Guam Visitors Bureau
Taiwan Visitor Tracker Exit Profile & Market Segmentation Report
FY2017
QTR.2 (JANUARY – MARCH 2017)

Prepared by: Anthology Research

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Background and Methodology

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

• A total of 150 departing Taiwanese visitors were randomly interviewed at the Guam A.B. Wonpat International Airport’s departure and waiting areas.

• The margin of error for a sample of 150 is +/- 8.00 percentage points with a 95% confidence level. That is, if all Taiwanese visitors who traveled to Guam in the same time period were asked these questions, we can be 95% certain that their responses would not differ by +/- 8.00 percentage points.
Objectives

• To monitor the effectiveness of the Taiwan seasonal campaigns in attracting Taiwan visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Taiwan marketing plan.

• Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.
Key Highlighted Segments

• **The specific objectives were:**
  – To determine the relative size and expenditure behavior of the following market segments:
    • MICE (Q5A Convention/ Conference/ Trade Show/ Company sponsored)
    • Sports/ Adventure Traveler (Q5A Organized sporting activity/ Scuba/ Water sports, Q18 Skydiving, Q19 Scuba, snorkel, windsurf)
    • Wedding (Q5A)
    • Honeymoon (Q5A)
  – To identify the most significant factors affecting overall visitor satisfaction.
  – To identify (for all Taiwanese visitors) the most important determinants of on-island spending
Key Highlighted Segments

<table>
<thead>
<tr>
<th></th>
<th>Qtr1 (Oct16-Dec16)</th>
<th>Qtr2 (Jan17-Mar17)</th>
<th>Qtr3 (Apr17-Jun17)</th>
<th>Qtr4 (Jul17-Sept17)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MICE</td>
<td>2%</td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sports/Adventure</td>
<td>57%</td>
<td>54%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Honeymoon</td>
<td>13%</td>
<td>9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wedding</td>
<td>7%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SECTION 1
PROFILE OF RESPONDENTS
Marital Status

- Married: 58%
- Single: 42%
Marital status – FY2017 Tracking

- **Marital Status**
  - FY2017 Tracking

- **Qtr1 (Oct16-Dec16)**:
  - Married: 65%
  - Single: 35%

- **Qtr2 (Jan17-Mar17)**:
  - Married: 58%
  - Single: 42%

- **Qtr3 (Apr17-Jun17)**:
  - Married: 58%
  - Single: 42%

- **Qtr4 (Jul17-Sept17)**:
  - Married: 51%
  - Single: 49%
Marital status – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

QE  Are you married or single?

<table>
<thead>
<tr>
<th></th>
<th>TOTAL</th>
<th>MICE</th>
<th>SPORTS/ ADVENTURE</th>
<th>HONEYMOON</th>
</tr>
</thead>
<tbody>
<tr>
<td>QE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Married</td>
<td>58%</td>
<td>75%</td>
<td>60%</td>
<td>92%</td>
</tr>
<tr>
<td>Single</td>
<td>42%</td>
<td>25%</td>
<td>40%</td>
<td>8%</td>
</tr>
<tr>
<td>Total</td>
<td>151</td>
<td>4</td>
<td>82</td>
<td>13</td>
</tr>
</tbody>
</table>

Prepared by QMark Research
Age

- 18-24: 15%
- 25-39: 56%
- 40-49: 21%
- 50-59: 7%
- 60+: 1%

MEAN = 34.44
MEDIAN = 33
Age – FY2017 Tracking

<table>
<thead>
<tr>
<th></th>
<th>Qtr1 (Oct16-Dec16)</th>
<th>Qtr2 (Jan17-Mar17)</th>
<th>Qtr3 (Apr17-Jun17)</th>
<th>Qtr4 (Jul17-Sept17)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEAN</td>
<td>36.24</td>
<td>34.44</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEDIAN</td>
<td>34</td>
<td>33</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# Age – Key Segments

**GUAM VISITORS BUREAU - EXIT SURVEY**

QF  And what was your age on your last birthday?

<table>
<thead>
<tr>
<th>Age Range</th>
<th>TOTAL</th>
<th>MICE</th>
<th>SPORTS/ ADVENTURE</th>
<th>HONEYMOON</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>15%</td>
<td>-</td>
<td>20%</td>
<td>8%</td>
</tr>
<tr>
<td>25-39</td>
<td>56%</td>
<td>75%</td>
<td>55%</td>
<td>92%</td>
</tr>
<tr>
<td>40-49</td>
<td>21%</td>
<td>25%</td>
<td>20%</td>
<td>-</td>
</tr>
<tr>
<td>50-59</td>
<td>7%</td>
<td>-</td>
<td>6%</td>
<td>-</td>
</tr>
<tr>
<td>60+</td>
<td>1%</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>151</td>
<td>4</td>
<td>82</td>
<td>13</td>
</tr>
<tr>
<td>QF Mean</td>
<td>34.44</td>
<td>34.50</td>
<td>33.35</td>
<td>29.77</td>
</tr>
<tr>
<td>QF Median</td>
<td>33</td>
<td>36</td>
<td>32</td>
<td>30</td>
</tr>
</tbody>
</table>

Prepared by QMark Research
Annual Household Income

EXCHANGE RATE NT30.37=$1
Annual Household Income

EXCHANGE RATE NT30.37=$1
Annual Household Income – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

Q26 What is your approximate annual household income before taxes?

<table>
<thead>
<tr>
<th></th>
<th>TOTAL</th>
<th>MICE</th>
<th>SPORTS/ADVENTURE</th>
<th>HONEYMOON</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q26 &lt;=NT160K</td>
<td>3%</td>
<td></td>
<td>4%</td>
<td>8%</td>
</tr>
<tr>
<td>NT160K-NT200K</td>
<td>5%</td>
<td></td>
<td>4%</td>
<td>8%</td>
</tr>
<tr>
<td>NT200K-NT400K</td>
<td>6%</td>
<td></td>
<td>4%</td>
<td>8%</td>
</tr>
<tr>
<td>NT400K-NT600K</td>
<td>17%</td>
<td></td>
<td>20%</td>
<td>23%</td>
</tr>
<tr>
<td>NT600K-NT800K</td>
<td>25%</td>
<td>25%</td>
<td>22%</td>
<td>15%</td>
</tr>
<tr>
<td>NT800K-NT1.0M</td>
<td>14%</td>
<td></td>
<td>18%</td>
<td>15%</td>
</tr>
<tr>
<td>NT1.0M+</td>
<td>25%</td>
<td>75%</td>
<td>22%</td>
<td>8%</td>
</tr>
<tr>
<td>No Income</td>
<td>6%</td>
<td></td>
<td>7%</td>
<td>15%</td>
</tr>
<tr>
<td>Total</td>
<td>151</td>
<td>4</td>
<td>82</td>
<td>13</td>
</tr>
</tbody>
</table>

Prepared by QMark Research
Travel Party

- Family: 56%
- Spouse: 39%
- Friends: 30%
- Child: 23%
- Office: 21%
- Sibling/Parents: 9%
- Alone: 5%
- Older parent: 1%
Travel Party - Children

N = 35
23% TRAVELING WITH A CHILD

- 0-2 Years old: 34%
- 3-6 Years old: 20%
- 7-11 Years old: 43%
- 12-18 Years old: 43%
Trips to Guam

First time: 81%
Repeat: 19%
Trips to Guam – FY2017 Tracking

First:
- Qtr1 (Oct16-Dec16): 23%
- Qtr2 (Jan17-Mar17): 19%
- Qtr3 (Apr17-Jun17): 19%
- Qtr4 (Jul17-Sept17): 19%

Repeat:
- Qtr1 (Oct16-Dec16): 77%
- Qtr2 (Jan17-Mar17): 81%
- Qtr3 (Apr17-Jun17): 23%
- Qtr4 (Jul17-Sept17): 19%
### GUAM VISITORS BUREAU - EXIT SURVEY

**Q3A Is this your first trip to Guam?**

<table>
<thead>
<tr>
<th></th>
<th>TOTAL</th>
<th>MICE</th>
<th>SPORTS/ADVENTURE</th>
<th>HONEYMOON</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q3A Yes</td>
<td>81%</td>
<td>100%</td>
<td>88%</td>
<td>100%</td>
</tr>
<tr>
<td>No</td>
<td>19%</td>
<td>4</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>151</td>
<td>4</td>
<td>82</td>
<td>13</td>
</tr>
</tbody>
</table>

Prepared by QMark Research
Repeat Visitor - Most Recent Trip

N = 23
MEAN NUMBER OF TRIPS = 2.35
MEDIAN NUMBER OF TRIPS = 2

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Within the last year</td>
<td>9%</td>
</tr>
<tr>
<td>One to two years ago</td>
<td>26%</td>
</tr>
<tr>
<td>More than two years ago</td>
<td>65%</td>
</tr>
</tbody>
</table>
Length of Stay

- One to two nights: 1%
- Three nights: 37%
- Four or more nights: 61%

Mean number of nights = 4.05
Median number of nights = 4
### Length of Stay – FY2017 Tracking

<table>
<thead>
<tr>
<th>Qtr1 (Oct16-Dec16)</th>
<th>Qtr2 (Jan17-Mar17)</th>
<th>Qtr3 (Apr17-Jun17)</th>
<th>Qtr4 (Jul17-Sept17)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEAN</td>
<td>3.95</td>
<td>4.05</td>
<td></td>
</tr>
<tr>
<td>MEDIAN</td>
<td>4</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>
### Length of Stay – Key Segments

#### GUAM VISITORS BUREAU - EXIT SURVEY

**Q8** How many nights did you stay on Guam?

<table>
<thead>
<tr>
<th></th>
<th>TOTAL</th>
<th>MICE</th>
<th>SPORTS/ADVENTURE</th>
<th>HONEYMOON</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Q8</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-2</td>
<td>1%</td>
<td></td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>37%</td>
<td></td>
<td>33%</td>
<td>31%</td>
</tr>
<tr>
<td>4+</td>
<td>61%</td>
<td>100%</td>
<td>65%</td>
<td>69%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>150</td>
<td>4</td>
<td>81</td>
<td>13</td>
</tr>
<tr>
<td><strong>Q8</strong> Mean</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean</td>
<td>4.05</td>
<td>4.00</td>
<td>3.98</td>
<td>4.23</td>
</tr>
<tr>
<td>Median</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

Prepared by QMark Research
Occupation – Top Responses (10%+)

- **Office non-mgr**: 30%
- **Sales**: 21%
- **Professional/Spec**: 16%
- **Skilled worker**: 11%
SECTION 2
TRAVEL PLANNING
Travel Planning

- Free-time pkg tour: 51%
- Full pkg tour: 28%
- FIT: 12%
- Group tour: 7%
- Company Sponsor: 2%
## Travel Planning – FY2017 Tracking

<table>
<thead>
<tr>
<th></th>
<th>Qtr1 (Oct'16-Dec'16)</th>
<th>Qtr2 (Jan'17-Mar'17)</th>
<th>Qtr3 (Apr'17-Jun'17)</th>
<th>Qtr4 (Jul'17-Sept'17)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free-time pkg tour</td>
<td>38%</td>
<td>51%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full pkg tour</td>
<td>33%</td>
<td>28%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FIT</td>
<td>13%</td>
<td>12%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company</td>
<td>7%</td>
<td>2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group</td>
<td>8%</td>
<td>7%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### GUAM VISITORS BUREAU - EXIT SURVEY

Q7 Please describe your travel arrangements to Guam?

<table>
<thead>
<tr>
<th></th>
<th>TOTAL</th>
<th>MICE</th>
<th>SPORTS/ADVENTURE</th>
<th>HONEYMOON</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free-time package tour</td>
<td>51%</td>
<td>-</td>
<td>54%</td>
<td>42%</td>
</tr>
<tr>
<td>Full package tour</td>
<td>28%</td>
<td>75%</td>
<td>28%</td>
<td>58%</td>
</tr>
<tr>
<td>Individually arranged travel (FIT)</td>
<td>12%</td>
<td>-</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Group tour</td>
<td>7%</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Company paid travel</td>
<td>2%</td>
<td>25%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>150</td>
<td>4</td>
<td>81</td>
<td>12</td>
</tr>
</tbody>
</table>

Prepared by QMark Research
Accommodations (Top Responses)

- Fiesta Resort, Guam: 28%, 3.95
- Westin Resort: 21%, 3.88
- Hotel Santa Fe: 8%, 3.02
- Verona Resort: 7%, 5.00
- Guam Reef & Olive: 5%, 3.83

Stayed At
Length of Stay
<table>
<thead>
<tr>
<th>Motivation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural beauty</td>
<td>70%</td>
</tr>
<tr>
<td>Relax</td>
<td>44%</td>
</tr>
<tr>
<td>Shopping</td>
<td>35%</td>
</tr>
<tr>
<td>Recommendation</td>
<td>25%</td>
</tr>
<tr>
<td>Water sports</td>
<td>20%</td>
</tr>
<tr>
<td>Safe</td>
<td>19%</td>
</tr>
<tr>
<td>Prior trip</td>
<td>13%</td>
</tr>
<tr>
<td>No Visa</td>
<td>13%</td>
</tr>
<tr>
<td>Scuba</td>
<td>12%</td>
</tr>
<tr>
<td>Honeymoon</td>
<td>9%</td>
</tr>
</tbody>
</table>
## Travel Motivation – Key Segments

### GUAM VISITORS BUREAU - EXIT SURVEY

Q5A Please select the top 3 reasons that motivated you to travel to Guam?

<table>
<thead>
<tr>
<th>Reason</th>
<th>TOTAL</th>
<th>MICE</th>
<th>SPORTS/ADVENTURE</th>
<th>HONEYMOON</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural beauty</td>
<td>70%</td>
<td>50%</td>
<td>68%</td>
<td>69%</td>
</tr>
<tr>
<td>Relax</td>
<td>44%</td>
<td>25%</td>
<td>38%</td>
<td>77%</td>
</tr>
<tr>
<td>Shopping</td>
<td>35%</td>
<td>25%</td>
<td>29%</td>
<td>31%</td>
</tr>
<tr>
<td>Recommend to friend/family/travel agent</td>
<td>25%</td>
<td>24%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Water sports</td>
<td>20%</td>
<td>25%</td>
<td>37%</td>
<td>8%</td>
</tr>
<tr>
<td>Safe</td>
<td>19%</td>
<td>25%</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>No Visa requirement</td>
<td>13%</td>
<td>9%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Previous trip</td>
<td>13%</td>
<td>9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scuba</td>
<td>12%</td>
<td></td>
<td>22%</td>
<td></td>
</tr>
<tr>
<td>Honeymoon</td>
<td>9%</td>
<td>9%</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td>9%</td>
<td>6%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Pleasure</td>
<td>8%</td>
<td>25%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Company/ Business Trip</td>
<td>8%</td>
<td>50%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Short travel time</td>
<td>5%</td>
<td></td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
<td></td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Convention/ Trade/ Conference</td>
<td>1%</td>
<td>50%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Company Sponsored</td>
<td>1%</td>
<td>50%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Organized sports</td>
<td>1%</td>
<td></td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Career Cert/ Testing</td>
<td>1%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Golf</td>
<td>1%</td>
<td></td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Visit friends/ Relatives</td>
<td>1%</td>
<td></td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>150</td>
<td>4</td>
<td>82</td>
<td>13</td>
</tr>
</tbody>
</table>

Prepared by QMark Research
SECTION 3
EXPENDITURES
Prepaid Expenditures

• $1,343.70 = overall mean average prepaid expense (for entire travel party size) by respondent

• $873.41 = overall mean average per person prepaid expenditures
Prepaid Entire Travel Party – FY2017 Tracking

<table>
<thead>
<tr>
<th></th>
<th>Qtr1 (Oct16-Dec16)</th>
<th>Qtr2 (Jan17-Mar17)</th>
<th>Qtr3 (Apr17-Jun17)</th>
<th>Qtr4 (Jul17-Sept17)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MEAN</strong></td>
<td>$935.76</td>
<td>$1,343.70</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MEDIAN</strong></td>
<td>$945.00</td>
<td>$1,054.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Prepaid Per Person– FY2017 Tracking

<table>
<thead>
<tr>
<th></th>
<th>Qtr1 (Oct16-Dec16)</th>
<th>Qtr2 (Jan17-Mar17)</th>
<th>Qtr3 (Apr17-Jun17)</th>
<th>Qtr4 (Jul17-Sept17)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEAN</td>
<td>$660.28</td>
<td>$873.41</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEDIAN</td>
<td>$673.00</td>
<td>$922.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Prepaid Per Person – Key Segments**

**GUAM VISITORS BUREAU - EXIT SURVEY**

Q10A How much did you pay in Taiwan before coming to Guam for the tour package, your airfare, lodging meals, and transportation?

<table>
<thead>
<tr>
<th>PER PERSON</th>
<th>TOTAL</th>
<th>MICE</th>
<th>SPORTS/ADVENTURE</th>
<th>HONEYMOON</th>
</tr>
</thead>
<tbody>
<tr>
<td>TWD$ Mean</td>
<td>$873.41</td>
<td>$442.05</td>
<td>$825.58</td>
<td>$1,001.33</td>
</tr>
<tr>
<td>Median</td>
<td>$922</td>
<td>$395</td>
<td>$807</td>
<td>$1,021</td>
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</table>

Prepared by QMark Research
Prepaid Expenses by Category – MEAN Entire Travel Party

- Air/Hotel pkg: $1,239.51
- Air/Hotel/Meal pkg: $1,717.29
- Air Only: $0.00
- Hotel Only: $1,000.00
- Hotel/Meal: $3,951.27
- F&B: $105.31
- Hotel Trans-Taiwan: $109.89
- Hotel Trans-Guam: $351.50
- Optional Tour: $588.38
- Other: $0.00
Prepaid– FY2017 Tracking
Airfare & Accommodation Packages

<table>
<thead>
<tr>
<th></th>
<th>Qtr1 (Oct16-Dec16)</th>
<th>Qtr2 (Jan17-Mar17)</th>
<th>Qtr3 (Apr17-Jun17)</th>
<th>Qtr4 (Jul17-Sept17)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEAN</td>
<td>$1,295.71</td>
<td>$1,239.51</td>
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<tr>
<td>MEDIAN</td>
<td>$1,103.00</td>
<td></td>
<td>$988.00</td>
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</table>
Prepaid– FY2017 Tracking
Airfare & Accommodation W/ Meal Packages

<table>
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<tr>
<th></th>
<th>Qtr1 (Oct16-Dec16)</th>
<th>Qtr2 (Jan17-Mar17)</th>
<th>Qtr3 (Apr17-Jun17)</th>
<th>Qtr4 (Jul17-Sept17)</th>
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</thead>
<tbody>
<tr>
<td>MEAN</td>
<td>$1,381.09</td>
<td>$1,717.29</td>
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<tr>
<td>MEDIAN</td>
<td>$1,292.00</td>
<td>$1,317.00</td>
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</table>
Prepaid– FY2017 Tracking
Airfare Only

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<th>Qtr2 (Jan17-Mar17)</th>
<th>Qtr3 (Apr17-Jun17)</th>
<th>Qtr4 (Jul17-Sept17)</th>
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<tbody>
<tr>
<td>MEAN</td>
<td>$1,040.03</td>
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<tr>
<td>MEDIAN</td>
<td>$1,040.00</td>
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</table>
Prepaid— FY2017 Tracking
Accommodations Only

<table>
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<th>Qtr1 (Oct16-Dec16)</th>
<th>Qtr2 (Jan17-Mar17)</th>
<th>Qtr3 (Apr17-Jun17)</th>
<th>Qtr4 (Jul17-Sept17)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEAN $472.74</td>
<td></td>
<td></td>
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<tr>
<td>MEDIAN $473.00</td>
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</table>
Prepaid– FY2017 Tracking
Accommodations w/ Meal Only

<table>
<thead>
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<th></th>
<th>Qtr1 (Oct16-Dec16)</th>
<th>Qtr2 (Jan17-Mar17)</th>
<th>Qtr3 (Apr17-Jun17)</th>
<th>Qtr4 (Jul17-Sept17)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MEAN</strong></td>
<td></td>
<td>$3,951.27</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MEDIAN</strong></td>
<td></td>
<td>$3,951.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Prepaid– FY2017 Tracking
Food & Beverage in Hotel

<table>
<thead>
<tr>
<th>Qtr1 (Oct16-Dec16)</th>
<th>Qtr2 (Jan17-Mar17)</th>
<th>Qtr3 (Apr17-Jun17)</th>
<th>Qtr4 (Jul17-Sept17)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEAN</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEDIAN</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Prepaid– FY2017 Tracking

Ground Transportation - Taiwan

<table>
<thead>
<tr>
<th></th>
<th>Qtr1 (Oct16-Dec16)</th>
<th>Qtr2 (Jan17-Mar17)</th>
<th>Qtr3 (Apr17-Jun17)</th>
<th>Qtr4 (Jul17-Sept17)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEAN</td>
<td>$70.60</td>
<td>$105.31</td>
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</tr>
<tr>
<td>MEDIAN</td>
<td>$63.00</td>
<td>$66.00</td>
<td></td>
<td></td>
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</table>
Prepaid– FY2017 Tracking

Ground Transportation - Guam

<table>
<thead>
<tr>
<th>Qtr1 (Oct16-Dec16)</th>
<th>Qtr2 (Jan17-Mar17)</th>
<th>Qtr3 (Apr17-Jun17)</th>
<th>Qtr4 (Jul17-Sept17)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEAN</td>
<td>$75.64</td>
<td>$109.89</td>
<td></td>
</tr>
<tr>
<td>MEDIAN</td>
<td>$76.00</td>
<td>$66.00</td>
<td></td>
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</tbody>
</table>
Prepaid– FY2017 Tracking
Optional tours/ Activities

<table>
<thead>
<tr>
<th></th>
<th>Qtr1 (Oct16-Dec16)</th>
<th>Qtr2 (Jan17-Mar17)</th>
<th>Qtr3 (Apr17-Jun17)</th>
<th>Qtr4 (Jul17-Sept17)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MEAN</strong></td>
<td>$260.77</td>
<td>$351.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MEDIAN</strong></td>
<td>$158.00</td>
<td></td>
<td>$298.00</td>
<td></td>
</tr>
</tbody>
</table>
On-Island Expenditures

- $1,003.83 = overall mean average prepaid expense (for entire travel party size) by respondent

- $682.53 = overall mean average per person prepaid expenditures
On-Island Entire Travel Party – FY2017 Tracking

<table>
<thead>
<tr>
<th></th>
<th>Qtr1 (Oct16-Dec16)</th>
<th>Qtr2 (Jan17-Mar17)</th>
<th>Qtr3 (Apr17-Jun17)</th>
<th>Qtr4 (Jul17-Sept17)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MEAN</strong></td>
<td>$885.67</td>
<td>$1,003.83</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MEDIAN</strong></td>
<td>$600.00</td>
<td>$707.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
On-Island Per Person – FY2017 Tracking

<table>
<thead>
<tr>
<th></th>
<th>Qtr1 (Oct16-Dec16)</th>
<th>Qtr2 (Jan17-Mar17)</th>
<th>Qtr3 (Apr17-Jun17)</th>
<th>Qtr4 (Jul17-Sept17)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MEAN</strong></td>
<td>$702.97</td>
<td>$682.53</td>
<td>$586.25</td>
<td>$526.75</td>
</tr>
<tr>
<td><strong>MEDIAN</strong></td>
<td>$400.00</td>
<td>$418.00</td>
<td>$418.00</td>
<td>$418.00</td>
</tr>
</tbody>
</table>
On-Island Per Person – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

Q11A How much in total did you spend while on Guam during this trip?

<table>
<thead>
<tr>
<th>PER PERSON</th>
<th>TOTAL</th>
<th>MICE</th>
<th>SPORTS/ADVENTURE</th>
<th>HONEYMOON</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ONISLE</td>
<td>Mean</td>
<td>$682.53</td>
<td>$808.25</td>
<td>$746.20</td>
</tr>
<tr>
<td></td>
<td>Median</td>
<td>$418</td>
<td>$792</td>
<td>$443</td>
</tr>
</tbody>
</table>

Prepared by QMark Research
Per Person MEAN expenditures – FY2017 Tracking
On-Island/ Prepaid

<table>
<thead>
<tr>
<th></th>
<th>Qtr1 (Oct16-Dec16)</th>
<th>Qtr2 (Jan17-Mar17)</th>
<th>Qtr3 (Apr17-Jun17)</th>
<th>Qtr4 (Jul17-Sept17)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>On-Island</strong></td>
<td>$702.97</td>
<td>$682.53</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Prepaid</strong></td>
<td>$660.28</td>
<td></td>
<td>$873.41</td>
<td></td>
</tr>
</tbody>
</table>
On-Island Per Day Spending – FY2017 Tracking MEAN

<table>
<thead>
<tr>
<th></th>
<th>Qtr1 (Oct16-Dec16)</th>
<th>Qtr2 (Jan17-Mar17)</th>
<th>Qtr3 (Apr17-Jun17)</th>
<th>Qtr4 (Jul17-Sept17)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Per Person</strong></td>
<td>$176.54</td>
<td>$171.14</td>
<td></td>
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</tr>
<tr>
<td><strong>Travel Party</strong></td>
<td>$226.25</td>
<td>$254.75</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
On-Island Expenses by Category – MEAN

Entire Travel Party

- F&B Hotel: $24.64
- F&B Fast Food/Conv Store: $63.23
- F&B Restaurant: $92.19
- Optional Tour: $127.45
- Gift-Self: $202.85
- Gift-Others: $140.97
- Local Trans: $59.23
- Other: $293.28
On-Island – FY2017 Tracking
Food & Beverage - Hotel

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr1 (Oct16-Dec16)</td>
<td>$15.16</td>
</tr>
<tr>
<td>Qtr2 (Jan17-Mar17)</td>
<td>$24.64</td>
</tr>
</tbody>
</table>
On-Island – FY2017 Tracking
Food & Beverage – Fast Food/Convenience Store

<table>
<thead>
<tr>
<th></th>
<th>Qtr1 (Oct16-Dec16)</th>
<th>Qtr2 (Jan17-Mar17)</th>
<th>Qtr3 (Apr17-Jun17)</th>
<th>Qtr4 (Jul17-Sept17)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEAN</td>
<td>$51.85</td>
<td>$63.23</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
On-Island – FY2017 Tracking
Food & Beverage – Restaurant/Drinking Est Outside Hotel

<table>
<thead>
<tr>
<th>Qtr1 (Oct16-Dec16)</th>
<th>Qtr2 (Jan17-Mar17)</th>
<th>Qtr3 (Apr17-Jun17)</th>
<th>Qtr4 (Jul17-Sept17)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEAN $48.32</td>
<td></td>
<td>$92.19</td>
<td></td>
</tr>
</tbody>
</table>
On-Island – FY2017 Tracking Optional tour/Activities

<table>
<thead>
<tr>
<th>Qtr</th>
<th>MEAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr1  (Oct16-Dec16)</td>
<td>$90.73</td>
</tr>
<tr>
<td>Qtr2  (Jan17-Mar17)</td>
<td>$127.45</td>
</tr>
<tr>
<td>Qtr3  (Apr17-Jun17)</td>
<td></td>
</tr>
<tr>
<td>Qtr4  (Jul17-Sept17)</td>
<td></td>
</tr>
</tbody>
</table>

- Qtr1: $90.73
- Qtr2: $127.45
- Qtr3: $0.00
- Qtr4: $25.00
On-Island – FY2017 Tracking
Gift/ Souvenir – Self/ Companion

<table>
<thead>
<tr>
<th>Quarter</th>
<th>MEAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr1 (Oct16-Dec16)</td>
<td>$259.27</td>
</tr>
<tr>
<td>Qtr2 (Jan17-Mar17)</td>
<td>$202.85</td>
</tr>
<tr>
<td>Qtr3 (Apr17-Jun17)</td>
<td>$0.00</td>
</tr>
<tr>
<td>Qtr4 (Jul17-Sept17)</td>
<td>$100.00</td>
</tr>
<tr>
<td>Qtr5 (Oct17-Dec17)</td>
<td>$200.00</td>
</tr>
<tr>
<td>Qtr6 (Jan18-Mar18)</td>
<td>$300.00</td>
</tr>
<tr>
<td>Qtr7 (Apr18-Jun18)</td>
<td>$400.00</td>
</tr>
<tr>
<td>Qtr8 (Jul18-Sept18)</td>
<td>$500.00</td>
</tr>
</tbody>
</table>
On-Island – FY2017 Tracking
Gift/ Souvenir – Friends/ Family

<table>
<thead>
<tr>
<th>Quarter</th>
<th>MEAN</th>
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</thead>
<tbody>
<tr>
<td>Qtr1 (Oct16-Dec16)</td>
<td>$169.55</td>
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<tr>
<td>Qtr2 (Jan17-Mar17)</td>
<td>$140.97</td>
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<tr>
<td>Qtr3 (Apr17-Jun17)</td>
<td>$0.00</td>
</tr>
<tr>
<td>Qtr4 (Jul17-Sept17)</td>
<td>$100.00</td>
</tr>
<tr>
<td></td>
<td>$200.00</td>
</tr>
<tr>
<td></td>
<td>$300.00</td>
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<tr>
<td></td>
<td>$400.00</td>
</tr>
<tr>
<td></td>
<td>$500.00</td>
</tr>
</tbody>
</table>
On-Island – FY2017 Tracking
Local Transportation

<table>
<thead>
<tr>
<th></th>
<th>Qtr1 (Oct16-Dec16)</th>
<th>Qtr2 (Jan17-Mar17)</th>
<th>Qtr3 (Apr17-Jun17)</th>
<th>Qtr4 (Jul17-Sept17)</th>
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</thead>
<tbody>
<tr>
<td><strong>MEAN</strong></td>
<td>$35.34</td>
<td>$59.23</td>
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On-Island – FY2017 Tracking
Other Not Included

<table>
<thead>
<tr>
<th>Quarter</th>
<th>MEAN</th>
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</thead>
<tbody>
<tr>
<td>Qtr1 (Oct16-Dec16)</td>
<td>$215.45</td>
</tr>
<tr>
<td>Qtr2 (Jan17-Mar17)</td>
<td>$293.28</td>
</tr>
<tr>
<td>Qtr3 (Apr17-Jun17)</td>
<td></td>
</tr>
<tr>
<td>Qtr4 (Jul17-Sept17)</td>
<td></td>
</tr>
</tbody>
</table>
TOTAL (On-Isle + Prepaid) Expenditures Per Person

• $1,555.94 = overall mean average prepaid expense by respondent/ Per Person
TOTAL Per Person Expenditures – FY2017 Tracking

<table>
<thead>
<tr>
<th></th>
<th>Qtr1 (Oct16-Dec16)</th>
<th>Qtr2 (Jan17-Mar17)</th>
<th>Qtr3 (Apr17-Jun17)</th>
<th>Qtr4 (Jul17-Sept17)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEAN</td>
<td>$1,363.25</td>
<td>$1,555.94</td>
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<td></td>
</tr>
<tr>
<td>MEDIAN</td>
<td>$1,261.00</td>
<td>$1,398.00</td>
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</tbody>
</table>
TOTAL Per Person Expenditures – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

TOTAL EXPENDITURES (On-Isle / Prepaid)

<table>
<thead>
<tr>
<th>PER PERSON</th>
<th>TOTAL</th>
<th>MICE</th>
<th>SPORTS/ADVENTURE</th>
<th>HONEYMOON</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTPP</td>
<td>Mean</td>
<td>$1,555.94</td>
<td>$1,250.30</td>
<td>$1,571.77</td>
</tr>
<tr>
<td></td>
<td>Median</td>
<td>$1,398</td>
<td>$1,187</td>
<td>$1,322</td>
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</table>

Prepared by QMark Research
GUAM AIRPORT EXPENDITURE – FY2017 Tracking

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr1 (Oct16-Dec16)</td>
<td>$179.93</td>
</tr>
<tr>
<td>Qtr2 (Jan17-Mar17)</td>
<td>$342.42</td>
</tr>
<tr>
<td>Qtr3 (Apr17-Jun17)</td>
<td>$0.00</td>
</tr>
<tr>
<td>Qtr4 (Jul17-Sept17)</td>
<td>$100.00</td>
</tr>
<tr>
<td>MEAN</td>
<td>$200.00</td>
</tr>
</tbody>
</table>
PARTICIPATED IN SHOP GUAM e-FESTIVAL

Yes 12%

No 88%
SHOP GUAM E-FESTIVAL SPENDING – FY2017 Tracking

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Spending Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr1 (Oct16-Dec16)</td>
<td>$440.75</td>
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<tr>
<td>Qtr2 (Jan17-Mar17)</td>
<td>$227.50</td>
</tr>
<tr>
<td>Qtr3 (Apr17-Jun17)</td>
<td>$0.00</td>
</tr>
<tr>
<td>Qtr4 (Jul17-Sept17)</td>
<td>$100.00</td>
</tr>
</tbody>
</table>
SECTION 4
VISITOR SATISFACTION BEHAVIOR
OVERALL SATISFACTION

Qtr1 (Oct16-Dec16) - 41%
Qtr2 (Jan17-Mar17) - 36%
Qtr3 (Apr17-Jun17)
Qtr4 (Jul17-Sept17)

Very Satisfied (Top Box)
MEAN (7pt Scale)
Guam was better than expected

- Qtr1 (Oct16-Dec16): 51% Strongly agree
- Qtr2 (Jan17-Mar17): 37%
- Qtr3 (Apr17-Jun17): 6.21
- Qtr4 (Jul17-Sept17): 5.94
I had no communication problems

Qtr1 (Oct16-Dec16) - 42%
Qtr2 (Jan17-Mar17) - 29%
Qtr3 (Apr17-Jun17) -
Qtr4 (Jul17-Sept17) -

MEAN (7pt Scale) - 6.01 to 5.83
I will recommend Guam to friends

- Qtr1 (Oct16-Dec16): 53% (Strongly agree)
- Qtr2 (Jan17-Mar17): 44% (Strongly agree)
- Qtr3 (Apr17-Jun17): 6.20 (MEAN)
- Qtr4 (Jul17-Sept17): 6.25 (MEAN)
Sites on Guam were attractive

- Qtr1 (Oct16-Dec16): 50%
- Qtr2 (Jan17-Mar17): 38%
- Qtr3 (Apr17-Jun17): MEAN (7pt Scale) = 5.93
- Qtr4 (Jul17-Sept17): MEAN (7pt Scale) = 6.11

Strongly agree
I plan to visit Guam again

Qtr1 (Oct16-Dec16) 6.06 51%
Qtr2 (Jan17-Mar17) 5.88 36%
Qtr3 (Apr17-Jun17) 5.88 36%
Qtr4 (Jul17-Sept17) 5.88 36%

Strongly agree

MEAN (7pt Scale)
Not enough night time activities

Qtr1 (Oct16-Dec16) | Qtr2 (Jan17-Mar17) | Qtr3 (Apr17-Jun17) | Qtr4 (Jul17-Sept17)

Strongly agree | MEAN (7pt Scale)

25% | 14% | 5.39 | 5.19

Qtr1 (Oct16-Dec16) | Qtr2 (Jan17-Mar17) | Qtr3 (Apr17-Jun17) | Qtr4 (Jul17-Sept17)
GENERAL SATISFACTION

Ease of getting around: 36%
Safety walking at night: 37%
Price of things on Guam: 19%

Very Satisfied (Top Box):
- Ease of getting around: 36%
- Safety walking at night: 37%
- Price of things on Guam: 19%

MEAN (7pt Scale):
- Ease of getting around: 5.93
- Safety walking at night: 6.04
- Price of things on Guam: 5.15
GENERAL SATISFACTION – Quality/ Cleanliness

<table>
<thead>
<tr>
<th>Service</th>
<th>Very Satisfied (Top Box)</th>
<th>Mean (7pt Scale)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beaches/Parks</td>
<td>49%</td>
<td>6.27</td>
</tr>
<tr>
<td>Air/Sky</td>
<td>52%</td>
<td>6.33</td>
</tr>
<tr>
<td>Parks</td>
<td>48%</td>
<td>6.26</td>
</tr>
<tr>
<td>Landscape Tumon</td>
<td>61%</td>
<td>6.49</td>
</tr>
<tr>
<td>Landscape Guam</td>
<td>58%</td>
<td>6.46</td>
</tr>
<tr>
<td>Ground Handler</td>
<td>48%</td>
<td>6.26</td>
</tr>
<tr>
<td>Transportation vehicle</td>
<td>38%</td>
<td>6.10</td>
</tr>
</tbody>
</table>
ACCOMMODATIONS – OVERALL SATISFACTION

Qtr1 (Oct16-Dec16) | Qtr2 (Jan17-Mar17) | Qtr3 (Apr17-Jun17) | Qtr4 (Jul17-Sept17)

Very Satisfied (Top Box)  | MEAN (7pt Scale)

42%  | 36%  | 5.94  | 5.80
ACCOMMODATIONS – Satisfaction by Category

Very Satisfied (Top Box) MEAN (7pt Scale)

- Room: 36% (5.68)
- View: 51% (6.05)
- Furnishings: 29% (5.62)
- Cleanliness: 38% (5.76)
- Food-Quality: 24% (5.54)
- Food-Quantity: 39% (5.90)
- Staff: 50% (6.03)
- Service: 46% (5.97)
- Value: 28% (5.66)
DINING EXPERIENCE (Outside Hotel) – Satisfaction by Category

- Furnishings: 25%
- Cleanliness: 31%
- Food-Quality: 31%
- Food-Quantity: 30%
- Staff: 43%
- Service: 48%
- Value: 46%

MEAN (7pt Scale): 81
Shopping Malls/Stores (Top Responses)

ABC Store: 91%
Prem Outlet: 76%
K-Mart: 70%
Macy's: 67%
DFS: 67%
Micro Mall: 59%
Ross: 40%
Tumon Sands: 31%
JP Super: 30%
The Plaza: 20%
SHOPPING - SATISFACTION

QUALITY

VARIETY

Very Satisfied (Top Box)

MEAN (7pt Scale)
OPTIONAL TOUR PARTICIPATION – FY2017 Tracking

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Participation %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr1 (Oct16-Dec16)</td>
<td>80%</td>
</tr>
<tr>
<td>Qtr2 (Jan17-Mar17)</td>
<td>72%</td>
</tr>
<tr>
<td>Qtr3 (Apr17-Jun17)</td>
<td></td>
</tr>
<tr>
<td>Qtr4 (Jul17-Sept17)</td>
<td></td>
</tr>
</tbody>
</table>
Optional Tour Participation (Top Responses)

- Fish Eye: 31%
- Sandcastle: 16%
- Chamorro Night Mkt: 16%
- Skydive: 10%
- Nightclub: 9%
- Culture Park: 9%
Optional Tour Satisfaction
Top Responses only - Participation (10%+)

- Fish Eye: 28%
- Sandcastle: 58%
- Chamorro Night Mkt: 13%
- Skydive: 60%

Fish Eye: Mean 5.72
Sandcastle: Mean 6.25
Chamorro Night Mkt: Mean 5.21
Skydive: Mean 6.20
DAY TOUR - SATISFACTION

QUALITY
VERY SATISFIED (TOP BOX)
MEAN (7pt SCALE)

43%
6.27

41%
6.21

VARIETY

0%
10%
20%
30%
40%
50%
60%
70%
80%

87
NIGHT TOUR - SATISFACTION

QUALITY
- Very Satisfied (Top Box)
- MEAN (7pt Scale)

VARIETY
- Very Satisfied (Top Box)
- MEAN (7pt Scale)
Activities Participation (Top Responses)

- Shopping: 82%
- Sightseeing: 72%
- Two-Lovers Pt: 62%
- Beach Resort: 53%
- Arch site: 36%
- Dinner Show: 36%
- Snorkle: 34%
- Scuba: 23%
- Water park: 22%
- Dolphin Watch: 18%
SECTION 5
PROMOTIONS
INTERNET-GUAM SOURCES OF INFORMATION

- Search Engines: 82%
- Social Networks: 11%
- Forums: 11%
- Did NOT use Internet: 7%
- Q&A Sites: 5%
- Blogs: 4%
- Other: 1%

Search Engines are the most commonly used source of information, followed by Social Networks and Forums.
INTERNET - SOURCES OF INFORMATION

Things to do on Guam

87% used Google
25% used Facebook
25% used Yahoo
1% used Instagram
4% used Other
4% did NOT use Internet
INTERNET- SOURCES OF INFORMATION

GVB

Did NOT use GVB: 44%
GVB Website: 39%
GVB Facebook: 18%
GVB Blog: 12%
TRAVEL MOTIVATION

- Friends/Family: 46%
- Other: 16%
- Social Media: 16%
- Travel shows: 16%
- Travel Agent: 15%
- Internet: 13%
- Company/Business: 8%
PRE-ARRIVAL SOURCES OF INFORMATION

- Friends/Family: 60%
- Internet: 38%
- TV: 32%
- Travel Ag Brochure: 32%
- Business: 24%
- Prior Trip: 15%
- Consumer Travel Show: 13%
- Magazine: 13%
- Guidebook: 11%
PRE-ARRIVAL
SOURCES OF INFORMATION –
Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

Q1 Please select the top 3 sources of information you used to find out about Guam before you trip.

<table>
<thead>
<tr>
<th>Source</th>
<th>TOTAL</th>
<th>MICE</th>
<th>SPORTS/ADVENTURE</th>
<th>HONEYMOON</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friend/ Relative</td>
<td>60%</td>
<td>25%</td>
<td>60%</td>
<td>46%</td>
</tr>
<tr>
<td>Internet</td>
<td>38%</td>
<td>50%</td>
<td>39%</td>
<td>46%</td>
</tr>
<tr>
<td>Travel Agent Brochure</td>
<td>32%</td>
<td>25%</td>
<td>39%</td>
<td>46%</td>
</tr>
<tr>
<td>TV</td>
<td>32%</td>
<td>25%</td>
<td>32%</td>
<td>62%</td>
</tr>
<tr>
<td>Co-Worker/ Company Trvl Dept</td>
<td>24%</td>
<td>100%</td>
<td>22%</td>
<td>15%</td>
</tr>
<tr>
<td>Prior Trip</td>
<td>15%</td>
<td>11%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consumer Trvl Show</td>
<td>13%</td>
<td>11%</td>
<td></td>
<td>23%</td>
</tr>
<tr>
<td>Magazine (Consumer)</td>
<td>13%</td>
<td>15%</td>
<td></td>
<td>8%</td>
</tr>
<tr>
<td>Travel Guidebook-Bookstore</td>
<td>11%</td>
<td>12%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Travel Trade Show</td>
<td>7%</td>
<td>6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newspaper</td>
<td>6%</td>
<td>4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GVB Promo</td>
<td>4%</td>
<td>4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
<td>2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Theater Ad</td>
<td>1%</td>
<td>2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GVB Office</td>
<td>1%</td>
<td>2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td>1%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>151</td>
<td>4</td>
<td>82</td>
<td>13</td>
</tr>
</tbody>
</table>

Prepared by QMark Research
ONISLE SOURCES OF INFORMATION

- Tour staff: 67%
- Internet: 38%
- Hotel staff: 36%
- Other Visitors: 24%
- Local ppl: 24%
- GVB: 17%
- Signage/Ads: 17%
- Restaurant Staff: 9%
- Visitor Ch: 9%
- Retail: 5%
- Taxi: 4%
ON-ISLE SOURCES OF INFORMATION – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

Q2 Please select the top 3 sources of information you used to find out about Guam while you were here.

<table>
<thead>
<tr>
<th>Source</th>
<th>TOTAL</th>
<th>MICE</th>
<th>SPORTS/ADVENTURE</th>
<th>HONEYMOON</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tour Staff</td>
<td>67%</td>
<td>100%</td>
<td>72%</td>
<td>85%</td>
</tr>
<tr>
<td>Internet</td>
<td>38%</td>
<td>50%</td>
<td>36%</td>
<td>62%</td>
</tr>
<tr>
<td>Hotel Staff</td>
<td>36%</td>
<td>41%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Other Visitors</td>
<td>24%</td>
<td>50%</td>
<td>22%</td>
<td>31%</td>
</tr>
<tr>
<td>Local Ppl</td>
<td>24%</td>
<td>25%</td>
<td>27%</td>
<td>23%</td>
</tr>
<tr>
<td>GVB</td>
<td>17%</td>
<td></td>
<td>21%</td>
<td>15%</td>
</tr>
<tr>
<td>Signs/Advertisement</td>
<td>17%</td>
<td></td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>Visitor Channel</td>
<td>9%</td>
<td></td>
<td>11%</td>
<td>15%</td>
</tr>
<tr>
<td>Restaurant Staff</td>
<td>9%</td>
<td></td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Retail Staff</td>
<td>5%</td>
<td></td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Taxi Driver</td>
<td>4%</td>
<td>25%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Local Publication</td>
<td>3%</td>
<td></td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>149</td>
<td>4</td>
<td>81</td>
<td>13</td>
</tr>
</tbody>
</table>

Prepared by QMark Research
SECTION 6
FUTURE TRAVEL TO GUAM
Will security screening/immigration at Guam Airport impact future travel to Guam?

Yes 24%
No 76%
What would it take to make you stay an extra day on Guam?

- More time: 46%
- Budget/Money: 36%
- Nothing: 21%
- Flight schedule: 18%
- Pkg-Longer stays: 12%
- Less restrictions: 12%
FUTURE TRAVEL CONCERNS

Safety: 73%
Expense: 62%
Food: 60%
Terrorism: 21%
Should spend at home: 3%
Discrimination: 3%
Nothing: 2%

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SECTION 7
GUAM CULTURE
EXPERIENCED-
CHAMORRO/ HAFA ADAI SPIRIT

- Beaches: 55%
- Live music: 46%
- Chamorro cuisine: 43%
- Socializing w/ locals: 34%
- Night Market event: 18%
- Did NOT experience: 15%
EXPERIENCED - OTHER CULTURAL ACTIVITY/EVENTS

- Two Lovers Pt: 83%
- Chamorro Cultural Entertainment: 24%
- Guam Museum: 17%
- Chamorro Village: 14%
- Valley of the Latte: 12%
- Lina La: 11%
- Gef Pago Park: 9%

[Diagram showing the percentages of experienced visits to various cultural activities and events.]
SOURCES OF INFORMATION - CULTURAL ACTIVITY/EVENTS

- Travel agency: 64%
- Internet: 54%
- Travel guides/brochures: 38%
- Family/friends: 16%
- Hotel staff: 6%
- Newspaper/Magazine: 2%
**Satisfaction - Cultural Activity/Events**

- Qtr1 (Oct16-Dec16): 21% Excellent, MEAN 3.70
- Qtr2 (Jan17-Mar17): 18% Excellent, MEAN 3.57
- Qtr3 (Apr17-Jun17): 18% Excellent, MEAN
- Qtr4 (Jul17-Sept17):
OBSTACLES - CULTURAL ACTIVITY/EVENTS

- Unaware: 38%
- Scheduling: 37%
- Did not know where: 34%
- Did not want to: 14%
- Other: 0%
WEDDING SATISFACTION
Wedding Facility

Qtr1 (Oct16-Dec16) - 47%
Qtr2 (Jan17-Mar17) - 31%
Qtr3 (Apr17-Jun17)
Qtr4 (Jul17-Sept17)

Very Satisfied
MEAN (7pt Scale)
Wedding Facility Staff

Qtr1 (Oct16-Dec16) - 47%
Qtr2 (Jan17-Mar17) - 25%
Qtr3 (Apr17-Jun17) - MEAN 6.16
Qtr4 (Jul17-Sept17) - MEAN 5.50
Wedding Services

Qtr1 (Oct16-Dec16) - Very Satisfied: 47%
Qtr2 (Jan17-Mar17) - Very Satisfied: 25%
Qtr3 (Apr17-Jun17) - Mean (7pt Scale): 5.56
Qtr4 (Jul17-Sept17) - Mean (7pt Scale): 6.11
ADVANCED STATISTICS
Analysis Technique

- Dependent variables: total per person on island expenditure and overall satisfaction (numeric)
- Independent variables are satisfaction with different aspects of trip to Guam (numeric).
- Use of linear stepwise regression to derive predictors (drivers) of on-island expenditure and overall satisfaction, Since both the independent and dependent variables are numeric.
- This determines the significant (p<=.05) drivers and the percentage of the dependent variables accounted for by each significant predictor and by all of them combined.
## Drivers- Overall Satisfaction

### Comparison of Drivers of Overall Satisfaction, 1st, 2nd Qtr. and Overall 1-2 Qtr. 2017

<table>
<thead>
<tr>
<th>Drivers:</th>
<th>1st Qtr rank</th>
<th>2nd Qtr rank</th>
<th>Combined 1-2 Qtr 2017 rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality &amp; Cleanliness of beaches &amp; parks</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ease of getting around</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Safety walking around at night</td>
<td></td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Quality of daytime tours</td>
<td></td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Variety of daytime tours</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of nighttime tours</td>
<td></td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Variety of nighttime tours</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of shopping</td>
<td></td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Variety of shopping</td>
<td></td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Price of things on Guam</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of hotel accommodations</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality/cleanliness of air, sky</td>
<td>1</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Quality/cleanliness of parks</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of landscape in Tumon</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of landscape in Guam</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of ground handler</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Quality/cleanliness of transportation vehicles</td>
<td></td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>% of Per Person On Island Expenditures Accounted For</td>
<td>51.7%</td>
<td>63.5%</td>
<td>56.4%</td>
</tr>
</tbody>
</table>

NOTE: Only significant drivers are included.
Drivers of Overall Satisfaction

- **Overall satisfaction** with the Taiwan visitor’s experience on Guam is driven by five significant factors in the 2nd Quarter 2017 Period. By rank order they are:
  - Quality/cleanliness of air, sky,
  - Quality of ground handler,
  - Variety of day time tours,
  - Quality of shopping, and
  - Safety walking around at night.

- With all five factors the overall $r^2$ is .635 meaning that 63.5% of overall satisfaction is accounted for by these factors.
## Drivers – On-Isle Expenditures

<table>
<thead>
<tr>
<th>Drivers:</th>
<th>1st Qtr rank</th>
<th>2nd Qtr rank</th>
<th>Combined 1-2 Qtr 2107 rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality &amp; Cleanliness of beaches &amp; parks</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ease of getting around</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Safety walking around at night</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of daytime tours</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Variety of daytime tours</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of nighttime tours</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Variety of nighttime tours</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of shopping</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Variety of shopping</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price of things on Guam</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of hotel accommodations</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality/cleanliness of air, sky</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality/cleanliness of parks</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of landscape in Tumon</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of landscape in Guam</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of ground handler</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality/cleanliness of transportation vehicles</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% of Per Person On Island Expenditures Accounted For</td>
<td>2.4%</td>
<td>0.0%</td>
<td>1.4%</td>
</tr>
</tbody>
</table>

NOTE: Only significant drivers are included.
Drivers of On-Isle Expenditures

- **Per Person On Island Expenditure** of Taiwan visitors on Guam is driven by no significant factor in the 2nd Quarter 2017 period.