



# **GUAM VISITORS BUREAU**

## **Russia Visitor Tracker Exit Profile**

### **FY2015**

#### **1ST QTR. (OCT~DEC 2014)**



**Prepared by: QMark Research**

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# Background & Methodology

- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **150** departing Russian visitors were randomly interviewed and was coordinated with the Russian tour agents to be interviewed by QMark interviewers before departing the island.
- The margin of error for a sample of **150** is +/- 8.00 percentage points with a 95% confidence level. That is, if all Russian 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 +/- 8.00 percentage points.

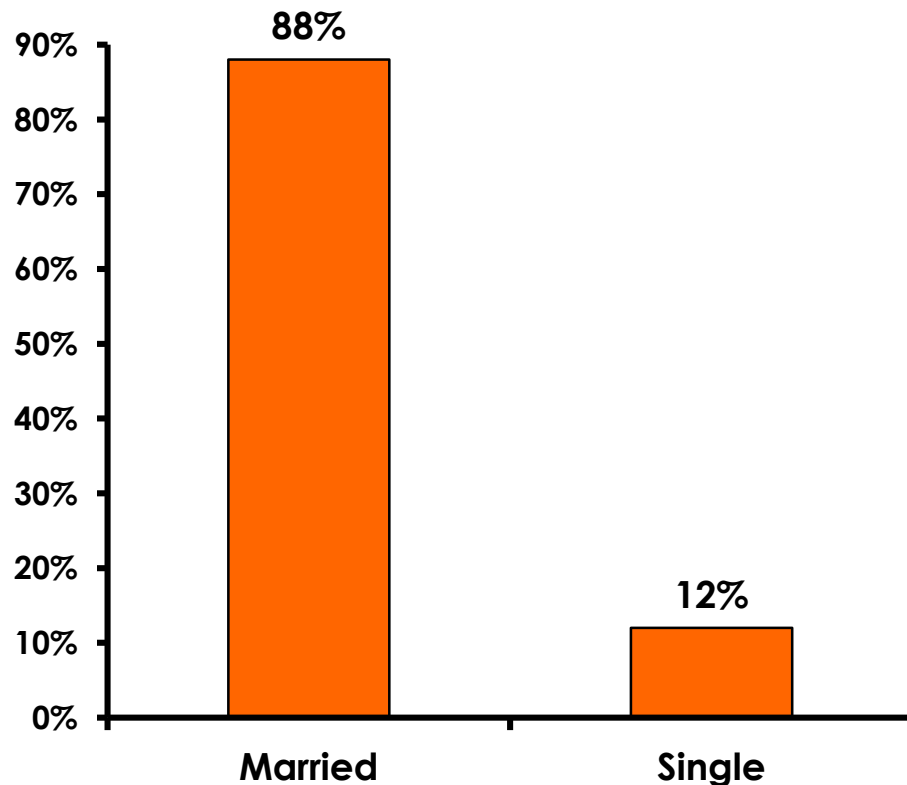
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# OBJECTIVES

- To monitor the effectiveness of the Russian seasonal campaigns in attracting Russian visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Russian marketing plan.
- Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.

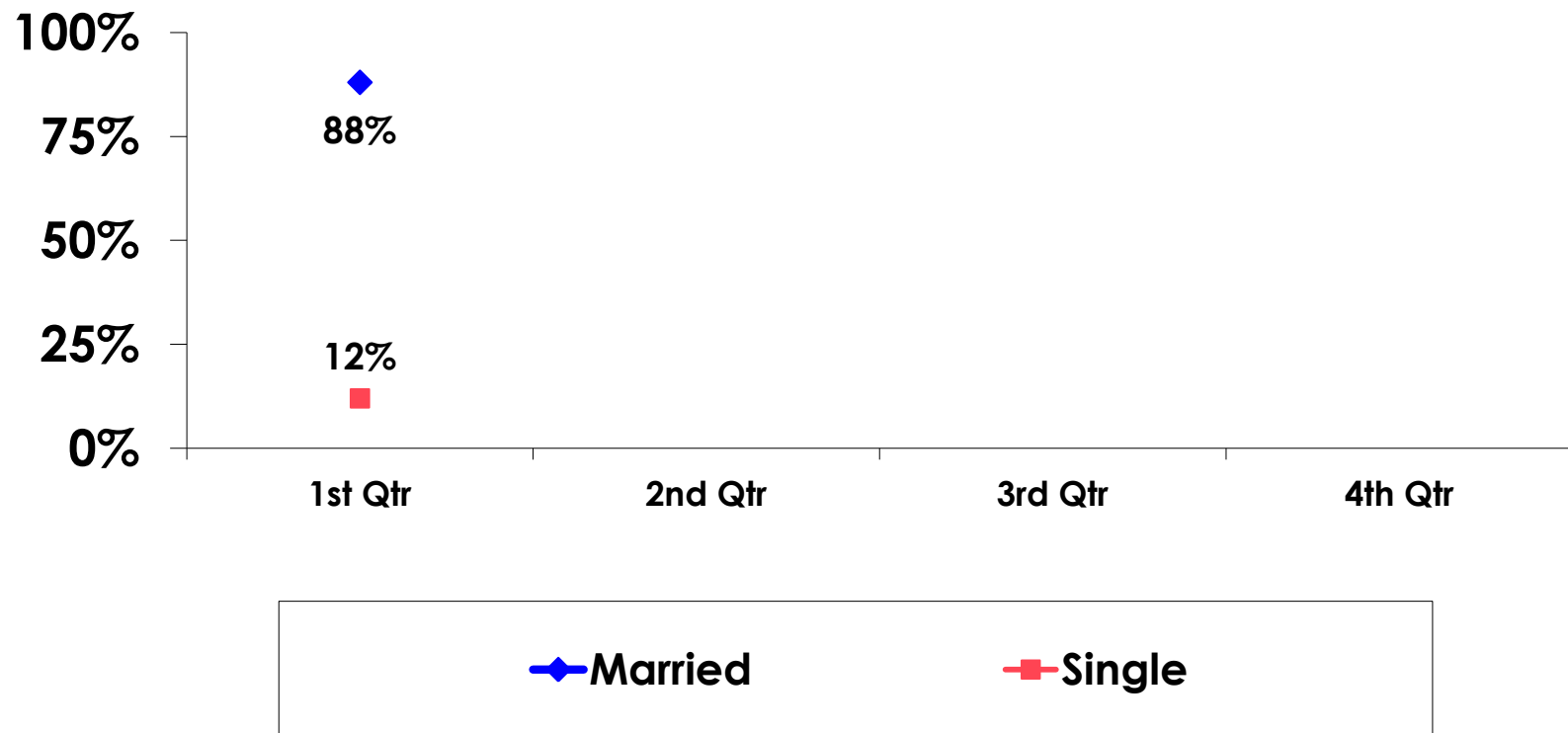
# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status - Overall

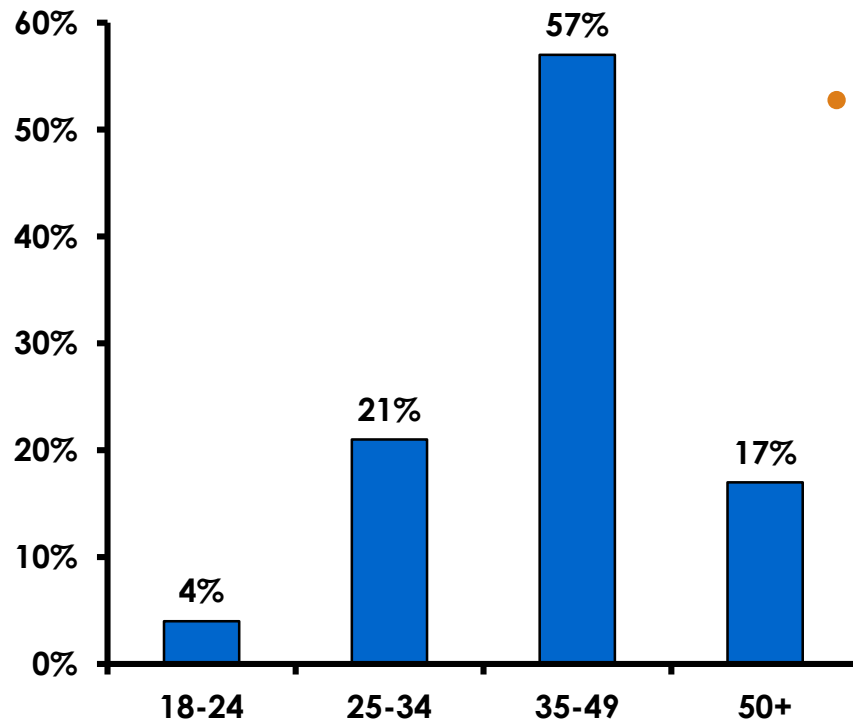


- Majority of Russian visitors are married.

# MARITAL STATUS

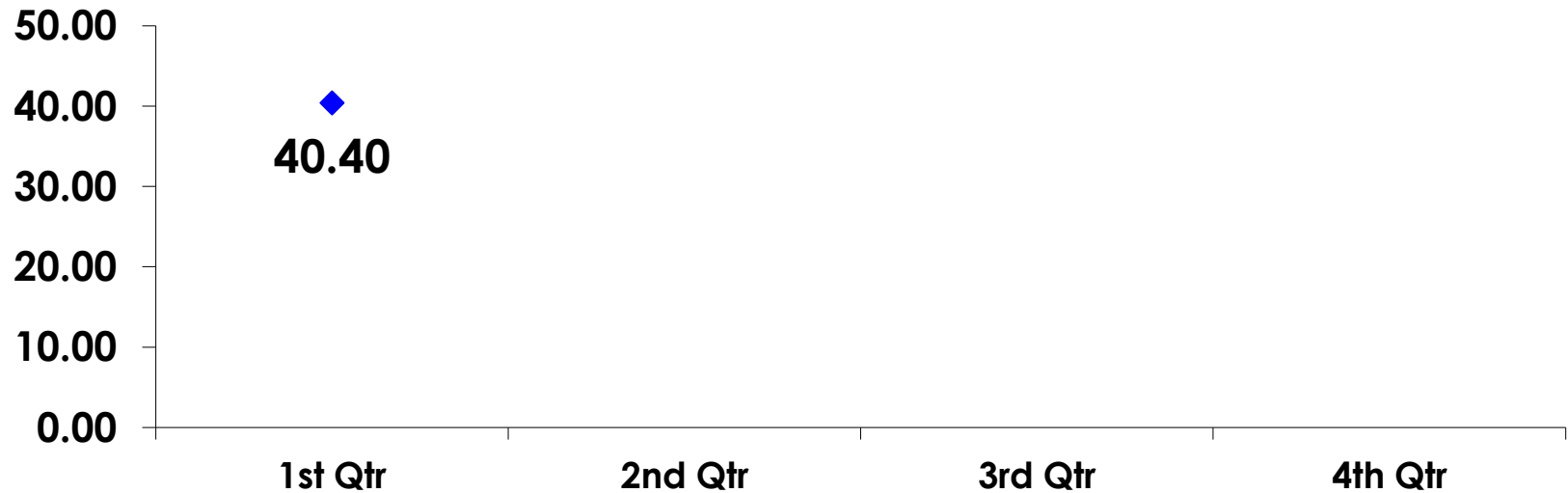


# Age - Overall



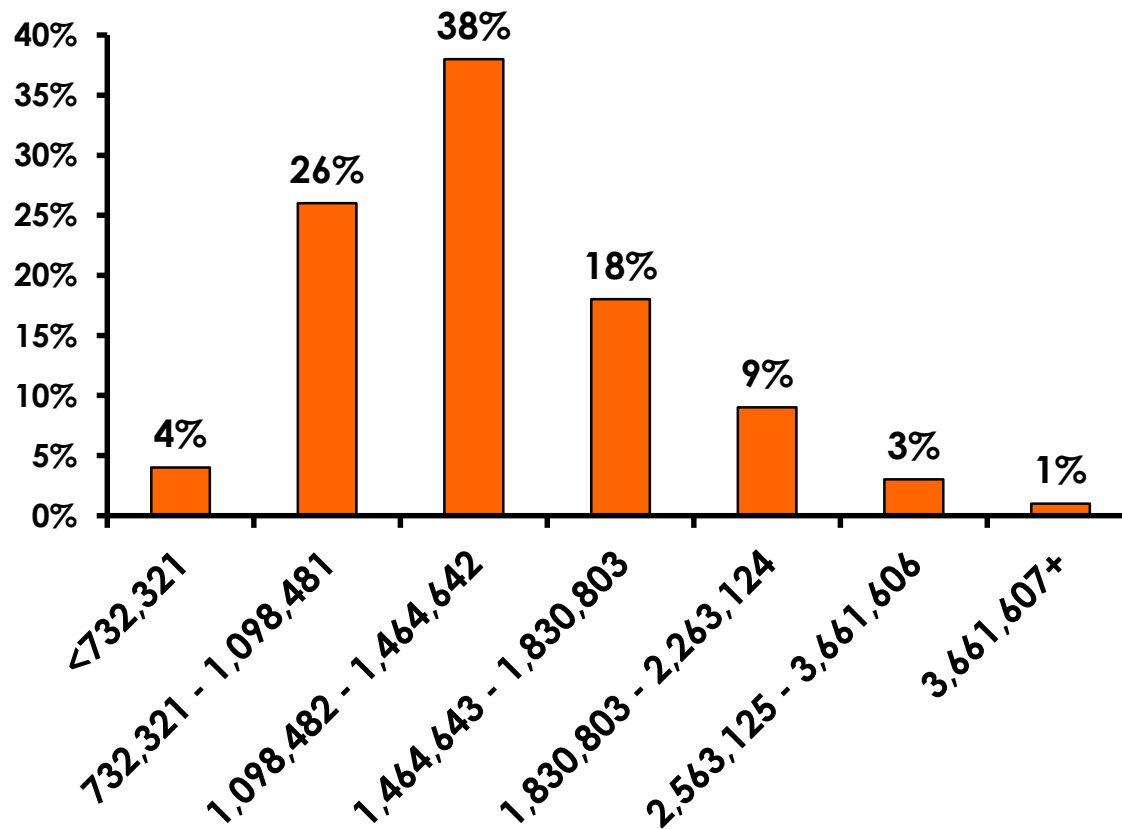
- The average age of the respondents is 40.40 years of age.

# AVERAGE - AGE



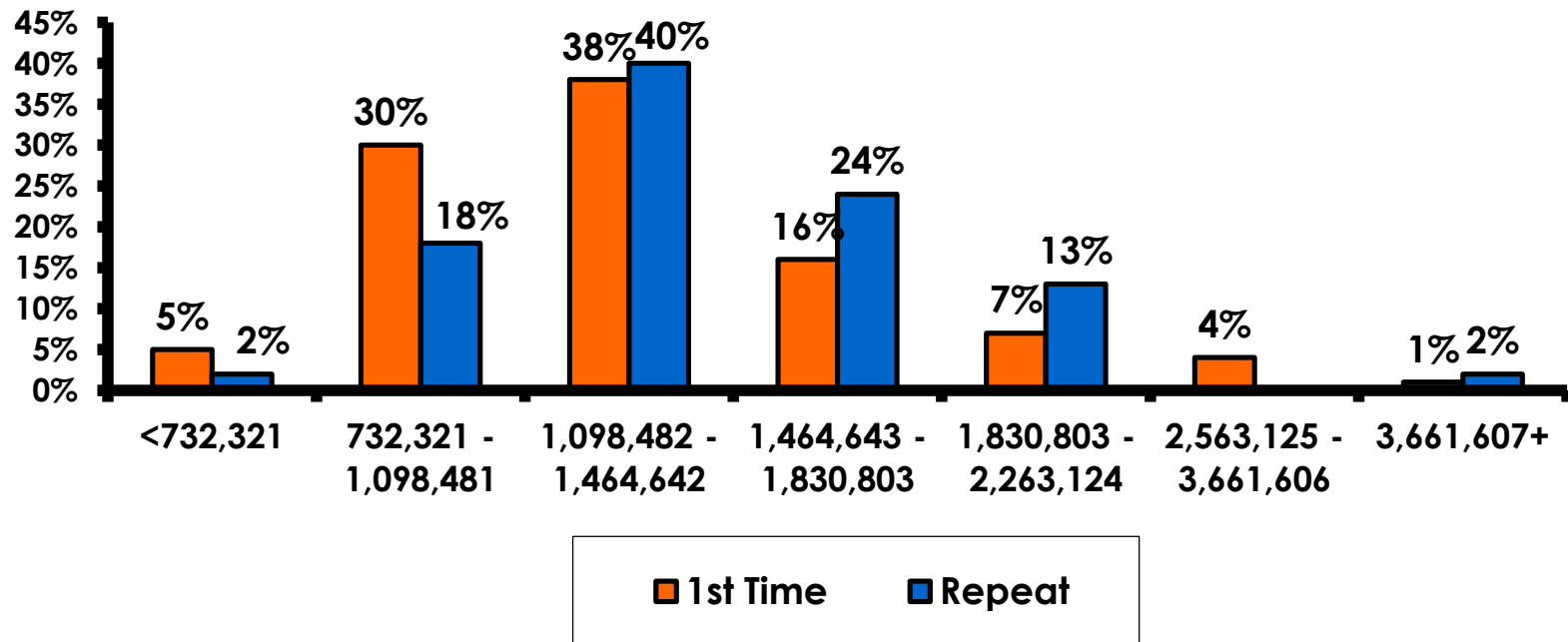


# Personal Income



- Ruble  
52.80=\$1

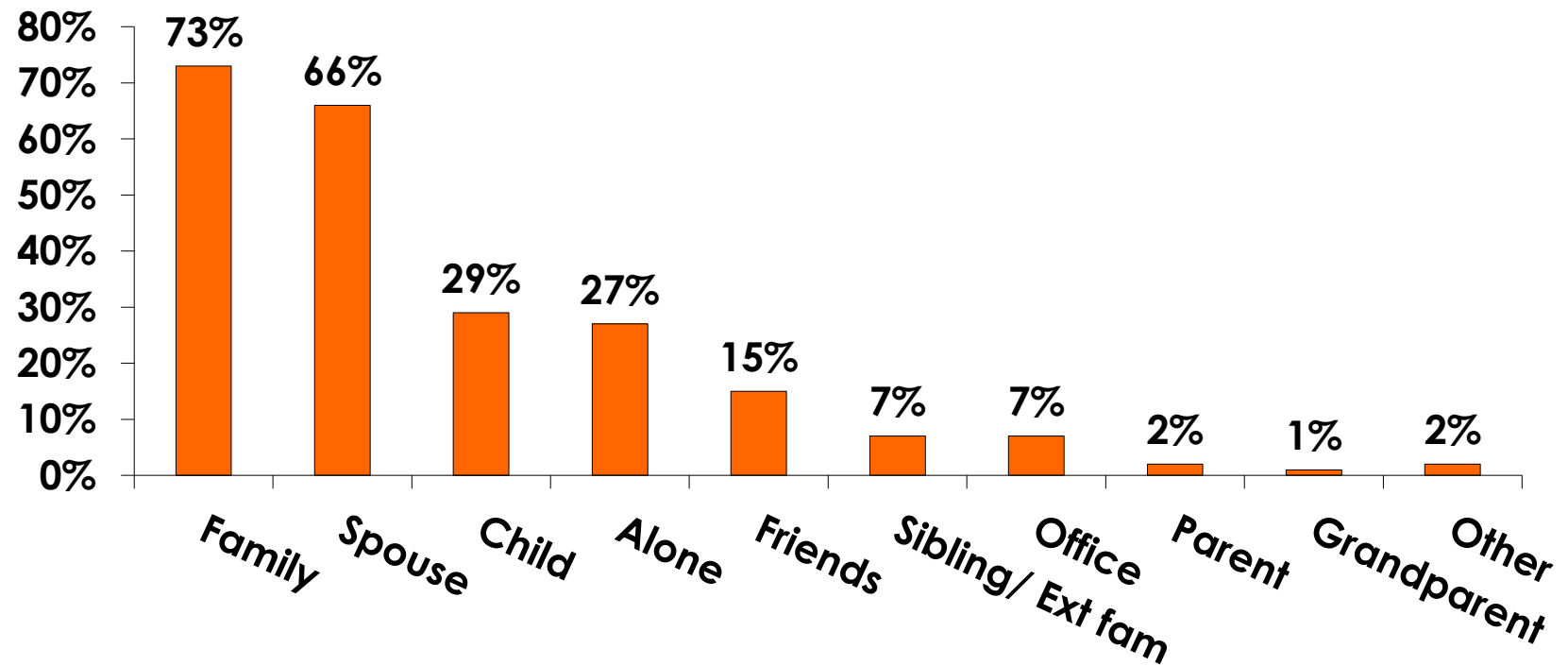
# Personal Income – 1st time vs. repeat



# Personal Income by Gender & Age

|     |                     |            | TOTAL | GENDER |        | AGE   |       |       |     |
|-----|---------------------|------------|-------|--------|--------|-------|-------|-------|-----|
|     |                     |            | -     | Male   | Female | 18-24 | 25-34 | 35-49 | 50+ |
| Q27 | <732,321            | Count      | 6     | 1      | 5      | 1     | 4     |       | 1   |
|     |                     | Column N % | 4%    | 1%     | 7%     | 20%   | 13%   |       | 4%  |
|     | 732,321-1,098,481   | Count      | 38    | 18     | 20     | 2     | 8     | 21    | 6   |
|     |                     | Column N % | 26%   | 24%    | 28%    | 40%   | 27%   | 26%   | 25% |
|     | 1,098,482-1,464,642 | Count      | 56    | 28     | 28     | 1     | 8     | 37    | 7   |
|     |                     | Column N % | 38%   | 38%    | 39%    | 20%   | 27%   | 45%   | 29% |
|     | 1,464,643-1,830,803 | Count      | 27    | 14     | 12     | 1     | 6     | 14    | 6   |
|     |                     | Column N % | 18%   | 19%    | 17%    | 20%   | 20%   | 17%   | 25% |
|     | 1,830,803-2,263,124 | Count      | 13    | 7      | 6      |       | 3     | 6     | 3   |
|     |                     | Column N % | 9%    | 9%     | 8%     |       | 10%   | 7%    | 13% |
|     | 2,563,125-3,661,606 | Count      | 4     | 4      |        |       |       | 3     | 1   |
|     |                     | Column N % | 3%    | 5%     |        |       |       | 4%    | 4%  |
|     | 3,661,607+          | Count      | 2     | 2      |        |       | 1     | 1     |     |
|     |                     | Column N % | 1%    | 3%     |        |       | 3%    | 1%    |     |
|     | Total               | Count      | 146   | 74     | 71     | 5     | 30    | 82    | 24  |

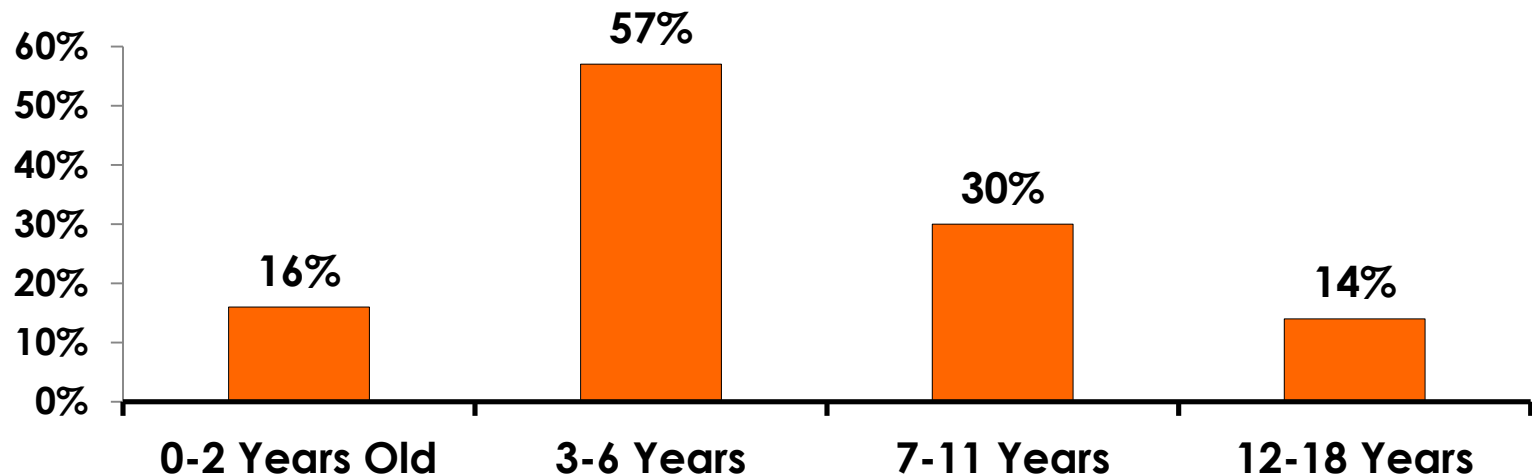
# Travel Companions



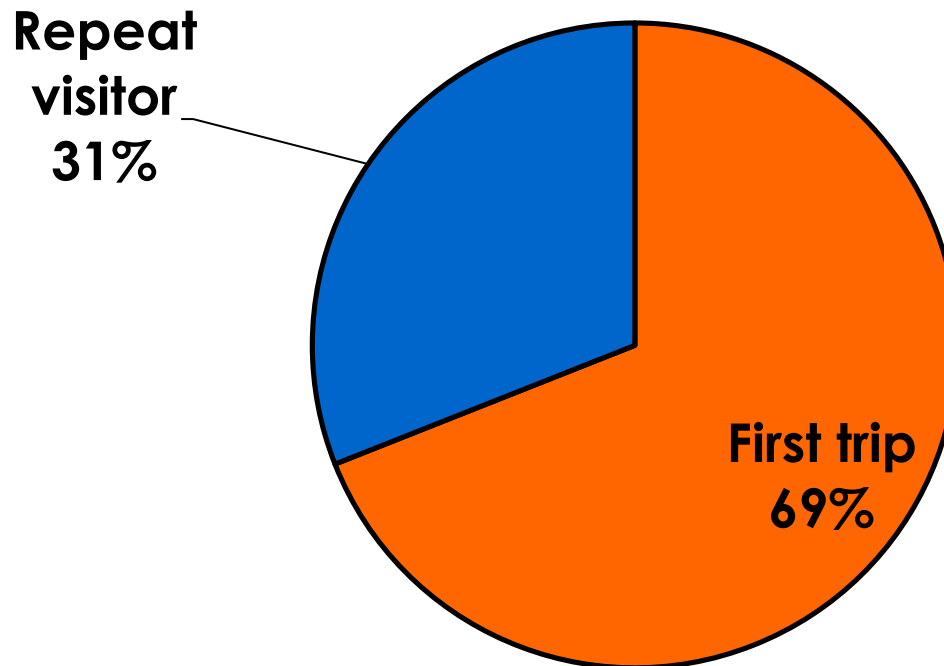
# Number of Children Travel Party

N=44 total respondents traveling with children.

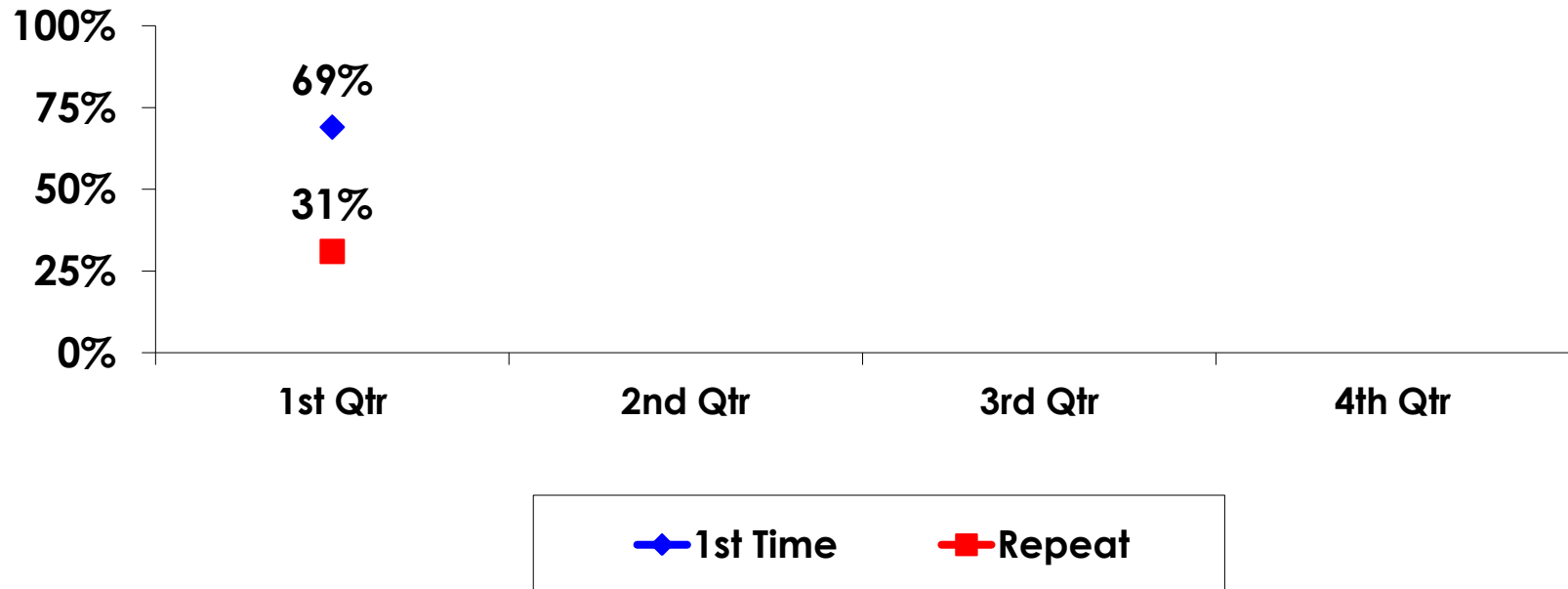
(Of those N=44 respondents, there is a total of 54 children 18 years or younger)



# Prior Trips to Guam



# PRIOR TRIPS TO GUAM



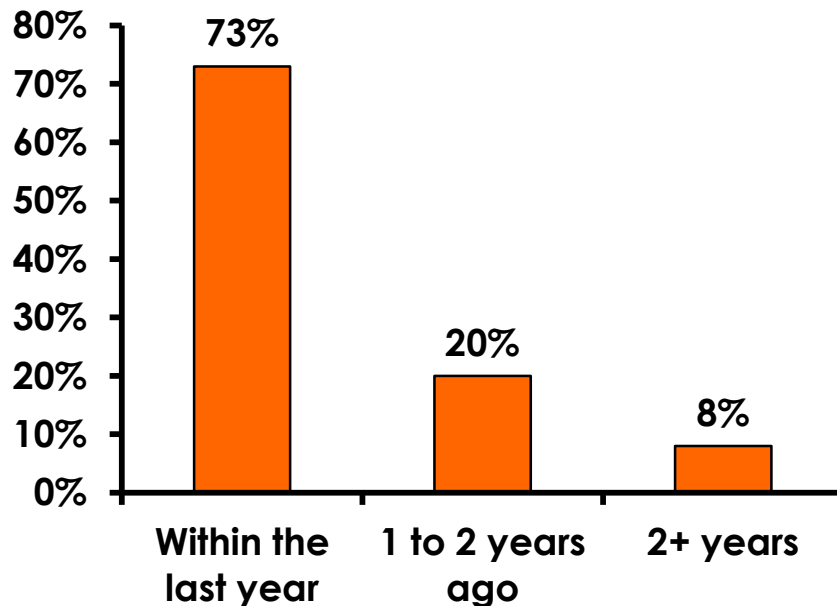
# Trips to Guam by Age & Gender

|        |        |            | TOTAL | TRIPS TO GUAM |        |    |
|--------|--------|------------|-------|---------------|--------|----|
|        |        |            | -     | 1st           | Repeat |    |
| GENDER | Male   | Count      | 76    | 47            | 29     |    |
|        |        | Column N % | 51%   | 46%           | 63%    |    |
|        | Female | Count      | 73    | 56            | 17     |    |
|        |        | Column N % | 49%   | 54%           | 37%    |    |
|        | Total  | Count      | 149   | 103           | 46     |    |
| AGE    | 18-24  | Count      | 6     | 5             | 1      |    |
|        |        | Column N % | 4%    | 5%            | 2%     |    |
|        | 25-34  | Count      | 31    | 23            | 8      |    |
|        |        | Column N % | 21%   | 23%           | 18%    |    |
|        | 35-49  | Count      | 83    | 57            | 26     |    |
|        |        | Column N % | 57%   | 57%           | 58%    |    |
|        | 50+    | Count      | 25    | 15            | 10     |    |
|        |        | Column N % | 17%   | 15%           | 22%    |    |
|        |        | Total      | Count | 145           | 100    | 45 |



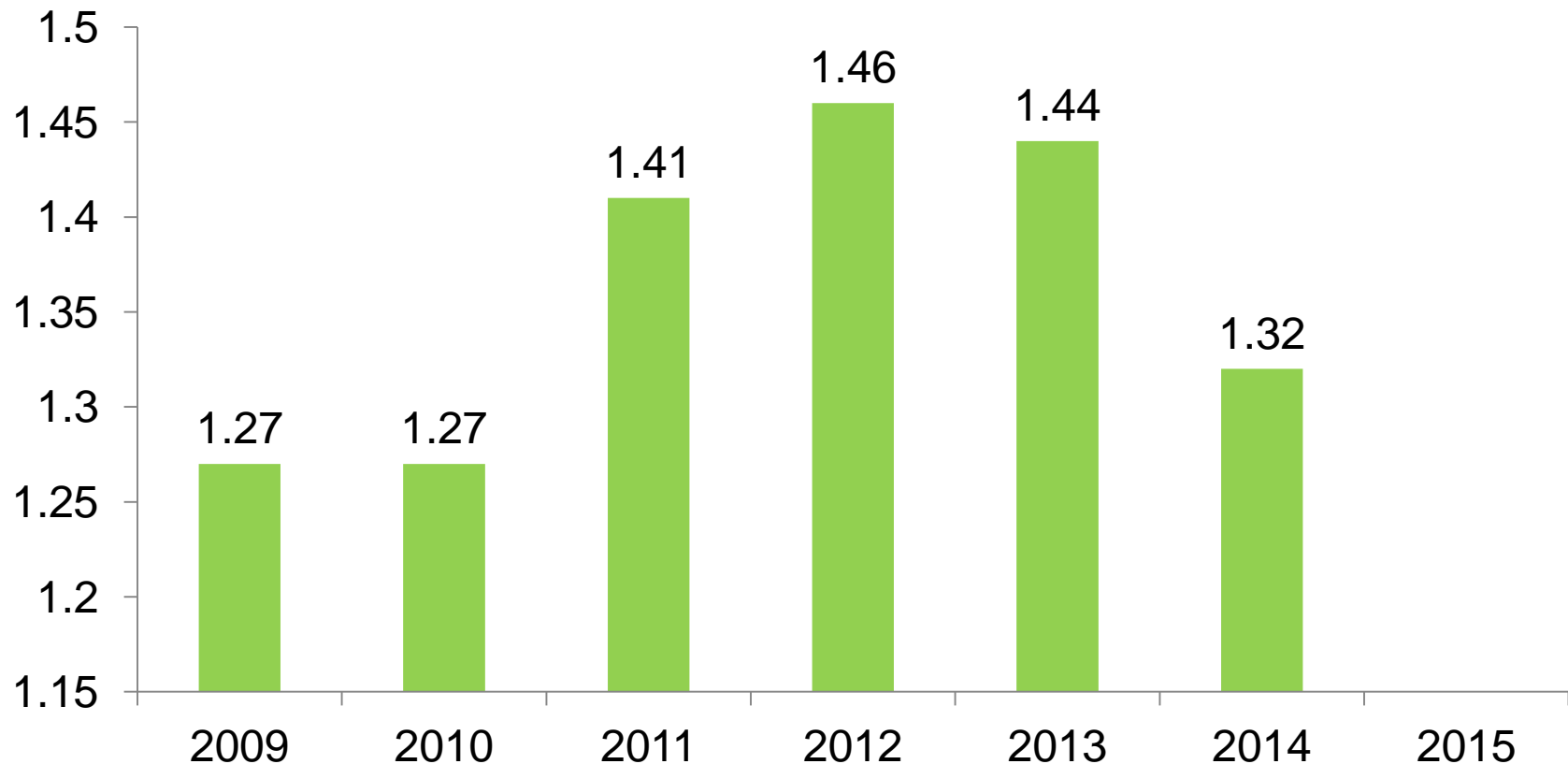
# Repeat Visitors Last Trip

n = 40



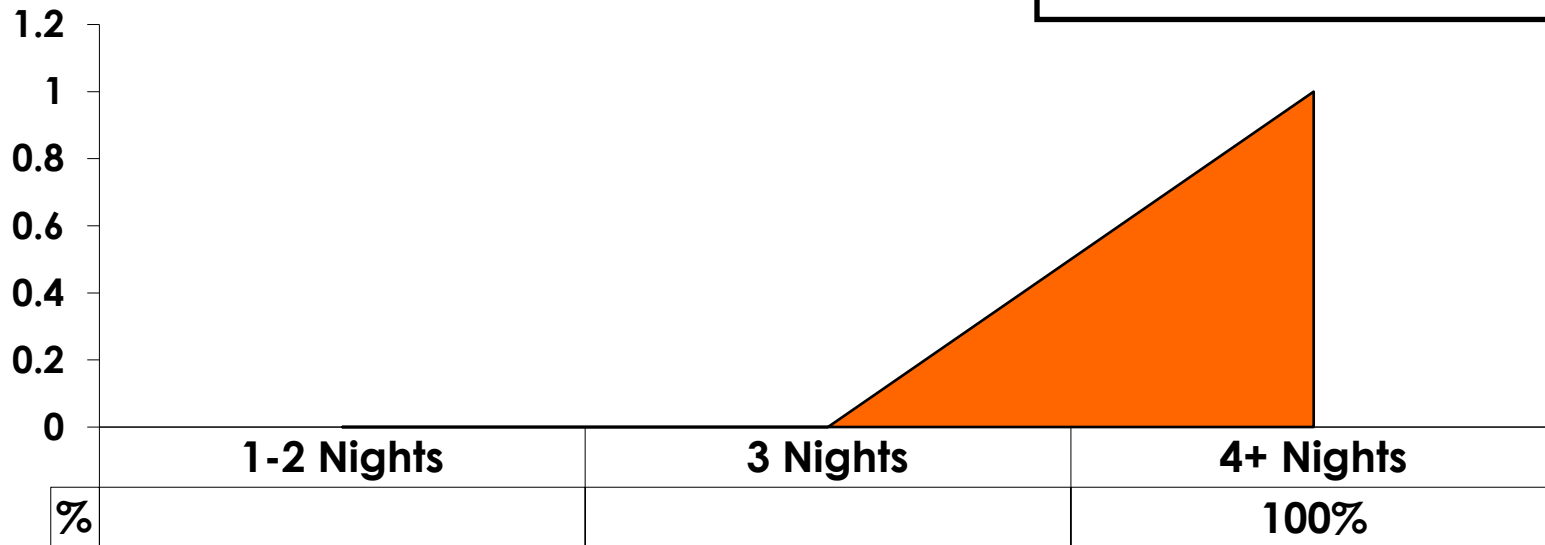
- The average repeat visitor has been to Guam 1.74 times.
- A majority of the repeat visitors have been to Guam within the last year.

# Average Number Overnight Trips (2009-2015) (2 nights or more)

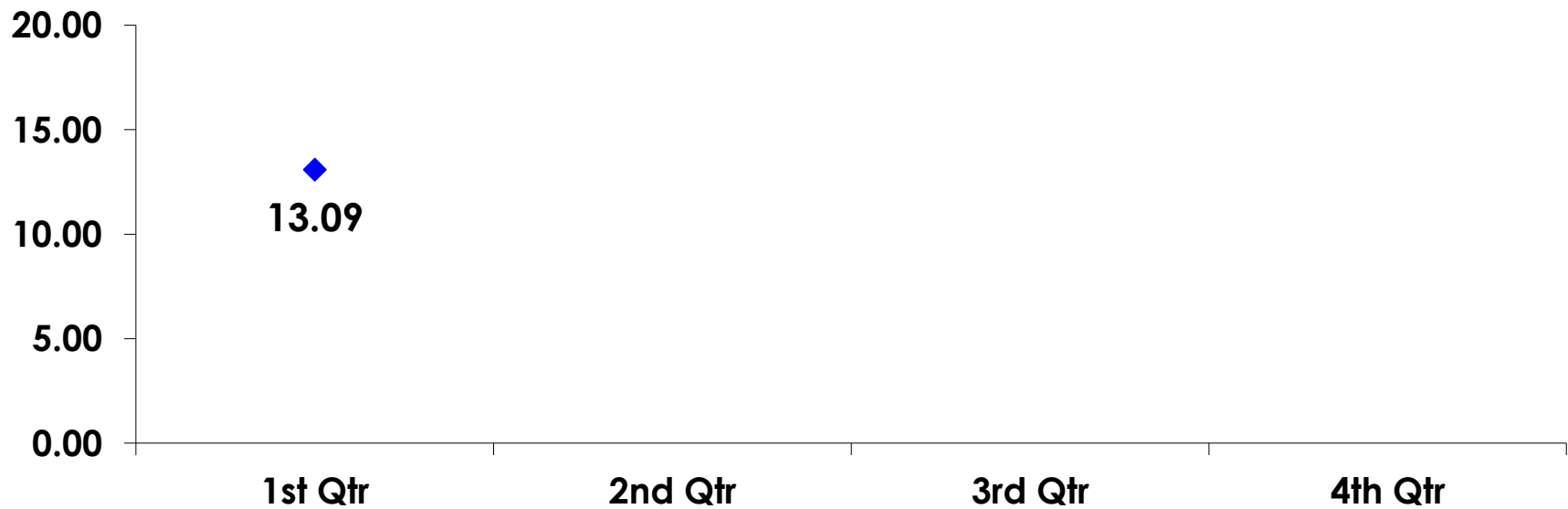


# Length of Stay

Mean = 13.09 Days  
Median = 13.0 Days



# AVG LENGTH OF STAY

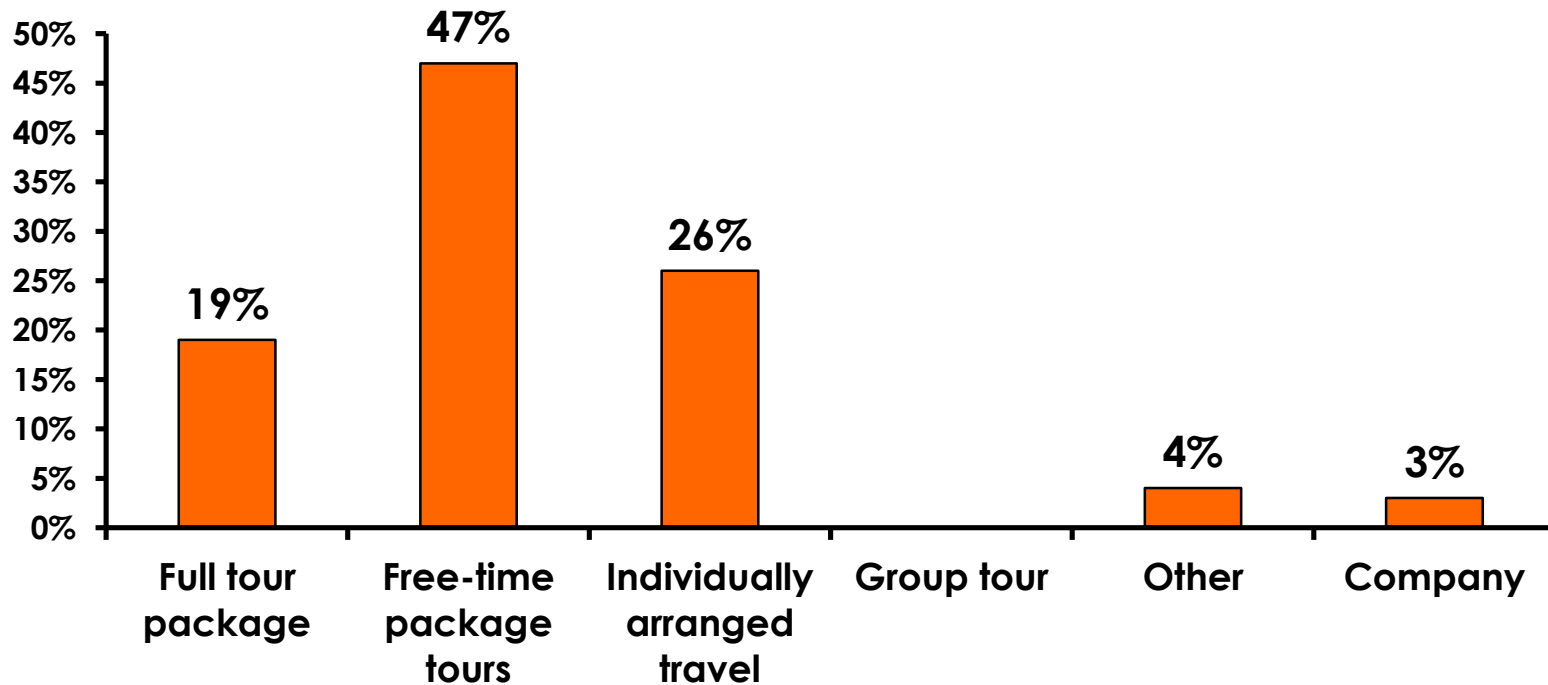


# Occupation by Income

|     |                          | TOTAL | Q27      |                   |                     |                     |                     |                     |            |           |
|-----|--------------------------|-------|----------|-------------------|---------------------|---------------------|---------------------|---------------------|------------|-----------|
|     |                          | -     | <732,321 | 732,321-1,098,481 | 1,098,482-1,464,642 | 1,464,643-1,830,803 | 1,830,803-2,263,124 | 2,263,125-3,661,606 | 3,661,607+ | No Income |
| Q26 | Self-employed            | 29%   |          | 5%                | 30%                 | 44%                 | 54%                 | 25%                 | 100%       |           |
|     | Professional/ Specialist | 17%   | 17%      | 34%               | 16%                 | 7%                  |                     |                     |            |           |
|     | Company: Office/ Non-Mgr | 11%   | 67%      | 16%               | 11%                 |                     |                     |                     |            |           |
|     | Company: Manager         | 9%    |          | 5%                | 14%                 | 4%                  | 8%                  | 25%                 |            |           |
|     | Homemaker                | 7%    |          | 3%                | 7%                  | 11%                 | 15%                 |                     |            |           |
|     | Govt: Office/ Non-Mgr    | 7%    |          | 13%               | 5%                  | 7%                  |                     |                     |            |           |
|     | Company: Exec            | 5%    |          |                   | 2%                  | 11%                 | 15%                 | 50%                 |            |           |
|     | Retired                  | 5%    | 17%      | 8%                | 2%                  | 4%                  |                     |                     |            |           |
|     | Company: Engineer        | 3%    |          | 5%                | 5%                  |                     |                     |                     |            |           |
|     | Other                    | 3%    |          |                   | 5%                  | 4%                  |                     |                     |            |           |
|     | Company: Salesperson     | 2%    |          | 8%                |                     |                     |                     |                     |            |           |
|     | Govt: Executive          | 1%    |          |                   |                     | 4%                  | 8%                  |                     |            |           |
|     | Student                  | 1%    |          |                   |                     | 4%                  |                     |                     |            |           |
|     | Freelancer               | 1%    |          |                   | 2%                  |                     |                     |                     |            |           |
|     | Teacher                  | 1%    |          | 3%                |                     |                     |                     |                     |            |           |
|     | Total                    | Count | 150      | 6                 | 38                  | 56                  | 27                  | 13                  | 4          | 2         |

# SECTION 2 **TRAVEL PLANNING**

# Travel Planning - Overall



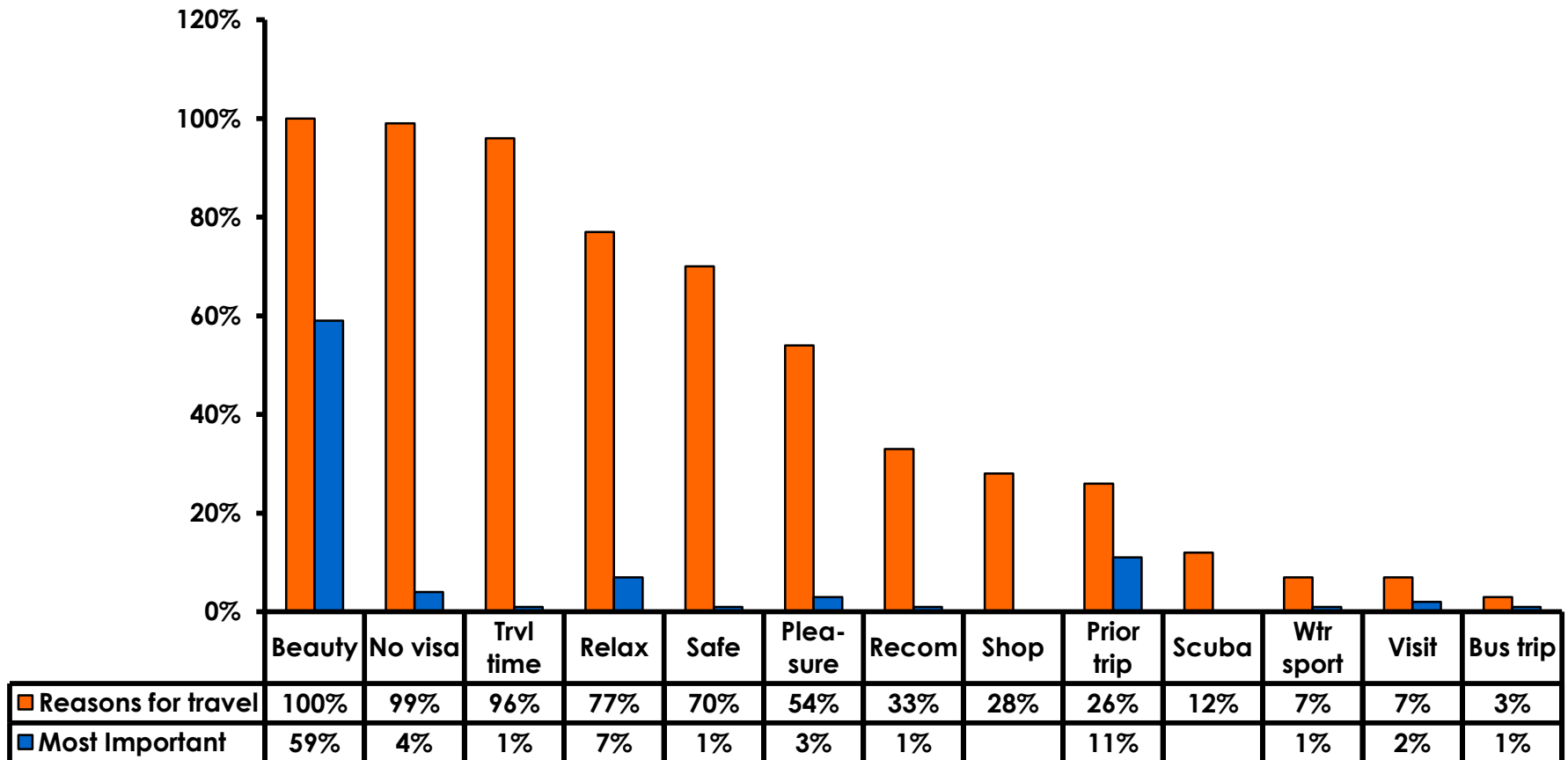
# Accommodation by Income

Average length of stay: 13.09 days

|                             | TOTAL | Q27 |          |                   |                     |                     |                     |                     |            |           |
|-----------------------------|-------|-----|----------|-------------------|---------------------|---------------------|---------------------|---------------------|------------|-----------|
|                             |       | -   | <732,321 | 732,321-1,098,481 | 1,098,482-1,464,642 | 1,464,643-1,830,803 | 1,830,803-2,263,124 | 2,263,125-3,661,606 | 3,661,607+ | No Income |
| Q9                          |       |     |          |                   |                     |                     |                     |                     |            |           |
| Fiesta Resort Guam          | 27%   | 33% | 53%      | 21%               | 7%                  | 15%                 |                     |                     |            |           |
| PIC Club                    | 11%   |     | 3%       | 23%               | 7%                  | 8%                  |                     |                     |            |           |
| Bayview Hotel               | 9%    | 17% | 13%      | 9%                | 11%                 |                     |                     |                     |            |           |
| Lotte Hotel Guam            | 9%    | 17% | 8%       | 11%               | 11%                 | 8%                  |                     |                     |            |           |
| Westin Resort Guam          | 9%    |     |          | 7%                | 19%                 | 8%                  | 25%                 | 50%                 |            |           |
| Hyatt Regency Guam          | 9%    |     | 5%       | 2%                | 7%                  | 46%                 | 25%                 |                     |            |           |
| Condo                       | 5%    |     | 3%       | 5%                | 7%                  |                     | 25%                 | 50%                 |            |           |
| Tumon Bay Capital Hotel     | 5%    |     | 3%       | 7%                | 4%                  | 8%                  |                     |                     |            |           |
| Home stay/ friend/ relative | 3%    | 33% | 3%       | 2%                | 4%                  |                     |                     |                     |            |           |
| Holiday Resort Guam         | 3%    |     |          | 5%                | 7%                  |                     |                     |                     |            |           |
| Outrigger Guam Resort       | 3%    |     | 3%       | 2%                | 4%                  | 8%                  |                     |                     |            |           |
| Hilton Guam Resort          | 1%    |     |          | 2%                |                     |                     | 25%                 |                     |            |           |
| Onward Beach Resort         | 1%    |     | 5%       |                   |                     |                     |                     |                     |            |           |
| Hotel Nikko Guam            | 1%    |     |          |                   | 7%                  |                     |                     |                     |            |           |
| Guam Reef & Olive Spa       | 1%    |     | 3%       | 2%                |                     |                     |                     |                     |            |           |
| Apartment                   | 1%    |     |          | 2%                |                     |                     |                     |                     |            |           |
| Pacific Star Resort & Spa   | 1%    |     |          |                   | 4%                  |                     |                     |                     |            |           |
| Total                       | Count | 150 | 6        | 38                | 56                  | 27                  | 13                  | 4                   | 2          |           |



# Travel Motivation - Top Responses



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# Most Important Reason for Choosing Guam

- Guam's natural beauty/ beaches,
- Positive prior experience,
- Relaxation

are the primary reasons for visiting during this period.

# Motivation by Age & Gender

|     |                                 | TOTAL | AGE   |       |       |      | GENDER |        |    |
|-----|---------------------------------|-------|-------|-------|-------|------|--------|--------|----|
|     |                                 | -     | 18-24 | 25-34 | 35-49 | 50+  | Male   | Female |    |
| Q5A | Natural beauty                  | 100%  | 100%  | 100%  | 100%  | 100% | 100%   | 100%   |    |
|     | No Visa required                | 99%   | 100%  | 97%   | 100%  | 100% | 100%   | 100%   |    |
|     | Short travel time               | 96%   | 83%   | 100%  | 94%   | 100% | 97%    | 95%    |    |
|     | Relax                           | 77%   | 67%   | 81%   | 77%   | 80%  | 78%    | 77%    |    |
|     | Safe                            | 70%   | 83%   | 74%   | 69%   | 72%  | 74%    | 66%    |    |
|     | Pleasure                        | 54%   | 33%   | 42%   | 63%   | 52%  | 59%    | 48%    |    |
|     | Recomm- friend/family/trvl agnt | 33%   | 50%   | 35%   | 29%   | 44%  | 33%    | 34%    |    |
|     | Shopping                        | 28%   | 33%   | 29%   | 29%   | 28%  | 22%    | 33%    |    |
|     | Previous trip                   | 26%   | 17%   | 26%   | 24%   | 32%  | 33%    | 18%    |    |
|     | Other                           | 15%   | 33%   | 23%   | 12%   | 12%  | 12%    | 19%    |    |
|     | Scuba                           | 12%   |       | 13%   | 10%   | 16%  | 16%    | 8%     |    |
|     | Water sports                    | 7%    | 17%   | 3%    | 7%    |      | 7%     | 7%     |    |
|     | Visit friends/ Relatives        | 7%    | 33%   | 6%    | 5%    | 8%   | 5%     | 8%     |    |
|     | Company/ Business Trip          | 3%    |       | 6%    | 4%    |      | 1%     | 5%     |    |
|     | Company Sponsored               | 3%    |       | 3%    | 4%    |      | 1%     | 4%     |    |
|     | Price                           | 3%    |       | 3%    | 2%    | 4%   |        | 5%     |    |
|     | Organized sports                | 2%    |       | 3%    | 1%    | 4%   | 4%     |        |    |
|     | Married/ Attn wedding           | 1%    |       |       | 1%    |      |        | 3%     |    |
|     | Convention/ Trade/ Conference   | 1%    |       |       | 1%    |      |        | 1%     |    |
|     | Total                           | Count | 150   | 6     | 31    | 83   | 25     | 76     | 73 |

# Motivation by Income

|     |                                 | TOTAL | Q27      |                   |                     |                     |                     |                     |            |           |
|-----|---------------------------------|-------|----------|-------------------|---------------------|---------------------|---------------------|---------------------|------------|-----------|
|     |                                 | -     | <732,321 | 732,321-1,098,481 | 1,098,482-1,464,642 | 1,464,643-1,830,803 | 1,830,803-2,263,124 | 2,563,125-3,661,606 | 3,661,607+ | No Income |
| Q5A | Natural beauty                  | 100%  | 100%     | 100%              | 100%                | 100%                | 100%                | 100%                | 100%       | 100%      |
|     | No Visa required                | 99%   | 100%     | 100%              | 100%                | 96%                 | 100%                | 100%                | 100%       | 100%      |
|     | Short travel time               | 96%   | 100%     | 100%              | 95%                 | 89%                 | 100%                | 100%                | 100%       | 100%      |
|     | Relax                           | 77%   | 83%      | 74%               | 80%                 | 85%                 | 54%                 | 75%                 | 100%       | 100%      |
|     | Safe                            | 70%   | 83%      | 79%               | 64%                 | 59%                 | 77%                 | 100%                | 100%       | 100%      |
|     | Pleasure                        | 54%   | 50%      | 50%               | 52%                 | 48%                 | 77%                 | 75%                 | 100%       | 100%      |
|     | Recomm- friend/family/trvl agnt | 33%   | 50%      | 34%               | 38%                 | 22%                 | 31%                 | 50%                 | 50%        | 50%       |
|     | Shopping                        | 28%   | 67%      | 42%               | 25%                 | 19%                 | 15%                 | 25%                 |            |           |
|     | Previous trip                   | 26%   | 17%      | 21%               | 25%                 | 33%                 | 38%                 |                     | 50%        |           |
|     | Other                           | 15%   | 17%      | 3%                | 20%                 | 19%                 | 23%                 |                     | 50%        |           |
|     | Scuba                           | 12%   | 17%      | 8%                | 16%                 | 15%                 | 8%                  |                     |            |           |
|     | Water sports                    | 7%    | 17%      | 5%                | 9%                  | 7%                  |                     |                     |            |           |
|     | Visit friends/ Relatives        | 7%    | 33%      | 3%                | 4%                  | 7%                  | 8%                  | 25%                 |            |           |
|     | Company/ Business Trip          | 3%    |          | 5%                | 5%                  |                     |                     |                     |            |           |
|     | Company Sponsored               | 3%    |          | 3%                | 5%                  |                     |                     |                     |            |           |
|     | Price                           | 3%    | 17%      |                   | 4%                  | 4%                  |                     |                     |            |           |
|     | Organized sports                | 2%    |          | 3%                | 2%                  |                     |                     |                     |            |           |
|     | Married/ Attn wedding           | 1%    |          | 3%                | 2%                  |                     |                     |                     |            |           |
|     | Convention/ Trade/ Conference   | 1%    |          |                   | 2%                  |                     |                     |                     |            |           |
|     | Total Count                     | 150   | 6        | 38                | 56                  | 27                  | 13                  | 4                   | 2          |           |

# SECTION 3 **EXPENDITURES**

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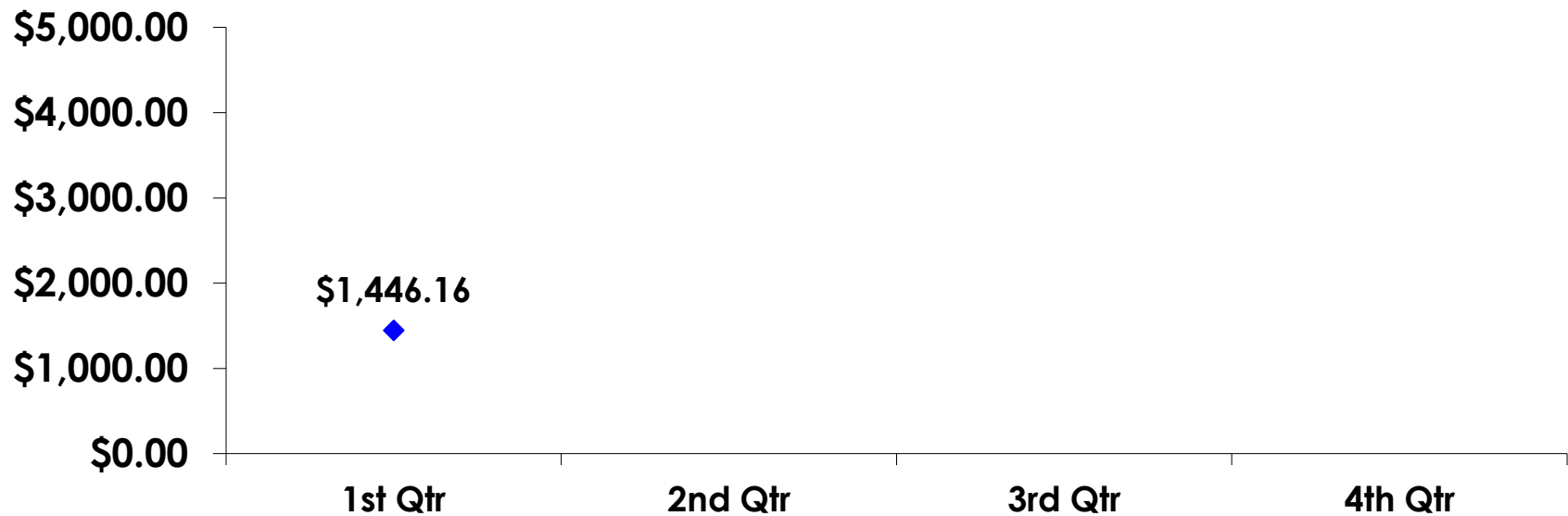
# Prepaid Expenditures

Ruble 52.80 /US\$1

- \$3,006.06 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$11,364 = maximum (highest amount recorded for the entire sample)
- \$1,446.16 = overall mean average per person prepaid expenditures

# PREPAID EXPENDITURES

## Per Person



YTD=\$1,446.16

# Breakdown of Prepaid Expenditures

## Rub 52.80=\$1

**(Filter: Only those who responded/  
Per Travel Party)**

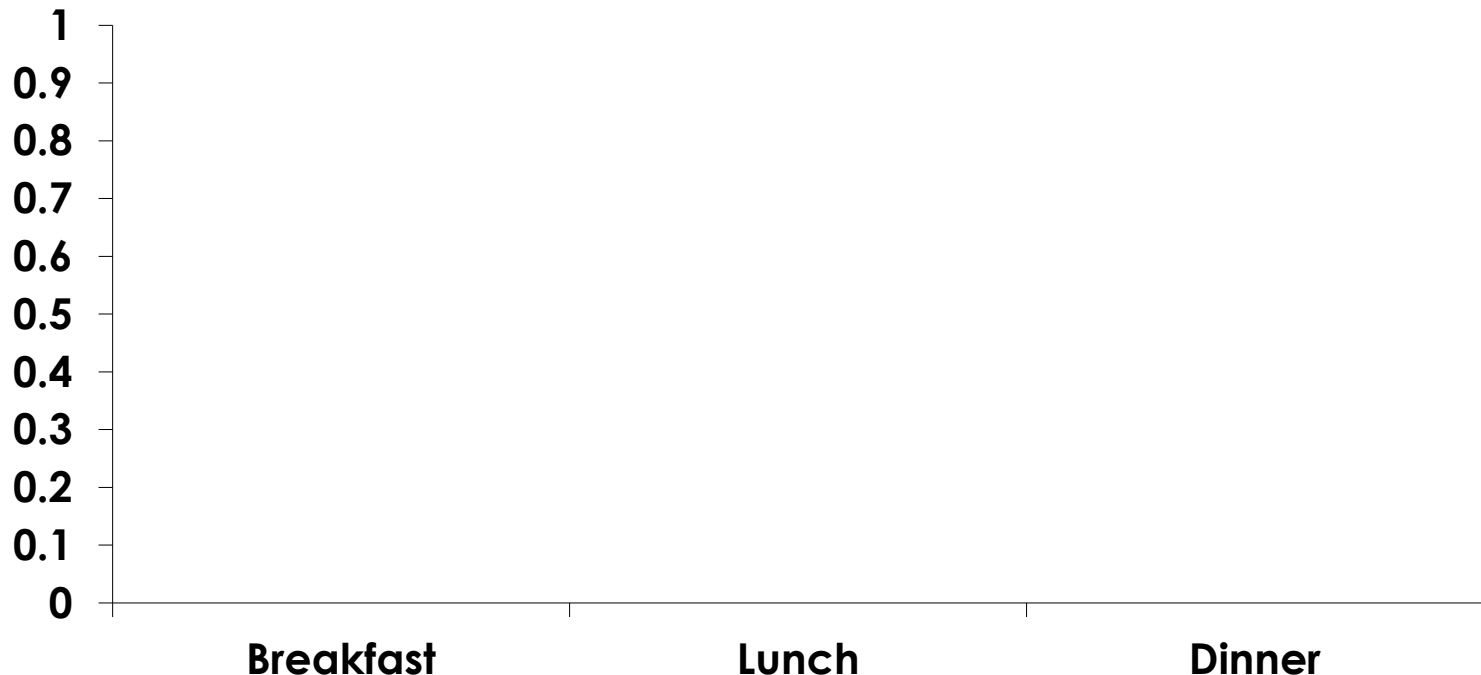
|   | <b>MEAN \$</b>    |
|---|-------------------|
| Air & Accommodation package only          | \$3,119.34        |
| Air & Accommodation w/ daily meal package | \$4,813.95        |
| Air only                                  | \$1,263.53        |
| Accommodation only                        | \$3,503.79        |
| Accommodation w/ daily meal only          | \$-               |
| Food & Beverages in Hotel                 | \$-               |
| Ground transportation – Russia            | \$-               |
| Ground transportation – Guam              | \$-               |
| Optional tours/ activities                | \$-               |
| Other expenses                            | \$-               |
| <b>Total Prepaid</b>                      | <b>\$3,006.06</b> |



# PREPAID MEAL BREAKDOWN

**Air/ Accommodations with Daily Meal Pkg.**

**n= x (none responded)**

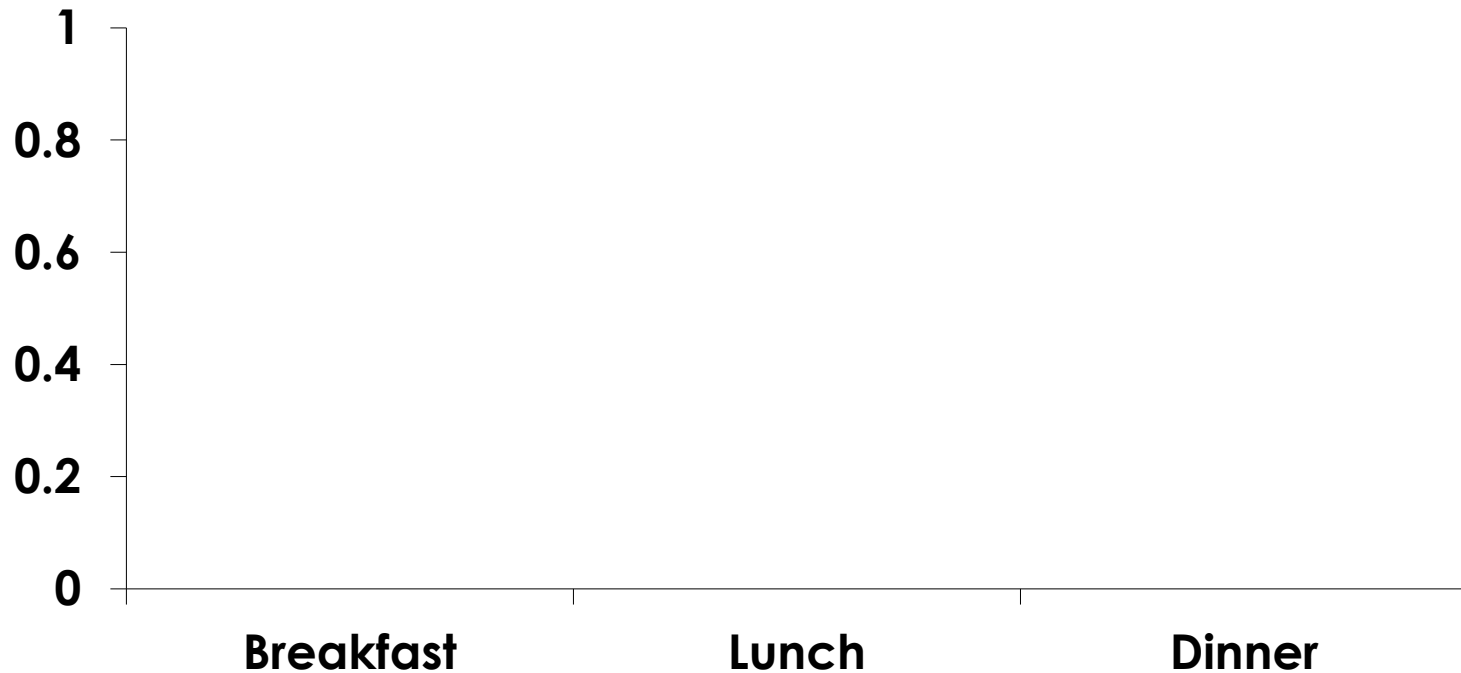


**Mean=\$4,813.95 per travel party**

# PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

n=x



Mean=\$xxx.xx per travel party

# PREPAID GROUND TRANSPORTATION

**n=x**



**Mean=\$xxx per travel party**

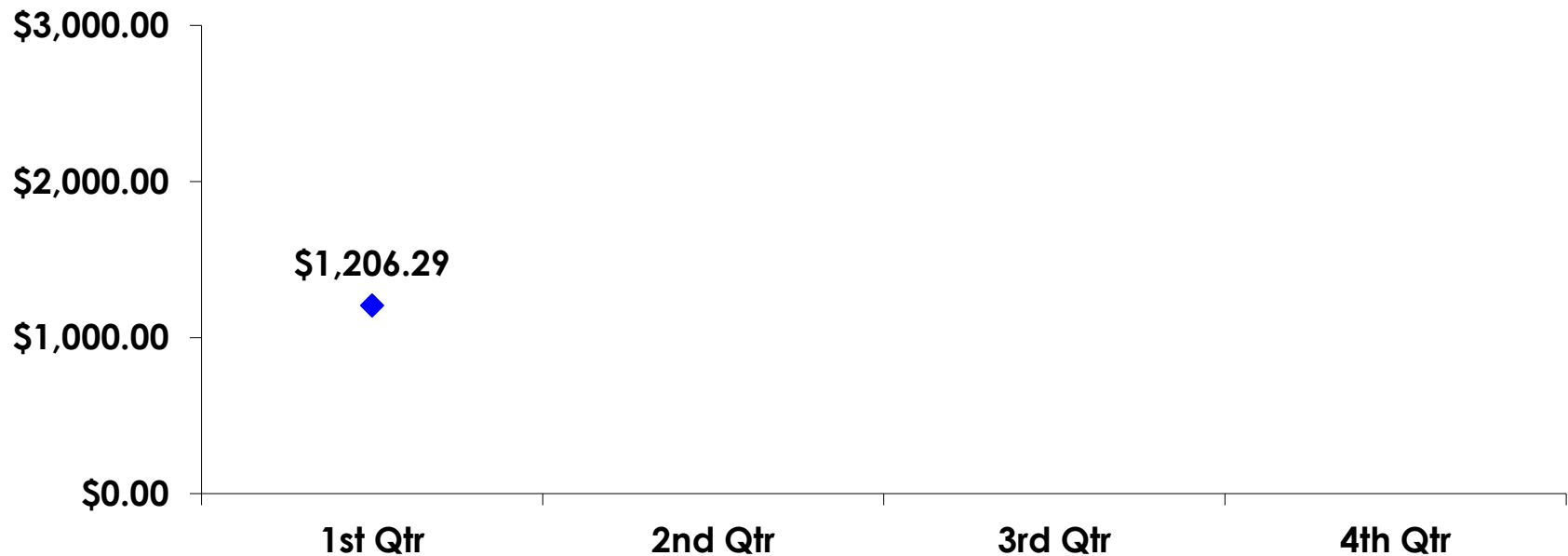
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# On-Island Expenditures

- \$2,091.87 = overall mean average on-island expense (for entire travel party size) by respondent
- \$700 = Minimum (lowest amount recorded for the entire sample)
- \$9,150 = Maximum (highest amount recorded for the entire sample)
- \$1,206.29 = overall mean average per person on-island expenditure

# ON-ISLAND EXPENDITURES

## Per Person



YTD = \$1,206.29

# Total On-Island Expenditure by Gender & Age

|        |         | TOTAL      | GENDER     |            | GENDER     |          |            |            |            |            |            |            |
|--------|---------|------------|------------|------------|------------|----------|------------|------------|------------|------------|------------|------------|
|        |         | -          | Male       | Female     | Male       |          |            |            | Female     |            |            |            |
|        |         |            |            |            | AGE        |          |            |            | AGE        |            |            |            |
|        |         |            |            |            | 18-24      | 25-34    | 35-49      | 50+        | 18-24      | 25-34      | 35-49      | 50+        |
| ONISLE | Mean    | \$1,206.29 | \$1,001.71 | \$1,395.73 | \$1,038.33 | \$927.58 | \$1,018.87 | \$1,026.04 | \$1,131.67 | \$1,253.68 | \$1,520.28 | \$1,204.63 |
|        | Median  | \$1,000    | \$805      | \$1,200    | \$1,130    | \$667    | \$822      | \$838      | \$1,300    | \$1,250    | \$1,200    | \$1,100    |
|        | Minimum | \$333      | \$333      | \$333      | \$800      | \$435    | \$333      | \$560      | \$695      | \$333      | \$417      | \$400      |
|        | Maximum | \$4,500    | \$3,960    | \$4,500    | \$1,185    | \$2,160  | \$3,960    | \$2,430    | \$1,400    | \$2,705    | \$4,500    | \$3,275    |

# On-Island Expenditure Categories by Gender & Age

|              |        | TOTAL      | GENDER     |            | AGE        |            |            |            |
|--------------|--------|------------|------------|------------|------------|------------|------------|------------|
|              |        | -          | Male       | Female     | 18-24      | 25-34      | 35-49      | 50+        |
| F&B HOTEL    | Mean   | \$213.53   | \$293.22   | \$133.49   | \$60.00    | \$170.16   | \$141.14   | \$523.20   |
|              | Median | \$150      | \$200      | \$125      | \$25       | \$150      | \$150      | \$200      |
| F&B FF/STORE | Mean   | \$75.13    | \$75.07    | \$74.86    | \$72.50    | \$60.00    | \$88.55    | \$56.20    |
|              | Median | \$60       | \$55       | \$90       | \$68       | \$60       | \$70       | \$50       |
| F&B RESTRNT  | Mean   | \$329.83   | \$333.55   | \$328.42   | \$241.67   | \$313.55   | \$349.82   | \$296.00   |
|              | Median | \$300      | \$300      | \$300      | \$225      | \$250      | \$310      | \$280      |
| OPT TOUR     | Mean   | \$267.20   | \$252.50   | \$282.05   | \$230.00   | \$267.74   | \$270.60   | \$231.60   |
|              | Median | \$250      | \$250      | \$270      | \$225      | \$250      | \$250      | \$250      |
| GIFT- SELF   | Mean   | \$569.60   | \$494.34   | \$614.66   | \$266.67   | \$629.68   | \$573.73   | \$588.00   |
|              | Median | \$400      | \$300      | \$400      | \$275      | \$400      | \$400      | \$300      |
| GIFT- OTHER  | Mean   | \$431.37   | \$362.89   | \$481.16   | \$283.33   | \$455.81   | \$461.02   | \$364.40   |
|              | Median | \$300      | \$250      | \$300      | \$275      | \$350      | \$300      | \$250      |
| TRANS        | Mean   | \$174.83   | \$203.36   | \$144.79   | \$96.67    | \$167.10   | \$186.51   | \$164.80   |
|              | Median | \$150      | \$213      | \$100      | \$60       | \$180      | \$180      | \$150      |
| OTHER        | Mean   | \$84.47    | \$79.54    | \$89.38    | \$83.33    | \$84.19    | \$85.18    | \$80.40    |
|              | Median | \$55       | \$80       | \$50       | \$50       | \$65       | \$50       | \$90       |
| TOTAL        | Mean   | \$2,091.87 | \$1,990.33 | \$2,146.10 | \$1,334.17 | \$2,132.10 | \$2,160.18 | \$1,988.00 |
|              | Median | \$1,745    | \$1,745    | \$1,740    | \$1,345    | \$1,750    | \$1,940    | \$1,600    |

# On-Island Expenditures

## First Timers & Repeaters

|              |        | TOTAL      | TRIPS TO GUAM |            |
|--------------|--------|------------|---------------|------------|
|              |        | -          | 1st           | Repeat     |
| F&B HOTEL    | Mean   | \$213.53   | \$239.85      | \$155.85   |
|              | Median | \$150      | \$150         | \$150      |
| F&B FF/STORE | Mean   | \$75.13    | \$75.92       | \$73.40    |
|              | Median | \$60       | \$60          | \$70       |
| F&B RESTRNT  | Mean   | \$329.83   | \$334.13      | \$320.43   |
|              | Median | \$300      | \$300         | \$300      |
| OPT TOUR     | Mean   | \$267.20   | \$283.30      | \$231.91   |
|              | Median | \$250      | \$260         | \$200      |
| GIFT- SELF   | Mean   | \$569.60   | \$567.38      | \$574.47   |
|              | Median | \$400      | \$350         | \$400      |
| GIFT- OTHER  | Mean   | \$431.37   | \$403.45      | \$492.55   |
|              | Median | \$300      | \$300         | \$300      |
| TRANS        | Mean   | \$174.83   | \$166.21      | \$193.72   |
|              | Median | \$150      | \$150         | \$150      |
| OTHER        | Mean   | \$84.47    | \$86.41       | \$80.21    |
|              | Median | \$55       | \$50          | \$80       |
| TOTAL        | Mean   | \$2,091.87 | \$2,078.01    | \$2,122.23 |
|              | Median | \$1,745    | \$1,750       | \$1,600    |



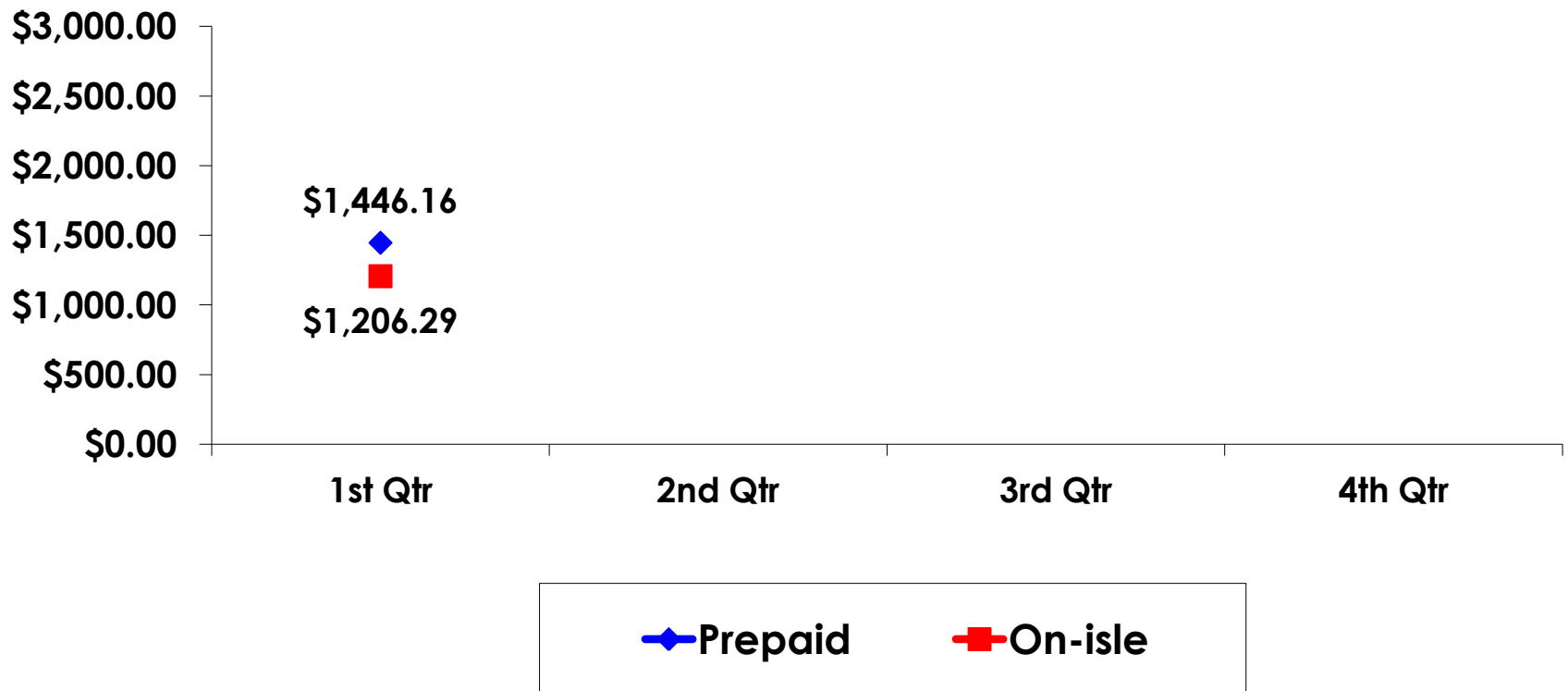
# ON-ISLE EXPENDITURES – Per Day

Travel Party YTD = \$171.01      Per Person YTD = \$102.12



# PREPAID/ ON-ISLE EXPENDITURES – Per Person

Prepaid YTD = \$1,446.16    On-Isle YTD = \$1,206.29

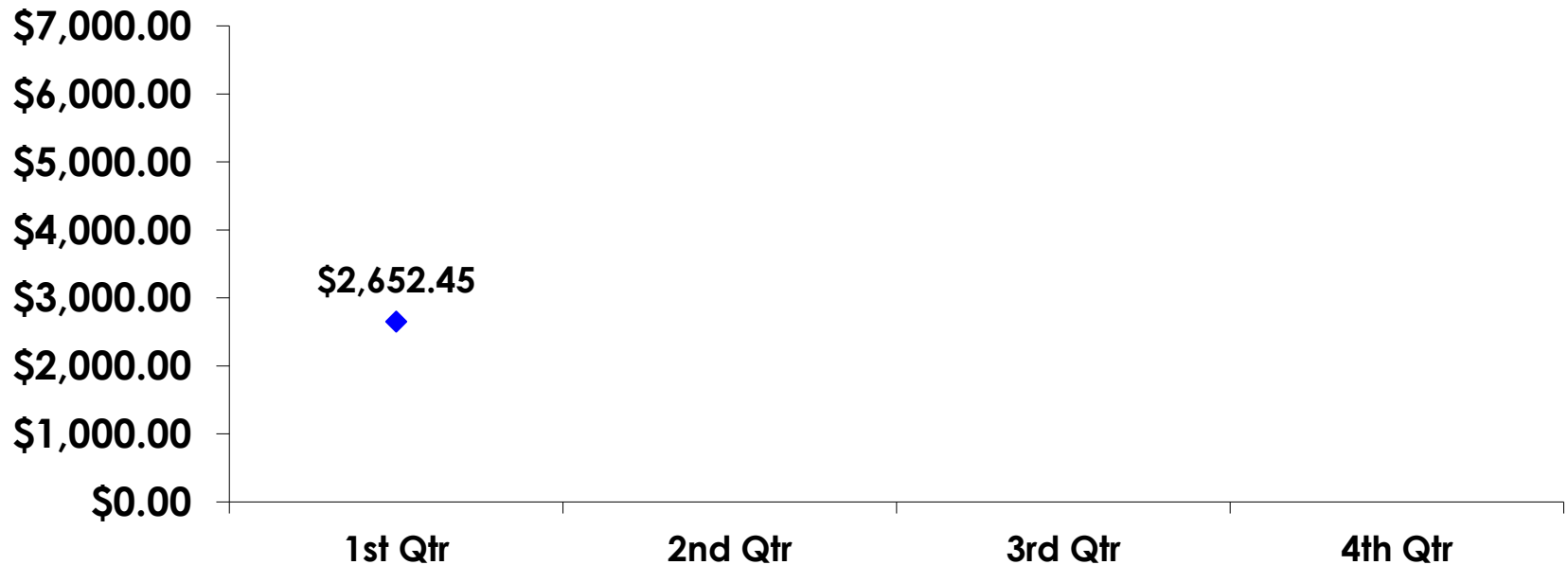


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# Total Expenditures Per Person (Prepaid & On-Island)

- \$2,652.45 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$6,532 = Maximum (highest amount recorded for the entire sample)

# TOTAL EXPENDITURES Per Person



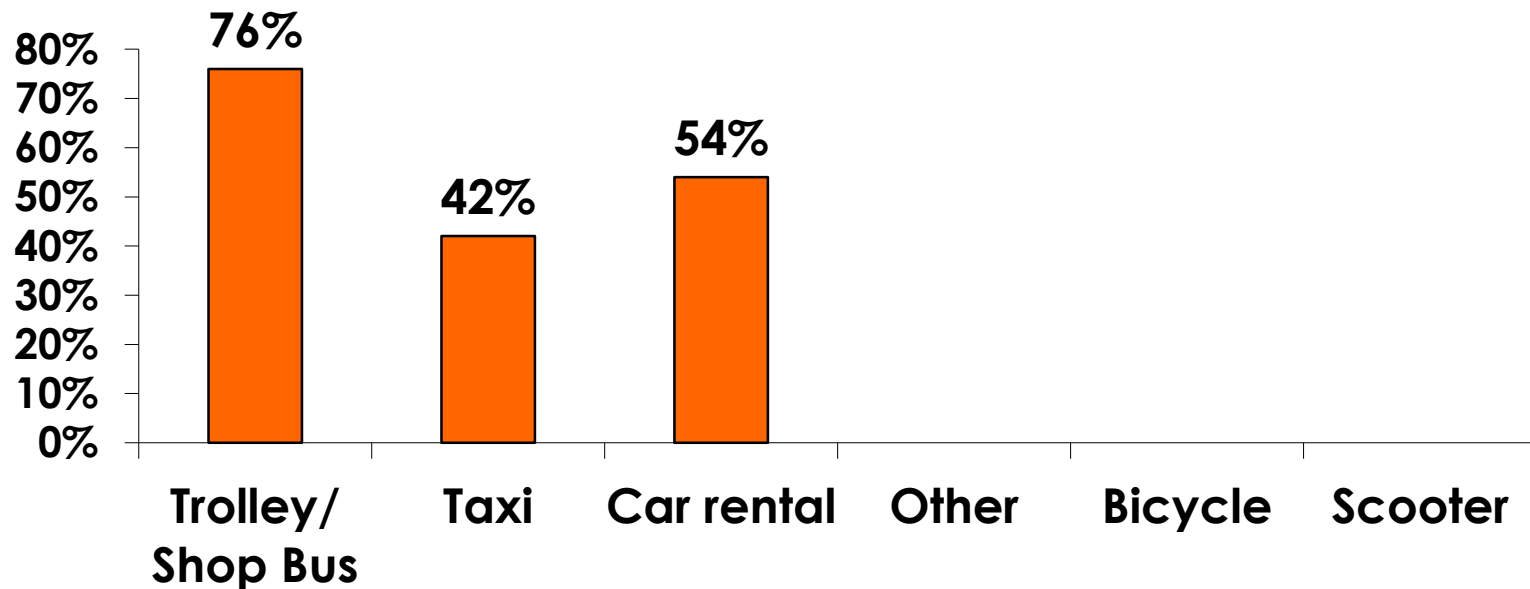
YTD=\$2,652.45

# Breakdown of On-Island Expenditures

|   | MEAN \$           |
|---|-------------------|
| Food & beverage in a hotel  | \$213.53          |
| Food & beverage in fast food restaurant/convenience store                 | \$75.13           |
| Food & beverage at restaurants or drinking establishments outside a hotel | \$329.83          |
| Optional tours and activities   | \$267.20          |
| Gifts/ souvenirs for yourself/companions                                  | \$569.60          |
| Gifts/ souvenirs for friends/family at home                               | \$431.37          |
| Local transportation  | \$174.83          |
| Other expenses not covered  | \$84.47           |
| <b>Average Total</b>  | <b>\$2,091.87</b> |

# Local Transportation

n=125



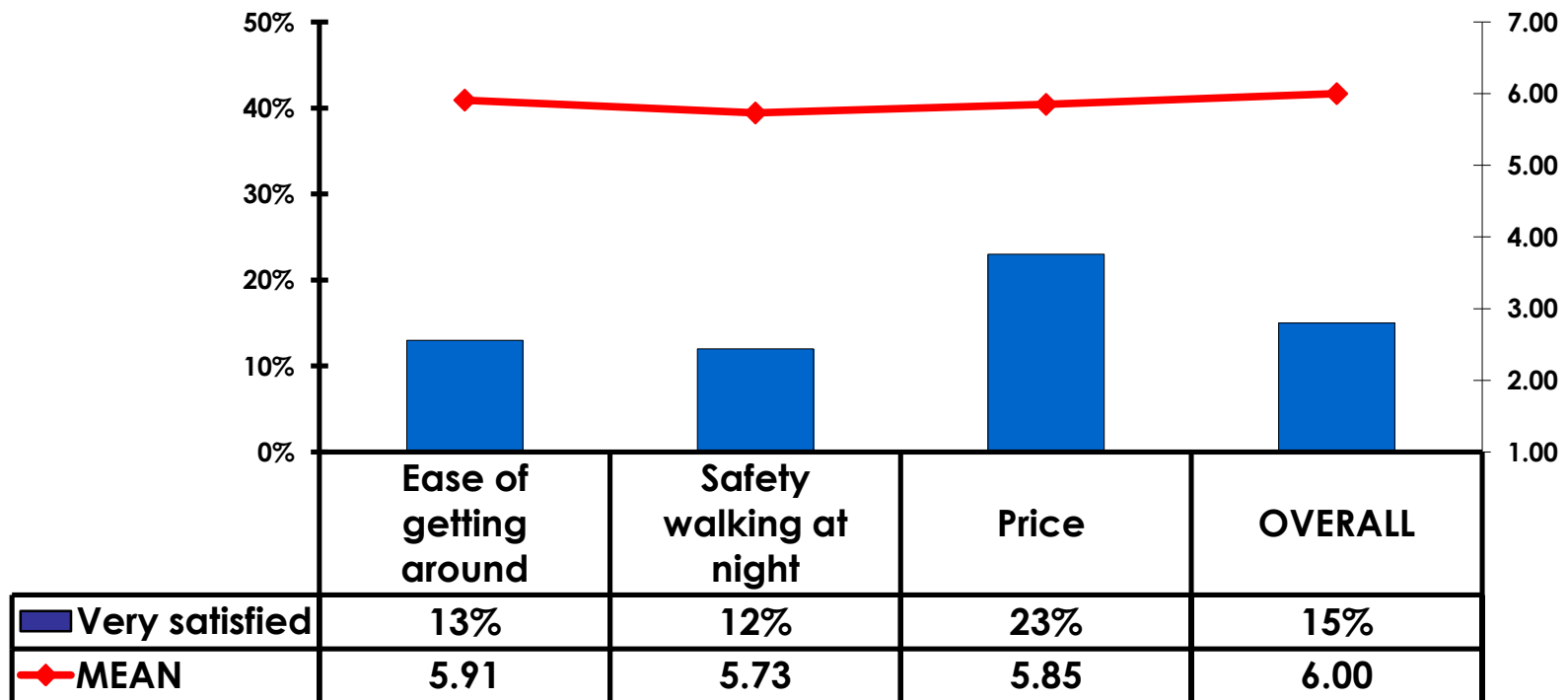
Mean=\$174.83 per travel party

# SECTION 4 **VISITOR SATISFACTION**

# Satisfaction Scores Overall

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied

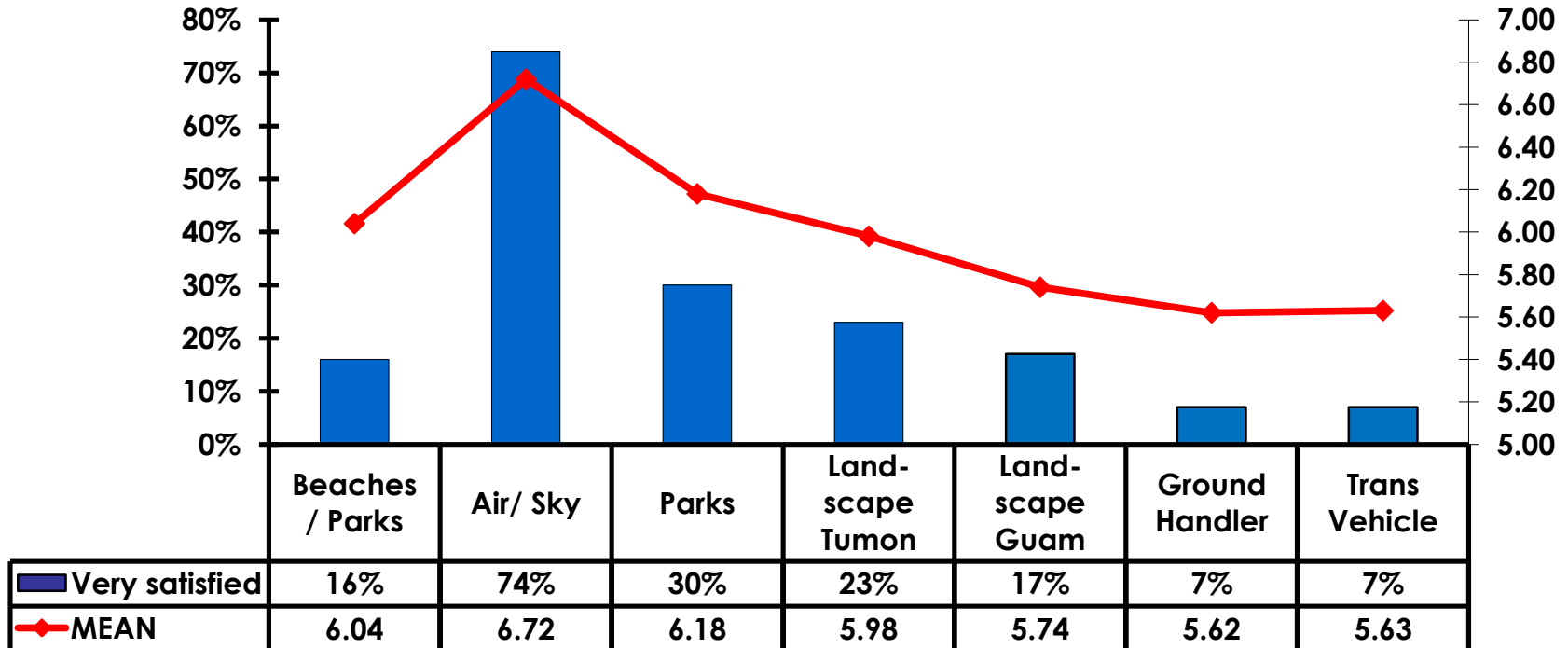




# Satisfaction Quality/ Cleanliness

7pt Rating Scale

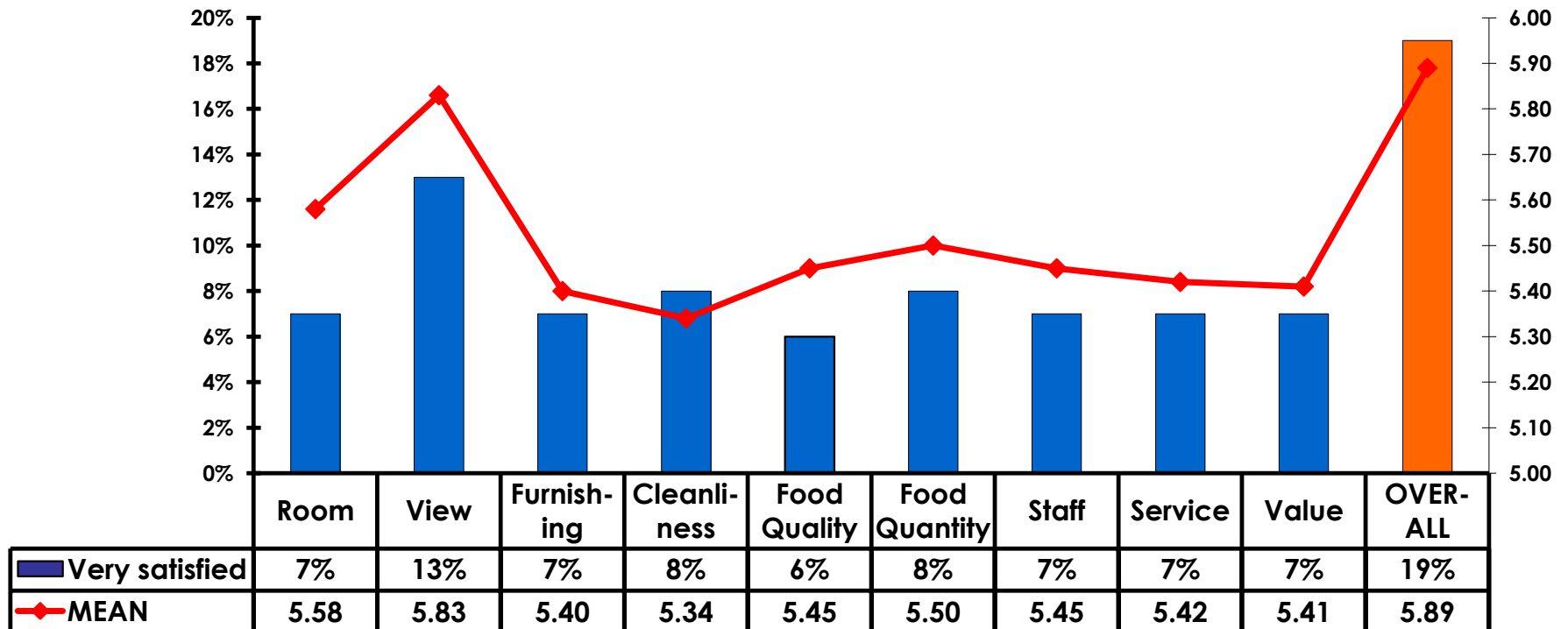
7=Very Satisfied/1=Very Dissatisfied



# Quality of Accommodations

7pt Rating Scale

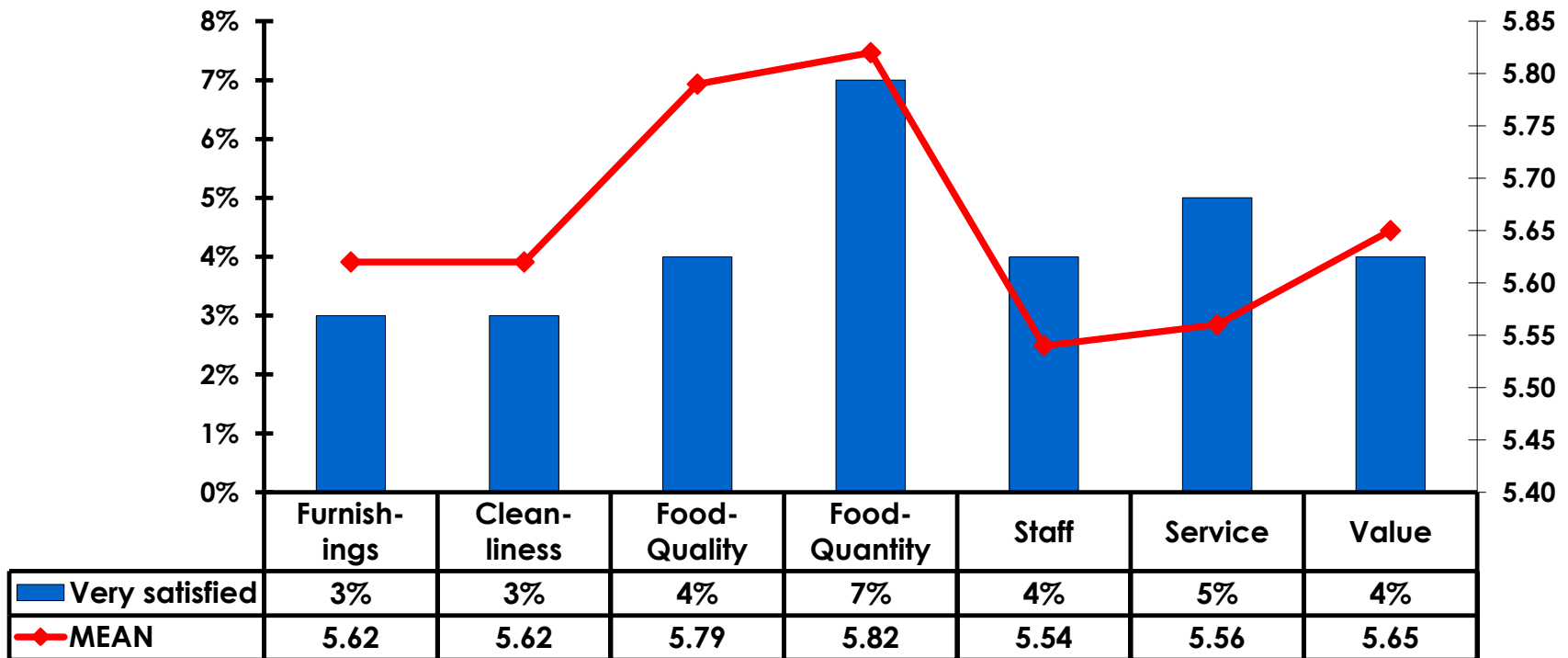
7=Very Satisfied/1=Very Dissatisfied



# Quality of Dining Experience

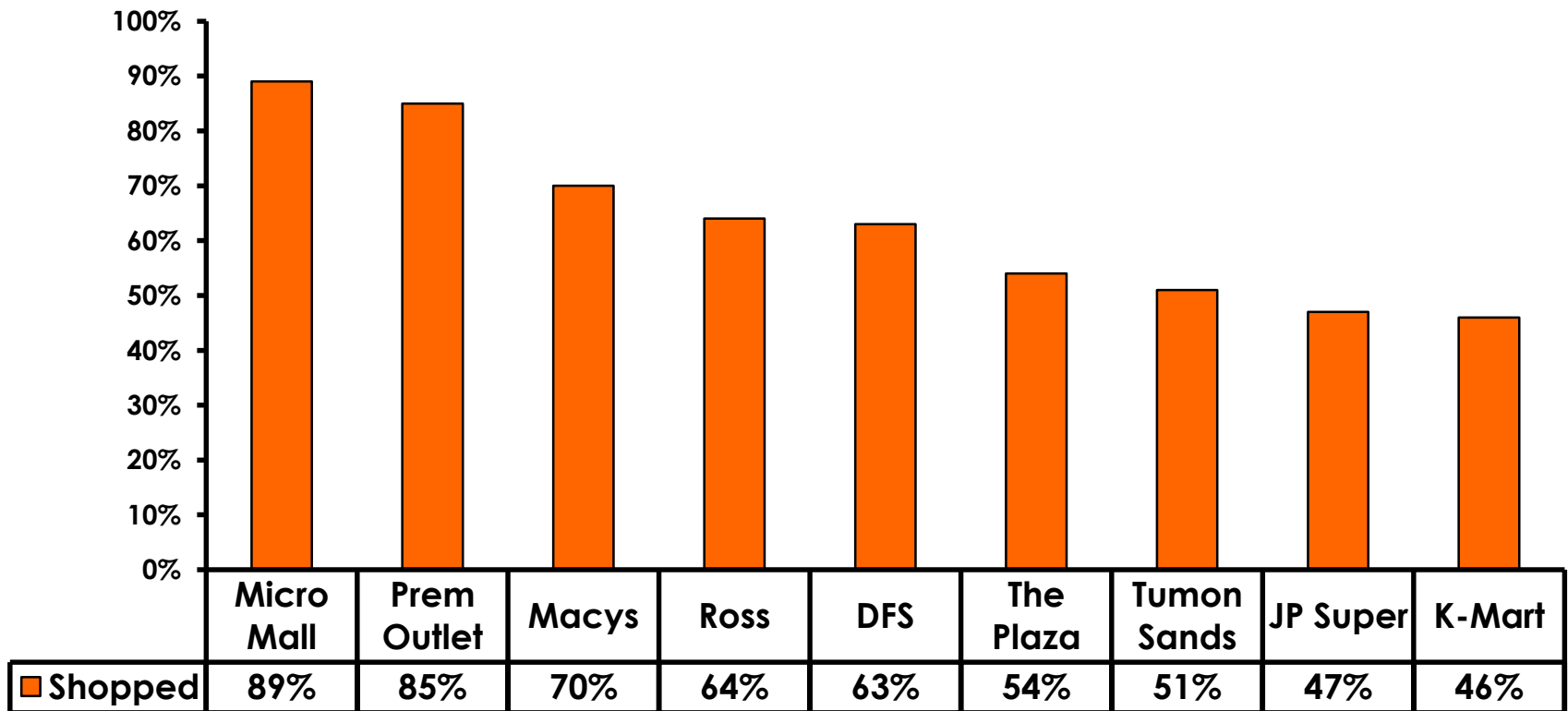
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Visits to Shopping Centers/Malls on Guam

## Top responses



# Satisfaction with Shopping

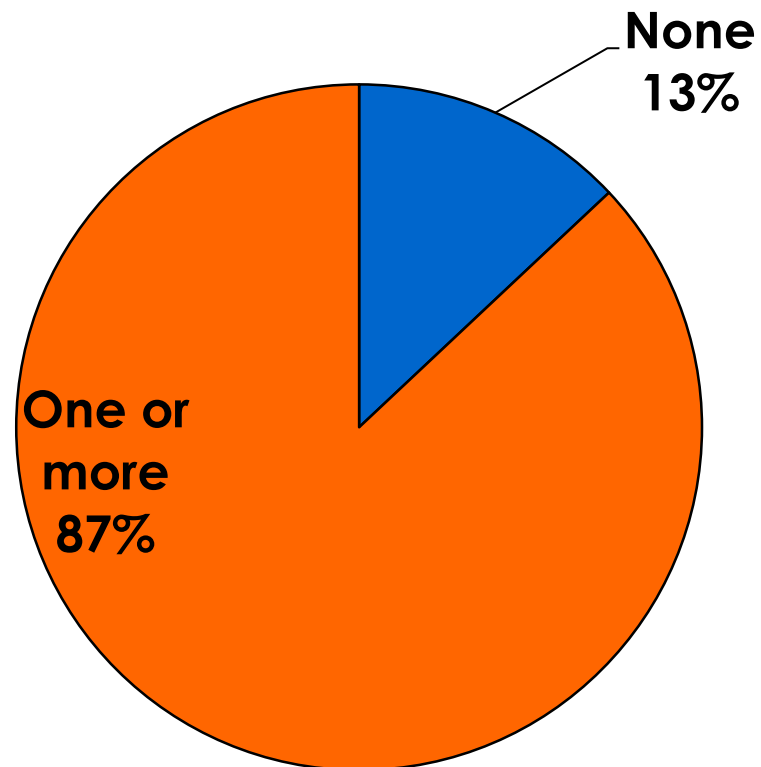
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

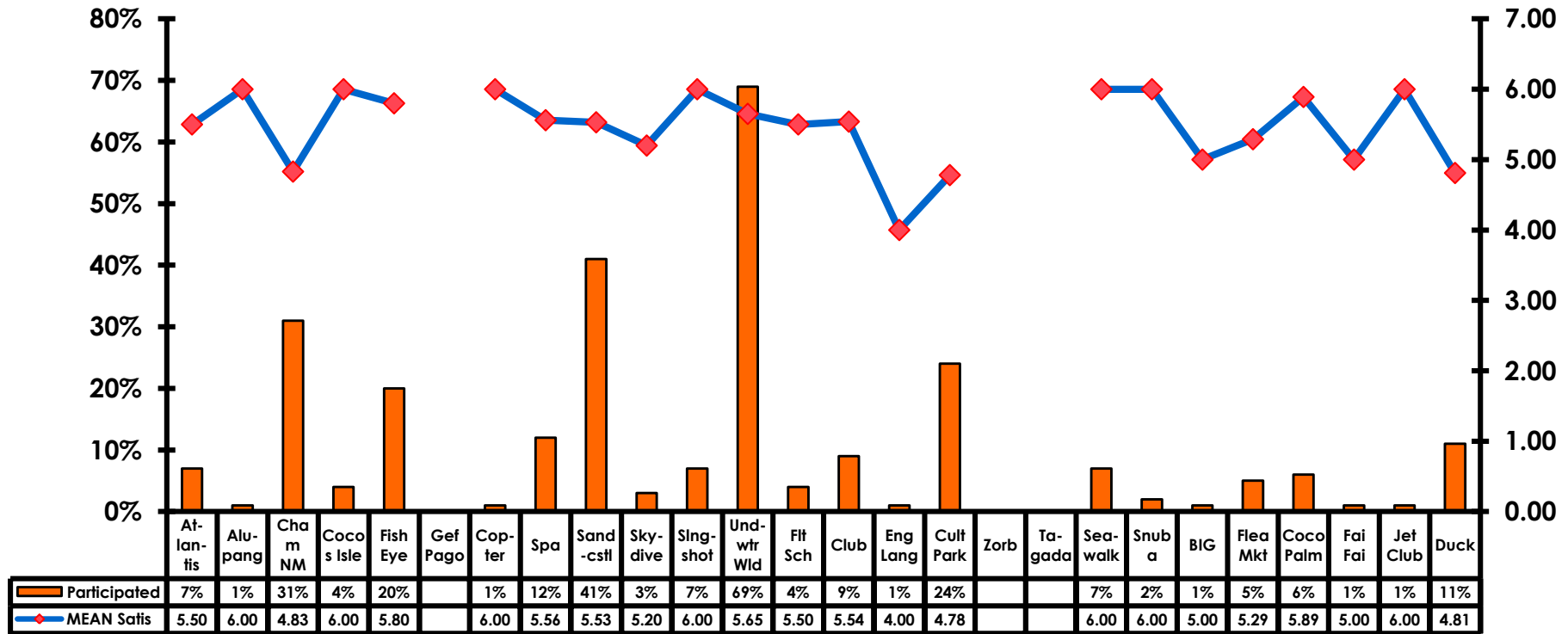
| Quality of Shopping          | Variety of Shopping          |
|------------------------------|------------------------------|
| Score of 6 to 7 = <b>60%</b> | Score of 6 to 7 = <b>60%</b> |
| Score of 4 to 5 = <b>37%</b> | Score of 4 to 5 = <b>36%</b> |
| Score 1 to 3 = <b>3%</b>     | Score 1 to 3 = <b>3%</b>     |
| <b>MEAN = 5.61</b>           | <b>MEAN = 5.61</b>           |

# Optional Tour Participation

- Average number of tours participated in is 3.11



# Optional Tours Participation & Satisfaction



# Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

| Quality of Day Tour          | Variety of Day Tour          |
|------------------------------|------------------------------|
| Score of 6 to 7 = <b>50%</b> | Score of 6 to 7 = <b>15%</b> |
| Score of 4 to 5 = <b>49%</b> | Score of 4 to 5 = <b>60%</b> |
| Score 1 to 3 = <b>-%</b>     | Score 1 to 3 = <b>24%</b>    |
| <b>MEAN = 5.47</b>           | <b>MEAN = 4.47</b>           |



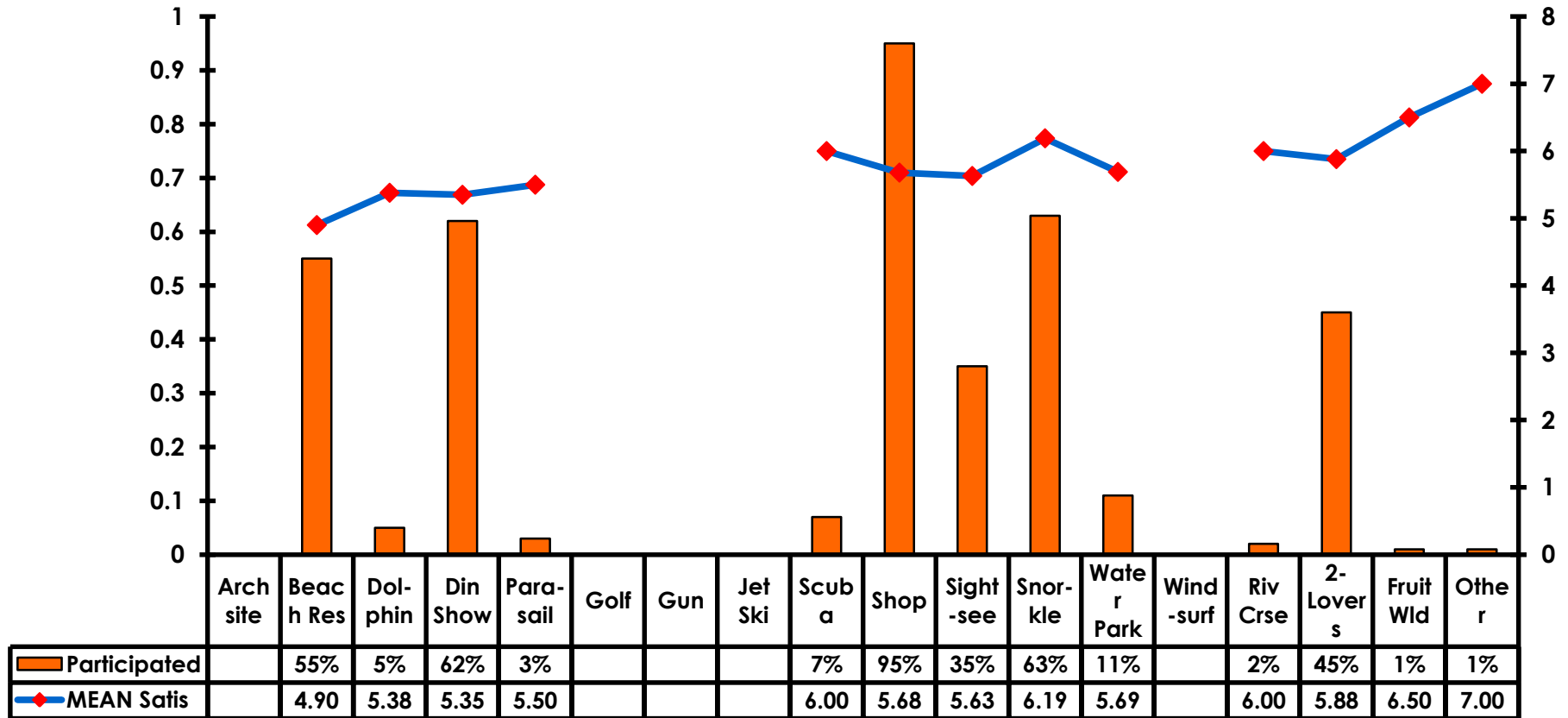
# Night Tours Satisfaction

7pt Rating Scale

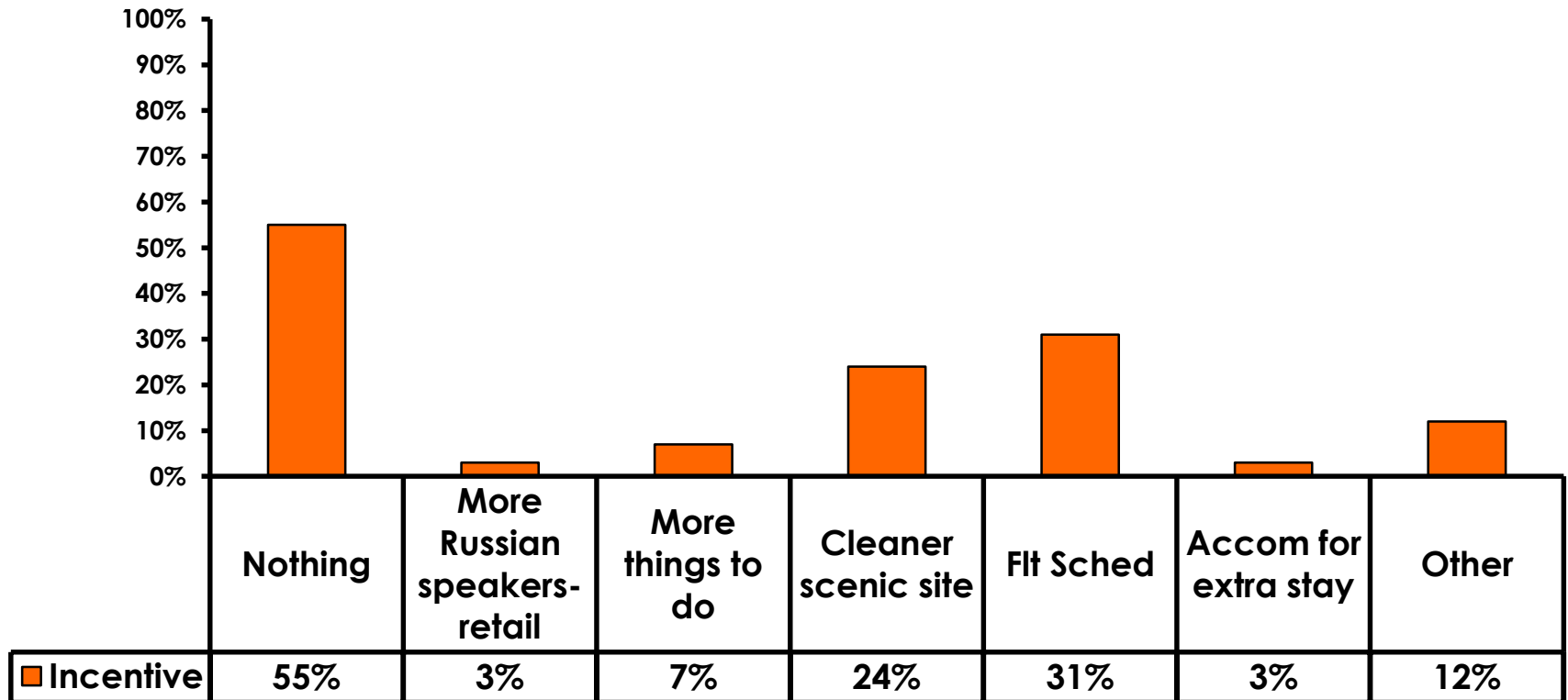
7=Very Satisfied/ 1=Very Dissatisfied

| Quality of Night Tour        | Variety of Night Tour        |
|------------------------------|------------------------------|
| Score of 6 to 7 = <b>21%</b> | Score of 6 to 7 = <b>20%</b> |
| Score of 4 to 5 = <b>76%</b> | Score of 4 to 5 = <b>57%</b> |
| Score 1 to 3 = <b>3%</b>     | Score 1 to 3 = <b>23%</b>    |
| <b>MEAN = 4.81</b>           | <b>MEAN = 4.51</b>           |

# Satisfaction with Other Activities



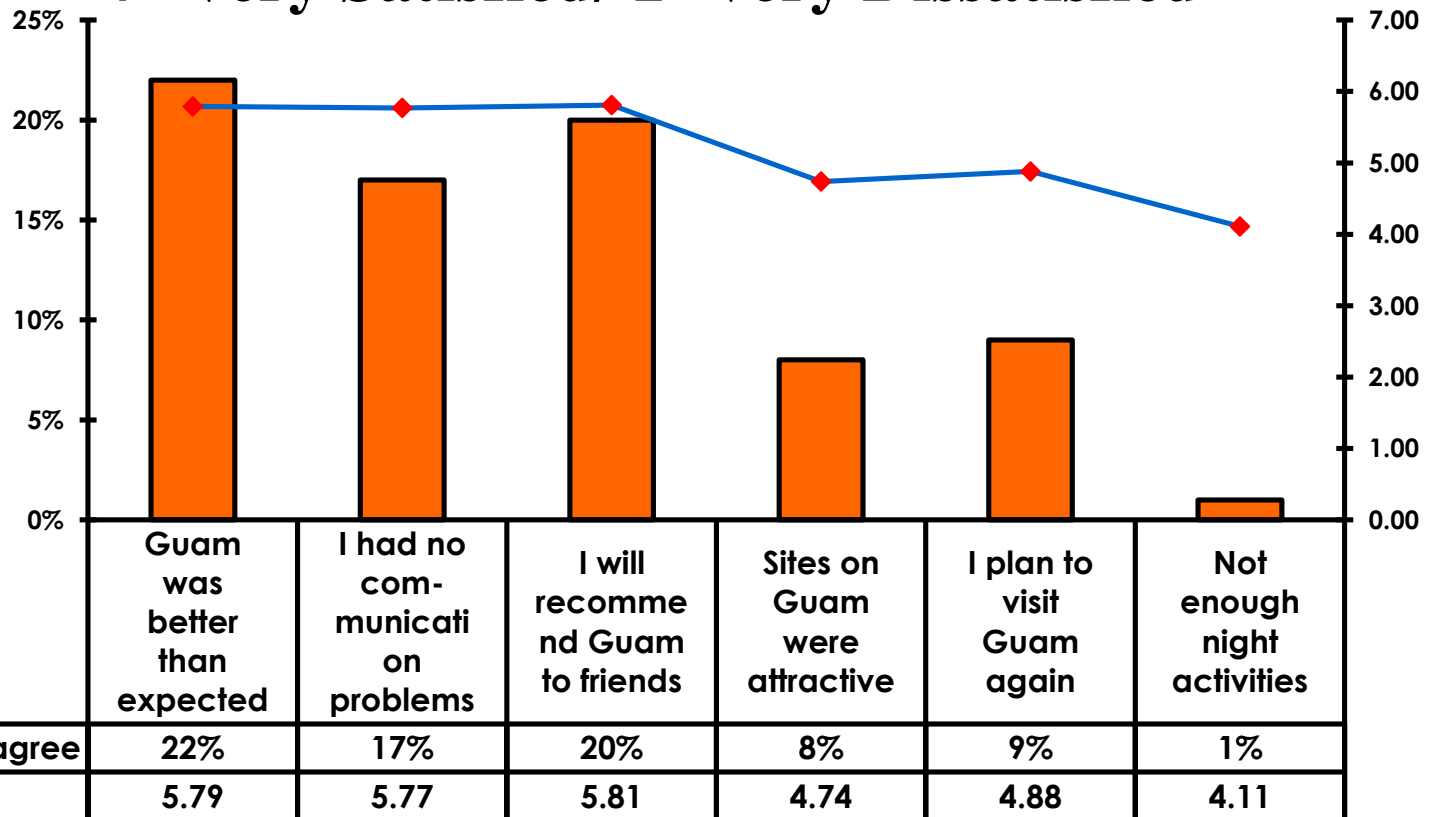
# What would it take to make Guam more enjoyable for families?



# On-Island Perceptions

7pt Rating Scale

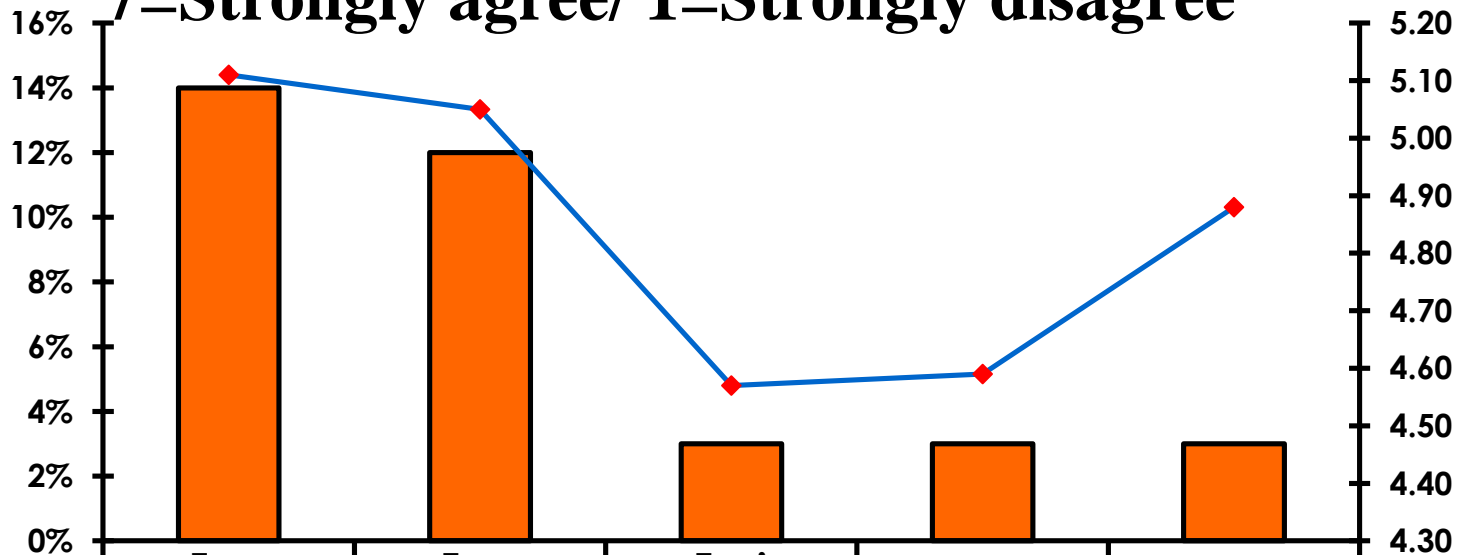
7=Very Satisfied/ 1=Very Dissatisfied





# Transportation

## 7pt Rating Scale

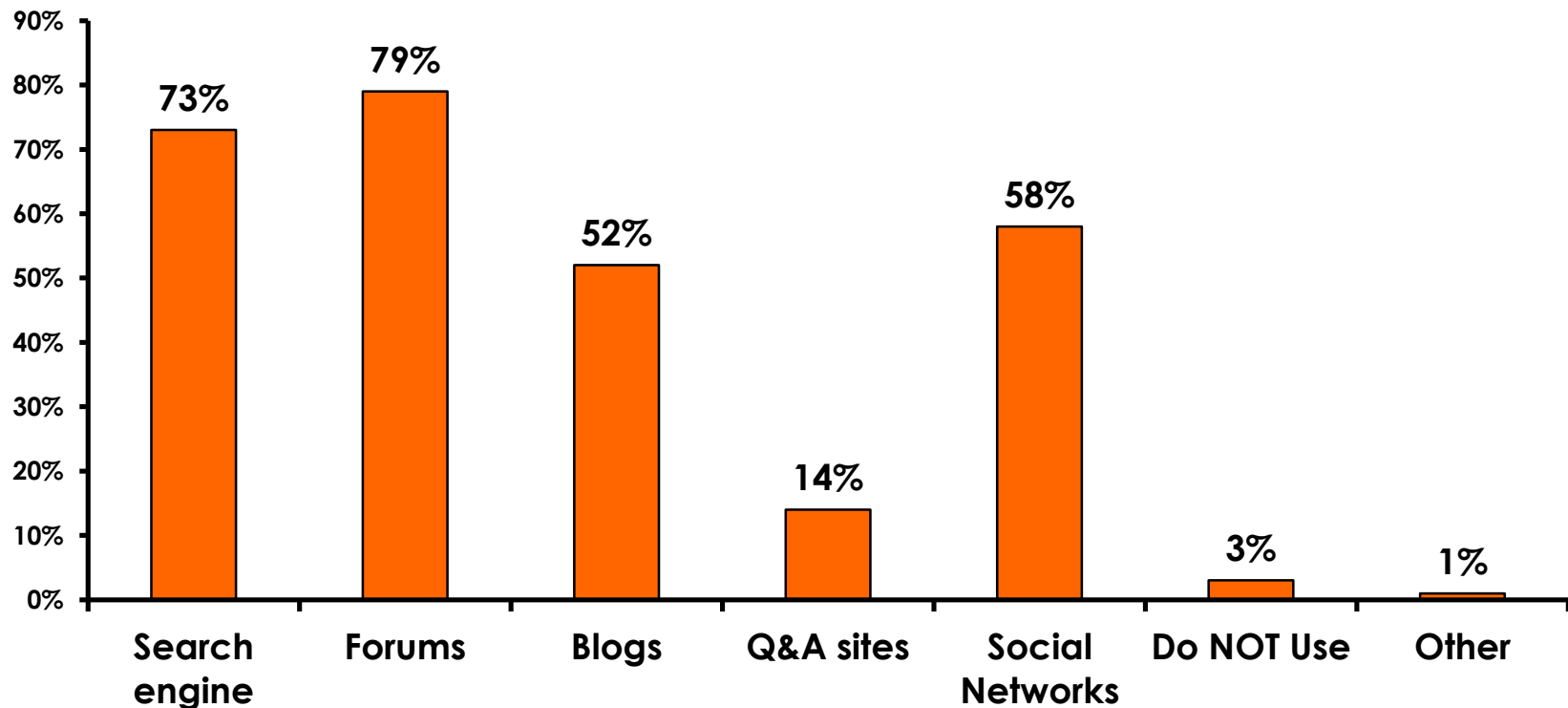
7=Strongly agree/ 1=Strongly disagree



|   |      |      |      |      |      |
|---|------|------|------|------|------|
|  Strongly agree | 14%  | 12%  | 3%   | 3%   | 3%   |
|  MEAN           | 5.11 | 5.05 | 4.57 | 4.59 | 4.88 |

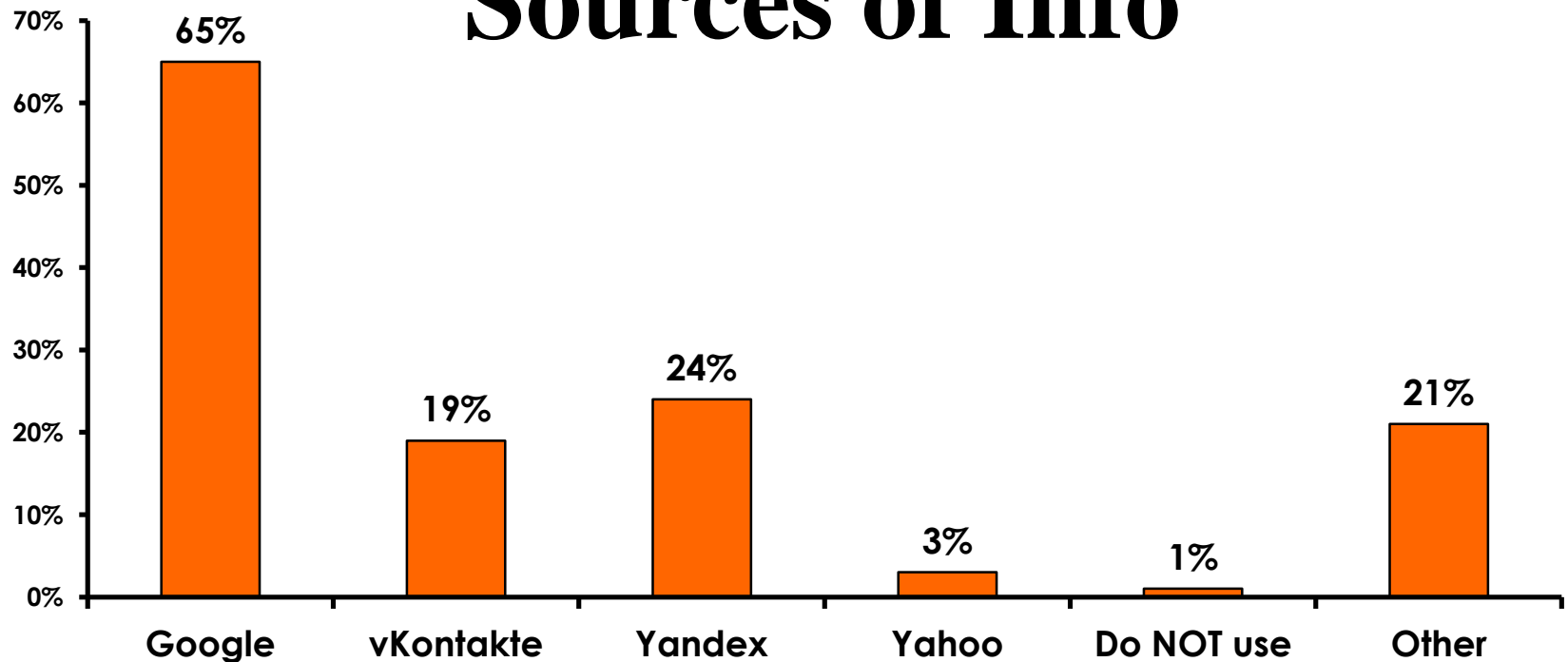
# SECTION 5 **PROMOTIONS**

# Internet- Guam Sources of Info



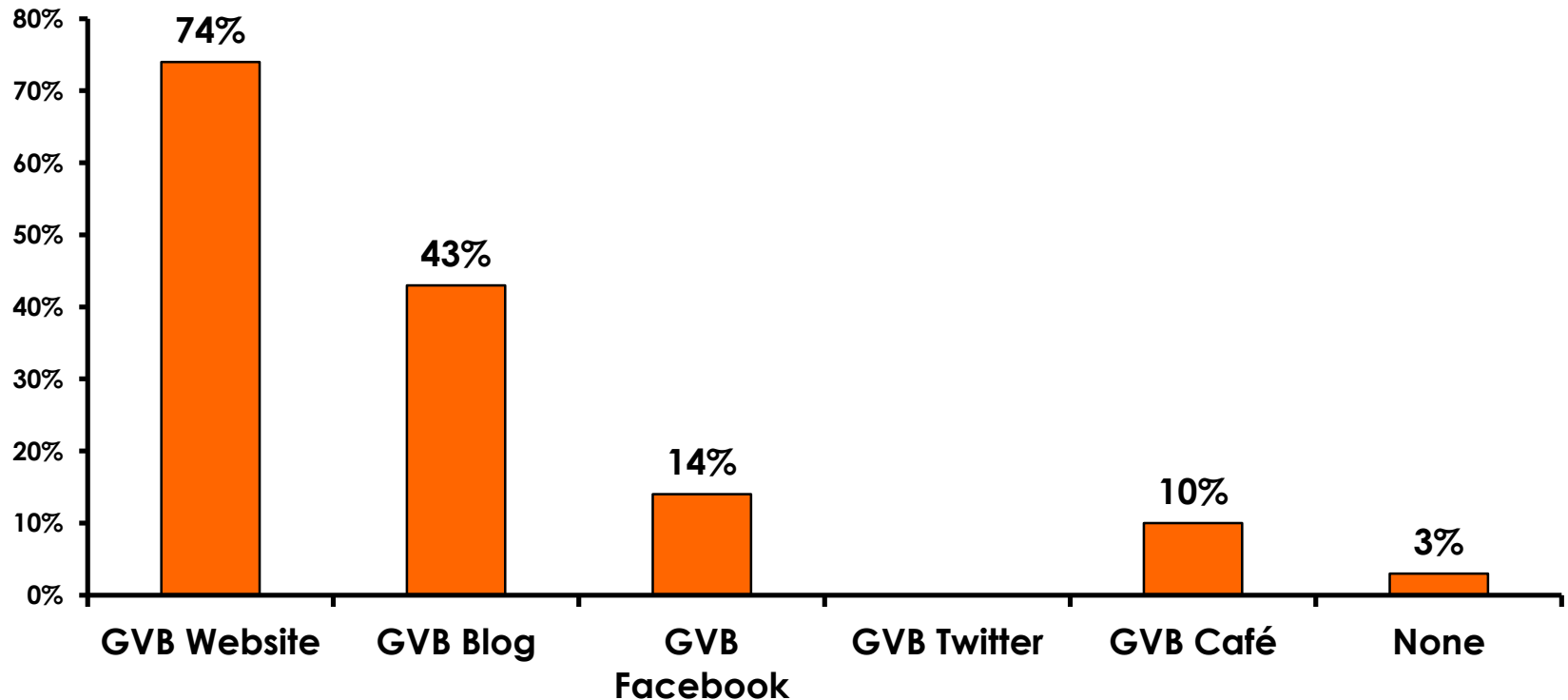
# Internet- Things To Do

## Sources of Info

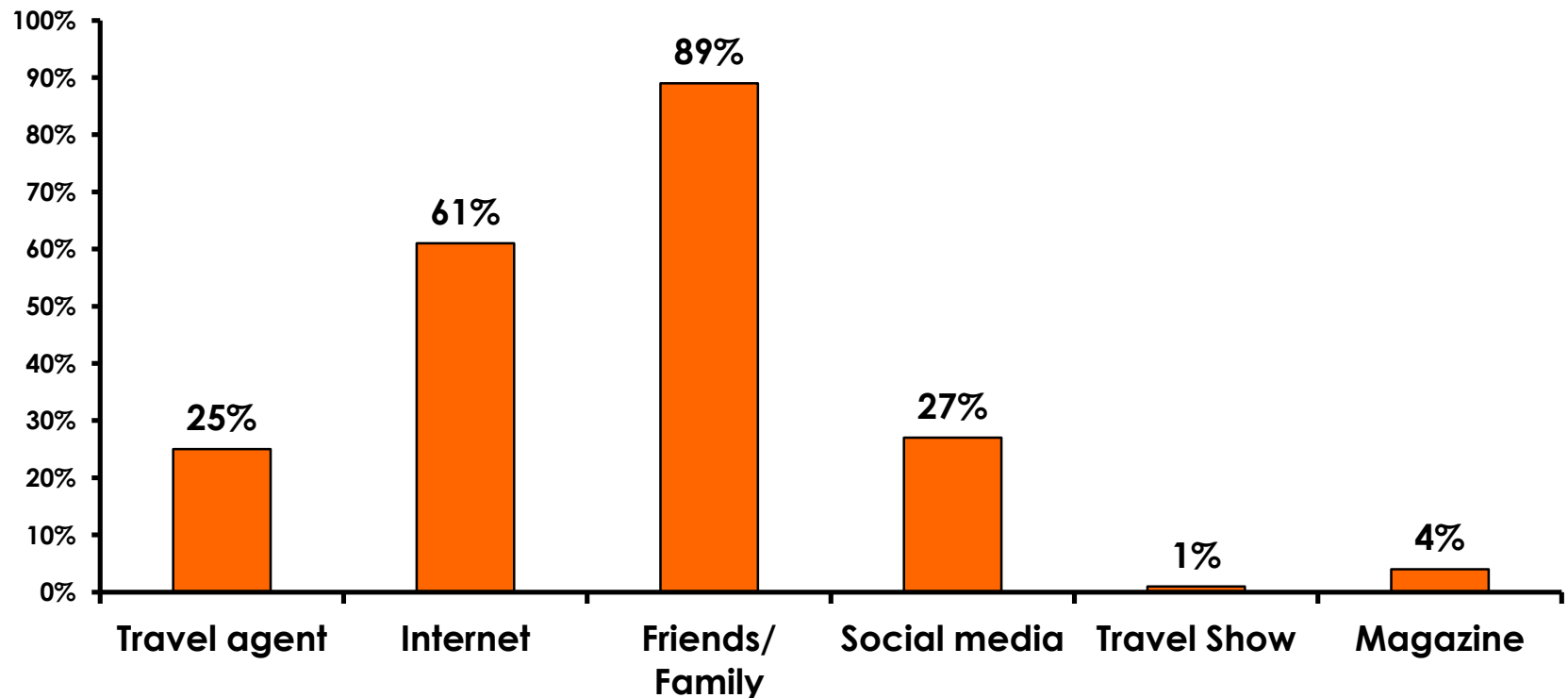




# Internet- GVB Sources

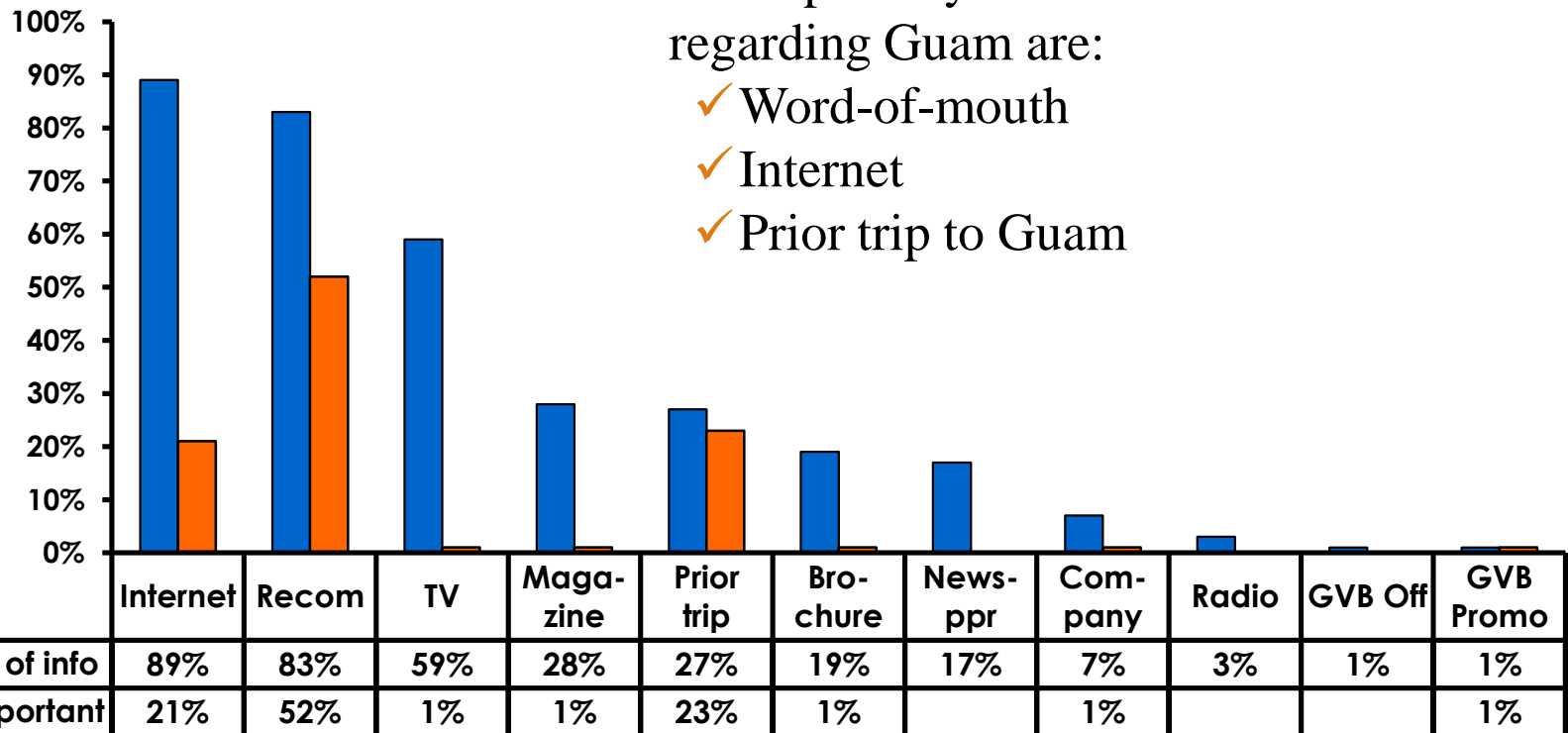


# Travel Motivation- Info Sources



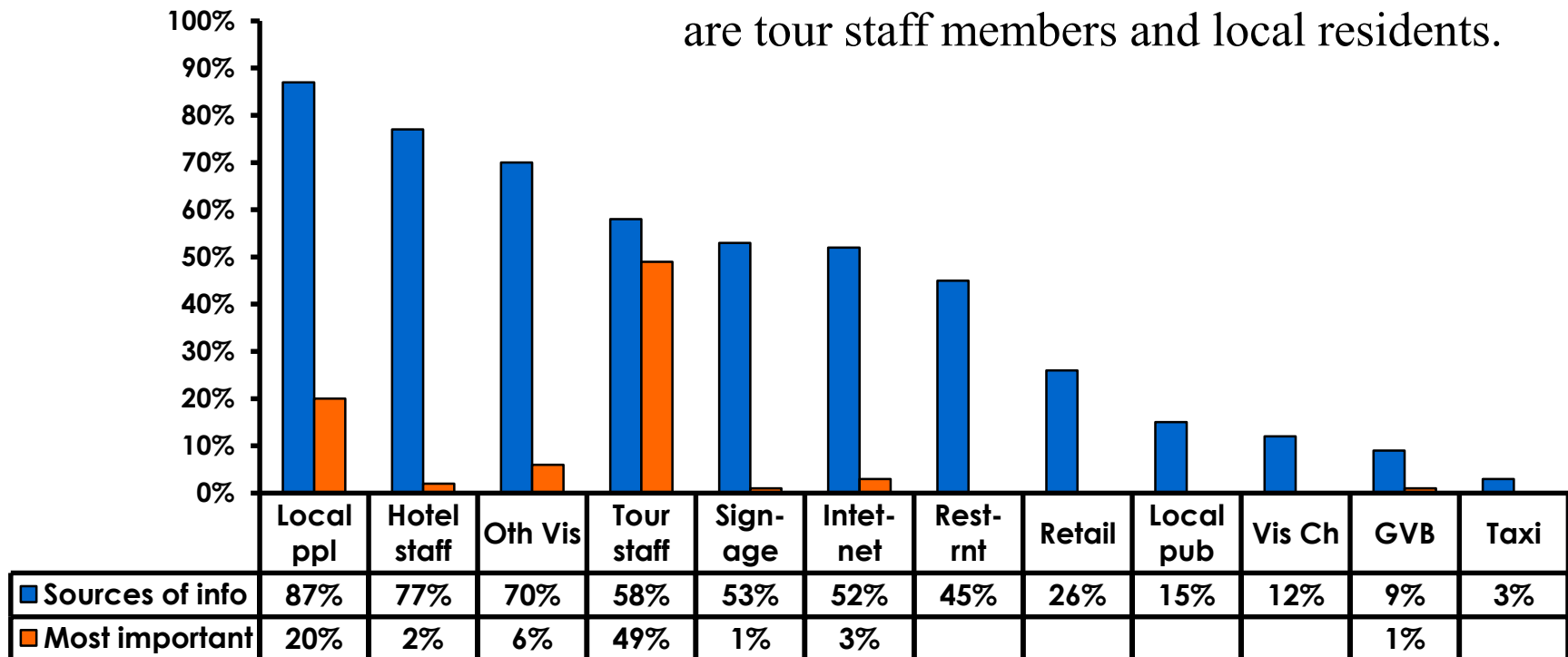
# Sources of Information Pre-arrival

- The 3 primary sources of information regarding Guam are:
  - ✓ Word-of-mouth
  - ✓ Internet
  - ✓ Prior trip to Guam



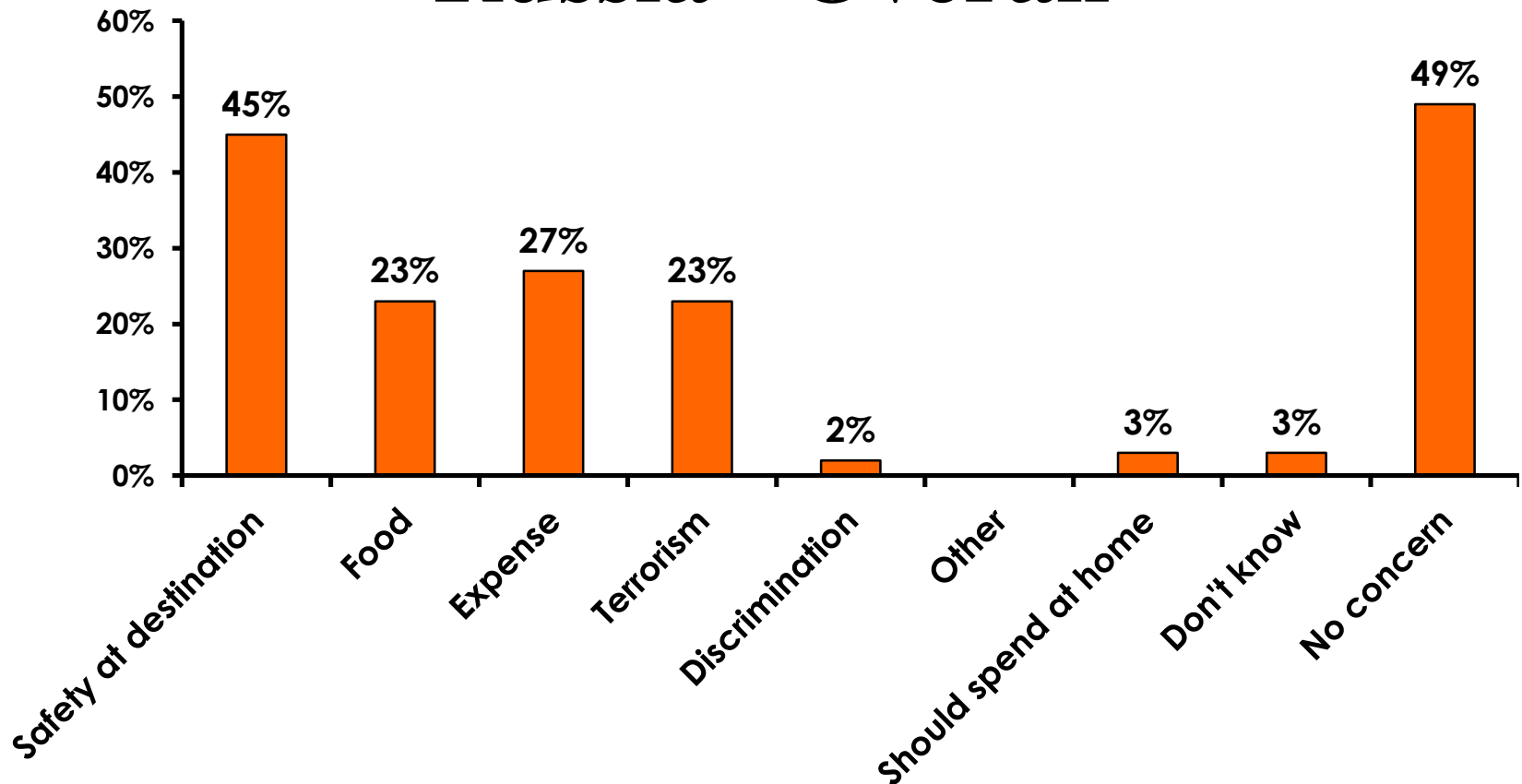
# Sources of Information Post-arrival

- The primary local source of information are tour staff members and local residents.



# SECTION 6 **OTHER ISSUES**

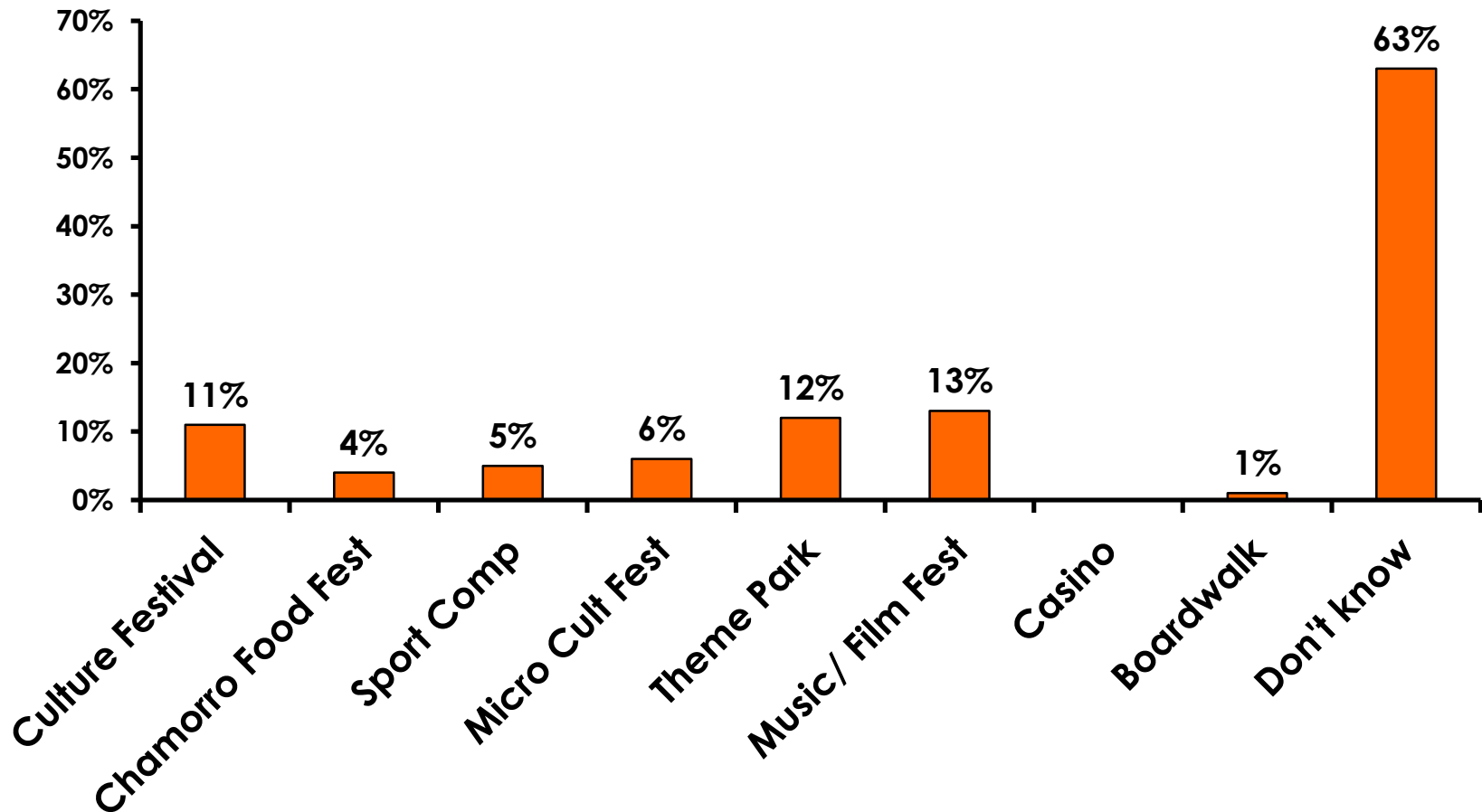
# Concerns about travel outside of Russia - Overall



# Concerns about travel outside of Russia - By Age & Income

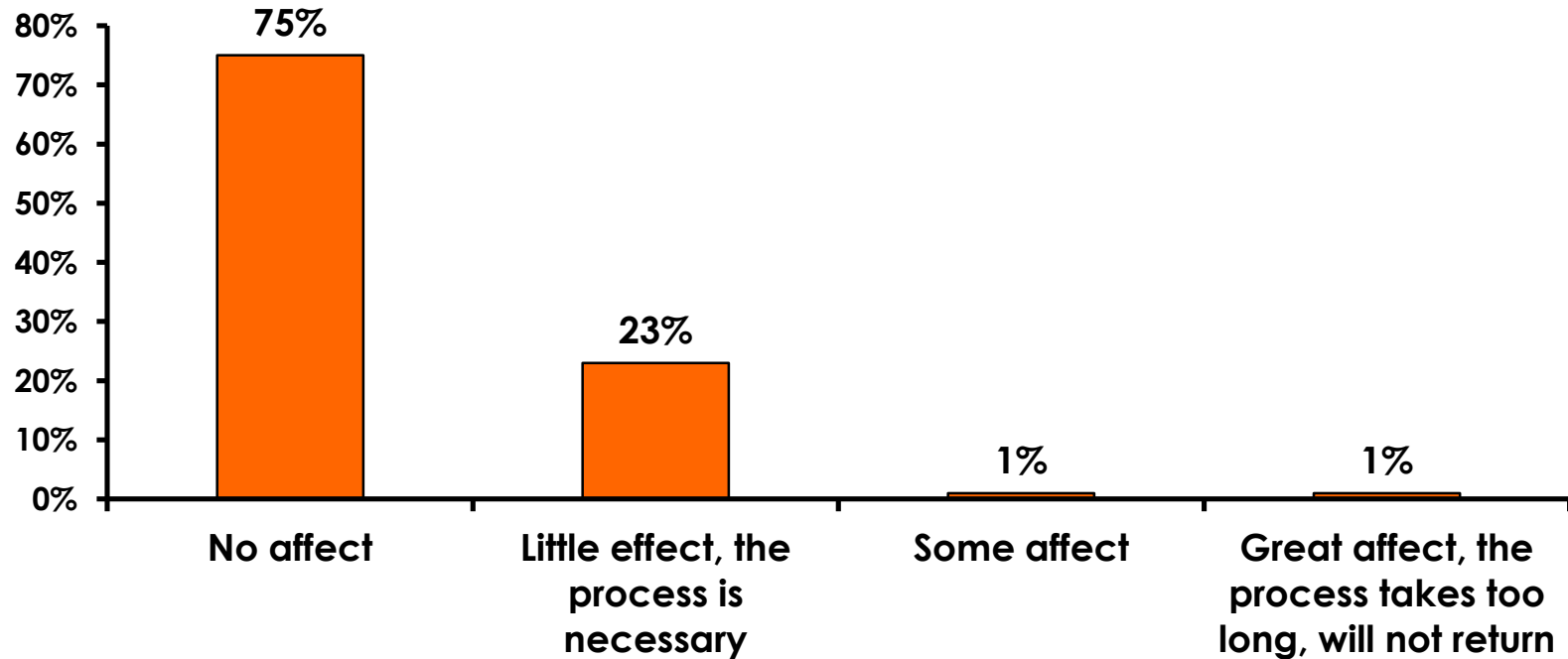
|     |                                 | TOTAL | AGE   |       |       |     | Q27      |                   |                     |                     |                     |                     |            |           |
|-----|---------------------------------|-------|-------|-------|-------|-----|----------|-------------------|---------------------|---------------------|---------------------|---------------------|------------|-----------|
|     |                                 | -     | 18-24 | 25-34 | 35-49 | 50+ | <732,321 | 732,321-1,098,481 | 1,098,482-1,464,642 | 1,464,643-1,830,803 | 1,830,803-2,263,124 | 2,263,125-3,661,606 | 3,661,607+ | No Income |
| Q21 | No concerns                     | 49%   | 50%   | 48%   | 48%   | 48% | 50%      | 55%               | 38%                 | 56%                 | 46%                 | 75%                 | 50%        |           |
|     | Safety                          | 45%   | 33%   | 52%   | 45%   | 44% | 50%      | 34%               | 54%                 | 41%                 | 54%                 | 25%                 | 50%        |           |
|     | Expense                         | 27%   | 17%   | 29%   | 28%   | 24% | 50%      | 24%               | 29%                 | 26%                 | 23%                 | 25%                 | 50%        |           |
|     | Food                            | 23%   | 17%   | 26%   | 23%   | 20% |          | 13%               | 27%                 | 26%                 | 31%                 | 25%                 | 50%        |           |
|     | Terrorism                       | 23%   |       | 23%   | 24%   | 28% | 17%      | 18%               | 30%                 | 19%                 | 31%                 |                     |            |           |
|     | Don't know                      | 3%    | 17%   |       | 4%    |     |          | 3%                | 5%                  | 4%                  |                     |                     |            |           |
|     | Should spend at home            | 3%    |       |       | 6%    |     |          | 3%                | 5%                  |                     |                     | 25%                 |            |           |
|     | Discrimination against Russians | 2%    |       |       | 2%    | 4%  |          | 3%                | 4%                  |                     |                     |                     |            |           |
|     | Total                           | Count | 150   | 6     | 31    | 83  | 25       | 6                 | 38                  | 56                  | 27                  | 13                  | 4          | 2         |

# Activities/ Attractions- Appeal





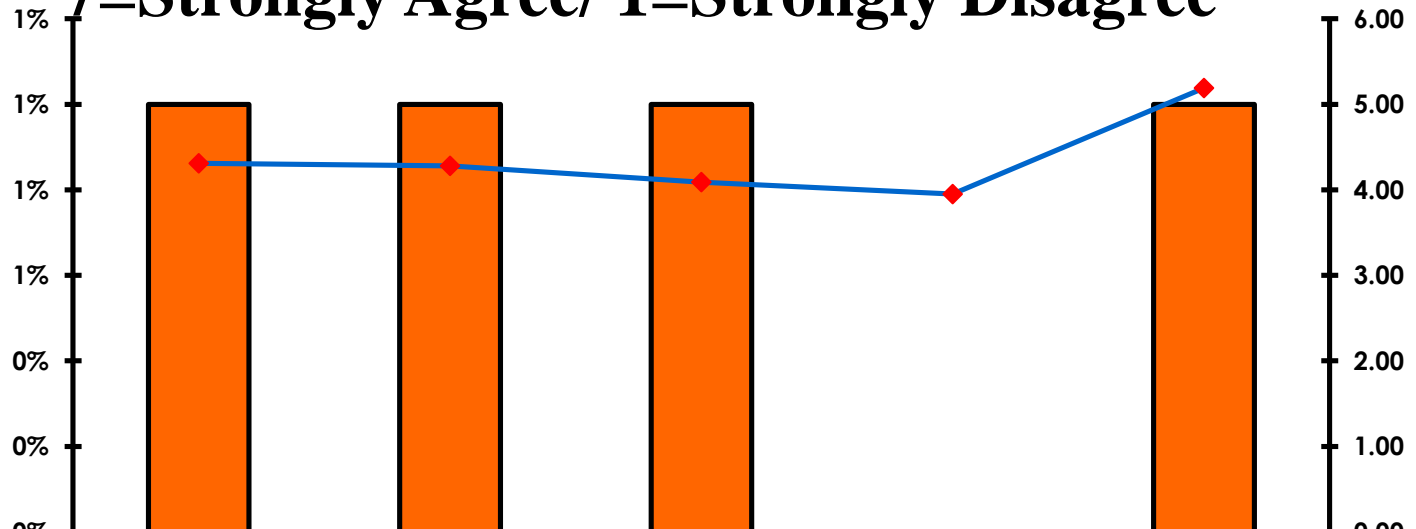
# Security Screening/ Immigration Process at Guam International Airport



# Airport Arrival Experience

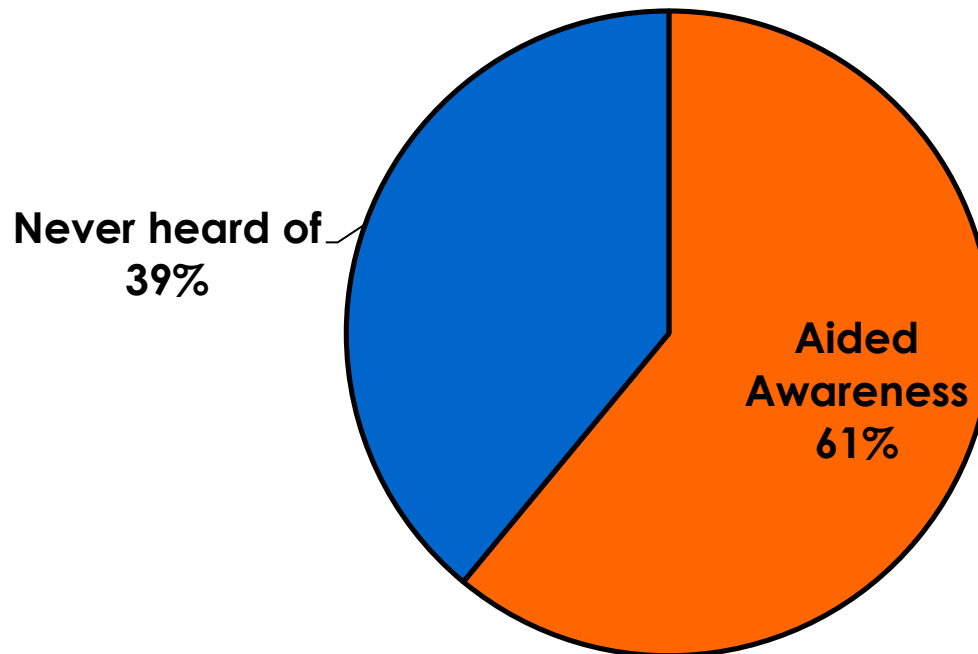
7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



|                       | More Russian speakers | More immigration officers | Friendlier airport officials | Facilities clean/appeal | Facilities need better maint |
|-----------------------|-----------------------|---------------------------|------------------------------|-------------------------|------------------------------|
| <b>Strongly agree</b> | 1%                    | 1%                        | 1%                           |                         | 1%                           |
| <b>MEAN</b>           | 4.31                  | 4.28                      | 4.09                         | 3.95                    | 5.19                         |

# Shop Guam Festival



# Shop Guam Festival - Impact

n=92

