



Guam Visitors Bureau

Taiwan Visitor Tracker Exit Profile & Market Segmentation Report

FY2019 - QTR.2 (JAN-MAR 2019)

[ANTHOLOGY®]
RESEARCH



Background and Methodology

- All surveys were partially interviewer administered. Upon completion of the surveys, Anthology's professional Taiwanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent was present.
- A total of 155 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 155 is +/- 7.87 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 +/- 7.87 percentage points.

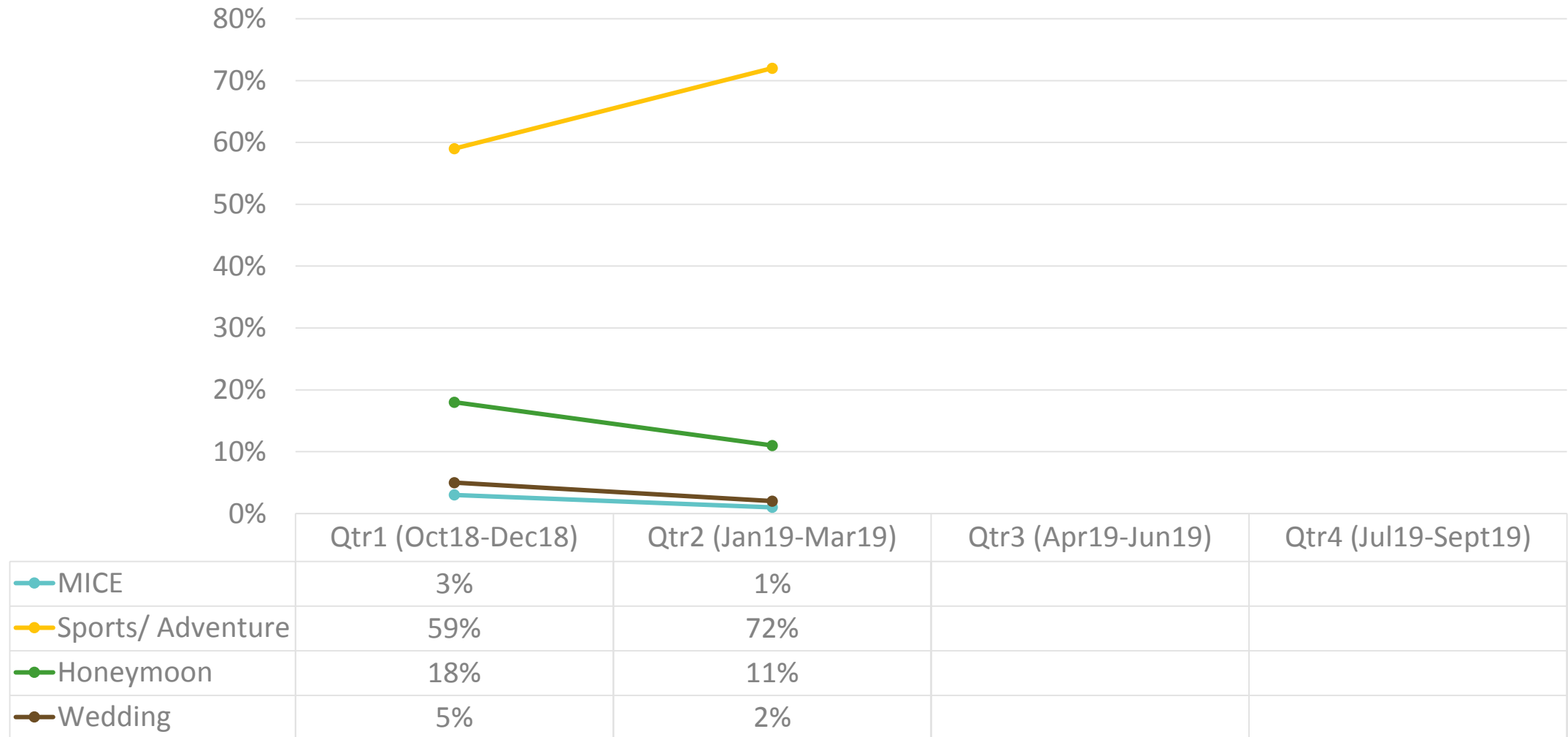
Objectives

- To monitor the effectiveness of the Taiwanese seasonal campaigns in attracting Taiwanese visitors, refresh certain baseline data, and 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 (Q8 Convention/ Conference/ Trade Show/ Incentive Trip)
 - Honeymoon (Q8)
 - Wedding (Q8 Get married/ attend wedding)
 - Sport/ Adventure (Q8 Scuba, water sports, organized sporting activity/ event / Q38)
 - To identify the most significant factors affecting overall visitor satisfaction.
 - To identify (for all visitors from Taiwan) the most important determinants of on-island spending.

Key Highlighted Segments

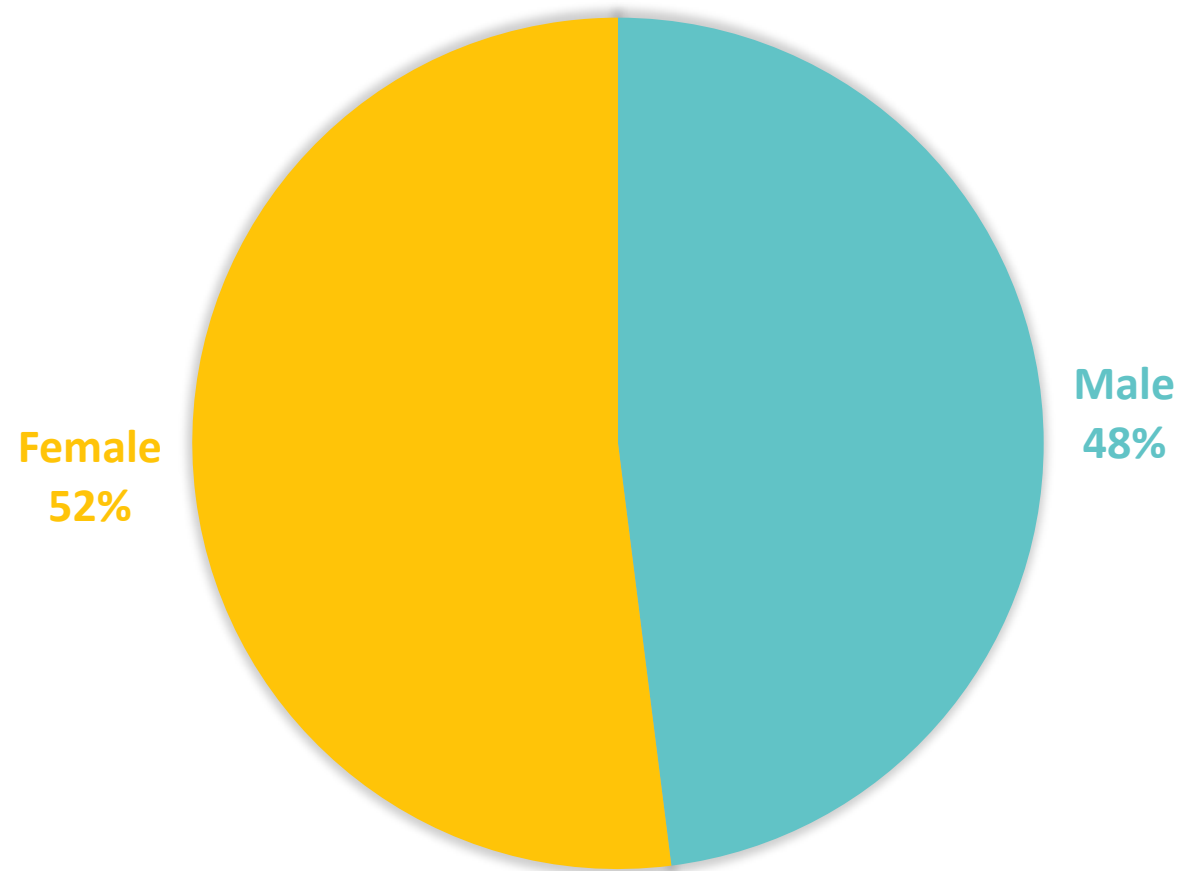




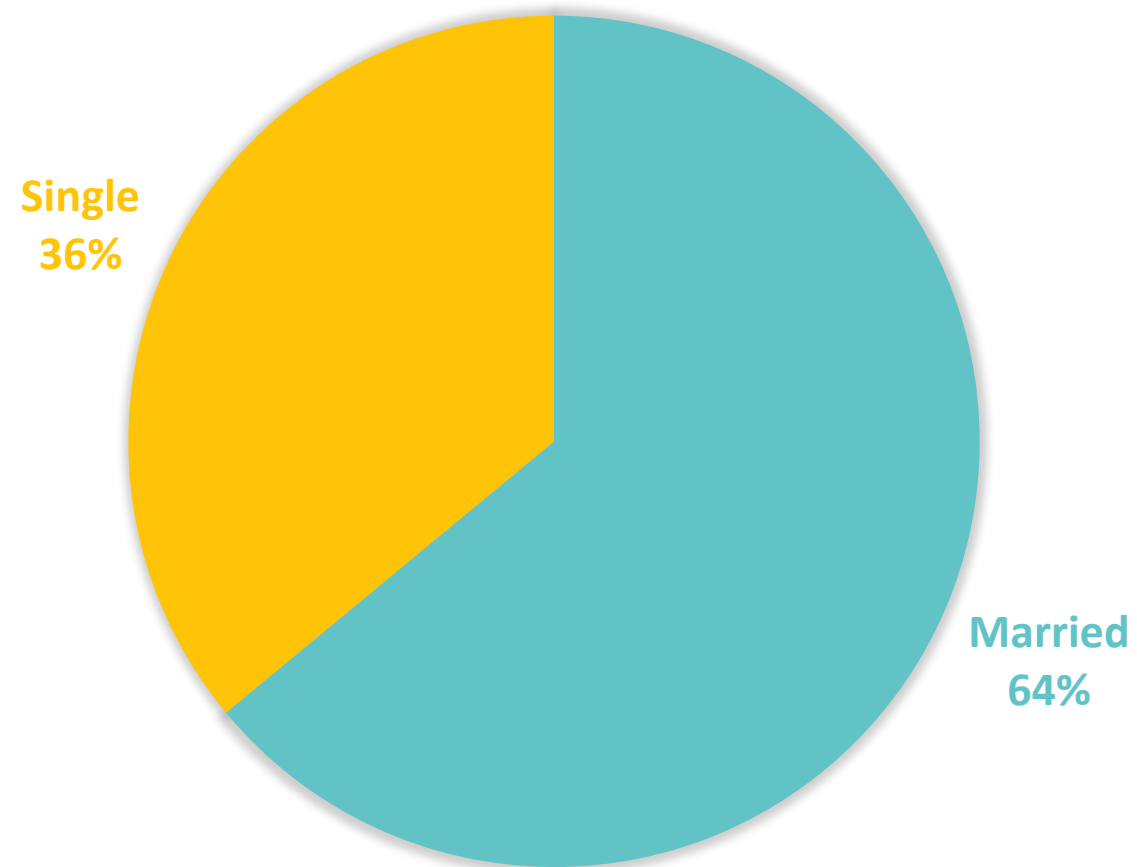
SECTION 1

PROFILE OF RESPONDENTS

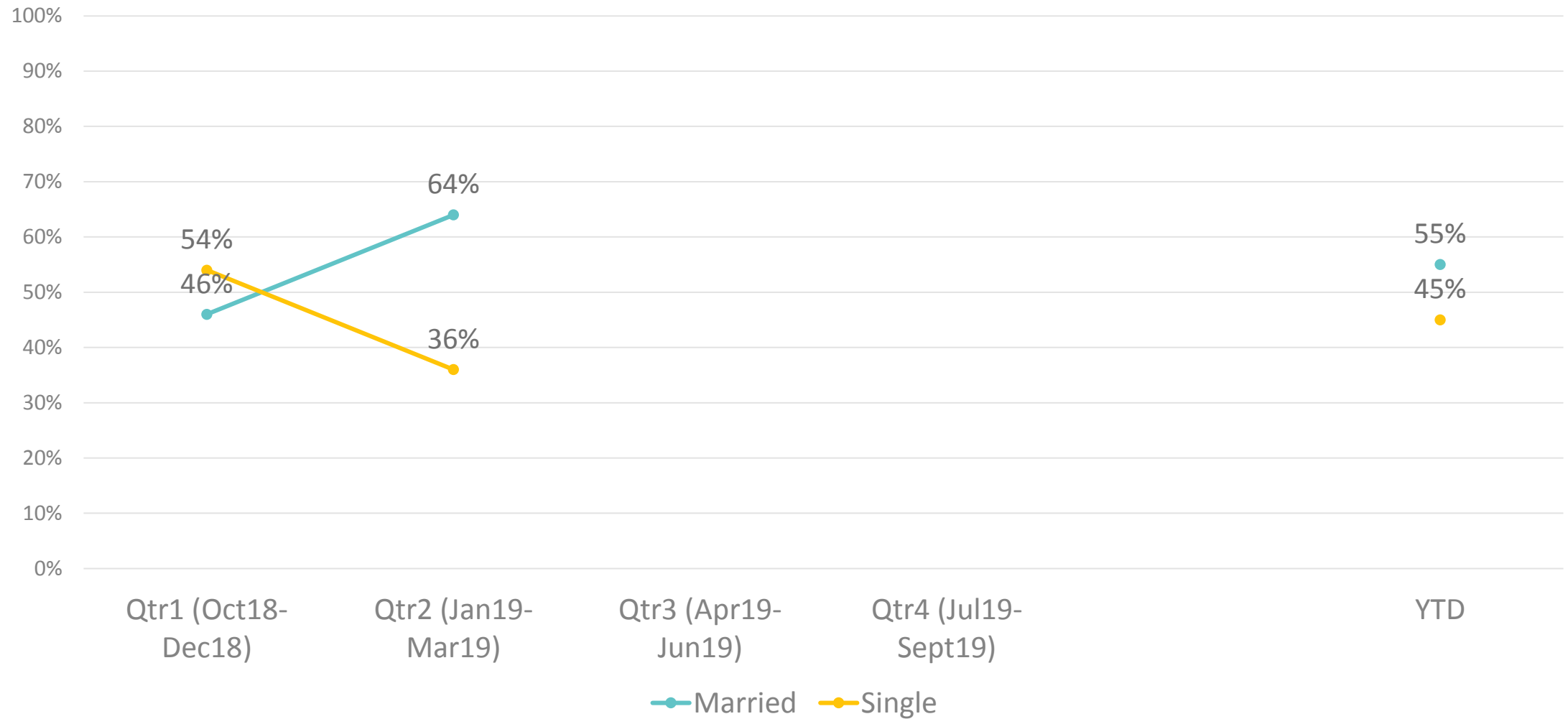
GENDER



MARITAL STATUS



MARITAL STATUS – TRACKING



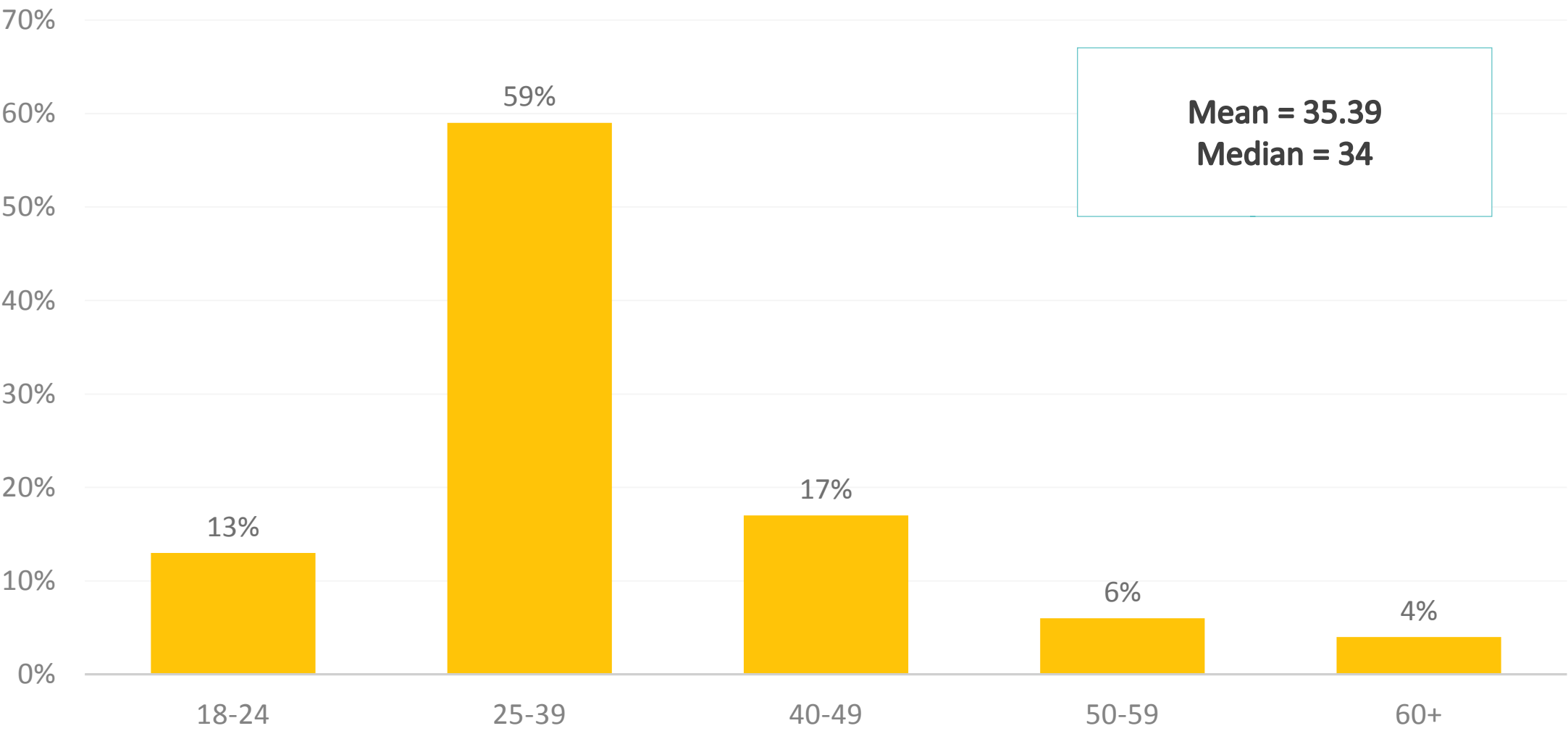
MARITAL STATUS – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
QE Are you married or single?

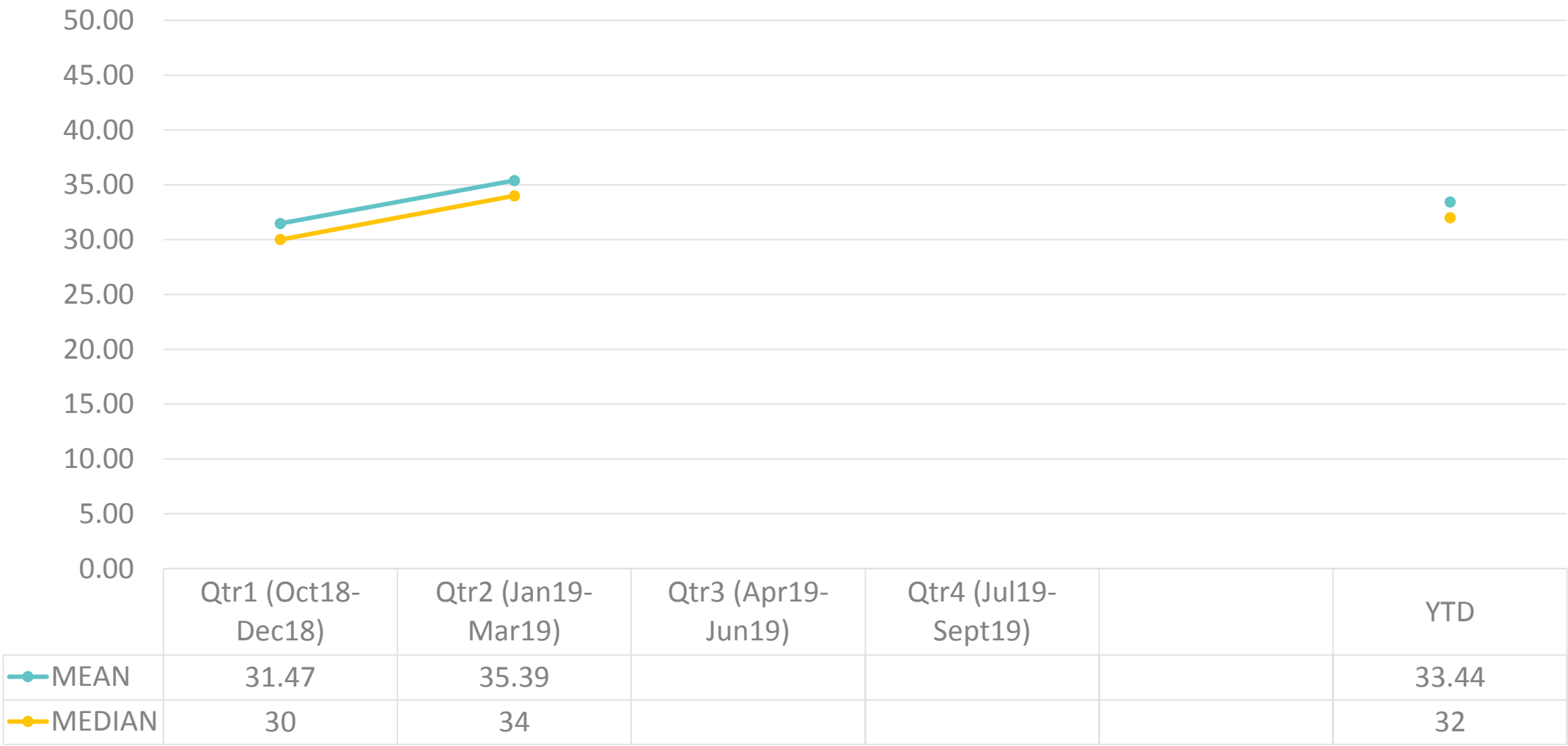
		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOON	WEDDING
		-	-	-	-	-
QE	Married	64%	67%	100%	88%	100%
	Single	36%	33%		12%	
	Total	155	111	1	17	3

Prepared by Anthology Research

AGE



AGE – TRACKING



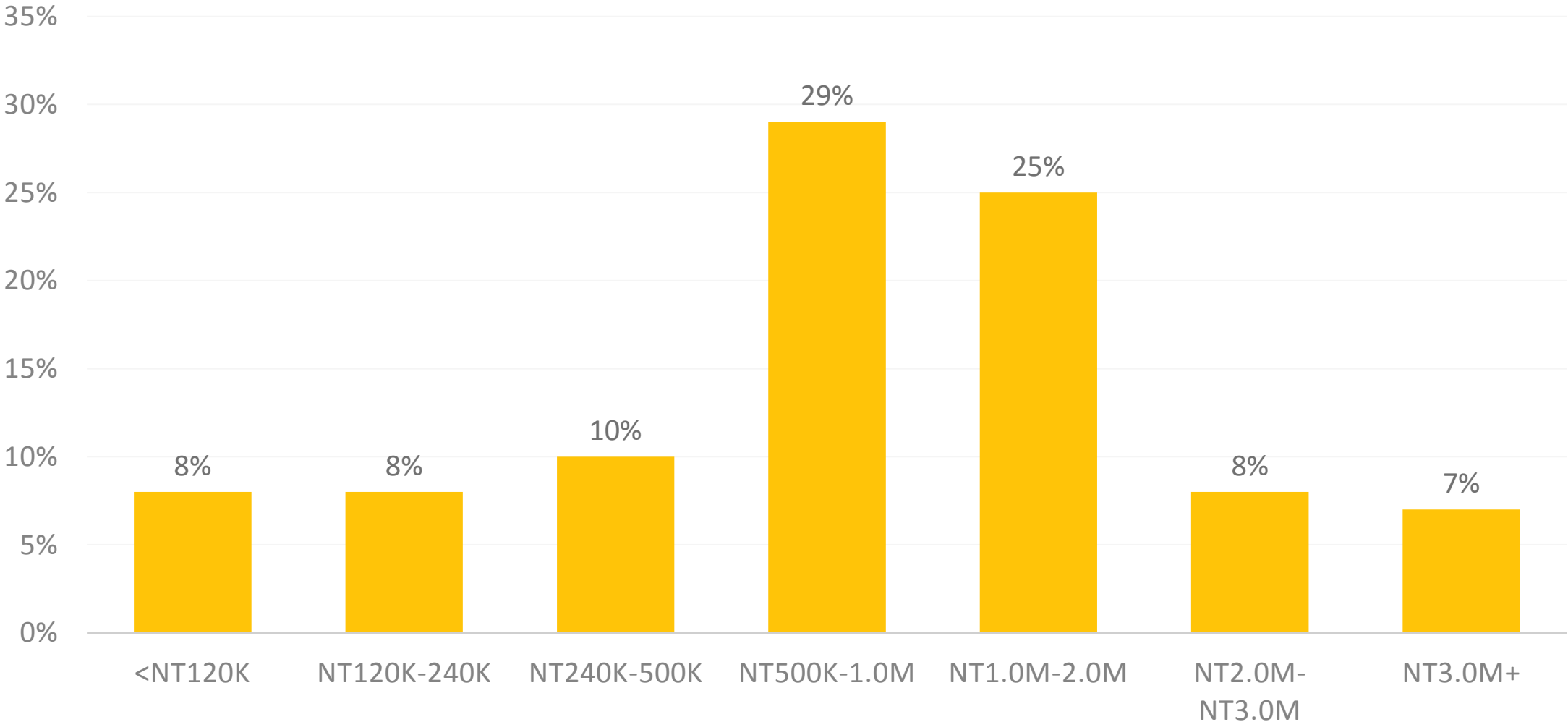
AGE – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
QF What was your age on your last birthday?

		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOON	WEDDING
		-	-	-	-	-
QF	18-24	13%	14%			
	25-39	59%	60%	100%	82%	100%
	40-49	17%	18%		18%	
	50-59	6%	5%			
	60+	4%	3%			
	Total	155	111	1	17	3
QF	Mean	35.39	34.64	35.00	31.76	32.67
	Median	34	34	35	30	33

Prepared by Anthology Research

HOUSEHOLD INCOME



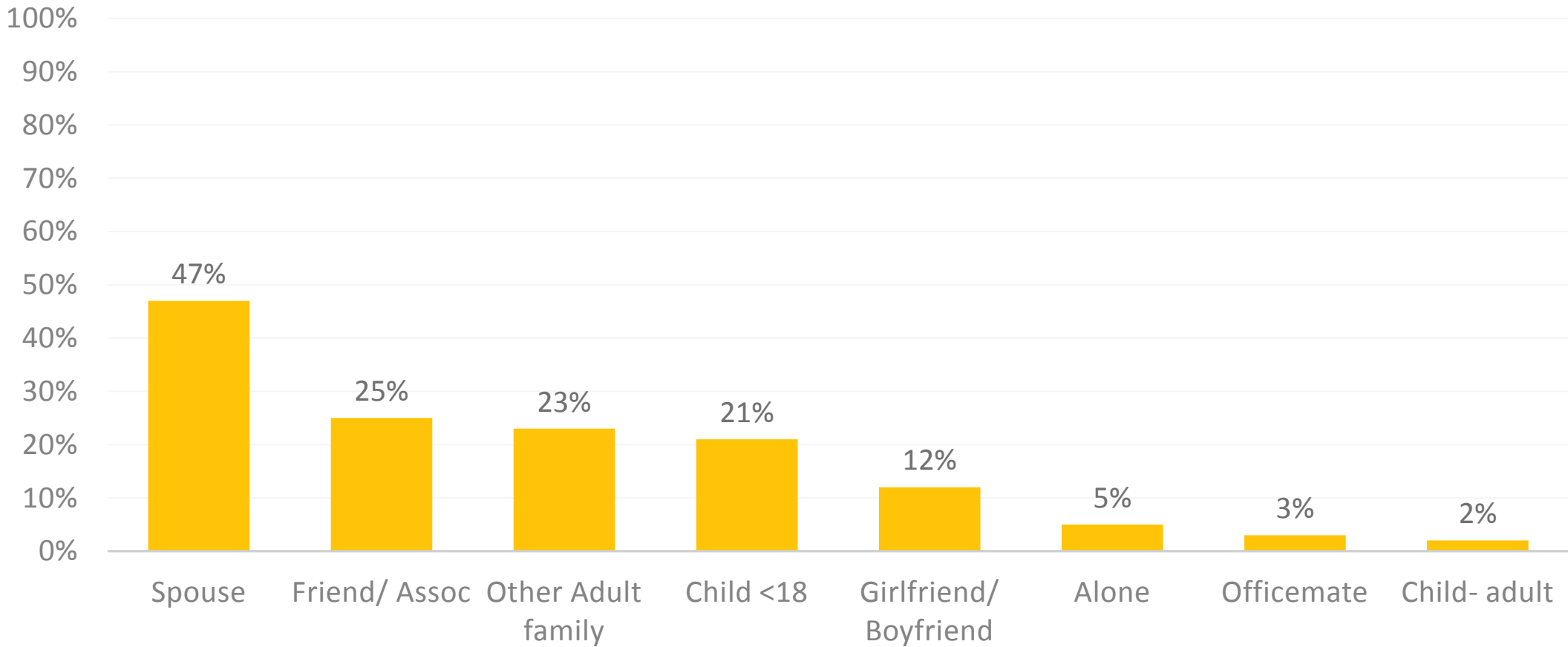
HOUSEHOLD INCOME – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
D2 What is your approximate annual household income, before taxes?

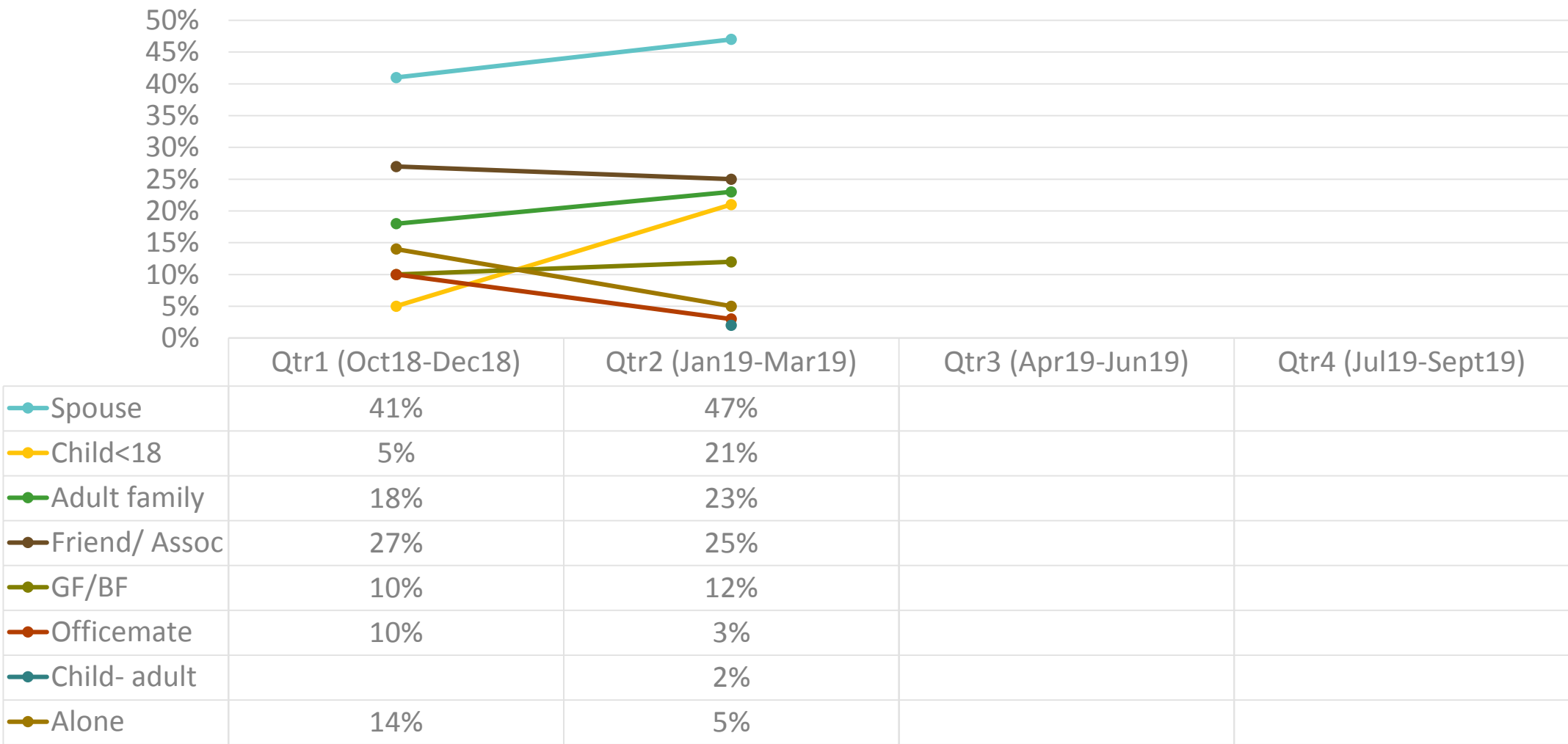
		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOON	WEDDING
		-	-	-	-	-
D2	< NT120K	8%	7%	100%		
	NT120K-240K	8%	8%		12%	33%
	NT240K-500K	10%	11%		12%	
	NT500K-1.0M	29%	32%		41%	67%
	NT1.0M-2.0M	25%	27%		29%	
	NT2.0M-3.0M	8%	8%			
	NT3.0M+	7%	4%		6%	
	No income	5%	4%			
	Total	155	111	1	17	3

Prepared by Anthology Research

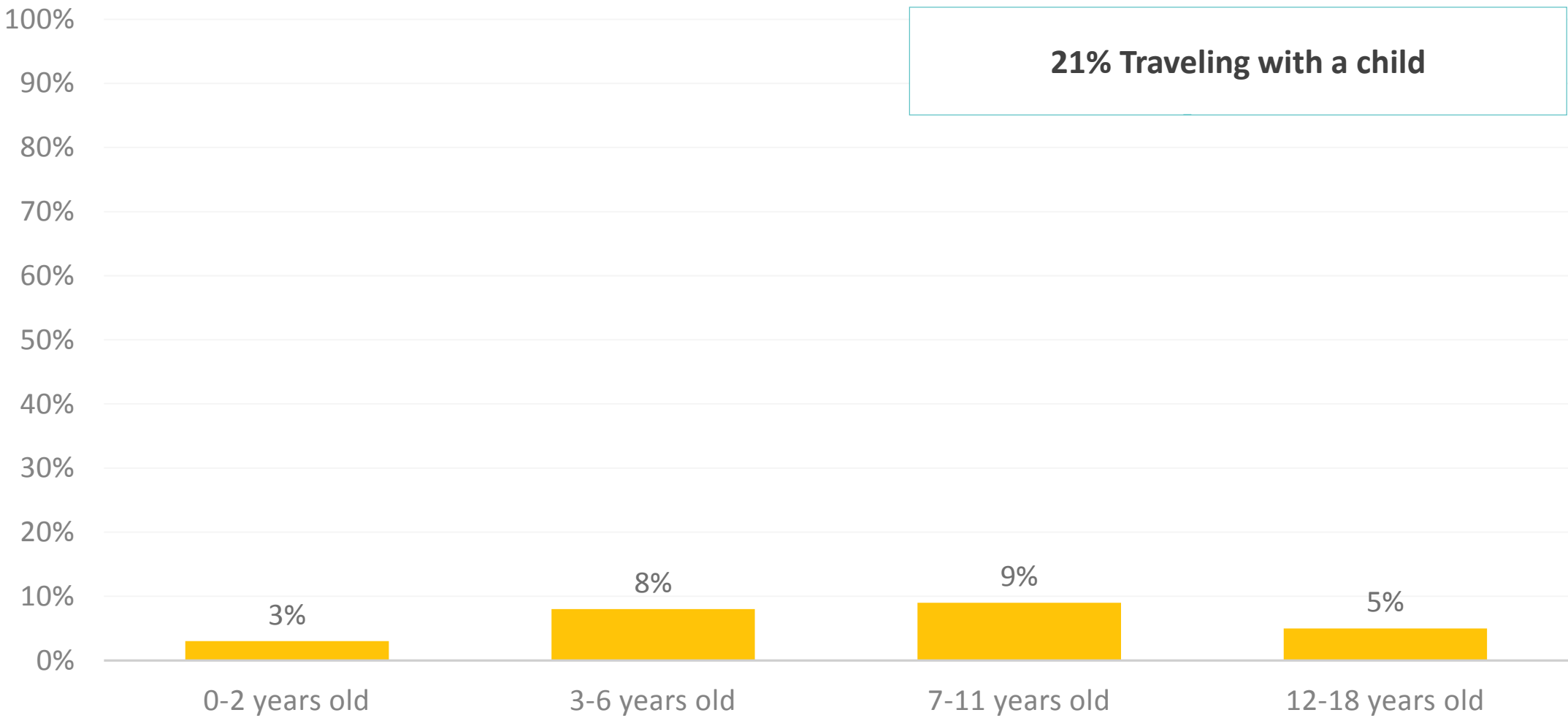
TRAVEL PARTY



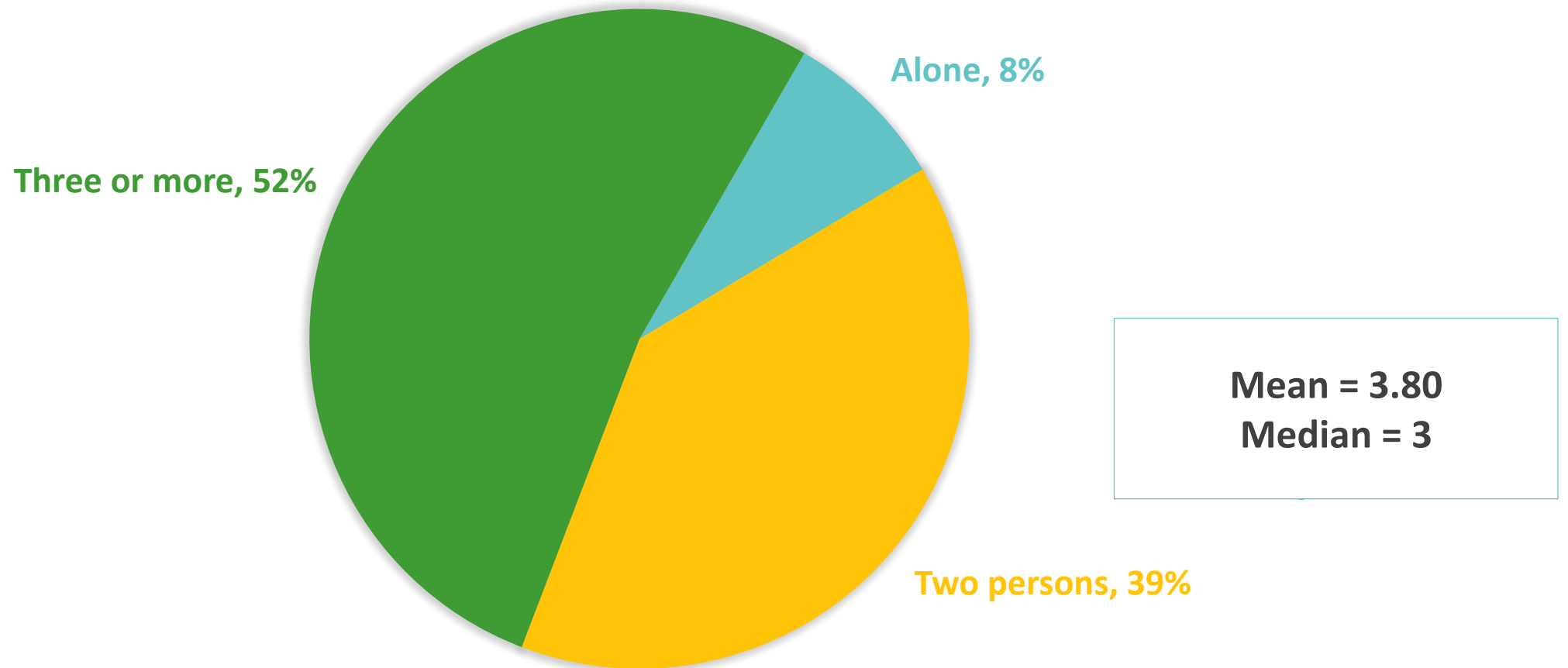
TRAVEL PARTY – TRACKING



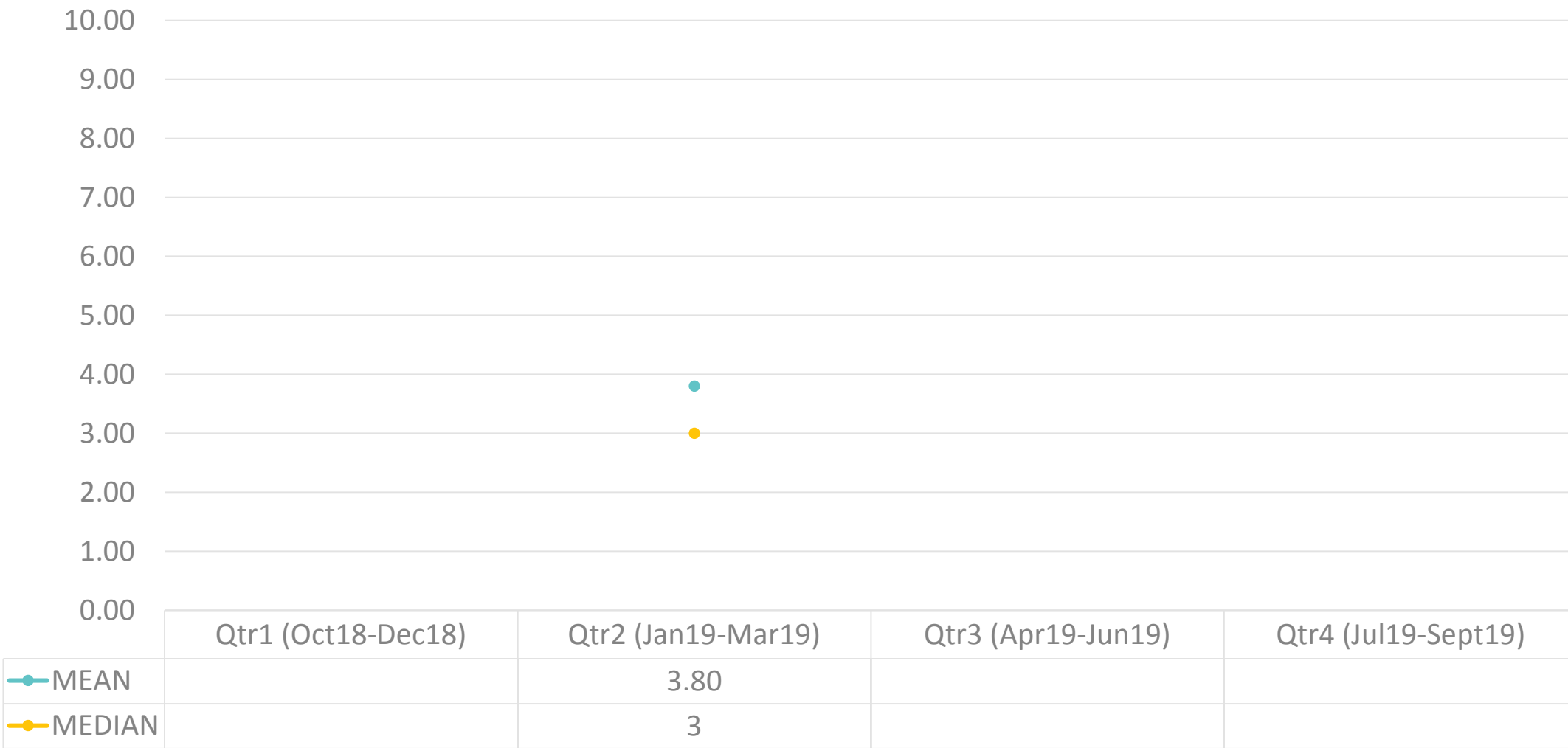
TRAVEL PARTY – CHILD UNDER 18



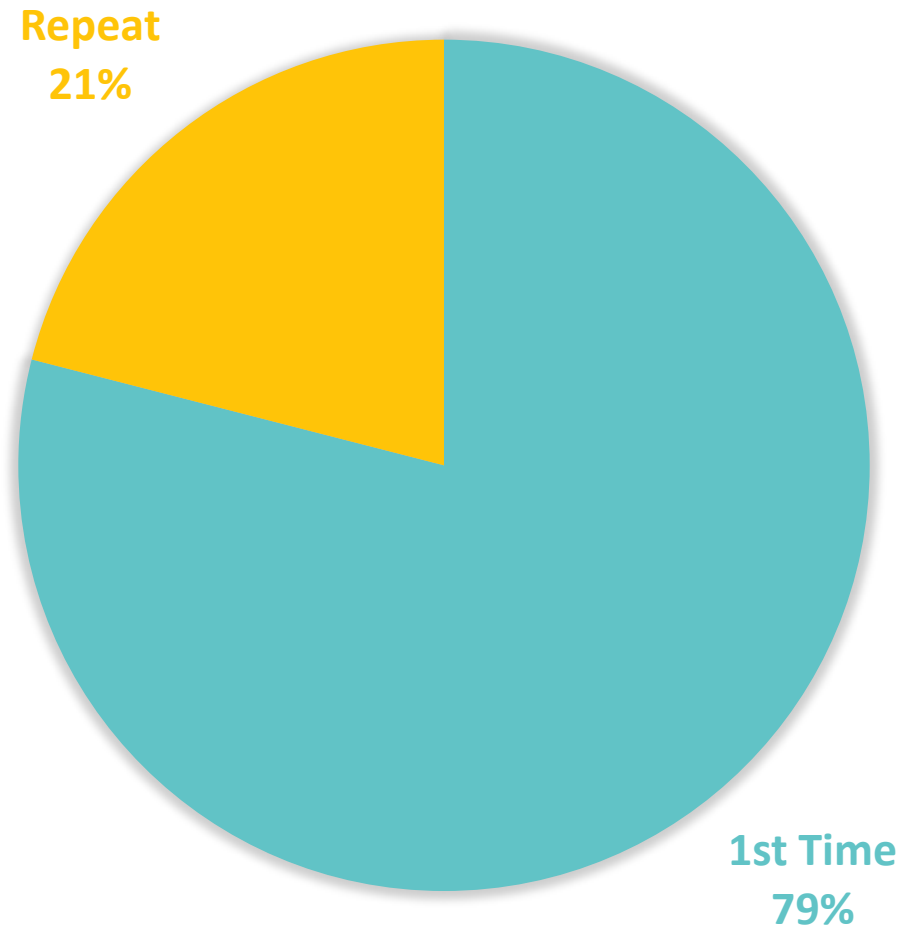
TRAVEL PARTY SIZE



TRAVEL PARTY SIZE – TRACKING

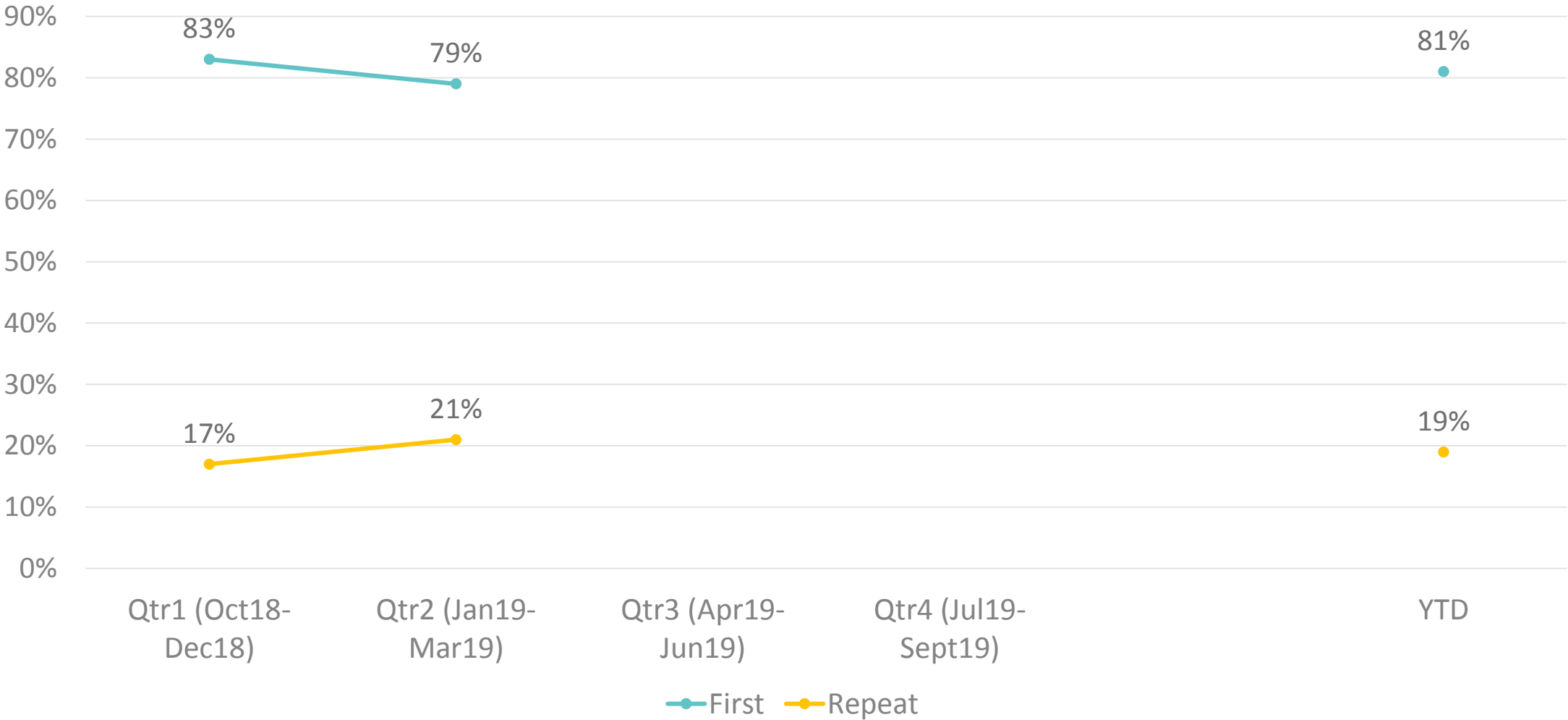


TRIPS TO GUAM



Mean = 1.60
Median = 1

TRIPS TO GUAM – TRACKING



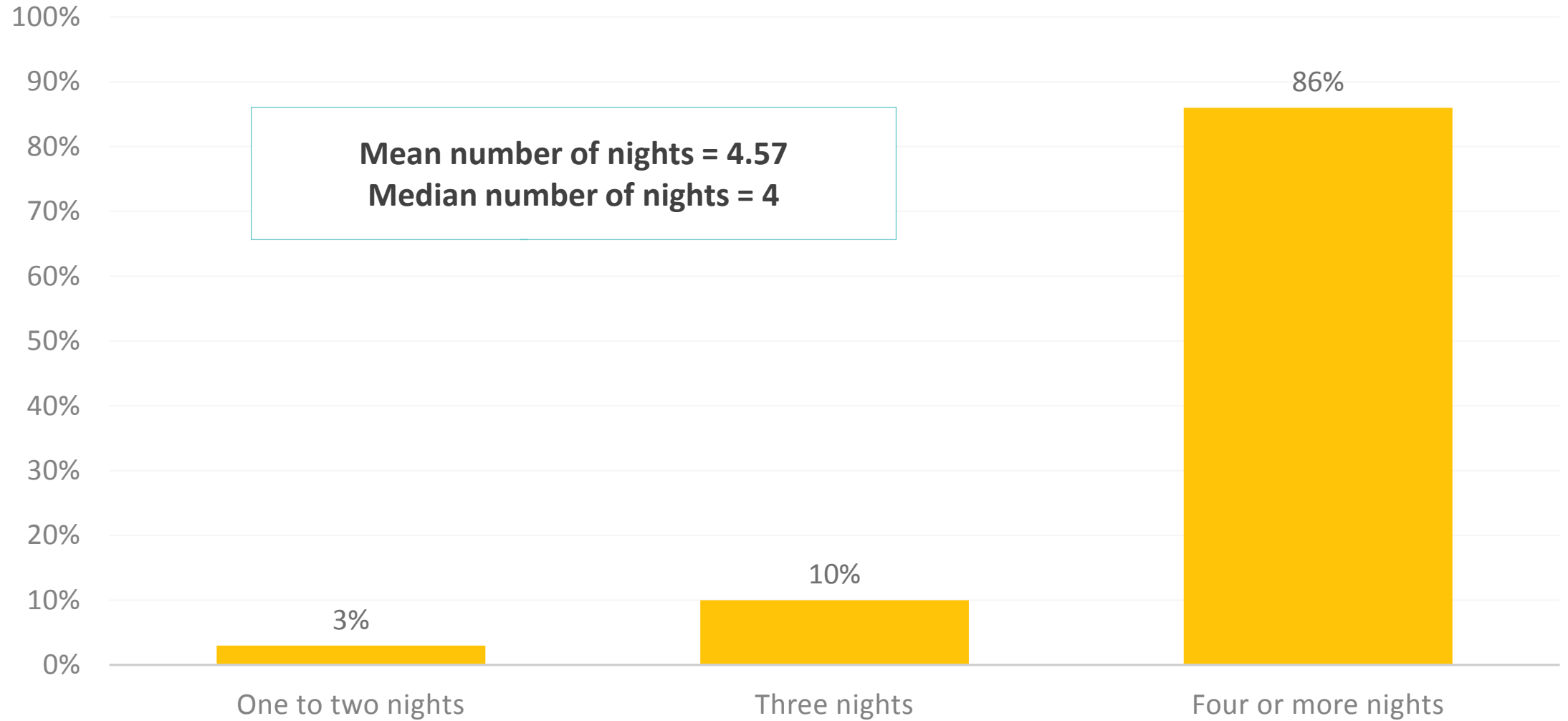
TRIPS TO GUAM – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
Q9 Including this trip, how many times have you been to Guam?

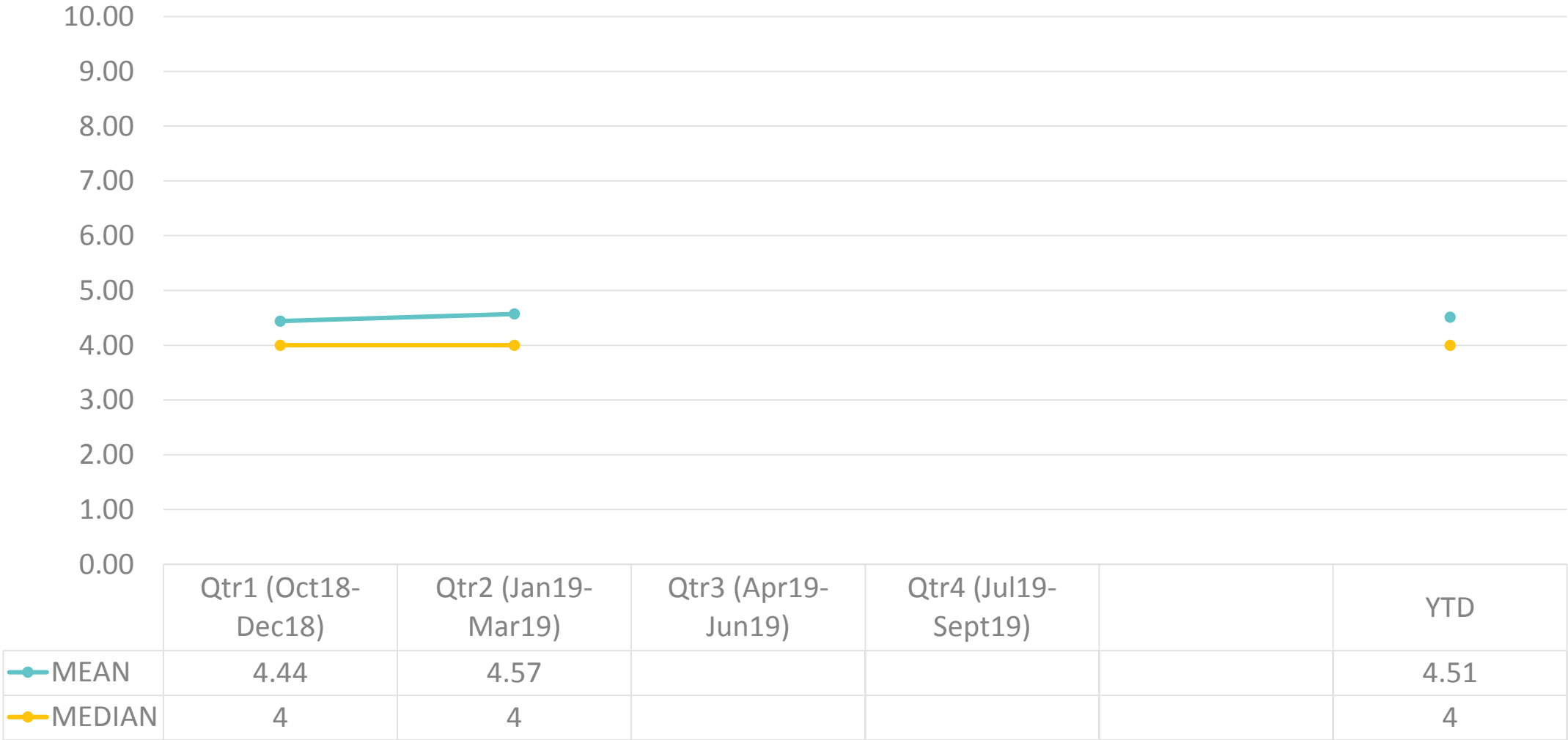
		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOON	WEDDING
		-	-	-	-	-
Q9	1st time	79%	86%	100%	88%	100%
	Repeat	21%	14%		12%	
	Total	155	111	1	17	3
Q9	Mean	1.60	1.41	1.00	1.12	1.00
	Median	1	1	1	1	1

Prepared by Anthology Research

LENGTH OF STAY



LENGTH OF STAY – TRACKING



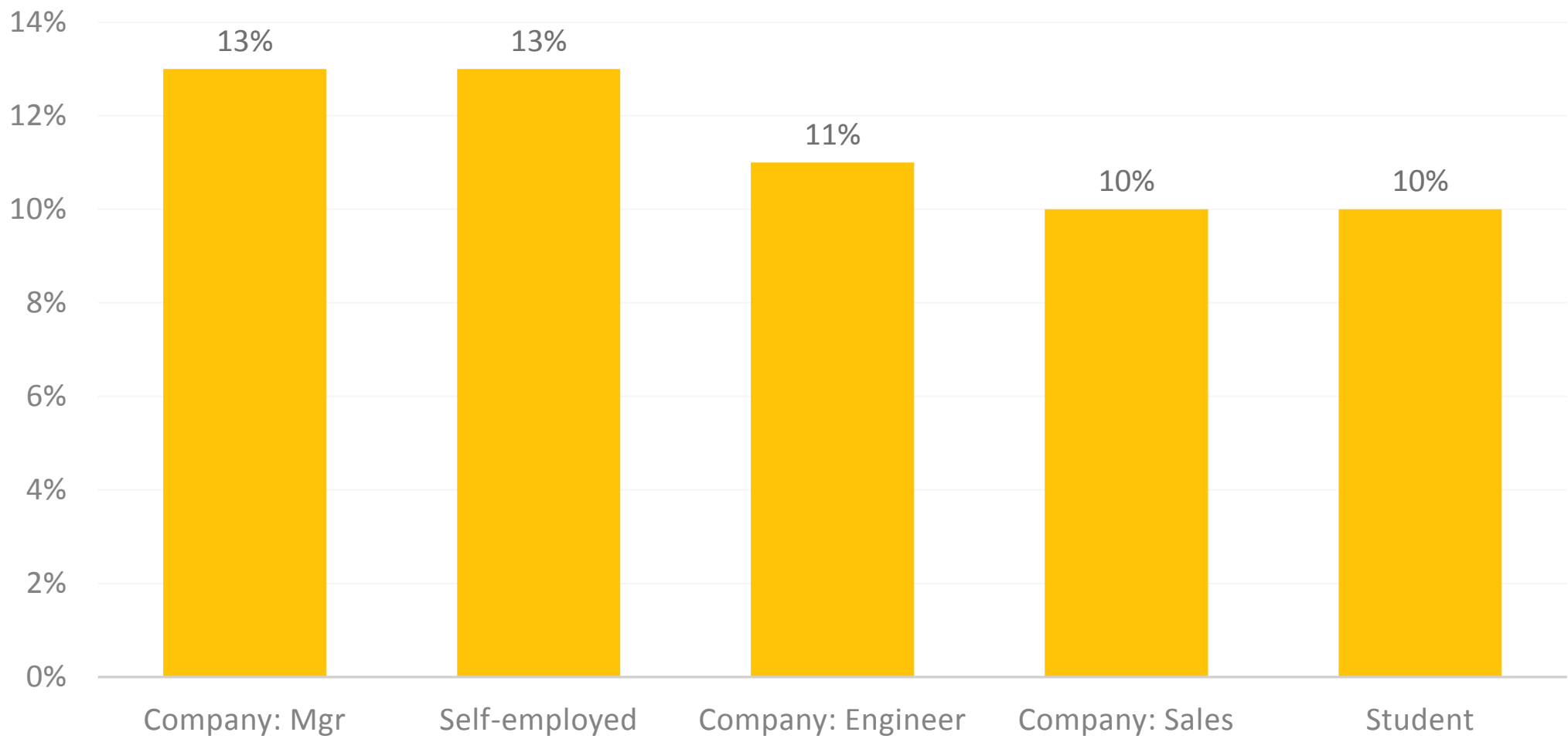
LENGTH OF STAY – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
SA How many nights did you stay on Guam?

		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOON	WEDDING
		-	-	-	-	-
SA	1-2 nights	3%	2%		6%	
	3 nights	10%	10%			
	4+	86%	88%	100%	94%	100%
	Total	155	111	1	17	3
SA	Mean	4.57	4.53	5.00	4.71	4.67
	Median	4	4	5	5	5

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OCCUPATION – Top Responses (10%+)



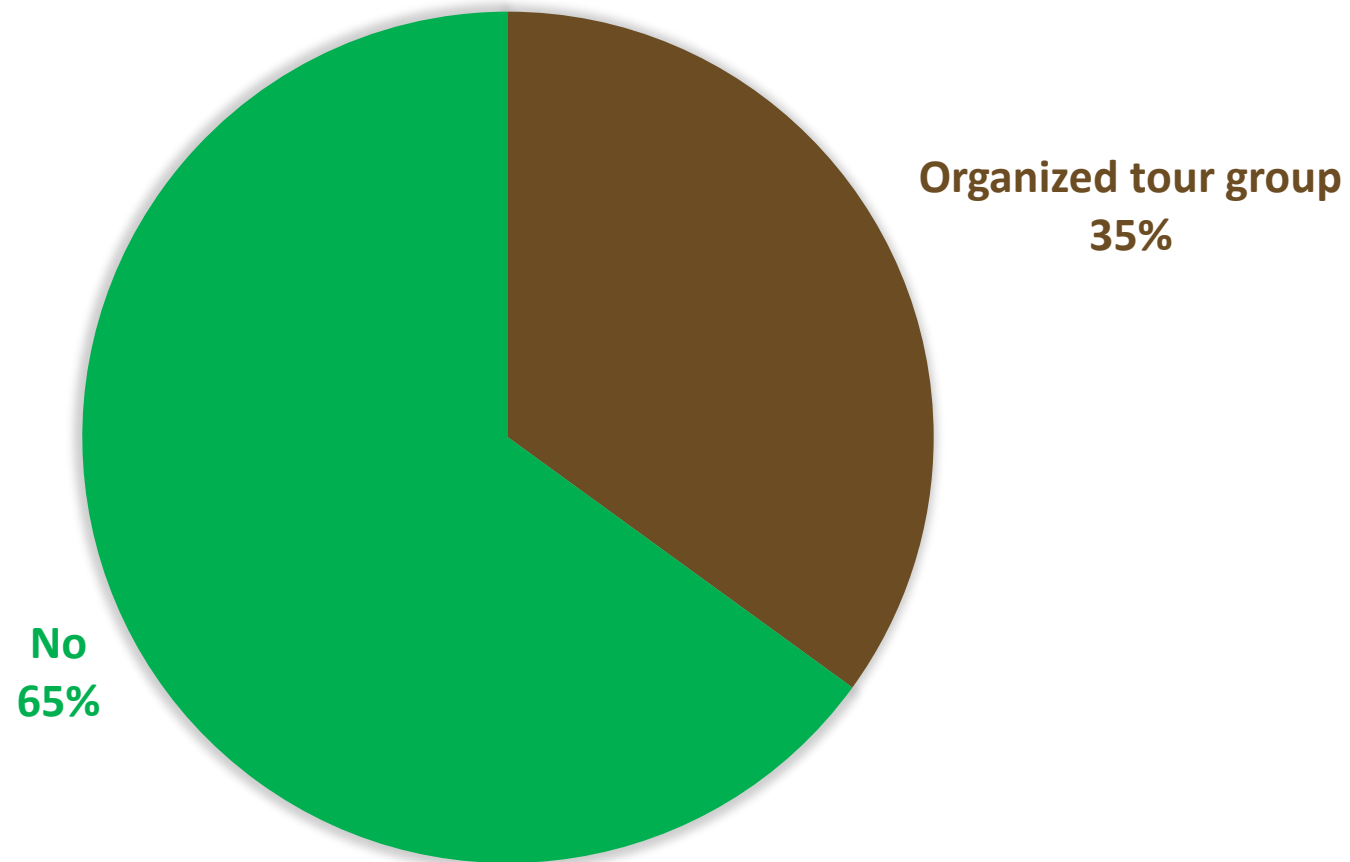


SECTION 2

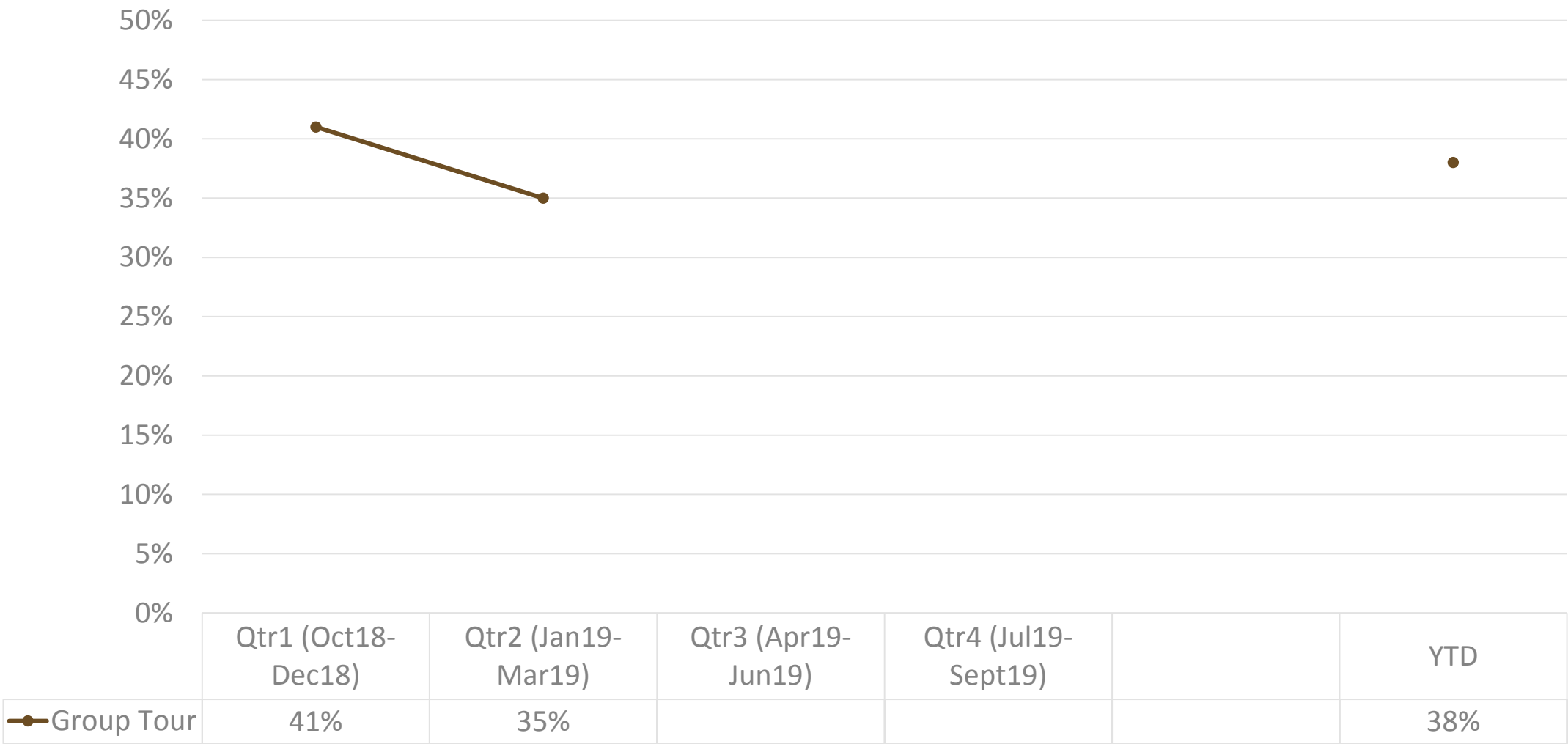
TRAVEL PLANNING



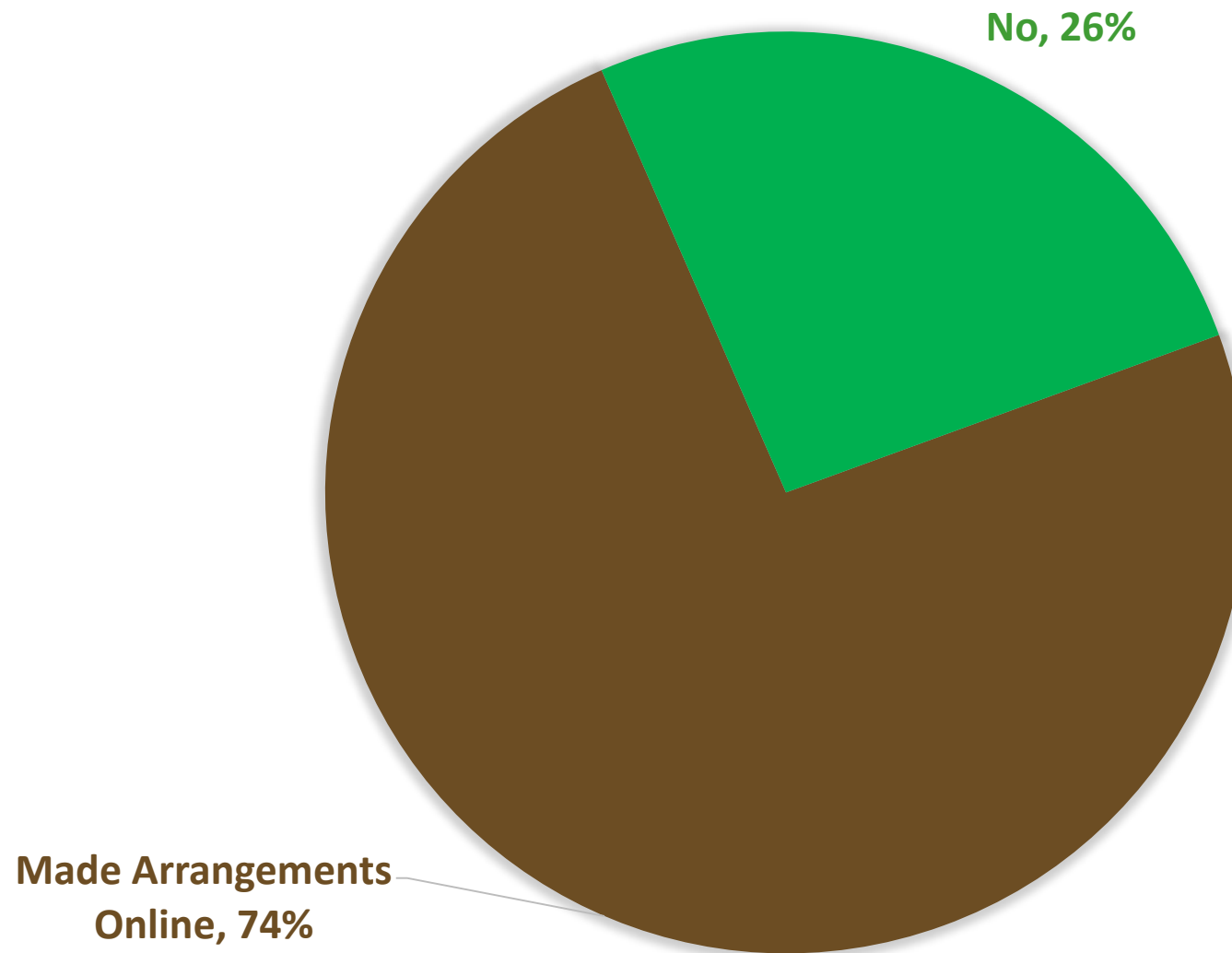
ORGANIZED TOUR GROUP



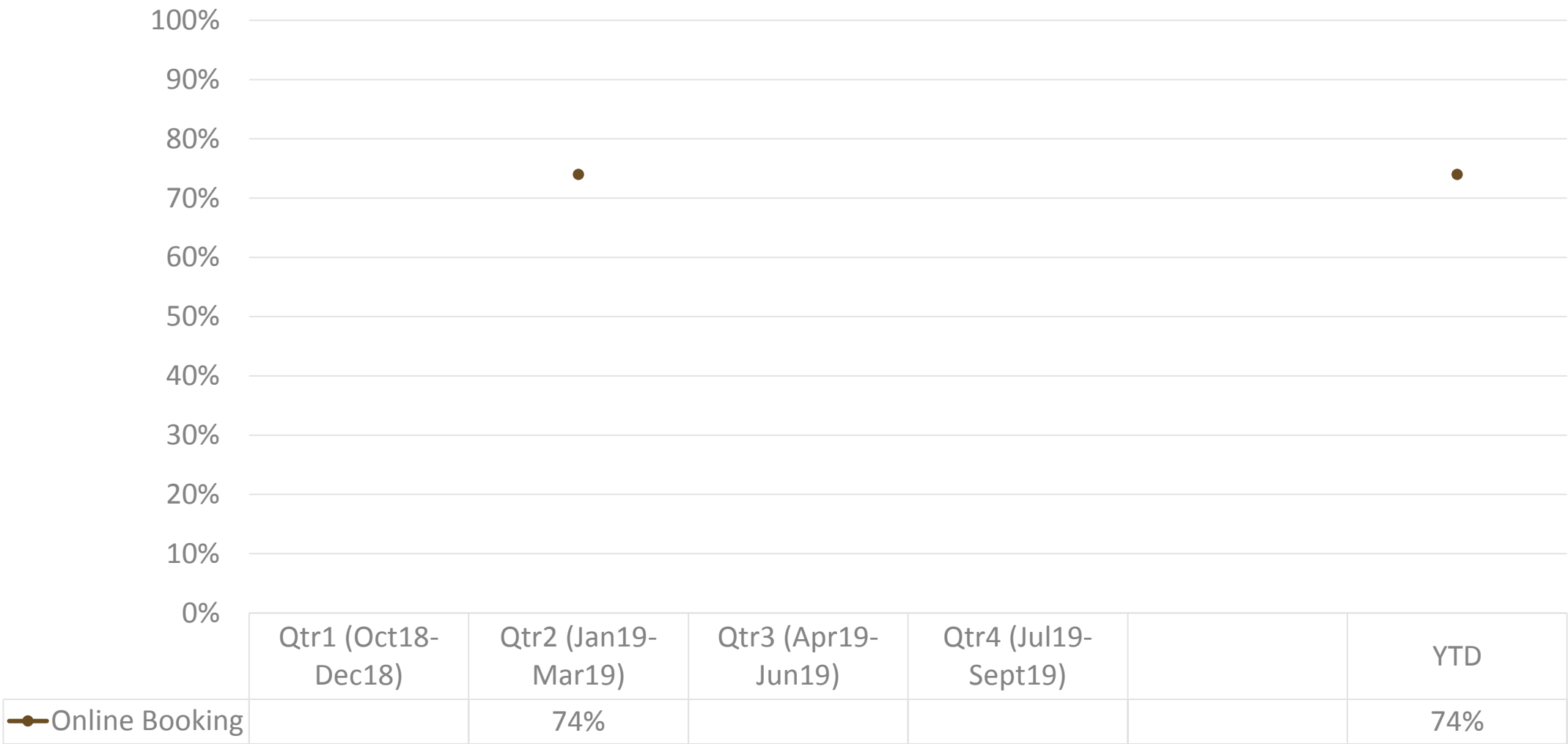
ORGANIZED TOUR GROUP – TRACKING



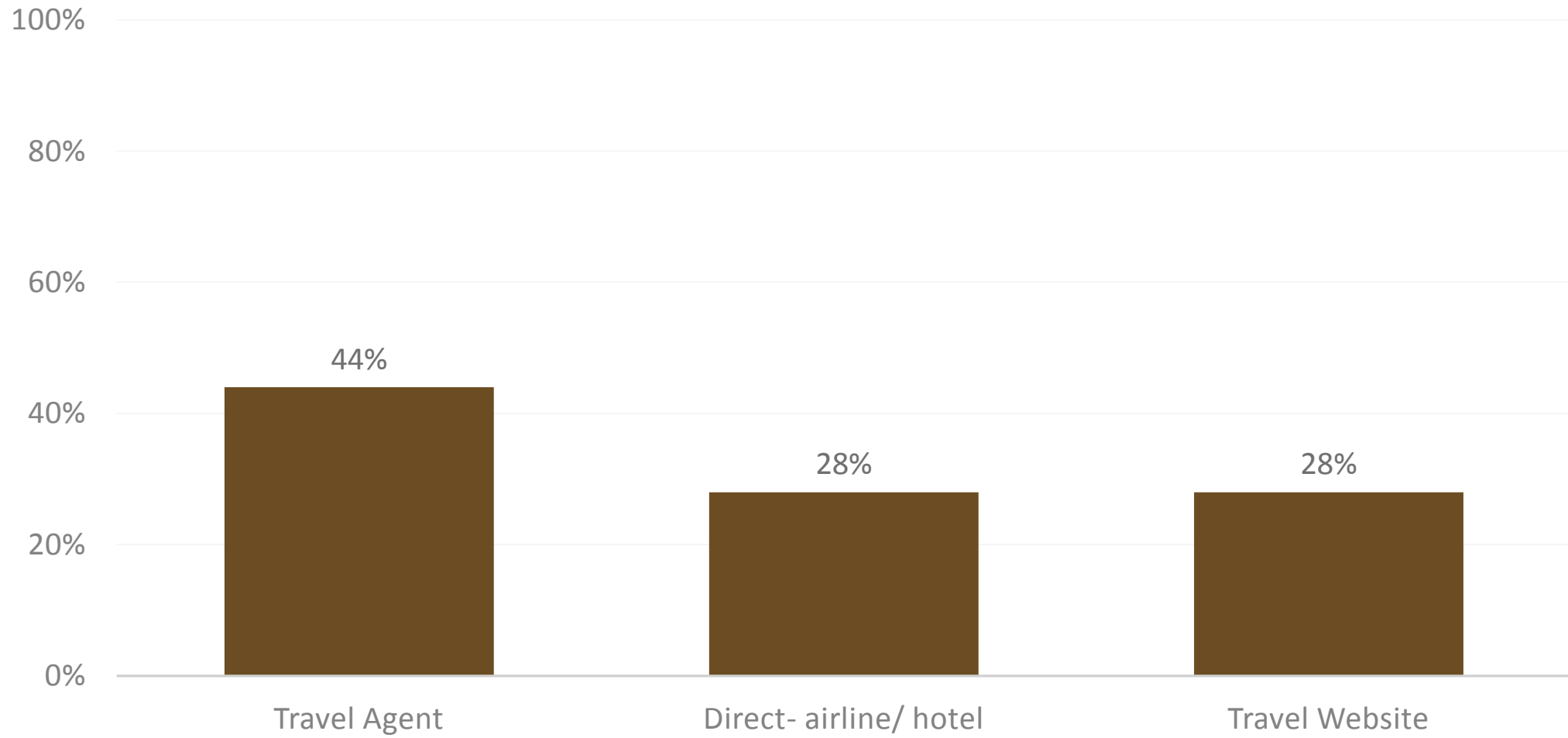
ONLINE BOOKING



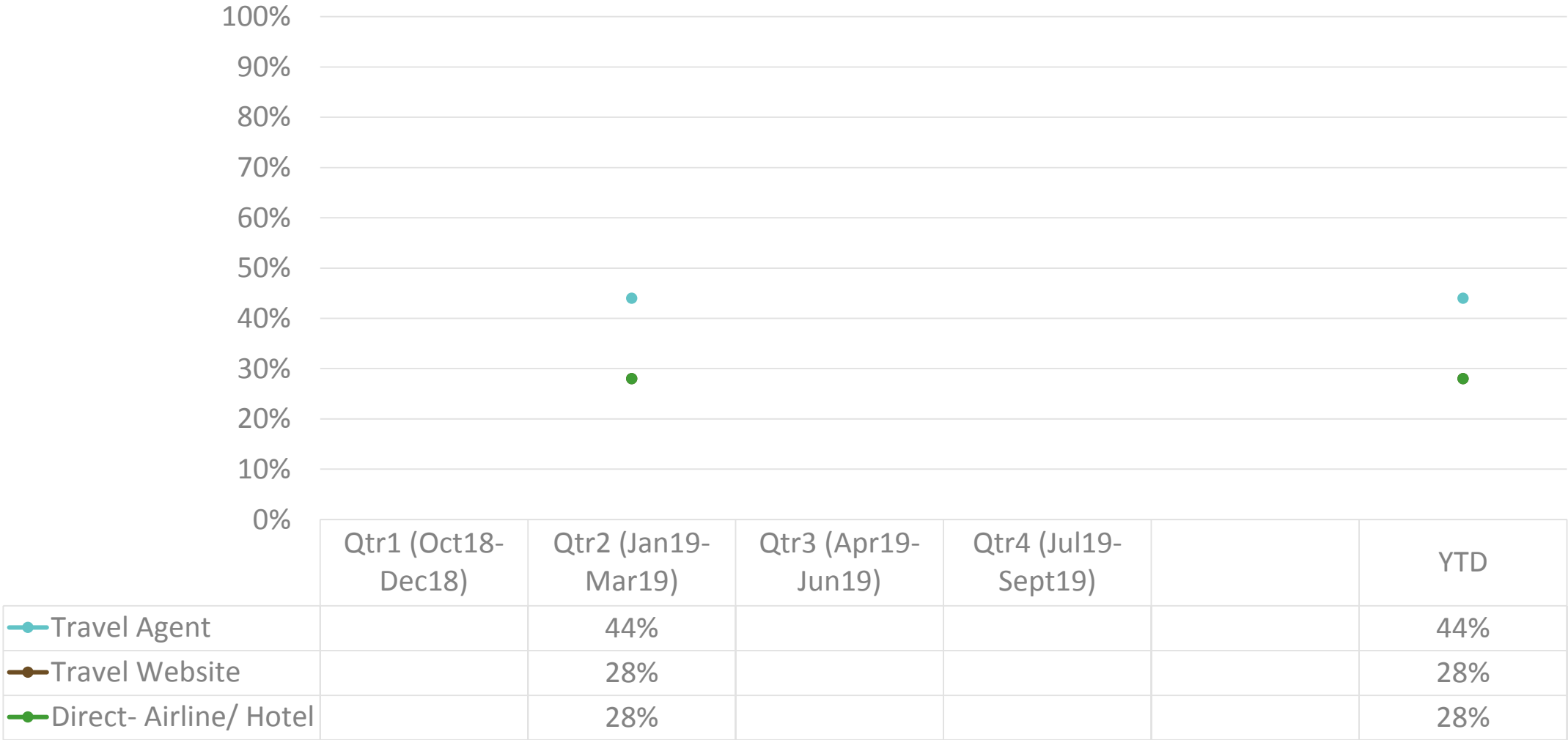
ONLINE BOOKING – TRACKING



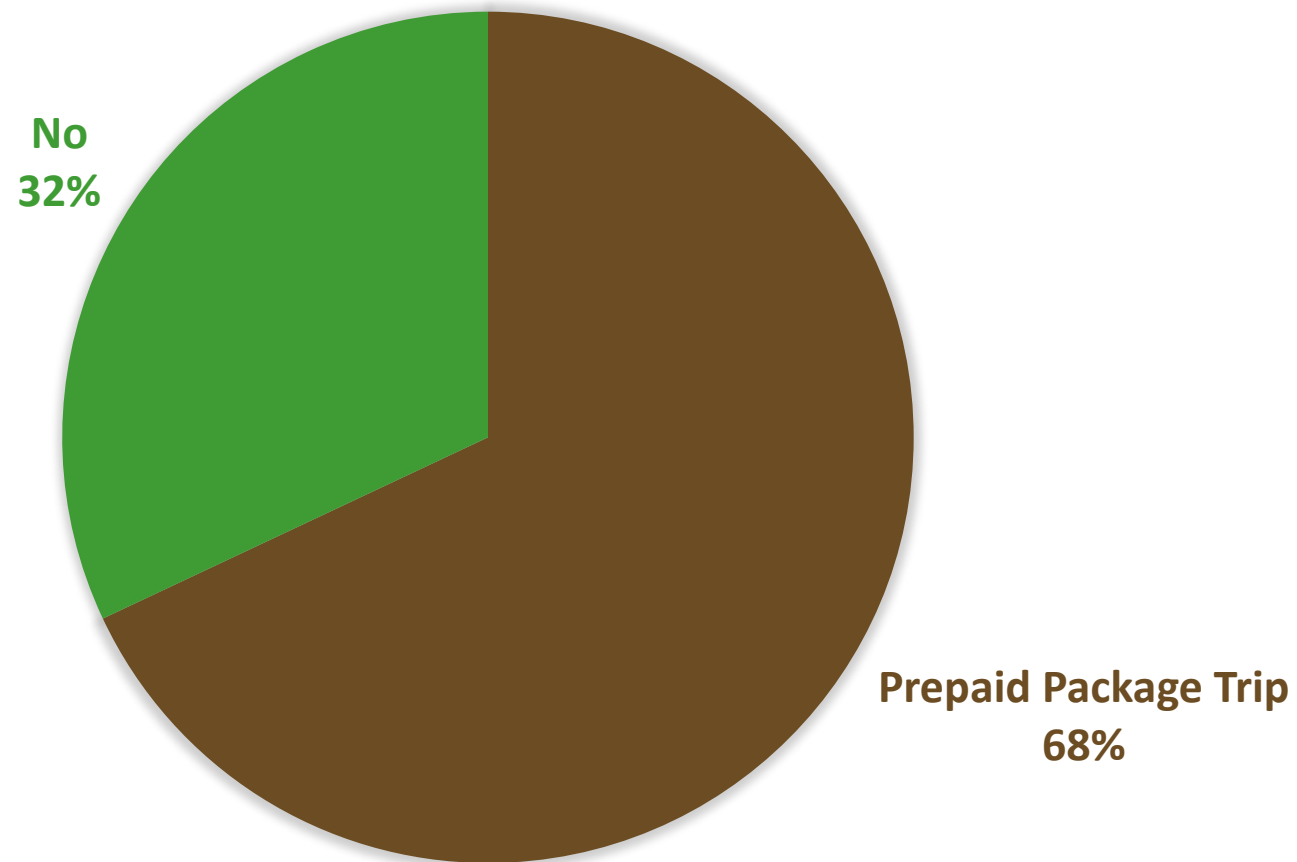
TRAVEL ARRANGEMENTS



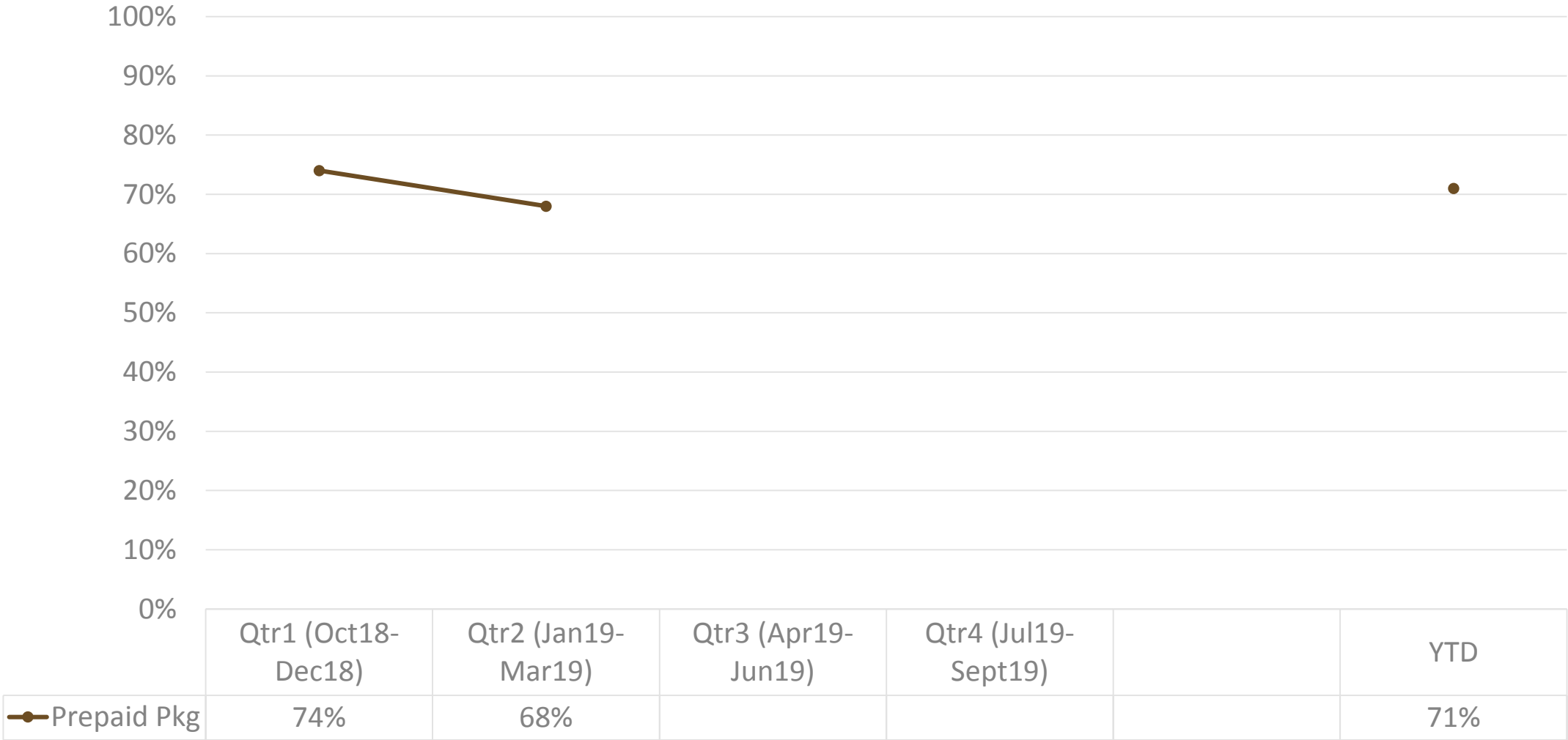
TRAVEL ARRANGEMENTS – TRACKING



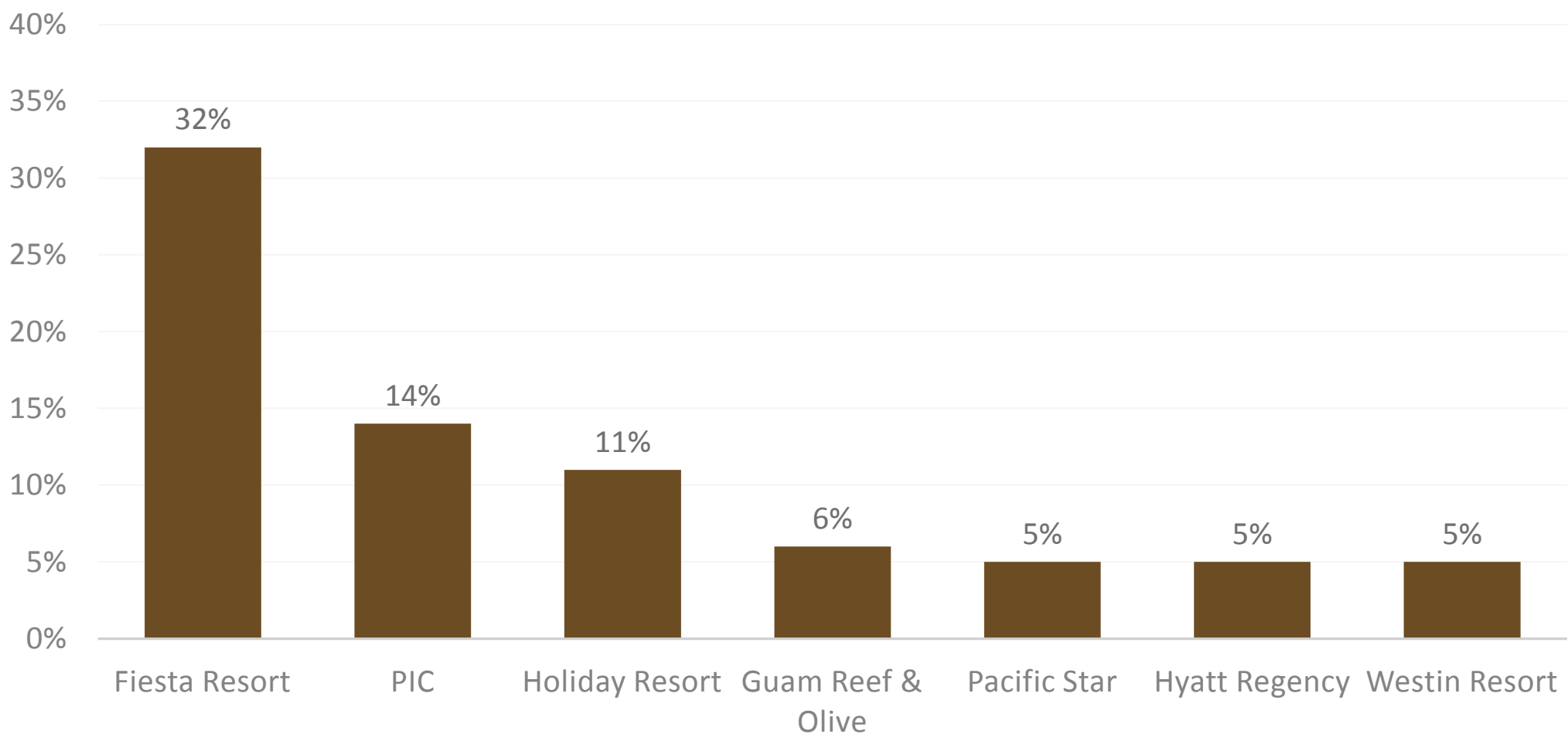
PREPAID PACKAGE TRIP



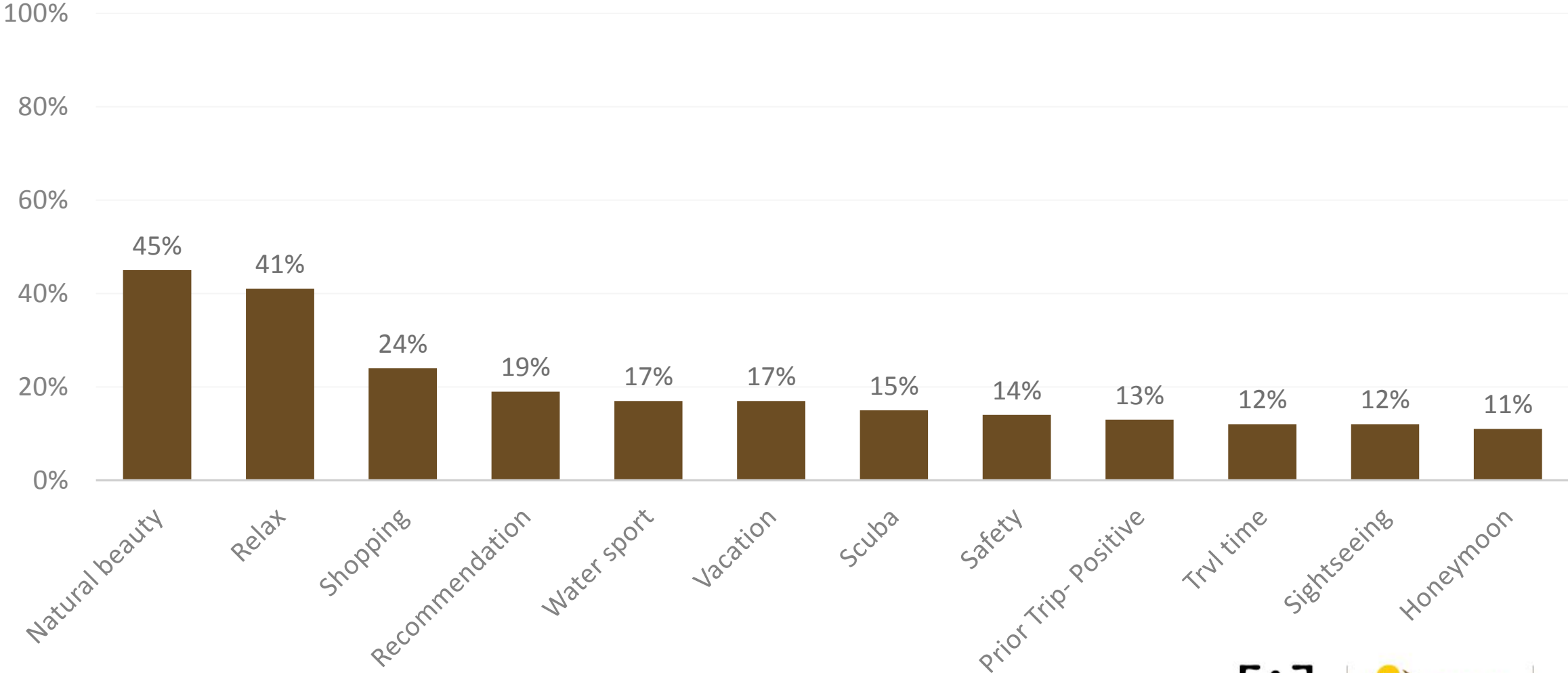
PREPAID PACKAGE TRIP



ACCOMMODATIONS (5%+)



TRAVEL MOTIVATIONS (10%+)



TRAVEL MOTIVATIONS – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
Q8 What top three reasons motivated you to travel to Guam on this trip?

		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOON	WEDDING
		-	-	-	-	-
Q8	Beautiful seas, beaches, tropical climate	45%	49%		47%	33%
	Just to relax	41%	41%		41%	33%
	Shopping	24%	26%		18%	33%
	Recommendation of friend/ relative/ travel agency	19%	19%	100%	6%	33%
	Water sports (snorkeling, windsurfing, parasailing)	17%	24%		41%	
	Vacation	17%	17%	100%	6%	
	Scuba diving	15%	22%		24%	
	It is a safe place to spend a vacation	14%	15%		6%	
	A previous visit	13%	7%			
	Short travel time (not too far from home)	12%	11%		6%	33%
	Sightseeing/ visiting tourist spots	12%	11%			33%
	Honeymoon	11%	14%		100%	
	Career certification/ testing	7%	1%			
	Shop Guam e-Festival	5%	4%			
	Adventure	4%	5%			
	Company/ business trip	3%	3%			
	Price of the tour package	3%				
	To visit friends or relatives	3%	2%		6%	
	To Get Married/ attend Wedding	2%	3%			100%
	Social Media networks	1%	1%			
	Travel shows/ agents	1%	2%			
	To golf	1%	1%			
	Incentive trip	1%	1%	100%		
	Total	155	111	1	17	3

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SECTION 3

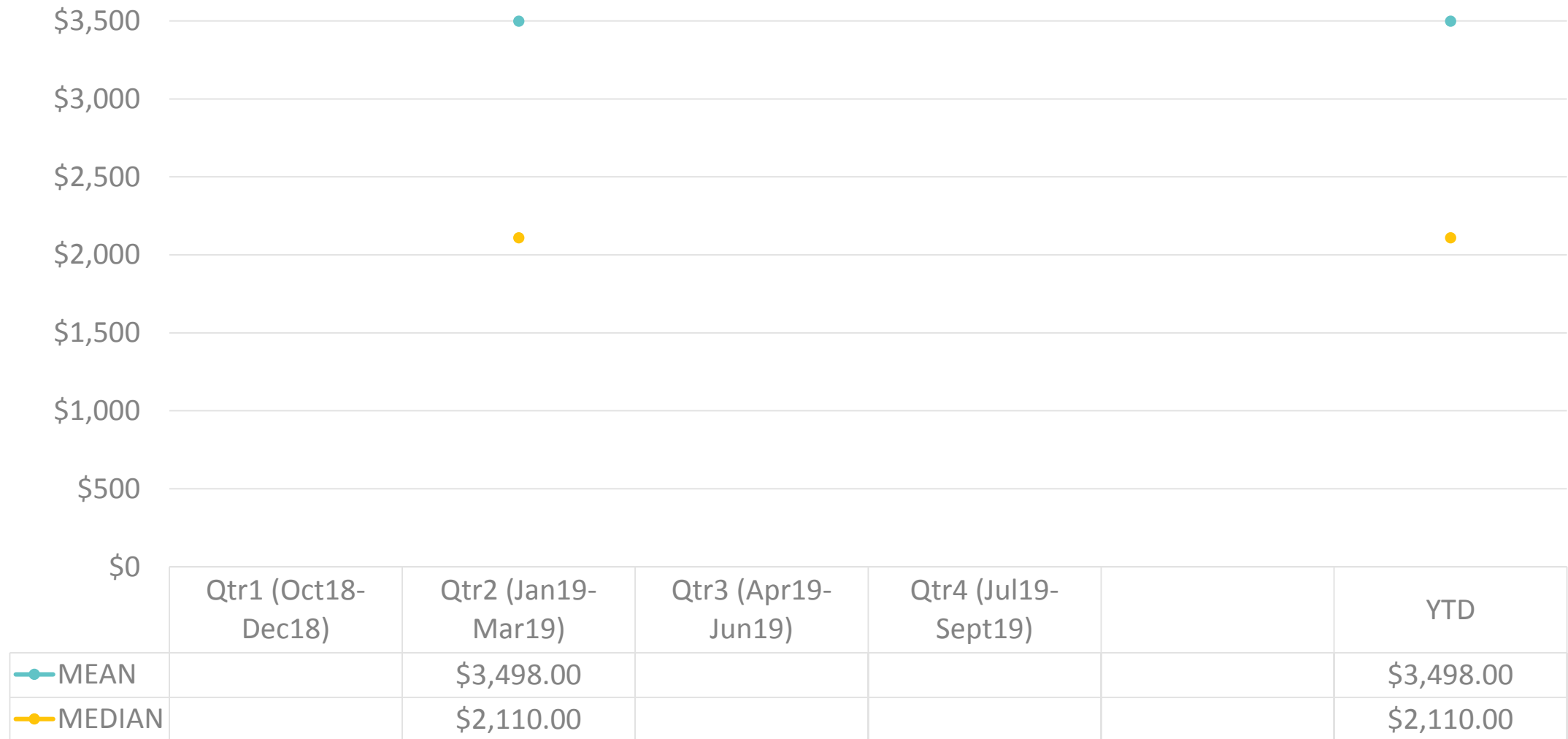
EXPENDITURES



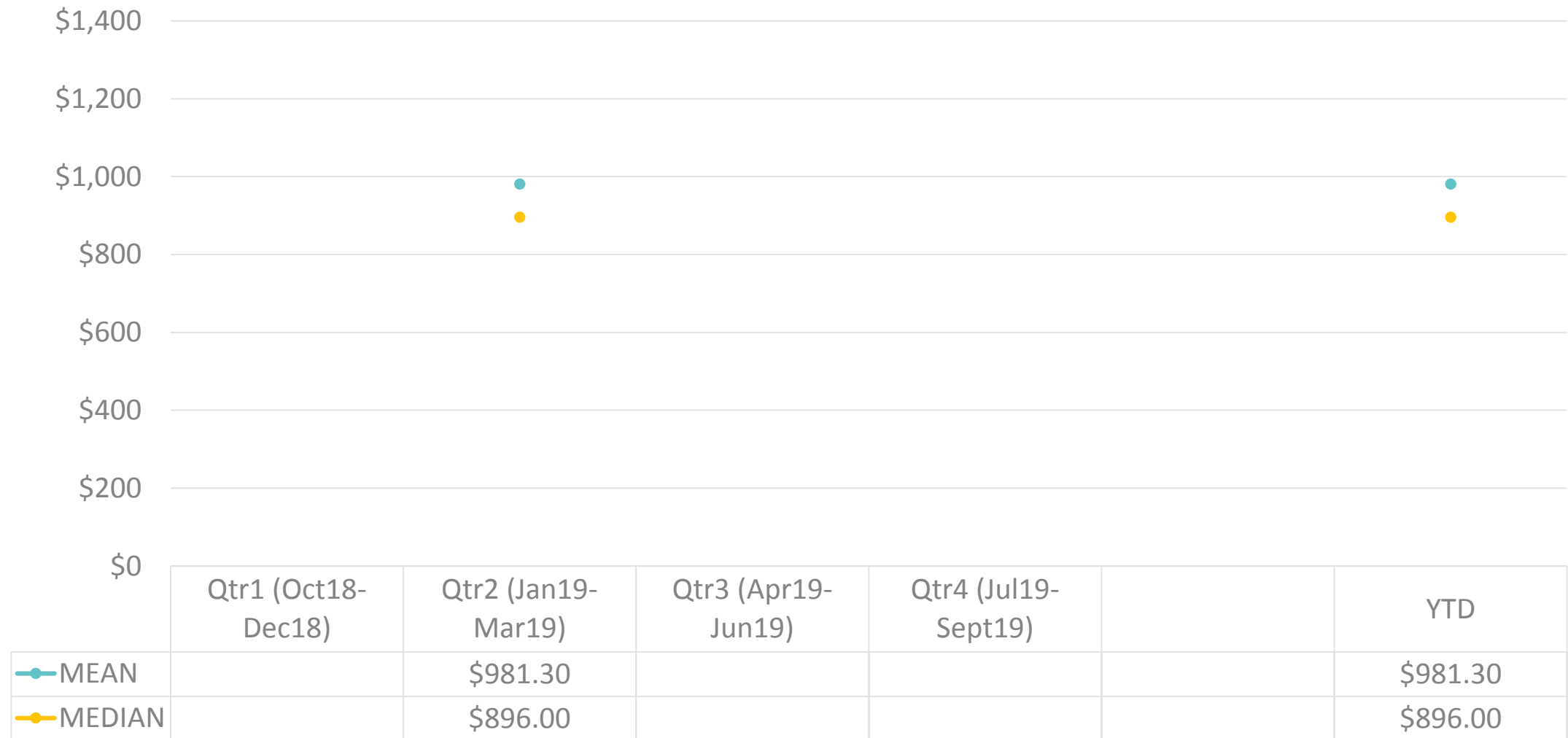
PREPAID PACKAGE EXPENDITURES

- \$3,498.00 = overall mean average prepaid package expense (for entire travel party) by respondent
- \$981.30 = overall mean average **per person** prepaid package expenditures

PREPAID PACKAGE – TRAVEL PARTY EXPENSE TRACKING



PREPAID PACKAGE – PER PERSON EXPENSE TRACKING



PREPAID PACKAGE – PER PERSON EXPENSE SEGMENTATION

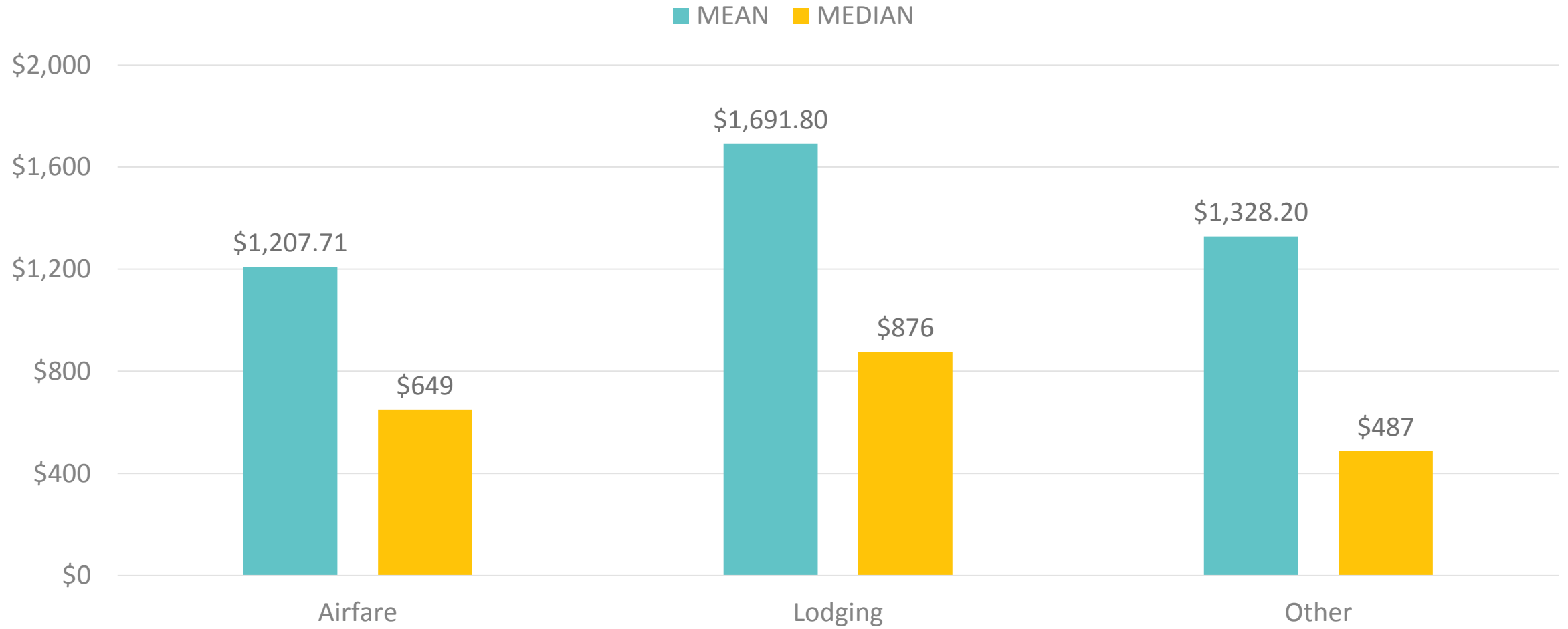
GVV VISITOR SATISFACTION STUDY

Q20 How much did the total prepaid package trip cost for you and other members of your covered travel party? PER PERSON

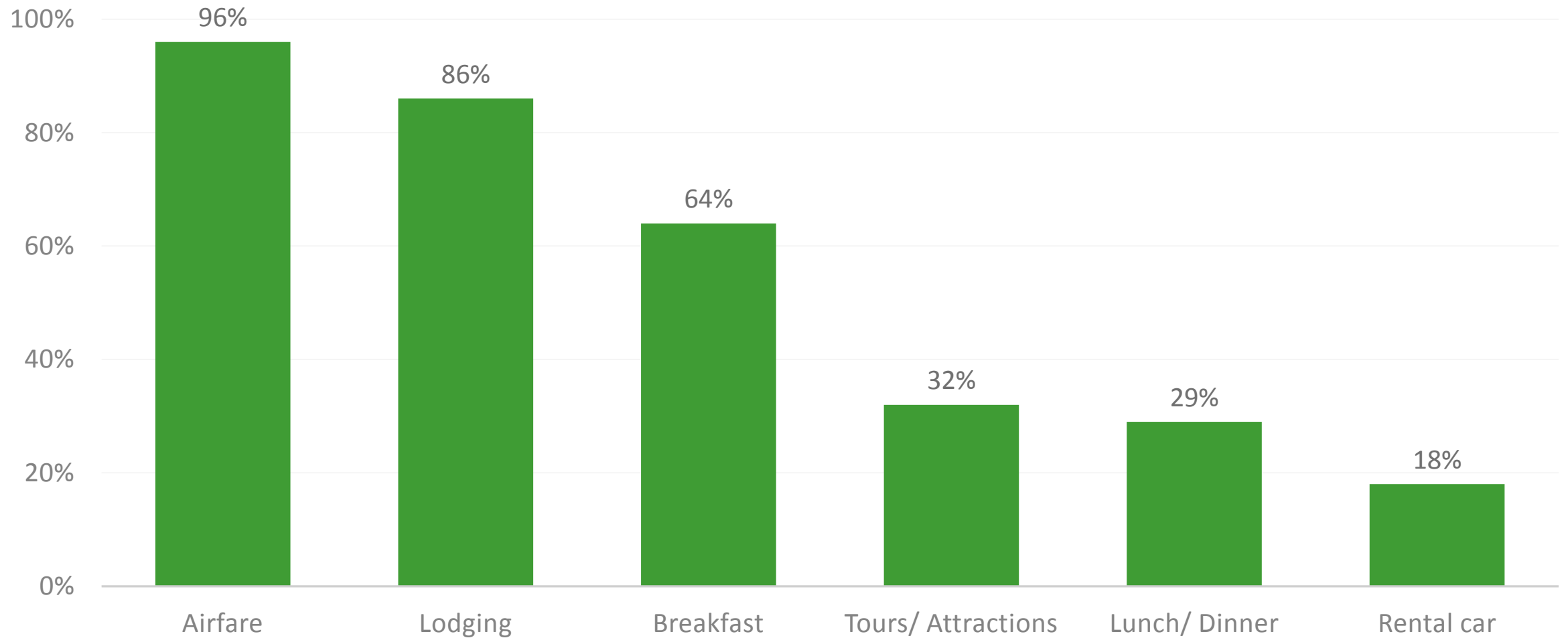
		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOON	WEDDING
		-	-	-	-	-
PREPAID PKG PER PERSON	Mean	\$981.30	\$1,060.82	\$0.00	\$881.83	\$921.16
	Median	\$896	\$925	\$0	\$900	\$1,206

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PREPAID PACKAGE – BREAKDOWN



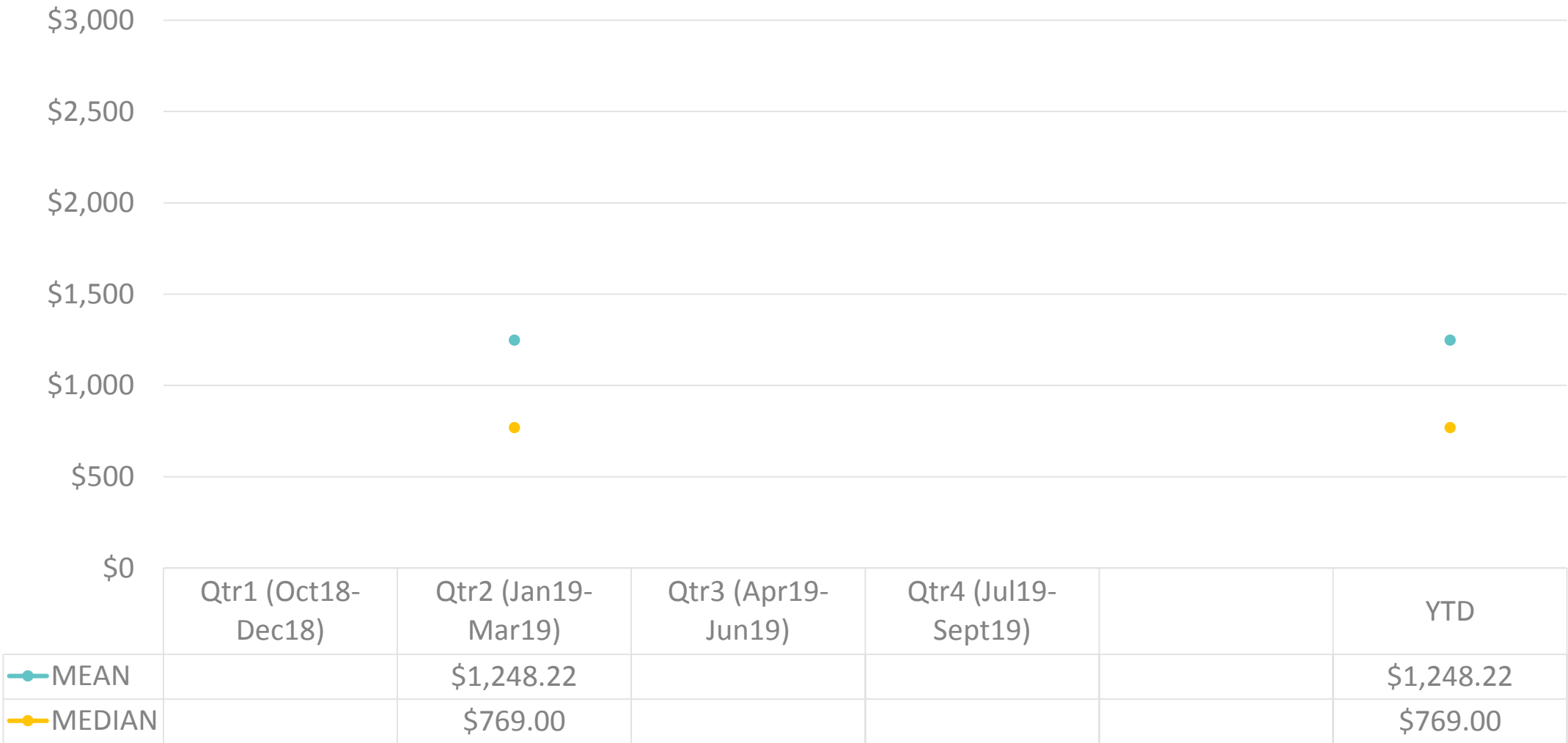
PREPAID PACKAGE – BREAKDOWN



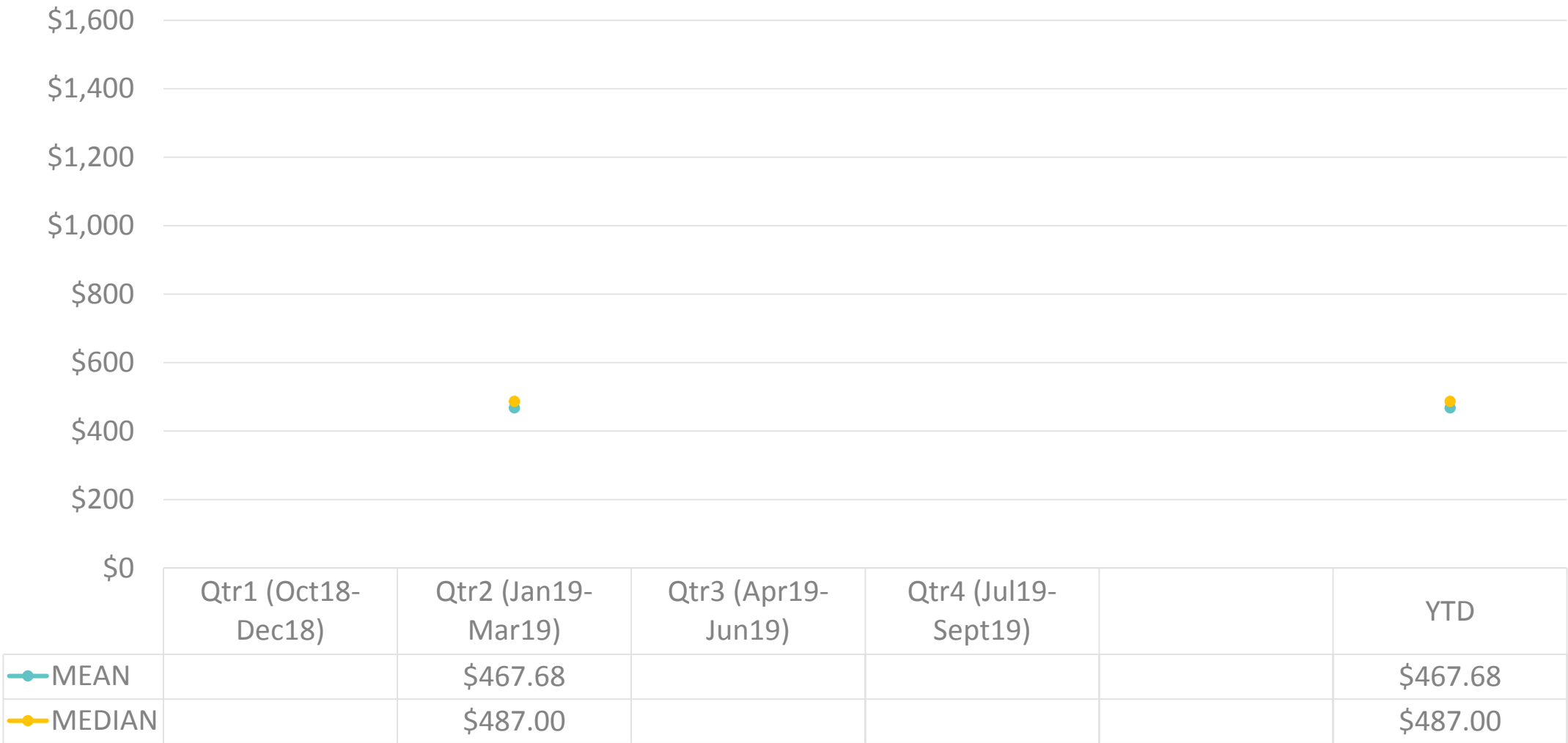
AIRFARE – FIT TRAVELER

- \$1,248.22 = overall mean average airfare expense (for entire travel party) by respondent
- \$467.68 = overall mean average **per person** airfare expenditures

AIRFARE – FIT TRAVELER (GROUP) TRACKING



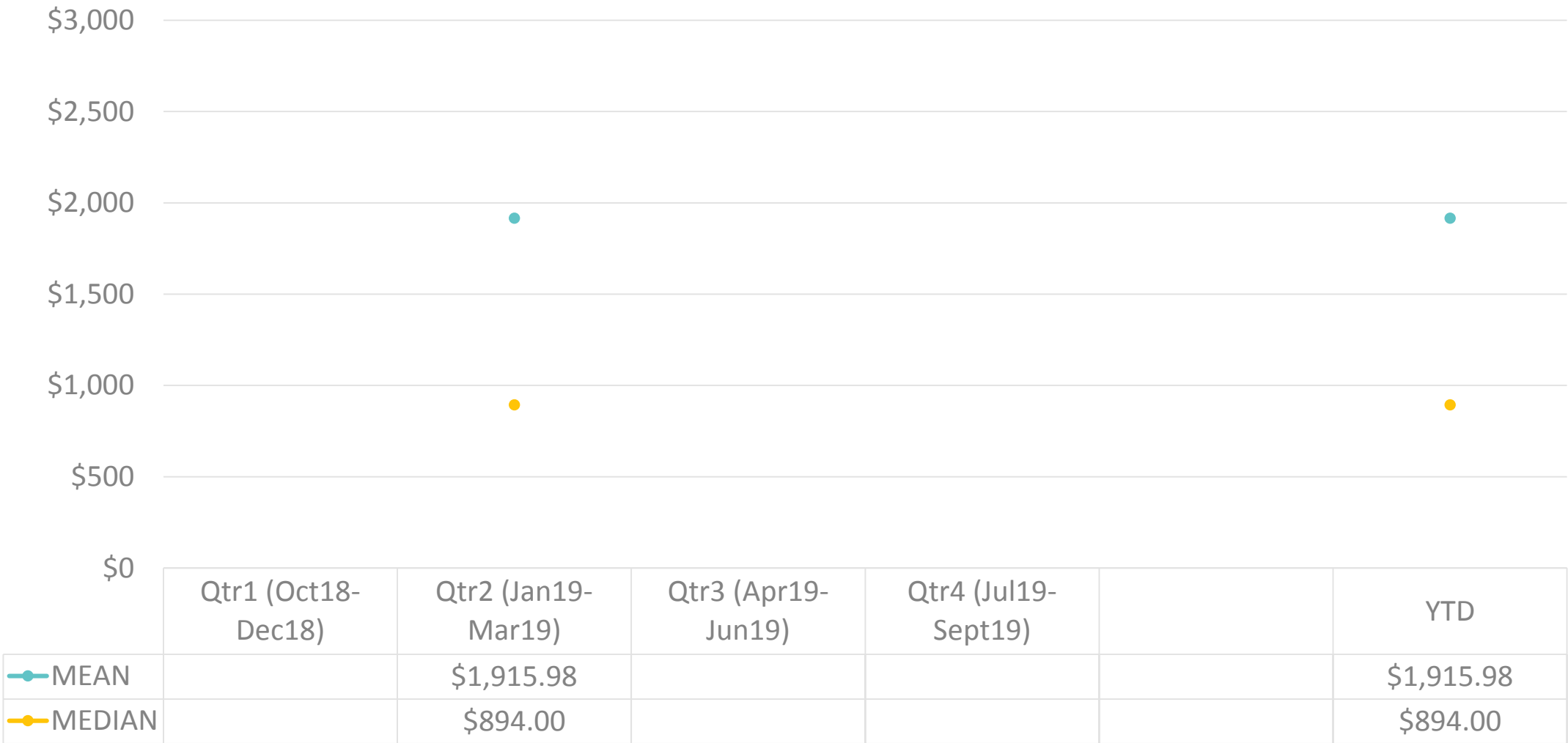
AIRFARE – FIT TRAVELER (Per Person) TRACKING



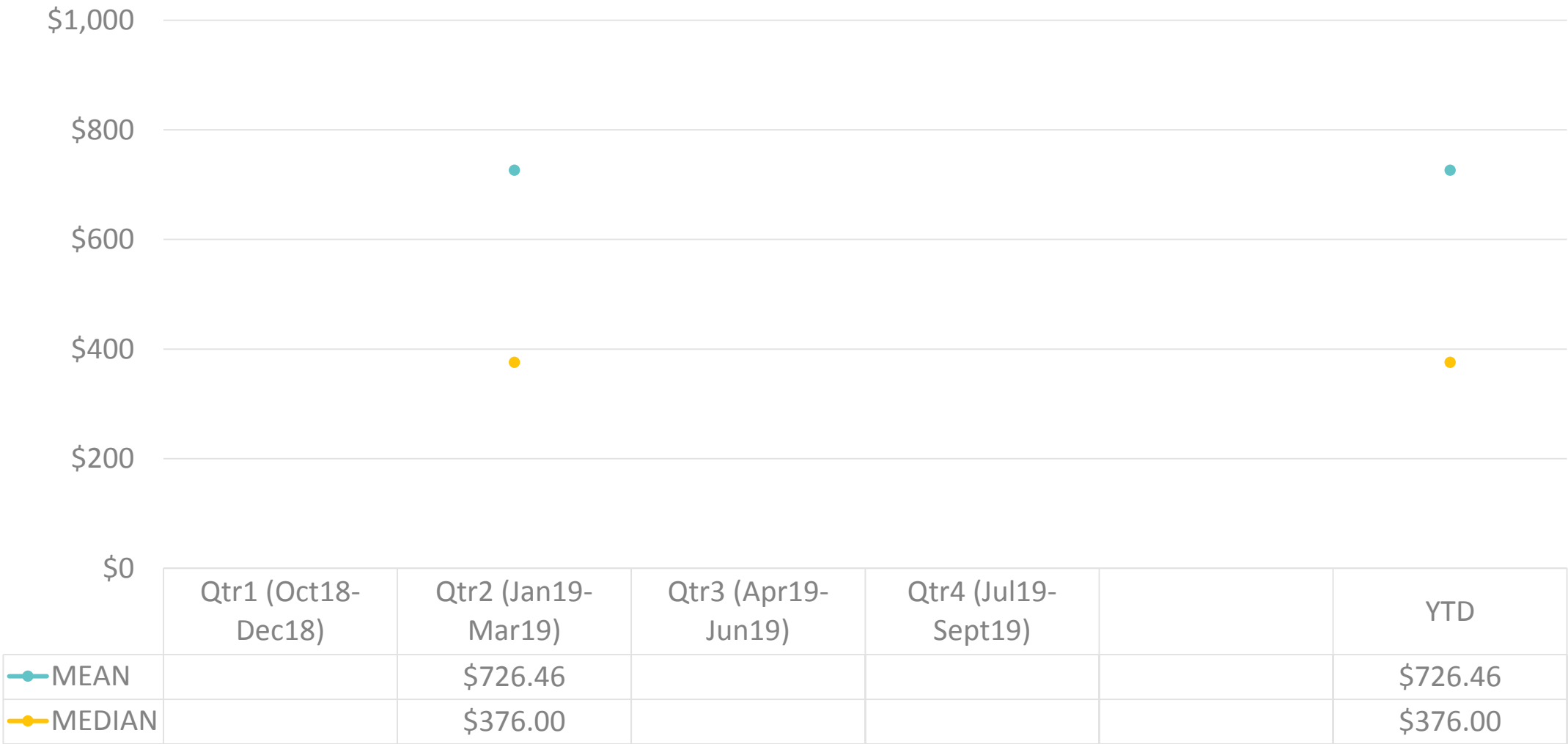
ONISLE EXPENDITURES

- \$1,915.98 = overall mean average expense (for entire travel party) by respondent
- \$726.46 = overall mean average **per person** expenditures

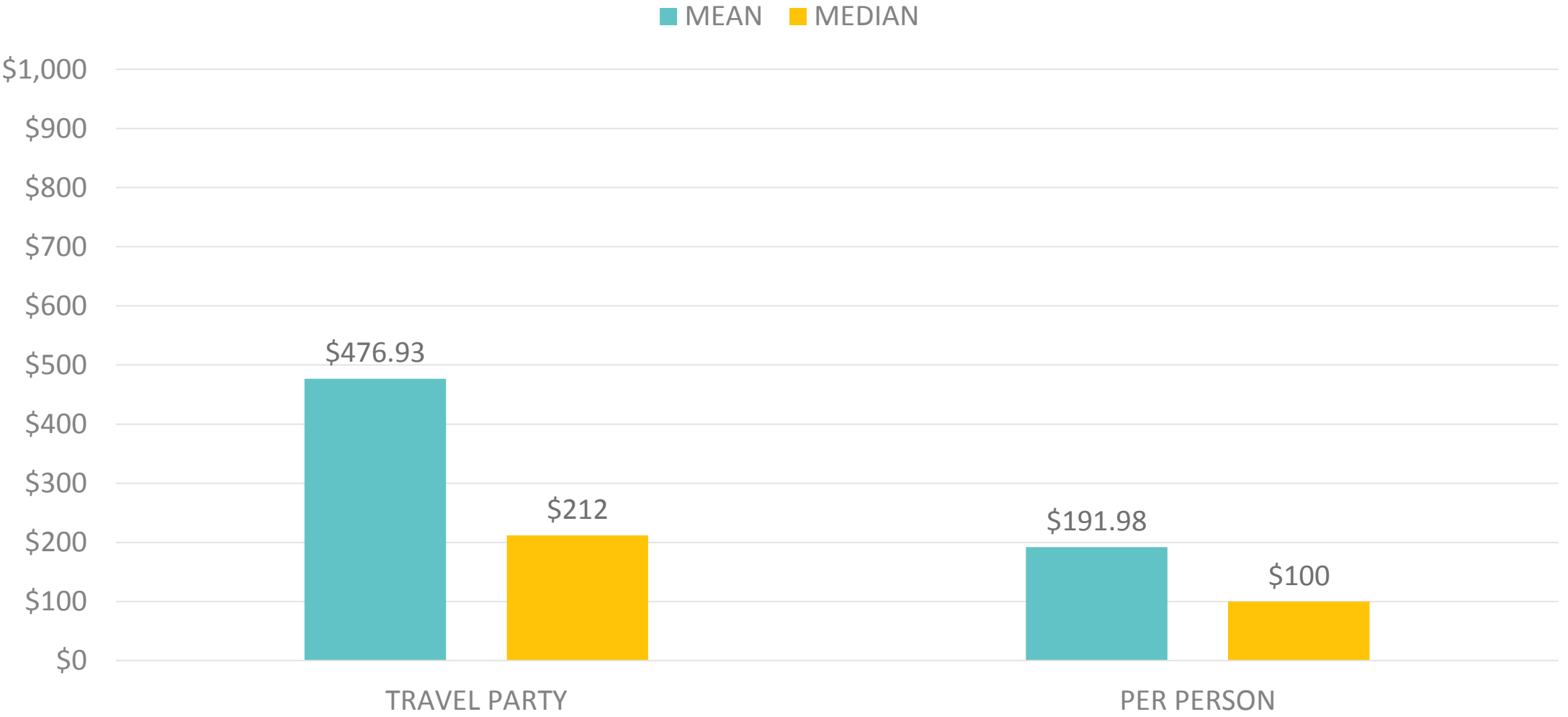
ONISLE – TRAVEL PARTY TRACKING



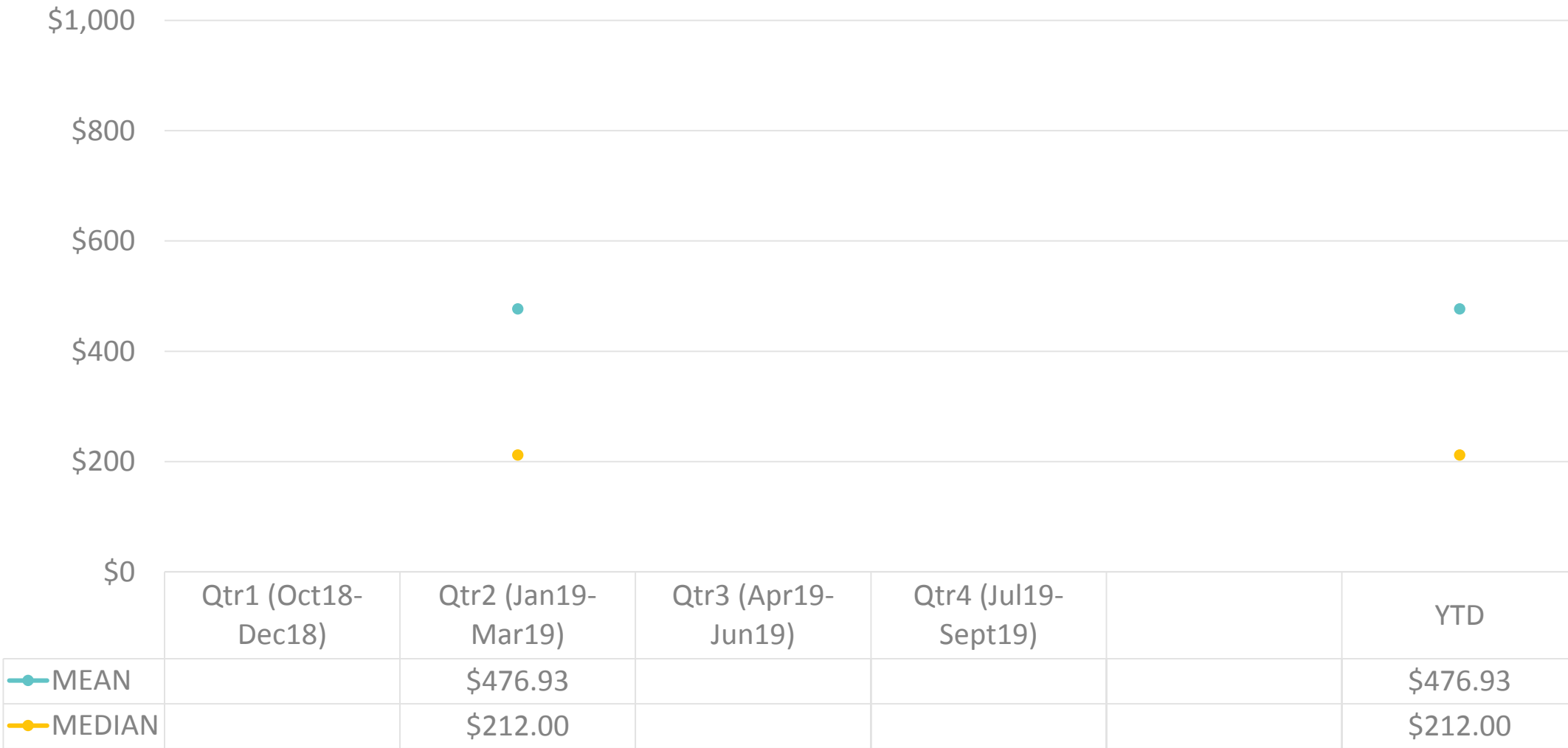
ONISLE – PER PERSON TRACKING



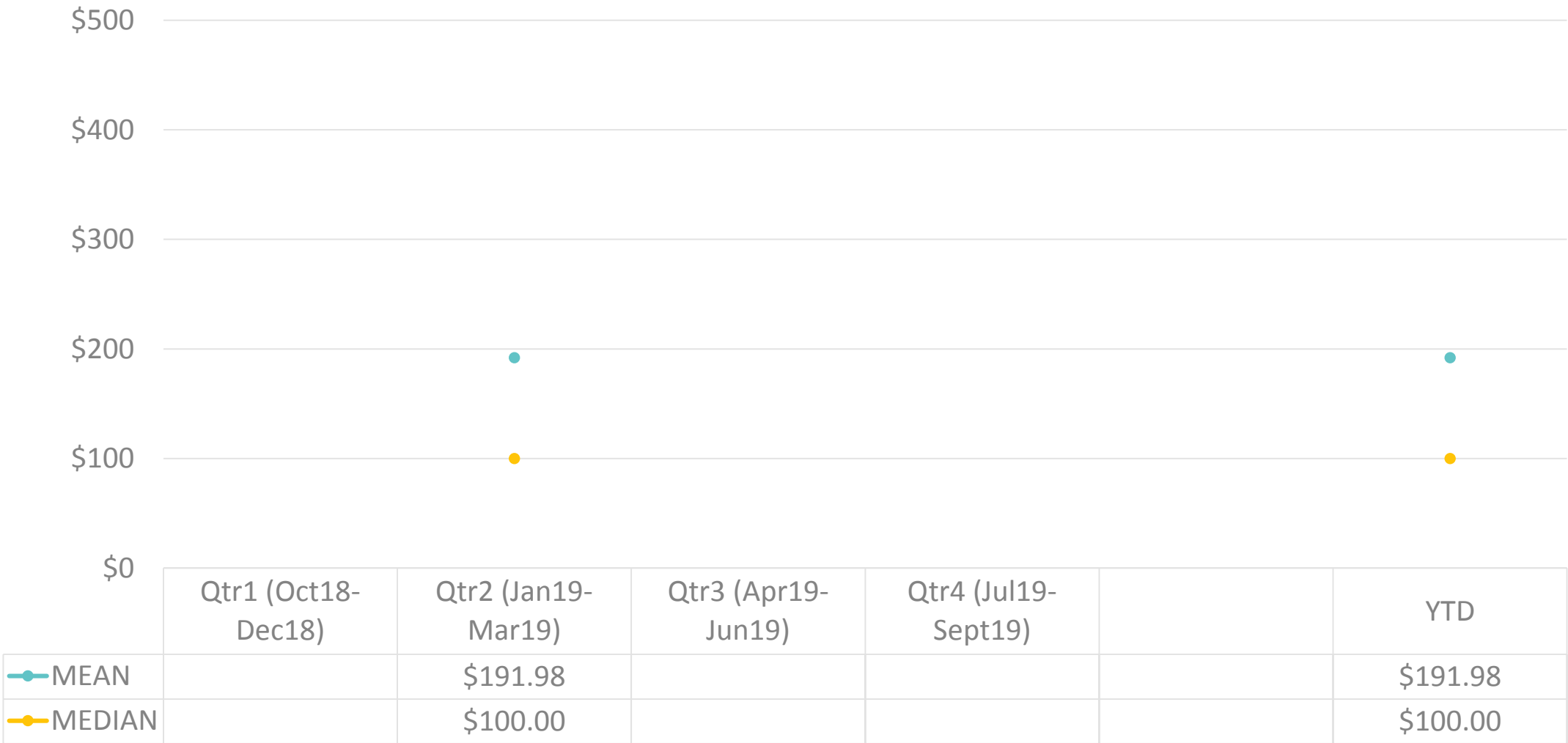
ONISLE – PER DAY SPENDING



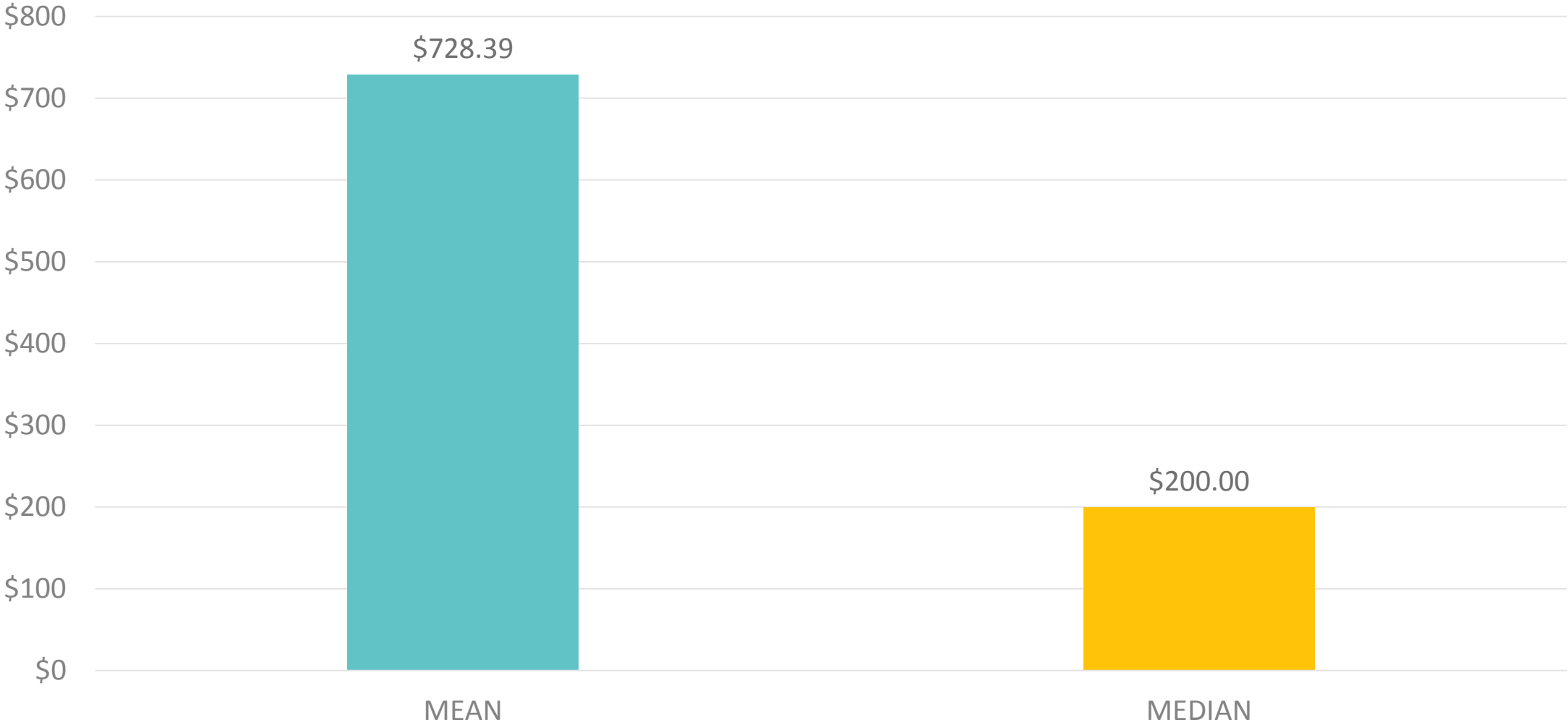
ONISLE – TRAVEL PARTY/ PER DAY TRACKING



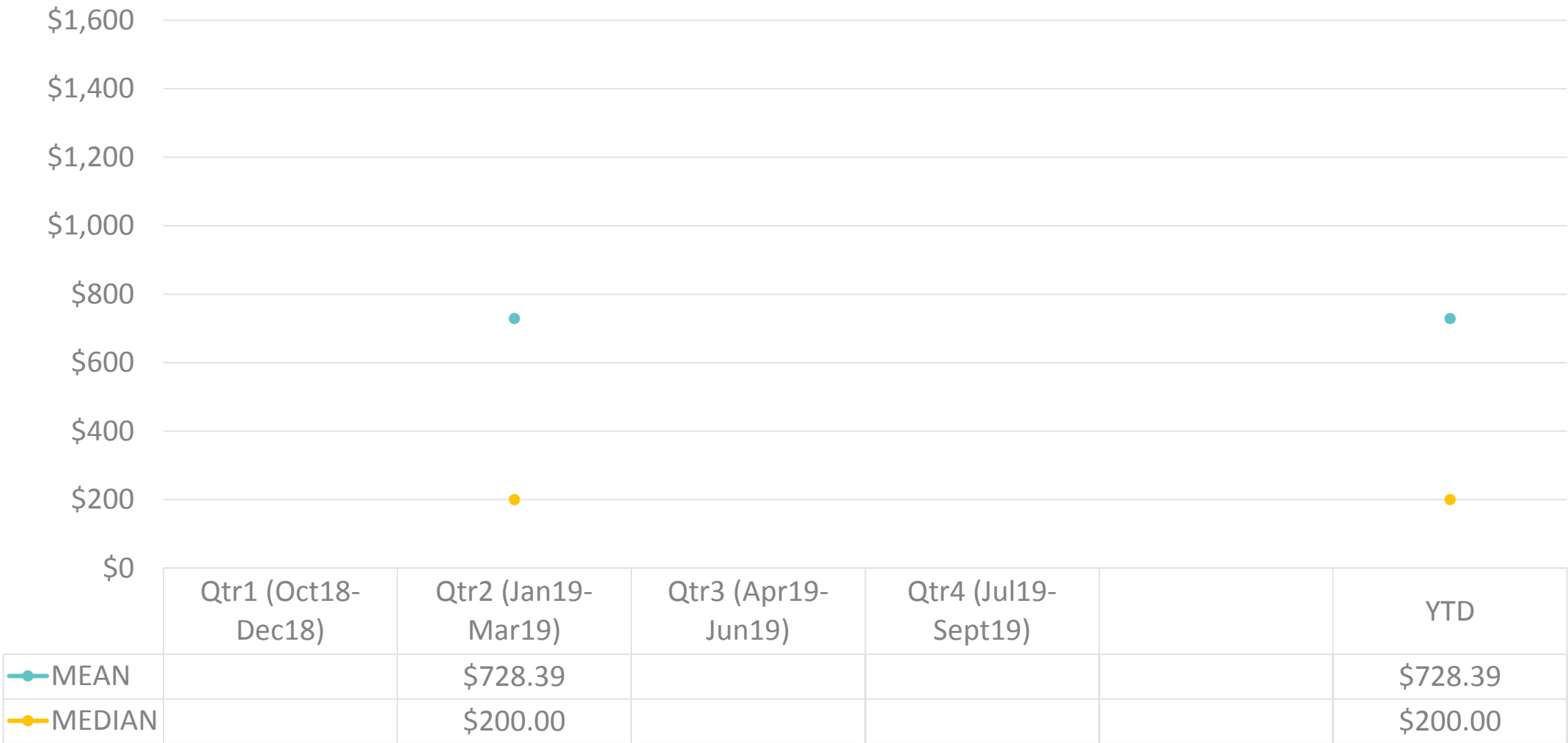
ONISLE – PER PERSON/ PER DAY TRACKING



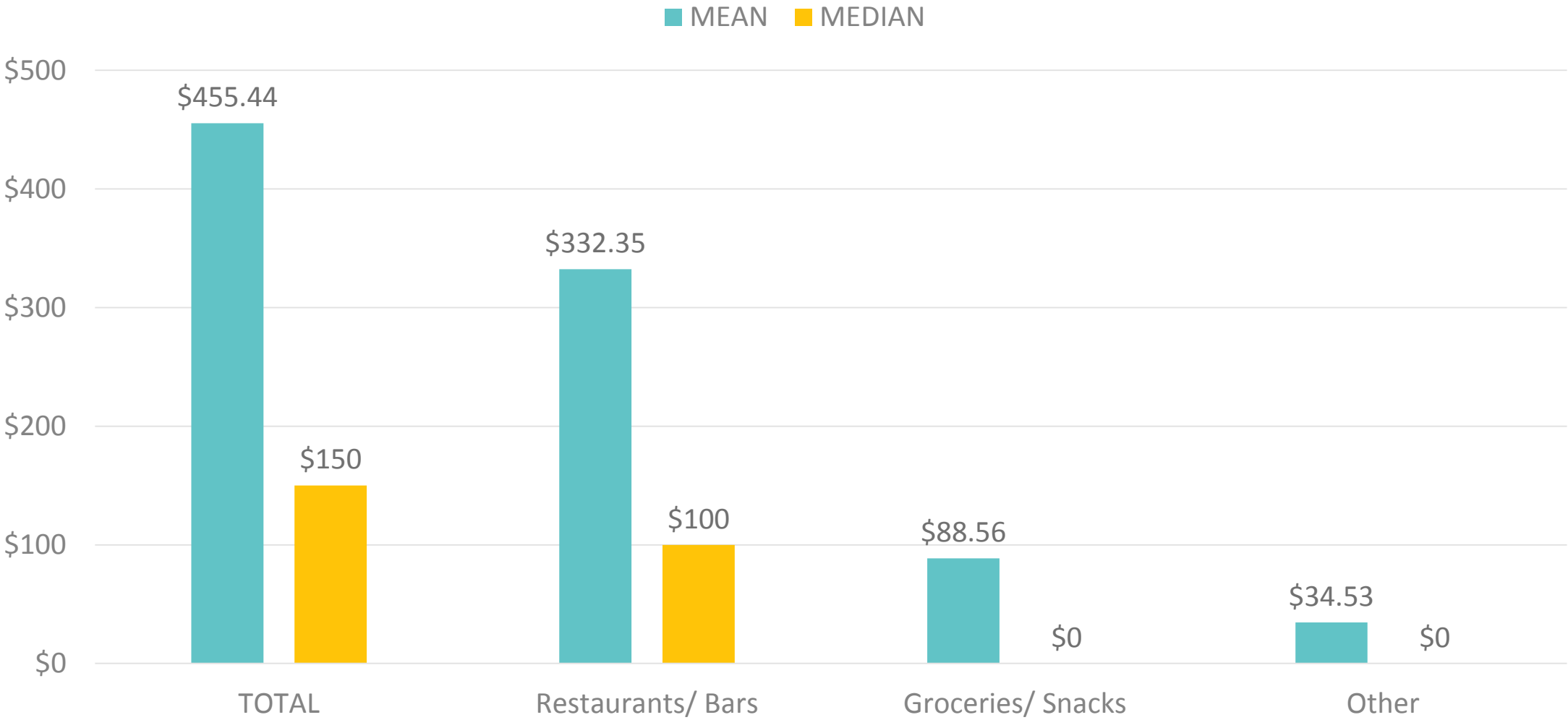
ONISLE – ACCOMMODATIONS



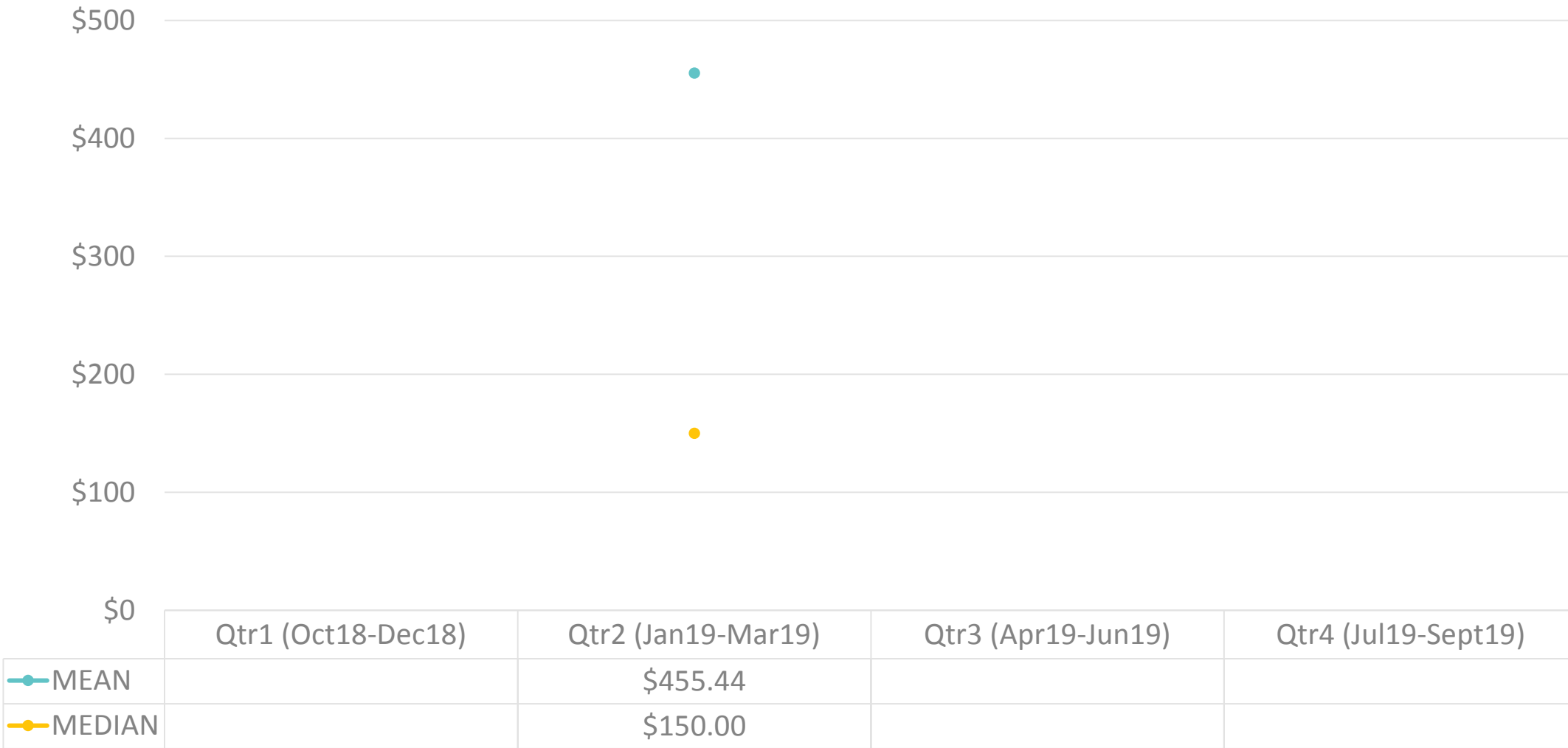
ONISLE – ACCOMMODATIONS TRACKING



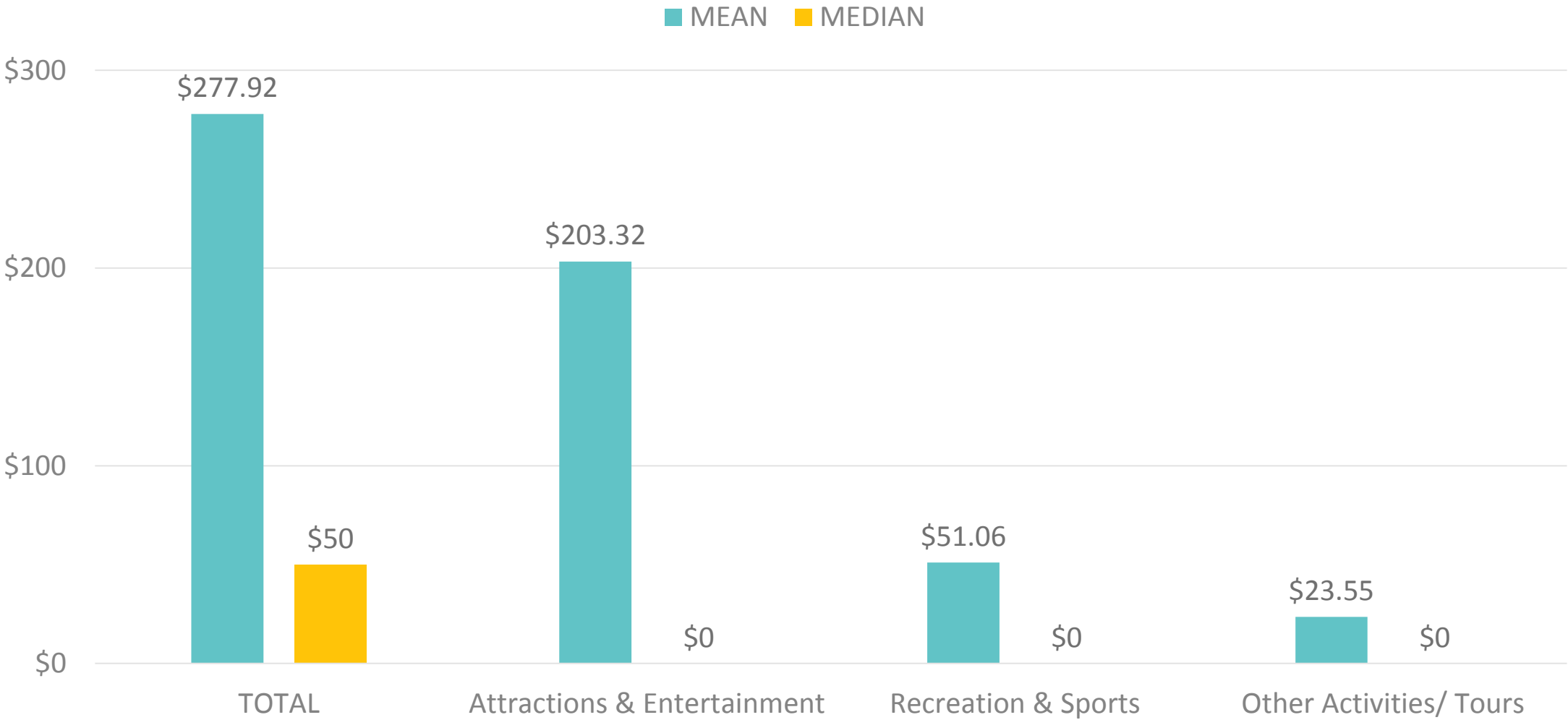
ONISLE – FOOD & BEVERAGE



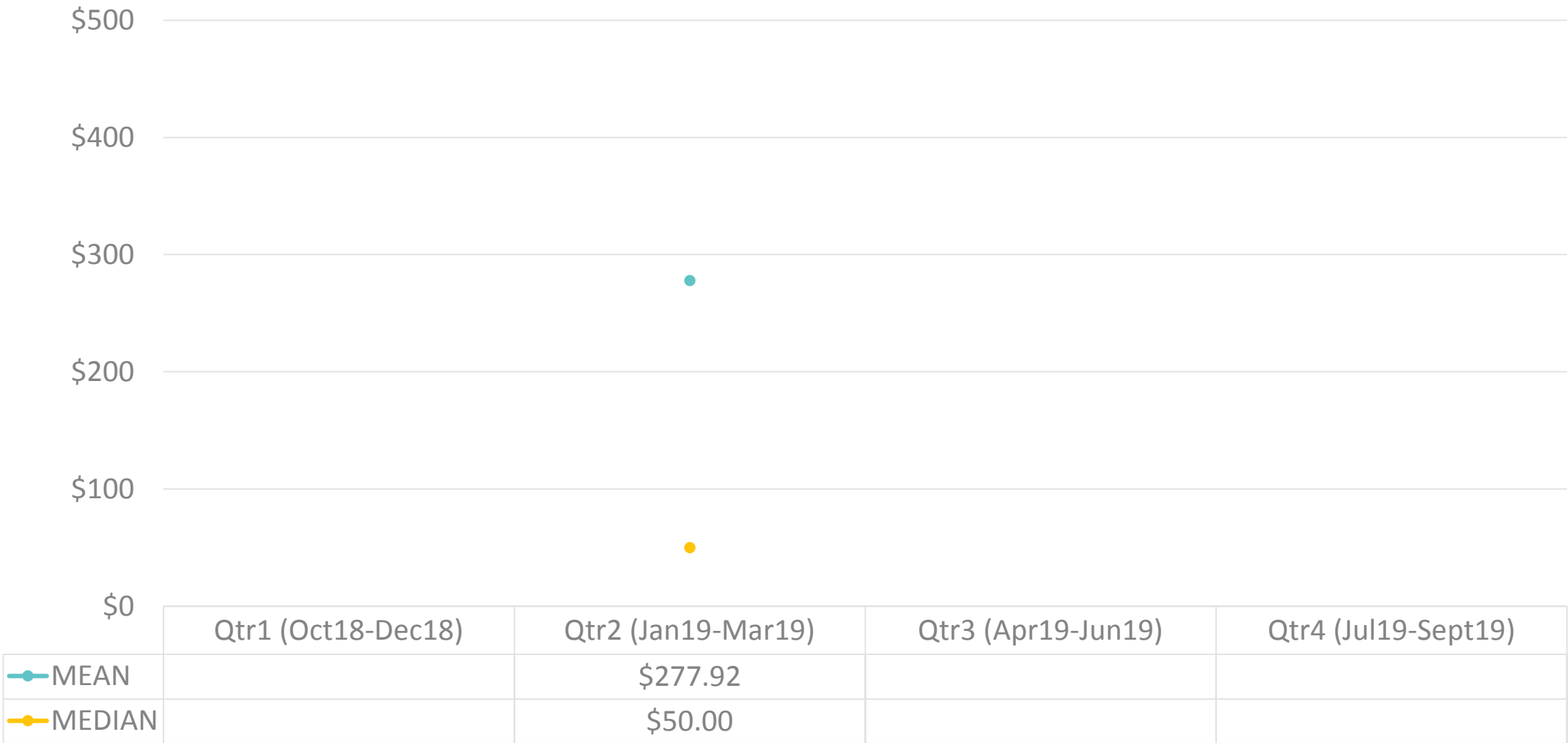
ONISLE – TOTAL FOOD & BEVERAGE TRACKING



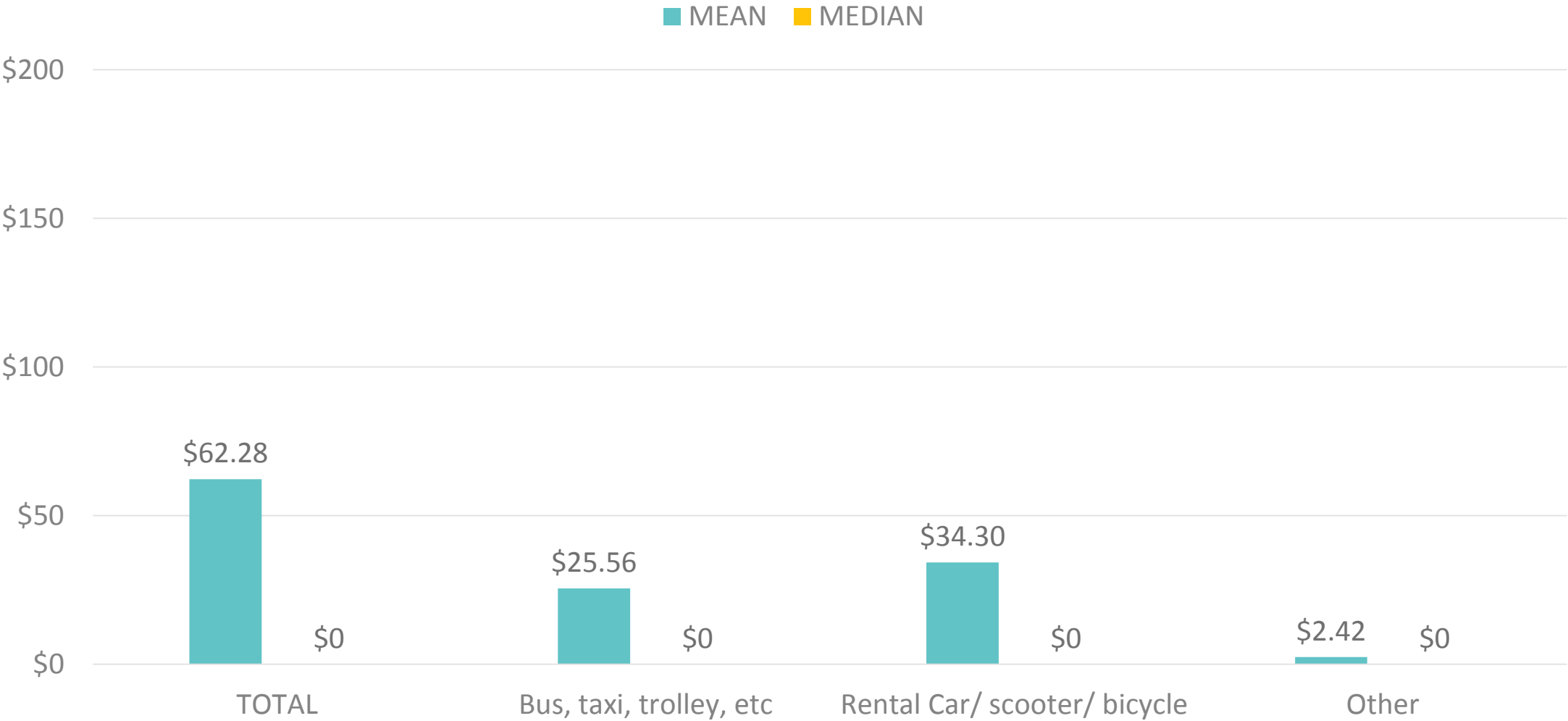
ONISLE – ENTERTAINMENT & RECREATION



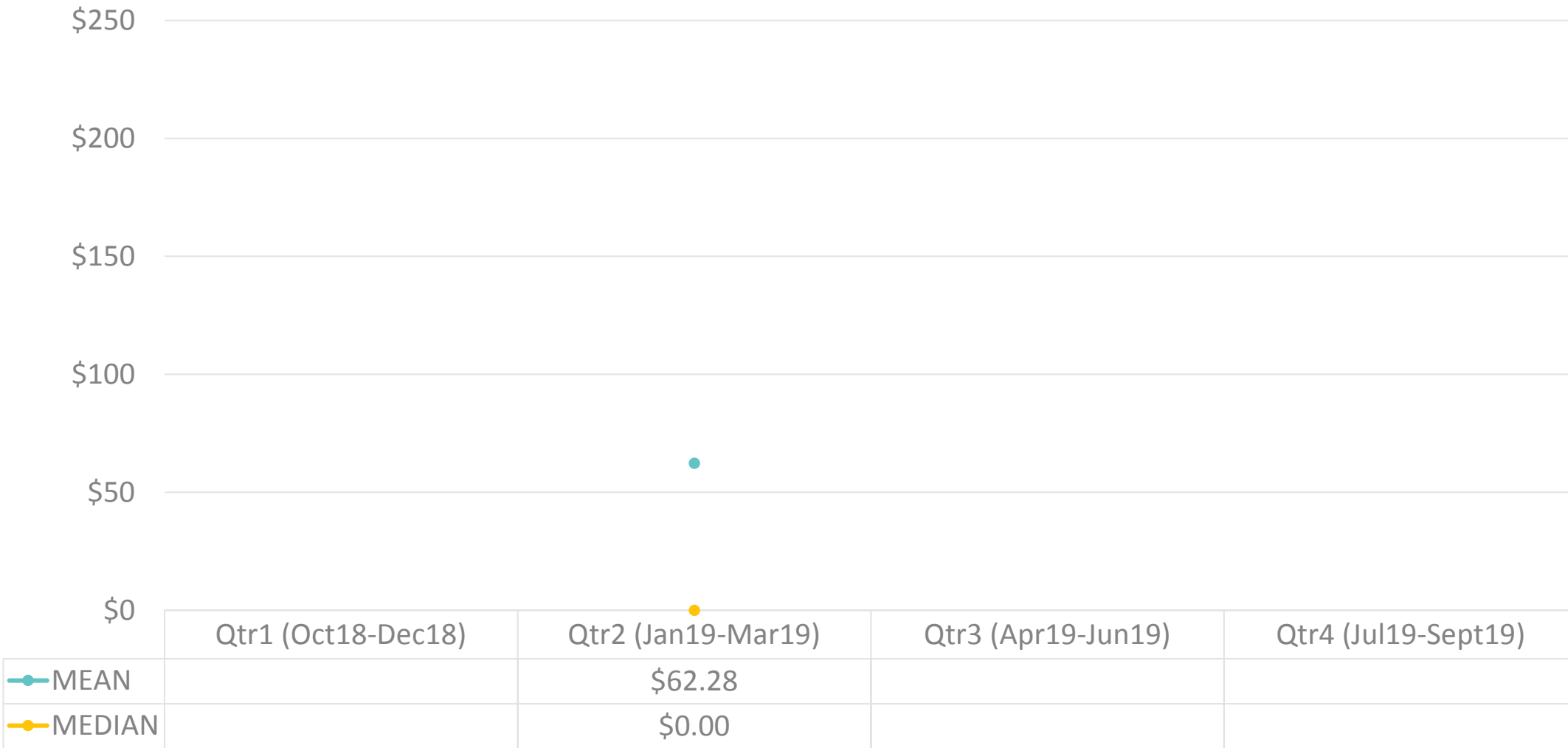
ONISLE – TOTAL ENTERTAINMENT & RECREATION TRACKING



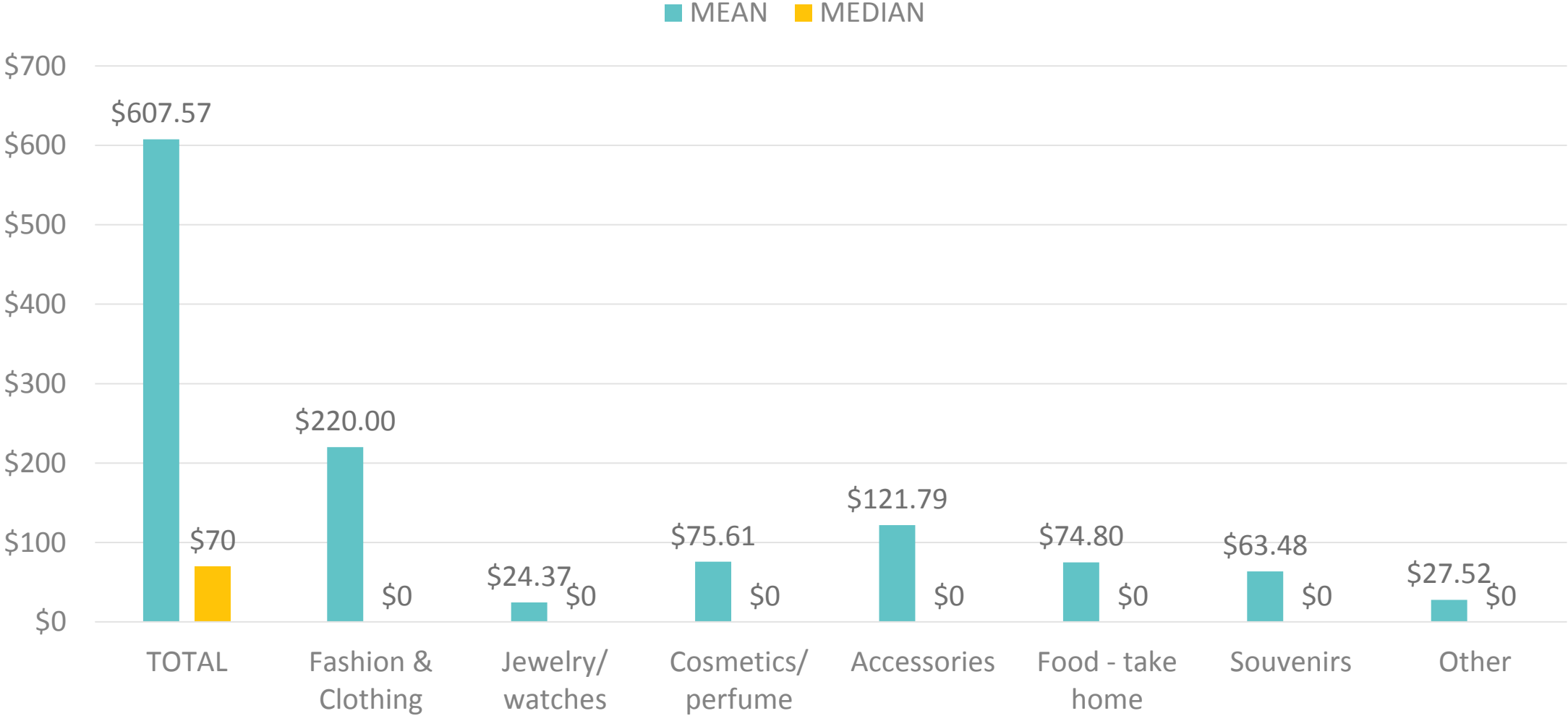
ONISLE – TRANSPORTATION



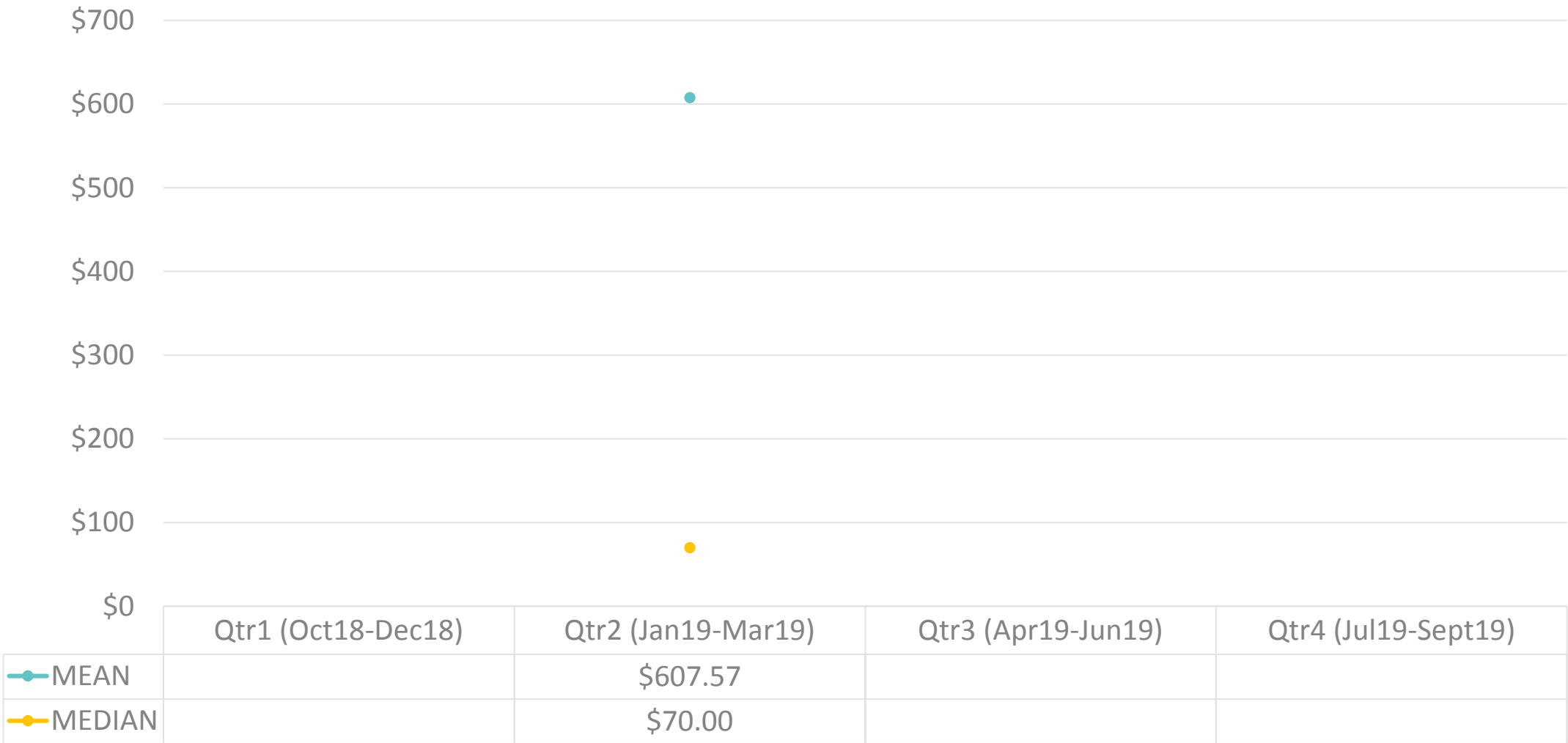
ONISLE – TOTAL TRANSPORTATION TRACKING



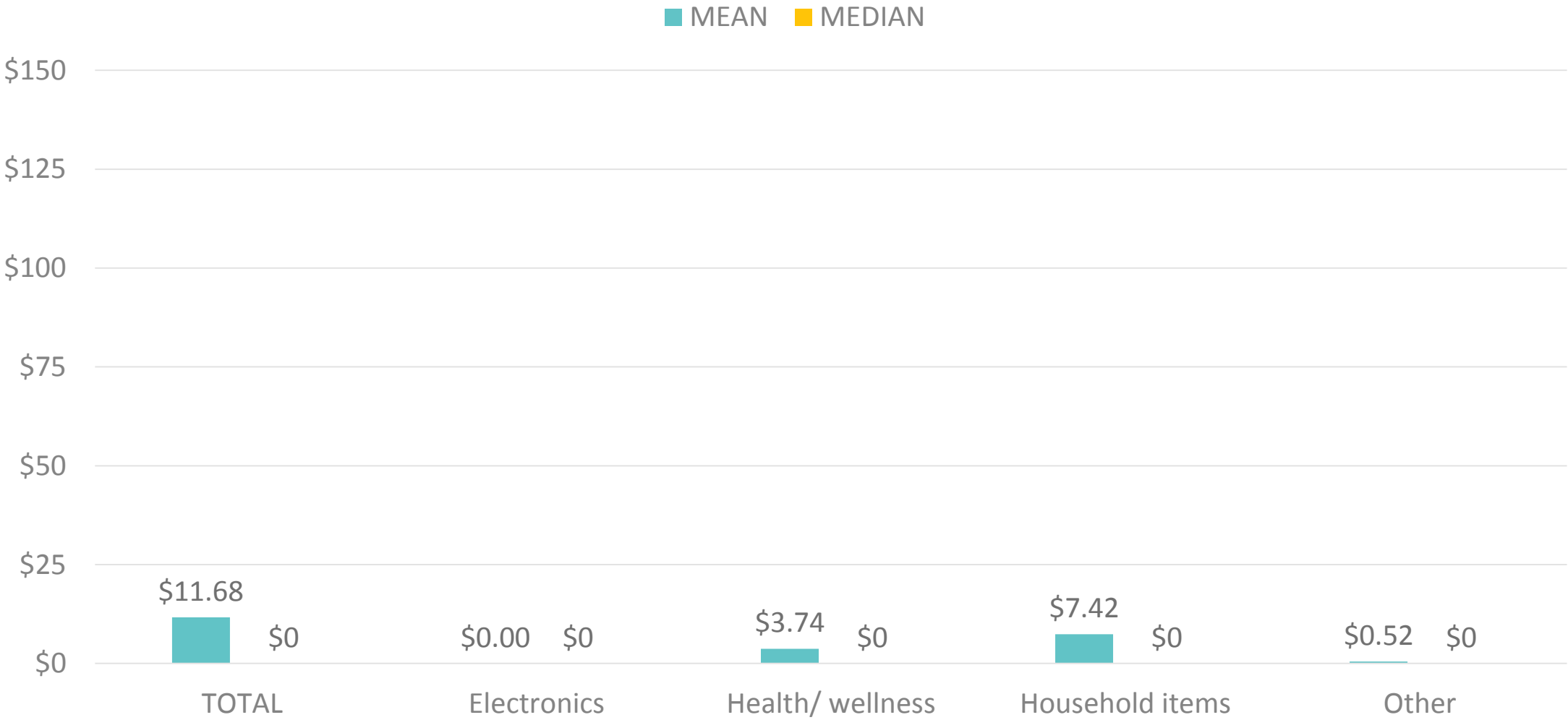
ONISLE – SHOPPING



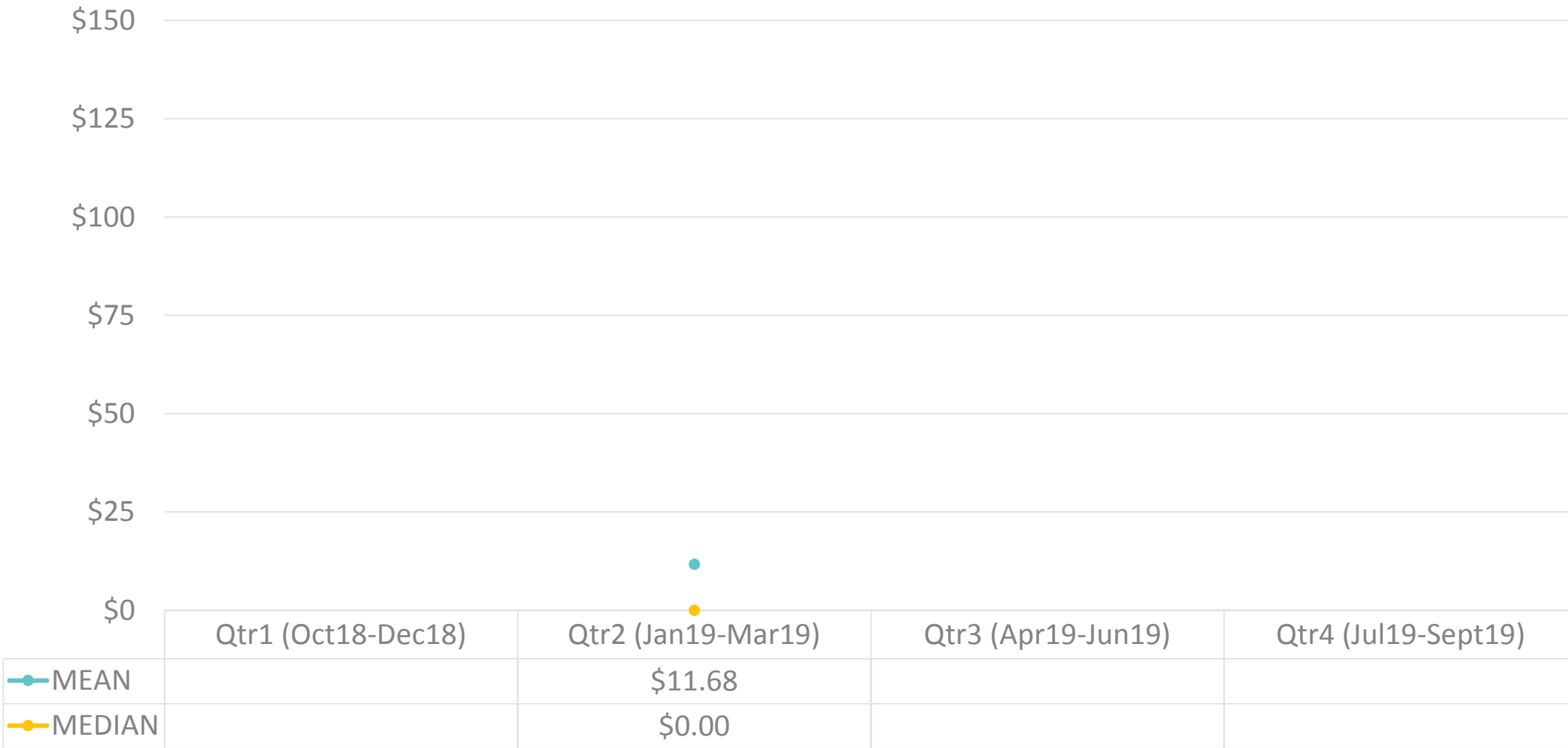
ONISLE – TOTAL SHOPPING TRACKING



ONISLE – MISCELLANEOUS



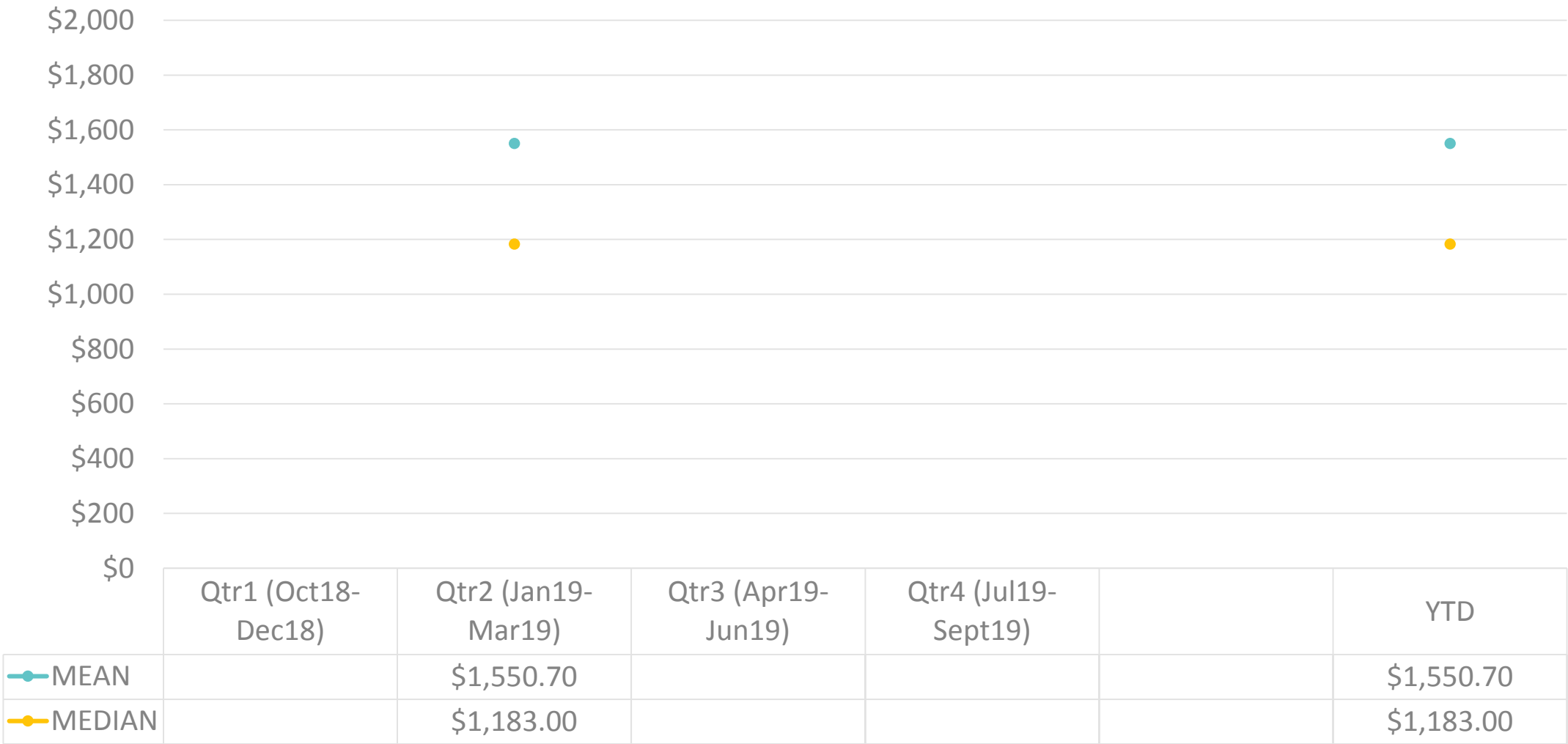
ONISLE – MISCELLANEOUS TRACKING



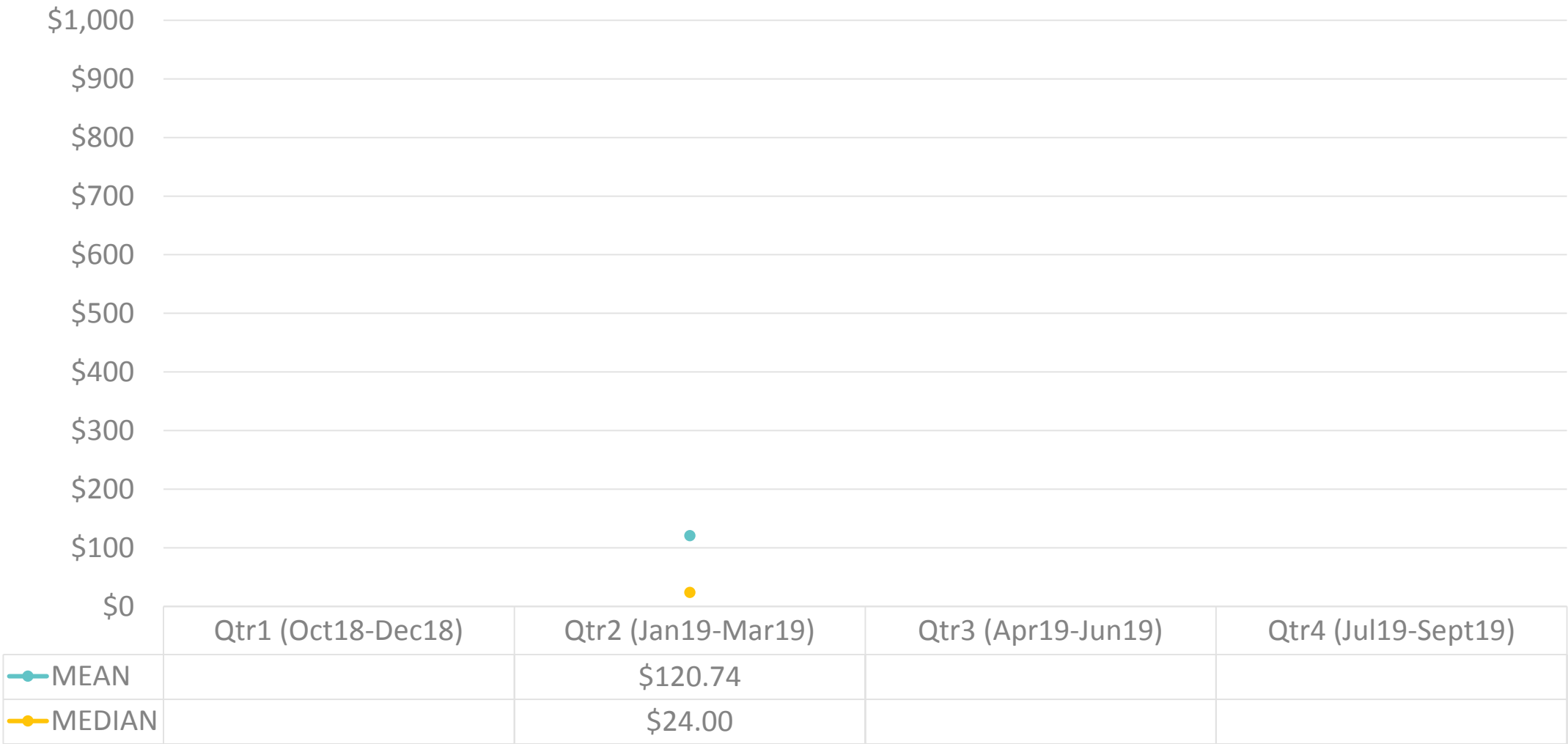
TOTAL EXPENDITURES PER PERSON (ONISLE + PREPAID)

- \$1,550.70 = Mean average per person
- \$1,183.00 = Median amount spent per person

TOTAL EXPENDITURES PER PERSON TRACKING



GUAM AIRPORT EXPENDITURE TRACKING

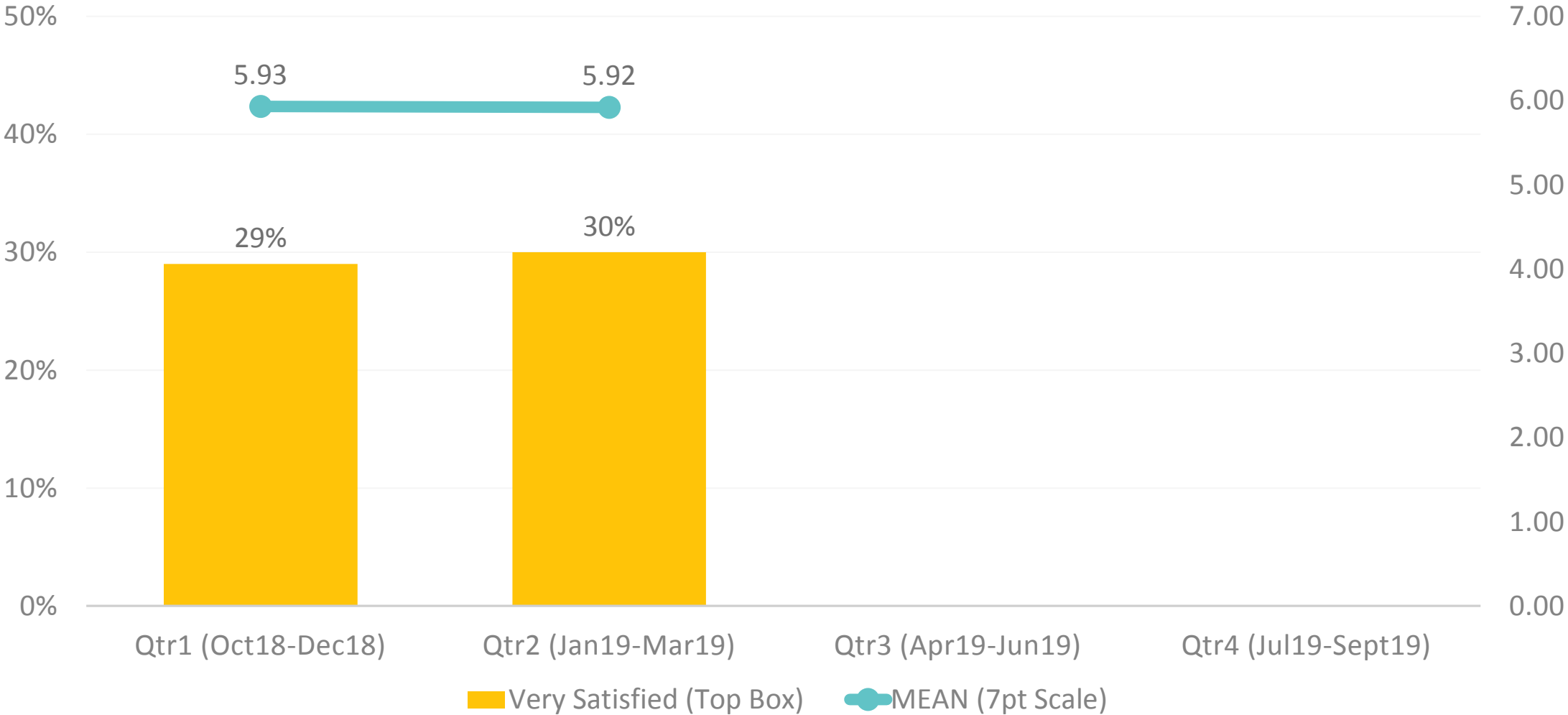




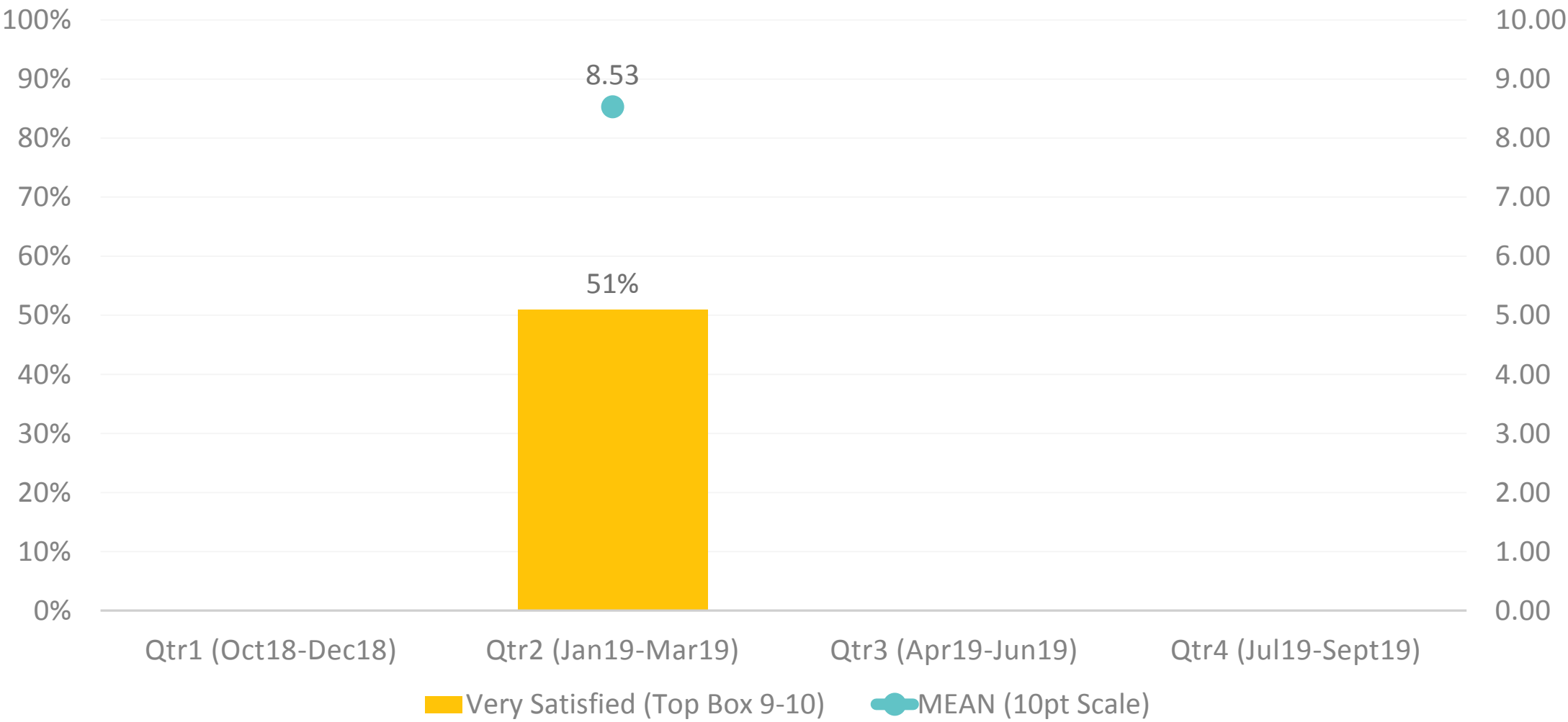
SECTION 4

VISITOR SATISFACTION

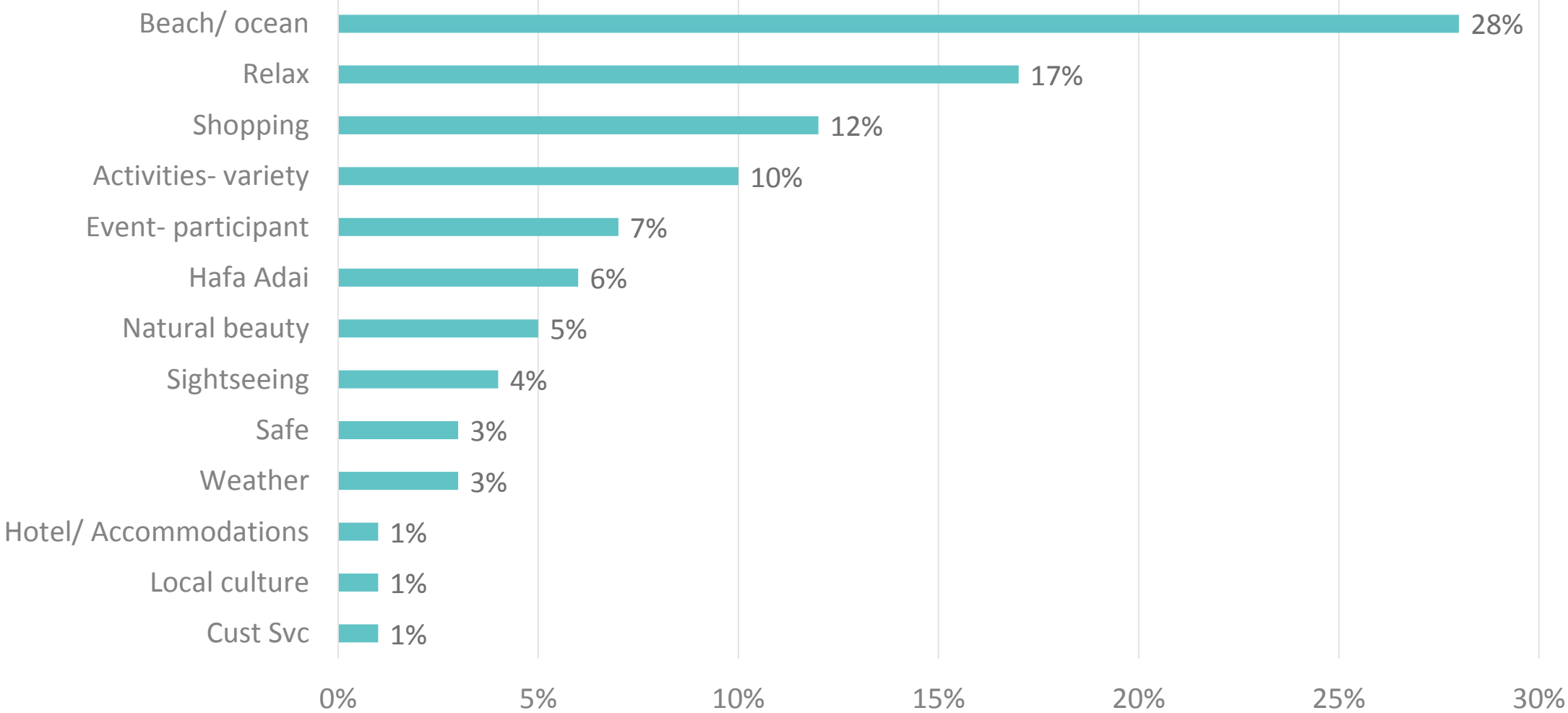
OVERALL SATISFACTION – 7PT SCALE



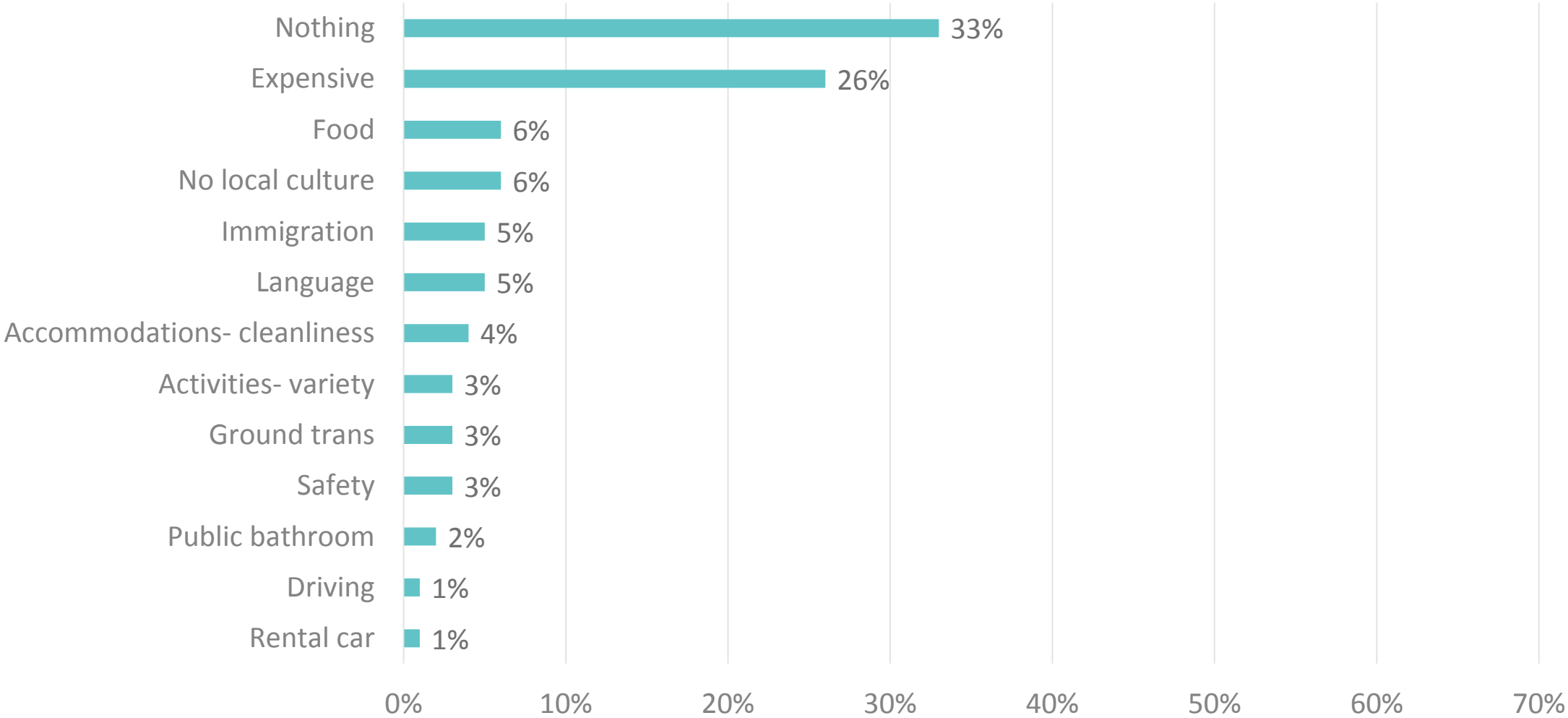
OVERALL SATISFACTION – 10PT SCALE



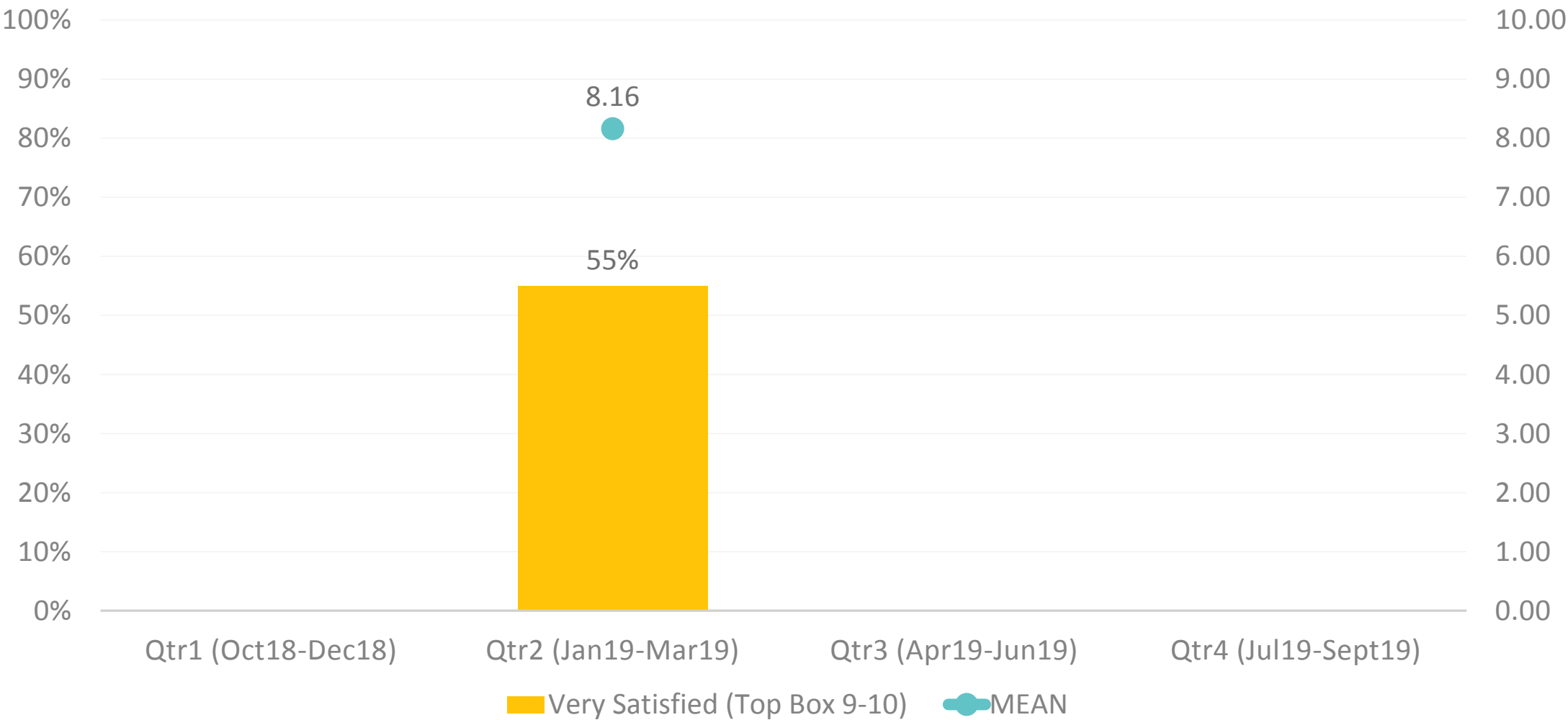
SWOT – POSITIVE ASPECT OF TRIP



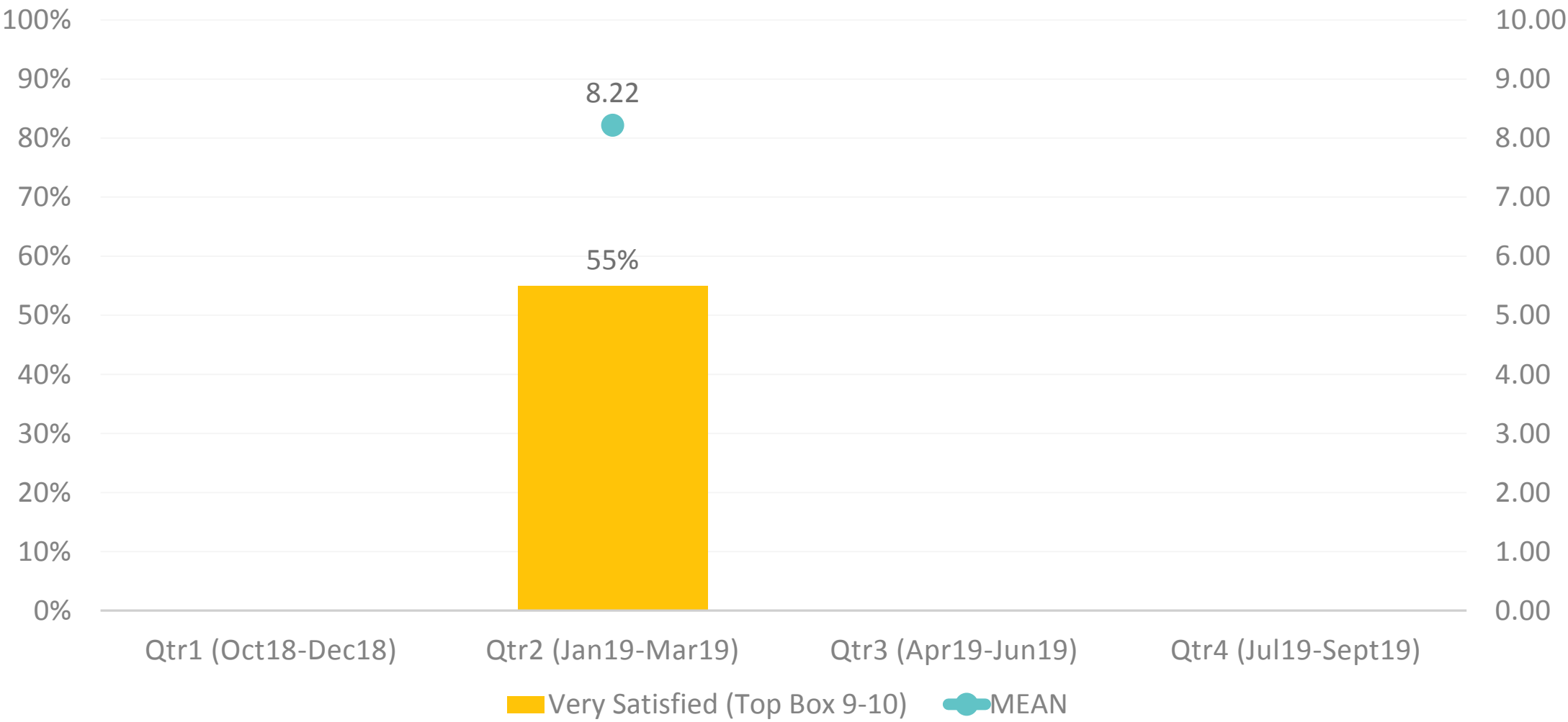
SWOT – NEGATIVE ASPECT OF TRIP



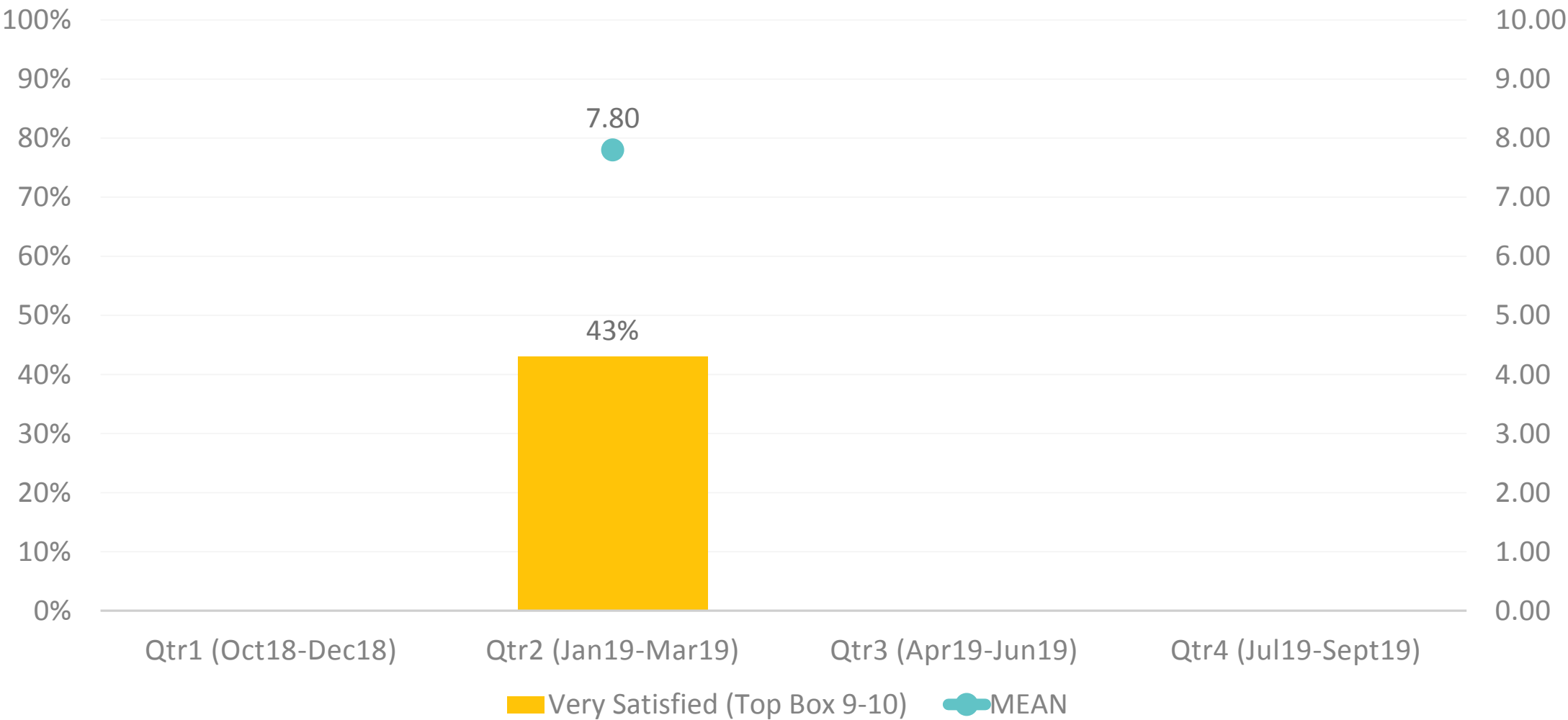
SATISFACTION – ENTERTAINMENT



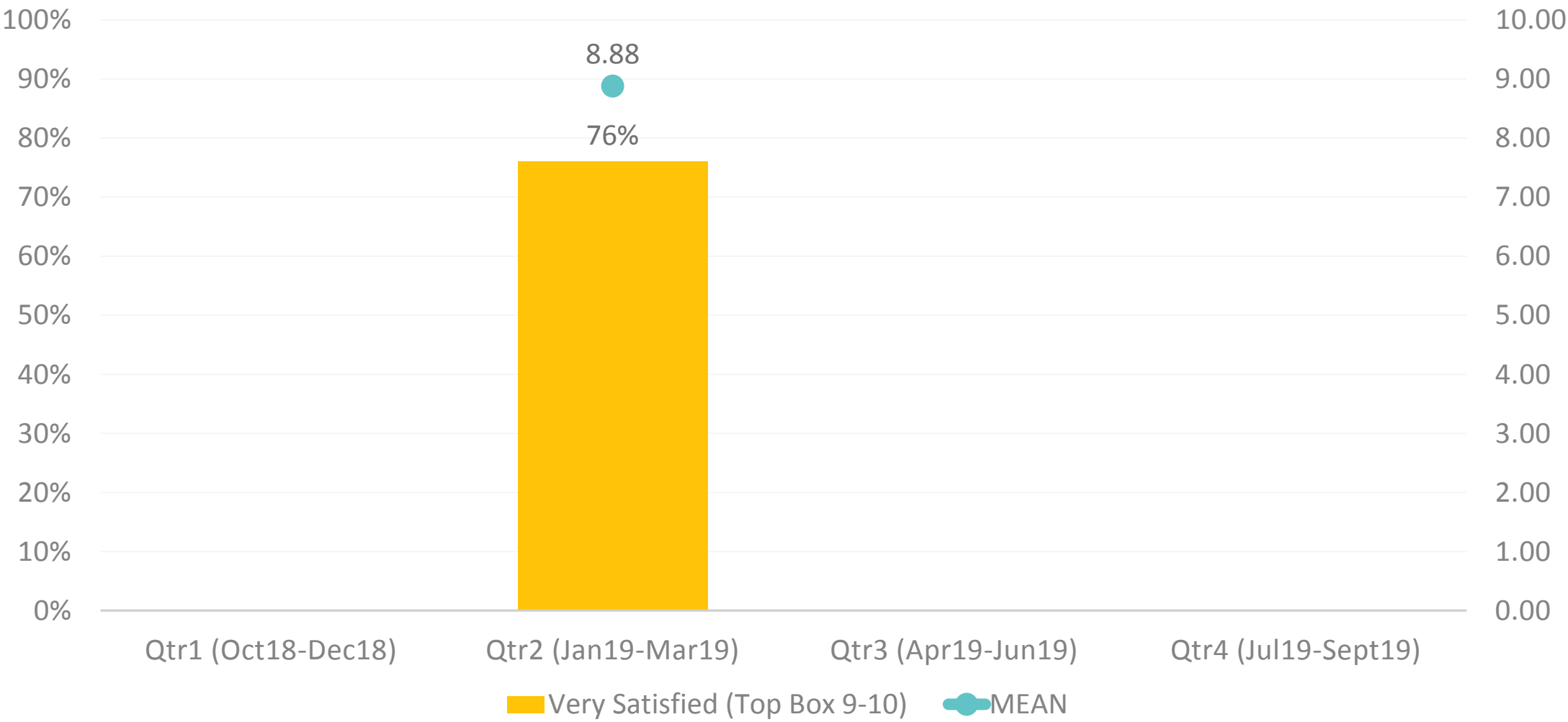
SATISFACTION – SHOPPING



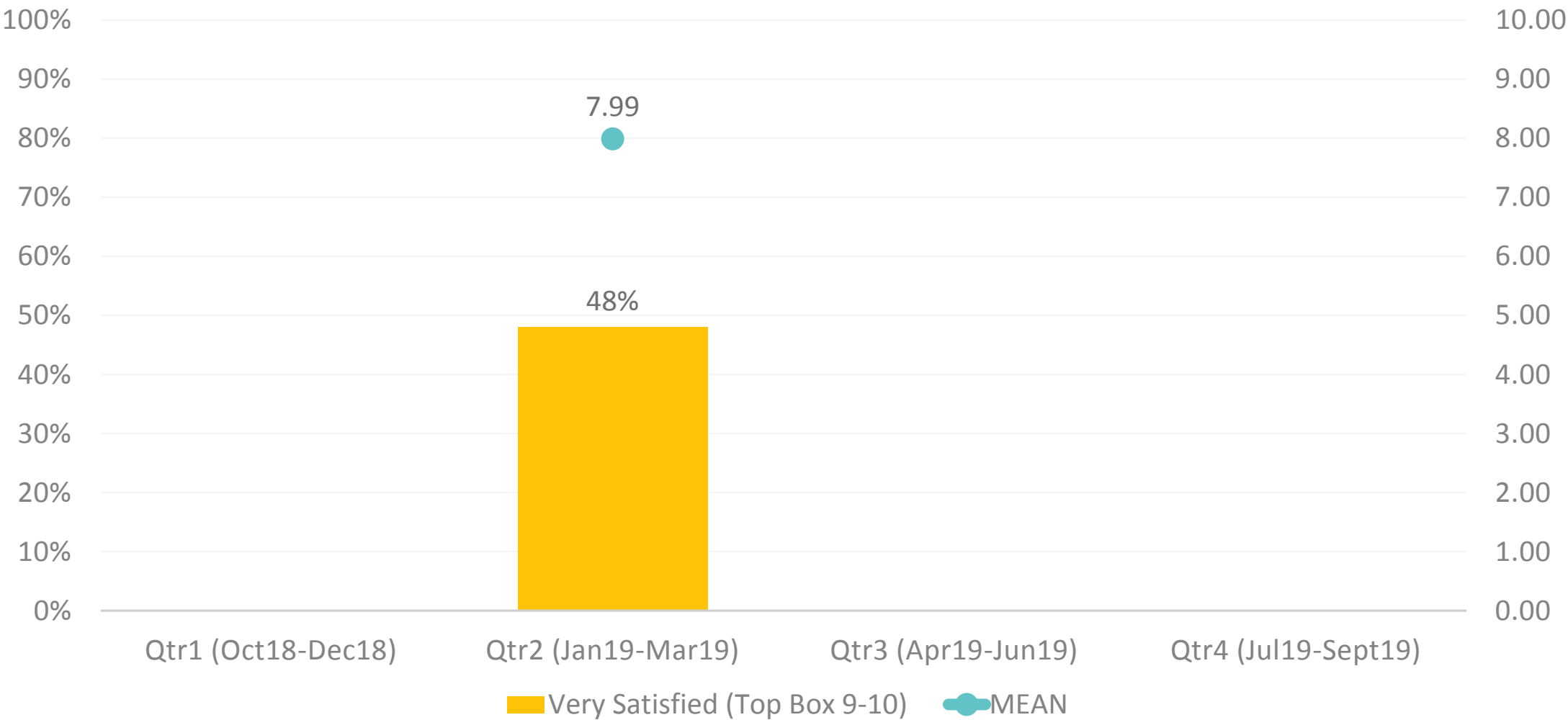
SATISFACTION – DINING



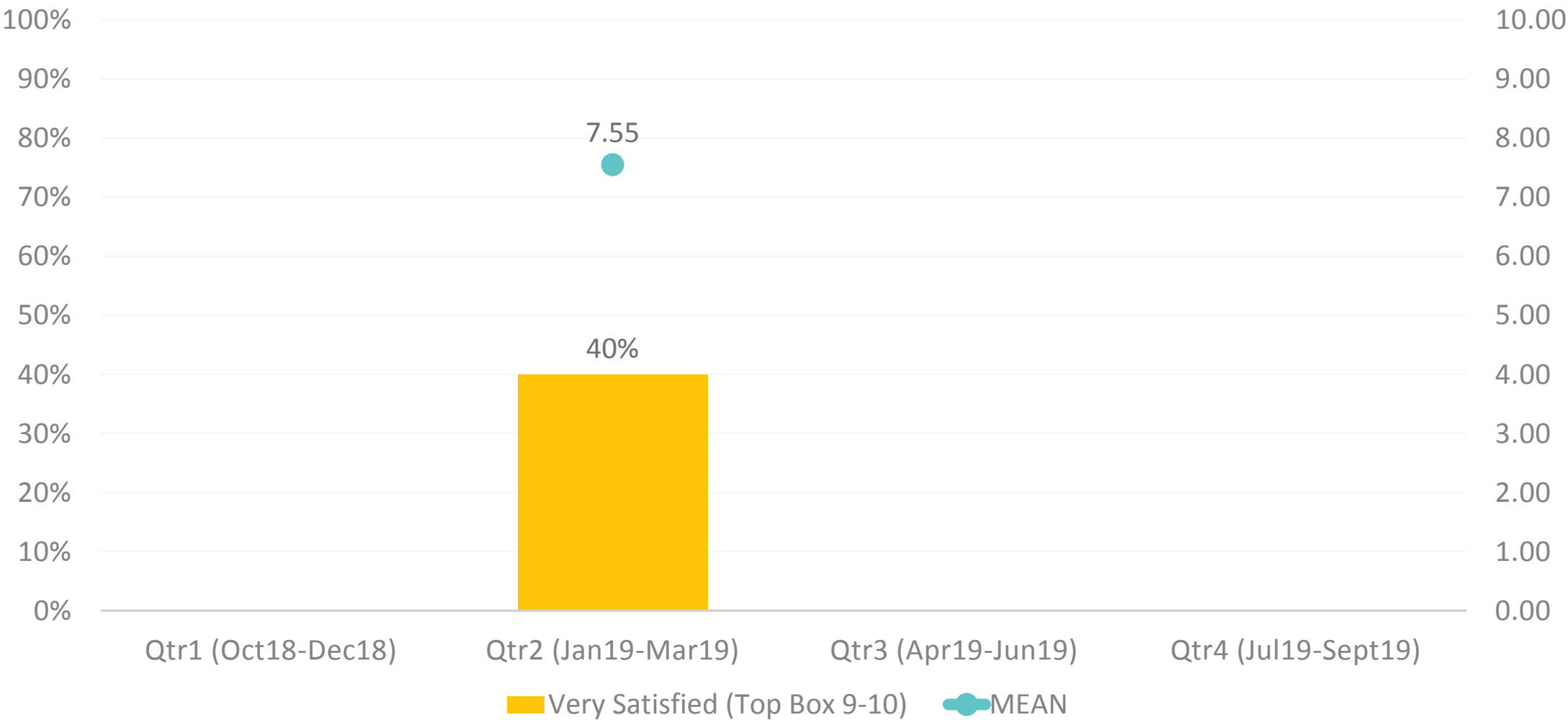
SATISFACTION – BEACHES



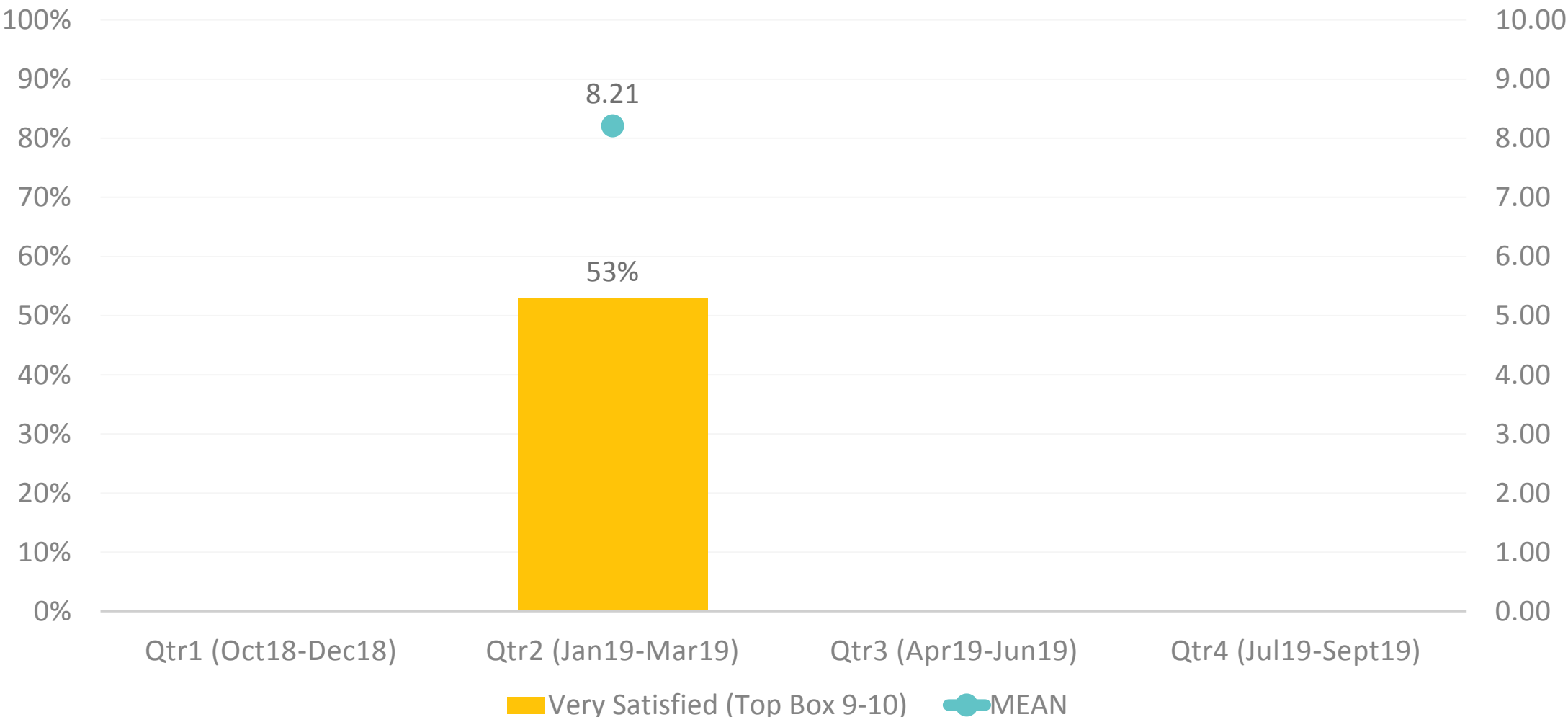
SATISFACTION – PARKS



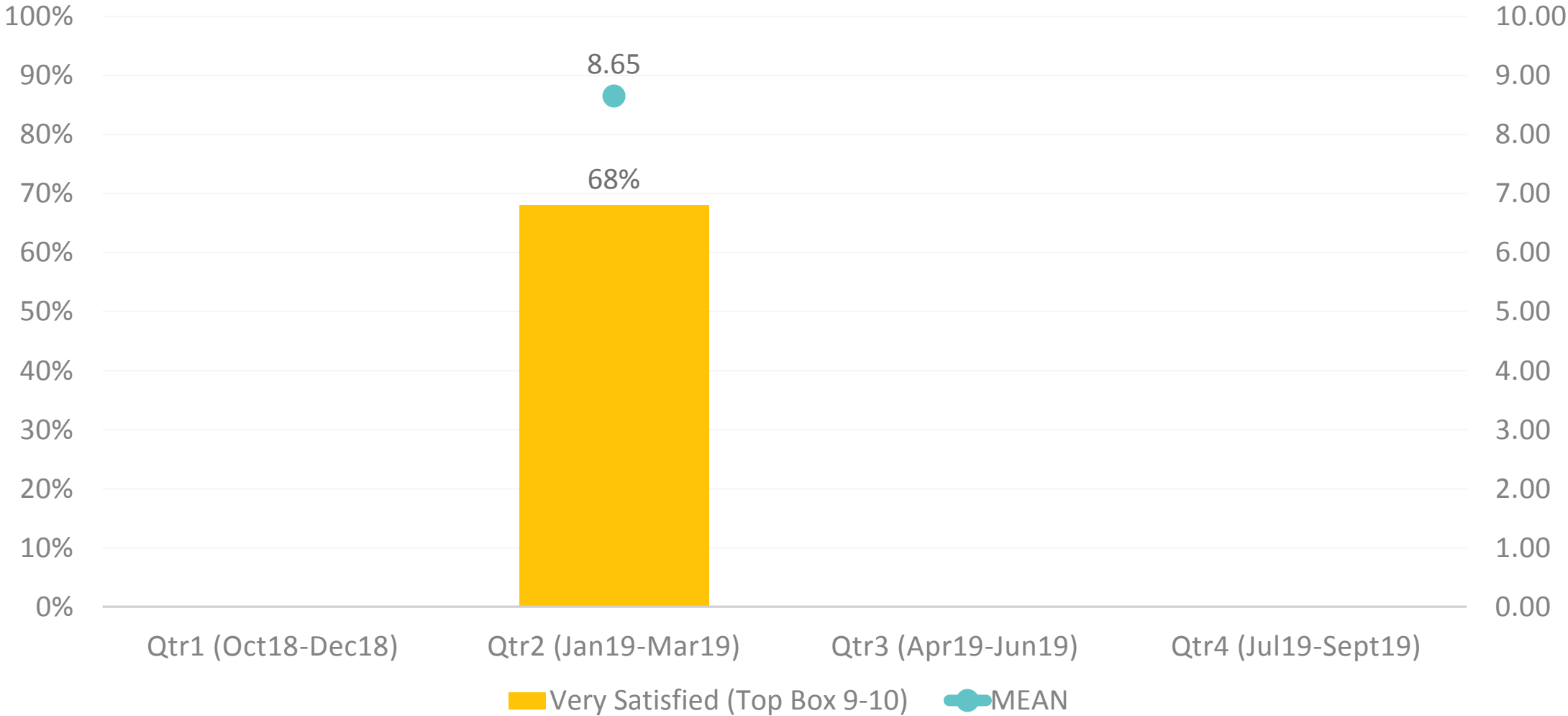
SATISFACTION – ROADS



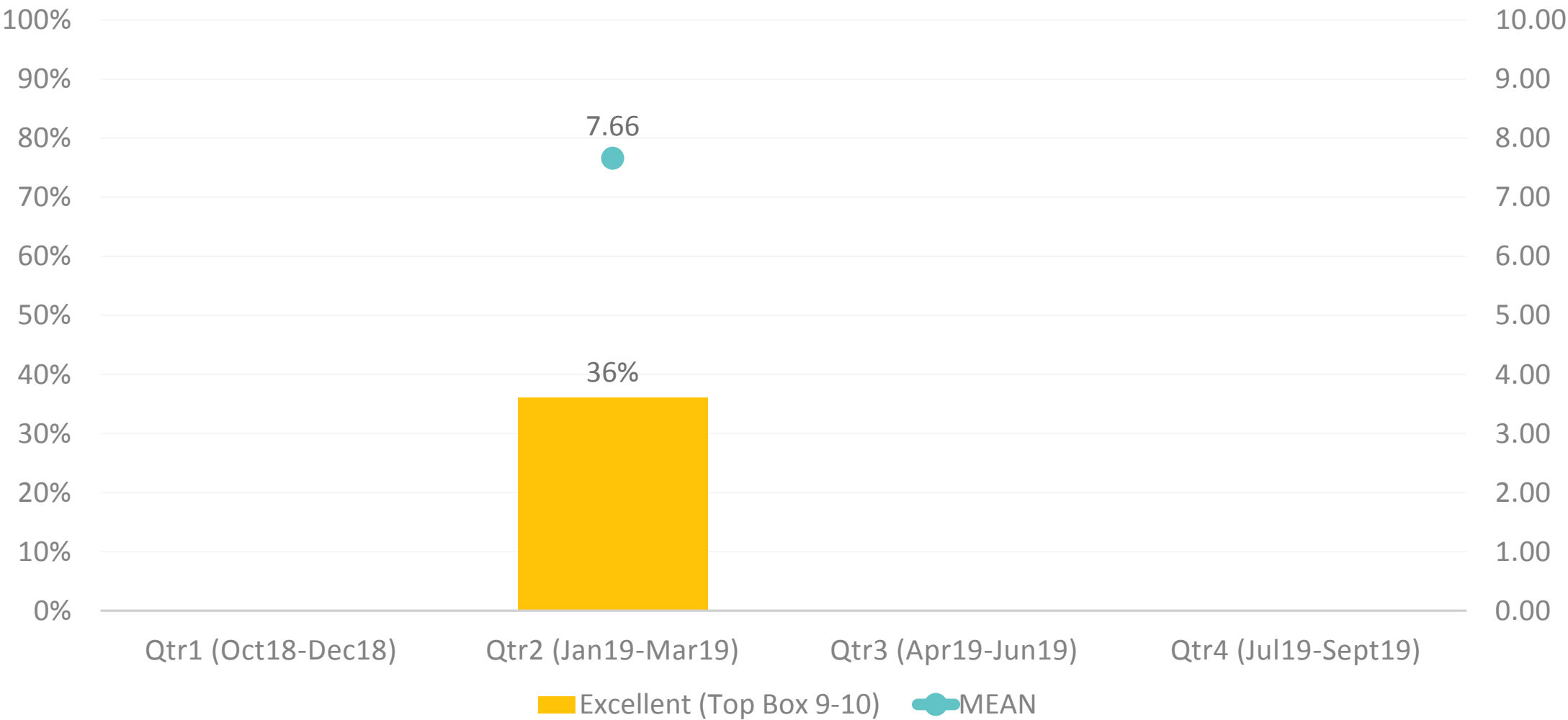
SATISFACTION – SIGHTSEEING AREAS



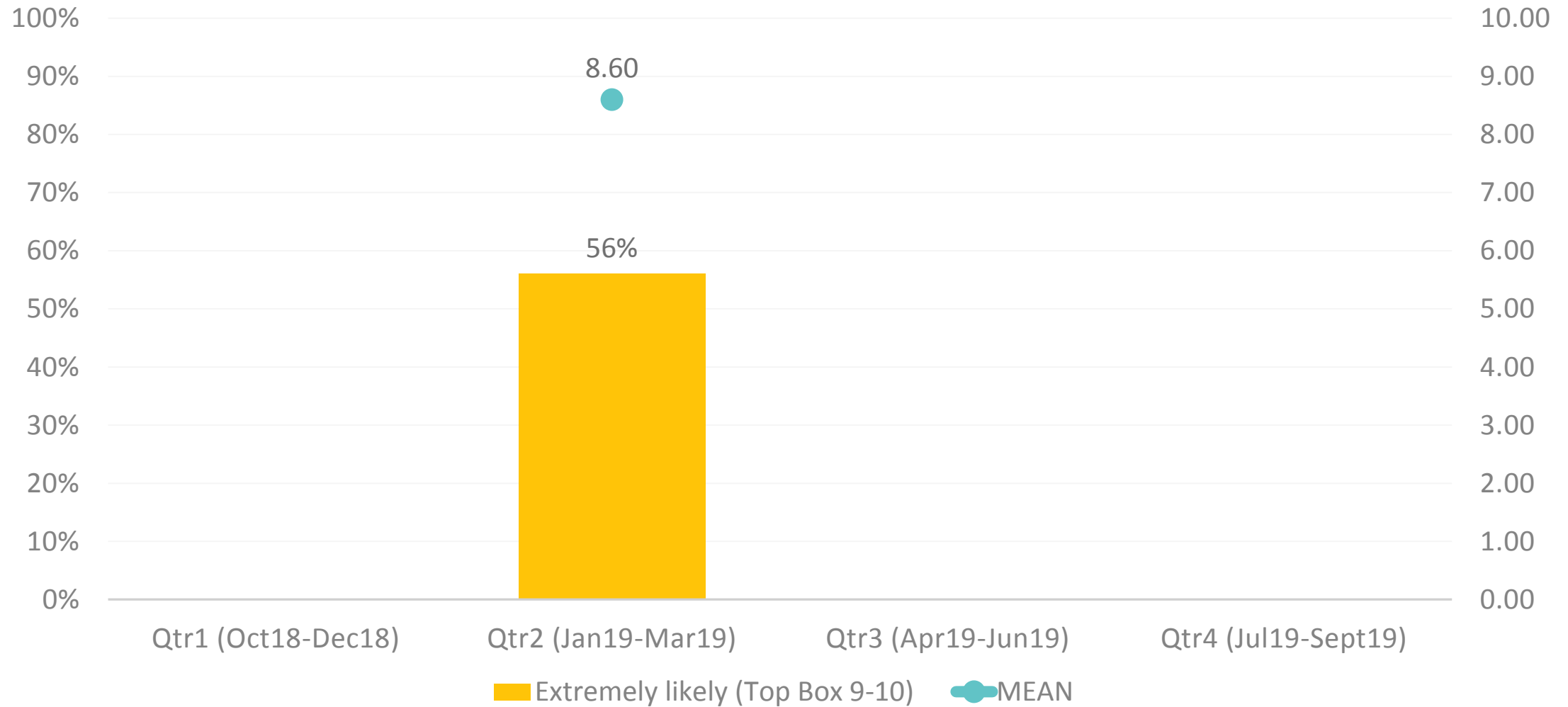
SATISFACTION – SAFETY & SECURITY



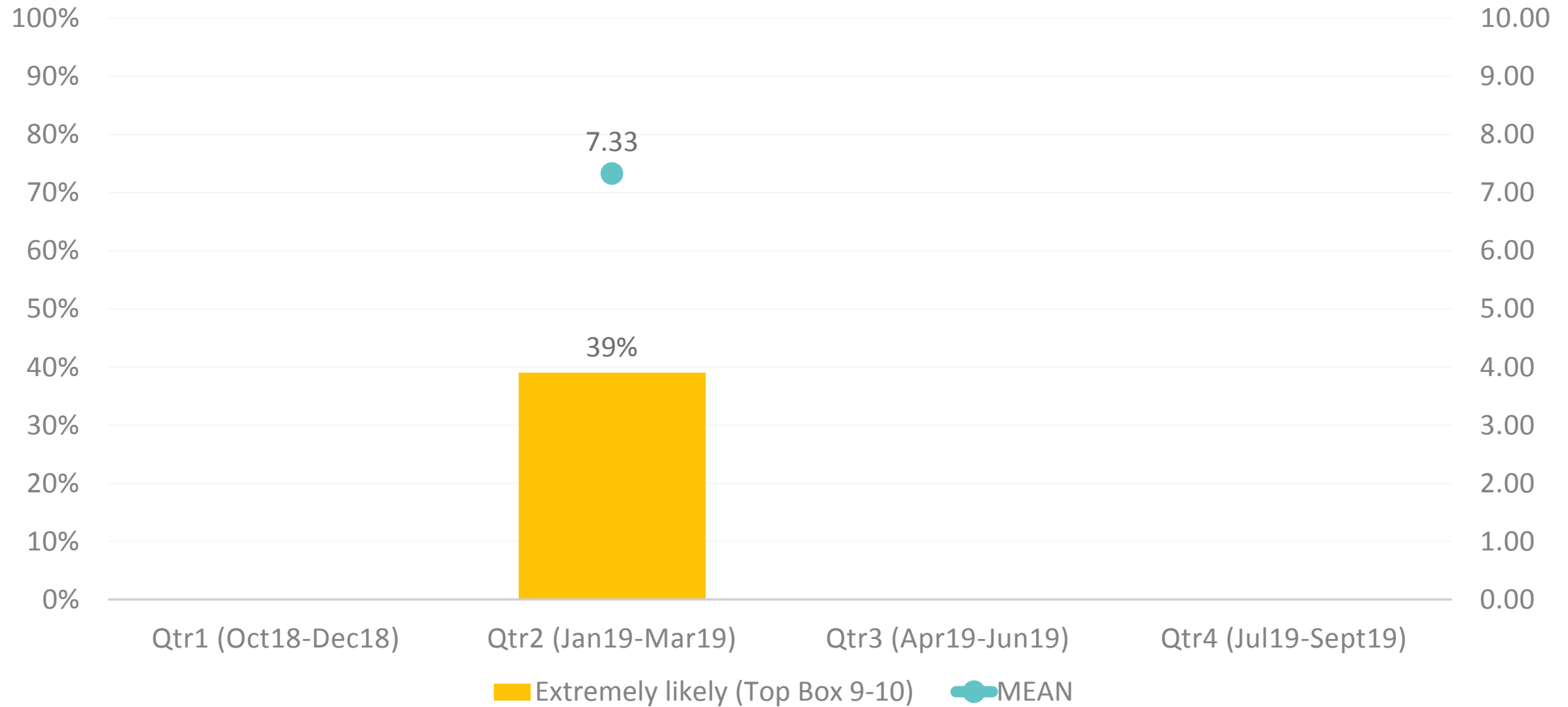
SATISFACTION – ACCOMMODATIONS



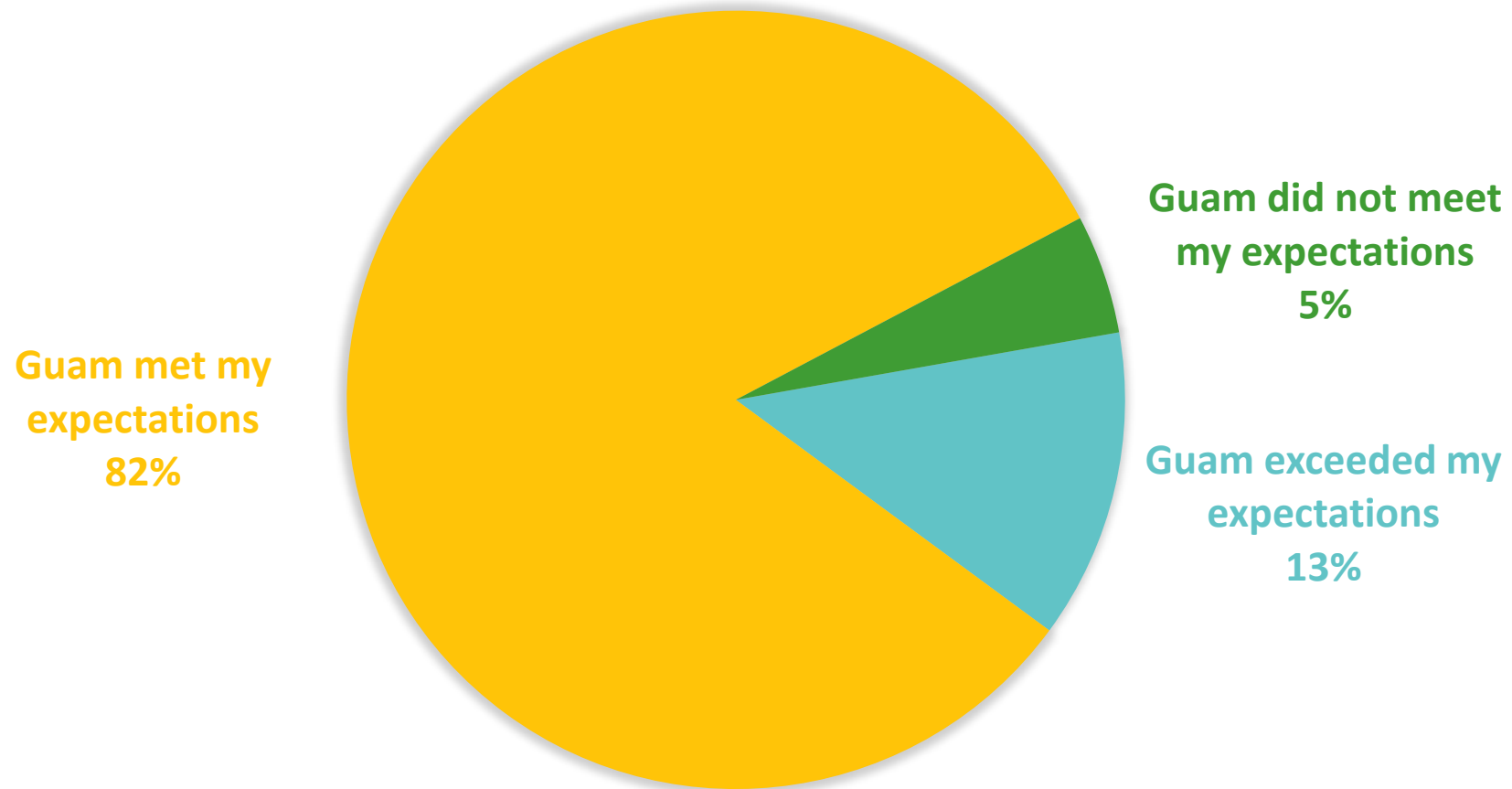
BRAND ADVOCACY



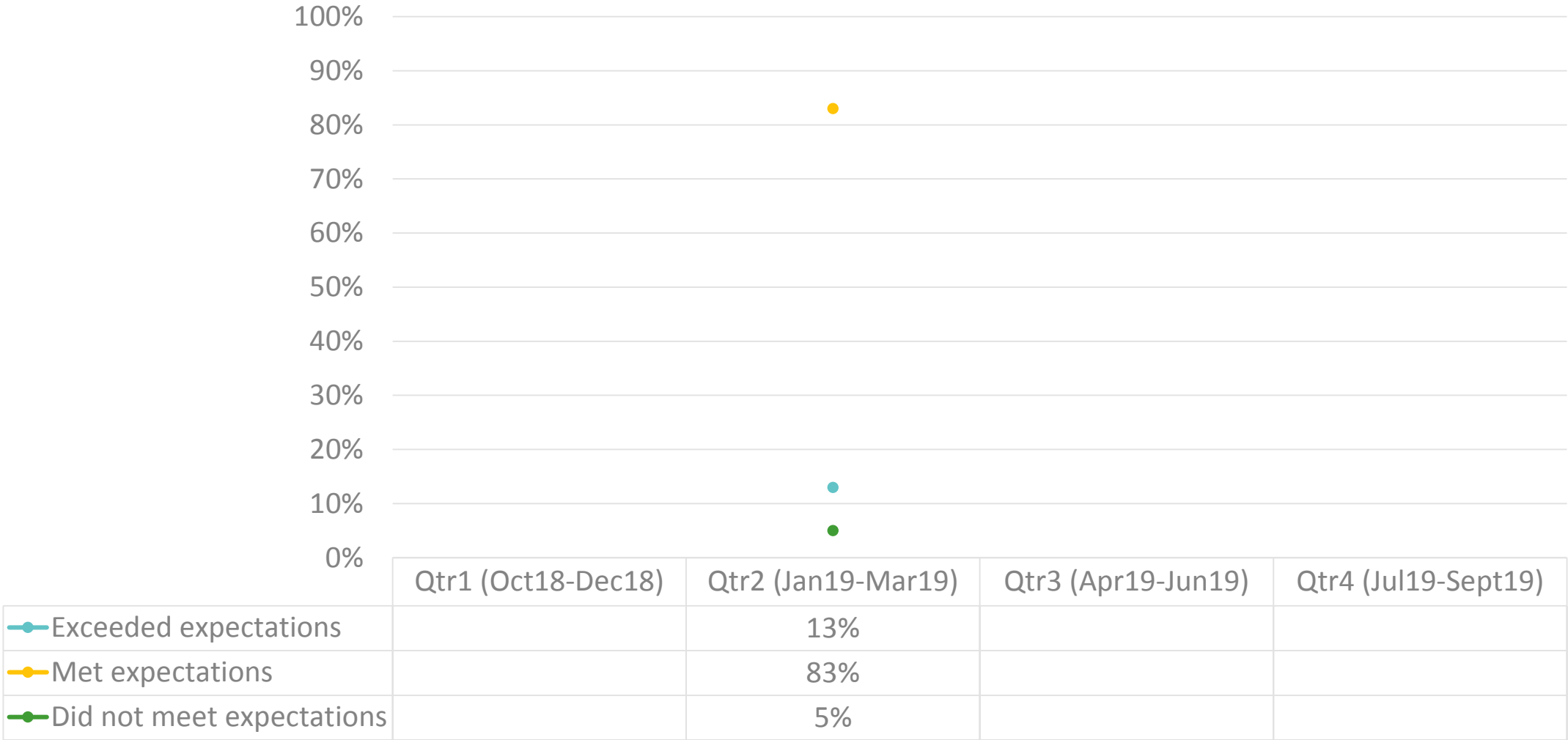
BRAND LOYALTY



TRIP EXPECTATIONS



TRIP EXPECTATIONS – TRACKING

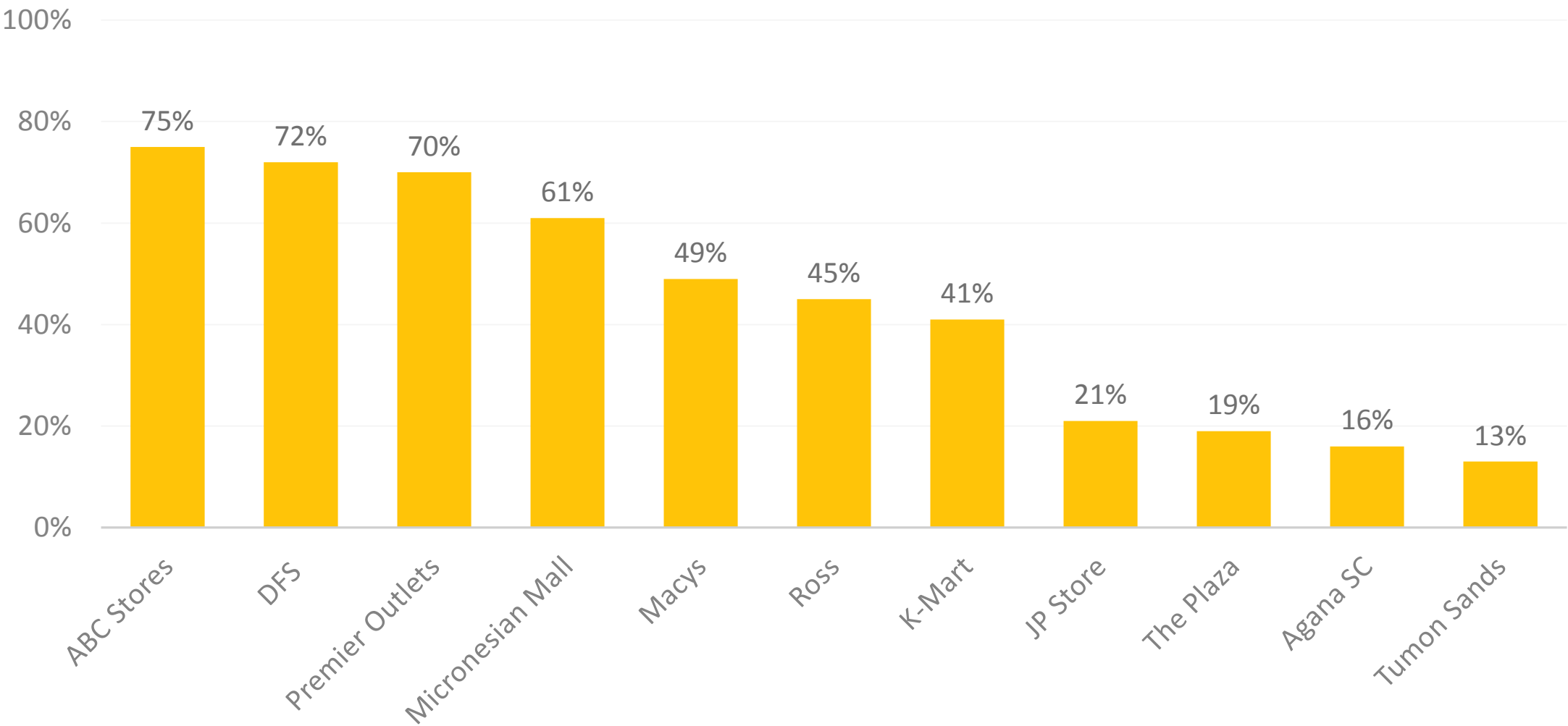




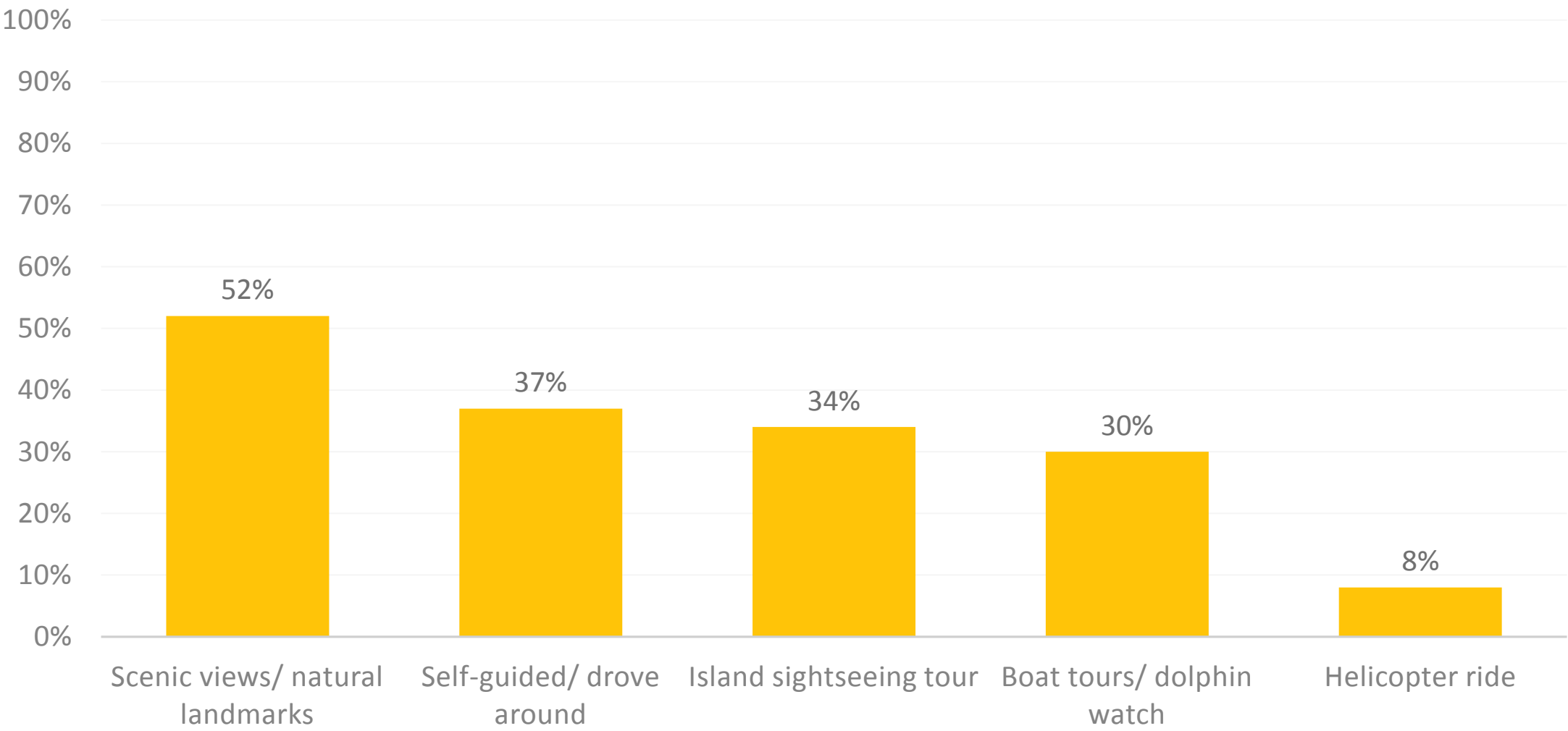
SECTION 5

VISITOR ACTIVITIES

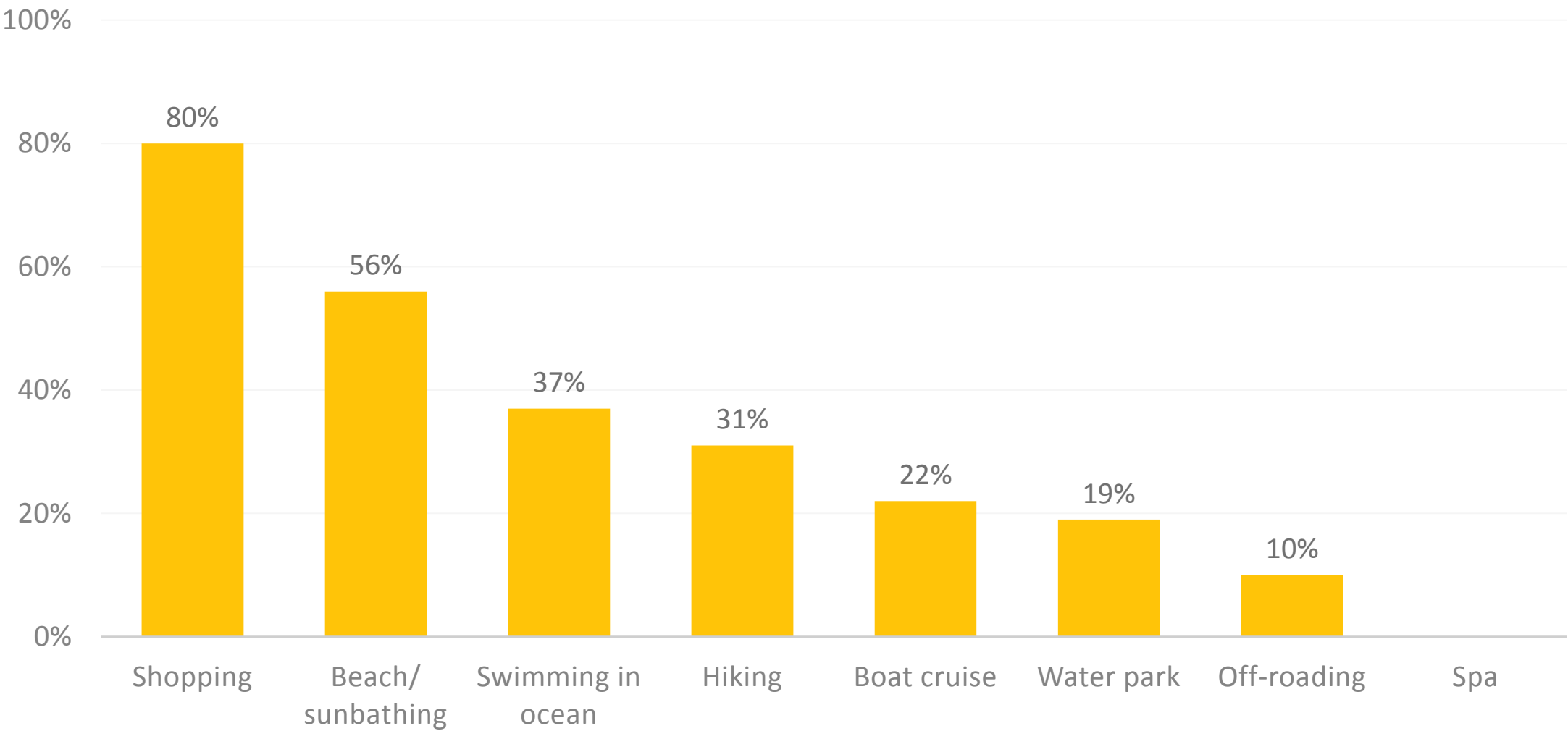
SHOPPING AREAS – PENETRATION



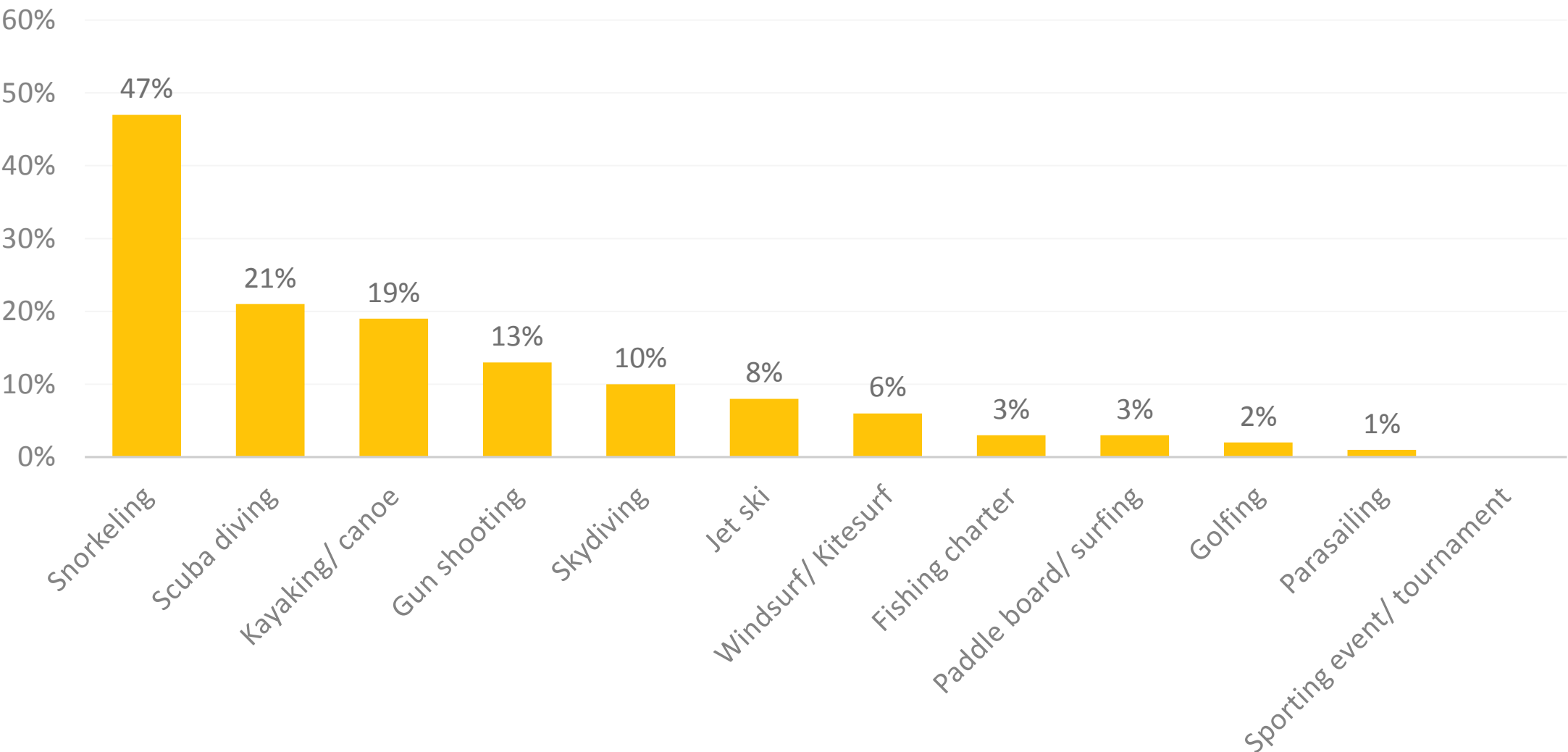
ACTIVITIES – SIGHTSEEING



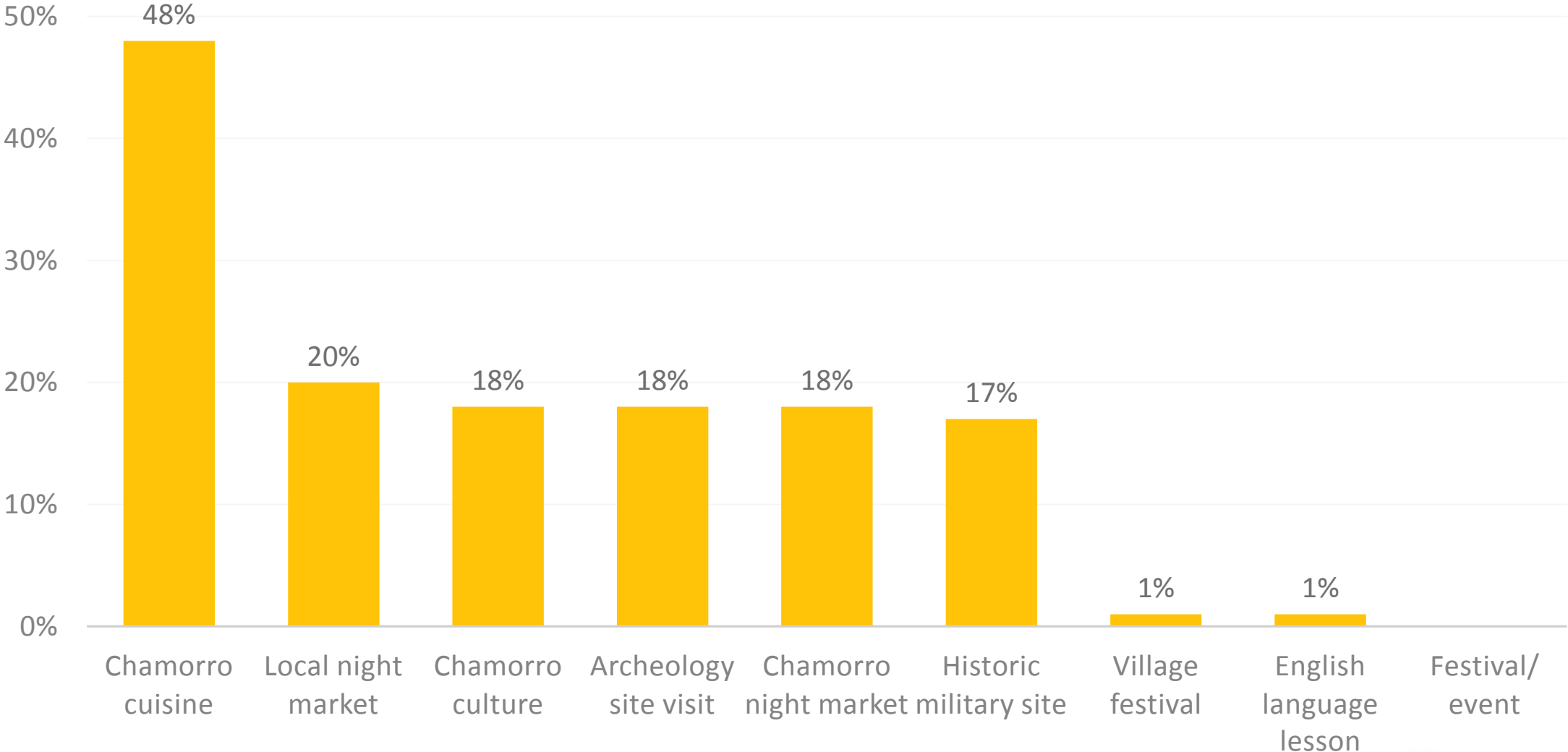
ACTIVITIES – RECREATION



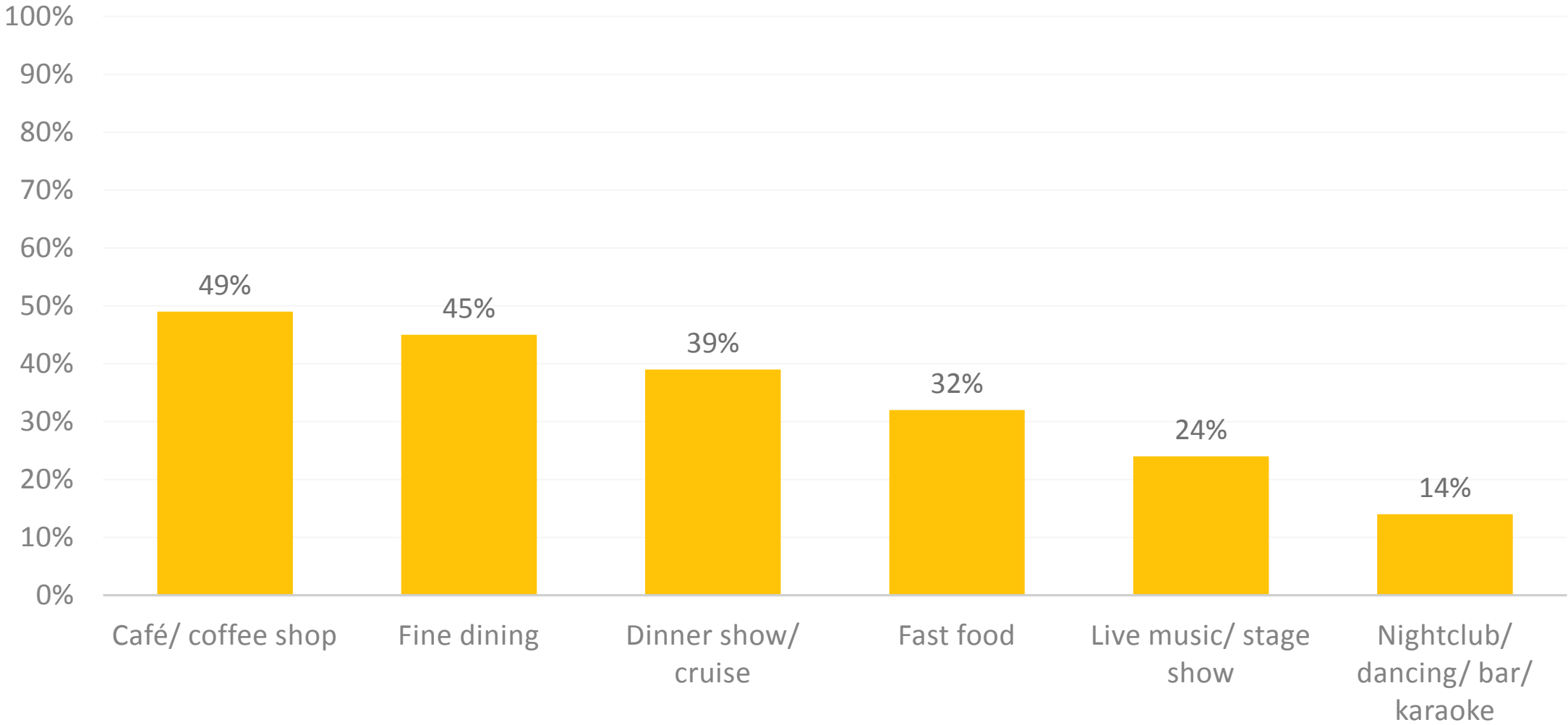
ACTIVITIES – SPORTS



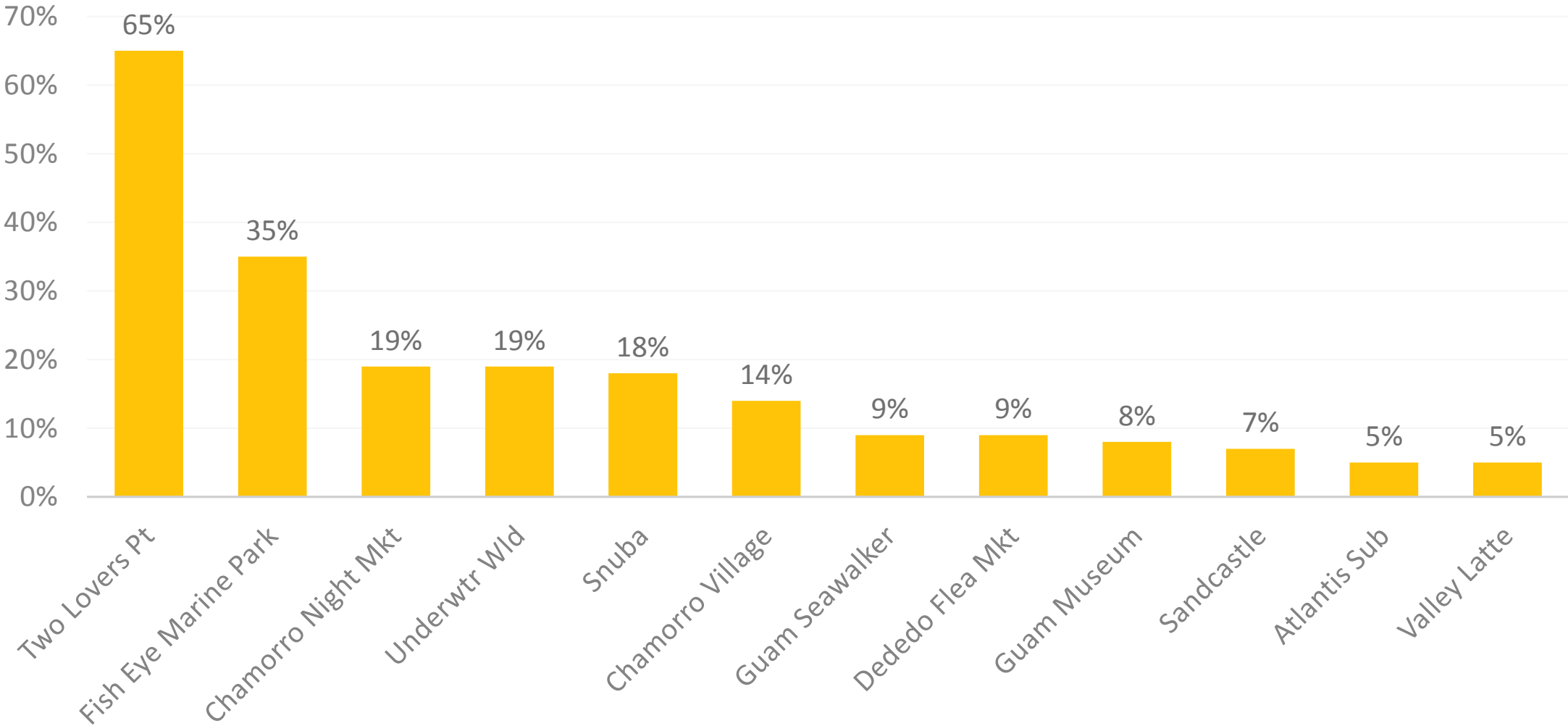
ACTIVITIES – HISTORY, CULTURE, ARTS



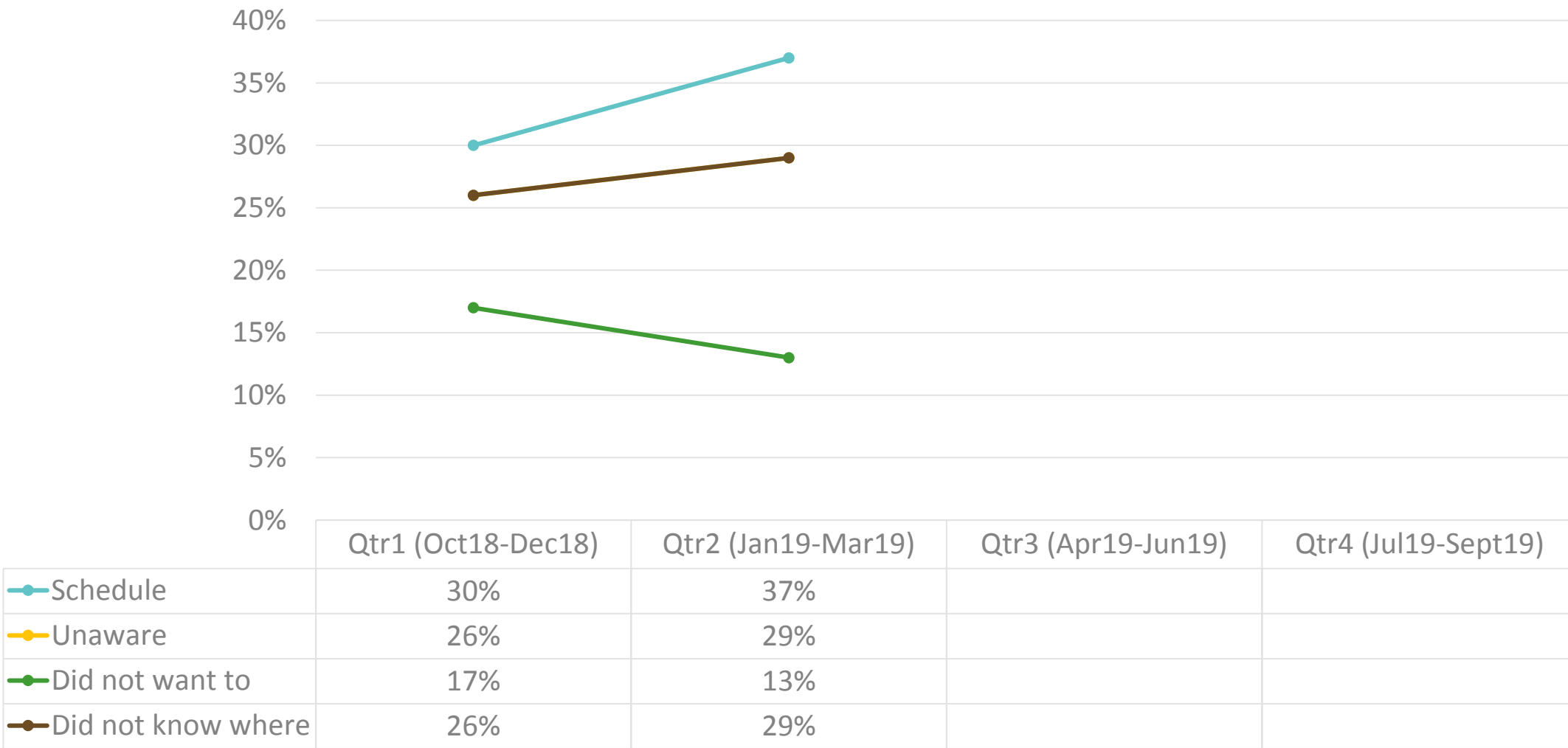
ACTIVITIES – ENTERTAINMENT & DINING



LOCAL ATTRACTIONS – TOP RESPONSES (5%+)



LOCAL CULTURE – OBSTACLES



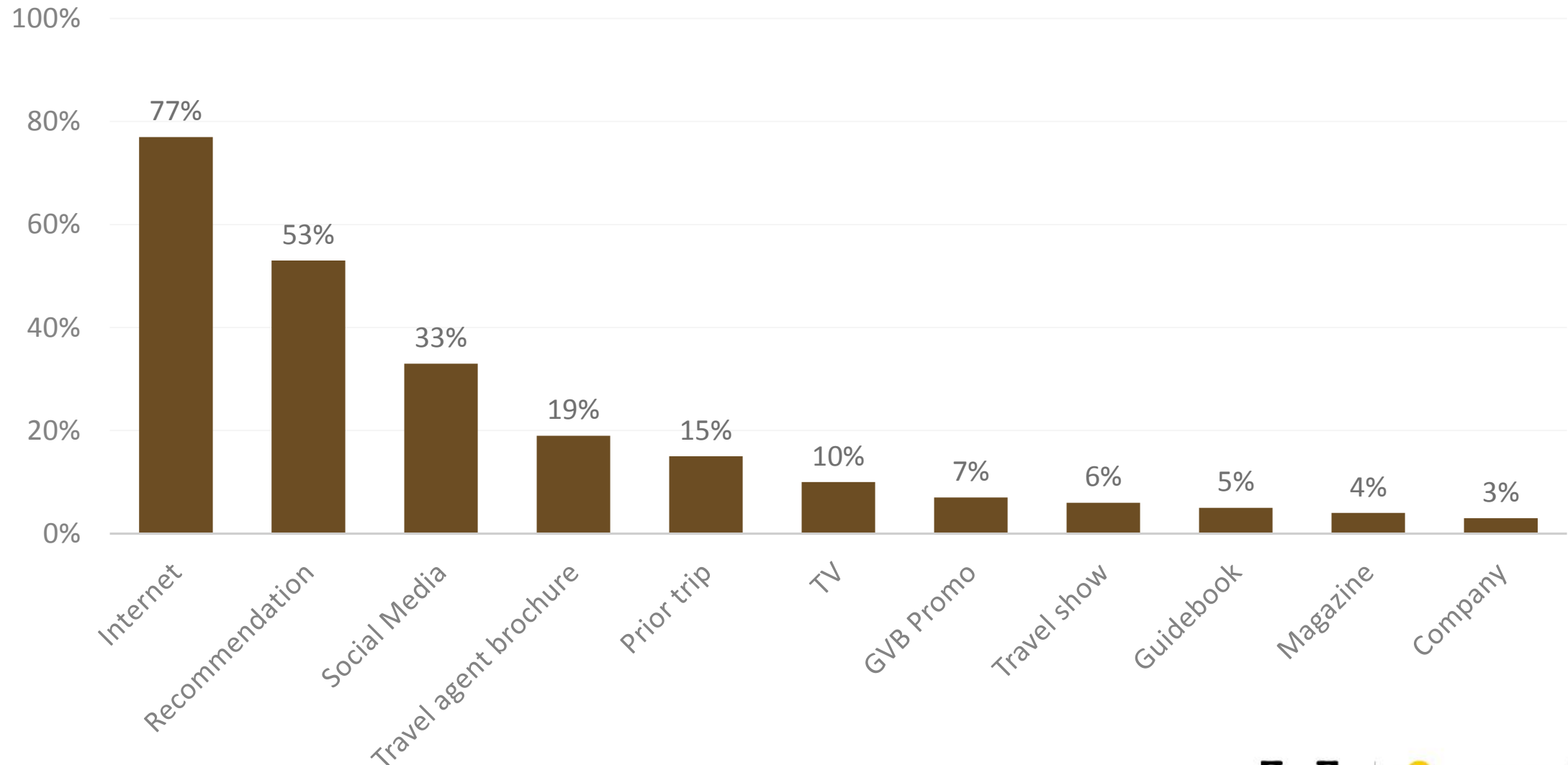


SECTION 6

SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION - SEGMENTATION

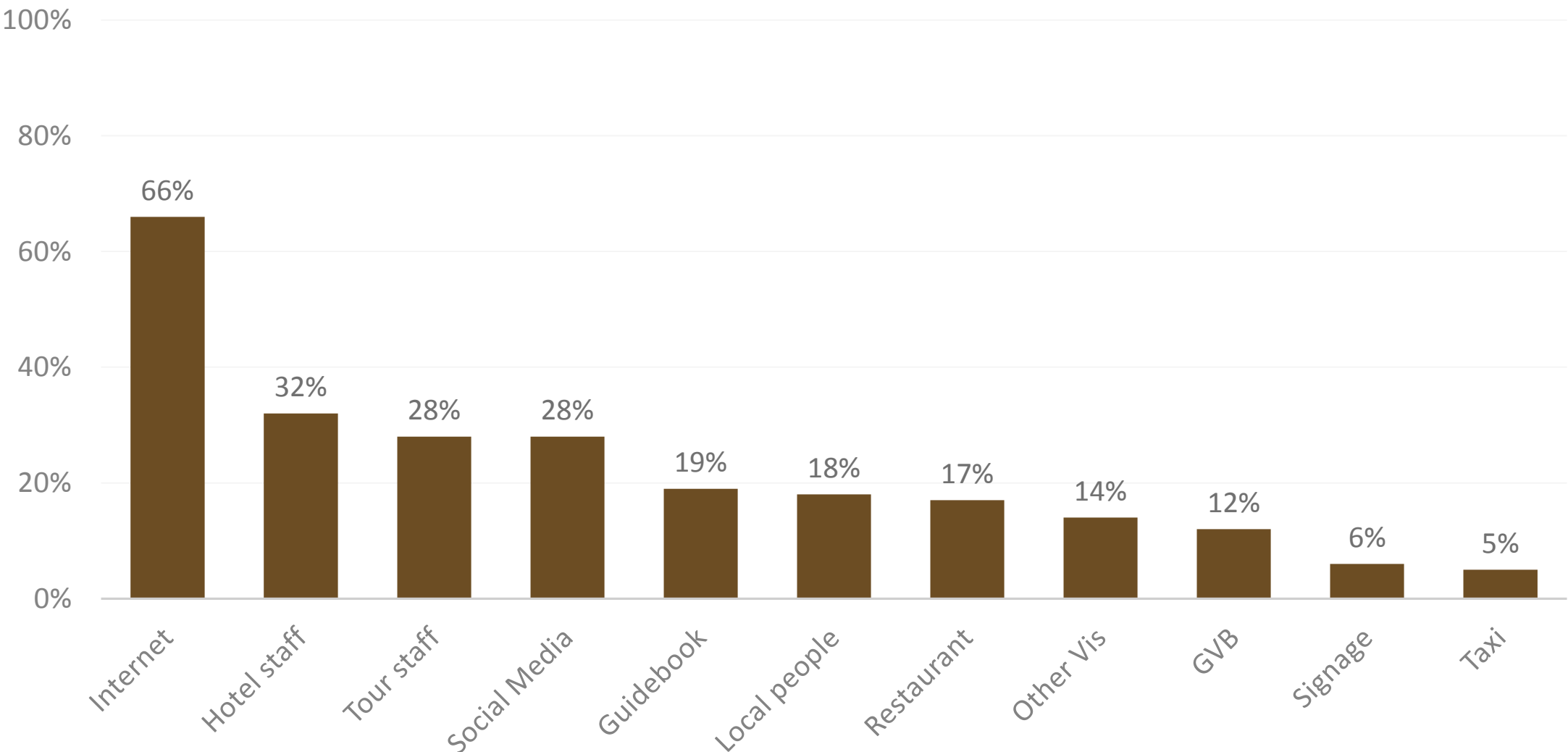
GVB VISITOR SATISFACTION STUDY

Q5 Please select the top three sources of information you used to find out about Guam before your trip

		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOON	WEDDING
		-	-	-	-	-
Q5	Internet/Mobile App	77%	76%	100%	94%	67%
	Friend or relative	53%	50%	100%	47%	33%
	Social media	33%	31%		24%	33%
	Travel agent brochure	19%	20%		35%	
	I have been to Guam before	15%	11%		12%	
	TV	10%	8%			33%
	Guam Visitors Bureau promotional activities	7%	8%		6%	
	Consumer travel shows	6%	8%			
	Travel guide book at bookstores	5%	5%		6%	
	Magazine (consumer)	4%	4%		6%	
	Co-worker/ company travel department	3%	3%			
	Travel trade shows	3%	3%			
	Guam Visitors Bureau office	2%	1%			
	Radio	1%	1%		6%	
	Theater ads	1%	1%		6%	
	Total	155	111	1	17	3

Prepared by Anthology Research

ONISLE SOURCES OF INFORMATION



ONISLE SOURCES OF INFORMATION

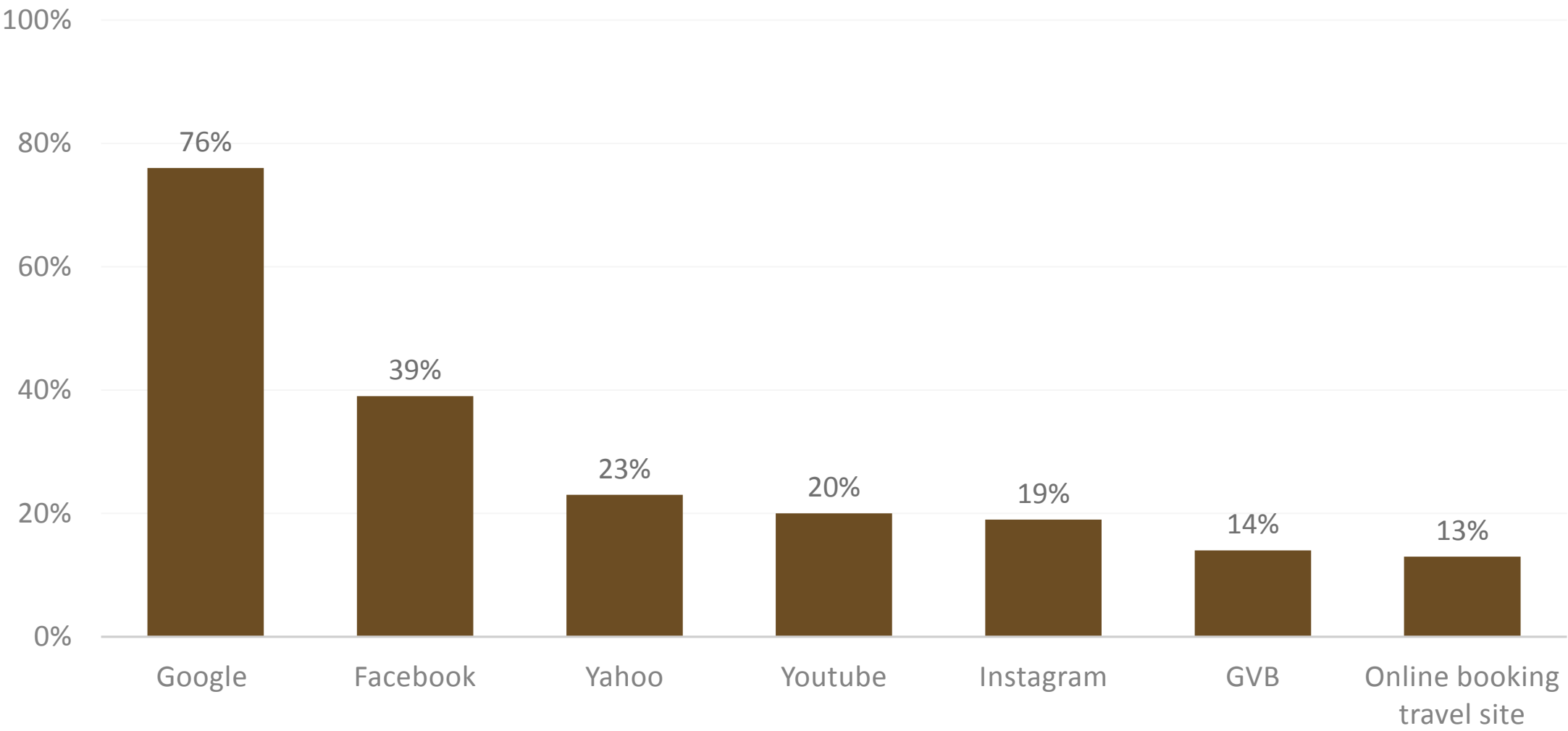
GVB VISITOR SATISFACTION STUDY

Q6 Please select the top three sources of information you used to find out about Guam while you were here

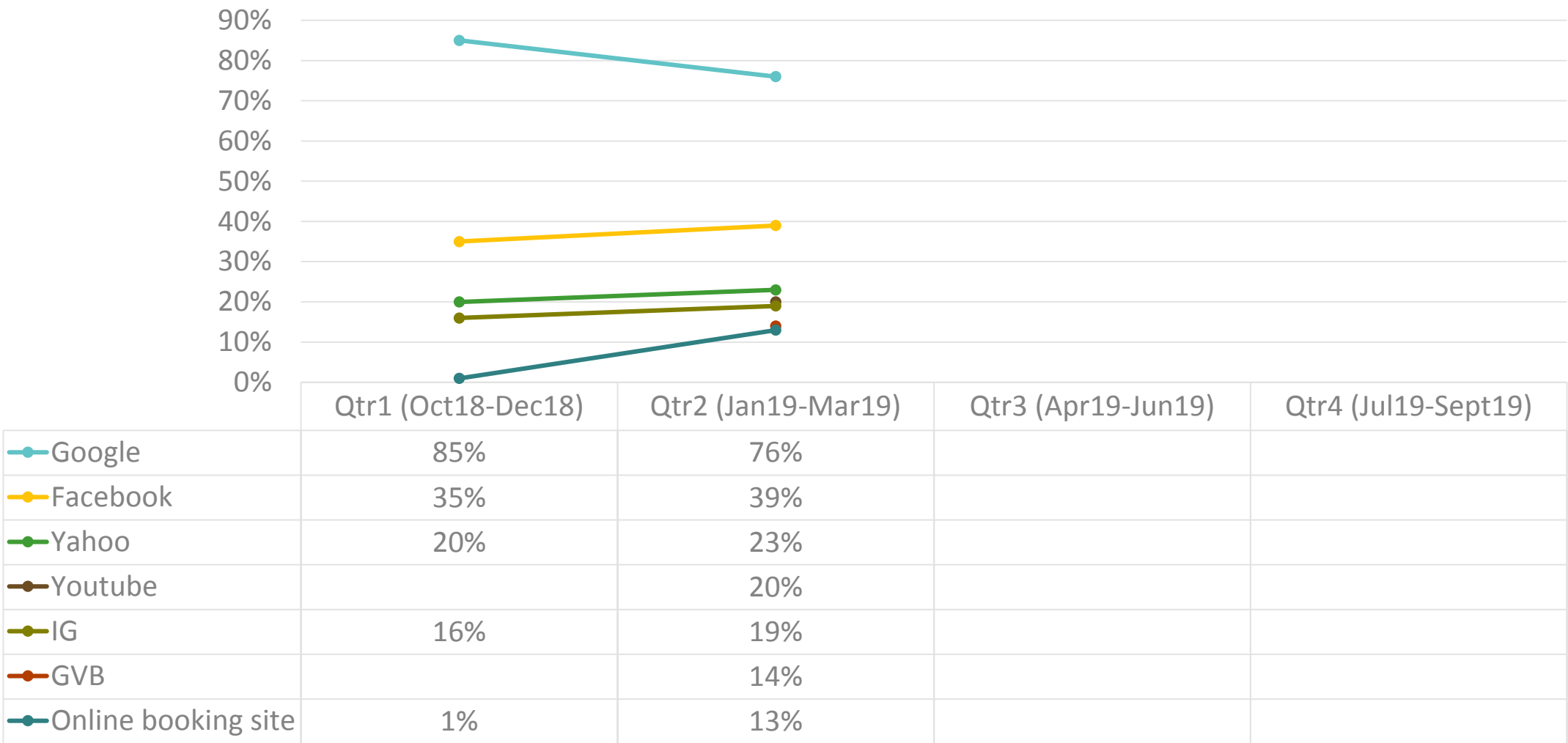
		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOON	WEDDING
		-	-	-	-	-
Q6	Internet/ Mobile App	66%	68%	100%	82%	100%
	Hotel staff	32%	33%		18%	
	Tour staff	28%	27%		53%	67%
	Social Media	28%	30%		24%	
	Guide books I brought with me	19%	21%		41%	
	Local people	18%	13%	100%	6%	
	Restaurant staff (outside hotel)	17%	19%			
	Other visitors	14%	14%	100%	12%	
	Guam Visitors Bureau	12%	11%		18%	33%
	Signs/ advertisement	6%	5%		6%	33%
	Taxi drivers	5%	5%			33%
	Retail staff	4%	4%			
	Visitors channel	3%	4%		6%	33%
	Local publication	1%	1%			
	Total	155	111	1	17	3

Prepared by Anthology Research

ONLINE SOURCES OF INFORMATION



ONLINE SOURCES OF INFORMATION



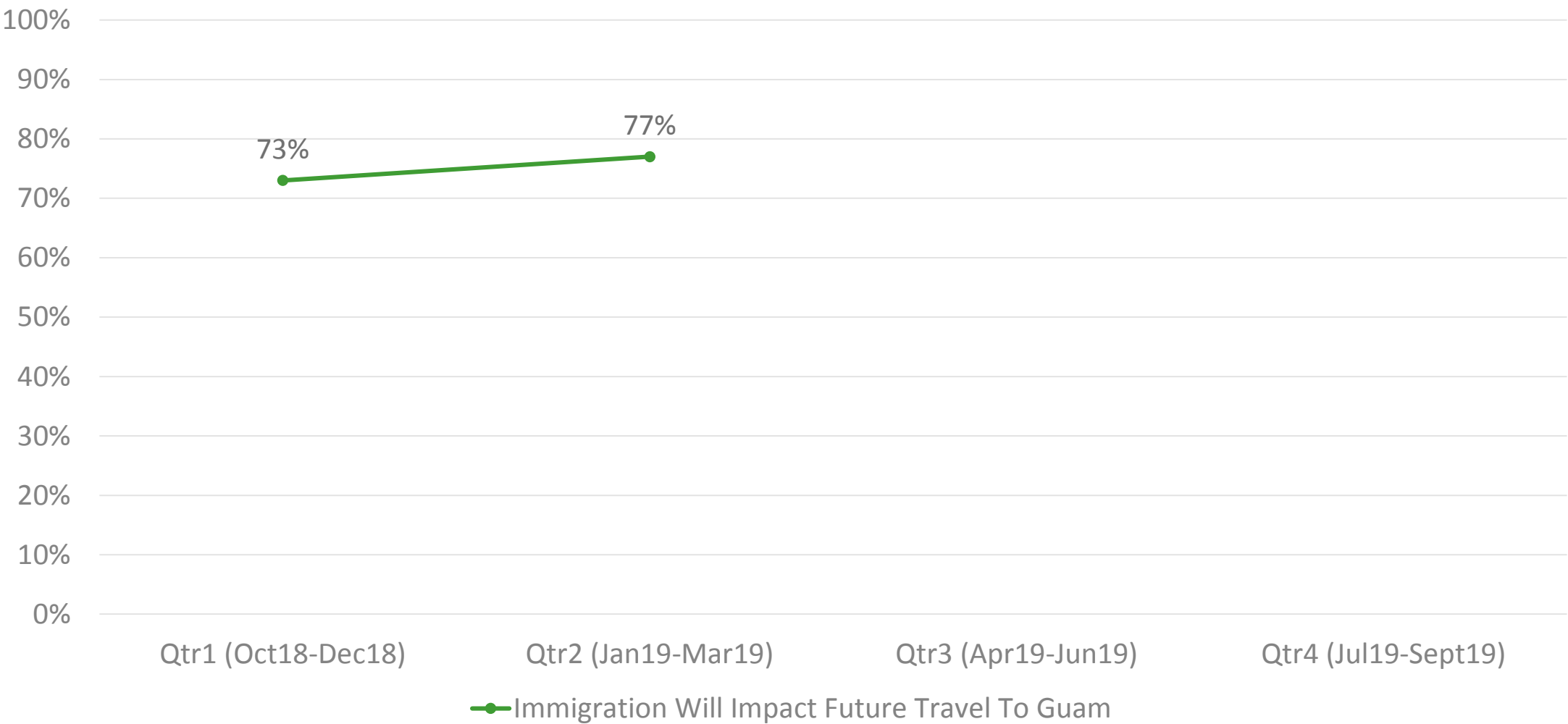


SECTION 7

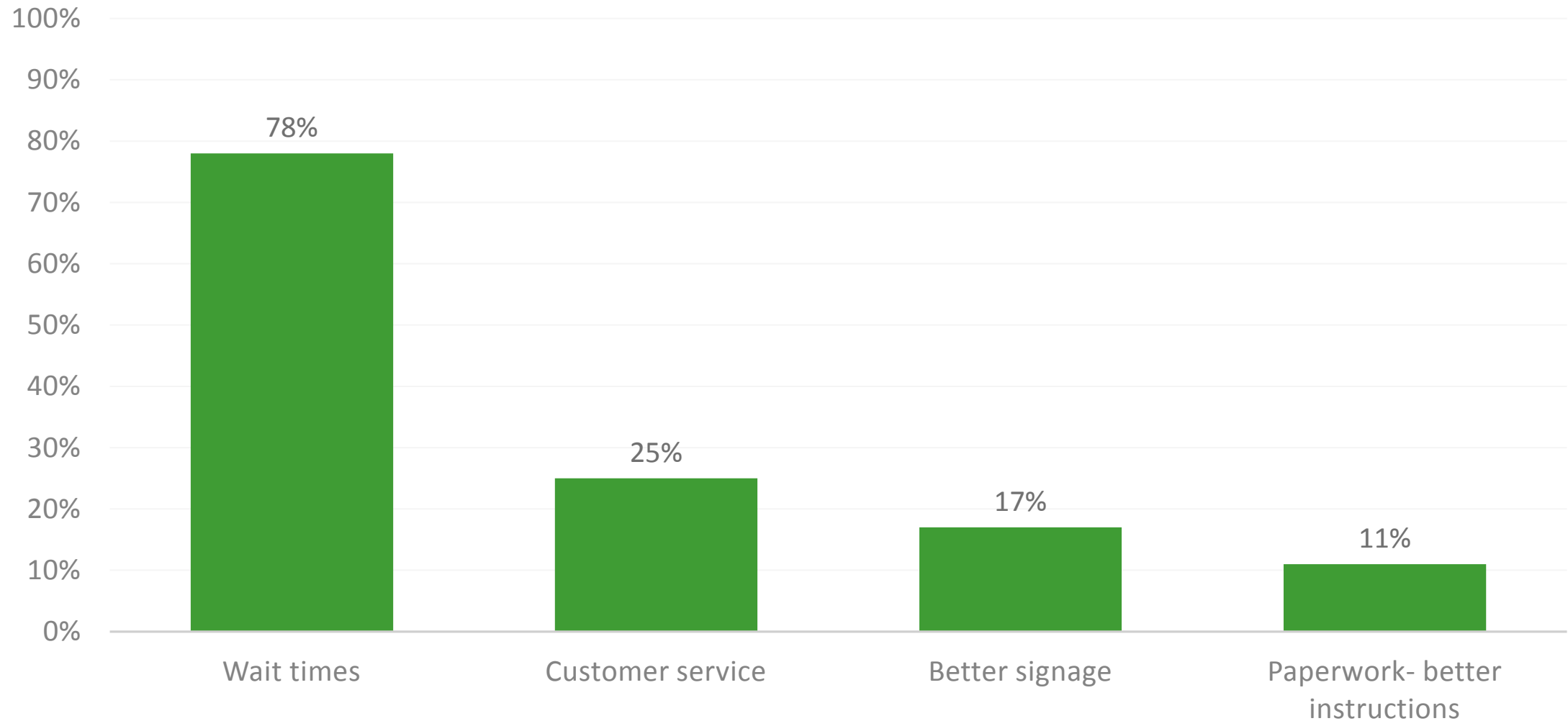
IMMIGRATION



IMPACT OF AIRPORT IMMIGRATION SVC ON FUTURE TRAVEL TO GUAM



AIRPORT – SECURITY/ IMMIGRATION ISSUES





SECTION 8

ADVANCED STATS



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 ($p \leq .05$) drivers and the percentage of the dependent variables accounted for by each significant predictor and by all of them combined.
- The predictor variables (drivers) are ranked on the percentage they account for the dependent variable. The top two ranked independent variables generally account for the largest percentages of the dependent variable and are thus the best predictors (drivers) of the dependent variable.

DRIVERS – OVERALL SATISFACTION

Comparison of Drivers of Overall Satisfaction 2nd Qtr. 2019	
Drivers:	2nd Qtr. 2019 rank
Entertainment	
Shopping	
Dining	1
Beaches	
Parks	
Roads	
Sightseeing Areas	
Being a safe and secure destination	
% of Overall Satisfaction Accounted For	29.4%
NOTE: Only significant drivers are included.	

DRIVERS – OVERALL SATISFACTION

- **Overall satisfaction** with the Taiwan visitor's experience on Guam is driven by one significant factor in the 2nd Quarter 2019 Period. It is:
 - **Dining.**
- With this factor the overall r^2 is .29.4, meaning that **29.4% of overall satisfaction is accounted for by this factor.**

DRIVERS – ONISLE EXPENDITURES

Comparison of Drivers of Per Person On Island Expenditures 2nd Qtr. 2019	
Drivers:	2nd Qtr. 2019 rank
Entertainment	
Shopping	
Dining	
Beaches	
Parks	
Roads	
Sightseeing Areas	
Being a safe and secure destination	1
% of Overall Satisfaction Accounted For	3.4%
NOTE: Only significant drivers are included.	

DRIVERS – ONISLE EXPENDITURES

- **Per Person On Island Expenditure** of Taiwan visitors on Guam is driven by one significant factor in the 2nd Quarter 2019 Period. It is:
 - **Being a safe and secure destination.**
- With this factor the overall r^2 is .034, meaning that **3.4% of per person on island expenditure is accounted for by this factor.**