Taiwan Visitor Tracker Exit Profile & Market Segmentation Report

FY2019 - QTR.4 (JUL-SEPT 2019)

[ANTHOLOGY®] RESEARCH

GUAM VISITORS BUREAU | GUAM

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 152 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 152 is +/- 8.0 percentage points with a 95% confidence level. That is, if all Taiwanese visitors who traveled to Guam in the same time period were asked these questions, we can be 95% certain that their responses would not differ by +/- 8.0 percentage points.

Objectives

- To monitor the effectiveness of the Taiwan 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
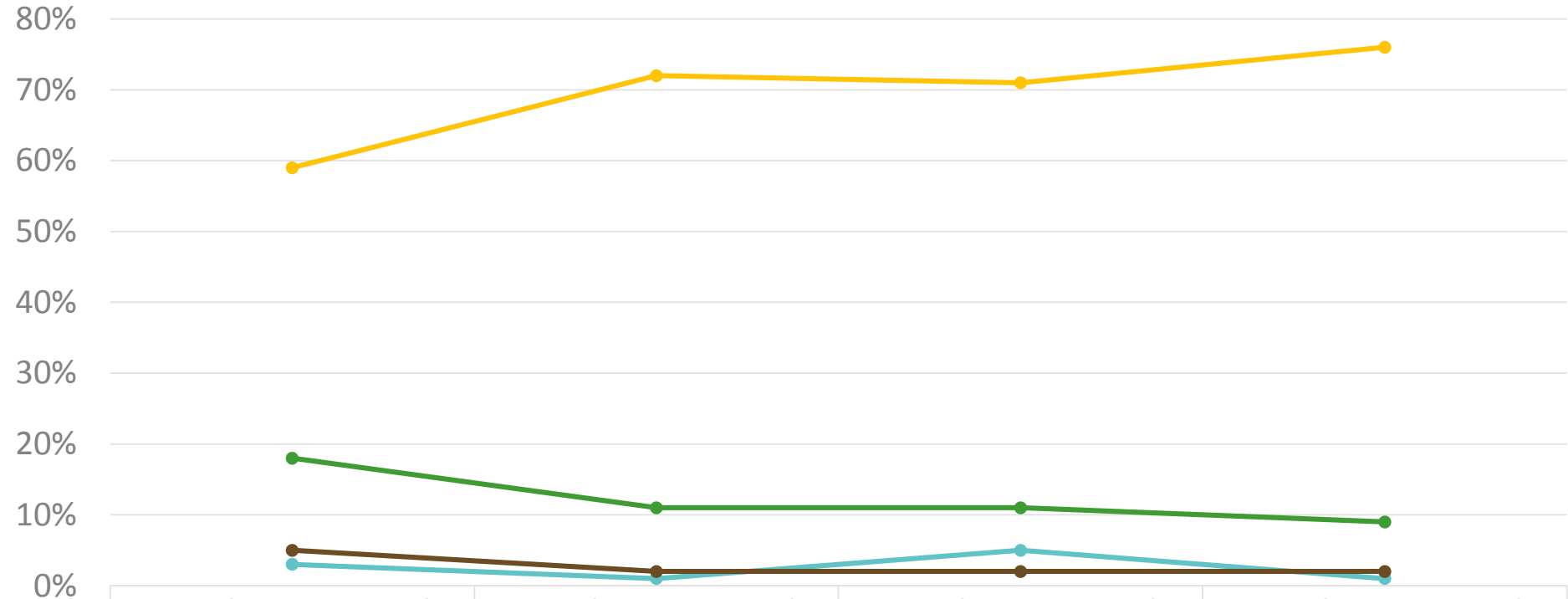
	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MICE	3%	1%	5%	1%
Sports/ Adventure	59%	72%	71%	76%
Honeymoon	18%	11%	11%	9%
Wedding	5%	2%	2%	2%

SECTION 1
PROFILE OF RESPONDENTS

GENDER

Female
48%

Male
52%

MARITAL STATUS

Single
44%

Married
56%

Q: Are you married or single?

MARITAL STATUS – TRACKING

Married: 46%, 64%, 39%, 56%, YTD 51%
Single: 54%, 36%, 61%, 44%, YTD 49%

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

—●— Married —●— Single
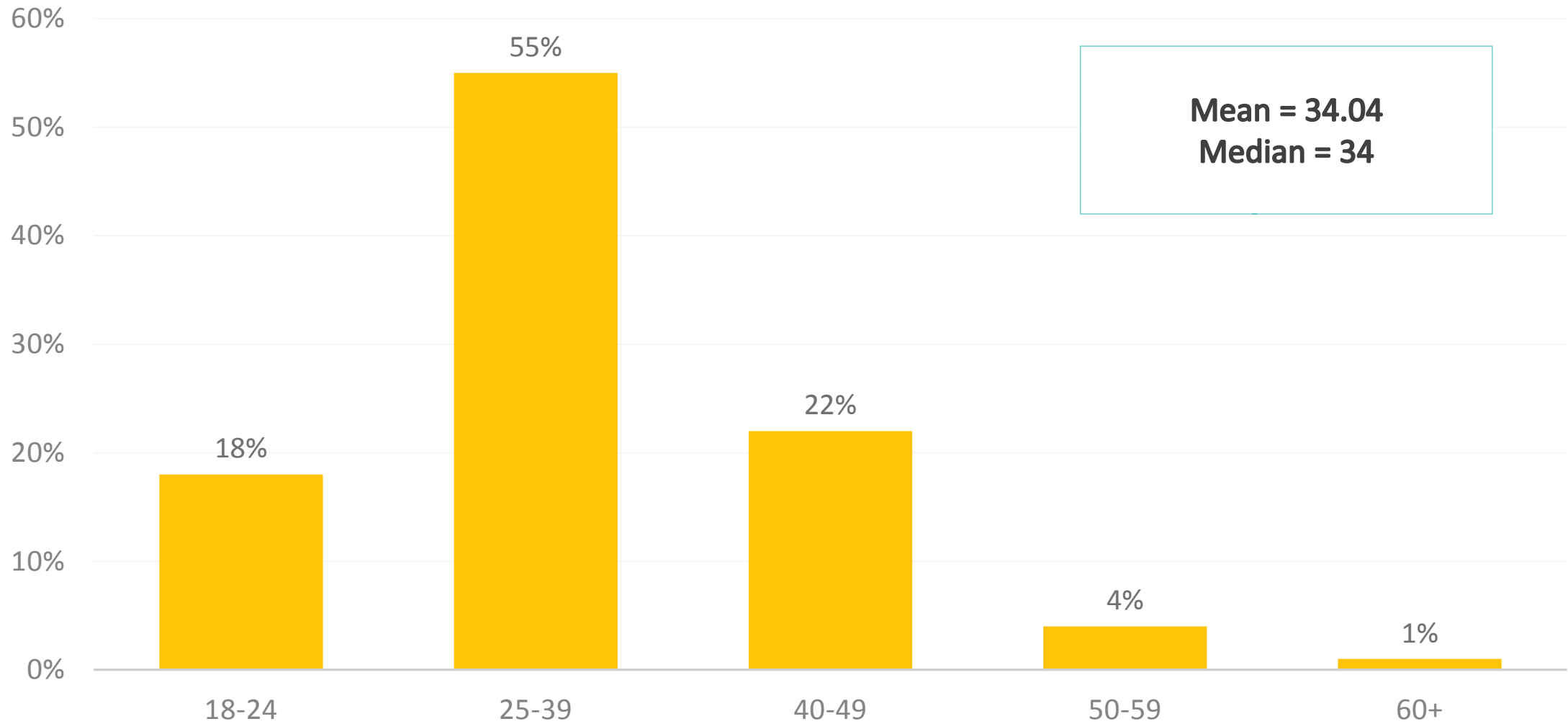
9

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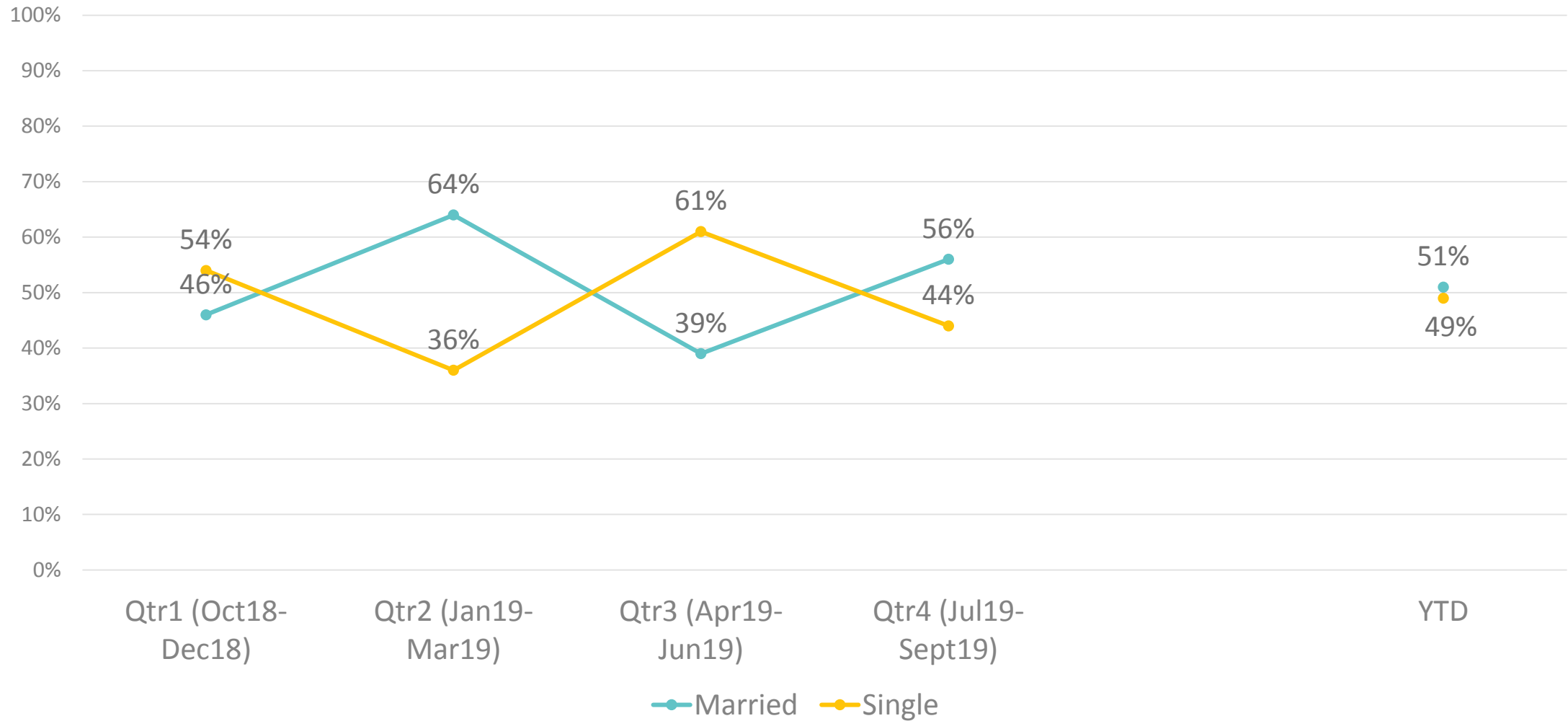
MARITAL STATUS – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
QE Are you married or single?

		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOON	WEDDING
		-	-	-	-	-
QE	Married	56%	56%	50%	85%	33%
	Single	44%	44%	50%	15%	67%
	Total	152	116	2	13	3

Prepared by Anthology Research

Q: Are you married or single?

AGE

Mean = 34.04
Median = 34

18%	55%	22%	4%	1%
18-24	25-39	40-49	50-59	60+

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

AGE – TRACKING
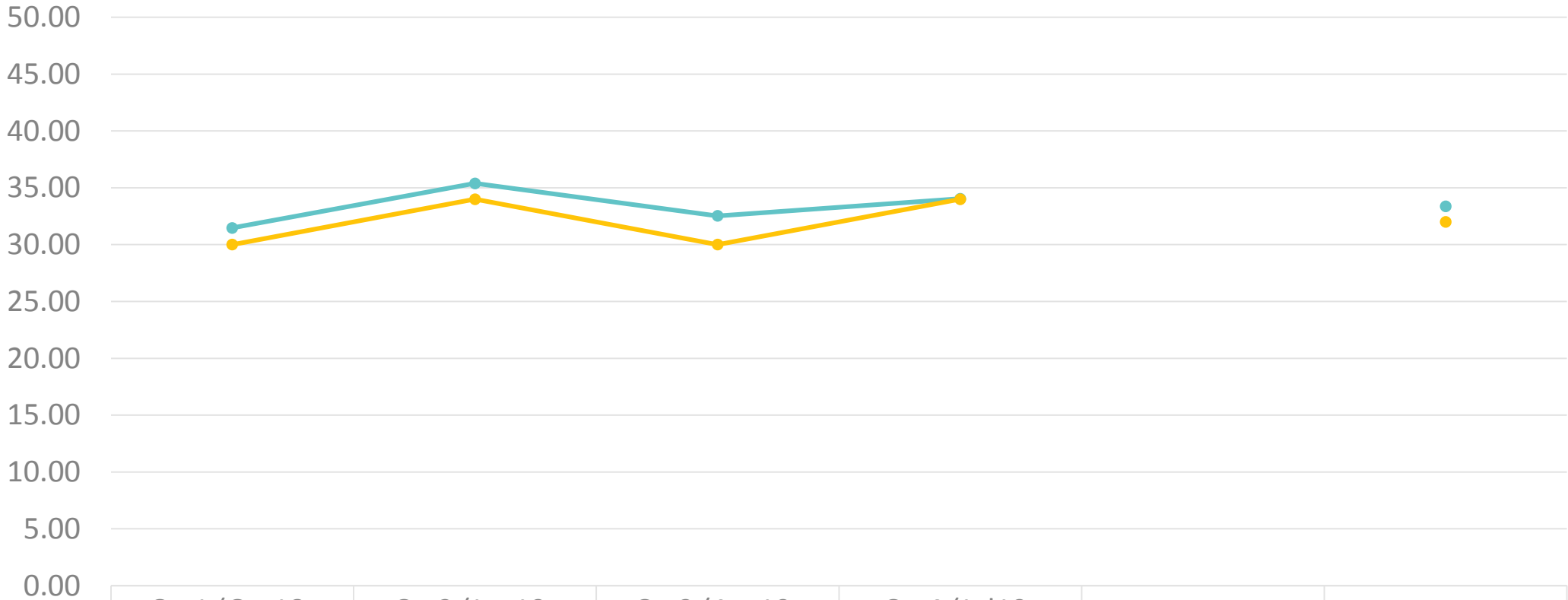
	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
MEAN	31.47	35.39	32.53	34.04		33.36
MEDIAN	30	34	30	34		32

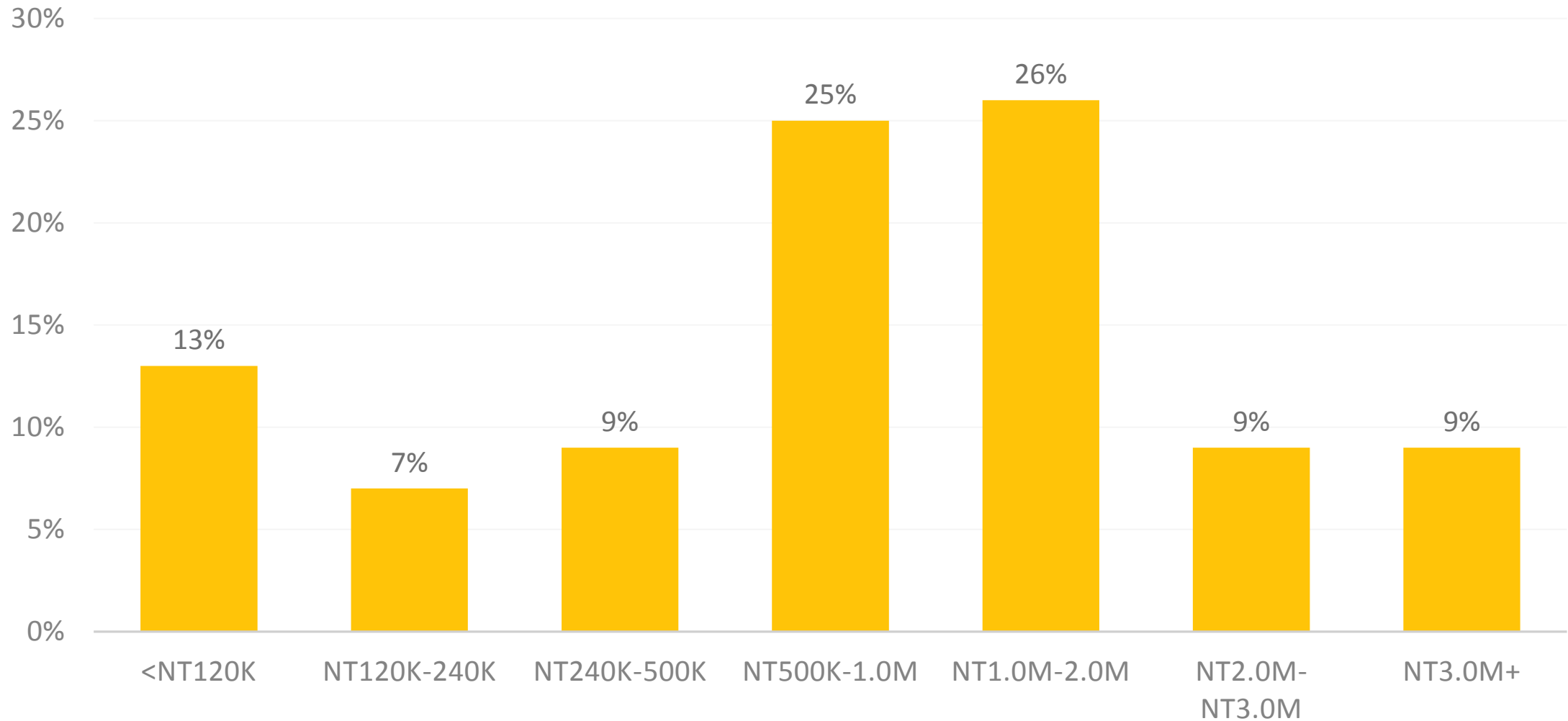*Q: And what was your age on your last birthday?*

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%	18%			
	25-39	55%	54%	100%	92%	100%
	40-49	22%	22%		8%	
	50-59	4%	4%			
	60+	1%	1%			
	Total	152	116	2	13	3
QF	Mean	34.04	34.17	30.50	30.92	35.00
	Median	34	34	31	32	35

Prepared by Anthology Research

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

HOUSEHOLD INCOME

Income	Percentage
<NT120K	13%
NT120K-240K	7%
NT240K-500K	9%
NT500K-1.0M	25%
NT1.0M-2.0M	26%
NT2.0M-NT3.0M	9%
NT3.0M+	9%

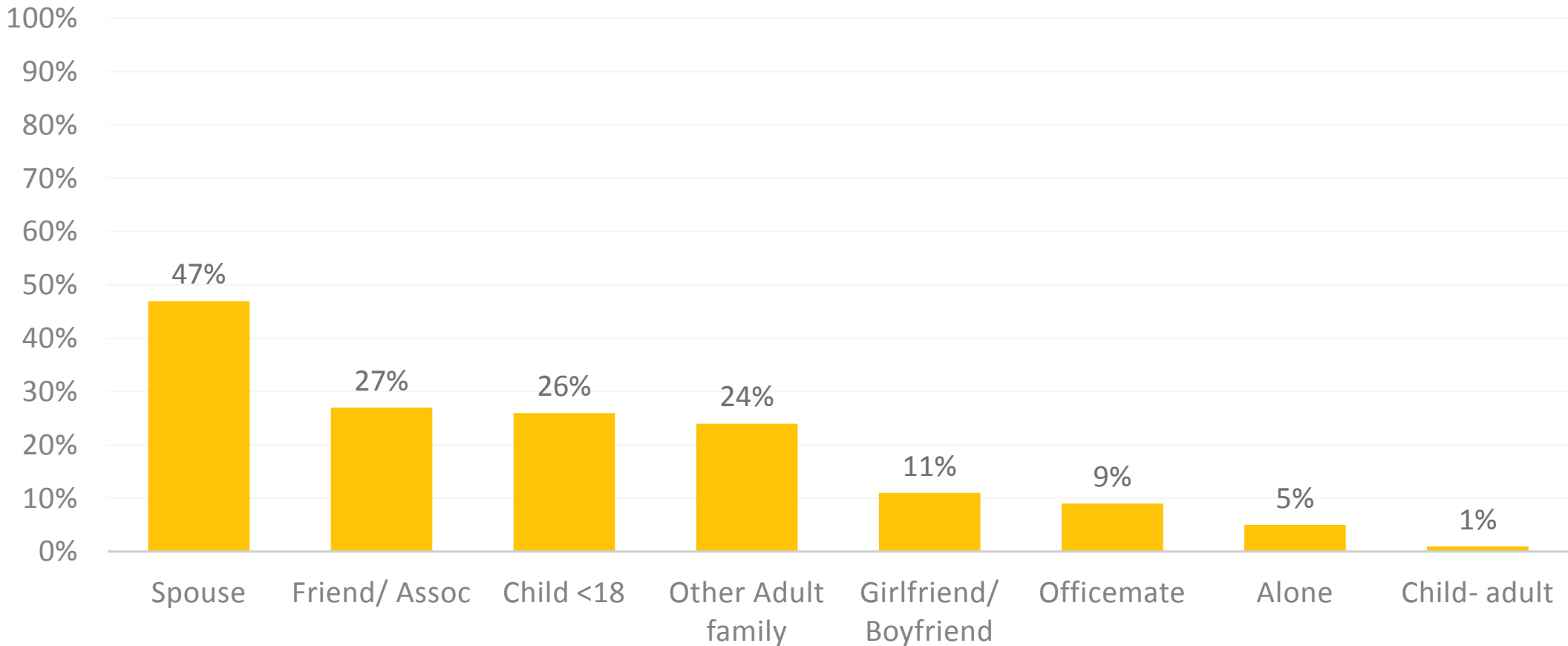*Q : What was your approximate annual household income, before taxes?*

HOUSEHOLD INCOME – SEGMENTATION

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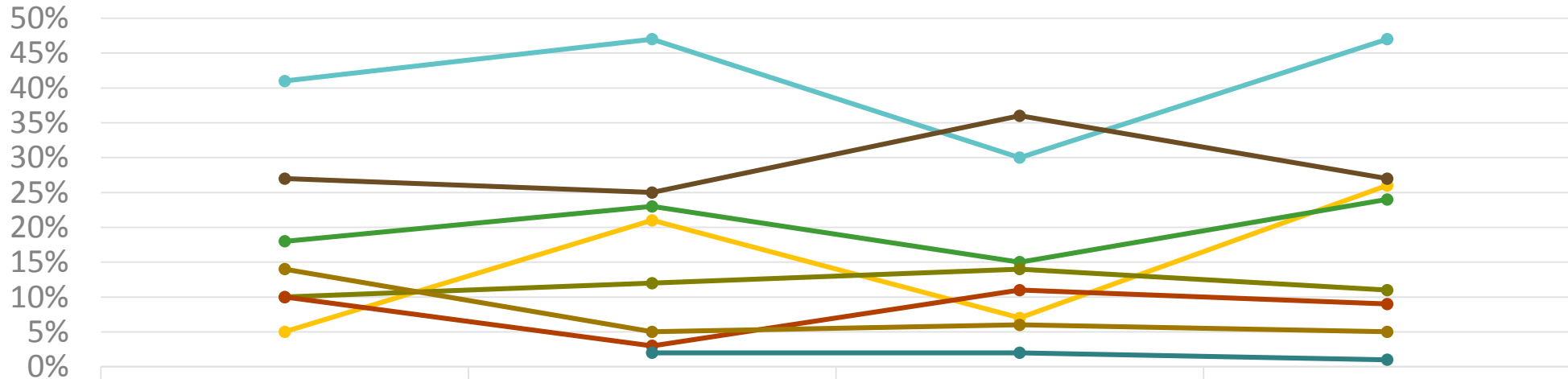**D2 What is your approximate annual household income, before taxes?**

		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOON	WEDDING
		-	-	-	-	-
D2	< NT120K	13%	14%		8%	
	NT120K-240K	7%	4%			
	NT240K-500K	9%	9%		23%	
	NT500K-1.0M	25%	26%	50%	23%	
	NT1.0M-2.0M	26%	28%		38%	67%
	NT2.0M-3.0M	9%	9%		8%	33%
	NT3.0M+	9%	10%			
	No income	3%		50%		
	Total	152	116	2	13	3

Prepared by Anthology Research

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

TRAVEL PARTY

Travel party chart:
- Spouse: 47%
- Friend/ Assoc: 27%
- Child <18: 26%
- Other Adult family: 24%
- Girlfriend/ Boyfriend: 11%
- Officemate: 9%
- Alone: 5%
- Child- adult: 1%

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%	47%
Child<18	5%	21%	7%	26%
Adult family	18%	23%	15%	24%
Friend/ Assoc	27%	25%	36%	27%
GF/BF	10%	12%	14%	11%
Officemate	10%	3%	11%	9%
Child- adult		2%	2%	1%
Alone	14%	5%	6%	5%

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

TRAVEL PARTY – CHILD UNDER 18

26% Traveling with a child

	0-2 years old	3-6 years old	7-11 years old	12-18 years old
	1%	9%	13%	11%

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

TRAVEL PARTY SIZE

Alone, 7%

Three or more, 58%

Two persons, 36%

Mean = 5.22
Median = 3

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

[A] | GUAM VISITORS BUREAU | GUAM
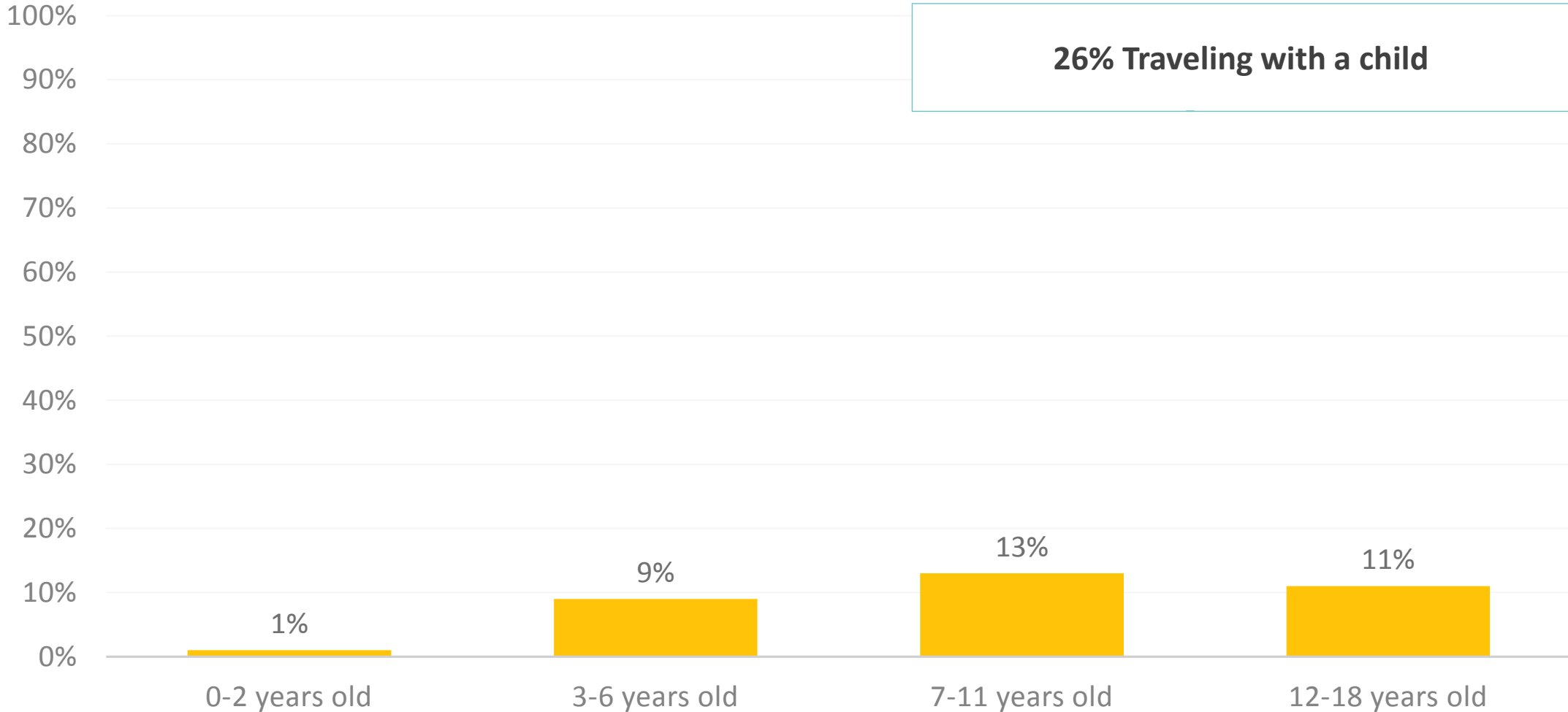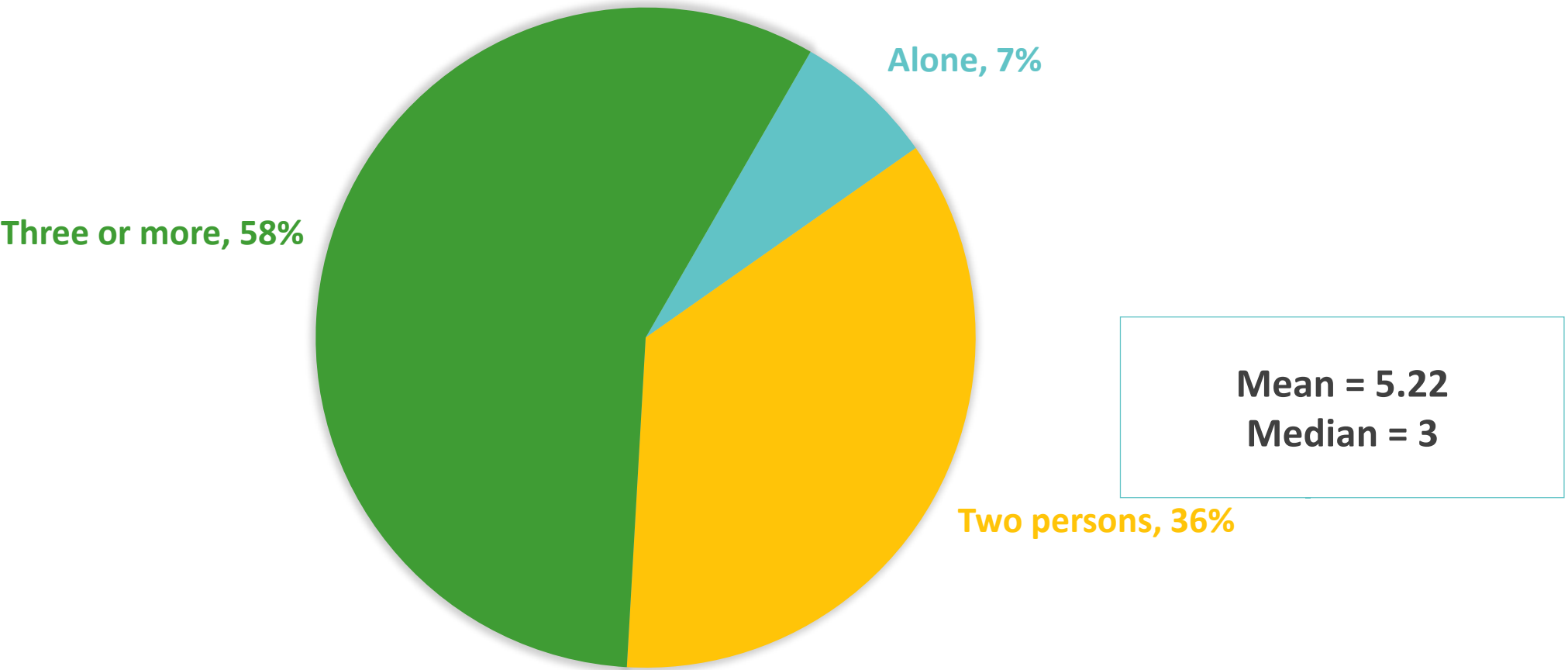
TRAVEL PARTY SIZE – TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN		3.80	5.66	5.22
MEDIAN		3	3	3

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

TRIPS TO GUAM

Repeat
20%

1st Time
80%

Mean = 1.61
Median = 1

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

TRIPS TO GUAM – TRACKING
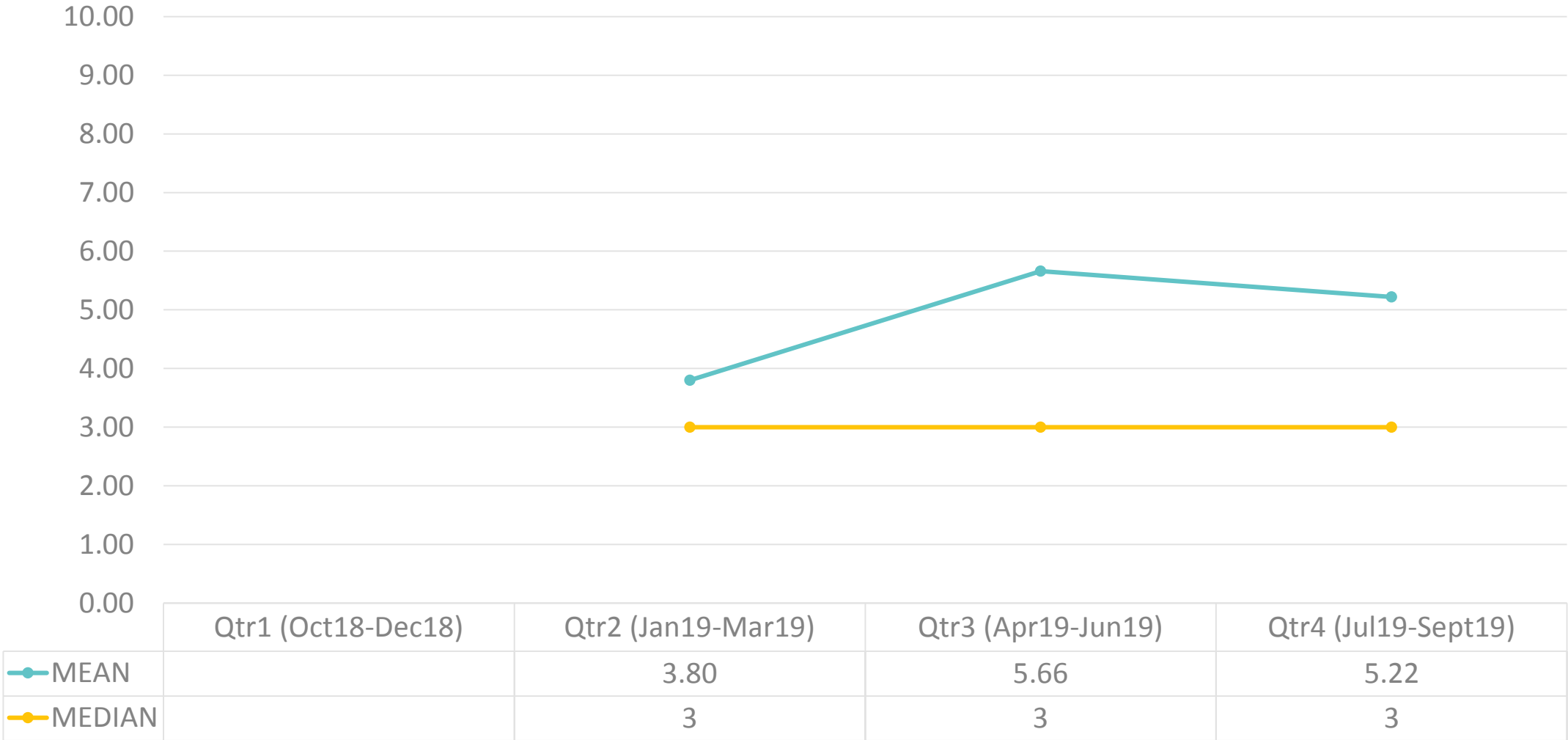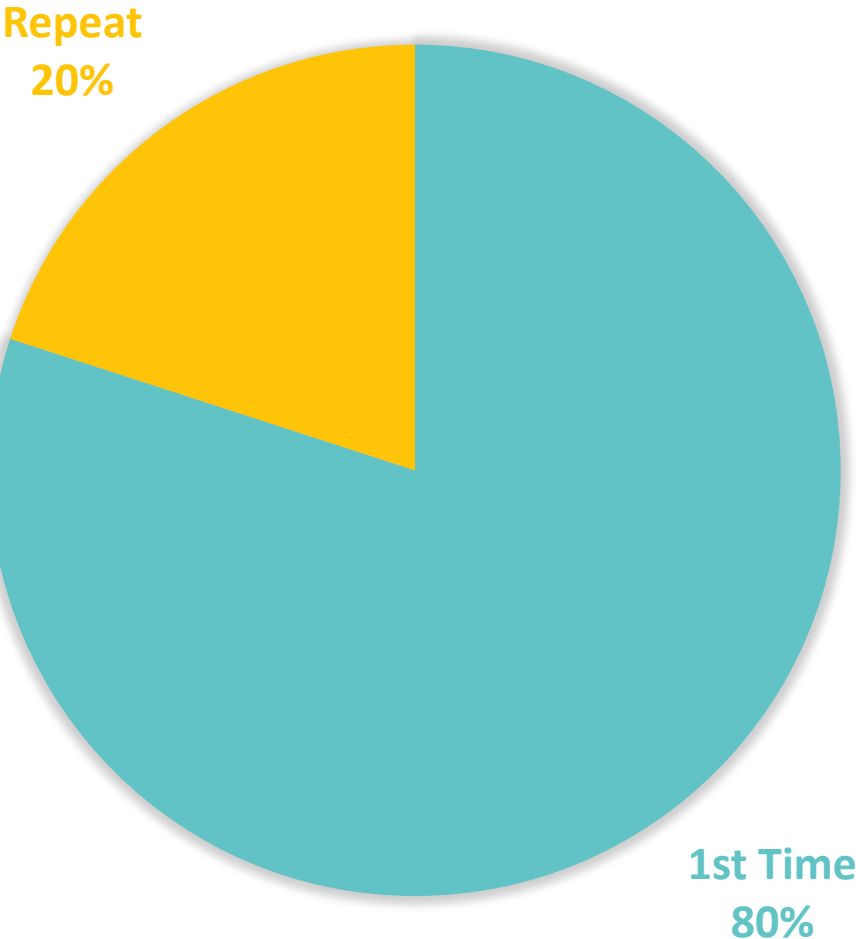
Q: Including this trip, how many times have you visited Guam?
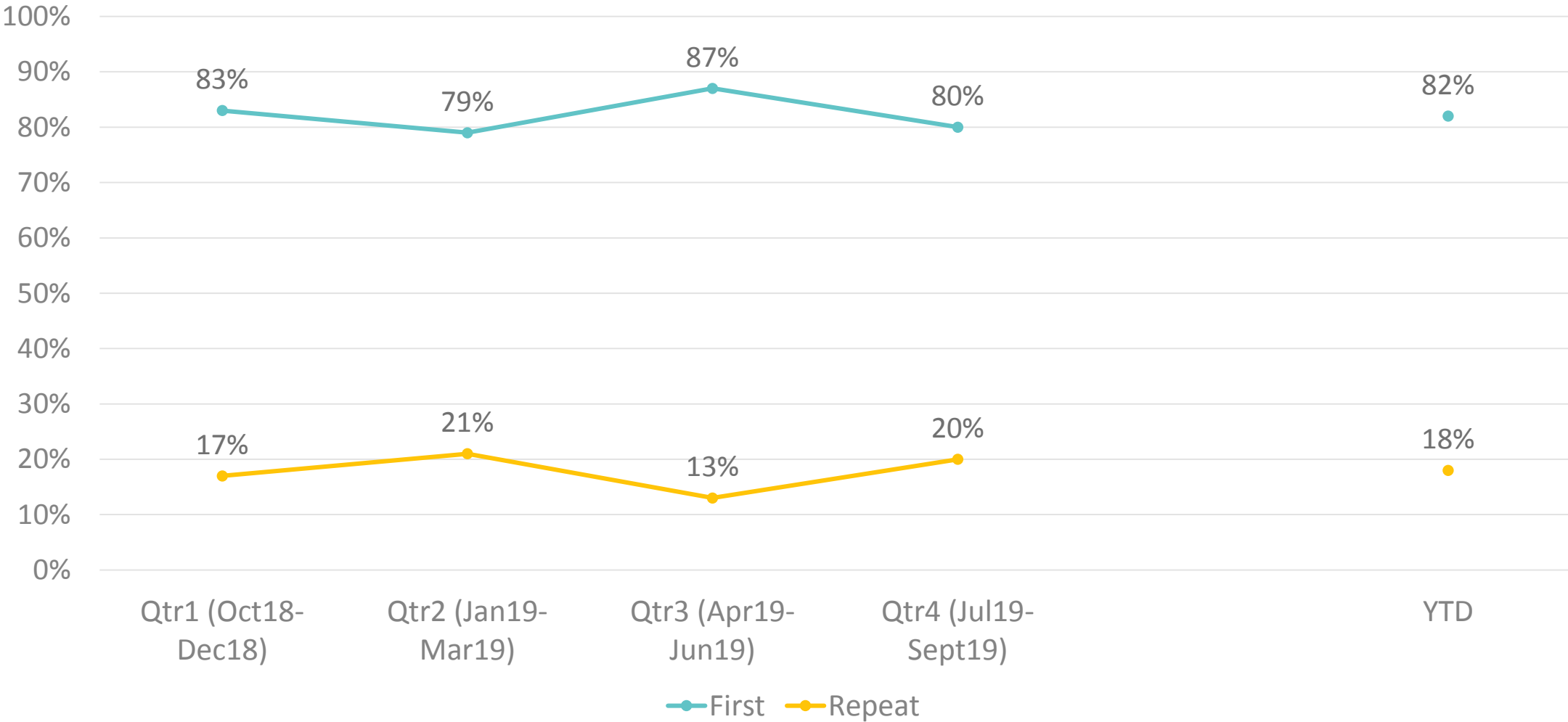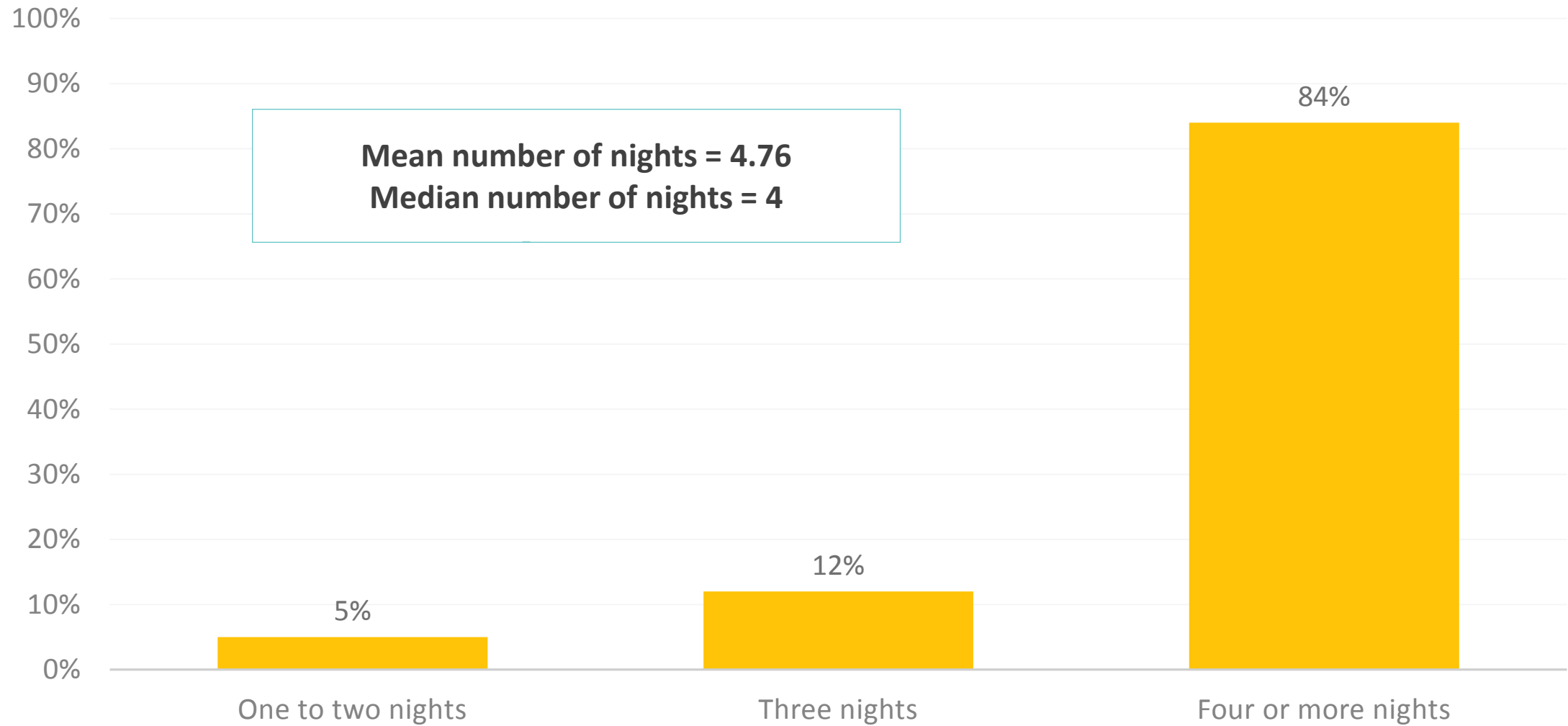
TRIPS TO GUAM – SEGMENTATION

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

		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOON	WEDDING
		-	-	-	-	-
Q9	1st time	80%	81%	50%	85%	67%
	Repeat	20%	19%	50%	15%	33%
	Total	152	116	2	13	3
Q9	Mean	1.61	1.36	1.50	1.23	1.33
	Median	1	1	2	1	1

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

LENGTH OF STAY

Mean number of nights = 4.76
Median number of nights = 4

	One to two nights	Three nights	Four or more nights
	5%	12%	84%

Q: How many nights did you stay on Guam?

LENGTH OF STAY – TRACKING
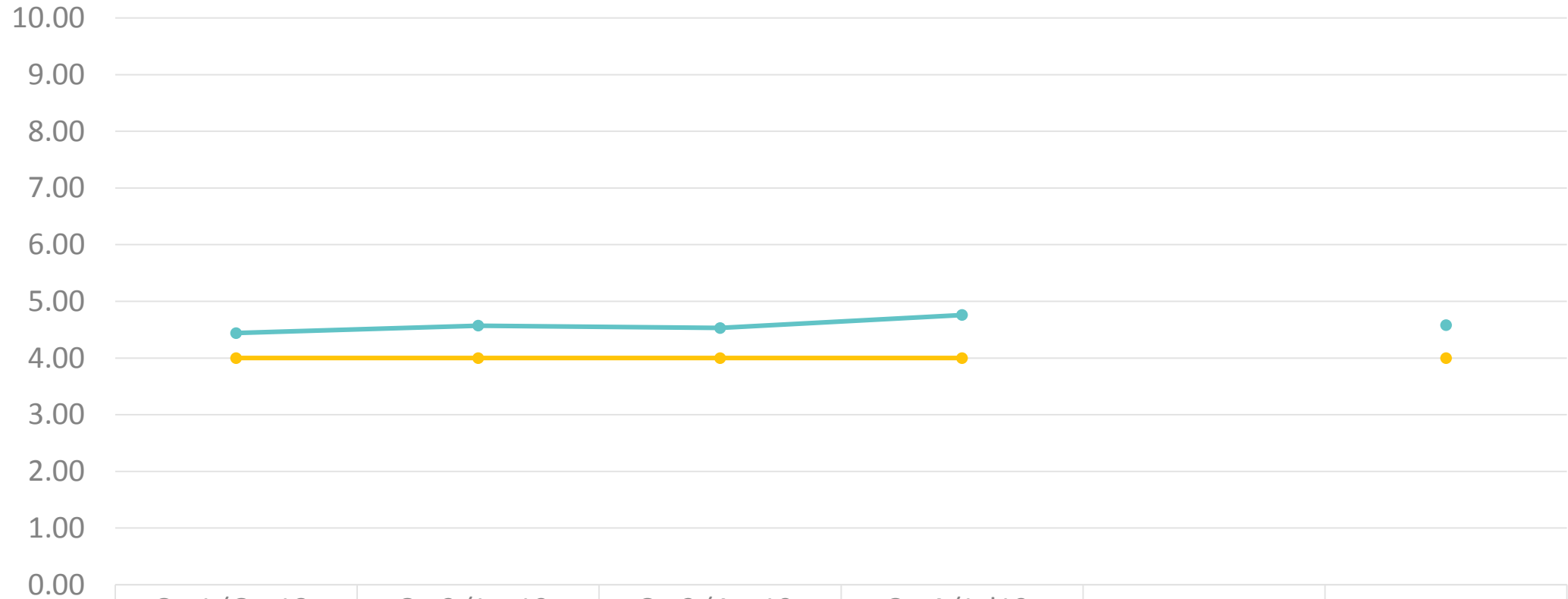
	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
MEAN	4.44	4.57	4.53	4.76		4.58
MEDIAN	4	4	4	4		4

*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	HONEYMOON	WEDDING
		-	-	-	-	-
SA	1-2 nights	5%	3%	50%		33%
	3 nights	12%	11%		8%	33%
	4+	84%	86%	50%	92%	33%
	Total	152	116	2	13	3
SA	Mean	4.76	4.91	3.00	4.85	4.00
	Median	4	4	3	5	3

Prepared by Anthology Research

Q: How many nights did you stay on Guam?

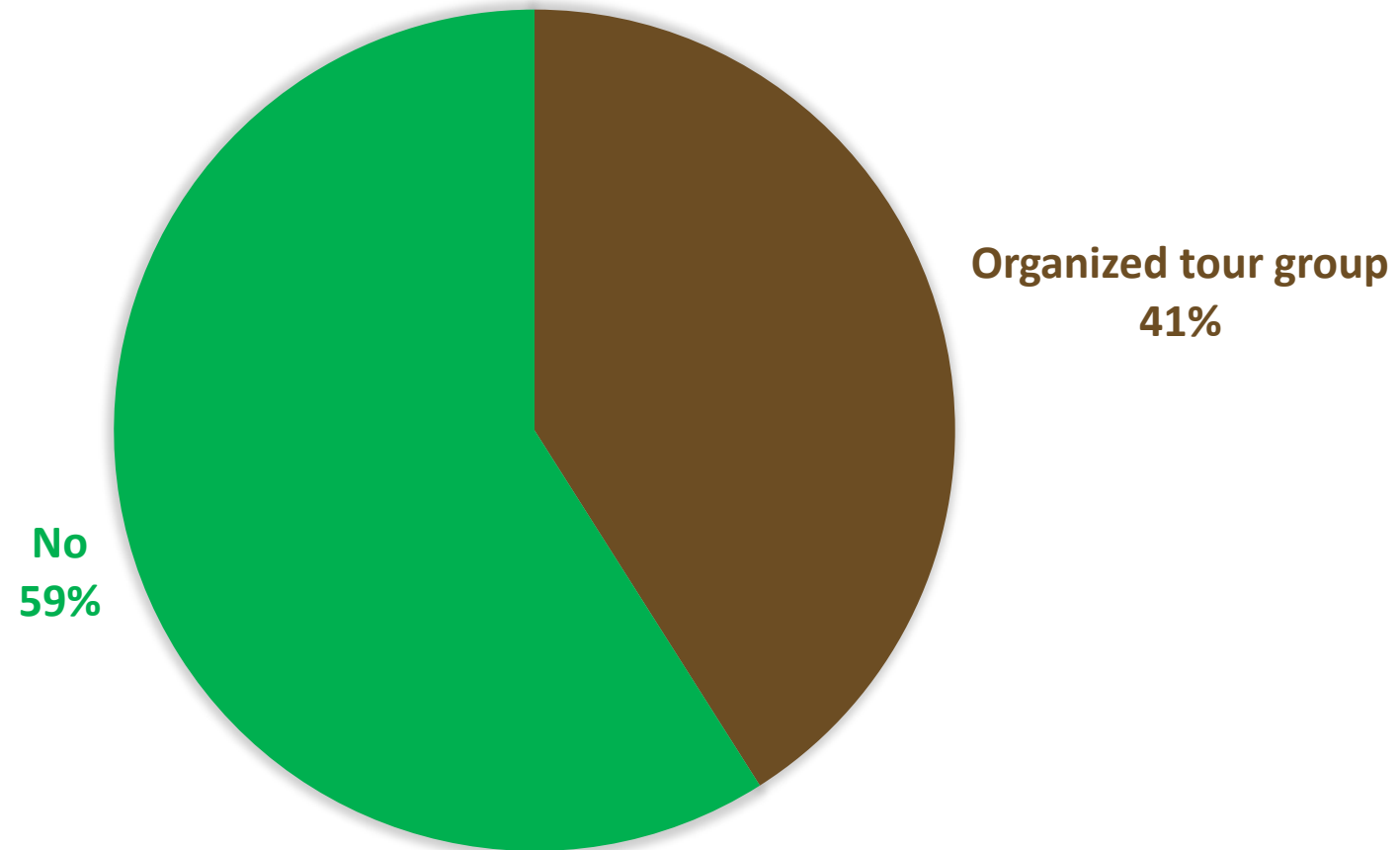# OCCUPATION – Top Responses (10%+)

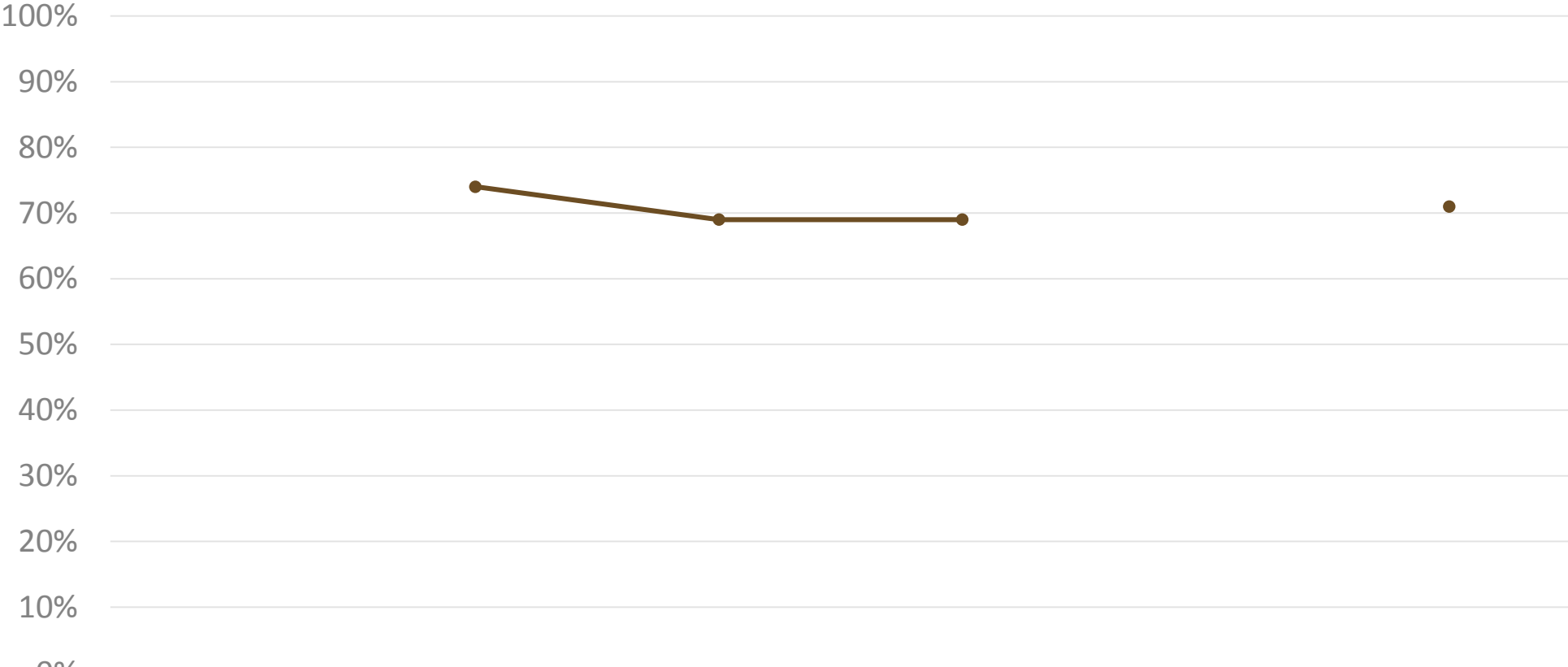*Q: What is your occupation?*
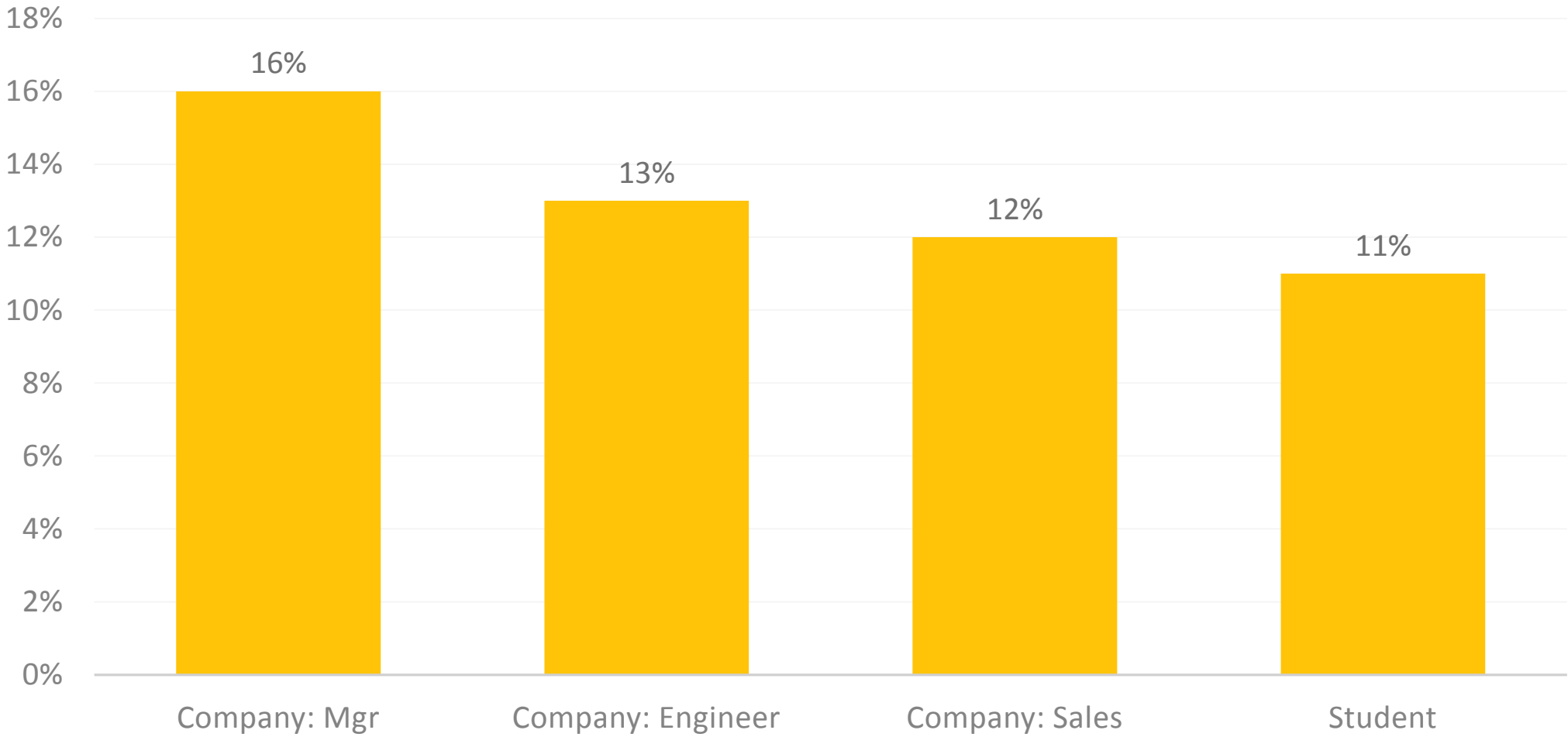
SECTION 2
TRAVEL PLANNING

ORGANIZED TOUR GROUP

Organized tour group
41%

No
59%

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%	41%		41%

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?
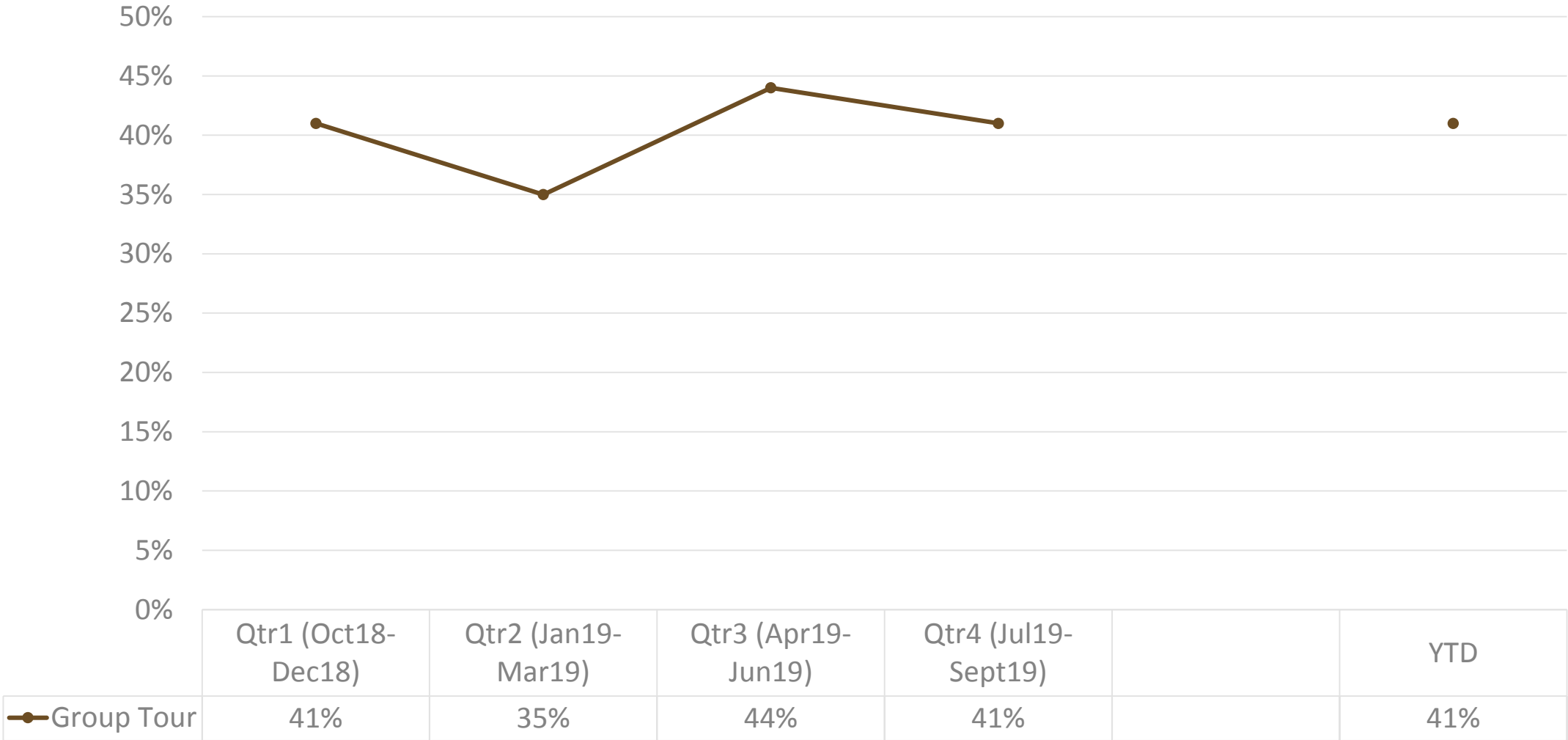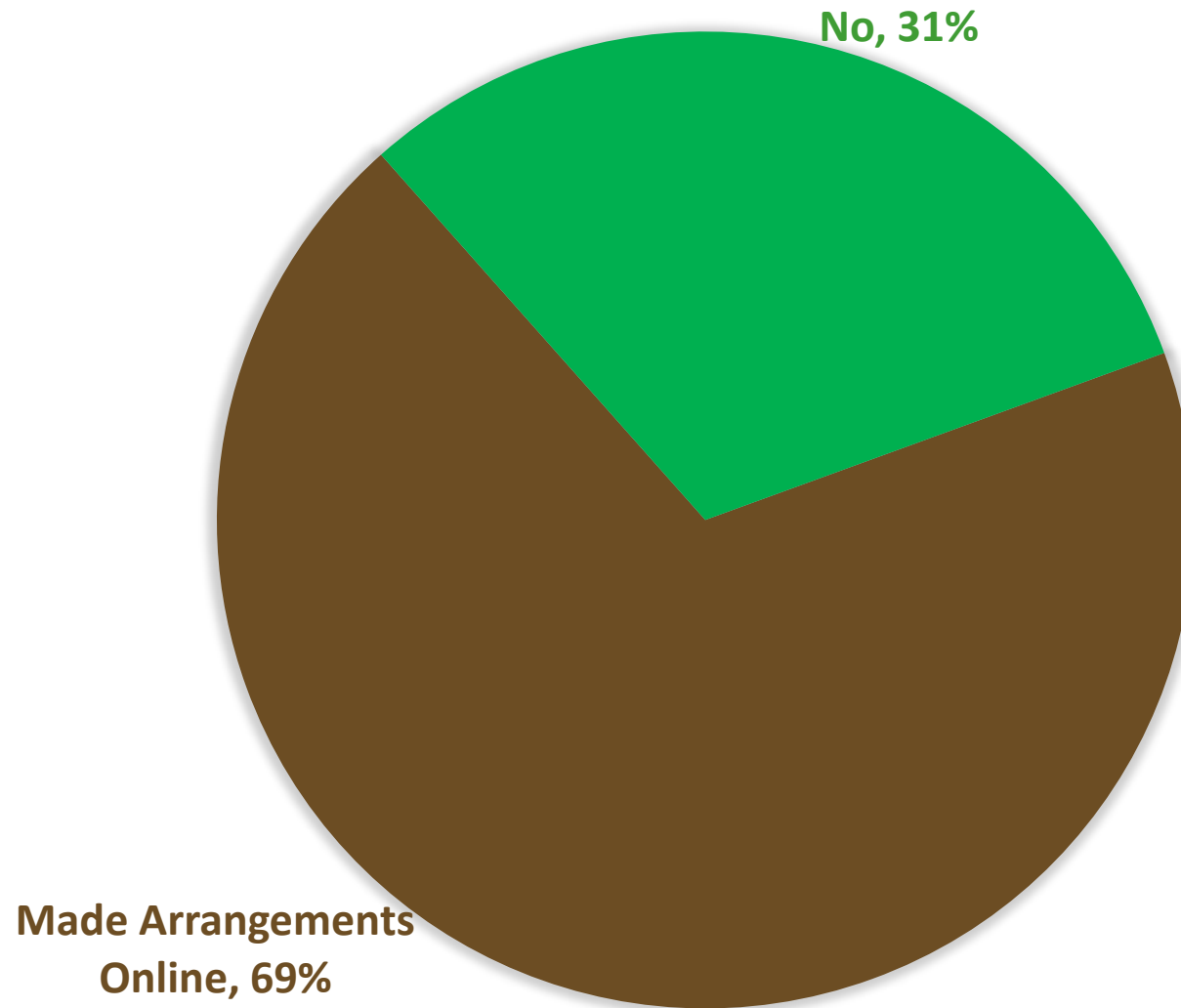
ONLINE BOOKING – TRACKING

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

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

TRAVEL ARRANGEMENTS

Q: How did you book your travel arrangements to Guam?
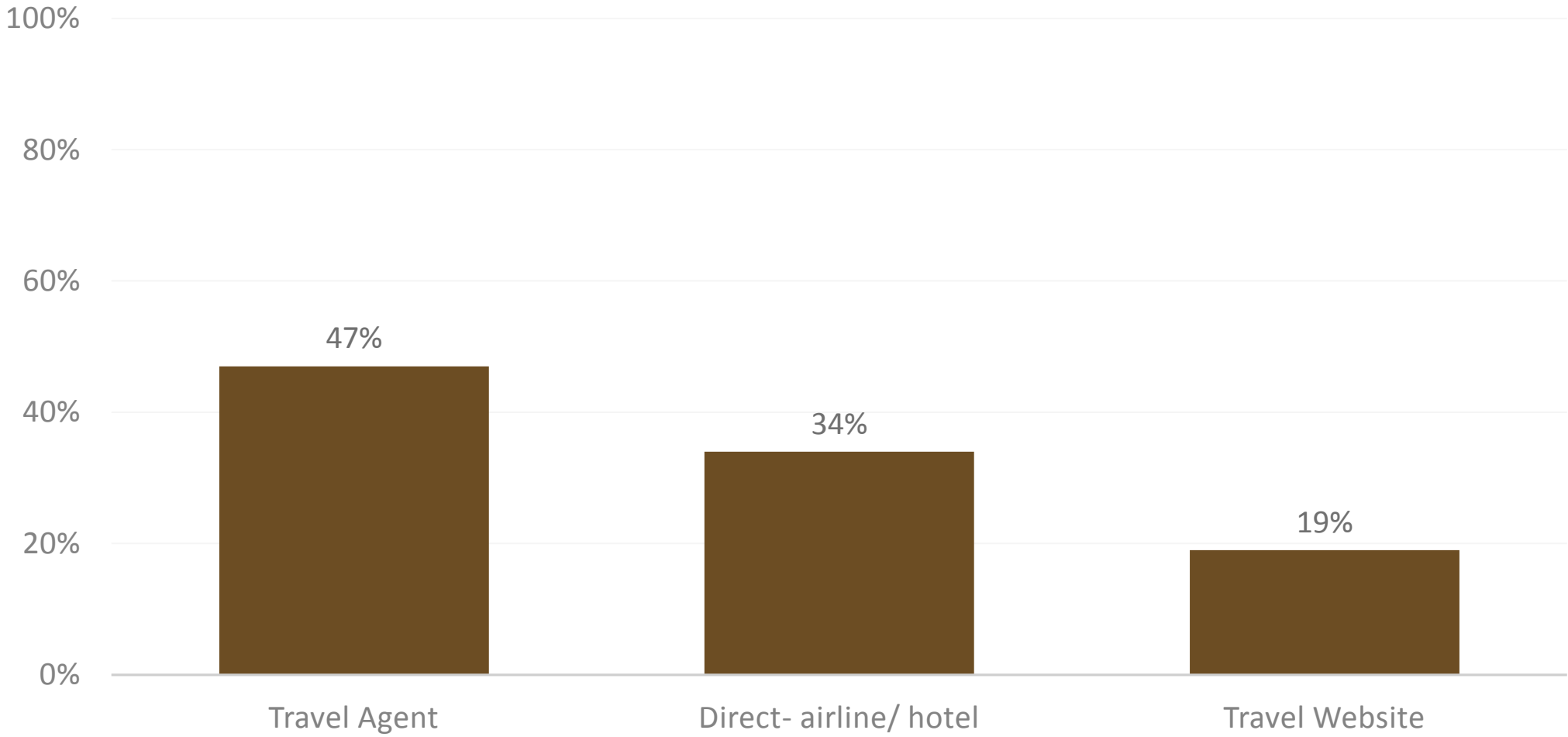
TRAVEL ARRANGEMENTS – TRACKING
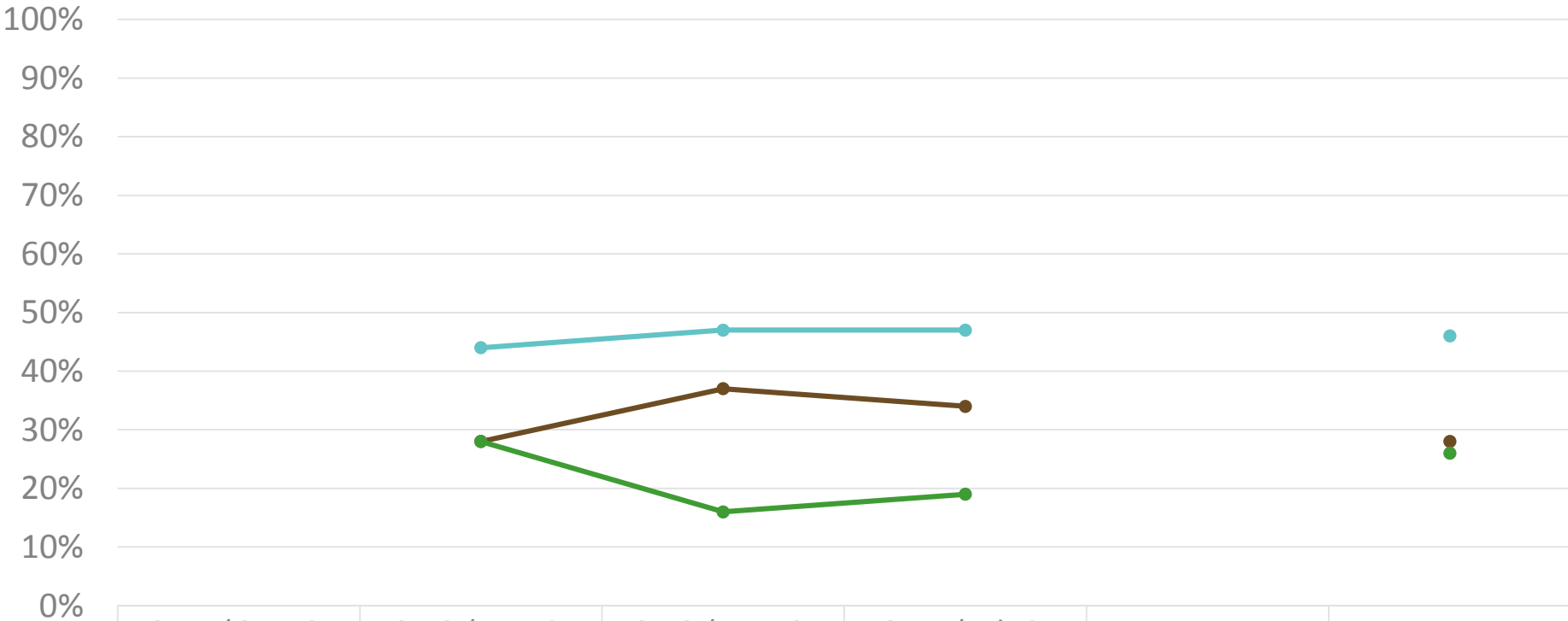
	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
Travel Agent		44%	47%	47%		46%
Travel Website		28%	37%	34%		28%
Direct- Airline/ Hotel		28%	16%	19%		26%
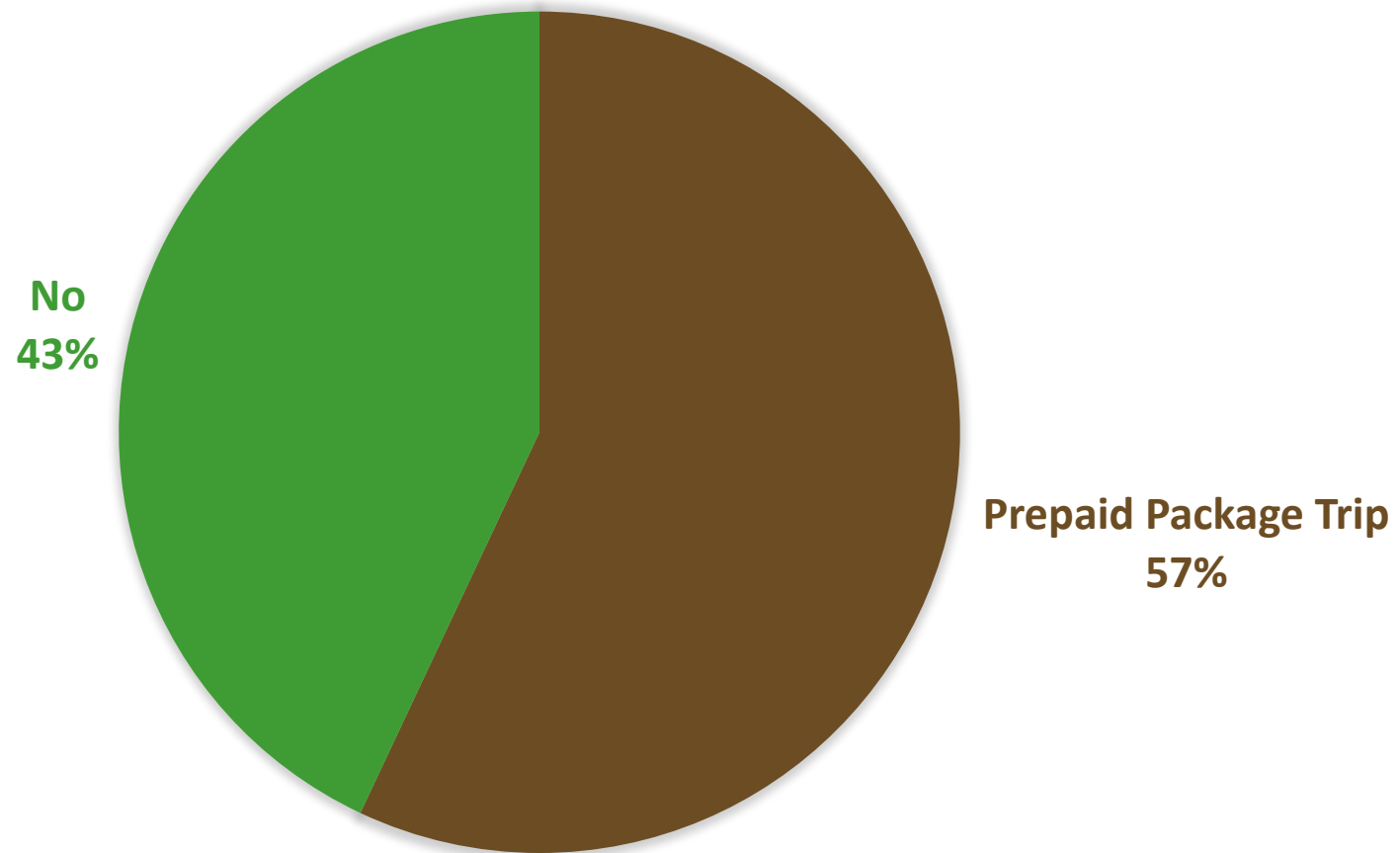
Q: How did you book your travel arrangements to Guam?

PREPAID PACKAGE TRIP

No
43%

Prepaid Package Trip
57%

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

PREPAID PACKAGE TRIP
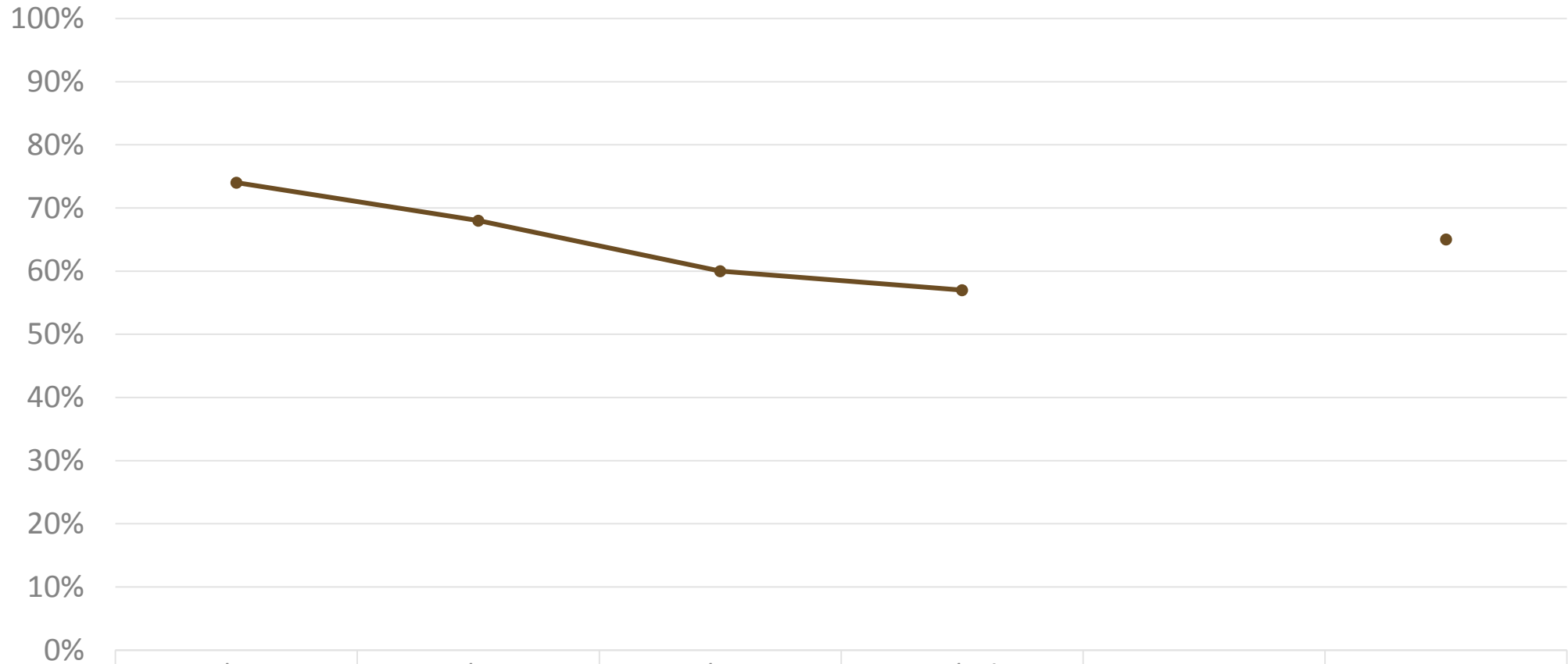
	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
Prepaid Pkg	74%	68%	60%	57%		65%

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

ACCOMMODATIONS (5%+)

Bar chart:
- Fiesta Resort: 32%
- Holiday Resort: 11%
- PIC: 11%
- Westin Resort: 7%
- Hotel Nikko: 7%
- Guam Reef & Olive: 6%
- Royal Orchid: 5%

Q: Where did you stay while on Guam?
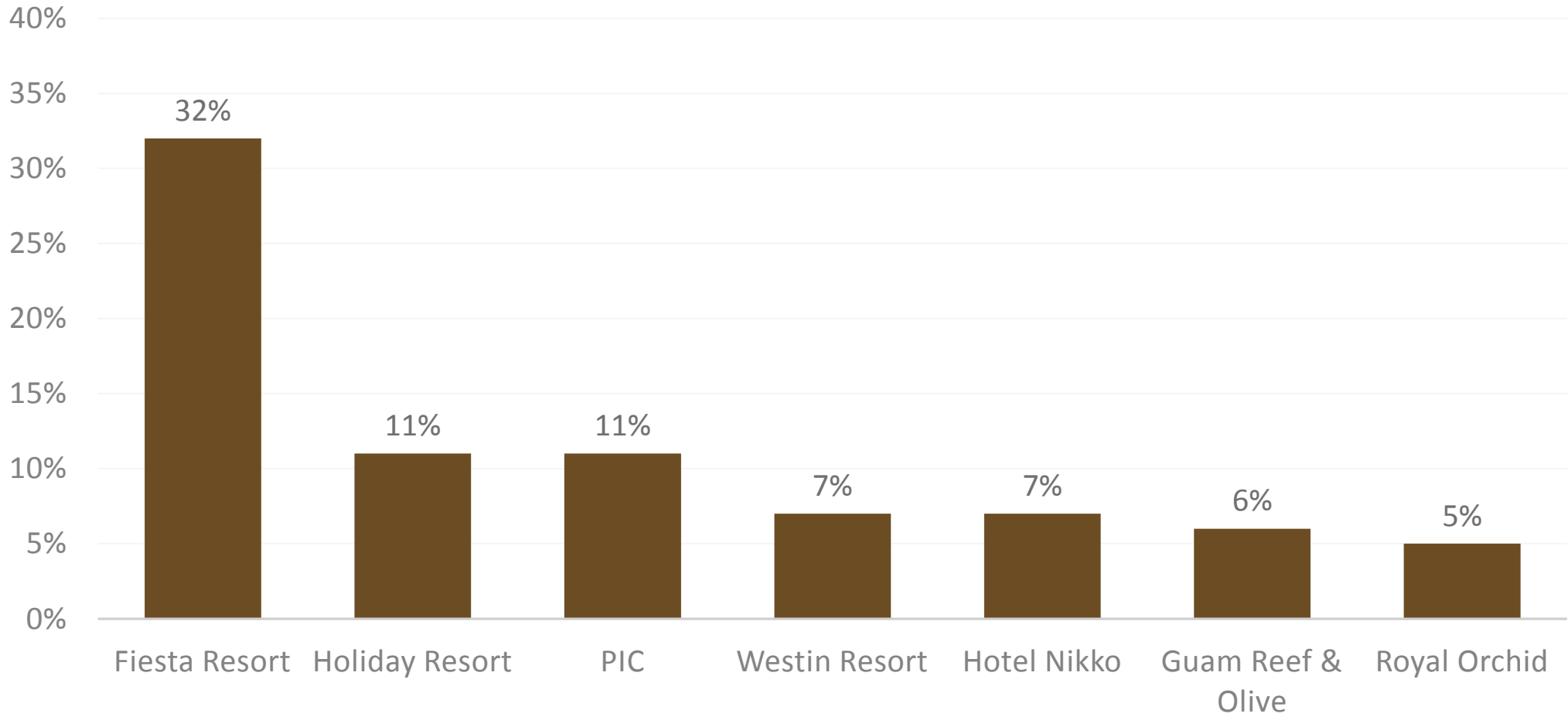
TRAVEL MOTIVATIONS (10%+)

Bar chart:
- Natural beauty: 41%
- Relax: 36%
- Vacation: 29%
- Scuba: 24%
- Shopping: 22%
- Water sport: 18%
- Recommendation: 15%
- Trvl time: 14%
- Sightseeing: 12%
- Safety: 11%

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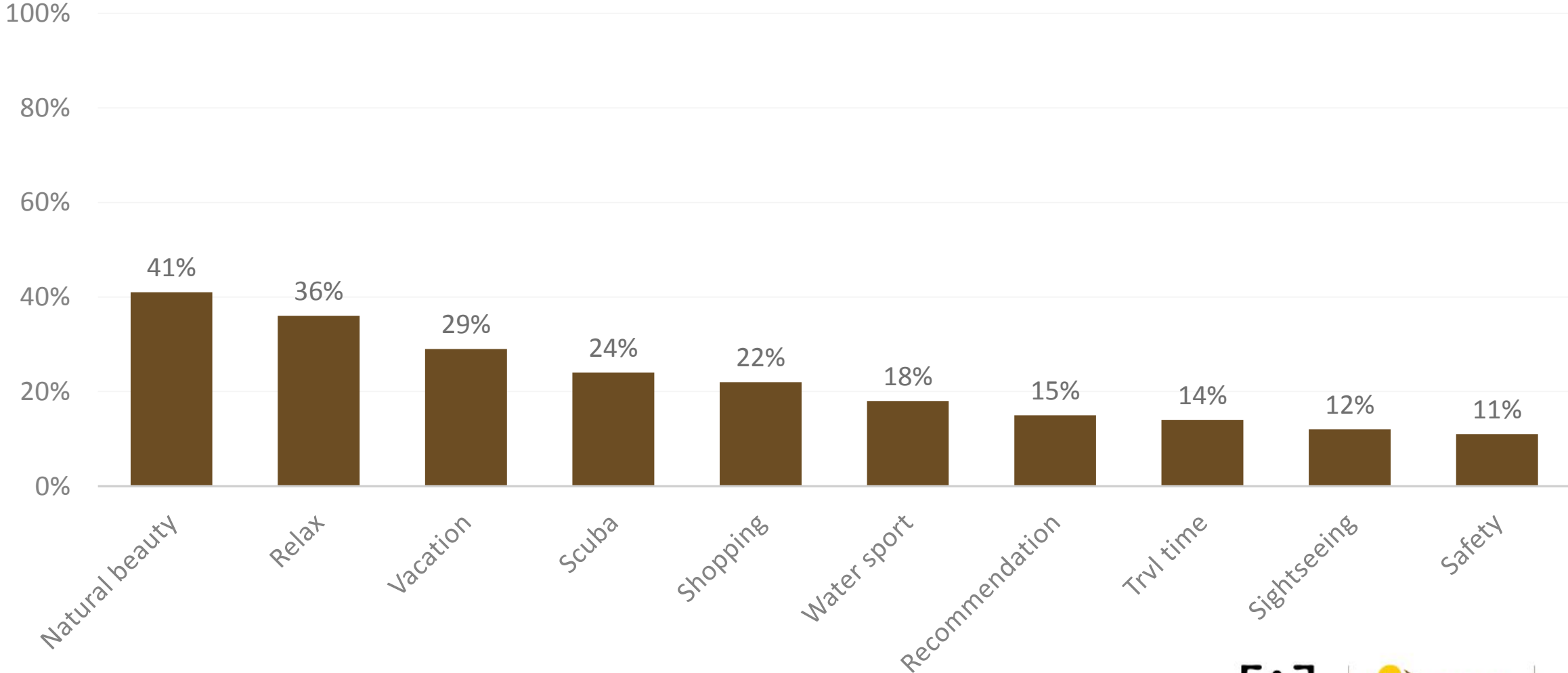
GVB VISITOR SATISFACTION STUDY
Q8 What top three reasons motivated you to travel to Guam on this trip?

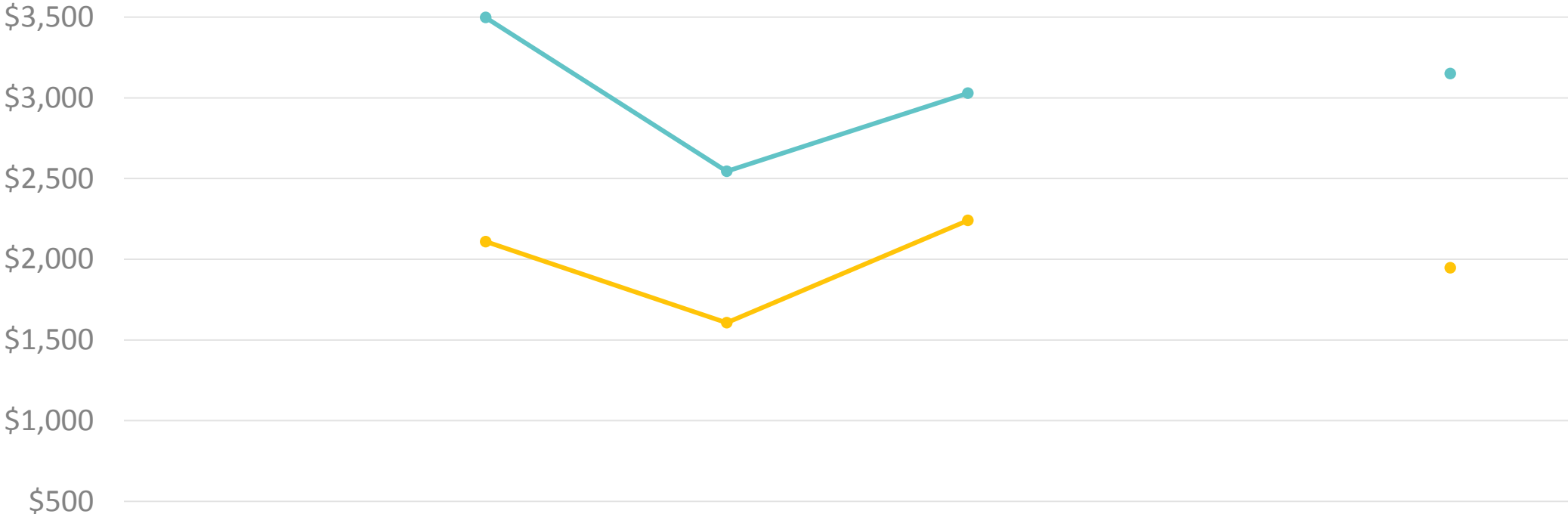|		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOON	WEDDING
		-	-	-	-	-
Q8	Beautiful seas, beaches, tropical climate	41%	37%		31%	
	Just to relax	36%	34%		31%	
	Vacation	29%	27%			
	Scuba diving	24%	32%	50%	31%	33%
	Shopping	22%	21%		15%	
	Water sports (snorkeling, windsurfing, parasailing)	18%	23%		15%	67%
	Recommendation of friend/ relative/ travel agency	15%	16%		8%	33%
	Short travel time (not too far from home)	14%	11%			
	Sightseeing/ visiting tourist spots	12%	13%		15%	
	It is a safe place to spend a vacation	11%	12%		8%	
	A previous visit	9%	9%		8%	
	Honeymoon	9%	11%		100%	33%
	Shop Guam e-Festival	7%	6%	100%		
	Career certification/ testing	5%	3%	50%		33%
	To visit friends or relatives	5%	4%		8%	
	Adventure	5%	4%			
	Price of the tour package	4%	3%		8%	
	To Get Married/ attend Wedding	2%	3%		8%	100%
	Company/ business trip	1%	1%			
	Social Media networks	1%	1%			
	Convention/ conference/ trade show/ meeting	1%		50%		
	Organized sporting activity/ event	1%	1%			
	Incentive trip	1%	1%	50%		
	Total	152	116	2	13	3

Prepared by Anthology Research

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SECTION 3
EXPENDITURES

PREPAID PACKAGE EXPENDITURES

- $3,029.26 = overall mean average prepaid package expense (for entire travel party) by respondent

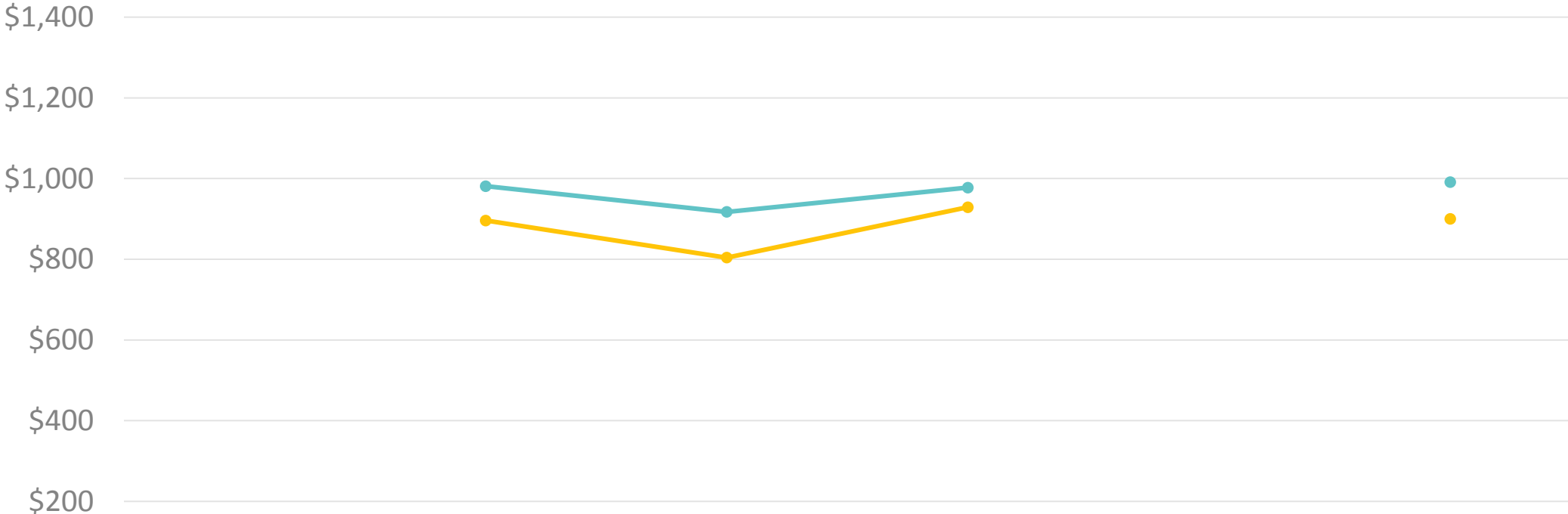- $977.61= overall mean average **per person** prepaid package expenditures

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	$3,029.26		$3,150.99
MEDIAN		$2,110.00	$1,607.00	$2,241.00		$1,947.00

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	$977.61		$991.34
MEDIAN		$896.00	$804.00	$929.00		$900.00

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

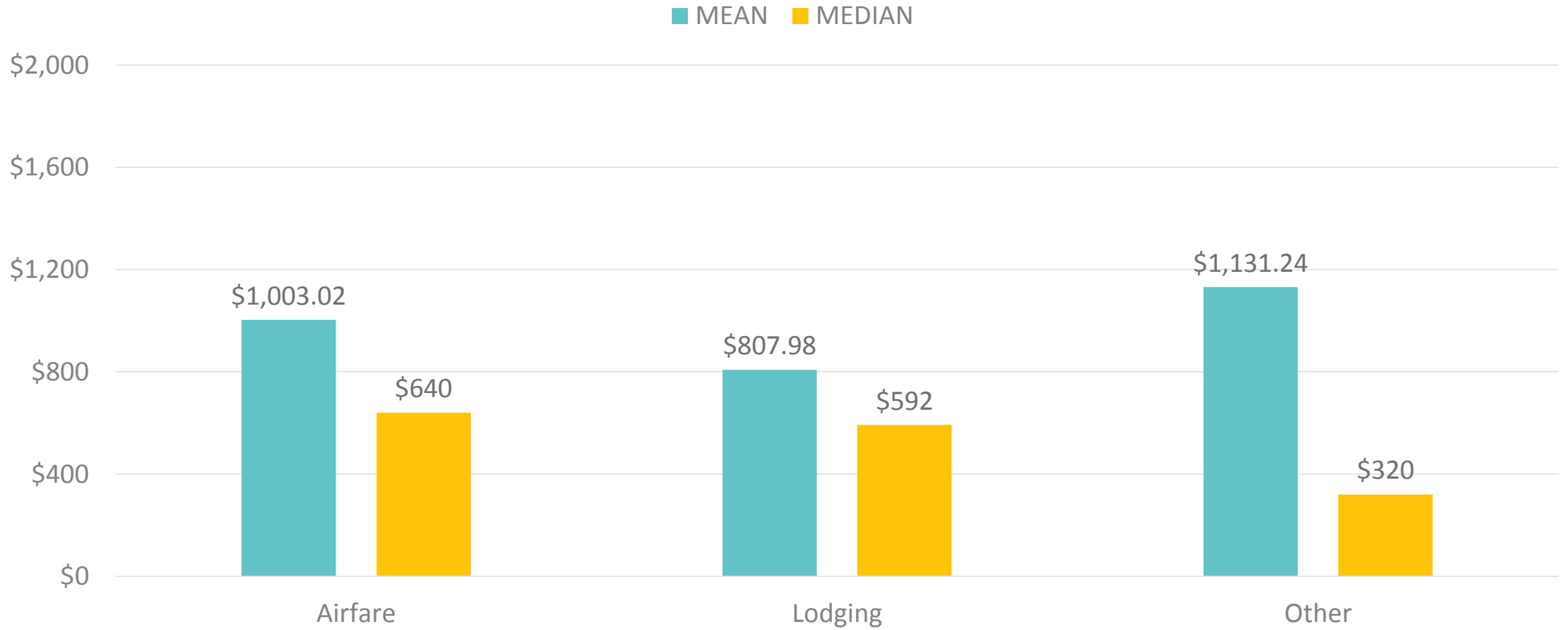# PREPAID PACKAGE – PER PERSON EXPENSE SEGMENTATION

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
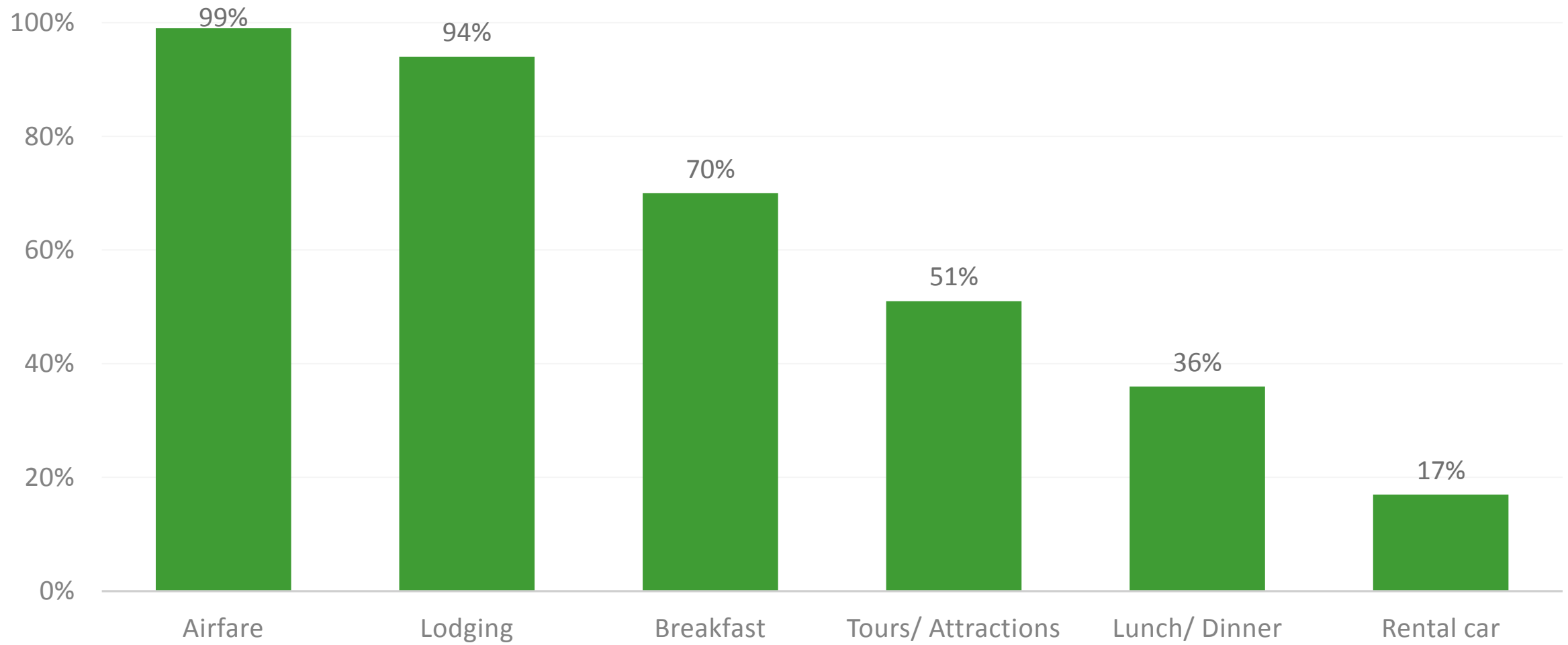
		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOO N	WEDDING
		-	-	-	-	-
PREPAID PKG PER PERSON	Mean	$977.61	$1,017.29	.	$1,114.71	$160.10
	Median	$929	$961	.	$1,081	$160

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

PREPAID PACKAGE – BREAKDOWN

Chart showing percentages: Airfare 99%, Lodging 94%, Breakfast 70%, Tours/Attractions 51%, Lunch/Dinner 36%, Rental car 17%

Q: What did the package trip include?

- $2,216.76 = overall mean average airfare expense (for entire travel party) by respondent

- $596.55 = 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
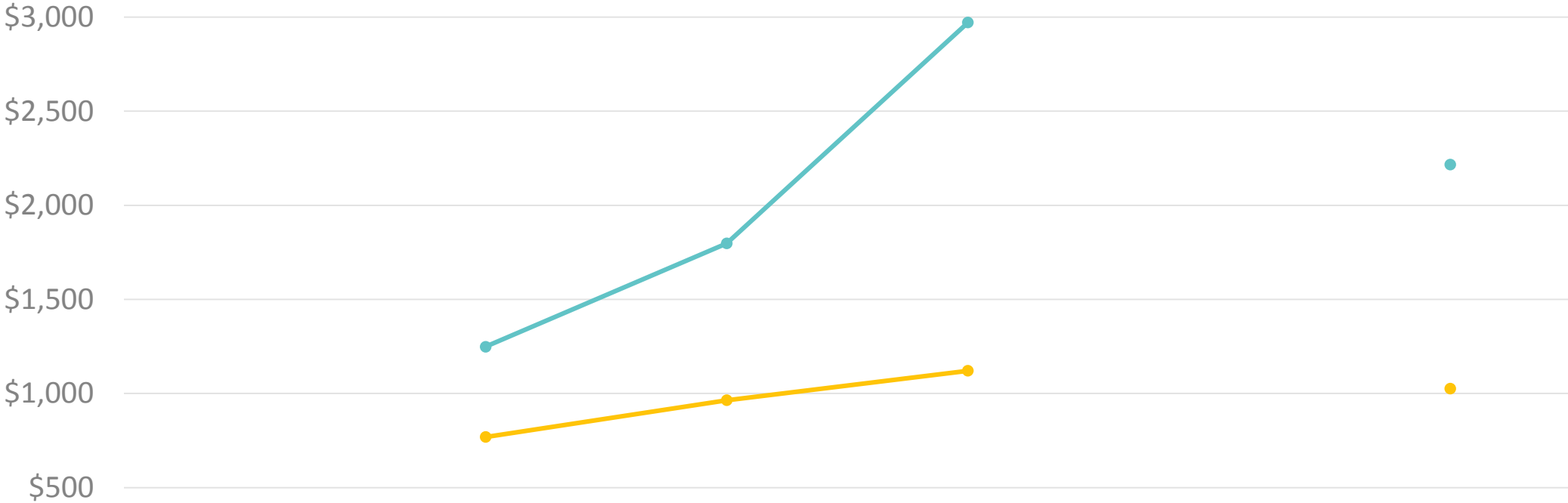
	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
MEAN		$1,248.22	$1,797.51	$2,971.65		$2,216.76
MEDIAN		$769.00	$964.00	$1,121.00		$1,026.00

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
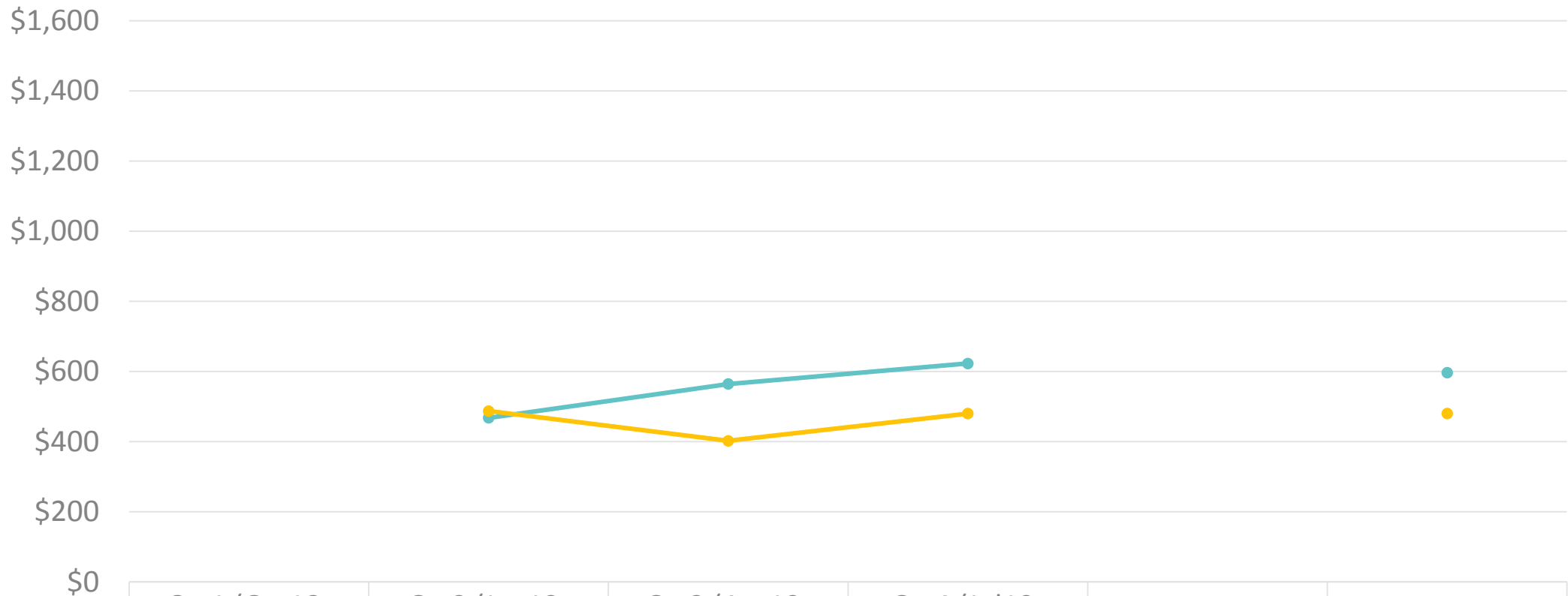
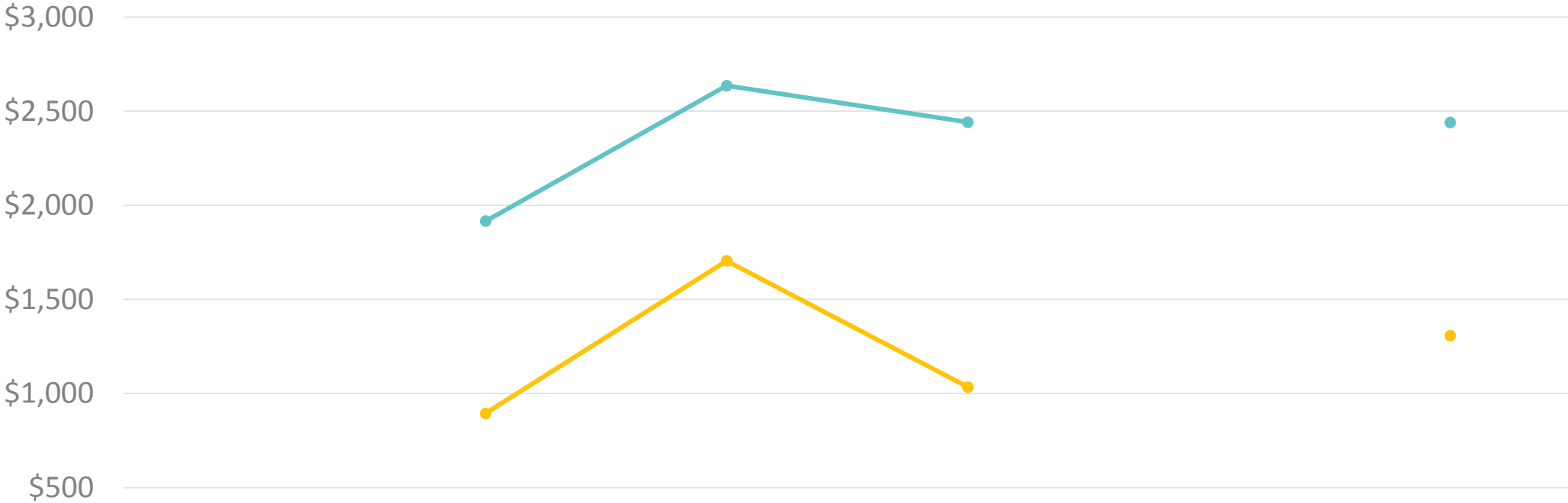|	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
MEAN		$467.68	$564.12	$622.72		$596.55
MEDIAN		$487.00	$402.00	$480.00		$480.00

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)?

[A]

GUAM VISITORS BUREAU

GUAM

- $2,441.96 = overall mean average expense (for entire travel party) by respondent

- $734.89 = 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	$2,441.96		$2,440.26
●— MEDIAN		$894.00	$1,705.00	$1,034.00		$1,307.00

ONISLE – PER PERSON TRACKING
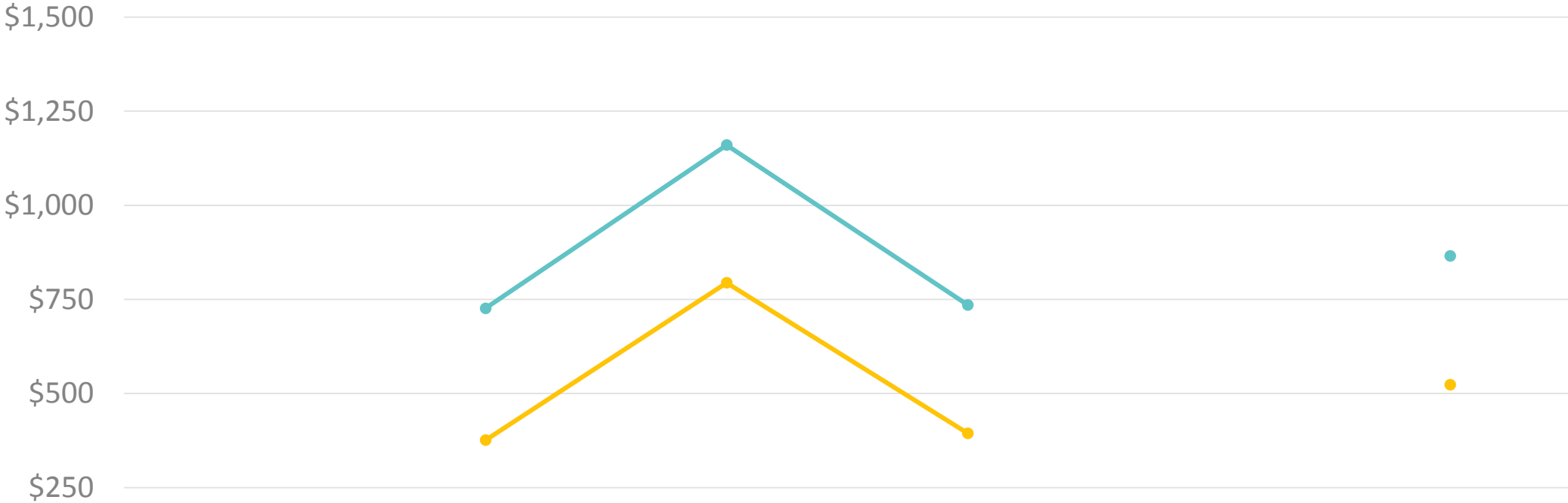
	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
MEAN		$726.46	$1,160.07	$734.89		$865.84
MEDIAN		$376.00	$794.00	$394.00		$523.00

ONISLE – PER DAY SPENDING

■ MEAN ■ MEDIAN

TRAVEL PARTY: MEAN $528.13, MEDIAN $245

PER PERSON: MEAN $175.09, MEDIAN $100
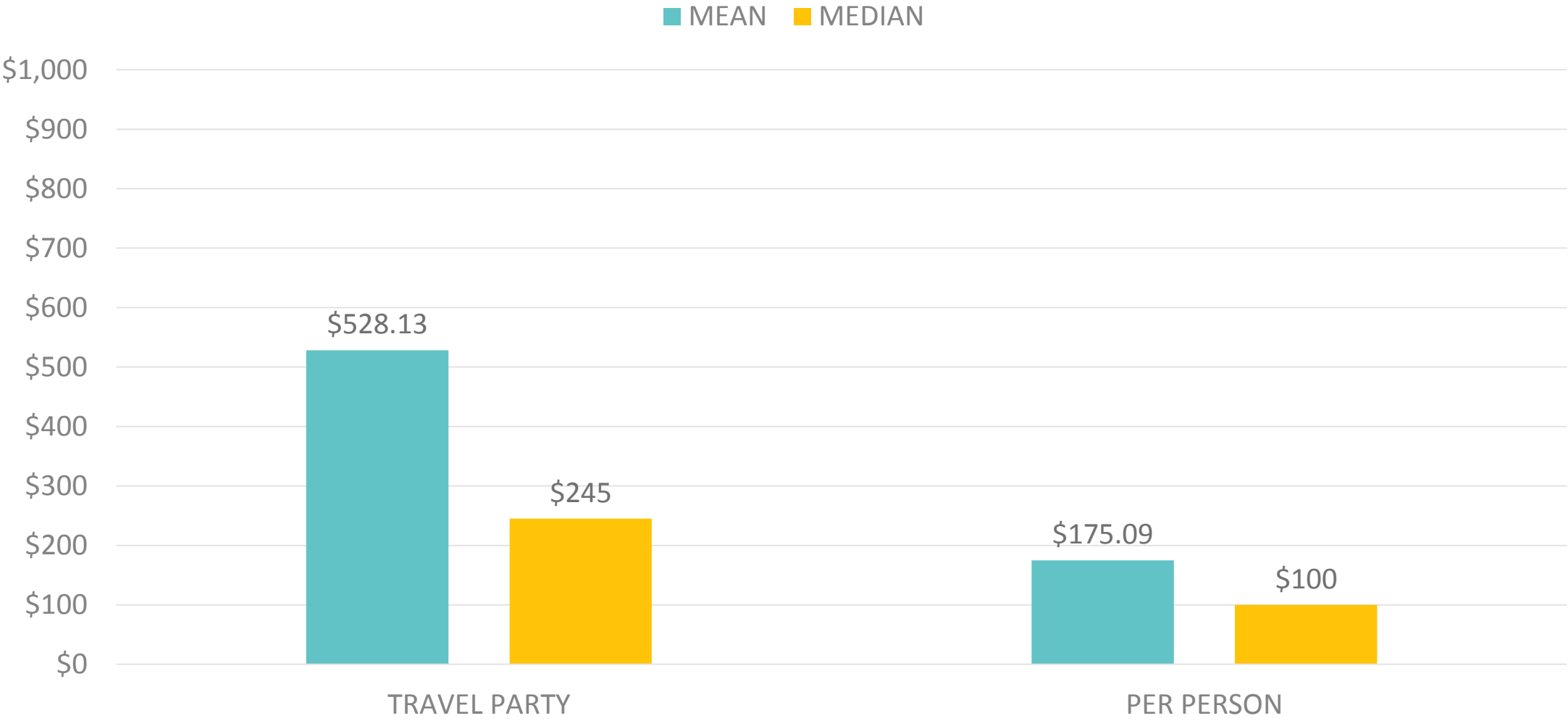
ONISLE – TRAVEL PARTY/ PER DAY TRACKING
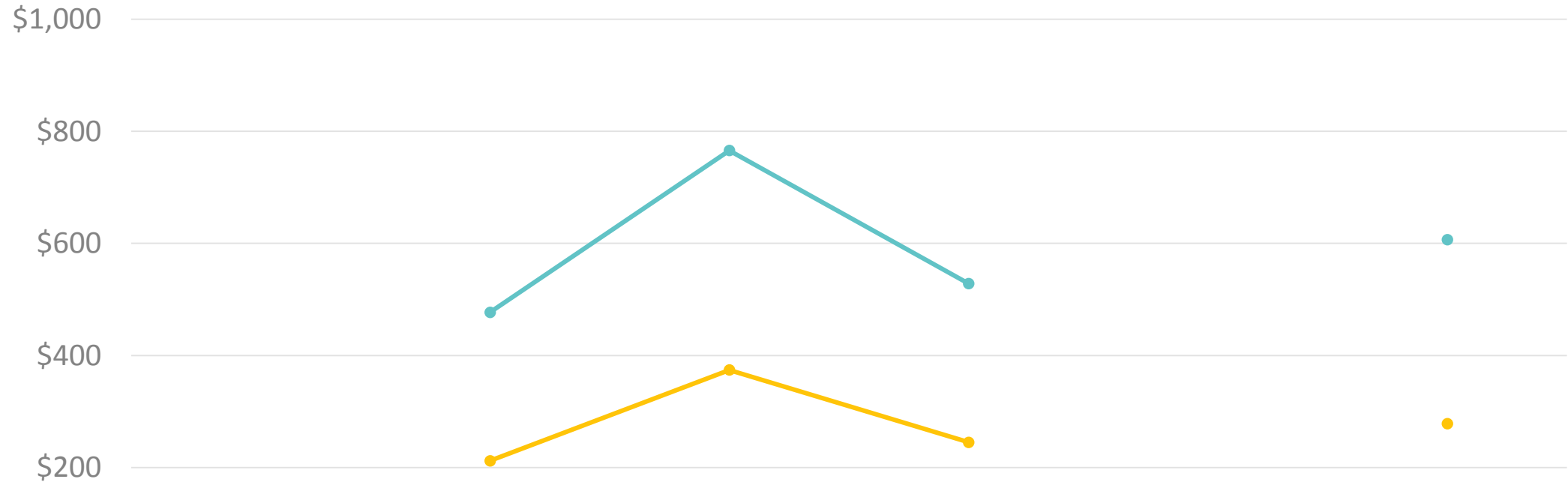
	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
MEAN		$476.93	$765.71	$528.13		$606.77
MEDIAN		$212.00	$374.00	$245.00		$278.00

ONISLE – PER PERSON/ PER DAY TRACKING
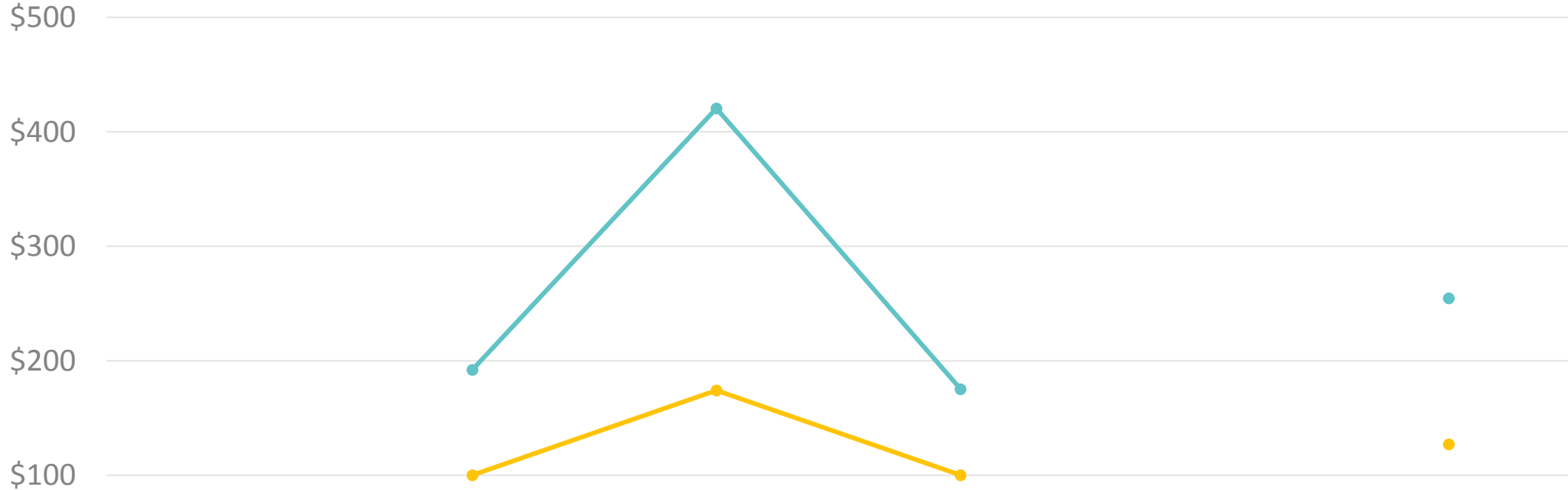
	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
MEAN		$191.98	$420.48	$175.09		$254.40
MEDIAN		$100.00	$174.00	$100.00		$127.00

ONISLE – ACCOMMODATIONS

$700

$600 $617.33

$500

$400 $365.00

$300

$200

$100

$0
            MEAN   MEDIAN

Q: How much additional did you and your family spend on Guam – Lodging?
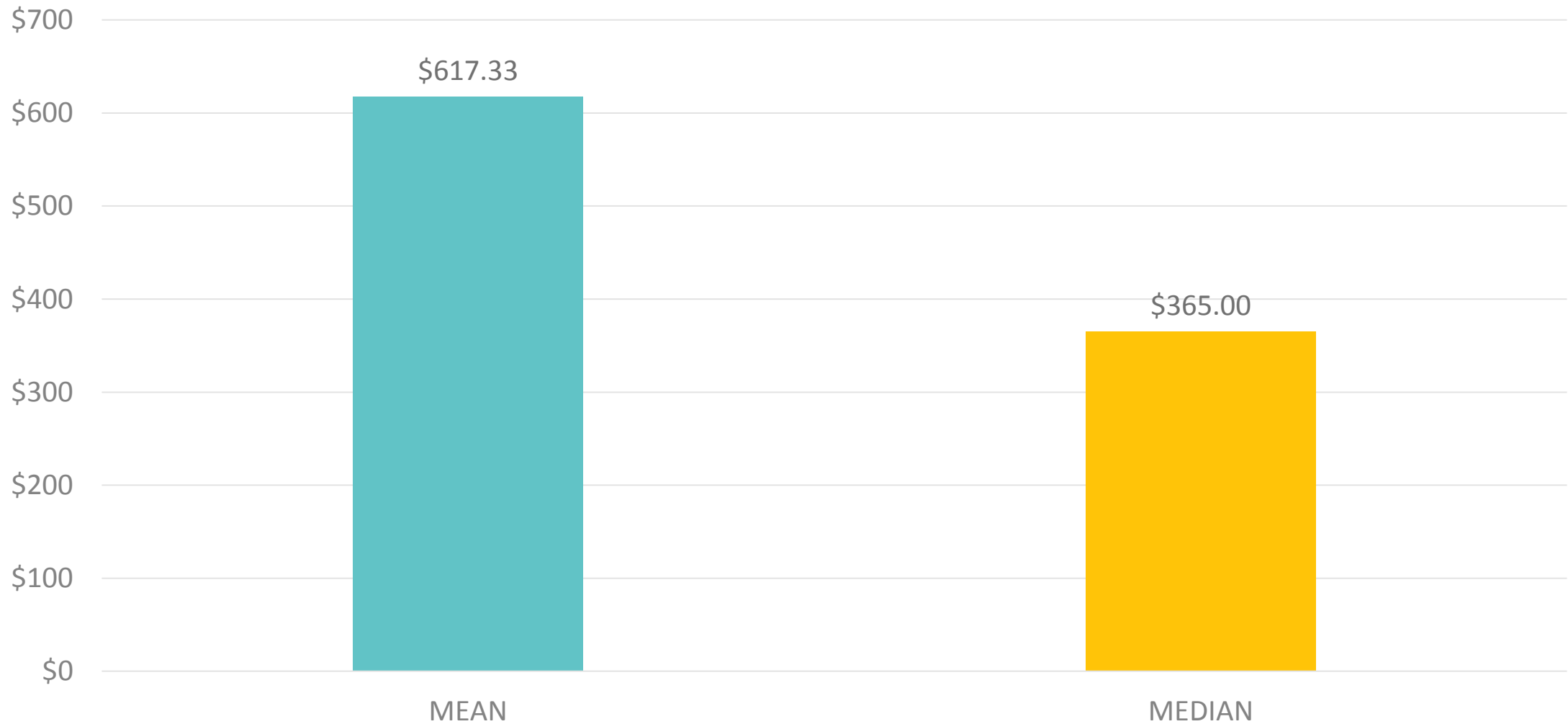
ONISLE – ACCOMMODATIONS TRACKING
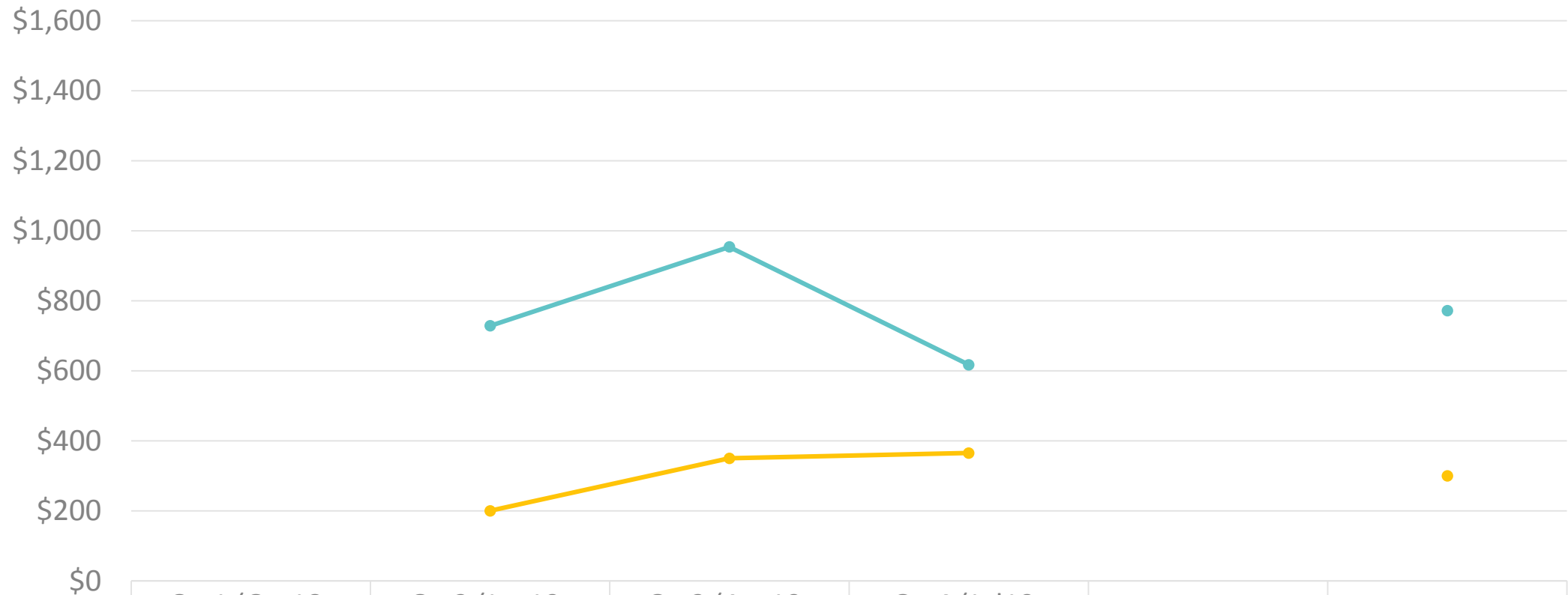
	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
● MEAN		$728.39	$953.96	$617.33		$771.77
● MEDIAN		$200.00	$350.00	$365.00		$300.00

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

ONISLE – TOTAL FOOD & BEVERAGE TRACKING
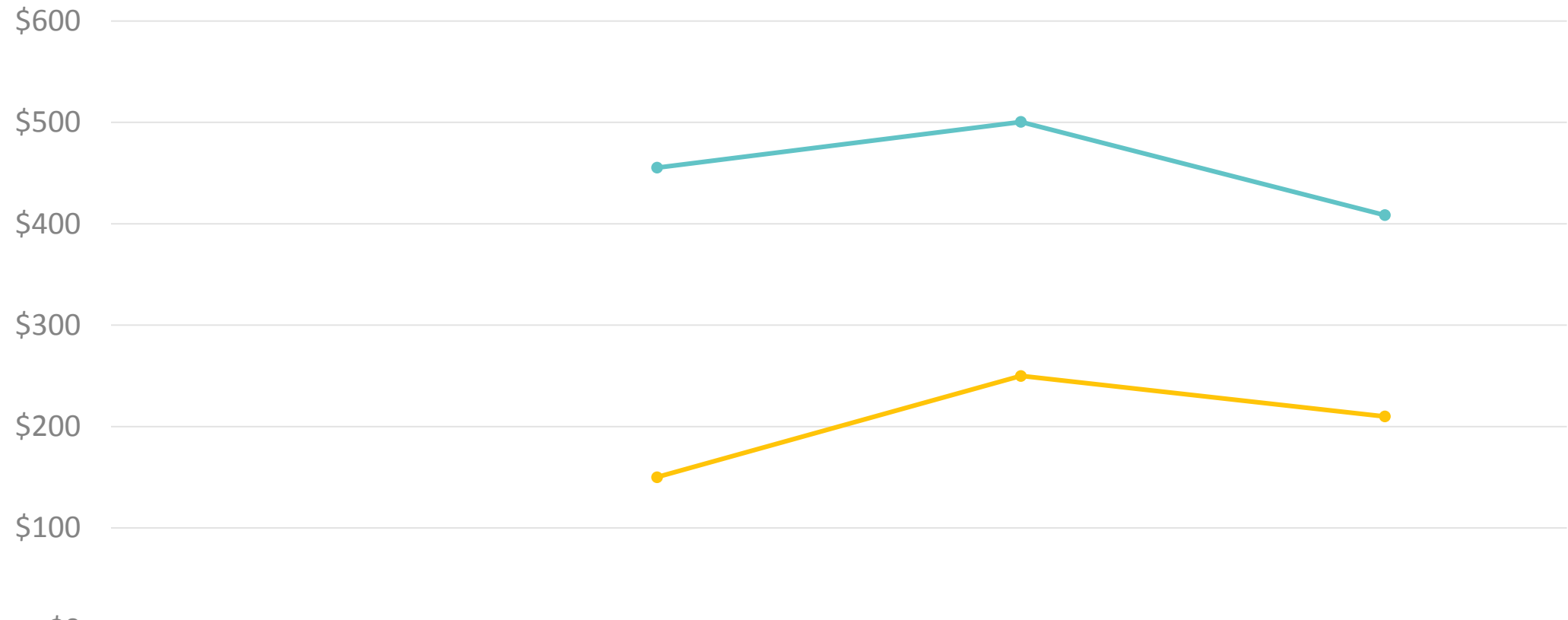
	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN		$455.44	$500.48	$408.59
MEDIAN		$150.00	$250.00	$210.00

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

59

ONISLE – ENTERAINMENT & RECREATION

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

60
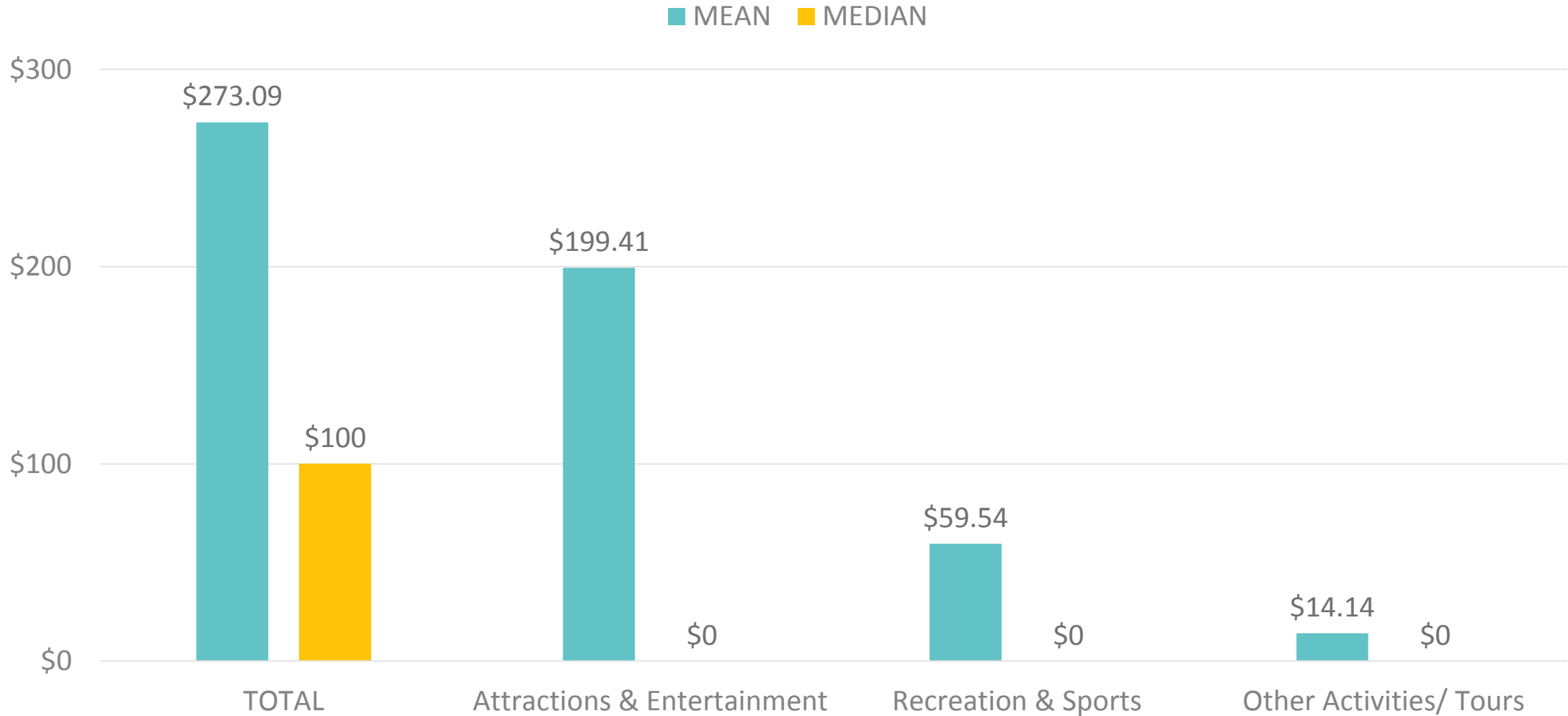
ONISLE – TOTAL ENTERTAINMENT & RECREATION TRACKING
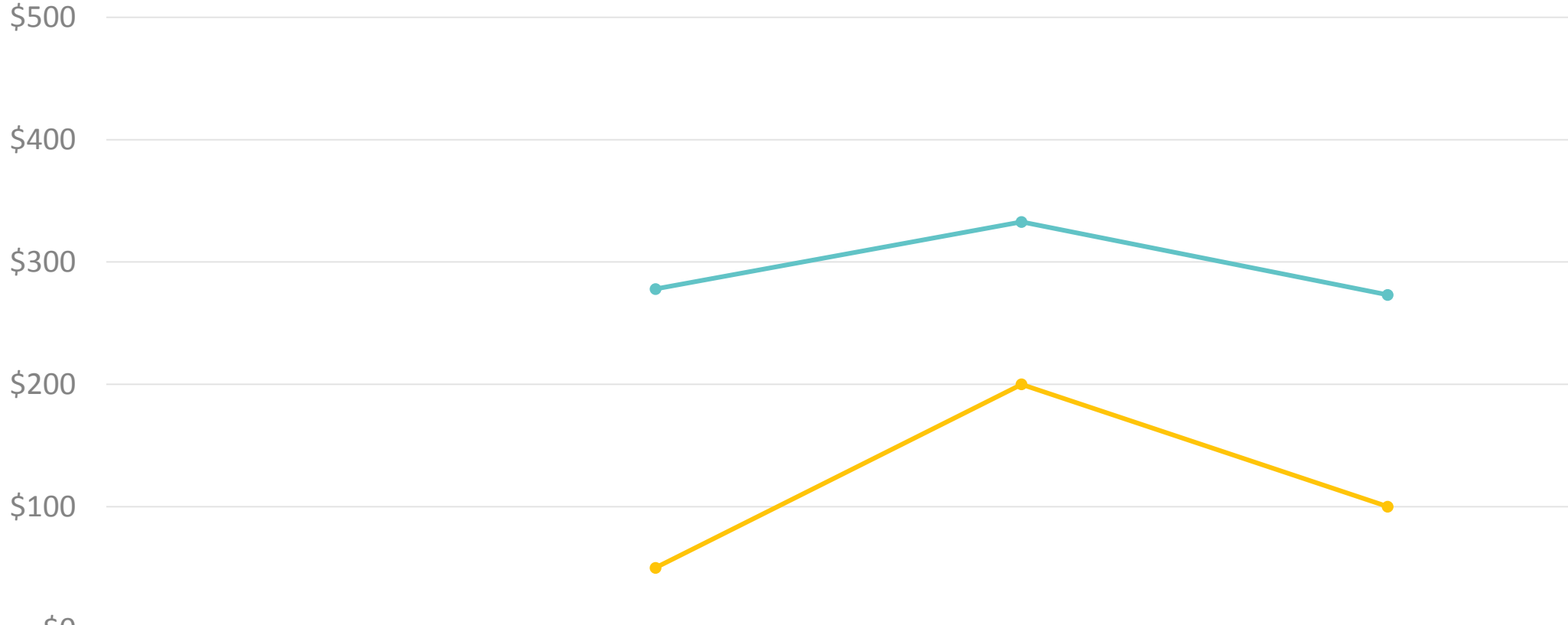
	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN		$277.92	$332.77	$273.09
MEDIAN		$50.00	$200.00	$100.00

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

ONISLE – TRANSPORTATION

Legend: ■ MEAN   ■ MEDIAN

- TOTAL: $75.76 (mean), $0 (median)
- Rental Car/ scooter/ bicycle: $35.86 (mean), $0 (median)
- Bus, taxi, trolley, etc: $36.86 (mean), $0 (median)
- Other: $3.04 (mean), $0 (median)

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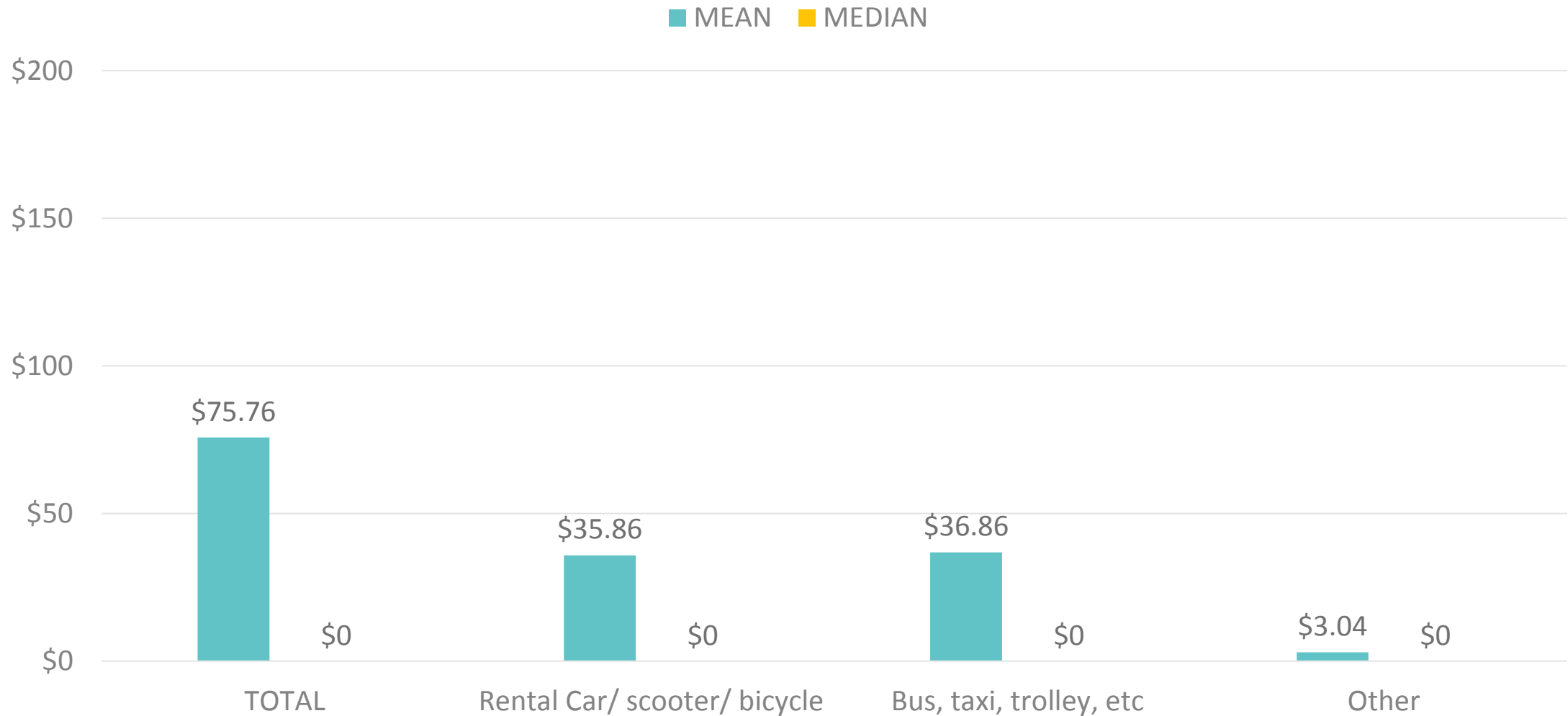
ONISLE – TOTAL TRANSPORTATION TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN		$62.28	$90.32	$75.76
MEDIAN		$0.00	$50.00	$0.00

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

ONISLE – SHOPPING

Legend: ■ MEAN   ■ MEDIAN

Category	MEAN	MEDIAN
TOTAL	$1,225.26	$140
Other	$523.16	$0
Accessories	$312.64	$0
Fashion & Clothing	$154.10	$0
Jewelry/ watches	$104.31	$0
Food - take home	$59.50	$0
Cosmetics/ perfume	$46.07	$0
Souvenirs	$25.49	$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	$1,225.26
—•— MEDIAN		$70.00	$215.00	$140.00

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

ONISLE – MISCELLANEOUS

MEAN MEDIAN

	$150
	$125
	$100
	$75
	$50
	$25
	$0

$12.51 — $0 — TOTAL
$7.24 — $0 — Household items
$3.29 — $0 — Other
$1.51 — $0 — Electronics
$0.47 — $0 — Health/ wellness

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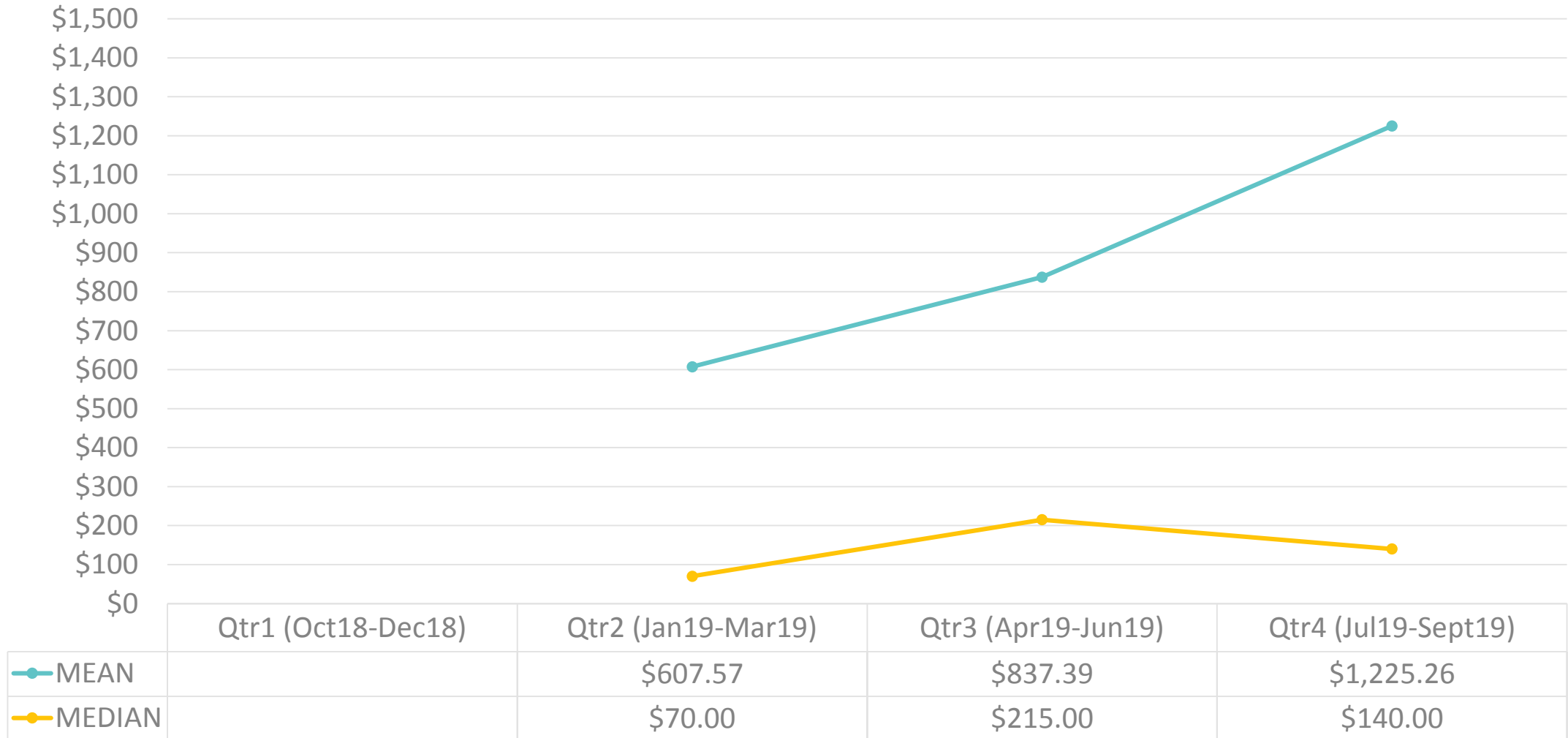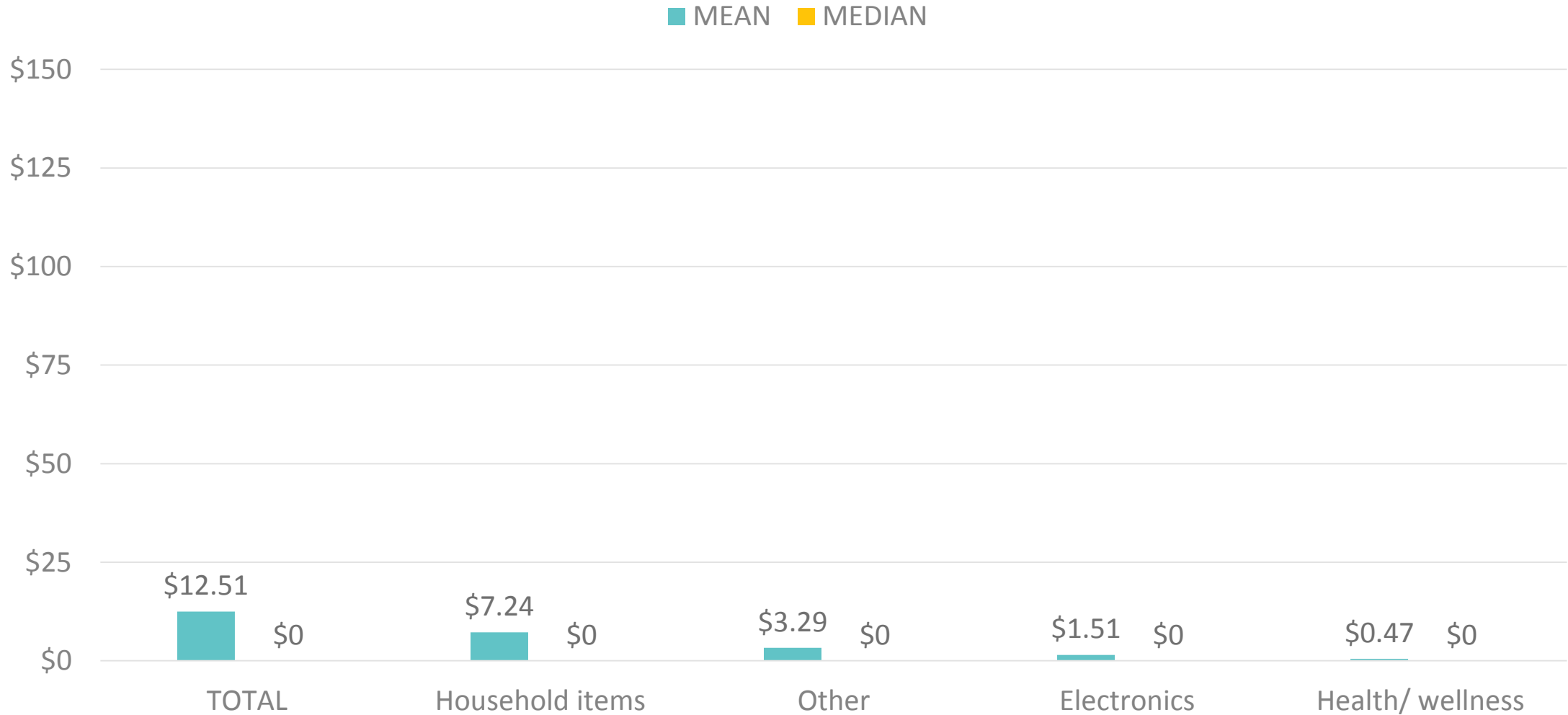
ONISLE – MISCELLANEOUS TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
● MEAN		$11.68	$15.80	$12.51
● MEDIAN		$0.00	$0.00	$0.00

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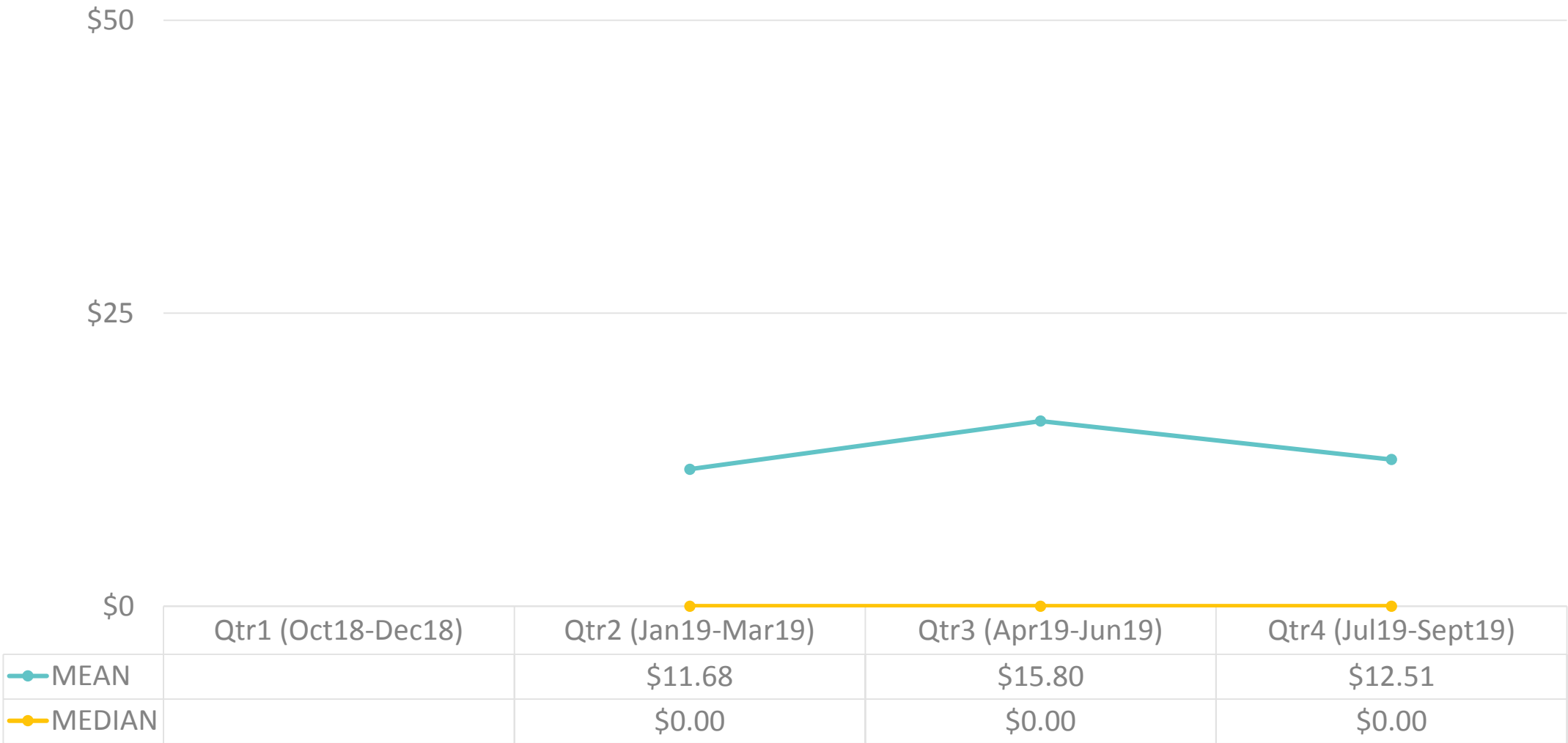
TOTAL EXPENDITURES PER PERSON (ONISLE + PREPAID)

- $1,528.59 = Mean average per person

- $1,257.00 = Median amount spent per person

TOTAL EXPENDITURES PER PERSON TRACKING
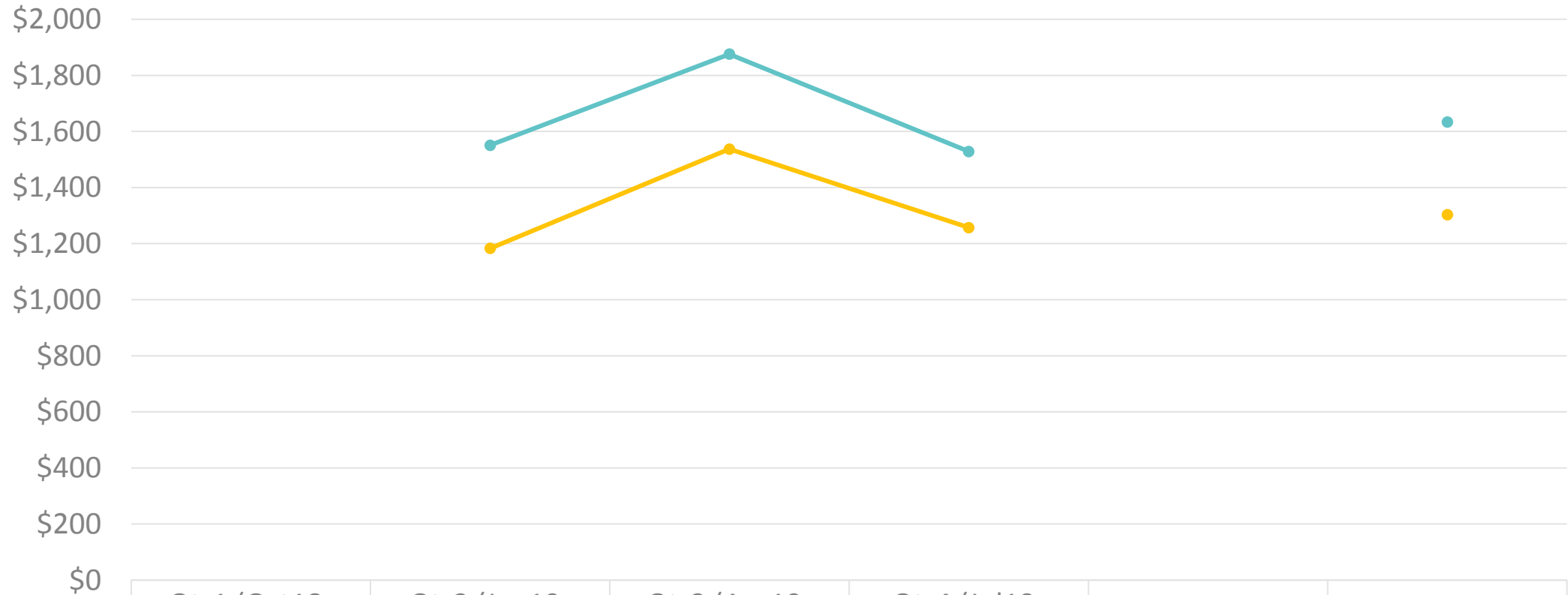
	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
MEAN		$1,550.70	$1,875.81	$1,528.59		$1,633.64
MEDIAN		$1,183.00	$1,537.00	$1,257.00		$1,303.00

ONISLE EXPENDITURE + PREPAID

GUAM AIRPORT EXPENDITURE TRACKING

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN		$120.74	$204.03	$107.43
MEDIAN		$24.00	$13.00	$17.00

Q: How much in total did you spend on your purchases at the airport for shopping, dining, etc?
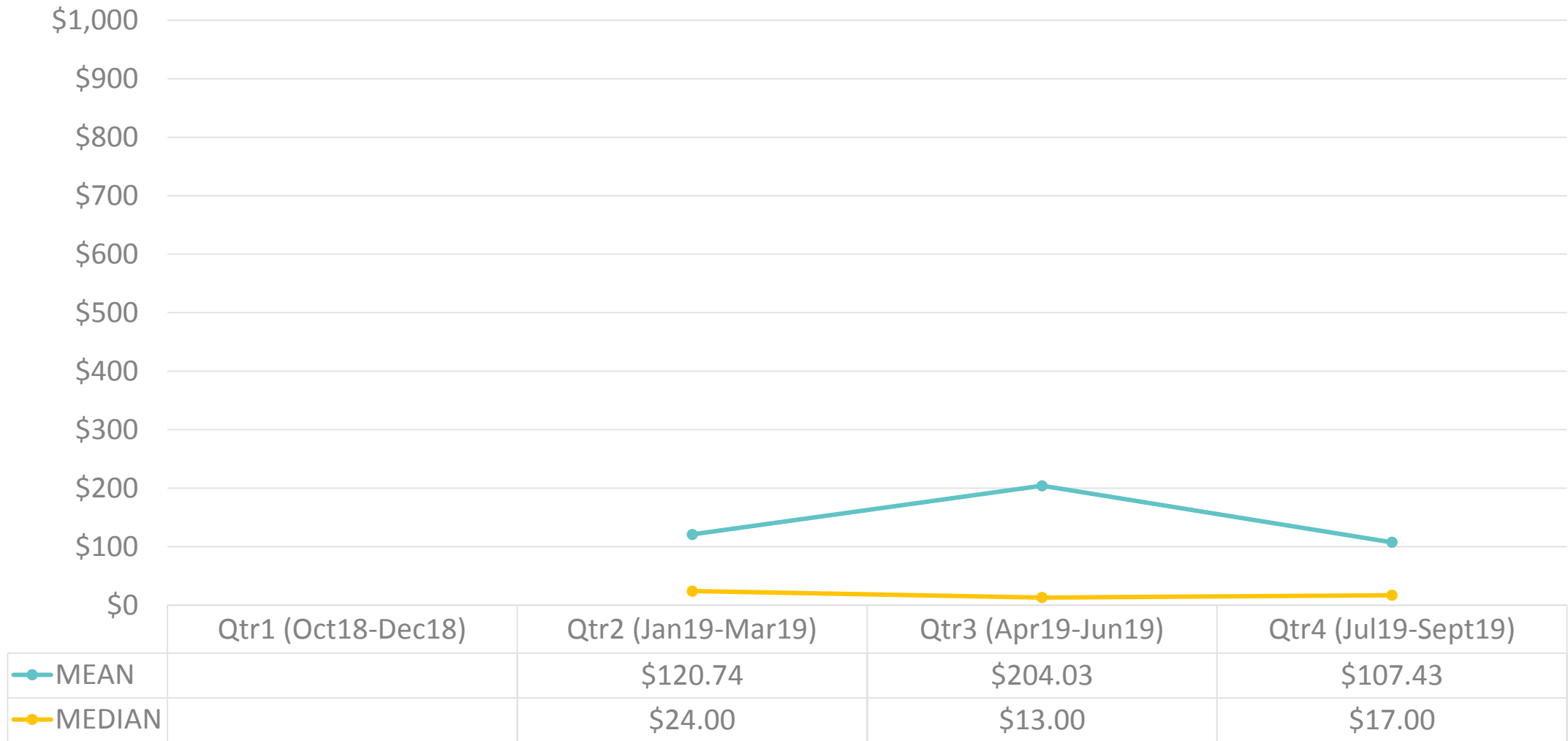
SECTION 4
VISITOR SATISFACTION

OVERALL SATISFACTION – 10PT SCALE

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN (10pt Scale)		8.53	8.87	8.38
Very Satisfied (Top Box 9-10)		51%	65%	47%

Very Satisfied (Top Box 9-10)　　MEAN (10pt Scale)

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

SWOT – POSITIVE ASPECT OF TRIP

Category	Percentage
Beach/ ocean	22%
Relax	18%
Shopping	14%
Natural beauty	9%
Activities- variety	7%
Hafa Adai	7%
Event/Celebrations w/fam or friends	6%
Weather	6%
Event - observed/participant	3%
Local culture	2%
Food	2%
Safe	1%
Sightseeing	1%
Hotel/ Accommodations	1%

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

SWOT – NEGATIVE ASPECT OF TRIP

Category	Percentage
Expensive	25%
Nothing	22%
Food	12%
No local culture	7%
Immigration	6%
Language	5%
Accommodations- cleanliness	4%
Activities- variety	4%
Public bathroom	3%
Traffic	3%
Ground trans	3%
Cust. Service	1%

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

SATISFACTION – ENTERTAINMENT

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN		8.16	8.52	8.30
Very Satisfied (Top Box 9-10)		55%	61%	50%

Very Satisfied (Top Box 9-10)   MEAN

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

SATISFACTION – SHOPPING

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

Very Satisfied (Top Box 9-10) — MEAN

8.22 | 8.11 | 8.26

55% | 49% | 49%

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

SATISFACTION – DINING

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

SATISFACTION – BEACHES

Very Satisfied (Top Box 9-10)   MEAN

8.88   9.07   8.75
76%   78%   66%

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

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

SATISFACTION – PARKS

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN		7.99	7.95	7.91
Very Satisfied (Top Box 9-10)		48%	45%	44%

■ 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)
MEAN		7.55	7.56	7.76
Very Satisfied (Top Box 9-10)		40%	42%	39%

◼ Very Satisfied (Top Box 9-10)　━●━ MEAN

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

SATISFACTION – SAFETY & SECURITY

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

100% | | | | 10.00
90% | | 9.11 | | 9.00
80% | 8.60 | | 8.46 | 8.00
70% | | 73% | | 7.00
60% | | | | 6.00
50% | 56% | | 53% | 5.00
40% | | | | 4.00
30% | | | | 3.00
20% | | | | 2.00
10% | | | | 1.00
0% | | | | 0.00

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

	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN		7.33	7.59	6.72
Extremely likely (Top Box 9-10)		39%	46%	32%

◼ Extremely likely (Top Box 9-10)　━●━ MEAN

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

TRIP EXPECTATIONS

Guam met my expectations
80%

Guam did not meet my expectations
7%

Guam exceeded my expectations
13%

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%	13%
Met expectations		83%	76%	80%
Did not meet expectations		5%	4%	7%

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

SECTION 5
VISITOR ACTIVITIES

SHOPPING AREAS – PENETRATION

Bar chart showing shopping area penetration:
- ABC Stores: 83%
- DFS: 72%
- Premier Outlets: 70%
- Micronesian Mall: 64%
- Macys: 57%
- K-Mart: 45%
- Ross: 40%
- JP Store: 16%
- The Plaza: 16%
- Tumon Sands: 14%
- Agana SC: 13%
- Acanta Mall: 8%
- Pacific Place: 7%

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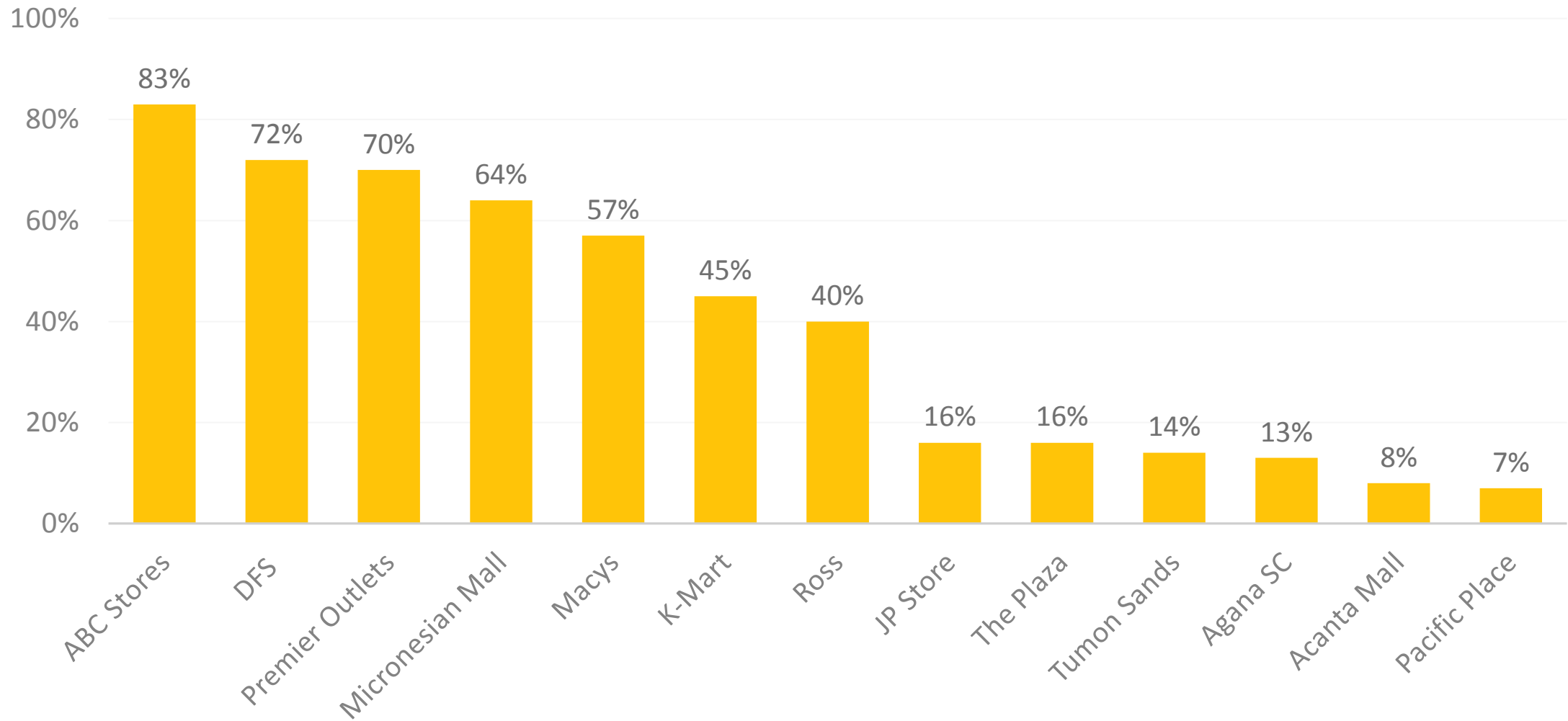
ACTIVITIES – SIGHTSEEING

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?

- Shopping: 84%
- Beach/sunbathing: 75%
- Swimming in ocean: 50%
- Hiking: 32%
- Water park: 27%
- Boat cruise: 22%
- Off-roading: 8%
- Spa: 1%

ACTIVITIES – SPORTS

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

Snorkeling	48%
Kayaking/ canoe	26%
Gun shooting	20%
Scuba diving	18%
Skydiving	11%
Paddle board/ surfing	6%
Fishing charter	6%
Jet ski	5%
Windsurf/ Kitesurf	3%
Golfing	3%
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

Bar chart showing participation percentages:
- Chamorro cuisine: 46%
- Chamorro culture: 24%
- Archeology site visit: 23%
- Historic military site: 22%
- Local night market: 19%
- Chamorro night market: 17%
- English language lesson: 1%

Q: During this trip to Guam, which of the following activities did you participate in?
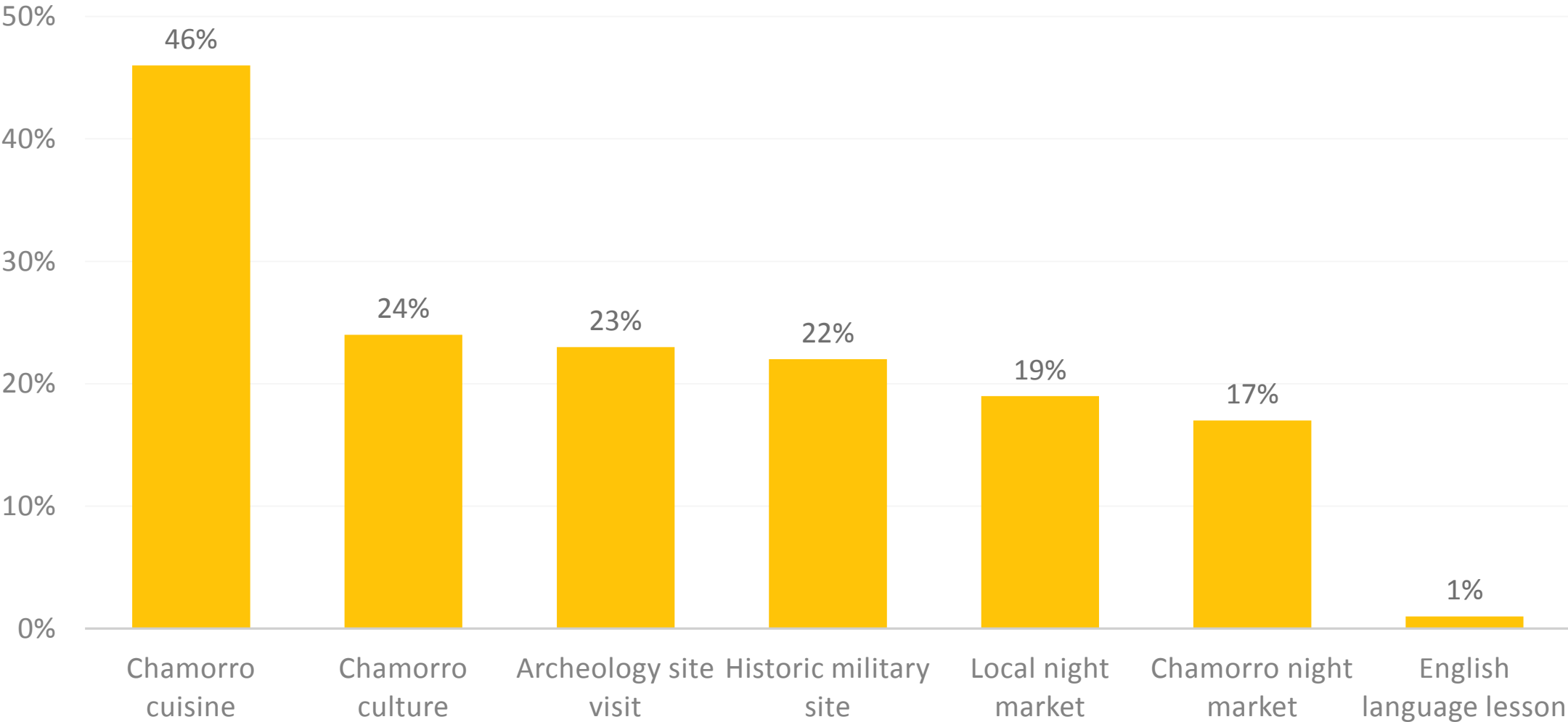
ACTIVITIES – ENTERTAINMENT & DINING

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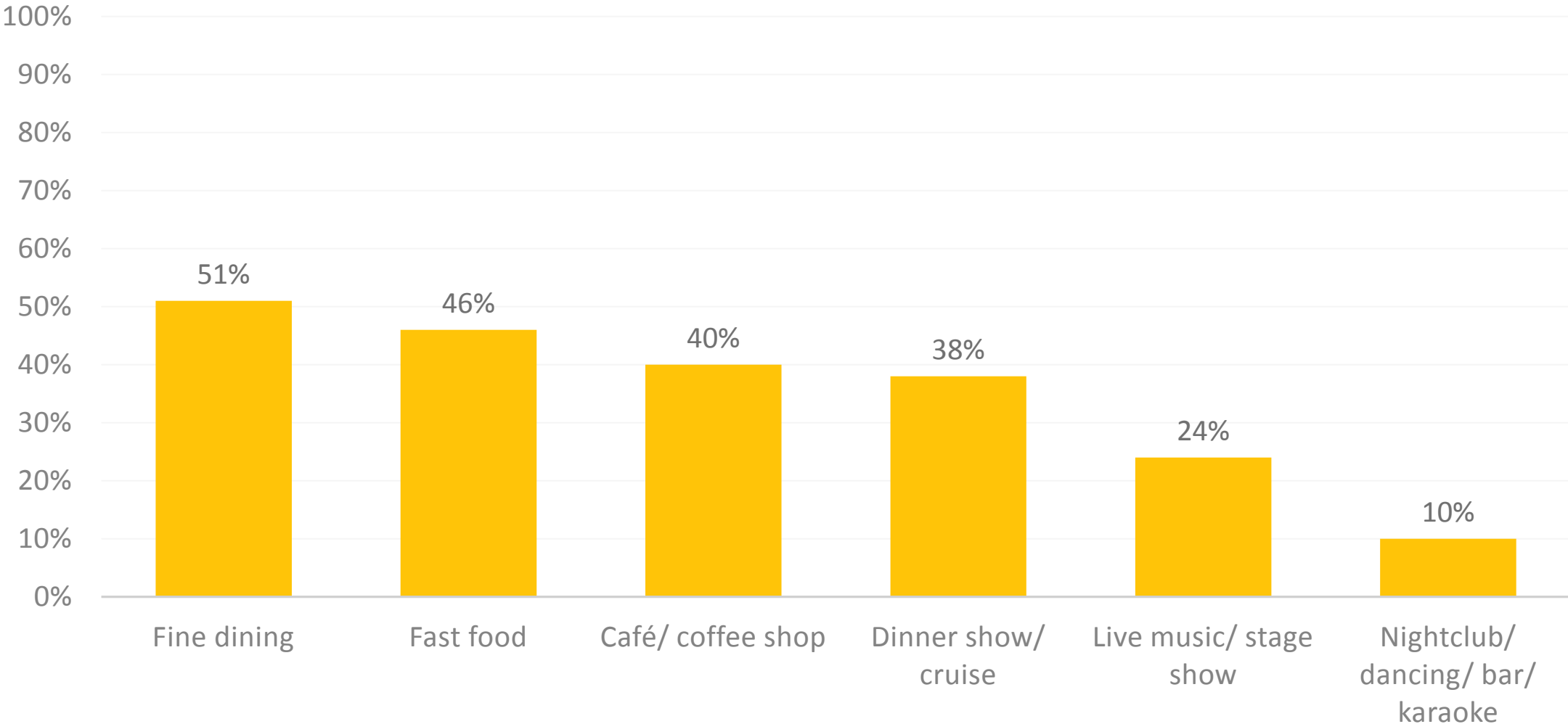
LOCAL ATTRACTIONS – TOP RESPONSES (5%+)

Bar chart:

Attraction	Percentage
Two Lovers Pt	69%
Fish Eye Marine Park	43%
Underwtr Wld	27%
Chamorro Night Mkt	18%
Chamorro Village	16%
Guam Museum	16%
Snuba	16%
Sagan Kotturn Chamoru	14%
Guam Seawalker	11%
Dededo Flea Mkt	9%
Valley Latte	9%
Duck Tour	9%
Sandcastle	7%
Gef Pago Park/Hotnu Bakery	6%

Q: During this trip to Guam, which of the following attractions did you visit?
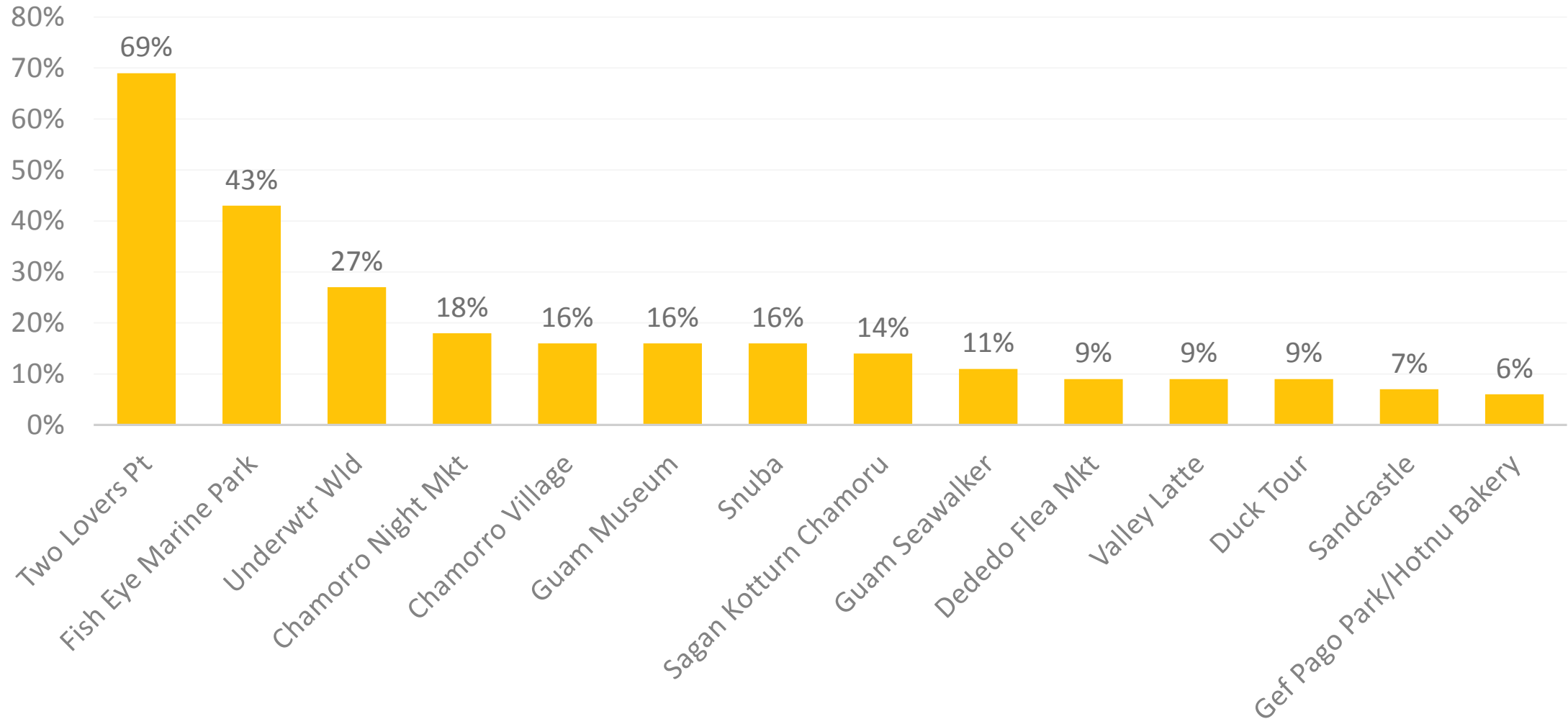
LOCAL CULTURE – OBSTACLES
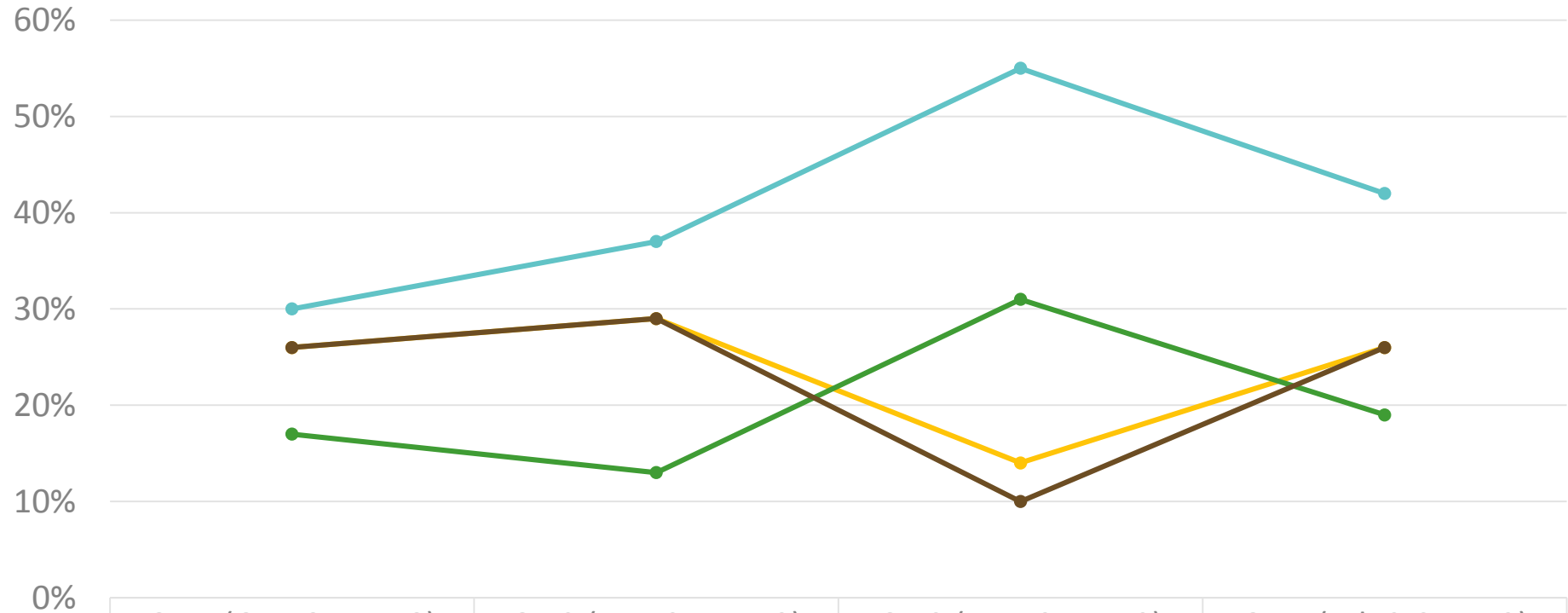
	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
Schedule	30%	37%	55%	42%
Unaware	26%	29%	14%	26%
Did not want to	17%	13%	31%	19%
Did not know where	26%	29%	10%	26%

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

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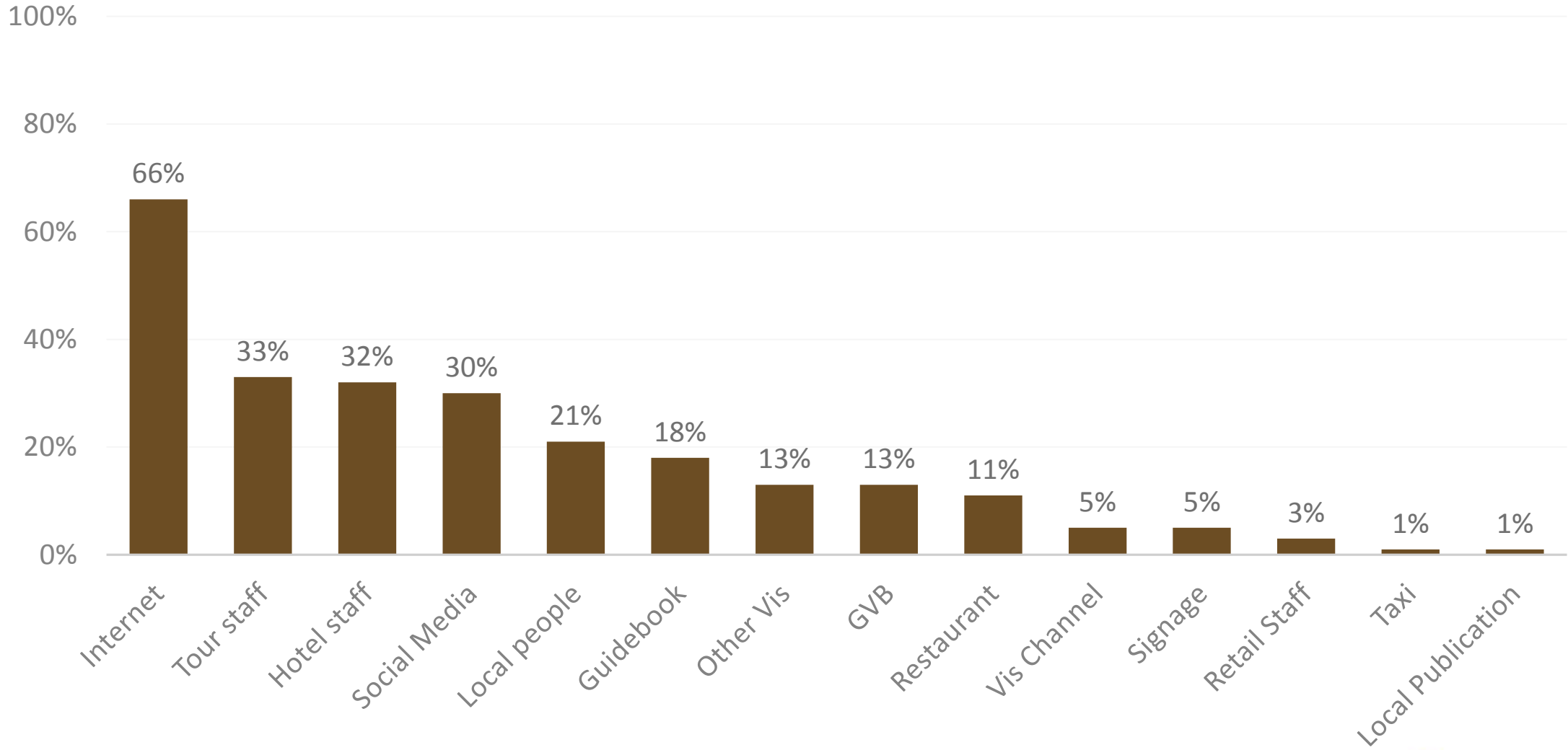
GVB VISITOR SATISFACTION STUDY

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	78%	78%	100%	92%	100%
	Friend or relative	49%	52%		62%	67%
	Social media	28%	28%		23%	33%
	Travel agent brochure	16%	20%		23%	
	I have been to Guam before	14%	14%		15%	
	TV	12%	12%		8%	
	Co-worker/ company travel department	7%	6%			
	Guam Visitors Bureau promotional activities	7%	6%		8%	
	Travel trade shows	5%	5%		8%	
	Consumer travel shows	5%	3%		8%	
	Travel guide book at bookstores	3%	3%			
	Guam Visitors Bureau office	3%	4%		8%	33%
	Magazine (consumer)	1%	2%	50%		
	Newspaper	1%	2%			
	Total	152	116	2	13	3

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
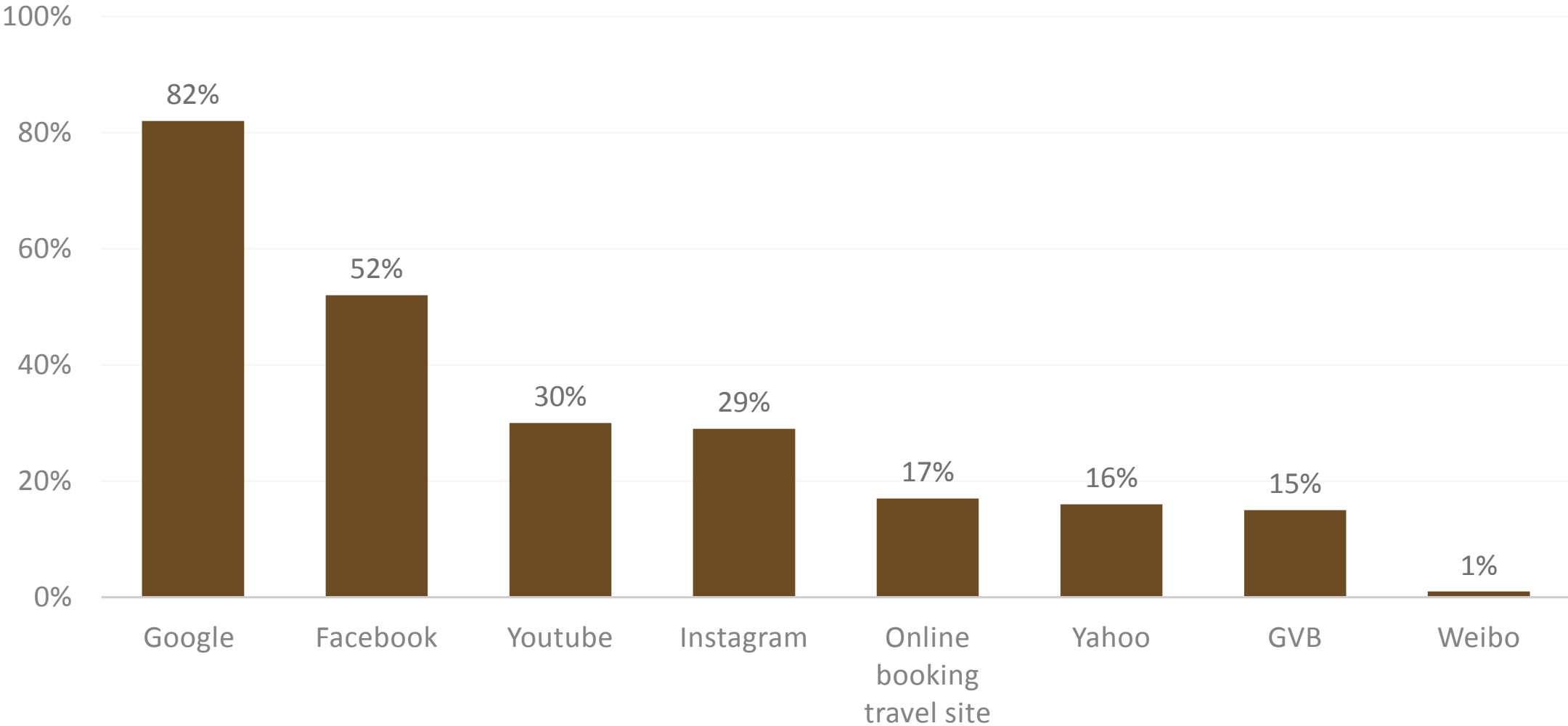
GVB VISITOR SATISFACTION STUDY

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	66%	63%	100%	38%	100%
	Tour staff	33%	34%	50%	38%	
	Hotel staff	32%	35%		38%	67%
	Social Media	30%	27%		23%	
	Local people	21%	22%		46%	67%
	Guide books I brought with me	18%	19%		23%	
	Other visitors	13%	14%			
	Guam Visitors Bureau	13%	12%		8%	
	Restaurant staff (outside hotel)	11%	12%		8%	
	Signs/ advertisement	5%	2%			
	Visitors channel	5%	5%			33%
	Retail staff	3%	3%		8%	33%
	Taxi drivers	1%	2%			
	Local publication	1%				
	Total	152	116	2	13	3

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	Online booking travel site	Yahoo	GVB	Weibo
	82%	52%	30%	29%	17%	16%	15%	1%

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

ONLINE SOURCES OF INFORMATION
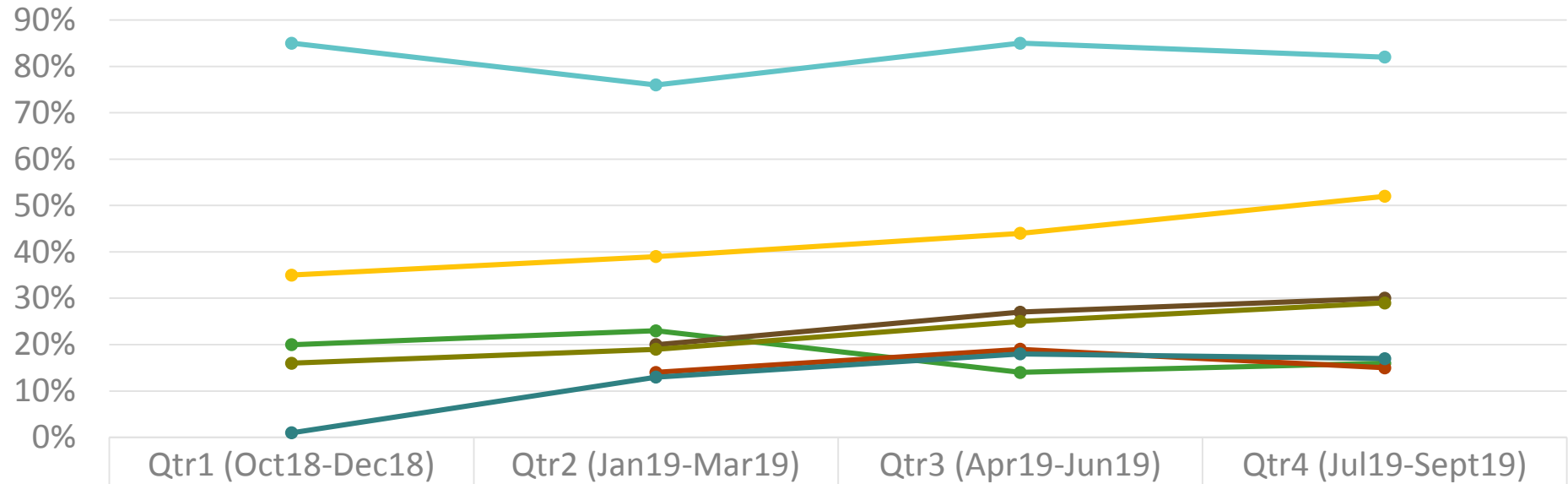
	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
Google	85%	76%	85%	82%
Facebook	35%	39%	44%	52%
Yahoo	20%	23%	14%	16%
Youtube		20%	27%	30%
IG	16%	19%	25%	29%
GVB		14%	19%	15%
Online booking site	1%	13%	18%	17%

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

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?
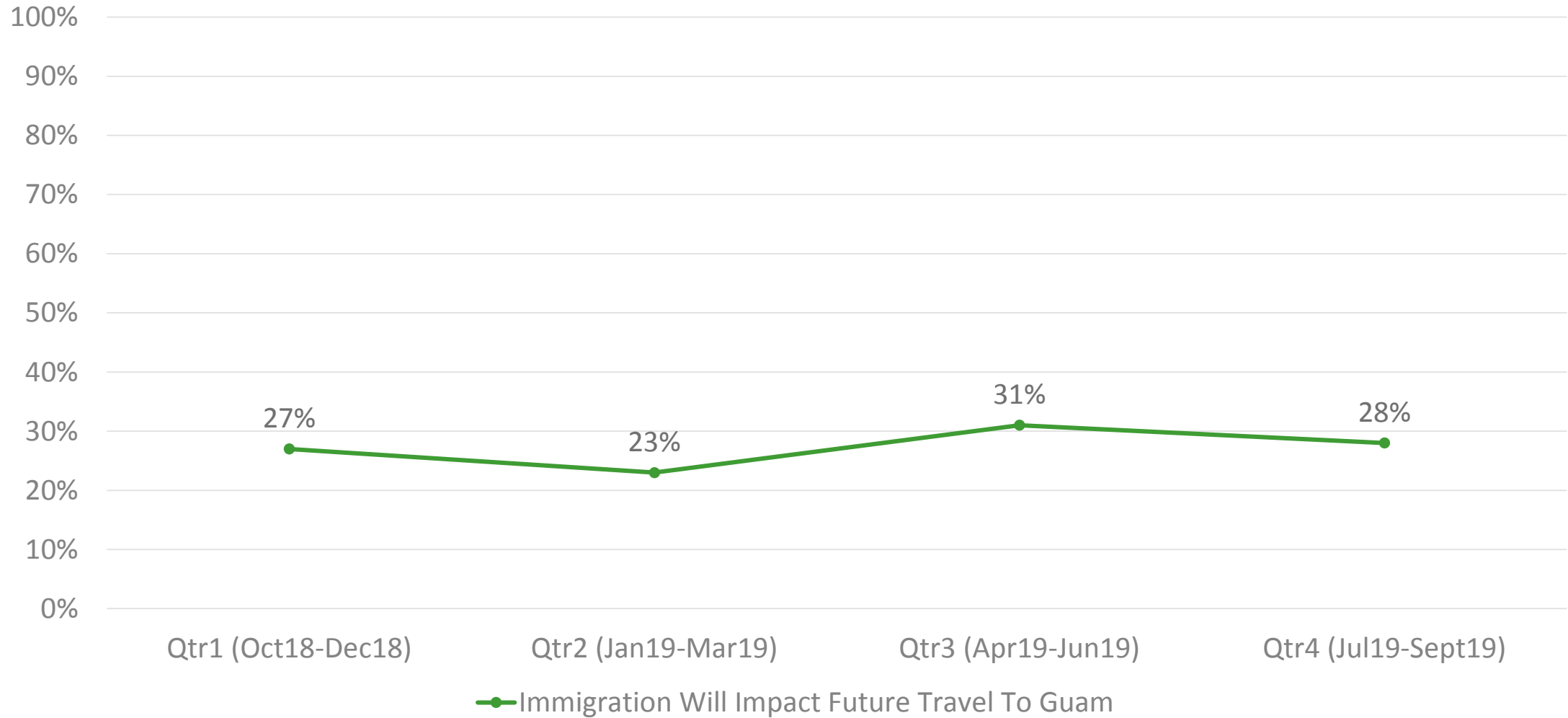
AIRPORT – SECURITY/ IMMIGRATION ISSUES
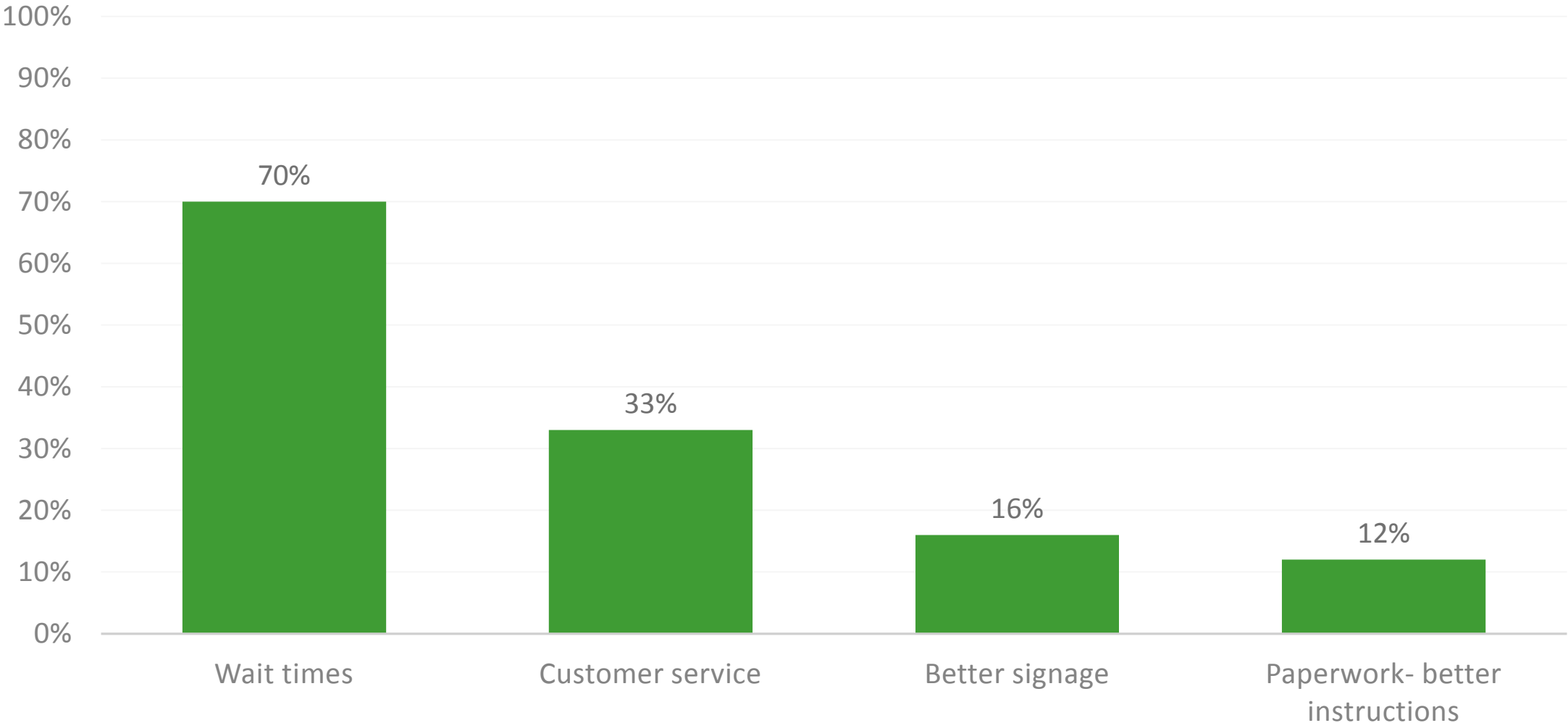
Q: What about the security screening and/ or immigration process here at the Guam International Airport could be improved?

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 thru 4th Qtr. 2019				
	2nd Qtr 2019	3rd Qtr 2019	**4th Qtr. 2019**	2-4 Qtr 2019
Drivers:	rank	rank	**rank**	rank
Entertainment			**1**	2
Shopping				
Dining	1	1		1
Beaches		3		4
Parks				3
Roads				
Sightseeing Areas		2	**2**	
Being a safe and secure destination				5
% of Overall Satisfaction Accounted For	29.4%	30.2%	**62.1%**	36.3%
NOTE: Only significant drivers are included.				

DRIVERS – OVERALL SATISFACTION

- **Overall satisfaction** with the Taiwan visitor's experience on Guam is driven by two significant factors in the 4th Quarter 2019 Period. By rank order, they are:

    - **Entertainment, and**
    - **Sightseeing areas.**

- With these factors the overall r^2 is .621, meaning that **62.1% of overall satisfaction is accounted for by these factors.**

DRIVERS – ONISLE EXPENDITURES

Comparison of Drivers of Per Person On Island Expenditures, 2nd thru 4th Qtr. 2019				
	2nd Qtr 2019	3rd Qtr 2019	**4th Qtr. 2019**	2-4 Qtr 2019
Drivers:	rank	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%**	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 4th Quarter 2019 Period.