Guam Visitors Bureau

Taiwan Visitor Tracker Exit Profile & Market Segmentation Report

FY2019

QTR1 (OCT-DEC 2018)

Prepared by: Anthology Research

#instaGuam

[ANTHOLOGY]
AnthologyGroup.com

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

GUAM

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 **153** 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 **153** 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.

[A]

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.

[A]

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
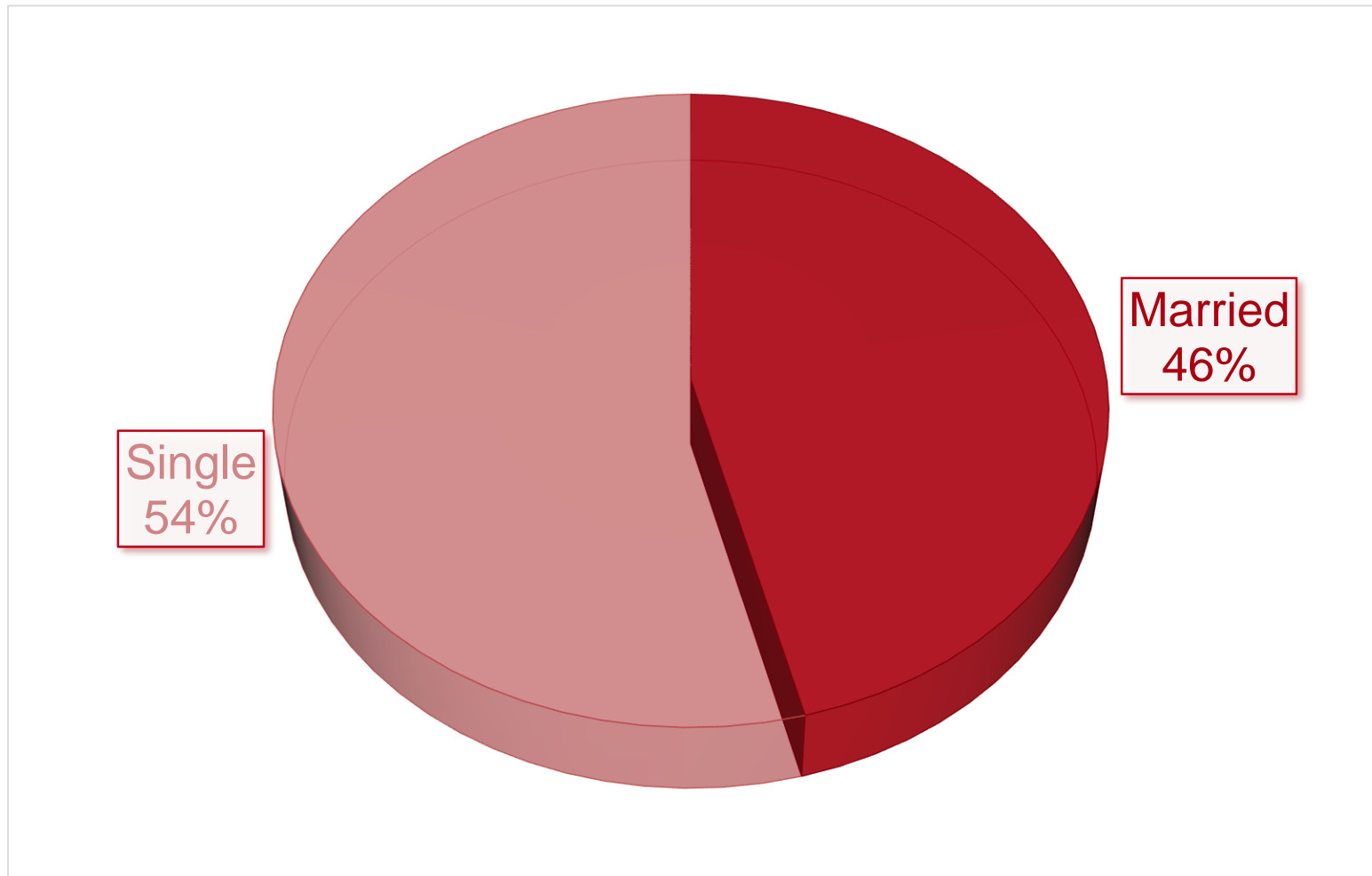
[A]

Key Highlighted Segments

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MICE	3%			
Sports/ Adventure	59%			
Honeymoon	18%			
Wedding	5%			

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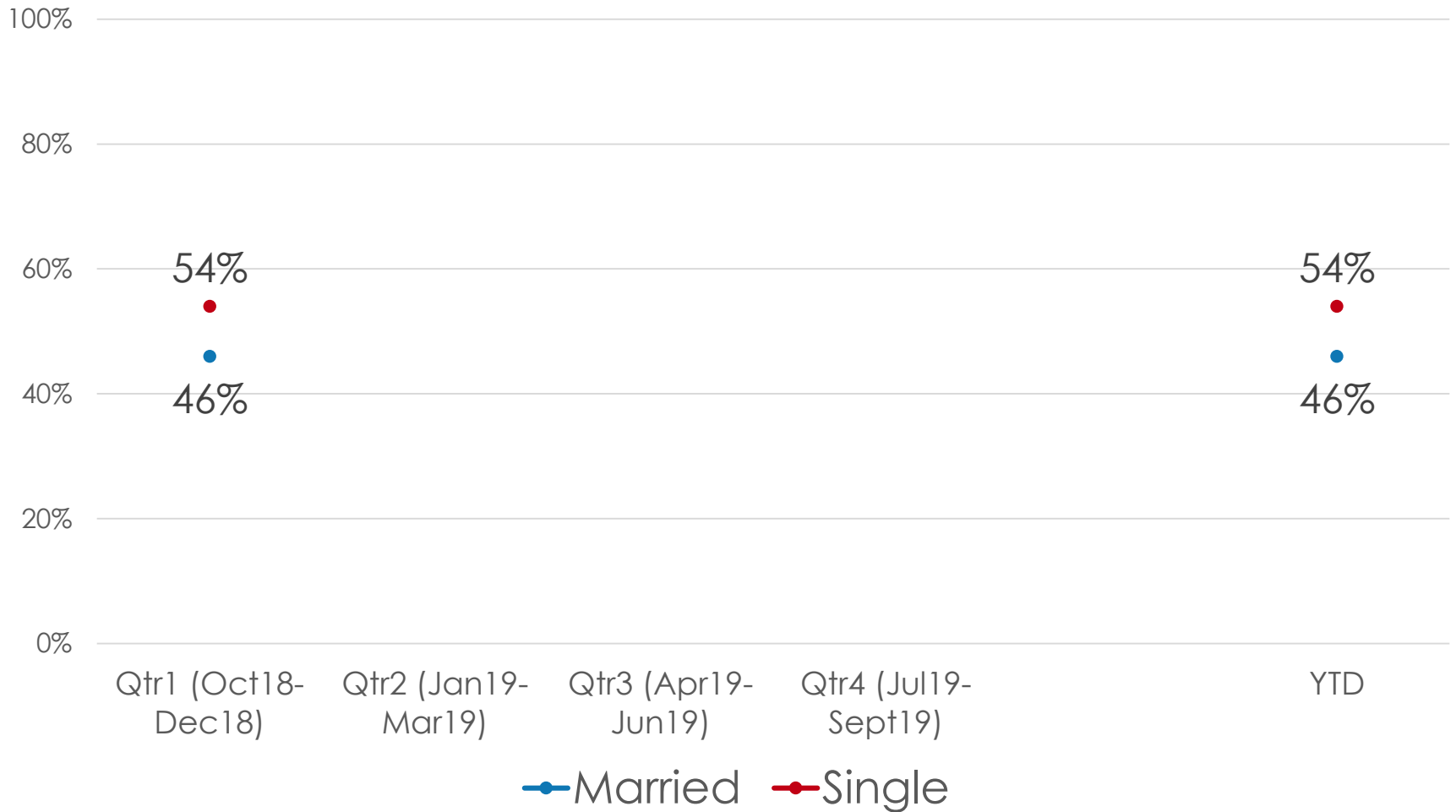# SECTION 1
PROFILE OF RESPONDENTS

[A]

Marital Status

[A]

Marital status – FY2019 Tracking

Marital status – Key Segments

GVB EXIT SURVEY
QE MARITAL STATUS

		TOTAL	MICE	SPORT/ADV	WEDDING	HONEYMOON
		-	-	-	-	-
QE	Married	46%	50%	52%	29%	100%
	Single	54%	50%	48%	71%	
	Total	153	4	91	7	27

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[A]

Age

MEAN = 31.47
MEDIAN = 30

[A]

Age – FY2019 Tracking

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
●—MEAN	31.47					31.47
●—MEDIAN	30					30

[A]
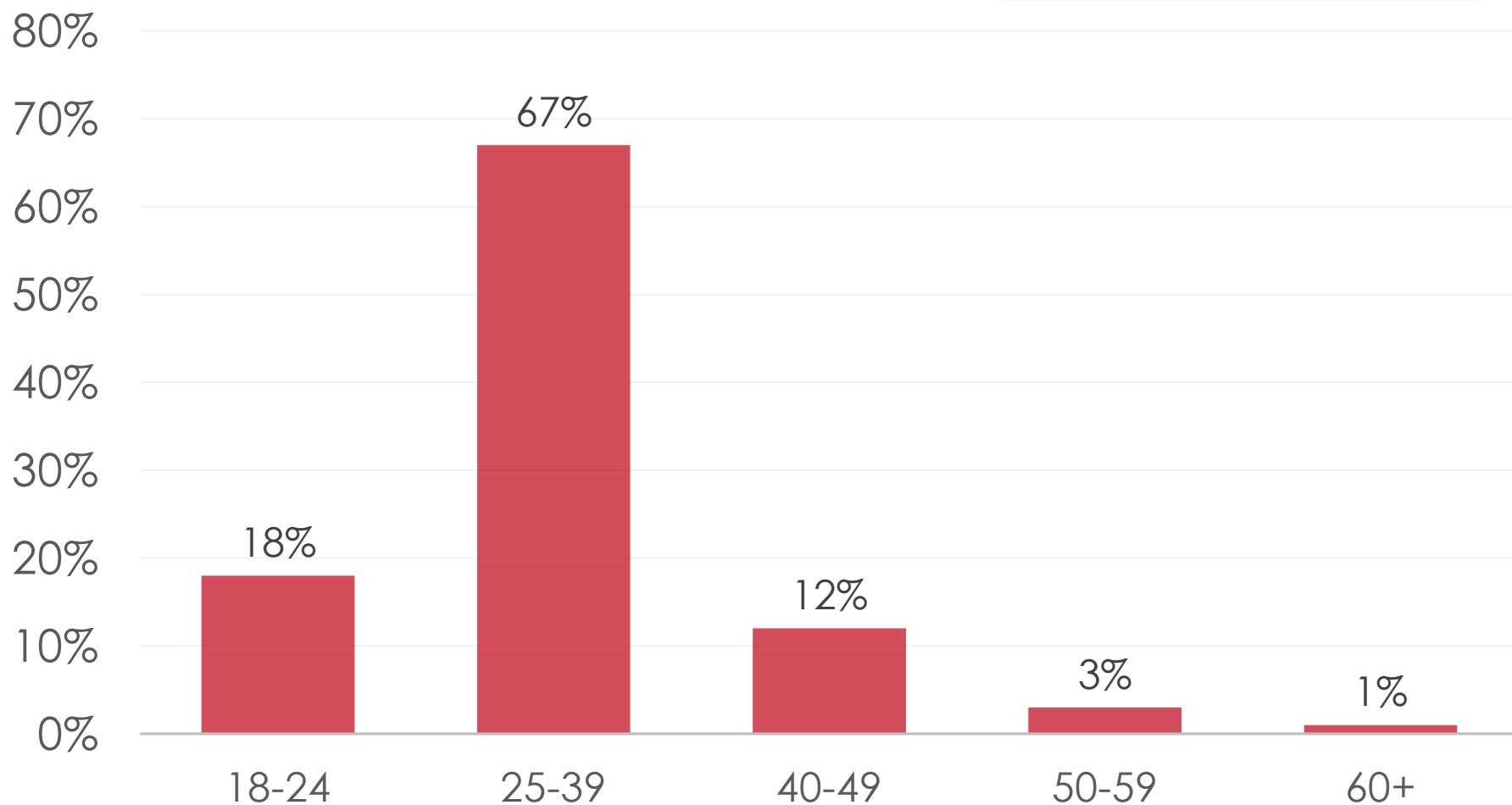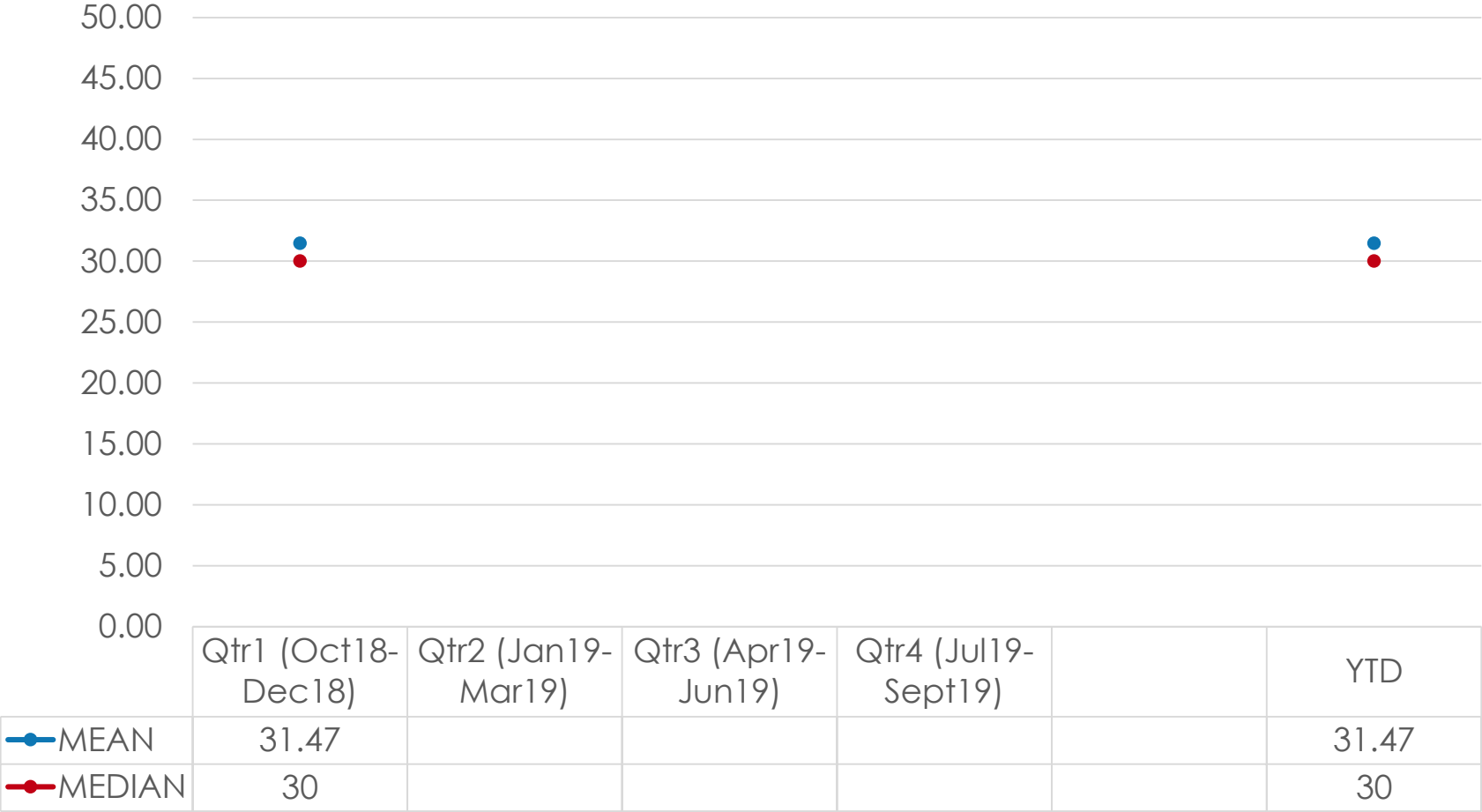
Age – Key Segments

GVB EXIT SURVEY
AGE

		TOTAL	MICE	SPORT/ ADV	WEDDING	HONEYMOON
		-	-	-	-	-
SD	18-24	18%		16%	14%	15%
	25-39	67%	50%	69%	57%	81%
	40-49	12%	25%	12%	29%	4%
	50-59	3%	25%	2%		
	60+	1%				
	Total	153	4	91	7	27
SD	Mean	31.47	41.50	30.90	32.86	29.00
	Median	30	42	29	31	29

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Annual Household Income

[A]
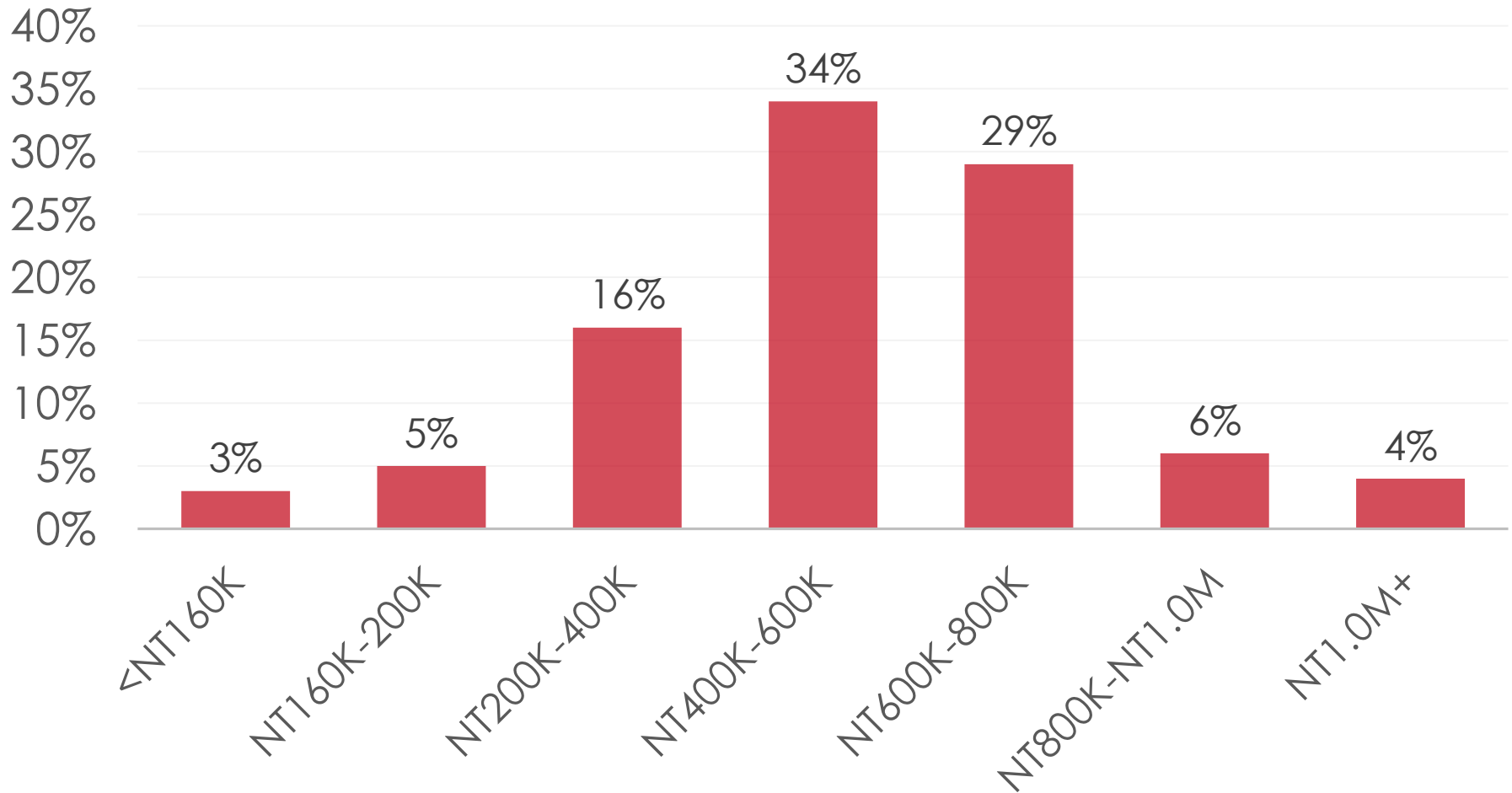
Annual Household Income – Key Segments

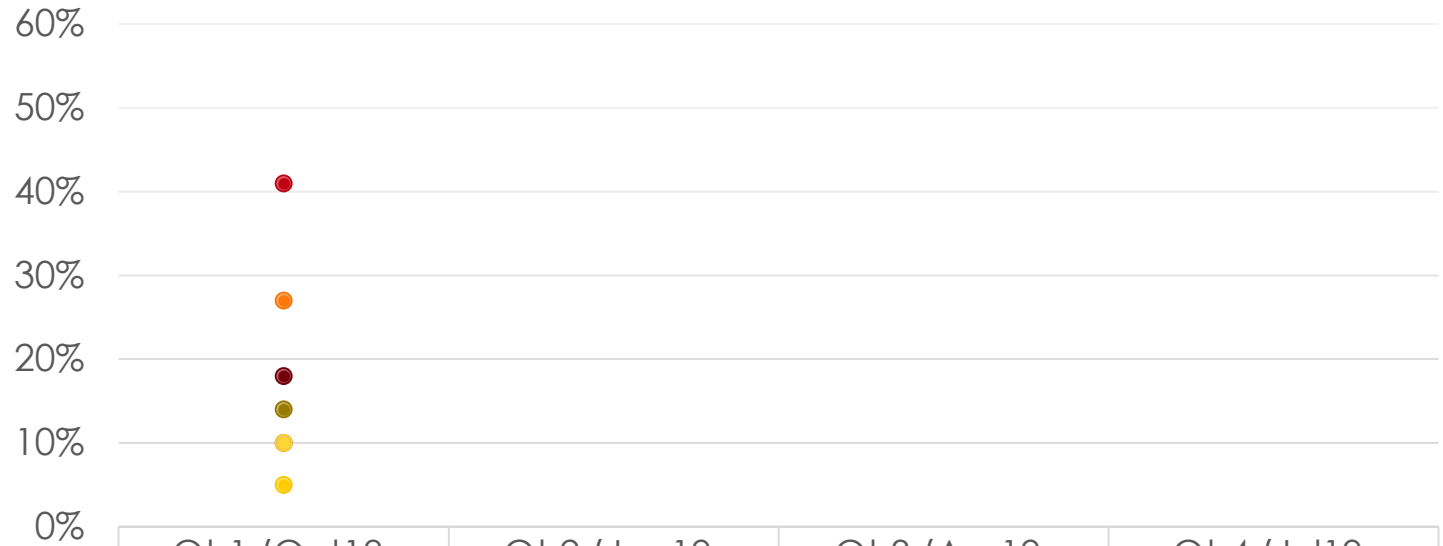**GVB EXIT SURVEY**
Q26 Household income:

		TOTAL	MICE	SPORT/ ADV	WEDDING	HONEYMOON
		-	-	-	-	-
Q26	Less than NT160K	3%		3%		7%
	NT160K-NT200K	5%		6%		7%
	NT200K-NT400K	16%		14%	29%	26%
	NT400K-NT600K	34%	50%	36%		37%
	NT600K-NT800K	29%	25%	30%	71%	11%
	NT800K-NT1.0M	6%	25%	7%		4%
	NT1.0M+	4%		3%		7%
	No Income	3%		1%		
	Total	150	4	90	7	27

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[A]

Travel Party

[A]
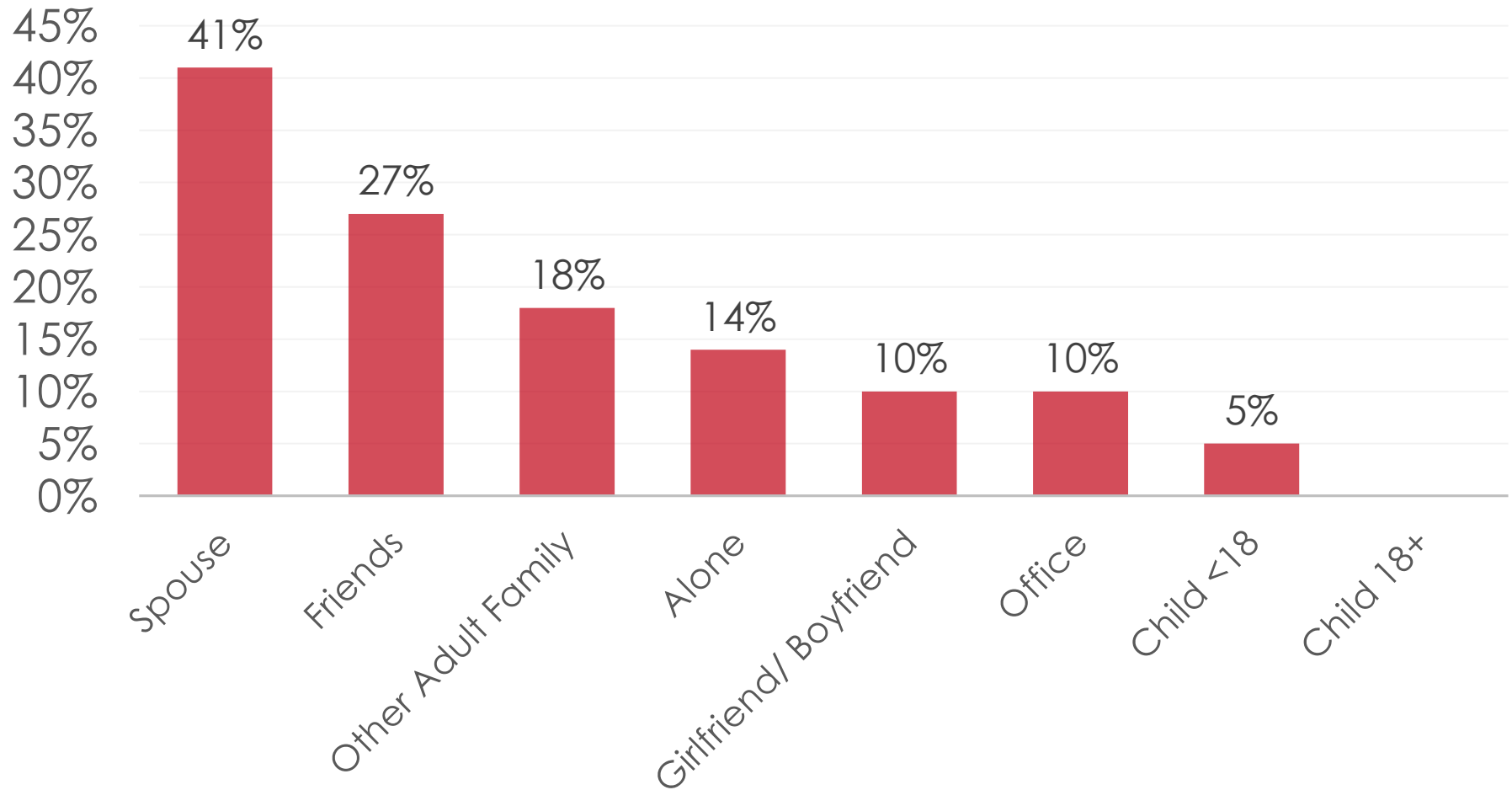
Travel Party

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
Spouse	41%			
Child <18	5%			
Friend/ Assoc	27%			
Other Adult Family	18%			
Alone	14%			
Girlfriend/ Boyfriend	10%			
Child- Adult				
Office	10%			

[A]

Travel Party - Children

5% TRAVELING WITH A CHILD

Bar chart showing percentage traveling with children by age group:
- 0-2 Years old: 2%
- 3-6 Years old: 3%
- 7-11 Years old: 1%
- 12-18 Years old: 1%

[A]

Trips to Guam

Repeat 17%

First time 83%

[A]
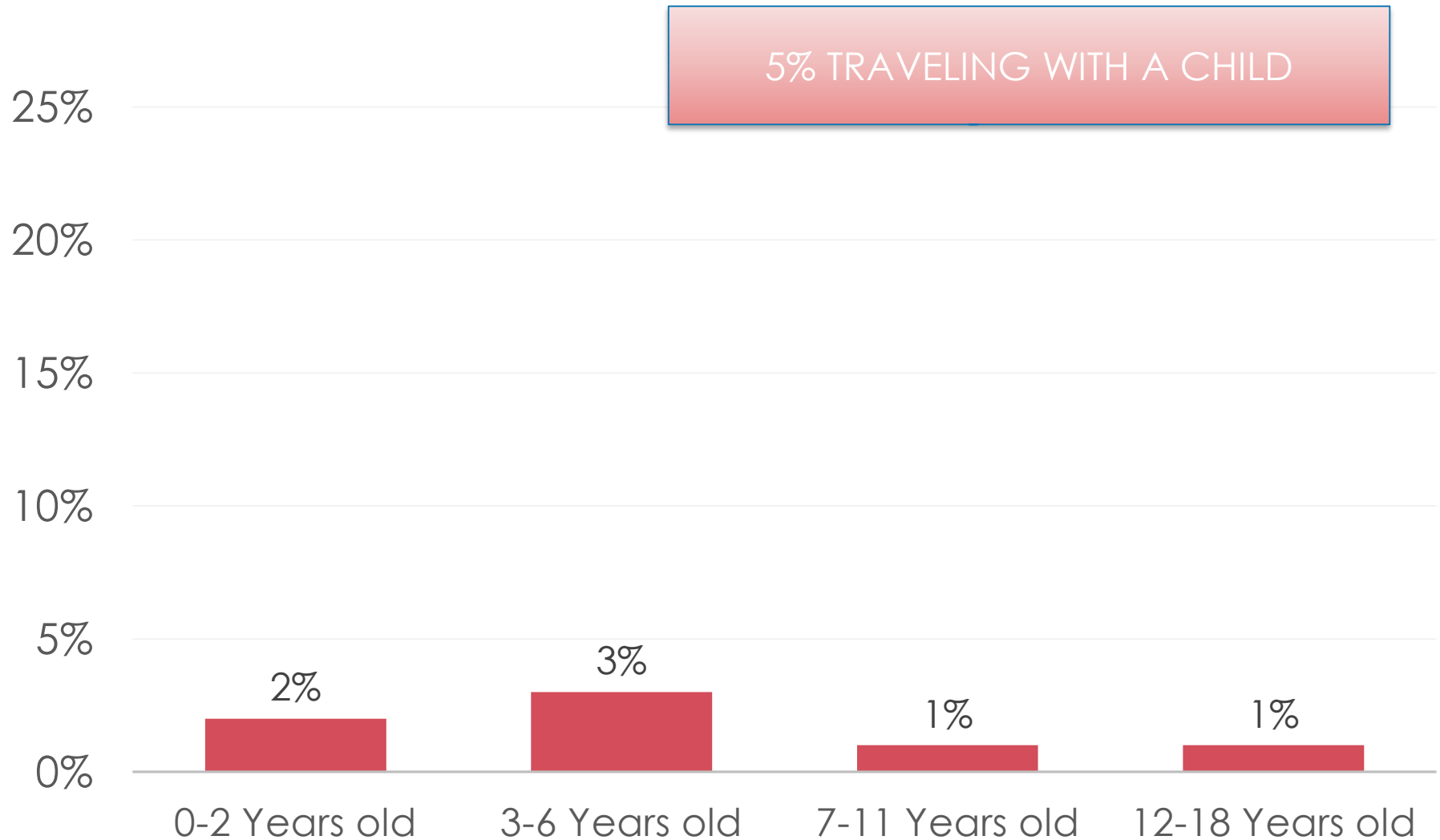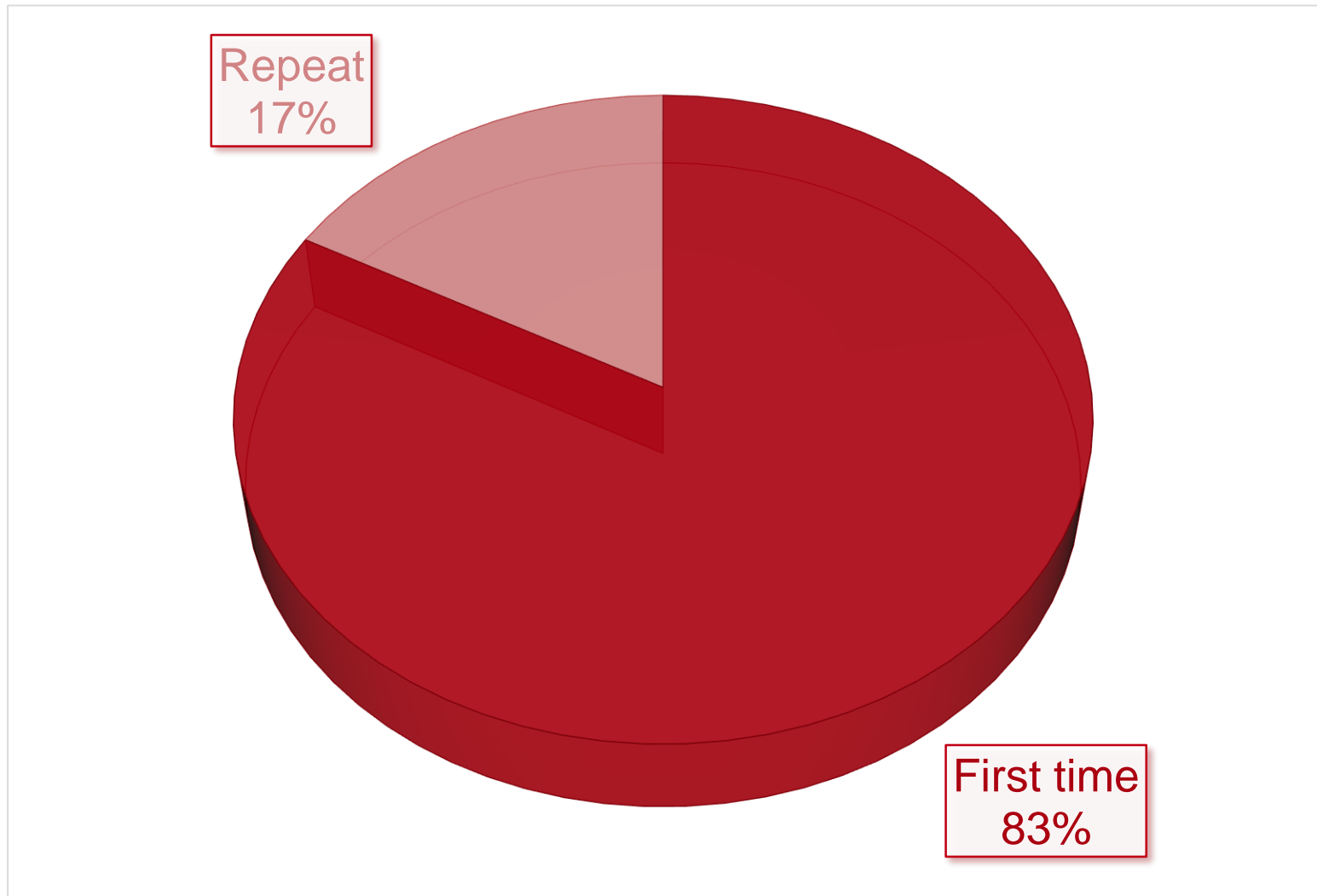
Trips to Guam – FY2019 Tracking

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)	YTD
First	83%				83%
Repeat	17%				17%

First   Repeat
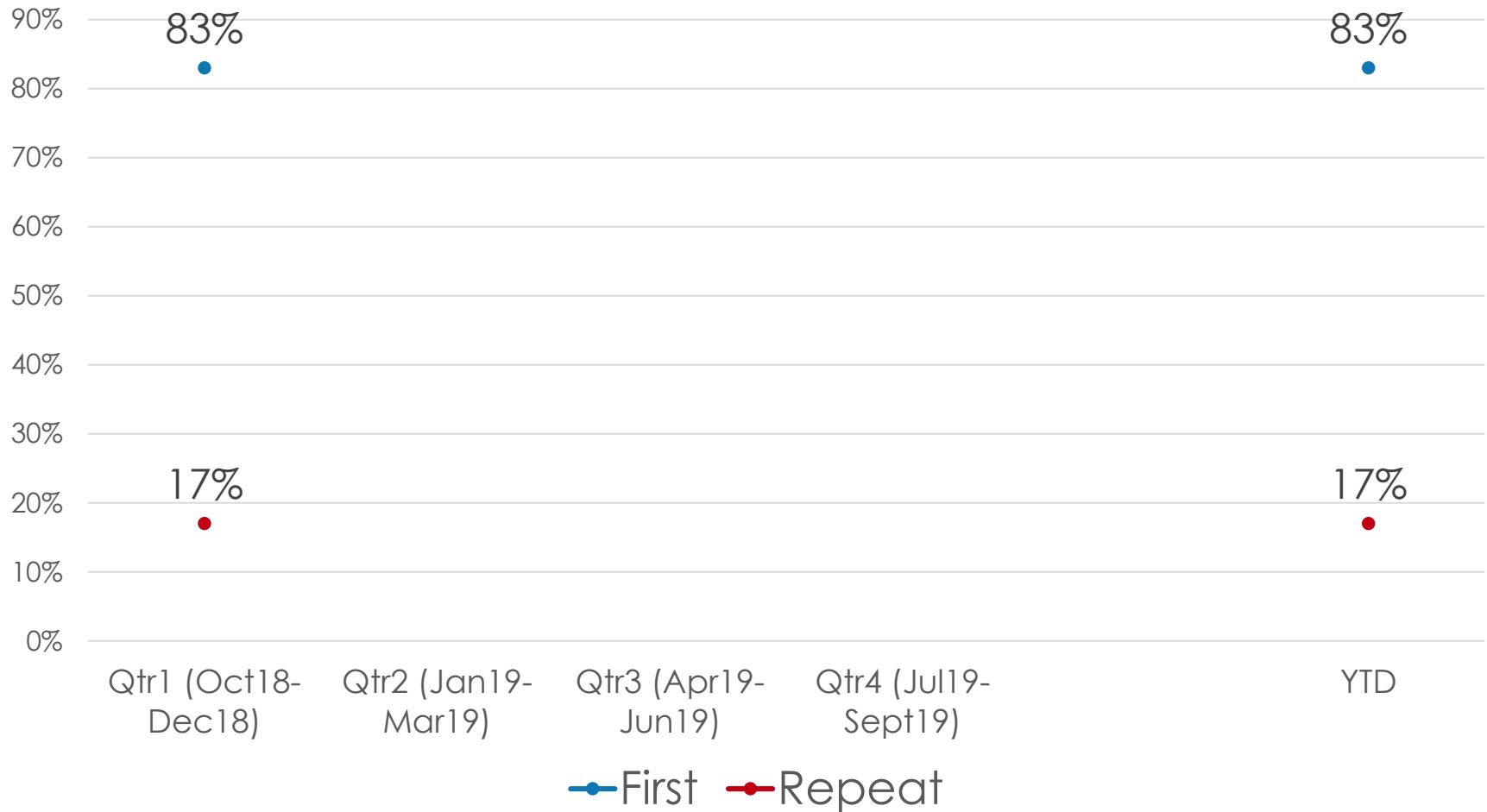
Trips to Guam – Key Segments

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

		TOTAL	MICE	SPORT/ ADV	WEDDING	HONEYMOON
		-	-	-	-	-
Q3	1st Time	83%	75%	91%	100%	93%
	Repeat	17%	25%	9%		7%
	Total	153	4	91	7	27
Q3A	Mean	1.25	1.75	1.11	1.00	1.07
	Median	1	1	1	1	1

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Length of Stay

One to two nights: 3%
Three nights: 11%
Four or more nights: 86%

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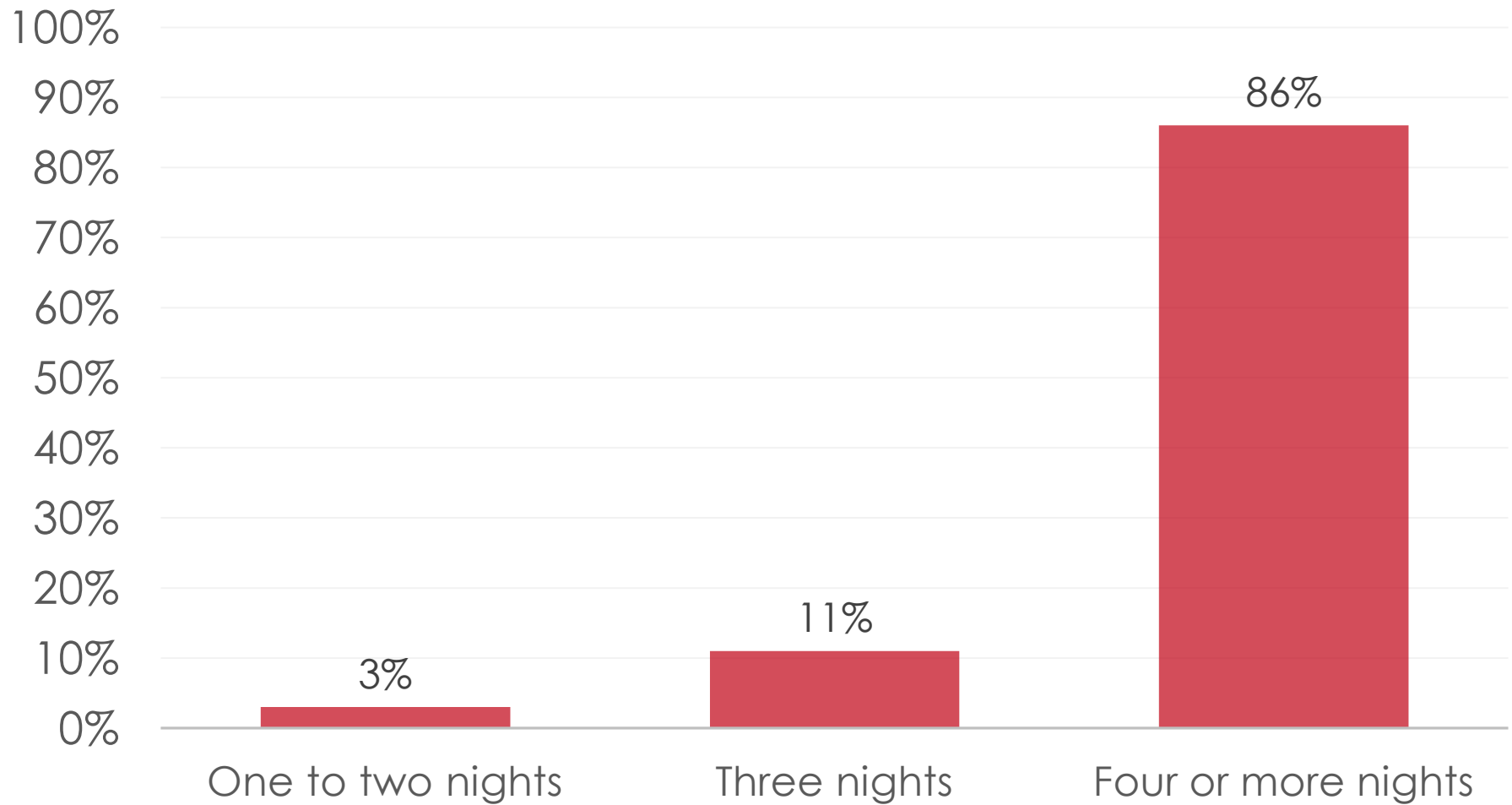
Length of Stay – FY2019 Tracking

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
●—MEAN	4.44					4.44
●—MEDIAN	4					4

[A]
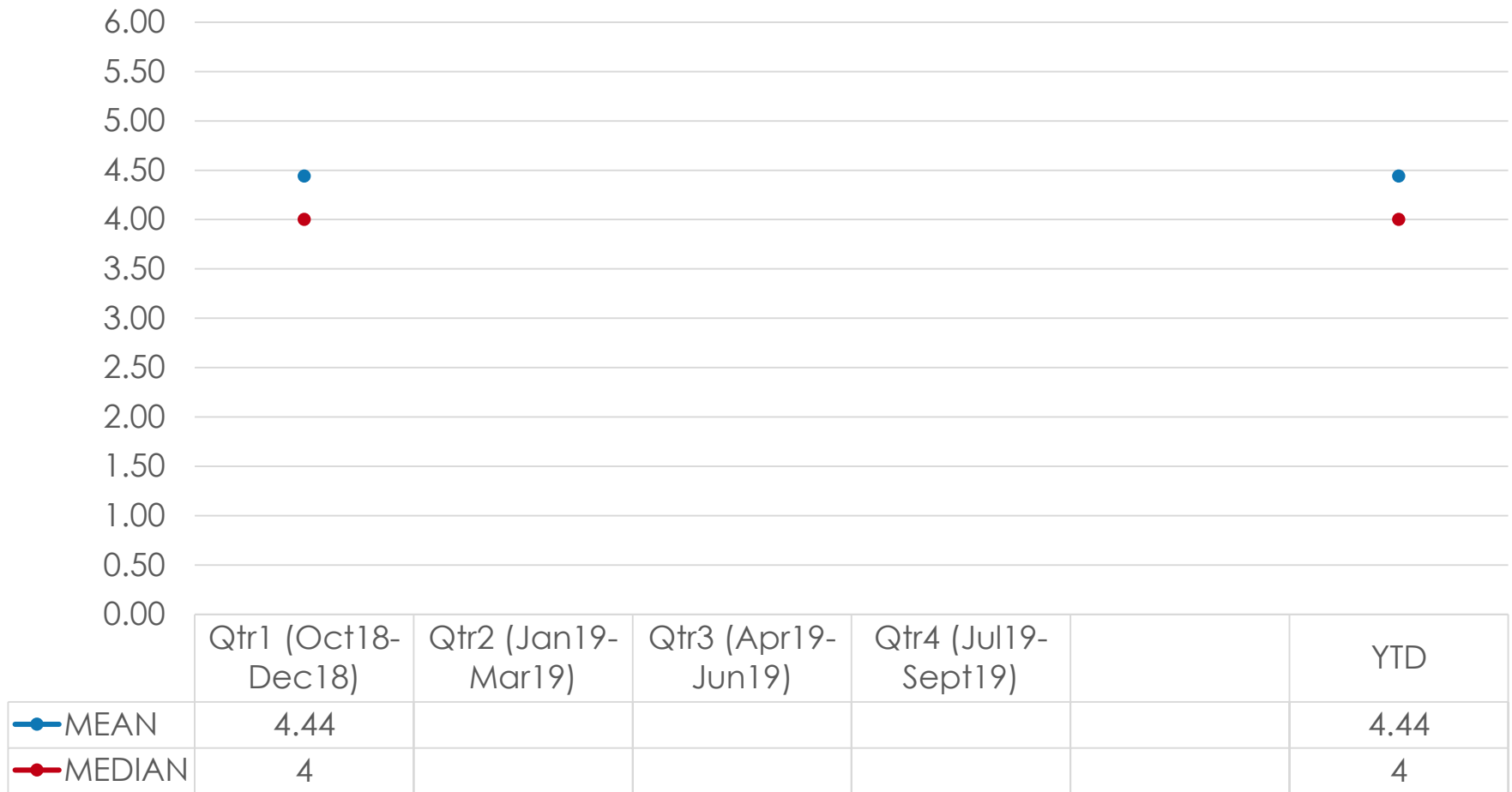
Length of Stay – Key Segments

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

		TOTAL	MICE	SPORT/ ADV	WEDDING	HONEYMOON
		-	-	-	-	-
SA	1-2	3%	25%			
	3	11%	50%	11%		
	4+	86%	25%	89%	100%	100%
	Total	153	4	91	7	27
SA	Mean	4.44	2.75	4.55	4.29	4.70
	Median	4	3	5	4	5

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[A]

Occupation – Top Responses (10%+)

Bar chart showing occupation top responses: Company: Office non-mgr 35%, Professional/Spec 15%, Company: Sales 15%, Skilled worker 15%.

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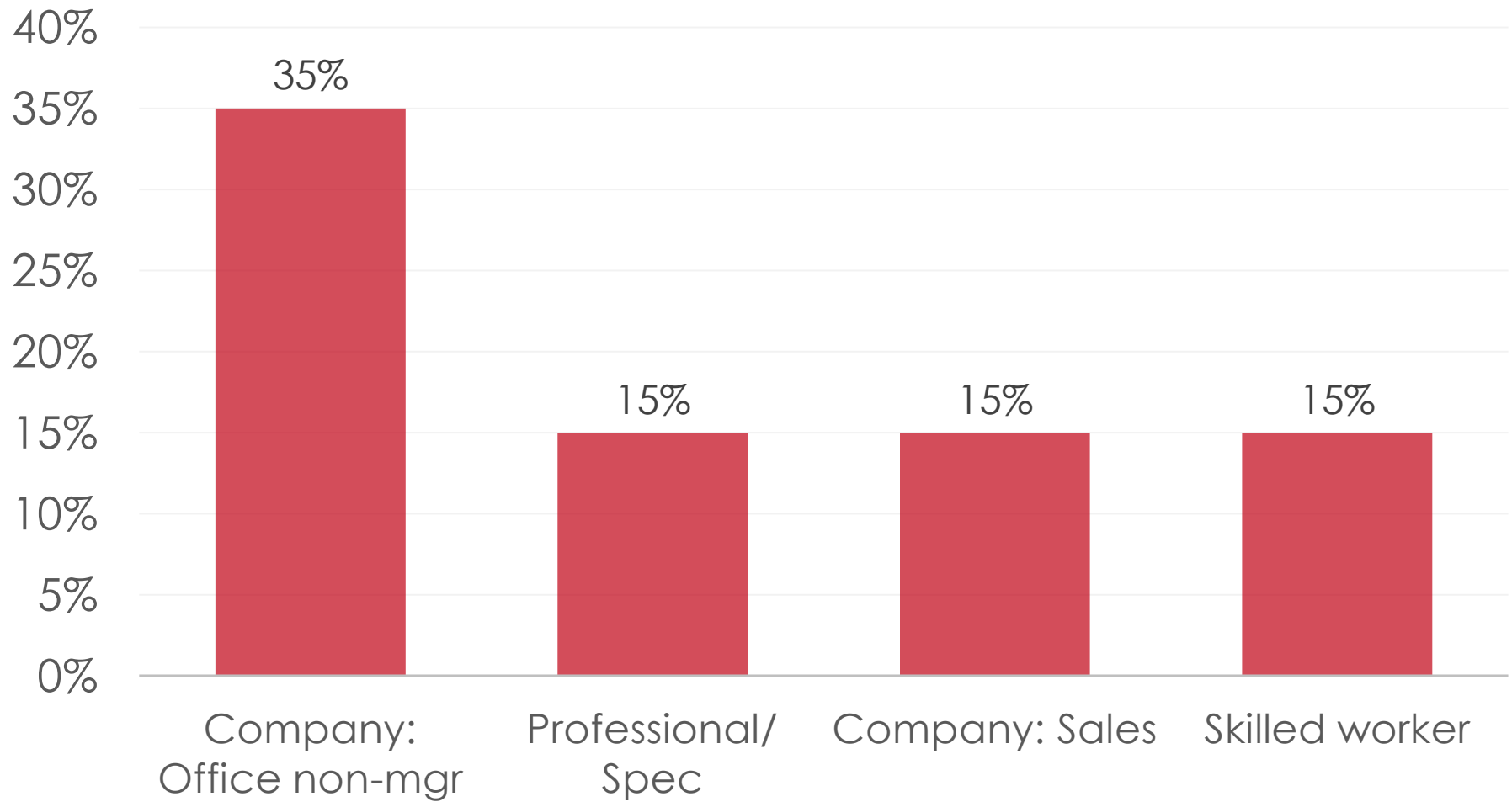
SECTION 2
TRAVEL PLANNING

[A]

Organized Group Tour

No
59%

Organized
Group Tour
41%

[A]

Organized Group Tour

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
●—Organized Group Tour	41%					41%

[A]
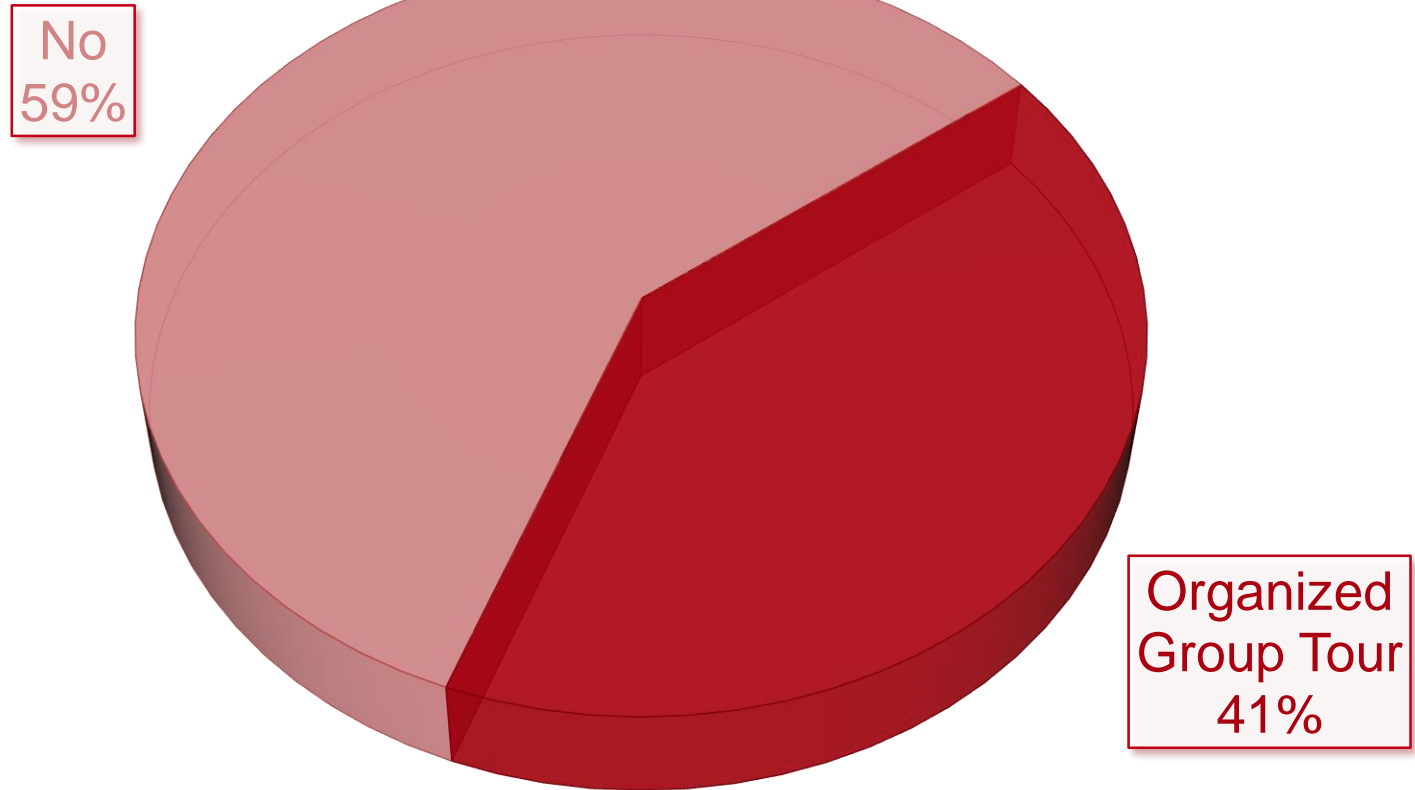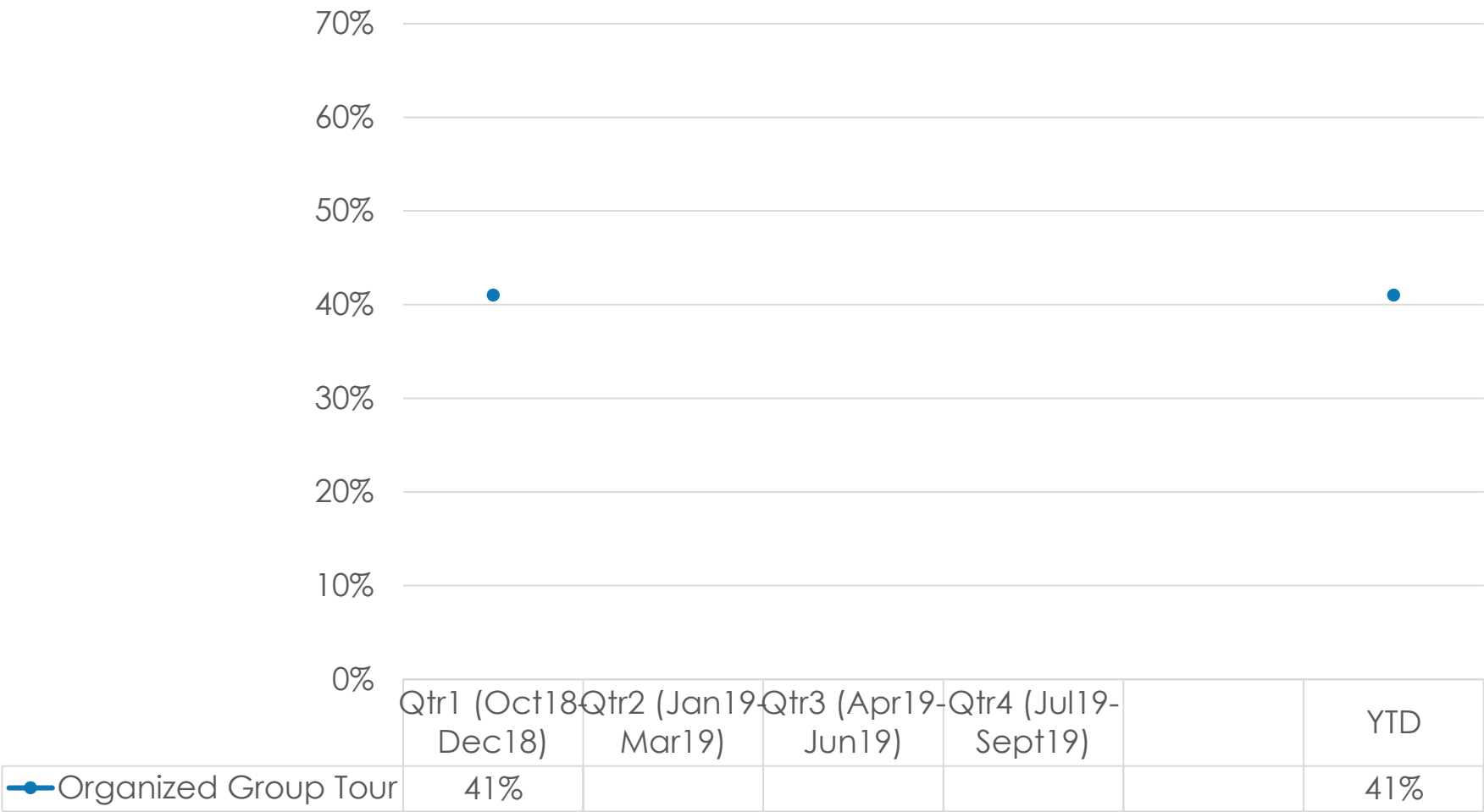
Travel Arrangements - Sources

Travel Arrangements - Sources

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
Online travel agent	14%					14%
Trvl Agt/ Co- Pkg Tour	55%					55%
Online 3rd Party	6%					6%
Direct Air/ Hotel	25%					25%

[A]

Prepaid Package Trip

No
26%

Prepaid Pkg
74%

[A]

Prepaid Package Trip

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
—●— Prepaid Pkg Trip	74%					74%

31
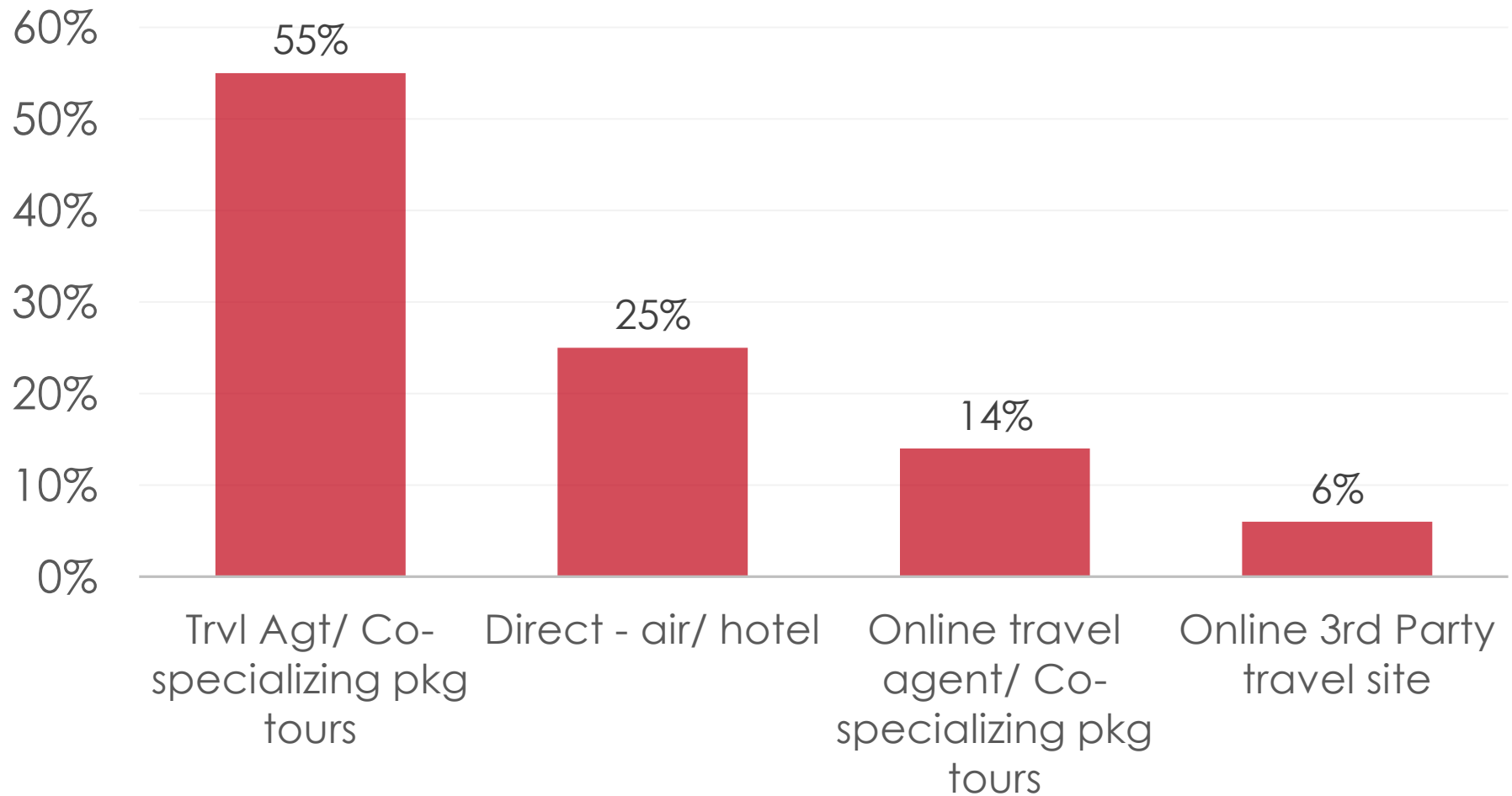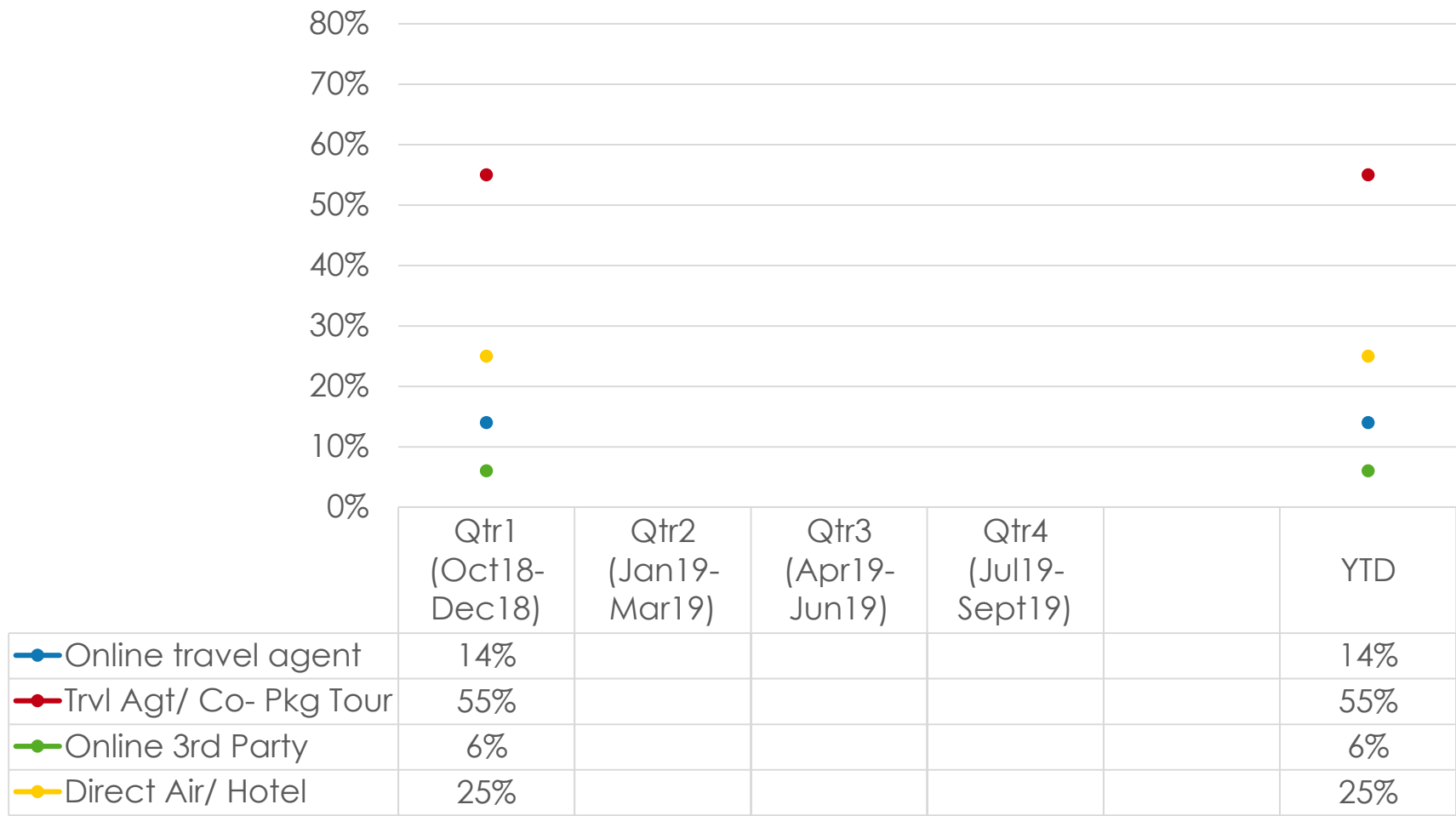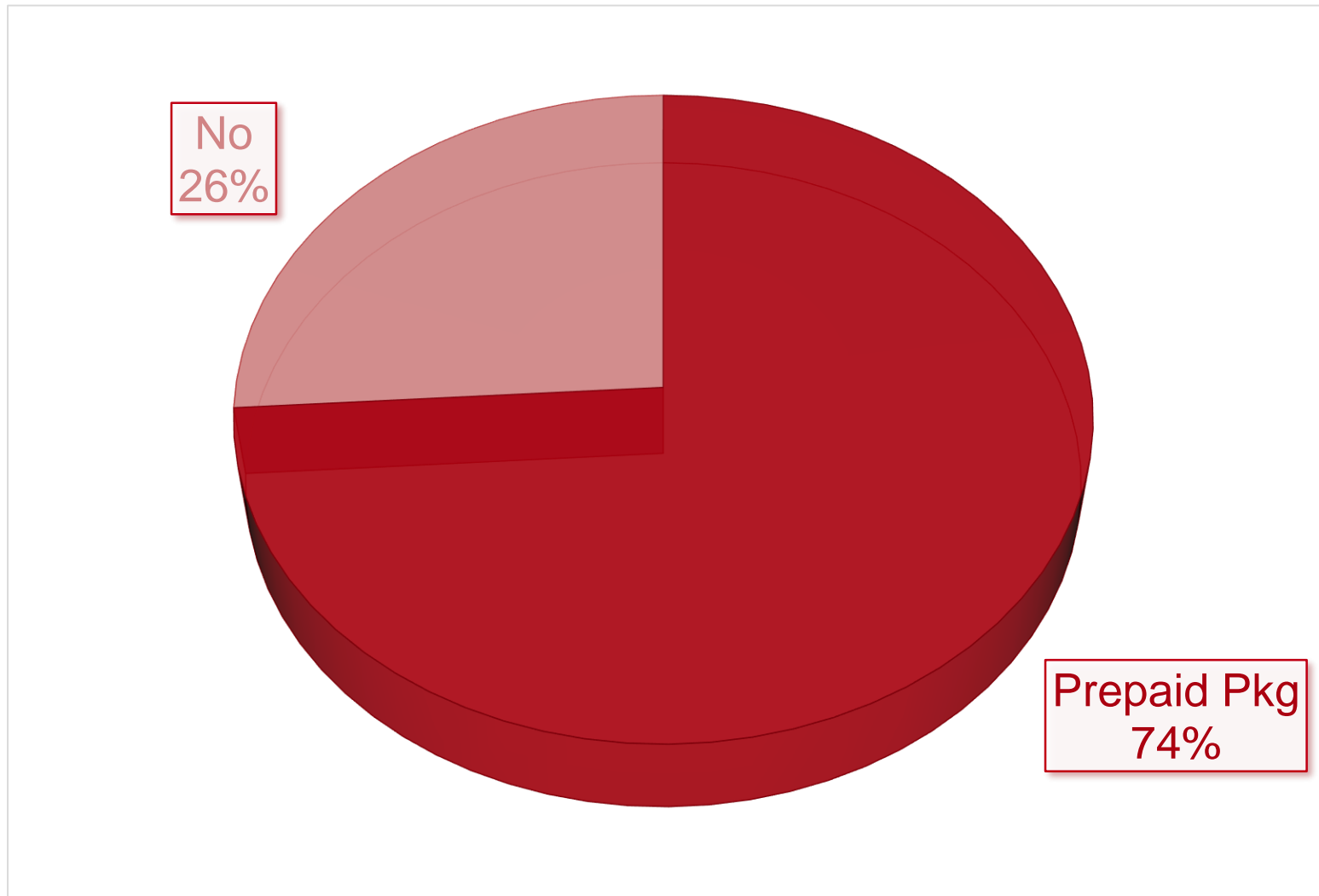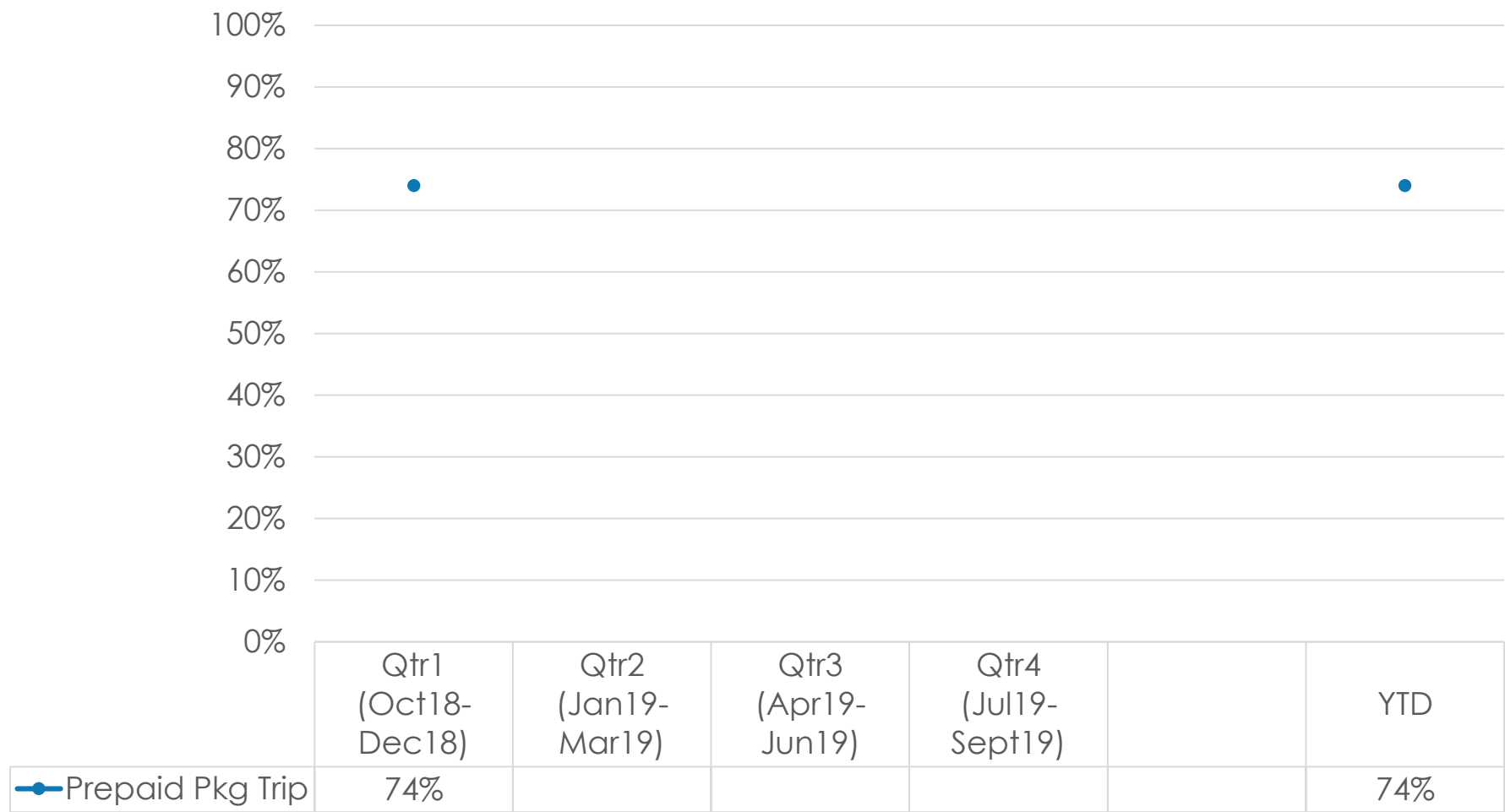
Accommodations (Top Responses/ 5%+)

Fiesta Resort Guam: 35%, 4.46
Royal Orchid: 7%, 4.00
Nikko: 7%, 4.00
Guam Reef & Olive: 10%, 4.33
Hilton: 7%, 4.00

Legend: Stayed At, Length of Stay
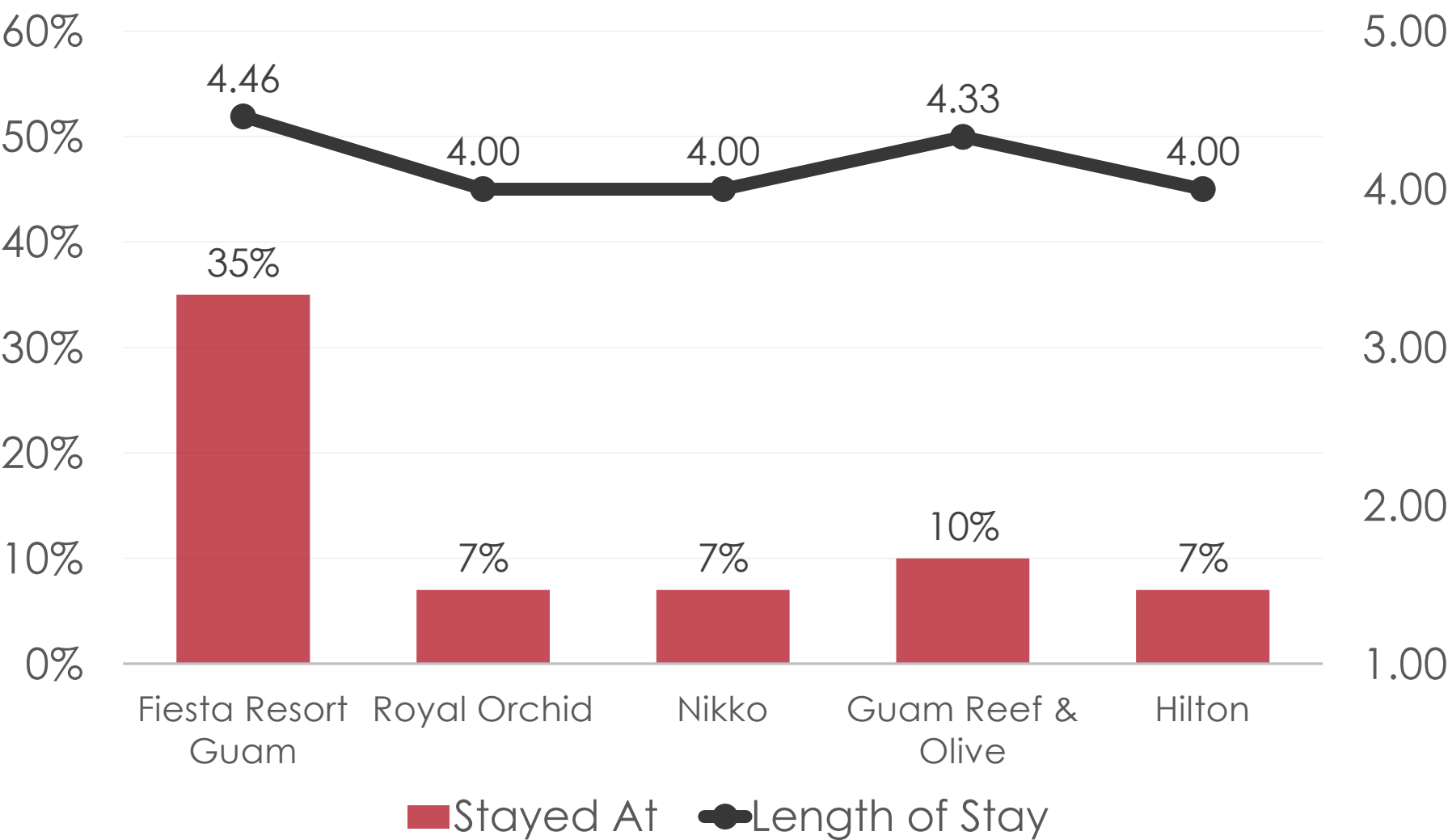
Travel Motivation (Top Responses)

Motivation	Percentage
Natural beauty	57%
Relax	33%
Shopping	29%
No Visa	18%
Honeymoon	18%
Recommendation	14%
Water sports	13%
Scuba	11%
Safe	10%
Prior trip	9%

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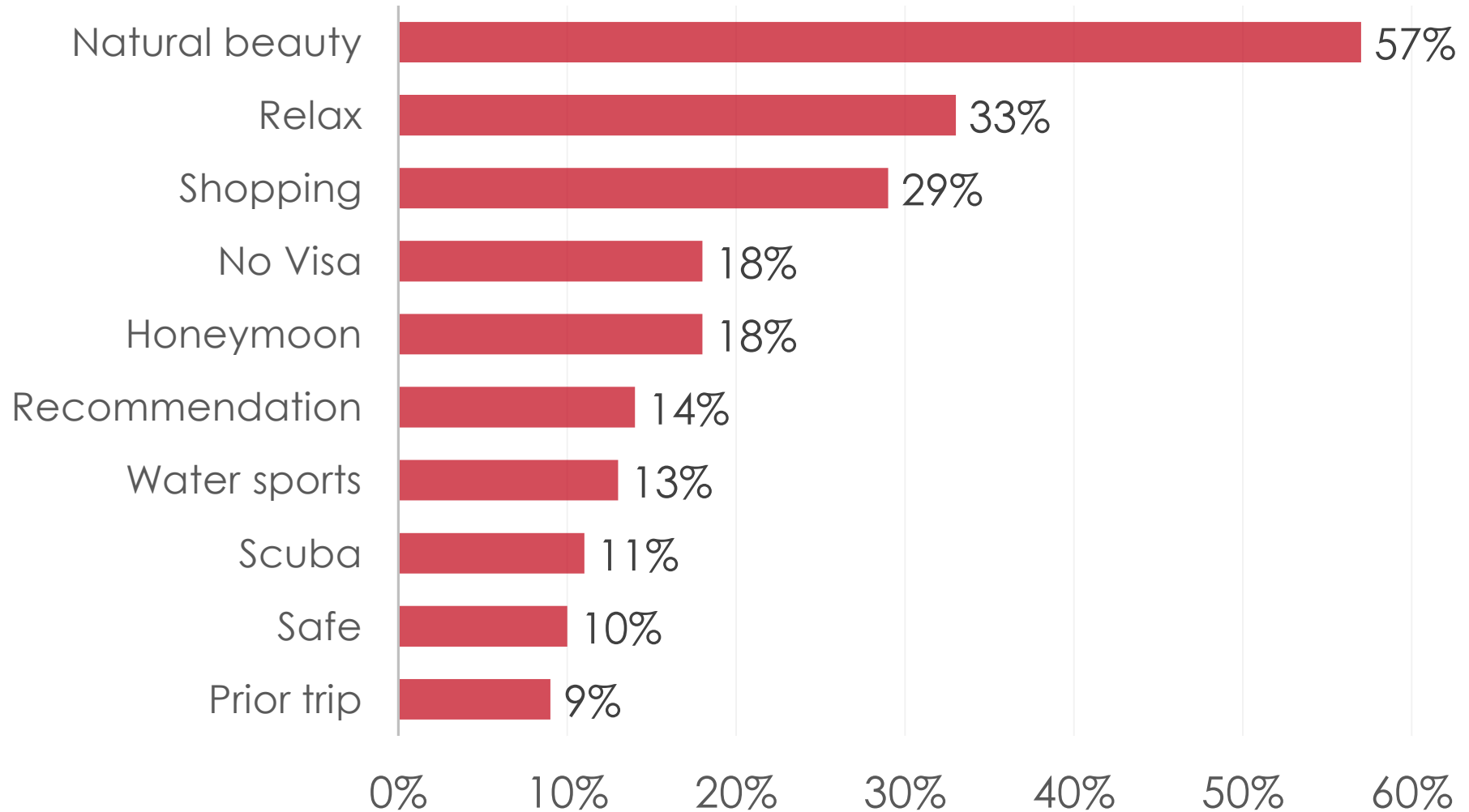
Travel Motivation – Key Segments

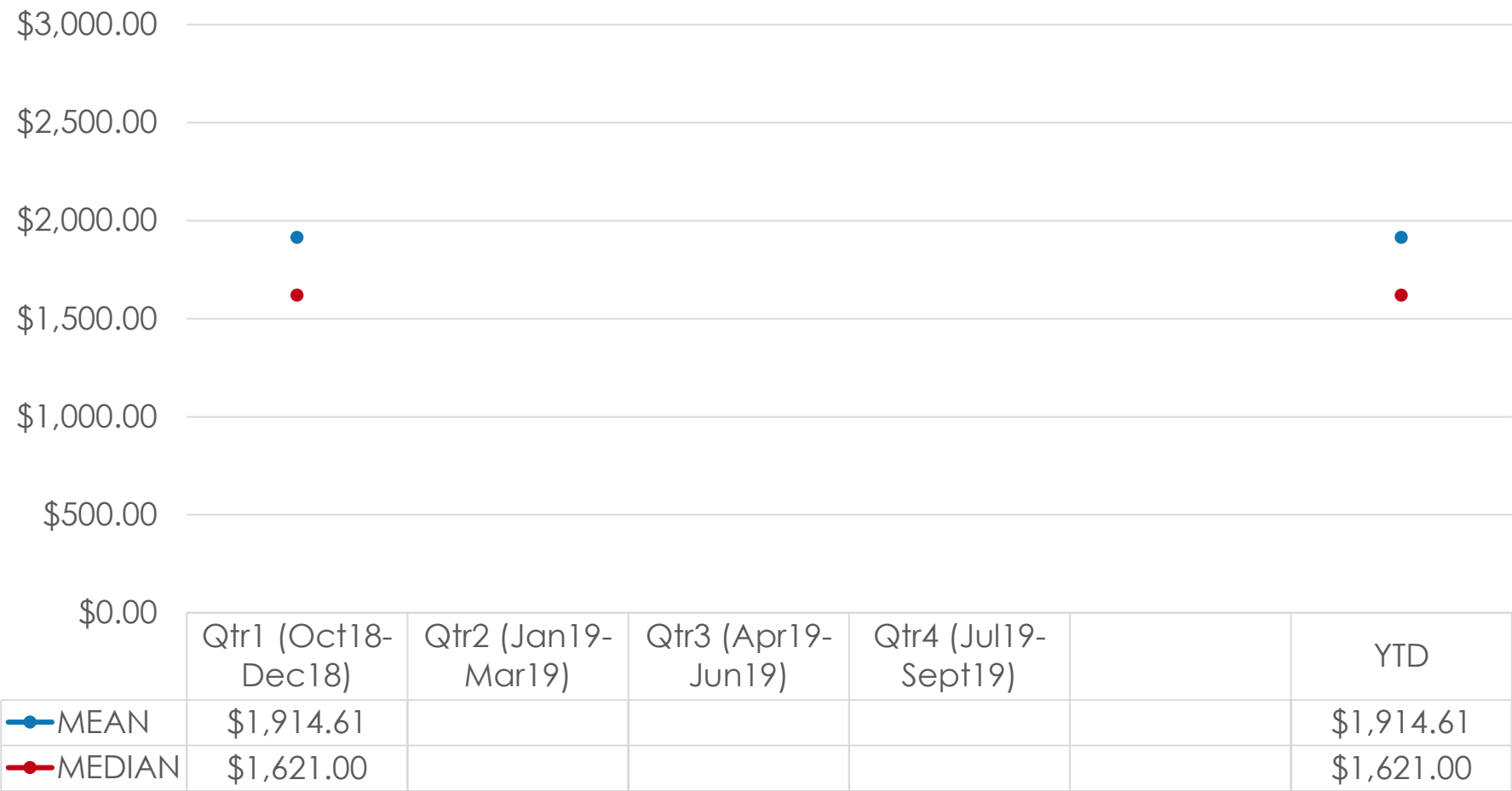|		TOTAL	MICE	SPORT/ ADV	WEDDING	HONEYMOON
		-	-	-	-	-
Q5A	Beautiful seas, beaches, tropical climate	57%	25%	55%	29%	63%
	Just to relax	33%		35%	14%	22%
	Shopping	29%		31%		22%
	Honeymoon	18%		23%	14%	100%
	No Visa required	18%		20%	14%	15%
	Recommendation of friend/ relative/ travel agency	14%		16%	14%	7%
	Water sports (snorkeling, windsurfing, parasailing)	13%		21%		15%
	Scuba diving	11%		18%		15%
	It is a safe place to spend a vacation	10%	25%	12%		7%
	A previous visit	9%		3%		4%
	Pleasure/ vacation	7%		7%		11%
	Career certification/ testing	5%				
	To Get Married/ attend Wedding	5%		2%	100%	4%
	Incentive trip	3%	100%	2%		
	Price of the tour package	2%		3%		4%
	To visit friends or relatives	2%		2%		
	Short travel time (not too far from home)	2%		1%		
	Company/ business trip	2%	25%			
	My company sponsored me	1%	25%	1%		
	Government or military	1%				
	Total	152	4	91	7	27

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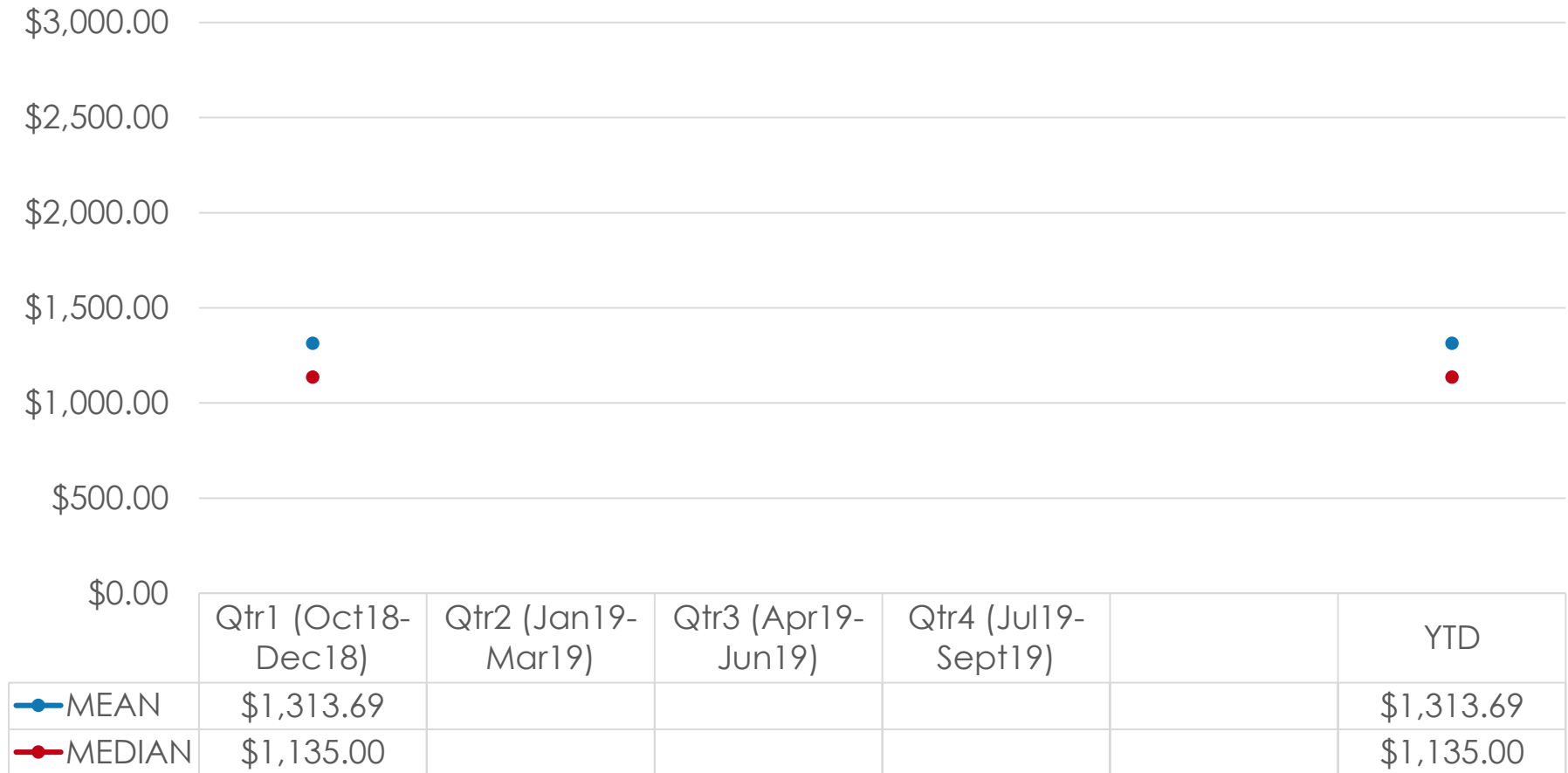# SECTION 3 EXPENDITURES

Prepaid Expenditures

- $1,914.61 = overall mean average prepaid expense (for entire travel party size) by respondent

- $1,313.69 = overall mean average <u>per person</u> prepaid expenditures

[A]

Prepaid Entire Travel Party – FY2019 Tracking

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
●—MEAN	$1,914.61					$1,914.61
●—MEDIAN	$1,621.00					$1,621.00

[A]

Prepaid Per Person– FY2019 Tracking

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
●—MEAN	$1,313.69					$1,313.69
●—MEDIAN	$1,135.00					$1,135.00

[A]

Prepaid Per Person– Key Segments

GVB EXIT SURVEY
Q10A PREPAID - PER PERSON:

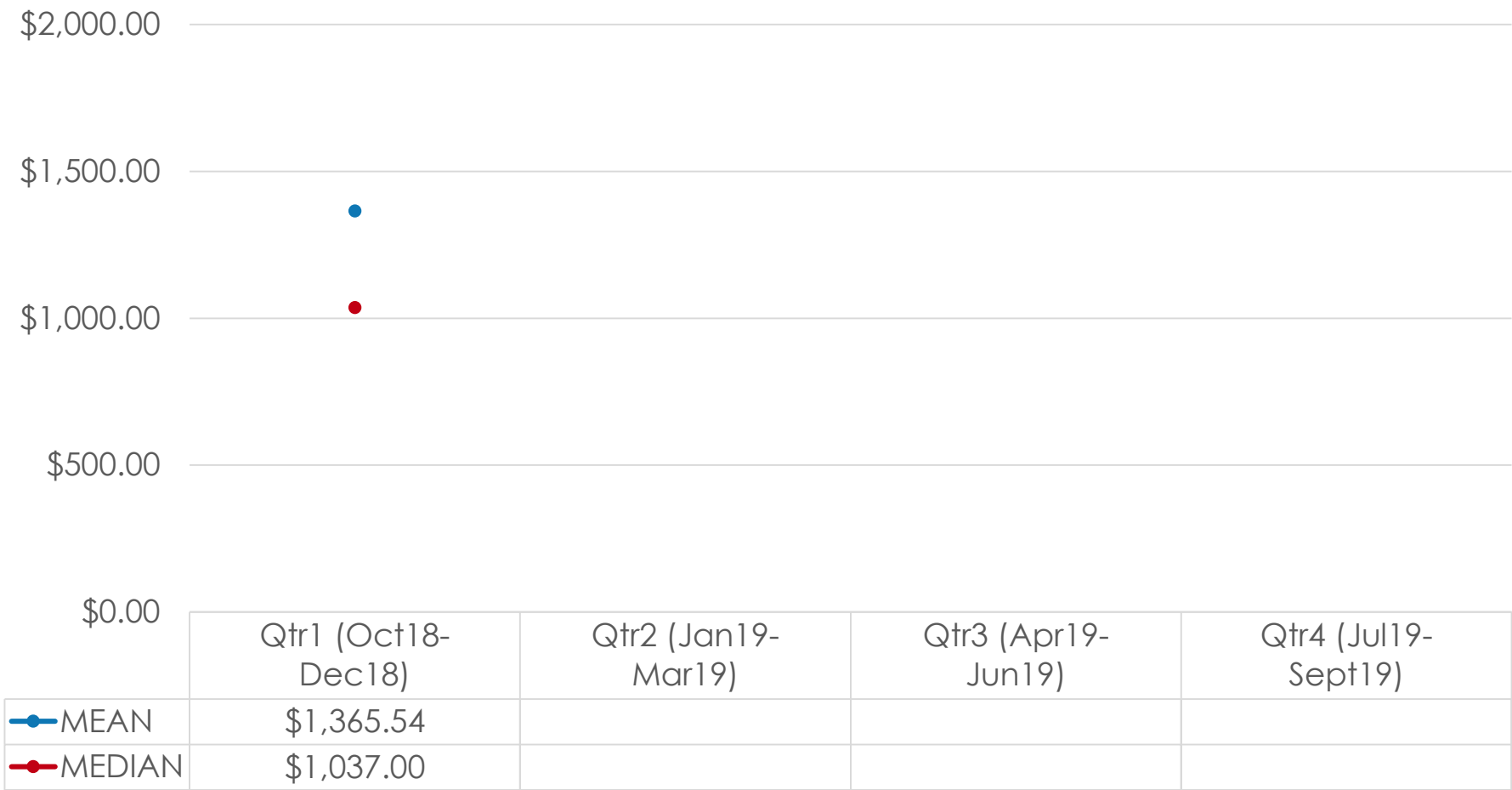|		TOTAL	MICE	SPORT/ ADV	WEDDING	HONEYMOON
		-	-	-	-	-
PREPAID PP	Mean	$1,313.69	$607.78	$1,246.29	$1,528.46	$1,265.18
	Median	$1,135	$810	$1,222	$1,459	$1,297

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Prepaid Expenses by Category – MEAN Entire Travel Party
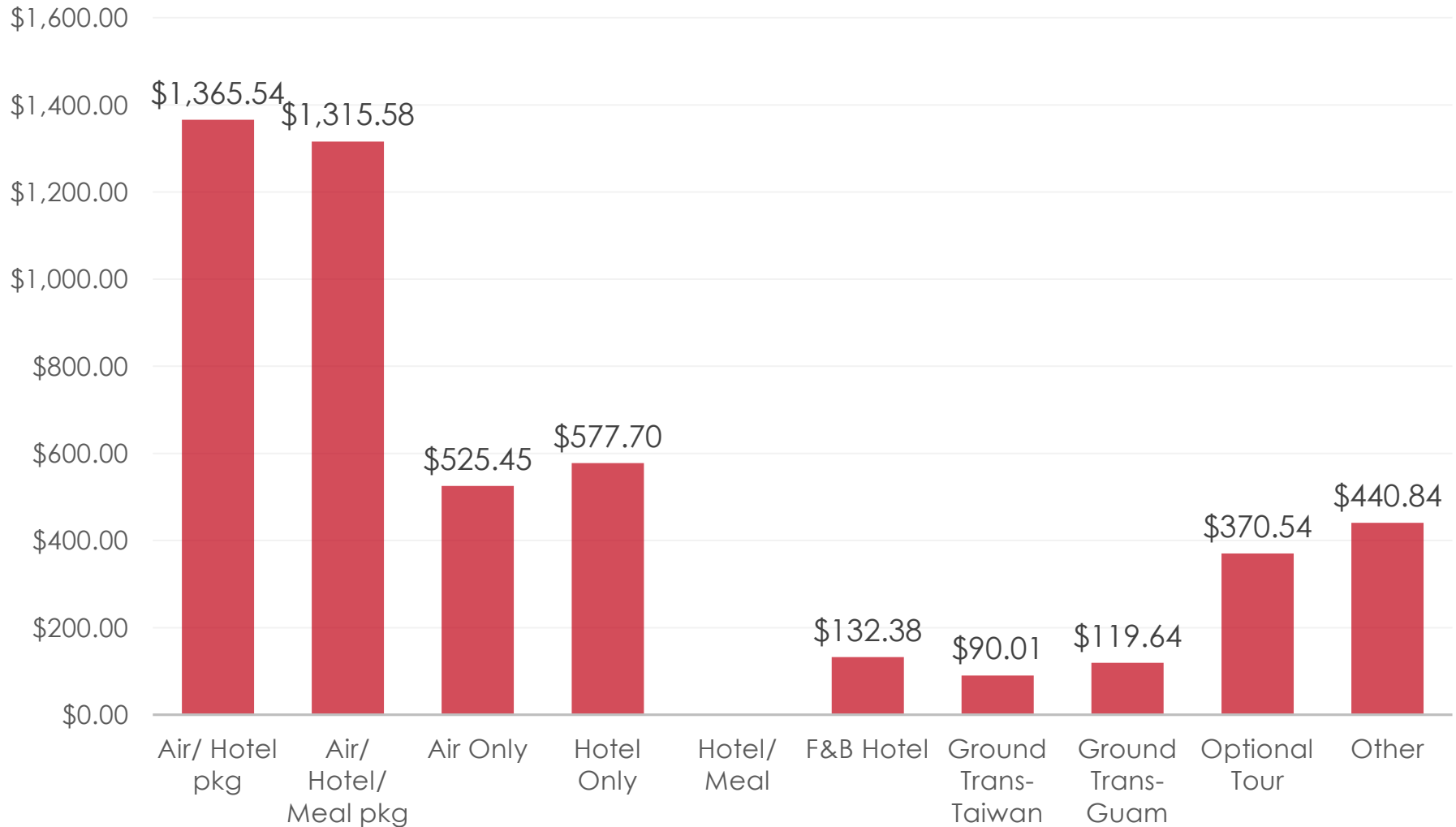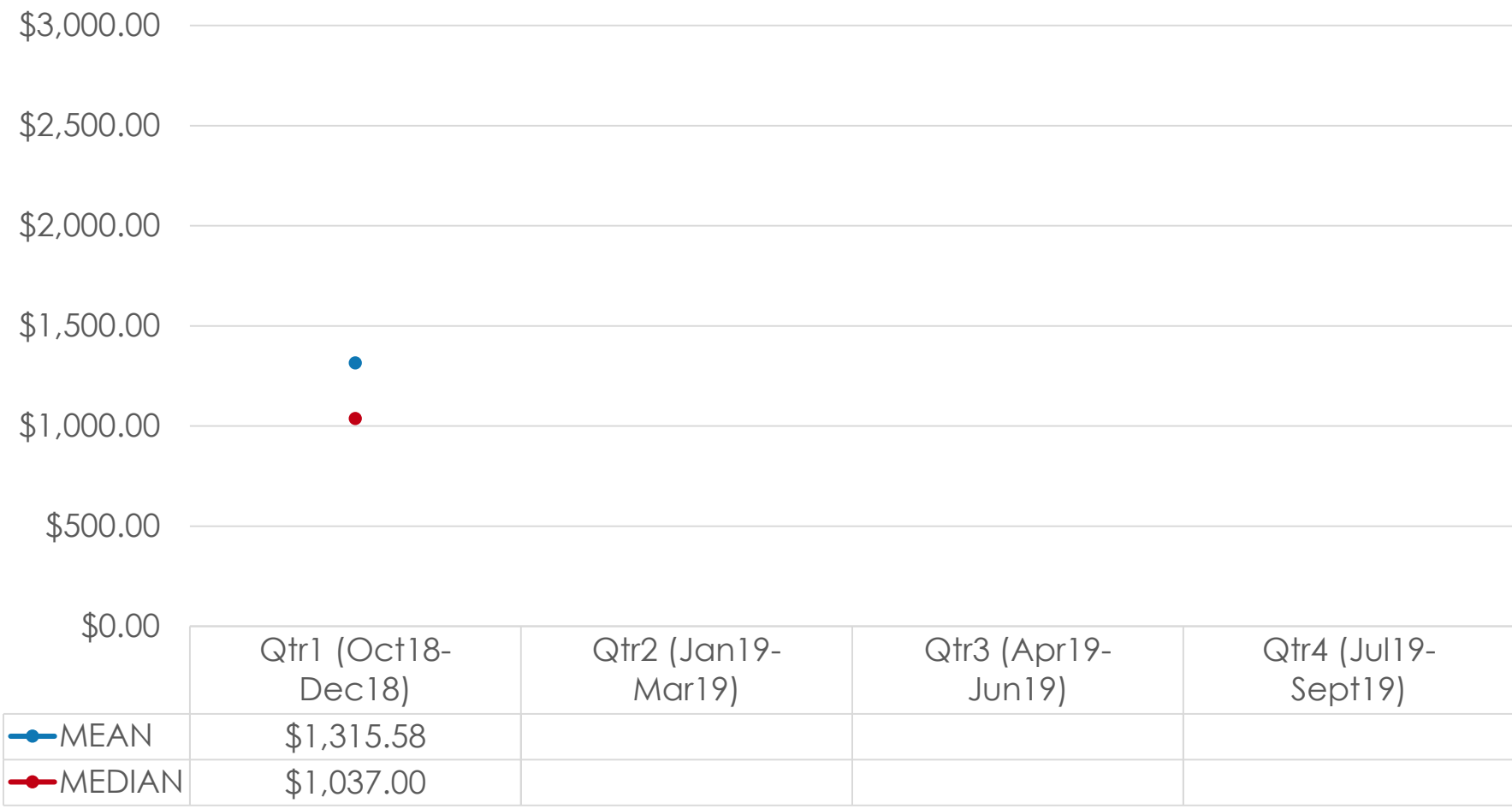
Prepaid– FY2019 Tracking
Airfare & Accommodation Packages

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN	$1,365.54			
MEDIAN	$1,037.00			

[A]

Prepaid– FY2019 Tracking
Airfare & Accommodation W/ Meal Packages

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN	$1,315.58			
MEDIAN	$1,037.00			

[A]

Prepaid– FY2019 Tracking
Airfare Only

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN	$525.45			
MEDIAN	$486.00			

[A]

Prepaid– FY2019 Tracking
Accommodations Only

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN	$577.70			
MEDIAN	$357.00			

[A]
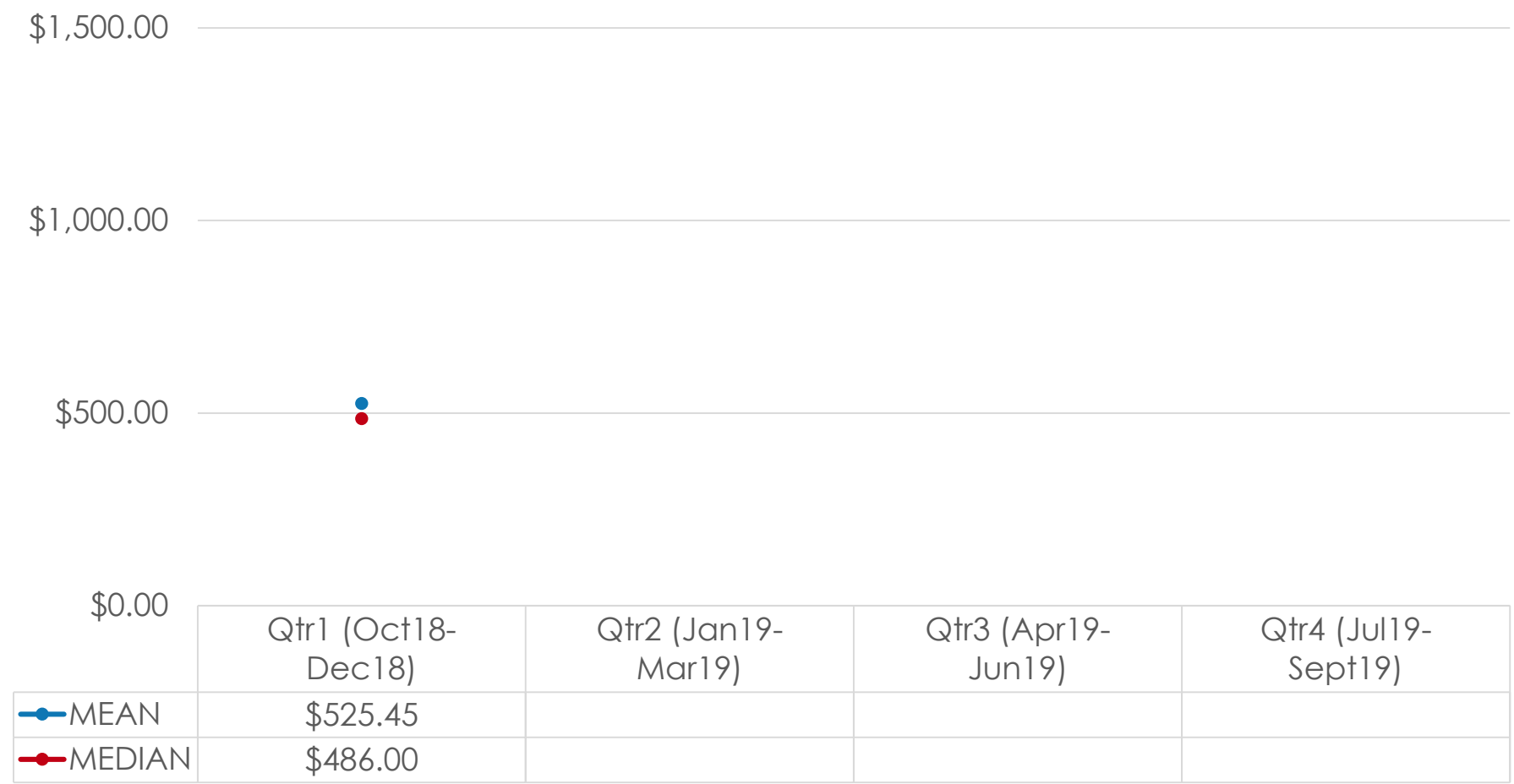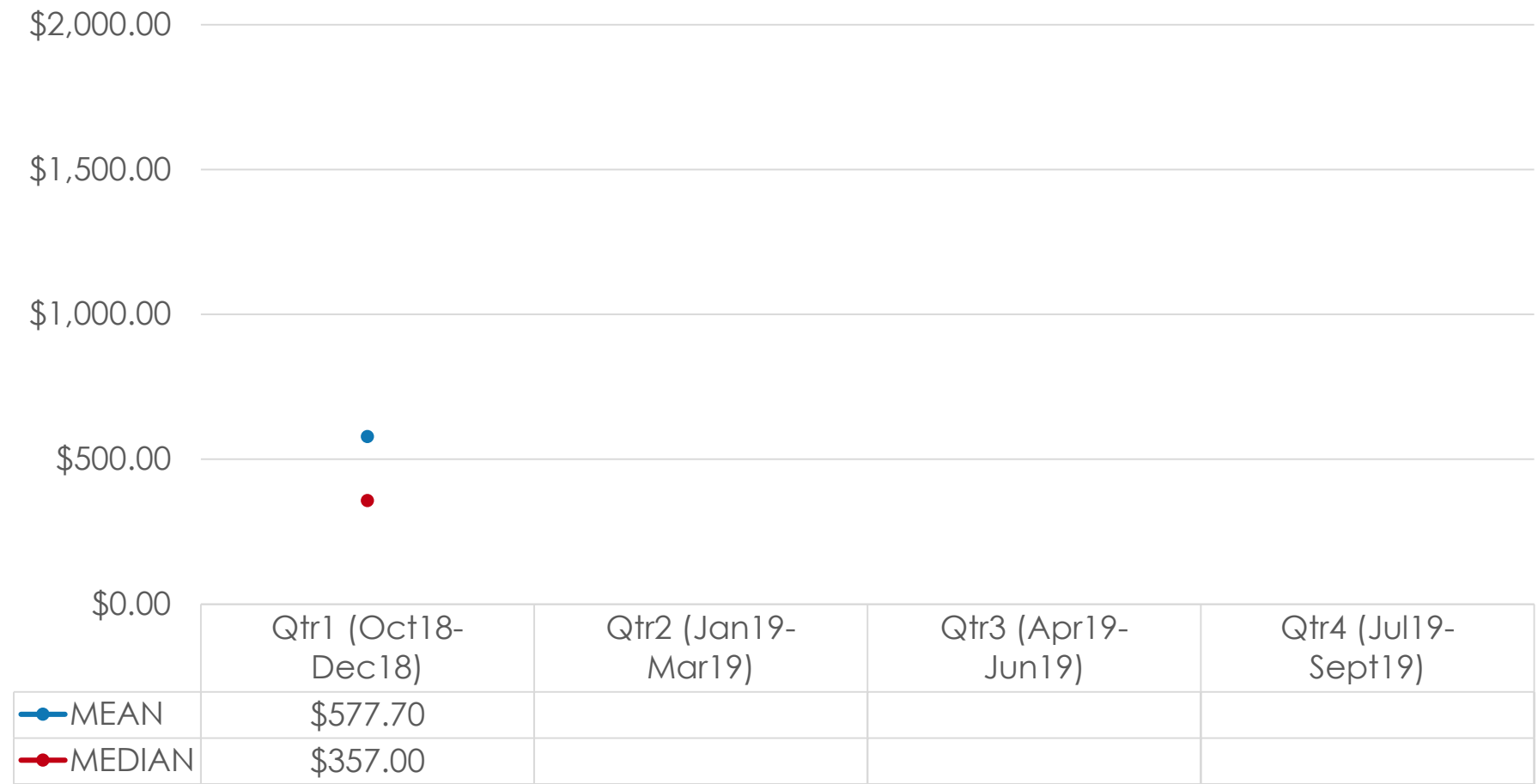
Prepaid– FY2019 Tracking
Accommodations w/ Meal Only

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN				
MEDIAN				

[A]
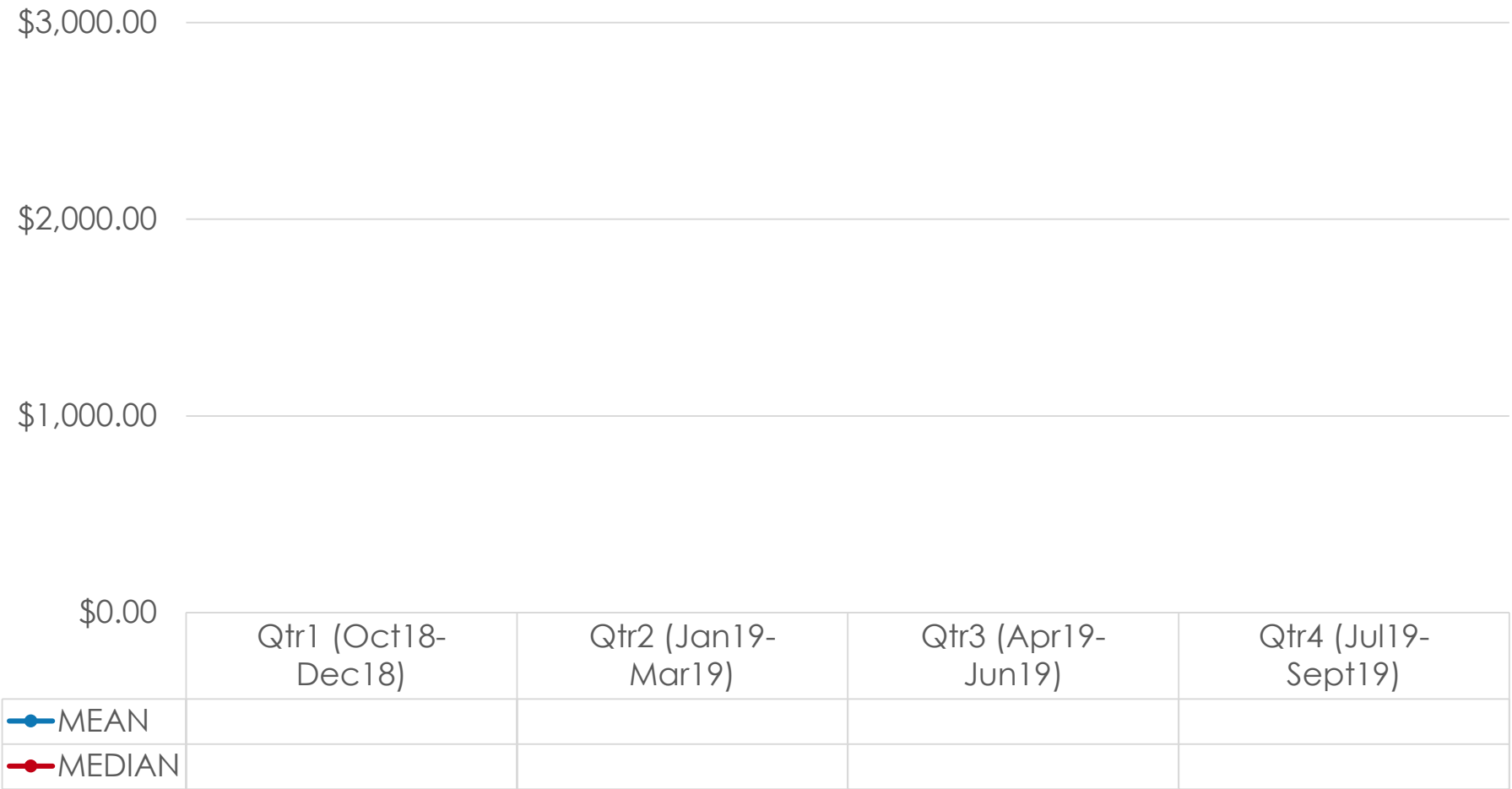
Prepaid– FY2019 Tracking
Food & Beverage in Hotel

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN	$132.38			
MEDIAN	$65.00			

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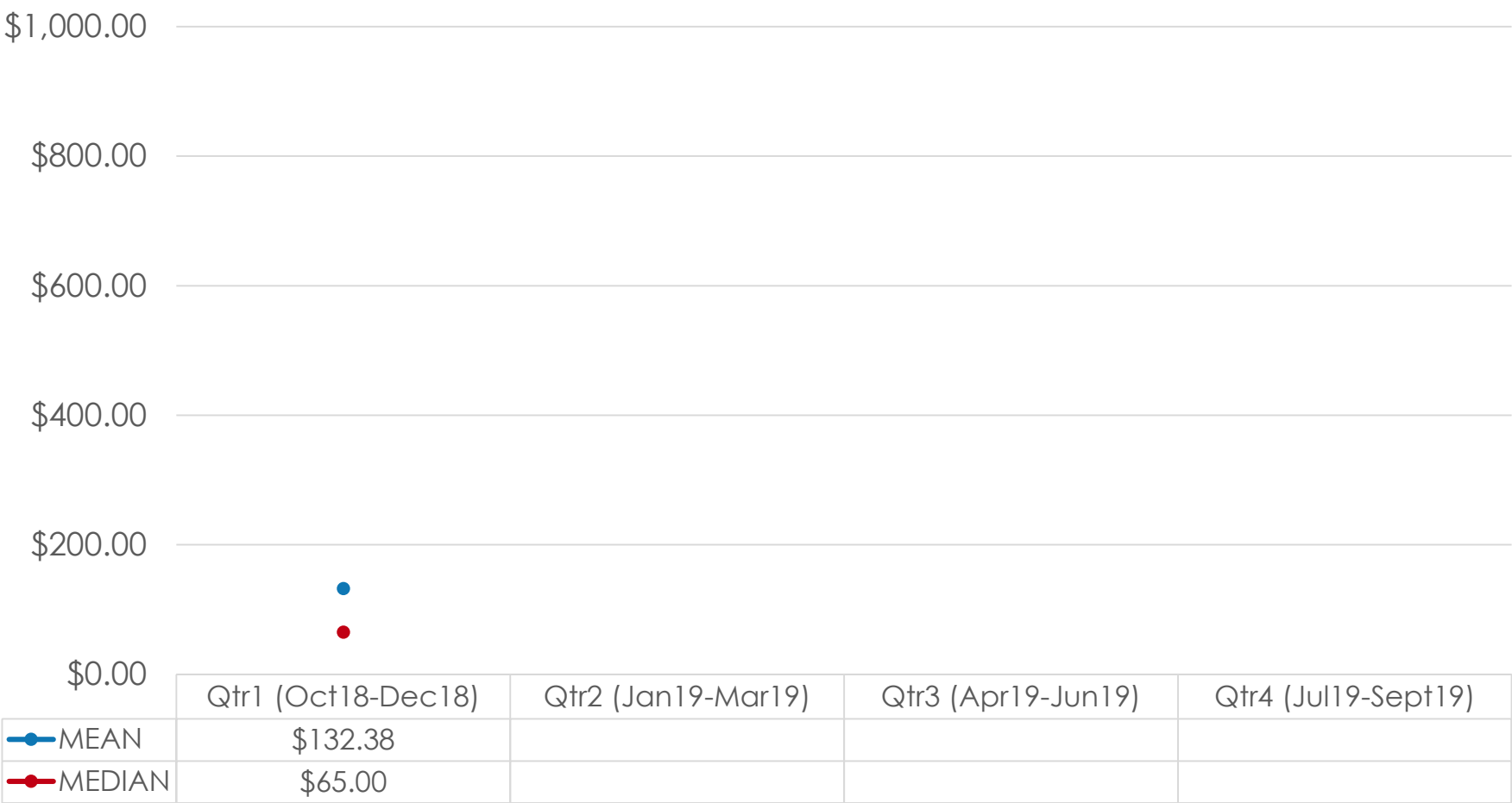
Prepaid– FY2019 Tracking
Ground Transportation - Taiwan
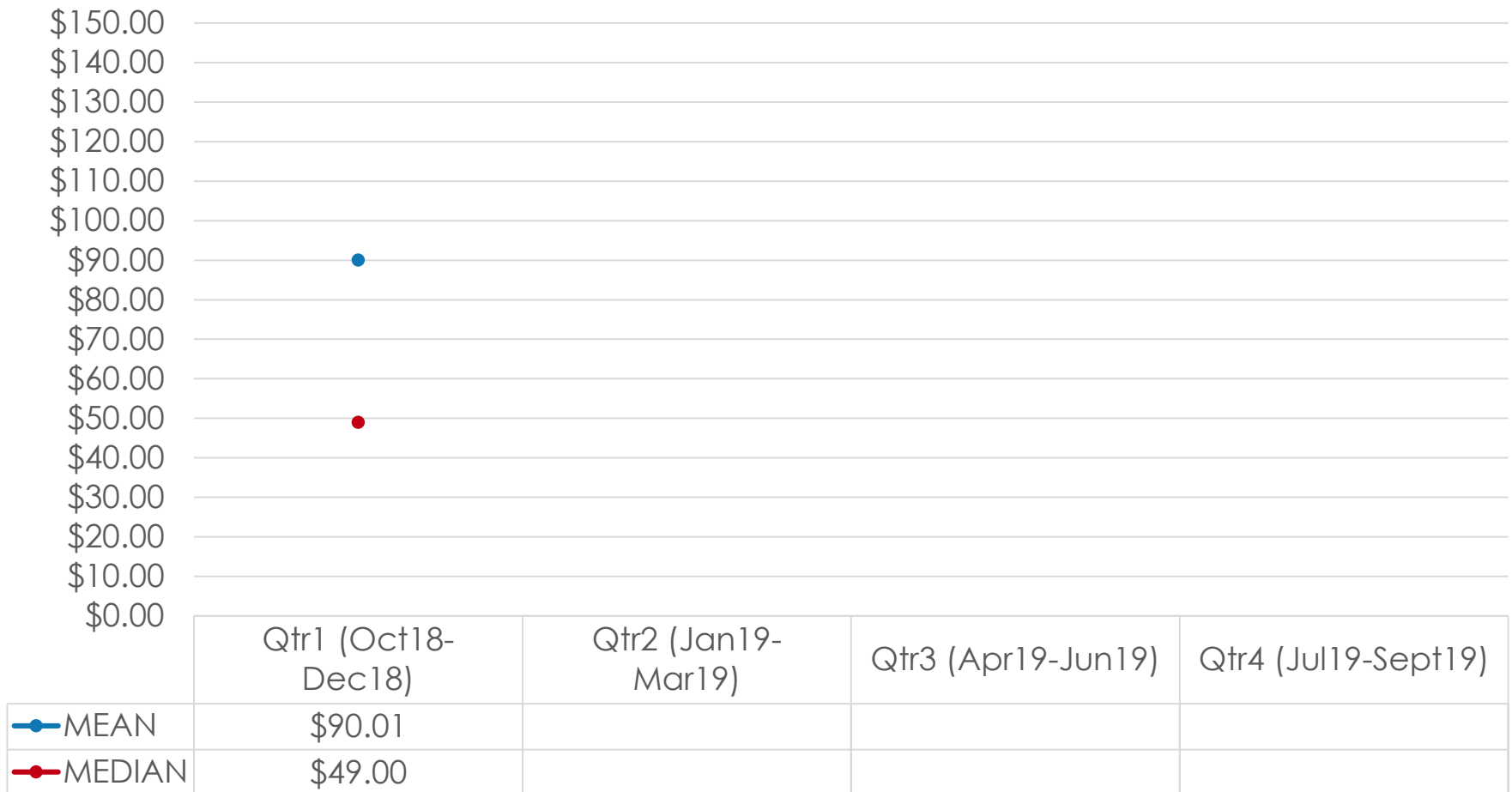
	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN	$90.01			
MEDIAN	$49.00			

Prepaid– FY2019 Tracking
Ground Transportation - Guam

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN	$119.64			
MEDIAN	$97.00			

48
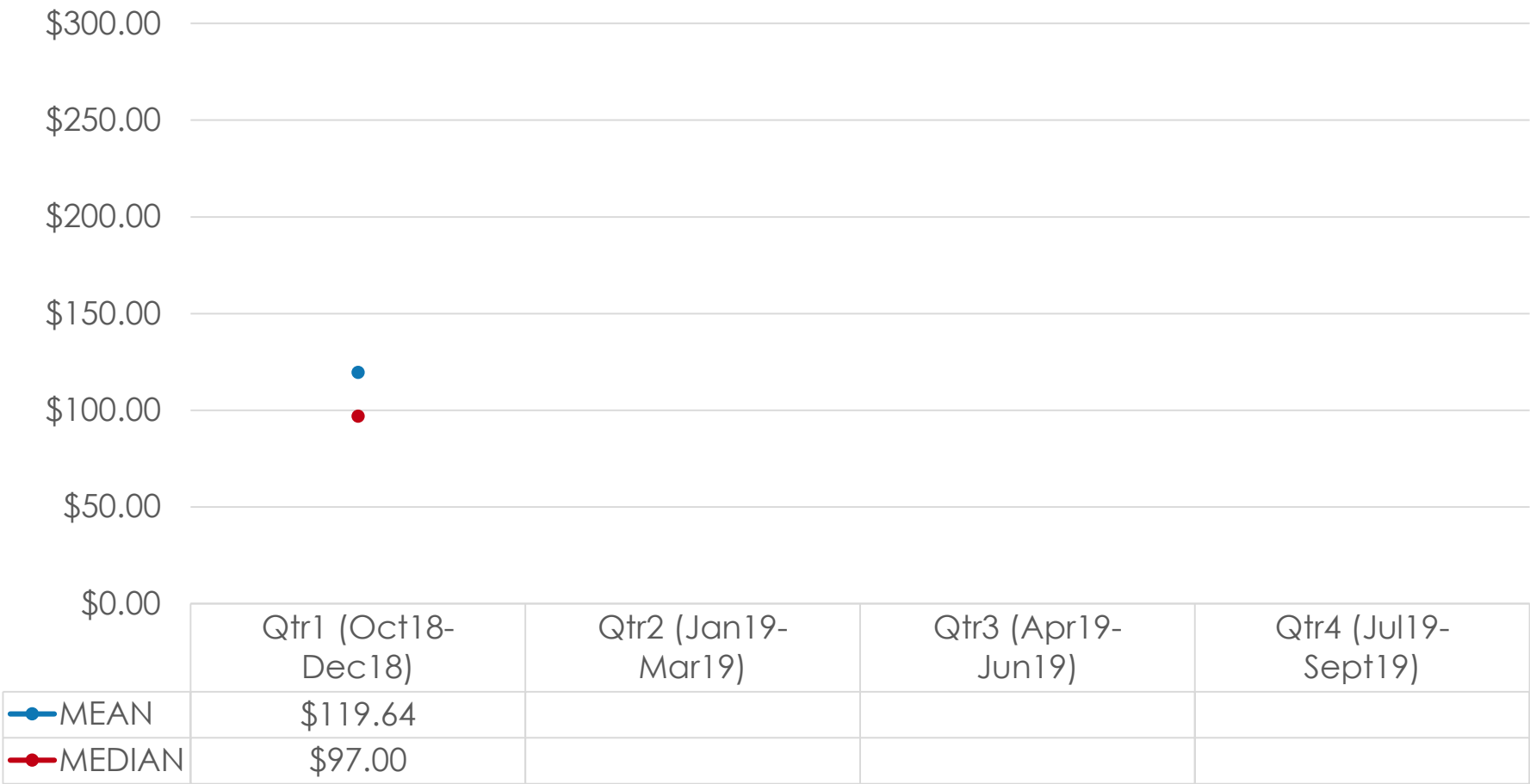
Prepaid– FY2019 Tracking
Optional tours/ Activities

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN	$370.54			
MEDIAN	$194.00			

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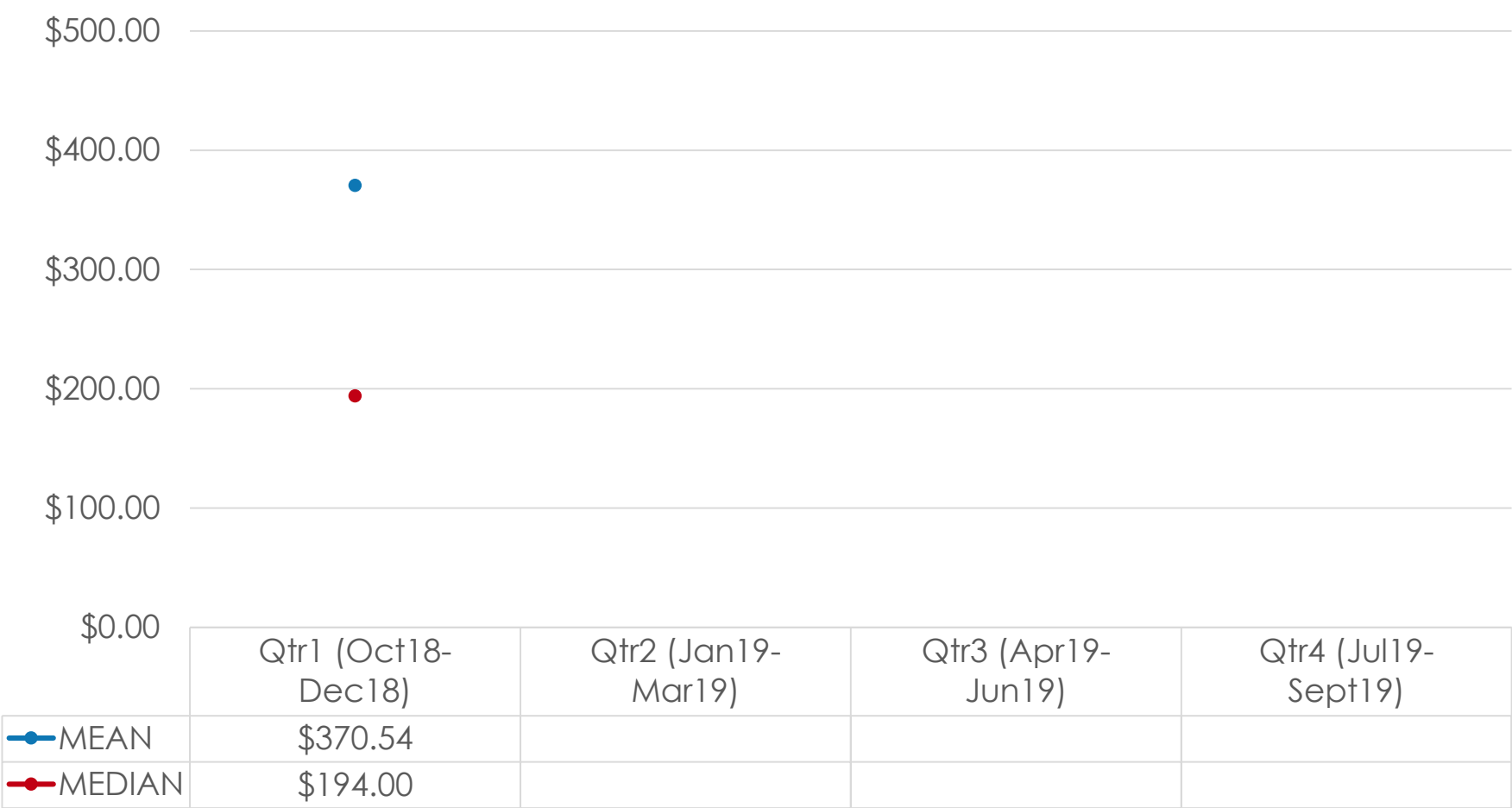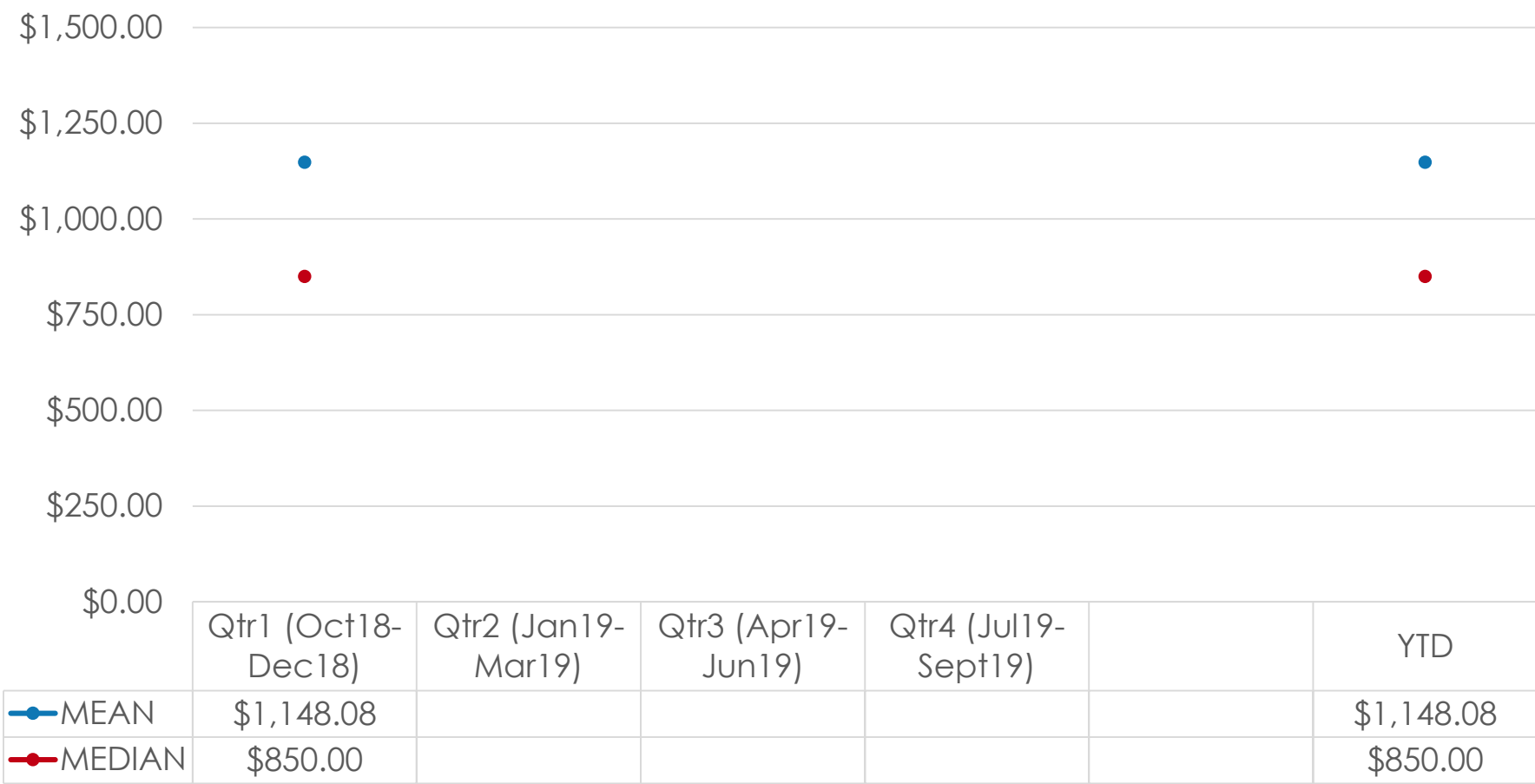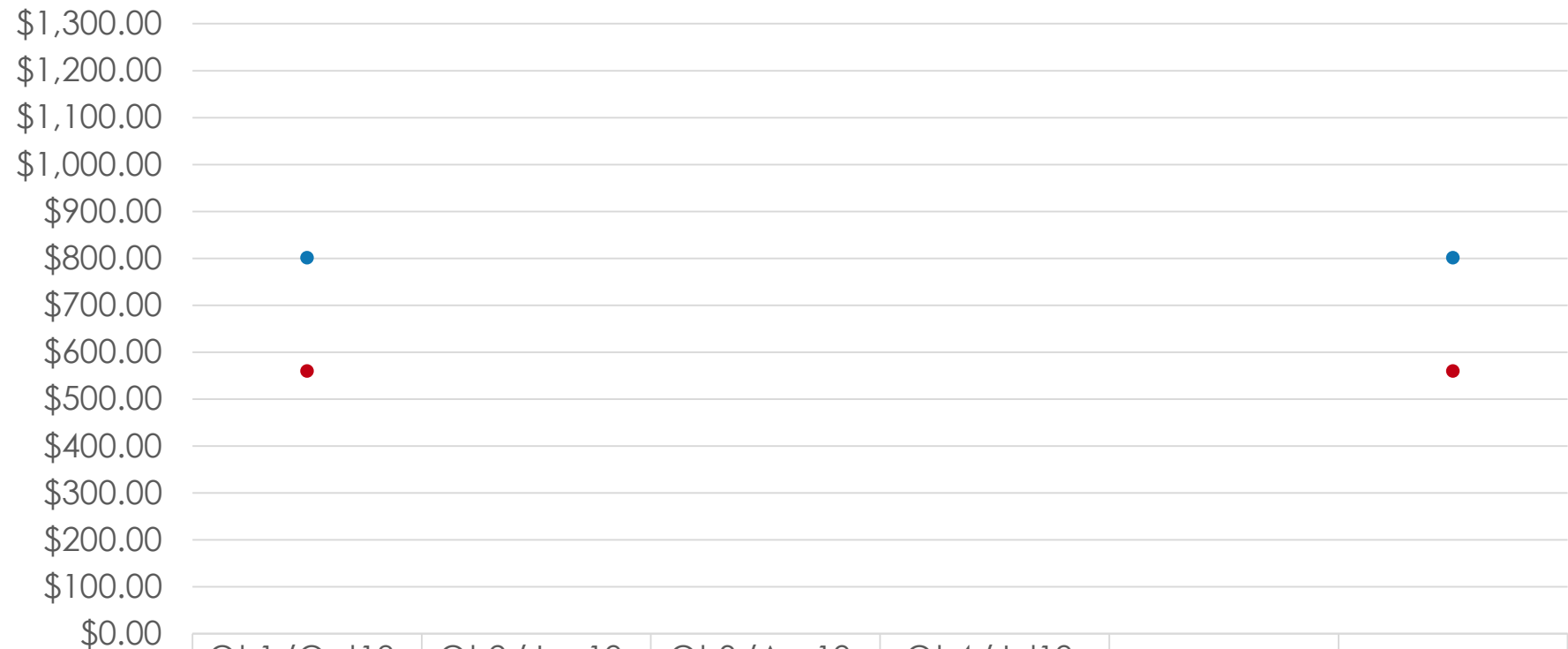
On-Island Expenditures

- $1,148.08 = overall mean average on-island expense (for entire travel party size) by respondent

- $801.93 = overall mean average <u>per person</u> on-island expenditures

[A]

On-Island Entire Travel Party – FY2019 Tracking

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
—●—MEAN	$1,148.08					$1,148.08
—●—MEDIAN	$850.00					$850.00

[A]

On-Island Per Person – FY2019 Tracking

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
MEAN	$801.93					$801.93
MEDIAN	$560.00					$560.00

[A]

On-Island Per Person – Key Segments

GVB EXIT SURVEY
Q11A ONISLE EXPENDITURE- PER PERSO

		TOTAL	MICE	SPORT/ ADV	WEDDING	HONEYMOON
		-	-	-	-	-
ONISLE PP	Mean	$801.93	$250.00	$935.04	$493.69	$657.98
	Median	$560	$225	$667	$300	$650

Prepared by Anthology Research

[A]

Per Person MEAN expenditures – FY2019 Tracking On-Island/ Prepaid
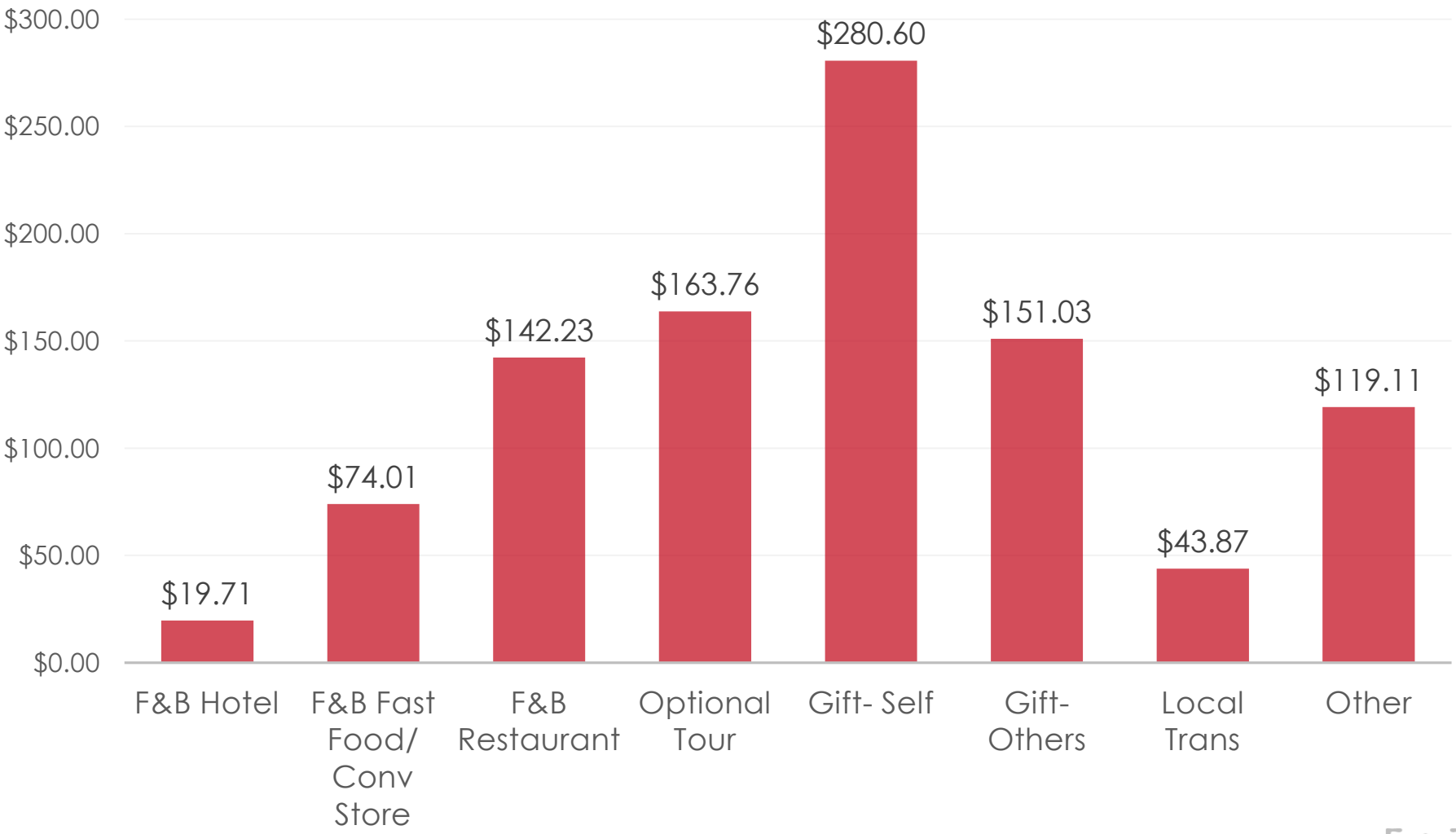

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
On-Island	$801.93					$801.93
Prepaid	$1,313.69					$1,313.69

[A]
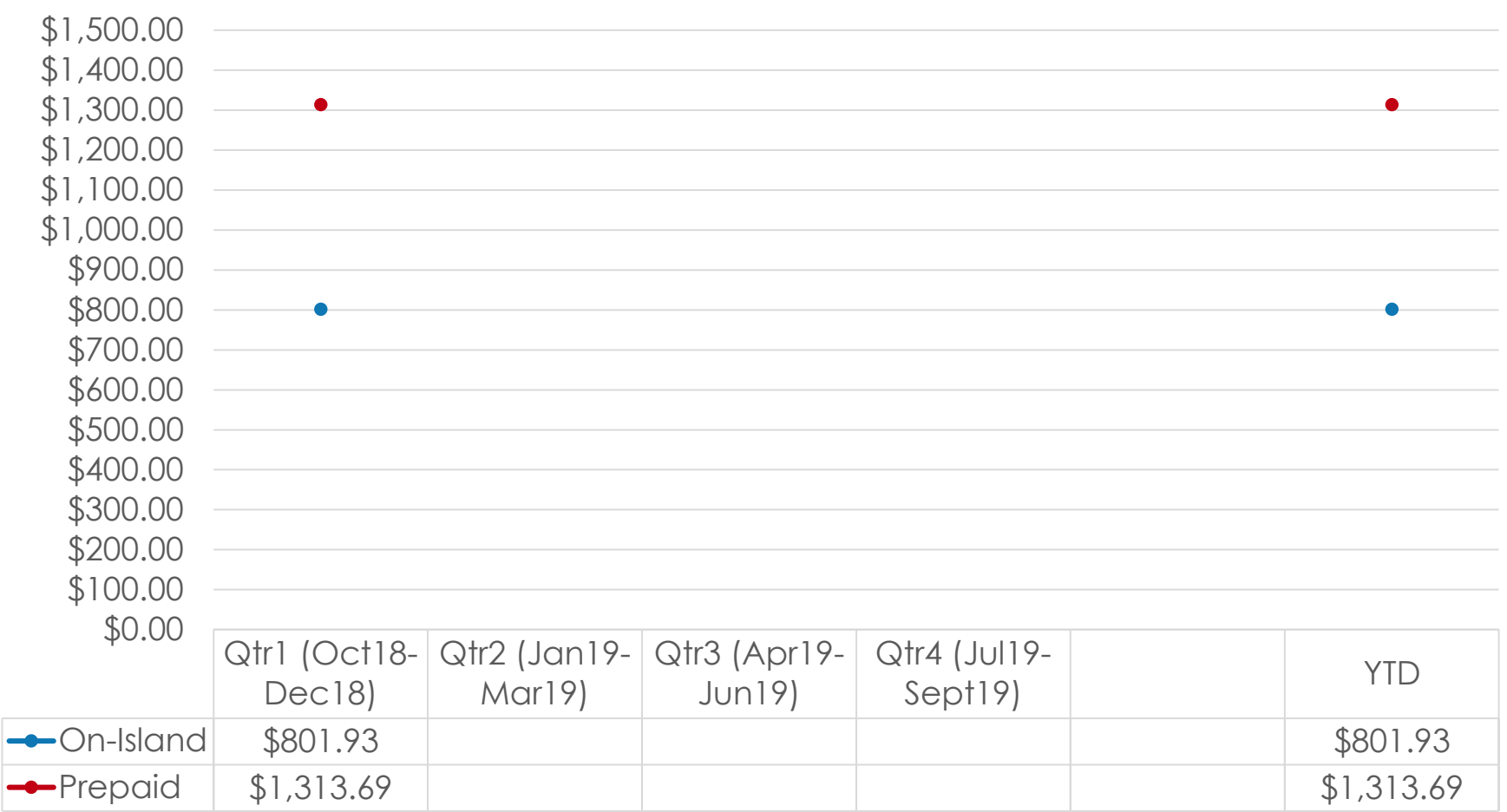
On-Island Per Day Spending – FY2019 Tracking MEAN

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
Per Person	$184.82					$184.82
Travel Party	$264.19					$264.19

[A]
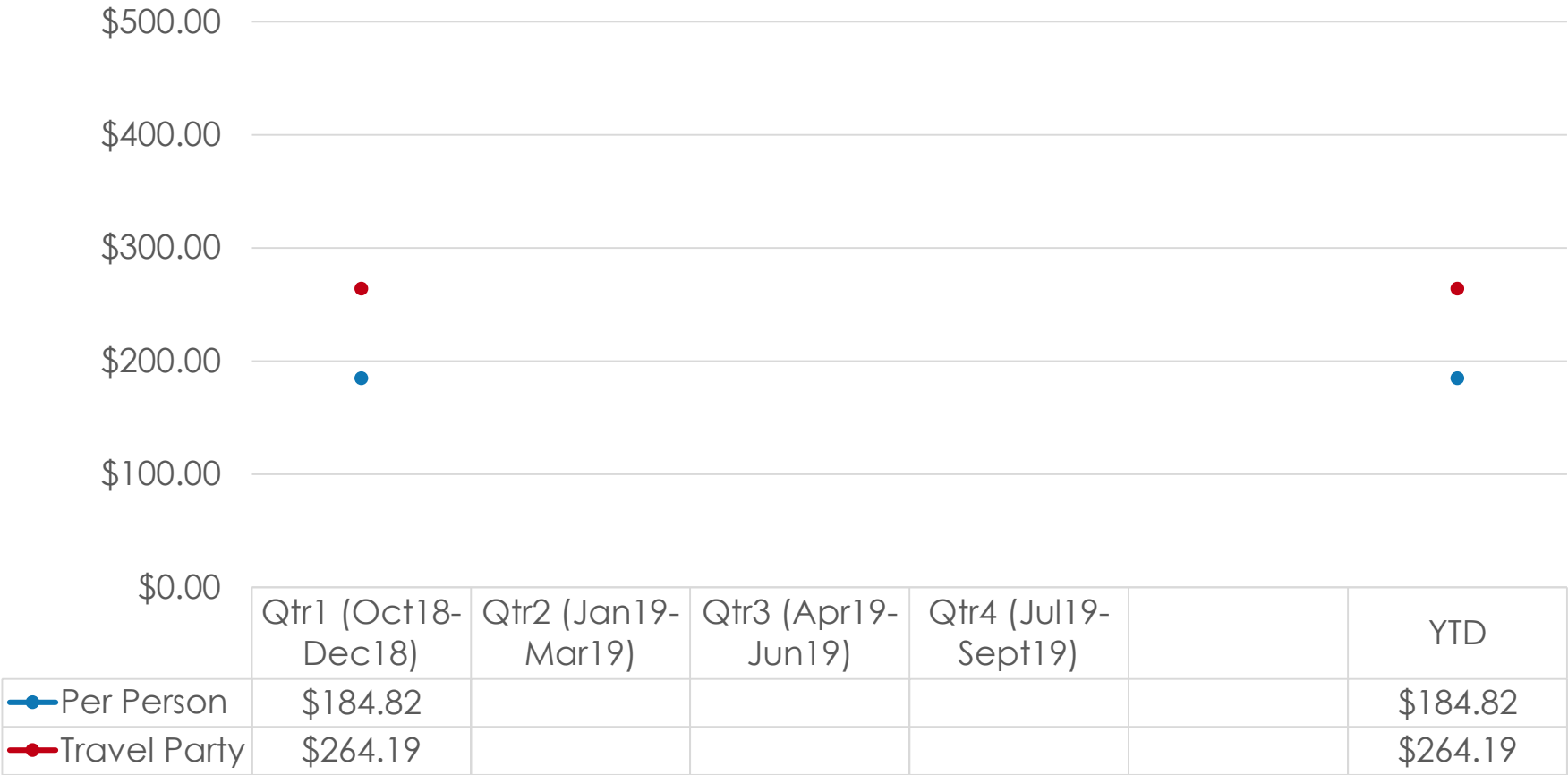
On-Island Expenses by Category – MEAN Entire Travel Party

On-Island – FY2019 Tracking
Food & Beverage - Hotel

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN	$19.71			

[A]
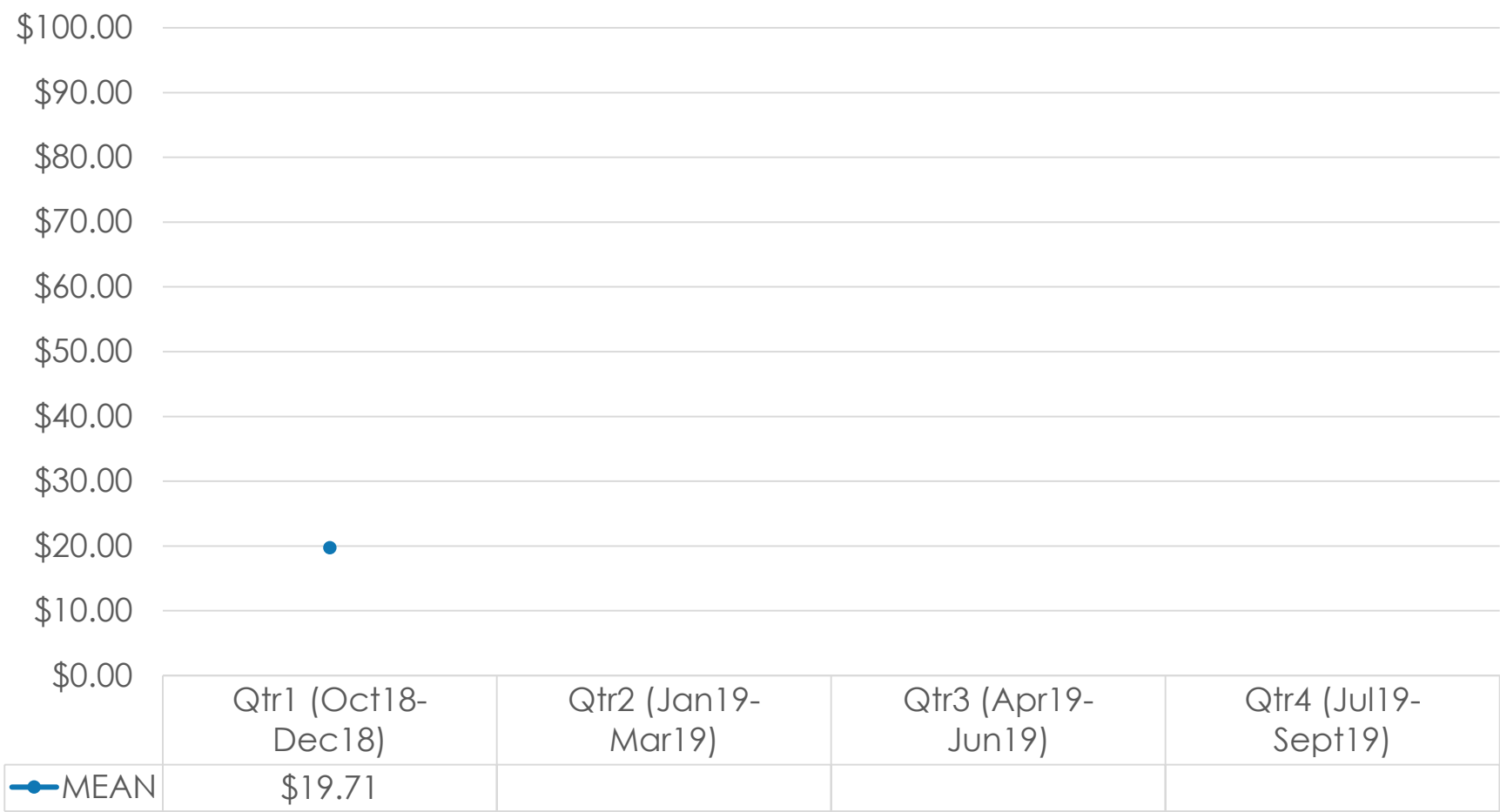
On-Island – FY2019 Tracking
Food & Beverage – Fast Food/ Convenience Store

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN	$74.01			

[A]
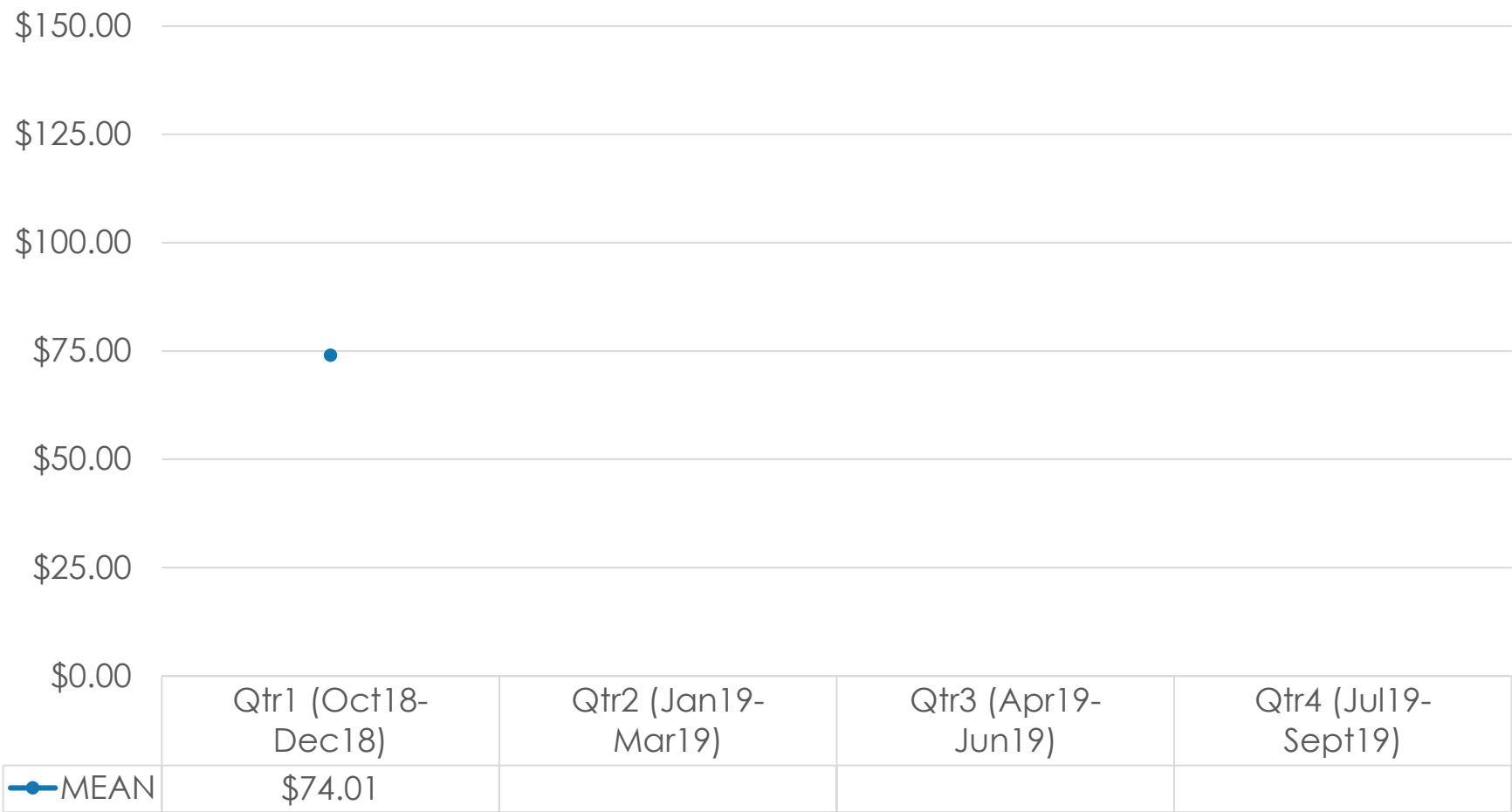
On-Island – FY2019 Tracking
Food & Beverage – Restaurant/ Drinking Est Outside Hotel

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN	$142.23			

[A]
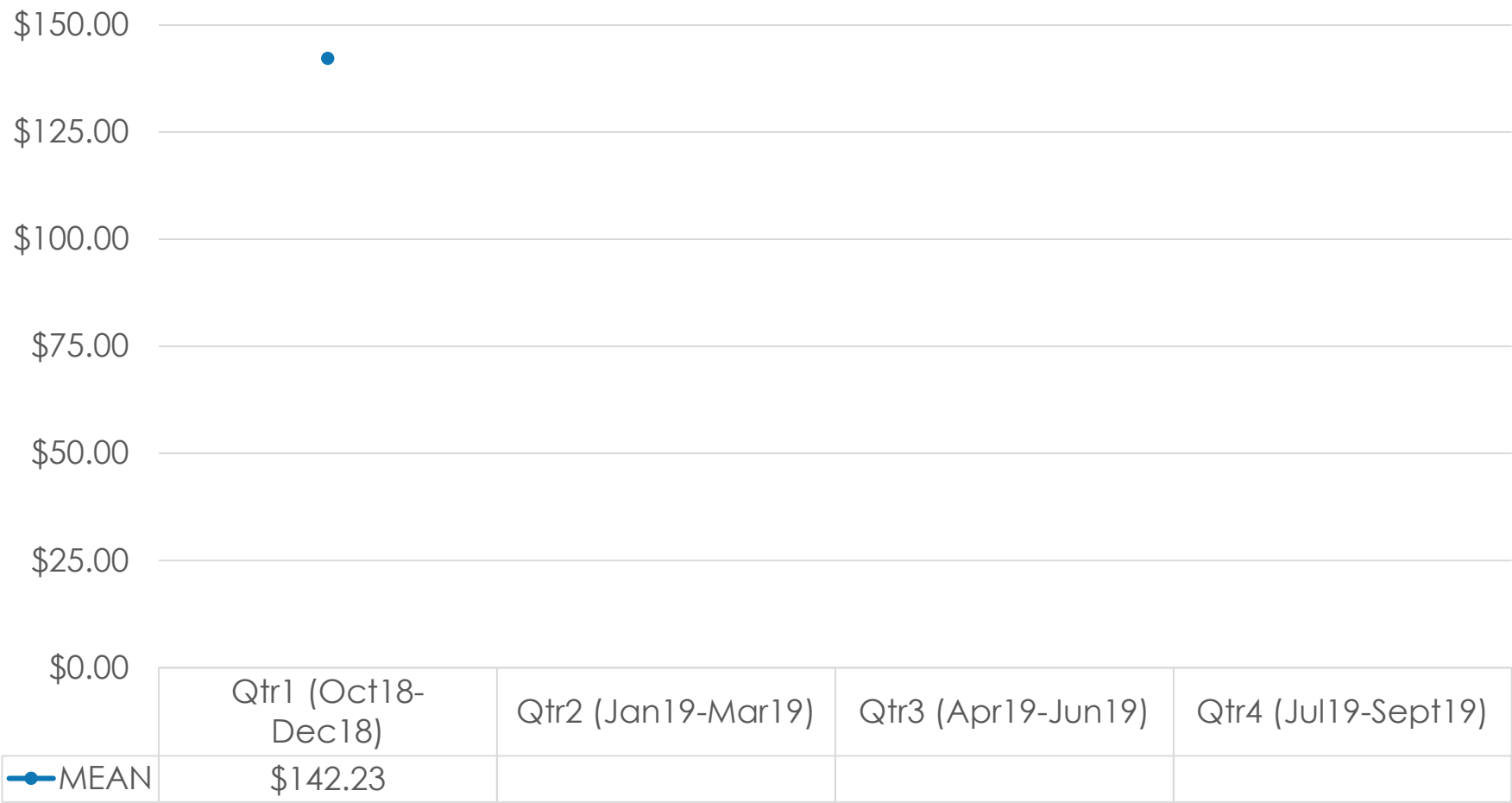
On-Island – FY2019 Tracking
Optional tour/ Activities

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
—●—MEAN	$163.76			

[A]
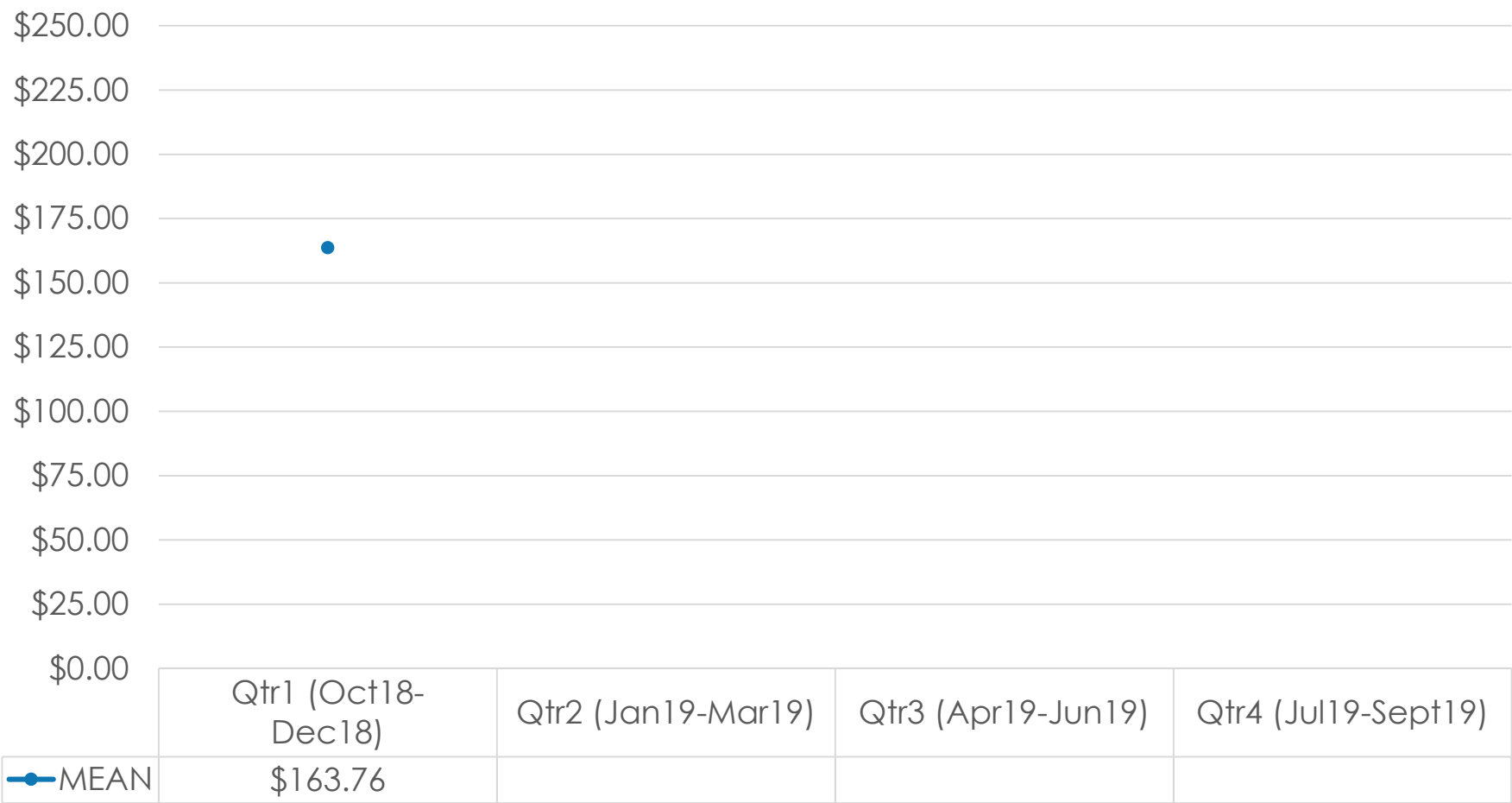
On-Island – FY2019 Tracking
Gift/ Souvenir – Self/ Companion

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN	$280.60			

[A]
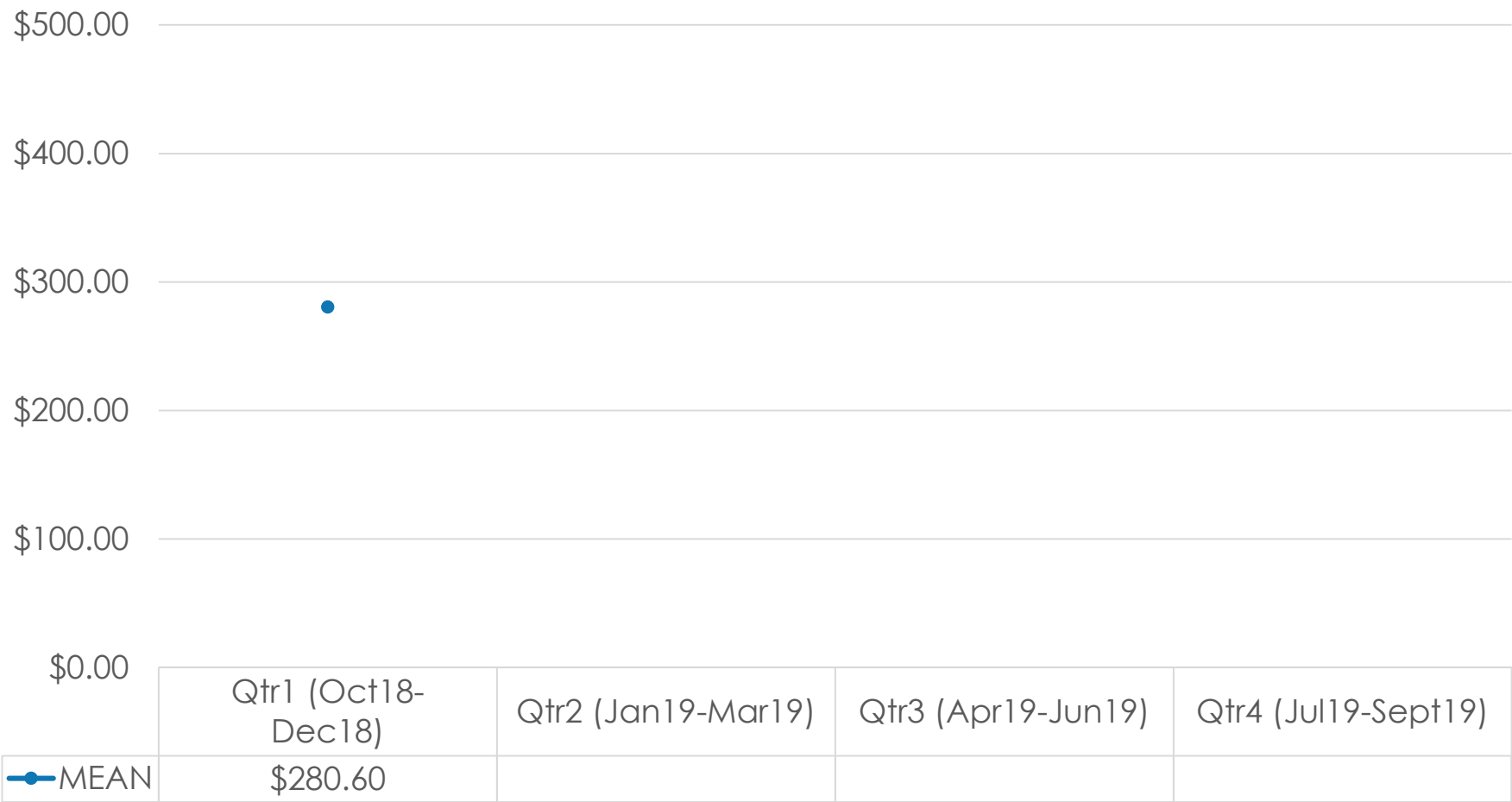
On-Island – FY2019 Tracking
Gift/ Souvenir – Friends/ Family

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN	$151.03			

[A]
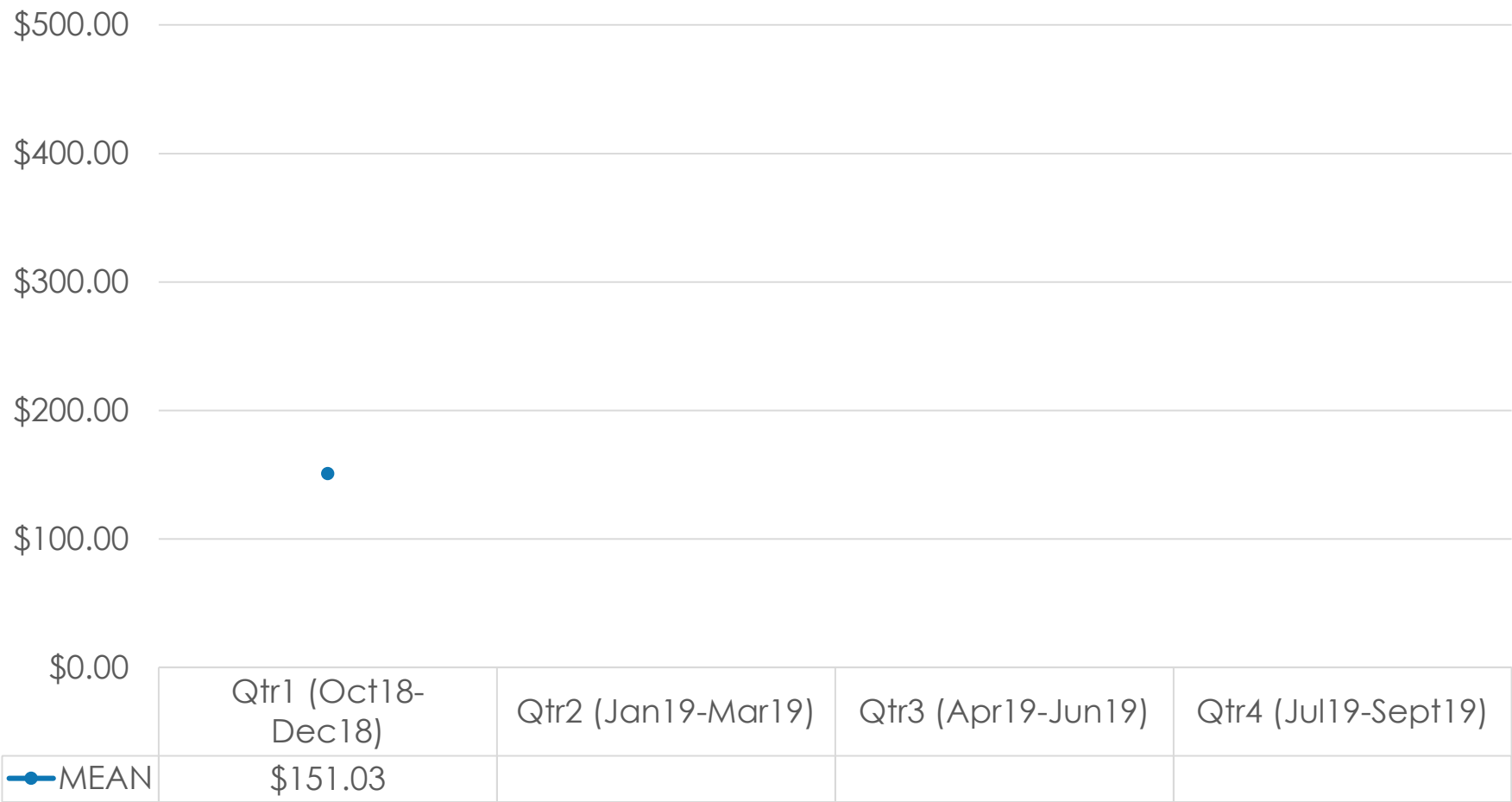
On-Island – FY2019 Tracking
Local Transportation

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN	$43.87			

[A]
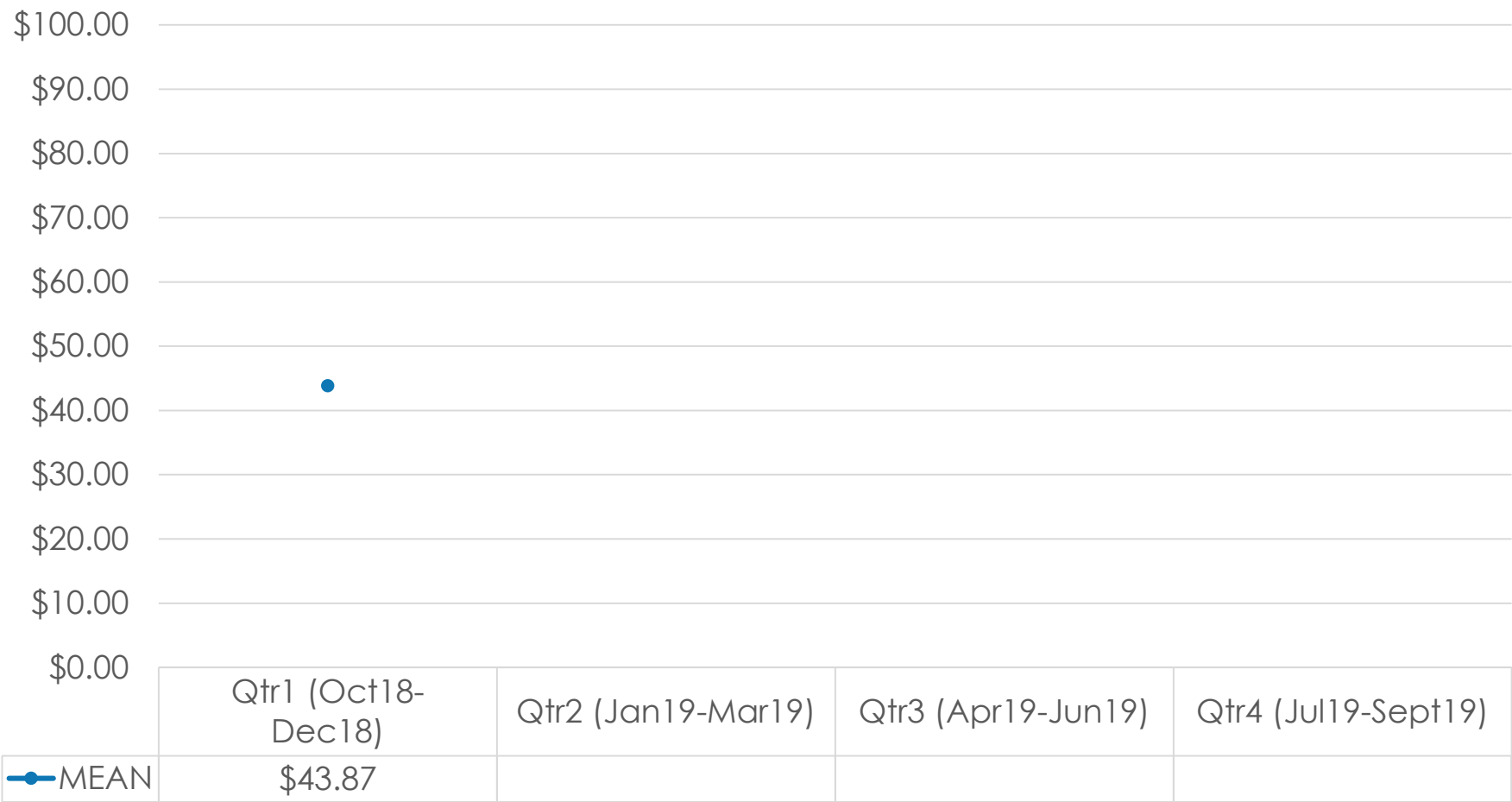
On-Island – FY2019 Tracking
Other Not Included

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN	$119.11			

[A]
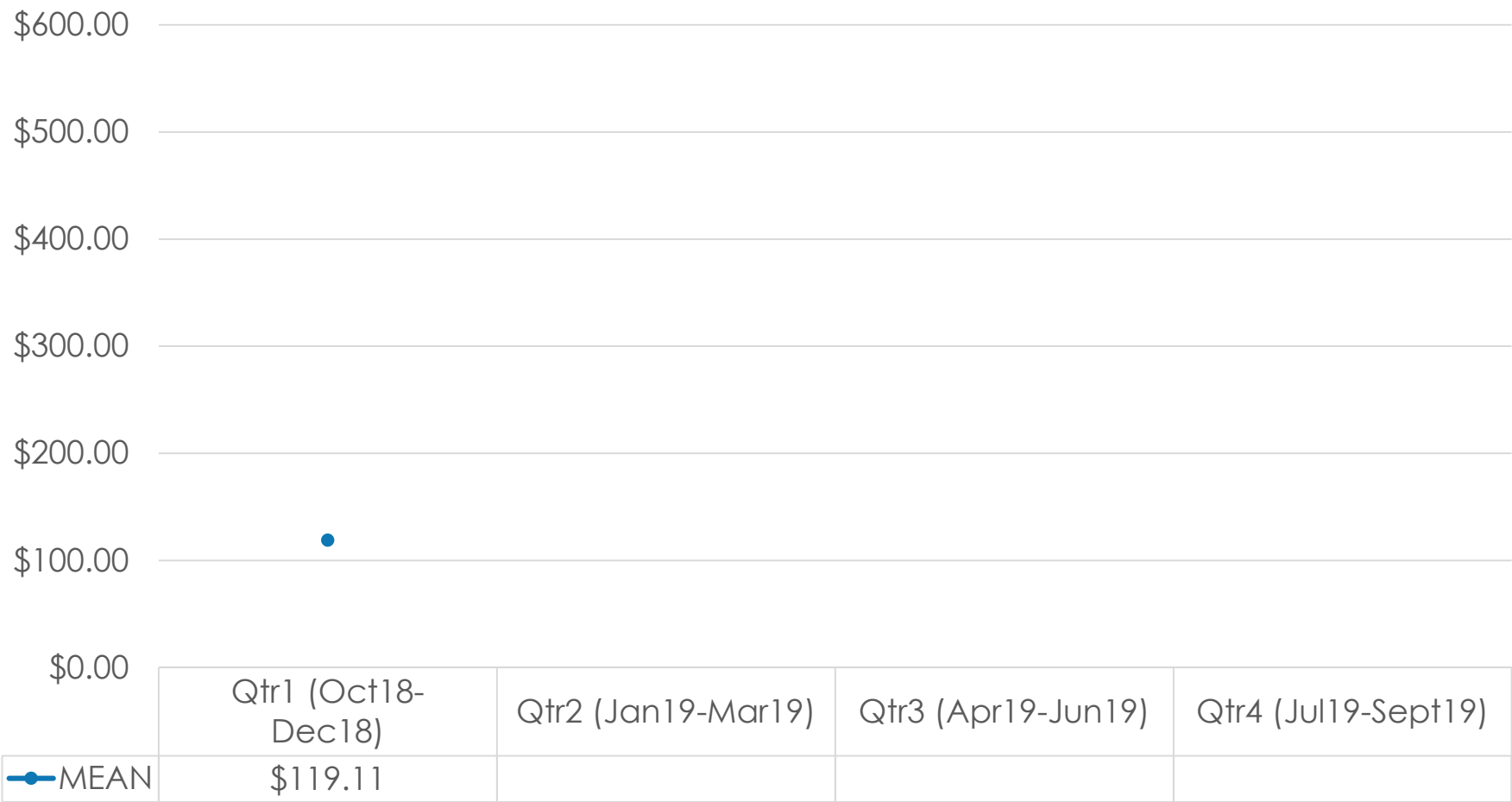
TOTAL (On-Isle + Prepaid) Expenditures Per Person

- $2,115.62 = TOTAL per person overall mean average (prepaid & on-isle) expenditures
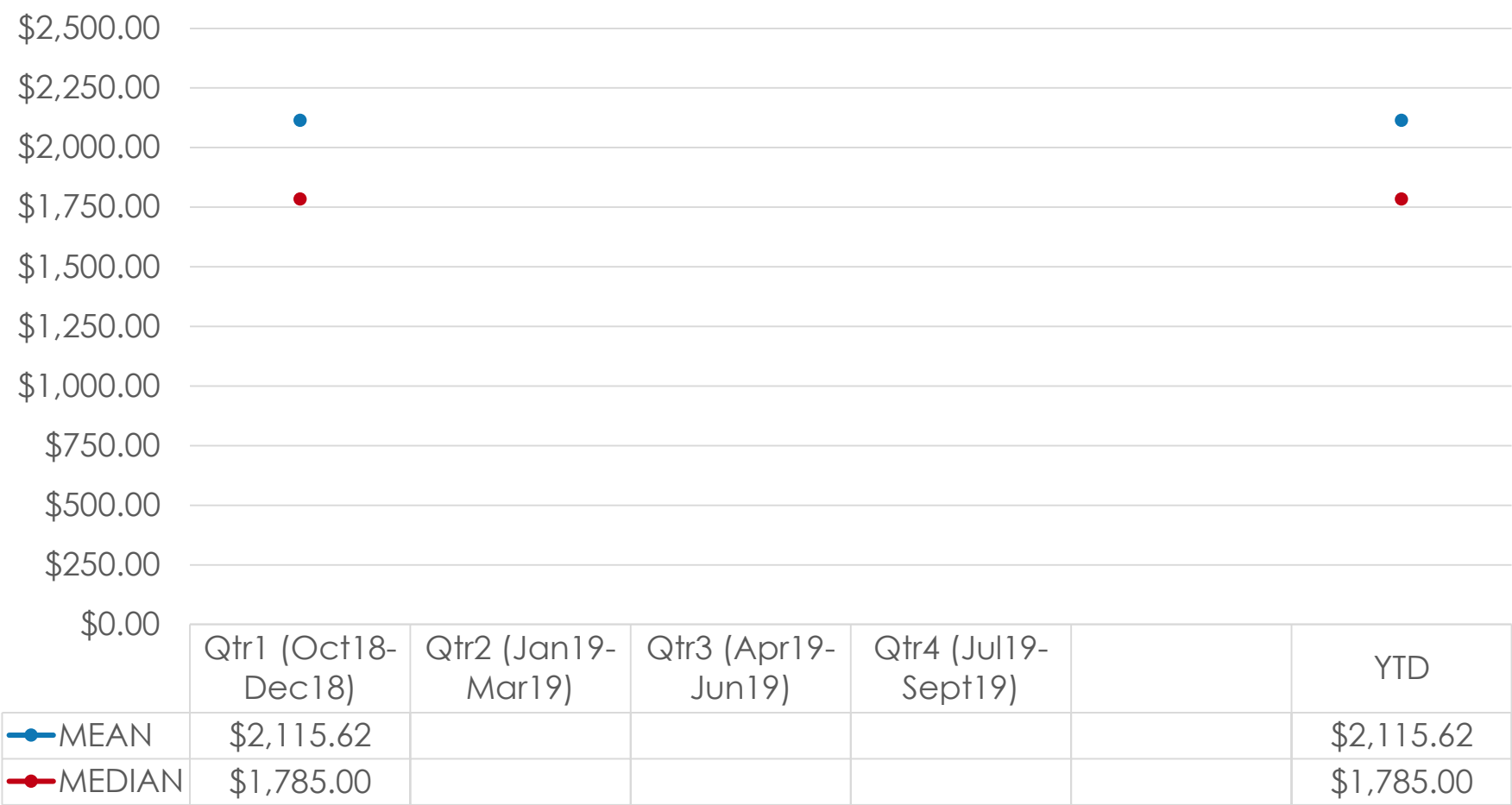
[A]

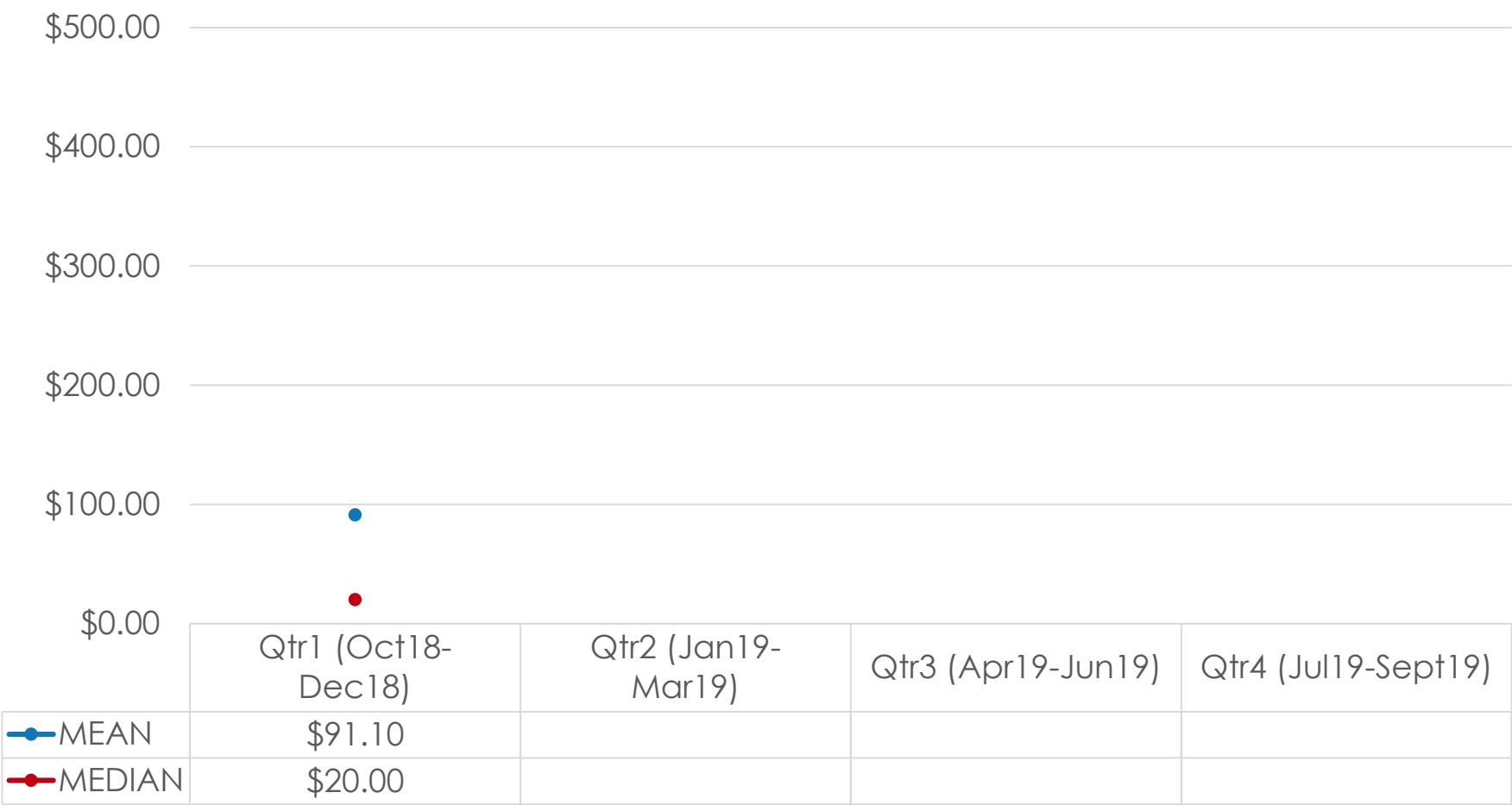# TOTAL Per Person Expenditures – FY2019 Tracking

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
MEAN	$2,115.62					$2,115.62
MEDIAN	$1,785.00					$1,785.00

[A]

TOTAL Per Person Expenditures – Key Segments

GVB EXIT SURVEY
TOTAL PER PERSON SPENDING:

		TOTAL	MICE	SPORT/ ADV	WEDDING	HONEYMOON
		-	-	-	-	-
TOTAL PP	Mean	$2,115.62	$857.78	$2,181.33	$2,022.16	$1,923.16
	Median	$1,785	$1,035	$2,059	$2,084	$1,859

Prepared by Anthology Research

[A]

GUAM AIRPORT EXPENDITURE – FY2019 Tracking

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN	$91.10			
MEDIAN	$20.00			

[A]

SECTION 4
VISITOR SATISFACTION
BEHAVIOR

[A]

OVERALL SATISFACTION

Chart showing Overall Satisfaction by quarter. Qtr1 (Oct18-Dec18): Very Satisfied (Top Box) = 29%; MEAN (7pt Scale) = 5.93. Qtr2 (Jan19-Mar19), Qtr3 (Apr19-Jun19), Qtr4 (Jul19-Sept19): no data.

Legend: Very Satisfied (Top Box) — MEAN (7pt Scale)

[A]

Positive Aspect of Trip

Category	Percentage
Relaxing	32%
Beach/ Ocean	26%
Natural beauty	13%
Friendly/ Warm ppl	8%
Shopping	5%
Event- fam/fr	4%
Pkg tour/ activity	3%
Weather/ climate	3%
Local culture	2%
Event- participated in	2%

[A]

Negative Aspect of Trip

Aspect	Percentage
Expensive/ Cost	36%
Nothing	24%
Food- variety	7%
Acommodations- clean	5%
Food- quality	4%
Ground Trans	4%
Immigration	3%
Language	3%
Local culture	3%
Public restroom	2%

[A]

Guam was better than expected

Chart showing Qtr1 (Oct18-Dec18): Strongly agree = 33%, MEAN (7pt Scale) = 5.97. Qtr2 (Jan19-Mar19), Qtr3 (Apr19-Jun19), Qtr4 (Jul19-Sept19) have no data.

Legend: ■ Strongly agree ●— MEAN (7pt Scale)

[A]
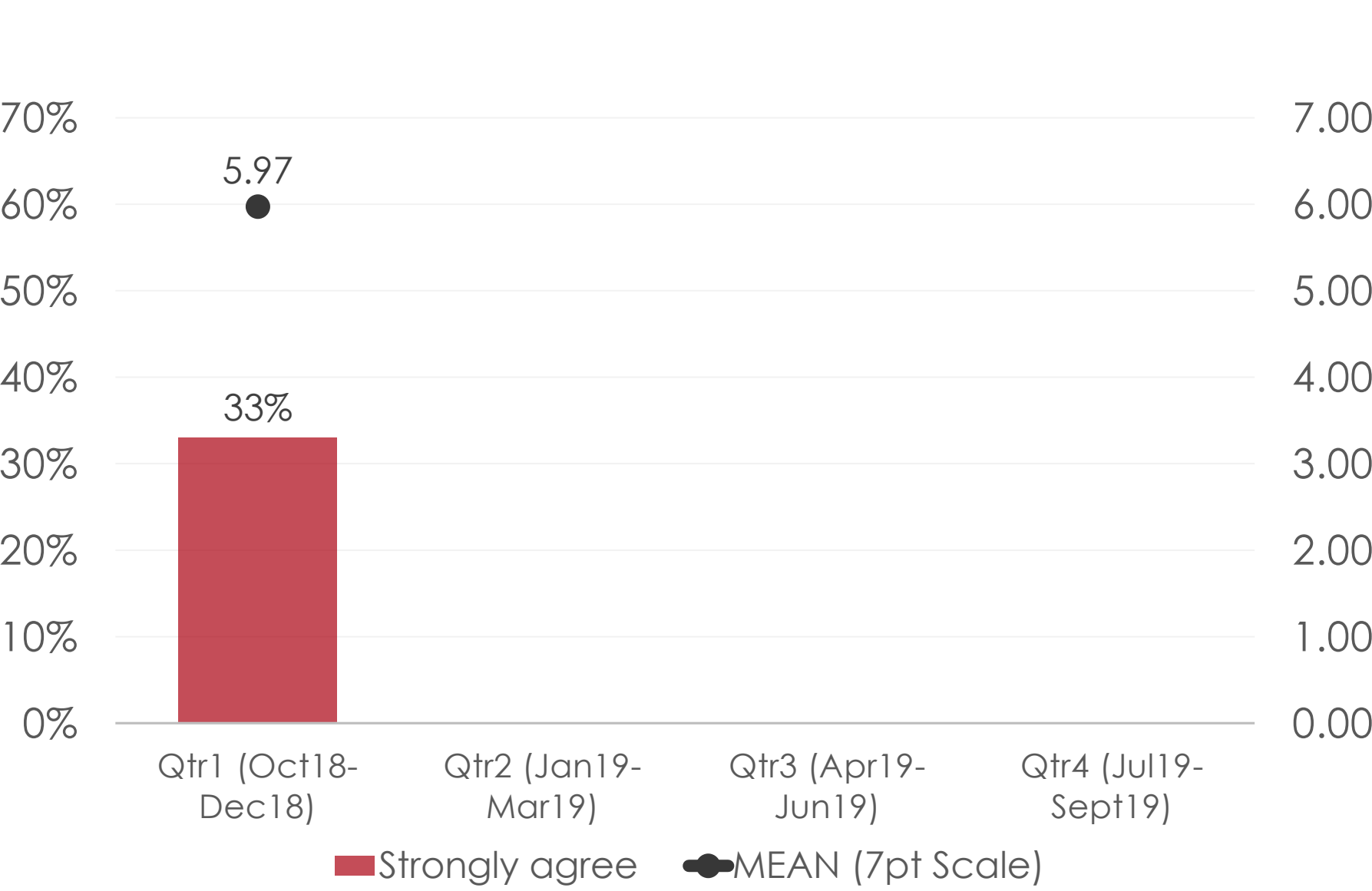
I had no communication problems

5.77

26%

Qtr1 (Oct18-Dec18) Qtr2 (Jan19-Mar19) Qtr3 (Apr19-Jun19) Qtr4 (Jul19-Sept19)

█ Strongly agree ●━ MEAN (7pt Scale)

[A]
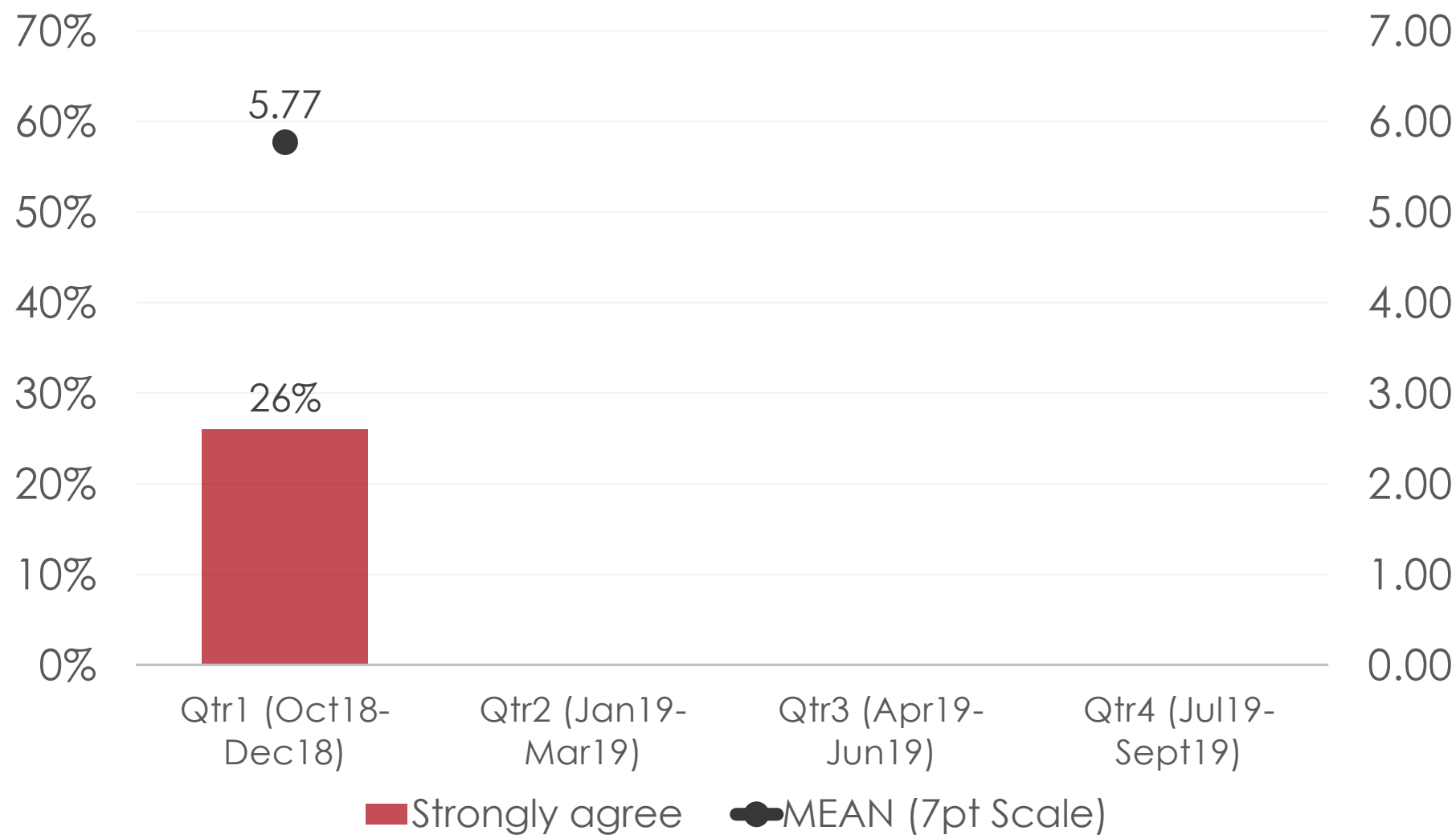
Recommend Guam - family & friends

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
Top Box (9-10)	42%			
MEAN (10pt Scale)	8.15			

Top Box (9-10) MEAN (10pt Scale)
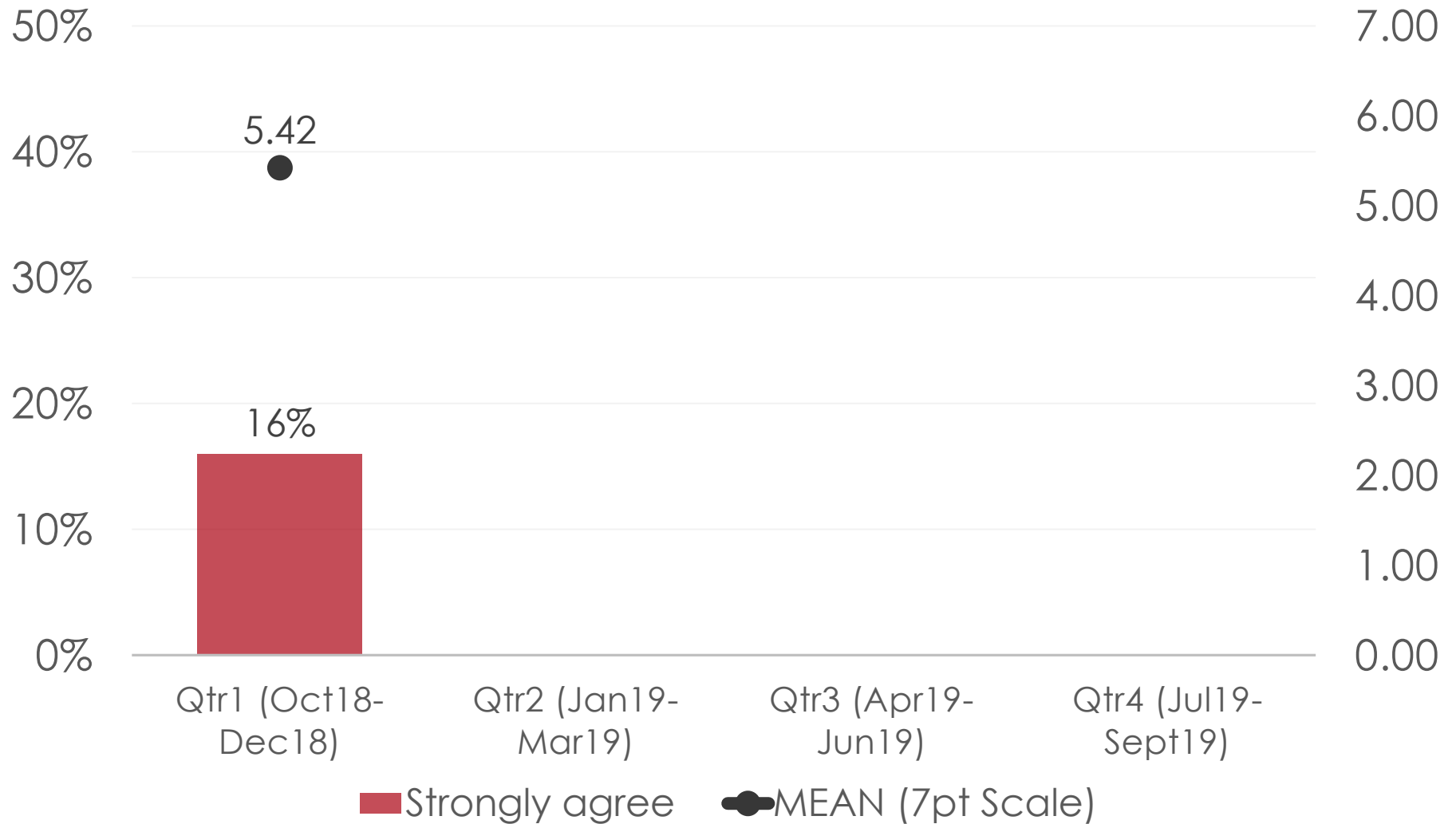
[A]
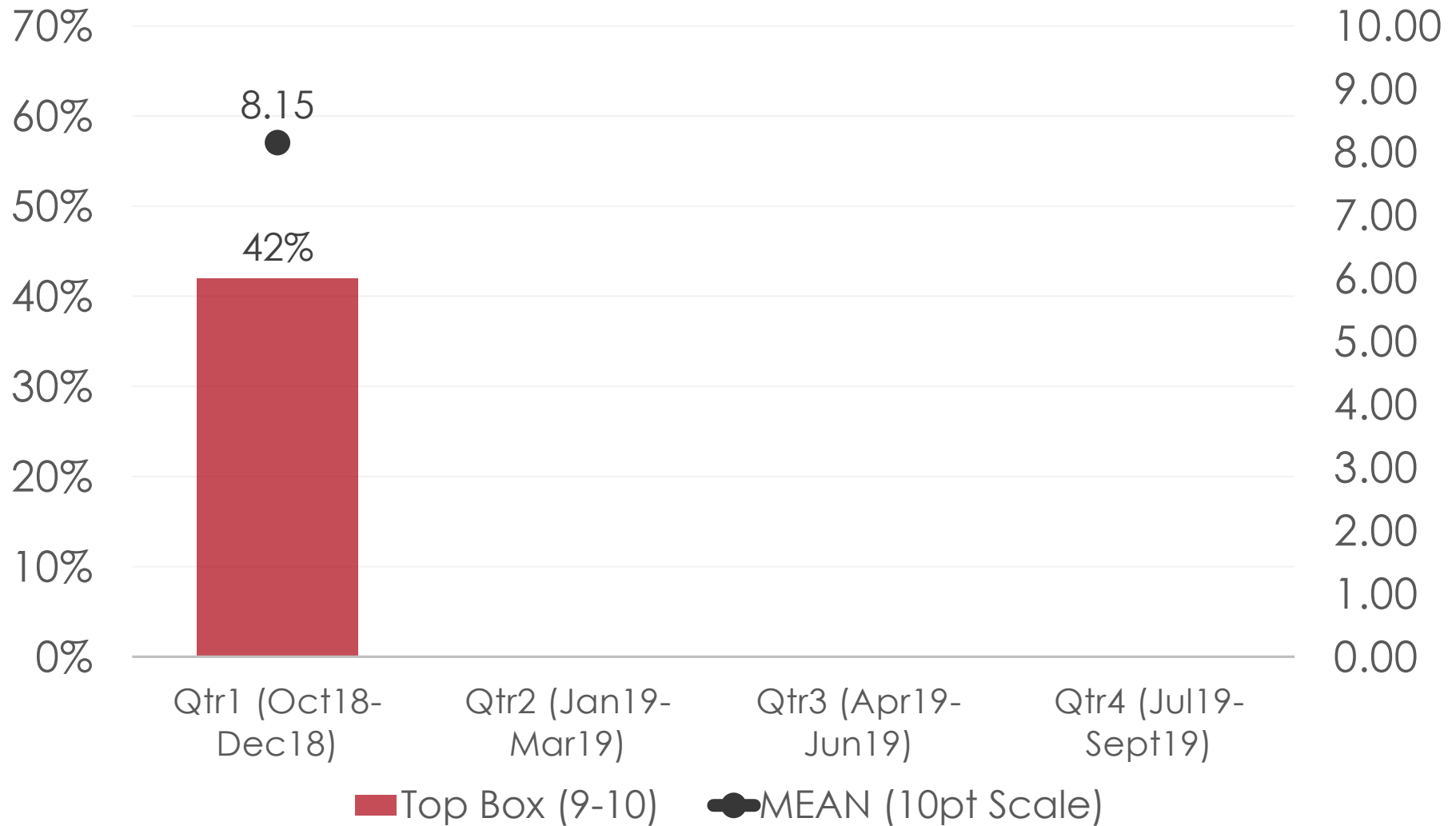
Sites on Guam were attractive

I plan to visit Guam again

Not enough night time activities

5.42

40%

16%

Qtr1 (Oct18-Dec18)   Qtr2 (Jan19-Mar19)   Qtr3 (Apr19-Jun19)   Qtr4 (Jul19-Sept19)

■ Strongly agree   ●━MEAN (7pt Scale)

[A]
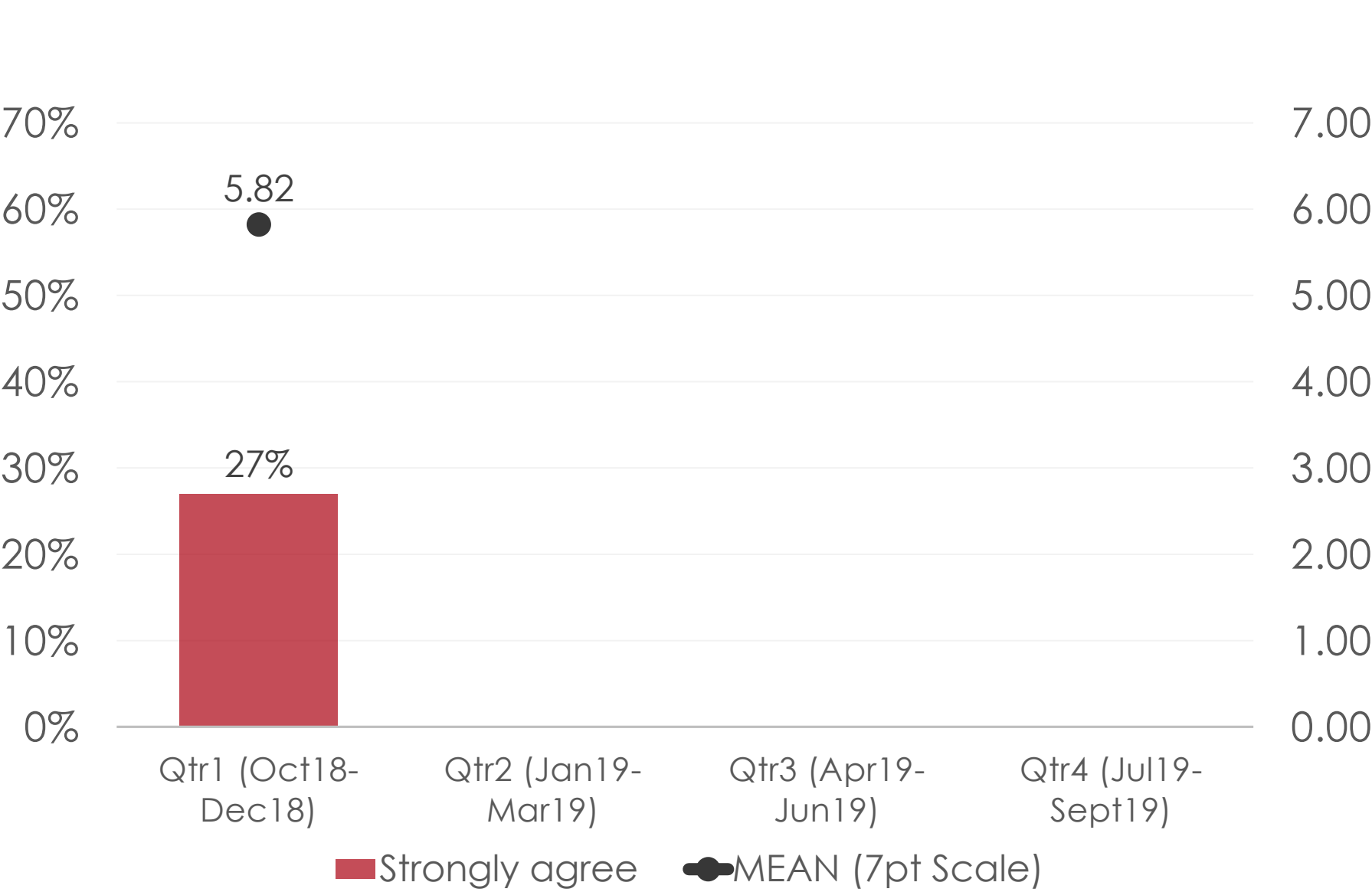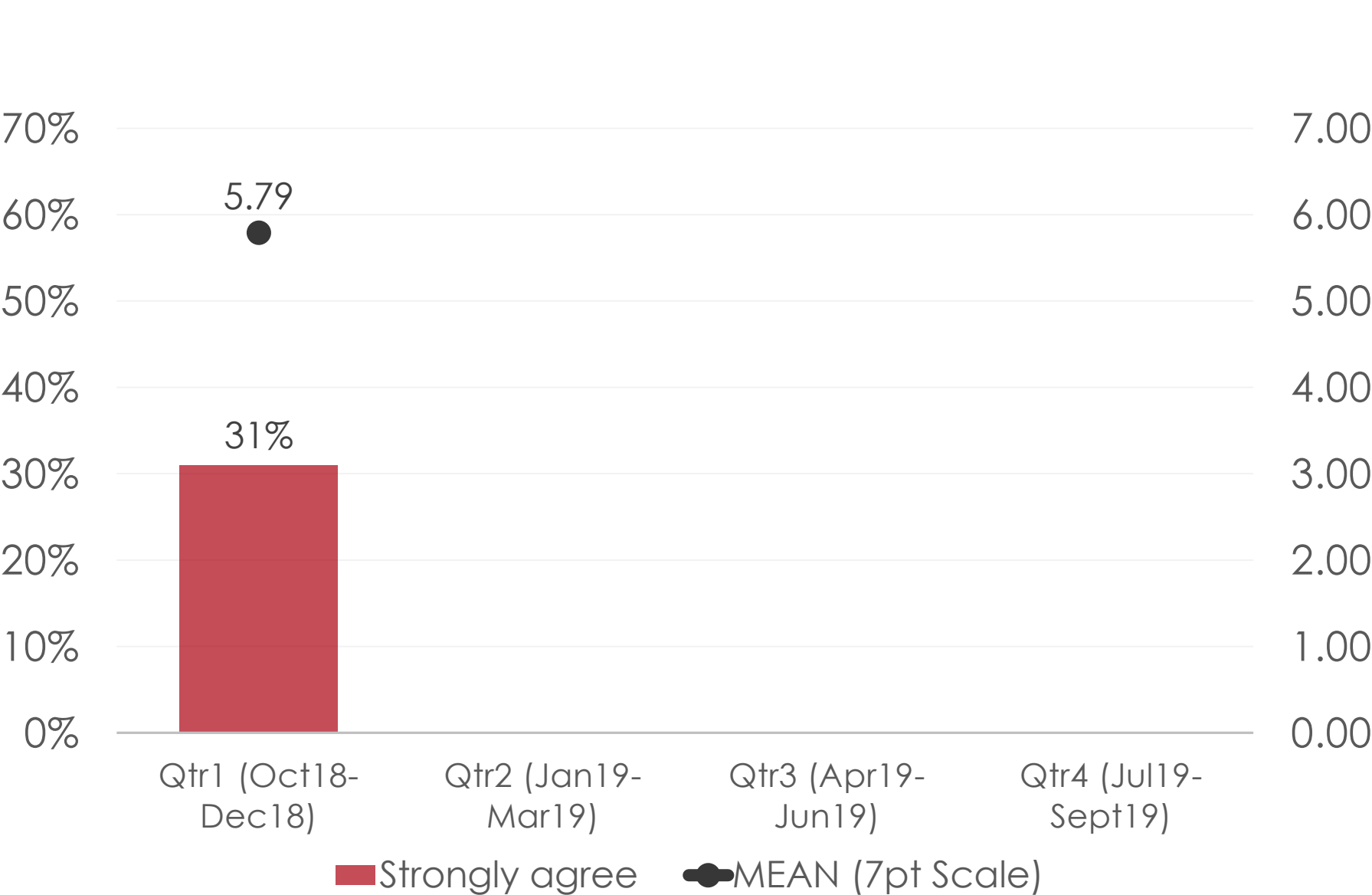
Tour guides were professional

60%   7.00

5.78
50%   ● 6.00

40%   5.00

                    4.00
30%   29%
                    3.00

20%   2.00

10%   1.00

0%   0.00
     Qtr1 (Oct18-   Qtr2 (Jan19-   Qtr3 (Apr19-   Qtr4 (Jul19-
     Dec18)   Mar19)   Jun19)   Sept19)

■ Strongly agree   ●━MEAN (7pt Scale)
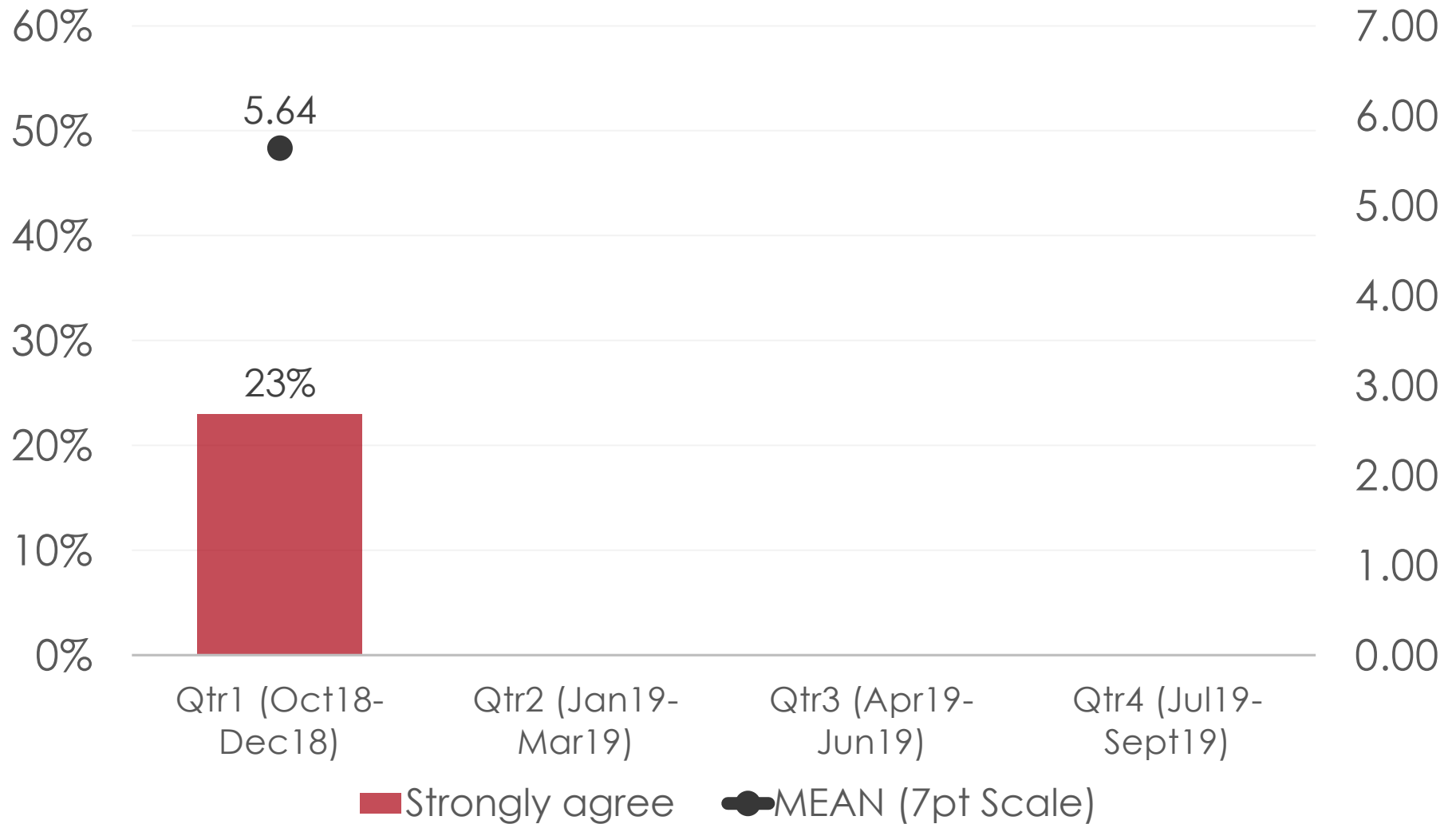
[A]
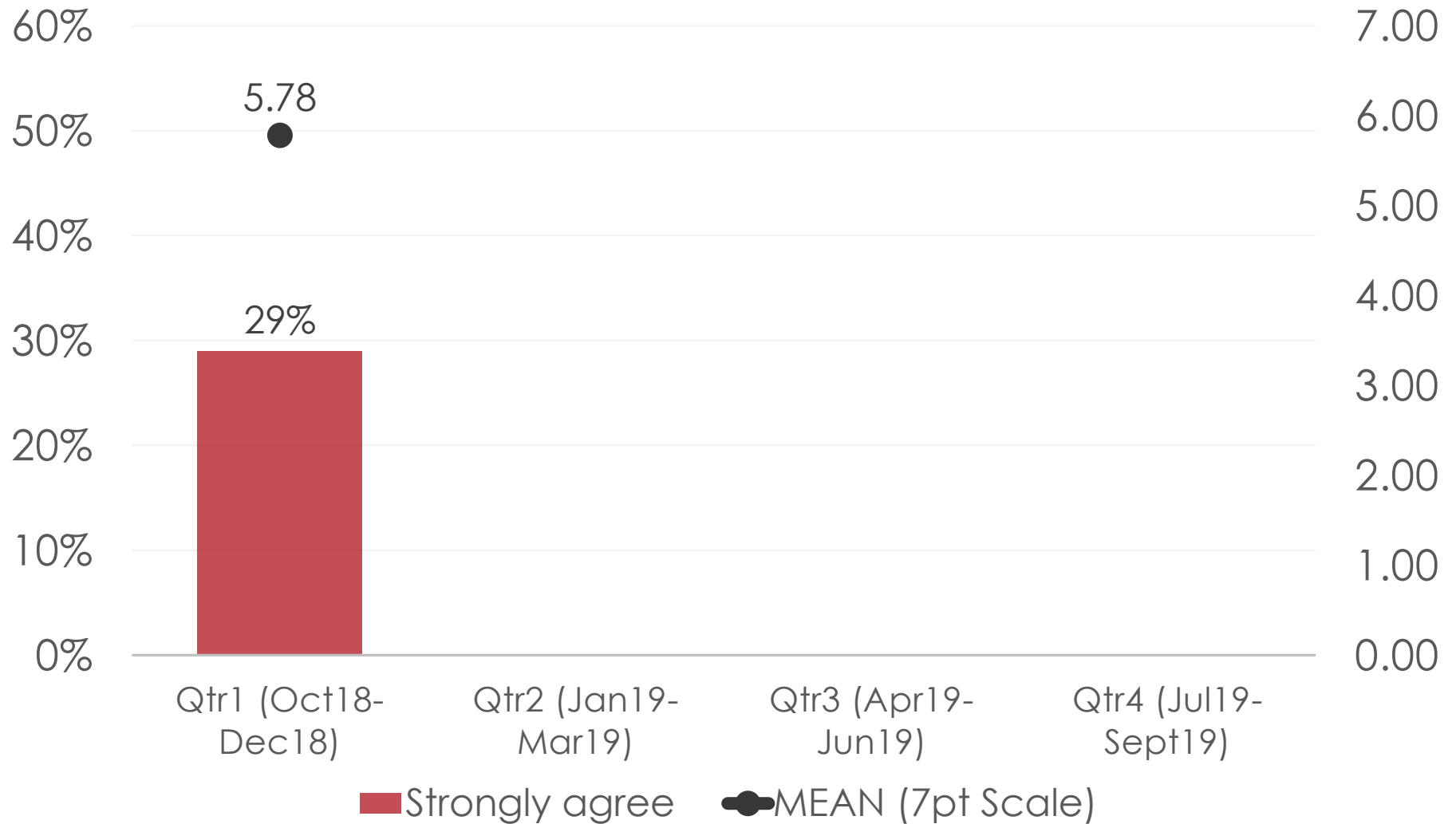
Tour drivers were professional
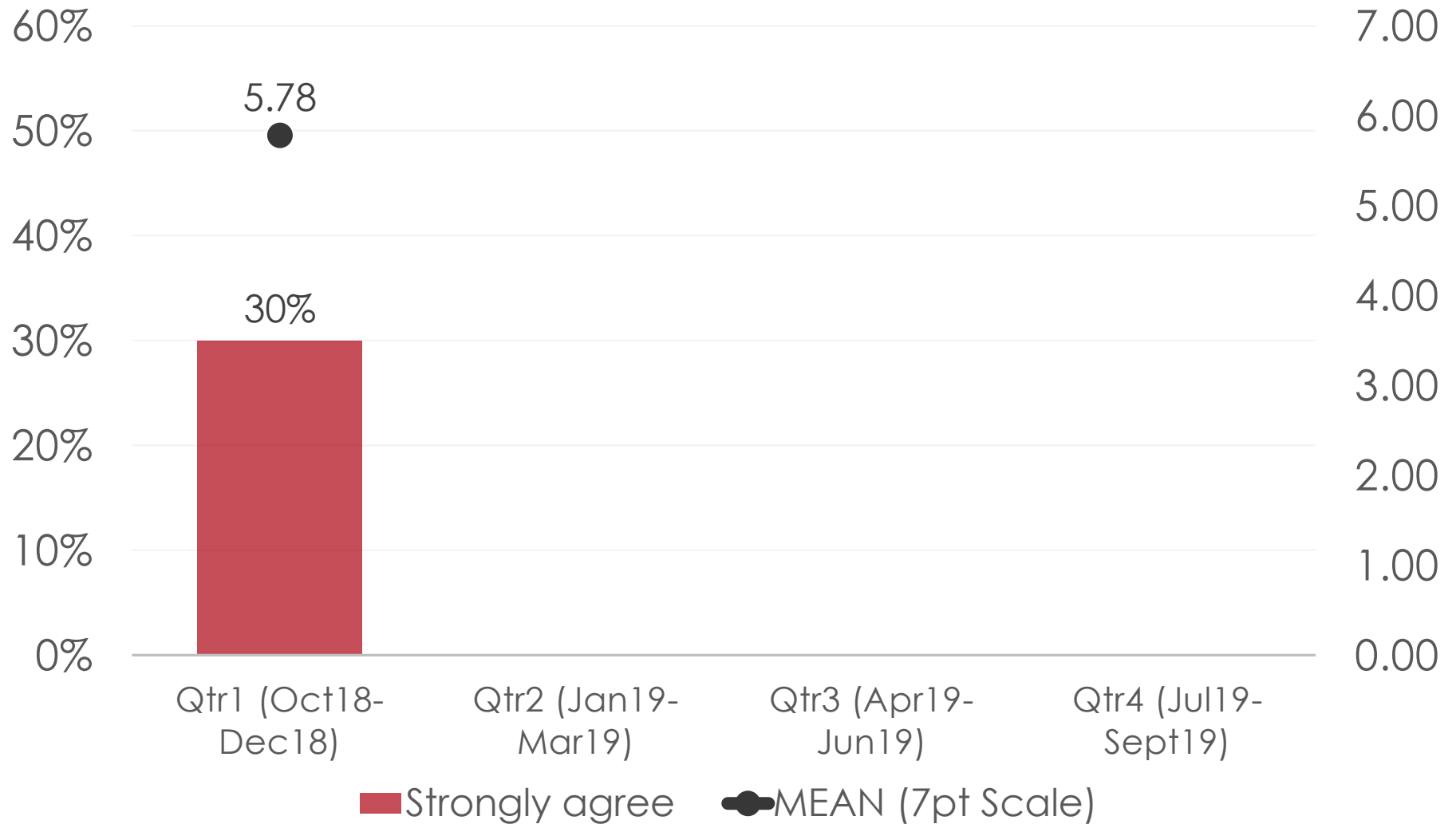
Taxi drivers were professional

Taxis were clean

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
Strongly agree	23%			
MEAN (7pt Scale)	5.64			

[A]

Guam airport was clean

5.94

31%

Qtr1 (Oct18-Dec18) Qtr2 (Jan19-Mar19) Qtr3 (Apr19-Jun19) Qtr4 (Jul19-Sept19)

■ Strongly agree ●━MEAN (7pt Scale)

[A]

Ease of getting around

5.95

34%

Qtr1 (Oct18-Dec18) Qtr2 (Jan19-Mar19) Qtr3 (Apr19-Jun19) Qtr4 (Jul19-Sept19)

■ Strongly agree ●MEAN (7pt Scale)

[A]

Safety walking around at night

5.68

24%

Qtr1 (Oct18-Dec18) Qtr2 (Jan19-Mar19) Qtr3 (Apr19-Jun19) Qtr4 (Jul19-Sept19)

■ Strongly agree ━●━ MEAN (7pt Scale)

[A]

Price of things on Guam

5.26

22%

- 60%
- 50%
- 40%
- 30%
- 20%
- 10%
- 0%

- 7.00
- 6.00
- 5.00
- 4.00
- 3.00
- 2.00
- 1.00
- 0.00

Qtr1 (Oct18-Dec18) | Qtr2 (Jan19-Mar19) | Qtr3 (Apr19-Jun19) | Qtr4 (Jul19-Sept19)

■ Strongly agree ●—MEAN (7pt Scale)

[A]

GENERAL SATISFACTION –
Quality/ Cleanliness

Chart data:

Category	Very Satisfied (Top Box)	MEAN (7pt Scale)
Beaches/ Parks	43%	6.11
Air/ Sky	57%	6.42
Parks	45%	6.14
Landscape Tumon	53%	6.34
Landscape Guam	54%	6.39
Ground Handler	39%	6.13
Transportation vehicle	40%	6.10

Legend: Very Satisfied (Top Box) — MEAN (7pt Scale)

[A]

ACCOMMODATIONS –
OVERALL SATISFACTION

Chart: Accommodations Overall Satisfaction by Quarter

- Qtr1 (Oct18-Dec18): Very Satisfied (Top Box) = 29%, MEAN (7pt Scale) = 5.66
- Qtr2 (Jan19-Mar19): (no data)
- Qtr3 (Apr19-Jun19): (no data)
- Qtr4 (Jul19-Sept19): (no data)

Legend: ■ Very Satisfied (Top Box) ● MEAN (7pt Scale)

[A]

ACCOMMODATIONS –
Satisfaction by Category

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

Category	Very Satisfied (Top Box)	MEAN (7pt Scale)
Room	22%	5.35
View	48%	5.95
Furnishings	24%	5.32
Cleanliness	29%	5.58
Food- Quality	17%	5.17
Food- Quantity	27%	5.57
Staff	56%	6.13
Service	48%	5.99
Value	31%	5.61

[A]
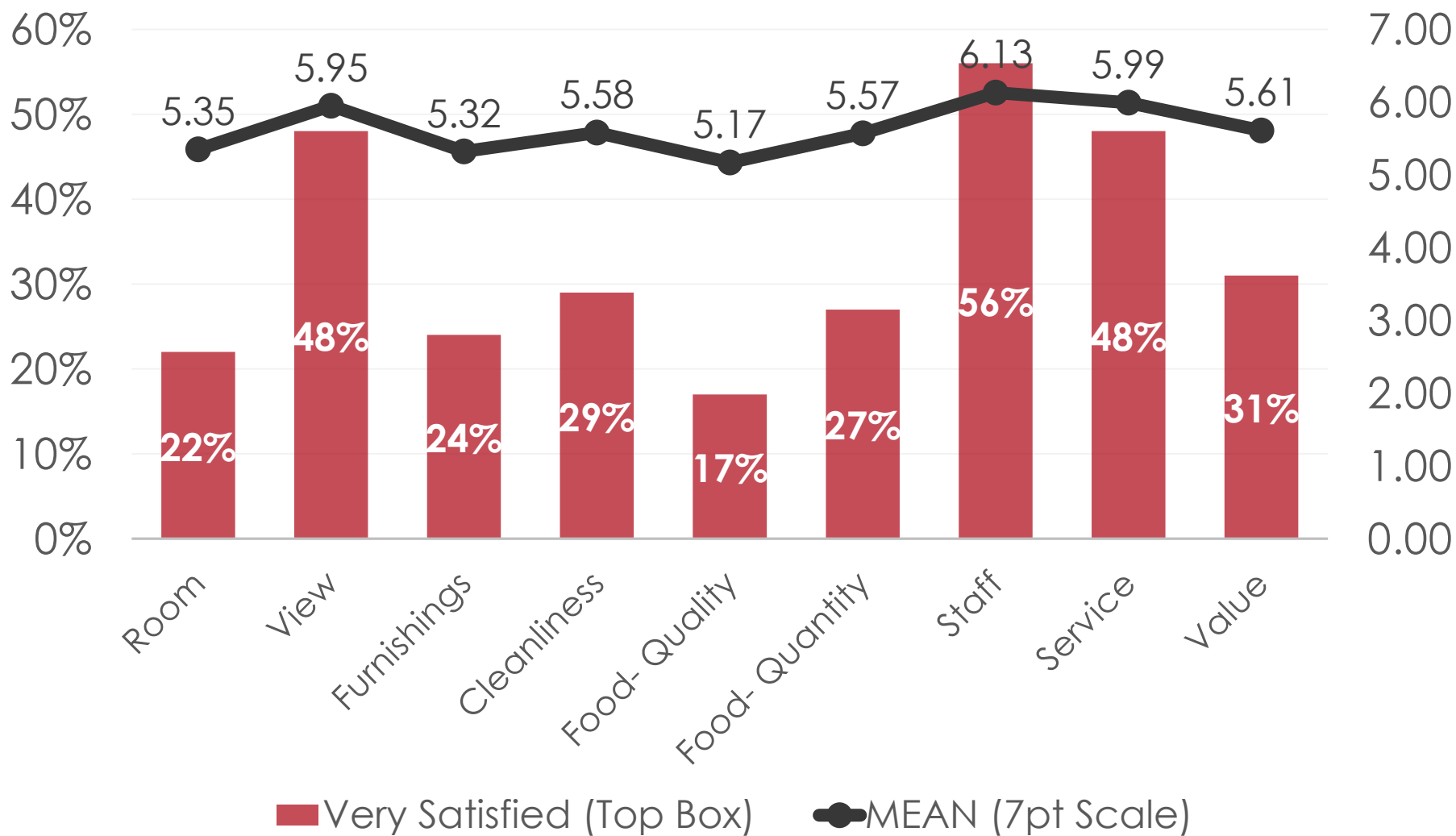
DINING EXPERIENCE (Outside Hotel) –
Satisfaction by Category

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

Furnishings: 25%, 5.55
Cleanliness: 27%, 5.65
Food- Quality: 25%, 5.55
Food- Quantity: 40%, 5.88
Staff: 55%, 6.20
Service: 50%, 6.13
Value: 31%, 5.59

[A]
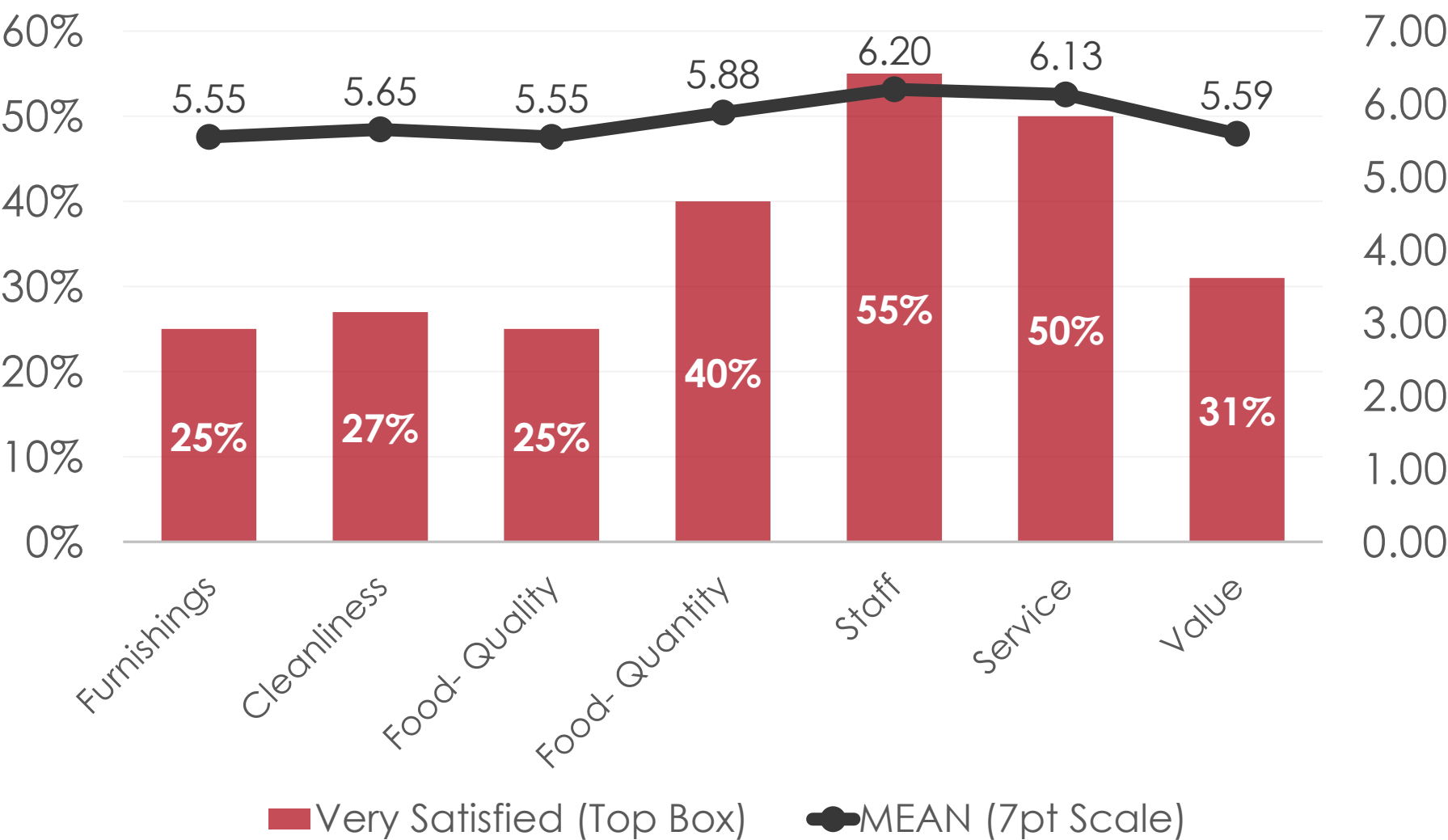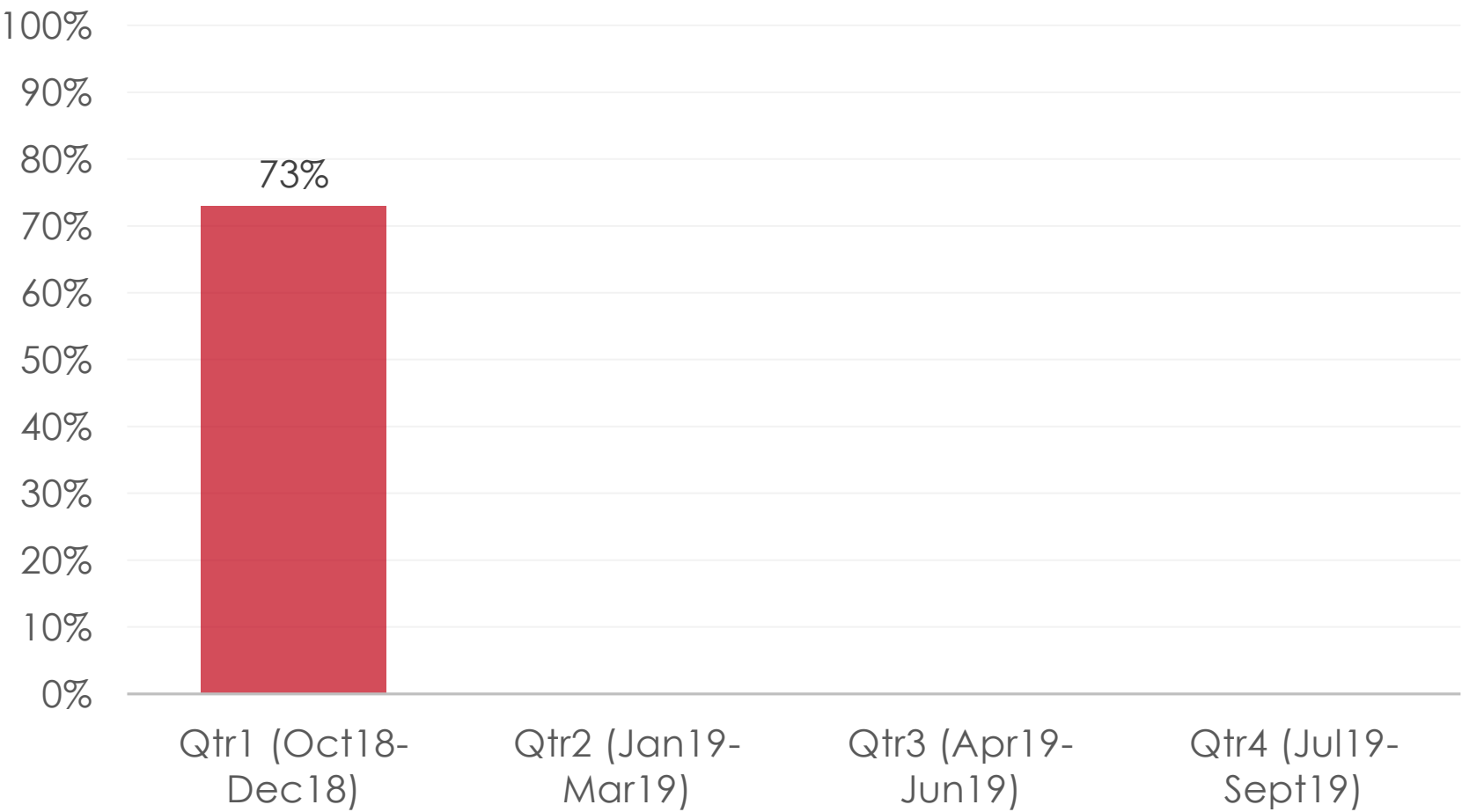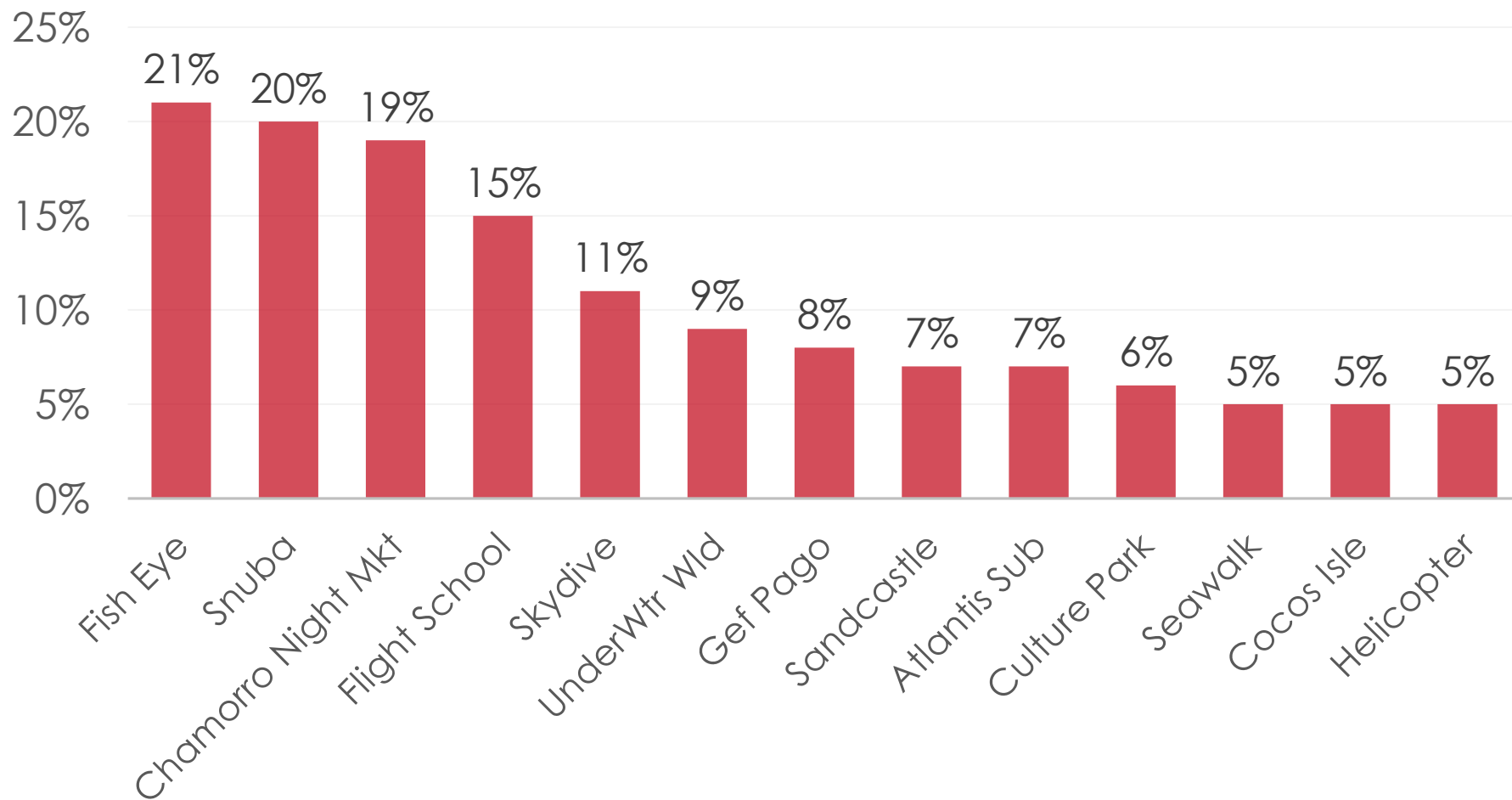
Shopping Malls/ Stores (Top Responses)

[A]
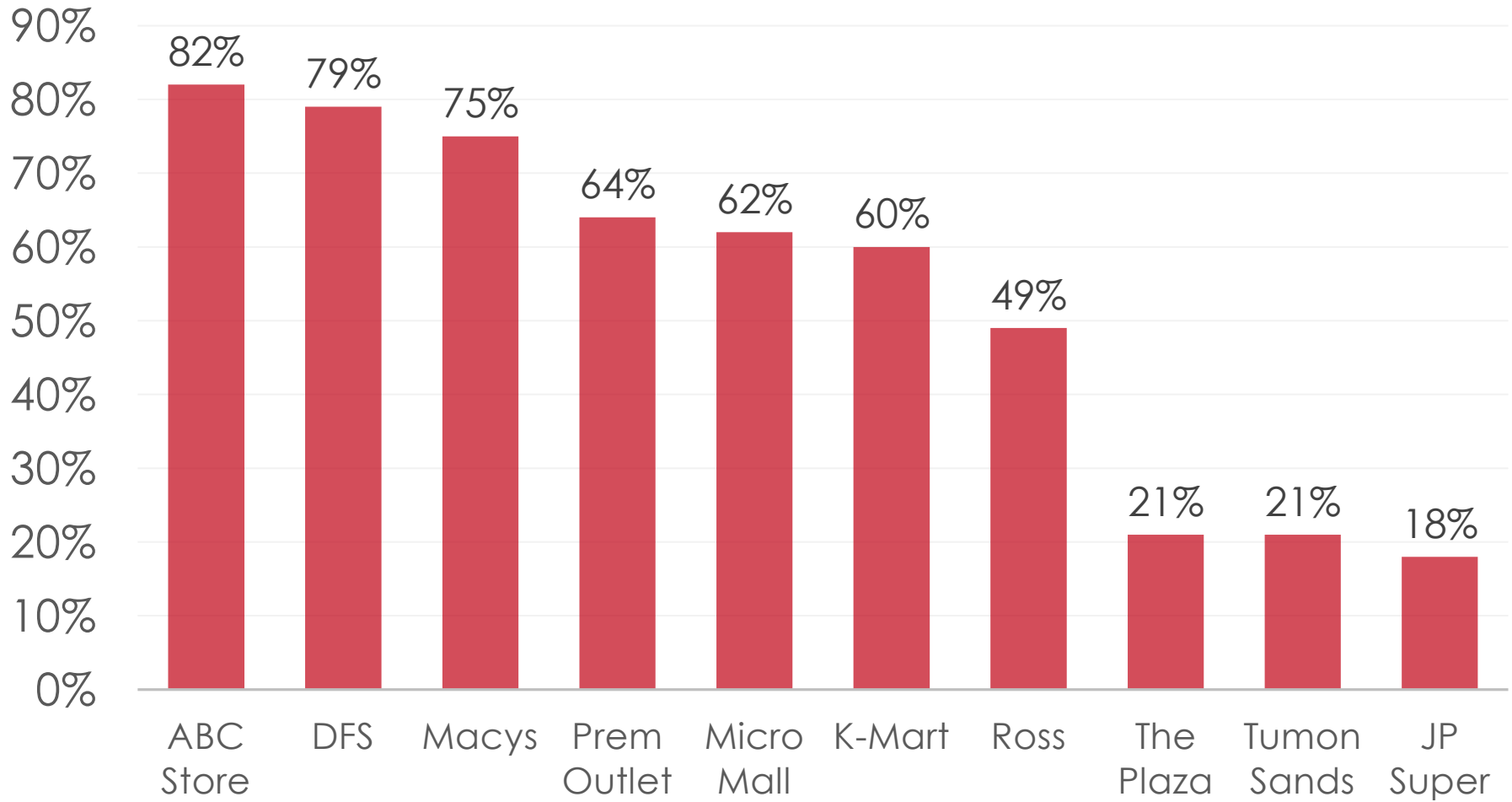
SHOPPING - SATISFACTION

OPTIONAL TOUR PARTICIPATION

[A]

Optional Tour Participation (Top Responses/ 5%+)

Tour	%
Fish Eye	21%
Snuba	20%
Chamorro Night Mkt	19%
Flight School	15%
Skydive	11%
UnderWtr Wld	9%
Gef Pago	8%
Sandcastle	7%
Atlantis Sub	7%
Culture Park	6%
Seawalk	5%
Cocos Isle	5%
Helicopter	5%

[A]

Optional Tour Satisfaction
Top Responses only - Participation (5%+)

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

Tour	Very Satisfied	MEAN
Fish Eye	28%	6.00
Snuba	23%	6.13
Chamorro Night Mkt	21%	5.55
Flight School	22%	6.04
Skydive	53%	6.35
UnderWtr Wld	21%	5.21
Gef Pago	33%	5.42
Sandcastle	70%	6.60
Atlantis Sub	18%	5.55
Culture Park	56%	6.22
Seawalk	43%	6.00
Cocos Isle	14%	5.29
Helicopter	25%	5.75

[A]

DAY TOUR - SATISFACTION

6.15   6.09

37%   35%

QUALITY   VARIETY

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

[A]

NIGHT TOUR - SATISFACTION

5.70   5.69

60% — 7.00
50% — 6.00
40% — 5.00
30% — 4.00

24%   25%

20% — 3.00
10% — 2.00
0% — 1.00 / 0.00

QUALITY   VARIETY

■ Very Satisfied (Top Box)   ●— MEAN (7pt Scale)

[A]

Activities Participation (Top Responses)

[A]
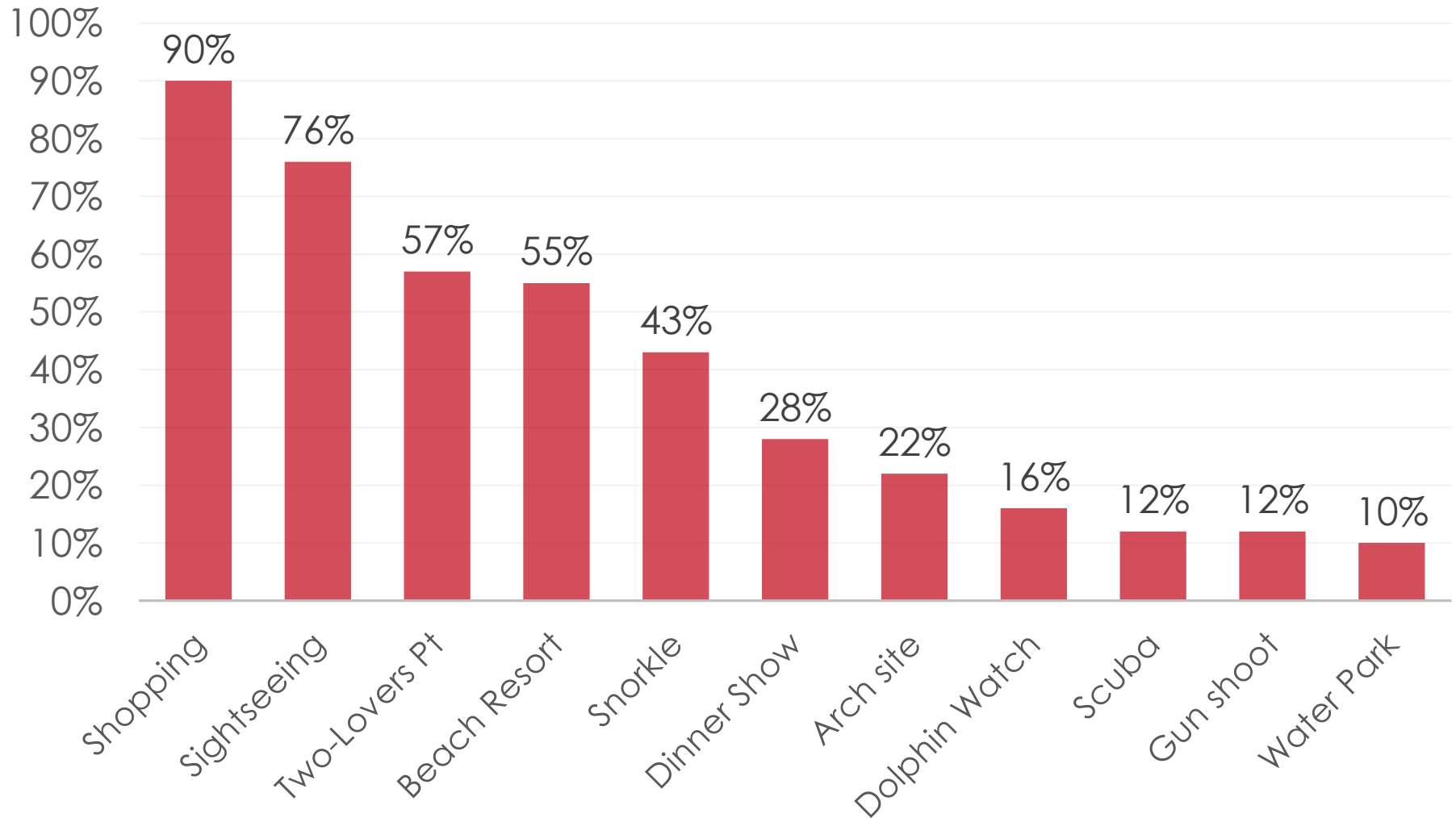
SECTION 5
PROMOTIONS

[A]

INTERNET- GUAM SOURCES OF INFORMATION

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
Search engines	71%			
Social network	21%			
Blog/ Vlog	13%			
Forums	6%			
Q&A site	2%			

[A]
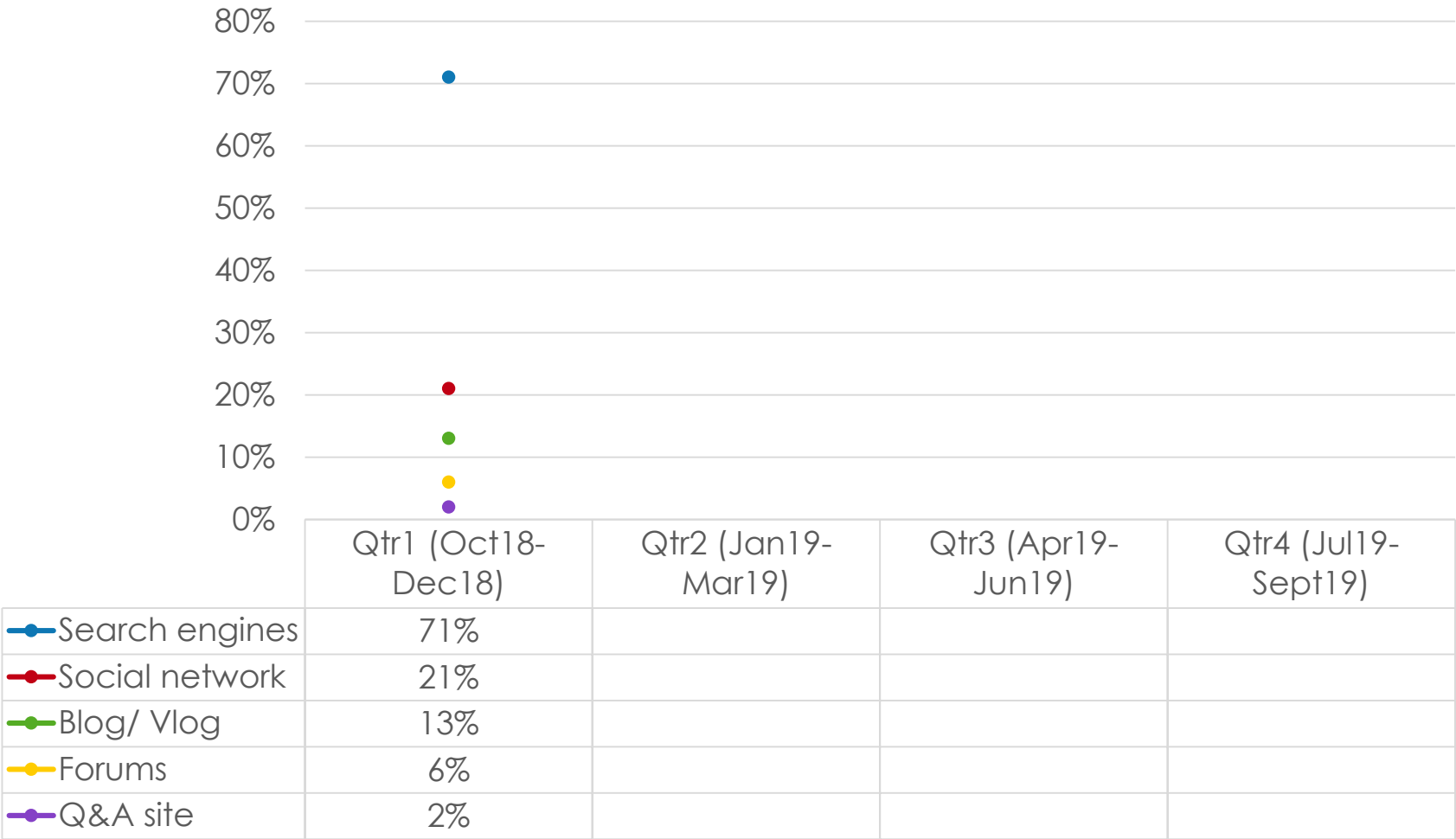
INTERNET- SOURCES OF INFORMATION
Things to do on Guam
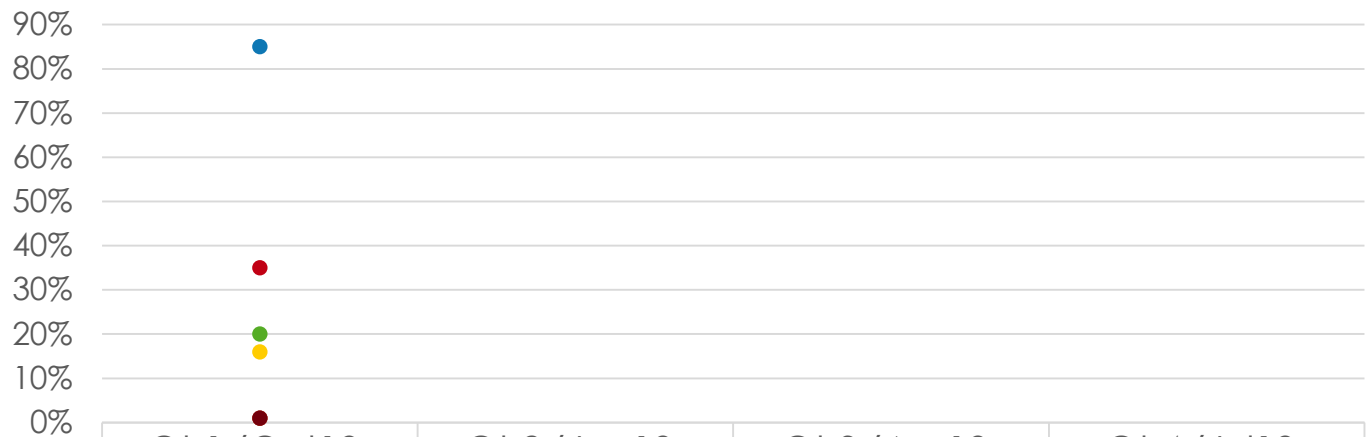
	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
Google	85%			
Facebook	35%			
Yahoo	20%			
Instagram	16%			
Online booking site	1%			
Baidu	1%			
Twitter				
Weibo	1%			
Sina				

[A]

INTERNET- SOURCES OF INFORMATION GVB

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
None	41%			
GVB Website	42%			
GVB Weibo	3%			
GVB Facebook	19%			
GVB IG	14%			
GVB Blog	8%			
GVB Café	5%			
GVB Twitter	4%			

[A]
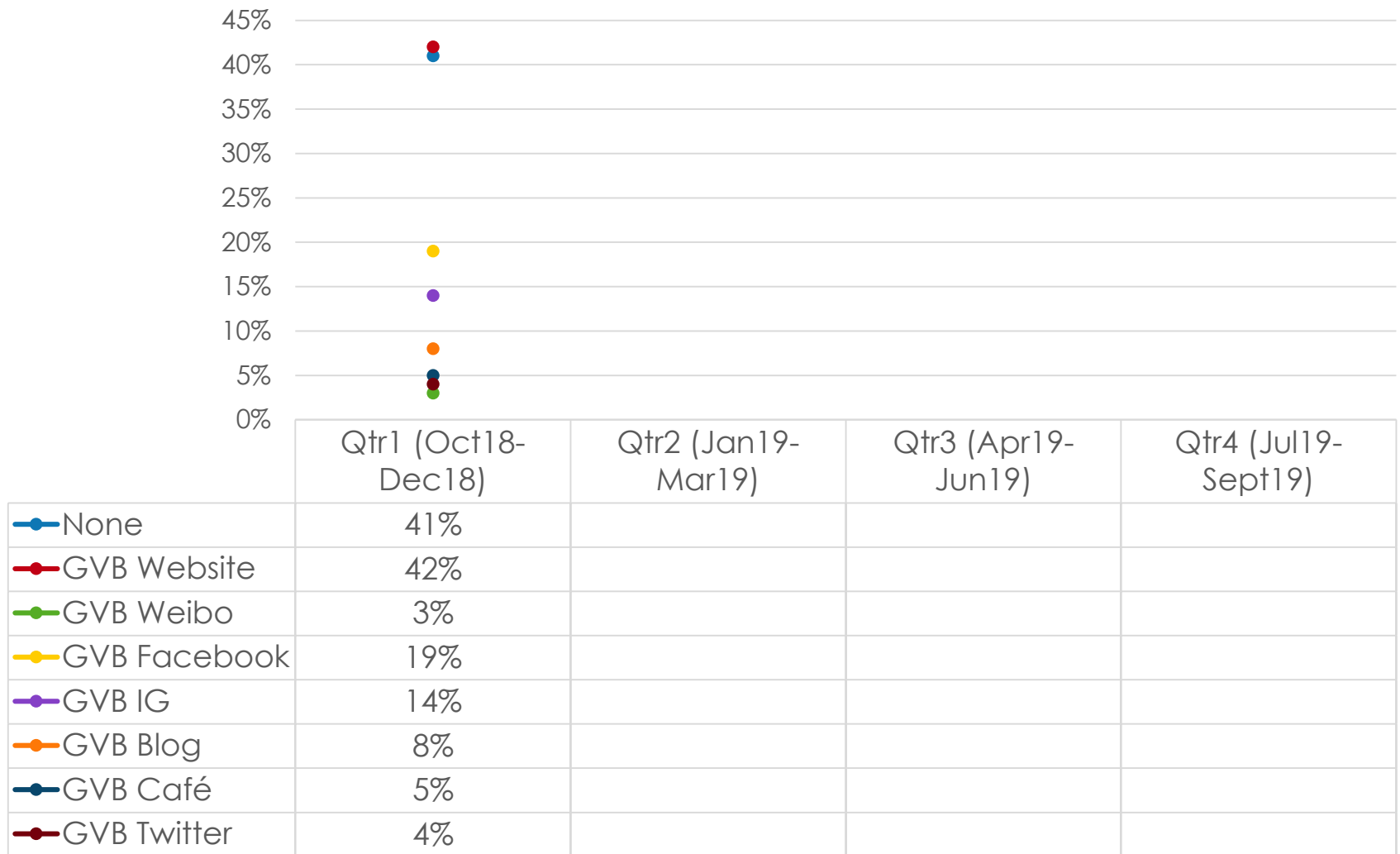
TRAVEL MOTIVATION

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
Friends/ Family	49%			
Company/ Bus Trip	3%			
Internet	6%			
Travel Show	10%			
Travel Agent	17%			
Print	5%			
Social Media	10%			

[A]

PRE-ARRIVAL
SOURCES OF INFORMATION

Source	Percentage
Internet	58%
Friends/ Family	41%
Trvl Ag Brochure	26%
TV	17%
Prior trip	10%
Guidebook	10%
GVB Promo	10%
Trvl Trade Sh	6%
Cons Trvl Show	6%
Business	6%

[A]
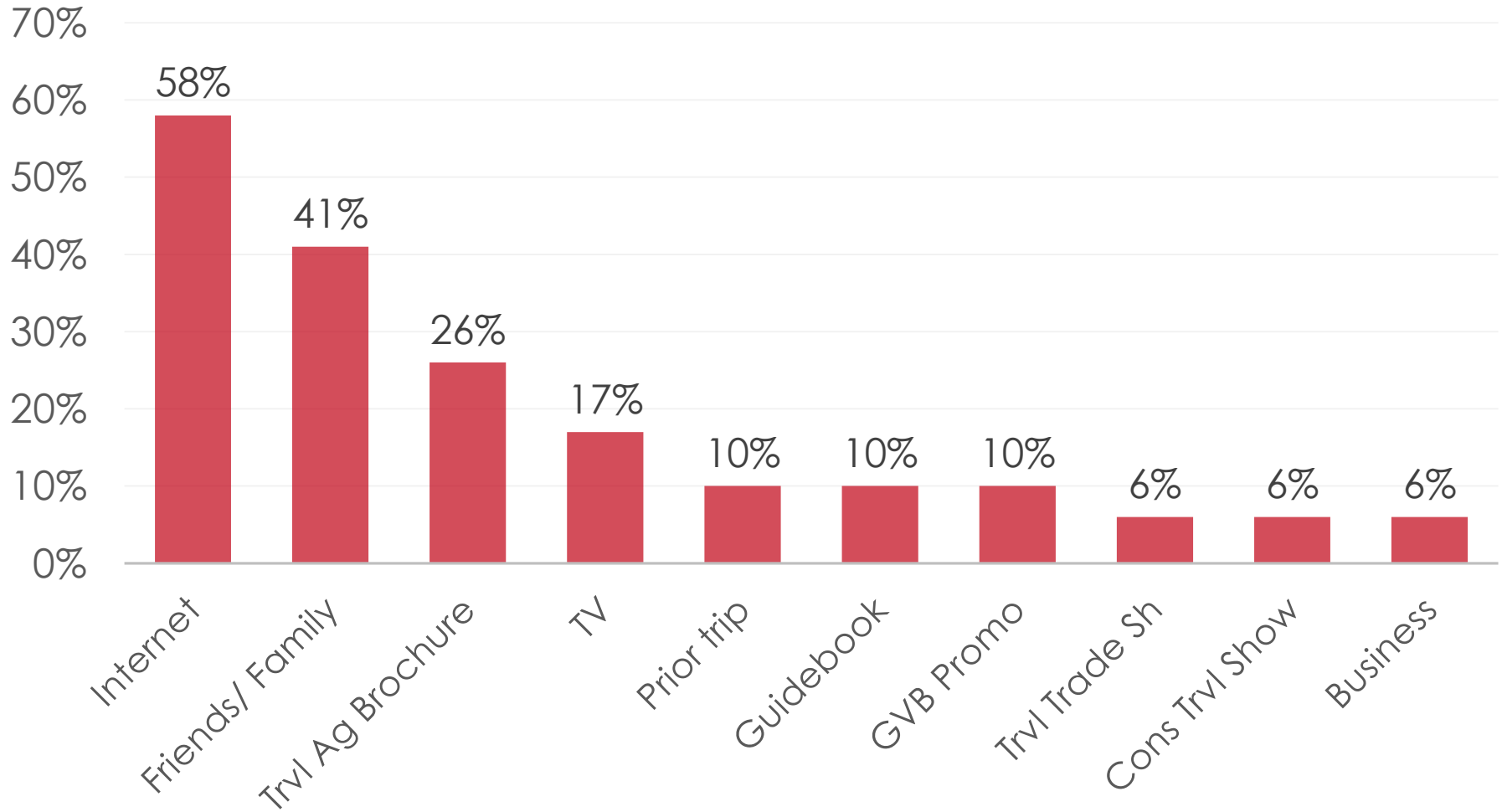
PRE-ARRIVAL SOURCES OF INFORMATION –
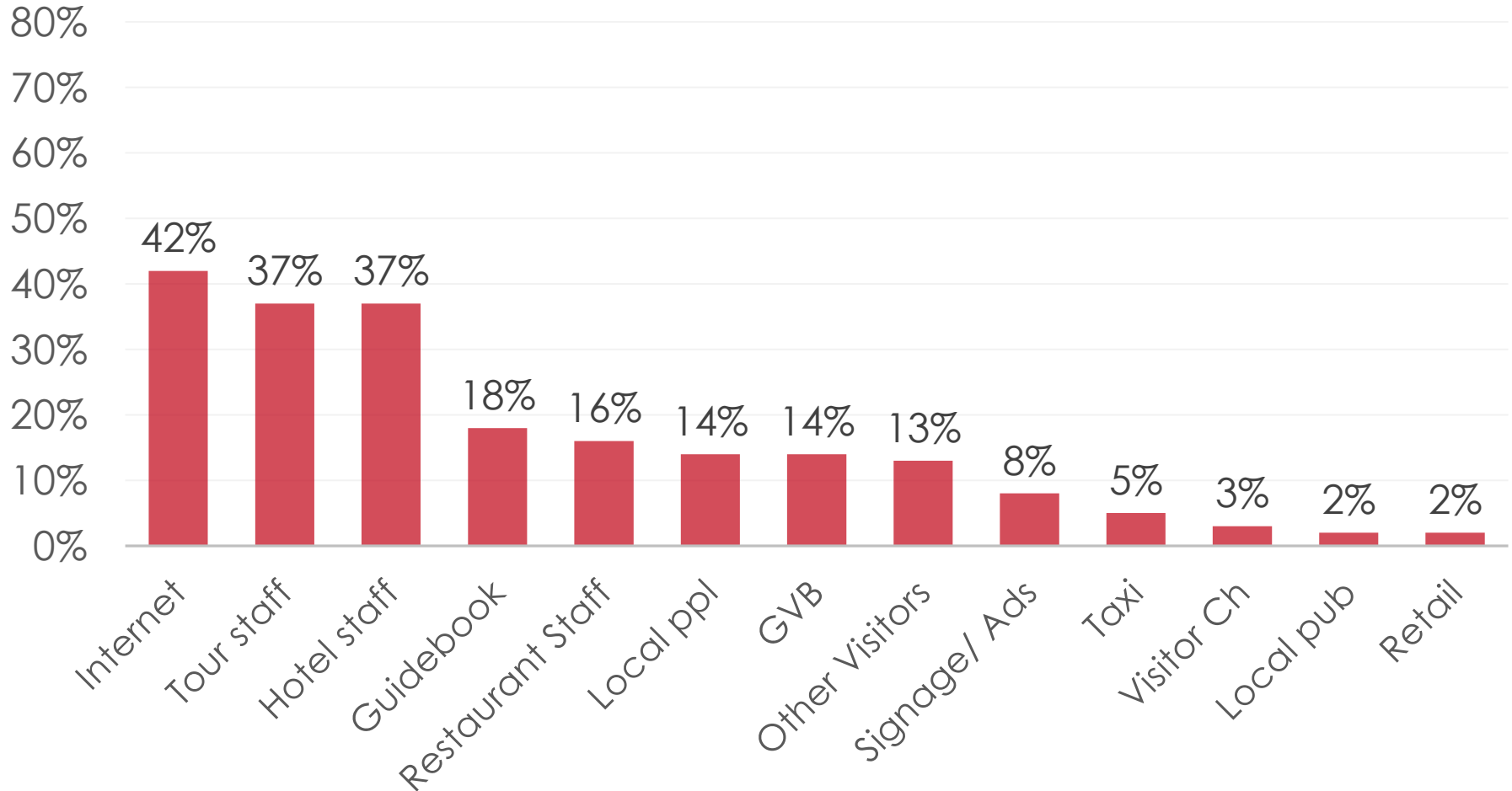## Key Segments

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	58%	50%	55%	57%	56%
	Friend or relative	41%		43%	43%	44%
	Travel agent brochure	26%	50%	30%	14%	44%
	TV	17%	25%	19%		33%
	I have been to Guam before	10%		3%		4%
	Travel guide book at bookstores	10%		12%	14%	7%
	Guam Visitors Bureau promotional activities	10%		10%	14%	4%
	Co-worker/ company travel department	6%	50%	5%		4%
	Travel trade shows	6%		9%	14%	11%
	Consumer travel shows	6%		7%	14%	19%
	Magazine (consumer)	4%		4%		4%
	Newspaper	2%		3%		
	Guam Visitors Bureau office	1%		1%		
	Total	153	4	91	7	27

Prepared by Anthology Research

[A]

ONISLE
SOURCES OF INFORMATION

[A]

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	Internet/Mobile App	42%		35%	57%	44%
	Hotel staff	37%	25%	37%	29%	30%
	Tour staff	37%	75%	38%	14%	63%
	Guide books I brought with me	18%		24%	43%	26%
	Restaurant staff (outside hotel)	16%		15%	14%	7%
	Local people	14%		12%		11%
	Guam Visitors Bureau	14%	25%	16%		11%
	Other visitors	13%		13%		19%
	Signs/ advertisement	8%		9%		4%
	Taxi drivers	5%		3%	14%	
	Visitors channel	3%	25%	4%		7%
	Retail staff	2%		2%	14%	7%
	Local publication	2%		2%		
	Total	153	4	91	7	27

Prepared by Anthology Research
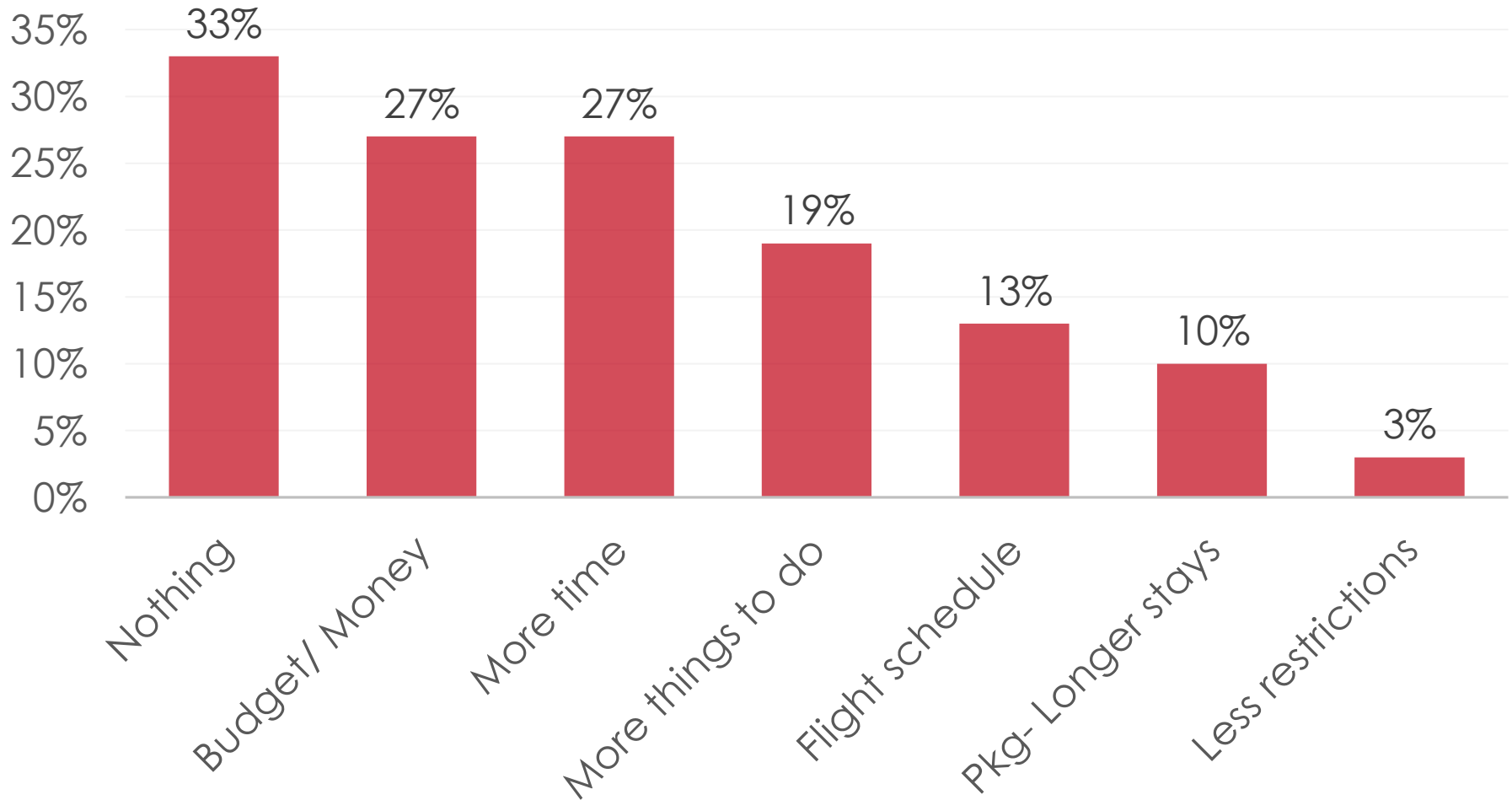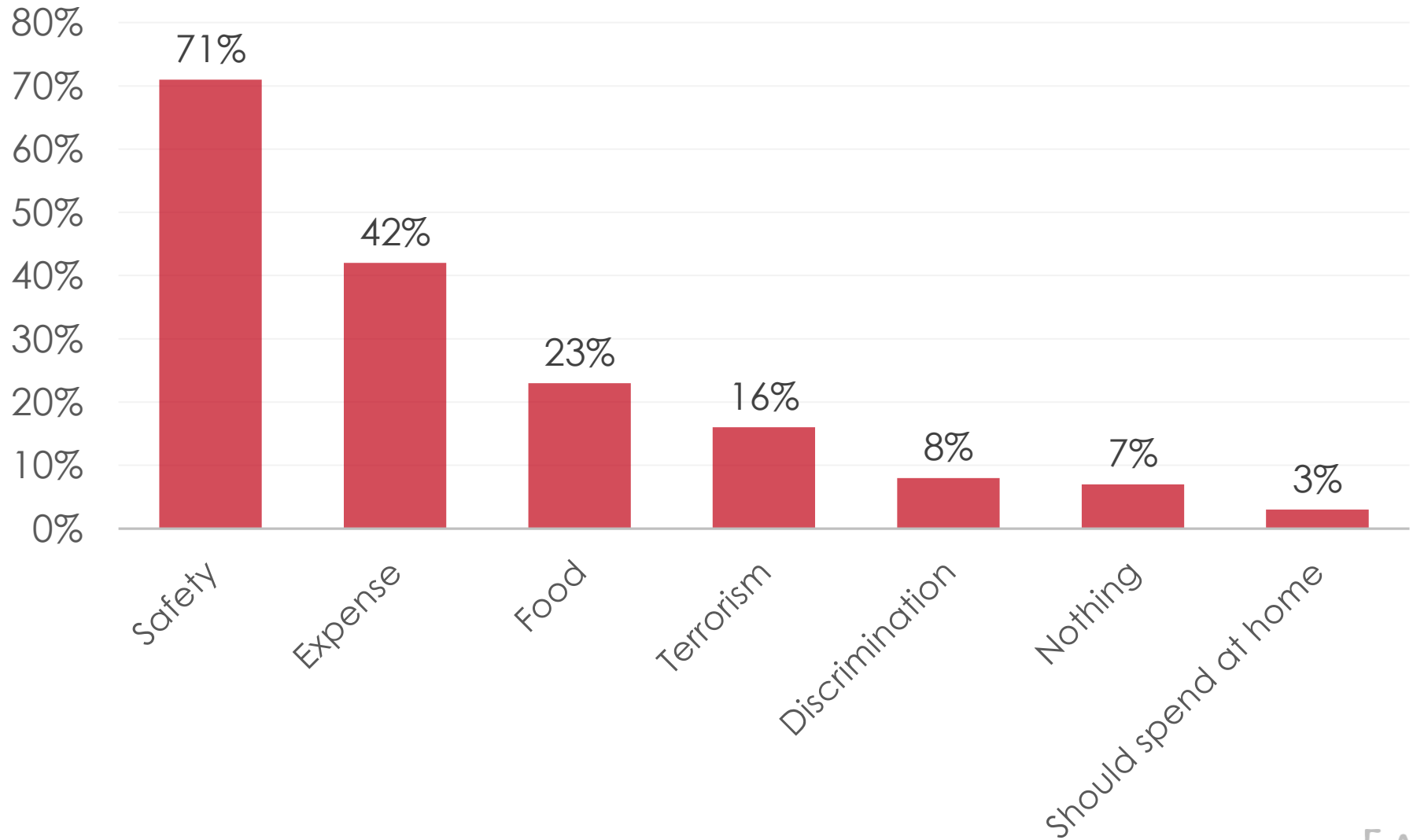
[A]

SECTION 6
FUTURE TRAVEL TO GUAM

[A]

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

[A]
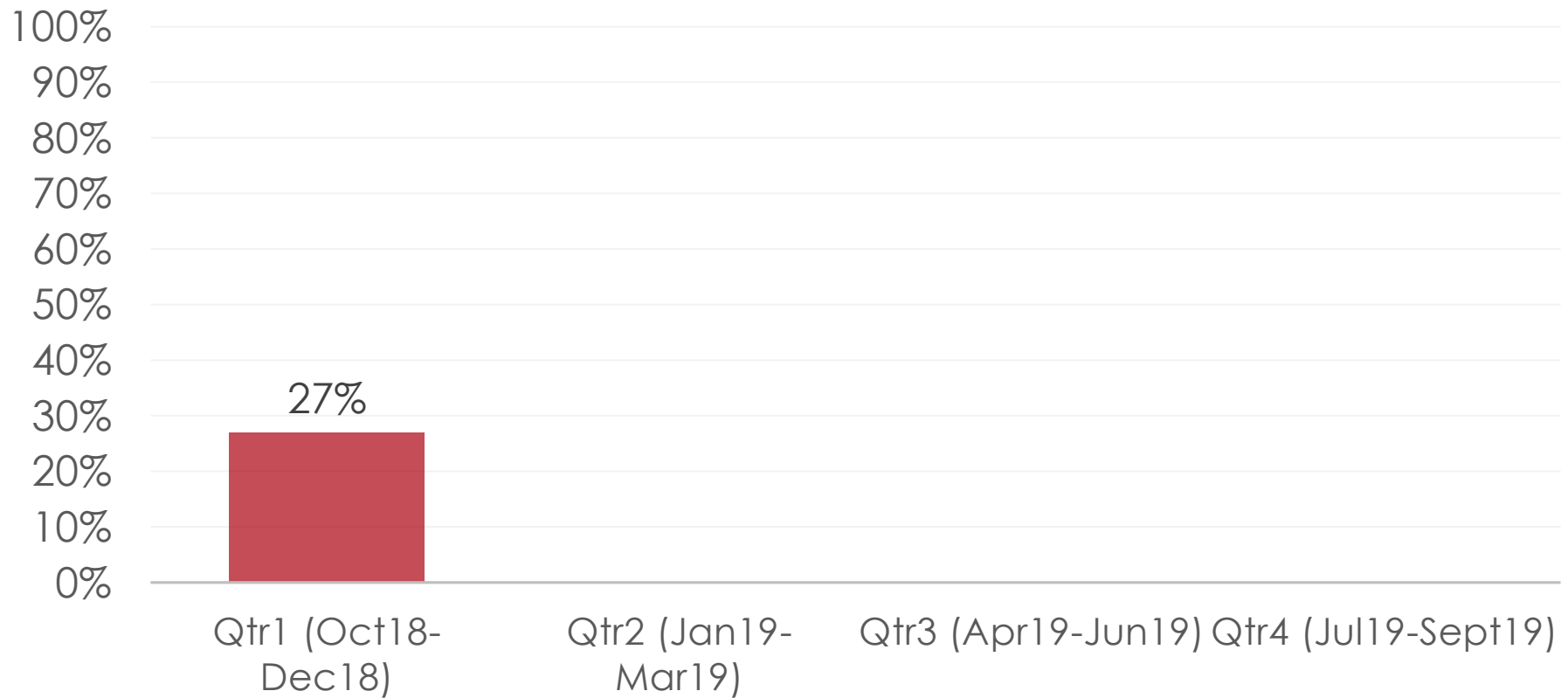
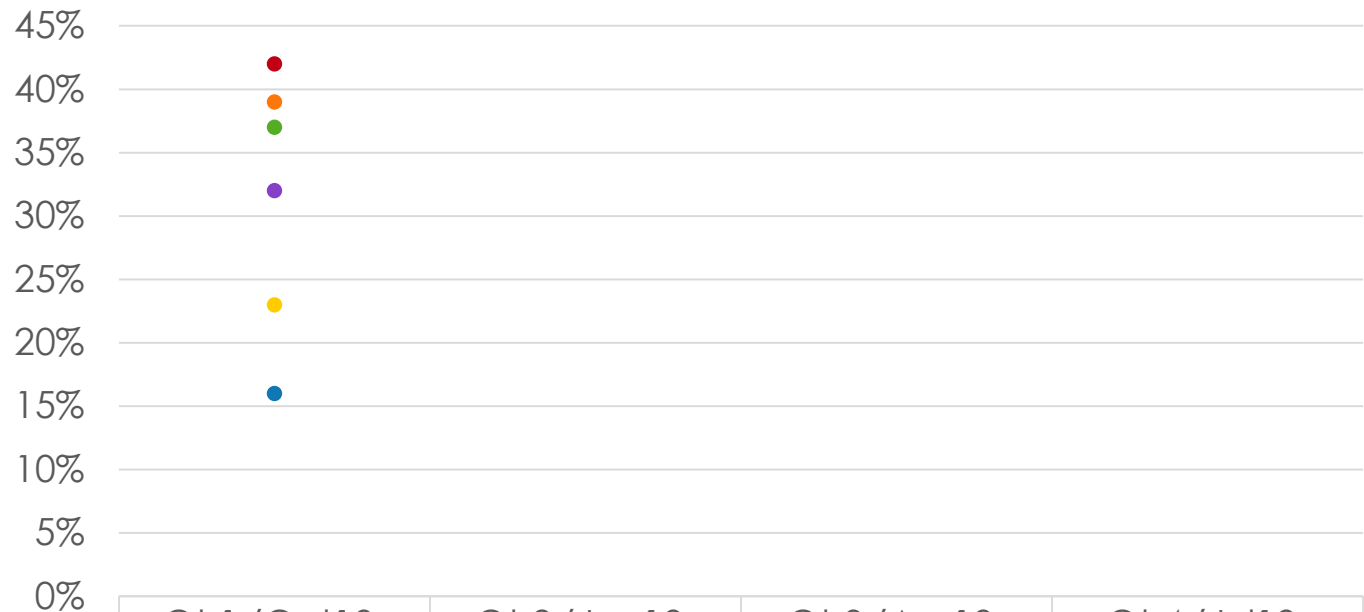# What would it take to make you stay an extra day on Guam?
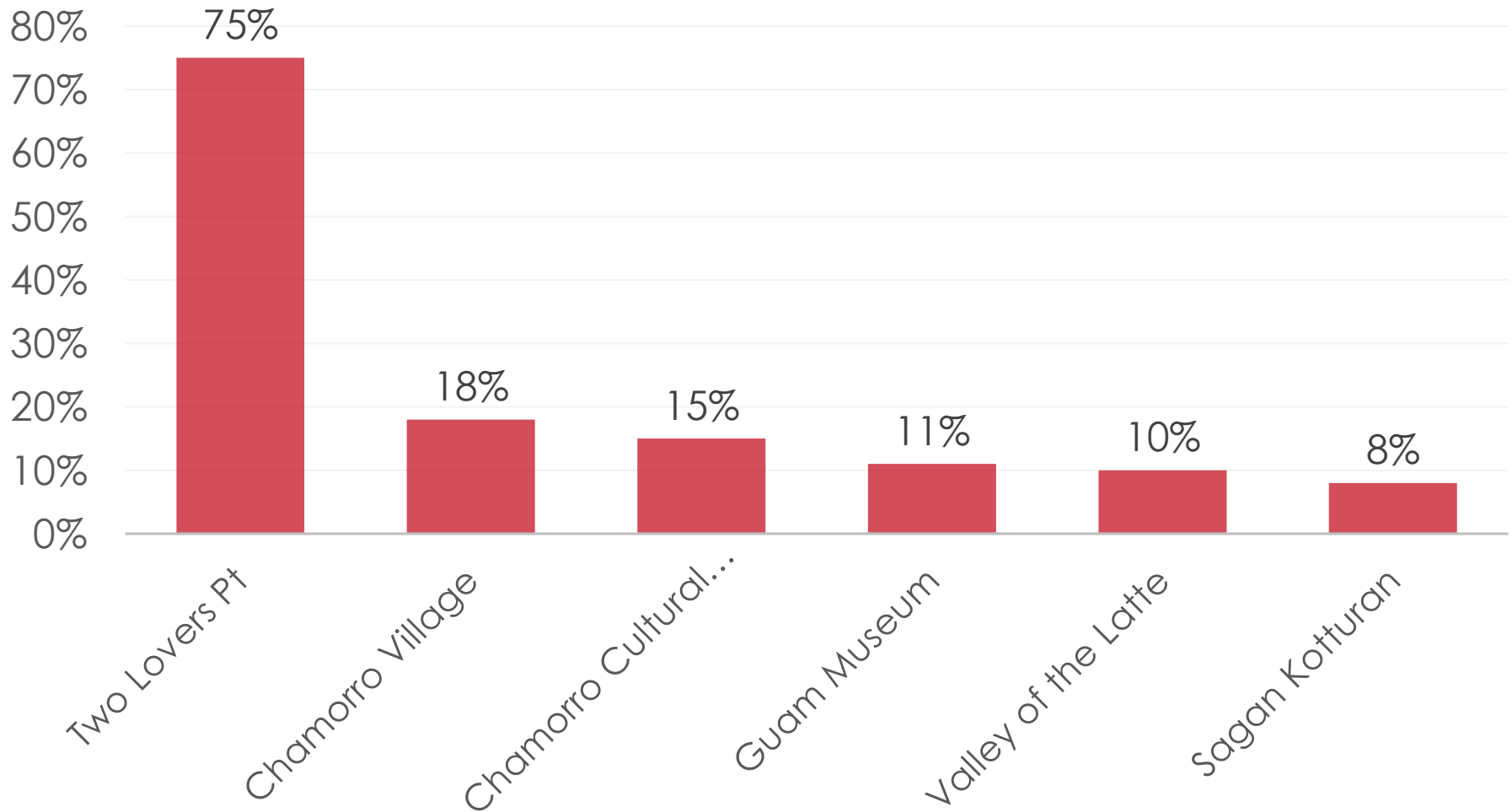
[A]

FUTURE TRAVEL CONCERNS

[A]

SECTION 7
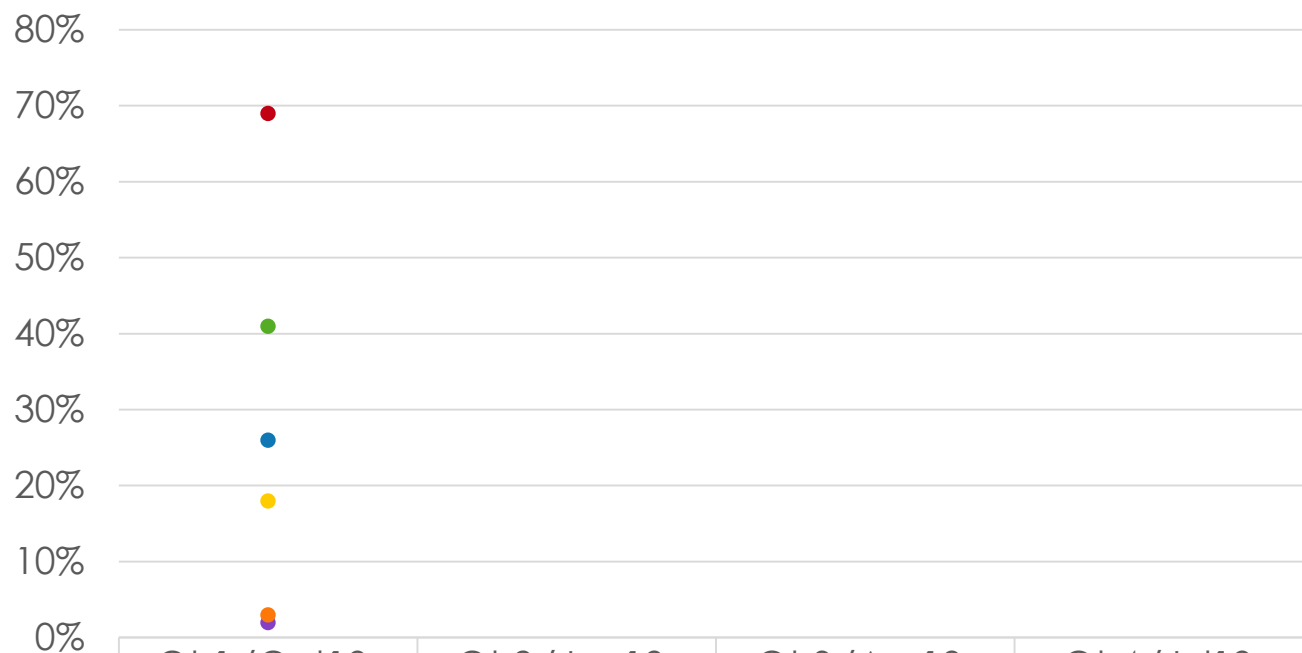# GUAM CULTURE

EXPERIENCED-
CHAMORRO/ HAFA ADAI SPIRIT

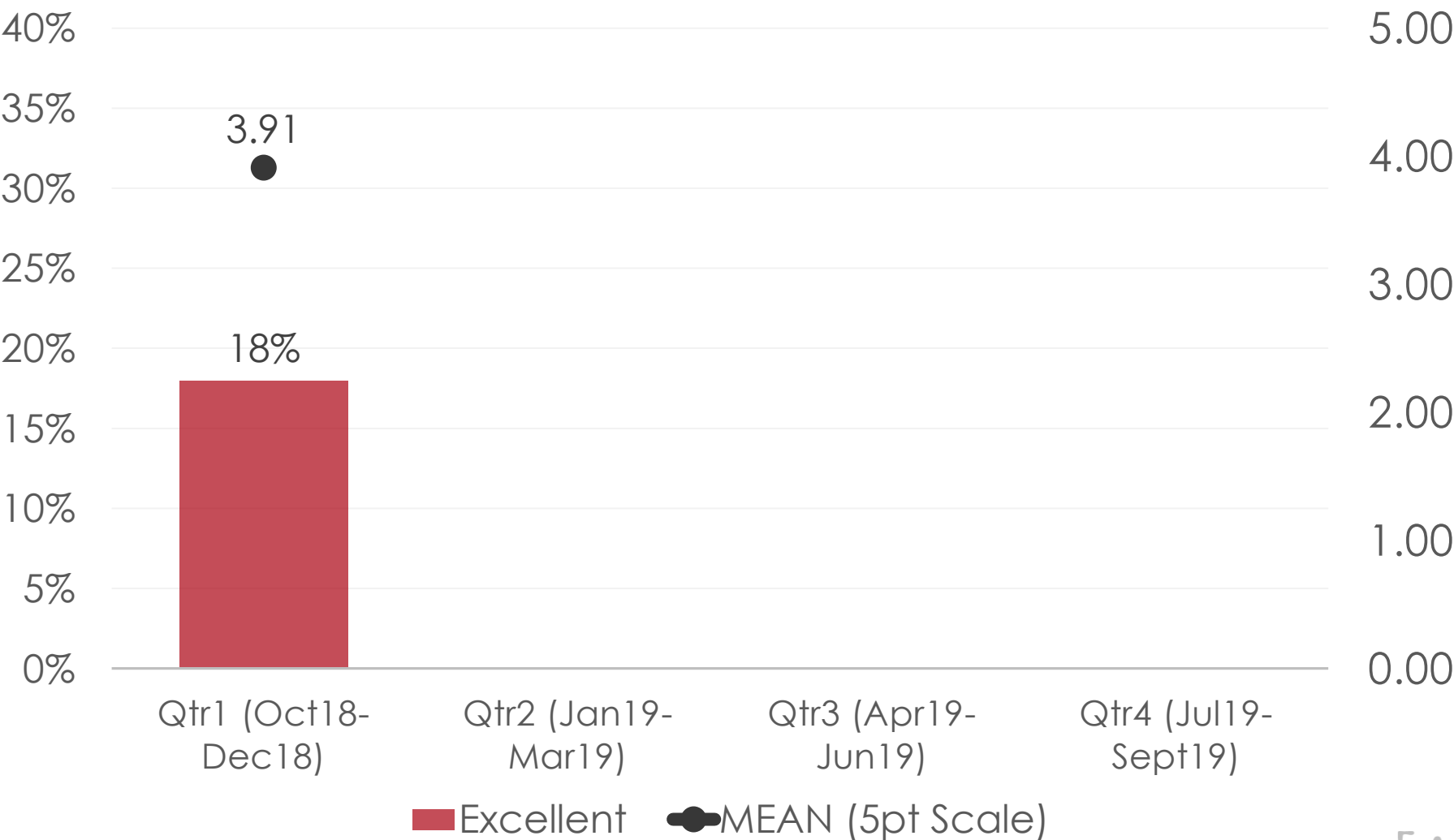|	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
Did NOT experience	16%			
Beaches	42%			
Chamorro cuisine	37%			
Night Market	23%			
Socializing- locals	32%			
Local Music	39%			

[A]

EXPERIENCED-
OTHER CULTURAL ACTIVITY/EVENTS

[A]

SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
Travel guide/ brochure	26%			
Travel agency	69%			
Internet	41%			
Family/ Friends	18%			
Hotel staff	2%			
Print	3%			

SATISFACTION-
CULTURAL ACTIVITY/EVENTS

[A]

OBSTACLES-
CULTURAL ACTIVITY/EVENTS

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
Schedule	30%			
Unaware	26%			
Did not want to	26%			
Did not know where	17%			

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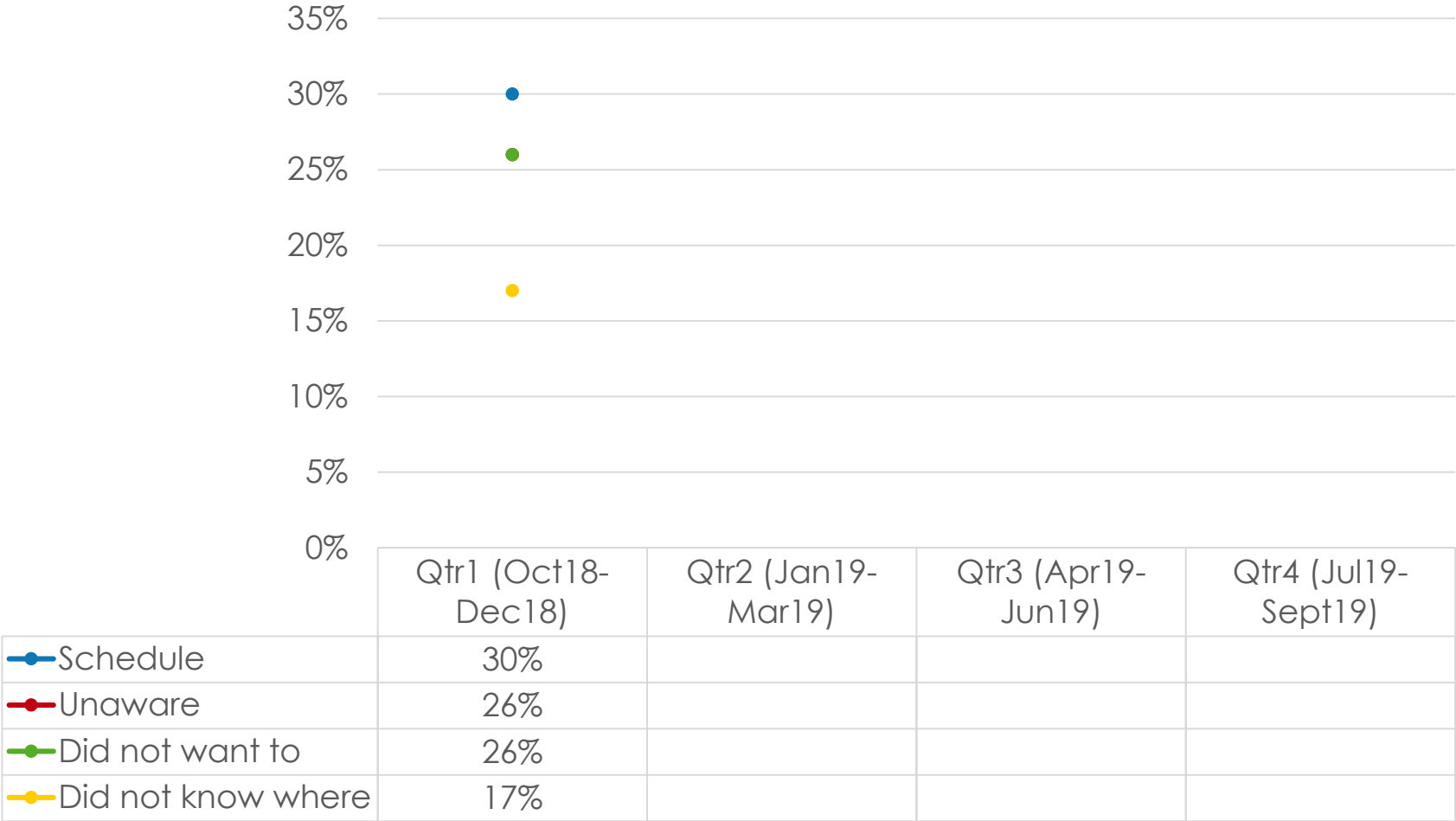
WEDDING SATISFACTION

[A]

Wedding Facility

[A]

Wedding Facility Staff

5.26

26%

Qtr1 (Oct18-Dec18)   Qtr2 (Jan19-Mar19)   Qtr3 (Apr19-Jun19)   Qtr4 (Jul19-Sept19)

■ Very Satisfied   ●━MEAN (7pt Scale)

[A]

Wedding Services

Bar and scatter chart showing Wedding Services satisfaction by quarter.

- Qtr1 (Oct18-Dec18): Very Satisfied = 25%, MEAN (7pt Scale) = 5.29
- Qtr2 (Jan19-Mar19): no data
- Qtr3 (Apr19-Jun19): no data
- Qtr4 (Jul19-Sept19): no data

Legend: ■ Very Satisfied ● MEAN (7pt Scale)

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Wedding Package

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

5.33

30%

7.00
6.00
5.00
4.00
3.00
2.00
1.00
0.00

Qtr1 (Oct18-Dec18)   Qtr2 (Jan19-Mar19)   Qtr3 (Apr19-Jun19)   Qtr4 (Jul19-Sept19)

■ Very Satisfied   ●━MEAN (7pt Scale)

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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.

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Drivers- Overall Satisfaction

Drivers of Overall Satisfaction, 1st Qtr. 2019	
Drivers:	**rank**
Quality & Cleanliness of beaches & parks	
Ease of getting around	
Safety walking around at night	
Quality of daytime tours	**1**
Variety of daytime tours	
Quality of nighttime tours	
Variety of nighttime tours	
Quality of shopping	
Variety of shopping	**2**
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	**3**
Quality/cleanliness of transportation vehicles	
% of Overall Satisfaction Accounted For	**59.0%**
NOTE: Only significant drivers are included.	

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Drivers of Overall Satisfaction

- **Overall satisfaction** with the Taiwan visitor's experience on Guam is driven by three significant factors in the 1st Quarter 2019 Period. By rank order they are:
    - **Quality of daytime tours,**
    - **Variety of shopping, and**
    - **Quality of ground handler.**

- With these three factors the overall r^2 is .590, meaning that **59.0% of overall satisfaction is accounted for by these factors.**

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Drivers – On-Isle Expenditures

Drivers of Per Person On Island Expenditures, 1st Qtr. 2019	
Drivers:	**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	**6.1%**
NOTE: Only significant drivers are included.	

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Drivers of On-Isle Expenditures

- **Per Person On Island Expenditure** of Taiwan visitors on Guam is driven by one significant factor in the 1st Quarter FY2019 period. It is:

    – **Quality of shopping.**

- With this factor, the overall r^2 is .061, meaning that **6.1% of per person on island expenditure is accounted for by this factor.**

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