



# **GUAM VISITORS BUREAU**

## **Taiwan Visitor Tracker Exit Profile**

### **2<sup>nd</sup> QTR FY2012**



**Prepared by: QMark Research**

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# Background & Methodology

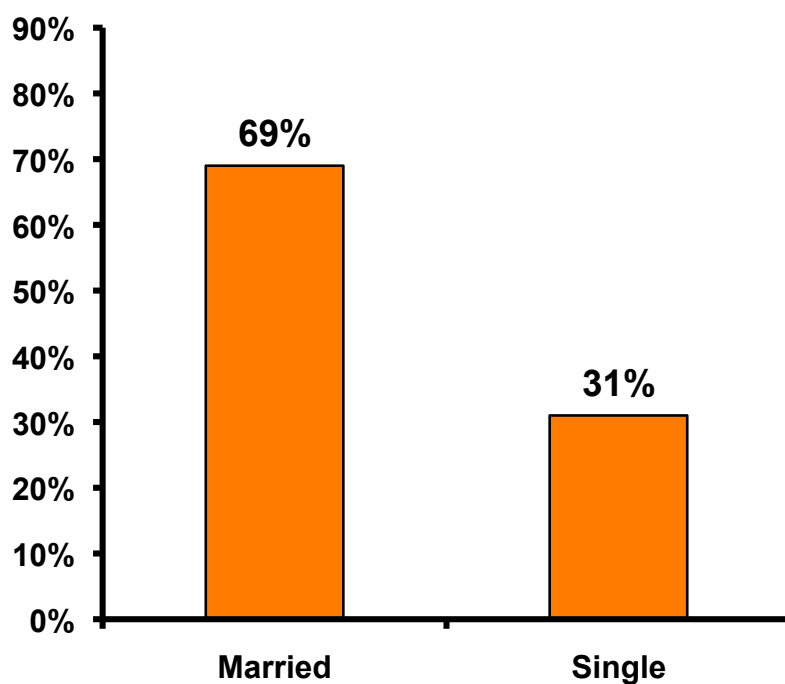
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Chinese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **154** departing Taiwanese 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 **154** is +/- 8.00 percentage points with a 95% confidence level. That is, if all Taiwanese 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.

# Objectives

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

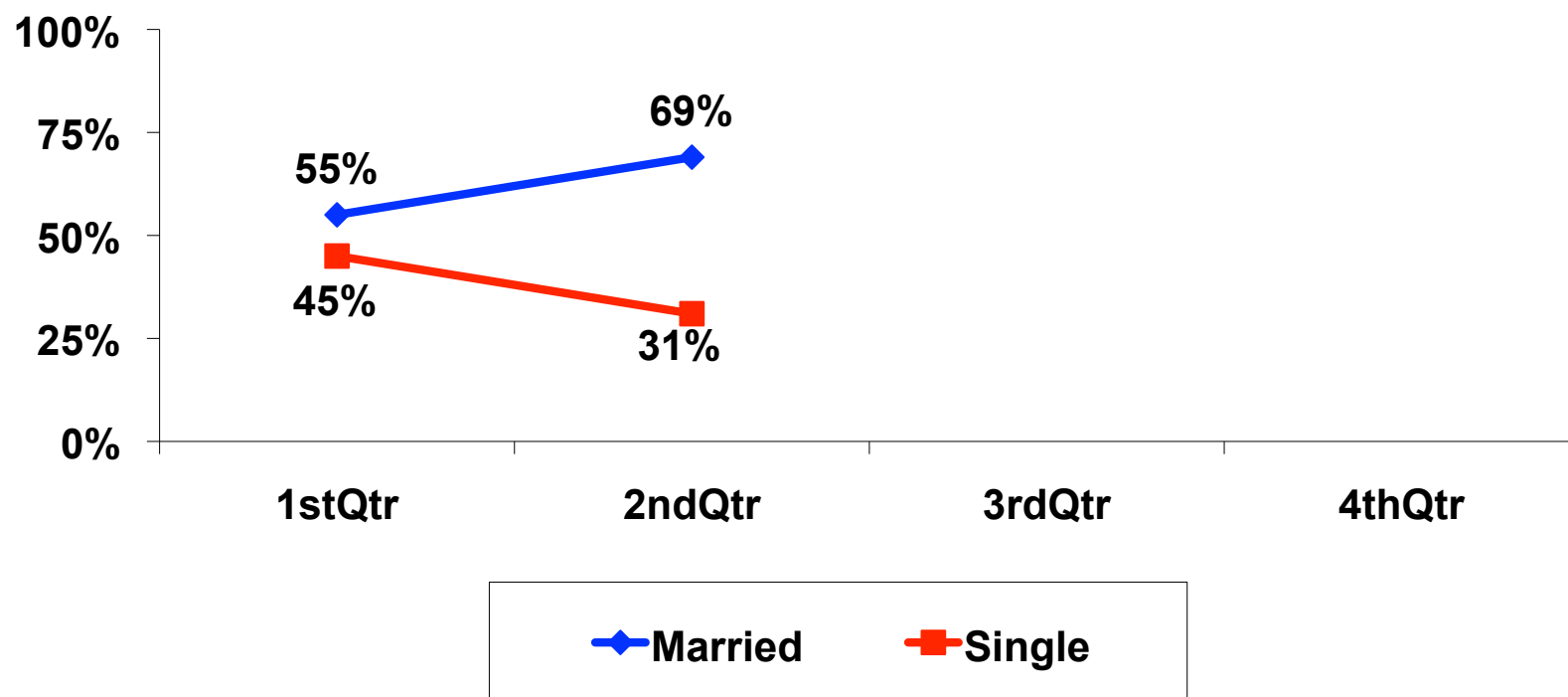
# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status - Overall

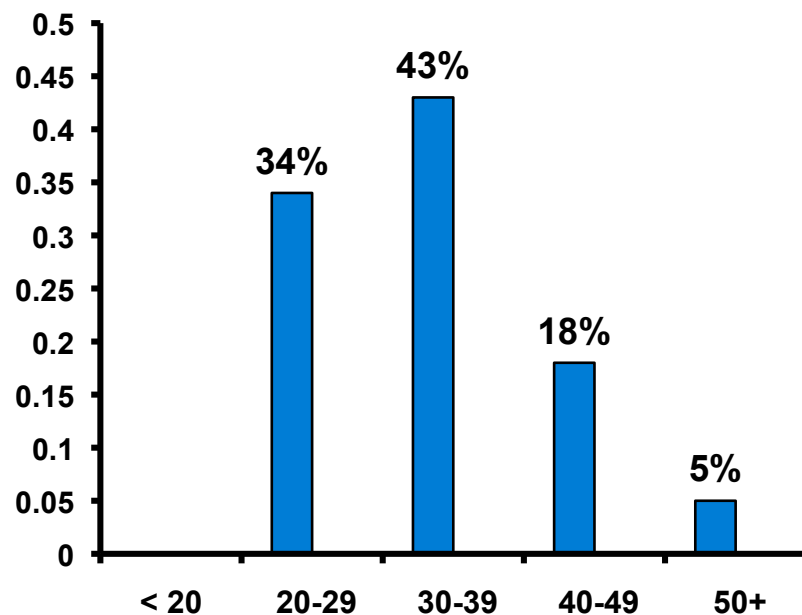


- Majority are married.

# Marital Status

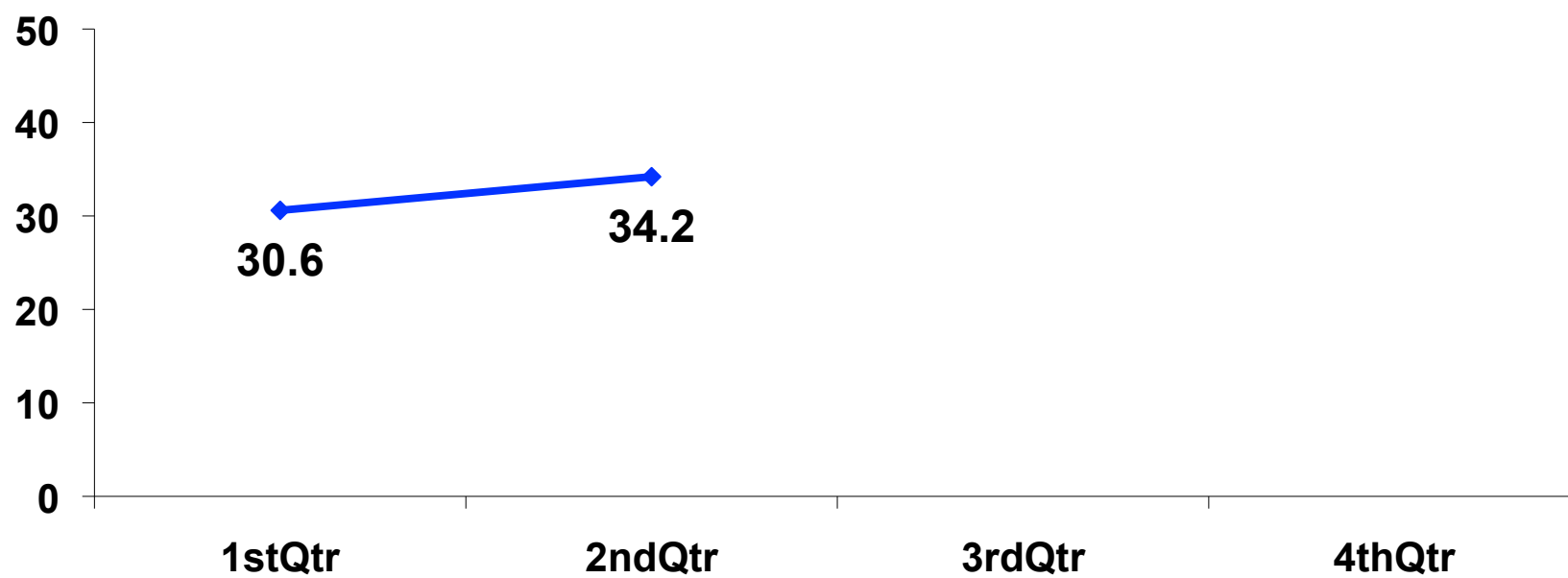


# Age - Overall



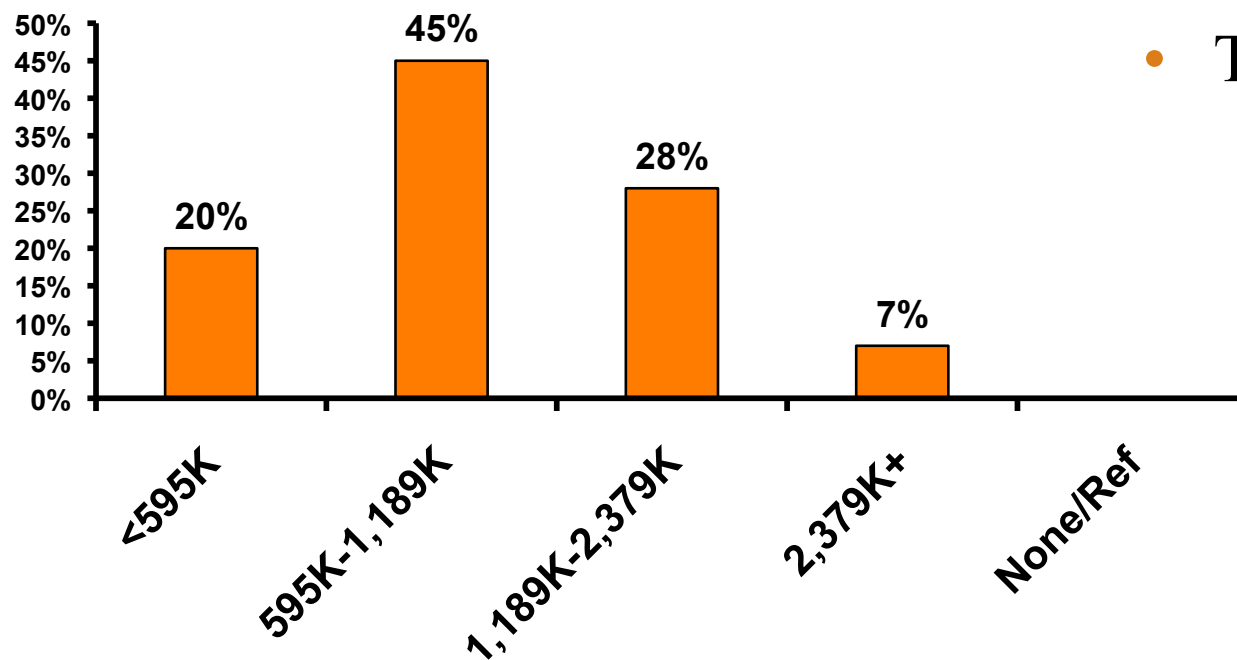
- The average age of the respondents is 34.2 years of age.

# Average Age



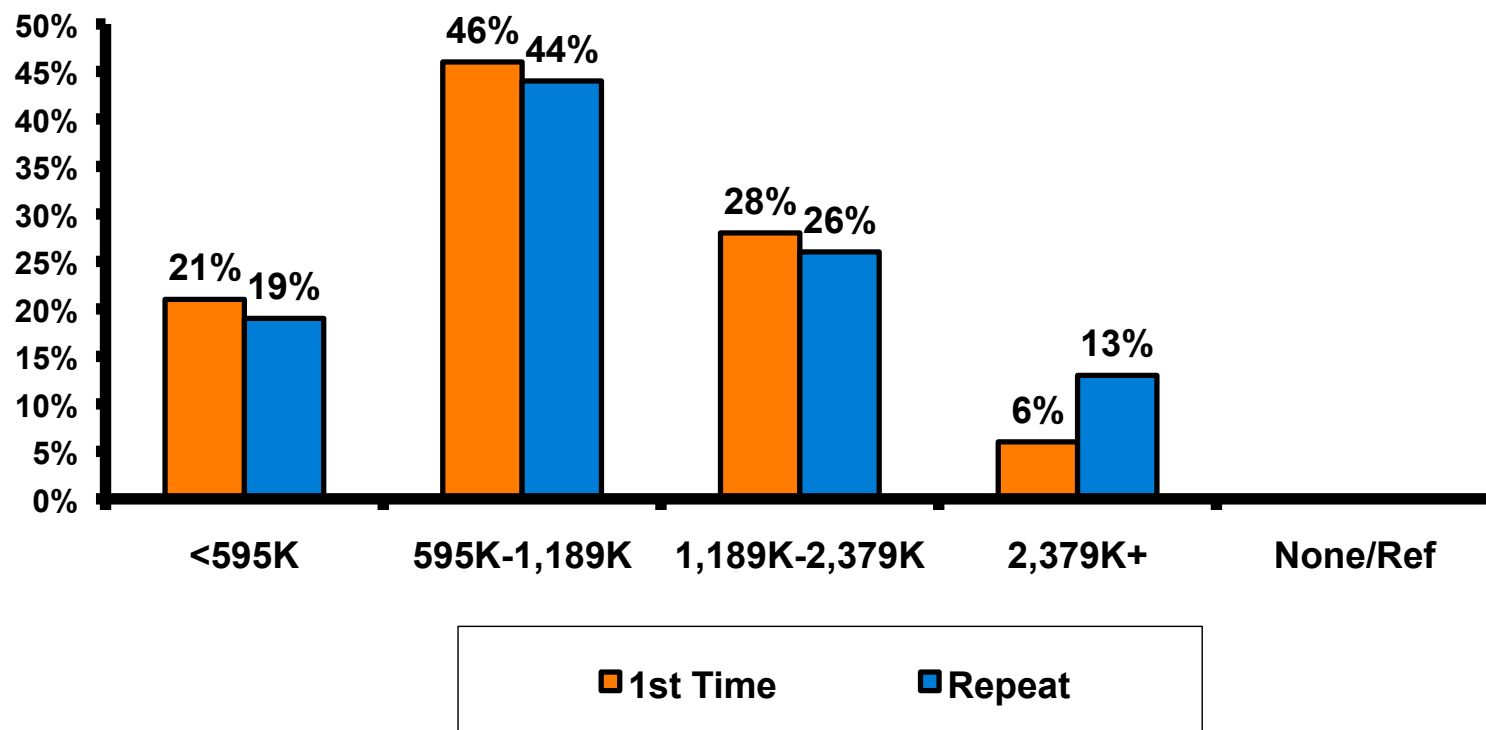


# Personal Income



• TWD 29.50=\$1

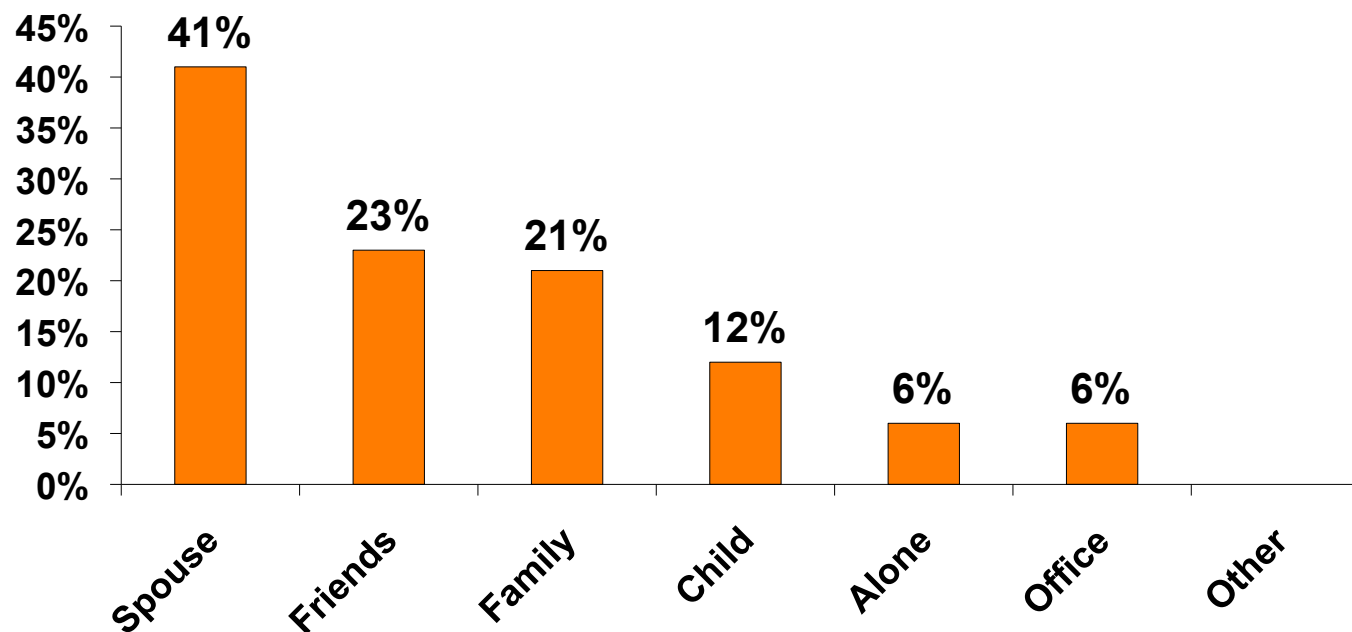
# Personal Income – 1st time vs. repeat



# Personal Income by Gender & Age

|                 |          |       | TOTAL | GENDER |        | AGE   |       |       |     |
|-----------------|----------|-------|-------|--------|--------|-------|-------|-------|-----|
|                 |          |       |       | Male   | Female | 20-29 | 30-39 | 40-49 | 50+ |
| PERSONAL INCOME | <20K     | Count | 18    | 5      | 13     | 8     | 4     | 3     | 2   |
|                 |          |       | 20%   | 11%    | 30%    | 28%   | 11%   | 20%   | 50% |
|                 | 20K-60K  | Count | 60    | 32     | 28     | 20    | 30    | 8     | 1   |
|                 |          |       | 68%   | 73%    | 64%    | 69%   | 79%   | 53%   | 25% |
|                 | 60K-100K | Count | 6     | 4      | 2      |       | 3     | 3     |     |
|                 |          |       | 7%    | 9%     | 5%     |       | 8%    | 20%   |     |
|                 | 100K+    | Count | 4     | 3      | 1      | 1     | 1     | 1     | 1   |
|                 |          |       | 5%    | 7%     | 2%     | 3%    | 3%    | 7%    | 25% |
| Total           | Count    |       | 88    | 44     | 44     | 29    | 38    | 15    | 4   |

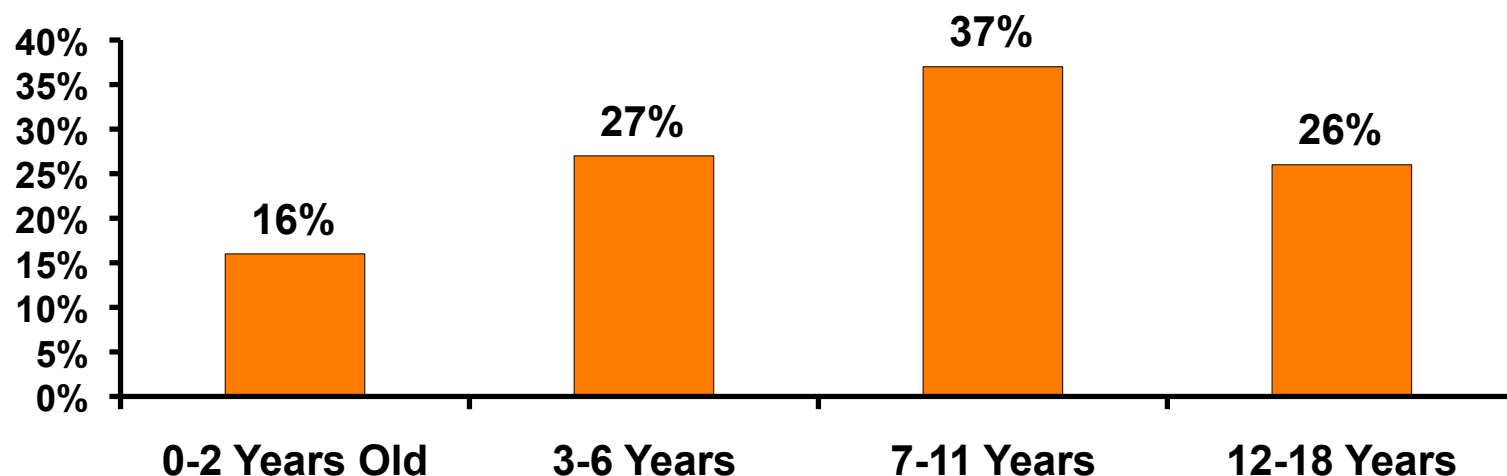
# Travel Companions



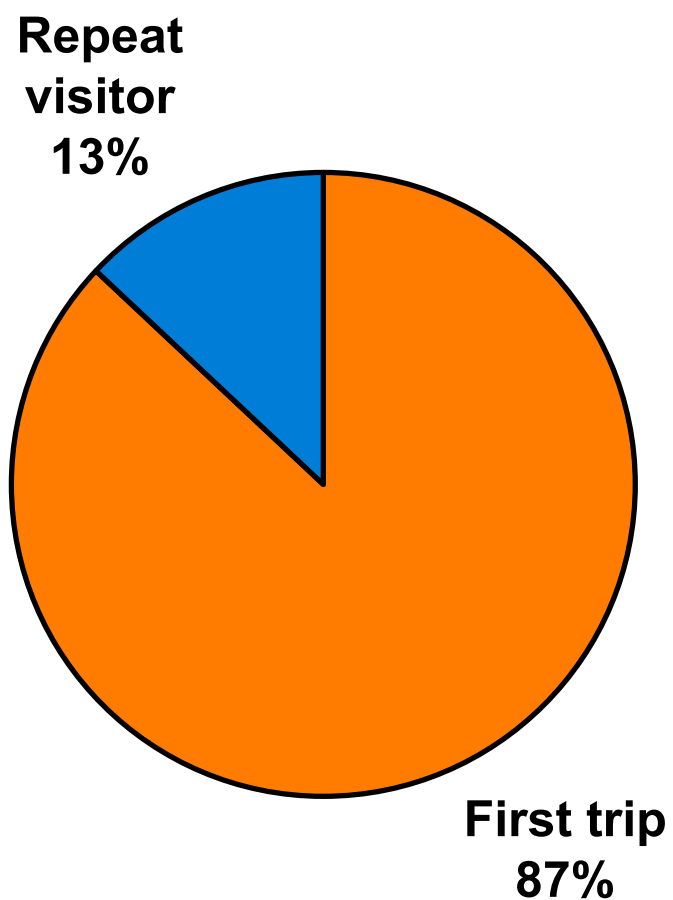
# Number of Children Travel Party

N=19 total respondents traveling with children.

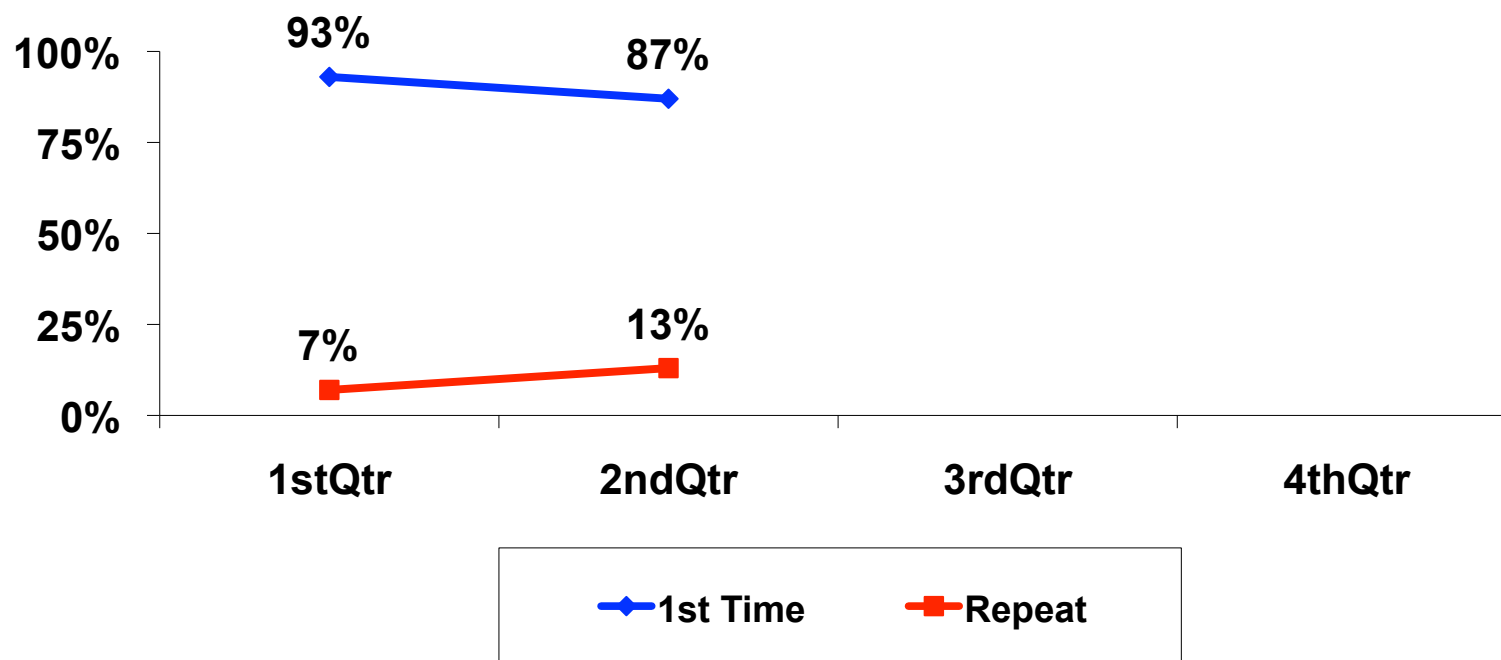
(Of those N=19 respondents, there is a total of 26 children 18 years or younger)



# Prior Trips to Guam



# Prior Trips to Guam



# Trips to Guam by Age & Gender

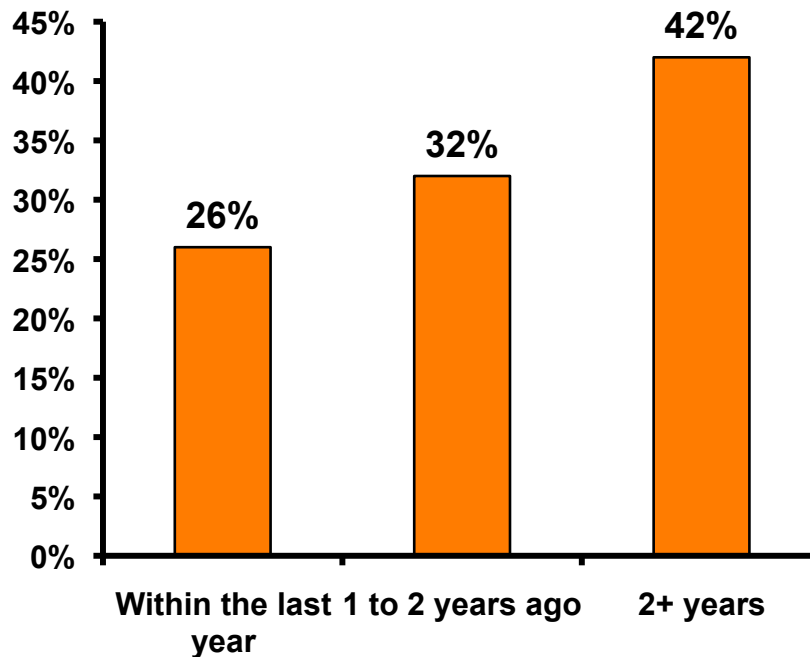
|        |        |       | TOTAL | TRIPS TO GUAM |        |
|--------|--------|-------|-------|---------------|--------|
|        |        |       |       | 1st           | Repeat |
| GENDER | Male   | Count | 83    | 71            | 11     |
|        |        |       | 54%   | 53%           | 55%    |
|        | Female | Count | 71    | 62            | 9      |
|        |        |       | 46%   | 47%           | 45%    |
| Total  | Count  |       | 154   | 133           | 20     |
| AGE    | 20-29  | Count | 50    | 45            | 4      |
|        |        |       | 34%   | 35%           | 21%    |
|        | 30-39  | Count | 64    | 56            | 8      |
|        |        |       | 43%   | 44%           | 42%    |
|        | 40-49  | Count | 26    | 21            | 5      |
|        |        |       | 18%   | 16%           | 26%    |
|        | 50+    | Count | 8     | 6             | 2      |
|        |        |       | 5%    | 5%            | 11%    |
| Total  | Count  |       | 148   | 128           | 19     |

- Repeat visitors tend to be slightly older.



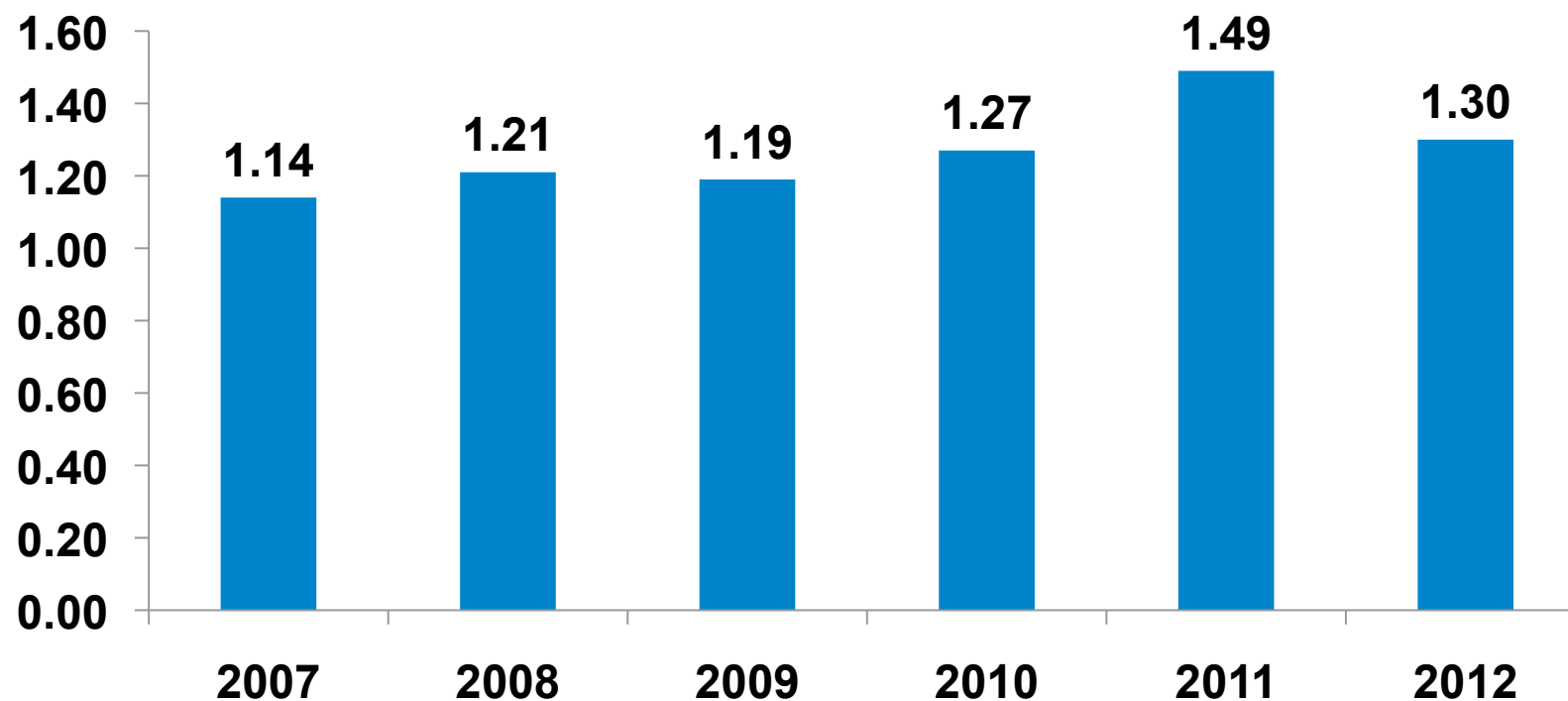
# Repeat Visitors Last Trip

n = 19

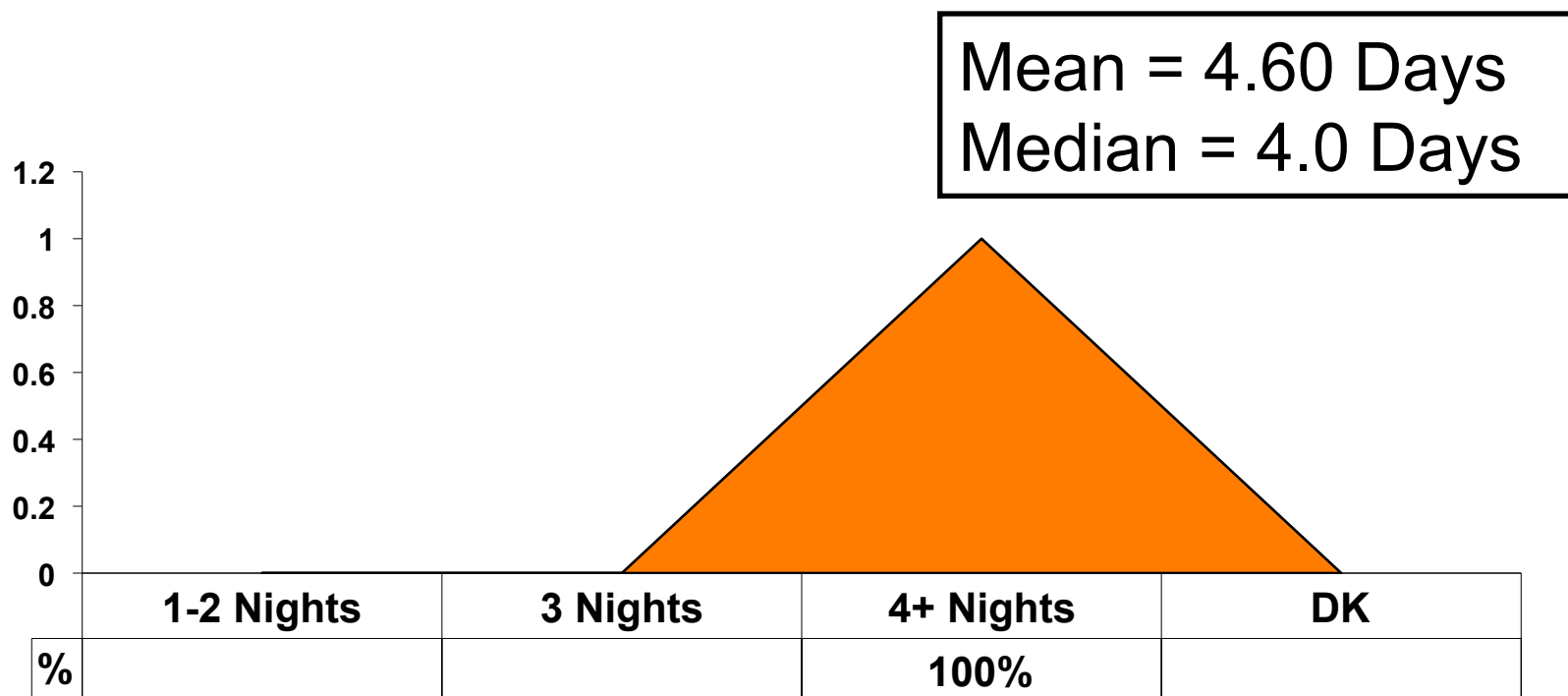


- Typical repeat visitor has been to Guam 1.3 times.

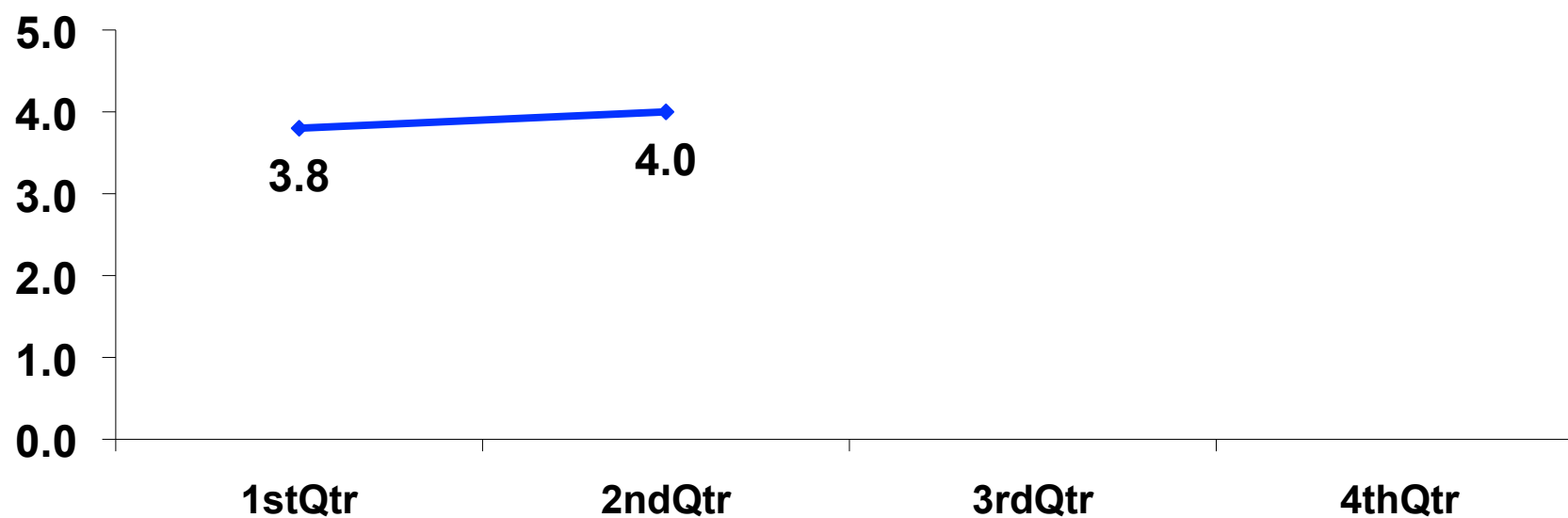
## Average Number Overnight Trips (2006-2012) (2 nights or more)



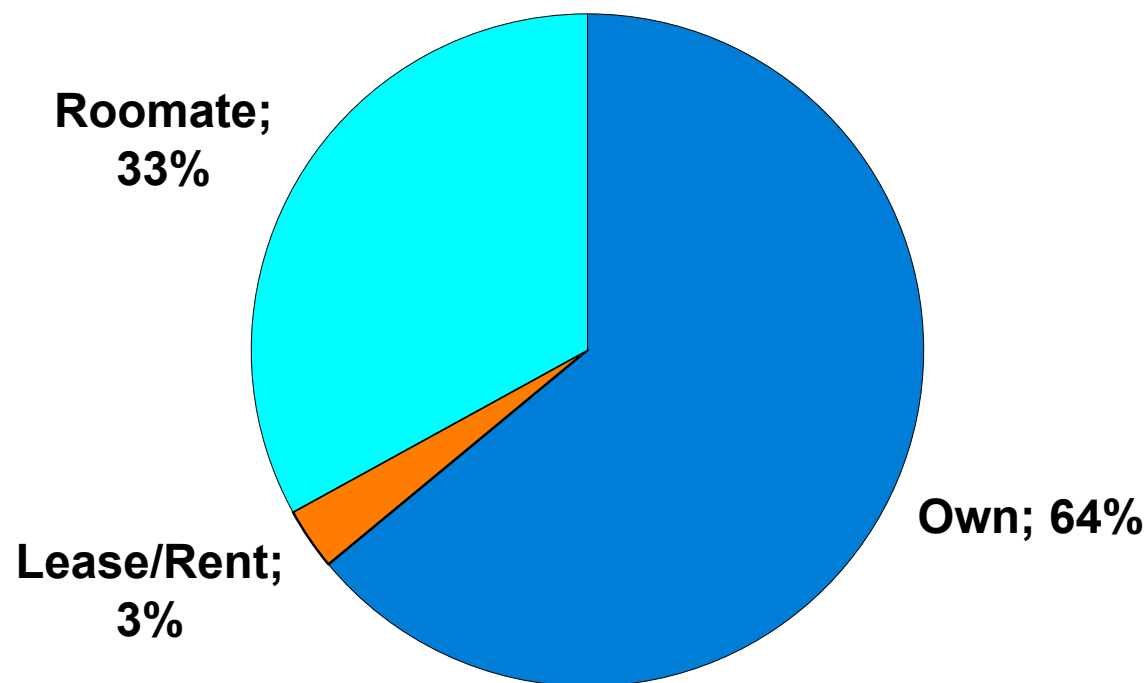
# Length of Stay



# Average Length of Stay



# Living Accommodations

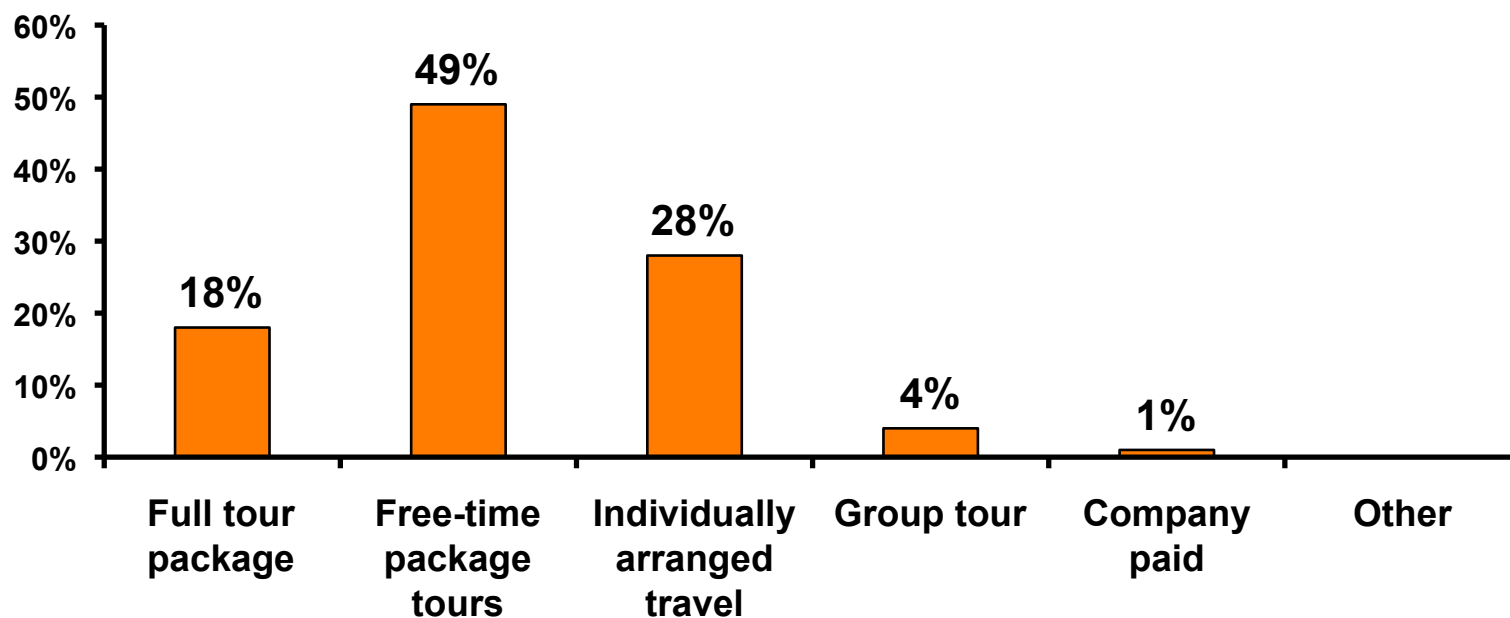


# Occupation by Income

|       |  | TOTAL | PERSONAL INCOME |         |          |       |
|-------|--|-------|-----------------|---------|----------|-------|
|       |  |       | <20K            | 20K-60K | 60K-100K | 100K+ |
| Q.36  | Own my own home                                | 64%   | 41%             | 64%     | 100%     | 100%  |
|       | Live with friends or relatives and pay no rent | 33%   | 41%             | 36%     |          |       |
|       | Lease or rent a home or apartment              | 3%    | 18%             |         |          |       |
| Total | Count  | 125   | 17              | 59      | 6        | 4     |

# SECTION 2 **TRAVEL PLANNING**

# Travel Planning - Overall



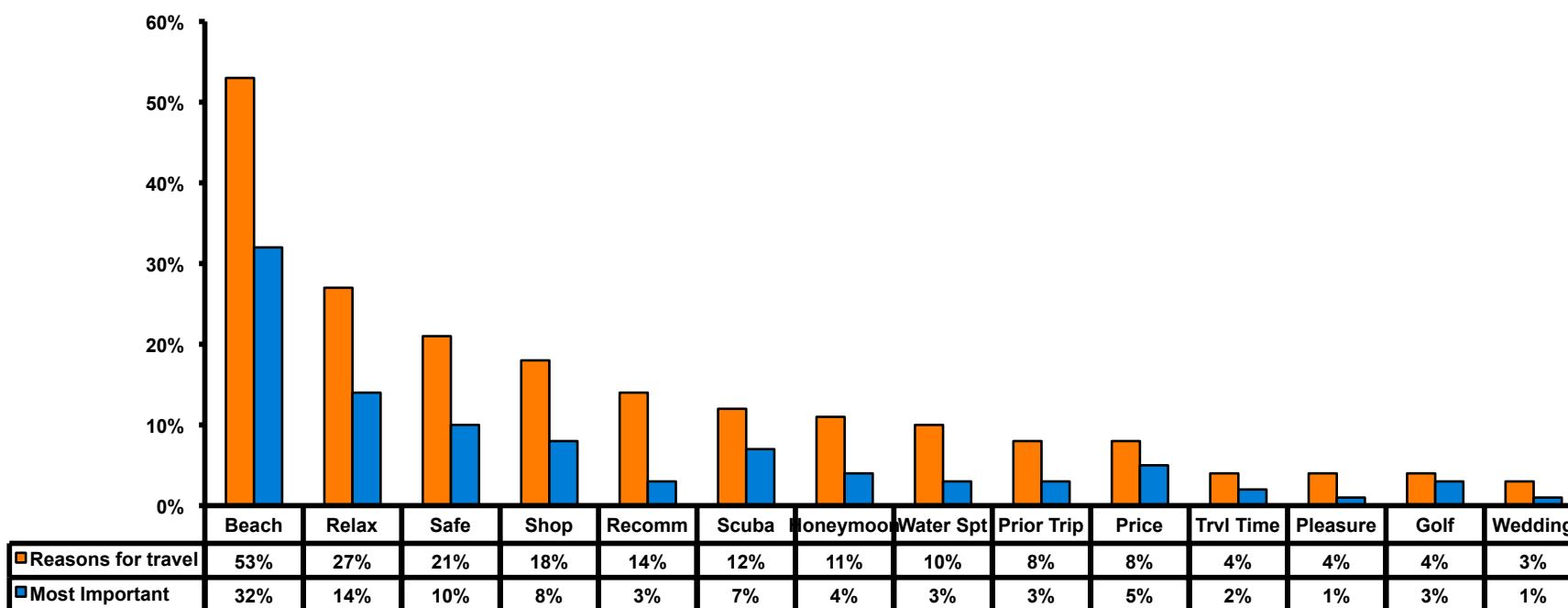


# Accommodation by Income

Average length of stay: 4.60 days

|       |                                | TOTAL | PERSONAL INCOME |             |               |         |
|-------|--------------------------------|-------|-----------------|-------------|---------------|---------|
|       |                                |       | <595K           | 595K-1,784K | 1,784K-2,973K | 2,973K+ |
| Q.9   | Sheraton Laguna Resort         | 33%   | 6%              | 35%         | 17%           |         |
|       | Pacific Islands Club PIC       | 22%   | 6%              | 25%         |               | 25%     |
|       | Hyatt Regency Guam             | 5%    | 6%              | 5%          | 33%           | 25%     |
|       | Fiesta Resort Guam             | 5%    | 28%             | 2%          |               |         |
|       | Hilton Guam Resort & Spa       | 5%    |                 | 7%          |               |         |
|       | Holiday Resort Guam            | 4%    | 6%              | 3%          | 17%           | 25%     |
|       | Hotel Nikko Guam               | 4%    | 6%              | 3%          |               | 25%     |
|       | Royal Orchid Guam              | 5%    | 6%              | 3%          |               |         |
|       | Hotel Sane Fe                  | 3%    | 17%             |             | 17%           |         |
|       | Pacific Bay Hotel              | 3%    |                 | 5%          |               |         |
|       | The Westin Resort Guam         | 2%    | 11%             | 2%          |               |         |
|       | Outrigger Guam Resort          | 2%    |                 | 2%          | 17%           |         |
|       | Guam Marriott Resort Hotel     | 1%    |                 | 3%          |               |         |
|       | Relatives, Friends, Home Stay  | 1%    | 6%              | 2%          |               |         |
|       | Leo Palace Resort              | 1%    |                 | 2%          |               |         |
|       | Bayview Hotel                  | 1%    | 6%              |             |               |         |
|       | Guam Aurora Resort Villa & Spa | 1%    |                 | 2%          |               |         |
|       | Guam Reef Hotel                | 1%    |                 |             |               |         |
|       | Oceanview Hotel                | 1%    |                 |             |               |         |
| Total | Count                          | 153   | 18              | 60          | 6             | 4       |

# Travel Motivation - Top Responses



# Most Important Reason for Choosing Guam

- Guam's natural beauty/ beaches,
- The need to relax and
- Safety

are the three reasons mentioned most often as the most important reason for this particular trip.

# Motivation by Age & Gender

|       |   | TOTAL | AGE   |       |       |     | GENDER |        |
|-------|---|-------|-------|-------|-------|-----|--------|--------|
|       |   |       | 20-29 | 30-39 | 40-49 | 50+ | Male   | Female |
| Q.5   | Beautiful seas, beaches, tropical climate         | 53%   | 56%   | 59%   | 50%   | 25% | 48%    | 59%    |
|       | Just to relax                                     | 27%   | 32%   | 23%   | 19%   | 38% | 23%    | 31%    |
|       | It is a safe place to spend a vacation            | 21%   | 22%   | 23%   | 19%   | 13% | 13%    | 30%    |
|       | Shopping  | 18%   | 16%   | 22%   | 15%   |     | 19%    | 15%    |
|       | Recommendation of friend, relative, travel agency | 14%   | 16%   | 13%   | 15%   | 13% | 12%    | 15%    |
|       | SCUBA diving                                      | 12%   | 12%   | 6%    | 23%   | 25% | 13%    | 11%    |
|       | Honeymoon   | 11%   | 14%   | 13%   | 4%    |     | 11%    | 11%    |
|       | Water sports                                      | 10%   | 8%    | 9%    | 19%   |     | 10%    | 10%    |
|       | A previous visit                                  | 8%    | 6%    | 6%    | 12%   | 25% | 7%     | 10%    |
|       | Price of the tour package                         | 8%    | 6%    | 9%    | 8%    | 13% | 10%    | 6%     |
|       | Short travel time                                 | 4%    | 2%    | 5%    | 4%    | 13% | 4%     | 4%     |
|       | To golf   | 4%    |       | 6%    | 8%    |     | 6%     | 1%     |
|       | Pleasure  | 4%    | 4%    | 5%    | 4%    |     | 5%     | 3%     |
|       | To get married or Attend wedding                  | 3%    | 2%    | 5%    | 4%    |     | 2%     | 4%     |
|       | Promotional materials from GVB                    | 2%    | 2%    | 2%    | 4%    |     | 1%     | 3%     |
|       | To visit friends or relatives                     | 2%    |       | 3%    |       |     | 1%     | 3%     |
|       | My company sponsored me                           | 1%    | 2%    | 2%    |       |     |        | 3%     |
|       | Other   | 1%    | 2%    | 2%    |       |     | 1%     | 1%     |
|       | Organized Sporting Activity                       | 1%    |       | 2%    |       |     |        | 1%     |
| Total | Cases   | 154   | 50    | 64    | 26    | 8   | 83     | 71     |

# Motivation by Income

|       |   | TOTAL | PERSONAL INCOME |             |               |         |
|-------|---|-------|-----------------|-------------|---------------|---------|
|       |   |       | <595K           | 595K-1,784K | 1,784K-2,973K | 2,973K+ |
| Q.5   | Beautiful seas, beaches, tropical climate         | 53%   | 78%             | 57%         | 100%          | 75%     |
|       | Just to relax                                     | 27%   | 56%             | 22%         | 17%           | 25%     |
|       | It is a safe place to spend a vacation            | 21%   | 22%             | 27%         | 33%           | 25%     |
|       | Recommendation of friend, relative, travel agency | 14%   | 33%             | 18%         | 33%           |         |
|       | Shopping  | 18%   | 11%             | 17%         | 17%           |         |
|       | Honeymoon   | 11%   | 28%             | 12%         | 17%           |         |
|       | SCUBA diving                                      | 12%   |                 | 10%         |               | 75%     |
|       | Water sports                                      | 10%   | 28%             | 8%          | 17%           | 25%     |
|       | A previous visit                                  | 8%    | 6%              | 10%         | 33%           | 25%     |
|       | Price of the tour package                         | 8%    | 17%             | 5%          | 17%           |         |
|       | Short travel time                                 | 4%    | 6%              | 3%          | 17%           |         |
|       | Pleasure  | 4%    | 11%             | 2%          | 17%           |         |
|       | To golf   | 4%    |                 | 3%          |               | 25%     |
|       | To get married or Attend wedding                  | 3%    |                 | 3%          |               |         |
|       | To visit friends or relatives                     | 2%    |                 | 3%          |               |         |
|       | Promotional materials from GVB                    | 2%    | 6%              | 2%          |               |         |
|       | My company sponsored me                           | 1%    | 11%             |             |               |         |
|       | Other   | 1%    |                 |             |               | 25%     |
|       | Organized Sporting Activity                       | 1%    |                 |             | 17%           |         |
| Total | Cases   | 154   | 18              | 60          | 6             | 4       |

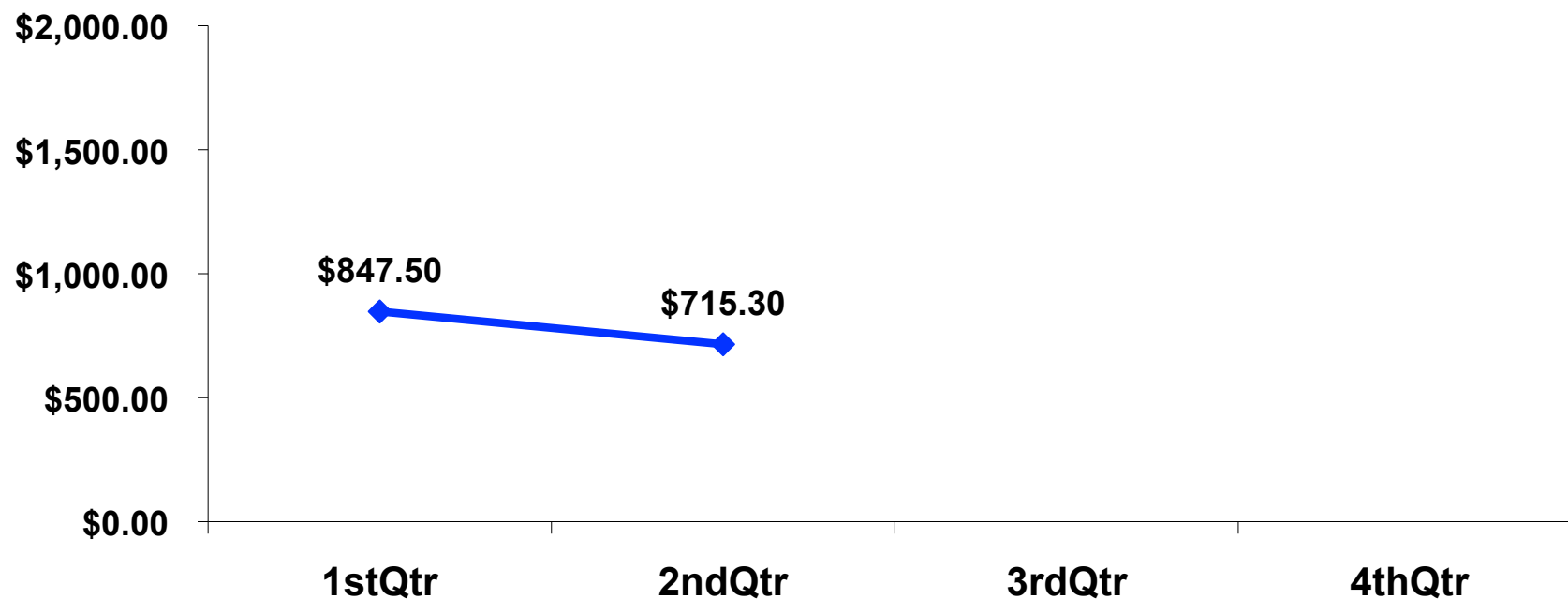
# SECTION 3 **EXPENDITURES**

# Prepaid Expenditures

## TWD 29.50/US\$1

- \$1,200.40 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$10,169 = maximum (highest amount recorded for the entire sample)
- \$715.30 = overall mean average per person prepaid expenditures

# Prepaid Expenditures Per Person



YTD=\$781.40



# **Breakdown of Prepaid Expenditures**

## **TWD 29.50=\$1**

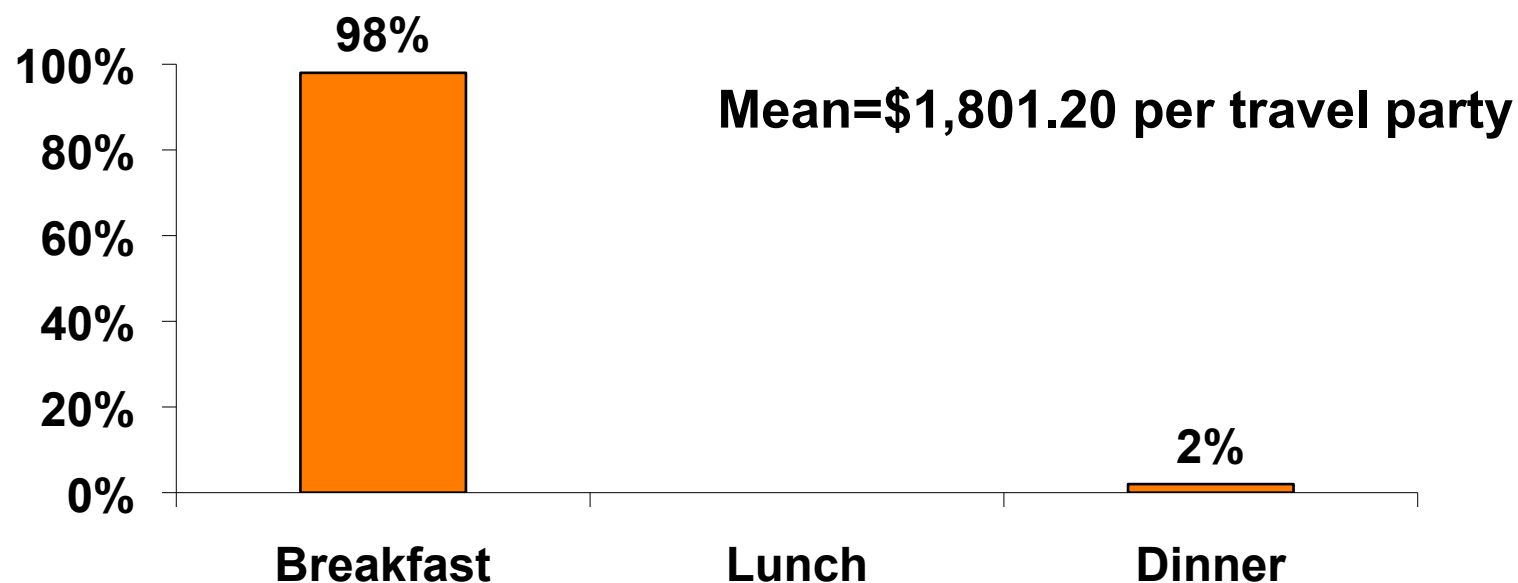
**(Filter: Only those who responded)**

|   | MEAN \$    |
|---|------------|
| Air & Accommodation package only          | \$1,644.50 |
| Air & Accommodation w/ daily meal package | \$1,801.20 |
| Air only                                  | \$1,962.70 |
| Accommodation only                        | \$-        |
| Accommodation w/ daily meal only          | \$-        |
| Food & Beverages in Hotel                 | \$70.70    |
| Ground transportation - China             | \$56.80    |
| Ground transportation - Guam              | \$49.70    |
| Optional tours/ activities                | \$226.70   |
| Other expenses                            | \$417.10   |
| Total Prepaid                             | \$1,200.40 |

# Prepaid Meal Breakdown

Air/ Accommodations with Daily Meal Package

n=54



# Prepaid Meal Breakdown

Accommodations with Daily Meal Package

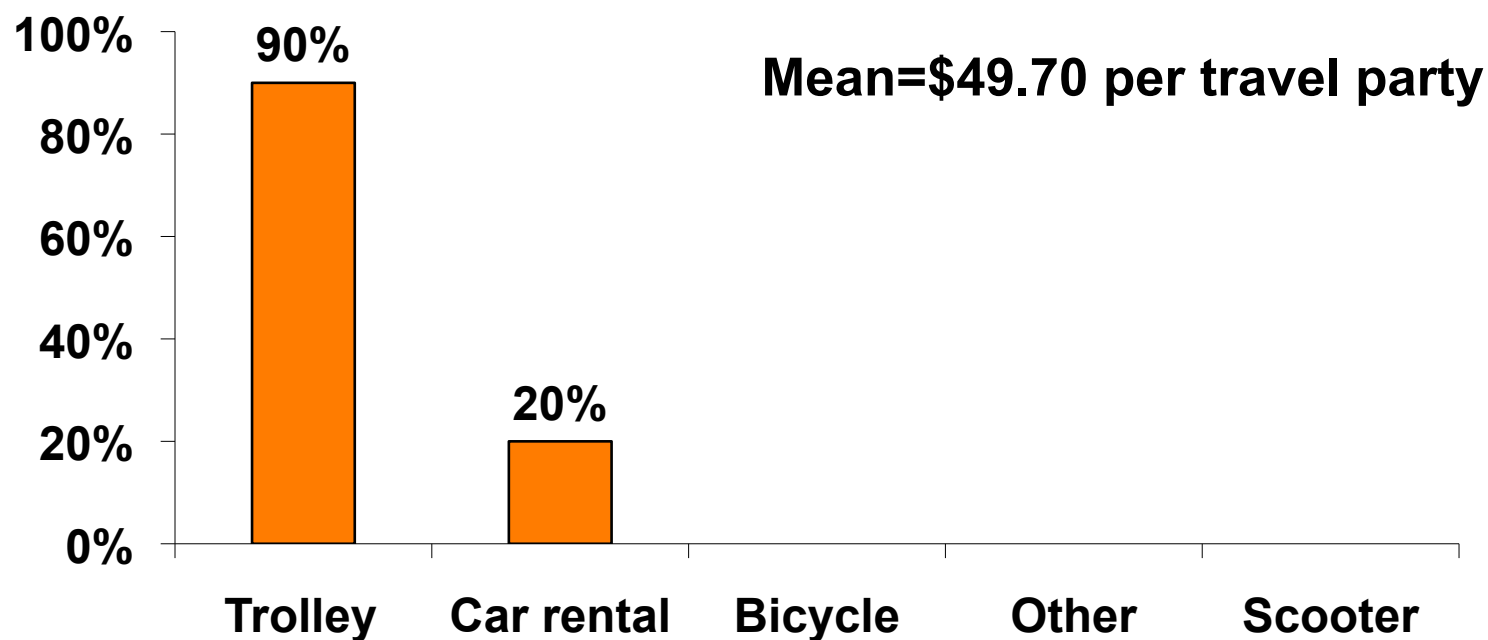
n= 0



Mean= \$XXX per travel party

## Prepaid Ground Transportation

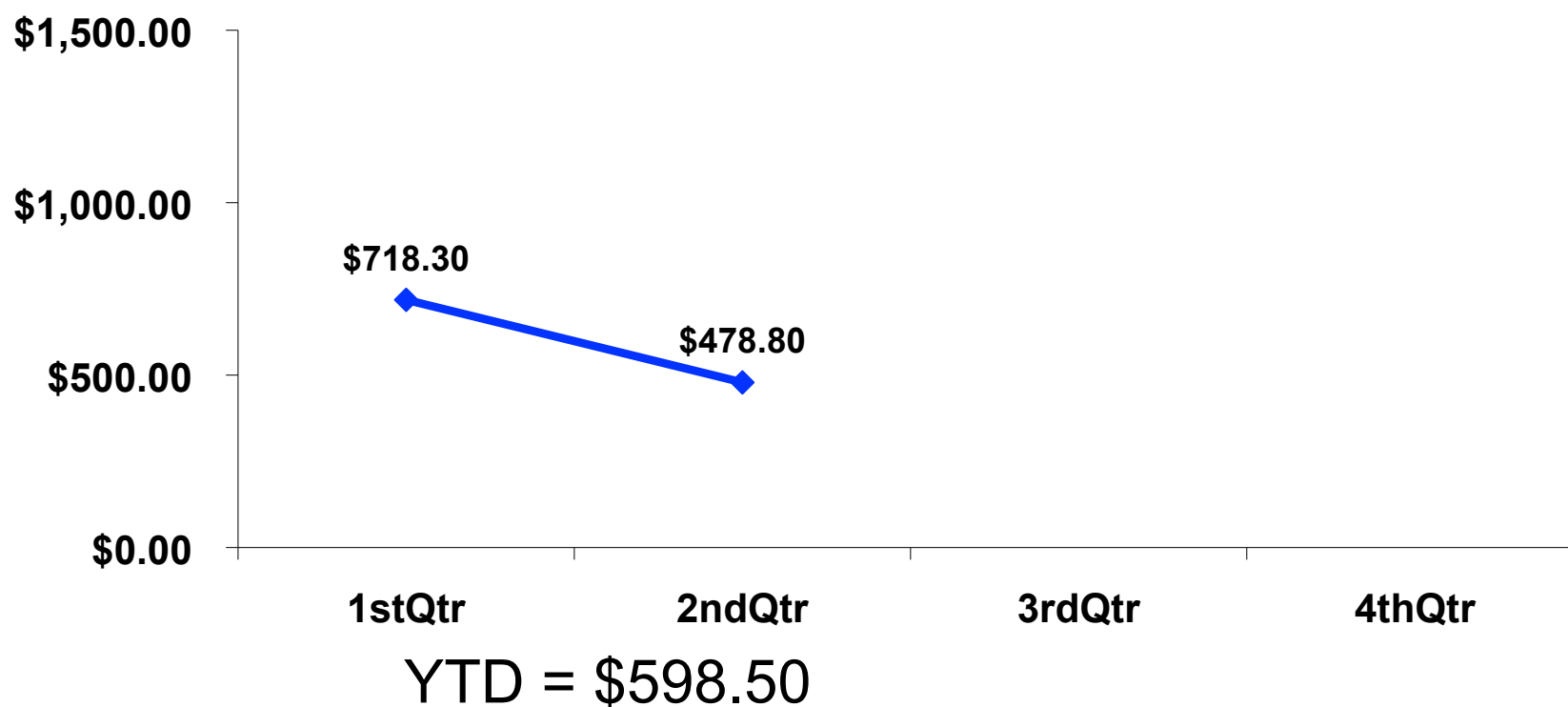
n=10



# On-Island Expenditures

- \$736.60 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$5,000 = Maximum (highest amount recorded for the entire sample)
- \$478.80 = overall mean average per person on-island expenditure

# On-Island Expenditures Per Person



# Total On-Island Expenditure by Gender & Age

|       |        | TOTAL    | GENDER   |          | GENDER   |          |            |            |          |          |          |          |
|-------|--------|----------|----------|----------|----------|----------|------------|------------|----------|----------|----------|----------|
|       |        |          | Male     | Female   | Male     |          |            |            | Female   |          |          |          |
|       |        |          |          |          | AGE      |          |            |            | AGE      |          |          |          |
|       |        |          |          |          | 20-29    | 30-39    | 40-49      | 50+        | 20-29    | 30-39    | 40-49    | 50+      |
| Q.11A | Mean   | \$736.57 | \$849.02 | \$605.11 | \$596.91 | \$731.71 | \$1,261.60 | \$1,179.60 | \$750.96 | \$573.90 | \$400.00 | \$503.67 |
|       | Median | \$656    | \$823    | \$500    | \$530    | \$800    | \$1,000    | \$1,000    | \$720    | \$353    | \$200    | \$511    |

# On-Island Expenditure Categories by Gender & Age

|                 |        | TOTAL    | GENDER   |          | AGE      |          |            |          |
|-----------------|--------|----------|----------|----------|----------|----------|------------|----------|
|                 |        |          | Male     | Female   | 20-29    | 30-39    | 40-49      | 50+      |
| F&B-HOTEL       | Mean   | \$51.47  | \$63.49  | \$37.41  | \$41.70  | \$51.81  | \$53.65    | \$141.25 |
|                 | Median | \$0      | \$0      | \$0      | \$0      | \$0      | \$0        | \$75     |
| F&B-FF          | Mean   | \$31.03  | \$38.10  | \$22.76  | \$22.10  | \$23.38  | \$59.23    | \$75.00  |
| REST/CONV       | Median | \$0      | \$0      | \$0      | \$0      | \$0      | \$0        | \$0      |
| F&B-OUT- SIDE   | Mean   | \$34.10  | \$16.30  | \$54.90  | \$13.50  | \$61.88  | \$8.31     | \$50.00  |
| HOTEL/ REST     | Median | \$0      | \$0      | \$0      | \$0      | \$0      | \$0        | \$0      |
| OPTIONAL        | Mean   | \$72.33  | \$84.78  | \$57.77  | \$75.60  | \$56.34  | \$49.35    | \$308.75 |
| TOUR            | Median | \$0      | \$0      | \$0      | \$0      | \$0      | \$0        | \$200    |
| GIFT/           | Mean   | \$113.96 | \$119.20 | \$107.74 | \$143.82 | \$53.62  | \$219.50   | \$95.00  |
| SOUV-SELF       | Median | \$0      | \$0      | \$0      | \$0      | \$0      | \$25       | \$25     |
| GIFT/SOUV-      | Mean   | \$70.24  | \$84.61  | \$53.43  | \$53.13  | \$44.89  | \$164.88   | \$50.00  |
| F&F AT HOME     | Median | \$0      | \$0      | \$0      | \$0      | \$0      | \$0        | \$0      |
| LOCAL TRANS     | Mean   | \$11.20  | \$13.27  | \$8.79   | \$6.44   | \$13.30  | \$9.46     | \$34.50  |
|                 | Median | \$0      | \$0      | \$0      | \$0      | \$0      | \$0        | \$0      |
| OTHER EXP       | Mean   | \$351.82 | \$429.27 | \$261.29 | \$320.21 | \$355.83 | \$498.38   | \$171.63 |
|                 | Median | \$0      | \$0      | \$0      | \$0      | \$0      | \$0        | \$0      |
| TOTAL ON ISLAND | Mean   | \$736.57 | \$849.02 | \$605.11 | \$680.10 | \$660.20 | \$1,062.77 | \$926.13 |
|                 | Median | \$656    | \$823    | \$500    | \$702    | \$500    | \$1,000    | \$1,000  |



# On-Island Expenditures

## First Timers & Repeaters

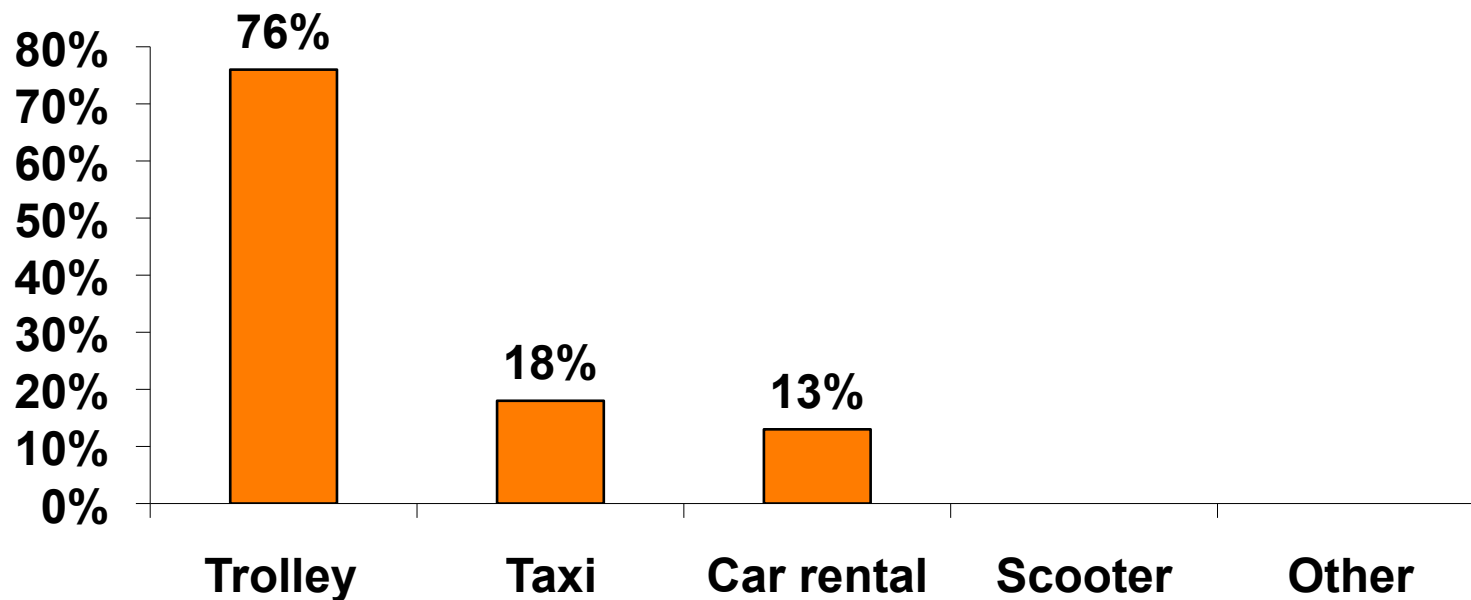
|               |        | TRIPS TO GUAM |          |
|---------------|--------|---------------|----------|
|               |        | 1st           | Repeat   |
| F&B-HOTEL     | Mean   | \$51.44       | \$44.25  |
|               | Median | \$0           | \$0      |
| F&B-FF        | Mean   | \$28.61       | \$48.65  |
| REST/CONV     | Median | \$0           | \$5      |
| F&B-OUT- SIDE | Mean   | \$35.05       | \$29.45  |
| HOTEL/ REST   | Median | \$0           | \$0      |
| OPTIONAL      | Mean   | \$73.92       | \$55.35  |
| TOUR          | Median | \$0           | \$0      |
| GIFT/         | Mean   | \$110.59      | \$140.25 |
| SOUV-SELF     | Median | \$0           | \$65     |
| GIFT/ SOUV-   | Mean   | \$59.53       | \$144.95 |
| F&F AT HOME   | Median | \$0           | \$75     |
| LOCAL TRANS   | Mean   | \$11.09       | \$12.50  |
|               | Median | \$0           | \$0      |
| OTHER EXP     | Mean   | \$350.10      | \$377.50 |
|               | Median | \$0           | \$0      |
| TOTAL ON      | Mean   | \$720.86      | \$852.90 |
| ISLAND        | Median | \$660         | \$726    |

# Breakdown of On-Island Expenditures

|  | MEAN \$         |
|--|-----------------|
| Food & beverage in a hotel   | \$51.50         |
| Food & beverage in fast food restaurant/<br>convenience store                | \$31.00         |
| Food & beverage at restaurants or drinking<br>establishments outside a hotel | \$34.10         |
| Optional tours and activities  | \$72.30         |
| Gifts/ souvenirs for yourself/companions                                     | \$114.00        |
| Gifts/ souvenirs for friends/family at home                                  | \$70.20         |
| Local transportation   | \$11.20         |
| Other expenses not covered   | \$351.80        |
| <b>Average Total</b>   | <b>\$736.60</b> |

# Local Transportation

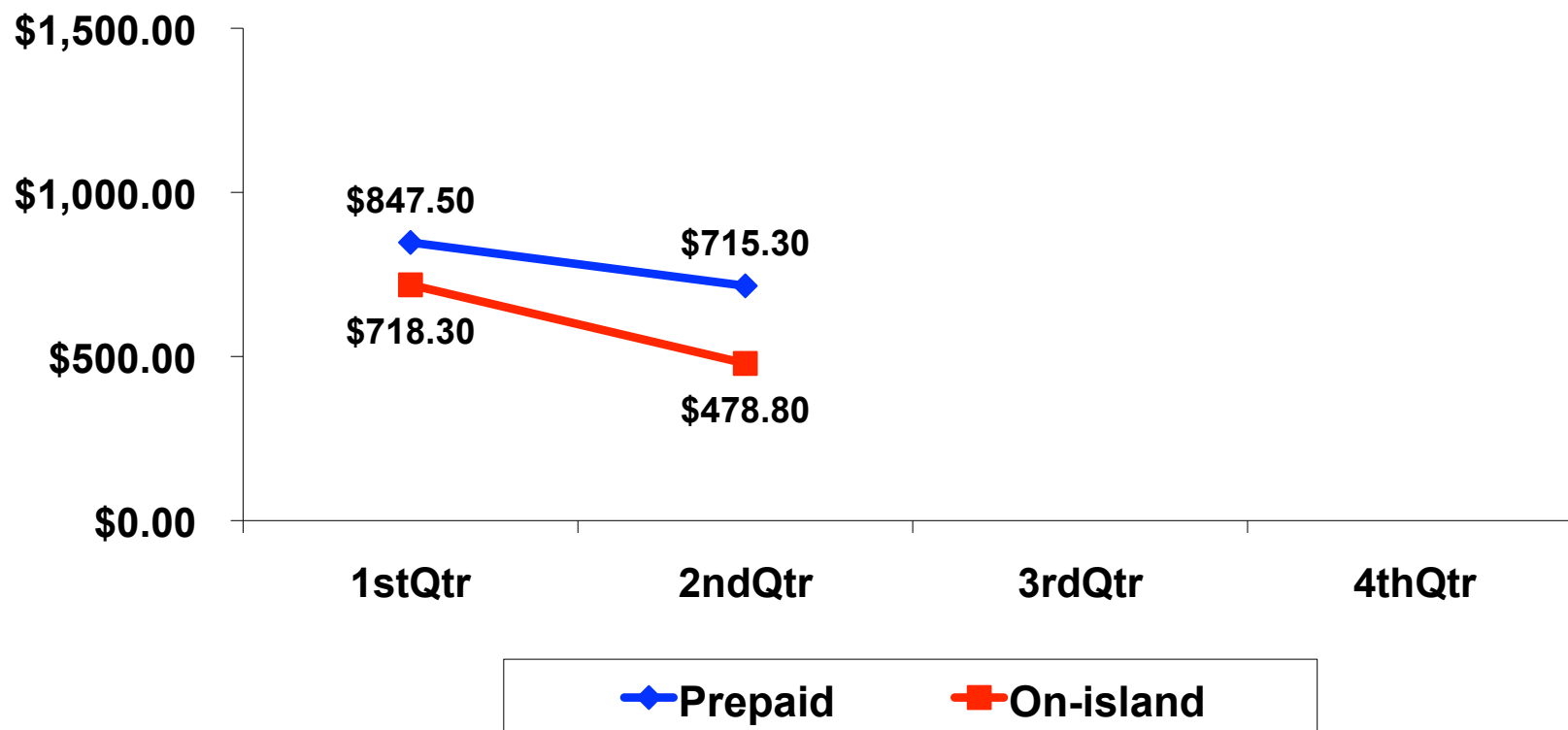
n=38



Mean=\$11.20 per travel party

# Prepaid / On-Island Expenditures Per Person

On-Island YTD = \$598.50 • Prepaid YTD=\$781.40

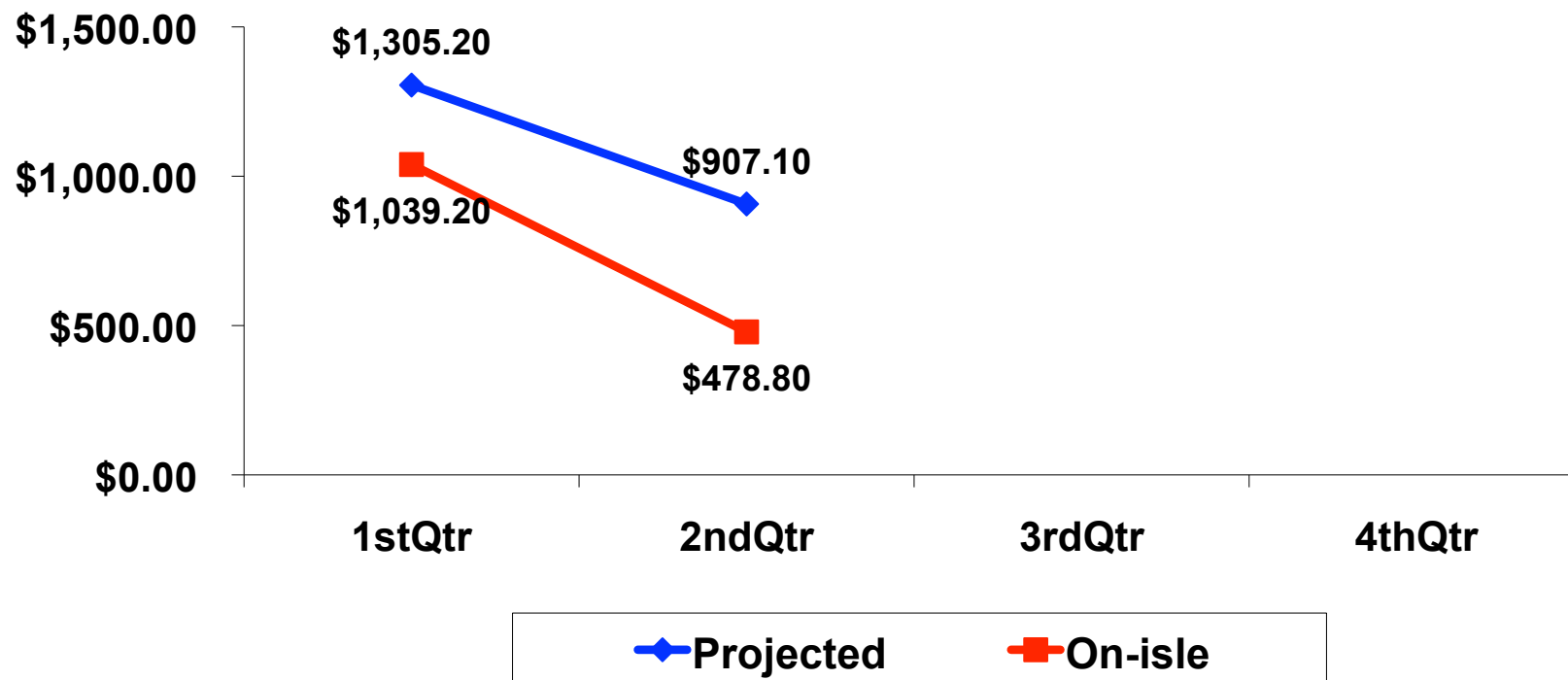


# Projected On-Island Expenditures

- \$907.10 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$6,600 = Maximum (highest amount recorded for the entire sample)

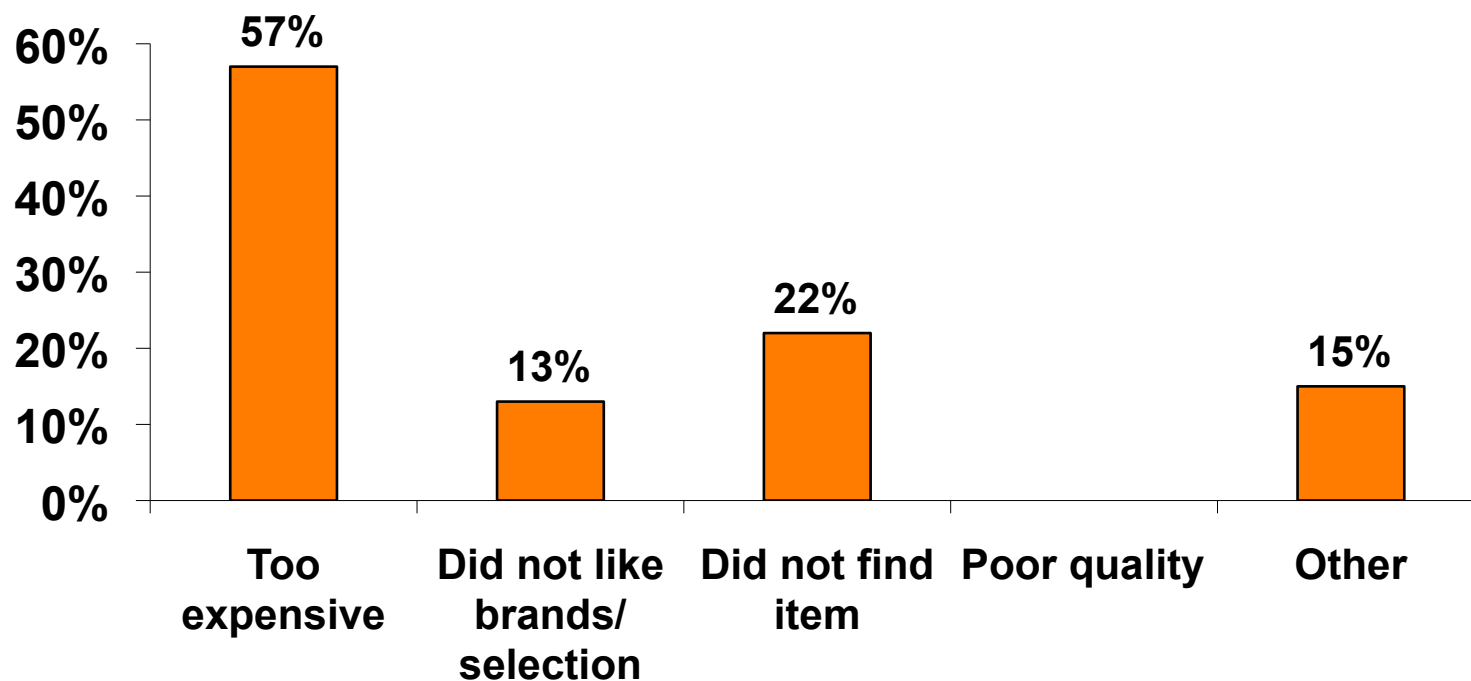
# Projected & Actual On-Island Expenditures

## Actual vs. Projected



# Reasons for Spending Less

n=54

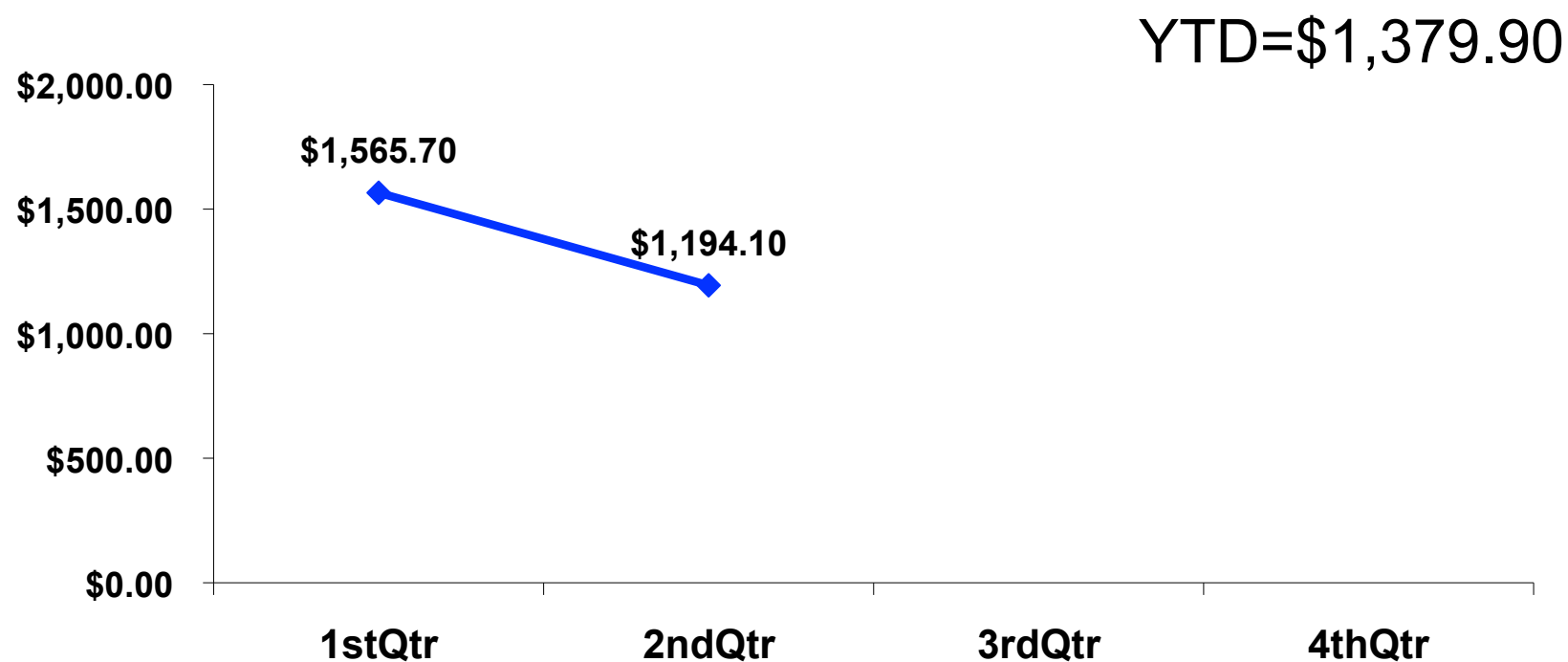


# **Total Expenditures Per Person (Prepaid & On-Island)**

- \$1,194.10 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$5,910 = Maximum (highest amount recorded for the entire sample)



# Total Expenditures



# Guam Airport Expenditures

- \$24.90 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$800 = Maximum (highest amount recorded for the entire sample)

# Breakdown of Airport Expenditures

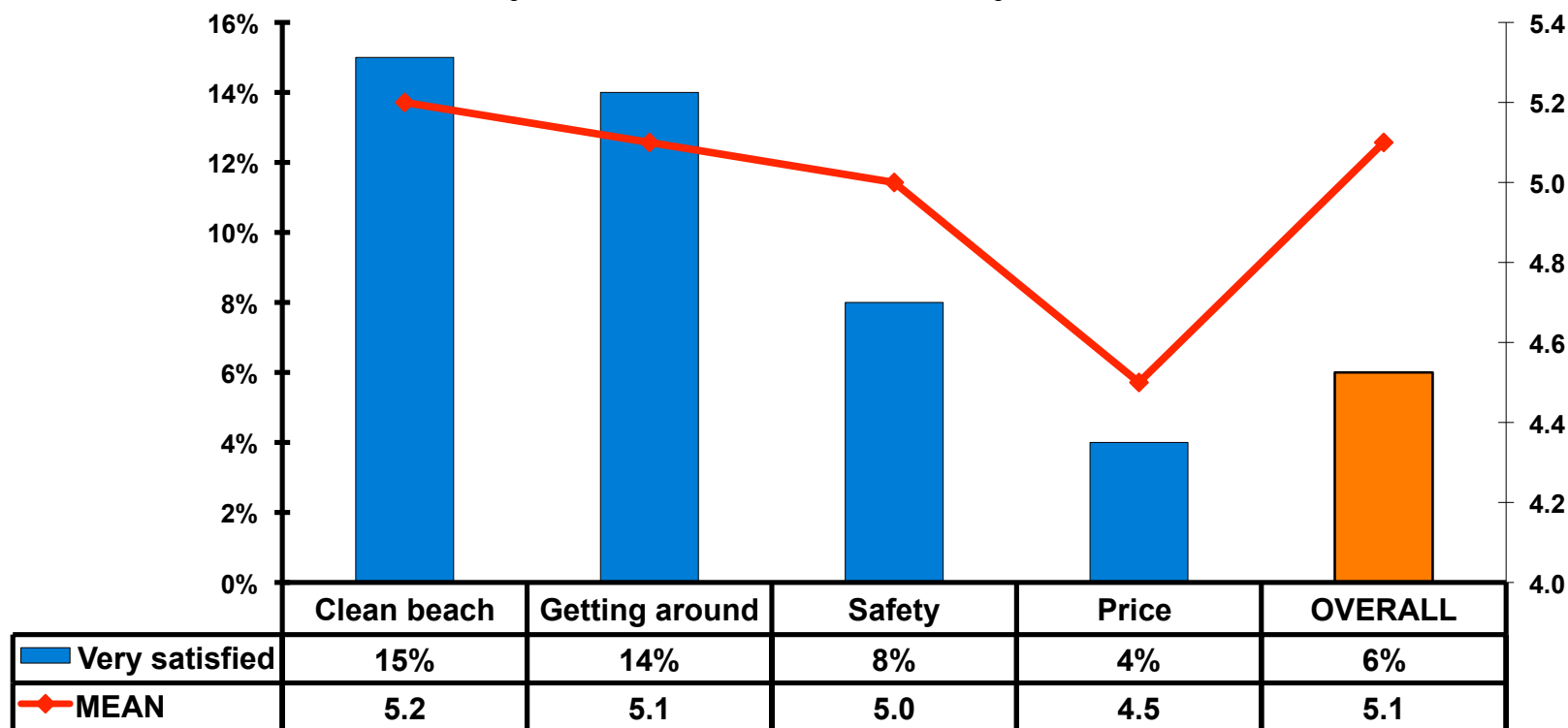
|                        | MEAN \$ |
|------------------------|---------|
| Food & Beverages       | \$2.50  |
| Gifts/Souvenirs Self   | \$18.00 |
| Gifts/Souvenirs Others | \$4.60  |
| Total                  | \$24.90 |

# SECTION 4 **VISITOR SATISFACTION**

# Satisfaction Scores Overall

7pt Rating Scale

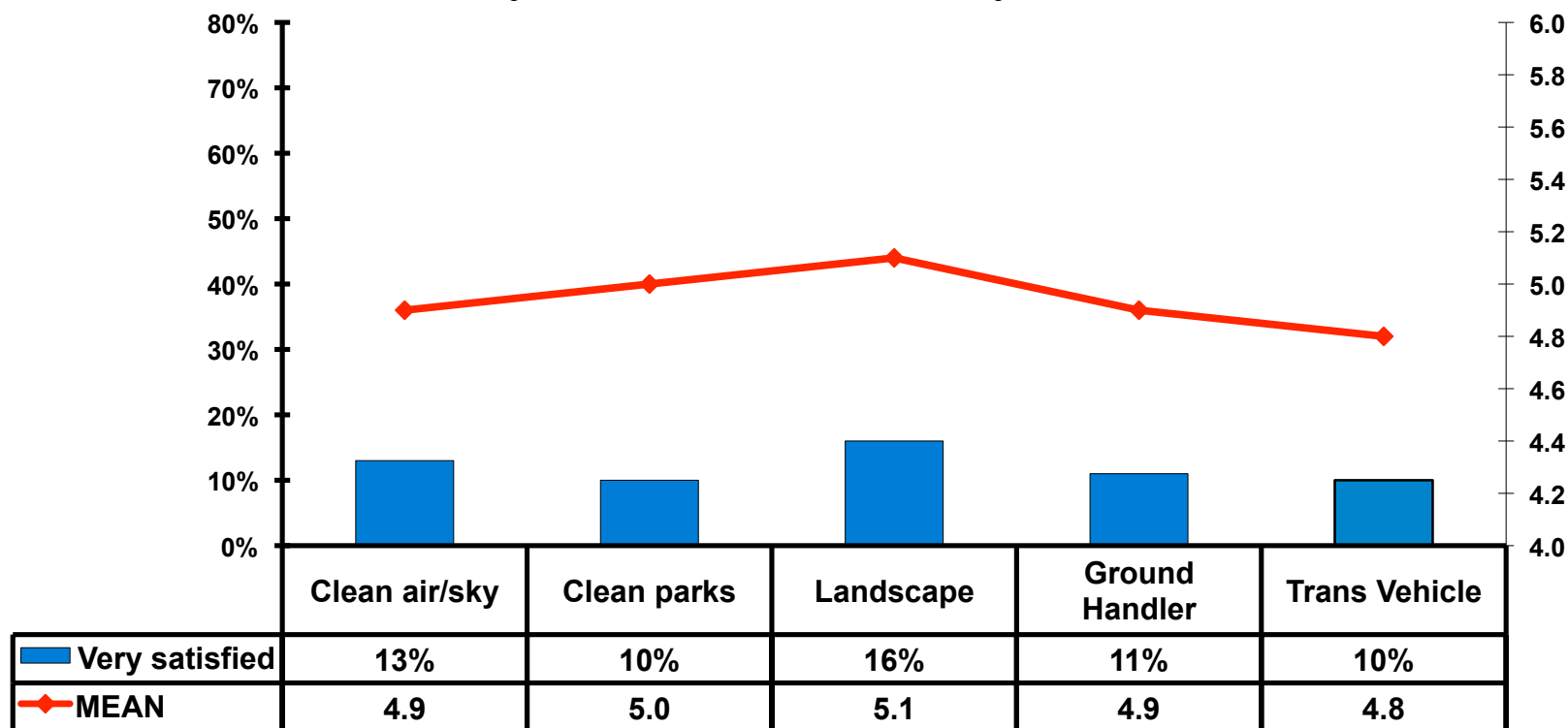
7=Very Satisfied/1=Very Dissatisfied



# Satisfaction Scores Overall

7pt Rating Scale

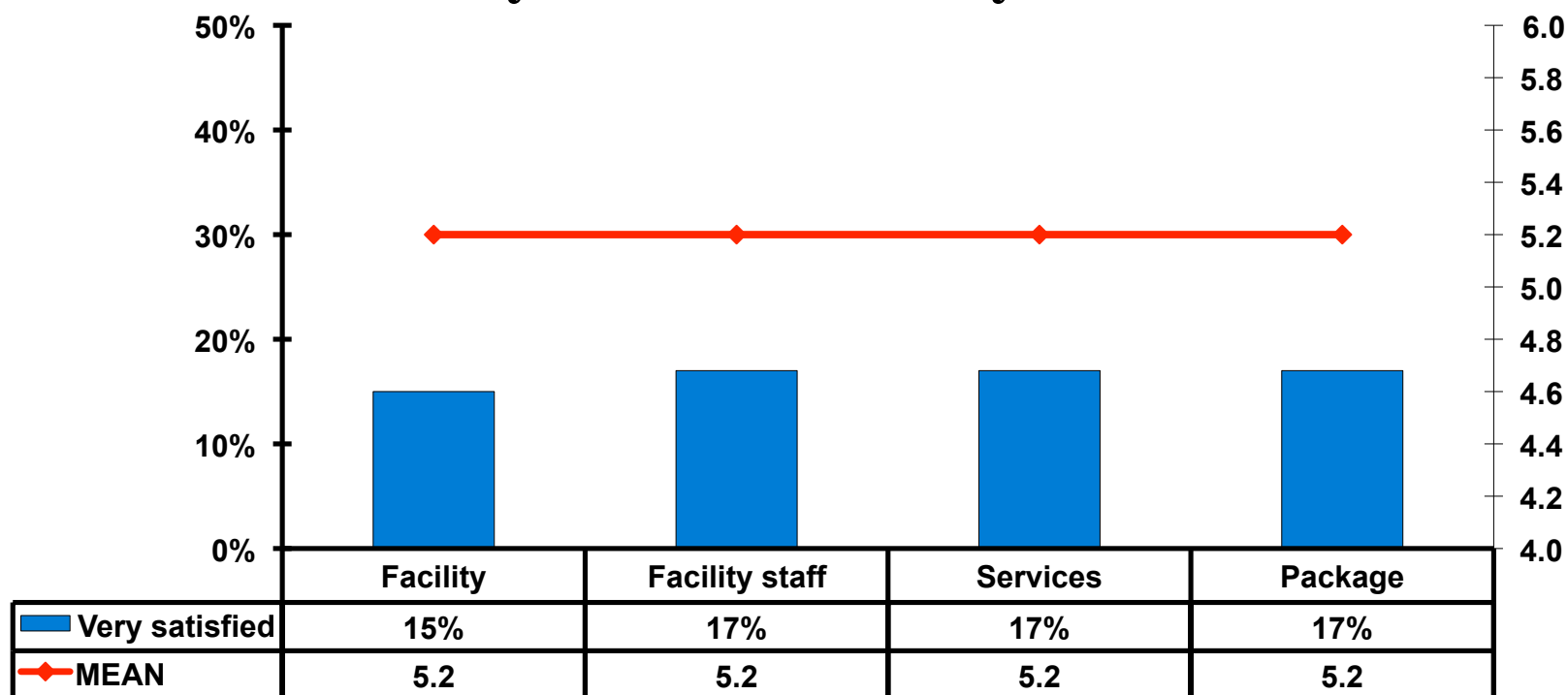
7=Very Satisfied/1=Very Dissatisfied



# Satisfaction Scores Wedding

7pt Rating Scale

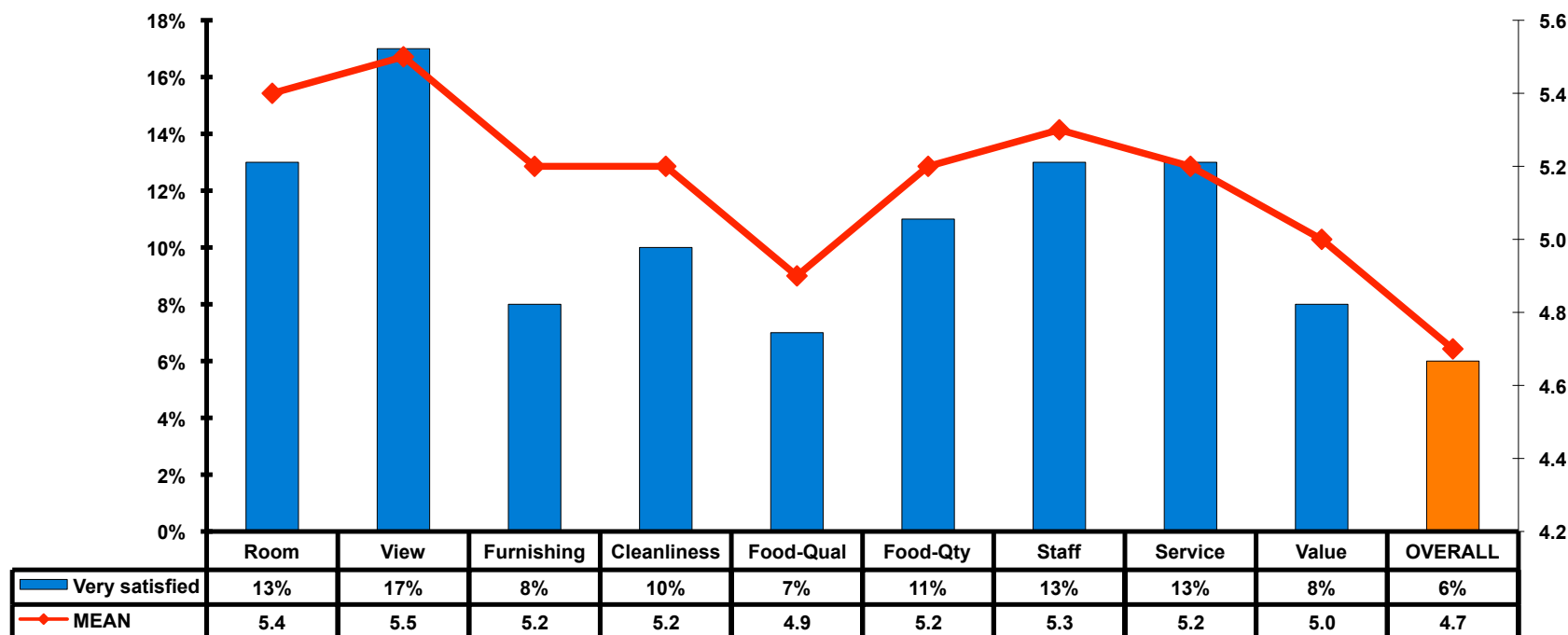
7=Very Satisfied/1=Very Dissatisfied



# Quality of Accommodations

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied

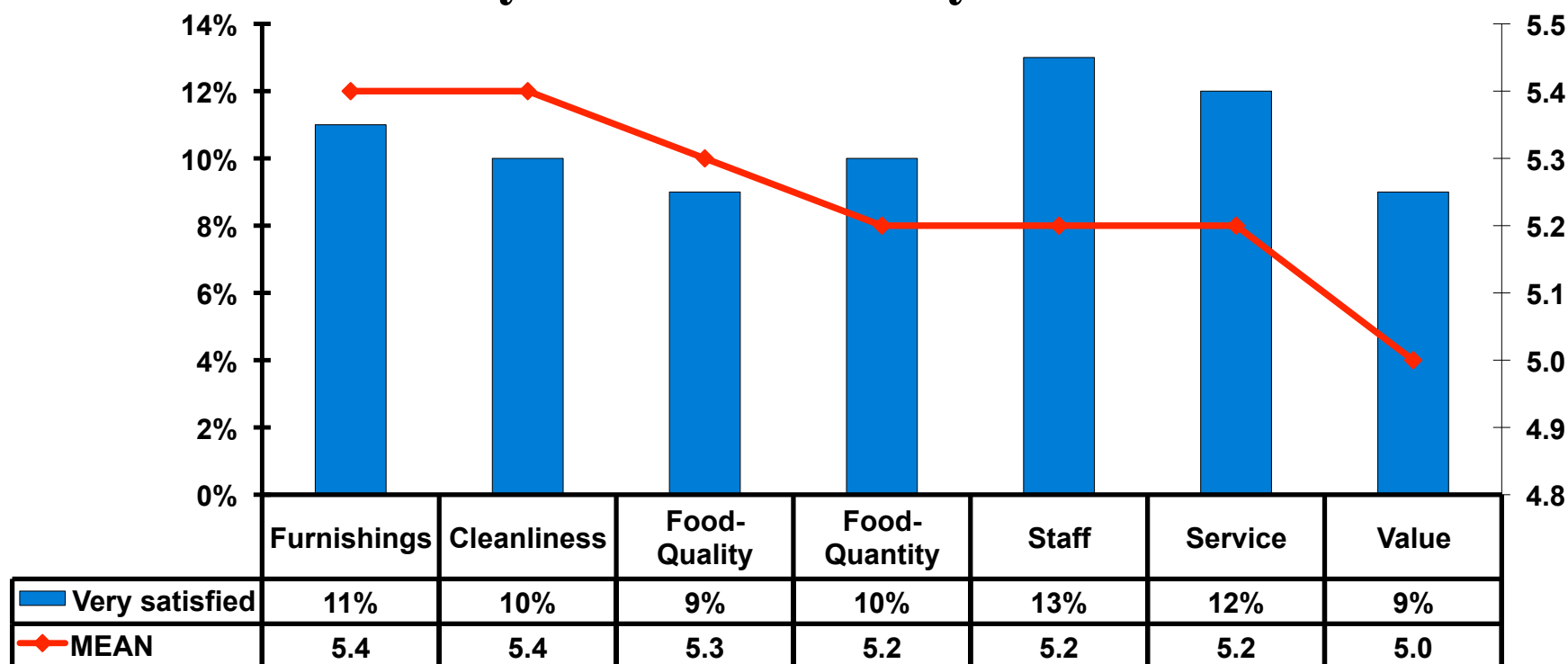




# Quality of Dining Experience

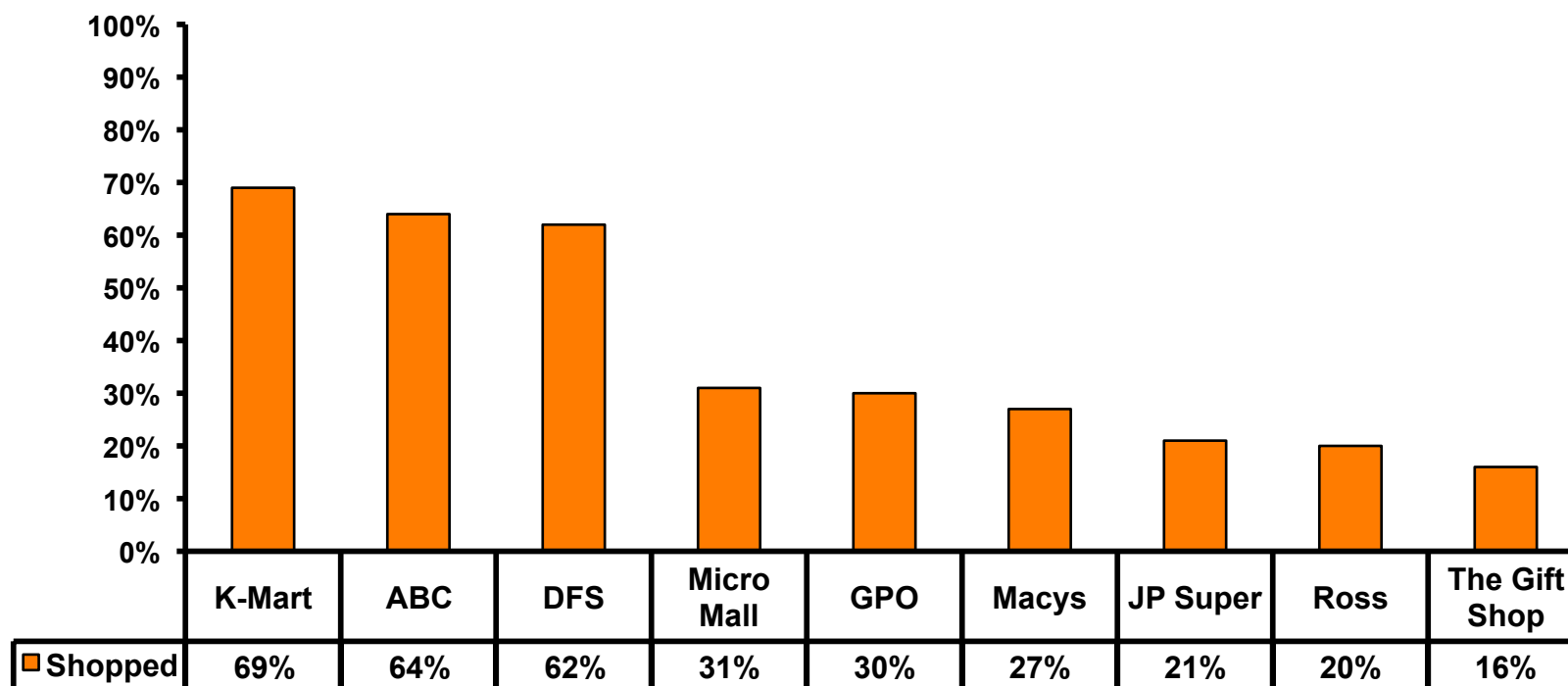
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Visits to Shopping Centers/Malls on Guam

## Top responses



# Satisfaction with Shopping

**7pt Rating Scale**

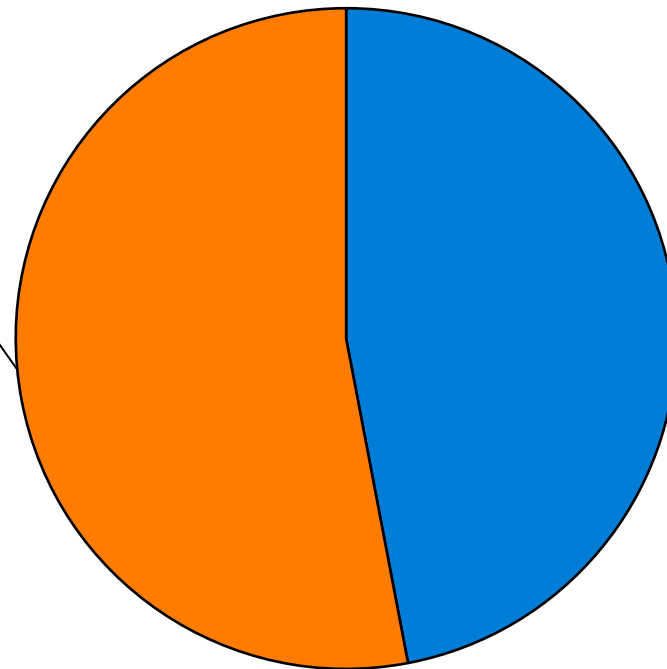
**7=Very Satisfied/ 1=Very Dissatisfied**

| <b>Quality of Shopping</b>   | <b>Variety of Shopping</b>   |
|------------------------------|------------------------------|
| Score of 6 to 7 = <b>21%</b> | Score of 6 to 7 = <b>19%</b> |
| Score of 4 to 5 = <b>77%</b> | Score of 4 to 5 = <b>80%</b> |
| Score 1 to 3 = <b>2%</b>     | Score 1 to 3 = <b>1%</b>     |
| <b>MEAN = 4.8</b>            | <b>MEAN = 4.7</b>            |

# Optional Tour Participation

- Average number of tours participated in is .9

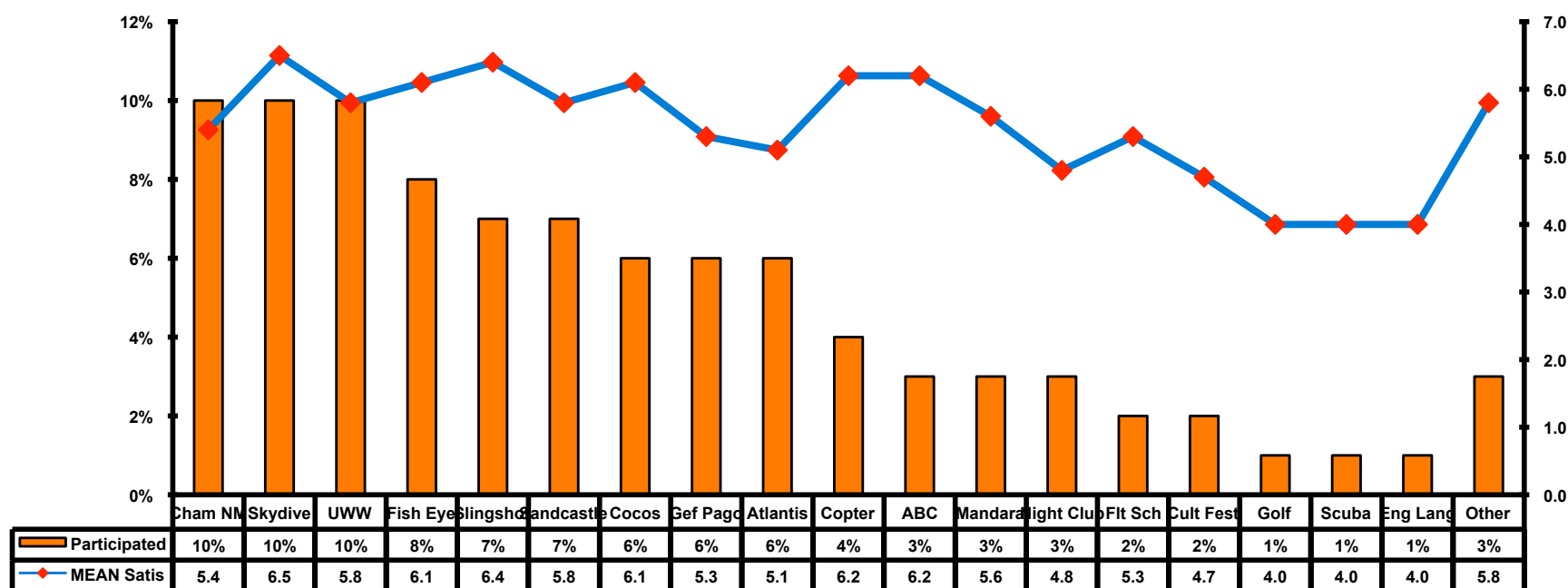
**One or more  
53%**



**None  
47%**

# 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>26%</b> | Score of 6 to 7 = <b>22%</b> |
| Score of 4 to 5 = <b>74%</b> | Score of 4 to 5 = <b>77%</b> |
| Score 1 to 3 = <b>-%</b>     | Score 1 to 3 = <b>-%</b>     |
| <b>MEAN = 5.1</b>            | <b>MEAN = 4.9</b>            |

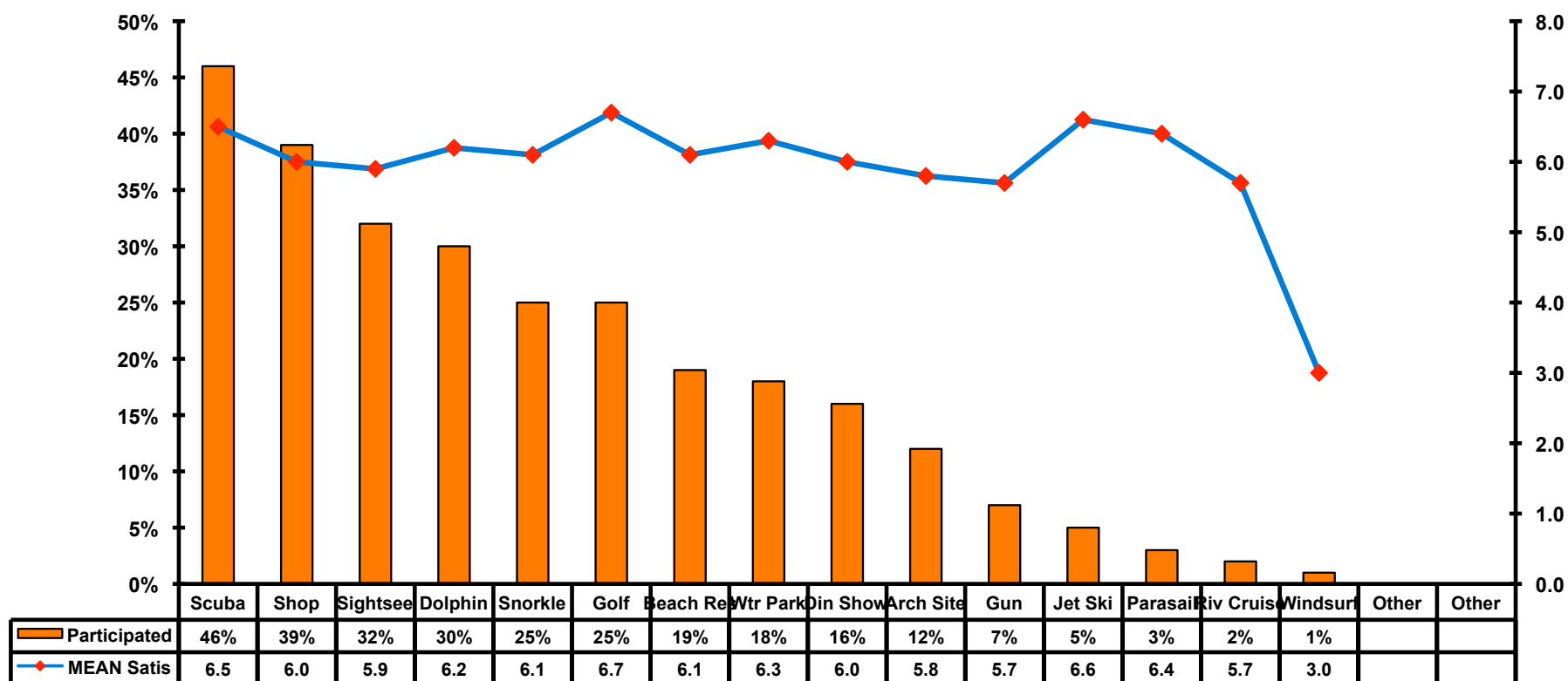
# Night Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

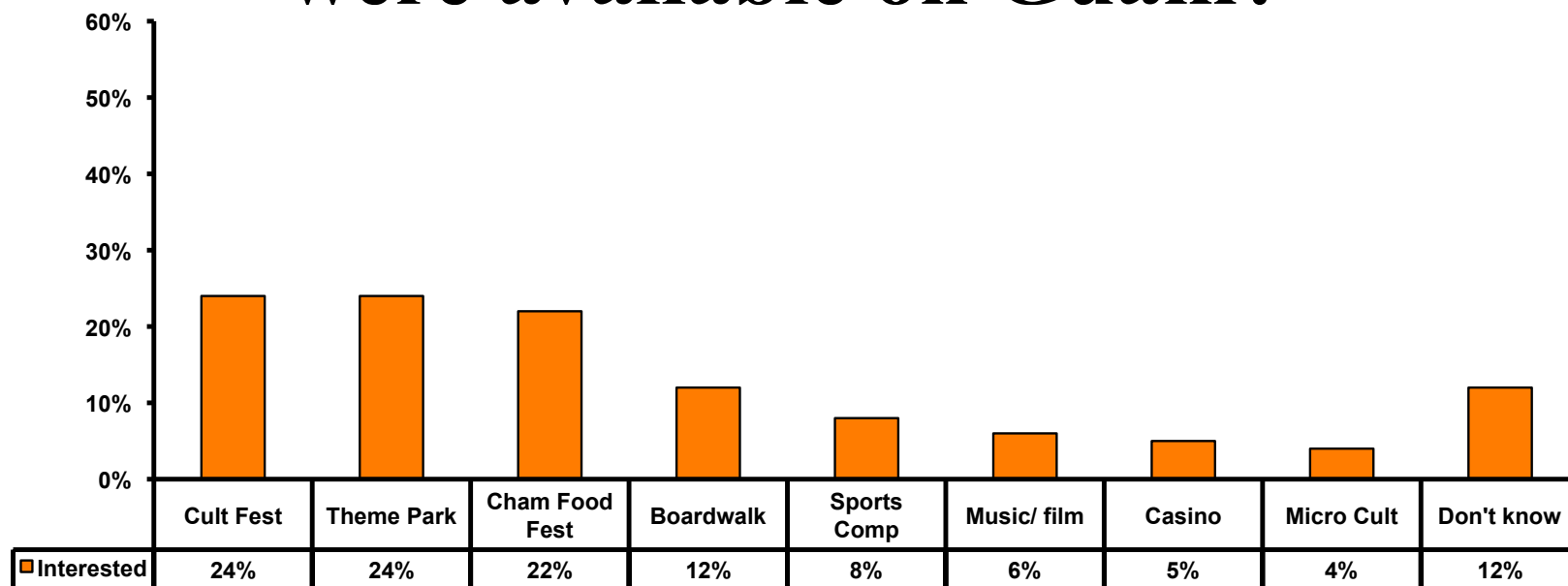
| Quality of Night Tour        | Variety of Night Tour        |
|------------------------------|------------------------------|
| Score of 6 to 7 = <b>17%</b> | Score of 6 to 7 = <b>17%</b> |
| Score of 4 to 5 = <b>81%</b> | Score of 4 to 5 = <b>82%</b> |
| Score 1 to 3 = <b>1%</b>     | Score 1 to 3 = <b>1%</b>     |
| <b>MEAN = 4.7</b>            | <b>MEAN = 4.7</b>            |

# Satisfaction with Other Activities

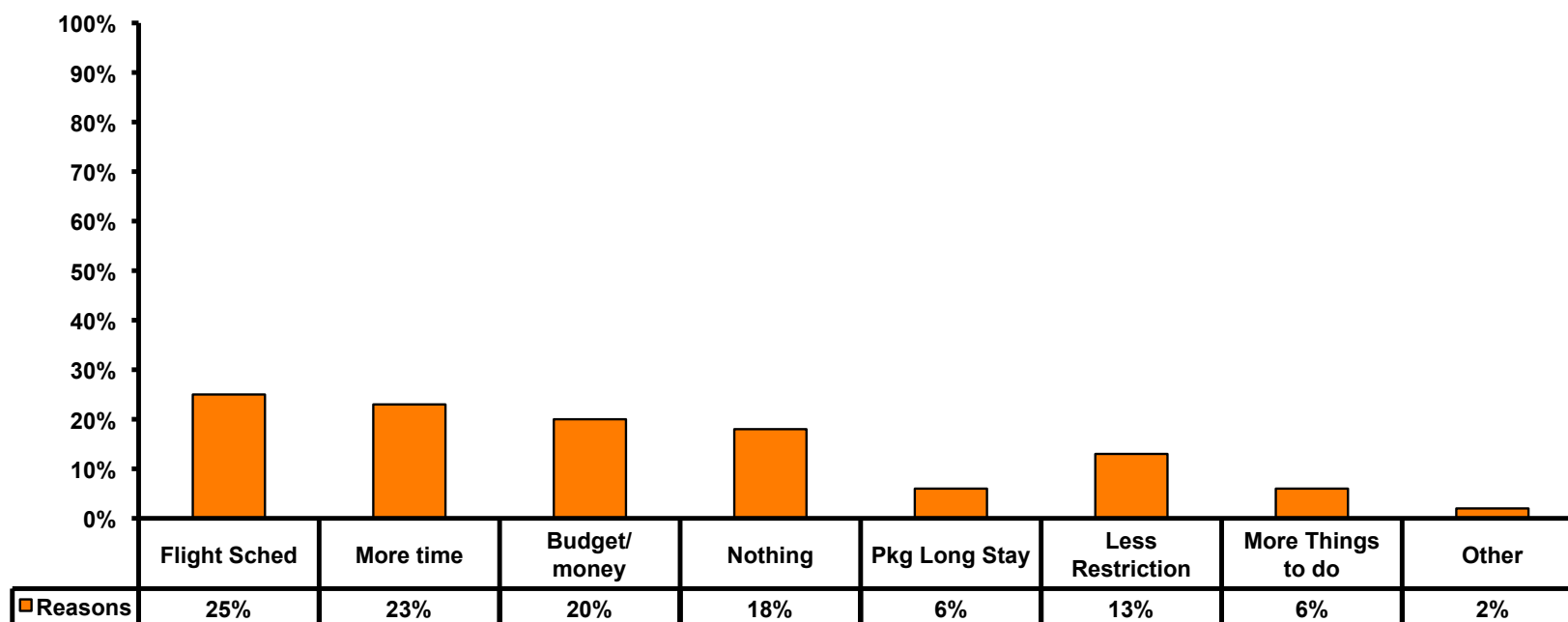




# Which activities or attractions would you most likely participate in if they were available on Guam?



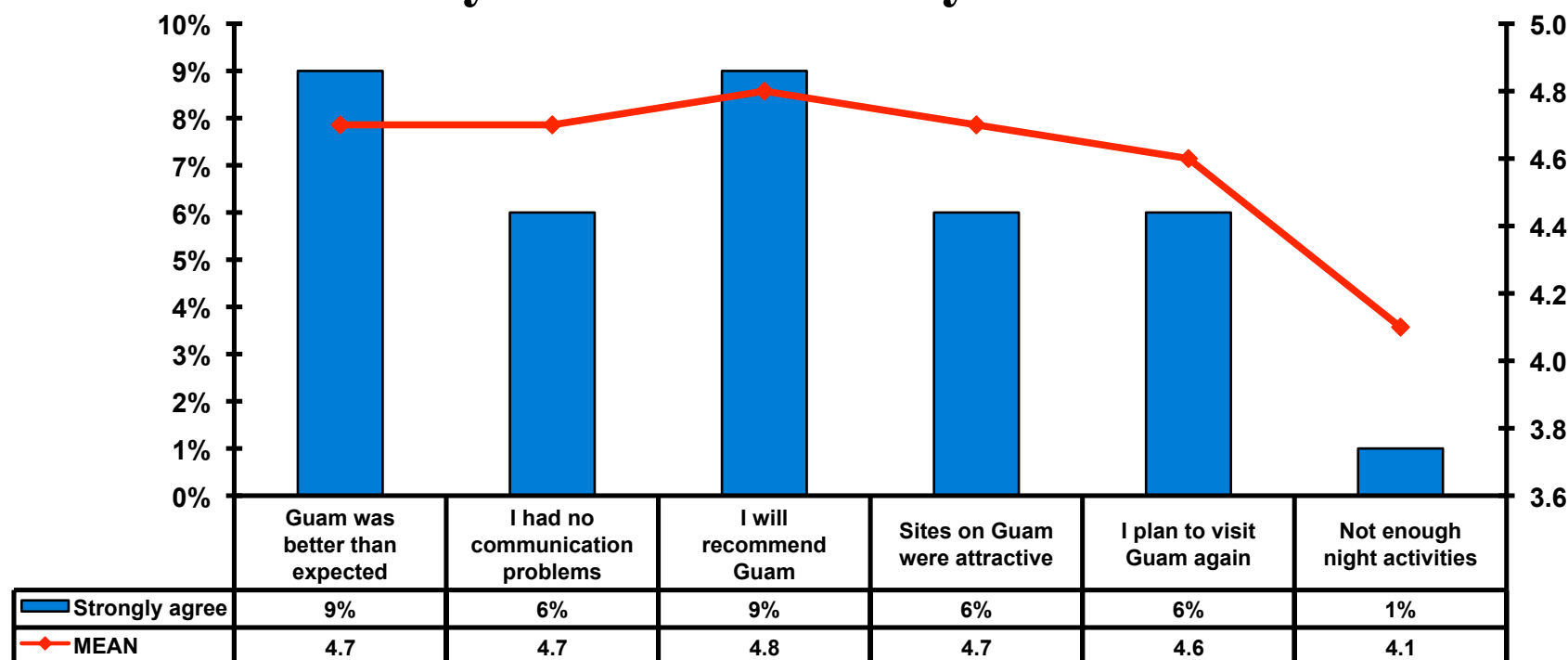
# What would it take to make you want to stay an extra day on Guam?



# On-Island Perceptions

7pt Rating Scale

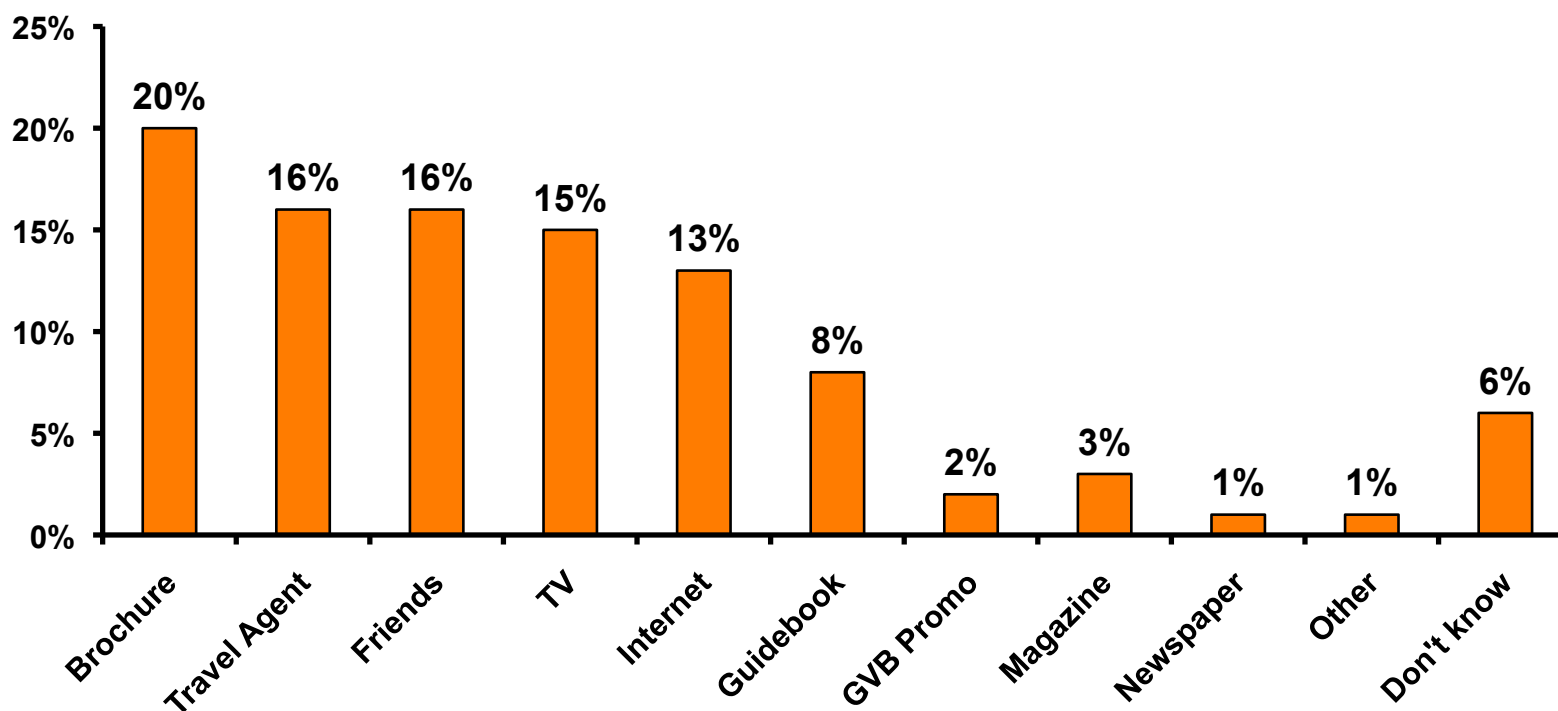
7=Very Satisfied/ 1=Very Dissatisfied



# SECTION 5 **PROMOTIONS**

# Guam Promotion - Media

## Past 90 days

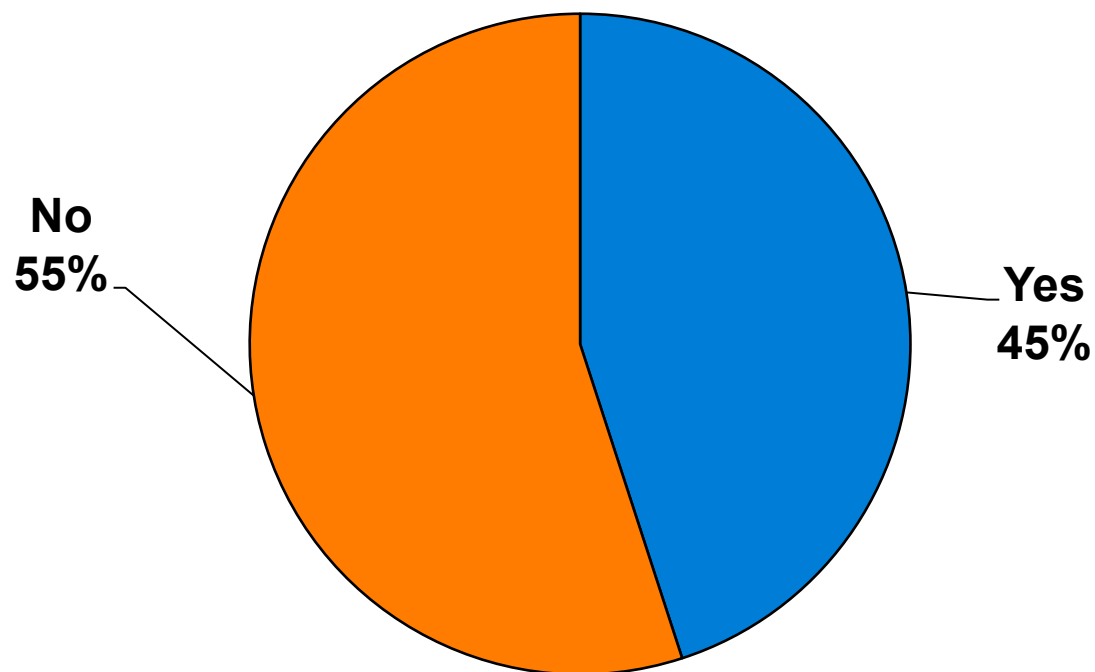


# Marketing Recall

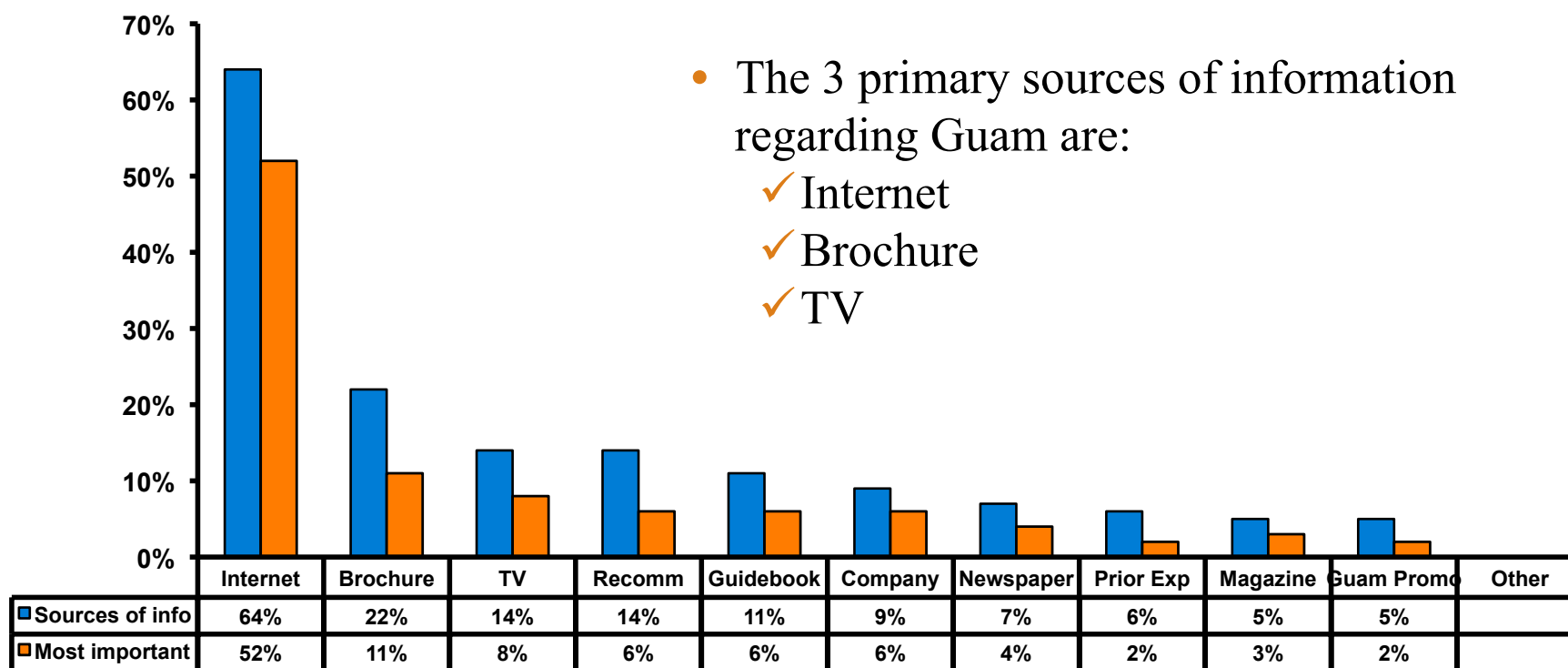
N=138

- 48% Image
- 28% Don't recall
- 22% Tag line
- 2% Other

# Visited GVB Website

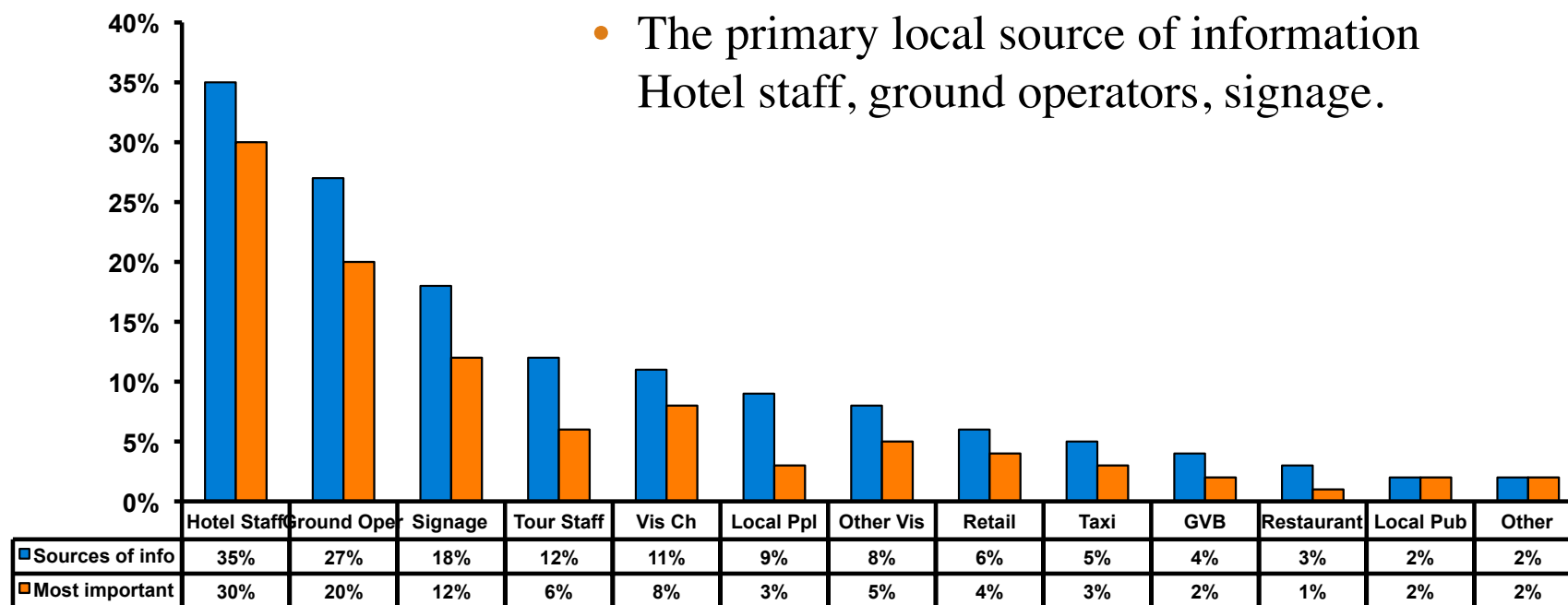


# Sources of Information Pre-arrival



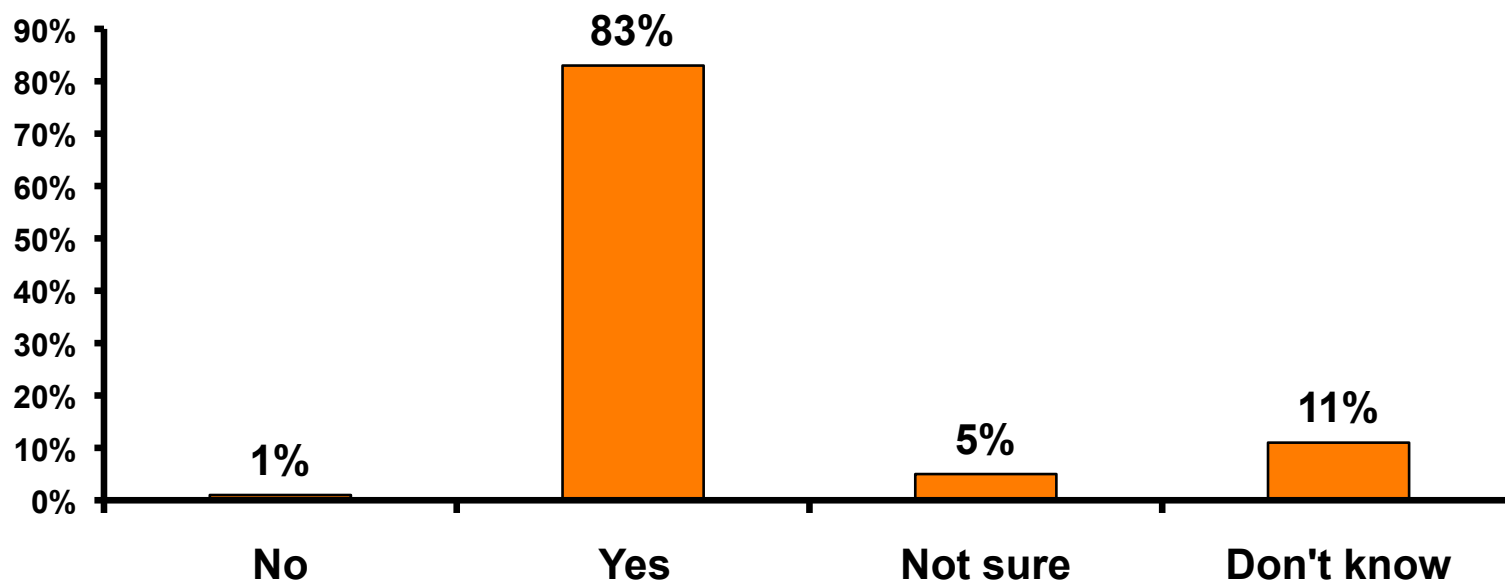


# Sources of Information Post-arrival



# SECTION 6 **OTHER ISSUES**

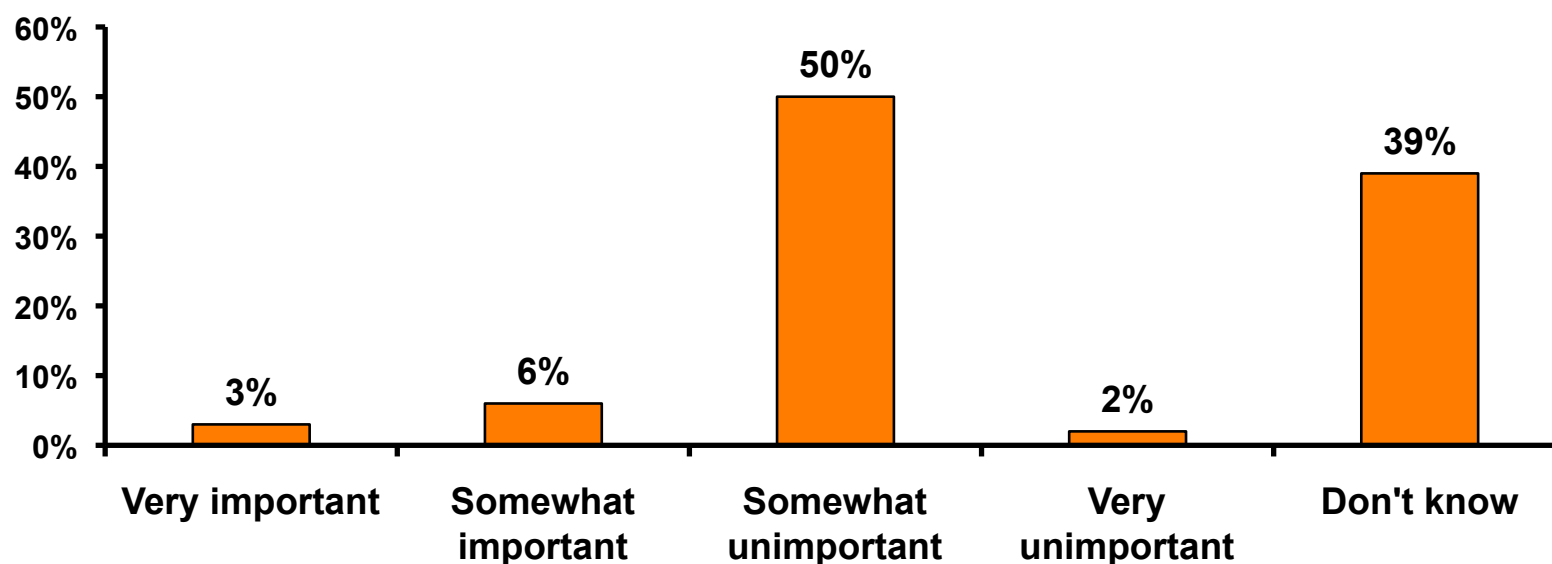
## Good time to spend money on travel outside of Taiwan - Overall



# Good time to spend money on travel outside of Taiwan by Age & Income

|       |             | AGE   |       |       |     | PERSONAL INCOME |             |               |         |
|-------|-------------|-------|-------|-------|-----|-----------------|-------------|---------------|---------|
|       |             | 20-29 | 30-39 | 40-49 | 50+ | <595K           | 595K-1,784K | 1,784K-2,973K | 2,973K+ |
| Q.22  | No          | 2%    |       | 4%    |     | 11%             |             |               |         |
|       | Yes         | 82%   | 84%   | 81%   | 88% | 61%             | 90%         | 83%           | 100%    |
|       | Not sure    | 6%    | 5%    | 4%    | 13% | 28%             | 3%          | 17%           |         |
|       | Do not know | 10%   | 11%   | 12%   |     |                 | 7%          |               |         |
| Total | Count       | 49    | 63    | 26    | 8   | 18              | 60          | 6             | 4       |

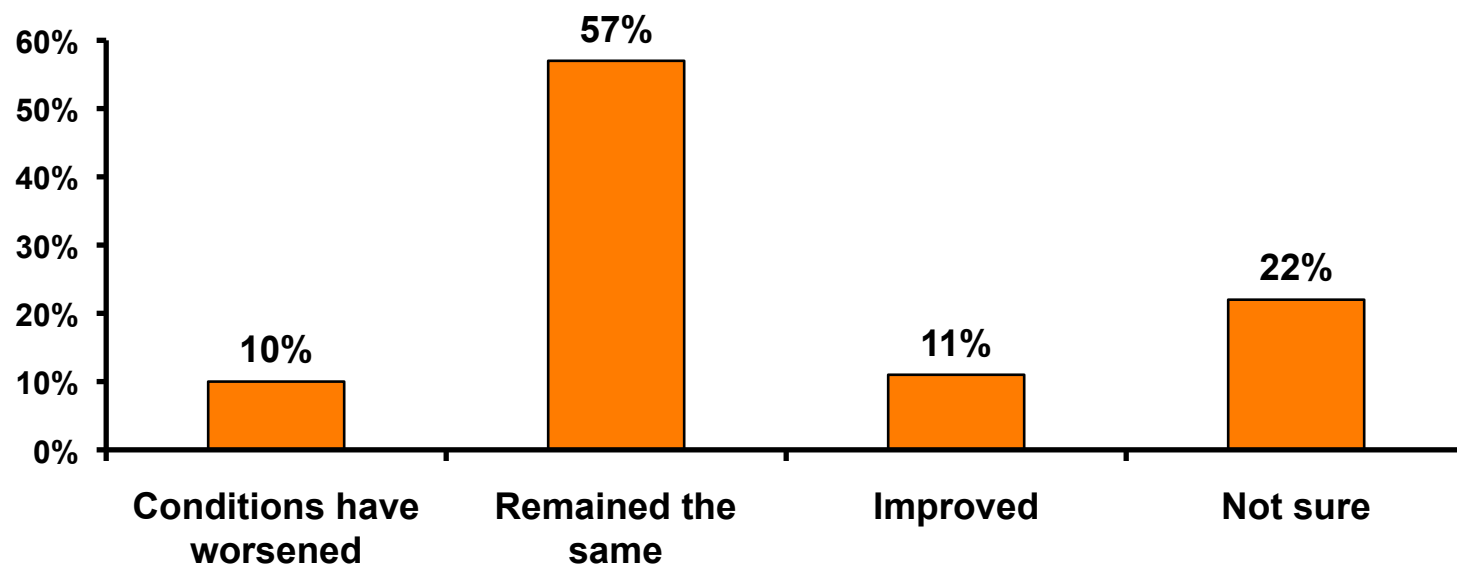
# The importance of the state of the Taiwanese economy in decision to travel outside of Taiwan - Overall



# The importance of the state of the Taiwanese economy in decision to travel outside of Taiwan by Age & Income

|       |                      | AGE   |       |       |     | PERSONAL INCOME |             |               |         |
|-------|----------------------|-------|-------|-------|-----|-----------------|-------------|---------------|---------|
|       |                      | 20-29 | 30-39 | 40-49 | 50+ | <595K           | 595K-1,784K | 1,784K-2,973K | 2,973K+ |
| Q.23  | Very unimportant     |       | 3%    |       | 13% | 6%              | 2%          |               |         |
|       | Somewhat unimportant | 46%   | 56%   | 40%   | 63% | 33%             | 61%         | 50%           | 25%     |
|       | Somewhat important   | 10%   | 5%    | 4%    |     | 11%             | 9%          | 17%           |         |
|       | Very important       | 2%    | 2%    | 8%    |     | 6%              | 2%          | 33%           |         |
|       | Don't know           | 42%   | 34%   | 48%   | 25% | 44%             | 26%         |               | 75%     |
| Total | Count                | 48    | 61    | 25    | 8   | 18              | 57          | 6             | 4       |

# Rating Taiwanese Economy Compared to 12 months ago

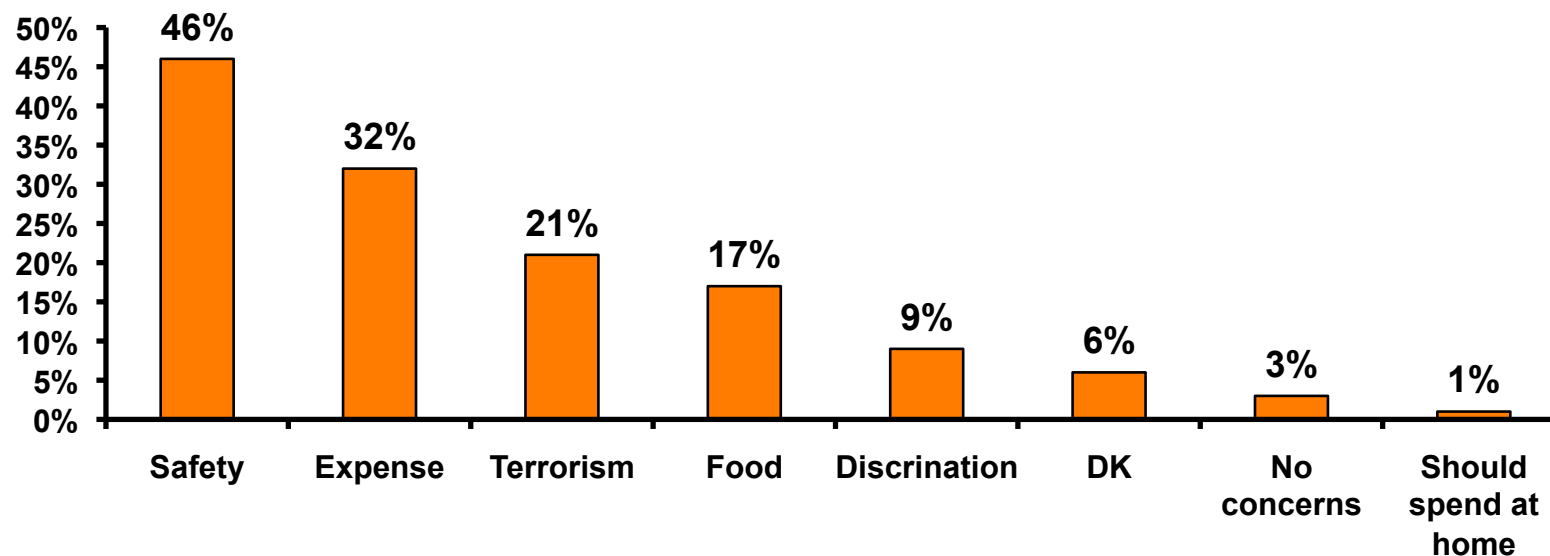


# Rating Taiwanese Economy Compared to 12 months ago by Age & Income

|       |                                   | AGE   |       |       |     | PERSONAL INCOME |             |               |         |
|-------|-----------------------------------|-------|-------|-------|-----|-----------------|-------------|---------------|---------|
|       |                                   | 20-29 | 30-39 | 40-49 | 50+ | <595K           | 595K-1,784K | 1,784K-2,973K | 2,973K+ |
| Q.21  | Conditions have worsened          | 10%   | 11%   | 15%   |     | 17%             | 8%          | 50%           |         |
|       | Conditions have remained the same | 54%   | 62%   | 42%   | 75% | 22%             | 63%         | 33%           | 50%     |
|       | Conditions have improved          | 14%   | 8%    | 19%   |     | 17%             | 15%         | 17%           | 25%     |
|       | Do not know                       | 22%   | 19%   | 23%   | 25% | 44%             | 13%         |               | 25%     |
| Total | Count                             | 50    | 63    | 26    | 8   | 18              | 60          | 6             | 4       |



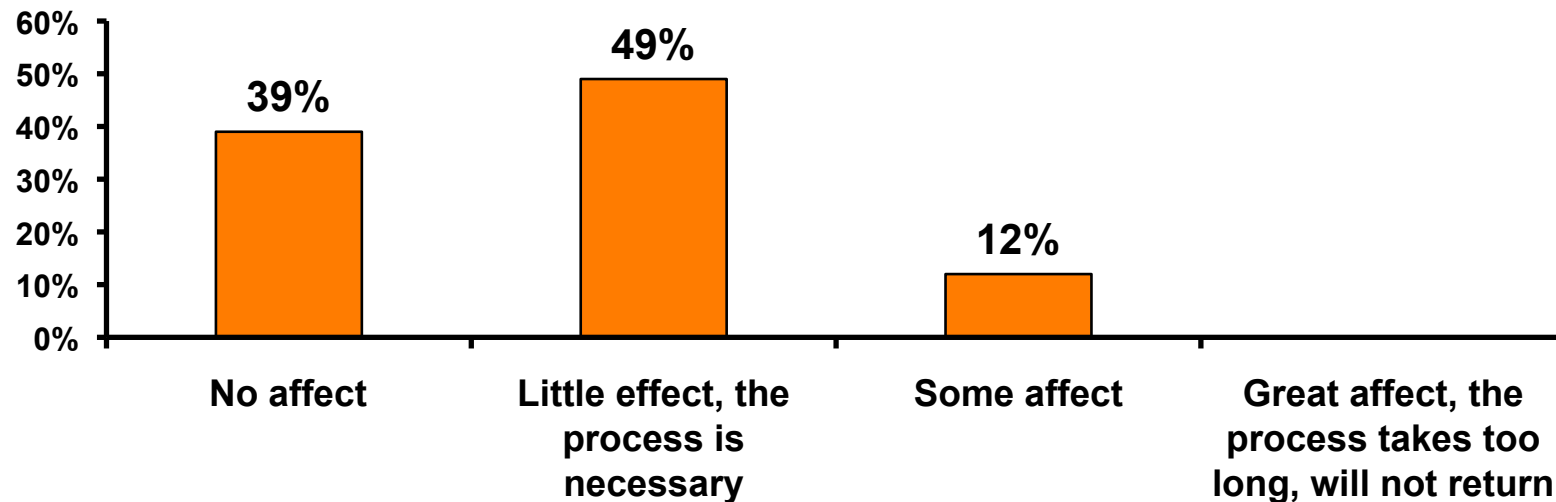
# Concerns about travel outside of Taiwan - Overall



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

|       |   | AGE   |       |       |     | PERSONAL INCOME |             |               |         |
|-------|---|-------|-------|-------|-----|-----------------|-------------|---------------|---------|
|       |   | 20-29 | 30-39 | 40-49 | 50+ | <595K           | 595K-1,784K | 1,784K-2,973K | 2,973K+ |
| Q.24  | Safety at my destination                              | 46%   | 44%   | 46%   | 63% | 61%             | 53%         | 100%          | 75%     |
|       | Expense   | 38%   | 38%   | 23%   | 13% | 39%             | 33%         | 50%           |         |
|       | Terrorism   | 30%   | 17%   | 15%   | 13% | 6%              | 25%         |               | 50%     |
|       | Food  | 20%   | 17%   | 15%   | 13% | 22%             | 17%         | 50%           |         |
|       | Discrimination against Taiwanese                      | 6%    | 14%   | 4%    |     | 11%             | 8%          | 33%           | 25%     |
|       | Don't know  | 6%    | 6%    | 8%    |     |                 | 3%          |               | 25%     |
|       | No concerns   | 2%    |       | 8%    | 13% | 17%             |             |               |         |
|       | Other   | 4%    |       |       | 13% |                 | 2%          |               | 50%     |
|       | Spending money abroad when it should be spent at home | 2%    |       | 4%    |     |                 | 3%          |               |         |
| Total | Cases   | 50    | 64    | 26    | 8   | 18              | 60          | 6             | 4       |

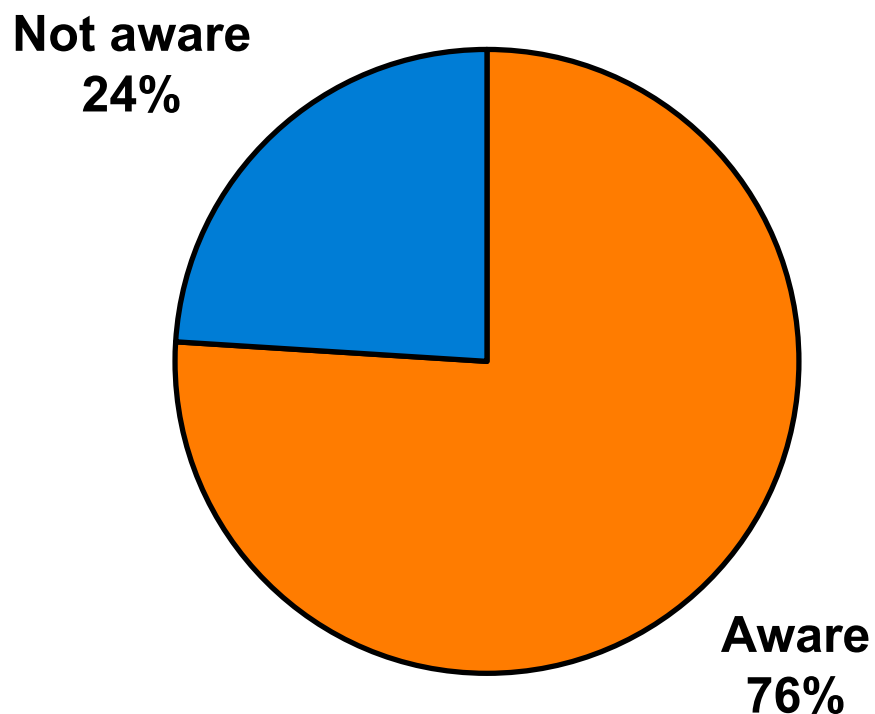
# Security Screening/ Immigration Process at Guam International Airport



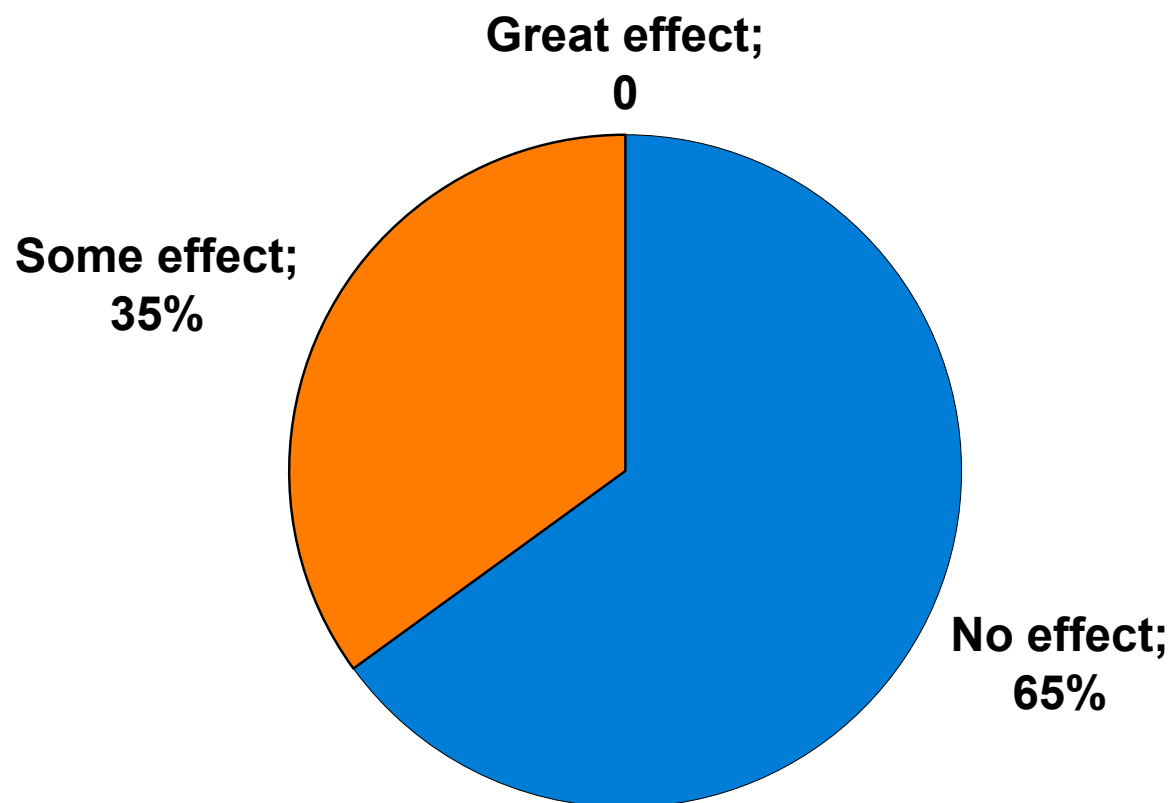
## **Hotel Room Surcharge by \$3.00/ Per day/ Per room to help build Guam Museum**

- Mean Rating – **3.9** out of possible 7.0
- Agree (Score 6-7) – **10%**
- Neutral (Score 4-5) – **61%**
- Disagree (Score 1-3) – **30%**

# Awareness of U.S. military troops moving from Japan to Guam



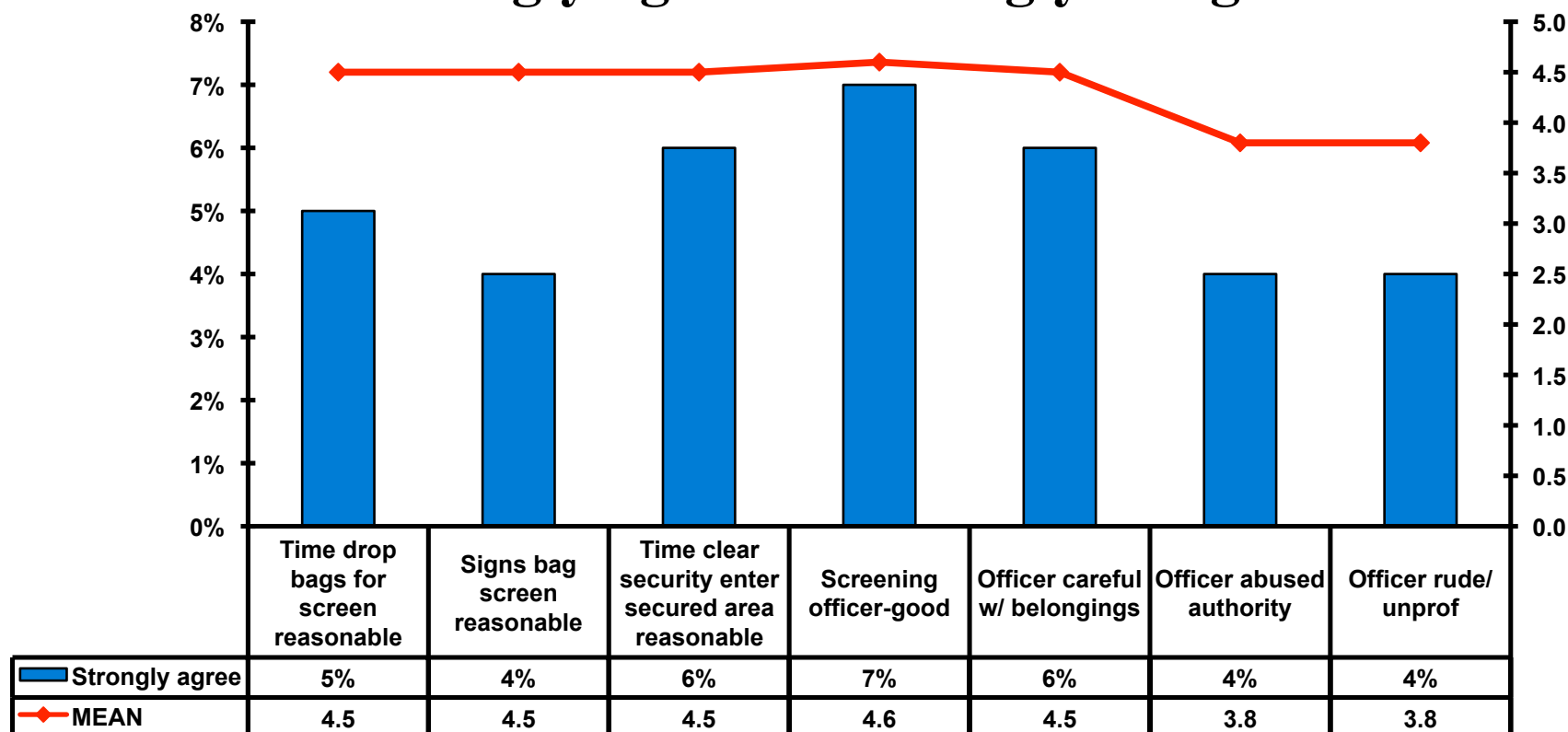
# Effects of U.S. military troop movement on future trips to Guam



# Airport Screening

7pt Rating Scale

7=Strongly agree/ 1=Strongly disagree



# Likelihood of travel outside of Korea within the next 6 to 24 months

