Taiwan Visitor Tracker Exit Profile & Market Segmentation Report

FY2019 DATA AGGREGATION

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 618 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 618 is +/- 3.94 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 +/- 3.94 percentage points.
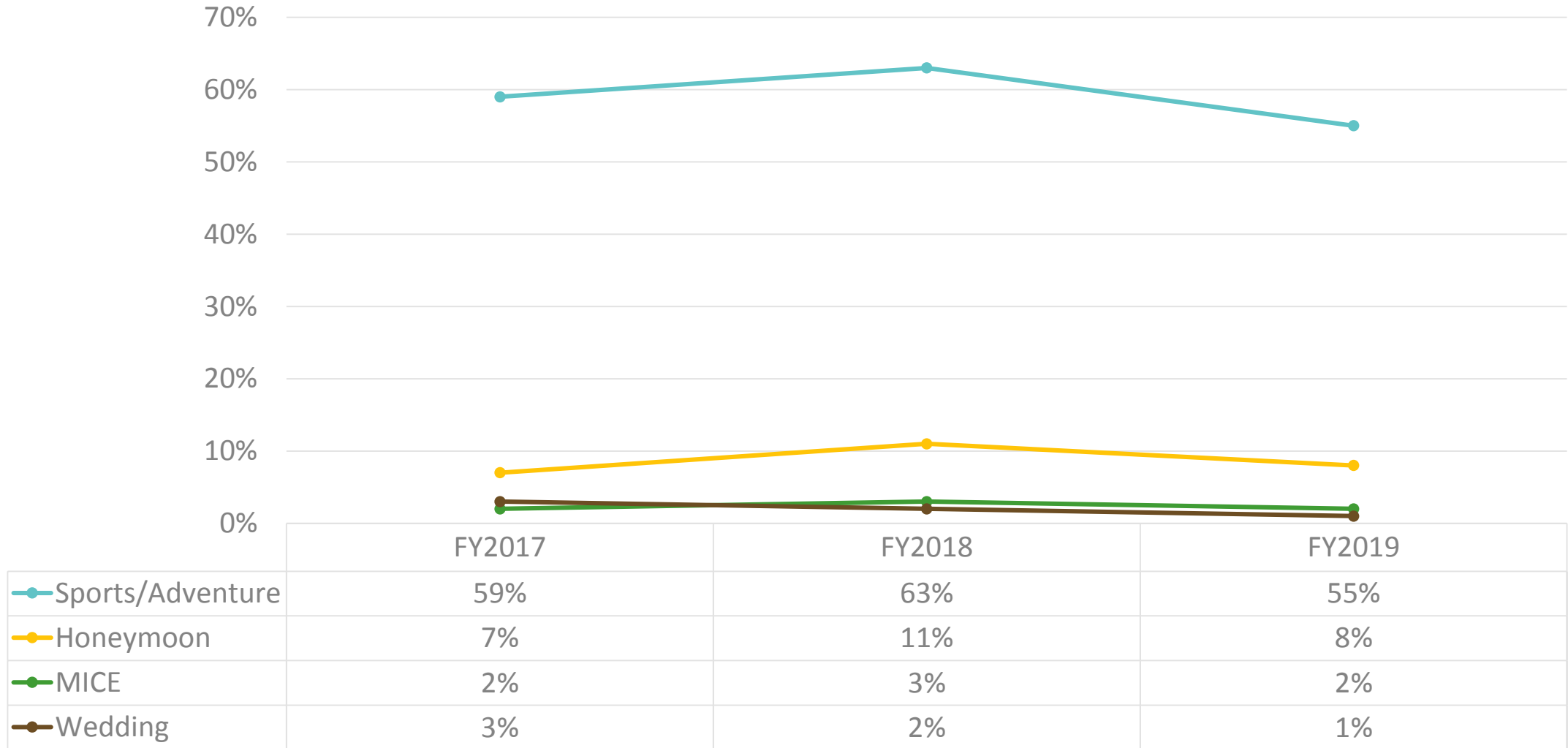
Objectives

- To monitor the effectiveness of the Taiwan seasonal campaigns in attracting Taiwanese visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Taiwan marketing plan.

- Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.

Key Highlighted Segments

- The specific objectives were:
  - To determine the relative size and expenditure behavior of the following market segments:
    - MICE (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

	FY2017	FY2018	FY2019
Sports/Adventure	59%	63%	55%
Honeymoon	7%	11%	8%
MICE	2%	3%	2%
Wedding	3%	2%	1%

SECTION 1
PROFILE OF RESPONDENTS

GENDER

Female
47%

Male
53%

MARITAL STATUS

Single
49%

Married
51%

Q: *Are you married or single?*

MARITAL STATUS – TRACKING

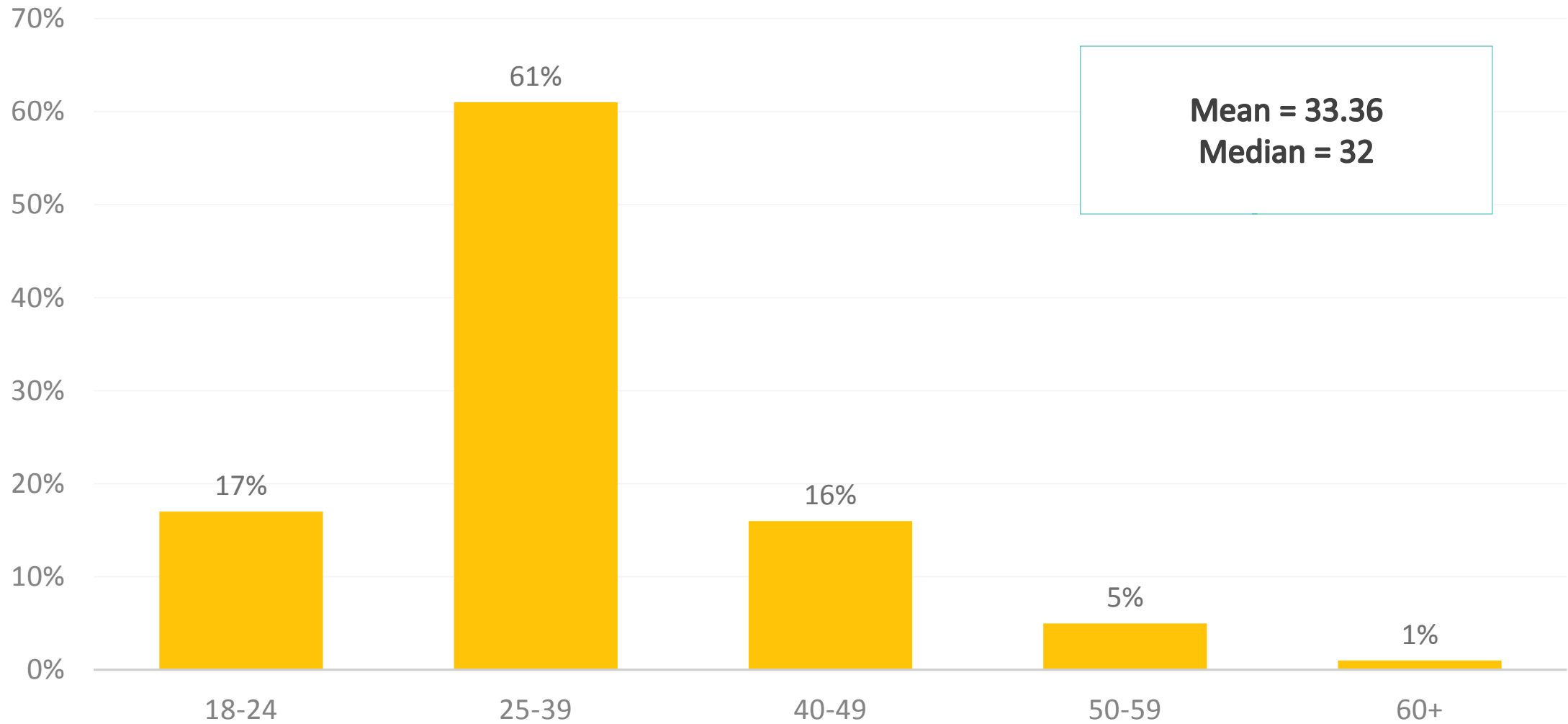|	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
—Married	63%	65%	52%	52%	52%	56%	53%	51%
—Single	37%	35%	48%	48%	48%	44%	47%	49%

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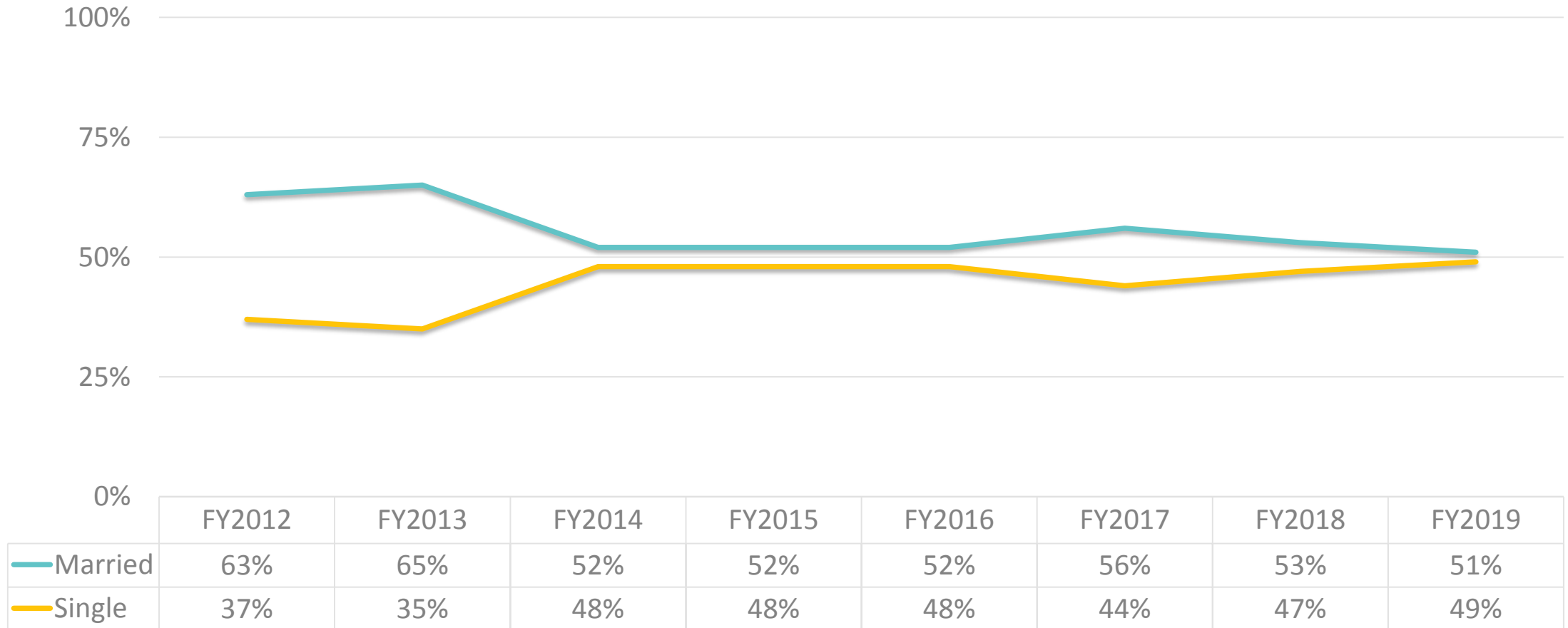
MARITAL STATUS – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
QE Are you married or single?

		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOON	WEDDING
		-	-	-	-	-
QE	Married	51%	53%	45%	90%	56%
	Single	49%	47%	55%	10%	44%
	Total	618	339	11	48	9

Prepared by Anthology Research

Q: Are you married or single?

AGE

Mean = 33.36
Median = 32

17%	61%	16%	5%	1%
18-24	25-39	40-49	50-59	60+

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

AGE – TRACKING

	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
Mean	33.10	33.47	32.71	33.09	34.36	35.00	33.17	33.36
Median								32

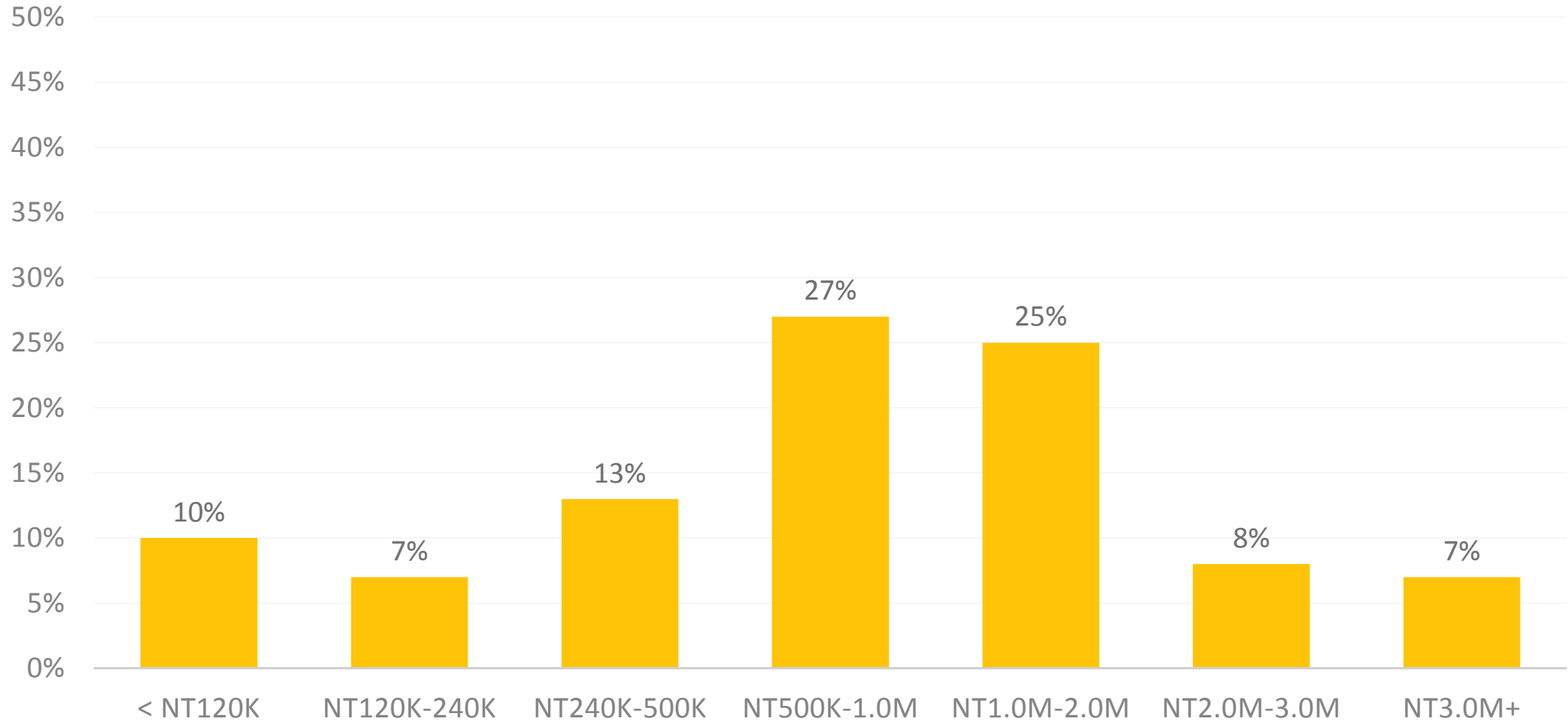*Q: And what was your age on your last birthday?*
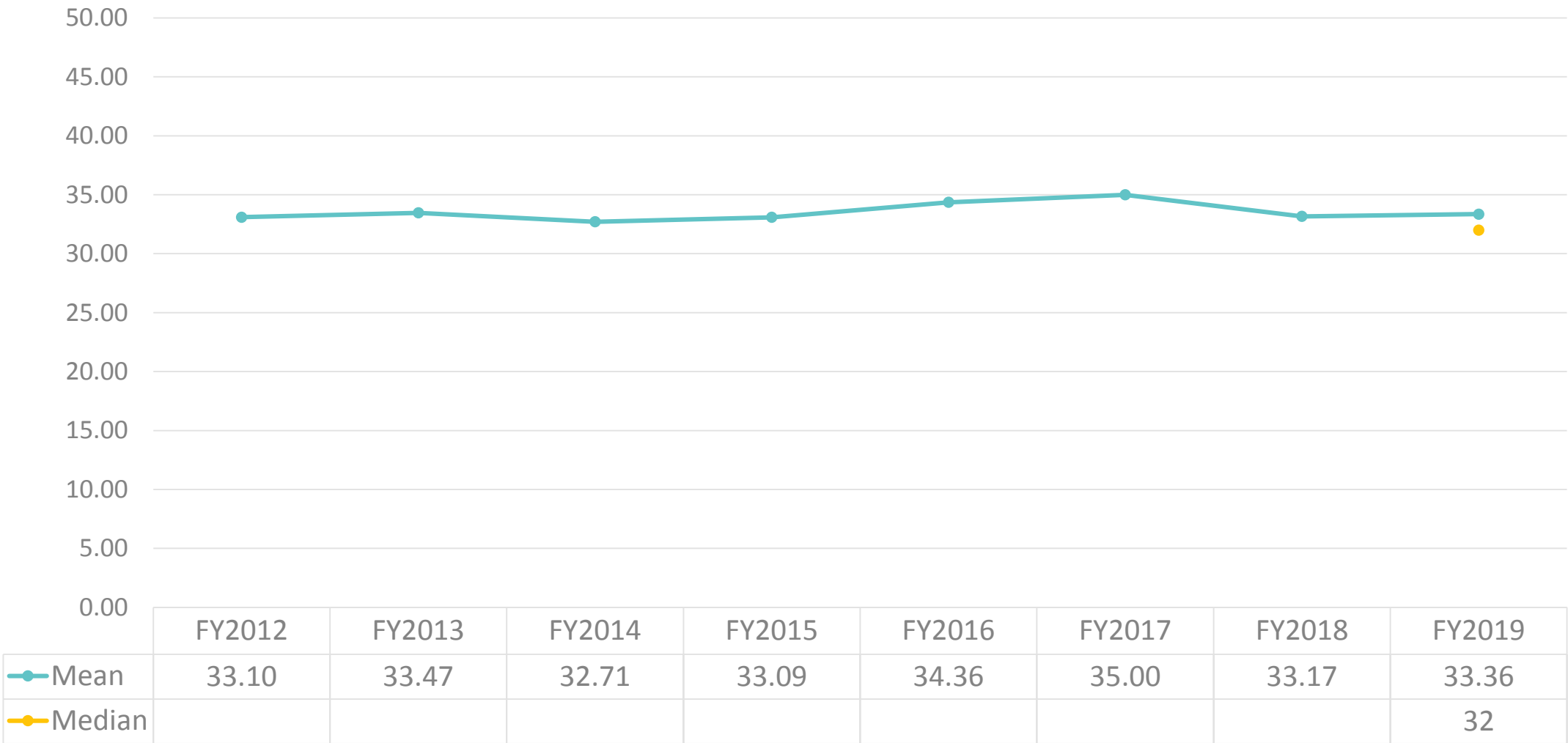
AGE – SEGMENTATION

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

		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOON	WEDDING
		-	-	-	-	-
QF	18-24	17%	17%		8%	11%
	25-39	61%	58%	91%	81%	89%
	40-49	16%	19%		10%	
	50-59	5%	5%			
	60+	1%	1%	9%		
	Total	618	339	11	48	9
QF	Mean	33.36	33.47	35.45	30.69	32.00
	Median	32	33	34	30	34

Prepared by Anthology Research

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

HOUSEHOLD INCOME

14

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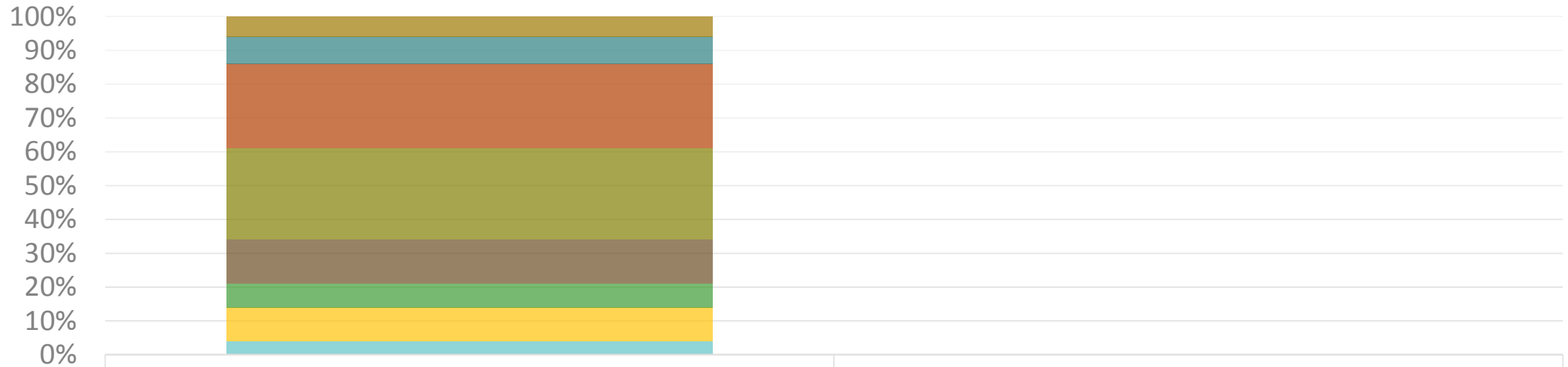
HOUSEHOLD INCOME

	FY2019	FY2020
■ NT3.0M+	7%	
■ NT2.0M-3.0M	8%	
■ NT1.0M-2.0M	25%	
■ NT500K-1.0M	27%	
■ NT240K-500K	13%	
■ NT120K-240K	7%	
■ < NT120K2	10%	
■ No Income	4%	

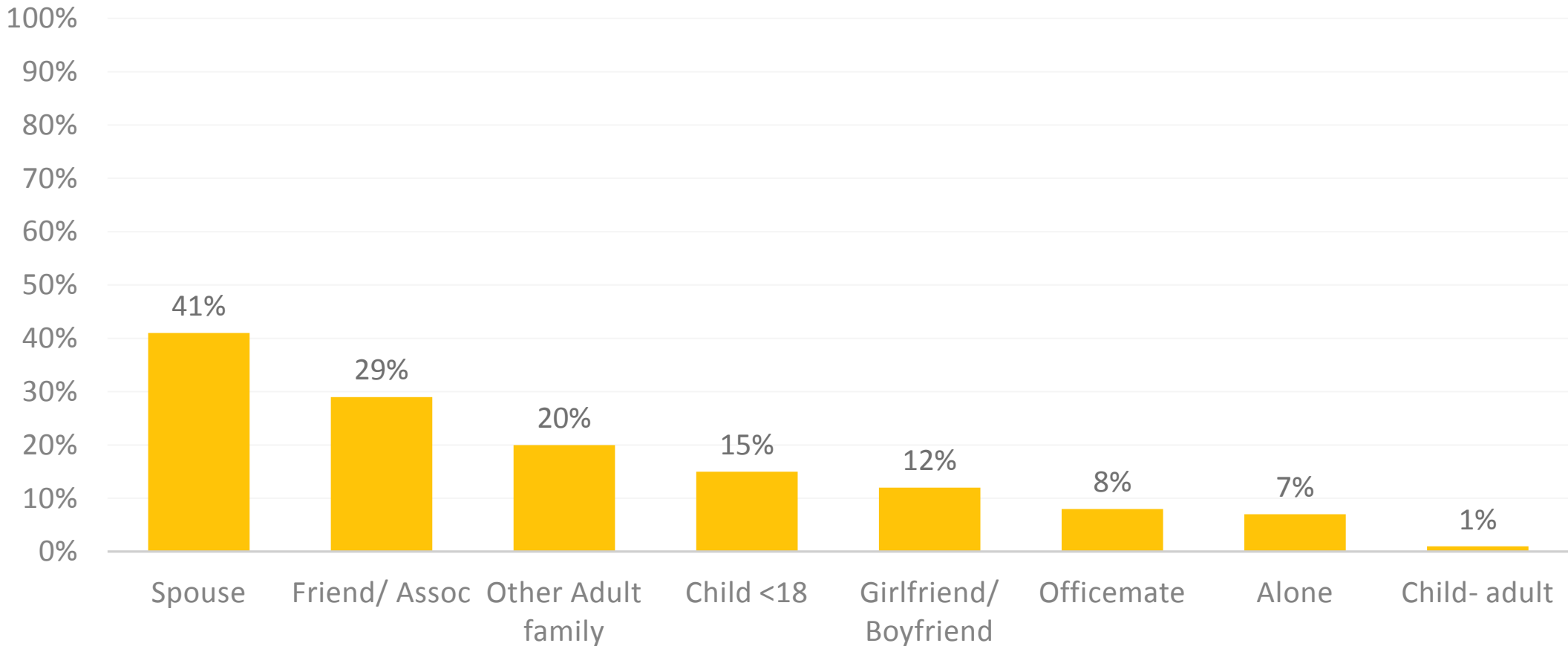*Q : What was your approximate annual household income, before taxes?*

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

	TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOON	WEDDING
	-	-	-	-	-
D2 < NT120K	10%	10%	9%	6%	
NT120K-240K	7%	6%	9%	4%	11%
NT240K-500K	13%	12%	9%	13%	11%
NT500K-1.0M	27%	29%	27%	40%	22%
NT1.0M-2.0M	25%	26%	18%	27%	33%
NT2.0M-3.0M	8%	7%	18%	2%	11%
NT3.0M+	7%	7%		4%	11%
No income	4%	3%	9%	4%	
Total	465	339	11	48	9

Prepared by Anthology Research

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

TRAVEL PARTY

Spouse	41%
Friend/ Assoc	29%
Other Adult family	20%
Child <18	15%
Girlfriend/ Boyfriend	12%
Officemate	8%
Alone	7%
Child- adult	1%

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

TRAVEL PARTY – TRACKING
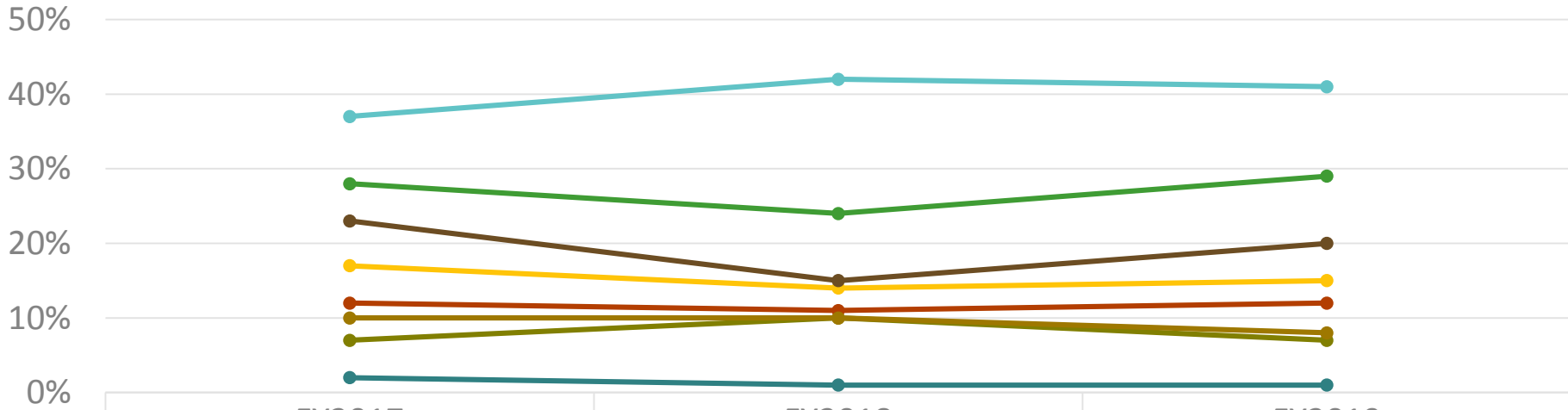
	FY2017	FY2018	FY2019
Spouse	37%	42%	41%
Child <18	17%	14%	15%
Friend/ Assoc	28%	24%	29%
Other Adult Family	23%	15%	20%
Alone	7%	10%	7%
Girlfriend/ Boyfriend	12%	11%	12%
Child- Adult	2%	1%	1%
Office	10%	10%	8%

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

TRAVEL PARTY – CHILD UNDER 18

15% Traveling with a child

25%

15%

6%

6%

5%

5%

2%

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

-5%

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

TRAVEL PARTY SIZE

Alone, 8%

Three or more, 54%

Two persons, 38%

Mean = 4.90
Median = 3

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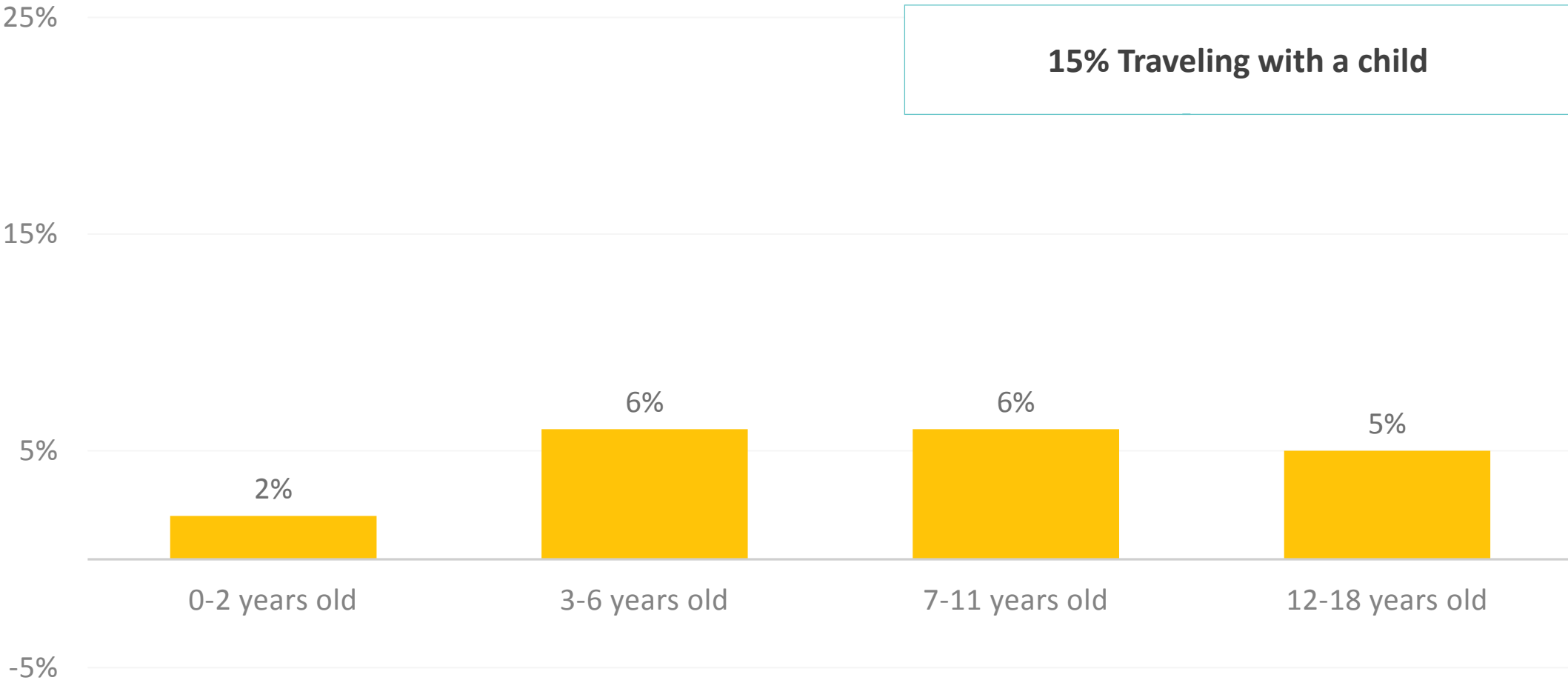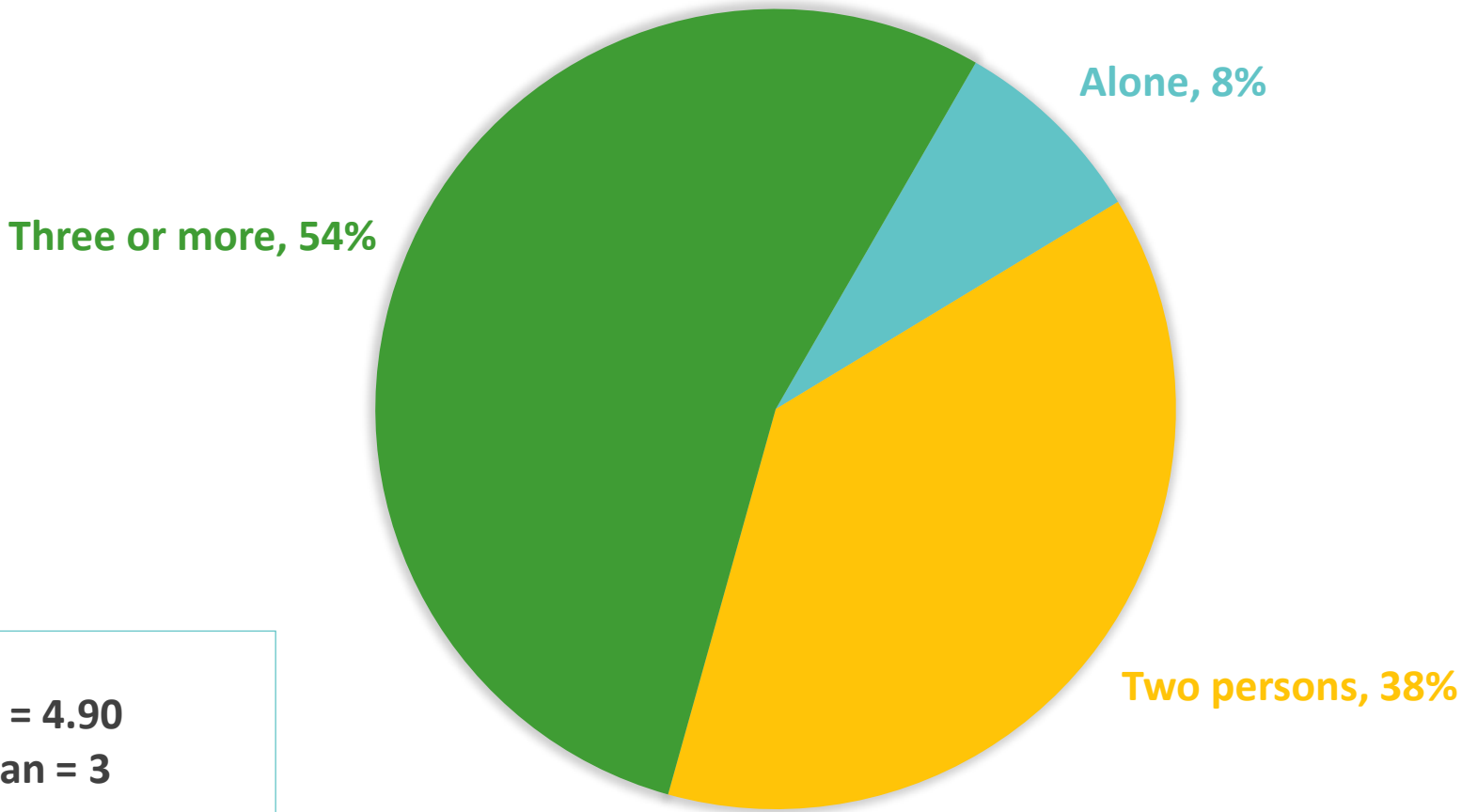
TRAVEL PARTY SIZE – TRACKING

	FY2019	FY2020
MEAN	4.90	
MEDIAN	3	

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

TRIPS TO GUAM

Repeat
18%

1st Time
82%

Mean = 1.46
Median = 1

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

TRIPS TO GUAM – TRACKING

	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
1st Time	91%	89%	85%	87%	83%	81%	83%	82%
Repeat	9%	11%	15%	13%	17%	19%	17%	18%
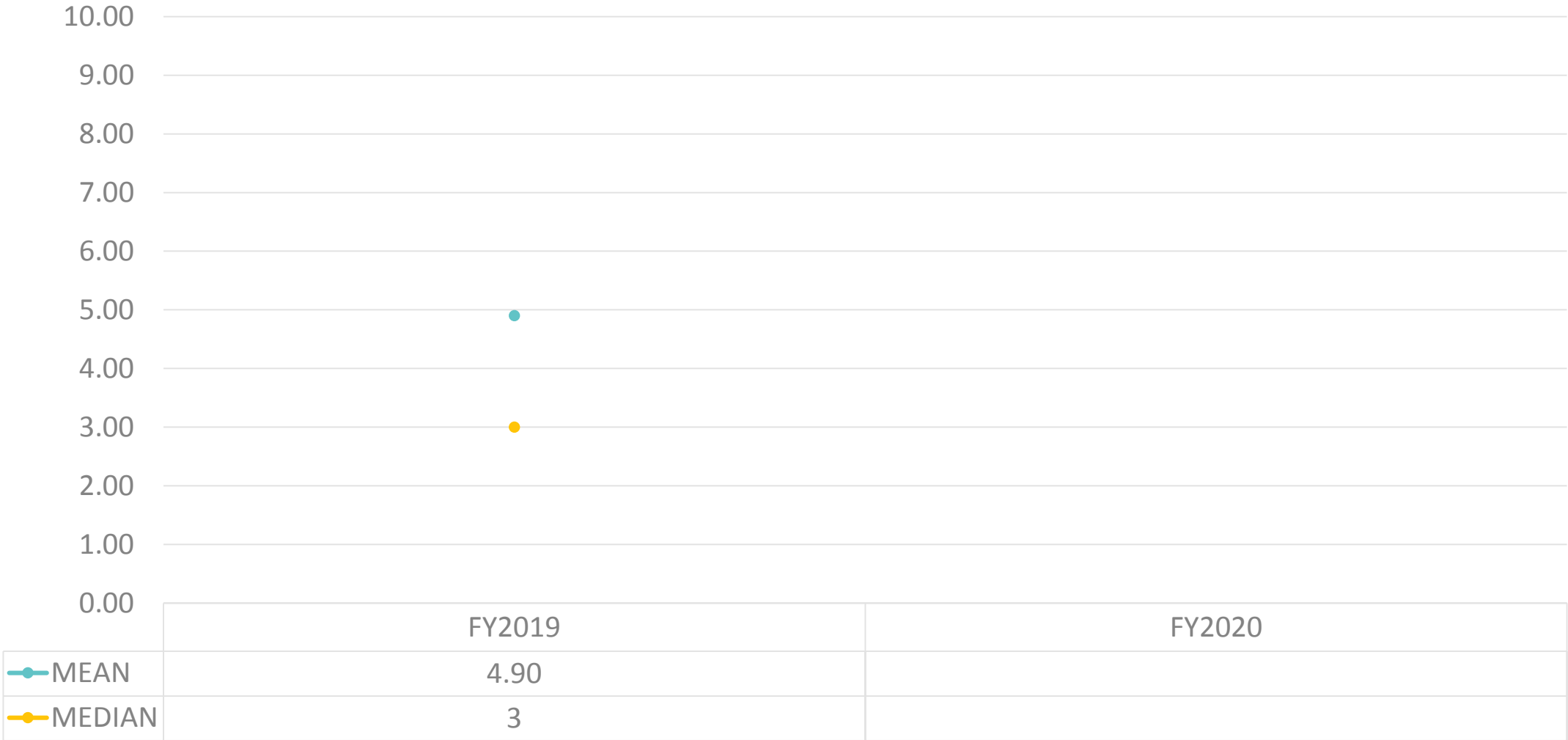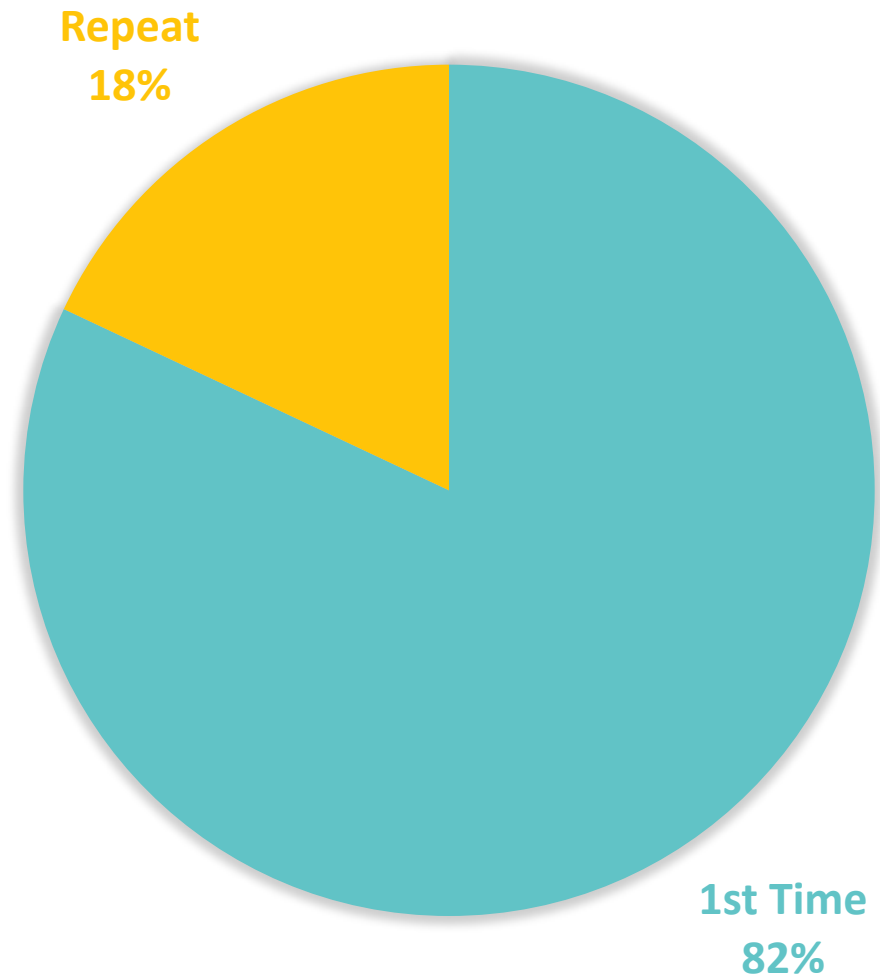
Q: Including this trip, how many times have you visited Guam?
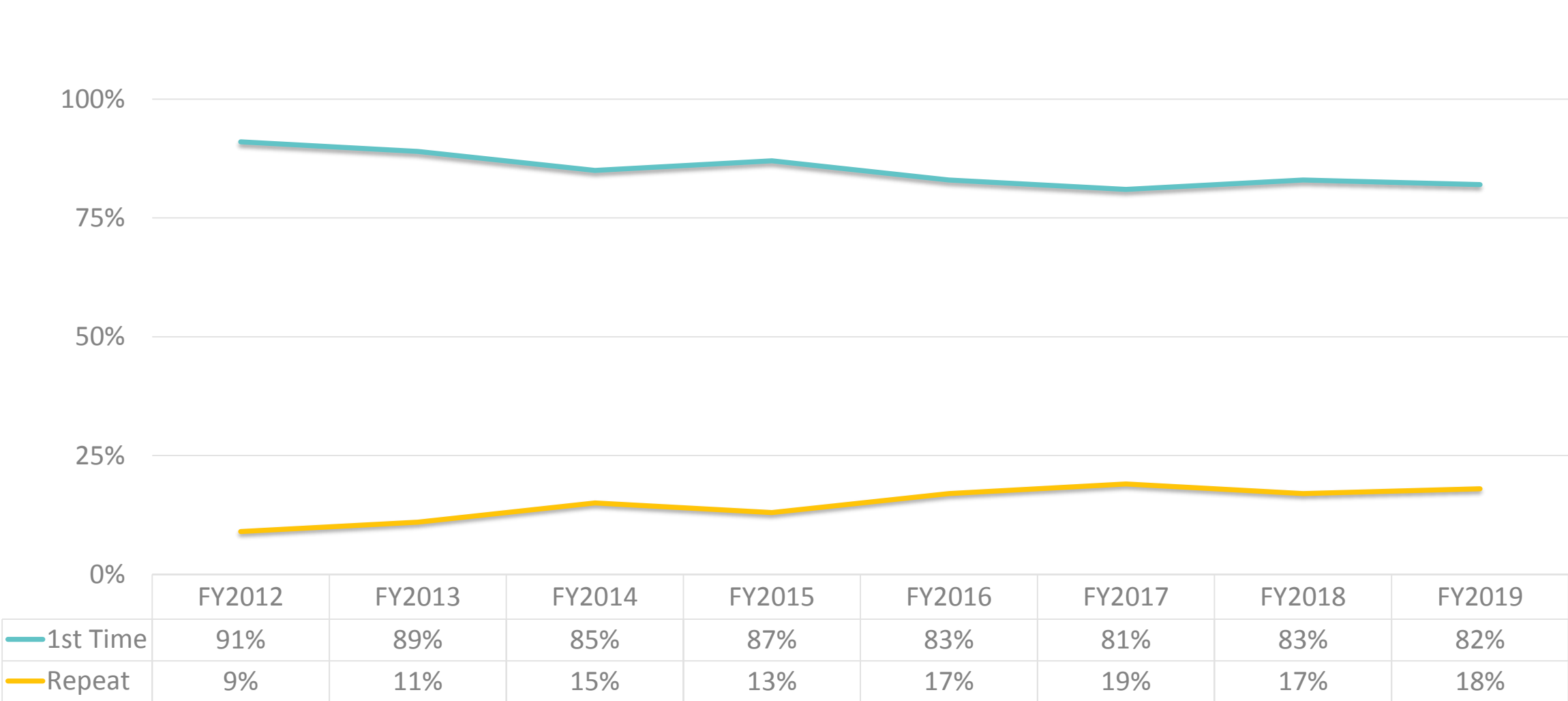
TRIPS TO GUAM – SEGMENTATION

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

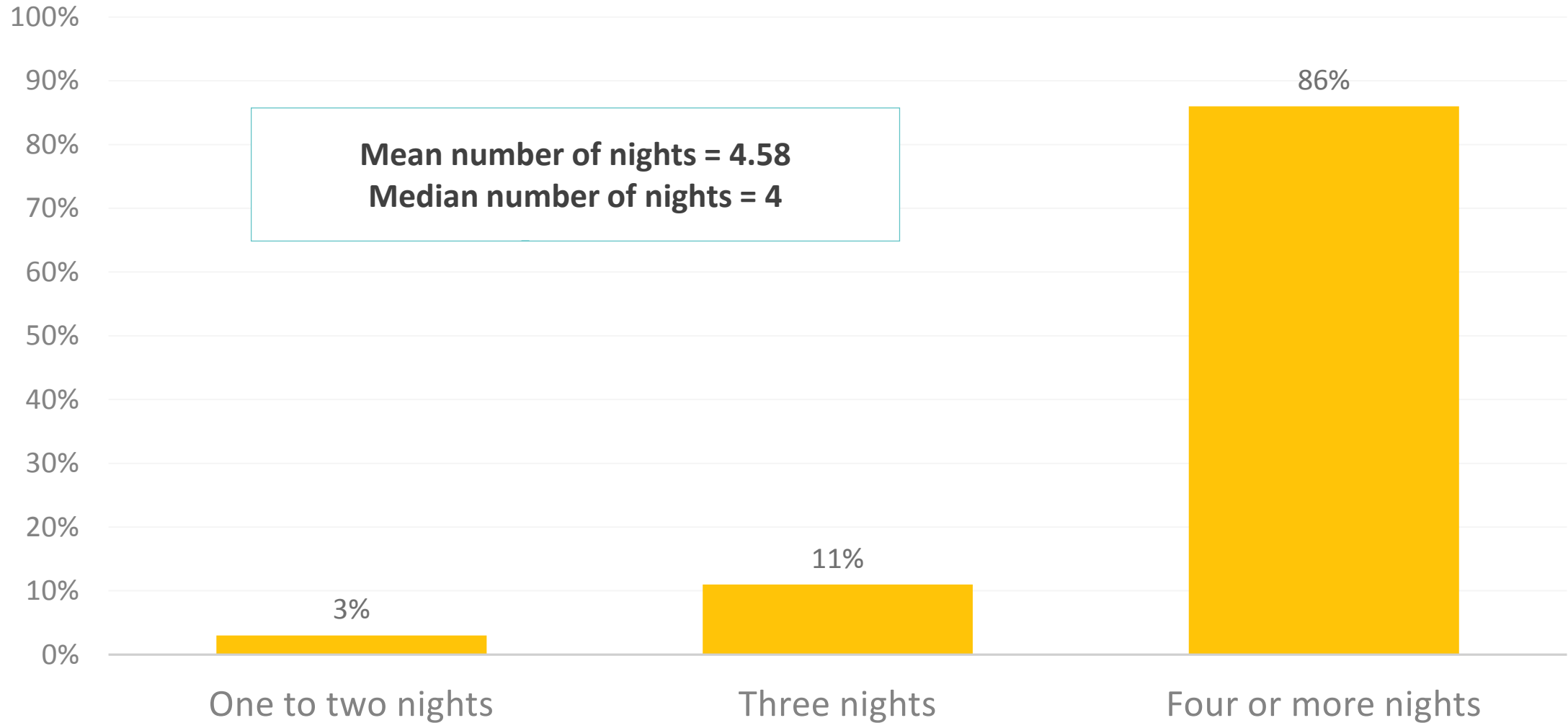|		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOON	WEDDING
		-	-	-	-	-
Q9	1st time	82%	85%	91%	92%	89%
	Repeat	18%	15%	9%	8%	11%
	Total	618	339	11	48	9
Q9	Mean	1.46	1.39	1.09	1.10	1.11
	Median	1	1	1	1	1

Prepared by Anthology Research

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

LENGTH OF STAY

Mean number of nights = 4.58
Median number of nights = 4

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

Q: How many nights did you stay on Guam?

LENGTH OF STAY – TRACKING

	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	3.90	3.34	3.40	3.94	3.99	4.43	4.48	4.58
MEDIAN						4	4	4

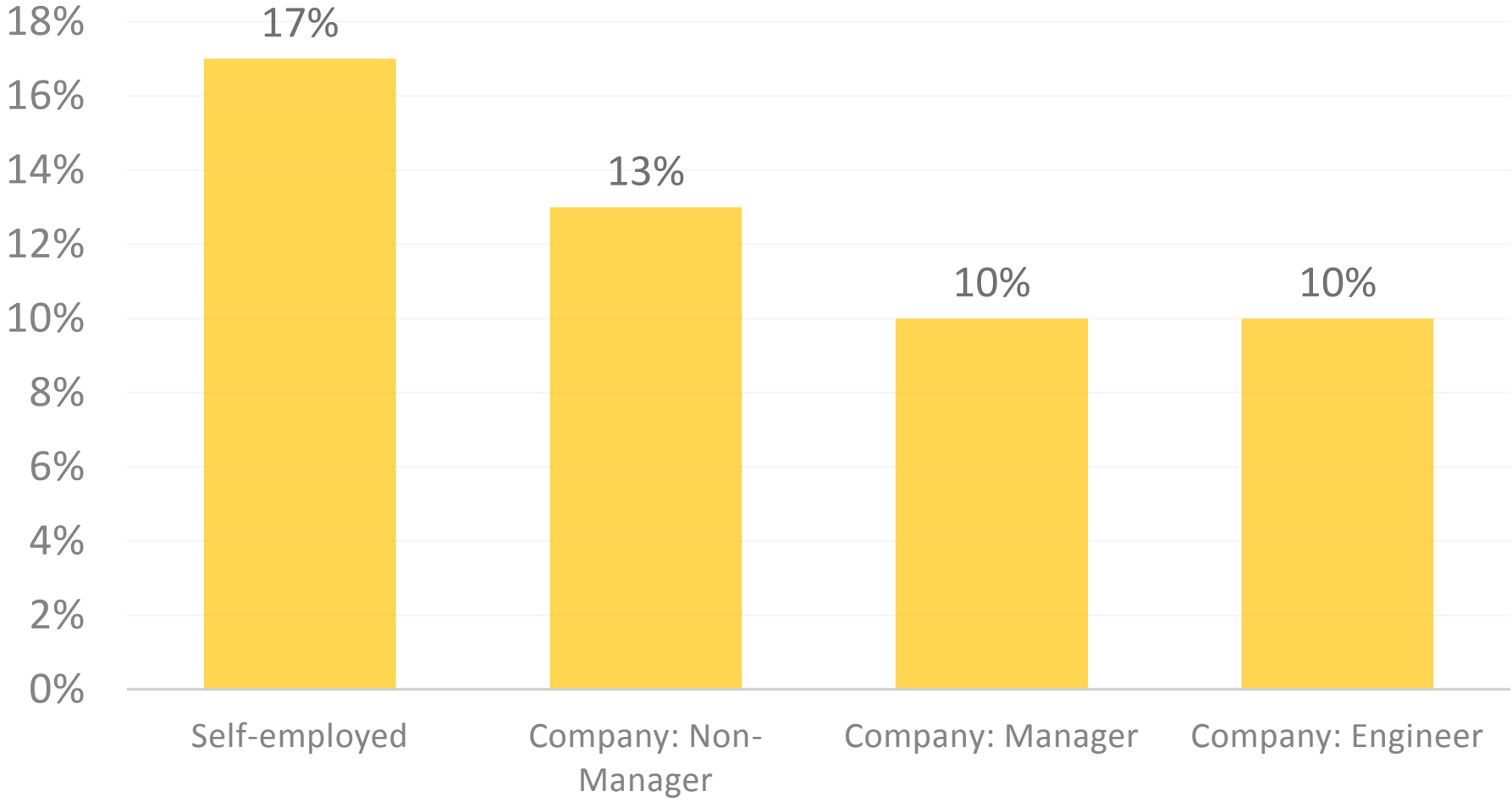*Q: How many nights did you stay on Guam?*

26
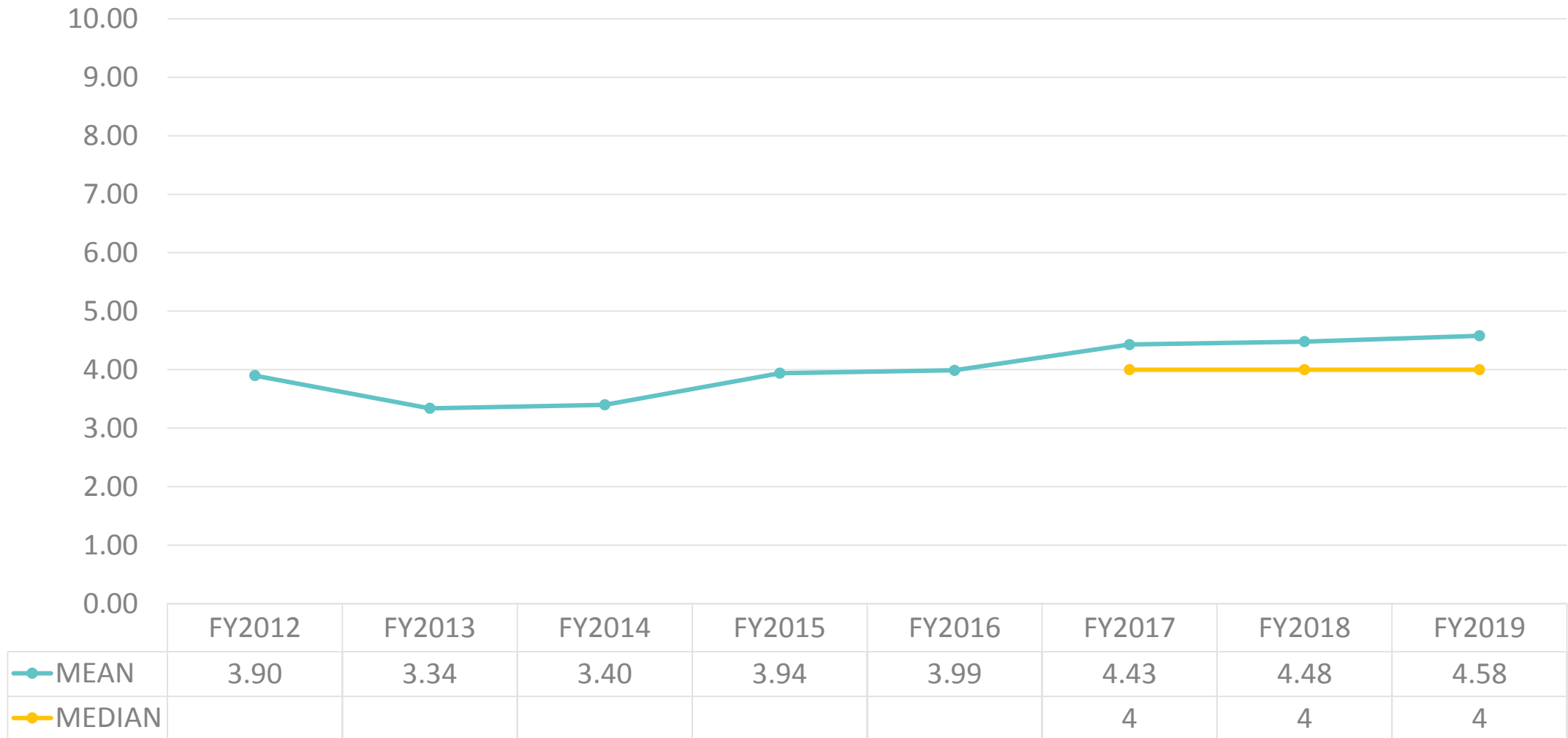
LENGTH OF STAY – SEGMENTATION

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%	9%	2%	11%
	3 nights	11%	9%	27%	6%	11%
	4+	86%	89%	64%	92%	78%
	Total	618	339	11	48	9
SA	Mean	4.58	4.66	6.00	4.75	4.22
	Median	4	4	4	5	4

Prepared by Anthology Research

Q: How many nights did you stay on Guam?

OCCUPATION – Top Responses (10%+)

Occupation	Percentage
Self-employed	17%
Company: Non-Manager	13%
Company: Manager	10%
Company: Engineer	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?
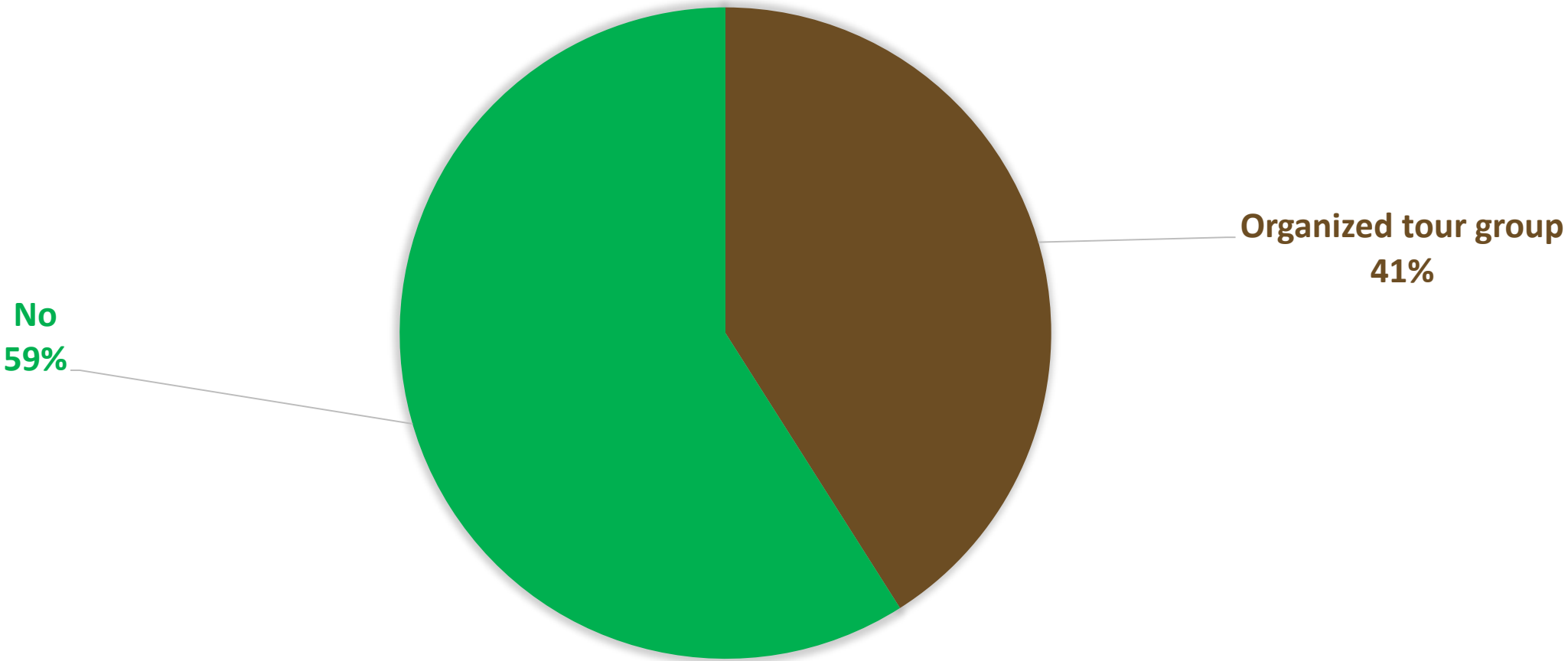
ORGANIZED TOUR GROUP – TRACKING
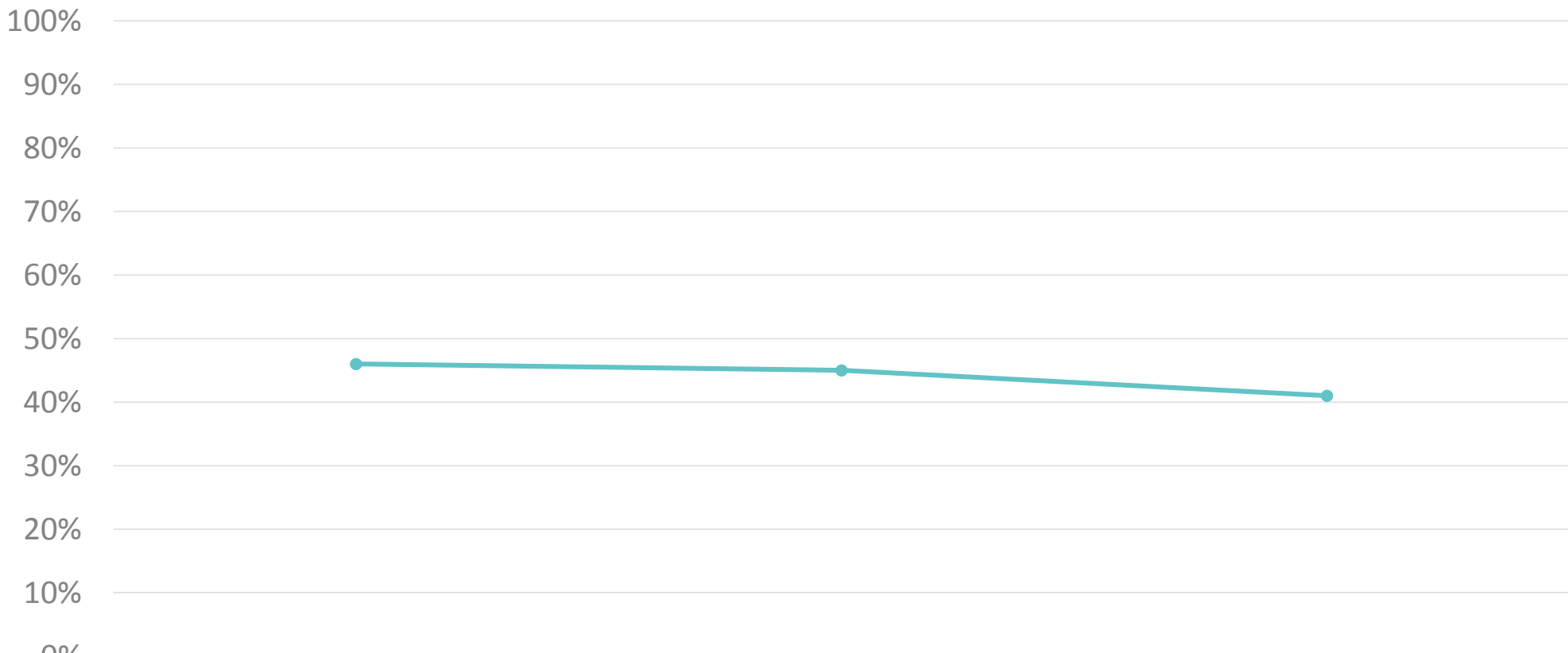
	FY2017	FY2018	FY2019
Organized Group Tour	46%	45%	41%

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

ONLINE BOOKING

No, 29%

**Made Arrangements
Online, 71%**

Q: Did you book any of your travel arrangements online?
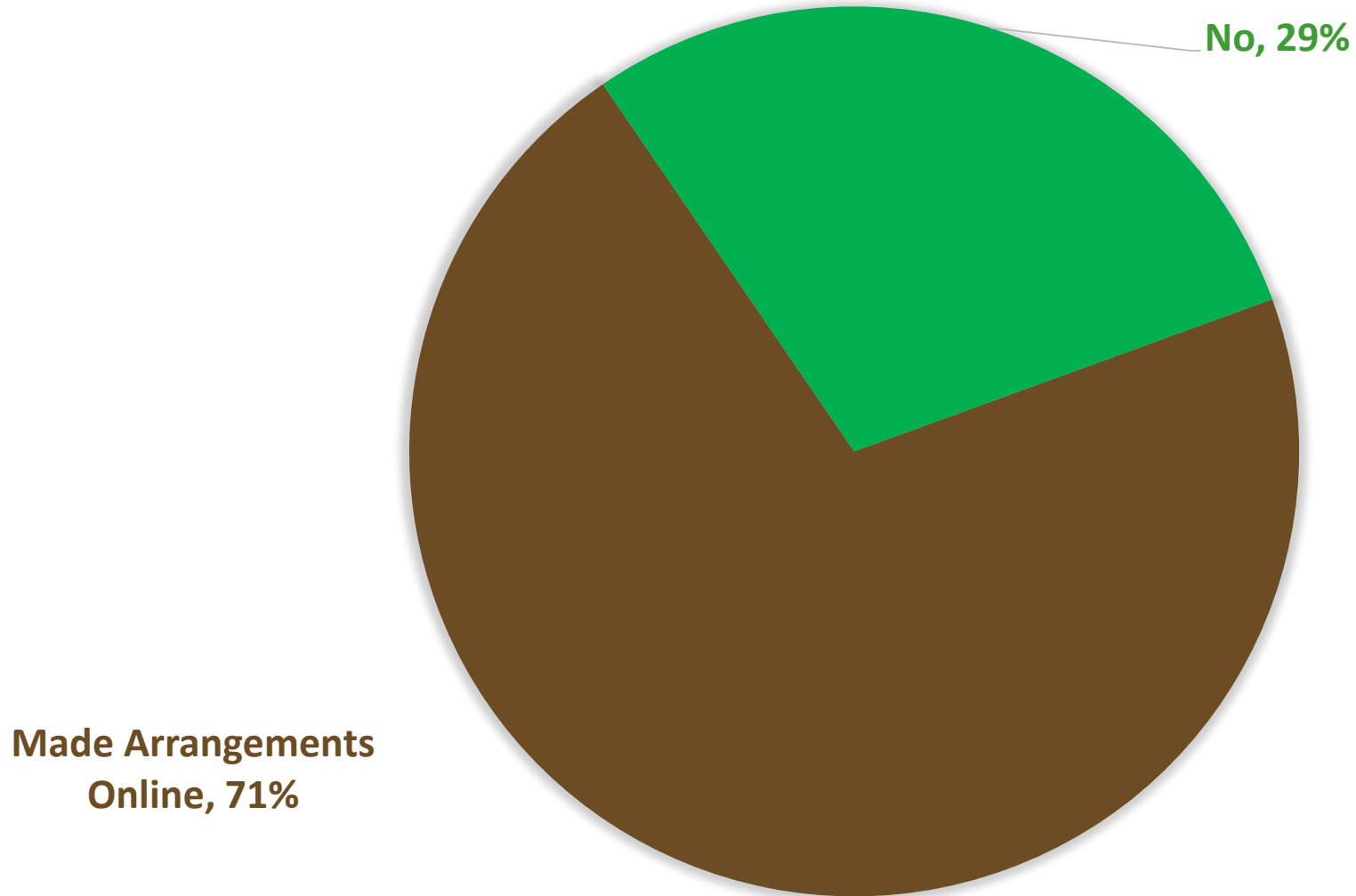
ONLINE BOOKING – TRACKING

	FY2019	FY2020
Online Booking	71%	

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

TRAVEL ARRANGEMENTS

Q: How did you book your travel arrangements to Guam?
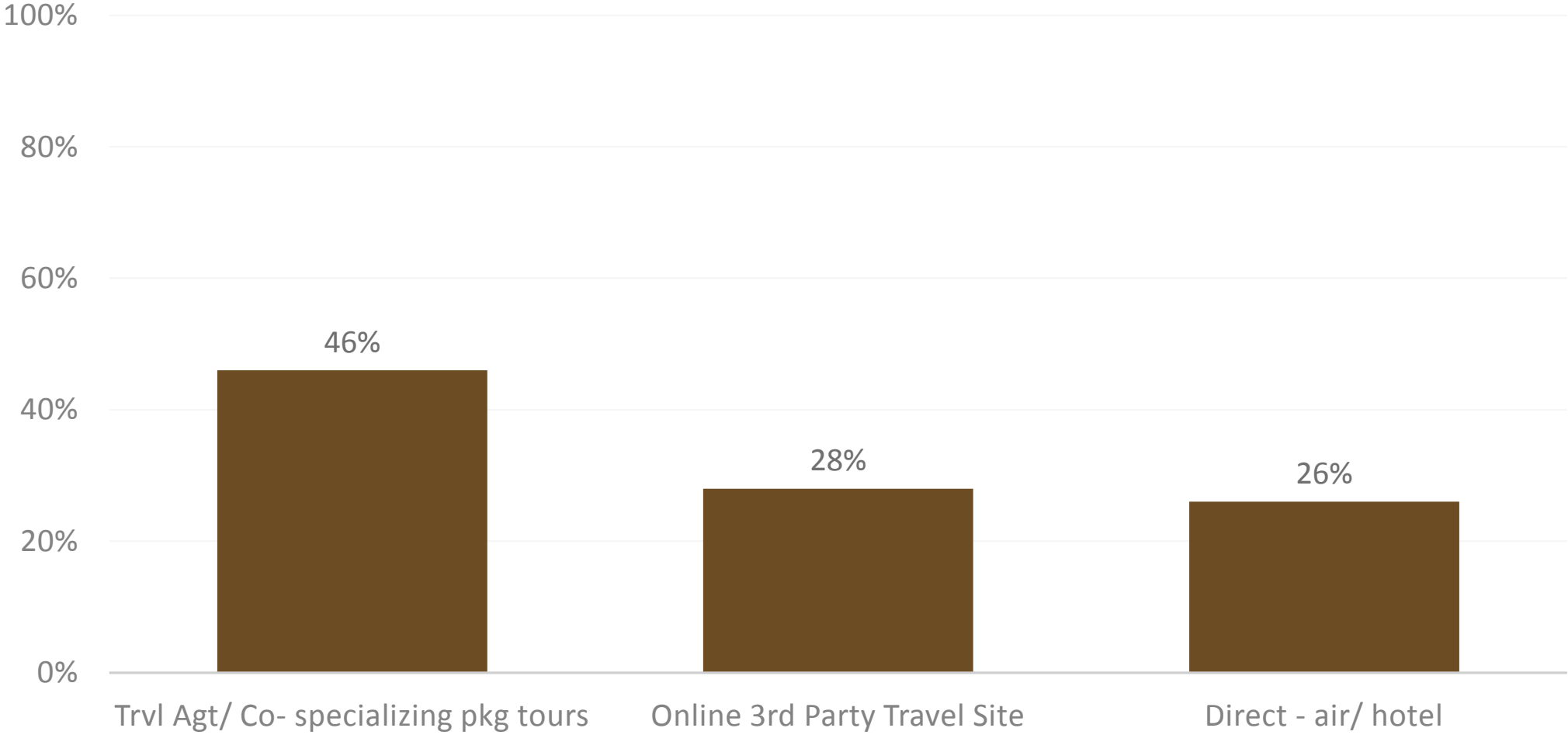
TRAVEL ARRANGEMENTS – TRACKING
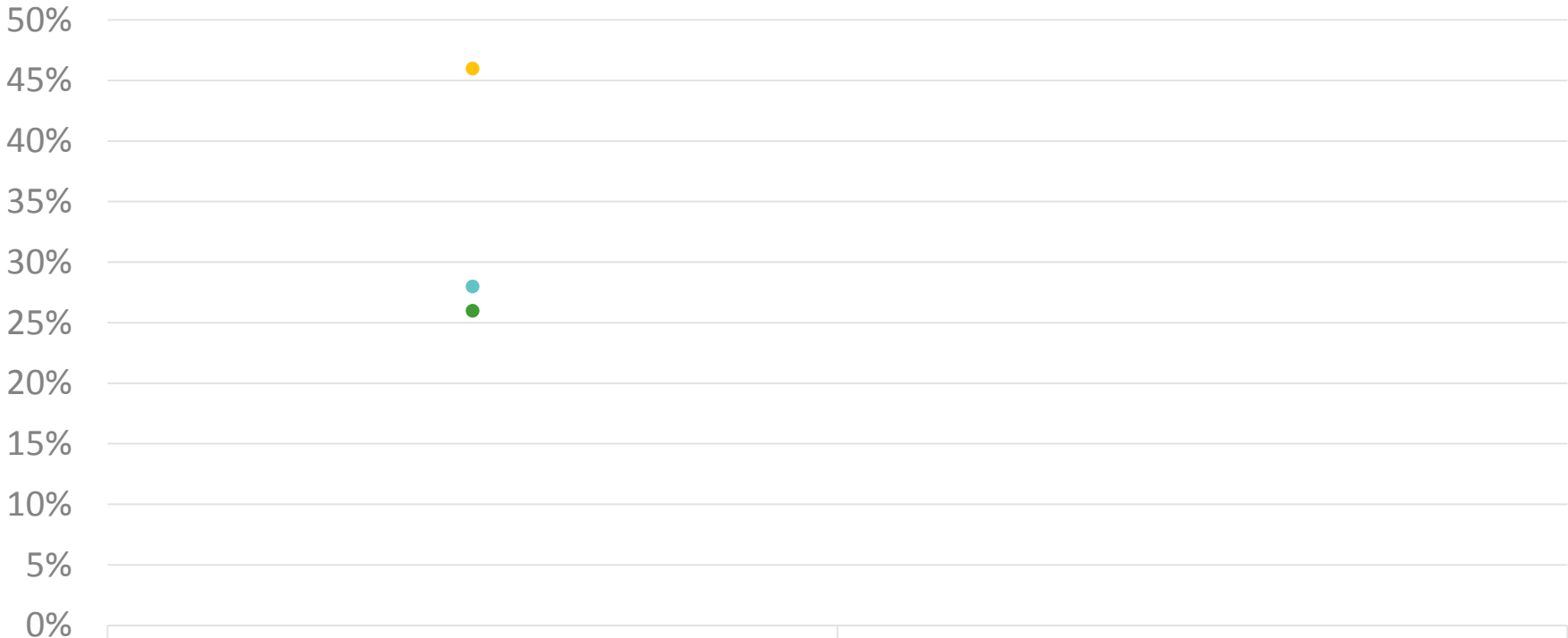
	FY2019	FY2020
Online 3rd Party Travel Site	28%	
Trvl Agt/ Co- specializing pkg tours	46%	
Direct - air/hotel	26%	

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

PREPAID PACKAGE TRIP

No
35%

Prepaid Package Trip
65%

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

PREPAID PACKAGE TRIP

	FY2017	FY2018	FY2019
Prepaid Pkg Trip	78%	77%	65%

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%+)

Bar chart showing travel motivations:
- Natural Beauty: 45%
- Relax: 40%
- Vacation: 23%
- Shopping: 22%
- Scuba: 20%
- Water sport: 17%
- Recomm.: 16%
- Safe to Vacation: 13%
- Sightseeing: 13%
- Short Travel Time: 12%
- Honeymoon: 10%

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

TRAVEL MOTIVATIONS – Top 3

FY2012	FY2013	FY2014	FY2015	FY2016	FY2017
37% Natural Beauty 14% Relax 7% Safety 7% Shopping	28% Natural Beauty 15% Relax 9% Safety	31% Natural Beauty 15% Relax 9% No Visa	43% Natural Beauty 12% Relax 9% Shopping	39% Natural Beauty 12% Relax 7% Shopping	63% Natural Beauty 36% Relax 30% Shopping

FY2018	FY2019
64% Natural Beauty 30% Relax 25% Shopping	45% Natural Beauty 40% Relax 23% Vacation

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	45%	45%	18%	44%	33%
	Just to relax	40%	40%	18%	40%	11%
	Vacation	23%	21%	18%	4%	
	Shopping	22%	22%	9%	17%	22%
	Scuba diving	20%	27%	9%	21%	11%
	Water sports (snorkeling, windsurfing, parasailing)	17%	23%		23%	22%
	Recommendation of friend/ relative/ travel agency	16%	16%	9%	8%	22%
	It is a safe place to spend a vacation	13%	14%		4%	
	Sightseeing/ visiting tourist spots	13%	14%		4%	22%
	Short travel time (not too far from home)	12%	10%	9%	8%	11%
	Honeymoon	10%	12%		100%	11%
	A previous visit	9%	7%		4%	
	Career certification/ testing	6%	2%	9%		11%
	Shop Guam e-Festival	5%	4%	18%		11%
	Price of the tour package	4%	3%	18%	4%	
	Adventure	4%	5%			
	To visit friends or relatives	3%	2%		4%	
	Company/ business trip	2%	1%			
	To Get Married/ attend Wedding	2%	3%		2%	100%
	Incentive trip	2%	2%	82%		
	Travel shows/ agents	2%	1%		4%	
	Social Media networks	1%	1%	9%		
	To golf	0%	1%			
	Convention/ conference/ trade show/ meeting	0%		18%		
	School trip	0%	1%			
	Organized sporting activity/ event	0%	0%			
	Magazines/ newspapers/ publications	0%	0%			
	Total	465	339	11	48	9

Prepared by Anthology Research
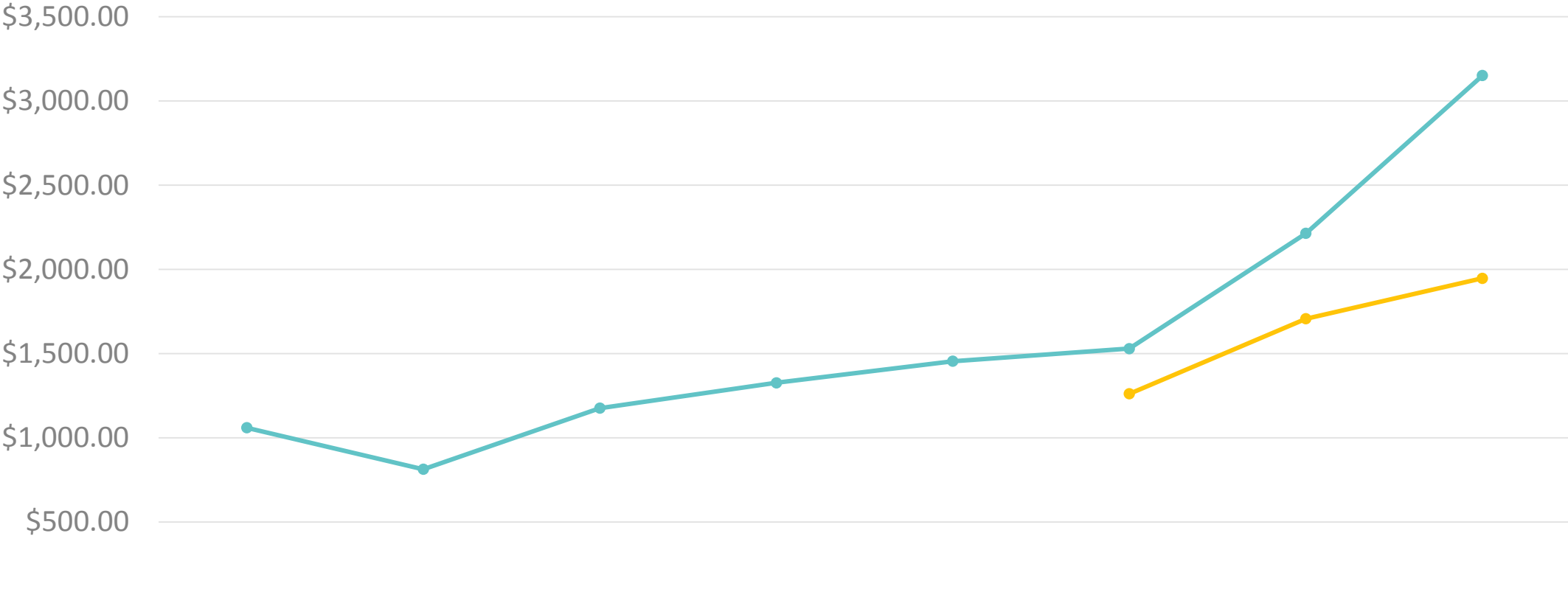
Q: What top three reasons motivated you to travel to Guam on this trip?
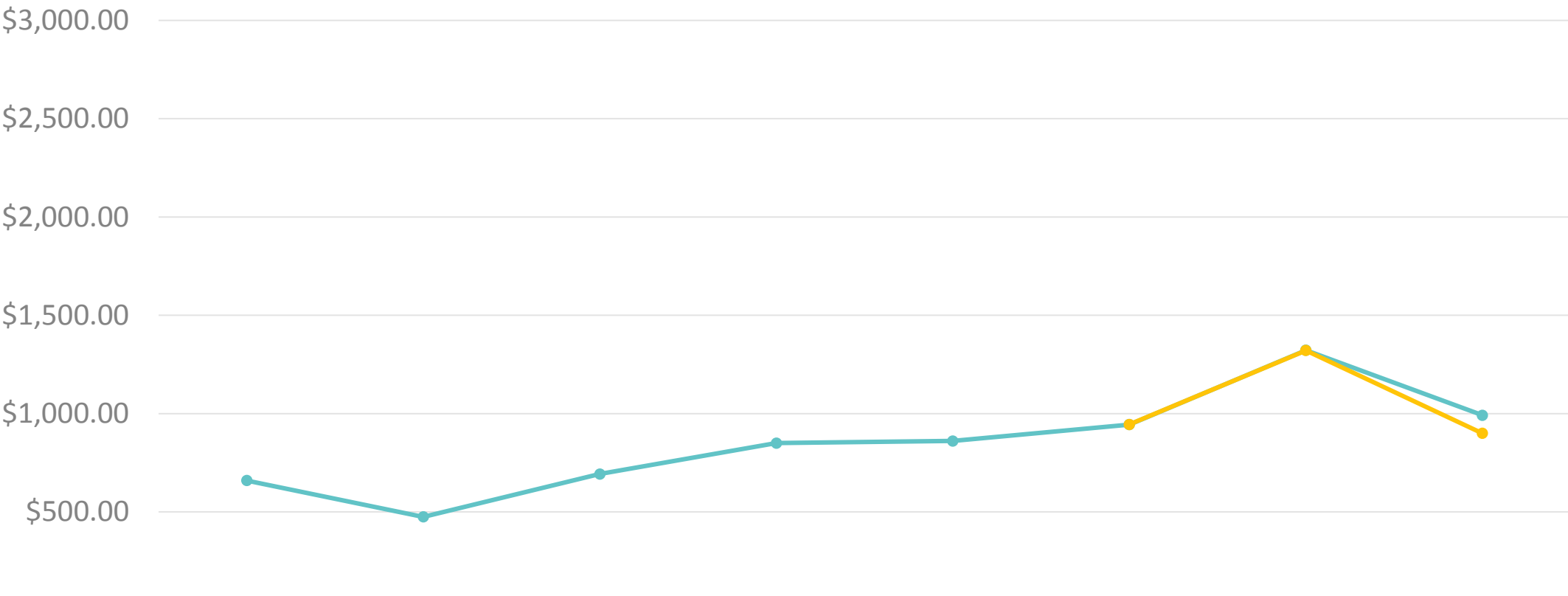
SECTION 3
EXPENDITURES

- $3,150.99 = overall mean average prepaid package expense (for entire travel party) by respondent

- $991.34 = 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

	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	$1,059.30	$812.65	$1,175.55	$1,326.63	$1,454.45	$1,529.16	$2,213.78	$3,150.99
MEDIAN						$1,261.00	$1,707.00	$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

	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	$659.60	$474.49	$692.55	$850.07	$860.68	$944.38	$1,322.48	$991.34
MEDIAN						$945.00	$1,321.00	$900.00

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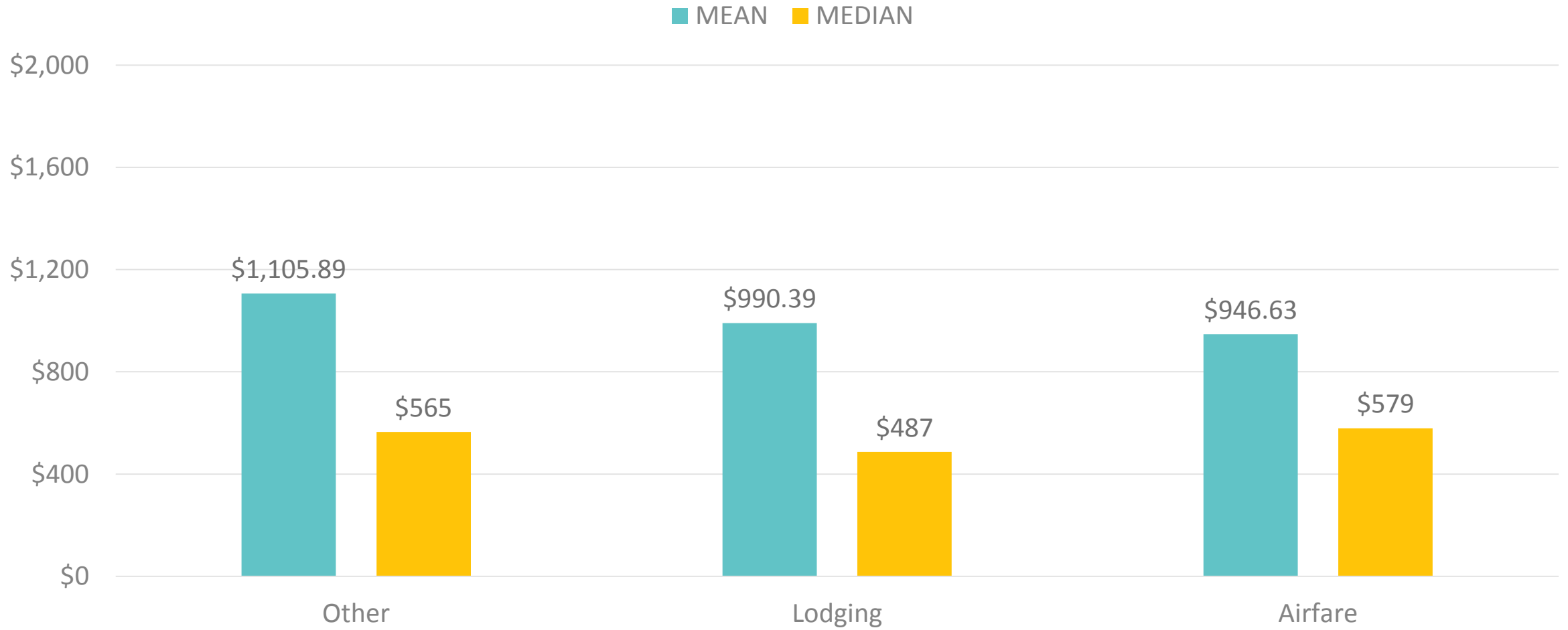
GVB VISITOR SATISFACTION STUDY

Q20 How much did the total prepaid package trip cost for you and other members of your covered travel party? PER PERSON
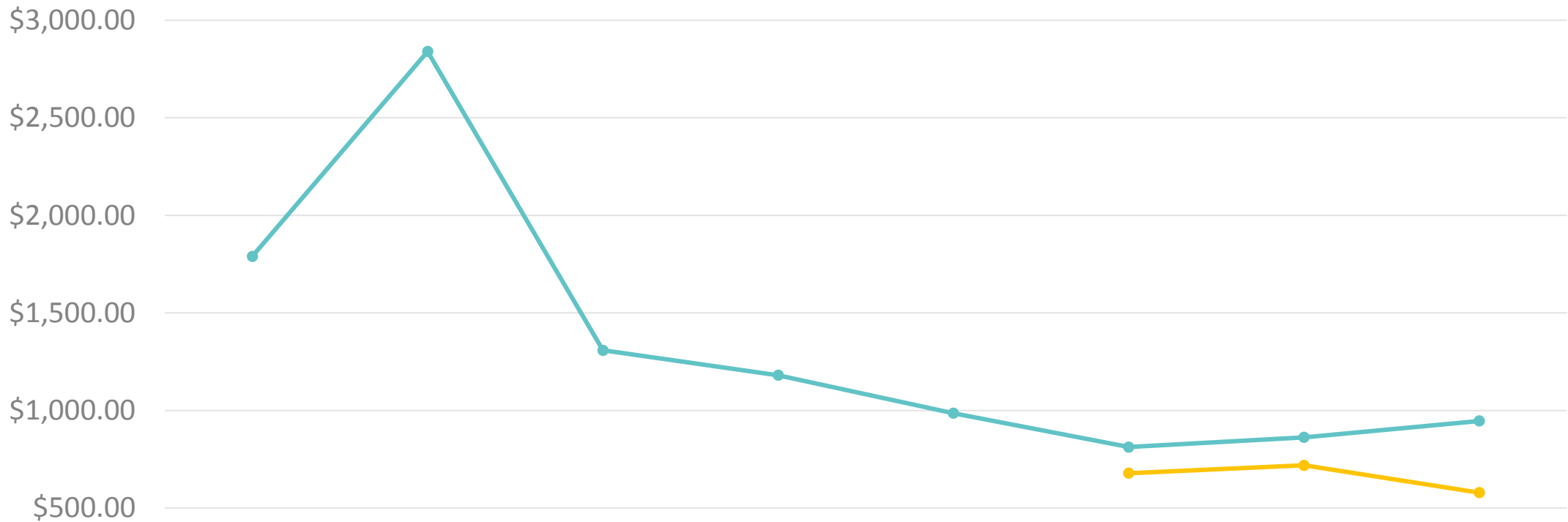
		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOON	WEDDING
		-	-	-	-	-
PREPAID PKG PER PERSON	Mean	$991.34	$1,056.23	$195.57	$987.80	$835.53
	Median	$900	$925	$35	$945	$900

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

Chart: MEAN (teal) vs MEDIAN (yellow)

Category	MEAN	MEDIAN
Other	$1,105.89	$565
Lodging	$990.39	$487
Airfare	$946.63	$579

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

Prepaid–Tracking: Airfare

	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	$1,790.00	$2,840.26	$1,308.57	$1,180.66	$986.20	$812.70	$862.63	$946.63
MEDIAN						$679.00	$719.00	$579.00

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

Prepaid–Tracking: Accommodations
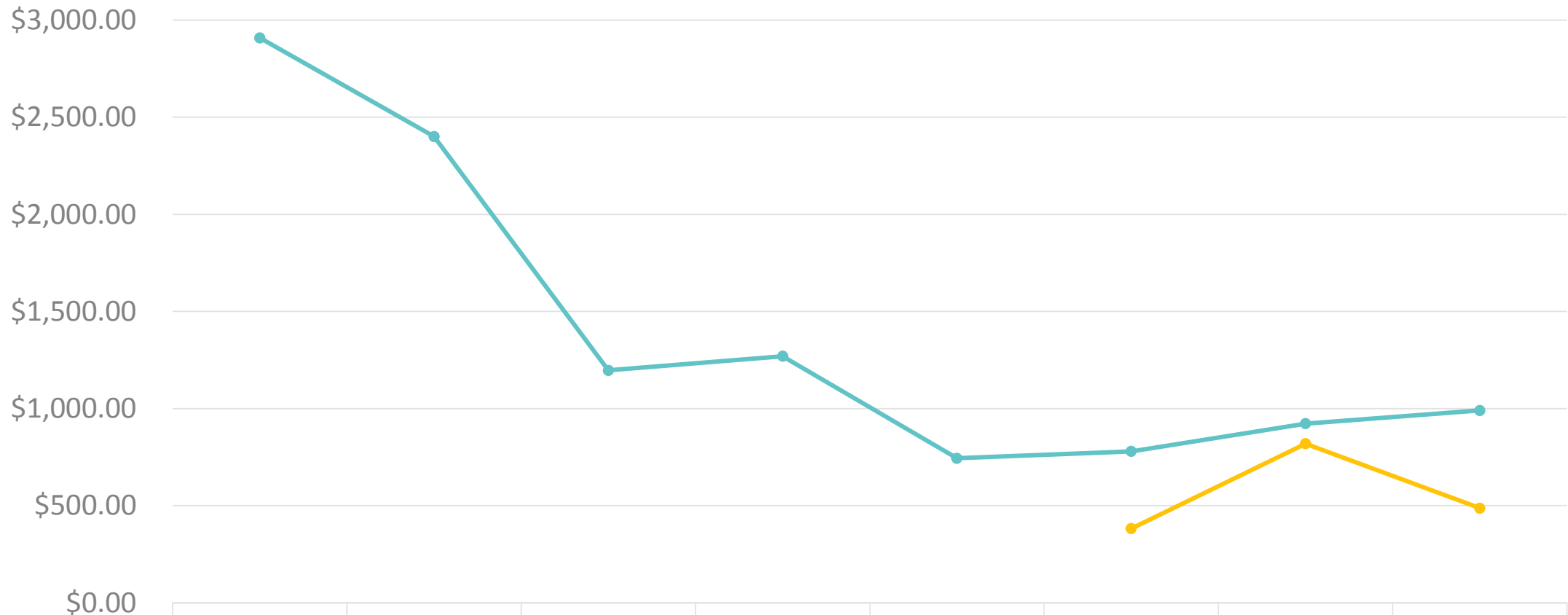
	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	$2,909.30	$2,400.94	$1,197.05	$1,269.31	$744.25	$779.42	$922.77	$990.39
MEDIAN						$382.00	$819.00	$487.00

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

PREPAID PACKAGE – BREAKDOWN

Q: What did the prepaid package include?

50
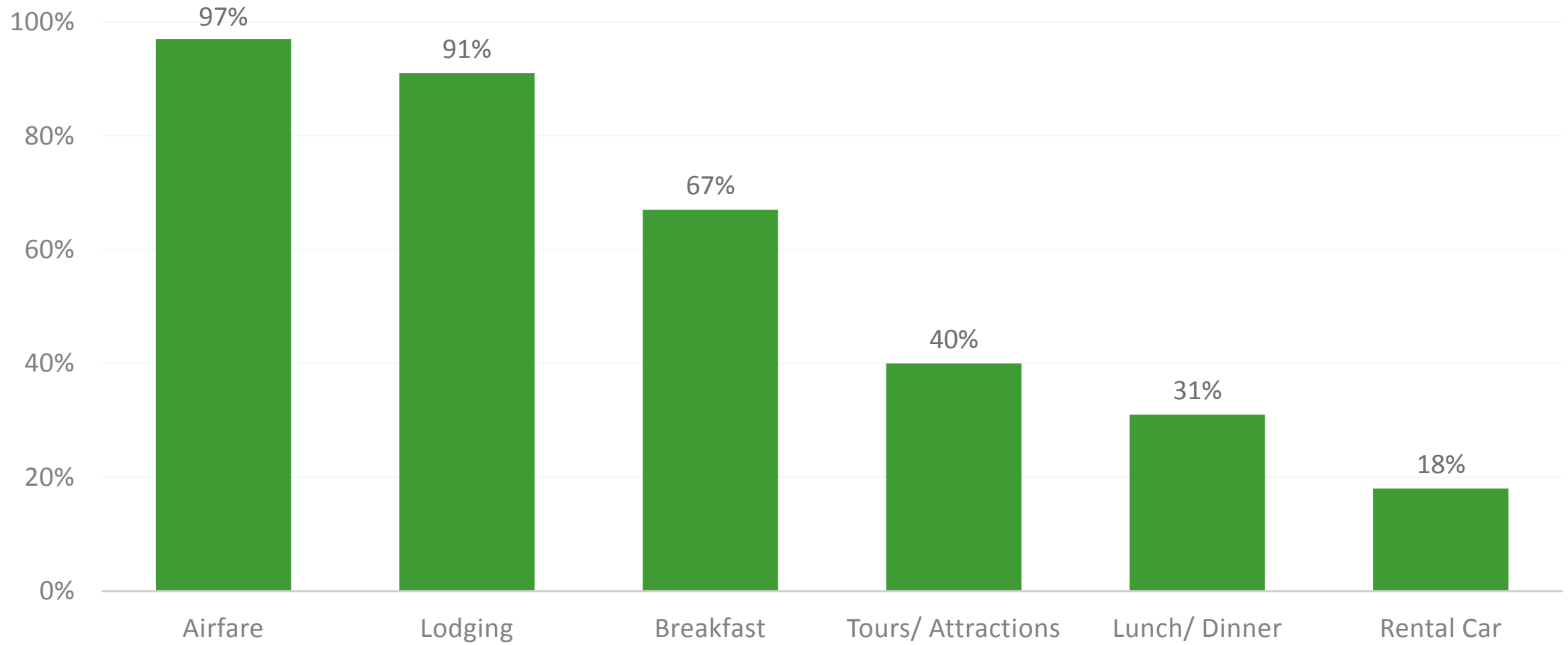
- $2,216.76 = overall mean average airfare expense (for entire travel party) by respondent

- $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
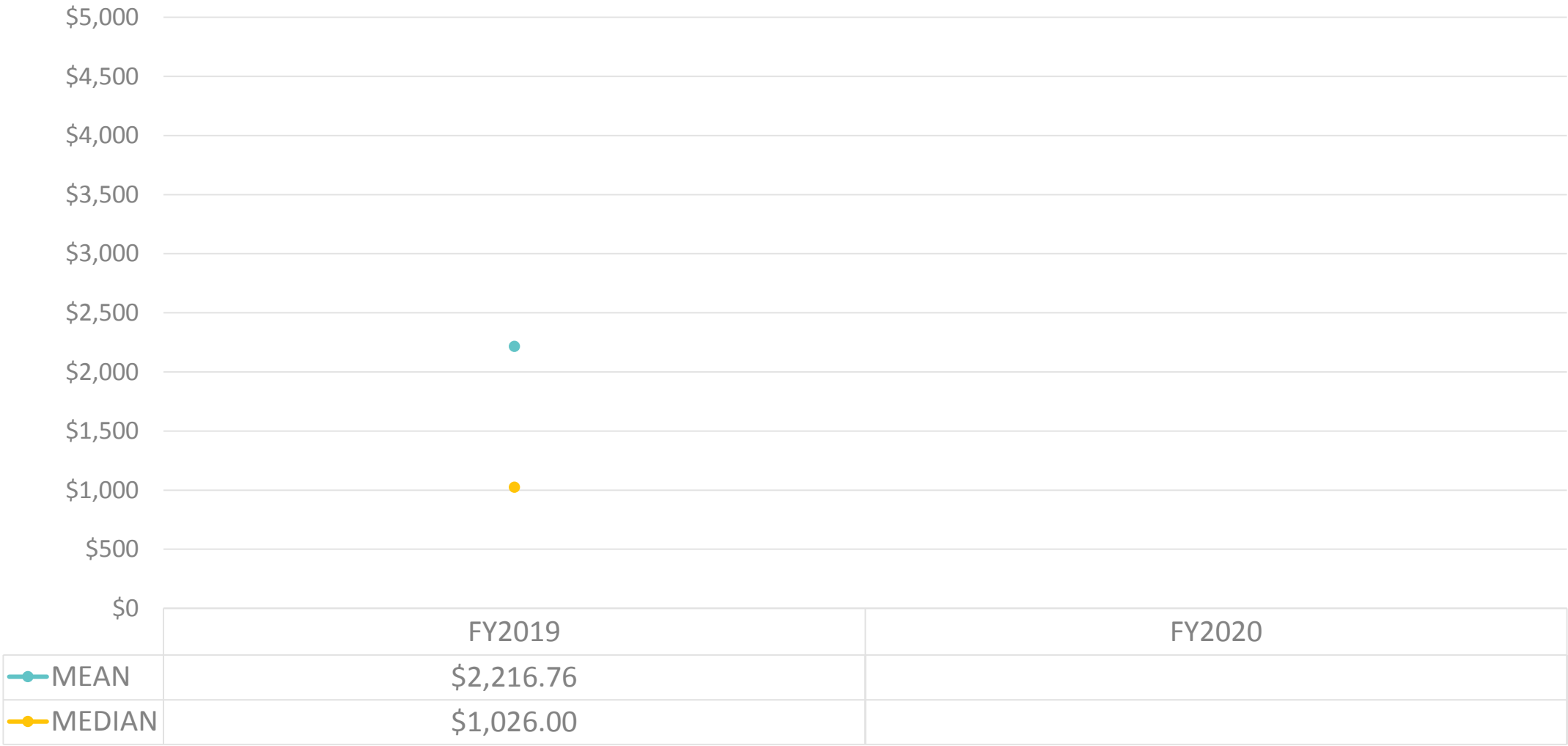
	FY2019	FY2020
MEAN	$2,216.76	
MEDIAN	$1,026.00	

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 (Per Person) TRACKING

	FY2019	FY2020
●— MEAN	$596.55	
●— MEDIAN	$480.00	

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)?

- $2,440.26 = overall mean average expense (for entire travel party) by respondent

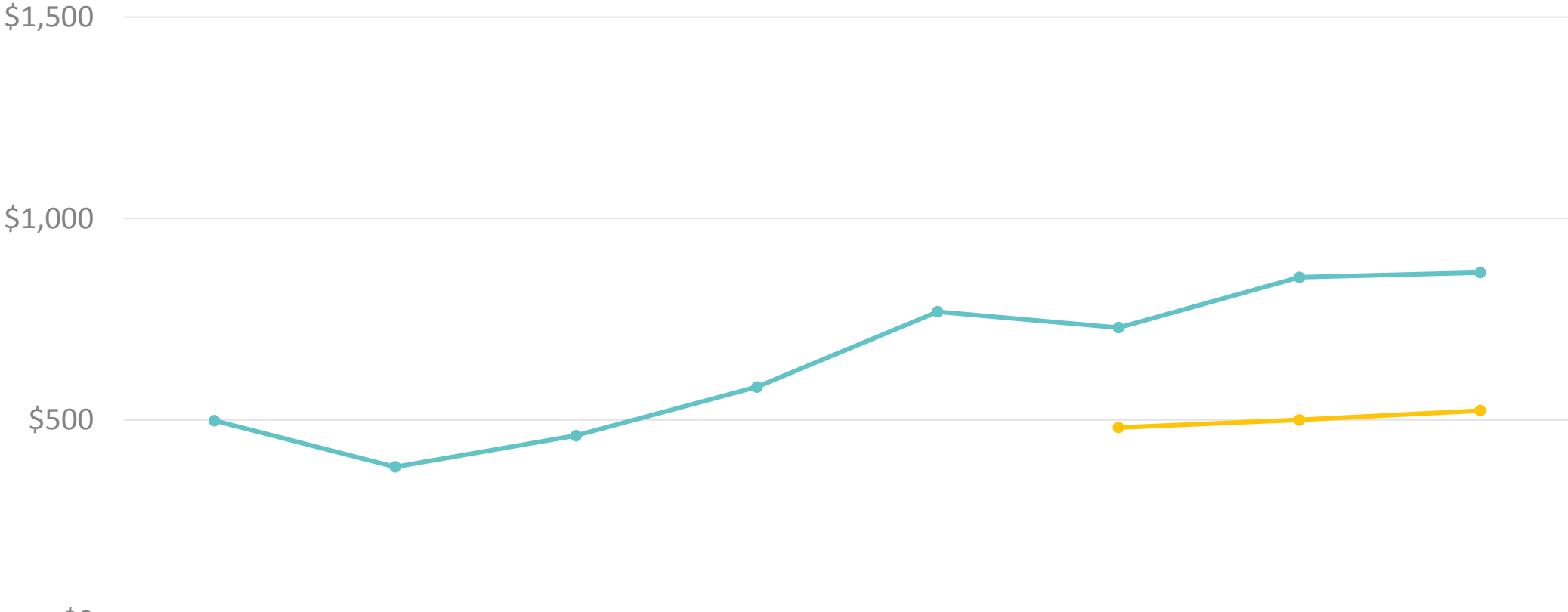- $865.84 = overall mean average **per person** expenditures

ONISLE – TRAVEL PARTY TRACKING
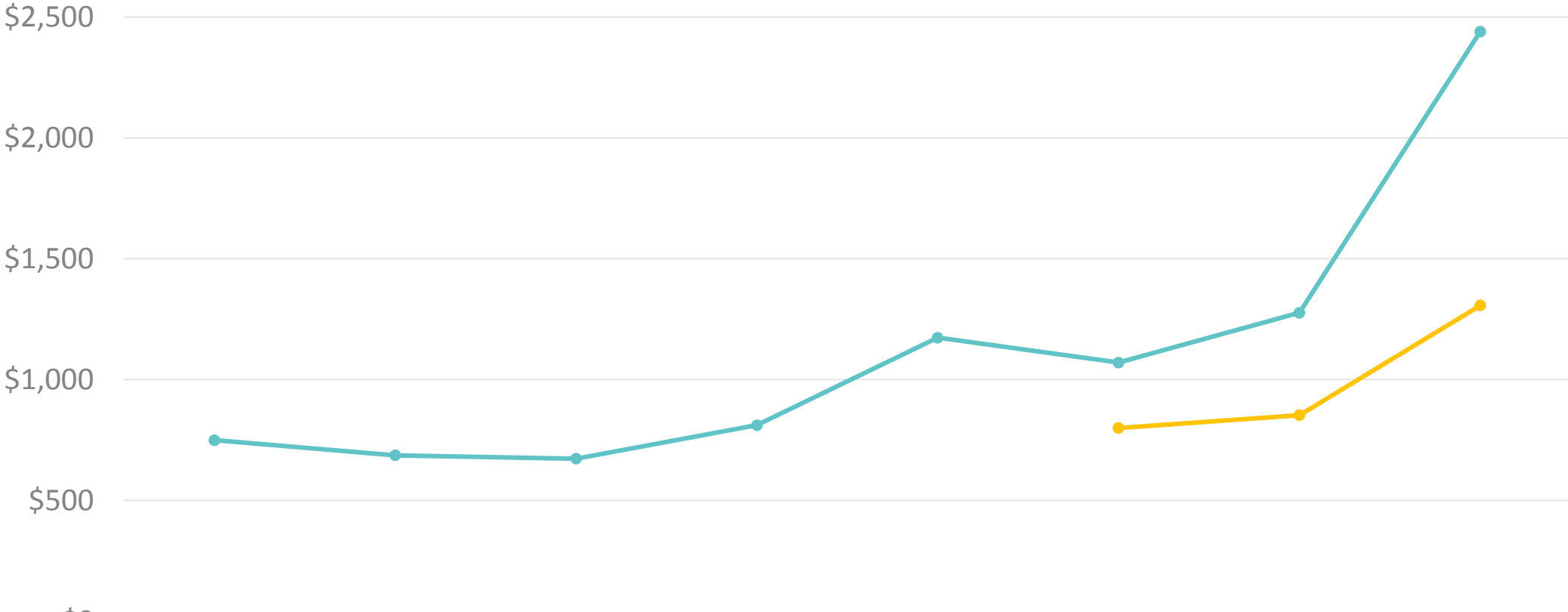
	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	$749.10	$686.74	$672.69	$811.55	$1,173.74	$1,070.71	$1,276.53	$2,440.26
MEDIAN						$800.00	$853.00	$1,307.00

ONISLE – PER PERSON TRACKING

	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	$498.30	$383.07	$460.91	$581.57	$768.57	$729.17	$854.09	$865.84
MEDIAN						$481.00	$500.00	$523.00

ONISLE – PER DAY SPENDING

Legend: ■ MEAN ■ MEDIAN

Chart values:
- TRAVEL PARTY: Mean $606.77, Median $278
- PER PERSON: Mean $254.40, Median $127

Y-axis: $0, $500, $1,000, $1,500

57
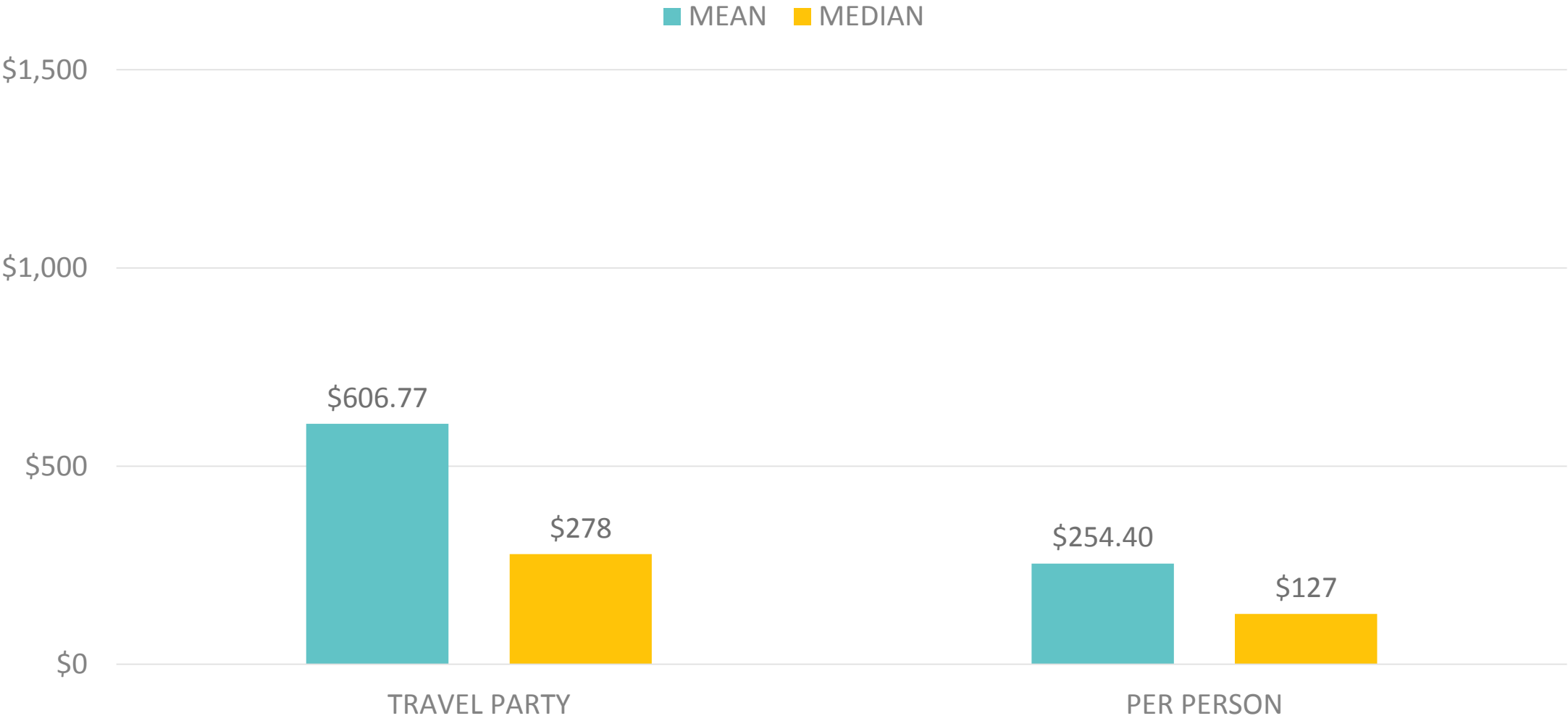
ONISLE – TRAVEL PARTY/ PER DAY TRACKING
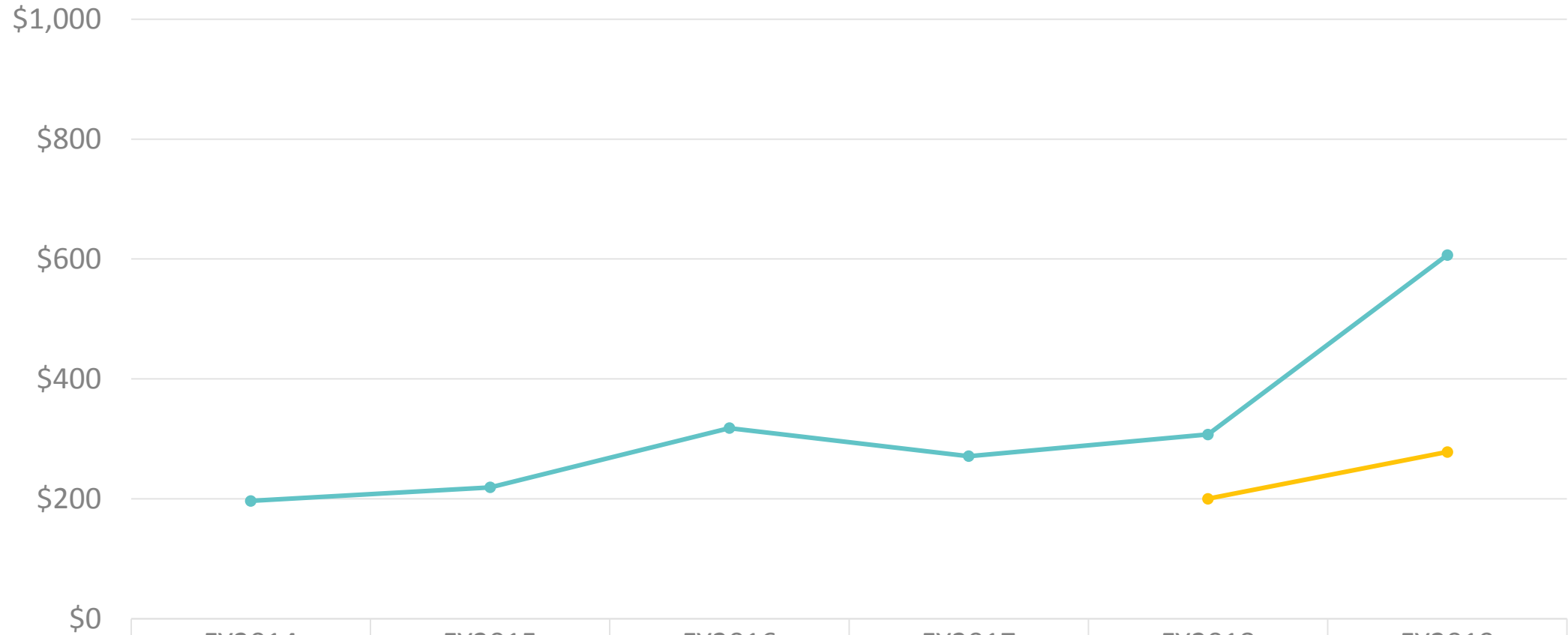
	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	$196.53	$219.07	$317.92	$271.04	$307.36	$606.77
MEDIAN					$200.00	$278.00

ONISLE – PER PERSON/ PER DAY TRACKING
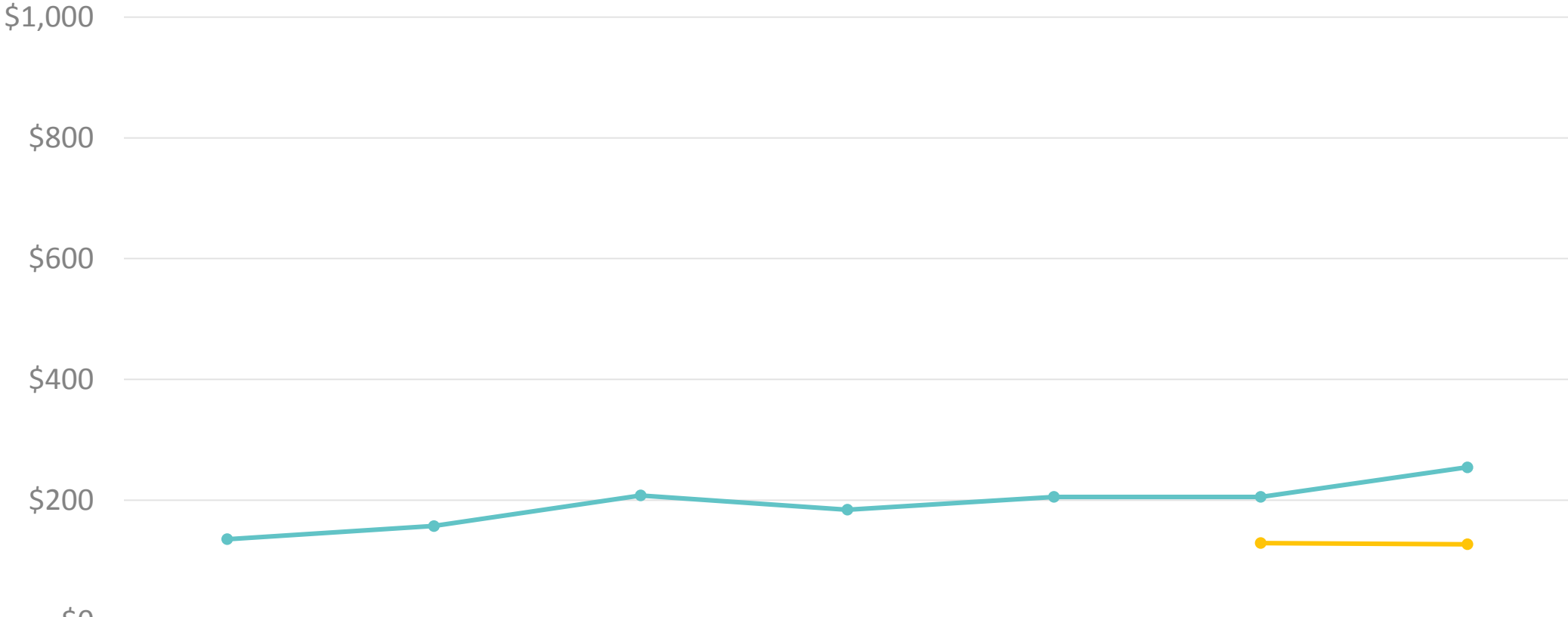
	FY2014	FY2015	FY2016	FY2017	FY2018	FY2018	FY2019
MEAN	$135.37	$157.30	$207.92	$184.16	$205.37	$205.37	$254.40
MEDIAN						$129.00	$127.00

ONISLE – ACCOMMODATIONS TRACKING
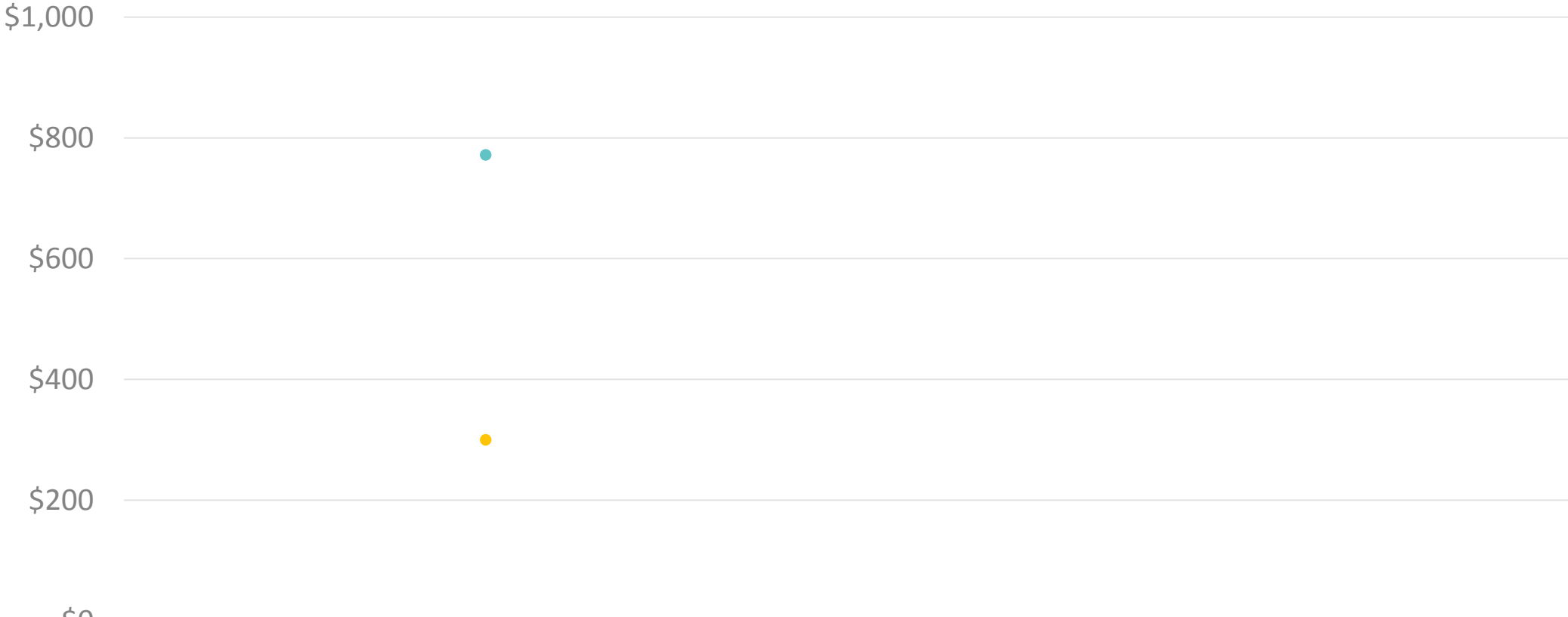
	FY2019	FY2020
—●— MEAN	$771.77	
—●— MEDIAN	$300.00	

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

ONISLE – FOOD & BEVERAGE

MEAN   MEDIAN

	TOTAL	Restaurants/ Bars	Groceries/ Snacks	Other
MEAN	$455.43	$317.32	$70.41	$67.70
MEDIAN	$200	$150	$0	$0

Q: How much additional did you and your family spend on Guam – Food & Beverage?
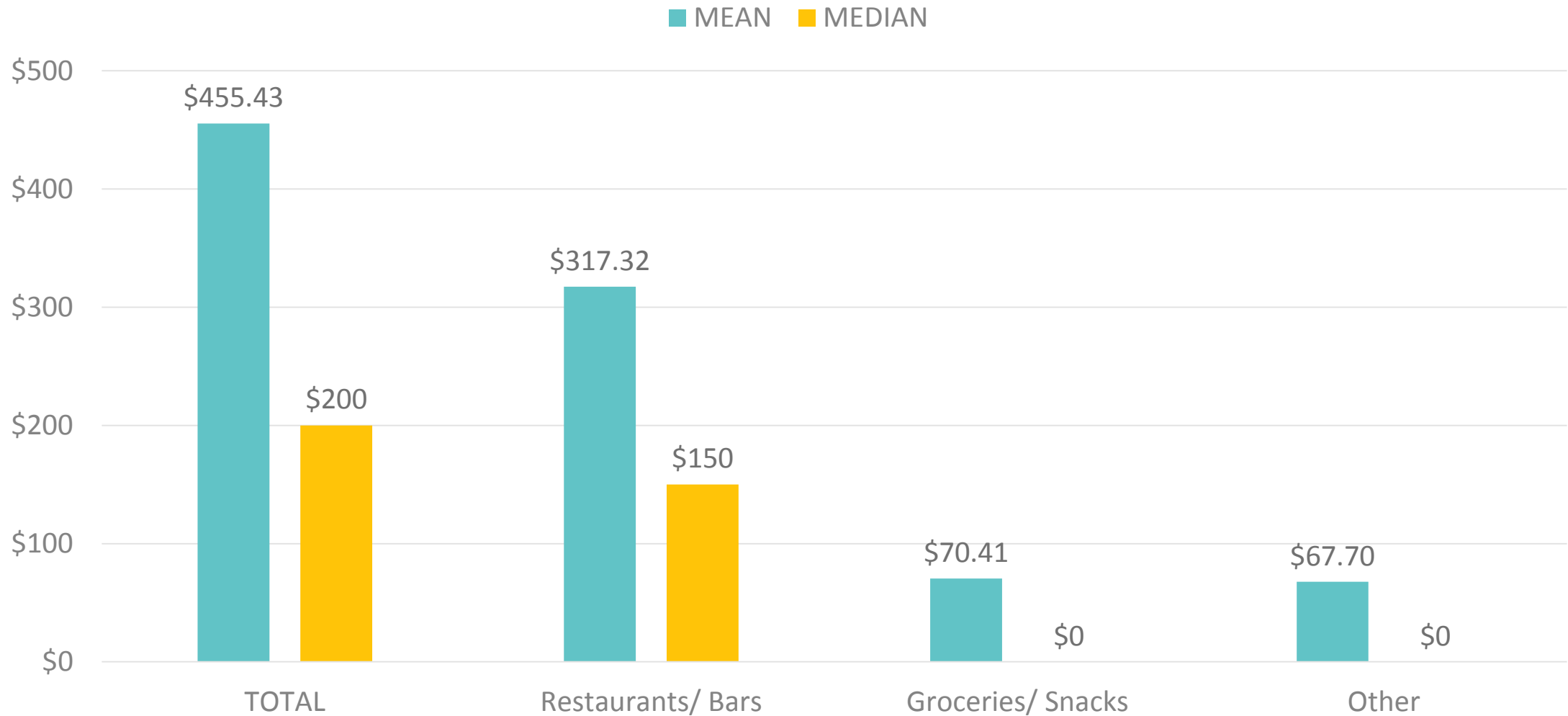
ONISLE – TOTAL FOOD & BEVERAGE TRACKING
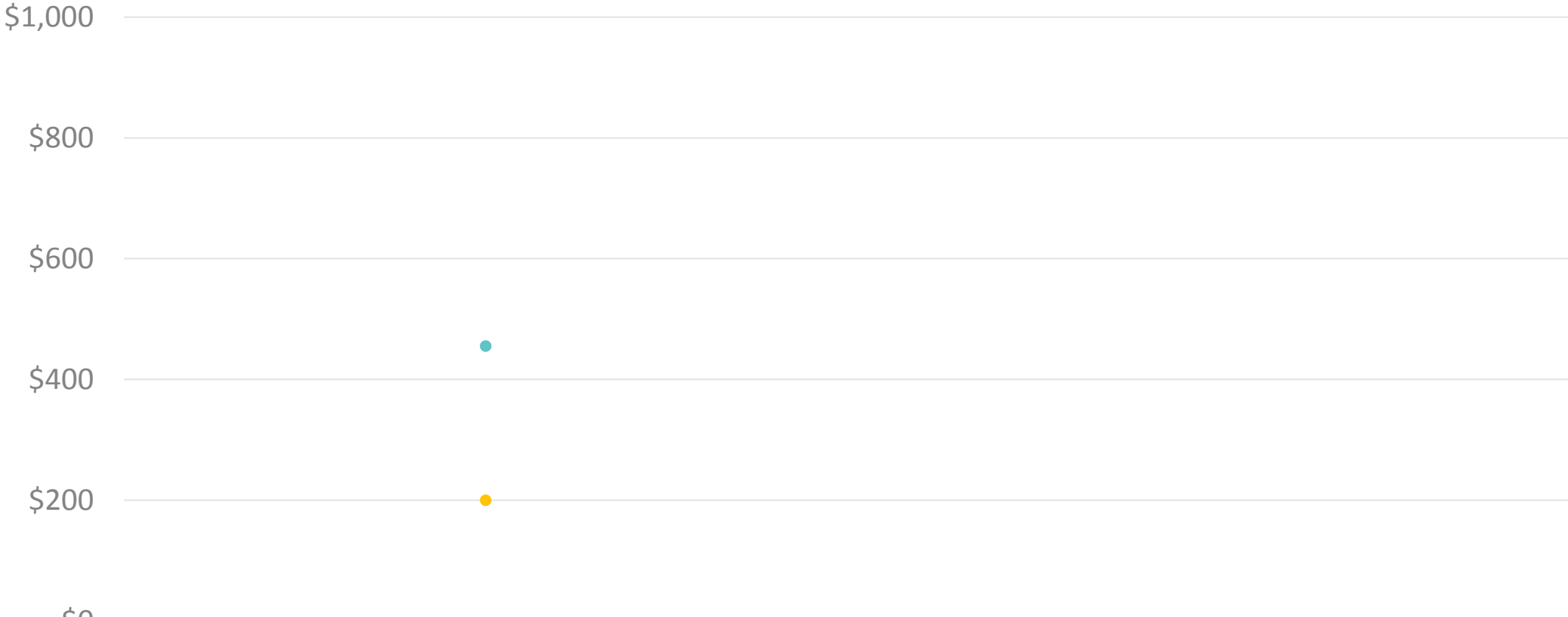
	FY2019	FY2020
—●—MEAN	$455.43	
—●—MEDIAN	$200.00	

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

ONISLE – ENTERAINMENT & RECREATION

■ MEAN   ■ MEDIAN

TOTAL: MEAN $294.98, MEDIAN $100
Attractions & Entertainment: MEAN $196.87, MEDIAN $0
Recreation & Sports: MEAN $76.18, MEDIAN $0
Other Activities/ Tours: MEAN $21.93, MEDIAN $0

Q: How much additional did you and your family spend on Guam – Entertainment & Recreation?
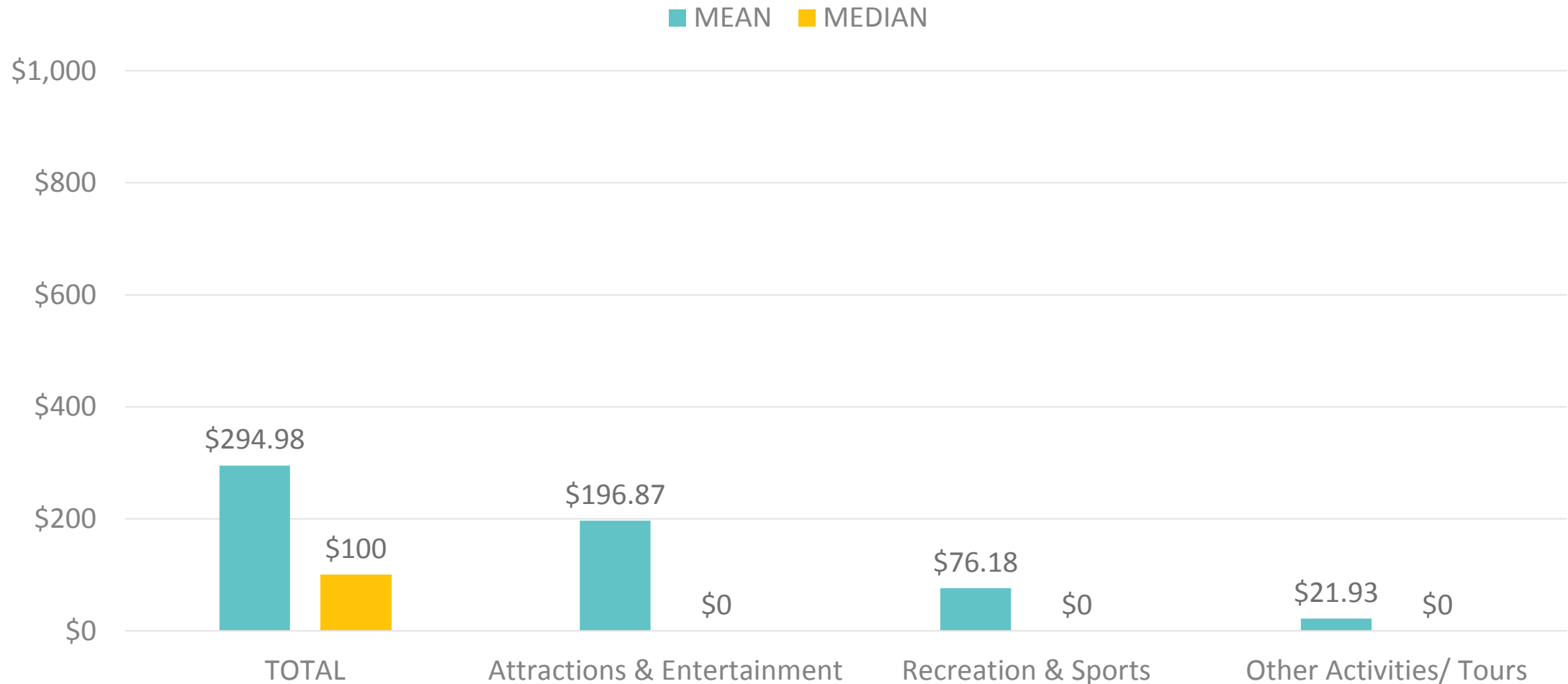
ONISLE – TOTAL ENTERTAINMENT & RECREATION TRACKING
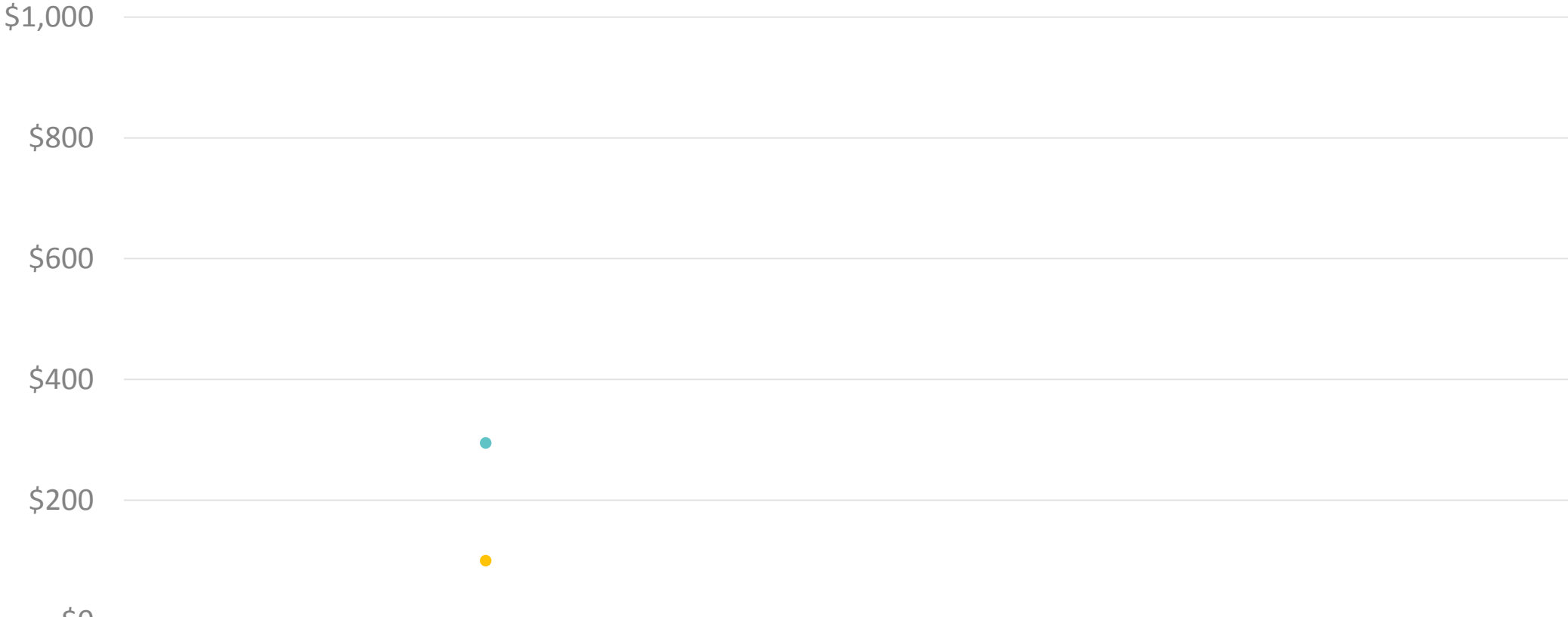
	FY2019	FY2020
MEAN	$294.98	
MEDIAN	$100.00	

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

ONISLE – TRANSPORTATION

Legend: ■ MEAN ■ MEDIAN

	TOTAL	Rental Car/ scooter/ bicycle	Bus, taxi, trolley, etc	Other
MEAN	$76.22	$41.65	$29.44	$5.13
MEDIAN	$12	$0	$0	$0

Q: How much additional did you and your family spend on Guam – Transportation?
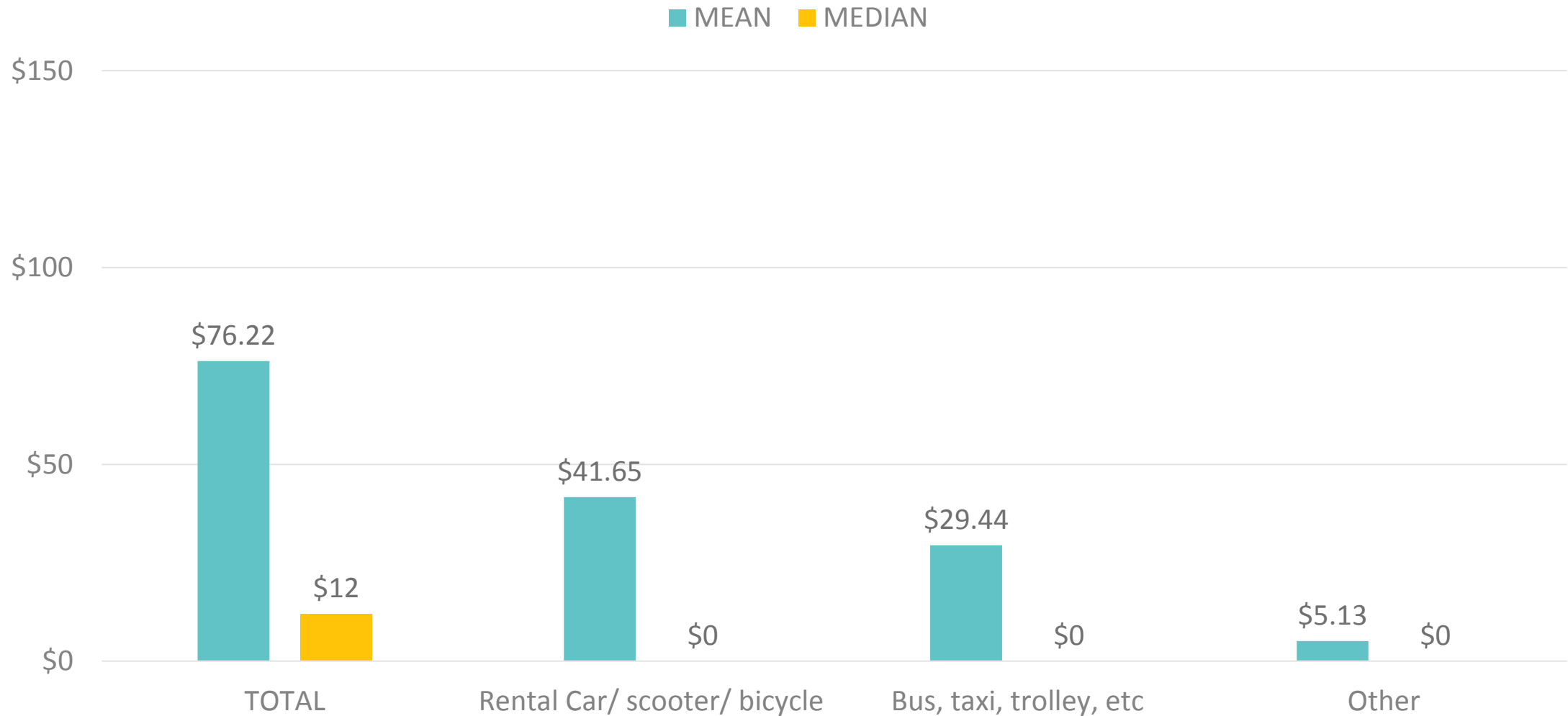
ONISLE – TOTAL TRANSPORTATION TRACKING
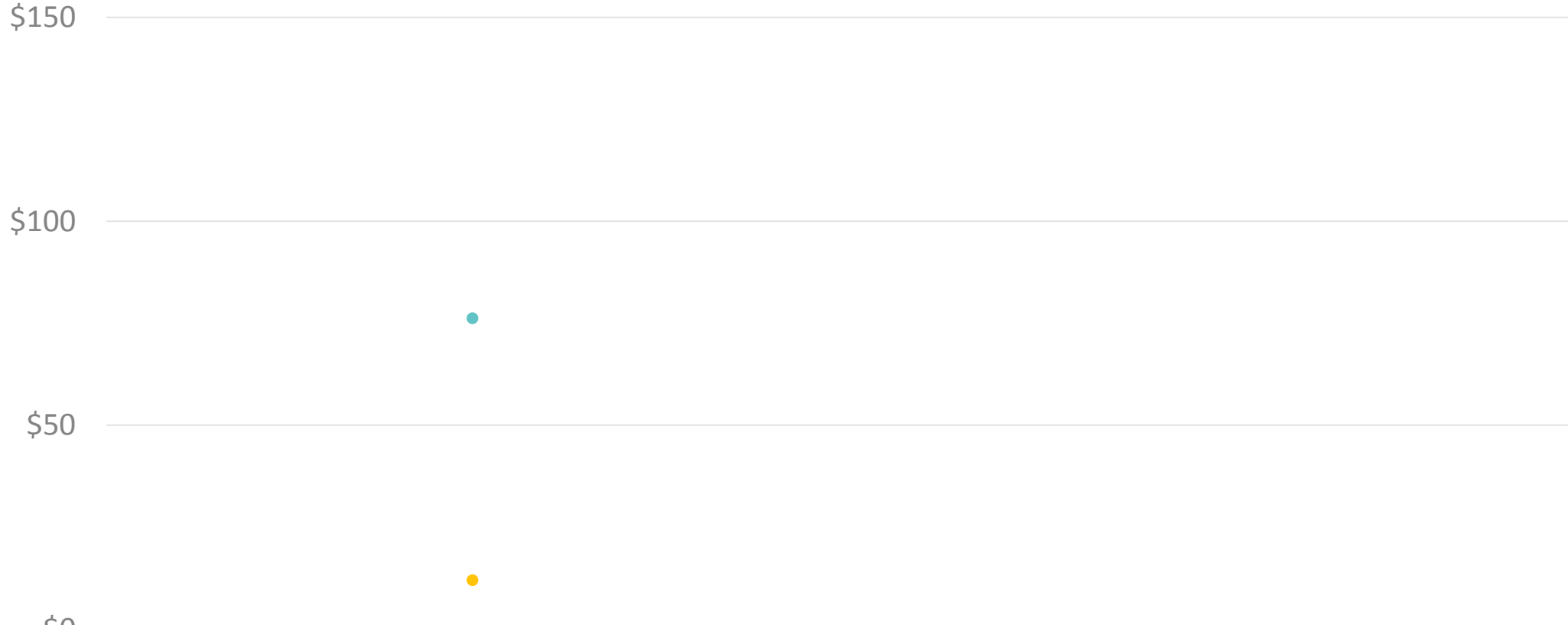
	FY2019	FY2020
●MEAN	$76.22	
●MEDIAN	$12.00	

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

ONISLE – SHOPPING

Legend: ■ MEAN   ■ MEDIAN

Category	MEAN	MEDIAN
TOTAL	$887.57	$150
Fashion & Clothing	$261.52	$0
Other	$187.07	$0
Accessories	$185.89	$0
Cosmetics/Perfume	$72.82	$0
Food - take home	$71.16	$0
Jewelry/Watches	$58.68	$0
Souvenirs	$50.44	$0

Q: How much additional did you and your family spend on Guam – Shopping?
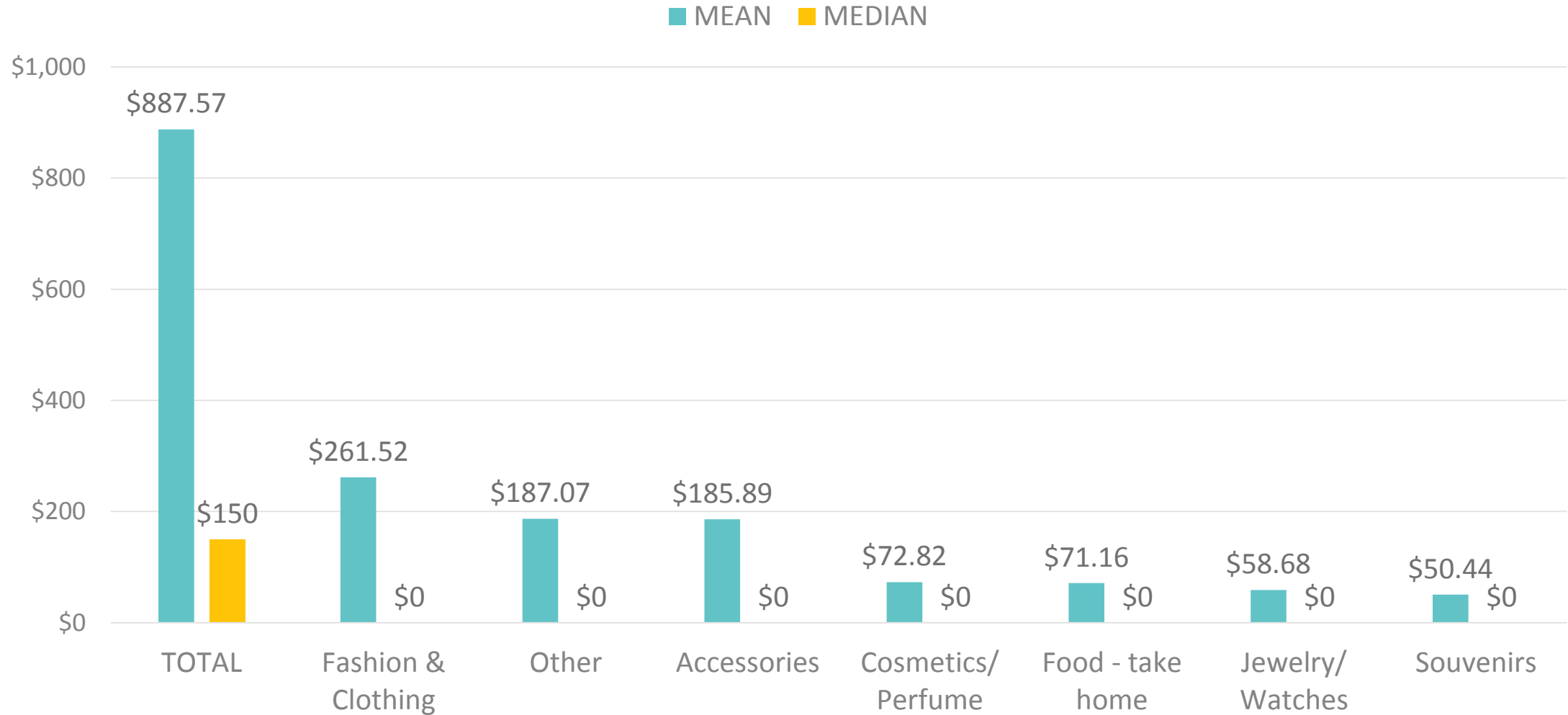
ONISLE – TOTAL SHOPPING TRACKING
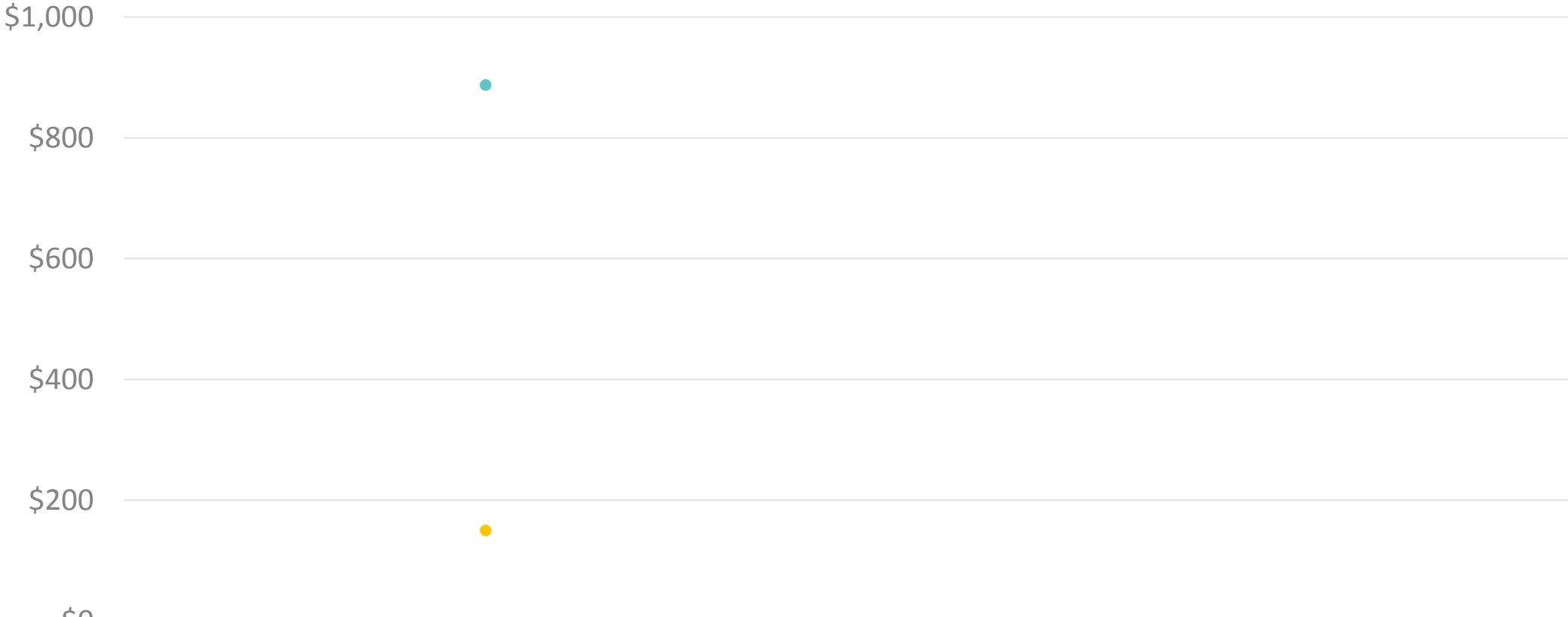
	FY2019	FY2020
MEAN	$887.57	
MEDIAN	$150.00	

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

ONISLE – MISCELLANEOUS

■ MEAN ■ MEDIAN

	TOTAL	Household Items	Health/ Wellness	Electronics	Other
MEAN	$13.35	$6.24	$2.74	$2.70	$1.68
MEDIAN	$0	$0	$0	$0	$0

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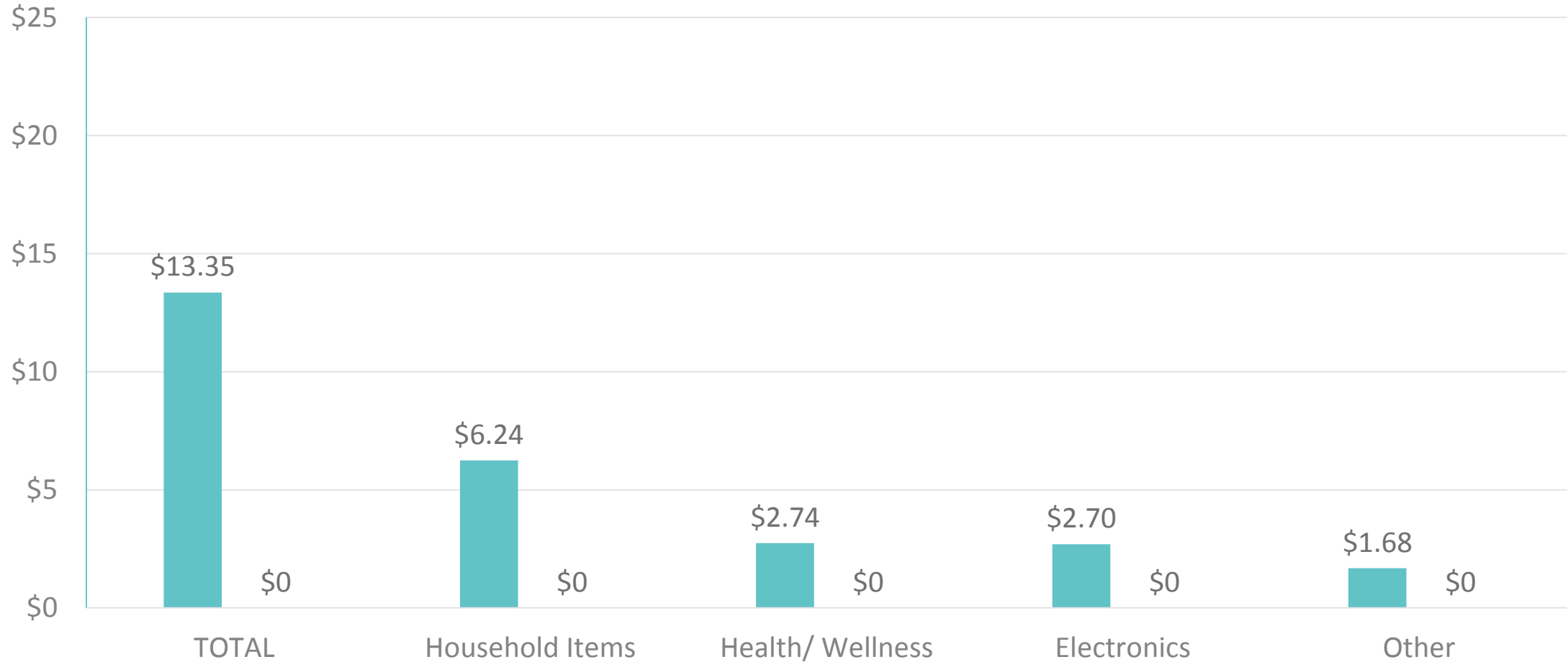
ONISLE – MISCELLANEOUS TRACKING

	FY2019	FY2020
MEAN	$13.35	
MEDIAN	$0.00	

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

TOTAL EXPENDITURES PER PERSON (ONISLE + PREPAID)

- $1,633.64 = Mean average per person

- $1,303.00 = Median amount spent per person

TOTAL EXPENDITURES PER PERSON TRACKING
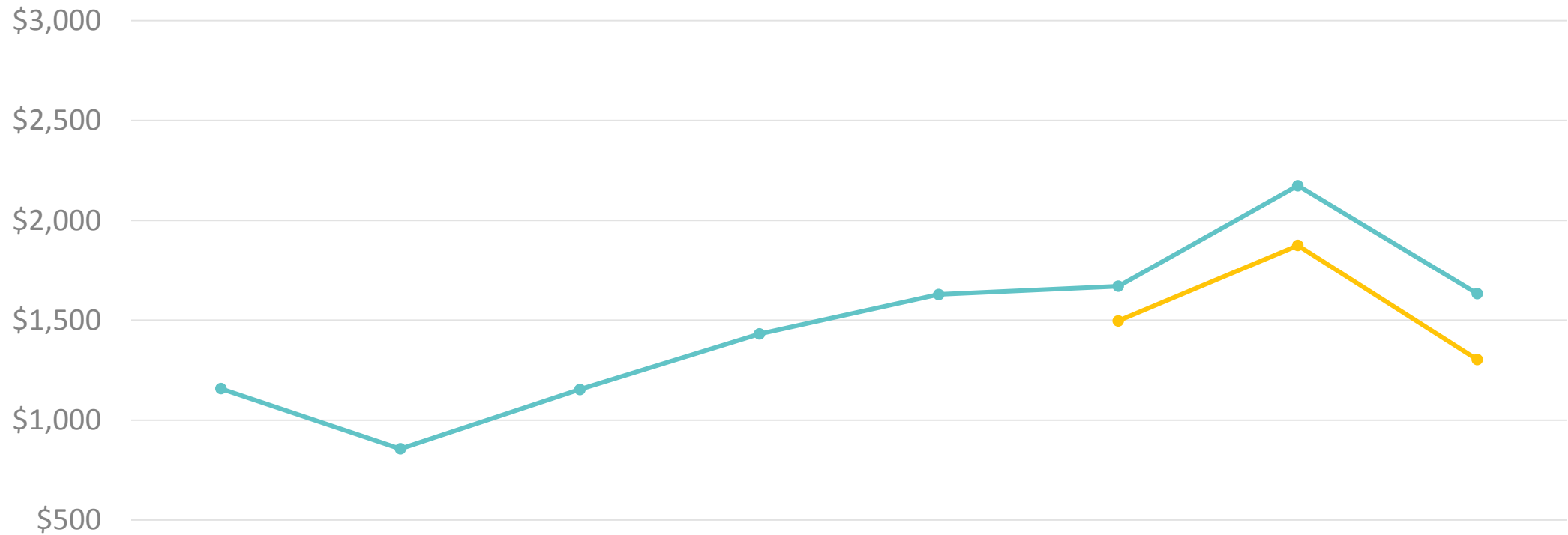
	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	$1,158.10	$856.56	$1,153.46	$1,431.64	$1,629.26	$1,670.59	$2,174.21	$1,633.64
MEDIAN						$1,497.00	$1,875.00	$1,303.00

GUAM AIRPORT EXPENDITURE TRACKING

	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	$30.30	$15.81	$45.89	$84.23	$140.50	$158.07	$118.79	$144.69
MEDIAN							$15.00	$20.00

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

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

FY2012: 5.4
FY2013: 5.64
FY2014: 5.56
FY2015: 5.87
FY2016: 6.03
FY2017: 5.97
FY2018: 5.84 (27%)
FY2019: 5.97 (31%)

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

OVERALL SATISFACTION – 10PT SCALE

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	25%
Relax	15%
Shopping	12%
Natural beauty	9%
Activities- variety	9%
"Hafa Adai" Spirit	7%
Event- fam/friend	6%
Weather	5%
Local culture	3%
Sightseeing	2%
Safety	1%
Food	1%
Hotel/ Accommodations	1%

Q: Please tell us about one detail that made your trip to Guam excellent?
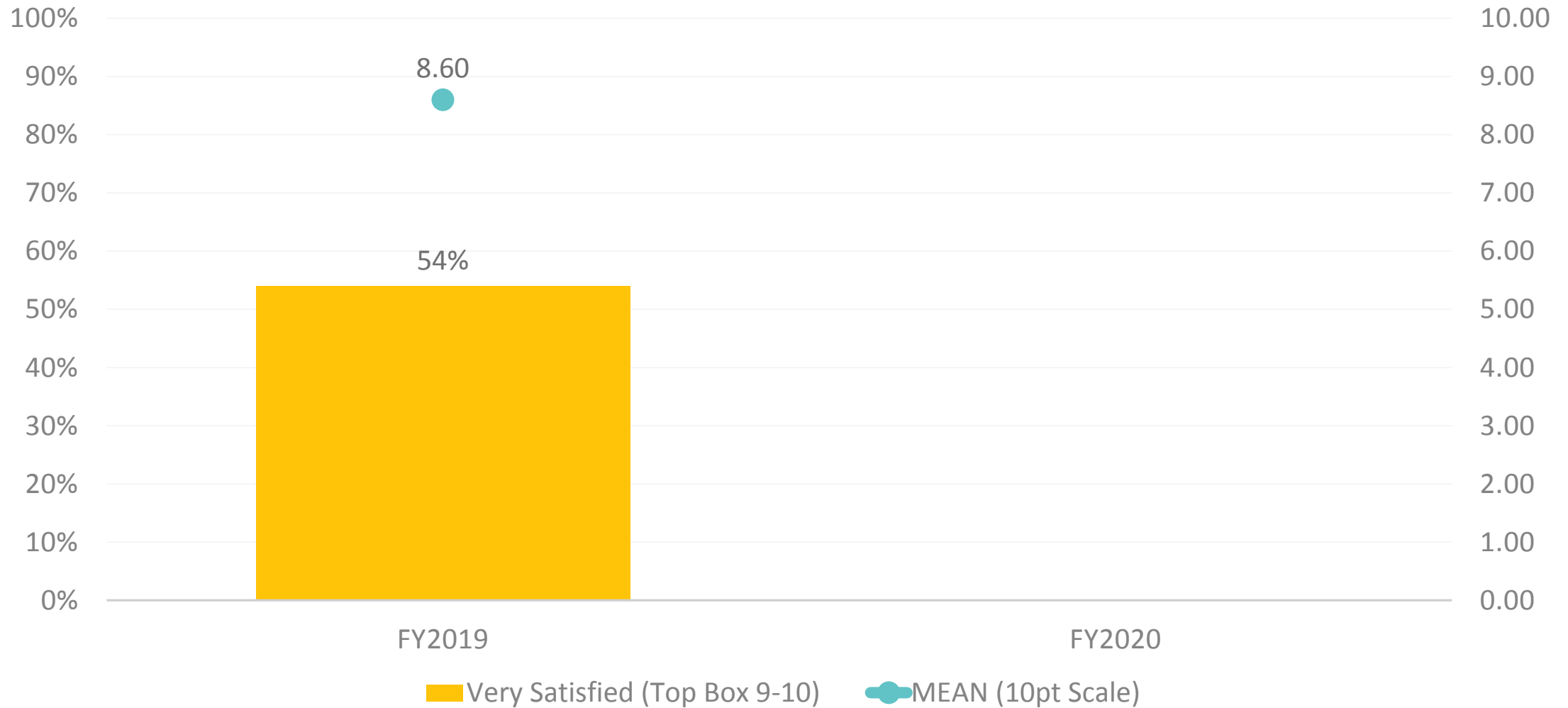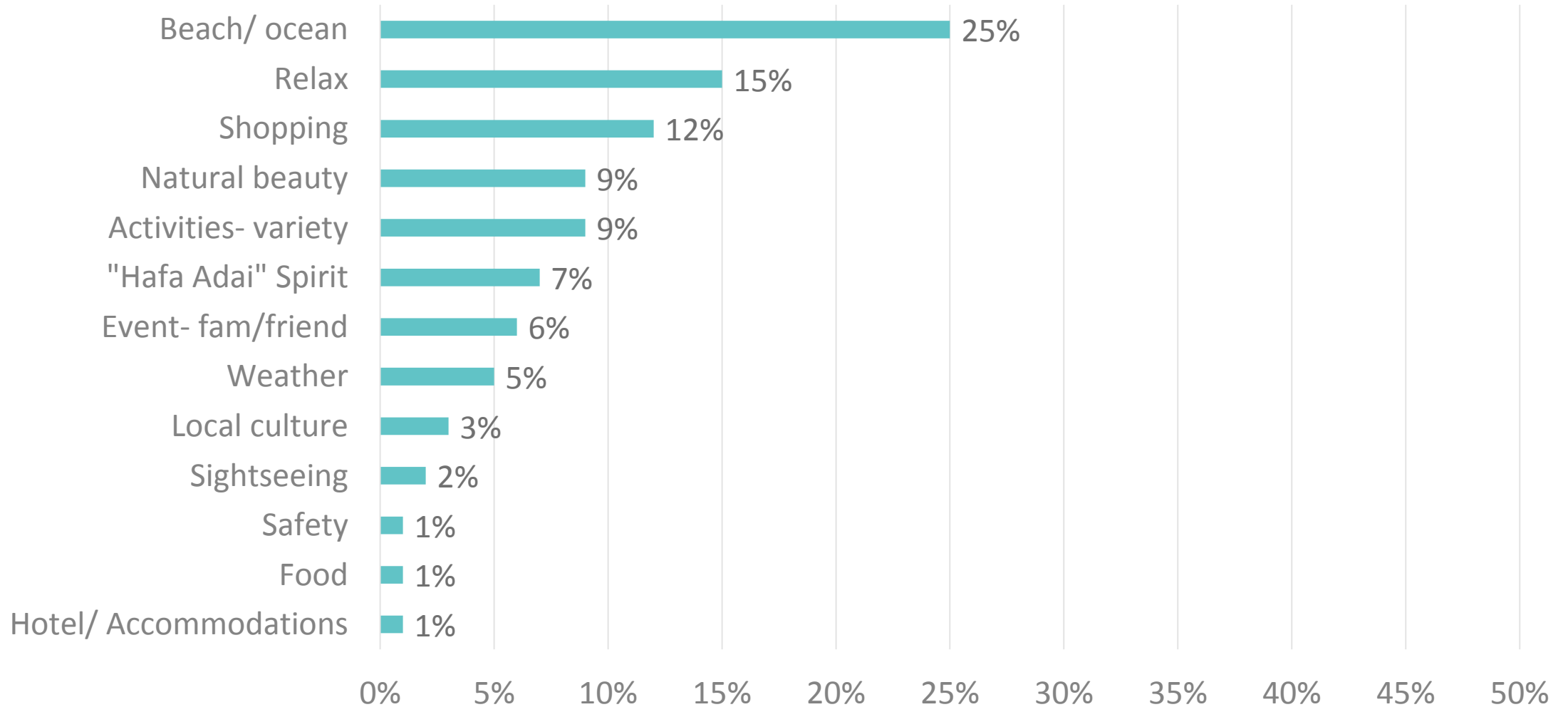
SWOT – NEGATIVE ASPECT OF TRIP

Expensive — 26%
26%
9%
Want More Culture — 6%
5%
Immigration — 5%
4%
Driving — 3%
2%
Ground Transportation — 2%
2%
Safety — 1%
1%
Accommodations- not as promised — 1%
1%
Accommodations- cust serv — 1%
1%
1%
Rental Car Experience — 1%

0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50%

Q: If applicable, which ONE thing could be improved to make your stay on Guam more enjoyable?
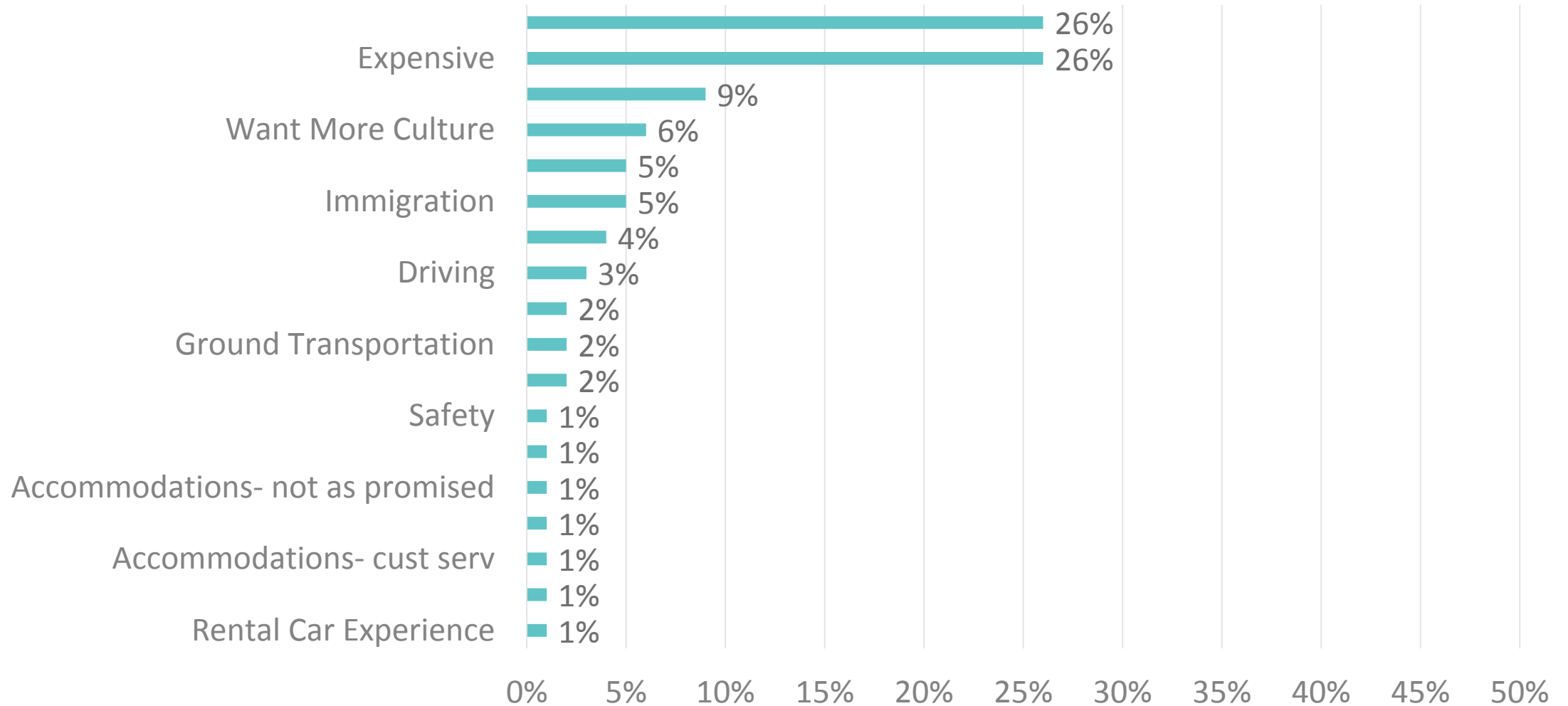
SATISFACTION – ENTERTAINMENT

100% — 10.00

90% — 9.00   8.33

80% — 8.00

70% — 7.00

60% — 6.00   55%

50% — 5.00

40% — 4.00

30% — 3.00

20% — 2.00

10% — 1.00

0% — 0.00

FY2019   FY2020

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

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

SATISFACTION – SHOPPING

100%   10.00

90%   9.00

8.20

80%   8.00

70%   7.00

60%   6.00

51%

50%   5.00

40%   4.00

30%   3.00

20%   2.00

10%   1.00

0%   0.00

FY2019   FY2020

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

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

SATISFACTION – PARKS

	FY2019	FY2020
MEAN	7.95	
Very Satisfied (Top Box 9-10)	46%	

Very Satisfied (Top Box 9-10) ■   MEAN

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

SATISFACTION – ROADS

FY2019: 7.62 (MEAN), 40% (Very Satisfied, Top Box 9-10)

FY2020

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

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

SATISFACTION – SIGHTSEEING AREAS

8.27

52%

FY2019   FY2020

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

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

SATISFACTION – SAFETY & SECURITY

8.70

66%

100% — 10.00
90% — 9.00
80% — 8.00
70% — 7.00
60% — 6.00
50% — 5.00
40% — 4.00
30% — 3.00
20% — 2.00
10% — 1.00
0% — 0.00

FY2019   FY2020

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

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

BRAND LOYALTY

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 5%

Guam exceeded my expectations 15%

Q: Would you say this trip to Guam…?

GUAM VISITORS BUREAU

GUAM

TRIP EXPECTATIONS – TRACKING

	FY2019	FY2020
Exceeded expectations	15%	
Met expectations	80%	
Did not meet expectations	5%	

Q: Would you say this trip to Guam…?

SECTION 5
VISITOR ACTIVITIES

SHOPPING AREAS – PENETRATION

Bar chart showing shopping area penetration:

- ABC Stores: 82%
- DFS: 73%
- Premier Outlets: 69%
- Micronesian Mall: 63%
- Macys: 60%
- K-Mart: 49%
- Ross: 44%
- JP Store: 19%
- The Plaza: 18%
- Tumon Sands: 16%
- Agana SC: 12%
- Pacific Place: 7%
- Acanta Mall: 5%

94

Q: Guam has a number of shopping malls and stores. Please check all those visited during this trip
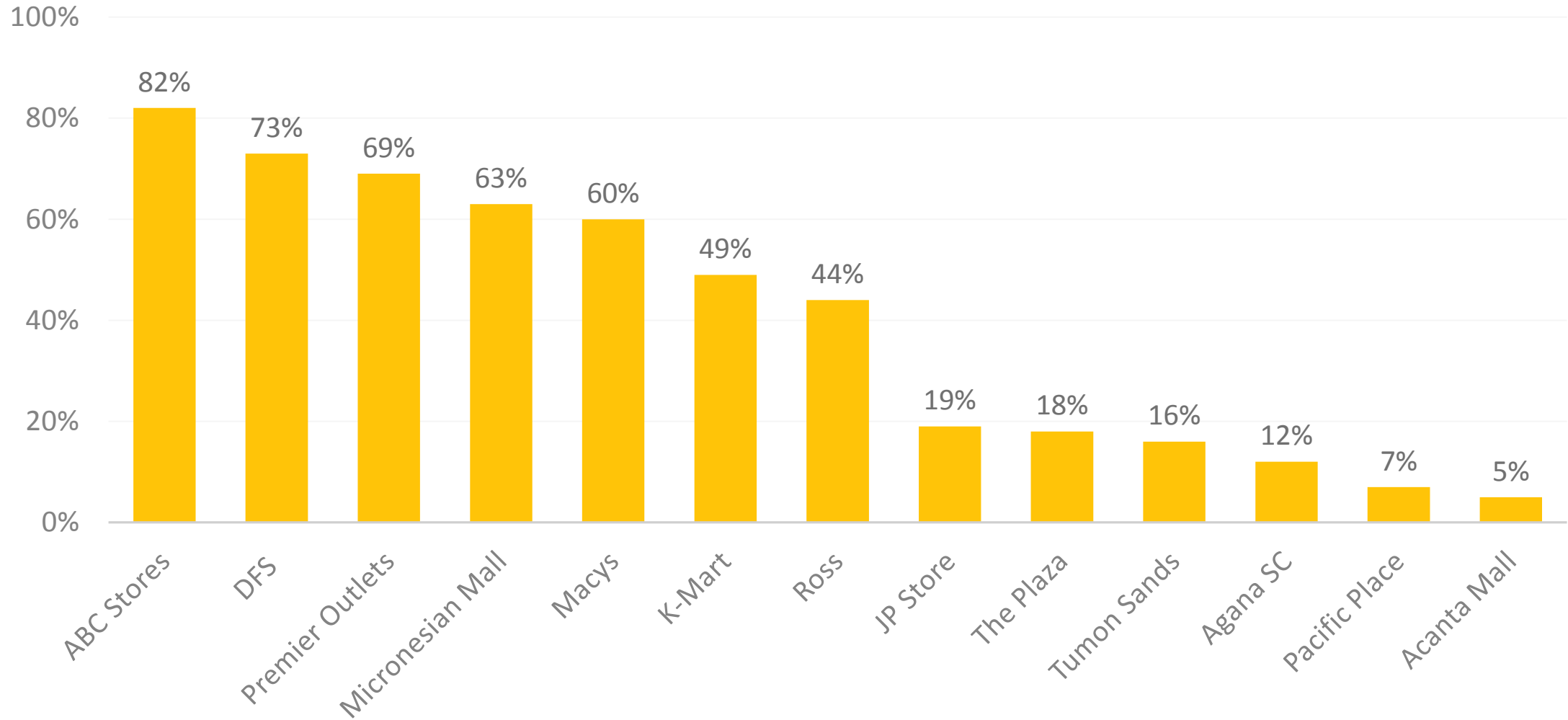
SHOPPING AREAS – TOP 3

FY2012	FY2013	FY2014	FY2015	FY2016	FY2017
76% ABC 71% DFS 68% K-Mart	63% DFS 61% ABC 44% K-Mart	75% DFS 66% ABC 52% K-Mart	92% ABC 82% DFS 76% Premier Outlet	88% ABC 78% DFS 70% Premier Outlet	85% ABC 67% DFS 67% Premier Outlet

	FY2018	FY2019		
	77% ABC 72% DFS 59% Macy's 59% Premier Outlet	82% ABC Stores 73% DFS 69% Guam Premier Outlets		

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

ACTIVITIES – SIGHTSEEING

59% Scenic views/ natural landmarks
46% Self-guided/ drove around
38% Island sightseeing tour
33% Boat tours/ dolphin watch
9% Helicopter ride

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

ACTIVITIES – RECREATION

Bar chart:
- Shopping: 80%
- Beach/sunbathing: 68%
- Swimming in ocean: 46%
- Hiking: 36%
- Boat cruise: 25%
- Water park: 20%
- Off-roading: 9%
- Spa: 2%

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

ACTIVITIES – SPORTS

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

ACTIVITIES – HISTORY, CULTURE, ARTS

Bar chart:
- Chamorro cuisine: 48%
- Historic military site: 27%
- Chamorro culture: 24%
- Archeology site visit: 22%
- Chamorro night market: 19%
- Local night market: 18%
- Village festival: 1%
- Festival/event: 1%

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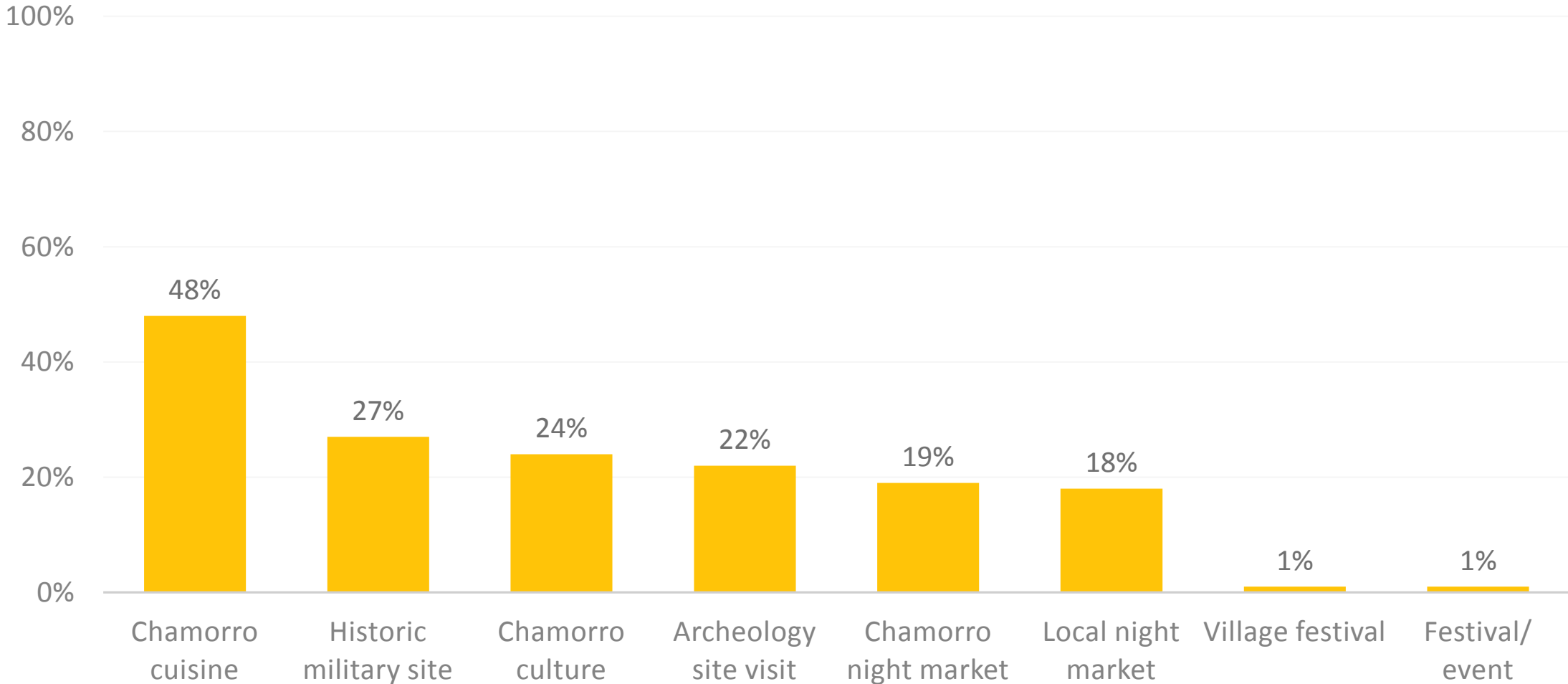
ACTIVITIES – ENTERTAINMENT & DINING

Bar chart showing participation in entertainment and dining activities:
- Fine dining: 54%
- Café/ coffee shop: 45%
- Fast food: 44%
- Dinner show/ cruise: 42%
- Live music/ stage show: 27%
- Nightclub/ dancing/ bar/ karaoke: 14%

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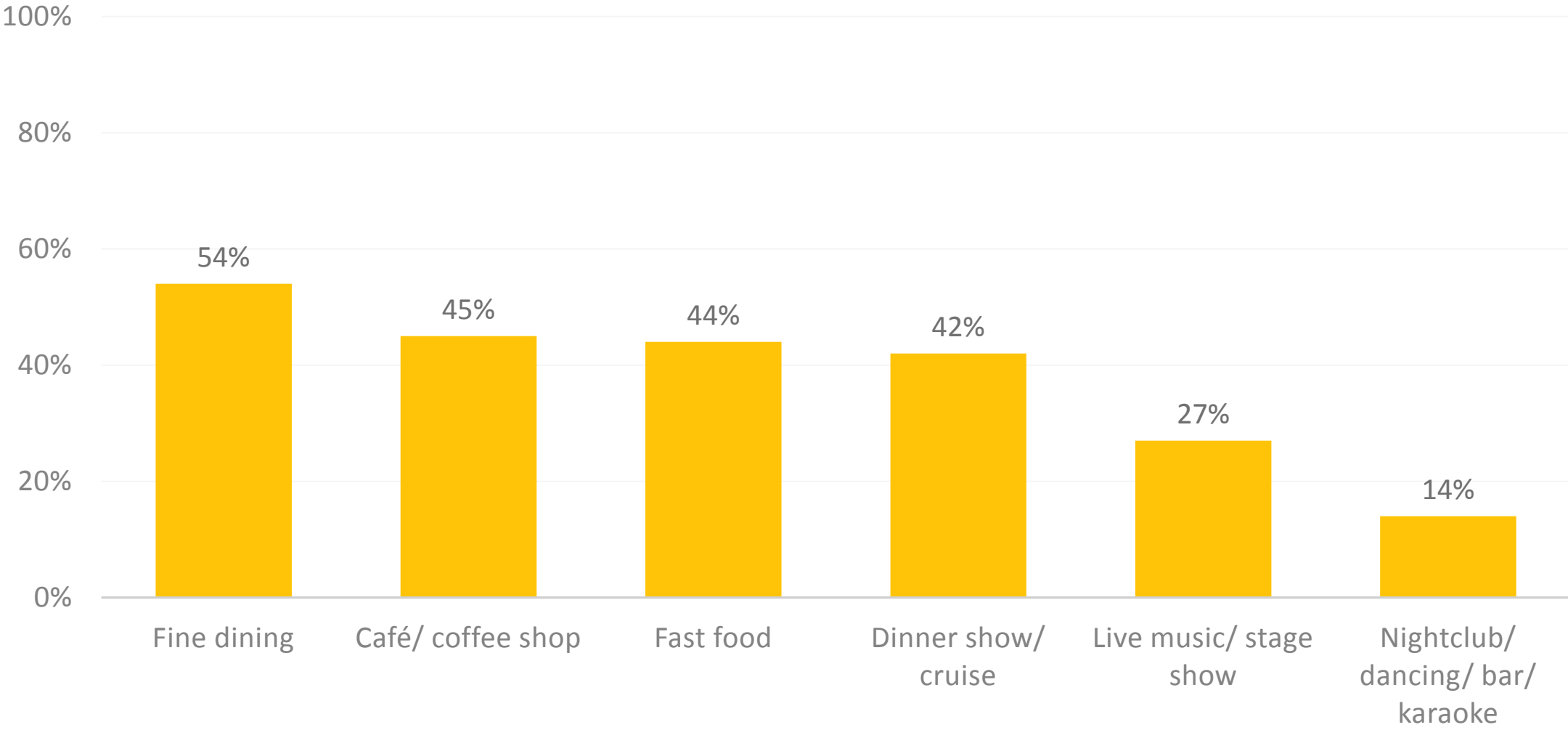
LOCAL ATTRACTIONS – TOP RESPONSES (5%+)

Bar chart values:
- Two Lovers Pt: 69%
- Fish Eye Marine Park: 43%
- Underwtr Wld: 23%
- Chamorro Night Mkt: 19%
- Chamorro Village: 17%
- SNUBA: 16%
- Guam Museum: 13%
- Sagan Kotturan Chamoru: 11%
- Dededo: 9%
- Guam Seawalker: 9%
- Valleu of the Latte: 8%
- Sandcastle: 7%
- Ride The Duck: 6%
- Atlantis Sub: 5%

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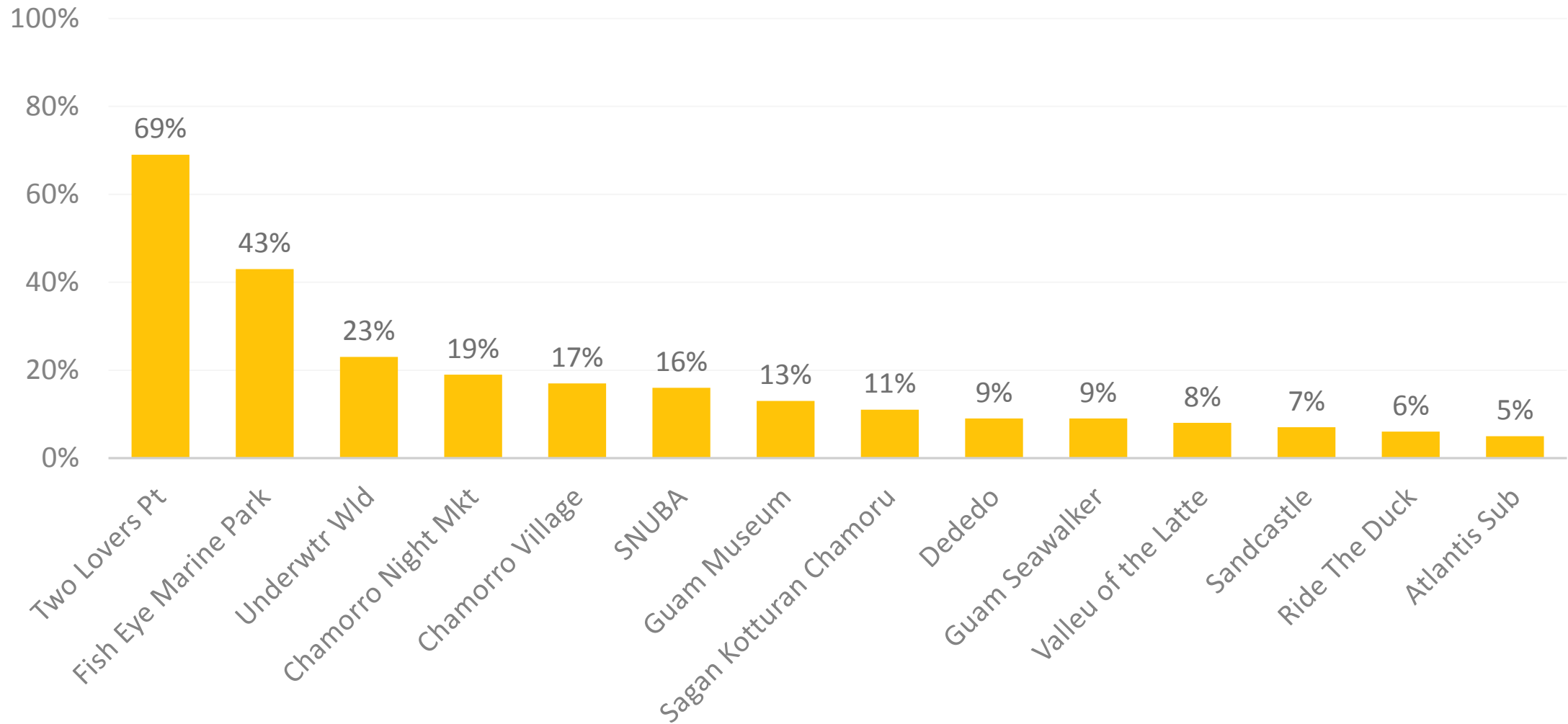
LOCAL CULTURE – OBSTACLES

	FY2019	FY2020
Schedule	41%	
Unaware	24%	
Did not want to	20%	
Did not know where	23%	

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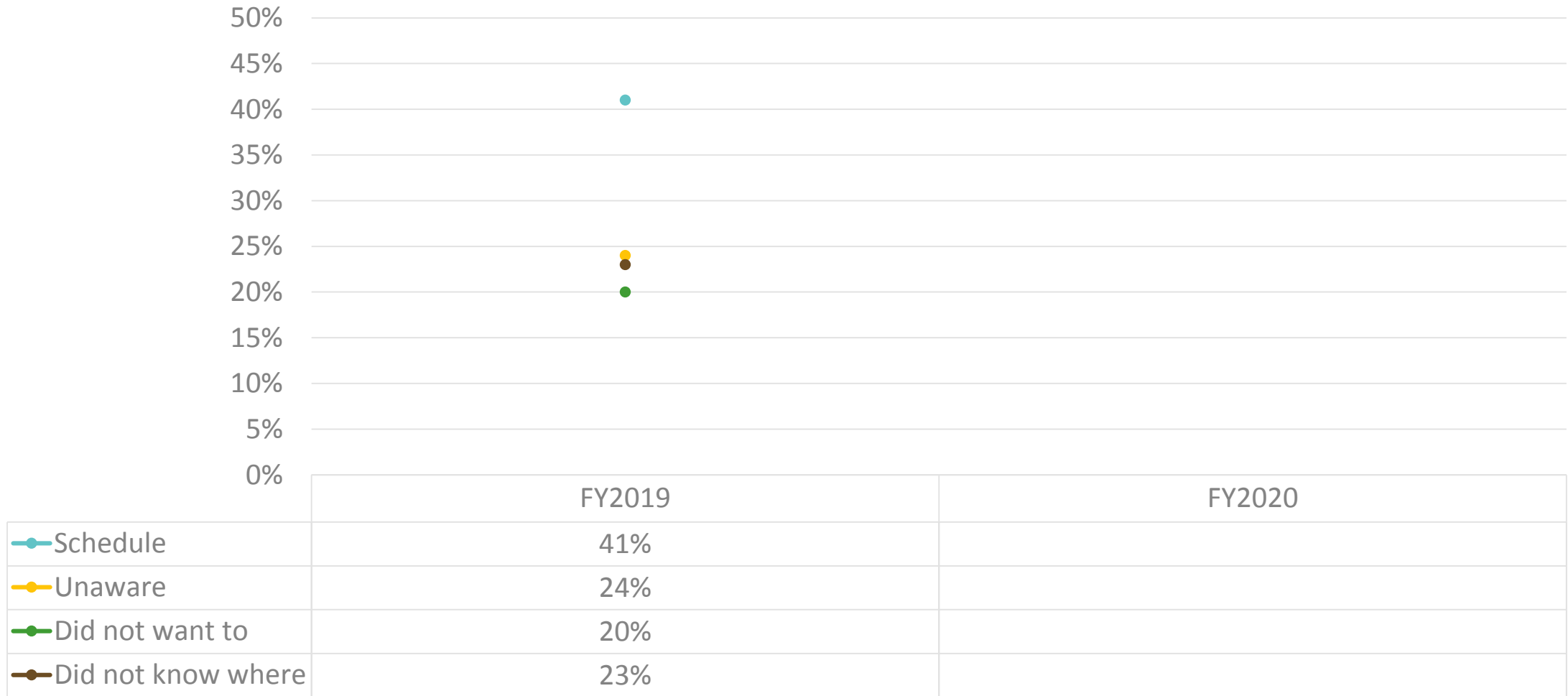
SECTION 6
SOURCES OF INFORMATION

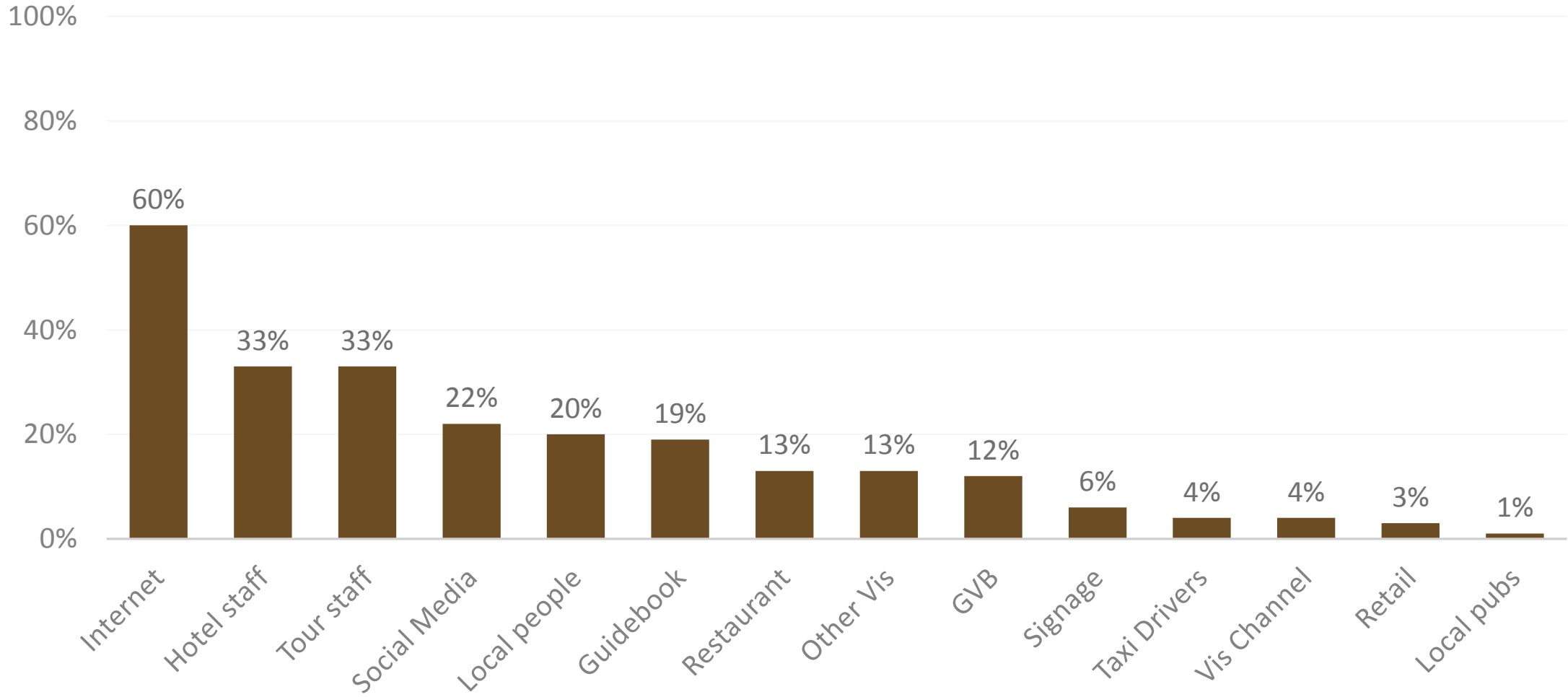**GVB VISITOR SATISFACTION STUDY**

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	74%	78%	91%	94%	89%
	Friend or relative	47%	48%	45%	50%	67%
	Social media	23%	29%	18%	27%	33%
	Travel agent brochure	22%	22%	18%	25%	22%
	I have been to Guam before	12%	11%		8%	
	TV	12%	10%	9%	13%	11%
	Guam Visitors Bureau promotional activities	9%	10%		8%	
	Travel guide book at bookstores	6%	4%		6%	
	Co-worker/ company travel department	6%	5%		2%	
	Consumer travel shows	5%	5%		10%	
	Travel trade shows	5%	4%	9%	2%	
	Magazine (consumer)	2%	2%	9%	2%	
	Guam Visitors Bureau office	2%	2%		2%	11%
	Newspaper	1%	1%		2%	
	Radio	0%	1%		4%	
	Theater ads	0%	0%		2%	
	Total	618	339	11	48	9

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.
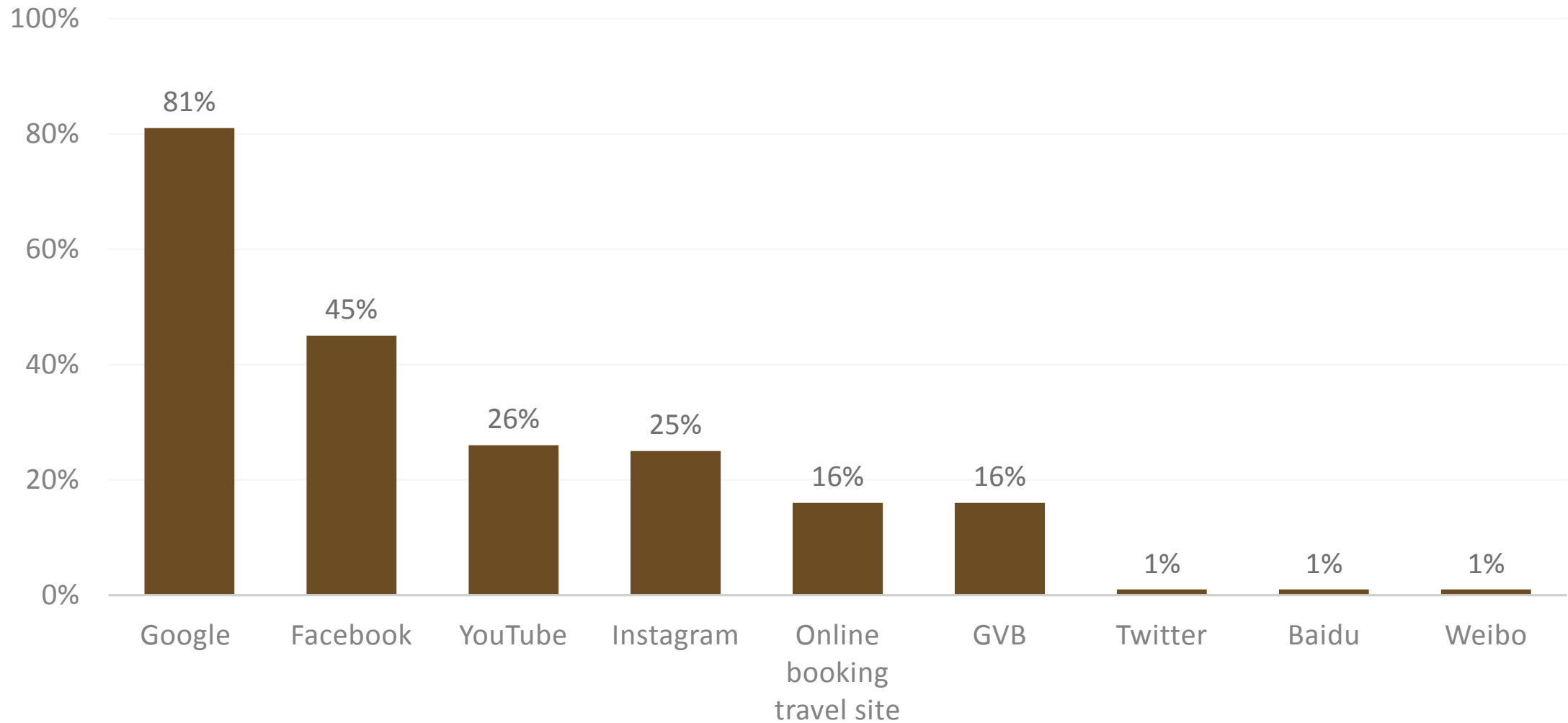
106

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	60%	65%	64%	65%	89%
	Tour staff	33%	33%	45%	46%	33%
	Hotel staff	33%	34%	18%	33%	44%
	Social Media	22%	29%	9%	27%	33%
	Local people	20%	22%	18%	23%	22%
	Guide books I brought with me	19%	21%	18%	31%	11%
	Other visitors	13%	13%	27%	8%	
	Restaurant staff (outside hotel)	13%	13%		4%	
	Guam Visitors Bureau	12%	11%		10%	11%
	Signs/ advertisement	6%	3%		2%	11%
	Taxi drivers	4%	4%		4%	11%
	Visitors channel	4%	5%		4%	22%
	Retail staff	3%	4%	18%	2%	11%
	Local publication	1%	1%			
	Total	618	339	11	48	9

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

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

ONLINE SOURCES OF INFORMATION

	FY2019	FY2020
Google	81%	
Instagram	25%	
Facebook	45%	
Twitter	1%	
Online booking site	16%	
YouTube	26%	
GVB	16%	
Yahoo	18%	
Weibo	1%	
Baidu	1%	

Q: Which internet or social media sources, if any, did you use to learn about Guam?
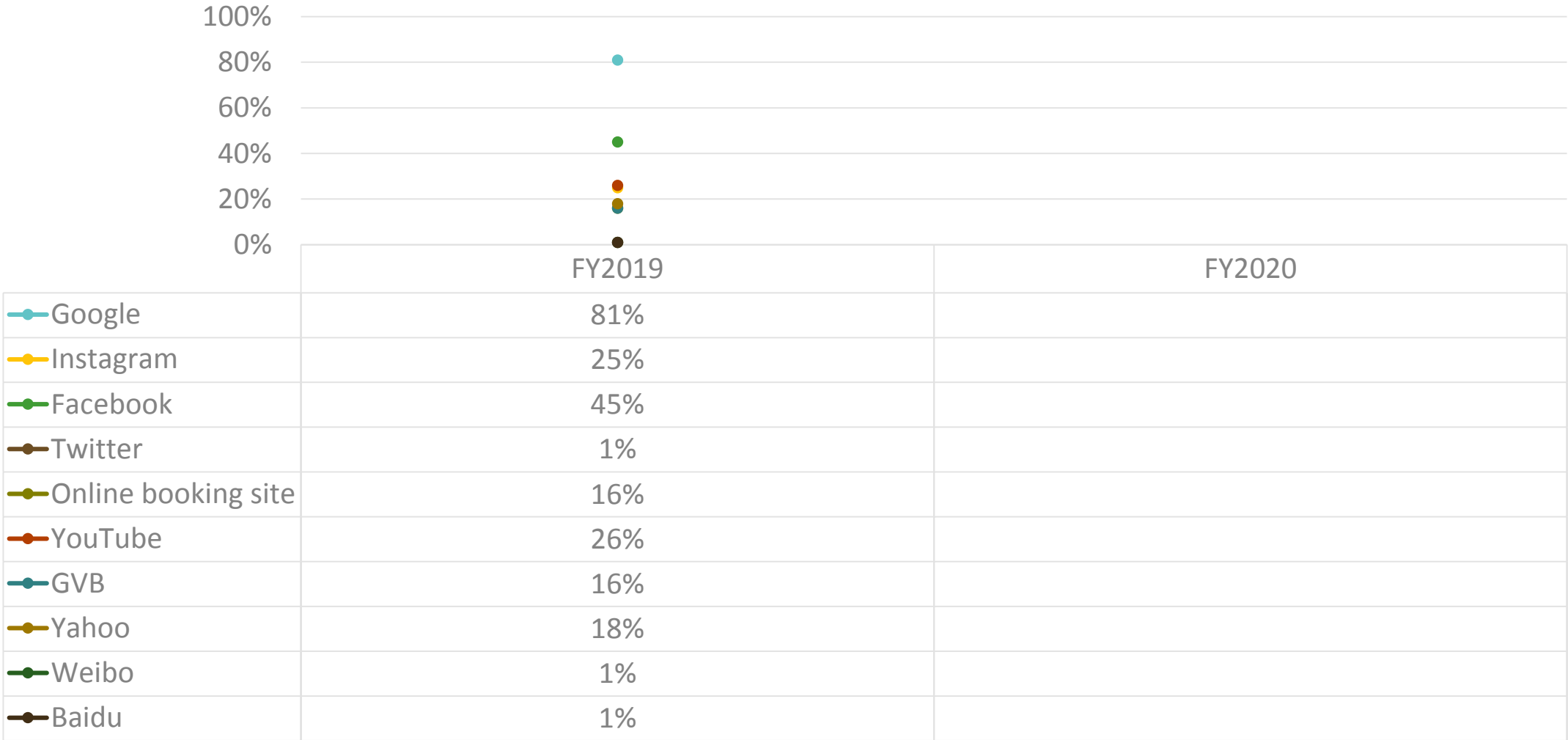
SECTION 7

IMMIGRATION

IMPACT OF AIRPORT IMMIGRATION SVC ON FUTURE TRAVEL TO GUAM

Yes
28%

No
72%

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?

IMPACT OF AIRPORT IMMIGRATION SVC ON FUTURE TRAVEL TO GUAM

28% — FY2018
28% — FY2019

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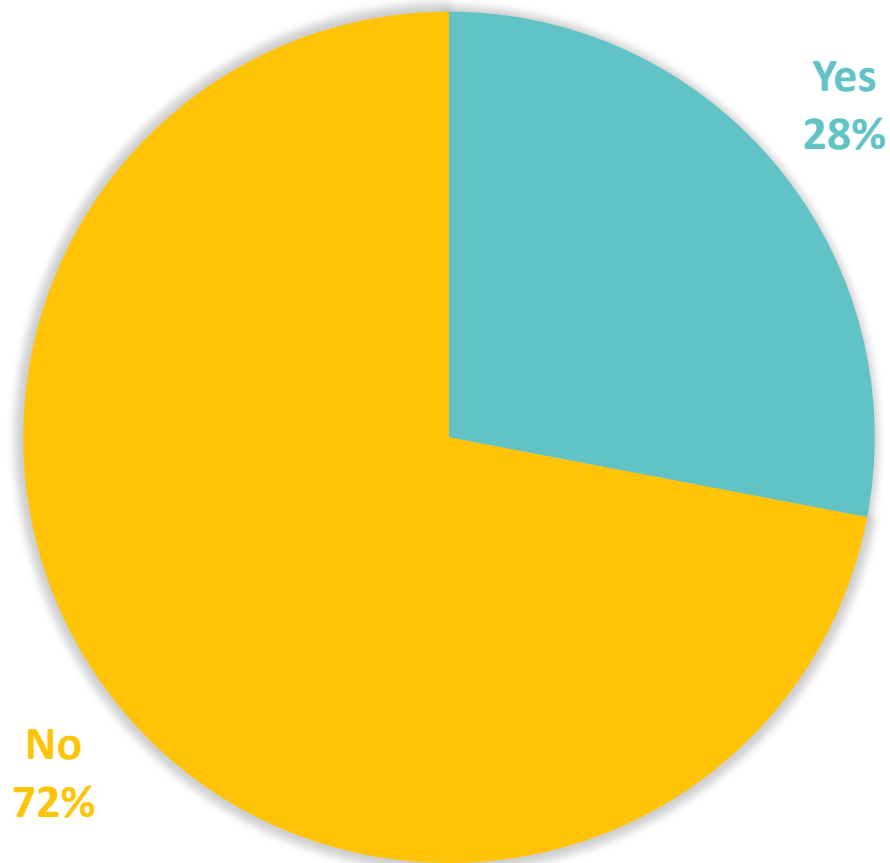
AIRPORT – SECURITY/ IMMIGRATION ISSUES
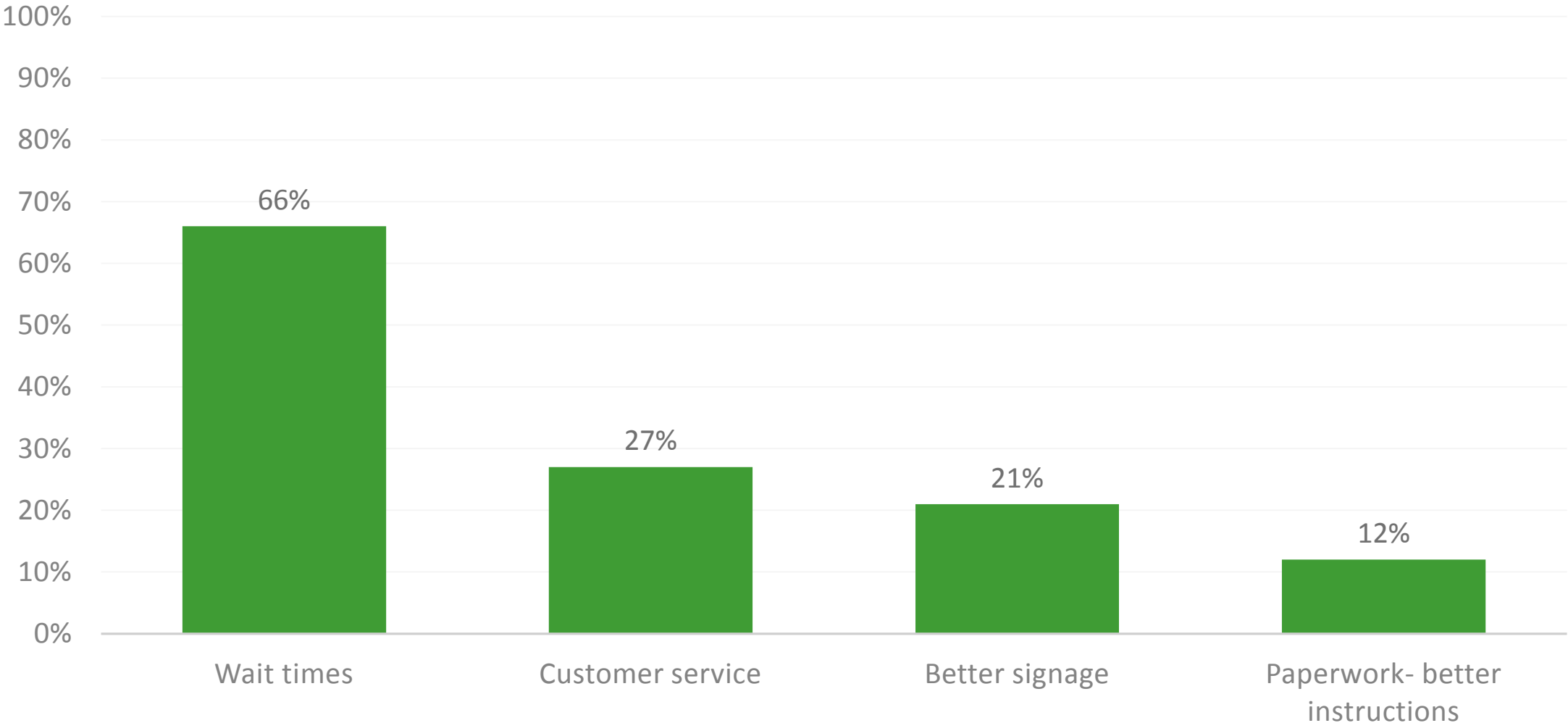
Q: What about the security screening and/ or immigration process here at the Guam International Airport could be improved?

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, Recap 2019	
	2019
Drivers:	rank
Entertainment	2
Shopping	
Dining	1
Beaches	4
Parks	3
Roads	
Sightseeing Areas	
Being a safe and secure destination	5
% of Overall Satisfaction Accounted For	36.3%
NOTE: Only significant drivers are included.	

- **Overall satisfaction** with the Taiwan visitor's experience on Guam is driven by five significant factors in the 2019 Period. By rank order they are:
  - **Dining,**
  - **Entertainment,**
  - **Parks,**
  - **Beaches, and**
  - **Being a safe & secure destination.**
- With these factors the overall r^2 is .363 meaning that **36.3% of overall satisfaction is accounted for by these factors.**

DRIVERS – ONISLE EXPENDITURES

Comparison of Drivers of Per Person On Island Expenditures, Recap 2019	
	2019
Drivers:	rank
Entertainment	
Shopping	
Dining	
Beaches	
Parks	
Roads	
Sightseeing Areas	
Being a safe and secure destination	
% of Overall Satisfaction Accounted For	0.0%
NOTE: Only significant drivers are included.	

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