

Guam Visitors Bureau

Taiwan Visitor Tracker Exit Profile & Market Segmentation Report

FY2018

QTR.4 (JUL-SEPT 2018)

Prepared by: Anthology Research

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#instaGuam



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 **154** 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 **154** is +/- 7.90 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 +/- 7.90 percentage points.

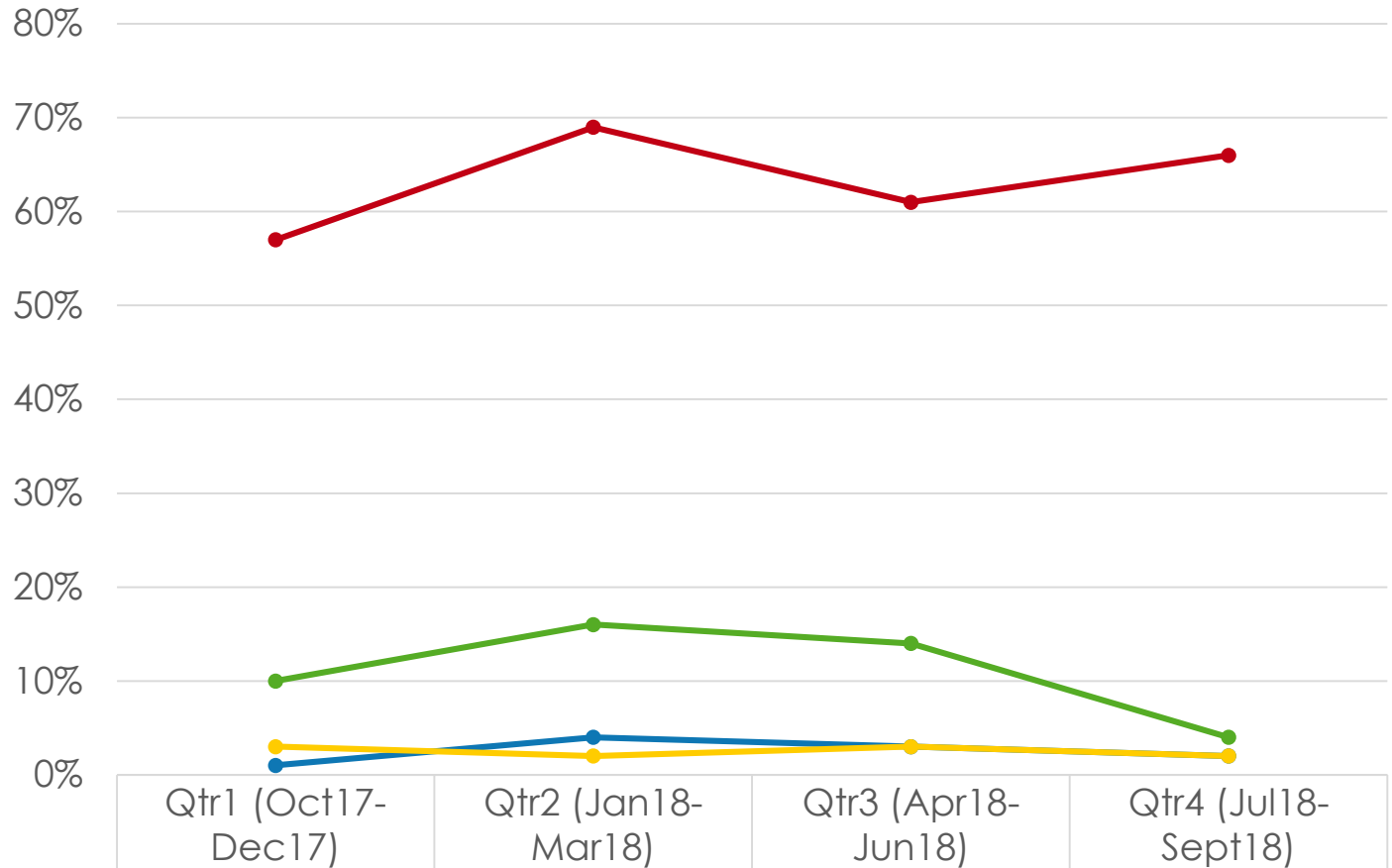
Objectives

- 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

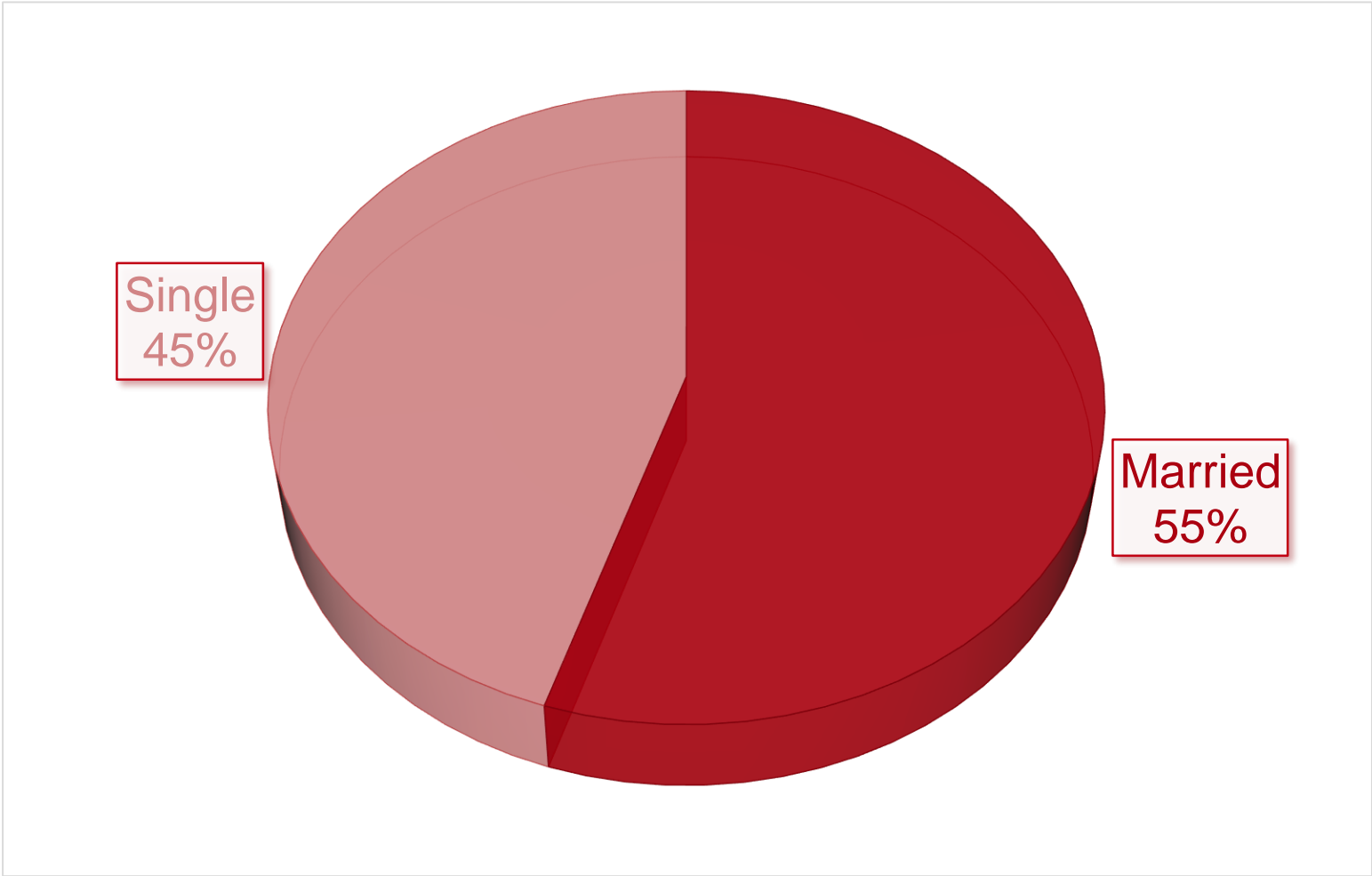


—●— MICE	1%	4%	3%	2%
—●— Sports/ Adventure	57%	69%	61%	66%
—●— Honeymoon	10%	16%	14%	4%
—●— Wedding	3%	2%	3%	2%

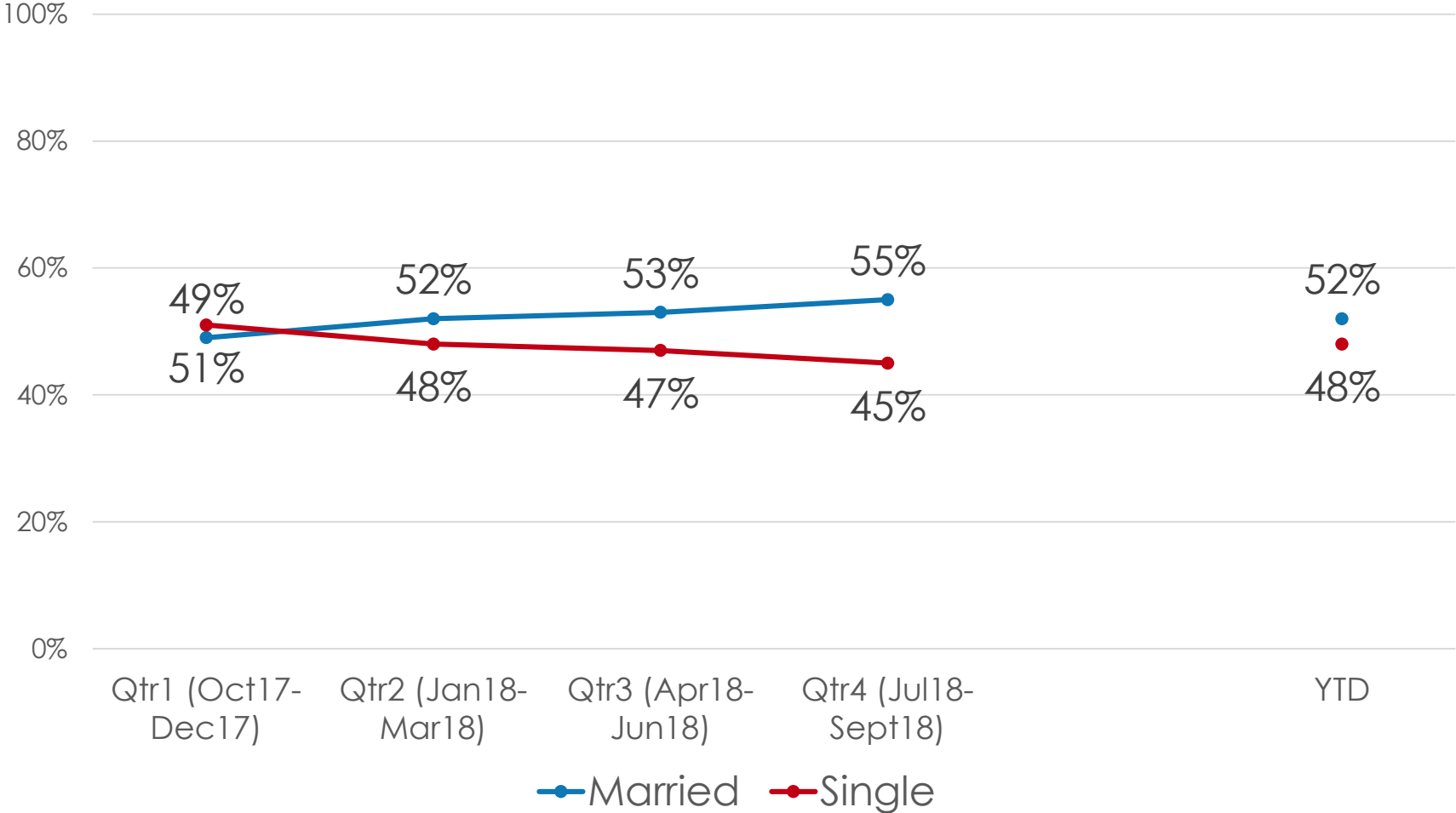
SECTION 1

PROFILE OF RESPONDENTS

Marital Status



Marital status – FY2018 Tracking



Marital status – Key Segments

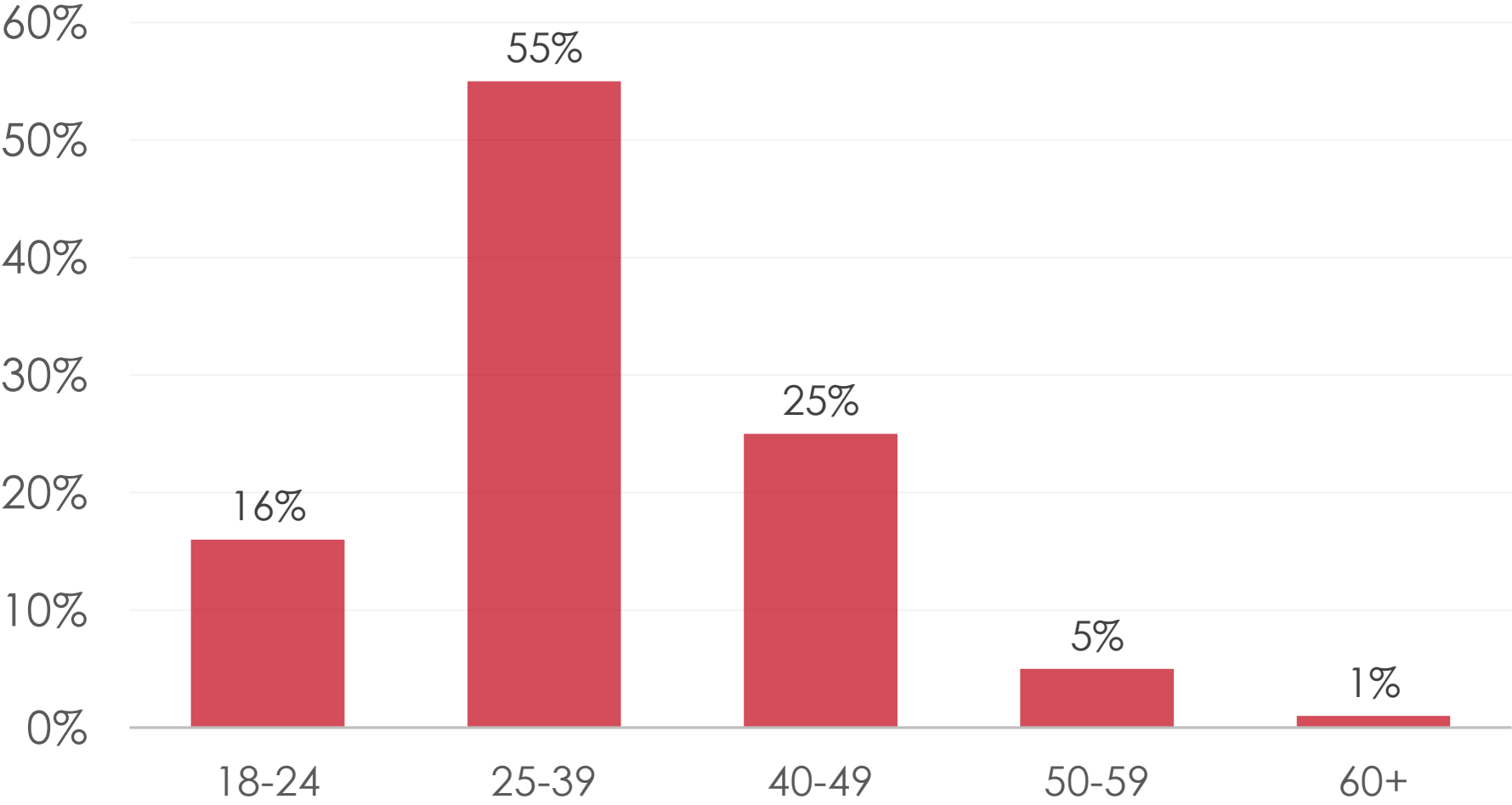
**GVB EXIT SURVEY
QE MARITAL STATUS**

		TOTAL	MICE	SPORT/ADV	WEDDING	HONEYMOON
		-	-	-	-	-
QE	Married	55%	67%	60%	67%	100%
	Single	45%	33%	40%	33%	
	Total	154	3	101	3	6

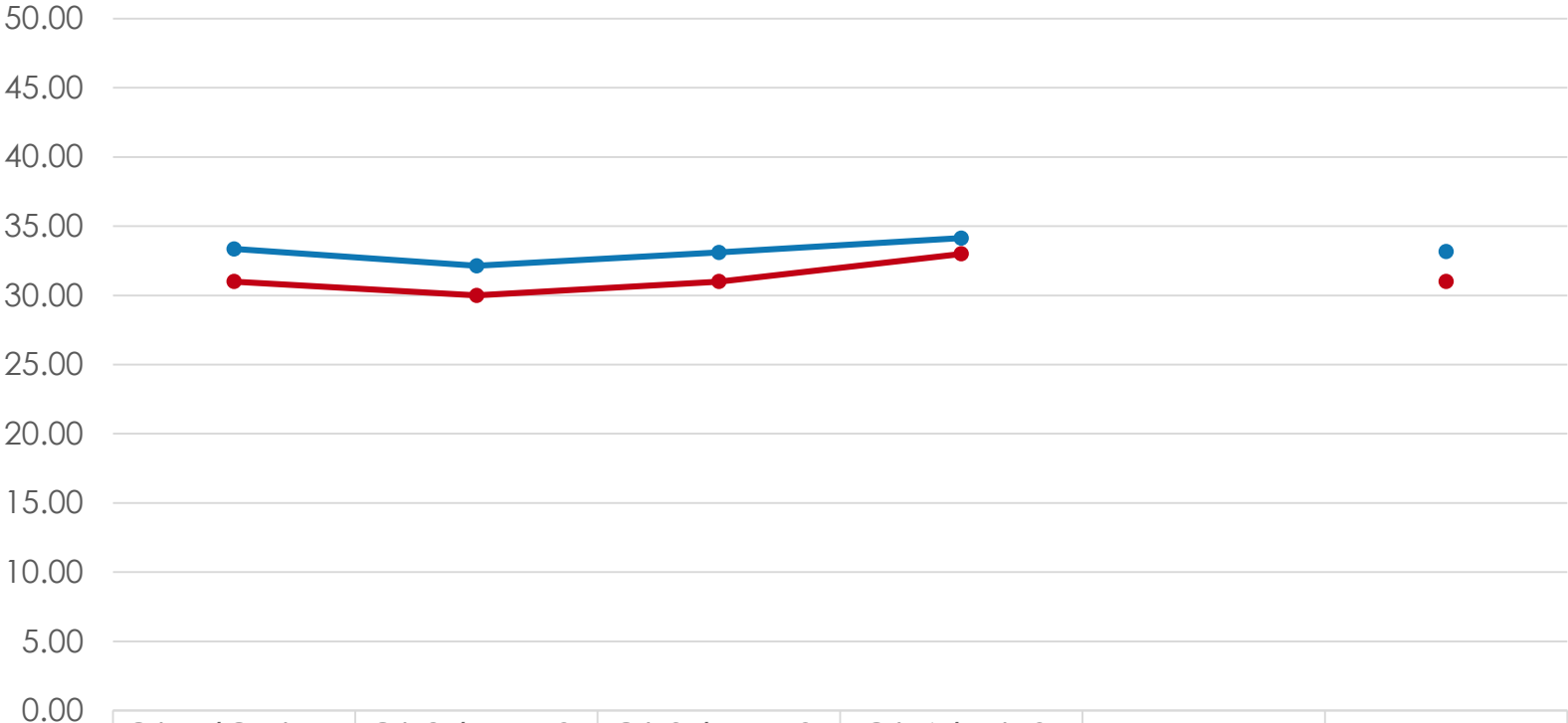
Prepared by Anthology Research

Age

MEAN = 34.13
MEDIAN = 33



Age – FY2018 Tracking



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)		YTD
MEAN	33.35	32.13	33.10	34.13		33.17
MEDIAN	31	30	31	33		31

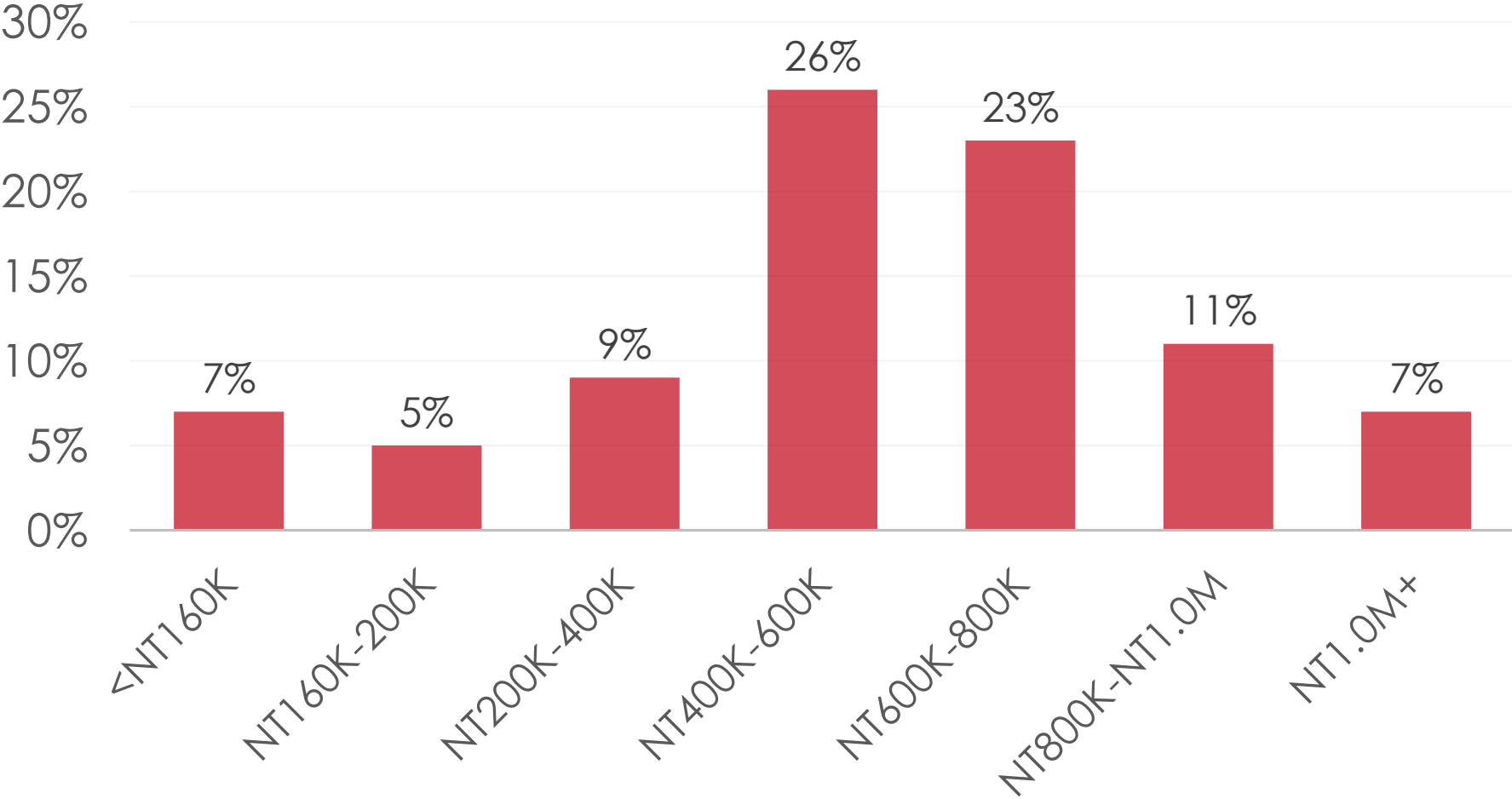
Age – Key Segments

GVB EXIT SURVEY AGE

		TOTAL	MICE	SPORT/ ADV	WEDDING	HONEYMOON
		-	-	-	-	-
SD	18-24	16%		14%		
	25-39	55%	67%	54%		100%
	40-49	25%	33%	28%	67%	
	50-59	5%		3%	33%	
	60+	1%		1%		
	Total	154	3	101	3	6
SD	Mean	34.13	34.33	34.65	48.33	29.83
	Median	33	34	34	48	31

Prepared by Anthology Research

Annual Household Income



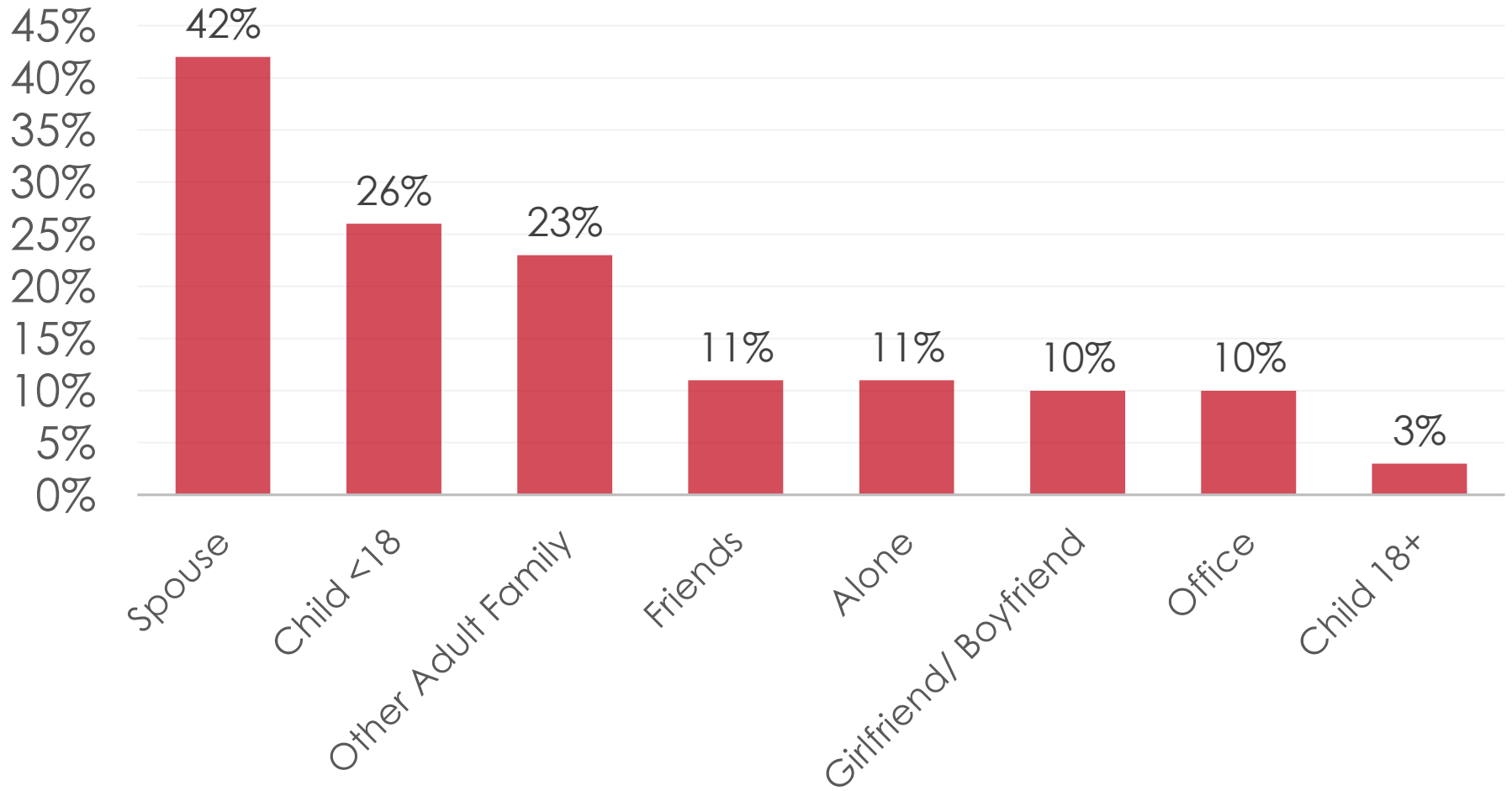
Annual Household Income – Key Segments

GVB EXIT SURVEY
Q26 Household income:

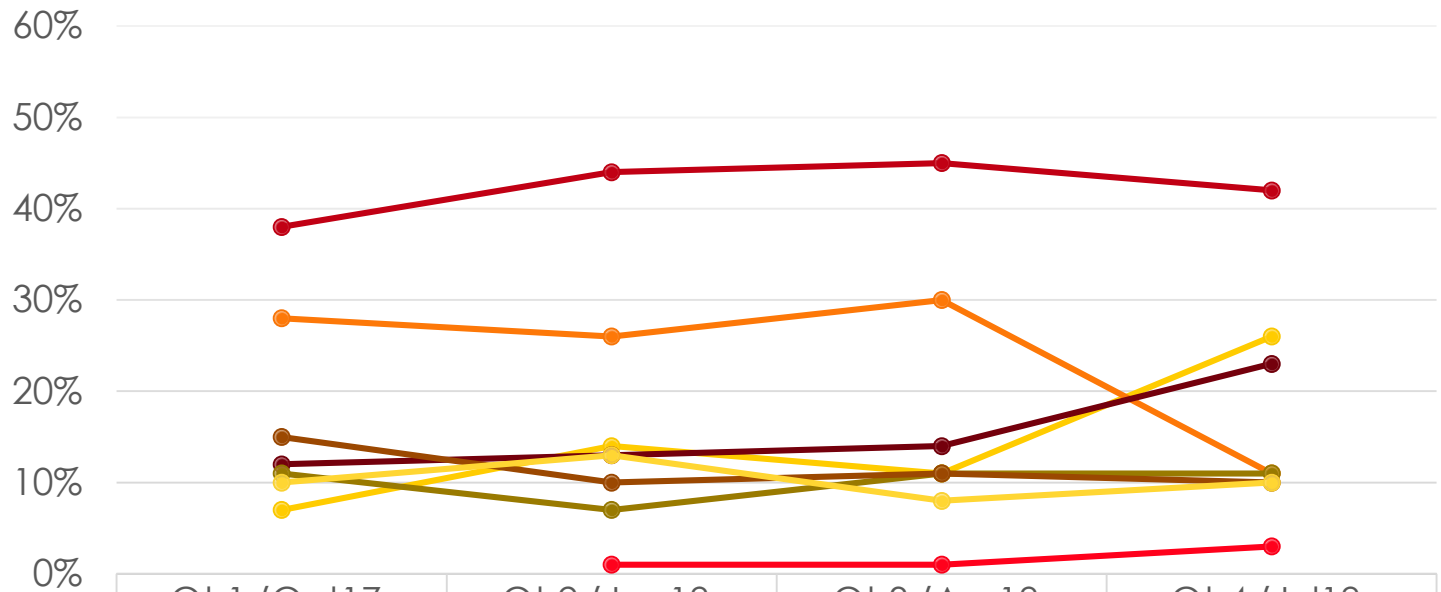
		TOTAL	MICE	SPORT/ADV	WEDDING	HONEYMOON
		-	-	-	-	-
Q26	Less than NT160K	7%	50%	6%		17%
	NT160K-NT200K	5%		6%		
	NT200K-NT400K	9%		9%		33%
	NT400K-NT600K	26%		23%	33%	33%
	NT600K-NT800K	37%	50%	39%	33%	17%
	NT800K-NT1.0M	9%		12%		
	NT1.0M+	4%		2%	33%	
	No Income	3%		2%		
	Total	148	2	98	3	6

Prepared by Anthology Research

Travel Party

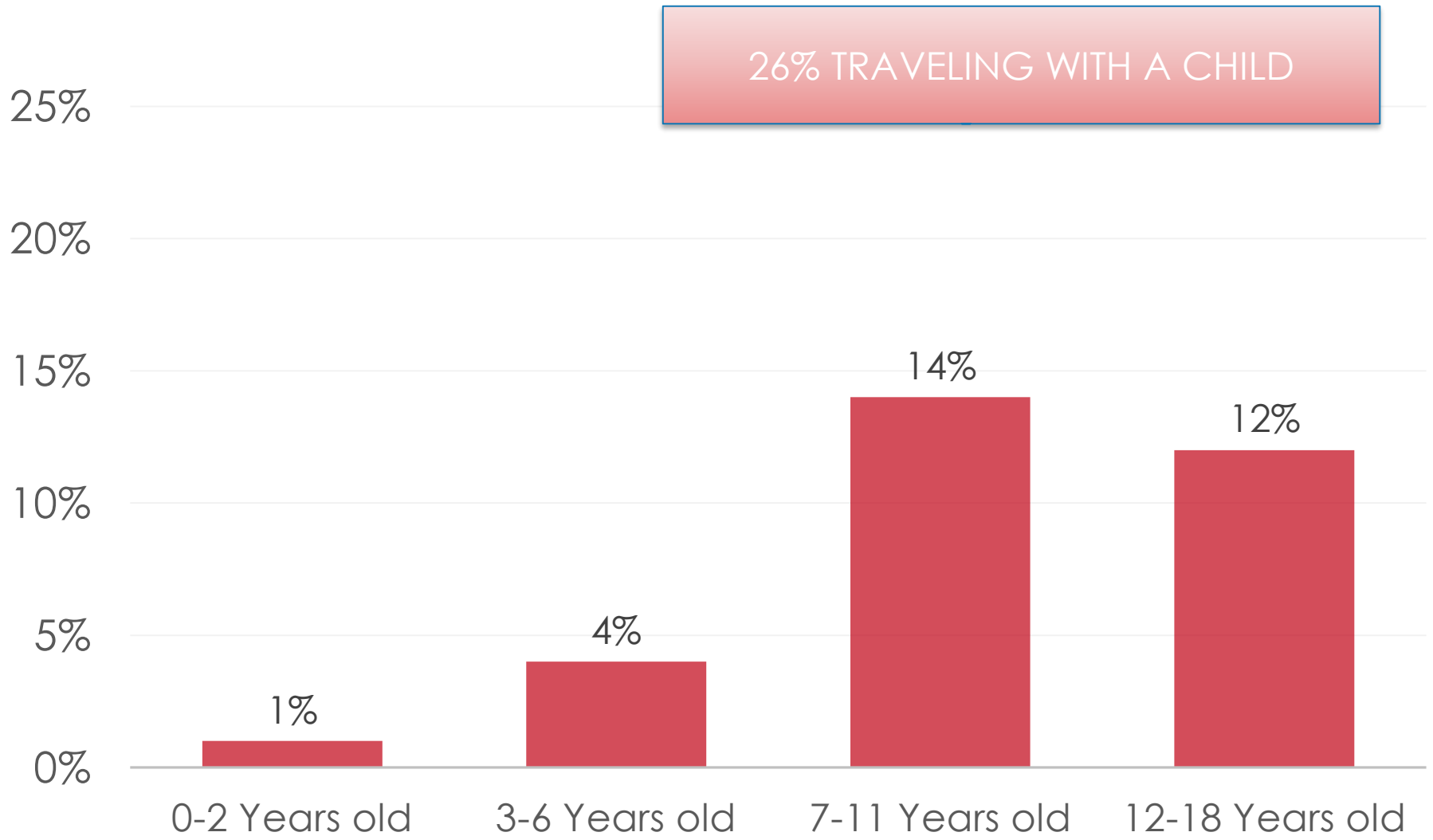


Travel Party

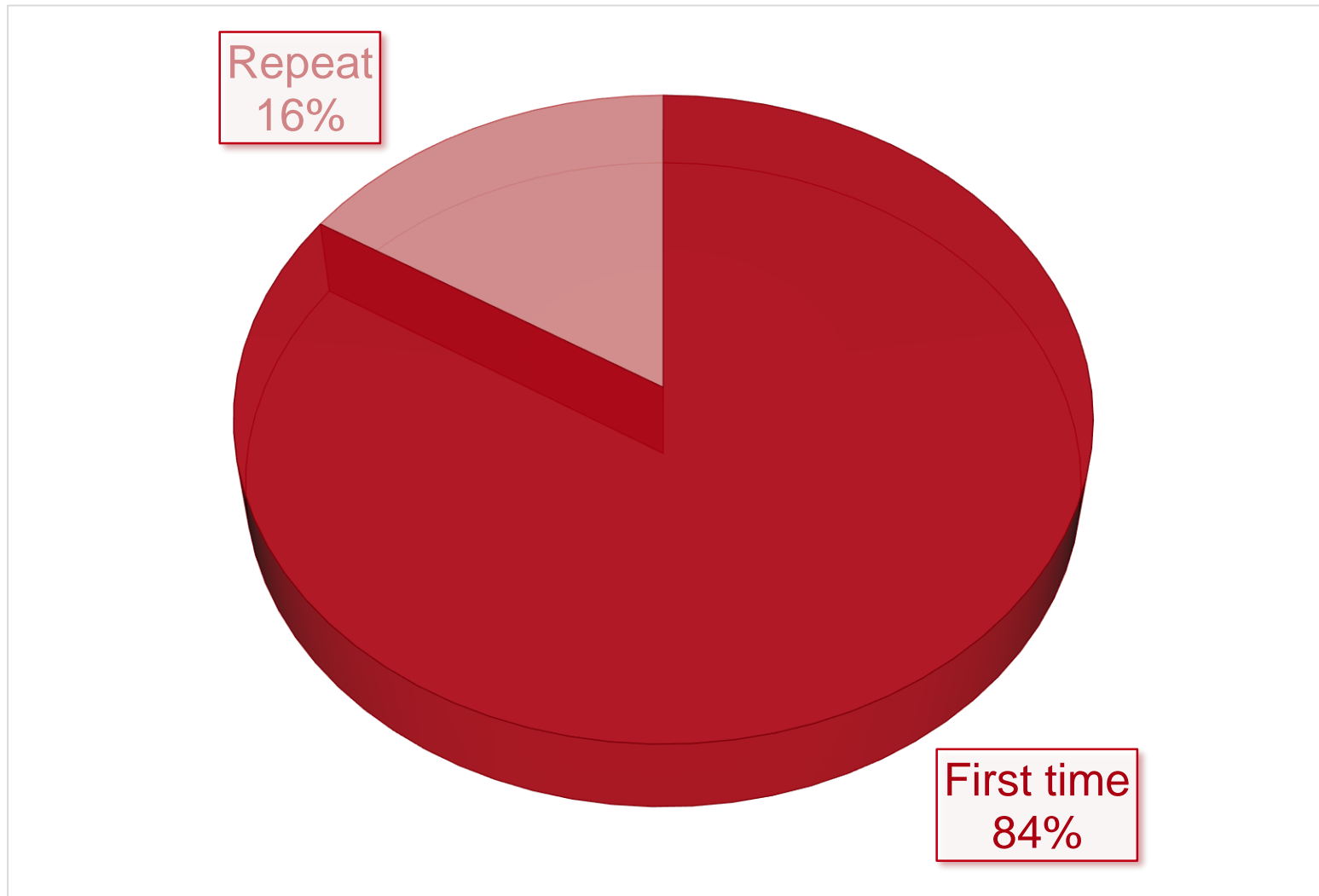


	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
Spouse	38%	44%	45%	42%
Child <18	7%	14%	11%	26%
Friend/ Assoc	28%	26%	30%	11%
Other Adult Family	12%	13%	14%	23%
Alone	11%	7%	11%	11%
Girlfriend/ Boyfriend	15%	10%	11%	10%
Child- Adult		1%	1%	3%
Office	10%	13%	8%	10%

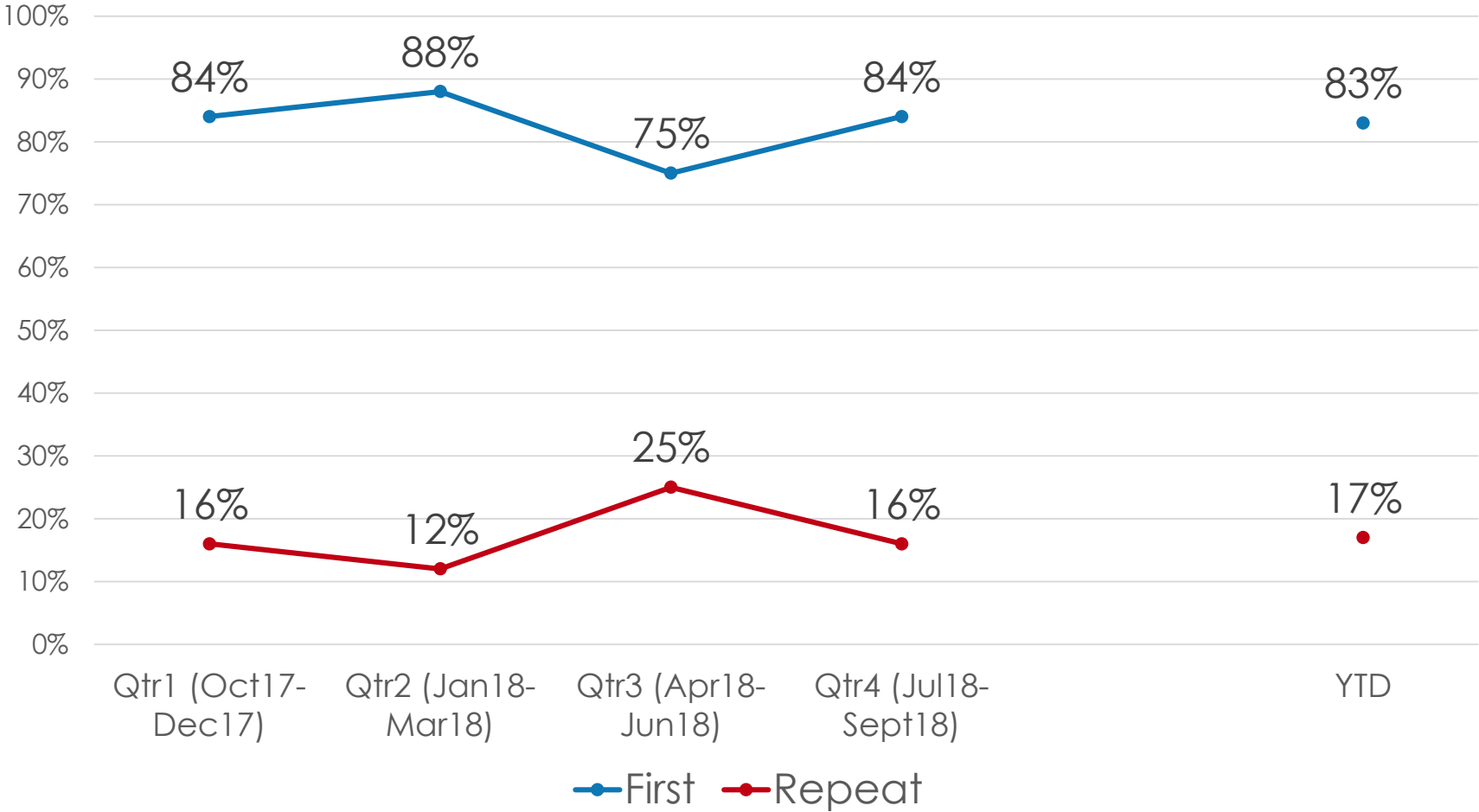
Travel Party - Children



Trips to Guam



Trips to Guam – FY2018 Tracking



Trips to Guam – Key Segments

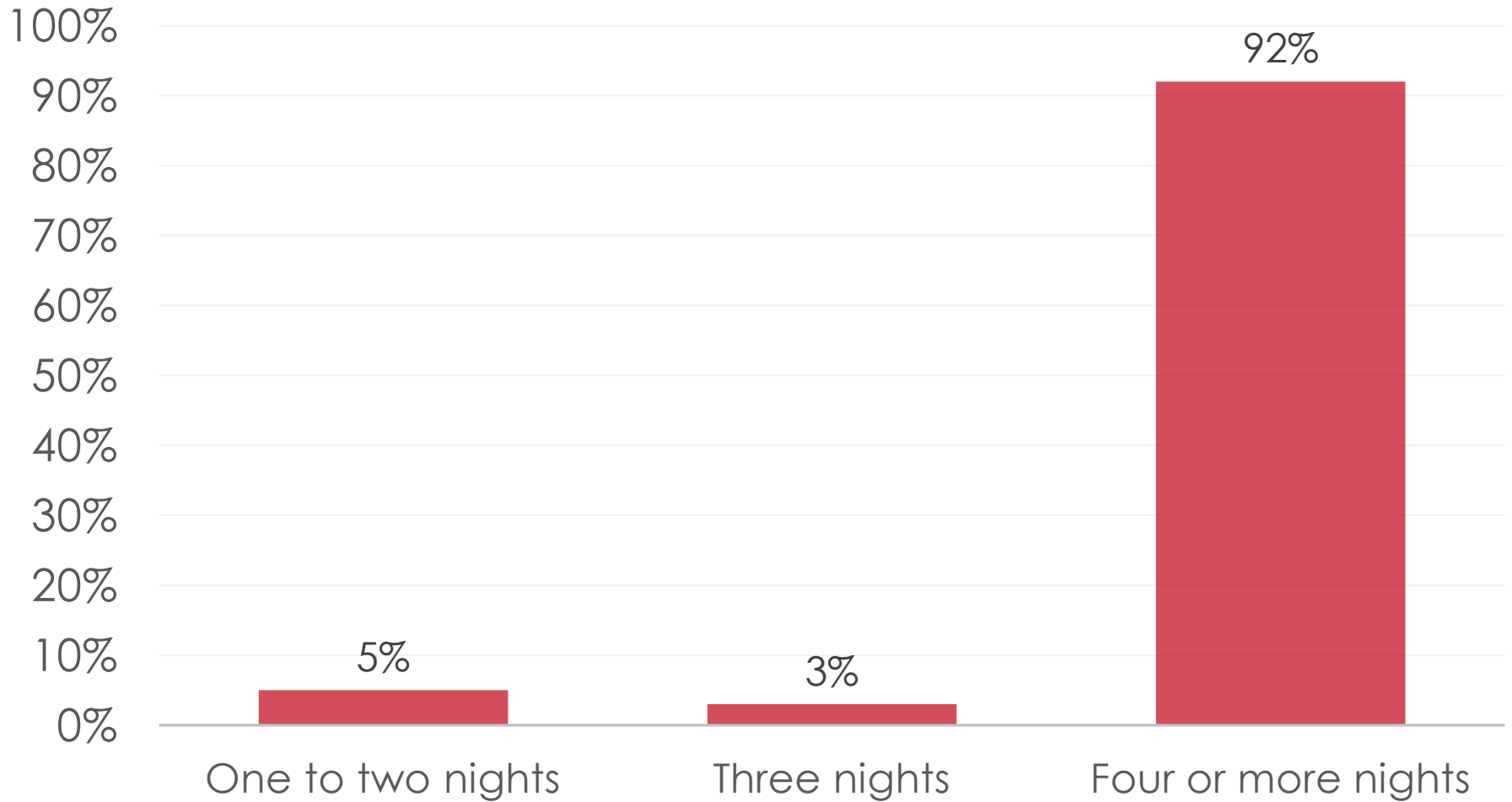
GVB EXIT SURVEY
Q3 Including this trip, how many times have you visited Guam?

		TOTAL	MICE	SPORT/ADV	WEDDING	HONEYMOON
		-	-	-	-	-
Q3	1st Time	84%	100%	90%	33%	100%
	Repeat	16%		10%	67%	
	Total	154	3	101	3	6
Q3A	Mean	1.45	1.00	1.19	2.67	1.00
	Median	1	1	1	2	1

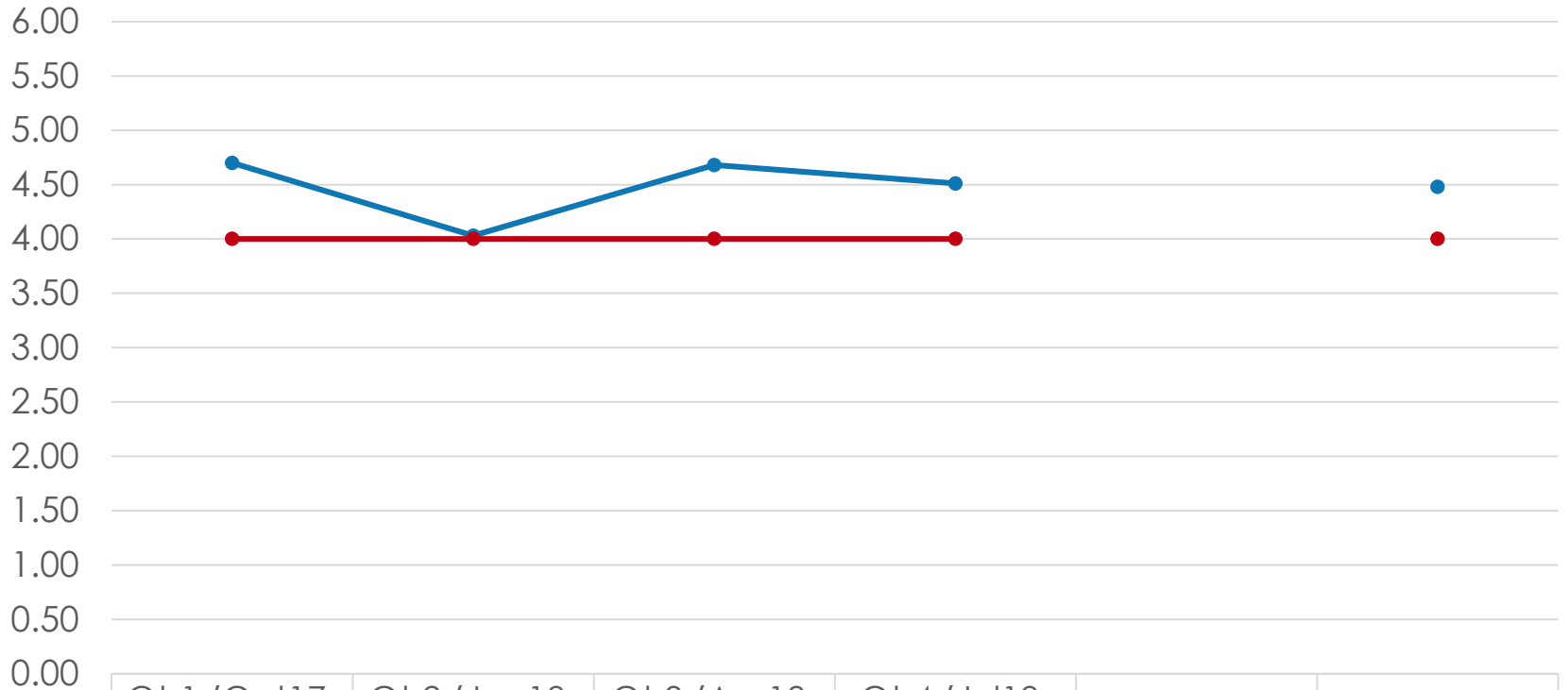
Prepared by Anthology Research

Length of Stay

MEAN NUMBER OF NIGHTS = 4.51
MEDIAN NUMBER OF NIGHTS = 4



Length of Stay – FY2018 Tracking



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)	YTD
MEAN	4.70	4.03	4.68	4.51	4.48
MEDIAN	4	4	4	4	4

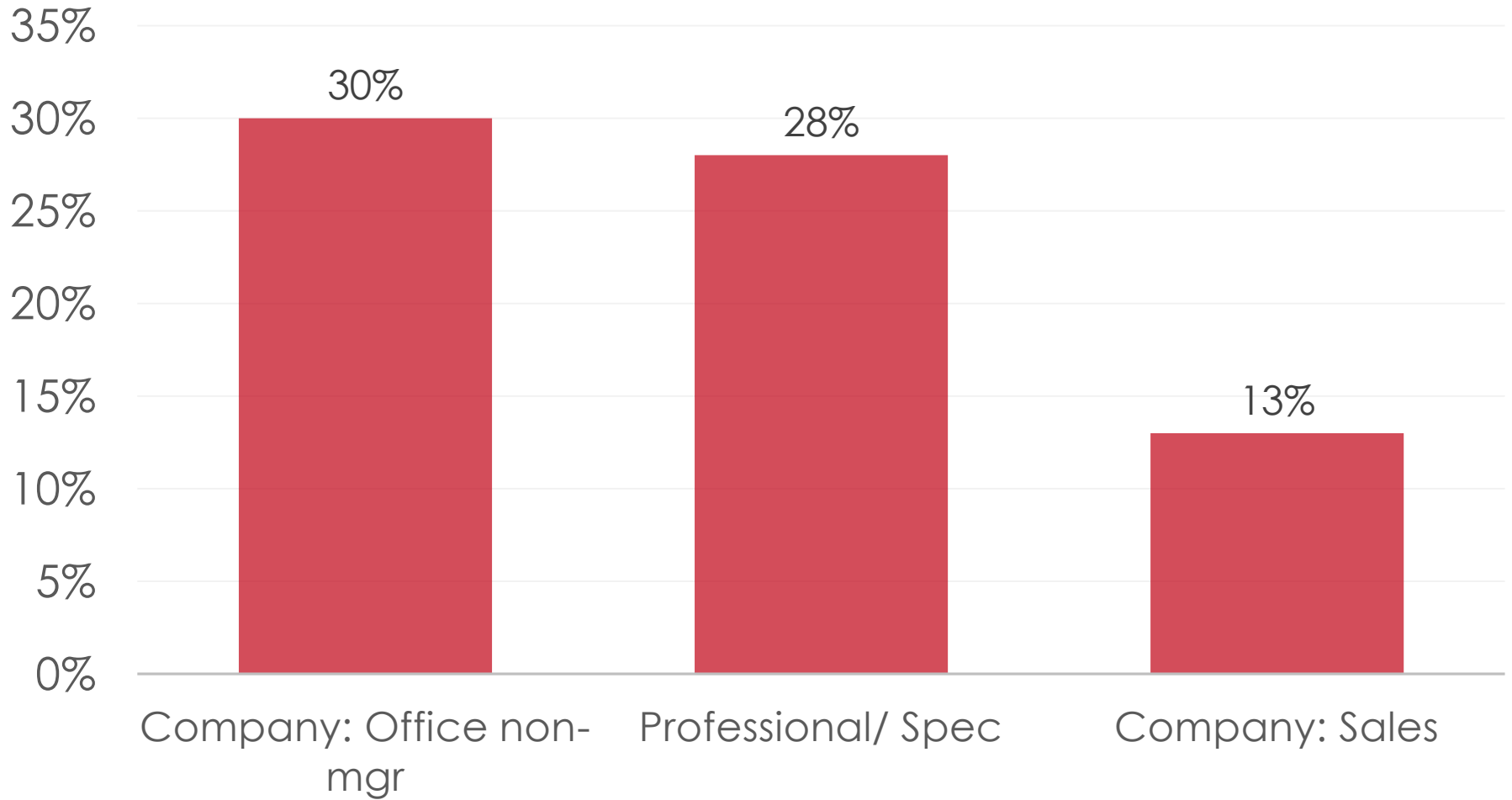
Length of Stay – Key Segments

GVB EXIT SURVEY
SA How many nights did you stay on Guam?

		TOTAL	MICE	SPORT/ADV	WEDDING	HONEYMOON
		-	-	-	-	-
SA	1-2	5%		1%	33%	
	3	3%		4%		17%
	4+	92%	100%	95%	67%	83%
	Total	154	3	101	3	6
SA	Mean	4.51	4.00	4.50	3.67	5.00
	Median	4	4	4	4	5

Prepared by Anthology Research

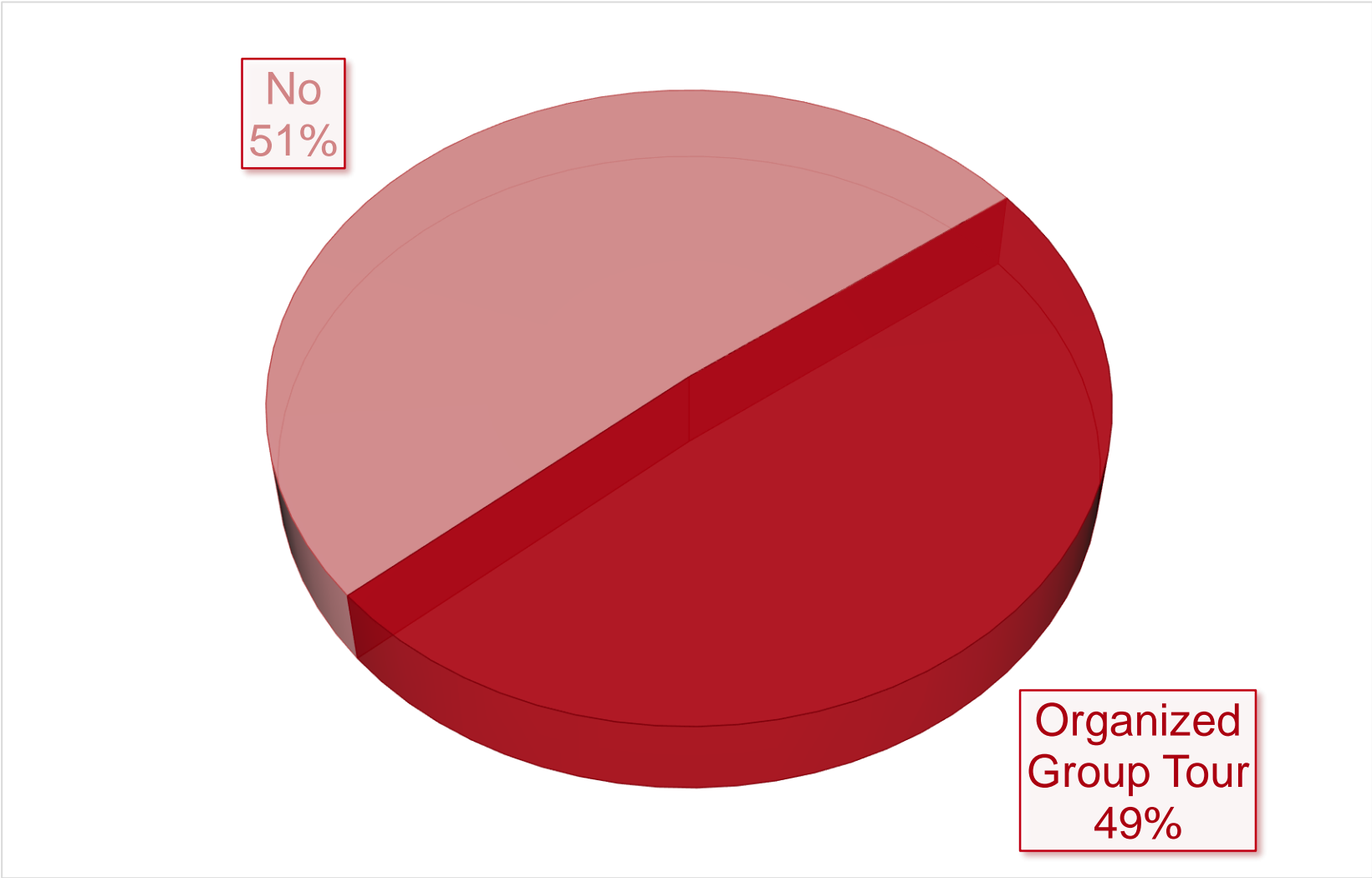
Occupation – Top Responses (10%+)



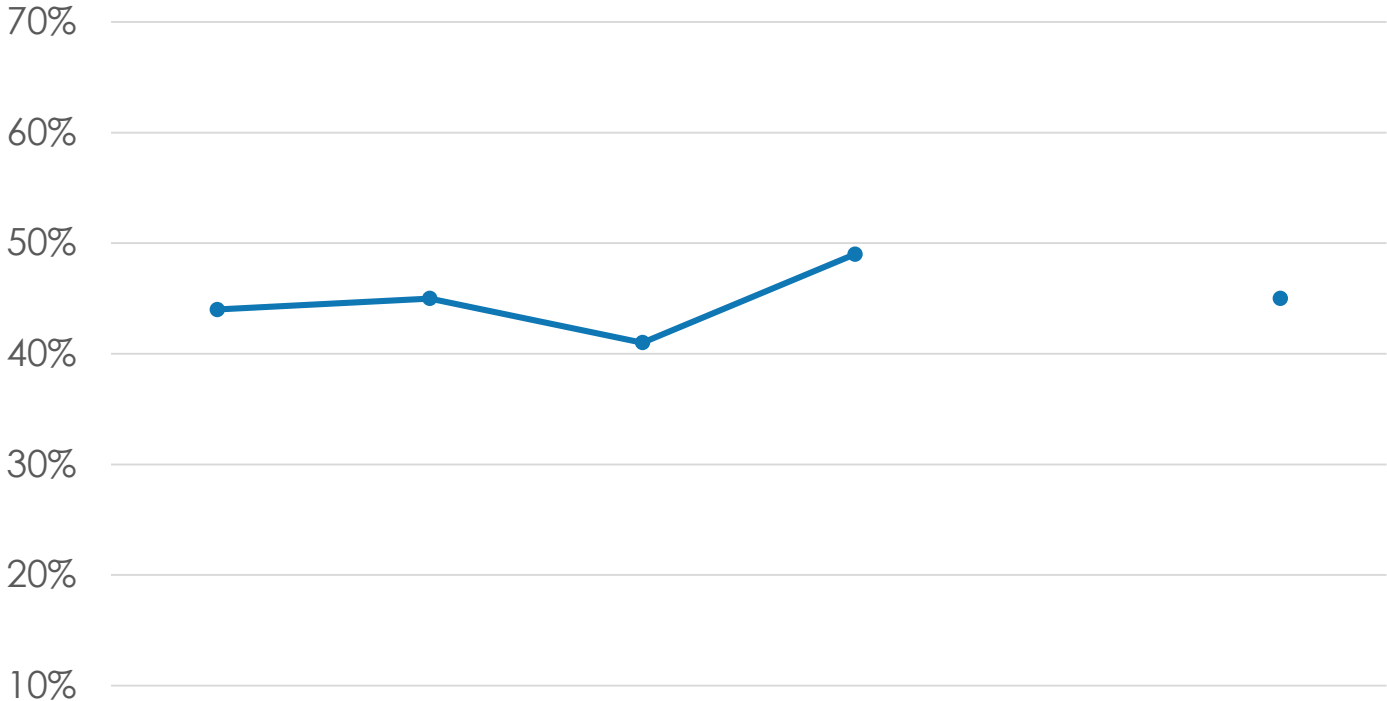
SECTION 2

TRAVEL PLANNING

Organized Group Tour

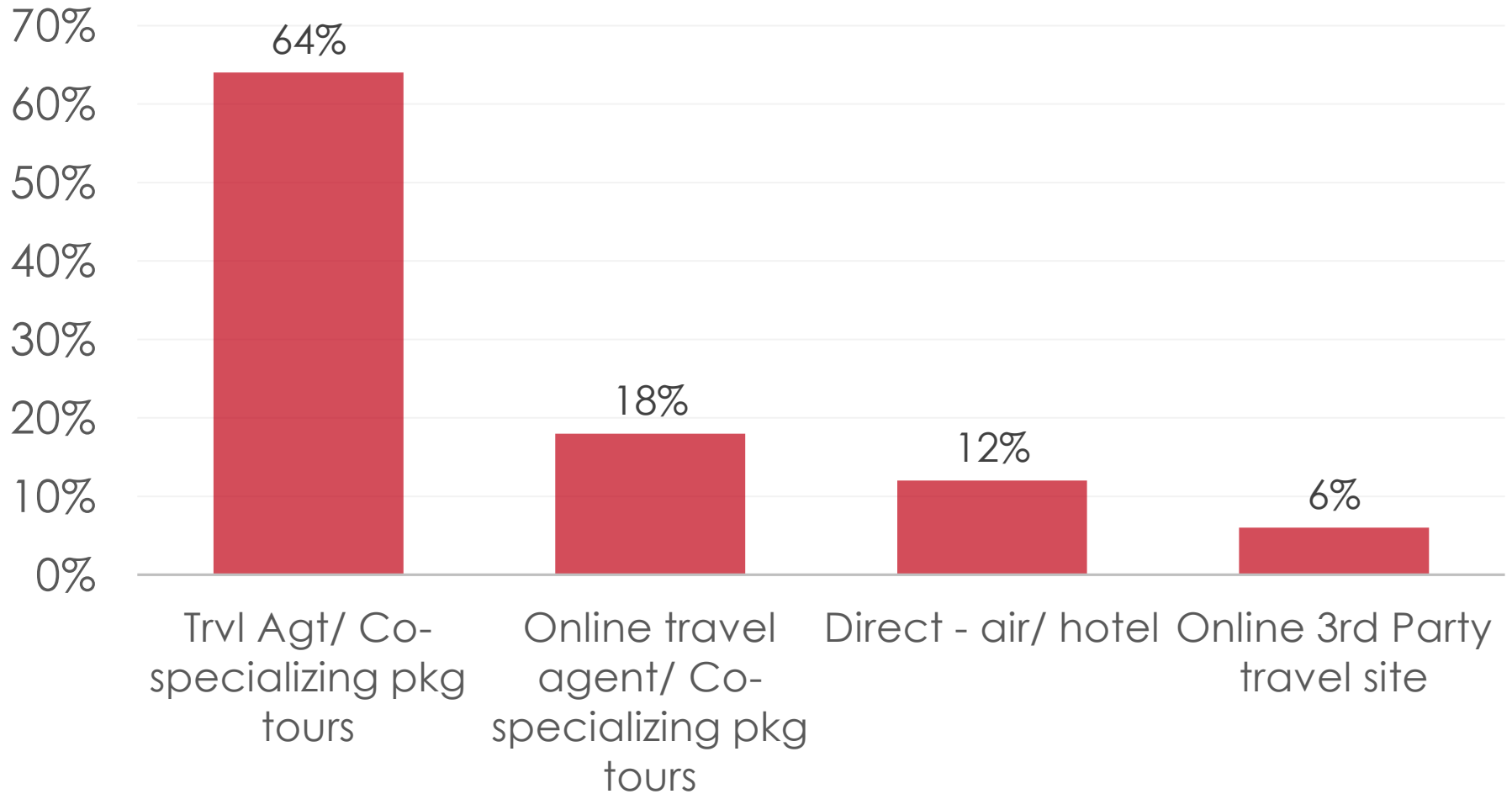


Organized Group Tour

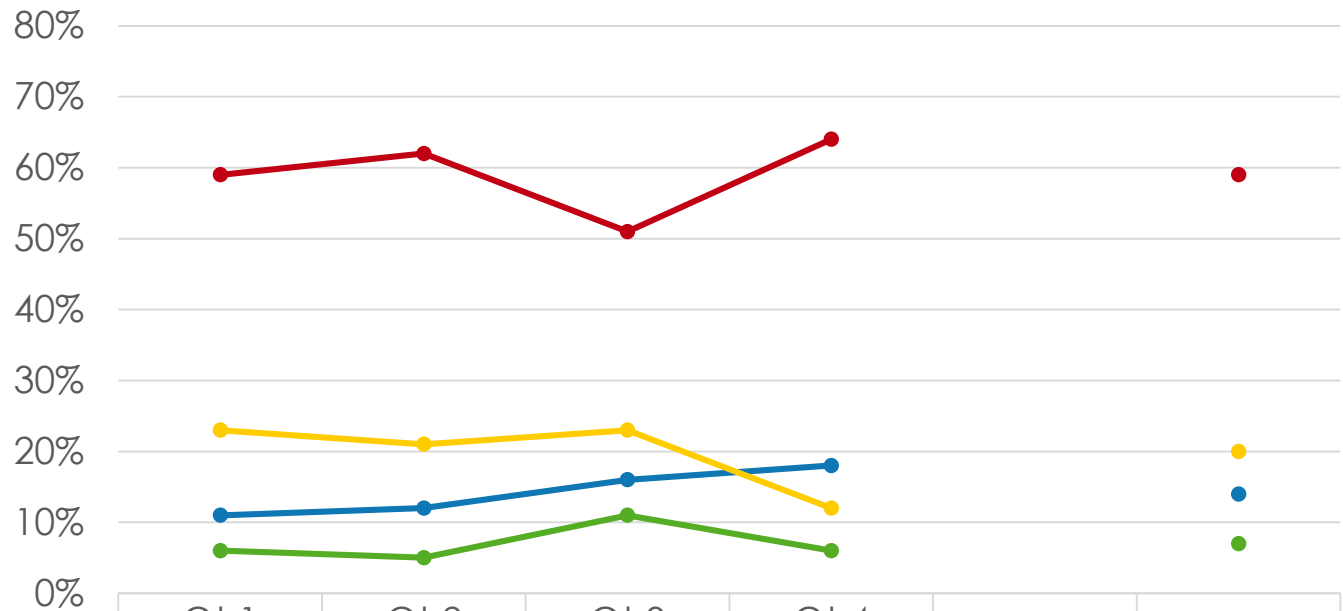


	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)		YTD
Organized Group Tour	44%	45%	41%	49%		45%

Travel Arrangements - Sources

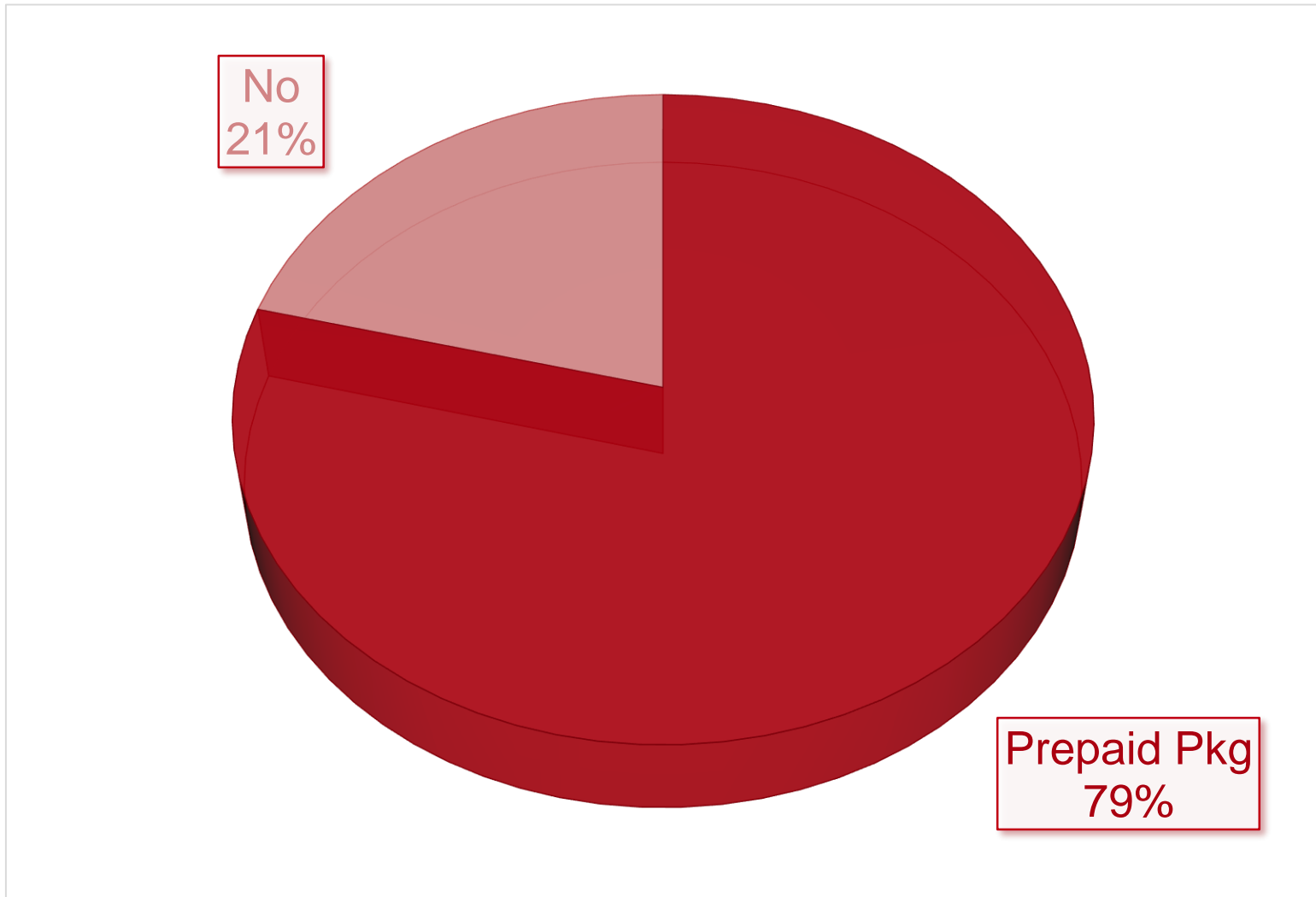


Travel Arrangements - Sources

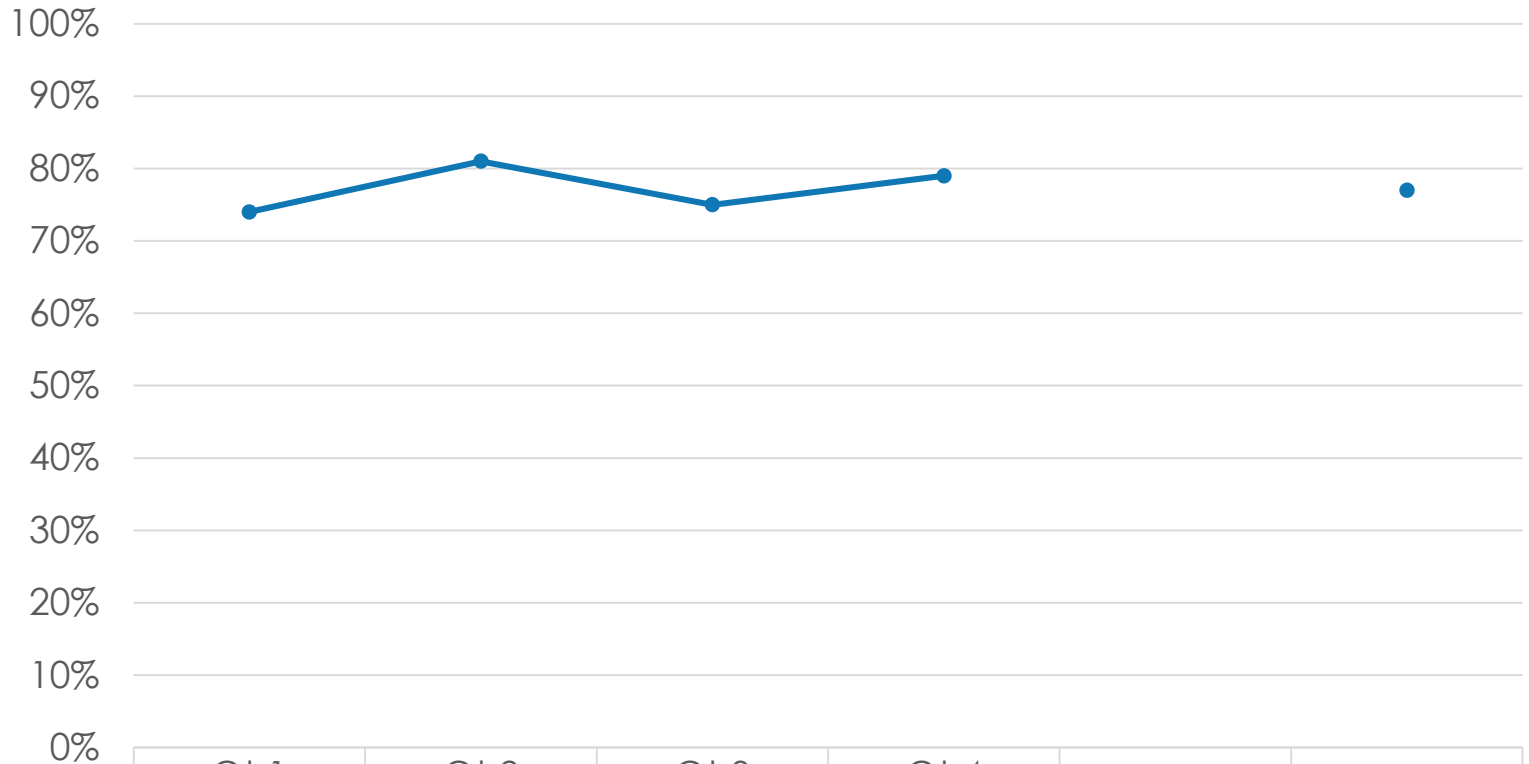


	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)		YTD
—●— Online travel agent	11%	12%	16%	18%		14%
—●— Trvl Agt/ Co- Pkg Tour	59%	62%	51%	64%		59%
—●— Online 3rd Party	6%	5%	11%	6%		7%
—●— Direct Air/ Hotel	23%	21%	23%	12%		20%

Prepaid Package Trip

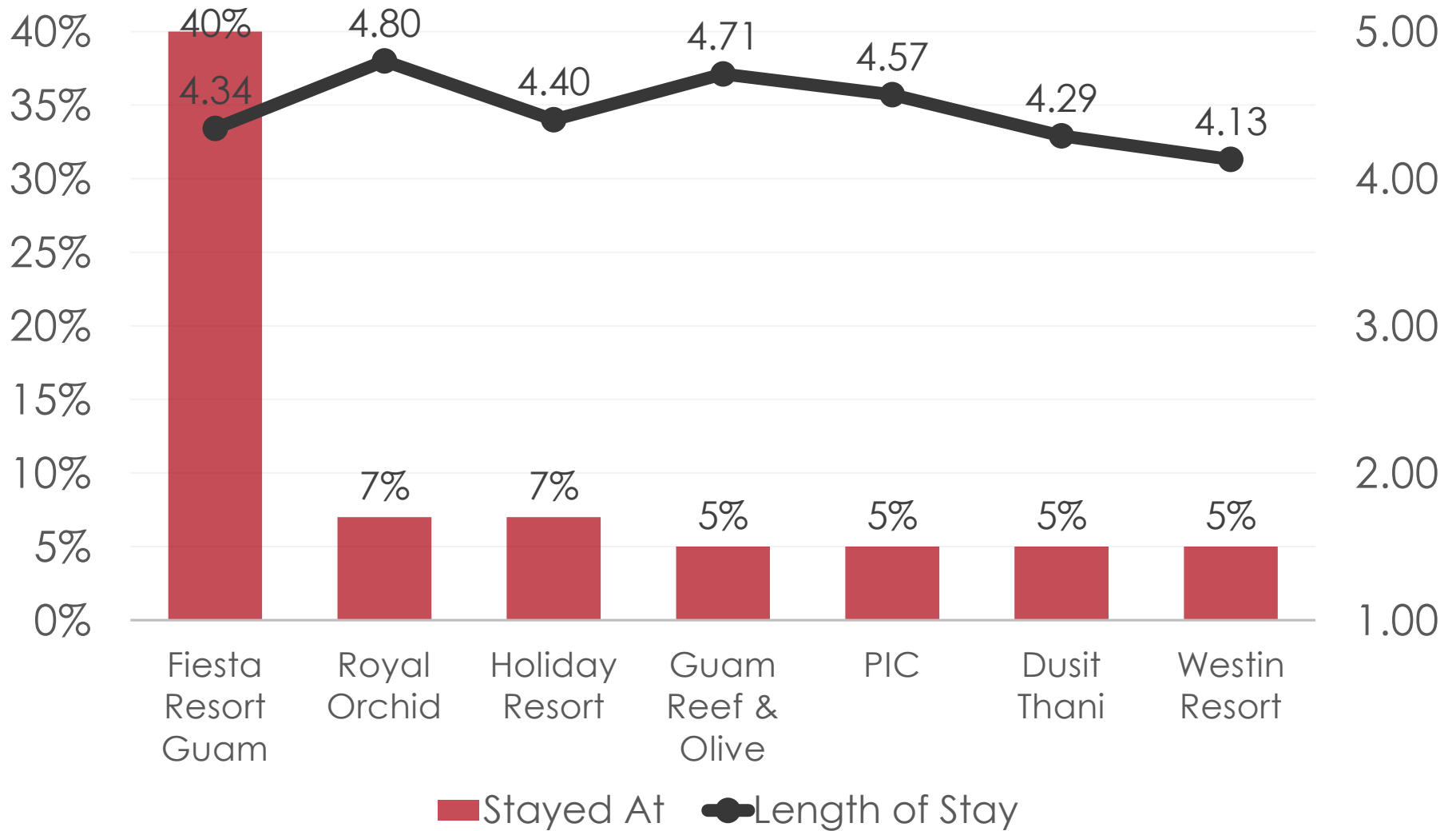


Prepaid Package Trip

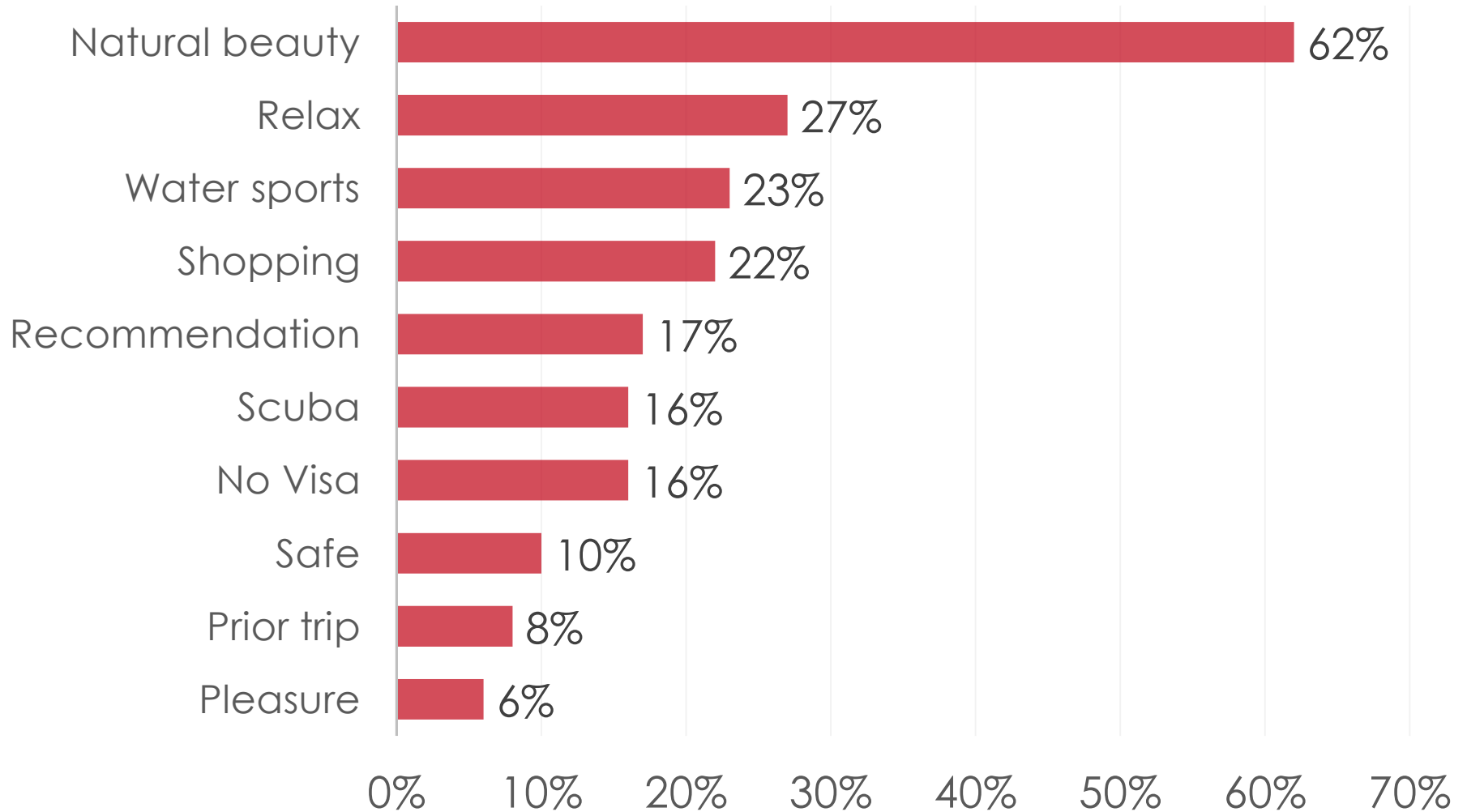


● Prepaid Pkg Trip	74%	81%	75%	79%		77%
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Accommodations (Top Responses/ 5%+)



Travel Motivation (Top Responses)



Travel Motivation – Key Segments

GVB EXIT SURVEY
Q5A Please select the top three reasons that motivated you to travel to Guam?

		TOTAL	MICE	SPORT/ADV	WEDDING	HONEYMOON
		-	-	-	-	-
Q5A	Beautiful seas, beaches, tropical climate	62%	33%	69%	33%	83%
	Just to relax	27%		30%		17%
	Water sports (snorkeling, windsurfing, parasailing)	23%		35%		
	Shopping	22%		21%		33%
	Recommendation of friend/ relative/ travel agency	17%		17%		
	Scuba diving	16%		25%		33%
	No Visa required	16%		15%		17%
	It is a safe place to spend a vacation	10%		8%		17%
	A previous visit	8%		4%	33%	
	Pleasure/ vacation	6%		5%		
	Short travel time (not too far from home)	5%		5%		
	Price of the tour package	5%		6%		
	Honeymoon	4%		5%		100%
	To visit friends or relatives	3%		1%	33%	
	Company/ business trip	3%				
	To Get Married/ attend Wedding	2%			100%	
	Incentive trip	2%	100%	2%		
	Adventure	2%		2%		
	My company sponsored me	1%				
	Career certification/ testing	1%				
	Total	154	3	101	3	6

SECTION 3

EXPENDITURES

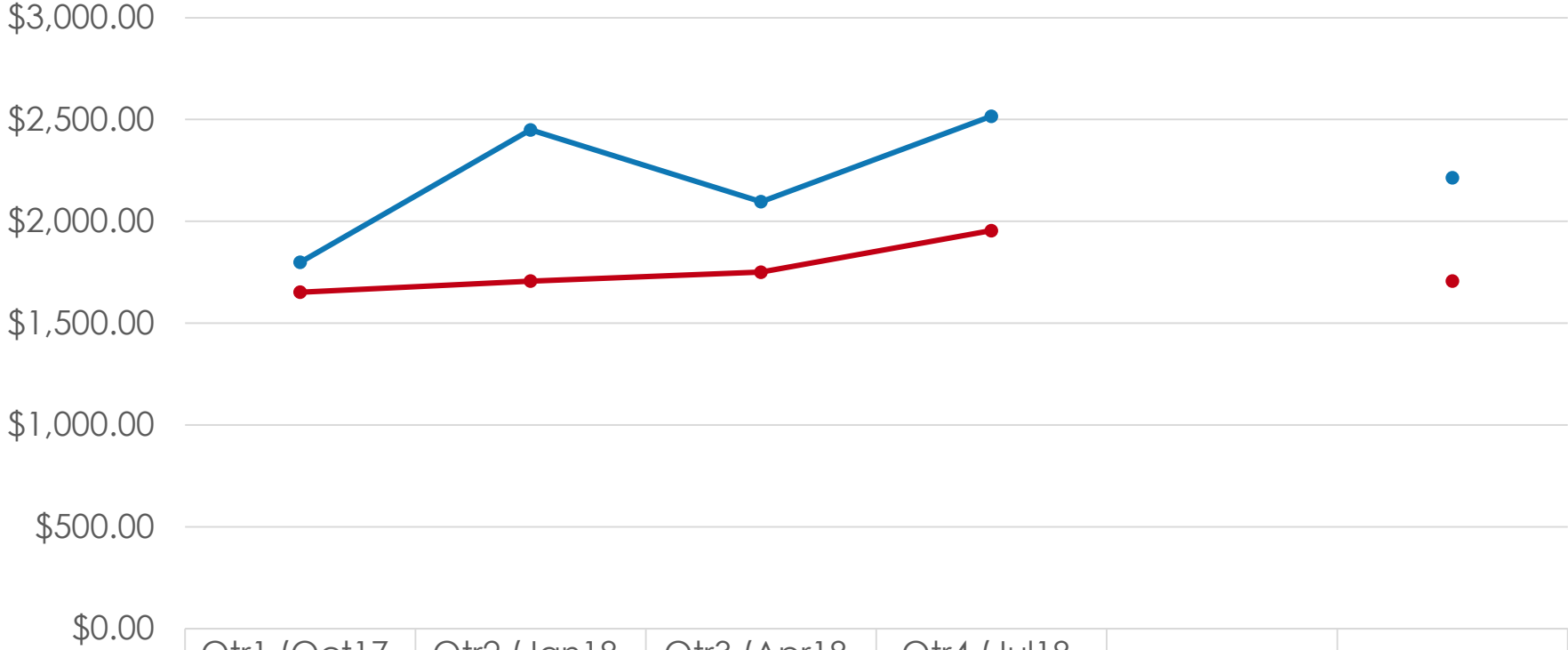
Prepaid Expenditures

EXCHANGE RATE TWD 30.69=\$1

- \$2,516.62 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$1,208.31 = overall mean average per person prepaid expenditures

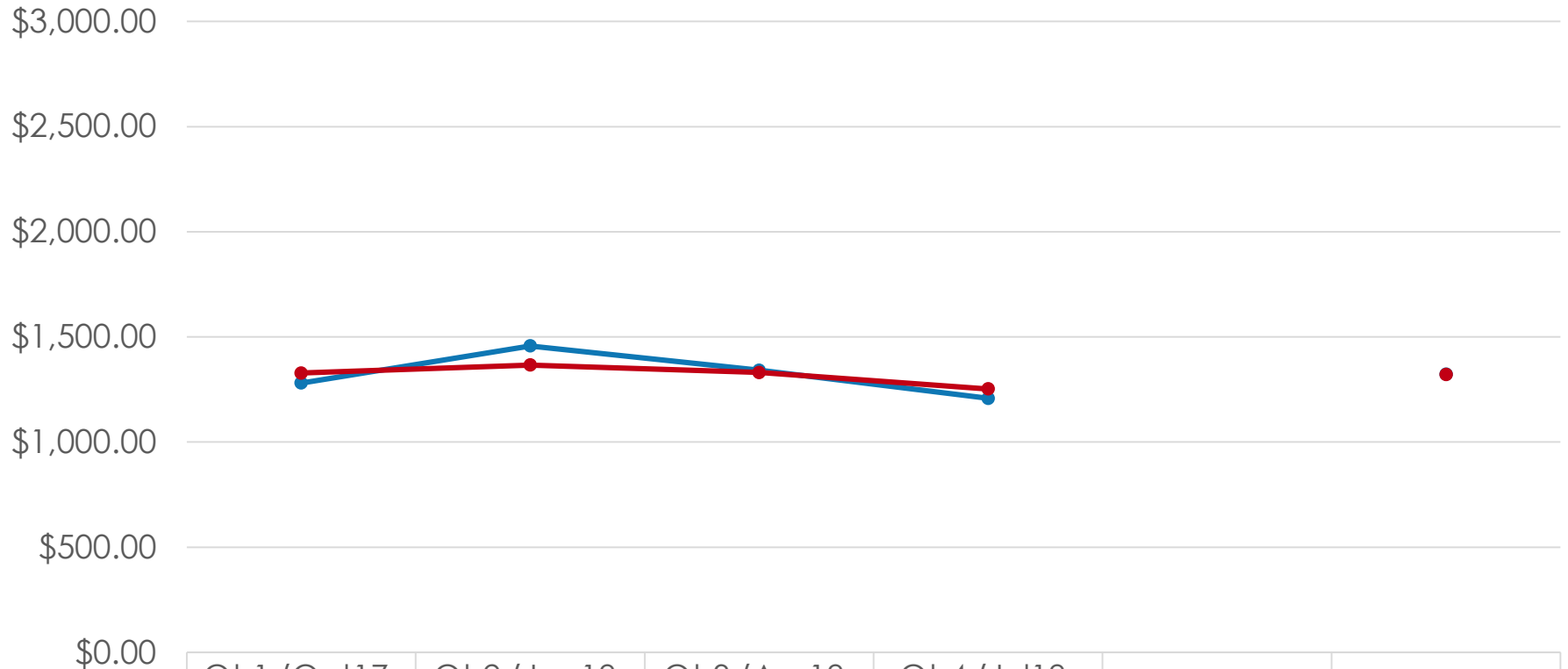
Prepaid Entire Travel Party – FY2018

Tracking



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)		YTD
MEAN	\$1,798.89	\$2,449.25	\$2,096.55	\$2,516.62		\$2,213.78
MEDIAN	\$1,652.00	\$1,707.00	\$1,751.00	\$1,955.00		\$1,707.00

Prepaid Per Person– FY2018 Tracking



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)		YTD
MEAN	\$1,280.48	\$1,456.92	\$1,341.31	\$1,208.31		\$1,322.48
MEDIAN	\$1,328.00	\$1,366.00	\$1,331.00	\$1,253.00		\$1,321.00

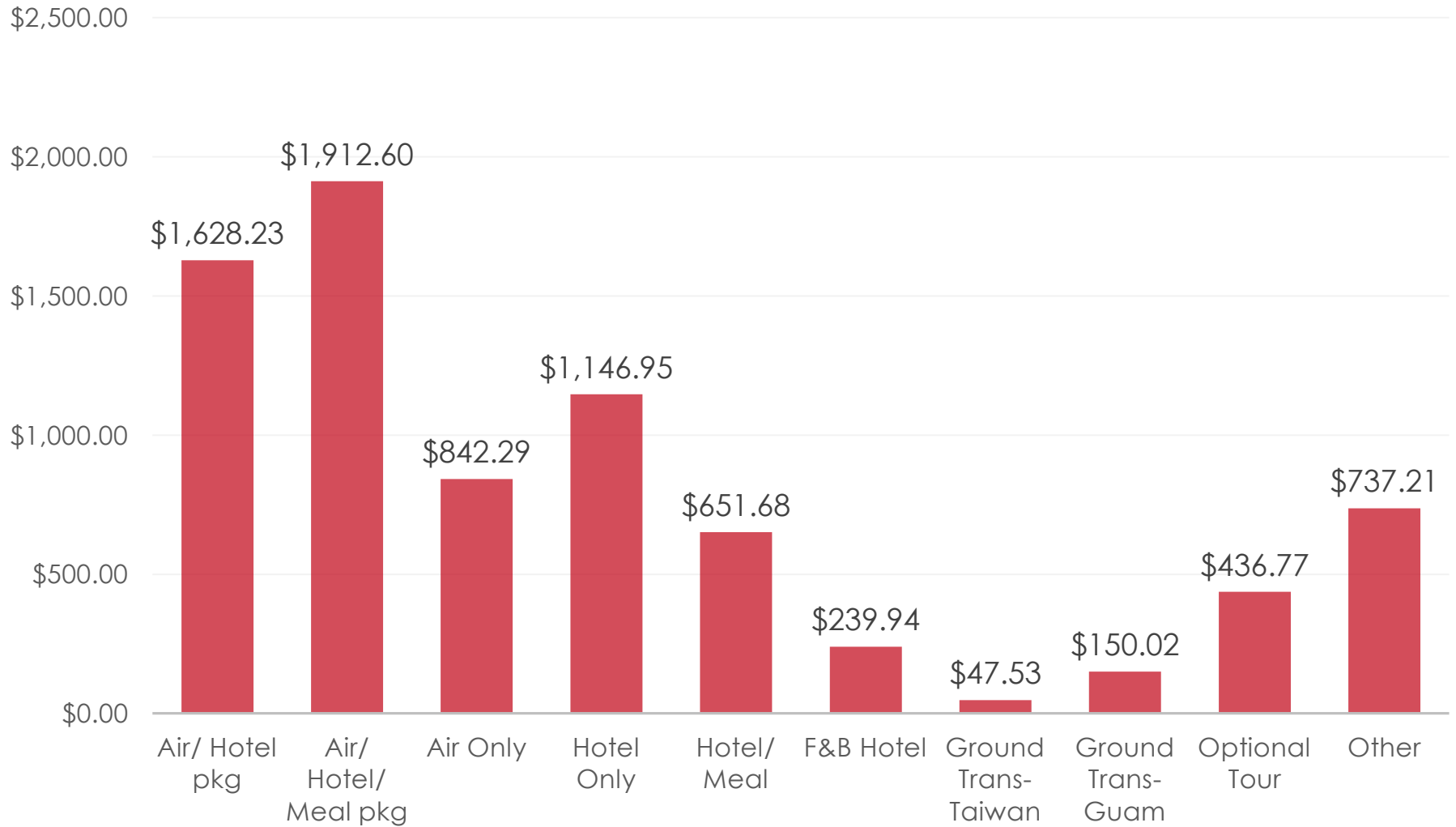
Prepaid Per Person– Key Segments

**GVB EXIT SURVEY
Q10A PREPAID - PER PERSON:**

		TOTAL	MICE	SPORT/ADV	WEDDING	HONEYMOON
		-	-	-	-	-
PREPAID PP	Mean	\$1,208.31	\$977.52	\$1,243.05	\$1,346.80	\$1,265.61
	Median	\$1,253	\$1,401	\$1,303	\$1,108	\$1,145

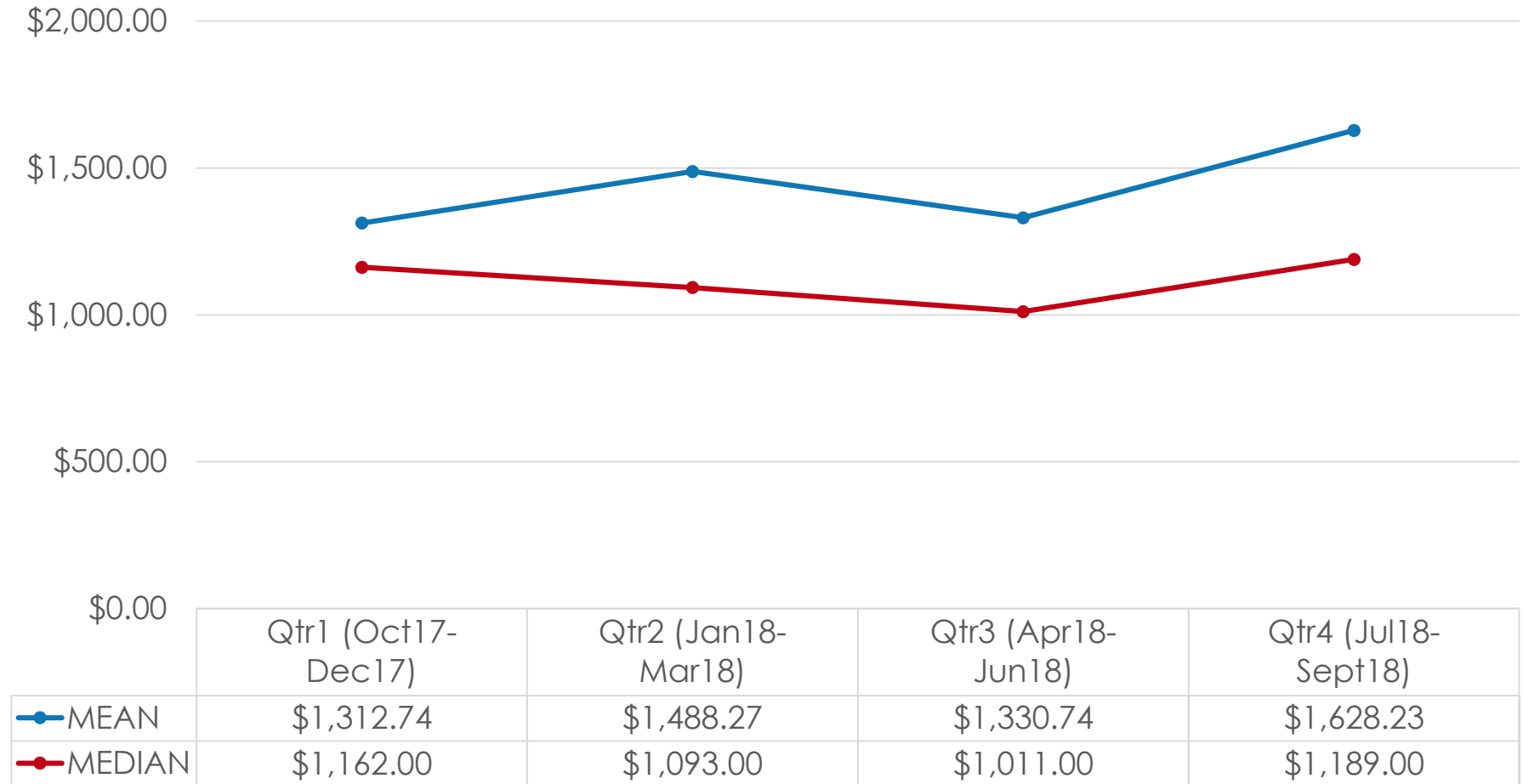
Prepared by Anthology Research

Prepaid Expenses by Category – MEAN Entire Travel Party



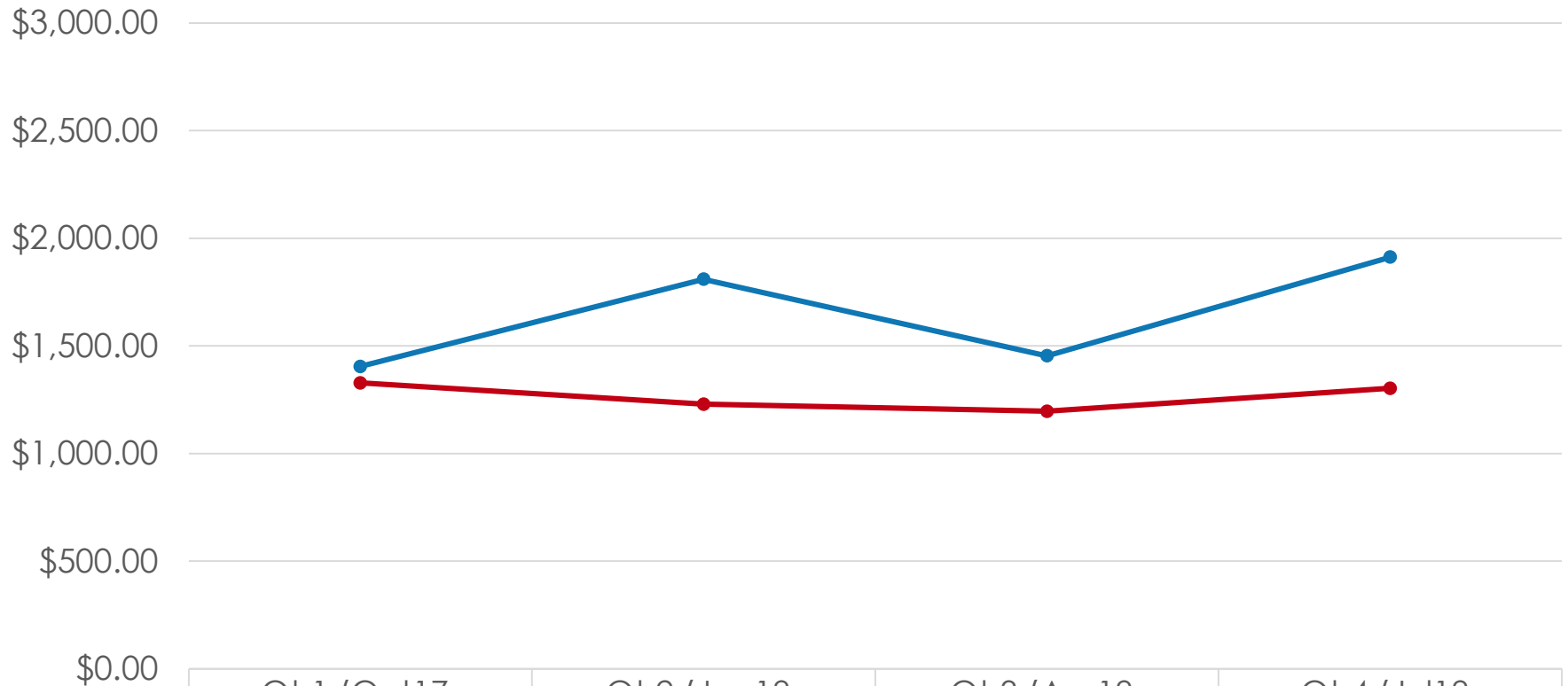
Prepaid– FY2018 Tracking

Airfare & Accommodation Packages



Prepaid- FY2018 Tracking

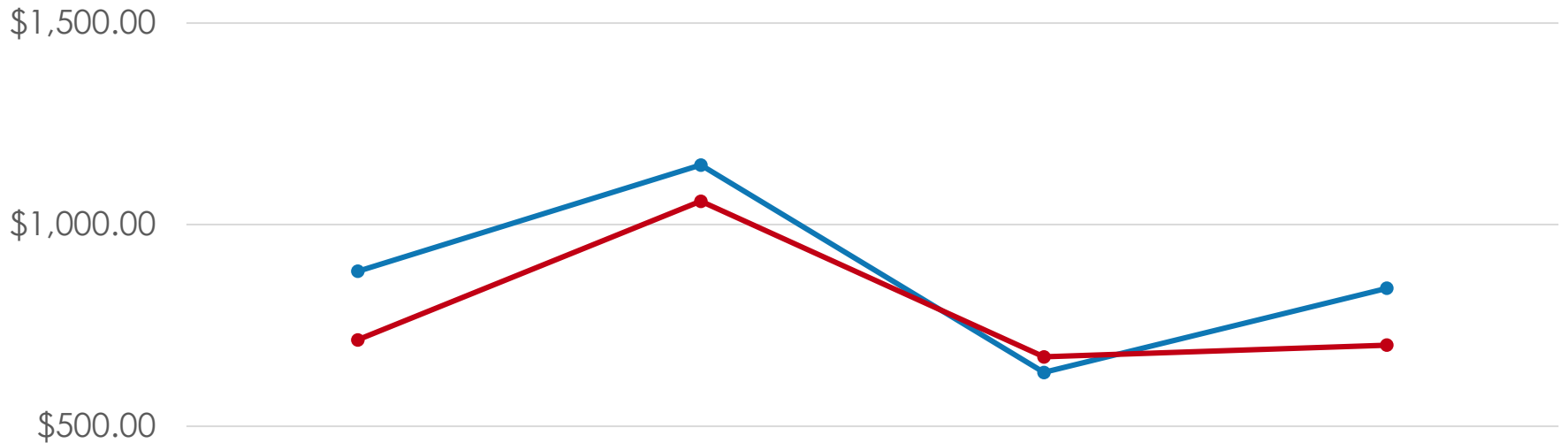
Airfare & Accommodation W/ Meal Packages



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
MEAN	\$1,404.53	\$1,809.81	\$1,453.71	\$1,912.60
MEDIAN	\$1,328.00	\$1,229.00	\$1,196.00	\$1,303.00

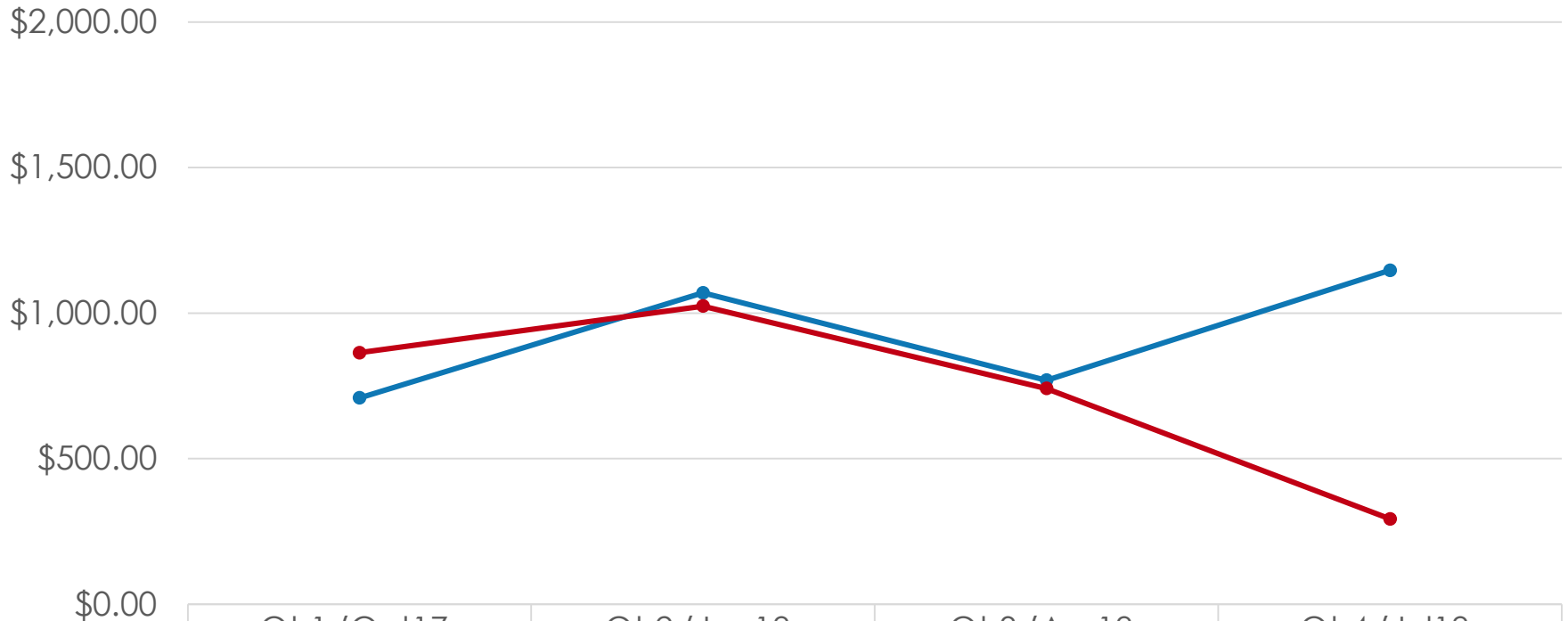
Prepaid- FY2018 Tracking

Airfare Only



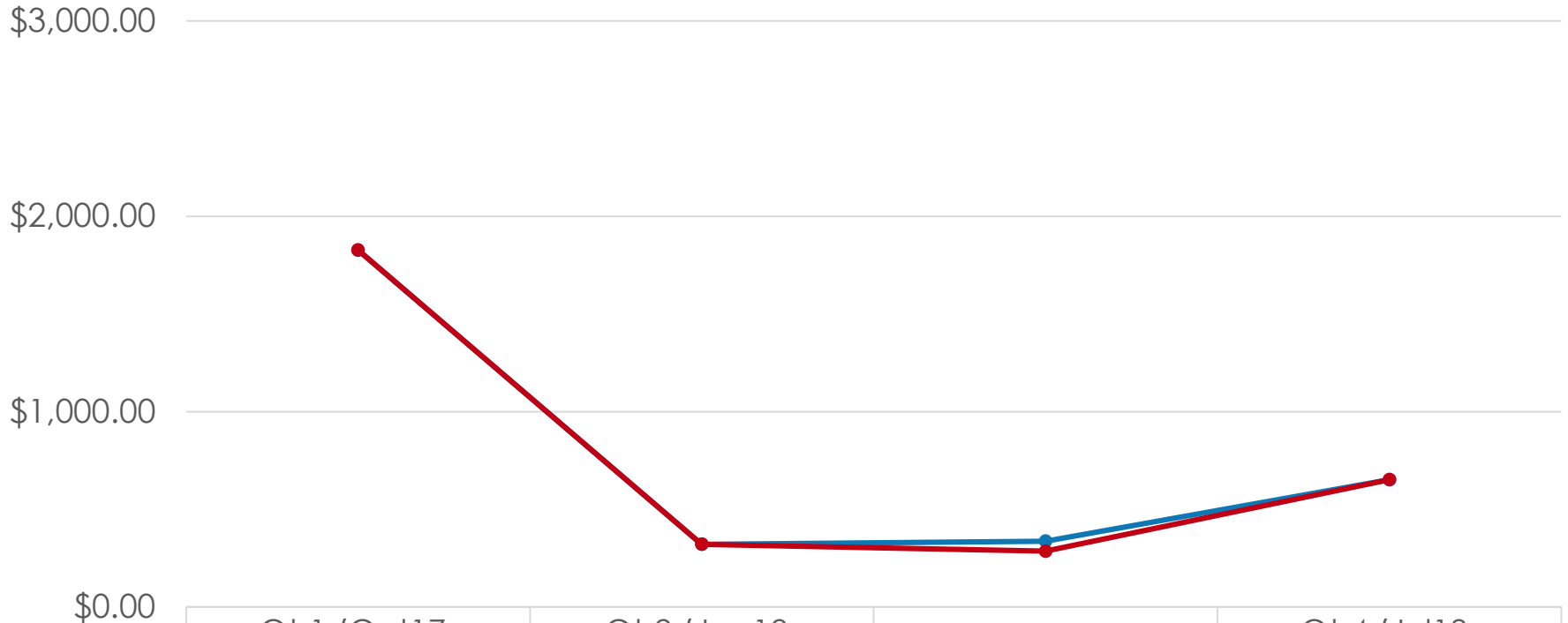
	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
● MEAN	\$884.26	\$1,148.00	\$633.30	\$842.29
● MEDIAN	\$714.00	\$1,058.00	\$672.00	\$701.00

Prepaid– FY2018 Tracking Accommodations Only



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
MEAN	\$708.51	\$1,069.76	\$769.58	\$1,146.95
MEDIAN	\$864.00	\$1,024.00	\$741.00	\$293.00

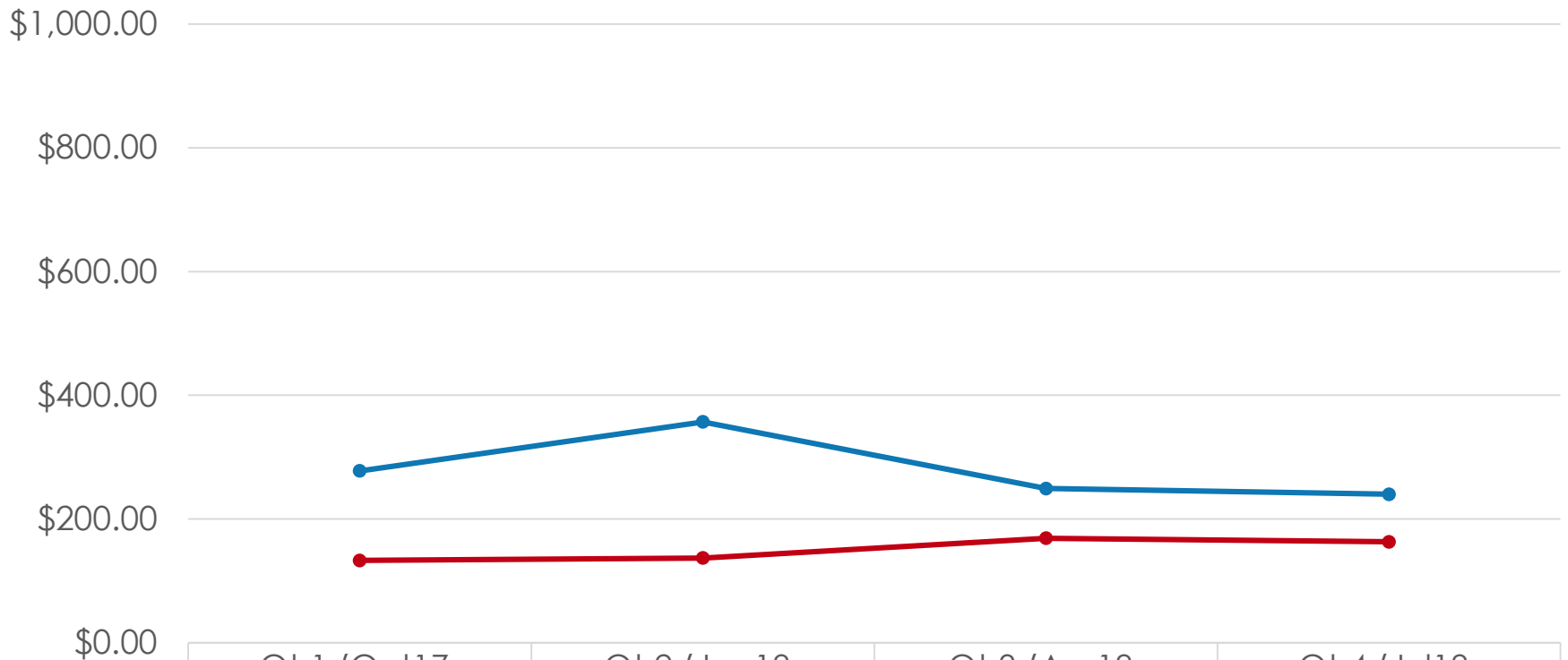
Prepaid– FY2018 Tracking Accommodations w/ Meal Only



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18- Sept18)
MEAN	\$1,826.64	\$320.93	\$337.04	\$651.68
MEDIAN	\$1,827.00	\$321.00	\$286.00	\$652.00

Prepaid- FY2018 Tracking

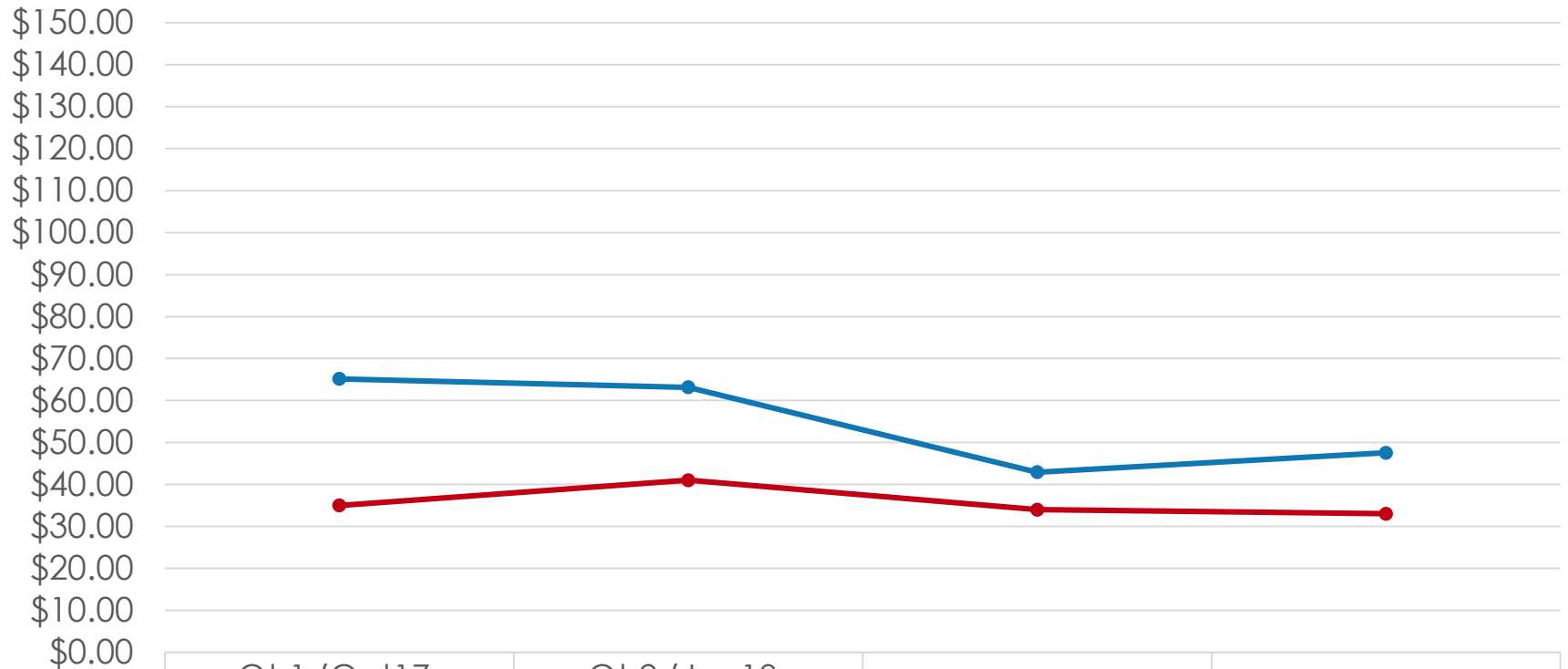
Food & Beverage in Hotel



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
● MEAN	\$277.82	\$356.93	\$249.23	\$239.94
● MEDIAN	\$133.00	\$137.00	\$169.00	\$163.00

Prepaid- FY2018 Tracking

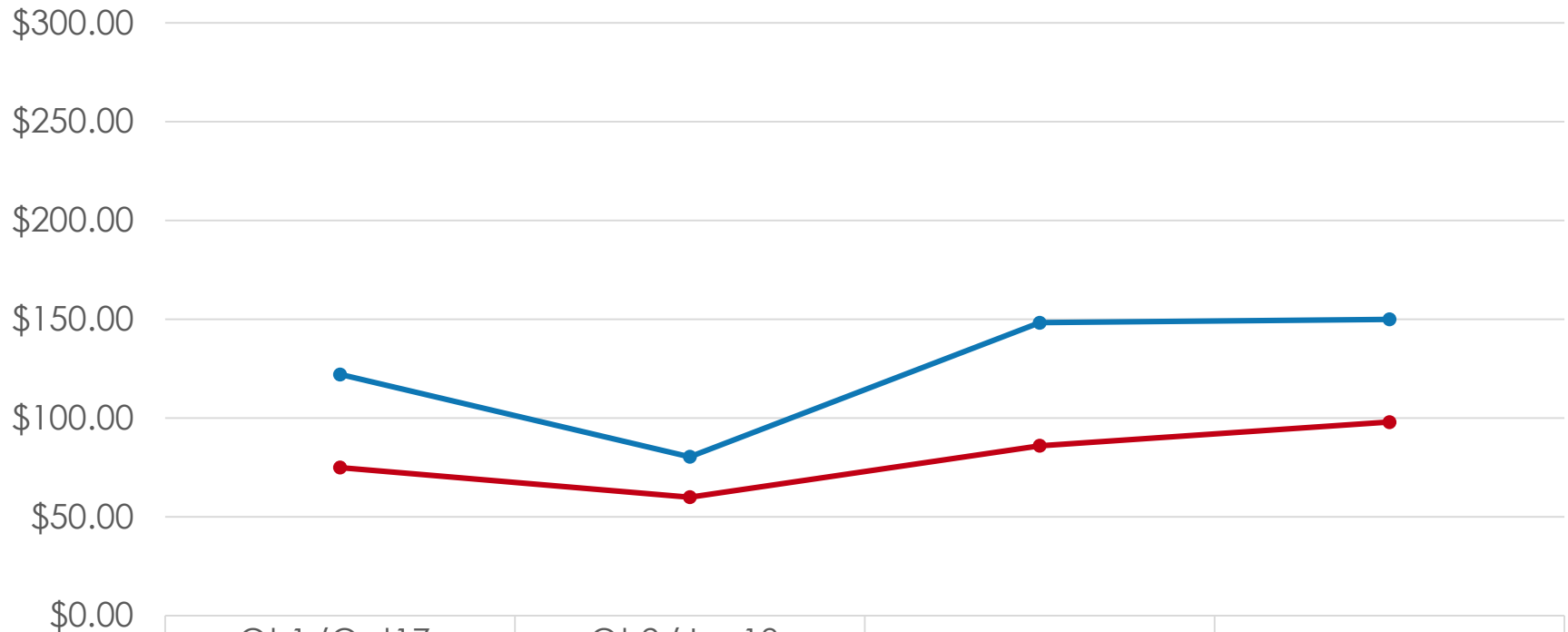
Ground Transportation - Taiwan



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	\$65.14	\$63.12	\$42.93	\$47.53
MEDIAN	\$35.00	\$41.00	\$34.00	\$33.00

Prepaid- FY2018 Tracking

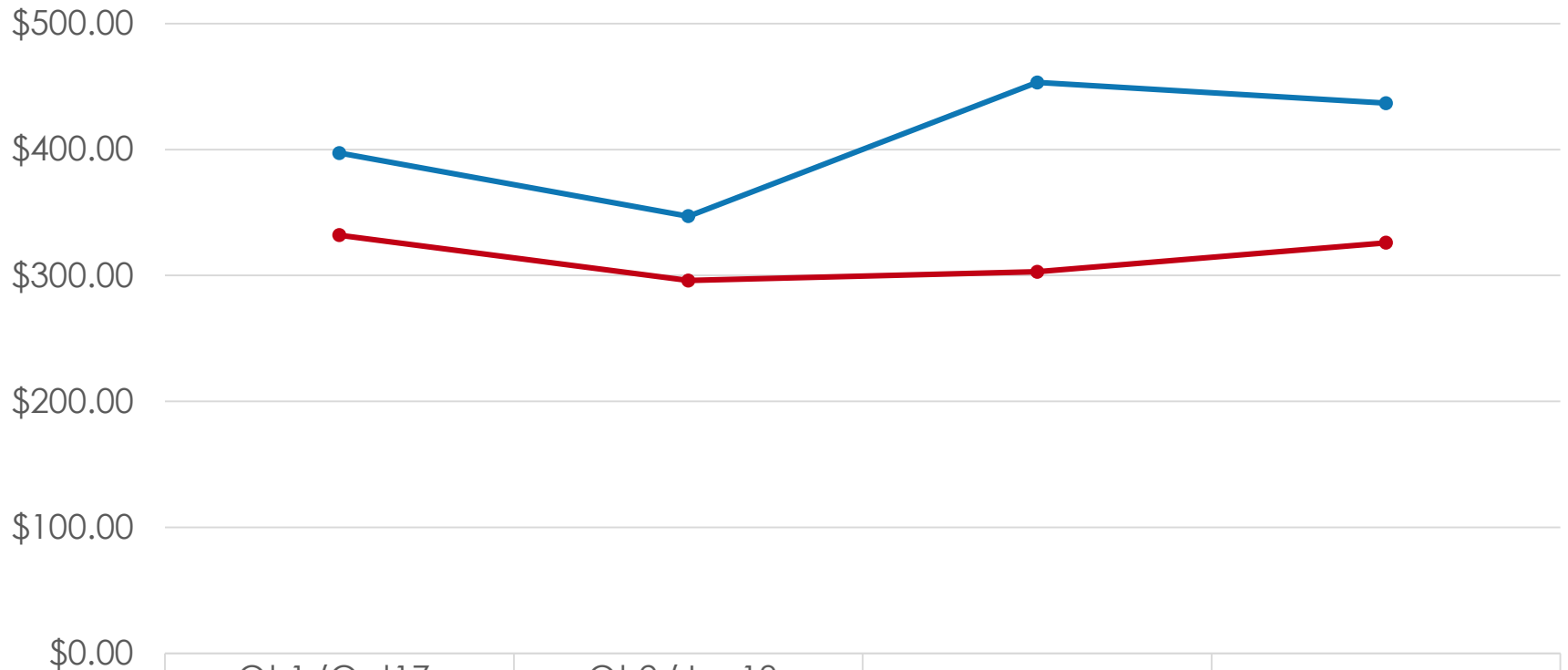
Ground Transportation - Guam



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	\$122.16	\$80.42	\$148.32	\$150.02
MEDIAN	\$75.00	\$60.00	\$86.00	\$98.00

Prepaid– FY2018 Tracking

Optional tours/ Activities

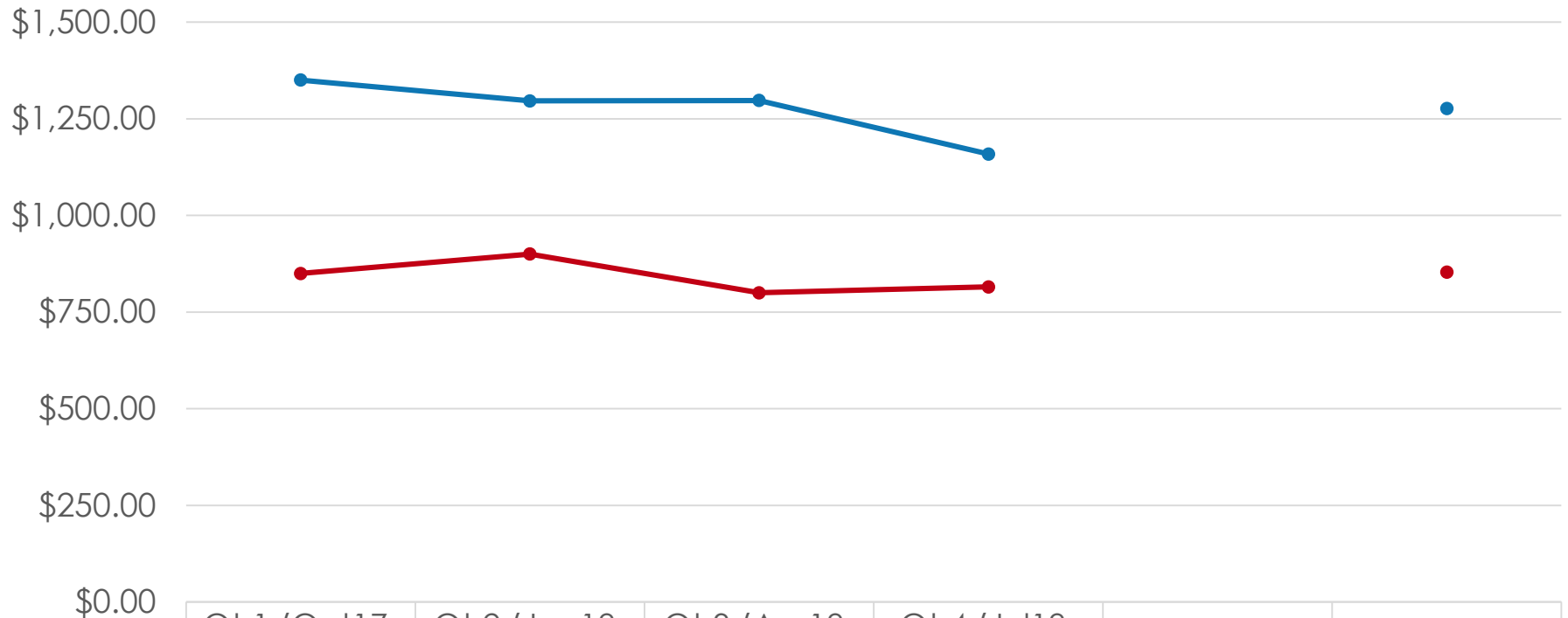


	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	\$397.24	\$347.07	\$453.29	\$436.77
MEDIAN	\$332.00	\$296.00	\$303.00	\$326.00

On-Island Expenditures

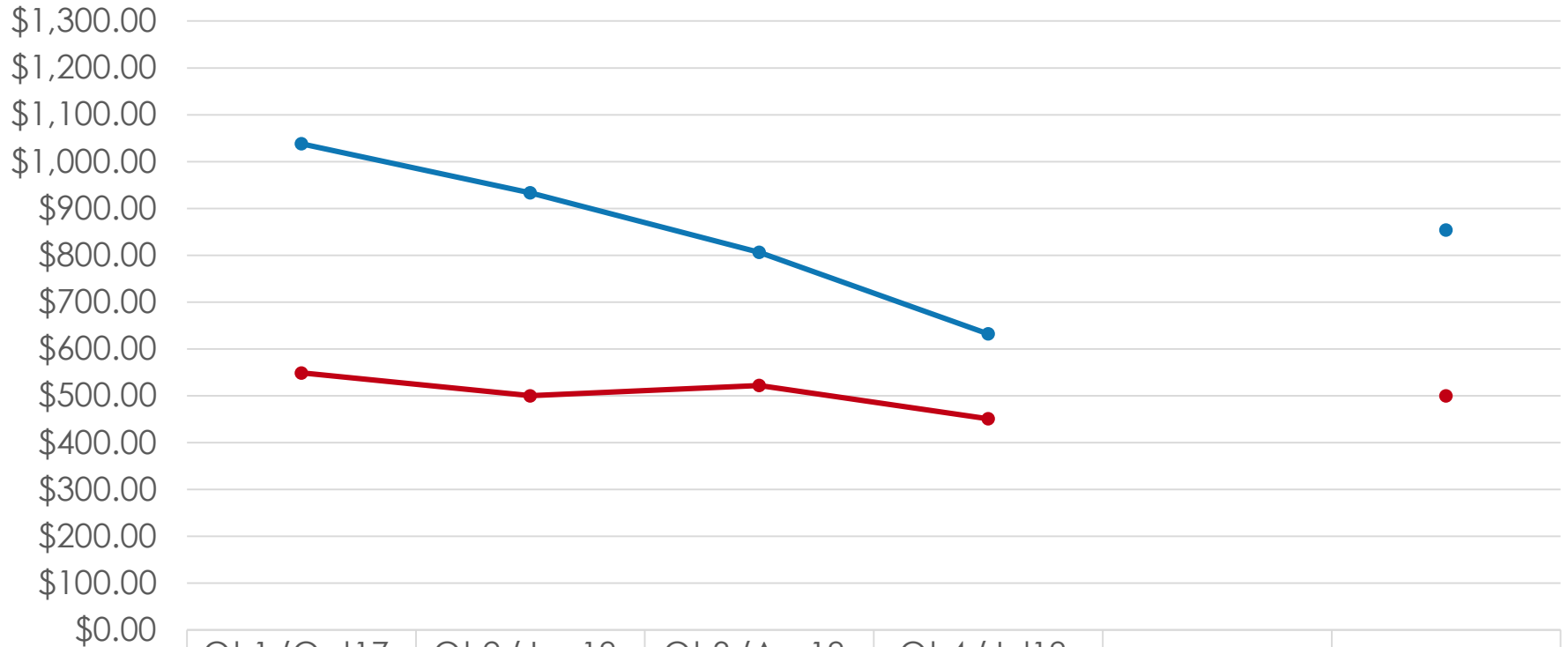
- \$1,158.99 = overall mean average on-island expense (for entire travel party size) by respondent
- \$632.37 = overall mean average per person on-island expenditures

On-Island Entire Travel Party – FY2018 Tracking



	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)		YTD
MEAN	\$1,350.18	\$1,296.35	\$1,297.51	\$1,158.99		\$1,276.53
MEDIAN	\$850.00	\$900.00	\$800.00	\$815.00		\$853.00

On-Island Per Person – FY2018 Tracking



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)		YTD
● MEAN	\$1,038.17	\$933.36	\$806.34	\$632.37		\$854.09
● MEDIAN	\$549.00	\$500.00	\$522.00	\$451.00		\$500.00

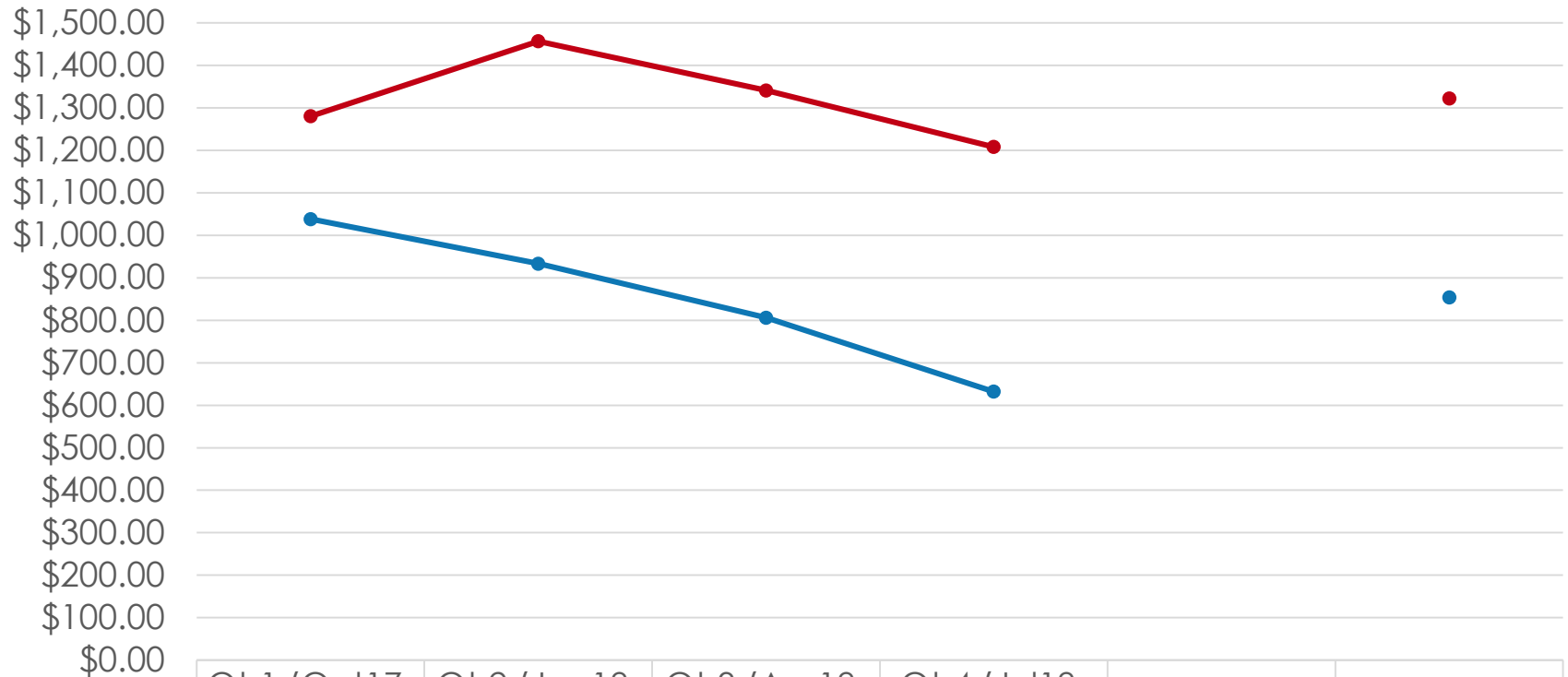
On-Island Per Person – Key Segments

GVB EXIT SURVEY
Q11A ONISLE EXPENDITURE- PER PERSO

		TOTAL	MICE	SPORT/ADV	WEDDING	HONEYMOON
		-	-	-	-	-
ONISLE PP	Mean	\$632.37	\$56.67	\$625.46	\$1,141.67	\$949.25
	Median	\$451	\$0	\$488	\$395	\$660

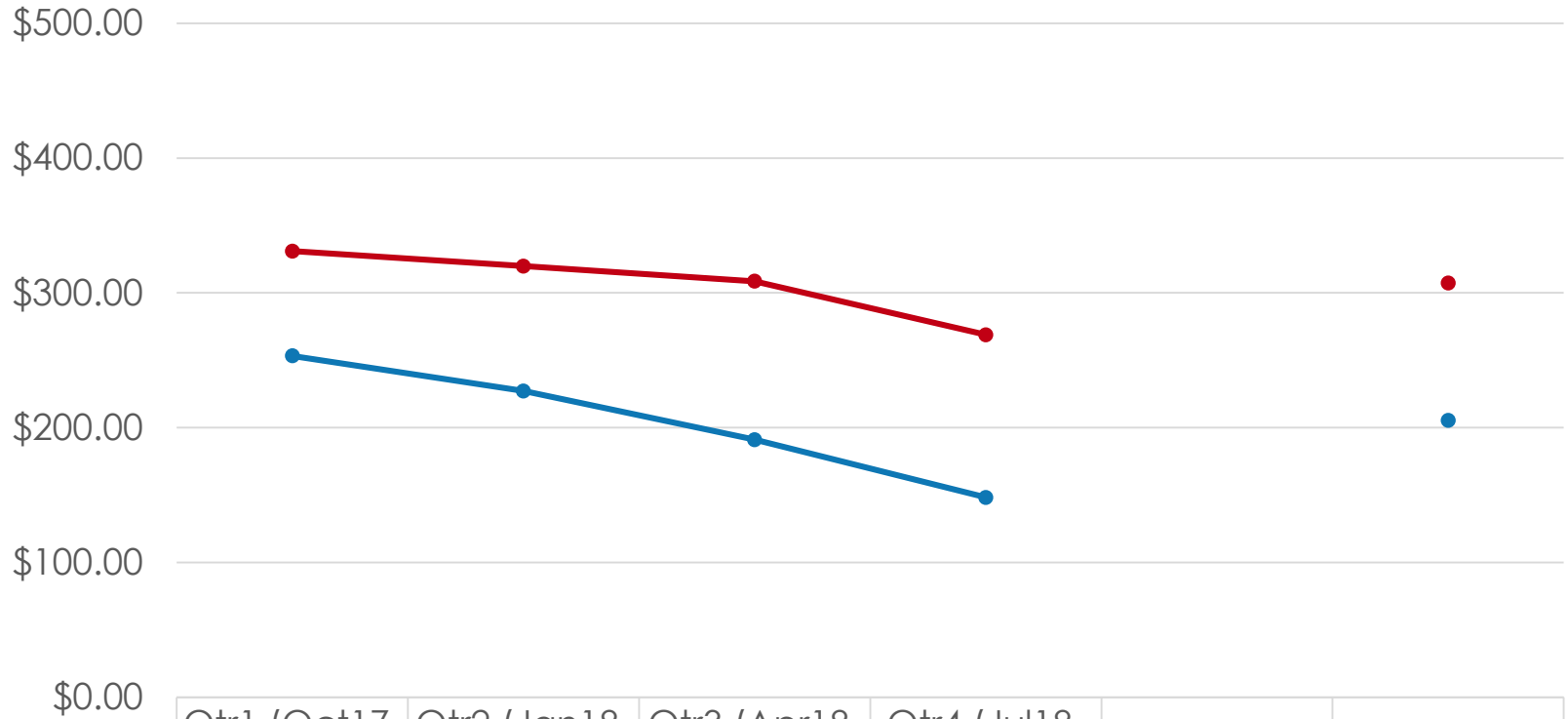
Prepared by Anthology Research

Per Person MEAN expenditures – FY2018 Tracking On-Island/ Prepaid



On-Island Per Day Spending – FY2018 Tracking

MEAN



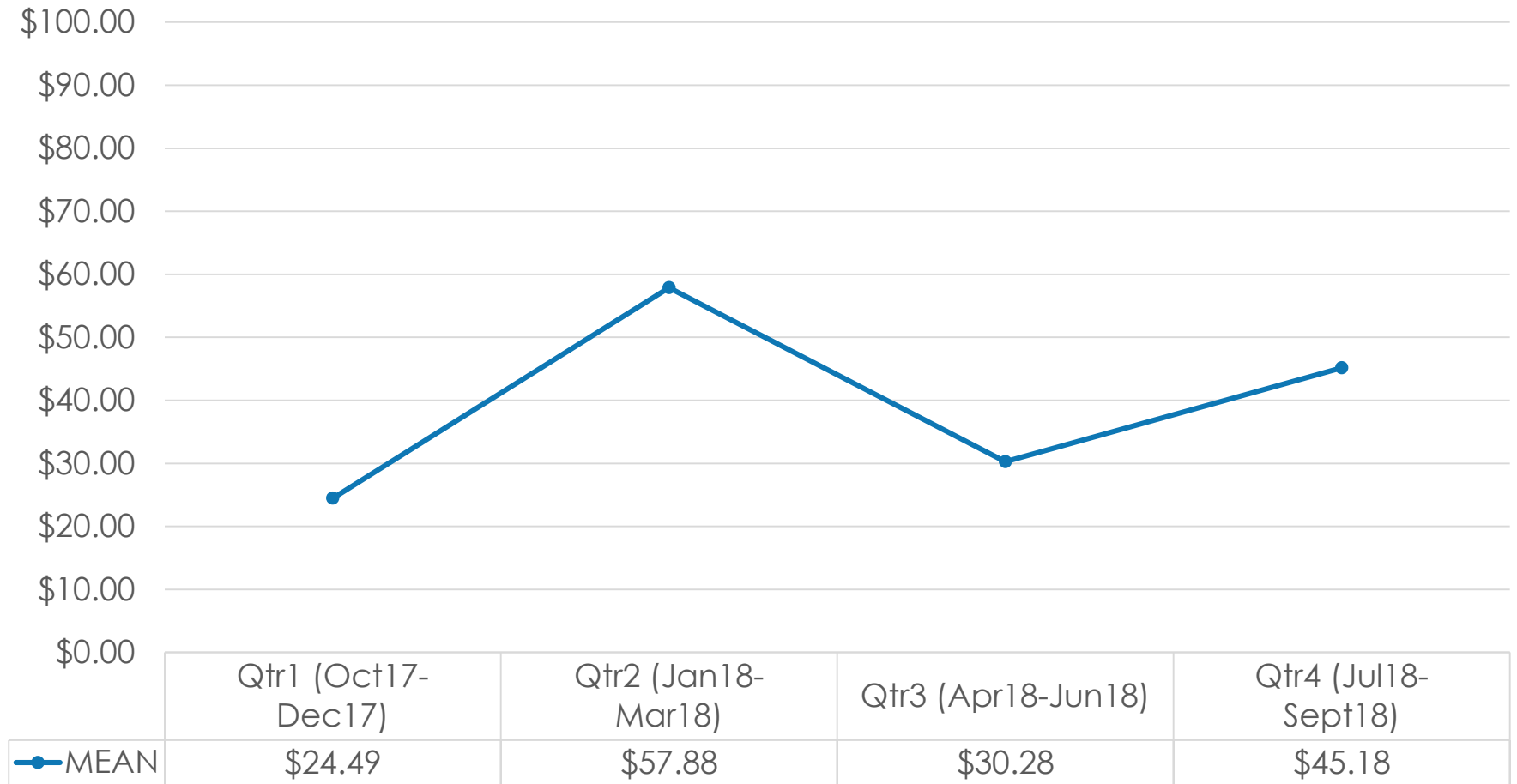
	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)		YTD
Per Person	\$253.30	\$227.26	\$191.07	\$148.28		\$205.37
Travel Party	\$330.95	\$319.89	\$308.58	\$268.95		\$307.36

On-Island Expenses by Category – MEAN Entire Travel Party



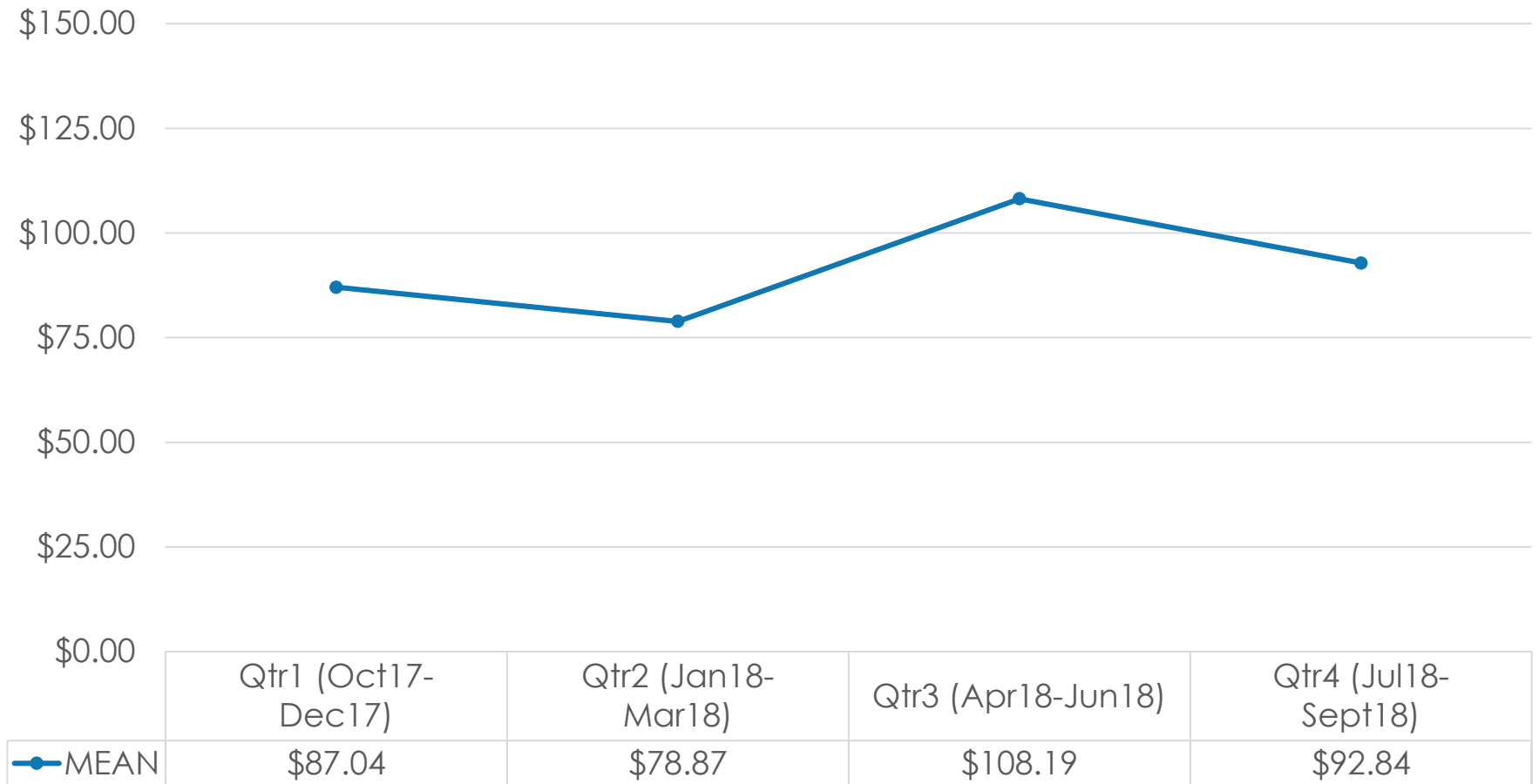
On-Island – FY2018 Tracking

Food & Beverage - Hotel



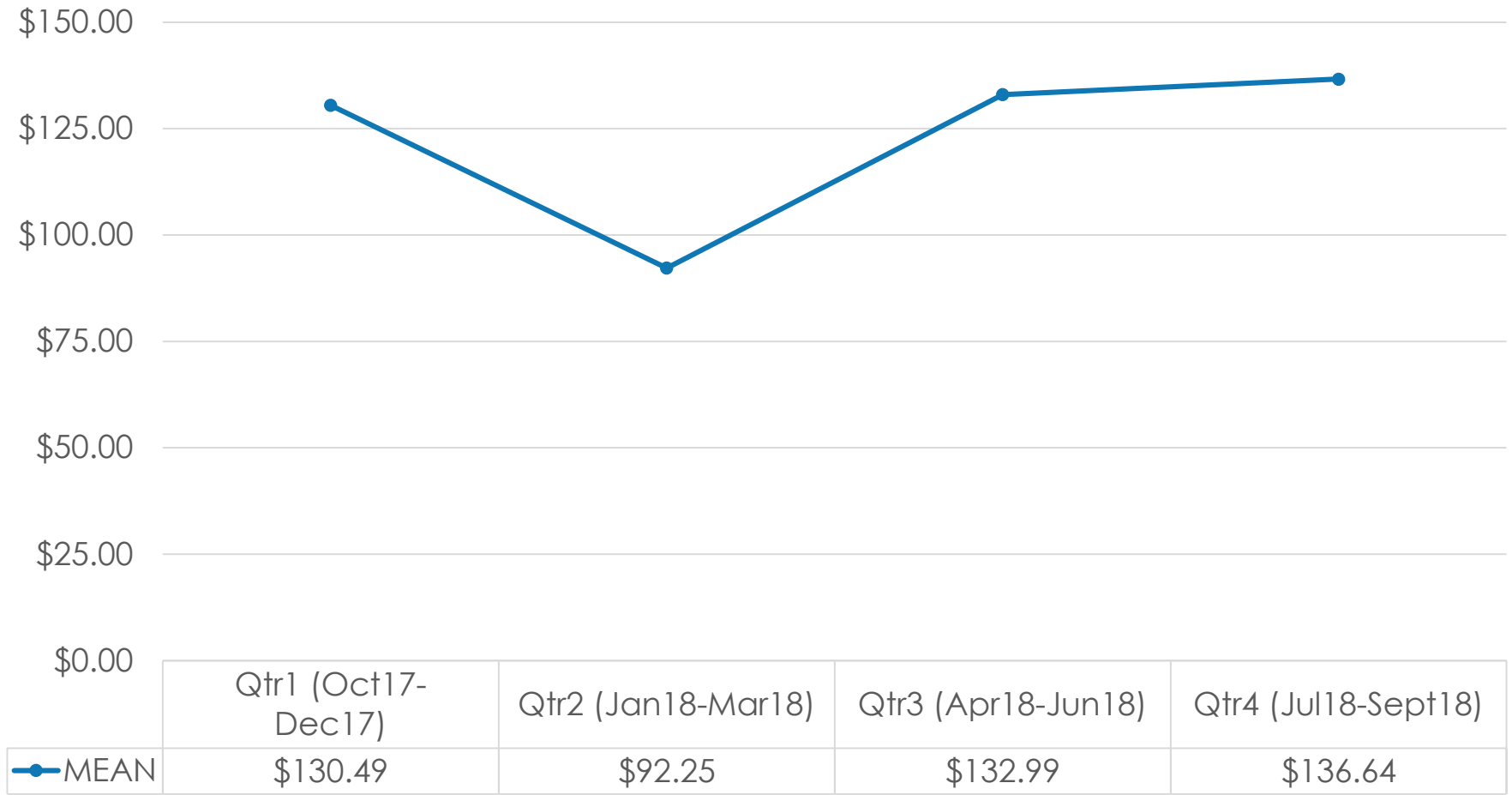
On-Island – FY2018 Tracking

Food & Beverage – Fast Food/ Convenience Store



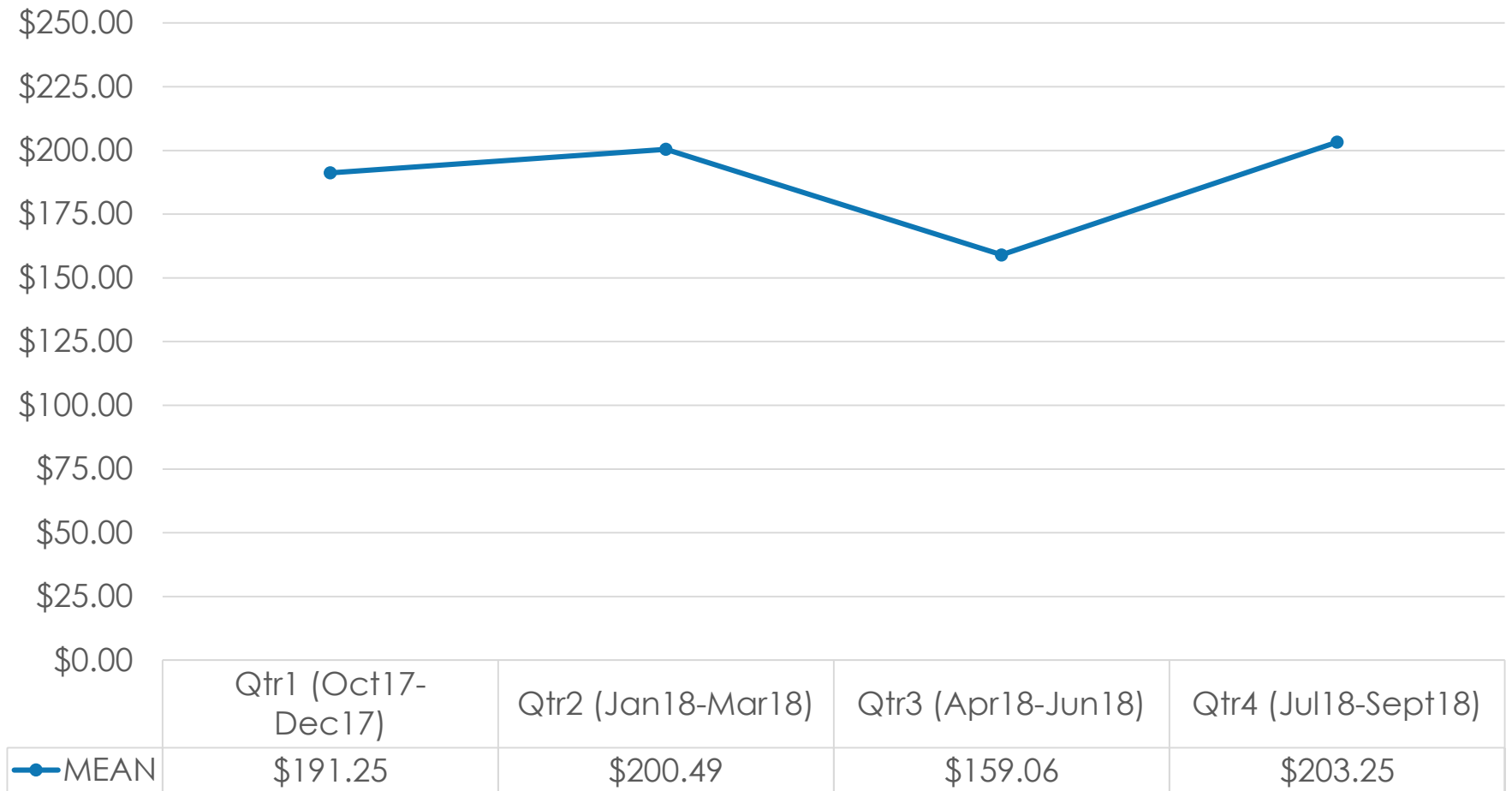
On-Island – FY2018 Tracking

Food & Beverage – Restaurant/ Drinking Est Outside Hotel



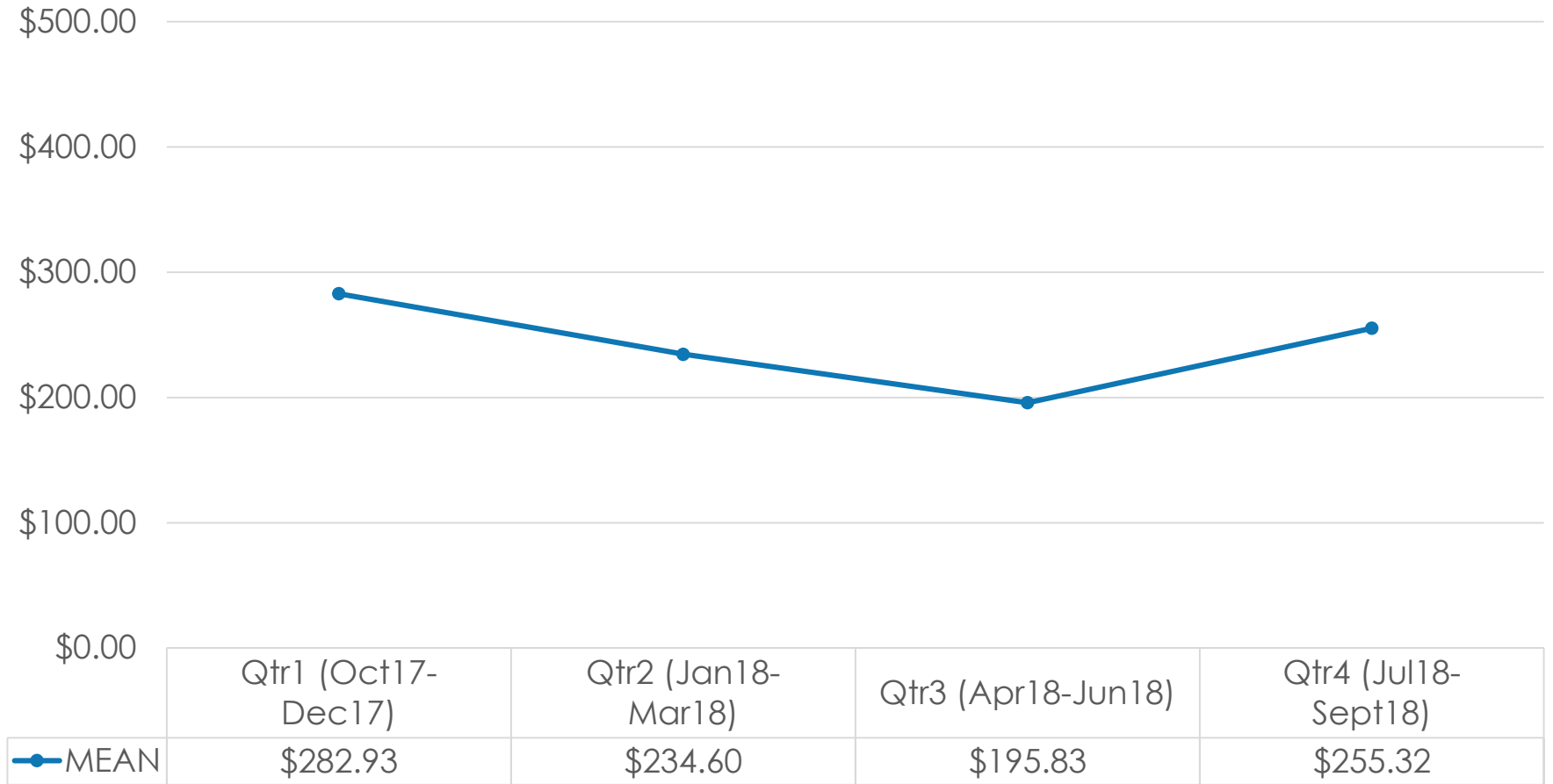
On-Island – FY2018 Tracking

Optional tour/ Activities



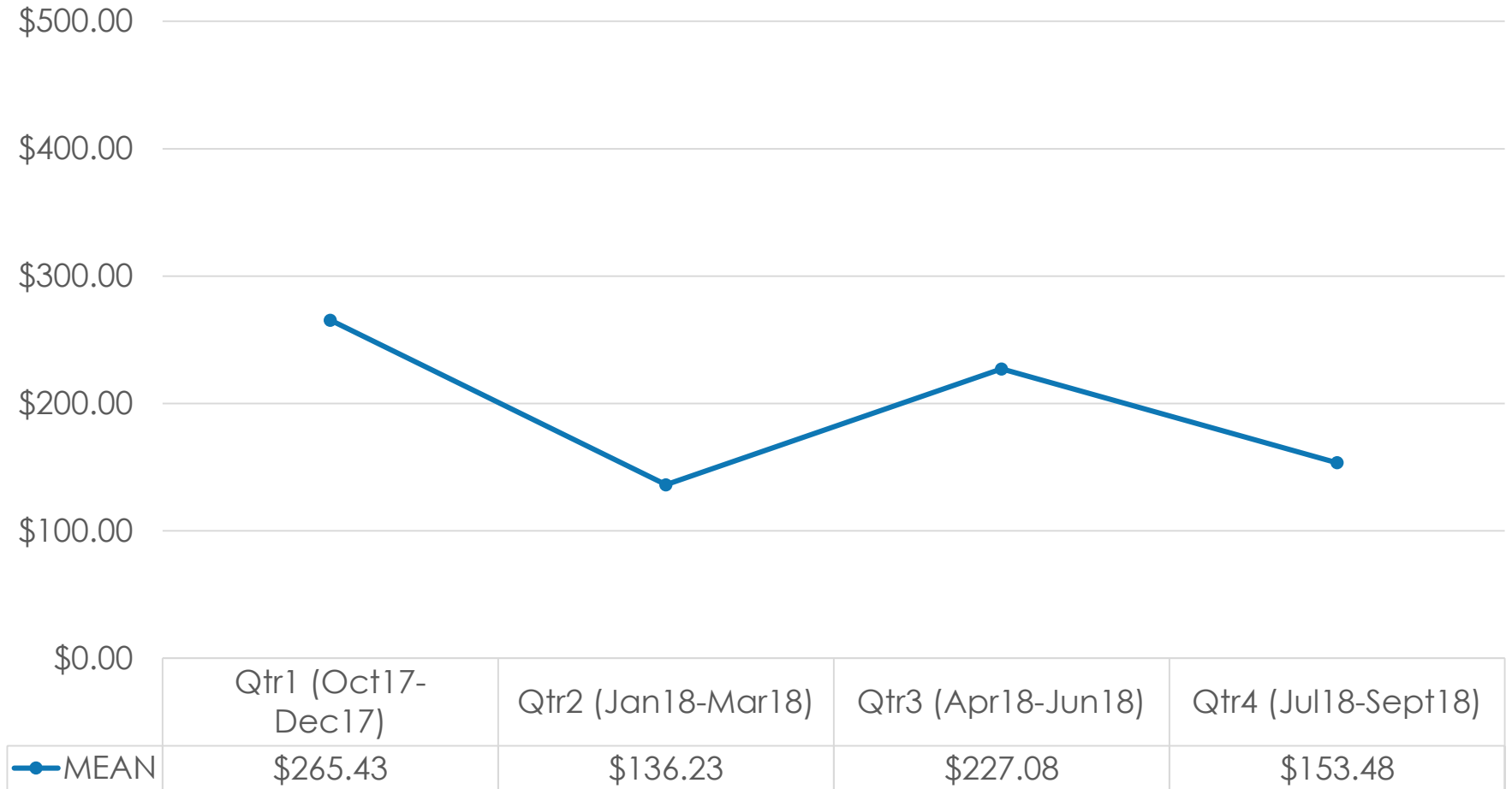
On-Island – FY2018 Tracking

Gift/ Souvenir – Self/ Companion



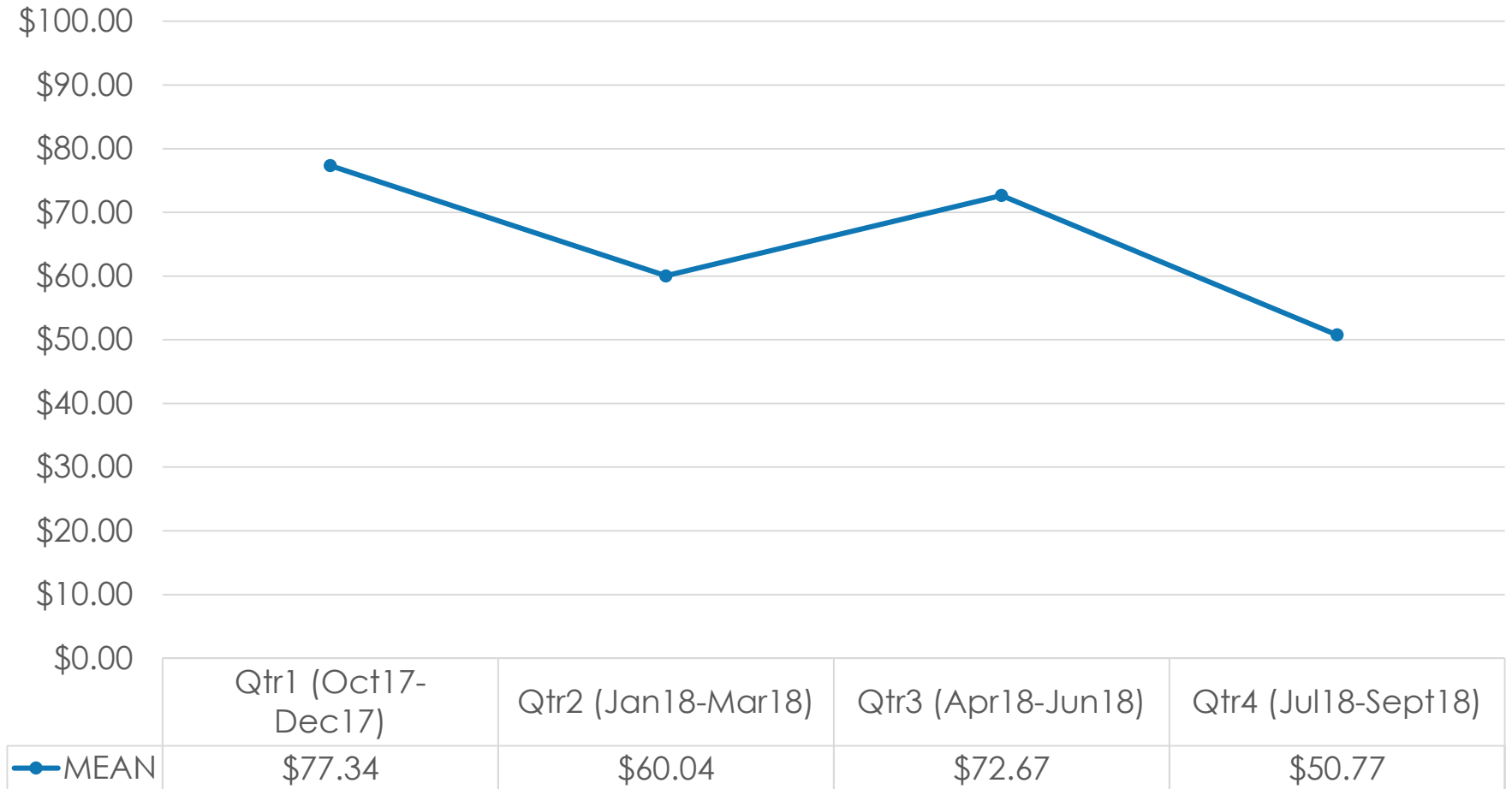
On-Island – FY2018 Tracking

Gift/ Souvenir – Friends/ Family



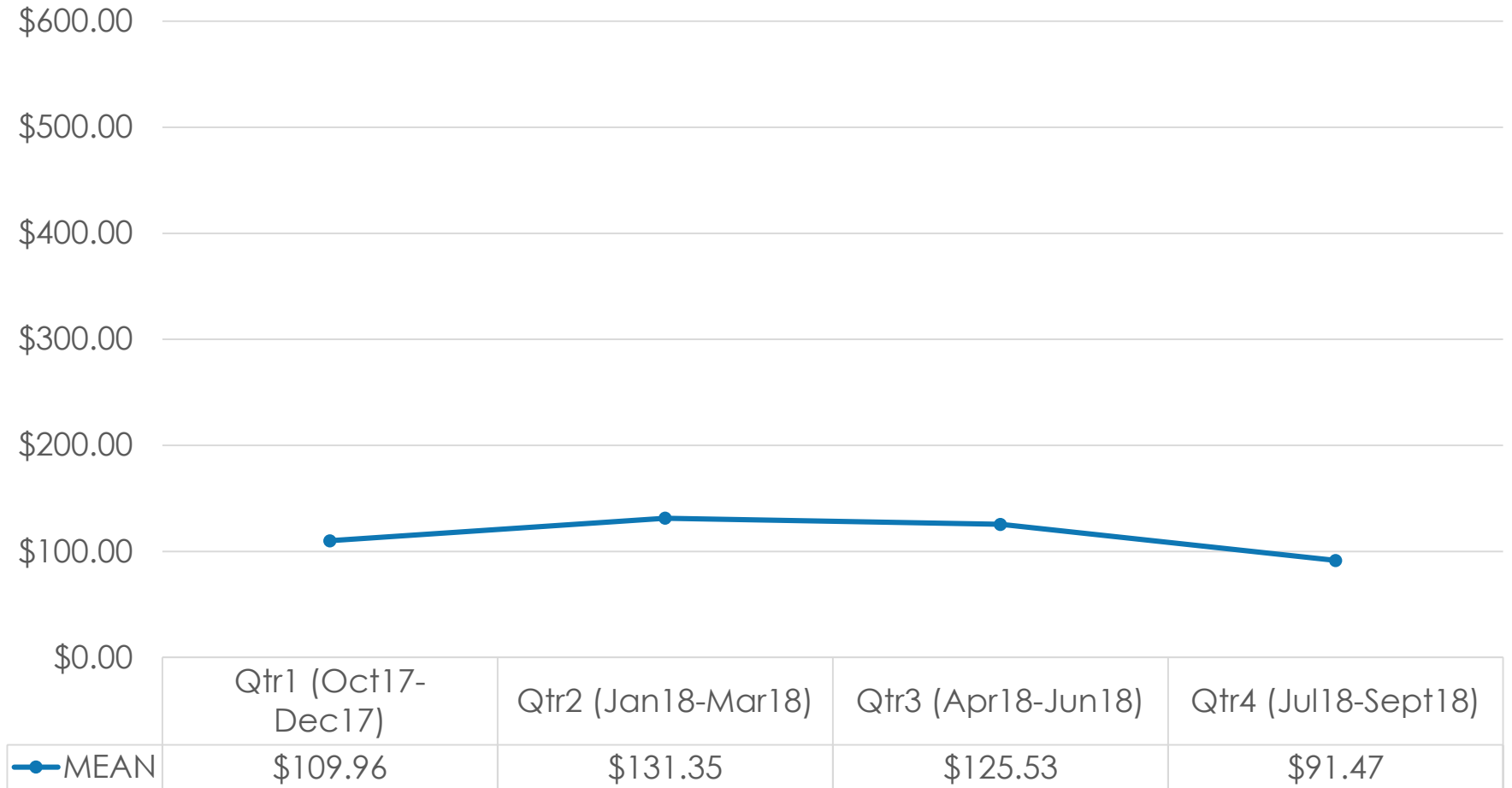
On-Island – FY2018 Tracking

Local Transportation



On-Island – FY2018 Tracking

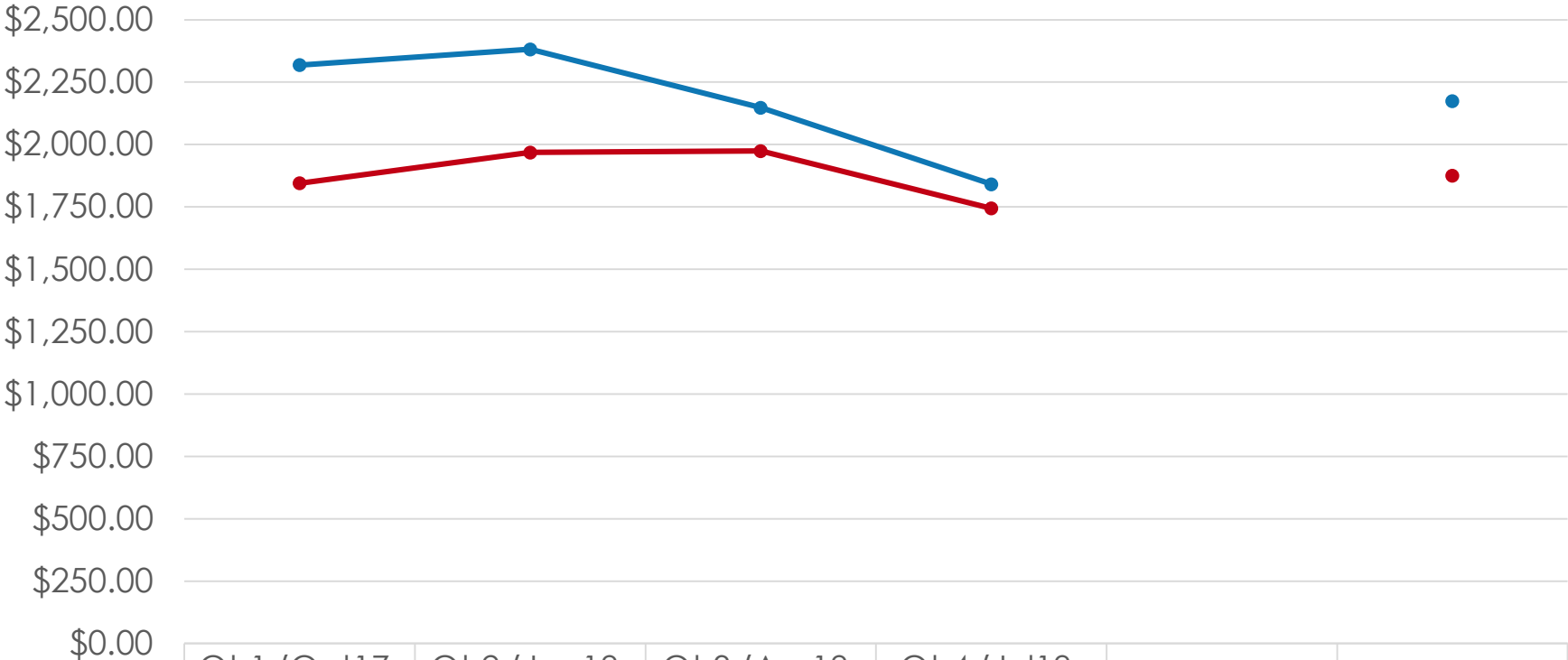
Other Not Included



TOTAL (On-Isle + Prepaid) Expenditures Per Person

- \$1,840.68 = TOTAL Per Person Expenditure

TOTAL Per Person Expenditures – FY2018 Tracking



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)	YTD
MEAN	\$2,318.65	\$2,381.42	\$2,147.65	\$1,840.68	\$2,174.21
MEDIAN	\$1,845.00	\$1,968.00	\$1,974.00	\$1,744.00	\$1,875.00

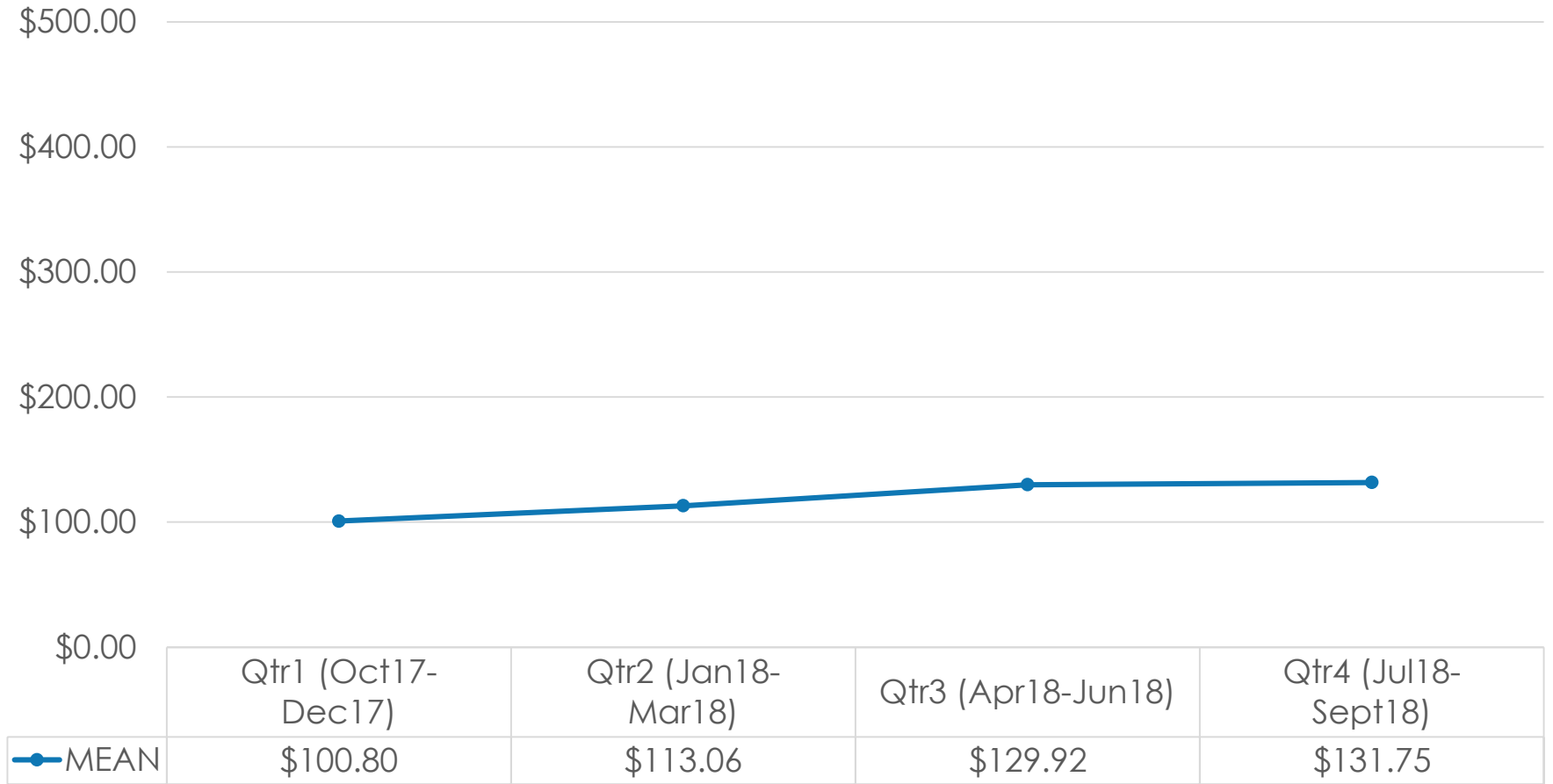
TOTAL Per Person Expenditures – Key Segments

**GVB EXIT SURVEY
TOTAL PER PERSON SPENDING:**

		TOTAL	MICE	SPORT/ADV	WEDDING	HONEYMOON
		-	-	-	-	-
TOTAL PP	Mean	\$1,840.68	\$1,034.18	\$1,868.51	\$2,488.47	\$2,214.86
	Median	\$1,744	\$1,531	\$1,873	\$1,503	\$2,143

Prepared by Anthology Research

GUAM AIRPORT EXPENDITURE – FY2018 Tracking

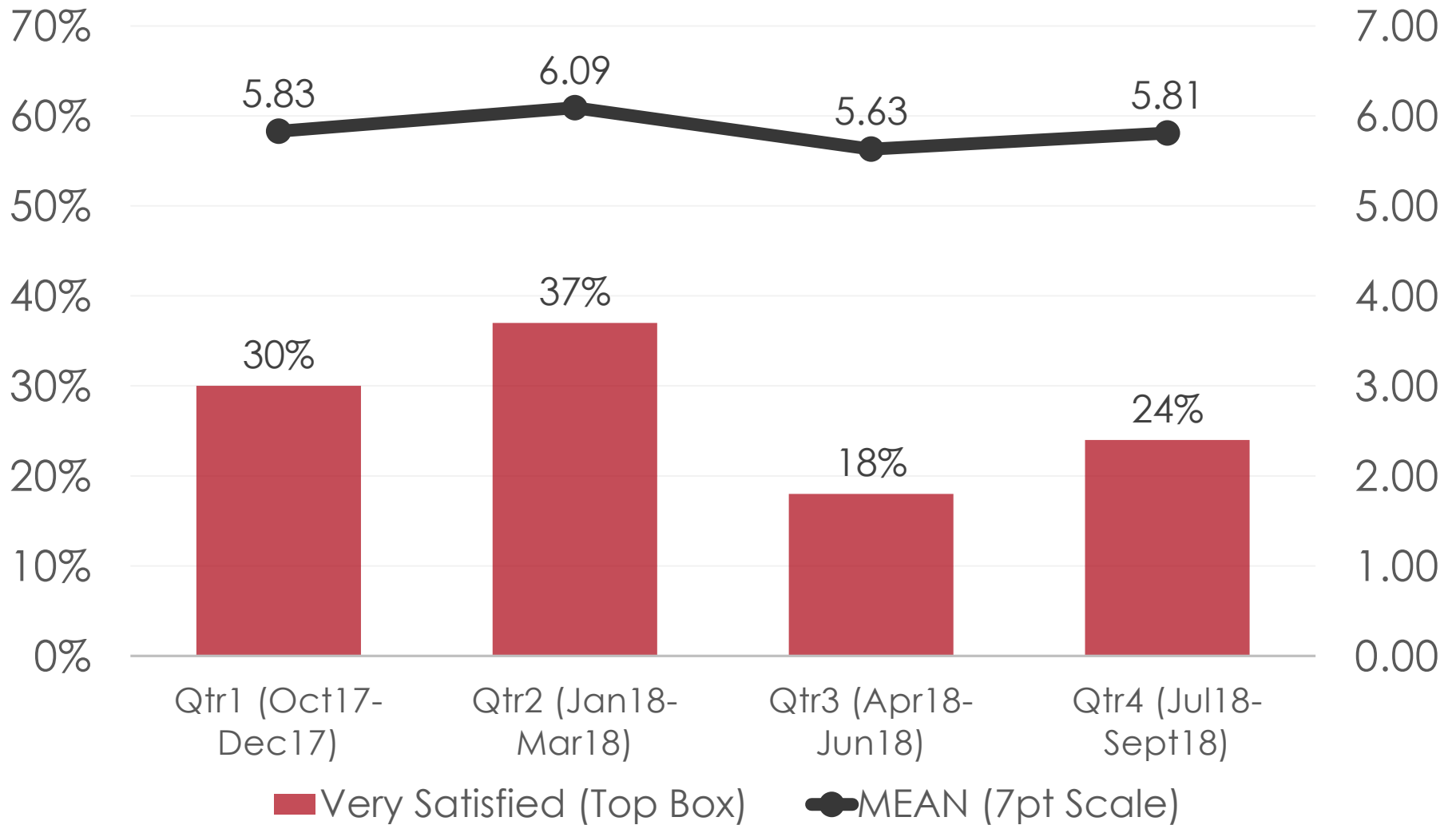


SECTION 4

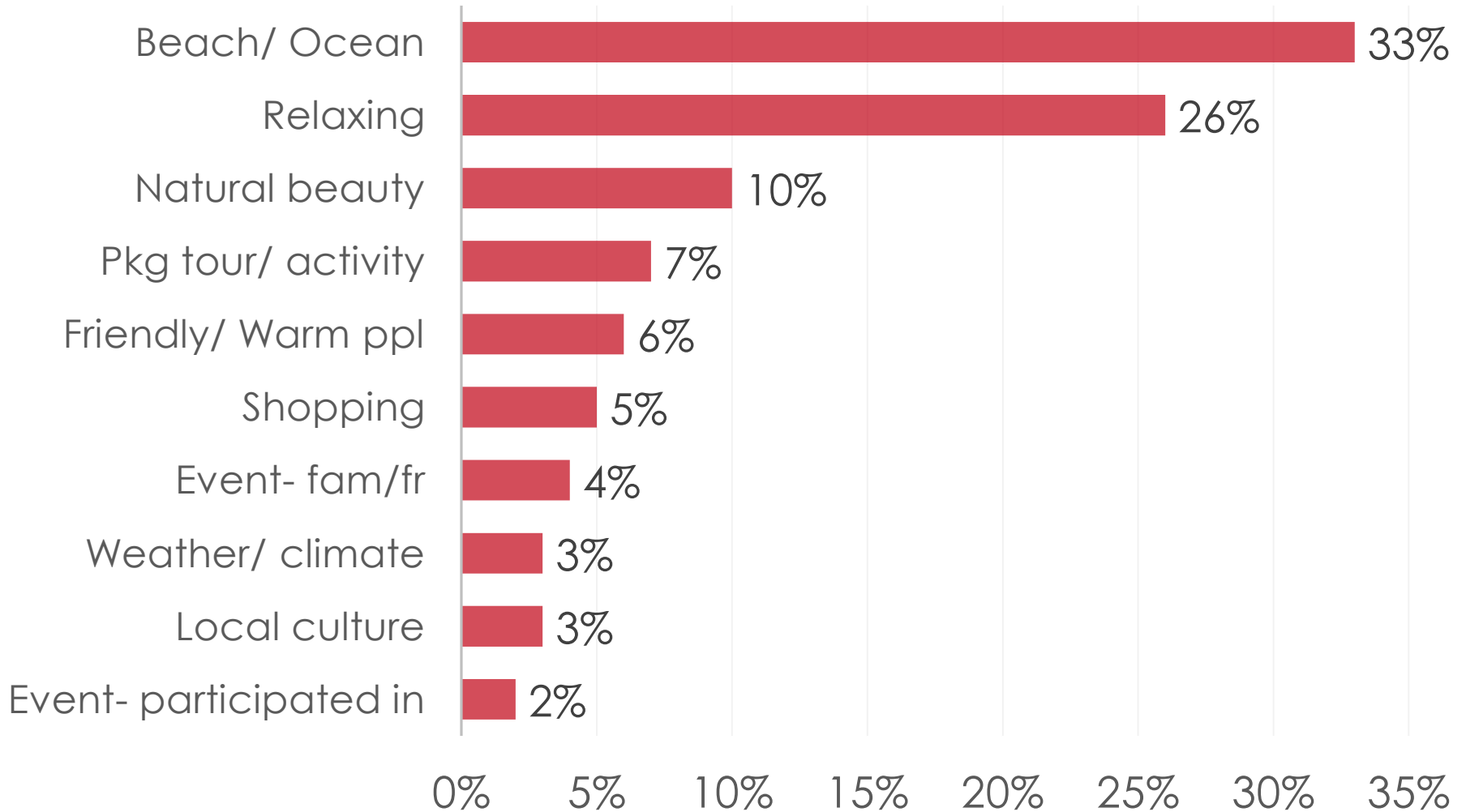
VISITOR SATISFACTION

BEHAVIOR

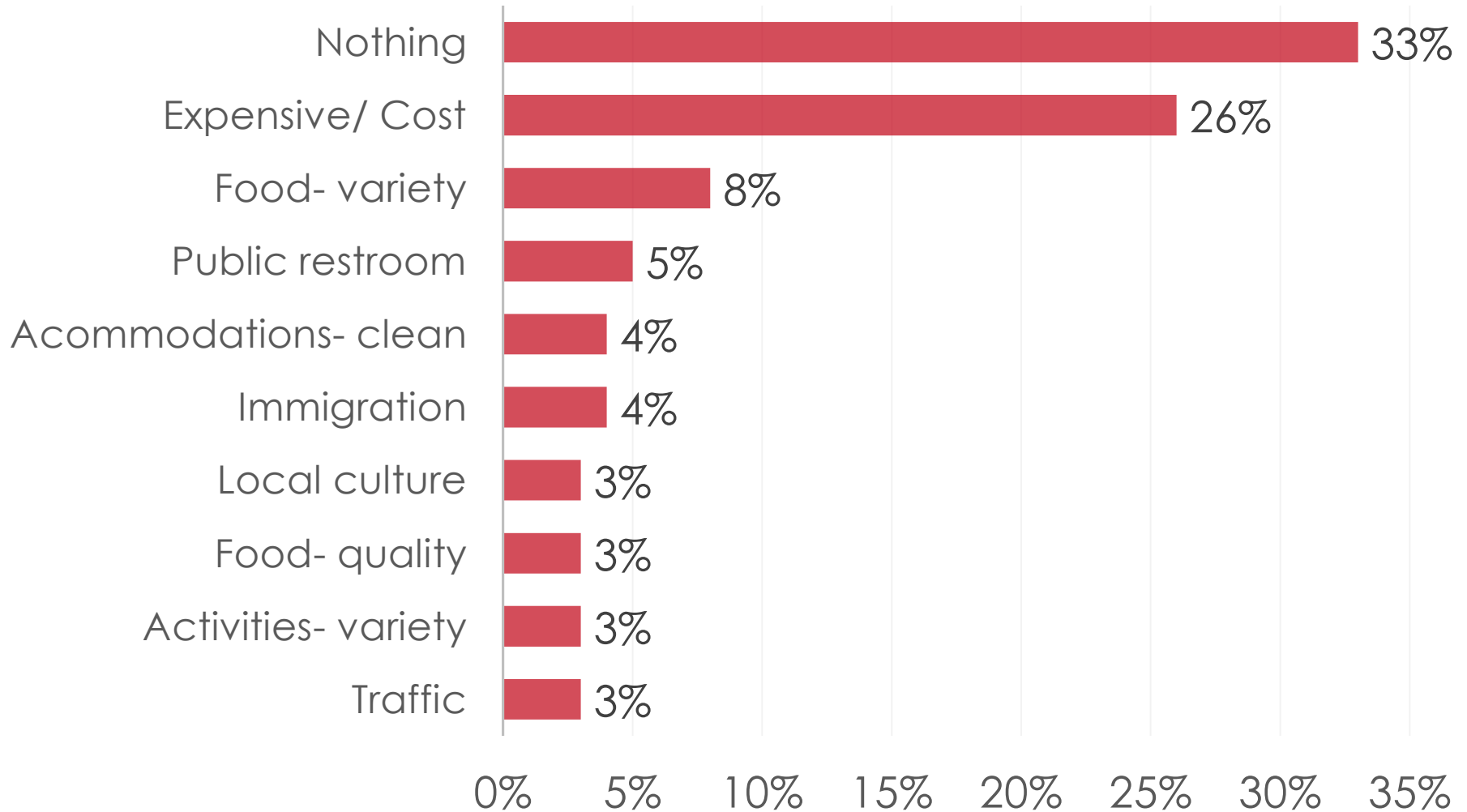
OVERALL SATISFACTION



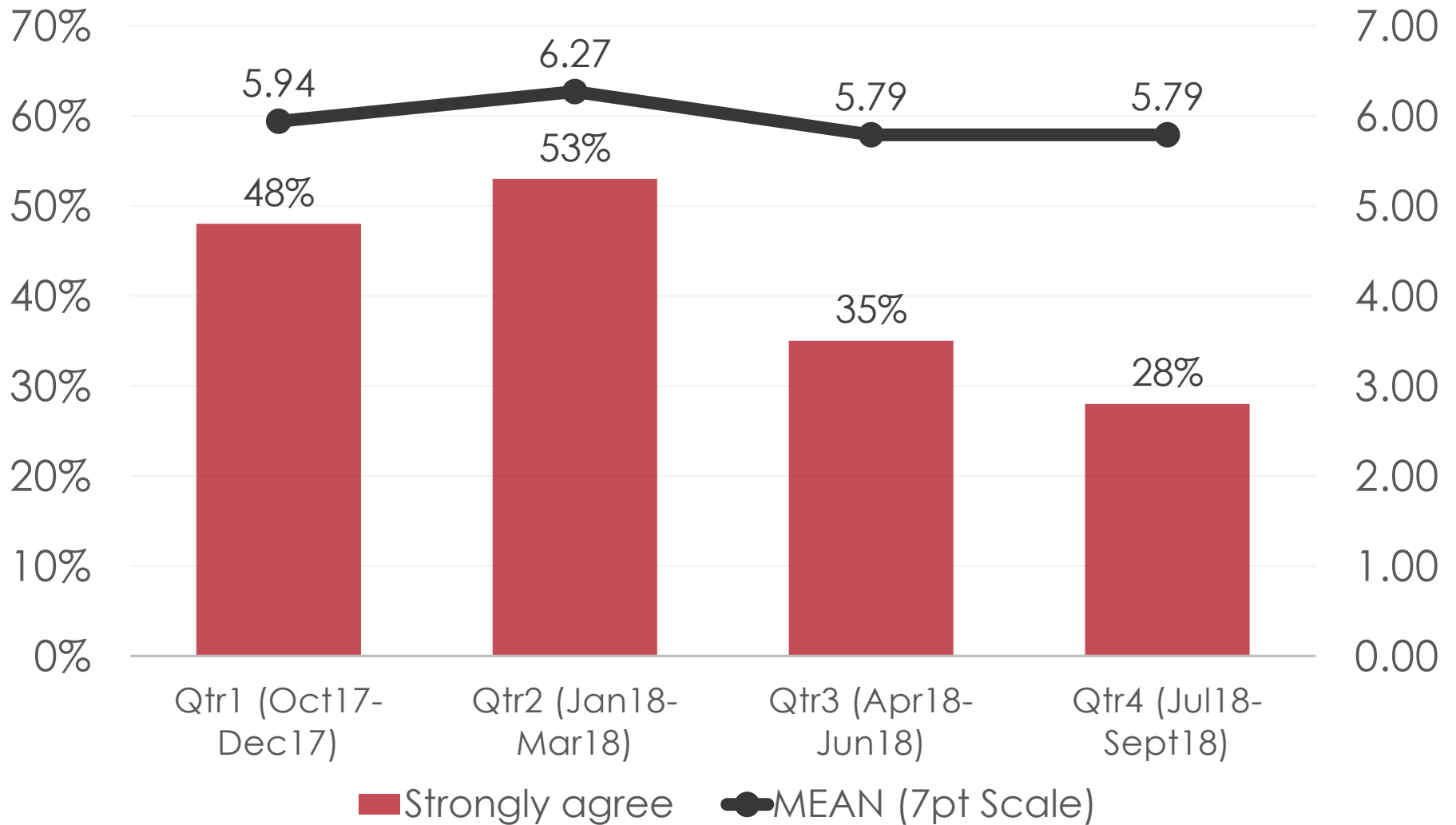
Positive Aspect of Trip



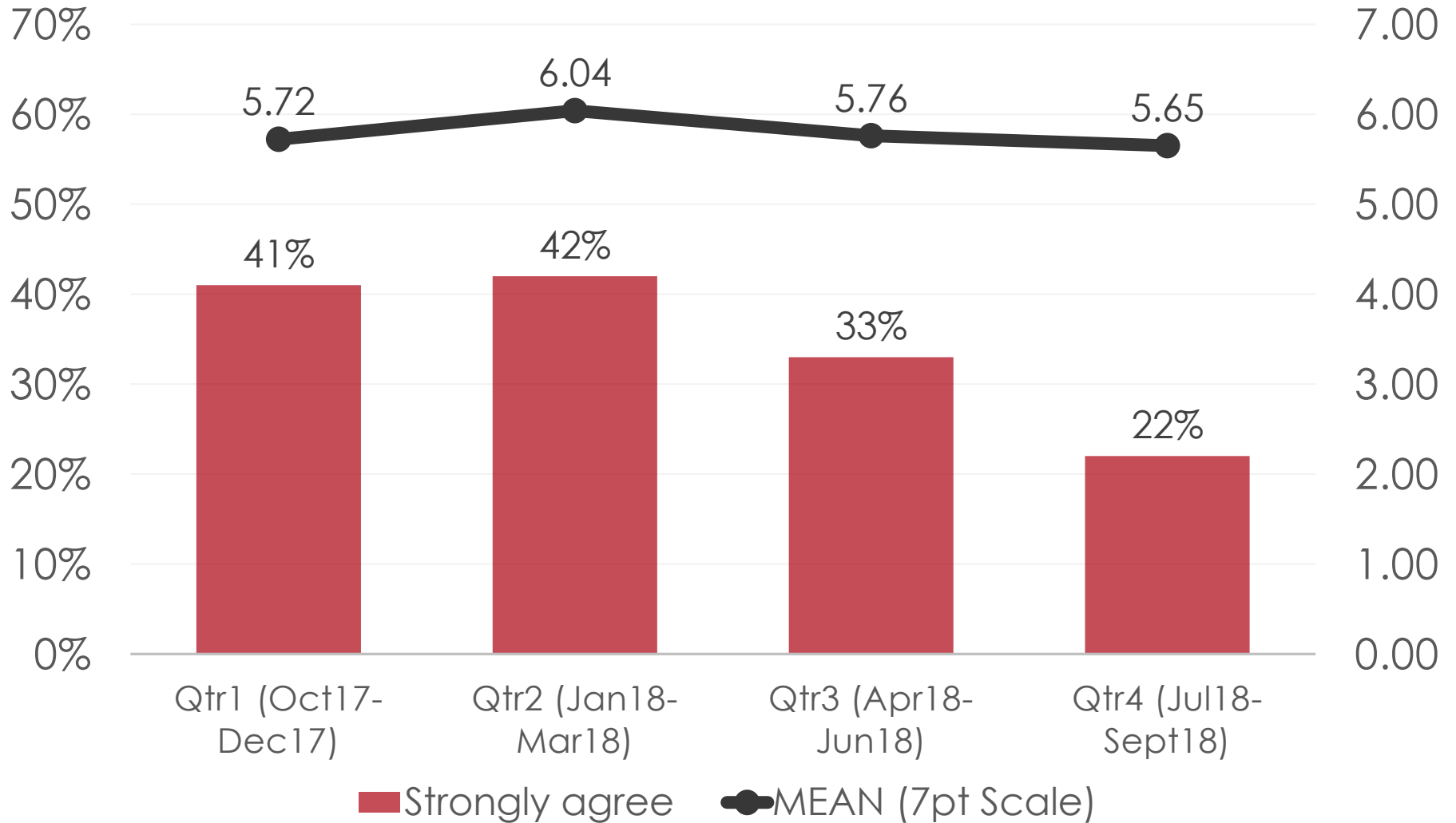
Negative Aspect of Trip



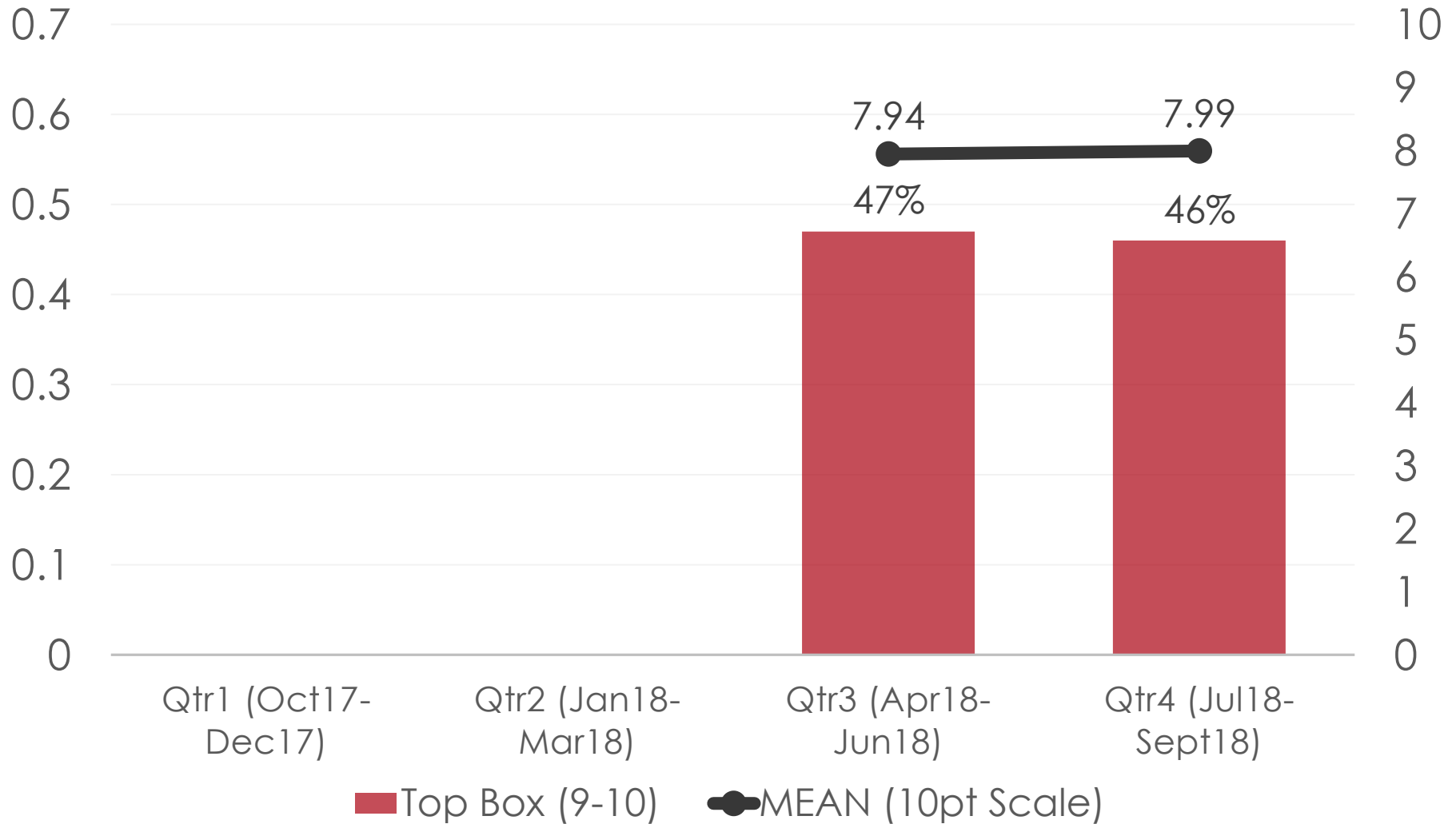
Guam was better than expected



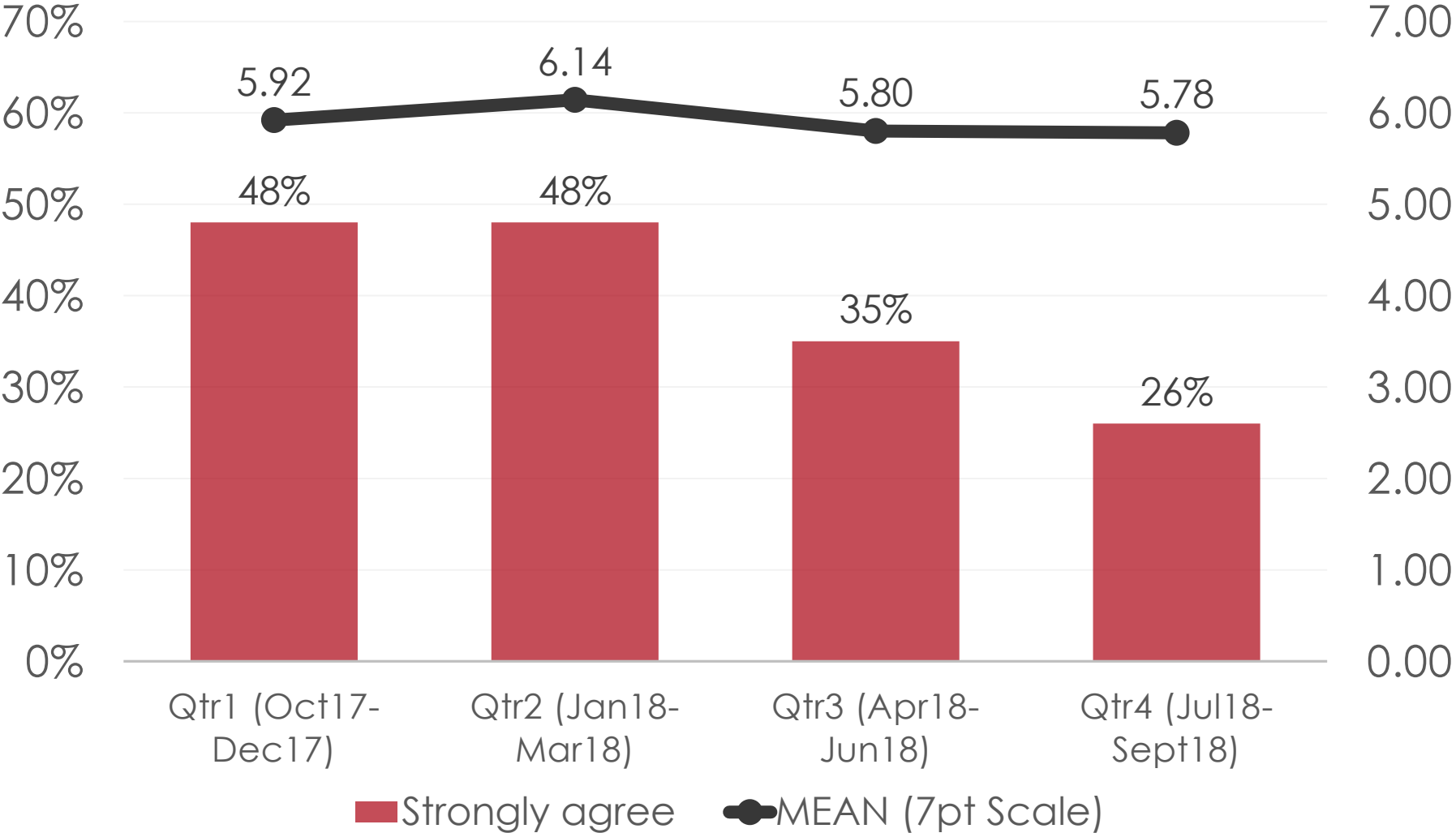
I had no communication problems



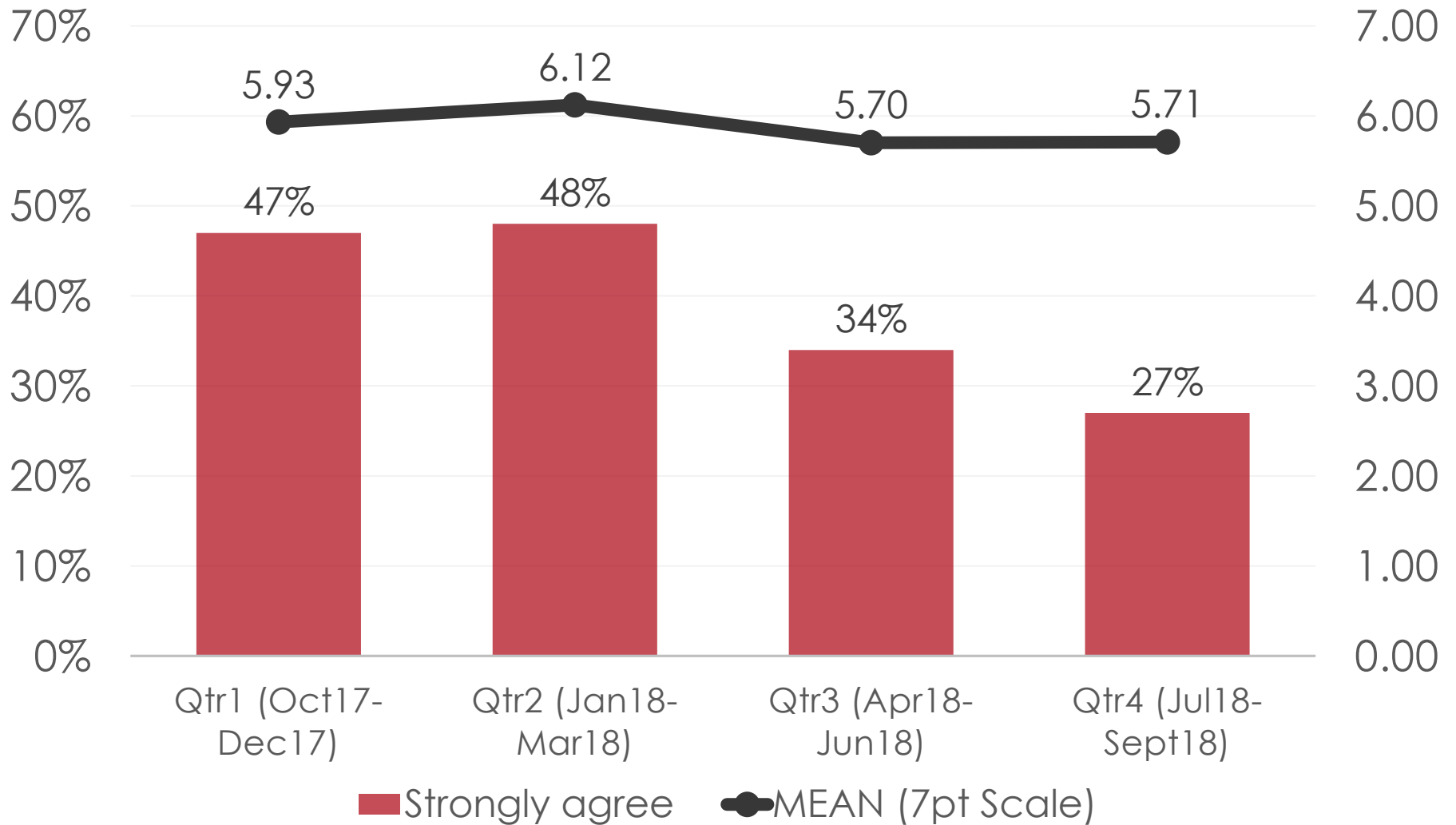
Recommend Guam - family & friends



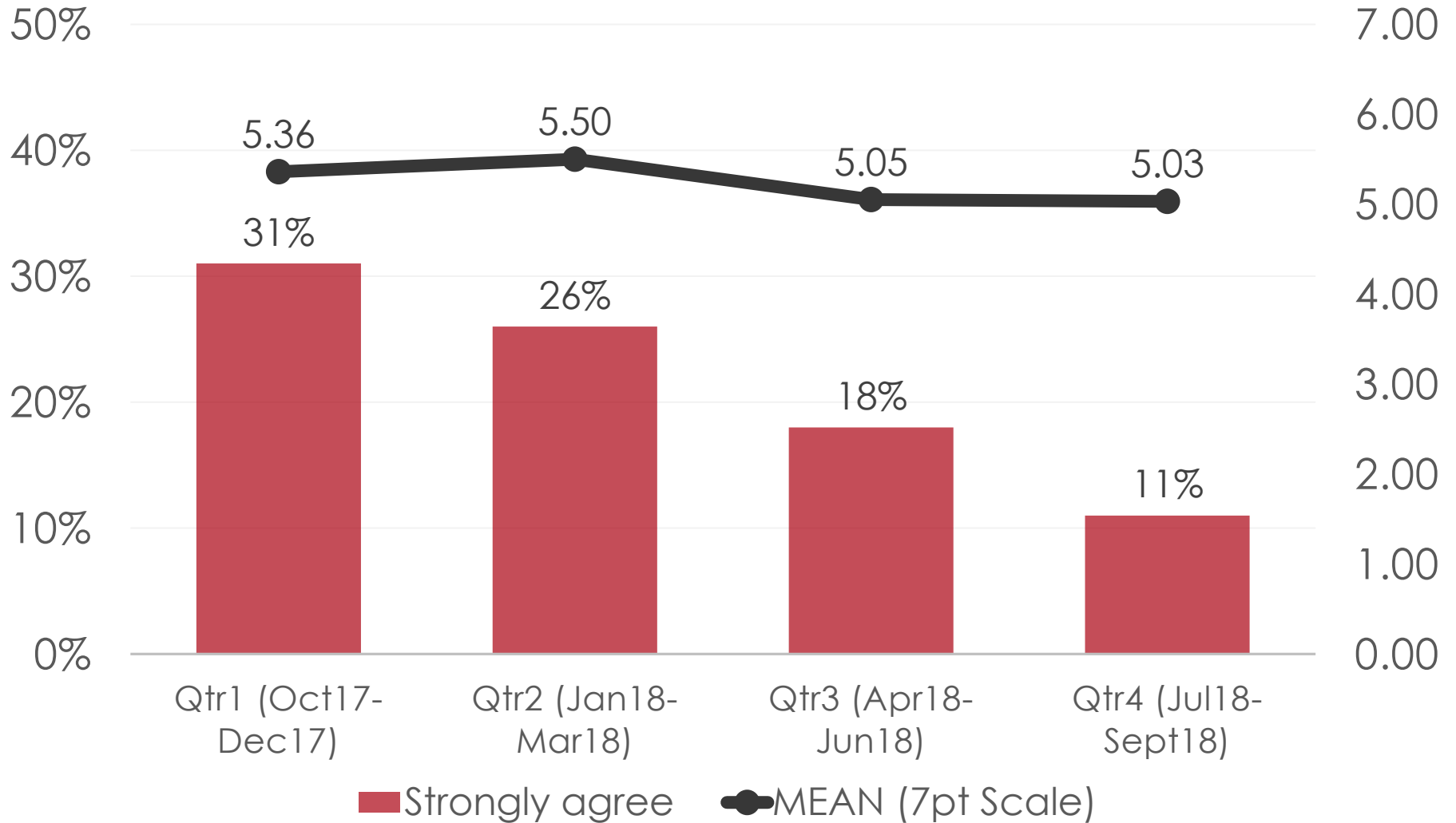
Sites on Guam were attractive



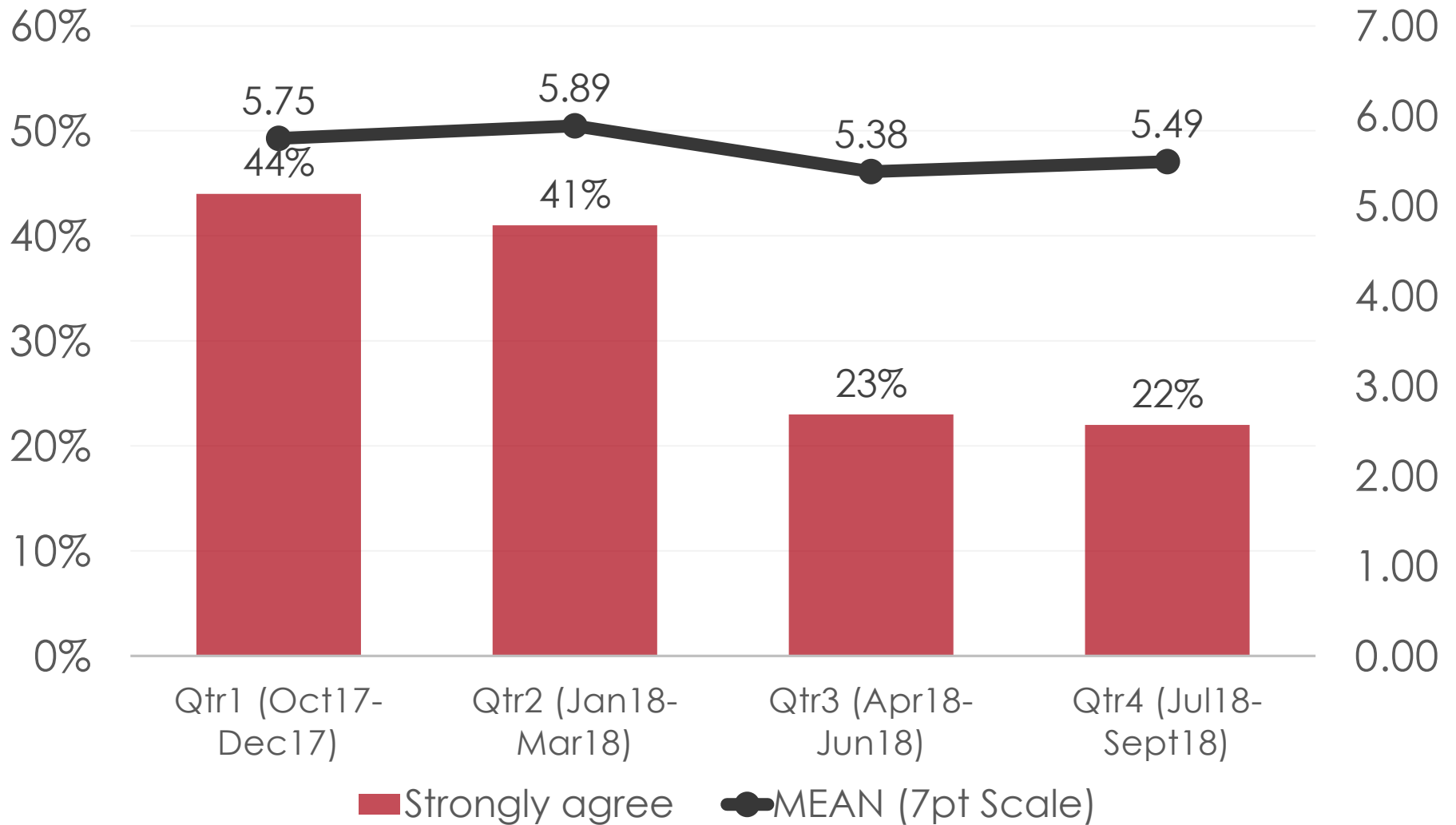
I plan to visit Guam again



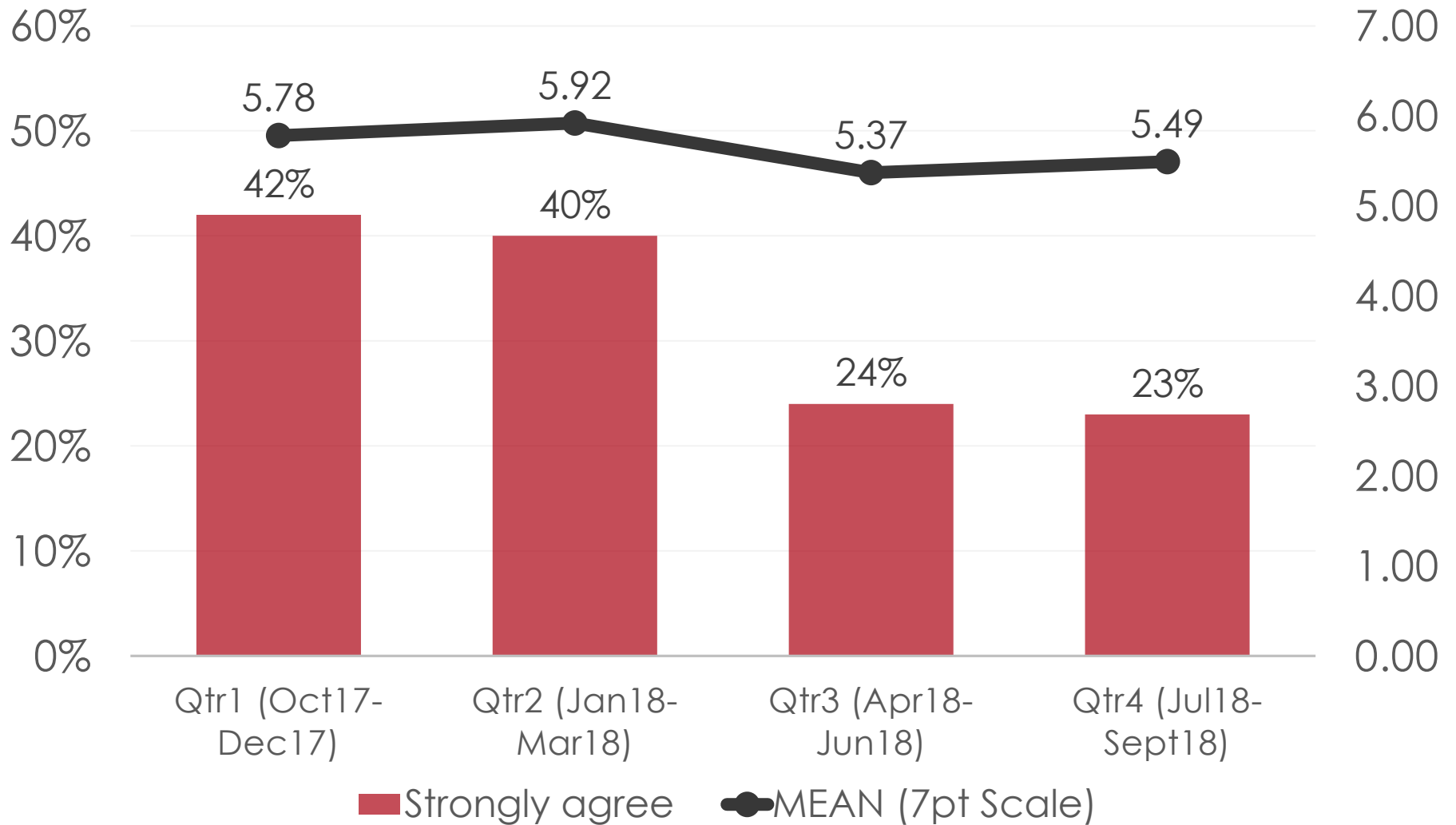
Not enough night time activities



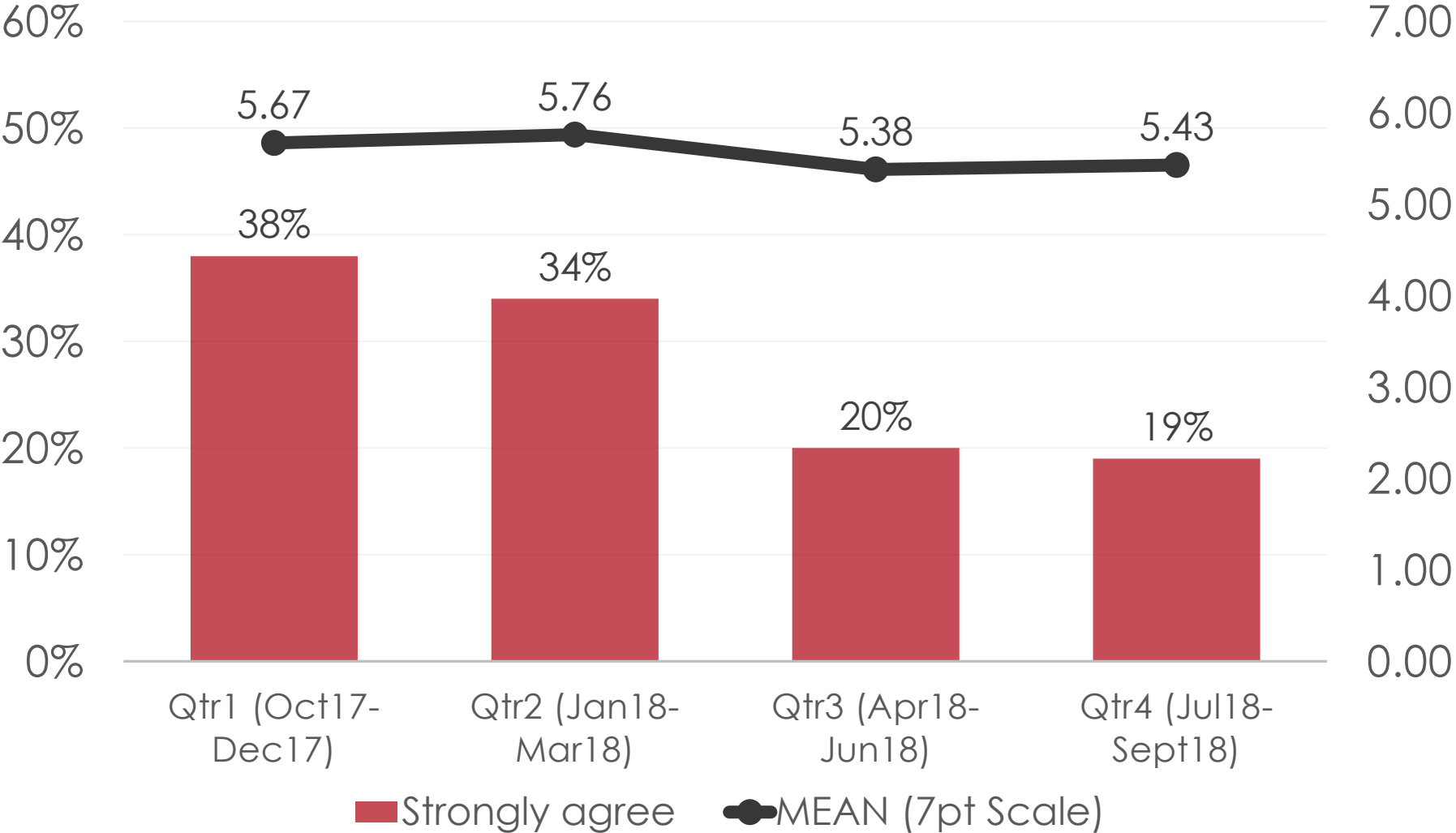
Tour guides were professional



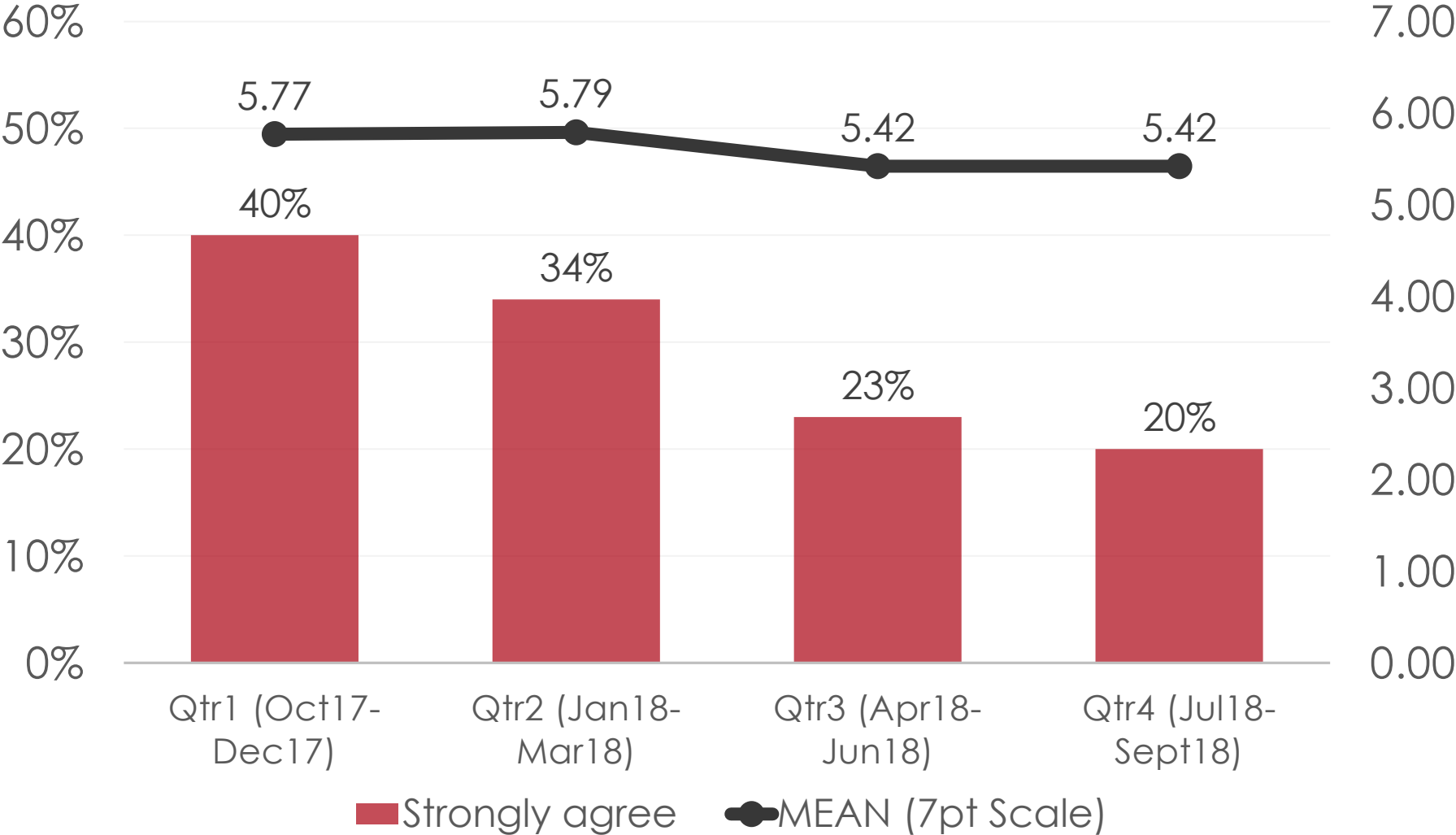
Tour drivers were professional



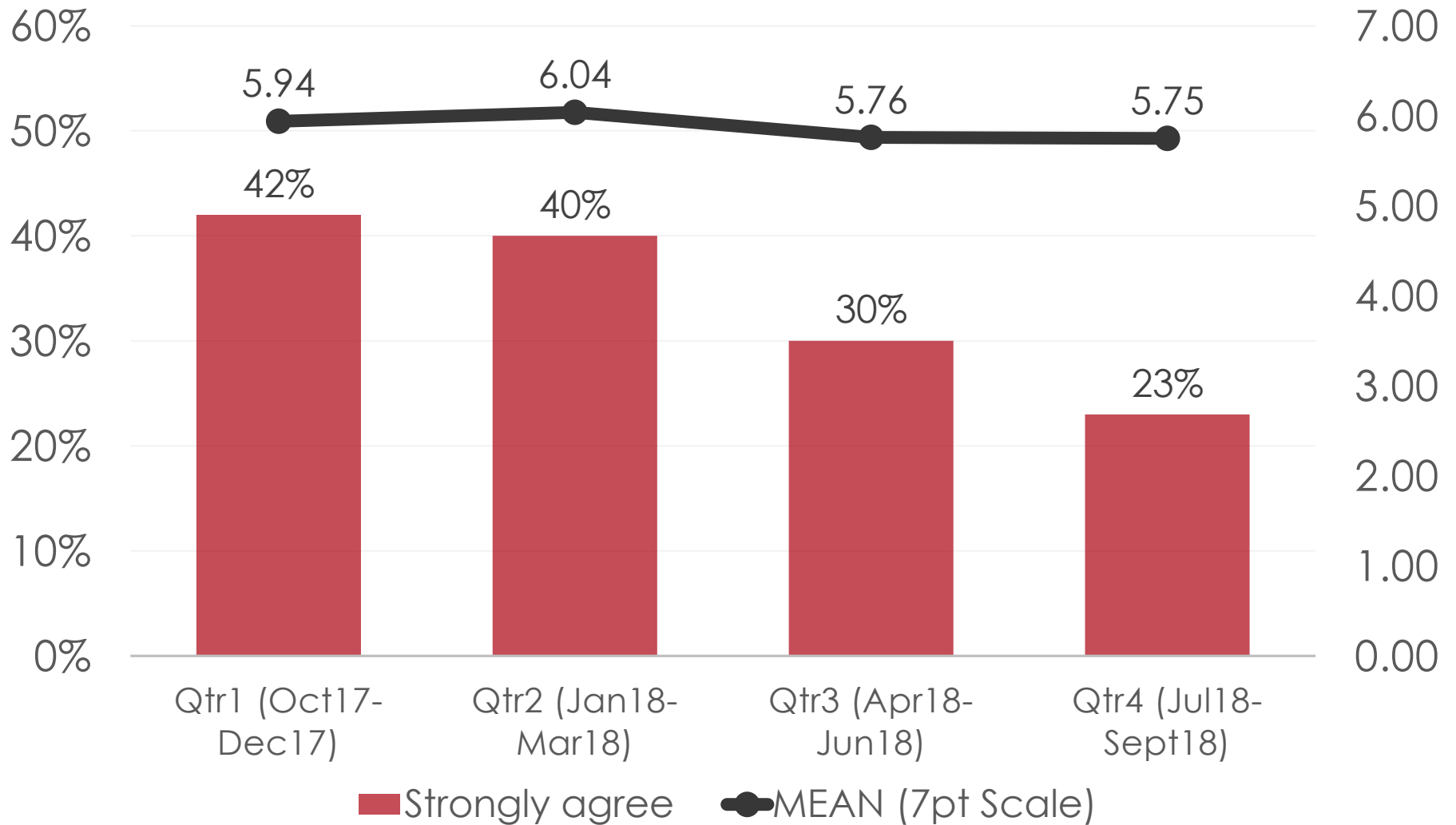
Taxi drivers were professional



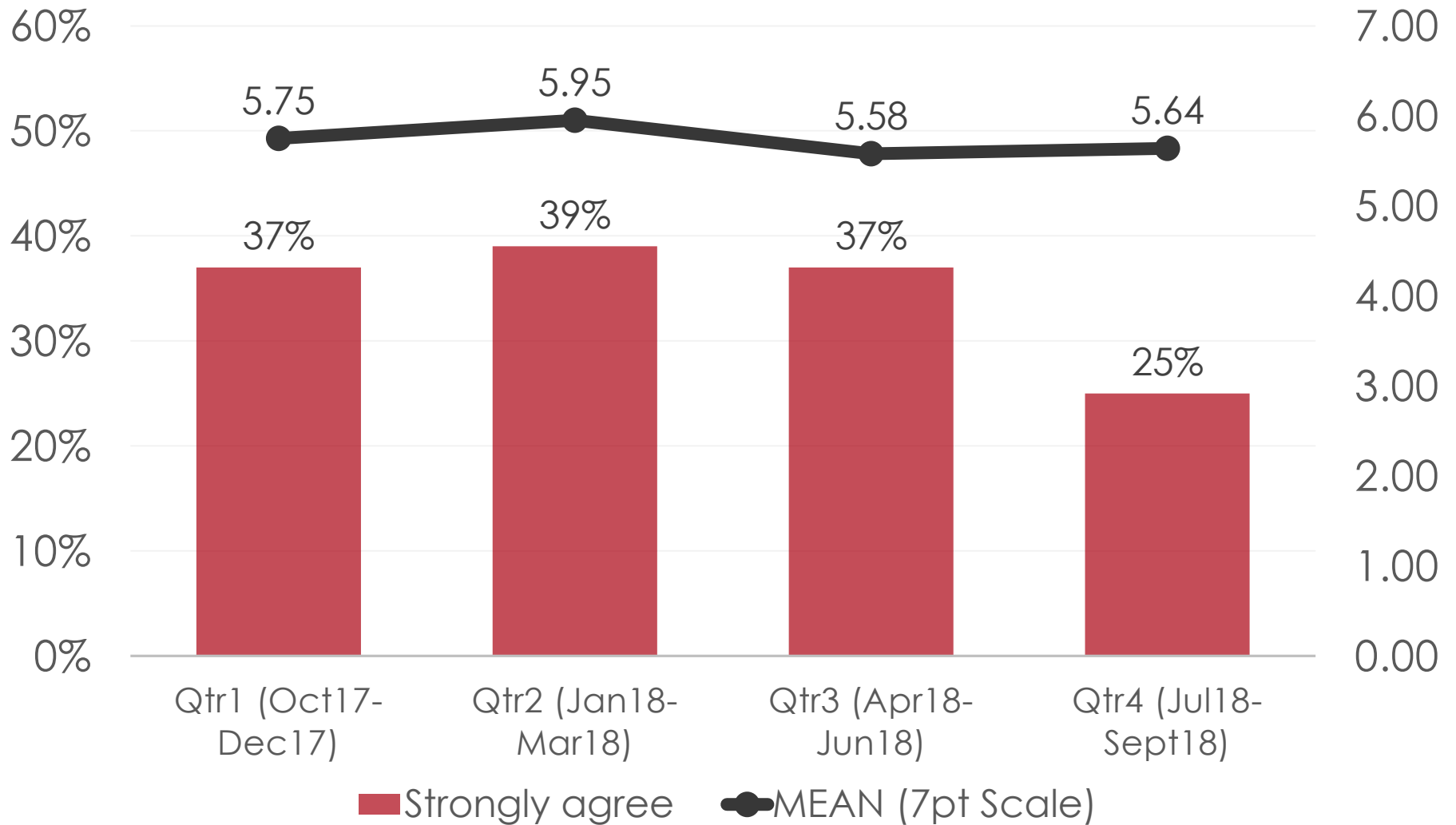
Taxis were clean



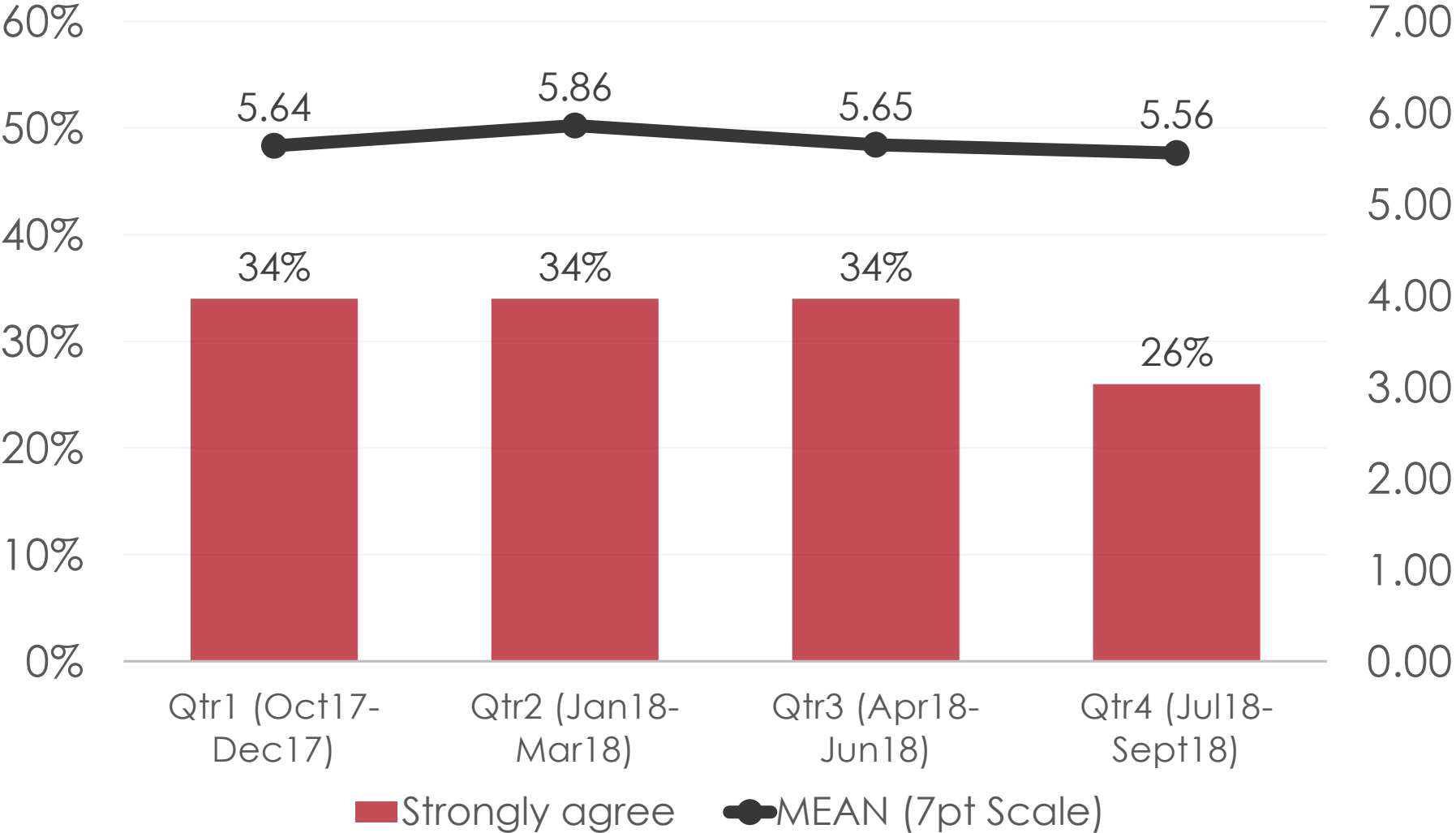
Guam airport was clean



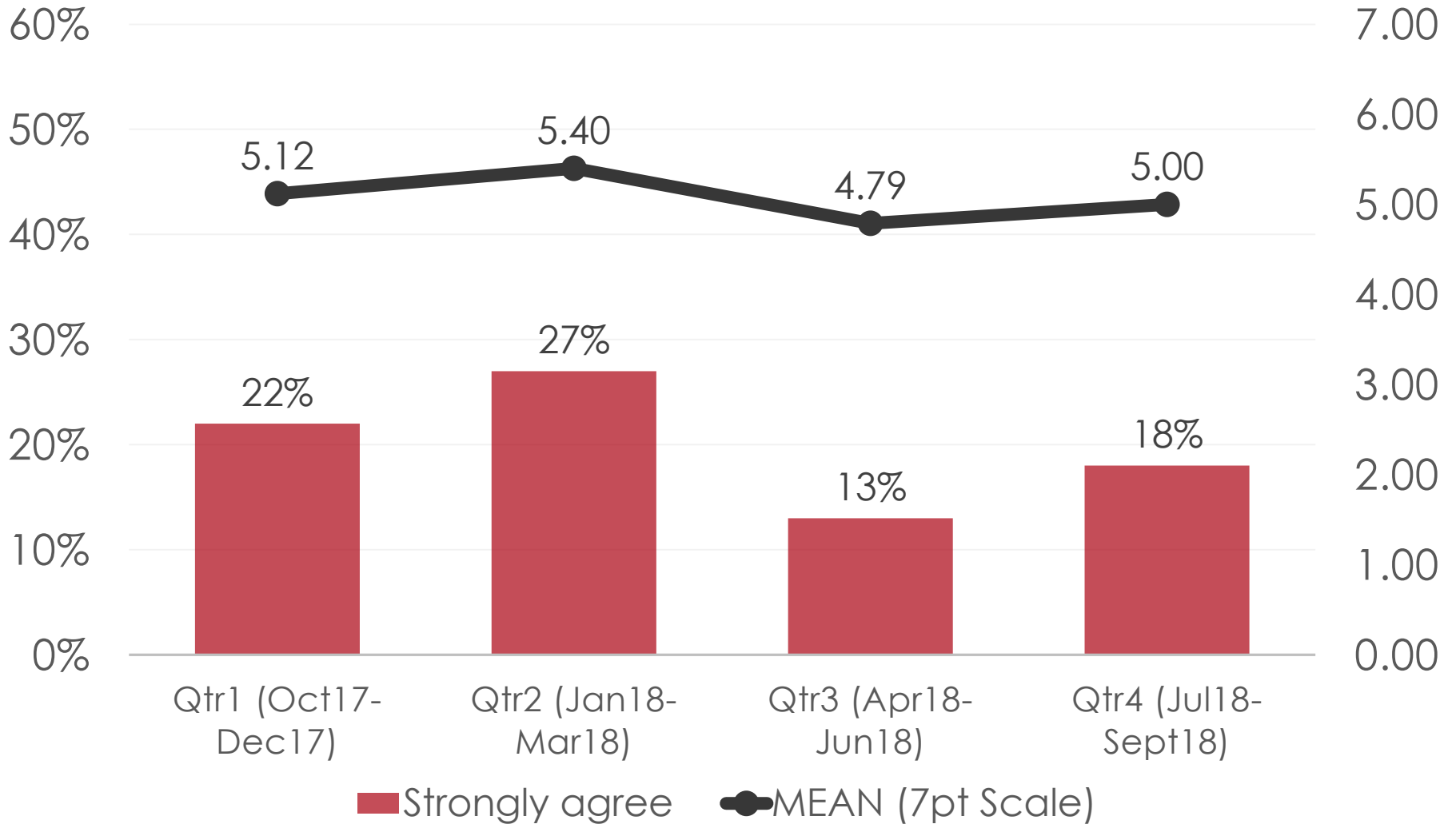
Ease of getting around



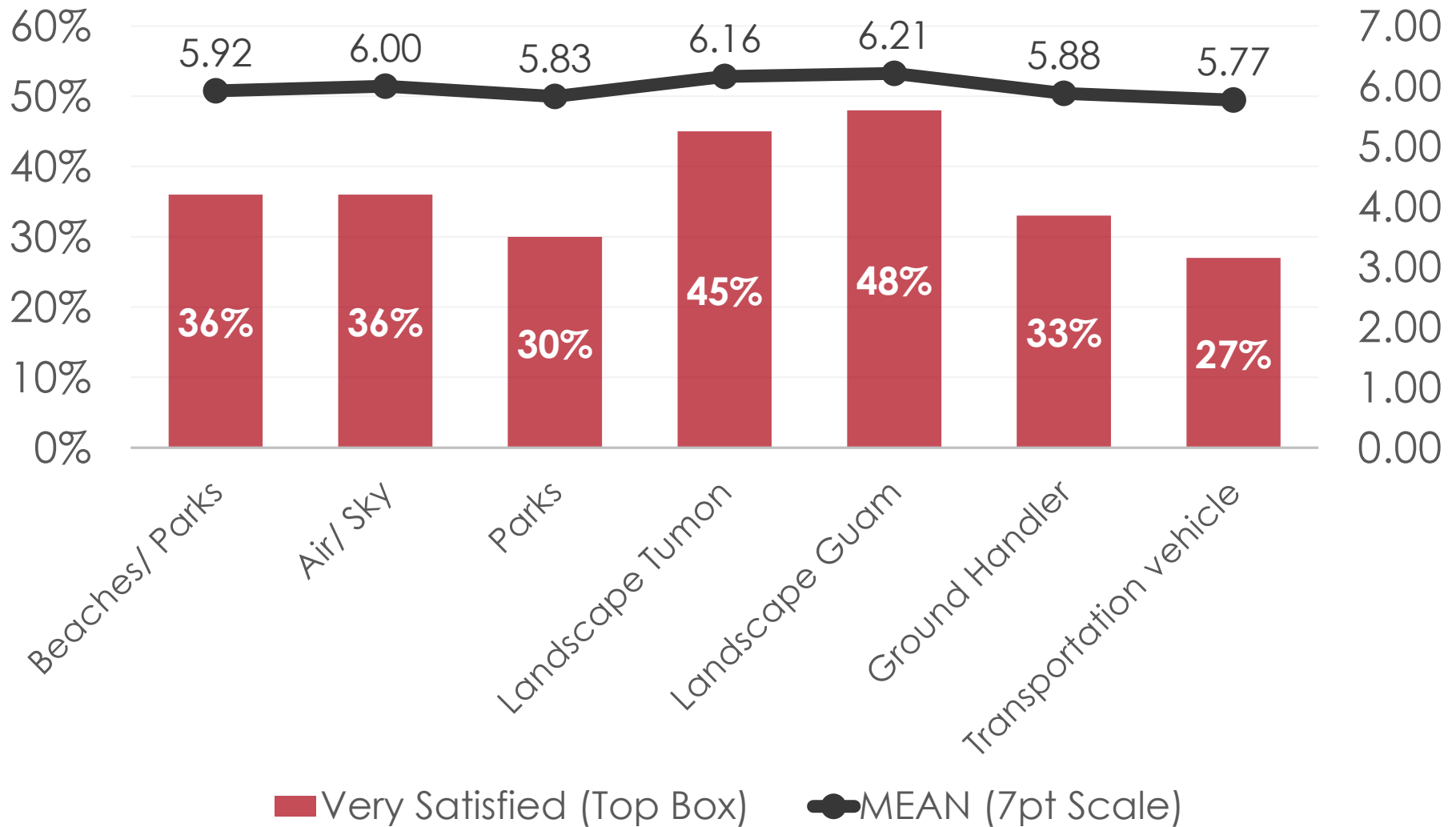
Safety walking around at night



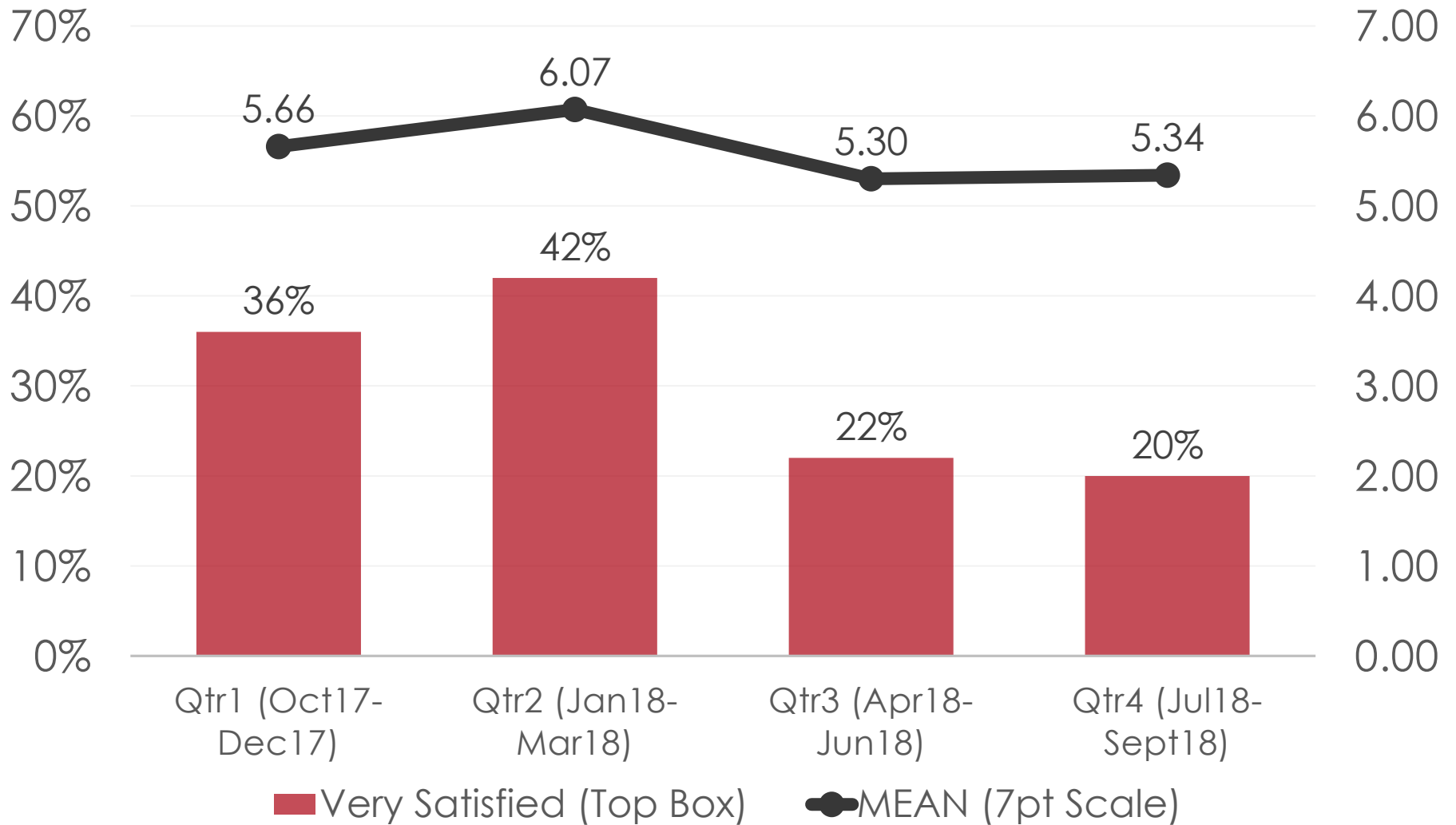
Price of things on Guam



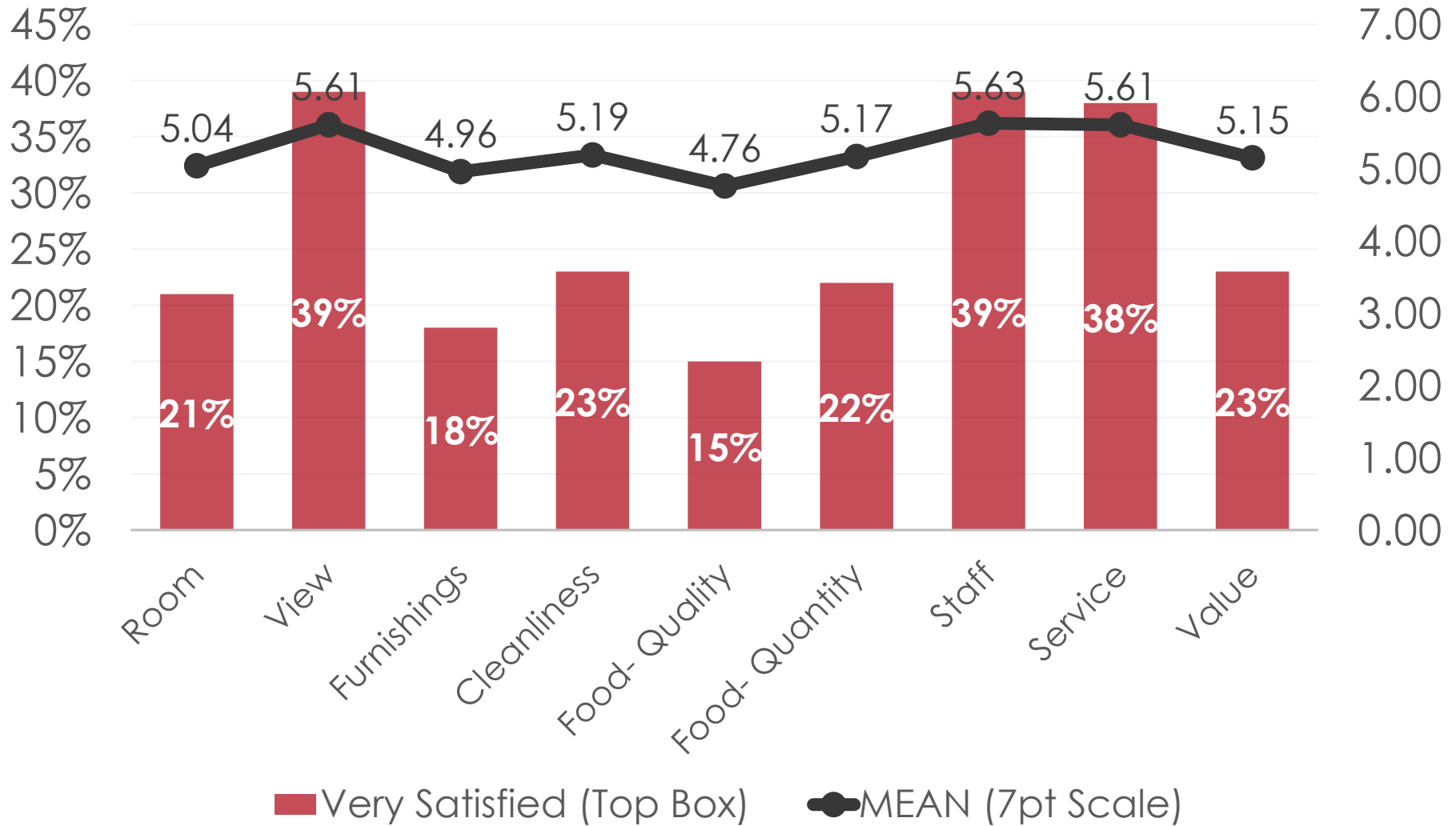
GENERAL SATISFACTION – Quality/ Cleanliness



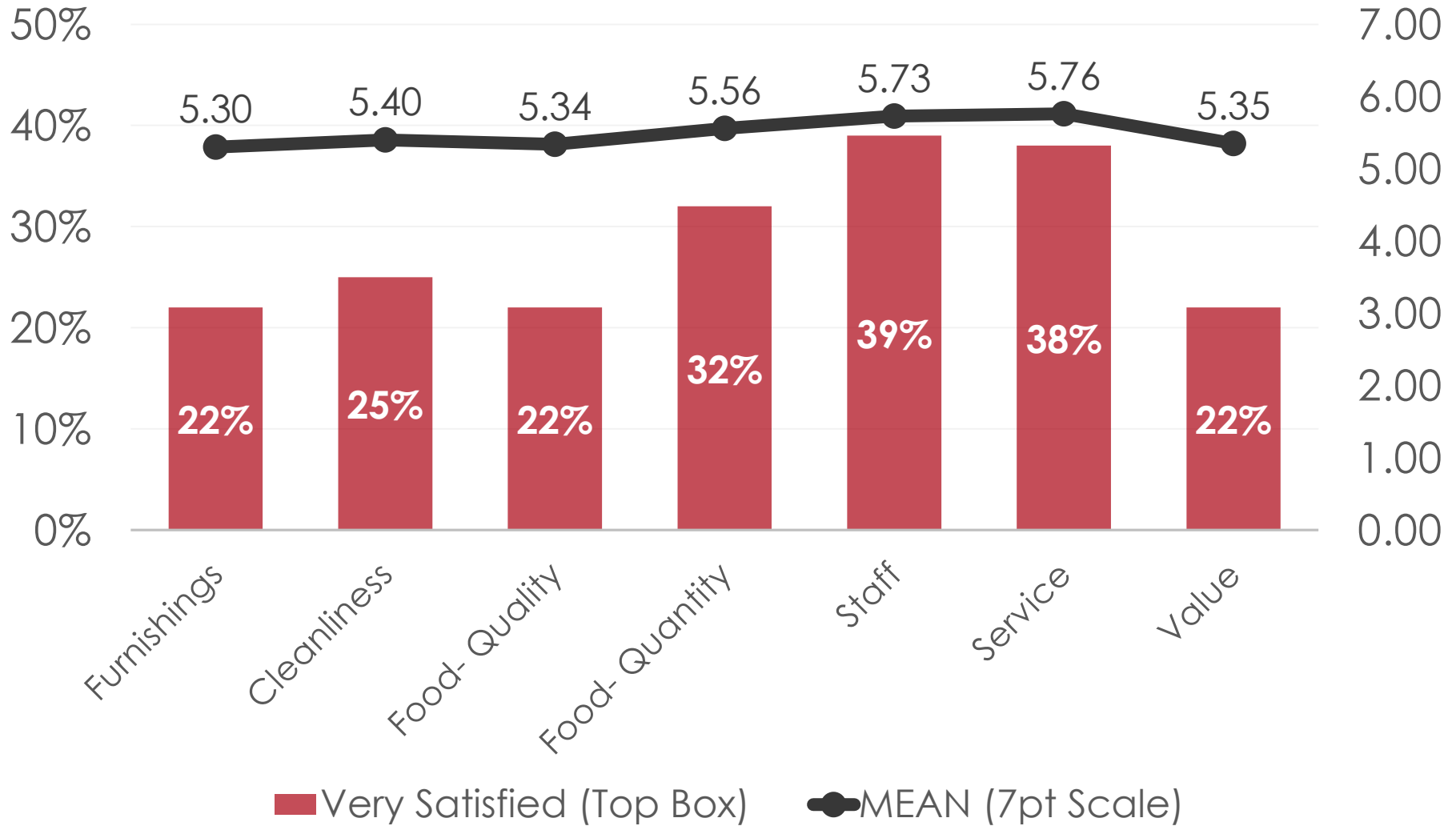
ACCOMMODATIONS – OVERALL SATISFACTION



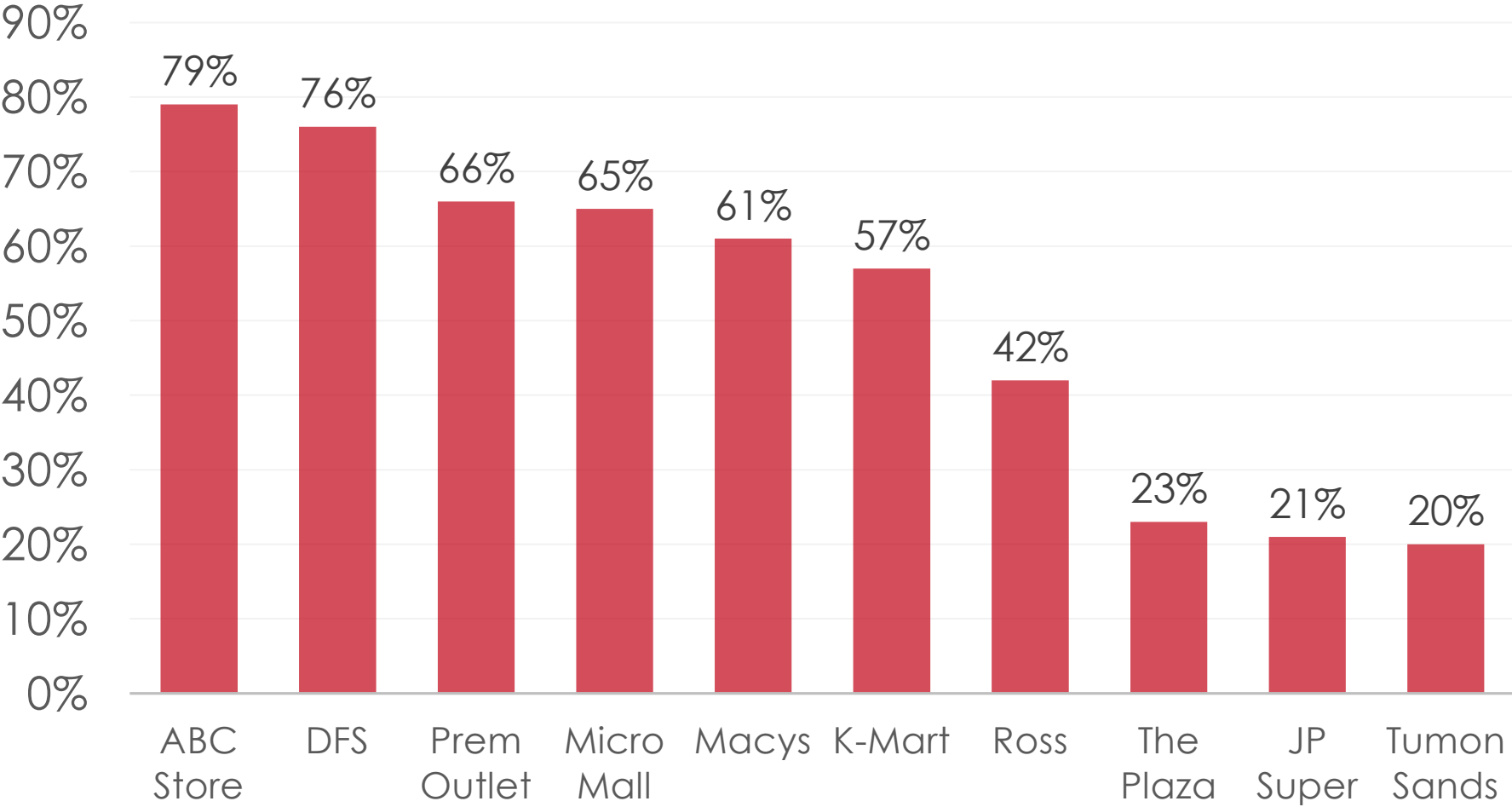
ACCOMMODATIONS – Satisfaction by Category



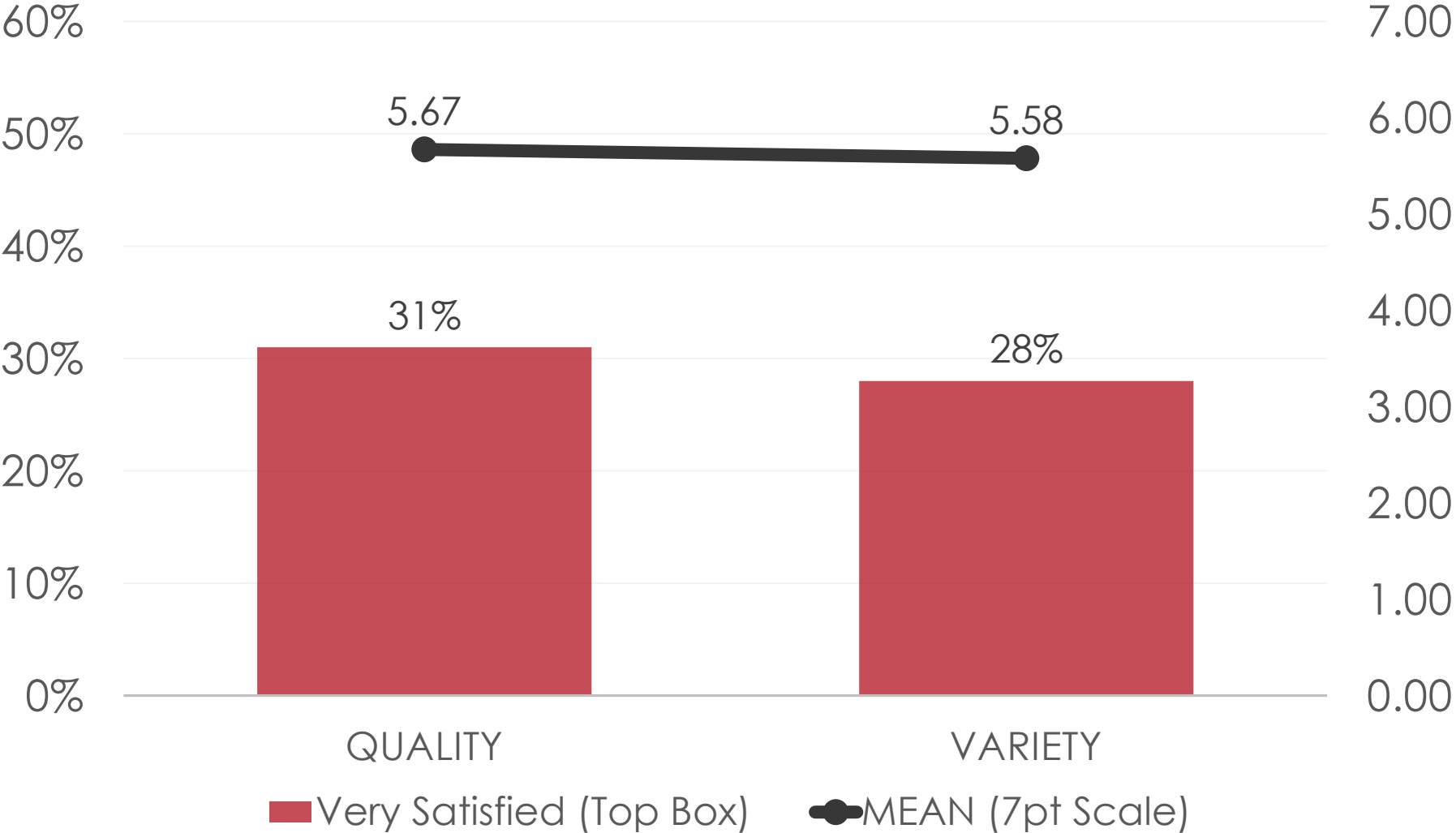
DINING EXPERIENCE (Outside Hotel) – Satisfaction by Category



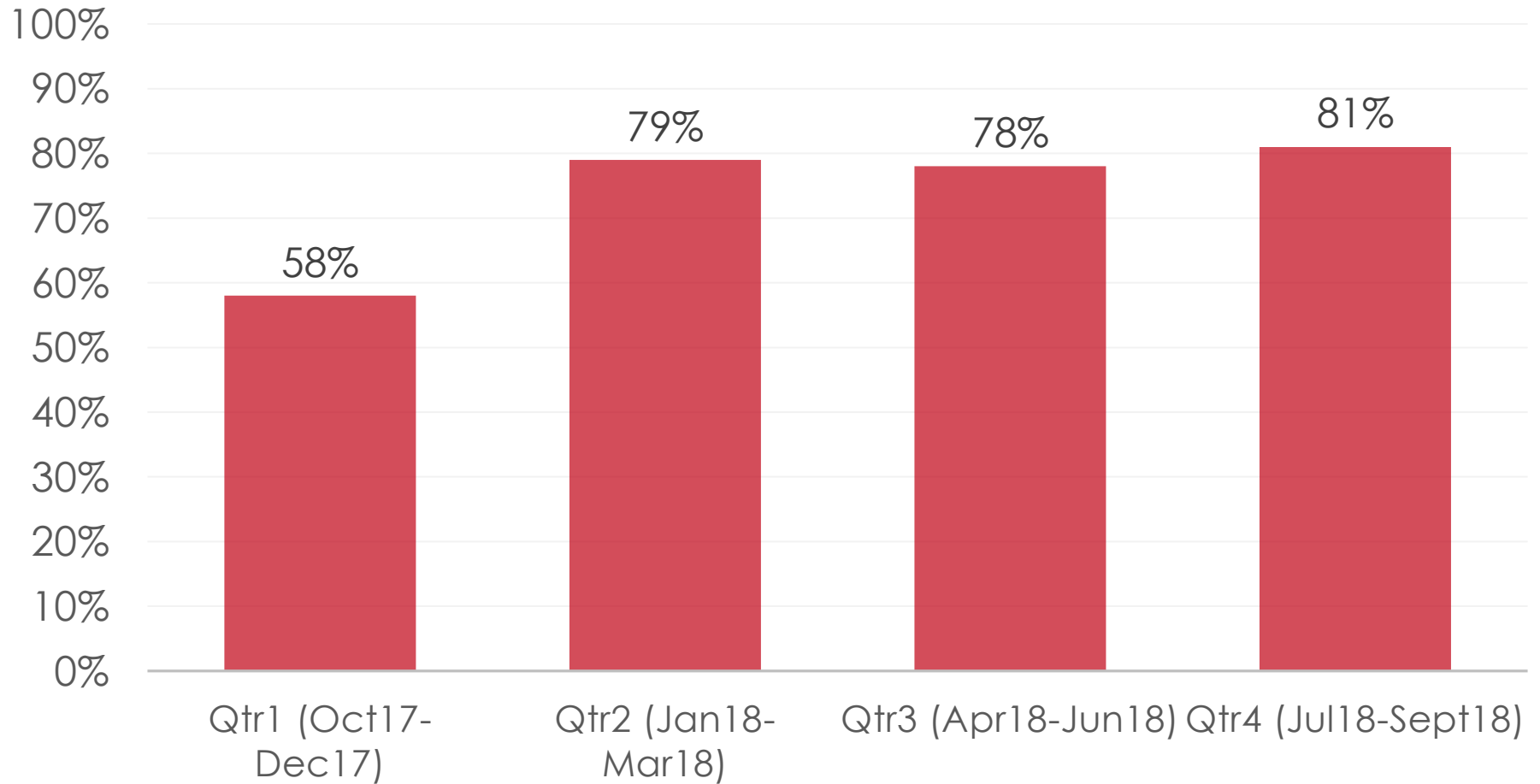
Shopping Malls/ Stores (Top Responses)



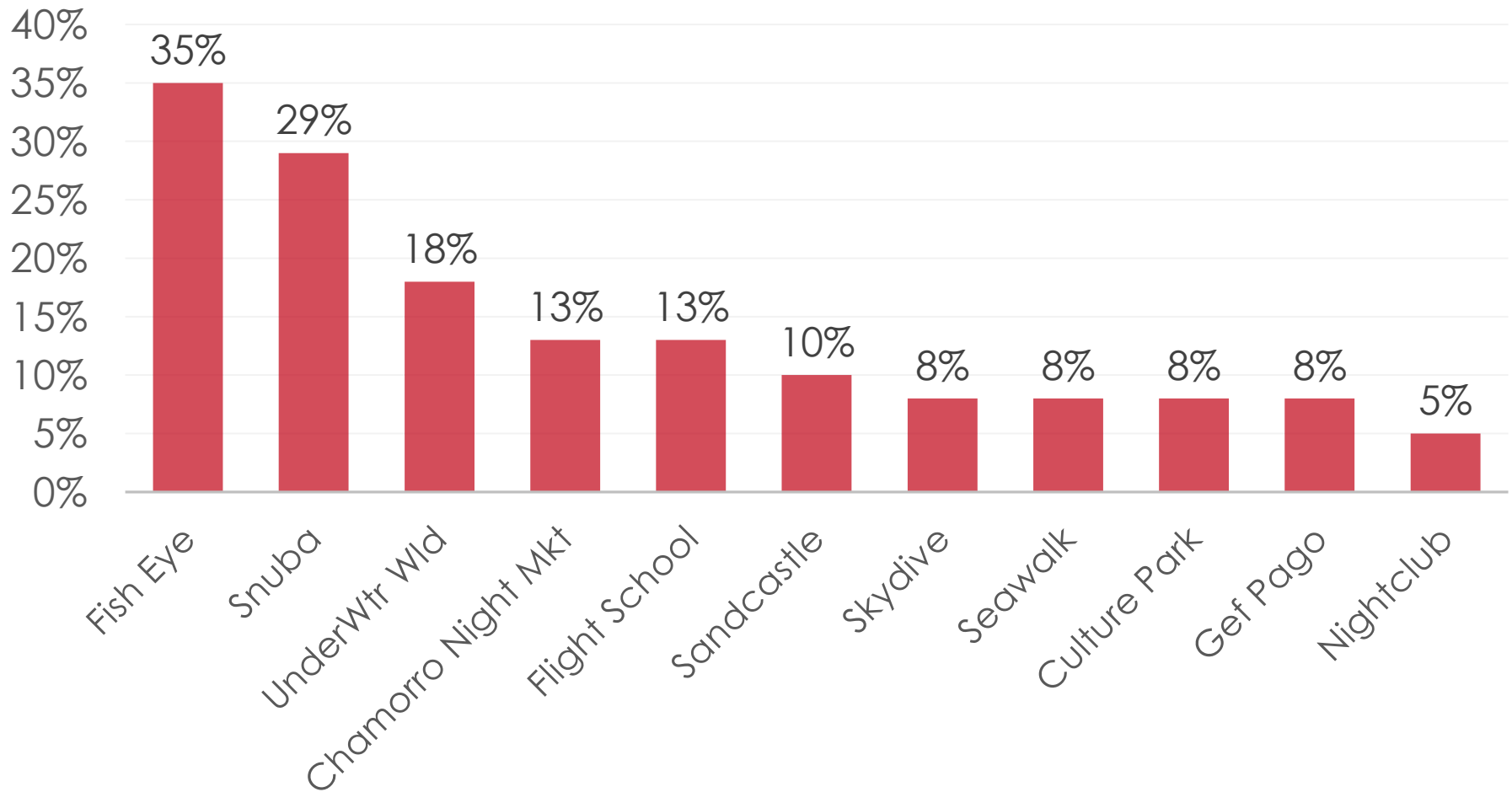
SHOPPING - SATISFACTION



OPTIONAL TOUR PARTICIPATION

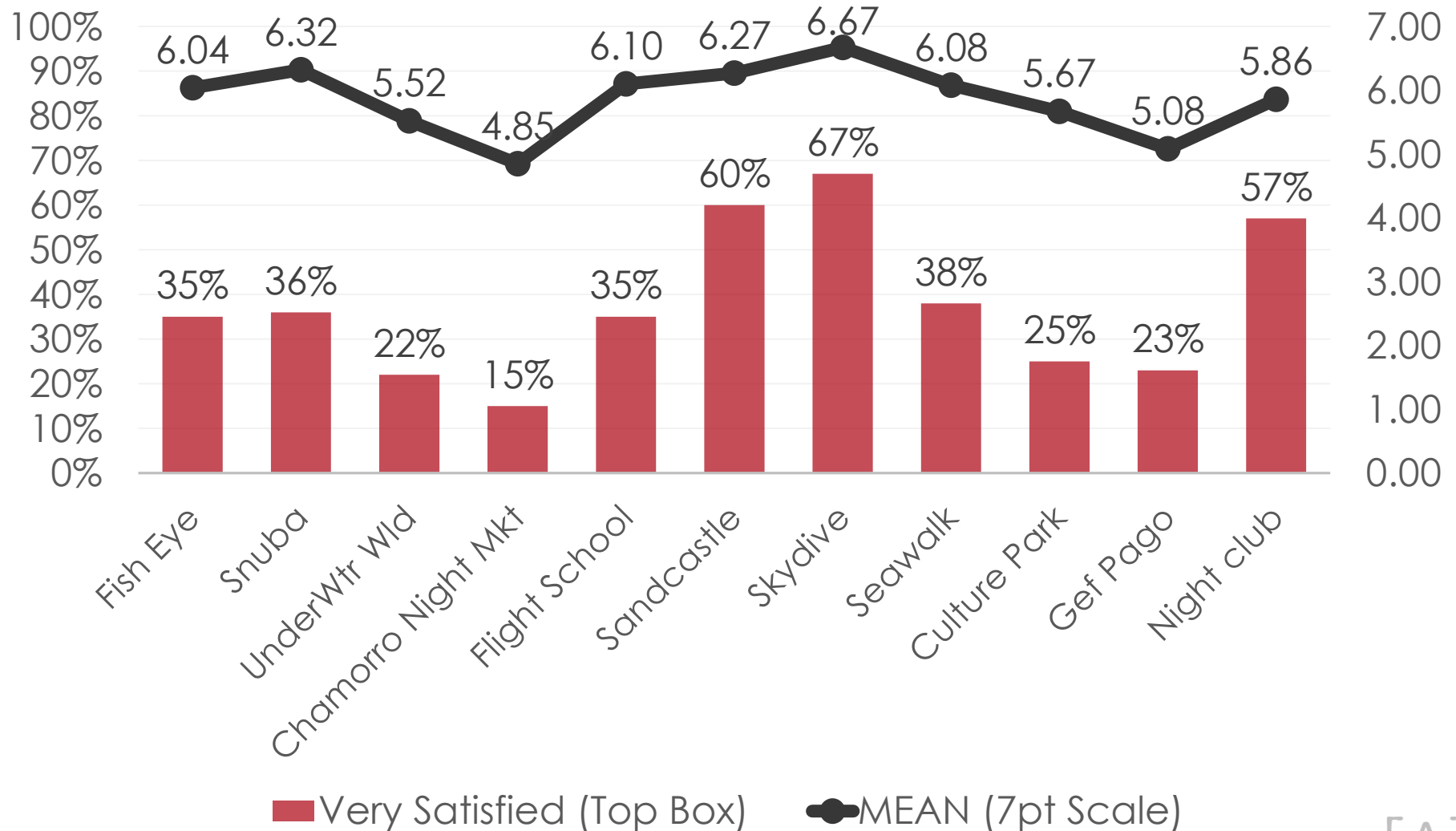


Optional Tour Participation (Top Responses/ 5%+)

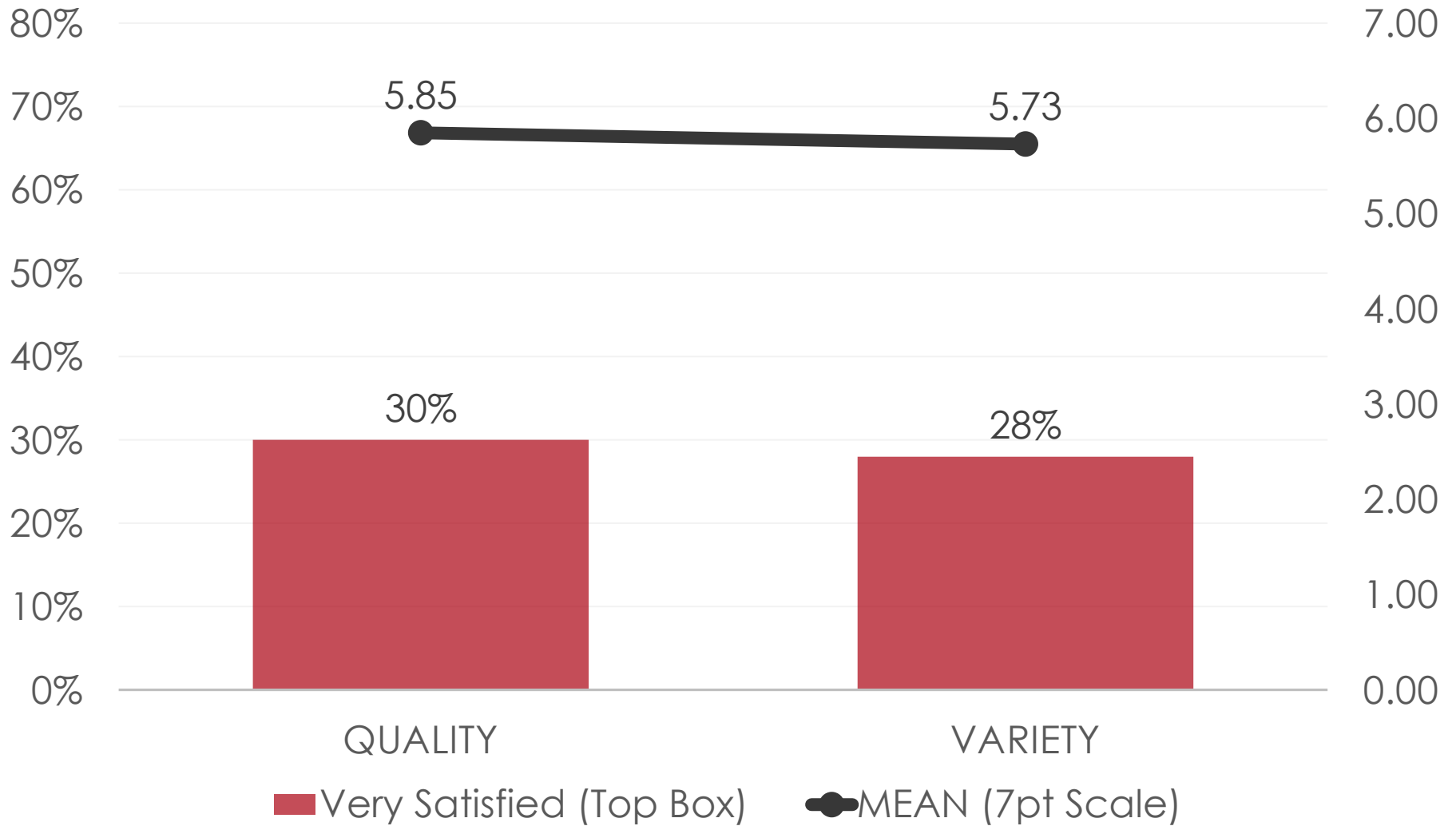


Optional Tour Satisfaction

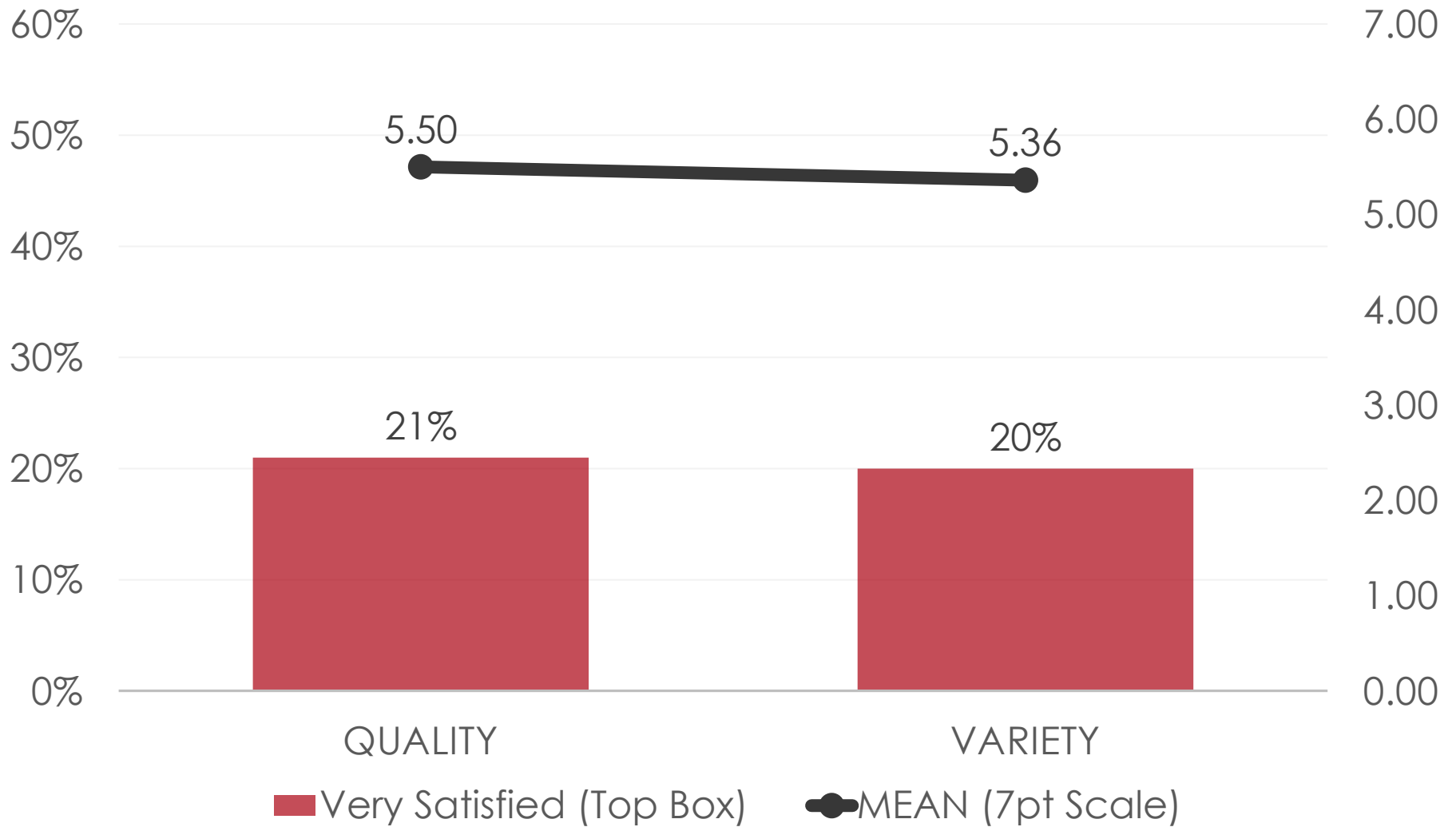
Top Responses only - Participation (5%+)



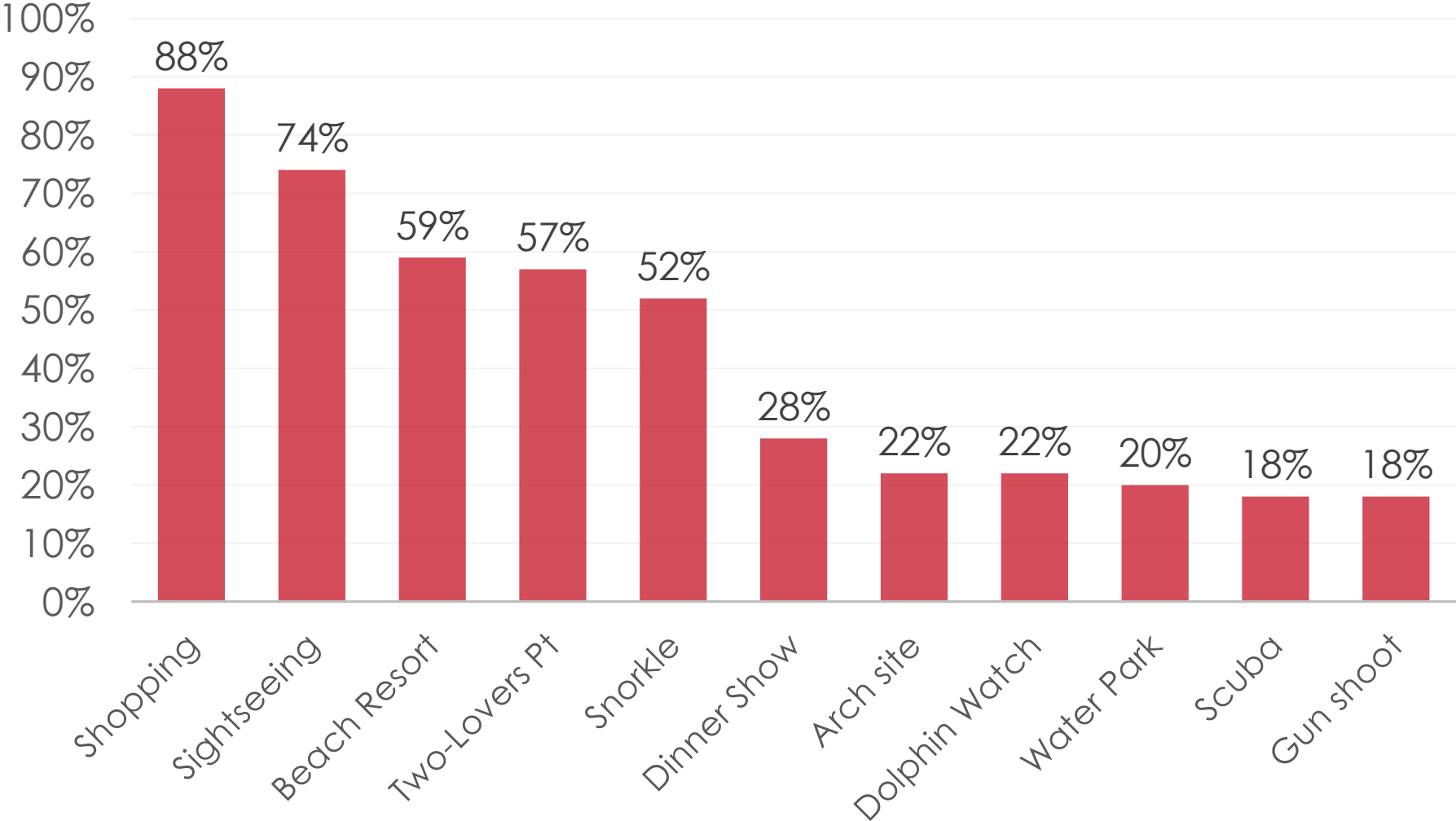
DAY TOUR - SATISFACTION



NIGHT TOUR - SATISFACTION

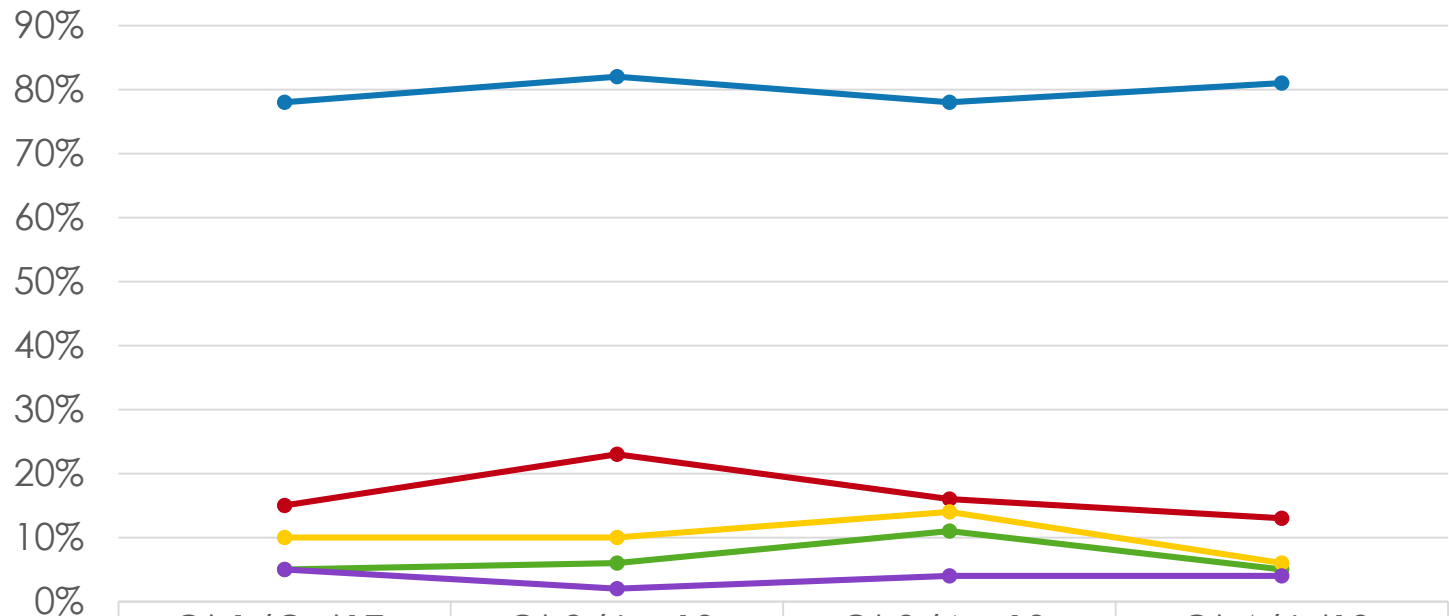


Activities Participation (Top Responses)



SECTION 5 PROMOTIONS

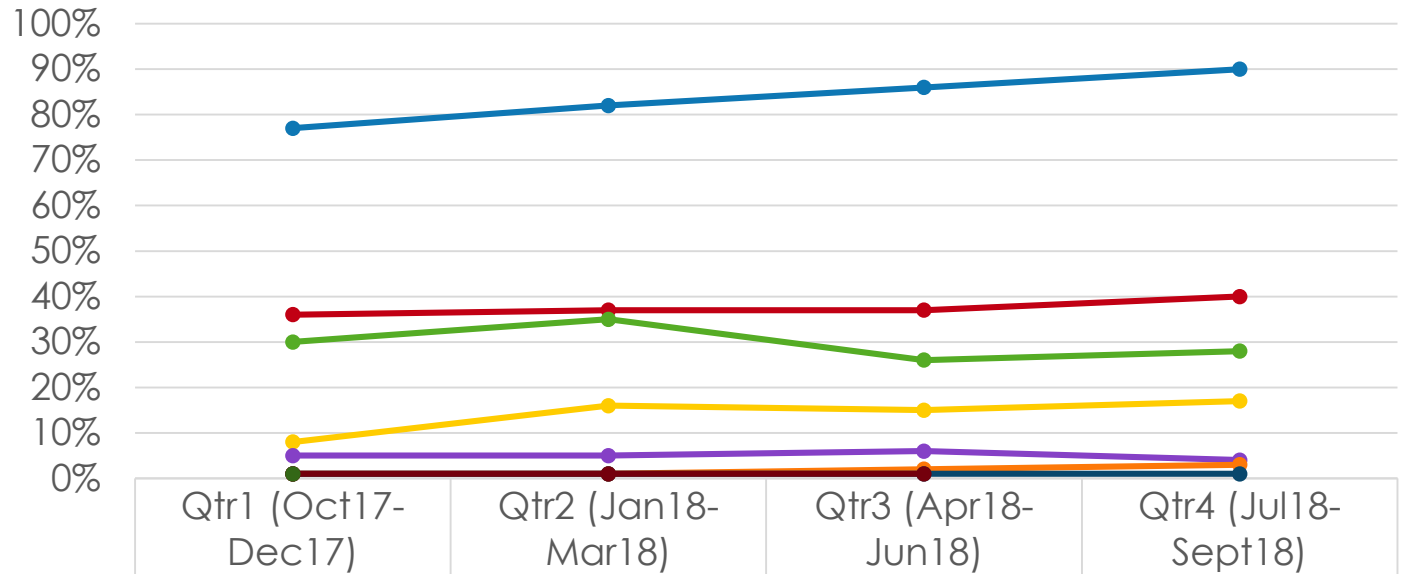
INTERNET- GUAM SOURCES OF INFORMATION



	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
Search engines	78%	82%	78%	81%
Social network	15%	23%	16%	13%
Blog/ Vlog	5%	6%	11%	5%
Forums	10%	10%	14%	6%
Q&A site	5%	2%	4%	4%

INTERNET- SOURCES OF INFORMATION

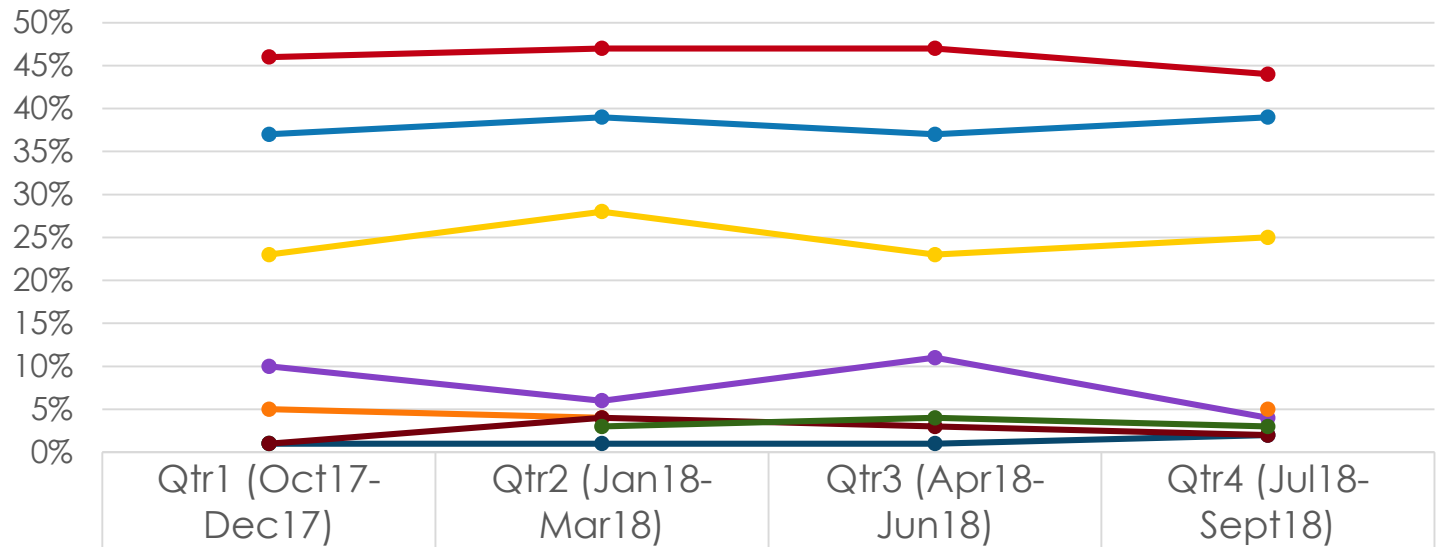
Things to do on Guam



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
Google	77%	82%	86%	90%
Facebook	36%	37%	37%	40%
Yahoo	30%	35%	26%	28%
Instagram	8%	16%	15%	17%
Online booking site	5%	5%	6%	4%
Baidu	1%	1%	2%	3%
Twitter	1%	1%	1%	1%
Weibo	1%	1%	1%	
Sina	1%			

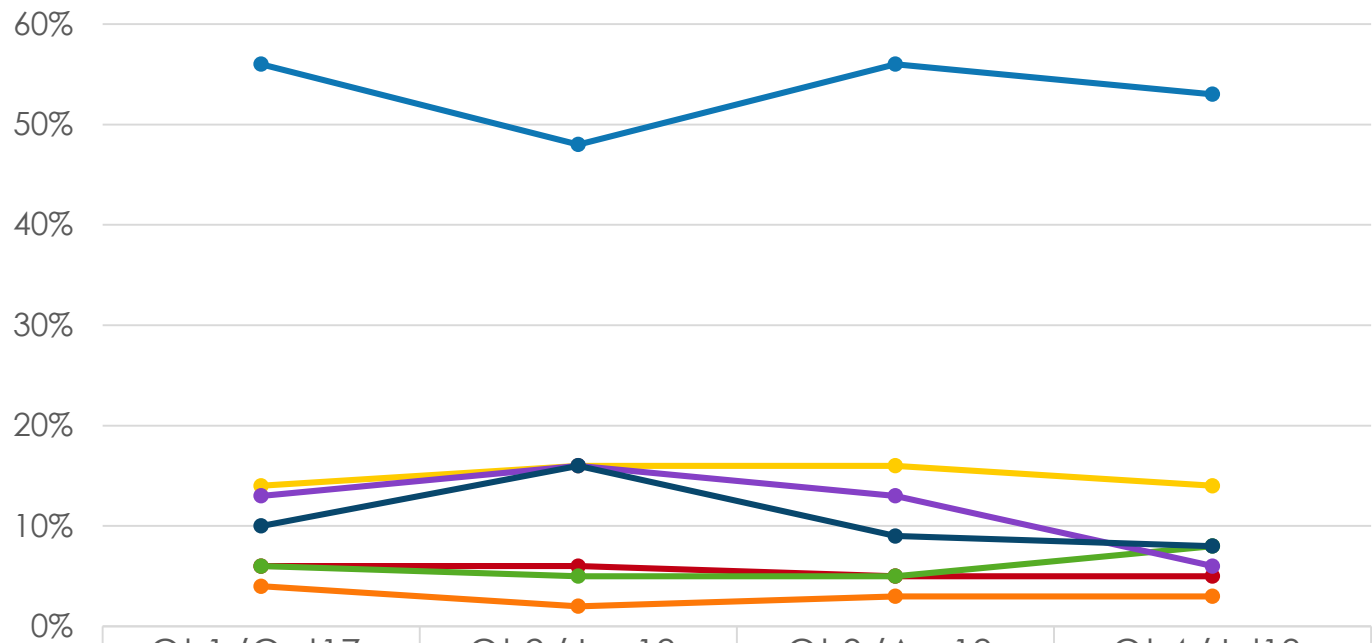
INTERNET- SOURCES OF INFORMATION

GVB



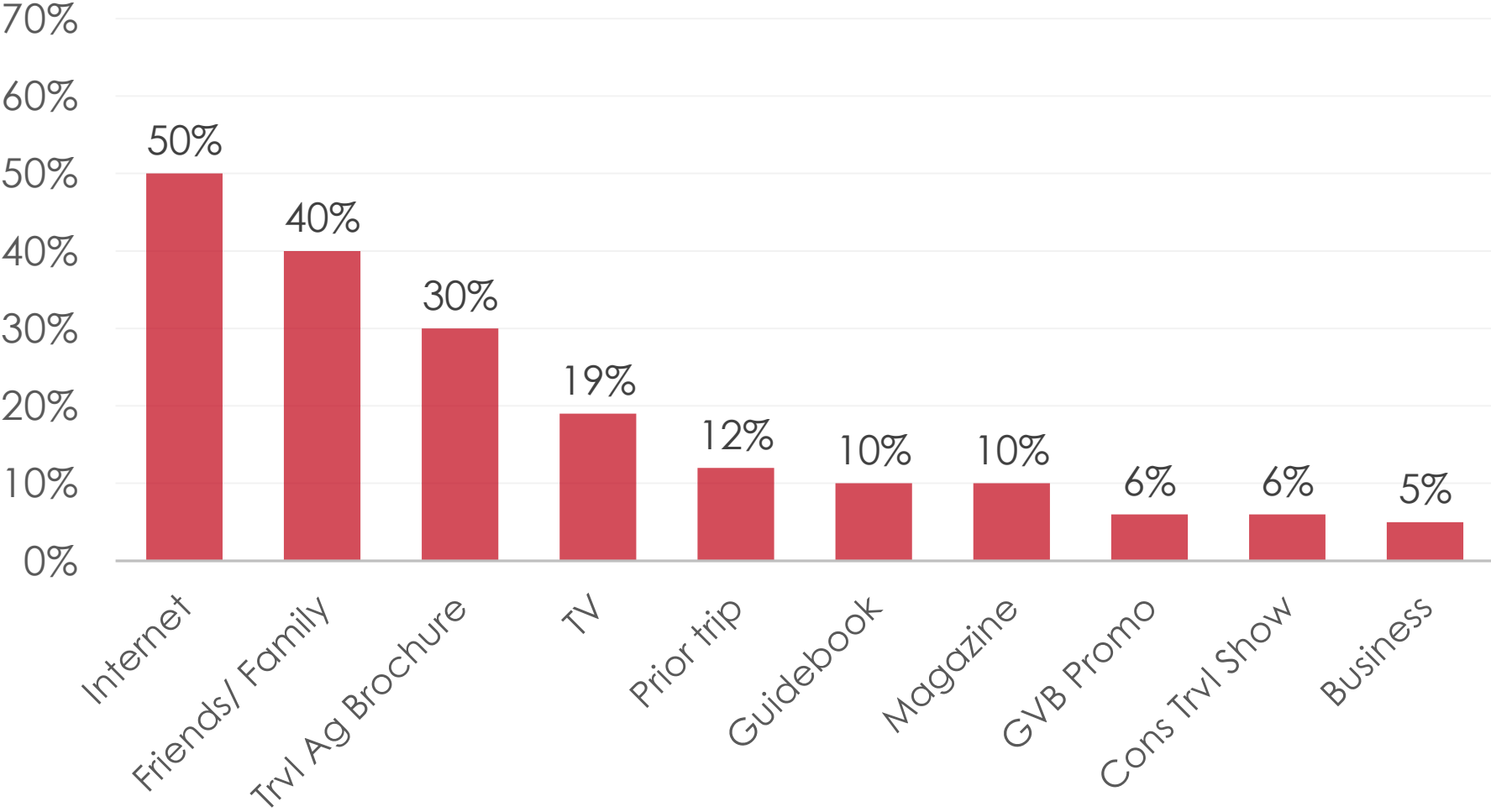
	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
None	37%	39%	37%	39%
GVB Website	46%	47%	47%	44%
GVB Weibo	1%	4%	3%	2%
GVB Facebook	23%	28%	23%	25%
GVB IG	10%	6%	11%	4%
GVB Blog	5%	4%	5%	5%
GVB Sina	1%	1%	1%	2%
GVB Café	1%	4%	3%	2%
GVB Twitter	1%	3%	4%	3%

TRAVEL MOTIVATION



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
Friends/ Family	56%	48%	56%	53%
Company/ Bus Trip	6%	6%	5%	5%
Internet	6%	5%	5%	8%
Travel Show	14%	16%	16%	14%
Travel Agent	13%	16%	13%	6%
Print	4%	2%	3%	3%
Social Media	10%	16%	9%	8%

PRE-ARRIVAL SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION – Key Segments

GVB EXIT SURVEY

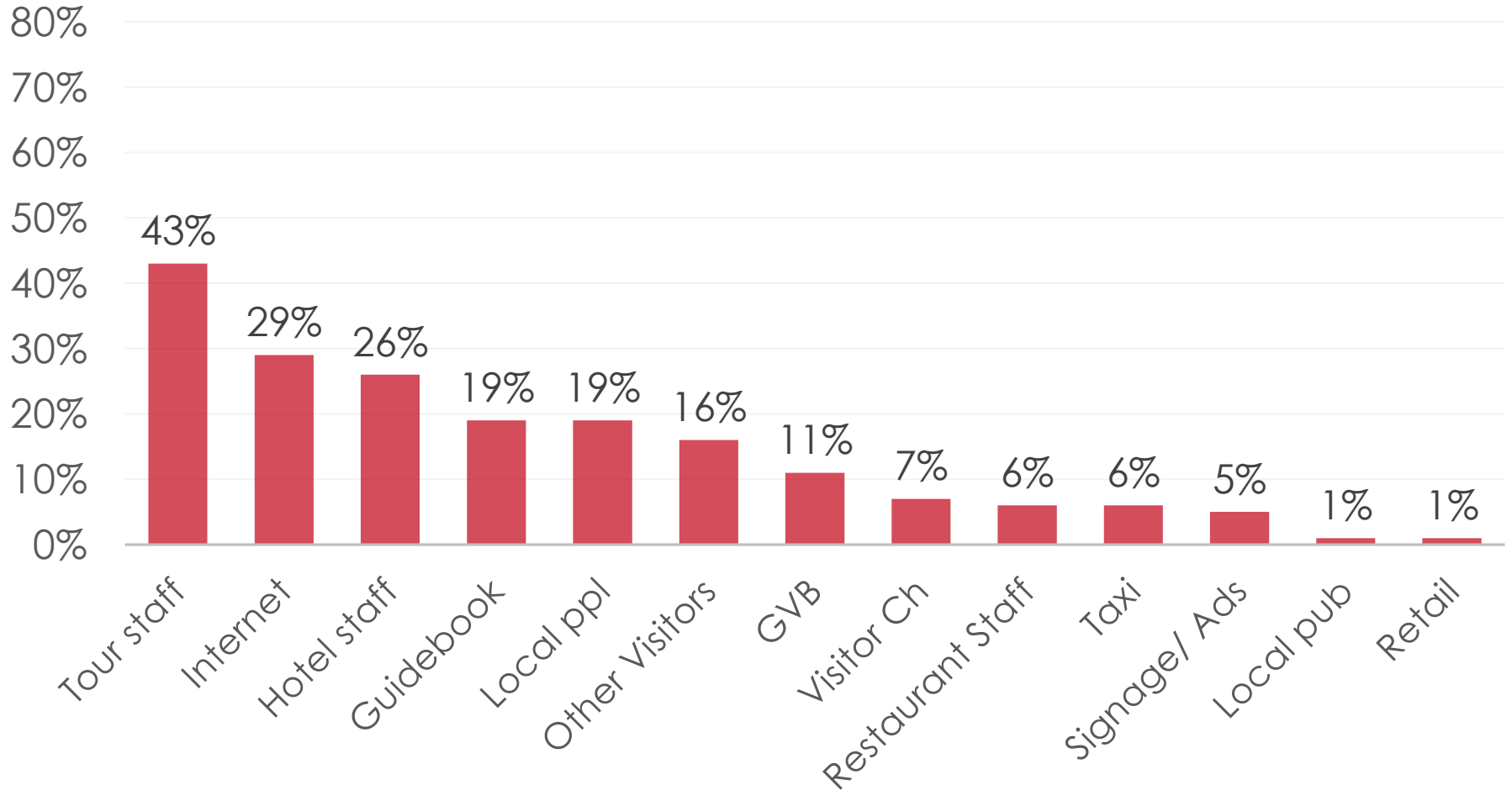
Q1 Please select the top three sources of information you used to find out about Guam before your trip:

		TOTAL	MICE	SPORT/ ADV	WEDDING	HONEYMOON
		-	-	-	-	-
Q1	Internet/Mobile App	50%	67%	49%	67%	67%
	Friend or relative	40%	33%	45%		50%
	Travel agent brochure	30%		31%	33%	17%
	TV	19%		22%		17%
	I have been to Guam before	12%		7%	67%	
	Magazine (consumer)	10%		9%		17%
	Travel guide book at bookstores	10%		11%		17%
	Guam Visitors Bureau promotional activities	6%		7%		
	Consumer travel shows	6%		8%		
	Co-worker/ company travel department	5%	33%	5%		
	Travel trade shows	5%		5%		17%
	Newspaper	3%		2%		
	Guam Visitors Bureau office	1%				
	Total	154	3	101	3	6

Prepared by Anthology Research

ONISLE

SOURCES OF INFORMATION



ON-ISLE SOURCES OF INFORMATION – Key Segments

GVB EXIT SURVEY

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

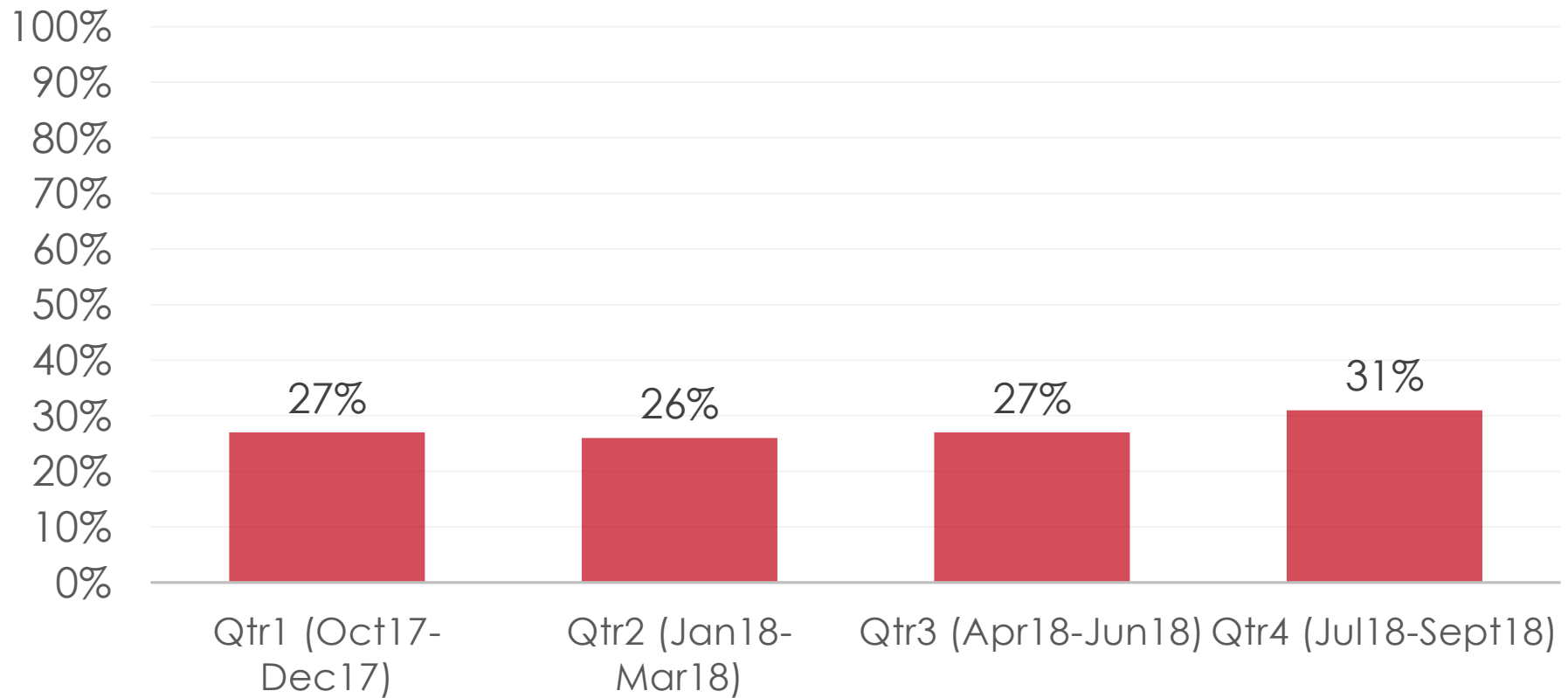
		TOTAL	MICE	SPORT/ ADV	WEDDING	HONEYMOON
		-	-	-	-	-
Q2	Tour staff	43%	33%	48%	33%	67%
	Internet/Mobile App	29%	67%	26%	67%	17%
	Hotel staff	26%	33%	24%	33%	33%
	Local people	19%		18%	33%	17%
	Guide books I brought with me	19%		18%		
	Other visitors	16%		18%	33%	50%
	Guam Visitors Bureau	11%		12%		17%
	Visitors channel	7%		10%		
	Taxi drivers	6%		5%		
	Restaurant staff (outside hotel)	6%		5%		
	Signs/ advertisement	5%	33%	4%		
	Retail staff	1%		1%		
	Local publication	1%		1%		
	Total	154	3	101	3	6

Prepared by Anthology Research

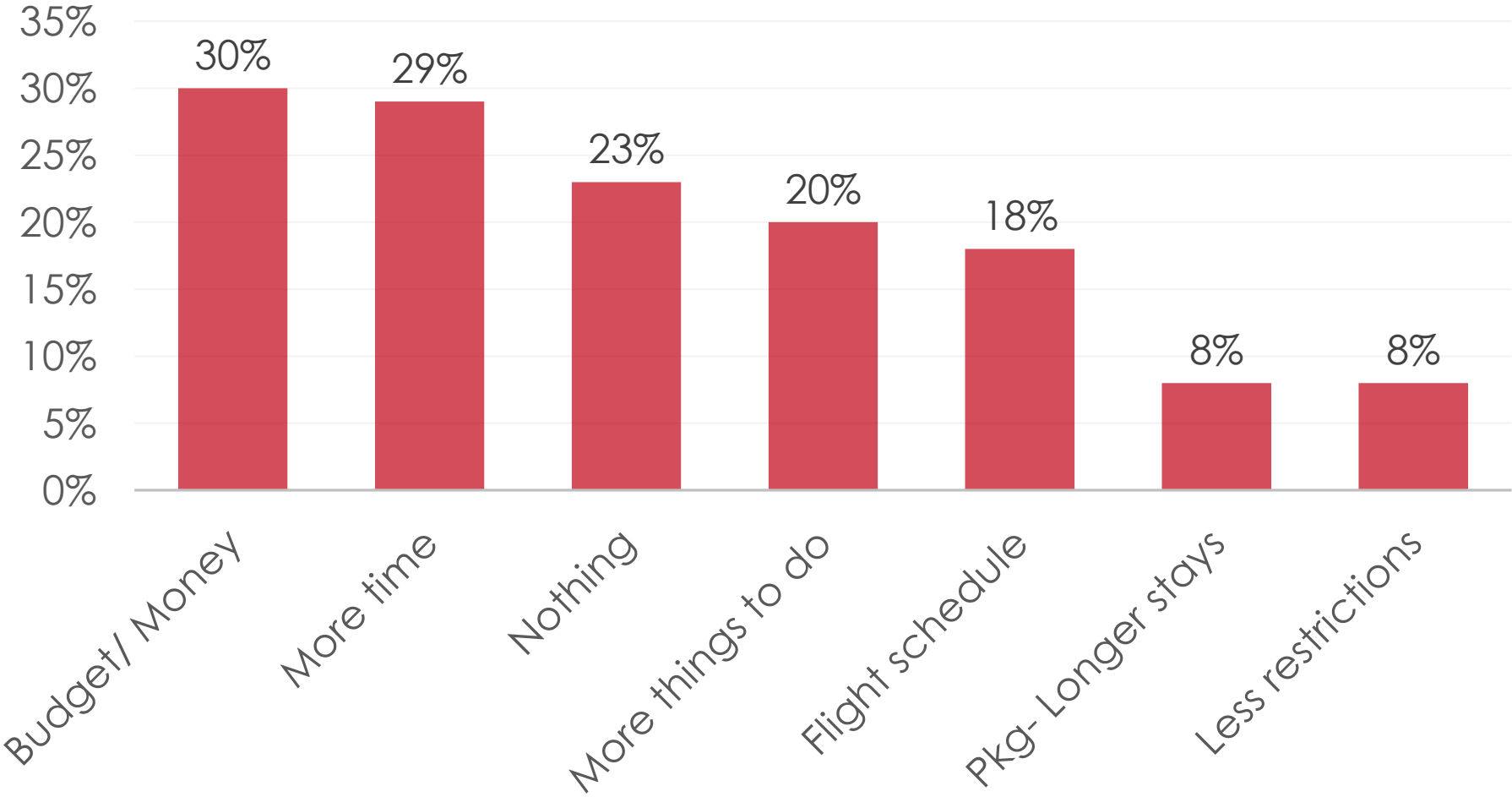
SECTION 6

FUTURE TRAVEL TO GUAM

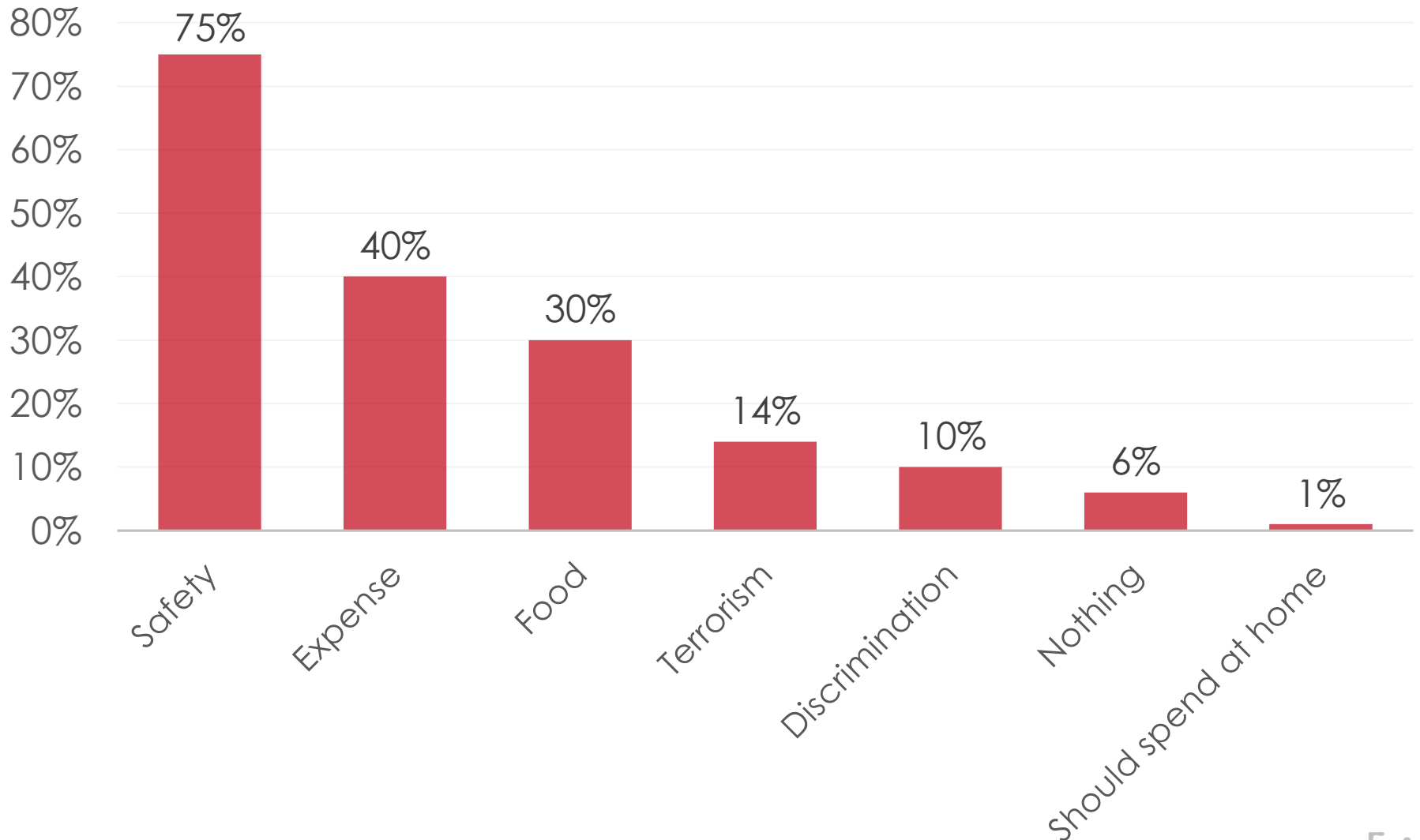
Will security screening/ immigration at Guam Airport impact future travel to Guam?



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



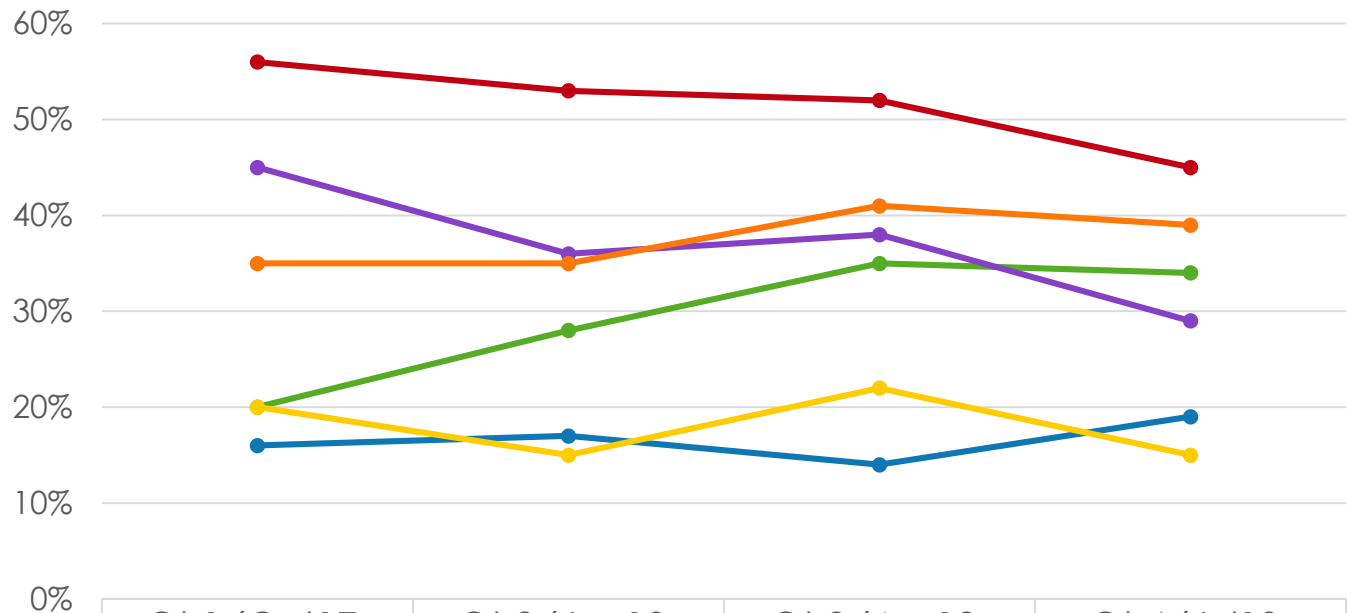
FUTURE TRAVEL CONCERNS



SECTION 7

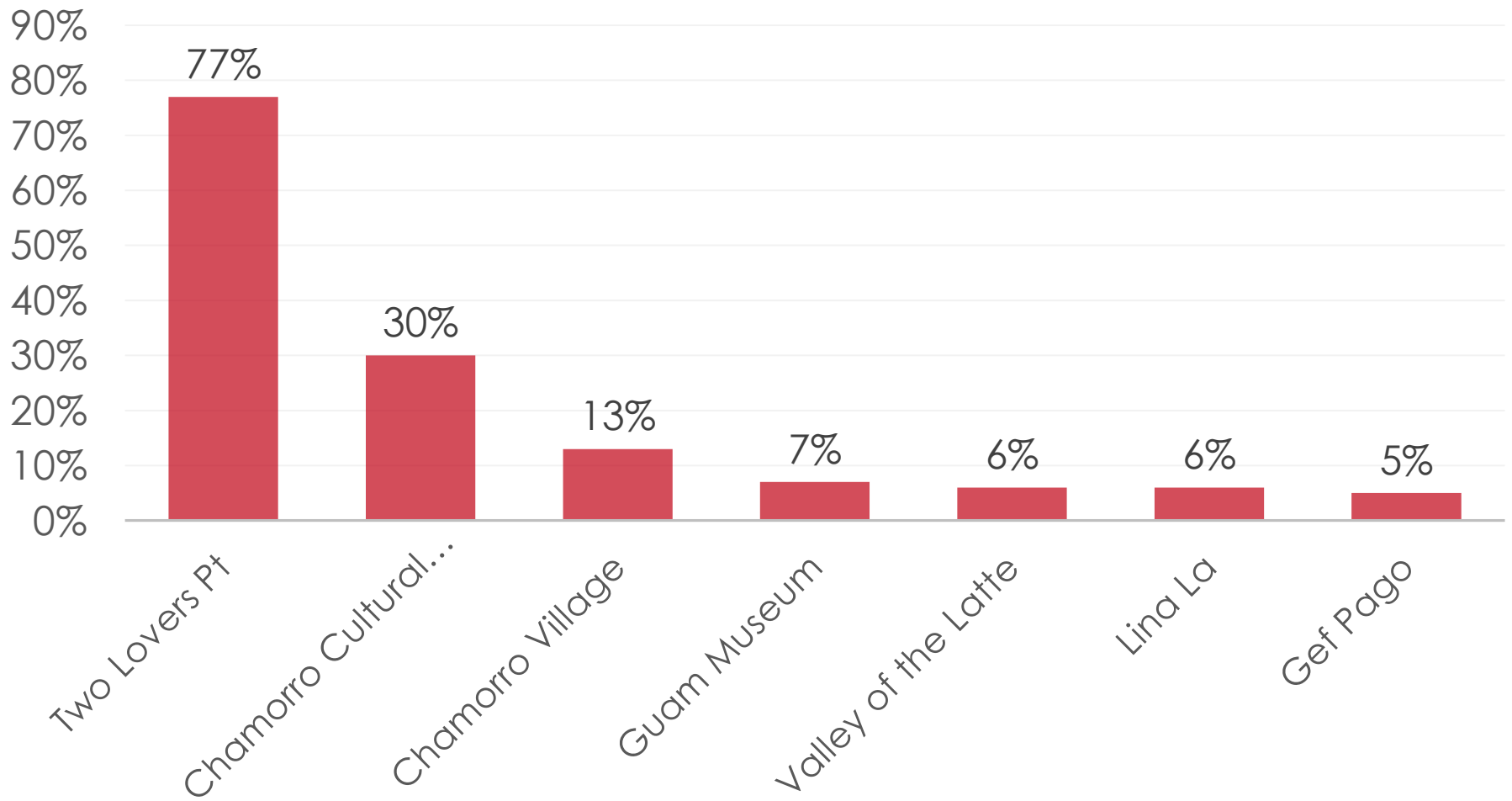
GUAM CULTURE

EXPERIENCED- CHAMORRO/ HAFA ADAI SPIRIT

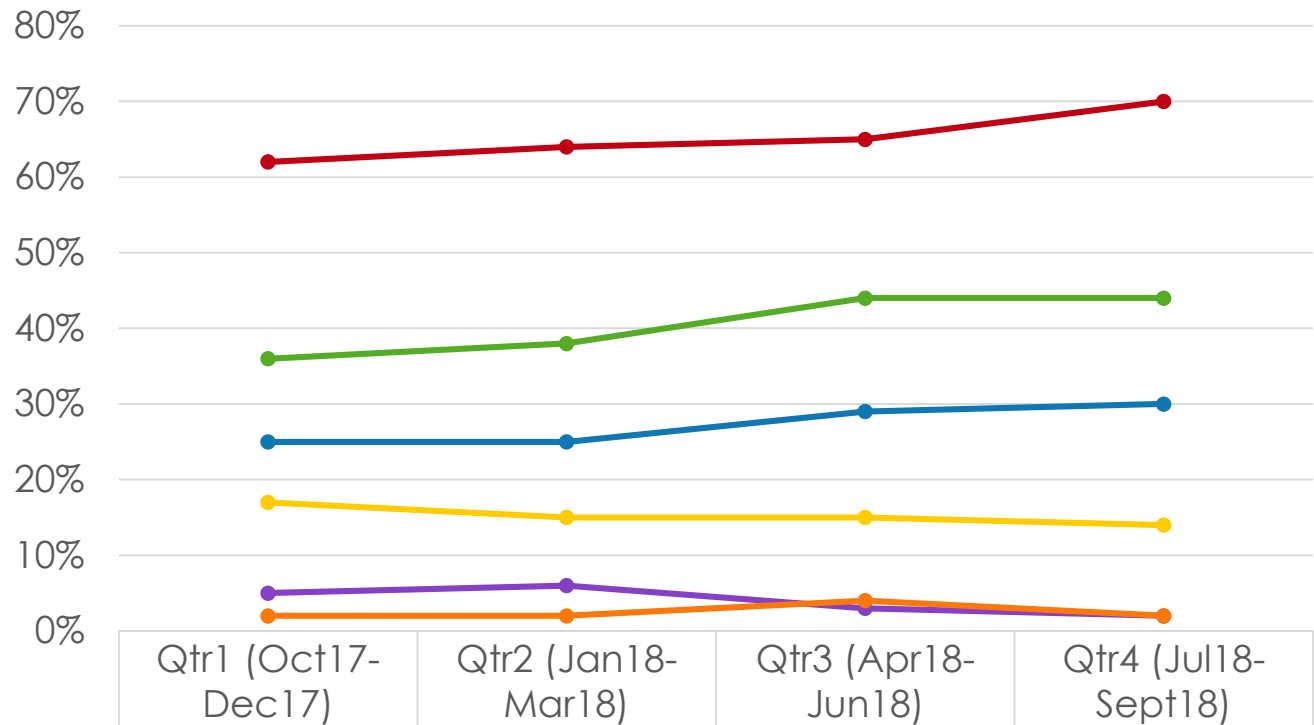


	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
Did NOT experience	16%	17%	14%	19%
Beaches	56%	53%	52%	45%
Chamorro cuisine	20%	28%	35%	34%
Night Market	20%	15%	22%	15%
Socializing- locals	45%	36%	38%	29%
Local Music	35%	35%	41%	39%

EXPERIENCED- OTHER CULTURAL ACTIVITY/EVENTS

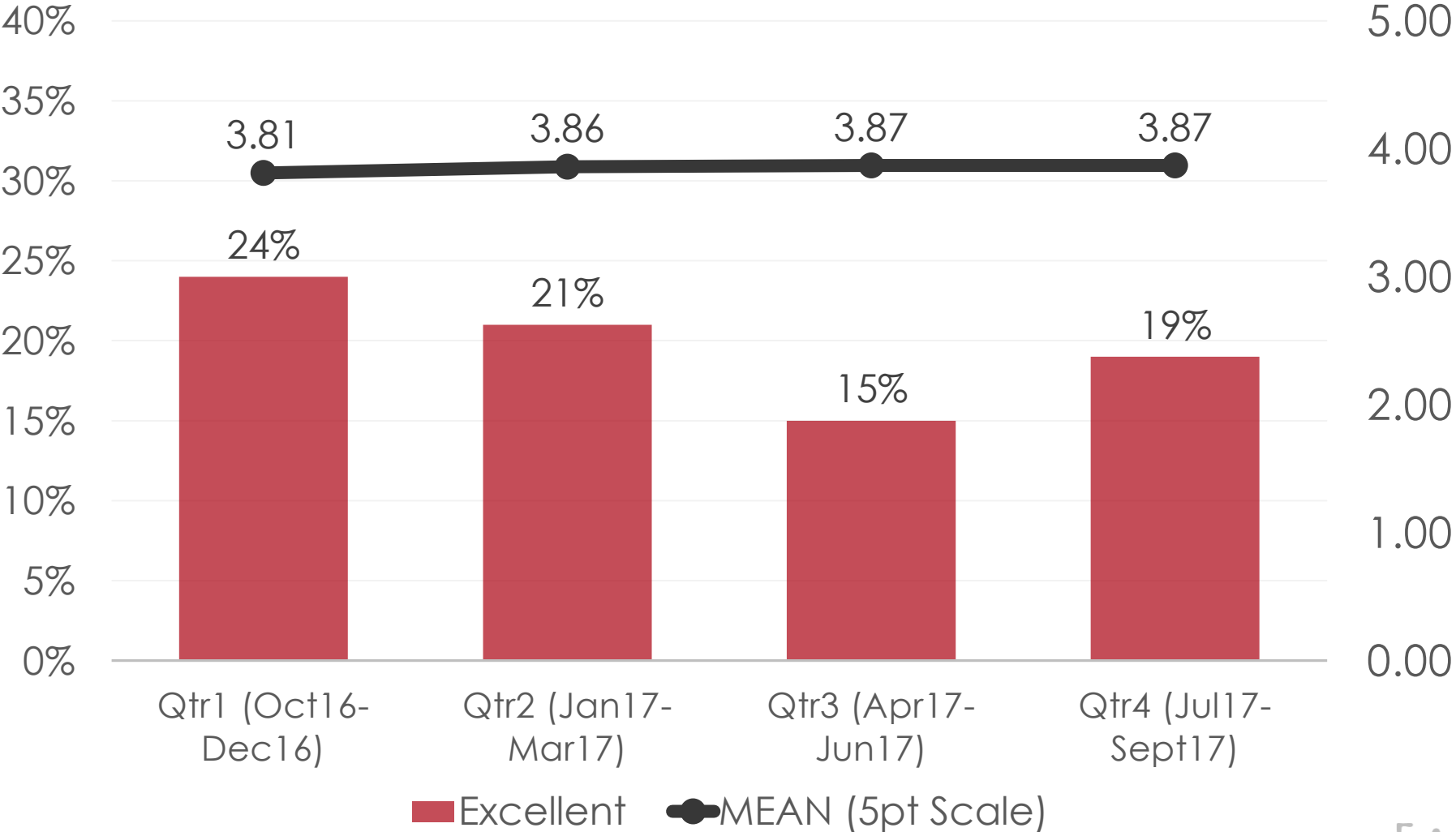


SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS

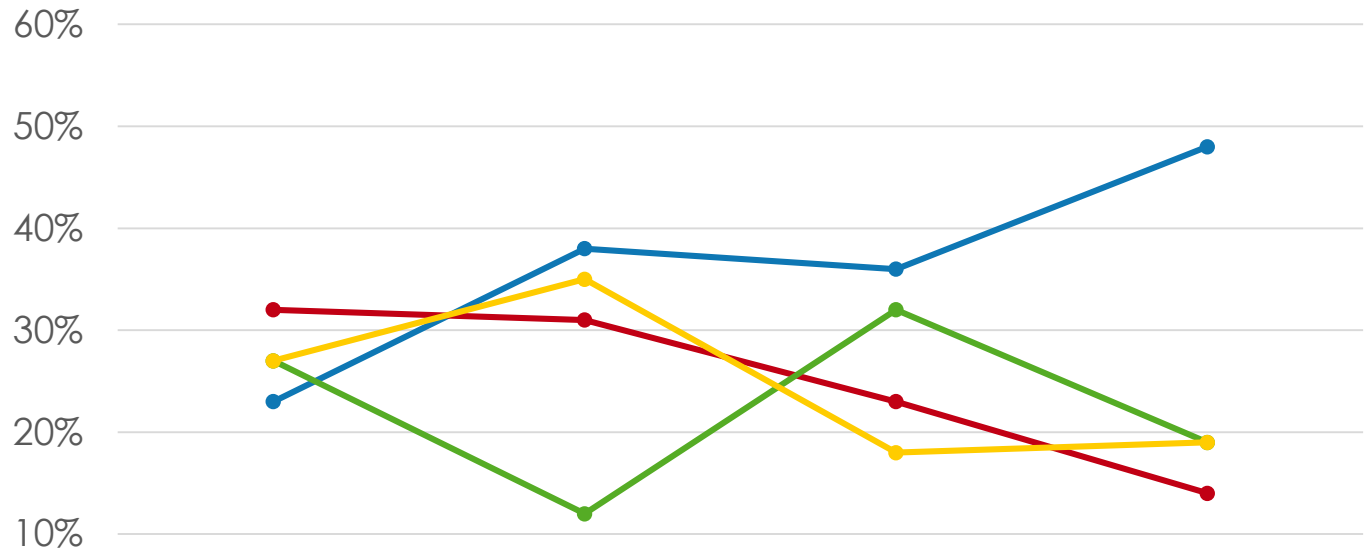


	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
Travel guide/ brochure	25%	25%	29%	30%
Travel agency	62%	64%	65%	70%
Internet	36%	38%	44%	44%
Family/ Friends	17%	15%	15%	14%
Hotel staff	5%	6%	3%	2%
Print	2%	2%	4%	2%

SATISFACTION- CULTURAL ACTIVITY/EVENTS



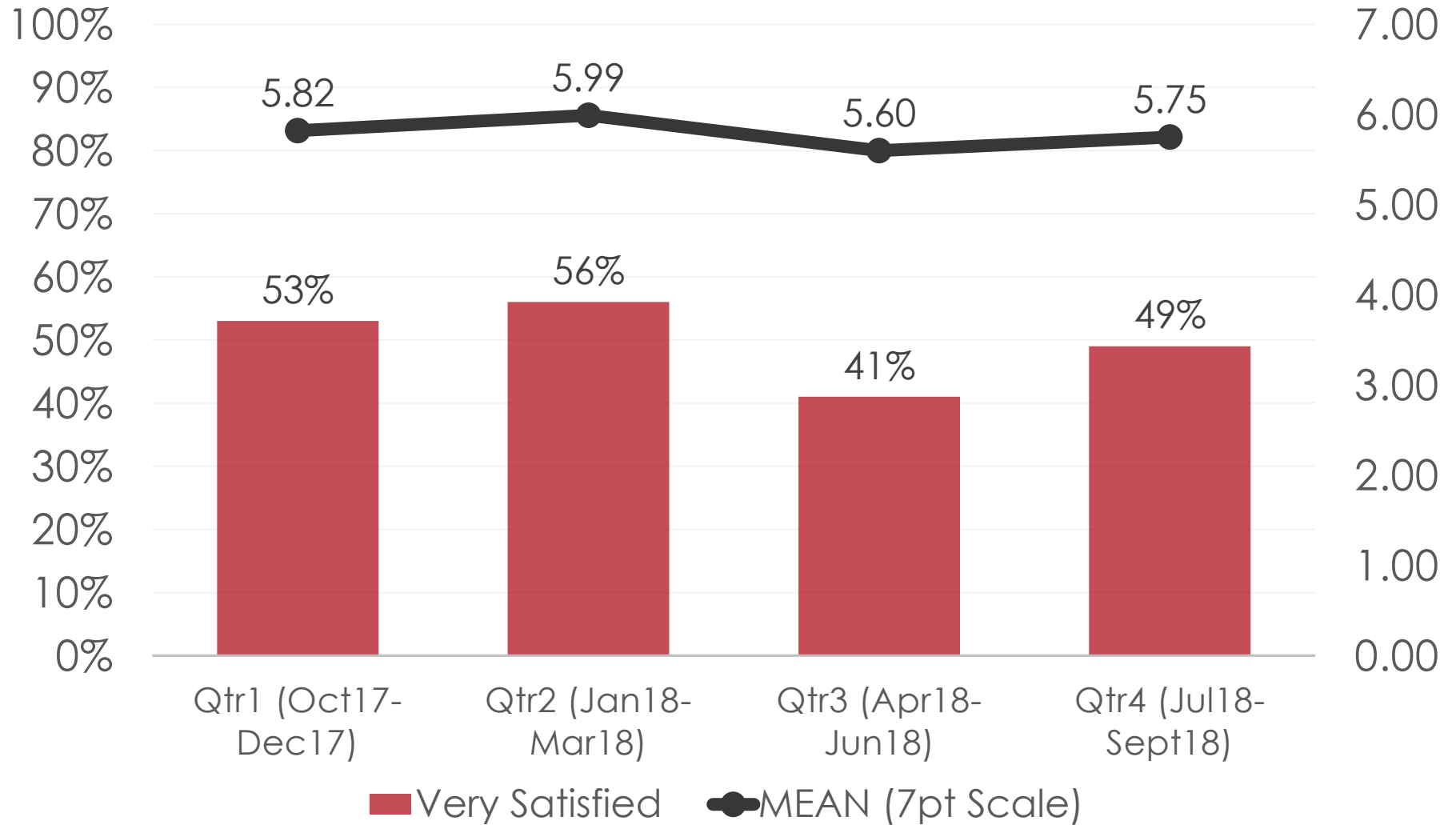
OBSTACLES- CULTURAL ACTIVITY/EVENTS



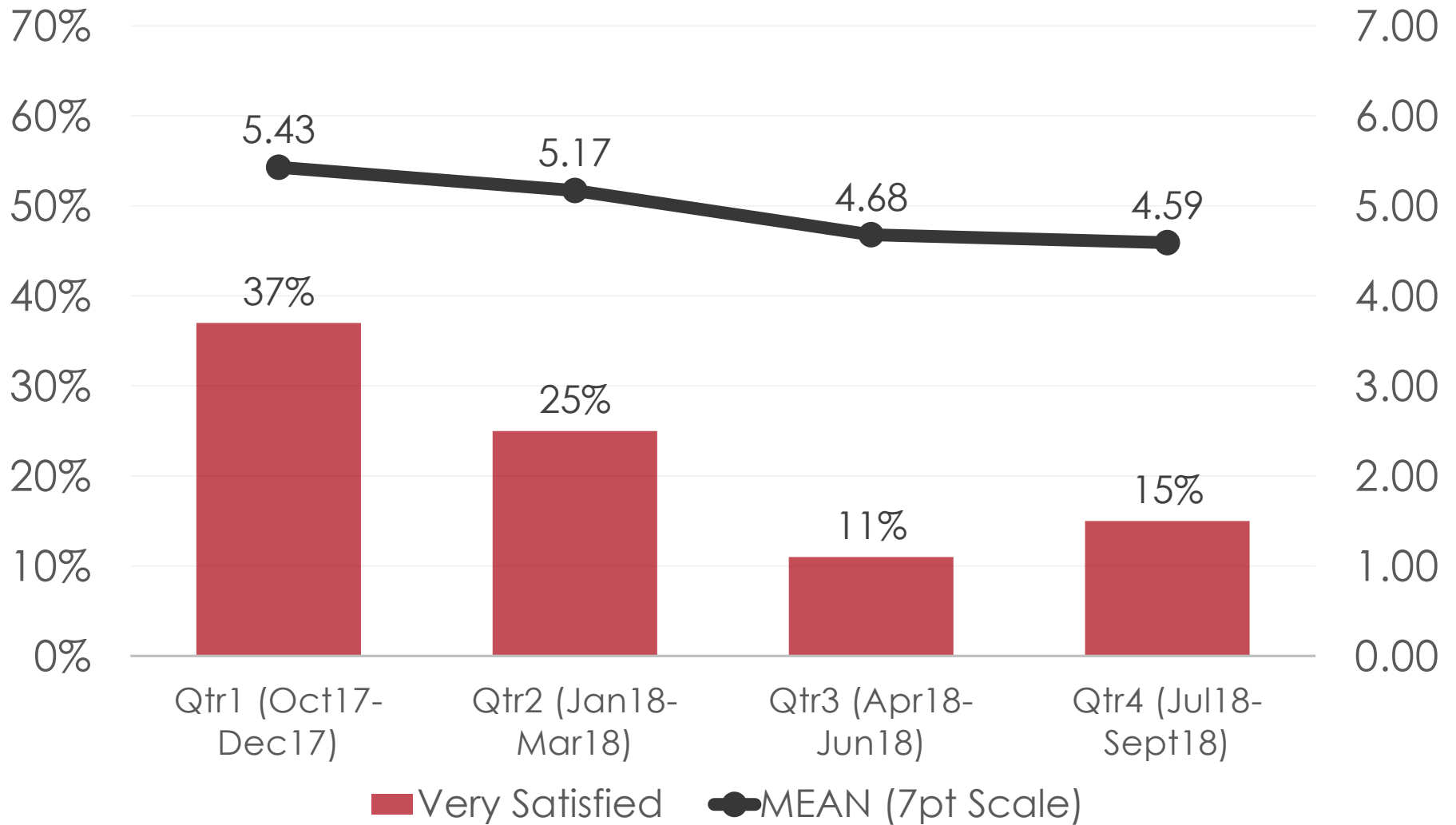
	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
— Schedule	23%	38%	36%	48%
— Unaware	32%	31%	23%	14%
— Did not want to	27%	12%	32%	19%
— Did not know where	27%	35%	18%	19%

WEDDING SATISFACTION

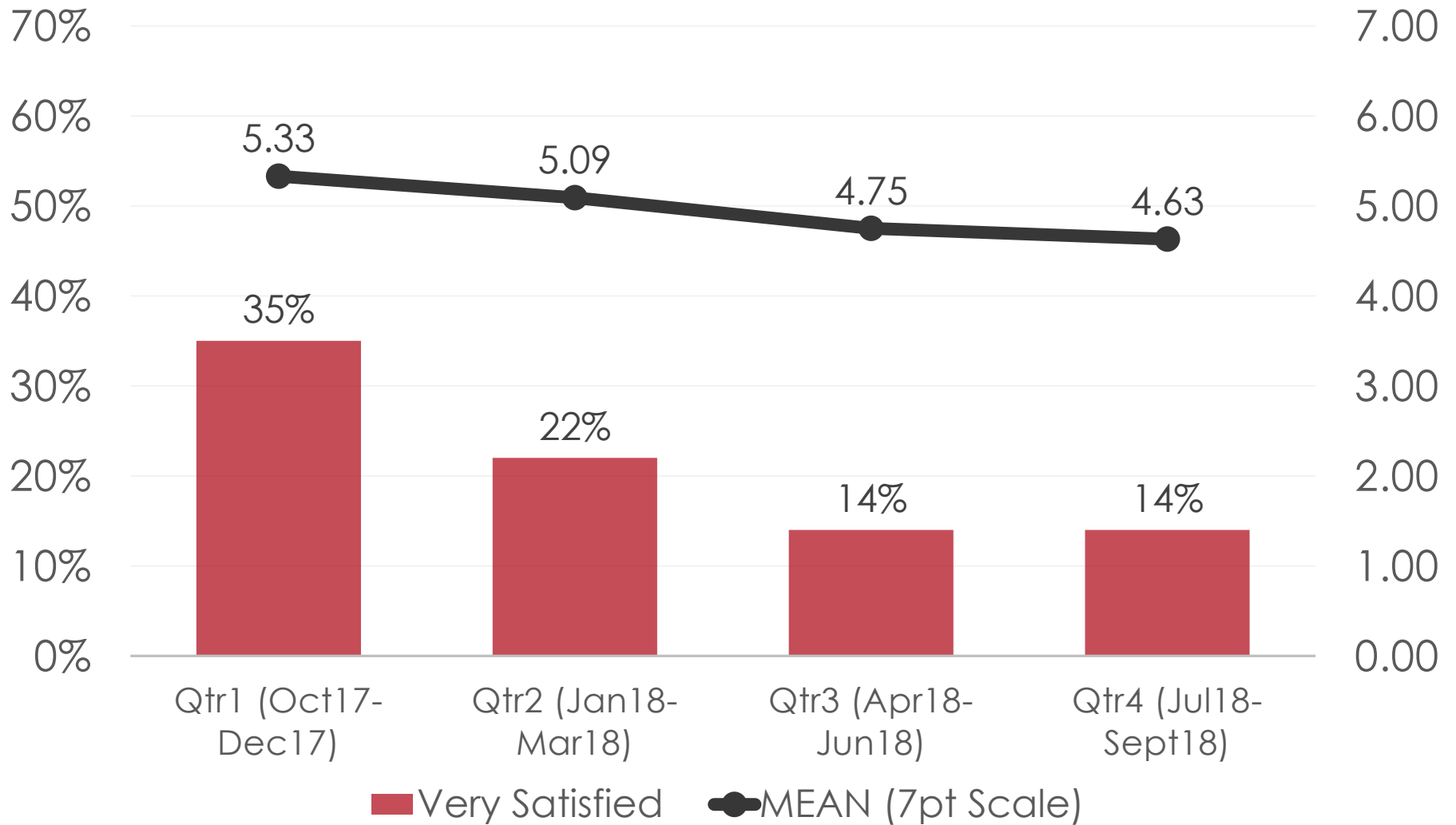
Wedding Facility



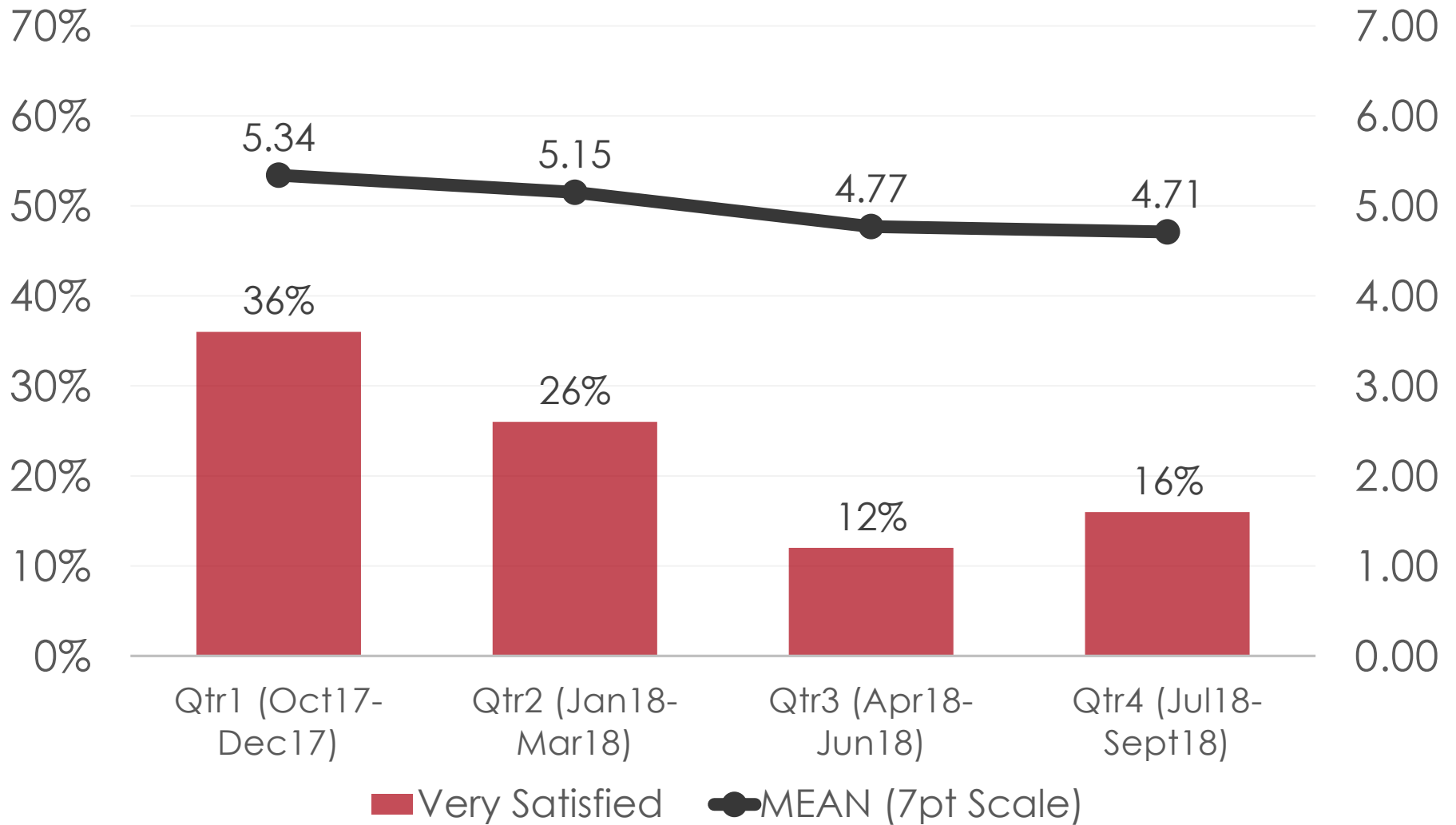
Wedding Facility Staff



Wedding Services



Wedding Package



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,3rd,4th Qtr. and Overall 1-4 Qtr. 2018					
	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr.	Combined
Drivers:	rank	rank	rank	rank	1-4 Qtr. 2018 rank
Quality & Cleanliness of beaches & parks					
Ease of getting around				1	
Safety walking around at night					
Quality of daytime tours	1		1		1
Variety of daytime tours					
Quality of nighttime tours					
Variety of nighttime tours					
Quality of shopping				3	
Variety of shopping			2		4
Price of things on Guam		2			
Quality of hotel accommodations				2	2
Quality/cleanliness of air, sky	2				
Quality/cleanliness of parks					
Quality of landscape in Tumon					
Quality of landscape in Guam		1			3
Quality of ground handler					
Quality/cleanliness of transportation vehicles					
% of Per Person On Island Expenditures Accounted For	57.5%	37.7%	32.4%	33.1%	40.7%
NOTE: Only significant drivers are included.					

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Taiwan visitor's experience on Guam is driven by three significant factors in the 4th Quarter 2018 Period. By rank order they are:
 - **Ease of getting around,**
 - **Quality of hotel accommodations, and**
 - **Quality of shopping.**
- With these three factors the overall r^2 is .331, meaning that **33.1% of overall satisfaction is accounted for by these factors.**

Drivers – On-Isle Expenditures

Comparison of Drivers of Per Person On-Island Expenditures, 1st,2nd,3rd,4th Qtrs. 2018, and Overall 1-4th Qtrs. 2018					
	1st Qtr.	2nd Qtr	3rd Qtr	4th Qtr.	Combined 1-4 Qtr. 2018
Drivers:	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks					
Ease of getting around					
Safety walking around at night					
Quality of daytime tours					
Variety of daytime tours					
Quality of nighttime tours					
Variety of nighttime tours					
Quality of shopping	1				
Variety of shopping					
Price of things on Guam					
Quality of hotel accommodations					
Quality/cleanliness of air, sky					
Quality/cleanliness of parks					
Quality of landscape in Tumon					
Quality of landscape in Guam					
Quality of ground handler					
Quality/cleanliness of transportation vehicles					
% of Per Person On Island Expenditures Accounted For	2.4%	0.0%	0.0%	0.0%	0.0%

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 4th Quarter FY2018 period.