



GUAM VISITORS BUREAU Taiwan Visitor Tracker Exit Profile FY2013 Data Aggregation



Prepared by: QMark Research

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Background & Methodology

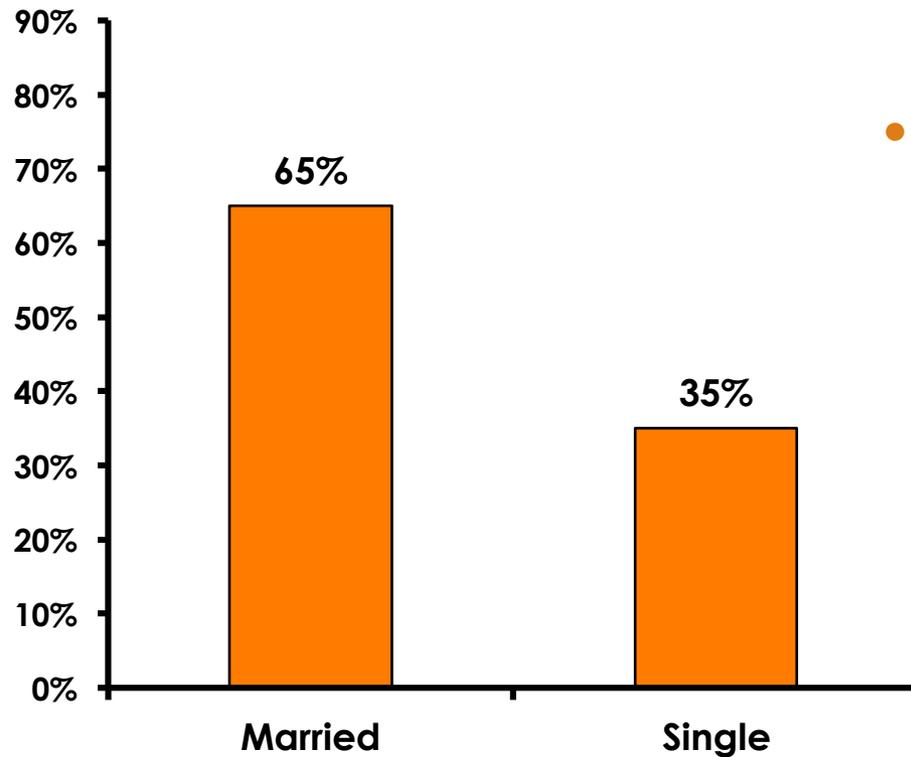
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **600** departing Taiwan 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 **600** is +/- 4.00 percentage points with a 95% confidence level. That is, if all Taiwan 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 +/- 4.00 percentage points.

Objectives

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

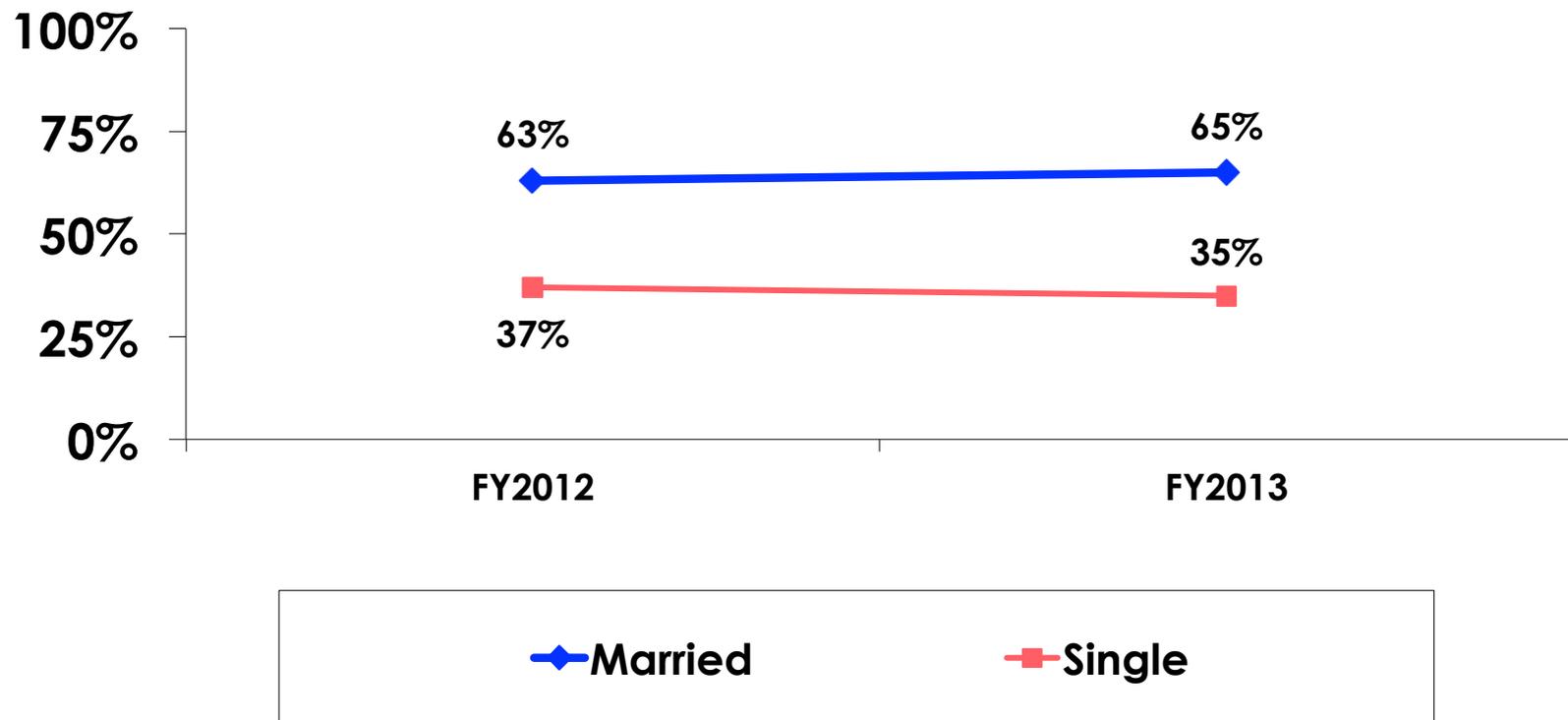
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

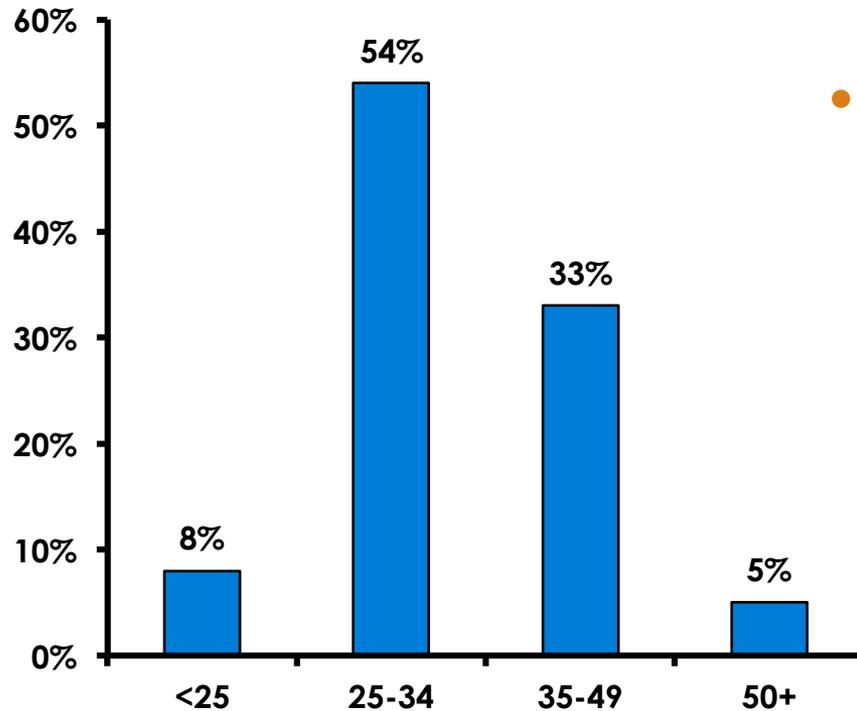


- Majority of Taiwanese visitors are married.

Marital Status

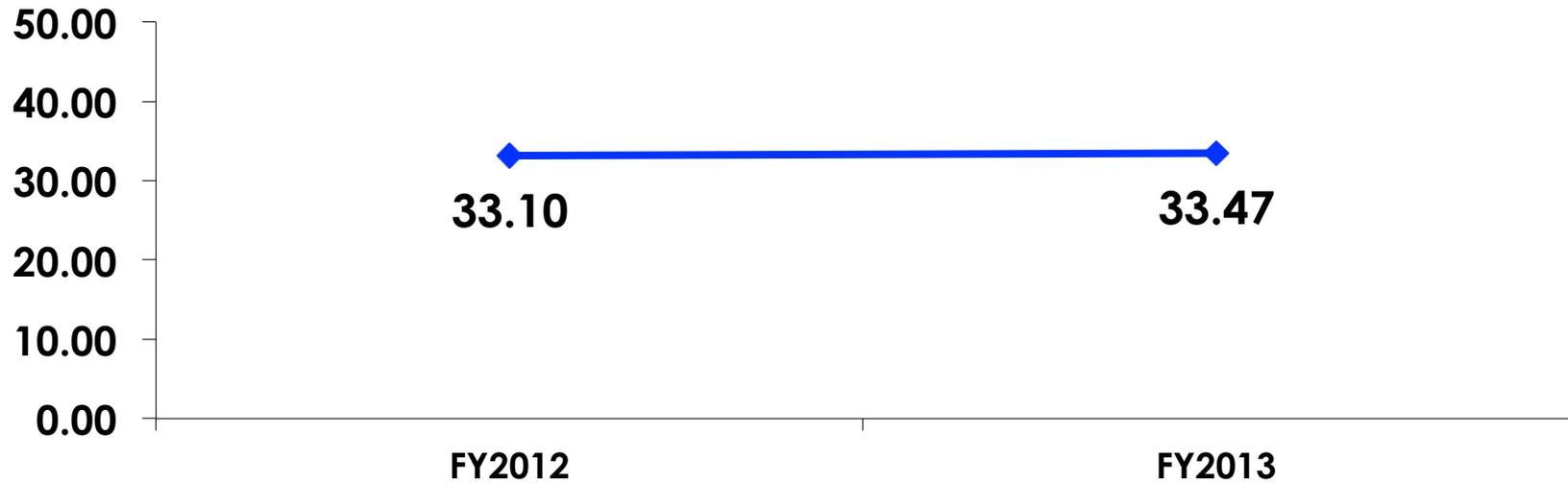


Age - Overall

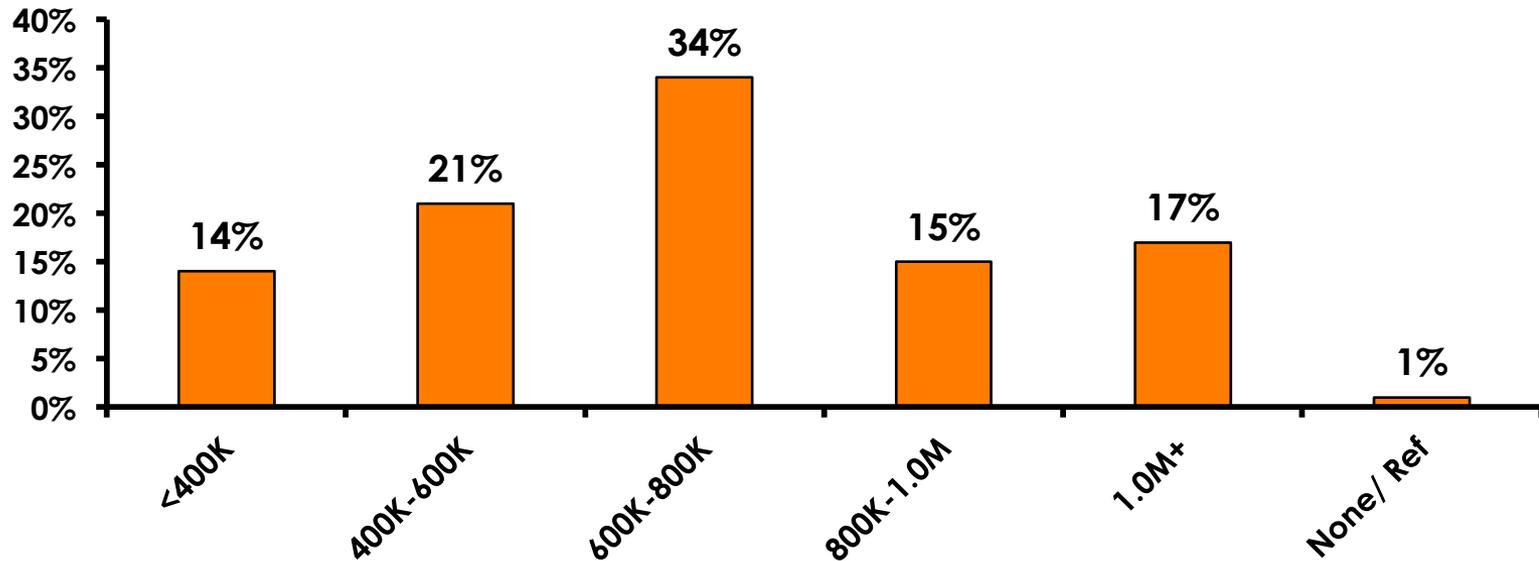


- The average age of the respondents is 33.47 years of age.

Average Age



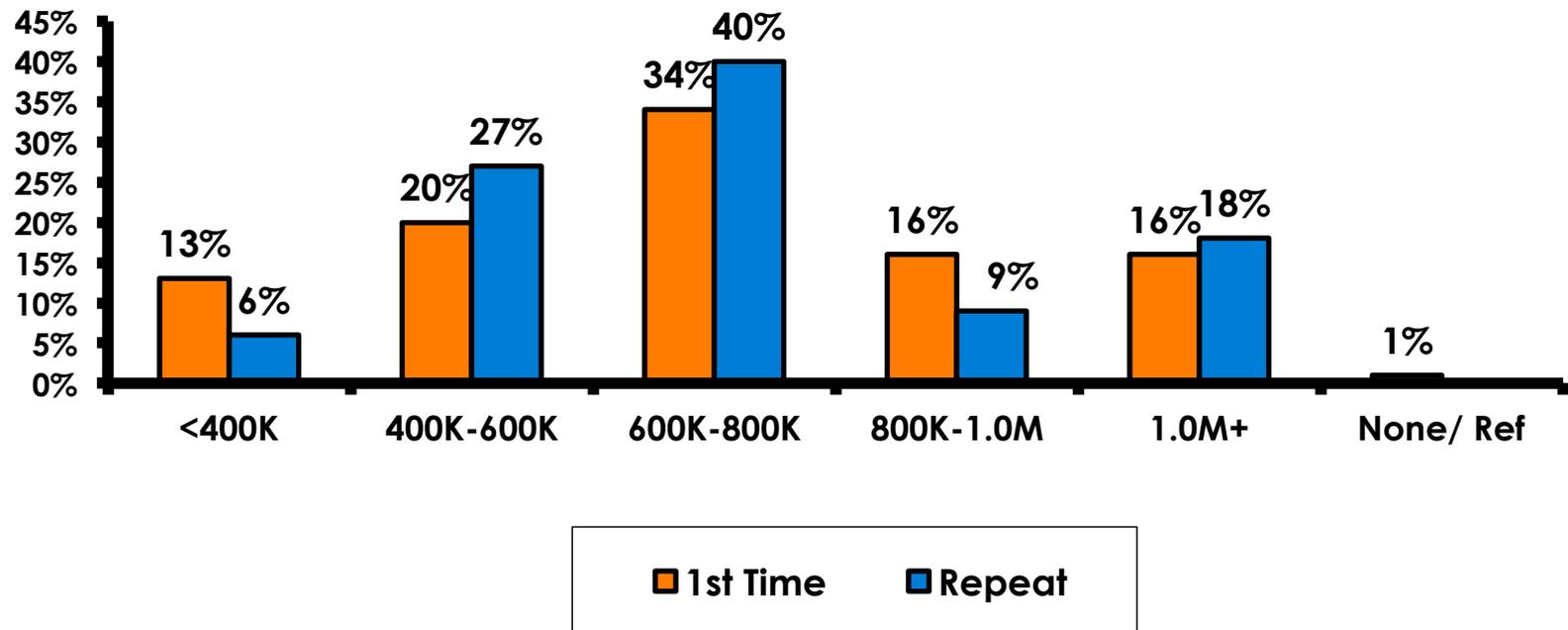
Personal Income



Personal Income

	FY2012	FY2013
<400K	NA	12%
400K-600K	NA	21%
600K-800K	NA	34%
800K-1.0M	NA	15%
1.0M+	NA	17%
Refused/ None	NA	1%

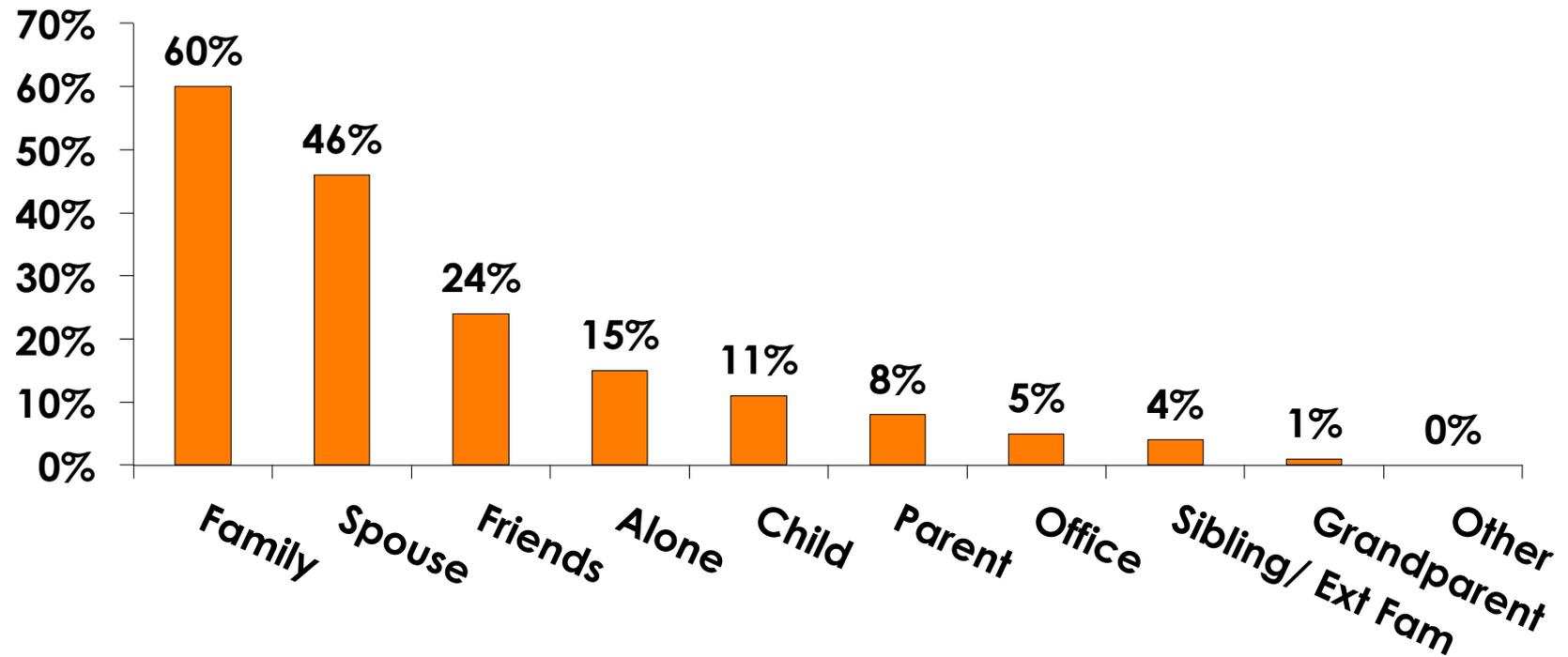
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<=NT160K	Count	17	5	12	3	12	1	
		Column N %	4%	2%	6%	13%	5%	1%	
	NT160K-NT200K	Count	9	2	7	2	7		
		Column N %	2%	1%	4%	9%	3%		
	NT200K-NT400K	Count	24	13	11	2	18	4	
		Column N %	6%	6%	6%	9%	8%	3%	
	NT400K-NT600K	Count	84	36	48	4	61	18	1
		Column N %	21%	17%	24%	17%	27%	13%	6%
	NT600K-NT800K	Count	141	74	67	5	70	59	6
		Column N %	34%	35%	34%	22%	31%	42%	35%
	NT800K-NT1.0M	Count	62	34	28	3	26	27	6
		Column N %	15%	16%	14%	13%	11%	19%	35%
	NT1.0M+	Count	68	42	26	4	32	28	4
		Column N %	17%	20%	13%	17%	14%	20%	24%
	No Income	Count	4	3	1		1	3	
		Column N %	1%	1%	1%		0%	2%	
	Total	Count	409	209	200	23	227	140	17

Travel Companions



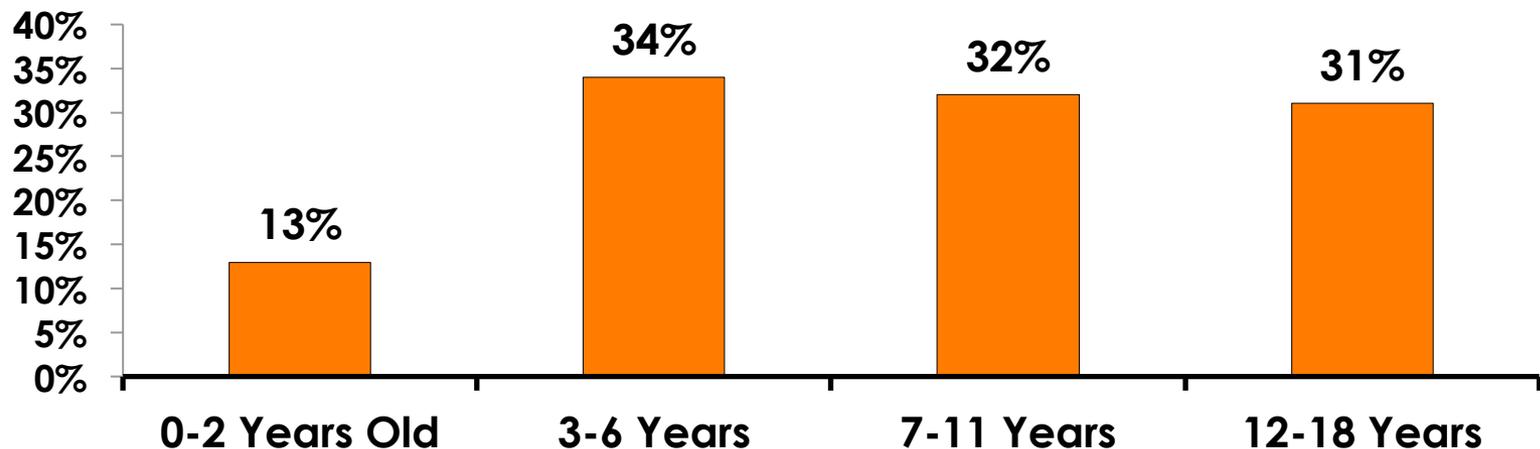
Travel Companions

	FY2012	FY2013
Family	15%	60%
Spouse	41%	46%
Friends	27%	24%
Child	10%	11%
Parent	NA	8%
Office	12%	5%
Sibling/ Ext Fam	NA	4%
Alone	7%	15%
Other	0%	0%

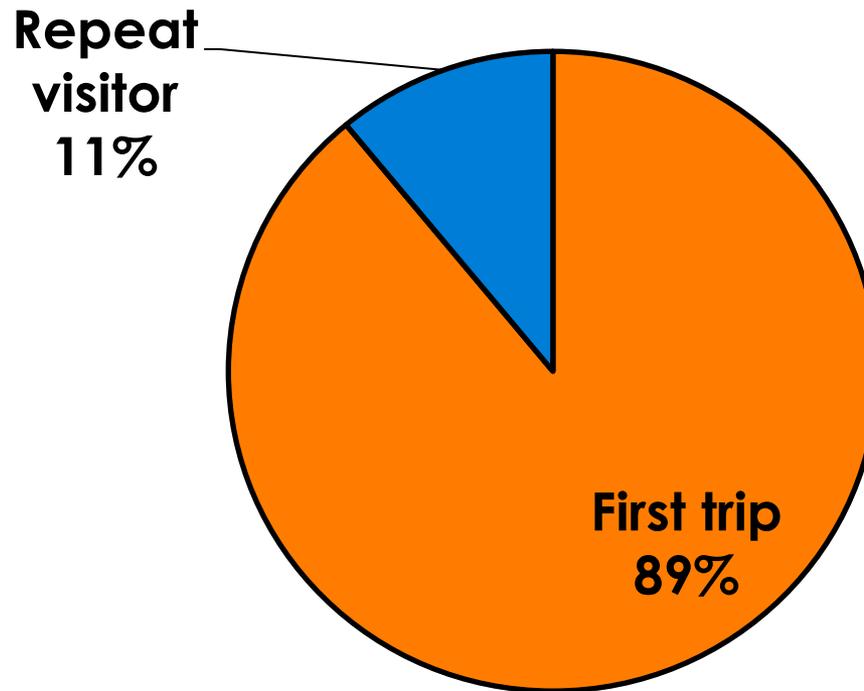
Number of Children Travel Party

N=68 total respondents traveling with children.

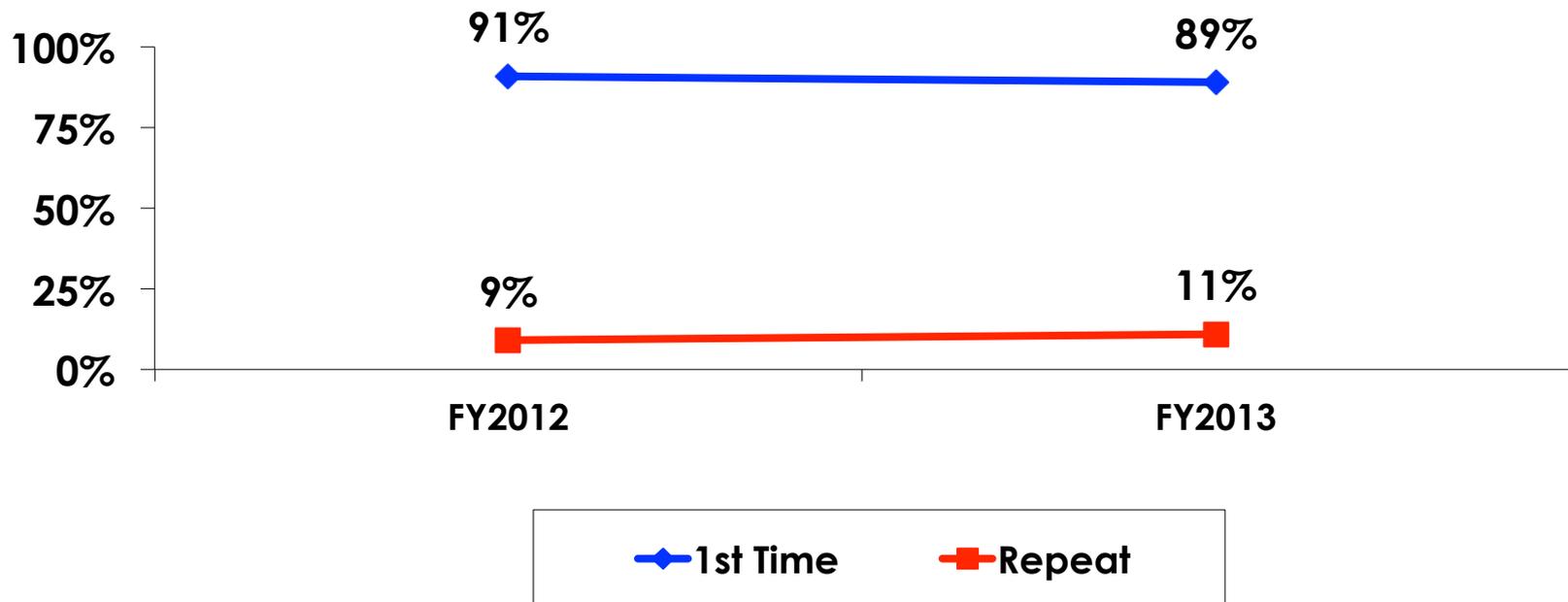
(Of those N=68 respondents, there is a total of 81 children 18 years or younger)



Prior Trips to Guam



Prior Trips to Guam



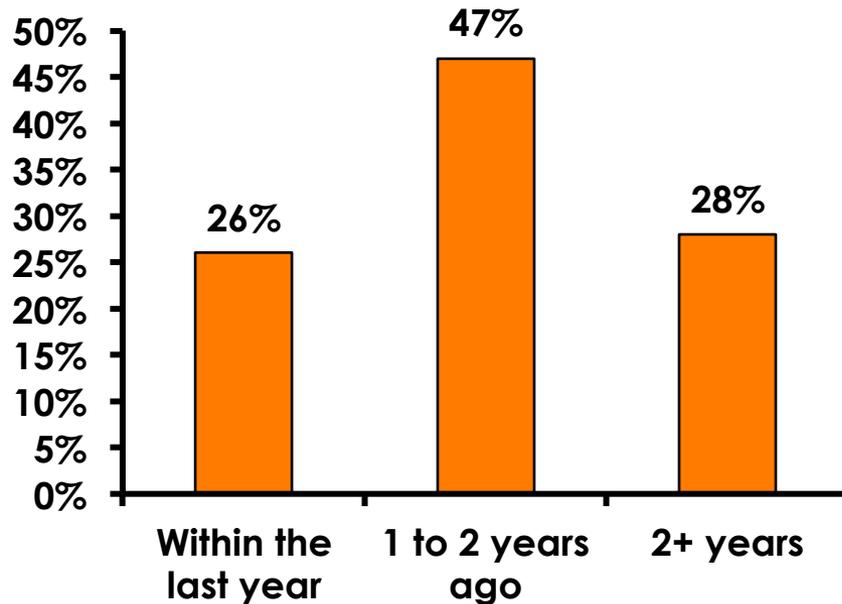
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM		
			-	1st	Repeat	
GENDER	Male	Count	317	274	41	
		Column N %	53%	51%	65%	
	Female	Count	283	261	22	
		Column N %	47%	49%	35%	
Total		Count	600	535	63	
AGE	18-24	Count	50	47	3	
		Column N %	8%	9%	5%	
	25-34	Count	318	281	36	
		Column N %	54%	53%	57%	
	35-49	Count	194	173	21	
		Column N %	33%	33%	33%	
	50+	Count	29	26	3	
		Column N %	5%	5%	5%	
	Total		Count	591	527	63

- Majority are first-time visitors to Guam.

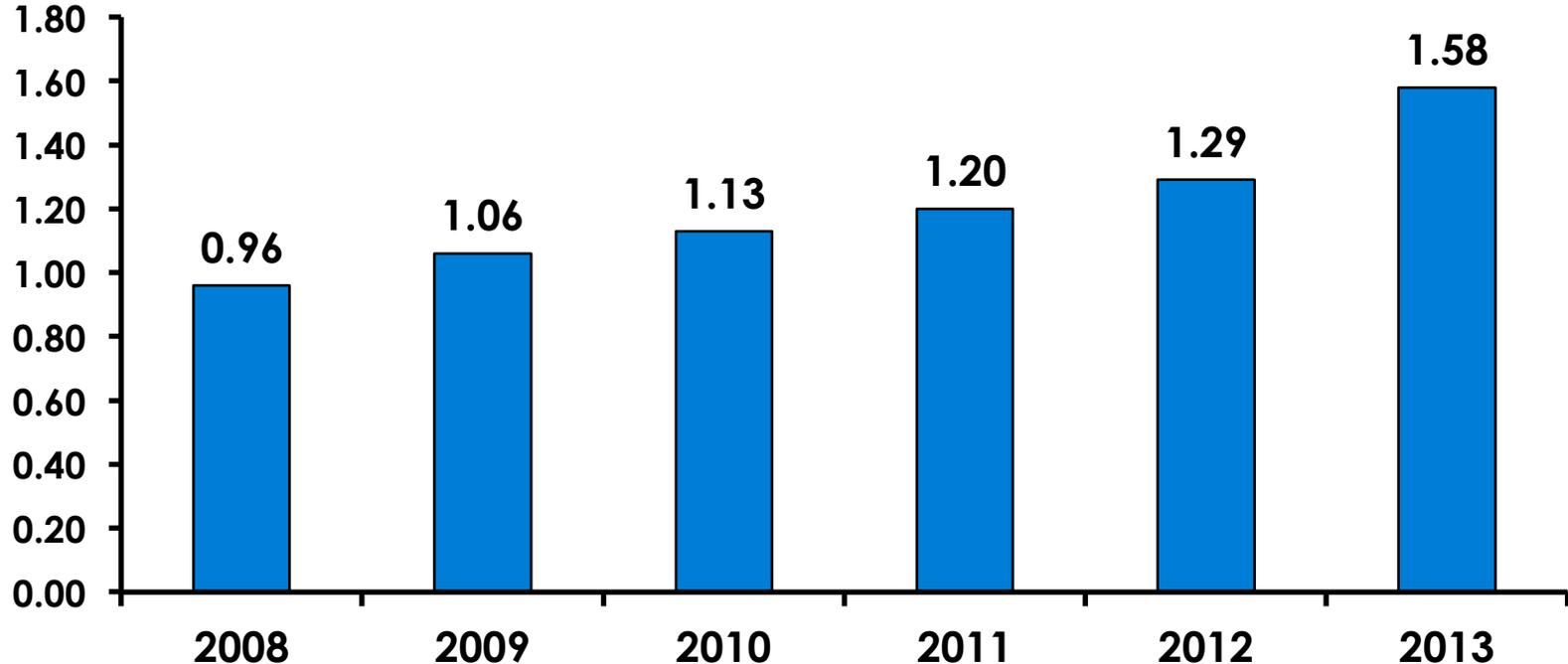
Repeat Visitors Last Trip

n = 47



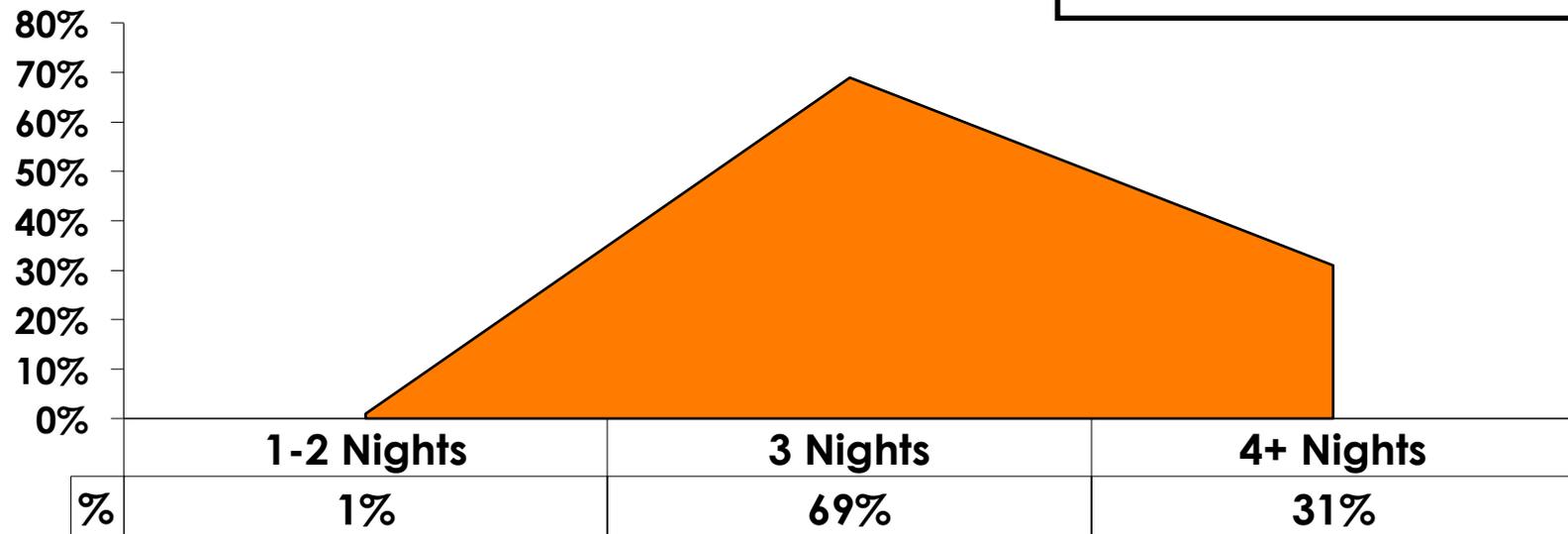
- The average repeat visitor has been to Guam 1.70 times.

Average Number Overnight Trips (2008-2013) (2 nights or more)

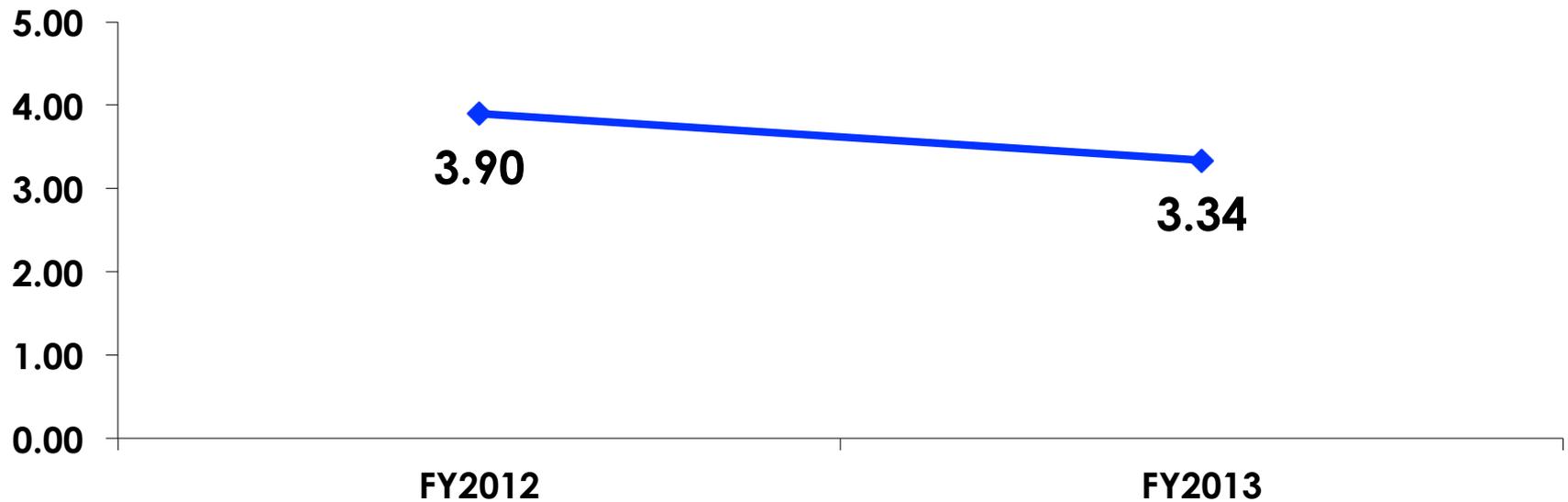


Length of Stay

Mean = 3.34 Days
Median = 3.0 Days



Average Length of Stay

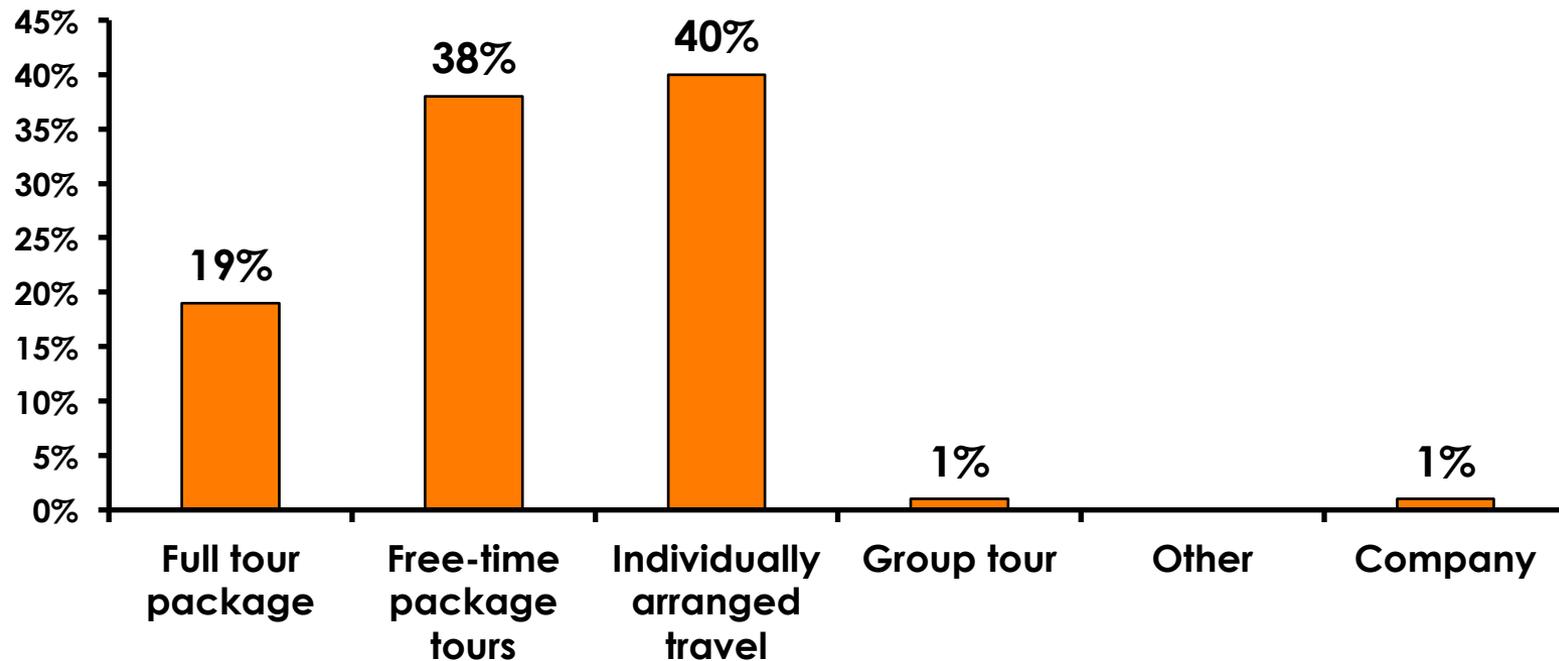


Occupation by Income

		TOTAL	Q26								
		-	<=NT160K	NT160K-NT200K	NT200K-NT400K	NT400K-NT600K	NT600K-NT800K	NT800K-NT1.0M	NT1.0M+	No Income	
Q25	Company: Office non-mgr	57%	24%	78%	57%	68%	69%	56%	21%		
	Company: Salesperson	12%	12%	11%	9%	14%	9%	11%	24%		
	Skilled worker	9%	12%		13%	4%	11%	11%	9%	25%	
	Prof-specialist	6%	6%		4%	7%	4%	10%	10%		
	Student	3%	6%				1%	2%	4%		
	Freelancer	3%	29%	11%	4%	1%	2%	3%	4%		
	Govt- Mgr/ Exec	3%	6%		4%	1%	1%		10%	75%	
	Other	2%			4%	2%	1%	2%	6%		
	Govt- Office non-mgr	2%	6%		4%	1%		2%	3%		
	Retired	2%				1%	1%	2%	3%		
	Govt- Executive	1%					1%	2%	4%		
	Total	Count	462	17	9	23	84	137	62	67	4

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall



Travel Planning - Overall

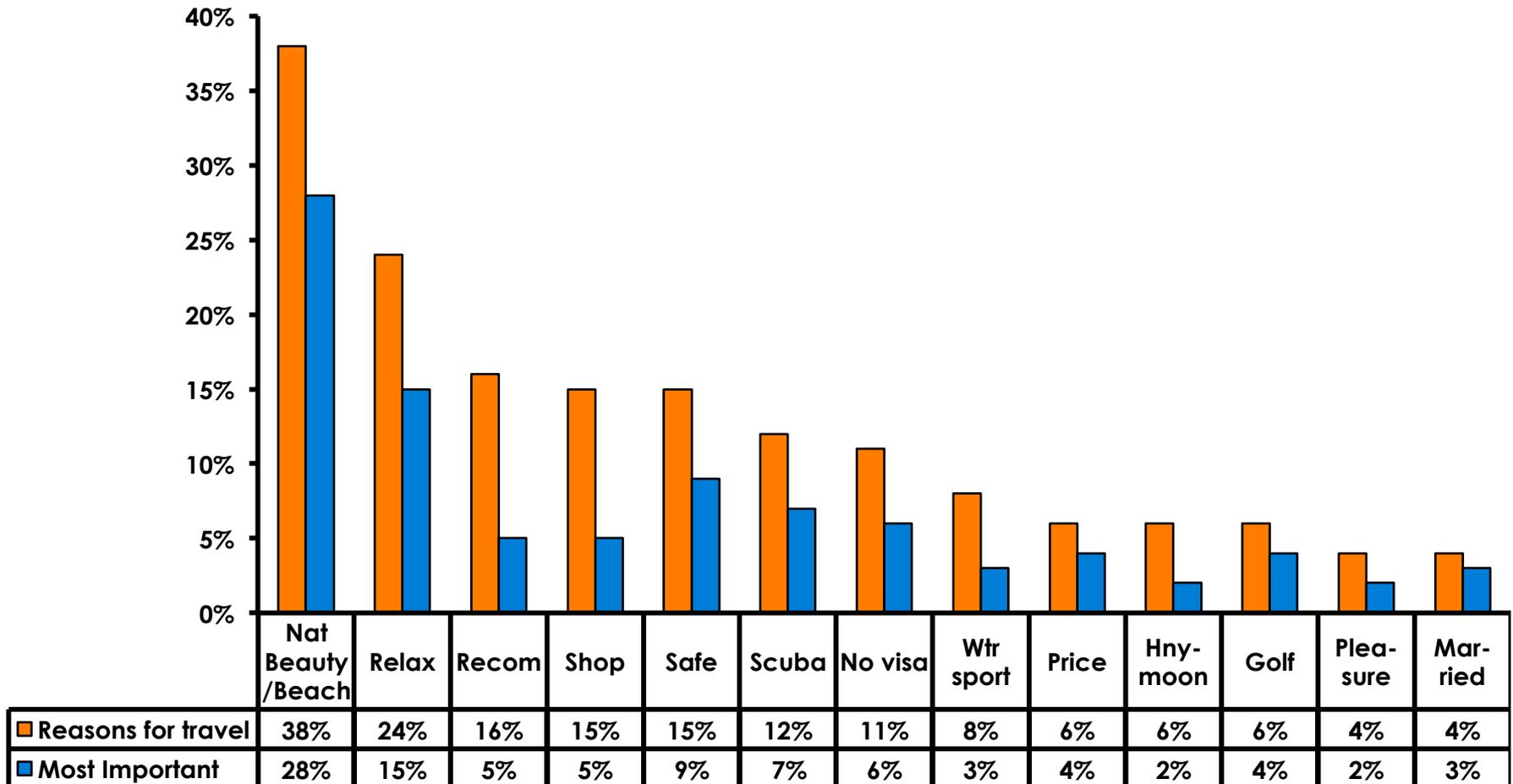
	FY2012	FY2013
Full-pkg tour	27%	19%
Free-time pkg tour	43%	38%
FIT	23%	40%
Group tour	4%	1%
Company	4%	1%
Other	0%	-

Accommodation by Income

Average length of stay: 3.34 days

	TOTAL	Q26								
		-	<=NT160K	NT160K-NT200K	NT200K-NT400K	NT400K-NT600K	NT600K-NT800K	NT800K-NT1.0M	NT1.0M+	No Income
Q9										
Royal Orchid Guam	18%	13%	33%	21%	14%	19%	16%	6%	25%	
Hilton Guam Resort	14%		11%	4%	17%	13%	13%	6%		
Fiesta Resort Guam	11%	38%	11%	33%	20%	12%	11%	7%		
Sheraton Laguna Guam	9%	19%			5%	9%	11%	7%	50%	
Westin Resort Guam	9%	6%	44%	8%	5%	12%	2%	16%		
PIC Club	8%			4%	10%	8%	10%	7%		
Hotel Nikko Guam	7%	6%		8%	4%	9%	5%	3%		
Hyatt Regency Guam	7%			8%	8%	5%	15%	15%		
Outrigger Guam Resort	5%	6%				1%	4%	5%	16%	25%
Holiday Resort Guam	5%			13%	11%	4%	2%	4%		
Onward Beach Resort	2%					1%	1%	3%		
Hotel Santa Fe	1%	13%							3%	
Bayview Hotel	1%					1%	1%	2%	1%	
Guam Marriott Resort	1%					1%	1%		3%	
Guam Reef & Olive Spa	1%					1%	1%	2%		
Oceanview Hotel	1%						2%			
Pacific Bay Hotel	0%								1%	
Guam Plaza Hotel	0%					1%				
Guam Aurora Resort	0%						2%			
Leo Palace Resort	0%								1%	
Total	Count	597	16	9	24	84	141	61	67	4

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Guam's natural beauty/ beaches
- Relaxation
- Safety

are the primary reasons for visiting during this period.

Most Important – Top 3

	FY2012	FY2013
Natural Beauty	37%	28%
Relax	14%	15%
Safe	7%	9%
Shop	7%	Not top 3

Motivation by Age & Gender

		TOTAL	AGE				GENDER		
		-	18-24	25-34	35-49	50+	Male	Female	
Q5A	Natural beauty	38%	46%	40%	31%	54%	38%	39%	
	Relax	24%	38%	24%	22%	14%	21%	27%	
	Recomm- friend/family/trvl agnt	16%	16%	17%	14%	14%	14%	17%	
	Shopping	15%	18%	17%	11%	11%	12%	18%	
	Safe	15%	16%	14%	17%	11%	13%	16%	
	Scuba	12%	22%	11%	11%	7%	12%	11%	
	No Visa requirement	11%	14%	11%	11%	14%	11%	12%	
	Water sports	8%	10%	9%	8%		8%	9%	
	Price	6%	10%	6%	5%	11%	6%	7%	
	Honeymoon	6%	6%	10%	1%		6%	5%	
	Golf	6%	4%	6%	5%	14%	6%	5%	
	Pleasure	4%	4%	5%	3%	4%	2%	7%	
	Married/ Attn wedding	4%	2%	4%	3%	14%	3%	5%	
	Short travel time	3%	4%	2%	5%		3%	4%	
	Convention/ Trade/ Conference	3%		1%	7%		4%	2%	
	Previous trip	2%		2%	4%		3%	1%	
	Company/ Business Trip	2%	2%	2%	2%		3%	1%	
	Visit friends/ Relatives	2%	4%	2%	1%		1%	2%	
	Company Sponsored	1%		0%	3%		1%	1%	
	Organized sports	1%	2%	1%			0%	1%	
	Career Cert/ Testing	1%	4%	0%				1%	
	Other	0%		1%			0%	0%	
	Total	Count	596	50	316	194	28	315	281

Motivation by Income

		TOTAL	Q26								
		-	<=NT160K	NT160K-NT200K	NT200K-NT400K	NT400K-NT600K	NT600K-NT800K	NT800K-NT1.0M	NT1.0M+	No Income	
Q5A	Natural beauty	38%	53%	100%	70%	39%	36%	36%	43%	25%	
	Relax	24%	24%	44%	26%	21%	23%	18%	28%	25%	
	Recomm- friend/family/trvl agnt	16%	65%	44%	26%	21%	14%	13%	22%		
	Shopping	15%	29%	44%	17%	15%	11%	13%	31%	50%	
	Safe	15%	12%	44%	13%	11%	13%	15%	25%		
	Scuba	12%	35%	11%	13%	7%	15%	10%	9%		
	No Visa requirement	11%	18%	22%	22%	11%	11%	11%	9%		
	Water sports	8%	35%	22%	9%	11%	8%	11%	6%		
	Price	6%	6%	11%	4%	5%	4%	11%	9%		
	Honeymoon	6%	18%	22%	9%	6%	8%	7%	4%		
	Golf	6%				8%	6%	7%	1%		
	Pleasure	4%	12%	22%	4%	8%	4%	2%	1%		
	Married/ Attn wedding	4%	6%	11%	9%	8%	4%	8%	1%		
	Short travel time	3%			17%		3%	2%	7%		
	Convention/ Trade/ Conference	3%				1%	4%	7%			
	Previous trip	2%					3%	3%	7%		
	Company/ Business Trip	2%	6%		4%	2%	1%	2%	1%		
	Visit friends/ Relatives	2%	6%	11%		1%	1%	3%	1%		
	Company Sponsored	1%				1%	1%	2%			
	Organized sports	1%	12%								
	Career Cert/ Testing	1%			4%				3%		
	Other	0%					1%		1%		
	Total	Count	596	17	9	23	84	141	61	68	4

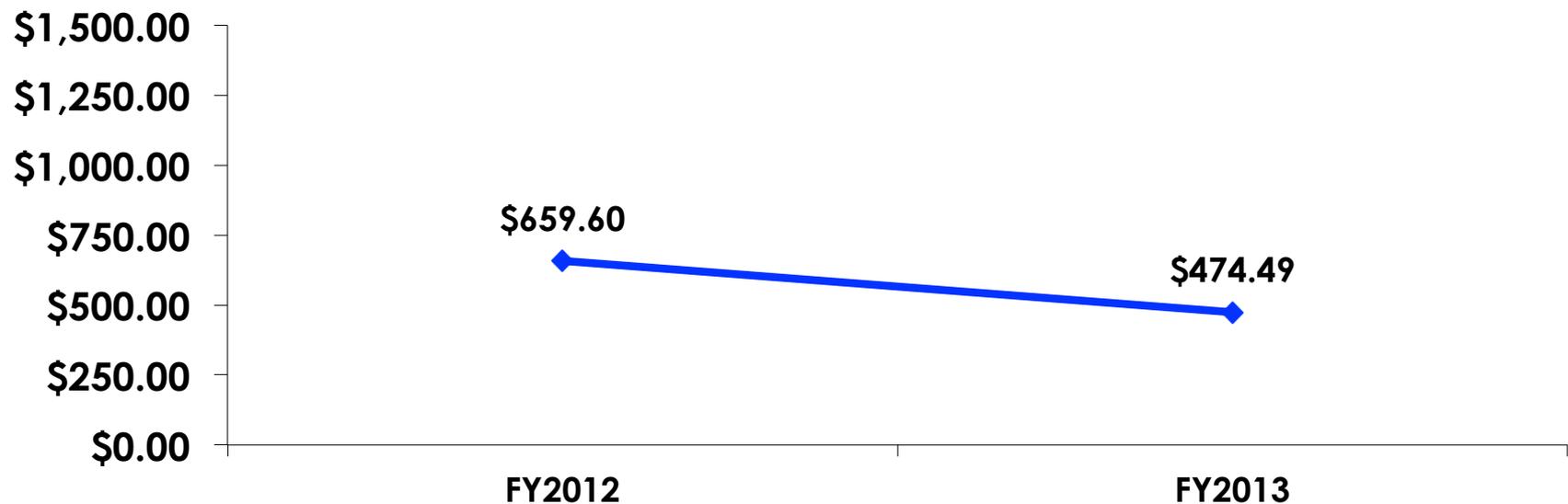
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

TWD varies/US\$1

- \$812.65 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$16,984 = maximum (highest amount recorded for the entire sample)
- \$474.49 = overall mean average per person prepaid expenditures

Prepaid Expenditures Per Person



Breakdown of Prepaid Expenditures

TWD varies=\$1

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

	MEAN \$
Air & Accommodation package only	\$977.56
Air & Accommodation w/ daily meal package	\$1,498.78
Air only	\$2,840.26
Accommodation only	\$2,400.94
Accommodation w/ daily meal only	\$3,358.97
Food & Beverages in Hotel	\$22.92
Ground transportation – Taiwan	\$64.14
Ground transportation – Guam	\$26.24
Optional tours/ activities	\$361.36
Other expenses	\$862.85
Total Prepaid	\$812.65

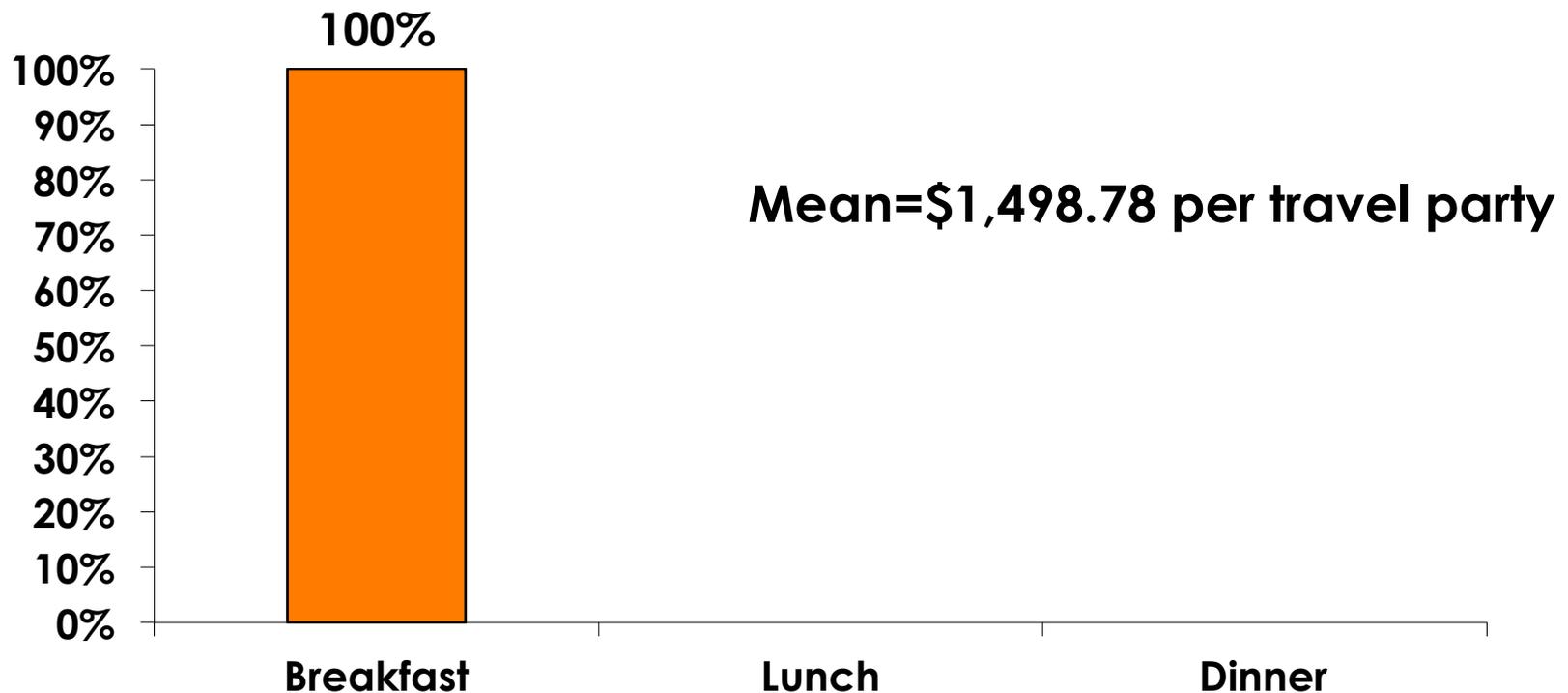
Breakdown of Prepaid Expenditures

	FY2012	FY2013
Air & Accommodation package only	\$1,154.40	\$977.56
Air & Accommodation w/ daily meal package	\$1,533.50	\$1,498.78
Air only	\$1,790.00	\$2,840.26
Accommodation only	\$2,909.30	\$2,400.94
Accommodation w/ daily meal only	\$2,472.10	\$3,358.97
Food & Beverages in Hotel	\$68.90	\$22.92
Ground transportation –	\$54.70	\$64.14
Ground transportation –	\$46.00	\$26.24
Optional tours/ activities	\$259.40	\$361.36
Other expenses	\$515.90	\$862.85
Total Prepaid	\$1,059.30	\$812.65

Prepaid Meal Breakdown

Air/ Accommodations with Daily Meal Package

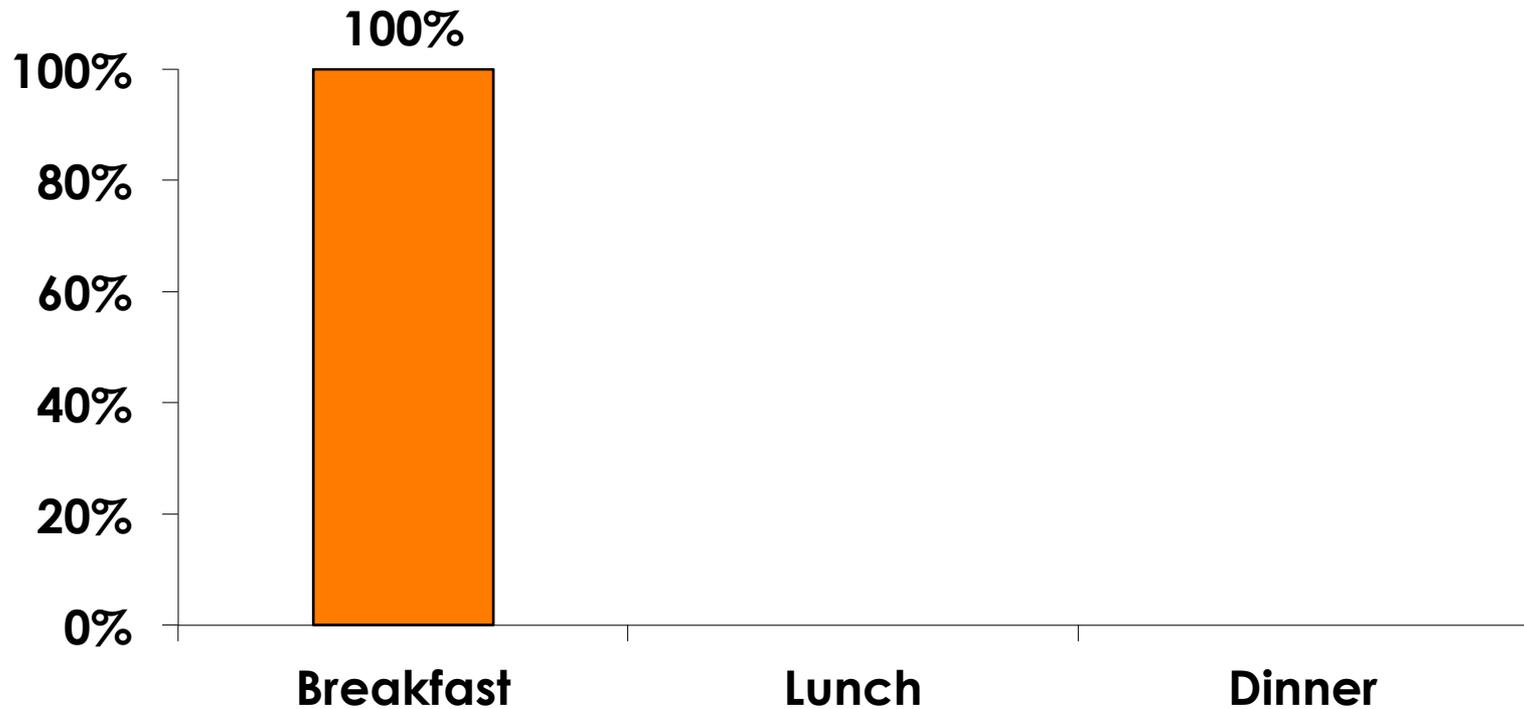
n=4



Prepaid Meal Breakdown

Accommodations with Daily Meal Package

n=4



Mean=\$3,358.97 per travel party

Prepaid Ground Transportation

n= 5



Mean=\$26.24 per travel party

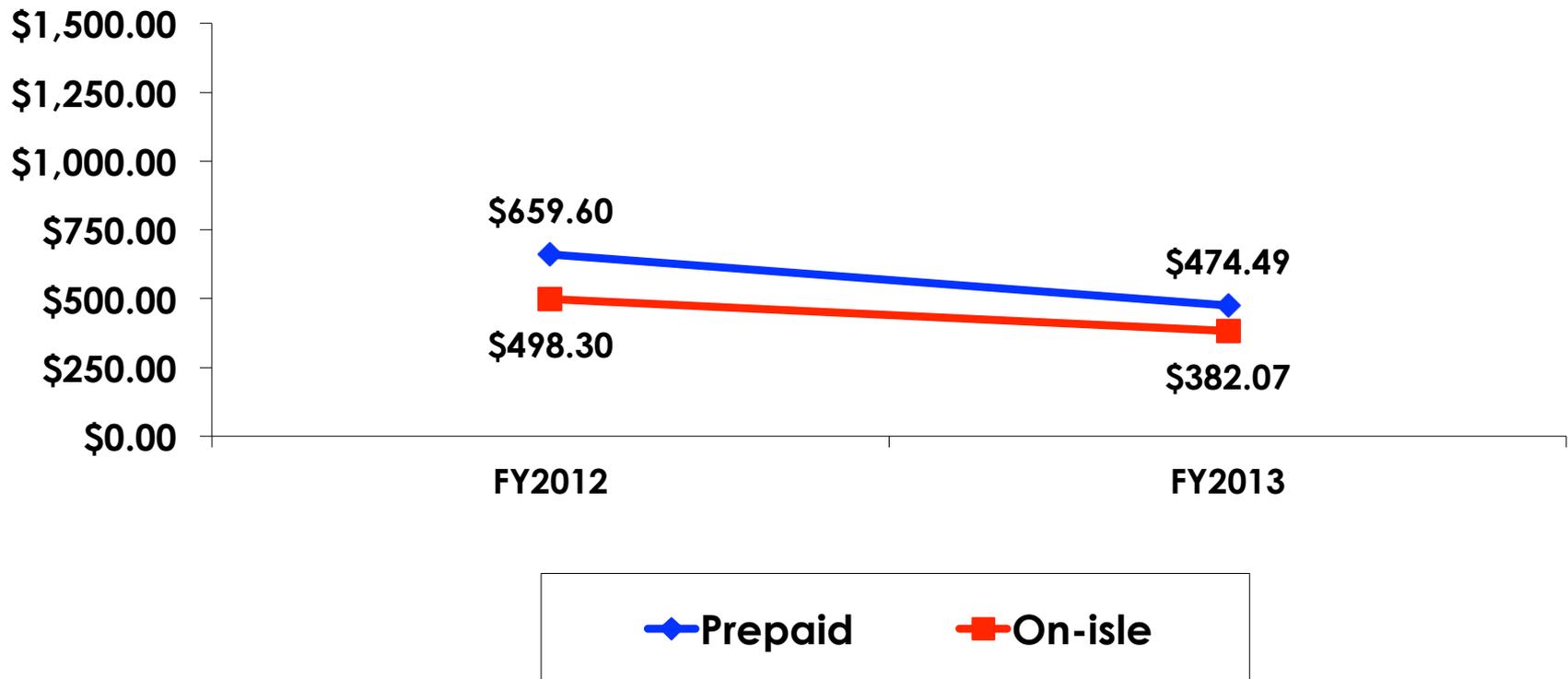
On-Island Expenditures

- \$686.74 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$60,000 = Maximum (highest amount recorded for the entire sample)
- \$382.07 = overall mean average per person on-island expenditure

On-Island Expenditures Per Person



Prepaid/ On-Island 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+
PER PERSON	Mean	\$382.07	\$339.44	\$429.81	\$286.41	\$326.82	\$272.58	\$772.55	\$411.38	\$273.08	\$743.49	\$211.17
	Median	\$106	\$65	\$167	\$200	\$0	\$80	\$0	\$380	\$95	\$167	\$125
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$30,000	\$13,750	\$30,000	\$1,026	\$8,102	\$6,667	\$13,750	\$1,017	\$3,000	\$30,000	\$600

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$27.56	\$25.29	\$30.10	\$16.00	\$16.58	\$43.10	\$72.41
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$13.32	\$15.03	\$11.40	\$20.74	\$13.75	\$12.29	\$5.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B RESTRNT	Mean	\$50.78	\$34.09	\$69.48	\$22.48	\$16.25	\$119.11	\$35.17
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPT TOUR	Mean	\$70.76	\$46.30	\$98.16	\$54.74	\$32.91	\$138.11	\$77.93
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$142.66	\$123.89	\$163.69	\$113.68	\$125.80	\$180.64	\$136.79
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- OTHER	Mean	\$62.00	\$69.95	\$53.11	\$46.86	\$73.31	\$56.79	\$18.28
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TRANS	Mean	\$7.12	\$8.46	\$5.62	\$9.48	\$8.34	\$5.41	\$3.34
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$311.91	\$276.09	\$352.04	\$83.50	\$134.42	\$554.73	\$1,066.90
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	Mean	\$686.74	\$599.93	\$783.98	\$367.48	\$423.10	\$1,109.27	\$1,415.83
	Median	\$185	\$100	\$200	\$329	\$101	\$200	\$0

On-Island Expenditures

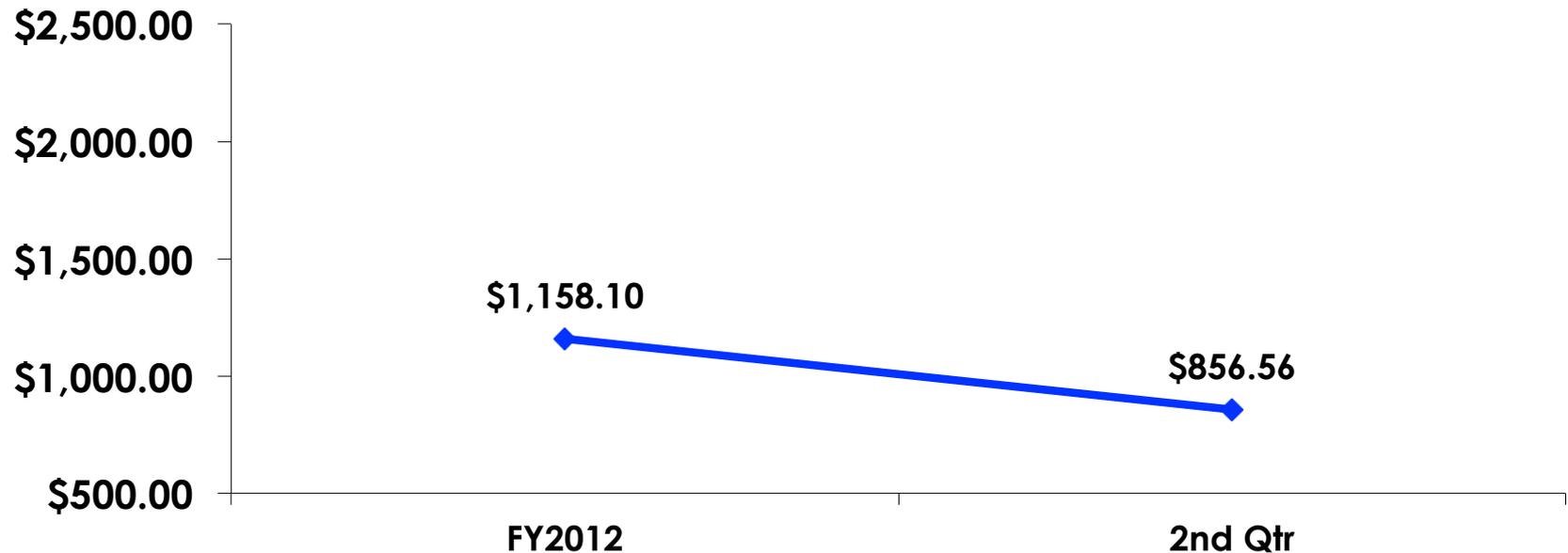
First Timers & Repeaters

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$27.56	\$25.68	\$44.40
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$13.32	\$13.19	\$13.98
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$50.78	\$55.01	\$16.51
	Median	\$0	\$0	\$0
OPT TOUR	Mean	\$70.76	\$75.53	\$32.54
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$142.66	\$141.25	\$155.24
	Median	\$0	\$0	\$0
GIFT- OTHER	Mean	\$62.00	\$60.63	\$70.87
	Median	\$0	\$0	\$0
TRANS	Mean	\$7.12	\$7.58	\$3.41
	Median	\$0	\$0	\$0
OTHER	Mean	\$311.91	\$334.56	\$103.02
	Median	\$0	\$0	\$0
TOTAL	Mean	\$686.74	\$713.76	\$443.14
	Median	\$185	\$200	\$15

Total Expenditures Per Person (Prepaid & On-Island)

- \$856.56 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$30,752 = Maximum (highest amount recorded for the entire sample)

Total Expenditures Per Person



Breakdown of On-Island Expenditures

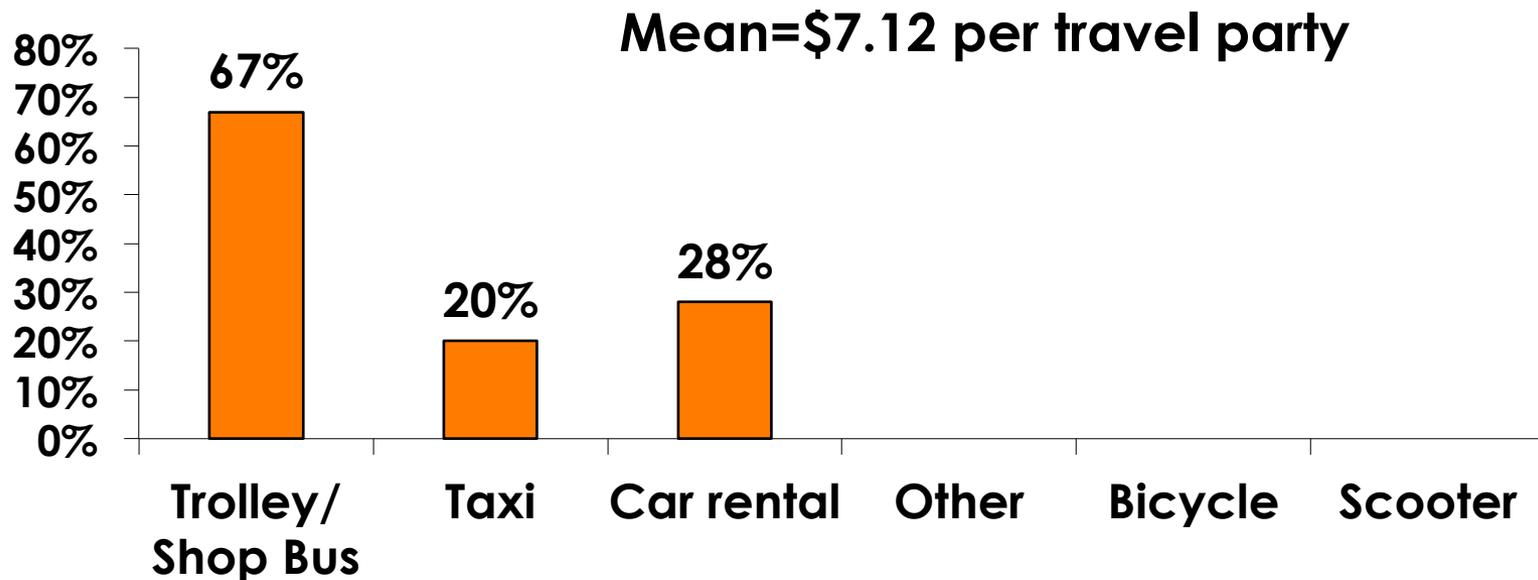
	MEAN \$
Food & beverage in a hotel	\$27.56
Food & beverage in fast food restaurant/ convenience store	\$13.32
Food & beverage at restaurants or drinking establishments outside a hotel	\$50.78
Optional tours and activities	\$70.76
Gifts/ souvenirs for yourself/companions	\$142.66
Gifts/ souvenirs for friends/family at home	\$62.00
Local transportation	\$7.12
Other expenses not covered	\$311.91
Average Total	\$686.74

Breakdown of On-Island Expenditures

	FY2012	FY2013
Food & beverage in a hotel	\$39.30	\$27.56
Food & beverage in fast food restaurant/ convenience store	\$32.40	\$13.32
Food & beverage at restaurants or drinking establishments outside a hotel	\$29.50	\$50.78
Optional tours and activities	\$78.40	\$70.76
Gifts/ souvenirs for yourself/ companions	\$139.40	\$142.66
Gifts/ souvenirs for friends/family	\$85.80	\$62.00
Local transportation	\$14.40	\$7.12
Other expenses not covered	\$331.70	\$311.91
Average Total	\$749.10	\$686.74

Local Transportation

n=69



Guam Airport Expenditures

- \$15.81 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$1,210 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

	MEAN \$
Food & Beverages	\$1.50
Gifts/Souvenirs Self	\$10.94
Gifts/Souvenirs Others	\$3.38
Total	\$15.81

Breakdown of Airport Expenditures

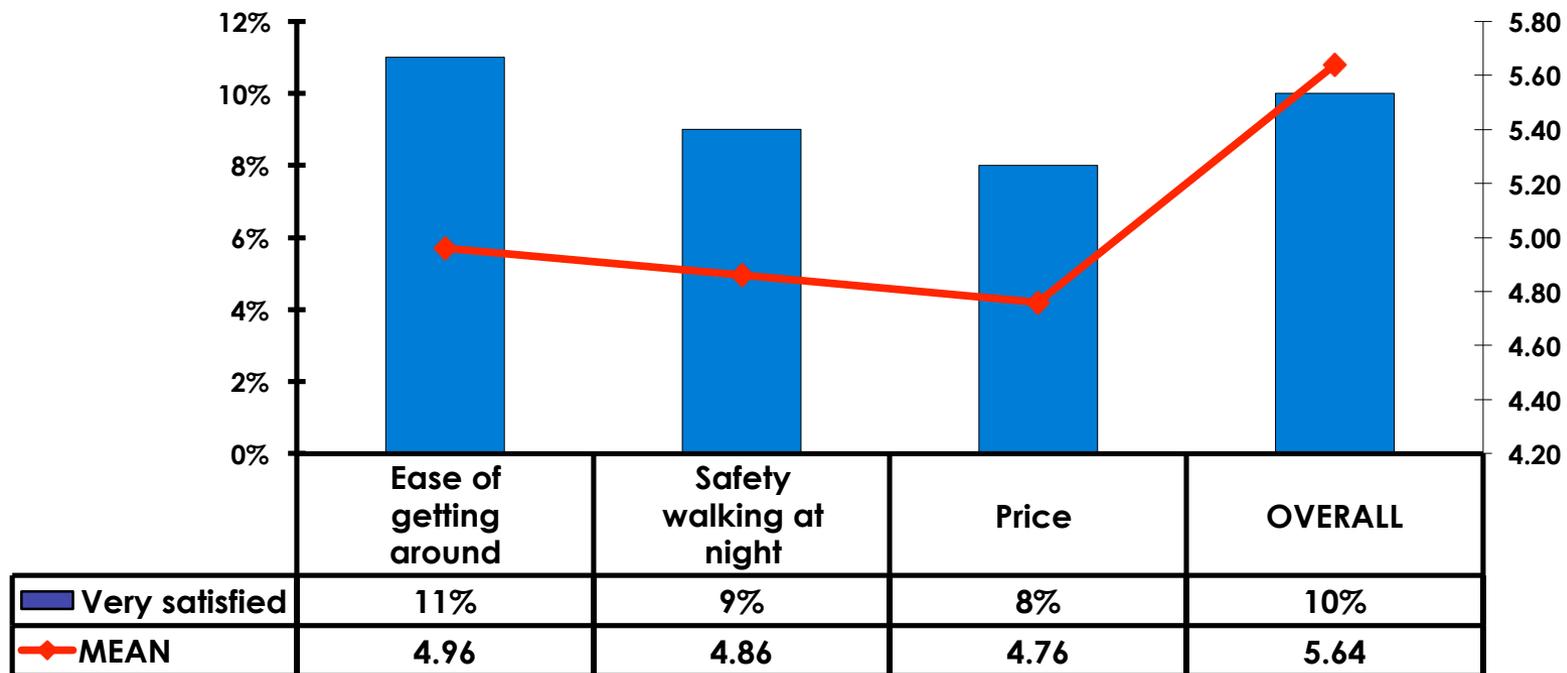
	FY2012	FY2013
Food & Beverage	\$4.80	\$1.50
Gifts/ Souvenirs Self	\$17.00	\$10.94
Gifts/ Souvenirs Others	\$8.50	\$3.38
Total	\$30.30	\$15.81

SECTION 4 **VISITOR SATISFACTION**

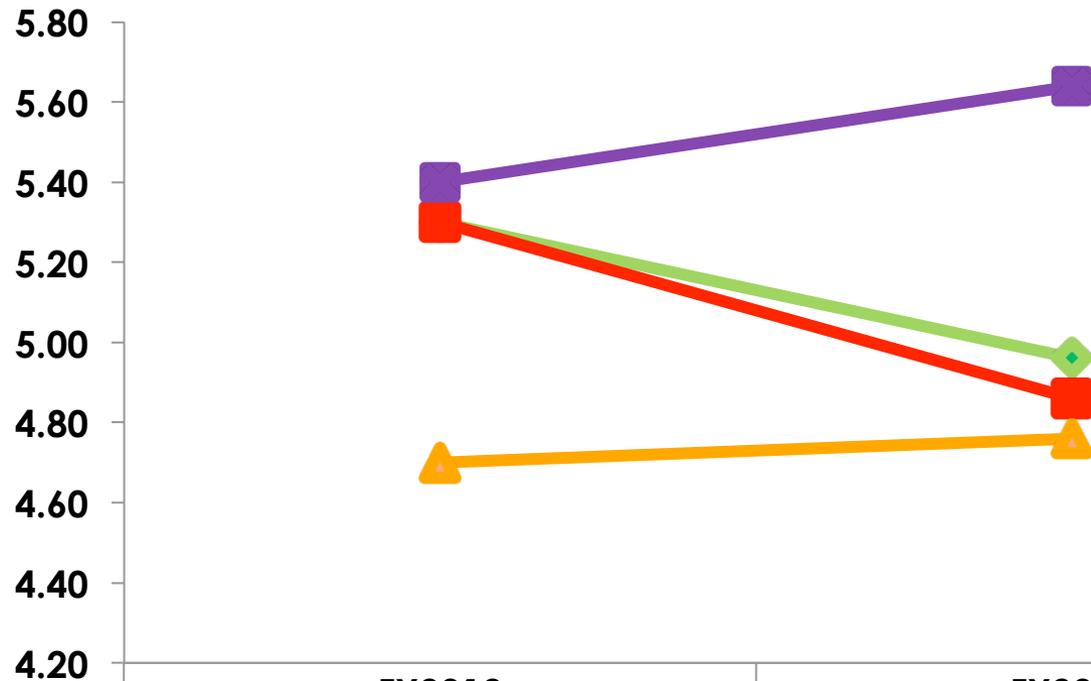
Satisfaction Scores Overall

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Satisfaction Scores Overall

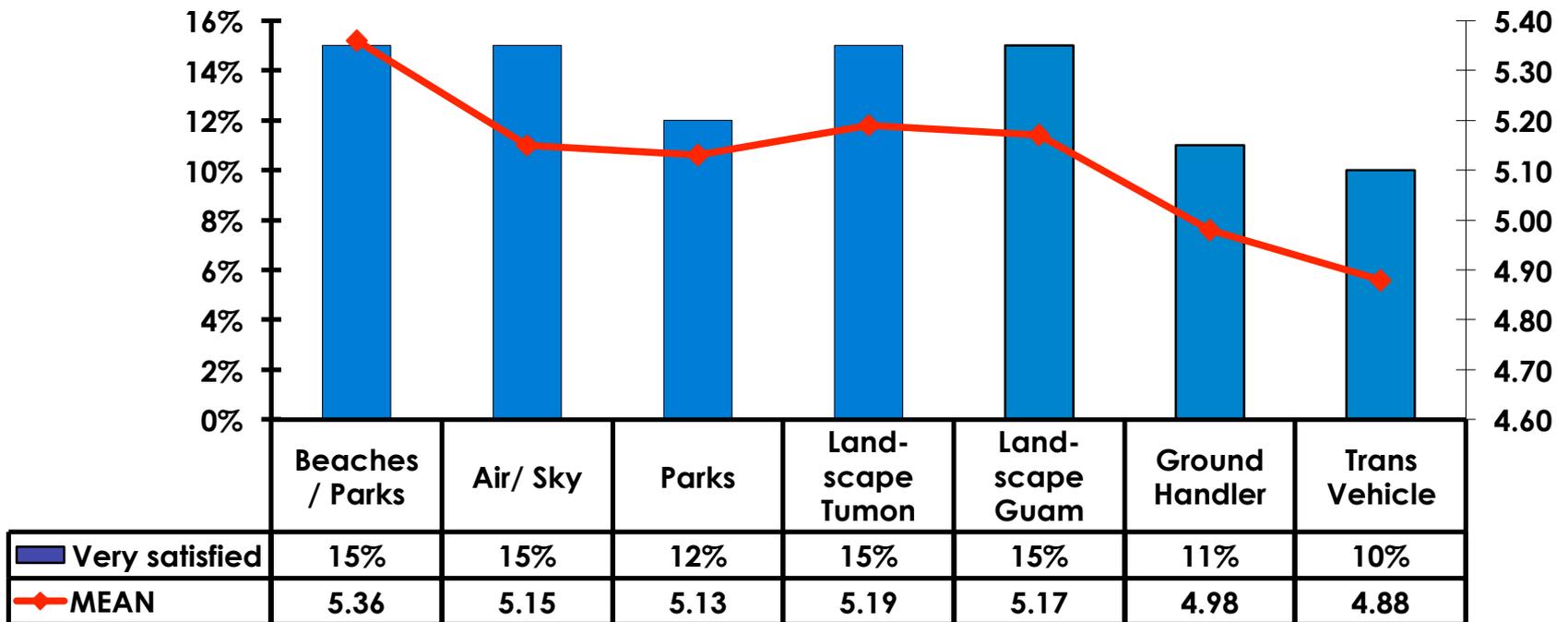


	FY2012	FY2013
 Ease of getting around	5.30	4.96
 Safety walking at night	5.30	4.86
 Price	4.70	4.76
 OVERALL	5.40	5.64

Satisfaction Quality/ Cleanliness

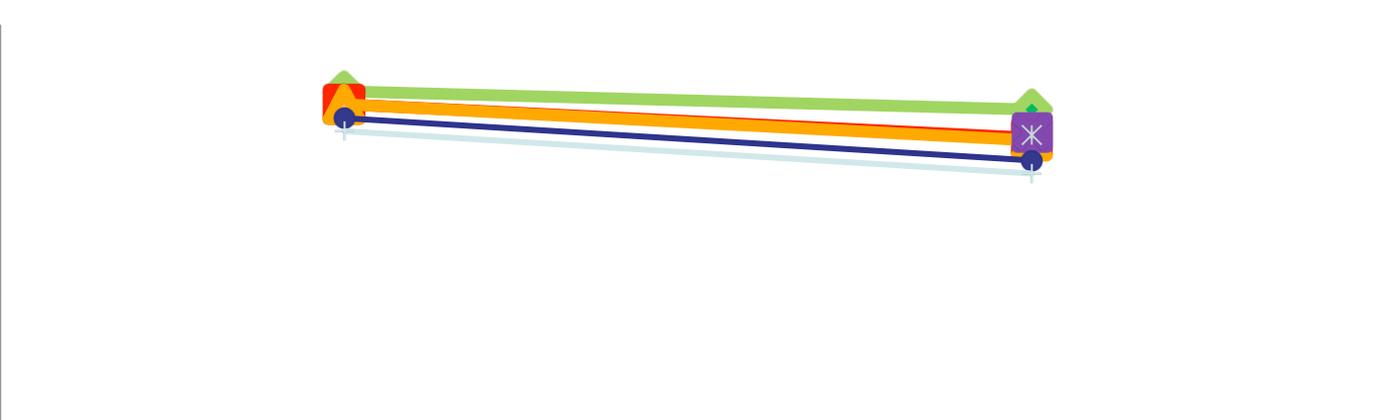
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Satisfaction Quality/ Cleanliness

6.00
5.00
4.00
3.00



	FY2012	FY2013
Beaches/ Parks	5.50	5.36
Air/ Sky	5.40	5.15
Parks	5.40	5.13
Landscape Tumon		5.19
Landscape Guam		5.17
Grnd Handler	5.30	4.98
Trans Vehicle	5.20	4.88

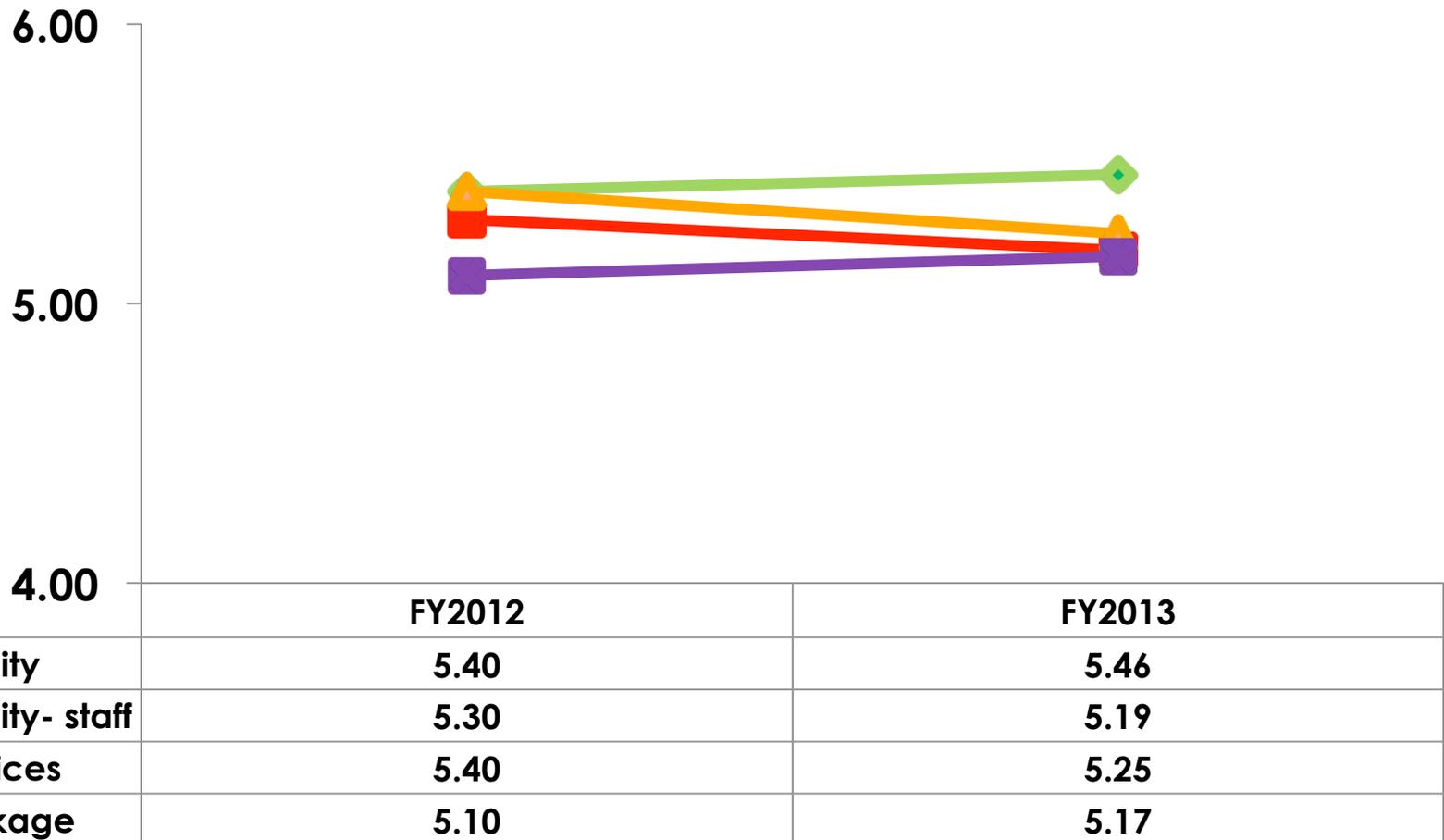
Wedding Satisfaction Scores

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



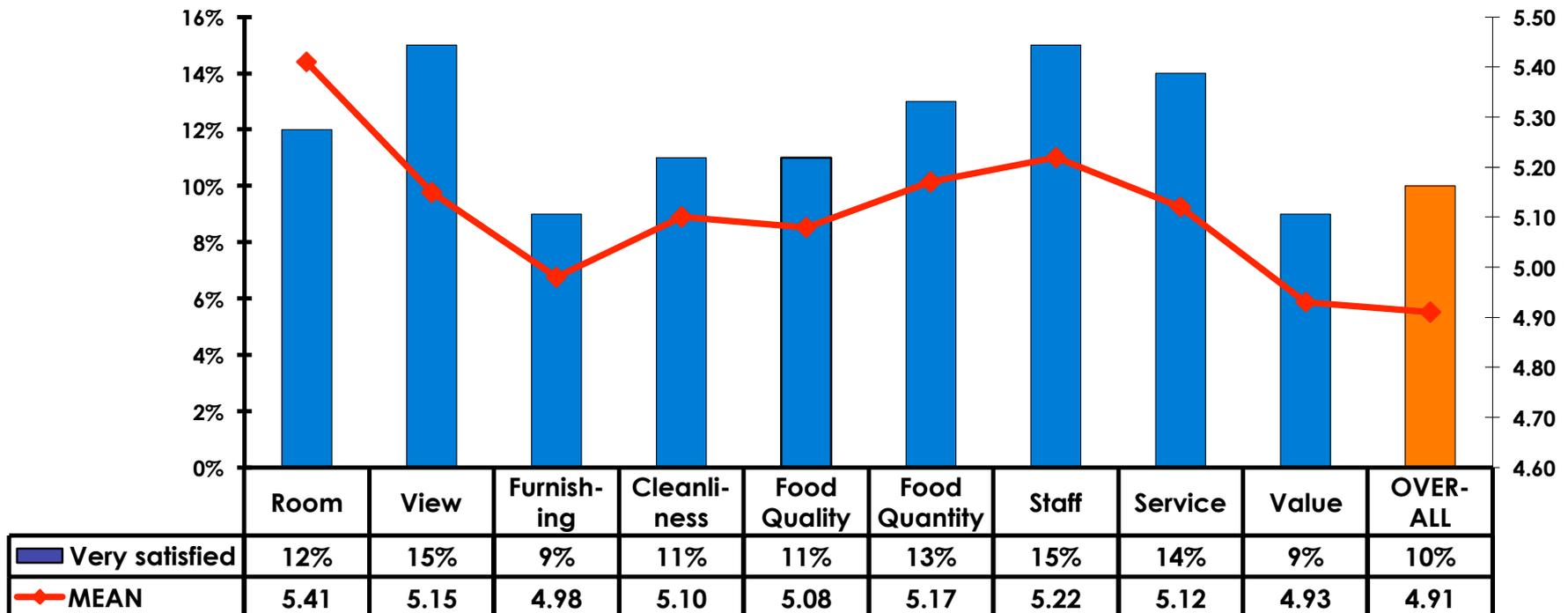
Wedding Satisfaction Scores



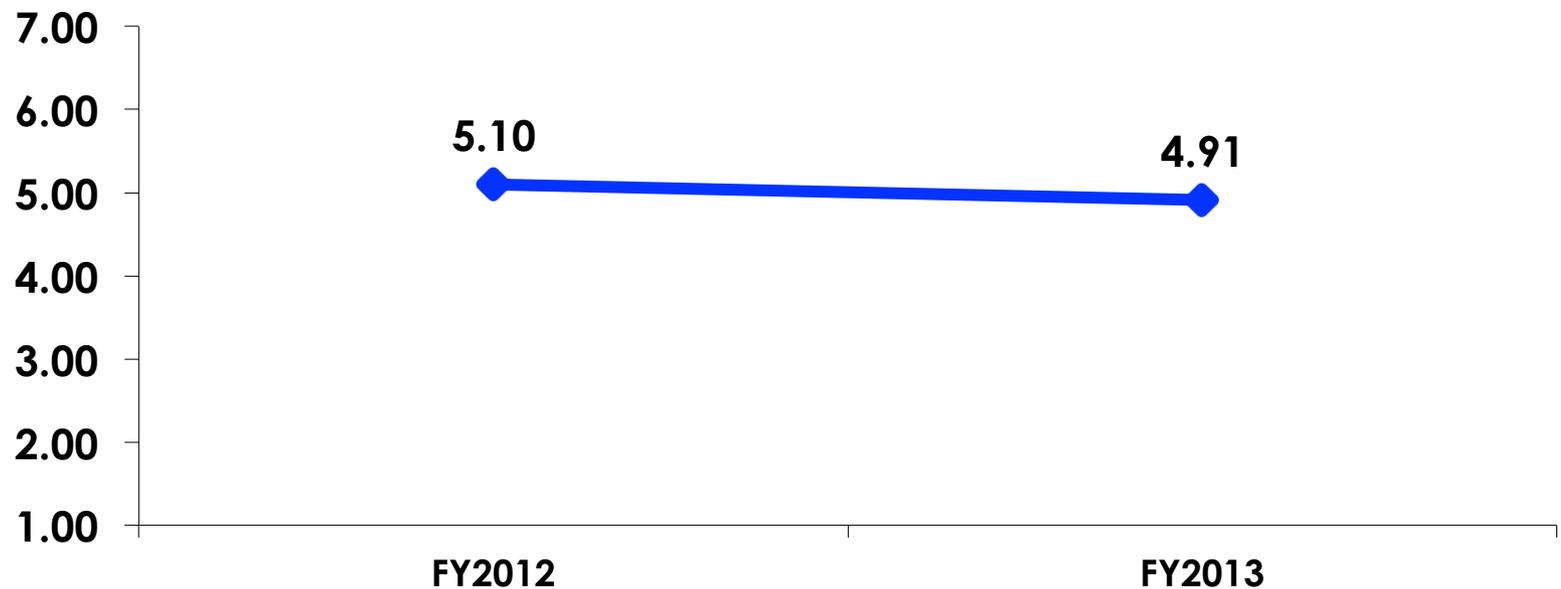
Quality of Accommodations

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



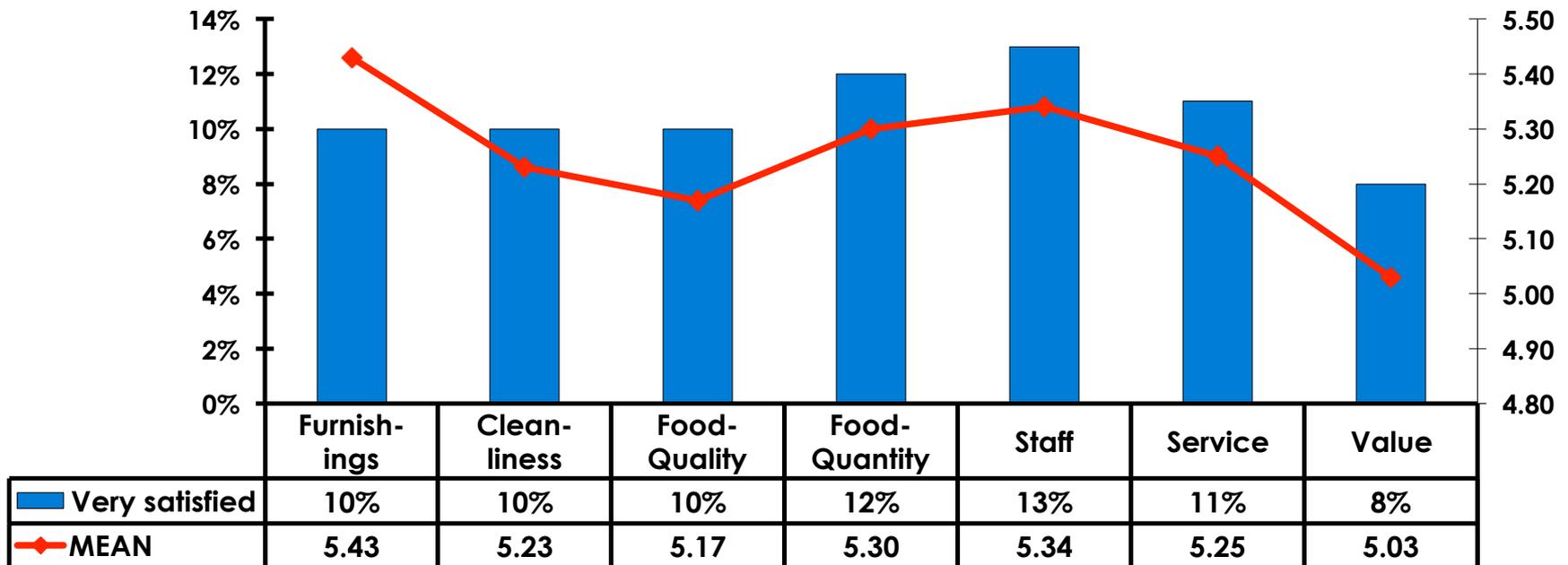
Quality of Accommodations



Quality of Dining Experience

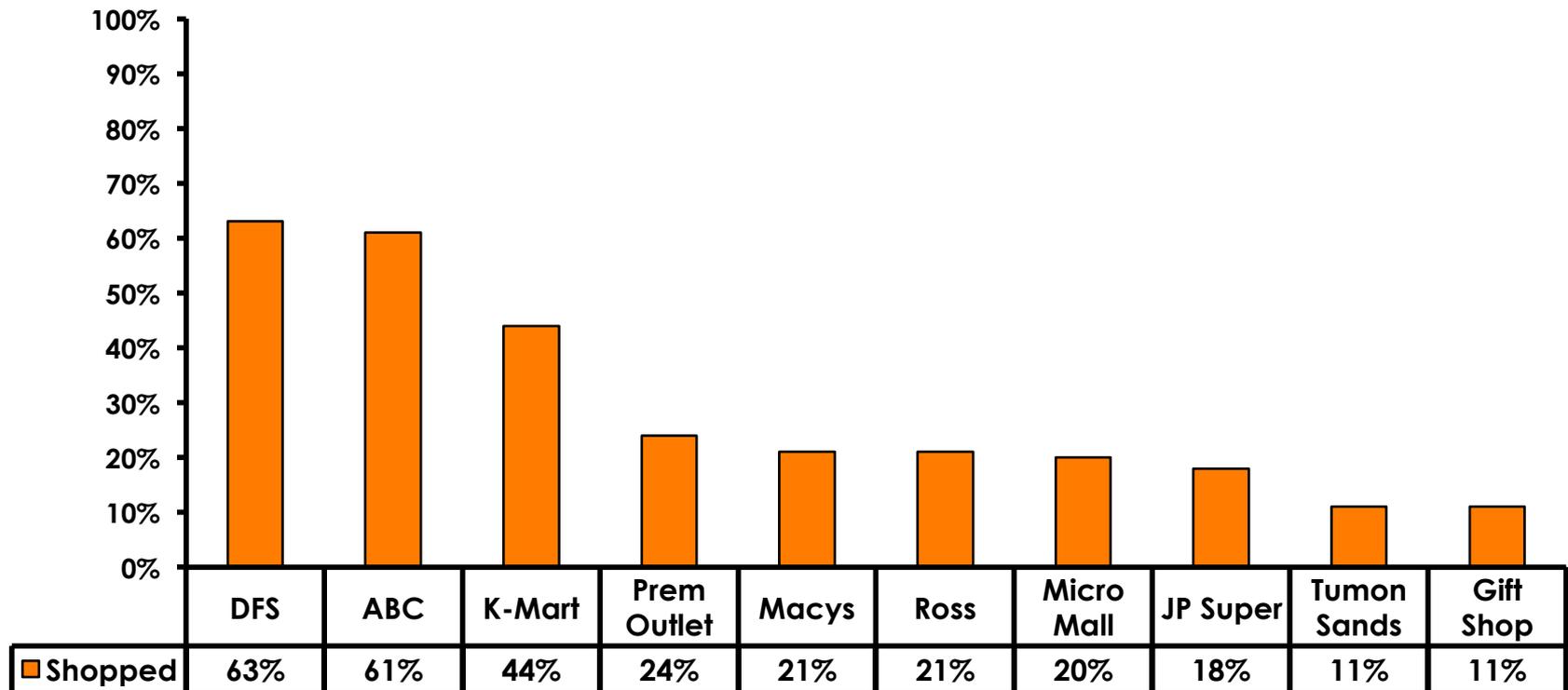
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Visits to Shopping Centers/Malls- Top 5

	FY2012	FY2013
DFS Galleria	71%	63%
ABC	76%	61%
K-Mart	68%	44%
Prem Outlet	40%	24%
Macys	Not top 5	21%
Micro Mall	33%	Not top 5

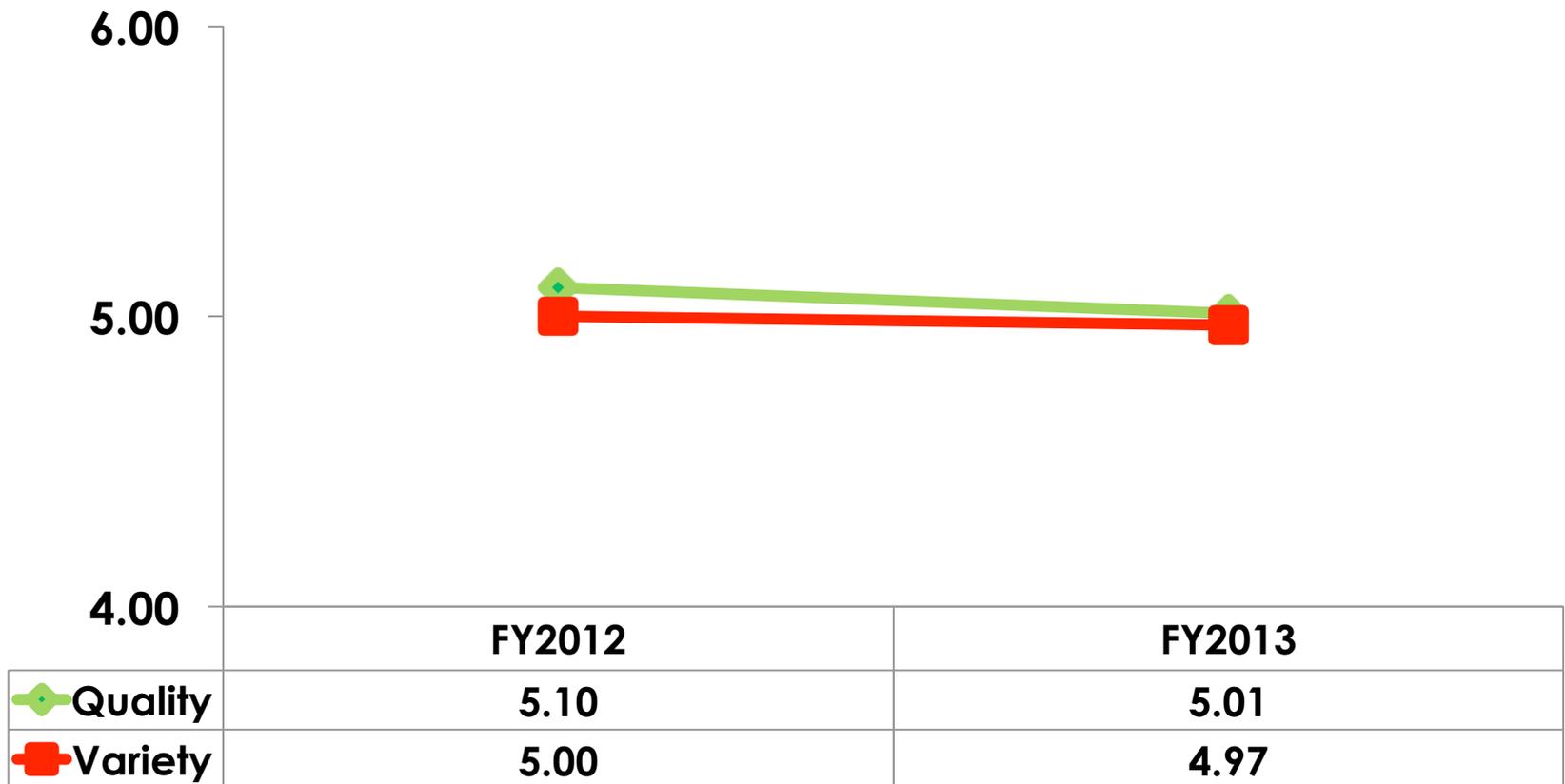
Satisfaction with Shopping

7pt Rating Scale

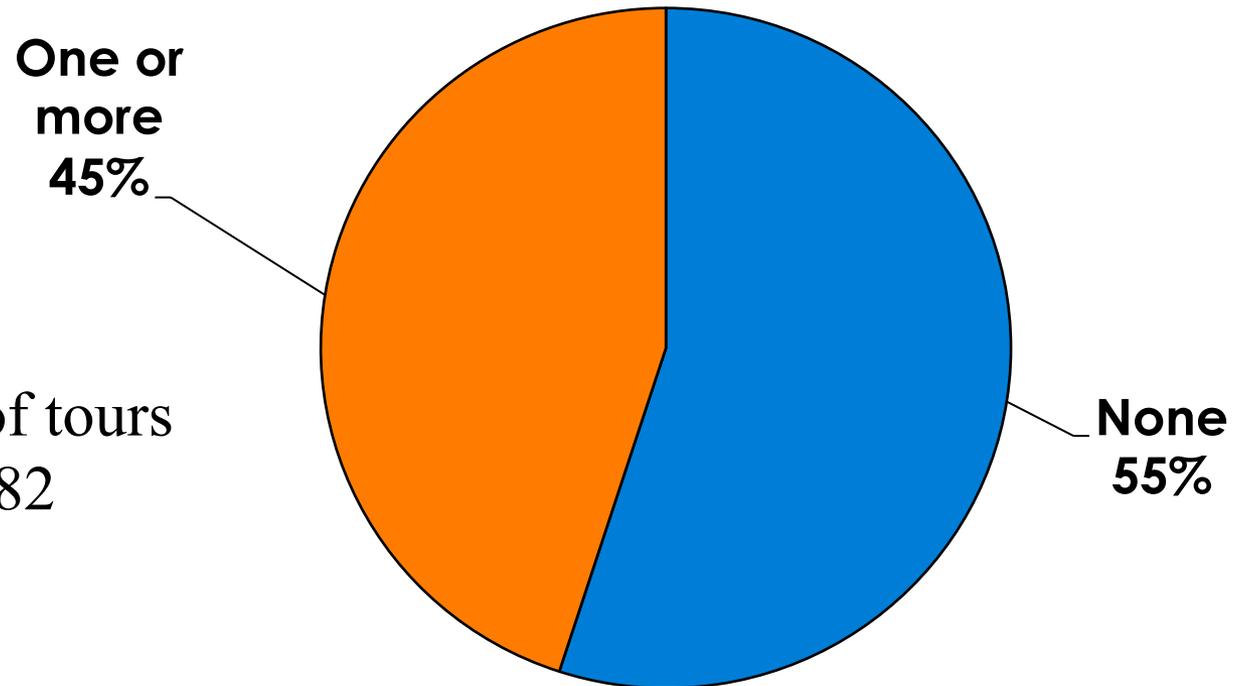
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 28%	Score of 6 to 7 = 26%
Score of 4 to 5 = 69%	Score of 4 to 5 = 68%
Score 1 to 3 = 3%	Score 1 to 3 = 5%
MEAN = 5.01	MEAN = 4.97

Satisfaction with Shopping



Optional Tour Participation



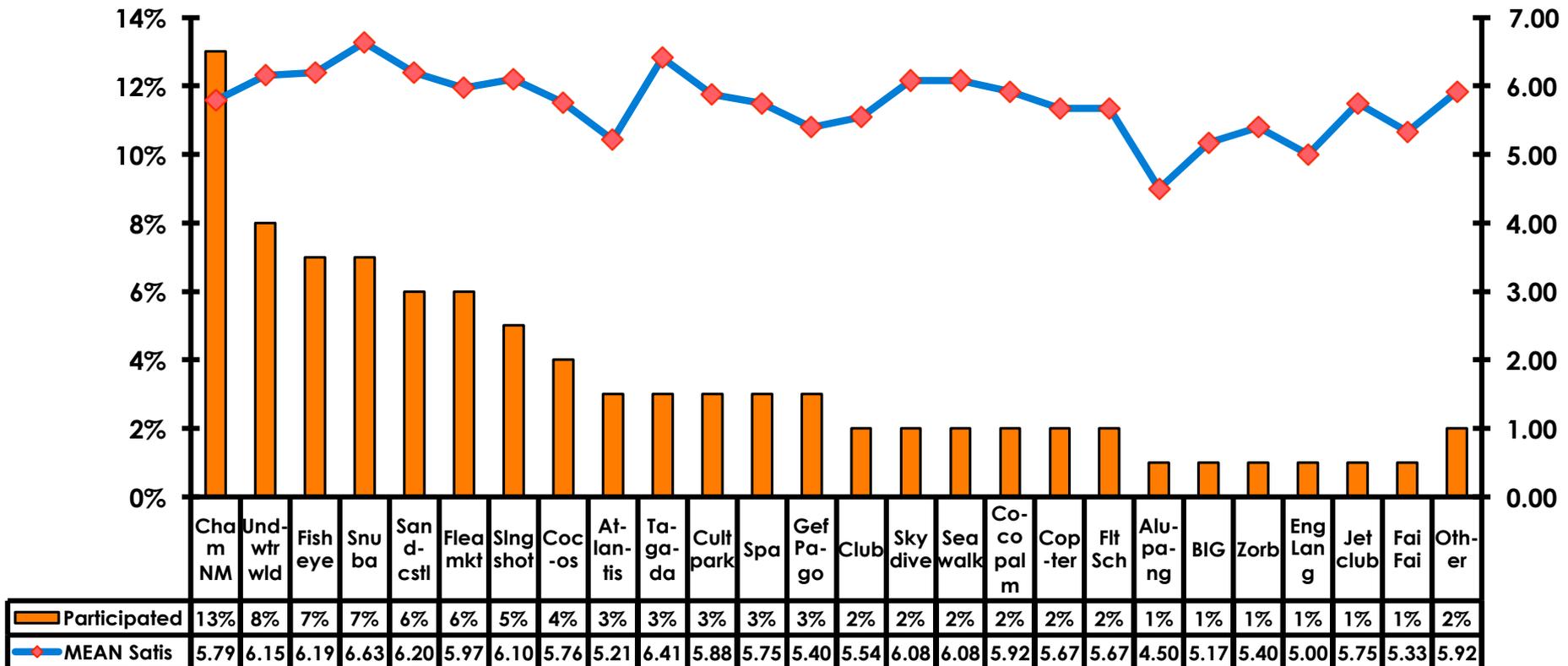
- Average number of tours participated in is .82

Optional Tour Participation



Optional Tours

Participation & Satisfaction



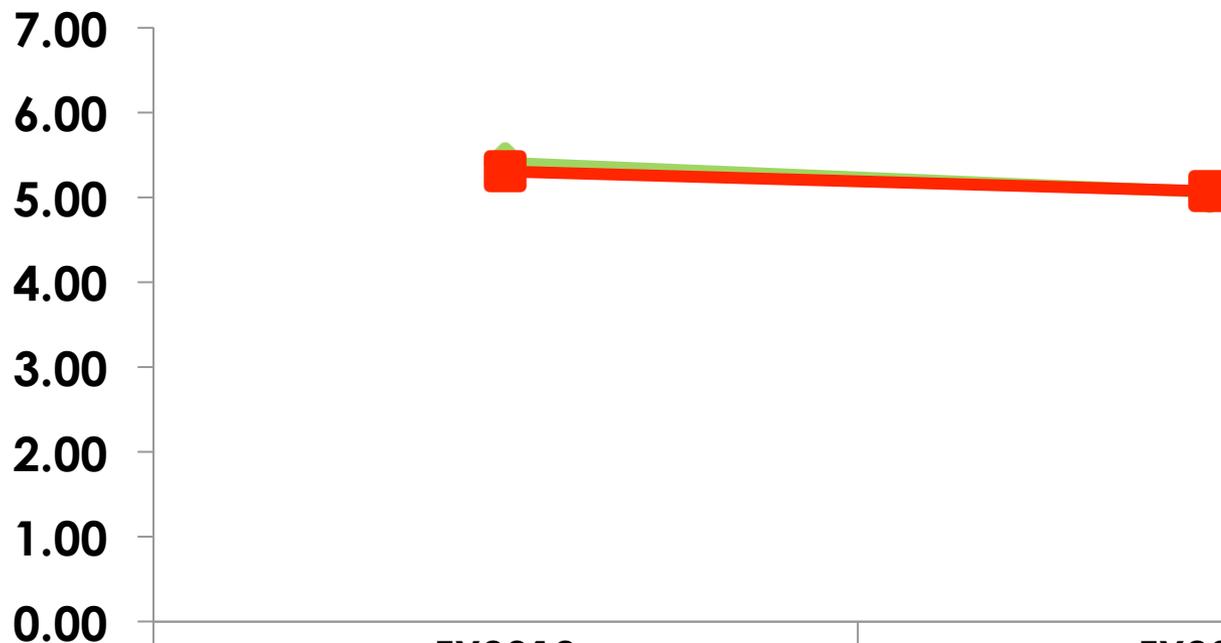
Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Day Tour	Variety of Day Tour
Score of 6 to 7 = 32%	Score of 6 to 7 = 32%
Score of 4 to 5 = 64%	Score of 4 to 5 = 63%
Score 1 to 3 = 5%	Score 1 to 3 = 6%
MEAN = 5.06	MEAN = 5.07

Day Tours Satisfaction



	FY2012	FY2013
 Quality	5.40	5.06
 Variety	5.30	5.07

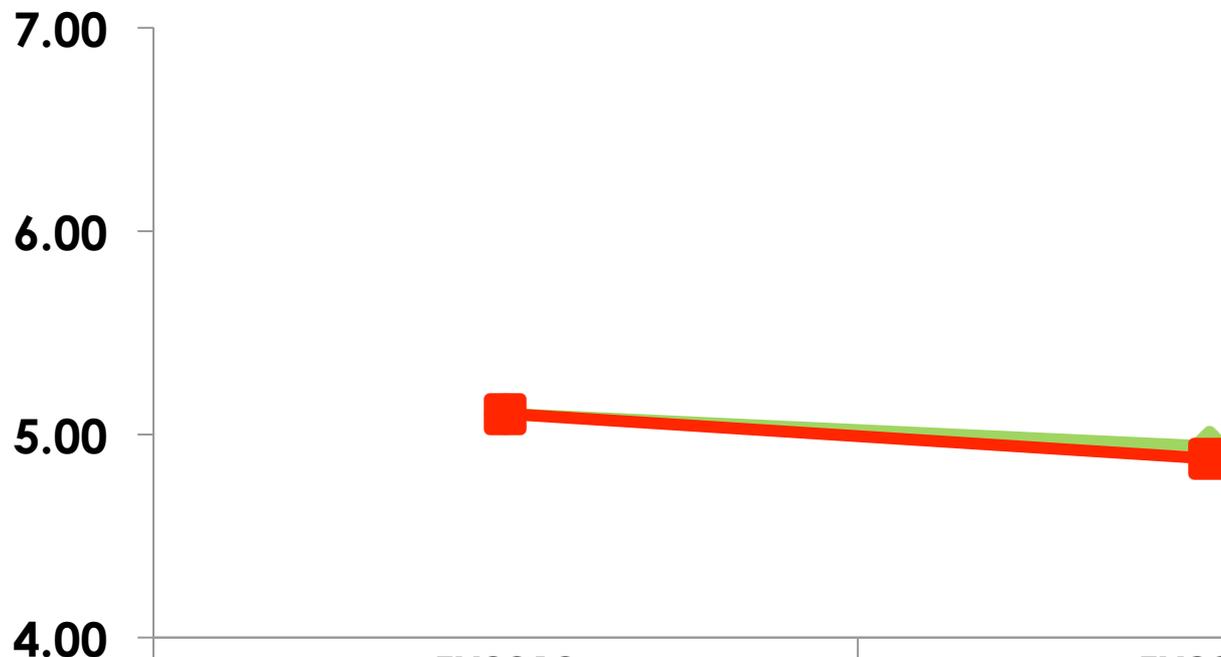
Night Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

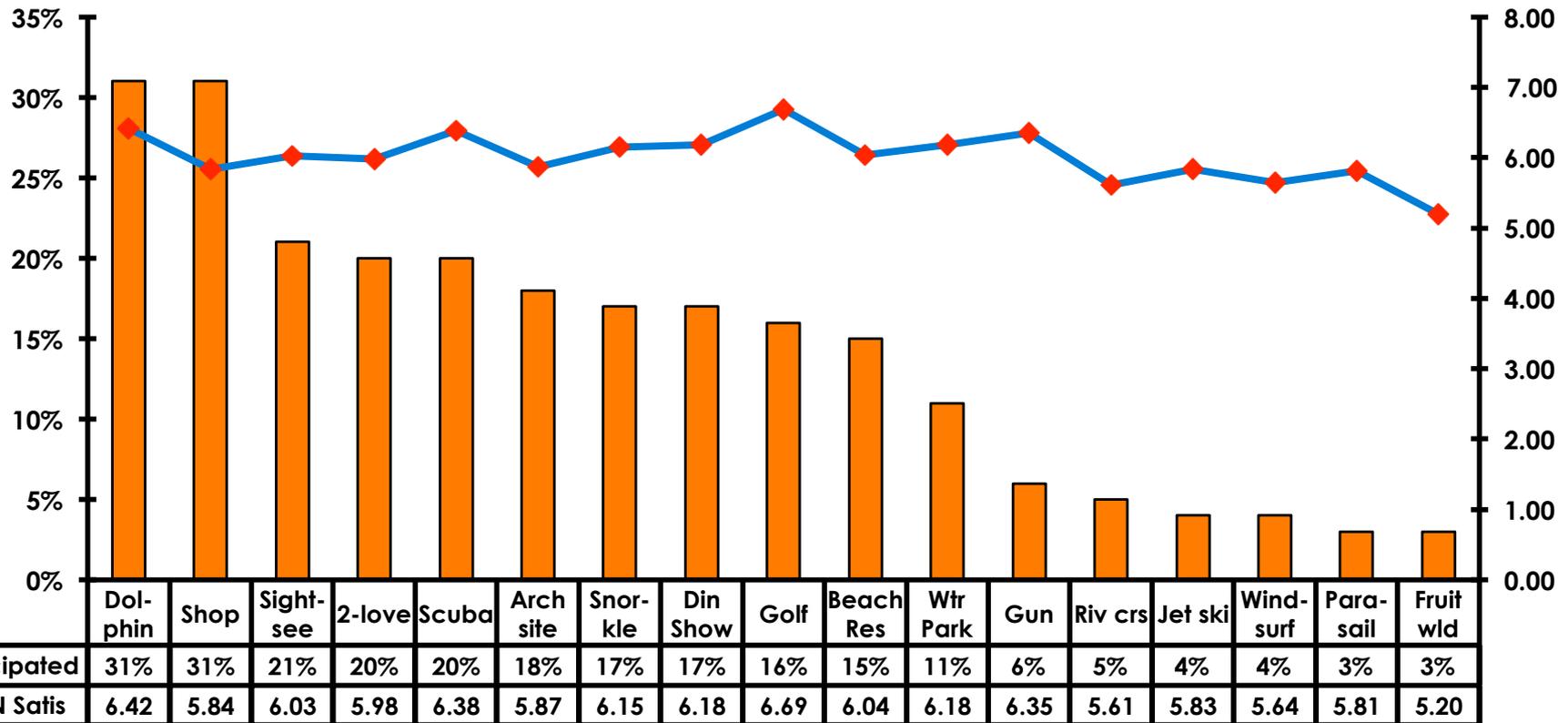
Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 25%	Score of 6 to 7 = 23%
Score of 4 to 5 = 71%	Score of 4 to 5 = 74%
Score 1 to 3 = 4%	Score 1 to 3 = 3%
MEAN = 4.94	MEAN = 4.88

Night Tours Satisfaction

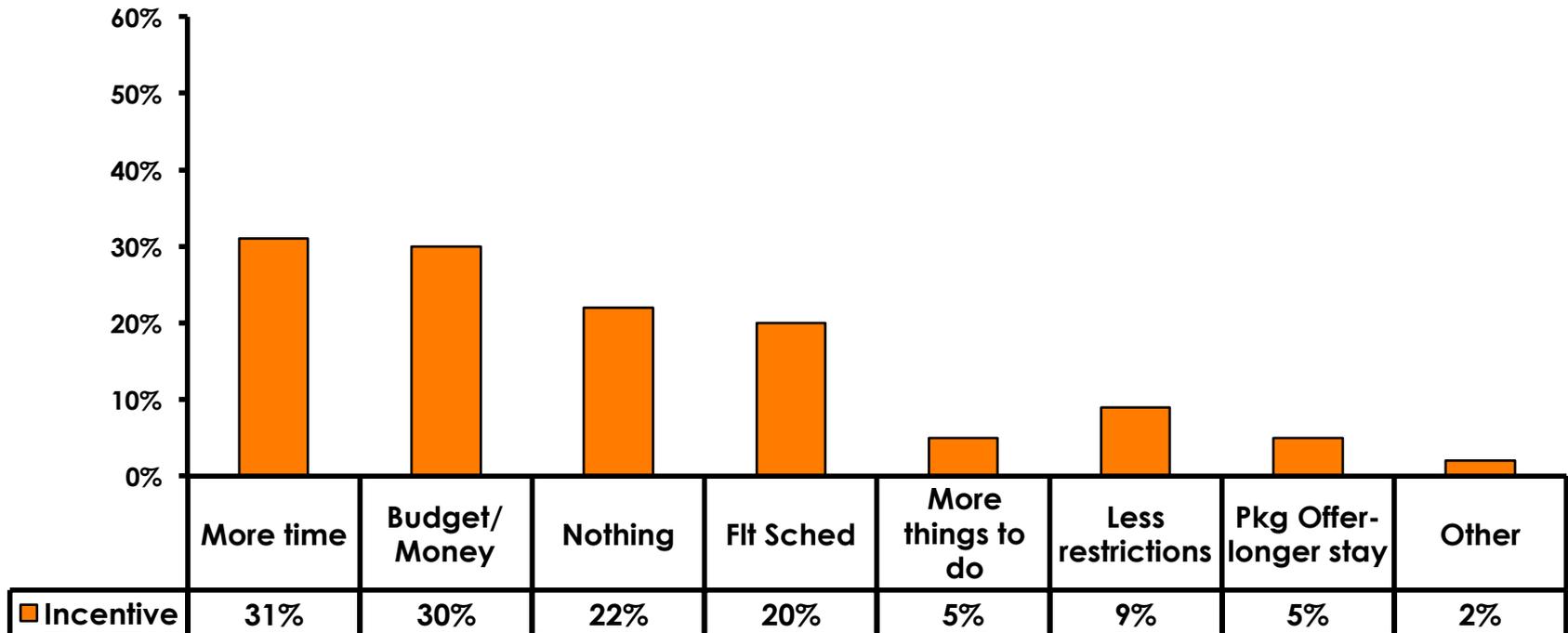


	FY2012	FY2013
Quality	5.10	4.94
Variety	5.10	4.88

Satisfaction with Other Activities



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



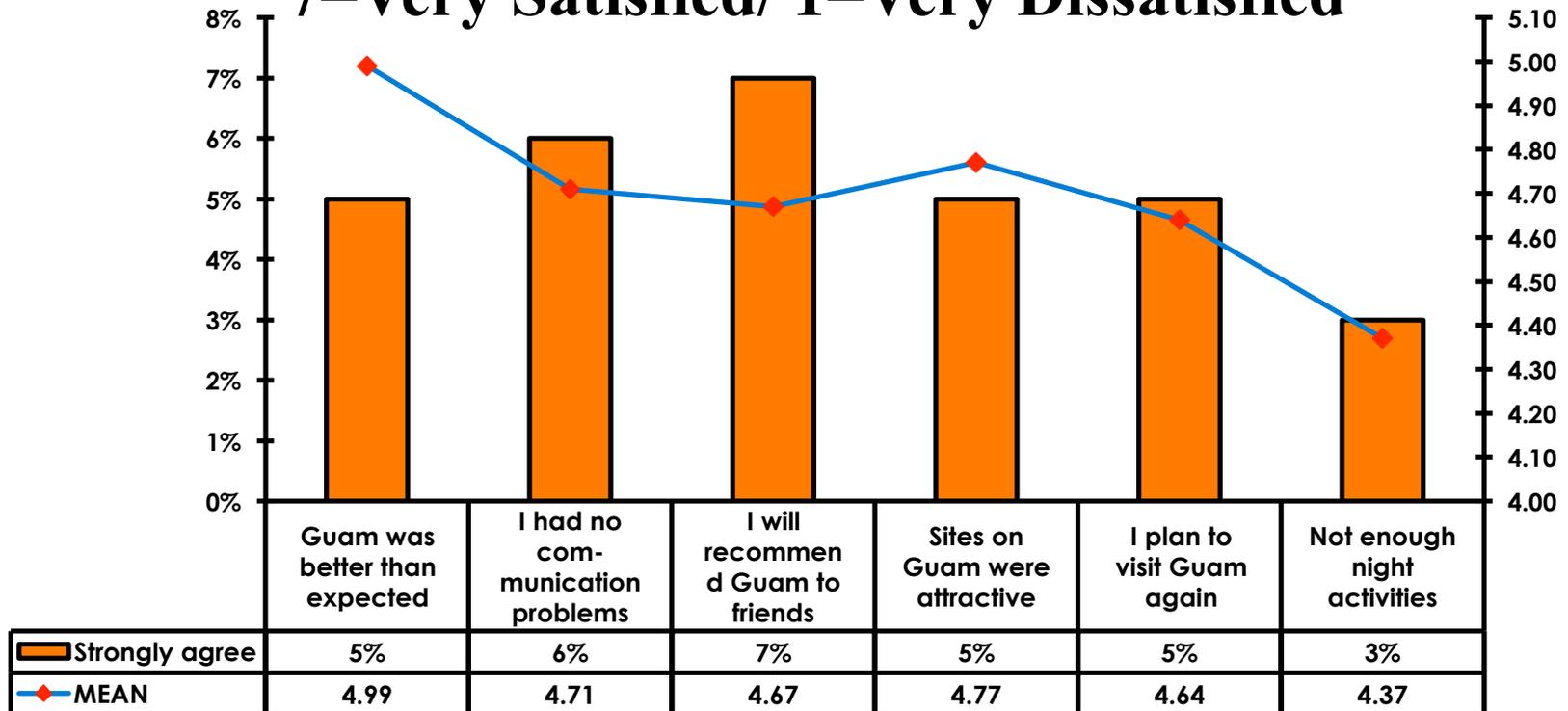
What would it take to make you want to stay an extra day in Guam?

	FY2012	FY2013
More time	25%	31%
Budget/ money	28%	30%
Nothing- spent right amount of time	16%	22%
Flight schedule times	26%	20%
Less restrictions	10%	9%
More things to do	6%	5%
Packages – longer stays	8%	5%
Other	2%	2%

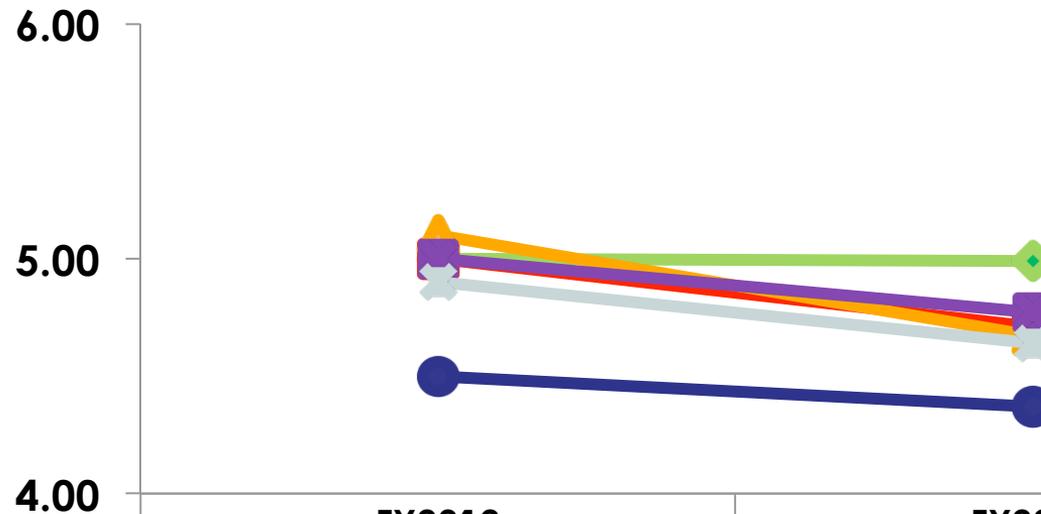
On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



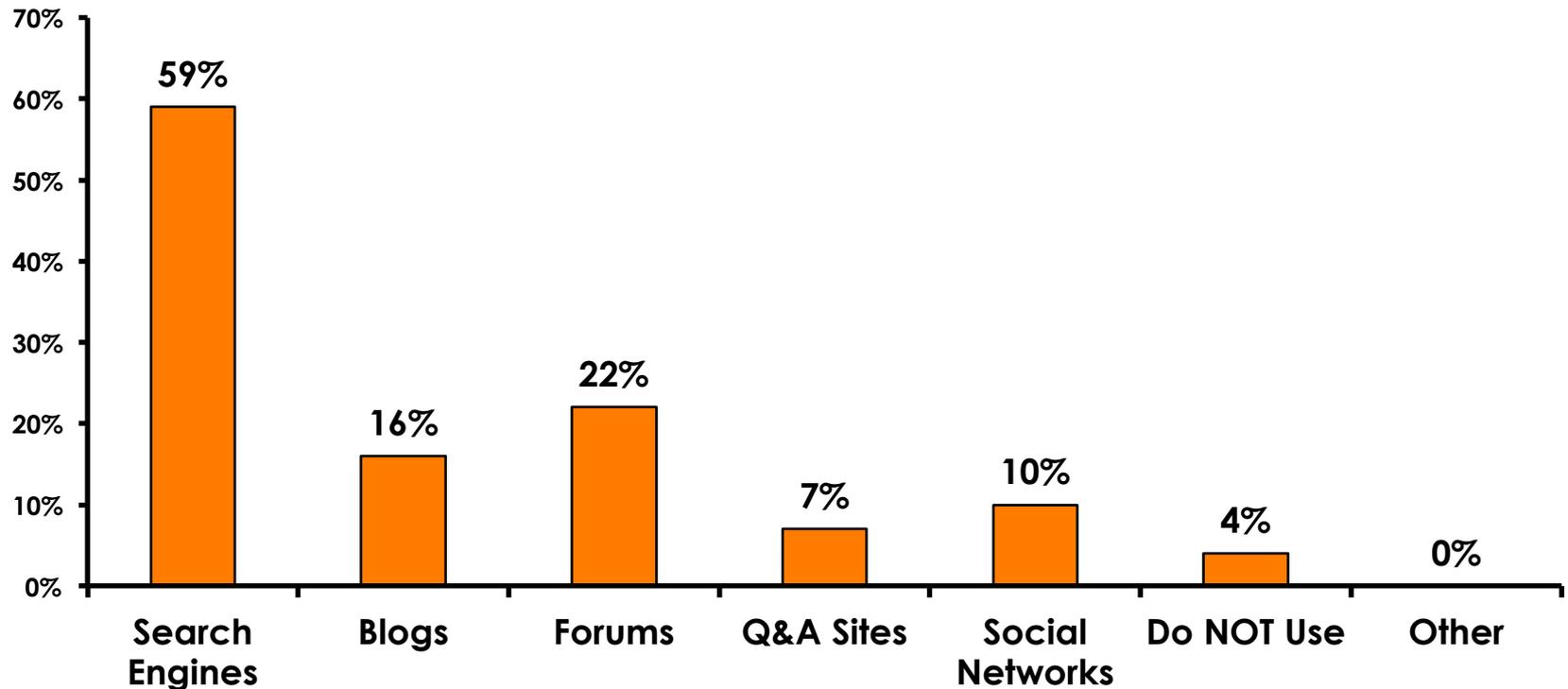
On-Island Perceptions



	FY2012	FY2013
 Guam was better than expected	5.00	4.99
 I had no communication problems	5.00	4.71
 I will recommend Guam to friends	5.10	4.67
 Sites on Guam were attractive	5.00	4.77
 I plan to visit Guam again	4.90	4.64
 Not enough night activities	4.50	4.37

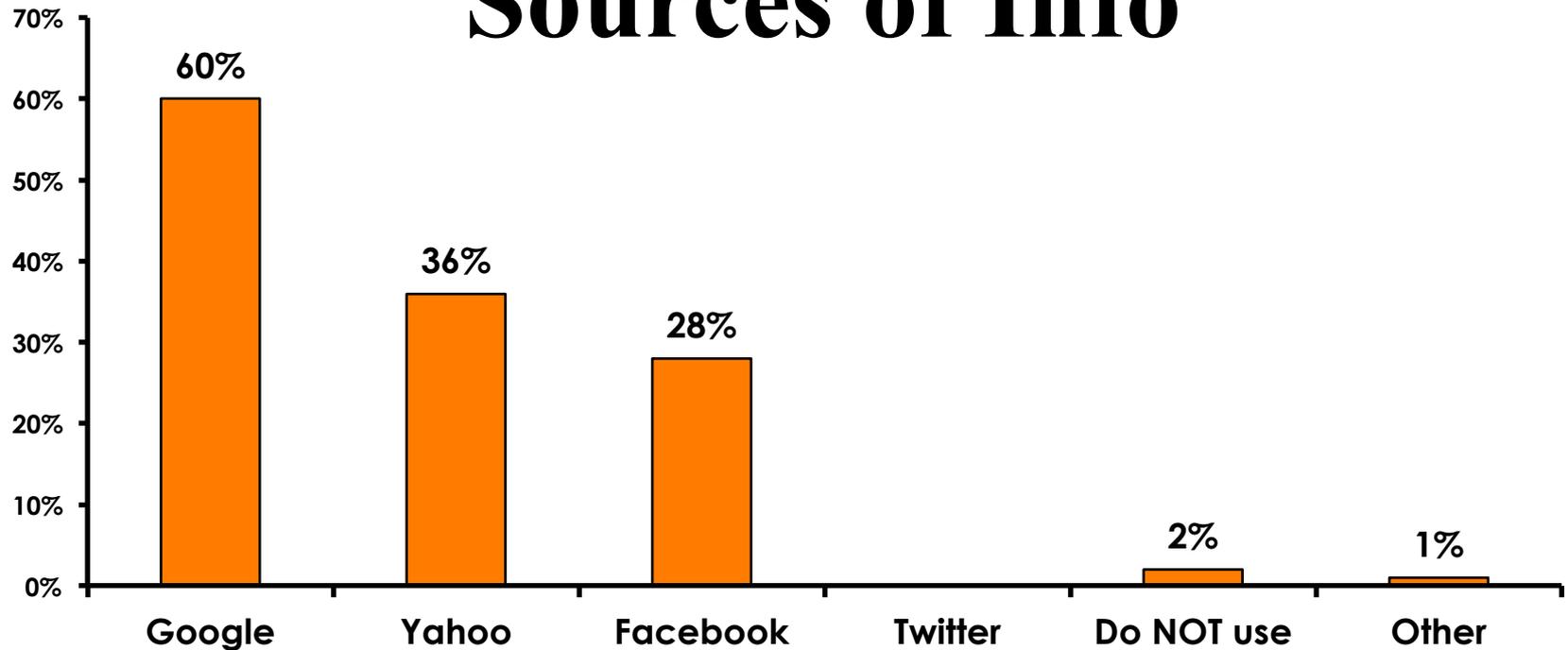
SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

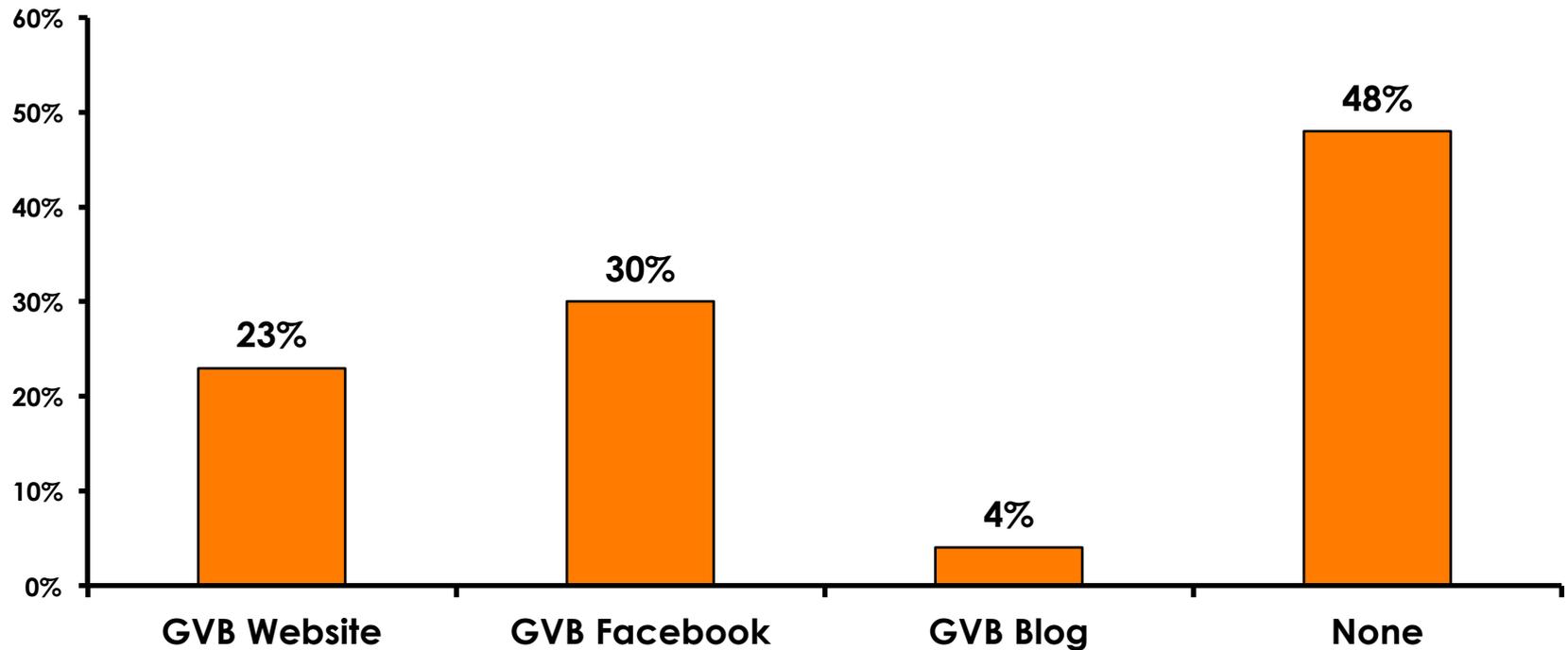


Internet- Things To Do

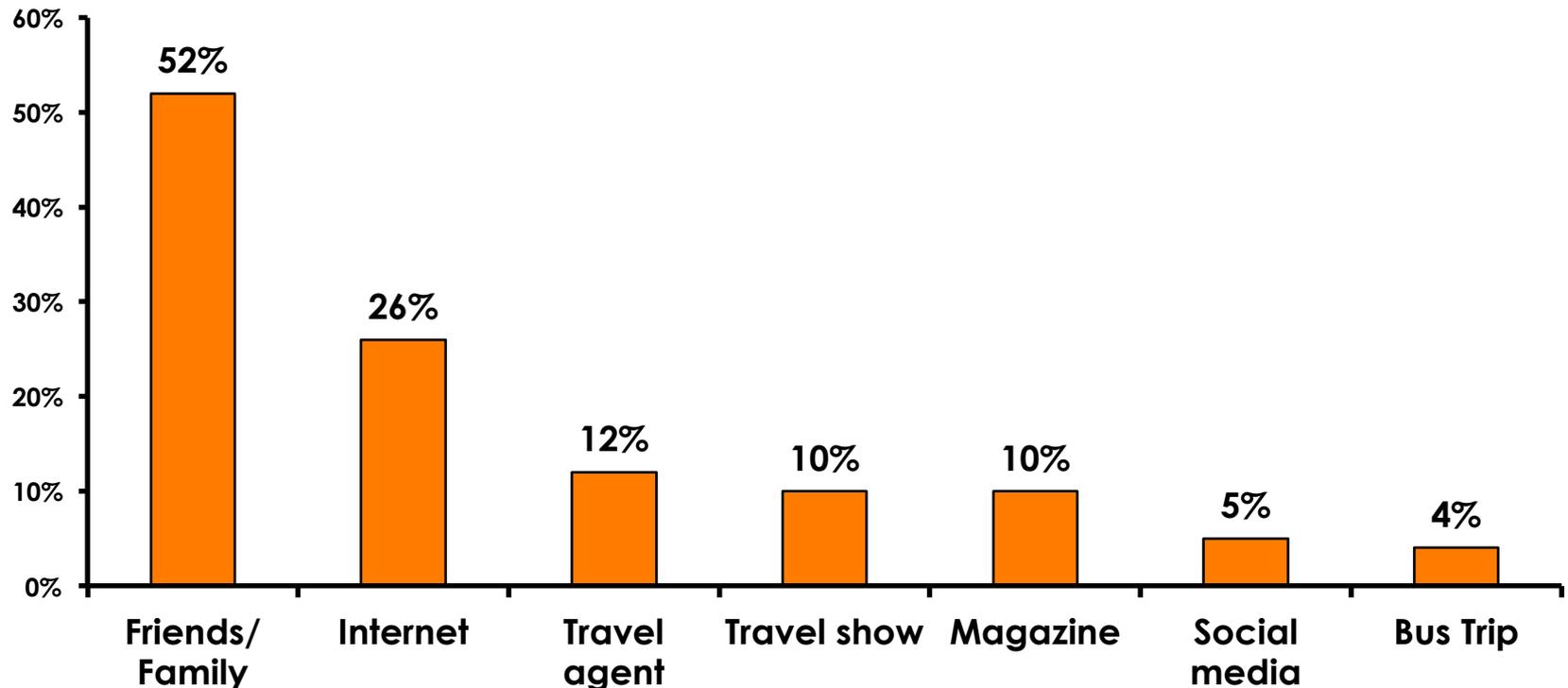
Sources of Info



Internet- GVB Sources

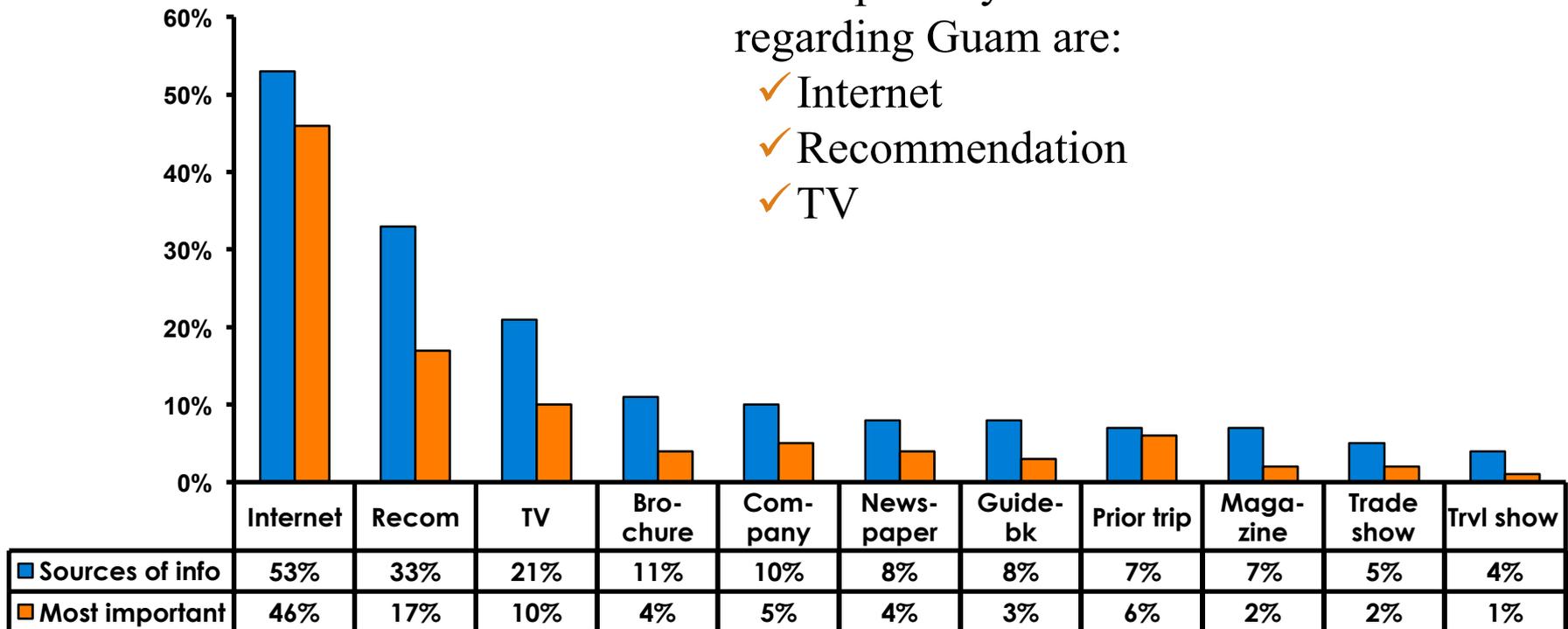


Travel Motivation- Info Sources



Sources of Information Pre-arrival

- The 3 primary sources of information regarding Guam are:
 - ✓ Internet
 - ✓ Recommendation
 - ✓ TV



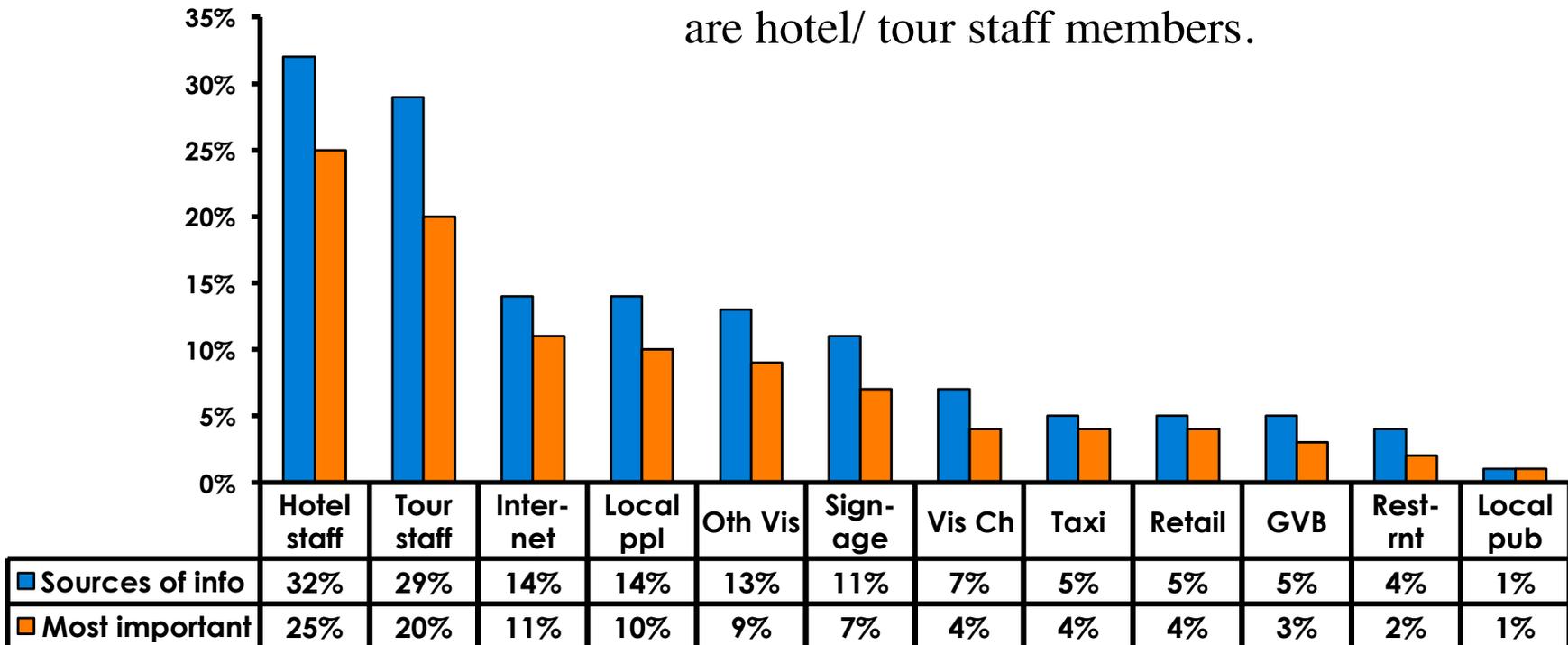
Sources of Information

Pre-arrival Top 3

	FY2012	FY2013
Internet	52%	46%
Recommend	Not top 3	17%
TV	8%	10%
Brochure	11%	Not top 3

Sources of Information Post-arrival

- The primary local source of information are hotel/ tour staff members.

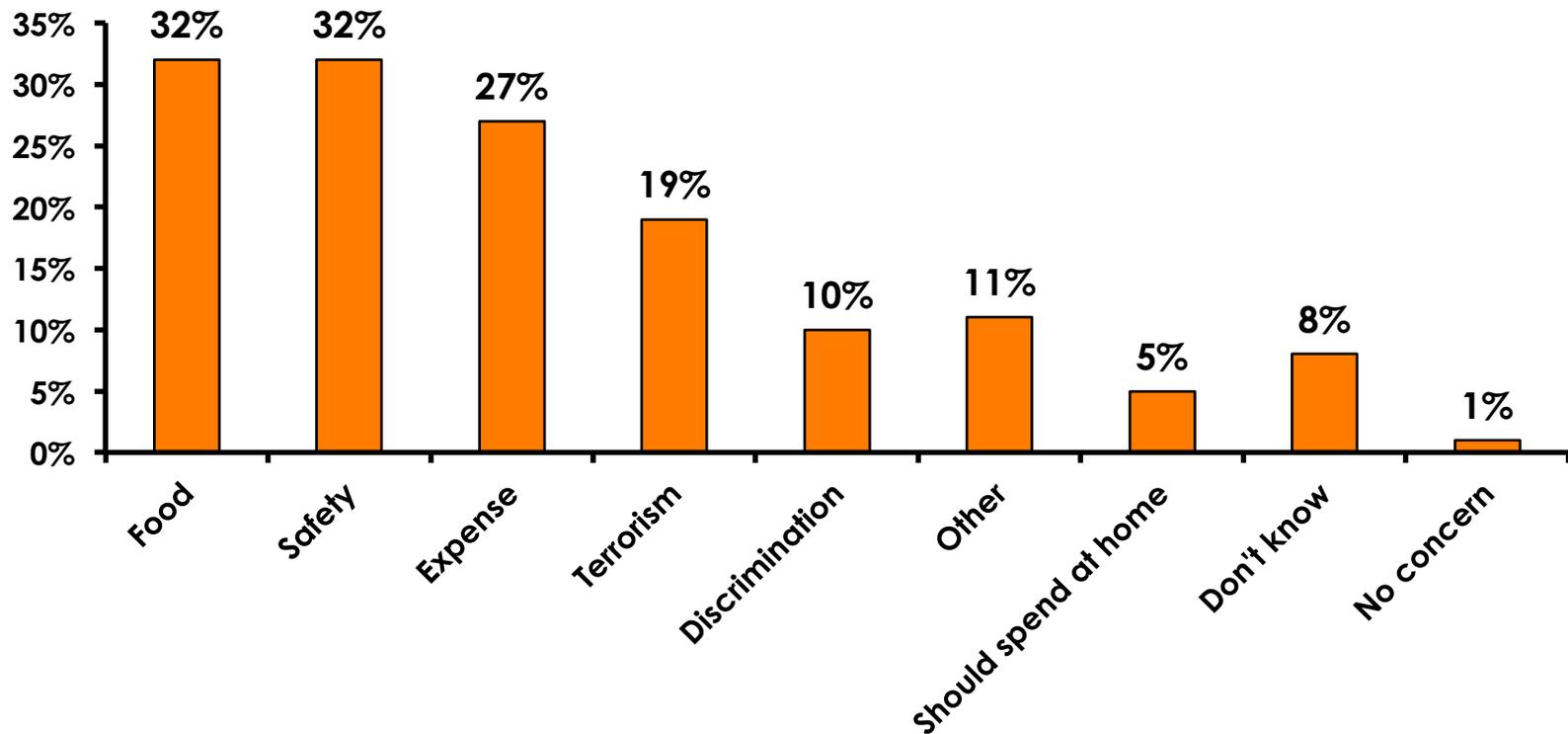


Sources of Information Post-arrival Top 3

	FY2012	FY2013
Hotel staff	12%	25%
Tour staff	18%	20%
Internet	NA	11%

SECTION 6 **OTHER ISSUES**

Concerns about travel outside of Taiwan - Overall



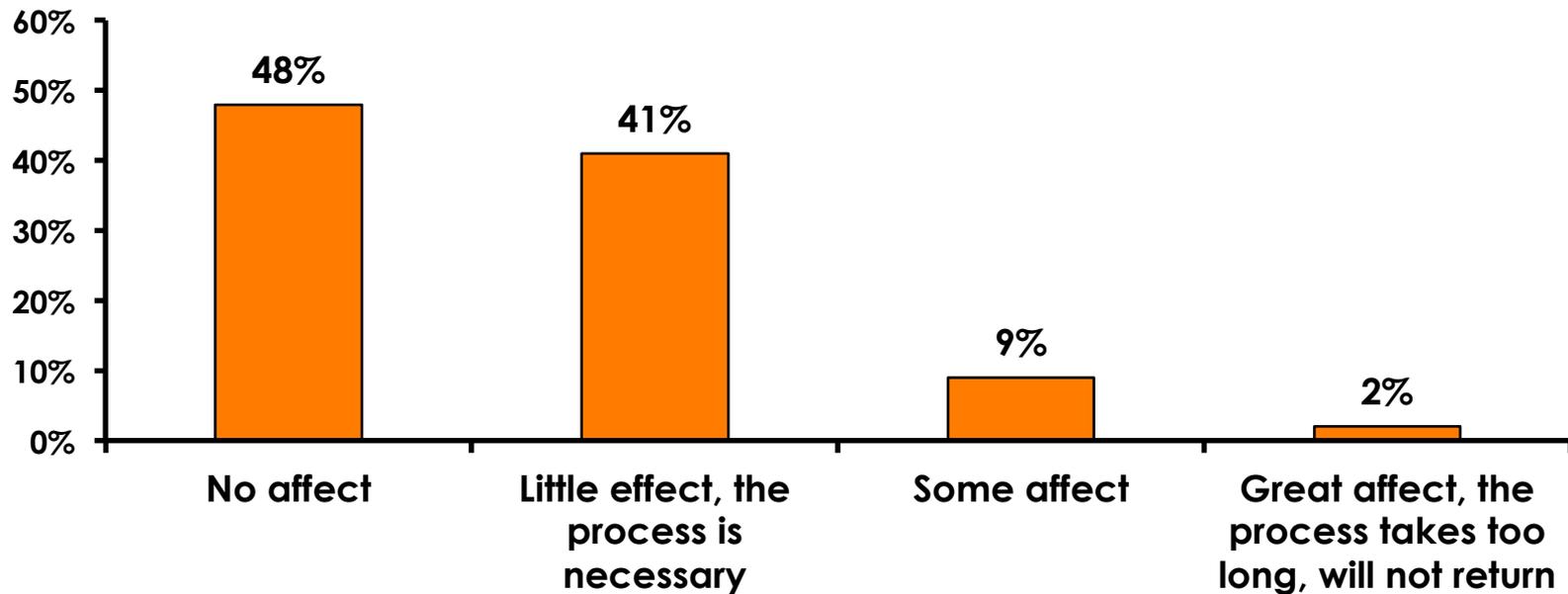
Concerns about travel outside of Taiwan

	FY2012	FY2013
Safety	49%	32%
Food	23%	32%
Expense	37%	27%
Terrorism	16%	19%
Discrimination	10%	10%
Should spend @home	4%	5%
Other	-	11%
DK	11%	8%
No Concern	5%	1%

Concerns about travel outside of Taiwan - By Age & Income

		TOTAL	AGE				Q26								
		-	18-24	25-34	35-49	50+	<=NT160K	NT160K-NT200K	NT200K-NT400K	NT400K-NT600K	NT600K-NT800K	NT800K-NT1.0M	NT1.0M+	No Income	
Q21	Food	32%	31%	33%	32%	31%	41%	67%	46%	39%	40%	29%	32%		
	Safety	32%	33%	34%	27%	34%	65%	89%	46%	36%	21%	39%	69%	50%	
	Expense	27%	37%	31%	21%	10%	76%	67%	50%	34%	18%	35%	40%		
	Terrorism	19%	18%	17%	20%	21%	24%	33%		13%	25%	23%	9%		
	Other	11%	8%	11%	11%	14%	18%	44%	25%	13%	9%	10%	13%		
	Discrimination against Taiwanese	10%	10%	11%	8%	17%			8%	1%	4%				
	Don't know	8%	10%	6%	12%	3%	6%		17%	11%	4%	8%	22%	50%	
	Should spend at home	5%	2%	6%	5%		12%		4%	6%	10%		1%		
	No concerns	1%	2%	2%	1%	3%			4%	4%	1%		3%		
	Total	Count	596	49	316	193	29	17	9	24	83	141	62	68	4

Security Screening/ Immigration Process at Guam International Airport



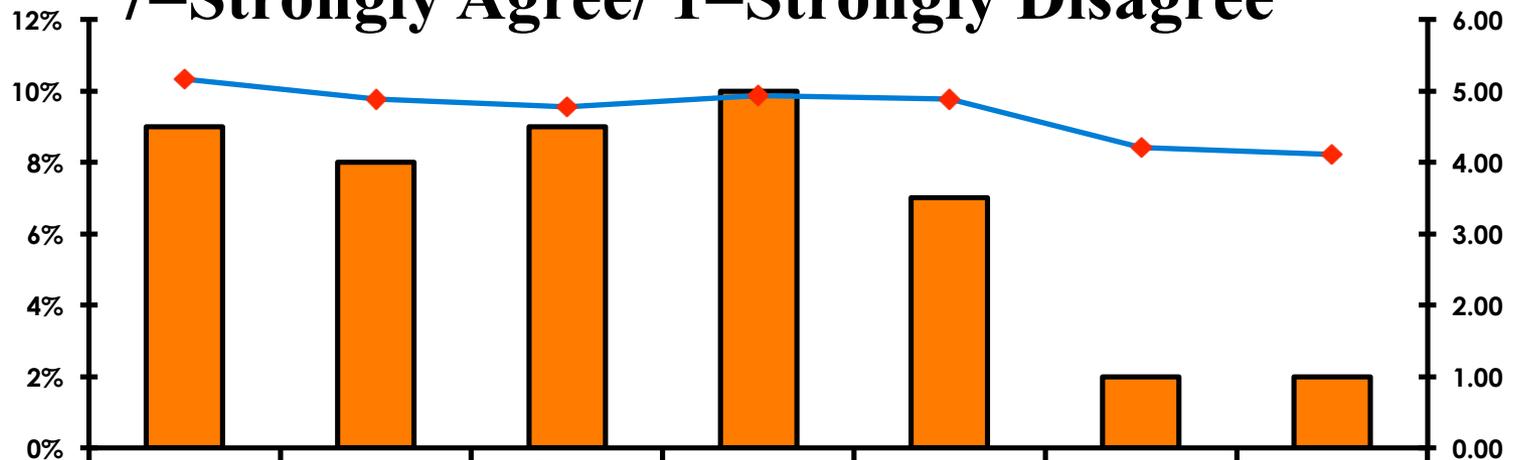
Security Screening/ Immigration Process at Guam International Airport

	FY2012	FY2013
No effect	43%	48%
Little effect	40%	41%
Some effect	14%	9%
Great effect	3%	2%

Airport Screening

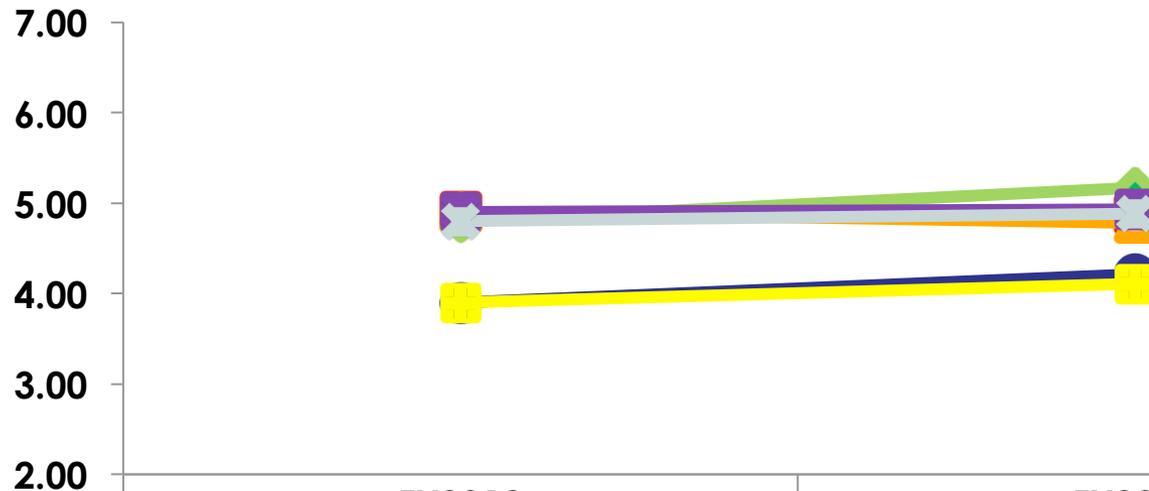
7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



 Strongly agree	9%	8%	9%	10%	7%	2%	2%
 MEAN	5.17	4.88	4.78	4.93	4.88	4.21	4.11

Airport Screening



	FY2012	FY2013
Time- Bag screening	4.80	5.17
Sign- Bag Screen	4.90	4.88
Time- clear security	4.90	4.78
Officer- good	4.90	4.93
Officer- careful	4.80	4.88
Officer- abusive	3.90	4.21
Officer- rude	3.90	4.11