Philippine Visitor Tracker Exit Profile & Market Segmentation Report

FY2019 DATA AGGREGATION

[ANTHOLOGY®] RESEARCH

Background and Methodology

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

- A total of 416 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 416 is +/- 4.80 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 +/- 4.80 percentage points.
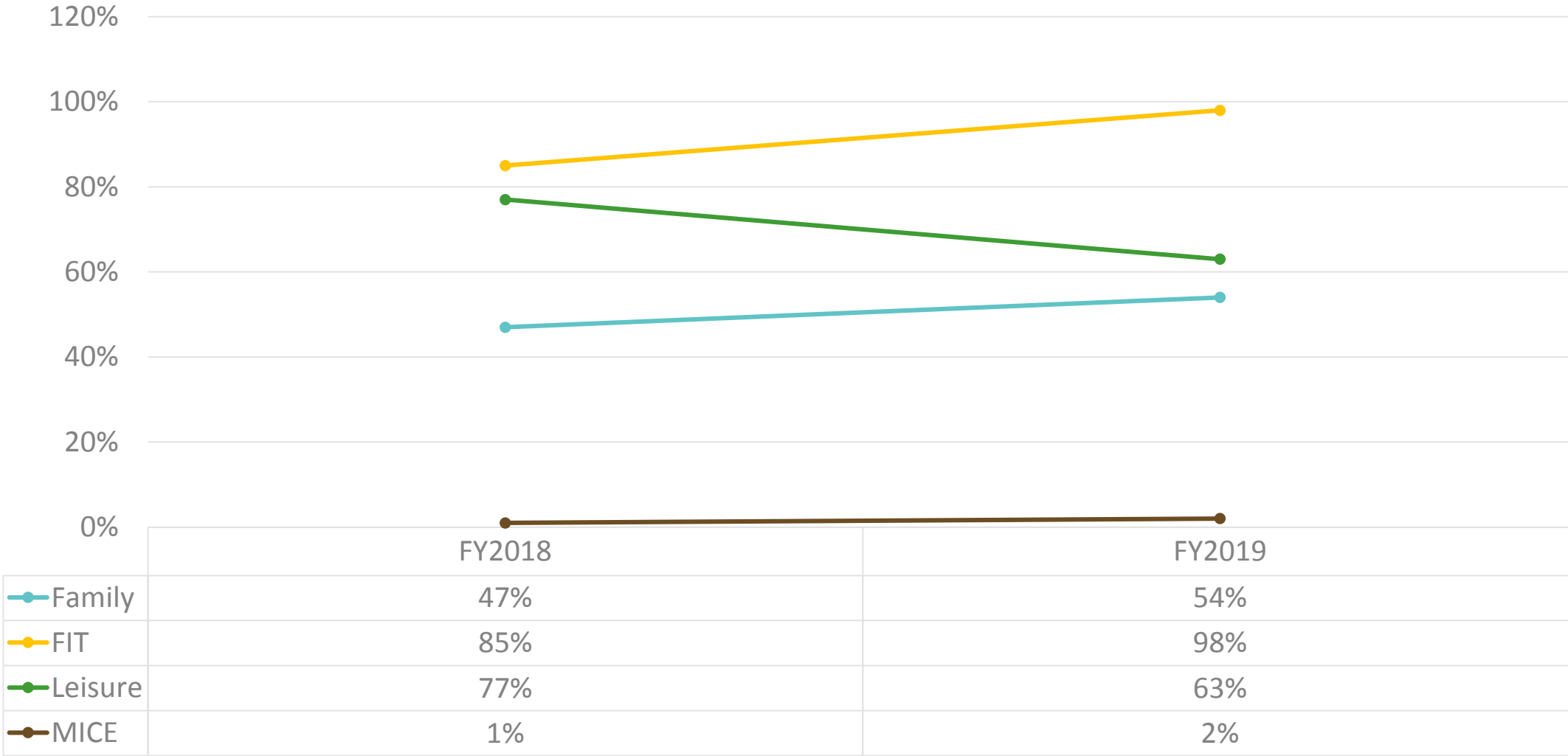
Objectives

- 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.

Key Highlighted Segments

- The specific objectives were:
  - To determine the relative size and expenditure behavior of the following market segments:
    - FITs (Q12 Not on Organized Group Tour or Q14 Direct booking w/ airline, hotel)
    - Leisure (Q8- relax, natural beauty, sightseeing, vacation)
    - Family (Q11)
    - MICE (Q8- Convention, conference, trade show, meeting, incentive trip)
  - To identify the most significant factors affecting overall visitor satisfaction.
  - To identify (for all visitors from Philippines) the most important determinants of on-island spending.

Key Highlighted Segments

	FY2018	FY2019
Family	47%	54%
FIT	85%	98%
Leisure	77%	63%
MICE	1%	2%

SECTION 1
PROFILE OF RESPONDENTS

GENDER

Male
42%

Female
58%

MARITAL STATUS

Single
50%

Married
50%
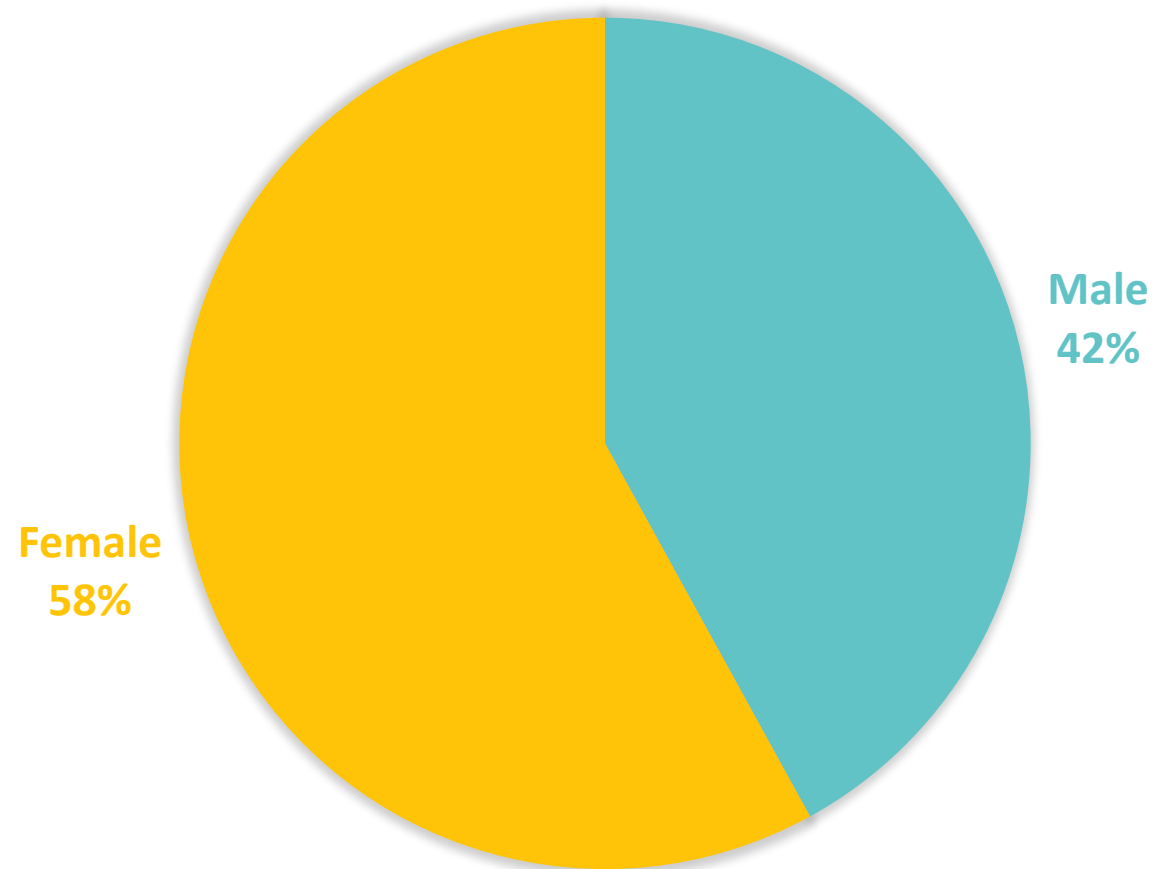
Q: Are you married or single?

MARITAL STATUS – TRACKING

	FY2015	FY2016	FY2017	FY2018	FY2019
Married	69%	65%	58%	50%	50%
Single	31%	35%	42%	50%	50%

Q: Are you married or single?
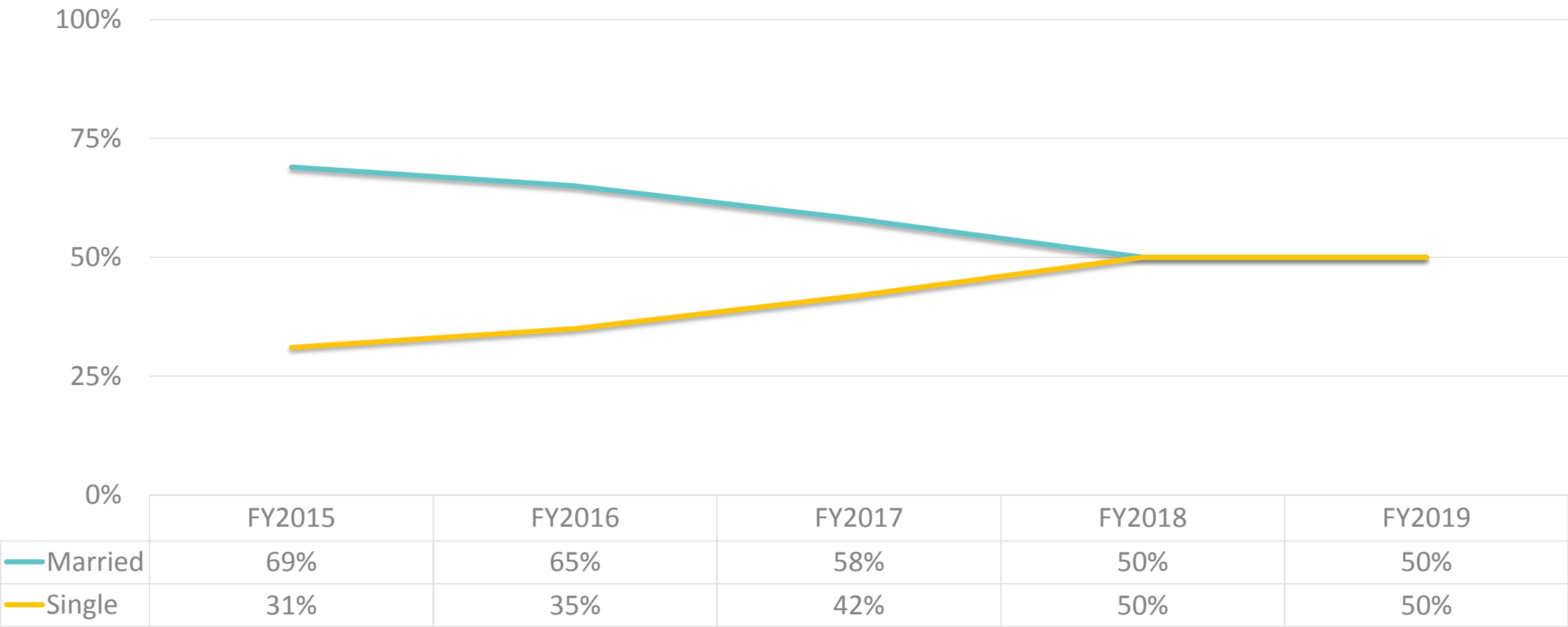
MARITAL STATUS – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
QE Are you married or single?

		TOTAL	FAMILY	FIT	MICE	LEISURE
		-	-	-	-	-
QE	Married	50%	69%	51%	86%	50%
	Single	50%	31%	49%	14%	50%
	Total	416	226	409	7	264

Prepared by Anthology Research

Q: Are you married or single?

AGE

Mean = 37.51
Median = 36

	18-24	25-39	40-49	50-59	60+
	14%	48%	21%	12%	6%

Q: And what was your age on your last birthday?

AGE – TRACKING

	FY2015	FY2016	FY2017	FY2018	FY2019
Mean	42.95	43.64	40.89	38.55	37.51
Median					36

Q: And what was your age on your last birthday?

AGE – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
QF What was your age on your last birthday?

		TOTAL	FAMILY	FIT	MICE	LEISURE
		-	-	-	-	-
QF	18-24	14%	14%	14%	14%	12%
	25-39	48%	46%	47%	43%	50%
	40-49	21%	23%	21%	14%	19%
	50-59	12%	13%	12%	29%	14%
	60+	6%	4%	6%		5%
	Total	416	226	409	7	264
QF	Mean	37.51	37.76	37.47	39.43	37.60
	Median	36	36	36	39	36

Prepared by Anthology Research

Q: And what was your age on your last birthday?

HOUSEHOLD INCOME

50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%

< PESO 50K	PESO 50K-150K	PESO 150K-250K	PESO 250K-350K	PESO 350K-450K	PESO 450K+	No Income
12%	15%	11%	14%	15%	25%	8%

Q : What was your approximate annual household income, before taxes?

HOUSEHOLD INCOME

	FY2018	FY2019
■ No Income	6%	8%
■ PESO 450K+	20%	25%
■ PESO 350K-450K	30%	15%
■ PESO 250K-350K	20%	14%
■ PESO 150K-250K	9%	11%
■ PESO 50K-150K	8%	15%
■ < PESO 50K	7%	12%

Q : What was your approximate annual household income, before taxes?

GVB VISITOR SATISFACTION STUDY
QF What was your age on your last birthday?

		TOTAL	FAMILY	FIT	MICE	LEISURE
		-	-	-	-	-
QF	18-24	14%	14%	14%	14%	12%
	25-39	48%	46%	47%	43%	50%
	40-49	21%	23%	21%	14%	19%
	50-59	12%	13%	12%	29%	14%
	60+	6%	4%	6%		5%
	Total	416	226	409	7	264
QF	Mean	37.51	37.76	37.47	39.43	37.60
	Median	36	36	36	39	36

Prepared by Anthology Research

16   *Q: What was your approximate annual household income, before taxes?*

TRAVEL PARTY

Bar chart:
- Spouse: 32%
- Other Adult family: 25%
- Alone: 24%
- Friend/ Assoc: 23%
- Child <18: 8%
- Girlfriend/ Boyfriend: 7%
- Officemate: 4%
- Child- adult: 4%

Q: In addition to yourself, on this trip, who else was in your travel party?

TRAVEL PARTY – TRACKING

	FY2017	FY2018	FY2019
Spouse	36%	26%	32%
Child <18	15%	9%	8%
Friend/ Assoc	19%	18%	23%
Other Adult Family	24%	20%	25%
Alone	23%	34%	24%
Girlfriend/ Boyfriend	3%	7%	7%
Child- Adult	8%	3%	4%
Office	4%	3%	4%

Q: In addition to yourself, on this trip, who else was in your travel party?

TRAVEL PARTY – CHILD UNDER 18

8% Traveling with a child

- 25%
- 15%
- 5%

1%
0-2 years old

3%
3-6 years old

2%
7-11 years old

3%
12-18 years old

-5%

Q : In addition to yourself, on this trip, who else was in your travel party?
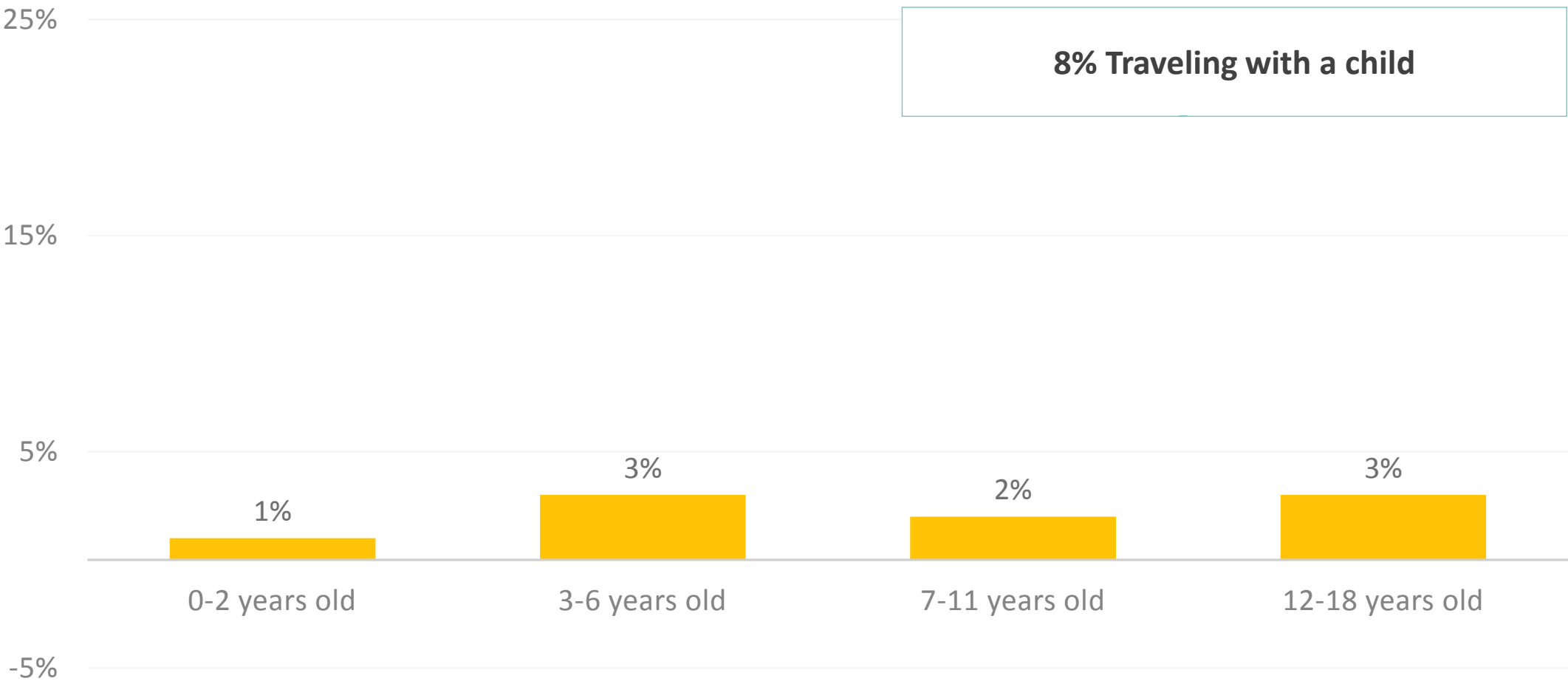
TRAVEL PARTY SIZE

Mean = 2.88
Median = 2

Three or more, 43%

Alone, 22%

Two persons, 35%

Q : Including yourself, how many people traveled with you in your immediate party?
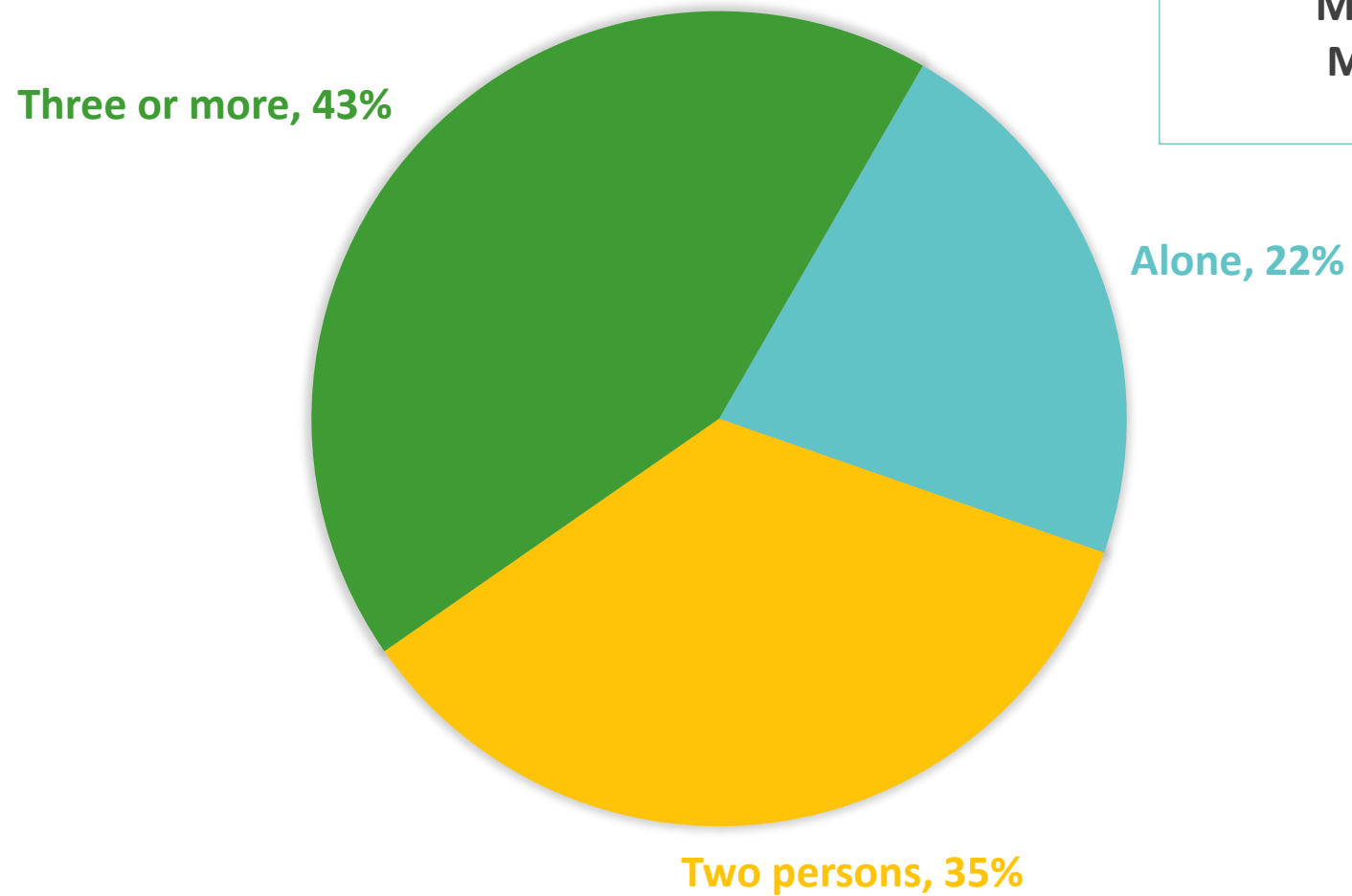
TRAVEL PARTY SIZE – TRACKING

	FY2019	FY2020
● MEAN	2.88	
● MEDIAN	2	

Q : Including yourself, how many people traveled with you in your immediate party?
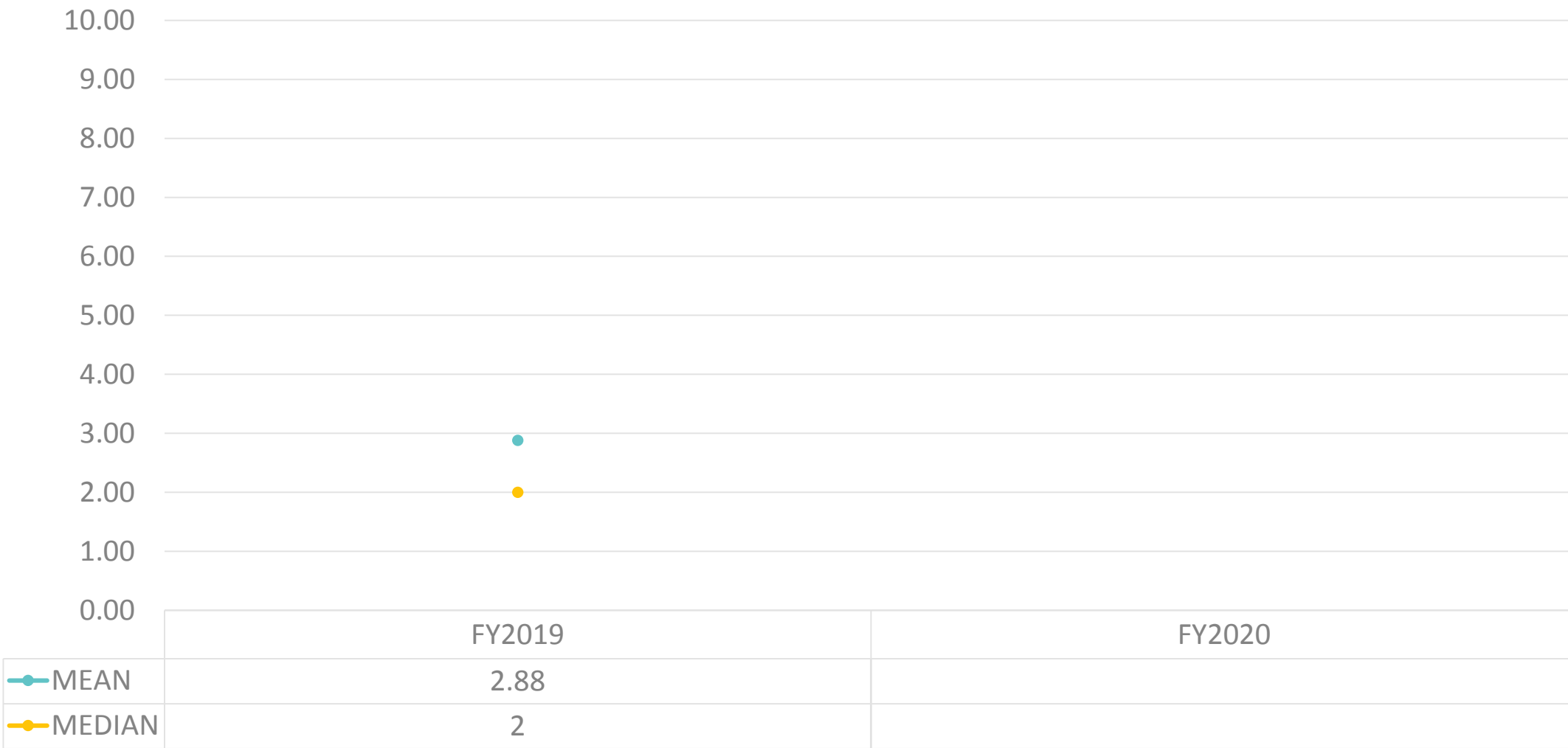
TRIPS TO GUAM

Mean = 2.18
Median = 1

Repeat
41%

1st Time
59%

Q : Including this trip, how many times have you visited Guam?

TRIPS TO GUAM – TRACKING

	FY2015	FY2016	FY2017	FY2018	FY2019
1st Time	57%	67%	67%	64%	59%
Repeat	43%	33%	33%	36%	41%

Q: Including this trip, how many times have you visited Guam?
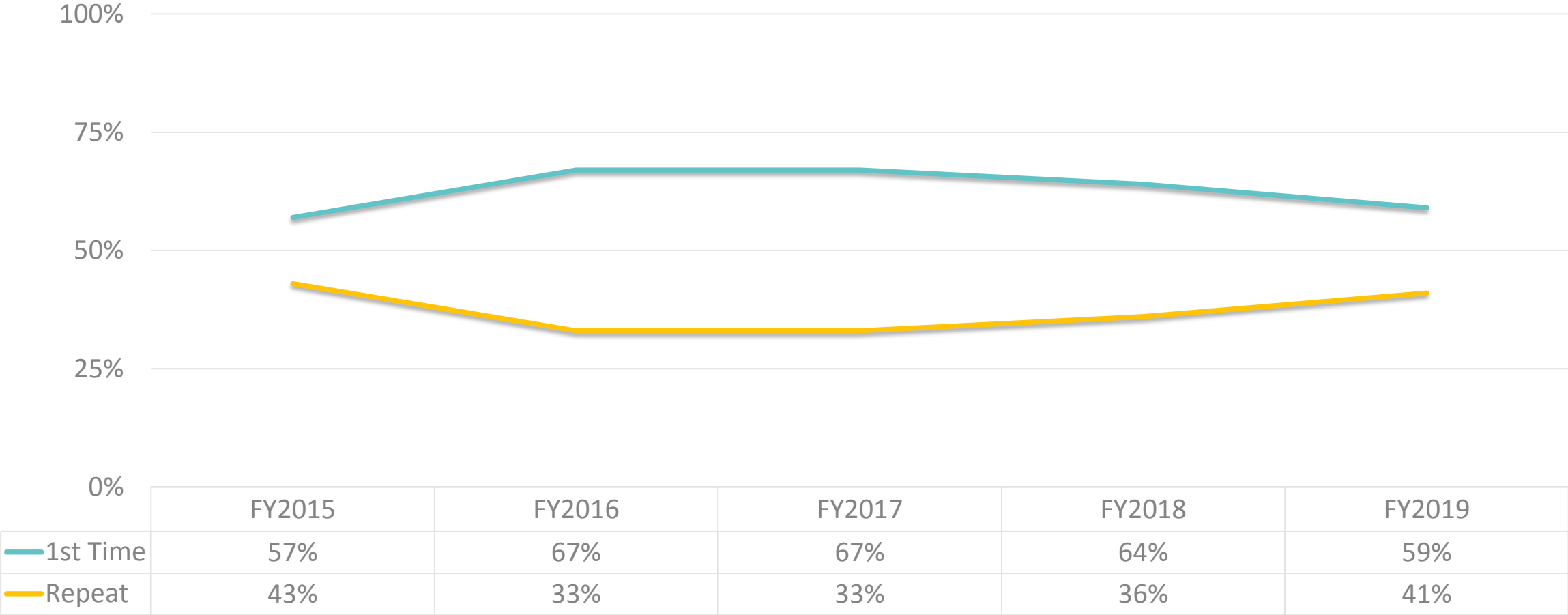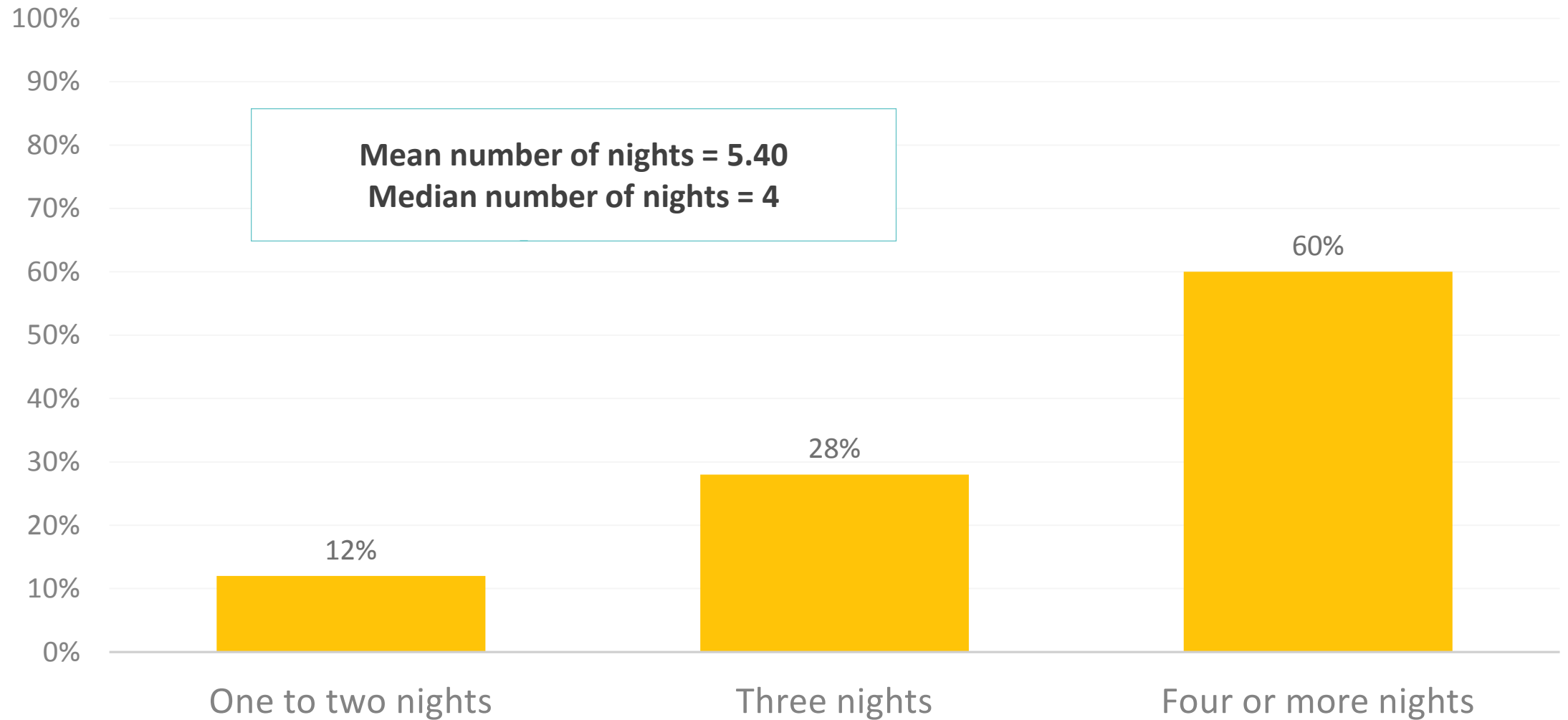
TRIPS TO GUAM – SEGMENTATION

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

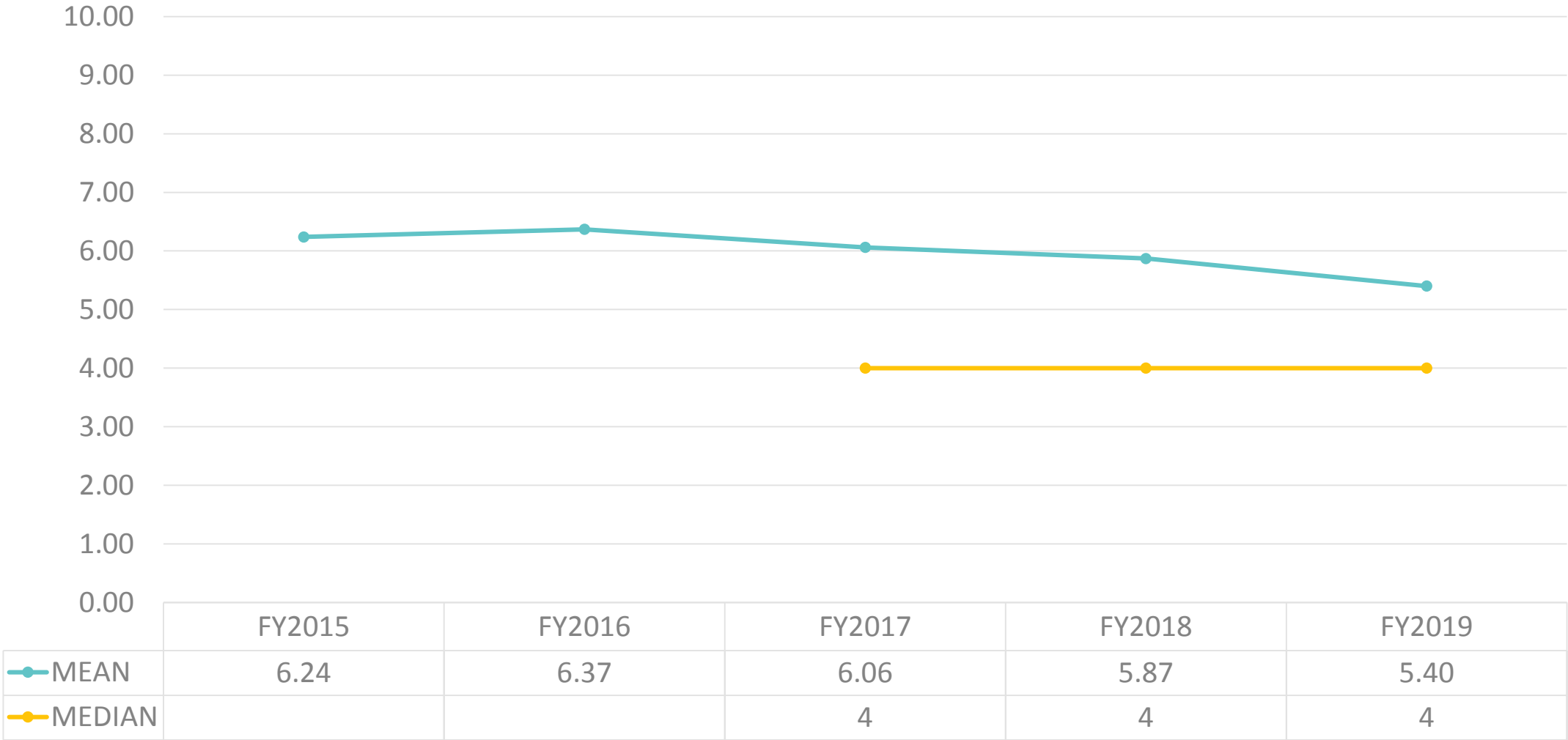|		TOTAL	FAMILY	FIT	MICE	LEISURE
		-	-	-	-	-
Q9	1st time	59%	57%	59%	29%	62%
	Repeat	41%	43%	41%	71%	38%
	Total	416	226	409	7	264
Q9	Mean	2.18	2.18	2.19	3.00	2.13
	Median	1	1	1	2	1

Prepared by Anthology Research

Q: Including this trip, how many times have you visited Guam?

LENGTH OF STAY

Mean number of nights = 5.40
Median number of nights = 4

One to two nights	Three nights	Four or more nights
12%	28%	60%

Q: How many nights did you stay on Guam?

25

LENGTH OF STAY – TRACKING

	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	6.24	6.37	6.06	5.87	5.40
MEDIAN			4	4	4

Q: How many nights did you stay on Guam?

GVB VISITOR SATISFACTION STUDY
SA How many nights did you stay on Guam?

		TOTAL	FAMILY	FIT	MICE	LEISURE
		-	-	-	-	-
SA	1-2 nights	12%	12%	12%	14%	13%
	3 nights	28%	31%	28%	14%	28%
	4+	60%	58%	60%	71%	59%
	Total	416	226	409	7	264
SA	Mean	5.40	4.82	5.40	5.00	5.28
	Median	4	4	4	5	4

Prepared by Anthology Research

OCCUPATION – Top Responses (10%+)

29% Self-employed
15% Company: Manager
14% Professional/Specialist

28   *Q: What is your occupation?*
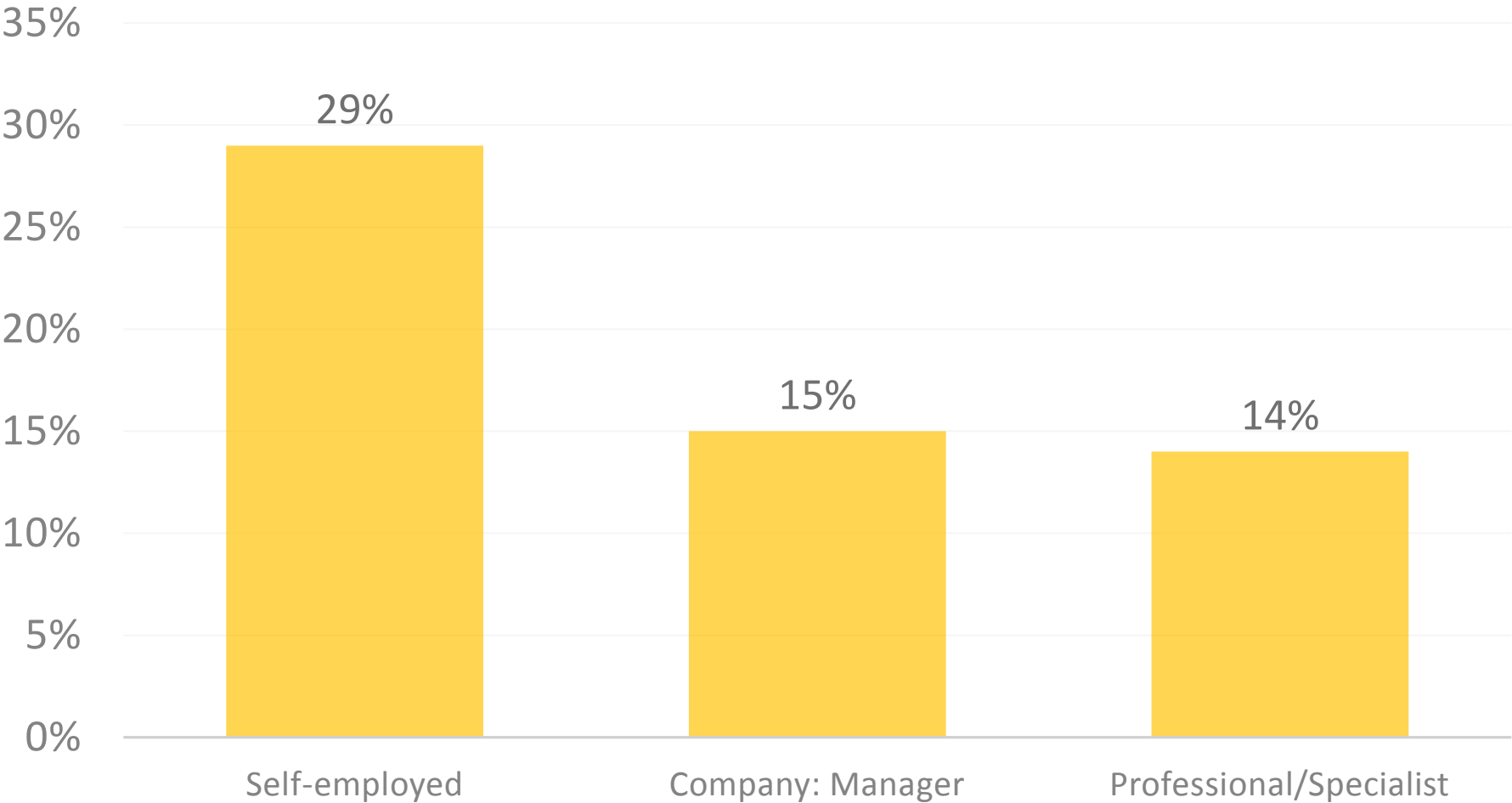
SECTION 2
TRAVEL PLANNING

ORGANIZED TOUR GROUP

Organized tour group
2%

No
98%

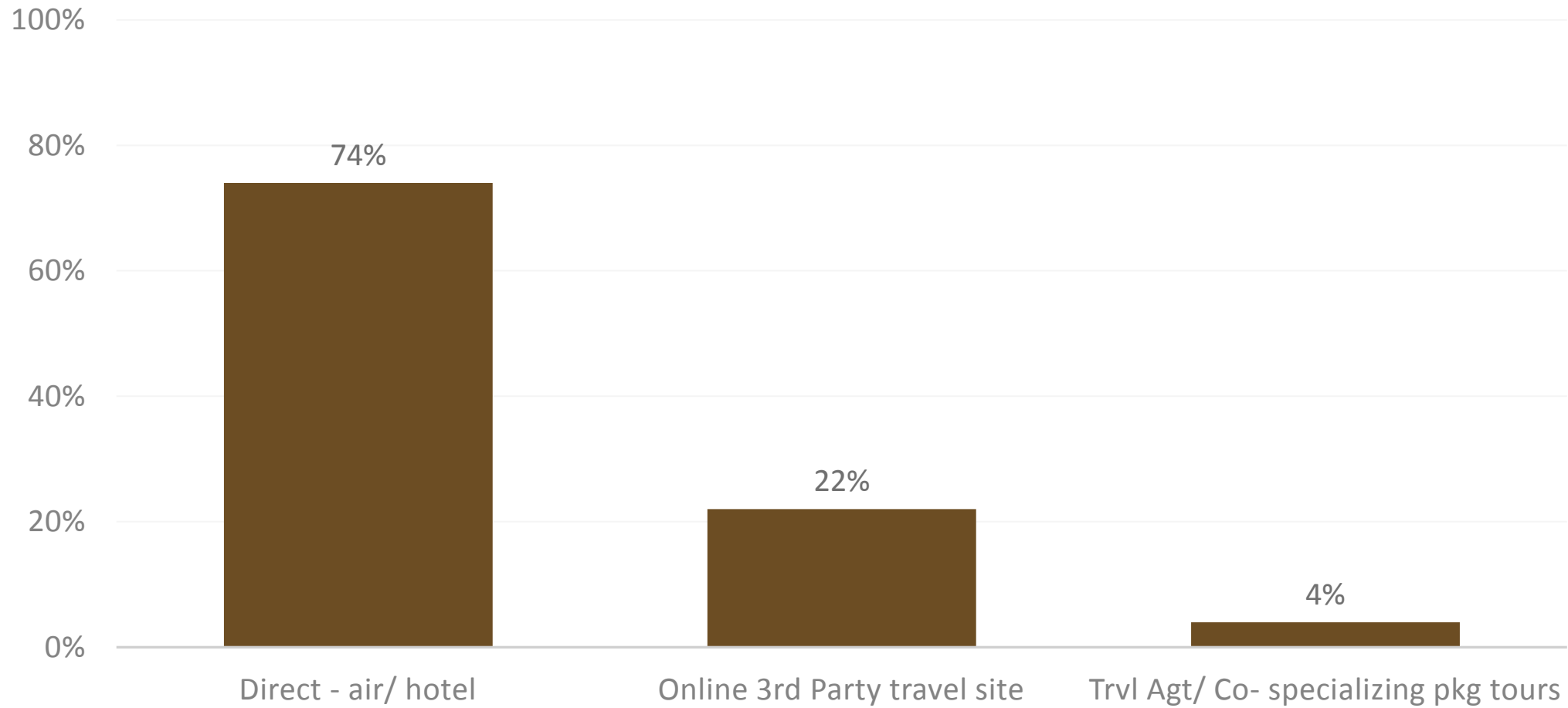*Q: On this trip, I am a member of an organized tour group?*
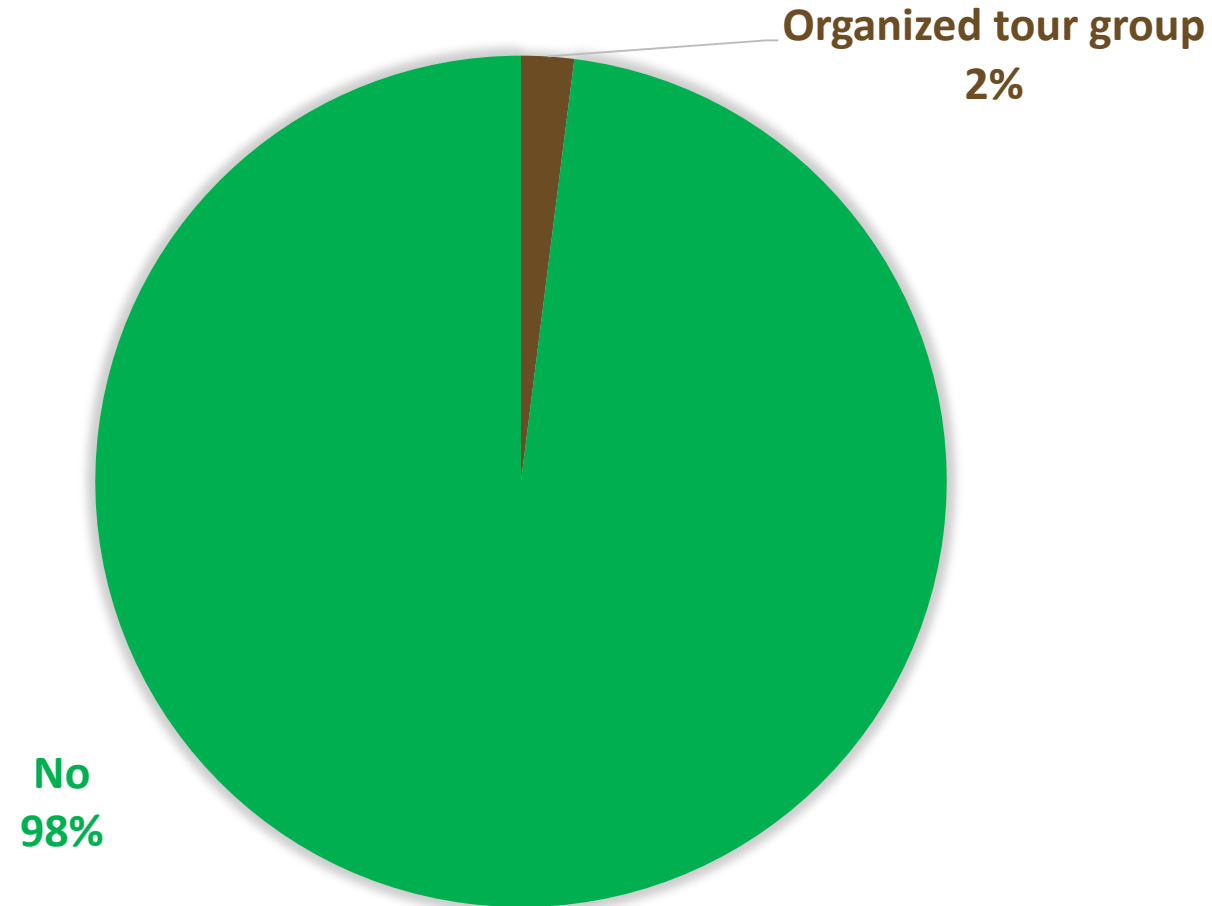
ORGANIZED TOUR GROUP – TRACKING

	FY2017	FY2018	FY2019
Organized Group Tour	5%	1%	2%

Q: On this trip, I am a member of an organized tour group?

ONLINE BOOKING

No, 32%

Made Arrangements
Online, 68%

Q: Did you book any of your travel arrangements online?

ONLINE BOOKING – TRACKING

	FY2019	FY2020
Online Booking	68%	

Q: Did you book any of your travel arrangements online?

TRAVEL ARRANGEMENTS

Q: How did you book your travel arrangements to Guam?
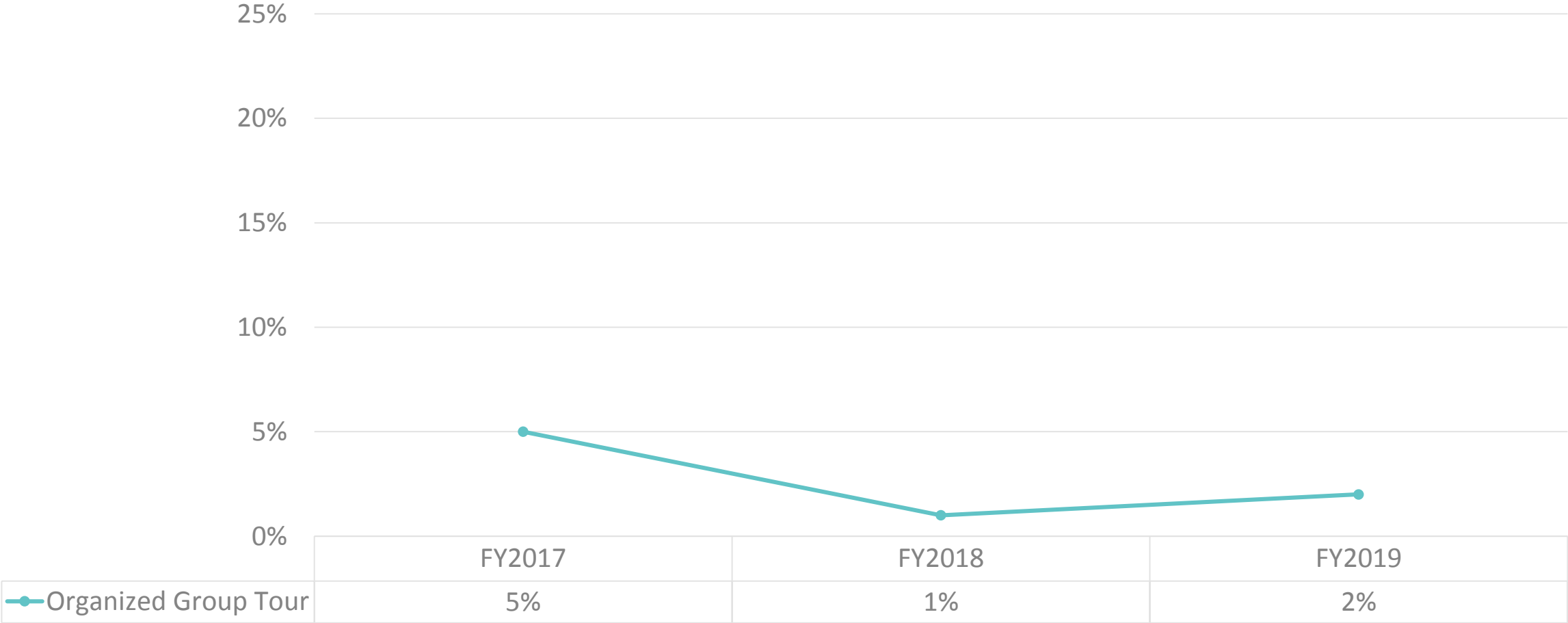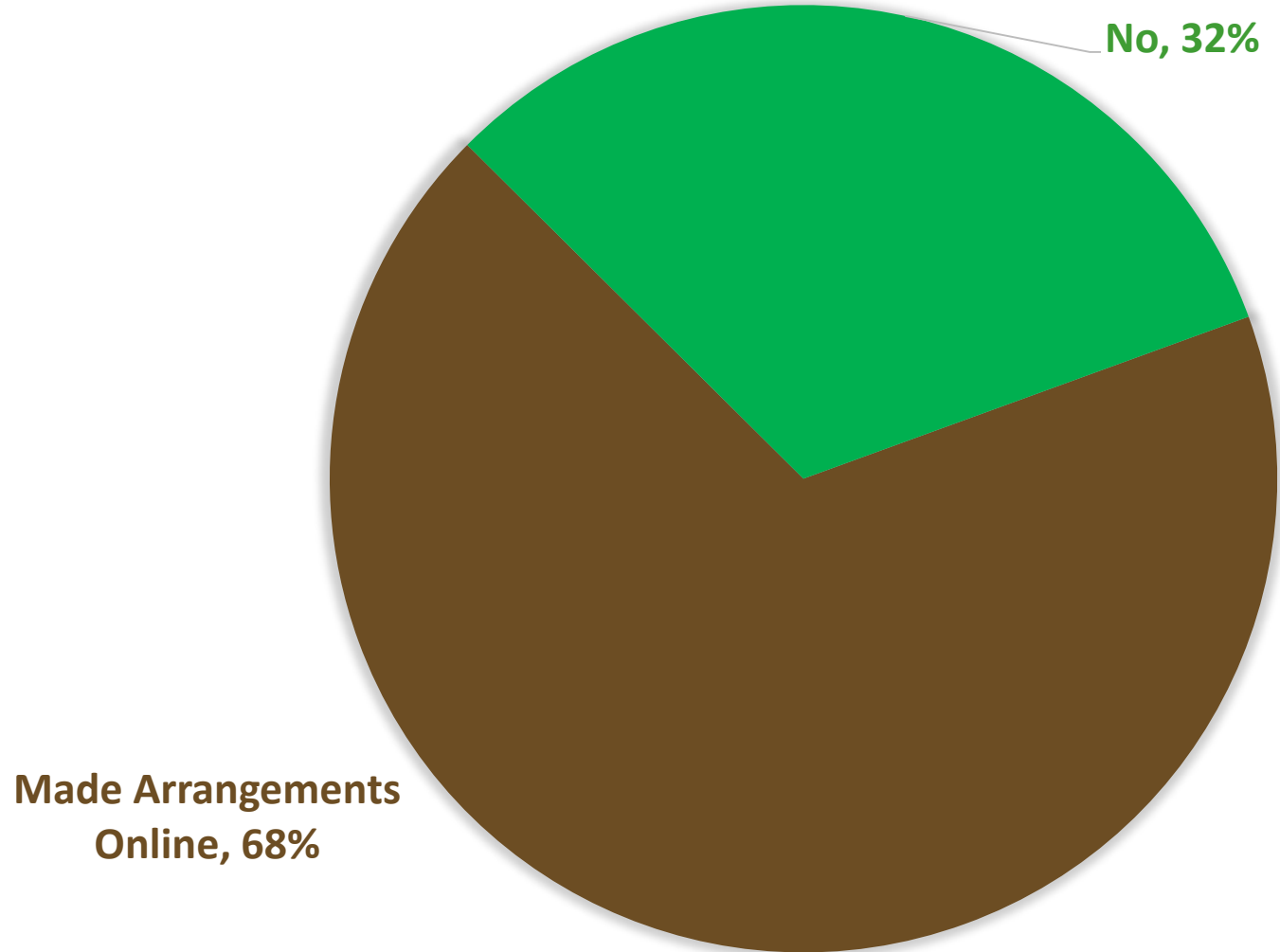
TRAVEL ARRANGEMENTS – TRACKING

	FY2019	FY2020
━●━ Online travel agent	22%	
━●━ Trvl Agt/ Co- Pkg Tour	4%	
━●━ Direct Air/ Hotel	74%	

Q: How did you book your travel arrangements to Guam?
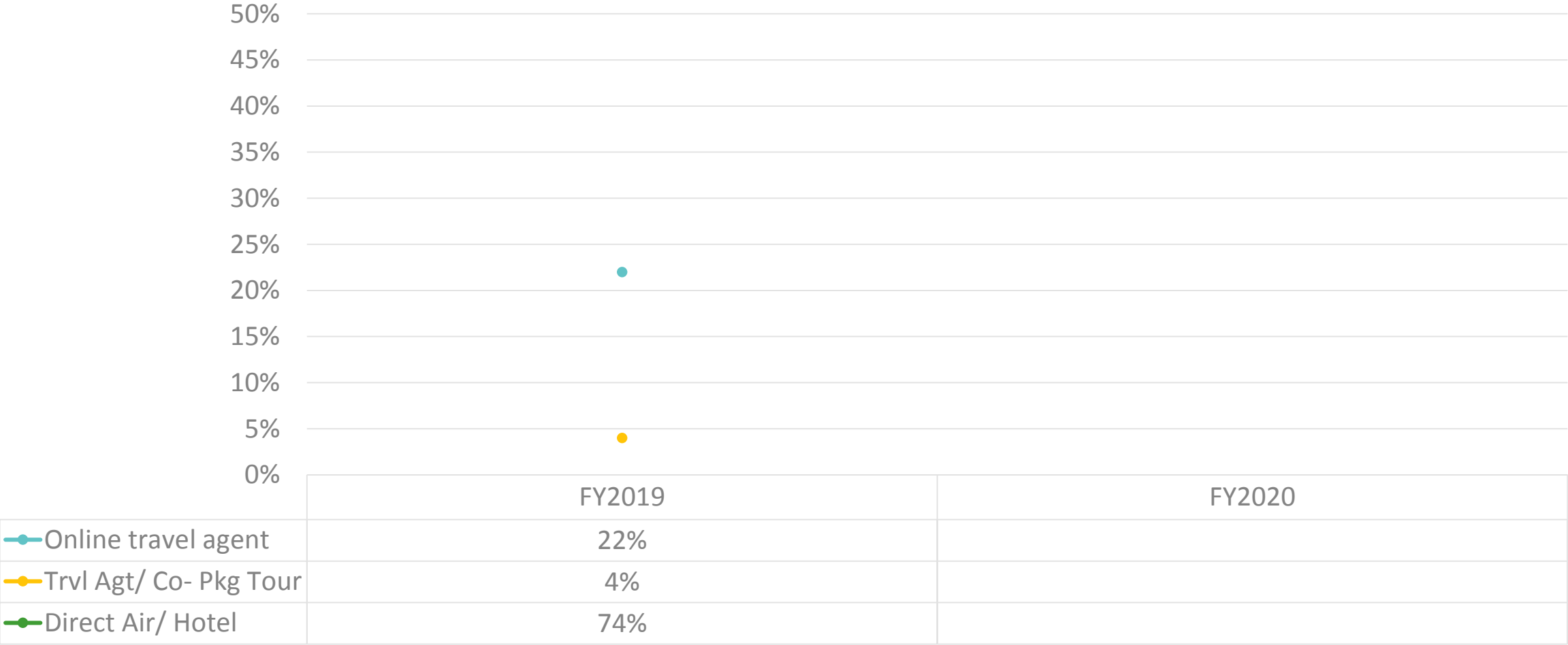
PREPAID PACKAGE TRIP

Prepaid Package Trip
34%

No
66%

Q: Are you on a prepaid package trip that includes at least airfare and hotel?

PREPAID PACKAGE TRIP

	FY2017	FY2018	FY2019
Prepaid Pkg Trip	29%	24%	34%

Q: Are you on a prepaid package trip that includes at least airfare and hotel?

ACCOMMODATIONS (5%+)

Q: Where did you stay while on Guam?
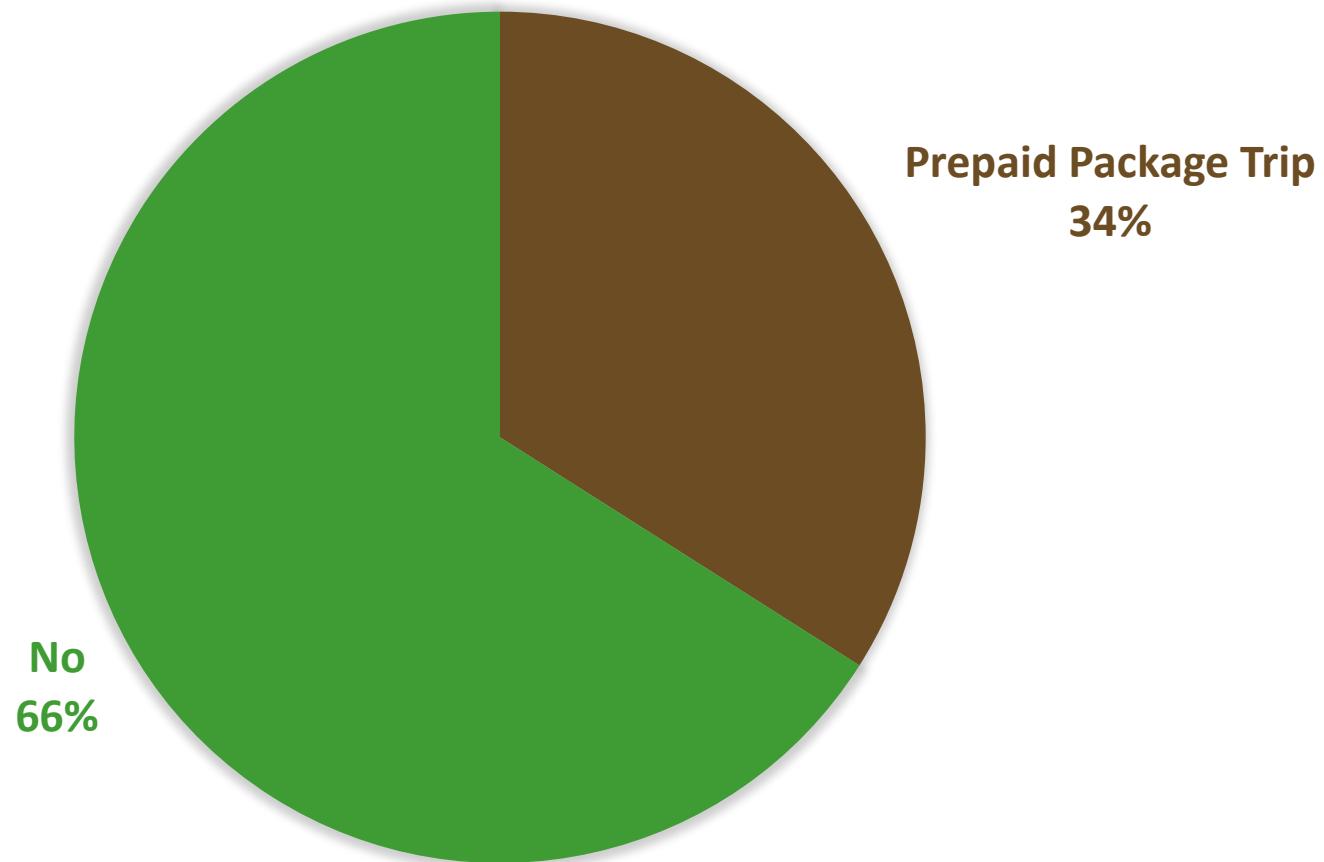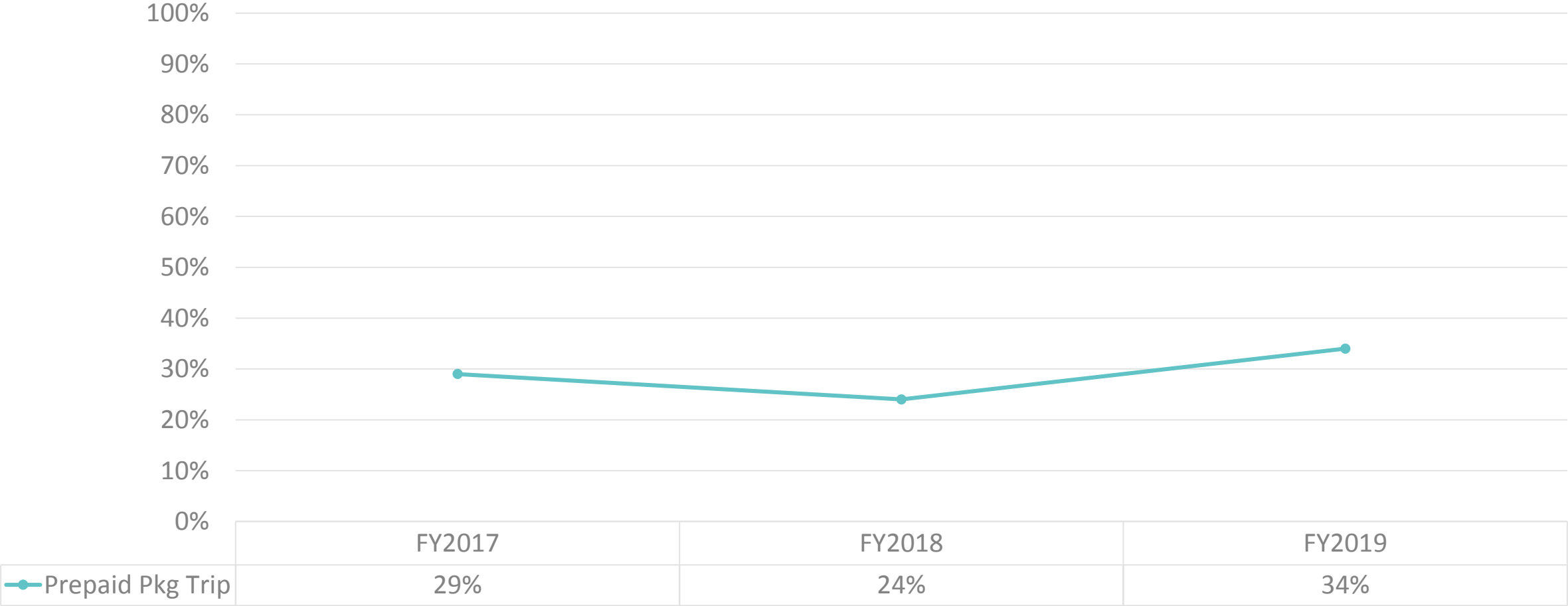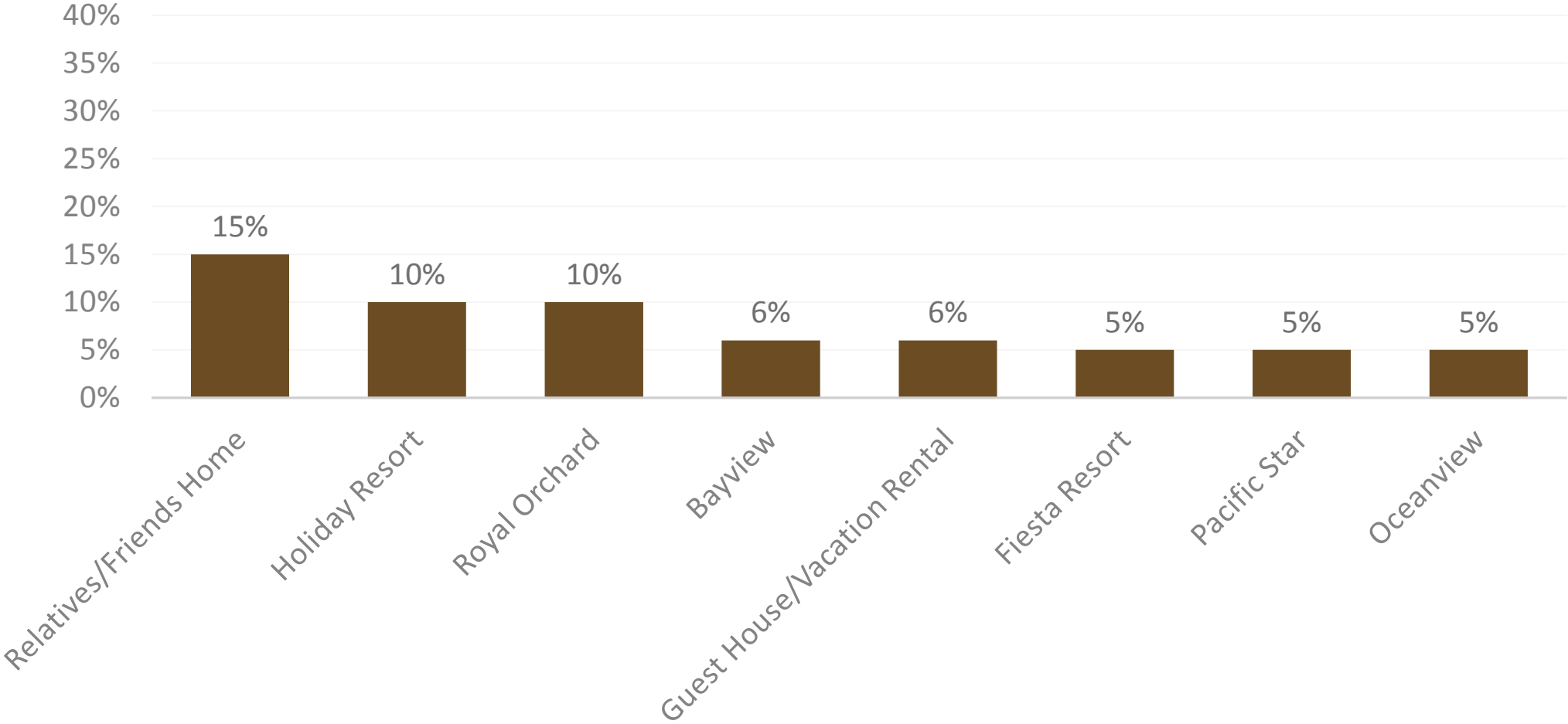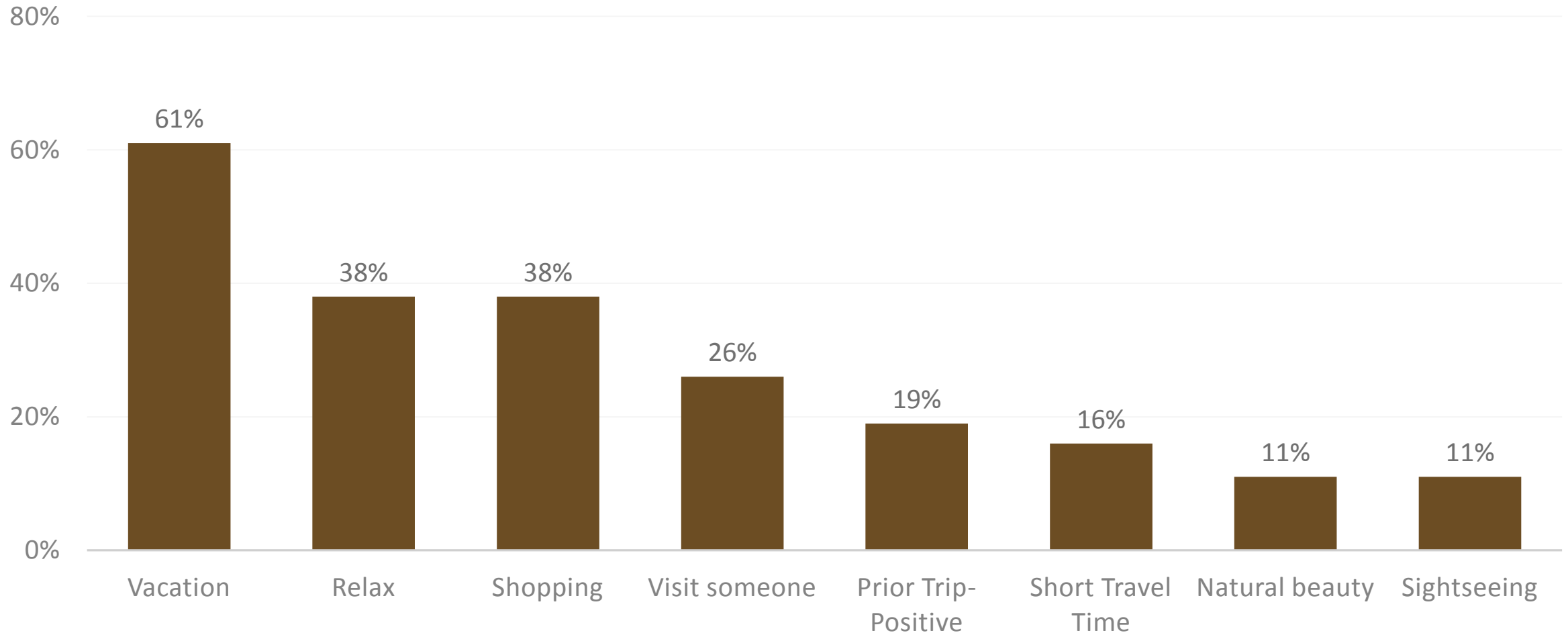
TRAVEL MOTIVATIONS – Top 3

FY2018	FY2019
42% Relax 39% Shopping 28% Vacation	61% Vacation 38% Shopping 38% Relax

Q: What top three reasons motivated you to travel to Guam on this trip?

GVB VISITOR SATISFACTION STUDY
Q8 What top three reasons motivated you to travel to Guam on this trip?

		TOTAL	FAMILY	FIT	MICE	LEISURE
		-	-	-	-	-
Q8	Vacation	61%	65%	61%	43%	72%
	Shopping	38%	39%	38%	29%	41%
	Just to relax	38%	33%	38%	29%	45%
	To visit friends or relatives	26%	24%	26%		23%
	A previous visit	19%	24%	19%	43%	17%
	Short travel time (not too far from home)	16%	16%	16%		15%
	Beautiful seas, beaches, tropical climate	11%	10%	11%	14%	13%
	Sightseeing/ visiting tourist spots	11%	13%	11%	14%	13%
	Price of the tour package	7%	9%	7%		6%
	Recommendation of friend/ relative/ travel agency	7%	6%	6%		6%
	Adventure	6%	6%	6%		6%
	It is a safe place to spend a vacation	4%	5%	4%		3%
	Shop Guam e-Festival	4%	4%	4%	14%	4%
	Career certification/ testing	3%	1%	3%		2%
	Water sports (snorkeling, windsurfing, parasailing)	3%	2%	3%		2%
	Company/ business trip	3%	2%	3%		2%
	Honeymoon	2%	3%	2%		2%
	Scuba diving	2%	2%	2%		2%
	Convention/ conference/ trade show/ meeting	1%	2%	1%	57%	1%
	Government or military	1%	1%	1%		1%
	Social Media networks	1%	2%	1%		0%
	Incentive trip	1%	1%	1%	43%	1%
	To golf	1%		1%		0%
	To Get Married/ attend Wedding	1%	1%	1%		0%
	Organized sporting activity/ event	1%	1%	1%		
	School trip	1%	1%	1%		0%
	Total	312	176	308	7	264

Prepared by Anthology Research

Q: What top three reasons motivated you to travel to Guam on this trip?
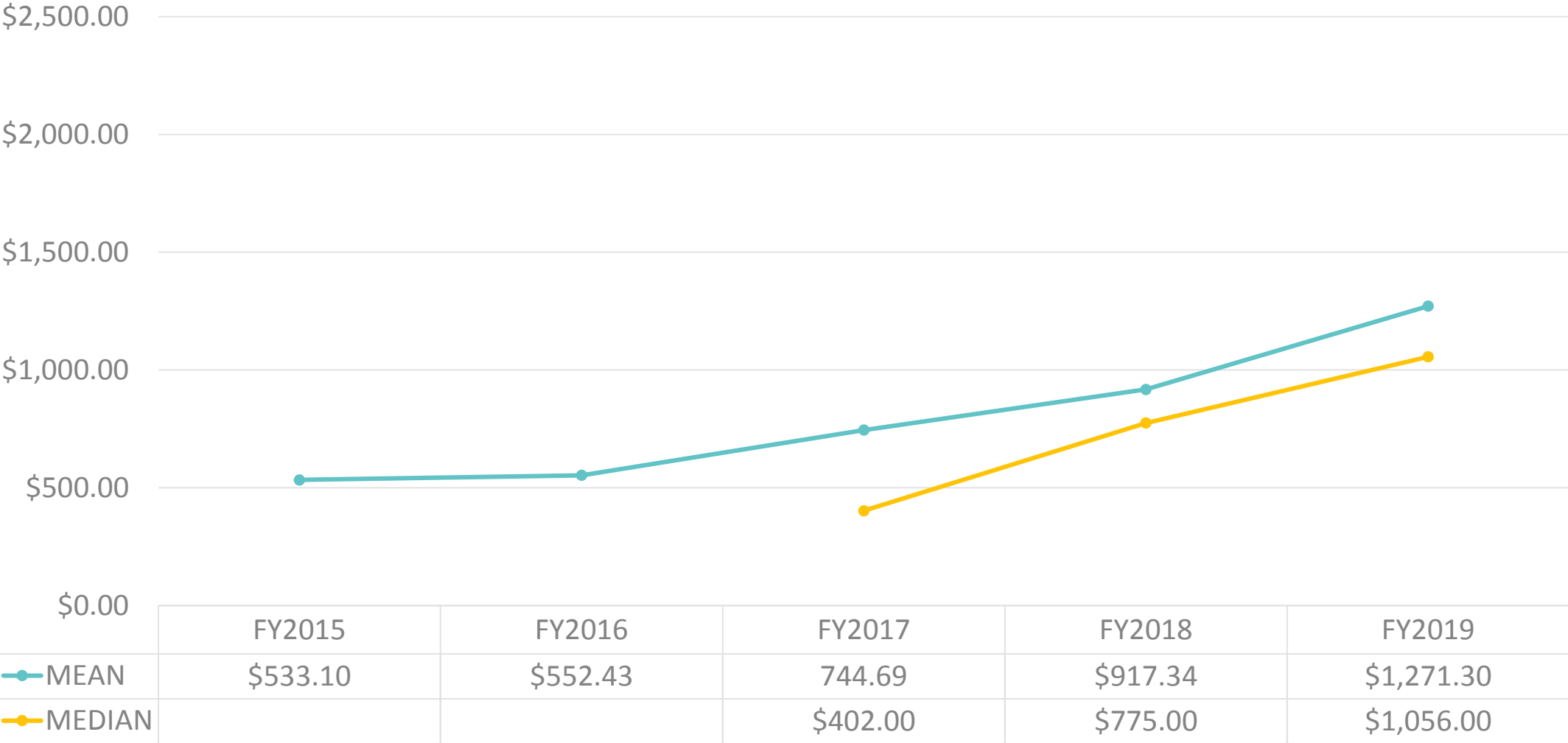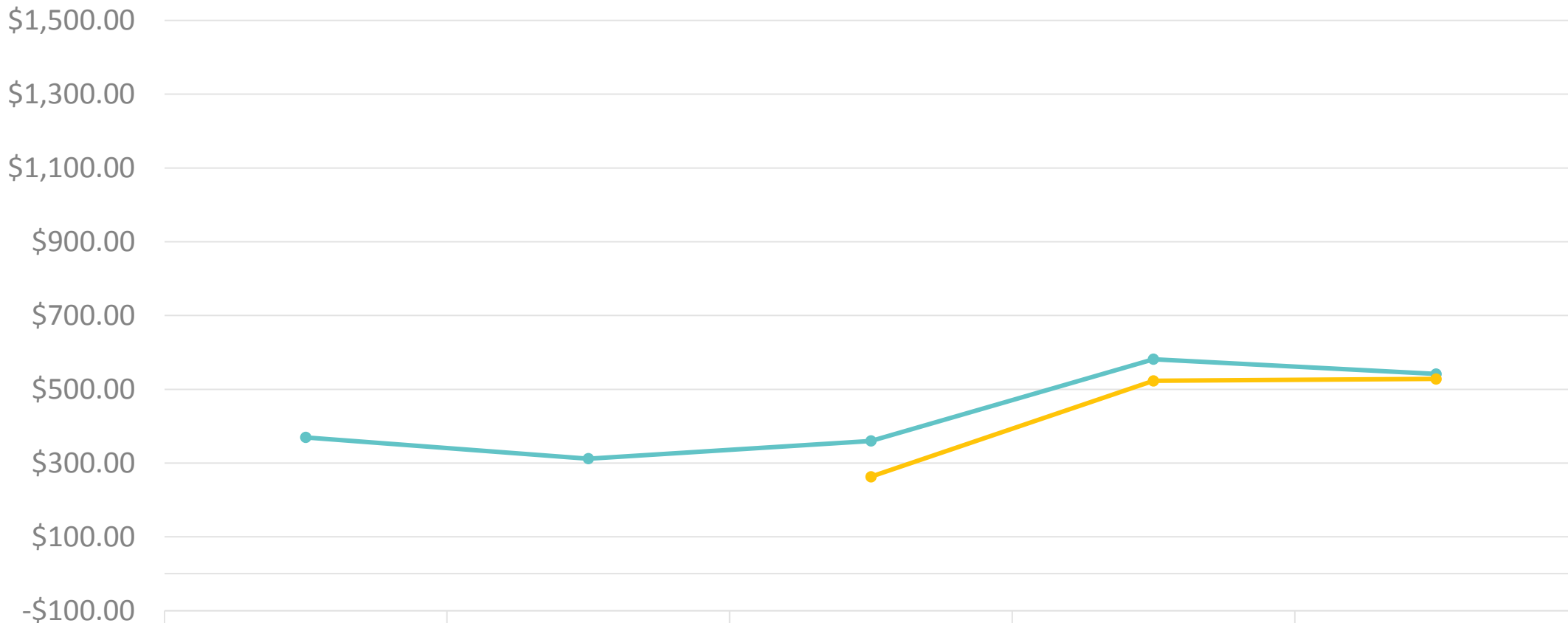
SECTION 3
EXPENDITURES

PREPAID PACKAGE EXPENDITURES

- $1,271.30 = overall mean average prepaid package expense (for entire travel party) by respondent

- $541.64 = overall mean average **per person** prepaid package expenditures

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

PREPAID PACKAGE – TRAVEL PARTY EXPENSE TRACKING

	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	$533.10	$552.43	744.69	$917.34	$1,271.30
MEDIAN			$402.00	$775.00	$1,056.00

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

PREPAID PACKAGE – PER PERSON EXPENSE TRACKING

	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	$369.46	$312.10	359.87	$581.65	$541.64
MEDIAN			$263.00	$523.00	$528.00

Q: How much did the total prepaid package trip cost for you and other members of your covered travel party?
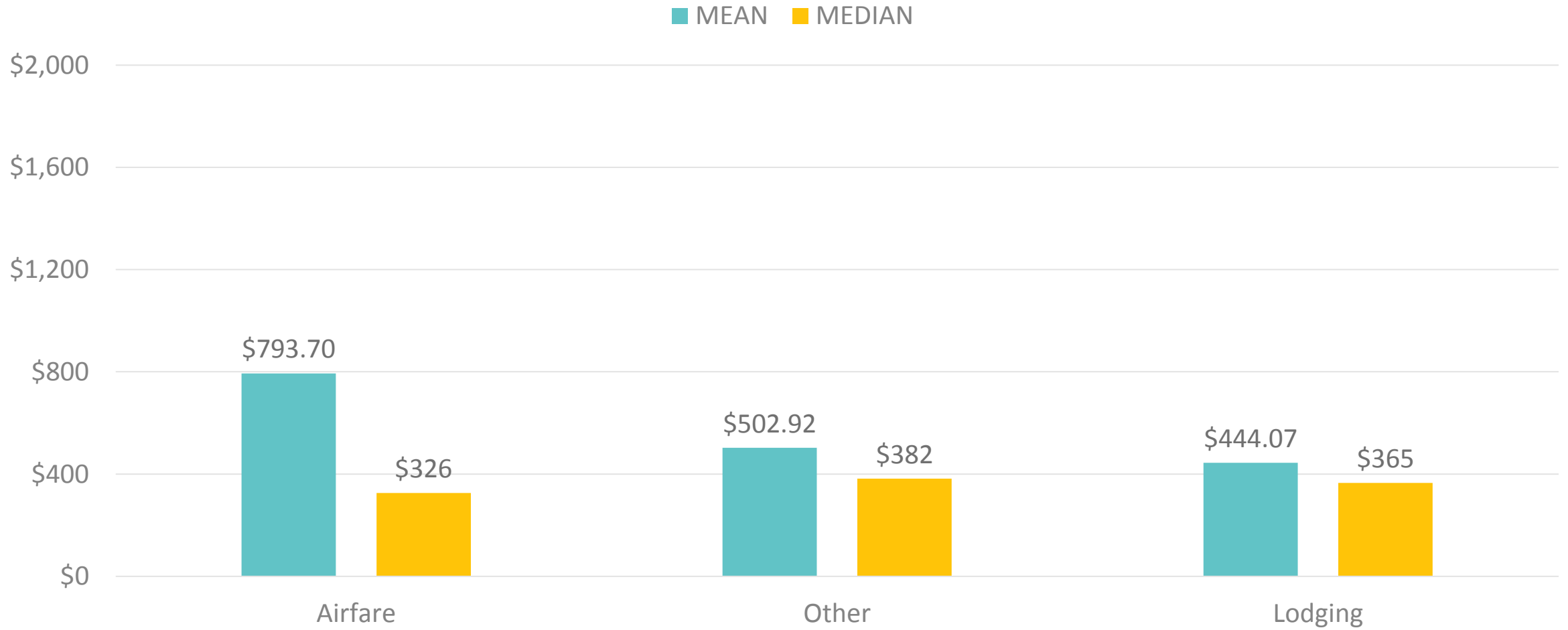
PREPAID PACKAGE – PER PERSON EXPENSE SEGMENTATION

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

		TOTAL	FAMILY	FIT	MICE	LEISURE
		-	-	-	-	-
PREPAID PKG PER PERSON	Mean	$541.64	$533.15	$541.64	.	$554.93
	Median	$528	$531	$528	.	$536

Prepared by Anthology Research

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

PREPAID PACKAGE – BREAKDOWN

Legend: ■ MEAN ■ MEDIAN

Category	Mean	Median
Airfare	$793.70	$326
Other	$502.92	$382
Lodging	$444.07	$365

Q: (OPTTIONAL) Of the total prepaid package trip cost, how much went towards…?

Prepaid–Tracking: Airfare

	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	$736.18	$488.10	$483.46	$317.60	$793.70
MEDIAN			$281.00	$280.00	$326.00

Q: (OPTTIONAL) Of the total prepaid package trip cost, how much went towards...?
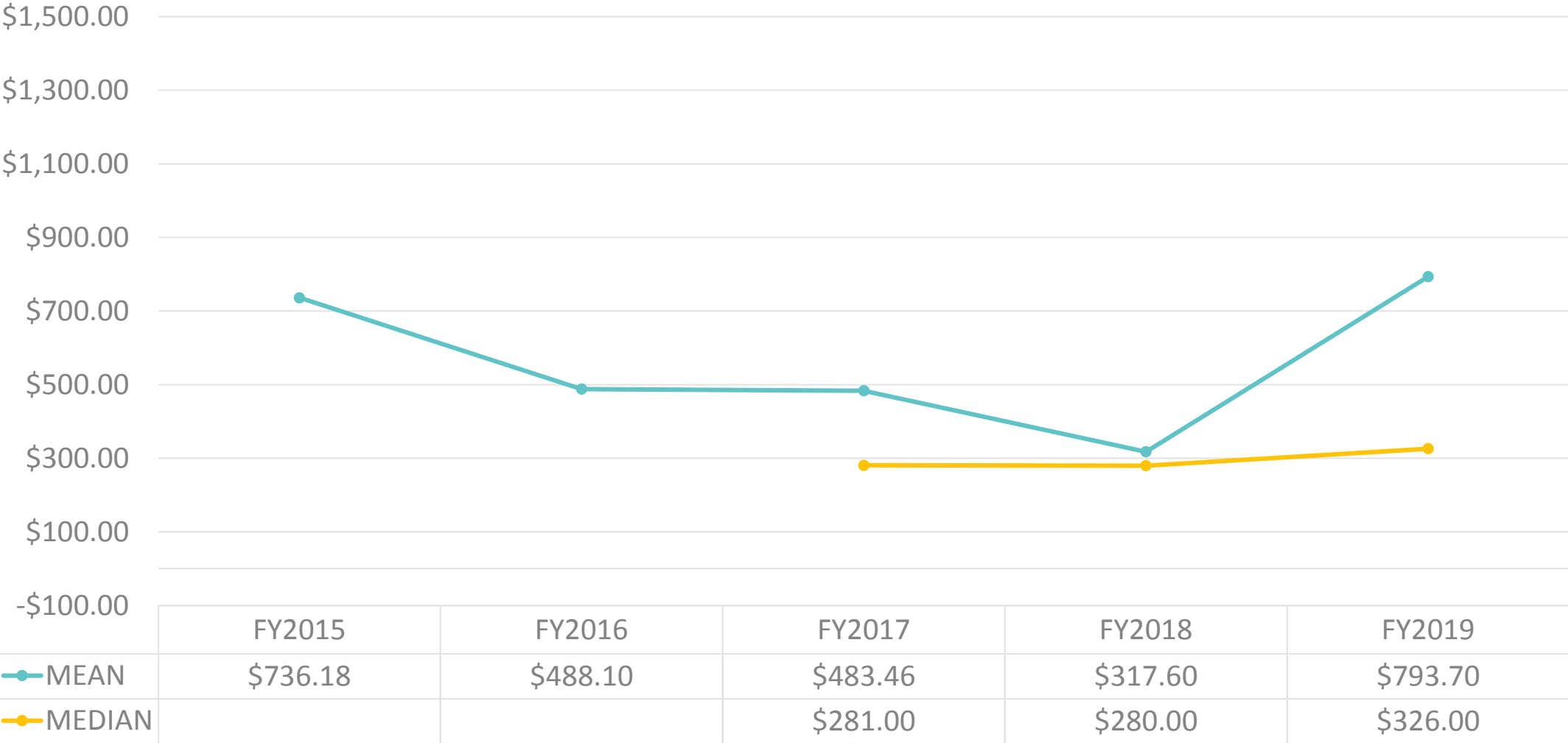
Prepaid–Tracking: Accommodations

	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	$417.06	$457.66	$425.26	$298.38	$444.07
MEDIAN			$379.00	$224.00	$365.00

Q: (OPTTIONAL) Of the total prepaid package trip cost, how much went towards...?

PREPAID PACKAGE – BREAKDOWN

Bar chart:
- Airfare: 93%
- Lodging: 85%
- Breakfast: 21%
- Tours/ Attractions: 17%
- Lunch/ Dinner: 16%
- Rental Car: 15%

Q: What did the prepaid package include?
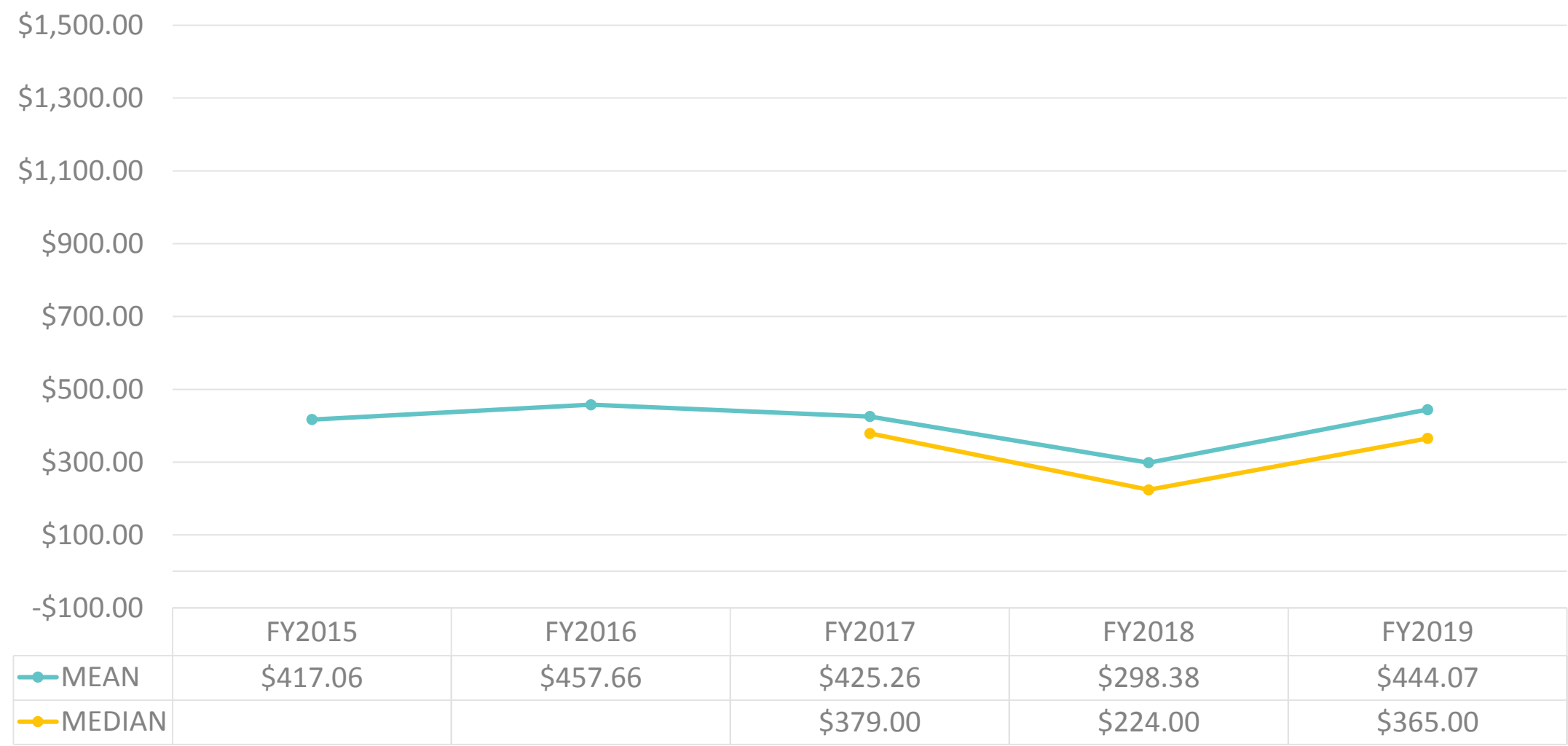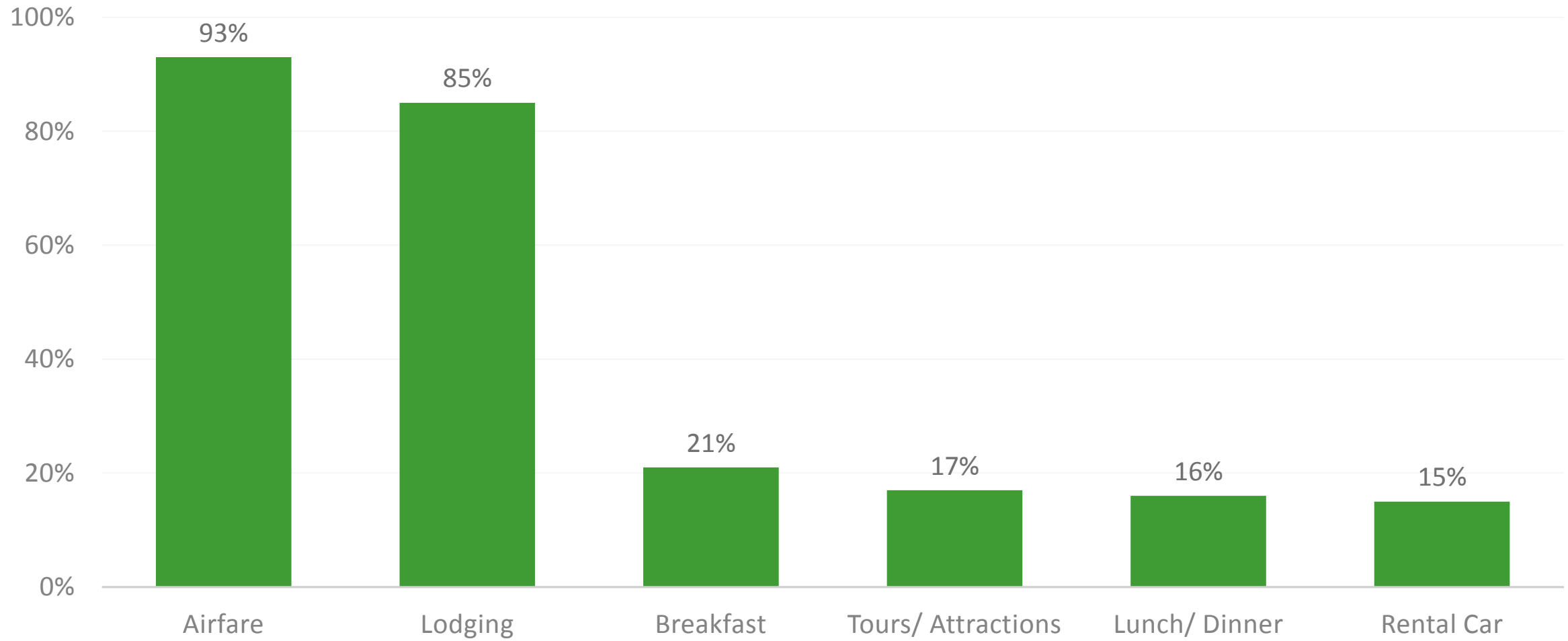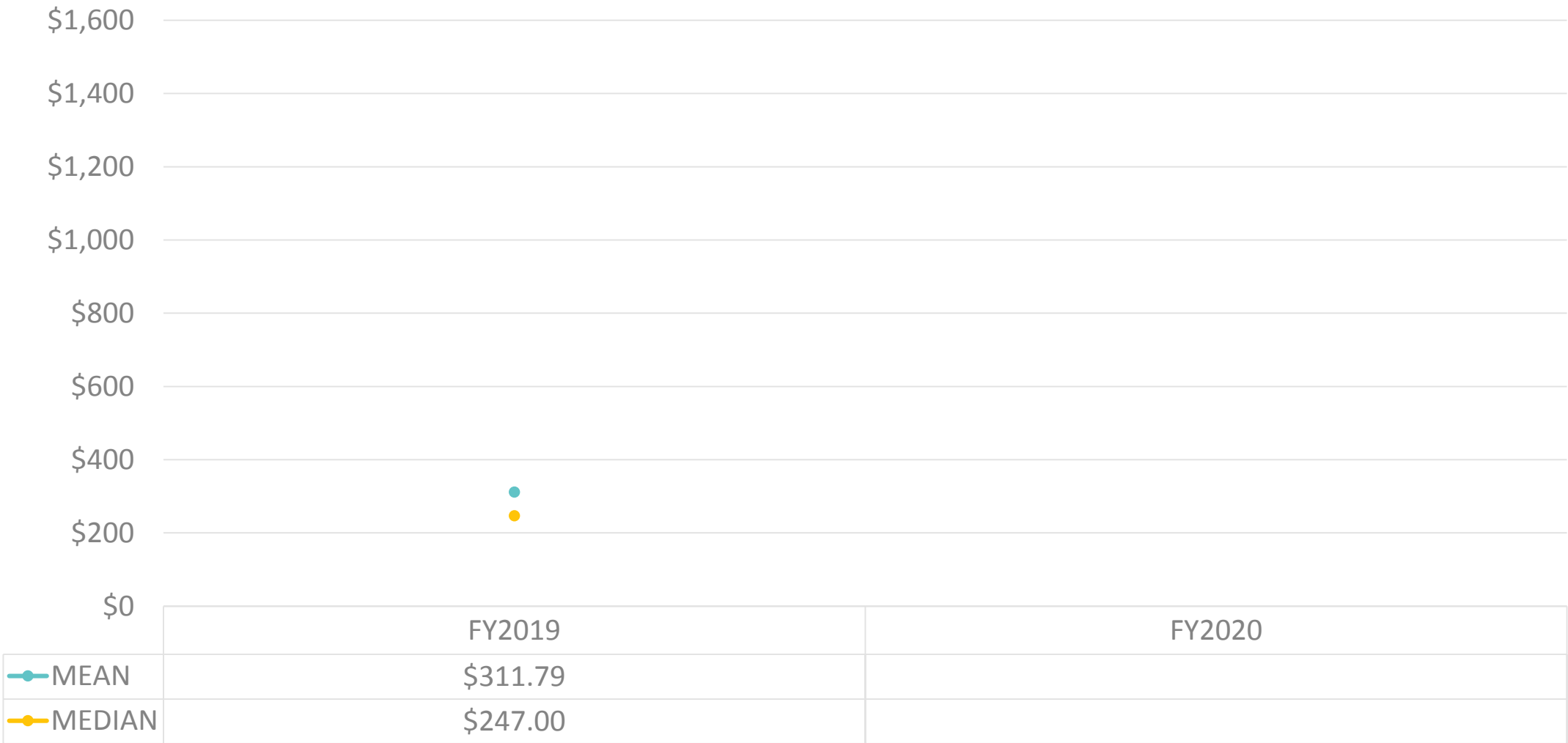
- $609.19 = overall mean average airfare expense (for entire travel party) by respondent

- $311.79 = overall mean average **per person** airfare expenditures

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

AIRFARE – FIT TRAVELER (GROUP) TRACKING

	FY2019	FY2020
—●—MEAN	$609.16	
—●—MEDIAN	$384.00	

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

AIRFARE – FIT TRAVELER (Per Person) TRACKING

	FY2019	FY2020
●— MEAN	$311.79	
●— MEDIAN	$247.00	

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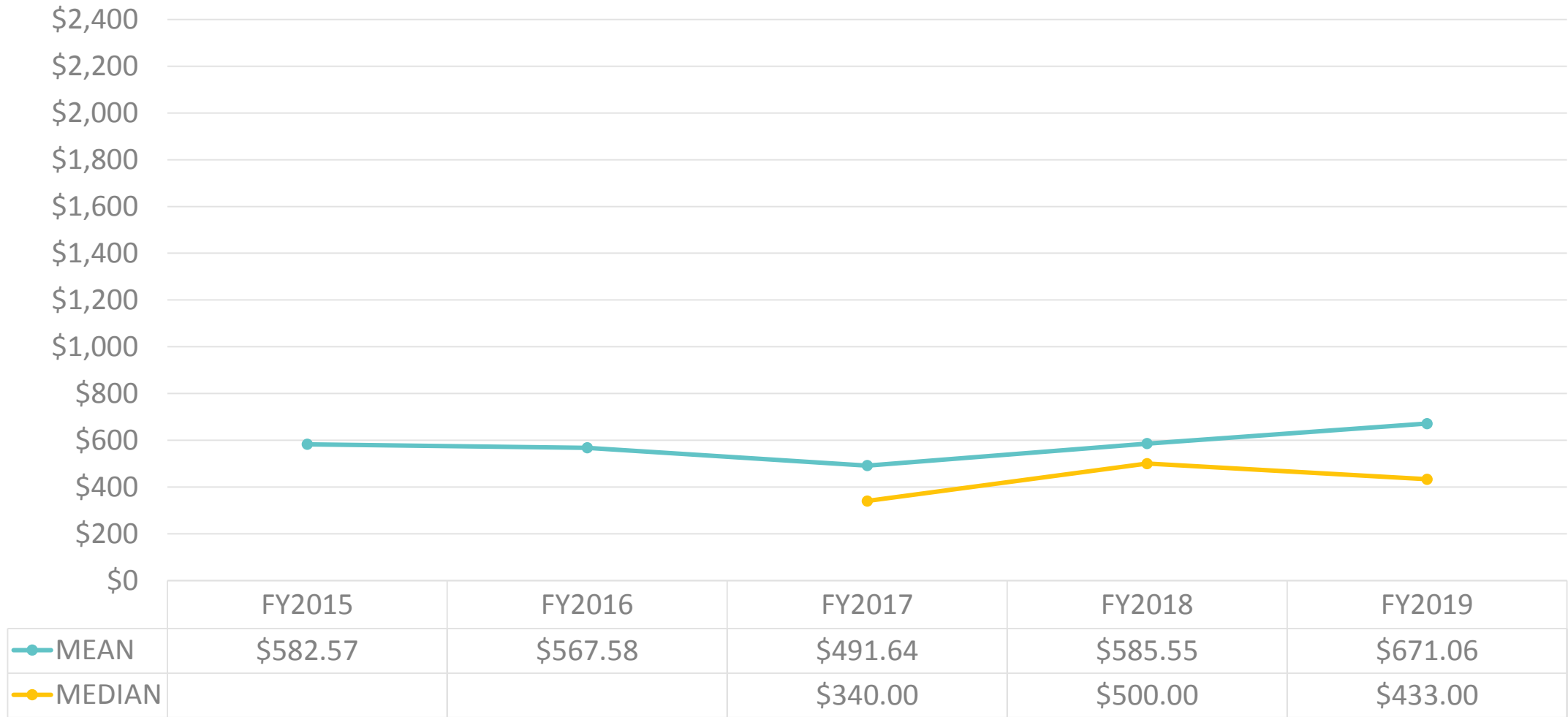
ONISLE EXPENDITURES

- $1,213.69 = overall mean average expense (for entire travel party) by respondent

- $671.06 = overall mean average **per person** expenditures
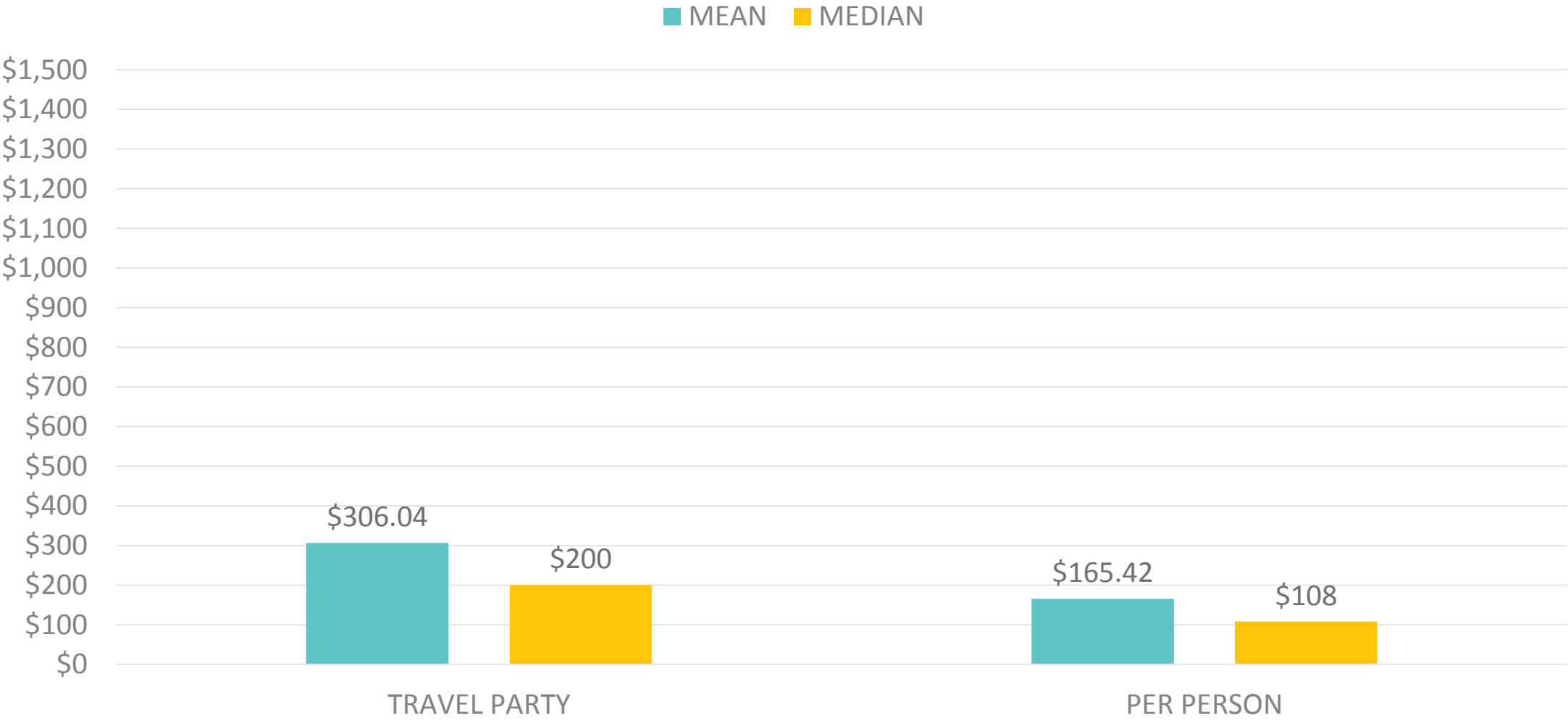
ONISLE – TRAVEL PARTY TRACKING

	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	$755.43	$939.94	$870.81	$944.82	$1,213.69
MEDIAN			$600.00	$700.00	$838.00

ONISLE – PER PERSON TRACKING

	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	$582.57	$567.58	$491.64	$585.55	$671.06
MEDIAN			$340.00	$500.00	$433.00

ONISLE – PER DAY SPENDING

Bar chart legend: ■ MEAN ■ MEDIAN
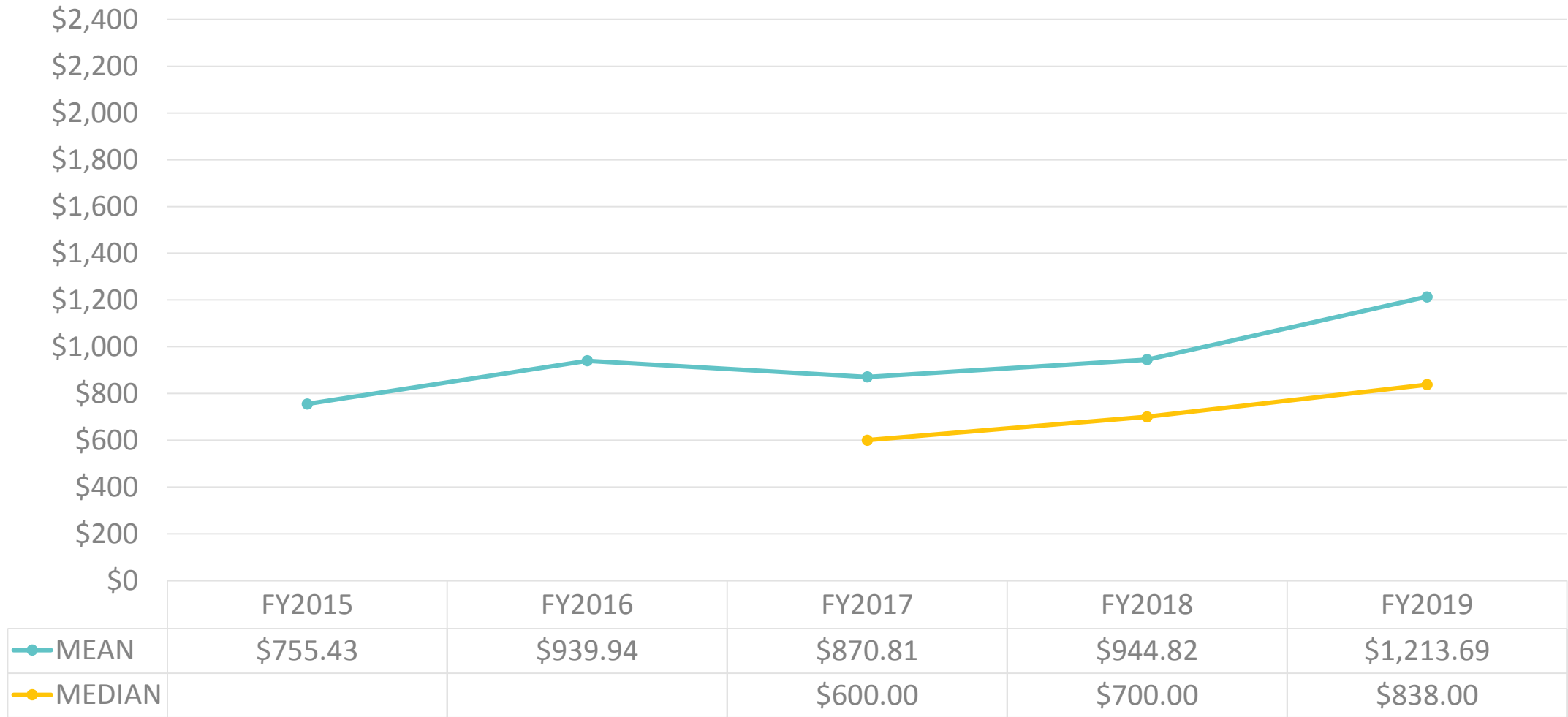
TRAVEL PARTY
- MEAN: $306.04
- MEDIAN: $200

PER PERSON
- MEAN: $165.42
- MEDIAN: $108

ONISLE – TRAVEL PARTY/ PER DAY TRACKING

	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	$200.94	$227.69	$217.22	$241.12	$306.04
MEDIAN	$161.44	$140.67	$119.74	$175.00	$200.00
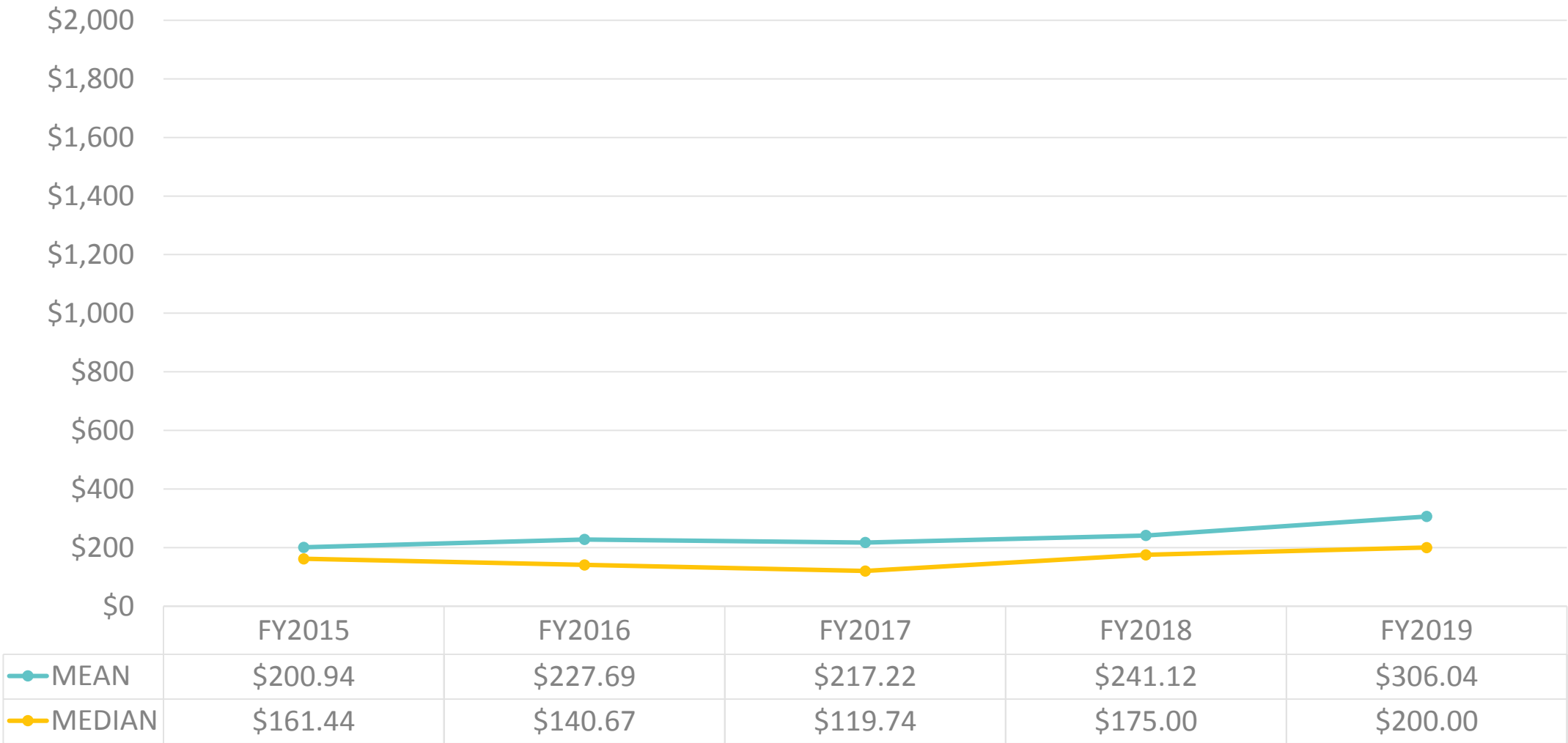
ONISLE – PER PERSON/ PER DAY TRACKING

	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	$193.11	$140.67	$119.74	$149.80	$165.42
MEDIAN	$100.00	$75.00	$83.00	$110.00	$108.00

ONISLE – ACCOMMODATIONS

Q: How much additional did you and your family spend on Guam – Lodging?
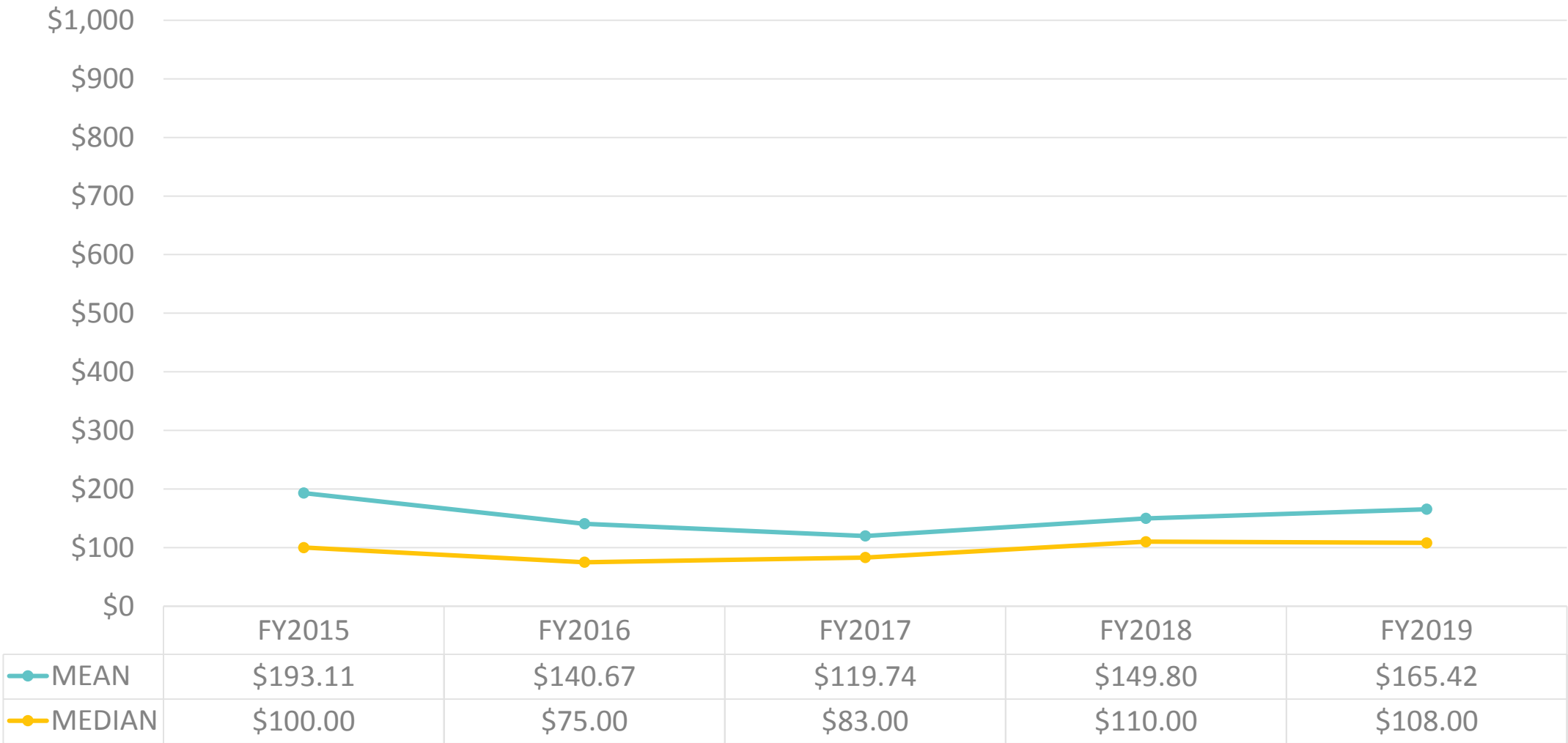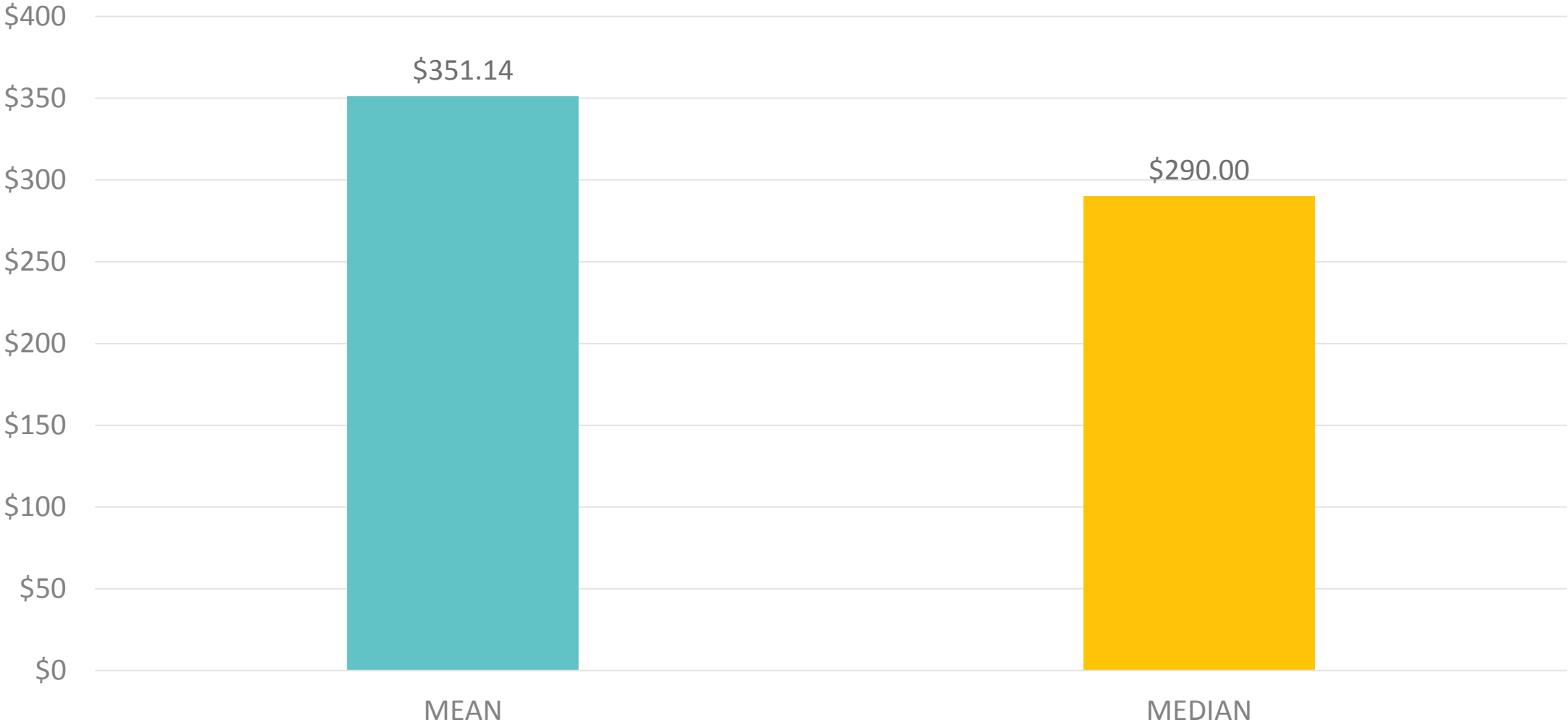
ONISLE – ACCOMMODATIONS TRACKING

	FY2019	FY2020
MEAN	$351.14	
MEDIAN	$290.00	

Q: How much additional did you and your family spend on Guam – Lodging?

ONISLE – FOOD & BEVERAGE

■ MEAN ■ MEDIAN

	MEAN	MEDIAN
TOTAL	$336.54	$200
Restaurants/ Bars	$224.55	$150
Groceries/ Snacks	$77.30	$0
Other	$34.69	$0
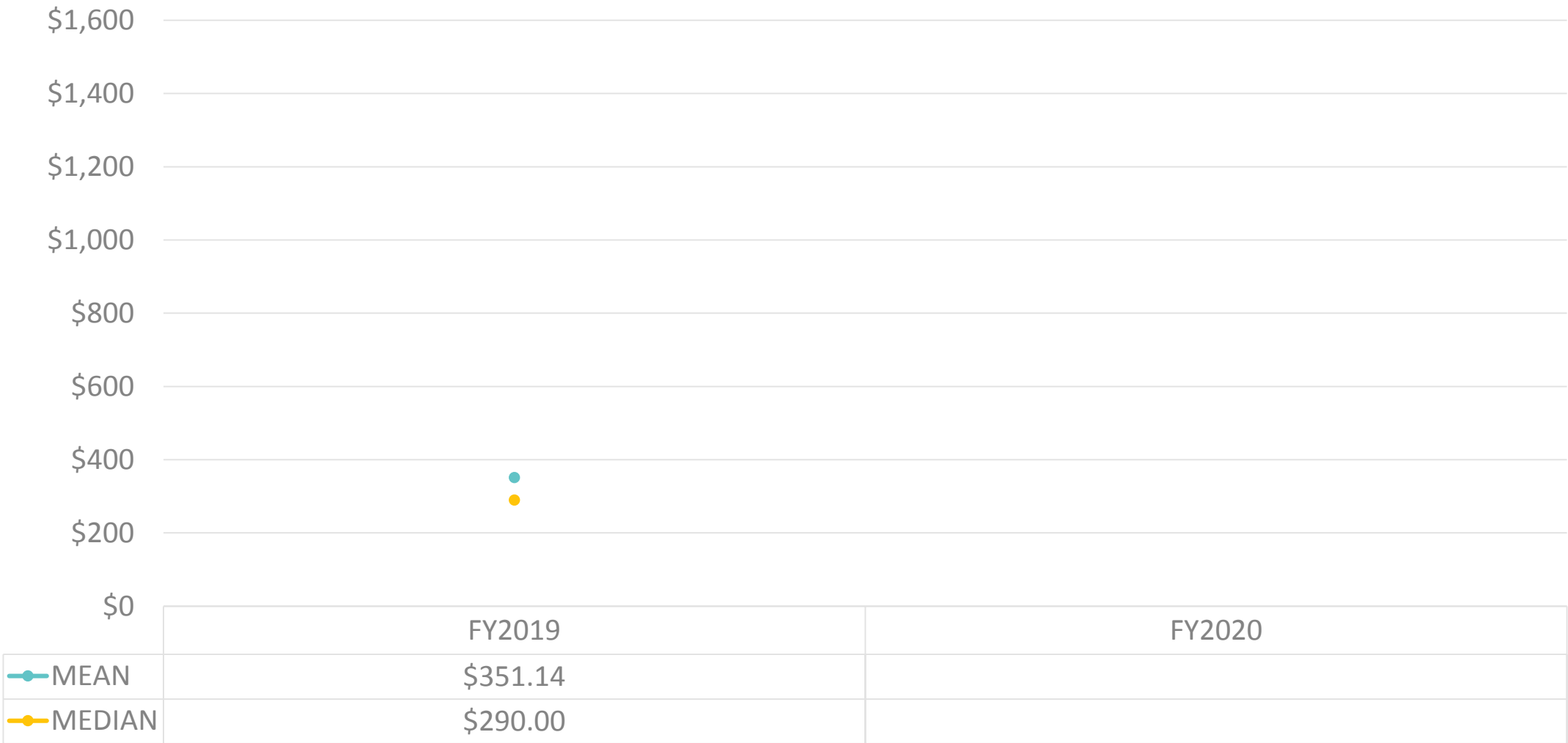
Q: How much additional did you and your family spend on Guam – Food & Beverage?
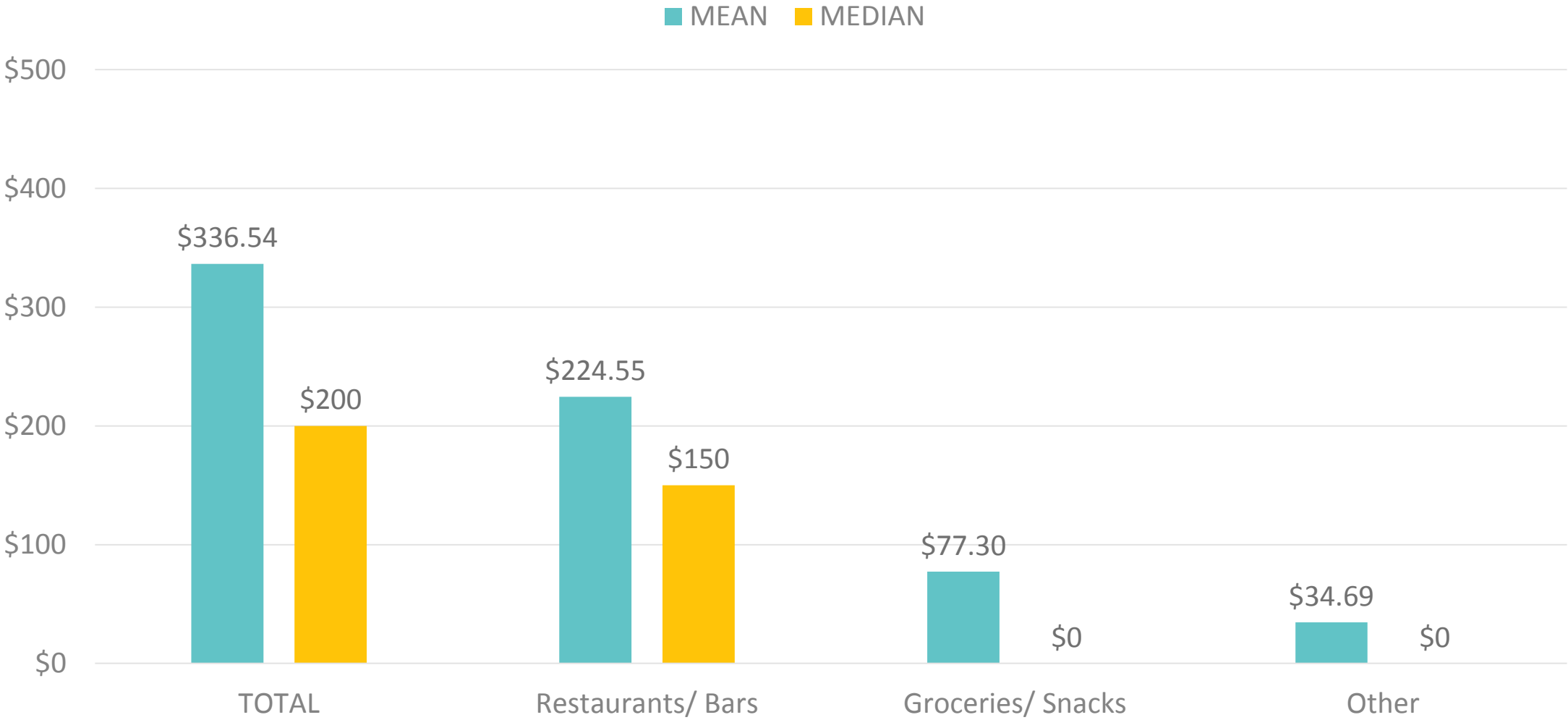
ONISLE – TOTAL FOOD & BEVERAGE TRACKING

	FY2019	FY2020
●─MEAN	$336.54	
●─MEDIAN	$200.00	

Q: How much additional did you and your family spend on Guam – Food & Beverage?
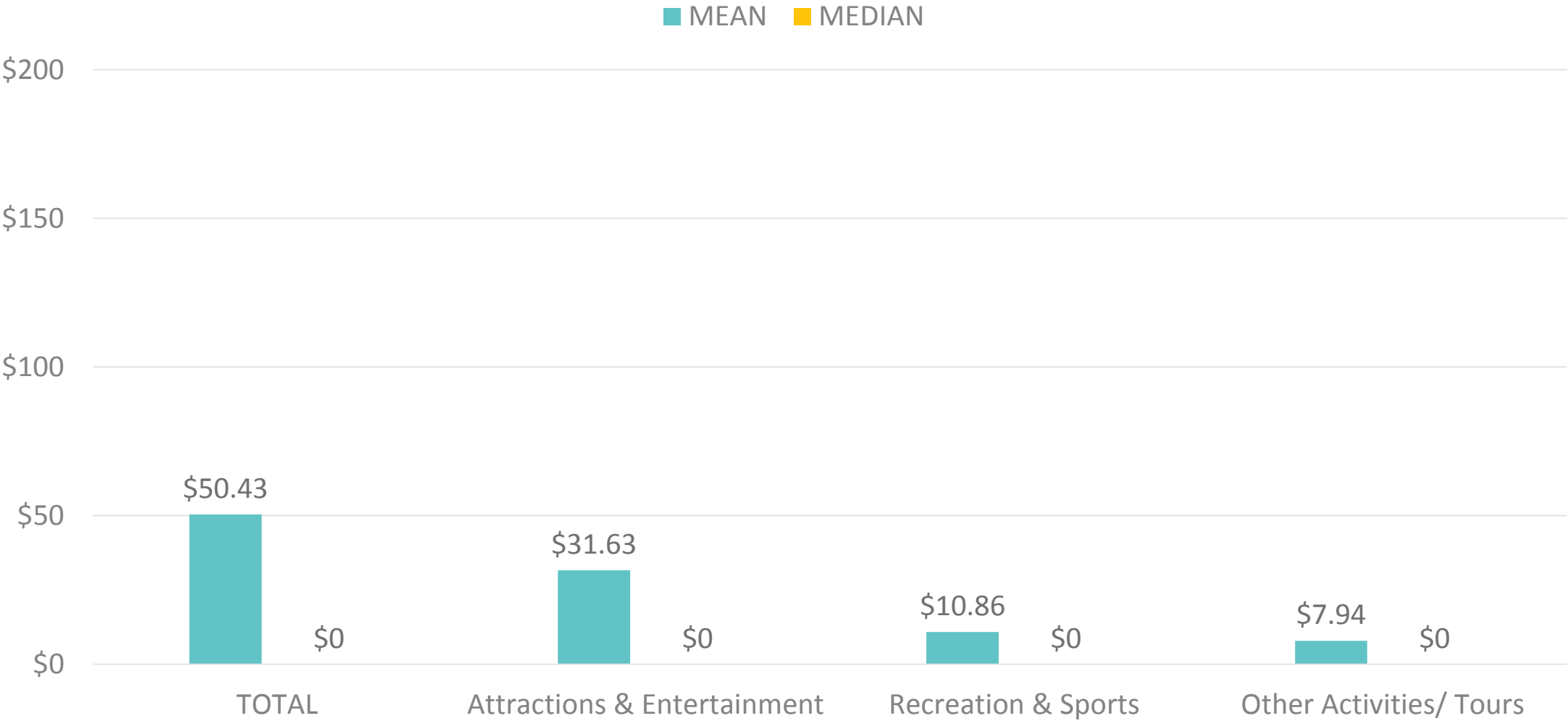
ONISLE – TOTAL ENTERTAINMENT & RECREATION TRACKING

	FY2019	FY2020
MEAN	$50.43	
MEDIAN	$0.00	

Q: How much additional did you and your family spend on Guam – Entertainment & Recreation?

ONISLE – TRANSPORTATION

Legend: ■ MEAN ■ MEDIAN

Category	MEAN	MEDIAN
TOTAL	$63.98	$12
Rental Car/ scooter/ bicycle	$30.23	$0
Bus, taxi, trolley, etc	$29.10	$0
Other	$4.65	$0
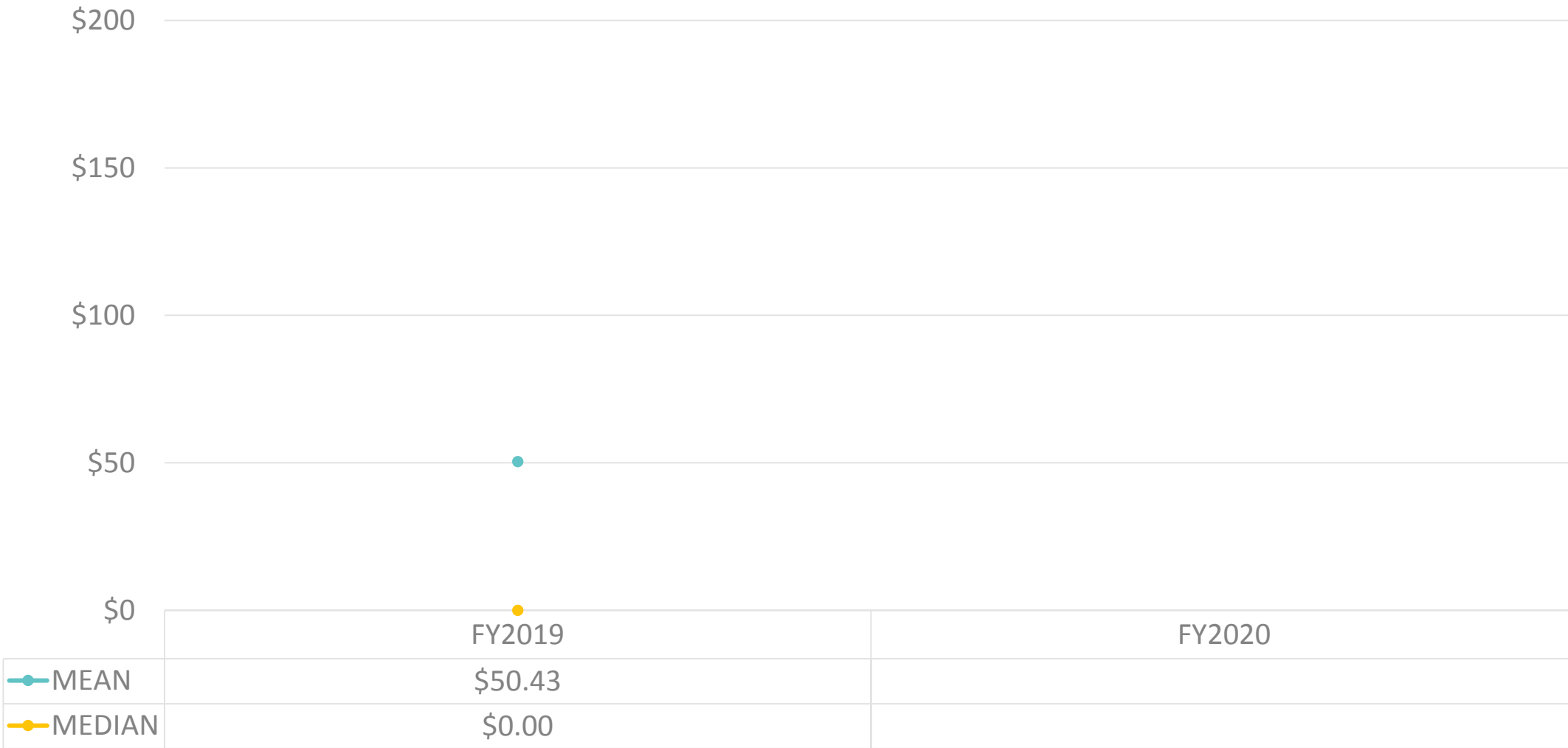
Q: How much additional did you and your family spend on Guam – Transportation?
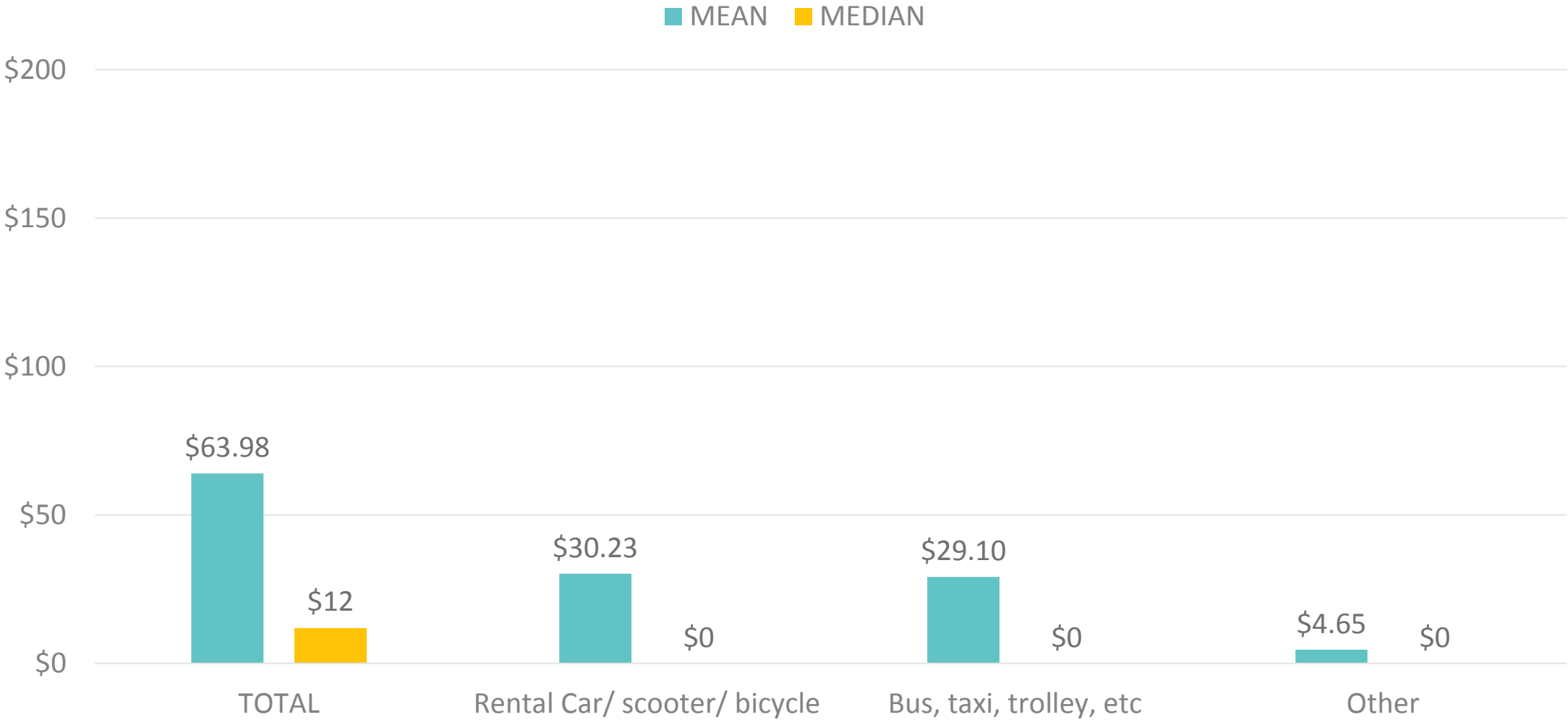
ONISLE – TOTAL TRANSPORTATION TRACKING

	FY2019	FY2020
—●—MEAN	$63.98	
—●—MEDIAN	$12.00	

Q: How much additional did you and your family spend on Guam – Transportation?

ONISLE – SHOPPING

Legend: ■ MEAN ■ MEDIAN

Category	MEAN	MEDIAN
TOTAL	$460.99	$150
Fashion & Clothing	$228.63	$10
Accessories	$81.60	$0
Jewelry/ watches	$35.36	$0
Other	$34.71	$0
Food - take home	$32.27	$0
Cosmetics/ perfume	$26.62	$0
Souvenirs	$21.80	$0

Q: How much additional did you and your family spend on Guam – Shopping?
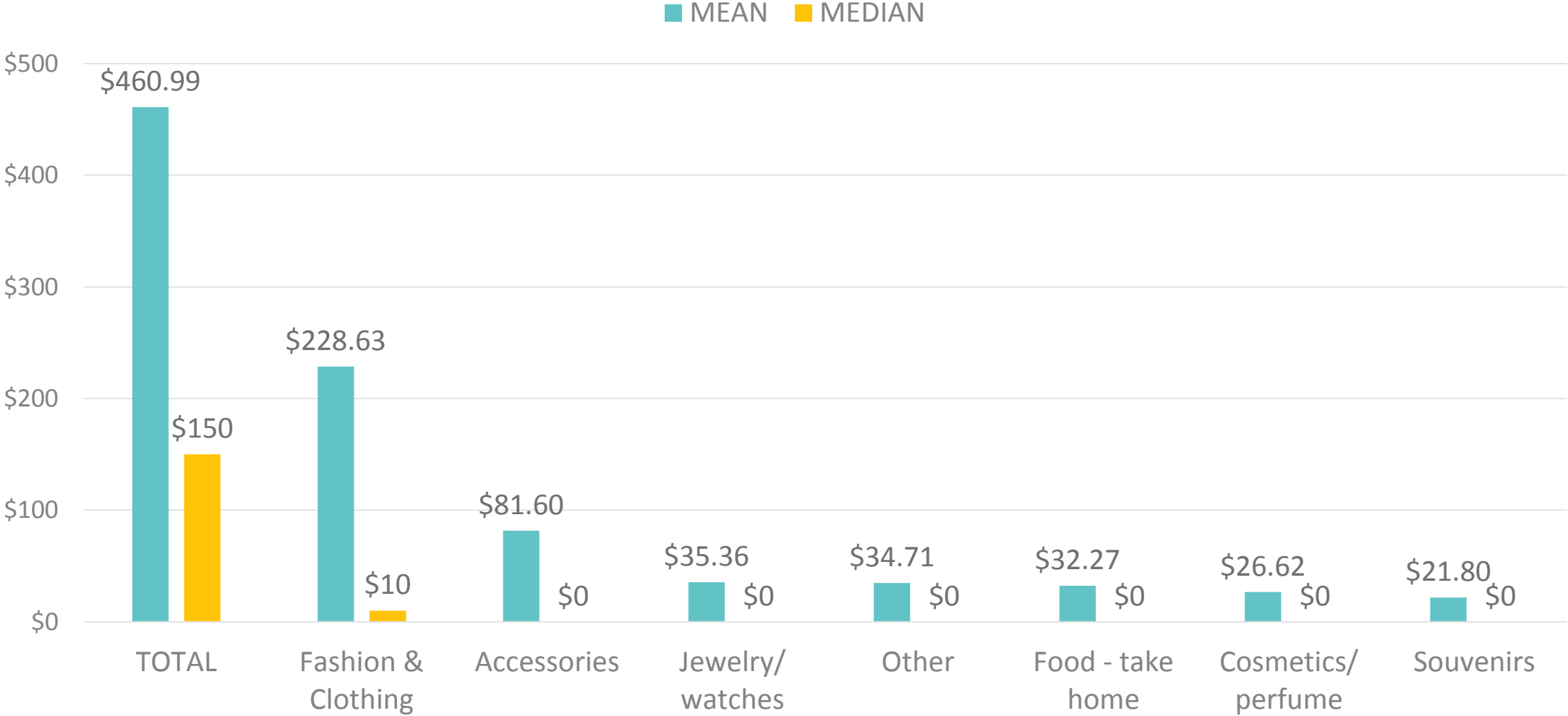
ONISLE – TOTAL SHOPPING TRACKING

	FY2019	FY2020
●—MEAN	$460.99	
●—MEDIAN	$150.00	

Q: How much additional did you and your family spend on Guam – Shopping?

ONISLE – MISCELLANEOUS

Q: How much additional did you and your family spend on Guam – Other spending?
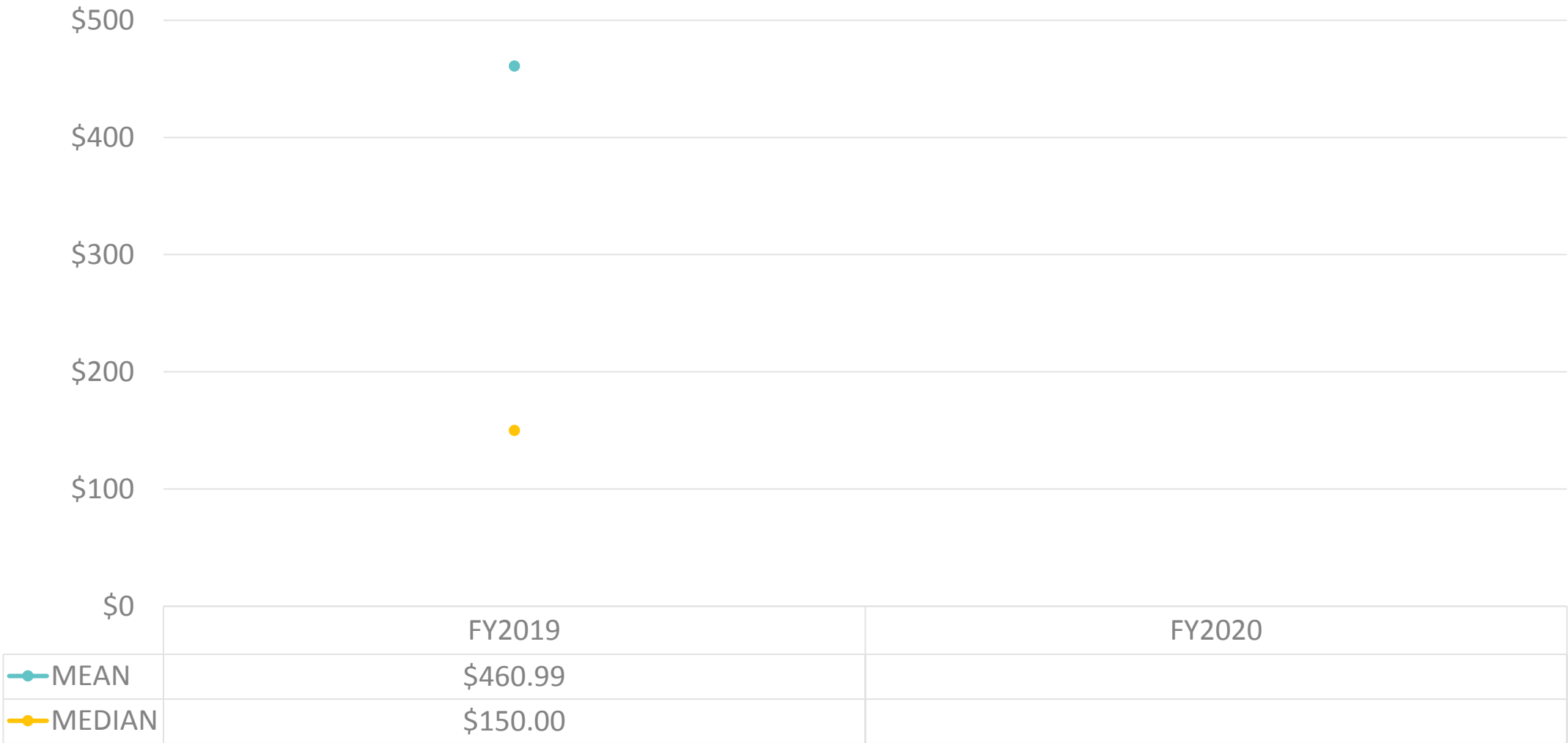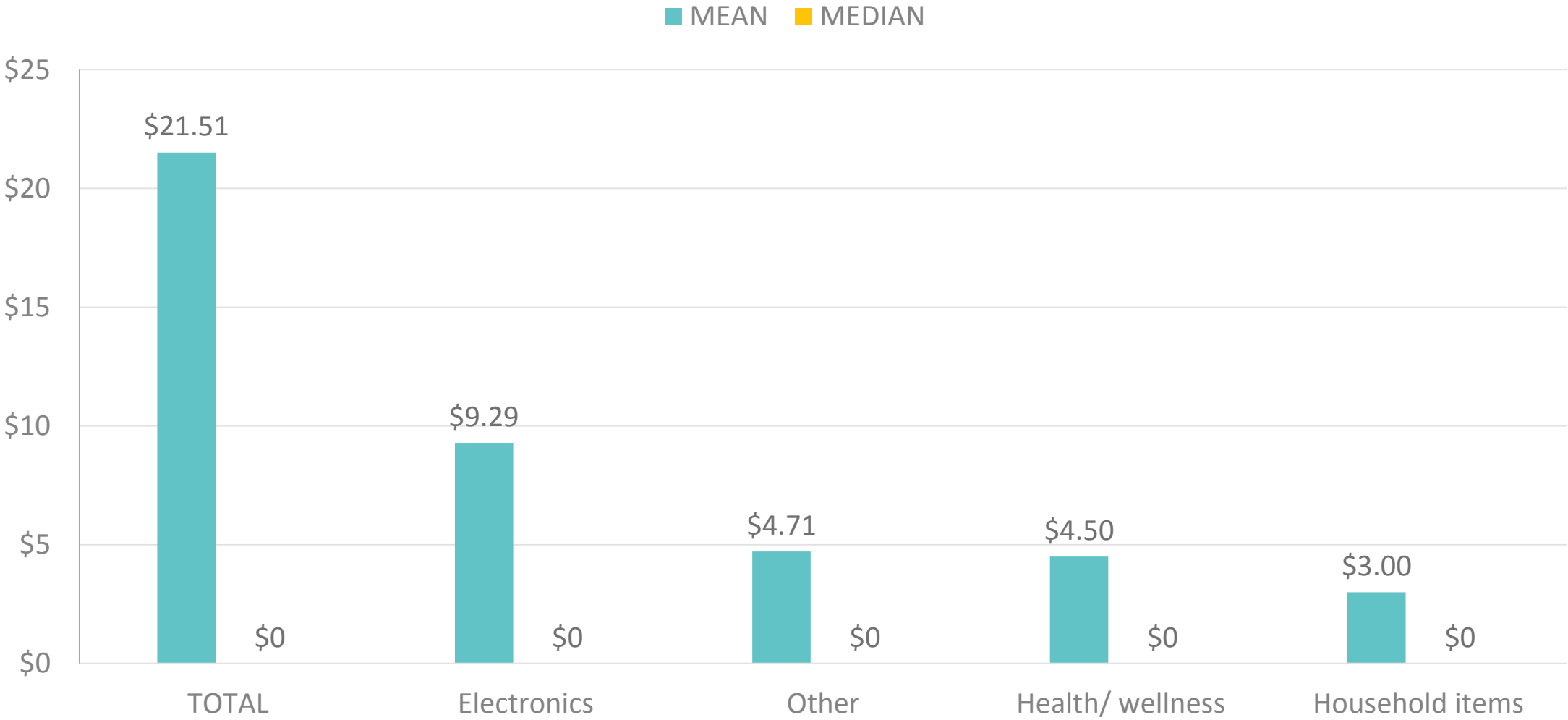
ONISLE – MISCELLANEOUS TRACKING

	FY2019	FY2020
●—MEAN	$21.51	
●—MEDIAN	$0.00	

Q: How much additional did you and your family spend on Guam – Other spending?

TOTAL EXPENDITURES PER PERSON (ONISLE + PREPAID)

- $1,021.50 = Mean average per person

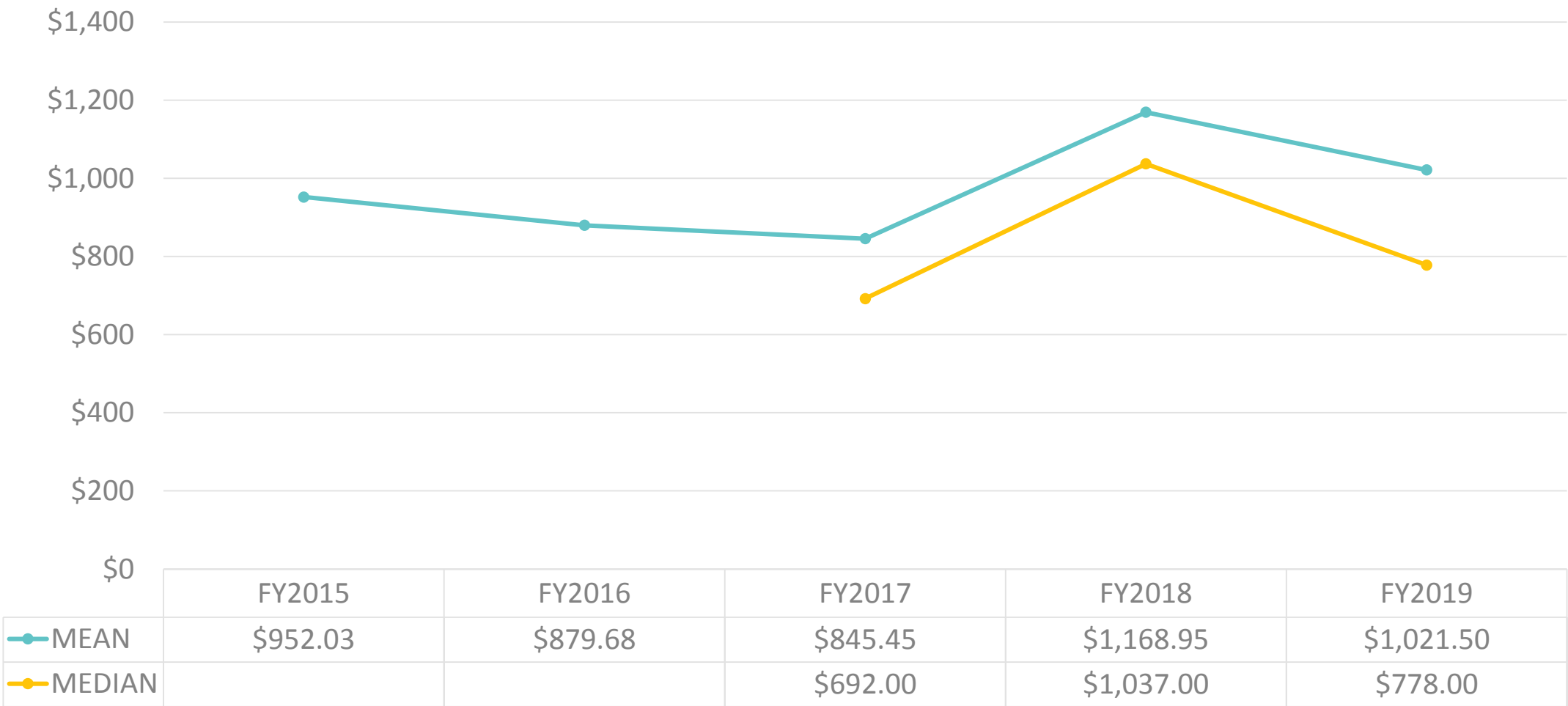- $778.00 = Median amount spent per person

TOTAL EXPENDITURES PER PERSON TRACKING

	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	$952.03	$879.68	$845.45	$1,168.95	$1,021.50
MEDIAN			$692.00	$1,037.00	$778.00

Q: How much in total did you spend on your purchases at the airport for shopping, dining, etc?

GUAM AIRPORT EXPENDITURE TRACKING

	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	$101.92	$58.75	$54.98	$48.63	$130.64
MEDIAN				$0.00	$0.00

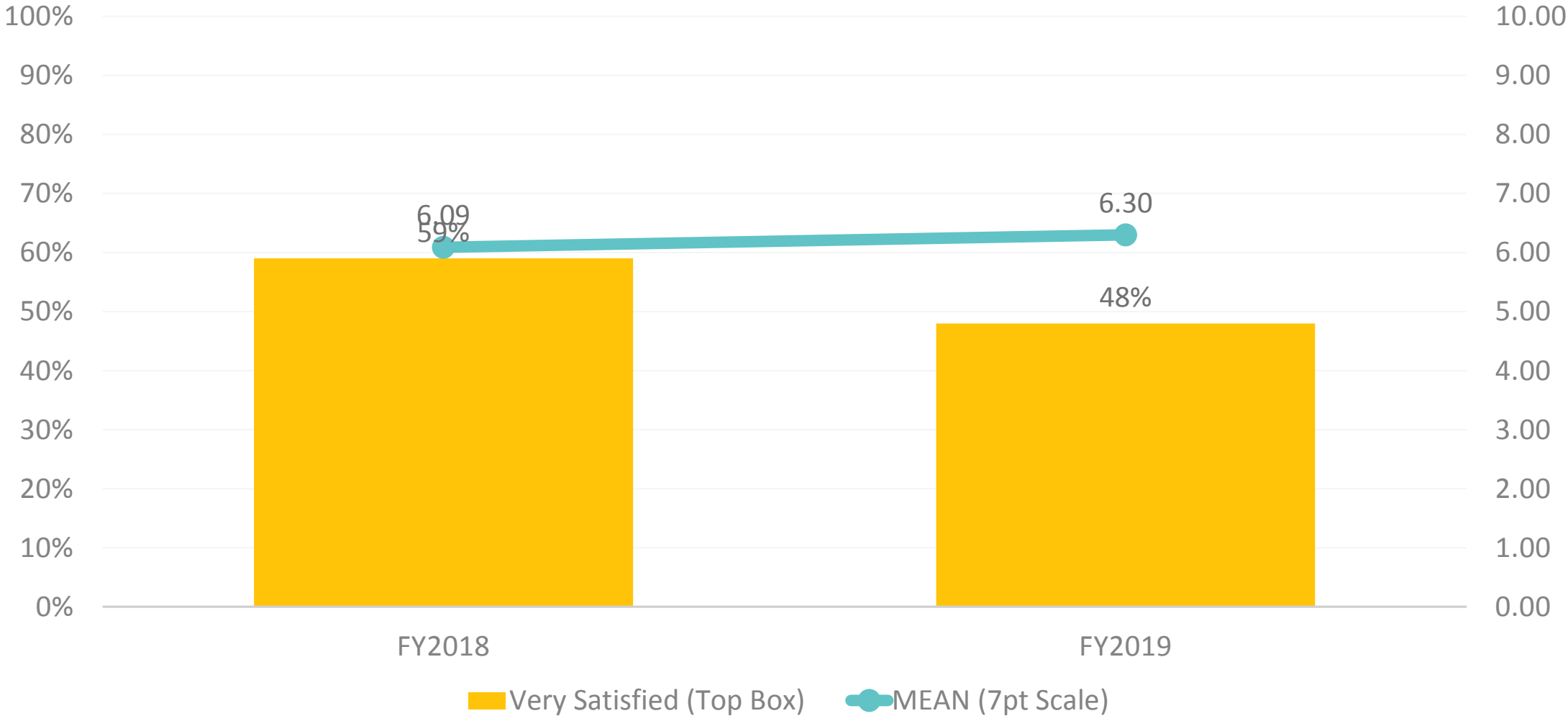*Q: How much in total did you spend on your purchases at the airport for shopping, dining, etc?*

SECTION 4
VISITOR SATISFACTION

OVERALL SATISFACTION – 7PT SCALE

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

FY2018: 59%, 6.09
FY2019: 48%, 6.30

Q: Overall, how satisfied are you with your experience while on Guam?

OVERALL SATISFACTION – 10PT SCALE

8.94

68%

FY2019

FY2020

■ Very Satisfied (Top Box 9-10)   ● MEAN (10pt Scale)

Q: Overall, how satisfied are you with your experience while on Guam?

SWOT – POSITIVE ASPECT OF TRIP

Category	Percentage
Shopping	32%
Relax	19%
"Hafa Adai" Spirit	7%
Safety	6%
Event- fam/friend	5%
Natural beauty	4%
Cust service	4%
Activities- variety	3%
Local culture	3%
Food	2%
Hotel/ Accommodations	1%
Sightseeing	1%
Military Historical Sites	1%

Q: Please tell us about one detail that made your trip to Guam excellent?

SWOT – NEGATIVE ASPECT OF TRIP

Expensive — 41%
— 12%
— 12%

Activities- Variety — 6%
— 5%

Accommodations- Cleanliness — 4%
— 4%

Public Bathroom — 3%
— 2%

Customer svc — 2%
— 2%

Accommodations- not as promised — 2%
— 1%

Accommodations- cust serv — 1%
— 1%

Rental Car Experience — 1%

0%   10%   20%   30%   40%   50%   60%

Q: If applicable, which ONE thing could be improved to make your stay on Guam more enjoyable?

SATISFACTION – SHOPPING

100%   10.00

90%   9.00
            8.22
80%   ●   8.00

70%   7.00

61%
60%   6.00

50%   5.00

40%   4.00

30%   3.00

20%   2.00

10%   1.00

0%   0.00
            FY2019   FY2020

■ Very Satisfied (Top Box 9-10)   ●—MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – DINING

Very Satisfied (Top Box 9-10)   MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – BEACHES

8.12

57%

FY2019

FY2020

■ Very Satisfied (Top Box 9-10)   ●━ MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – PARKS

100% — 10.00
90% — 9.00
80% — 8.00
    7.83
70% — 7.00
60% — 6.00
50% — 5.00
    47%
40% — 4.00
30% — 3.00
20% — 2.00
10% — 1.00
0% — 0.00

FY2019   FY2020

■ Very Satisfied (Top Box 9-10)   ●─ MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – SIGHTSEEING AREAS

8.04

55%

FY2019   FY2020

■ Very Satisfied (Top Box 9-10)   ● MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – SAFETY & SECURITY

Very Satisfied (Top Box 9-10)   **MEAN**

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – ACCOMMODATIONS

8.10

44%

FY2019   FY2020

■ Excellent (Top Box 9-10)   ●━ MEAN

Q: Overall, how would you rate your lodging/ hotel accommodations?

BRAND ADVOCACY

Q: How likely are you to recommend Guam to your family and friends?

BRAND LOYALTY

100%   10.00

90%   8.54   9.00
              ●
80%   8.00

70%   64%   7.00

60%   6.00

50%   5.00

40%   4.00

30%   3.00

20%   2.00

10%   1.00

0%   0.00
            FY2019   FY2020

█ Extremely likely (Top Box 9-10)   ●━MEAN

Q: How likely are you to return to visit Guam in the next three years?

TRIP EXPECTATIONS

Guam met my expectations
68%

Guam exceeded my expectations
30%

Guam did not meet my expectations
2%

Q: Would you say this trip to Guam…?

TRIP EXPECTATIONS – TRACKING

	FY2019	FY2020
Exceeded expectations	30%	
Met expectations	68%	
Did not meet expectations	2%	

Q: Would you say this trip to Guam…?

SECTION 5

VISITOR ACTIVITIES

SHOPPING AREAS – PENETRATION

Bar chart showing shopping area penetration:
- Micronesian Mall: 89%
- Ross: 77%
- Premier Outlets: 76%
- ABC Stores: 68%
- Macys: 67%
- K-Mart: 65%
- DFS: 54%
- The Plaza: 28%
- Tumon Sands: 23%
- Agana SC: 17%
- JP Store: 13%
- Pacific Place: 5%
- Acanta Mall: 2%

Q: Guam has a number of shopping malls and stores. Please check all those visited during this trip
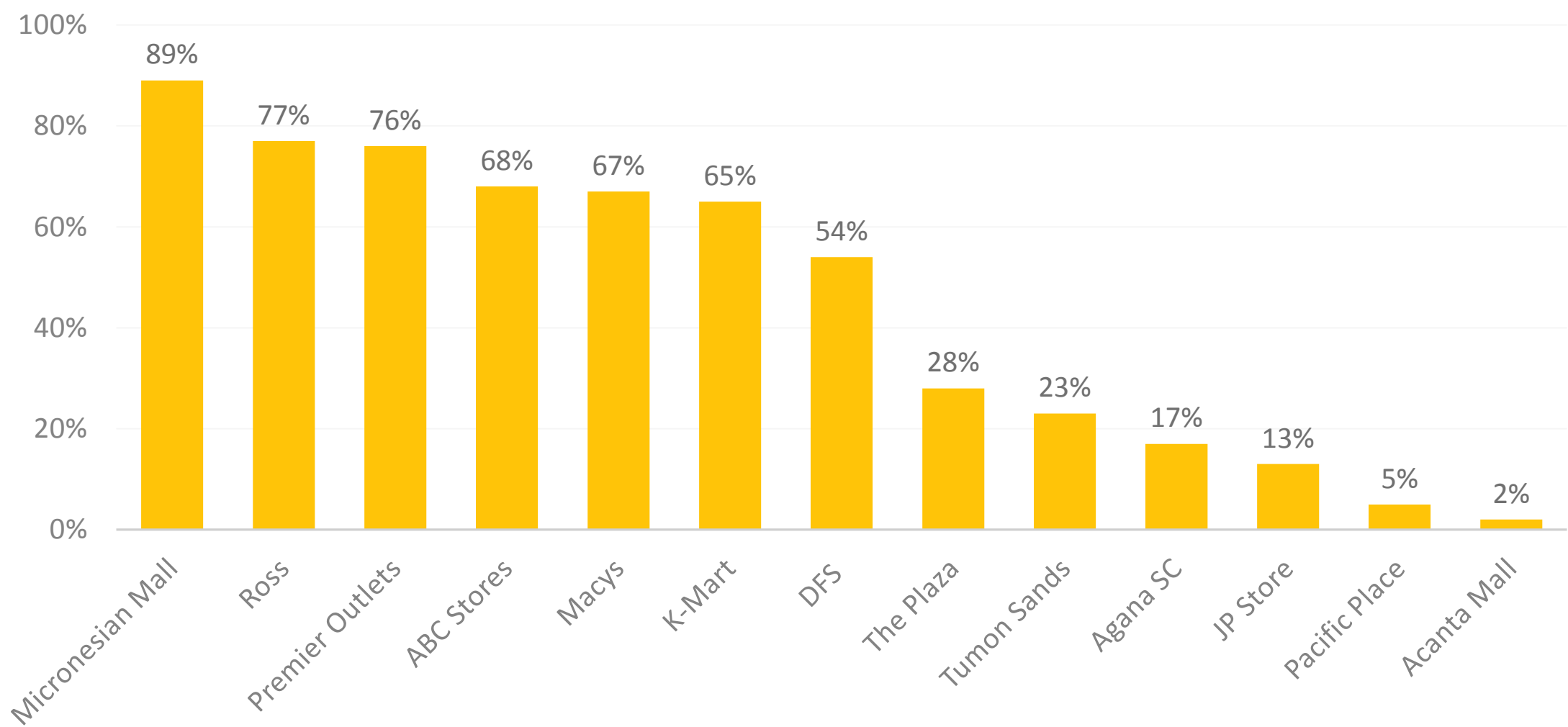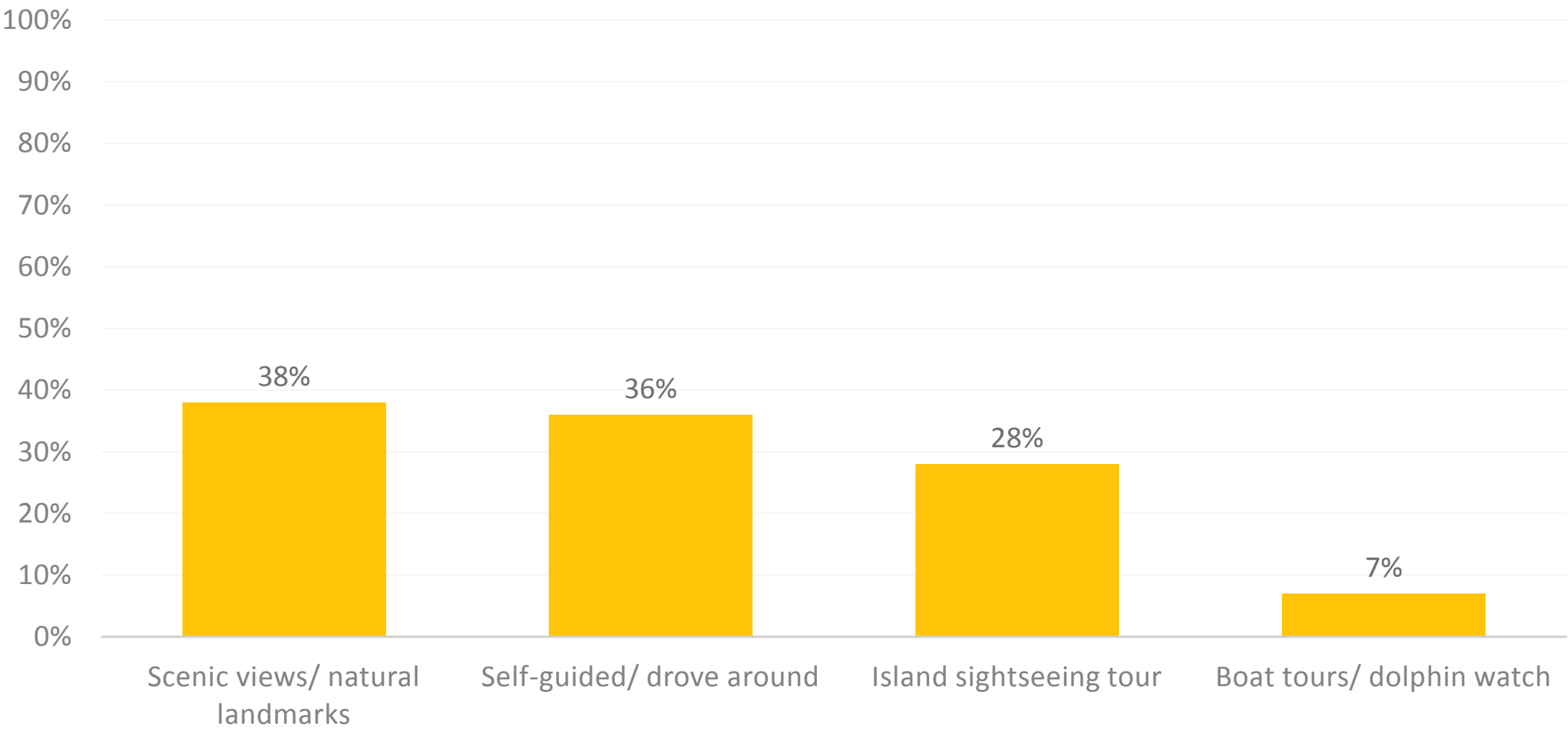
SHOPPING AREAS – TOP 3

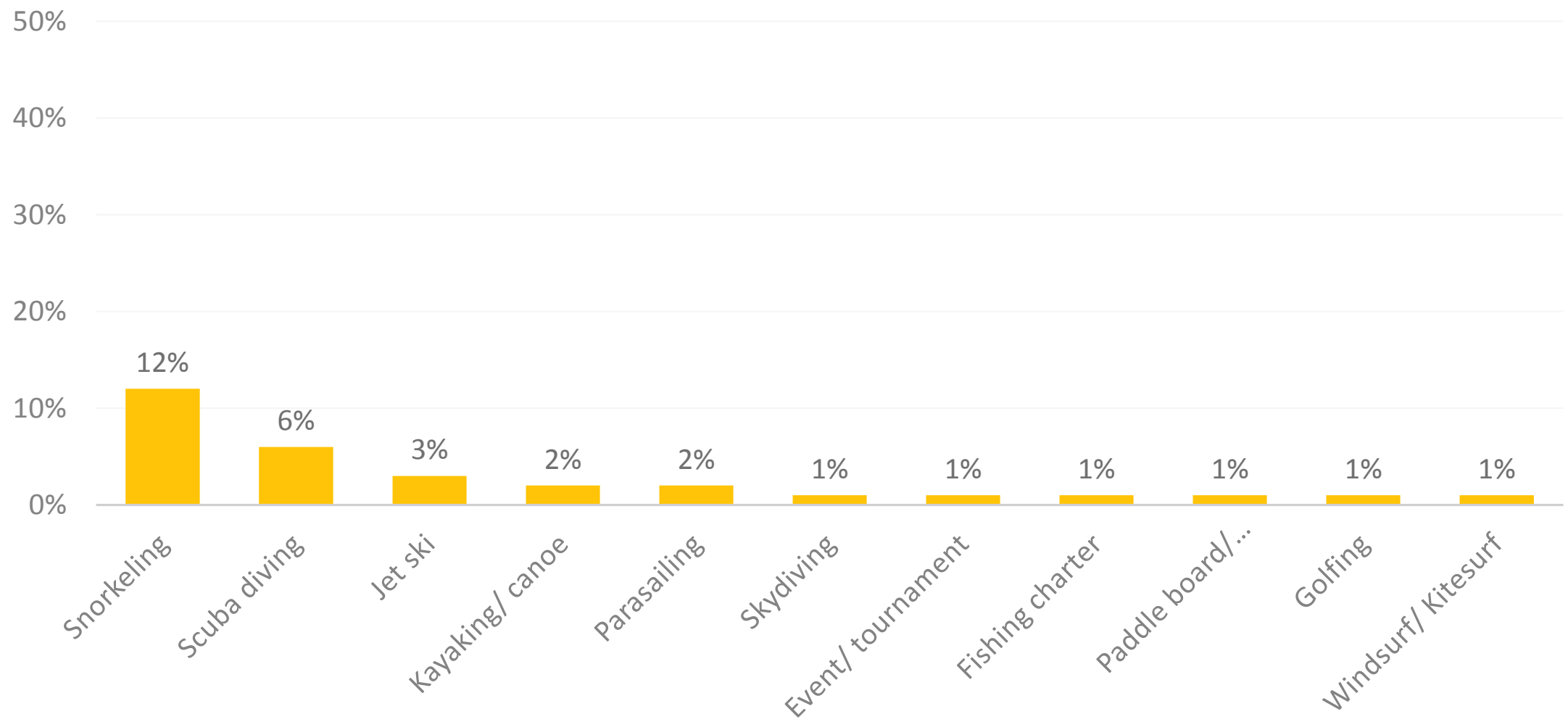| FY2018	FY2019
79% Micronesia Mall 76% Ross 74% Macy's	89% Micronesia Mall 77% Ross 76% Guam Premier Outlets

Q: Guam has a number of shopping malls and stores. Please check all those visited during this trip

ACTIVITIES – SIGHTSEEING

38% — Scenic views/ natural landmarks
36% — Self-guided/ drove around
28% — Island sightseeing tour
7% — Boat tours/ dolphin watch

Q: During this trip to Guam, which of the following activities did you participate in?

ACTIVITIES – RECREATION

Q: During this trip to Guam, which of the following activities did you participate in?

ACTIVITIES – SPORTS

Bar chart showing percentages:
- Snorkeling: 12%
- Scuba diving: 6%
- Jet ski: 3%
- Kayaking/ canoe: 2%
- Parasailing: 2%
- Skydiving: 1%
- Event/ tournament: 1%
- Fishing charter: 1%
- Paddle board/…: 1%
- Golfing: 1%
- Windsurf/ Kitesurf: 1%

Q: During this trip to Guam, which of the following activities did you participate in?

ACTIVITIES – ENTERTAINMENT & DINING

Bar chart showing participation rates:
- Café/ coffee shop: 61%
- Fast food: 61%
- Fine dining: 26%
- Dinner show/ cruise: 18%
- Live music/ stage show: 7%
- Nightclub/ dancing/ bar/ karaoke: 6%

Q: During this trip to Guam, which of the following activities did you participate in?
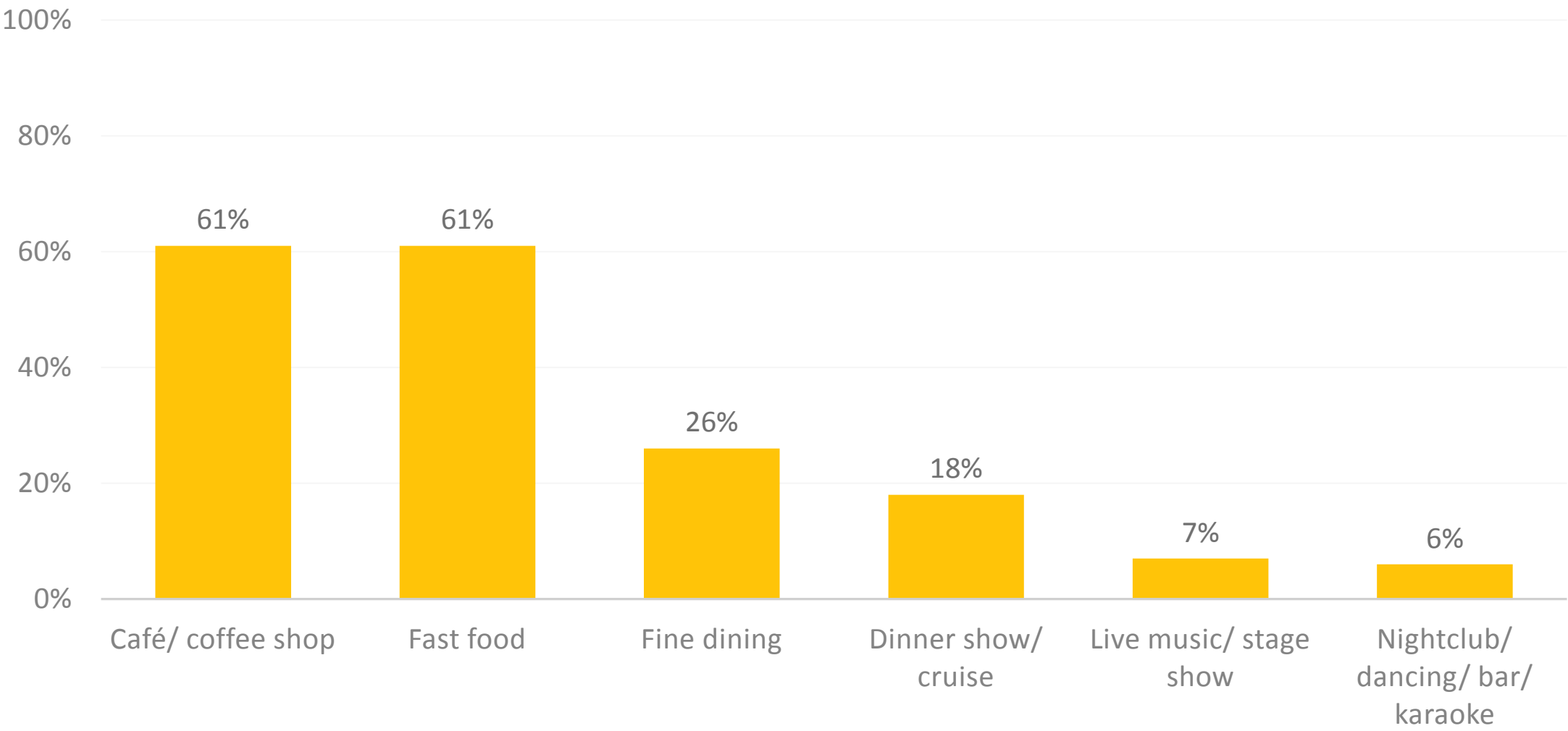
LOCAL ATTRACTIONS – TOP RESPONSES (5%+)

Bar chart of attractions visited:
- Two Lovers Pt: 66%
- Chamorro Village: 29%
- Chamorro Night Mkt: 19%
- Underwtr Wld: 15%
- Fish Eye Marine Park: 14%
- Guam Museum: 11%
- Dededo: 9%
- SNUBA: 5%
- Sandcastle: 5%

Q: During this trip to Guam, which of the following attractions did you visit?
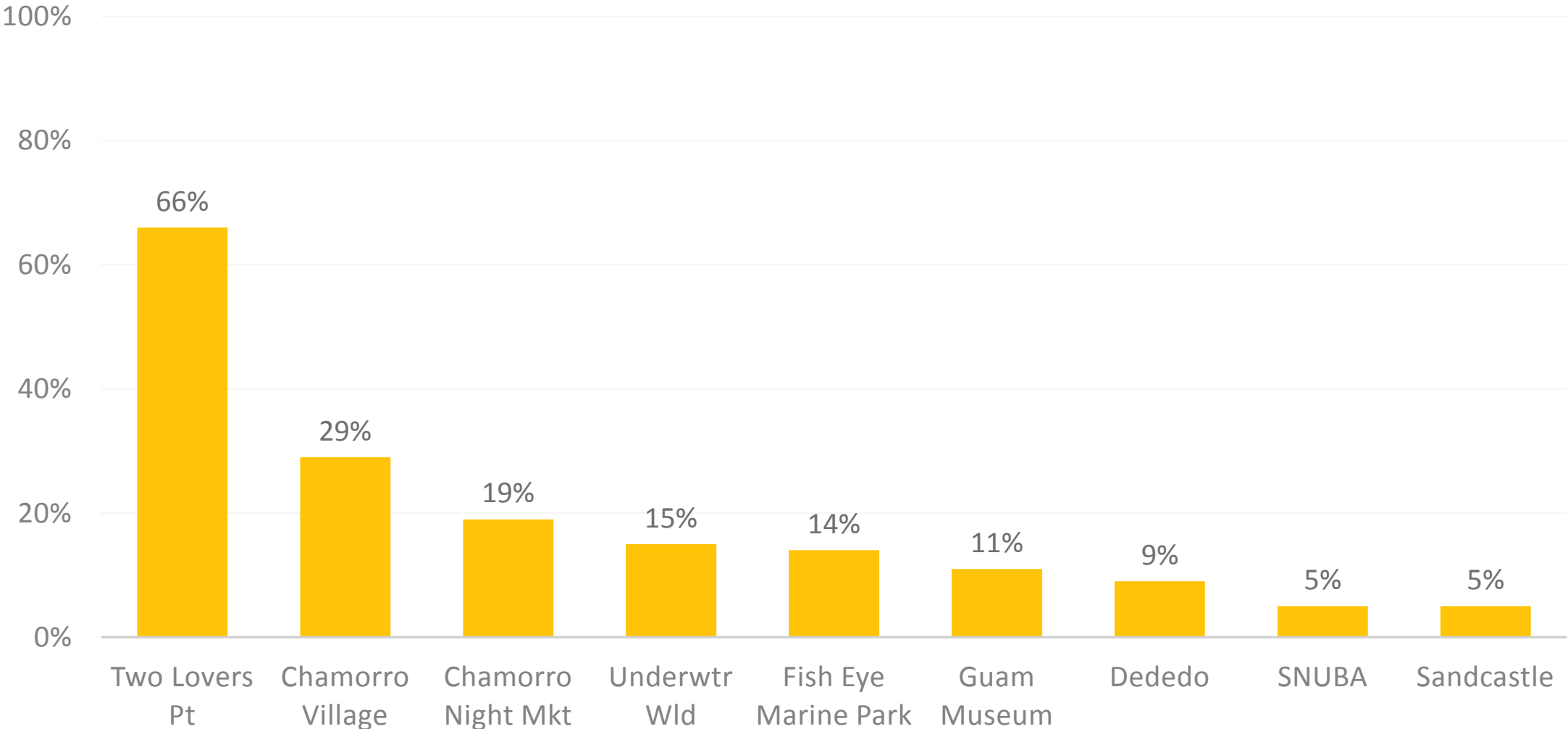
LOCAL CULTURE – OBSTACLES

	FY2019	FY2020
——Schedule	49%	
——Unaware	35%	
——Did not want to	12%	
——Did not know where	17%	

Q: Why did you not participate in any cultural activities or events during your recent stay on Guam?
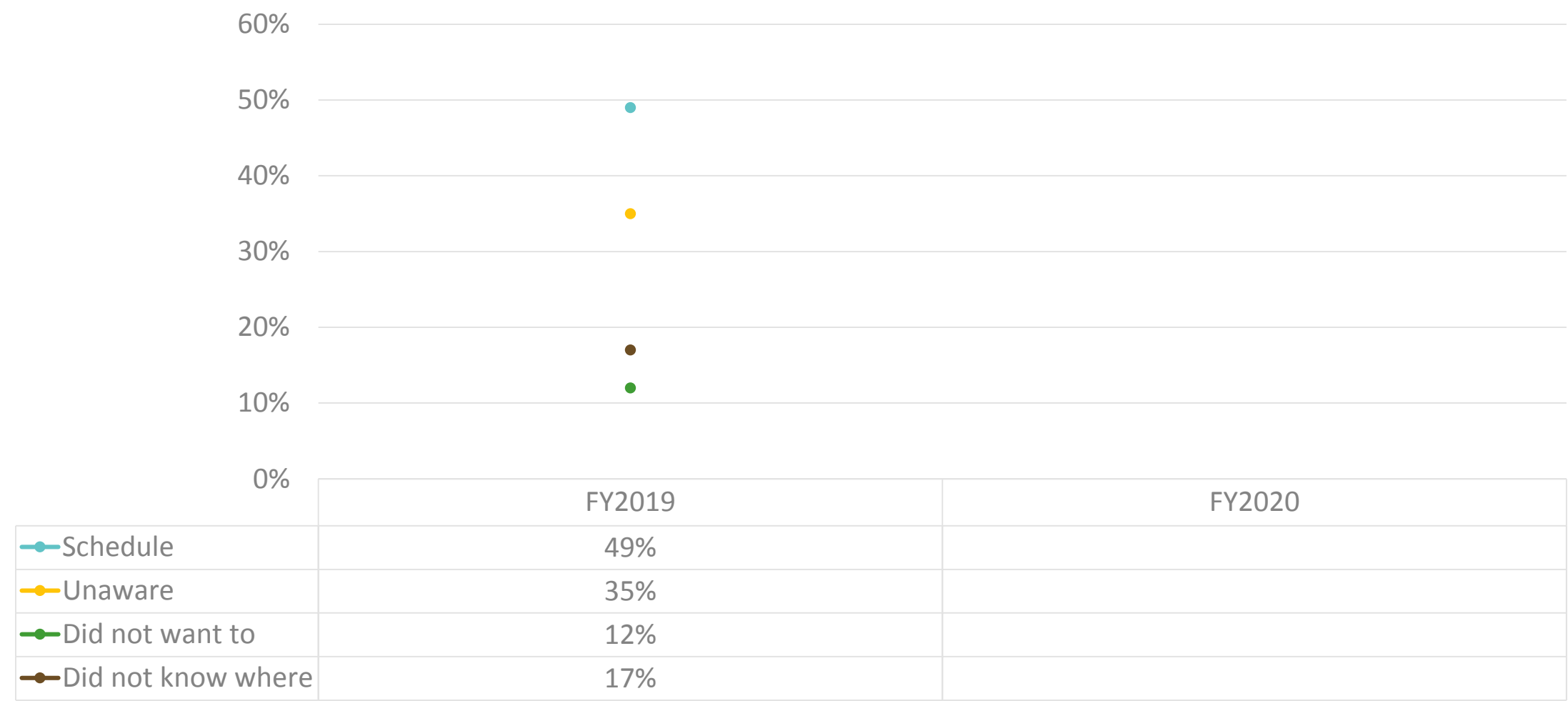
SECTION 6
SOURCES OF INFORMATION

PRE-ARRIVAL SOURCES OF INFORMATION

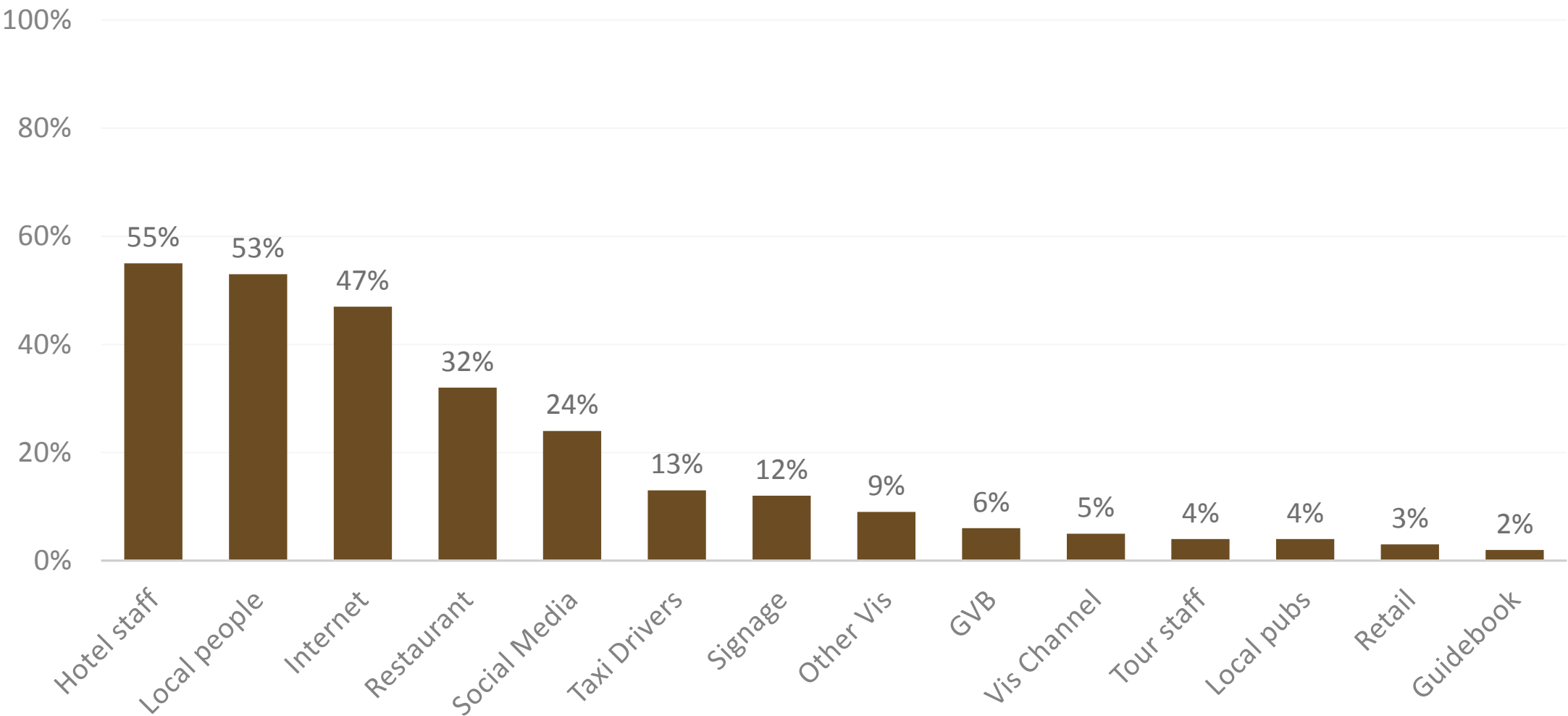*Q: Please select the top three sources of information you used to find out about Guam before your trip.*

GVB VISITOR SATISFACTION STUDY

Q5 Please select the top three sources of information you used to find out about Guam before your trip

		TOTAL	FAMILY	FIT	MICE	LEISURE
		-	-	-	-	-
Q5	Internet/Mobile App	77%	80%	77%	100%	74%
	Friend or relative	75%	77%	75%	71%	75%
	Social media	31%	31%	31%	14%	41%
	I have been to Guam before	24%	27%	24%	57%	23%
	Co-worker/ company travel department	9%	5%	8%		6%
	Travel agent brochure	8%	8%	8%		8%
	TV	7%	6%	8%		6%
	Magazine (consumer)	6%	4%	5%		5%
	Guam Visitors Bureau promotional activities	5%	6%	5%		5%
	Travel guide book at bookstores	3%	2%	3%		3%
	Travel trade shows	2%	2%	2%		3%
	Consumer travel shows	1%	0%	1%		1%
	Guam Visitors Bureau office	1%	1%	1%		1%
	Newspaper	1%	1%	0%		1%
	Radio	0%	0%	0%		0%
	Total	416	226	409	7	264

Prepared by Anthology Research

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

ONISLE SOURCES OF INFORMATION

Q: Please select the top three sources of information you used to find out about Guam while you were here.
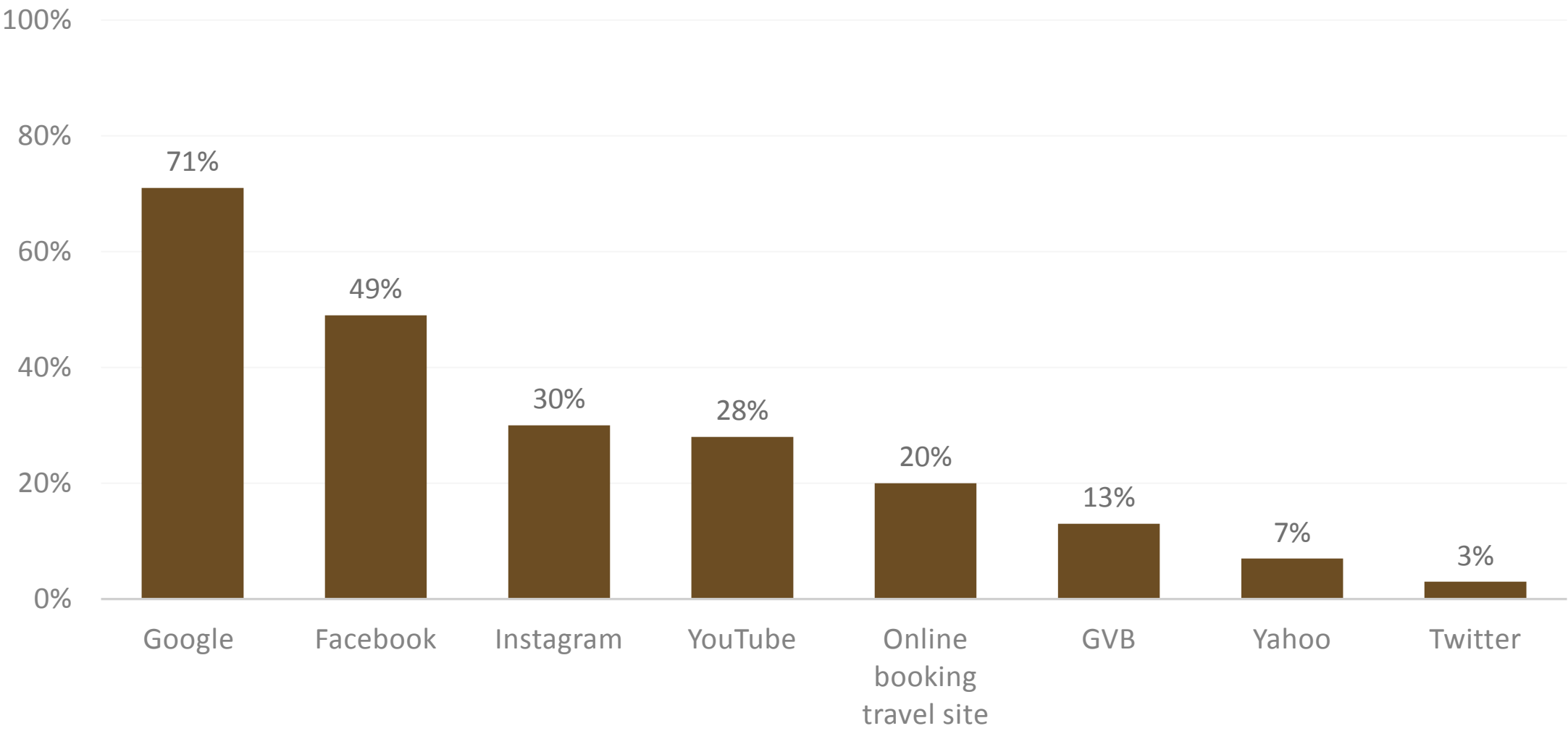
GVB VISITOR SATISFACTION STUDY

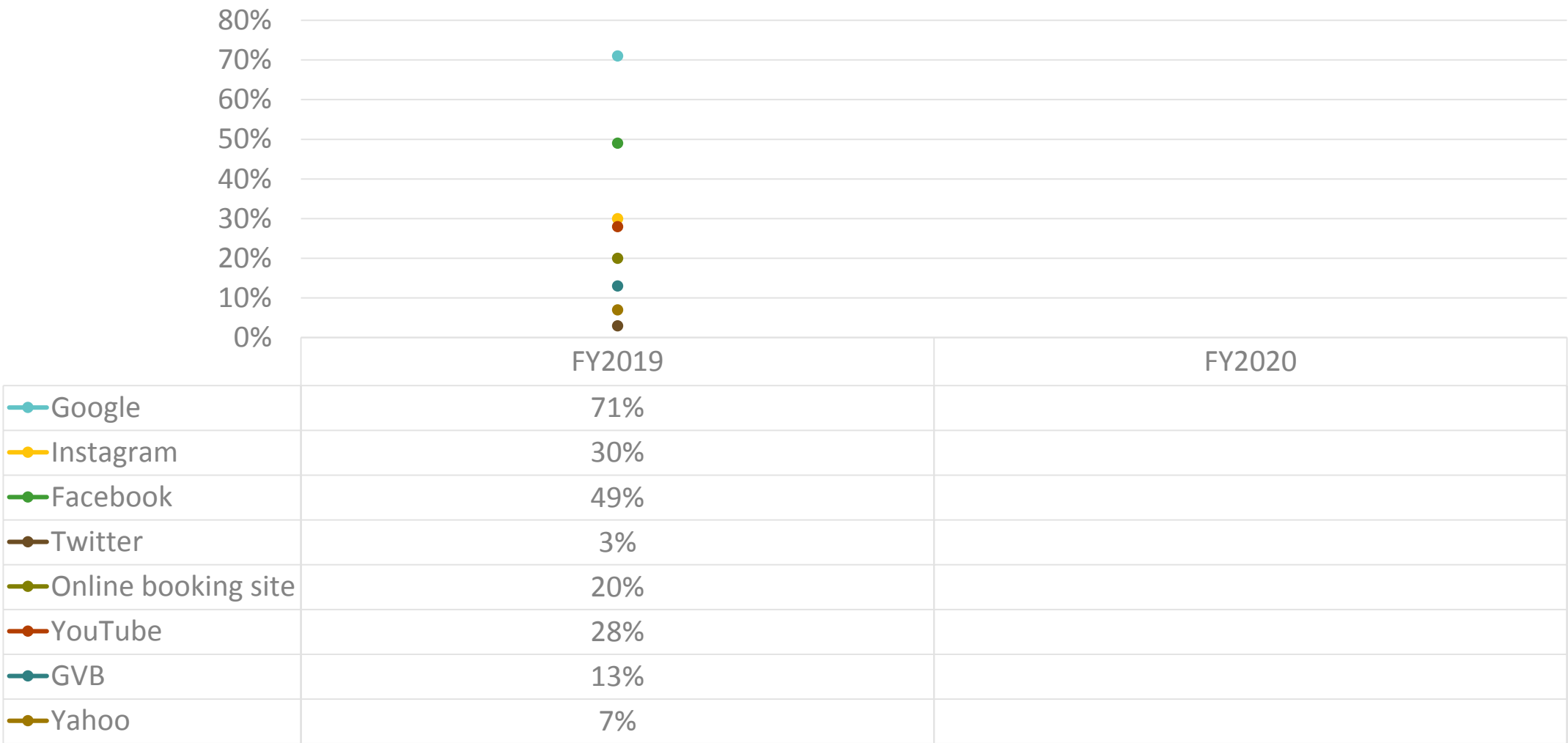**Q6 Please select the top three sources of information you used to find out about Guam while you were here**

		TOTAL	FAMILY	FIT	MICE	LEISURE
		-	-	-	-	-
Q6	Hotel staff	55%	55%	56%	29%	54%
	Local people	53%	50%	53%	86%	54%
	Internet/ Mobile App	47%	48%	48%	71%	49%
	Restaurant staff (outside hotel)	32%	31%	32%	14%	30%
	Social Media	24%	28%	24%	29%	33%
	Taxi drivers	13%	16%	13%	29%	12%
	Signs/ advertisement	12%	11%	12%	14%	8%
	Other visitors	9%	7%	9%		10%
	Guam Visitors Bureau	6%	8%	6%		6%
	Visitors channel	5%	6%	5%		5%
	Local publication	4%	3%	4%		4%
	Tour staff	4%	5%	4%		4%
	Retail staff	3%	3%	3%		3%
	Guide books I brought with me	2%	1%	2%		1%
	Total	415	225	408	7	264

Prepared by Anthology Research

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

ONLINE SOURCES OF INFORMATION

Bar chart showing online sources of information:
- Google: 71%
- Facebook: 49%
- Instagram: 30%
- YouTube: 28%
- Online booking travel site: 20%
- GVB: 13%
- Yahoo: 7%
- Twitter: 3%

Q: Which internet or social media sources, if any, did you use to learn about Guam?

ONLINE SOURCES OF INFORMATION

	FY2019	FY2020
Google	71%	
Instagram	30%	
Facebook	49%	
Twitter	3%	
Online booking site	20%	
YouTube	28%	
GVB	13%	
Yahoo	7%	

Q: Which internet or social media sources, if any, did you use to learn about Guam?

SECTION 7

IMMIGRATION

IMPACT OF AIRPORT IMMIGRATION SVC ON FUTURE TRAVEL TO GUAM

Yes
19%

No
81%

Q: Do you think the security screening and/or immigration process here at the Guam International Airport will affect your decisions to visit Guam again in the future?

IMPACT OF AIRPORT IMMIGRATION SVC ON FUTURE TRAVEL TO GUAM

11% — FY2018
19% — FY2019

—●— Immigration Will Impact Future Travel To Guam

112

Q: Do you think the security screening and/or immigration process here at the Guam International Airport will affect your decisions to visit Guam again in the future?
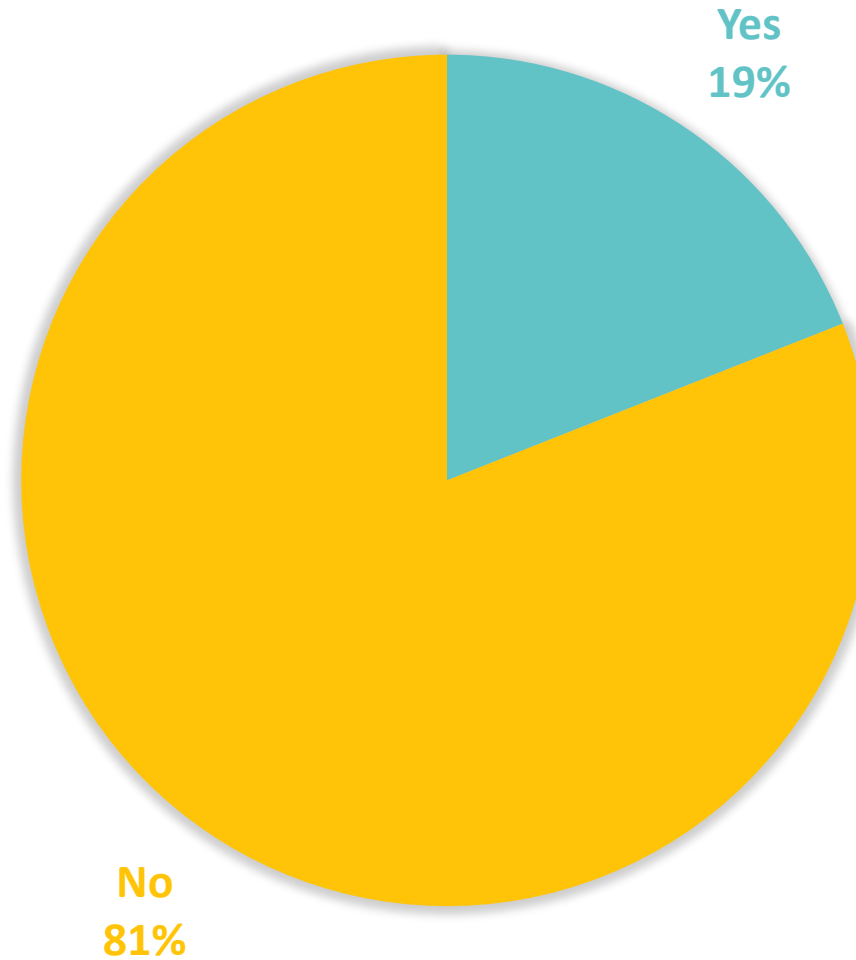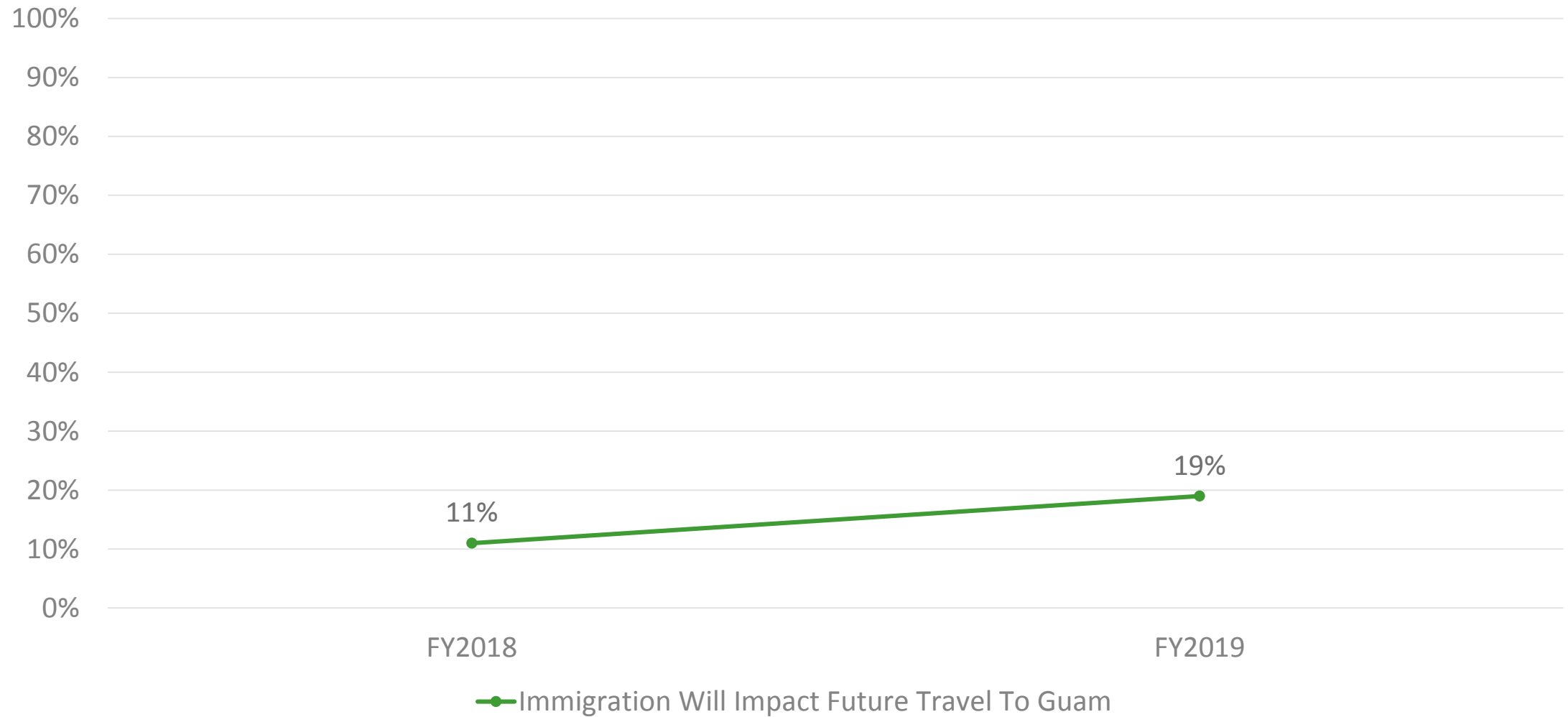
AIRPORT – SECURITY/ IMMIGRATION ISSUES

Bar chart:
- Wait times: 54%
- Better signage: 29%
- Customer service: 26%
- Paperwork- better instructions: 15%

Q: What about the security screening and/ or immigration process here at the Guam International Airport could be improved?
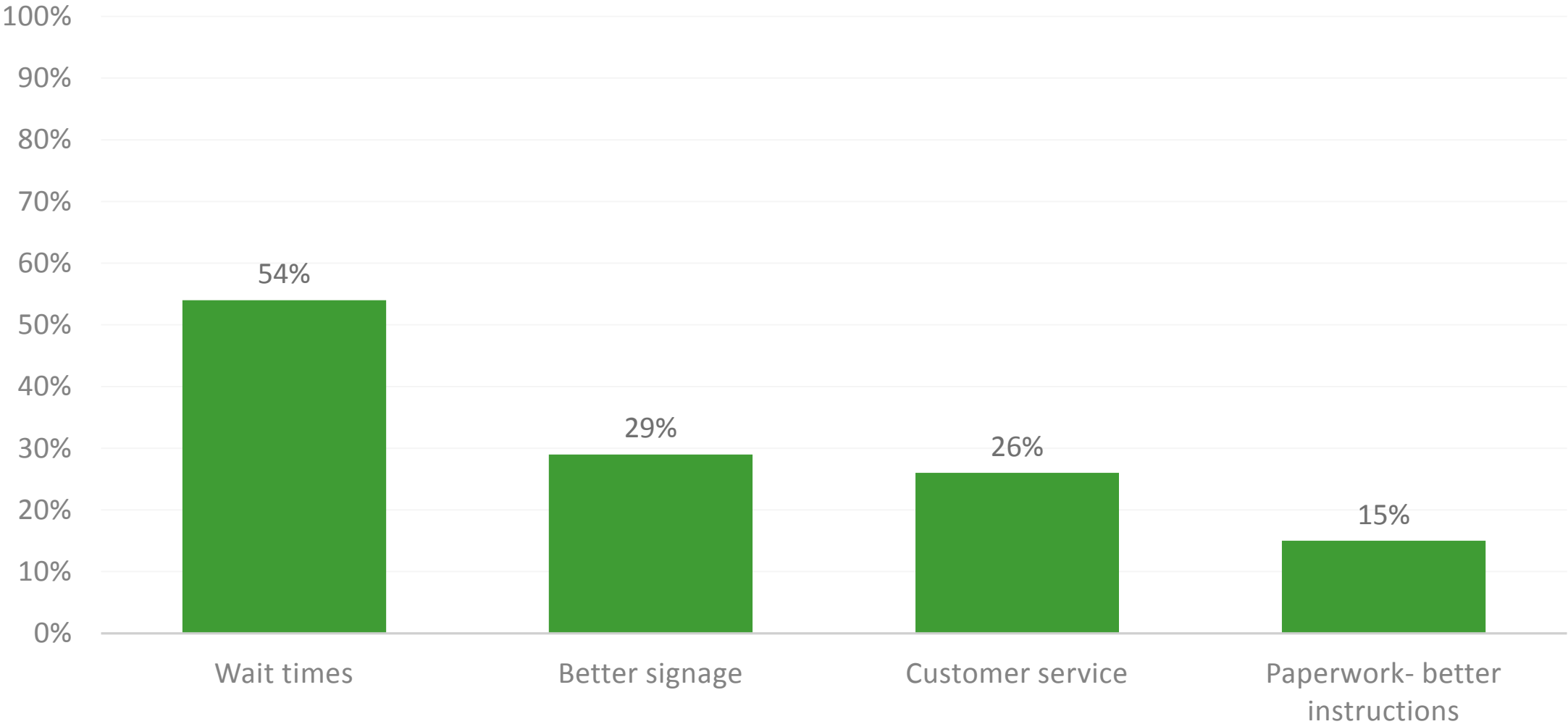
SECTION 8
ADVANCED STATS

ANALYSIS TECHNIQUE

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

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

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

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

- The predictor variables (drivers) are ranked on the percentage they account for the dependent variable. The top two ranked independent variables generally account for the largest percentages of the dependent variable and are thus the best predictors (drivers) of the dependent variable.

DRIVERS – OVERALL SATISFACTION

Comparison of Drivers of Overall Satisfaction, Recap 2019	
	2019
Drivers:	rank
Entertainment	1
Shopping	
Dining	
Beaches	
Parks	
Roads	
Sightseeing Areas	
Being a safe and secure destination	
% of Overall Satisfaction Accounted For:	5.1%
NOTE: Only significant drivers are included.	

- **Overall satisfaction** with the Philippine visitor's experience on Guam is driven by one significant factor in the 2019 Period. It is:

    - **Entertainment.**

- With this factor, the overall r^2 is .051 meaning that **5.1% of overall satisfaction is accounted for by this factor.**

DRIVERS – ONISLE EXPENDITURES

	2019
Comparison of Drivers of Per Person On Island Expenditures, Recap 2019	
Drivers:	rank
Entertainment	2
Shopping	
Dining	
Beaches	1
Parks	
Roads	
Sightseeing Areas	
Being a safe and secure destination	
% of Overall Satisfaction Accounted For:	6.9%
NOTE: Only significant drivers are included.	

- **Per Person On Island Expenditure** of Philippine visitors on Guam is driven by two significant factors in the 2019 Period. In rank order they are:
  - **Beaches, and**
  - **Entertainment.**
- With these factors, the overall r^2 is .069 meaning that **6.9% of per person on island expenditure is accounted for by these factors.**