Background & Methodology

• All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark’s professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.

• A total of 150 departing 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 150 is +/- 8.00 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 +/- 8.00 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

- Near equal split among single and married visitors.
MARITAL STATUS

- Married:
  - 1st Qtr: 66%
  - 2nd Qtr: 54%
  - 3rd Qtr: 46%
  - 4th Qtr: 34%

- Single:
  - 1st Qtr: 34%
  - 2nd Qtr: 46%
  - 3rd Qtr: 54%
  - 4th Qtr: 66%
• The average age of the respondents is 32.13 years of age.
AVERAGE - AGE

1st Qtr: 33.70
2nd Qtr: 32.13
Personal Income

- TWD30.27 = $1
Personal Income – 1st time vs. repeat

- <400K: 22% (1st Time), 36% (Repeat)
- 400K-600K: 27% (1st Time), 24% (Repeat)
- 600K-800K: 31% (1st Time), 24% (Repeat)
- 800K-1.0M: 7% (1st Time), 6% (Repeat)
- 1.0M+: 12% (1st Time), 12% (Repeat)
- None/Ref: 1%
## Personal Income by Gender & Age

<table>
<thead>
<tr>
<th>Q26</th>
<th>TOTAL</th>
<th>GENDER</th>
<th>AGE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Count</td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>&lt;=NT160K</td>
<td>6</td>
<td>4</td>
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</tr>
<tr>
<td></td>
<td>Column N %</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>NT160K-NT200K</td>
<td>7</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Column N %</td>
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<td>5%</td>
</tr>
<tr>
<td>NT200K-NT400K</td>
<td>14</td>
<td>4</td>
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<td>7%</td>
</tr>
<tr>
<td>NT400K-NT600K</td>
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<td>31%</td>
</tr>
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<td>NT600K-NT800K</td>
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<td>16</td>
<td>17</td>
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<td>26%</td>
</tr>
<tr>
<td>NT800K-NT1.0M</td>
<td>8</td>
<td>7</td>
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<tr>
<td></td>
<td>Column N %</td>
<td>7%</td>
<td>11%</td>
</tr>
<tr>
<td>NT1.0M+</td>
<td>13</td>
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<td>Column N %</td>
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<td>11%</td>
</tr>
<tr>
<td>No Income</td>
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<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Column N %</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Total</td>
<td>112</td>
<td>61</td>
<td>51</td>
</tr>
</tbody>
</table>
Travel Companions

- Family: 42%
- Friends: 39%
- Spouse: 37%
- Office: 18%
- Parent: 12%
- Child: 9%
- Alone: 8%
- Sibling/ Ext fam: 3%
Number of Children Travel Party

N=13 total respondents traveling with children. (Of those N=13 respondents, there is a total of 14 children 18 years or younger)
Prior Trips to Guam

First trip 83%

Repeat visitor 17%
PRIOR TRIPS TO GUAM

1st Time

Repeat

1st Qtr 2nd Qtr 3rd Qtr 4th Qtr

81% 83%

19% 17%
Trips to Guam by Age & Gender

<table>
<thead>
<tr>
<th>AGE</th>
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<th>TRIPS TO GUAM</th>
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<tr>
<td></td>
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<td>Count</td>
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<td>18-24</td>
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<td>78</td>
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<tr>
<td></td>
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<td>62</td>
</tr>
<tr>
<td>25-34</td>
<td>Male</td>
<td>150</td>
<td>124</td>
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<tr>
<td></td>
<td>Female</td>
<td>97</td>
<td>86</td>
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<tr>
<td>35-49</td>
<td>Male</td>
<td>36</td>
<td>26</td>
</tr>
<tr>
<td></td>
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<td>5</td>
<td>2</td>
</tr>
<tr>
<td>50+</td>
<td>Male</td>
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<td>2</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>150</td>
<td>124</td>
</tr>
</tbody>
</table>

- First time visitors are younger on average.
Repeat Visitors Last Trip

n = 26

- The average repeat visitor has been to Guam 2.00 times.

![Bar chart showing repeat visitors last trip frequencies.](chart.png)
Average Number Overnight Trips
(2009-2014) (2 nights or more)
# Length of Stay

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>1-2 Nights</td>
<td>3%</td>
</tr>
<tr>
<td>3 Nights</td>
<td>86%</td>
</tr>
<tr>
<td>4+ Nights</td>
<td>11%</td>
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Mean = 3.09 Days  
Median = 3.0 Days
AVG LENGTH OF STAY

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Average Length of Stay</th>
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<tbody>
<tr>
<td>1st Qtr</td>
<td>3.24</td>
</tr>
<tr>
<td>2nd Qtr</td>
<td>3.09</td>
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<tr>
<td>3rd Qtr</td>
<td>0.00</td>
</tr>
<tr>
<td>4th Qtr</td>
<td>1.00</td>
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</table>
# Occupation by Income

<table>
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<tbody>
<tr>
<td></td>
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<td>Quarters</td>
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<td>&lt;=NT160K</td>
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<tr>
<td>Q25</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office non-mgr</td>
<td>46%</td>
<td>50%</td>
</tr>
<tr>
<td>Salesperson</td>
<td>16%</td>
<td>17%</td>
</tr>
<tr>
<td>Prof-specialist</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
<td>14%</td>
</tr>
<tr>
<td>Skilled worker</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Student</td>
<td>5%</td>
<td>17%</td>
</tr>
<tr>
<td>Freelancer</td>
<td>4%</td>
<td>29%</td>
</tr>
<tr>
<td>Retired</td>
<td>2%</td>
<td>17%</td>
</tr>
<tr>
<td>Govt- Mgr/ Exec</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Govt- Office non-mgr</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Govt- Executive</td>
<td>1%</td>
<td></td>
</tr>
</tbody>
</table>

| Total             | Count  |       |       |       |       |       |       |       |          |
|                   | 128     | 6     | 7     | 14    | 30    | 33    | 8     | 13     | 1        |
SECTION 2
TRAVEL PLANNING
Travel Planning - Overall

- Full tour package: 16%
- Free-time package tours: 35%
- Individually arranged travel: 40%
- Group tour: 3%
- Other: 1%
- Company: 5%
# Accommodation by Income

**Average length of stay: 3.09 days**

<table>
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<tr>
<th>TOTAL</th>
<th>-</th>
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<th>NT160K-NT200K</th>
<th>NT200K-NT400K</th>
<th>NT400K-NT600K</th>
<th>NT600K-NT800K</th>
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<td>Q9</td>
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<tr>
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<td></td>
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<td></td>
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<td></td>
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<td>Verona Resort &amp; Spa</td>
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<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
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<td>Hotel Santa Fe</td>
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<tr>
<td>Tumon Bay Capital Hotel</td>
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<tr>
<td>Home stay/ friend/ relative</td>
<td>1%</td>
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<td>Oceanview Hotel</td>
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<td></td>
<td></td>
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<td></td>
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<td></td>
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<td>Guam Reef &amp; Olive Spa</td>
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<td></td>
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<td></td>
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<td></td>
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<table>
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<th>TOTAL</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</table>

Note: The table above shows the percentage distribution of guests staying at various resorts by income brackets.
Travel Motivation - Top Responses

- Beauty/Beach: 51%
- Relax: 33%
- No Visa: 30%
- Shop: 27%
- Safe: 19%
- Price: 17%
- Recommend: 15%
- Water sport: 12%
- Scuba: 11%
- Travel time: 9%
- Bus trip: 8%
- Pleasure: 7%
- Honeymoon: 7%

Reasons for travel:

- Beauty/Beach: 51%
- Relax: 33%
- No Visa: 30%
- Shop: 27%
- Safe: 19%
- Price: 17%
- Recommend: 15%
- Water sport: 12%
- Scuba: 11%
- Travel time: 9%
- Bus trip: 8%
- Pleasure: 7%
- Honeymoon: 7%

Most Important:

- Beauty/Beach: 28%
- Relax: 14%
- No Visa: 13%
- Shop: 5%
- Safe: 8%
- Price: 3%
- Recommend: 3%
- Water sport: 3%
- Scuba: 1%
- Travel time: 2%
- Bus trip: 5%
- Pleasure: 3%
- Honeymoon: 3%
Most Important Reason for Choosing Guam

- Guam’s natural beauty/beaches,
- Relaxation and
- No visa requirement

are the primary reasons for visiting during this period.
### Motivation by Age & Gender

<table>
<thead>
<tr>
<th>motivators</th>
<th>TOTAL</th>
<th>18-24</th>
<th>25-34</th>
<th>35-49</th>
<th>50+</th>
<th>Male</th>
<th>Female</th>
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<tbody>
<tr>
<td>Natural beauty</td>
<td>51%</td>
<td>75%</td>
<td>60%</td>
<td>23%</td>
<td>20%</td>
<td>45%</td>
<td>58%</td>
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<td>33%</td>
<td>25%</td>
<td>38%</td>
<td>26%</td>
<td>20%</td>
<td>33%</td>
<td>32%</td>
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<tr>
<td>No Visa requirement</td>
<td>30%</td>
<td>33%</td>
<td>31%</td>
<td>29%</td>
<td>20%</td>
<td>28%</td>
<td>32%</td>
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<td>Shopping</td>
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<td>14%</td>
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<td>23%</td>
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<td>18%</td>
<td>20%</td>
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<td>Price</td>
<td>17%</td>
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<td>20%</td>
<td>14%</td>
<td>14%</td>
<td>20%</td>
</tr>
<tr>
<td>Recommend a friend, family, travel agent</td>
<td>15%</td>
<td>8%</td>
<td>18%</td>
<td>11%</td>
<td>20%</td>
<td>12%</td>
<td>20%</td>
</tr>
<tr>
<td>Water sports</td>
<td>12%</td>
<td>50%</td>
<td>11%</td>
<td>3%</td>
<td>14%</td>
<td>14%</td>
<td>10%</td>
</tr>
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<td>12%</td>
<td>10%</td>
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<tr>
<td>Short travel time</td>
<td>9%</td>
<td>17%</td>
<td>10%</td>
<td>3%</td>
<td>13%</td>
<td>13%</td>
<td>4%</td>
</tr>
<tr>
<td>Company/Business Trip</td>
<td>8%</td>
<td>4%</td>
<td>17%</td>
<td>40%</td>
<td>8%</td>
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<td>Pleasure</td>
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<td>33%</td>
<td>6%</td>
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<td>10%</td>
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<tr>
<td>Honeymoon</td>
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<td>11%</td>
<td>20%</td>
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<td>Golf</td>
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<td>4%</td>
<td>11%</td>
<td>20%</td>
<td>5%</td>
<td>8%</td>
<td>4%</td>
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<tr>
<td>Previous trip</td>
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<td>11%</td>
<td>20%</td>
<td>20%</td>
<td>8%</td>
<td>4%</td>
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<tr>
<td>Visit friends/Relatives</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
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<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>Convention/Trade/Conference</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Married/Ann wedding</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Company sponsored</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>3%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Total Counts</td>
<td>149</td>
<td>12</td>
<td>97</td>
<td>35</td>
<td>5</td>
<td>78</td>
<td>71</td>
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## Motivation by Income

<table>
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<tr>
<th>Q5A</th>
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<th>&lt;=NT160K</th>
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<th>NT200K-NT400K</th>
<th>NT400K-NT600K</th>
<th>NT600K-NT800K</th>
<th>NT800K-NT1.0M</th>
<th>NT1.0M+</th>
<th>No Income</th>
</tr>
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<tbody>
<tr>
<td>Natural beauty</td>
<td>51%</td>
<td>67%</td>
<td>100%</td>
<td>79%</td>
<td>48%</td>
<td>45%</td>
<td>63%</td>
<td>69%</td>
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<tr>
<td>Relax</td>
<td>33%</td>
<td>33%</td>
<td>71%</td>
<td>21%</td>
<td>45%</td>
<td>33%</td>
<td>38%</td>
<td>46%</td>
<td>100%</td>
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<tr>
<td>No Visa requirement</td>
<td>30%</td>
<td>17%</td>
<td>57%</td>
<td>43%</td>
<td>17%</td>
<td>24%</td>
<td>25%</td>
<td>38%</td>
<td>100%</td>
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<tr>
<td>Shopping</td>
<td>27%</td>
<td>50%</td>
<td>43%</td>
<td>50%</td>
<td>24%</td>
<td>13%</td>
<td>13%</td>
<td>15%</td>
<td>38%</td>
</tr>
<tr>
<td>Safe</td>
<td>19%</td>
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<td>43%</td>
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<td>17%</td>
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<td>15%</td>
<td>38%</td>
</tr>
<tr>
<td>Price</td>
<td>17%</td>
<td>33%</td>
<td>29%</td>
<td>29%</td>
<td>7%</td>
<td>21%</td>
<td>13%</td>
<td>15%</td>
<td>38%</td>
</tr>
<tr>
<td>Recom- friend/family/travel agent</td>
<td>15%</td>
<td>14%</td>
<td>29%</td>
<td>21%</td>
<td>15%</td>
<td>25%</td>
<td>31%</td>
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<td>Water sports</td>
<td>12%</td>
<td>17%</td>
<td>29%</td>
<td>21%</td>
<td>14%</td>
<td>9%</td>
<td>25%</td>
<td>15%</td>
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<tr>
<td>Scuba</td>
<td>11%</td>
<td>43%</td>
<td>7%</td>
<td>17%</td>
<td>6%</td>
<td>25%</td>
<td>15%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Short travel time</td>
<td>9%</td>
<td>29%</td>
<td>7%</td>
<td>7%</td>
<td>9%</td>
<td>13%</td>
<td>15%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company/ Business Trip</td>
<td>8%</td>
<td>17%</td>
<td>7%</td>
<td>7%</td>
<td>3%</td>
<td>15%</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pleasure</td>
<td>7%</td>
<td>29%</td>
<td>10%</td>
<td>9%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Honeymoon</td>
<td>7%</td>
<td>29%</td>
<td>7%</td>
<td>14%</td>
<td>6%</td>
<td>25%</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Golf</td>
<td>6%</td>
<td></td>
<td></td>
<td></td>
<td>7%</td>
<td>6%</td>
<td>13%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Previous trip</td>
<td>4%</td>
<td>17%</td>
<td>14%</td>
<td>7%</td>
<td>3%</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visit friends/ Relatives</td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
<td>3%</td>
<td>13%</td>
<td>15%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3%</td>
<td>13%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Convention/ Trade/ Conference</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Married/ Attending wedding</td>
<td>1%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3%</td>
<td>13%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company Sponsored</td>
<td>1%</td>
<td></td>
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<td></td>
<td></td>
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<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>148</strong></td>
<td><strong>6</strong></td>
<td><strong>7</strong></td>
<td><strong>14</strong></td>
<td><strong>29</strong></td>
<td><strong>33</strong></td>
<td><strong>8</strong></td>
<td><strong>13</strong></td>
<td><strong>1</strong></td>
</tr>
</tbody>
</table>

*Qmark Research*
SECTION 3
EXPENDITURES
Prepaid Expenditures
TWD 30.27/US$1

- $742.25 = overall mean average prepaid expense (for entire travel party size) by respondent
- $0 = minimum (lowest amount recorded for the entire sample)
- $5,019 = maximum (highest amount recorded for the entire sample)
- $544.87 = overall mean average per person prepaid expenditures
PREPAID EXPENDITURES
Per Person

1st Qtr: $531.93
2nd Qtr: $544.87
3rd Qtr: $0.00
4th Qtr: $200.00
YTD: $538.40
Breakdown of Prepaid Expenditures
TWD 30.27=$1
(Filter: Only those who responded/Per Travel Party)

<table>
<thead>
<tr>
<th>Service Description</th>
<th>MEAN $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air &amp; Accommodation package only</td>
<td>$727.22</td>
</tr>
<tr>
<td>Air &amp; Accommodation w/ daily meal package</td>
<td>$1,254.09</td>
</tr>
<tr>
<td>Air only</td>
<td>$594.65</td>
</tr>
<tr>
<td>Accommodation only</td>
<td>$-</td>
</tr>
<tr>
<td>Accommodation w/ daily meal only</td>
<td>$991.08</td>
</tr>
<tr>
<td>Food &amp; Beverages in Hotel</td>
<td>$49.55</td>
</tr>
<tr>
<td>Ground transportation – Taiwan</td>
<td>$70.52</td>
</tr>
<tr>
<td>Ground transportation – Guam</td>
<td>$67.49</td>
</tr>
<tr>
<td>Optional tours/ activities</td>
<td>$418.90</td>
</tr>
<tr>
<td>Other expenses</td>
<td>$609.56</td>
</tr>
<tr>
<td><strong>Total Prepaid</strong></td>
<td><strong>$742.25</strong></td>
</tr>
</tbody>
</table>
PREPAID MEAL BREAKDOWN
Air/ Accommodations with Daily Meal Pkg.
n= 1

Mean=$1,254.09 per travel party
PREPAID MEAL BREAKDOWN
Accommodations with Daily Meal Pkg.
n=1

Mean=$991.08 per travel party
PREPAID GROUND TRANSPORTATION

n=5

Mean=$67.49 per travel party
On-Island Expenditures

- $503.95 = overall mean average on-island expense (for entire travel party size) by respondent
- $0 = Minimum (lowest amount recorded for the entire sample)
- $5,700 = Maximum (highest amount recorded for the entire sample)
- $406.17 = overall mean average per person on-island expenditure
ON-ISLAND EXPENDITURES Per Person

YTD = $343.87
ON-ISLE EXPENDITURES – Per Day

Per Person YTD = $101.47    Travel Party YTD = $150.52
PREPAID/ ON-ISLE EXPENDITURES – Per Person

Prepaid YTD = $538.40  On-Isle YTD = $343.87
Total On-Island Expenditure by Gender & Age

<table>
<thead>
<tr>
<th>PER PERSON</th>
<th>TOTAL</th>
<th>GENDER</th>
<th>GENDER</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>Mean</td>
<td>$406.17</td>
<td>$466.28</td>
<td>$341.06</td>
</tr>
<tr>
<td>Median</td>
<td>$222</td>
<td>$190</td>
<td>$300</td>
</tr>
<tr>
<td>Minimum</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Maximum</td>
<td>$5,700</td>
<td>$5,700</td>
<td>$2,266</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AGE</th>
<th>18-24</th>
<th>25-34</th>
<th>35-49</th>
<th>50+</th>
<th>18-24</th>
<th>25-34</th>
<th>35-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>$203.33</td>
<td>$502.91</td>
<td>$352.07</td>
<td>$1,156.00</td>
<td>$284.29</td>
<td>$386.35</td>
<td>$196.07</td>
<td>$445.00</td>
</tr>
<tr>
<td>Female</td>
<td>$167</td>
<td>$300</td>
<td>$0</td>
<td>$668</td>
<td>$330</td>
<td>$310</td>
<td>$0</td>
<td>$445</td>
</tr>
</tbody>
</table>

| Minimum| $0 | $0 | $0 | $0 | $0 | $0 | $0 | $200 |
| Maximum| $500 | $2,000 | $5,700 | $2,800 | $700 | $2,266 | $761 | $690 |
## On-Island Expenditure Categories by Gender & Age

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
<th>Gender</th>
<th>Age</th>
<th>18-24</th>
<th>25-34</th>
<th>35-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mean</td>
<td>Male</td>
<td>Female</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>F&amp;B HOTEL</td>
<td>$37.44</td>
<td>$61.90</td>
<td>$10.94</td>
<td>$0.00</td>
<td>$35.65</td>
<td>$41.39</td>
<td>$133.60</td>
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<td>Median</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>F&amp;B FF/STORE</td>
<td>$29.42</td>
<td>$34.15</td>
<td>$24.29</td>
<td>$19.75</td>
<td>$29.89</td>
<td>$21.03</td>
<td>$104.00</td>
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<tr>
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<td>Median</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>F&amp;B RESTRNT</td>
<td>$29.94</td>
<td>$37.10</td>
<td>$22.18</td>
<td>$25.33</td>
<td>$29.58</td>
<td>$29.67</td>
<td>$50.00</td>
</tr>
<tr>
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<td>Median</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>OPT TOUR</td>
<td>$39.21</td>
<td>$45.90</td>
<td>$31.96</td>
<td>$71.67</td>
<td>$34.78</td>
<td>$37.42</td>
<td>$60.00</td>
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<tr>
<td></td>
<td>Median</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>GIFT- SELF</td>
<td>$117.97</td>
<td>$131.26</td>
<td>$103.57</td>
<td>$53.75</td>
<td>$115.52</td>
<td>$107.08</td>
<td>$398.00</td>
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<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>GIFT- OTHER</td>
<td>$58.77</td>
<td>$40.64</td>
<td>$78.42</td>
<td>$58.50</td>
<td>$69.98</td>
<td>$29.61</td>
<td>$52.00</td>
</tr>
<tr>
<td></td>
<td>Median</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
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<td>TRANS</td>
<td>$11.34</td>
<td>$12.87</td>
<td>$9.69</td>
<td>$3.50</td>
<td>$11.35</td>
<td>$15.53</td>
<td>$0.00</td>
</tr>
<tr>
<td></td>
<td>Median</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>OTHER</td>
<td>$180.25</td>
<td>$188.03</td>
<td>$171.83</td>
<td>$58.33</td>
<td>$246.78</td>
<td>$37.22</td>
<td>$212.00</td>
</tr>
<tr>
<td></td>
<td>Median</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$503.95</td>
<td>$551.08</td>
<td>$452.88</td>
<td>$290.83</td>
<td>$572.91</td>
<td>$318.94</td>
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</tr>
<tr>
<td></td>
<td>Median</td>
<td>$295</td>
<td>$218</td>
<td>$305</td>
<td>$315</td>
<td>$400</td>
<td>$0</td>
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</tbody>
</table>
## On-Island Expenditures
### First Timers & Repeaters

<table>
<thead>
<tr>
<th></th>
<th>TOTAL</th>
<th>TRIPS TO GUAM</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mean</td>
<td>1st</td>
</tr>
<tr>
<td>F&amp;B HOTEL</td>
<td>$37.44</td>
<td>$14.50</td>
</tr>
<tr>
<td></td>
<td>Median</td>
<td>$0</td>
</tr>
<tr>
<td>F&amp;B FF/STORE</td>
<td>$29.42</td>
<td>$24.30</td>
</tr>
<tr>
<td></td>
<td>Median</td>
<td>$0</td>
</tr>
<tr>
<td>F&amp;B RESTRNT</td>
<td>$29.94</td>
<td>$24.77</td>
</tr>
<tr>
<td></td>
<td>Median</td>
<td>$0</td>
</tr>
<tr>
<td>OPT TOUR</td>
<td>$39.21</td>
<td>$34.12</td>
</tr>
<tr>
<td></td>
<td>Median</td>
<td>$0</td>
</tr>
<tr>
<td>GIFT- SELF</td>
<td>$117.97</td>
<td>$105.63</td>
</tr>
<tr>
<td></td>
<td>Median</td>
<td>$0</td>
</tr>
<tr>
<td>GIFT- OTHER</td>
<td>$58.77</td>
<td>$59.81</td>
</tr>
<tr>
<td></td>
<td>Median</td>
<td>$0</td>
</tr>
<tr>
<td>TRANS</td>
<td>$11.34</td>
<td>$10.74</td>
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<td>Median</td>
<td>$0</td>
</tr>
<tr>
<td>OTHER</td>
<td>$180.25</td>
<td>$187.59</td>
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<td>Median</td>
<td>$0</td>
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<tr>
<td>TOTAL</td>
<td>$503.95</td>
<td>$460.97</td>
</tr>
<tr>
<td></td>
<td>Median</td>
<td>$295</td>
</tr>
</tbody>
</table>
Total Expenditures Per Person (Prepaid & On-Island)

- $951.04 = overall average
- $0 = Minimum (lowest amount recorded for the entire sample)
- $9,004 = Maximum (highest amount recorded for the entire sample)
TOTAL EXPENDITURES
Per Person

YTD = $882.27
## Breakdown of On-Island Expenditures

<table>
<thead>
<tr>
<th>Item</th>
<th>MEAN $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food &amp; beverage in a hotel</td>
<td>$37.44</td>
</tr>
<tr>
<td>Food &amp; beverage in fast food restaurant/convenience store</td>
<td>$29.42</td>
</tr>
<tr>
<td>Food &amp; beverage at restaurants or drinking establishments outside a hotel</td>
<td>$29.94</td>
</tr>
<tr>
<td>Optional tours and activities</td>
<td>$39.21</td>
</tr>
<tr>
<td>Gifts/ souvenirs for yourself/companions</td>
<td>$117.97</td>
</tr>
<tr>
<td>Gifts/ souvenirs for friends/family at home</td>
<td>$58.77</td>
</tr>
<tr>
<td>Local transportation</td>
<td>$11.34</td>
</tr>
<tr>
<td>Other expenses not covered</td>
<td>$180.25</td>
</tr>
<tr>
<td><strong>Average Total</strong></td>
<td><strong>$503.95</strong></td>
</tr>
</tbody>
</table>
Local Transportation
n=31

Mean=$11.34 per travel party
Guam Airport Expenditures

- $48.29 = overall average
- $0 = Minimum (lowest amount recorded for the entire sample)
- $2,000 = Maximum (highest amount recorded for the entire sample)
# Breakdown of Airport Expenditures

<table>
<thead>
<tr>
<th>Item</th>
<th>Mean $</th>
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</thead>
<tbody>
<tr>
<td>Food &amp; Beverages</td>
<td>$5.46</td>
</tr>
<tr>
<td>Gifts/Souvenirs Self</td>
<td>$20.34</td>
</tr>
<tr>
<td>Gifts/Souvenirs Others</td>
<td>$22.50</td>
</tr>
<tr>
<td>Total</td>
<td>$48.29</td>
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</tbody>
</table>
SECTION 4
VISITOR SATISFACTION
Satisfaction Scores Overall

7pt Rating Scale
7=Very Satisfied/1=Very Dissatisfied

<table>
<thead>
<tr>
<th></th>
<th>Ease of getting around</th>
<th>Safety walking at night</th>
<th>Price</th>
<th>OVERALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very satisfied</td>
<td>19%</td>
<td>15%</td>
<td>13%</td>
<td>15%</td>
</tr>
<tr>
<td>MEAN</td>
<td>4.93</td>
<td>4.79</td>
<td>4.54</td>
<td>5.31</td>
</tr>
</tbody>
</table>
Satisfaction Quality/ Cleanliness
7pt Rating Scale
7=Very Satisfied/1=Very Dissatisfied

<table>
<thead>
<tr>
<th>Location</th>
<th>Very satisfied</th>
<th>MEAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beaches / Parks</td>
<td>24%</td>
<td>5.34</td>
</tr>
<tr>
<td>Air/ Sky</td>
<td>29%</td>
<td>5.23</td>
</tr>
<tr>
<td>Parks</td>
<td>26%</td>
<td>5.26</td>
</tr>
<tr>
<td>Landscape Tumon</td>
<td>33%</td>
<td>5.35</td>
</tr>
<tr>
<td>Landscape Guam</td>
<td>29%</td>
<td>5.30</td>
</tr>
<tr>
<td>Ground Handler</td>
<td>17%</td>
<td>5.03</td>
</tr>
<tr>
<td>Trans Vehicle</td>
<td>17%</td>
<td>5.01</td>
</tr>
</tbody>
</table>
Wedding Satisfaction Scores
7pt Rating Scale
7=Very Satisfied/1=Very Dissatisfied

<table>
<thead>
<tr>
<th></th>
<th>Facility</th>
<th>Staff</th>
<th>Service</th>
<th>Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very satisfied</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>MEAN</td>
<td>4.69</td>
<td>4.62</td>
<td>4.62</td>
<td>4.62</td>
</tr>
</tbody>
</table>
Quality of Accommodations

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied

<table>
<thead>
<tr>
<th>Category</th>
<th>Very satisfied</th>
<th>MEAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room</td>
<td>18%</td>
<td>5.05</td>
</tr>
<tr>
<td>View</td>
<td>22%</td>
<td>5.01</td>
</tr>
<tr>
<td>Furnishing</td>
<td>17%</td>
<td>4.75</td>
</tr>
<tr>
<td>Cleanliness</td>
<td>19%</td>
<td>4.84</td>
</tr>
<tr>
<td>Food Quality</td>
<td>18%</td>
<td>4.89</td>
</tr>
<tr>
<td>Food Quantity</td>
<td>18%</td>
<td>5.07</td>
</tr>
<tr>
<td>Staff</td>
<td>24%</td>
<td>5.16</td>
</tr>
<tr>
<td>Service</td>
<td>23%</td>
<td>5.05</td>
</tr>
<tr>
<td>Value</td>
<td>18%</td>
<td>4.74</td>
</tr>
<tr>
<td>OVER-ALL</td>
<td>17%</td>
<td>4.68</td>
</tr>
</tbody>
</table>
Quality of Dining Experience

7pt Rating Scale
7=Very Satisfied/1=Very Dissatisfied

<table>
<thead>
<tr>
<th>Category</th>
<th>Very satisfied</th>
<th>MEAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Furnishings</td>
<td>17%</td>
<td>5.30</td>
</tr>
<tr>
<td>Cleanliness</td>
<td>17%</td>
<td>5.28</td>
</tr>
<tr>
<td>Food-Quality</td>
<td>17%</td>
<td>5.19</td>
</tr>
<tr>
<td>Food-Quantity</td>
<td>20%</td>
<td>5.29</td>
</tr>
<tr>
<td>Staff</td>
<td>25%</td>
<td>5.35</td>
</tr>
<tr>
<td>Service</td>
<td>24%</td>
<td>5.30</td>
</tr>
<tr>
<td>Value</td>
<td>16%</td>
<td>5.04</td>
</tr>
</tbody>
</table>

4.85 5.00 5.05 5.10 5.15 5.20 5.25 5.30 5.35 5.40
Visits to Shopping Centers/Malls on Guam
Top responses

<table>
<thead>
<tr>
<th>Store</th>
<th>Shopped</th>
</tr>
</thead>
<tbody>
<tr>
<td>DFS</td>
<td>79%</td>
</tr>
<tr>
<td>ABC</td>
<td>56%</td>
</tr>
<tr>
<td>K-Mart</td>
<td>50%</td>
</tr>
<tr>
<td>Prem Outlet</td>
<td>34%</td>
</tr>
<tr>
<td>Micro Mall</td>
<td>31%</td>
</tr>
<tr>
<td>Ross</td>
<td>29%</td>
</tr>
<tr>
<td>JP Super</td>
<td>26%</td>
</tr>
<tr>
<td>Macys</td>
<td>25%</td>
</tr>
<tr>
<td>Gift Shop</td>
<td>15%</td>
</tr>
</tbody>
</table>
## Satisfaction with Shopping

7pt Rating Scale  
7 = Very Satisfied / 1 = Very Dissatisfied

<table>
<thead>
<tr>
<th></th>
<th>Quality of Shopping</th>
<th>Variety of Shopping</th>
</tr>
</thead>
<tbody>
<tr>
<td>Score of 6 to 7 = 39%</td>
<td></td>
<td>Score of 6 to 7 = 38%</td>
</tr>
<tr>
<td>Score of 4 to 5 = 51%</td>
<td></td>
<td>Score of 4 to 5 = 49%</td>
</tr>
<tr>
<td>Score 1 to 3 = 10%</td>
<td></td>
<td>Score 1 to 3 = 11%</td>
</tr>
<tr>
<td><strong>MEAN = 5.01</strong></td>
<td><strong>MEAN = 4.95</strong></td>
<td></td>
</tr>
</tbody>
</table>
Optional Tour Participation

- Average number of tours participated in is .78
Optional Tours
Participation & Satisfaction

- Fish Eye
- Snuba
- Cham NM
- Gef Pag o
- Skydive
- Und-wtr Wid
- Atlantis
- Sandcstl
- Club
- Sing-shot
- Coc Isle
- Coc Palm
- Sea walk
- Flea Mkt
- Cult Park
- BIG
- Flt Sch
- Spa
- Cop ter
- Fai Fai
- Alupan g
- Zorb
- Jet Club
- Eng Lan g
- Tagadar
- Other

**Participated:**
- Fish Eye: 11%
- Snuba: 7%
- Cham NM: 7%
- Gef Pag o: 6%
- Skydive: 5%
- Und-wtr Wid: 5%
- Atlantis: 5%
- Sandcstl: 4%
- Club: 4%
- Sing-shot: 3%
- Coc Isle: 3%
- Coc Palm: 3%
- Sea walk: 3%
- Flea Mkt: 3%
- Cult Park: 2%
- BIG: 2%
- Flt Sch: 2%
- Spa: 1%
- Cop ter: 1%
- Fai Fai: 1%
- Alupan g: 1%
- Zorb: 1%
- Jet Club: 1%
- Eng Lan g: 1%
- Tagadar: 3%
- Other: 1%

**MEAN Satis:**
- Fish Eye: 5.88
- Snuba: 6.45
- Cham NM: 5.60
- Gef Pag o: 6.43
- Skydive: 6.43
- Und-wtr Wid: 5.14
- Atlantis: 5.33
- Sandcstl: 5.17
- Club: 6.40
- Sing-shot: 6.20
- Coc Isle: 6.40
- Coc Palm: 5.80
- Sea walk: 6.25
- Flea Mkt: 5.25
- Cult Park: 6.67
- BIG: 6.33
- Flt Sch: 6.00
- Spa: 7.00
- Cop ter: 7.00
- Fai Fai: 6.00
- Alupan g: 7.00
- Zorb: 6.00
- Jet Club: 5.00
- Eng Lan g: 6.25
# Day Tours Satisfaction

7pt Rating Scale  
7=Very Satisfied/ 1=Very Dissatisfied

<table>
<thead>
<tr>
<th>Quality of Day Tour</th>
<th>Variety of Day Tour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Score of 6 to 7 = 38%</td>
<td>Score of 6 to 7 = 37%</td>
</tr>
<tr>
<td>Score of 4 to 5 = 48%</td>
<td>Score of 4 to 5 = 54%</td>
</tr>
<tr>
<td>Score 1 to 3 = 13%</td>
<td>Score 1 to 3 = 8%</td>
</tr>
<tr>
<td><strong>MEAN = 4.96</strong></td>
<td><strong>MEAN = 5.02</strong></td>
</tr>
</tbody>
</table>
# Night Tours Satisfaction

7pt Rating Scale  
7=Very Satisfied/ 1=Very Dissatisfied

<table>
<thead>
<tr>
<th>Quality of Night Tour</th>
<th>Variety of Night Tour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Score of 6 to 7 = 28%</td>
<td>Score of 6 to 7 = 32%</td>
</tr>
<tr>
<td>Score of 4 to 5 = 66%</td>
<td>Score of 4 to 5 = 62%</td>
</tr>
<tr>
<td>Score 1 to 3 = 6%</td>
<td>Score 1 to 3 = 7%</td>
</tr>
<tr>
<td><strong>MEAN = 4.88</strong></td>
<td><strong>MEAN = 4.86</strong></td>
</tr>
</tbody>
</table>
# Satisfaction with Other Activities

## Participated

<table>
<thead>
<tr>
<th>Activity</th>
<th>Participated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dolphin Shop</td>
<td>37%</td>
</tr>
<tr>
<td>Sight-see</td>
<td>35%</td>
</tr>
<tr>
<td>Dinner Show</td>
<td>27%</td>
</tr>
<tr>
<td>Ocean Lovers</td>
<td>26%</td>
</tr>
<tr>
<td>Beach Resort</td>
<td>23%</td>
</tr>
<tr>
<td>Snorkeling</td>
<td>21%</td>
</tr>
<tr>
<td>Wt Park</td>
<td>19%</td>
</tr>
<tr>
<td>Arch site</td>
<td>13%</td>
</tr>
<tr>
<td>Golf</td>
<td>9%</td>
</tr>
<tr>
<td>Windsurfing</td>
<td>8%</td>
</tr>
<tr>
<td>River Crossing</td>
<td>7%</td>
</tr>
<tr>
<td>Gun</td>
<td>5%</td>
</tr>
<tr>
<td>Jet Skiing</td>
<td>4%</td>
</tr>
<tr>
<td>Parasailing</td>
<td>3%</td>
</tr>
<tr>
<td>Frt Wild</td>
<td>2%</td>
</tr>
</tbody>
</table>

## Mean Satisfaction

<table>
<thead>
<tr>
<th>Activity</th>
<th>Mean Satis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dolphin Shop</td>
<td>6.09</td>
</tr>
<tr>
<td>Sight-see</td>
<td>5.98</td>
</tr>
<tr>
<td>Dinner Show</td>
<td>6.17</td>
</tr>
<tr>
<td>Ocean Lovers</td>
<td>6.26</td>
</tr>
<tr>
<td>Beach Resort</td>
<td>6.03</td>
</tr>
<tr>
<td>Snorkeling</td>
<td>6.13</td>
</tr>
<tr>
<td>Wt Park</td>
<td>6.07</td>
</tr>
<tr>
<td>Arch site</td>
<td>6.40</td>
</tr>
<tr>
<td>Golf</td>
<td>6.08</td>
</tr>
<tr>
<td>Windsurfing</td>
<td>5.33</td>
</tr>
<tr>
<td>River Crossing</td>
<td>6.18</td>
</tr>
<tr>
<td>Gun</td>
<td>6.00</td>
</tr>
<tr>
<td>Jet Skiing</td>
<td>6.20</td>
</tr>
<tr>
<td>Parasailing</td>
<td>5.33</td>
</tr>
<tr>
<td>Frt Wild</td>
<td>6.00</td>
</tr>
</tbody>
</table>

---

[Image of bar chart and line graph showing satisfaction levels for various activities, with percentages and mean satisfaction ratings provided.]
What would it take to make you want to stay an extra day in Guam?

<table>
<thead>
<tr>
<th>Incentive</th>
<th>More time</th>
<th>Budget/Money</th>
<th>Nothing</th>
<th>Flt Sched</th>
<th>More things to do</th>
<th>Less restrictions</th>
<th>Pkg Offer-longer stay</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incentive</td>
<td>47%</td>
<td>32%</td>
<td>9%</td>
<td>34%</td>
<td>10%</td>
<td>15%</td>
<td>8%</td>
<td>1%</td>
</tr>
</tbody>
</table>
On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

<table>
<thead>
<tr>
<th>Perception</th>
<th>Strongly Agree</th>
<th>MEAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guam was better than expected</td>
<td>17%</td>
<td>5.08</td>
</tr>
<tr>
<td>I had no communication problems</td>
<td>15%</td>
<td>4.77</td>
</tr>
<tr>
<td>I will recommend Guam to friends</td>
<td>22%</td>
<td>4.83</td>
</tr>
<tr>
<td>Sites on Guam were attractive</td>
<td>20%</td>
<td>4.88</td>
</tr>
<tr>
<td>I plan to visit Guam again</td>
<td>20%</td>
<td>4.92</td>
</tr>
<tr>
<td>Not enough night activities</td>
<td>8%</td>
<td>4.49</td>
</tr>
</tbody>
</table>
SECTION 5
PROMOTIONS
Internet- Guam Sources of Info

- Search Engines: 69%
- Forum: 21%
- Blog: 24%
- Q&A Sites: 3%
- Social Networks: 7%
- Do NOT Use: 5%
- Other: 2%
Internet- Things To Do Sources of Info

- Google: 77%
- Yahoo: 33%
- Facebook: 17%
- Twitter: 4%
- Do NOT use
- Other
Internet- GVB Sources

- GVB Website: 26%
- GVB Facebook: 17%
- GVB Blog: 9%
- None: 60%
Travel Motivation - Info Sources

- Friends/Family: 42%
- Internet: 21%
- Travel Ag: 20%
- Bus Trip: 13%
- Travel Show: 10%
- Magazine: 9%
- Social Media: 5%
Sources of Information Pre-arrival

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

<table>
<thead>
<tr>
<th>Source of Info</th>
<th>Sources of Info</th>
<th>Most Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>52%</td>
<td>45%</td>
</tr>
<tr>
<td>Recommendation</td>
<td>35%</td>
<td>16%</td>
</tr>
<tr>
<td>TV</td>
<td>21%</td>
<td>10%</td>
</tr>
<tr>
<td>Company</td>
<td>17%</td>
<td>9%</td>
</tr>
<tr>
<td>Brochure</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>Magazine</td>
<td>14%</td>
<td>2%</td>
</tr>
<tr>
<td>Prior Trip</td>
<td>13%</td>
<td>3%</td>
</tr>
<tr>
<td>Guidebook</td>
<td>9%</td>
<td>3%</td>
</tr>
<tr>
<td>Trvl Show</td>
<td>8%</td>
<td>1%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>7%</td>
<td>1%</td>
</tr>
<tr>
<td>Trade Show</td>
<td>6%</td>
<td>1%</td>
</tr>
</tbody>
</table>
Sources of Information Post-arrival

- The primary local source of information are the tour staff, hotel staff, and the Internet.

<table>
<thead>
<tr>
<th>Sources of Info</th>
<th>Tour staff</th>
<th>Hotel staff</th>
<th>Internet</th>
<th>Signage</th>
<th>Local ppl</th>
<th>Oth Vis</th>
<th>GVB</th>
<th>Vis Ch</th>
<th>Rest rnt</th>
<th>Retail</th>
<th>Taxi</th>
<th>Local pub</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sources of info</td>
<td>36%</td>
<td>33%</td>
<td>22%</td>
<td>16%</td>
<td>16%</td>
<td>11%</td>
<td>10%</td>
<td>8%</td>
<td>5%</td>
<td>5%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Most important</td>
<td>30%</td>
<td>17%</td>
<td>20%</td>
<td>10%</td>
<td>5%</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>
SECTION 6
OTHER ISSUES
Concerns about travel outside of Taiwan - Overall
## Concerns about travel outside of Taiwan - By Age & Income

<table>
<thead>
<tr>
<th>Q21</th>
<th>TOTAL</th>
<th>AGE</th>
<th>&lt;=NT160K</th>
<th>NT160K-NT200K</th>
<th>NT200K-NT400K</th>
<th>NT400K-NT600K</th>
<th>NT600K-NT800K</th>
<th>NT800K-NT1.0M</th>
<th>NT1.0M+</th>
<th>No Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>41%</td>
<td>50%</td>
<td>46%</td>
<td>26%</td>
<td>40%</td>
<td>20%</td>
<td>43%</td>
<td>57%</td>
<td>47%</td>
<td>55%</td>
</tr>
<tr>
<td>Safety</td>
<td>39%</td>
<td>33%</td>
<td>46%</td>
<td>24%</td>
<td>20%</td>
<td>40%</td>
<td>86%</td>
<td>64%</td>
<td>40%</td>
<td>36%</td>
</tr>
<tr>
<td>Expense</td>
<td>32%</td>
<td>42%</td>
<td>36%</td>
<td>21%</td>
<td>20%</td>
<td>40%</td>
<td>57%</td>
<td>57%</td>
<td>43%</td>
<td>36%</td>
</tr>
<tr>
<td>Don't know</td>
<td>23%</td>
<td>25%</td>
<td>20%</td>
<td>32%</td>
<td>20%</td>
<td>20%</td>
<td>14%</td>
<td>14%</td>
<td>17%</td>
<td>18%</td>
</tr>
<tr>
<td>Other</td>
<td>18%</td>
<td>8%</td>
<td>21%</td>
<td>12%</td>
<td>20%</td>
<td>20%</td>
<td>43%</td>
<td>14%</td>
<td>17%</td>
<td>12%</td>
</tr>
<tr>
<td>Terrorism</td>
<td>14%</td>
<td>17%</td>
<td>15%</td>
<td>15%</td>
<td>20%</td>
<td>20%</td>
<td>29%</td>
<td>21%</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>Discrimination against Taiwanese</td>
<td>7%</td>
<td>8%</td>
<td>5%</td>
<td>8%</td>
<td>40%</td>
<td>20%</td>
<td></td>
<td></td>
<td></td>
<td>3%</td>
</tr>
<tr>
<td>Should spend at home</td>
<td>4%</td>
<td>4%</td>
<td>8%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3%</td>
</tr>
<tr>
<td>No concerns</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>13%</td>
</tr>
<tr>
<td>Total Count</td>
<td>147</td>
<td>12</td>
<td>96</td>
<td>34</td>
<td>5</td>
<td>5</td>
<td>7</td>
<td>14</td>
<td>30</td>
<td>33</td>
</tr>
</tbody>
</table>
Security Screening/ Immigration Process at Guam International Airport

- No affect: 26%
- Little effect, the process is necessary: 54%
- Some affect: 19%
- Great affect, the process takes too long, will not return: 1%
Airport Screening
7pt Rating Scale
7=Strongly Agree/ 1=Strongly Disagree

<table>
<thead>
<tr>
<th>Time drop bags for screen reasonable</th>
<th>Signs bag screen reasonable</th>
<th>Time clear security enter secured area reasonable</th>
<th>Screeninng officer good</th>
<th>Officer careful w/ belongings</th>
<th>Officer abused authority</th>
<th>Officer rude/ unprof</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>20%</td>
<td>19%</td>
<td>20%</td>
<td>19%</td>
<td>16%</td>
<td>10%</td>
</tr>
<tr>
<td>MEAN</td>
<td>5.19</td>
<td>4.99</td>
<td>4.91</td>
<td>4.92</td>
<td>4.86</td>
<td>3.97</td>
</tr>
</tbody>
</table>
Shop Guam Festival

- Never heard of: 71%
- Aided Awareness: 29%
Shop Guam Festival - Impact
n=43

- Shopping Increased: 21%
- Decreased: 30%
- No impact: 49%