



GUAM VISITORS BUREAU Taiwan Visitor Tracker Exit Profile FY2014 DATA AGGREGATION



Prepared by: QMark Research

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Background & Methodology

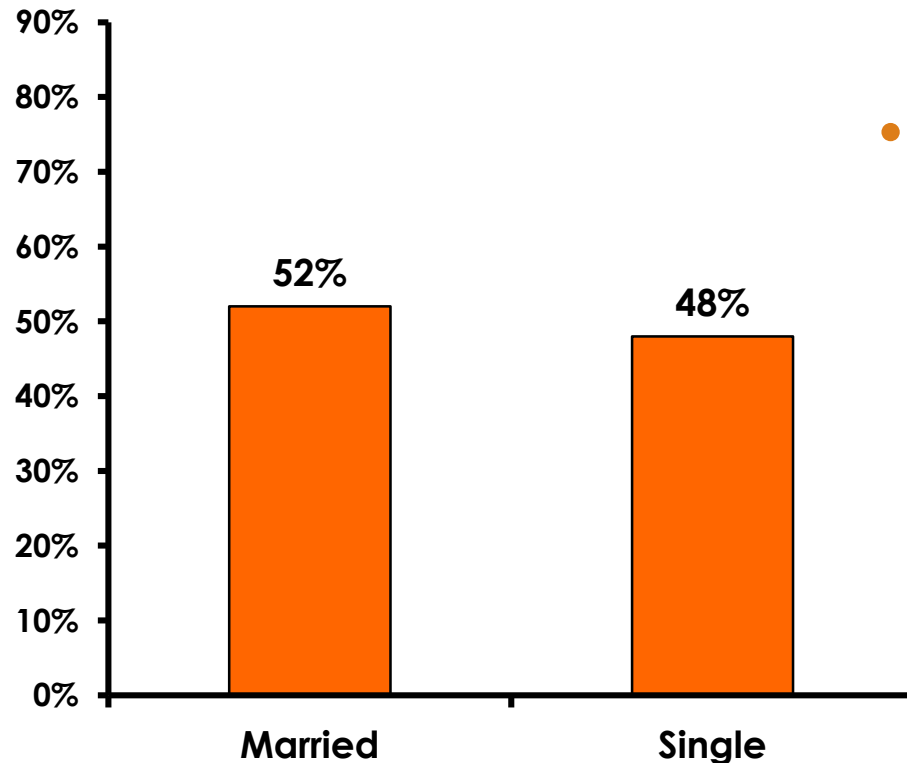
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **600** departing 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.

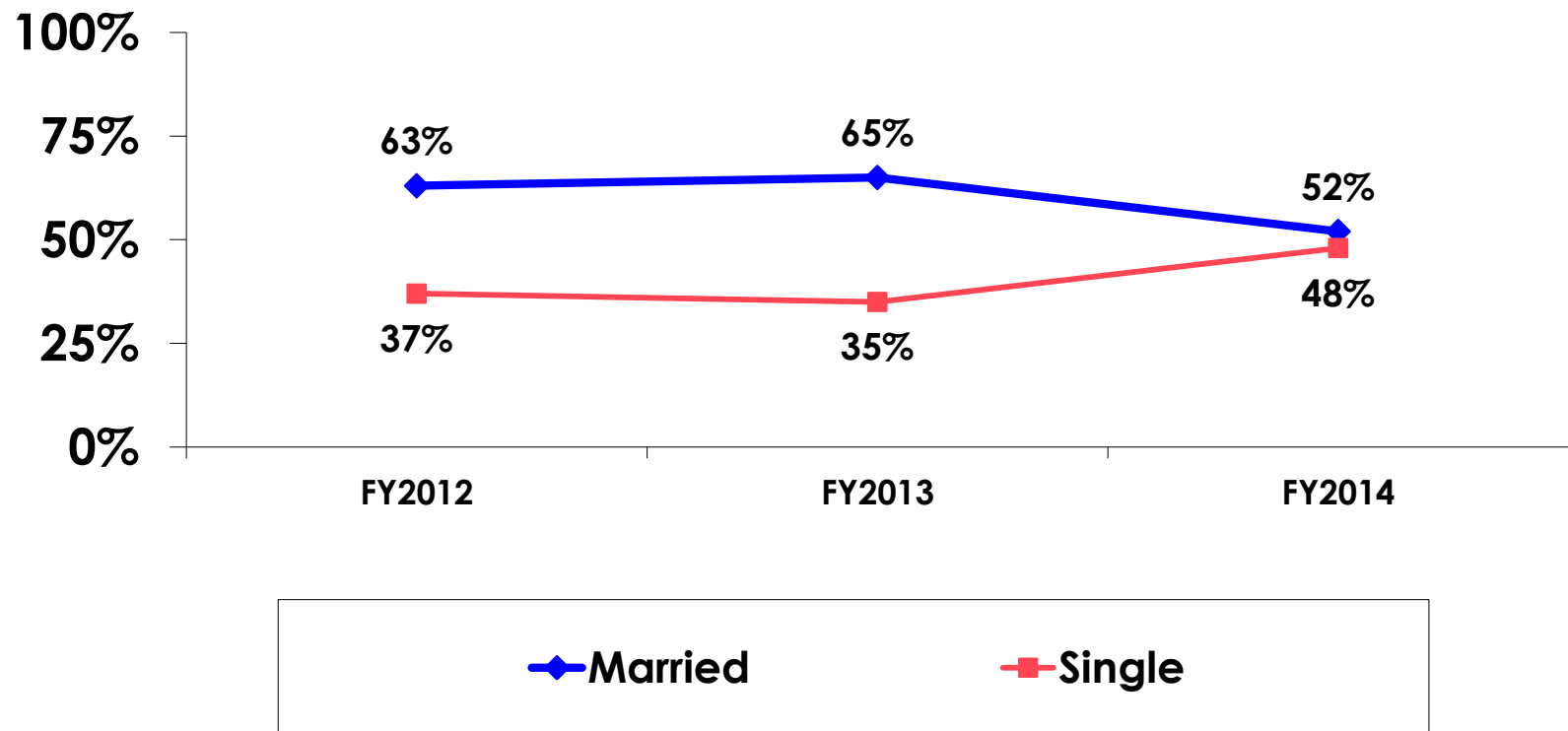
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

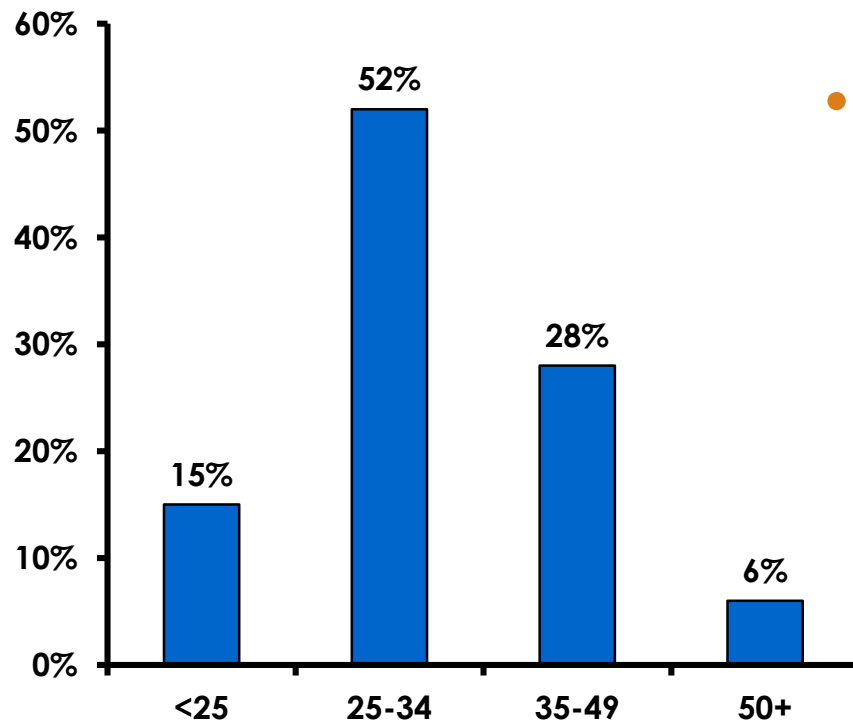


- An even split between married and single visitors in FY2014.

MARITAL STATUS

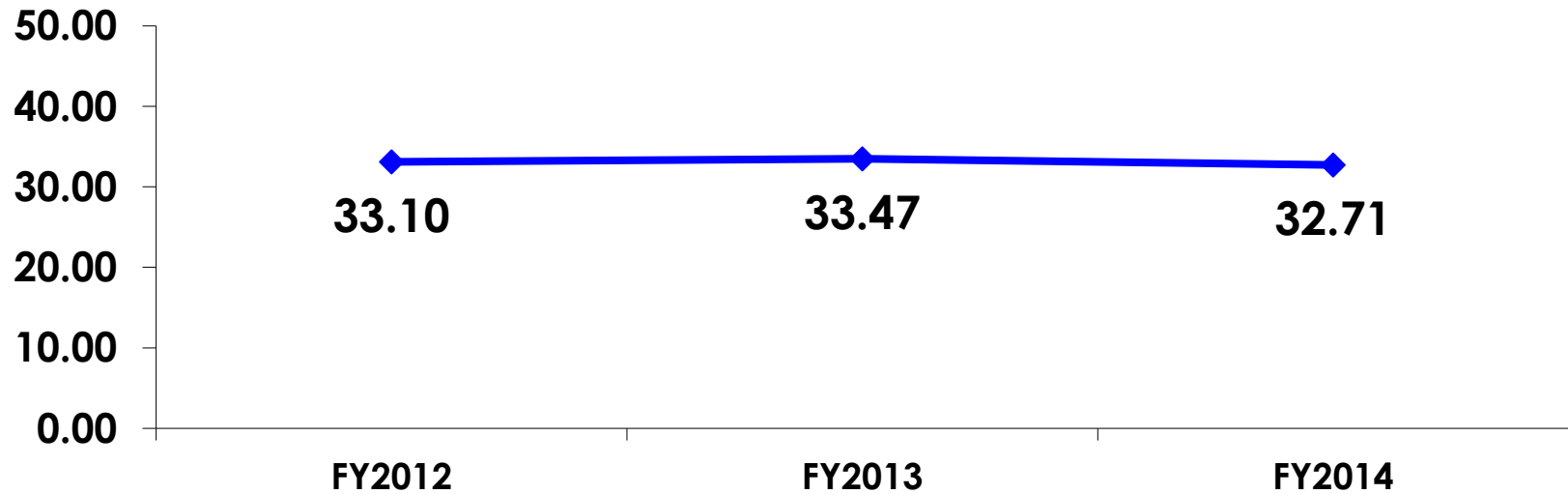


Age - Overall

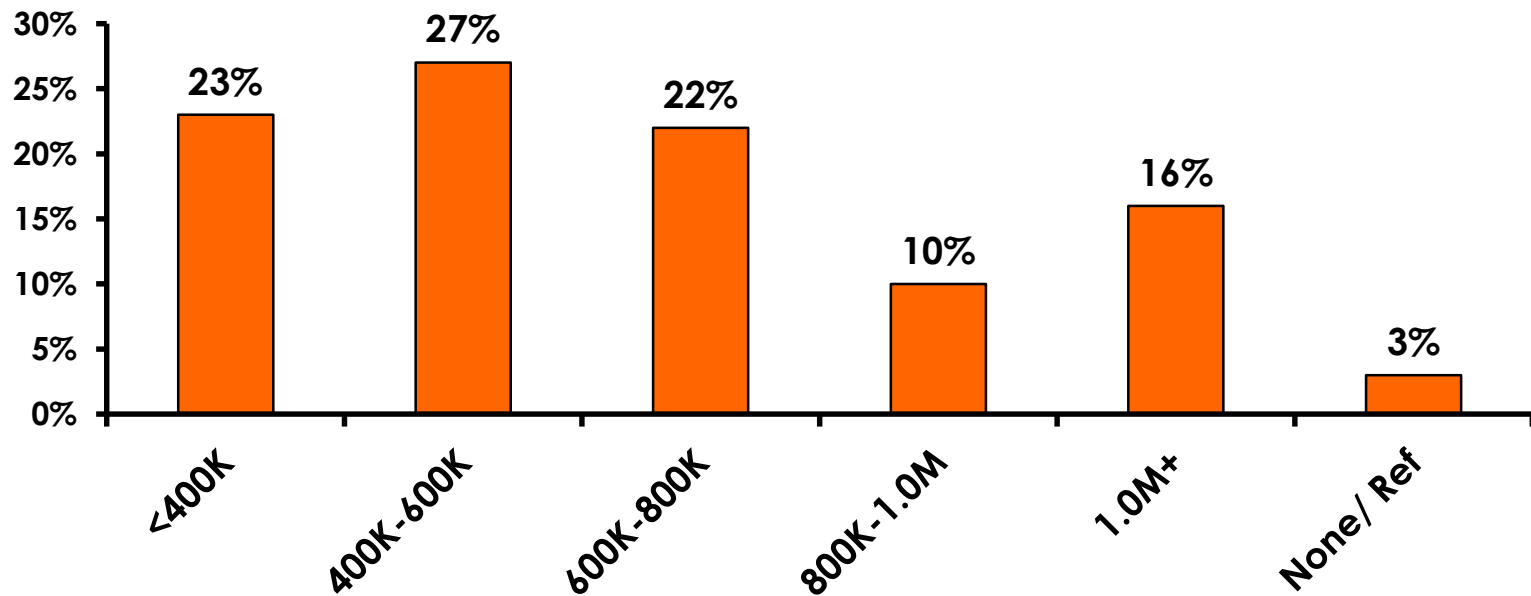


- The average age of the respondents is 32.71 years of age.

AVERAGE - AGE



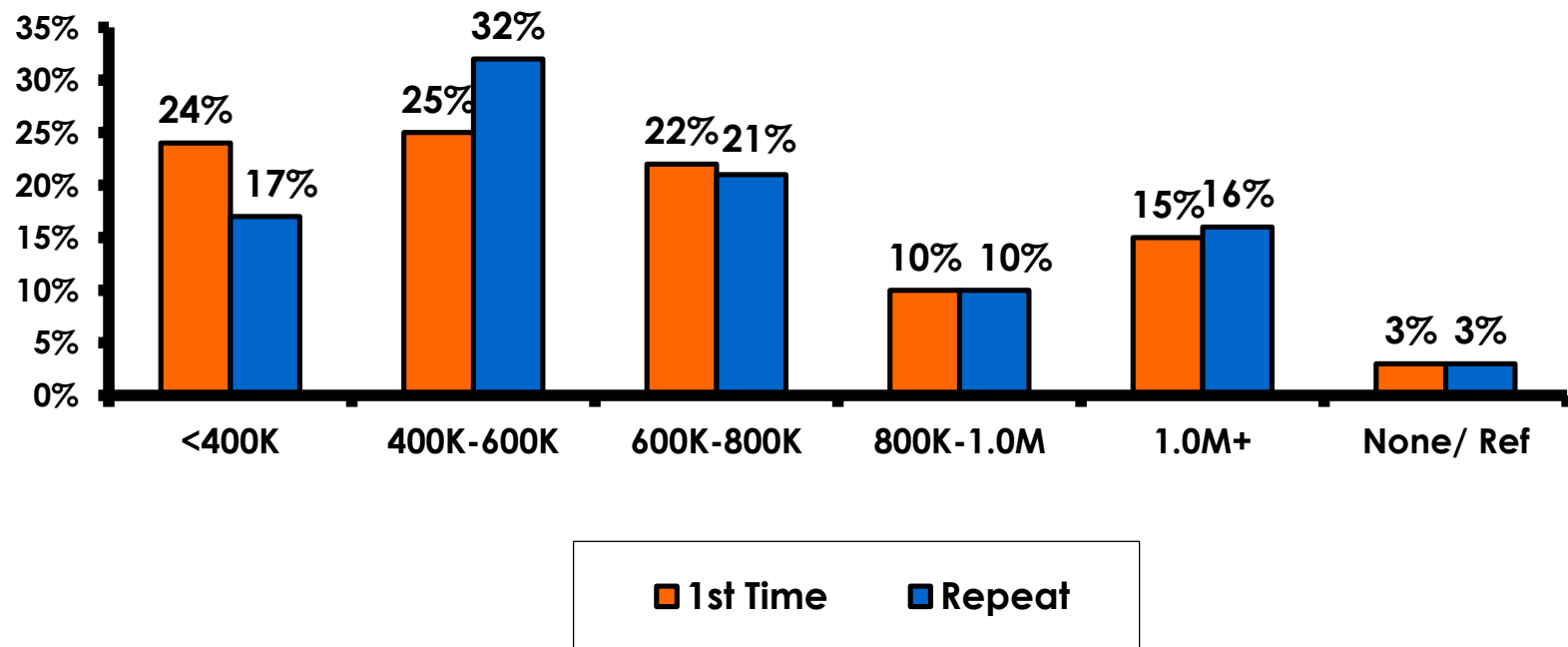
Personal Income



Personal Income

	FY2012	FY2013	FY2014
<400K	NA	12%	23%
400K-600K	NA	21%	27%
600K-800K	NA	34%	22%
800K-1.0M	NA	15%	10%
1.0M+	NA	17%	16%
Refused/ None	NA	1%	3%

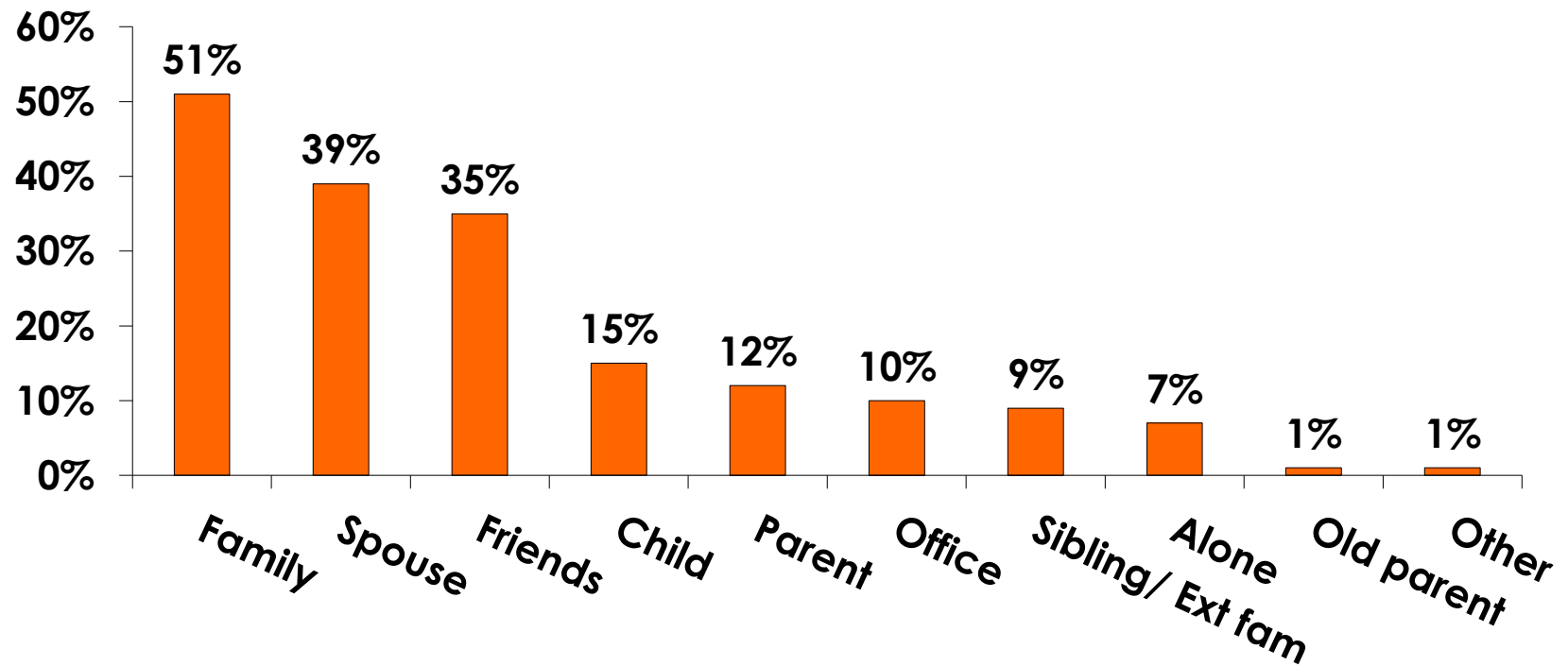
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<=NT160K	Count	38	20	18	15	17	6	
		Column N %	8%	8%	8%	19%	7%	5%	
	NT160K-NT200K	Count	28	11	17	10	13	4	1
		Column N %	6%	4%	7%	13%	5%	3%	4%
	NT200K-NT400K	Count	44	13	31	13	23	6	2
		Column N %	9%	5%	14%	17%	9%	5%	8%
	NT400K-NT600K	Count	128	76	52	10	82	30	6
		Column N %	27%	30%	23%	13%	33%	23%	25%
	NT600K-NT800K	Count	105	51	54	10	57	36	2
		Column N %	22%	20%	24%	13%	23%	27%	8%
	NT800K-NT1.0M	Count	49	30	19	3	24	20	2
		Column N %	10%	12%	8%	4%	10%	15%	8%
	NT1.0M+	Count	75	46	29	9	28	29	9
		Column N %	16%	18%	13%	12%	11%	22%	38%
	No Income	Count	16	8	8	8	6		2
		Column N %	3%	3%	4%	10%	2%		8%
	Total	Count	483	255	228	78	250	131	24

Travel Companions



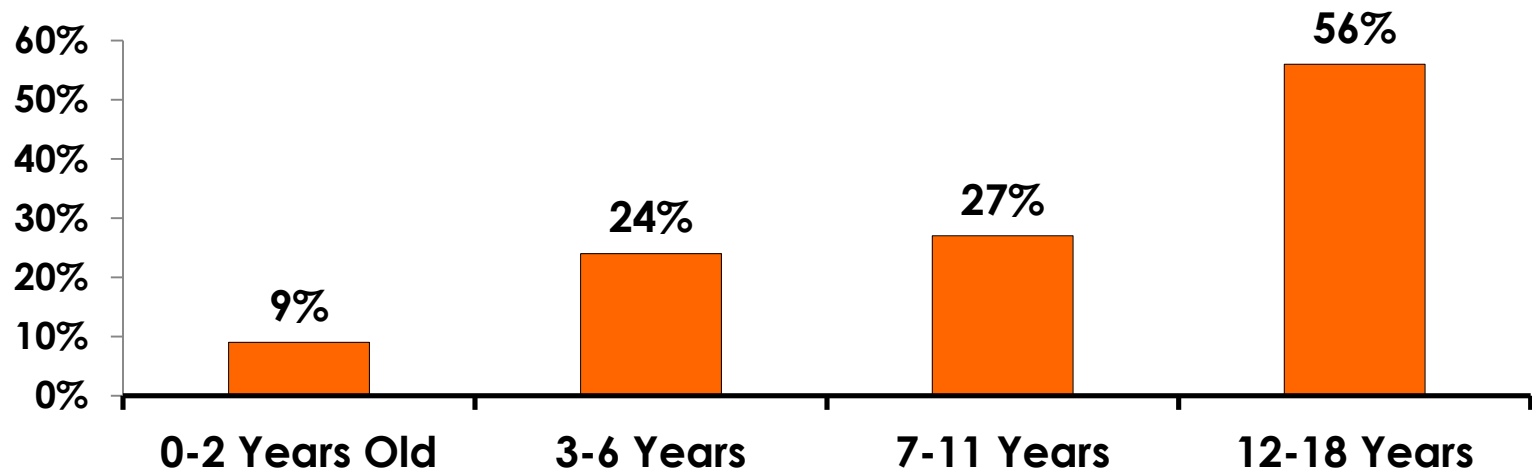
Travel Companions

	FY2012	FY2013	FY2014
Family	15%	60%	51%
Spouse	41%	46%	39%
Friends	27%	24%	35%
Child	10%	11%	15%
Parent	NA	8%	12%
Office	12%	5%	10%
Sibling/ Ext Fam	NA	4%	9%
Alone	7%	15%	7%
Other	0%	0%	1%

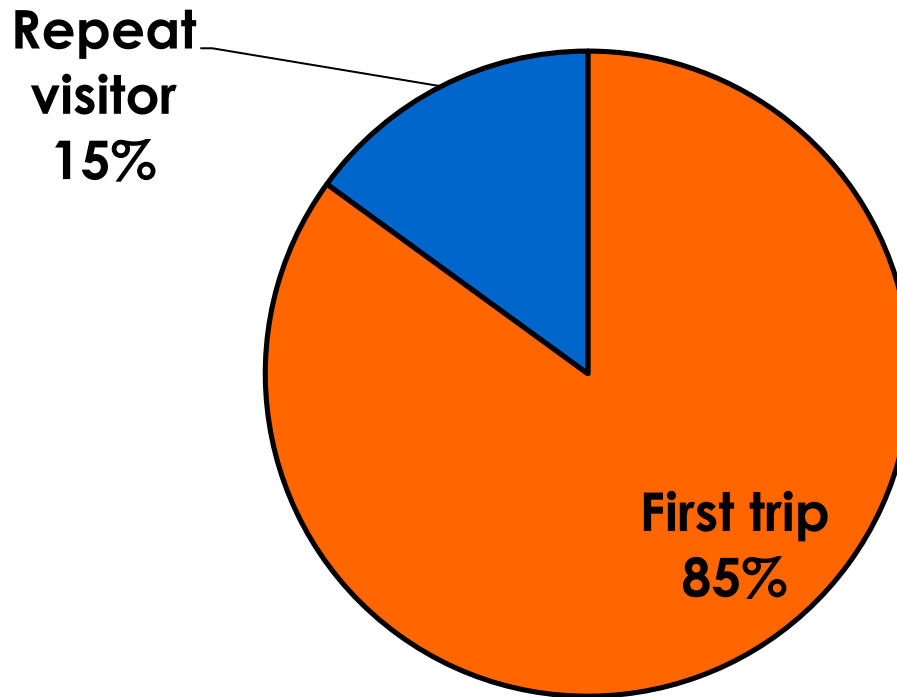
Number of Children Travel Party

N=89 total respondents traveling with children.

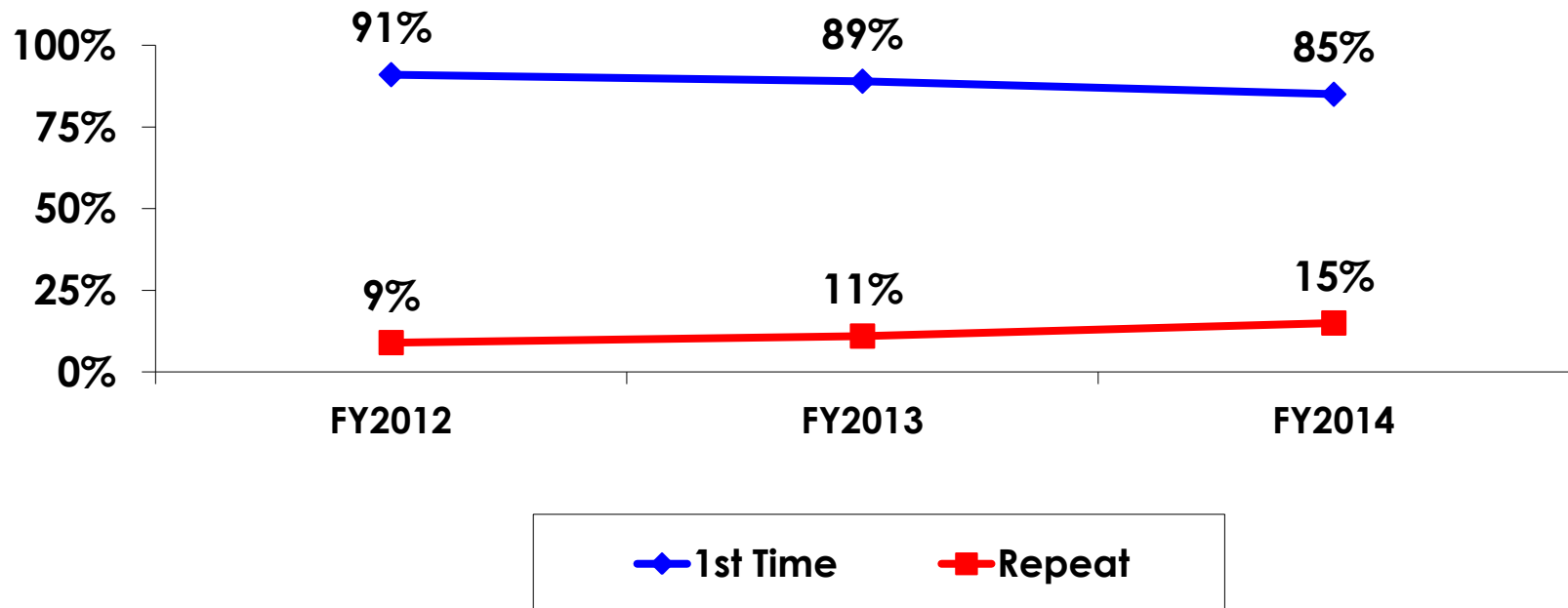
(Of those N=89 respondents, there is a total of 132 children 18 years or younger)



Prior Trips to Guam



PRIOR TRIPS TO GUAM



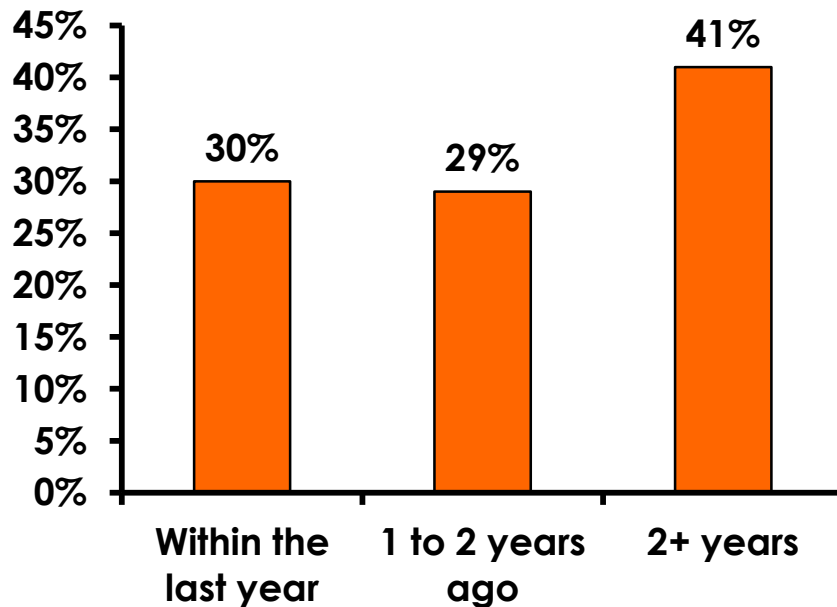
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM		
			-	1st	Repeat	
GENDER	Male	Count	317	266	50	
		Column N %	53%	52%	55%	
	Female	Count	283	241	41	
		Column N %	47%	48%	45%	
	Total	Count	600	507	91	
AGE	18-24	Count	87	75	12	
		Column N %	15%	15%	13%	
	25-34	Count	310	271	38	
		Column N %	52%	54%	42%	
	35-49	Count	168	133	34	
		Column N %	28%	26%	37%	
	50+	Count	33	26	7	
		Column N %	6%	5%	8%	
		Total	Count	598	505	91

- Majority are first-time visitors to Guam.

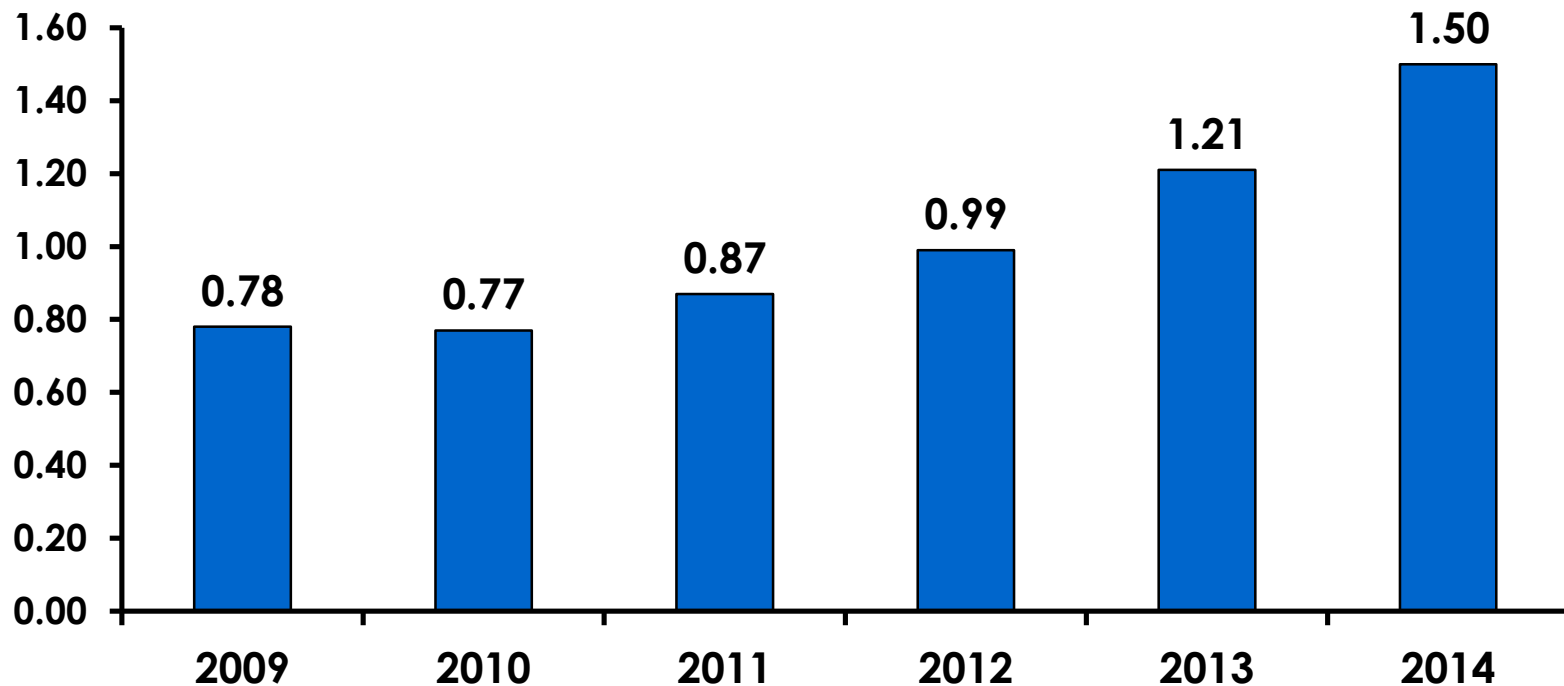
Repeat Visitors Last Trip

n = 86



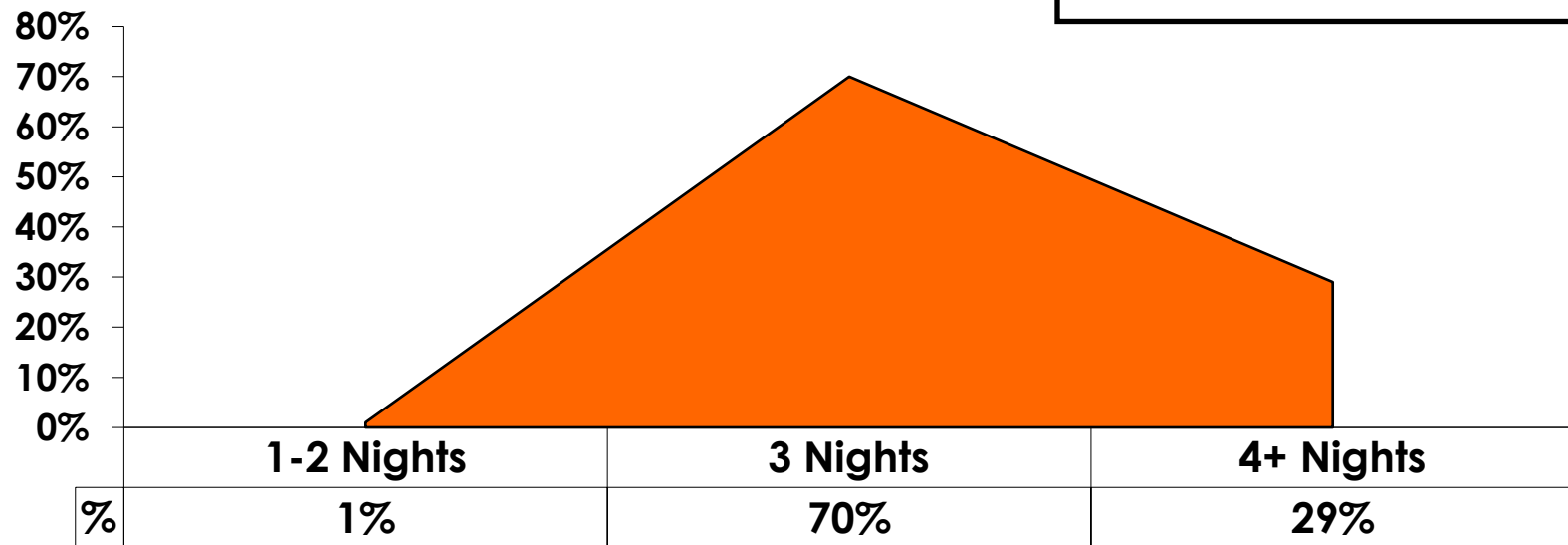
- The average repeat visitor has been to Guam 1.87 times.

Average Number Overnight Trips (2009-2014) (2 nights or more)

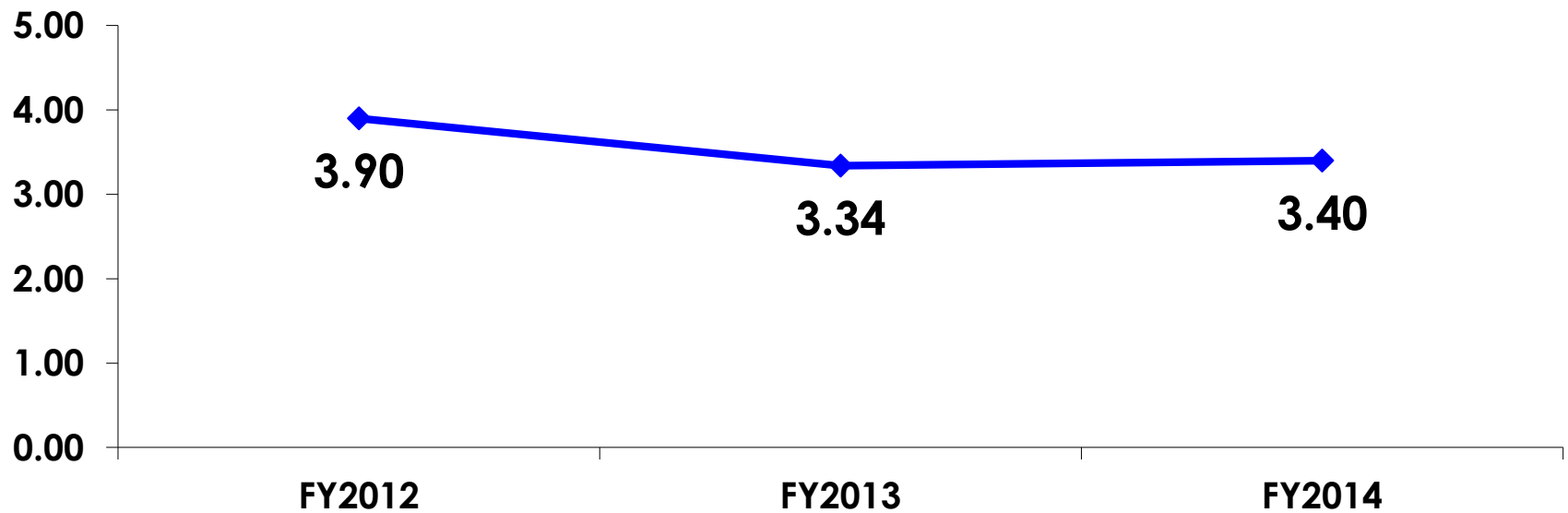


Length of Stay

Mean = 3.40 Days
Median = 3.0 Days



AVG LENGTH OF STAY

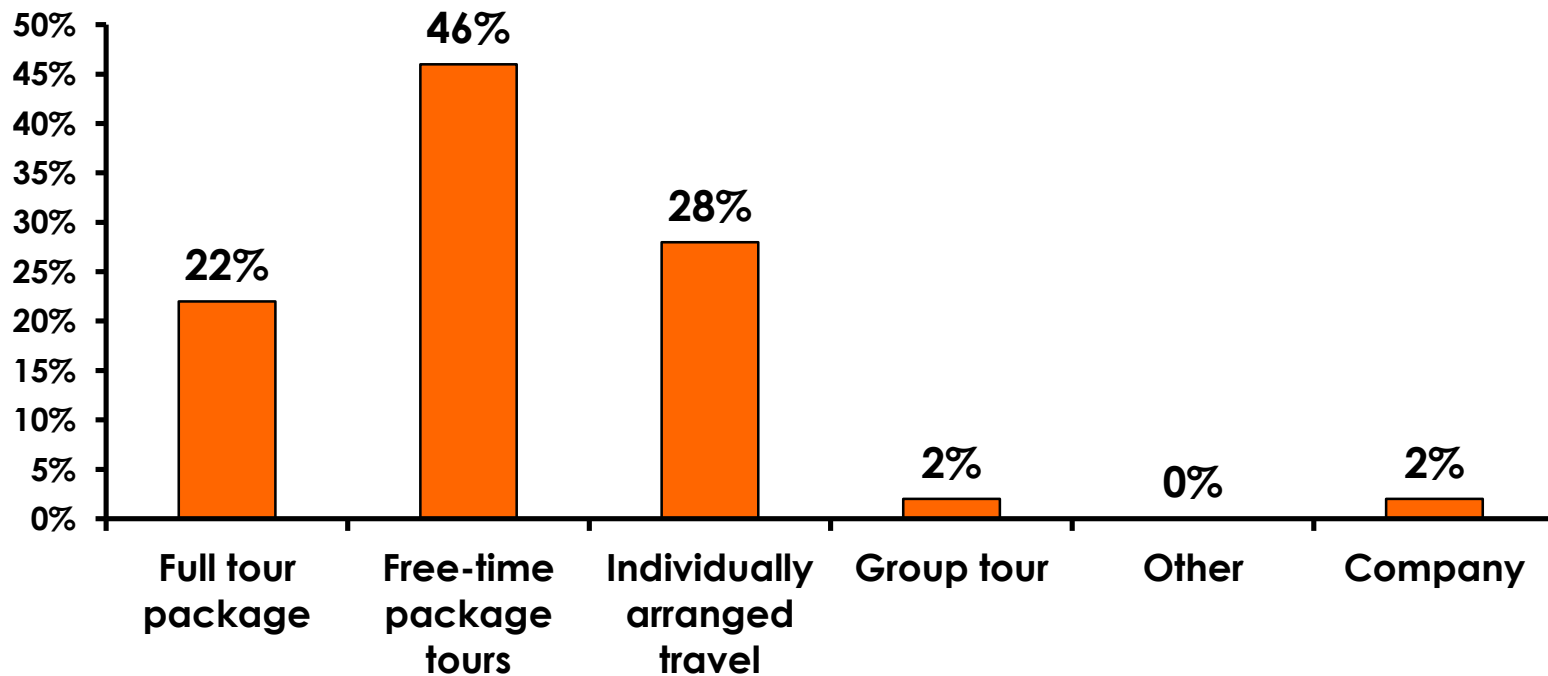


Occupation by Income

		TOTAL	Q26								
		-	<=NT160K	NT160K-NT200K	NT200K-NT400K	NT400K-NT600K	NT600K-NT800K	NT800K-NT1.0M	NT1.0M+	No Income	
Q25	Company: Office non-mgr	45%	47%	36%	57%	47%	48%	60%	34%	7%	
	Company: Salesperson	13%	8%	14%	14%	16%	16%	6%	15%		
	Student	10%	26%	21%	5%	5%	4%	2%	12%	87%	
	Other	8%	5%	11%	14%	6%	3%	9%	20%		
	Prof-specialist	8%	3%		2%	9%	13%	2%	11%		
	Skilled worker	8%	3%	4%	2%	10%	11%	9%	3%		
	Freelancer	3%		11%	7%	2%	3%	4%			
	Govt- Mgr/ Exec	2%		4%		4%		4%	1%		
	Retired	2%	8%						1%	7%	
	Govt- Office non-mgr	1%				2%	2%	2%	3%		
	Govt- Executive	0%						2%			
	Total	Count	527	38	28	44	128	105	47	74	15

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall



Travel Planning - Overall

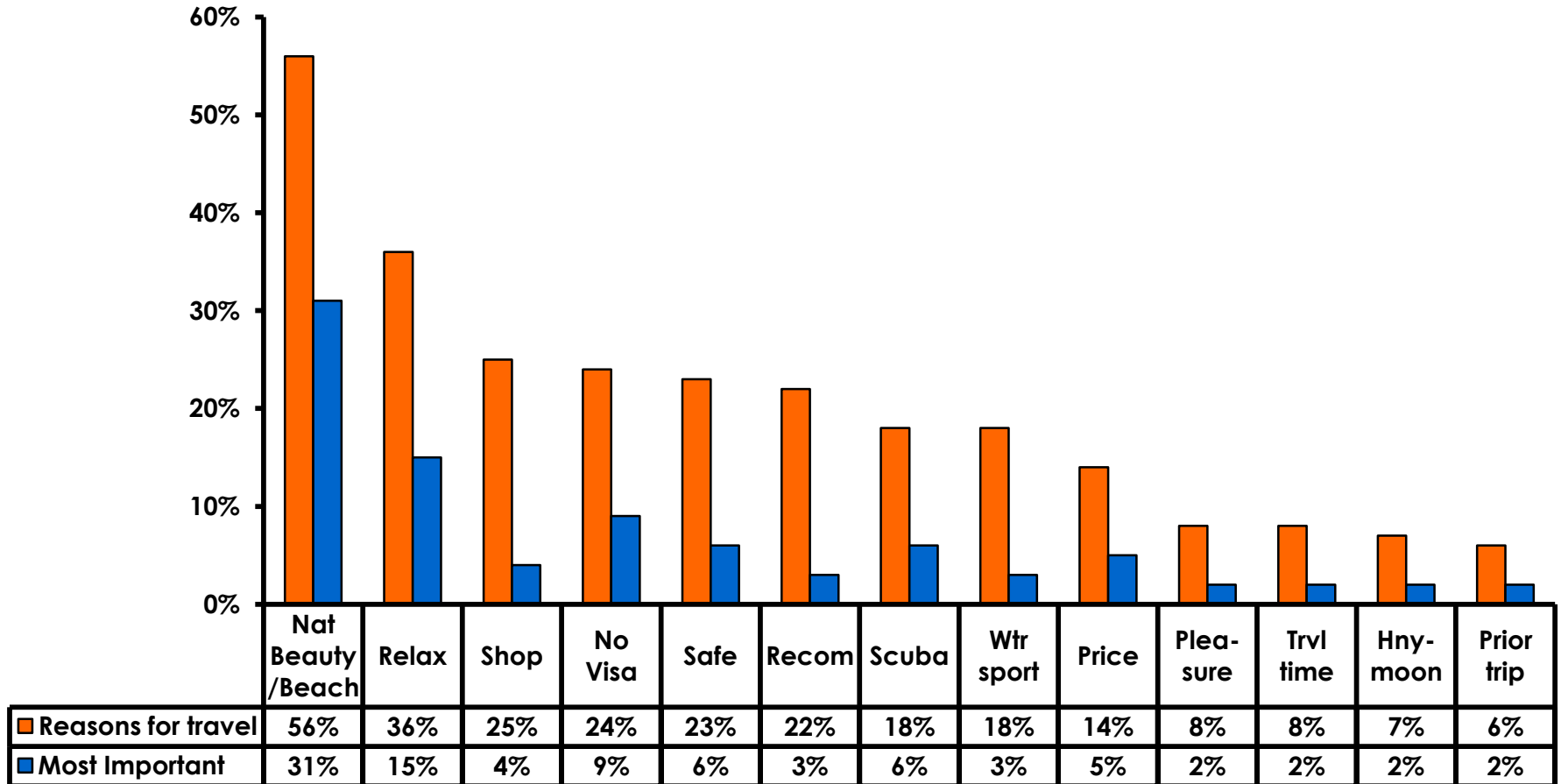
	FY2012	FY2013	FY2014
Full-pkg tour	27%	19%	22%
Free-time pkg tour	43%	38%	46%
FIT	23%	40%	28%
Group tour	4%	1%	2%
Company	4%	1%	2%
Other	0%	-	0%

Accommodation by Income

Average length of stay: 3.40 days

	TOTAL	Q26								
		-	<=NT160K	NT160K-NT200K	NT200K-NT400K	NT400K-NT600K	NT600K-NT800K	NT800K-NT1.0M	NT1.0M+	No Income
Q9										
Royal Orchid Guam	12%	24%	4%	7%	11%	14%	10%	13%	6%	
Hotel Nikko Guam	12%	8%	11%	5%	11%	13%	4%	17%		
Hilton Guam Resort	11%	3%		5%	14%	11%	10%	7%	6%	
Fiesta Resort Guam	11%	8%	7%	14%	13%	14%	16%	8%	19%	
Holiday Resort Guam	7%	5%	18%	18%	3%	4%	14%	7%		
PIC Club	7%		7%	2%	6%	7%	6%	4%	6%	
Westin Resort Guam	6%	8%		7%	5%	10%	4%	4%		
Outrigger Guam Resort	5%	8%	4%	2%	5%	6%	6%	5%	6%	
Hyatt Regency Guam	5%	3%	7%	2%	6%	9%		8%		
Sheraton Laguna Guam	4%	3%	11%	2%	2%	4%	8%	3%	6%	
Verona Resort & Spa	4%	3%	4%	16%	4%	2%	6%	5%		
Bayview Hotel	3%	8%	4%		3%		2%	1%	38%	
Guam Reef & Olive Spa	3%	3%	4%	2%	6%		2%	4%		
Guam Plaza Hotel	2%	5%	4%	2%	1%	1%	4%	3%	6%	
Hotel Santa Fe	2%		7%	2%	2%	1%		3%		
Onward Beach Resort	2%	11%	7%	2%	1%			1%		
Guam Aurora Resort	1%	3%			2%	1%		3%	6%	
Oceanview Hotel	1%				2%	1%				
Other	1%			2%	1%		2%			
Tumon Bay Capital Hotel	1%			2%	1%		2%	1%		
Guam Marriott Resort	1%			2%	1%	1%		1%		
Ramada Suites Guam	0%		4%		1%					
Home stay/ friend/ relative	0%			2%				1%		
Apartment	0%			2%		1%				
Condo	0%									
Grand Plaza Hotel	0%					1%				
Leo Palace Resort	0%						2%			
Total	Count	599	38	28	44	127	105	49	75	16

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Guam's natural beauty/ beaches,
 - Relaxation and
 - No Visa requirements
- are the primary reasons for visiting during this period.

Most Important – Top 3

	FY2012	FY2013	FY2014
Natural Beauty	37%	28%	31%
Relax	14%	15%	15%
No Visa	Not top 3	Not top 3	9%
Safe	7%	9%	Not top 3
Shop	7%	Not top 3	Not top 3

Motivation by Age & Gender

		TOTAL	AGE				GENDER		
		-	18-24	25-34	35-49	50+	Male	Female	
Q5A	Natural beauty	56%	79%	60%	42%	38%	54%	60%	
	Relax	36%	45%	37%	31%	31%	34%	39%	
	Shopping	25%	43%	25%	18%	16%	21%	29%	
	No Visa requirement	24%	15%	26%	26%	22%	23%	26%	
	Safe	23%	34%	21%	20%	28%	21%	25%	
	Recomm- friend/family/trvl agnt	22%	37%	19%	20%	22%	20%	23%	
	Scuba	18%	25%	20%	12%	13%	20%	17%	
	Water sports	18%	41%	15%	13%	13%	20%	16%	
	Price	14%	7%	16%	13%	16%	15%	13%	
	Pleasure	8%	21%	7%	5%	6%	8%	9%	
	Short travel time	8%	11%	9%	5%	9%	7%	9%	
	Honeymoon	7%	3%	12%	1%		9%	4%	
	Previous trip	6%	6%	5%	8%	9%	6%	6%	
	Company/ Business Trip	4%		2%	7%	9%	4%	3%	
	Other	3%	3%	4%	2%	6%	3%	4%	
	Visit friends/ Relatives	2%	3%	3%	2%		2%	2%	
	Convention/ Trade/ Conference	2%		1%	5%	3%	2%	2%	
	Golf	2%		1%	4%	9%	3%	2%	
	Married/ Attn wedding	2%	1%	3%	1%		3%	1%	
	Career Cert/ Testing	2%	7%	2%			1%	3%	
	Company Sponsored	1%		1%	1%		1%	1%	
	Organized sports	0%	1%	0%				1%	
	Total	Count	597	87	310	166	32	315	282

Motivation by Income

		TOTAL	Q26								
		-	<=NT160K	NT160K-NT200K	NT200K-NT400K	NT400K-NT600K	NT600K-NT800K	NT800K-NT1.0M	NT1.0M+	No Income	
Q5A	Natural beauty	56%	89%	75%	82%	48%	46%	61%	76%	69%	
	Relax	36%	47%	43%	39%	36%	28%	39%	51%	44%	
	Shopping	25%	47%	39%	45%	20%	26%	14%	32%	25%	
	No Visa requirement	24%	13%	29%	36%	21%	28%	20%	39%	13%	
	Safe	23%	34%	29%	32%	24%	18%	27%	28%	25%	
	Recomm- friend/family/trvl agnt	22%	34%	29%	32%	16%	17%	31%	34%	50%	
	Scuba	18%	29%	39%	25%	17%	16%	22%	20%	31%	
	Water sports	18%	34%	36%	25%	14%	13%	18%	28%	38%	
	Price	14%	24%	14%	14%	11%	12%	22%	28%	6%	
	Pleasure	8%	11%	11%	18%	7%	8%	4%	14%	13%	
	Short travel time	8%	8%	14%	7%	4%	9%	10%	18%	13%	
	Honeymoon	7%	11%	14%	5%	7%	7%	12%	8%		
	Previous trip	6%	3%	11%	9%	7%	5%	8%	8%	6%	
	Company/ Business Trip	4%	5%		2%	4%	4%	4%	3%	6%	
	Other	3%	3%	7%	5%	2%	2%	4%	8%	6%	
	Visit friends/ Relatives	2%		4%	2%	4%	1%	4%	4%		
	Convention/ Trade/ Conference	2%				1%	6%	2%			
	Golf	2%				2%	4%	4%			
	Married/ Attn wedding	2%			5%	1%	3%	8%	1%		
	Career Cert/ Testing	2%		4%	2%	2%	3%	4%	1%	6%	
	Company Sponsored	1%				1%	1%			6%	
	Organized sports	0%			2%	1%					
	Total	Count	597	38	28	44	127	104	49	74	16

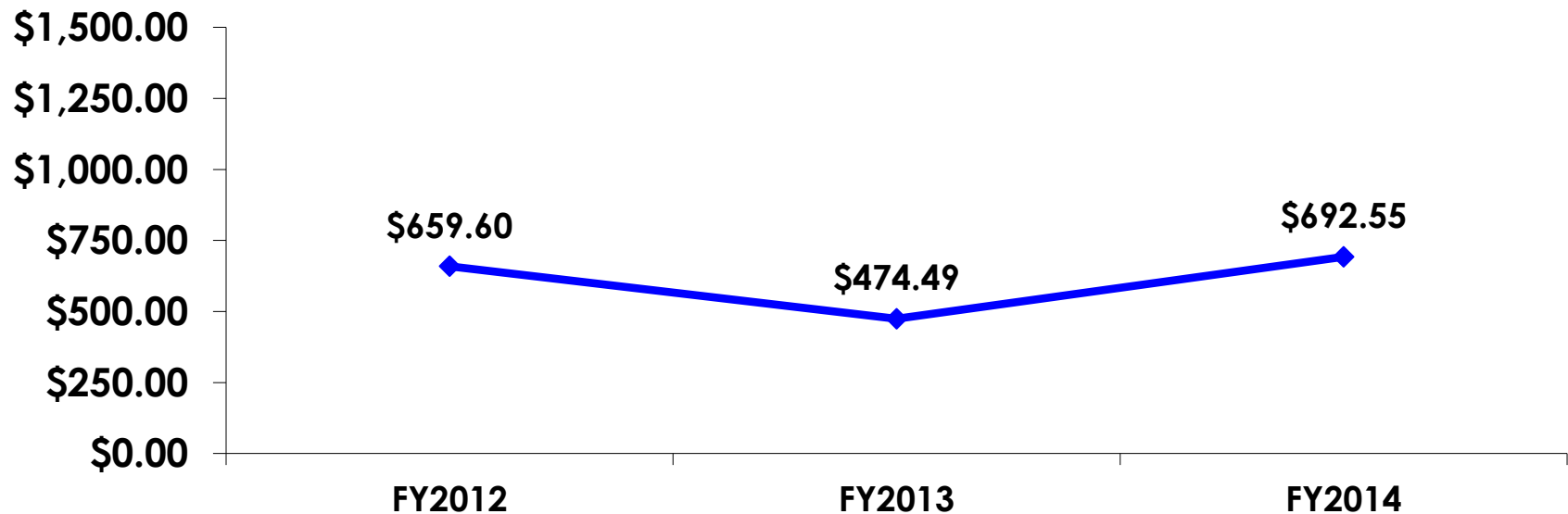
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

TWD varies/US\$1

- \$1,175.55 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$16,618 = maximum (highest amount recorded for the entire sample)
- \$692.55 = 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	\$1,073.24
Air & Accommodation w/ daily meal package	\$1,885.55
Air only	\$1,308.57
Accommodation only	\$1,197.05
Accommodation w/ daily meal only	\$1,020.67
Food & Beverages in Hotel	\$76.98
Ground transportation – Taiwan	\$45.11
Ground transportation – Guam	\$57.35
Optional tours/ activities	\$390.30
Other expenses	\$584.36
Total Prepaid	\$1,175.55

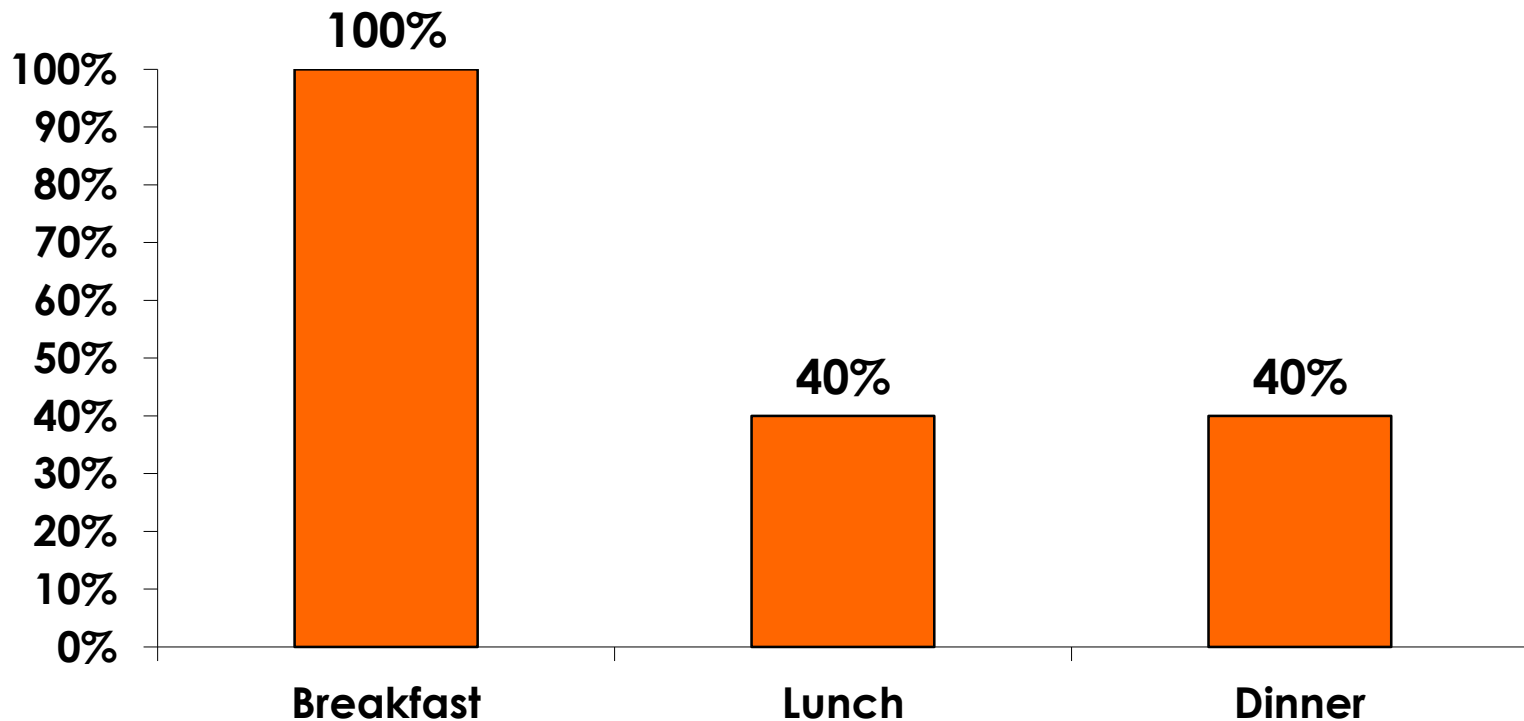
Breakdown of Prepaid Expenditures

	FY2012	FY2013	FY2014
Air & Accommodation package only	\$1,154.40	\$977.56	\$1,073.24
Air & Accommodation w/ daily meal package	\$1,533.50	\$1,498.78	\$1,885.55
Air only	\$1,790.00	\$2,840.26	\$1,308.57
Accommodation only	\$2,909.30	\$2,400.94	\$1,197.05
Accommodation w/ daily meal only	\$2,472.10	\$3,358.97	\$1,020.67
Food & Beverages in Hotel	\$68.90	\$22.92	\$76.98
Ground transportation –	\$54.70	\$64.14	\$45.11
Ground transportation –	\$46.00	\$26.24	\$57.35
Optional tours/ activities	\$259.40	\$361.36	\$390.30
Other expenses	\$515.90	\$862.85	\$584.36
Total Prepaid	\$1,059.30	\$812.65	\$1,175.55

PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n=5

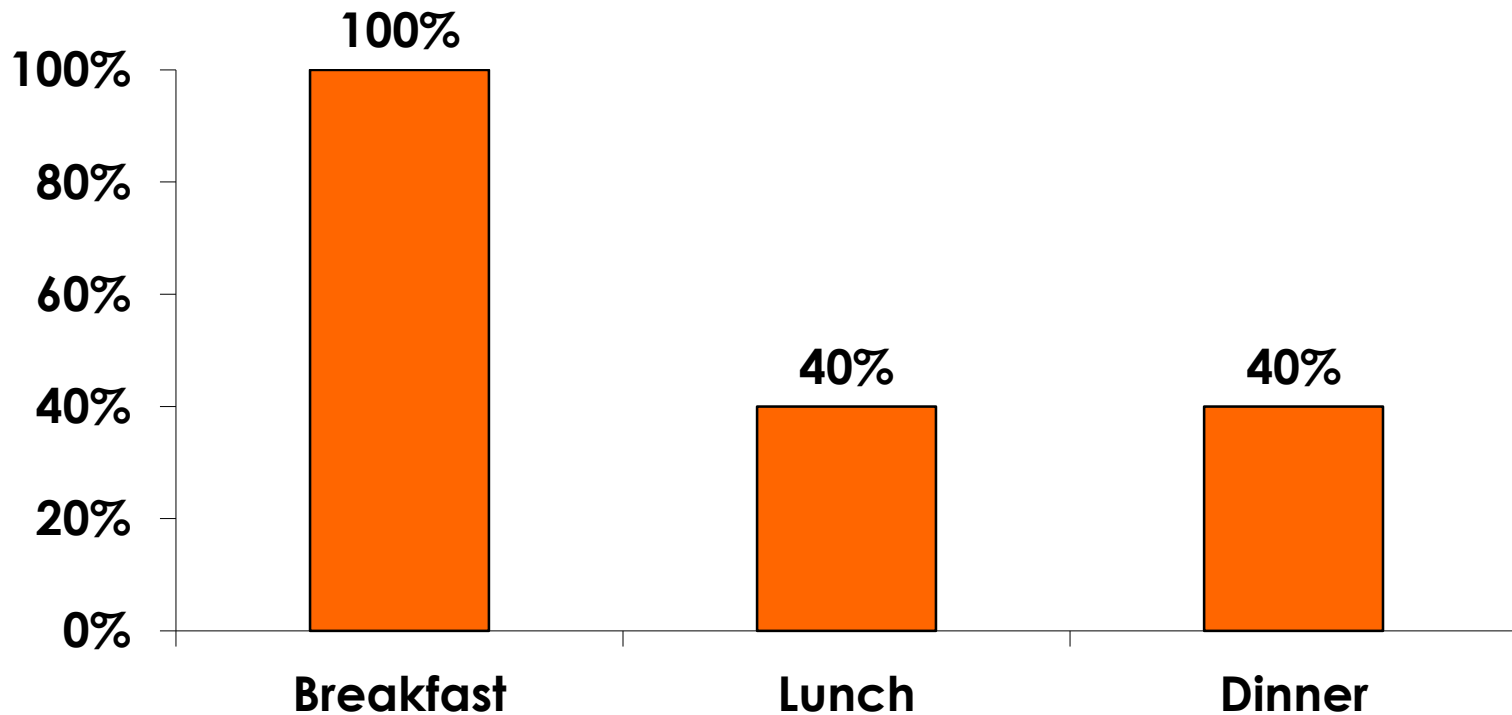


Mean=\$1,885.55 per travel party

PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

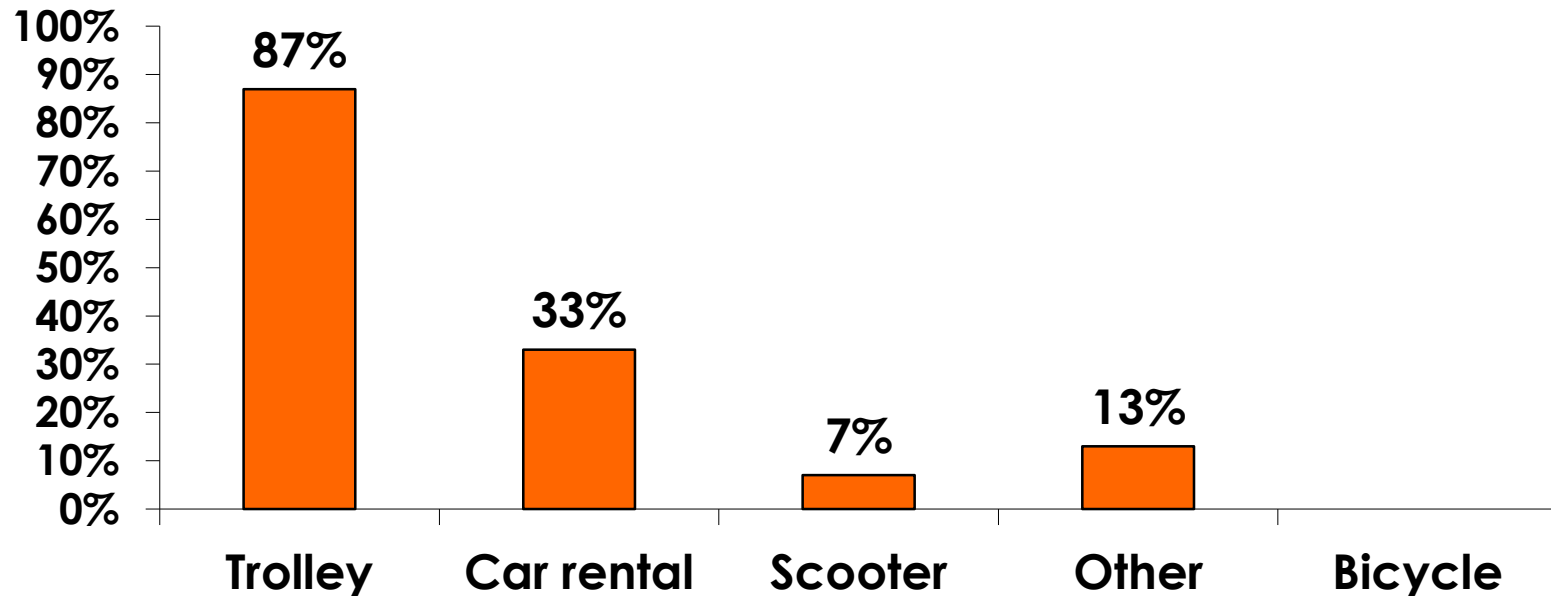
n=5



Mean=\$1,020.67 per travel party

PREPAID GROUND TRANSPORTATION

n= 15



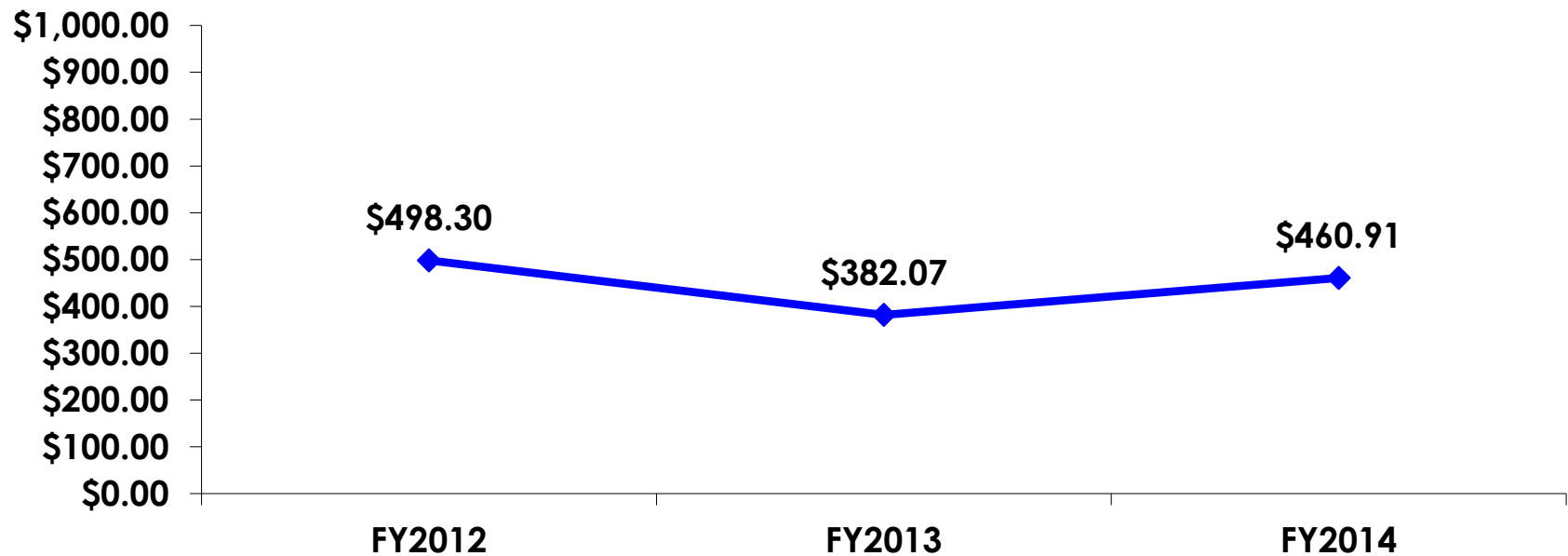
Mean=\$57.35 per travel party

On-Island Expenditures

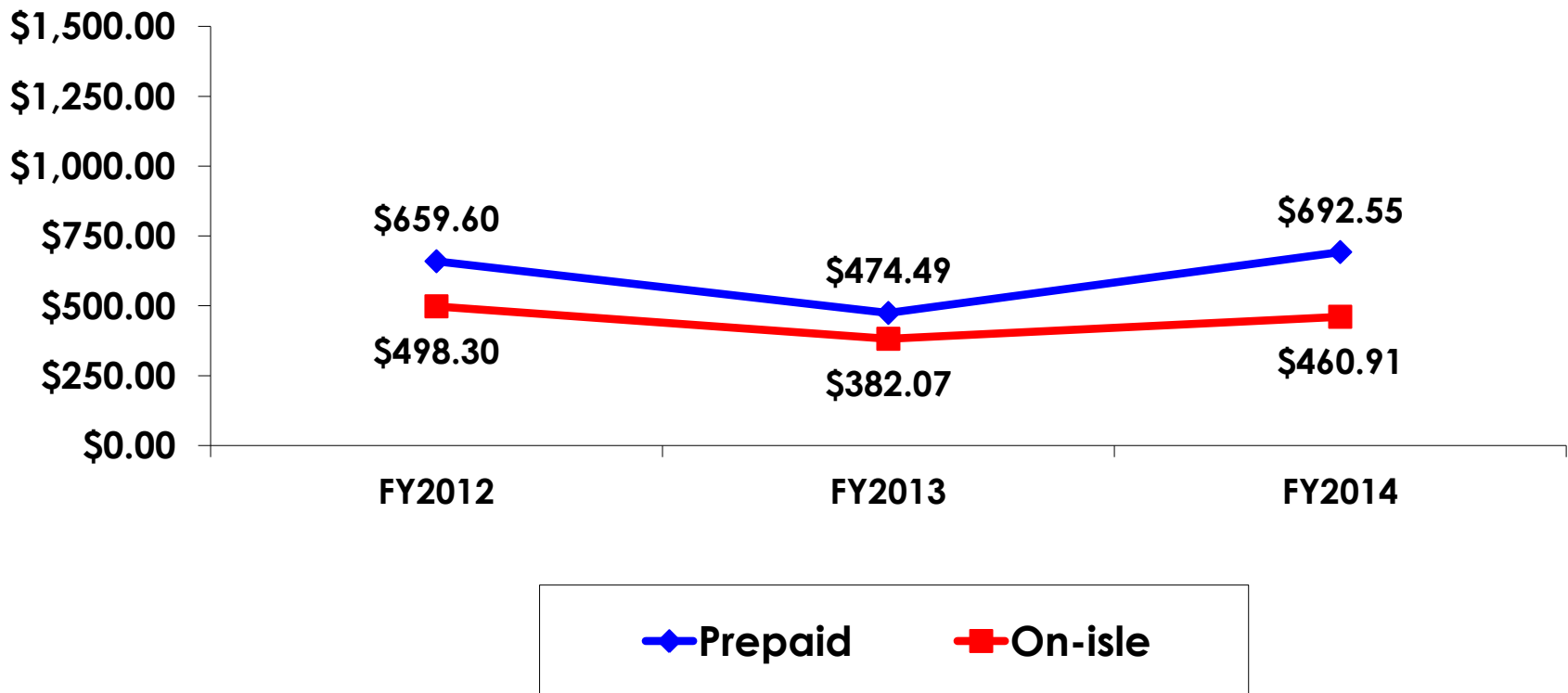
- \$672.69 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$10,000 = Maximum (highest amount recorded for the entire sample)
- \$460.91 = overall mean average per person on-island expenditure

ON-ISLAND EXPENDITURES

Per Person



PREPAID/ ON-ISLE EXPENDITURES – Per Person



Total On-Island Expenditure by Gender & Age

		TOTAL	GENDER		GENDER							
			-	Male	Female	Male				Female		
		AGE				AGE						
		18-24				25-34	35-49	50+	18-24	25-34	35-49	50+
PER PERSON	Mean	\$460.91	\$454.65	\$467.92	\$1,076.77	\$418.47	\$327.84	\$395.00	\$513.58	\$530.44	\$294.09	\$531.49
	Median	\$250	\$220	\$300	\$205	\$265	\$129	\$317	\$390	\$300	\$168	\$267
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$10,000	\$10,000	\$9,100	\$10,000	\$2,500	\$5,700	\$2,800	\$2,000	\$9,100	\$2,000	\$1,800

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$23.78	\$32.29	\$14.24	\$20.17	\$20.79	\$29.23	\$34.97
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$34.97	\$31.91	\$38.39	\$52.23	\$28.01	\$34.77	\$57.88
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B RESTRNT	Mean	\$45.09	\$48.59	\$41.17	\$62.29	\$35.95	\$47.83	\$74.39
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPT TOUR	Mean	\$89.76	\$83.48	\$96.80	\$149.49	\$69.73	\$96.29	\$92.73
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$136.16	\$134.33	\$138.21	\$138.14	\$134.38	\$143.74	\$117.27
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- OTHER	Mean	\$88.71	\$87.79	\$89.73	\$99.90	\$77.58	\$96.85	\$127.73
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TRANS	Mean	\$16.56	\$14.53	\$18.84	\$13.80	\$16.31	\$18.52	\$17.18
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$238.41	\$214.31	\$265.41	\$281.39	\$223.55	\$206.74	\$410.03
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	Mean	\$672.69	\$647.81	\$700.56	\$813.62	\$604.68	\$676.28	\$932.18
	Median	\$400	\$350	\$456	\$459	\$400	\$235	\$600

On-Island Expenditures

First Timers & Repeaters

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$23.78	\$17.82	\$57.45
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$34.97	\$33.69	\$42.82
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$45.09	\$43.97	\$52.32
	Median	\$0	\$0	\$0
OPT TOUR	Mean	\$89.76	\$97.25	\$50.04
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$136.16	\$136.95	\$134.71
	Median	\$0	\$0	\$0
GIFT- OTHER	Mean	\$88.71	\$94.03	\$61.00
	Median	\$0	\$0	\$0
TRANS	Mean	\$16.56	\$16.25	\$18.55
	Median	\$0	\$0	\$0
OTHER	Mean	\$238.41	\$245.78	\$202.18
	Median	\$0	\$0	\$0
TOTAL	Mean	\$672.69	\$685.15	\$617.51
	Median	\$400	\$430	\$200

ON-ISLAND EXPENDITURES

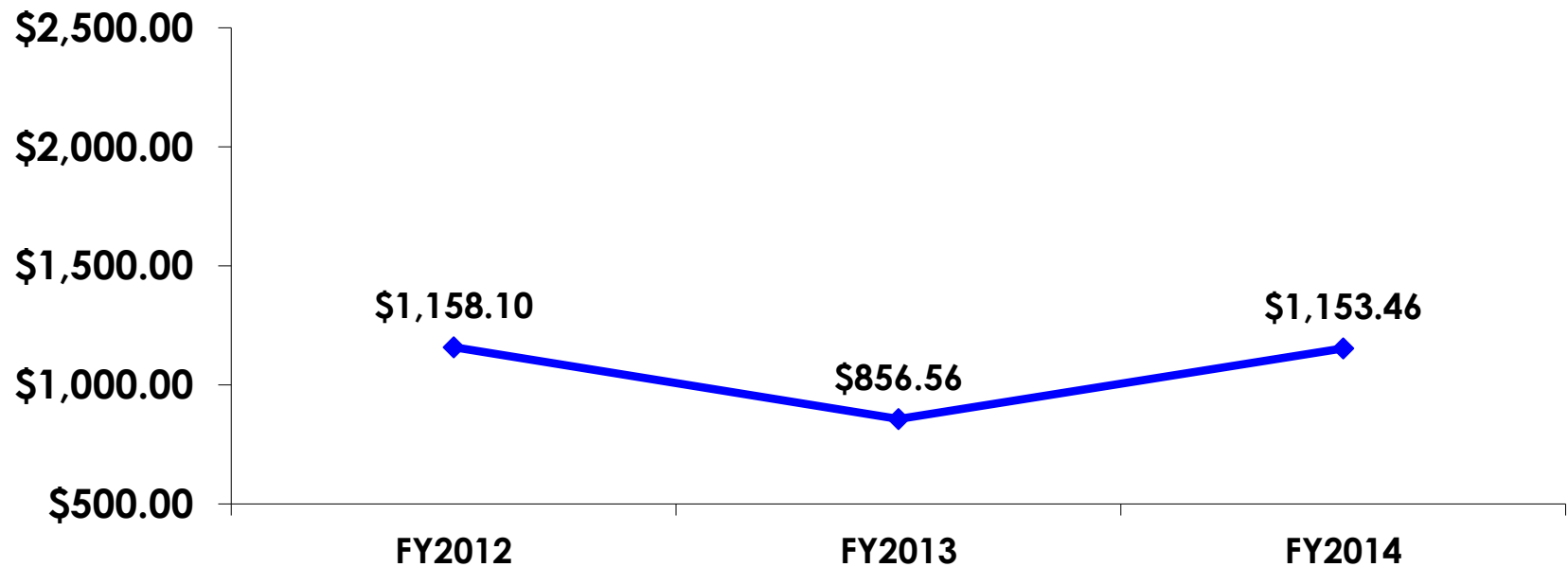
Per DAY



Total Expenditures Per Person (Prepaid & On-Island)

- \$1,153.46 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$11,287 = Maximum (highest amount recorded for the entire sample)

TOTAL EXPENDITURES Per Person



Breakdown of On-Island Expenditures

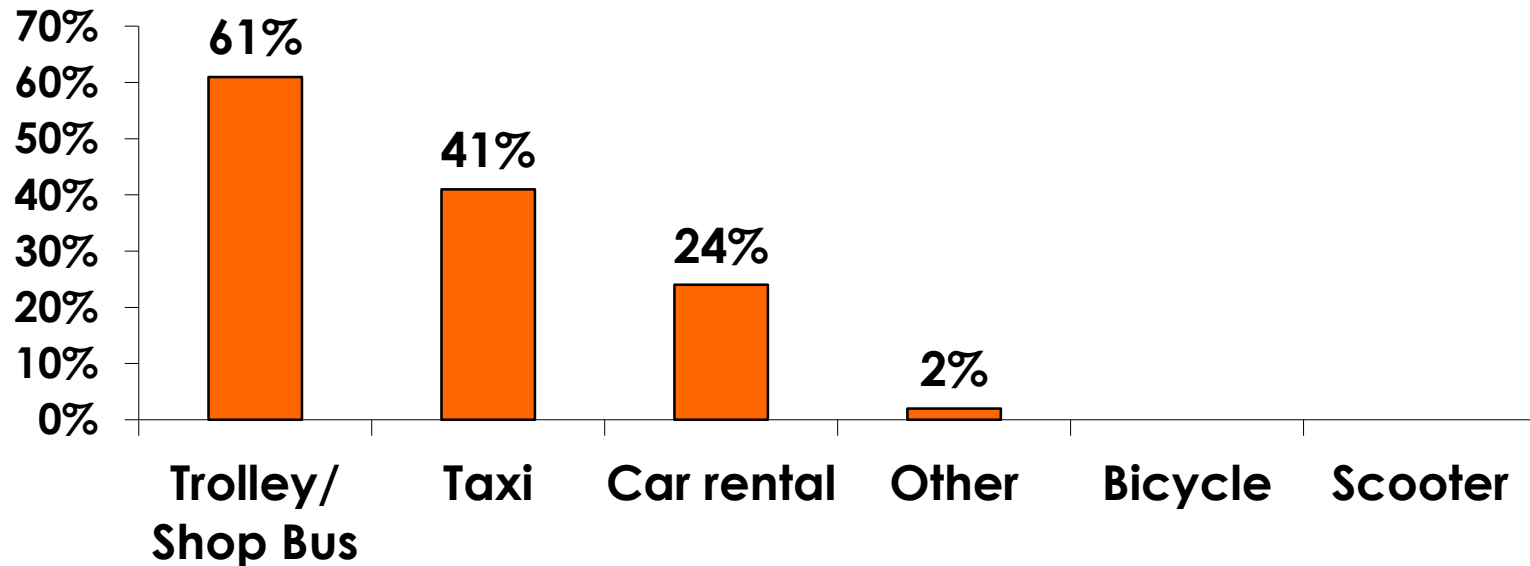
	MEAN \$
Food & beverage in a hotel	\$23.78
Food & beverage in fast food restaurant/convenience store	\$34.97
Food & beverage at restaurants or drinking establishments outside a hotel	\$45.09
Optional tours and activities	\$89.76
Gifts/ souvenirs for yourself/companions	\$136.16
Gifts/ souvenirs for friends/family at home	\$88.71
Local transportation	\$16.56
Other expenses not covered	\$238.41
Average Total	\$672.69

Breakdown of On-Island Expenditures

	FY2012	FY2013	FY2014
Food & beverage in a hotel	\$39.30	\$27.56	\$23.78
Food & beverage in fast food restaurant/convenience store	\$32.40	\$13.32	\$34.97
Food & beverage at restaurants or drinking establishments outside a hotel	\$29.50	\$50.78	\$45.09
Optional tours and activities	\$78.40	\$70.76	\$89.76
Gifts/ souvenirs for yourself/ companions	\$139.40	\$142.66	\$136.16
Gifts/ souvenirs for friends/family	\$85.80	\$62.00	\$88.71
Local transportation	\$14.40	\$7.12	\$16.56
Other expenses not covered	\$331.70	\$311.91	\$238.41
Average Total	\$749.10	\$686.74	\$672.69

Local Transportation

n=152



Mean=\$16.56 per travel party

Guam Airport Expenditures

- \$45.89 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$2,240 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

	MEAN \$
Food & Beverages	\$7.71
Gifts/Souvenirs Self	\$24.92
Gifts/Souvenirs Others	\$12.72
Total	\$45.89

Breakdown of Airport Expenditures

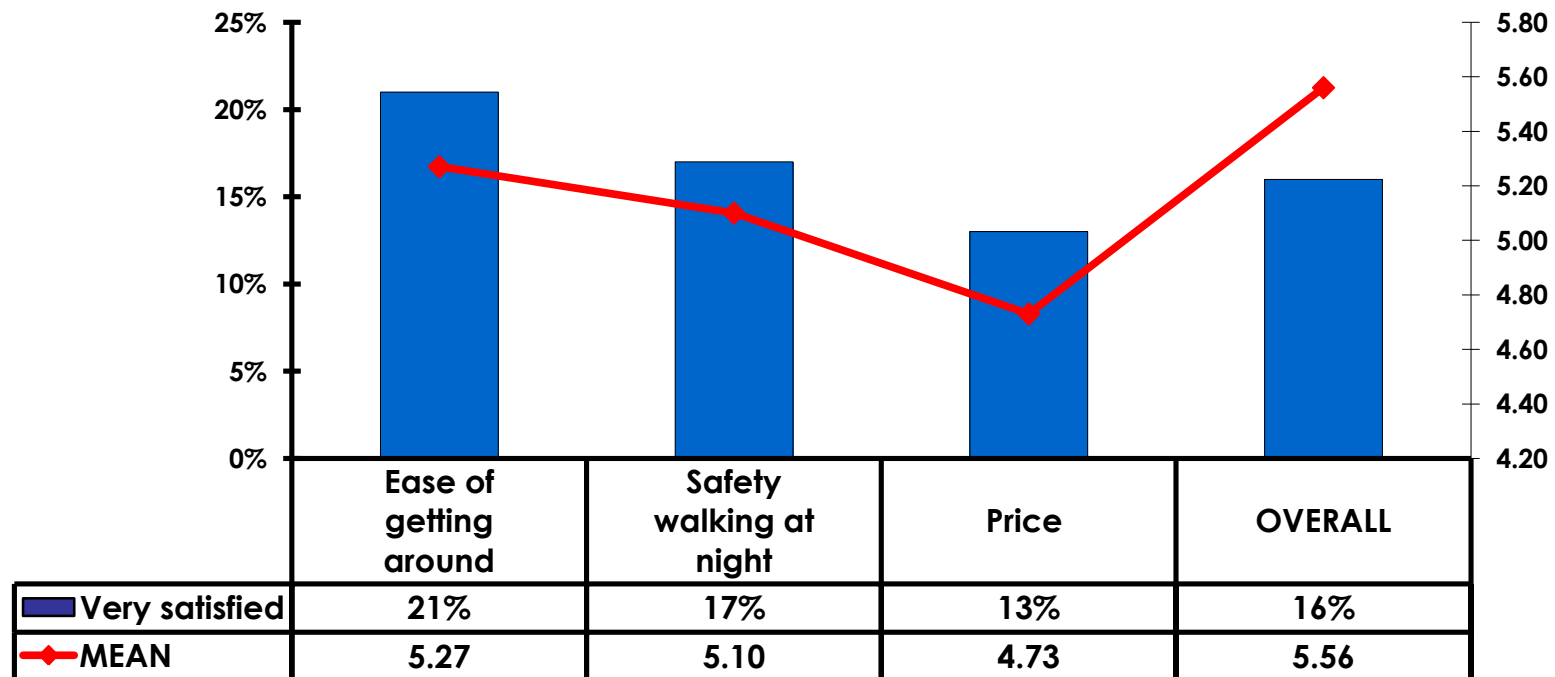
	FY2012	FY2013	FY2014
Food & Beverage	\$4.80	\$1.50	\$7.71
Gifts/ Souvenirs Self	\$17.00	\$10.94	\$24.92
Gifts/ Souvenirs Others	\$8.50	\$3.38	\$12.72
Total	\$30.30	\$15.81	\$45.89

SECTION 4 **VISITOR SATISFACTION**

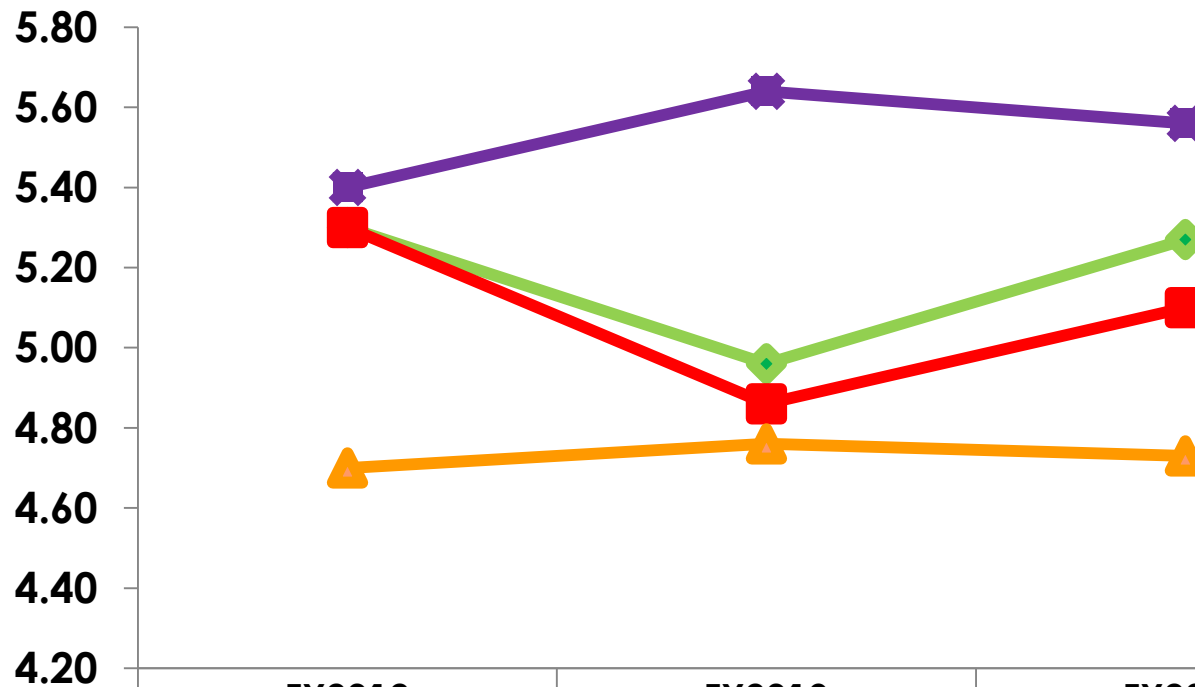
Satisfaction Scores Overall

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Satisfaction Scores Overall

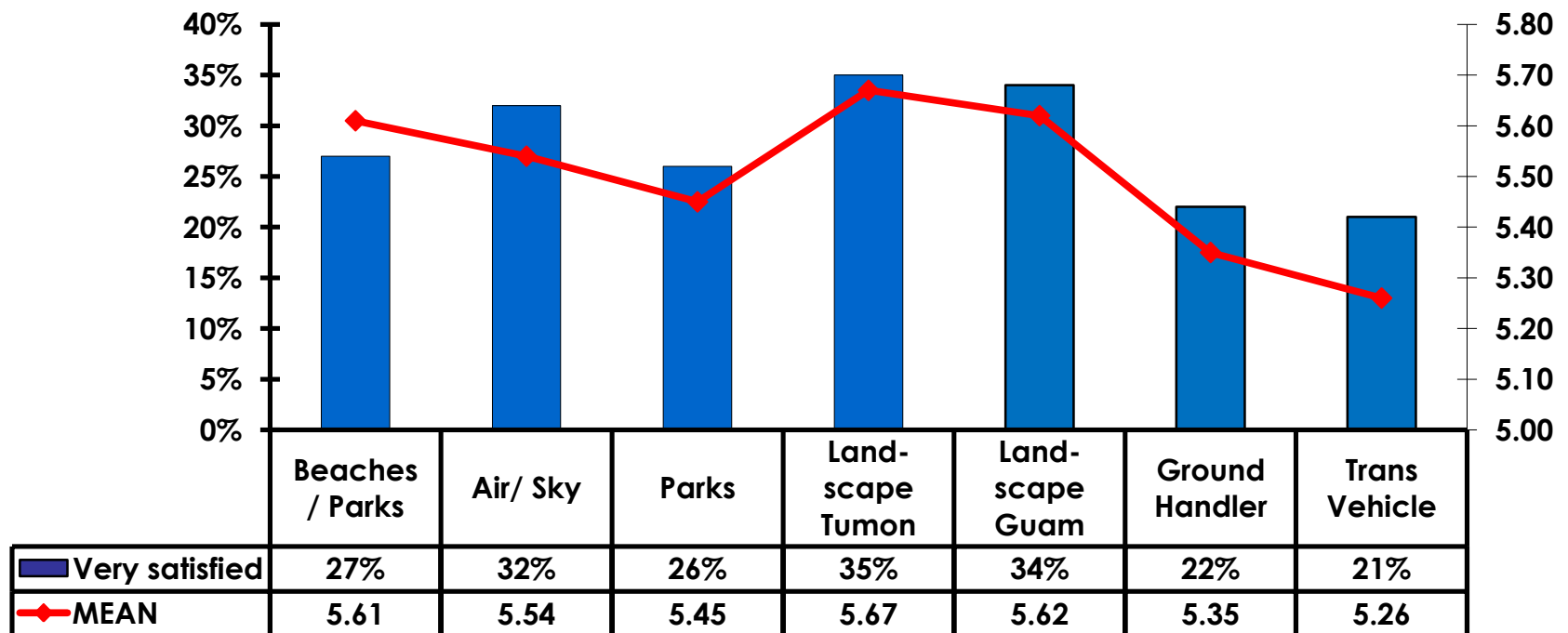


	FY2012	FY2013	FY2014
◆ Ease of getting around	5.30	4.96	5.27
■ Safety walking at night	5.30	4.86	5.10
▲ Price	4.70	4.76	4.73
◆ OVERALL	5.40	5.64	5.56

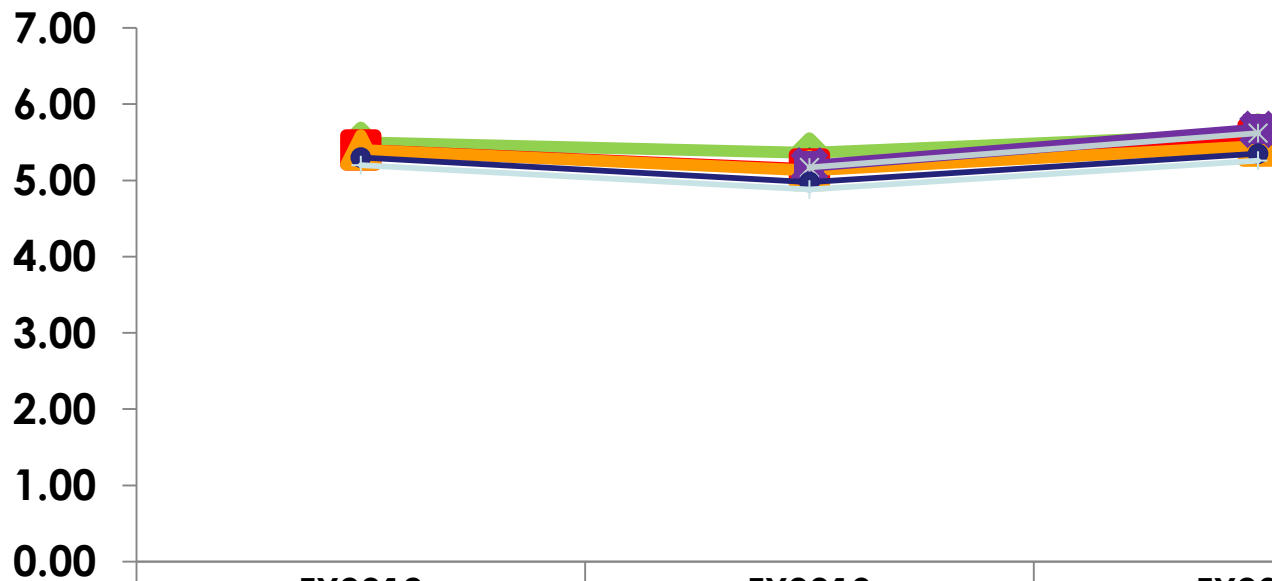
Satisfaction Quality/ Cleanliness








7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Satisfaction Quality/ Cleanliness

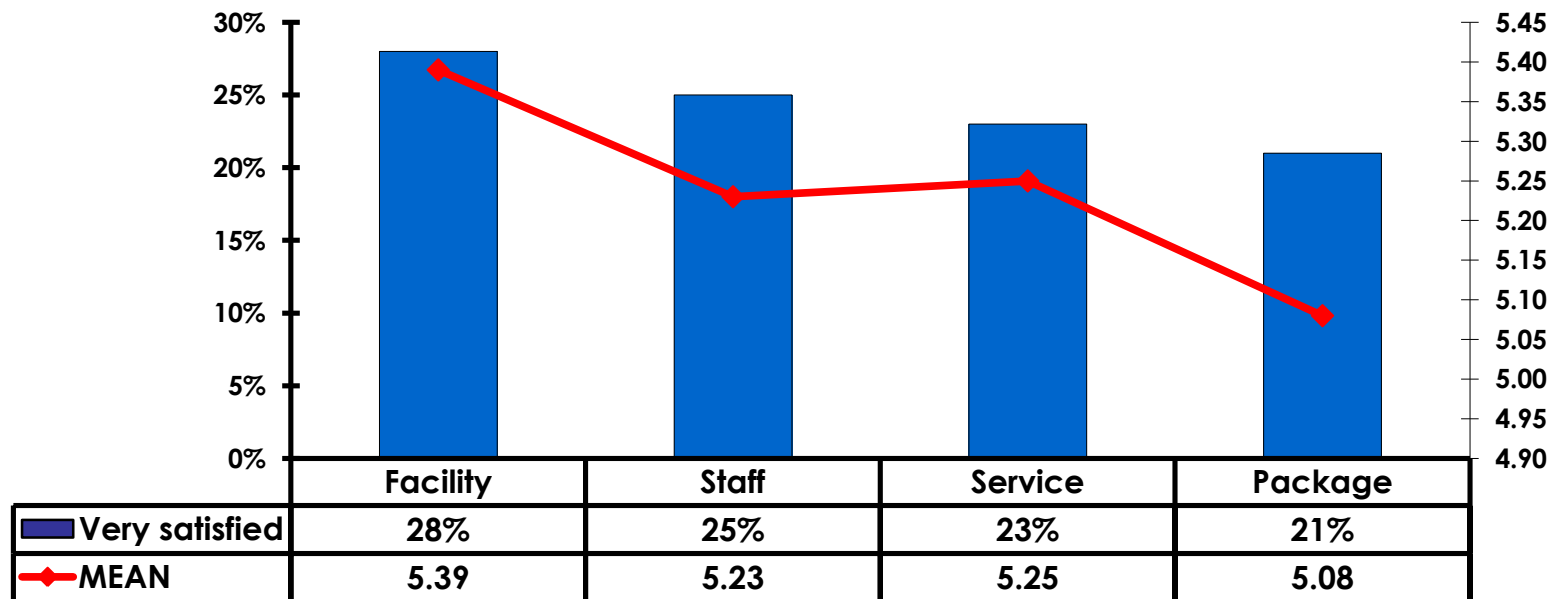


	FY2012	FY2013	FY2014
 Beaches/ Parks	5.50	5.36	5.61
 Air/ Sky	5.40	5.15	5.54
 Parks	5.40	5.13	5.45
 Landscape Tumon		5.19	5.67
 Landscape Guam		5.17	5.62
 Grnd Handler	5.30	4.98	5.35
 Trans Vehicle	5.20	4.88	5.26

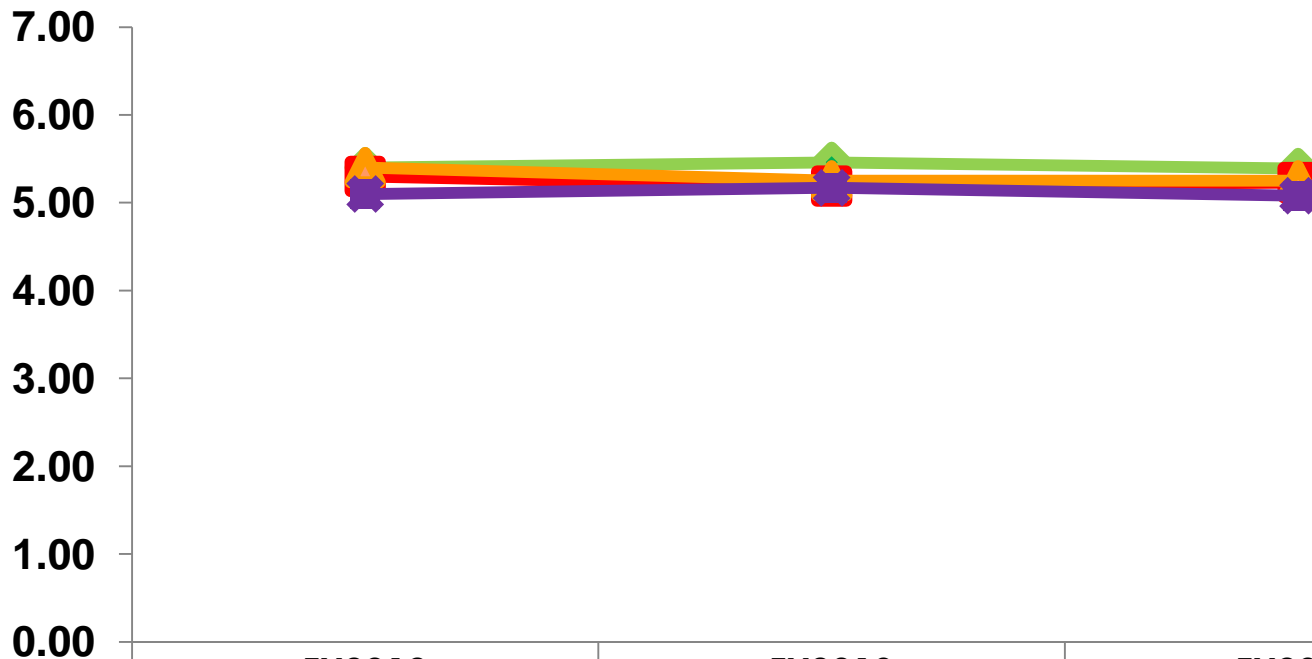
Wedding Satisfaction Scores





7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Wedding Satisfaction Scores

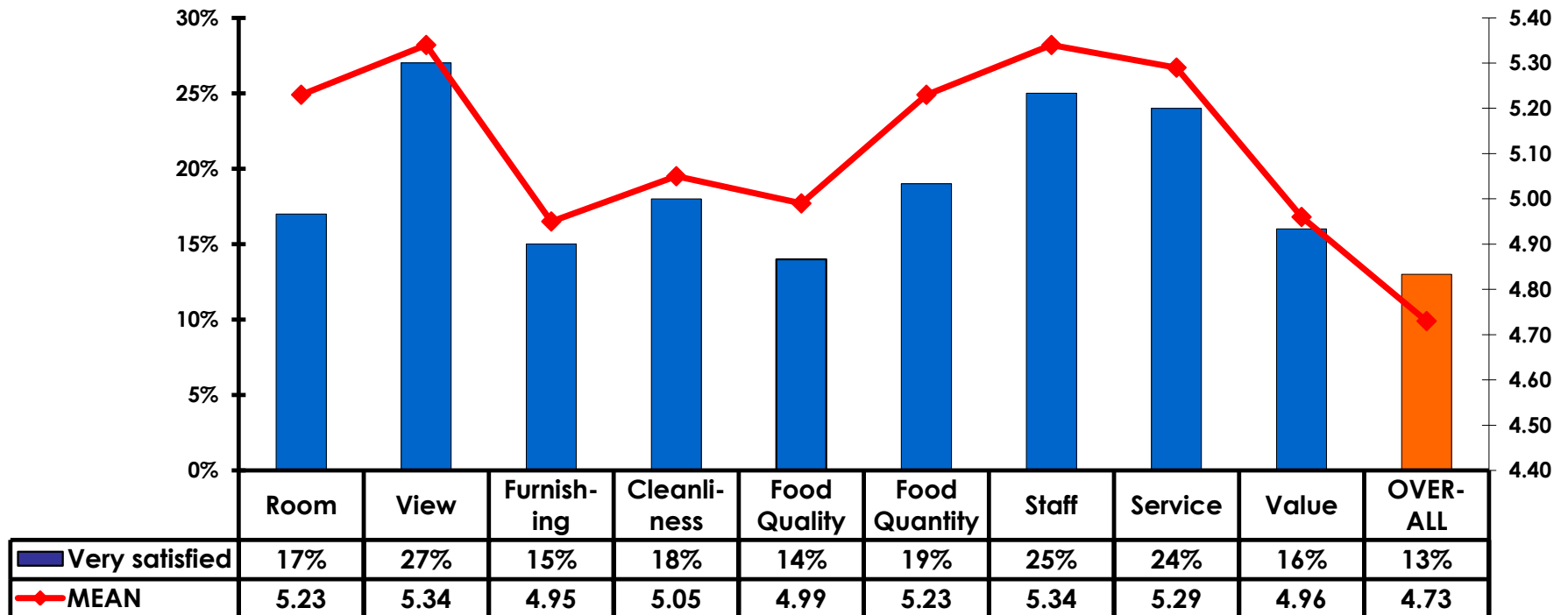


	FY2012	FY2013	FY2014
 Facility	5.40	5.46	5.39
 Facility- staff	5.30	5.19	5.23
 Services	5.40	5.25	5.25
 Package	5.10	5.17	5.08

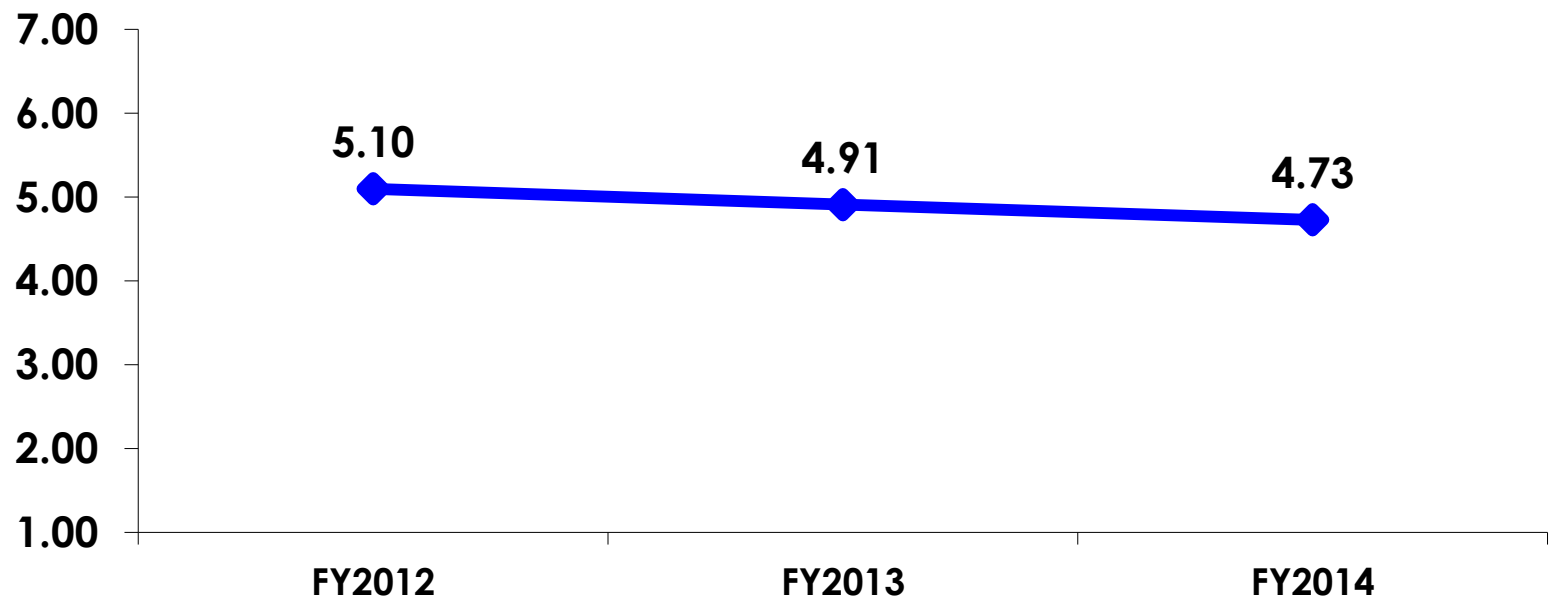
Quality of Accommodations

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



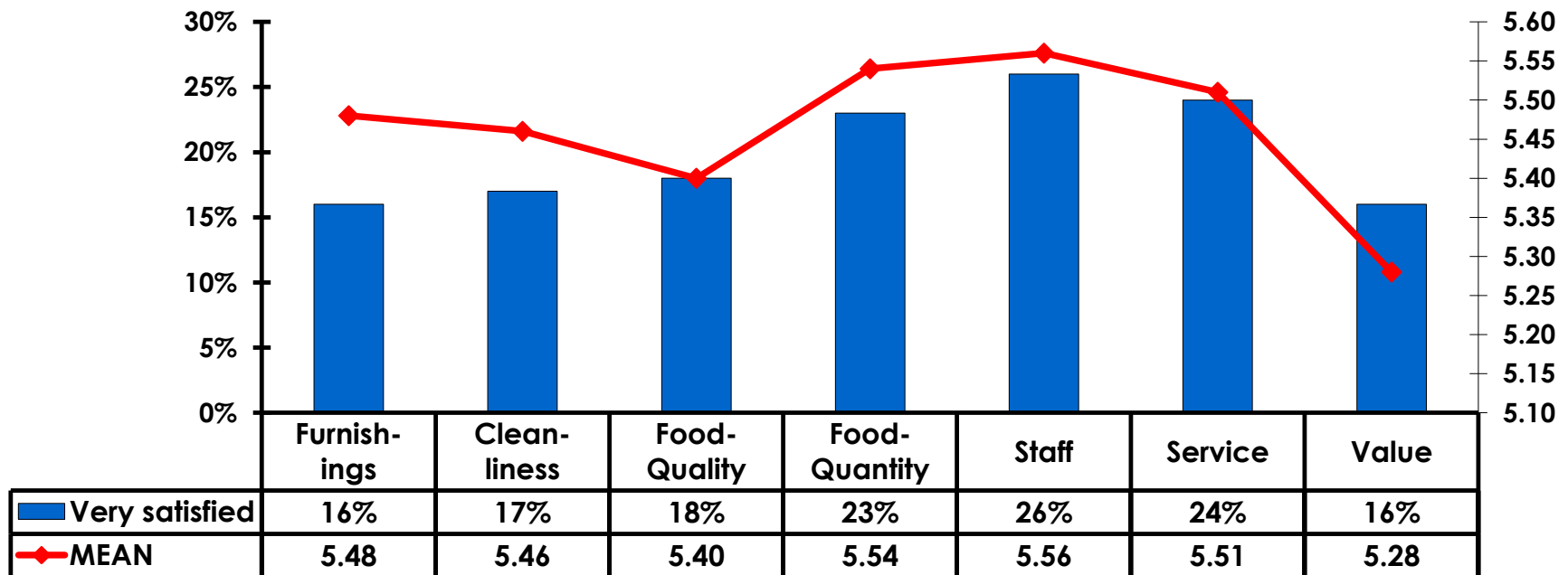
Quality of Accommodations



Quality of Dining Experience

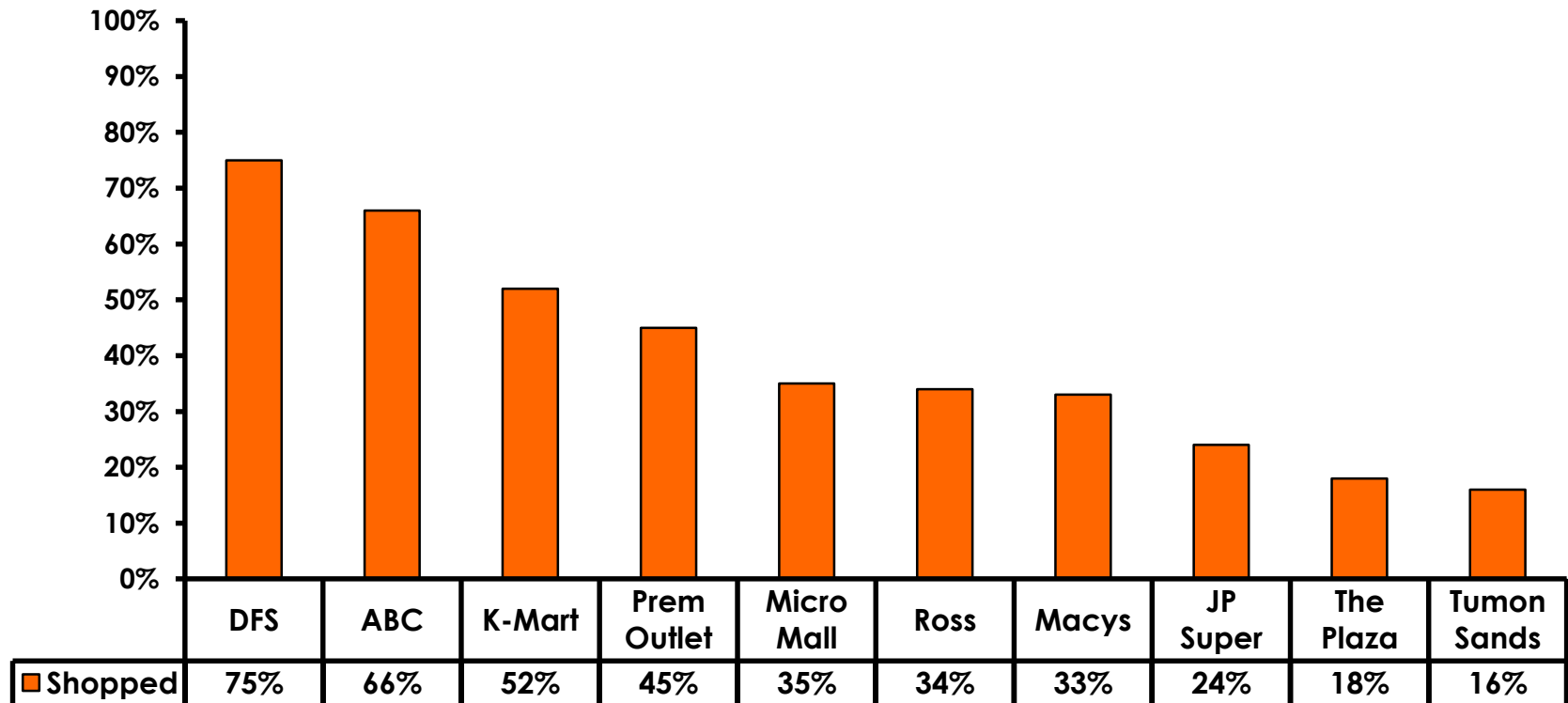
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Visits to Shopping Centers/Malls- Top 5

	FY2012	FY2013	FY2014
DFS Galleria	71%	63%	75%
ABC	76%	61%	66%
K-Mart	68%	44%	52%
Prem Outlet	40%	24%	45%
Macys	Not top 5	21%	Not top 5
Micro Mall	33%	Not top 5	35%

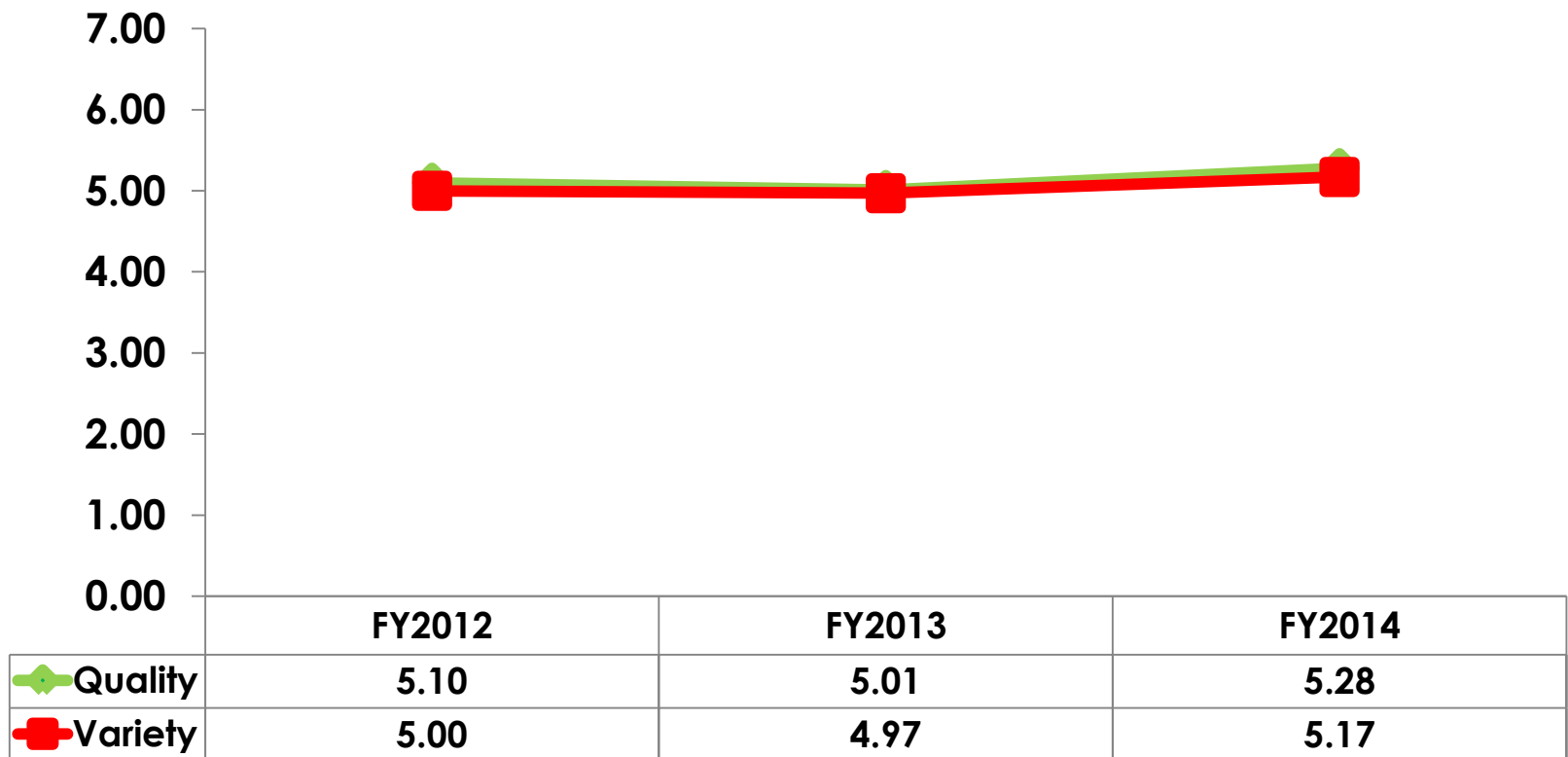
Satisfaction with Shopping

7pt Rating Scale

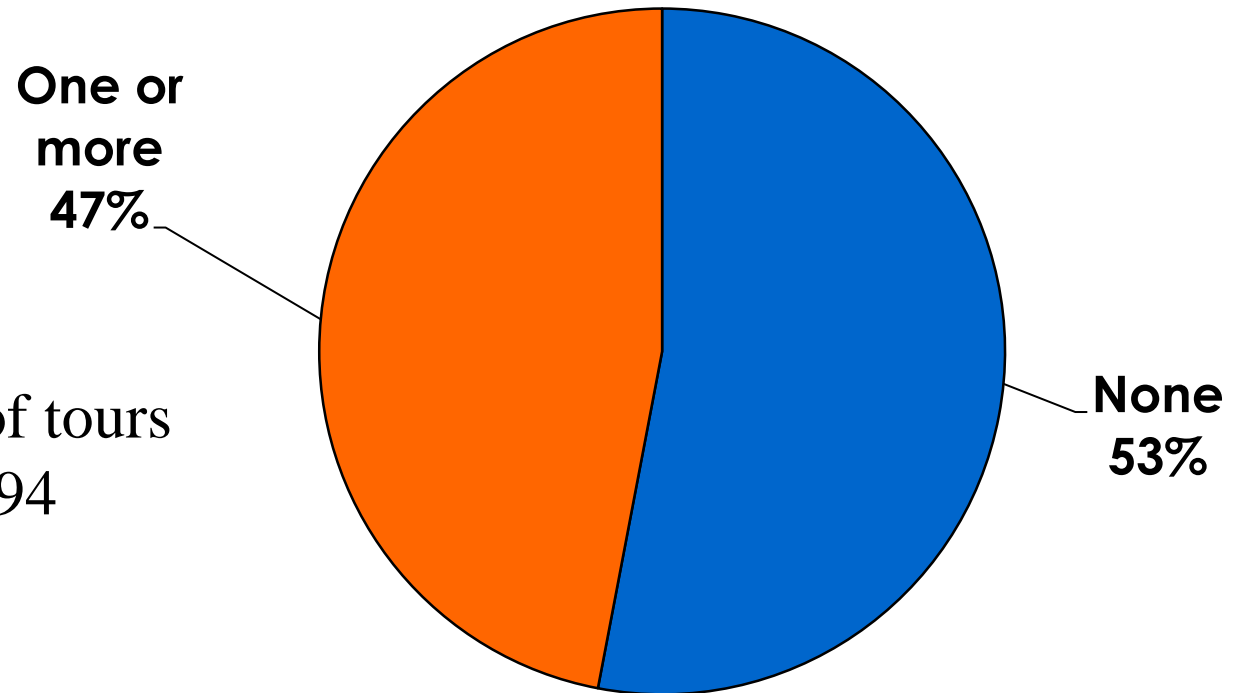
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 47%	Score of 6 to 7 = 43%
Score of 4 to 5 = 48%	Score of 4 to 5 = 48%
Score 1 to 3 = 6%	Score 1 to 3 = 8%
MEAN = 5.28	MEAN = 5.17

Satisfaction with Shopping

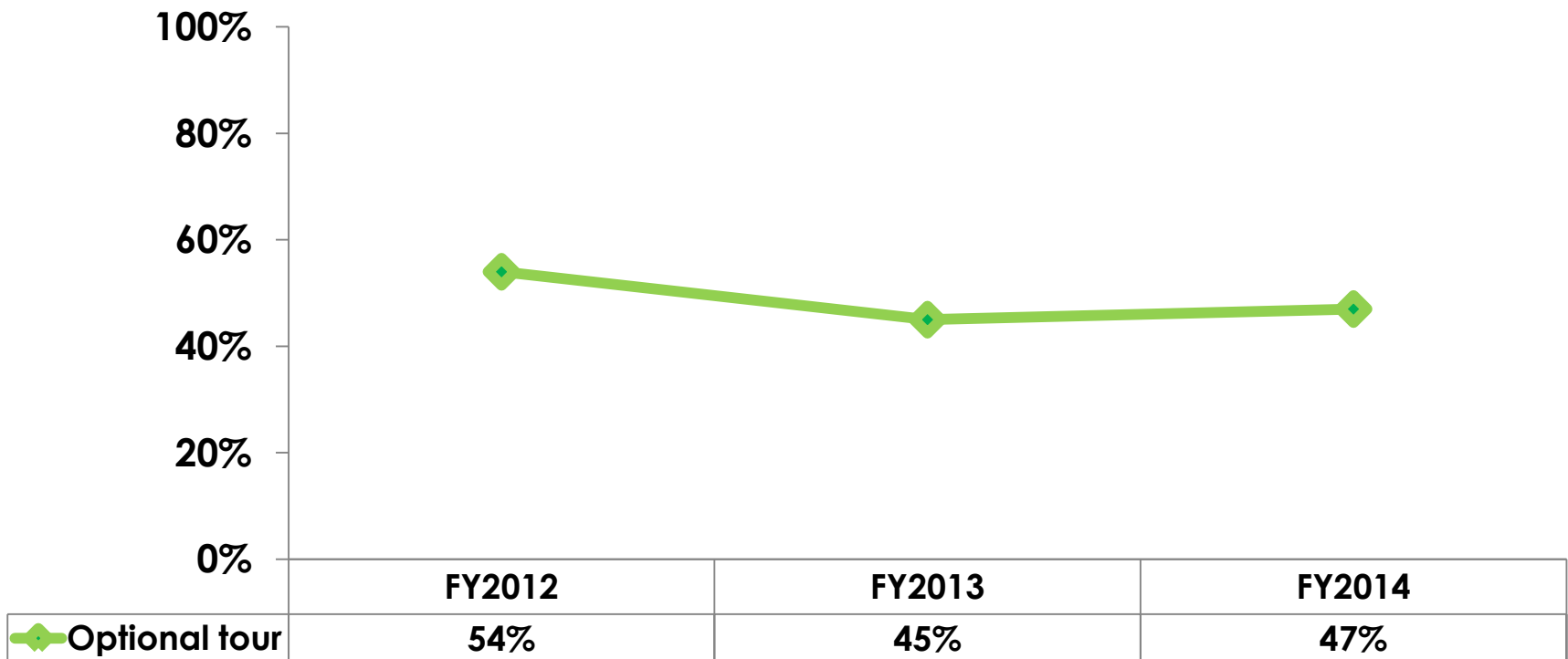


Optional Tour Participation



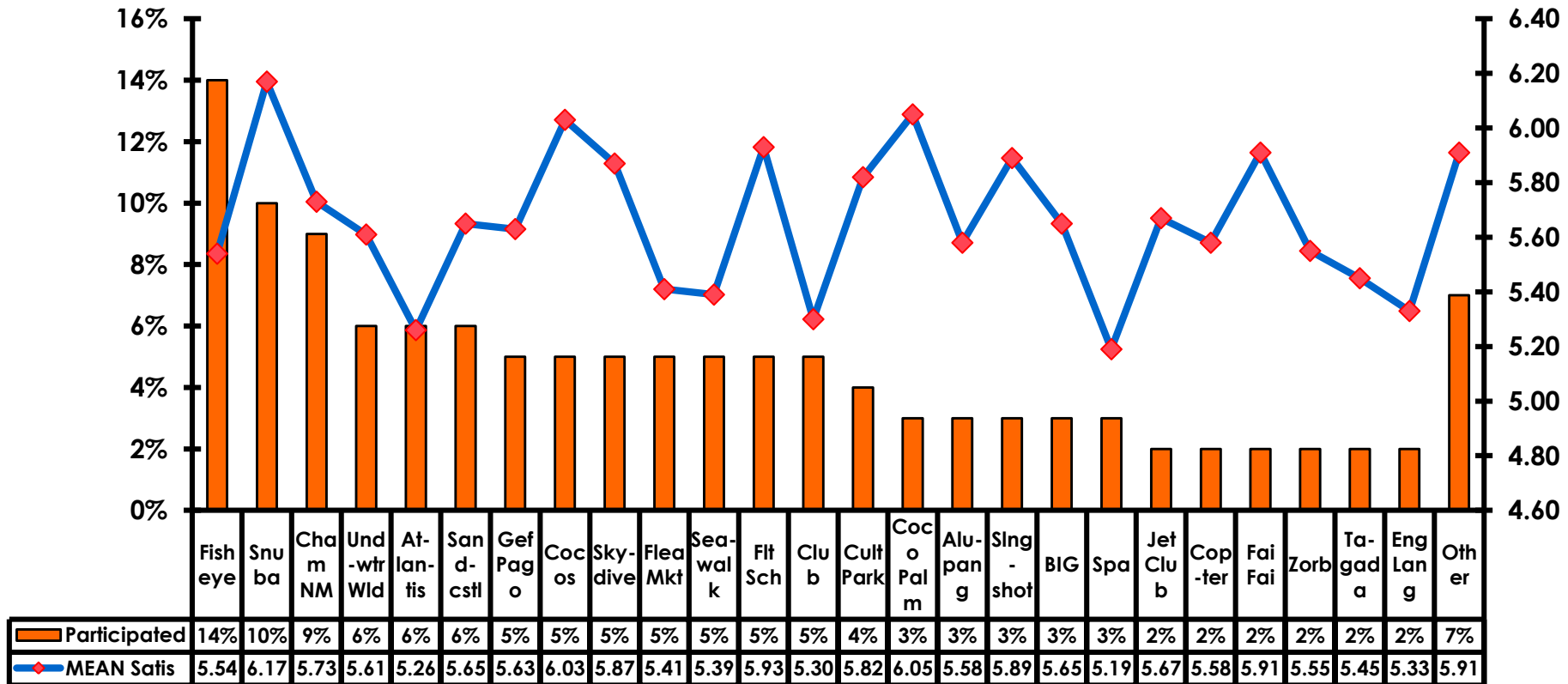
- Average number of tours participated in is .94

Optional Tour Participation



Optional Tours

Participation & Satisfaction



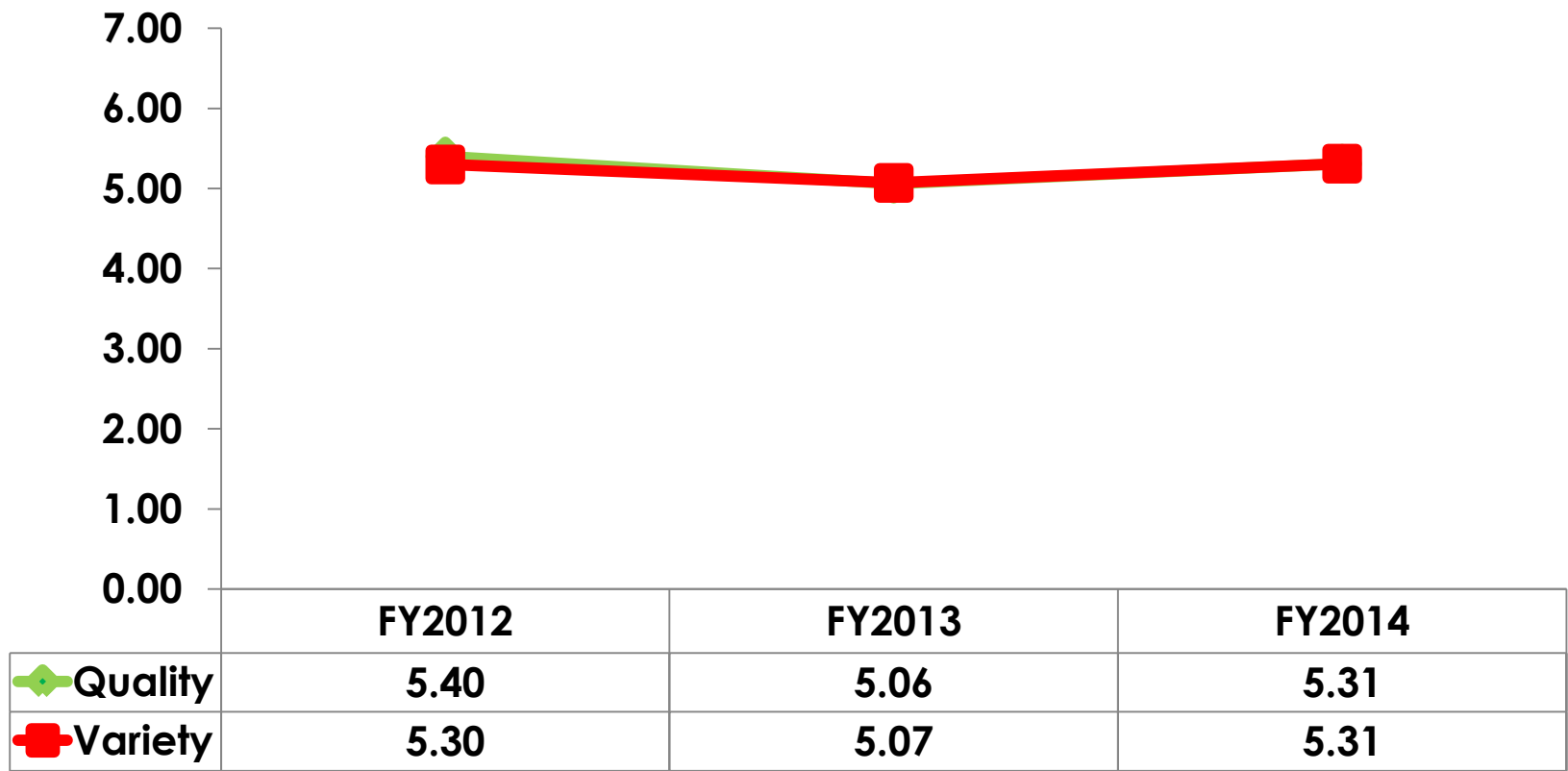
Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Day Tour	Variety of Day Tour
Score of 6 to 7 = 50%	Score of 6 to 7 = 48%
Score of 4 to 5 = 42%	Score of 4 to 5 = 47%
Score 1 to 3 = 8%	Score 1 to 3 = 5%
MEAN = 5.31	MEAN = 5.31

Day Tours Satisfaction



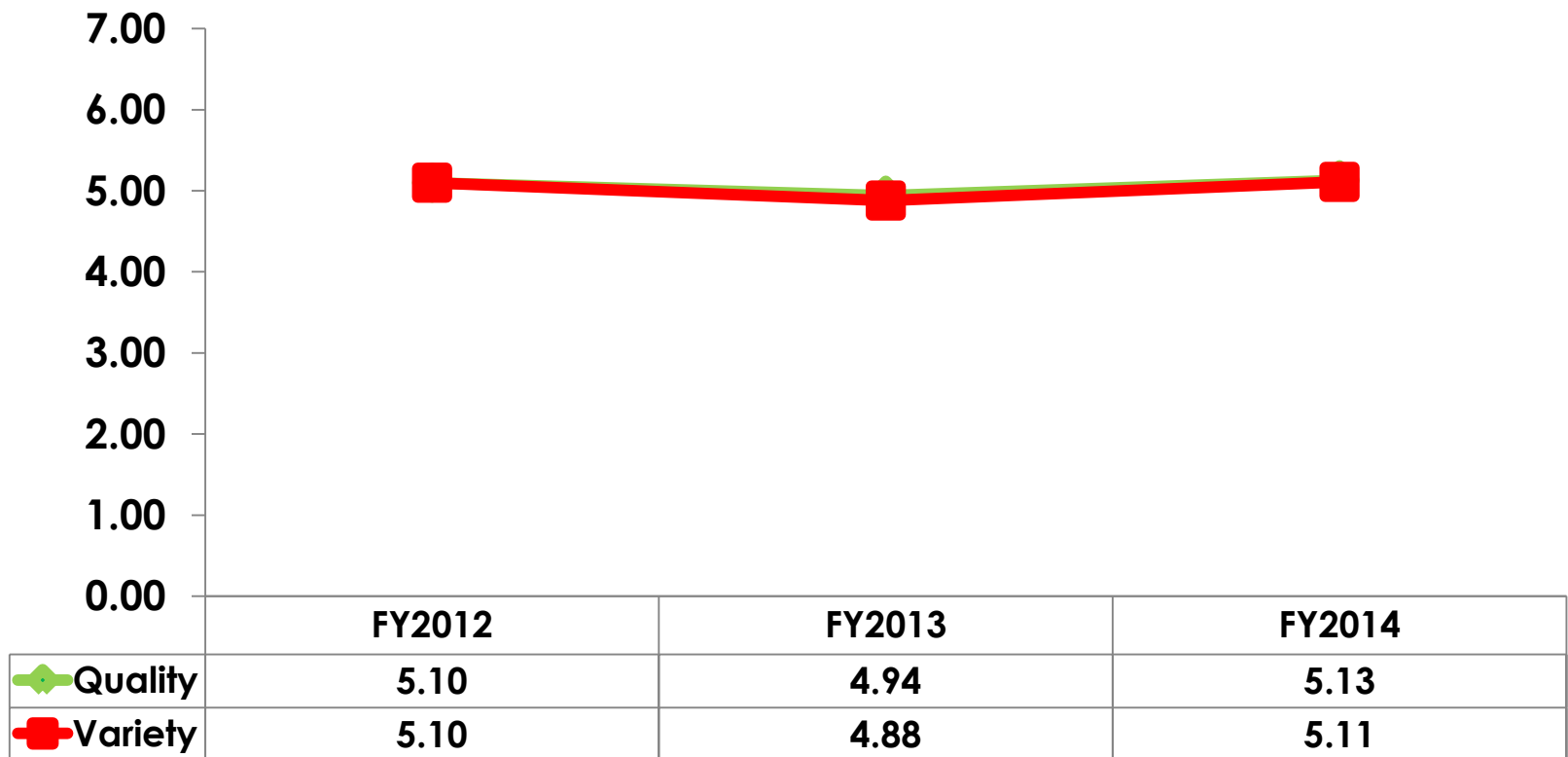
Night Tours Satisfaction

7pt Rating Scale

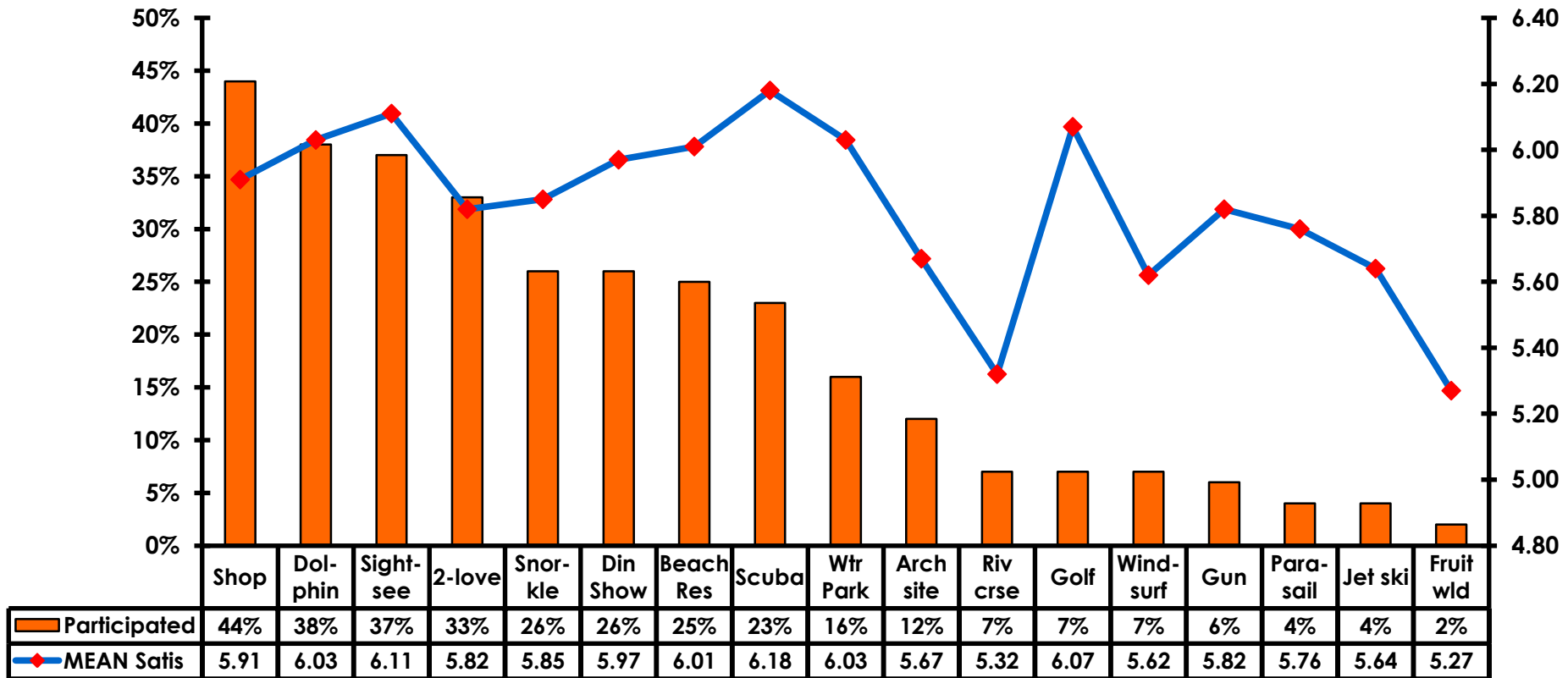
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 39%	Score of 6 to 7 = 38%
Score of 4 to 5 = 56%	Score of 4 to 5 = 57%
Score 1 to 3 = 5%	Score 1 to 3 = 4%
MEAN = 5.13	MEAN = 5.11

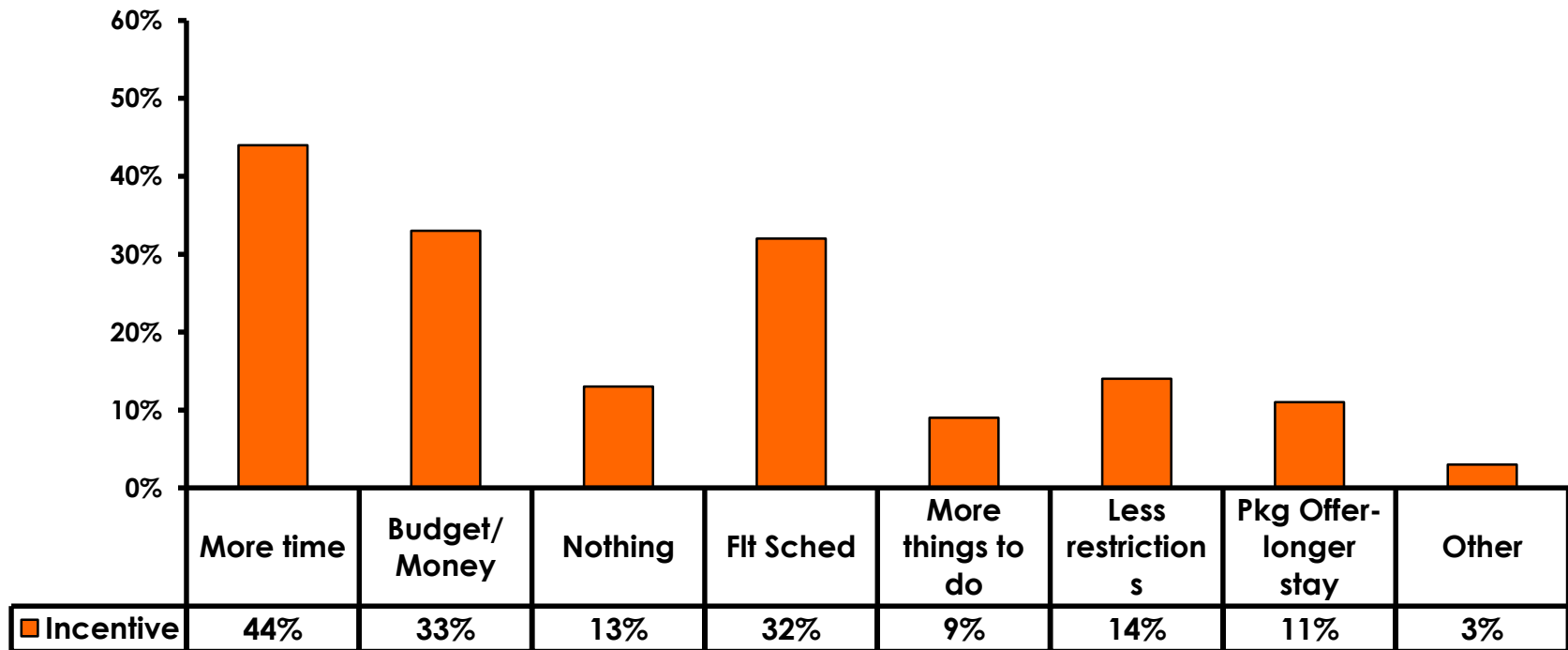
Night Tours Satisfaction



Satisfaction with Other Activities



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



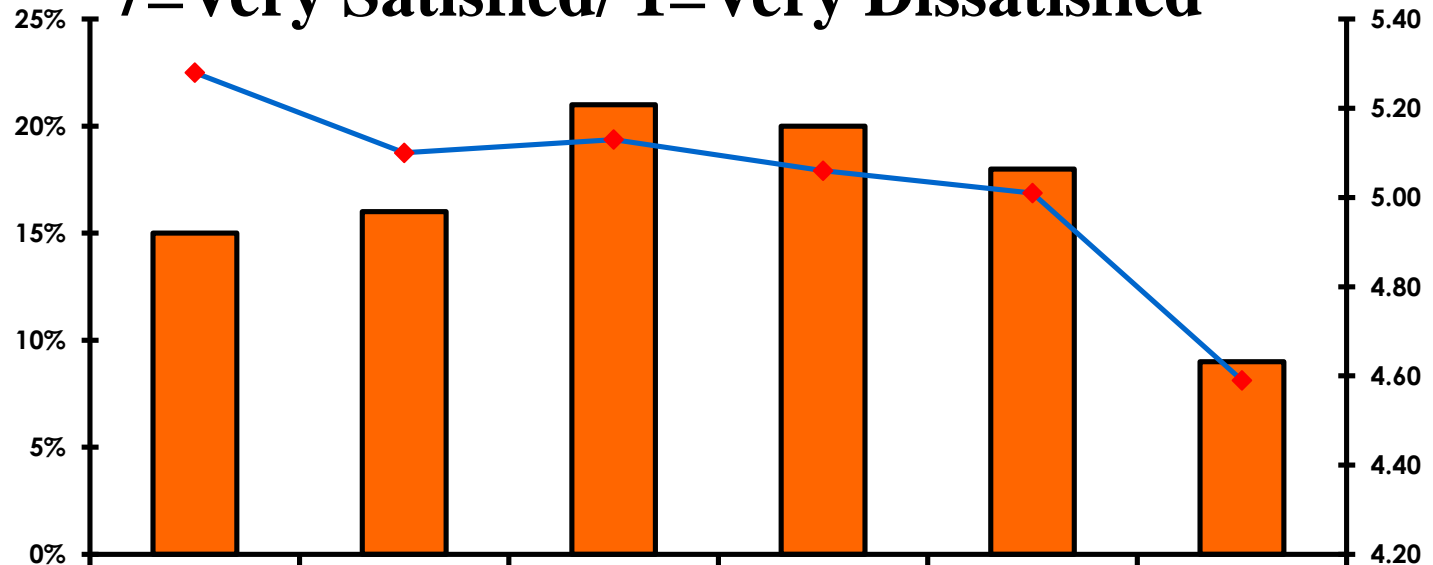
What would it take to make you want to stay an extra day in Guam?



	FY2012	FY2013	FY2014
More time	25%	31%	44%
Budget/ money	28%	30%	33%
Nothing- spent right amount of time	16%	22%	13%
Flight schedule times	26%	20%	32%
Less restrictions	10%	9%	14%
More things to do	6%	5%	9%
Packages – longer stays	8%	5%	11%
Other	2%	2%	3%

On-Island Perceptions

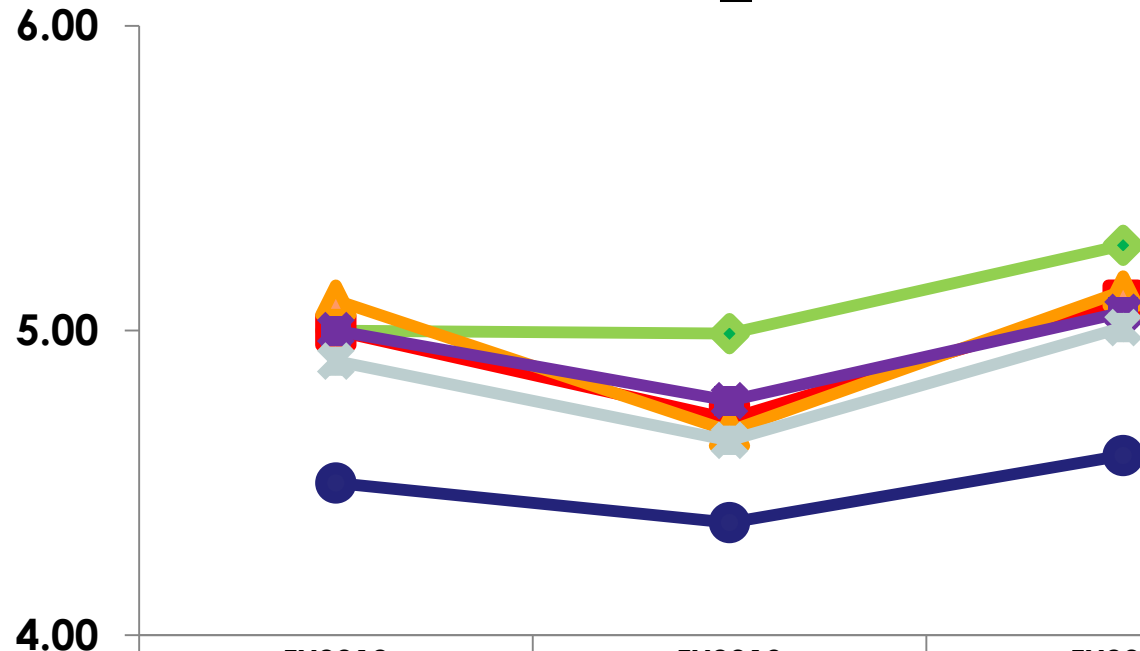
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



 Strongly agree	15%	16%	21%	20%	18%	9%
 MEAN	5.28	5.10	5.13	5.06	5.01	4.59

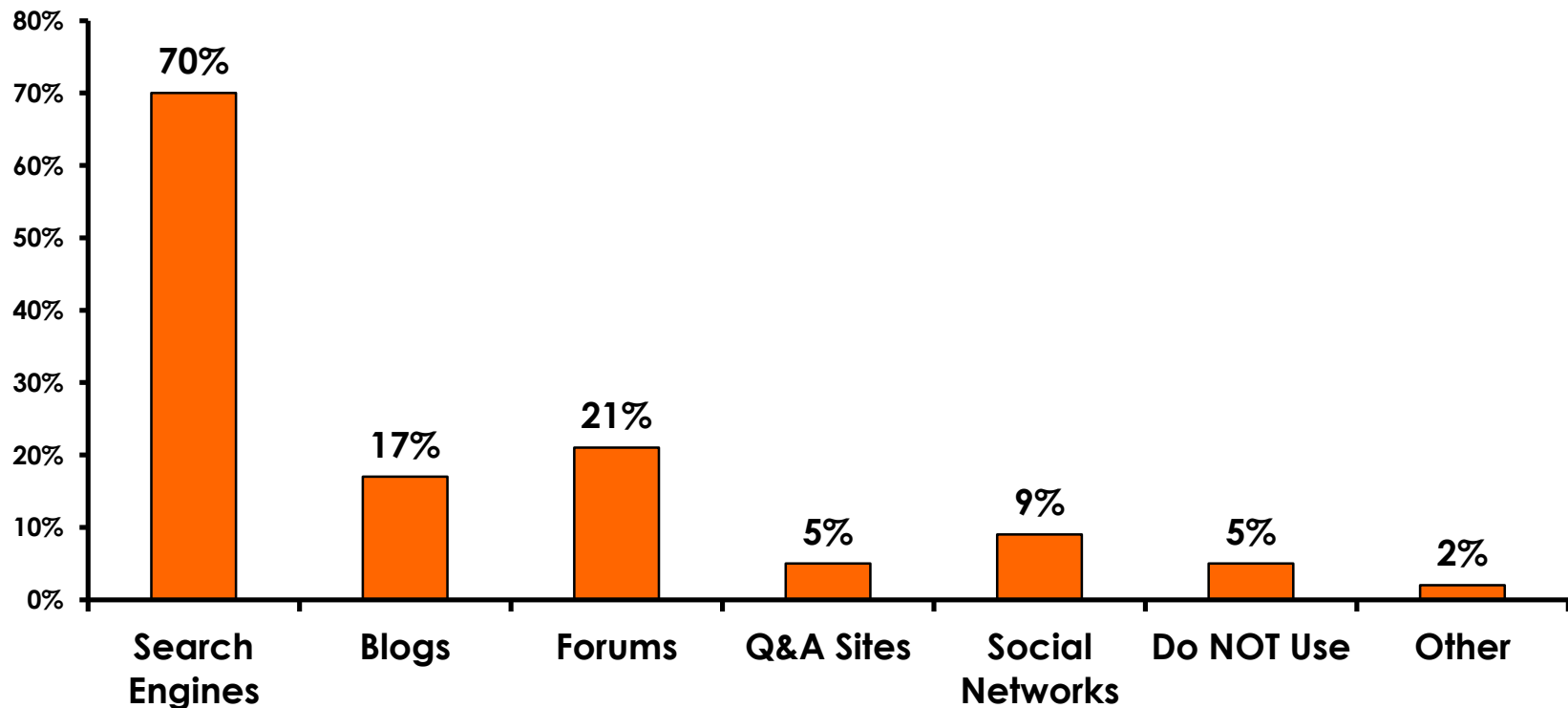
On-Island Perceptions



	FY2012	FY2013	FY2014
 Guam was better than expected	5.00	4.99	5.28
 I had no communication problems	5.00	4.71	5.10
 I will recommend Guam to friends	5.10	4.67	5.13
 Sites on Guam were attractive	5.00	4.77	5.06
 I plan to visit Guam again	4.90	4.64	5.01
 Not enough night activities	4.50	4.37	4.59

SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

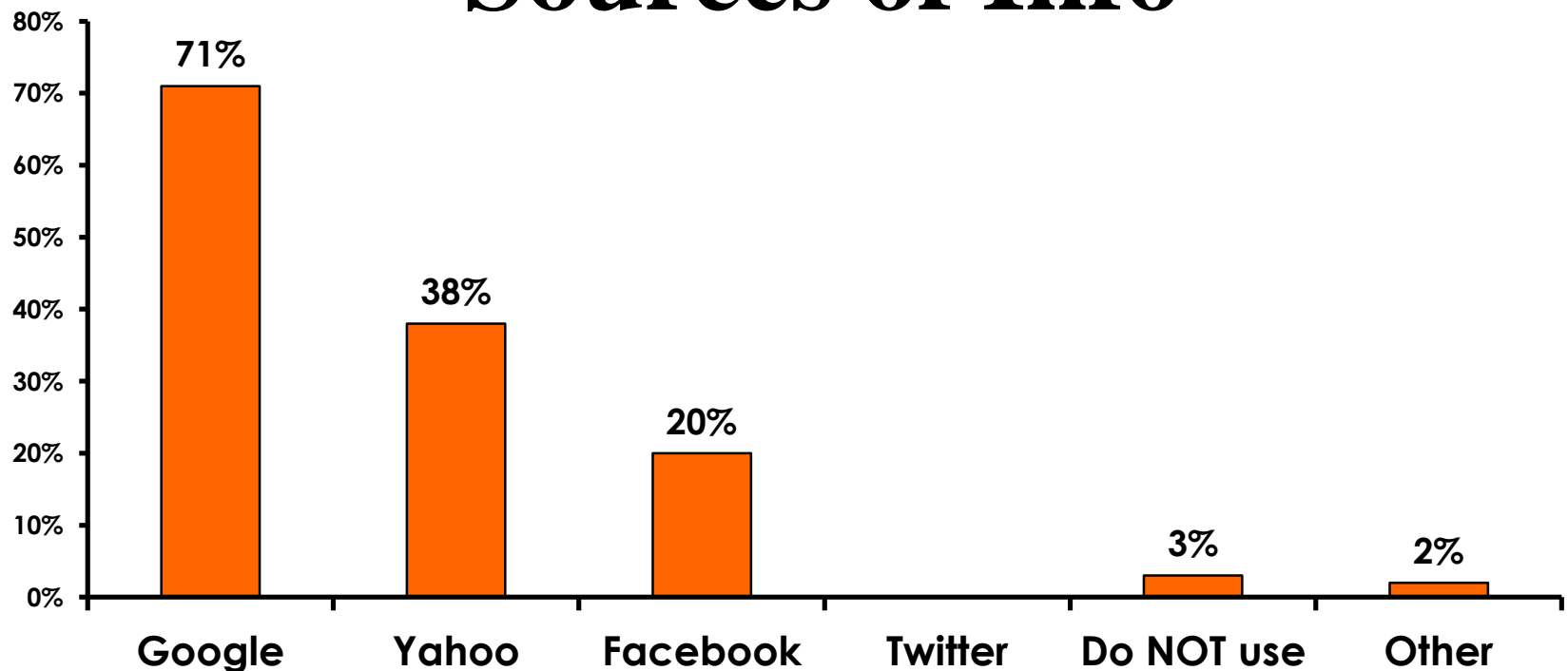


Internet- Guam Sources of Info

	FY2013	FY2014
Search engines	59%	70%
Forums	22%	21%
Blogs	16%	17%
Social Networks	10%	9%
None	4%	5%
Q&A sites	7%	5%
Other	0%	2%

Internet- Things To Do

Sources of Info

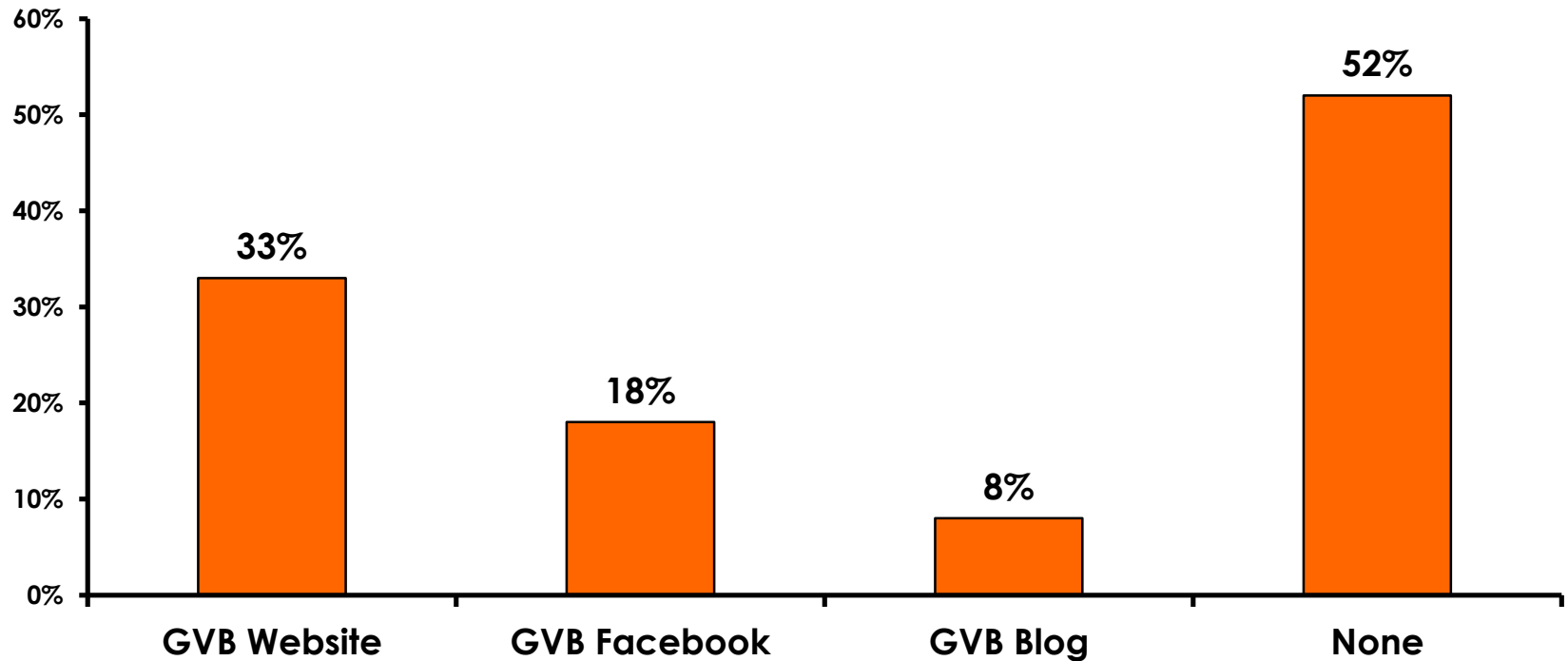


Internet- Things To Do

Sources of Info

	FY2013	FY2014
Google	60%	71%
Yahoo	36%	38%
Facebook	28%	20%
Do not use	2%	3%
Other	1%	2%

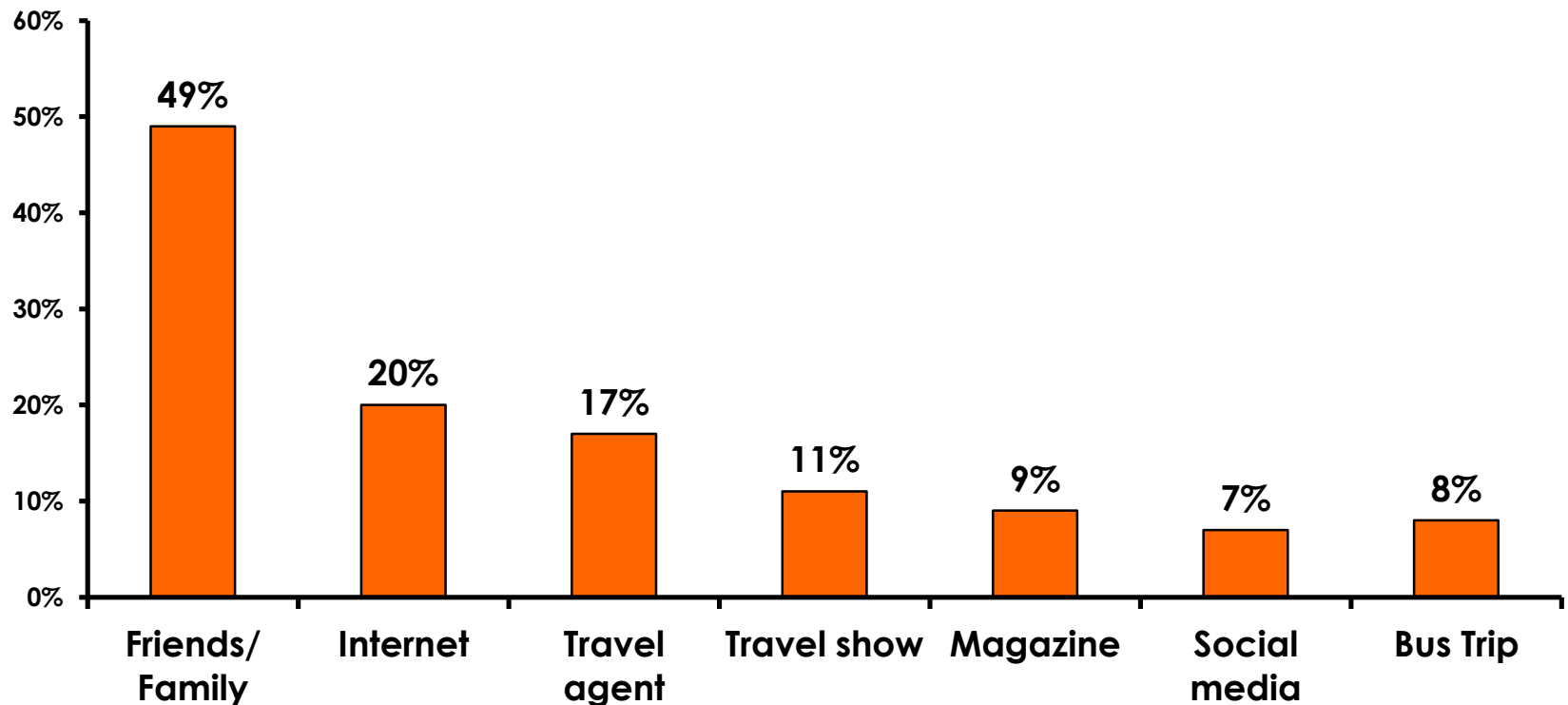
Internet- GVB Sources



Internet- GVB Sources

	FY2013	FY2014
None	48%	52%
GVB Website	23%	33%
GVB Facebook	30%	18%
GVB Blog	4%	8%

Travel Motivation- Info Sources

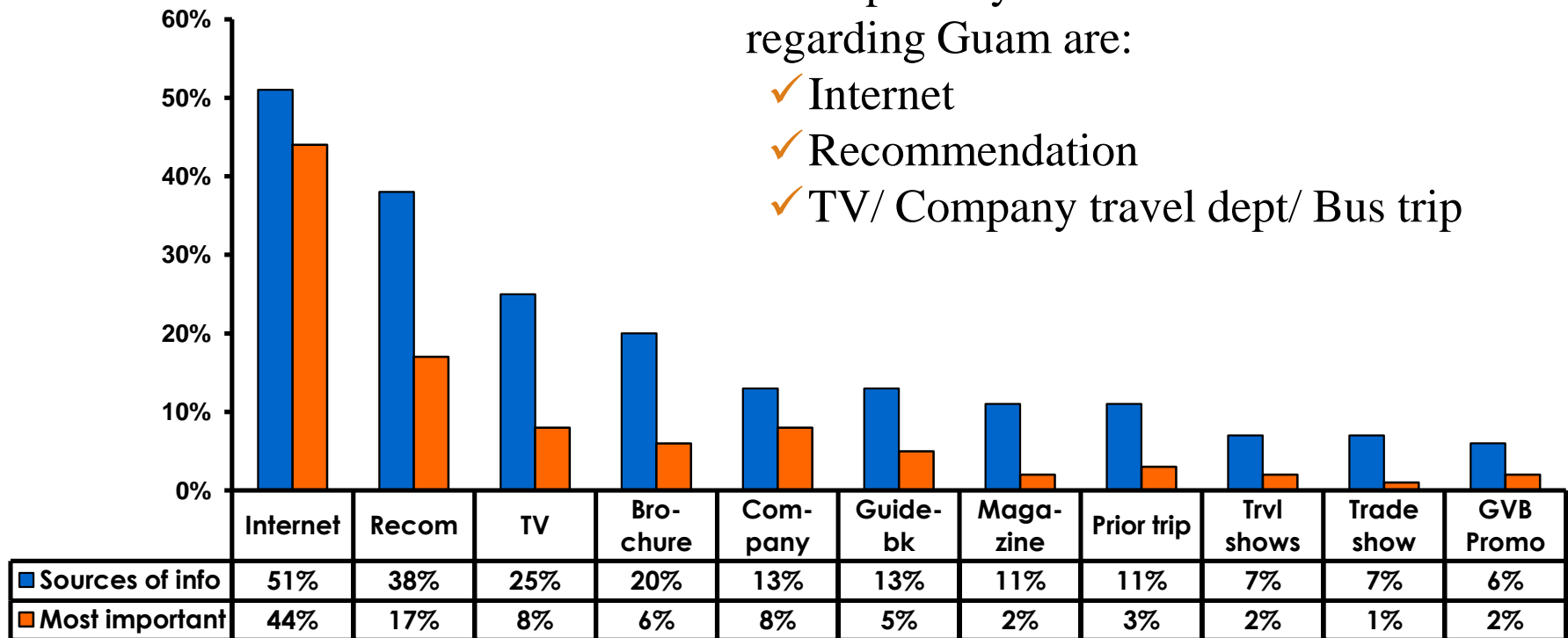


Travel Motivation- Info Sources

	FY2013	FY2014
Friends/ Family	52%	49%
Internet	26%	20%
Travel Agent	12%	17%
Travel shows	10%	11%
Other	-	11%
Magazine	10%	9%
Company/ Bus Trip	4%	8%
Social Media	5%	7%

Sources of Information Pre-arrival

- The 3 primary sources of information regarding Guam are:
 - ✓ Internet
 - ✓ Recommendation
 - ✓ TV/ Company travel dept/ Bus trip



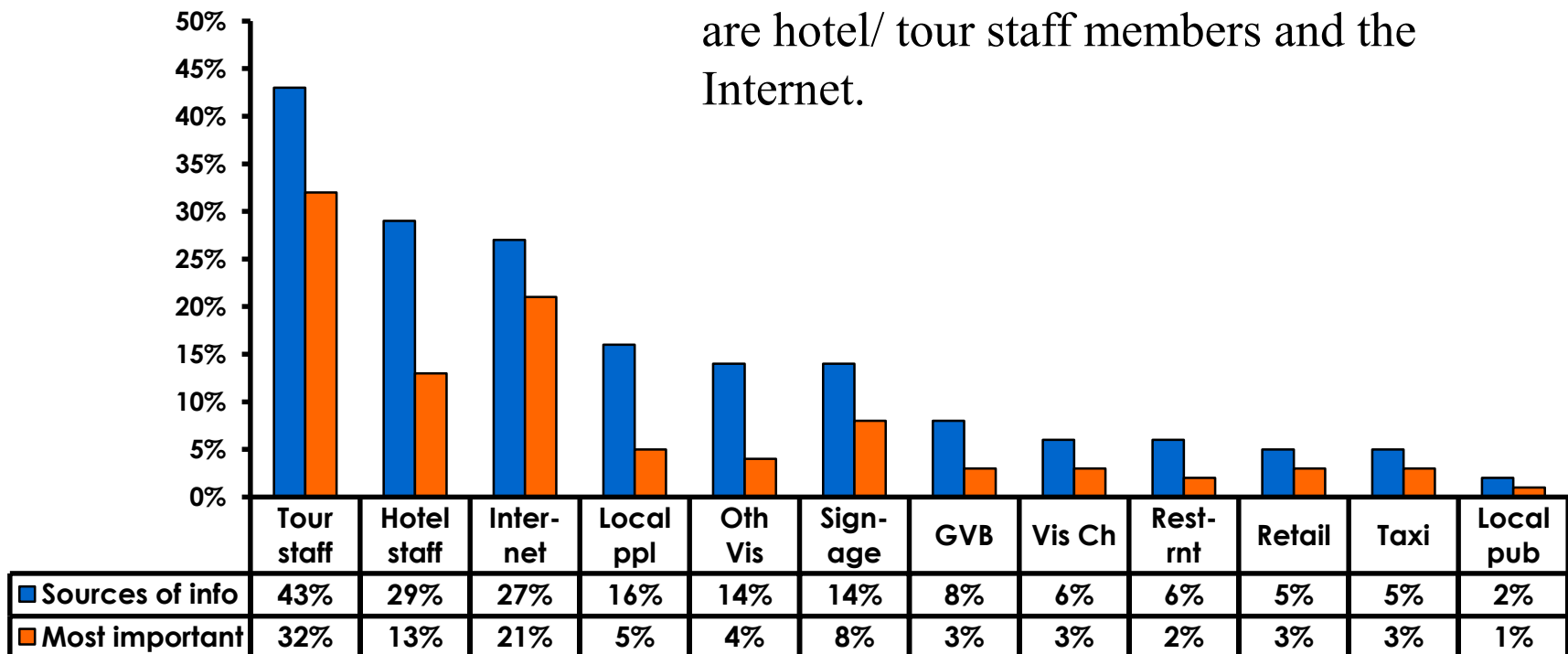
Sources of Information Pre-arrival

Top 3

	FY2012	FY2013	FY2014
Internet	52%	46%	44%
Recomm- end	Not top 3	17%	17%
TV	8%	10%	8%
Brochure	11%	Not top 3	Not top 3

Sources of Information Post-arrival

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



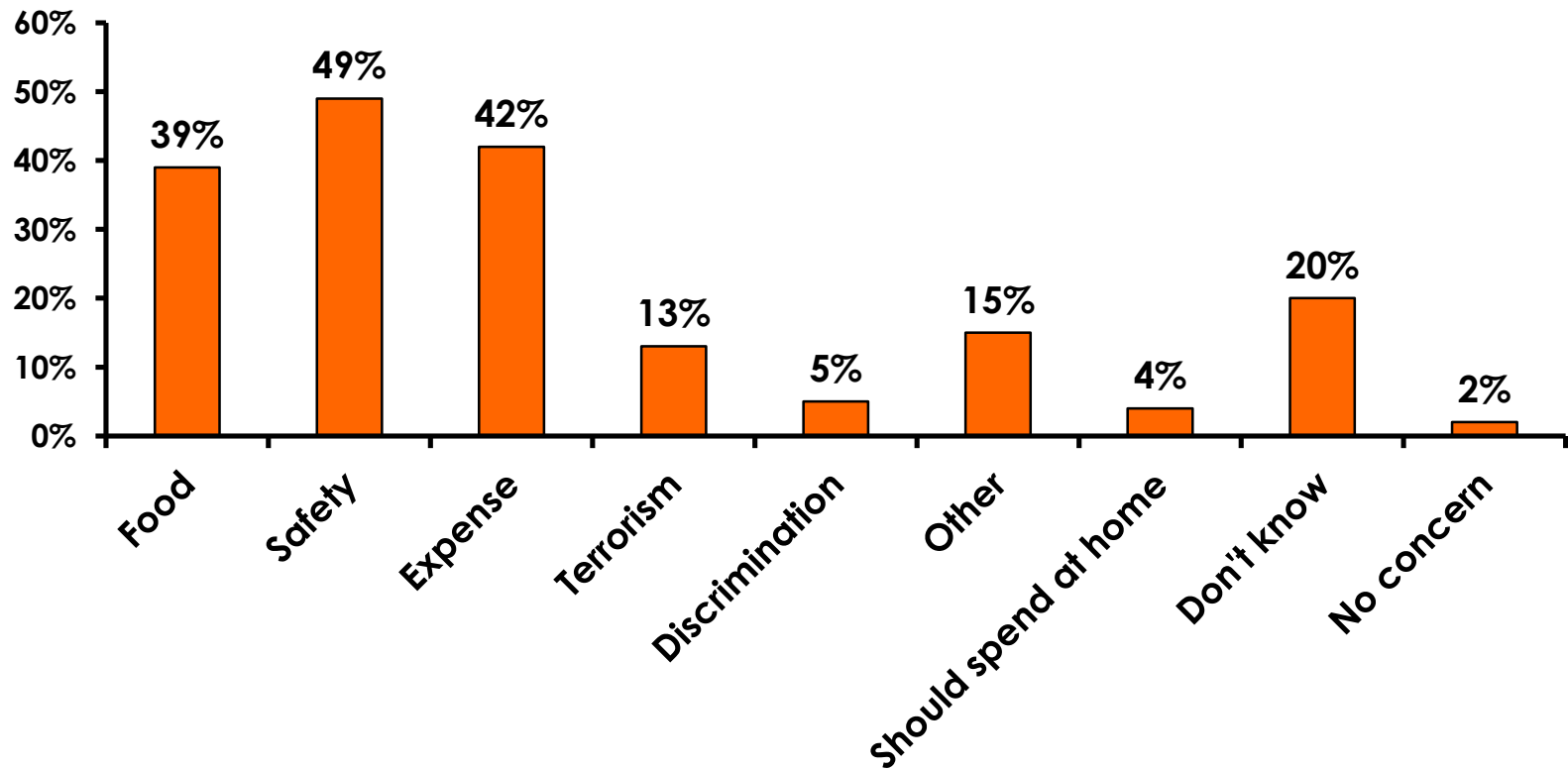
Sources of Information Post-arrival

Top 3

	FY2012	FY2013	FY2014
Hotel staff	12%	25%	13%
Tour staff	18%	20%	32%
Internet	NA	11%	21%

SECTION 6 **OTHER ISSUES**

Concerns about travel outside of Taiwan - Overall



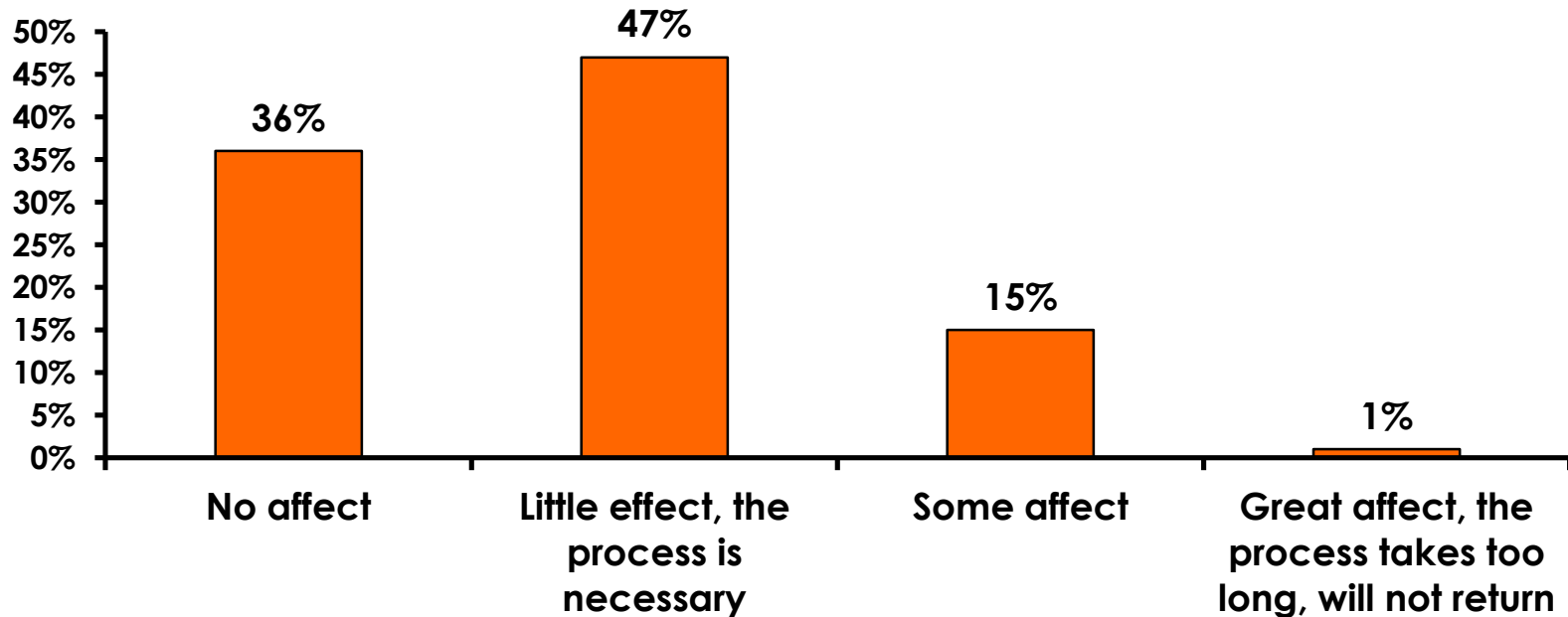
Concerns about travel outside of Taiwan

	FY2012	FY2013	FY2014
Safety	49%	32%	49%
Food	23%	32%	39%
Expense	37%	27%	42%
Terrorism	16%	19%	13%
Dis-crimination	10%	10%	5%
Should spend @home	4%	5%	4%
Other	-	11%	15%
DK	11%	8%	20%
No Concern	5%	1%	2%

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 Safety	49%	61%	48%	43%	55%	67%	75%	70%	38%	44%	65%	80%	63%	
Expense	42%	63%	39%	36%	39%	56%	75%	64%	38%	39%	54%	57%	50%	
Food	39%	41%	40%	35%	52%	31%	46%	55%	41%	43%	40%	51%	50%	
Don't know	20%	16%	22%	20%	15%	11%	4%	14%	21%	21%	15%	13%	25%	
Other	15%	9%	15%	18%	21%	3%	18%	11%	14%	16%	17%	27%	13%	
Terrorism	13%	6%	15%	13%	12%	14%	14%	9%	12%	11%	10%	29%	19%	
Discrimination against Taiwanese	5%	7%	5%	2%	12%	8%		2%	3%	2%		1%	6%	
Should spend at home	4%	1%	3%	6%	3%	3%			6%	5%	2%	1%	6%	
No concerns	2%	5%	2%	1%		6%	7%	5%	1%	2%	4%	1%		
Total	Count	590	87	305	163	33	36	28	44	128	104	48	75	16

Security Screening/ Immigration Process at Guam International Airport



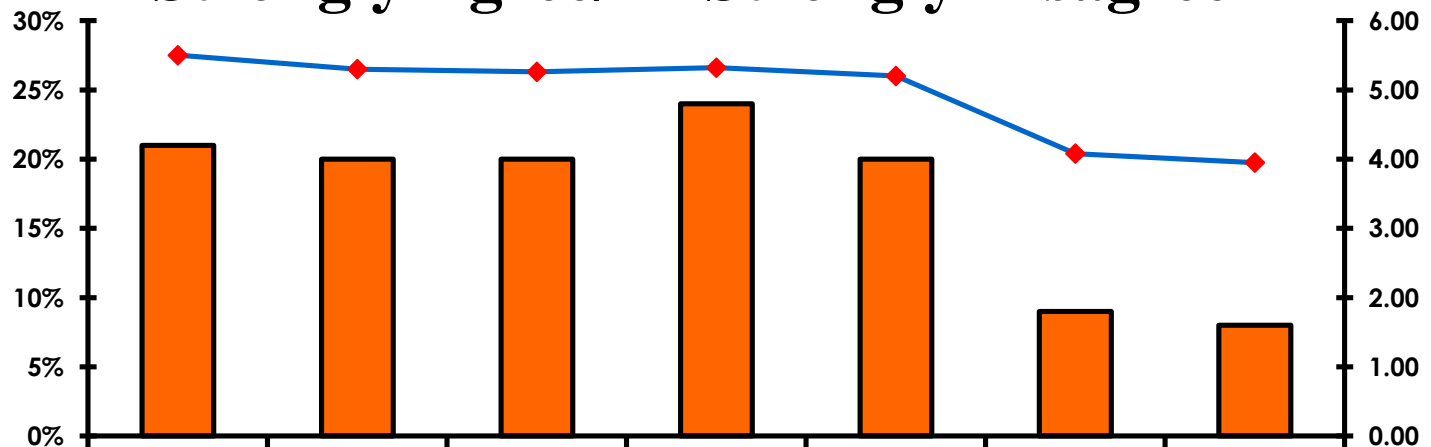
Security Screening/ Immigration Process at Guam International Airport


	FY2012	FY2013	FY2014
No effect	43%	48%	36%
Little effect	40%	41%	47%
Some effect	14%	9%	15%
Great effect	3%	2%	1%

Airport Screening

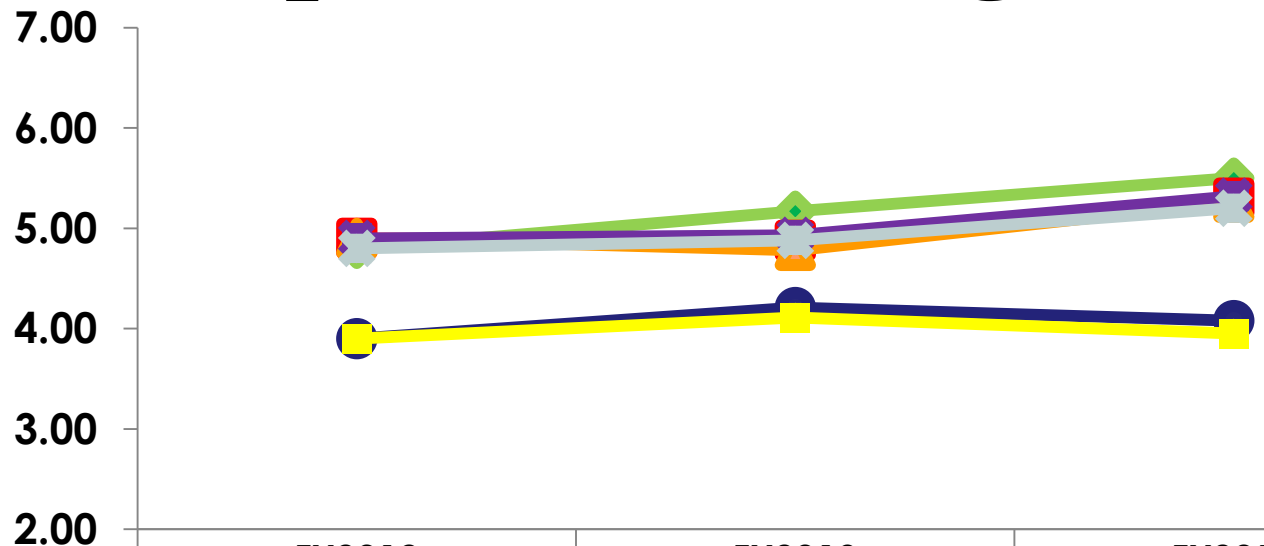
7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



 Strongly agree	21%	20%	20%	24%	20%	9%	8%
 MEAN	5.50	5.30	5.26	5.32	5.20	4.08	3.95

Airport Screening



	FY2012	FY2013	FY2014
Time- Bag screening	4.80	5.17	5.50
Sign- Bag Screen	4.90	4.88	5.30
Time- clear security	4.90	4.78	5.26
Officer- good	4.90	4.93	5.32
Officer- careful	4.80	4.88	5.20
Officer- abusive	3.90	4.21	4.08
Officer- rude	3.90	4.11	3.95