



GUAM VISITORS BUREAU

Russia Visitor Tracker Exit Profile

FY2016

DATA AGGREGATION



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 **576** 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 **576** is +/- 4.1 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 +/- 4.1 percentage points.

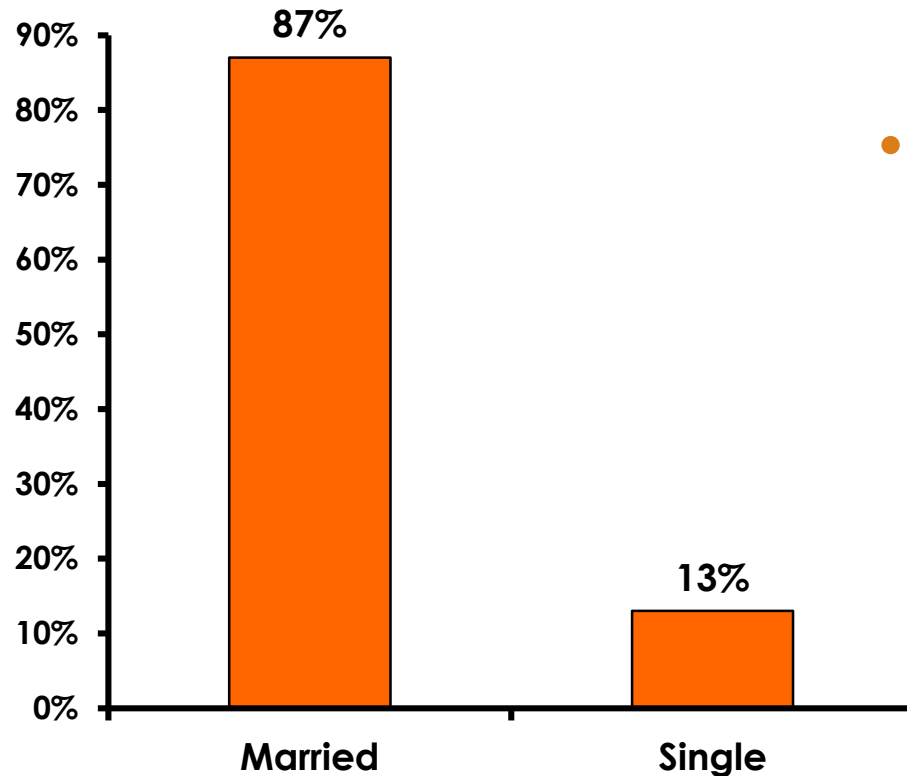
OBJECTIVES

- 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

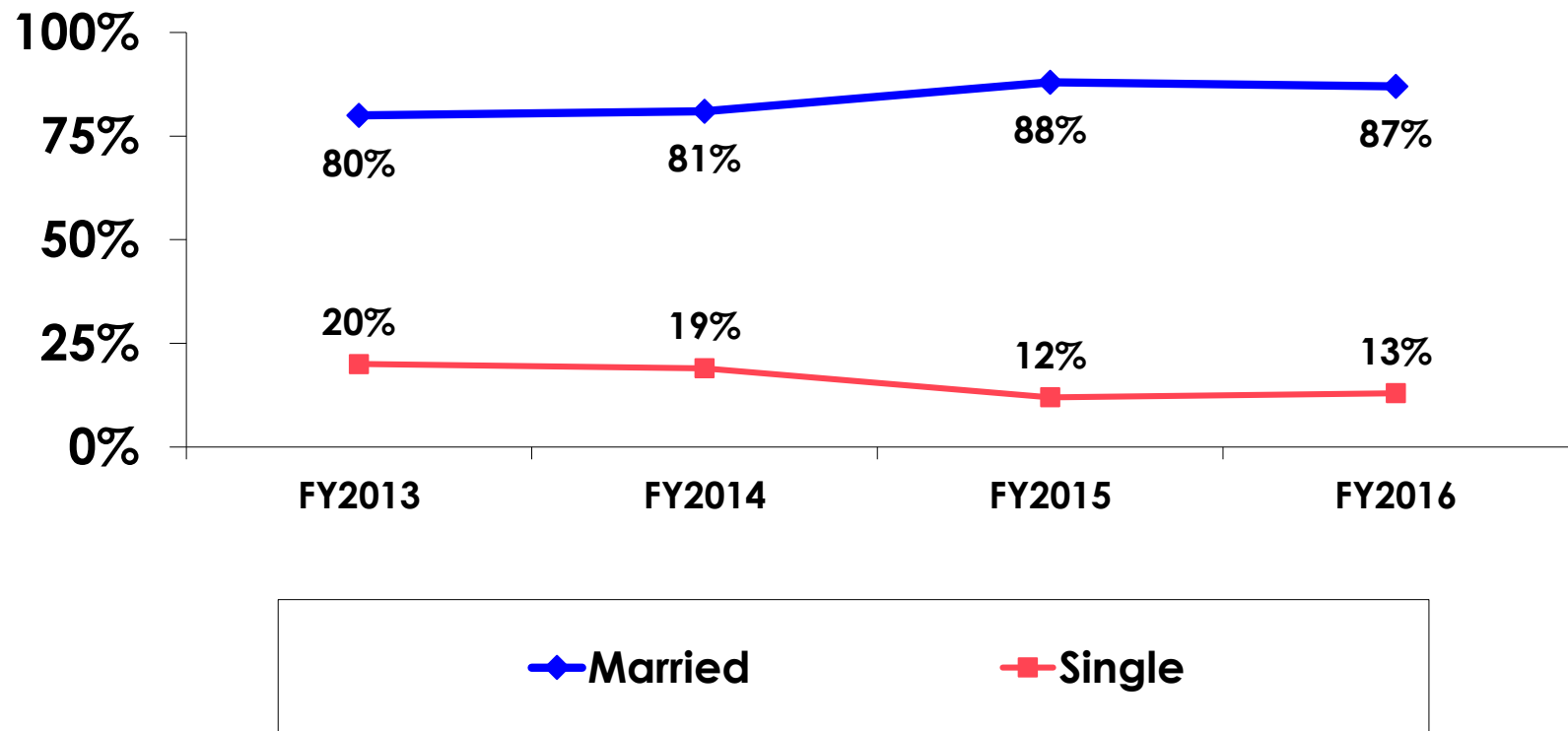
PROFILE OF RESPONDENTS

Marital Status - Overall

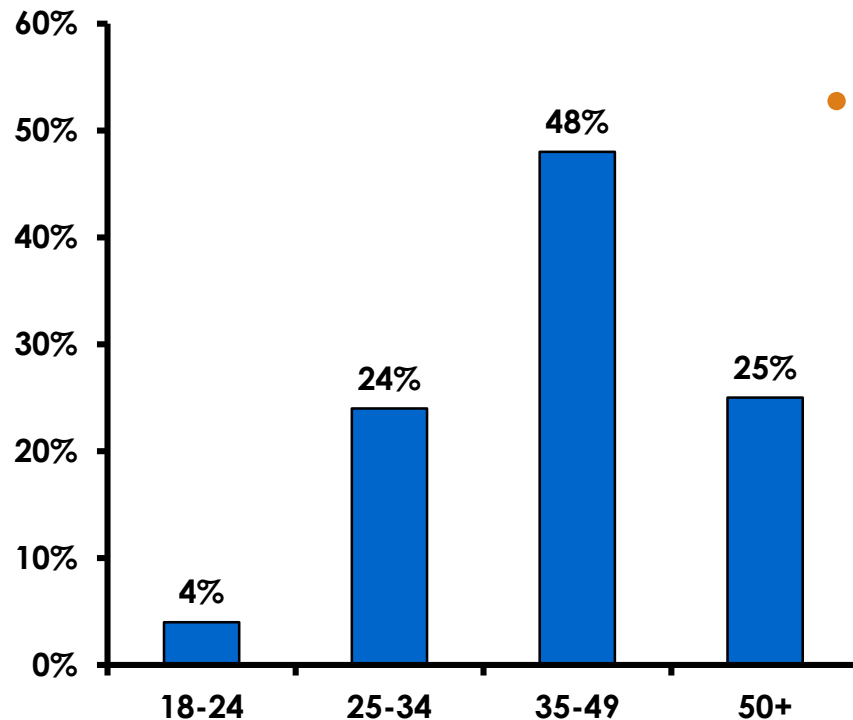


- Majority of Russian visitors are married.

MARITAL STATUS

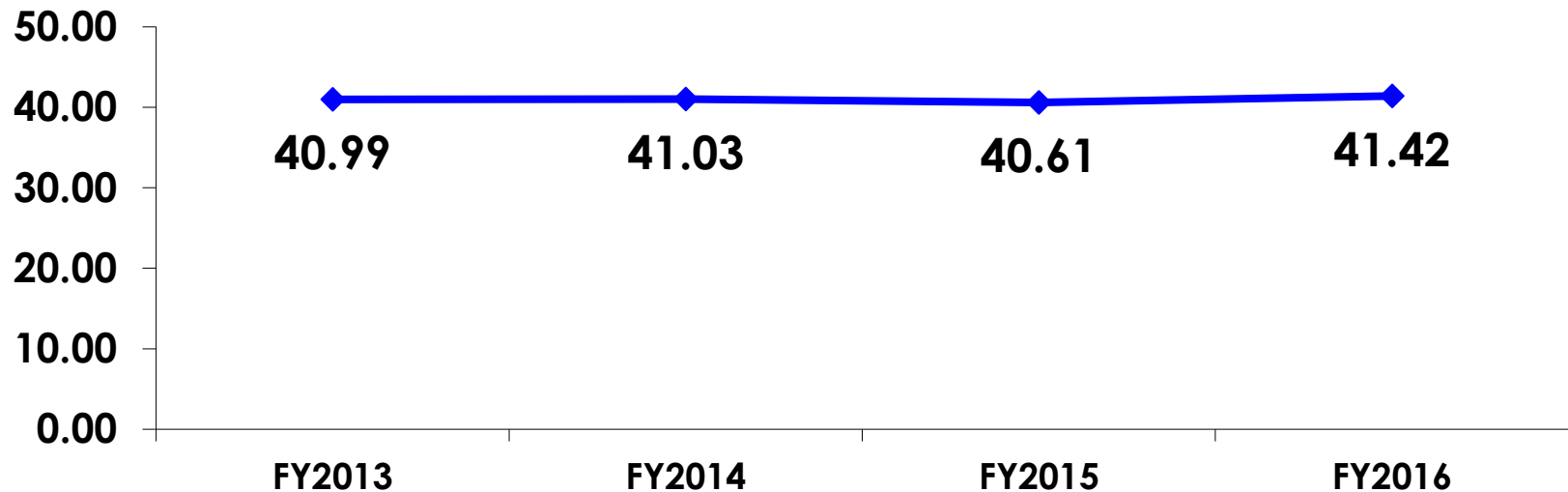


Age - Overall

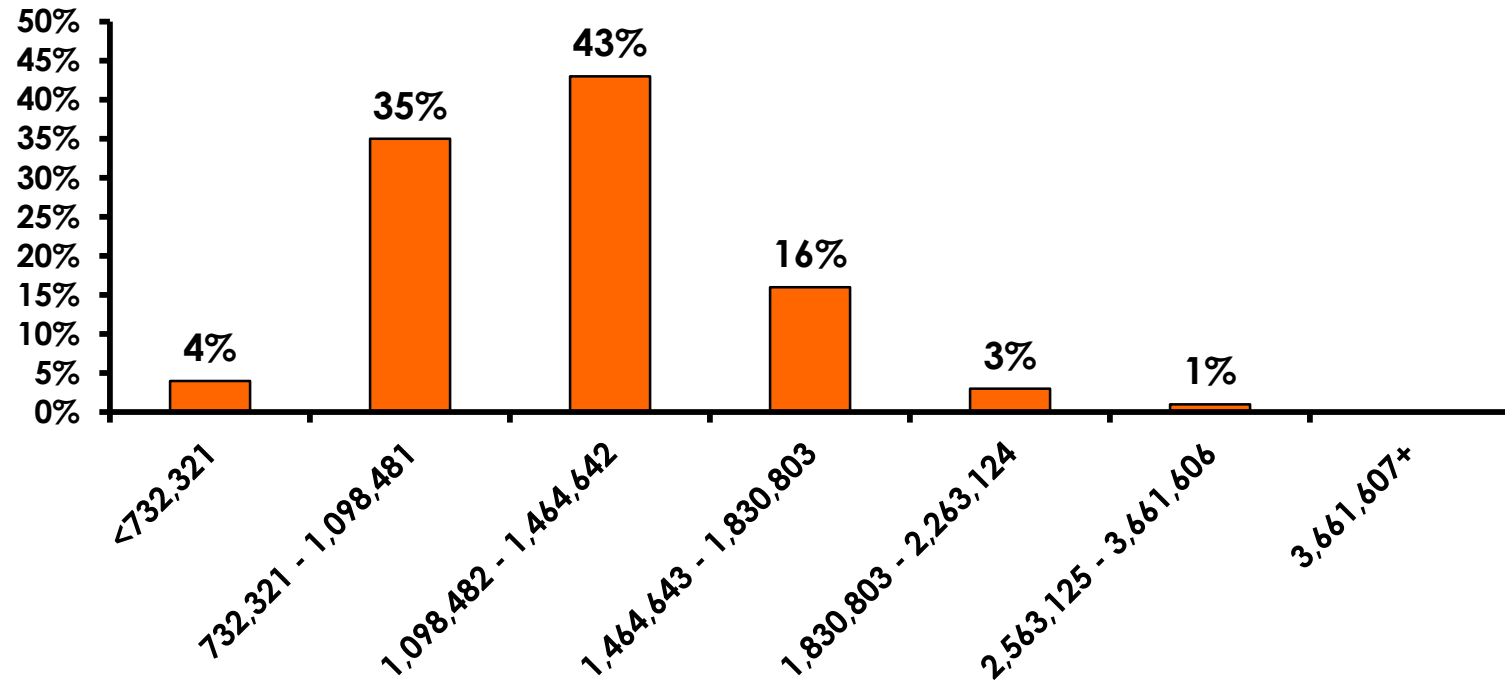


- The average age of the respondents is 41.42 years of age.

AVERAGE - AGE



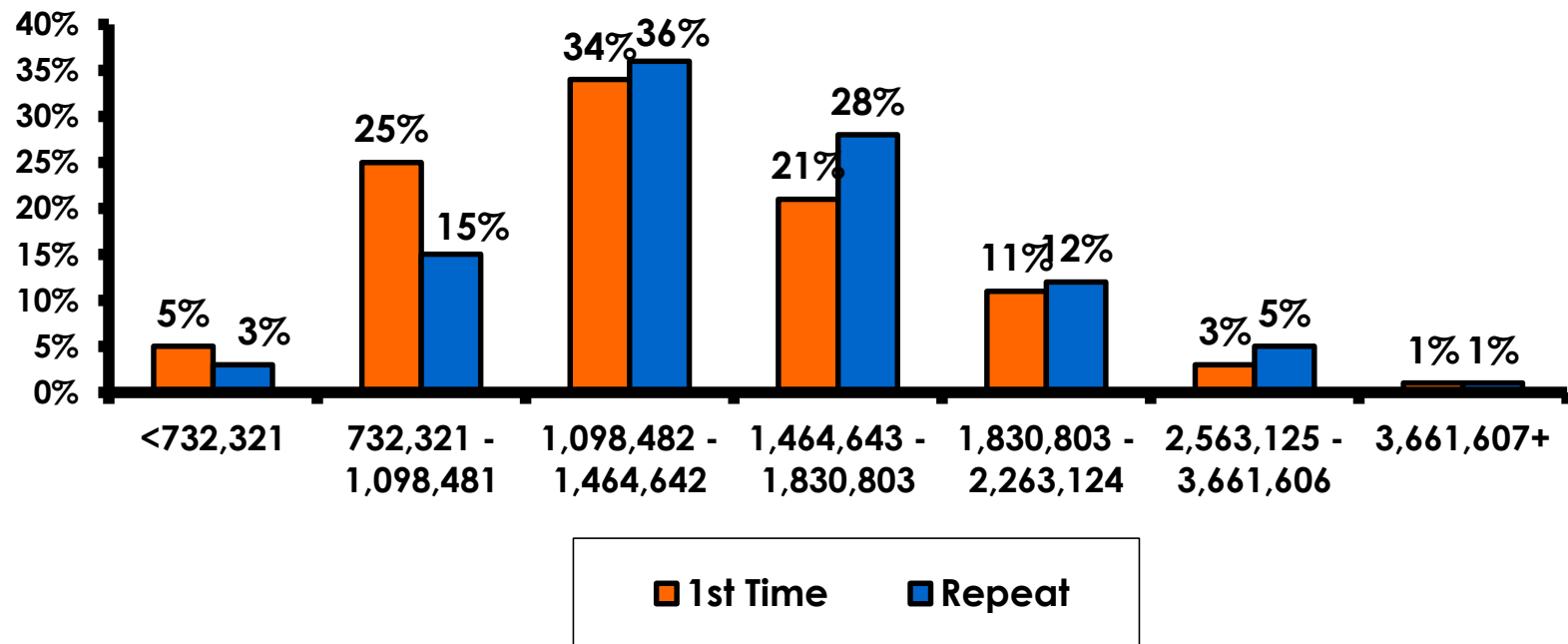
Personal Income



Personal Income

	FY2013	FY2014	FY2015	FY2016
<732,321	18%	17%	4%	4%
732,321- 1,098,481	40%	39%	21%	35%
1,098,482- 1,464,642	18%	18%	35%	43%
1,464,643- 1,830,803	9%	10%	24%	16%
1,830,804- 2,263,124	7%	9%	11%	3%
2,563,125- 3,661,606	4%	5%	4%	1%
3,661,607	4%	2%	1%	-
Refused/ None	1%	1%	-	-

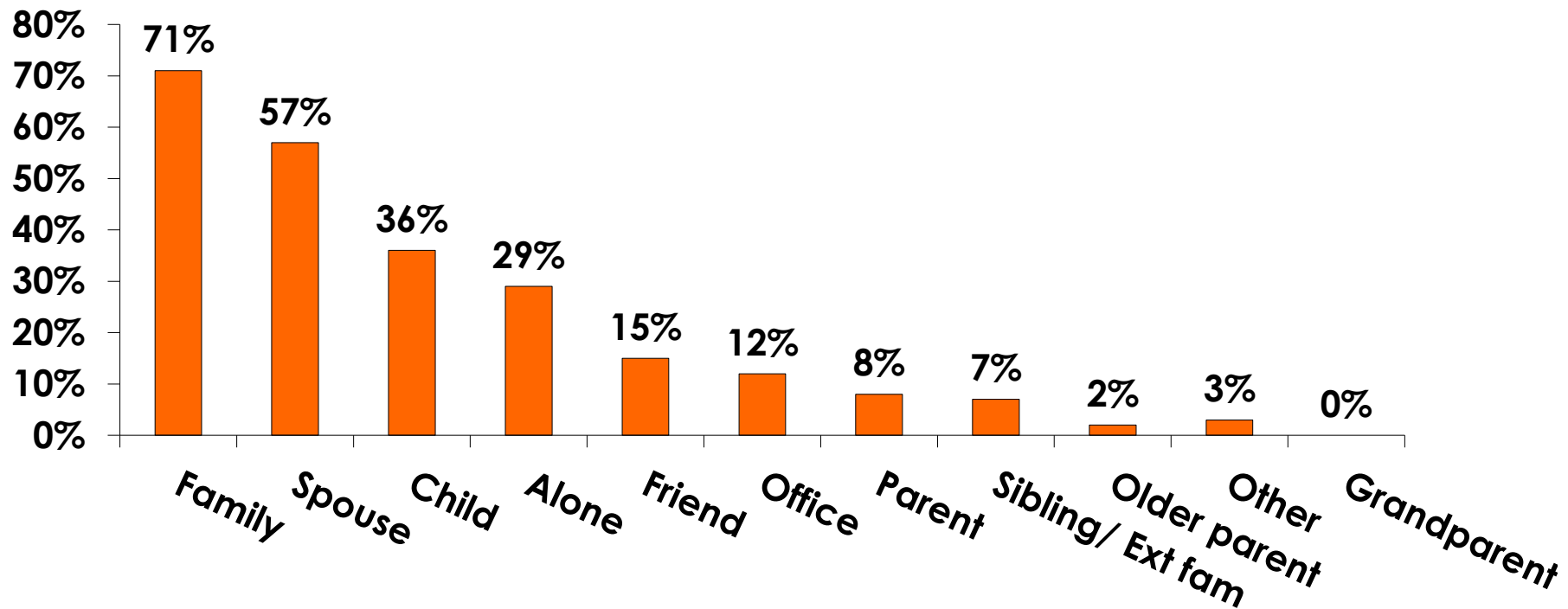
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE				
			-	Male	Female	18-24	25-34	35-49	50+	
Q27	<732,321	Count	26	5	21	4	6		15	
		Column N %	4%	2%	7%	17%	4%		11%	
	732,321-1,098,481	Count	124	46	78	9	41	45	28	
		Column N %	21%	15%	27%	39%	25%	18%	21%	
	1,098,482-1,464,642	Count	207	103	104	4	56	95	41	
		Column N %	35%	34%	36%	17%	34%	37%	31%	
	1,464,643-1,830,803	Count	142	91	50	4	41	71	26	
		Column N %	24%	30%	17%	17%	25%	28%	20%	
	1,830,803-2,263,124	Count	67	39	28	1	19	30	16	
		Column N %	11%	13%	10%	4%	11%	12%	12%	
	2,563,125-3,661,606	Count	22	13	9	1	3	12	6	
		Column N %	4%	4%	3%	4%	2%	5%	5%	
	3,661,607+	Count	5	5			1	3	1	
		Column N %	1%	2%			1%	1%	1%	
	Total		Count	593	302	290	23	167	256	133

Travel Companions



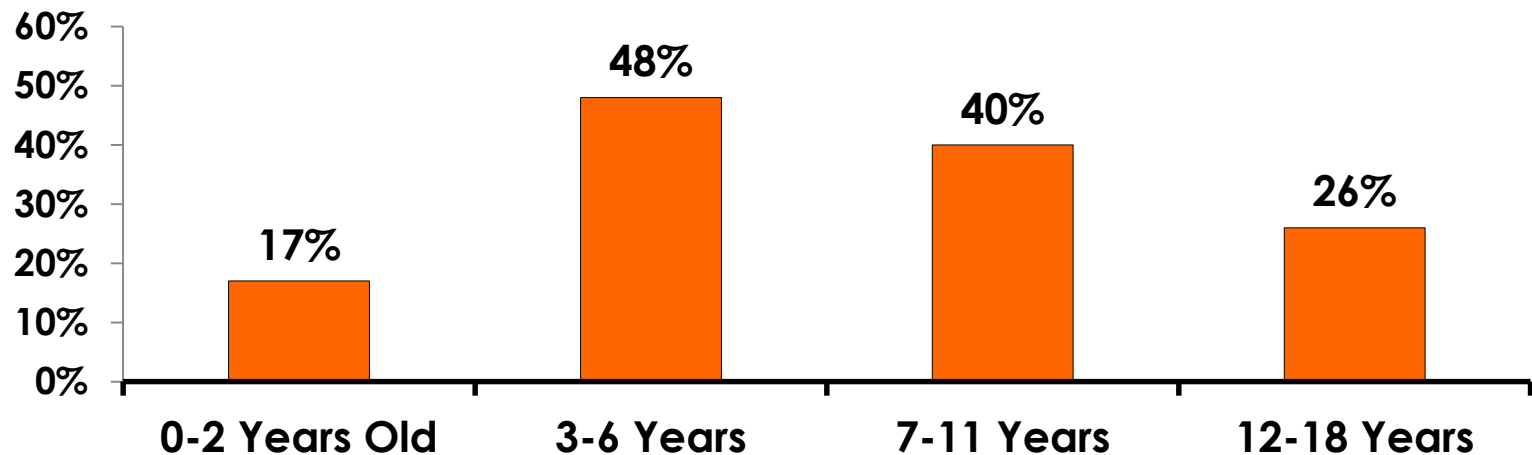
Travel Companions

	FY2013	FY2014	FY2015	FY2016
Family	82%	72%	72%	71%
Spouse	74%	59%	61%	57%
Child	32%	28%	36%	36%
Alone	13%	20%	28%	29%
Friends	15%	19%	16%	15%
Sibling/ Ext family	9%	7%	8%	7%
Office	3%	7%	7%	12%
Parent	4%	4%	4%	8%
Older parent	1%	1%	2%	2%
Other	0%	0%	2%	3%

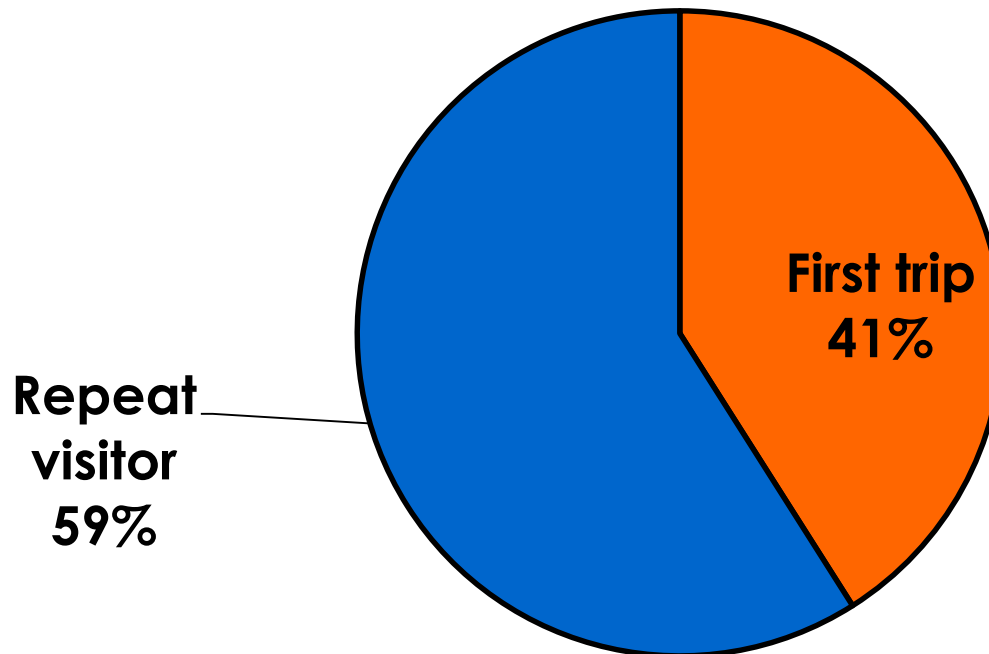
Number of Children Travel Party

N=209 total respondents traveling with children.

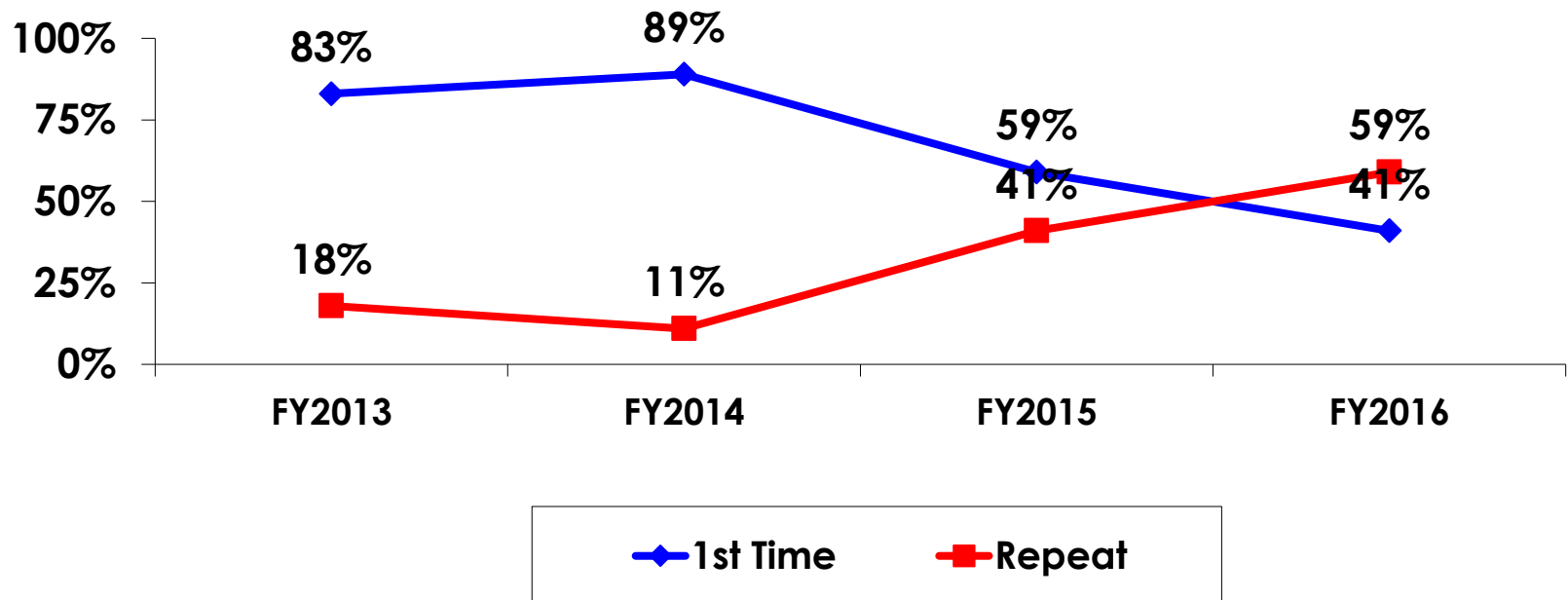
(Of those N=209 respondents, there is a total of 280 children 18 years or younger)



Prior Trips to Guam



PRIOR TRIPS TO GUAM

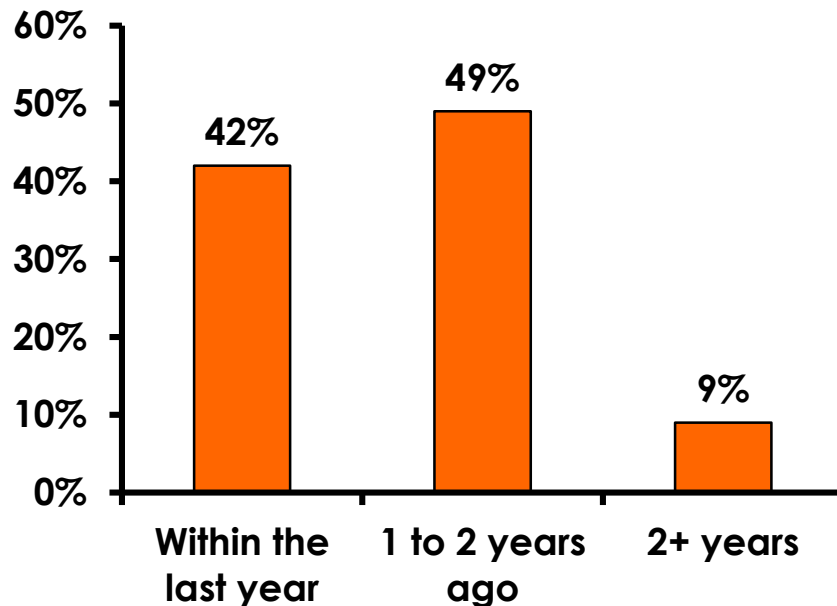


Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
			-	1st	Repeat
GENDER	Male	Count	282	120	162
		Column N %	49%	50%	48%
	Female	Count	294	118	175
		Column N %	51%	50%	52%
AGE	Total	Count	576	238	337
	18-24	Count	23	12	11
		Column N %	4%	5%	3%
	25-34	Count	136	51	85
		Column N %	24%	22%	25%
	35-49	Count	272	121	150
		Column N %	48%	51%	45%
	50+	Count	141	51	90
		Column N %	25%	22%	27%
	Total	Count	572	235	336

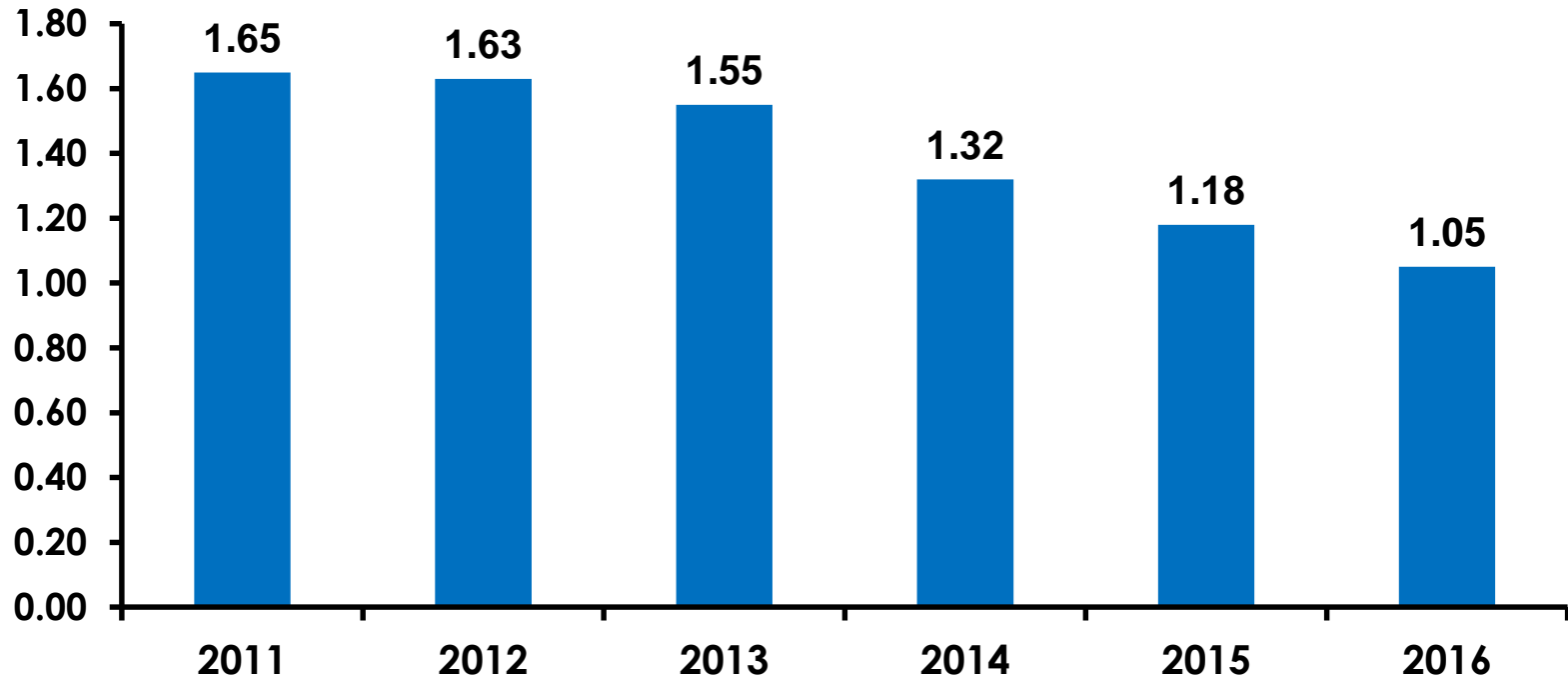
Repeat Visitors Last Trip

n = 331



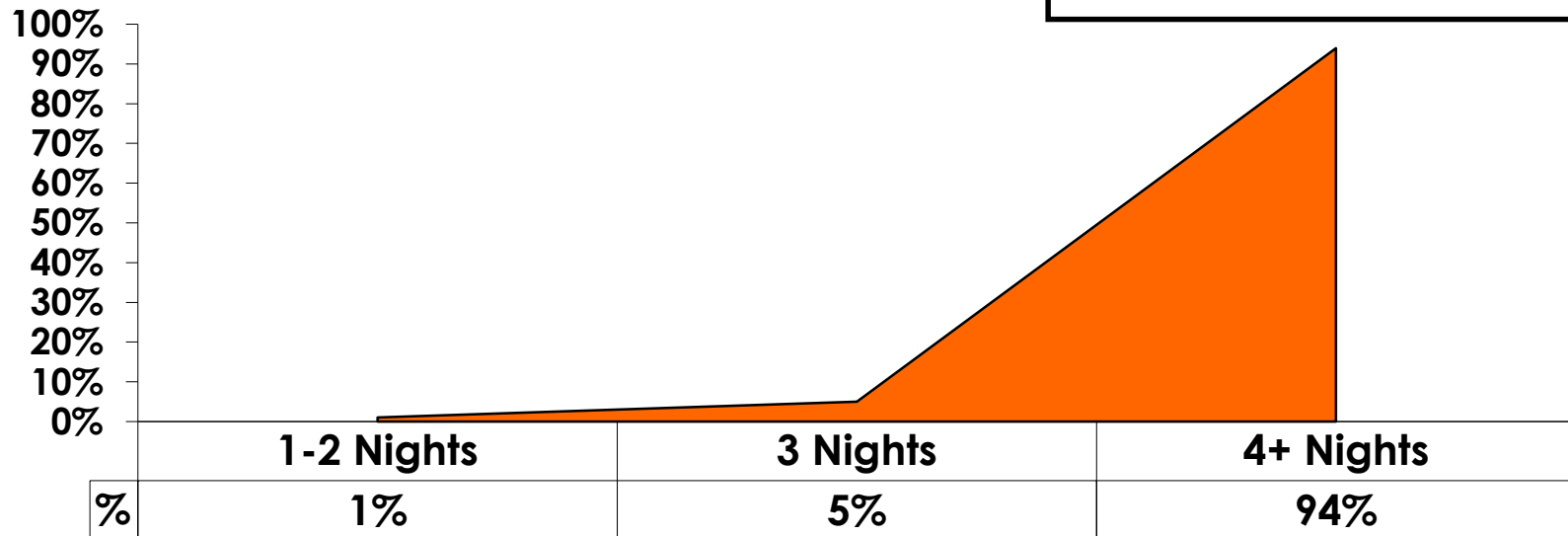
- The average repeat visitor has been to Guam 1.81 times.
- A majority of the repeat visitors have been to Guam within the last year.

Average Number Overnight Trips (2011-2016) (2 nights or more)

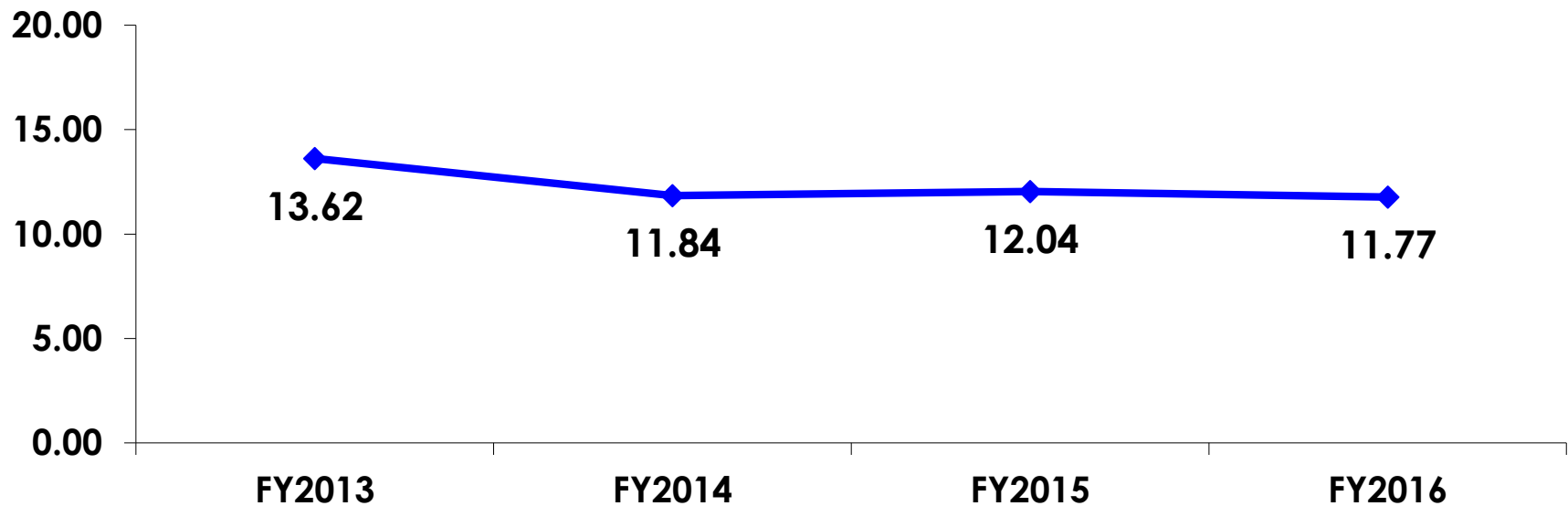


Length of Stay

Mean = 11.77 Days
Median = 10.0 Days



AVG LENGTH OF STAY

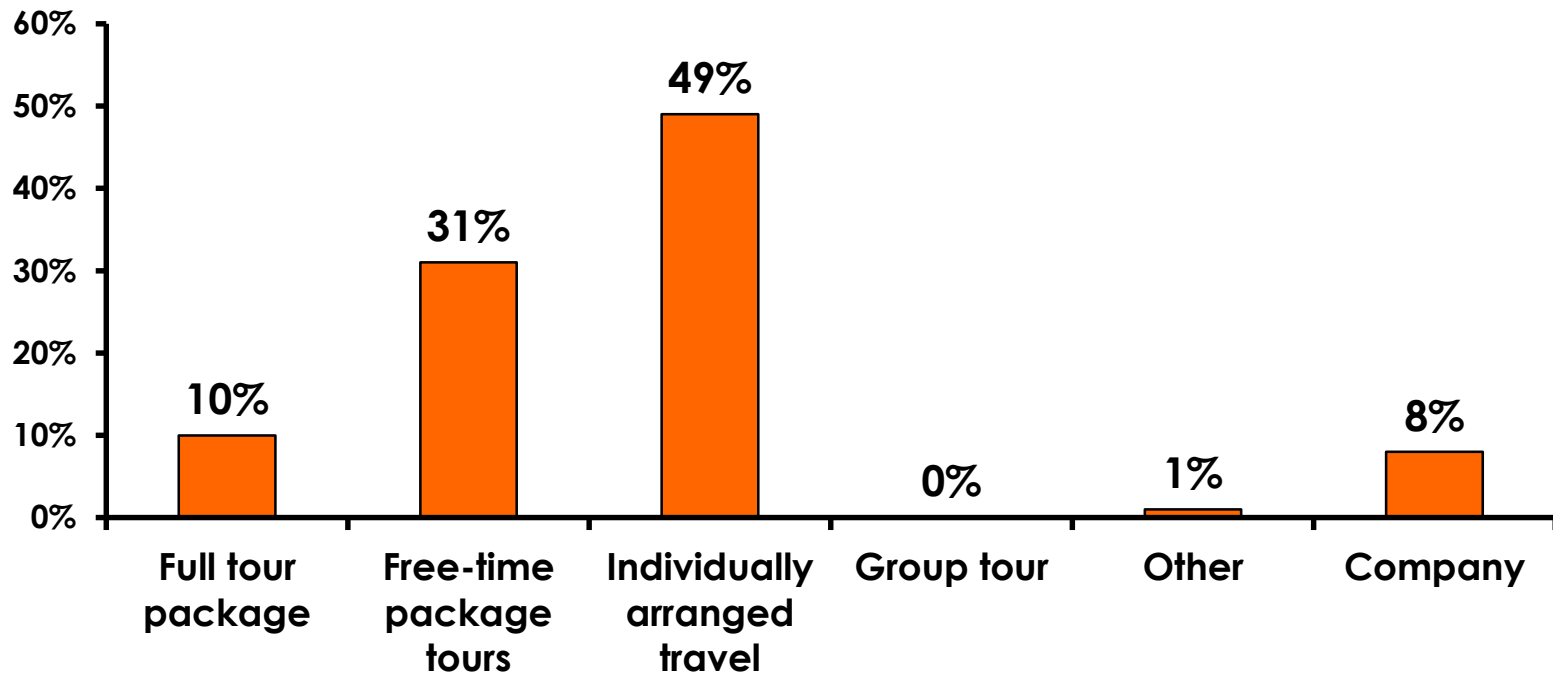


Occupation by Income

		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	30%		13%	33%	57%	53%	75%	
	Professional/ Specialist	23%	5%	38%	20%	3%			
	Company: Manager	11%	5%	17%	12%	2%			
	Company: Exec	9%		1%	14%	17%	13%	25%	
	Company: Office/ Non-Mgr	7%	10%	10%	6%	3%	7%		
	Homemaker	4%		4%	3%	8%	20%		
	Company: Engineer	4%		4%	6%	4%			
	Retired	4%	55%	5%					
	Student	3%	15%	2%	2%	3%			
	Teacher	2%		2%	3%				
	Freelancer	1%	5%	3%	1%				
	Company: Salesperson	1%	5%	1%	0%		7%		
	Other	0%		1%		1%			
	Skilled worker	0%		1%					
	Total Count	576	20	198	244	89	15	4	

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall



Travel Planning - Overall

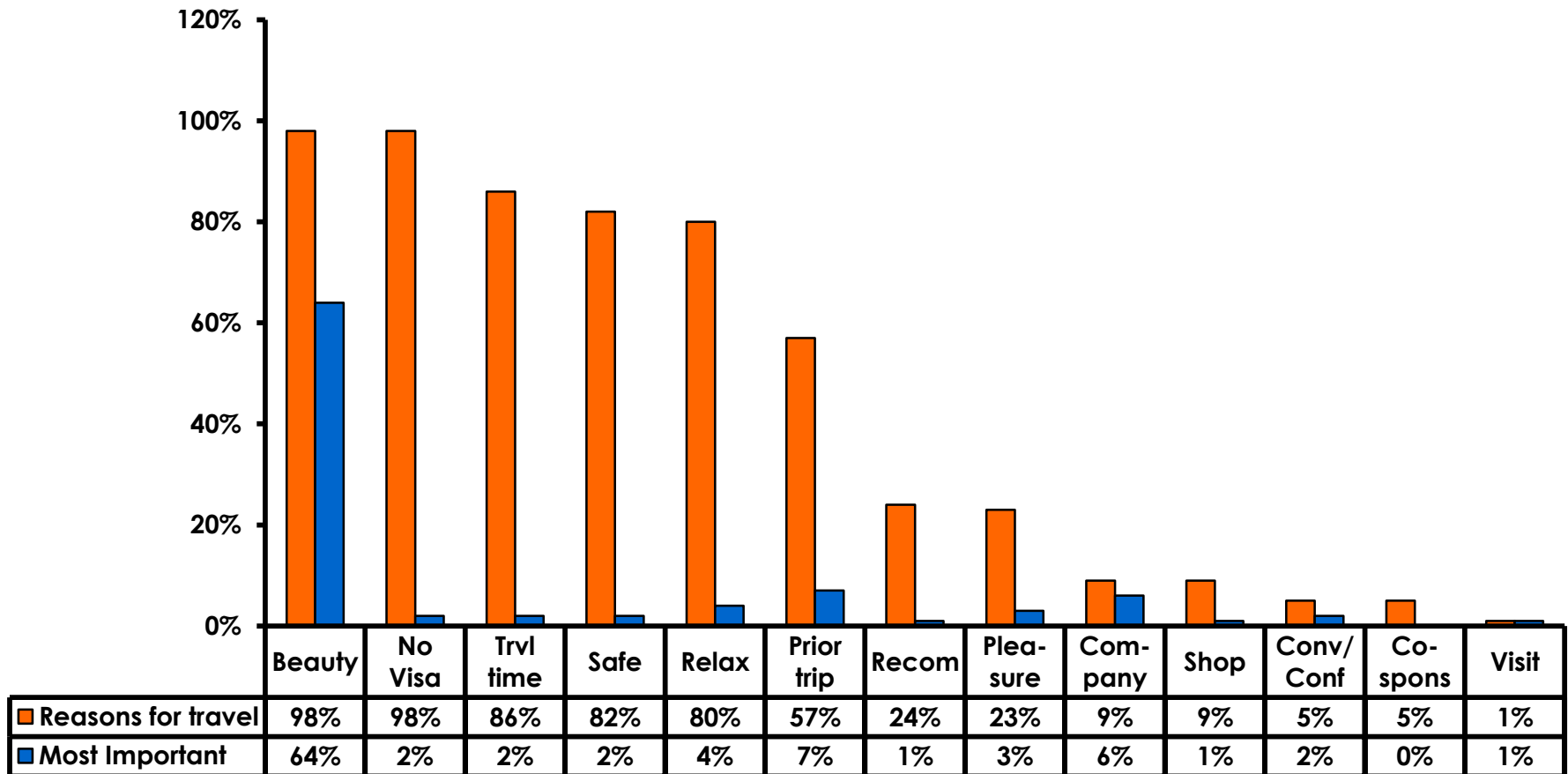
	FY2013	FY2014	FY2015	FY2016
Free-time pkg tour	37%	55%	31%	31%
Full-pkg tour	37%	35%	29%	10%
FIT	28%	5%	34%	49%
Company	2%	3%	3%	8%
Other	1%	1%	2%	1%
Group tour	2%	0%	1%	0%

Accommodation by Income

Average length of stay: 11.77 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	Westin Resort Guam	19%	20%	13%	24%	23%	13%	25%		
	Fiesta Resort Guam	15%	10%	25%	10%	9%				
	Hilton Guam Resort	12%	5%	9%	14%	17%				
	Bayview Hotel	10%	10%	15%	8%	6%	20%			
	PIC Club	8%	10%	3%	13%	7%				
	Dusit Thani Guam	7%		3%	8%	10%	27%	75%		
	Lotte Hotel Guam	5%		4%	6%	8%	7%			
	Tumon Bay Capital Hotel	4%		4%	5%	1%	13%			
	Guam Reef & Olive Spa	4%	10%	4%	2%	3%	7%			
	Condo	3%	10%	5%	0%	3%	7%			
	Outrigger Guam Resort	2%		3%	3%	2%				
	Hyatt Regency Guam	2%	5%		2%	7%	7%			
	Apartment	2%	5%	5%	1%	1%				
	Holiday Resort Guam	2%	5%	3%	1%	1%				
	Pacific Star Resort & Spa	1%		3%	1%					
	Home stay/ friend/ relative	1%	5%	1%	0%					
	Onward Beach Resort	1%	5%	1%	0%					
	Pacific Bay Hotel	1%		1%	1%					
	Guam Plaza Hotel	0%		1%						
	Oceanview Hotel	0%		1%						
	Other	0%			0%					
	Hotel Nikko Guam	0%				1%				
	Total	Count	575	20	198	244	88	15	4	

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Guam's natural beauty/ beaches
- Prior trip
- Business

are the primary reasons for visiting during this period.

Most Important Reason for Choosing Guam

	FY2013	FY2014	FY2015	FY2016
Natural Beauty	36%	30%	59%	64%
No Visa	24%	12%	Not top 3	Not top 3
Short travel time	Not top 3	10%	5%	Not top 3
Relax	9%	Not top 3	Not top 3	Not top 3
Prior trip	Not top 3	Not top 3	9%	7%
Company/ Business Trip	Not top 3	Not top 3	Not top 3	6%

Motivation by Age & Gender

		TOTAL	AGE				GENDER		
		-	18-24	25-34	35-49	50+	Male	Female	
Q5A	Natural beauty	98%	100%	97%	97%	100%	97%	99%	
	No Visa required	98%	100%	99%	98%	98%	97%	99%	
	Short travel time	86%	100%	90%	84%	84%	84%	88%	
	Safe	82%	83%	78%	83%	83%	82%	82%	
	Relax	80%	87%	76%	78%	87%	80%	79%	
	Previous trip	57%	48%	60%	54%	63%	56%	59%	
	Recomm- friend/family/trvl agnt	24%	30%	22%	25%	22%	23%	24%	
	Pleasure	23%	26%	24%	23%	21%	27%	19%	
	Other	9%	13%	17%	6%	7%	8%	11%	
	Company/ Business Trip	9%		6%	12%	8%	11%	7%	
	Shopping	9%	13%	10%	10%	5%	5%	12%	
	Convention/ Trade/ Conference	5%		1%	6%	9%	5%	5%	
	Company Sponsored	5%		1%	7%	6%	5%	5%	
	Visit friends/ Relatives	1%		1%	1%	3%	1%	2%	
	Organized sports	1%		1%	1%		1%	1%	
	Scuba	1%		1%	1%		1%	0%	
	Price	1%	4%		1%			1%	
	Water sports	1%		1%	1%		1%		
	Total	Count	576	23	136	272	141	282	294

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	2,263,125-3,661,606	3,661,607+	No Income
Q5A	Natural beauty	98%	100%	98%	98%	96%	100%	100%		
	No Visa required	98%	95%	99%	98%	98%	93%	100%		
	Short travel time	86%	95%	88%	84%	84%	93%	75%		
	Safe	82%	70%	77%	85%	85%	80%	100%		
	Relax	80%	75%	82%	76%	83%	87%	75%		
	Previous trip	57%	30%	65%	54%	54%	67%	75%		
	Recomm- friend/family/trvl agnt	24%	40%	20%	24%	26%	20%	25%		
	Pleasure	23%	5%	24%	23%	22%	27%	25%		
	Other	9%	15%	6%	9%	13%	27%			
	Company/ Business Trip	9%		7%	13%	9%				
	Shopping	9%		10%	7%	16%				
	Convention/ Trade/ Conference	5%	10%	3%	7%	4%				
	Company Sponsored	5%		4%	7%	4%				
	Visit friends/ Relatives	1%	5%	2%	1%		7%			
	Organized sports	1%		1%	1%					
	Scuba	1%		2%		1%				
	Price	1%		2%	0%					
	Water sports	1%		1%	0%					
	Total	Count	576	20	198	244	89	15	4	

SECTION 3 **EXPENDITURES**

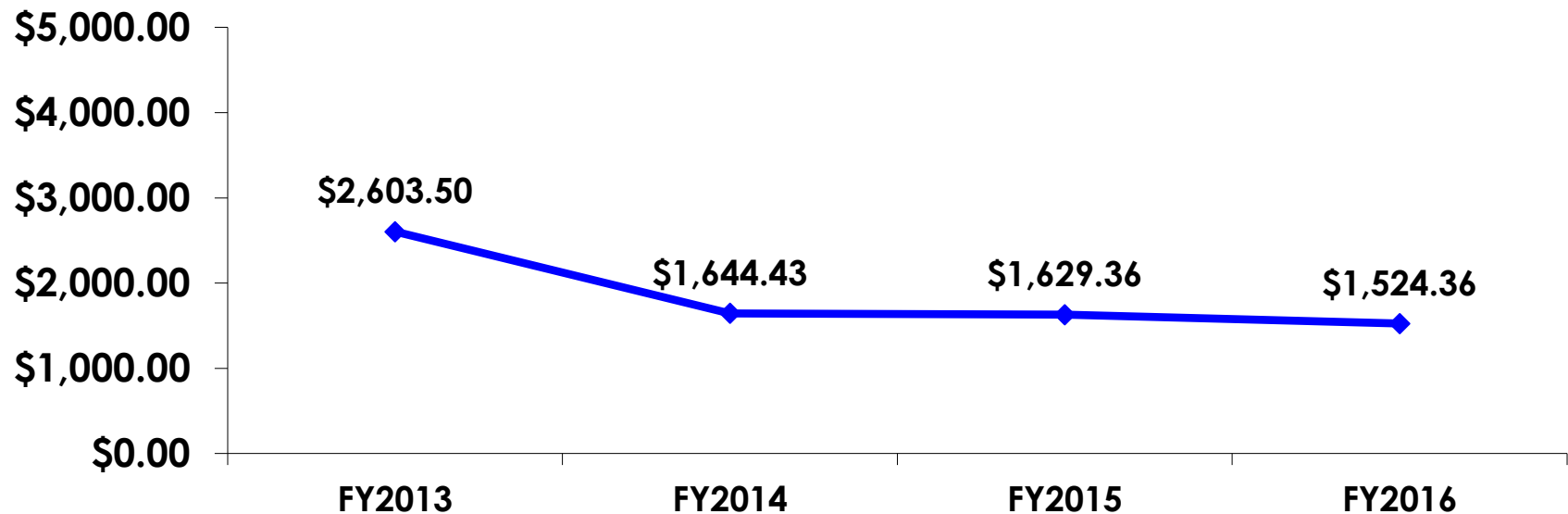
Prepaid Expenditures

Ruble Varies /US\$1

- \$3,441.37 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$12,743 = maximum (highest amount recorded for the entire sample)
- \$1,524.36 = overall mean average per person prepaid expenditures

PREPAID EXPENDITURES

Per Person



Breakdown of Prepaid Expenditures

Rub Varies=\$1

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

	MEAN \$
Air & Accommodation package only	\$3,881.76
Air & Accommodation w/ daily meal package	\$5,147.86
Air only	\$1,901.13
Accommodation only	\$3,029.87
Accommodation w/ daily meal only	\$-
Food & Beverages in Hotel	\$-
Ground transportation – Russia	\$-
Ground transportation – Guam	\$-
Optional tours/ activities	\$-
Other expenses	\$-
Total Prepaid	\$3,441.37

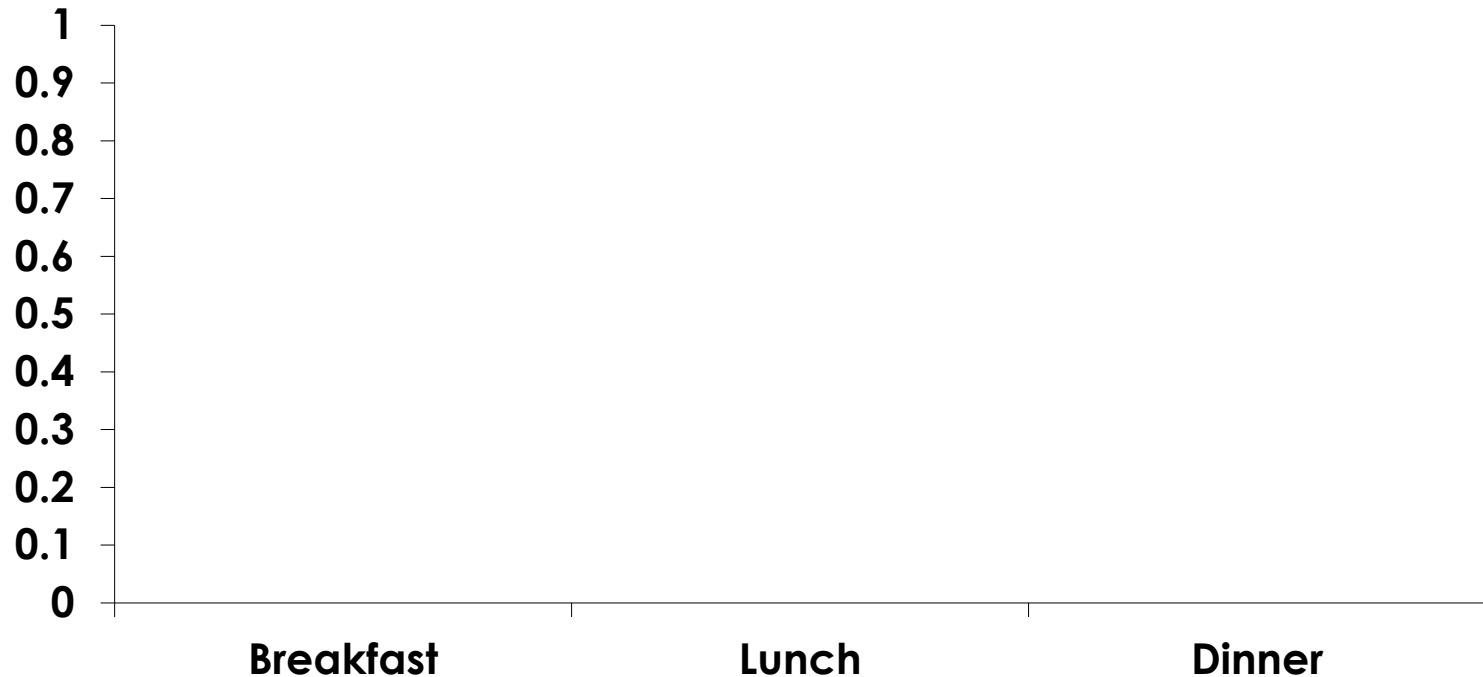
Breakdown of Prepaid Expenditures

	FY2013	FY2014	FY2015	FY2016
Air & Accommodation package only	\$5,366.19	\$2,967.81	\$3,370.44	\$3,881.76
Air & Accommodation w/ daily meal package	\$8,323.00	\$4,419.34	\$5,323.83	\$5,147.86
Air only	\$2,166.59	\$2,406.49	\$1,241.38	\$1,901.13
Accommodation only	\$2,031.37	\$1,245.05	\$1,323.35	\$3,029.87
Accommodation w/ daily meal only	\$3,444.30	-	\$1,896.81	\$-
Food & Beverages in Hotel	-	-	-	\$-
Ground transportation – Russia	\$16.10	-	-	\$-
Ground transportation – Guam	-	-	-	\$-
Optional tours/ activities	-	-	-	\$-
Other expenses	\$610.87	\$848.90	-	\$-
Total Prepaid	\$5,626.62	\$3,326.50	\$3,533.54	\$3,441.37

PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n= X (none recorded)

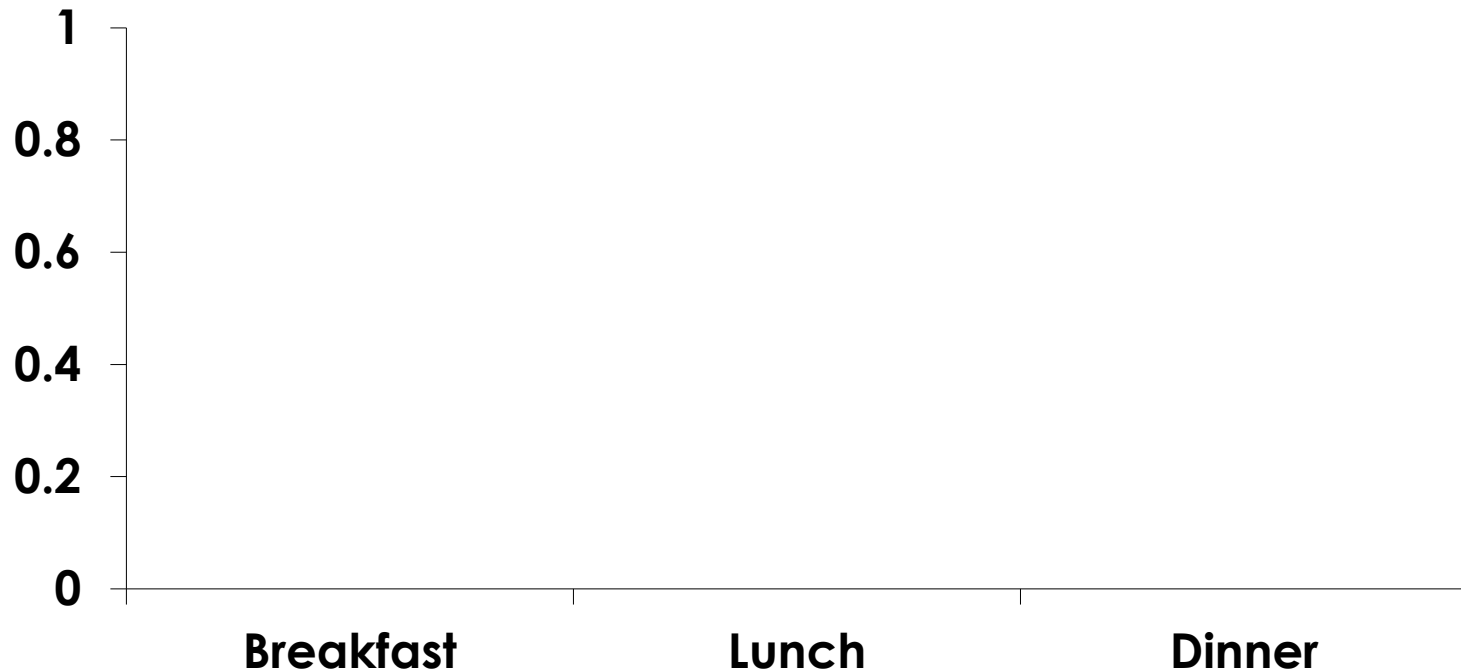


Mean=\$5,147.86 per travel party

PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

n=X



Mean=\$X per travel party

PREPAID GROUND TRANSPORTATION

n=X



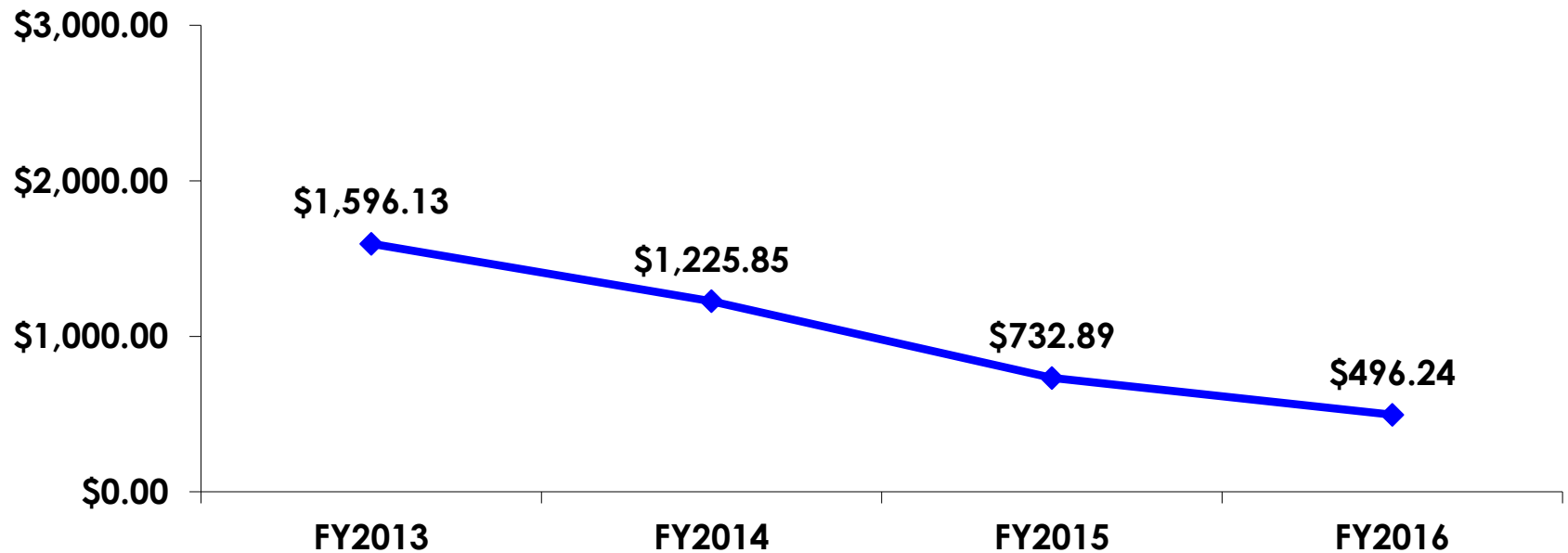
Mean=\$X per travel party

On-Island Expenditures

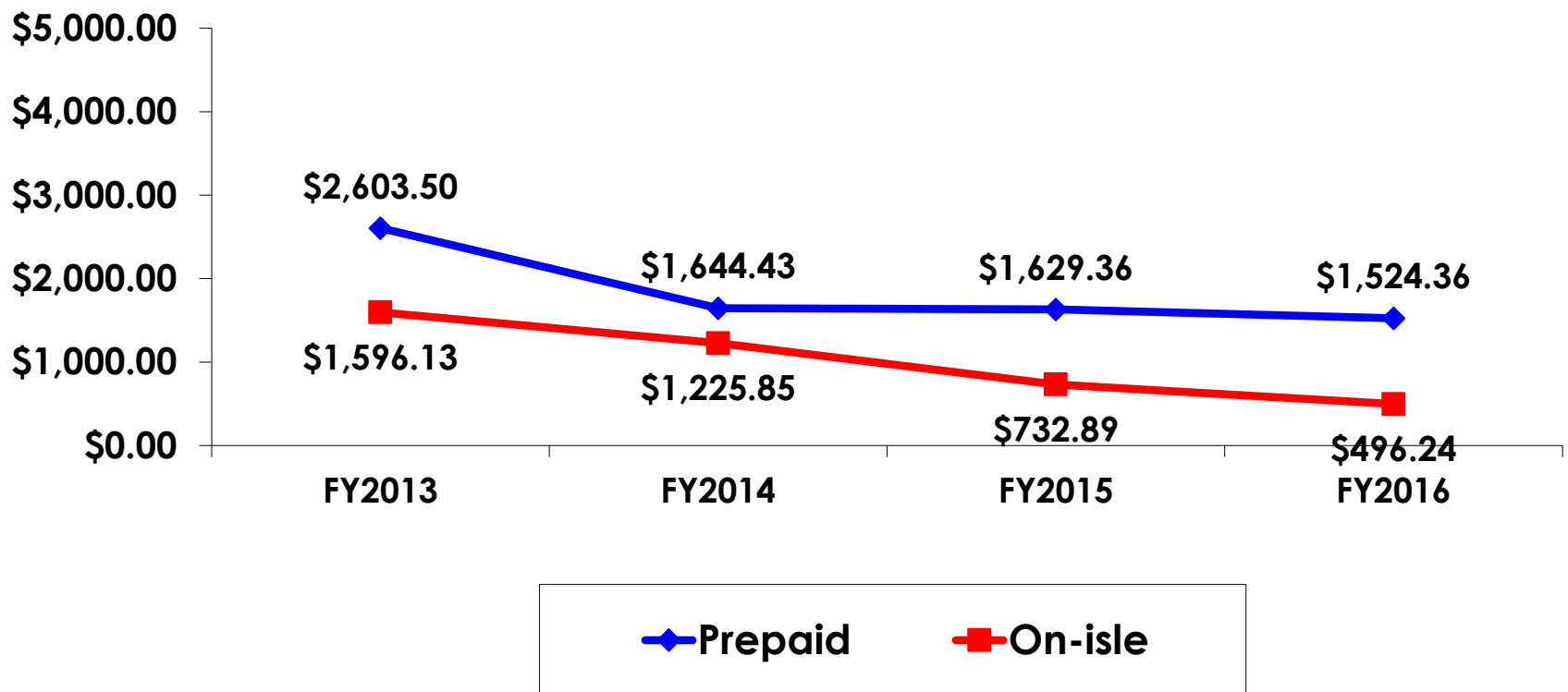
- \$907.51 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$8,530 = Maximum (highest amount recorded for the entire sample)
- \$496.24 = overall mean average per person on-island expenditure

ON-ISLAND EXPENDITURES

Per Person



PREPAID/ ON-ISLE EXPENDITURES – Per Person



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	\$496.24	\$446.95	\$543.51	\$316.00	\$419.37	\$446.96	\$471.92	\$457.22	\$511.37	\$552.65	\$605.22
	Median	\$410	\$395	\$450	\$250	\$357	\$390	\$410	\$355	\$355	\$450	\$555
	Minimum	\$0	\$0	\$0	\$0	\$125	\$147	\$75	\$0	\$0	\$66	\$0
	Maximum	\$2,020	\$1,570	\$2,020	\$700	\$1,415	\$1,340	\$1,570	\$1,090	\$1,706	\$2,020	\$1,550

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$105.73	\$110.51	\$101.15	\$60.87	\$110.77	\$100.78	\$115.43
	Median	\$60	\$60	\$50	\$0	\$60	\$60	\$60
F&B FF/STORE	Mean	\$72.13	\$73.88	\$70.46	\$26.52	\$73.94	\$77.84	\$65.82
	Median	\$60	\$60	\$60	\$0	\$65	\$70	\$50
F&B RESTRNT	Mean	\$118.69	\$122.06	\$115.46	\$59.57	\$121.54	\$124.53	\$113.51
	Median	\$100	\$120	\$100	\$0	\$100	\$120	\$100
OPT TOUR	Mean	\$111.78	\$131.97	\$92.42	\$102.17	\$80.51	\$137.41	\$92.34
	Median	\$60	\$80	\$55	\$60	\$50	\$80	\$0
GIFT- SELF	Mean	\$239.89	\$233.55	\$245.97	\$137.83	\$268.53	\$244.94	\$221.35
	Median	\$200	\$200	\$200	\$100	\$200	\$200	\$200
GIFT- OTHER	Mean	\$109.71	\$104.70	\$114.52	\$38.26	\$105.74	\$106.05	\$133.48
	Median	\$100	\$100	\$100	\$50	\$100	\$100	\$100
TRANS	Mean	\$125.21	\$146.60	\$104.70	\$26.09	\$111.39	\$125.90	\$153.03
	Median	\$50	\$100	\$40	\$0	\$50	\$60	\$60
OTHER	Mean	\$27.65	\$19.22	\$35.74	\$0.87	\$60.99	\$19.08	\$15.85
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	Mean	\$907.51	\$942.47	\$873.97	\$452.17	\$934.15	\$936.53	\$896.61
	Median	\$800	\$870	\$750	\$350	\$800	\$850	\$800

On-Island Expenditures

First Timers & Repeaters

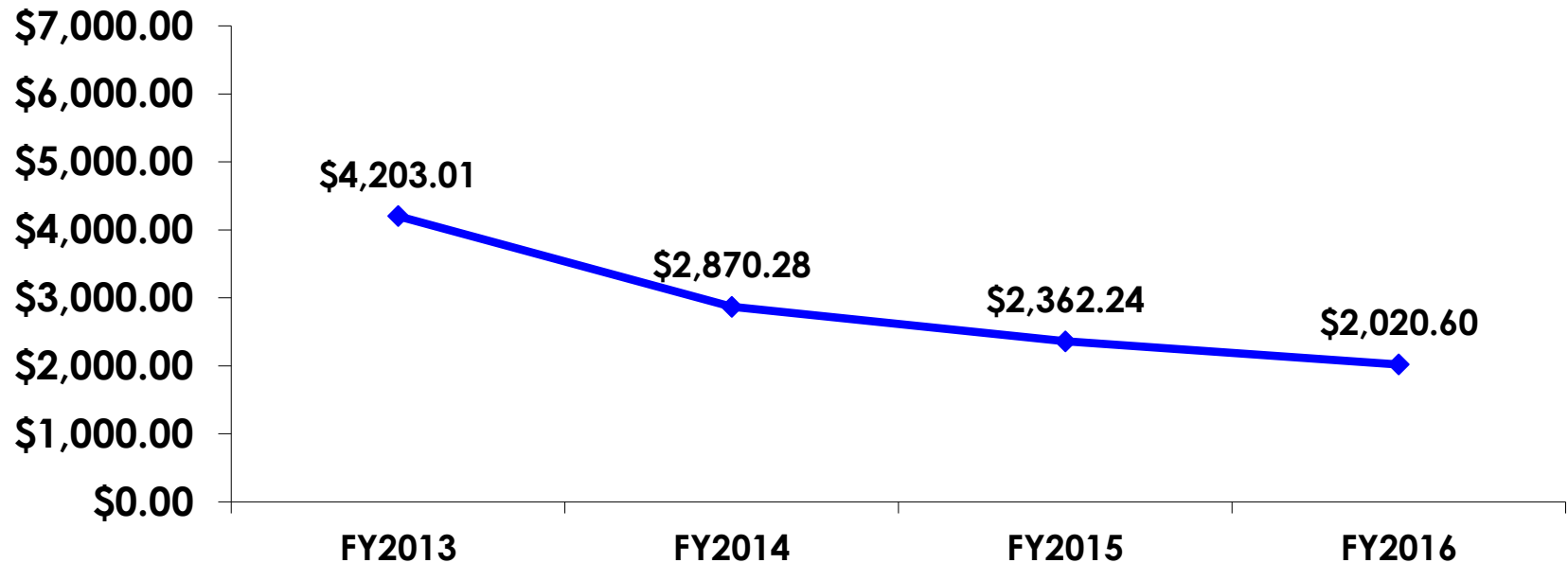
		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$105.73	\$90.54	\$116.33
	Median	\$60	\$50	\$80
F&B FF/STORE	Mean	\$72.13	\$63.00	\$78.64
	Median	\$60	\$50	\$70
F&B RESTRNT	Mean	\$118.69	\$118.41	\$118.50
	Median	\$100	\$100	\$100
OPT TOUR	Mean	\$111.78	\$169.98	\$69.97
	Median	\$60	\$120	\$0
GIFT- SELF	Mean	\$239.89	\$237.08	\$241.84
	Median	\$200	\$200	\$200
GIFT- OTHER	Mean	\$109.71	\$115.78	\$105.46
	Median	\$100	\$100	\$100
TRANS	Mean	\$125.21	\$84.82	\$154.11
	Median	\$50	\$40	\$80
OTHER	Mean	\$27.65	\$15.90	\$36.04
	Median	\$0	\$0	\$0
TOTAL	Mean	\$907.51	\$895.51	\$915.26
	Median	\$800	\$835	\$800

Total Expenditures Per Person (Prepaid & On-Island)

- \$2,020.60 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$7,301 = Maximum (highest amount recorded for the entire sample)

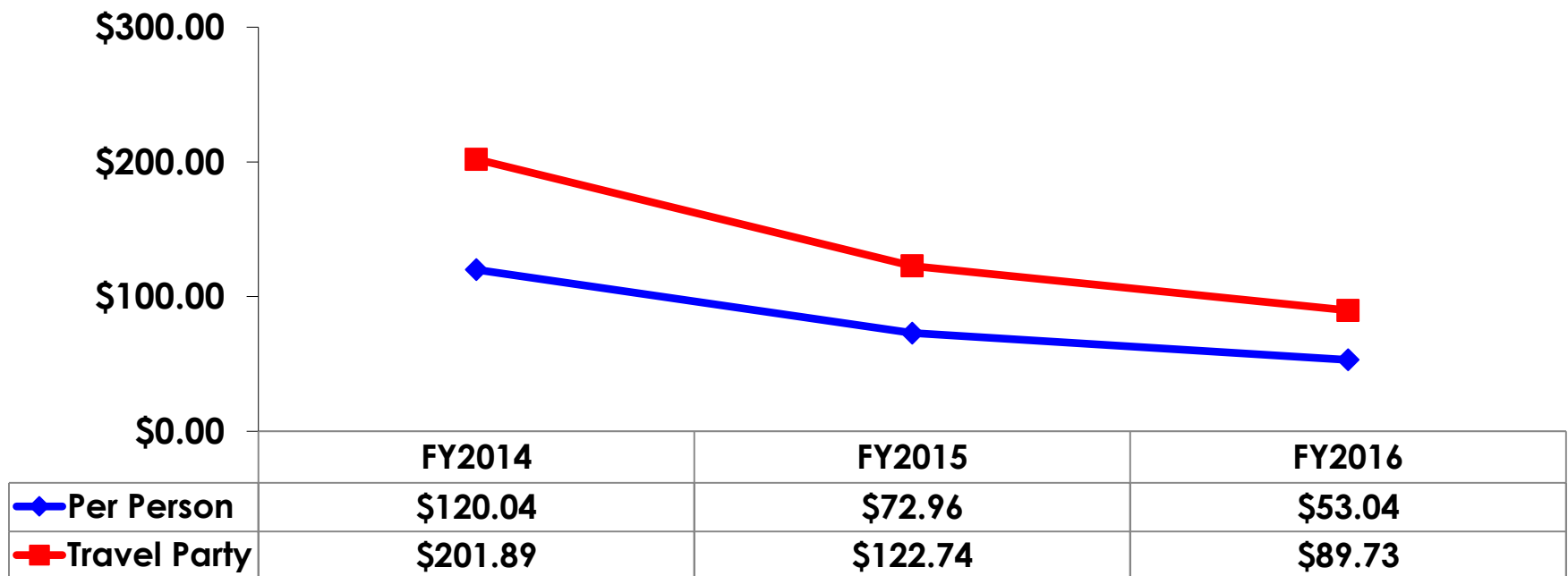
TOTAL EXPENDITURES

Per Person



ONISLE EXPENDITURES

Per Day



Breakdown of On-Island Expenditures

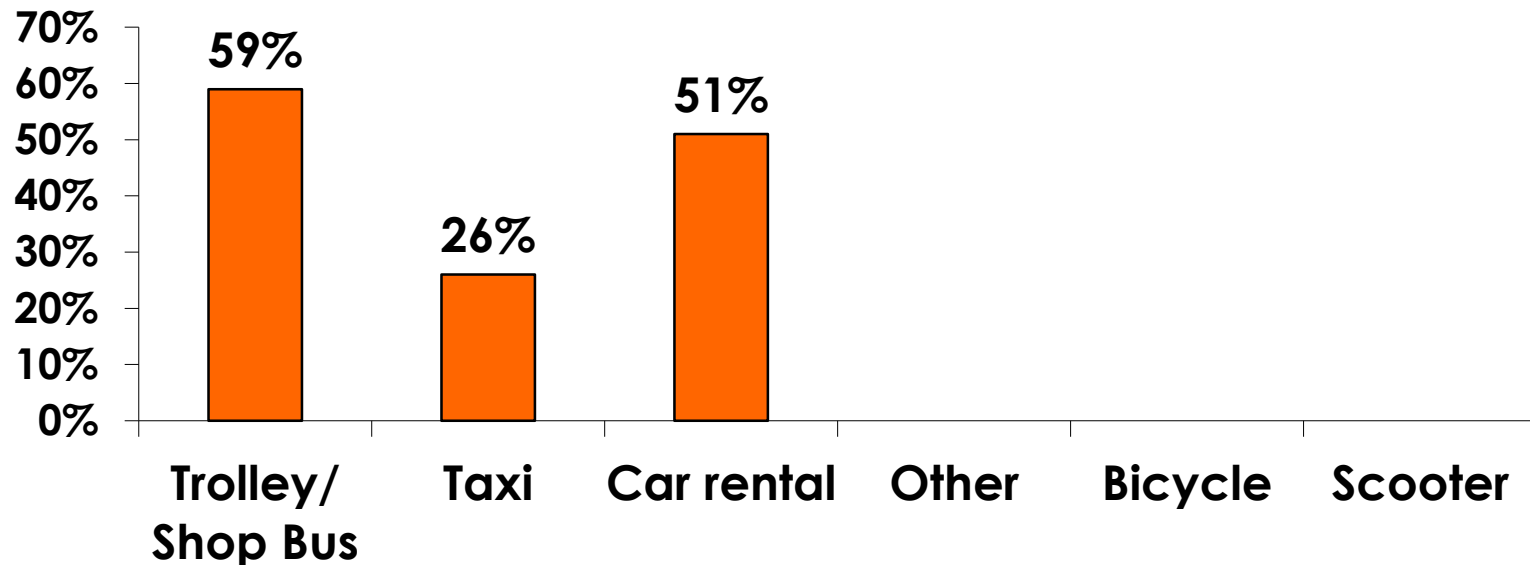
	MEAN \$
Food & beverage in a hotel	\$105.73
Food & beverage in fast food restaurant/convenience store	\$72.13
Food & beverage at restaurants or drinking establishments outside a hotel	\$118.69
Optional tours and activities	\$111.78
Gifts/ souvenirs for yourself/companions	\$239.89
Gifts/ souvenirs for friends/family at home	\$109.71
Local transportation	\$125.21
Other expenses not covered	\$27.65
Average Total	\$907.51

Breakdown of On-Island Expenditures

	FY2013	FY2014	FY2015	FY2016
Food & beverage in a hotel	\$366.52	\$128.20	\$104.86	\$105.73
Food & beverage in fast food restaurant/convenience store	\$52.14	\$75.01	\$99.68	\$72.13
Food & beverage at restaurants or drinking establishments outside a hotel	\$532.18	\$434.95	\$222.87	\$118.69
Optional tours and activities	\$362.95	\$274.08	\$185.40	\$111.78
Gifts/ souvenirs for yourself/ companions	\$1,151.61	\$725.25	\$309.31	\$239.89
Gifts/ souvenirs for friends/family	\$482.91	\$323.91	\$233.64	\$109.71
Local transportation	\$214.38	\$85.37	\$133.23	\$125.21
Other expenses not covered	\$168.12	\$109.60	\$42.06	\$27.65
Average Total	\$3,319.55	\$2,162.78	\$1,314.05	\$907.51

Local Transportation

n=413



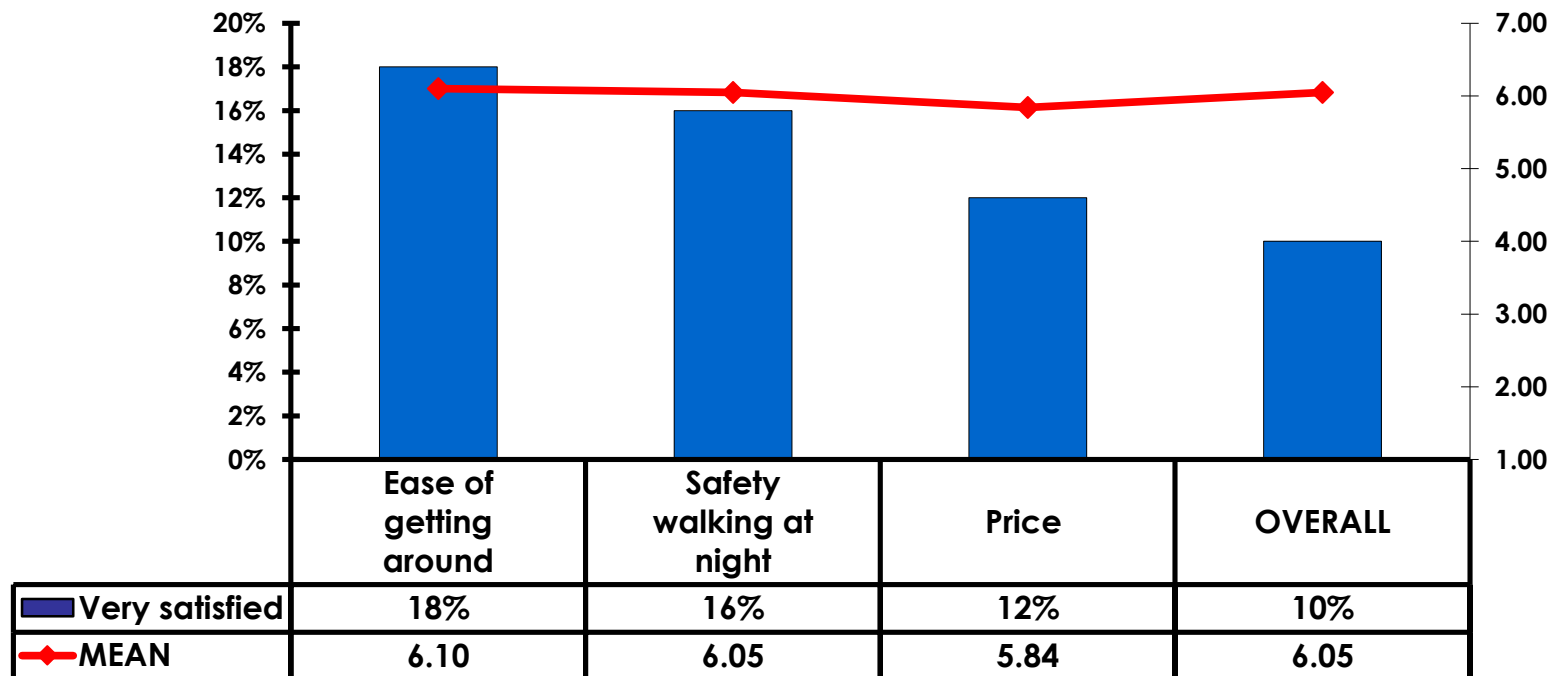
Mean=\$125.21 per travel party

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Satisfaction Mean

7.00
6.00
5.00
4.00
3.00
2.00
1.00
0.00

FY2013

FY2014

FY2015

FY2016

◆ Ease of getting around
◆ Safety walking at night
◆ Price
◆ OVERALL

5.99

5.76

6.08

6.10

5.84

5.79

5.96

6.05

5.79

5.41

5.79

5.84

5.87

5.84

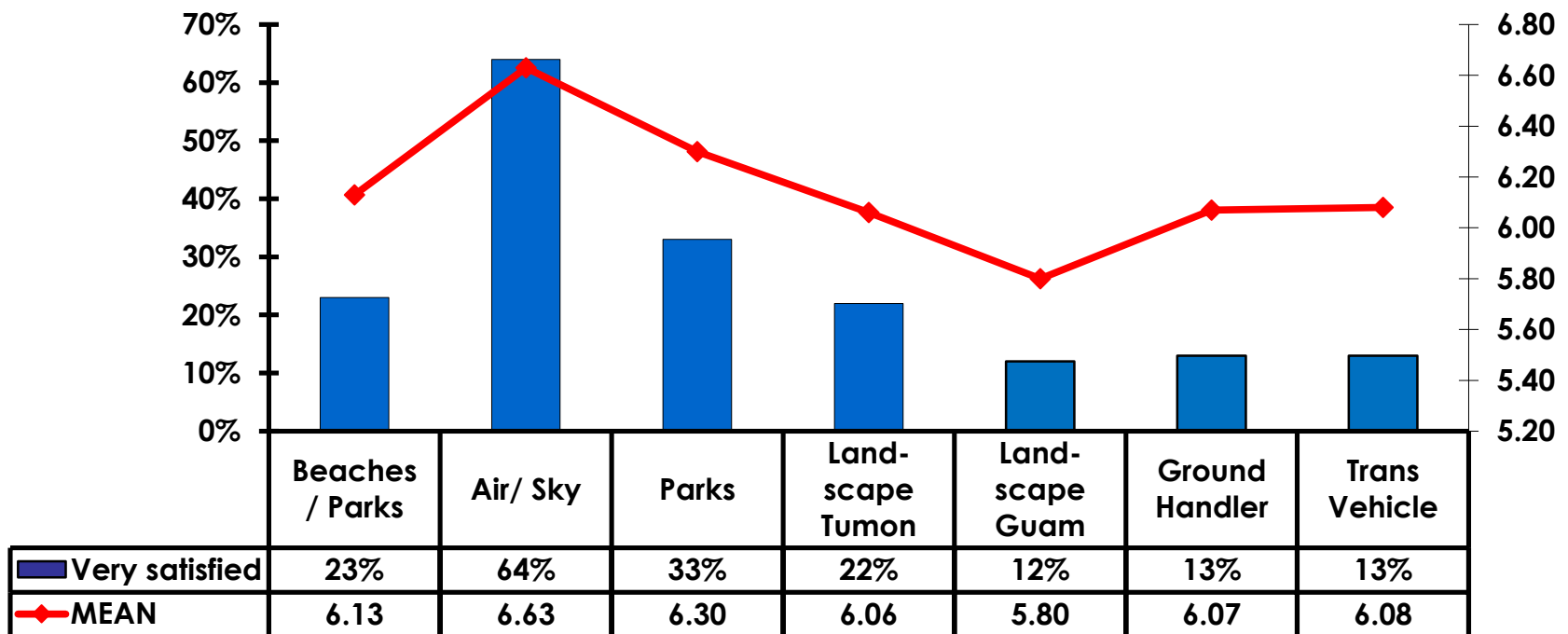
5.97

6.05

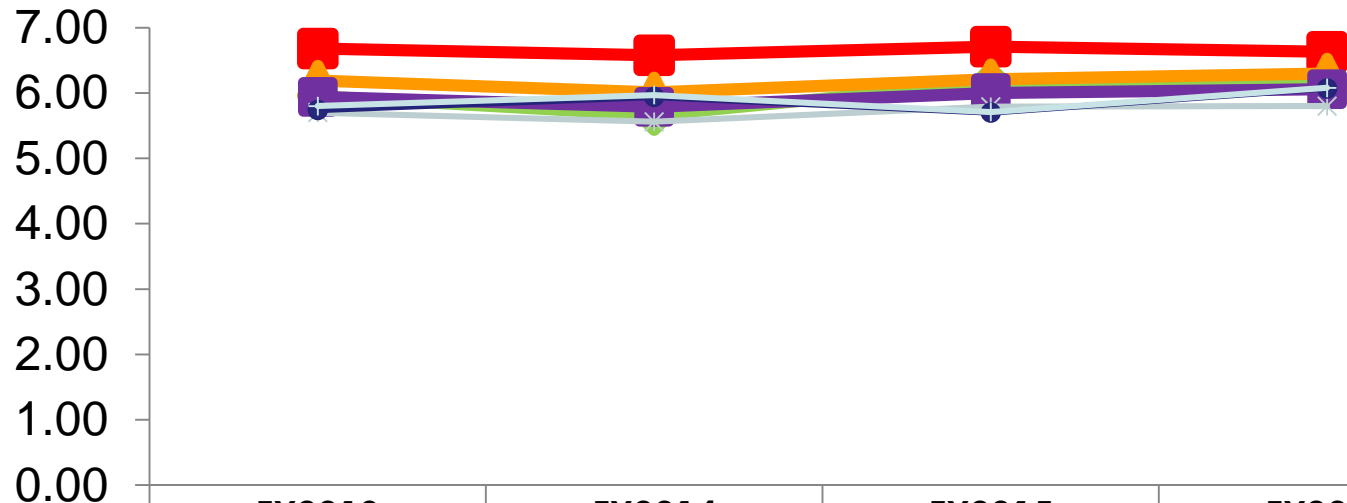
Satisfaction Quality/ Cleanliness

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Satisfaction Mean

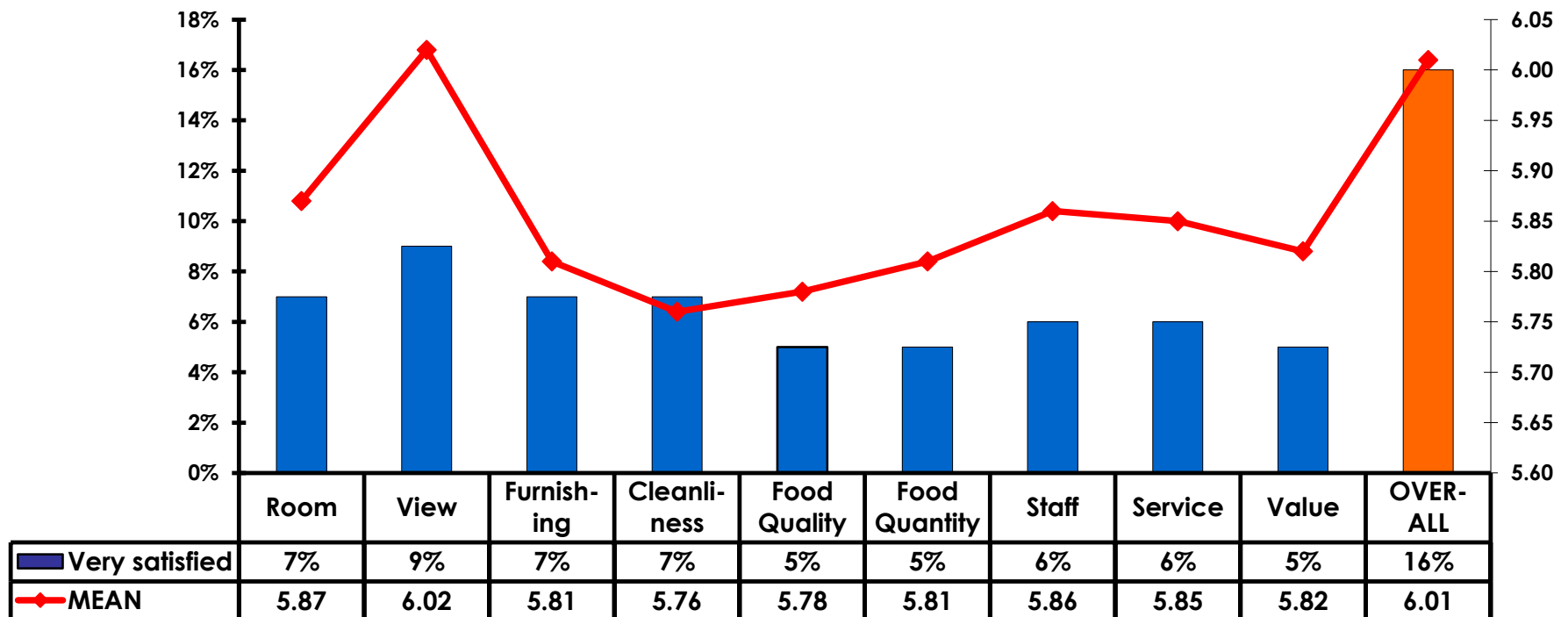


	FY2013	FY2014	FY2015	FY2016
Beaches/ Parks	5.95	5.66	6.16	6.13
Air/ Sky	6.68	6.58	6.71	6.63
Parks	6.19	6.01	6.21	6.30
Landscape Tumon	5.94	5.79	6.00	6.06
Landscape Guam	5.70	5.56	5.79	5.80
Grnd Handler	5.74	5.94	5.70	6.07
Trans Vehicle	5.80	5.97	5.71	6.08

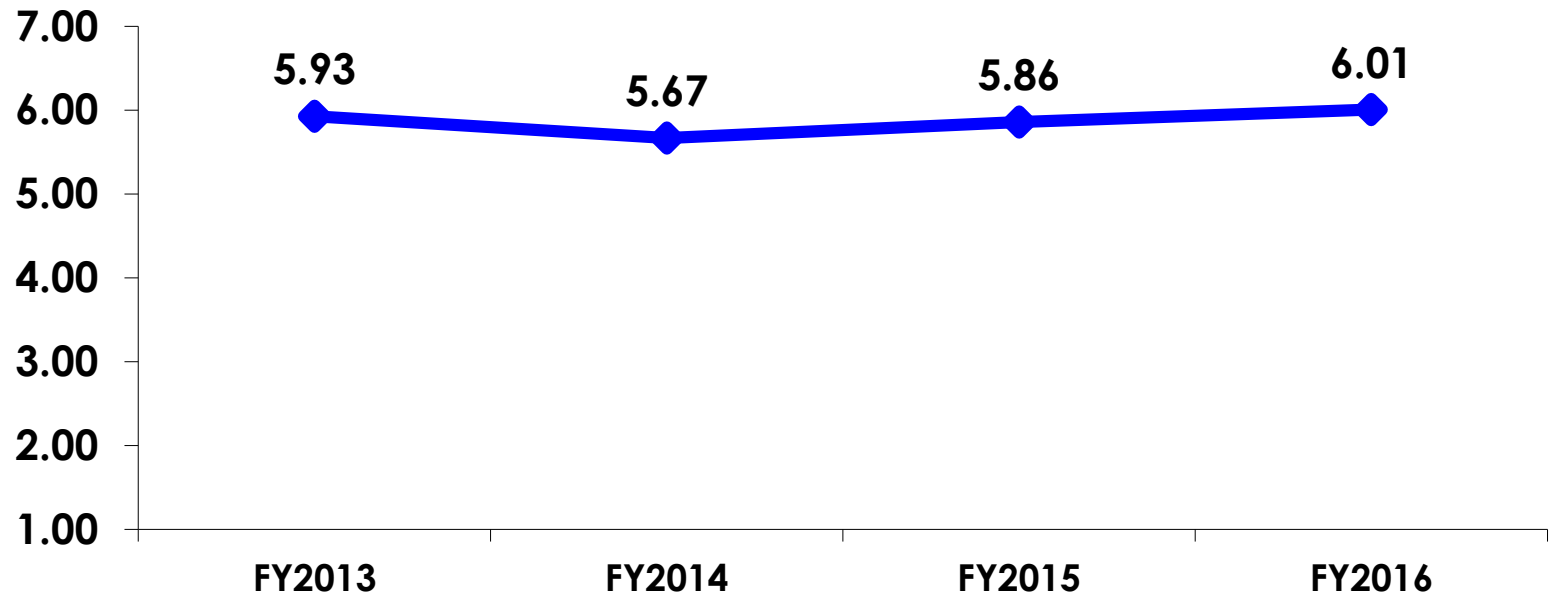
Quality of Accommodations

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



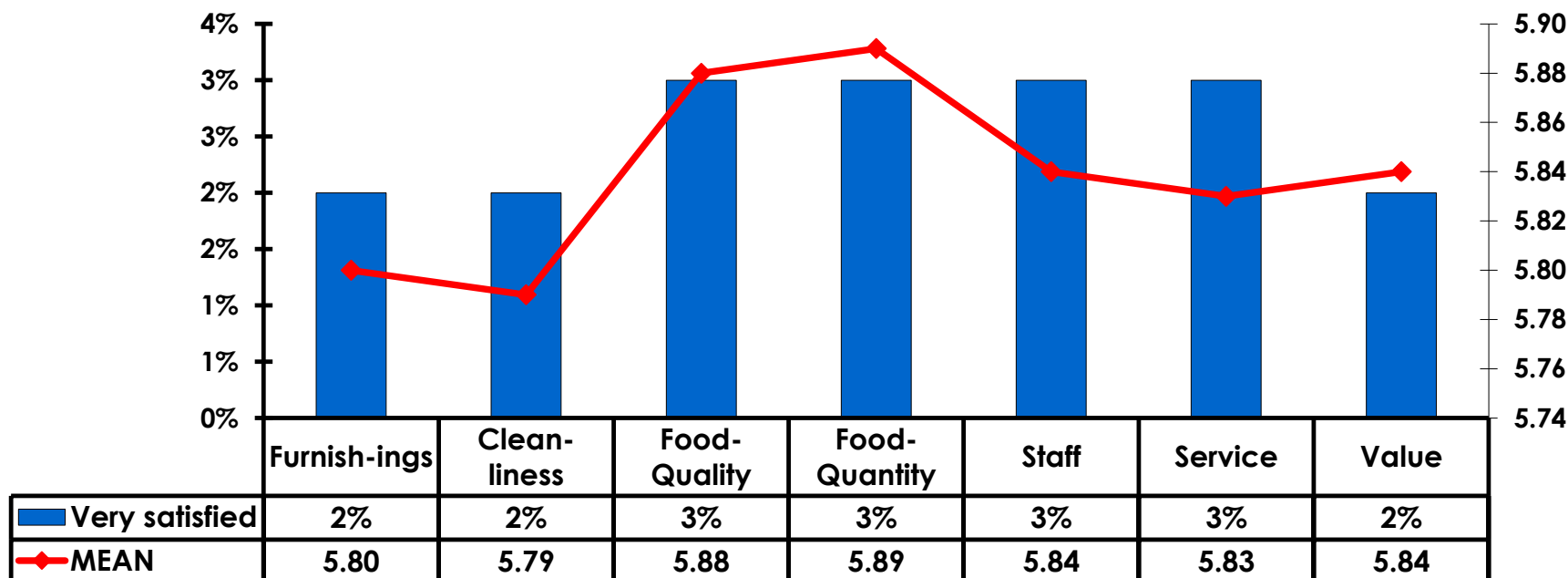
Accommodations Overall Satisfaction



Quality of Dining Experience

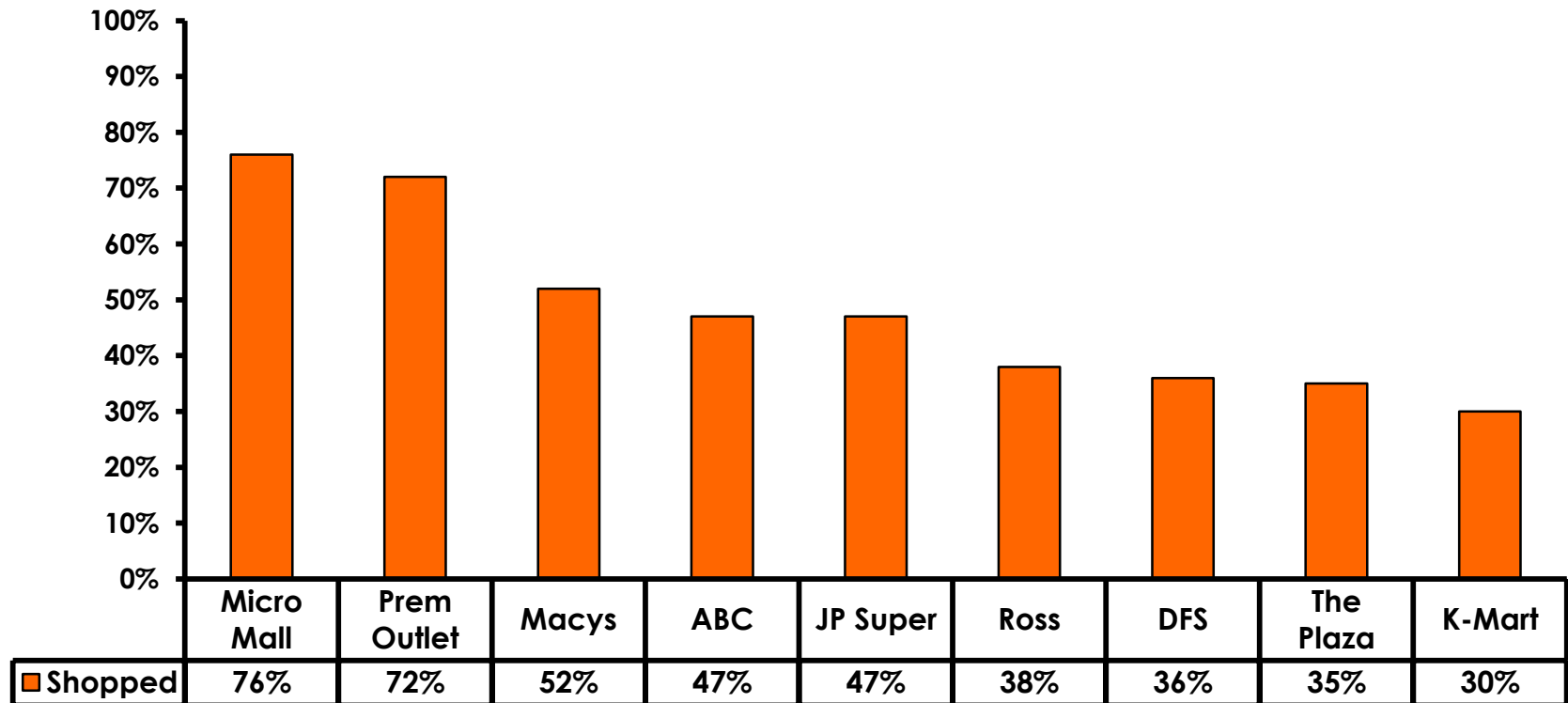
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Visits to Shopping Centers/Malls on Guam

Top 6

	FY2013	FY2014	FY2015	FY2016
Micronesian Mall	93%	90%	85%	76%
Macys	86%	78%	56%	52%
Ross	70%	70%	51%	38%
Prem Outlet	71%	68%	70%	72%
The Plaza	Not top 6	62%	44%	Not top 6
DFS	83%	62%	Not top 6	Not top 6
Tumon Sands	Not top 6	58%	Not top 6	Not top 6
K-Mart	72%	Not top 6	47%	Not top 6
ABC	Not top 6	Not top 6	Not top 6	47%
JP Super	Not top 6	Not top 6	Not top 6	47%

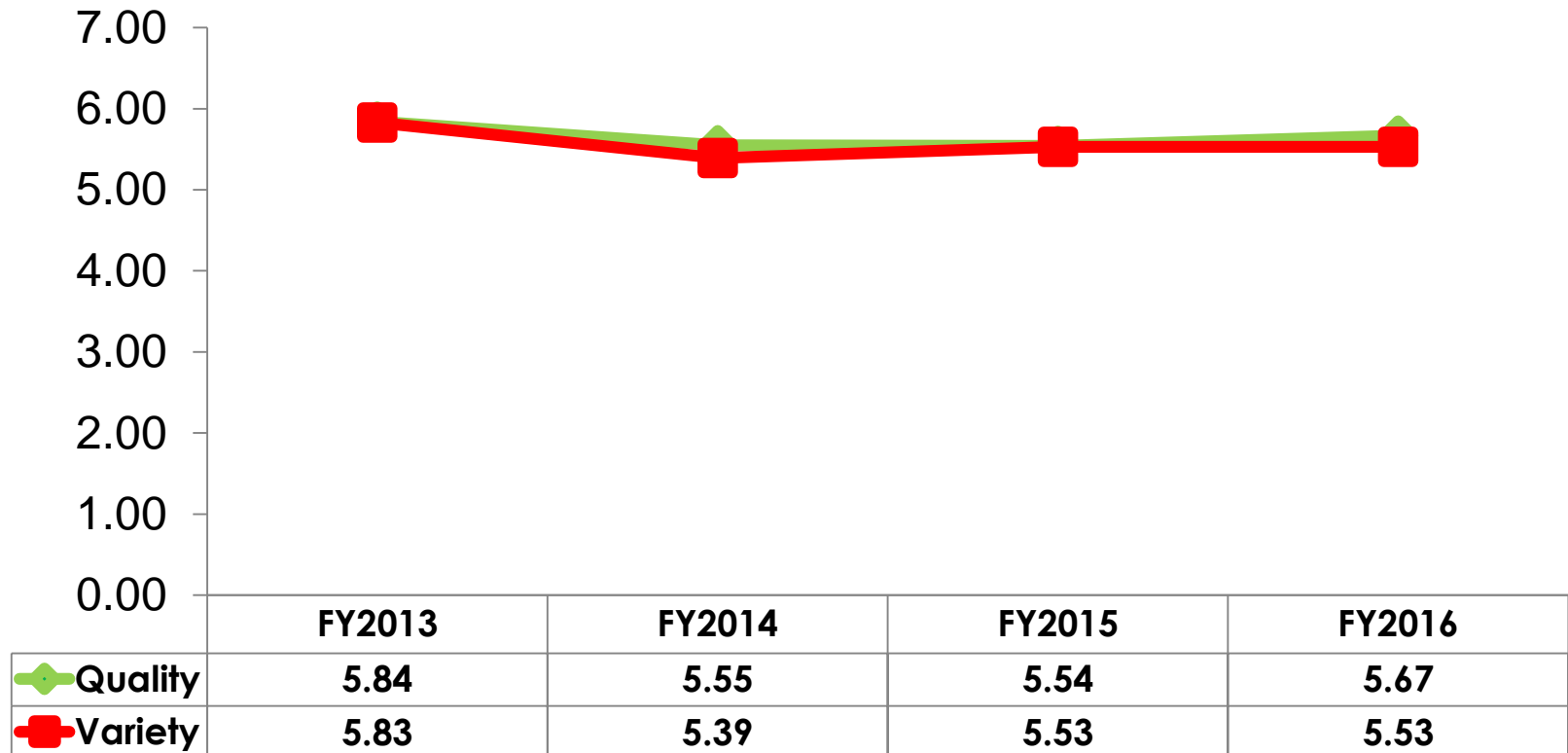
Satisfaction with Shopping

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

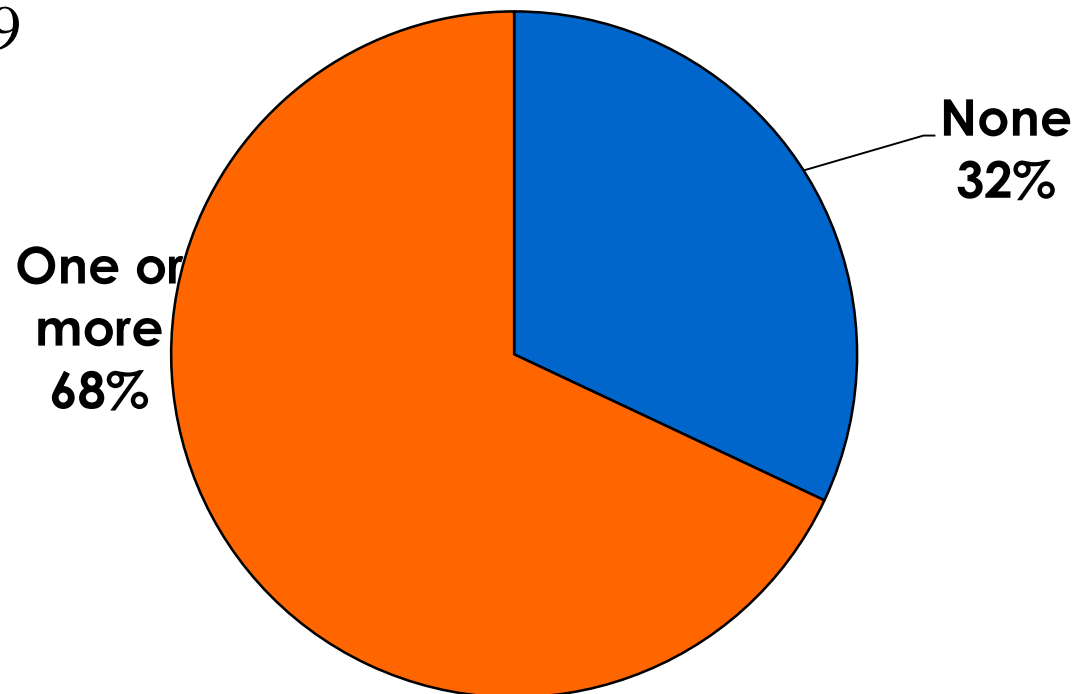
Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 62%	Score of 6 to 7 = 49%
Score of 4 to 5 = 38%	Score of 4 to 5 = 50%
Score 1 to 3 = 0%	Score 1 to 3 = 1%
MEAN = 5.67	MEAN = 5.53

Satisfaction with Shopping

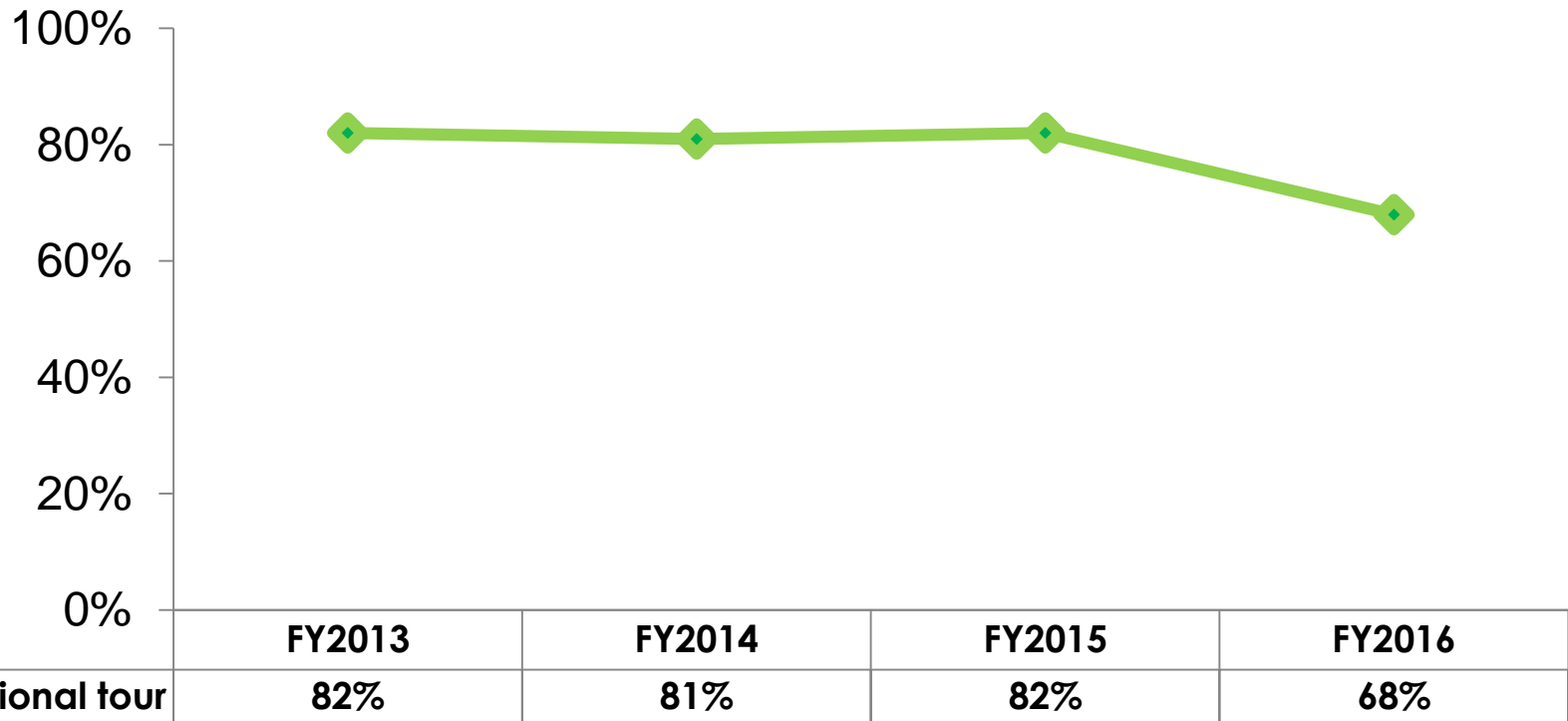


Optional Tour Participation

- Average number of tours participated in is 2.09

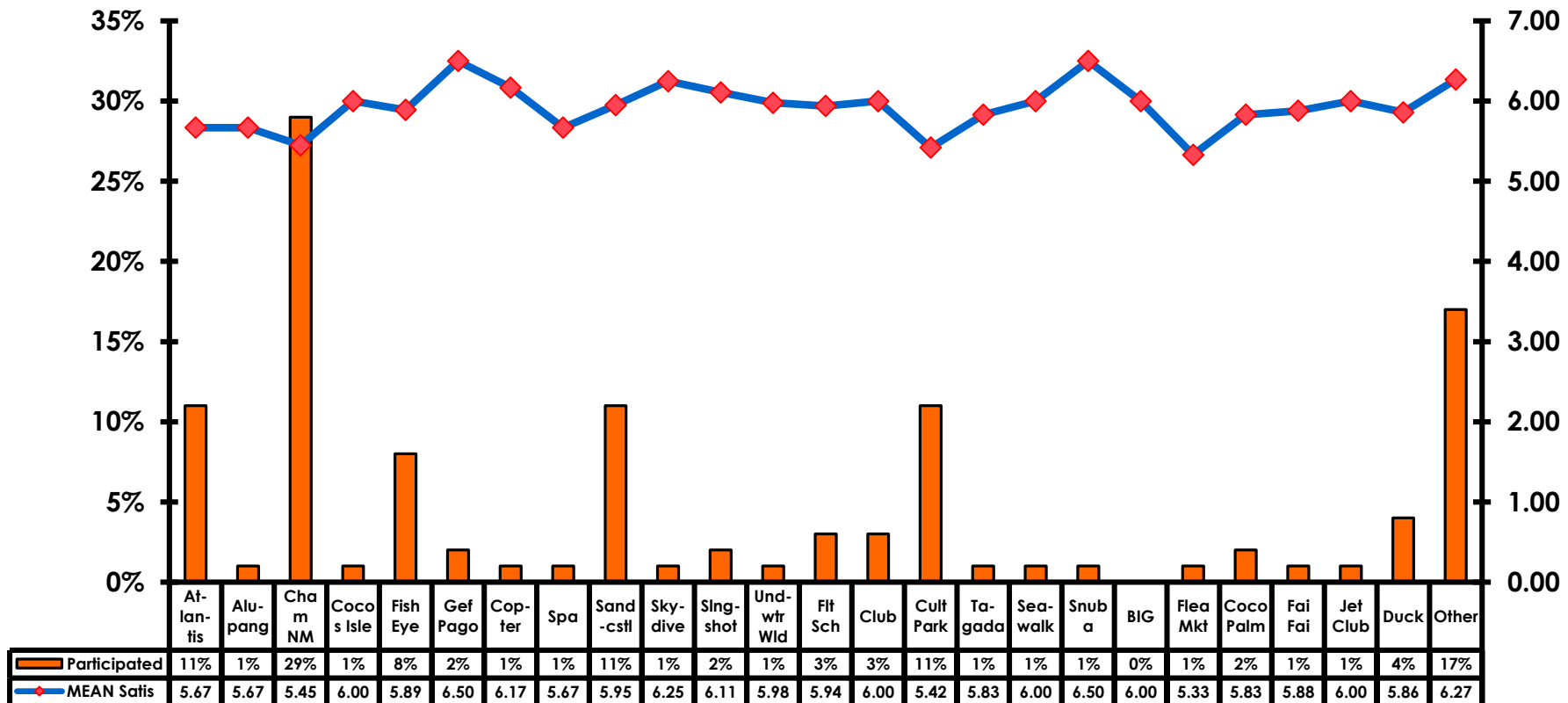


Optional Tour Participation



Optional Tours

Participation & Satisfaction



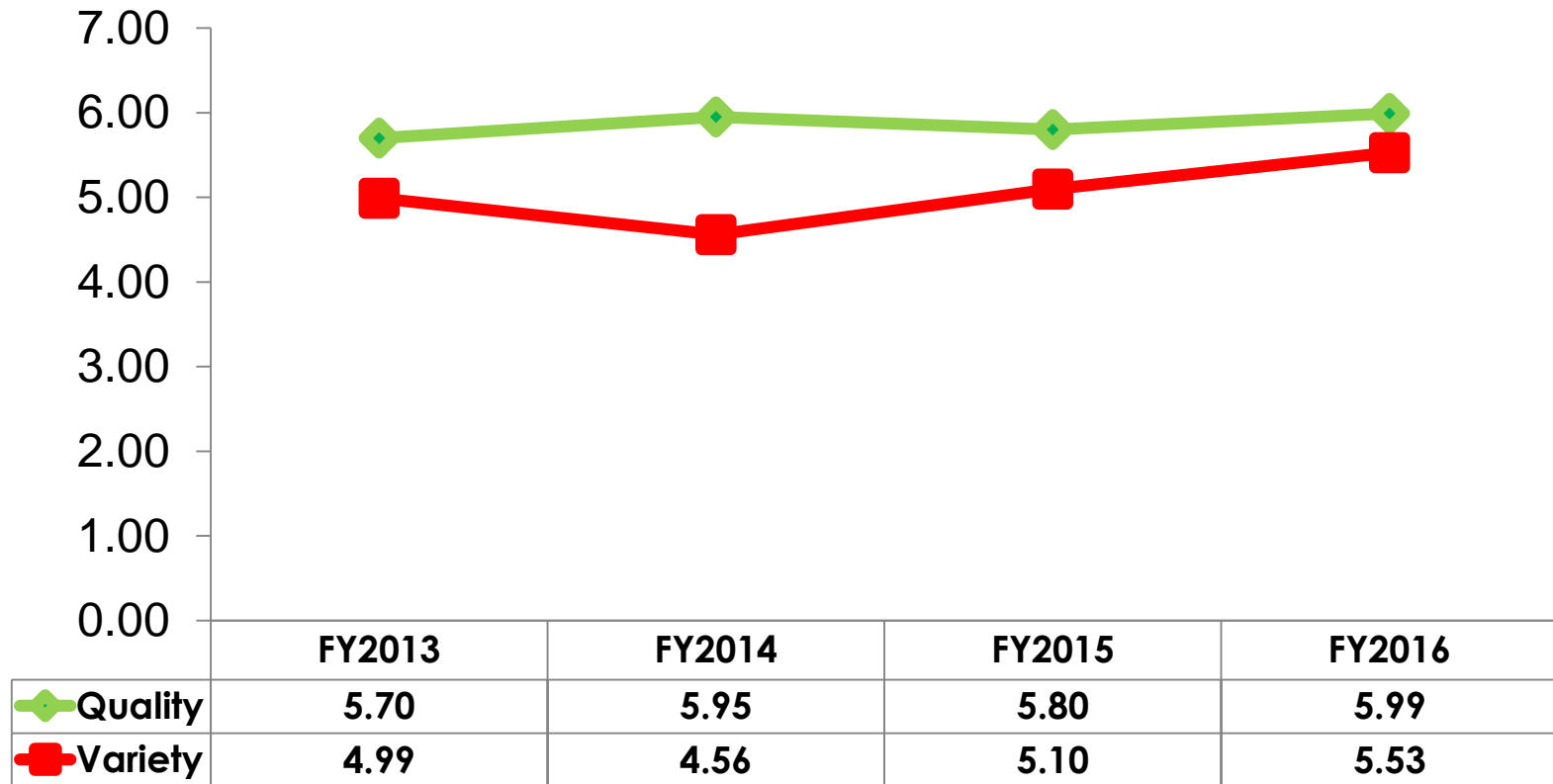
Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Day Tour	Variety of Day Tour
Score of 6 to 7 = 86%	Score of 6 to 7 = 56%
Score of 4 to 5 = 14%	Score of 4 to 5 = 40%
Score 1 to 3 = -%	Score 1 to 3 = 7%
MEAN = 5.99	MEAN = 5.53

Day Tours Satisfaction



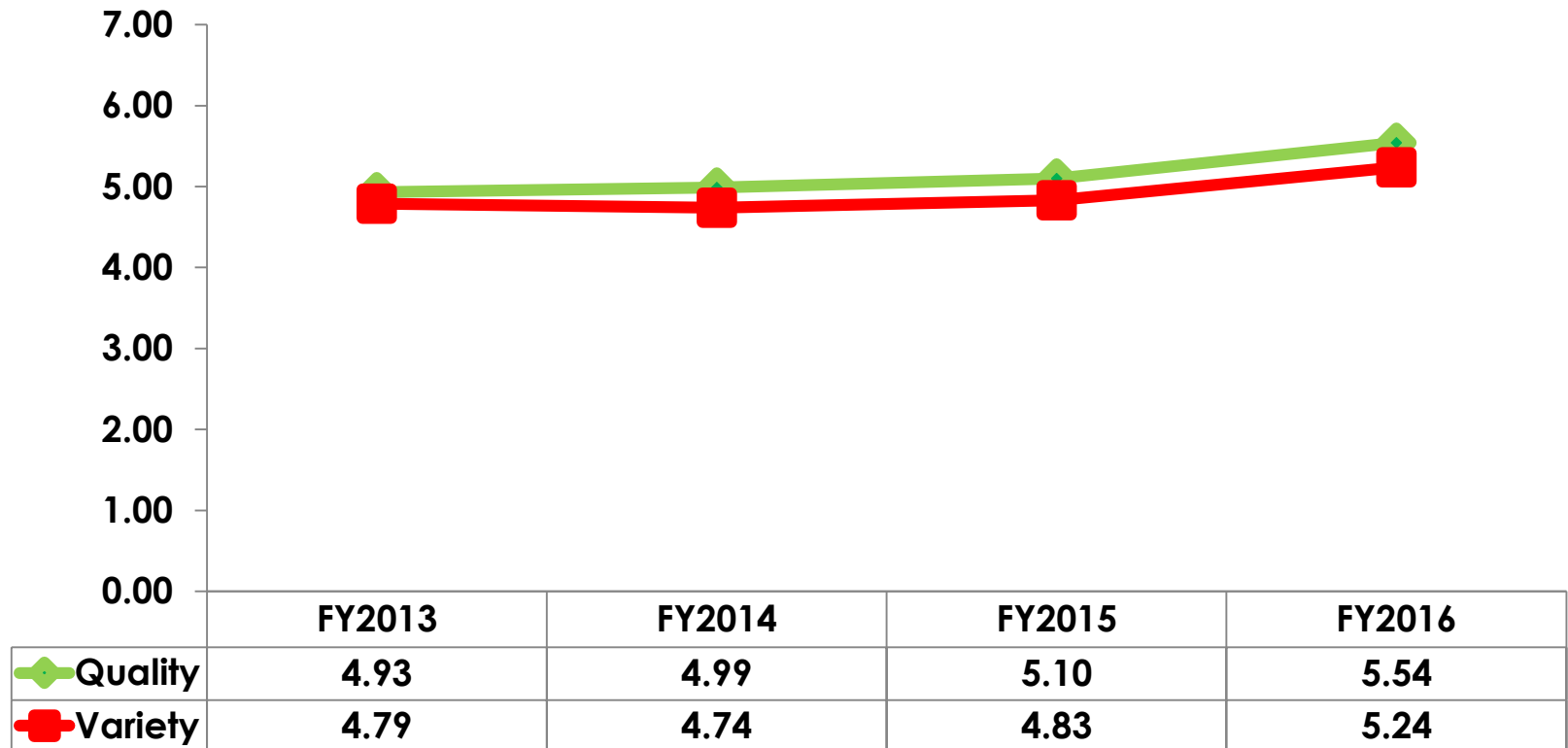
Night Tours Satisfaction

7pt Rating Scale

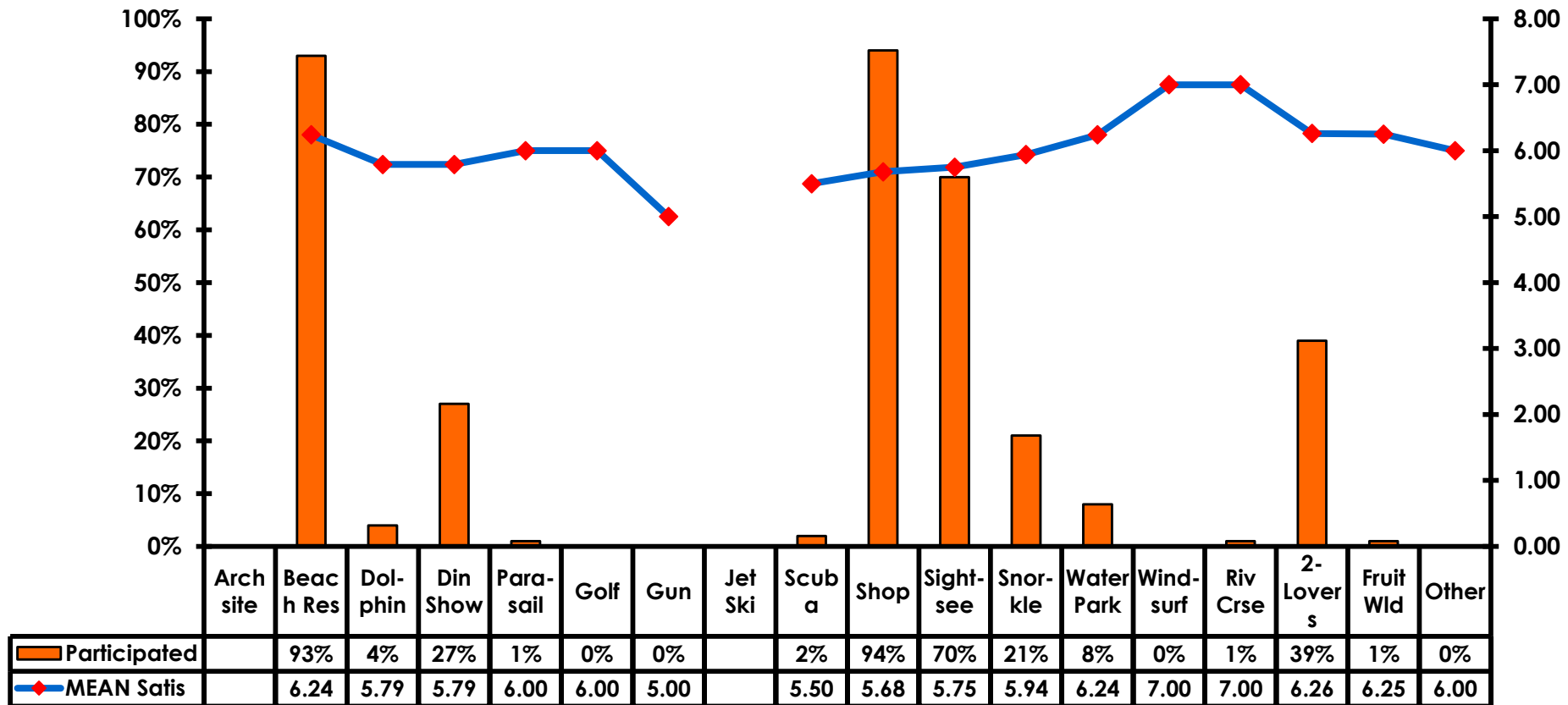
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 56%	Score of 6 to 7 = 40%
Score of 4 to 5 = 43%	Score of 4 to 5 = 54%
Score 1 to 3 = 1%	Score 1 to 3 = 7%
MEAN = 5.54	MEAN = 5.24

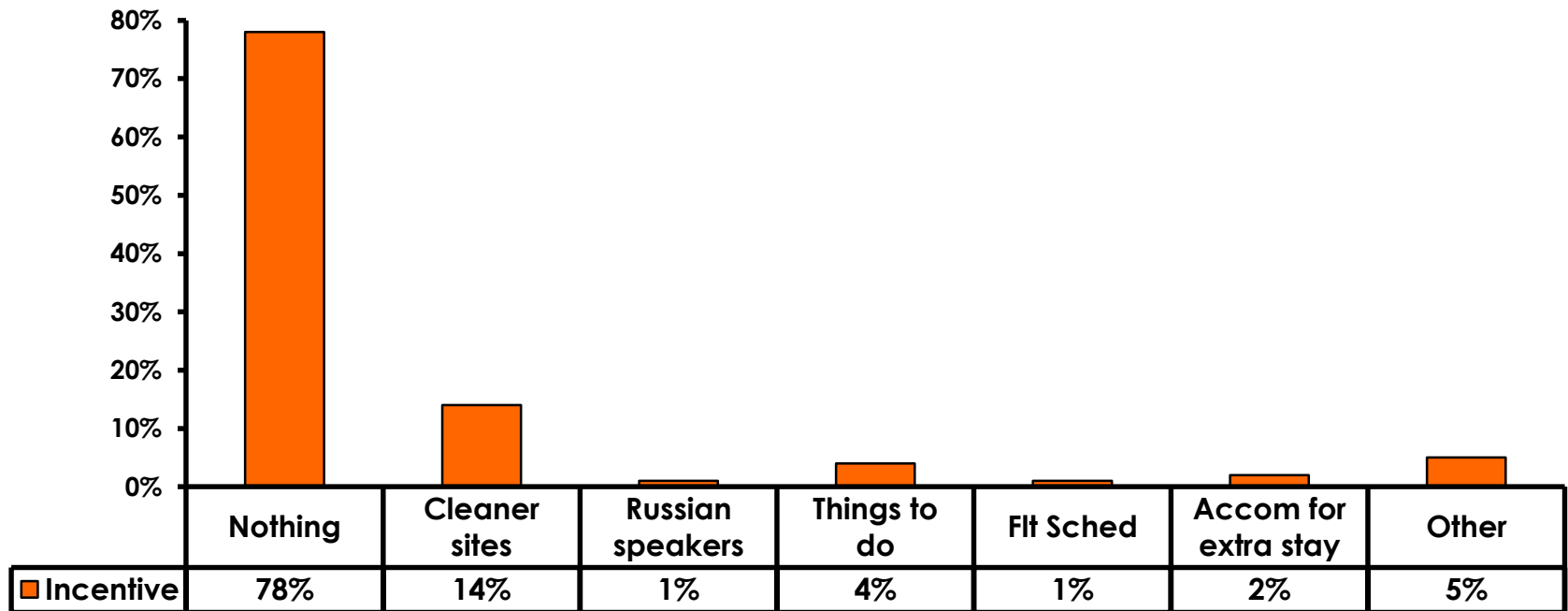
Night Tours Satisfaction



Satisfaction with Other Activities



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



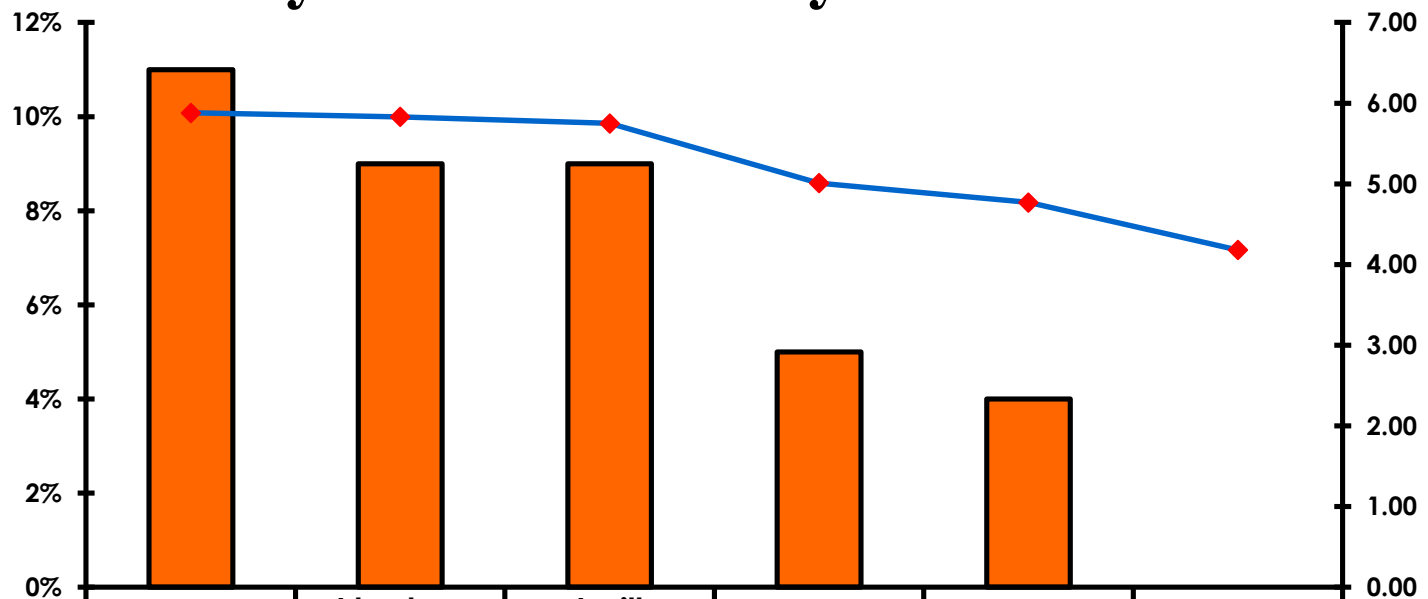
What would it take to make Guam more enjoyable for families?

	FY2013	FY2014	FY2015	FY2016
Nothing	50%	61%	71%	78%
Cleaner scenic sites	14%	14%	15%	14%
More Russian speaking retail	28%	13%	2%	1%
More things to do	14%	13%	3%	4%
Accommodations for ext stay	7%	6%	1%	2%
Other	6%	3%	11%	5%
Flight schedule time	12%	3%	9%	1%

On-Island Perceptions

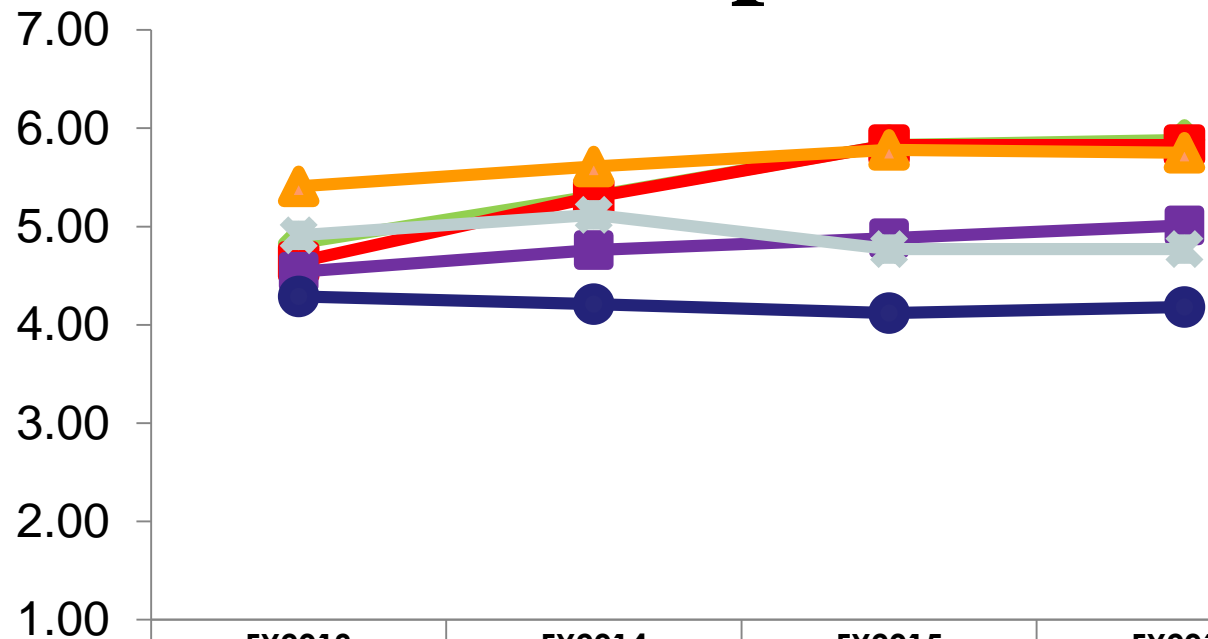
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



■ Strongly agree	11%	9%	9%	5%	4%	0%
◆ MEAN	5.88	5.83	5.75	5.01	4.77	4.18

On-Island Perceptions

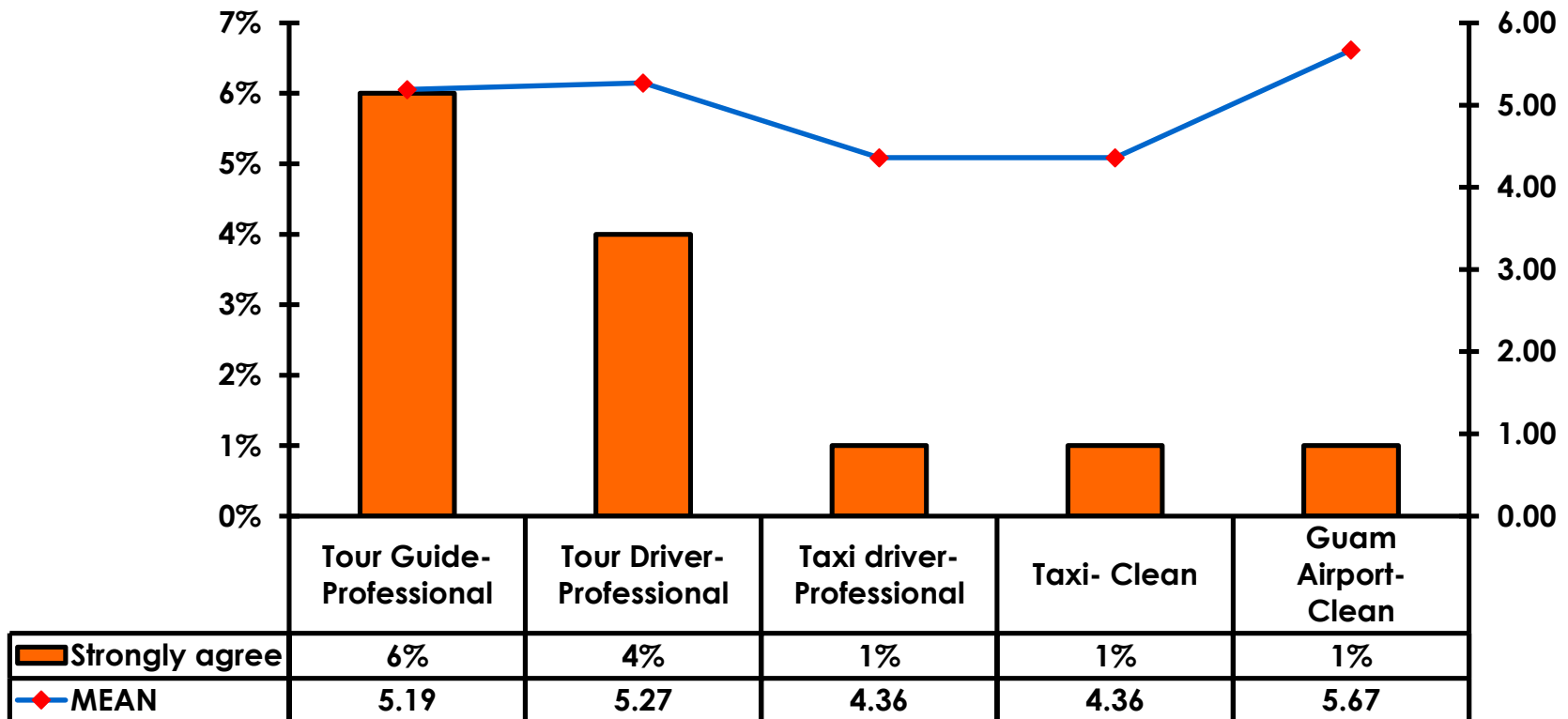


	FY2013	FY2014	FY2015	FY2016
Guam was better than expected	4.83	5.31	5.83	5.88
I had no communication problems	4.64	5.30	5.83	5.83
I will recommend Guam to friends	5.41	5.61	5.78	5.75
Sites on Guam were attractive	4.54	4.76	4.88	5.01
I plan to visit Guam again	4.91	5.12	4.77	4.77
Not enough night activities	4.29	4.21	4.12	4.18

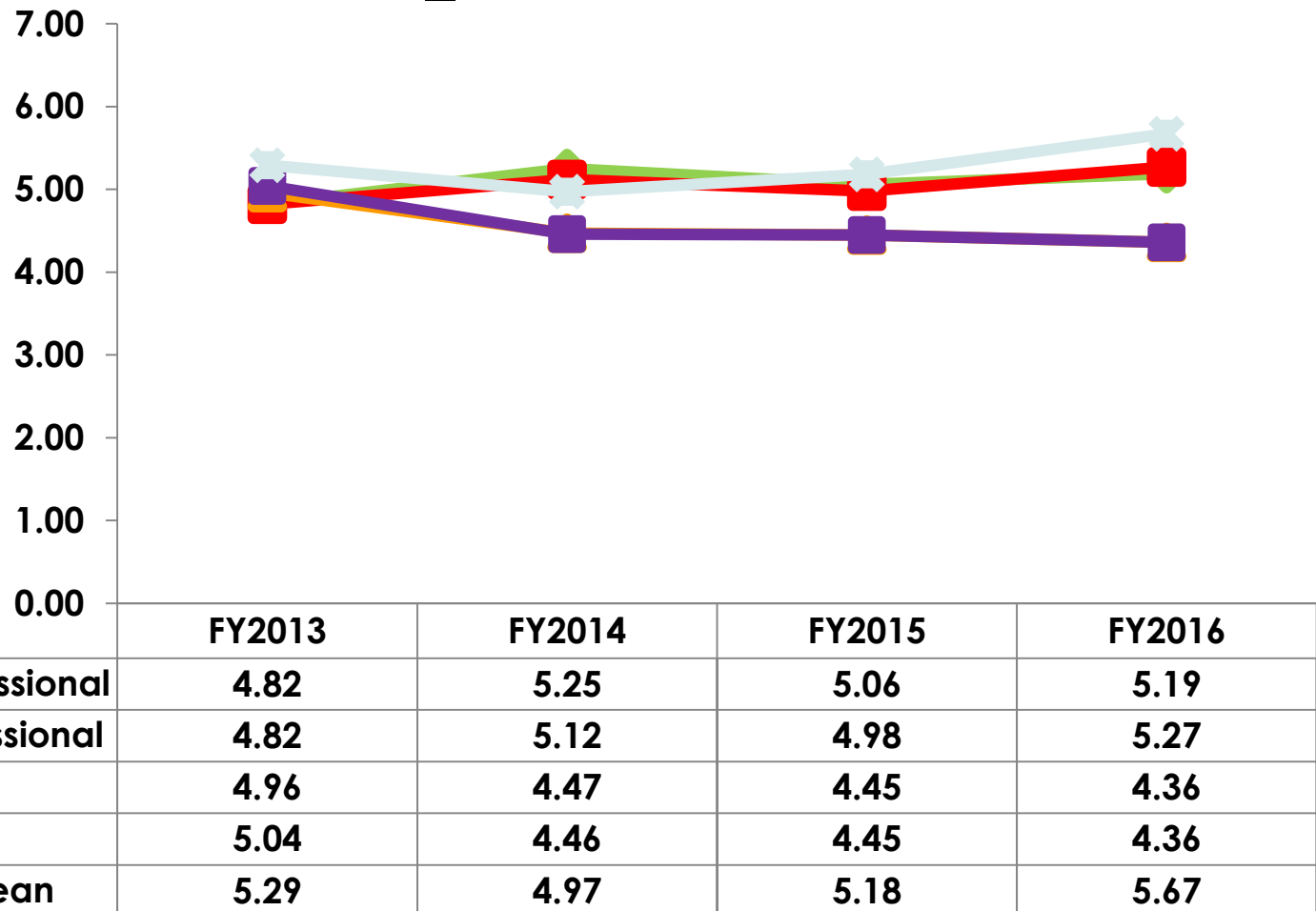
Transportation

7pt Rating Scale

7=Strongly agree/ 1=Strongly disagree

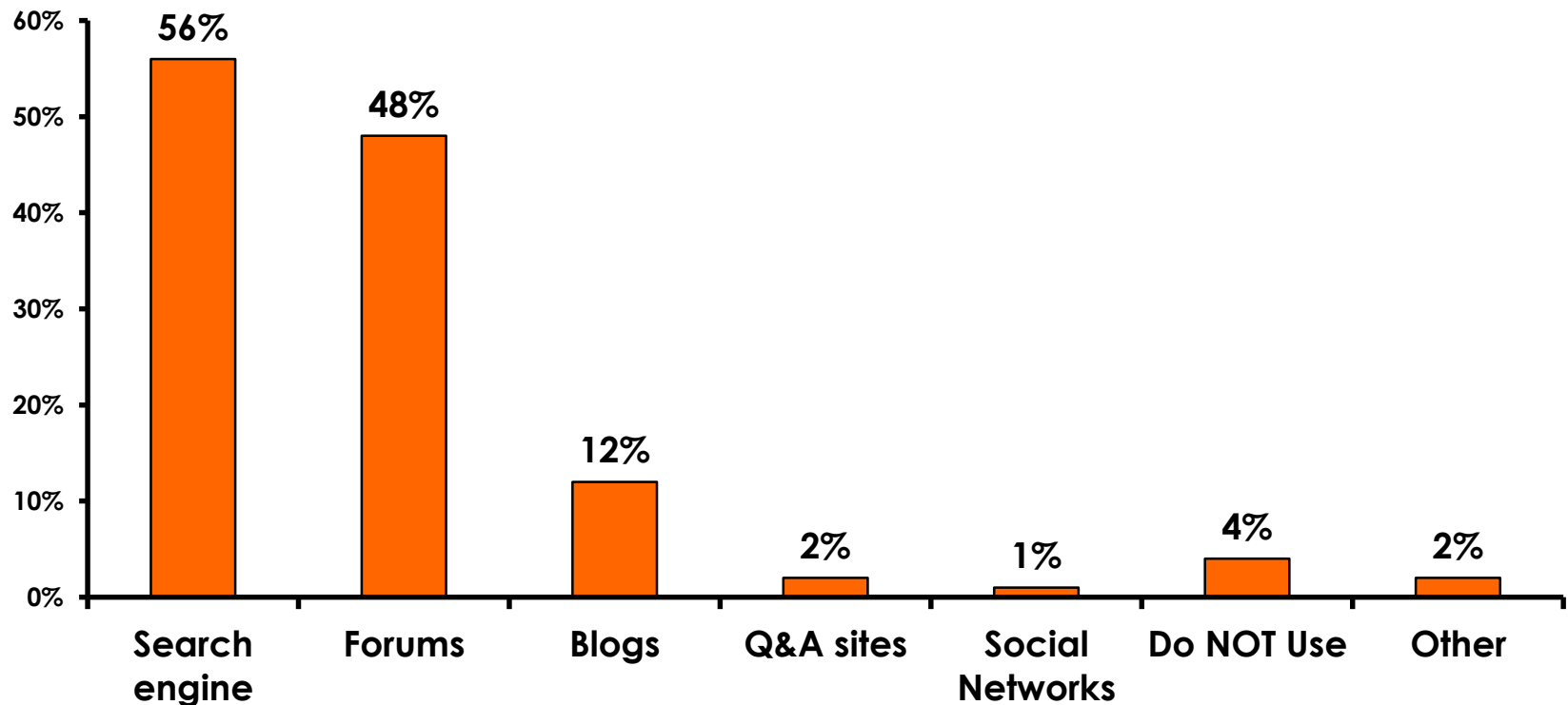


Transportation



SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

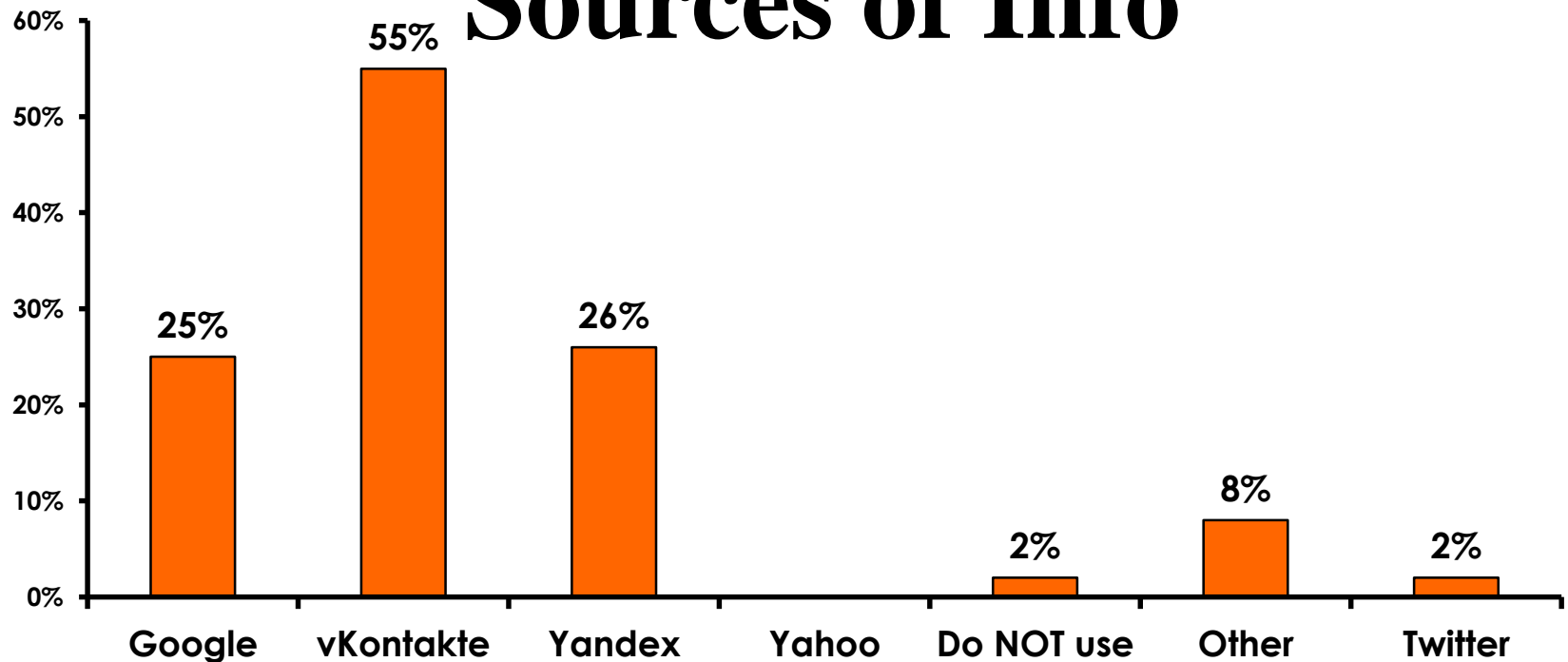


Internet- Guam Sources of Info

	FY2013	FY2014	FY2015	FY2016
Search engines	73%	72%	65%	56%
Forums	63%	69%	72%	48%
Social Networks	17%	34%	33%	1%
Blogs	35%	34%	27%	12%
Q&A sites	25%	20%	7%	2%
None	5%	3%	6%	4%
Other	1%	1%	1%	2%

Internet- Things To Do

Sources of Info

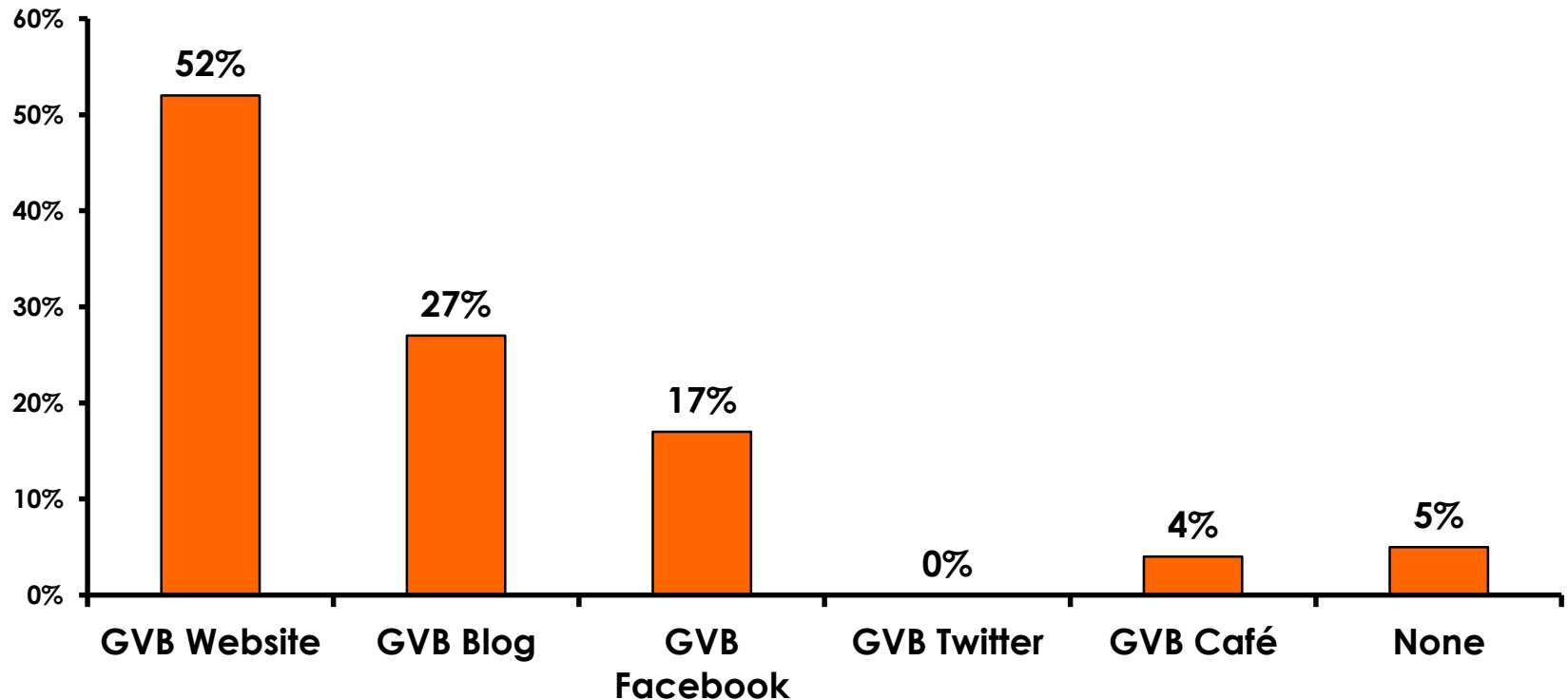


Internet- Things To Do

Sources of Info

	FY2013	FY2014	FY2015	FY2016
Google	82%	82%	68%	25%
Yandex	13%	14%	15%	26%
Other	6%	12%	7%	8%
Do not use	5%	3%	3%	2%
vKontakte	4%	3%	44%	55%
Yahoo	2%	1%	2%	-
Twitter	1%	1%	3%	2%

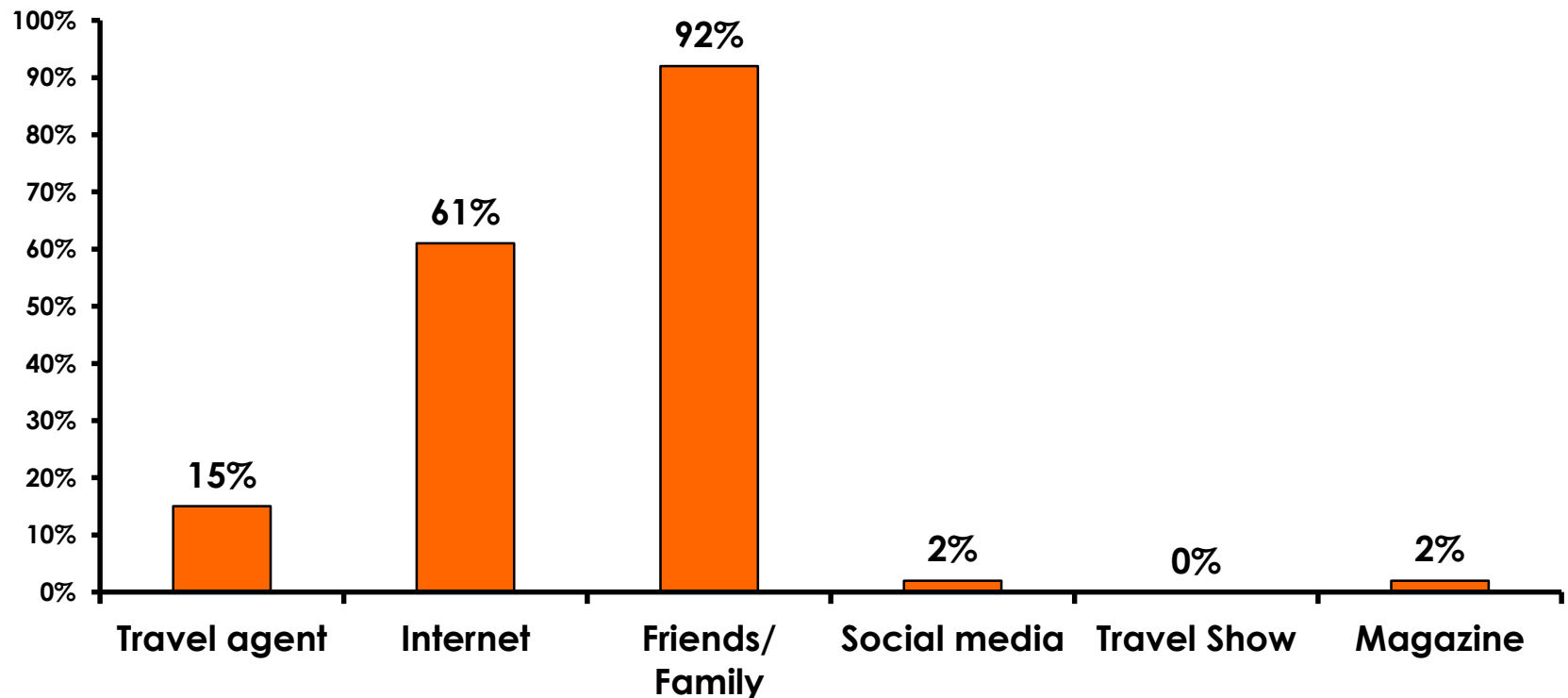
Internet- GVB Sources



Internet- GVB Sources

	FY2013	FY2014	FY2015	FY2016
GVB Website	54%	76%	77%	52%
GVB Blog	8%	23%	30%	27%
GVB Café	2%	11%	8%	4%
None	36%	9%	6%	5%
GVB Facebook	7%	2%	12%	17%
GVB Twitter	2%	1%	1%	0%

Travel Motivation- Info Sources

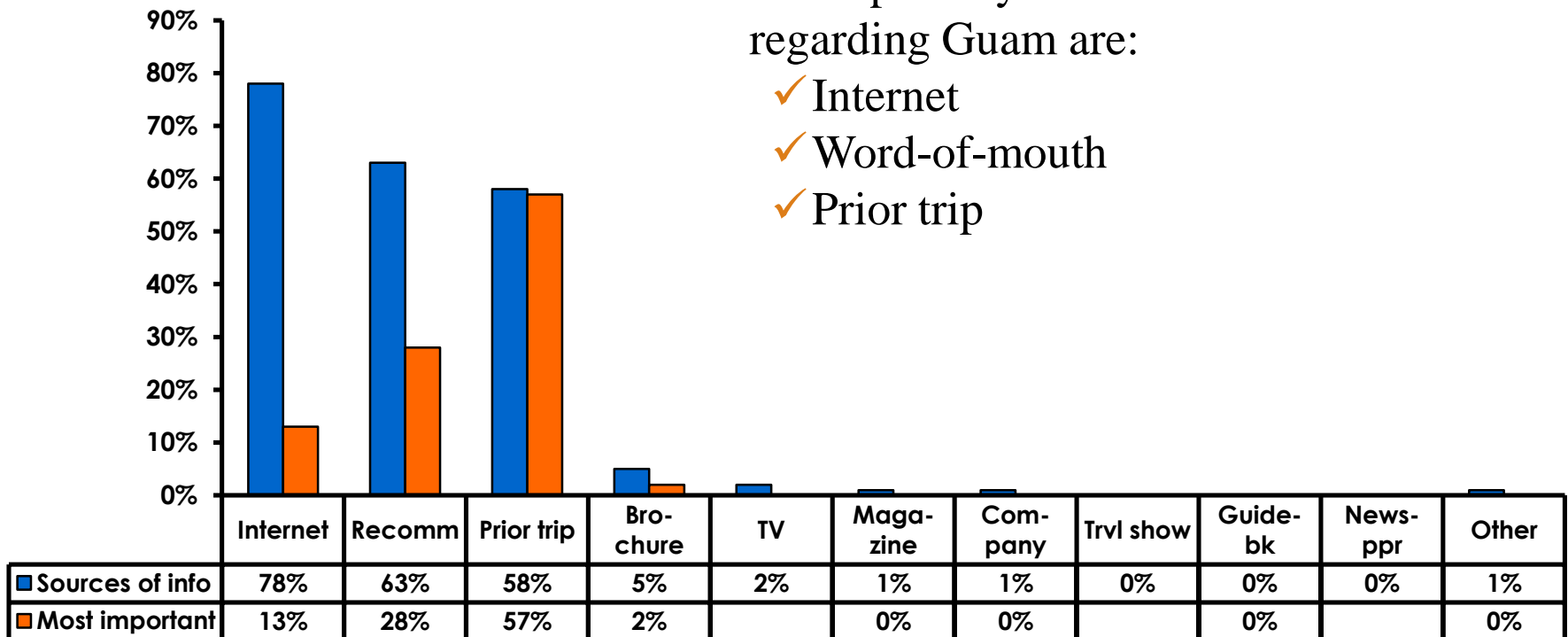


Travel Motivation- Info Sources

	FY2013	FY2014	FY2015	FY2016
Friends/ Family	56%	73%	88%	92%
Internet	41%	42%	55%	61%
Travel agent	29%	40%	16%	15%
Social media	9%	17%	16%	2%
Travel shows	1%	3%	1%	0%
Magazine	2%	3%	2%	2%

Sources of Information Pre-arrival

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

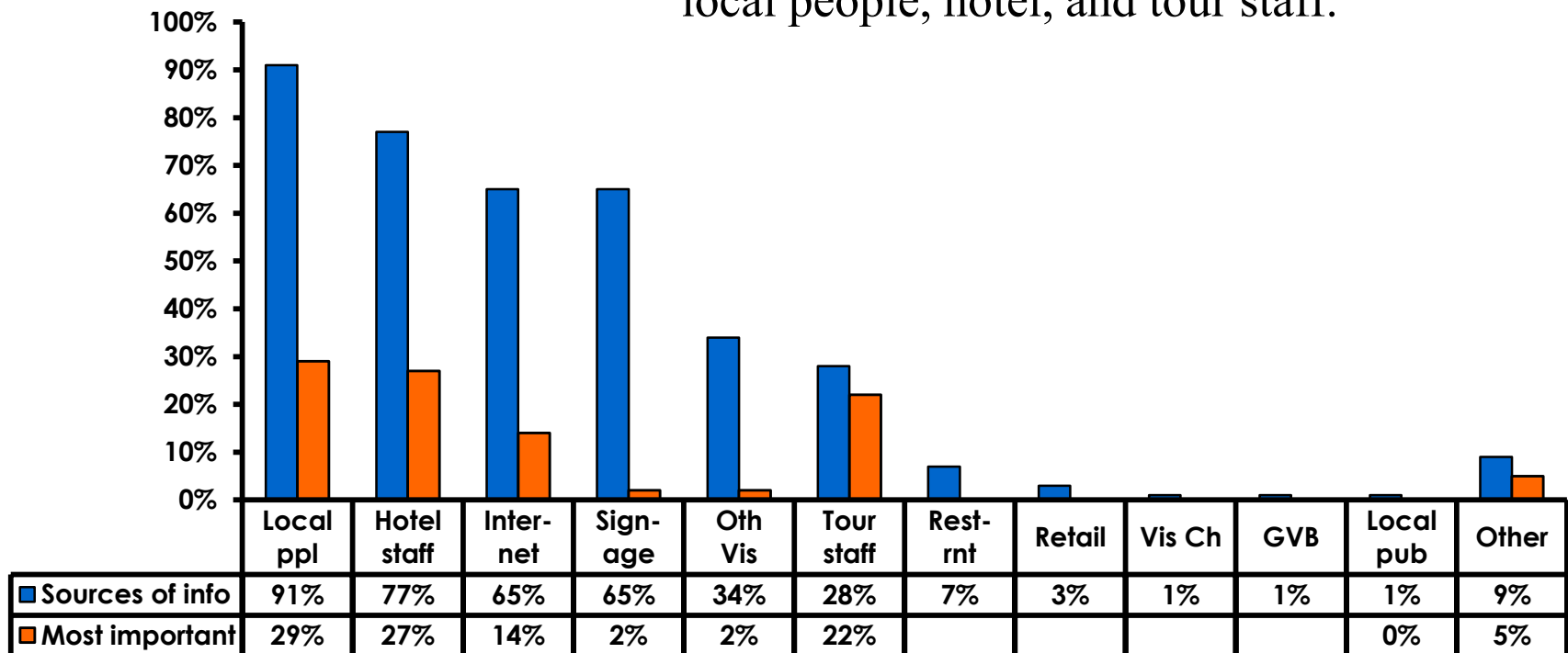


Pre-Arrival Sources – Top 3 Most Important

	FY2013	FY2014	FY2015	FY2016
Recommendations Friend/Family	32%	37%	46%	28%
Internet	36%	22%	14%	13%
Travel agent brochure	11%	9%	Not top 3	Not top 3
Prior trip	Not top 3	9%	35%	57%

Sources of Information Post-arrival

- The primary sources of information are local people, hotel, and tour staff.

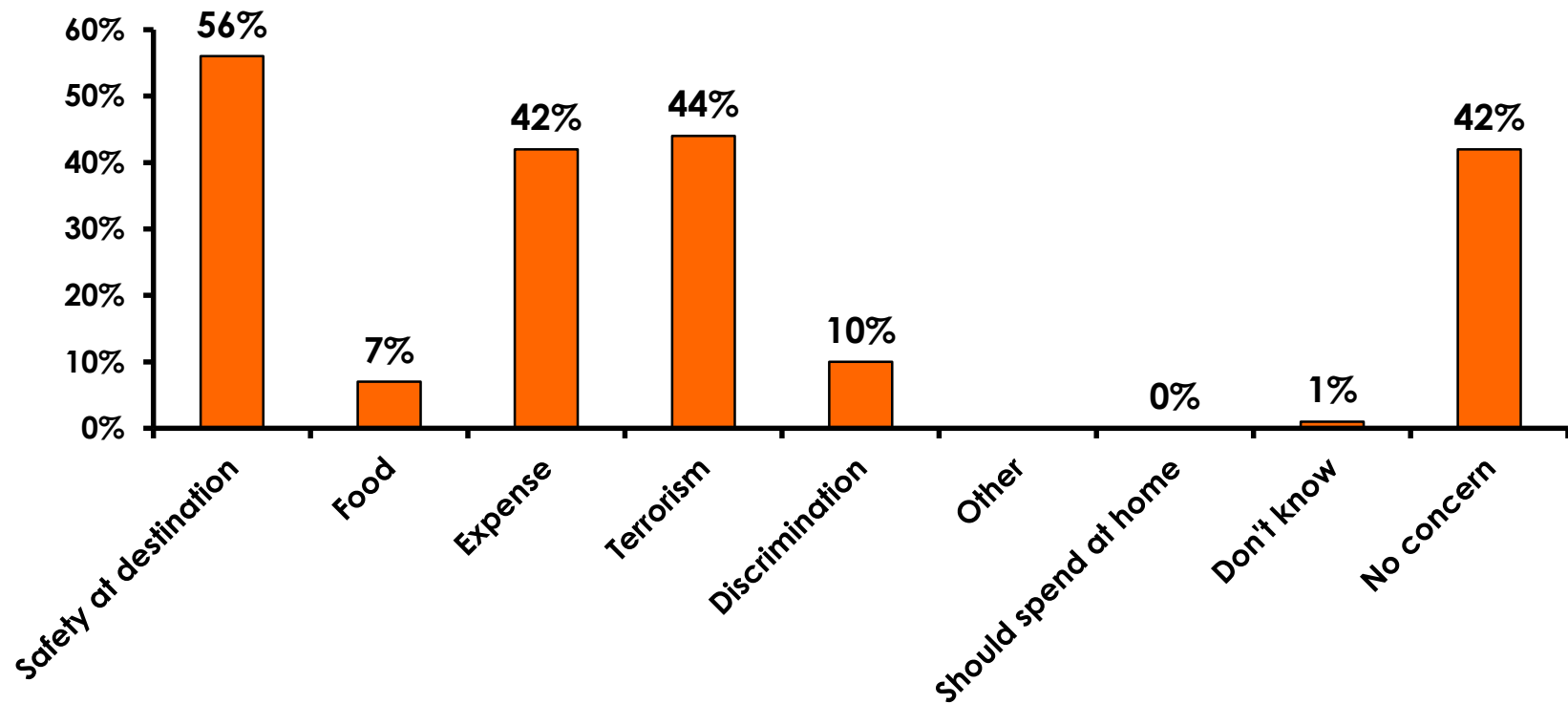


Post-Arrival Sources – Top 3 Most Important

	FY2013	FY2014	FY2015	FY2016
Tour staff	49%	61%	38%	22%
Other	11%	11%	13%	Not top 3
Local people	Not top 3	9%	24%	29%
Hotel staff	14%	Not top 3	Not top 3	27%

SECTION 6 **OTHER ISSUES**

Concerns about travel outside of Russia - Overall



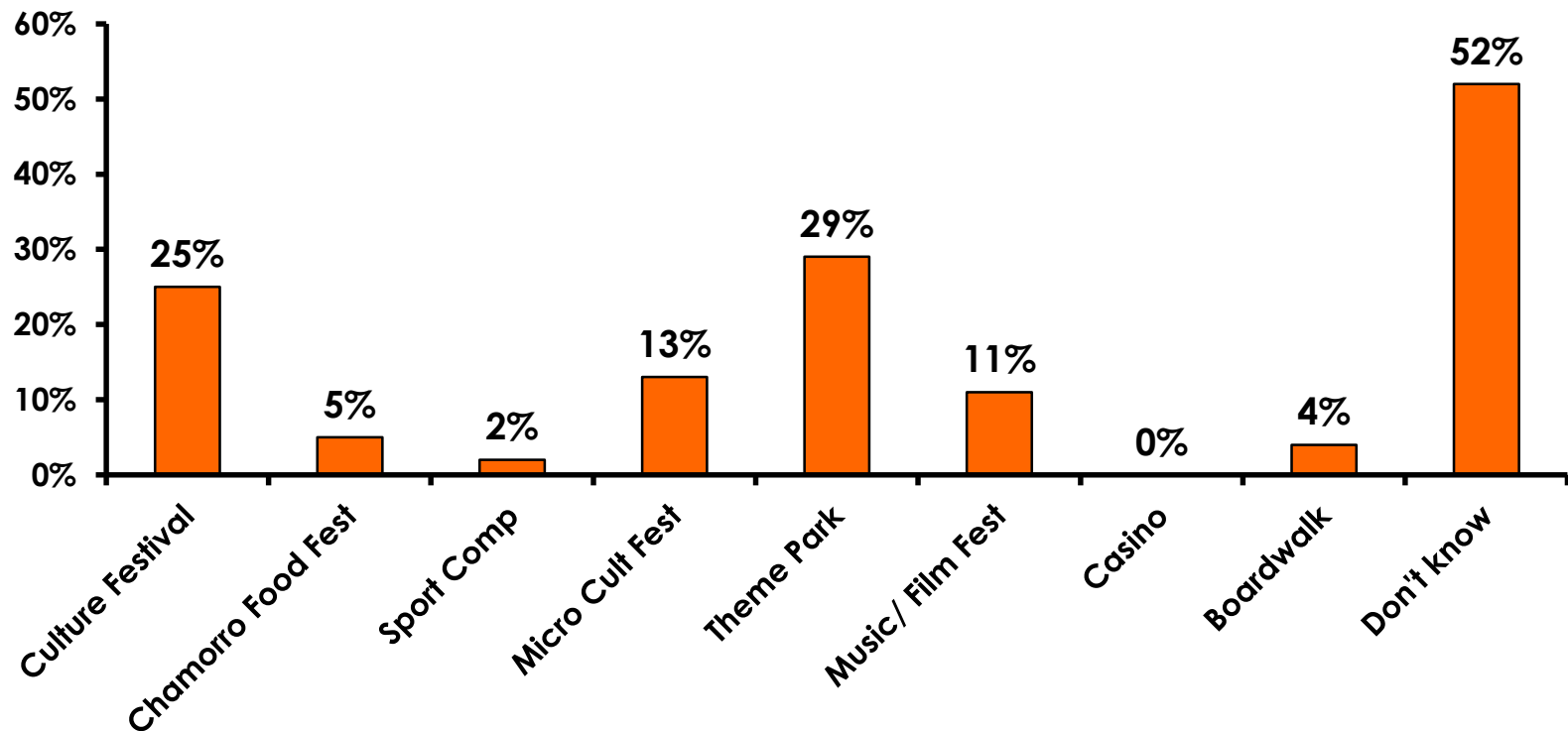
Concerns about travel outside of Russia - Overall

	FY2013	FY2014	FY2015	FY2016
No concerns	33%	47%	49%	42%
Safety	52%	44%	47%	56%
Food	22%	26%	23%	7%
Terrorism	12%	22%	19%	44%
Expense	17%	18%	42%	42%
Other	9%	9%	-	-
Don't know	5%	3%	1%	1%
Should spend at home	2%	2%	2%	05
Discrimination	2%	1%	3%	10%

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	Safety	56%	48%	59%	54%	59%	65%	56%	57%	54%	47%		
	Terrorism	44%	39%	43%	43%	49%	50%	47%	45%	42%	13%		
	Expense	42%	30%	44%	42%	41%	50%	49%	41%	34%	7%		
	No concerns	42%	52%	40%	43%	39%	35%	40%	41%	45%	47%	100%	
	Discrimination against Russians	10%	4%	7%	12%	9%	10%	8%	12%	10%			
	Food	7%		13%	6%	4%	10%	4%	9%	7%	7%		
	Don't know	1%		1%	1%	1%		2%	1%	1%			
	Should spend at home	0%				1%		1%					
	Total Count	574	23	136	271	140	20	197	243	89	15	4	

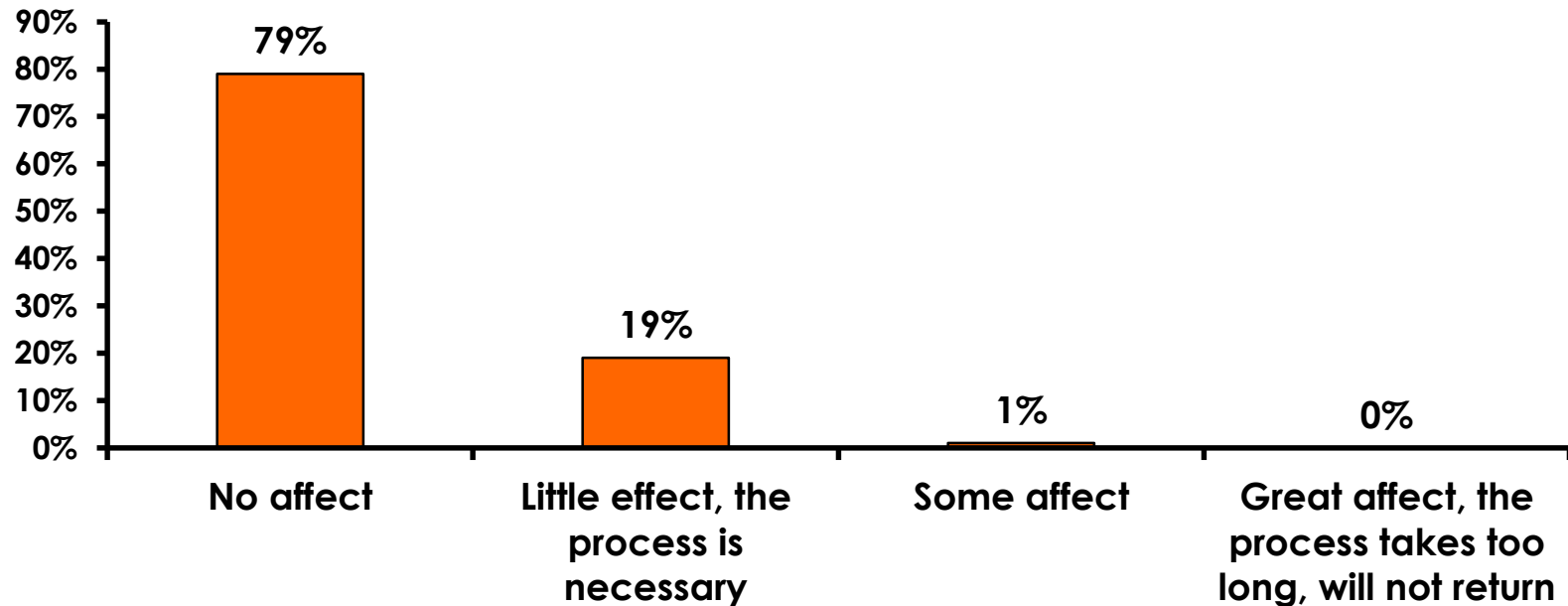
Activities/ Attractions- Appeal



Activities/ Attractions- Appeal

	FY2013	FY2014	FY2015	FY2016
Don't know	42%	46%	64%	52%
Guam Culture Festival	28%	27%	18%	25%
Theme Park	21%	25%	10%	29%
Micronesian Culture Fest	23%	21%	5%	13%
Music/ Film Fest	7%	13%	10%	11%
Sports comp	16%	12%	3%	2%
Chamorro Food Fest	17%	12%	5%	5%
Beach Boardwalk	5%	7%	2%	4%
Casino	8%	3%	-	0%
Other	3%	2%	1%	2%

Security Screening/ Immigration Process at Guam International Airport



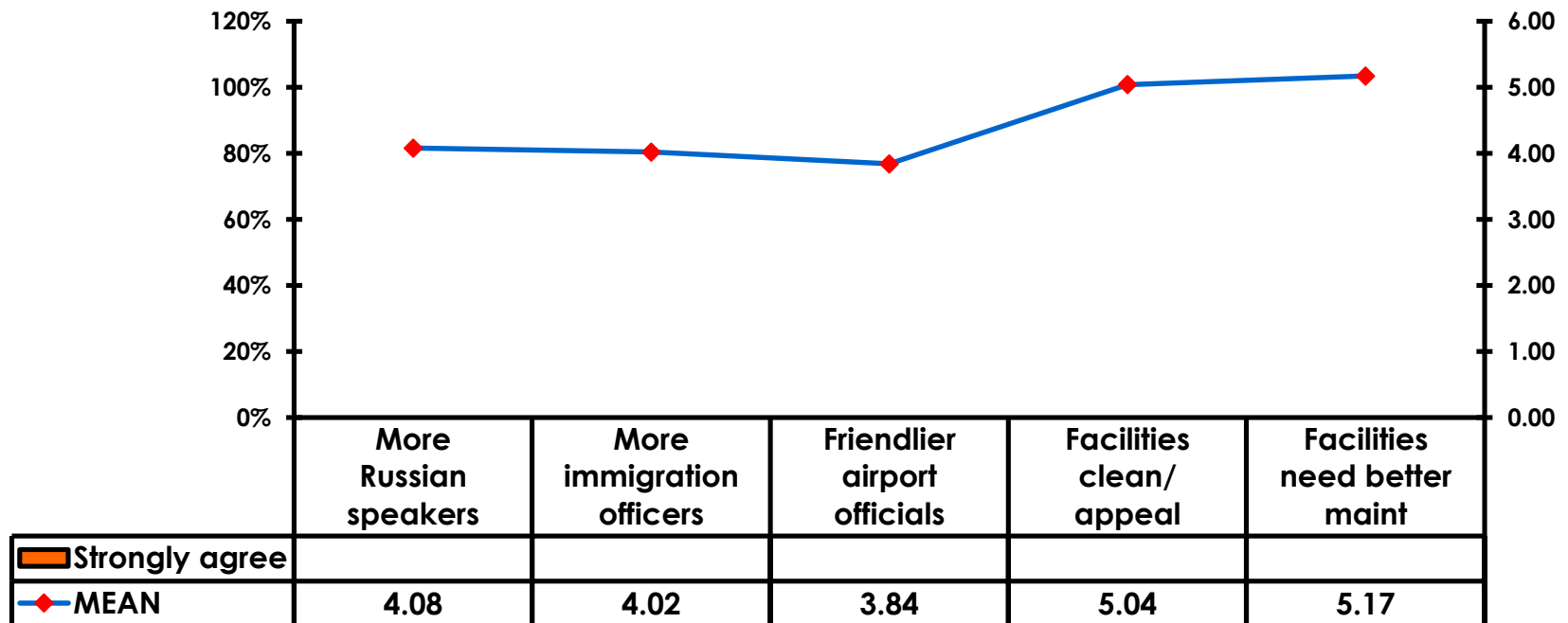
Security Screening/ Immigration Process at Guam International Airport

	FY2013	FY2014	FY2015	FY2016
No effect	66%	76%	84%	79%
Little effect	23%	19%	14%	19%
Some effect	8%	5%	1%	1%
Great effect	3%	0%	1%	0%

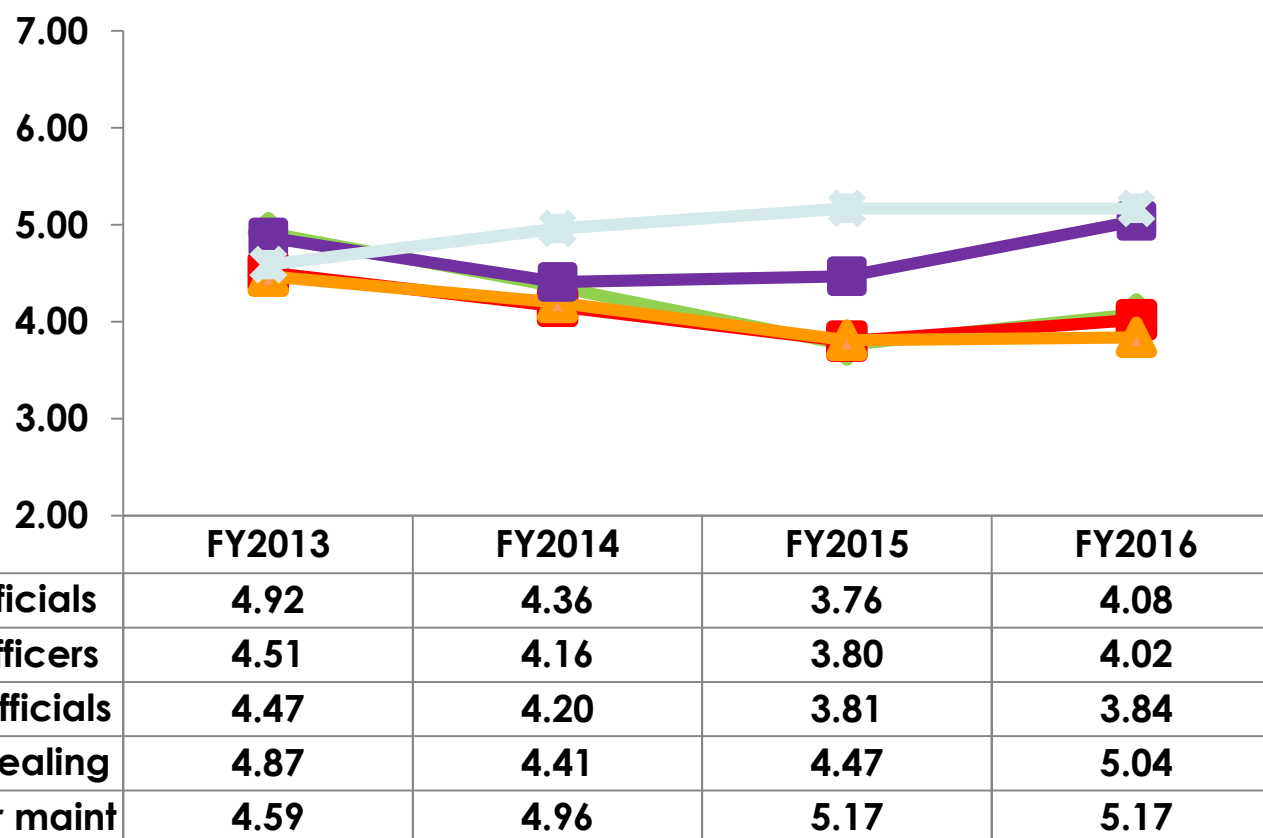
Airport Arrival Experience

7pt Rating Scale

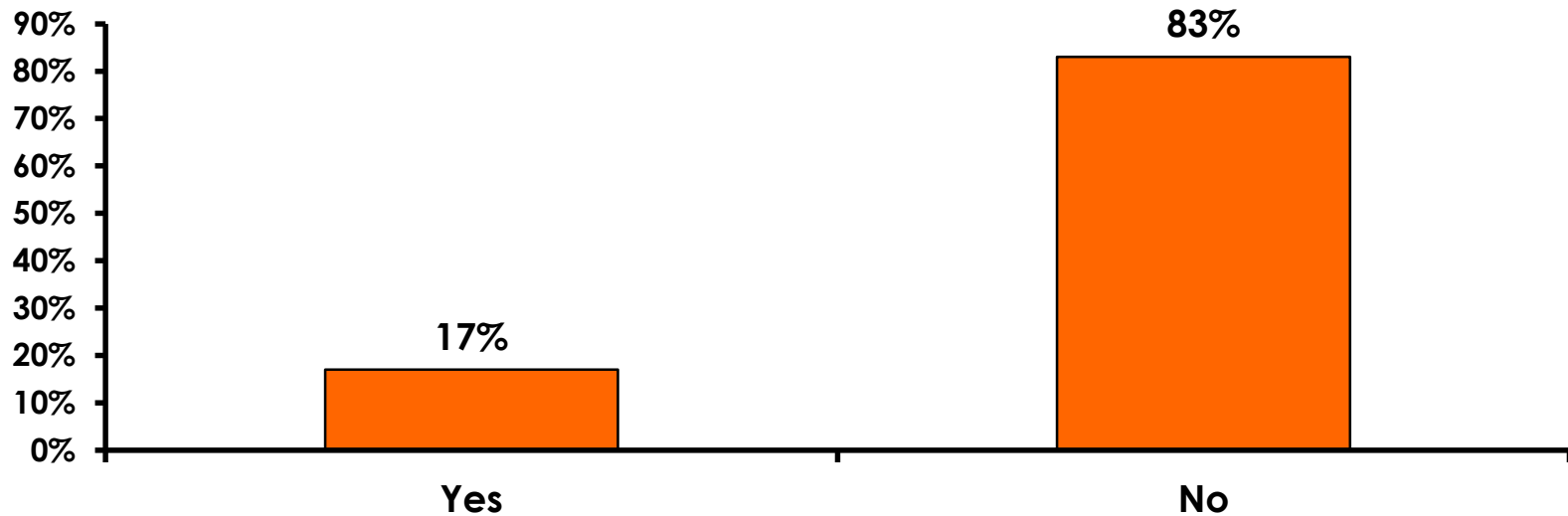
7=Strongly Agree/ 1=Strongly Disagree



Airport Arrival Experience



SHOP GUAM FESTIVAL AWARENESS

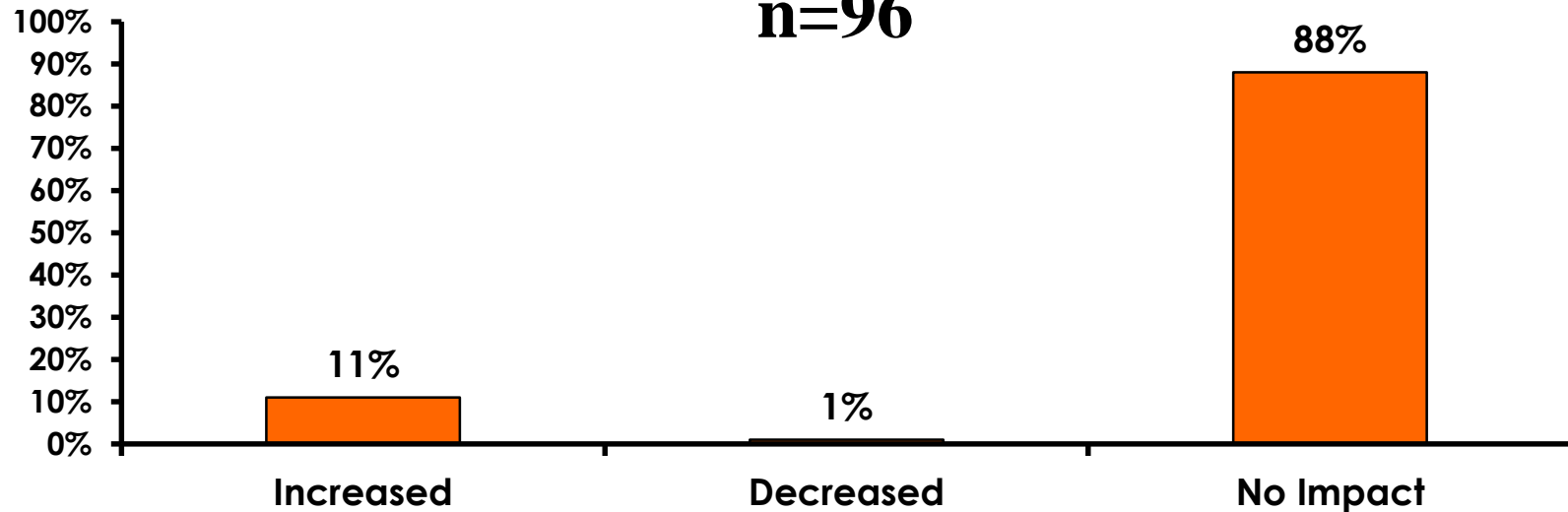


SHOP GUAM FESTIVAL AWARENESS

	FY2014	FY2015	FY2016
Aided Awareness	21%	18%	17%
Not aware	79%	82%	83%

SHOP GUAM FESTIVAL – IMPACT

n=96



SHOP GUAM FESTIVAL – IMPACT

	FY2014	FY2015	FY2016
Increased	12%	18%	11%
Decreased	6%	6%	1%
No change	82%	76%	88%