



# GUAM VISITORS BUREAU

## Taiwan Visitor Tracker Exit Profile

### FY2015 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 **602** 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 **602** 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.

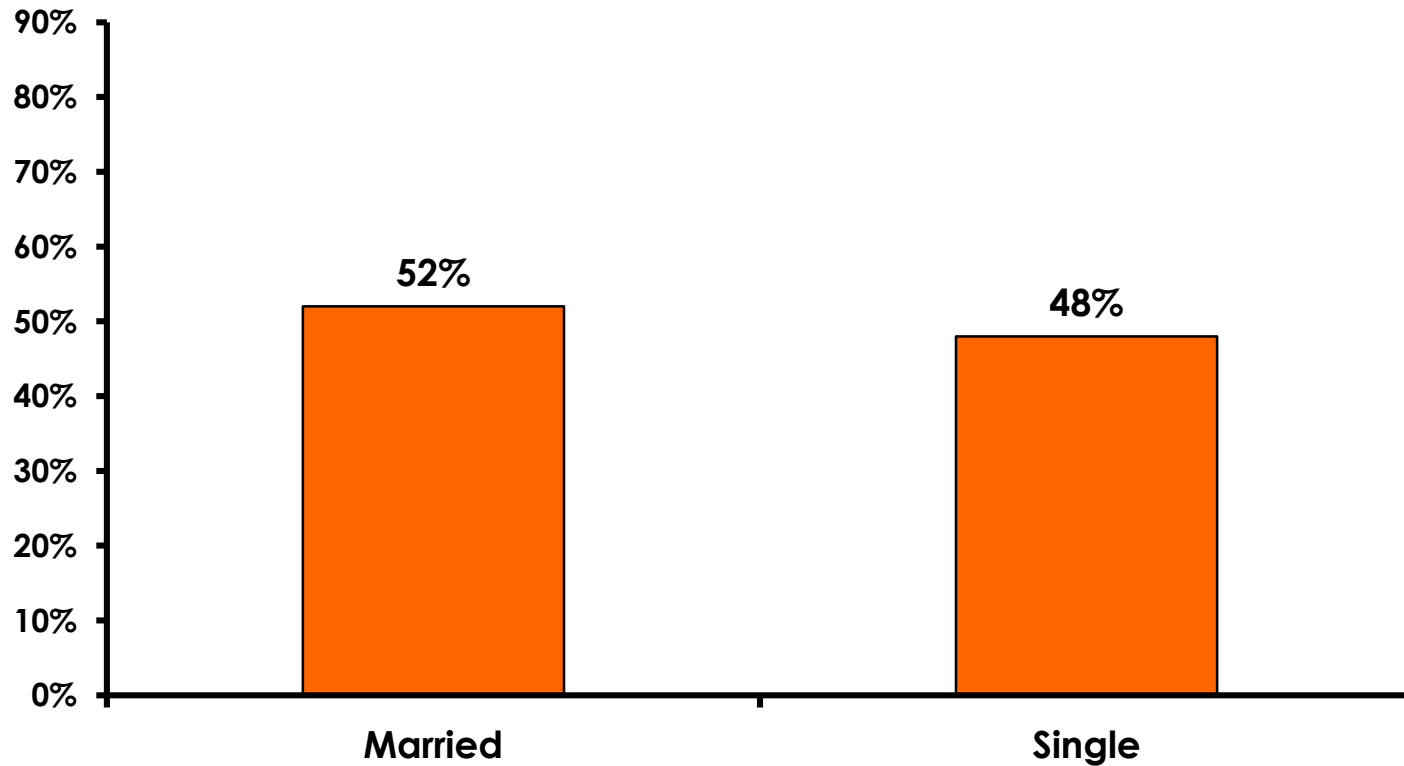
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# OBJECTIVES

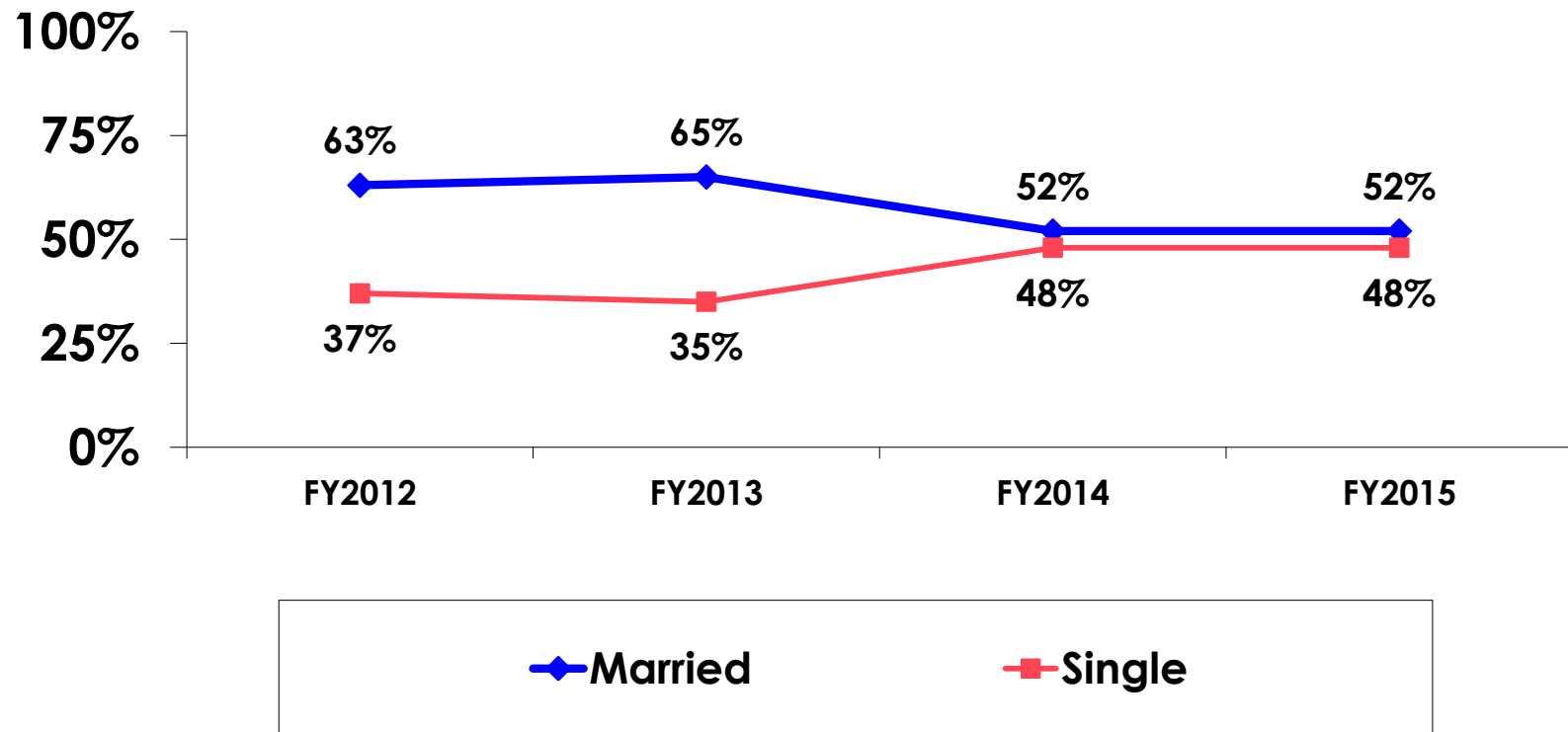
- To monitor the effectiveness of the Taiwan seasonal campaigns in attracting Taiwan visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Taiwan marketing plan.
- Identify significant determinants of visitor satisfaction,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

# SECTION 1 **PROFILE OF RESPONDENTS**

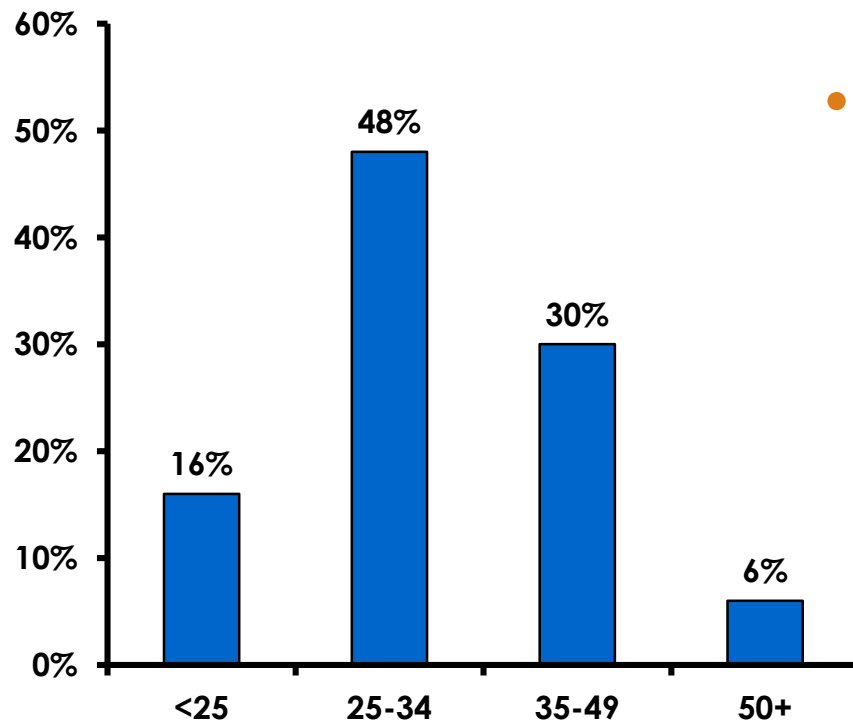
# Marital Status - Overall



# MARITAL STATUS

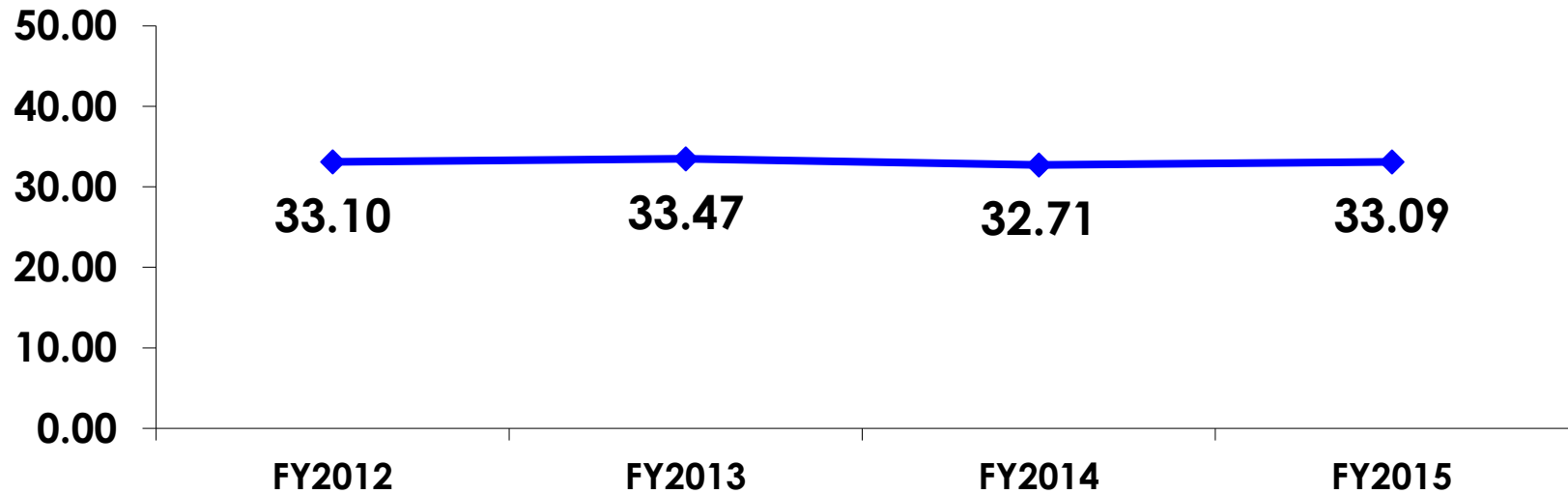


# Age - Overall



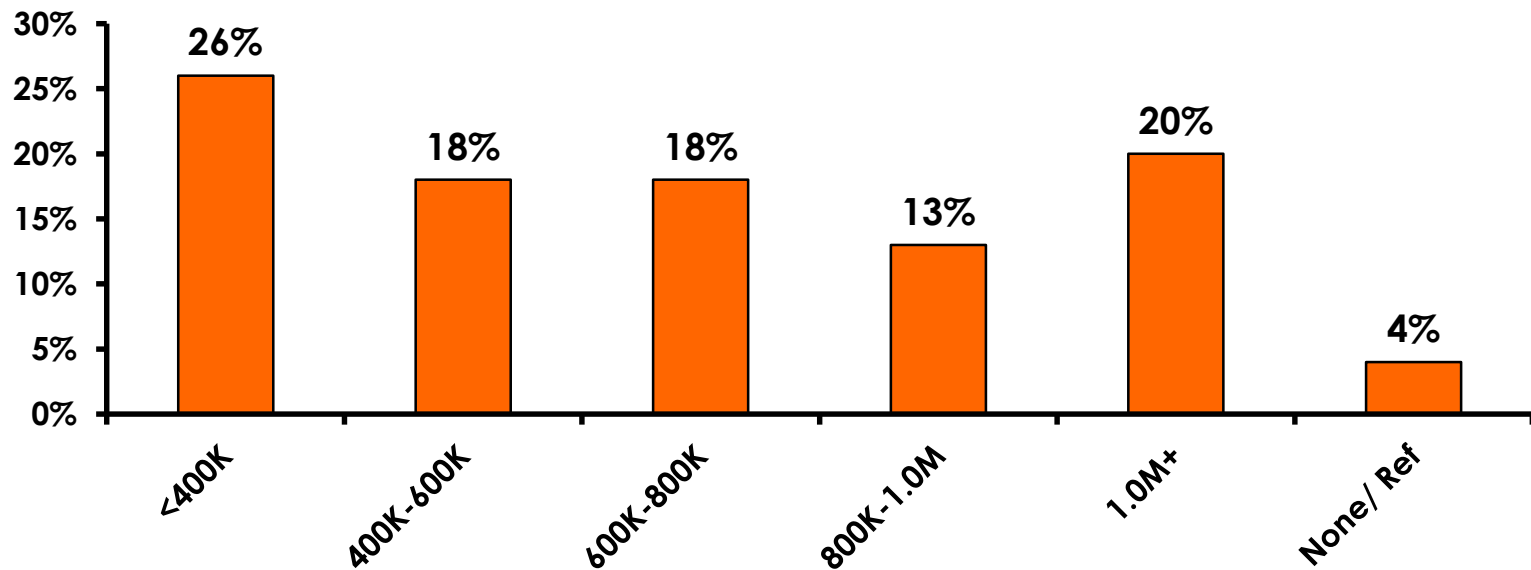
- The average age of the respondents is 33.09 years of age.

# AVERAGE - AGE





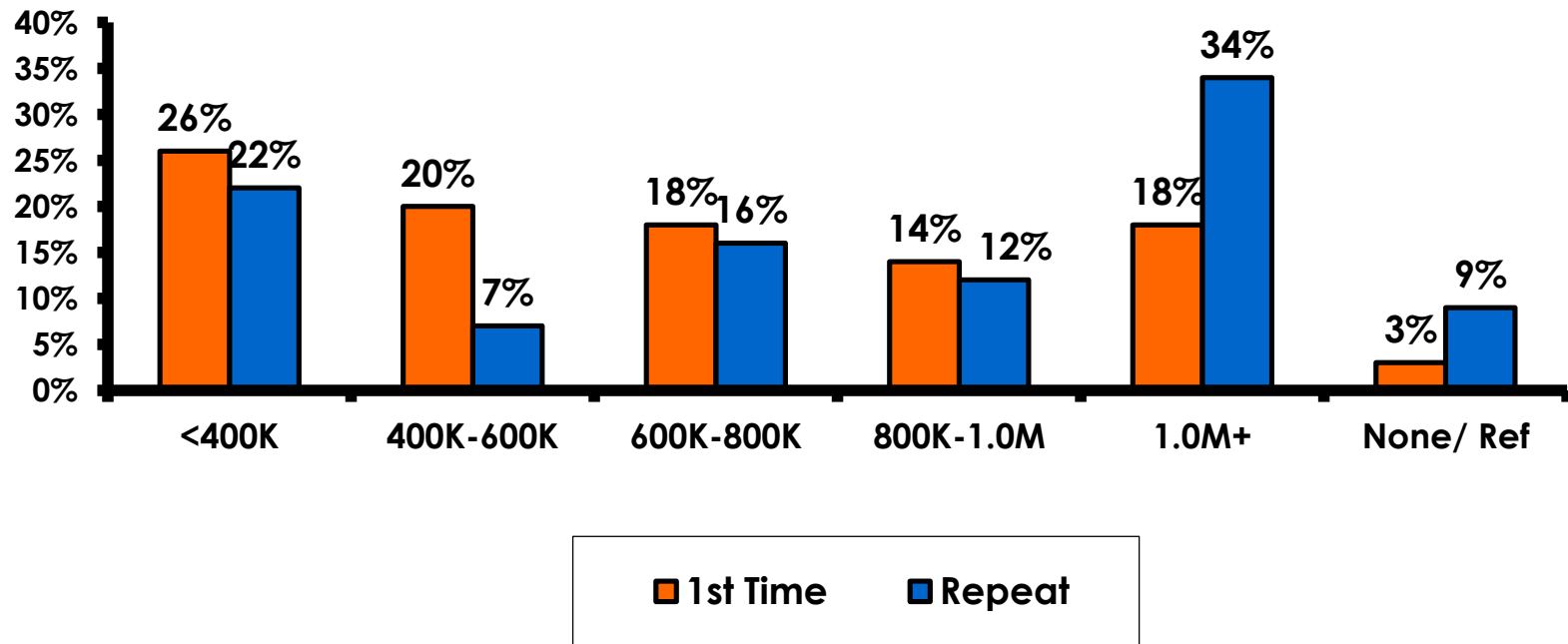
# Personal Income



# Personal Income

	FY2012	FY2013	FY2014	FY2015
<400K	NA	12%	23%	26%
400K-600K	NA	21%	27%	18%
600K-800K	NA	34%	22%	18%
800K-1.0M	NA	15%	10%	13%
1.0M+	NA	17%	16%	20%
Refused/ None	NA	1%	3%	4%

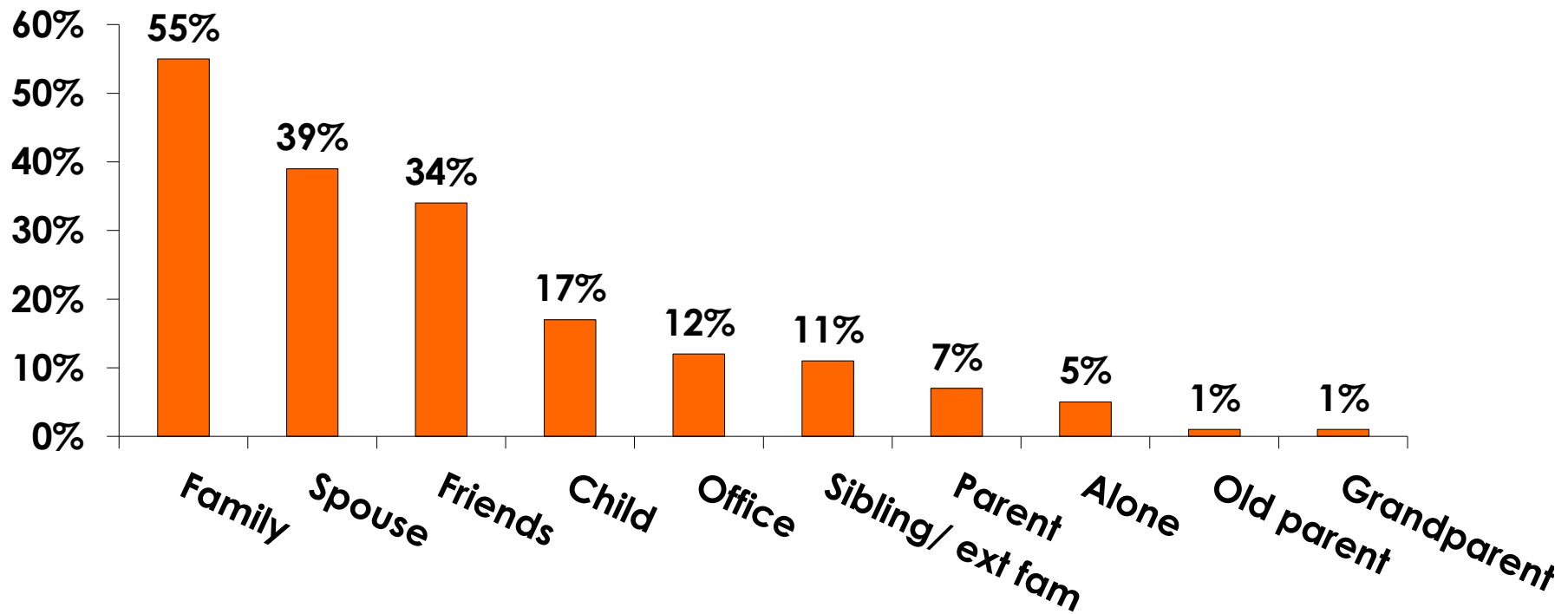
# Personal Income – 1st time vs. repeat



# Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<=NT160K	Count	41	13	28	13	22	4	2
		Column N %	7%	5%	9%	15%	8%	2%	5%
	NT160K-NT200K	Count	44	14	30	10	16	15	3
		Column N %	7%	5%	9%	11%	6%	8%	8%
	NT200K-NT400K	Count	68	21	47	16	42	7	3
		Column N %	12%	8%	15%	18%	15%	4%	8%
	NT400K-NT600K	Count	108	47	61	18	61	26	3
		Column N %	18%	17%	19%	20%	21%	15%	8%
	NT600K-NT800K	Count	107	58	49	11	53	38	5
		Column N %	18%	21%	15%	12%	19%	21%	13%
	NT800K-NT1.0M	Count	79	40	39	4	37	38	
		Column N %	13%	15%	12%	4%	13%	21%	
	NT1.0M+	Count	119	69	50	11	43	47	18
		Column N %	20%	26%	16%	12%	15%	26%	47%
	No Income	Count	23	8	15	6	10	3	4
		Column N %	4%	3%	5%	7%	4%	2%	11%
	Total	Count	589	270	319	89	284	178	38

# Travel Companions



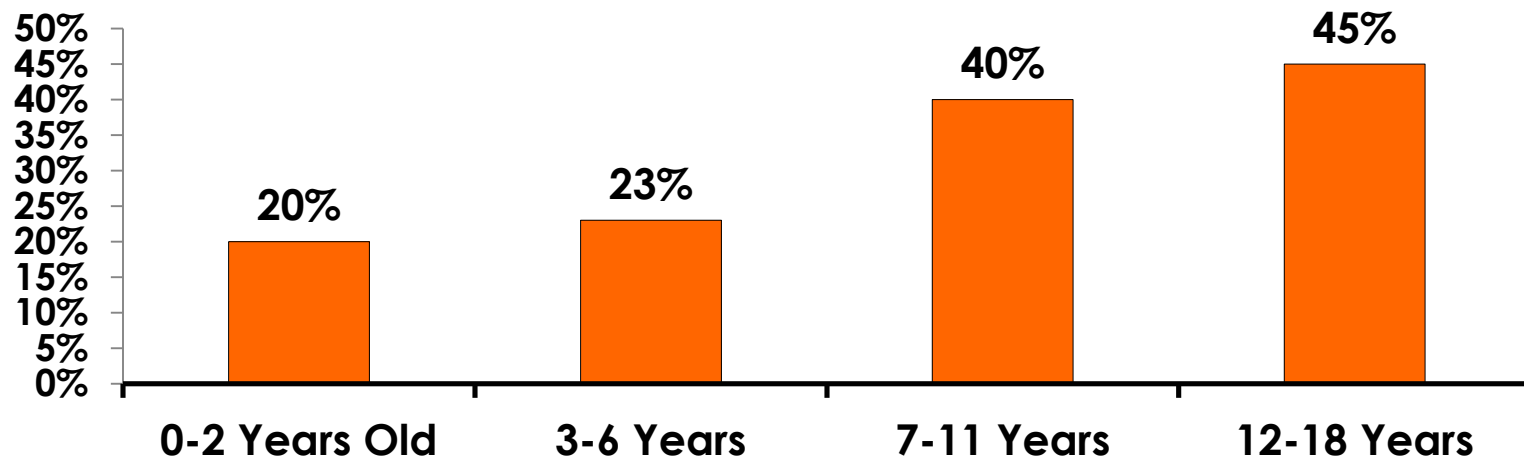
# Travel Companions

	FY2012	FY2013	FY2014	FY2015
<b>Family</b>	15%	60%	51%	55%
<b>Spouse</b>	41%	46%	39%	39%
<b>Friends</b>	27%	24%	35%	34%
<b>Child</b>	10%	11%	15%	17%
<b>Parent</b>	NA	8%	12%	7%
<b>Office</b>	12%	5%	10%	12%
<b>Sibling/ Ext Fam</b>	NA	4%	9%	11%
<b>Alone</b>	7%	15%	7%	5%
<b>Other</b>	0%	0%	1%	1%

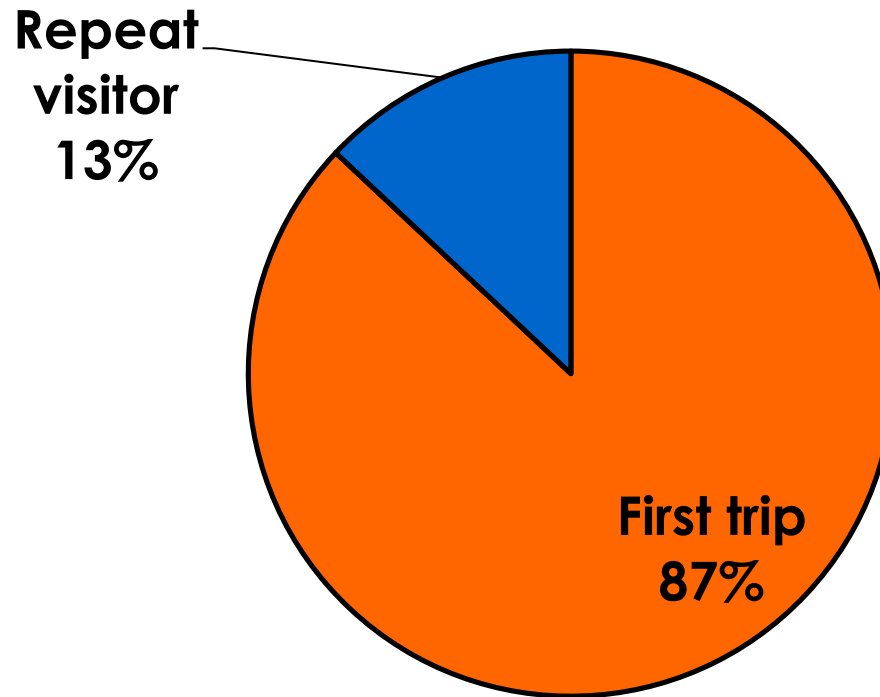
# Number of Children Travel Party

N=104 total respondents traveling with children.

(Of those N=104 respondents, there is a total of 155 children 18 years or younger)

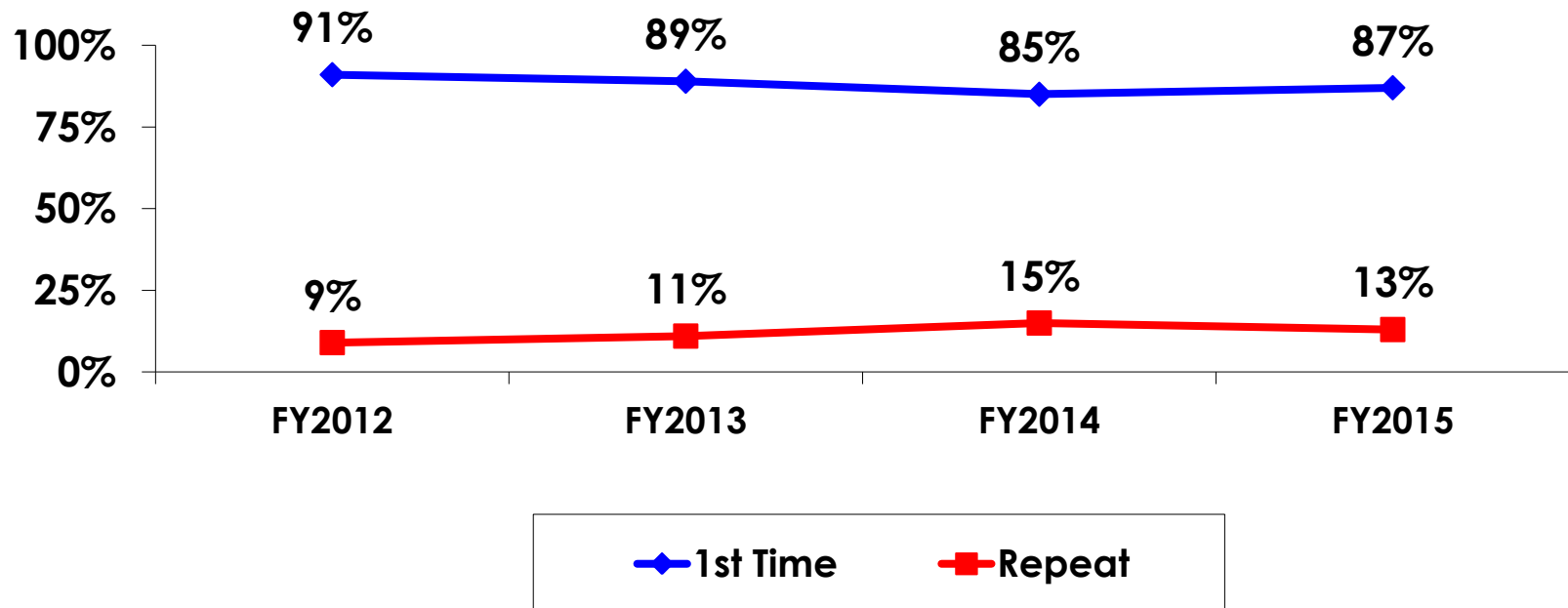


# Prior Trips to Guam





# PRIOR TRIPS TO GUAM



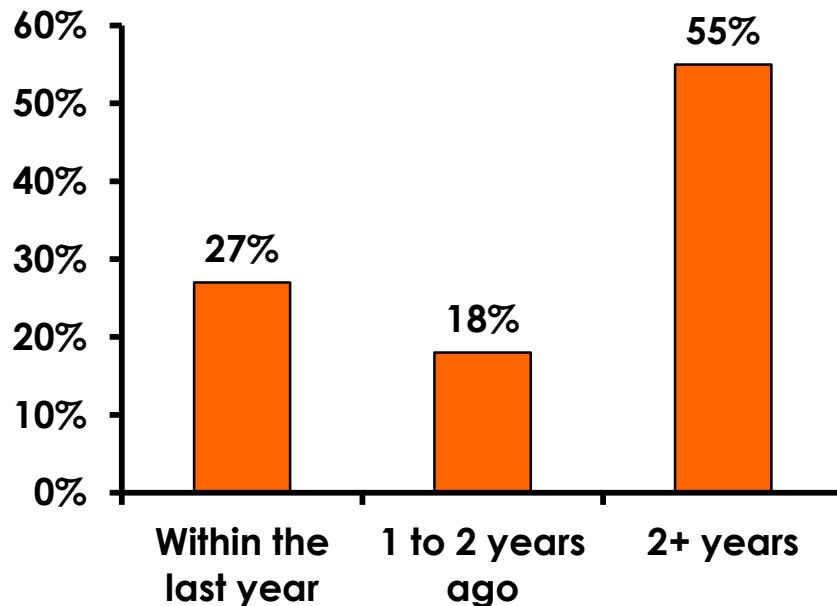
# Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM		
			-	1st	Repeat	
GENDER	Male	Count	274	236	37	
		Column N %	46%	45%	47%	
	Female	Count	328	286	41	
		Column N %	54%	55%	53%	
	Total	Count	602	522	78	
AGE	18-24	Count	95	88	6	
		Column N %	16%	17%	8%	
	25-34	Count	290	267	23	
		Column N %	48%	51%	29%	
	35-49	Count	179	138	40	
		Column N %	30%	26%	51%	
	50+	Count	38	29	9	
		Column N %	6%	6%	12%	
		Total	Count	602	522	78

- Majority are first-time visitors to Guam.

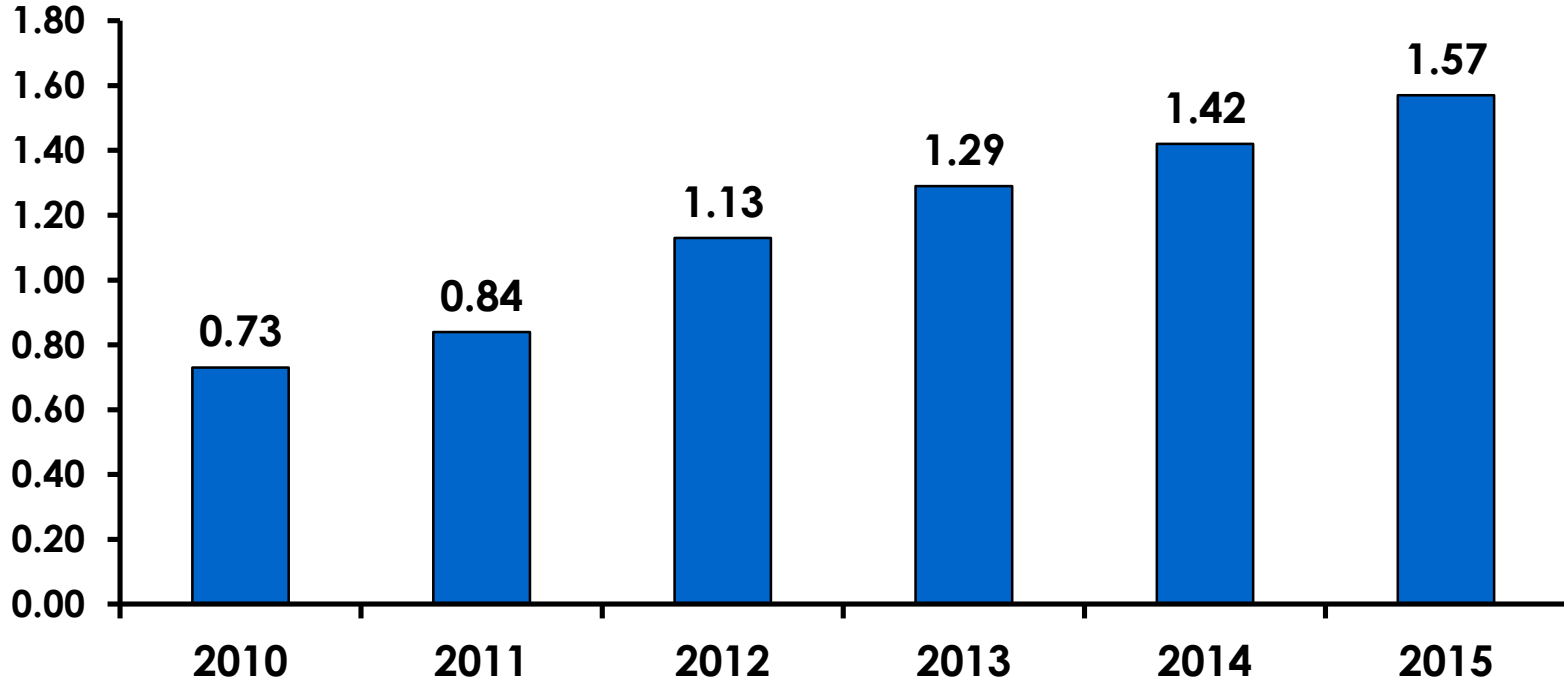
# Repeat Visitors Last Trip

n = 77



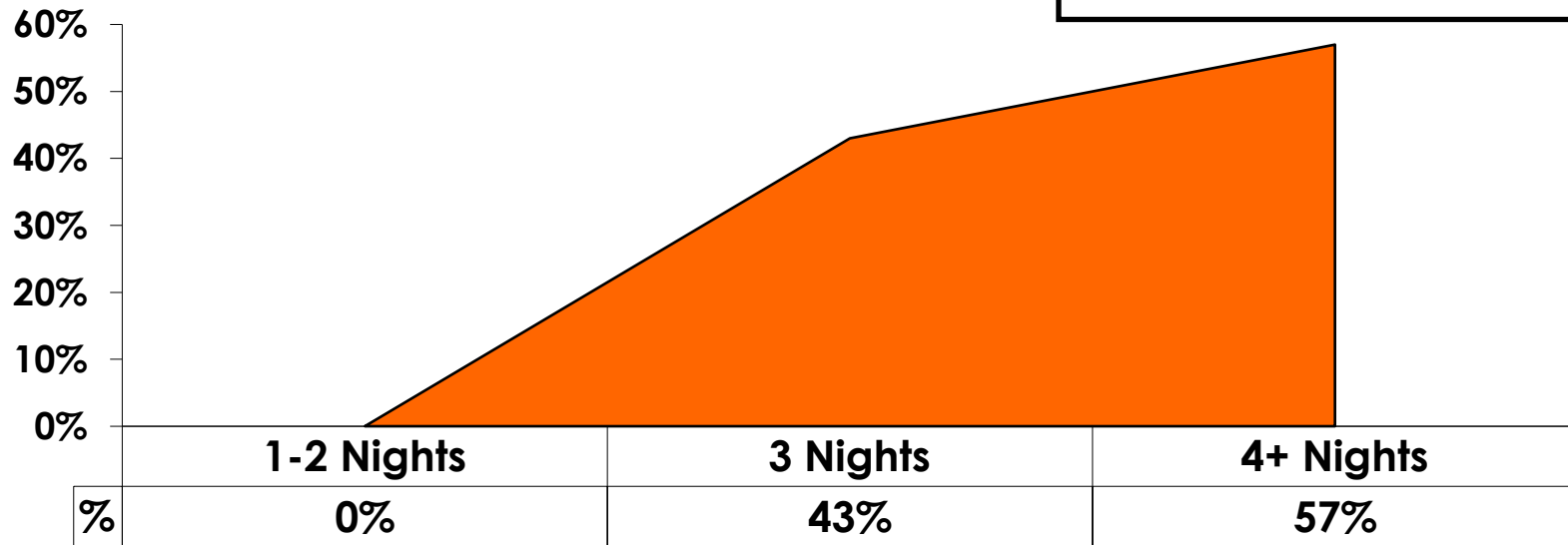
- The average repeat visitor has been to Guam 2.56 times.

# Average Number Overnight Trips (2010-2015) (2 nights or more)

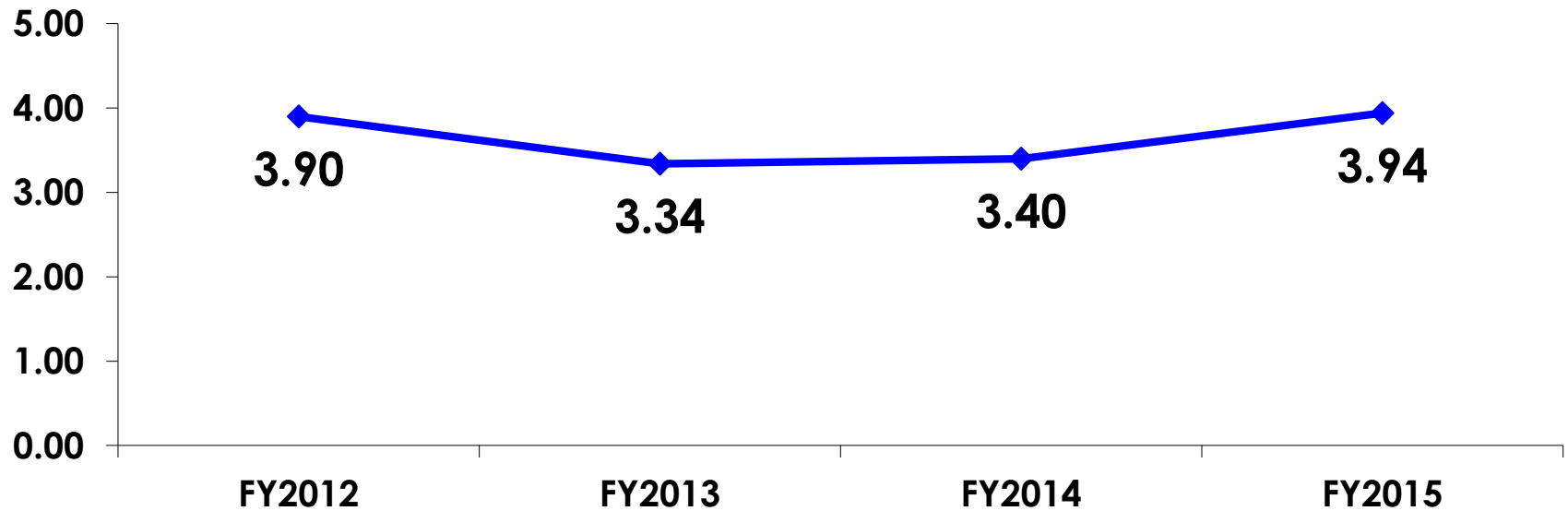


# Length of Stay

Mean = 3.94 Days  
Median = 4.0 Days



# AVG LENGTH OF STAY



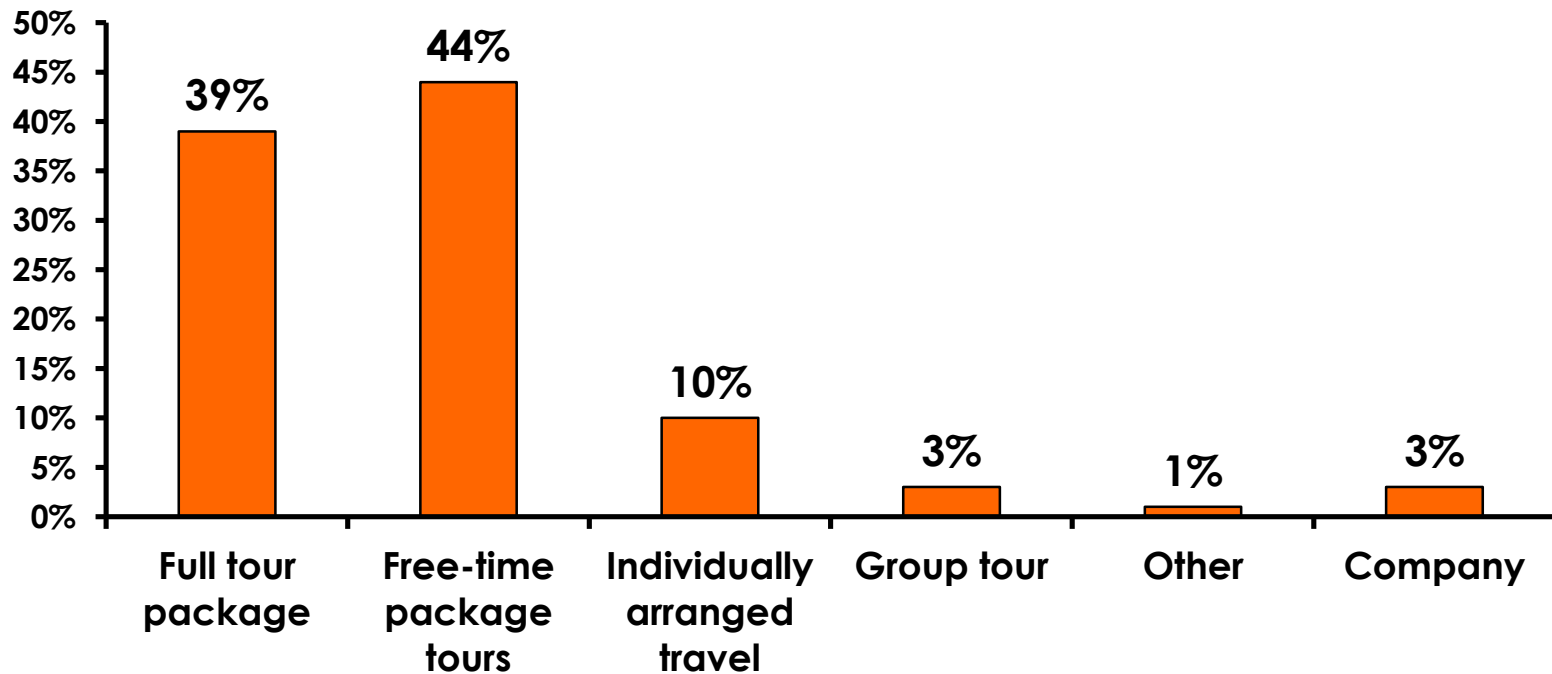
# Occupation by Income

		TOTAL	Q26								
		-	<=NT160K	NT160K-NT200K	NT200K-NT400K	NT400K-NT600K	NT600K-NT800K	NT800K-NT1.0M	NT1.0M+	No Income	
Q25	Company: Office non-mgr	35%	32%	32%	41%	38%	34%	46%	29%	9%	
	Prof-specialist	12%	7%	16%	10%	7%	10%	20%	15%	9%	
	Company: Salesperson	12%	5%	11%	12%	15%	13%	9%	15%	9%	
	Student	11%	34%	7%	13%	9%	7%	3%	7%	30%	
	Skilled worker	8%	2%	9%	6%	9%	11%	8%	9%		
	Other	7%	7%	9%	6%	8%	8%	6%	6%	9%	
	Freelancer	6%	5%	9%	4%	6%	4%	4%	7%	13%	
	Retired	3%	2%	2%	1%	3%	3%	1%	3%	22%	
	Govt- Mgr/ Exec	3%	5%		1%	1%	6%	1%	6%		
	Govt- Office non-mgr	2%		5%	3%	2%	2%	1%	2%		
	Govt- Executive	1%			1%	1%	2%	1%	1%		
	Total	Count	599	41	44	68	107	106	79	118	23

# SECTION 2 **TRAVEL PLANNING**



# Travel Planning - Overall



# Travel Planning - Overall

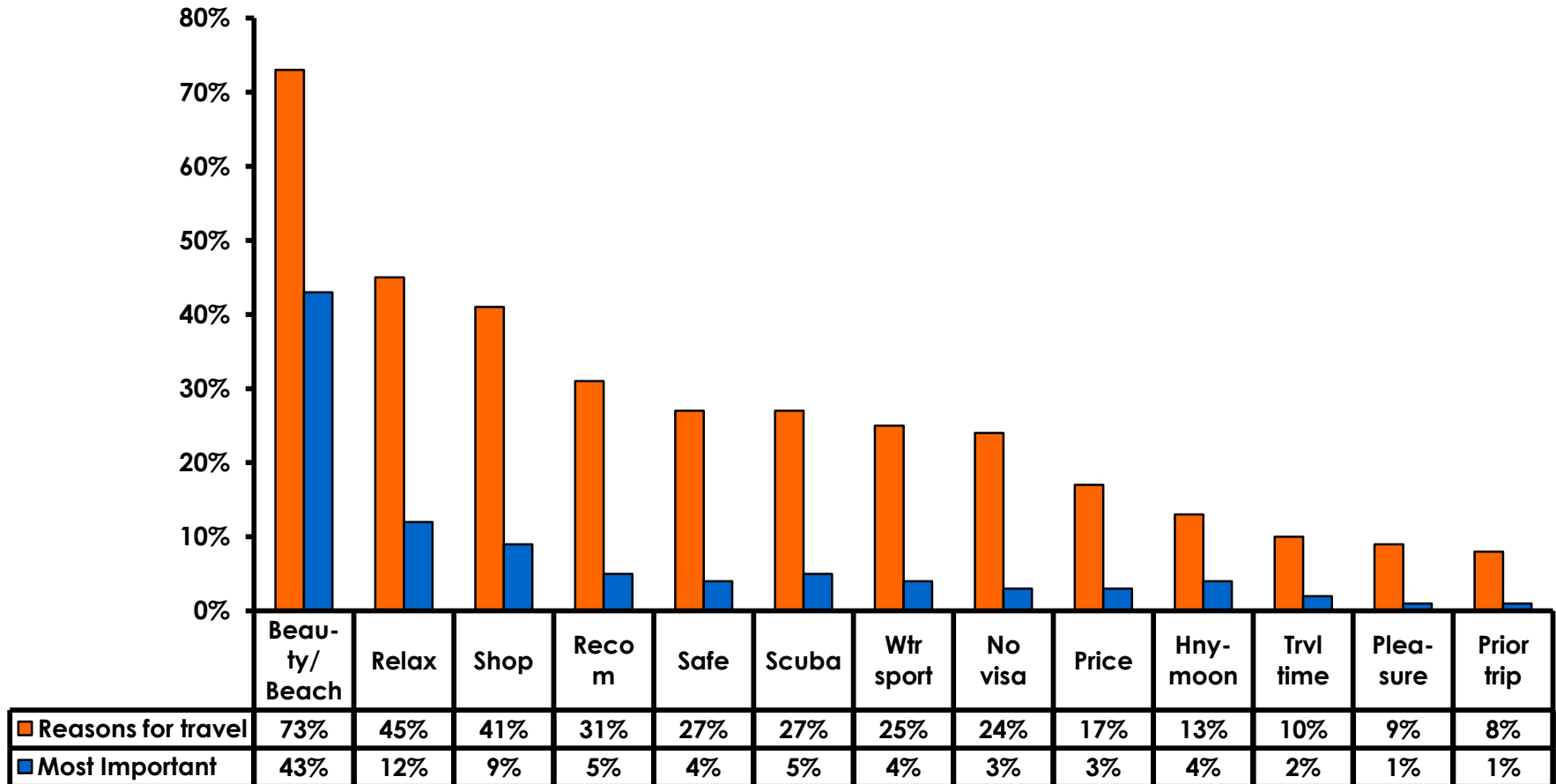
	FY2012	FY2013	FY2014	FY2015
<b>Full-pkg tour</b>	27%	19%	22%	39%
<b>Free-time pkg tour</b>	43%	38%	46%	44%
<b>FIT</b>	23%	40%	28%	10%
<b>Group tour</b>	4%	1%	2%	3%
<b>Company</b>	4%	1%	2%	3%
<b>Other</b>	0%	-	0%	1%

# Accommodation by Income

Average length of stay: 3.94 days

	TOTAL	Q26								
		-	<=NT160K	NT160K-NT200K	NT200K-NT400K	NT400K-NT600K	NT600K-NT800K	NT800K-NT1.0M	NT1.0M+	No Income
Q9										
Fiesta Resort Guam	24%	37%	25%	22%	29%	14%	23%	24%	13%	
Hotel Nikko Guam	8%	5%	16%	9%	6%	15%	4%	3%	13%	
Outrigger Guam Resort	8%	5%	7%	6%	8%	8%	10%	9%		
Royal Orchid Guam	7%	15%	5%	7%	9%	7%	4%	6%	4%	
Guam Reef & Olive Spa	7%	5%	11%	7%	9%	9%	3%	3%	4%	
Holiday Resort Guam	5%	10%	7%	6%	2%	4%	5%	8%	4%	
Westin Resort Guam	5%		7%	7%	3%	8%	8%	3%	4%	
Verona Resort & Spa	5%	7%	2%	4%	1%	6%	10%	3%	13%	
Hyatt Regency Guam	4%	5%	2%	4%	4%	3%	5%	6%	4%	
Lotte Hotel Guam	4%	2%		7%	5%		3%	9%		
Guam Plaza Hotel	4%	2%	5%	1%	5%	7%	4%	2%	9%	
PIC Club	4%		2%		2%	3%	4%	9%	4%	
Hotel Santa Fe	2%	2%	5%	1%	2%	4%	1%	2%	4%	
Pacific Bay Hotel	2%			1%	1%	2%	1%	5%	9%	
Sheraton Laguna Guam	2%		2%	1%	2%	3%	5%	1%		
Hilton Guam Resort	1%			1%	2%			3%	4%	
Leo Palace Resort	1%			1%	1%		6%	1%		
Tumon Bay Capital Hotel	1%				3%	3%		1%		
Pacific Star Resort & Spa	1%		2%	1%	1%	2%	1%		4%	
Onward Beach Resort	1%	2%	2%		2%		1%	1%		
Grand Plaza Hotel	1%	2%		3%		2%	1%			
Home stay/ friend/ relative	1%			1%	1%	1%		1%		
Bayview Hotel	1%			3%	1%	1%				
Other	1%				1%	1%		1%		
Aqua Suites	0%				1%					
Days Inn (Tamuning)	0%						1%			
Condo	0%				1%					
Oceanview Hotel	0%								4%	
Total	Count	600	41	44	67	108	106	79	119	23

# Travel Motivation - Top Responses



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# Most Important Reason for Choosing Guam

- Guam's natural beauty/ beaches,
- Relaxation,
- Shopping

are the primary reasons for visiting during this period.

# Most Important – Top 3

	FY2012	FY2013	FY2014	FY2015
<b>Natural Beauty</b>	37%	28%	31%	43%
<b>Relax</b>	14%	15%	15%	12%
<b>No Visa</b>	Not top 3	Not top 3	9%	Not top 3
<b>Safe</b>	7%	9%	Not top 3	Not top 3
<b>Shop</b>	7%	Not top 3	Not top 3	9%

# Motivation by Age & Gender

		TOTAL	AGE				GENDER		
		-	18-24	25-34	35-49	50+	Male	Female	
Q5A	Natural beauty	73%	86%	74%	69%	47%	70%	75%	
	Relax	45%	63%	43%	44%	24%	44%	46%	
	Shopping	41%	63%	40%	37%	11%	36%	45%	
	Recomm- friend/family/trvl agnt	31%	41%	29%	29%	32%	29%	33%	
	Safe	27%	48%	23%	25%	24%	23%	31%	
	Scuba	27%	48%	30%	15%	11%	28%	27%	
	Water sports	25%	37%	25%	20%	21%	27%	23%	
	No Visa requirement	24%	29%	24%	22%	26%	23%	25%	
	Price	17%	20%	16%	15%	18%	16%	17%	
	Honeymoon	13%	7%	21%	6%		14%	13%	
	Short travel time	10%	9%	10%	8%	13%	10%	10%	
	Pleasure	9%	27%	8%	4%	3%	11%	8%	
	Previous trip	8%	2%	5%	14%	13%	8%	8%	
	Married/ Attn wedding	4%	2%	5%	3%	11%	3%	6%	
	Visit friends/ Relatives	4%	2%	3%	4%	5%	3%	4%	
	Other	3%	2%	3%	4%	3%	3%	4%	
	Company/ Business Trip	3%	1%	2%	4%	11%	3%	3%	
	Golf	1%	2%	1%	1%		2%		
	Organized sports	1%	2%	0%	1%		1%		
	Career Cert/ Testing	1%	1%		1%		1%	0%	
	Company Sponsored	1%		0%	1%		1%		
	Convention/ Trade/ Conference	0%	1%		1%		1%		
	Total	Count	599	94	289	178	38	272	327

# Motivation by Income

		TOTAL	Q26								
		-	<=NT160K	NT160K-NT200K	NT200K-NT400K	NT400K-NT600K	NT600K-NT800K	NT800K-NT1.0M	NT1.0M+	No Income	
Q5A	Natural beauty	73%	66%	84%	79%	69%	72%	76%	71%	57%	
	Relax	45%	39%	42%	57%	47%	41%	51%	44%	30%	
	Shopping	41%	39%	42%	44%	41%	41%	42%	40%	35%	
	Recomm-friend/family/trvl agnt	31%	34%	30%	32%	35%	30%	34%	24%	30%	
	Safe	27%	34%	28%	29%	30%	22%	27%	24%	39%	
	Scuba	27%	54%	21%	24%	31%	25%	23%	24%	22%	
	Water sports	25%	34%	14%	22%	27%	23%	28%	24%	22%	
	No Visa requirement	24%	22%	28%	28%	19%	17%	24%	32%	22%	
	Price	17%	20%	12%	16%	18%	19%	13%	18%	13%	
	Honeymoon	13%	15%	9%	18%	17%	16%	10%	8%	9%	
	Short travel time	10%	10%	5%	9%	7%	9%	10%	14%	9%	
	Pleasure	9%	17%	7%	7%	10%	6%	8%	8%	17%	
	Previous trip	8%	2%	5%	7%	2%	8%	10%	15%	13%	
	Married/ Attn wedding	4%	2%	2%	7%	4%		5%	8%	4%	
	Visit friends/ Relatives	4%	5%	2%	7%	1%	4%	3%	5%		
	Other	3%	5%			6%	3%	3%	3%	9%	
	Company/ Business Trip	3%	7%	2%	4%	3%	1%		5%	4%	
	Golf	1%	2%			2%	1%	1%		4%	
	Organized sports	1%	5%				2%				
	Career Cert/ Testing	1%				1%			2%		
	Company Sponsored	1%						4%			
	Convention/ Trade/ Conference	0%			1%			1%			
	Total	Count	599	41	43	68	108	105	79	119	23



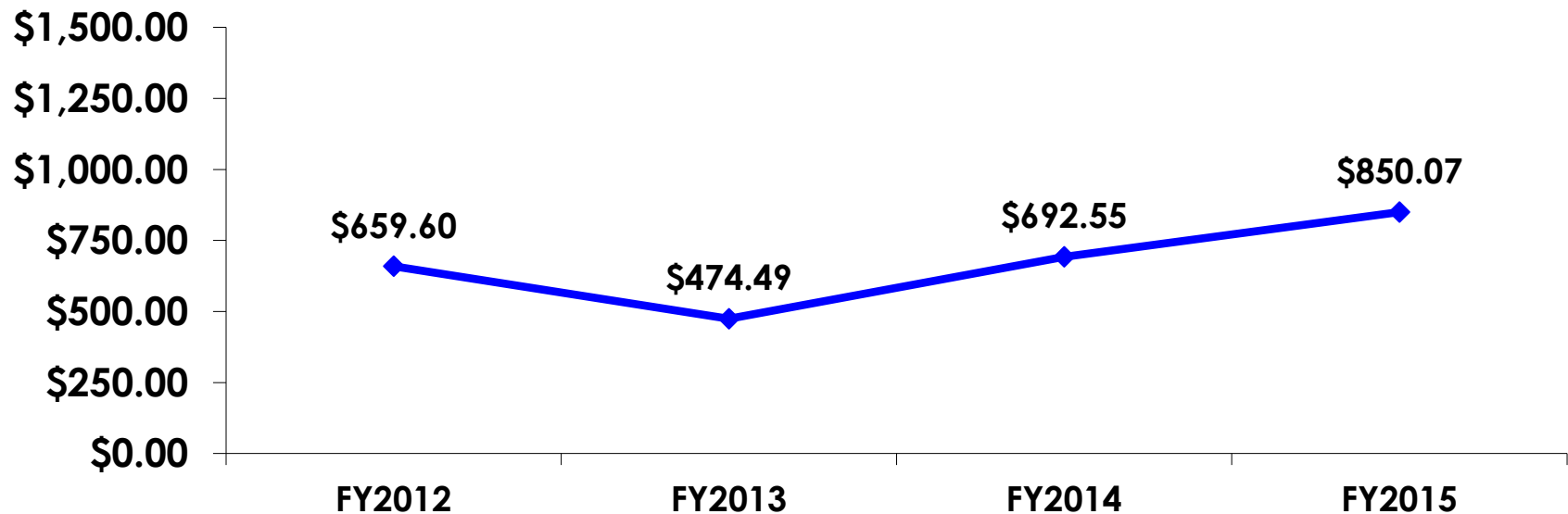
# SECTION 3 **EXPENDITURES**

# Prepaid Expenditures

TWD varies/US\$1

- \$1,326.63 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$10,294 = maximum (highest amount recorded for the entire sample)
- \$850.07 = 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	\$1,301.11
Air & Accommodation w/ daily meal package	\$1,764.05
Air only	\$1,180.66
Accommodation only	\$1,269.31
Accommodation w/ daily meal only	\$1,609.34
Food & Beverages in Hotel	\$97.47
Ground transportation – Taiwan	\$51.48
Ground transportation – Guam	\$121.22
Optional tours/ activities	\$521.85
Other expenses	\$907.56
<b>Total Prepaid</b>	<b>\$1,326.63</b>

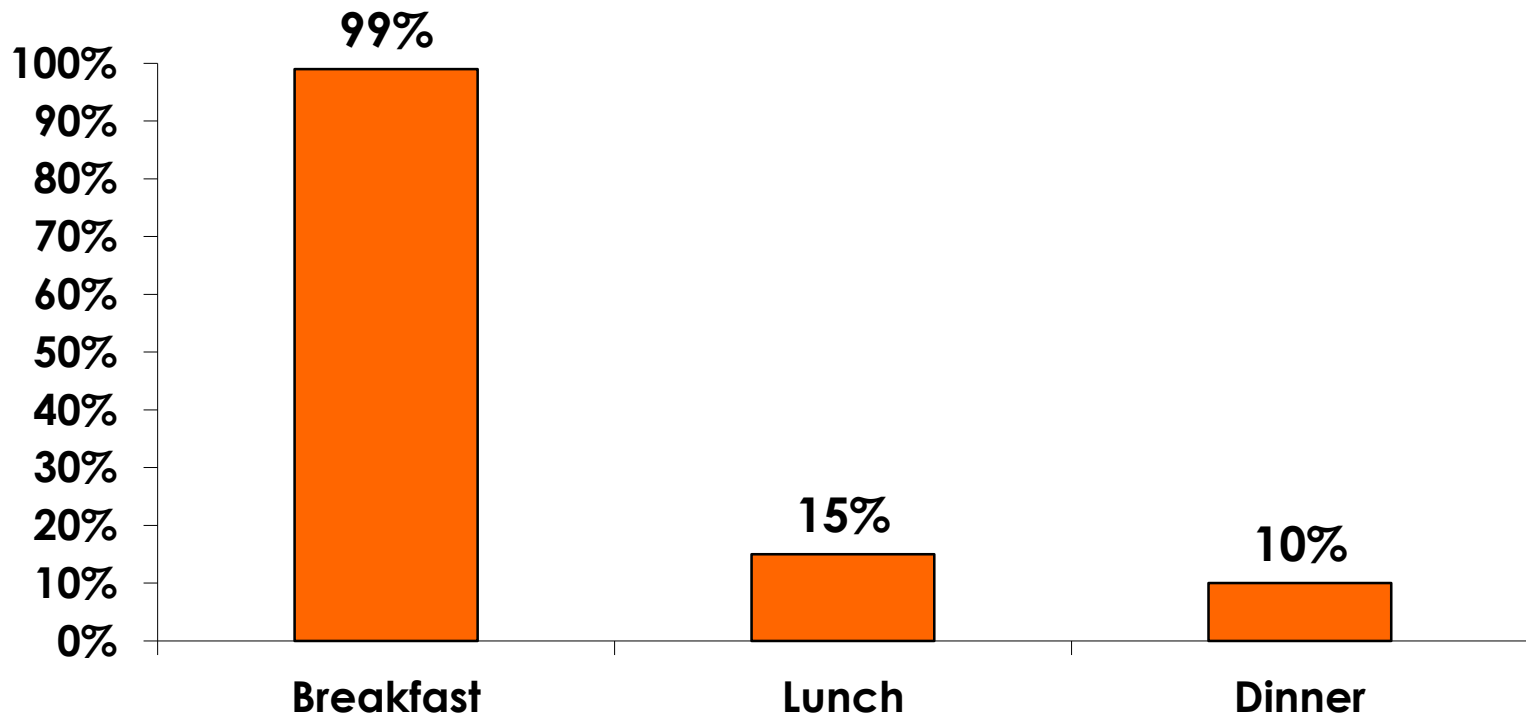
# Breakdown of Prepaid Expenditures

	FY2012	FY2013	FY2014	FY2015
Air & Accommodation package only	\$1,154.40	\$977.56	\$1,073.24	\$1,301.11
Air & Accommodation w/ daily meal package	\$1,533.50	\$1,498.78	\$1,885.55	\$1,764.05
Air only	\$1,790.00	\$2,840.26	\$1,308.57	\$1,180.66
Accommodation only	\$2,909.30	\$2,400.94	\$1,197.05	\$1,269.31
Accommodation w/ daily meal only	\$2,472.10	\$3,358.97	\$1,020.67	\$1,609.34
Food & Beverages in Hotel	\$68.90	\$22.92	\$76.98	\$97.47
Ground transportation –	\$54.70	\$64.14	\$45.11	\$51.48
Ground transportation –	\$46.00	\$26.24	\$57.35	\$121.22
Optional tours/ activities	\$259.40	\$361.36	\$390.30	\$521.85
Other expenses	\$515.90	\$862.85	\$584.36	\$907.56
<b>Total Prepaid</b>	<b>\$1,059.30</b>	<b>\$812.65</b>	<b>\$1,175.55</b>	<b>\$1,326.63</b>

# PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n=268

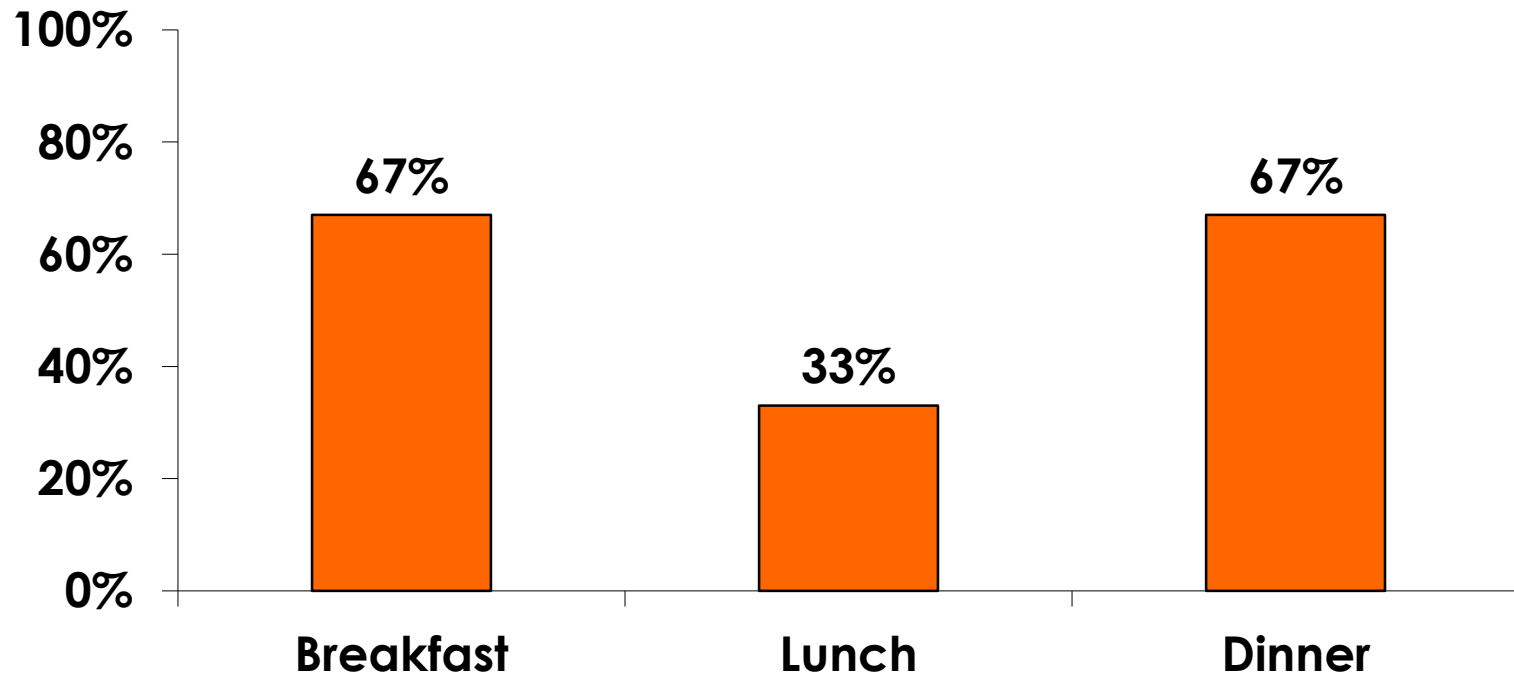


Mean=\$1,764.05 per travel party

# PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

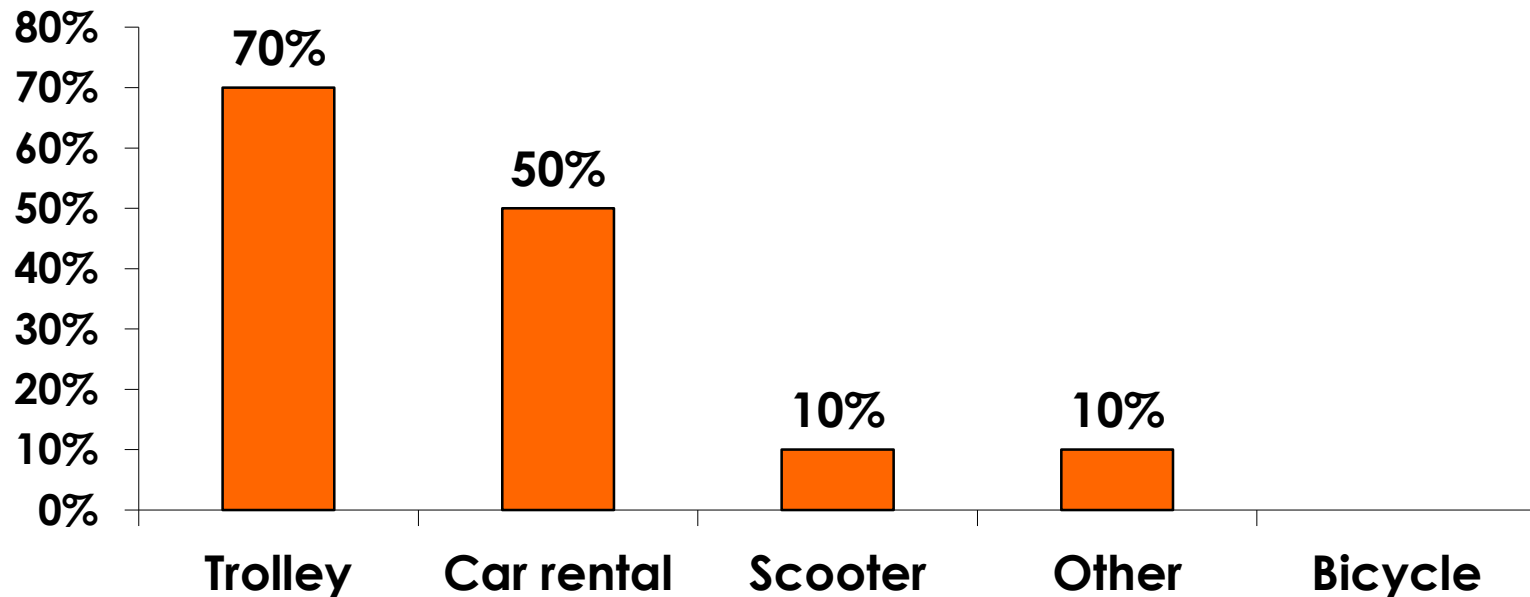
n=3



Mean=\$1,609.34 per travel party

# PREPAID GROUND TRANSPORTATION

n= 10



Mean=\$121.22 per travel party

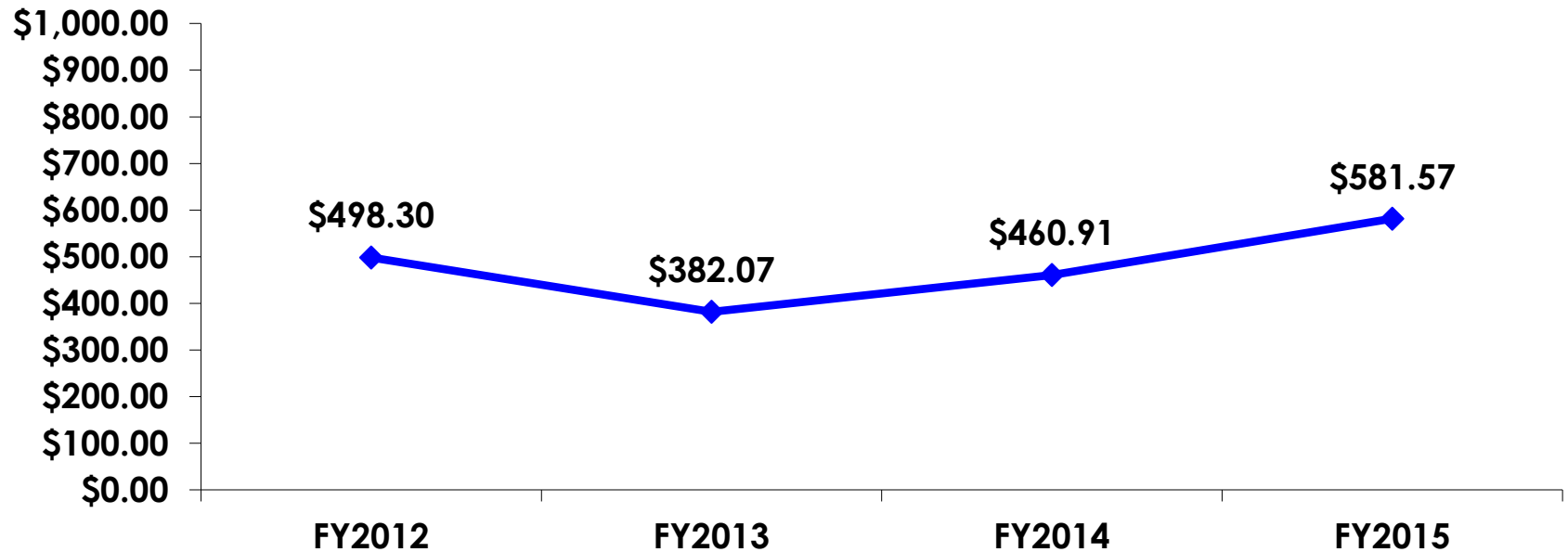


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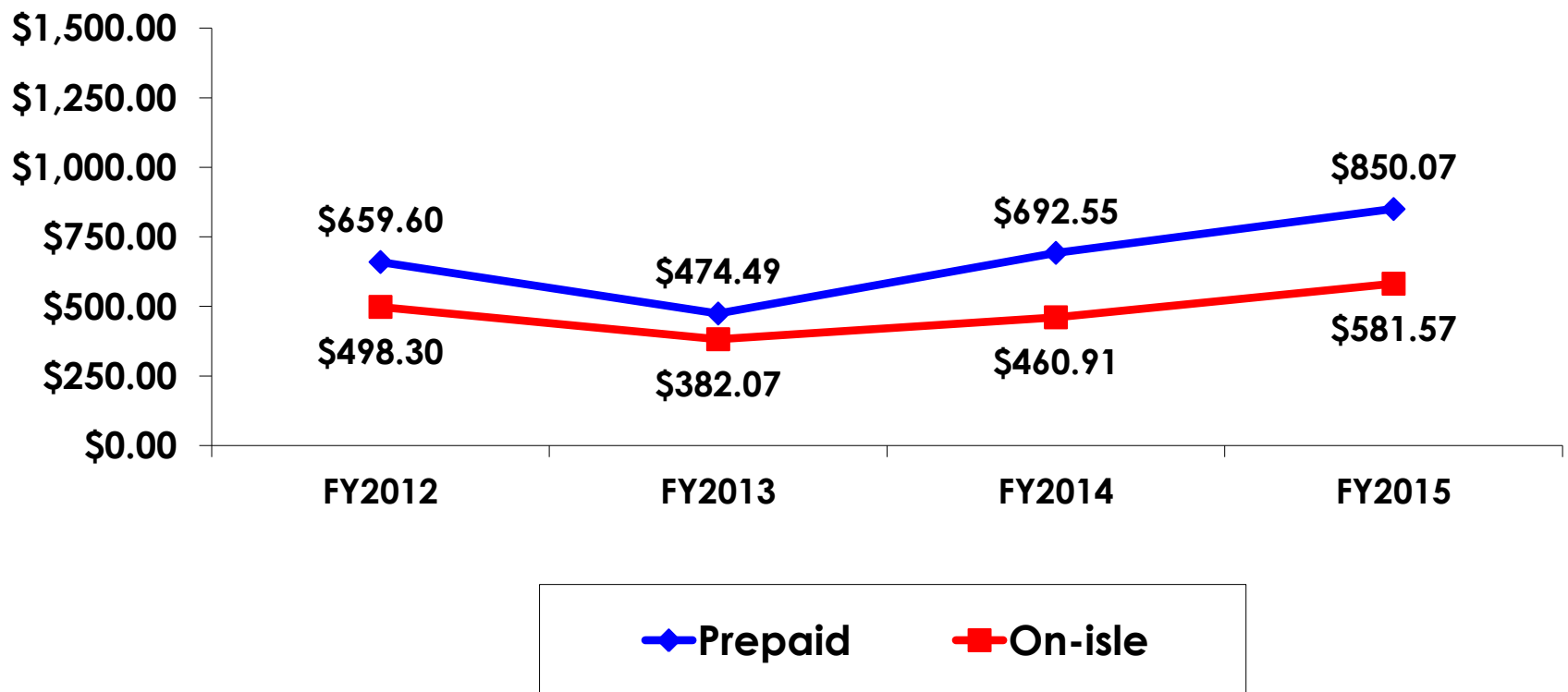
# On-Island Expenditures

- \$811.55 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$5,724 = Maximum (highest amount recorded for the entire sample)
- \$581.57 = 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	\$581.57	\$560.55	\$599.12	\$495.61	\$583.49	\$574.41	\$430.13	\$593.34	\$623.90	\$567.93	\$570.09
	Median	\$400	\$394	\$400	\$467	\$400	\$347	\$236	\$395	\$413	\$375	\$211
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$5,000	\$5,000	\$3,500	\$2,000	\$5,000	\$3,000	\$1,710	\$2,667	\$3,500	\$3,500	\$3,050

# On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$14.18	\$18.77	\$10.34	\$5.91	\$9.08	\$22.62	\$33.95
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$39.39	\$40.68	\$38.31	\$18.26	\$47.07	\$41.99	\$21.32
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B RESTRNT	Mean	\$55.70	\$64.42	\$48.41	\$46.21	\$51.34	\$71.49	\$38.24
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPT TOUR	Mean	\$93.56	\$103.55	\$85.22	\$91.62	\$102.02	\$88.95	\$55.66
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$173.95	\$186.41	\$163.54	\$79.20	\$203.63	\$180.37	\$154.11
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- OTHER	Mean	\$98.19	\$78.52	\$114.63	\$70.73	\$82.67	\$123.96	\$163.95
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TRANS	Mean	\$33.70	\$30.03	\$36.77	\$36.14	\$34.29	\$35.55	\$14.45
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$304.54	\$291.43	\$315.48	\$268.15	\$329.52	\$276.85	\$335.21
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	Mean	\$811.55	\$812.07	\$811.12	\$617.80	\$855.33	\$842.32	\$816.87
	Median	\$577	\$588	\$545	\$483	\$537	\$667	\$500

# On-Island Expenditures

## First Timers & Repeaters

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$14.18	\$12.05	\$28.74
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$39.39	\$37.38	\$53.85
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$55.70	\$51.20	\$87.19
	Median	\$0	\$0	\$0
OPT TOUR	Mean	\$93.56	\$99.14	\$58.68
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$173.95	\$175.52	\$167.94
	Median	\$0	\$0	\$0
GIFT- OTHER	Mean	\$98.19	\$94.51	\$125.38
	Median	\$0	\$0	\$0
TRANS	Mean	\$33.70	\$31.85	\$46.99
	Median	\$0	\$0	\$0
OTHER	Mean	\$304.54	\$312.99	\$255.79
	Median	\$0	\$0	\$0
TOTAL	Mean	\$811.55	\$812.78	\$824.14
	Median	\$577	\$581	\$619

# ON-ISLAND EXPENDITURES

## Per DAY

\$500.00  
 \$400.00  
 \$300.00  
 \$200.00  
 \$100.00  
 \$0.00



	FY2014	FY2015							
Per Person	\$135.37	\$157.30							
Travel Party	\$196.53	\$219.07							

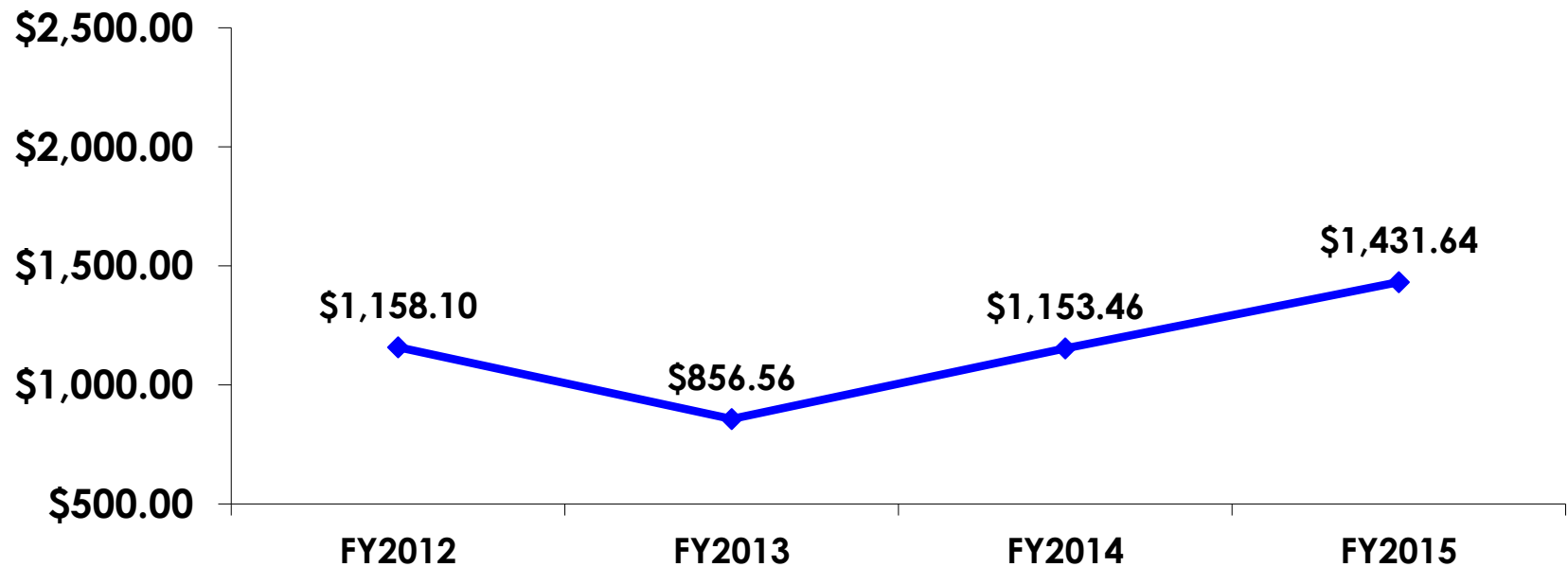
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# Total Expenditures Per Person (Prepaid & On-Island)

- \$1,431.64 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$10,694 = Maximum (highest amount recorded for the entire sample)



# TOTAL EXPENDITURES Per Person



# Breakdown of On-Island Expenditures

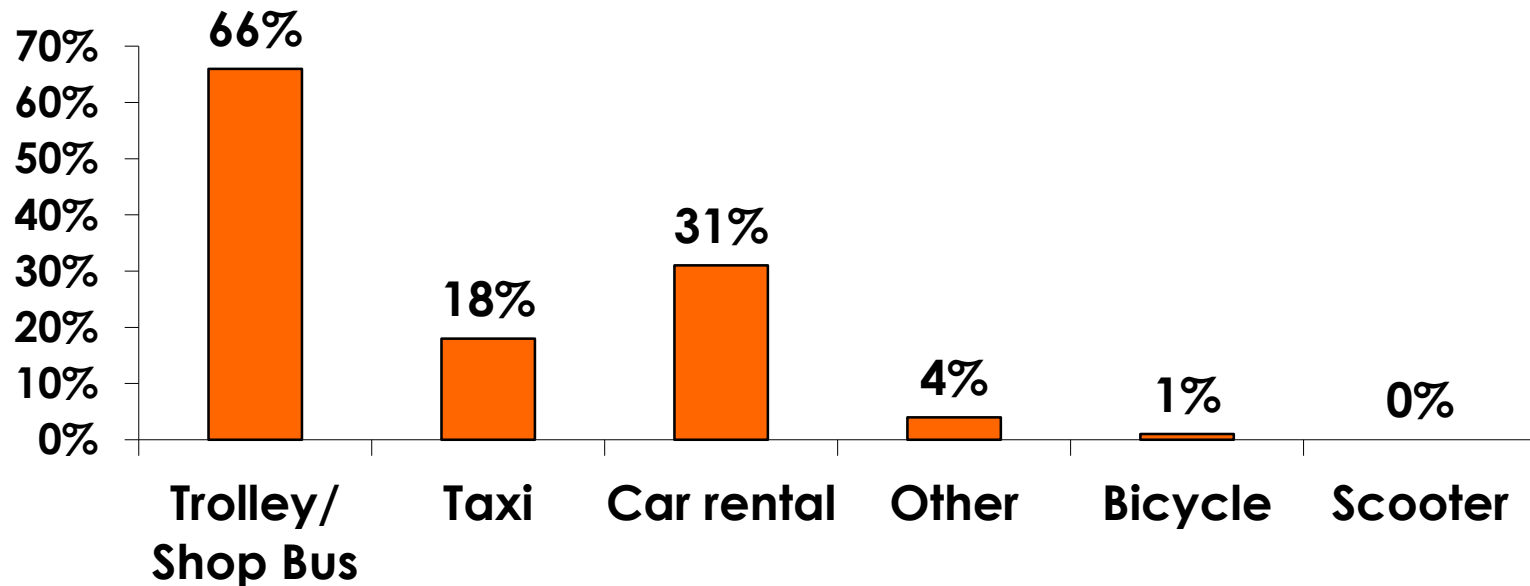
	MEAN \$
Food & beverage in a hotel	\$14.18
Food & beverage in fast food restaurant/convenience store	\$39.39
Food & beverage at restaurants or drinking establishments outside a hotel	\$55.70
Optional tours and activities	\$93.56
Gifts/ souvenirs for yourself/companions	\$173.95
Gifts/ souvenirs for friends/family at home	\$98.18
Local transportation	\$33.70
Other expenses not covered	\$304.54
<b>Average Total</b>	<b>\$811.55</b>

# Breakdown of On-Island Expenditures

	FY2012	FY2013	FY2014	FY2015
Food & beverage in a hotel	\$39.30	\$27.56	\$23.78	\$14.18
Food & beverage in fast food restaurant/convenience store	\$32.40	\$13.32	\$34.97	\$39.39
Food & beverage at restaurants or drinking establishments outside a hotel	\$29.50	\$50.78	\$45.09	\$55.70
Optional tours and activities	\$78.40	\$70.76	\$89.76	\$93.56
Gifts/ souvenirs for yourself/ companions	\$139.40	\$142.66	\$136.16	\$173.95
Gifts/ souvenirs for friends/family	\$85.80	\$62.00	\$88.71	\$98.18
Local transportation	\$14.40	\$7.12	\$16.56	\$33.70
Other expenses not covered	\$331.70	\$311.91	\$238.41	\$304.54
<b>Average Total</b>	<b>\$749.10</b>	<b>\$686.74</b>	<b>\$672.69</b>	<b>\$811.55</b>

# Local Transportation

n=217



Mean=\$33.70 per travel party

---

# Guam Airport Expenditures

- \$84.23 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$3,000 = Maximum (highest amount recorded for the entire sample)

# Breakdown of Airport Expenditures

	<b>MEAN \$</b>
<b>Food &amp; Beverages</b>	\$16.56
<b>Gifts/Souvenirs Self</b>	\$34.89
<b>Gifts/Souvenirs Others</b>	\$32.56
<b>Total</b>	<b>\$84.23</b>

# Breakdown of Airport Expenditures

	FY2012	FY2013	FY2014	FY2015
<b>Food &amp; Beverage</b>	\$4.80	\$1.50	\$7.71	\$16.56
<b>Gifts/ Souvenirs Self</b>	\$17.00	\$10.94	\$24.92	\$34.89
<b>Gifts/ Souvenirs Others</b>	\$8.50	\$3.38	\$12.72	\$32.56
<b>Total</b>	\$30.30	\$15.81	\$45.89	\$84.23

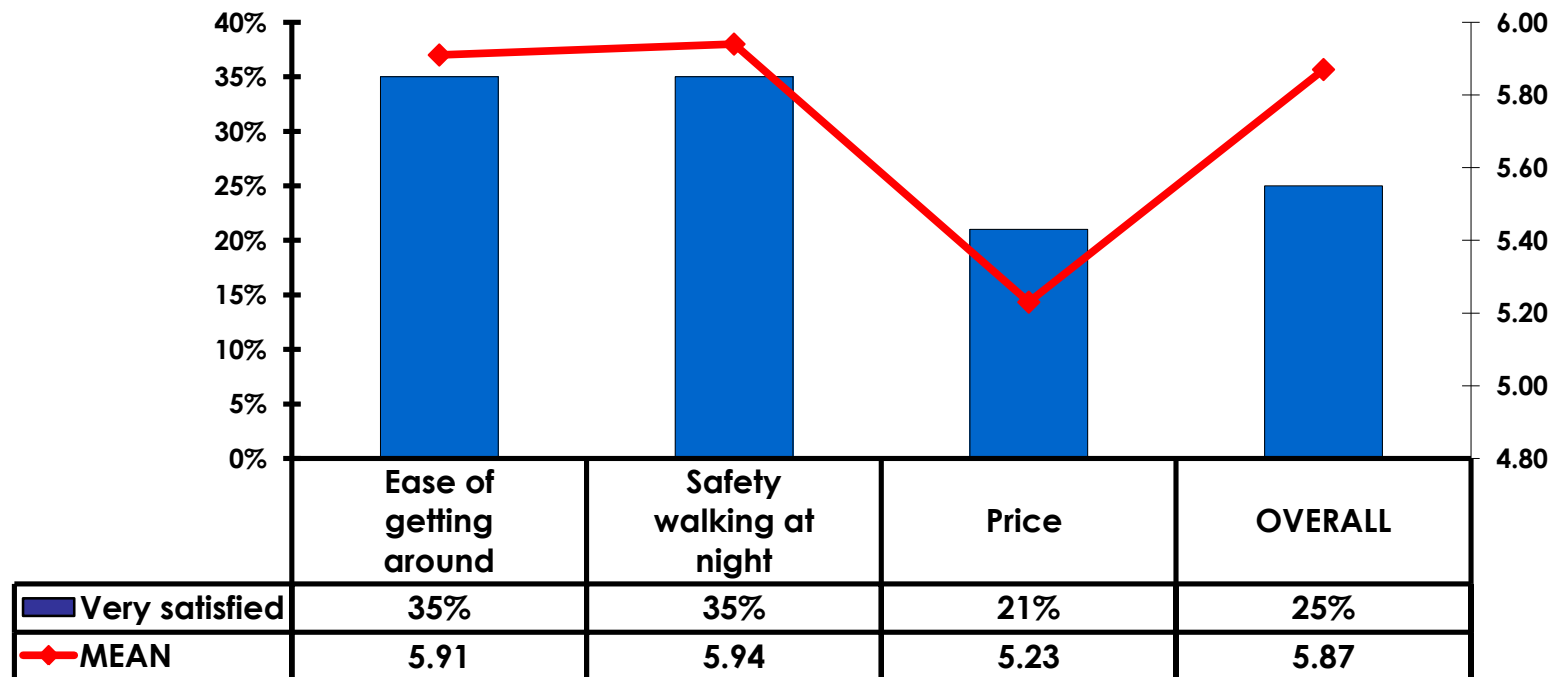
# SECTION 4 **VISITOR SATISFACTION**



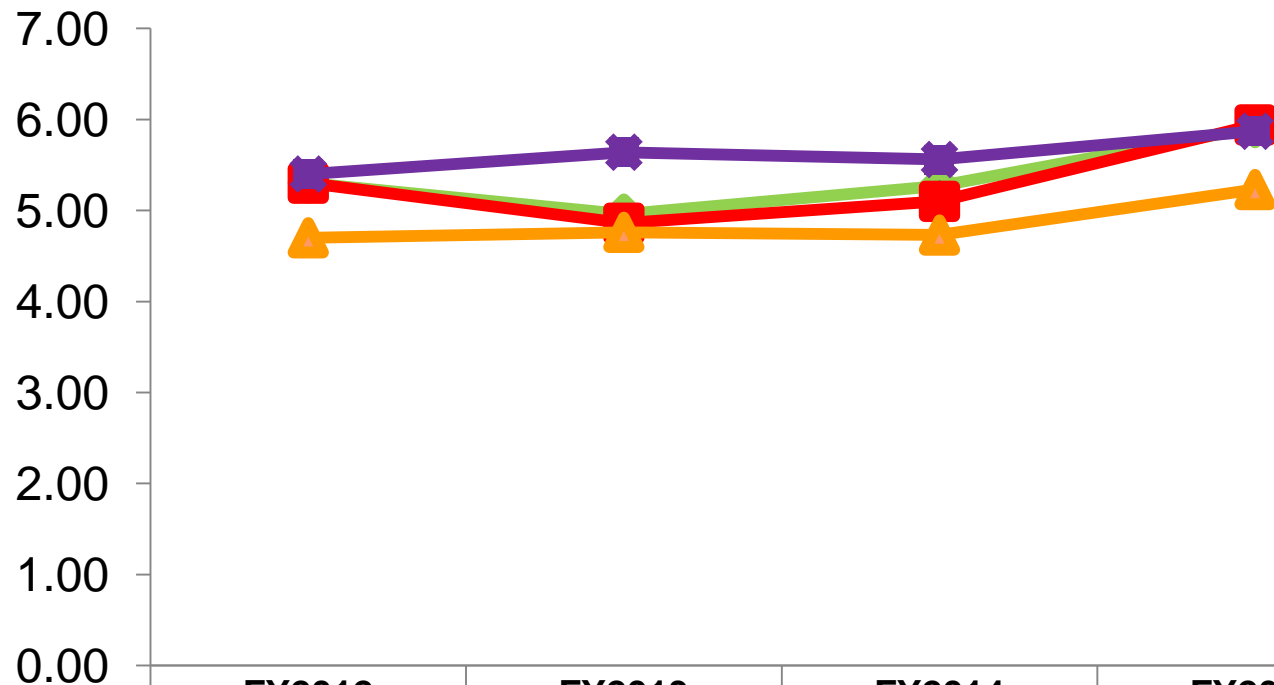
# Satisfaction Scores Overall





7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Satisfaction Scores Overall

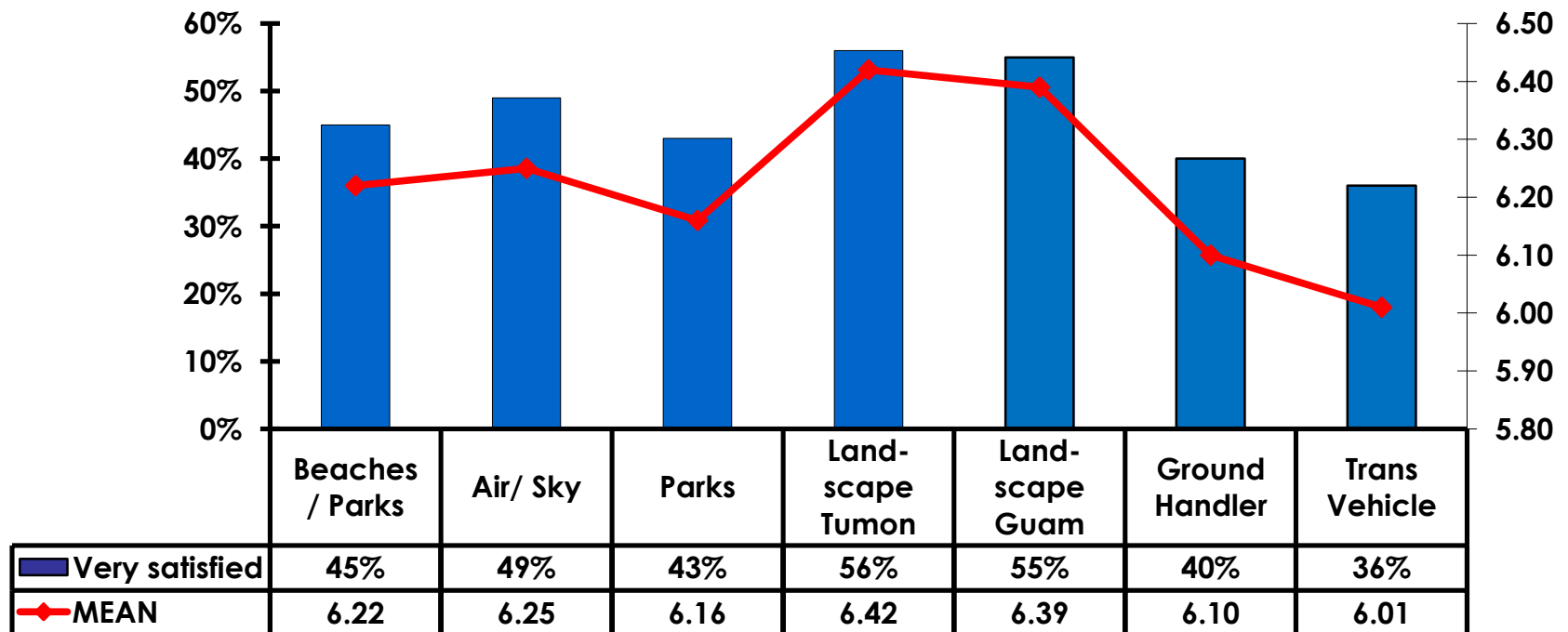


 Ease of getting around	5.30	4.96	5.27	5.91
 Safety walking at night	5.30	4.86	5.10	5.94
 Price	4.70	4.76	4.73	5.23
 OVERALL	5.40	5.64	5.56	5.87

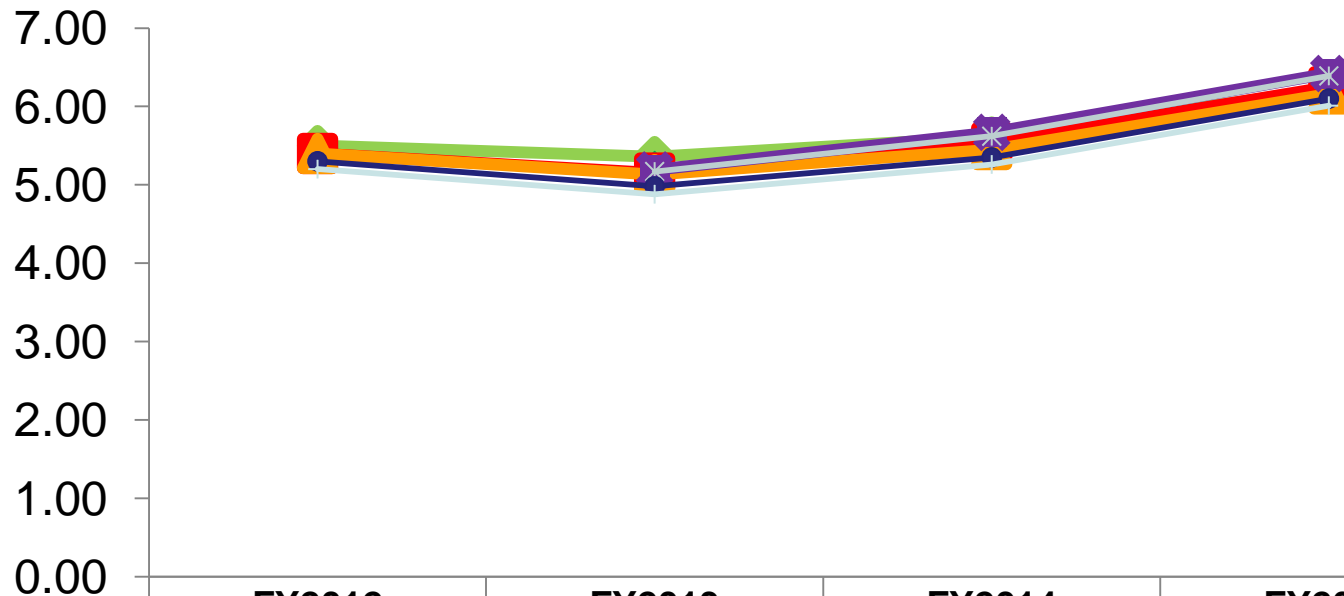
# Satisfaction Quality/ Cleanliness








7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Satisfaction Quality/ Cleanliness

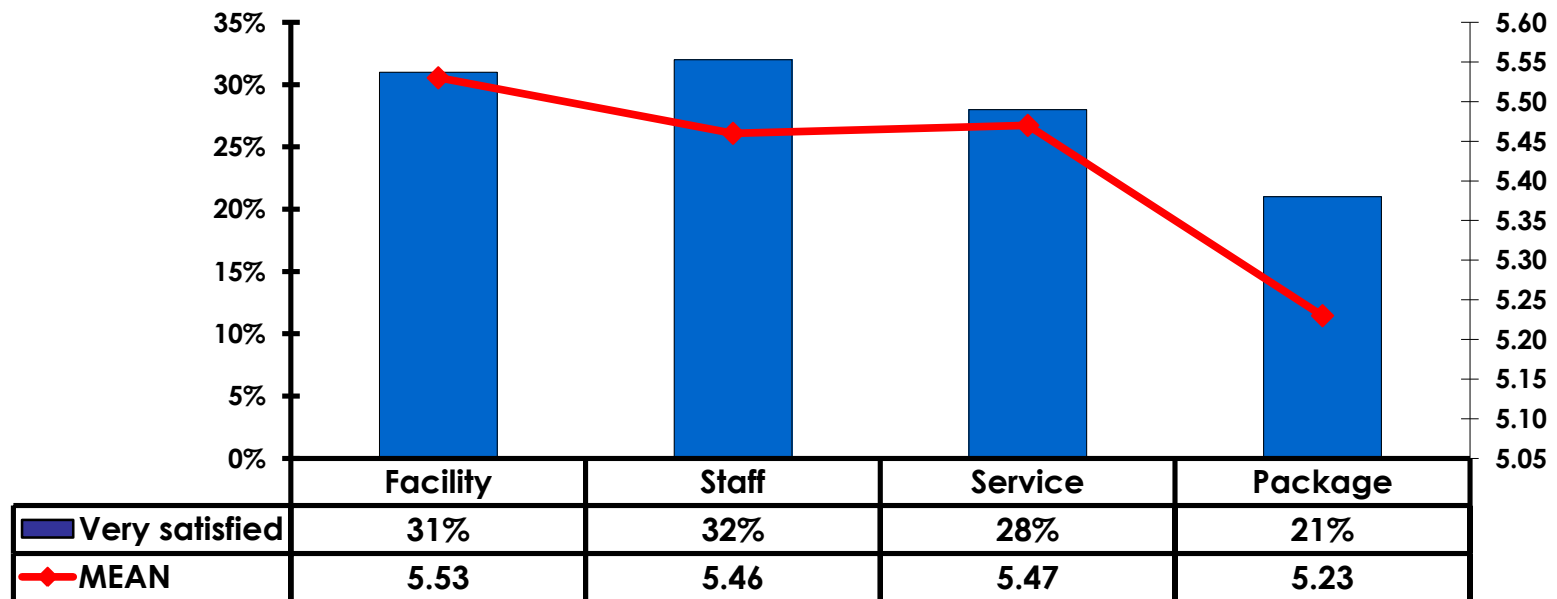


	FY2012	FY2013	FY2014	FY2015
 Beaches/ Parks	5.50	5.36	5.61	6.22
 Air/ Sky	5.40	5.15	5.54	6.25
 Parks	5.40	5.13	5.45	6.16
 Landscape Tumon		5.19	5.67	6.42
 Landscape Guam		5.17	5.62	6.39
 Grnd Handler	5.30	4.98	5.35	6.10
 Trans Vehicle	5.20	4.88	5.26	6.01

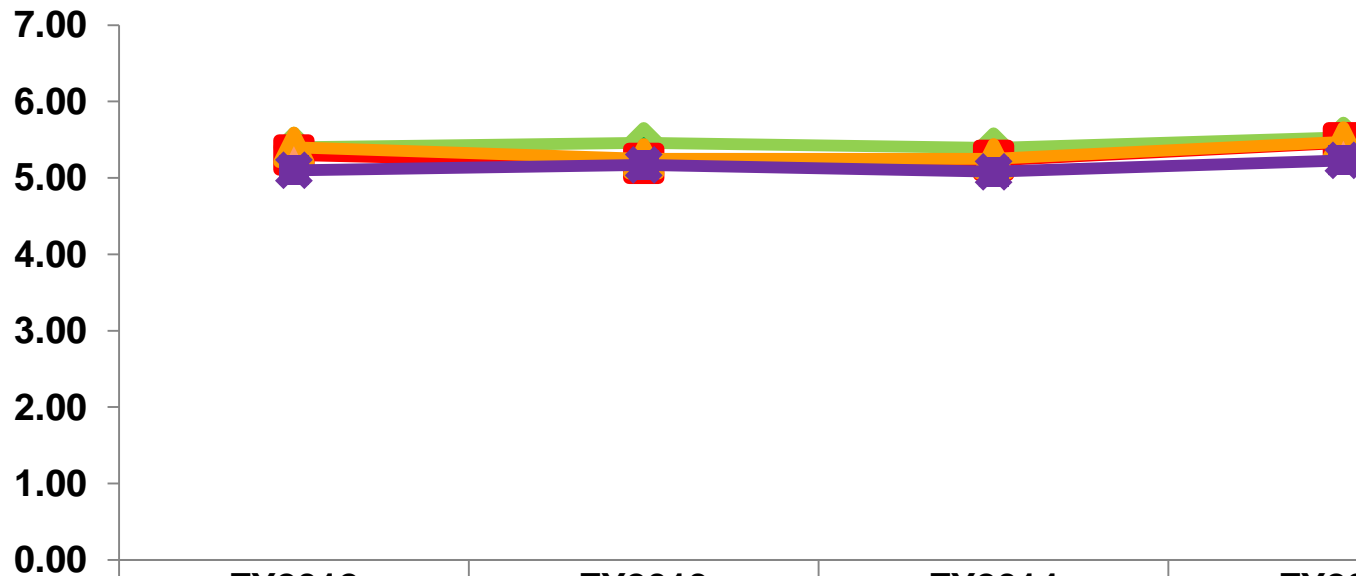
# Wedding Satisfaction Scores





7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Wedding Satisfaction Scores

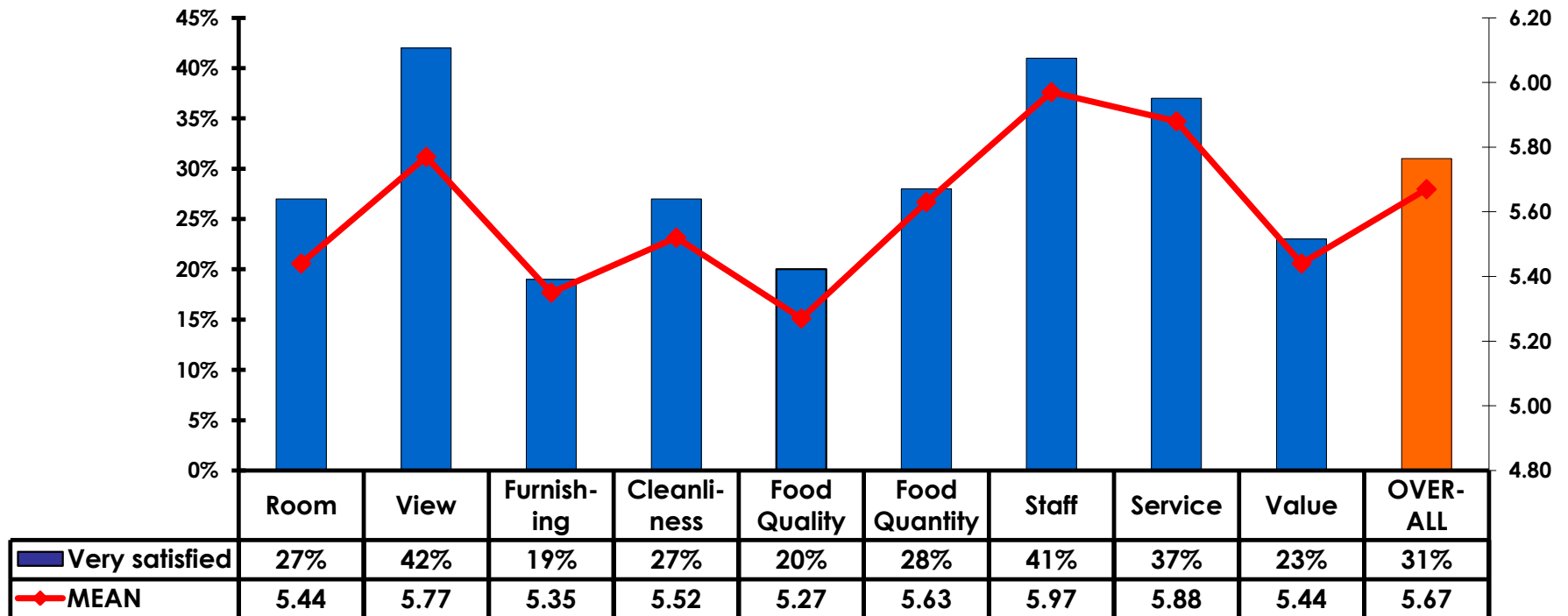


	FY2012	FY2013	FY2014	FY2015
 Facility	5.40	5.46	5.39	5.53
 Facility- staff	5.30	5.19	5.23	5.46
 Services	5.40	5.25	5.25	5.47
 Package	5.10	5.17	5.08	5.23

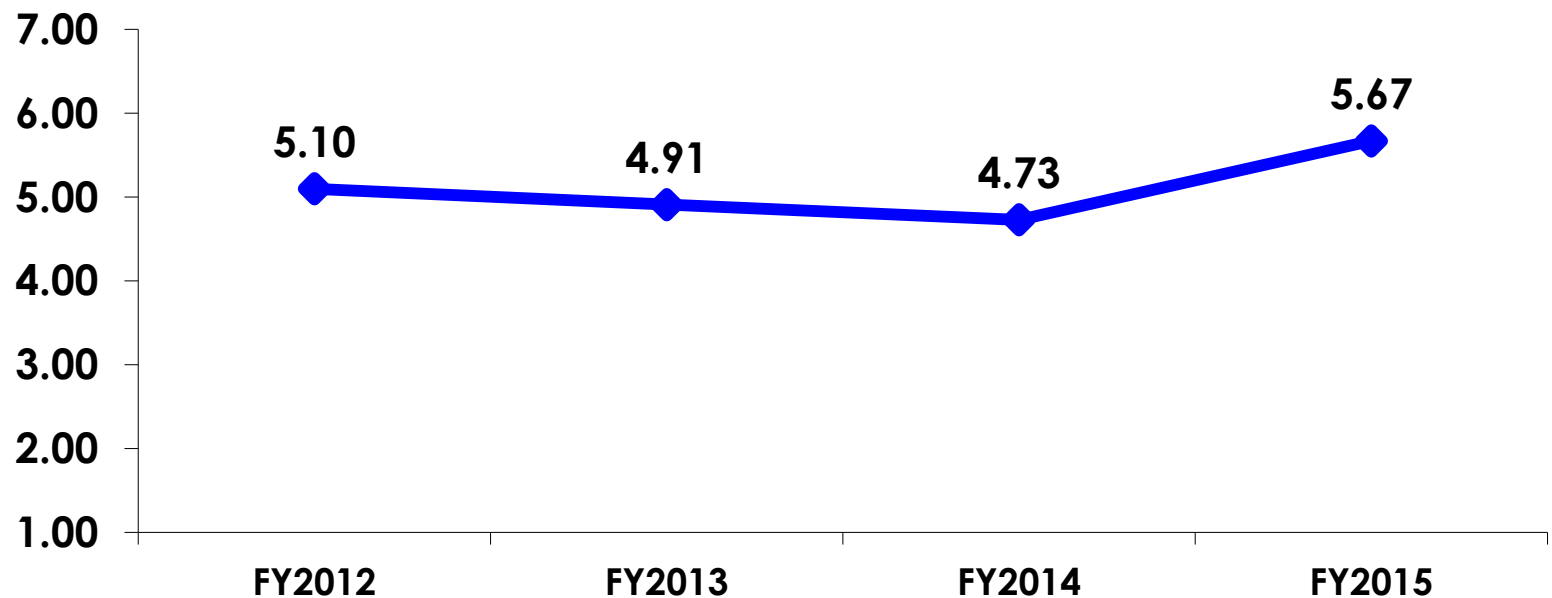
# Quality of Accommodations

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Quality of Accommodations

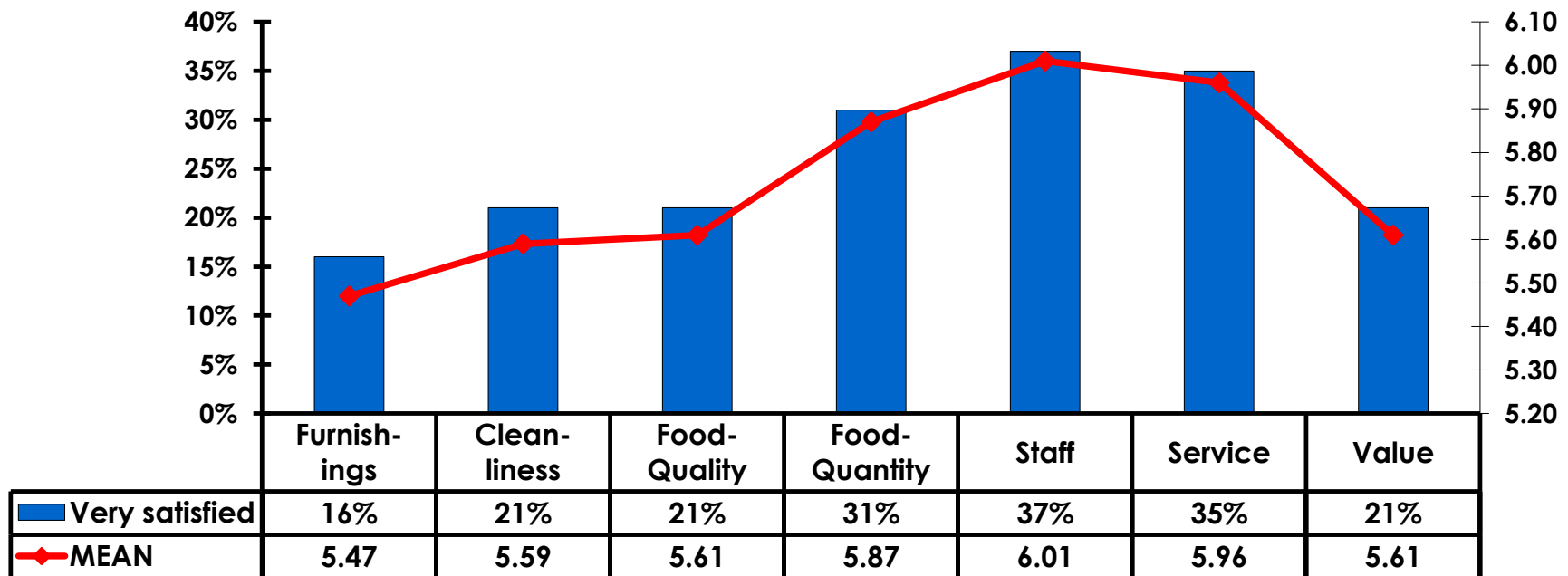




# Quality of Dining Experience

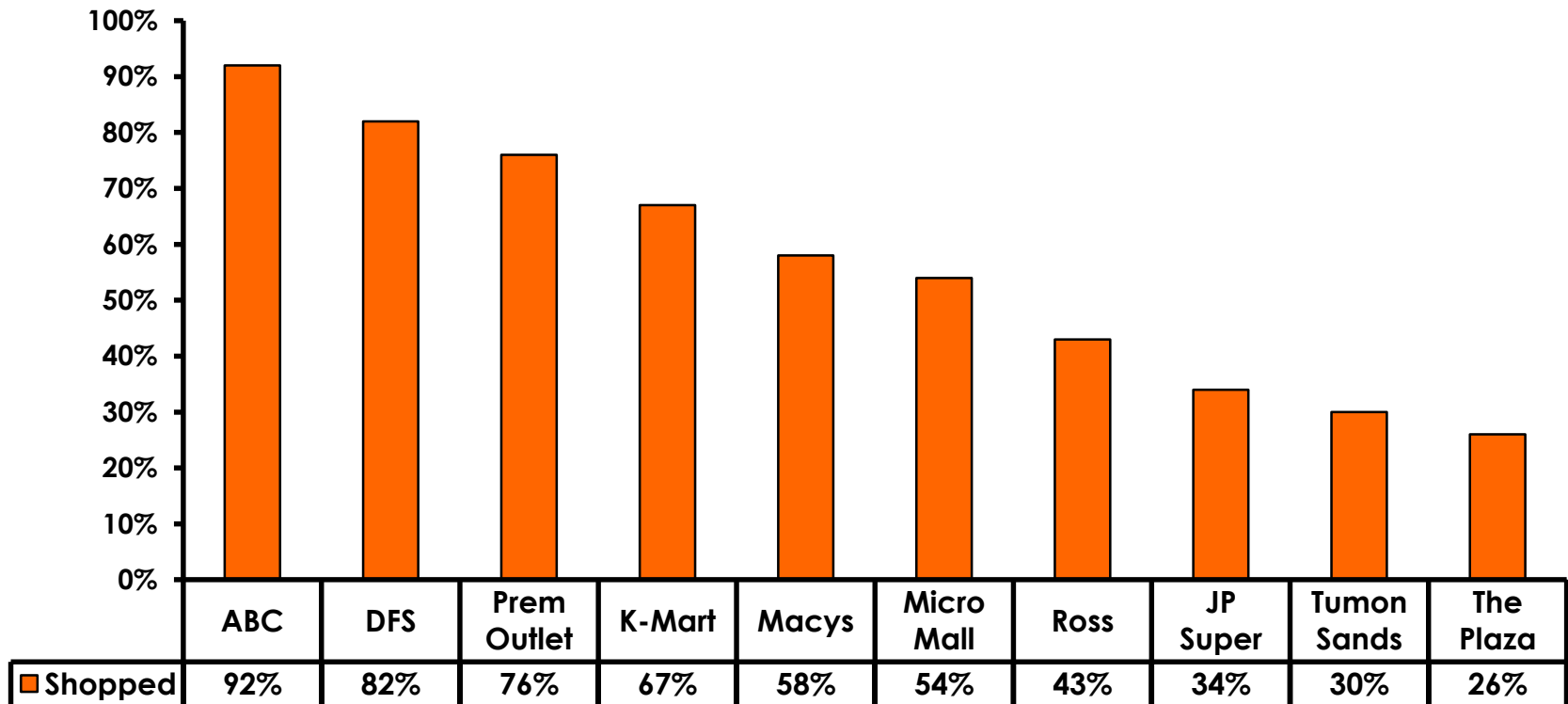
7pt Rating Scale

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	FY2015
<b>DFS Galleria</b>	71%	63%	75%	82%
<b>ABC</b>	76%	61%	66%	92%
<b>K-Mart</b>	68%	44%	52%	67%
<b>Prem Outlet</b>	40%	24%	45%	76%
<b>Macys</b>	Not top 5	21%	Not top 5	58%
<b>Micro Mall</b>	33%	Not top 5	35%	Not top 5

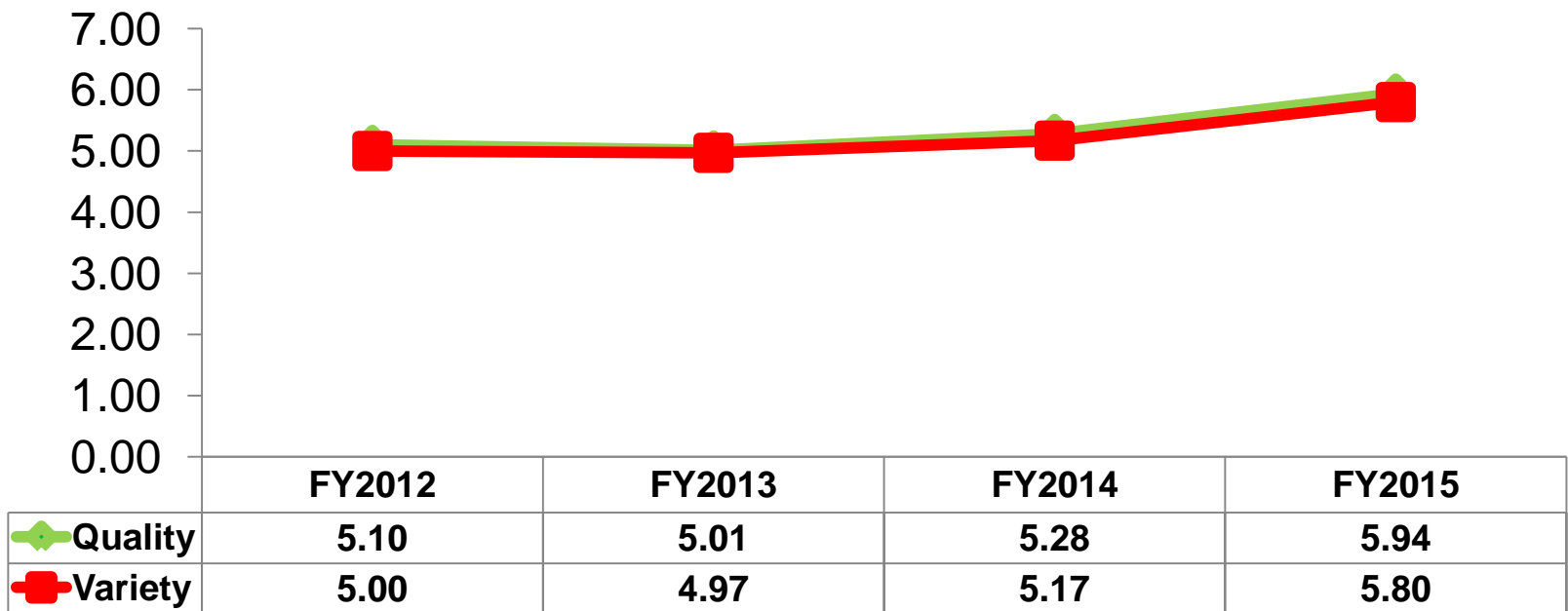
# Satisfaction with Shopping

7pt Rating Scale

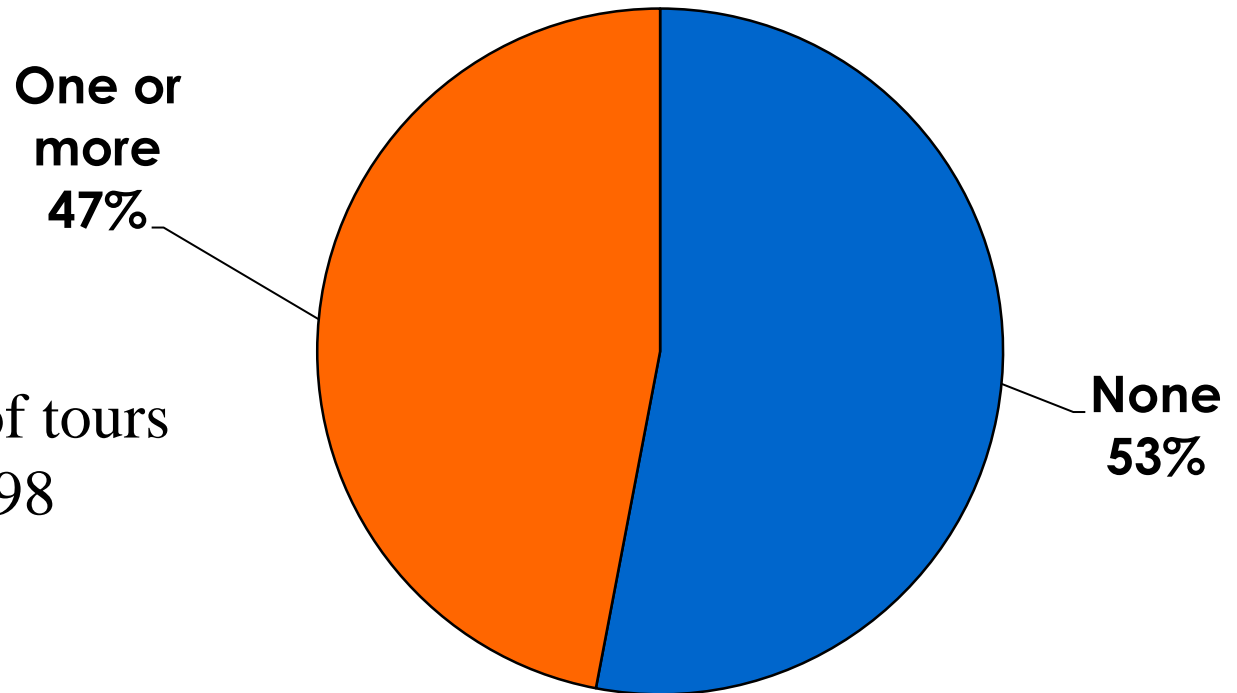
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = <b>73%</b>	Score of 6 to 7 = <b>66%</b>
Score of 4 to 5 = <b>26%</b>	Score of 4 to 5 = <b>31%</b>
Score 1 to 3 = <b>2%</b>	Score 1 to 3 = <b>3%</b>
<b>MEAN = 5.94</b>	<b>MEAN = 5.80</b>

# Satisfaction with Shopping

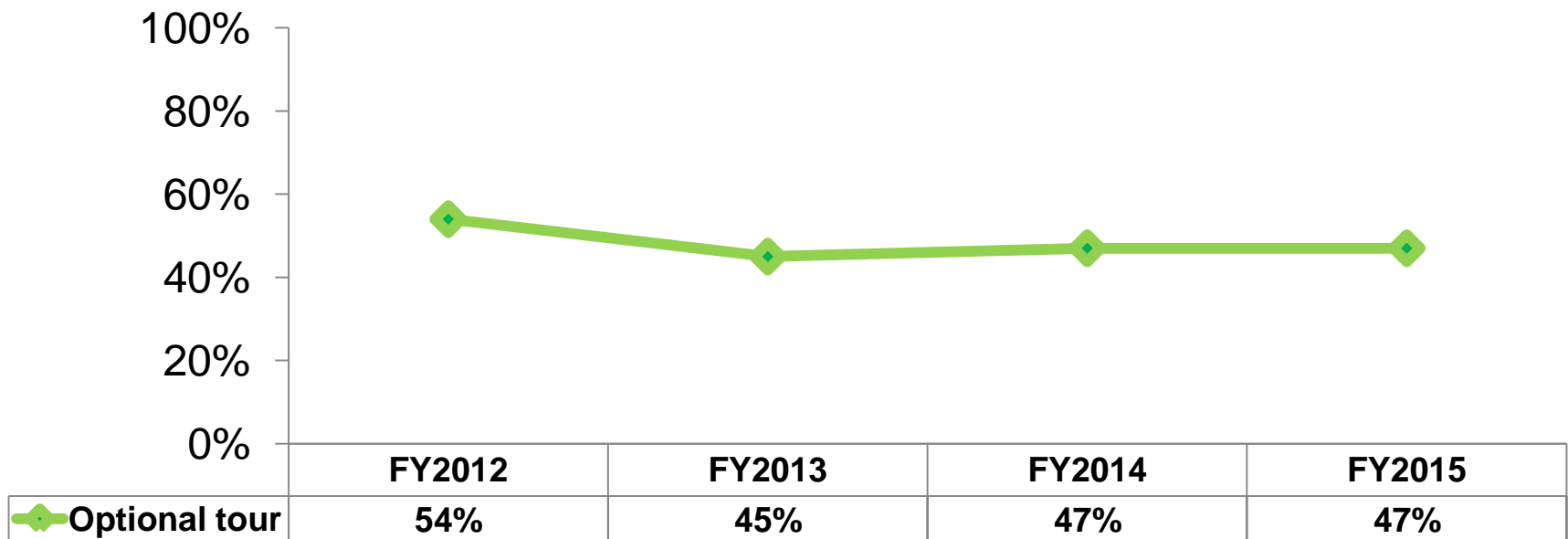


# Optional Tour Participation

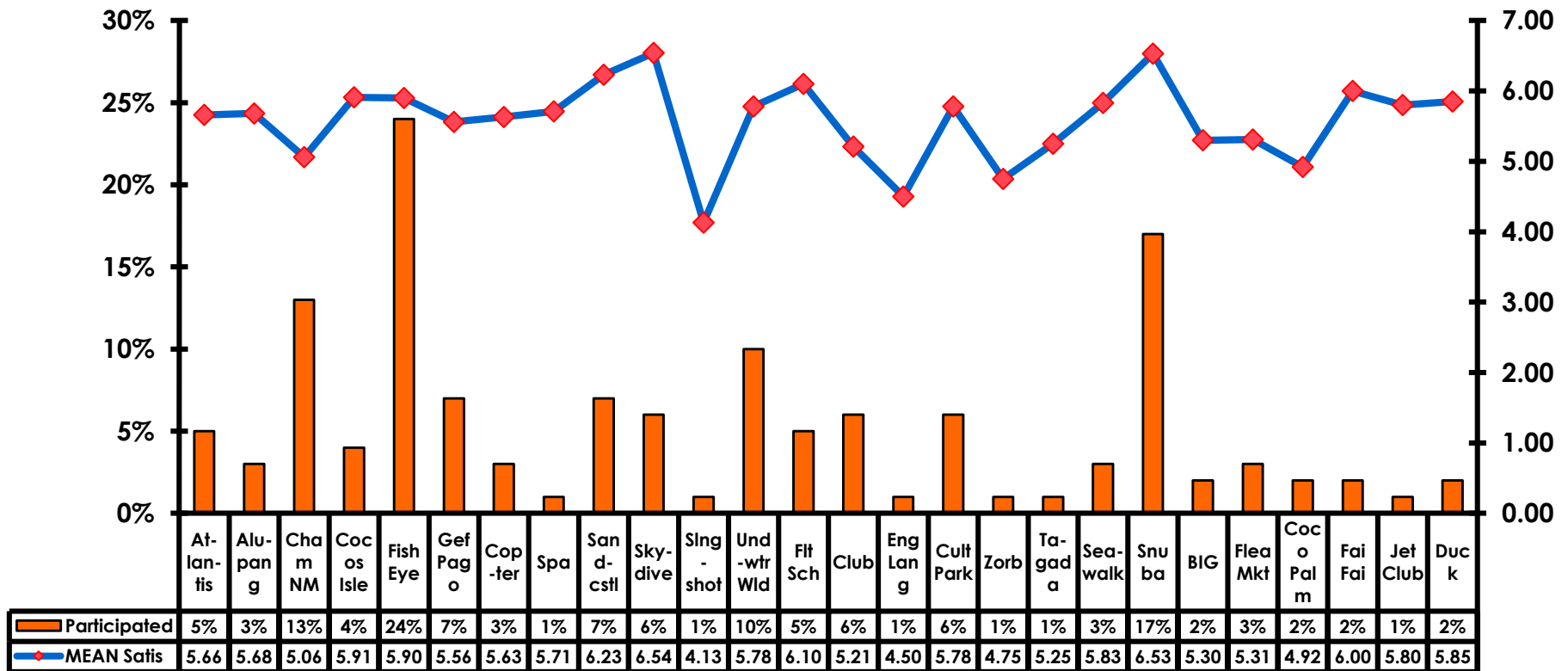


- Average number of tours participated in is .98

# Optional Tour Participation



# Optional Tours Participation & Satisfaction





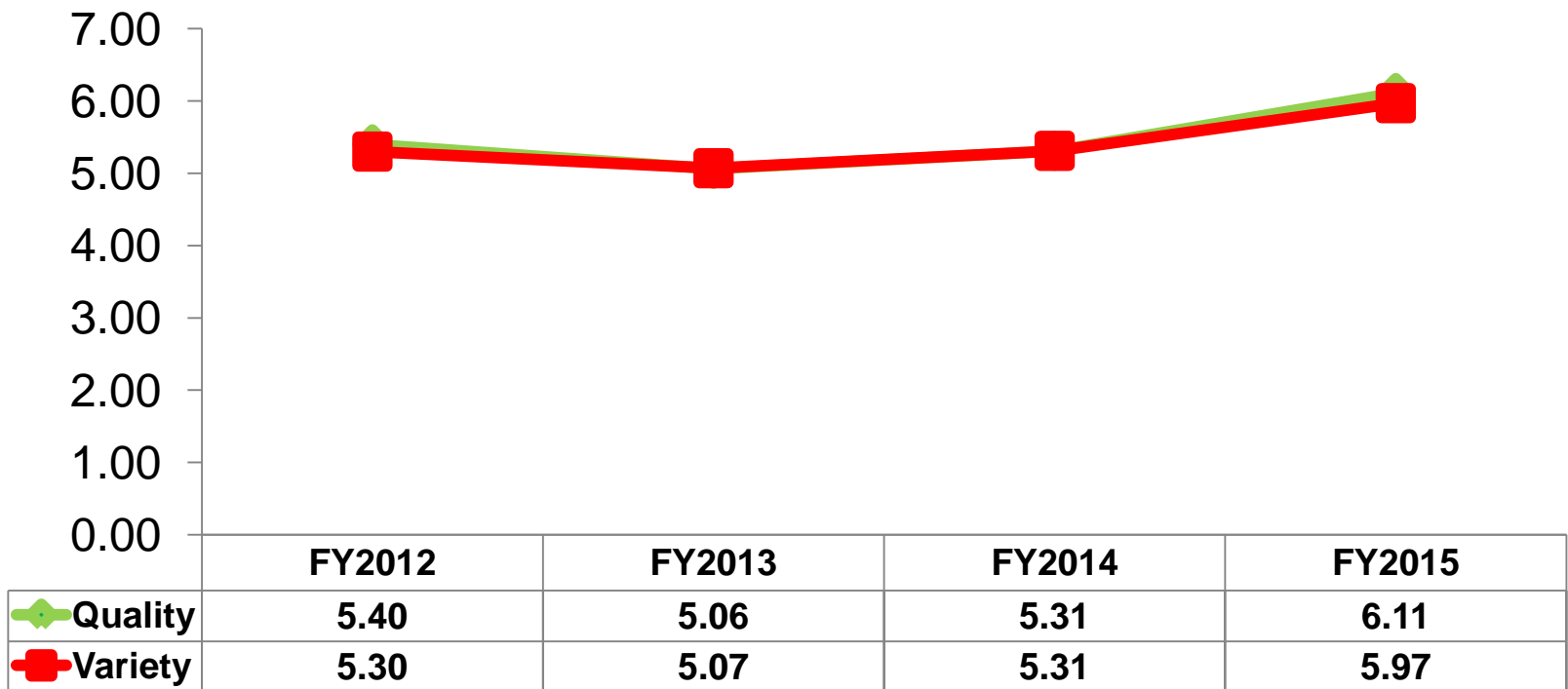
# Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Day Tour	Variety of Day Tour
Score of 6 to 7 = <b>82%</b>	Score of 6 to 7 = <b>76%</b>
Score of 4 to 5 = <b>18%</b>	Score of 4 to 5 = <b>23%</b>
Score 1 to 3 = <b>0%</b>	Score 1 to 3 = <b>2%</b>
<b>MEAN = 6.11</b>	<b>MEAN = 5.97</b>

# Day Tours Satisfaction



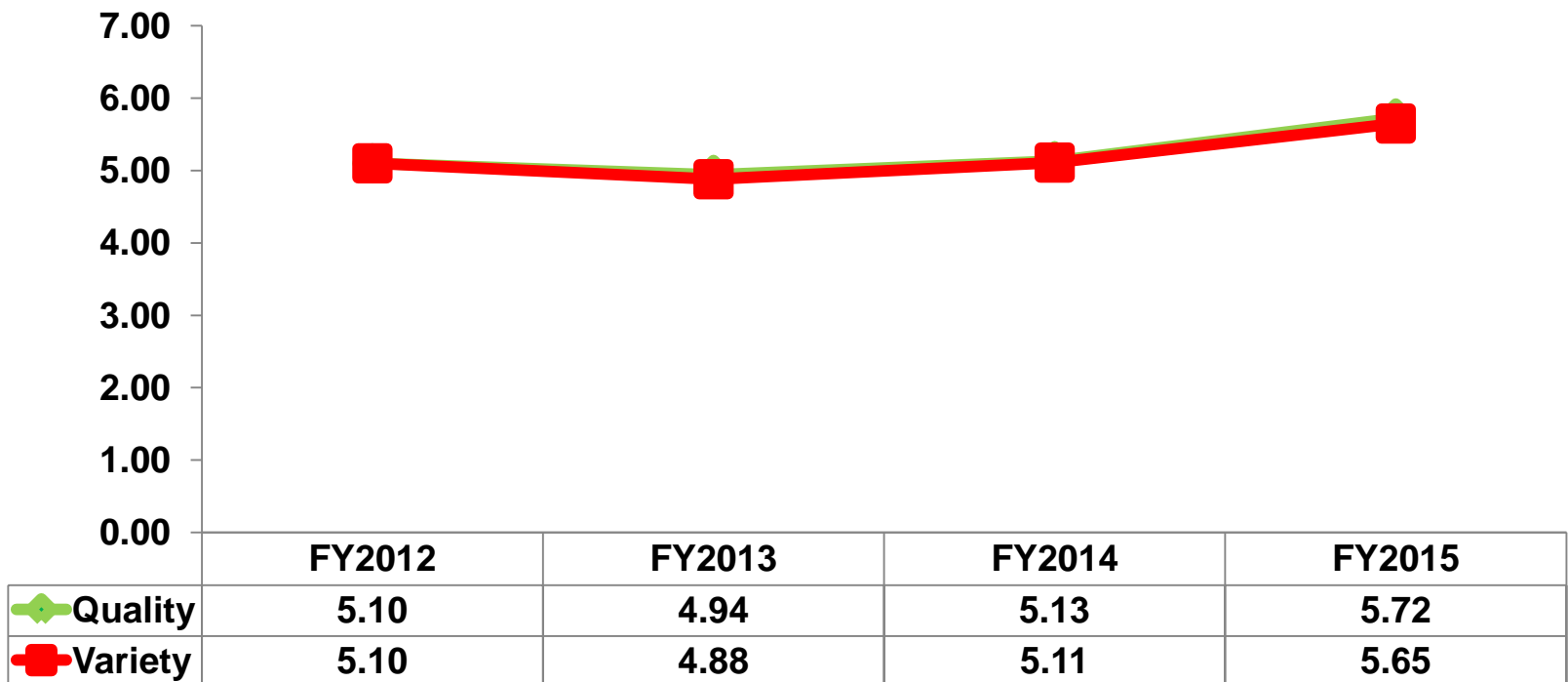
# Night Tours Satisfaction

7pt Rating Scale

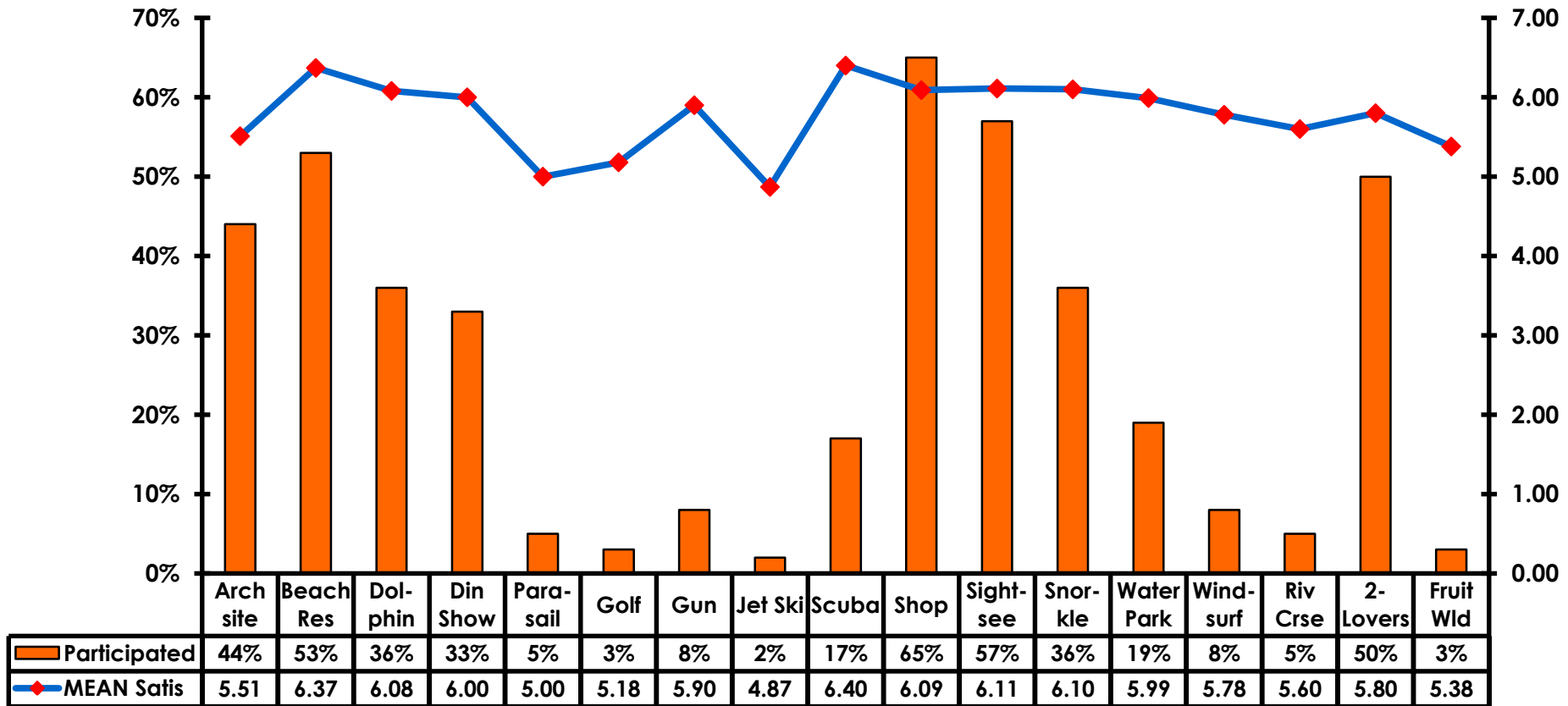
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = <b>64%</b>	Score of 6 to 7 = <b>62%</b>
Score of 4 to 5 = <b>33%</b>	Score of 4 to 5 = <b>35%</b>
Score 1 to 3 = <b>3%</b>	Score 1 to 3 = <b>4%</b>
<b>MEAN = 5.72</b>	<b>MEAN = 5.65</b>

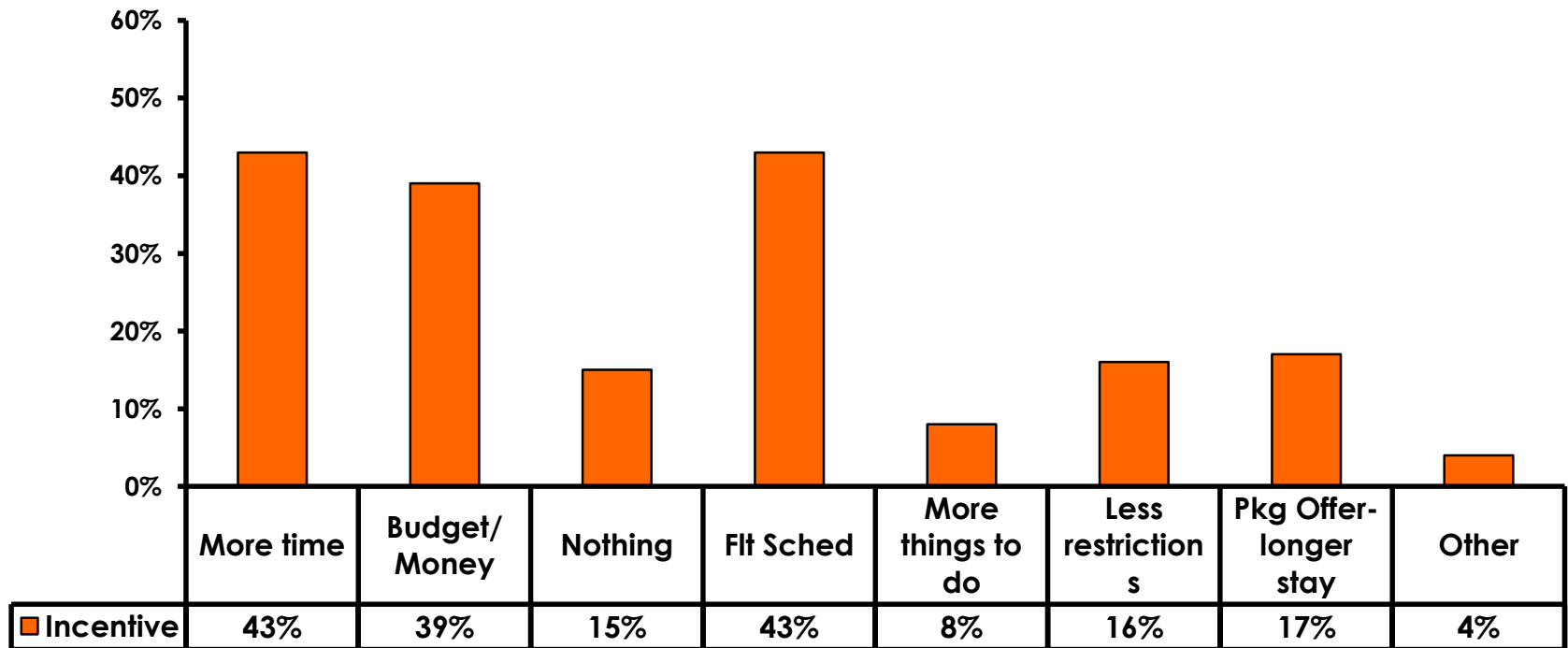
# Night Tours Satisfaction



# Satisfaction with Other Activities



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



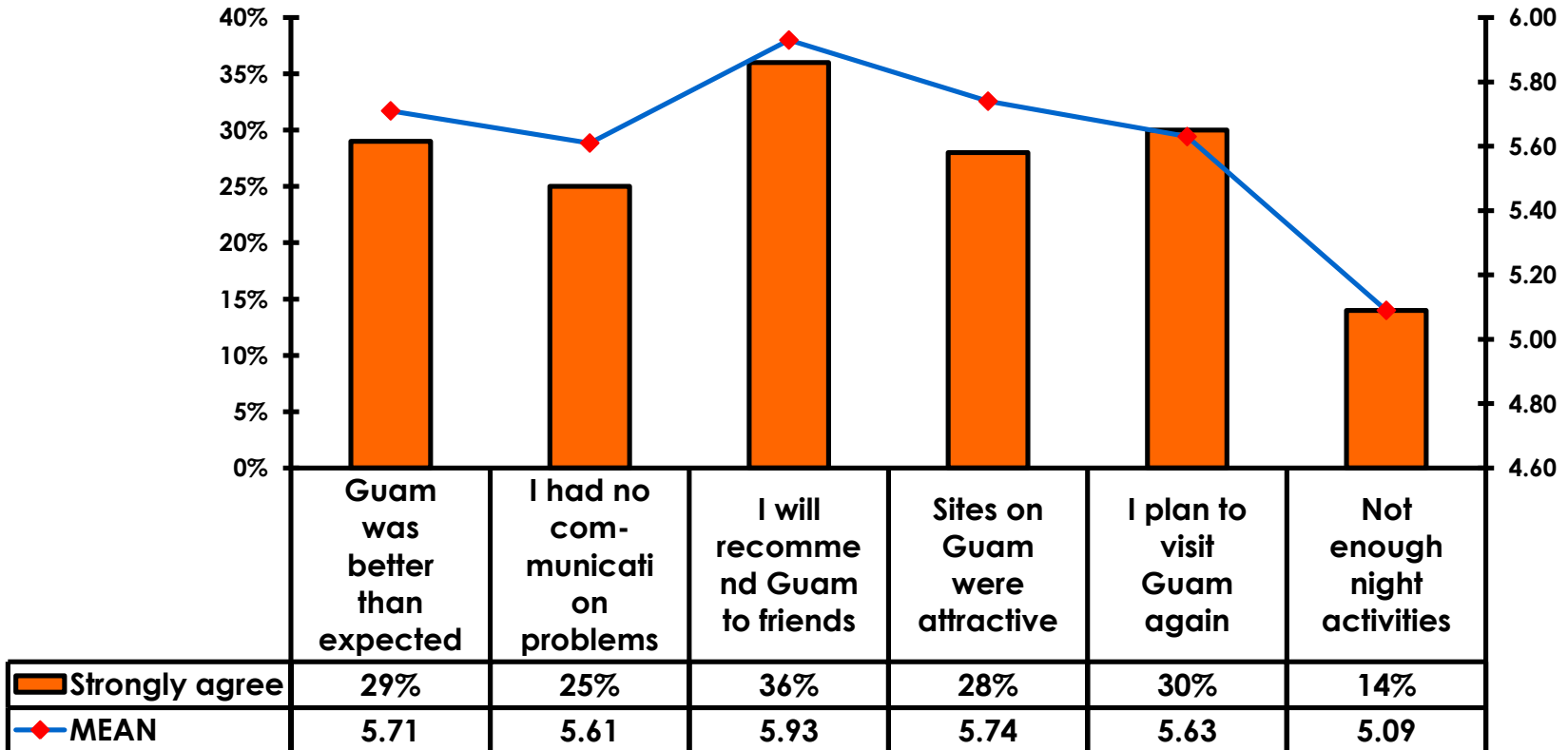
# What would it take to make you want to stay an extra day in Guam?

	FY2012	FY2013	FY2014	FY2015
More time	25%	31%	44%	43%
Budget/ money	28%	30%	33%	39%
Nothing- spent right amount of time	16%	22%	13%	15%
Flight schedule times	26%	20%	32%	43%
Less restrictions	10%	9%	14%	16%
More things to do	6%	5%	9%	8%
Packages – longer stays	8%	5%	11%	17%
Other	2%	2%	3%	4%

# On-Island Perceptions

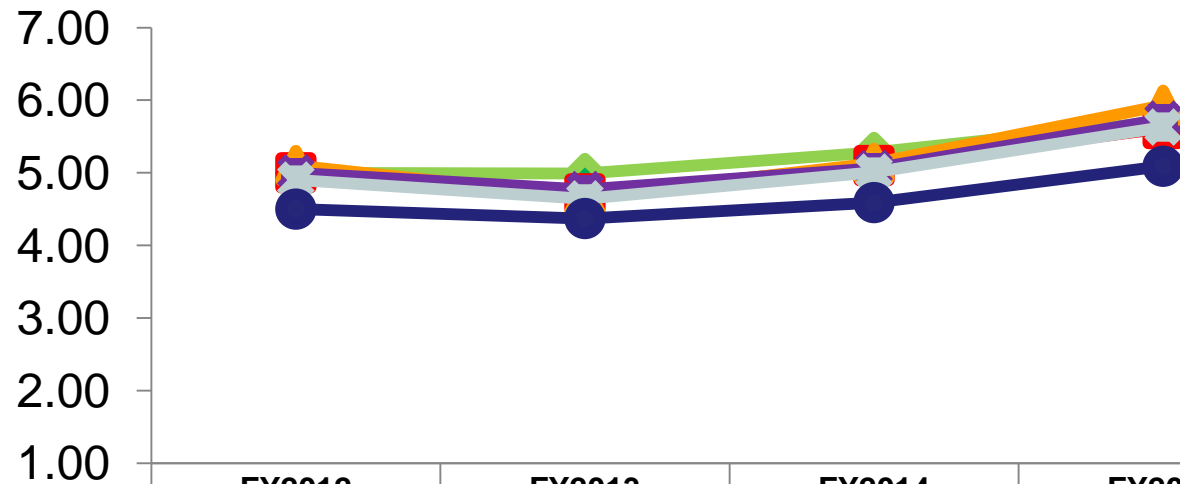
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied





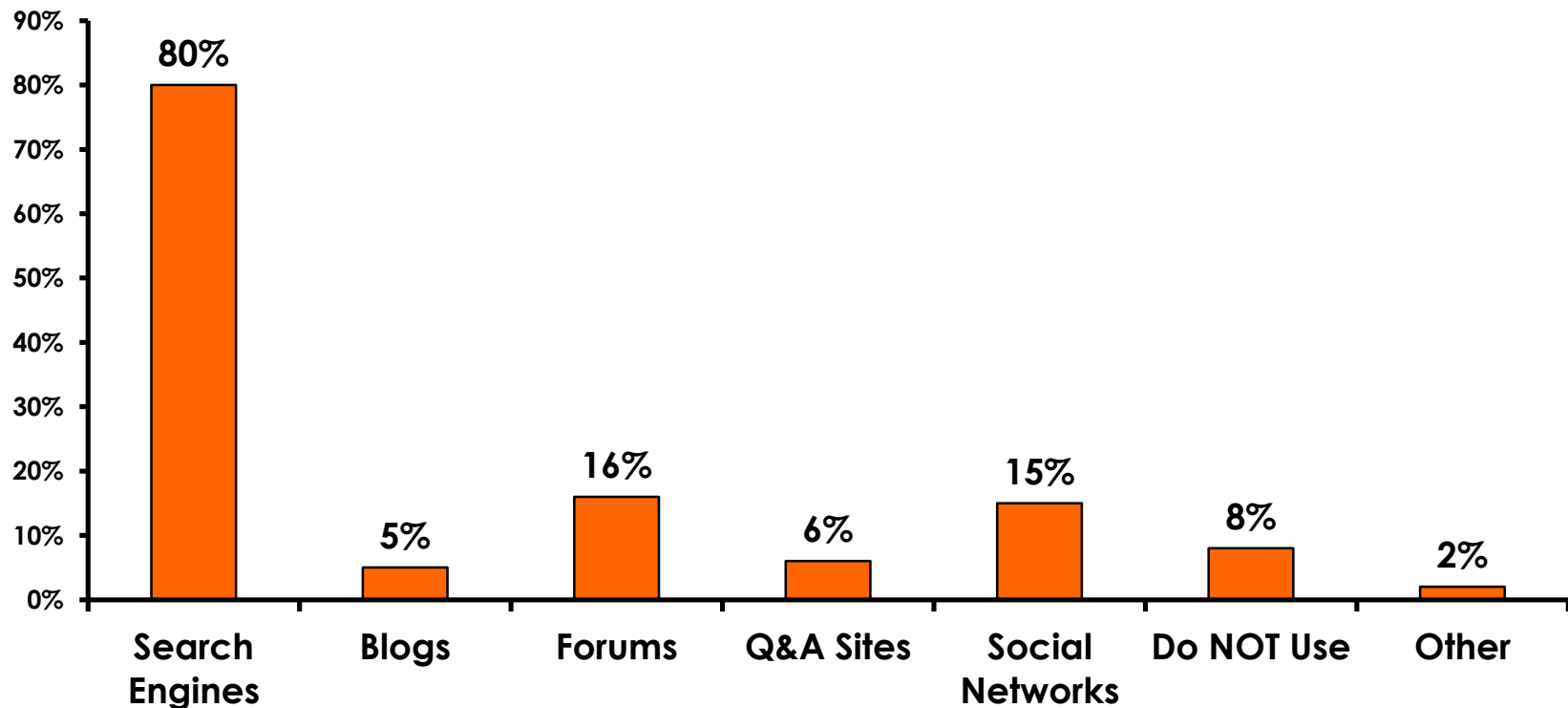
# On-Island Perceptions



	FY2012	FY2013	FY2014	FY2015
Guam was better than expected	5.00	4.99	5.28	5.71
I had no communication problems	5.00	4.71	5.10	5.61
I will recommend Guam to friends	5.10	4.67	5.13	5.93
Sites on Guam were attractive	5.00	4.77	5.06	5.74
I plan to visit Guam again	4.90	4.64	5.01	5.63
Not enough night activities	4.50	4.37	4.59	5.09

# SECTION 5 **PROMOTIONS**

# Internet- Guam Sources of Info

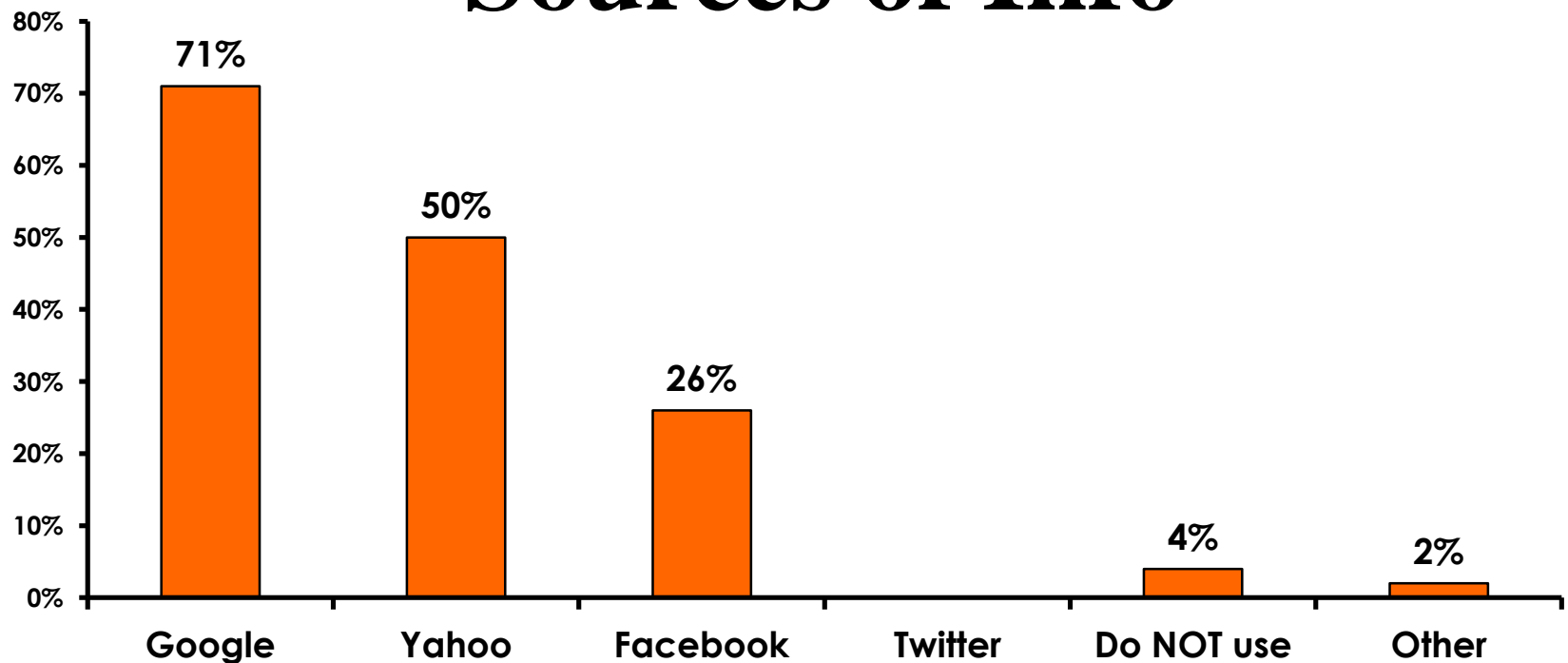


# Internet- Guam Sources of Info

	FY2013	FY2014	FY2015
Search engines	59%	70%	80%
Forums	22%	21%	16%
Blogs	16%	17%	5%
Social Networks	10%	9%	15%
None	4%	5%	8%
Q&A sites	7%	5%	6%
Other	0%	2%	2%

# Internet- Things To Do

## Sources of Info

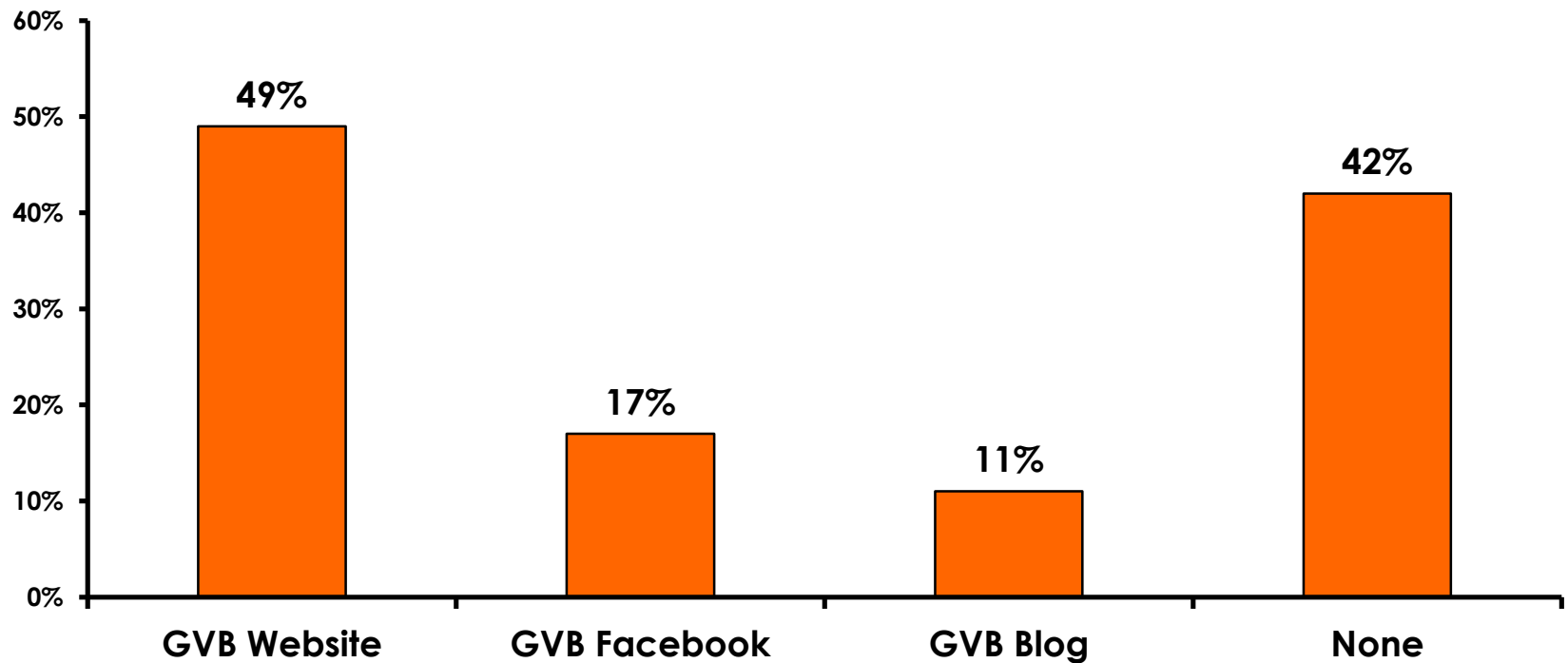


# Internet- Things To Do

## Sources of Info

	FY2013	FY2014	FY2015
Google	60%	71%	71%
Yahoo	36%	38%	50%
Facebook	28%	20%	26%
Do not use	2%	3%	4%
Other	1%	2%	2%

# Internet- GVB Sources

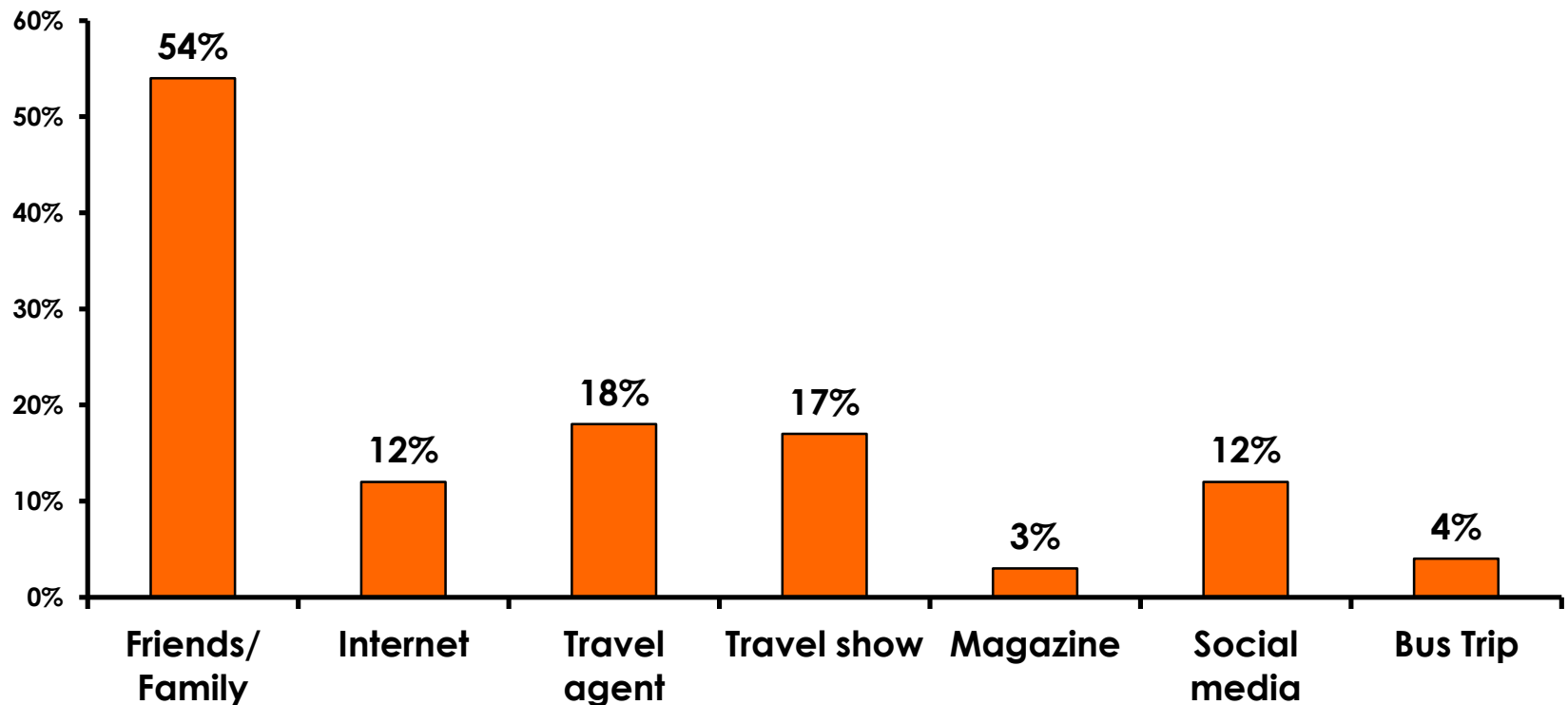


# Internet- GVB Sources

	FY2013	FY2014	FY2015
None	48%	52%	42%
GVB Website	23%	33%	49%
GVB Facebook	30%	18%	17%
GVB Blog	4%	8%	11%



# Travel Motivation- Info Sources

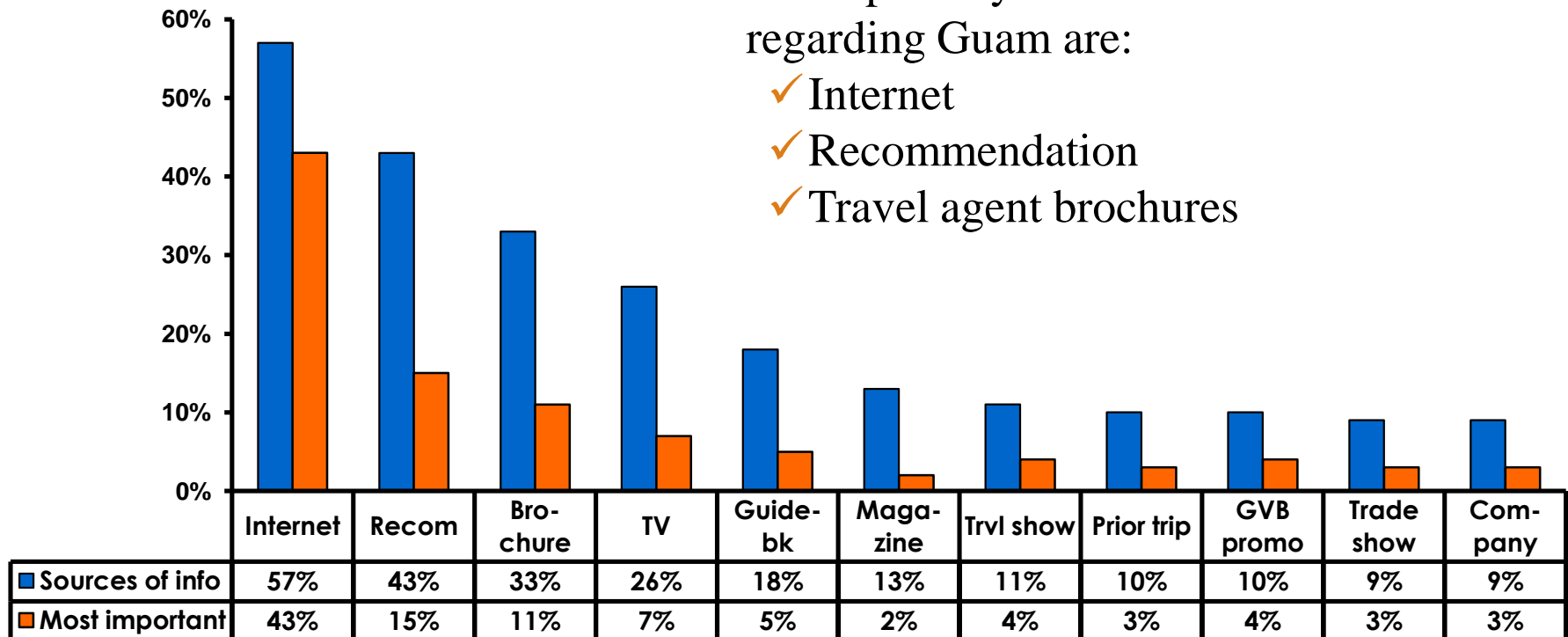


# Travel Motivation- Info Sources

	FY2013	FY2014	FY2015
Friends/ Family	52%	49%	54%
Internet	26%	20%	12%
Travel Agent	12%	17%	18%
Travel shows	10%	11%	17%
Other	-	11%	14%
Magazine	10%	9%	3%
Company/ Bus Trip	4%	8%	4%
Social Media	5%	7%	12%

# Sources of Information Pre-arrival

- The 3 primary sources of information regarding Guam are:
  - ✓ Internet
  - ✓ Recommendation
  - ✓ Travel agent brochures



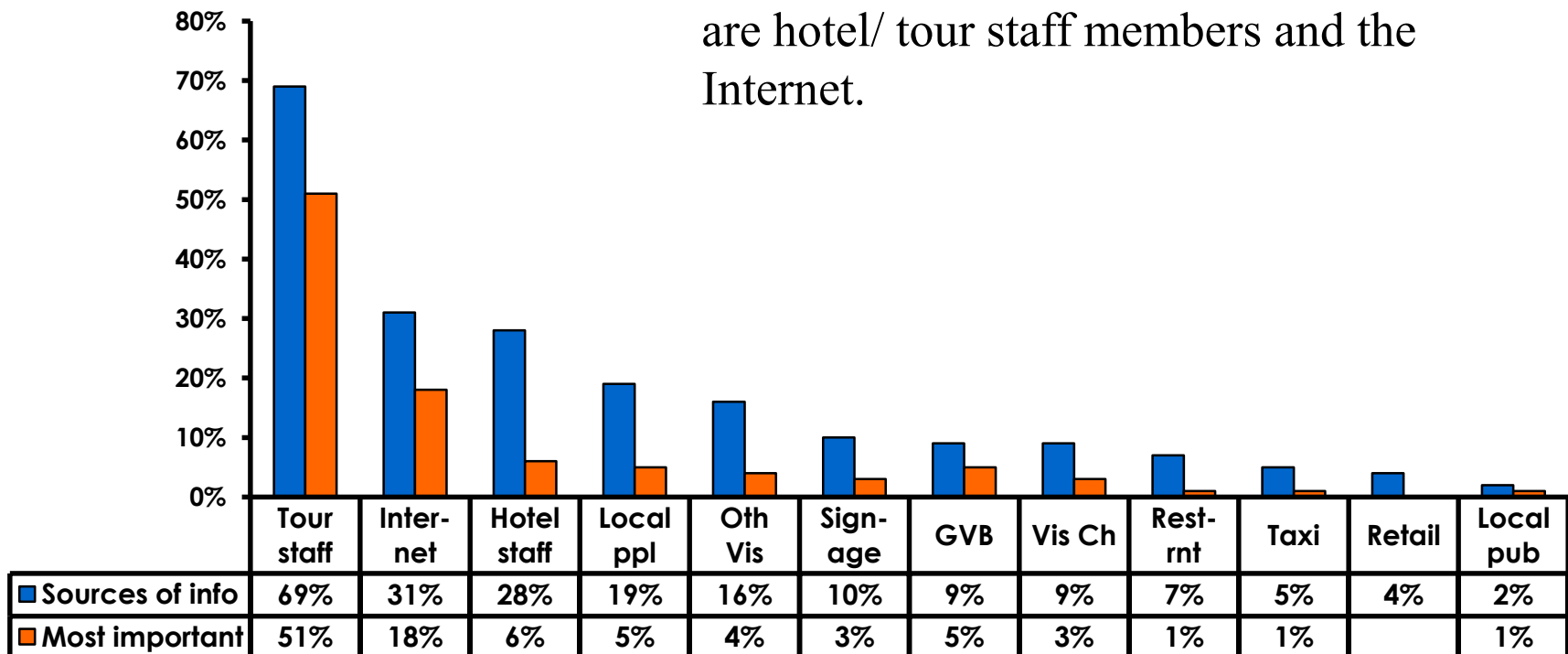
# Sources of Information Pre-arrival

## Top 3

	FY2012	FY2013	FY2014	FY2015
<b>Internet</b>	52%	46%	44%	43%
<b>Recom- mend</b>	Not top 3	17%	17%	15%
<b>TV</b>	8%	10%	8%	Not top 3
<b>Brochure</b>	11%	Not top 3	Not top 3	11%

# Sources of Information Post-arrival

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



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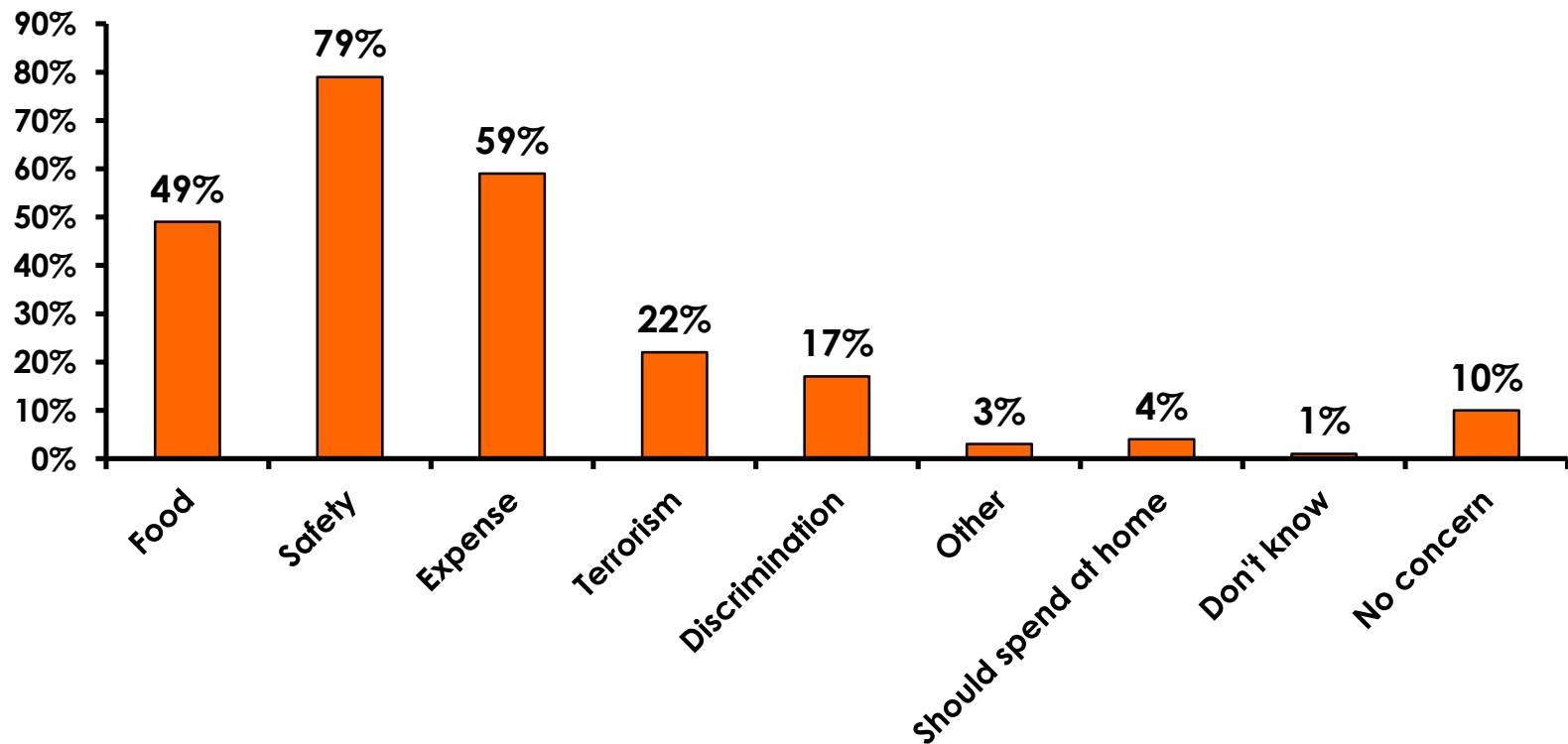
# Sources of Information Post-arrival

## Top 3

	FY2012	FY2013	FY2014	FY2015
<b>Hotel staff</b>	12%	25%	13%	6%
<b>Tour staff</b>	18%	20%	32%	51%
<b>Internet</b>	NA	11%	21%	18%

# SECTION 6 **OTHER ISSUES**

# Concerns about travel outside of Taiwan - Overall





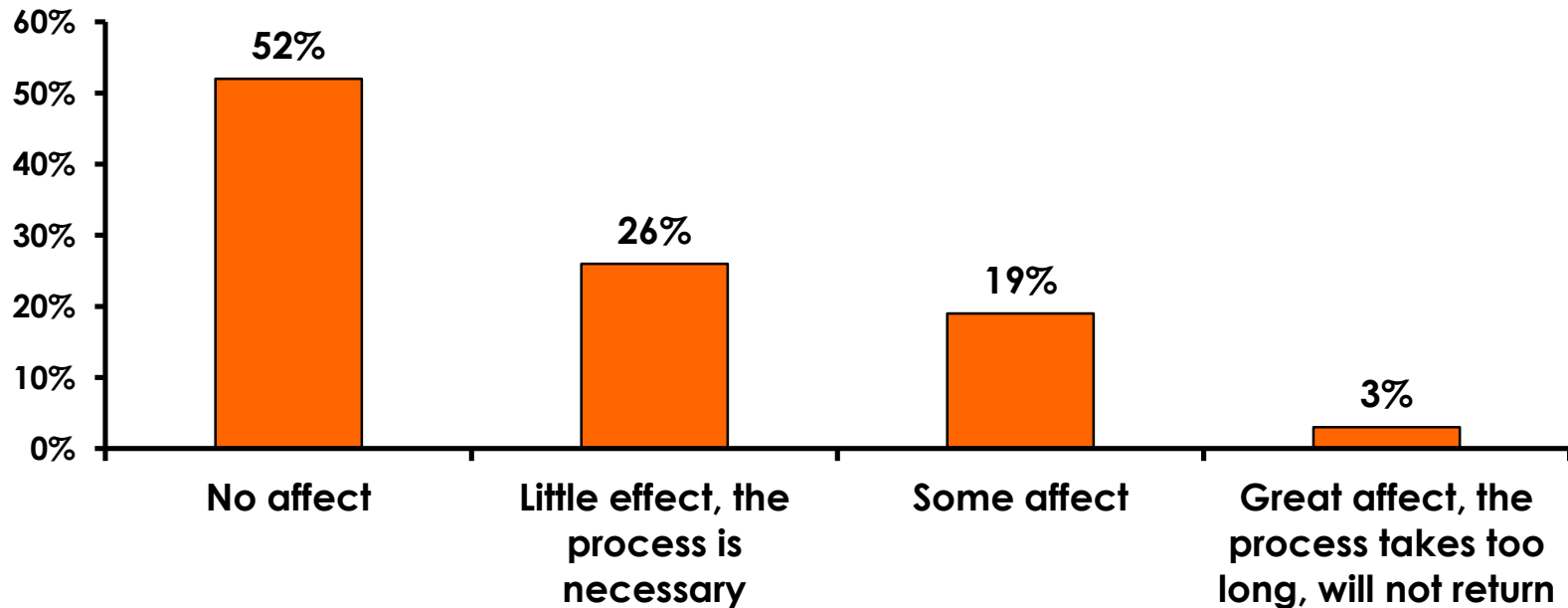
# Concerns about travel outside of Taiwan

	FY2012	FY2013	FY2014	FY2015
<b>Safety</b>	49%	32%	49%	79%
<b>Food</b>	23%	32%	39%	49%
<b>Expense</b>	37%	27%	42%	59%
<b>Terrorism</b>	16%	19%	13%	22%
<b>Discrimination</b>	10%	10%	5%	17%
<b>Should spend @home</b>	4%	5%	4%	4%
<b>Other</b>	-	11%	15%	3%
<b>DK</b>	11%	8%	20%	1%
<b>No Concern</b>	5%	1%	2%	10%

# 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	79%	78%	76%	83%	87%	76%	68%	81%	82%	74%	73%	89%	70%	
Expense	59%	68%	64%	49%	37%	73%	64%	66%	60%	55%	54%	55%	48%	
Food	49%	47%	50%	50%	39%	51%	45%	50%	44%	47%	52%	57%	35%	
Terrorism	22%	26%	16%	28%	29%	20%	25%	18%	19%	18%	15%	31%	17%	
Discrimination against Taiwanese	17%	14%	17%	19%	21%	17%	11%	16%	16%	14%	19%	22%	17%	
No concerns	10%	11%	8%	11%	16%	12%	2%	7%	11%	17%	9%	5%	17%	
Should spend at home	4%	4%	5%	3%	5%	10%	11%	6%	1%	2%	4%	3%	4%	
Other	3%	2%	3%	4%	3%	5%	2%	3%	2%	5%	8%	2%		
Don't know	1%	2%	1%	1%	3%	2%			2%	3%			4%	
Total	Count	599	95	288	178	38	41	44	68	107	105	79	119	23

# Security Screening/ Immigration Process at Guam International Airport



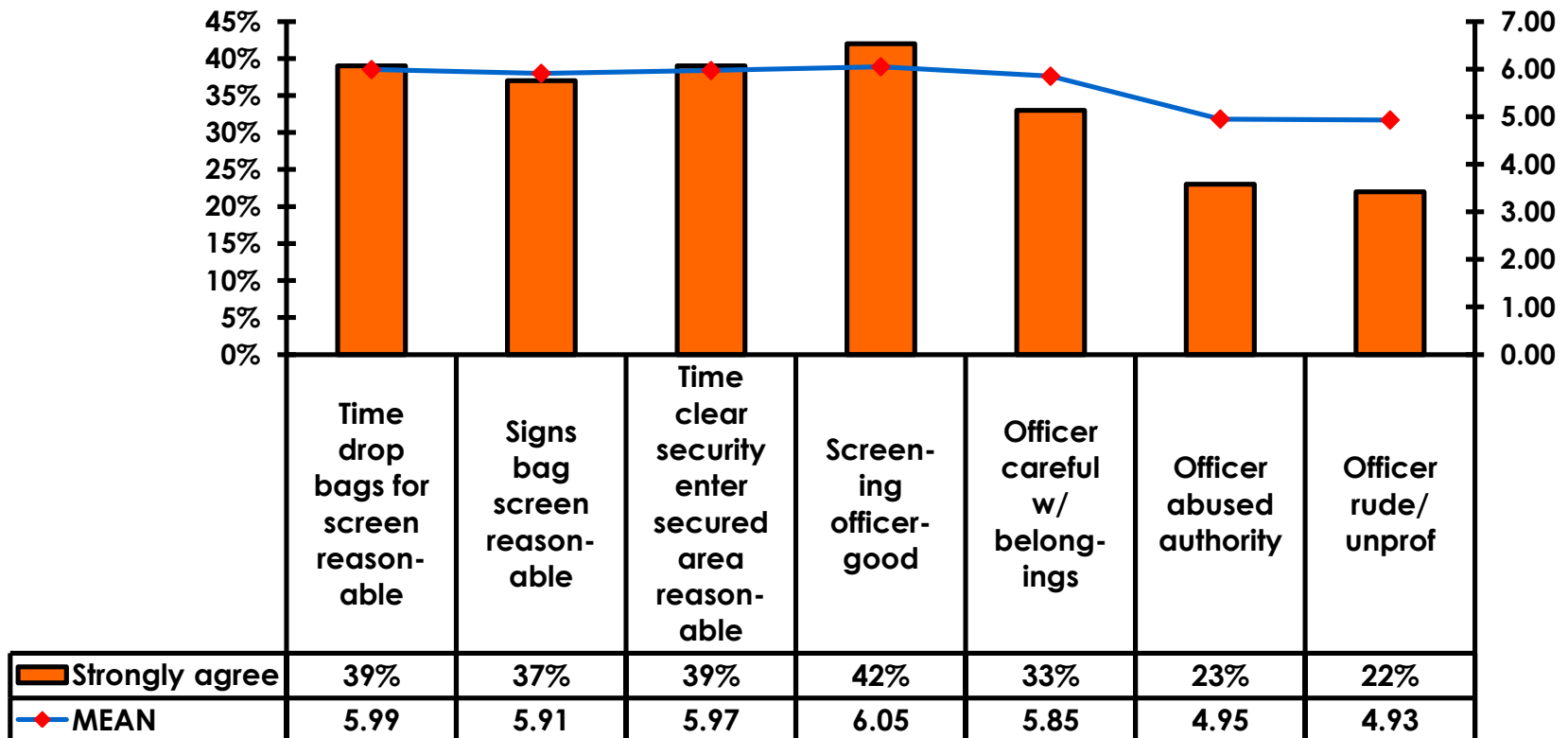
# Security Screening/ Immigration Process at Guam International Airport

	FY2012	FY2013	FY2014	FY2015
<b>No effect</b>	43%	48%	36%	52%
<b>Little effect</b>	40%	41%	47%	26%
<b>Some effect</b>	14%	9%	15%	19%
<b>Great effect</b>	3%	2%	1%	3%

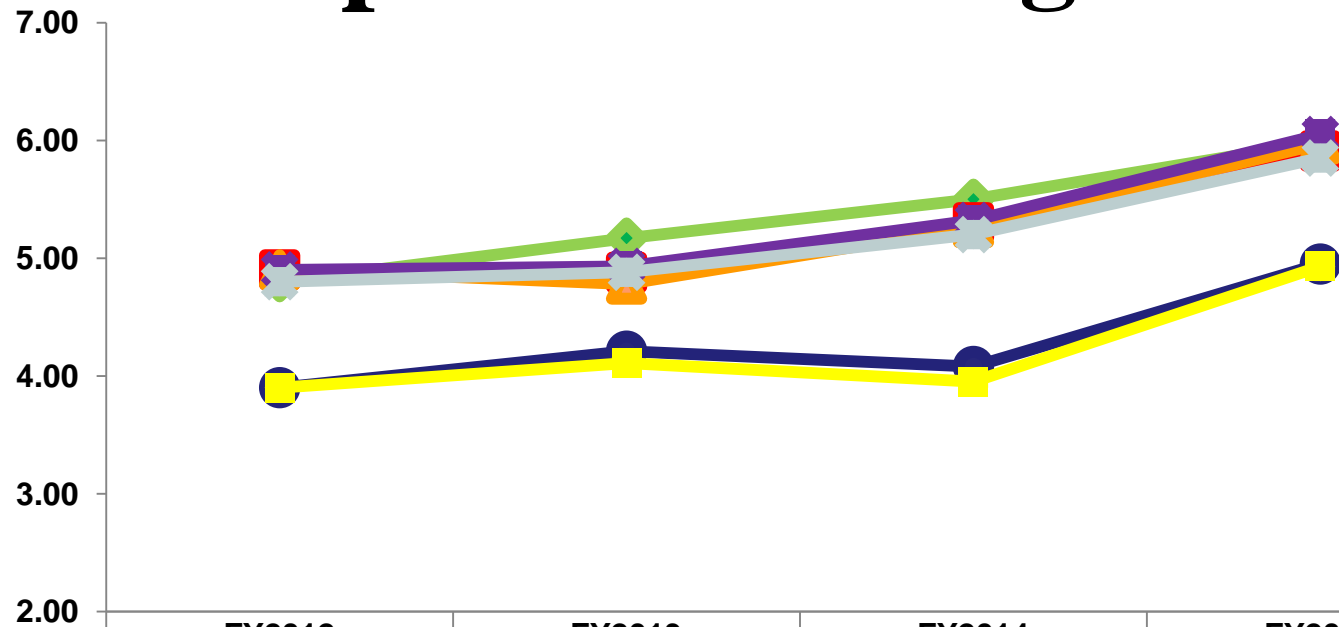
# Airport Screening

## 7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree

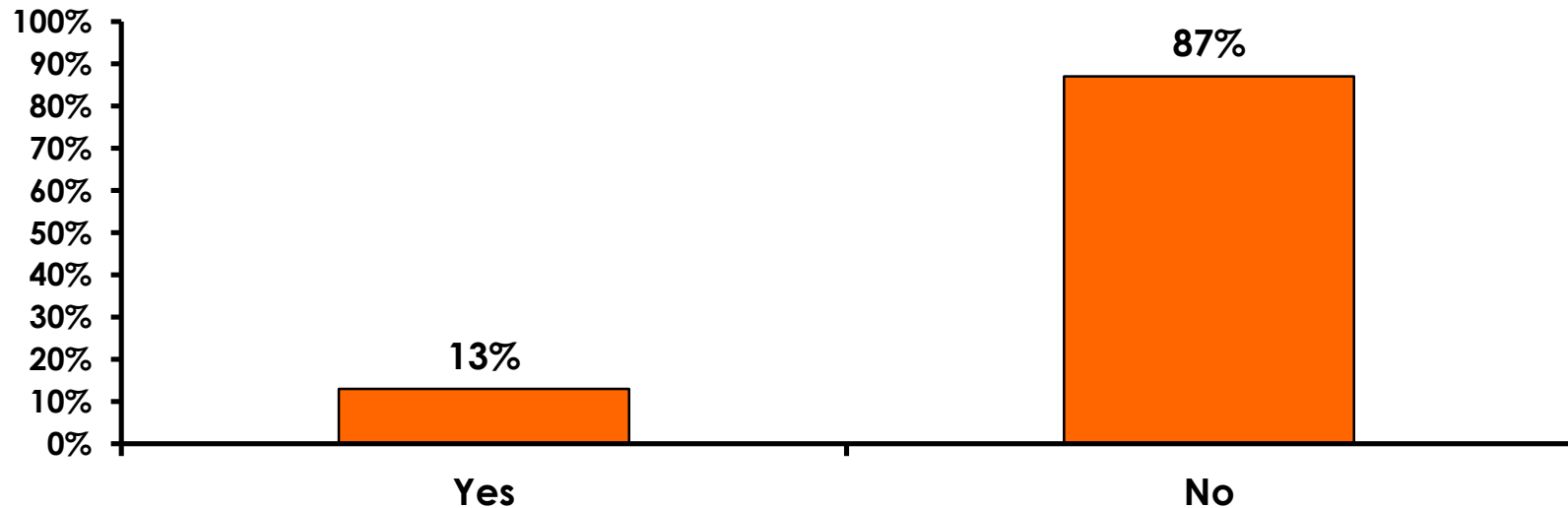


# Airport Screening



	FY2012	FY2013	FY2014	FY2015
Time- Bag screening	4.80	5.17	5.50	5.99
Sign- Bag Screen	4.90	4.88	5.30	5.91
Time- clear security	4.90	4.78	5.26	5.97
Officer- good	4.90	4.93	5.32	6.05
Officer- careful	4.80	4.88	5.20	5.85
Officer- abusive	3.90	4.21	4.08	4.95
Officer- rude	3.90	4.11	3.95	4.93

# SHOP GUAM FESTIVAL AWARENESS



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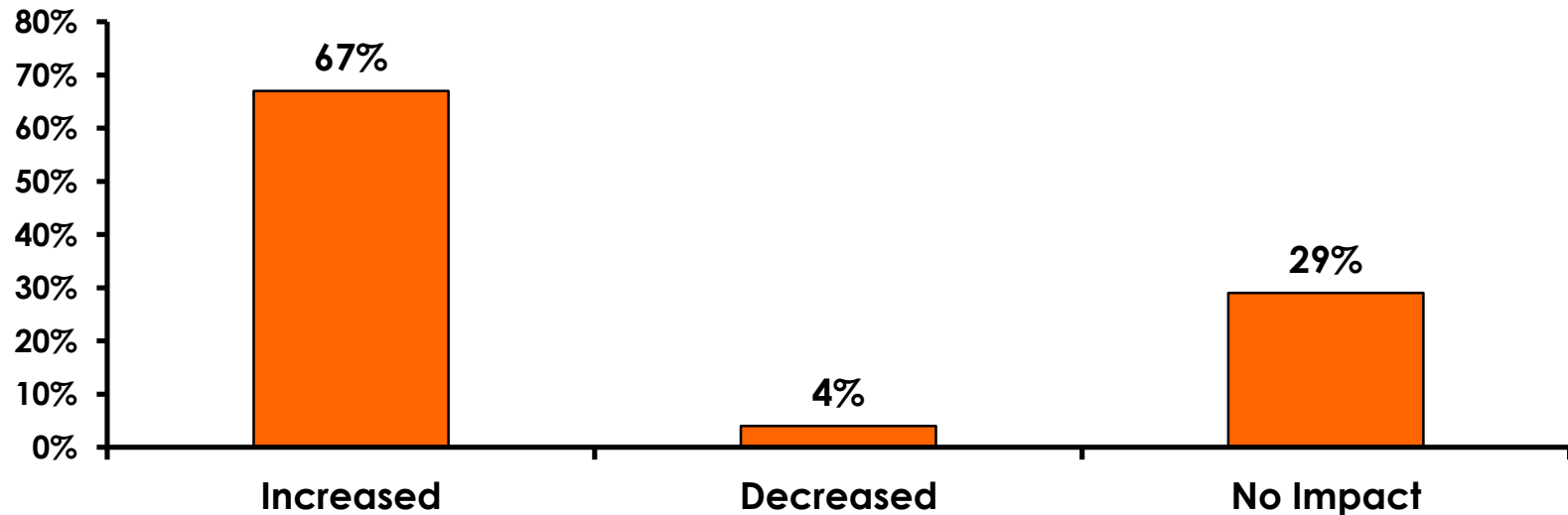
# SHOP GUAM FESTIVAL AWARENESS

	FY2014	FY2015
<b>Aided Awareness</b>	28%	13%
<b>Not aware</b>	72%	87%



# SHOP GUAM FESTIVAL – IMPACT

n=74



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# SHOP GUAM FESTIVAL – IMPACT

	FY2014	FY2015
<b>Increased</b>	34%	67%
<b>Decreased</b>	23%	4%
<b>No change</b>	43%	29%