



GUAM VISITORS BUREAU

Taiwan Visitor Tracker Exit Profile

FY2016

DATA AGGREGATION



Prepared by: QMark Research

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Background & Methodology

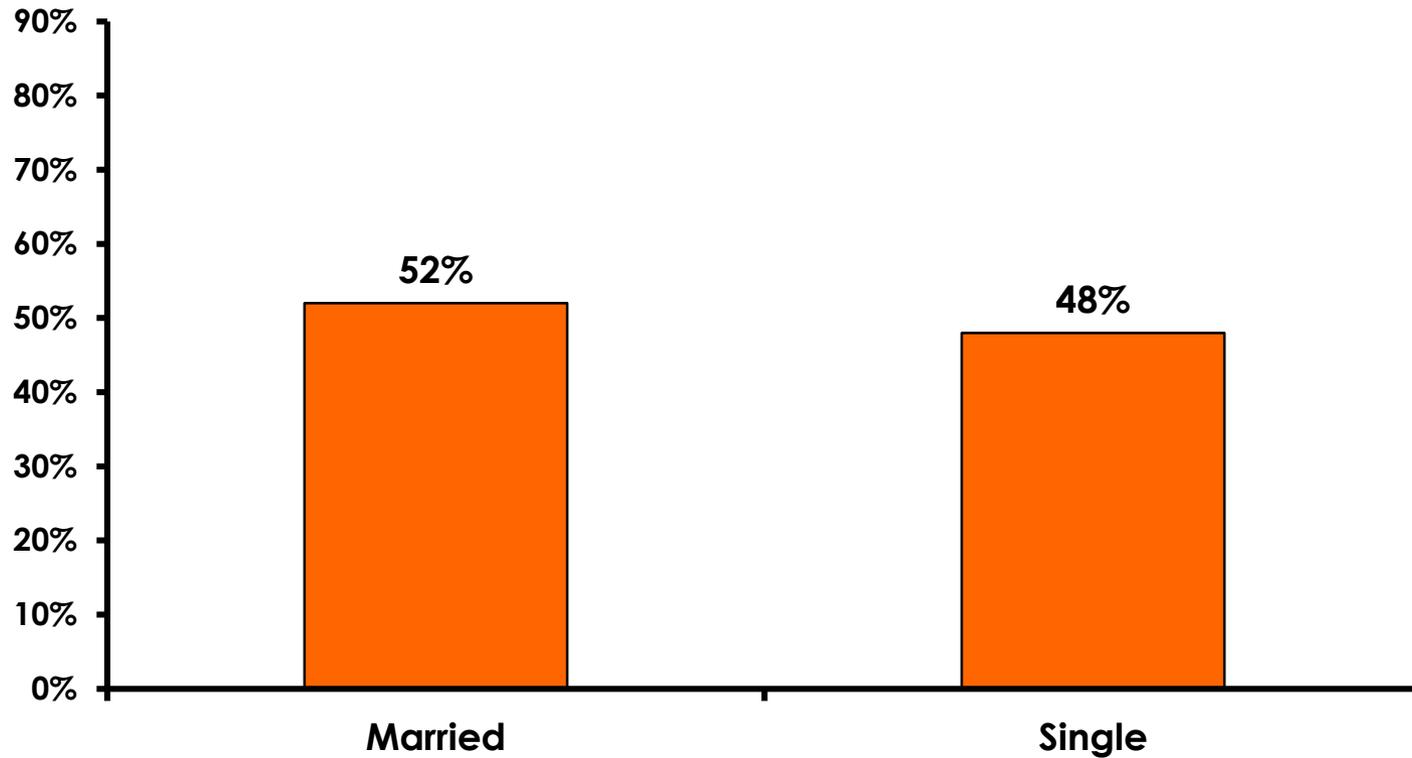
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **600** departing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

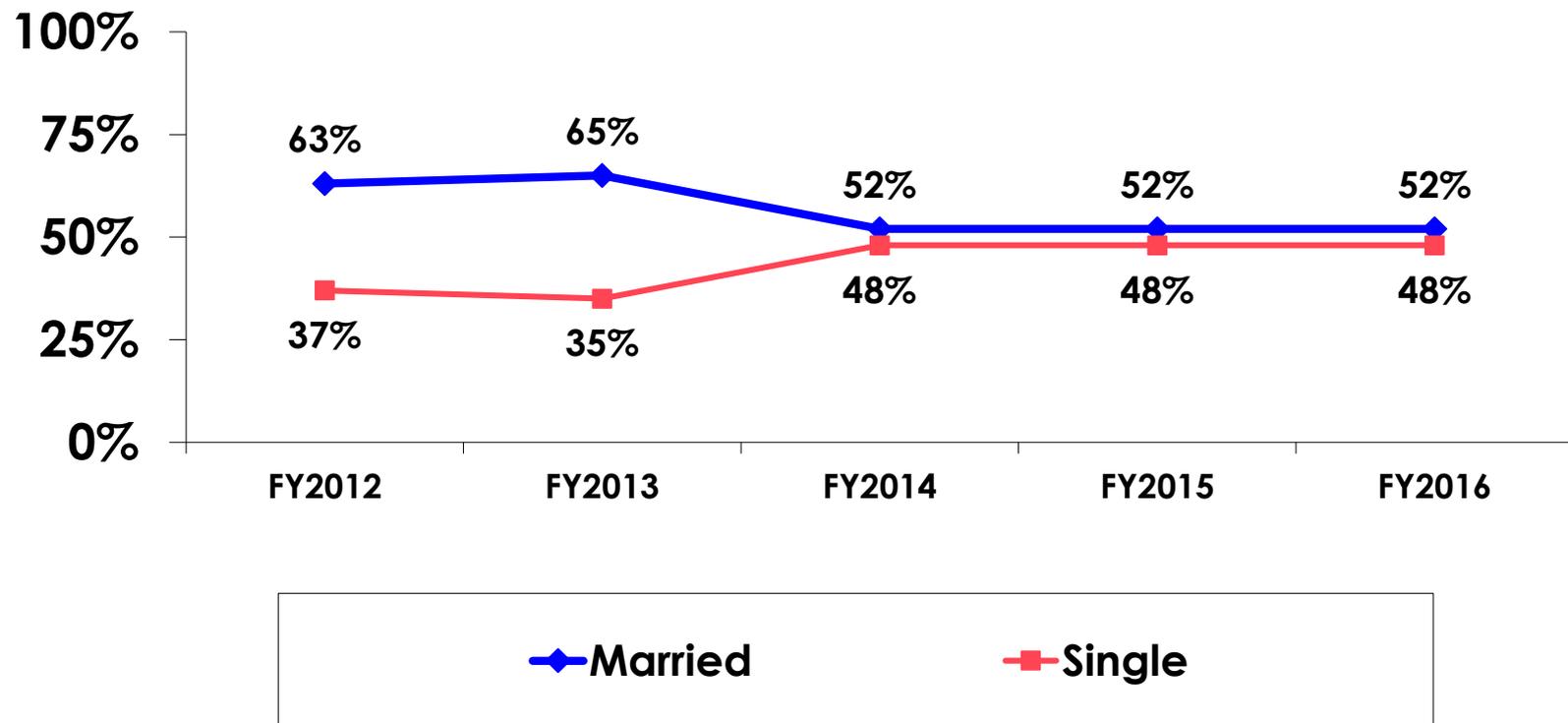
- To monitor the effectiveness of the Taiwan seasonal campaigns in attracting Taiwan visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Taiwan marketing plan.
- Identify significant determinants of visitor satisfaction,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

SECTION 1 **PROFILE OF RESPONDENTS**

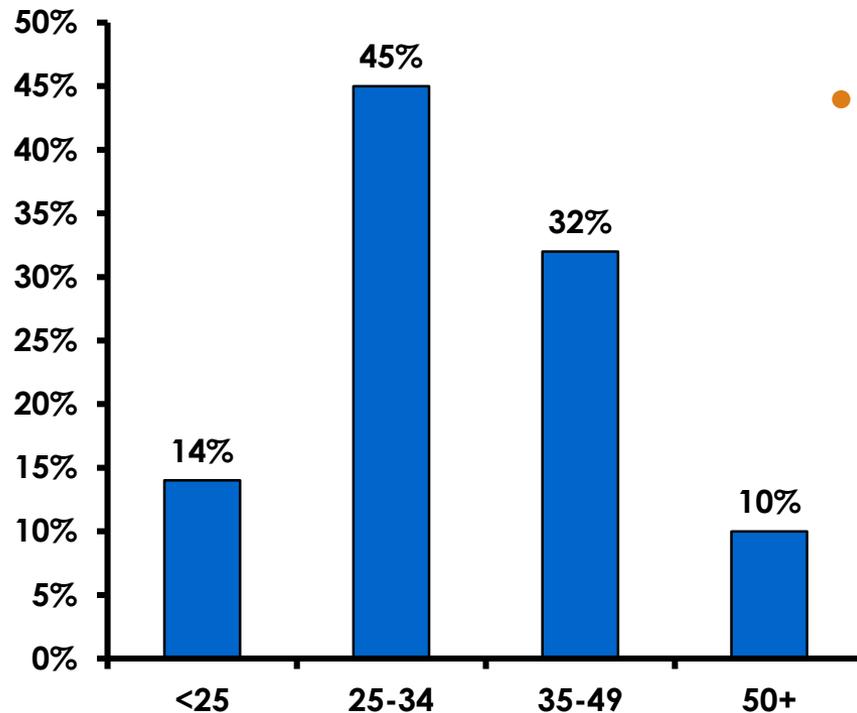
Marital Status - Overall



MARITAL STATUS

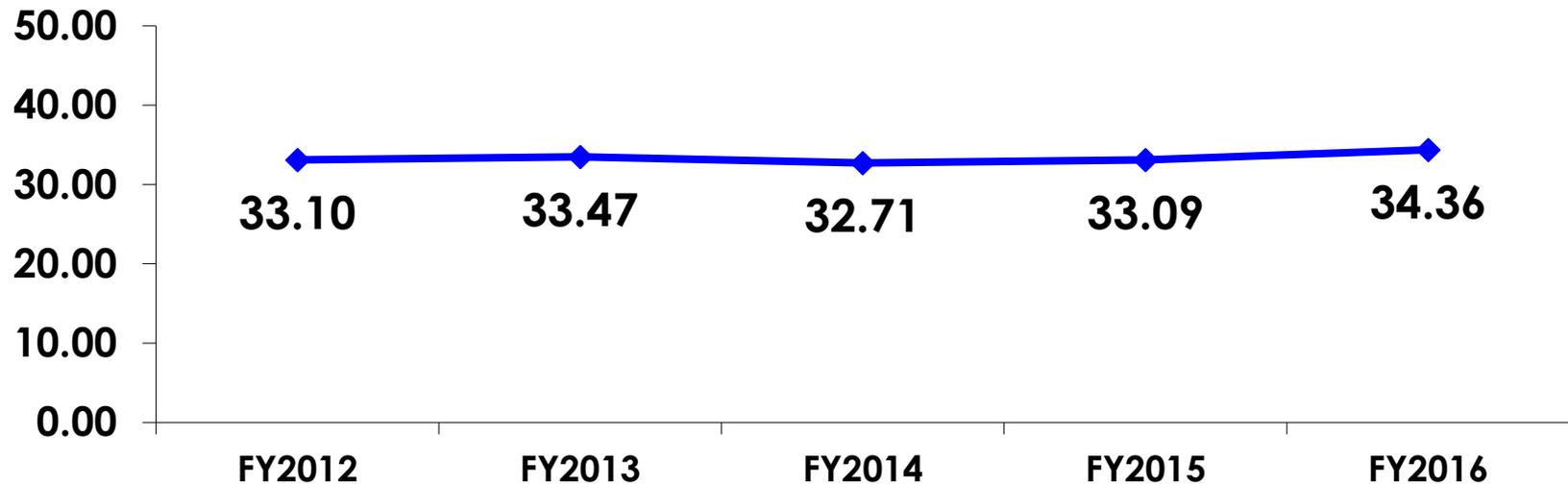


Age - Overall

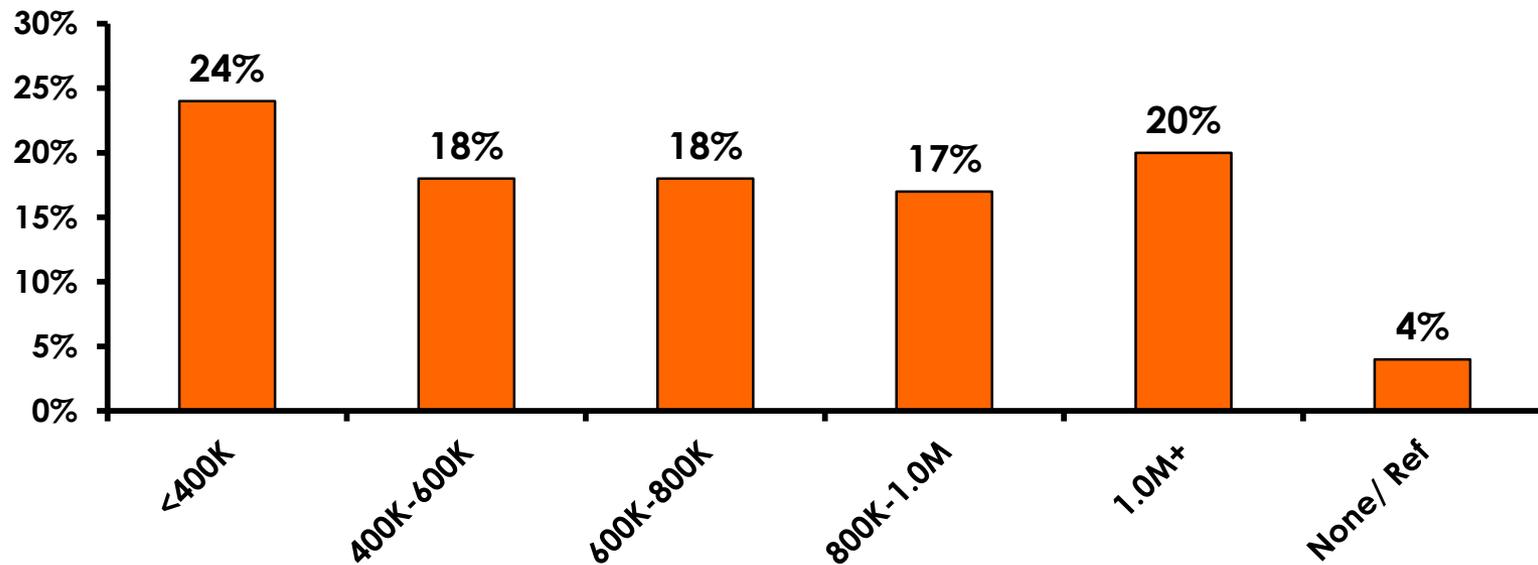


- The average age of the respondents is 34.36 years of age.

AVERAGE - AGE



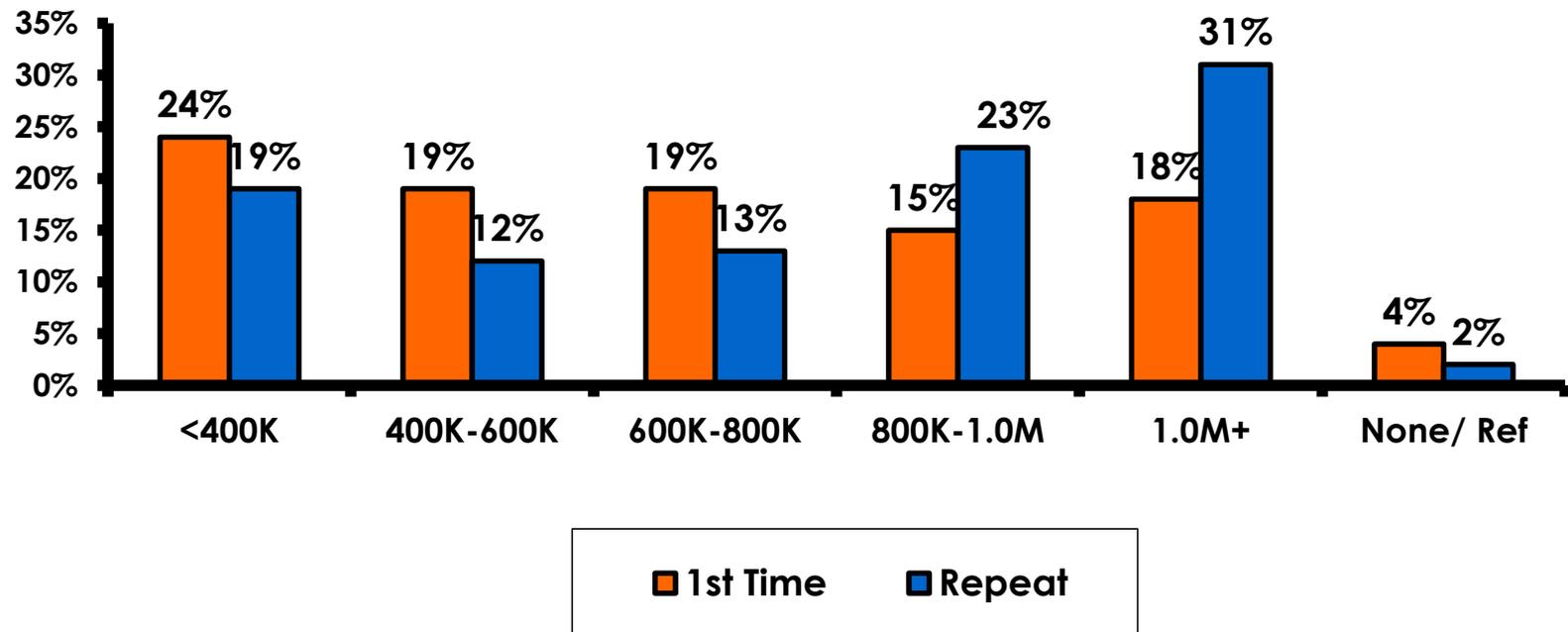
Personal Income



Personal Income

	FY2012	FY2013	FY2014	FY2015	FY2016
<400K	NA	12%	23%	26%	24%
400K-600K	NA	21%	27%	18%	18%
600K-800K	NA	34%	22%	18%	18%
800K-1.0M	NA	15%	10%	13%	17%
1.0M+	NA	17%	16%	20%	20%
Refused/ None	NA	1%	3%	4%	4%

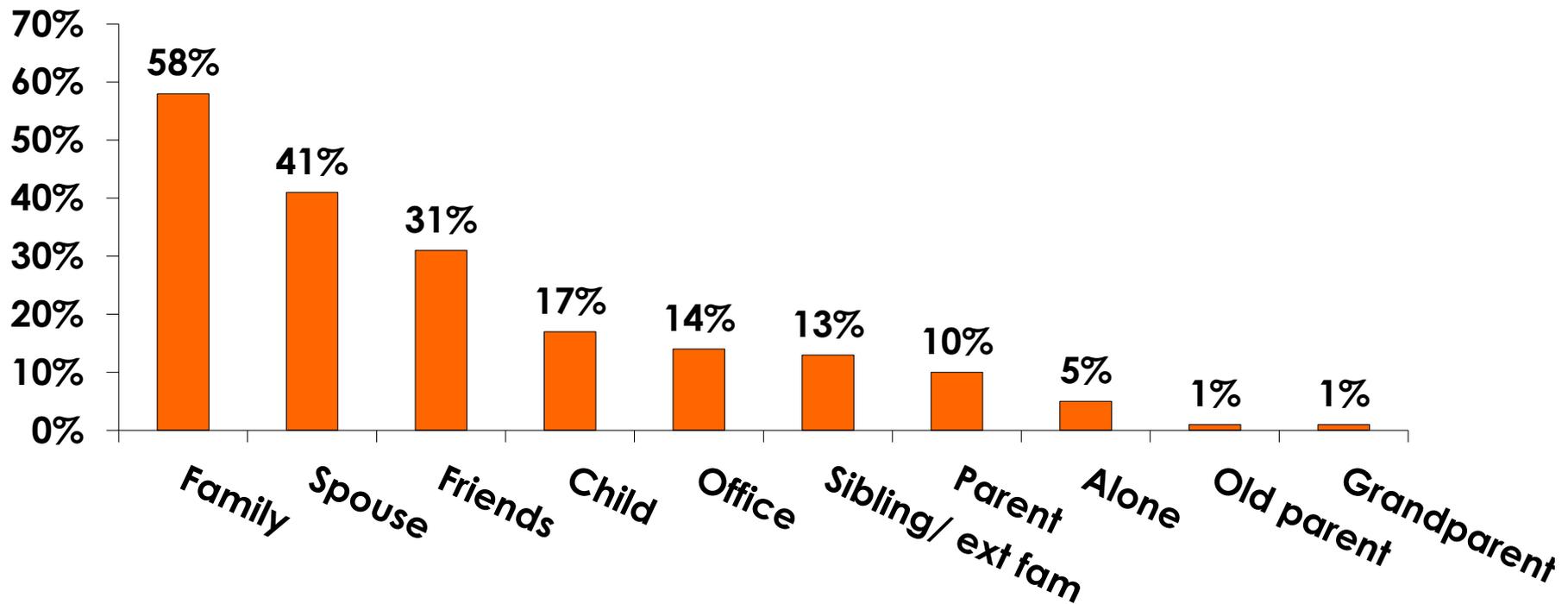
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<=NT160K	Count	46	13	33	10	23	10	3
		Column N %	8%	5%	11%	13%	9%	5%	5%
	NT160K-NT200K	Count	37	19	18	8	19	8	2
		Column N %	6%	7%	6%	10%	7%	4%	4%
	NT200K-NT400K	Count	57	22	35	8	37	8	4
		Column N %	10%	8%	11%	10%	14%	4%	7%
	NT400K-NT600K	Count	107	50	57	16	58	21	11
		Column N %	18%	18%	19%	20%	22%	11%	19%
	NT600K-NT800K	Count	104	50	54	11	50	32	11
		Column N %	18%	18%	18%	14%	19%	17%	19%
	NT800K-NT1.0M	Count	98	45	53	4	38	41	15
		Column N %	17%	16%	17%	5%	14%	22%	26%
	NT1.0M+	Count	118	72	46	9	38	60	11
		Column N %	20%	26%	15%	11%	14%	33%	19%
	No Income	Count	21	9	12	13	4	4	
		Column N %	4%	3%	4%	16%	1%	2%	
	Total	Count	588	280	308	79	267	184	57

Travel Companions



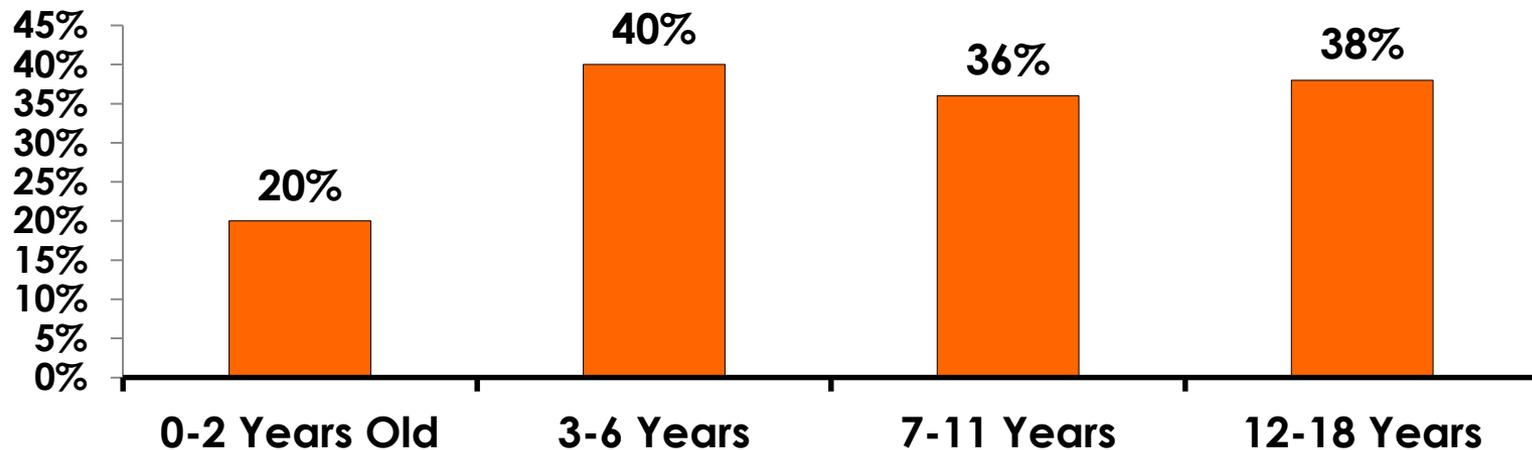
Travel Companions

	FY2012	FY2013	FY2014	FY2015	FY2016
Family	15%	60%	51%	55%	58%
Spouse	41%	46%	39%	39%	41%
Friends	27%	24%	35%	34%	31%
Child	10%	11%	15%	17%	17%
Parent	NA	8%	12%	7%	10%
Office	12%	5%	10%	12%	14%
Sibling/ Ext Fam	NA	4%	9%	11%	13%
Alone	7%	15%	7%	5%	5%
Other	0%	0%	1%	1%	1%

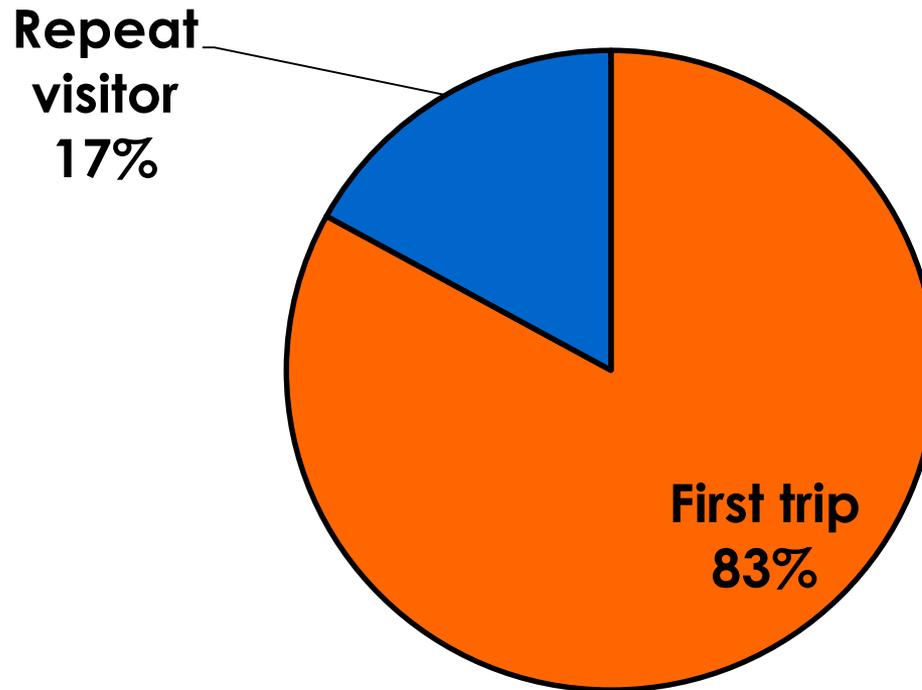
Number of Children Travel Party

N=100 total respondents traveling with children.

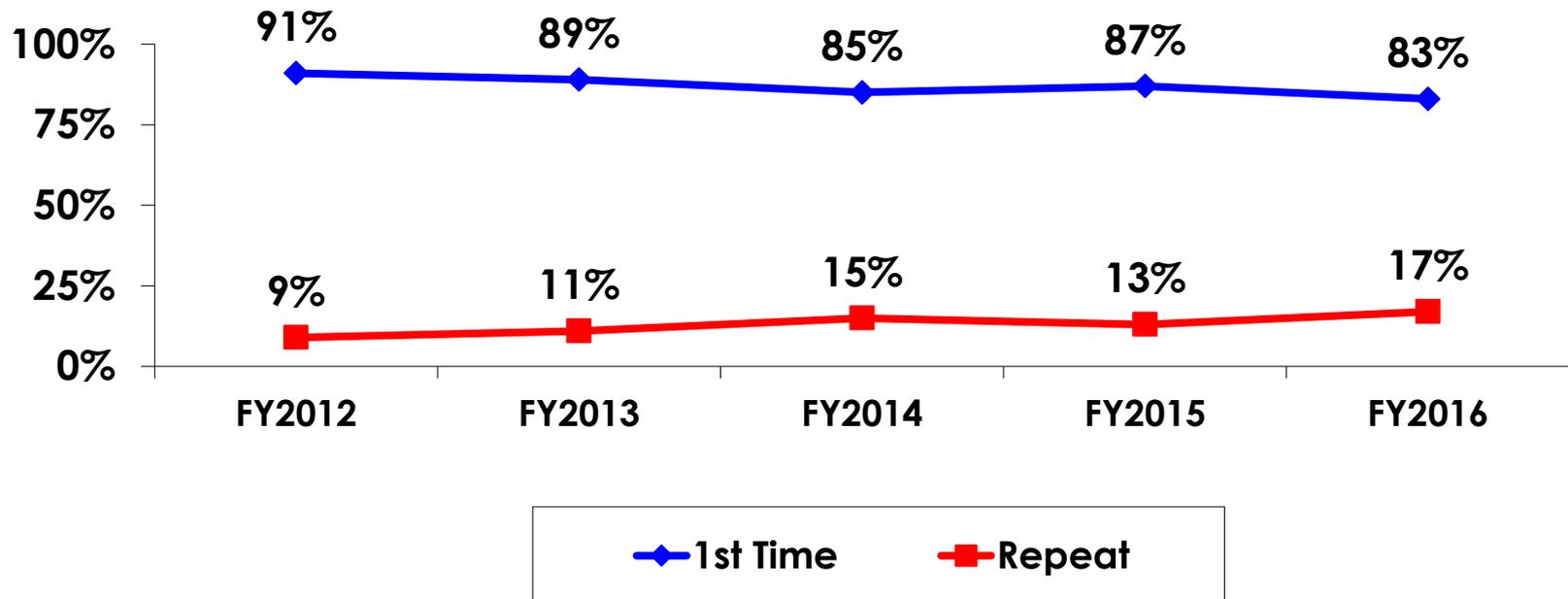
(Of those N=100 respondents, there is a total of 157 children 18 years or younger)



Prior Trips to Guam



PRIOR TRIPS TO GUAM



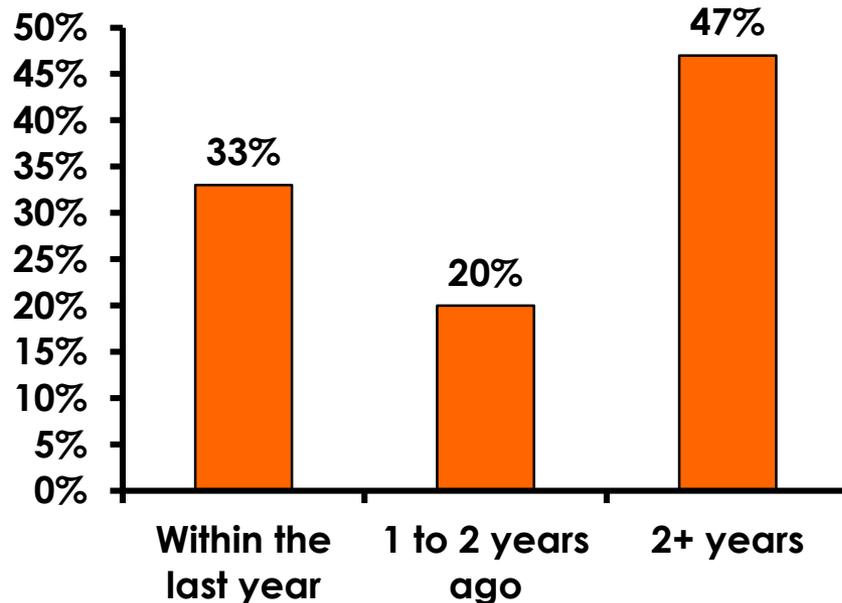
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
			-	1st	Repeat
GENDER	Male	Count	287	226	59
		Column N %	48%	45%	60%
	Female	Count	313	271	40
		Column N %	52%	55%	40%
	Total	Count	600	497	99
	AGE	18-24	Count	82	73
Column N %			14%	15%	9%
25-34		Count	270	236	31
		Column N %	45%	47%	31%
35-49		Count	189	145	44
		Column N %	32%	29%	44%
50+		Count	58	43	15
		Column N %	10%	9%	15%
Total		Count	599	497	99

- Majority are first-time visitors to Guam.

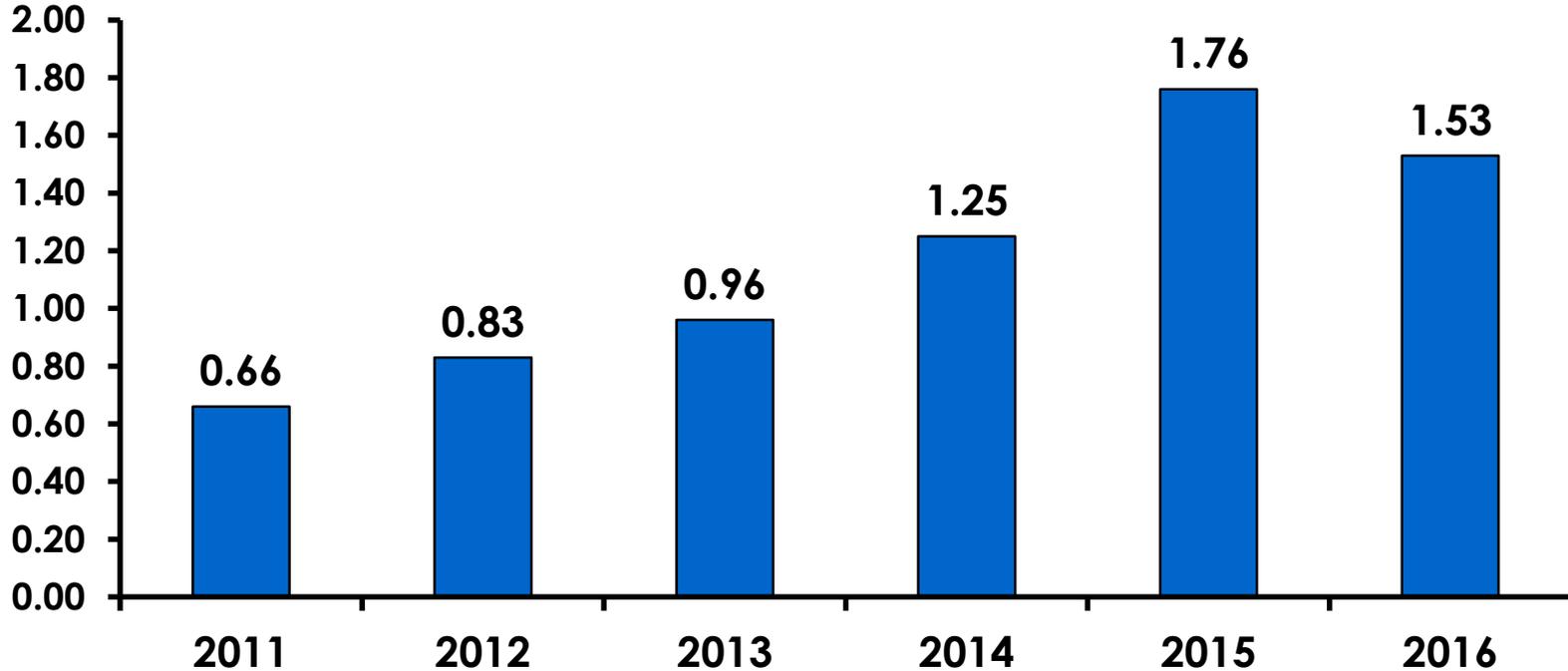
Repeat Visitors Last Trip

n = 97



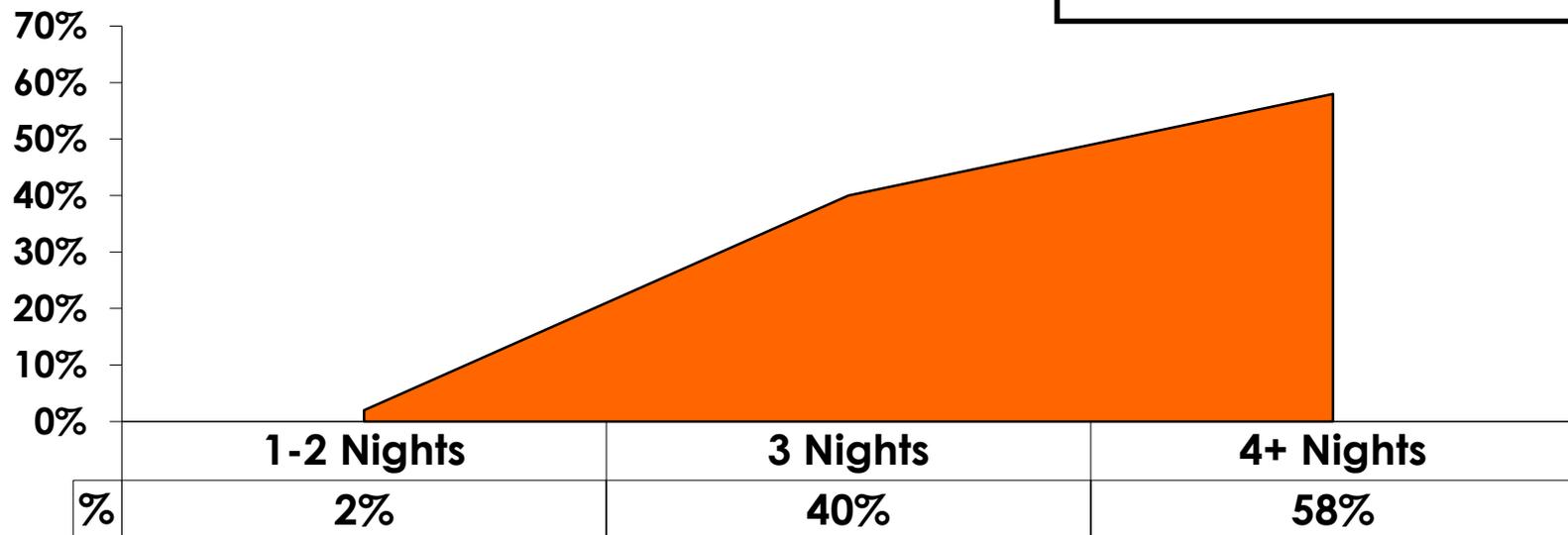
- The average repeat visitor has been to Guam 2.14 times.

Average Number Overnight Trips (2011-2016) (2 nights or more)

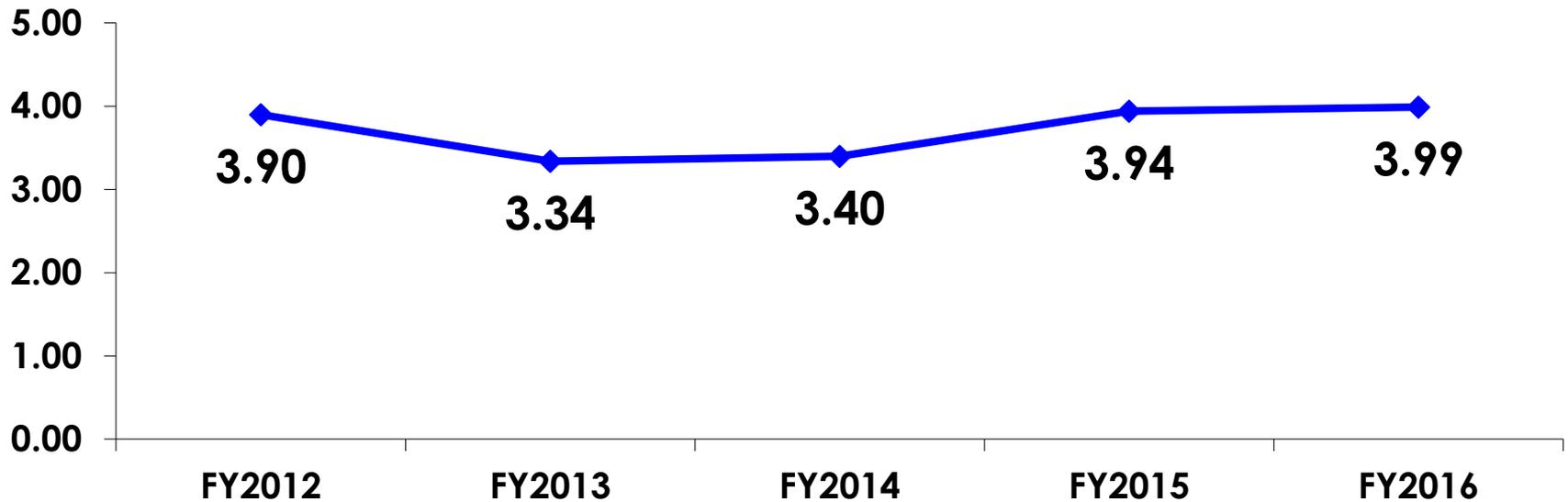


Length of Stay

Mean = 3.99 Days
Median = 4.0 Days



AVG LENGTH OF STAY

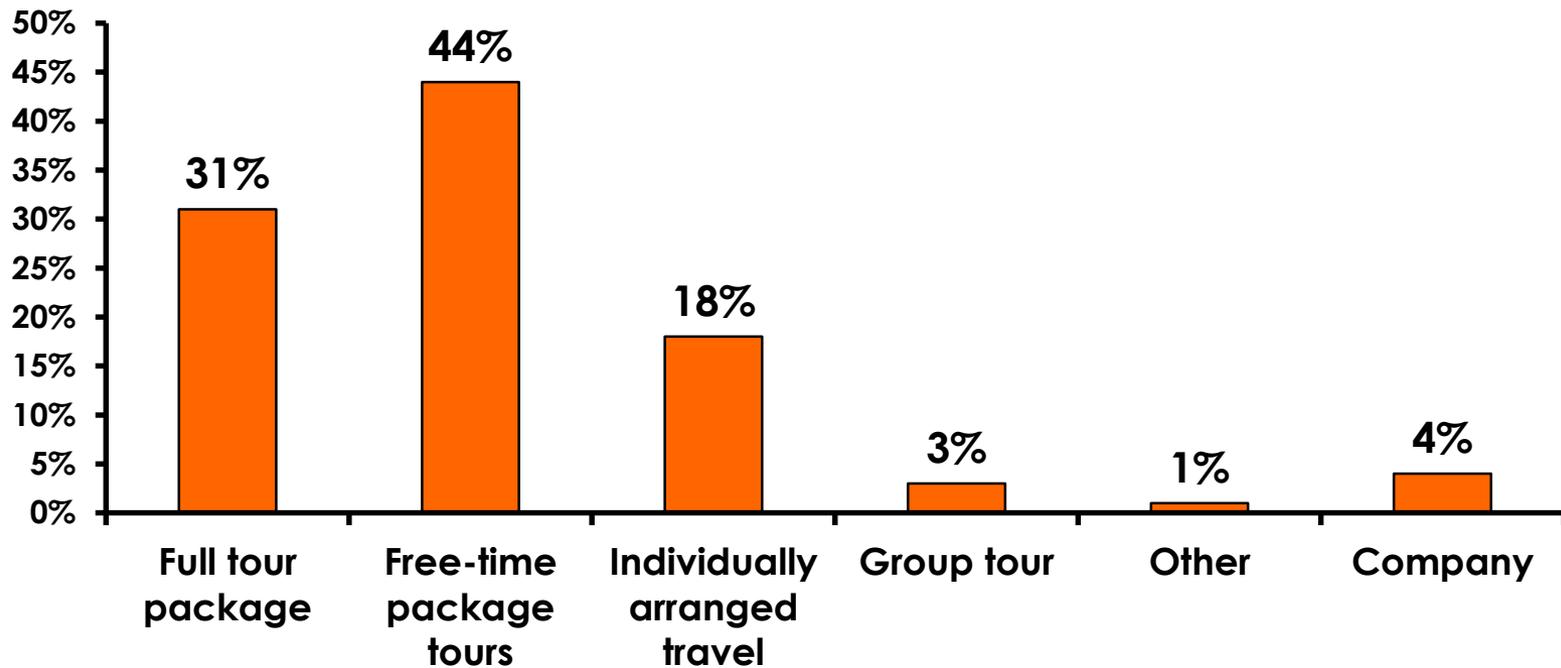


Occupation by Income

		TOTAL	Q26								
		-	<=NT160K	NT160K-NT200K	NT200K-NT400K	NT400K-NT600K	NT600K-NT800K	NT800K-NT1.0M	NT1.0M+	No Income	
Q25	Company: Office non-mgr	29%	30%	35%	34%	26%	27%	25%	32%	10%	
	Prof-specialist	16%	17%	16%	14%	13%	16%	19%	21%	5%	
	Company: Salesperson	13%	2%	3%	13%	29%	15%	12%	7%		
	Skilled worker	10%	2%	8%	13%	7%	21%	9%	10%		
	Student	8%	15%	16%	2%	4%	5%	3%	6%	62%	
	Other	8%	13%	11%	5%	6%	5%	4%	9%	24%	
	Freelancer	7%	11%	11%	11%	5%	5%	11%	5%		
	Retired	4%	2%		5%	7%	2%	2%	3%		
	Govt- Mgr/ Exec	3%	4%		2%	2%	2%	8%	4%		
	Govt- Office non-mgr	1%				1%	2%	3%	1%		
	Govt- Executive	1%	2%		2%	1%		3%	1%		
	Total	Count	595	46	37	56	107	104	97	117	21

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall



Travel Planning - Overall

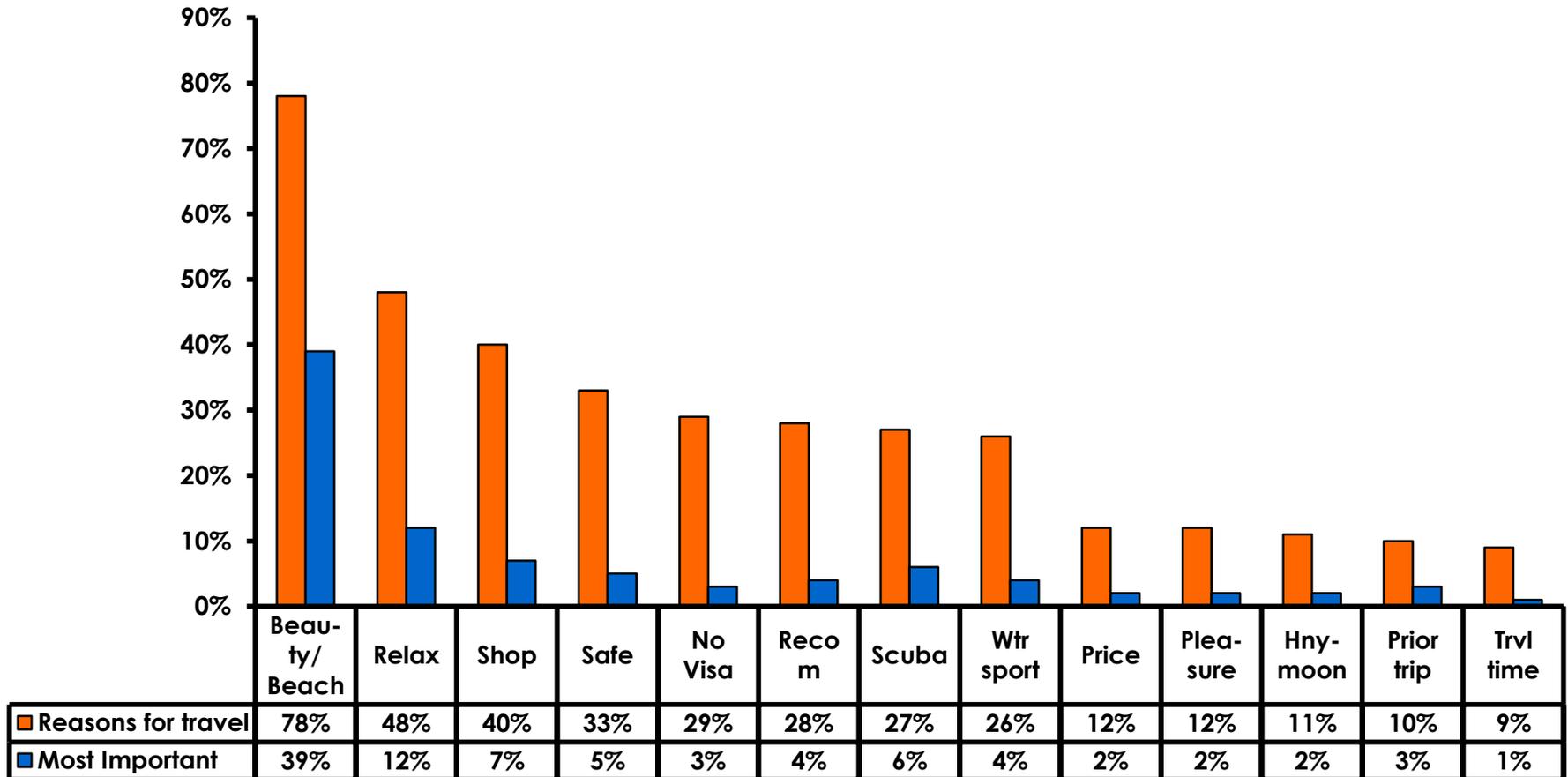
	FY2012	FY2013	FY2014	FY2015	FY2016
Full-pkg tour	27%	19%	22%	39%	31%
Free-time pkg tour	43%	38%	46%	44%	44%
FIT	23%	40%	28%	10%	18%
Group tour	4%	1%	2%	3%	3%
Company	4%	1%	2%	3%	4%
Other	0%	-	0%	1%	1%

Accommodation by Income

Average length of stay: 3.99 days

	TOTAL	Q26								
		-	<=NT160K	NT160K-NT200K	NT200K-NT400K	NT400K-NT600K	NT600K-NT800K	NT800K-NT1.0M	NT1.0M+	No Income
Q9										
Fiesta Resort Guam	32%	43%	32%	35%	38%	29%	25%	31%	38%	
Lotte Hotel Guam	6%	7%	11%	7%	7%	7%	5%	6%		
Westin Resort Guam	6%	4%	8%	7%	4%	9%	11%	3%		
Hyatt Regency Guam	6%		5%	7%	7%	7%	4%	10%	5%	
Royal Orchid Guam	6%	11%	3%	7%	4%	6%	7%	3%	14%	
Guam Reef & Olive Spa	5%	2%	8%	5%	2%	2%	5%	9%	10%	
PIC Club	5%	9%	5%	2%	2%	7%	6%	5%	5%	
Hilton Guam Resort	4%	7%		2%	6%	7%	3%	4%		
Outrigger Guam Resort	4%			4%	4%	3%	3%	9%		
Verona Resort & Spa	3%	4%		7%	4%	4%	4%	1%		
Holiday Resort Guam	3%	2%	5%	2%	5%	2%	2%	2%	19%	
Onward Beach Resort	3%	2%		4%	3%	2%	6%	1%		
Other	3%	2%		2%	3%	2%	4%	3%		
Sheraton Laguna Guam	2%	2%	3%	4%	1%	3%	3%	1%		
Guam Plaza Hotel	2%		3%		1%	4%	2%	3%		
Home stay/ friend/ relative	2%		8%		2%	2%	2%			
Bayview Hotel	1%		3%	2%	2%	2%	1%			
Hotel Nikko Guam	1%		3%	2%	2%			3%		
Hotel Santa Fe	1%	2%			3%			1%		
Grand Plaza Hotel	1%					1%	2%	1%	5%	
Dusit Thani Guam	1%					1%	1%	2%		
Tumon Bay Capital Hotel	1%			2%		1%		2%		
Oceanview Hotel	1%				1%	1%				
Aqua Suites	1%		3%			1%	1%			
Apartment	1%	2%					1%			
Pacific Star Resort & Spa	0%				1%					
Days Inn (Tamuning)	0%				2%					
Days Inn (Maite)	0%							1%		
Pacific Bay Hotel	0%							1%		
Total	Count	597	46	37	55	107	104	97	118	21

Travel Motivation - Top Responses



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	FY2016
Natural Beauty	37%	28%	31%	43%	39%
Relax	14%	15%	15%	12%	12%
No Visa	Not top 3	Not top 3	9%	Not top 3	Not top 3
Safe	7%	9%	Not top 3	Not top 3	Not top 3
Shop	7%	Not top 3	Not top 3	9%	7%

Motivation by Age & Gender

		TOTAL	AGE				GENDER		
		-	18-24	25-34	35-49	50+	Male	Female	
Q5A	Natural beauty	78%	79%	80%	76%	69%	73%	82%	
	Relax	48%	48%	52%	47%	33%	46%	50%	
	Shopping	40%	52%	42%	38%	24%	38%	42%	
	Safe	33%	35%	28%	40%	25%	33%	33%	
	No Visa requirement	29%	32%	28%	29%	33%	25%	34%	
	Recomm- friend/family/trvl agnt	28%	44%	26%	23%	31%	28%	28%	
	Scuba	27%	41%	30%	22%	7%	26%	29%	
	Water sports	26%	38%	23%	25%	22%	29%	23%	
	Price	12%	14%	15%	10%	7%	12%	13%	
	Pleasure	12%	21%	12%	12%	2%	12%	13%	
	Honeymoon	11%	14%	16%	5%	4%	10%	12%	
	Previous trip	10%	7%	7%	14%	9%	11%	9%	
	Short travel time	9%	7%	10%	8%	13%	9%	9%	
	Married/ Attn wedding	9%	7%	7%	10%	15%	8%	9%	
	Other	5%	4%	4%	6%	2%	6%	3%	
	Company/ Business Trip	5%	1%	3%	7%	7%	6%	3%	
	Visit friends/ Relatives	4%	6%	3%	3%	11%	4%	4%	
	Organized sports	2%	2%	1%	2%		1%	2%	
	Career Cert/ Testing	2%	1%	2%	1%		1%	2%	
	Convention/ Trade/ Conference	1%		1%	1%		1%	1%	
	Golf	1%		1%	1%		1%	1%	
	Company Sponsored	1%		0%	1%		1%	0%	
	Total	Count	595	81	269	189	55	285	310

Motivation by Income

		TOTAL	Q26								
		-	<=NT160K	NT160K-NT200K	NT200K-NT400K	NT400K-NT600K	NT600K-NT800K	NT800K-NT1.0M	NT1.0M+	No Income	
Q5A	Natural beauty	78%	67%	81%	70%	83%	80%	76%	77%	86%	
	Relax	48%	46%	42%	37%	52%	49%	43%	55%	52%	
	Shopping	40%	41%	42%	42%	46%	34%	39%	40%	52%	
	Safe	33%	35%	28%	26%	34%	29%	33%	36%	33%	
	No Visa requirement	29%	26%	28%	19%	33%	31%	27%	31%	43%	
	Recomm- friend/family/trvl agnt	28%	28%	28%	28%	32%	37%	26%	22%	14%	
	Scuba	27%	28%	22%	25%	34%	31%	19%	21%	52%	
	Water sports	26%	30%	25%	19%	26%	22%	23%	29%	33%	
	Price	12%	7%	6%	16%	14%	12%	14%	12%	14%	
	Pleasure	12%	26%	3%	14%	10%	17%	2%	14%	24%	
	Honeymoon	11%	15%	17%	9%	12%	10%	13%	9%	5%	
	Previous trip	10%	2%	8%	7%	8%	6%	13%	17%	10%	
	Short travel time	9%	4%	6%	5%	14%	8%	10%	10%	14%	
	Married/ Attn wedding	9%	4%	3%	7%	9%	11%	5%	14%		
	Other	5%	4%	6%	2%	5%	7%	1%	8%		
	Company/ Business Trip	5%	2%	3%	4%	2%	6%	5%	7%	5%	
	Visit friends/ Relatives	4%		3%	4%	6%	7%	3%	3%	5%	
	Organized sports	2%	2%		2%	2%	5%		1%		
	Career Cert/ Testing	2%	2%				3%	4%		5%	
	Convention/ Trade/ Conference	1%	2%	3%		1%	1%	1%	1%		
	Golf	1%				1%	1%	1%			
	Company Sponsored	1%				1%	2%				
	Total	Count	595	46	36	57	106	103	97	117	21

SECTION 3 **EXPENDITURES**

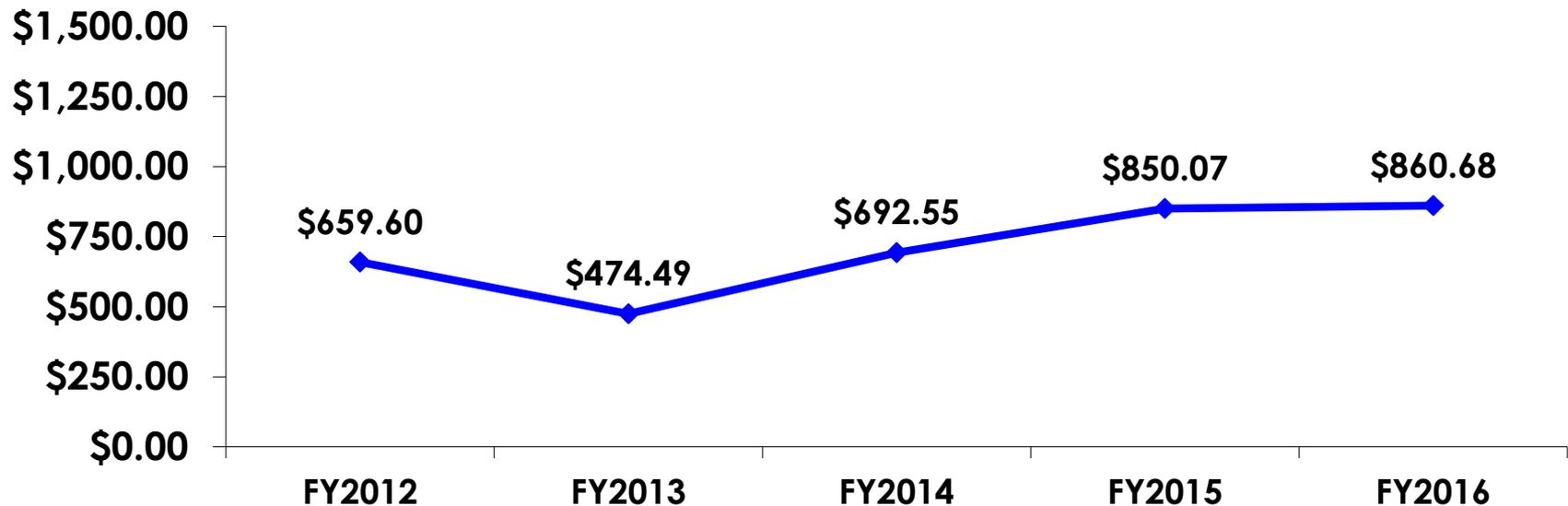
Prepaid Expenditures

TWD varies/US\$1

- \$1,454.45 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$18,411 = maximum (highest amount recorded for the entire sample)
- \$860.68 = 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	\$1,490.21
Air & Accommodation w/ daily meal package	\$1,792.12
Air only	\$986.20
Accommodation only	\$744.25
Accommodation w/ daily meal only	\$1,556.75
Food & Beverages in Hotel	\$308.36
Ground transportation – Taiwan	\$57.82
Ground transportation – Guam	\$120.48
Optional tours/ activities	\$432.71
Other expenses	\$562.21
Total Prepaid	\$1,454.45

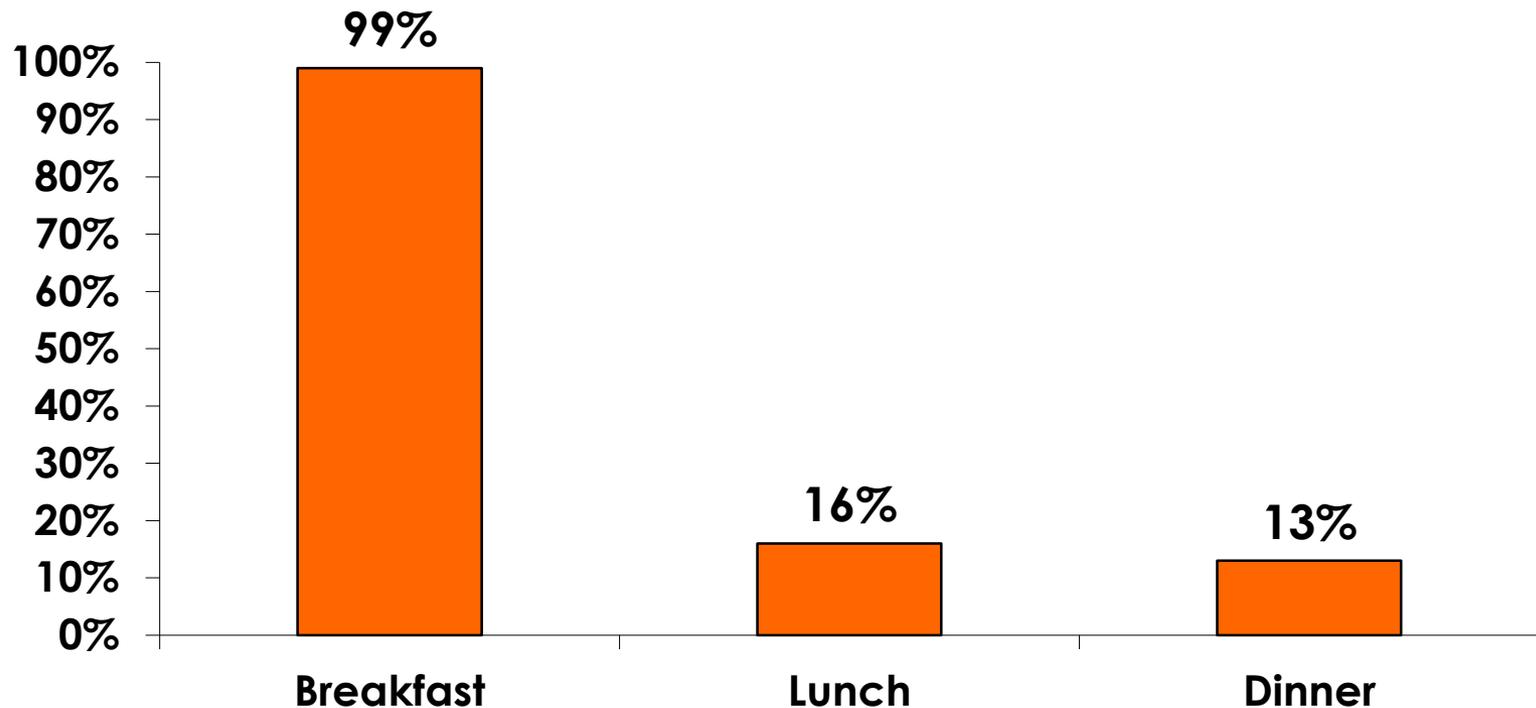
Breakdown of Prepaid Expenditures

	FY2012	FY2013	FY2014	FY2015	FY2016
Air & Accommodation package only	\$1,154.40	\$977.56	\$1,073.24	\$1,301.11	\$1,490.21
Air & Accommodation w/ daily meal package	\$1,533.50	\$1,498.78	\$1,885.55	\$1,764.05	\$1,792.12
Air only	\$1,790.00	\$2,840.26	\$1,308.57	\$1,180.66	\$986.20
Accommodation only	\$2,909.30	\$2,400.94	\$1,197.05	\$1,269.31	\$744.25
Accommodation w/ daily meal only	\$2,472.10	\$3,358.97	\$1,020.67	\$1,609.34	\$1,556.75
Food & Beverages in Hotel	\$68.90	\$22.92	\$76.98	\$97.47	\$308.36
Ground transportation –	\$54.70	\$64.14	\$45.11	\$51.48	\$57.82
Ground transportation –	\$46.00	\$26.24	\$57.35	\$121.22	\$120.48
Optional tours/ activities	\$259.40	\$361.36	\$390.30	\$521.85	\$432.71
Other expenses	\$515.90	\$862.85	\$584.36	\$907.56	\$562.21
Total Prepaid	\$1,059.30	\$812.65	\$1,175.55	\$1,326.63	\$1,454.45

PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n=245

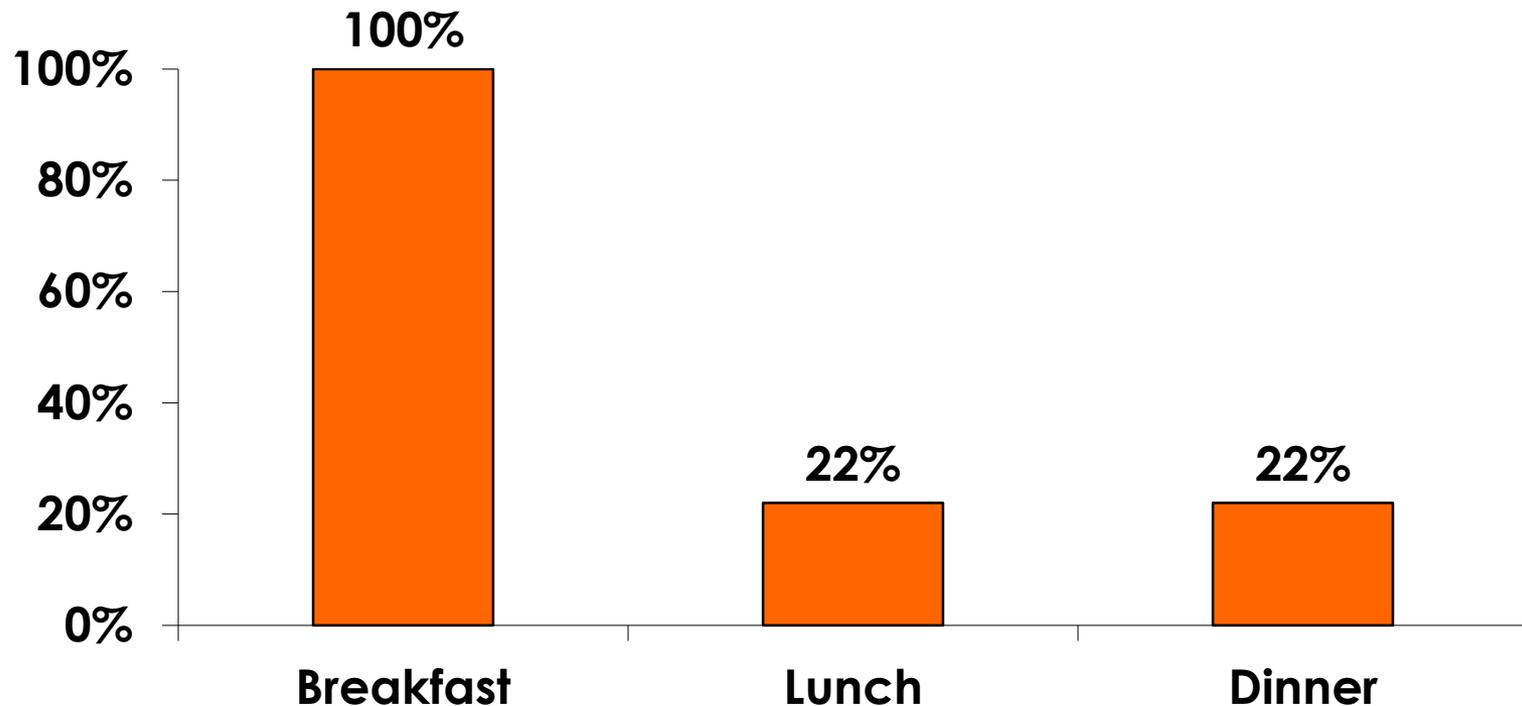


Mean=\$1,792.12 per travel party

PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

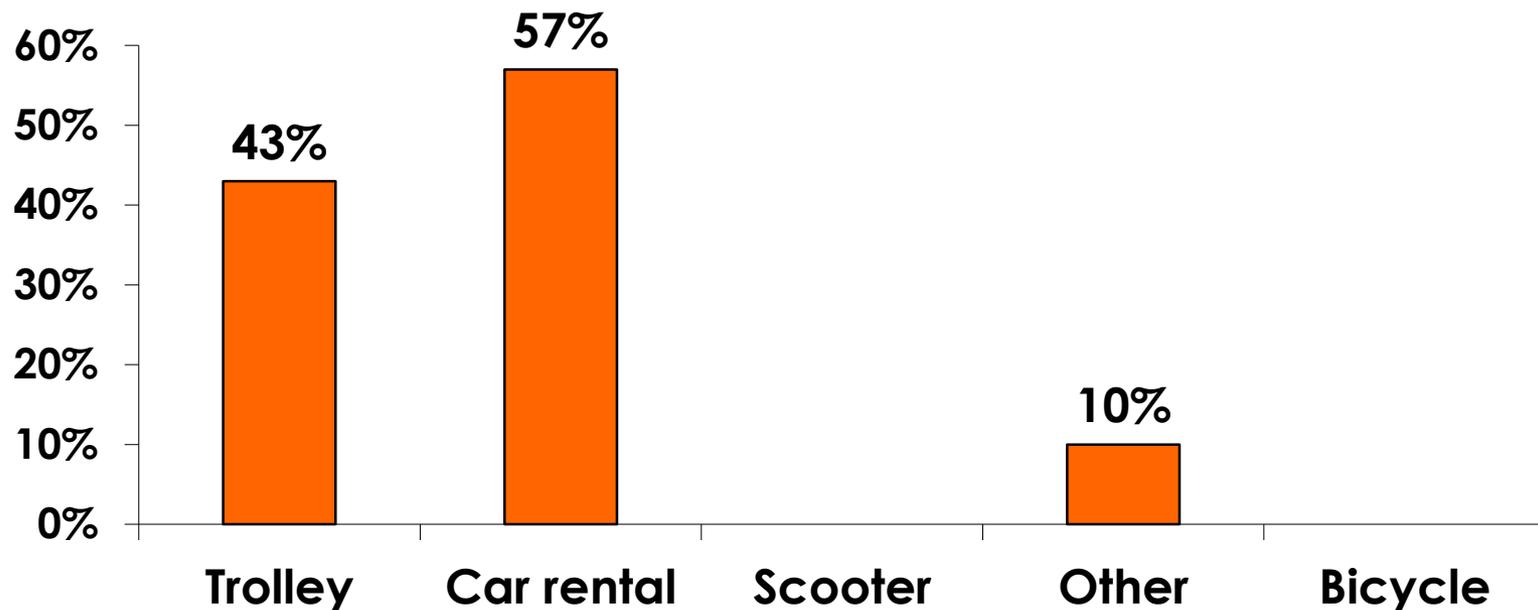
n=9



Mean=\$1,556.75 per travel party

PREPAID GROUND TRANSPORTATION

n= 21



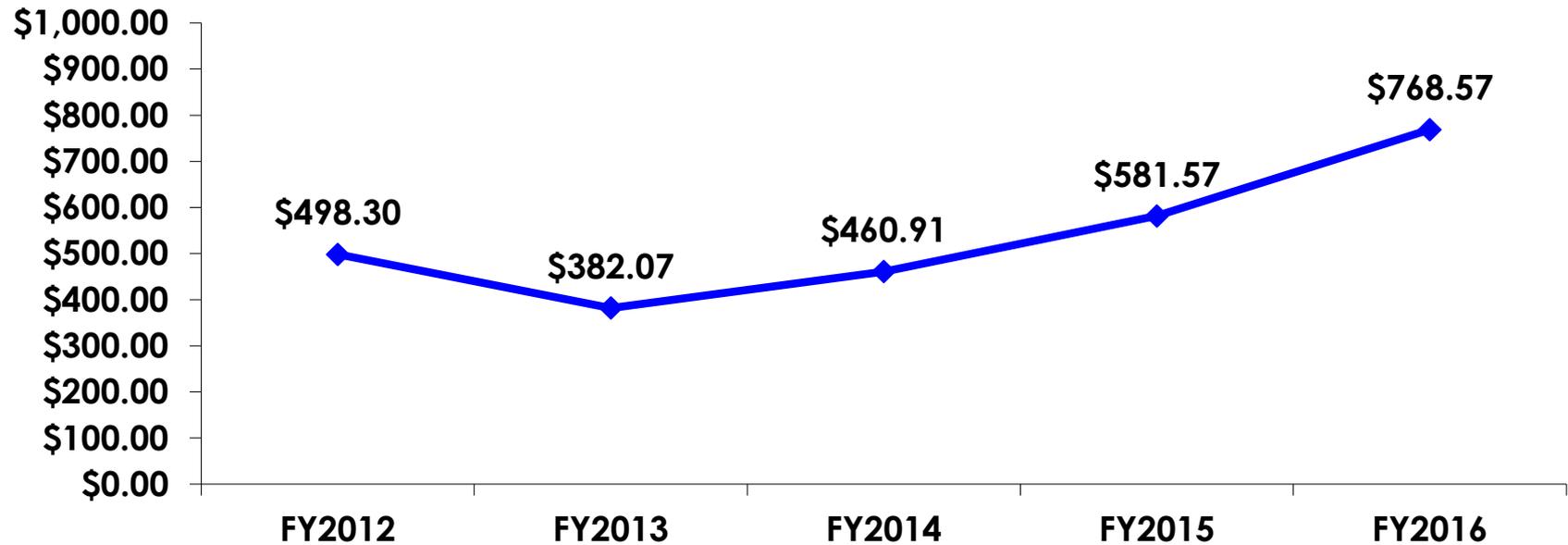
Mean=\$120.48 per travel party

On-Island Expenditures

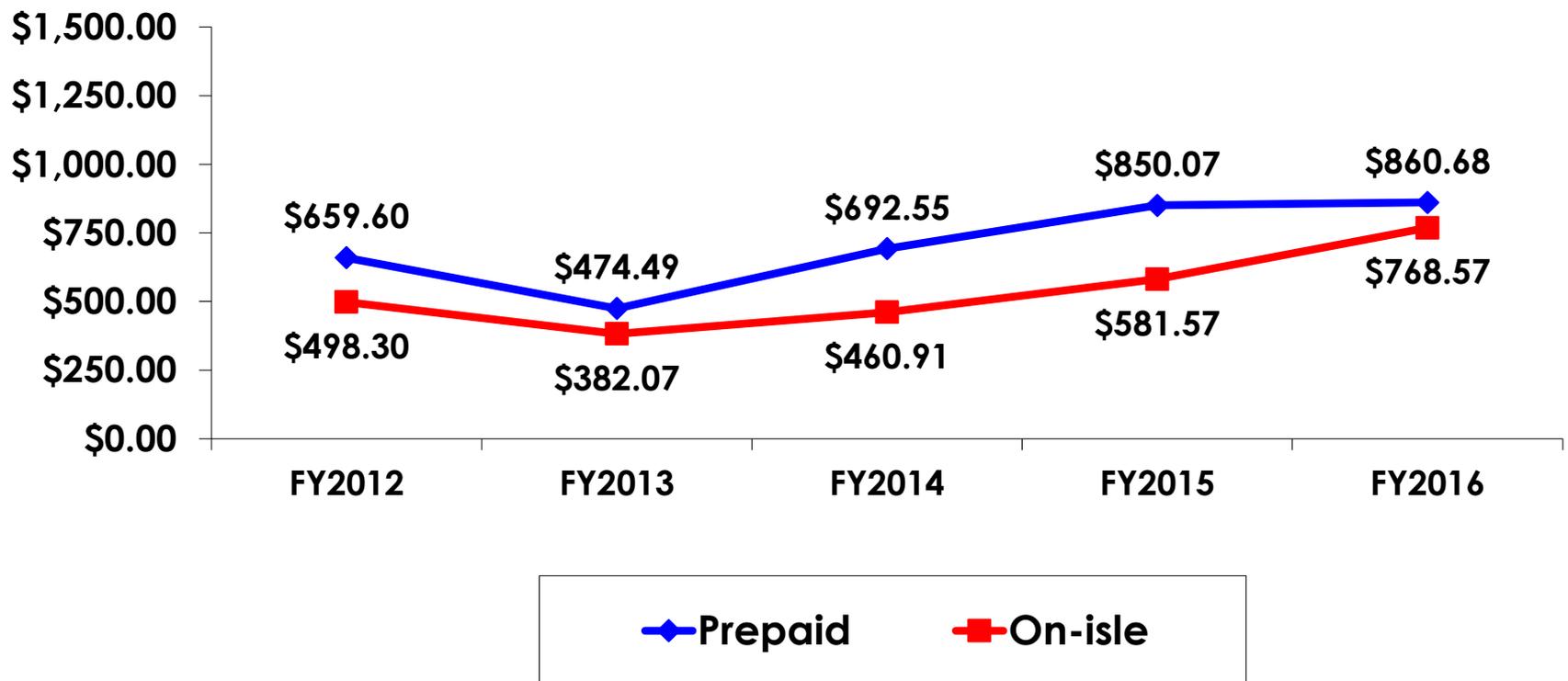
- \$1,173.74 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$15,000 = Maximum (highest amount recorded for the entire sample)
- \$768.57 = overall mean average per person on-island expenditure

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	\$768.57	\$697.14	\$834.07	\$683.40	\$739.74	\$707.77	\$528.22	\$593.68	\$793.44	\$980.87	\$988.11
	Median	\$427	\$400	\$472	\$300	\$473	\$361	\$239	\$420	\$500	\$486	\$325
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$10,000	\$10,000	\$8,000	\$7,000	\$5,000	\$10,000	\$3,000	\$2,217	\$6,000	\$6,409	\$8,000

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$37.94	\$46.24	\$30.32	\$59.71	\$27.42	\$44.97	\$33.86
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$80.05	\$62.93	\$95.74	\$43.23	\$74.54	\$119.68	\$29.98
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B RESTRNT	Mean	\$96.48	\$98.99	\$94.19	\$25.00	\$105.39	\$131.75	\$42.83
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPT TOUR	Mean	\$111.96	\$105.76	\$117.64	\$90.21	\$114.68	\$122.83	\$96.55
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$257.16	\$228.24	\$283.67	\$102.93	\$287.32	\$300.82	\$196.95
	Median	\$11	\$0	\$50	\$0	\$50	\$30	\$0
GIFT- OTHER	Mean	\$145.19	\$135.07	\$154.47	\$45.11	\$128.43	\$208.54	\$160.78
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TRANS	Mean	\$64.25	\$83.94	\$46.21	\$111.82	\$53.52	\$73.68	\$17.38
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$381.79	\$397.02	\$367.82	\$490.27	\$323.80	\$373.58	\$526.55
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	Mean	\$1,173.74	\$1,155.93	\$1,190.06	\$968.28	\$1,116.40	\$1,370.54	\$1,104.88
	Median	\$645	\$605	\$700	\$482	\$619	\$800	\$464

On-Island Expenditures

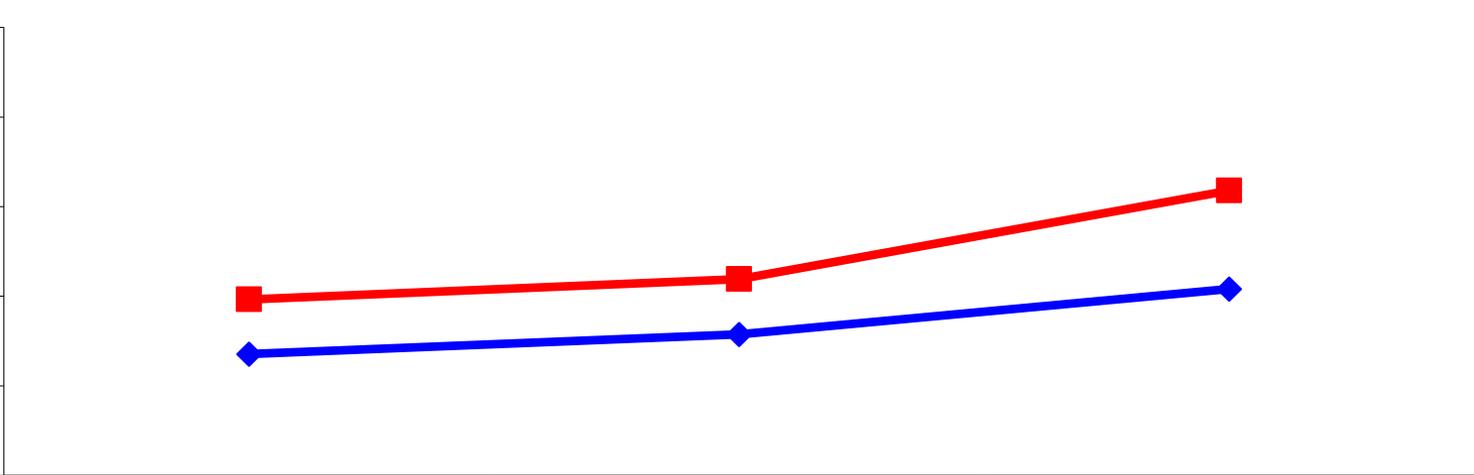
First Timers & Repeaters

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$37.94	\$34.64	\$56.00
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$80.05	\$75.72	\$105.02
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$96.48	\$86.10	\$152.51
	Median	\$0	\$0	\$0
OPT TOUR	Mean	\$111.96	\$110.43	\$124.17
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$257.16	\$234.34	\$382.11
	Median	\$11	\$15	\$15
GIFT- OTHER	Mean	\$145.19	\$131.59	\$219.32
	Median	\$0	\$0	\$0
TRANS	Mean	\$64.25	\$60.52	\$85.63
	Median	\$0	\$0	\$0
OTHER	Mean	\$381.79	\$357.89	\$493.98
	Median	\$0	\$0	\$0
TOTAL	Mean	\$1,173.74	\$1,089.91	\$1,618.76
	Median	\$645	\$624	\$900

ON-ISLAND EXPENDITURES

Per DAY

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

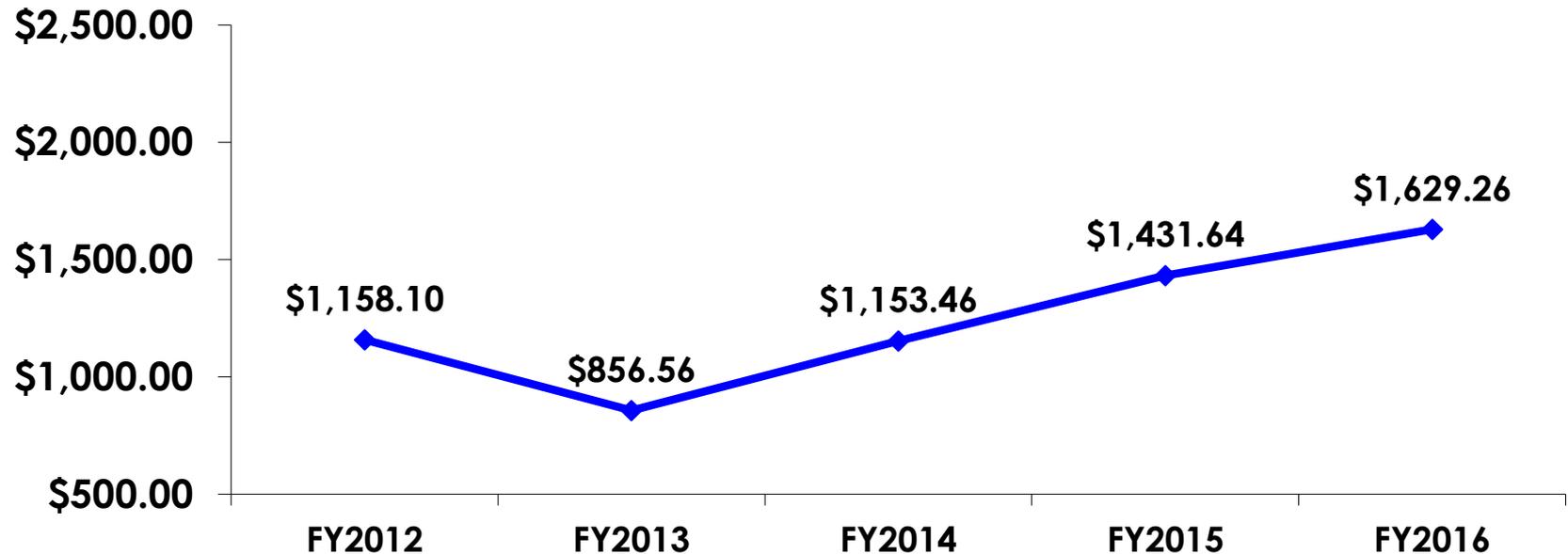


	FY2014	FY2015	FY2016
◆ Per Person	\$135.37	\$157.30	\$207.92
■ Travel Party	\$196.53	\$219.07	\$317.92

Total Expenditures Per Person (Prepaid & On-Island)

- \$1,629.26 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$11,388 = Maximum (highest amount recorded for the entire sample)

TOTAL EXPENDITURES Per Person



Breakdown of On-Island Expenditures

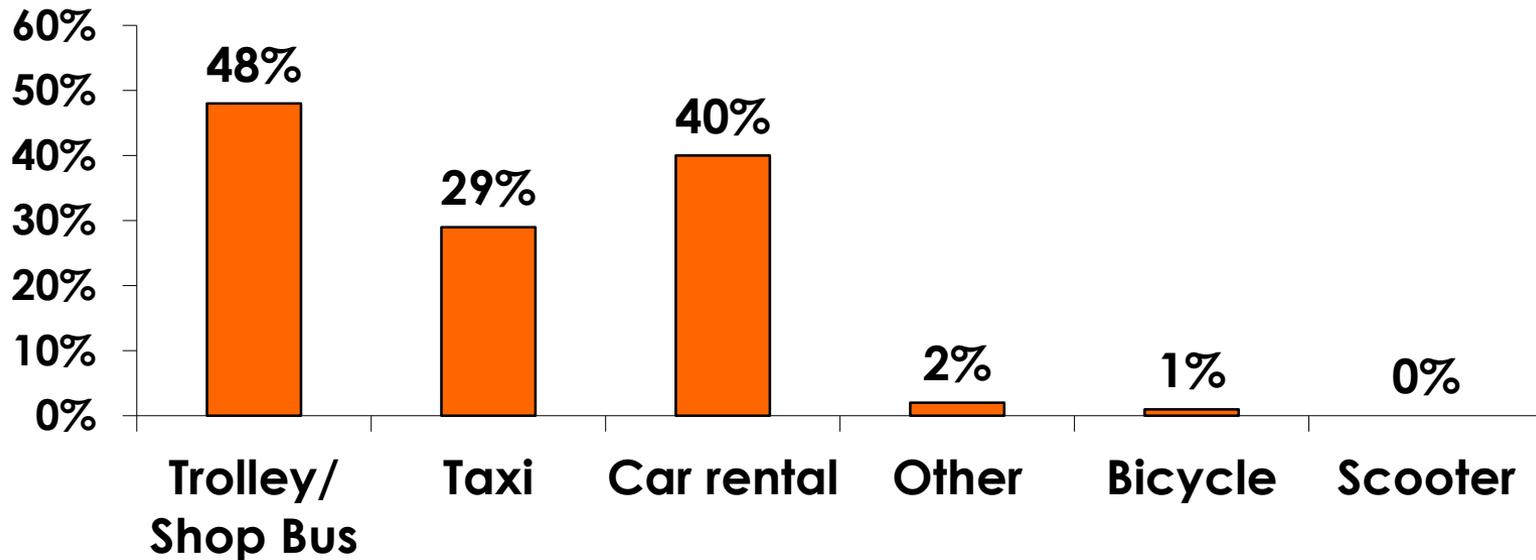
	MEAN \$
Food & beverage in a hotel	\$37.94
Food & beverage in fast food restaurant/convenience store	\$80.05
Food & beverage at restaurants or drinking establishments outside a hotel	\$96.48
Optional tours and activities	\$111.96
Gifts/ souvenirs for yourself/companions	\$257.16
Gifts/ souvenirs for friends/family at home	\$145.19
Local transportation	\$64.25
Other expenses not covered	\$381.79
Average Total	\$1,173.74

Breakdown of On-Island Expenditures

	FY2012	FY2013	FY2014	FY2015	FY2016
Food & beverage in a hotel	\$39.30	\$27.56	\$23.78	\$14.18	\$37.94
Food & beverage in fast food restaurant/convenience store	\$32.40	\$13.32	\$34.97	\$39.39	\$80.05
Food & beverage at restaurants or drinking establishments outside a hotel	\$29.50	\$50.78	\$45.09	\$55.70	\$96.48
Optional tours and activities	\$78.40	\$70.76	\$89.76	\$93.56	\$111.96
Gifts/ souvenirs for yourself/companions	\$139.40	\$142.66	\$136.16	\$173.95	\$257.16
Gifts/ souvenirs for friends/family	\$85.80	\$62.00	\$88.71	\$98.18	\$145.19
Local transportation	\$14.40	\$7.12	\$16.56	\$33.70	\$64.25
Other expenses not covered	\$331.70	\$311.91	\$238.41	\$304.54	\$381.79
Average Total	\$749.10	\$686.74	\$672.69	\$811.55	\$1,173.74

Local Transportation

n=234



Mean=\$64.25 per travel party

Guam Airport Expenditures

- \$140.50 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$5,000 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

	MEAN \$
Food & Beverages	\$29.99
Gifts/Souvenirs Self	\$66.01
Gifts/Souvenirs Others	\$44.33
Total	\$140.50

Breakdown of Airport Expenditures

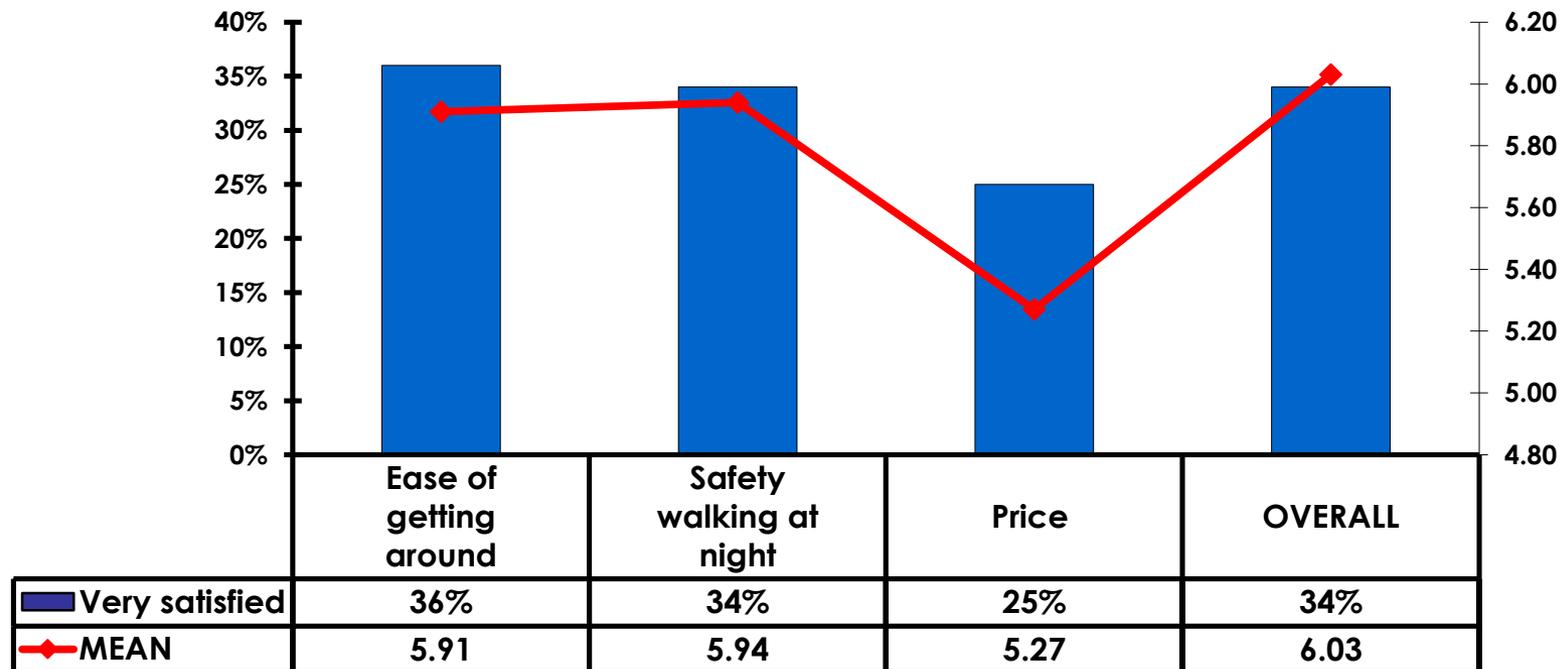
	FY2012	FY2013	FY2014	FY2015	FY2016
Food & Beverage	\$4.80	\$1.50	\$7.71	\$16.56	\$29.99
Gifts/ Souvenirs Self	\$17.00	\$10.94	\$24.92	\$34.89	\$66.01
Gifts/ Souvenirs Others	\$8.50	\$3.38	\$12.72	\$32.56	\$44.33
Total	\$30.30	\$15.81	\$45.89	\$84.23	\$140.50

SECTION 4 **VISITOR SATISFACTION**

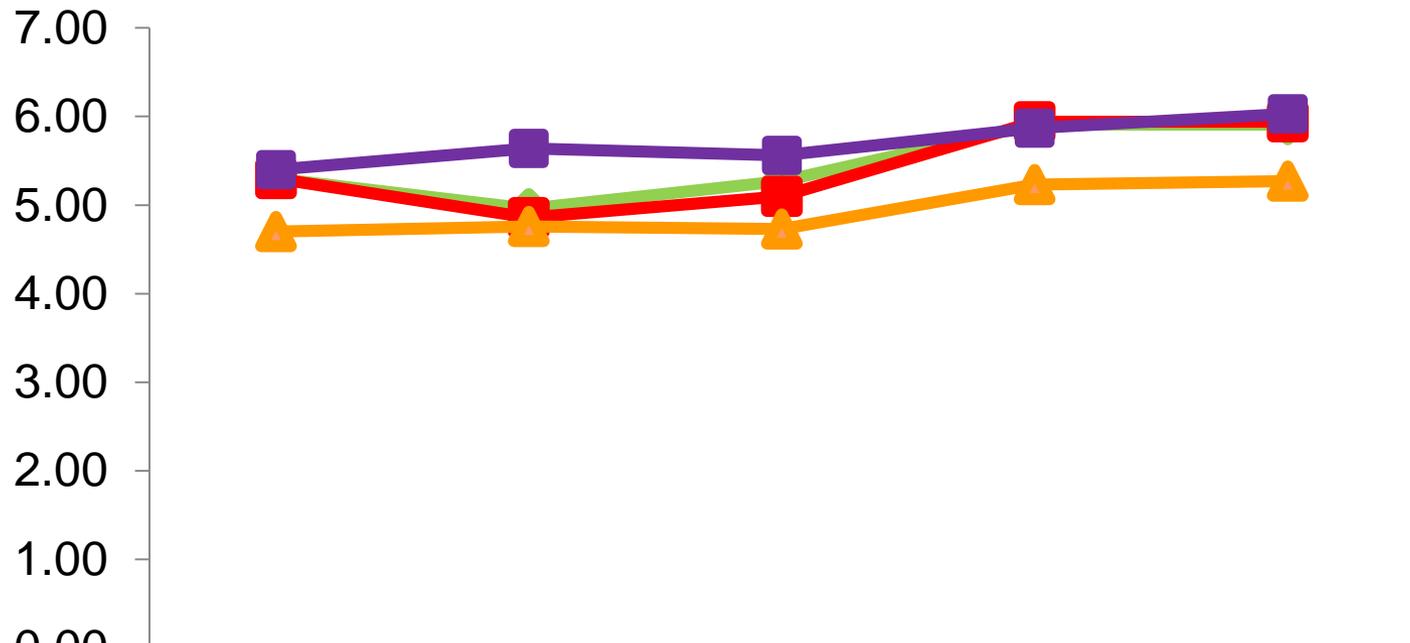
Satisfaction Scores Overall

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Satisfaction Scores Overall

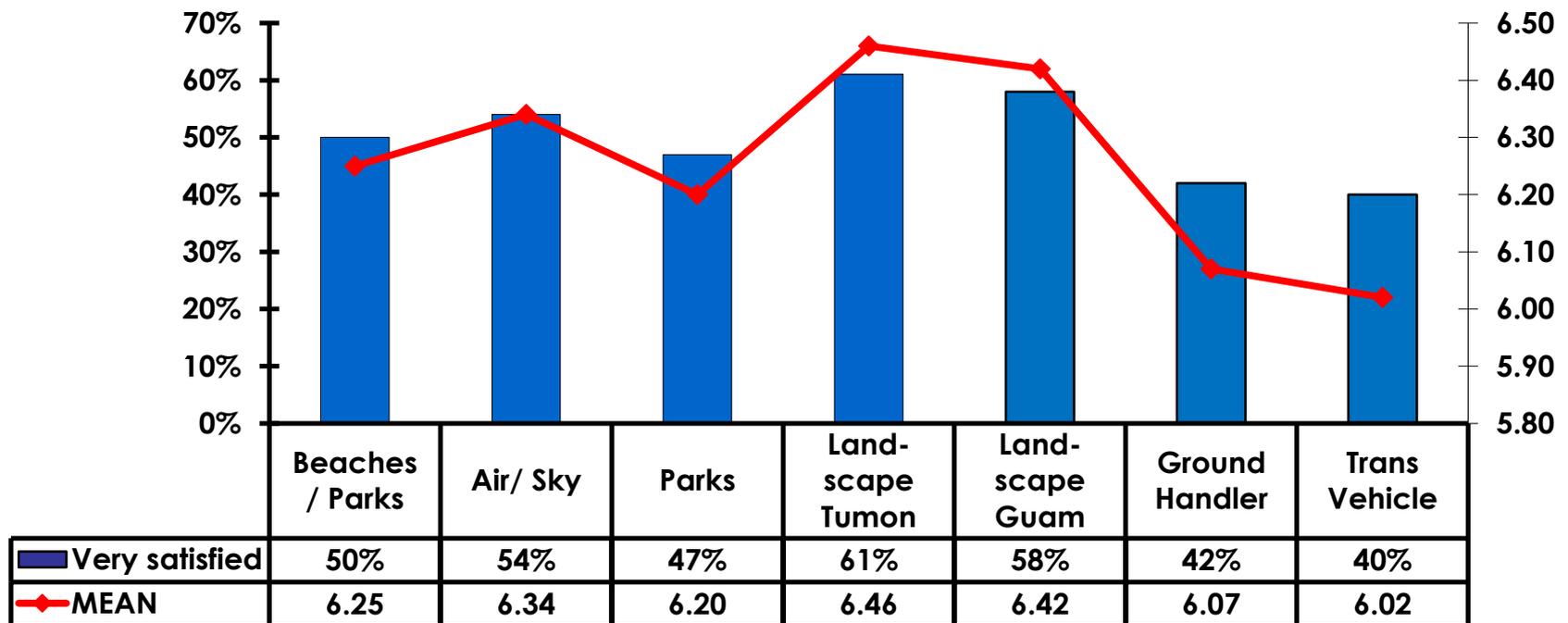


	FY2012	FY2013	FY2014	FY2015	FY2016
 Ease of getting around	5.30	4.96	5.27	5.91	5.91
 Safety walking at night	5.30	4.86	5.10	5.94	5.94
 Price	4.70	4.76	4.73	5.23	5.27
 OVERALL	5.40	5.64	5.56	5.87	6.03

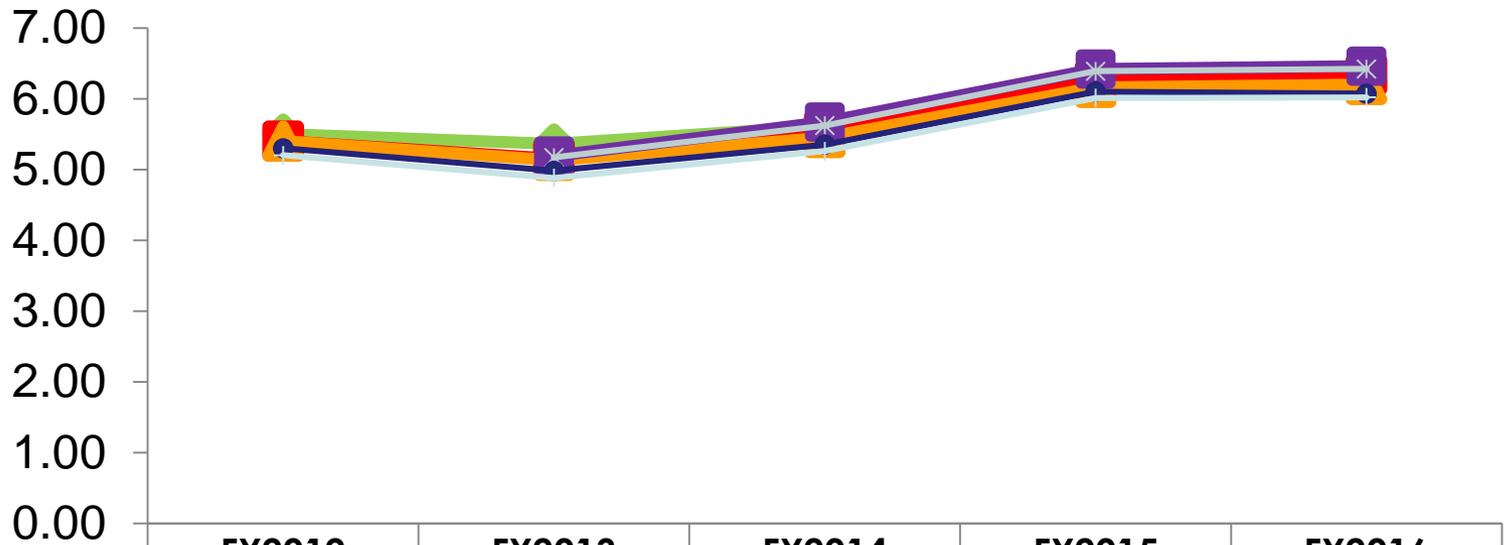
Satisfaction Quality/ Cleanliness

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Satisfaction Quality/ Cleanliness

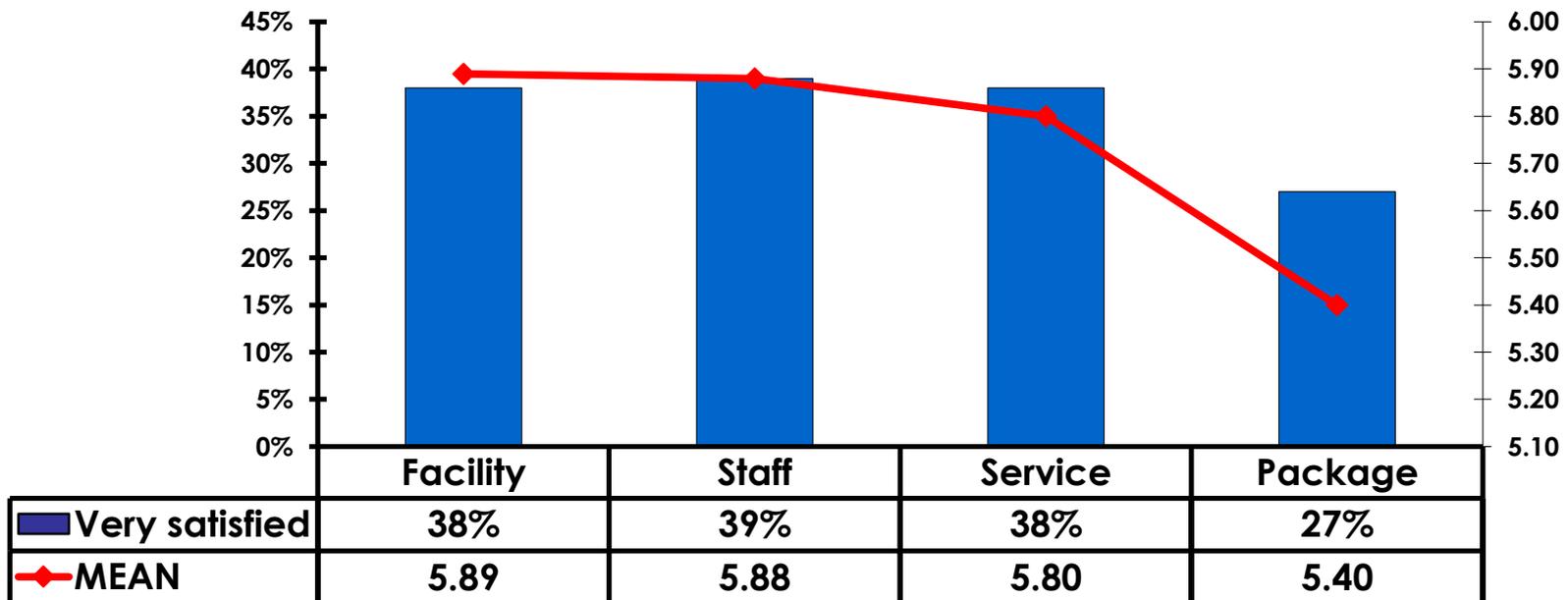


	FY2012	FY2013	FY2014	FY2015	FY2016
 Beaches/ Parks	5.50	5.36	5.61	6.22	6.25
 Air/ Sky	5.40	5.15	5.54	6.25	6.34
 Parks	5.40	5.13	5.45	6.16	6.20
 Landscape Tumon		5.19	5.67	6.42	6.46
 Landscape Guam		5.17	5.62	6.39	6.42
 Grnd Handler	5.30	4.98	5.35	6.10	6.07
 Trans Vehicle	5.20	4.88	5.26	6.01	6.02

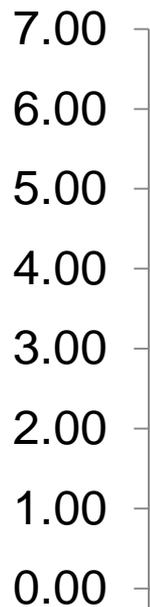
Wedding Satisfaction Scores

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Wedding Satisfaction Scores

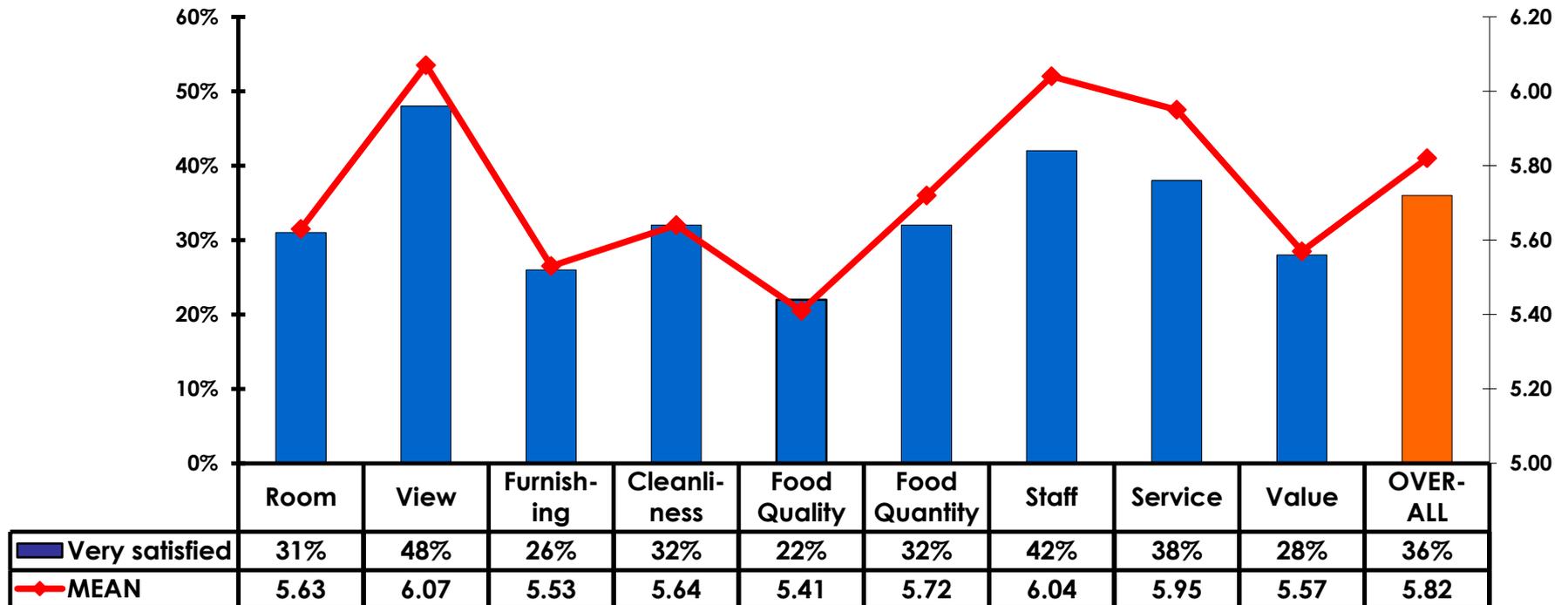


	FY2012	FY2013	FY2014	FY2015	FY2016
 Facility	5.40	5.46	5.39	5.53	5.89
 Facility- staff	5.30	5.19	5.23	5.46	5.88
 Services	5.40	5.25	5.25	5.47	5.80
 Package	5.10	5.17	5.08	5.23	5.40

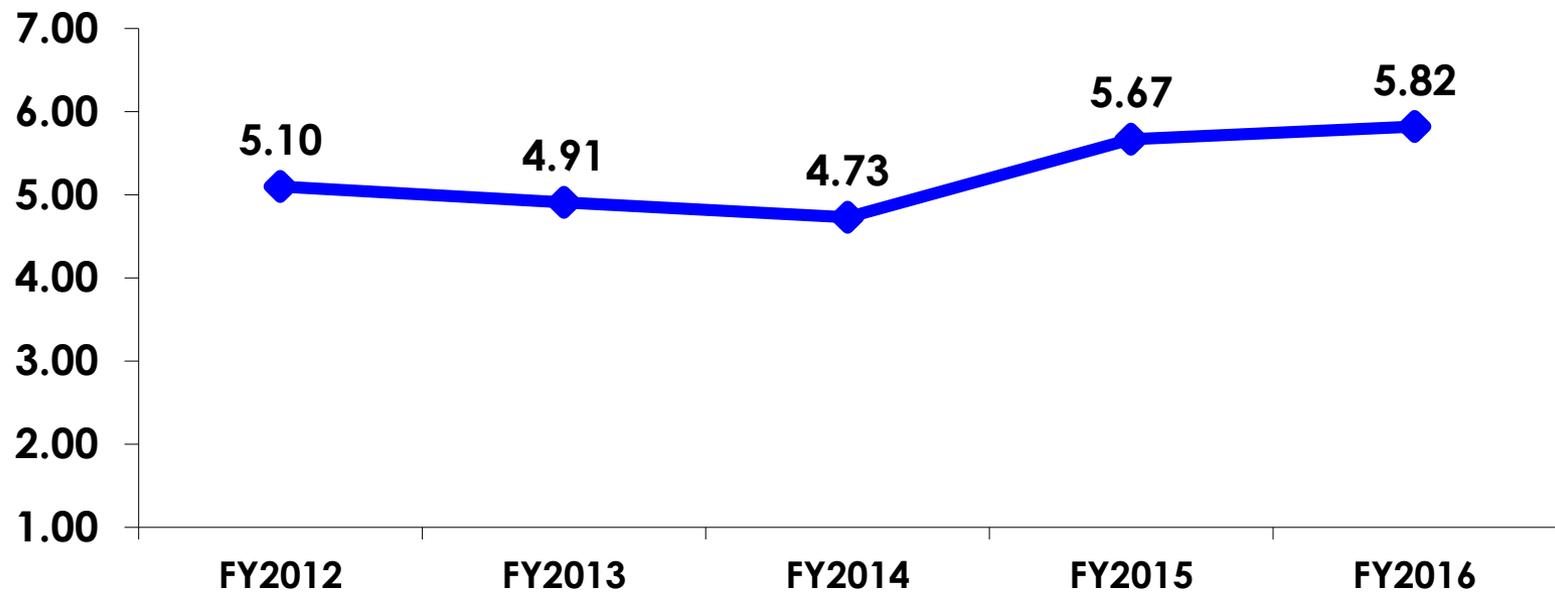
Quality of Accommodations

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



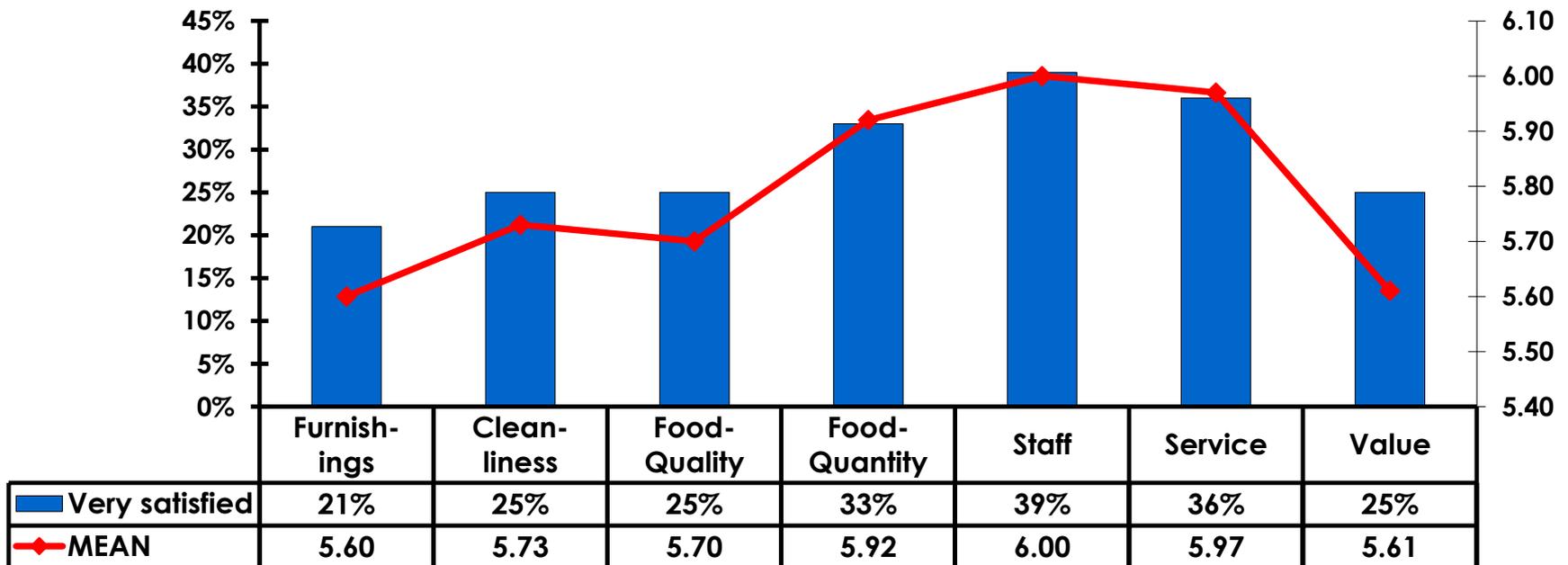
Quality of Accommodations



Quality of Dining Experience

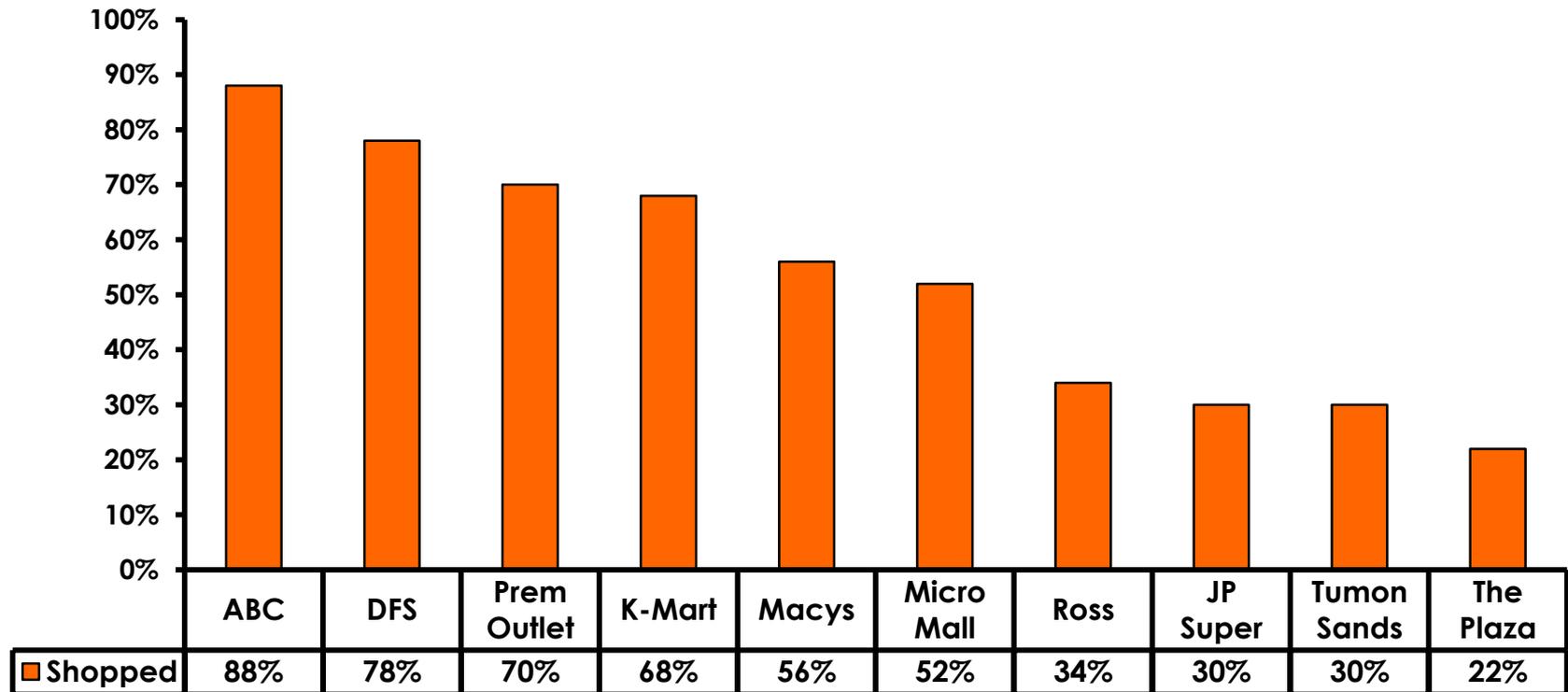
7pt Rating Scale

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	FY2016
DFS Galleria	71%	63%	75%	82%	78%
ABC	76%	61%	66%	92%	88%
K-Mart	68%	44%	52%	67%	68%
Prem Outlet	40%	24%	45%	76%	70%
Macys	Not top 5	21%	Not top 5	58%	56%
Micro Mall	33%	Not top 5	35%	Not top 5	Not top 5

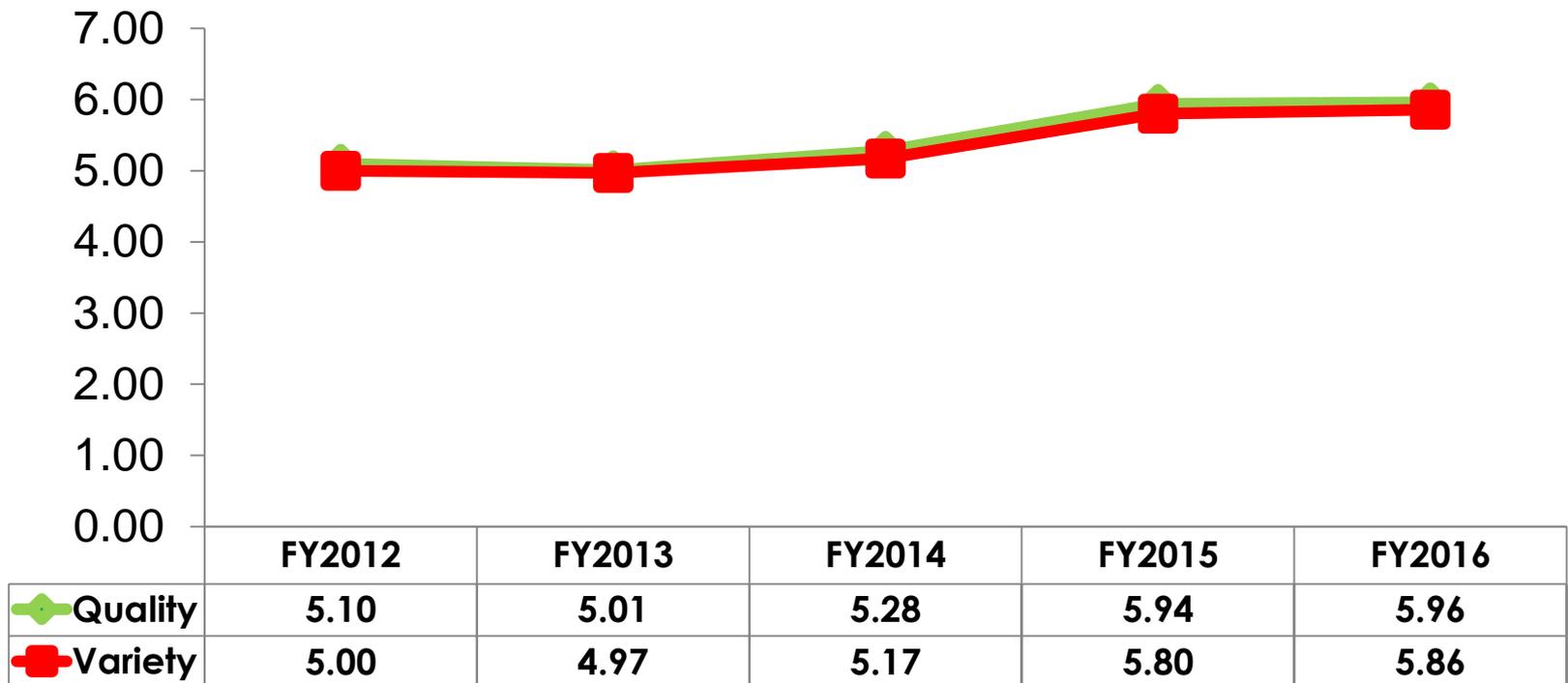
Satisfaction with Shopping

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

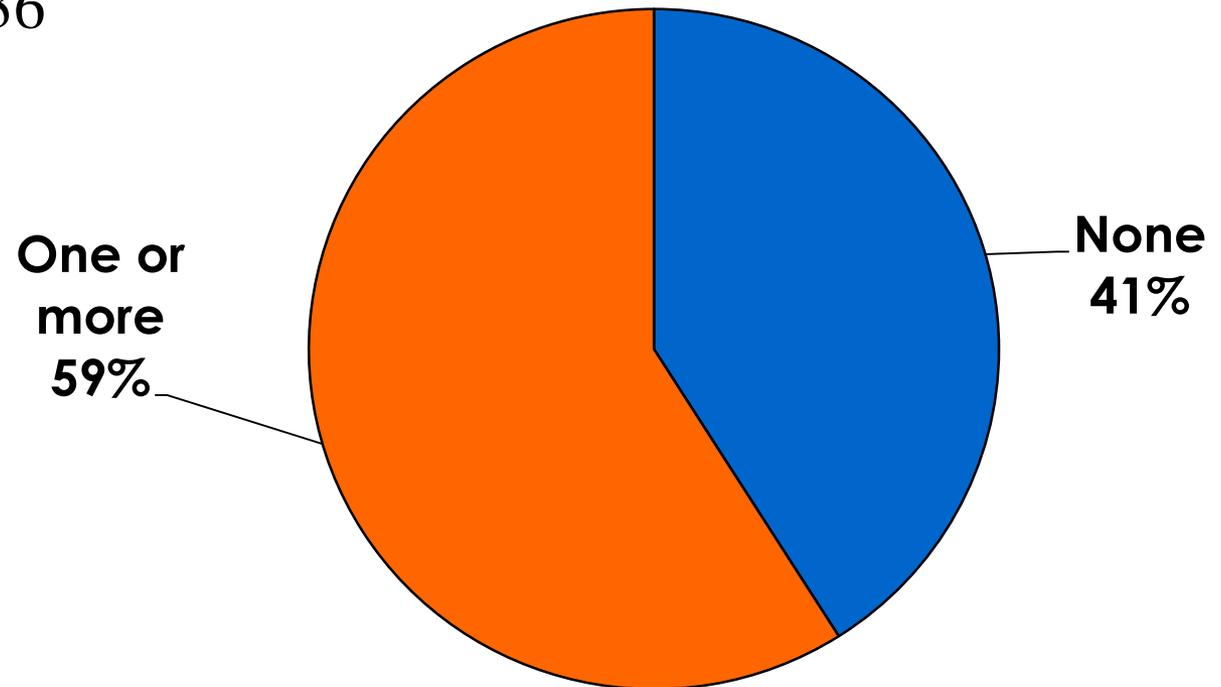
Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 73%	Score of 6 to 7 = 70%
Score of 4 to 5 = 24%	Score of 4 to 5 = 26%
Score 1 to 3 = 3%	Score 1 to 3 = 4%
MEAN = 5.96	MEAN = 5.86

Satisfaction with Shopping

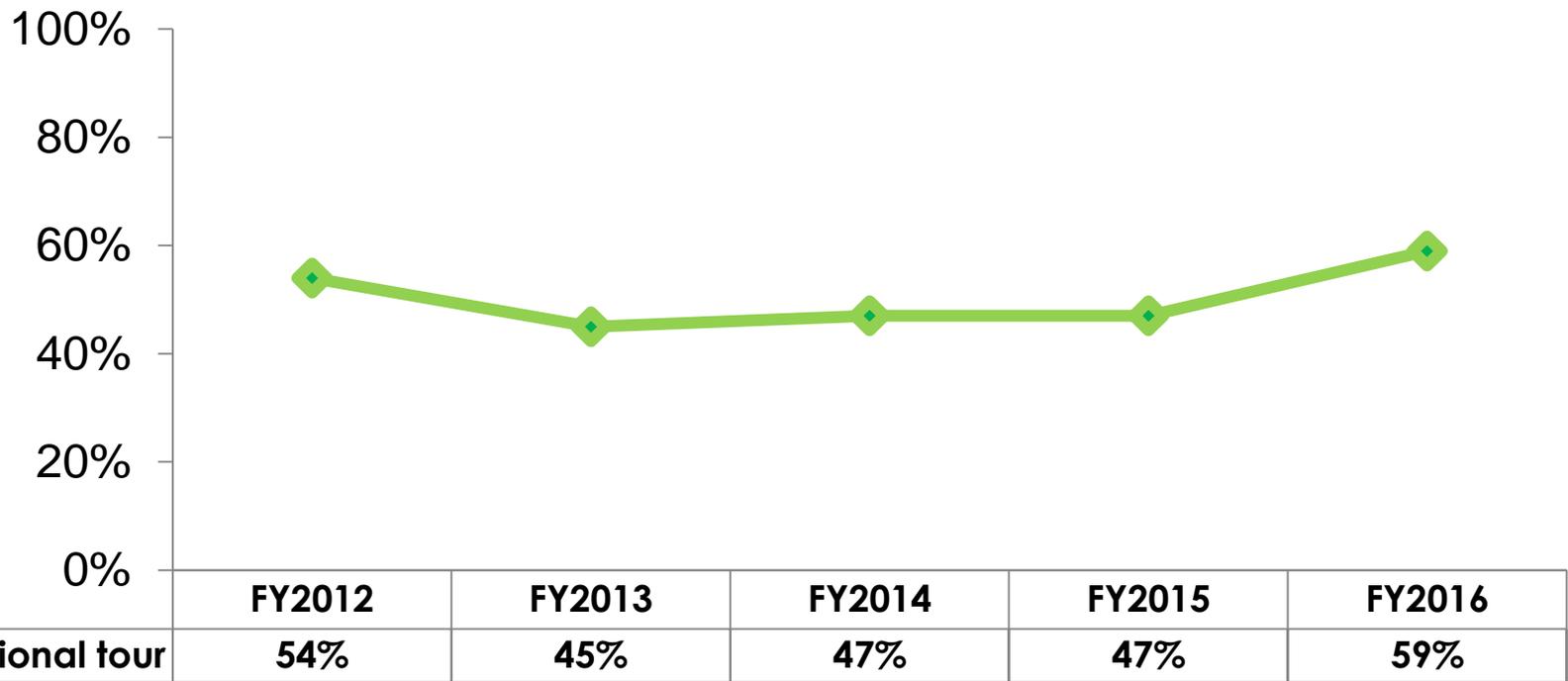


Optional Tour Participation

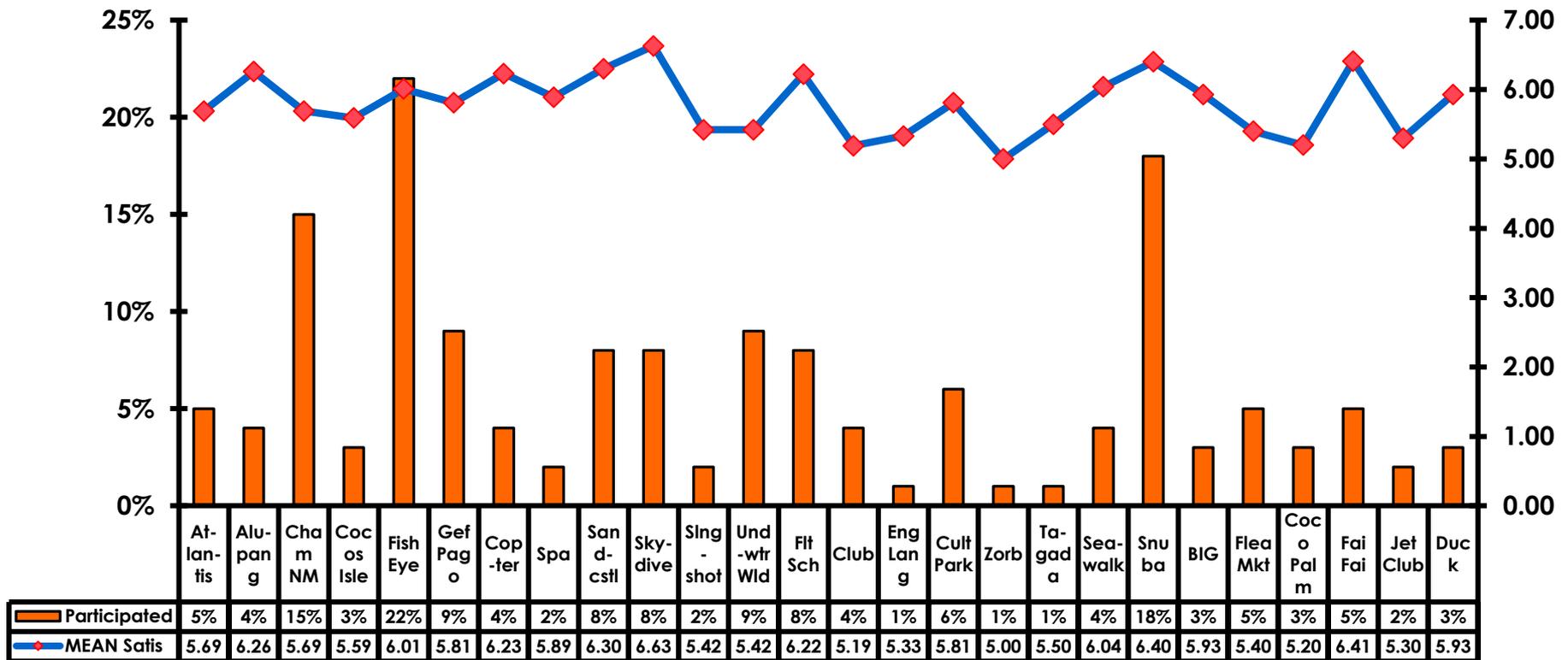
- Average number of tours participated in is 1.36



Optional Tour Participation



Optional Tours Participation & Satisfaction



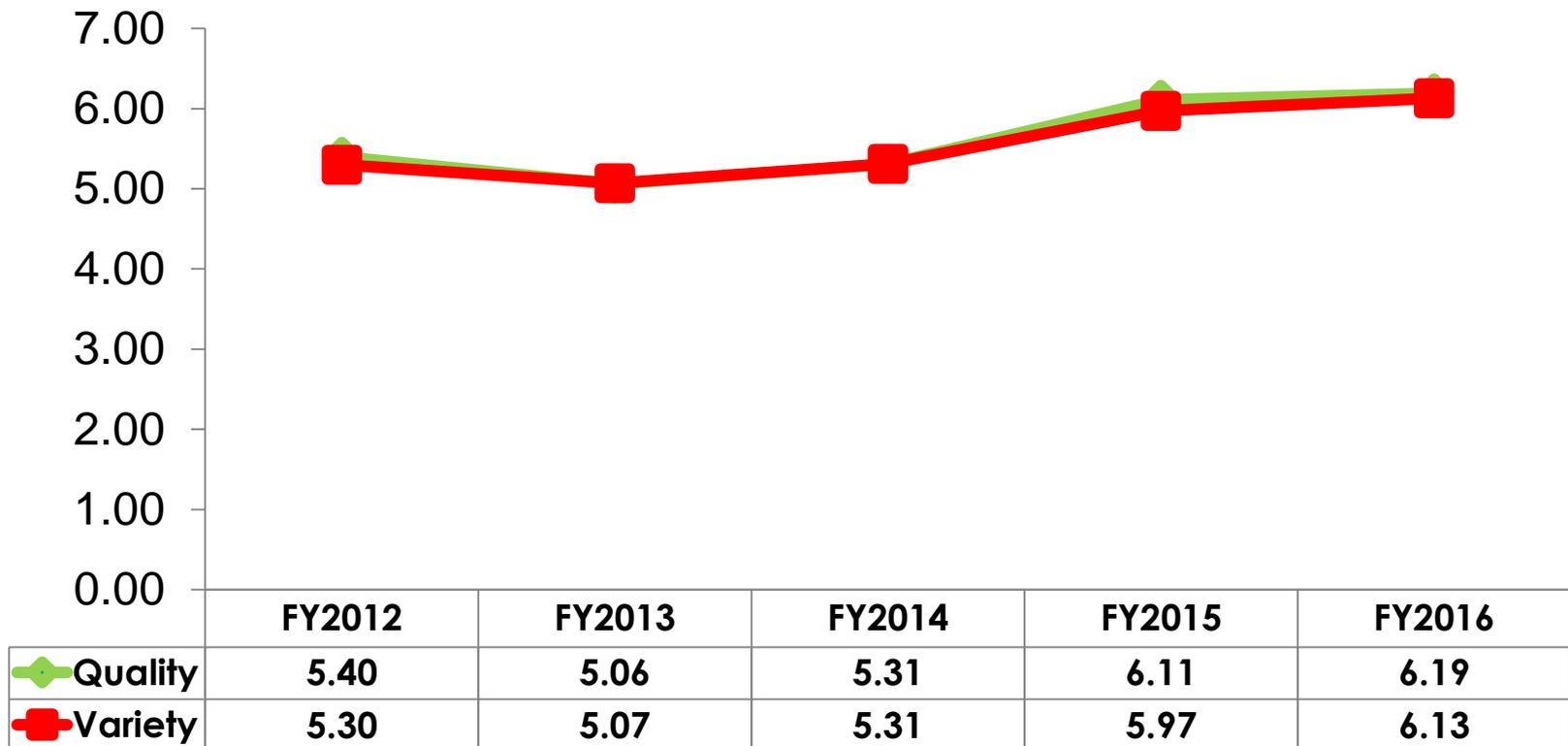
Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Day Tour	Variety of Day Tour
Score of 6 to 7 = 83%	Score of 6 to 7 = 80%
Score of 4 to 5 = 16%	Score of 4 to 5 = 20%
Score 1 to 3 = 1%	Score 1 to 3 = 0%
MEAN = 6.19	MEAN = 6.13

Day Tours Satisfaction



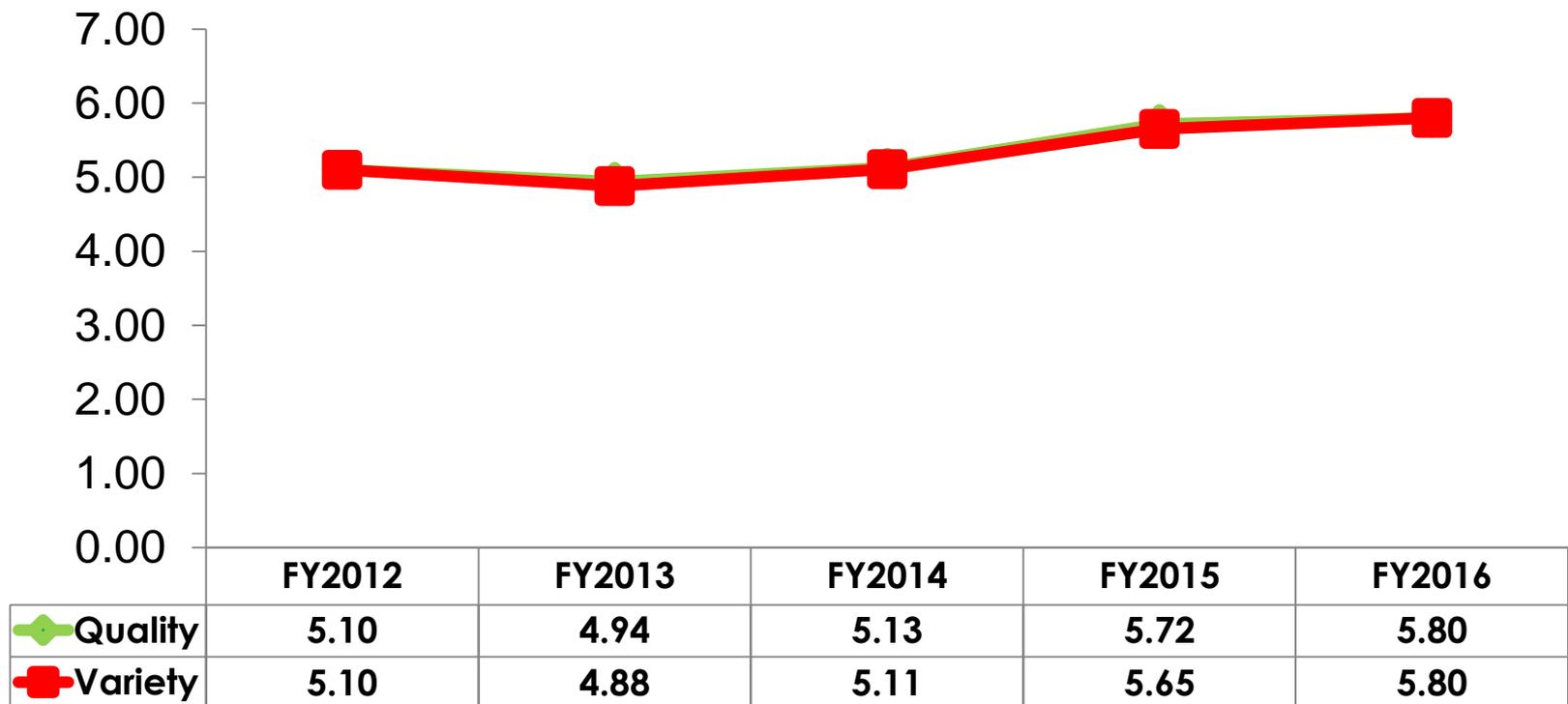
Night Tours Satisfaction

7pt Rating Scale

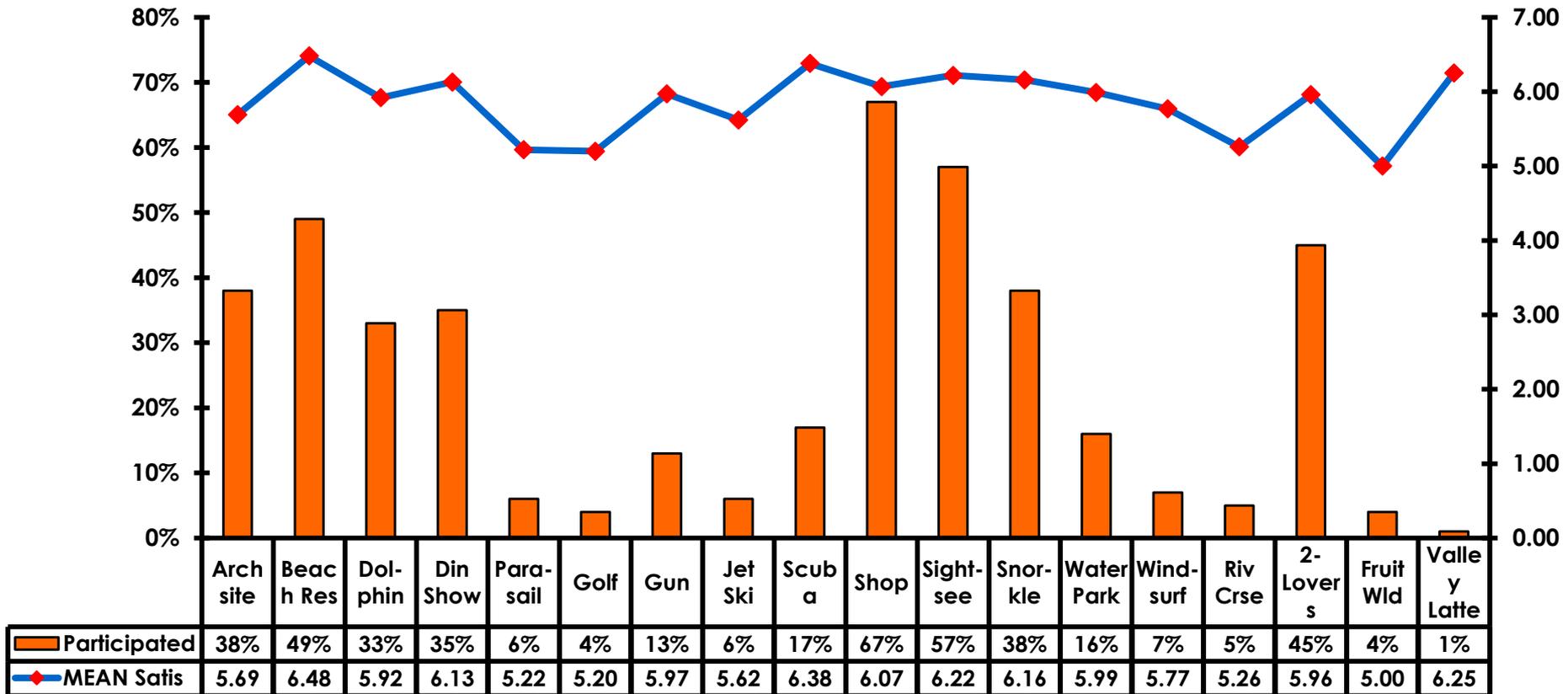
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 68%	Score of 6 to 7 = 67%
Score of 4 to 5 = 31%	Score of 4 to 5 = 32%
Score 1 to 3 = 2%	Score 1 to 3 = 1%
MEAN = 5.80	MEAN = 5.80

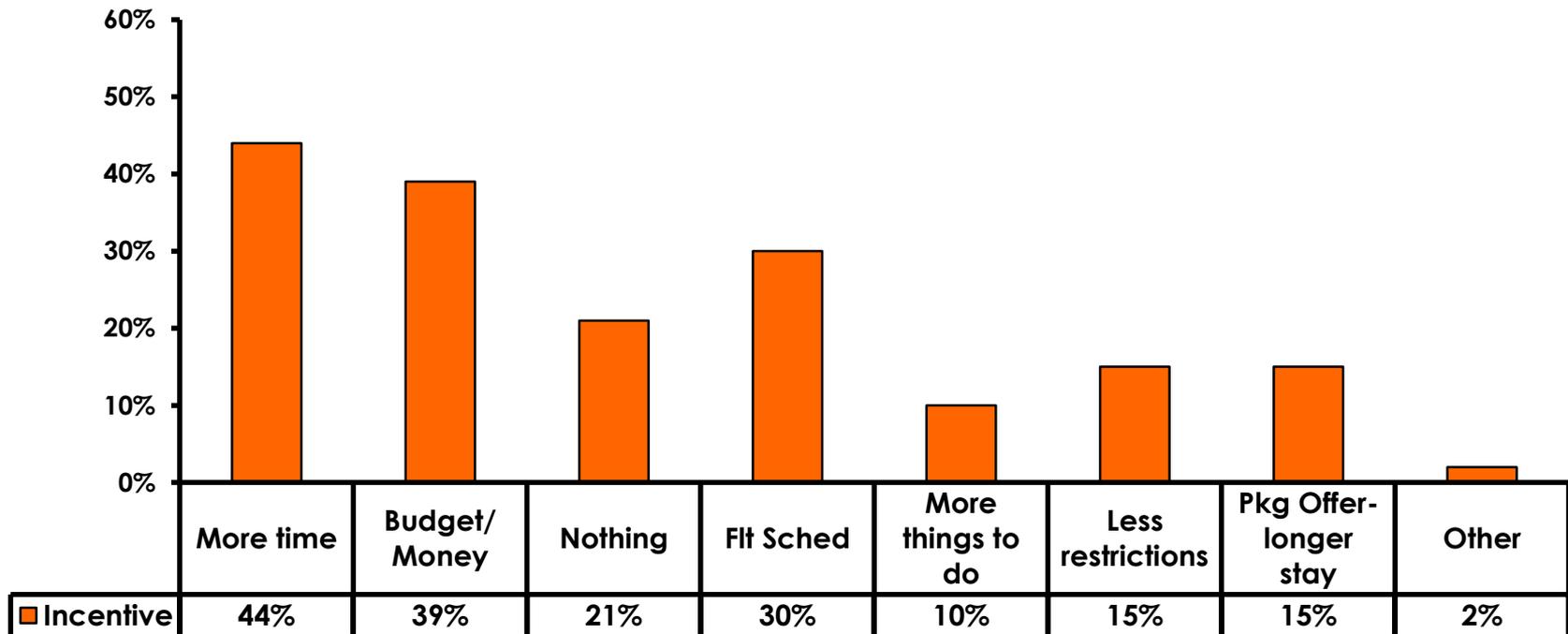
Night Tours Satisfaction



Satisfaction with Other Activities



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



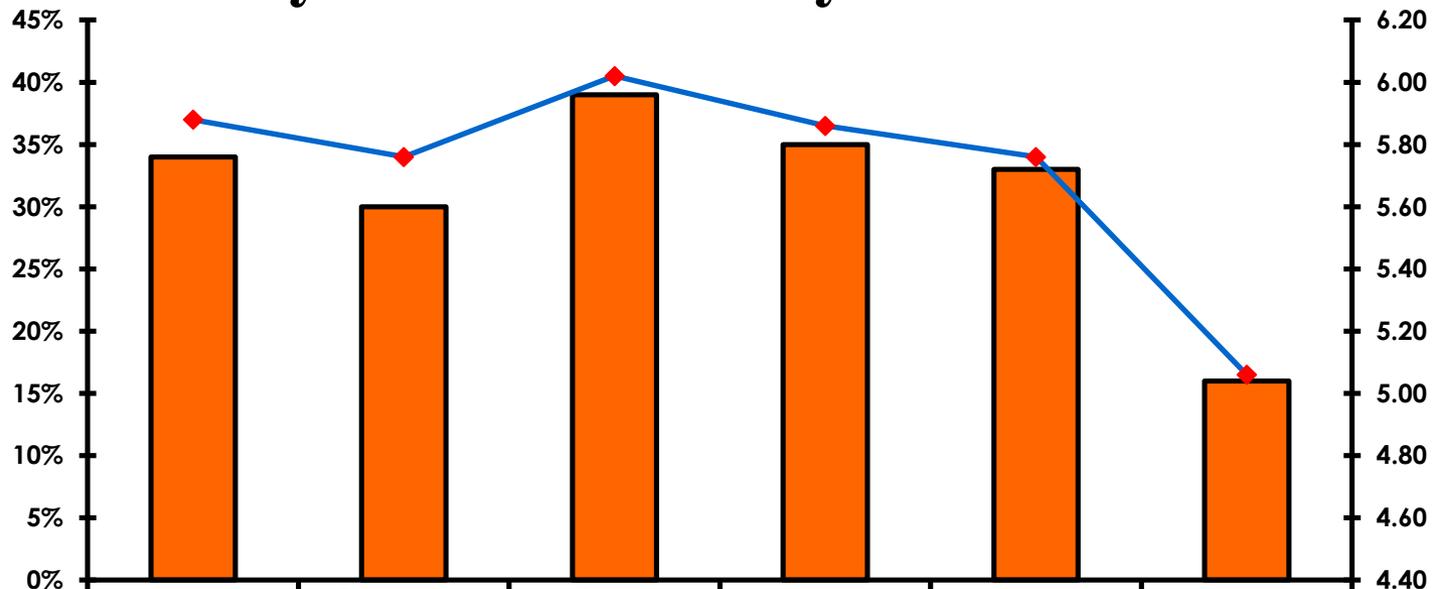
What would it take to make you want to stay an extra day in Guam?

	FY2012	FY2013	FY2014	FY2015	FY2016
More time	25%	31%	44%	43%	44%
Budget/ money	28%	30%	33%	39%	39%
Nothing- spent right amount of time	16%	22%	13%	15%	21%
Flight schedule times	26%	20%	32%	43%	30%
Less restrictions	10%	9%	14%	16%	15%
More things to do	6%	5%	9%	8%	10%
Packages – longer stays	8%	5%	11%	17%	15%
Other	2%	2%	3%	4%	2%

On-Island Perceptions

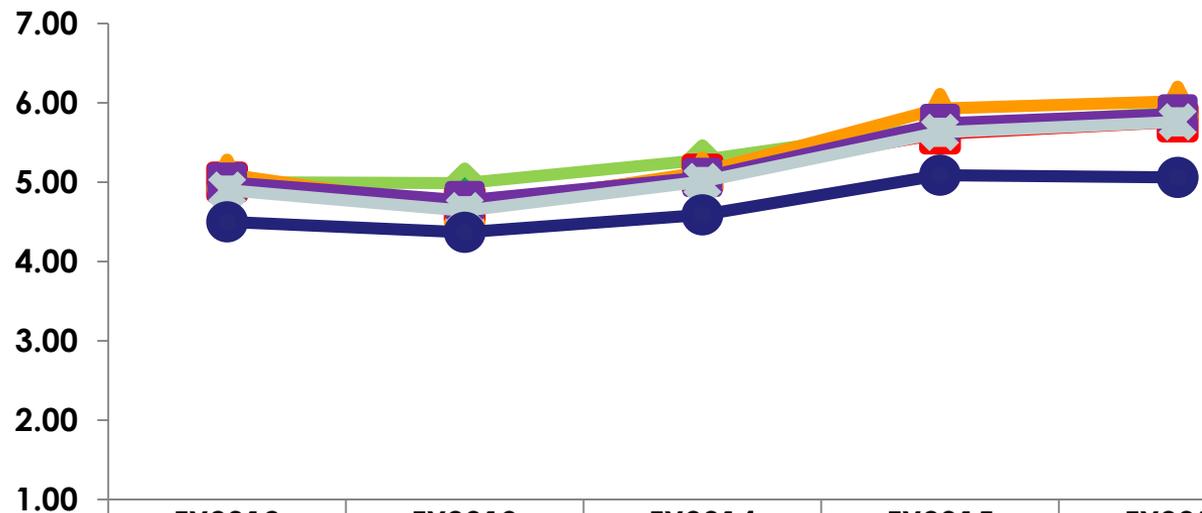
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



 Strongly agree	34%	30%	39%	35%	33%	16%
 MEAN	5.88	5.76	6.02	5.86	5.76	5.06

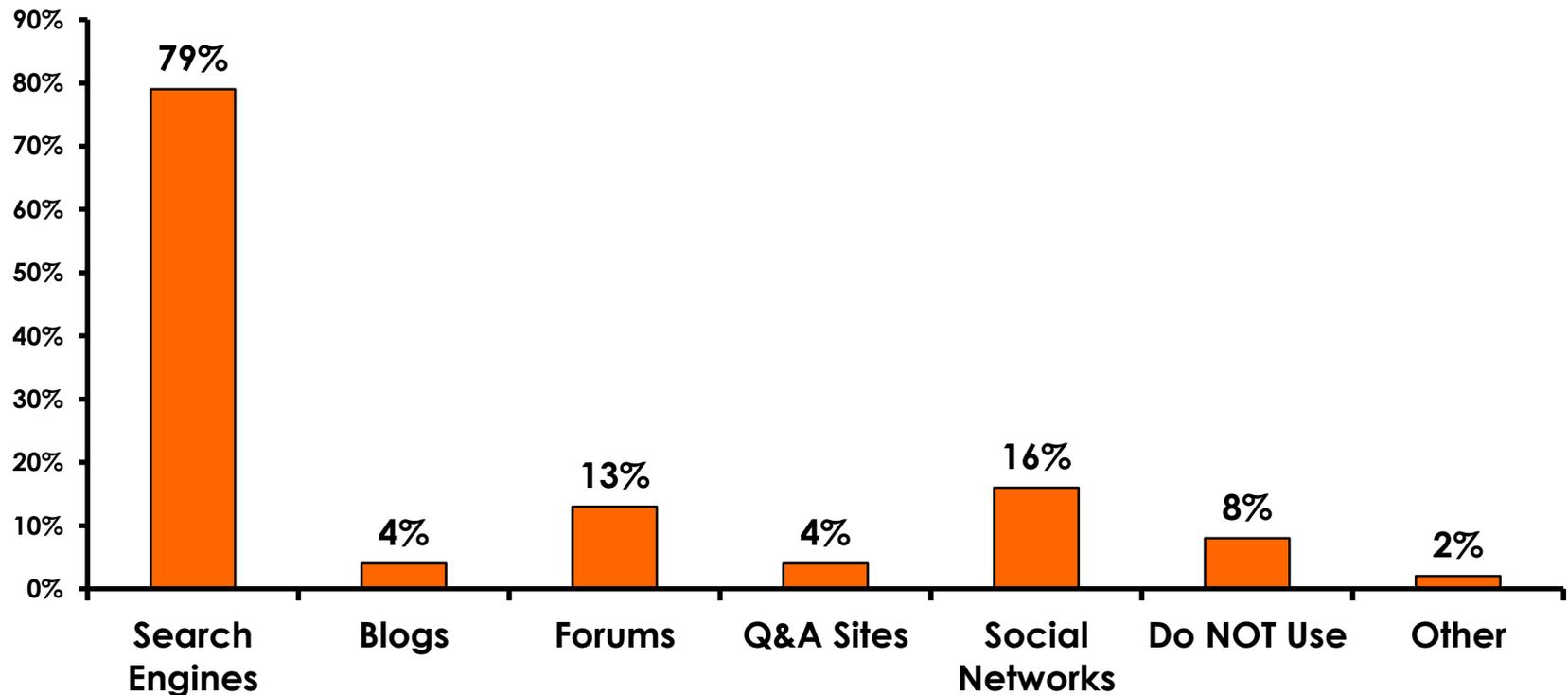
On-Island Perceptions



	FY2012	FY2013	FY2014	FY2015	FY2016
 Guam was better than expected	5.00	4.99	5.28	5.71	5.88
 I had no communication problems	5.00	4.71	5.10	5.61	5.76
 I will recommend Guam to friends	5.10	4.67	5.13	5.93	6.02
 Sites on Guam were attractive	5.00	4.77	5.06	5.74	5.86
 I plan to visit Guam again	4.90	4.64	5.01	5.63	5.76
 Not enough night activities	4.50	4.37	4.59	5.09	5.06

SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

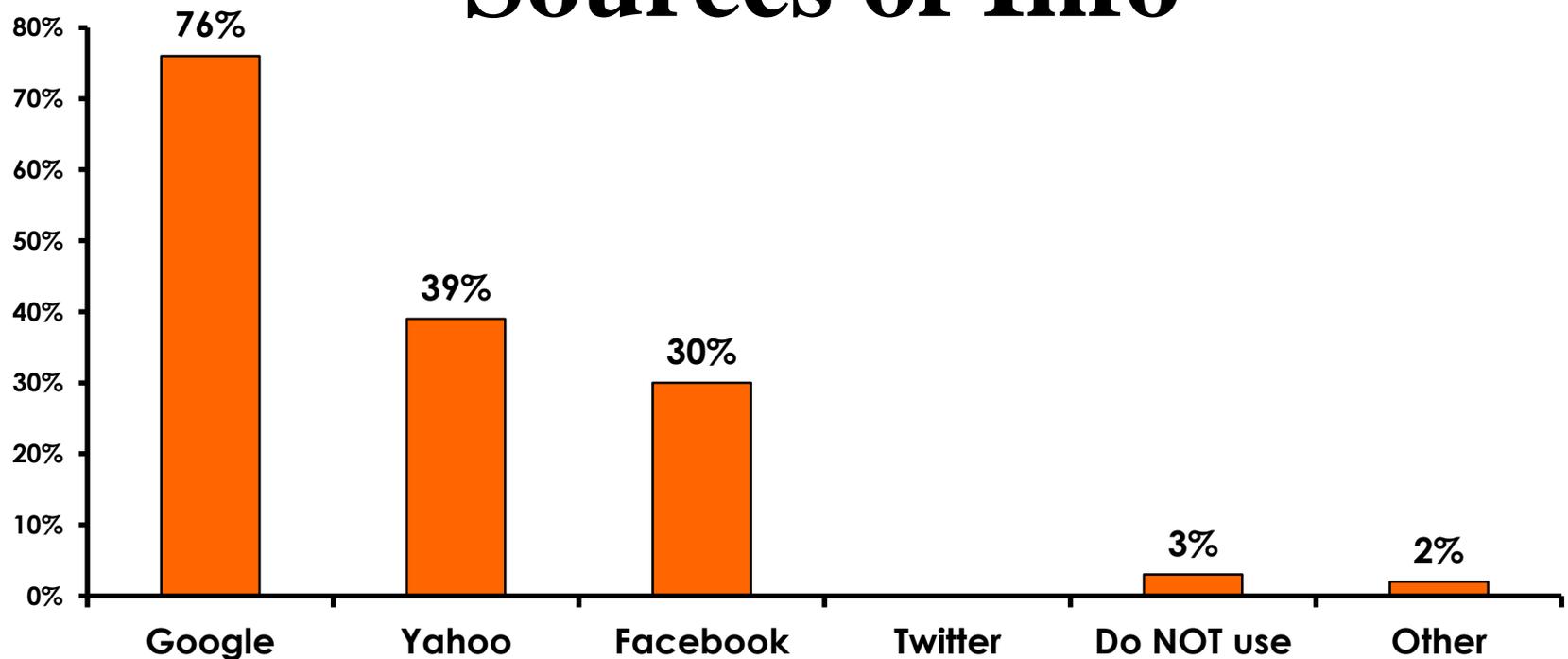


Internet- Guam Sources of Info

	FY2013	FY2014	FY2015	FY2016
Search engines	59%	70%	80%	79%
Forums	22%	21%	16%	13%
Blogs	16%	17%	5%	4%
Social Networks	10%	9%	15%	16%
None	4%	5%	8%	8%
Q&A sites	7%	5%	6%	4%
Other	0%	2%	2%	2%

Internet- Things To Do

Sources of Info

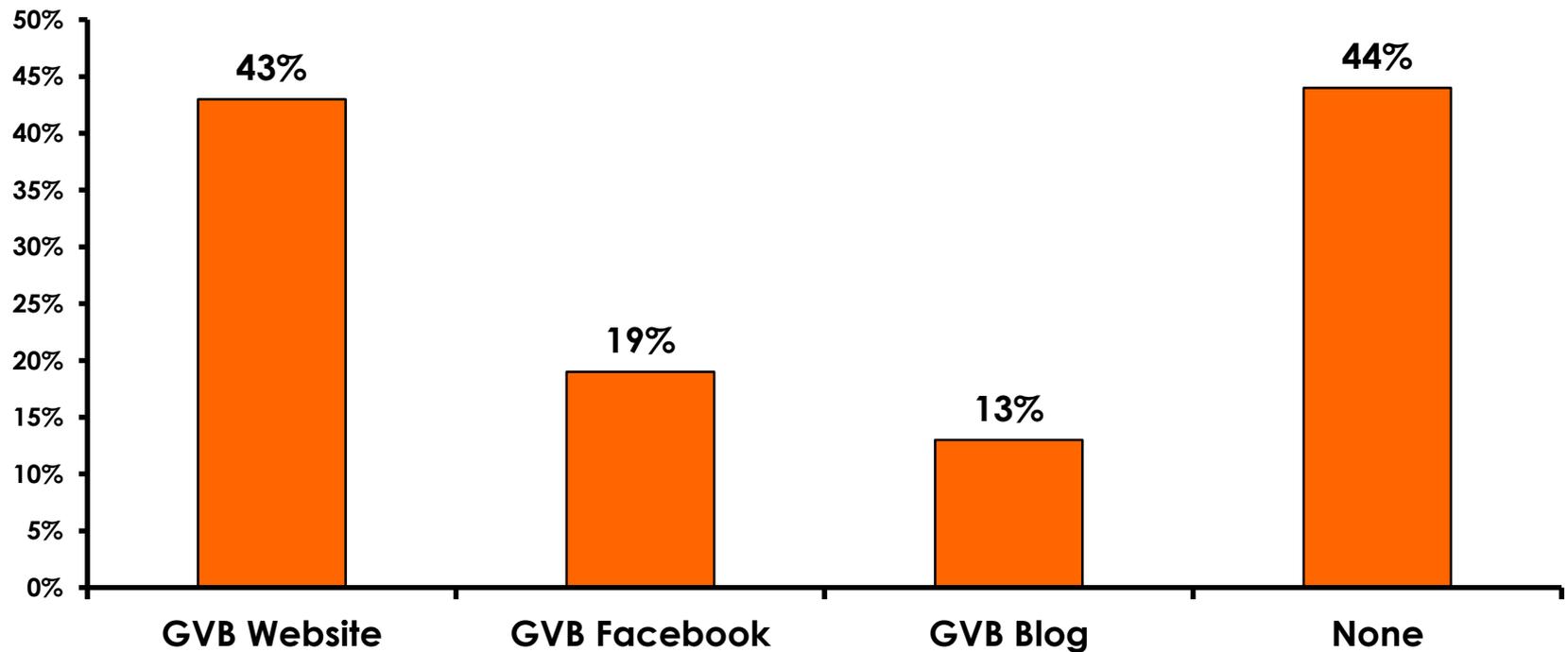


Internet- Things To Do

Sources of Info

	FY2013	FY2014	FY2015	FY2016
Google	60%	71%	71%	76%
Yahoo	36%	38%	50%	39%
Facebook	28%	20%	26%	30%
Do not use	2%	3%	4%	3%
Other	1%	2%	2%	2%

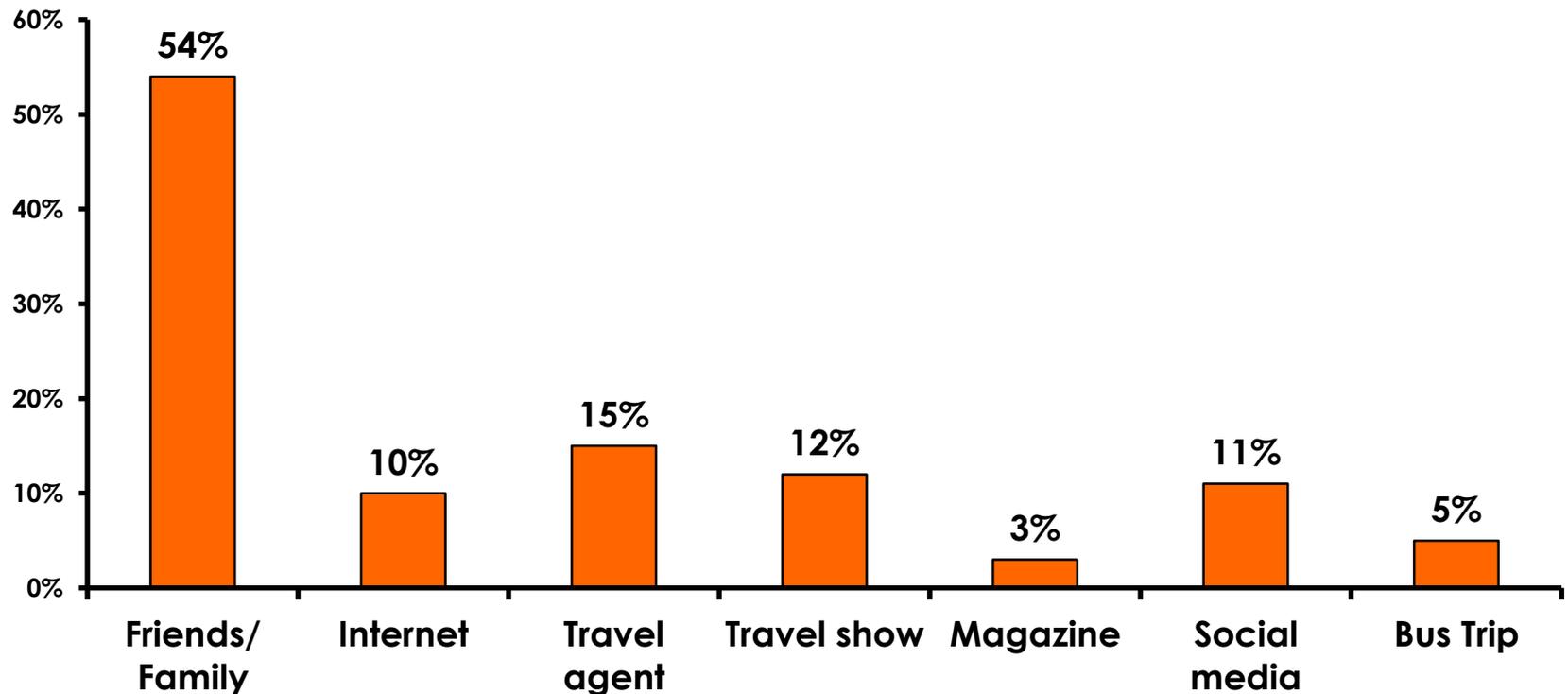
Internet- GVB Sources



Internet- GVB Sources

	FY2013	FY2014	FY2015	FY2016
None	48%	52%	42%	44%
GVB Website	23%	33%	49%	43%
GVB Facebook	30%	18%	17%	19%
GVB Blog	4%	8%	11%	13%

Travel Motivation- Info Sources

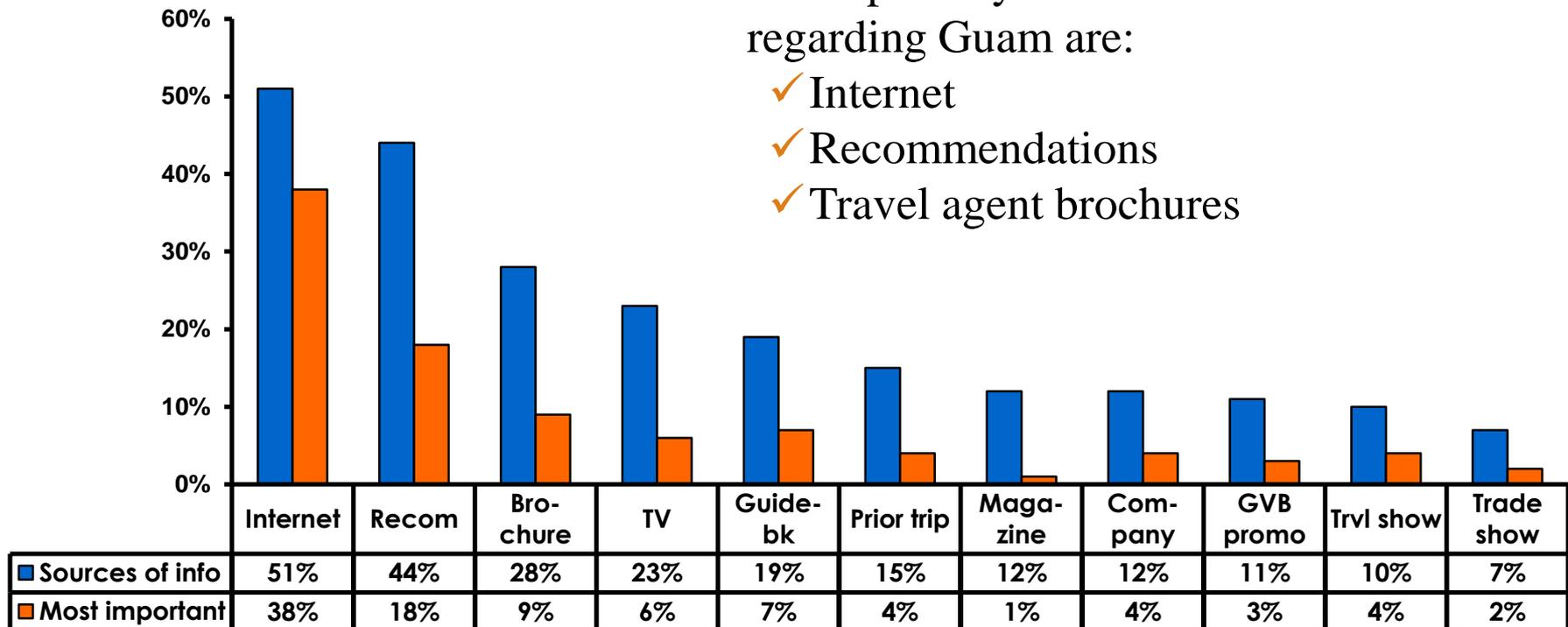


Travel Motivation- Info Sources

	FY2013	FY2014	FY2015	FY2016
Friends/ Family	52%	49%	54%	54%
Internet	26%	20%	12%	10%
Travel Agent	12%	17%	18%	15%
Travel shows	10%	11%	17%	12%
Other	-	11%	14%	21%
Magazine	10%	9%	3%	3%
Company/ Bus Trip	4%	8%	4%	5%
Social Media	5%	7%	12%	11%

Sources of Information Pre-arrival

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



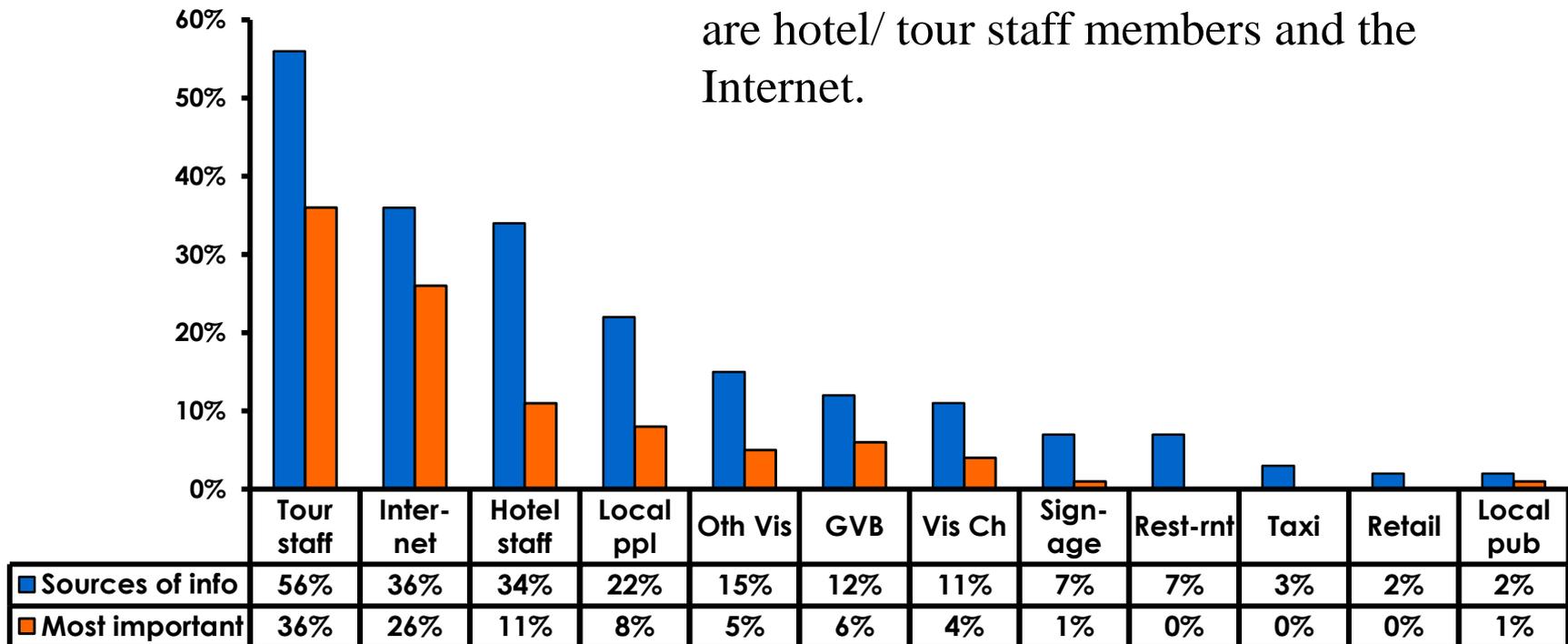
Sources of Information Pre-arrival

Top 3

	FY2012	FY2013	FY2014	FY2015	FY2016
Internet	52%	46%	44%	43%	38%
Recom- mend	Not top 3	17%	17%	15%	18%
TV	8%	10%	8%	Not top 3	Not top 3
Brochure	11%	Not top 3	Not top 3	11%	9%

Sources of Information Post-arrival

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



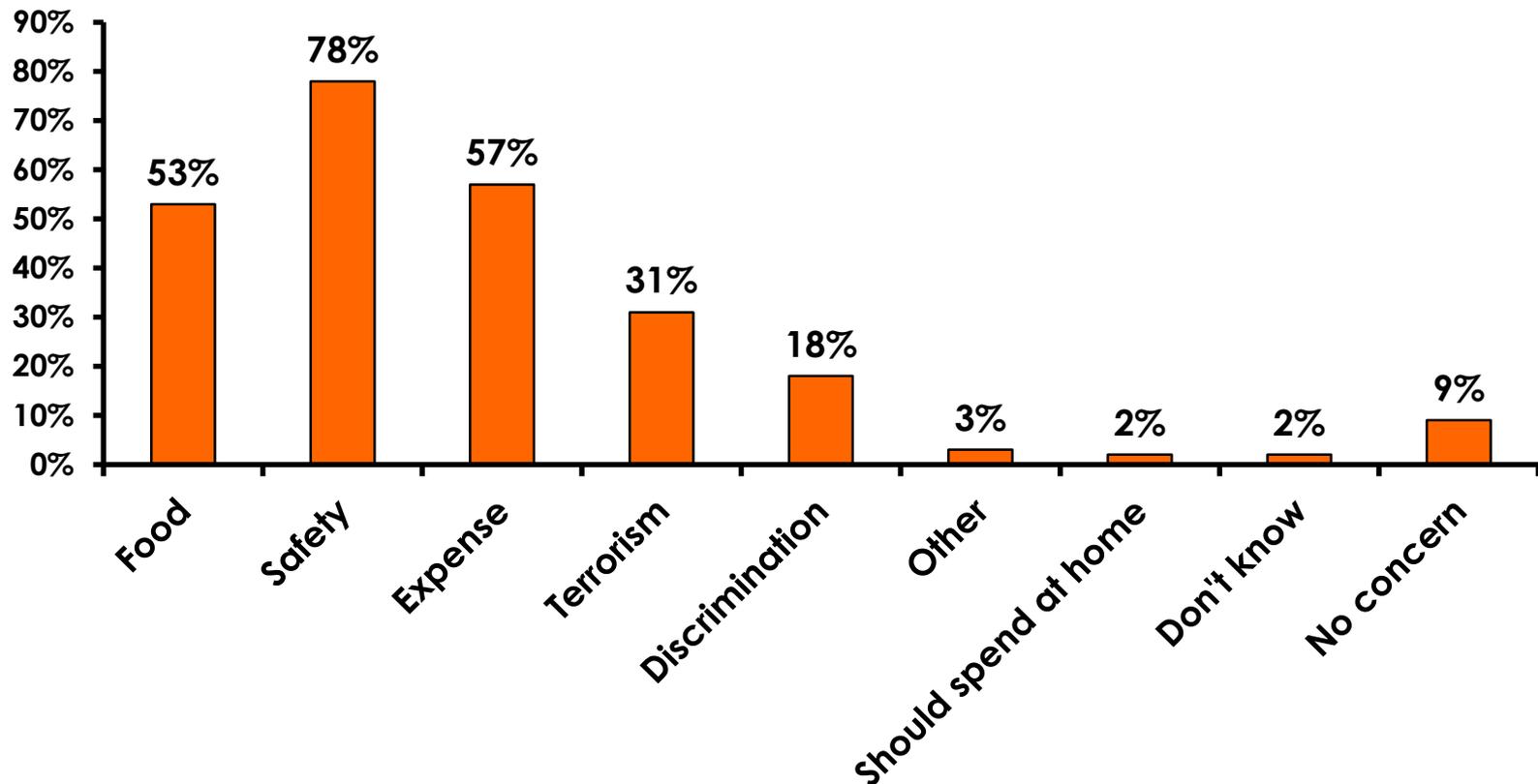
Sources of Information Post-arrival

Top 3

	FY2012	FY2013	FY2014	FY2015	FY2016
Hotel staff	12%	25%	13%	6%	11%
Tour staff	18%	20%	32%	51%	36%
Internet	NA	11%	21%	18%	26%

SECTION 6 **OTHER ISSUES**

Concerns about travel outside of Taiwan - Overall



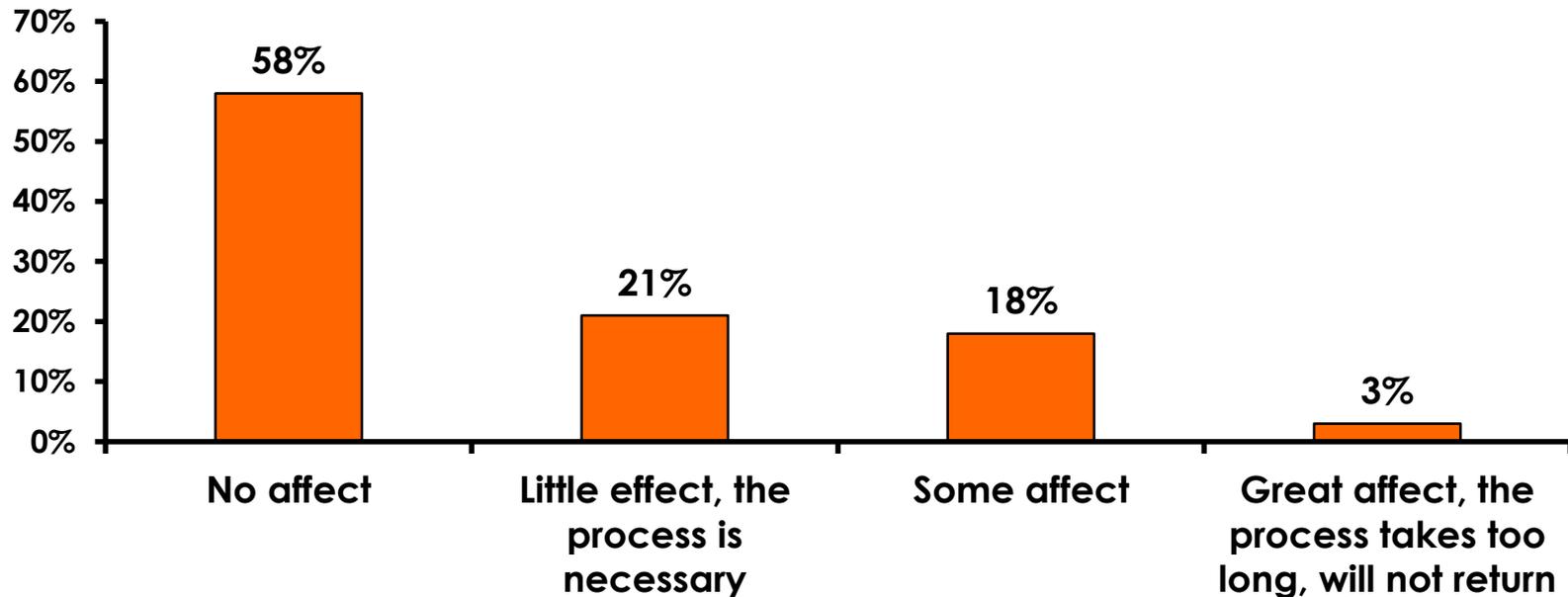
Concerns about travel outside of Taiwan

	FY2012	FY2013	FY2014	FY2015	FY2016
Safety	49%	32%	49%	79%	78%
Food	23%	32%	39%	49%	53%
Expense	37%	27%	42%	59%	57%
Terrorism	16%	19%	13%	22%	31%
Dis-crimination	10%	10%	5%	17%	18%
Should spend @home	4%	5%	4%	4%	2%
Other	-	11%	15%	3%	3%
DK	11%	8%	20%	1%	2%
No Concern	5%	1%	2%	10%	9%

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	78%	63%	79%	82%	79%	76%	68%	75%	81%	79%	82%	76%	67%	
	Expense	57%	66%	63%	52%	29%	57%	54%	54%	53%	56%	57%	60%	71%	
	Food	53%	50%	55%	52%	48%	52%	46%	49%	52%	60%	53%	51%	52%	
	Terrorism	31%	28%	29%	35%	30%	26%	27%	21%	32%	33%	33%	33%	43%	
	Discrimination against Taiwanese	18%	16%	19%	19%	16%	17%	16%	19%	15%	17%	18%	19%	38%	
	No concerns	9%	13%	7%	10%	13%	4%	22%	7%	10%	9%	10%	8%		
	Other	3%	5%	3%	3%		7%	3%	2%	2%	3%	2%	3%	5%	
	Don't know	2%	2%	3%	2%	4%	7%	11%	4%	1%	2%		1%		
	Should spend at home	2%	2%	2%	3%	2%	4%		2%	3%	1%	4%	1%	5%	
	Total	Count	596	82	269	188	56	46	37	57	107	102	97	118	21

Security Screening/ Immigration Process at Guam International Airport



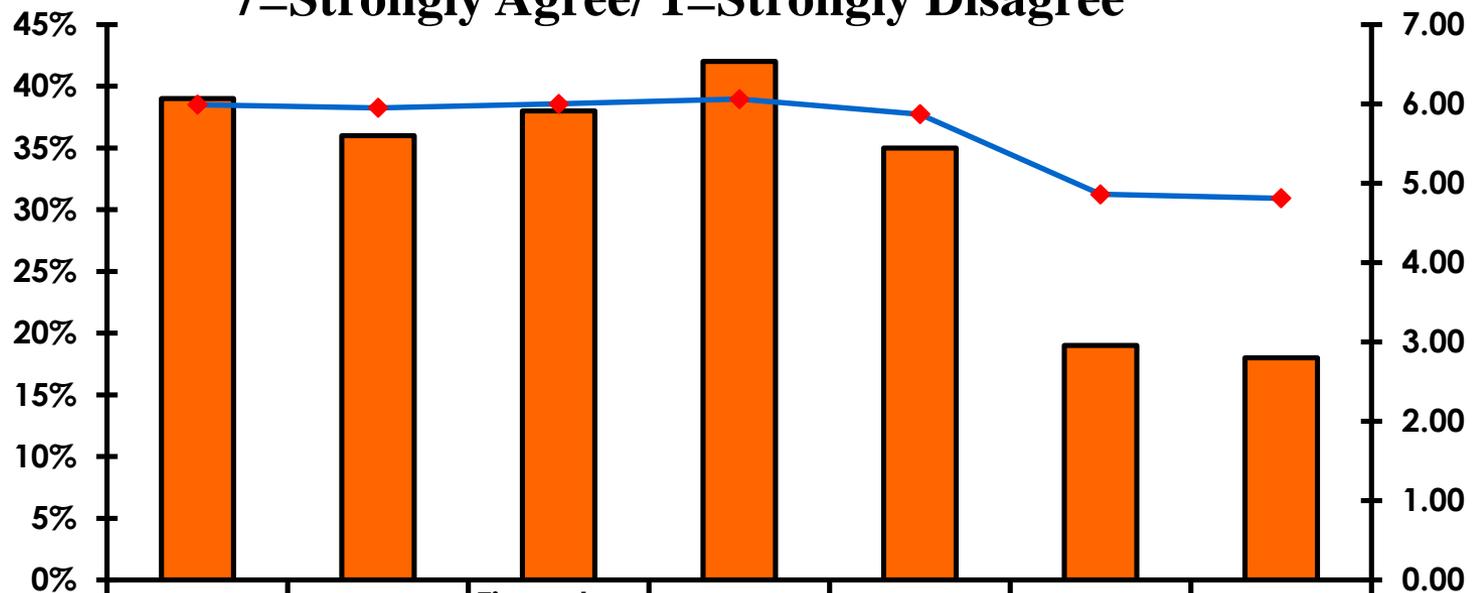
Security Screening/ Immigration Process at Guam International Airport

	FY2012	FY2013	FY2014	FY2015	FY2016
No effect	43%	48%	36%	52%	58%
Little effect	40%	41%	47%	26%	21%
Some effect	14%	9%	15%	19%	18%
Great effect	3%	2%	1%	3%	3%

Airport Screening

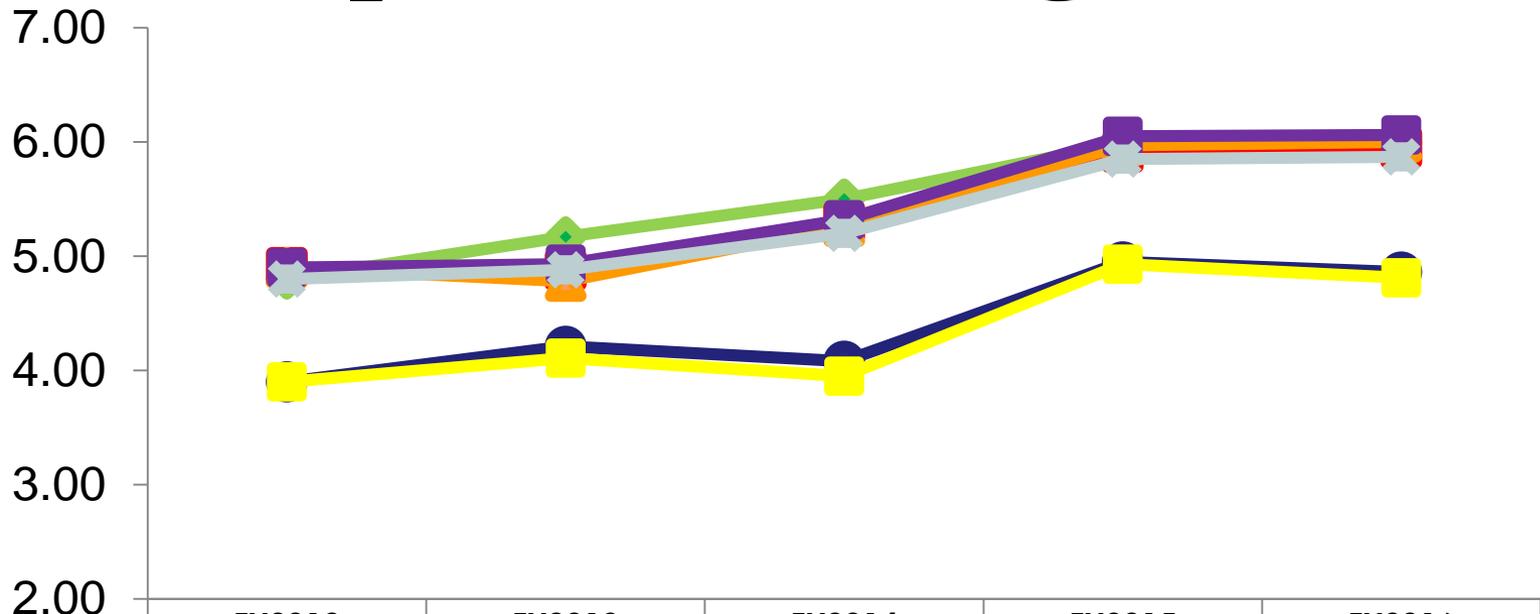
7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



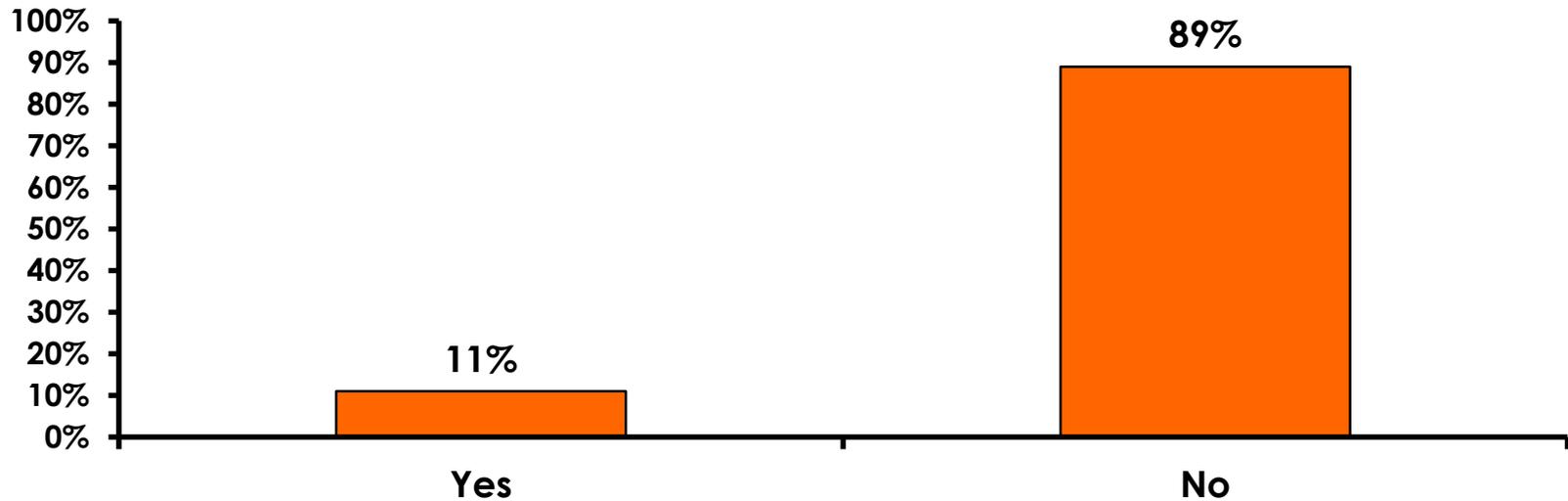
 Strongly agree	39%	36%	38%	42%	35%	19%	18%
 MEAN	5.99	5.95	6.00	6.06	5.87	4.86	4.81

Airport Screening



	FY2012	FY2013	FY2014	FY2015	FY2016
Time- Bag screening	4.80	5.17	5.50	5.99	5.99
Sign- Bag Screen	4.90	4.88	5.30	5.91	5.95
Time- clear security	4.90	4.78	5.26	5.97	6.00
Officer- good	4.90	4.93	5.32	6.05	6.06
Officer- careful	4.80	4.88	5.20	5.85	5.87
Officer- abusive	3.90	4.21	4.08	4.95	4.86
Officer- rude	3.90	4.11	3.95	4.93	4.81

SHOP GUAM FESTIVAL AWARENESS

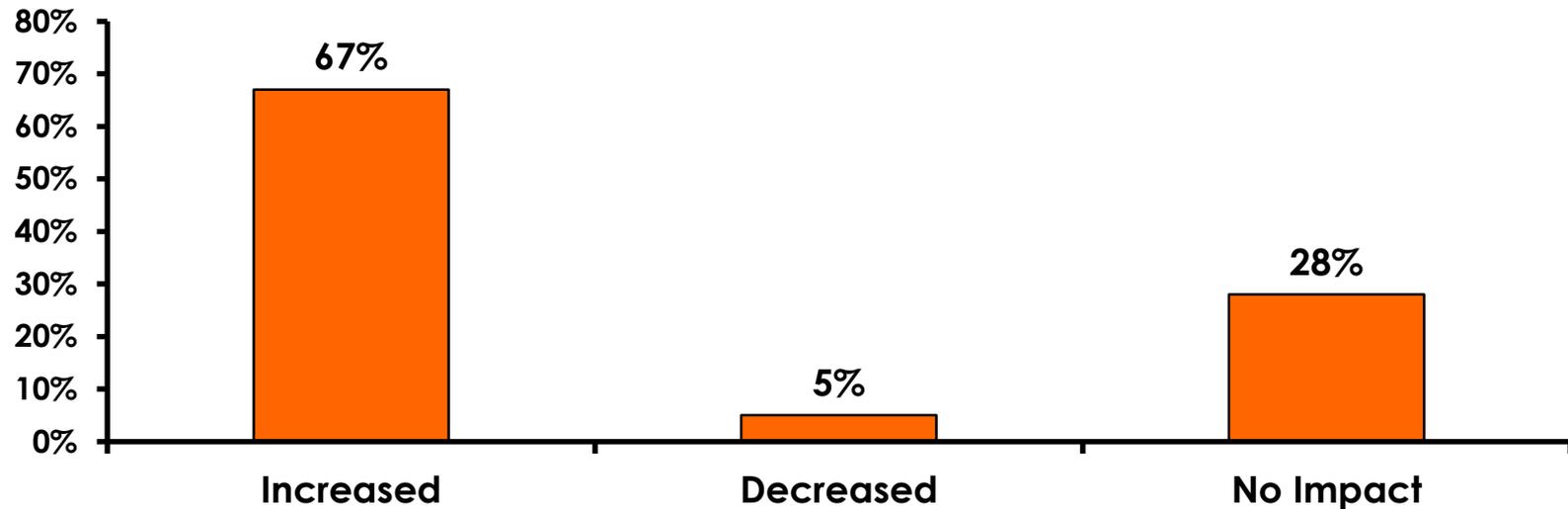


SHOP GUAM FESTIVAL AWARENESS

	FY2014	FY2015	FY2016
Aided Awareness	28%	13%	11%
Not aware	72%	87%	89%

SHOP GUAM FESTIVAL – IMPACT

n=64



SHOP GUAM FESTIVAL – IMPACT

	FY2014	FY2015	FY2016
Increased	34%	67%	67%
Decreased	23%	4%	5%
No change	43%	29%	28%