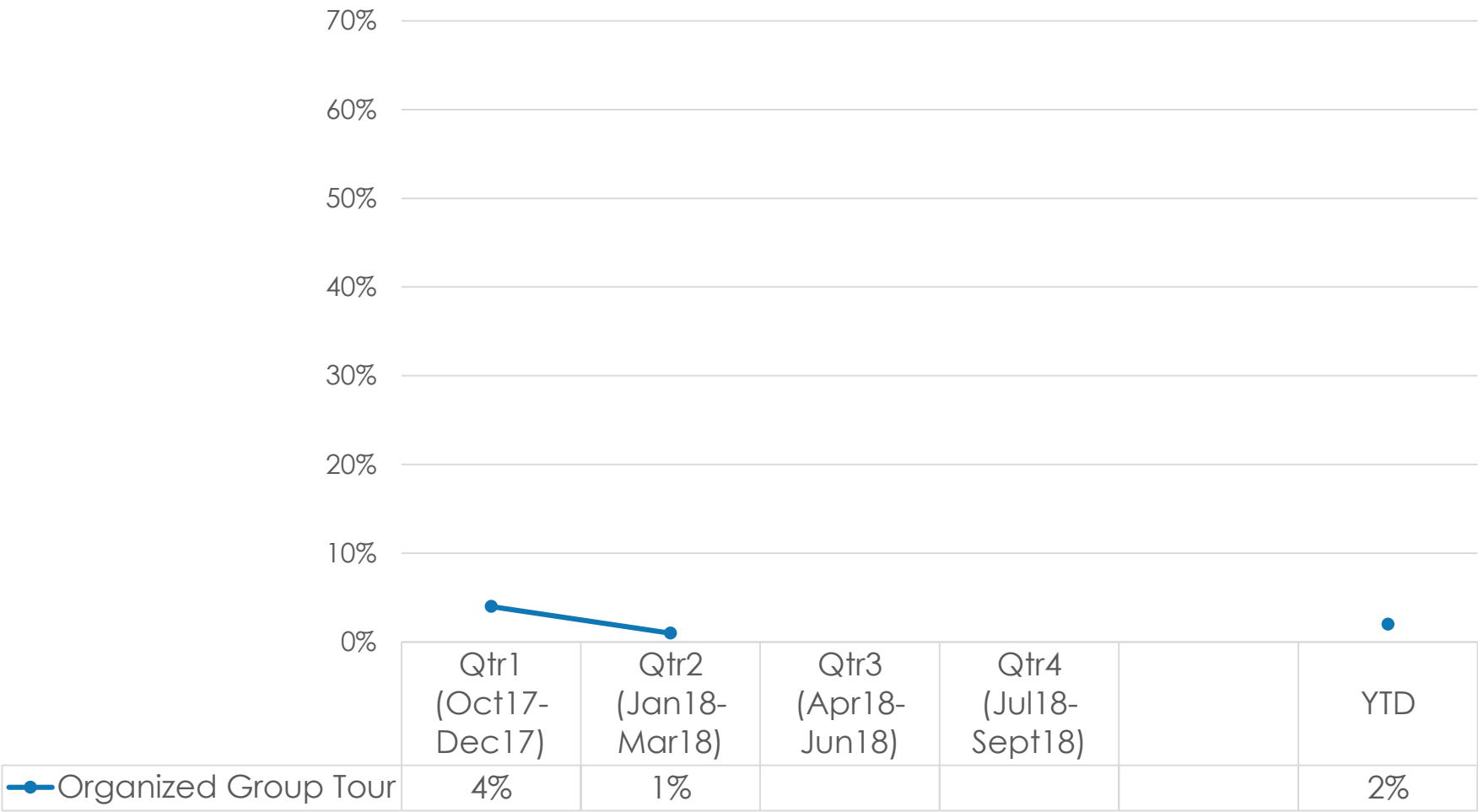
Travel Arrangements Sources
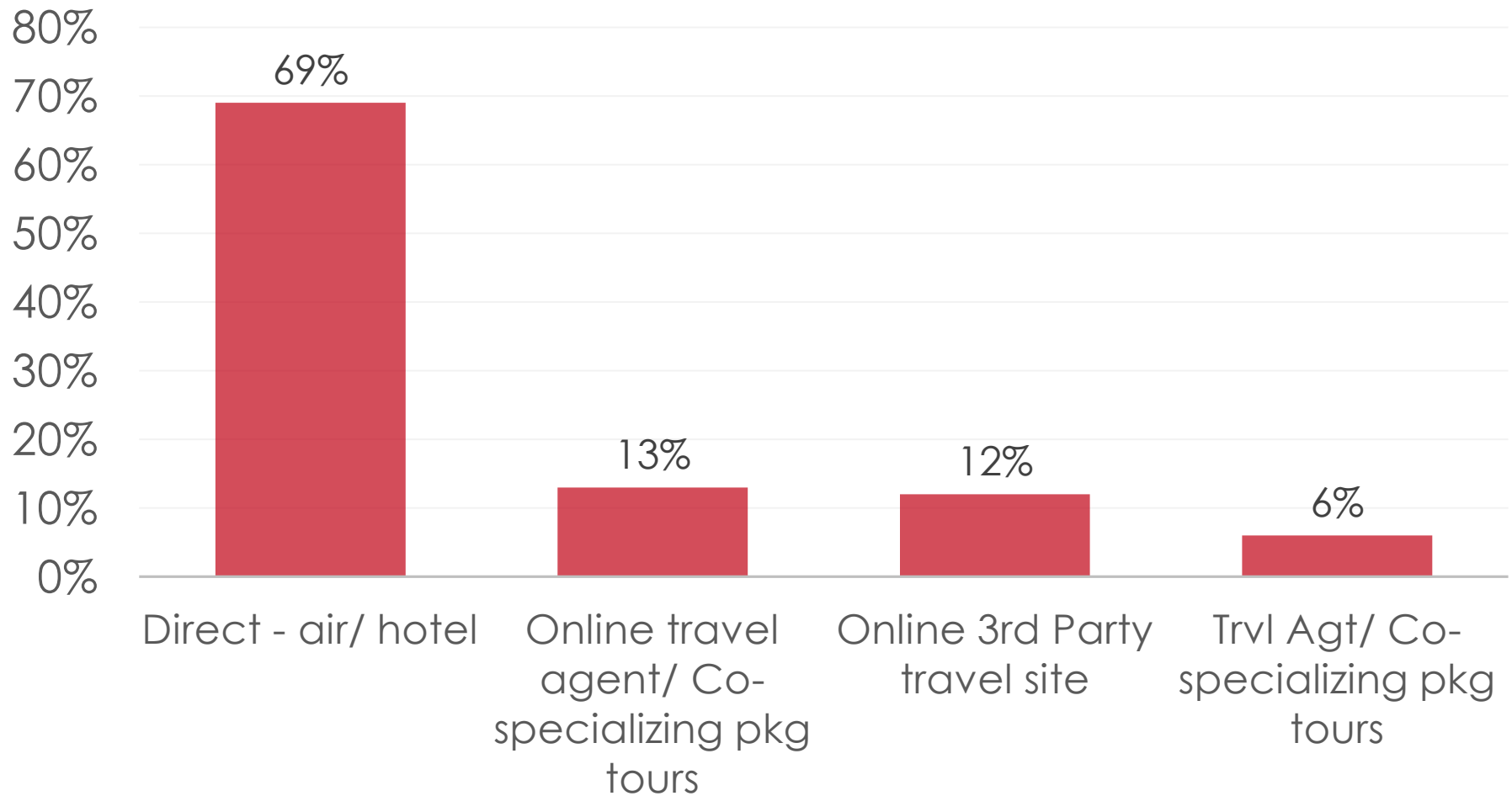
Travel Arrangements Sources

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)		YTD
Online travel agent	6%	13%				9%
Trvl Agt/ Co- Pkg Tour	6%	6%				6%
Online 3rd Party	15%	12%				13%
Direct Air/ Hotel	74%	69%				72%

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Prepaid Package Trip

Prepaid Pkg
18%

No
82%

[A]

Prepaid Package Trip

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)		YTD
Prepaid Pkg Trip	27%	18%				22%

[A]
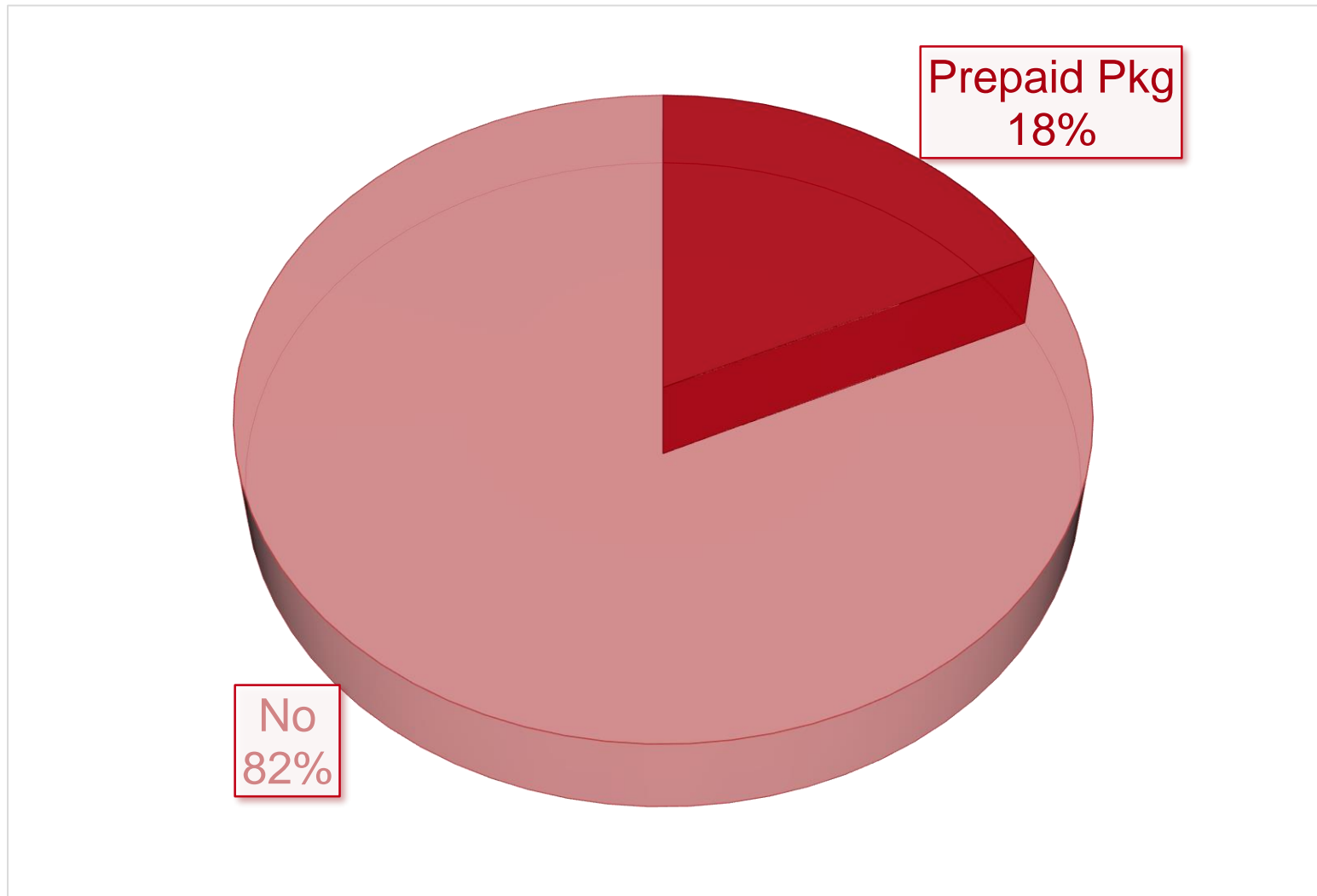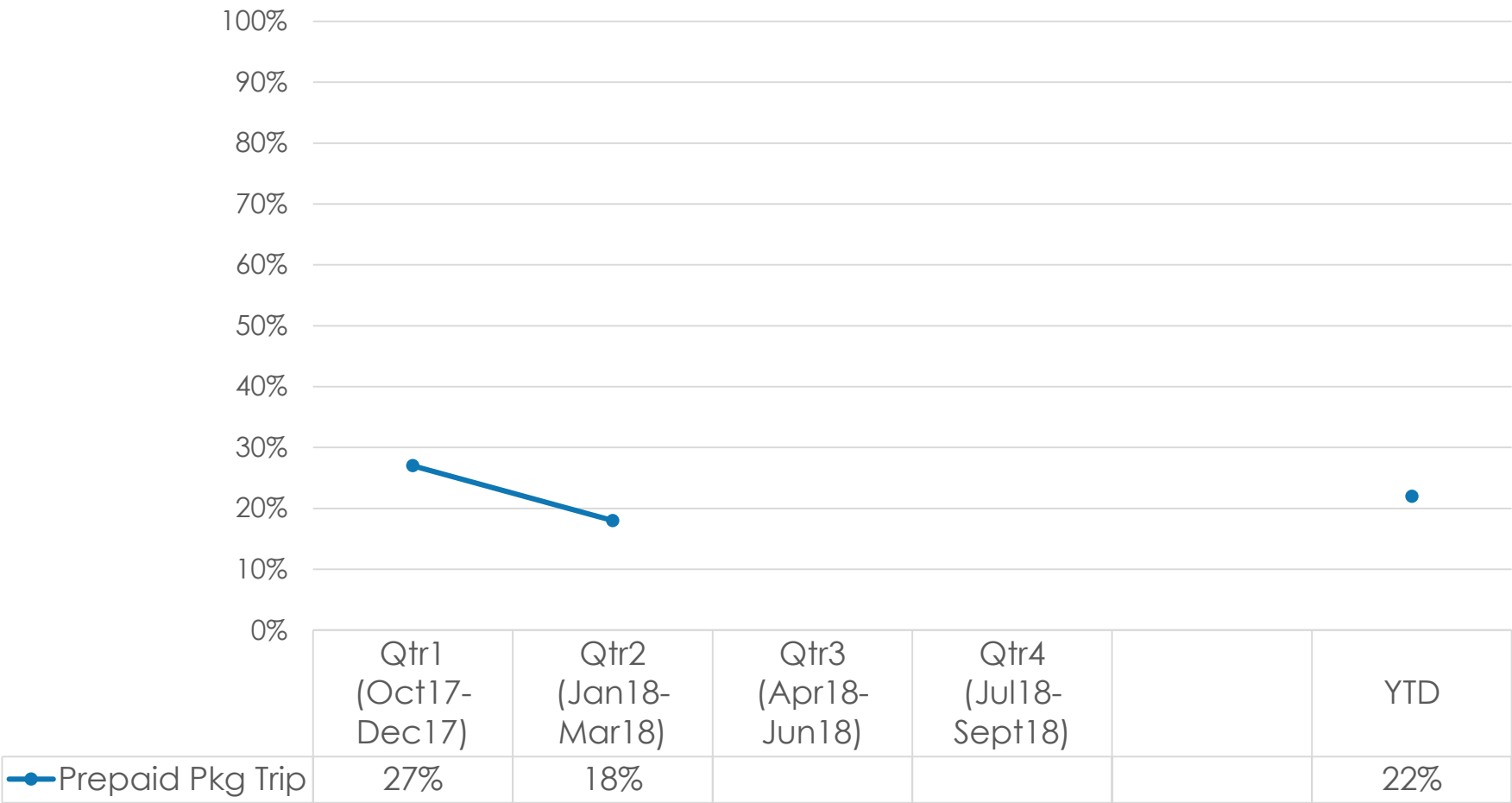
Accommodations (Top Responses/ 5%+)

Legend: Stayed At, Length of Stay

Accommodation	Stayed At	Length of Stay
Home stay/ friend/ relative	27%	6.21
Verona Resort	11%	3.09
Guam Plaza	10%	3.80
Apartment	7%	13.86
Holiday Guam Resort	7%	3.00
Guest House/ Rental	6%	4.33
Hilton Guam	5%	3.20

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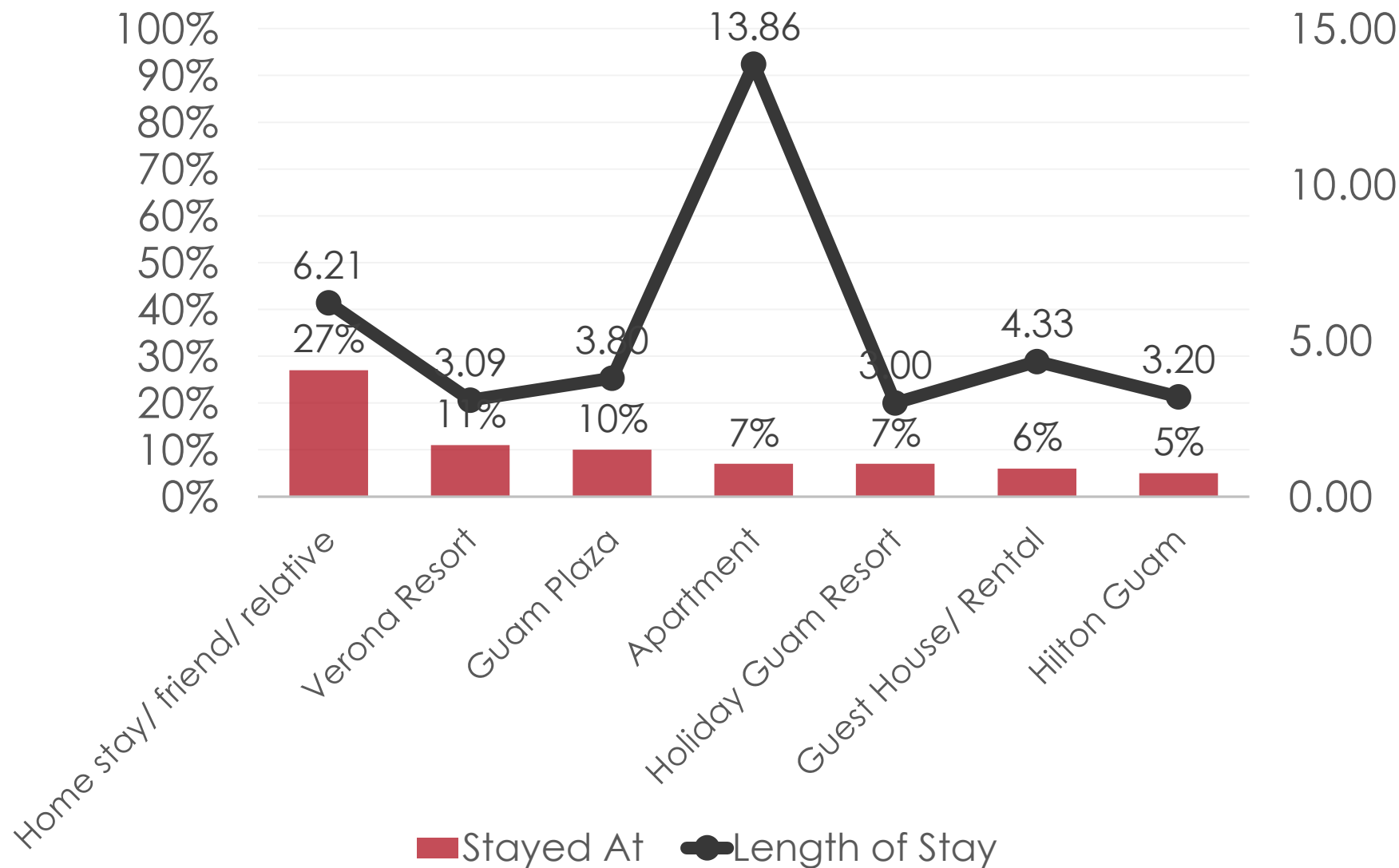
Travel Motivation (Top Responses)

Motivation	Percentage
Relax	40%
Beauty	35%
Pleasure	29%
Shopping	27%
Recommend	23%
Visit- fr/rel	21%
Prior trip	14%
Price	8%
Travel time	8%
Safe	8%

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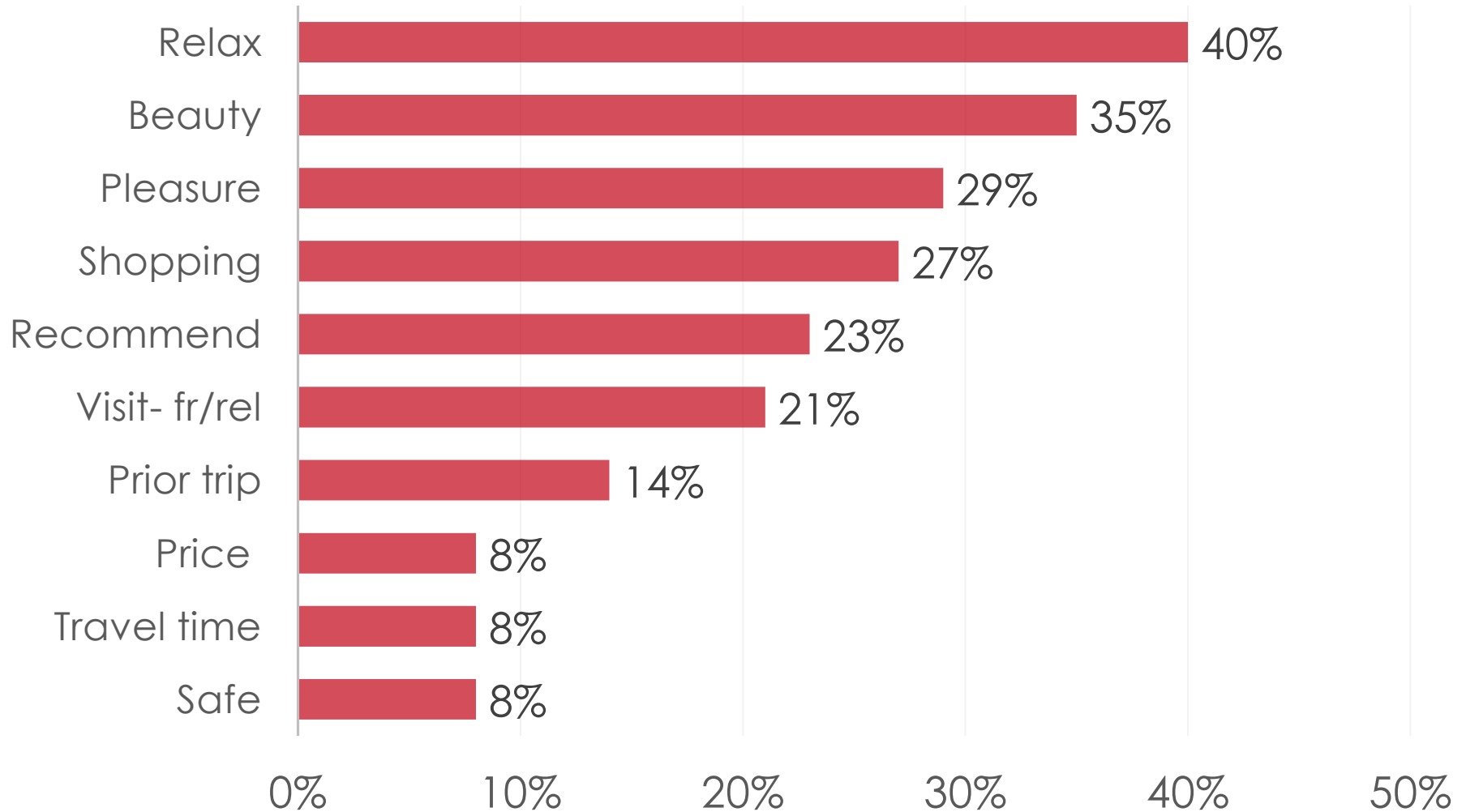
Travel Motivation – Key Segments

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

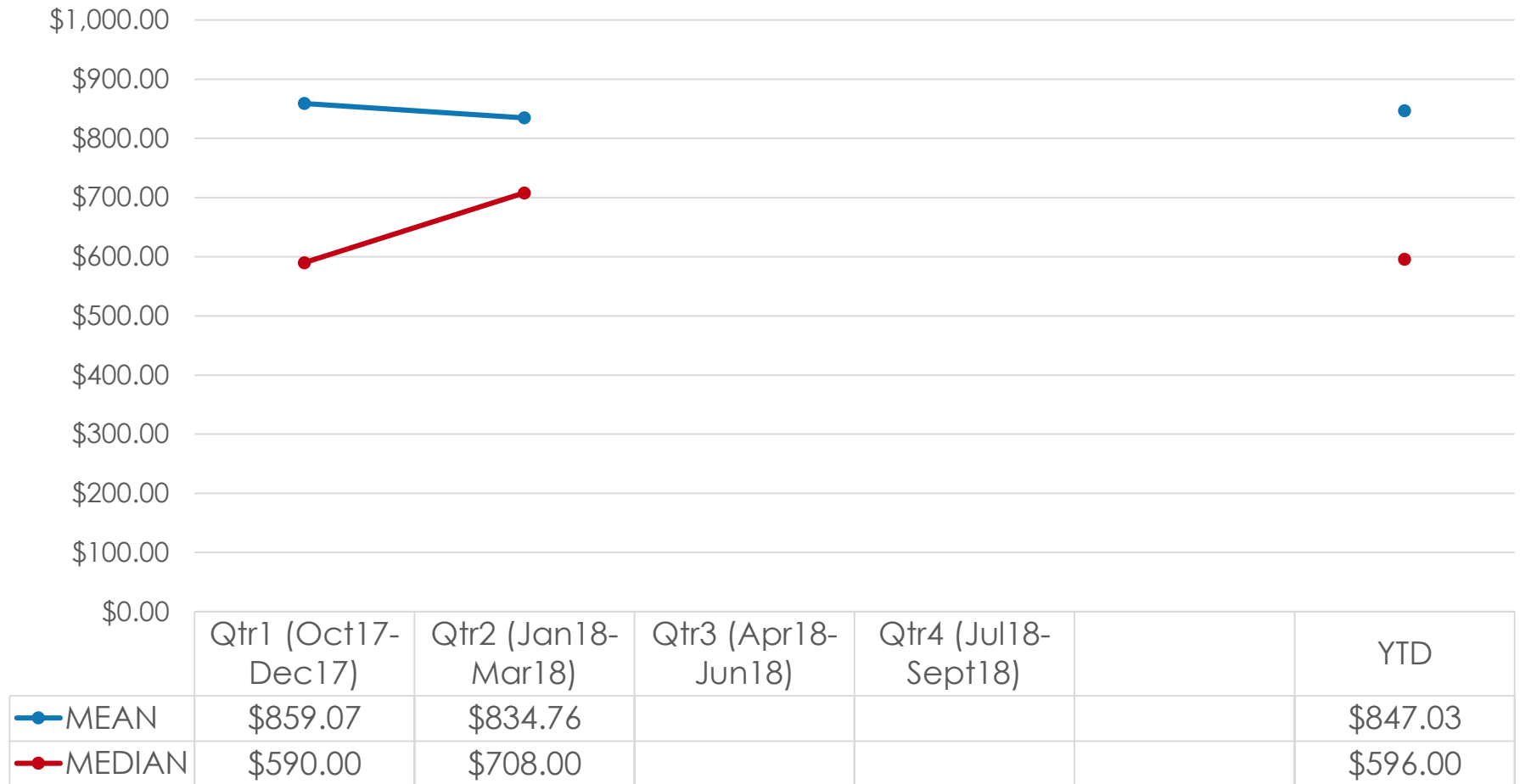|		TOTAL	MICE	LEISURE	FIT	FAMILY
		-	-	-	-	-
Q5A	Just to relax	40%		52%	38%	39%
	Beautiful seas, beaches, tropical climate	35%		46%	39%	41%
	Pleasure/ vacation	29%		38%	33%	35%
	Shopping	27%		32%	31%	33%
	Recommendation of friend/ relative/ travel agency	23%		14%	26%	22%
	To visit friends or relatives	21%		12%	17%	24%
	A previous visit	14%		16%	14%	12%
	Short travel time (not too far from home)	8%		9%	9%	14%
	Price of the tour package	8%	50%	9%	7%	10%
	It is a safe place to spend a vacation	8%		7%	8%	10%
	Adventure	4%	50%	2%	5%	2%
	Water sports (snorkeling, windsurfing, parasailing)	3%		2%	3%	4%
	Company/ business trip	3%	100%		2%	2%
	Career certification/ testing	2%			2%	2%
	Incentive trip	2%	100%		1%	2%
	Shop Guam e-Festival	1%		1%	1%	
	Total	106	2	81	87	49

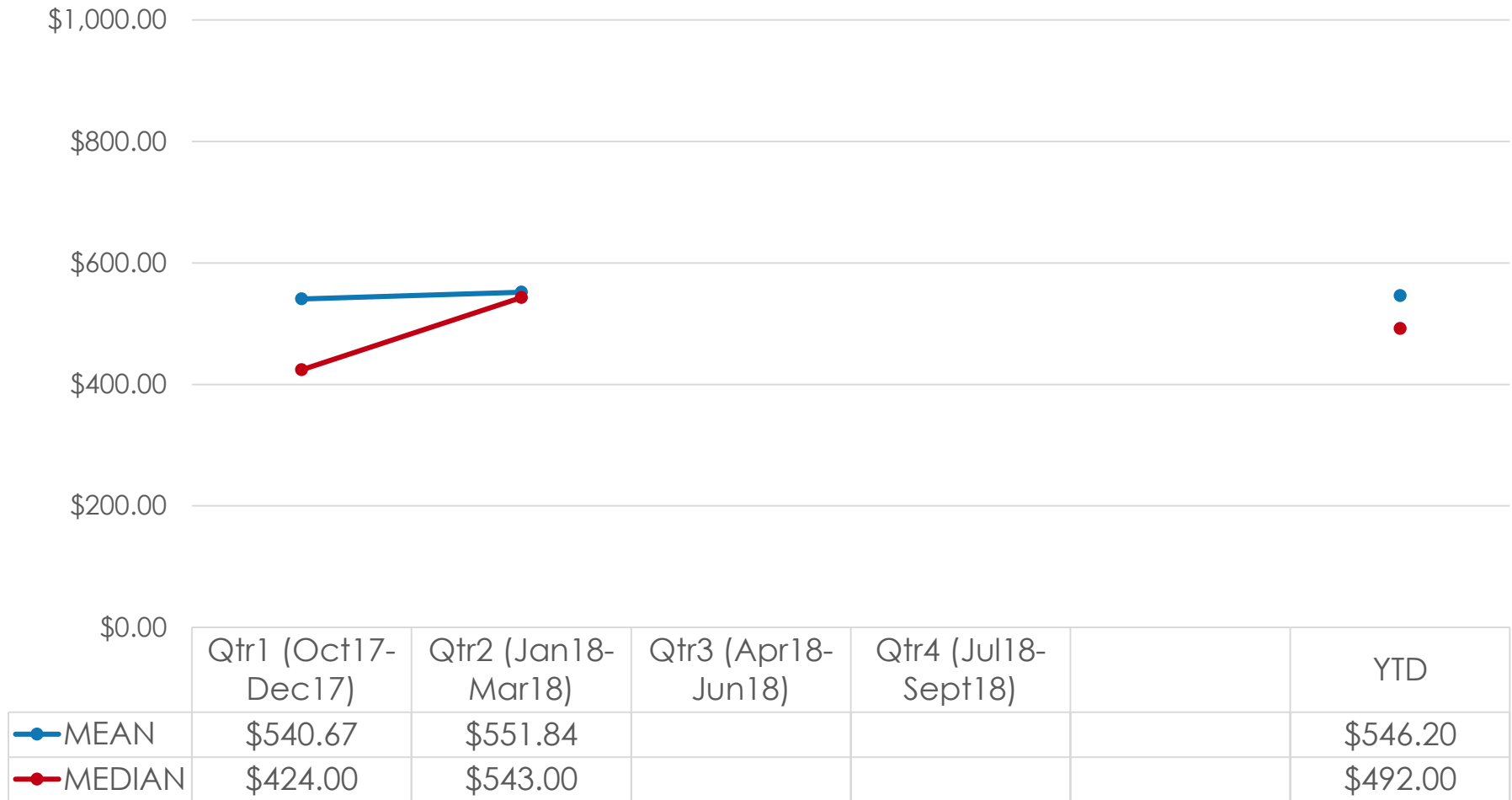Prepared by Anthology Research

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SECTION 3
EXPENDITURES

[A]

Prepaid Expenditures

- $834.76 = overall mean average prepaid expense (for entire travel party size) by respondent

- $551.84 = 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)		YTD
MEAN	$859.07	$834.76				$847.03
MEDIAN	$590.00	$708.00				$596.00

[A]

Prepaid Per Person – FY2018 Tracking

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)		YTD
MEAN	$540.67	$551.84				$546.20
MEDIAN	$424.00	$543.00				$492.00

[A]

Prepaid Per Person – Key Segments

GVB EXIT SURVEY
Q10A PREPAID - PER PERSON:

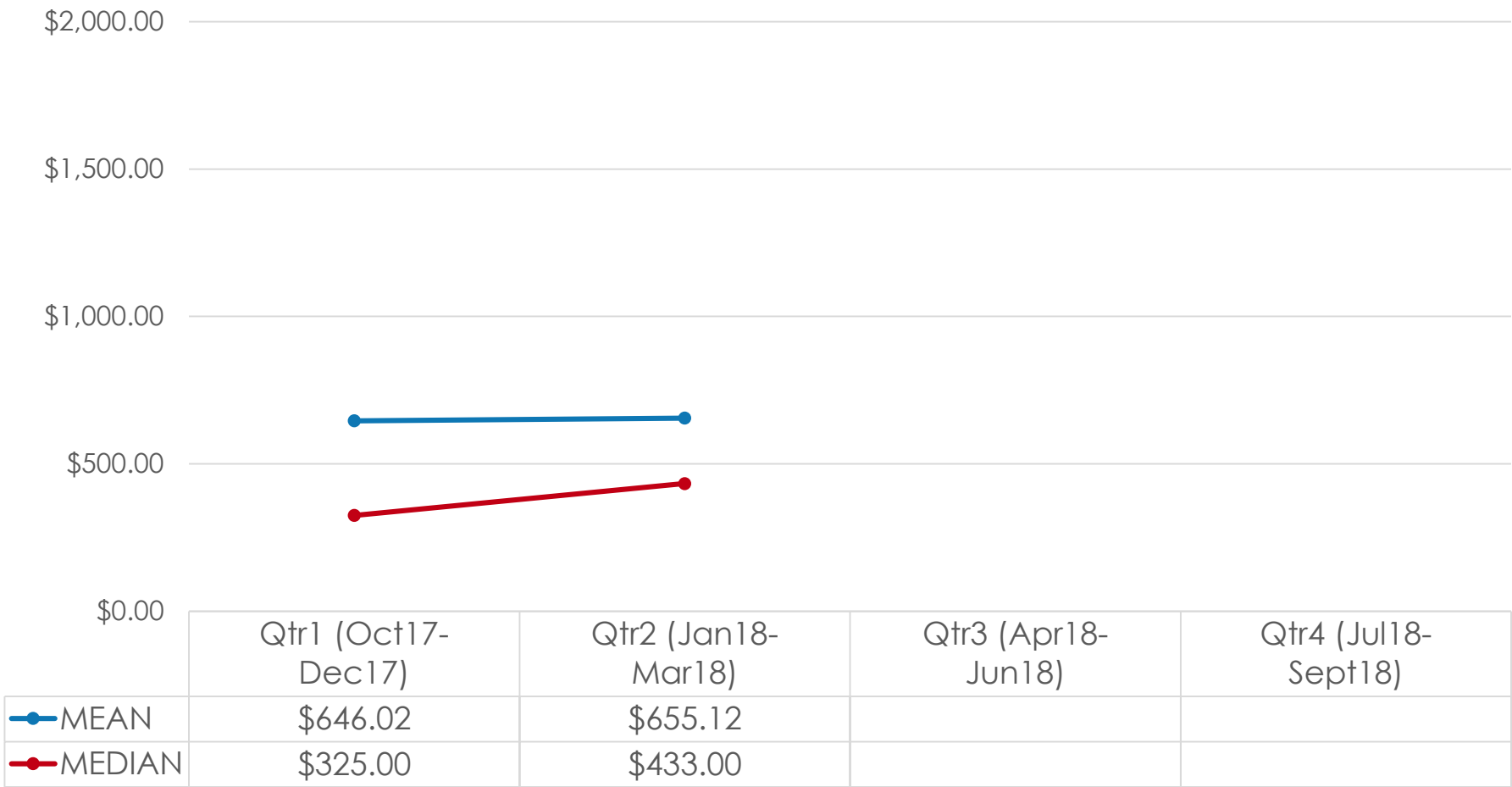|		TOTAL	MICE	LEISURE	FIT	FAMILY
		-	-	-	-	-
PREPAID PP	Mean	$551.84	$591.31	$548.50	$525.30	$441.88
	Median	$543	$591	$523	$523	$485

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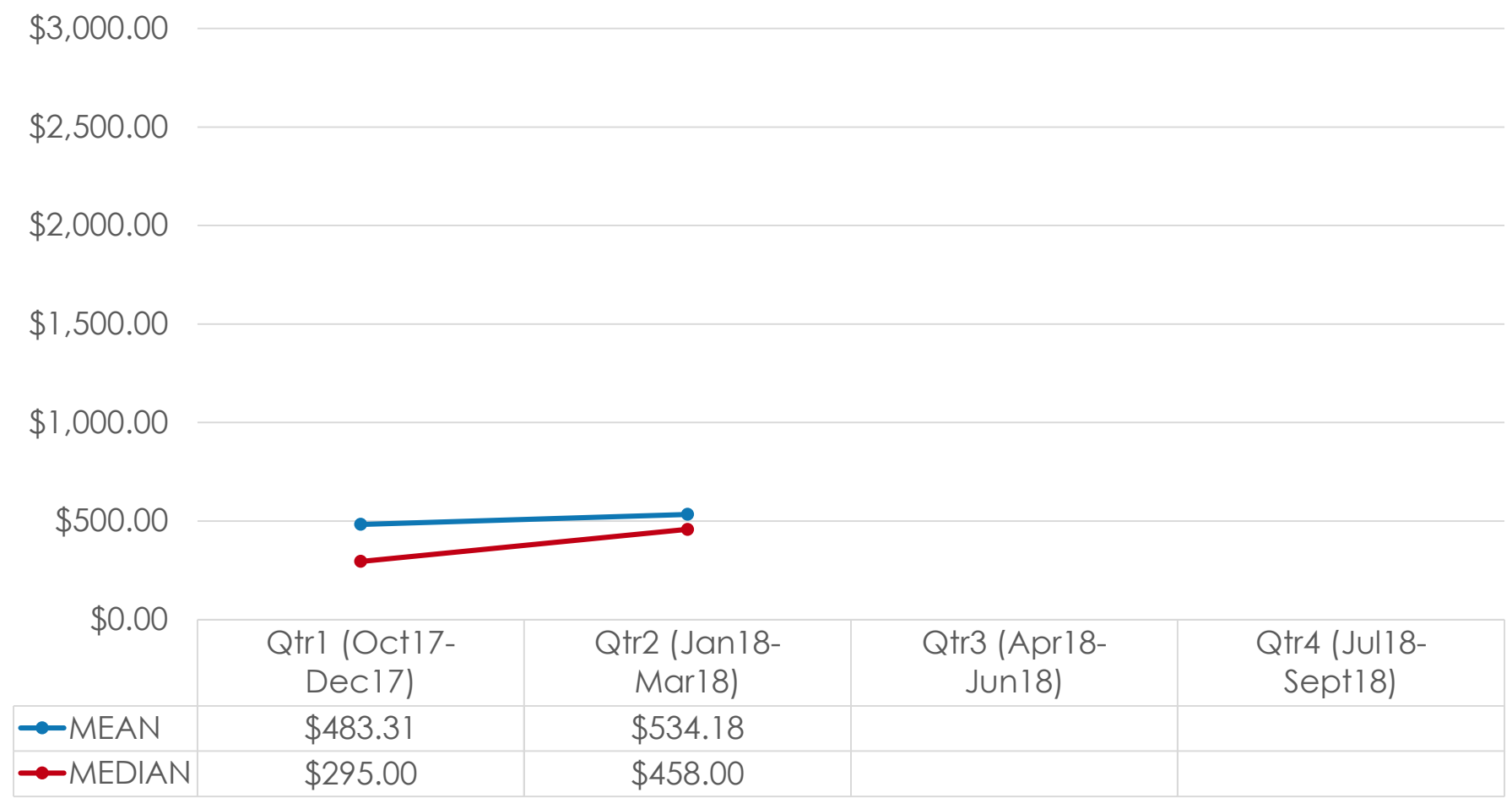
Prepaid Expenses by Category – MEAN Entire Travel Party
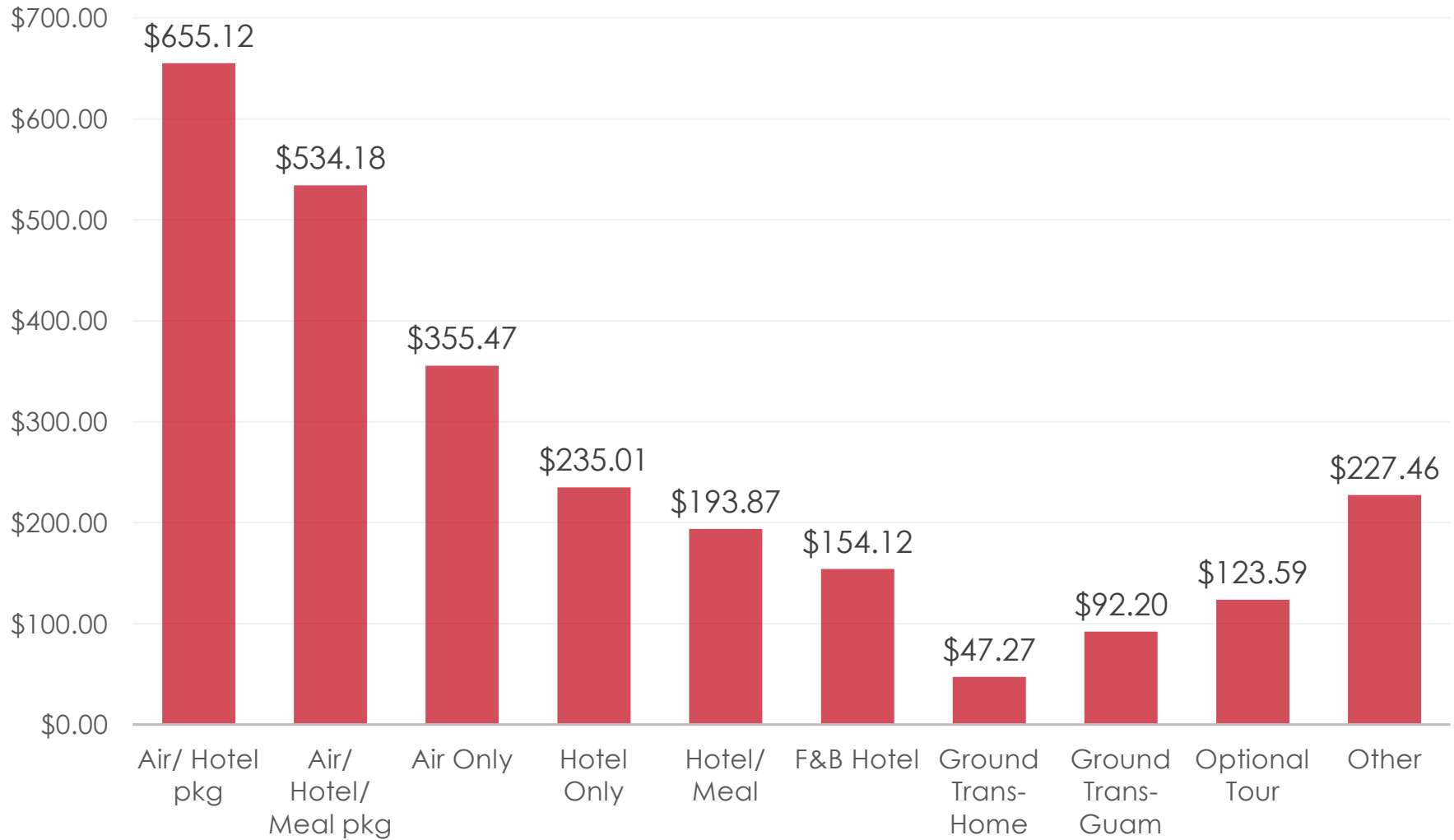
Prepaid – FY2018 Tracking
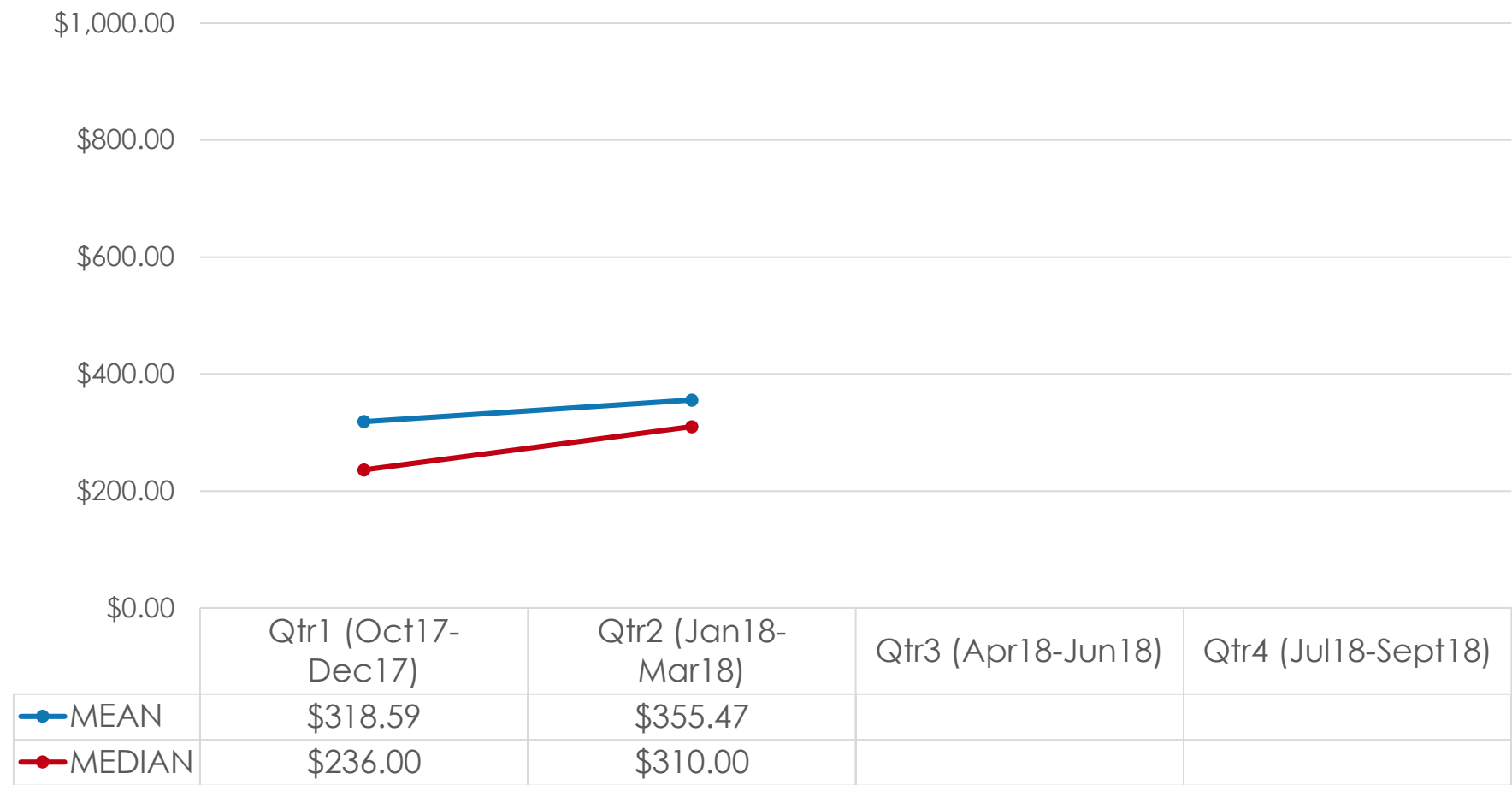## Airfare & Accommodation Packages

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$646.02	$655.12		
MEDIAN	$325.00	$433.00		

[A]

Prepaid – FY2018 Tracking
Airfare & Accommodation W/ Meal Packages

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$483.31	$534.18		
MEDIAN	$295.00	$458.00		

Prepaid – FY2018 Tracking
Airfare Only

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$318.59	$355.47		
MEDIAN	$236.00	$310.00		

Prepaid – FY2018 Tracking
Accommodations Only

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$228.84	$235.01		
MEDIAN	$177.00	$242.00		
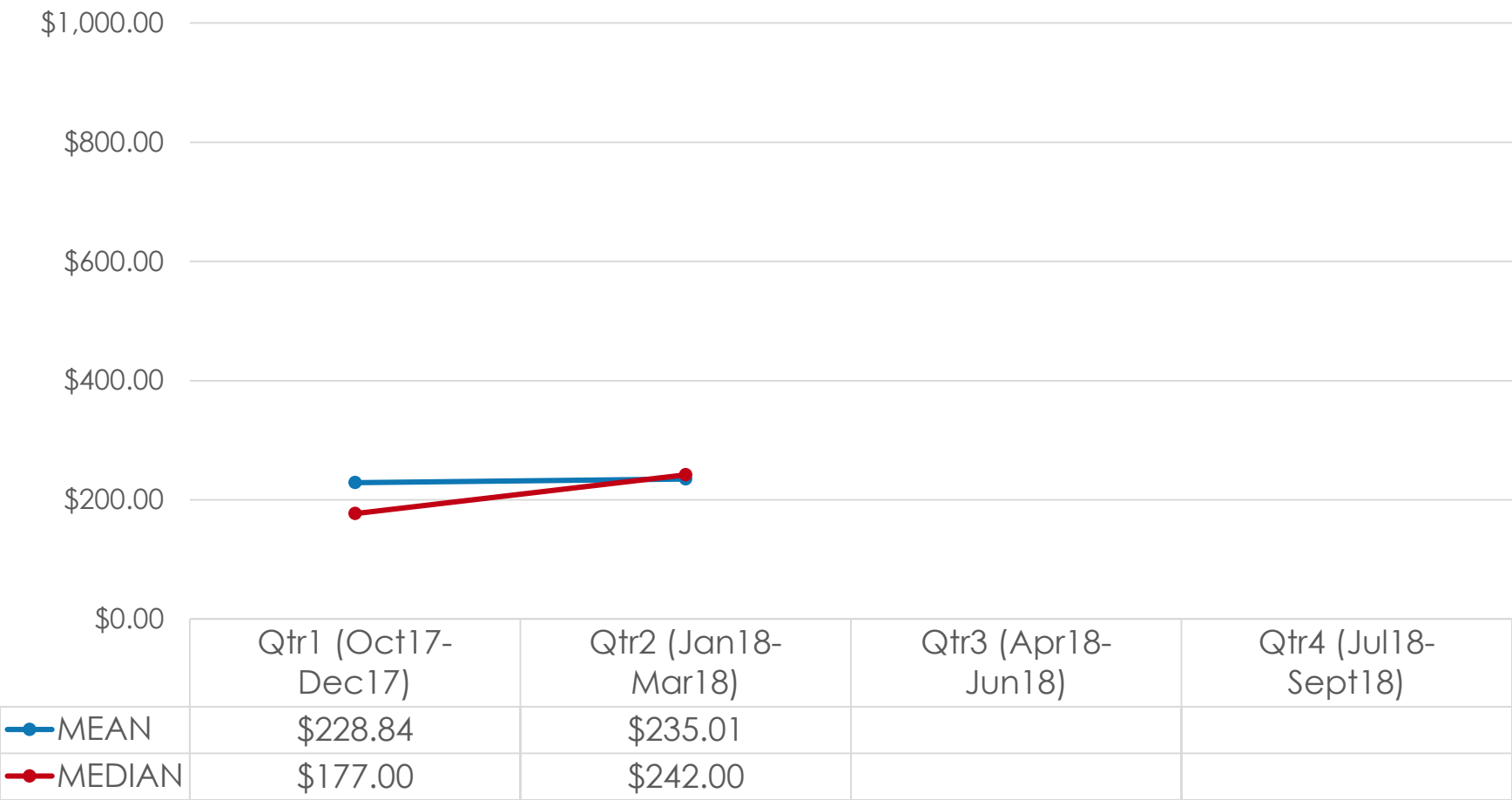
Prepaid – FY2018 Tracking
Accommodations w/ Meal Only

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$334.38	$193.87		
MEDIAN	$393.00	$194.00		

[A]
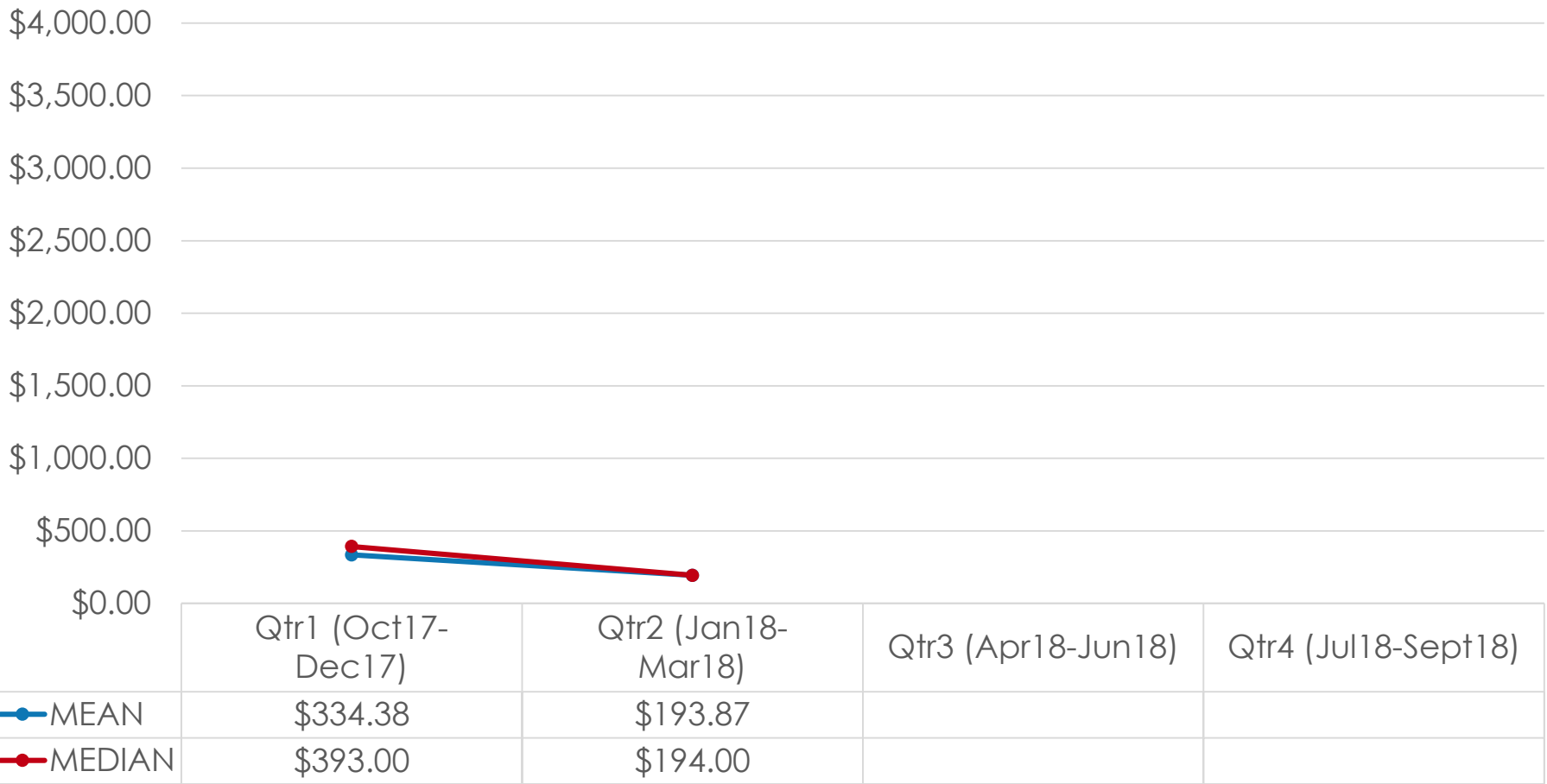
Prepaid – FY2018 Tracking
Food & Beverage in Hotel

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$135.53	$154.12		
MEDIAN	$98.00	$97.00		

[A]
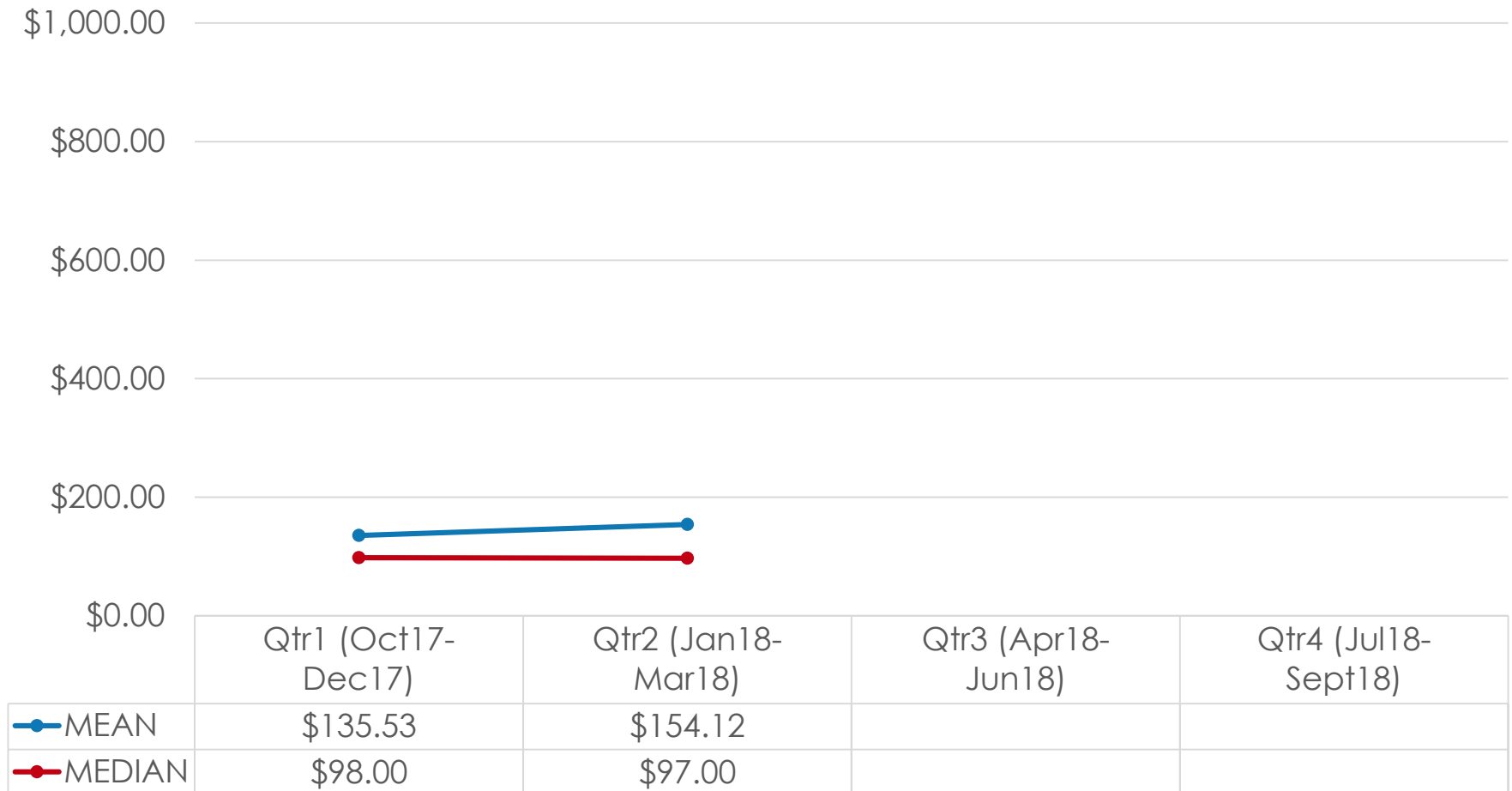
Prepaid – FY2018 Tracking
Ground Transportation - Philippines
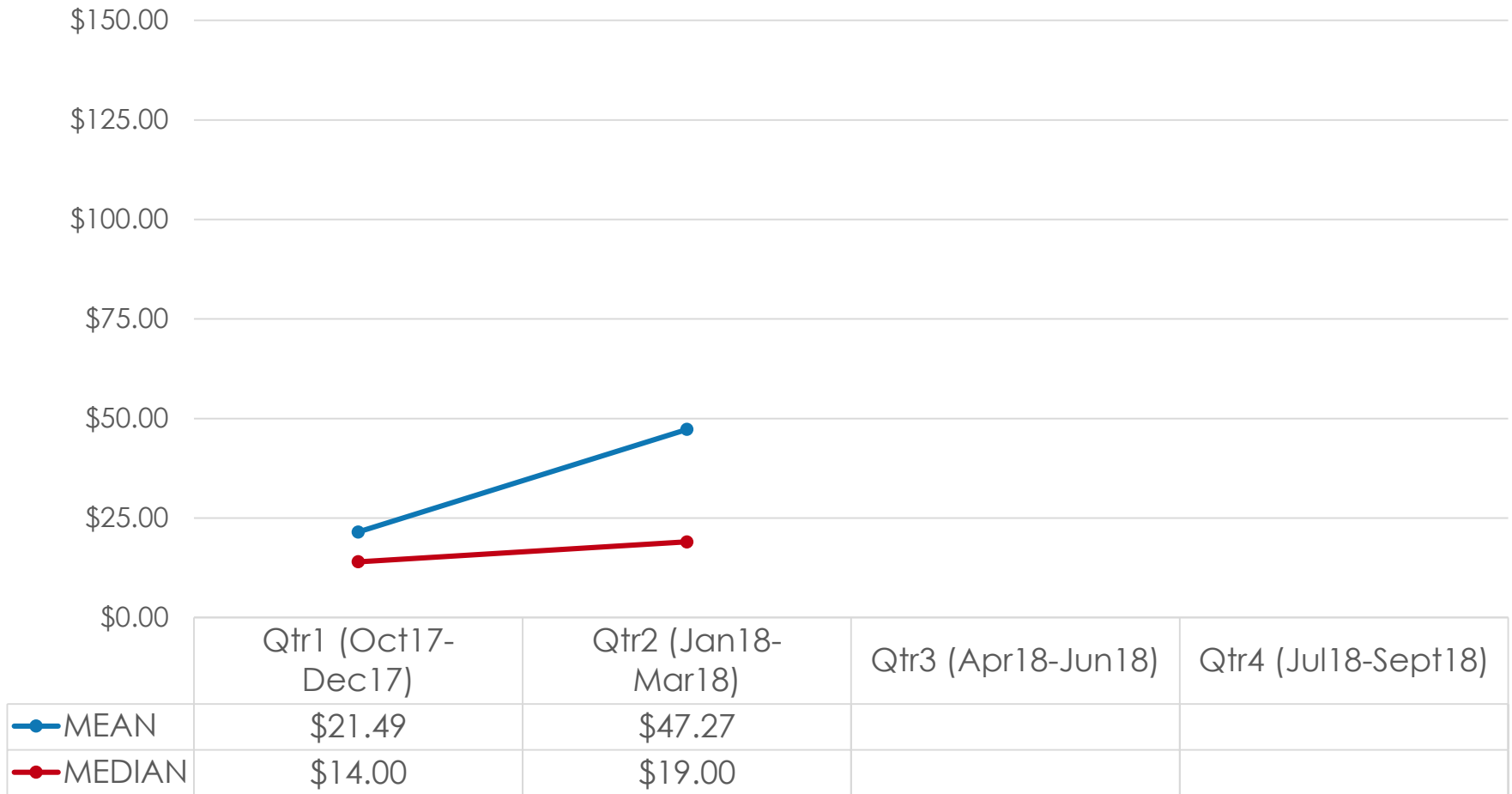
	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$21.49	$47.27		
MEDIAN	$14.00	$19.00		

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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	$92.20		
MEDIAN	$69.00	$60.00		

[A]
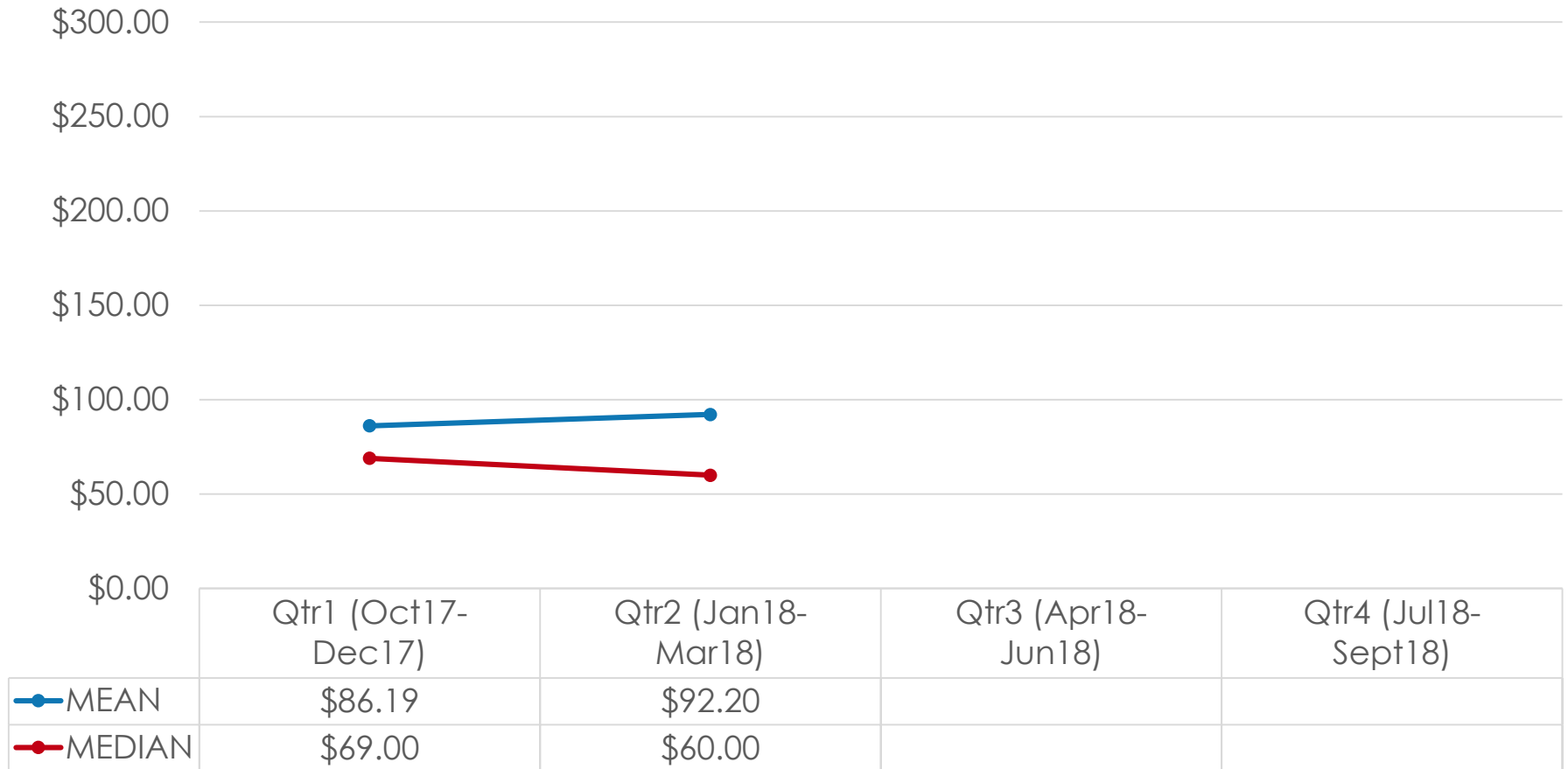
Prepaid – FY2018 Tracking
Optional tours/ Activities

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$298.49	$123.59		
MEDIAN	$246.00	$79.00		
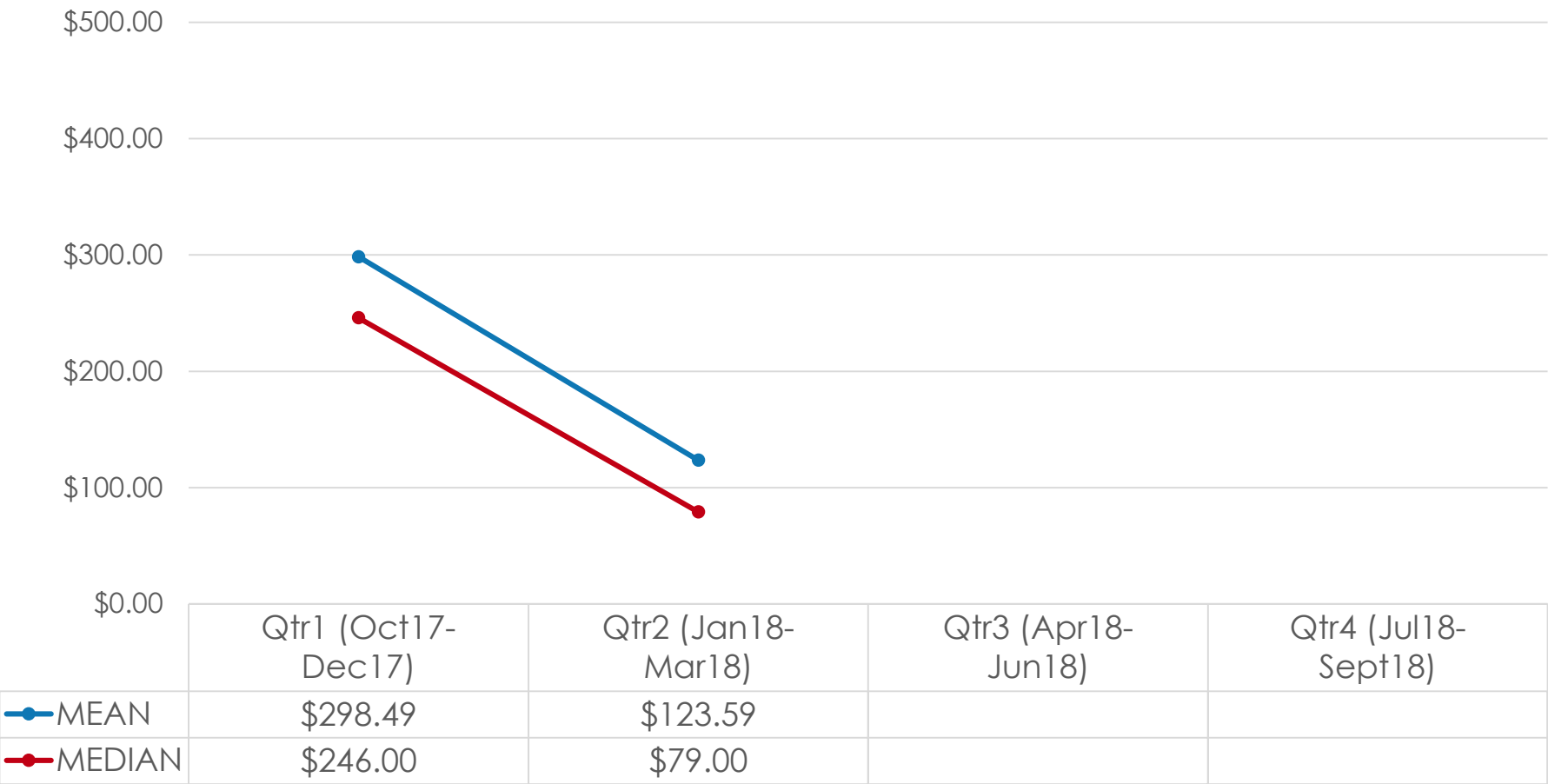
On-Island Expenditures

- $915.54 = overall mean average on-island expense (for entire travel party size) by respondent

- $557.47 = overall mean average <u>per person</u> on-island expenditures

[A]

On-Island Entire Travel Party – FY2018 Tracking

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)		YTD
MEAN	$987.29	$915.54				$951.75
MEDIAN	$779.00	$600.00				$700.00

[A]

On-Island Per Person – FY2018 Tracking

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)		YTD
MEAN	$589.16	$557.47				$573.32
MEDIAN	$536.00	$500.00				$500.00

[A]

On-Island Per Person – Key Segments

GVB EXIT SURVEY
Q11A ONISLE EXPENDITURE- PER PERSO

		TOTAL	MICE	LEISURE	FIT	FAMILY
		-	-	-	-	-
ONISLE PP	Mean	$557.47	$575.00	$579.85	$575.90	$480.20
	Median	$500	$575	$500	$500	$327

Prepared by Anthology Research

[A]

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

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)		YTD
On-Island	$589.16	$557.47				$573.32
Prepaid	$540.67	$551.84				$546.20

[A]
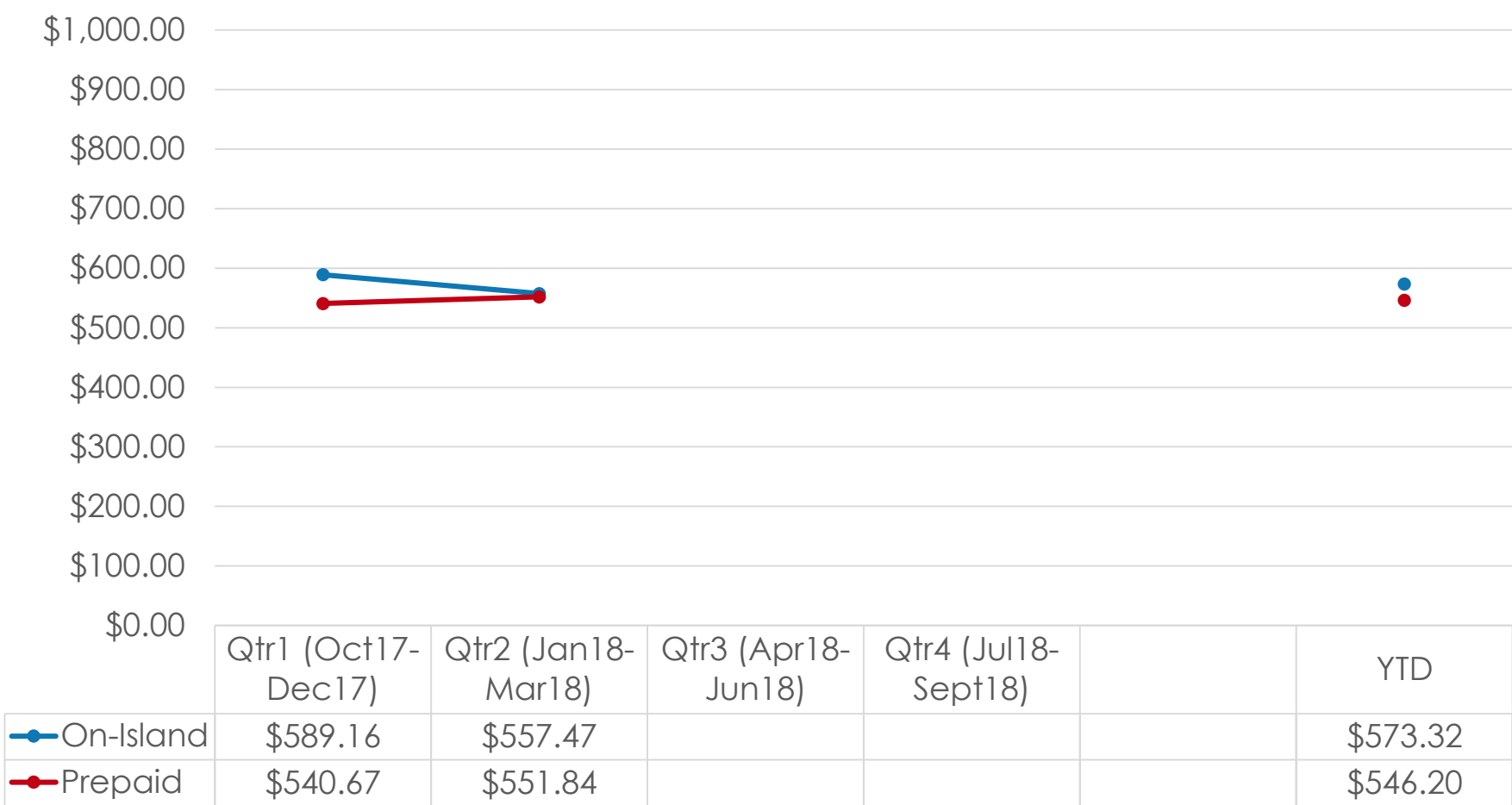
On-Island Per Day Spending – FY2018 Tracking MEAN

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)		YTD
Per Person	$144.40	$164.71				$154.56
Travel Party	$237.41	$263.32				$250.24

[A]
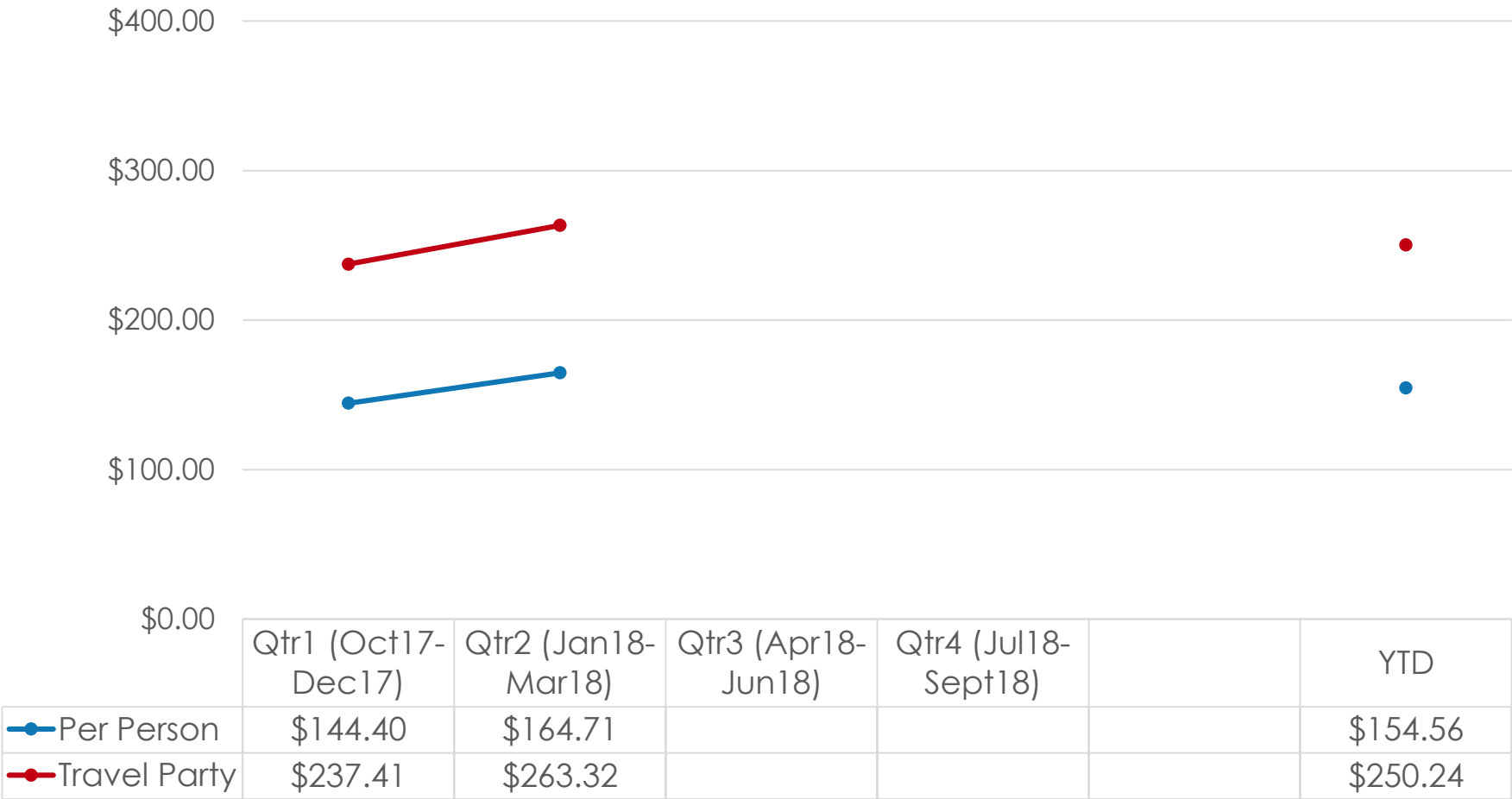
On-Island Expenses by Category – MEAN Entire Travel Party

[A]

On-Island – FY2018 Tracking
Food & Beverage - Hotel

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$51.27	$35.95		

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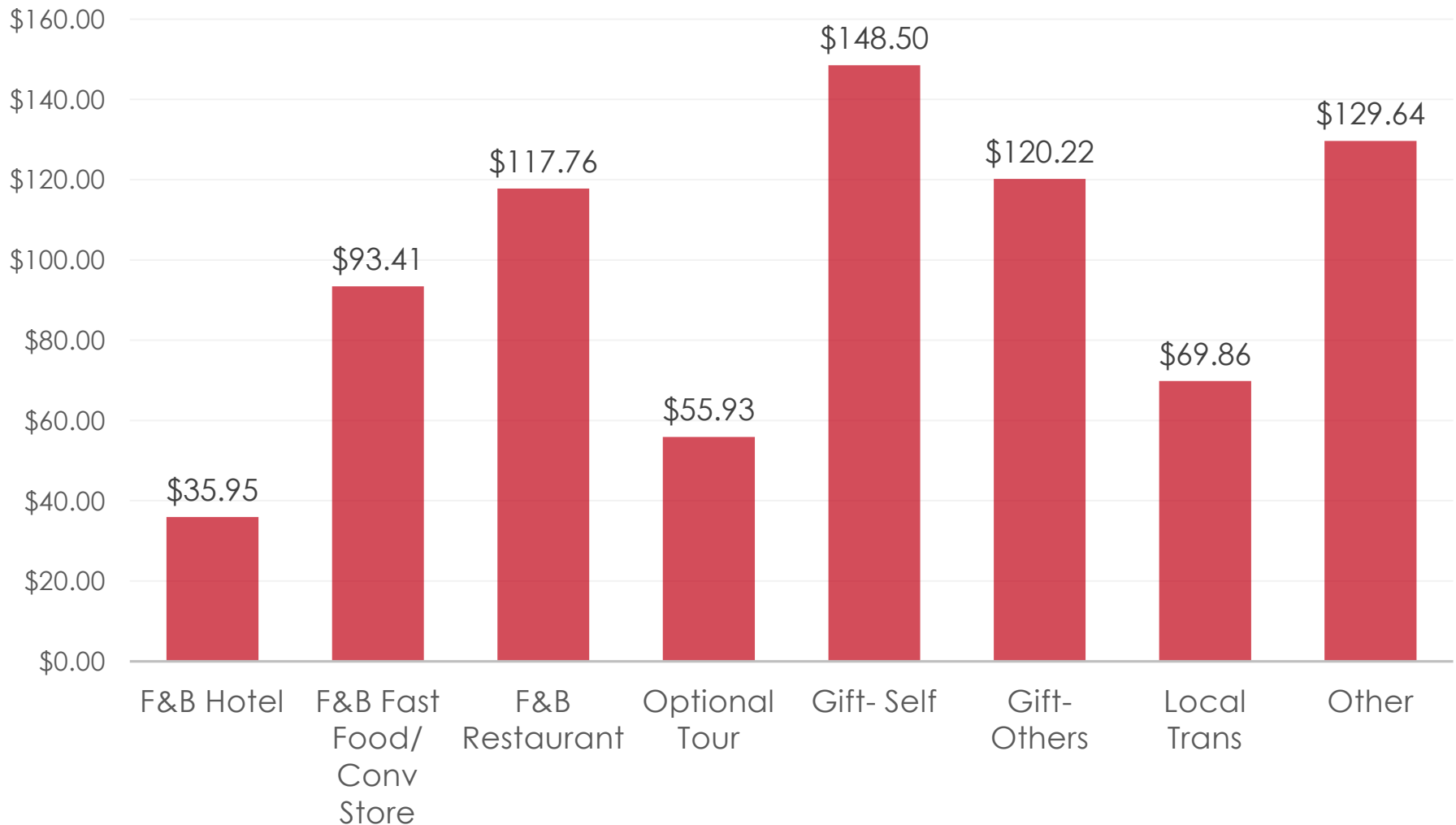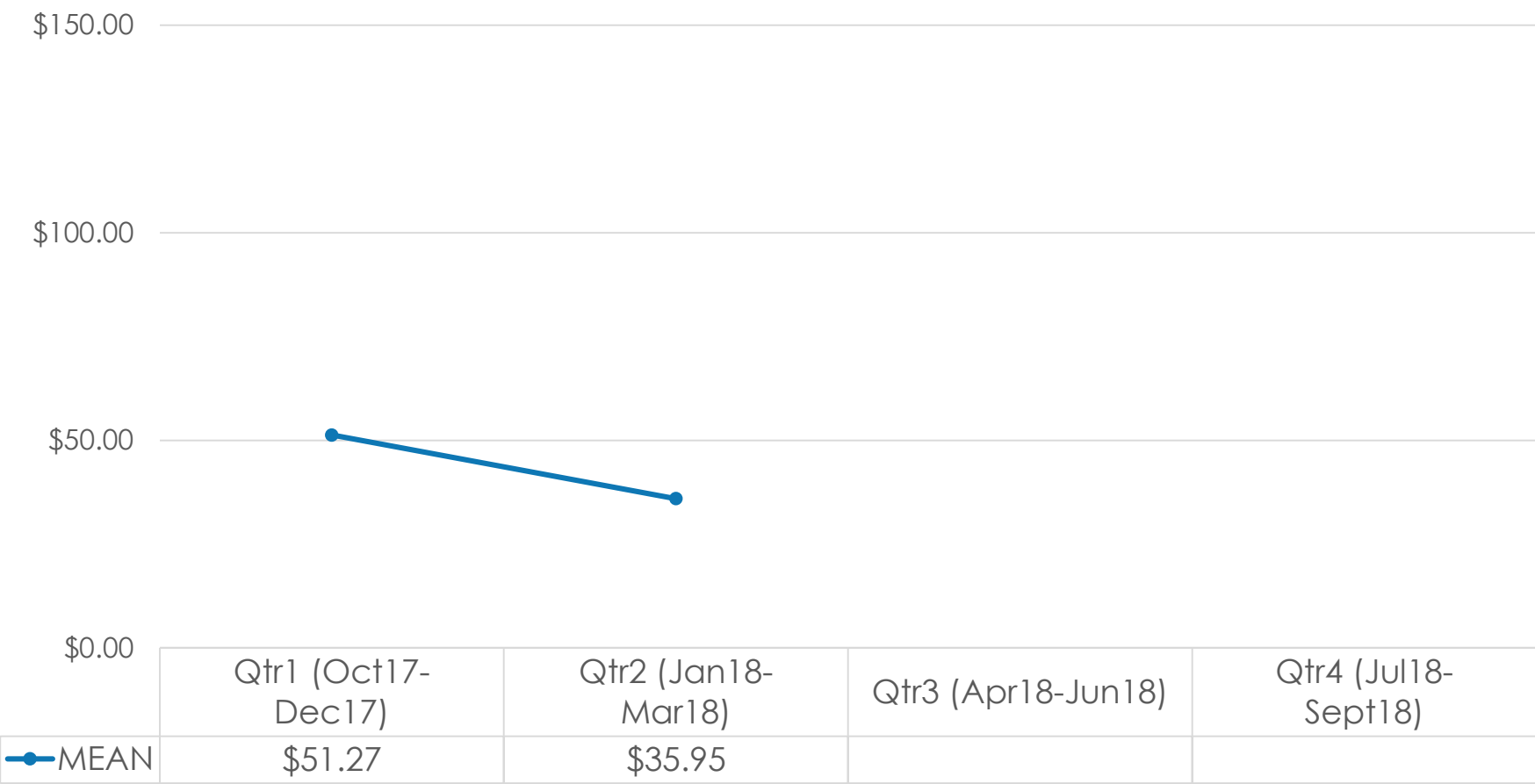
On-Island – FY2018 Tracking
Food & Beverage – Fast Food/ Convenience Store

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$67.62	$93.41		

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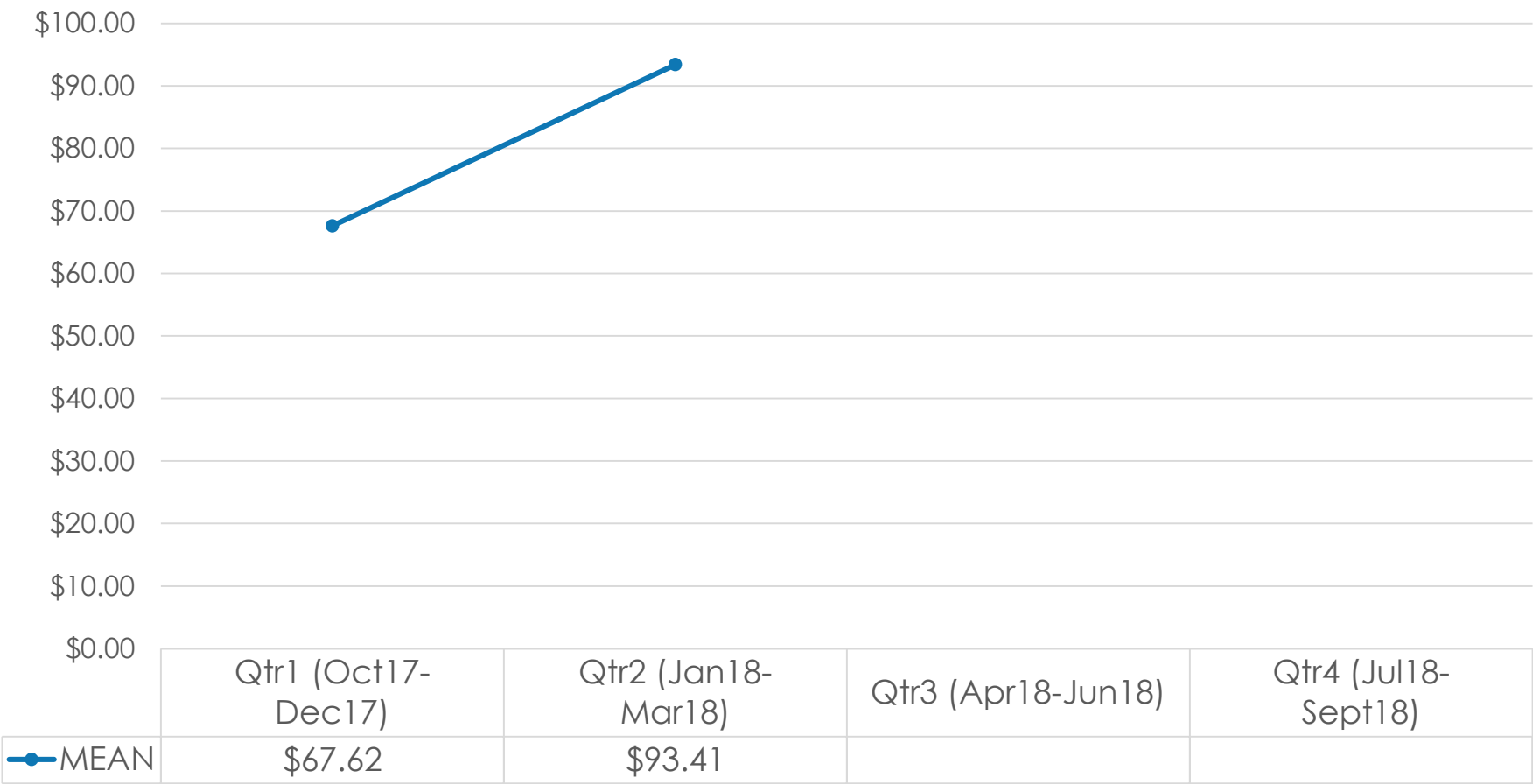
On-Island – FY2018 Tracking
Food & Beverage – Restaurant/ Drinking Est Outside Hotel

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$127.93	$117.76		

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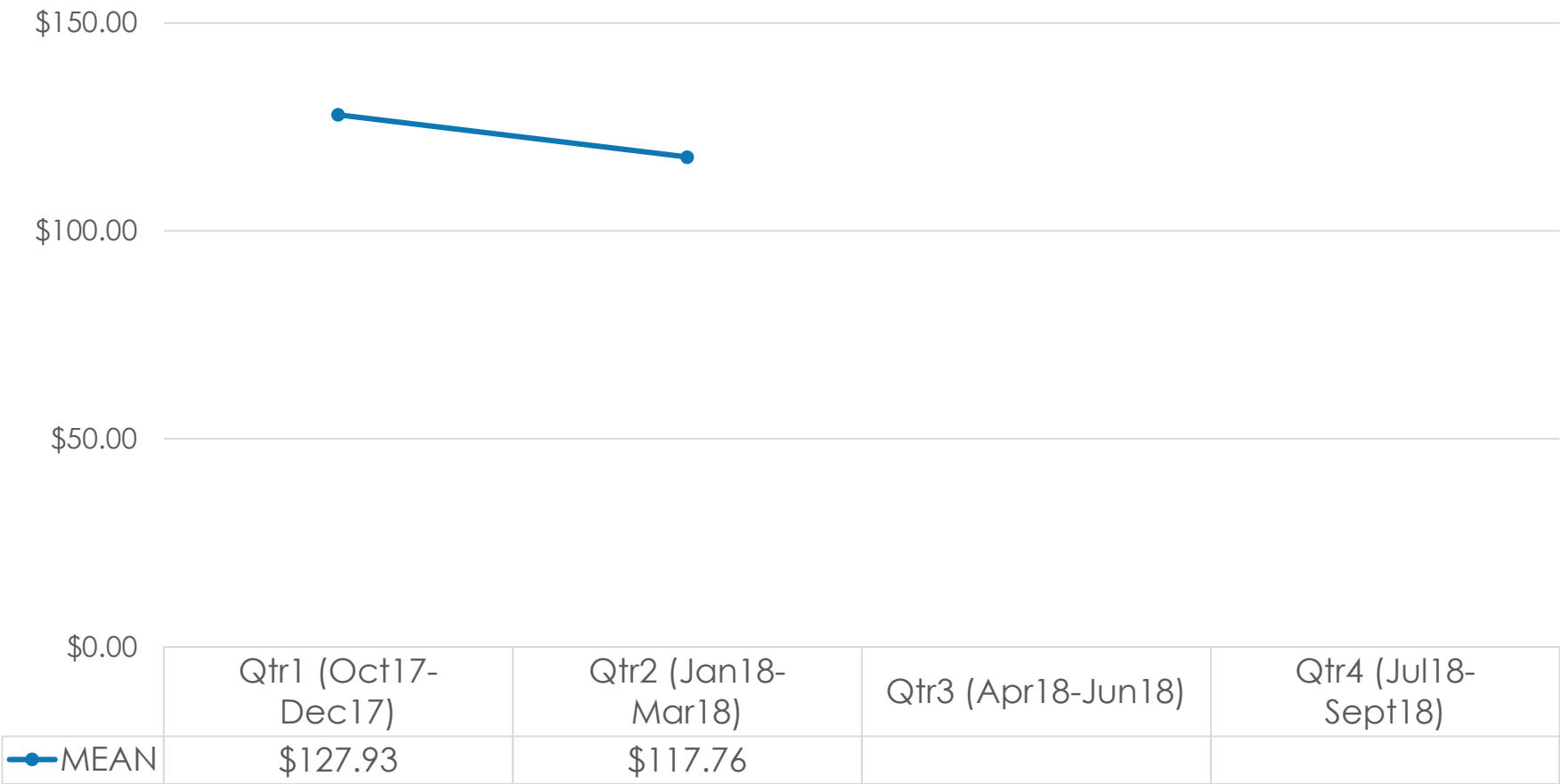
On-Island – FY2018 Tracking
Optional tour/ Activities

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$48.69	$55.93		

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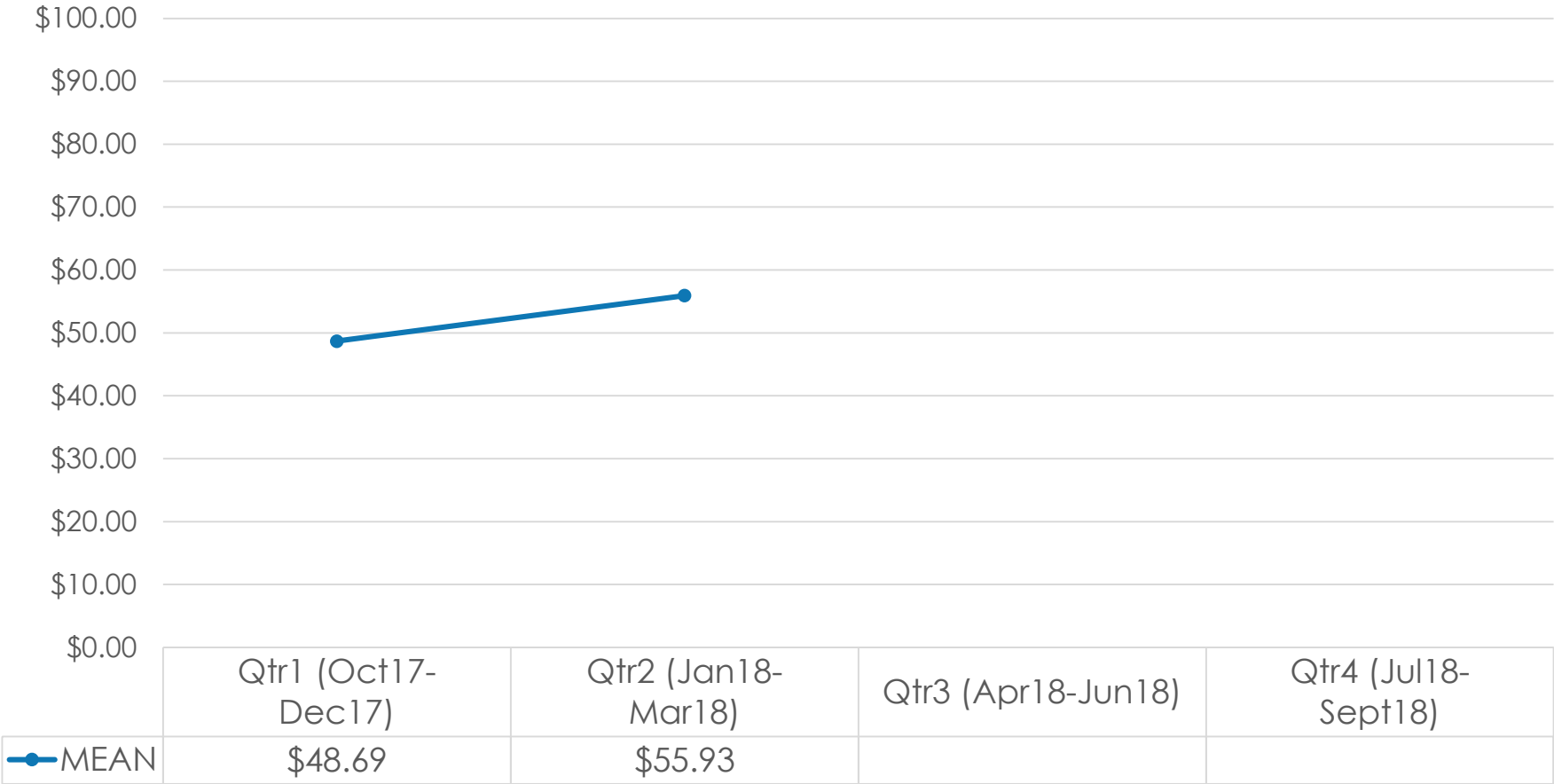
On-Island – FY2018 Tracking
Gift/ Souvenir – Self/ Companion

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$156.98	$148.50		

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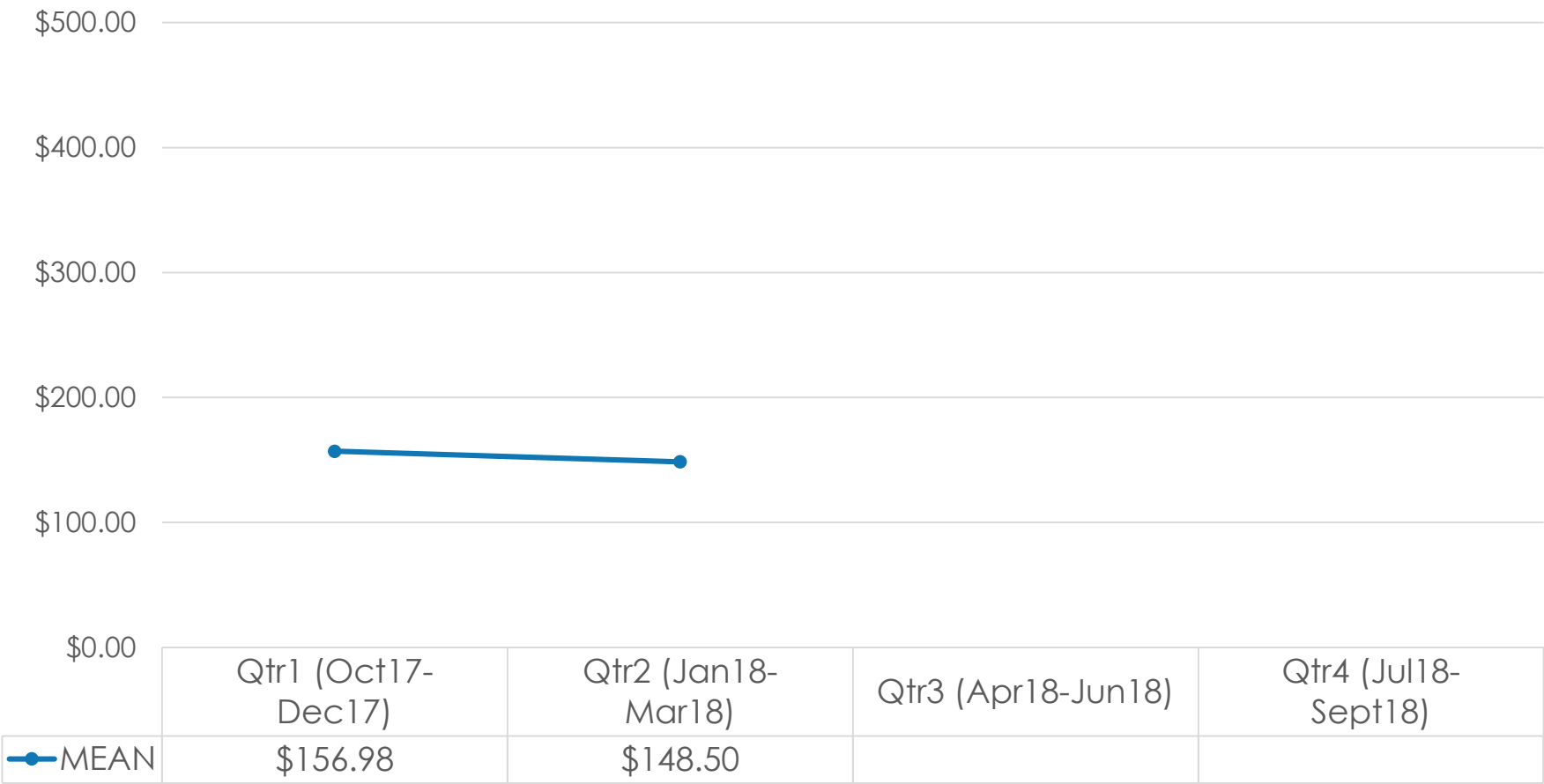
On-Island – FY2018 Tracking
Gift/ Souvenir – Friends/ Family

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$201.61	$120.22		

[A]
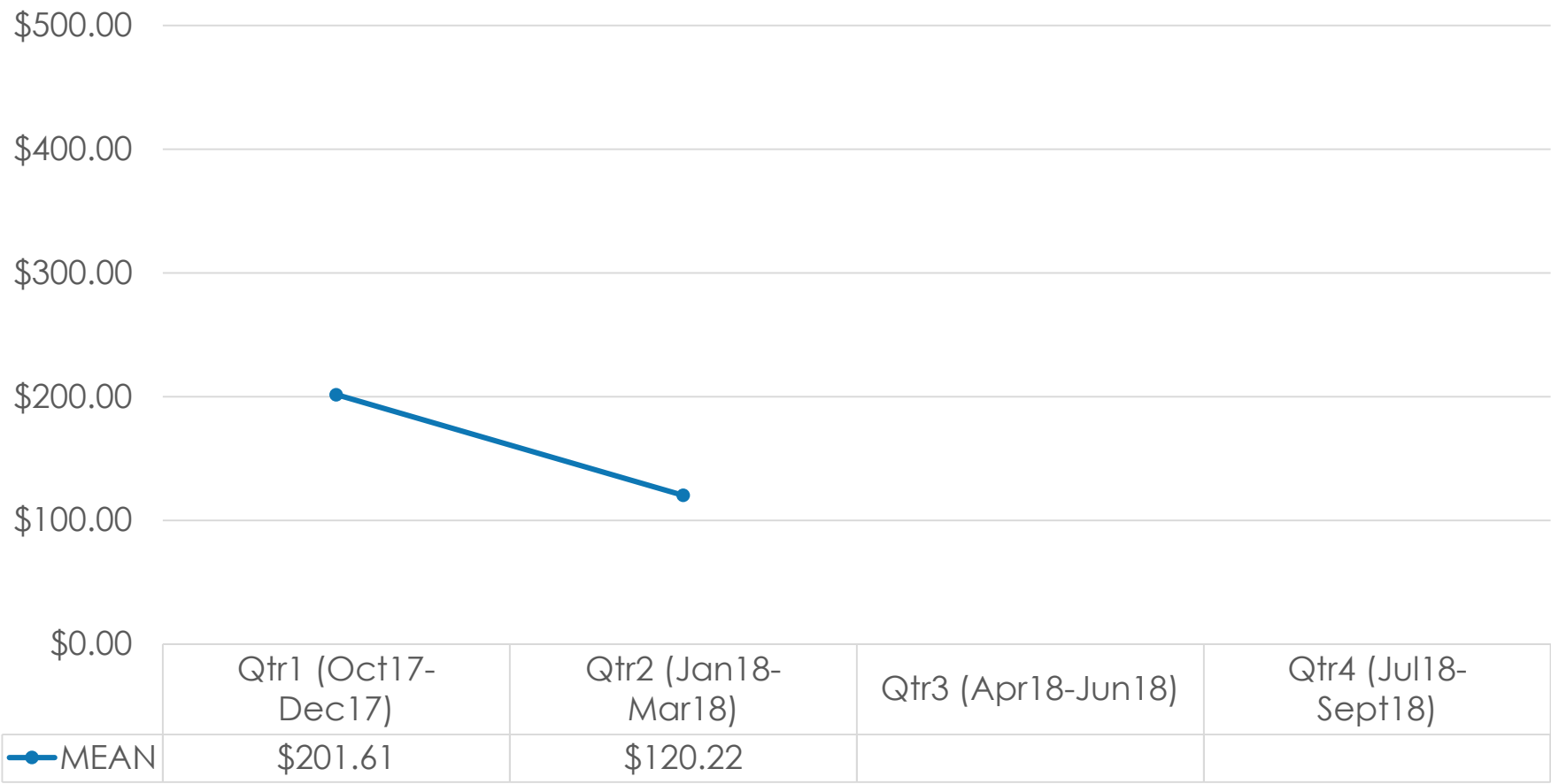
On-Island – FY2018 Tracking
Local Transportation

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$77.88	$69.86		

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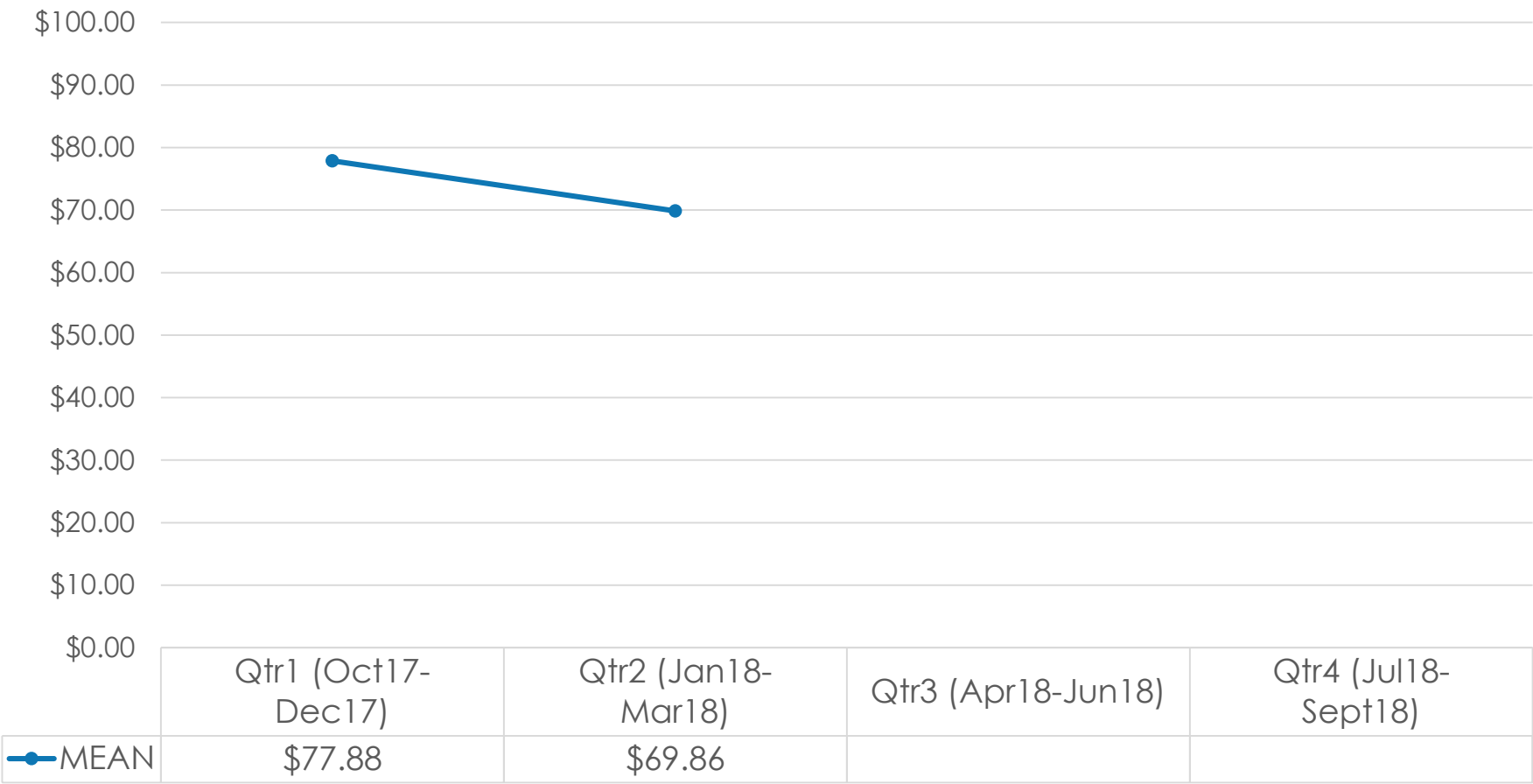
On-Island – FY2018 Tracking
Other Not Included

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	$117.65	$129.64		

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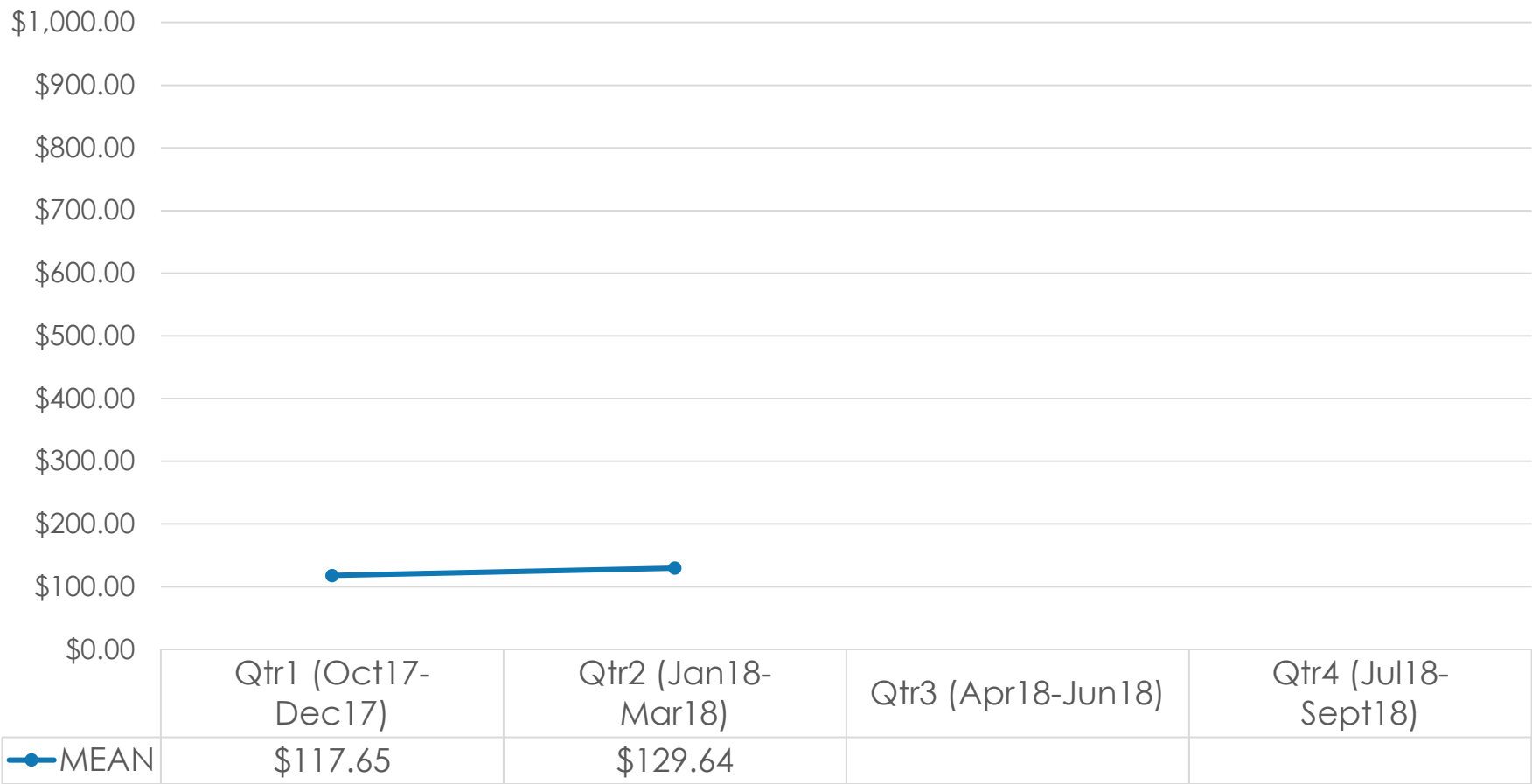
TOTAL (On-Isle + Prepaid) Expenditures Per Person

- $1,109.31 = overall mean average prepaid expense by respondent

TOTAL Per Person Expenditures – FY2018 Tracking

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)		YTD
MEAN	$1,130.75	$1,109.31				$1,120.03
MEDIAN	$991.00	$1,055.00				$996.00

[A]
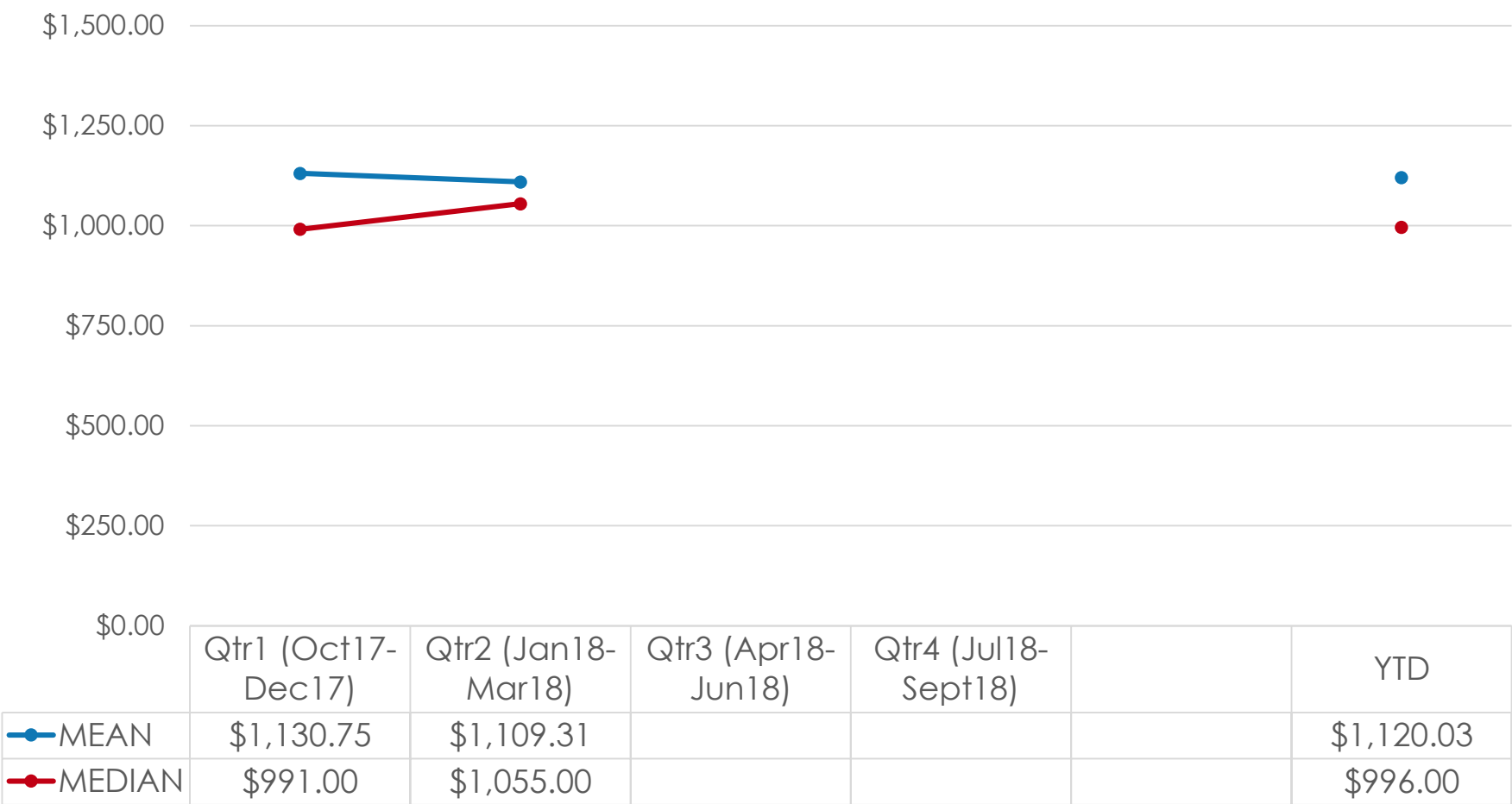
TOTAL Per Person Expenditures – Key Segments

GVB EXIT SURVEY
TOTAL PER PERSON SPENDING:

		TOTAL	MICE	LEISURE	FIT	FAMILY
		-	-	-	-	-
TOTAL PP	Mean	$1,109.31	$1,166.31	$1,128.35	$1,101.20	$922.07
	Median	$1,055	$1,166	$1,015	$1,036	$759

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	$51.55		

[A]
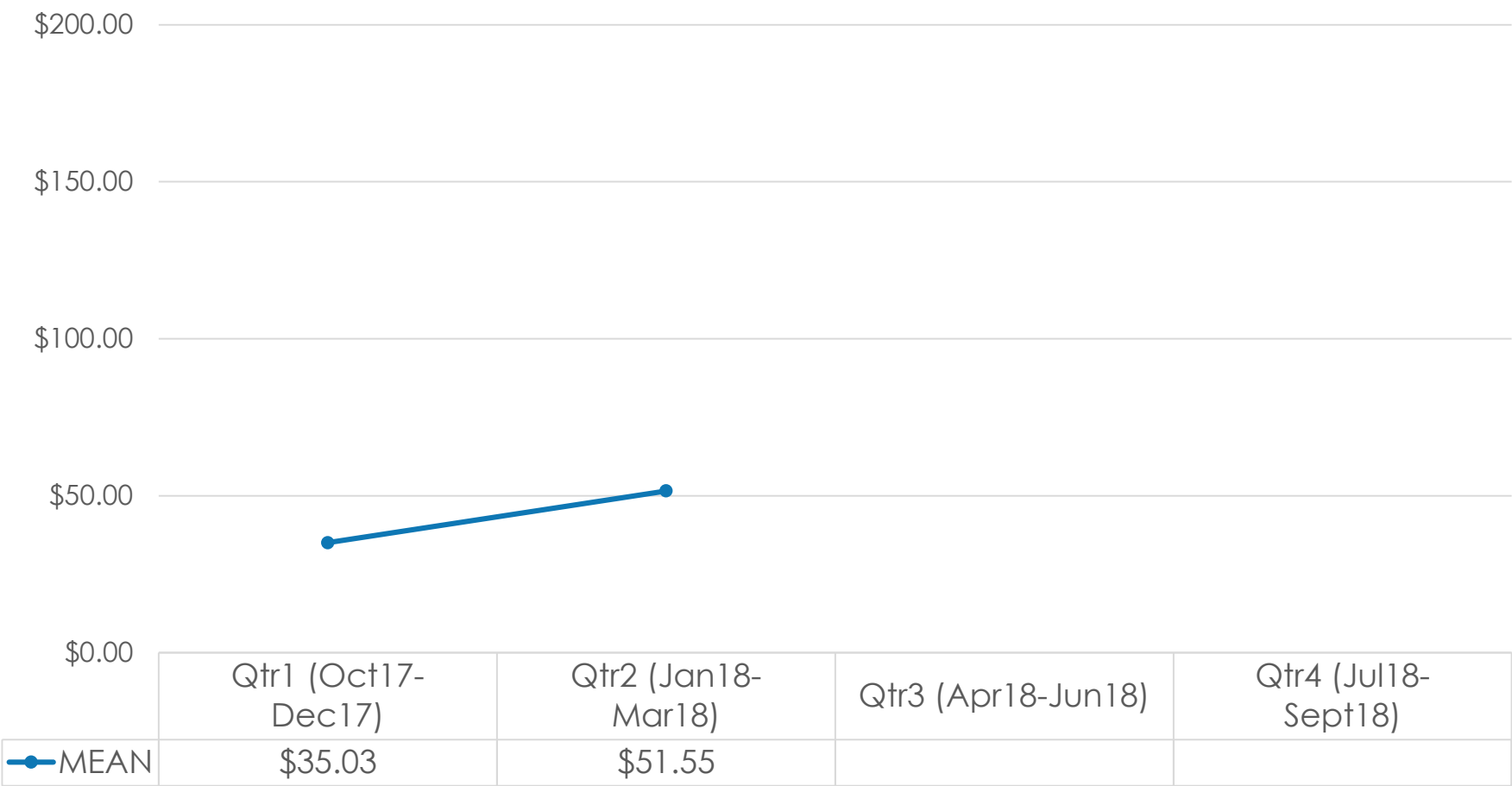
SECTION 4
VISITOR SATISFACTION BEHAVIOR

OVERALL SATISFACTION

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

Positive Aspect of Trip

Aspect	Percentage
Friendly/ Warm ppl	27%
Relaxing	19%
Shopping	18%
Beach/ Ocean	17%
Package/ activity	6%
Natural beauty	5%
Safety	3%
Hotel/ Accom	2%
Event- fam/fr	1%

[A]

Negative Aspect of Trip

Category	Percentage
Nothing	58%
Expensive/ Cost	11%
Ground Trans	10%
Lack culture	5%
Food quality	4%
Accommodations- clean	4%
Variety- Activities	2%
Accommodations- not as promised	2%
Immigration	1%
Public bathroom	1%

[A]
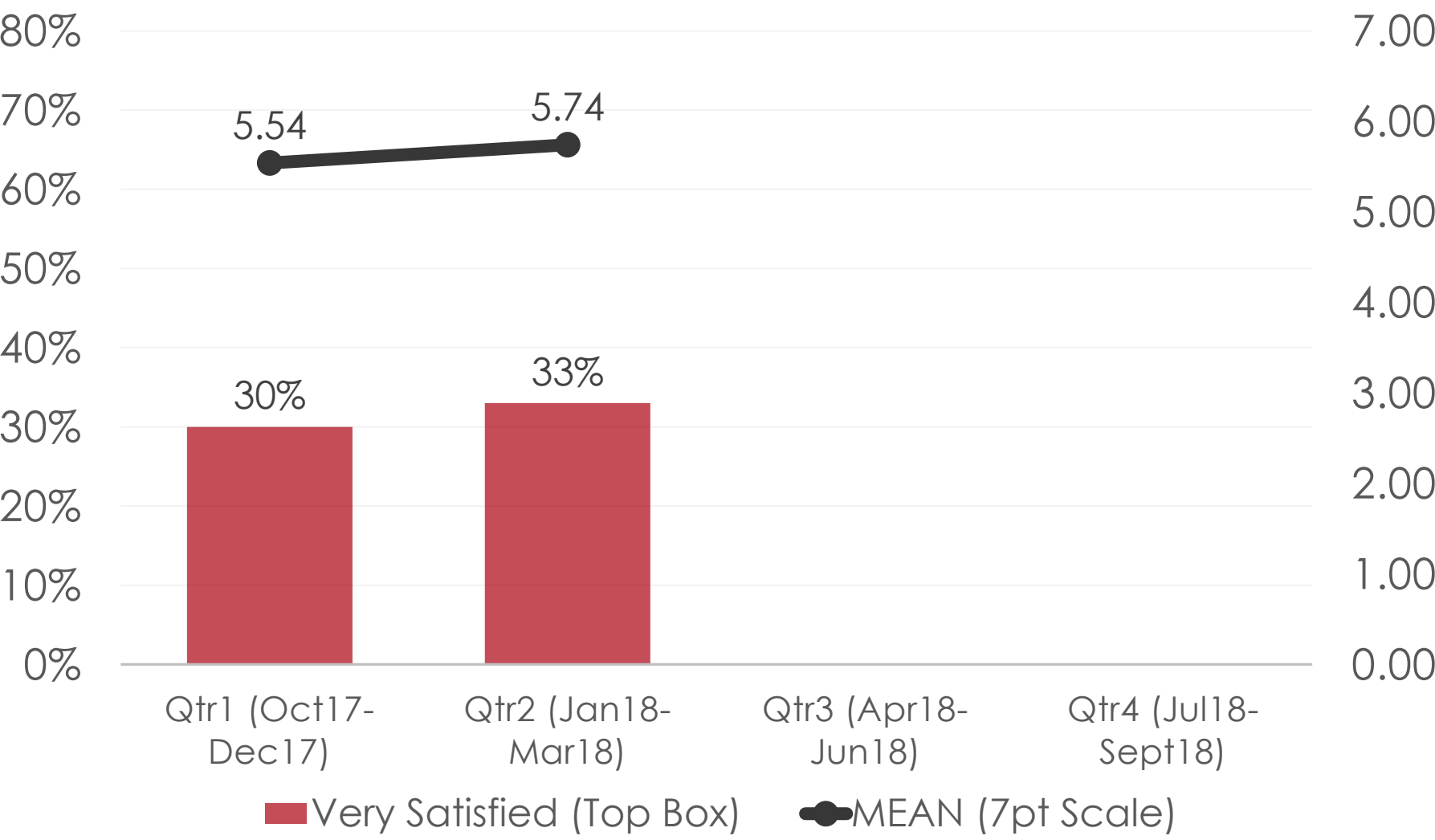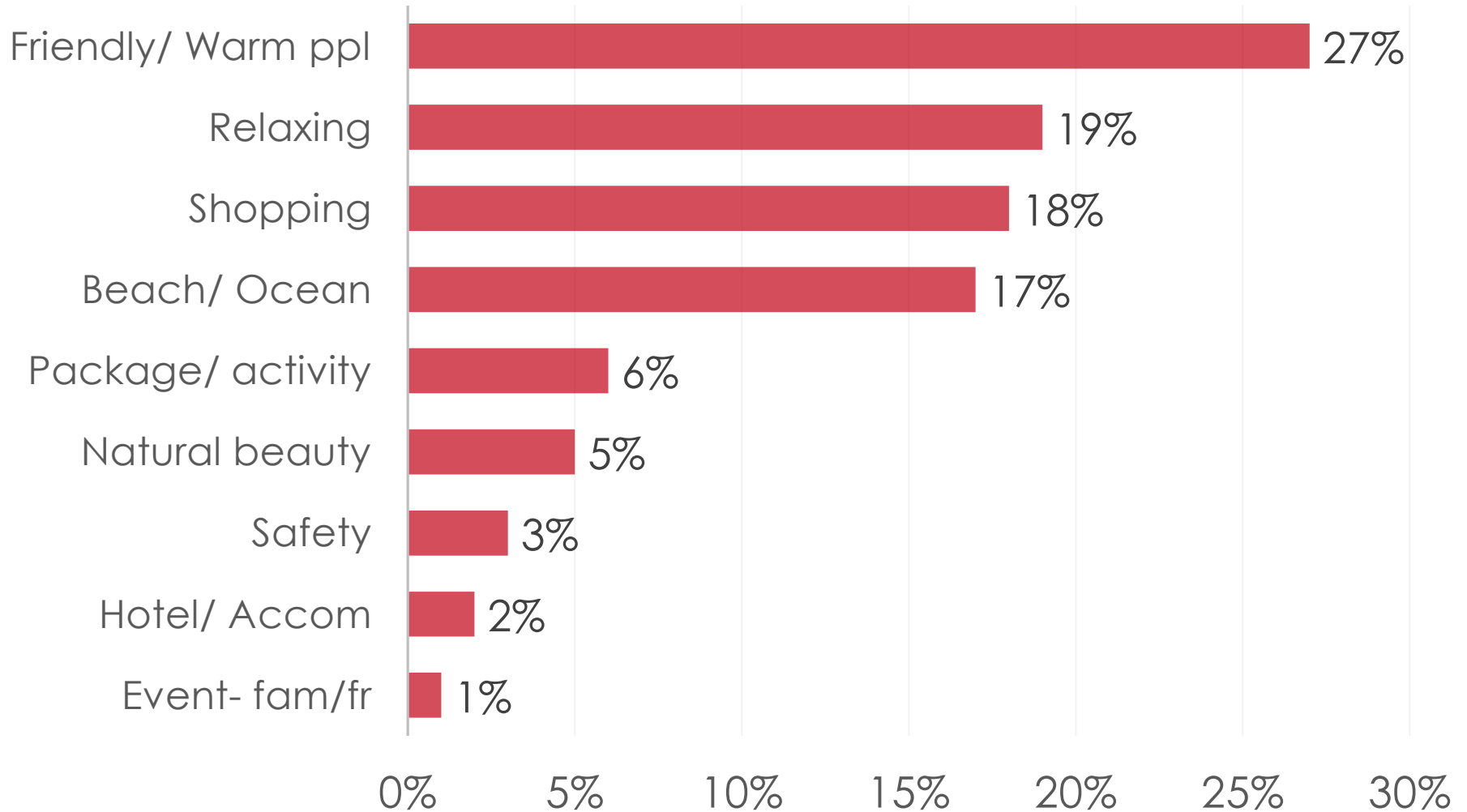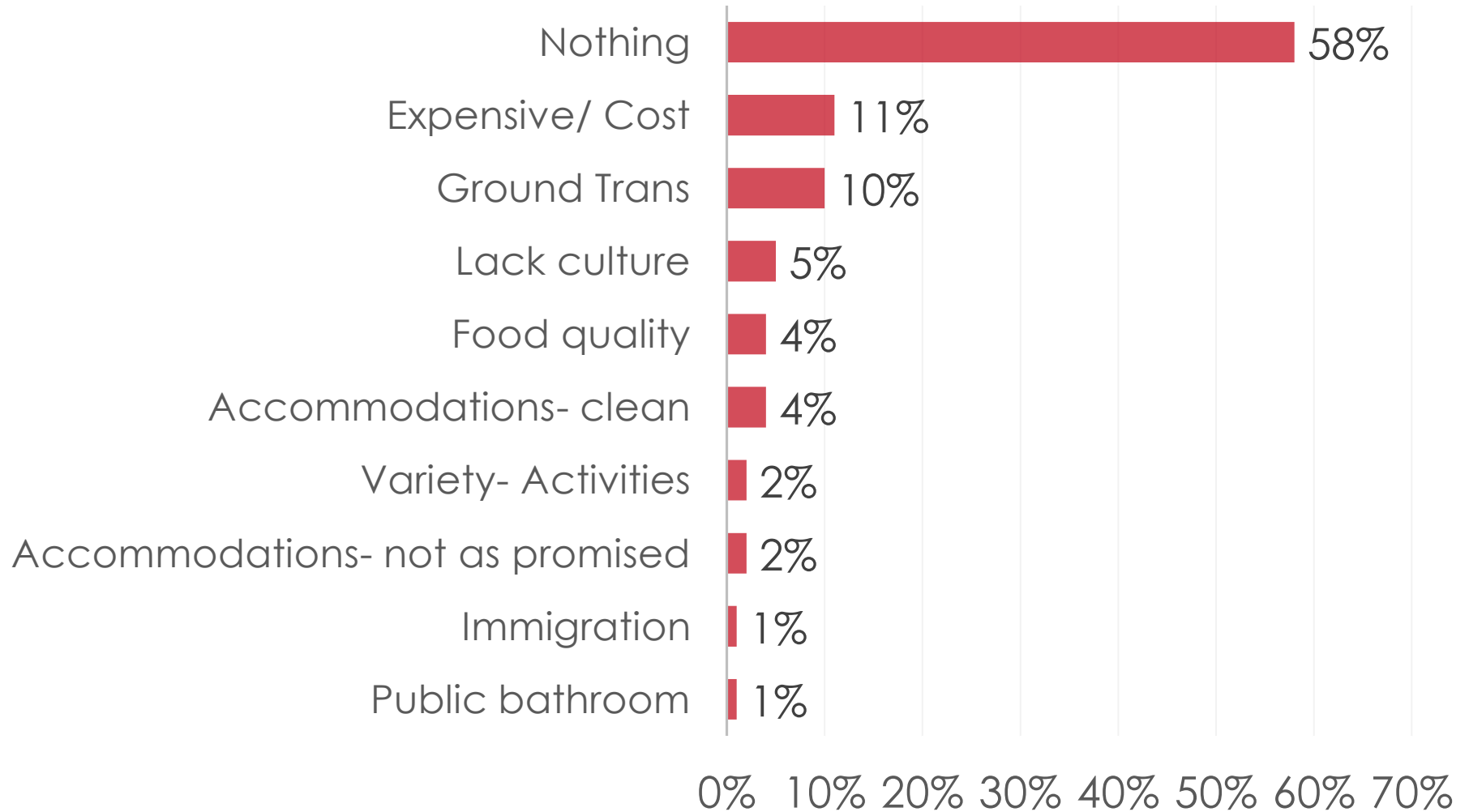
Guam was better than expected
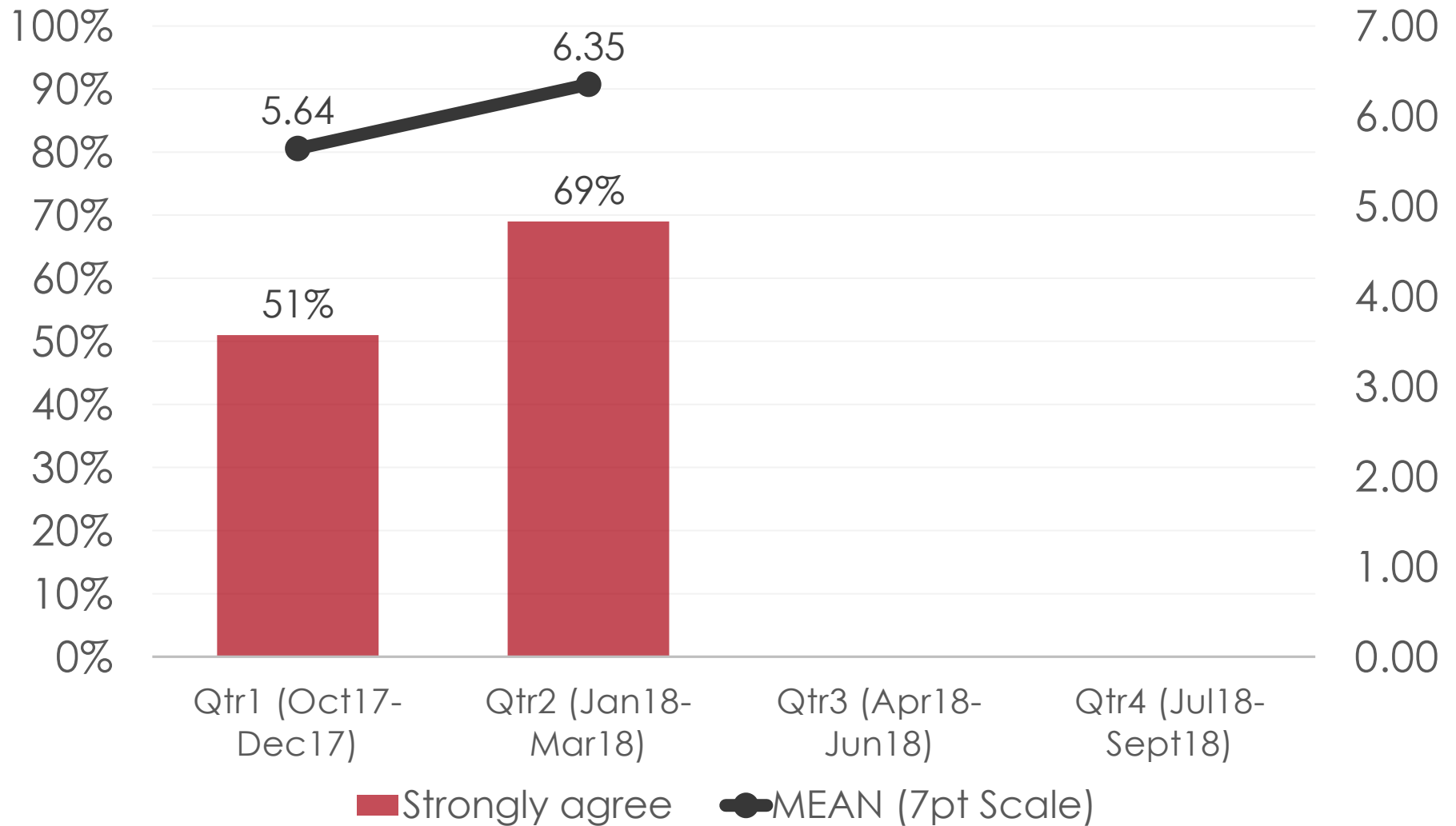
I had no communication problems
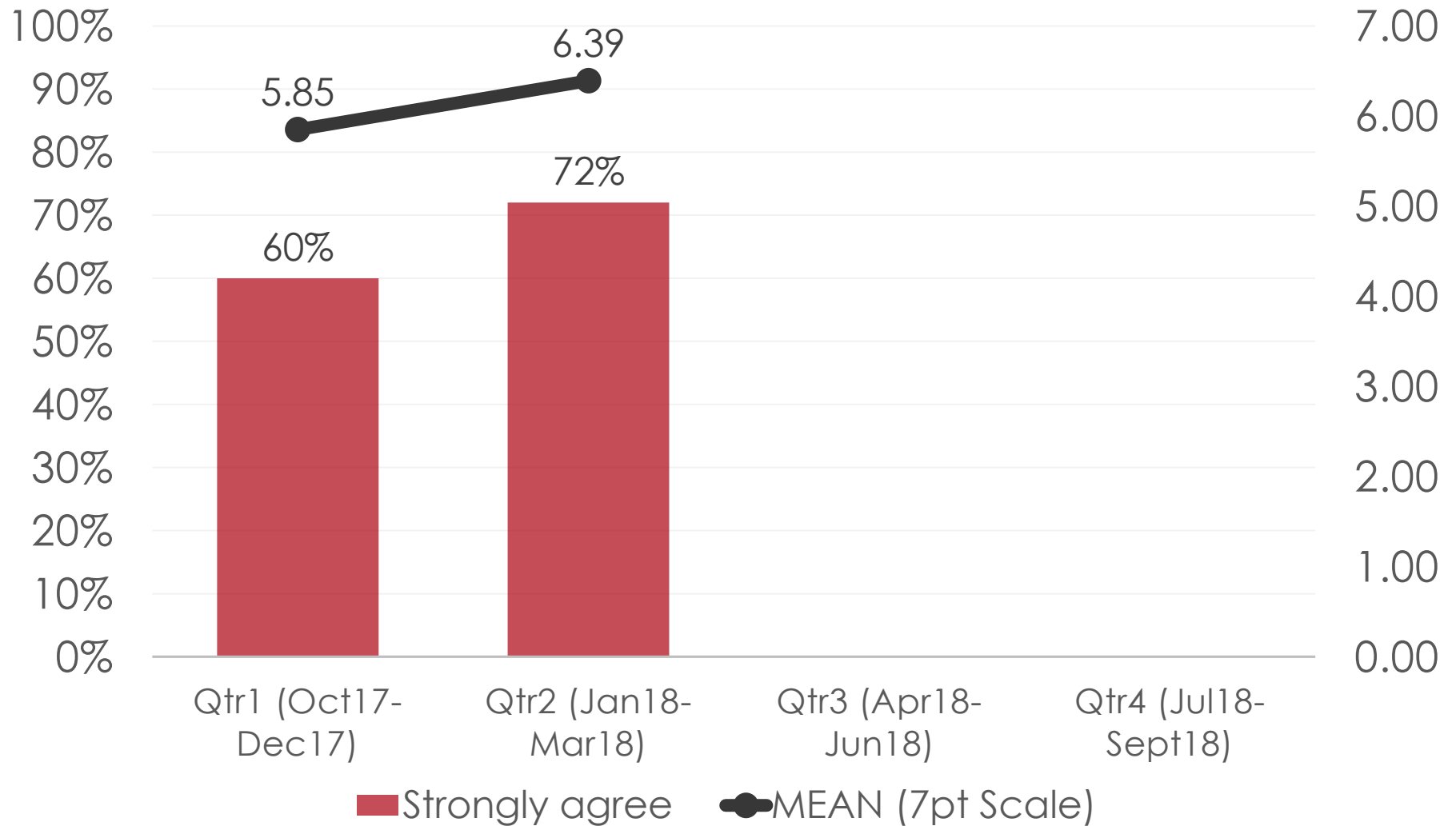
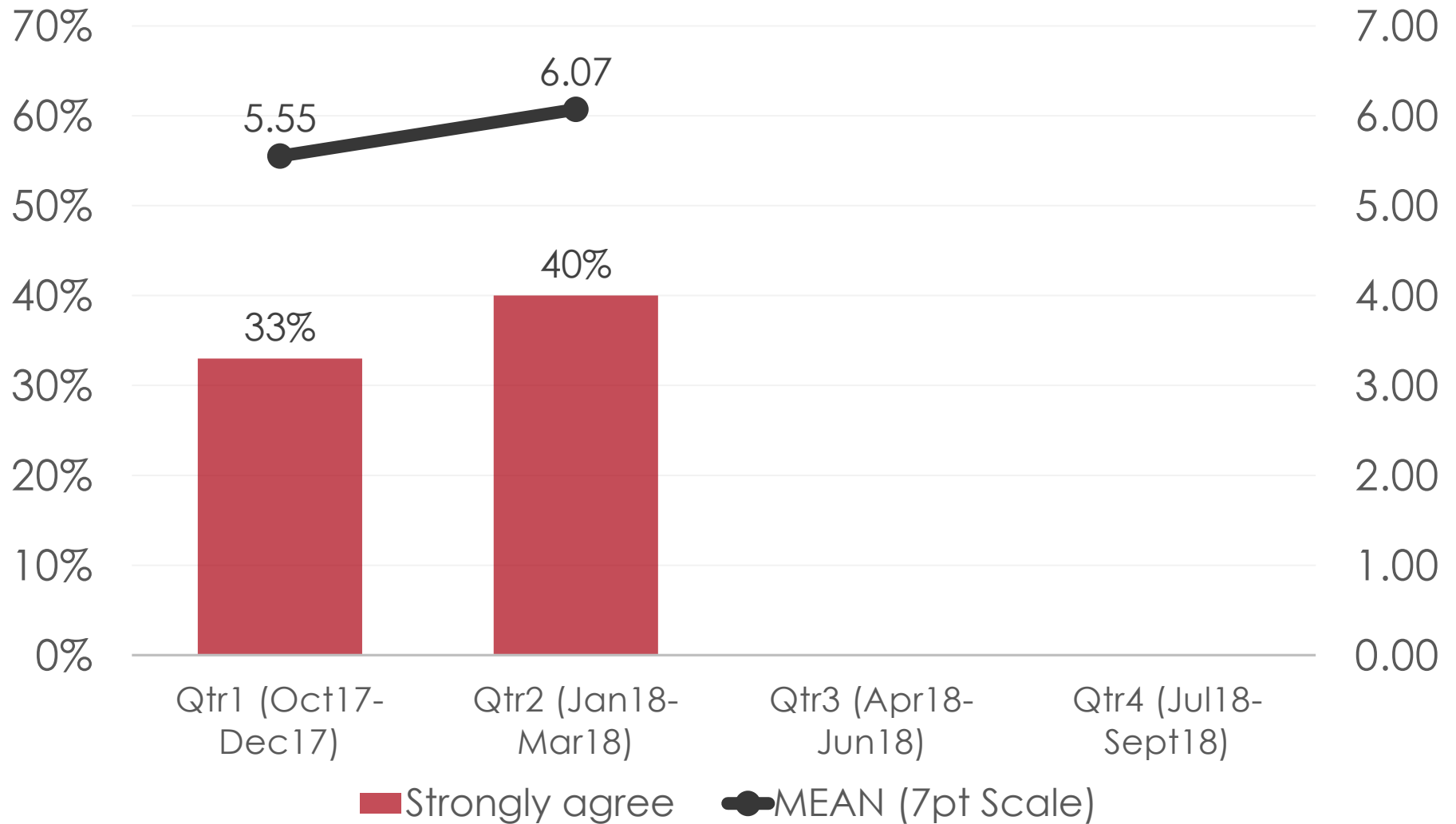# I will recommend Guam to friends
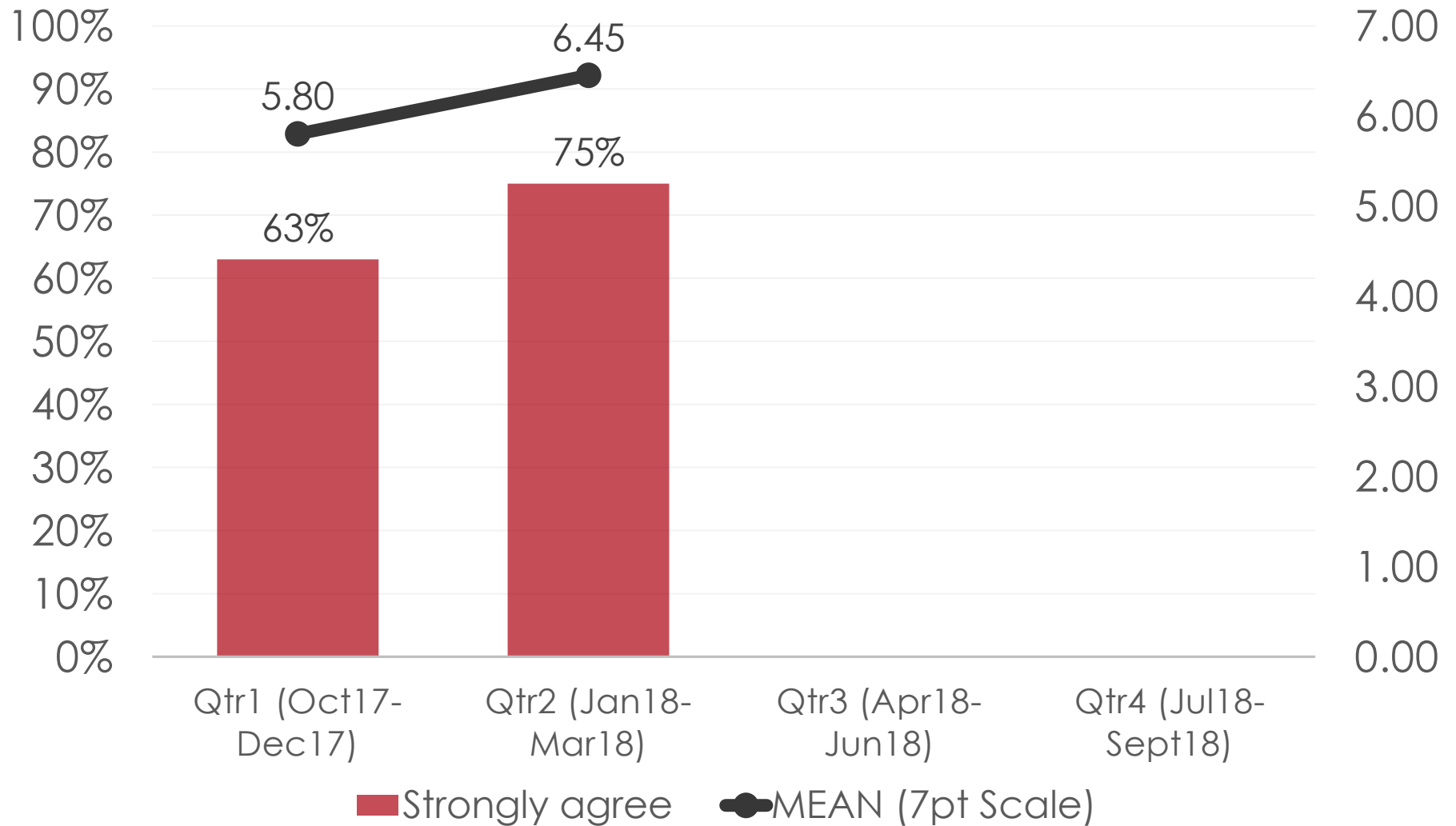
Sites on Guam were attractive

Chart showing "Strongly agree" percentages and MEAN (7pt Scale):
- Qtr1 (Oct17-Dec17): 54%, MEAN 5.65
- Qtr2 (Jan18-Mar18): 61%, MEAN 6.22
- Qtr3 (Apr18-Jun18): (no data)
- Qtr4 (Jul18-Sept18): (no data)

Legend: Strongly agree | MEAN (7pt Scale)

[A]
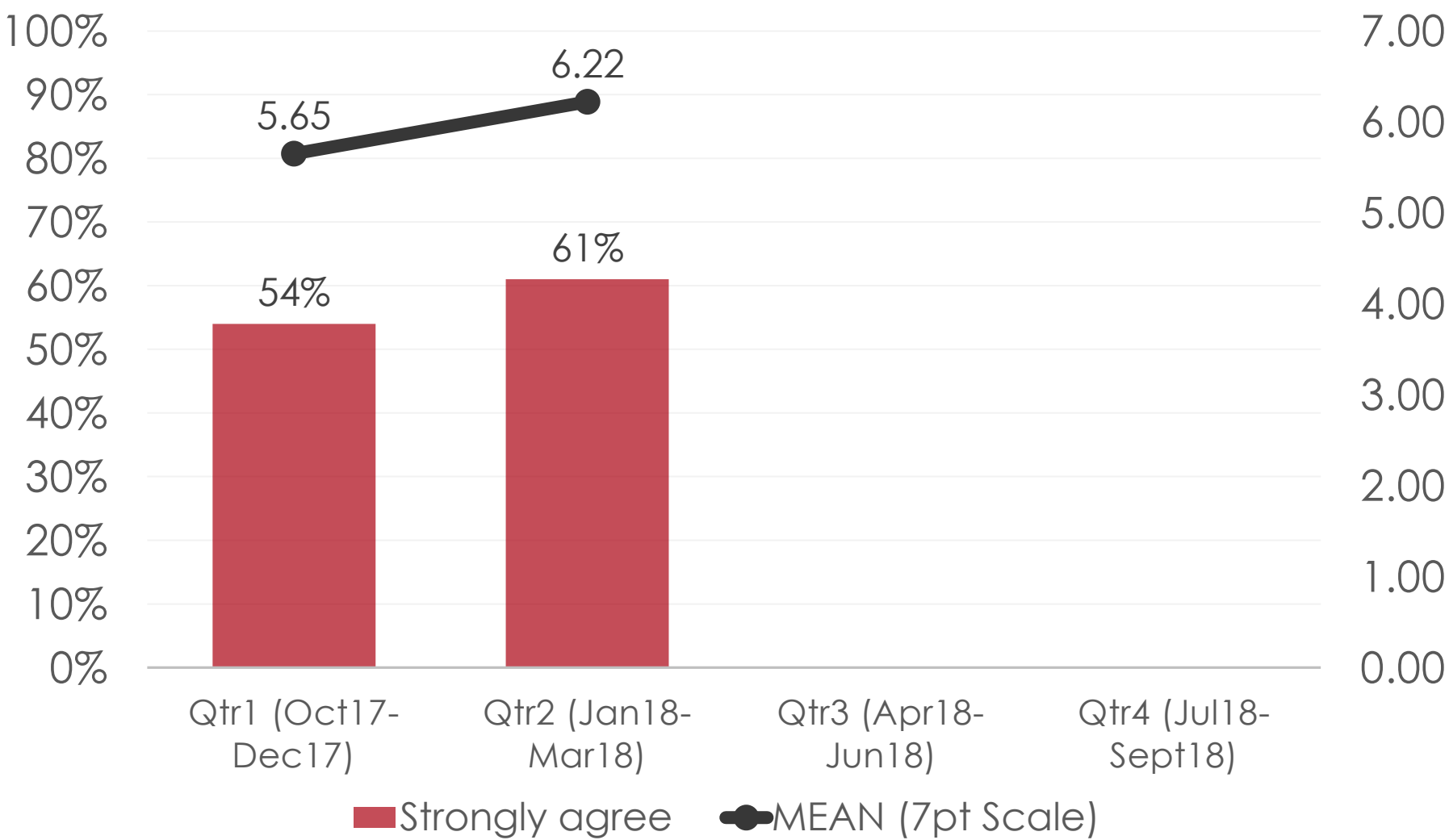
I plan to visit Guam again
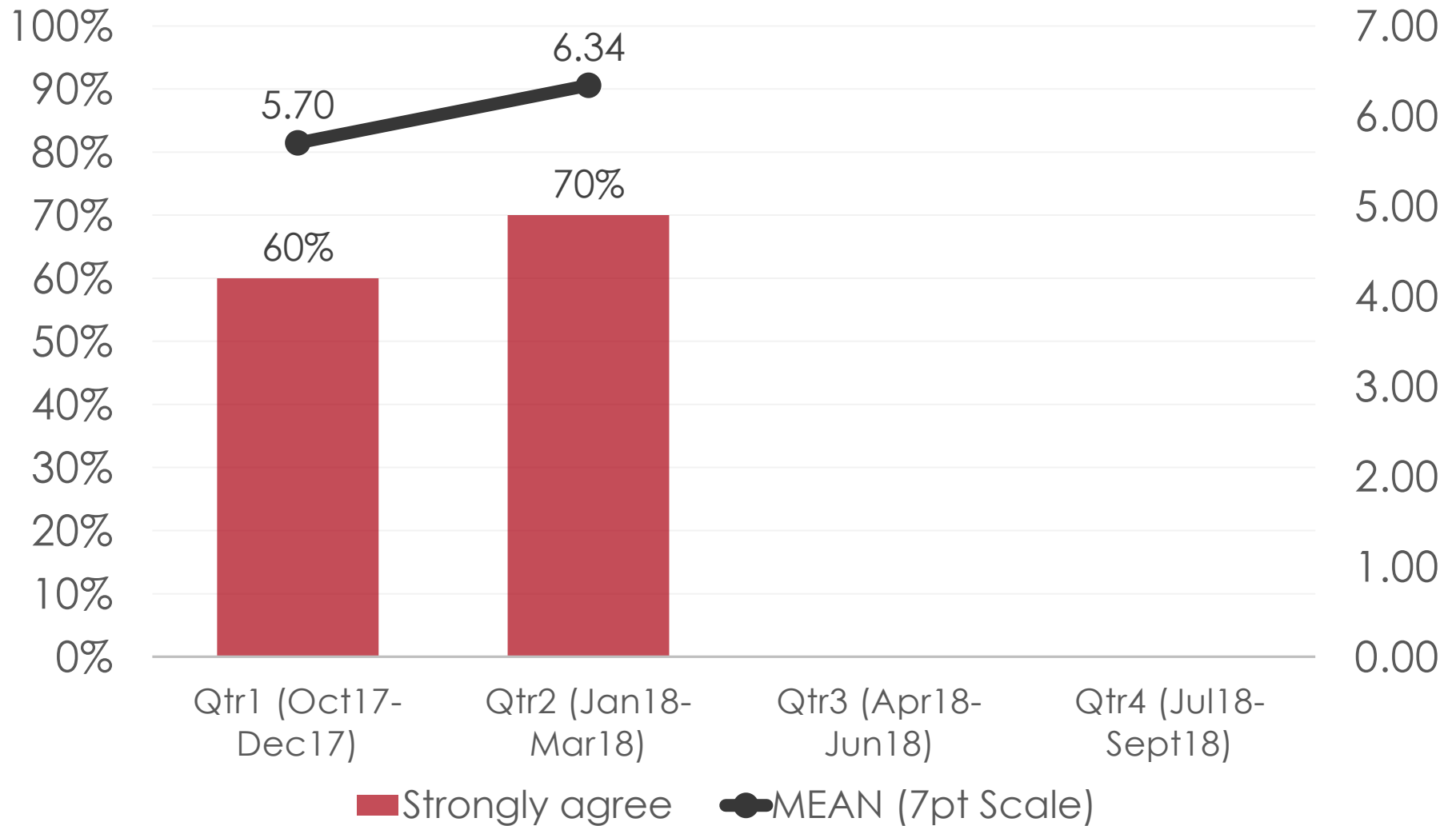
Not enough night time activities
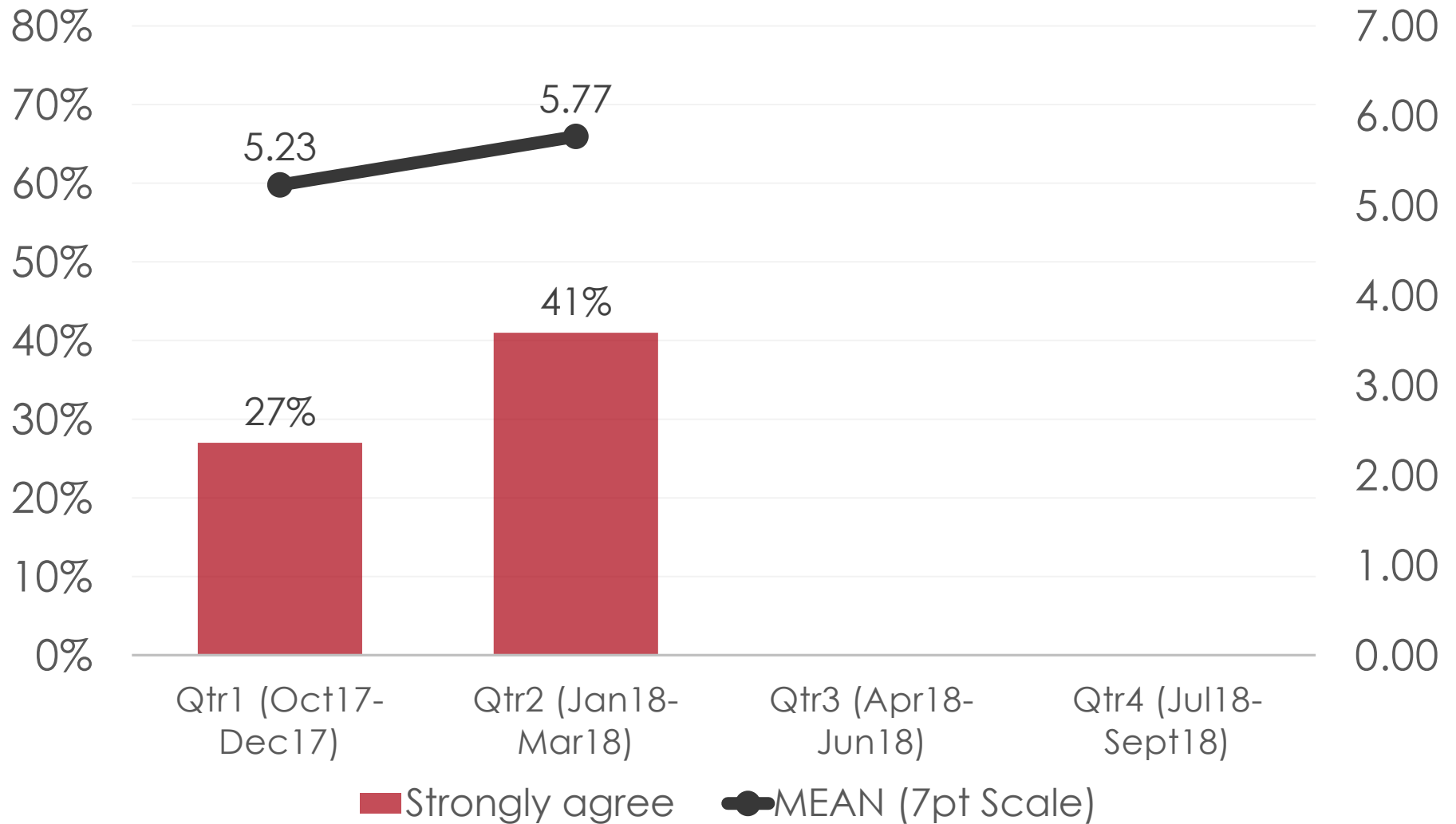
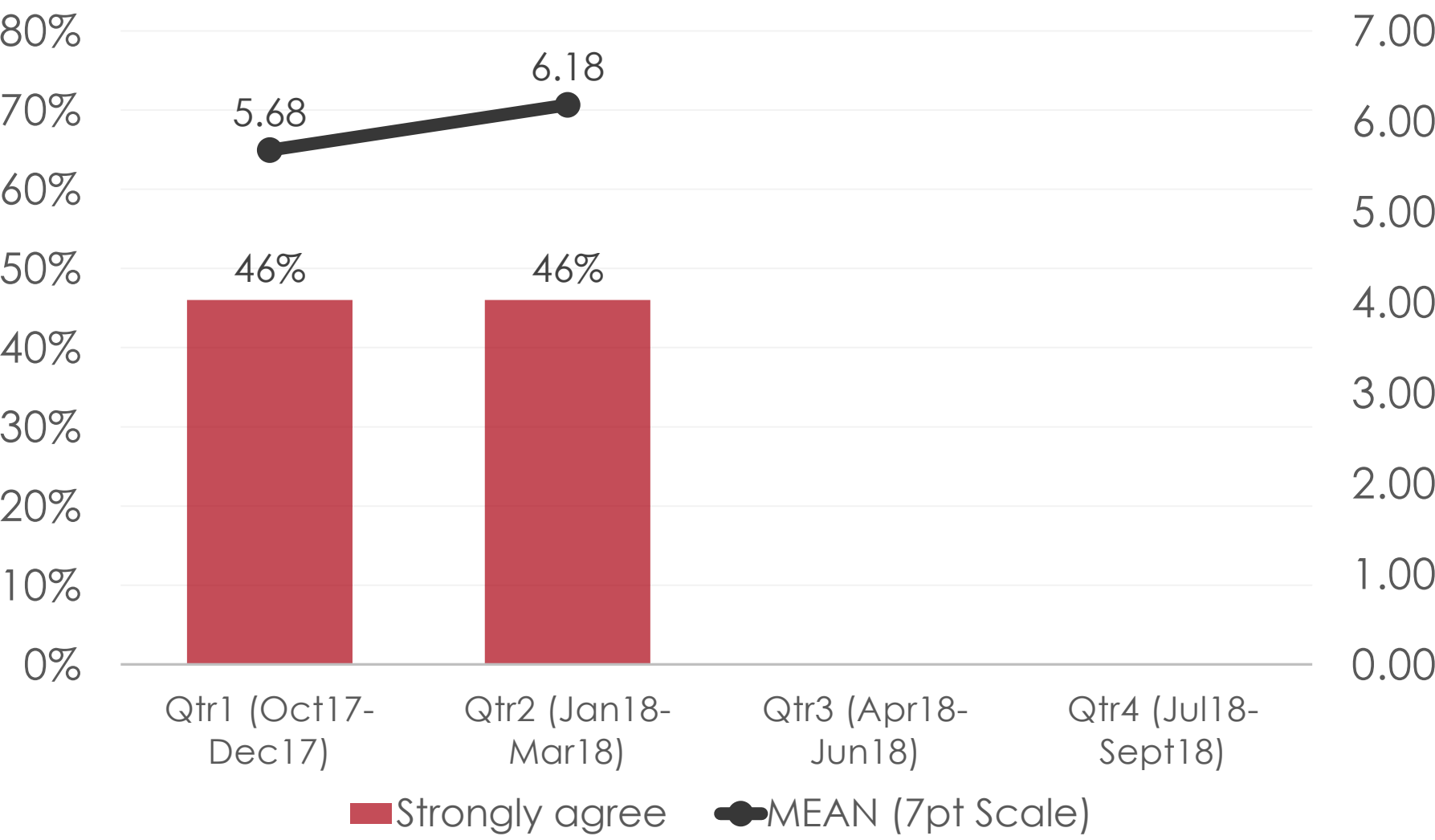# Tour guides were professional

Tour drivers were professional
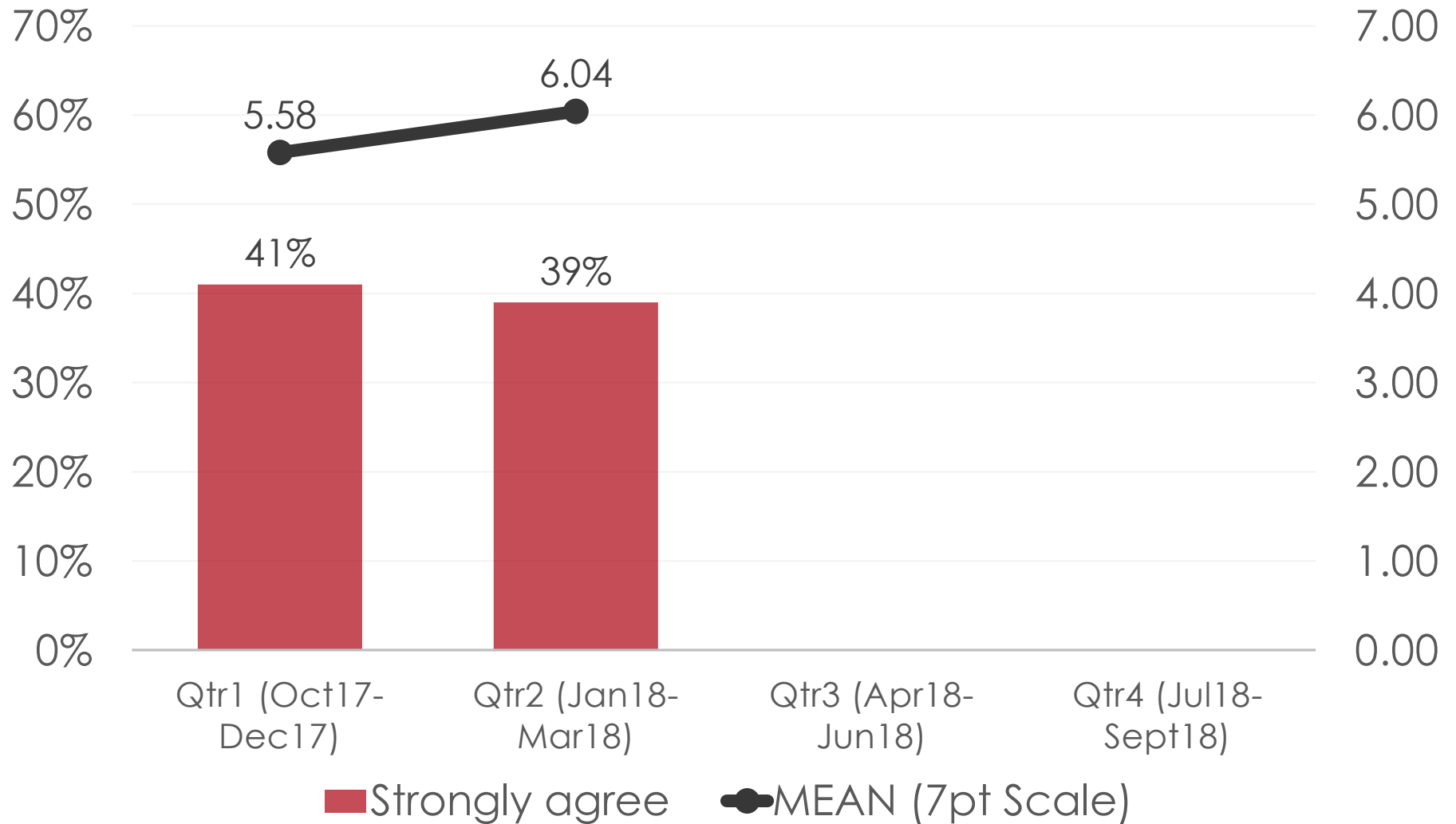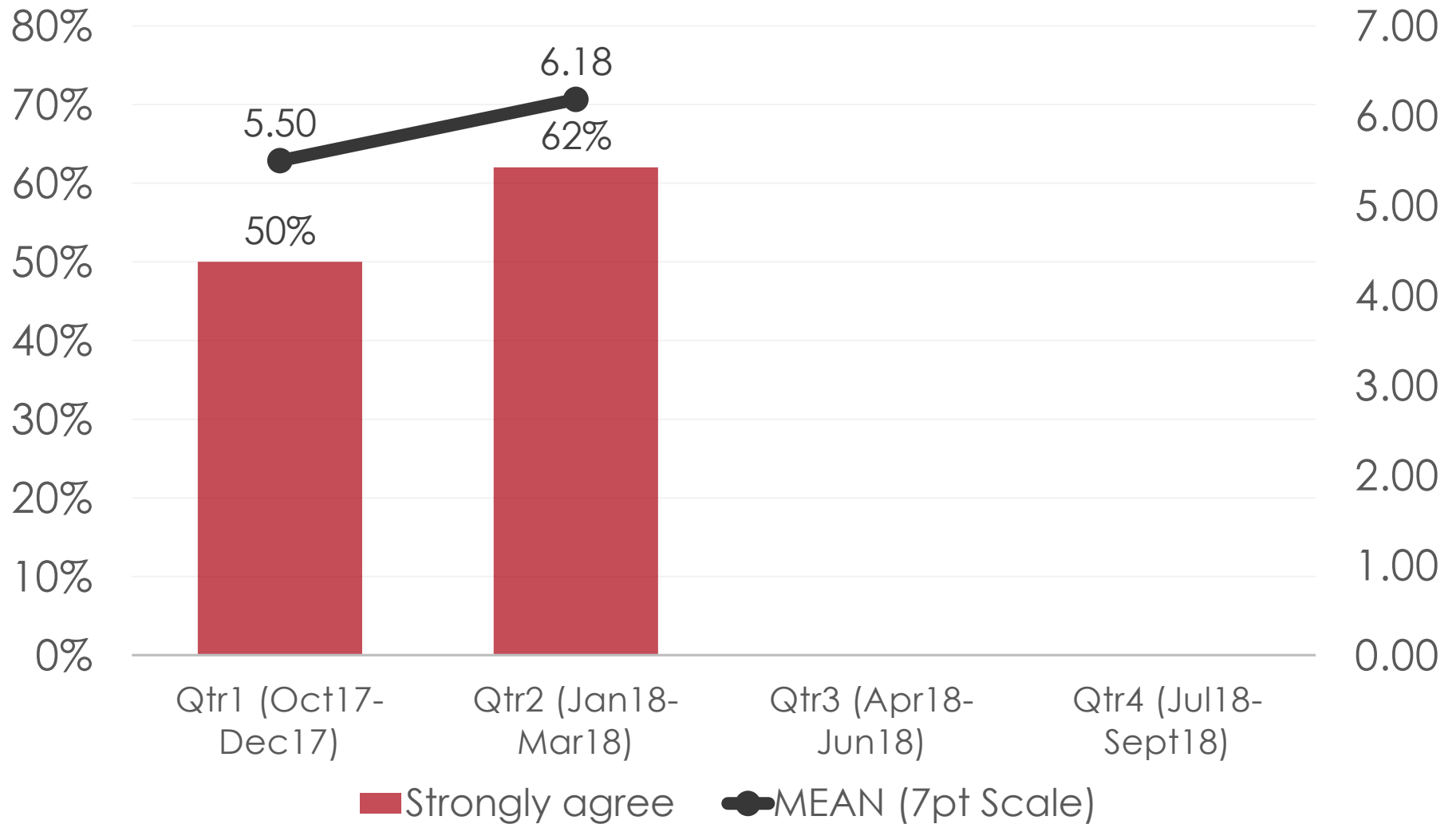
Taxi drivers were professional

Taxis were clean

Chart showing "Strongly agree" percentages and MEAN (7pt Scale):

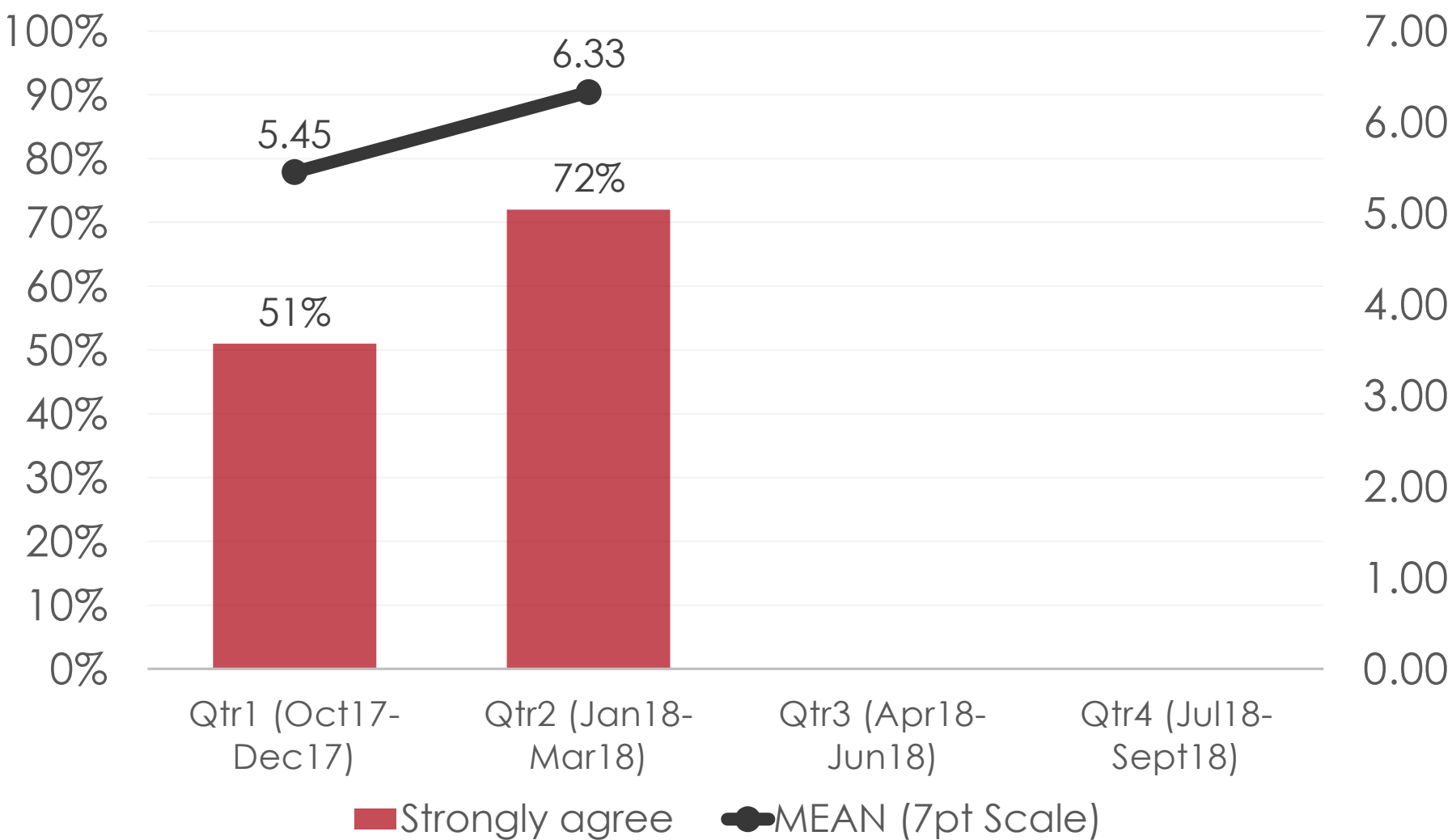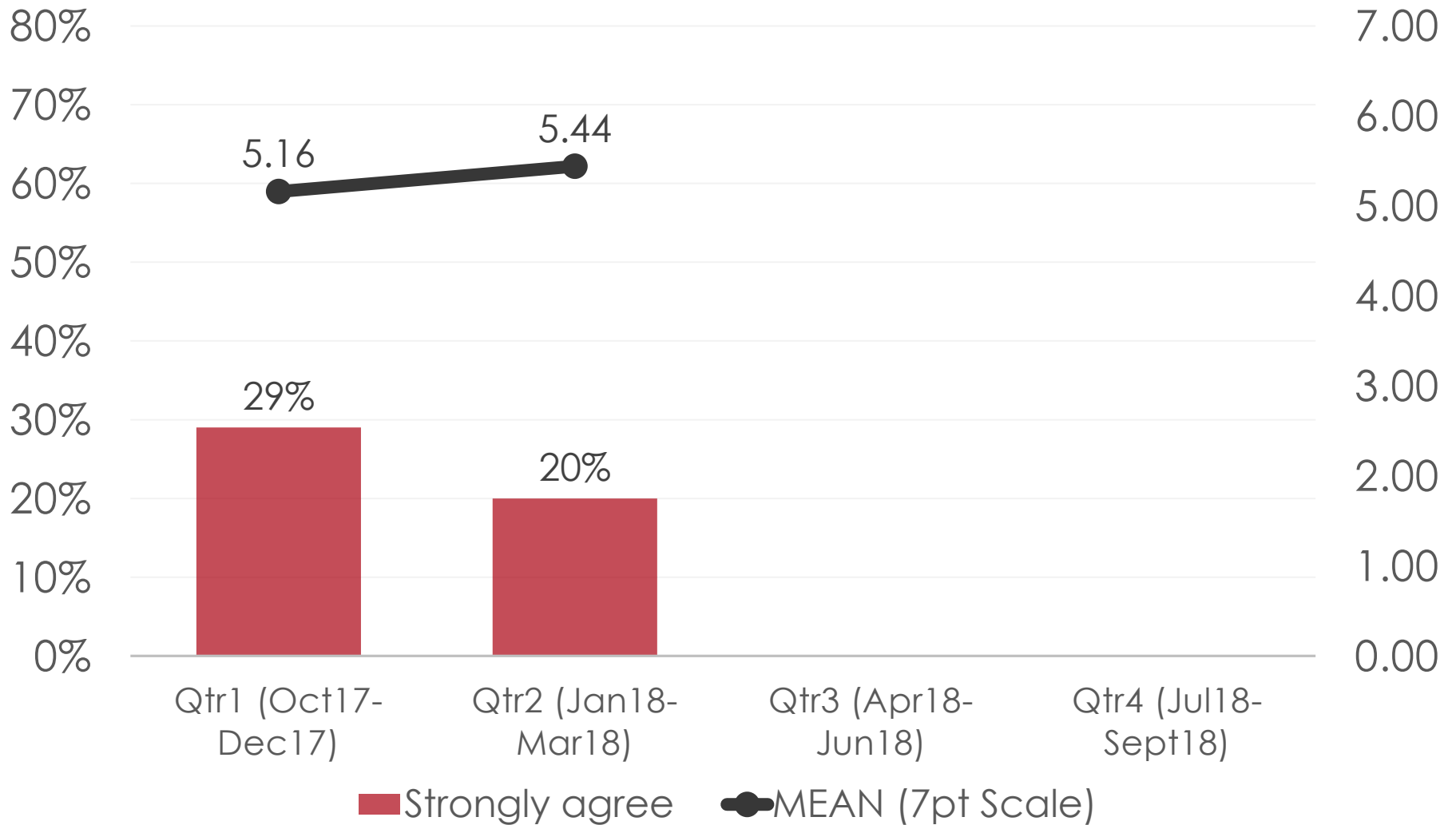|	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
Strongly agree	47%	38%		
MEAN (7pt Scale)	5.68	6.02		

[A]
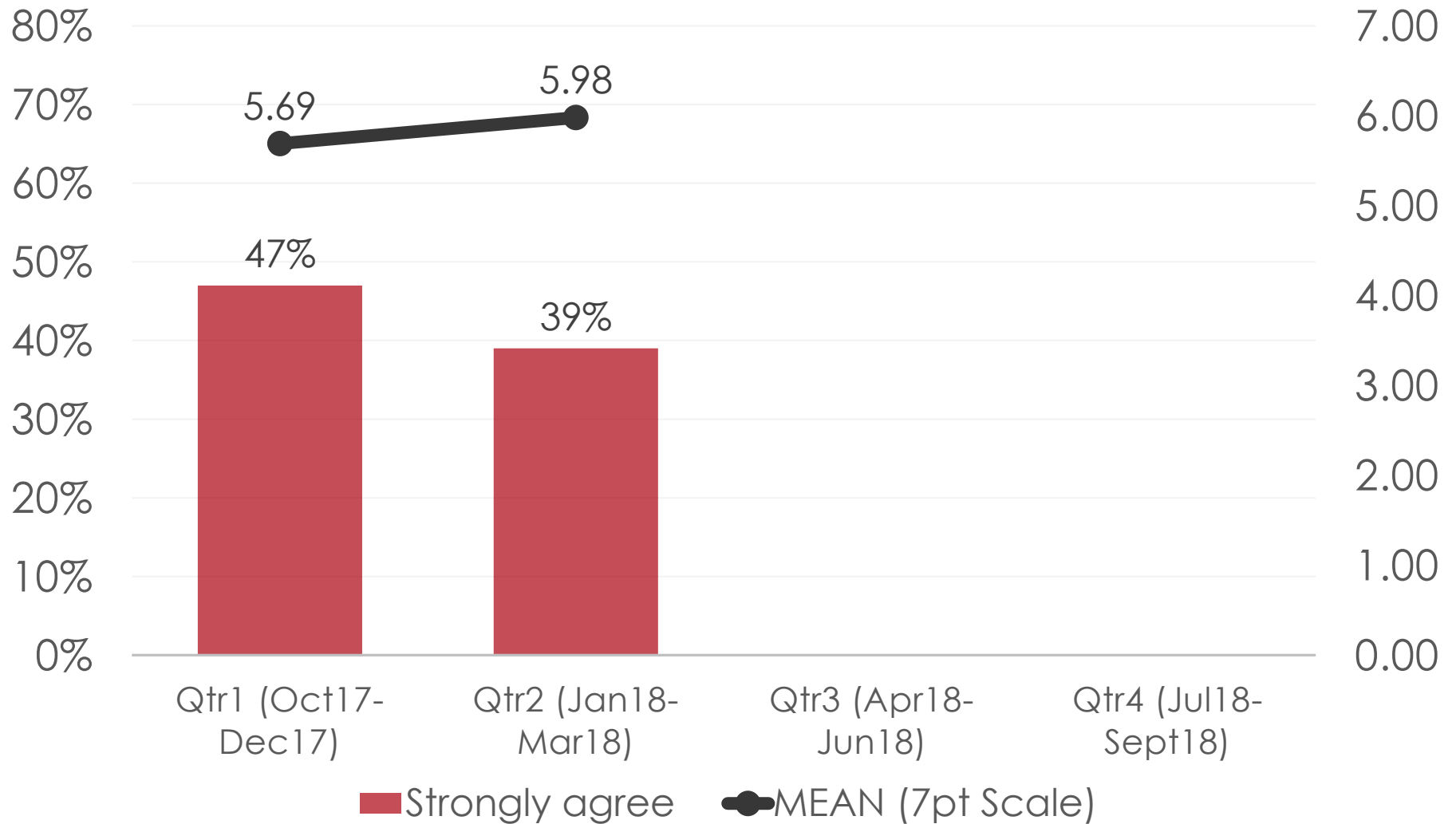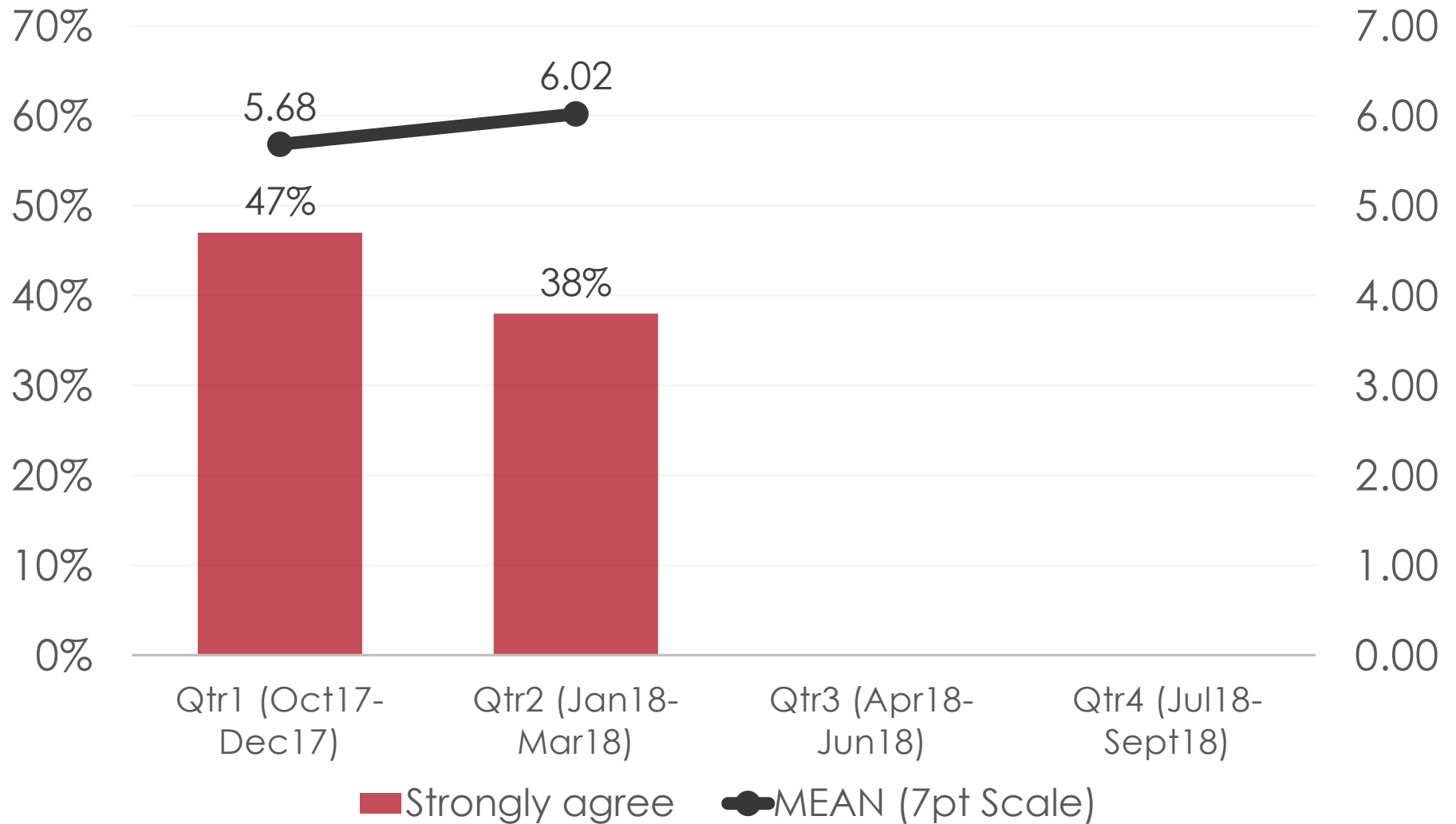
Guam airport was clean

Ease of getting around
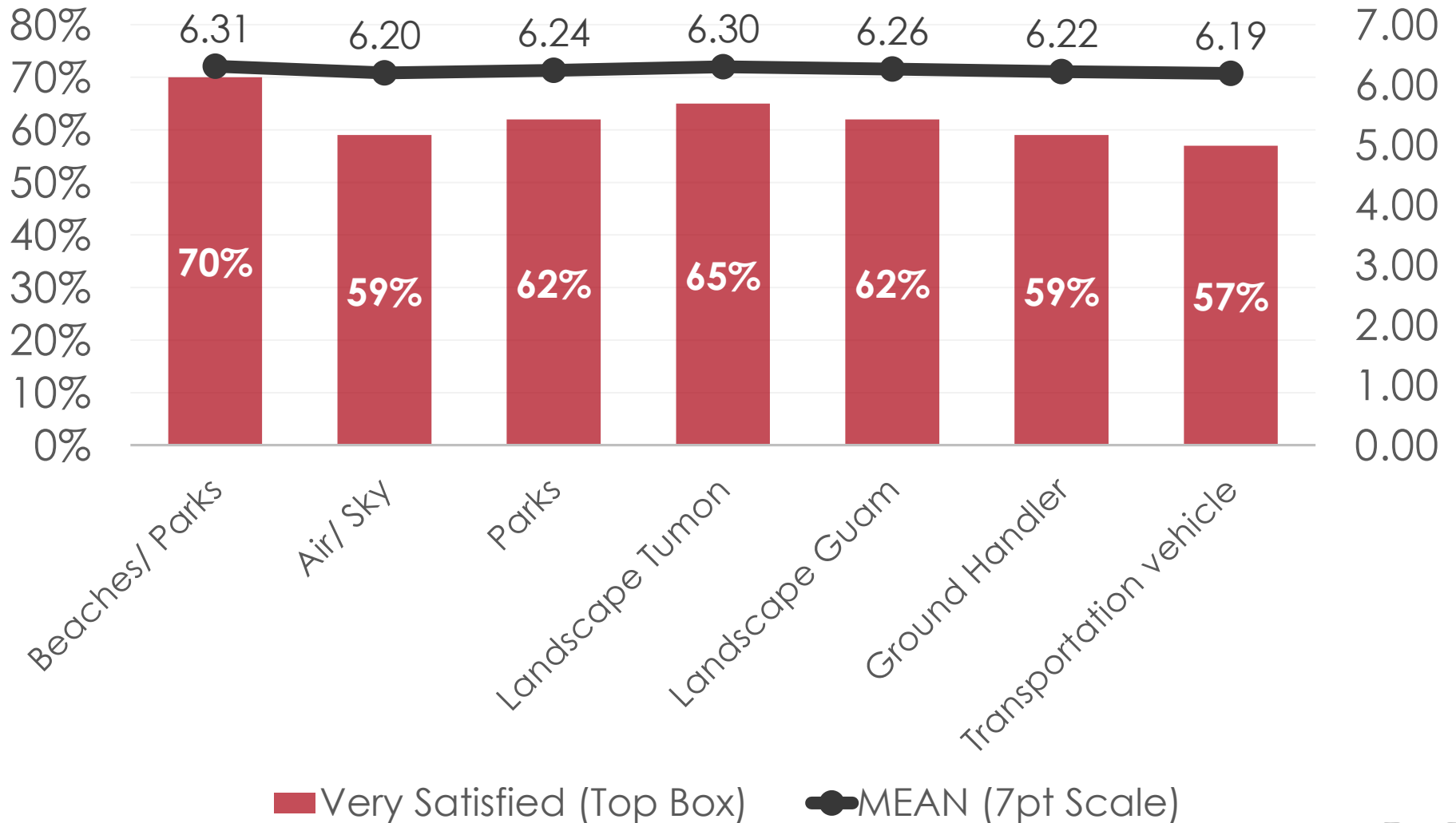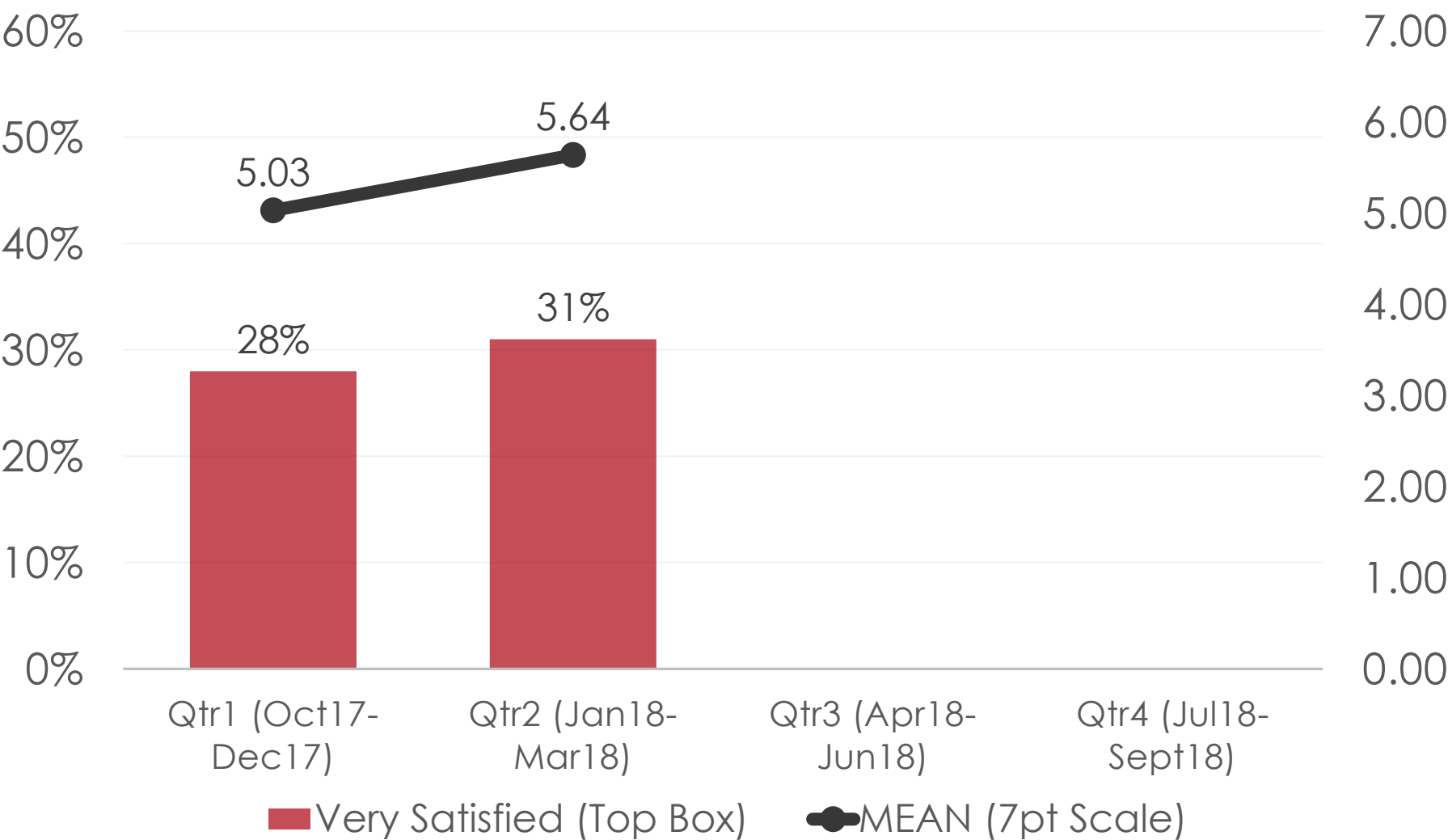
Safety walking around at night

85

Price of things on Guam

86

GENERAL SATISFACTION –
Quality/ Cleanliness

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

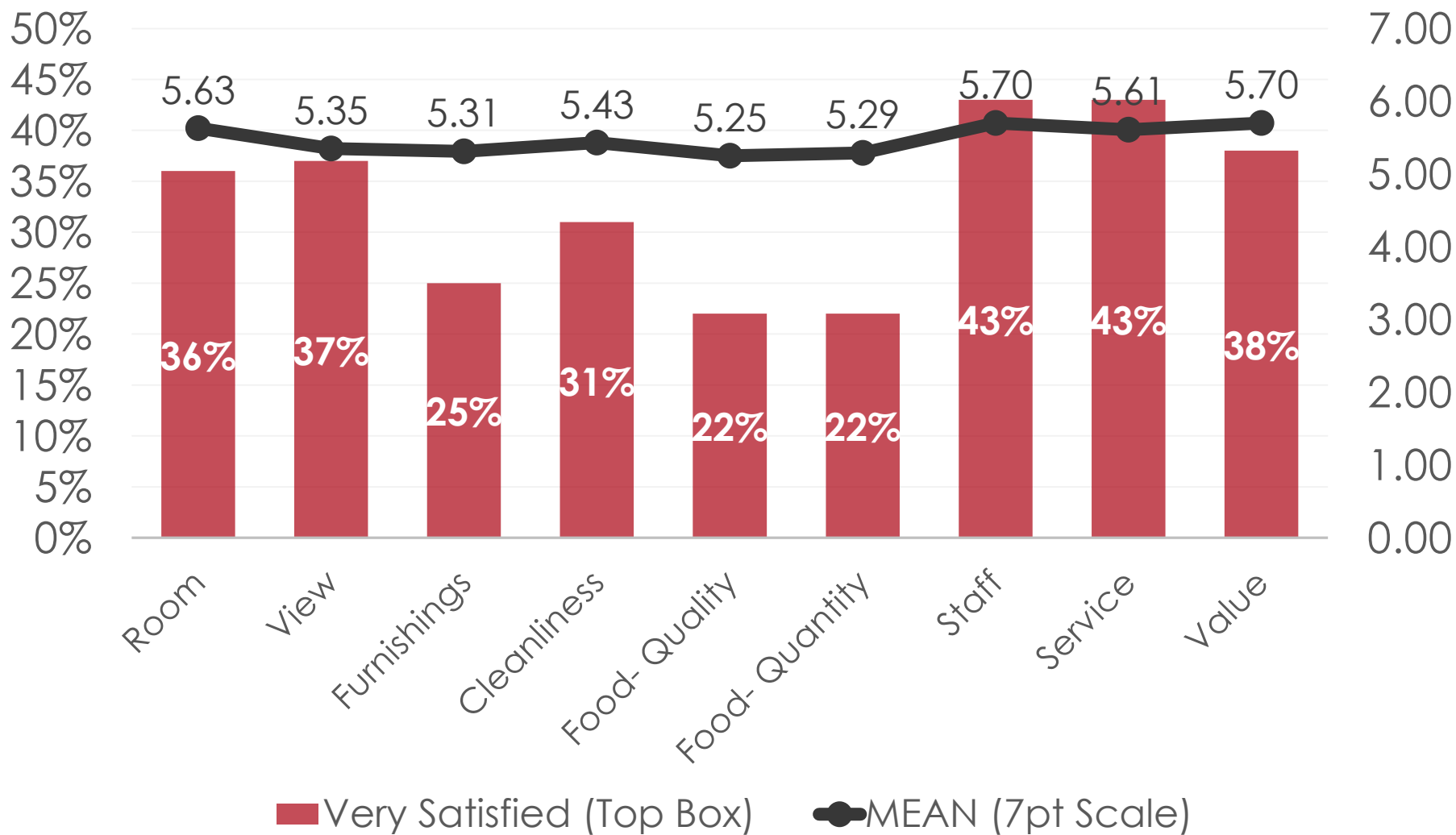| Category	Very Satisfied (Top Box)	MEAN (7pt Scale)
Beaches/ Parks	70%	6.31
Air/ Sky	59%	6.20
Parks	62%	6.24
Landscape Tumon	65%	6.30
Landscape Guam	62%	6.26
Ground Handler	59%	6.22
Transportation vehicle	57%	6.19

ACCOMMODATIONS –
OVERALL SATISFACTION

ACCOMMODATIONS –
Satisfaction by Category

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

[A]

DINING EXPERIENCE (Outside Hotel) –
Satisfaction by Category

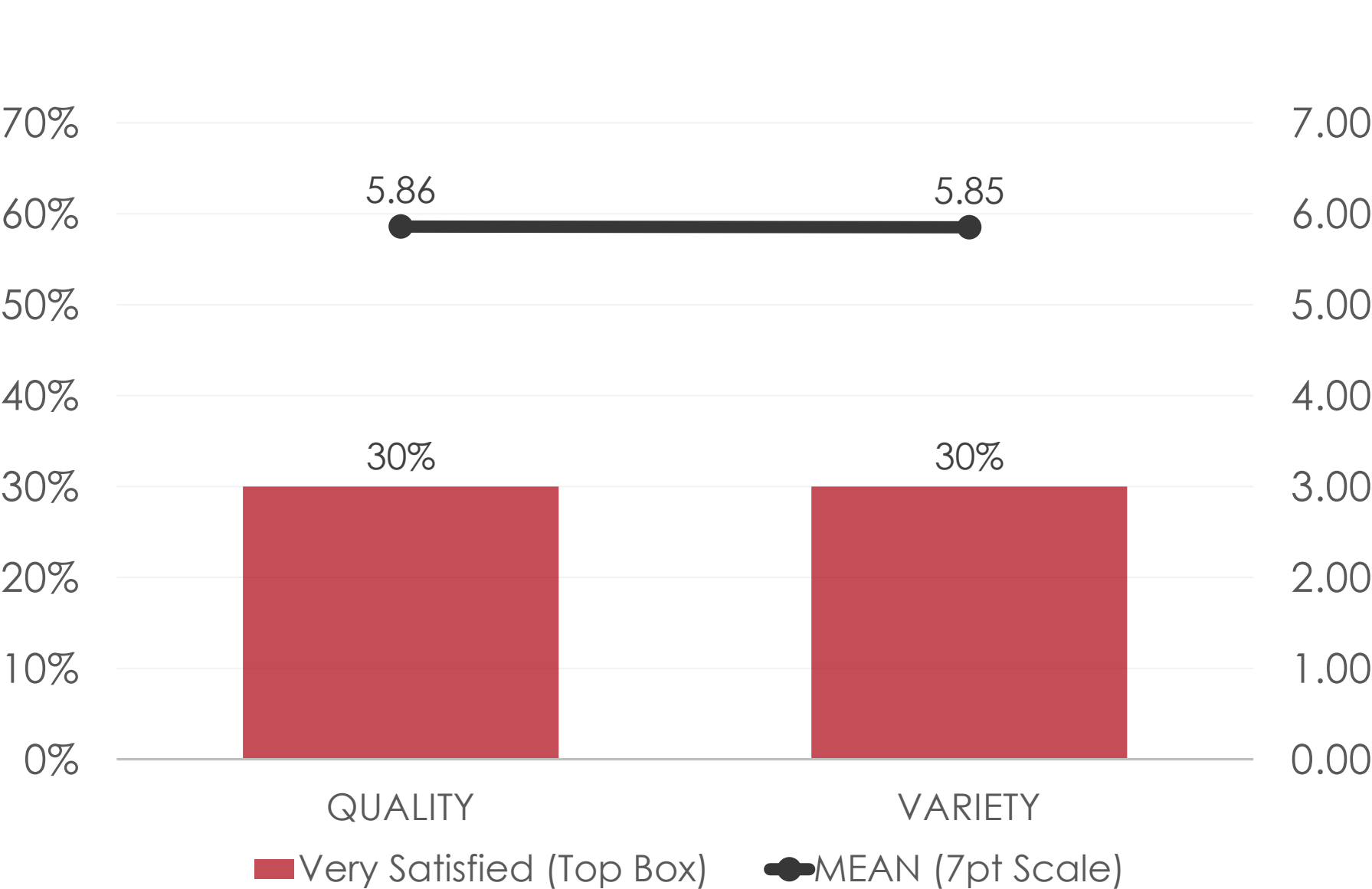Very Satisfied (Top Box): Furnishings 34%, Cleanliness 34%, Food- Quality 33%, Food- Quantity 40%, Staff 49%, Service 54%, Value 42%

MEAN (7pt Scale): Furnishings 5.68, Cleanliness 5.67, Food- Quality 5.67, Food- Quantity 5.74, Staff 5.88, Service 5.99, Value 5.70

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

[A]
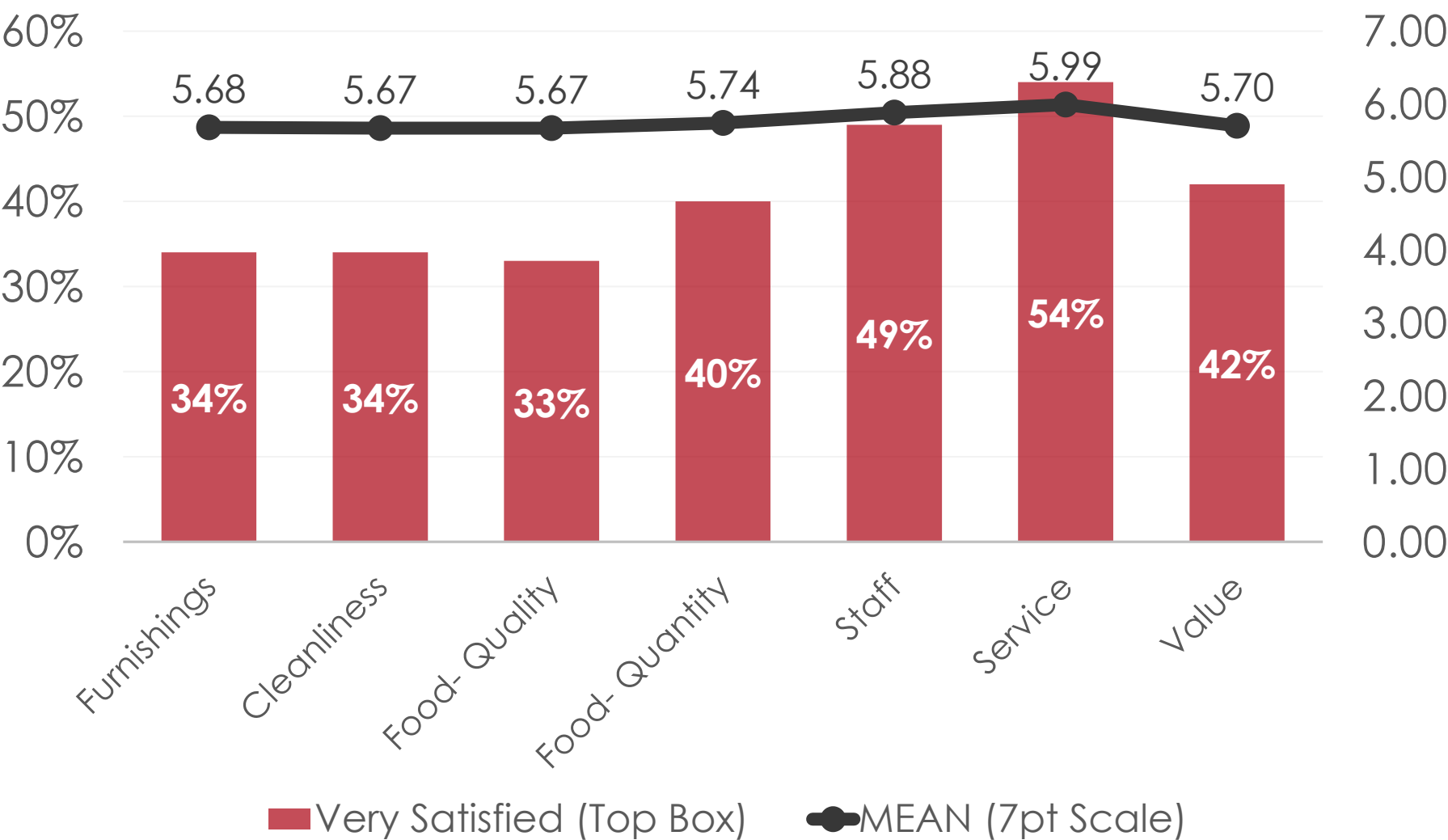
Shopping Malls/ Stores (Top Responses)

Store	Percentage
Ross	78%
Micro Mall	76%
K-Mart	73%
Macys	72%
ABC Store	66%
Guam Premium Outlet	59%
DFS Galleria	42%
Tumon Sands	32%
The Plaza	21%
Agana SC	17%

[A]
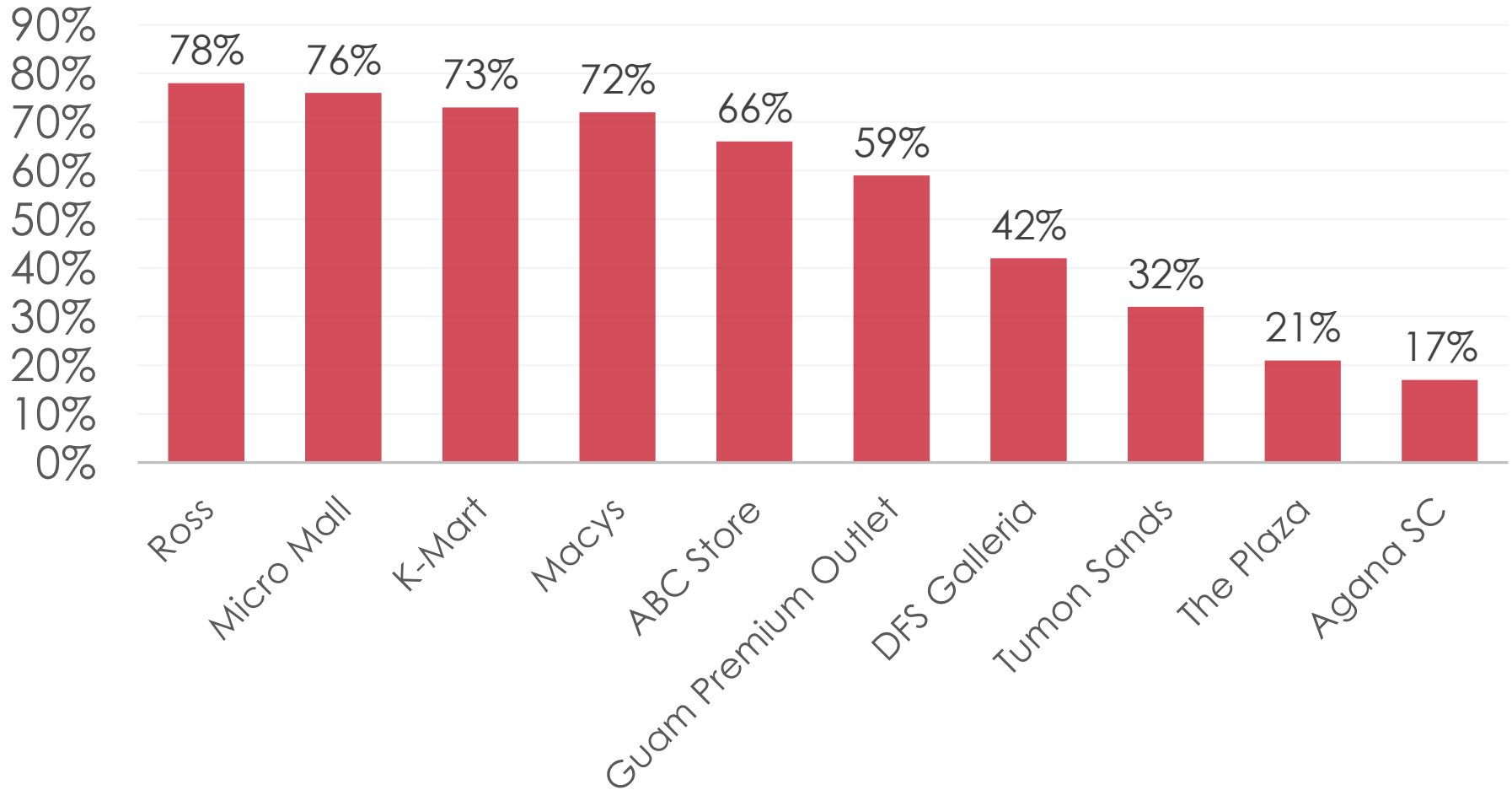
SHOPPING - SATISFACTION

OPTIONAL TOUR PARTICIPATION – FY2018 Tracking

Bar chart showing optional tour participation by quarter:
- Qtr1 (Oct17-Dec17): 49%
- Qtr2 (Jan18-Mar18): 43%
- Qtr3 (Apr18-Jun18): (no data)
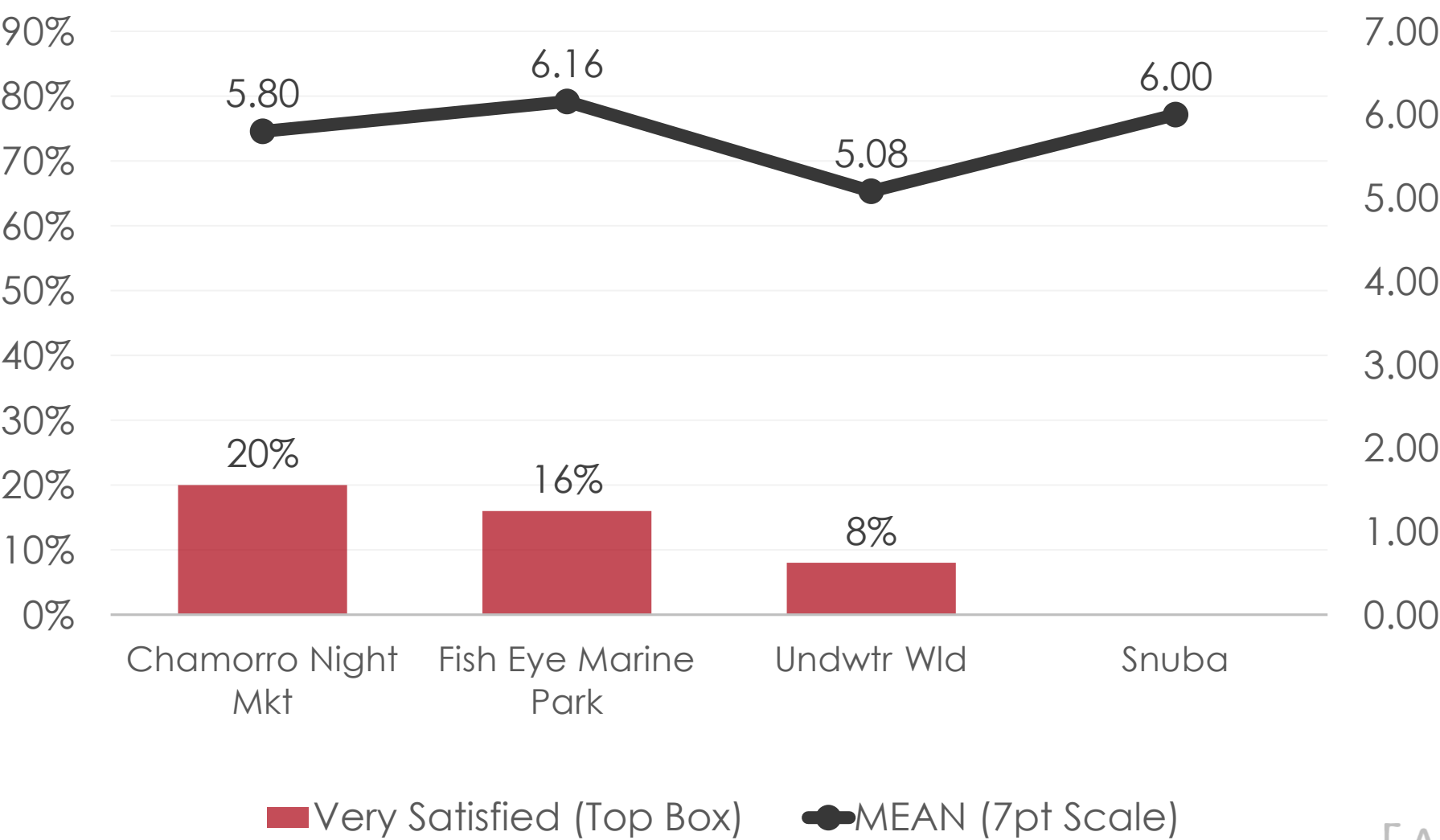- Qtr4 (Jul18-Sept18): (no data)

[A]
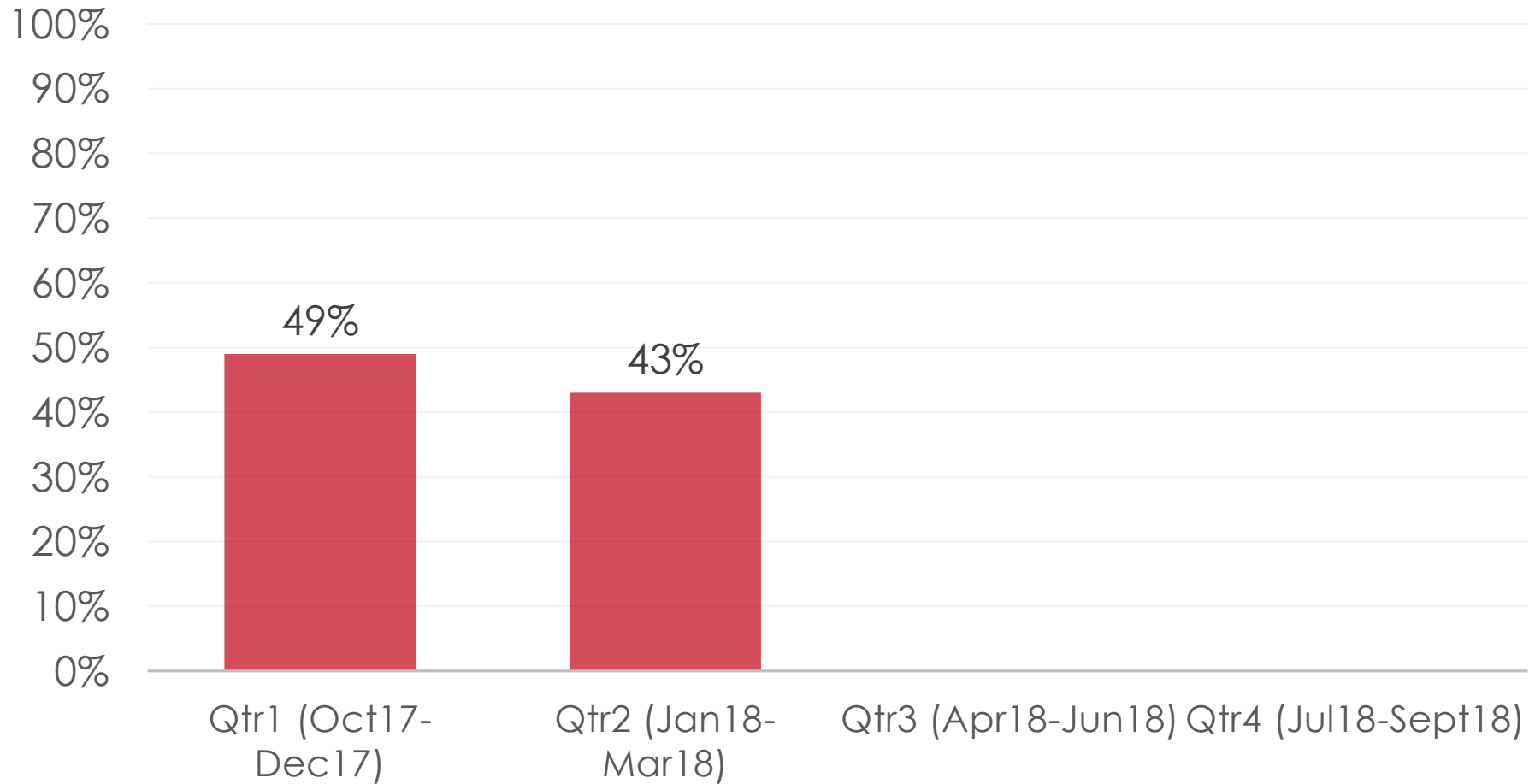
Optional Tour Participation
(Top Responses/ 5%+)

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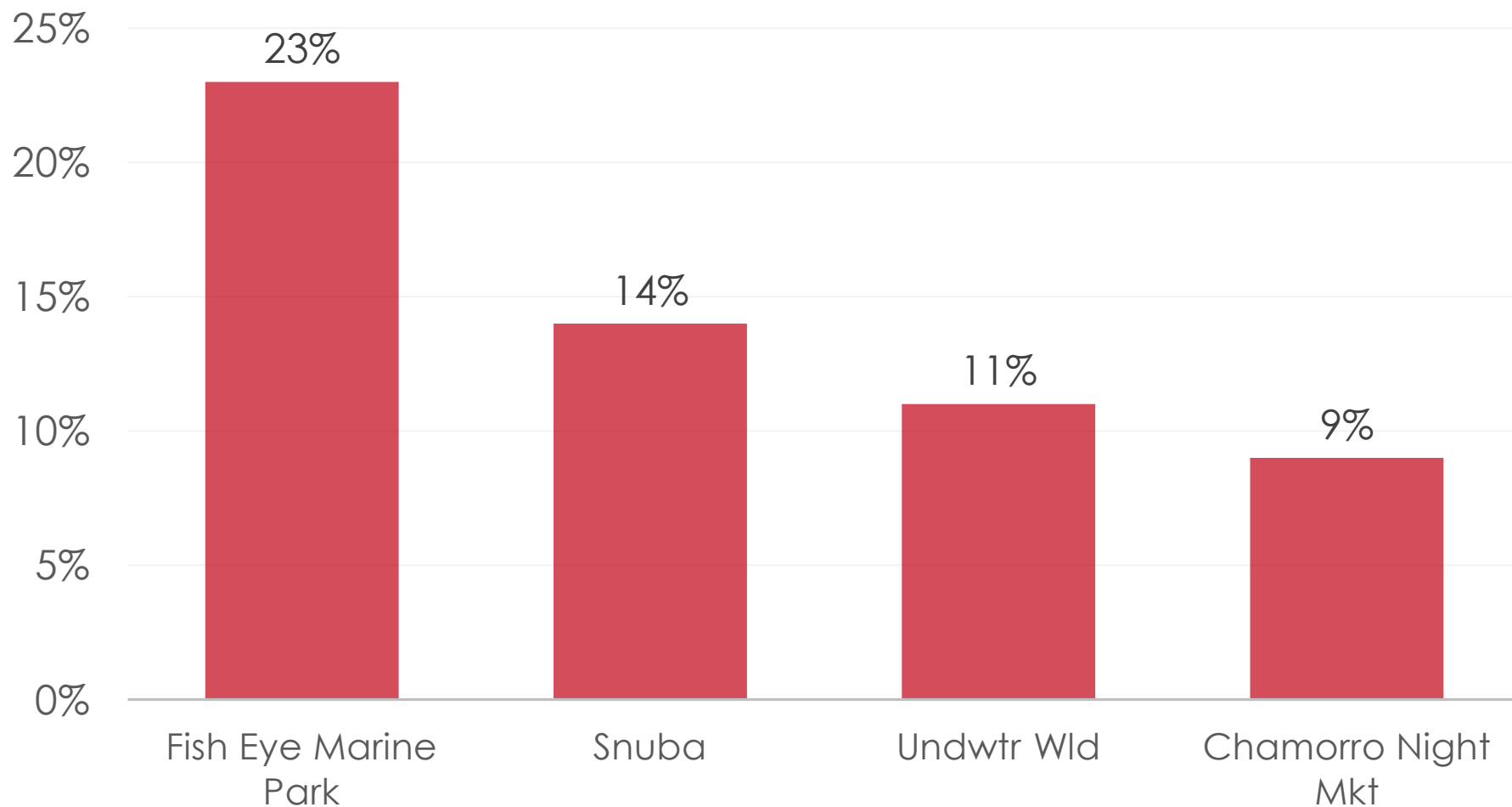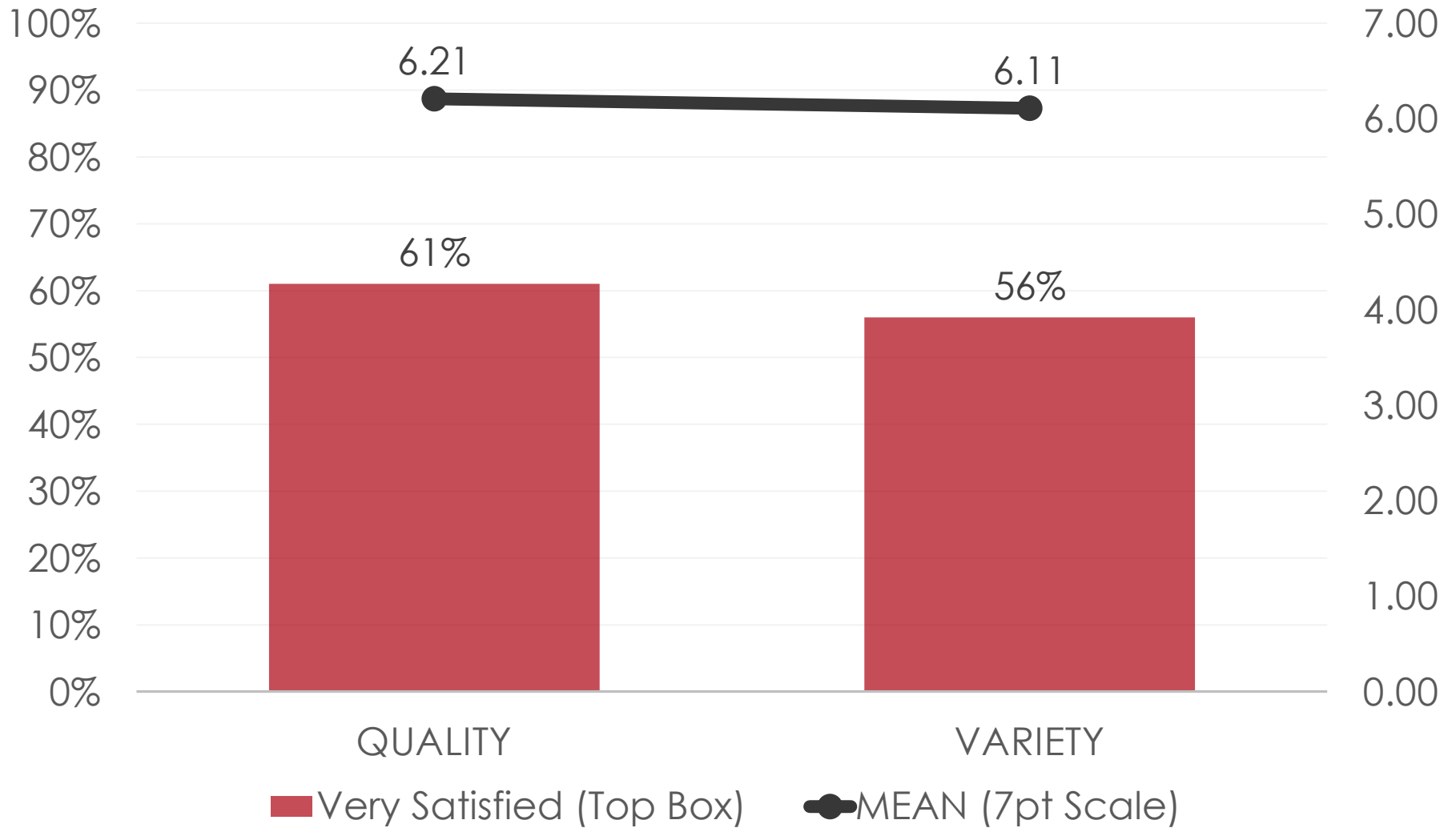
Optional Tour Satisfaction
Top Responses only - Participation (5%+)

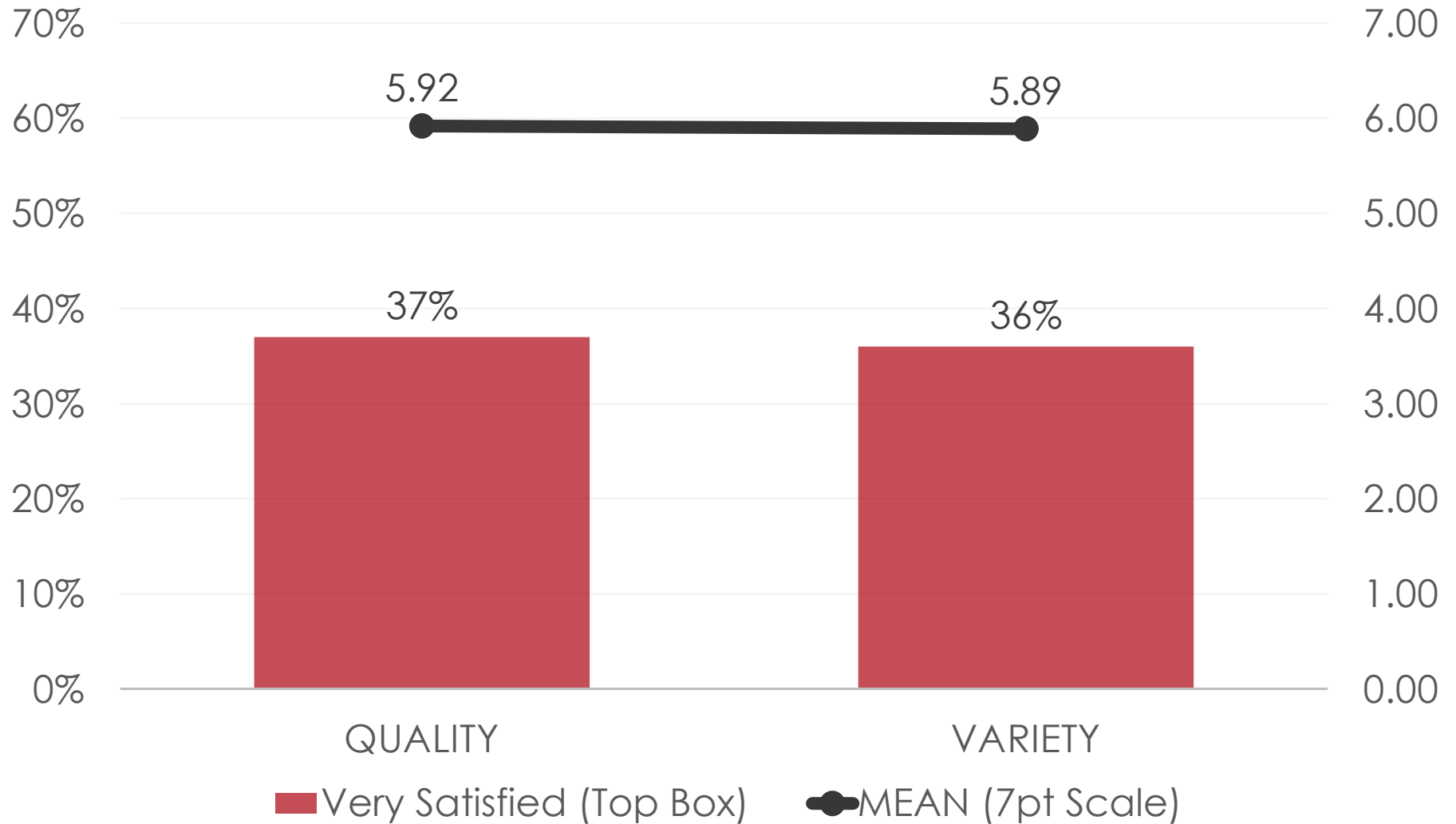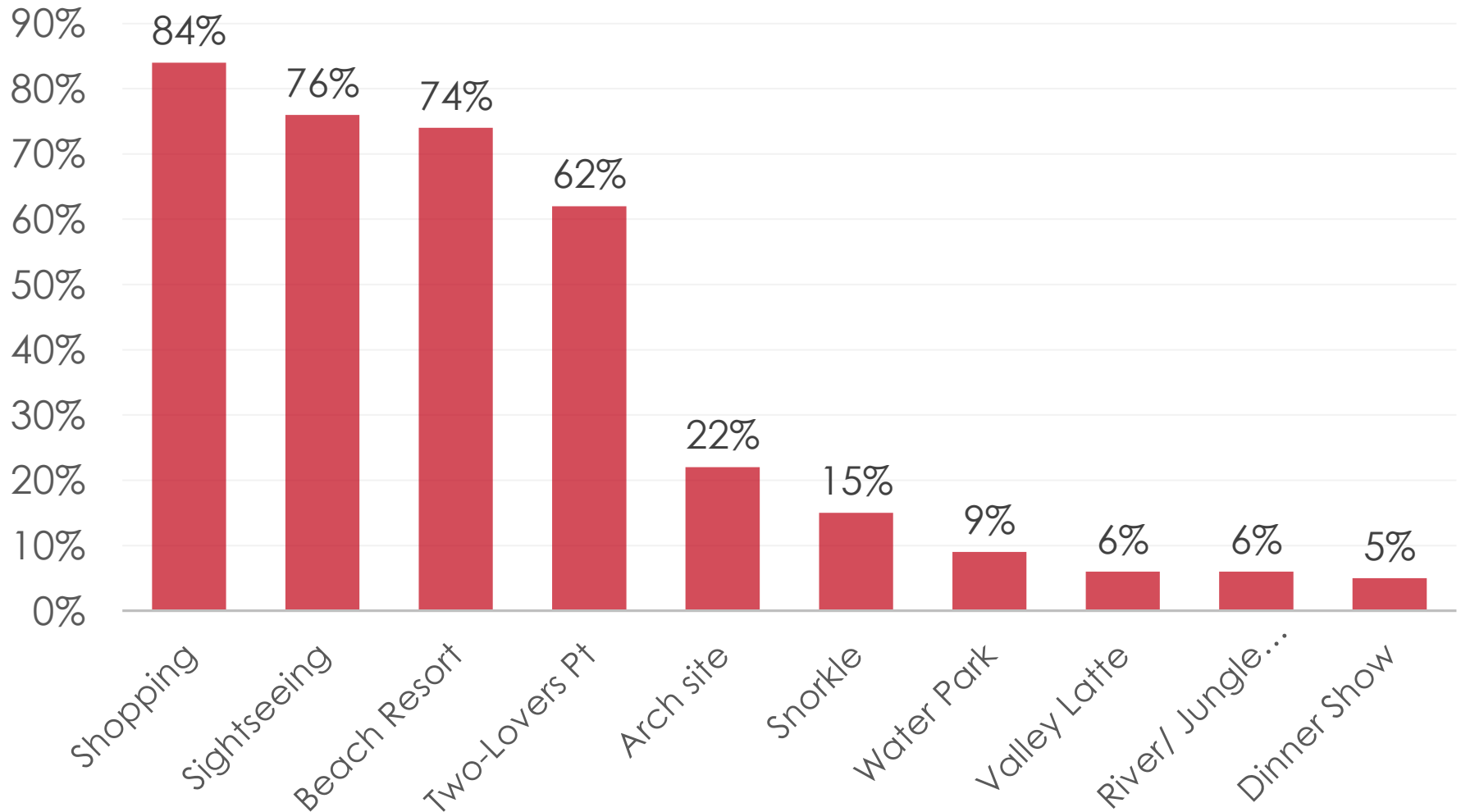# DAY TOUR - SATISFACTION

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

NIGHT TOUR - SATISFACTION

Activities Participation (Top Responses)

SECTION 5
PROMOTIONS

[A]

INTERNET- GUAM SOURCES OF INFORMATION

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
Search engines	46%	54%		
Social network	50%	48%		
Blog/ Vlog	28%	18%		
Forums	4%	2%		
Q&A site	3%	2%		

[A]
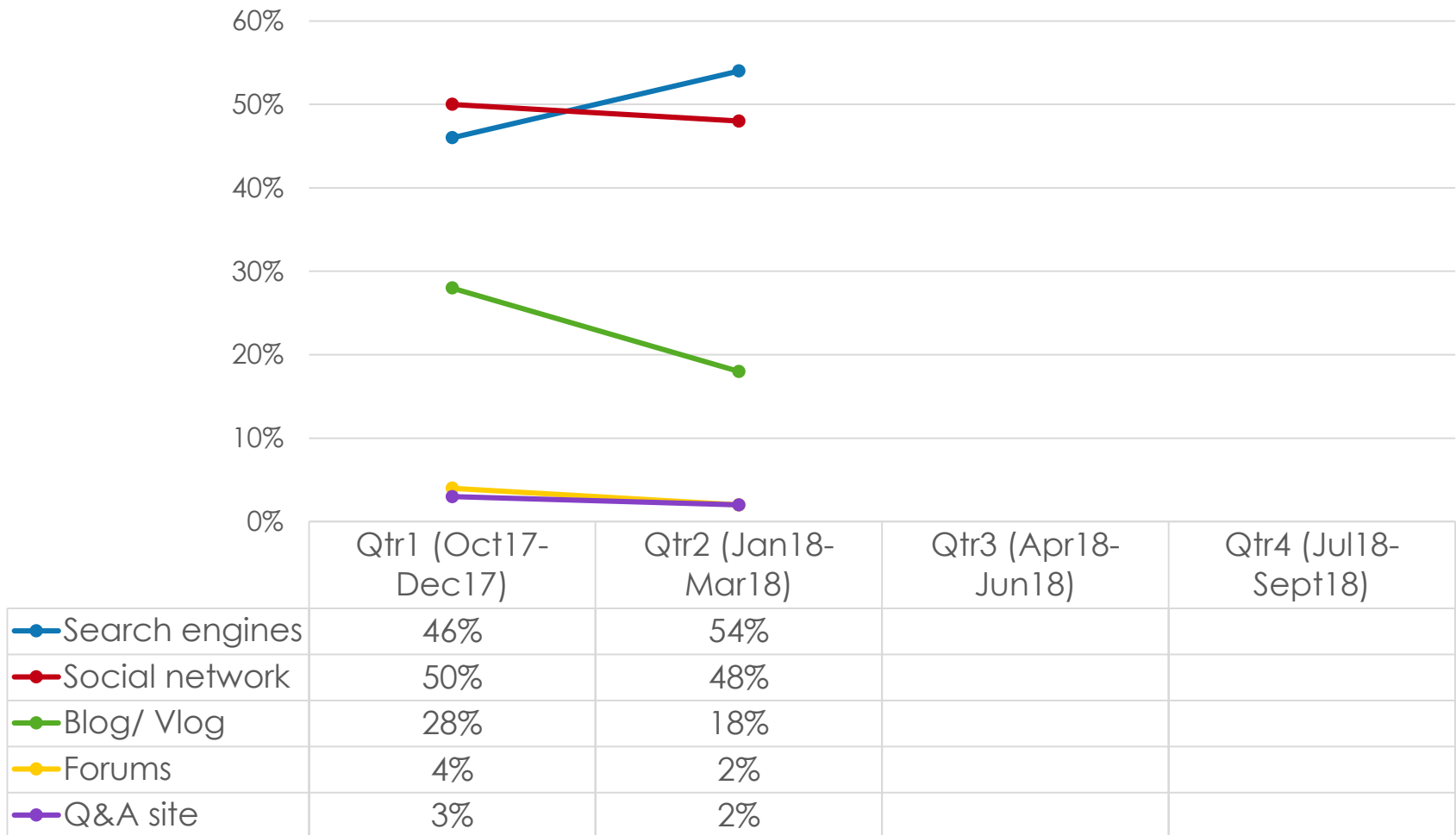
INTERNET- SOURCES OF INFORMATION
Things to do on Guam
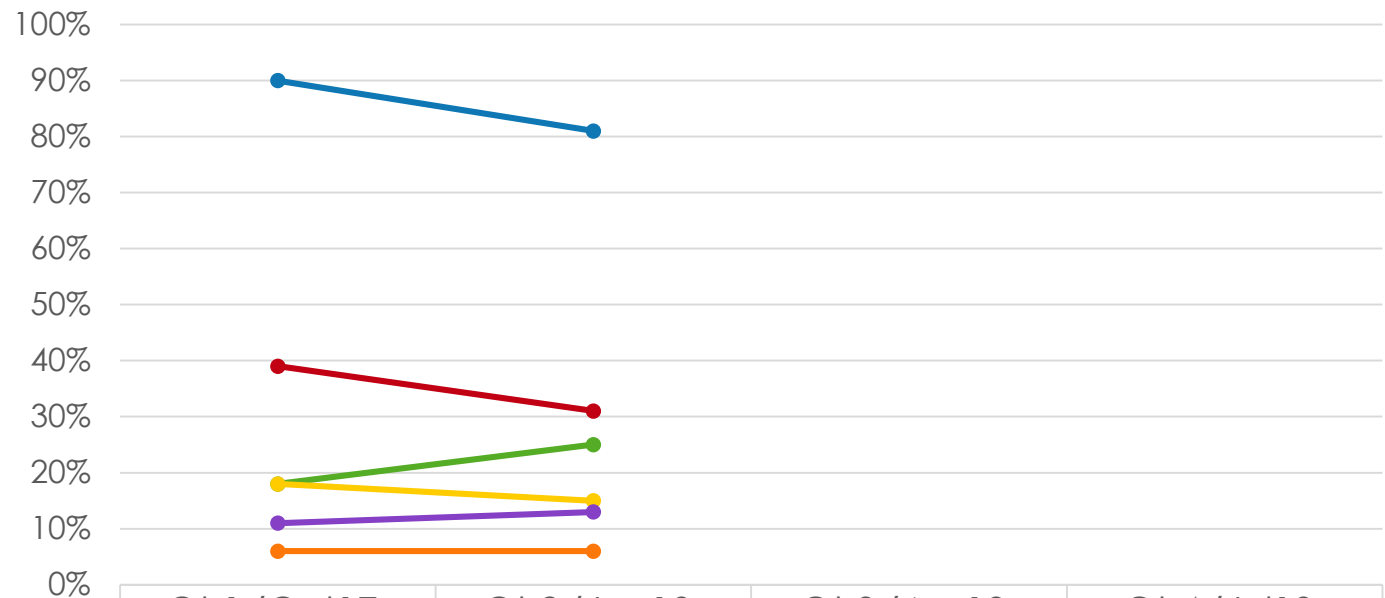
	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
Google	90%	81%		
Facebook	39%	31%		
Instagram	18%	25%		
Online booking site	18%	15%		
Yahoo	11%	13%		
Twitter	6%	6%		

[A]

INTERNET- SOURCES OF INFORMATION GVB

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
None	36%	30%		
GVB Website	47%	47%		
GVB Facebook	17%	16%		
GVB Instagram	8%	8%		
GVB Twitter	6%	5%		
GVB Café	1%			

[A]

TRAVEL MOTIVATION
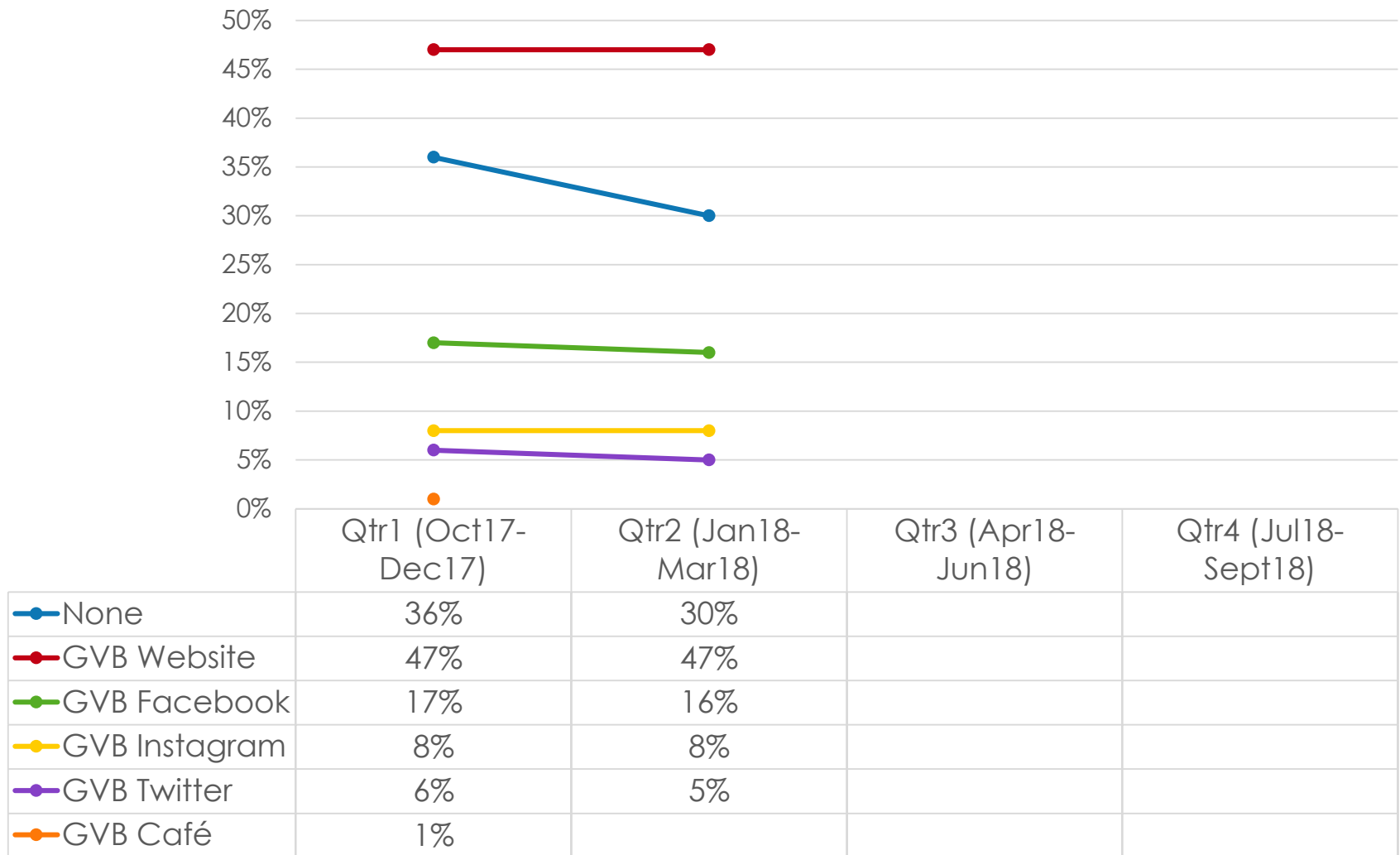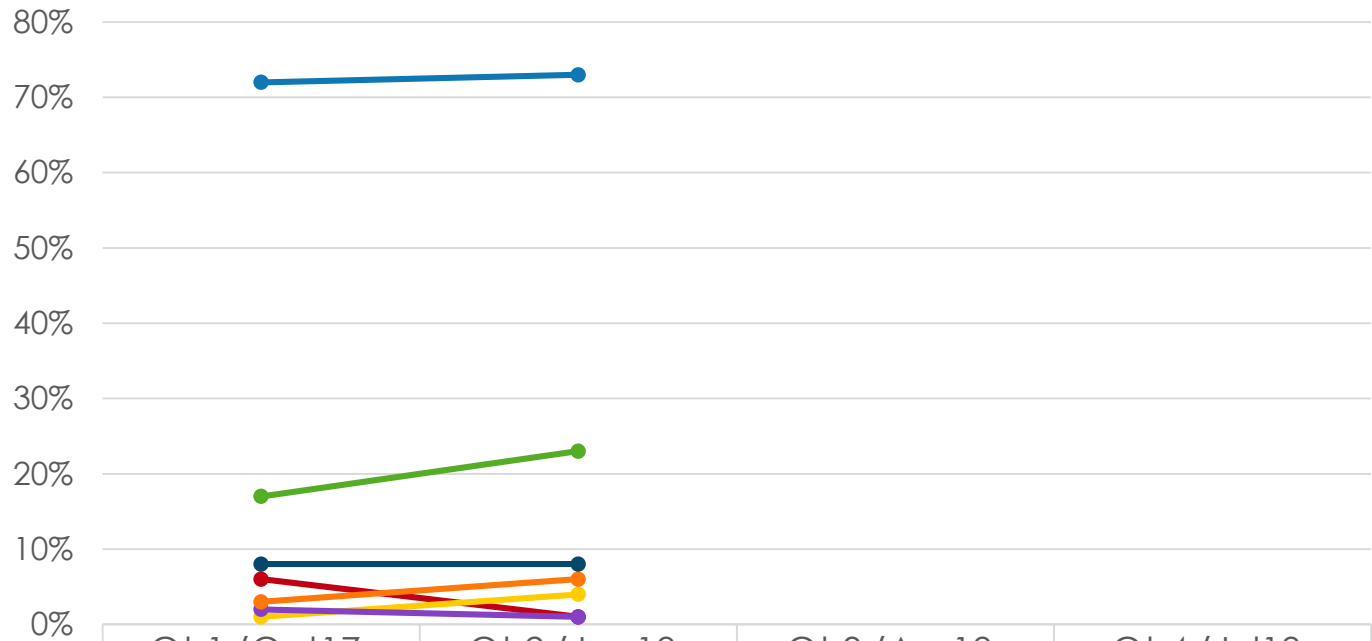
	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
Friends/ Family	72%	73%		
Company/ Bus Trip	6%	1%		
Internet	17%	23%		
Travel Show	1%	4%		
Travel Agent	2%	1%		
Print	3%	6%		
Social Media	8%	8%		

[A]

PRE-ARRIVAL SOURCES OF INFORMATION

PRE-ARRIVAL SOURCES OF INFORMATION – Key Segments
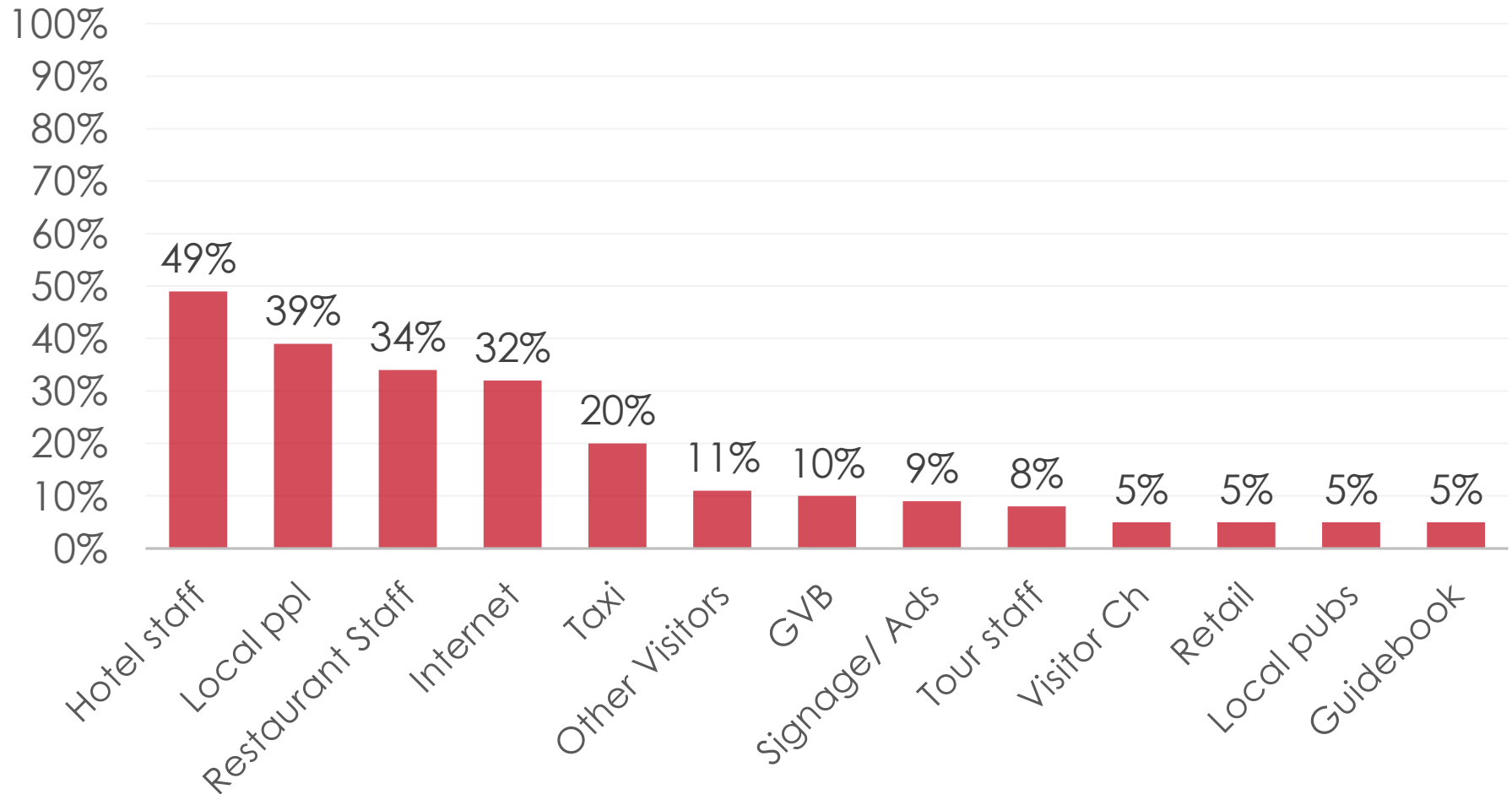
GVB EXIT SURVEY

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%	50%	78%	82%	67%
	Internet/Mobile App	75%	50%	85%	77%	78%
	I have been to Guam before	12%		11%	11%	14%
	Guam Visitors Bureau promotional activities	10%		11%	10%	14%
	Travel agent brochure	9%	50%	10%	7%	16%
	Magazine (consumer)	7%		10%	9%	12%
	TV	7%		9%	7%	10%
	Travel guide book at bookstores	6%		5%	5%	4%
	Co-worker/ company travel department	6%	50%	6%	7%	2%
	Travel trade shows	6%		6%	7%	6%
	Guam Visitors Bureau office	4%		4%	5%	4%
	Newspaper	1%		1%	1%	2%
	Consumer travel shows	1%		1%		2%
	Total	107	2	81	87	49

Prepared by Anthology Research

[A]

ONISLE
SOURCES OF INFORMATION

[A]

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	Hotel staff	49%	50%	56%	49%	52%
	Local people	39%		36%	40%	33%
	Restaurant staff (outside hotel)	34%		35%	34%	31%
	Internet/Mobile App	32%	50%	34%	37%	42%
	Taxi drivers	20%		21%	22%	29%
	Other visitors	11%		11%	12%	15%
	Guam Visitors Bureau	10%	50%	11%	12%	13%
	Signs/ advertisement	9%	50%	11%	9%	15%
	Tour staff	8%	50%	6%	9%	4%
	Retail staff	5%		6%	5%	6%
	Visitors channel	5%		4%	3%	
	Local publication	5%		5%	5%	4%
	Guide books I brought with me	5%		6%	6%	2%
	Total	106	2	80	86	48

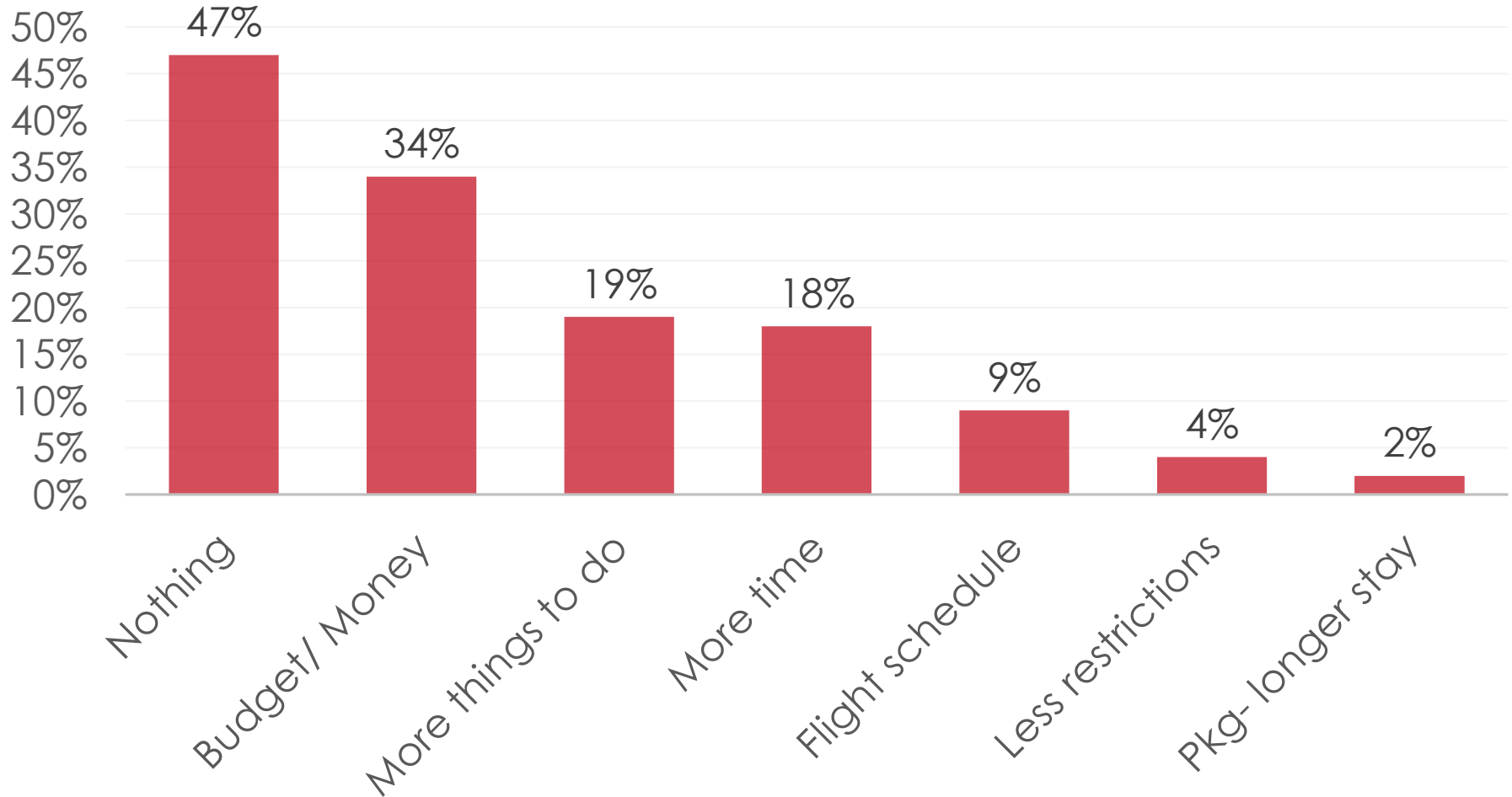Prepared by Anthology Research

[A]

SECTION 6
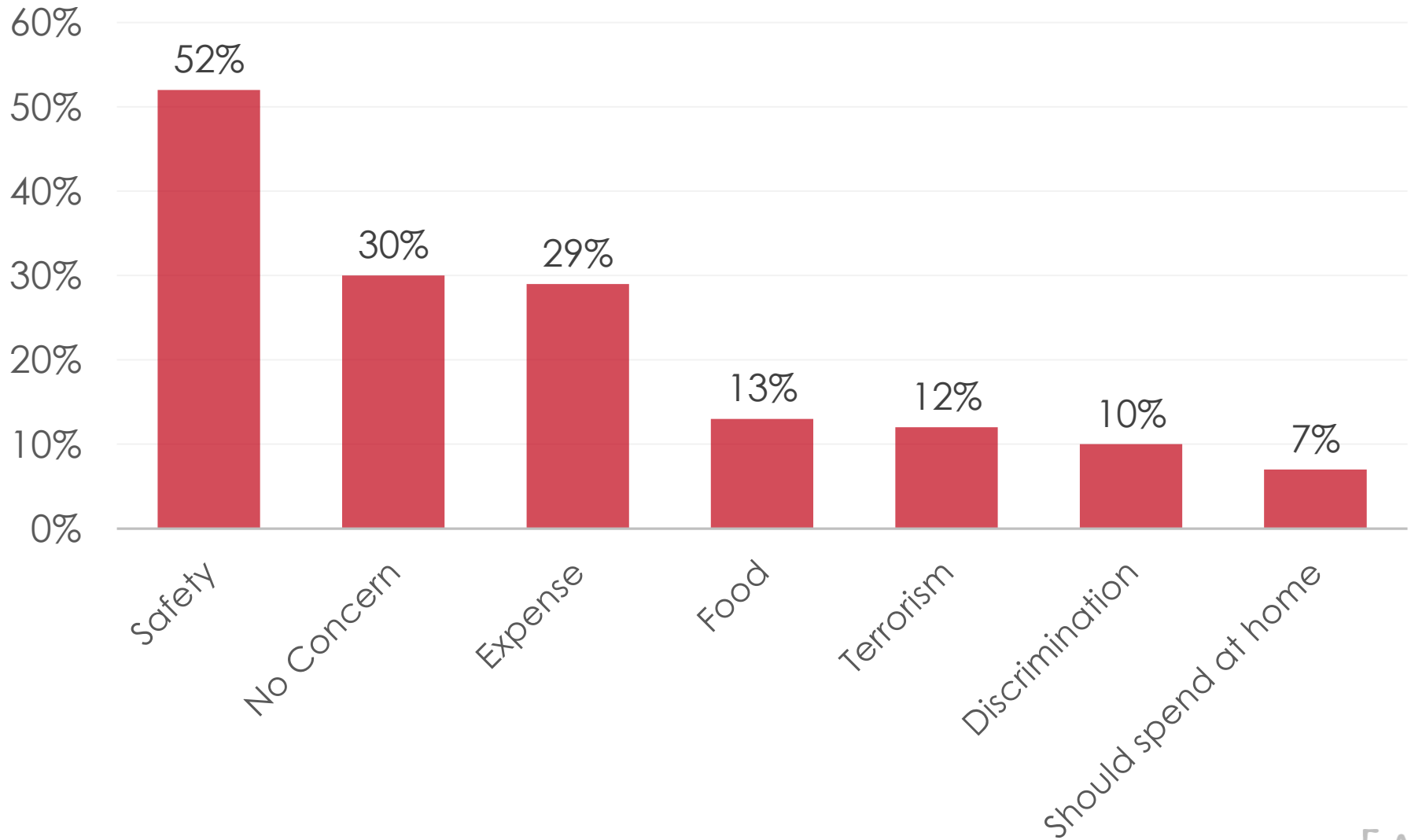# FUTURE TRAVEL TO GUAM

[A]

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

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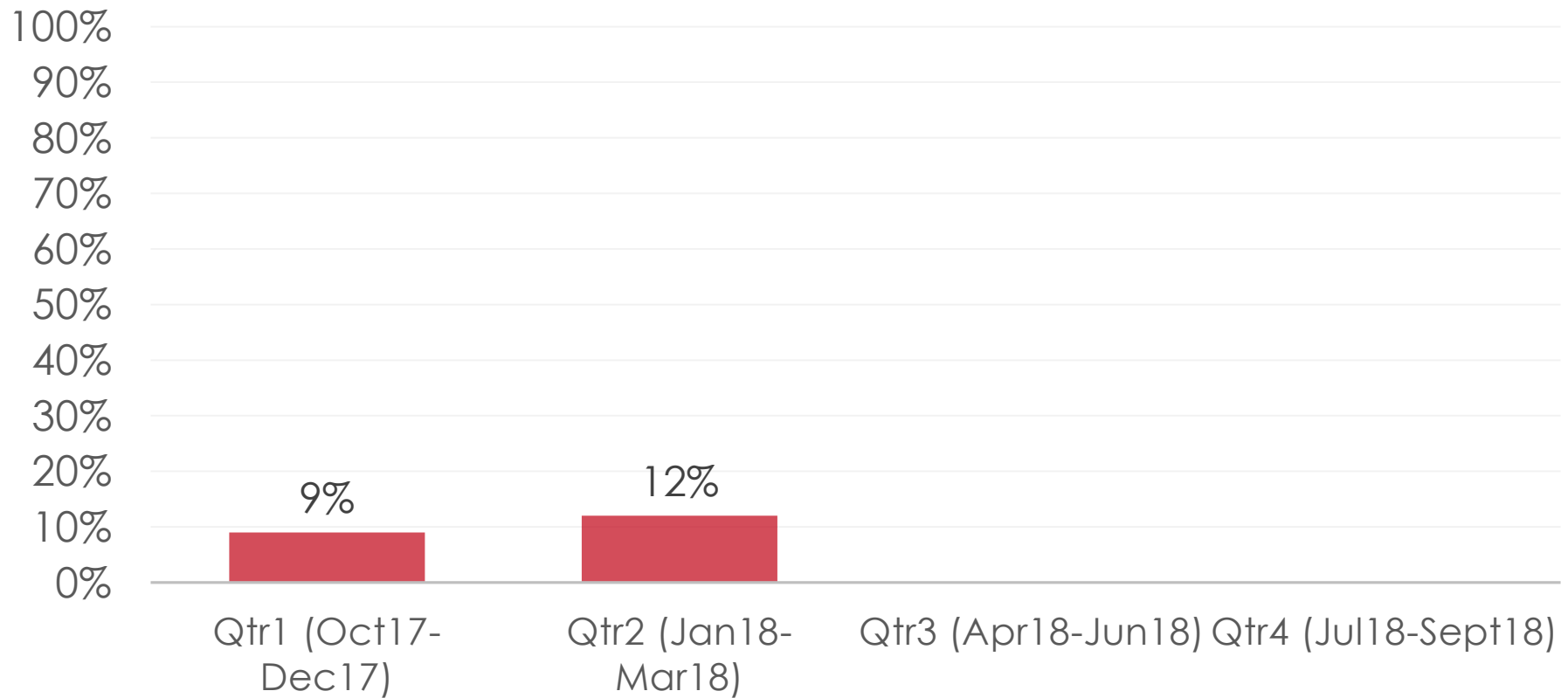
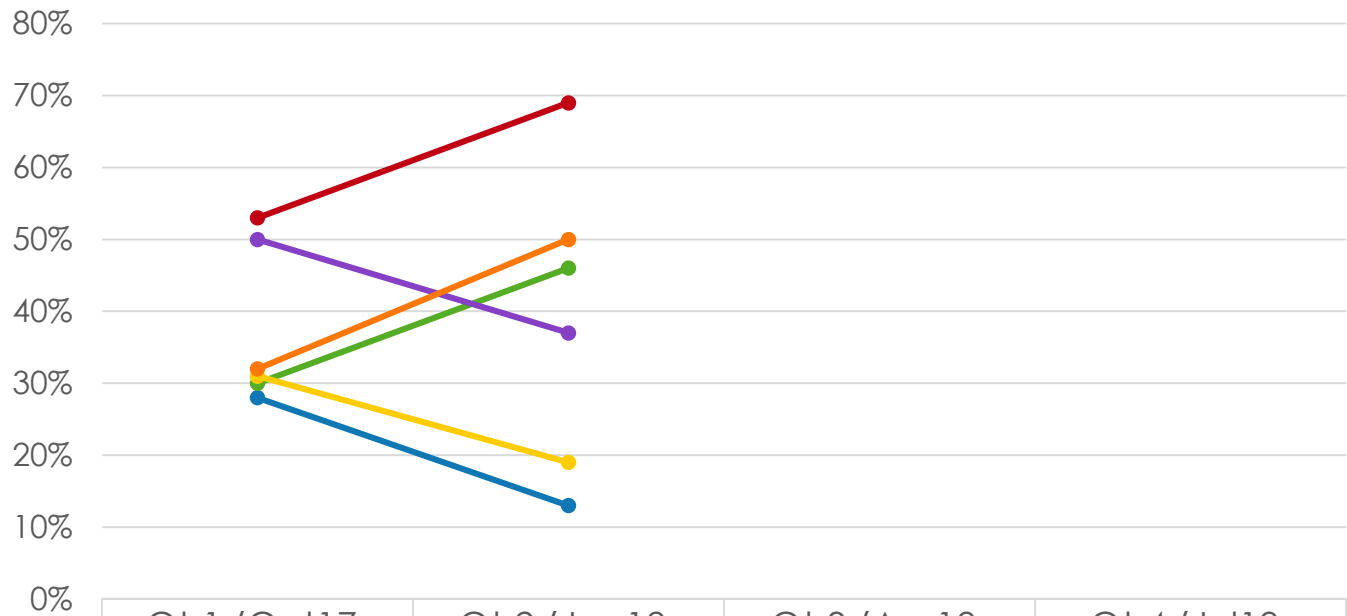# What would it take to make you stay an extra day on Guam?

[A]

FUTURE TRAVEL CONCERNS

[A]

SECTION 7
GUAM CULTURE

EXPERIENCED- CHAMORRO/ HAFA ADAI SPIRIT

	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
Did NOT experience	28%	13%		
Beaches	53%	69%		
Chamorro cuisine	30%	46%		
Night Market	31%	19%		
Socializing- locals	50%	37%		
Local Music	32%	50%		

EXPERIENCED-
OTHER CULTURAL ACTIVITY/EVENTS

[A]
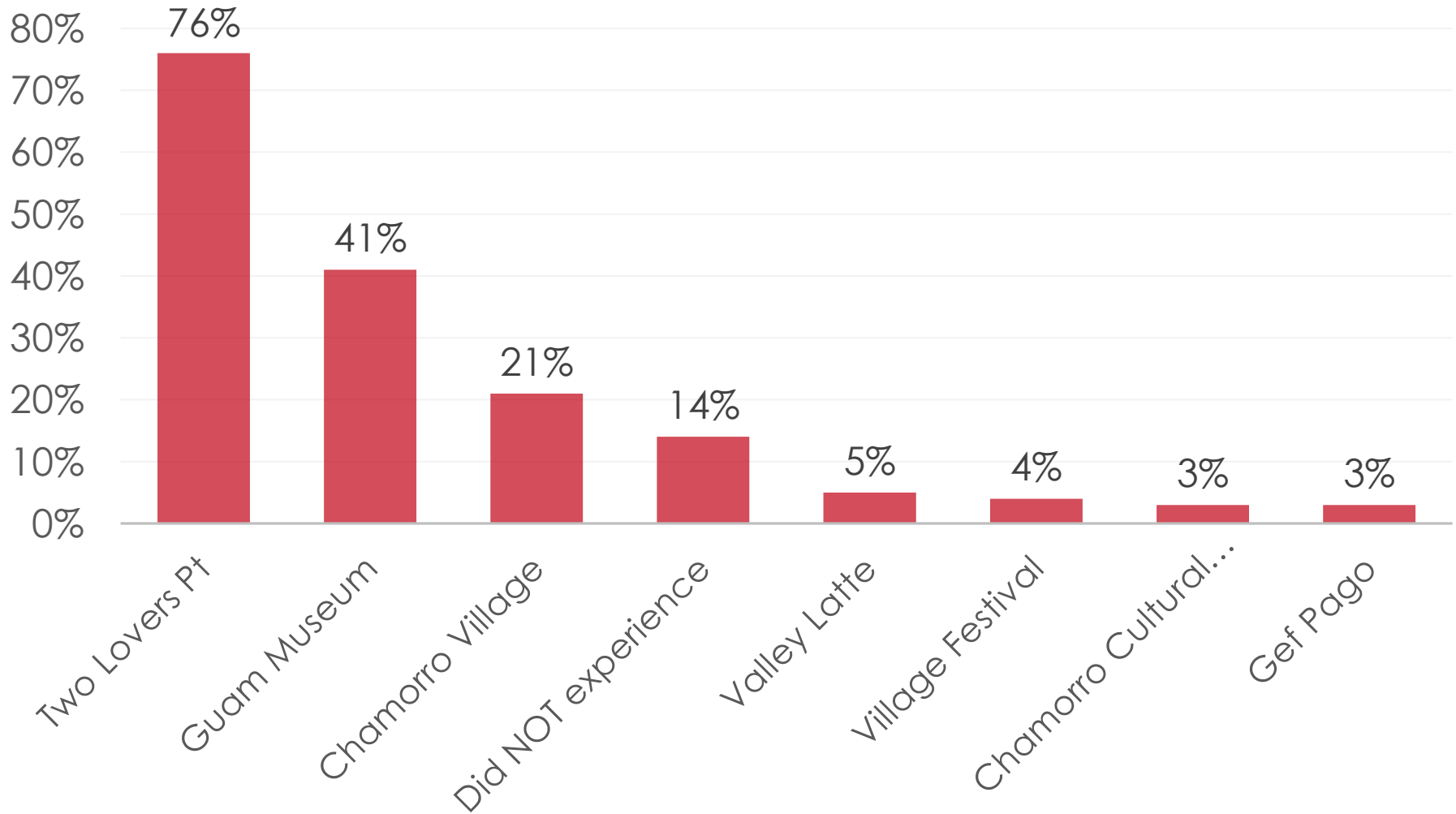
SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS
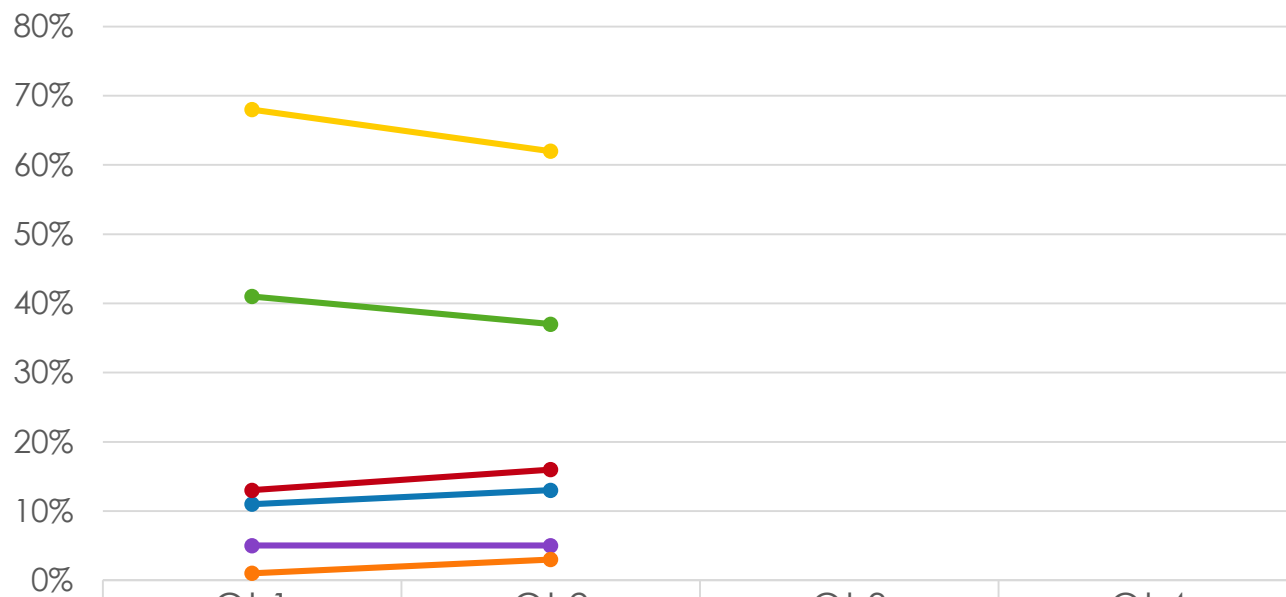
	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
Travel guide/ brochure	11%	13%		
Travel agency	13%	16%		
Internet	41%	37%		
Family/ Friends	68%	62%		
Hotel staff	5%	5%		
Print	1%	3%		

SATISFACTION-CULTURAL ACTIVITY/EVENTS
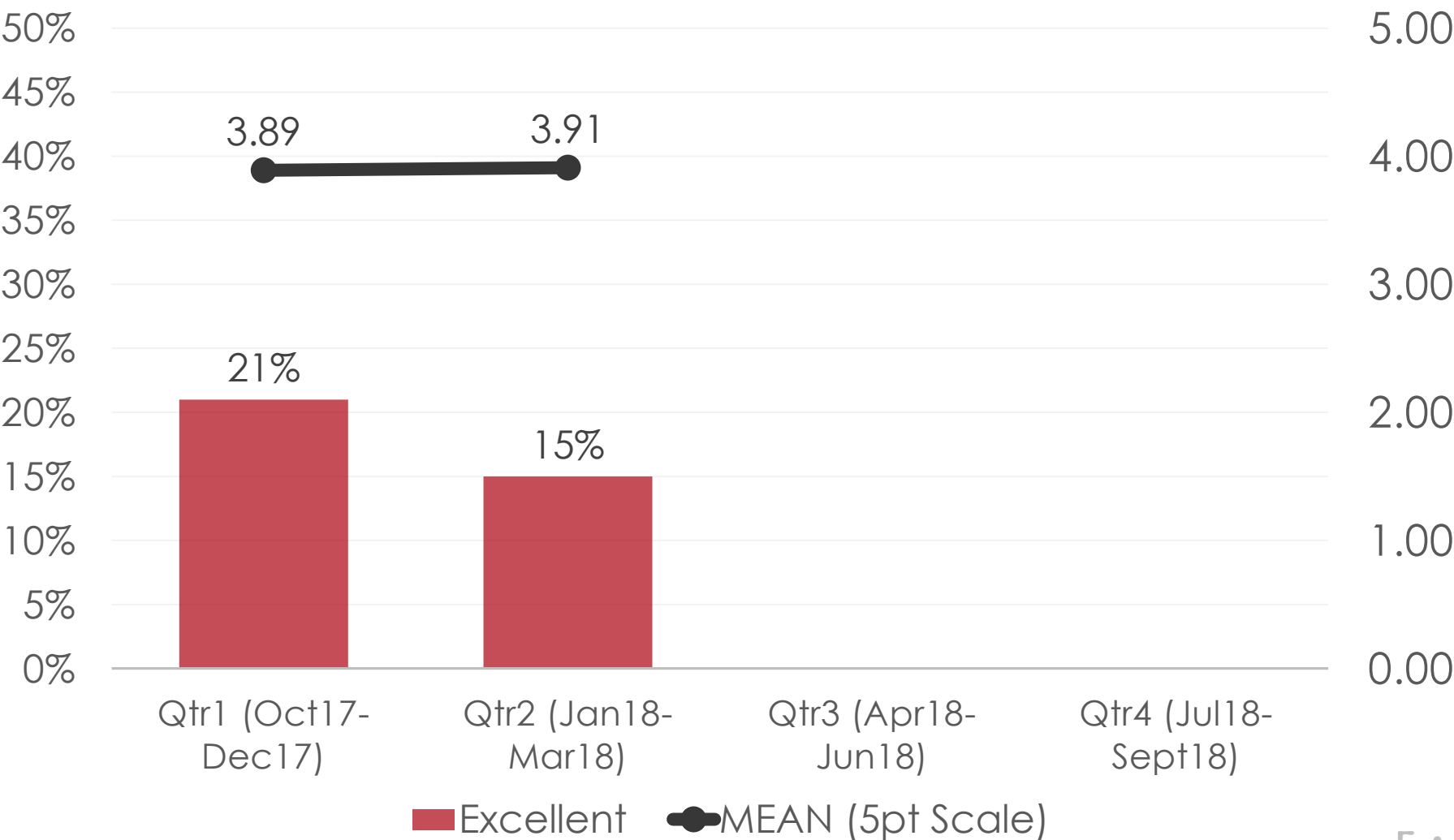
OBSTACLES-
CULTURAL ACTIVITY/EVENTS
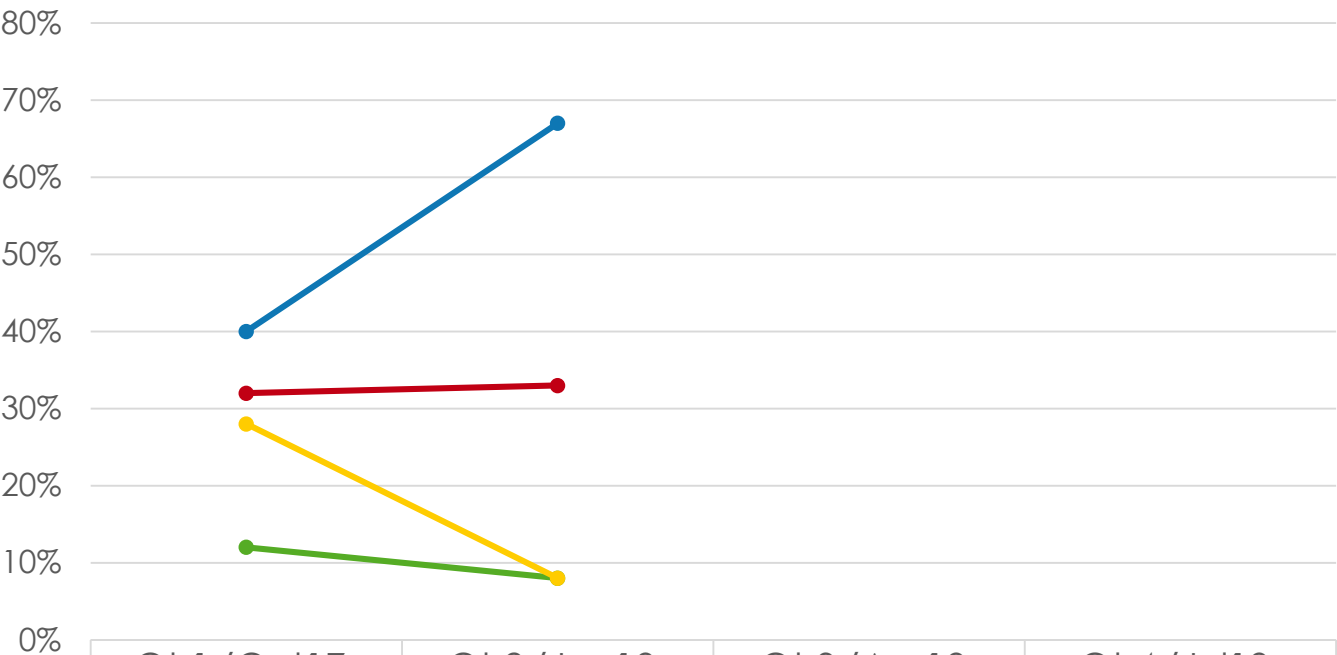
	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
Schedule	40%	67%		
Unaware	32%	33%		
Did not want to	12%	8%		
Did not know where	28%	8%		

[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 2018 and Overall 2018			
	1st Qtr 2018	**2nd Qtr 2018**	1-2 Qtr Overall 2018
Drivers:	rank	**rank**	rank
Quality & Cleanliness of beaches & parks			
Ease of getting around		**3**	
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			2
Price of things on Guam		**2**	
Quality of hotel accommodations			
Quality/cleanliness of air, sky			
Quality/cleanliness of parks	1		1
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	48.4%	**71.9%**	83.6%

[A]

Drivers of Overall Satisfaction

- **Overall satisfaction** with Filipino visitor's experience on Guam is driven by three significant factors in the 2nd Quarter FY2018 Period. By rank order they are:
  - **Quality of landscape in Tumon,**
  - **Price of things in Guam, and**
  - **Ease of getting around.**
- With all three factors the overall r^2 is .719 meaning that **71.9% 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 2018 and Overall 2018			
	1st Qtr 2018	**2nd Qtr 2018**	1-2 Qtr Overall 2018
Drivers:	rank	**rank**	rank
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		**1**	
Quality of landscape in Guam		**2**	
Quality of ground handler			
Quality/cleanliness of transportation vehicles			
% of Per Person On Island Expenditures Accounted For	0.0%	**19.7%**	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 two significant factors in the 2nd Quarter FY2018 Period. By rank order they are:

  - **Quality of landscape in Tumon, and**
  - **Quality of landscape in Guam.**

- With all three factors the overall r^2 is .197 meaning that **19.7% of per person on island expenditure is accounted for by these factors.**

[A]