Taiwan Visitor Tracker Exit Profile & Market Segmentation Report

FY2019 - QTR.3 (APR-JUN 2019)

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 158 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 158 is +/- 7.80 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 +/- 7.80 percentage points.
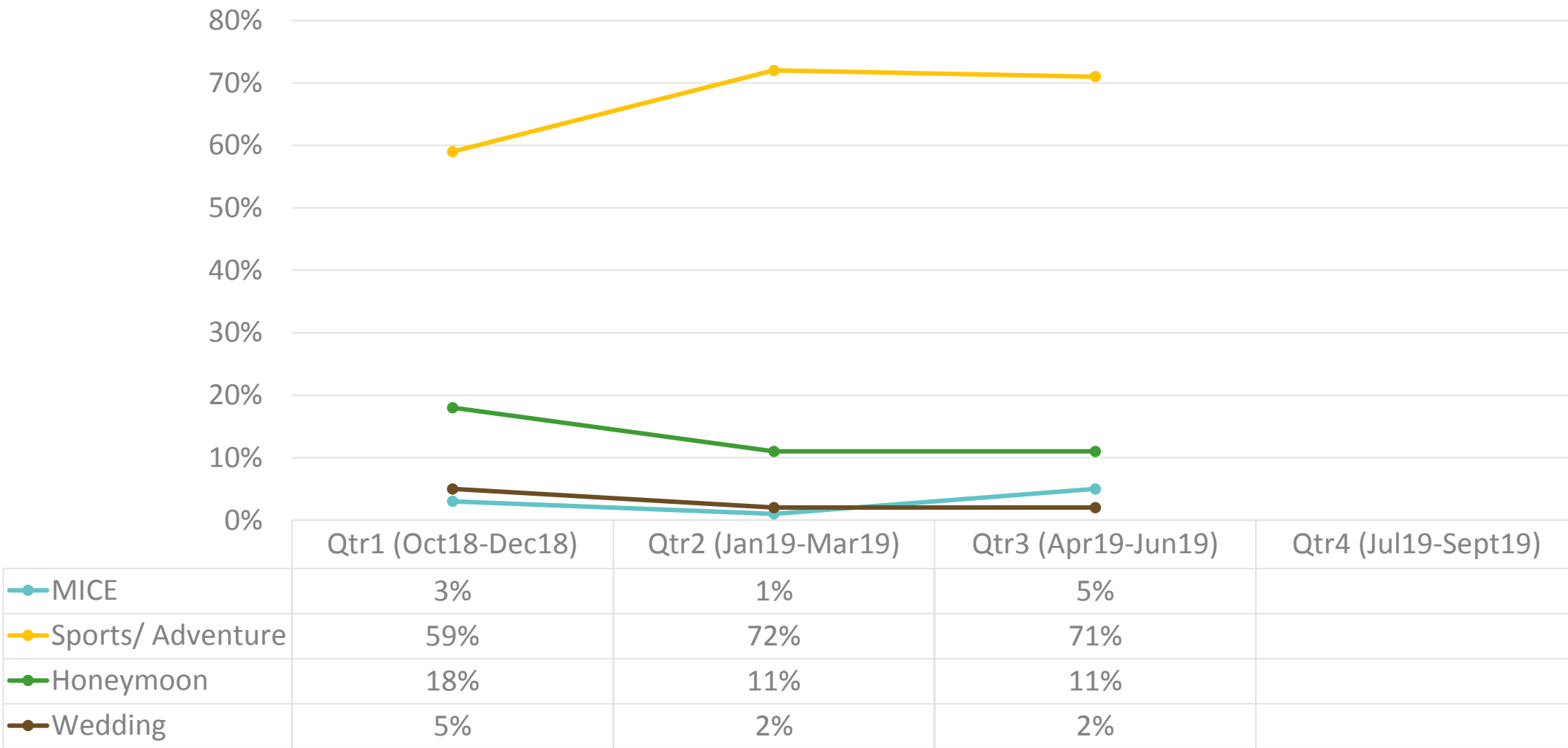
Objectives

- 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:
    - o MICE (Q8 Convention/ Conference/ Trade Show/ Incentive Trip)
    - o Honeymoon (Q8)
    - o Wedding (Q8 Get married/ attend wedding)
    - o 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

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MICE	3%	1%	5%	
Sports/ Adventure	59%	72%	71%	
Honeymoon	18%	11%	11%	
Wedding	5%	2%	2%	

SECTION 1
PROFILE OF RESPONDENTS

GENDER

Female
46%

Male
54%

MARITAL STATUS

Married
39%

Single
61%

Q: Are you married or single?
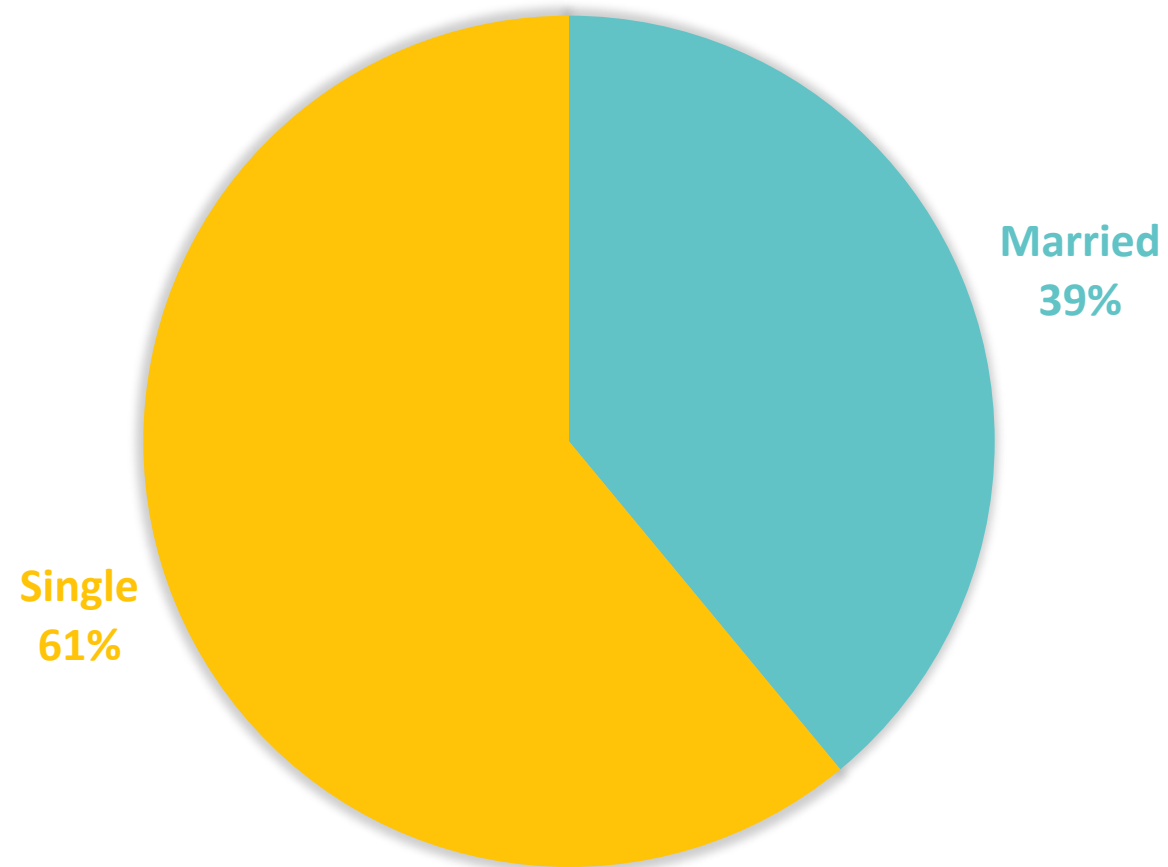
MARITAL STATUS – TRACKING

Married   Single

Q: Are you married or single?
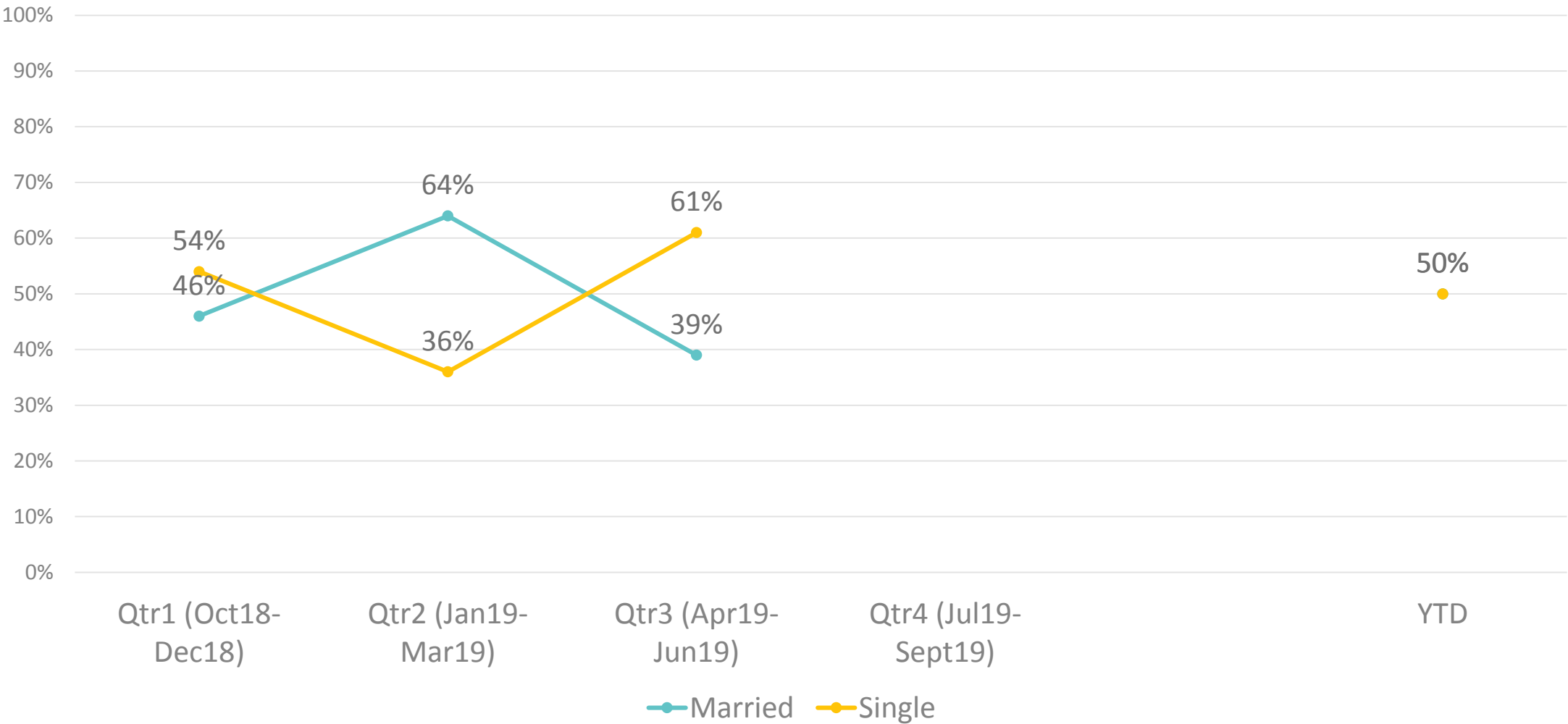
MARITAL STATUS – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
QE Are you married or single?

		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOON	WEDDING
		-	-	-	-	-
QE	Married	39%	35%	38%	94%	33%
	Single	61%	65%	63%	6%	67%
	Total	158	112	8	18	3

Prepared by Anthology Research

Q: Are you married or single?

AGE

Mean = 32.53
Median = 30

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

18% — 18-24
60% — 25-39
15% — 40-49
6% — 50-59
1% — 60+

Q: And what was your age on your last birthday?

AGE – TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
MEAN	31.47	35.39	32.53			33.44
MEDIAN	30	34	30			32

Q: And what was your age on your last birthday?
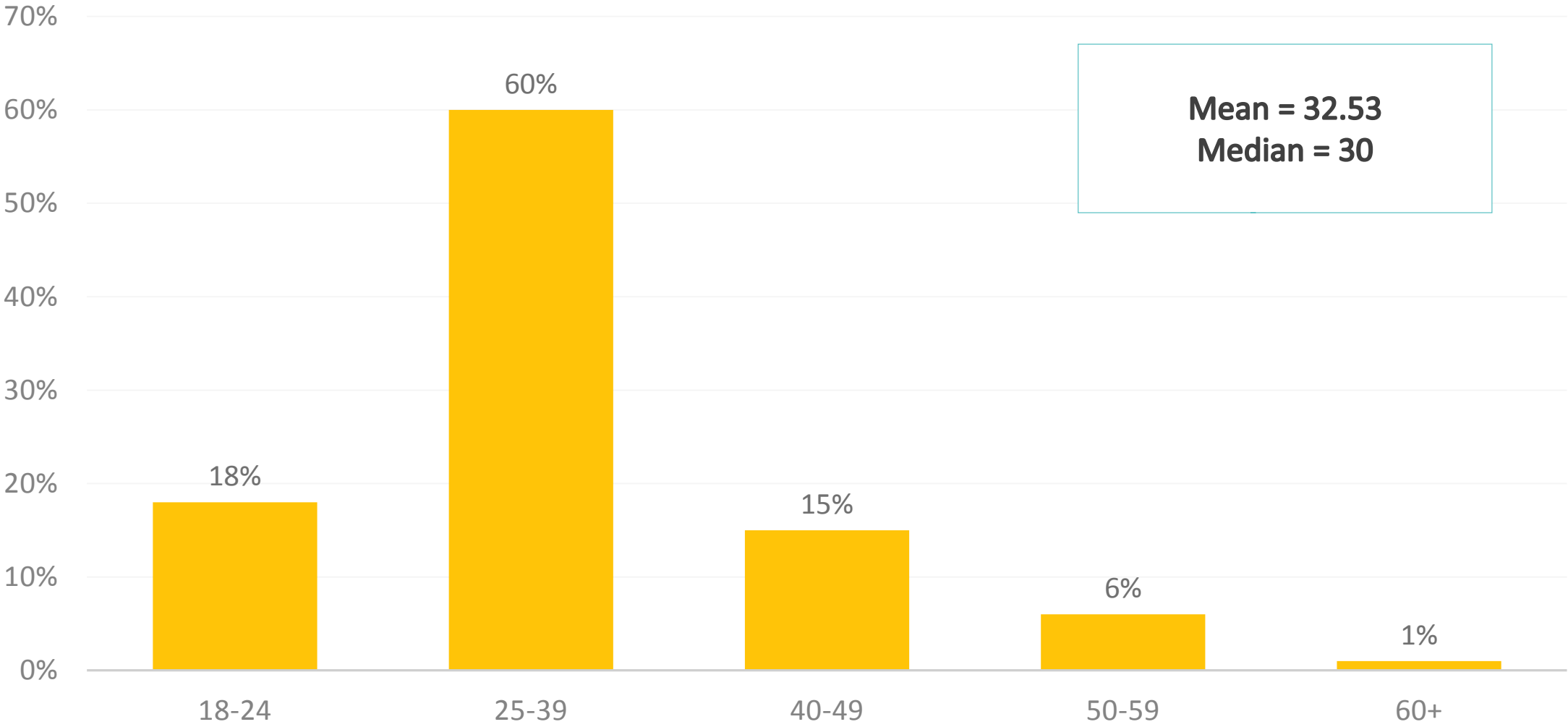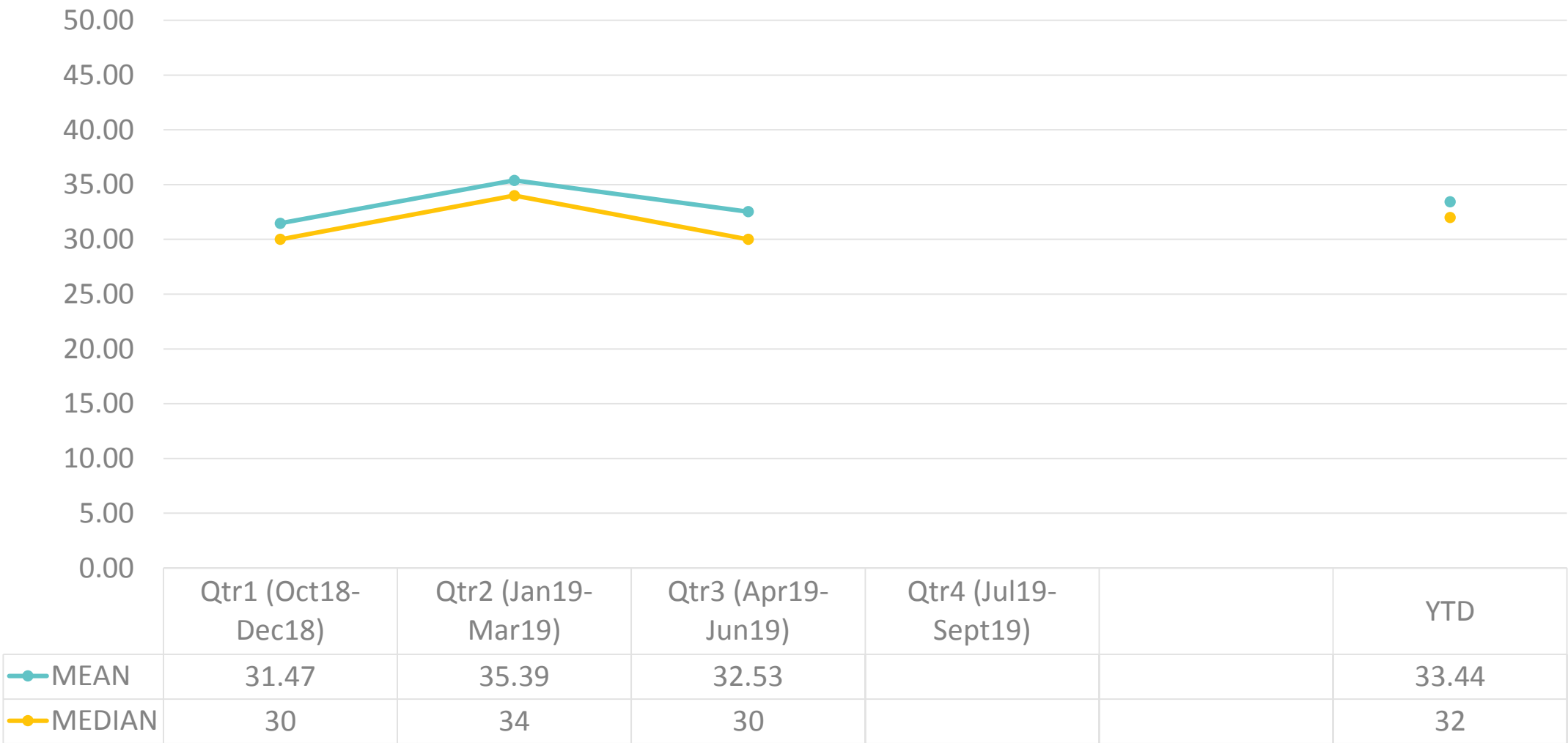
AGE – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
QF What was your age on your last birthday?
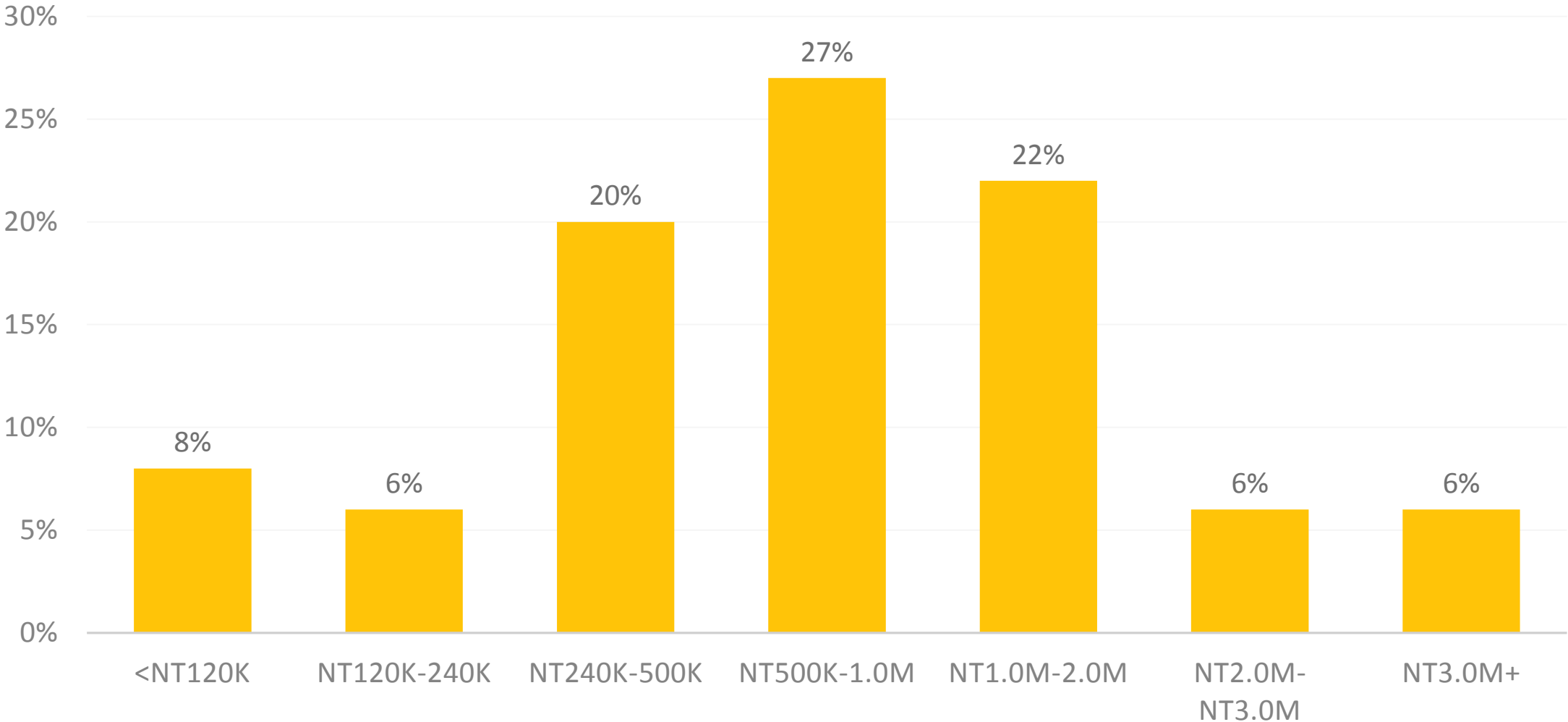
		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOON	WEDDING
		-	-	-	-	-
QF	18-24	18%	21%		22%	33%
	25-39	60%	60%	88%	72%	67%
	40-49	15%	15%		6%	
	50-59	6%	4%			
	60+	1%		13%		
	Total	158	112	8	18	3
QF	Mean	32.53	31.60	36.75	29.50	28.33
	Median	30	30	34	29	31

Prepared by Anthology Research

Q: And what was your age on your last birthday?

HOUSEHOLD INCOME

Q : What was your approximate annual household income, before taxes?

GVB VISITOR SATISFACTION STUDY

D2 What is your approximate annual household income, before taxes?

D2		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOON	WEDDING
		-	-	-	-	-
D2	< NT120K	8%	8%	13%	11%	
	NT120K-240K	6%	6%	13%		
	NT240K-500K	20%	18%		6%	33%
	NT500K-1.0M	27%	29%	25%	50%	
	NT1.0M-2.0M	22%	24%	25%	17%	33%
	NT2.0M-3.0M	6%	4%	25%		
	NT3.0M+	6%	6%		6%	33%
	No income	5%	4%		11%	
	Total	158	112	8	18	3

Prepared by Anthology Research

Q: What was your approximate annual household income, before taxes?

TRAVEL PARTY

Q: In addition to yourself, on this trip, who else was in your travel party?

TRAVEL PARTY – TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
Spouse	41%	47%	30%	
Child<18	5%	21%	7%	
Adult family	18%	23%	15%	
Friend/ Assoc	27%	25%	36%	
GF/BF	10%	12%	14%	
Officemate	10%	3%	11%	
Child- adult		2%	2%	
Alone	14%	5%	6%	

Q: In addition to yourself, on this trip, who else was in your travel party?
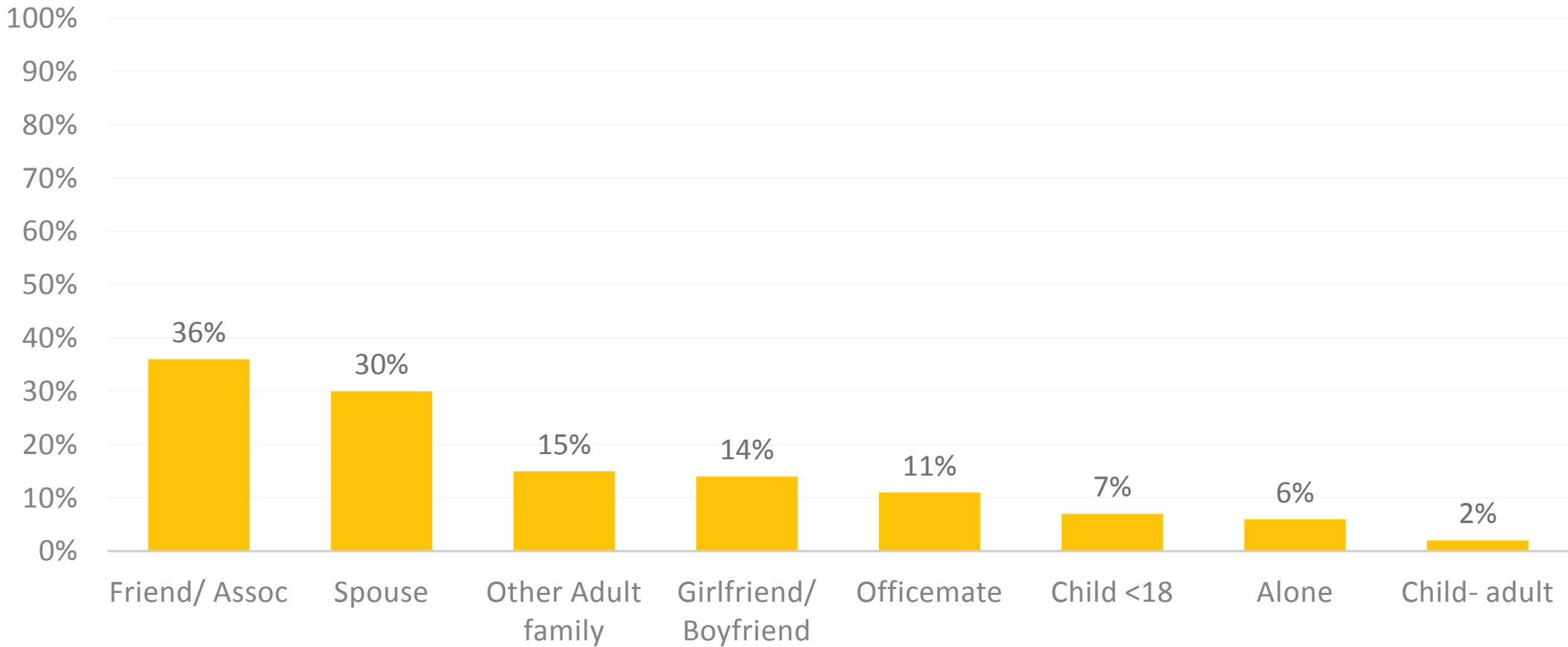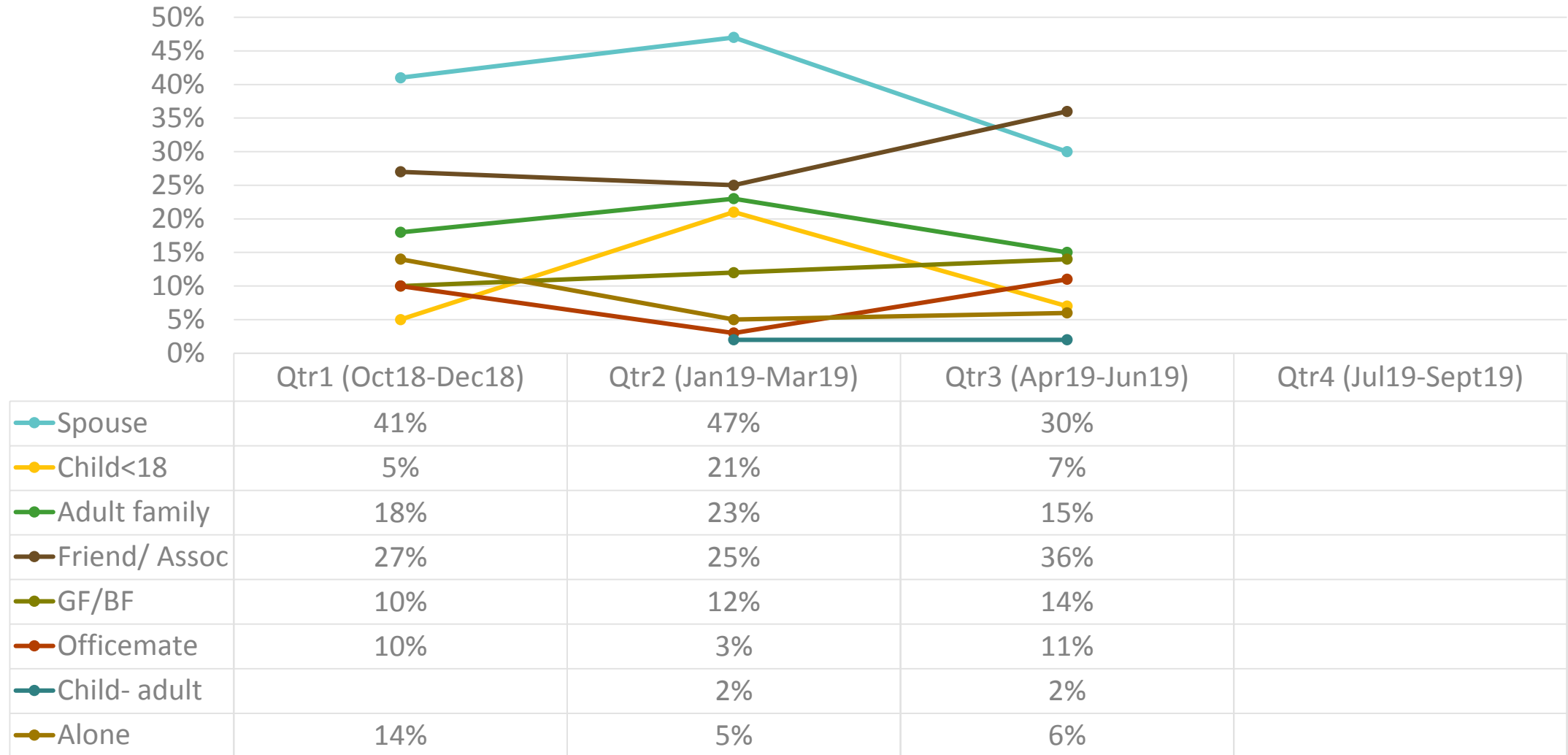
TRAVEL PARTY – CHILD UNDER 18

7% Traveling with a child

	0-2 years old	3-6 years old	7-11 years old	12-18 years old
	2%	5%	3%	3%

Q : In addition to yourself, on this trip, who else was in your travel party?

TRAVEL PARTY SIZE

Alone, 10%

Three or more, 51%

Two persons, 39%

Mean = 5.66
Median = 3

Q : Including yourself, how many people traveled with you in your immediate party?
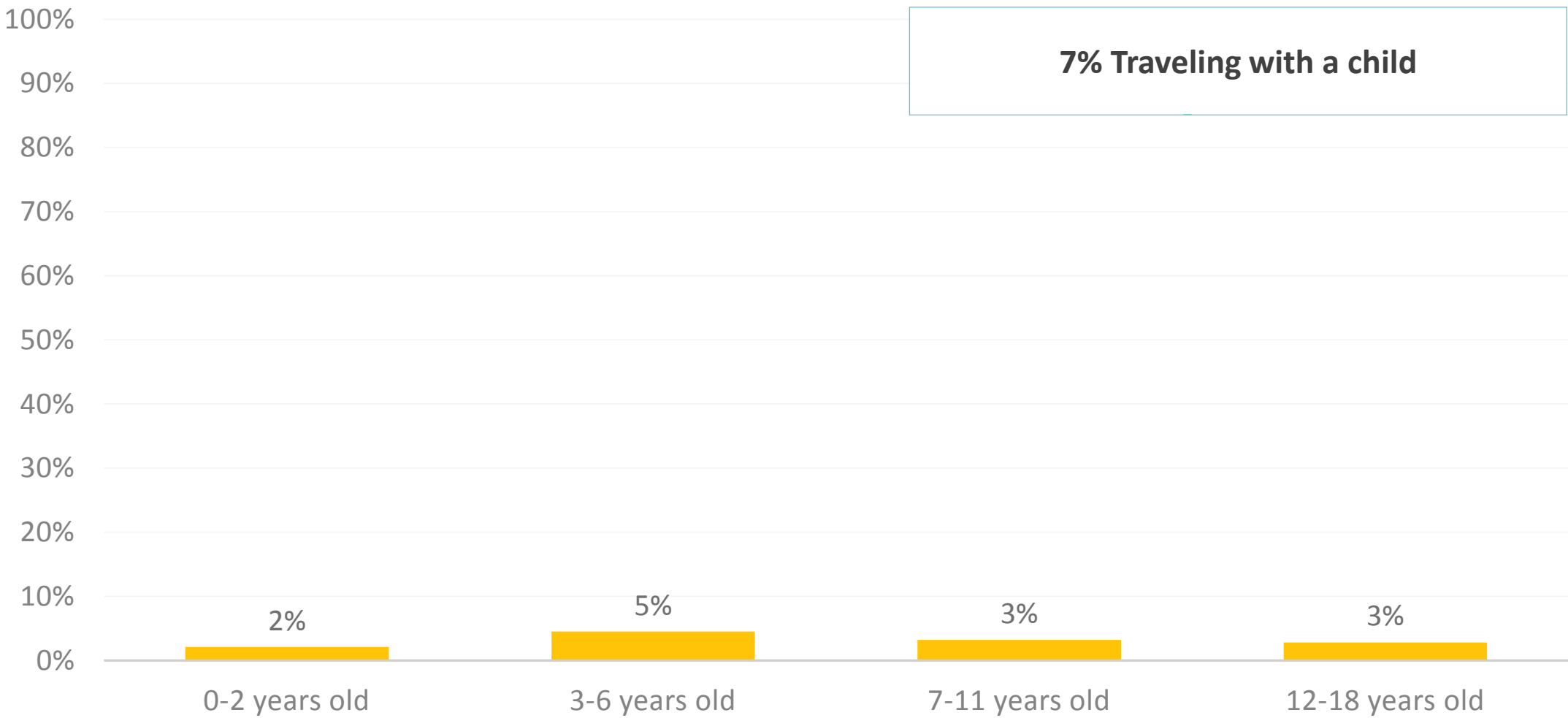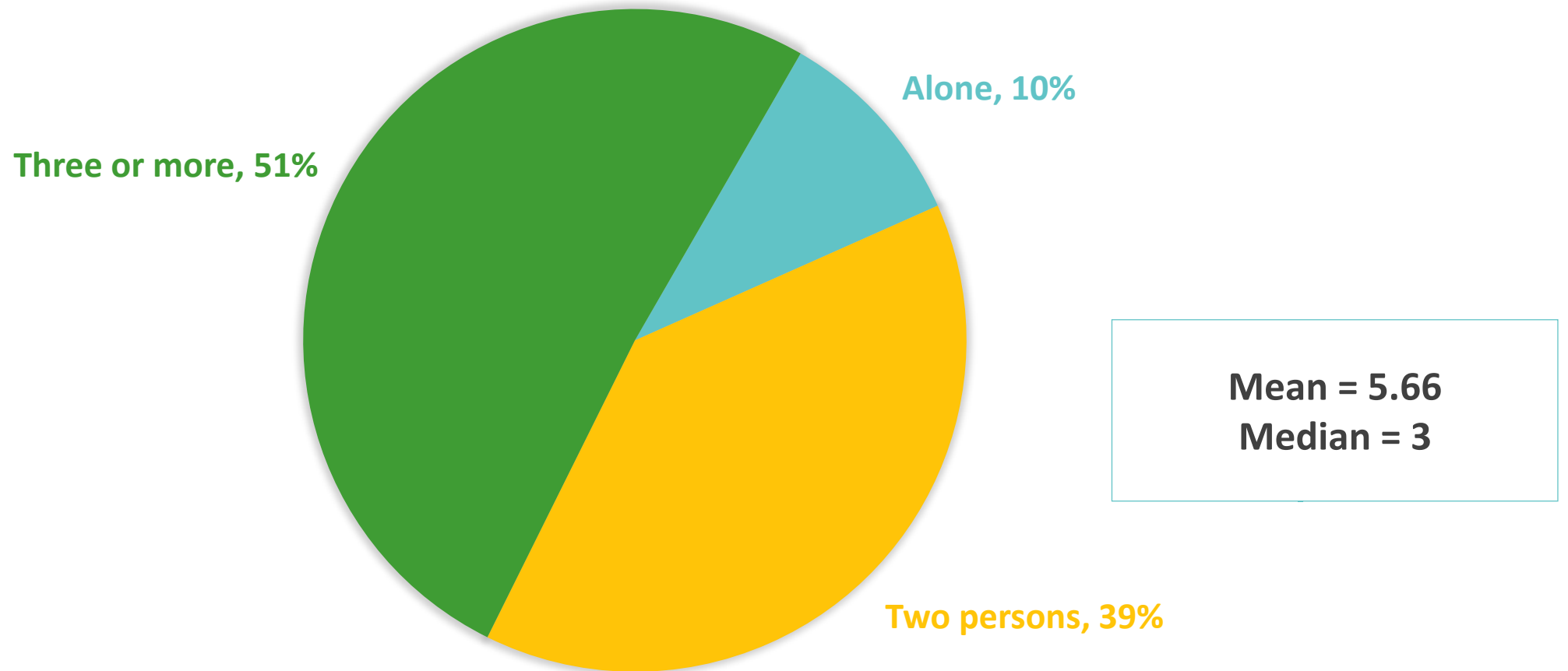
TRAVEL PARTY SIZE – TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN		3.80	5.66	
MEDIAN		3	3	

Q : Including yourself, how many people traveled with you in your immediate party?

TRIPS TO GUAM

Repeat
13%

Mean = 1.40
Median = 1

1st Time
87%

Q : Including this trip, how many times have you visited Guam?

TRIPS TO GUAM – TRACKING

Chart showing First and Repeat trips to Guam by quarter:

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)	YTD
First	83%	79%	87%		83%
Repeat	17%	21%	13%		17%

●—First ●—Repeat

22

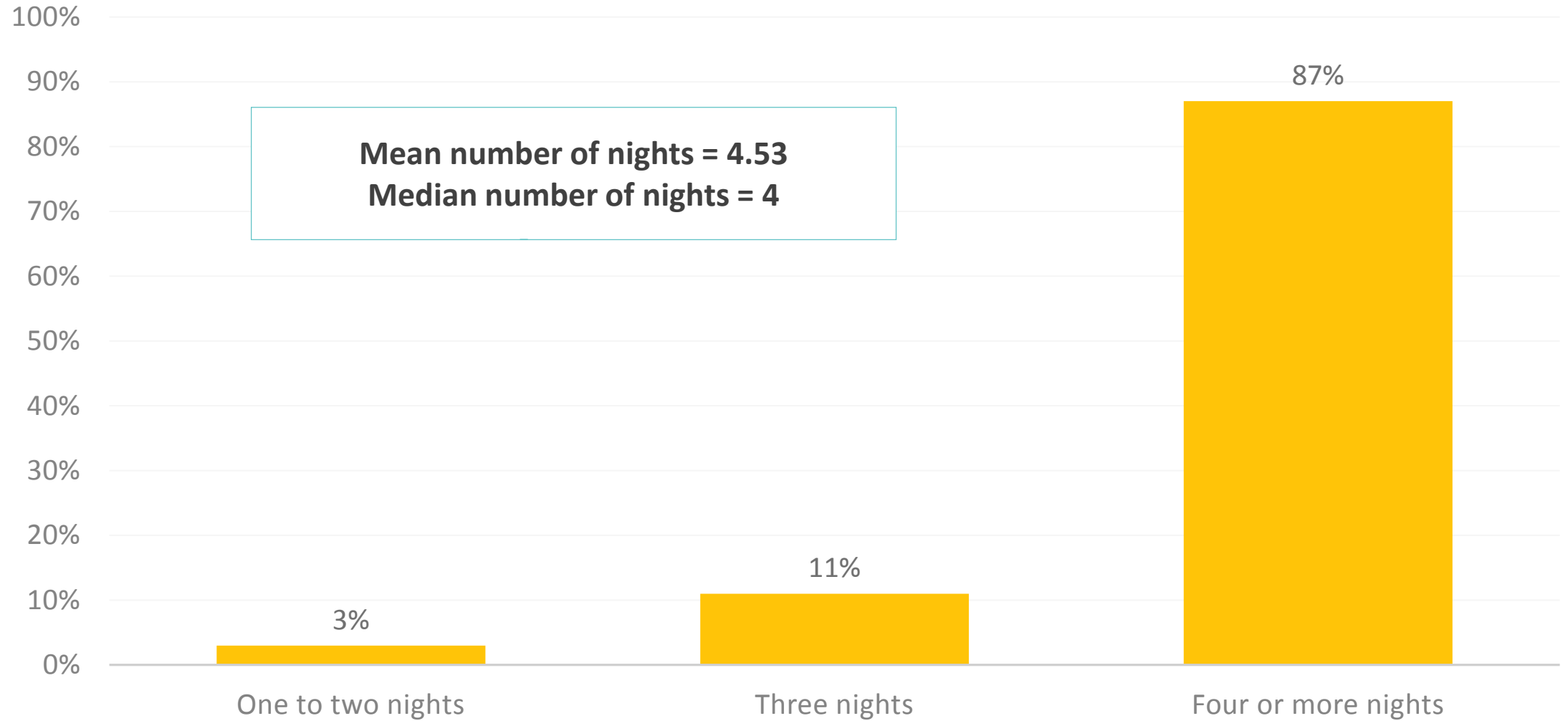*Q: Including this trip, how many times have you visited Guam?*

TRIPS TO GUAM – SEGMENTATION

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

		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOO N	WEDDING
		-	-	-	-	-
Q9	1st time	87%	88%	100%	100%	100%
	Repeat	13%	12%			
	Total	158	112	8	18	3
Q9	Mean	1.40	1.39	1.00	1.00	1.00
	Median	1	1	1	1	1

Prepared by Anthology Research

Q: Including this trip, how many times have you visited Guam?

LENGTH OF STAY

Mean number of nights = 4.53
Median number of nights = 4

3%	11%	87%
One to two nights	Three nights	Four or more nights

Q: How many nights did you stay on Guam?

LENGTH OF STAY – TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
MEAN	4.44	4.57	4.53			4.52
MEDIAN	4	4	4			4

*Q: How many nights did you stay on Guam?*
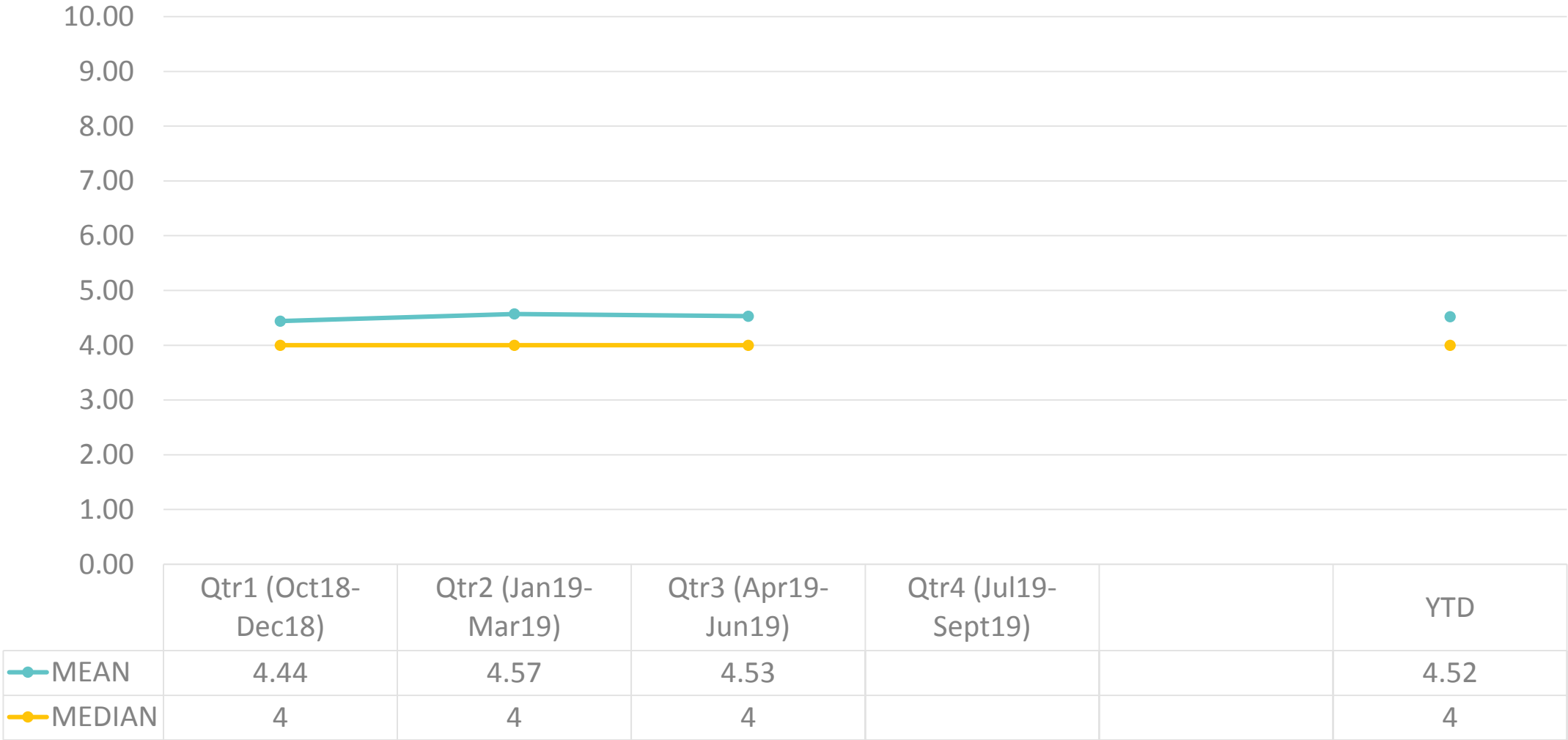
LENGTH OF STAY – SEGMENTATION

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

		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOO N	WEDDING
		-	-	-	-	-
SA	1-2 nights	3%	2%			
	3 nights	11%	5%	38%	11%	
	4+	87%	93%	63%	89%	100%
	Total	158	112	8	18	3
SA	Mean	4.53	4.52	6.88	4.72	4.00
	Median	4	4	5	5	4

Prepared by Anthology Research

Q: How many nights did you stay on Guam?

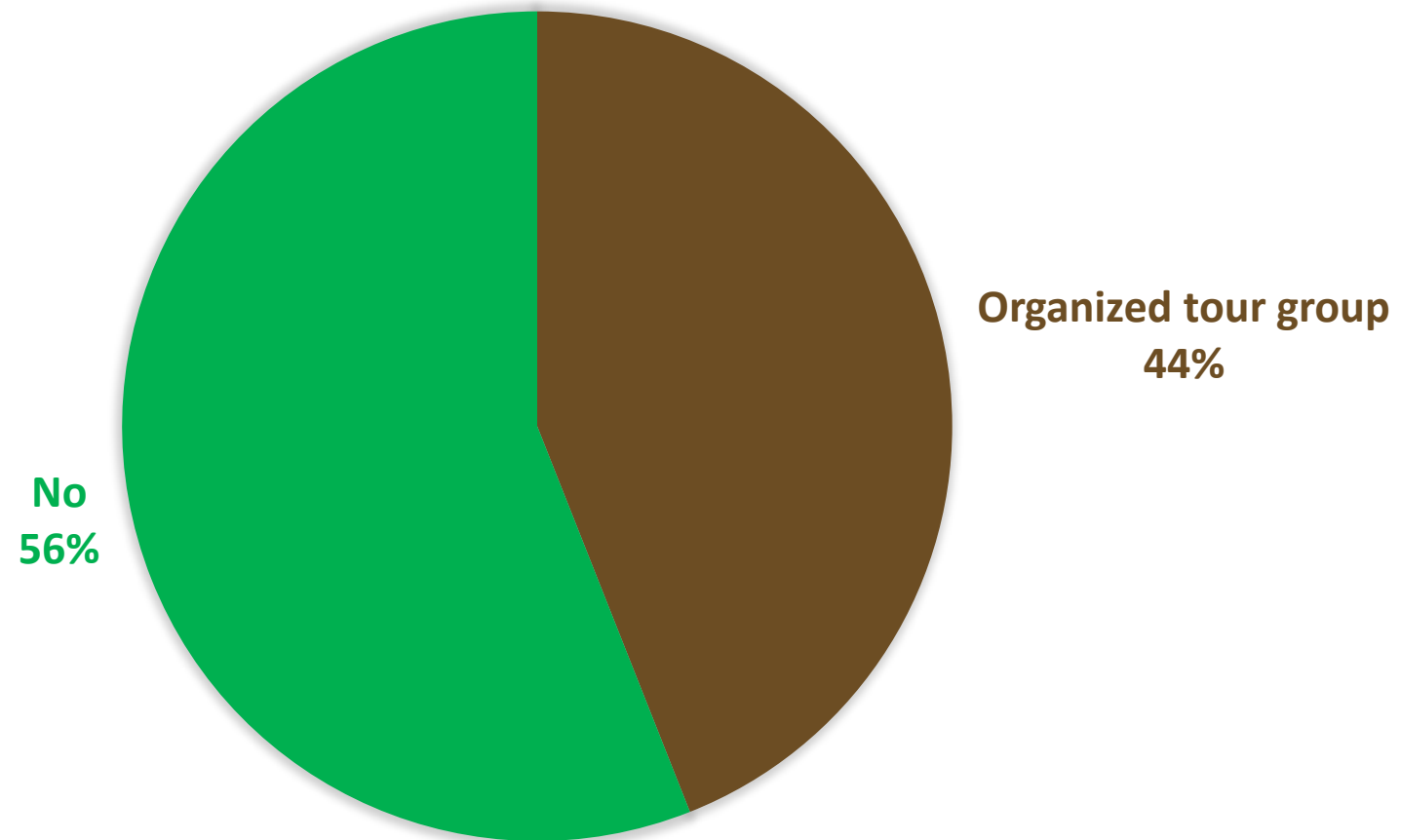# OCCUPATION – Top Responses (10%+)

Q: What is your occupation?
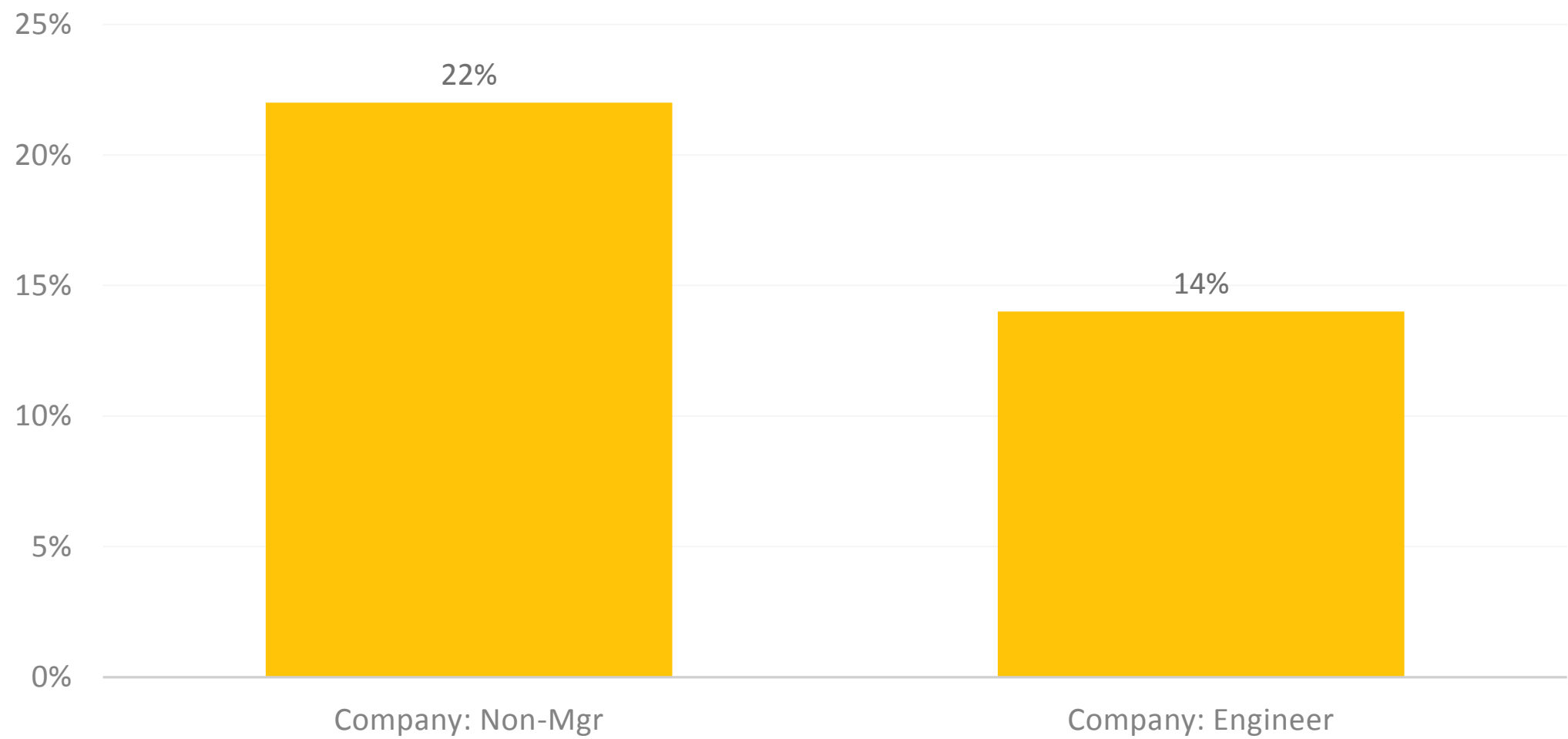
SECTION 2
TRAVEL PLANNING

ORGANIZED TOUR GROUP

Organized tour group
44%

No
56%

Q: On this trip, I am a member of an organized tour group?

ORGANIZED TOUR GROUP – TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
Group Tour	41%	35%	44%			40%

Q: On this trip, I am a member of an organized tour group?

ONLINE BOOKING

No, 31%

Made Arrangements
Online, 69%

Q: Did you book any of your travel arrangements online?

ONLINE BOOKING – TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
Online Booking		74%	69%			71%

Q: Did you book any of your travel arrangements online?

TRAVEL ARRANGEMENTS

47% Travel Agent
37% Travel Website
16% Direct- airline/ hotel

Q: How did you book your travel arrangements to Guam?

TRAVEL ARRANGEMENTS – TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
Travel Agent		44%	47%			46%
Travel Website		28%	37%			32%
Direct- Airline/ Hotel		28%	16%			22%

Q: How did you book your travel arrangements to Guam?

PREPAID PACKAGE TRIP

No
40%

Prepaid Package Trip
60%

Q: Are you on a prepaid package trip that includes at least airfare and hotel?

PREPAID PACKAGE TRIP

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
Prepaid Pkg	74%	68%	60%			67%

Q: Are you on a prepaid package trip that includes at least airfare and hotel?

ACCOMMODATIONS (5%+)

Q: *Where did you stay while on Guam?*

TRAVEL MOTIVATIONS (10%+)

Q: What top three reasons motivated you to travel to Guam on this trip?

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	48%	50%	25%	50%	67%
	Just to relax	44%	44%	25%	44%	
	Vacation	23%	19%	13%	6%	
	Shopping	21%	19%	13%	17%	33%
	Scuba diving	20%	29%		11%	
	Sightseeing/ visiting tourist spots	15%	18%			33%
	Water sports (snorkeling, windsurfing, parasailing)	15%	21%		11%	
	Recommendation of friend/ relative/ travel agency	14%	13%		11%	
	It is a safe place to spend a vacation	14%	14%			
	Honeymoon	11%	10%		100%	
	Short travel time (not too far from home)	9%	9%	13%	17%	
	A previous visit	6%	4%		6%	
	Price of the tour package	6%	4%	25%	6%	
	Career certification/ testing	4%	3%			
	Incentive trip	4%	4%	88%		
	Shop Guam e-Festival	4%	4%			33%
	Adventure	3%	4%			
	Travel shows/ agents	3%	2%		11%	
	Company/ business trip	2%				
	To Get Married/ attend Wedding	2%	3%			100%
	To visit friends or relatives	1%	1%			
	School trip	1%	2%			
	To golf	1%	1%			
	Convention/ conference/ trade show/ meeting	1%		13%		
	Social Media networks	1%		13%		
	Magazines/ newspapers/ publications	1%	1%			
	Total	158	112	8	18	3

Prepared by Anthology Research

SECTION 3
EXPENDITURES

PREPAID PACKAGE EXPENDITURES

- $2,544.86 = overall mean average prepaid package expense (for entire travel party) by respondent

- $917.36= overall mean average **per person** prepaid package expenditures

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

PREPAID PACKAGE – TRAVEL PARTY EXPENSE TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
● MEAN		$3,498.00	$2,544.86			$3,204.09
● MEDIAN		$2,110.00	$1,607.00			$1,864.00

Q: How much did the total prepaid package trip cost for you and other members of your covered travel party?
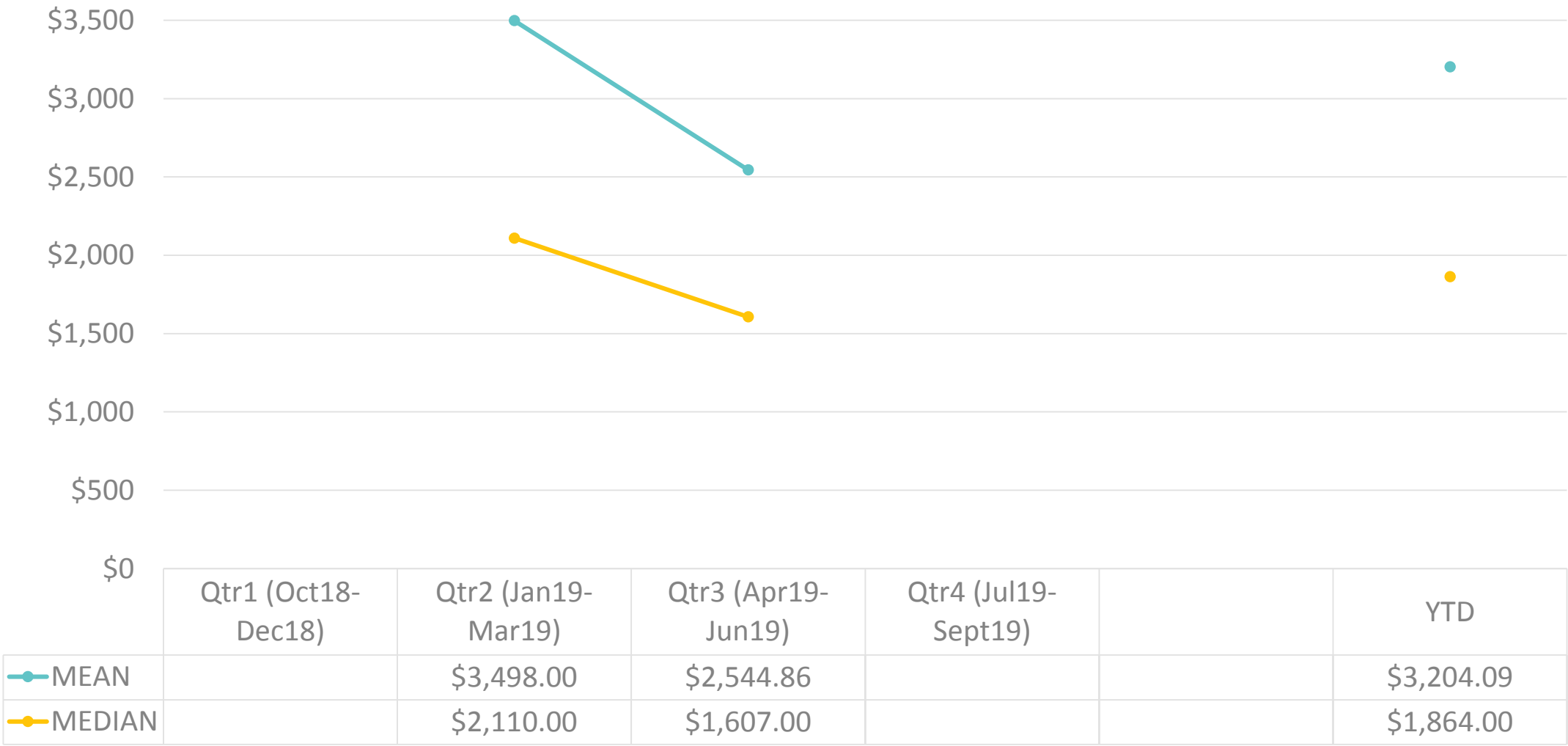
PREPAID PACKAGE – PER PERSON EXPENSE TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
MEAN		$981.30	$917.36			$997.32
MEDIAN		$896.00	$804.00			$896.00

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

GVB 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	$917.36	$998.36	$195.57	$748.86	$975.03
	Median	$804	$852	$35	$804	$900

Prepared by Anthology Research

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

PREPAID PACKAGE – BREAKDOWN

Legend: ■ MEAN ■ MEDIAN

	Airfare	Lodging	Other
MEAN	$690.72	$579.37	$904.27
MEDIAN	$546	$386	$723

Q: (OPTIONAL) Of the total prepaid package trip cost, how much went towards…?

PREPAID PACKAGE – BREAKDOWN

Q: What did the package trip include?
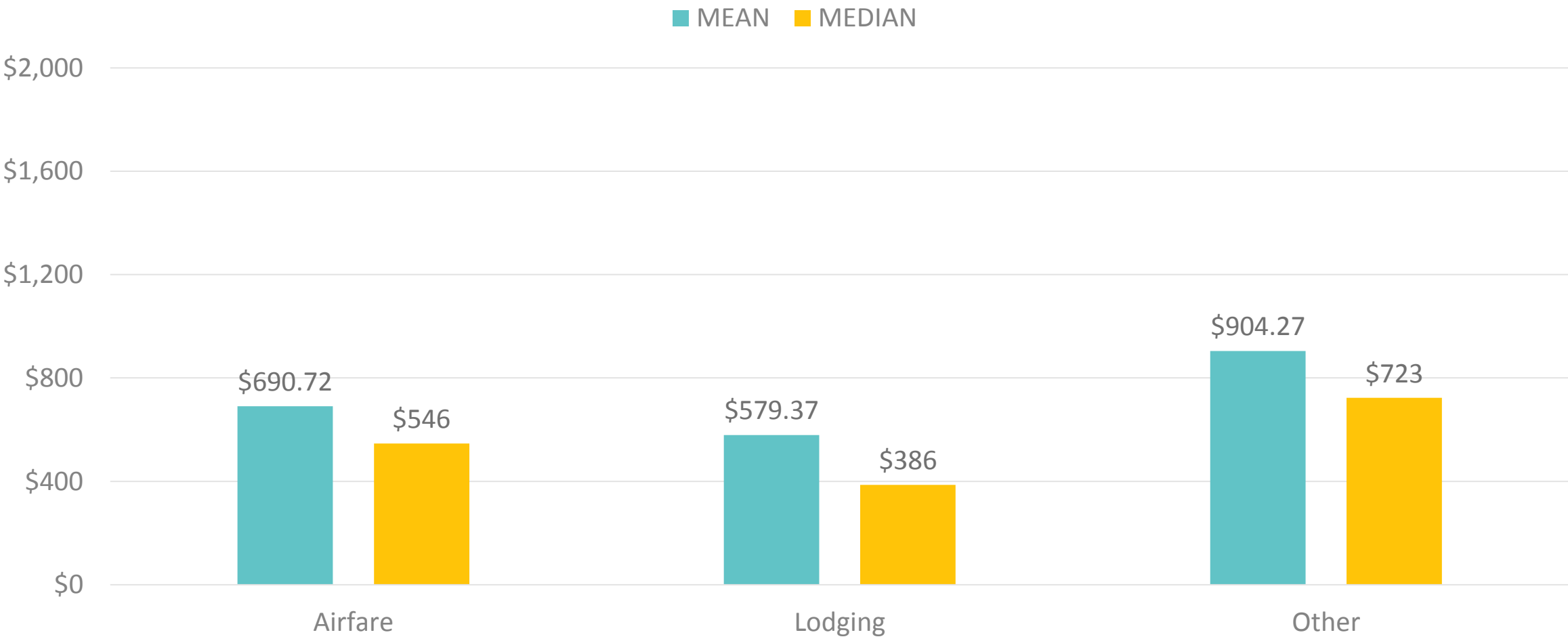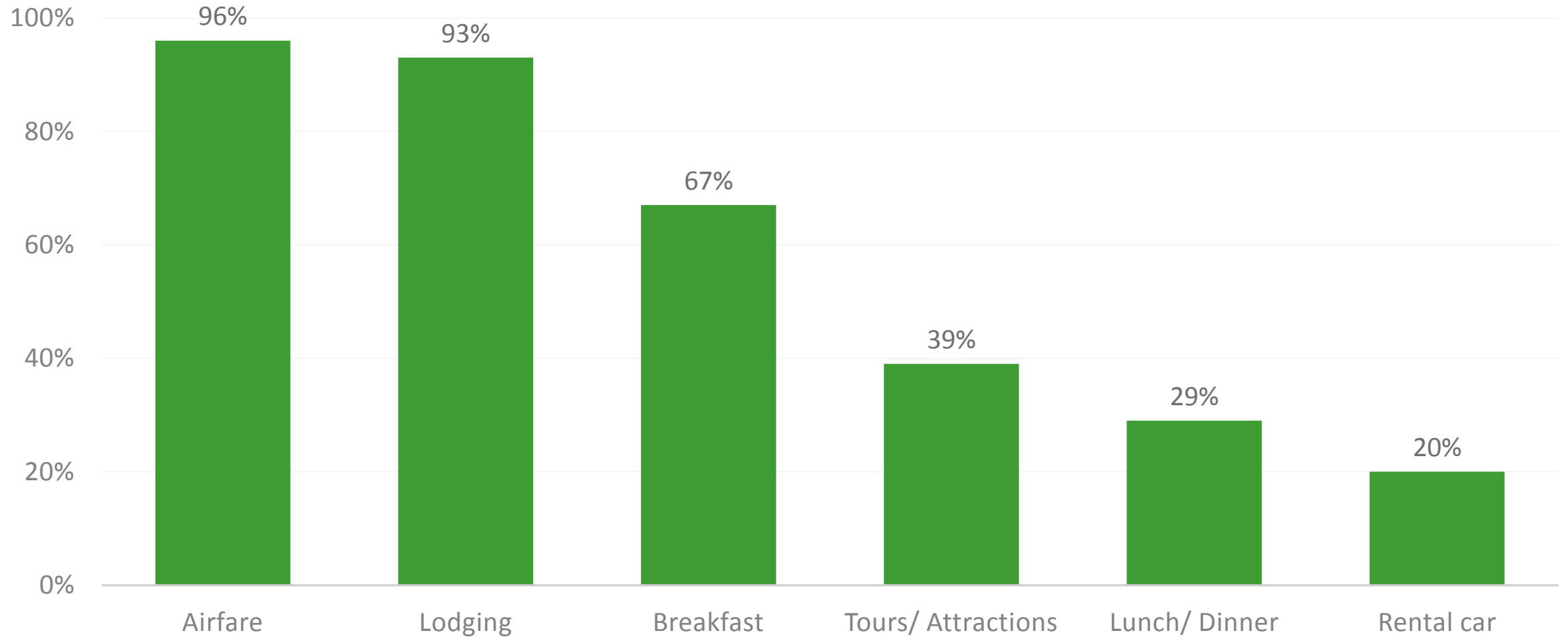
- $1,797.51 = overall mean average airfare expense (for entire travel party) by respondent

- $565.12 = overall mean average **per person** airfare expenditures

Q: How much of the total did you and your family/ travel party pay for the airline trip costs to Guam (if not included as part of a package)?

AIRFARE – FIT TRAVELER (GROUP) TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
MEAN		$1,248.22	$1,797.51			$1,726.09
MEDIAN		$769.00	$964.00			$1,011.00

Q: How much in total did you and your family/ travel party pay for the airline trip costs to Guam (if not included as part of a package)?
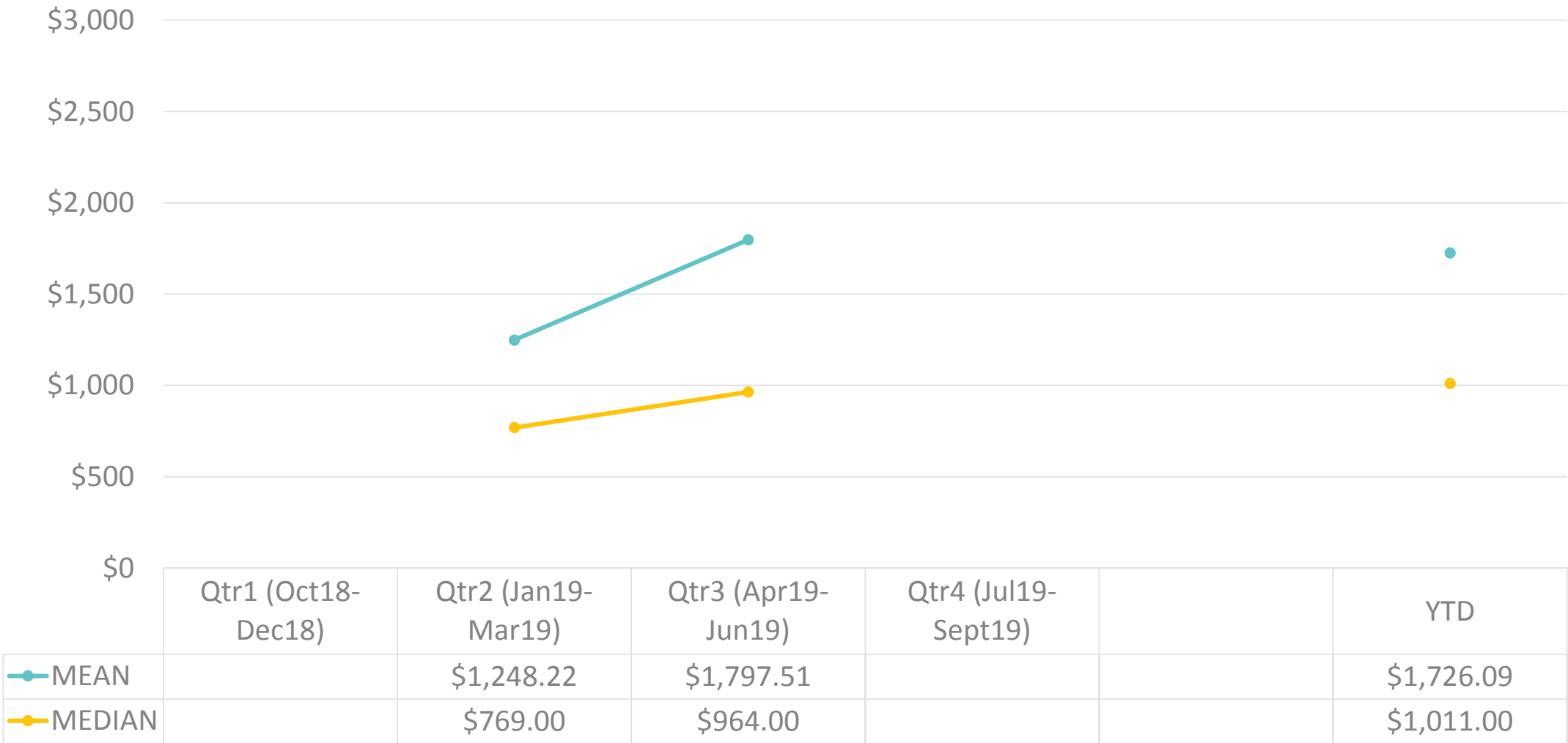
AIRFARE – FIT TRAVELER (Per Person) TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
MEAN		$467.68	$565.12			$579.54
MEDIAN		$487.00	$402.00			$482.00

Q: How much did the total did you and your family/ travel party pay for the airline trip costs to Guam (if not included as part of a package)?
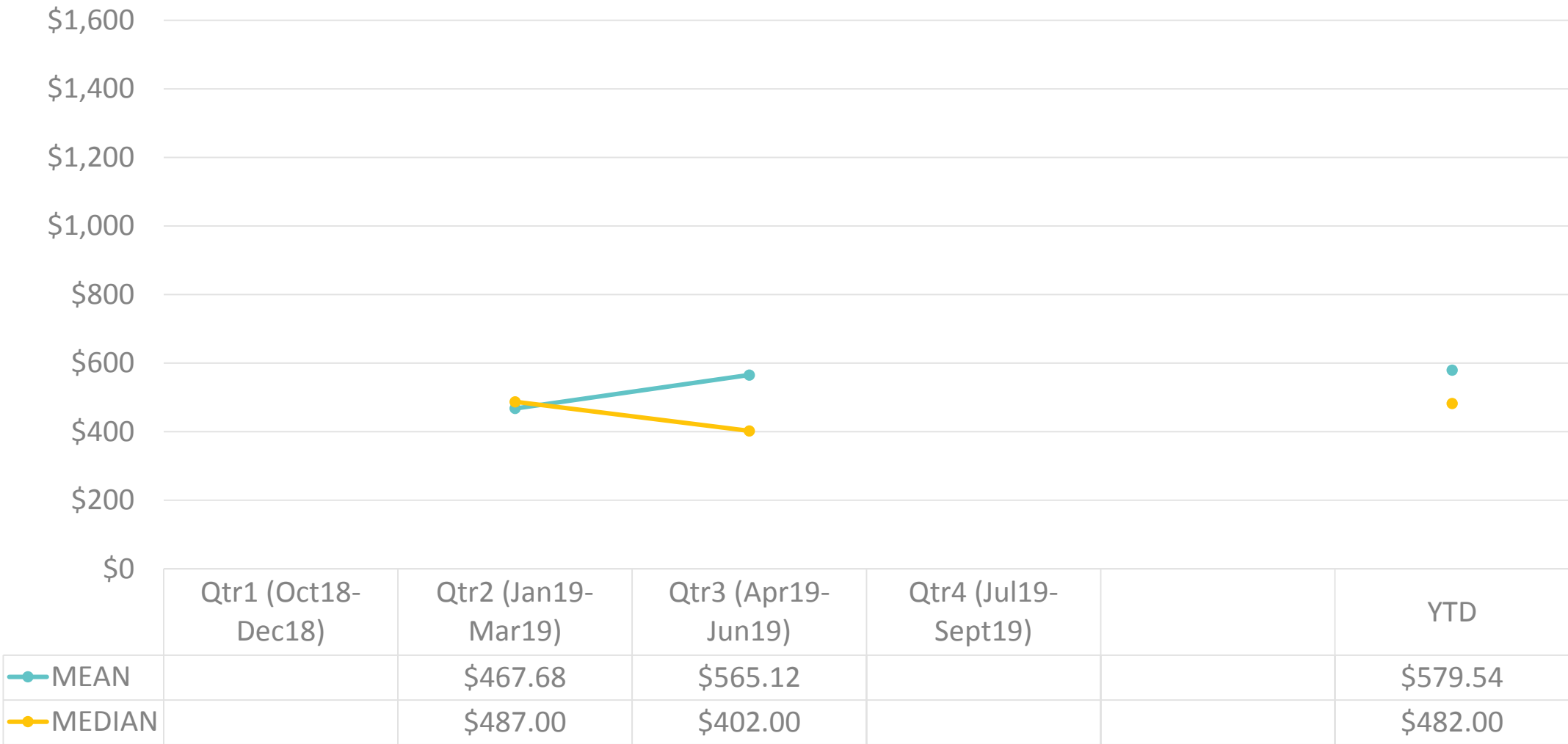
ONISLE EXPENDITURES

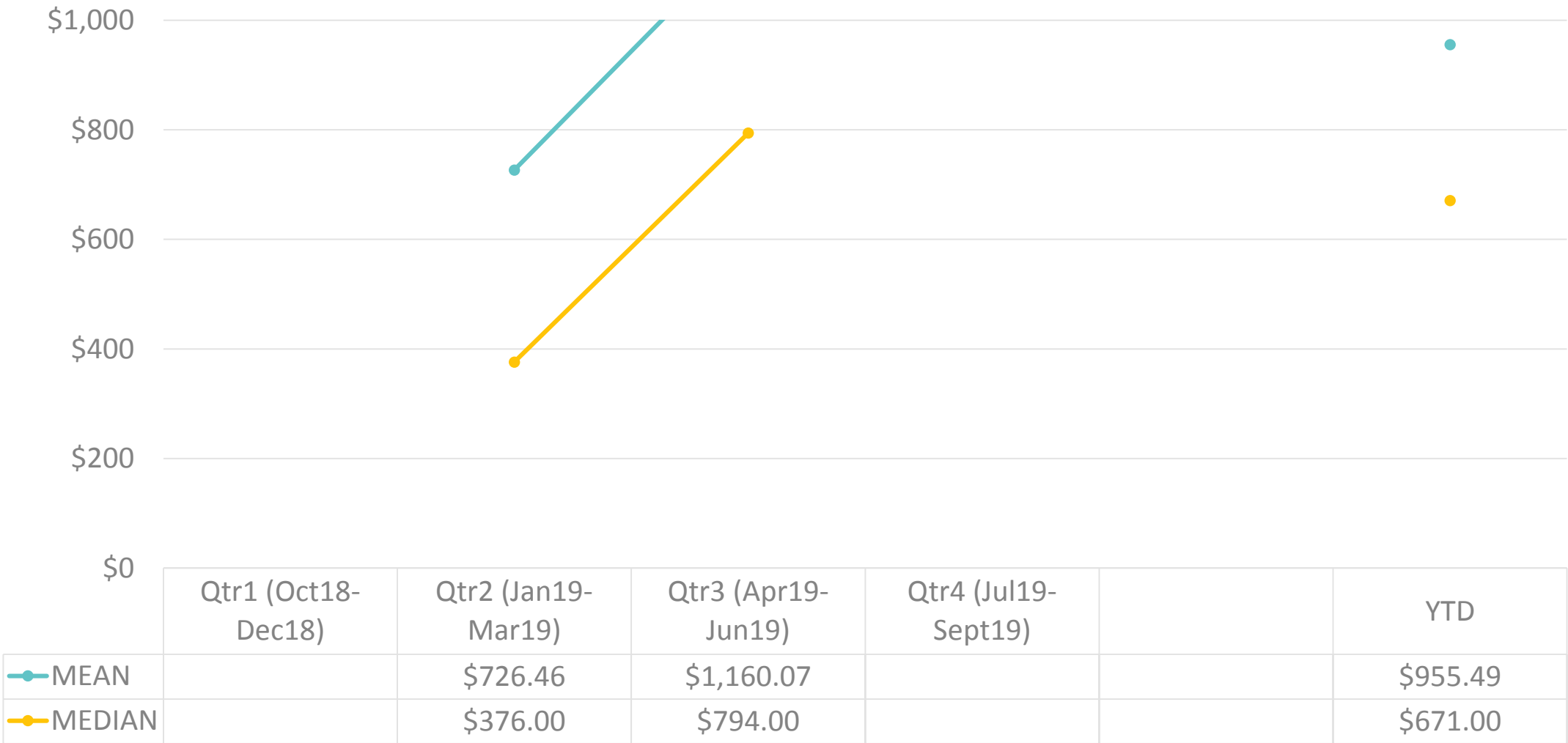- $2,635.65 = overall mean average expense (for entire travel party) by respondent

- $1,160.07 = overall mean average **per person** expenditures

ONISLE – TRAVEL PARTY TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
MEAN		$1,915.98	$2,635.65			$2,439.10
MEDIAN		$894.00	$1,705.00			$1,483.00

ONISLE – PER PERSON TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
MEAN		$726.46	$1,160.07			$955.49
MEDIAN		$376.00	$794.00			$671.00

ONISLE – TRAVEL PARTY/ PER DAY TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
MEAN		$476.93	$765.71			$660.61
MEDIAN		$212.00	$374.00			$323.00

ONISLE – PER PERSON/ PER DAY TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
━●━ MEAN		$191.98	$420.48			$308.70
━●━ MEDIAN		$100.00	$174.00			$146.00

55

ONISLE – ACCOMMODATIONS

Bar chart comparing MEAN ($953.96) and MEDIAN ($350.00) spending on accommodations.

Q: How much additional did you and your family spend on Guam – Lodging?

ONISLE – ACCOMMODATIONS TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
●— MEAN		$728.39	$953.96			$848.29
●— MEDIAN		$200.00	$350.00			$300.00

Q: How much additional did you and your family spend on Guam – Lodging?

ONISLE – FOOD & BEVERAGE

Legend: ■ MEAN ■ MEDIAN

	MEAN	MEDIAN
TOTAL	$500	$250
Restaurants/ Bars	$295.76	$155
Other	$141.08	$0
Groceries/ Snacks	$63.64	$0

Q: How much additional did you and your family spend on Guam – Food & Beverage?

ONISLE – TOTAL FOOD & BEVERAGE TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN		$455.44	$500.48	
MEDIAN		$150.00	$250.00	

Q: How much additional did you and your family spend on Guam – Food & Beverage?

ONISLE – ENTERAINMENT & RECREATION

Legend: ■ MEAN ■ MEDIAN

Category	MEAN	MEDIAN
TOTAL	~$300	$200
Attractions & Entertainment	$188.11	$0
Recreation & Sports	$116.82	$0
Other Activities/ Tours	$27.84	$0

Q: How much additional did you and your family spend on Guam – Entertainment & Recreation?

ONISLE – TOTAL ENTERTAINMENT & RECREATION TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN		$277.92	$332.77	
MEDIAN		$50.00	$200.00	

Q: How much additional did you and your family spend on Guam – Entertainment & Recreation?

ONISLE – TRANSPORTATION

■ MEAN   ■ MEDIAN

	TOTAL	Rental Car/ scooter/ bicycle	Bus, taxi, trolley, etc	Other
MEAN	$90.32	$54.45	$26.09	$9.80
MEDIAN	$0	$0	$0	$0
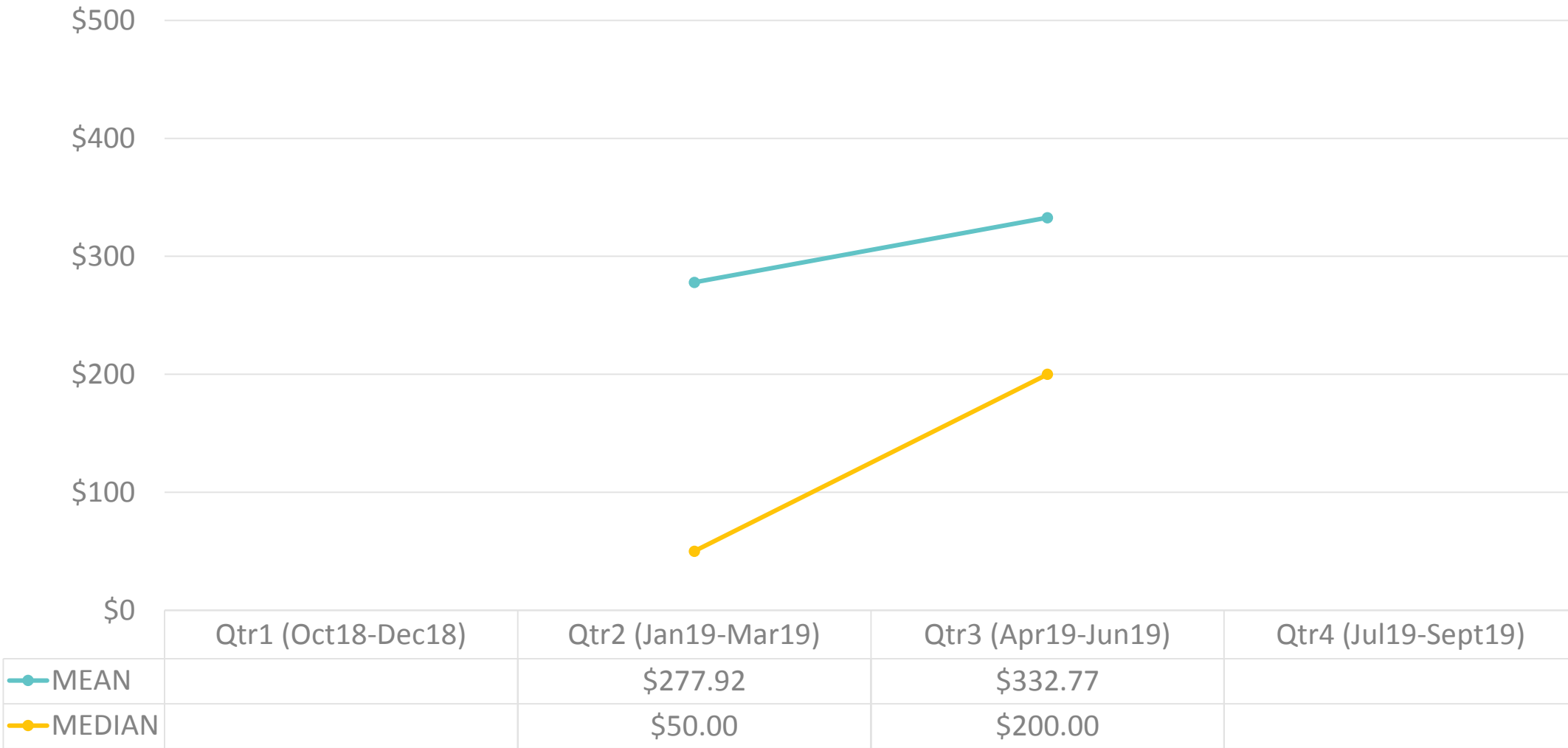
Q: How much additional did you and your family spend on Guam – Transportation?
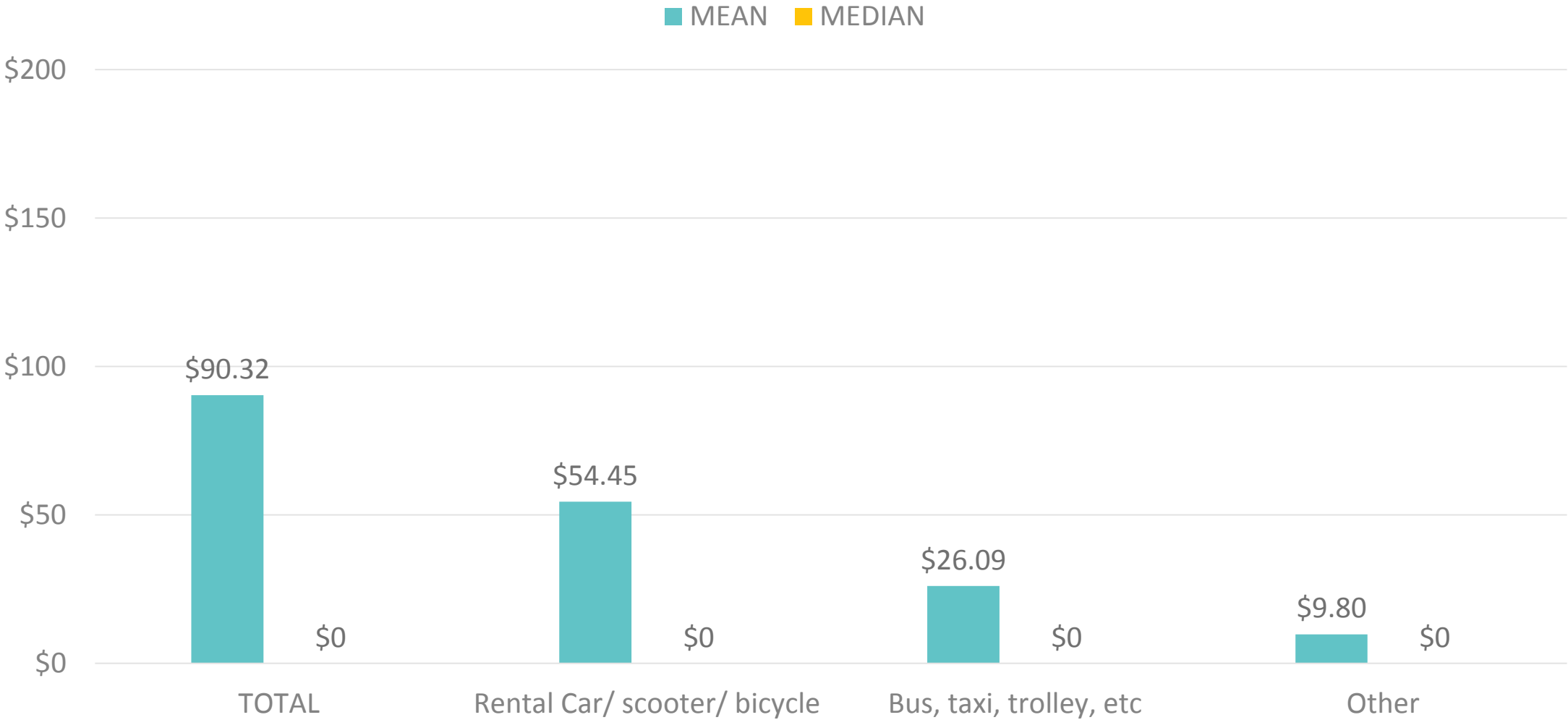
ONISLE – TOTAL TRANSPORTATION TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN		$62.28	$90.32	
MEDIAN		$0.00	$50.00	

Q: How much additional did you and your family spend on Guam – Transportation?

ONISLE – SHOPPING

Legend: ■ MEAN ■ MEDIAN

Category	MEAN	MEDIAN
TOTAL	$700	$215
Fashion & Clothing	$405.61	$0
Accessories	$126.83	$0
Cosmetics/ perfume	$95.82	$0
Food - take home	$78.80	$0
Souvenirs	$61.66	$0
Jewelry/ watches	$48.43	$0
Other	$20.25	$0

Q: How much additional did you and your family spend on Guam – Shopping?

ONISLE – TOTAL SHOPPING TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN		$607.57	$837.39	
MEDIAN		$70.00	$215.00	

Q: How much additional did you and your family spend on Guam – Shopping?

ONISLE – MISCELLANEOUS

Legend: ■ MEAN ■ MEDIAN

Category	MEAN	MEDIAN
TOTAL	$15.80	$0
Electronics	$6.50	$0
Household items	$4.11	$0
Health/ wellness	$3.92	$0
Other	$1.27	$0

Q: How much additional did you and your family spend on Guam – Other spending?

ONISLE – MISCELLANEOUS TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN		$11.68	$15.80	
MEDIAN		$0.00	$0.00	

Q: How much additional did you and your family spend on Guam – Other spending?
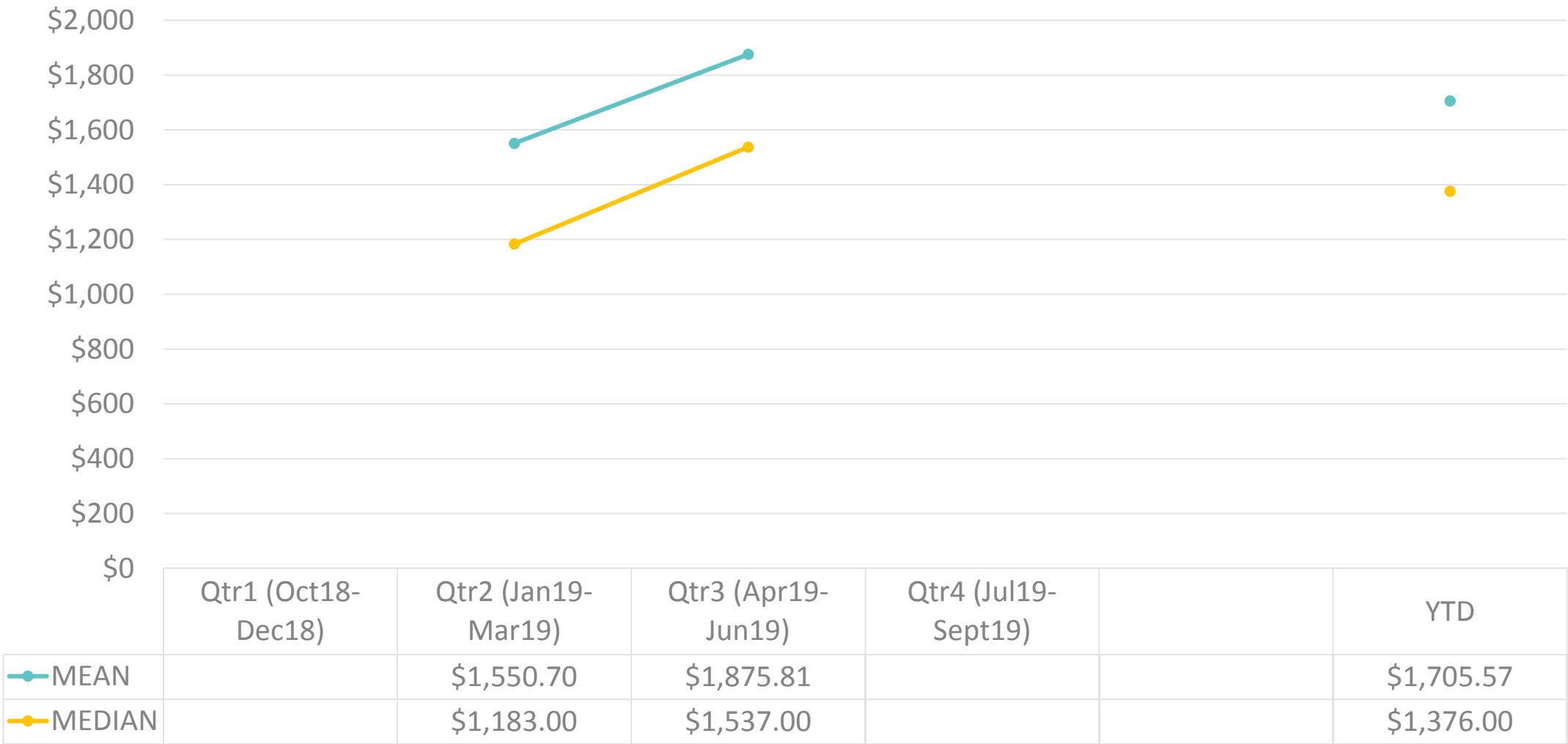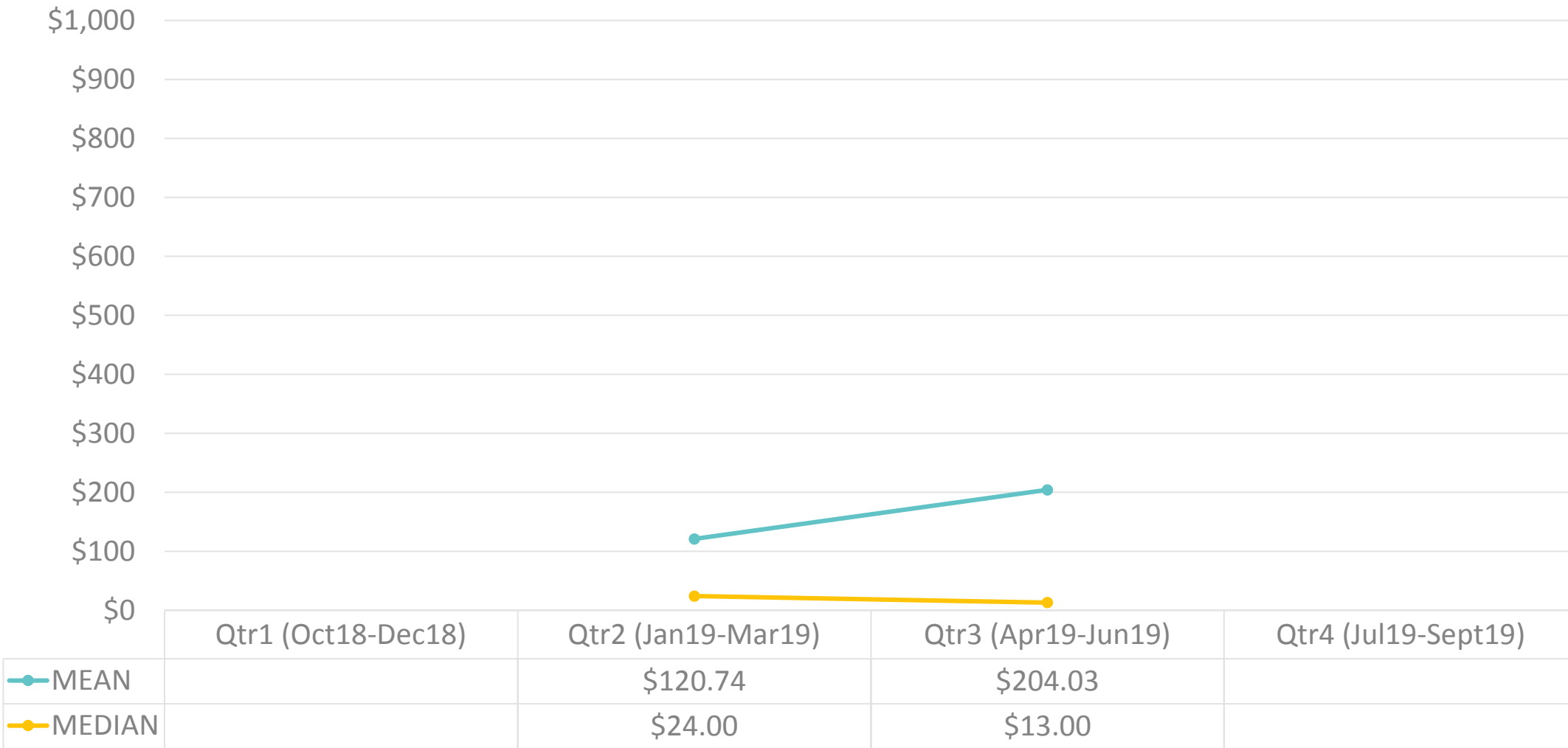
TOTAL EXPENDITURES PER PERSON (ONISLE + PREPAID)

- $1,875.81 = Mean average per person

- $1,537.00 = Median amount spent per person

TOTAL EXPENDITURES PER PERSON TRACKING

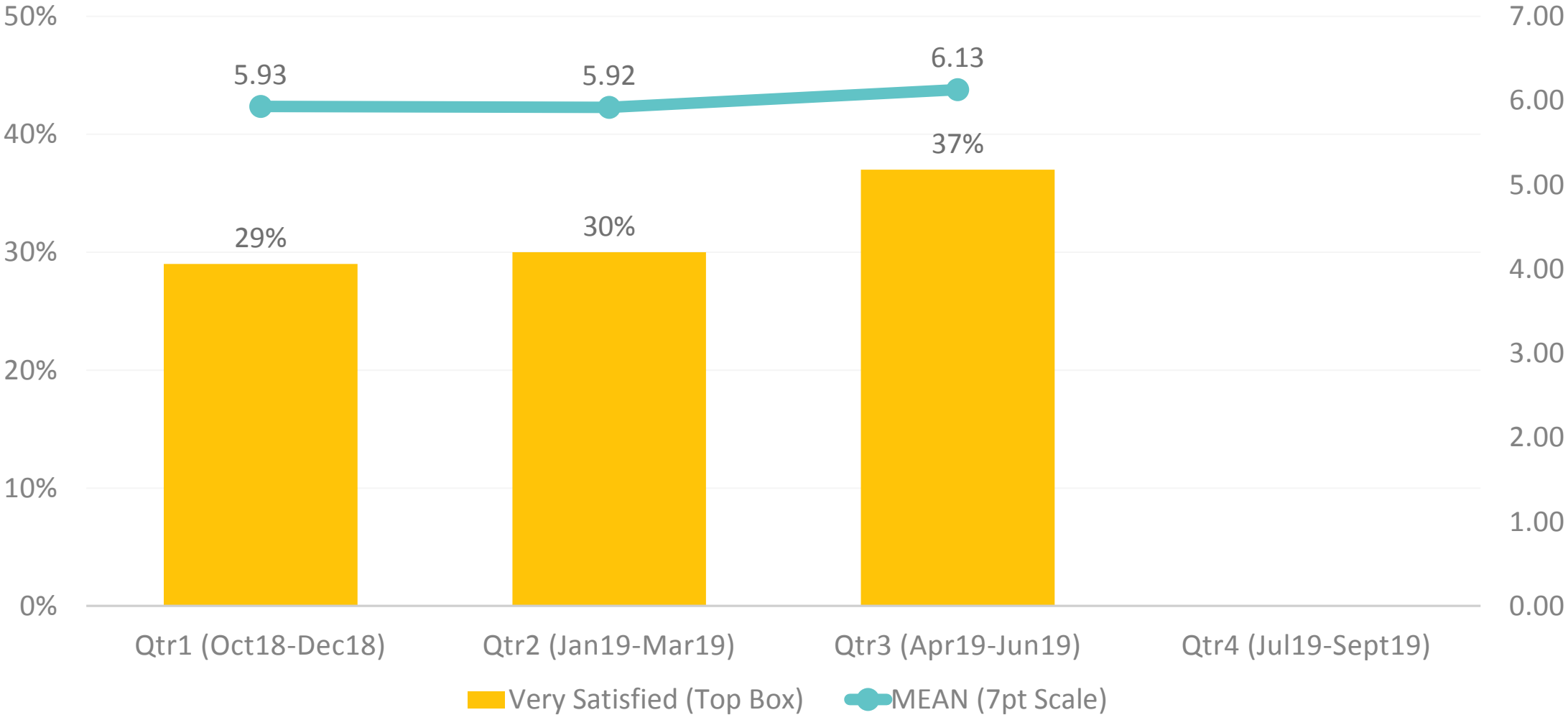|	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
MEAN		$1,550.70	$1,875.81			$1,705.57
MEDIAN		$1,183.00	$1,537.00			$1,376.00

ONISLE EXPENDITURE + PREPAID

GUAM AIRPORT EXPENDITURE TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN		$120.74	$204.03	
MEDIAN		$24.00	$13.00	

Q: How much in total did you spend on your purchases at the airport for shopping, dining, etc?

SECTION 4

VISITOR SATISFACTION

OVERALL SATISFACTION – 7PT SCALE

Chart showing Very Satisfied (Top Box) and MEAN (7pt Scale):

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
Very Satisfied (Top Box)	29%	30%	37%	
MEAN (7pt Scale)	5.93	5.92	6.13	

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

Q: Overall, how satisfied are you with your experience while on Guam?

OVERALL SATISFACTION – 10PT SCALE

Q: Overall, how satisfied are you with your experience while on Guam?

73

SWOT – POSITIVE ASPECT OF TRIP

Aspect	Percentage
Beach/ ocean	24%
Natural beauty	13%
Relax	11%
Shopping	11%
Activities- variety	9%
Hafa Adai	8%
Event - observed/participant	6%
Event/Celebrations w/fam or friends	6%
Weather	6%
Local culture	4%
Sightseeing	3%
Hotel/ Accommodations	1%
Cust Svc	1%

Q: Please tell us about one detail that made your trip to Guam excellent?

SWOT – NEGATIVE ASPECT OF TRIP

Horizontal bar chart:

Category	Percentage
Expensive	28%
Nothing	23%
Food	9%
Driving	9%
No local culture	6%
Language	6%
Immigration	4%
Cust. Service	3%
Accommodations- cleanliness	3%
Feeling of "Hafa Adai"	1%
Traffic	1%
Accommodations - cust. service	1%
Activities- variety	1%
Ground trans	1%
Rental car	1%

Q: Please tell us about one detail that made your trip to Guam excellent?

SATISFACTION – ENTERTAINMENT

Very Satisfied (Top Box 9-10) —●— MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – SHOPPING

Very Satisfied (Top Box 9-10)   MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?
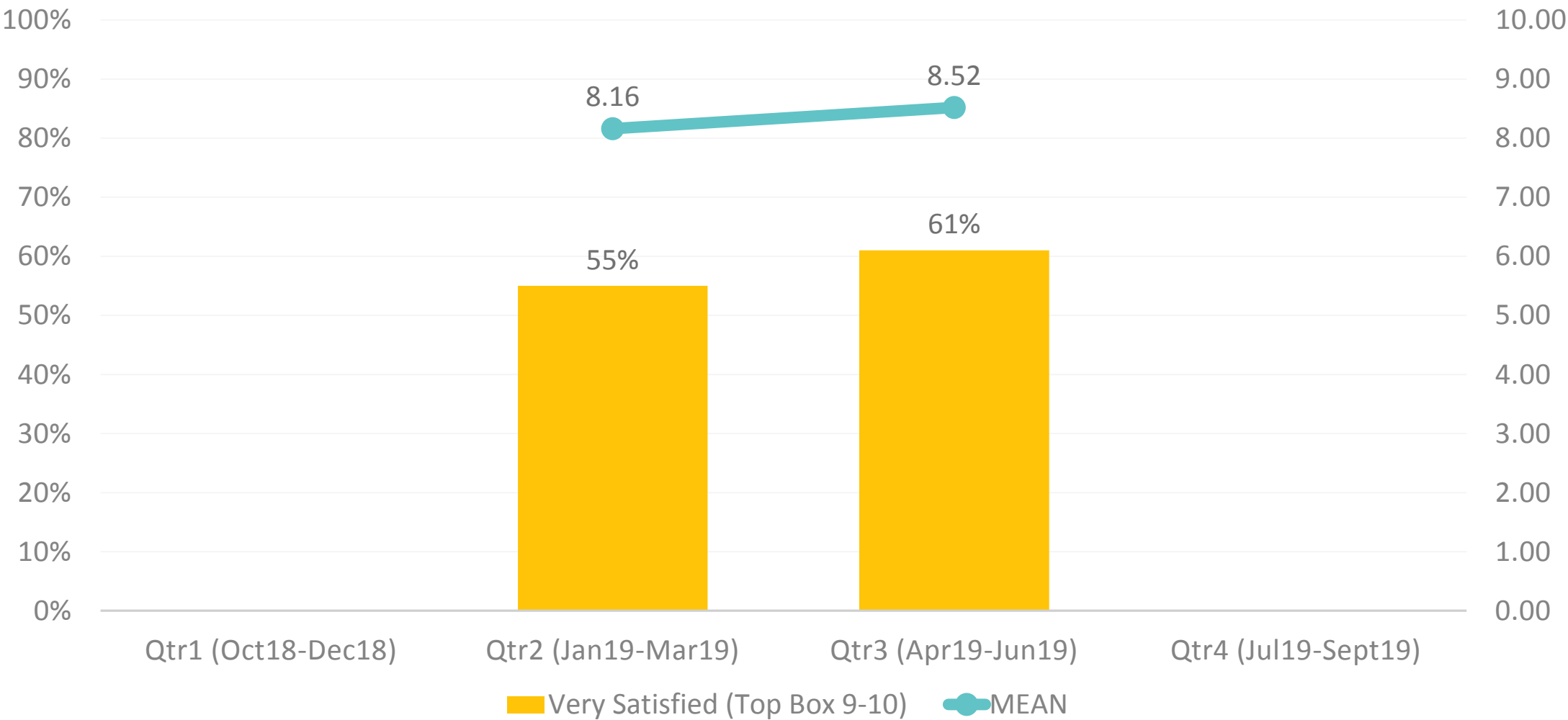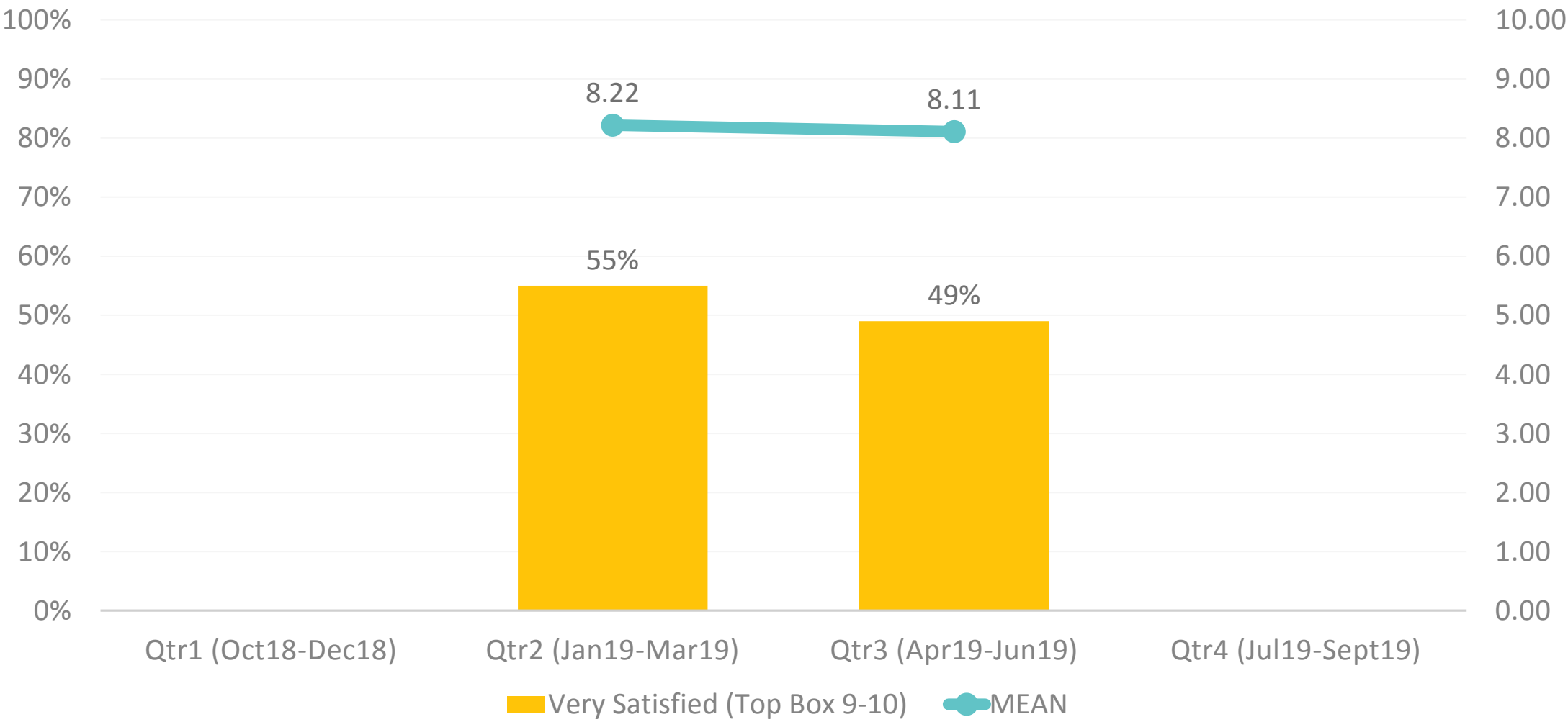
SATISFACTION – DINING

Chart showing dining satisfaction by quarter:
- Qtr1 (Oct18-Dec18): no data
- Qtr2 (Jan19-Mar19): Very Satisfied (Top Box 9-10) 43%, MEAN 7.80
- Qtr3 (Apr19-Jun19): Very Satisfied (Top Box 9-10) 43%, MEAN 7.77
- Qtr4 (Jul19-Sept19): no data

Legend: Very Satisfied (Top Box 9-10), MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – BEACHES

Very Satisfied (Top Box 9-10)　　MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – ROADS

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
Very Satisfied (Top Box 9-10)		40%	42%	
MEAN		7.55	7.56	

Very Satisfied (Top Box 9-10)   MEAN

81   *Q: Please rate your satisfaction with the following aspects of your trip to Guam?*

SATISFACTION – SIGHTSEEING AREAS

Very Satisfied (Top Box 9-10) — MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – SAFETY & SECURITY

8.65   8.69

68%   64%

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

Very Satisfied (Top Box 9-10)   MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – ACCOMMODATIONS

Q: Overall, how would you rate your lodging/ hotel accommodations?

84

BRAND ADVOCACY

Qtr1 (Oct18-Dec18) — Qtr2 (Jan19-Mar19): 56%, 8.60 — Qtr3 (Apr19-Jun19): 73%, 9.11 — Qtr4 (Jul19-Sept19)

■ Extremely likely (Top Box 9-10) ●— MEAN

Q: How likely are you to recommend Guam to your family and friends?

BRAND LOYALTY

Q: How likely are you to return to visit Guam in the next three years?

TRIP EXPECTATIONS

Guam met my expectations
76%

Guam did not meet my expectations
4%

Guam exceeded my expectations
20%

Q: Would you say this trip to Guam…?

TRIP EXPECTATIONS – TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
━ Exceeded expectations		13%	20%	
━ Met expectations		83%	76%	
━ Did not meet expectations		5%	4%	

Q: Would you say this trip to Guam...?

SECTION 5
VISITOR ACTIVITIES

SHOPPING AREAS – PENETRATION

Bar chart showing shopping area penetration:
- ABC Stores: 86%
- Premier Outlets: 72%
- DFS: 68%
- Micronesian Mall: 64%
- Macys: 61%
- K-Mart: 49%
- Ross: 44%
- JP Store: 23%
- The Plaza: 16%
- Tumon Sands: 16%
- Agana SC: 11%
- Pacific Place: 11%
- Acanta Mall: 7%

Q: Guam has a number of shopping malls and stores. Please check all those visited during this trip
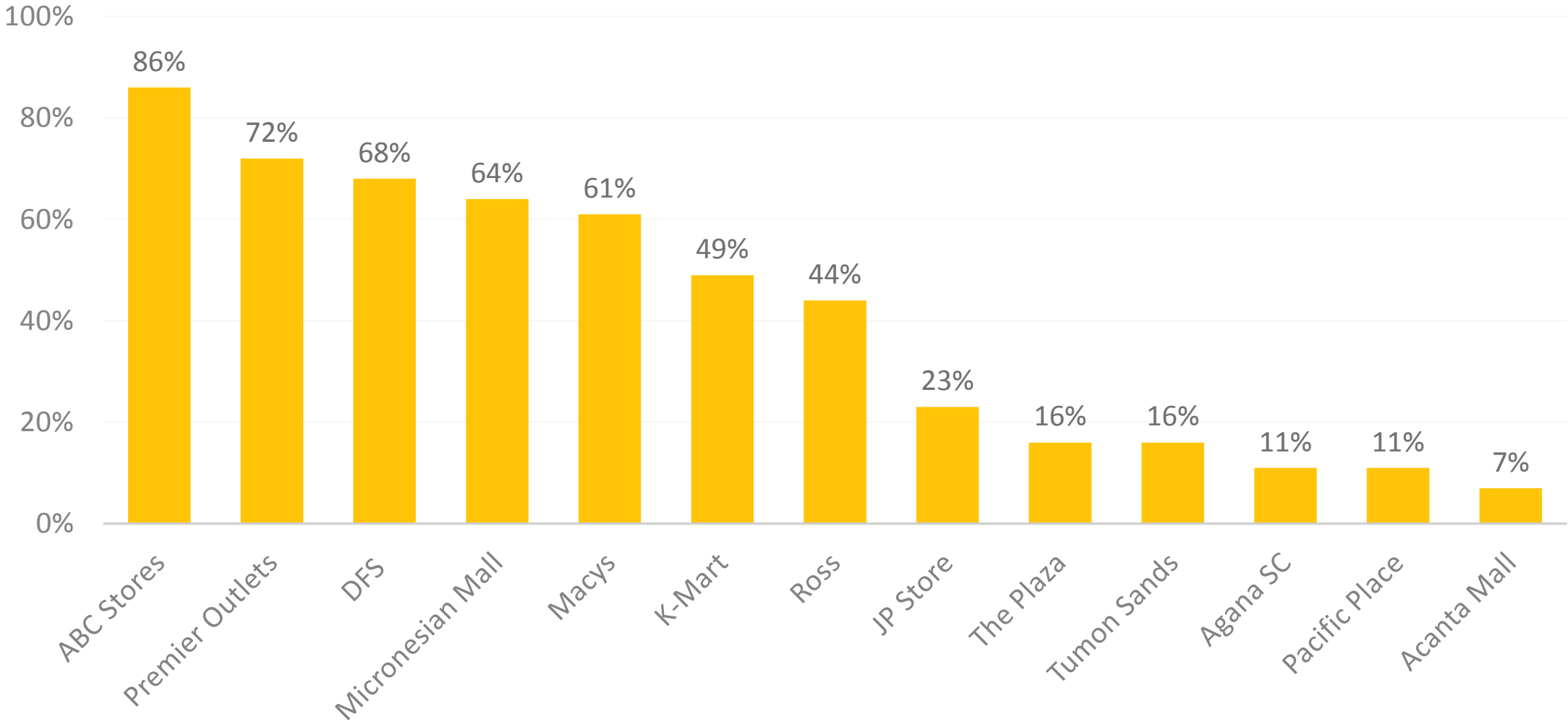
ACTIVITIES – SIGHTSEEING

Scenic views/ natural landmarks: 65%
Self-guided/ drove around: 53%
Boat tours/ dolphin watch: 39%
Island sightseeing tour: 35%
Helicopter ride: 11%

Q: During this trip to Guam, which of the following activities did you participate in?

ACTIVITIES – RECREATION

Q: During this trip to Guam, which of the following activities did you participate in?

ACTIVITIES – SPORTS

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

Activity	%
Snorkeling	44%
Scuba diving	27%
Kayaking/ canoe	18%
Skydiving	18%
Gun shooting	14%
Jet ski	6%
Paddle board/ surfing	6%
Windsurf/ Kitesurf	4%
Fishing charter	1%
Golfing	1%
Parasailing	1%
Sporting event/ tournament	1%

Q: During this trip to Guam, which of the following activities did you participate in?

ACTIVITIES – HISTORY, CULTURE, ARTS

94

Q: During this trip to Guam, which of the following activities did you participate in?
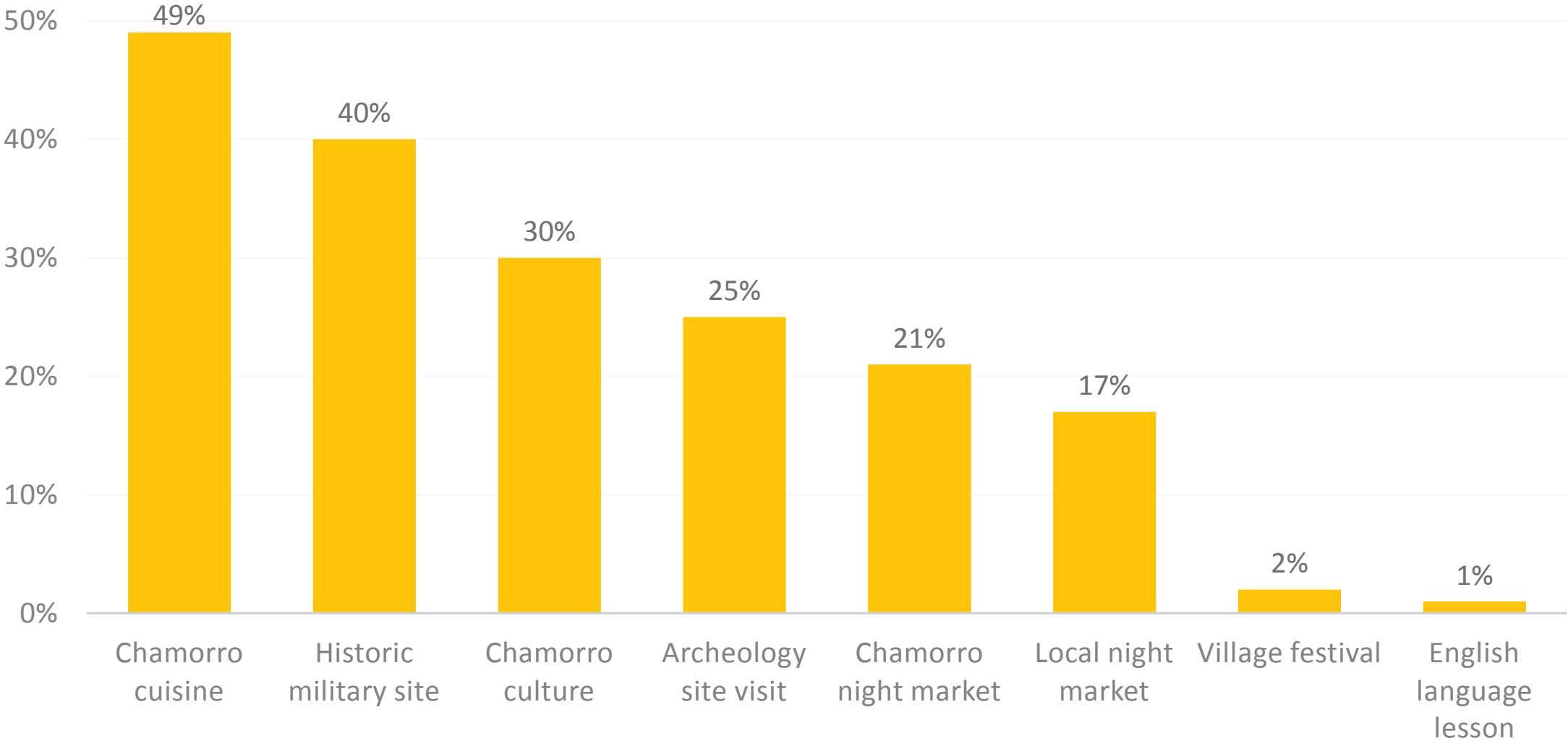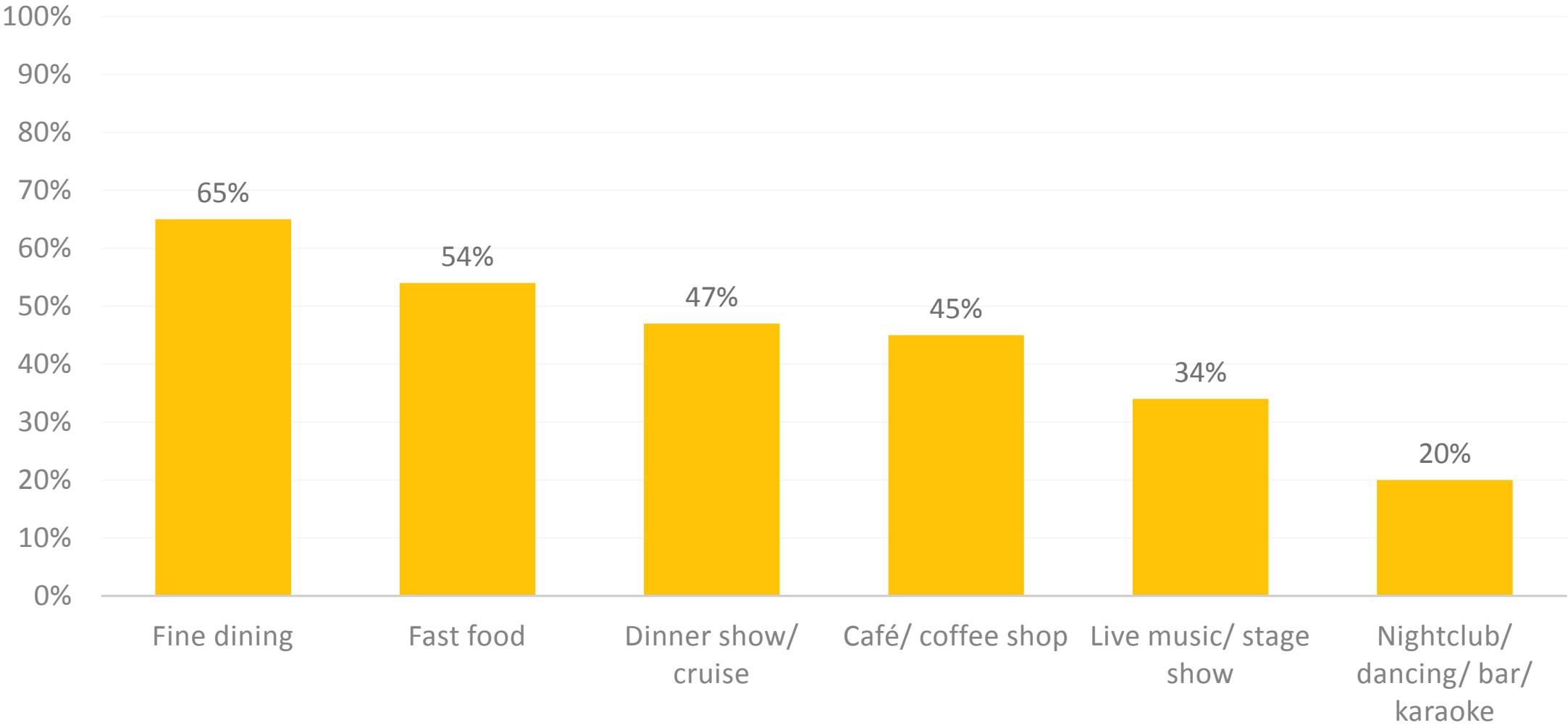
LOCAL ATTRACTIONS – TOP RESPONSES (5%+)

Bar chart showing percentage of respondents who visited each attraction:

- Two Lovers Pt: 74%
- Fish Eye Marine Park: 51%
- Underwtr Wld: 24%
- Chamorro Night Mkt: 21%
- Chamorro Village: 20%
- Guam Museum: 15%
- Snuba: 13%
- Sagan Kotturn Chamoru: 11%
- Dededo Flea Mkt: 10%
- Guam Seawalker: 9%
- Valley Latte: 9%
- Sandcastle: 8%
- Atlantis Sub: 7%
- Duck Tour: 6%
- Coco Palm Garden Beach: 6%
- Gef Pago Park/Hotnu Bakery: 5%

Q: During this trip to Guam, which of the following attractions did you visit?

LOCAL CULTURE – OBSTACLES

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
Schedule	30%	37%	55%	
Unaware	26%	29%	14%	
Did not want to	17%	13%	31%	
Did not know where	26%	29%	10%	

Q: Why did you not participate in any cultural activities or events during your recent stay on Guam?
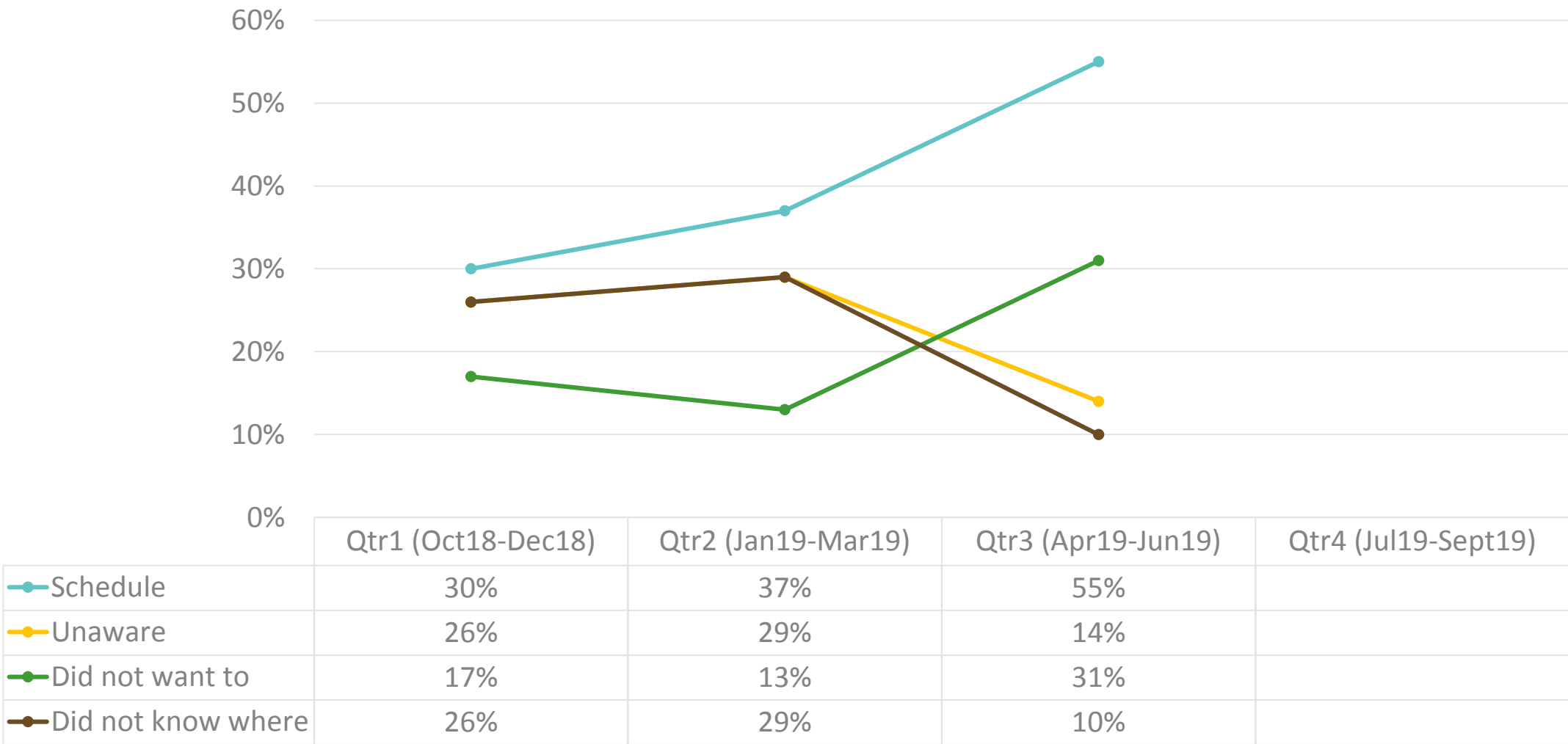
SECTION 6
SOURCES OF INFORMATION

PRE-ARRIVAL SOURCES OF INFORMATION

Bar chart values:
- Internet: 82%
- Recommendation: 44%
- Social Media: 30%
- Travel agent brochure: 26%
- GVB Promo: 13%
- Prior trip: 10%
- TV: 9%
- Company: 6%
- Travel show: 4%
- Guidebook: 4%
- Newspaper: 2%
- Magazine: 1%
- GVB Office: 1%
- Radio: 1%

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

GVB VISITOR SATISFACTION STUDY

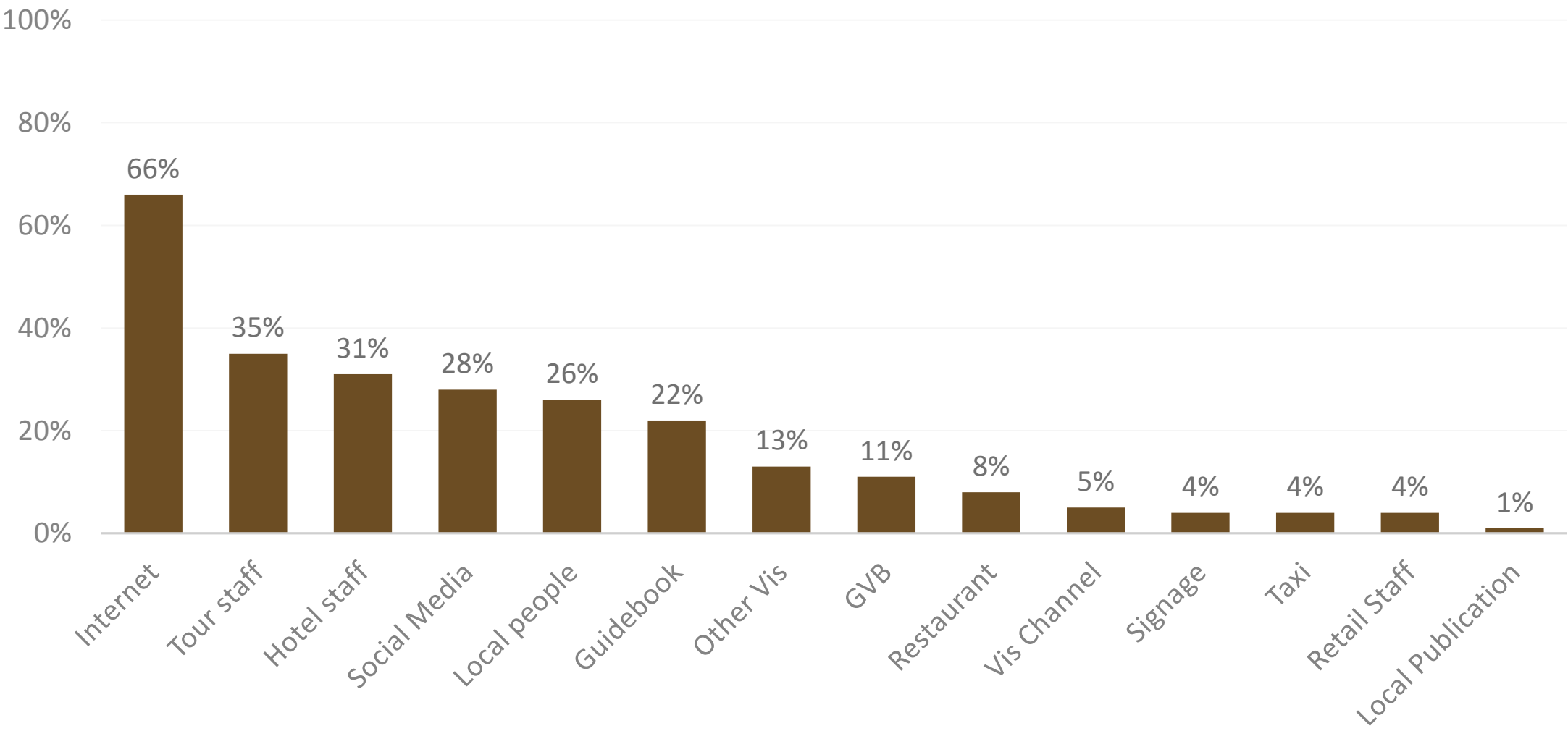Q5 Please select the top three sources of information you used to find out about Guam before your trip

		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOON	WEDDING
		-	-	-	-	-
Q5	Internet/Mobile App	72%	77%	89%	94%	83%
	Friend or relative	46%	47%	56%	46%	67%
	Travel agent brochure	24%	23%	22%	26%	33%
	Social media	21%	30%	22%	29%	33%
	TV	12%	9%	11%	14%	17%
	I have been to Guam before	12%	9%		6%	
	Guam Visitors Bureau promotional activities	10%	12%		9%	
	Travel guide book at bookstores	6%	5%		9%	
	Consumer travel shows	5%	6%		11%	
	Co-worker/ company travel department	5%	4%		3%	
	Travel trade shows	4%	4%	11%		
	Magazine (consumer)	3%	2%		3%	
	Guam Visitors Bureau office	2%	1%			
	Newspaper	1%	1%		3%	
	Radio	0%	1%		6%	
	Theater ads	0%	0%		3%	
	Total	466	223	9	35	6

Prepared by Anthology Research

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

ONISLE SOURCES OF INFORMATION

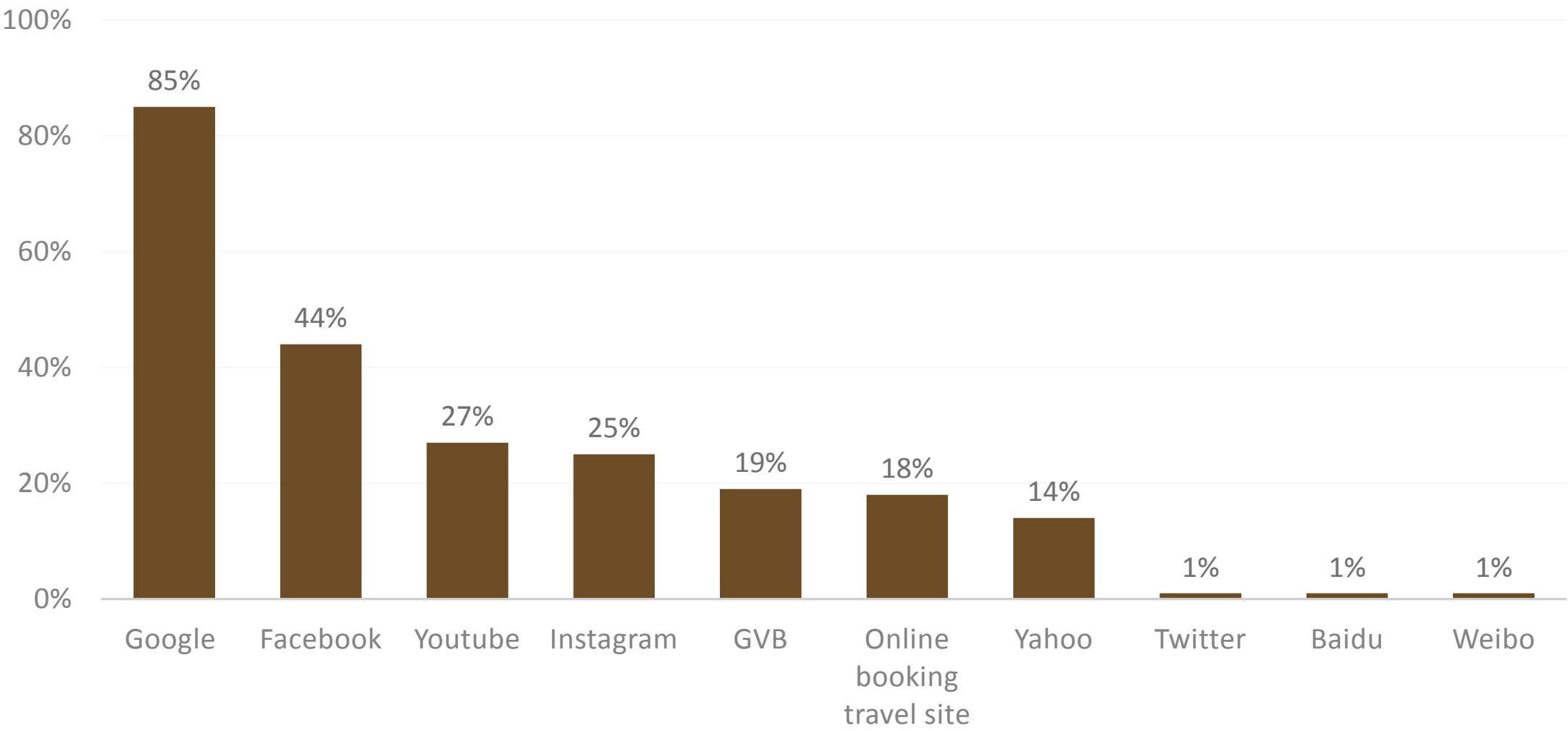Q: Please select the top three sources of information you used to find out about Guam while you were here

GVB VISITOR SATISFACTION STUDY

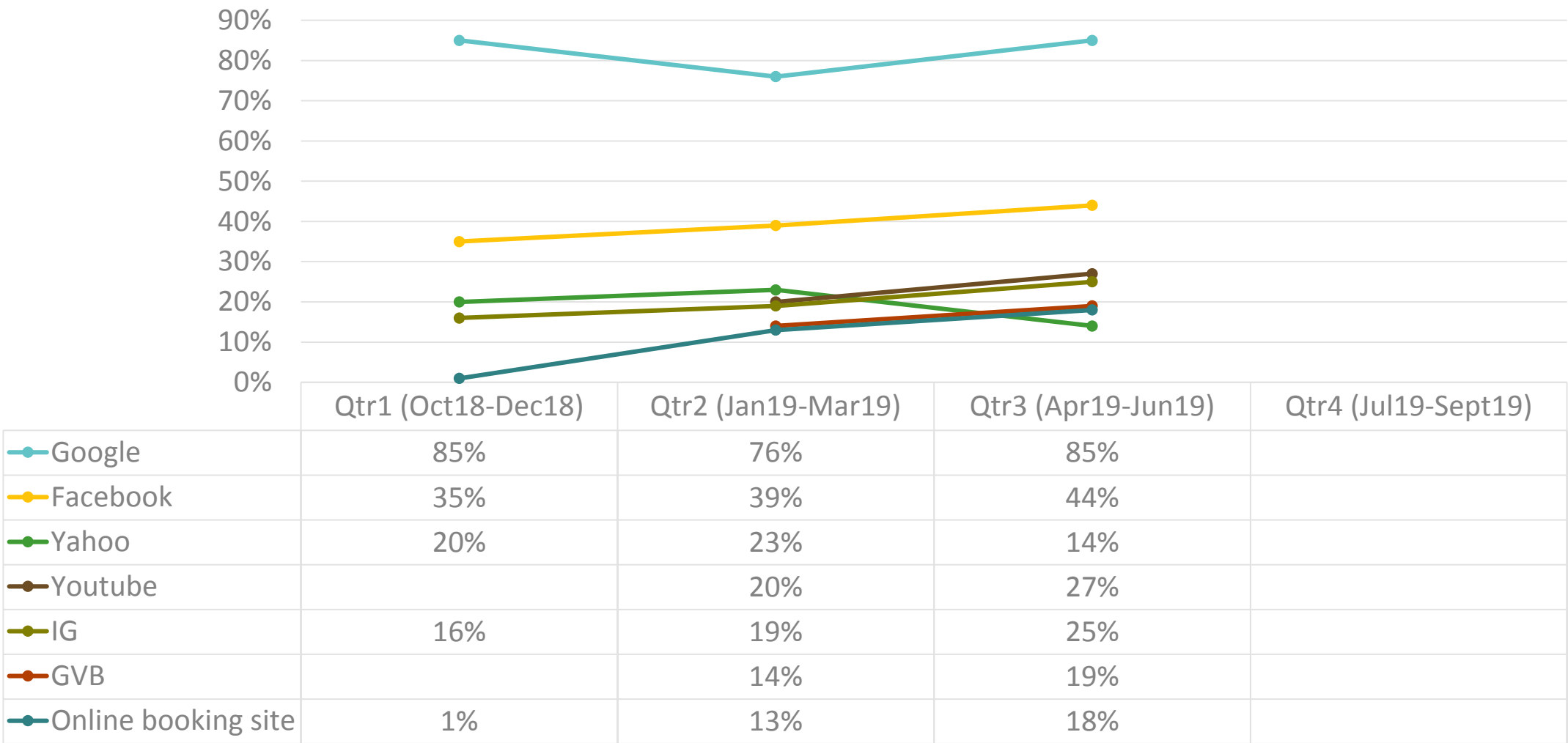**Q6 Please select the top three sources of information you used to find out about Guam while you were here**

		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOON	WEDDING
		-	-	-	-	-
Q6	Internet/ Mobile App	58%	66%	56%	74%	83%
	Hotel staff	33%	33%	22%	31%	33%
	Tour staff	33%	33%	44%	49%	50%
	Guide books I brought with me	20%	22%	22%	34%	17%
	Local people	19%	22%	22%	14%	
	Social Media	19%	30%	11%	29%	50%
	Restaurant staff (outside hotel)	14%	14%		3%	
	Other visitors	14%	13%	33%	11%	
	Guam Visitors Bureau	12%	10%		11%	17%
	Signs/ advertisement	6%	4%		3%	17%
	Taxi drivers	5%	5%		6%	17%
	Visitors channel	4%	4%		6%	17%
	Retail staff	3%	4%	22%		
	Local publication	2%	1%			
	Total	466	223	9	35	6

Prepared by Anthology Research

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

ONLINE SOURCES OF INFORMATION

	Google	Facebook	Youtube	Instagram	GVB	Online booking travel site	Yahoo	Twitter	Baidu	Weibo
%	85%	44%	27%	25%	19%	18%	14%	1%	1%	1%

Q: Which internet or social media sources, if any, did you use to learn about Guam?

ONLINE SOURCES OF INFORMATION

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
Google	85%	76%	85%	
Facebook	35%	39%	44%	
Yahoo	20%	23%	14%	
Youtube		20%	27%	
IG	16%	19%	25%	
GVB		14%	19%	
Online booking site	1%	13%	18%	

104   *Q: Which internet or social media sources, if any, did you use to learn about Guam?*

SECTION 7

IMMIGRATION

IMPACT OF AIRPORT IMMIGRATION SVC ON FUTURE TRAVEL TO GUAM

73%
77%
73%

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

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

Immigration Will Impact Future Travel To Guam

Q: Do you think the security screening and/or immigration process here at the Guam International Airport will affect your decisions to visit Guam again in the future?
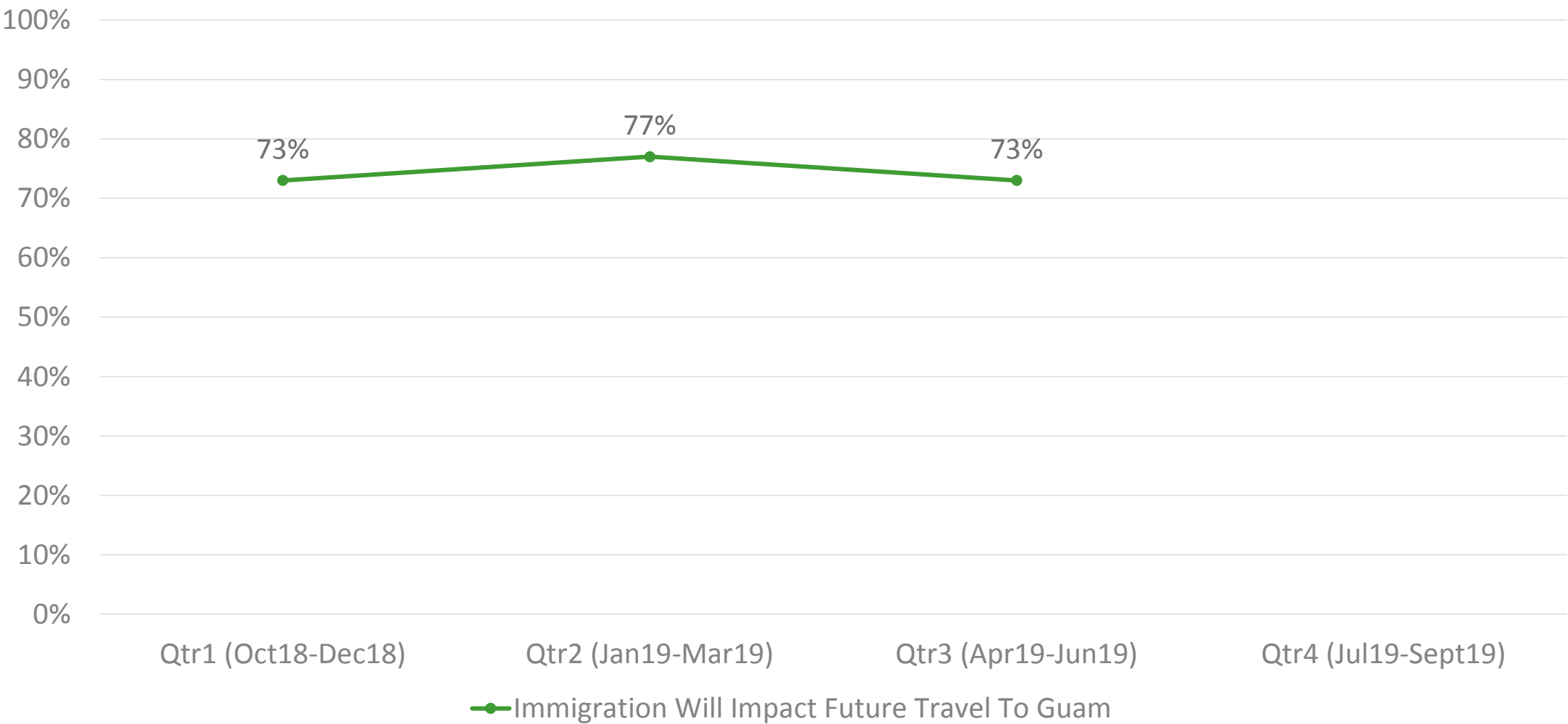
AIRPORT – SECURITY/ IMMIGRATION ISSUES

Q: What about the security screening and/ or immigration process here at the Guam International Airport could be improved?
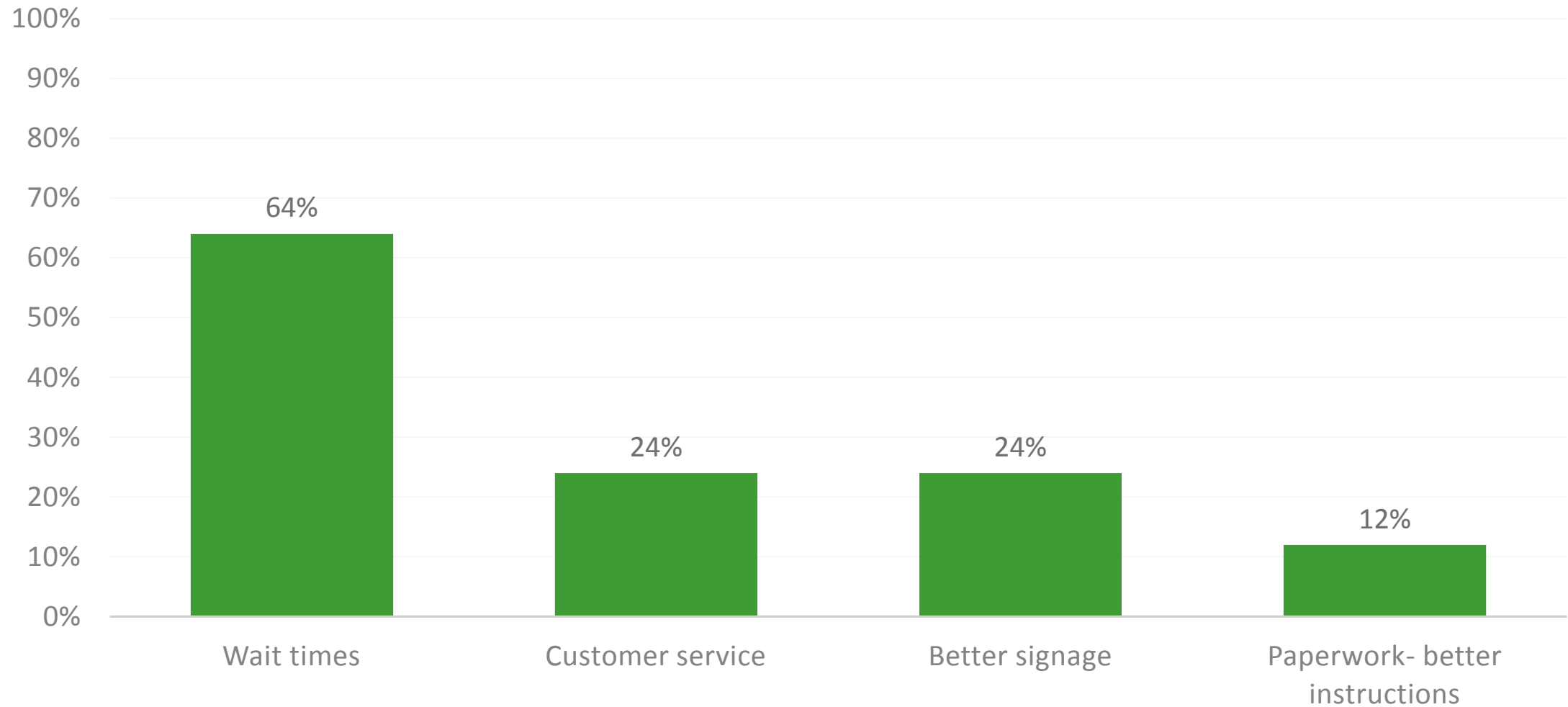
SECTION 8
ADVANCED STATS

- 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.

- 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 and 3rd Qtr. 2019

Drivers:	2nd Qtr 2019 rank	3rd Qtr. 2019 rank	Combined 2-3 Qtr. 2019 rank
Entertainment			
Shopping			
Dining	1	1	1
Beaches		3	
Parks			
Roads			
Sightseeing Areas		2	
Being a safe and secure destination			
% of Overall Satisfaction Accounted For	29.4%	30.2%	27.3%

NOTE: Only significant drivers are included.

DRIVERS – OVERALL SATISFACTION

- **Overall satisfaction** with the Taiwan visitor's experience on Guam is driven by three significant factors in the 3rd Quarter 2019 Period. By rank order, they are:
  - **Dining,**
  - **Sightseeing areas, and**
  - **Beaches.**
- With these factors the overall r^2 is .302, meaning that **30.2% of overall satisfaction is accounted for by these factors.**

DRIVERS – ONISLE EXPENDITURES

Comparison of Drivers of Per Person On Island Expenditures, 2nd and 3rd Qtr. 2019			
	2nd Qtr 2019	3rd Qtr. 2019	Combined 2-3 Qtr. 2019
Drivers:	rank	rank	rank
Entertainment			
Shopping			
Dining			
Beaches			
Parks			
Roads			
Sightseeing Areas			
Being a safe and secure destination	1		
% of Overall Satisfaction Accounted For	3.4%	0.0%	0.0%
NOTE: Only significant drivers are included.			

DRIVERS – ONISLE EXPENDITURES

- **Per Person On Island Expenditure** of Taiwan visitors on Guam is driven by no significant factor in the 3rd Quarter 2019 Period.