Philippine Visitor Tracker Exit Profile & Market Segmentation Report

FY2020 – QTR.2 JAN-MAR 2020

[ANTHOLOGY®] RESEARCH

GUAM VISITORS BUREAU | GUAM

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 81 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 81 is +/- 10.89 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 +/- 10.89 percentage points.
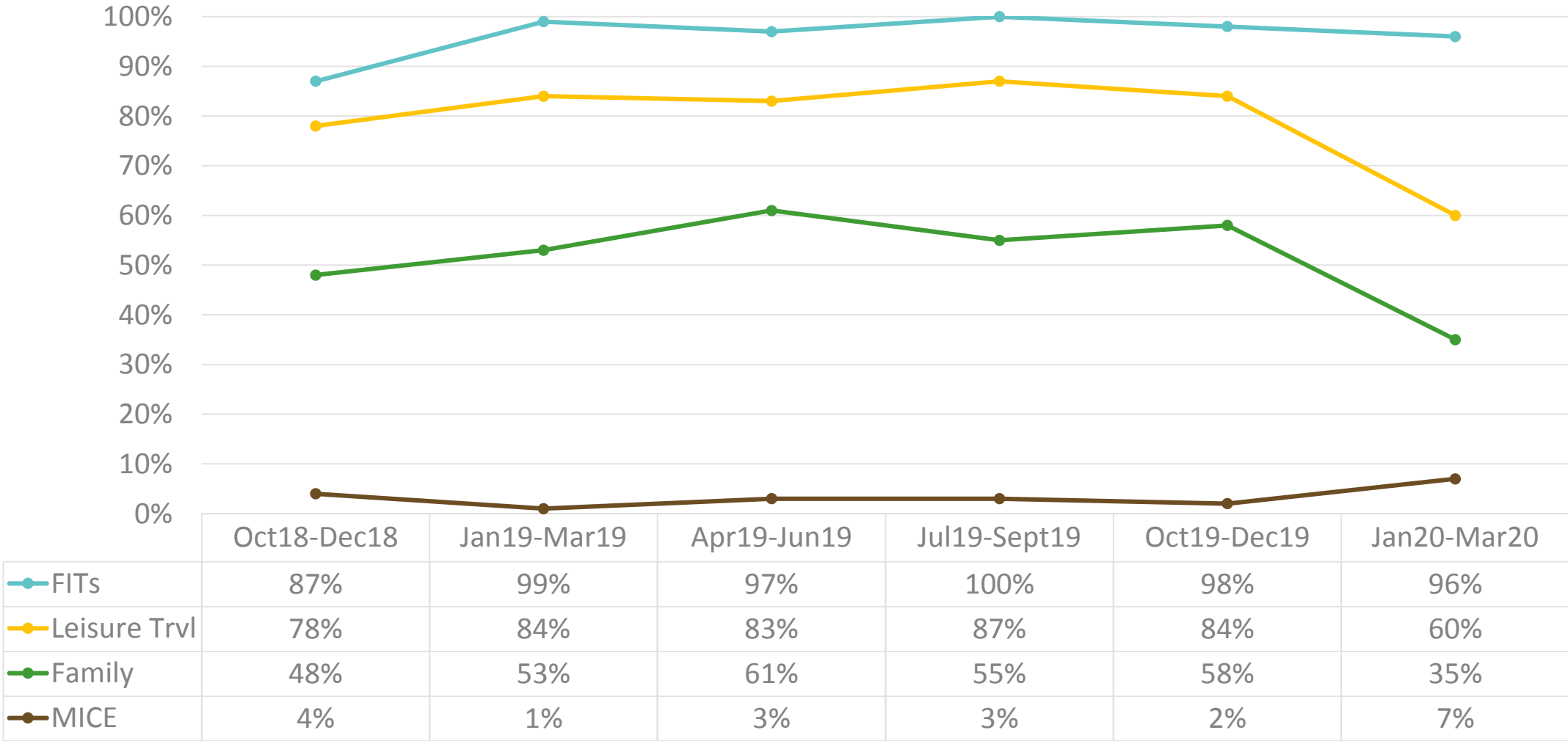
Objectives

- 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

	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20
FITs	87%	99%	97%	100%	98%	96%
Leisure Trvl	78%	84%	83%	87%	84%	60%
Family	48%	53%	61%	55%	58%	35%
MICE	4%	1%	3%	3%	2%	7%

SECTION 1
PROFILE OF RESPONDENTS

GENDER

MARITAL STATUS

Married
43%

Single
57%
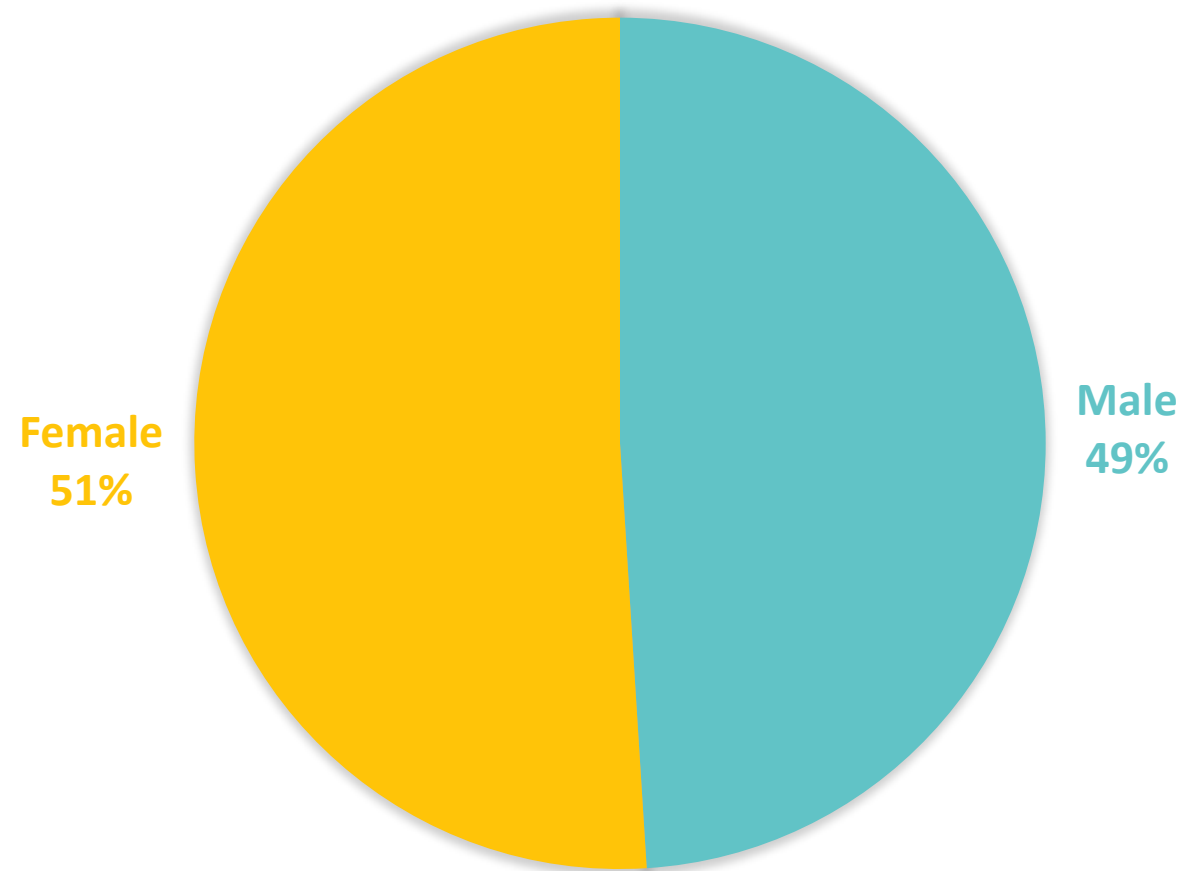
Q: *Are you married or single?*

MARITAL STATUS – TRACKING

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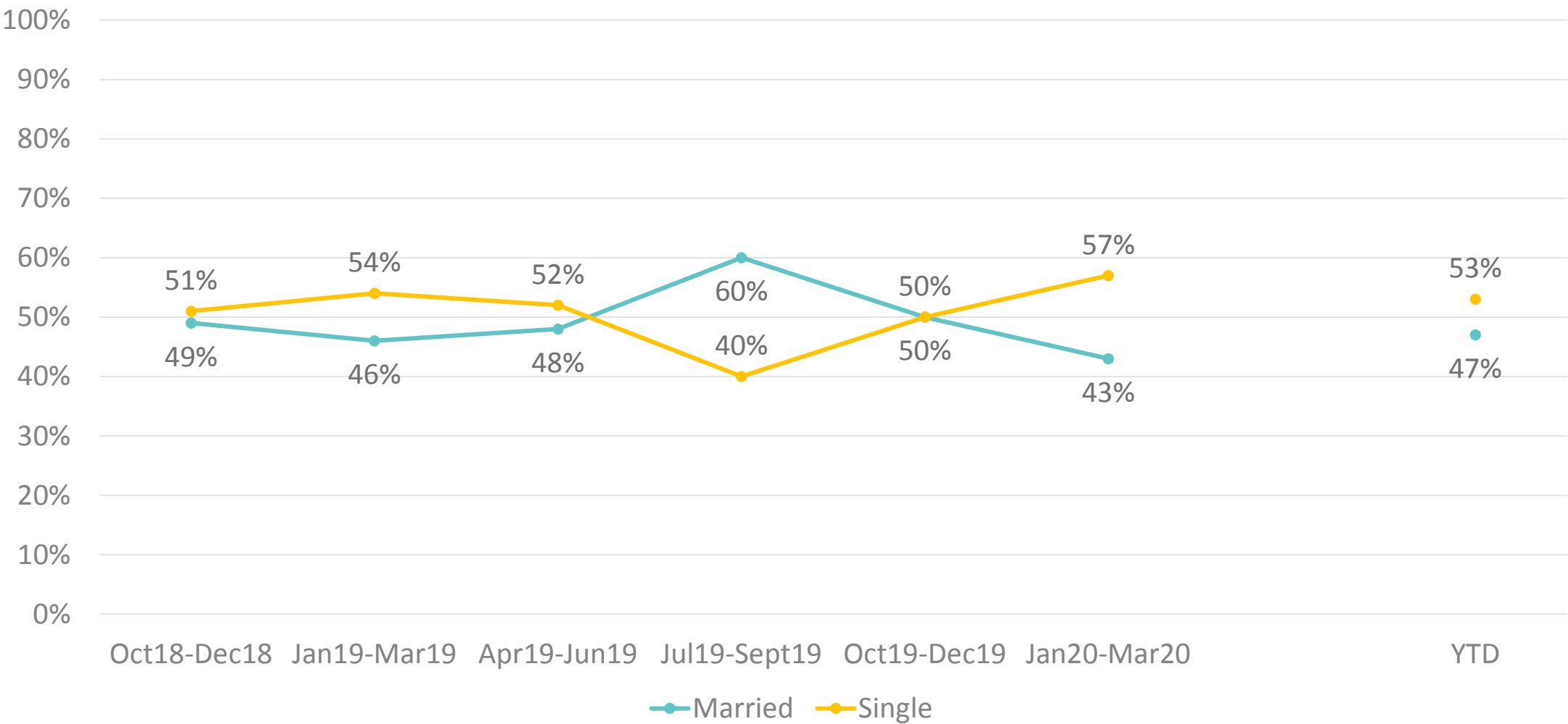
MARITAL STATUS – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
QE Are you married or single?

		TOTAL	FAMILY	FIT	MICE	LEISURE
		-	-	-	-	-
QE	Married	43%	64%	42%	50%	47%
	Single	57%	36%	58%	50%	53%
	Total	81	28	78	6	49

Prepared by Anthology Research

Q: Are you married or single?

AGE

Mean = 39.46
Median = 36

12%	44%	21%	9%	14%
18-24	25-39	40-49	50-59	60+

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

AGE – TRACKING

	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20		YTD
MEAN	36.12	36.31	36.98	40.75	40.08	39.46		39.80
MEDIAN	34	34	37	40	40	36		38

Q: And what was your age on your last birthday?
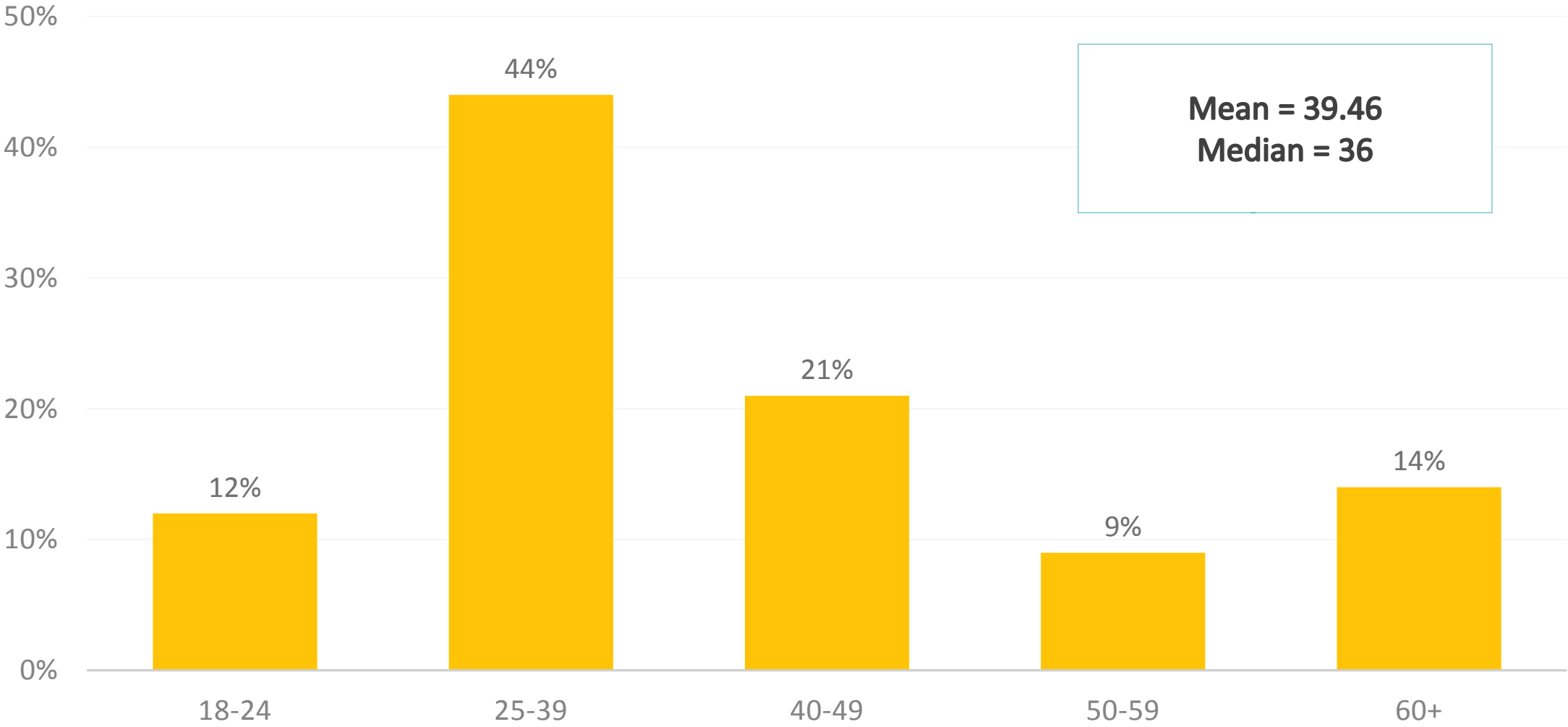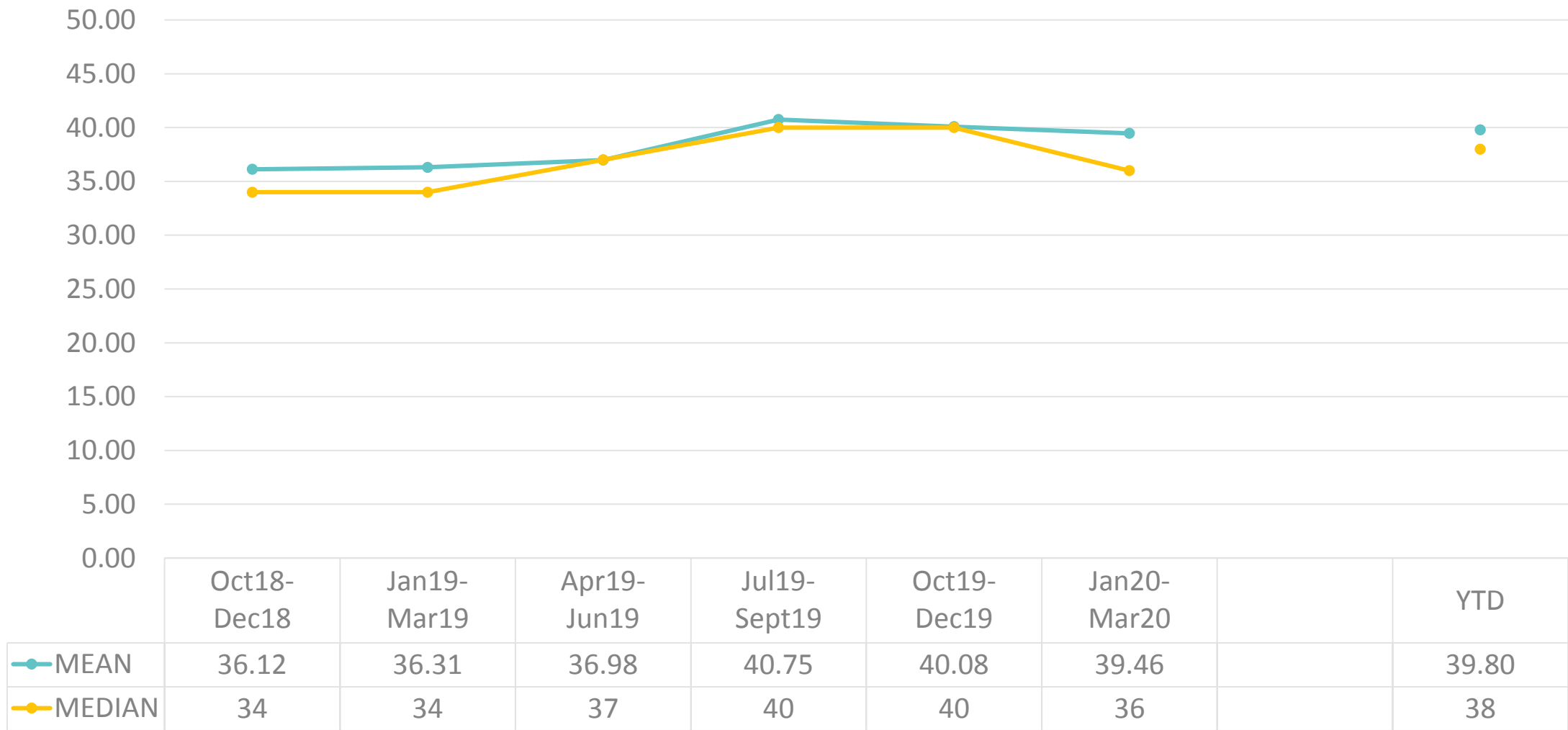
AGE – SEGMENTATION

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

		TOTAL	FAMILY	FIT	MICE	LEISURE
		-	-	-	-	-
QF	18-24	12%	7%	13%		10%
	25-39	44%	54%	42%	67%	55%
	40-49	21%	25%	22%		12%
	50-59	9%	11%	9%		8%
	60+	14%	4%	14%	33%	14%
	Total	81	28	78	6	49
QF	Mean	39.46	38.00	39.63	43.17	38.80
	Median	36	35	37	37	34

Prepared by Anthology Research

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

HOUSEHOLD INCOME

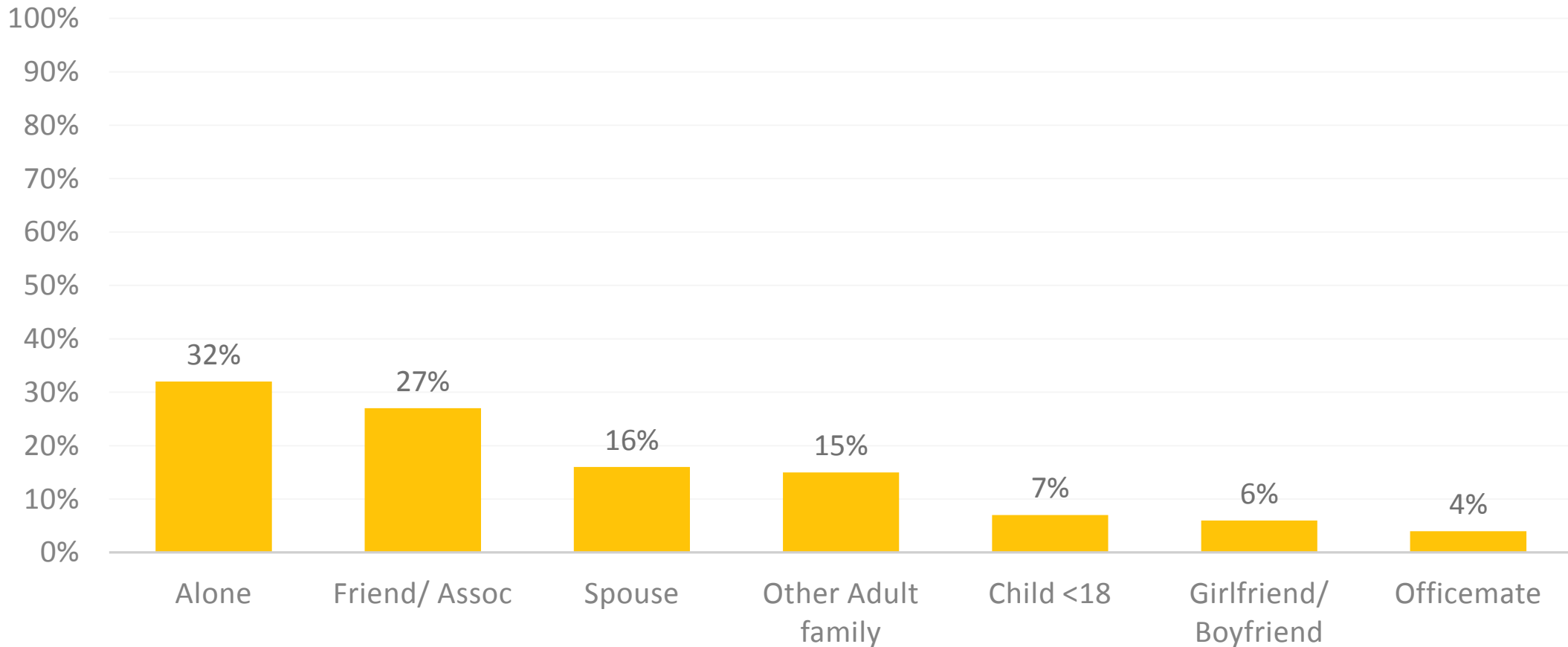Q : What was your approximate annual household income, before taxes?
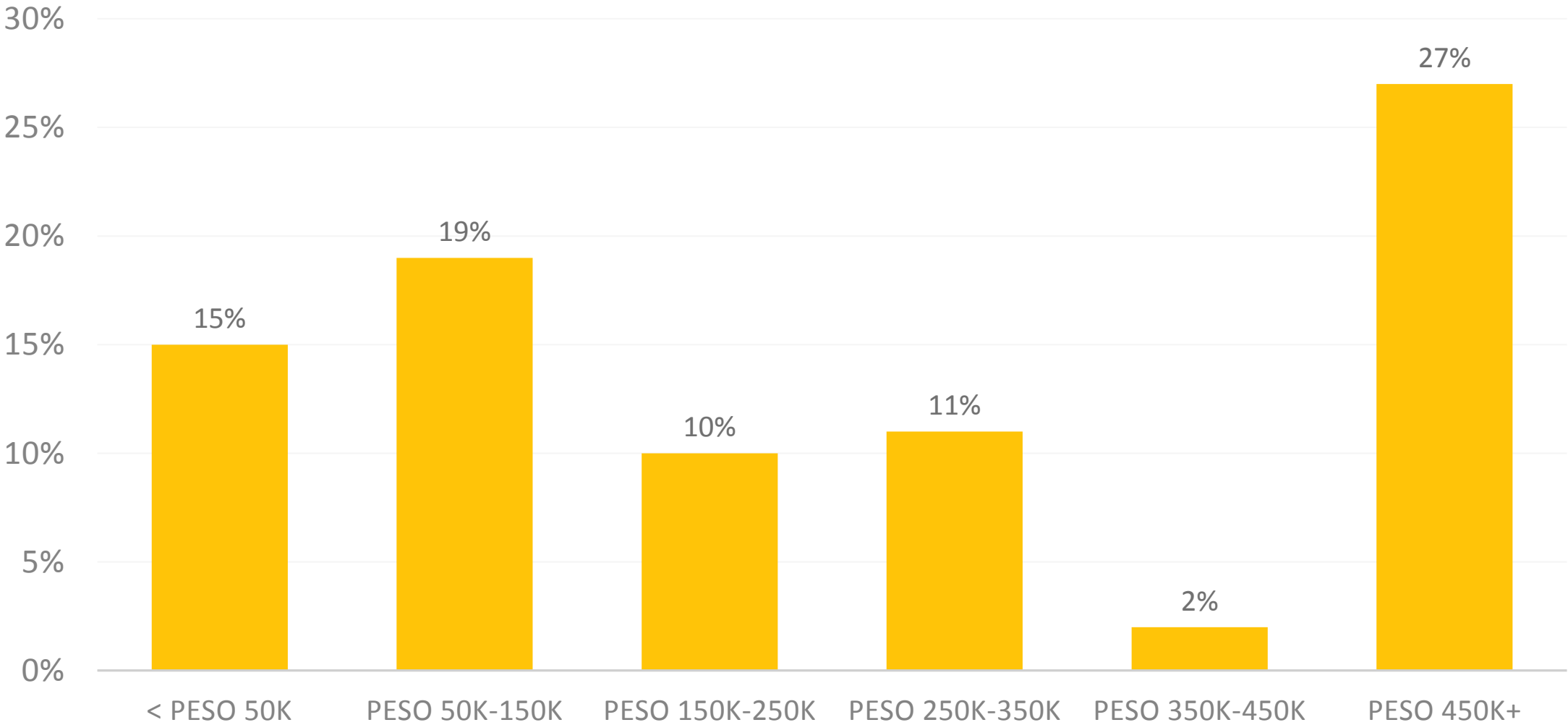
HOUSEHOLD INCOME – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
D2 What is your approximate annual household income, before taxes?

		TOTAL	FAMILY	FIT	MICE	LEISURE
		-	-	-	-	-
D2	< PESO 50K	15%	21%	15%	33%	16%
	PESO 50K-150K	19%	14%	18%	17%	12%
	PESO 150K-250K	10%	11%	10%	33%	10%
	PESO 250K-350K	11%	11%	10%	17%	10%
	PESO 350K-450K	2%		3%		4%
	PESO 450K+	27%	36%	27%		31%
	No income	16%	7%	17%		16%
	Total	81	28	78	6	49

Prepared by Anthology Research

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

TRAVEL PARTY

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

TRAVEL PARTY – TRACKING

	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20
Spouse	31%	32%	30%	36%	25%	16%
Child<18	8%	13%	5%	6%	10%	7%
Adult family	19%	23%	30%	26%	33%	15%
Friend/ Assoc	20%	19%	22%	32%	26%	27%
GF/BF	11%	12%	3%	2%	6%	6%
Officemate	6%	2%	3%	4%	4%	4%
Child- adult	2%	3%	6%	5%	3%	
Alone	41%	18%	19%	19%	10%	32%

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

TRAVEL PARTY – CHILD UNDER 18

7% Traveling with a child

1%		6%	
0-2 years old	3-6 years old	7-11 years old	12-18 years old

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

TRAVEL PARTY SIZE

Three or more, 32%

Alone, 4

Two persons, 27%

Mean = 2.74
Median = 2

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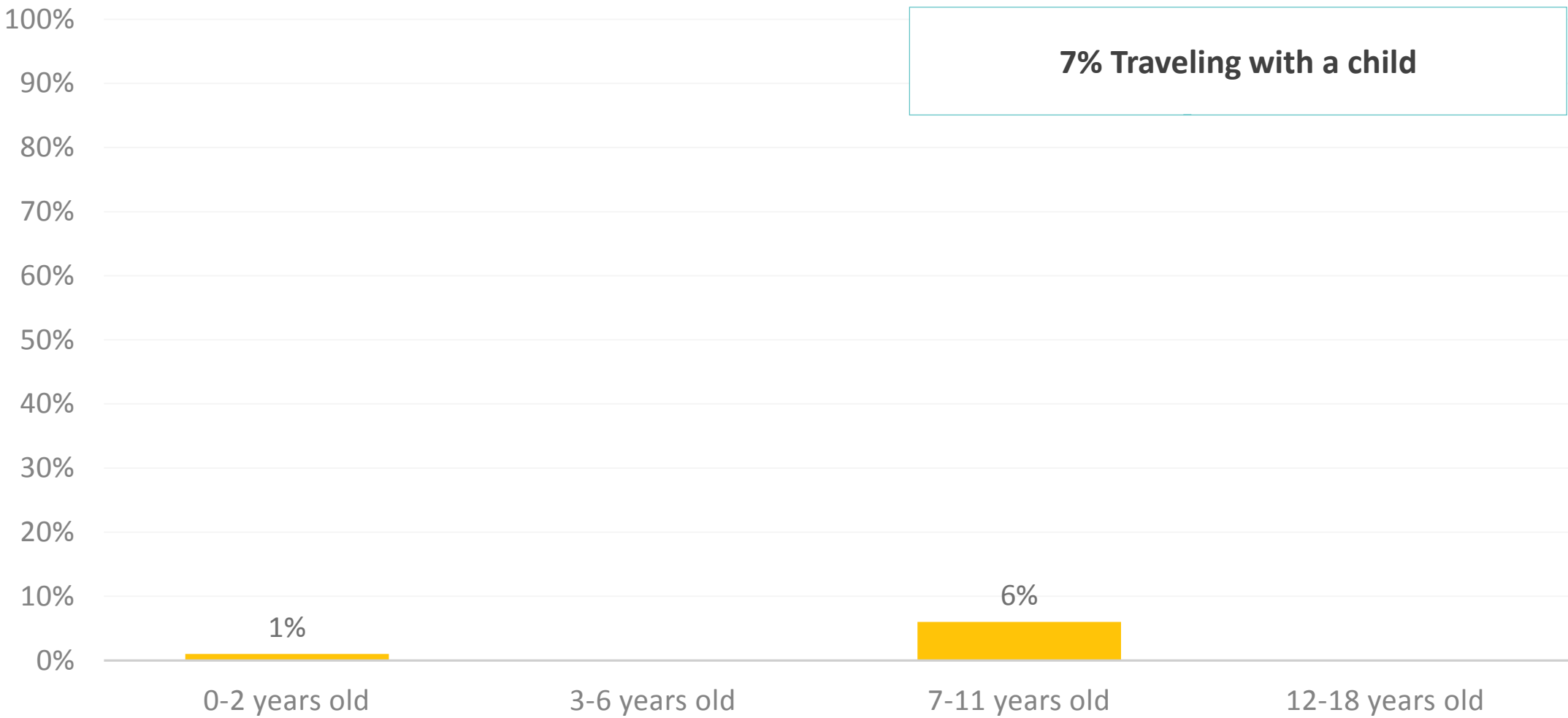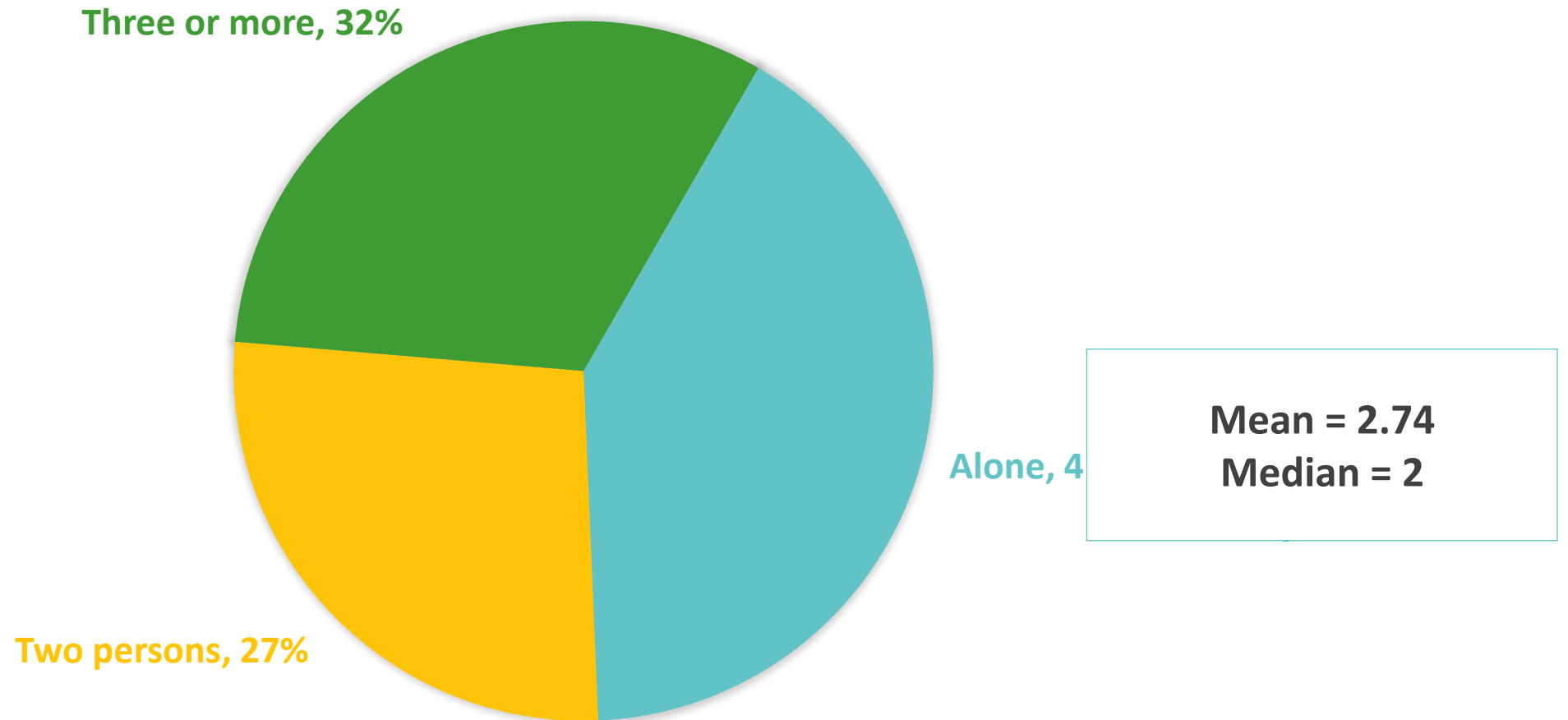
TRAVEL PARTY SIZE – TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20
MEAN	2.95	2.86	2.82	3.03	2.74
MEDIAN	2	2	2	2	2

20   *Q : Including yourself, how many people traveled with you in your immediate party?*

TRIPS TO GUAM

Mean = 5.59
Median = 2

1st Time
43%

Repeat
57%

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

TRIPS TO GUAM – TRACKING

Legend: First, Repeat

Data points:

Period	First	Repeat
Oct18-Dec18	63%	38%
Jan19-Mar19	52%	48%
Apr19-Jun19	60%	40%
Jul19-Sept19	61%	39%
Oct19-Dec19	57%	43%
Jan20-Mar20	43%	57%
YTD	51%	49%

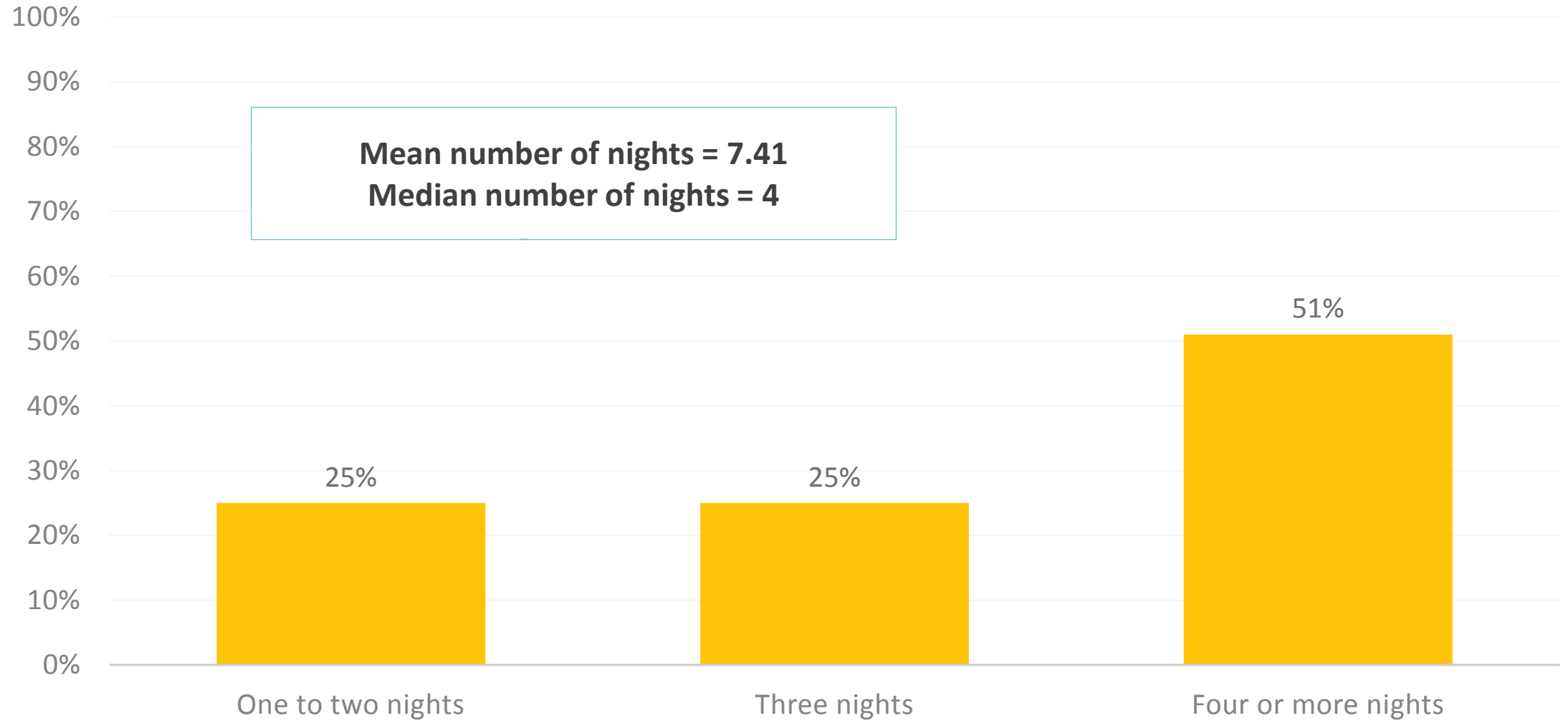*Q: Including this trip, how many times have you visited Guam?*
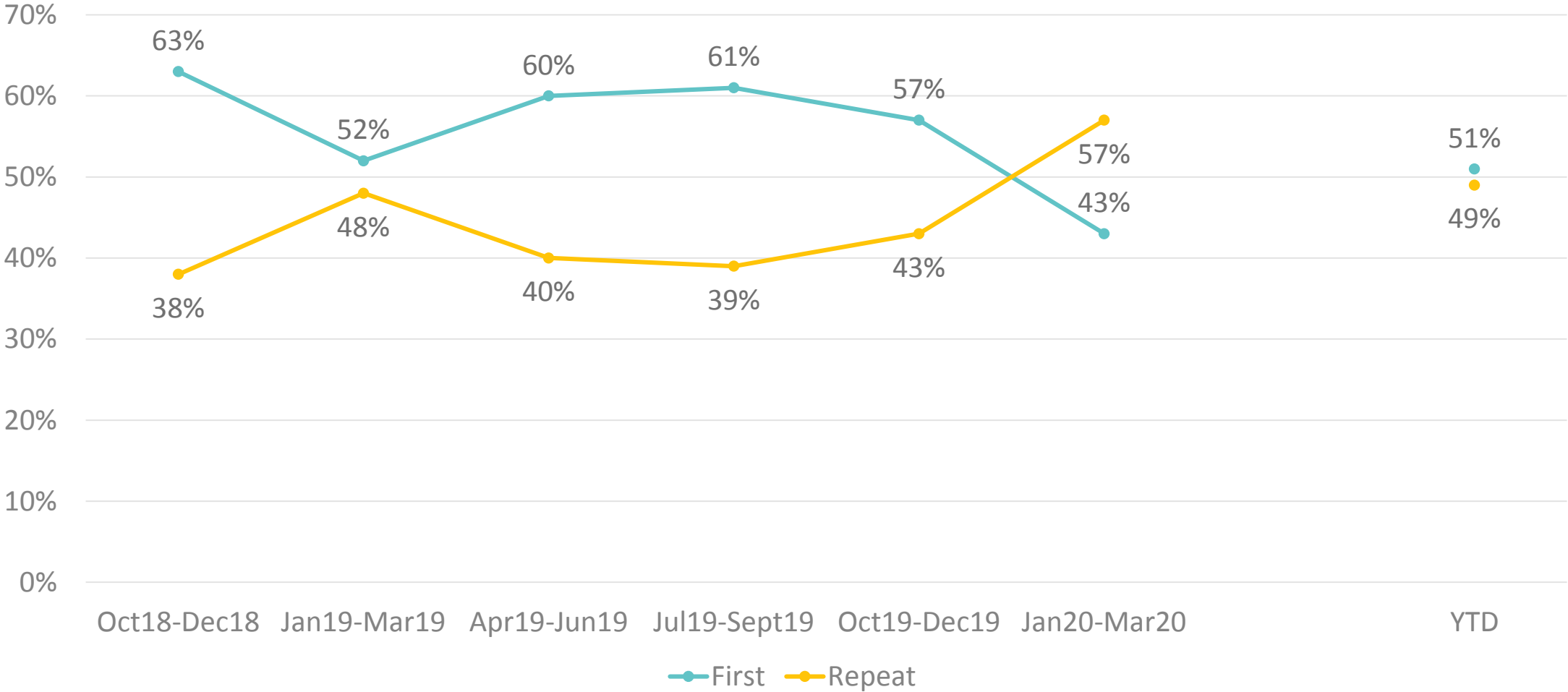
TRIPS TO GUAM – SEGMENTATION

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

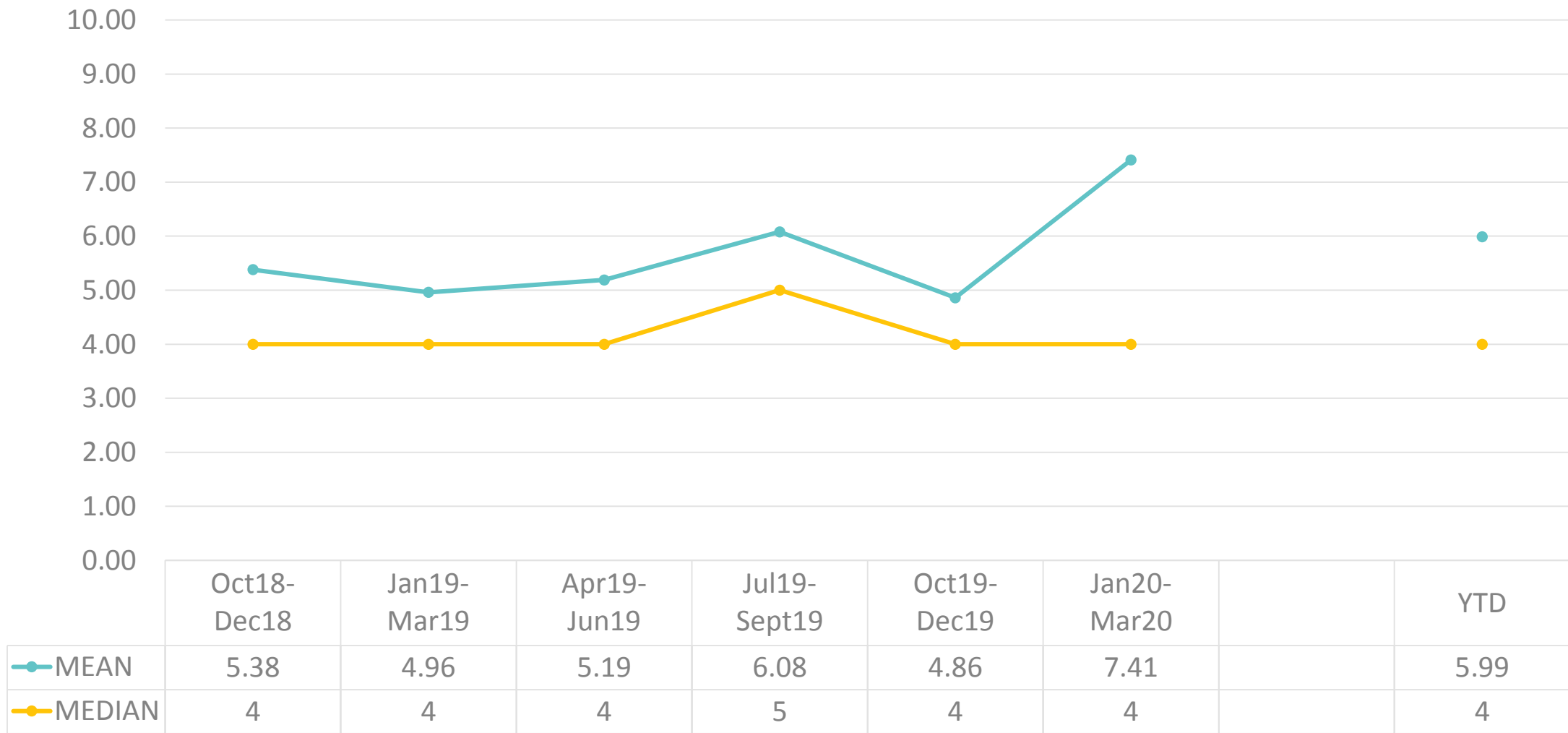|		TOTAL	FAMILY	FIT	MICE	LEISURE
		-	-	-	-	-
Q9	1st time	43%	50%	41%	33%	45%
	Repeat	57%	50%	59%	67%	55%
	Total	81	28	78	6	49
Q9	Mean	5.59	4.71	5.77	4.00	3.84
	Median	2	2	2	2	2

Prepared by Anthology Research

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

LENGTH OF STAY – TRACKING

	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20		YTD
MEAN	5.38	4.96	5.19	6.08	4.86	7.41		5.99
MEDIAN	4	4	4	5	4	4		4

25

*Q: How many nights did you stay on Guam?*

LENGTH OF STAY – SEGMENTATION

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

		TOTAL	FAMILY	FIT	MICE	LEISURE
		-	-	-	-	-
SA	1-2 nights	25%	21%	26%	33%	29%
	3 nights	25%	32%	23%		24%
	4+	51%	46%	51%	67%	47%
	Total	81	28	78	6	49
SA	Mean	7.41	7.82	7.50	6.17	8.55
	Median	4	3	4	4	3

Prepared by Anthology Research

Q: How many nights did you stay on Guam?

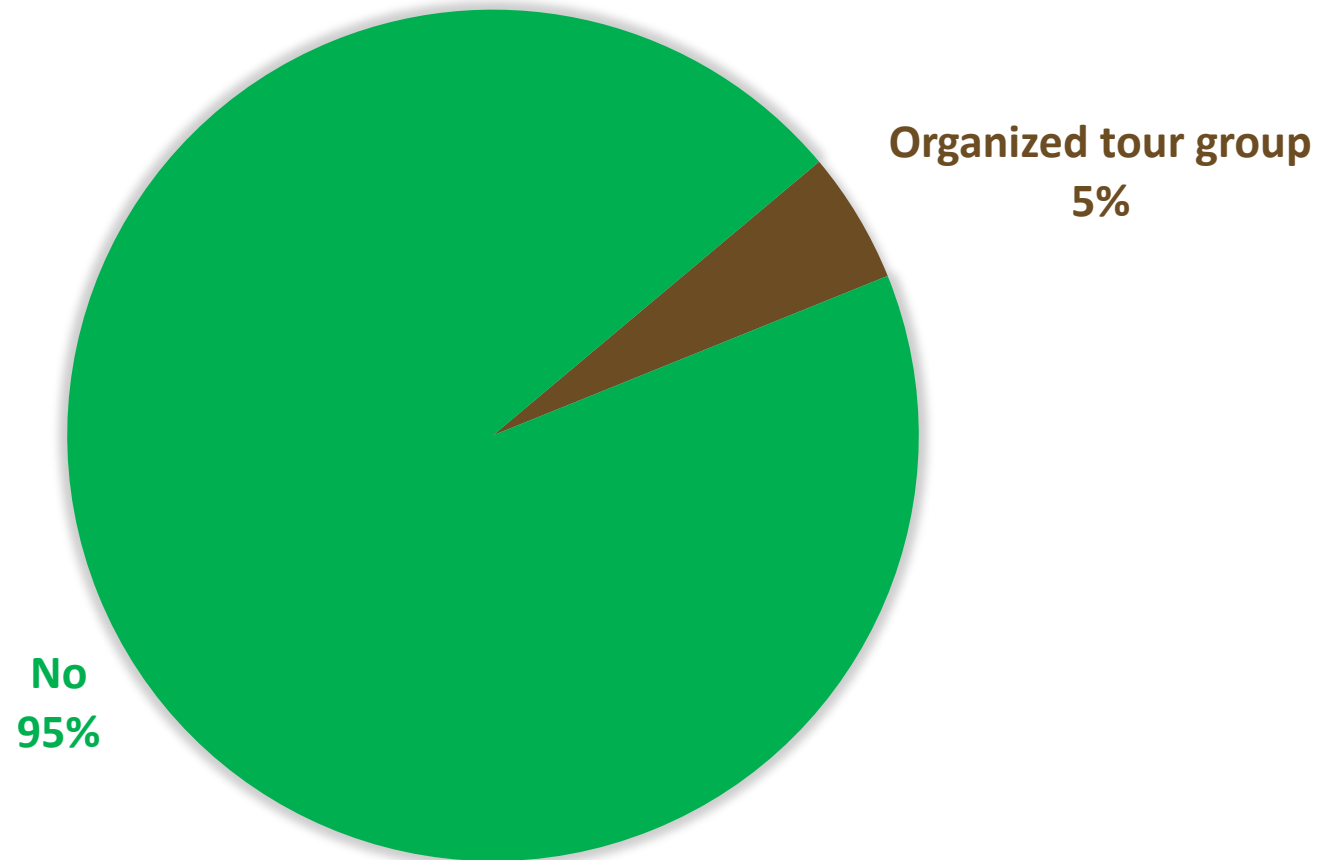# OCCUPATION – Top Responses (10%+)

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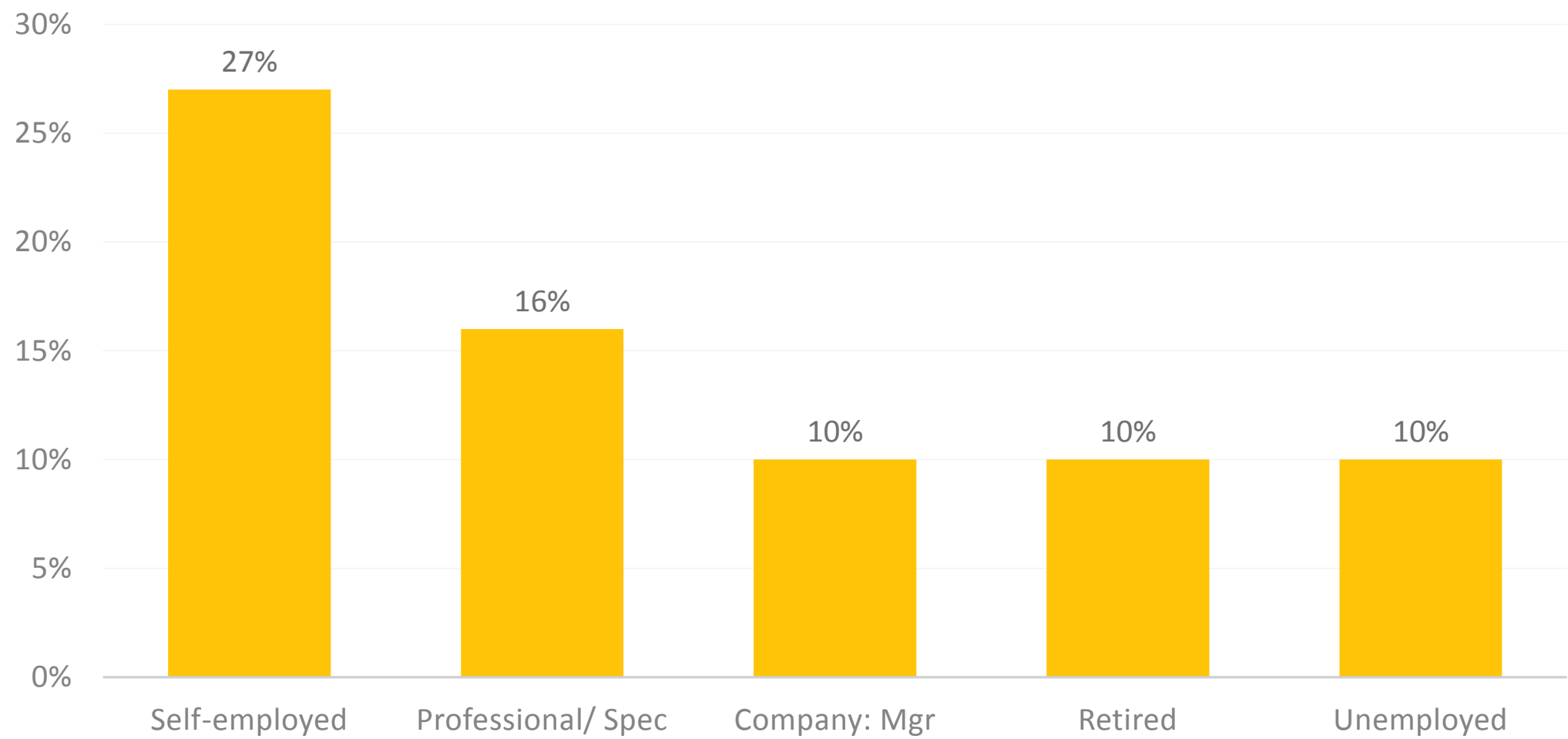
SECTION 2
TRAVEL PLANNING

ORGANIZED TOUR GROUP

Organized tour group
5%

No
95%

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

ORGANIZED TOUR GROUP – TRACKING

	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20		YTD
Group Tour	3%	1%	3%	0%	3%	5%		4%

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

ONLINE BOOKING

No, 58%

Made Arrangements
Online, 42%

Q: Did you book any of your travel arrangements online?
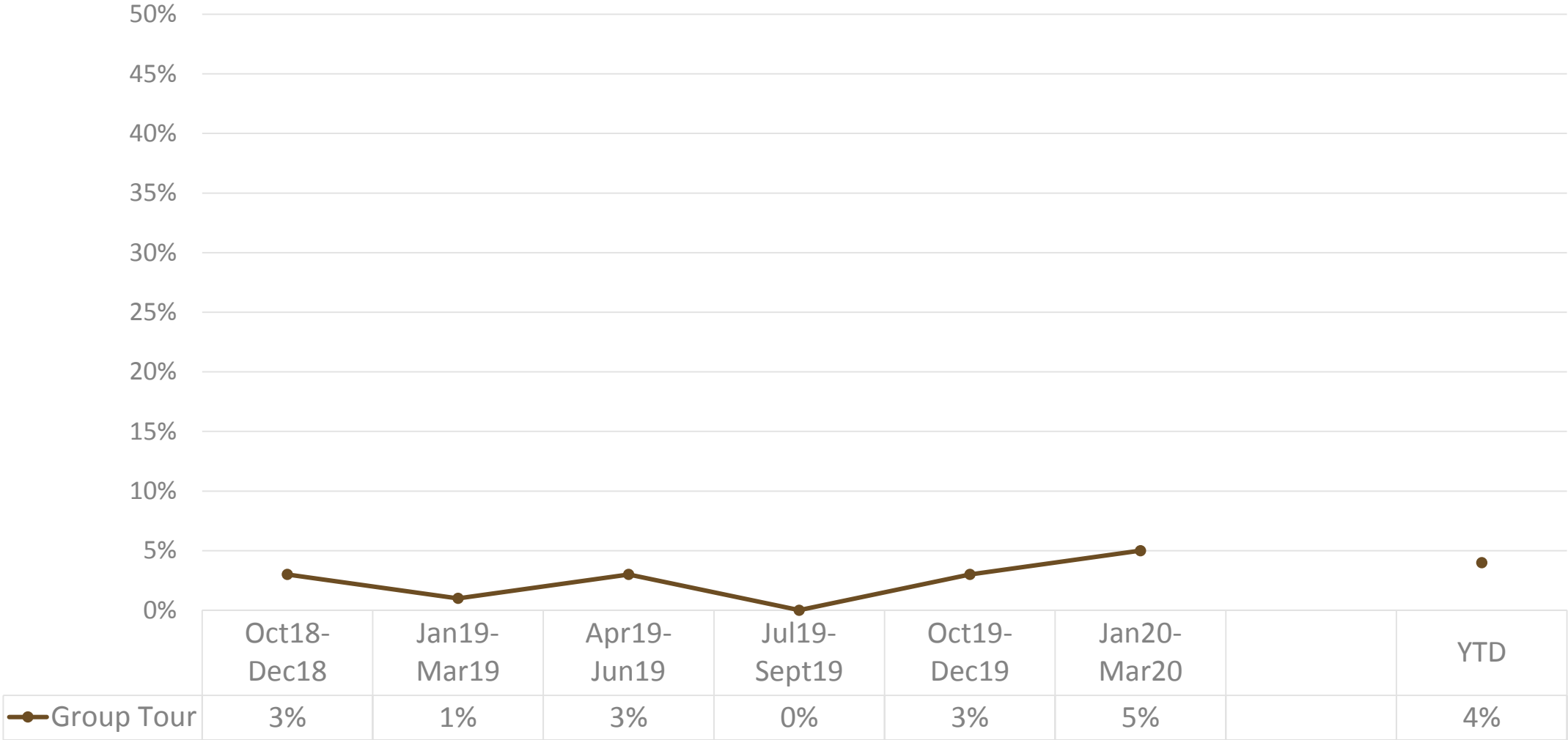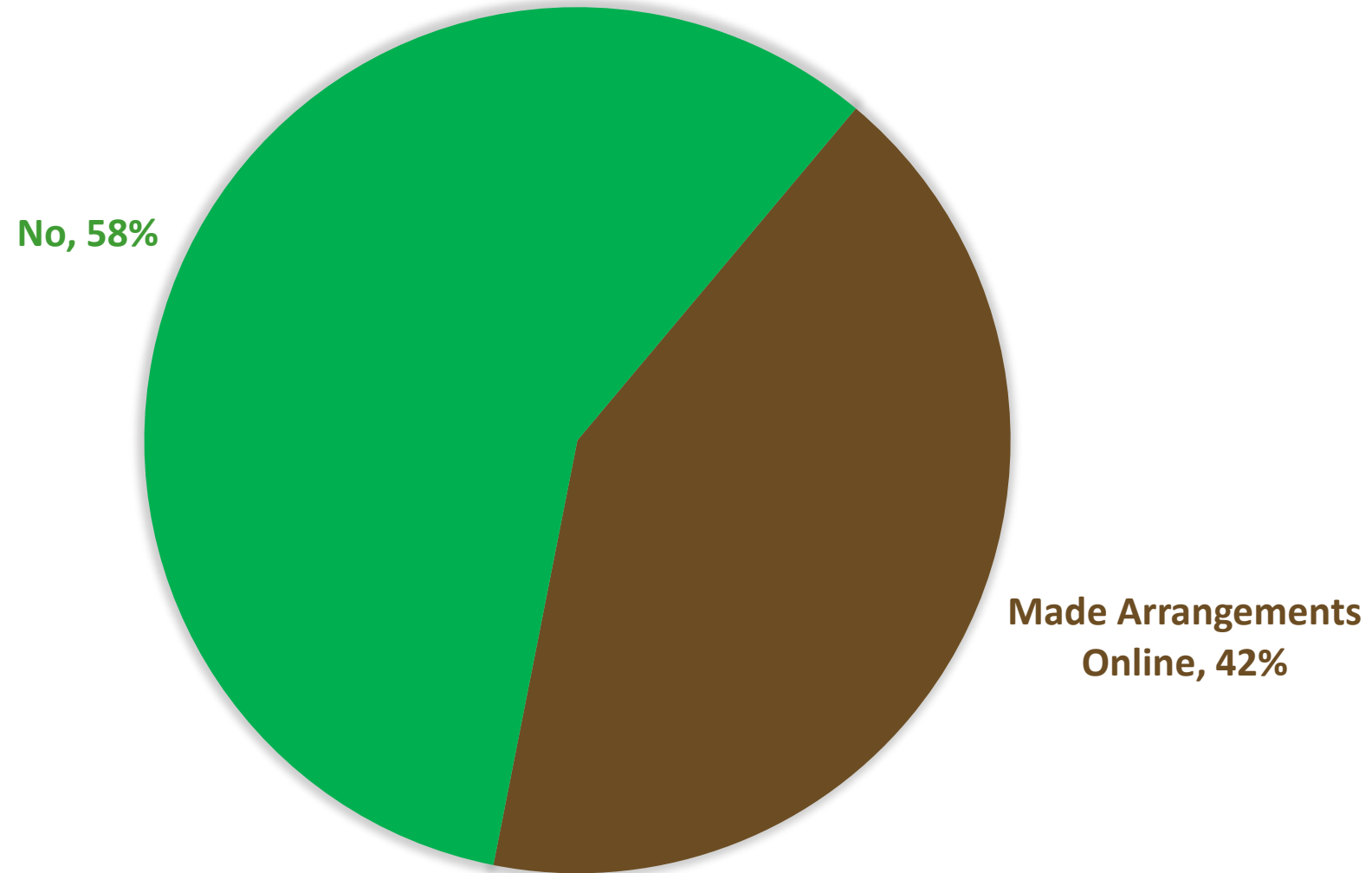
ONLINE BOOKING – TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20		YTD
Online Booking	69%	68%	68%	53%	42%		48%

Q: Did you book any of your travel arrangements online?
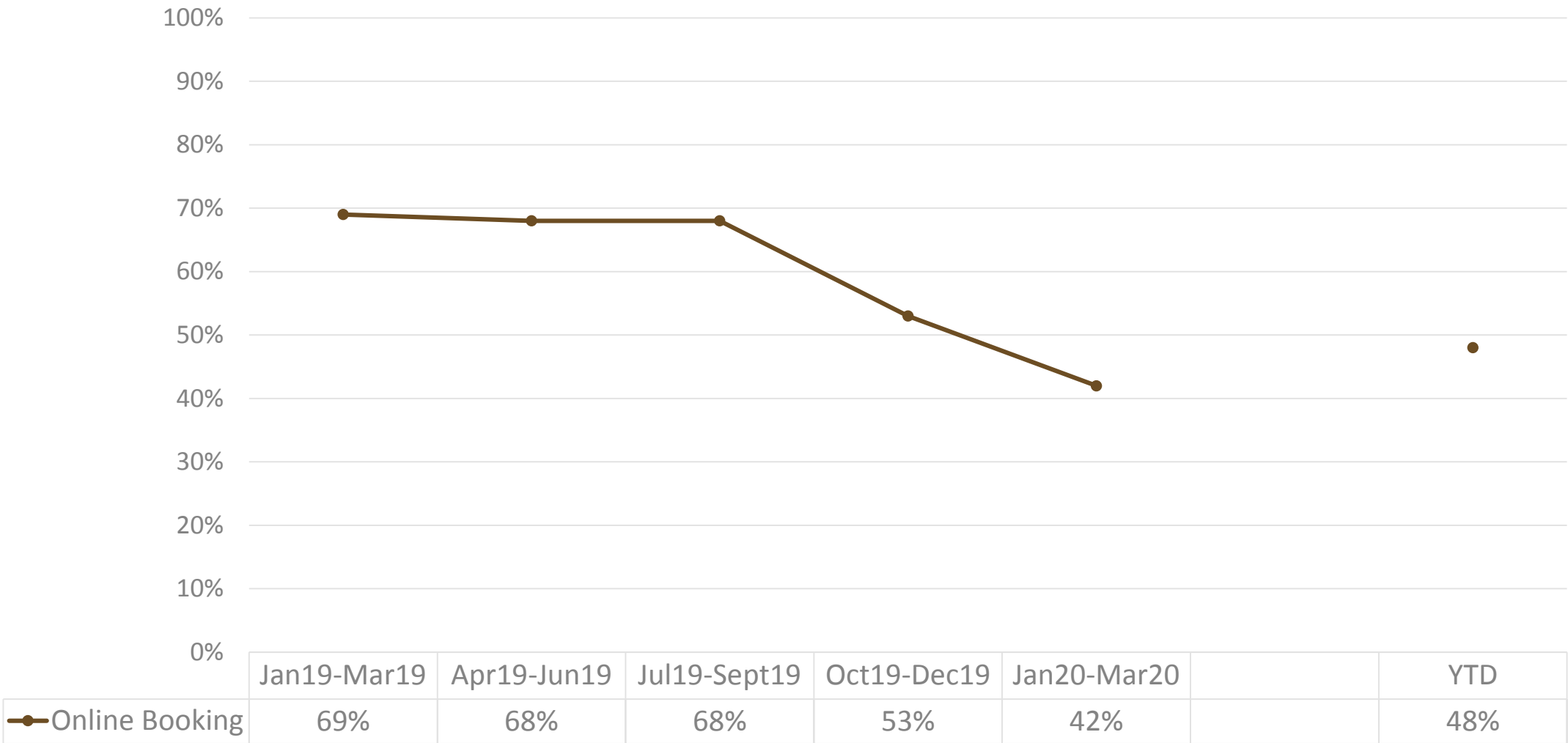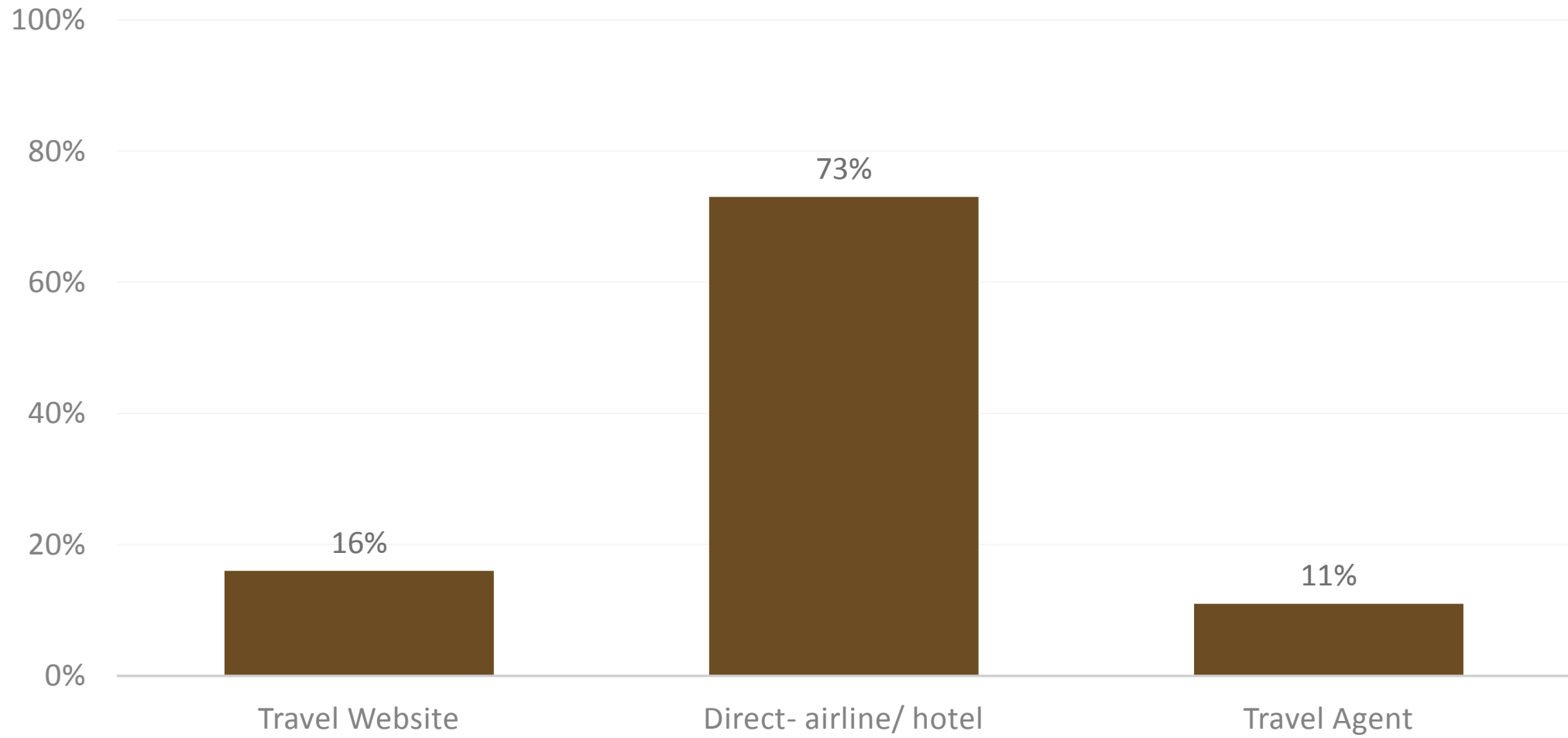
TRAVEL ARRANGEMENTS – TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20		YTD
Travel Agent	4%	6%	3%	6%	11%		8%
Travel Website	21%	20%	25%	25%	16%		21%
Direct- Airline/ Hotel	75%	74%	73%	70%	73%		71%

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

PREPAID PACKAGE TRIP

Prepaid Package Trip
20%

No
80%

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

PREPAID PACKAGE TRIP

	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20		YTD
Prepaid Pkg	37%	39%	39%	23%	25%	20%		23%

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

ACCOMMODATIONS (5%+)

Bar chart:
- Friend/Relative-Home: 20%
- Harmon Loop: 15%
- Apartment: 8%
- Tumon Bay Capital: 8%
- Wyndham Garden: 6%
- Grand Plaza: 5%
- Hotel Santa Fe: 5%

Q: Where did you stay while on Guam?

TRAVEL MOTIVATIONS (10%+)

Bar chart:
- Vacation: 40%
- Visit friend/relative: 32%
- Prior Trip-Positive: 28%
- Shopping: 27%
- Relax: 23%
- Trvl time: 16%
- Natural beauty: 12%
- Sightseeing: 11%
- Govt/Military: 11%
- Career Cert: 11%
- Business: 10%

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	52%	60%	52%	38%	70%
	Shopping	41%	51%	40%	38%	44%
	To visit friends or relatives	28%	24%	29%	25%	24%
	A previous visit	27%	32%	28%		22%
	Just to relax	23%	24%	24%	13%	32%
	Short travel time (not too far from home)	17%	17%	17%	13%	18%
	Sightseeing/ visiting tourist spots	15%	14%	14%	25%	20%
	Recommendation of friend/ relative/ travel agency	10%	15%	10%		10%
	Beautiful seas, beaches, tropical climate	10%	9%	10%		14%
	Price of the tour package	9%	11%	8%		6%
	Career certification/ testing	6%	2%	6%		2%
	It is a safe place to spend a vacation	5%	5%	6%		6%
	Government or military	5%		4%	13%	1%
	Company/ business trip	4%	1%	4%	25%	2%
	Convention/ conference/ trade show/ meeting	3%	2%	3%	75%	2%
	Honeymoon	3%	6%	3%		4%
	Adventure	3%	2%	3%		4%
	Water sports (snorkeling, windsurfing, parasailing)	3%	1%	3%		1%
	Scuba diving	1%		1%		
	Incentive trip	1%		1%	25%	1%
	Shop Guam e-Festival	1%	1%	1%		1%
	Medical	1%	1%	1%		
	Social Media networks	1%		1%	13%	
	Organized sporting activity/ event	1%		1%		
	Total	183	87	178	8	135

Prepared by Anthology Research

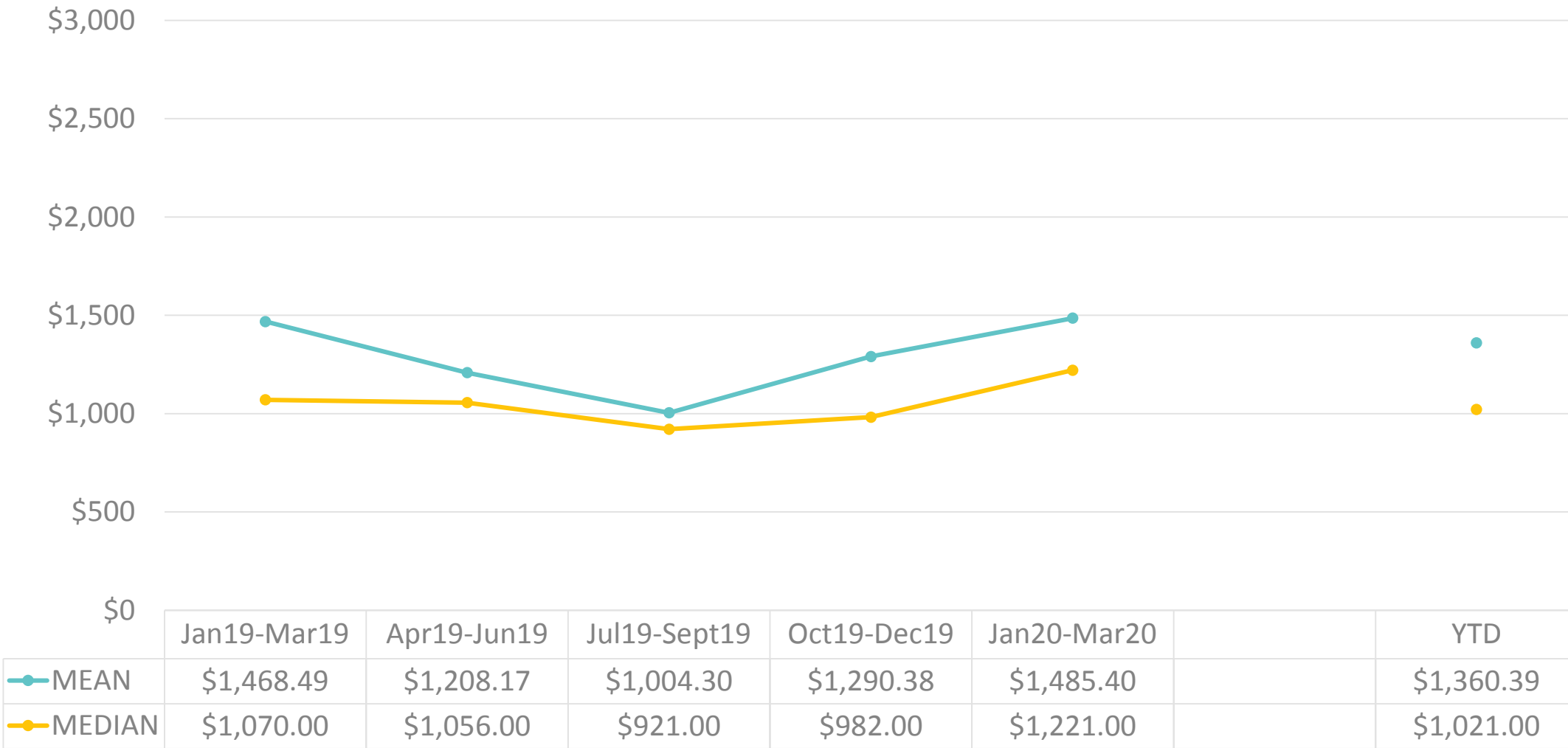*Q: What top three reasons motivated you to travel to Guam on this trip?*
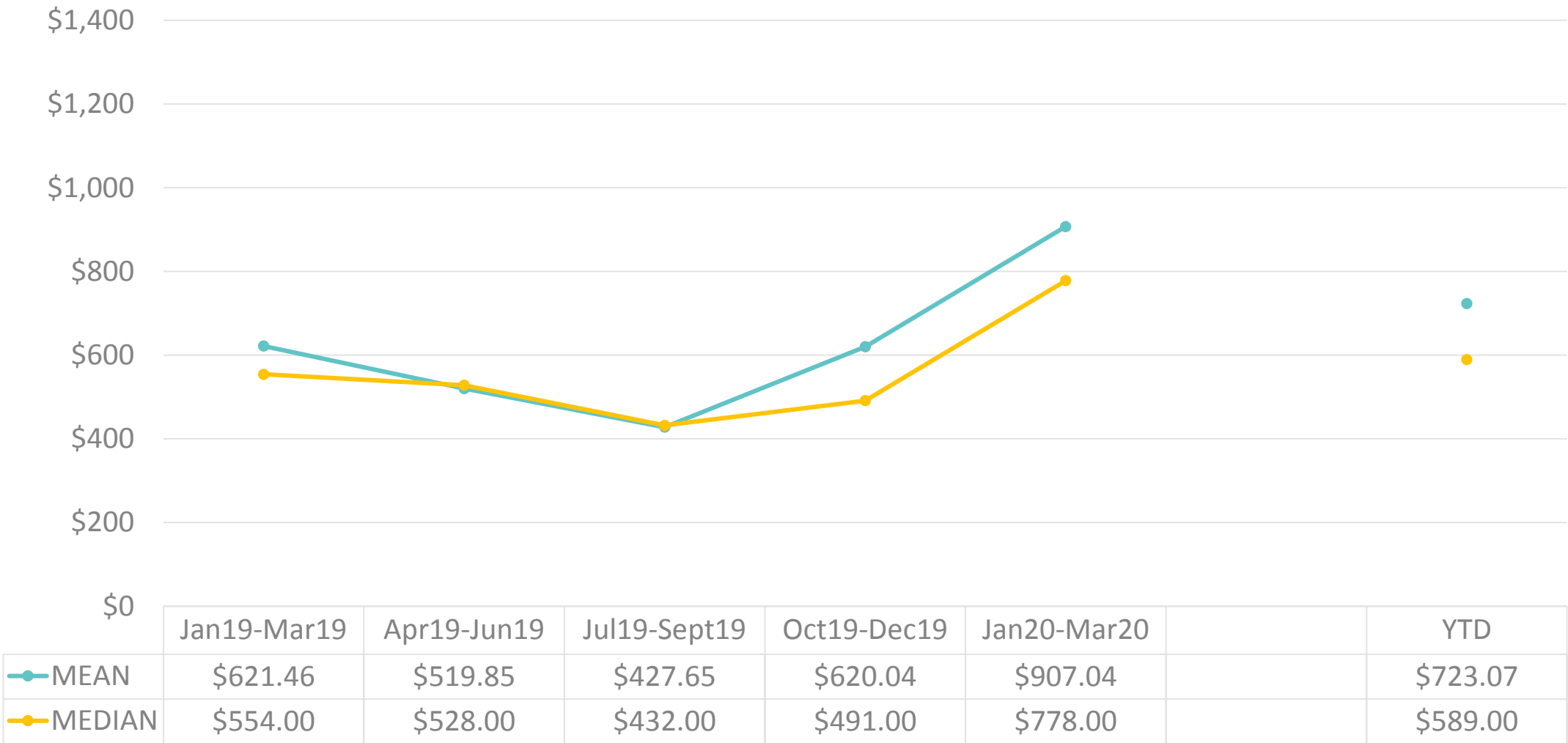
SECTION 3
EXPENDITURES

PREPAID PACKAGE EXPENDITURES

- $1,485.40 = overall mean average prepaid package expense (for entire travel party) by respondent

- $907.04 = 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

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20		YTD
MEAN	$1,468.49	$1,208.17	$1,004.30	$1,290.38	$1,485.40		$1,360.39
MEDIAN	$1,070.00	$1,056.00	$921.00	$982.00	$1,221.00		$1,021.00

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

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20		YTD
MEAN	$621.46	$519.85	$427.65	$620.04	$907.04		$723.07
MEDIAN	$554.00	$528.00	$432.00	$491.00	$778.00		$589.00

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

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
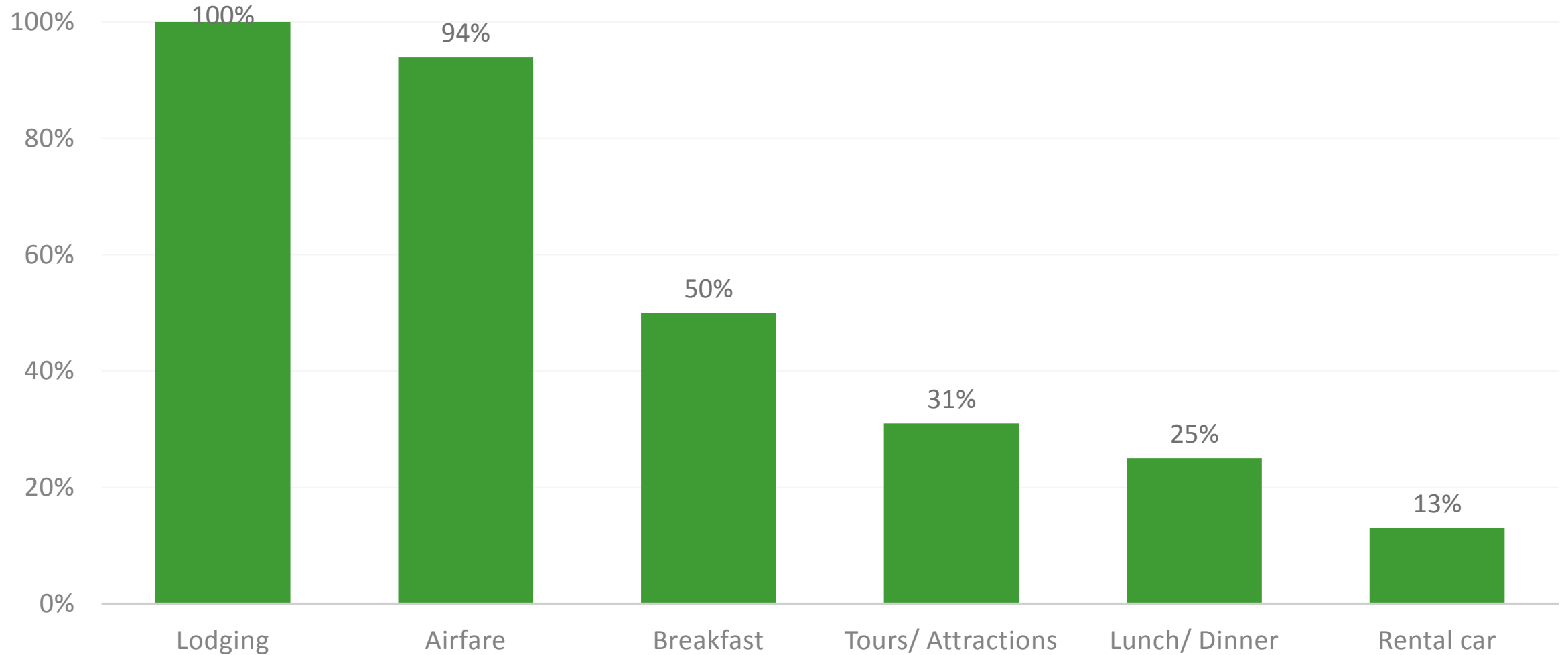
		TOTAL	FAMILY	FIT	MICE	LEISURE
		-	-	-	-	-
PREPAID PKG PER PERSON	Mean	$907.04	$936.23	$943.34	.	$853.68
	Median	$778	$722	$778	.	$729

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	$486.26	$492
Lodging	$656.68	$394
Other	$572.19	$295

Q: (OPTTIONAL) Of the total prepaid package trip cost, how much went towards...?
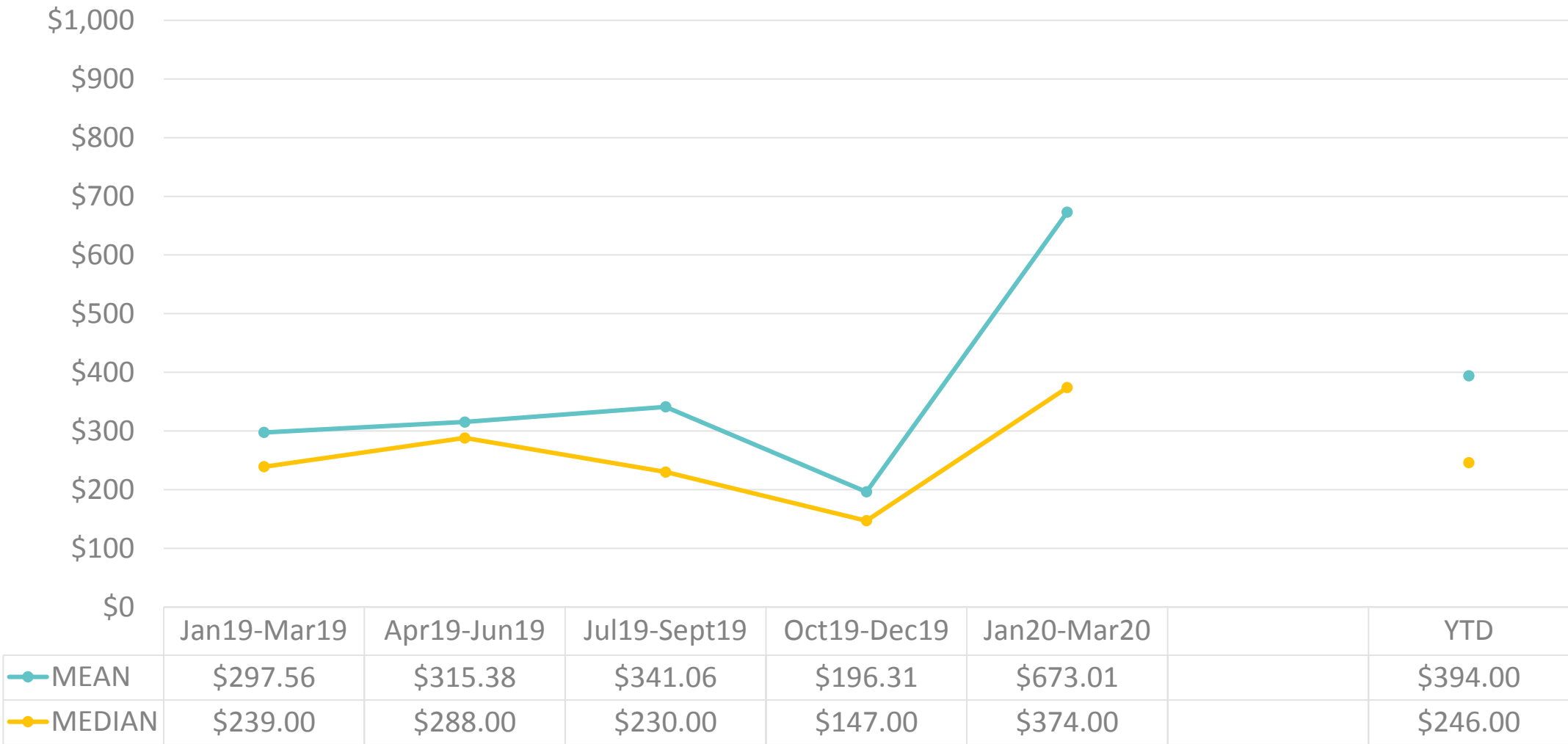
- $1,450.83 = overall mean average airfare expense (for entire travel party) by respondent

- $673.01 = overall mean average **per person** airfare expenditures

Q: How much did 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

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20		YTD
MEAN	$553.31	$690.22	$649.67	$394.57	$1,450.83		$833.18
MEDIAN	$306.00	$576.00	$345.00	$236.00	$492.00		$364.00

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)?
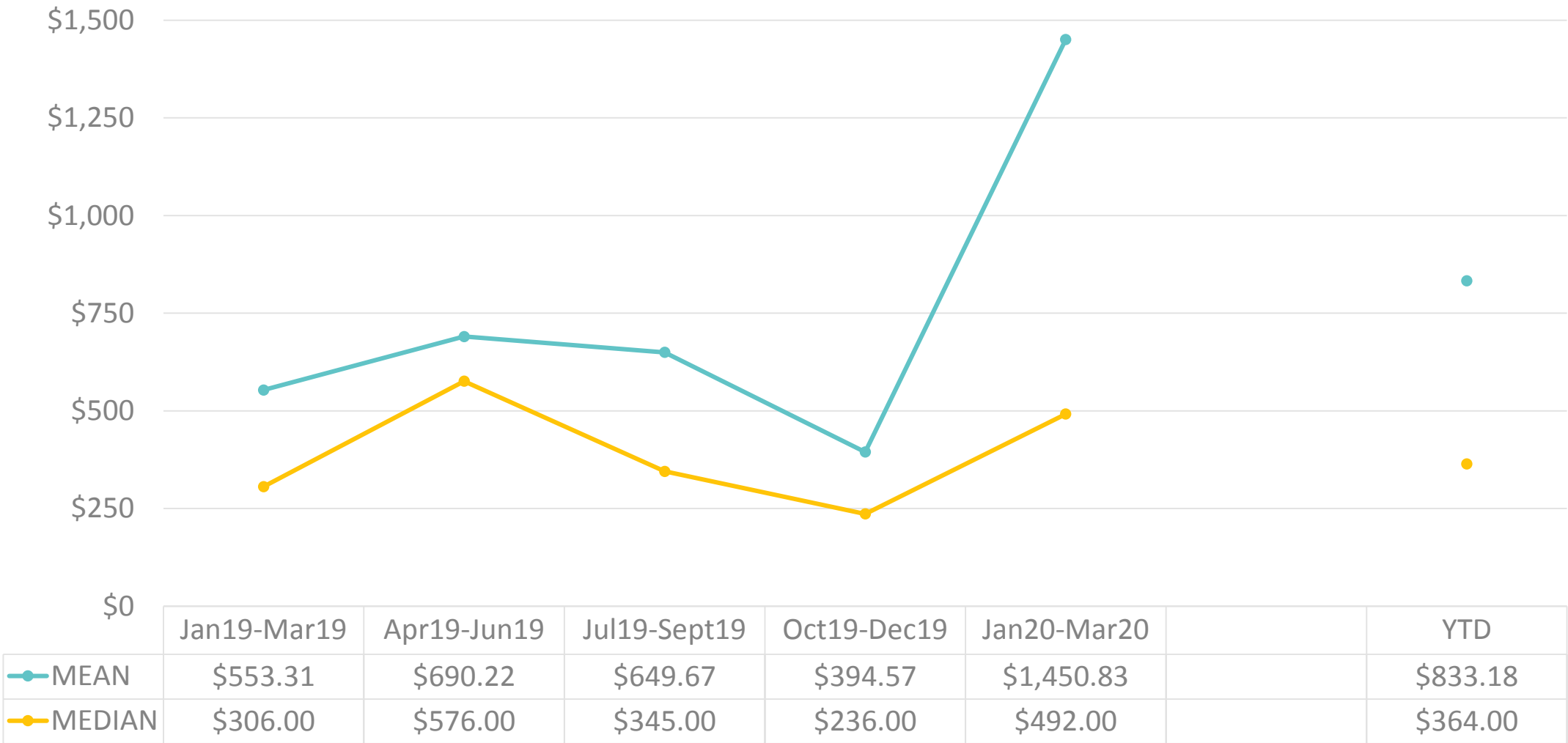
AIRFARE – FIT TRAVELER (Per Person) TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20		YTD
MEAN	$297.56	$315.38	$341.06	$196.31	$673.01		$394.00
MEDIAN	$239.00	$288.00	$230.00	$147.00	$374.00		$246.00

49

Q: How much did 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)?
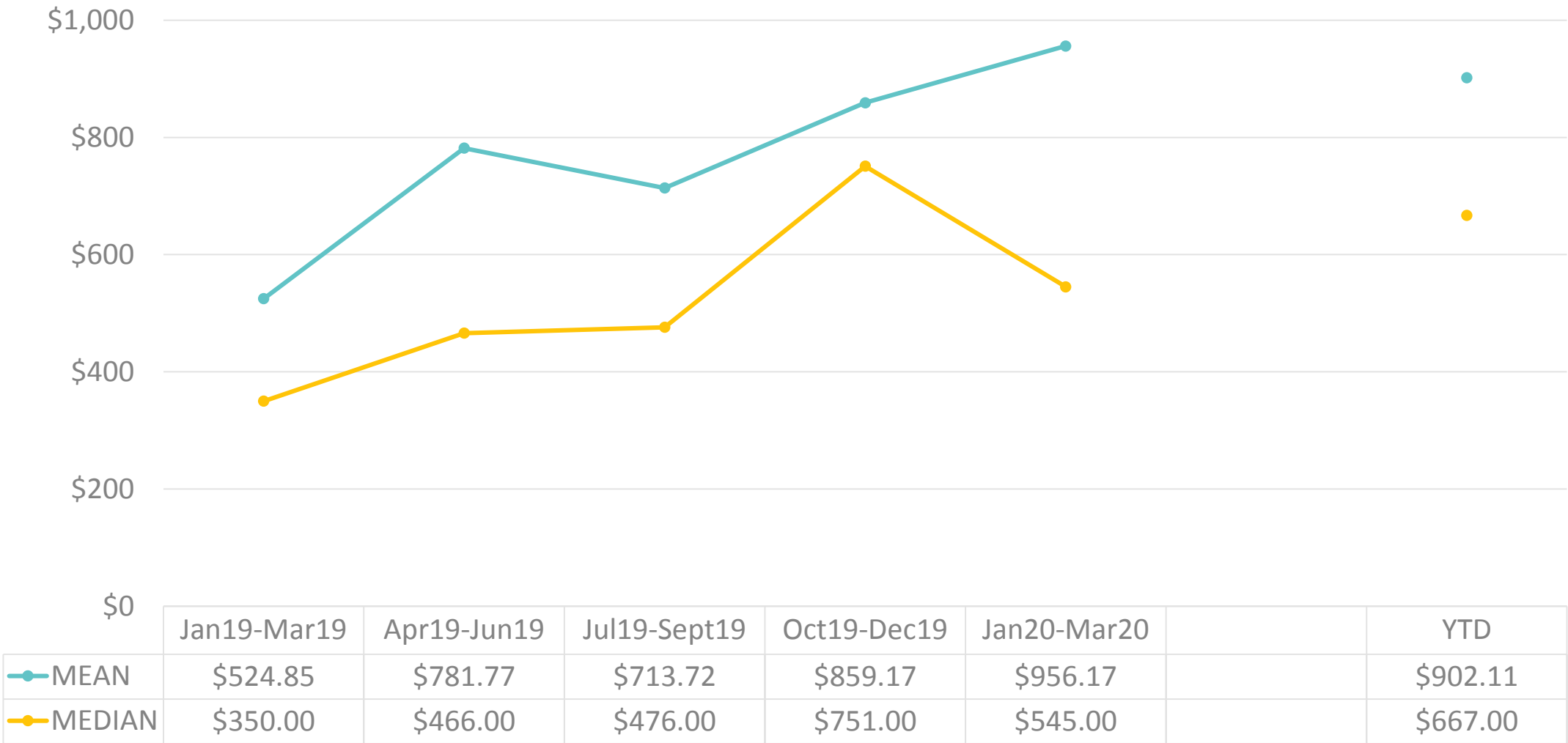
ONISLE EXPENDITURES

- $1,385.38 = overall mean average expense (for entire travel party) by respondent

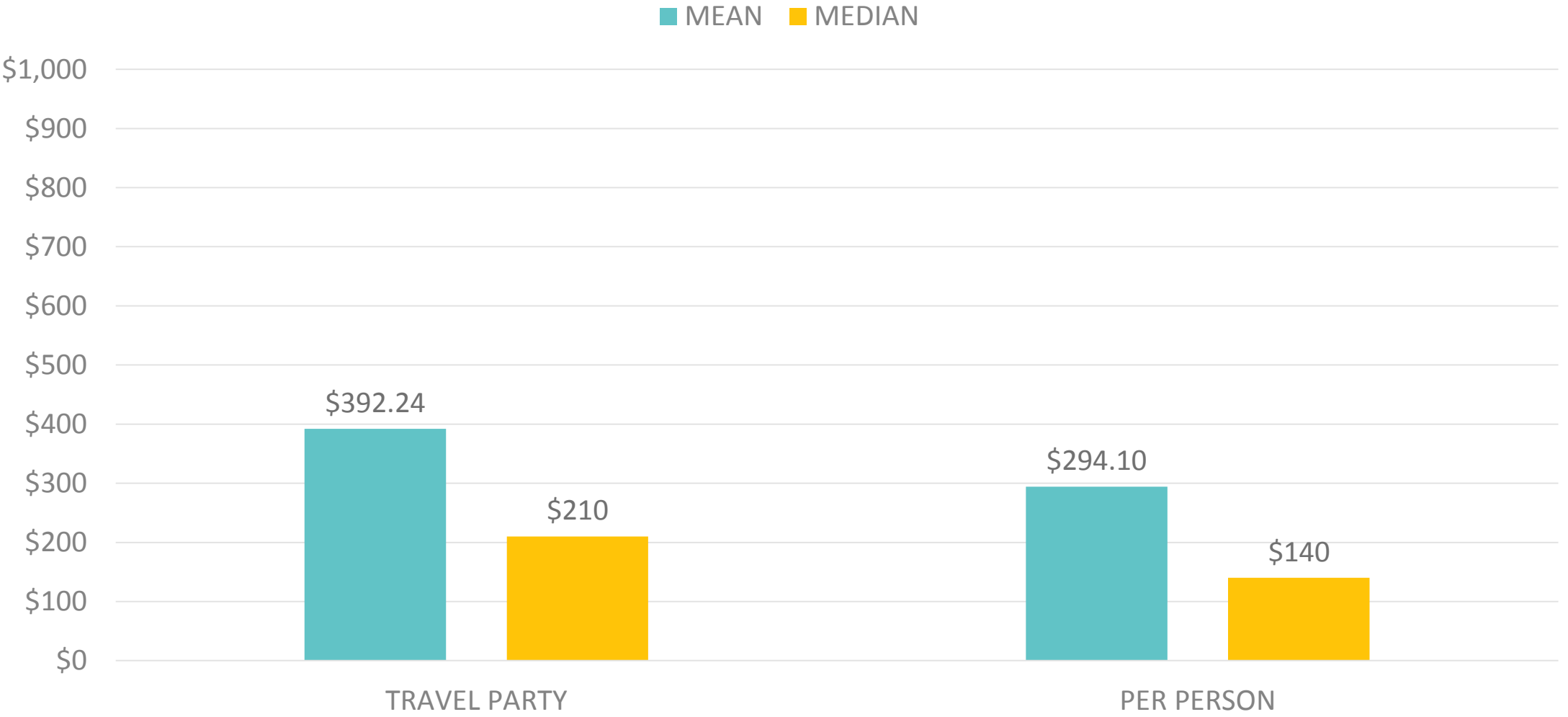- $956.17 = overall mean average **per person** expenditures
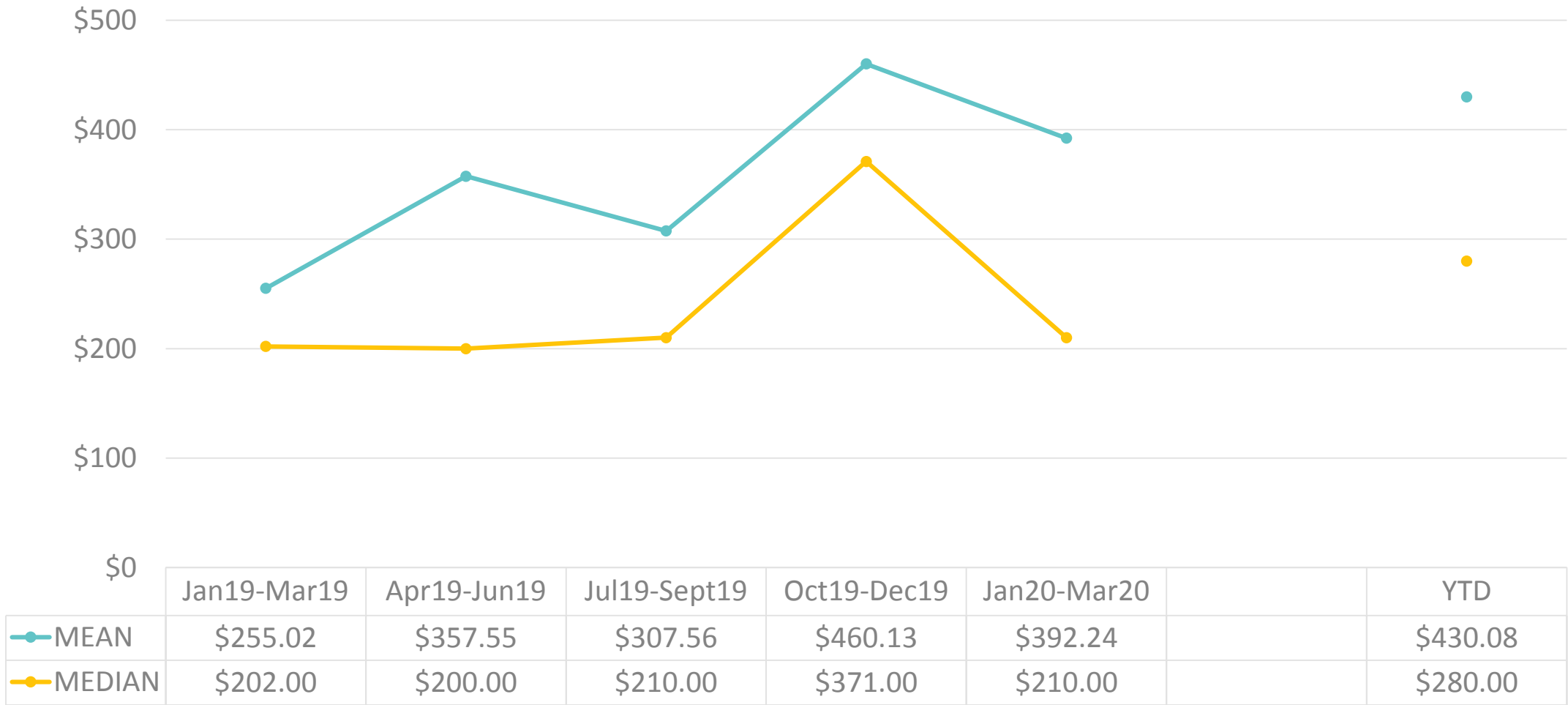
ONISLE – TRAVEL PARTY TRACKING

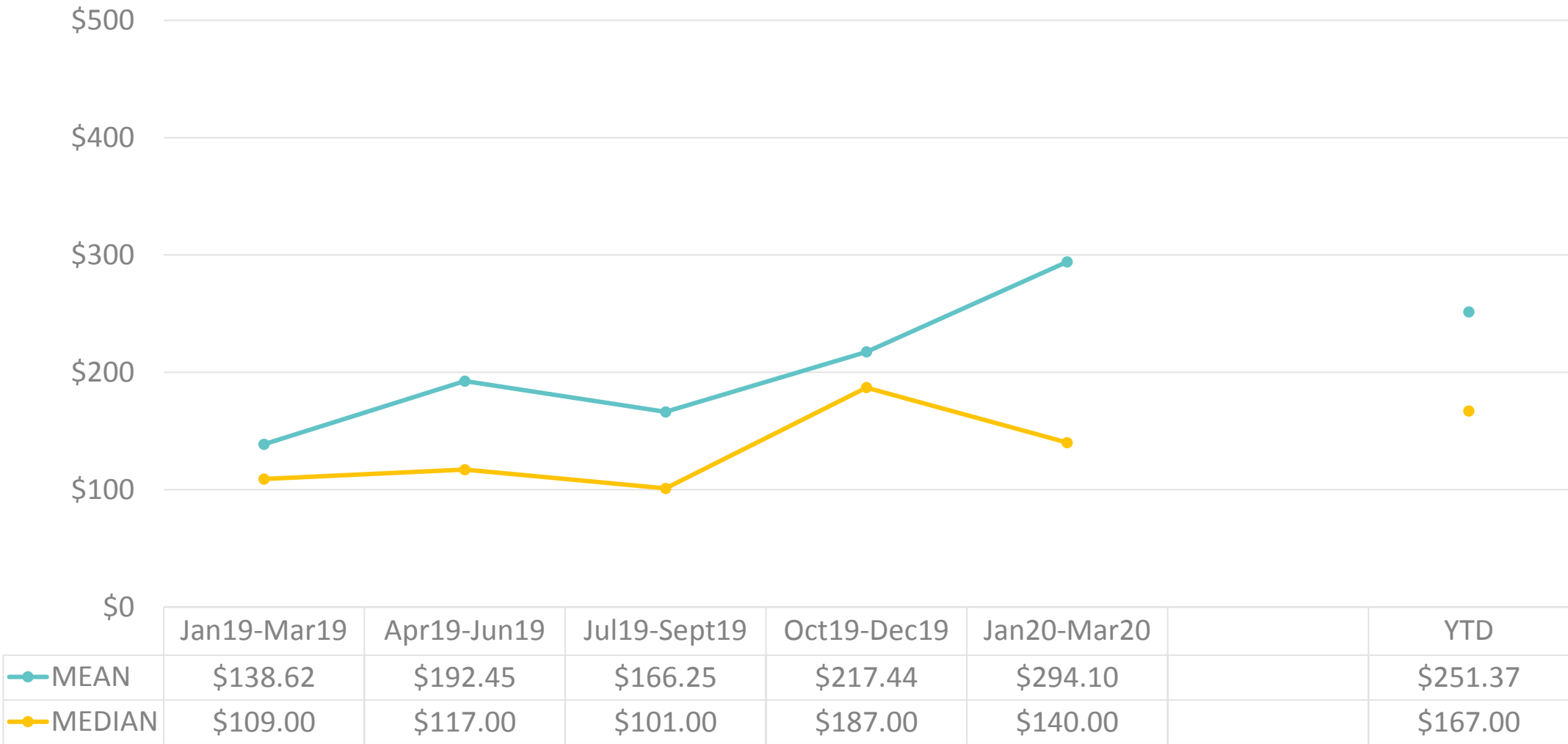|	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20		YTD
MEAN	$960.59	$1,393.54	$1,297.59	$1,802.75	$1,385.38		$1,618.02
MEDIAN	$756.00	$950.00	$957.00	$1,485.00	$705.00		$1,055.00

ONISLE – PER PERSON TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20		YTD
● MEAN	$524.85	$781.77	$713.72	$859.17	$956.17		$902.11
● MEDIAN	$350.00	$466.00	$476.00	$751.00	$545.00		$667.00

ONISLE – PER DAY SPENDING

Legend: ■ MEAN ■ MEDIAN

TRAVEL PARTY: Mean $392.24, Median $210
PER PERSON: Mean $294.10, Median $140

ONISLE – TRAVEL PARTY/ PER DAY TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20		YTD
MEAN	$255.02	$357.55	$307.56	$460.13	$392.24		$430.08
MEDIAN	$202.00	$200.00	$210.00	$371.00	$210.00		$280.00

ONISLE – PER PERSON/ PER DAY TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20		YTD
MEAN	$138.62	$192.45	$166.25	$217.44	$294.10		$251.37
MEDIAN	$109.00	$117.00	$101.00	$187.00	$140.00		$167.00
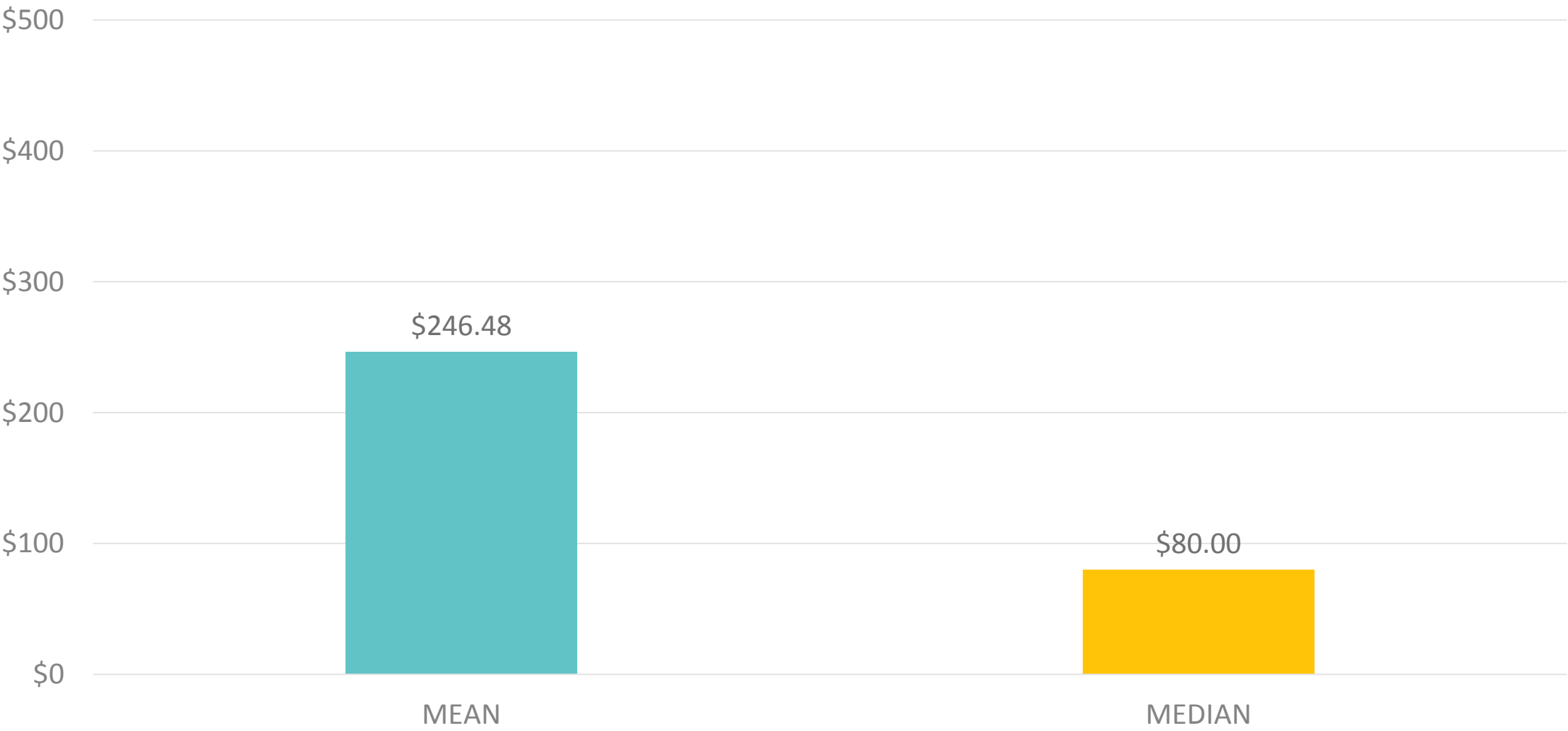
ONISLE – ACCOMMODATIONS TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20		YTD
MEAN	$331.67	$373.15	$346.99	$307.11	$246.48		$280.27
MEDIAN	$250.00	$290.00	$300.00	$200.00	$80.00		$150.00

Q: How much additional did you and your family spend on Guam – Lodging?
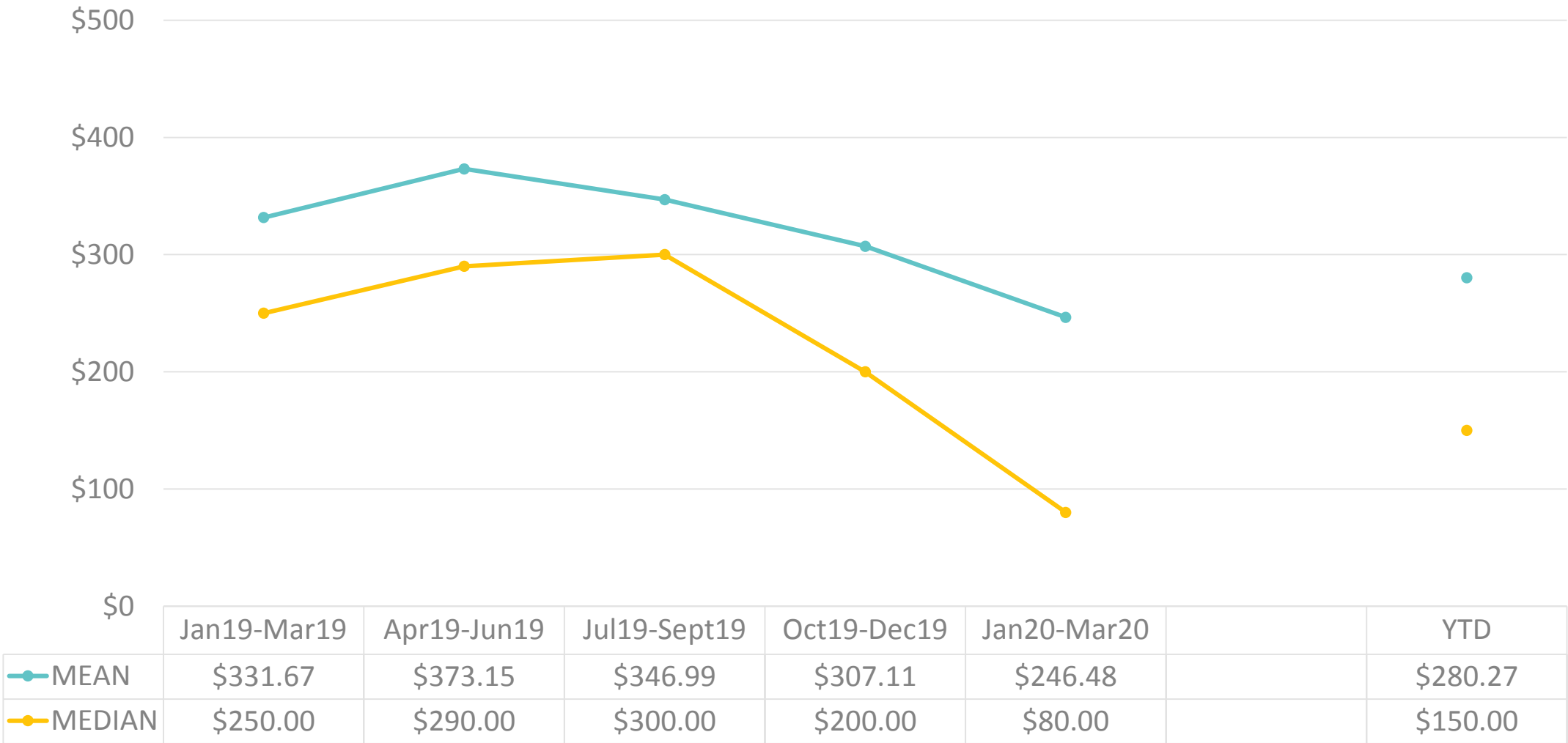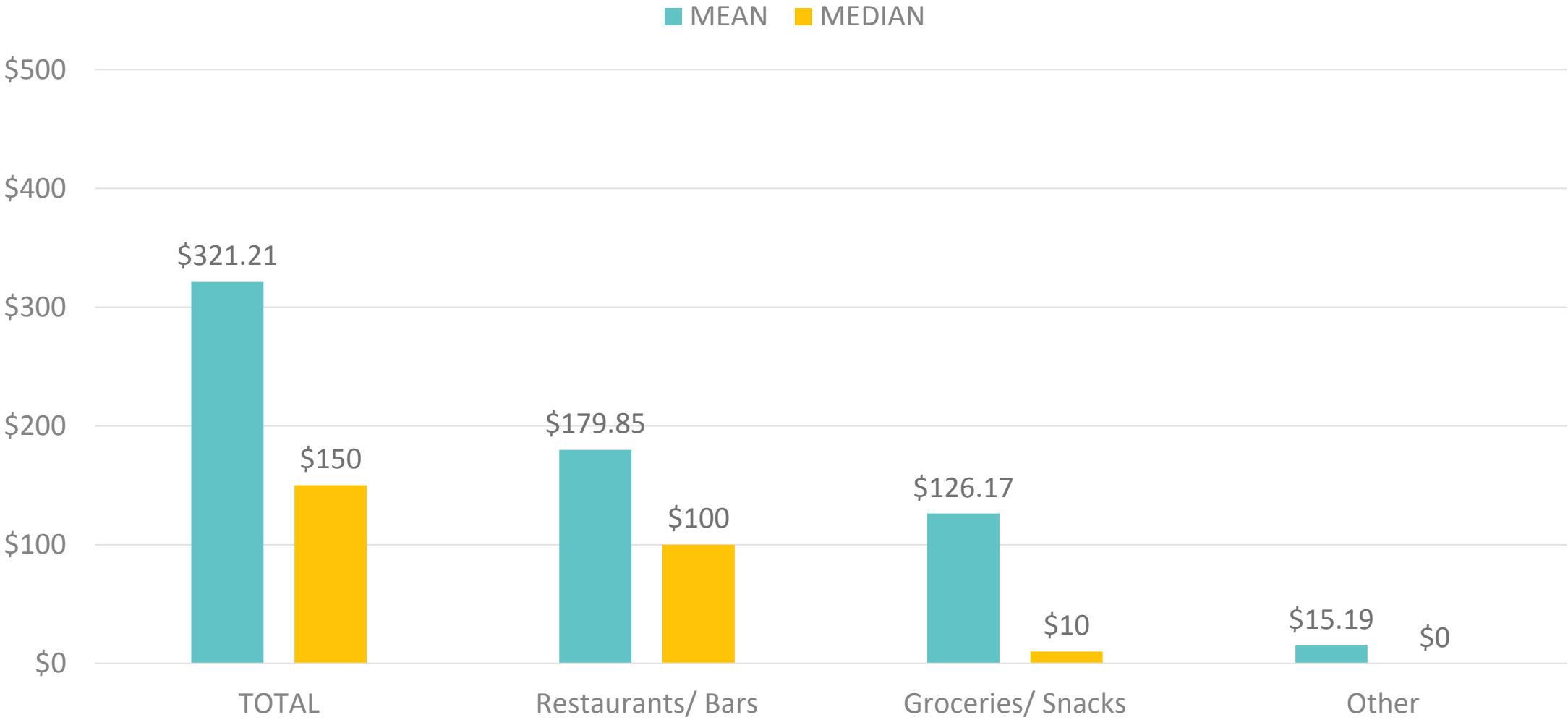
ONISLE – TOTAL FOOD & BEVERAGE TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20
MEAN	$279.93	$388.36	$343.61	$465.98	$321.21
MEDIAN	$200.00	$230.00	$200.00	$270.00	$150.00

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

ONISLE – ENTERAINMENT & RECREATION
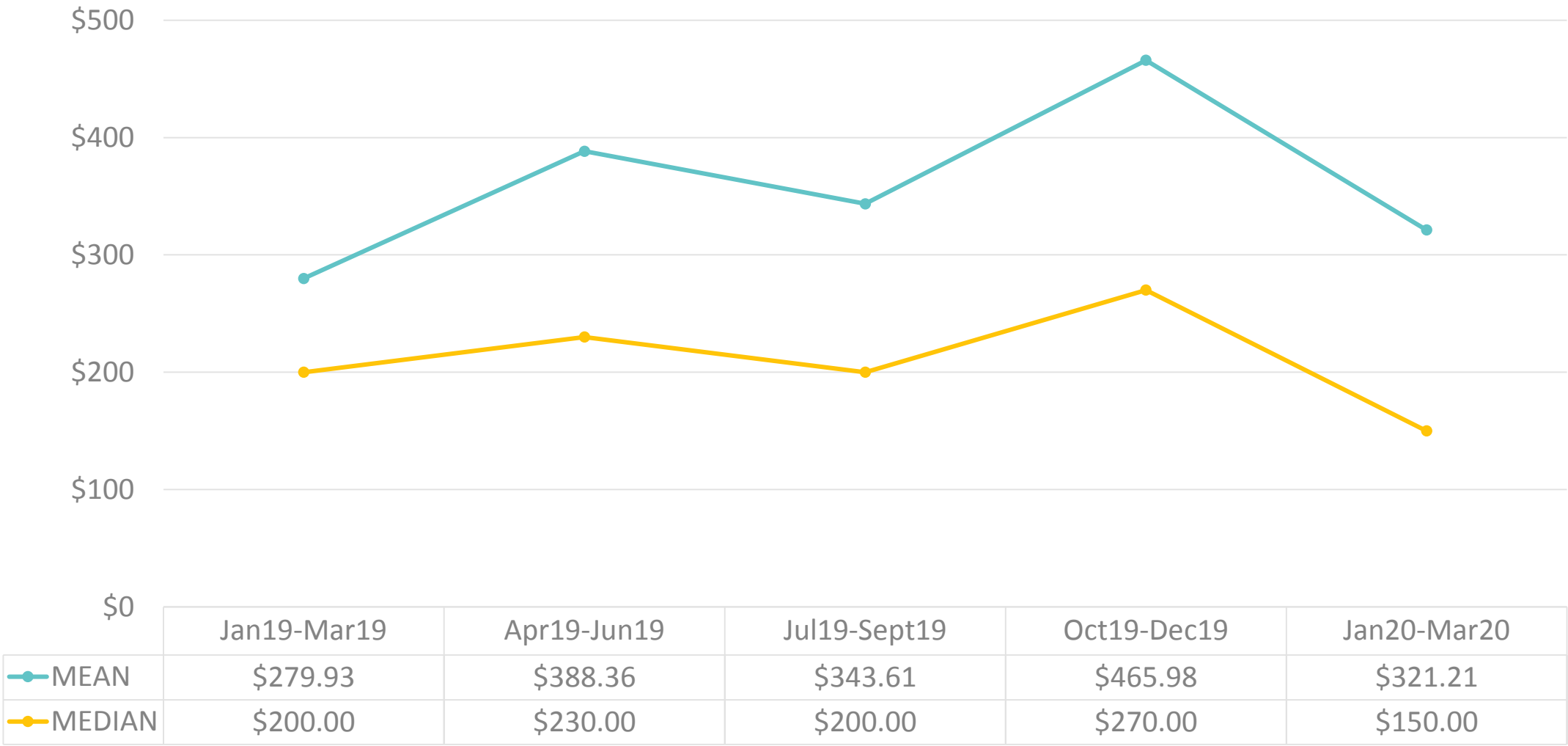
Q: *How much additional did you and your family spend on Guam – Entertainment & Recreation?*
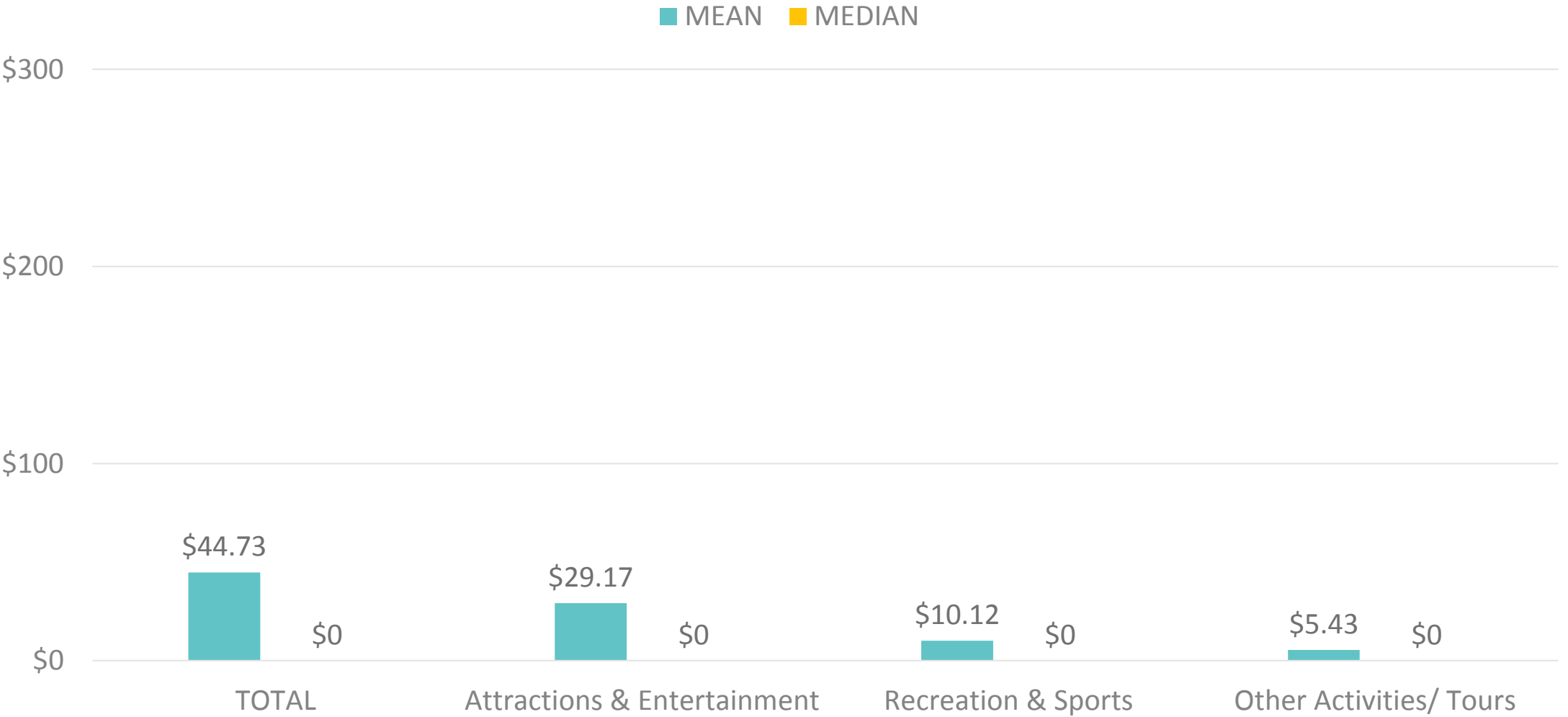
ONISLE – TOTAL ENTERTAINMENT & RECREATION TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20
MEAN	$49.67	$44.36	$57.36	$86.12	$44.73
MEDIAN	$0.00	$0.00	$0.00	$0.00	$0.00
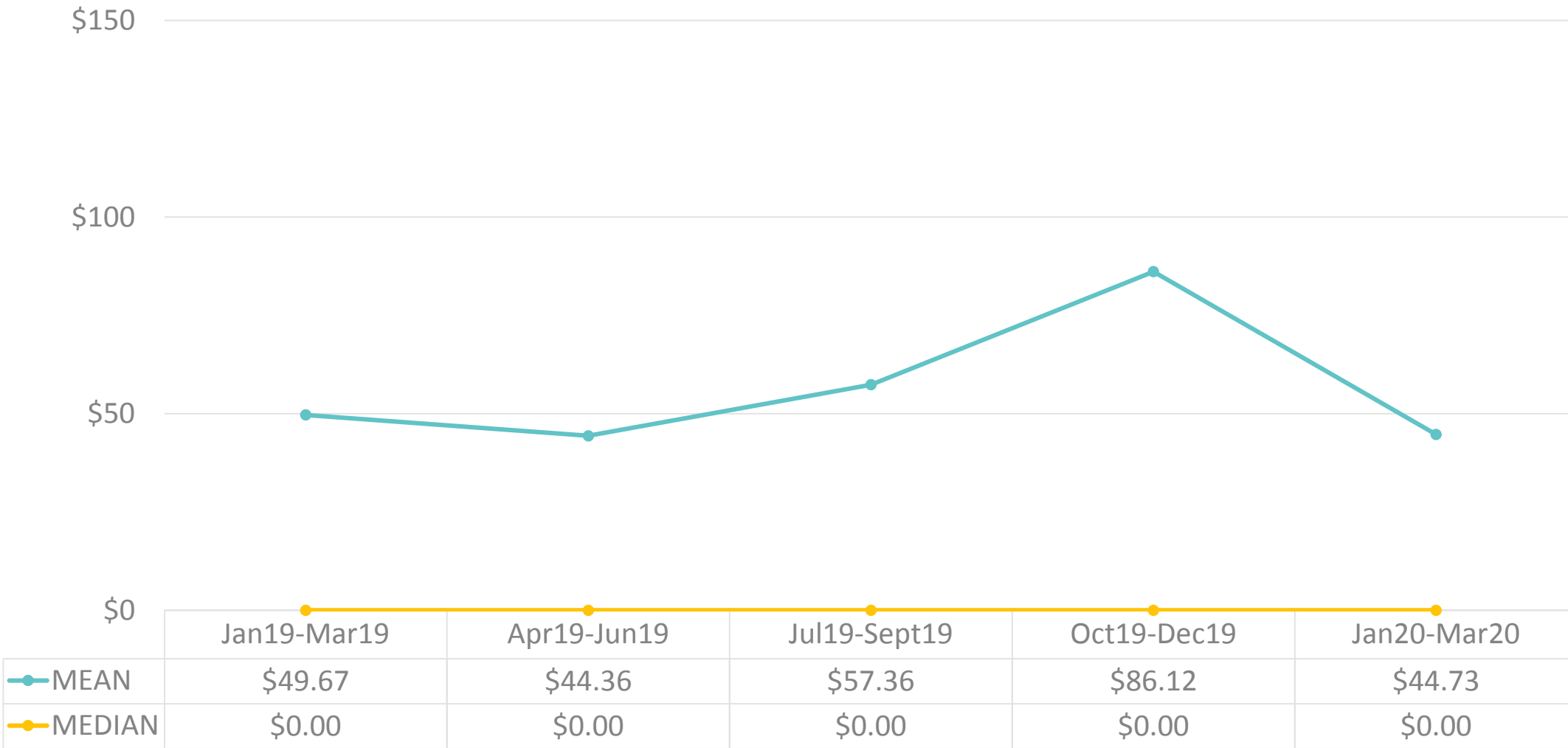
Q: How much additional did you and your family spend on Guam – Entertainment & Recreation?
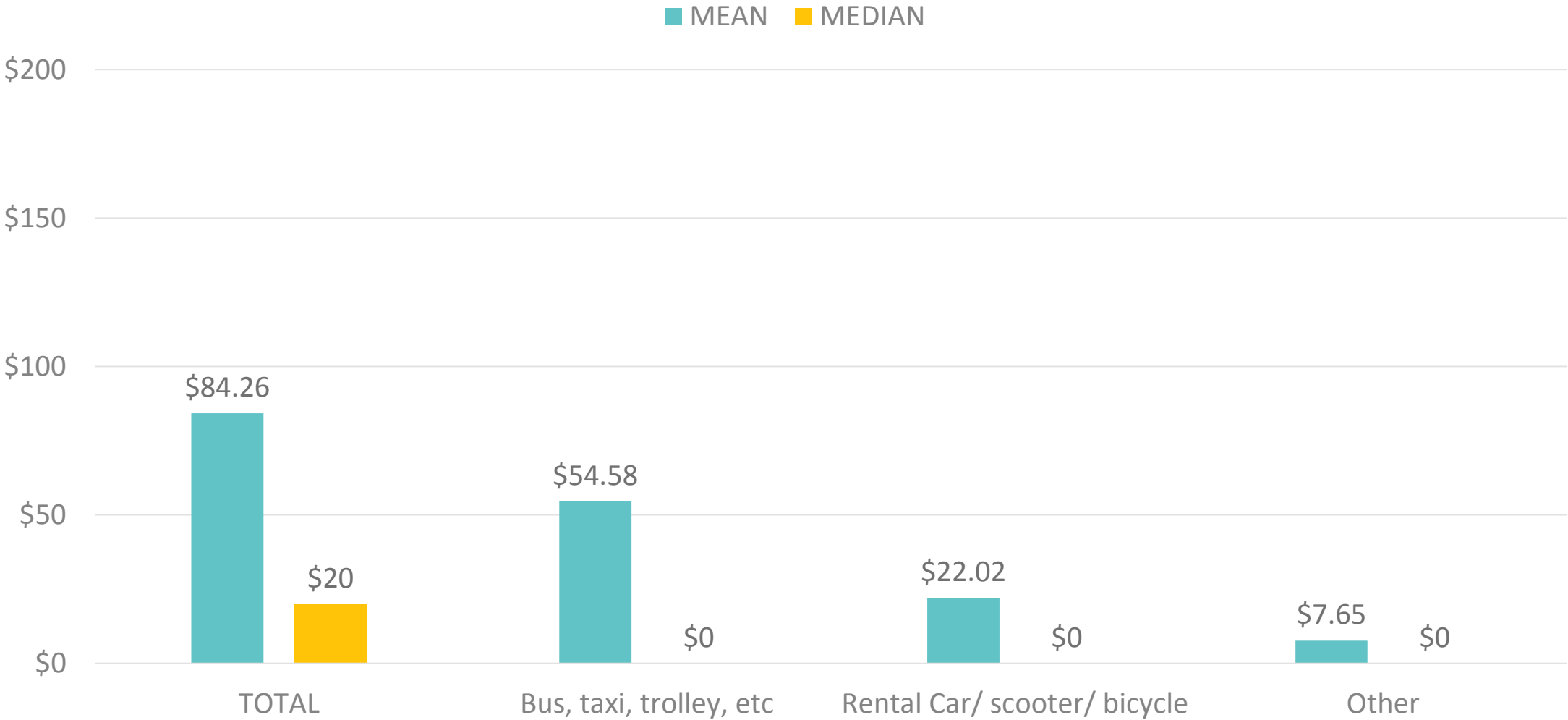
ONISLE – TOTAL TRANSPORTATION TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20
MEAN	$59.27	$62.62	$70.30	$76.81	$84.26
MEDIAN	$30.00	$0.00	$0.00	$43.00	$20.00

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

ONISLE – SHOPPING

Legend: ■ MEAN ■ MEDIAN

Category	MEAN	MEDIAN
TOTAL	$476.68	$158
Fashion & Clothing	$219.10	$0
Accessories	$88.69	$0
Other	$74.57	$0
Cosmetics/perfume	$29.57	$0
Jewelry/watches	$28.86	$0
Food - take home	$20.51	$0
Souvenirs	$15.38	$0

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

ONISLE – TOTAL SHOPPING TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20
MEAN	$312.33	$558.90	$518.06	$559.33	$476.68
MEDIAN	$125.00	$100.00	$200.00	$400.00	$158.00

65

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

ONISLE – MISCELLANEOUS

■ MEAN   ■ MEDIAN

$33.21	$23.58	$4.69	$2.47	$2.47
$0	$0	$0	$0	$0
TOTAL	Electronics	Health/ wellness	Household items	Other

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

ONISLE – MISCELLANEOUS TRACKING

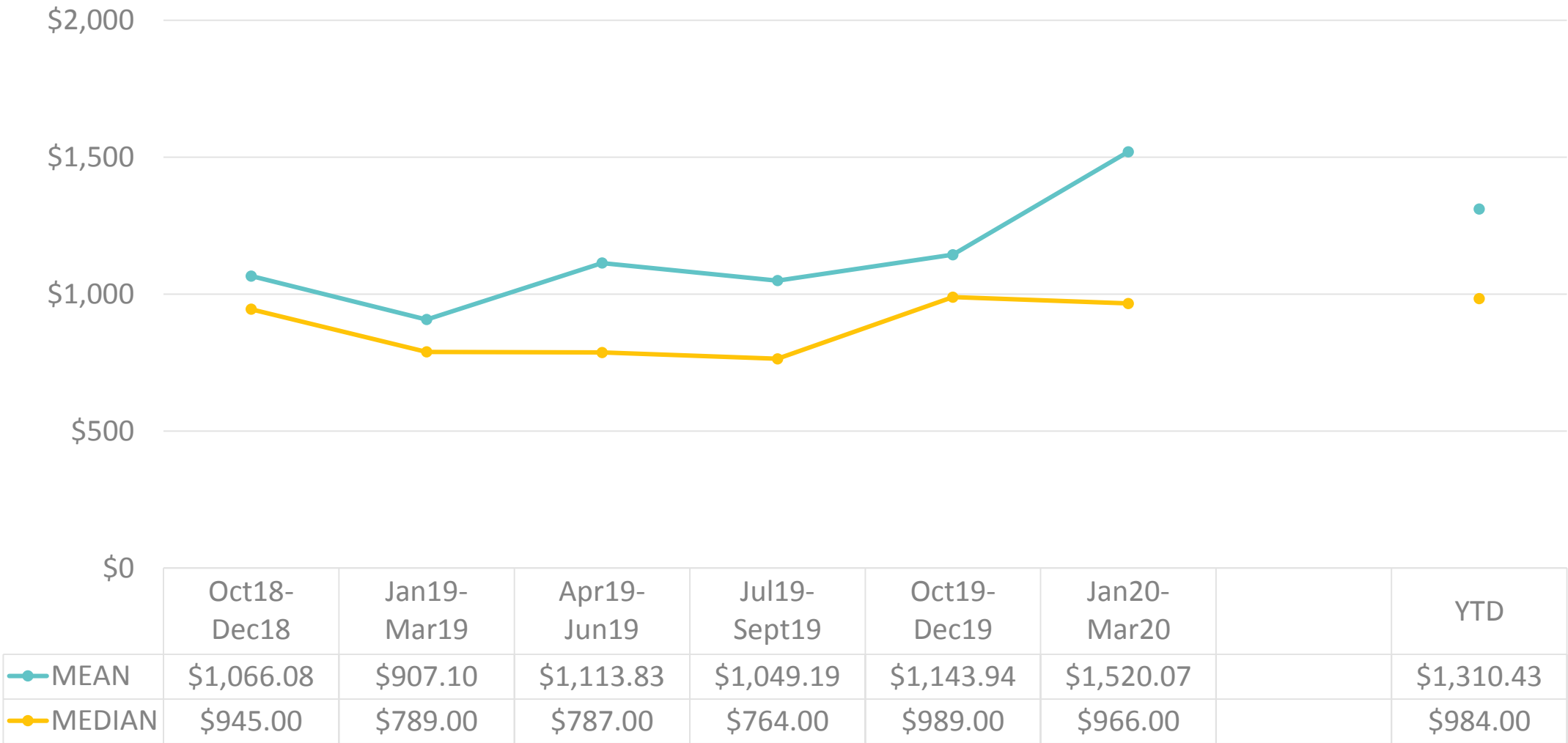|	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20
MEAN	$23.81	$29.29	$5.49	$12.06	$33.21
MEDIAN	$0.00	$0.00	$0.00	$0.00	$0.00

67

Q: How much additional did you and your family spend on Guam – Other spending?
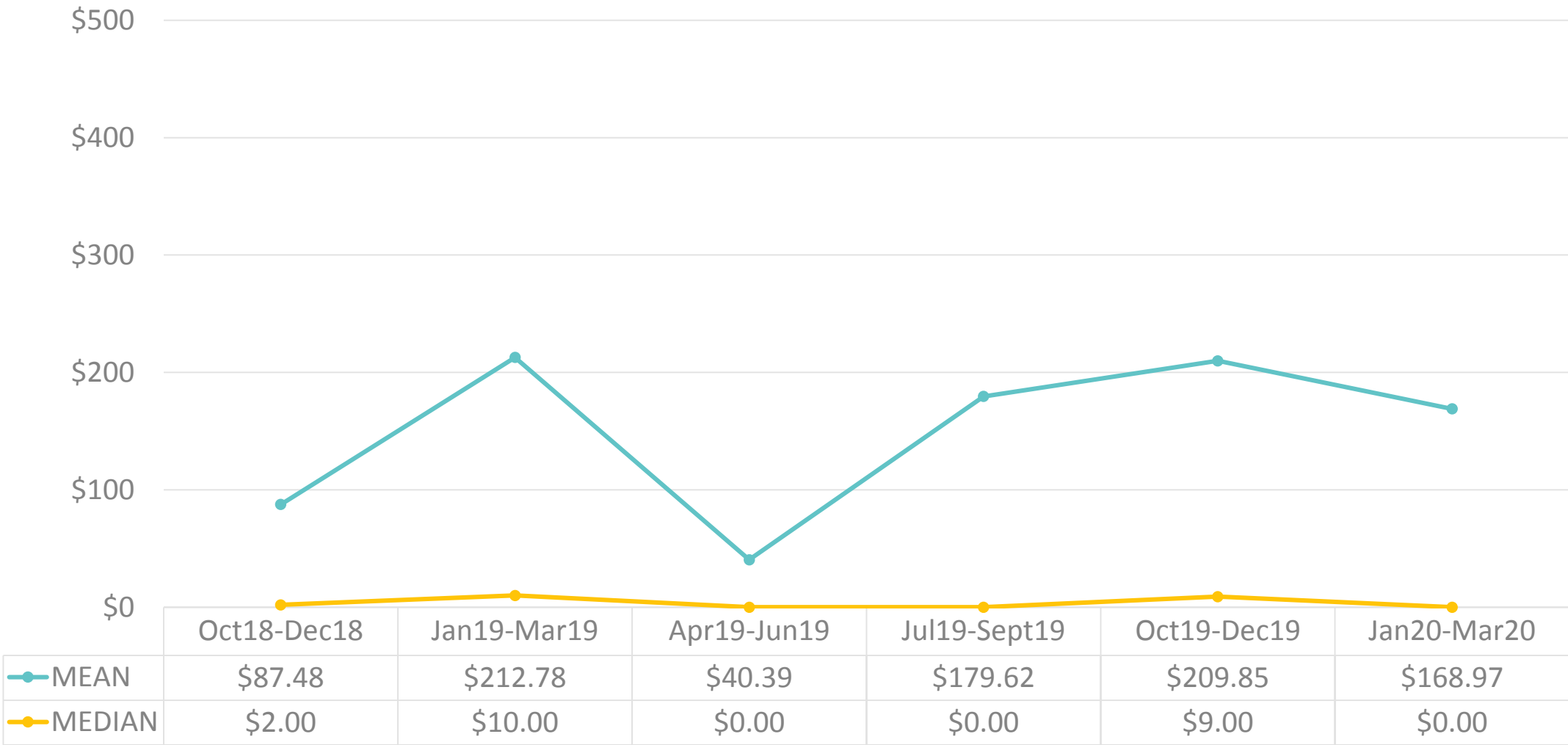
TOTAL EXPENDITURES PER PERSON (ONISLE + PREPAID)

- $1,520.07 = Mean average per person

- $966.00 = Median amount spent per person
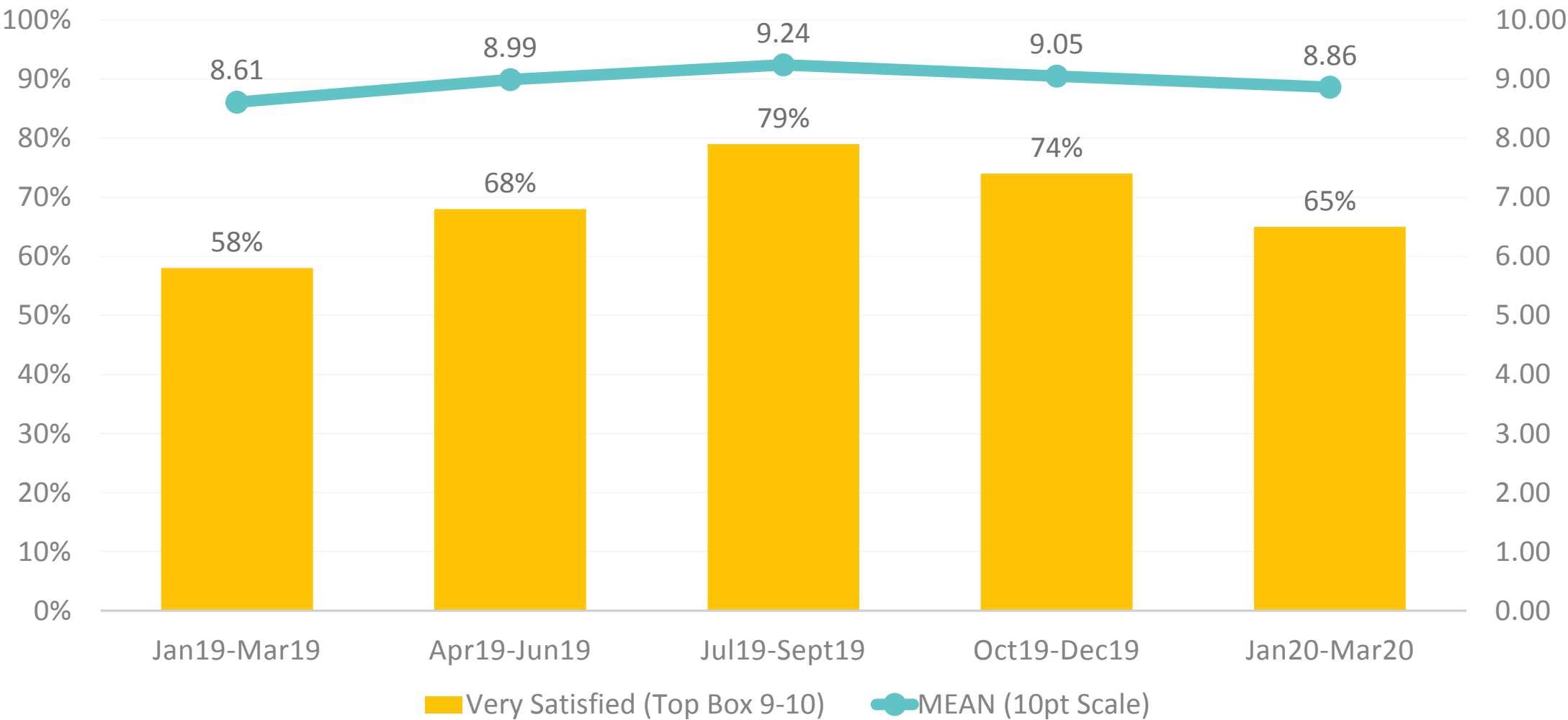
TOTAL EXPENDITURES PER PERSON TRACKING

	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20		YTD
MEAN	$1,066.08	$907.10	$1,113.83	$1,049.19	$1,143.94	$1,520.07		$1,310.43
MEDIAN	$945.00	$789.00	$787.00	$764.00	$989.00	$966.00		$984.00

ONISLE EXPENDITURE + PREPAID

GUAM AIRPORT EXPENDITURE TRACKING

	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20
● MEAN	$87.48	$212.78	$40.39	$179.62	$209.85	$168.97
● MEDIAN	$2.00	$10.00	$0.00	$0.00	$9.00	$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 – 10PT SCALE

Very Satisfied (Top Box 9-10) values: Jan19-Mar19: 58%, Apr19-Jun19: 68%, Jul19-Sept19: 79%, Oct19-Dec19: 74%, Jan20-Mar20: 65%

MEAN (10pt Scale) values: Jan19-Mar19: 8.61, Apr19-Jun19: 8.99, Jul19-Sept19: 9.24, Oct19-Dec19: 9.05, Jan20-Mar20: 8.86

Legend: 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	17%
Beach/ ocean	16%
Event- Fr/Fm	15%
Hafa Adai	10%
Natural beauty	10%

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

SWOT – NEGATIVE ASPECT OF TRIP

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

SATISFACTION – ENTERTAINMENT

Very Satisfied (Top Box 9-10) values: Jan19-Mar19: 42%, Apr19-Jun19: 59%, Jul19-Sept19: 58%, Oct19-Dec19: 58%, Jan20-Mar20: 46%

MEAN values: Jan19-Mar19: 7.63, Apr19-Jun19: 8.19, Jul19-Sept19: 8.09, Oct19-Dec19: 8.09, Jan20-Mar20: 7.68

Legend: Very Satisfied (Top Box 9-10) — MEAN

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

SATISFACTION – SHOPPING

Very Satisfied (Top Box 9-10) — MEAN

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

SATISFACTION – DINING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20
MEAN	7.90	7.91	8.08	8.17	8.13
Very Satisfied (Top Box 9-10)	39%	56%	57%	61%	53%

Very Satisfied (Top Box 9-10) — MEAN

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

SATISFACTION – BEACHES

Very Satisfied (Top Box 9-10) — MEAN

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20
MEAN	8.07	8.16	8.14	8.27	8.13
Very Satisfied	50%	66%	55%	60%	54%

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

SATISFACTION – SIGHTSEEING AREAS

Chart showing Very Satisfied (Top Box 9-10) and MEAN by quarter:

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20
Very Satisfied (Top Box 9-10)	50%	56%	60%	49%	50%
MEAN	8.08	7.87	8.17	8.02	7.95

Legend: Very Satisfied (Top Box 9-10) · MEAN

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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

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

BRAND ADVOCACY

	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20
Extremely likely (Top Box 9-10)	54%	60%	68%	82%	76%	70%
MEAN	8.13	8.68	8.96	9.32	9.13	8.96

Extremely likely (Top Box 9-10) ● **MEAN**

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

BRAND LOYALTY

85

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

TRIP EXPECTATIONS

Guam met my expectations 70%

Guam did not meet my expectations 4%

Guam exceeded my expectations 26%

Q: Would you say this trip to Guam...?

TRIP EXPECTATIONS – TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20
Exceeded expectations	25%	30%	36%	28%	26%
Met expectations	73%	66%	63%	69%	70%
Did not meet expectations	2%	4%	1%	3%	4%

Q: Would you say this trip to Guam…?

SECTION 5

VISITOR ACTIVITIES

SHOPPING AREAS – PENETRATION

Shopping Area	Penetration
Micronesian Mall	69%
Ross	65%
Premier Outlets	60%
K-Mart	56%
ABC Stores	44%
Macys	41%
DFS	41%
The Plaza	28%
Tumon Sands	14%
JP Store	12%
Agana SC	11%
Pacific Place	5%
Acanta Mall	3%

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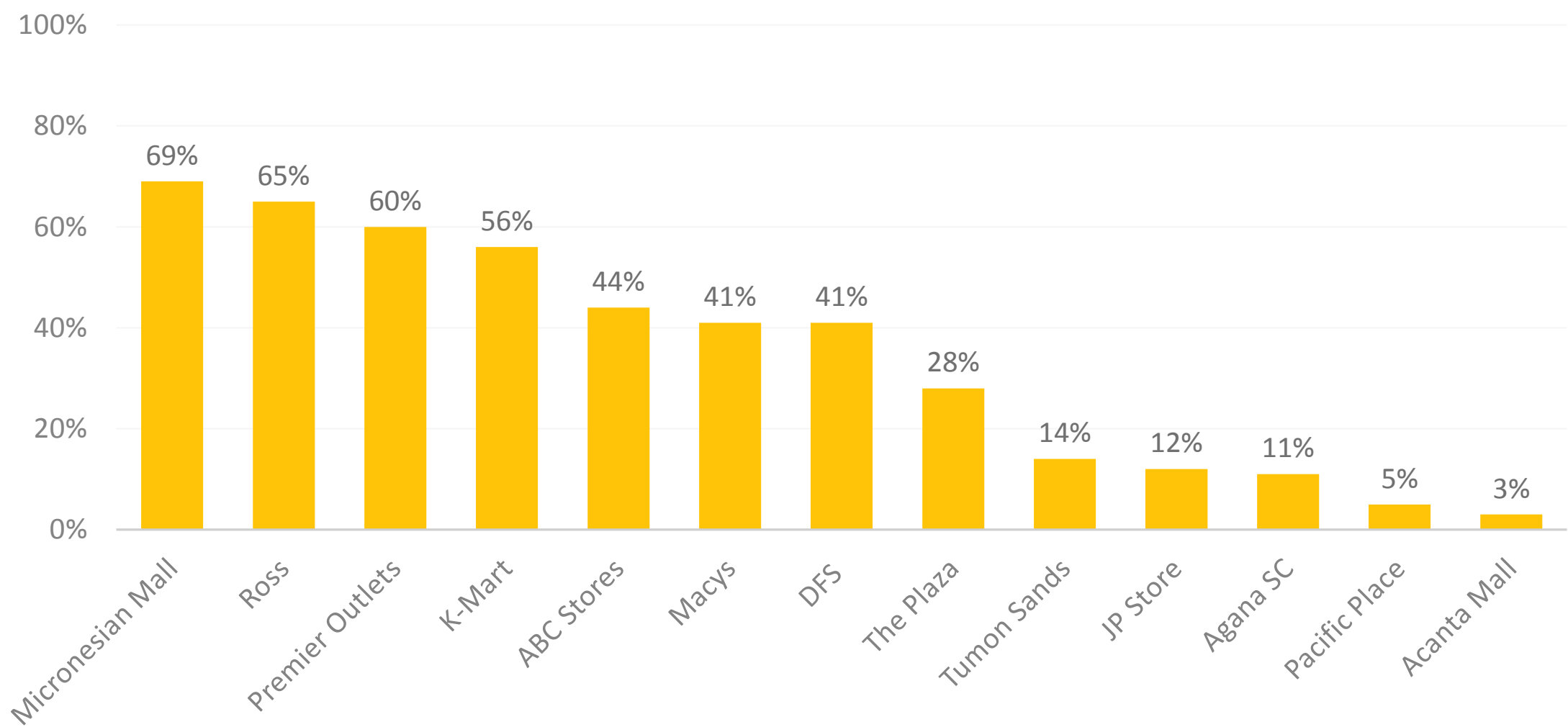
ACTIVITIES – SIGHTSEEING

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

ACTIVITIES – RECREATION

Chart showing recreation activities participated in during trip to Guam:
- Shopping: 47%
- Beach/sunbathing: 37%
- Swimming in ocean: 19%
- Water park: 6%
- Off-roading: 6%
- Hiking: 1%
- Spa: 1%

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

ACTIVITIES – SPORTS

60%			
50%			
40%			
30%			
20%			
10%			
0%	2%	1%	1%	1%
	Snorkeling	Scuba diving	Kayaking/ canoe	Sporting event/ tournament

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

ACTIVITIES – HISTORY, CULTURE, ARTS

19%	17%	12%	12%	6%	6%	2%
Historic military site	Chamorro cuisine	Chamorro culture	Chamorro night market	Local night market	Archeology site visit	Village festival

Q: During this trip to Guam, which of the following activities did you participate in?
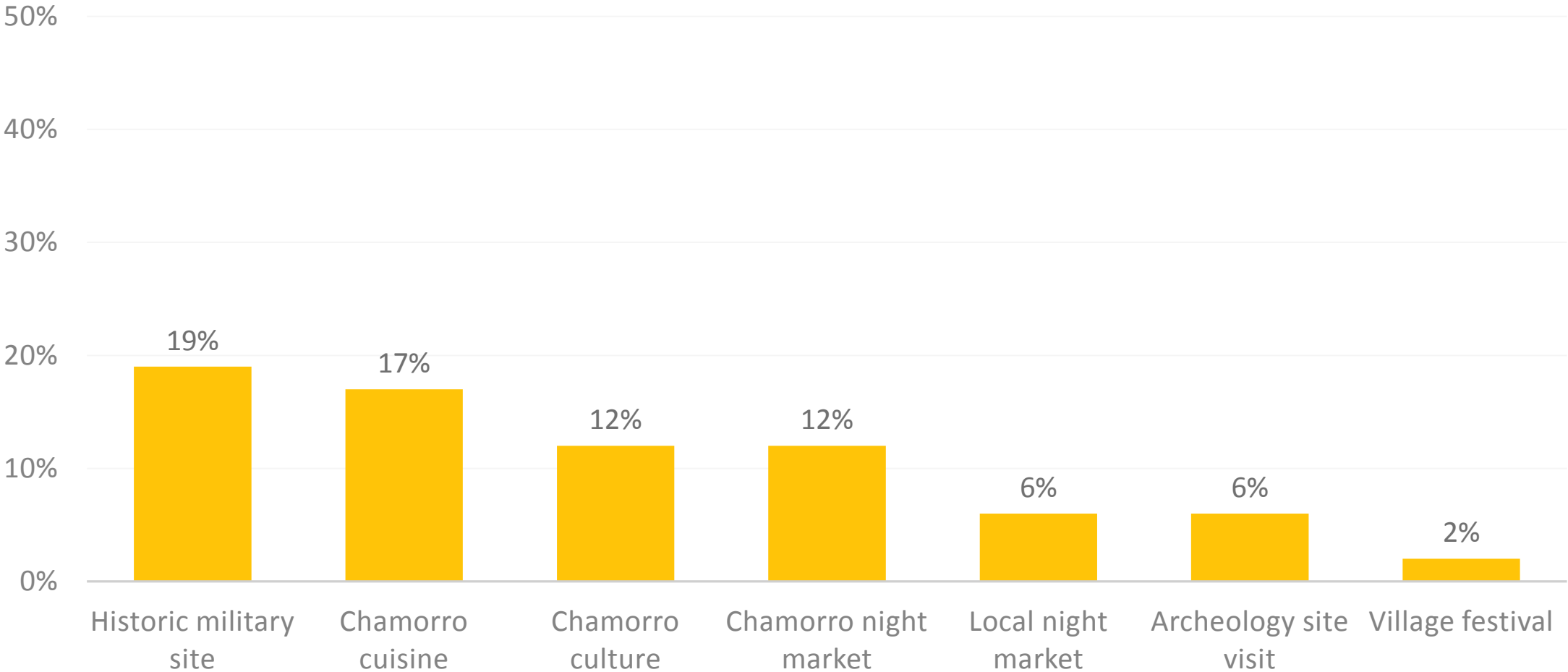
ACTIVITIES – ENTERTAINMENT & DINING

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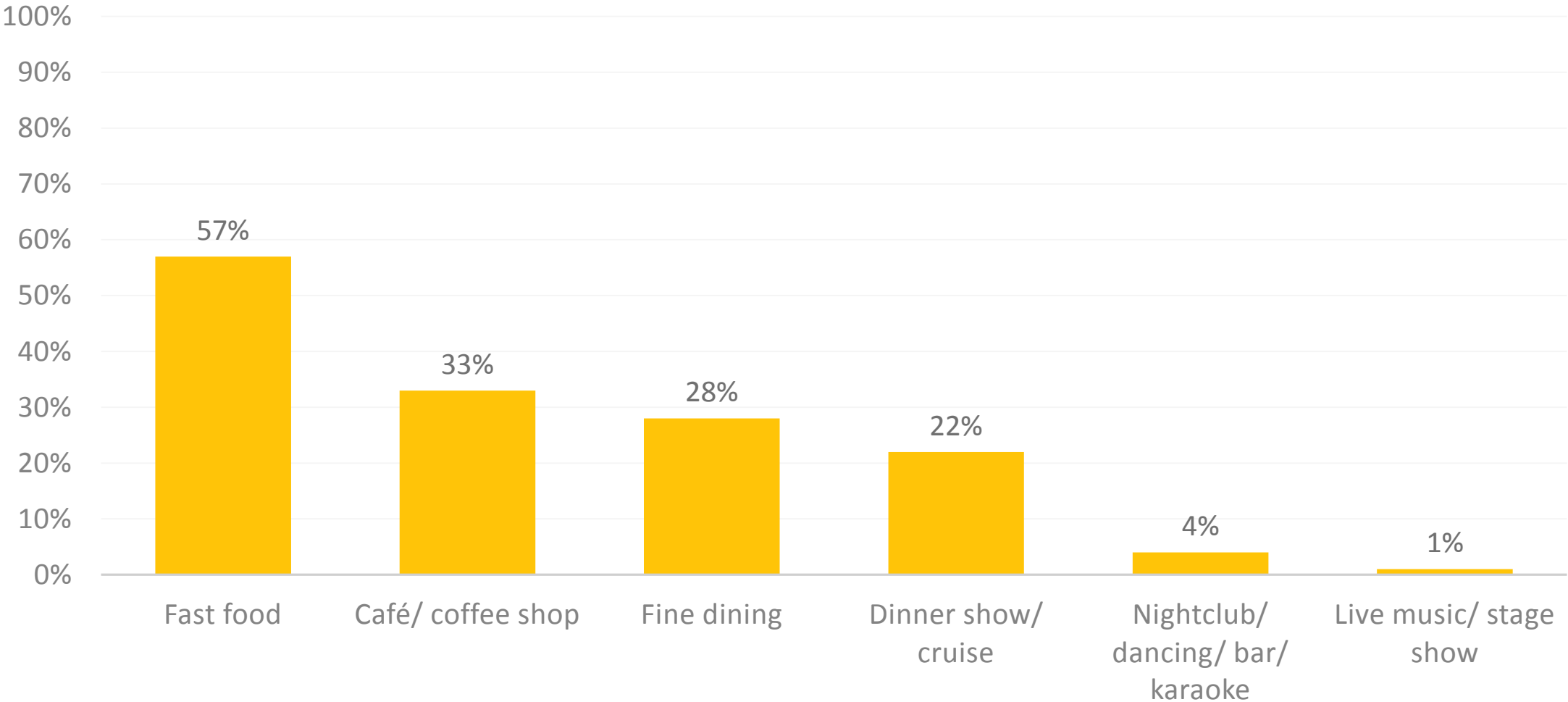
LOCAL ATTRACTIONS – TOP RESPONSES (5%+)

Bar chart:

Attraction	Percentage
Two Lovers Pt	44%
Chamorro Village	16%
Chamorro Night Mkt	14%
Fish Eye Marine Park	11%
Dededo Flea Mkt	11%
Guam Museum	9%
Underwtr Wld	6%

Q: During this trip to Guam, which of the following attractions did you visit?
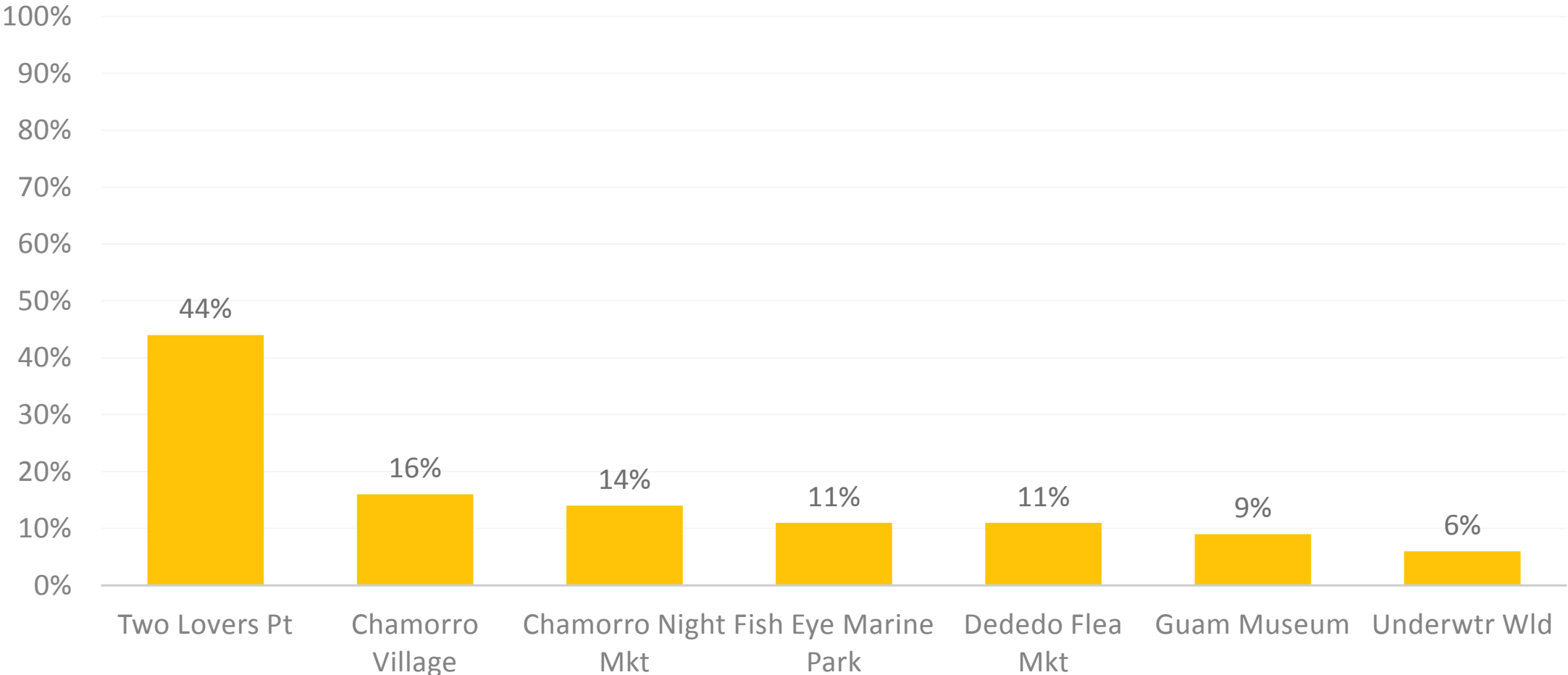
LOCAL CULTURE – OBSTACLES
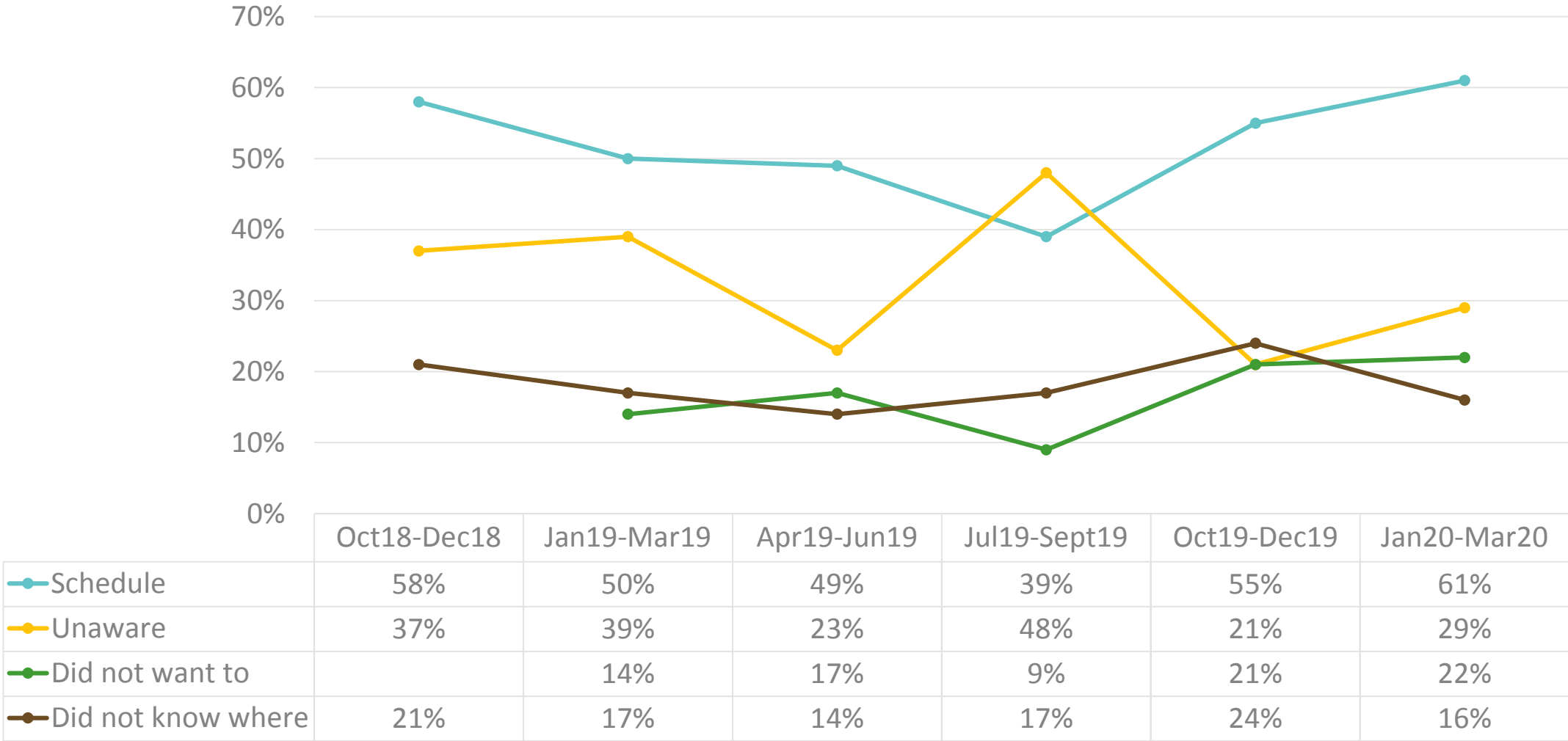
	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20
Schedule	58%	50%	49%	39%	55%	61%
Unaware	37%	39%	23%	48%	21%	29%
Did not want to		14%	17%	9%	21%	22%
Did not know where	21%	17%	14%	17%	24%	16%

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

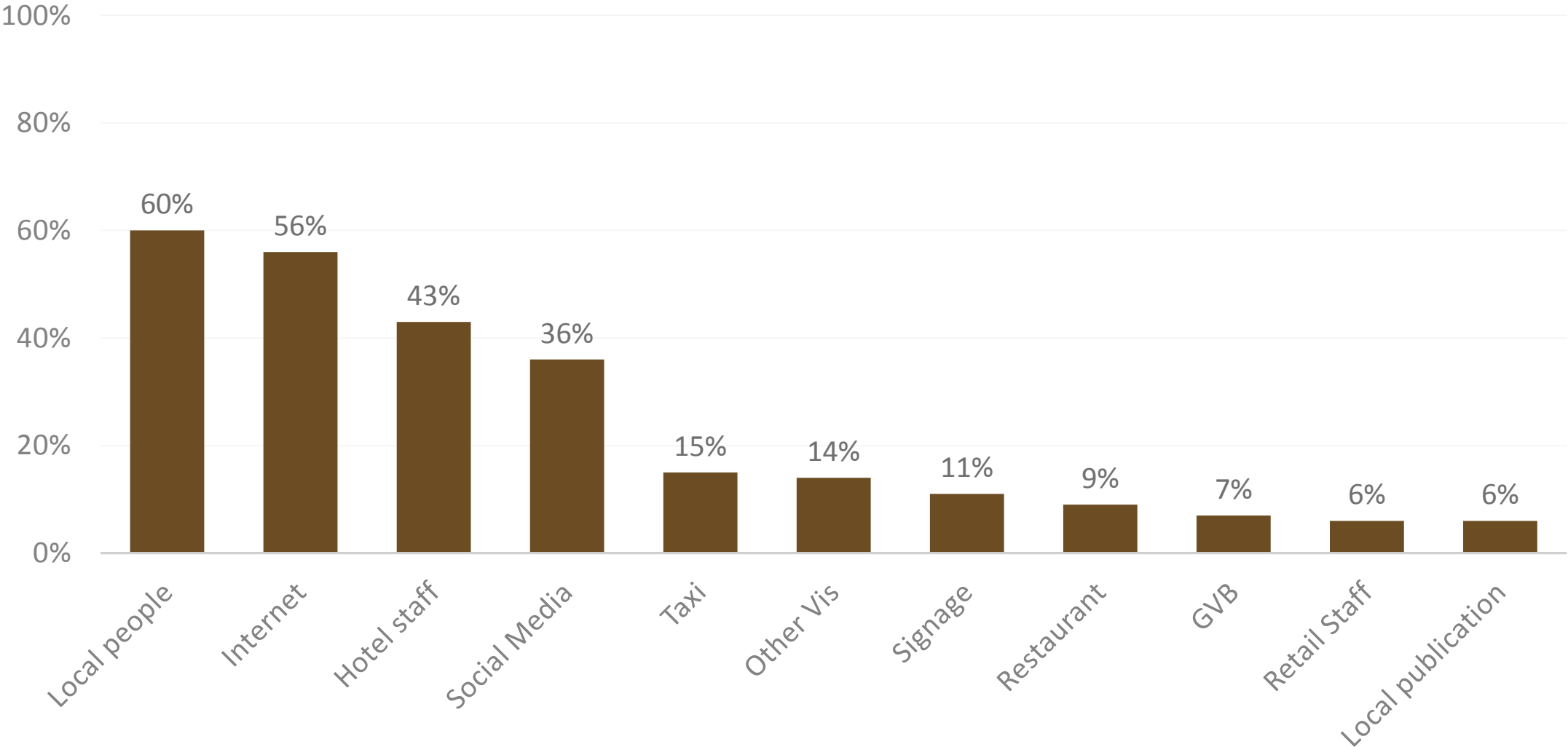*Q: Please select the top three sources of information you used to find out about Guam before your trip*

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	Friend or relative	72%	86%	71%	83%	69%
	Internet/Mobile App	69%	71%	71%	83%	61%
	Social media	43%	32%	45%	50%	51%
	I have been to Guam before	40%	39%	41%	17%	37%
	TV	11%	18%	12%		10%
	Co-worker/ company travel department	6%	4%	4%	33%	2%
	Magazine (consumer)	4%		4%		2%
	Travel agent brochure	2%	7%	1%		4%
	Guam Visitors Bureau promotional activities	2%	4%	3%		4%
	Travel trade shows	2%	7%	3%		2%
	Newspaper	1%		1%		2%
	Travel guide book at bookstores	1%		1%		2%
	Consumer travel shows	1%		1%		2%
	Total	81	28	78	6	49

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
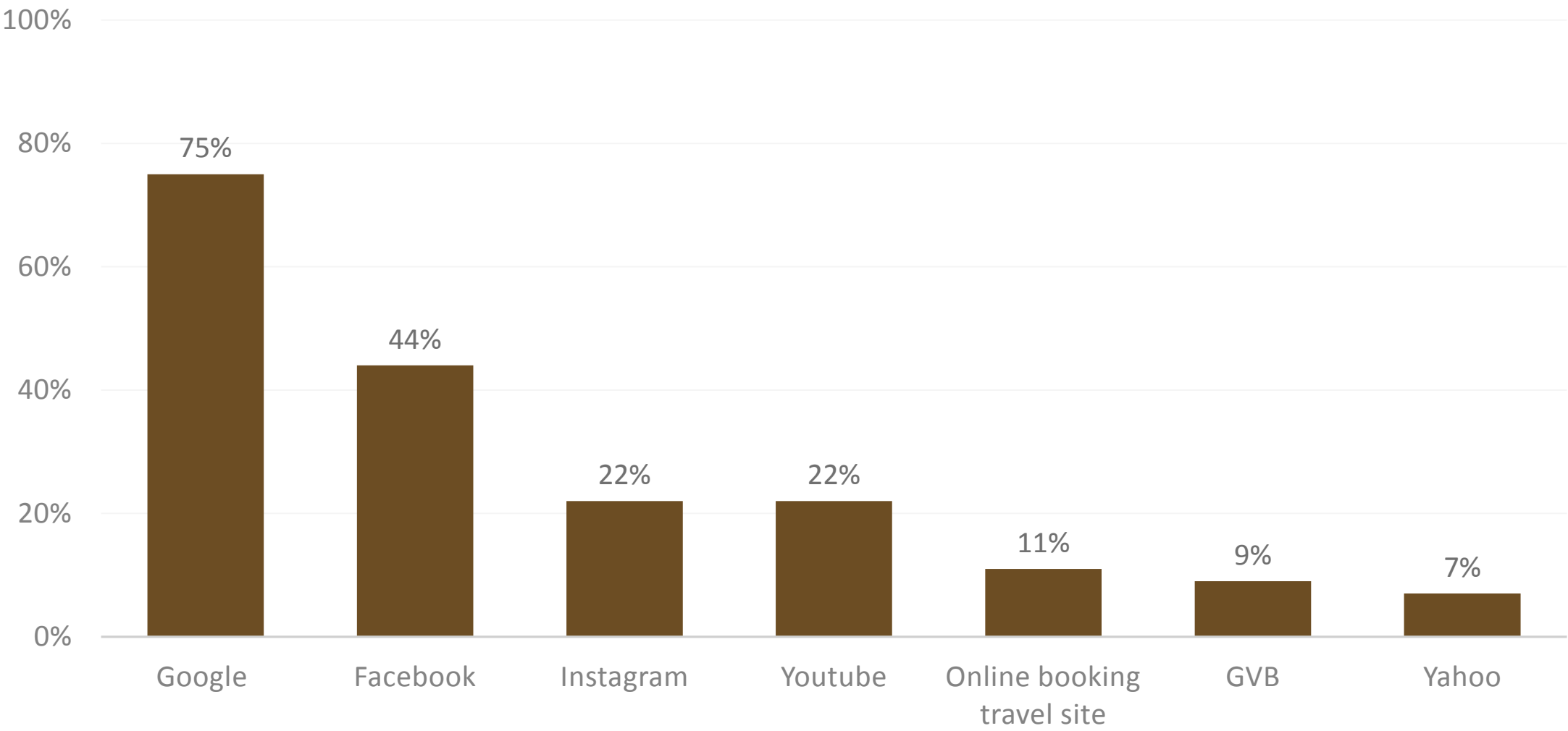
ONISLE SOURCES OF INFORMATION

GVB VISITOR SATISFACTION STUDY

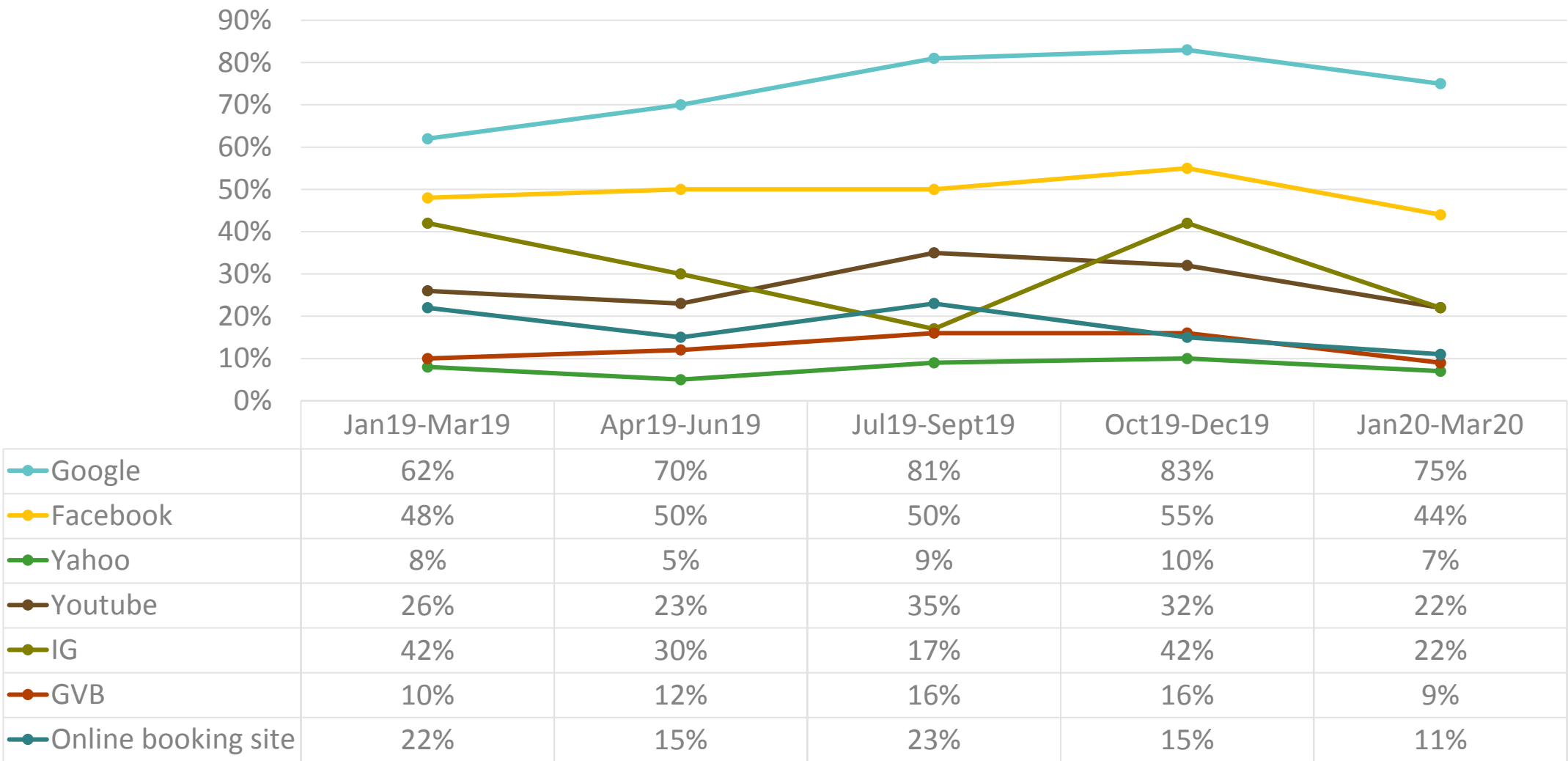**Q6 Please select the top three sources of information you used to find out about Guam while you were here**

		TOTAL	FAMILY	FIT	MICE	LEISURE
		-	-	-	-	-
Q6	Local people	60%	43%	60%	50%	55%
	Internet/ Mobile App	56%	54%	55%	67%	63%
	Hotel staff	43%	46%	42%	67%	41%
	Social Media	36%	36%	36%	50%	43%
	Taxi drivers	15%	29%	14%	17%	16%
	Other visitors	14%	11%	14%		14%
	Signs/ advertisement	11%	7%	12%		8%
	Restaurant staff (outside hotel)	9%	4%	9%	17%	8%
	Guam Visitors Bureau	7%	11%	8%		8%
	Retail staff	6%	11%	6%		6%
	Local publication	6%	4%	6%		6%
	Tour staff	4%	11%	3%		4%
	Visitors channel	2%		3%		4%
	Guide books I brought with me	1%		1%		2%
	Total	81	28	78	6	49

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

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

ONLINE SOURCES OF INFORMATION

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20
Google	62%	70%	81%	83%	75%
Facebook	48%	50%	50%	55%	44%
Yahoo	8%	5%	9%	10%	7%
Youtube	26%	23%	35%	32%	22%
IG	42%	30%	17%	42%	22%
GVB	10%	12%	16%	16%	9%
Online booking site	22%	15%	23%	15%	11%

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

SECTION 7
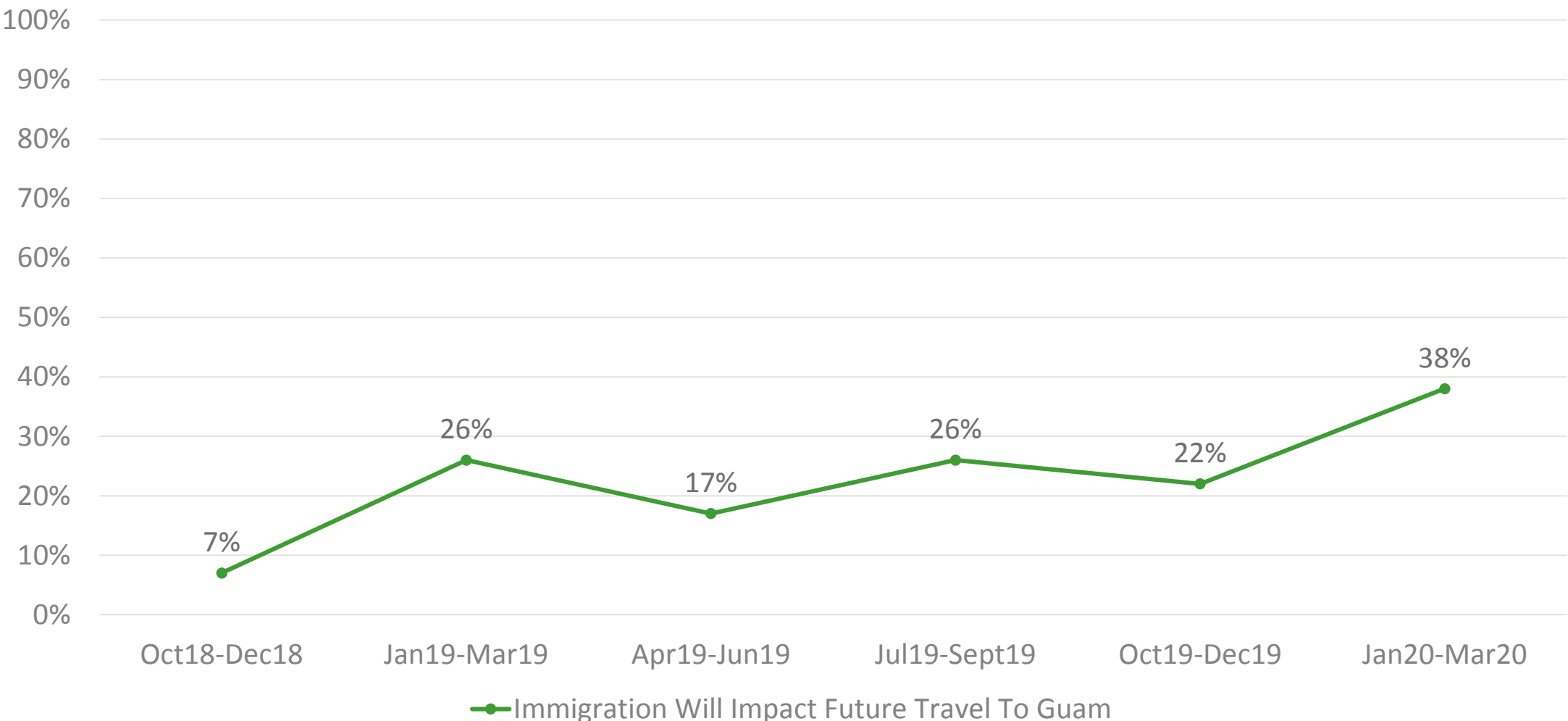
IMMIGRATION

AIRPORT – SECURITY/ IMMIGRATION ISSUES

Bar chart:
- Wait times: 42%
- Better signage: 39%
- Customer service: 35%
- Paperwork- better instructions: 13%

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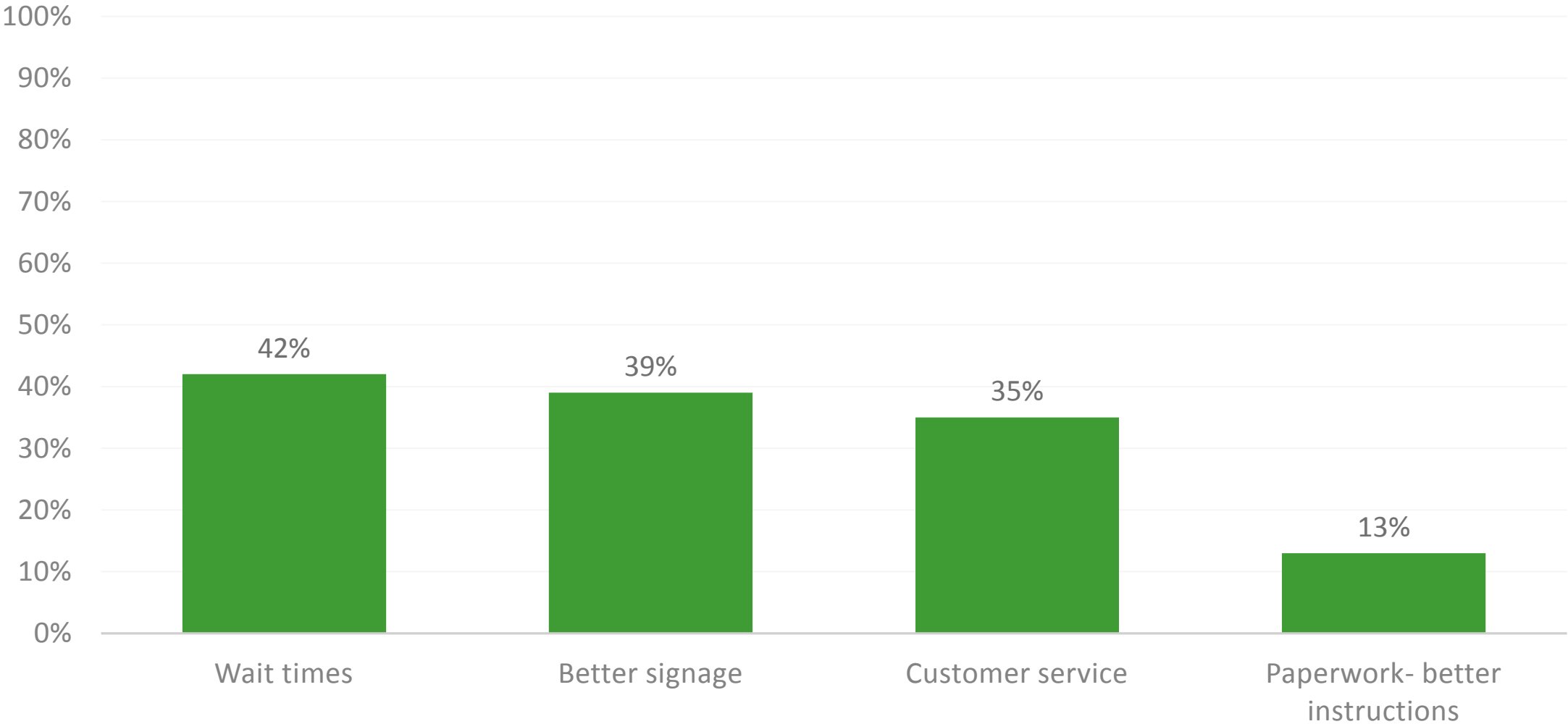
SECTION 8
ADVANCED STATS

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, Oct-Dec 2019 (1st Qtr. 2020), Jan-Mar 2020 (2nd Qtr. 2020)			
	1st Qtr 2020	**2nd Qtr. 2020**	1-2 Qtr 2020
Drivers:	rank	**rank**	rank
Entertainment	1		1
Shopping			
Dining			
Beaches			
Parks			
Roads			
Sightseeing Areas			
Being a safe and secure destination			
% of Overall Satisfaction Accounted For:	7.2%	**0.0%**	5.9%
NOTE: Only significant drivers are included.			

[A] GUAM VISITORS BUREAU GUAM

- **Overall satisfaction** with the Philippine visitor's experience on Guam is driven by no significant factors in the January – March 2020 Period.

DRIVERS – ONISLE EXPENDITURES

	Oct-Dec 2019	Jan-Mar 2020	Oct 2019 - Mar 2020
Comparison of Drivers of Per Person On Island Expenditures, Oct-Dec 2019 (1st Qtr. 2020), Jan-Mar 2020 (2nd Qtr. 2020)			
Drivers:	rank	**rank**	rank
Entertainment		**2**	2
Shopping			
Dining			
Beaches	1	**1**	1
Parks			3
Roads		**3**	
Sightseeing Areas			
Being a safe and secure destination			
% of Overall Satisfaction Accounted For:	16.8%	**20.6%**	8.8%
NOTE: Only significant drivers are included.			

DRIVERS – ONISLE EXPENDITURES

- **Per Person On Island Expenditure** of Philippine visitors on Guam is driven by three significant factors in the January – March 2020 Period. By rank order, they are:
    - **Beaches,**
    - **Entertainment, and**
    - **Roads.**
- With these factors the overall r^2 is .206, meaning that **20.6% of per person on island expenditure is accounted for by these factors.**