Taiwan Visitor Tracker Exit Profile & Market Segmentation Report

FY2020 – QTR.2 JAN-MAR 2020

[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 151 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 151 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

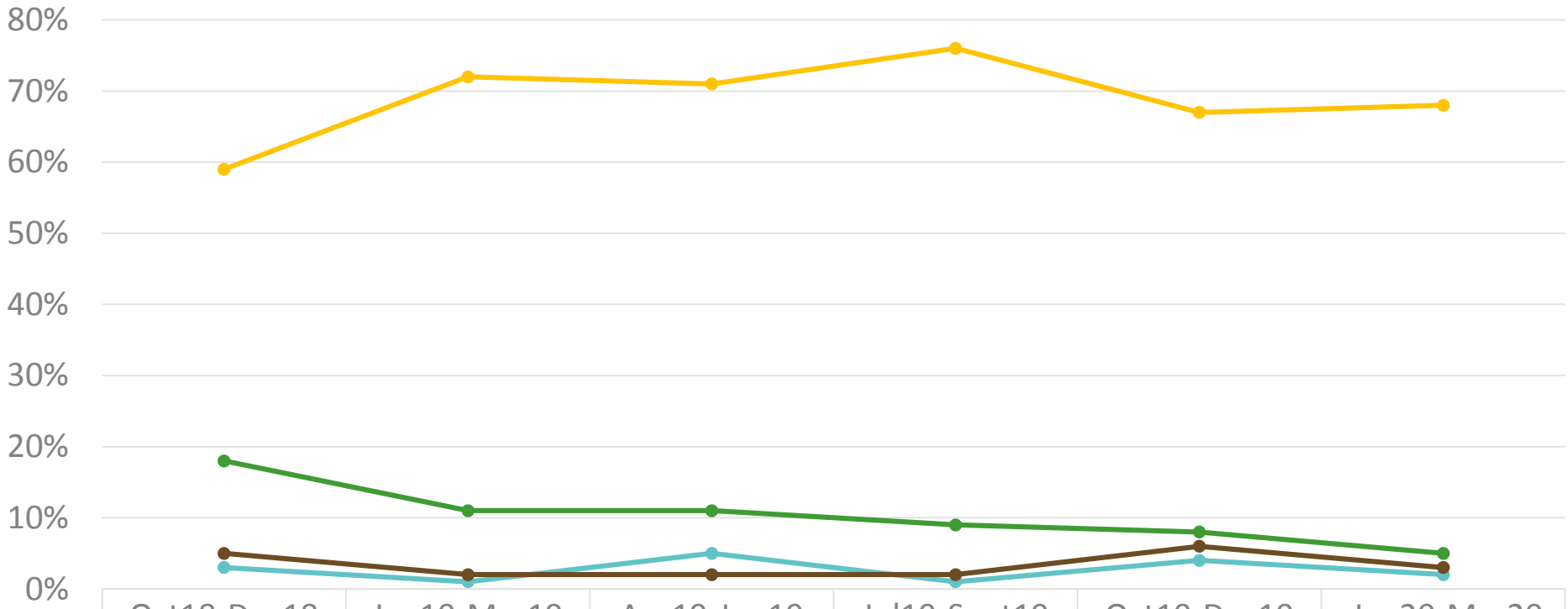
- To monitor the effectiveness of the Taiwan seasonal campaigns in attracting Taiwanese visitors, refresh certain baseline data, and to better understand the nature and economic value or impact of each of the targeted segments in the Taiwan marketing plan.

- 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



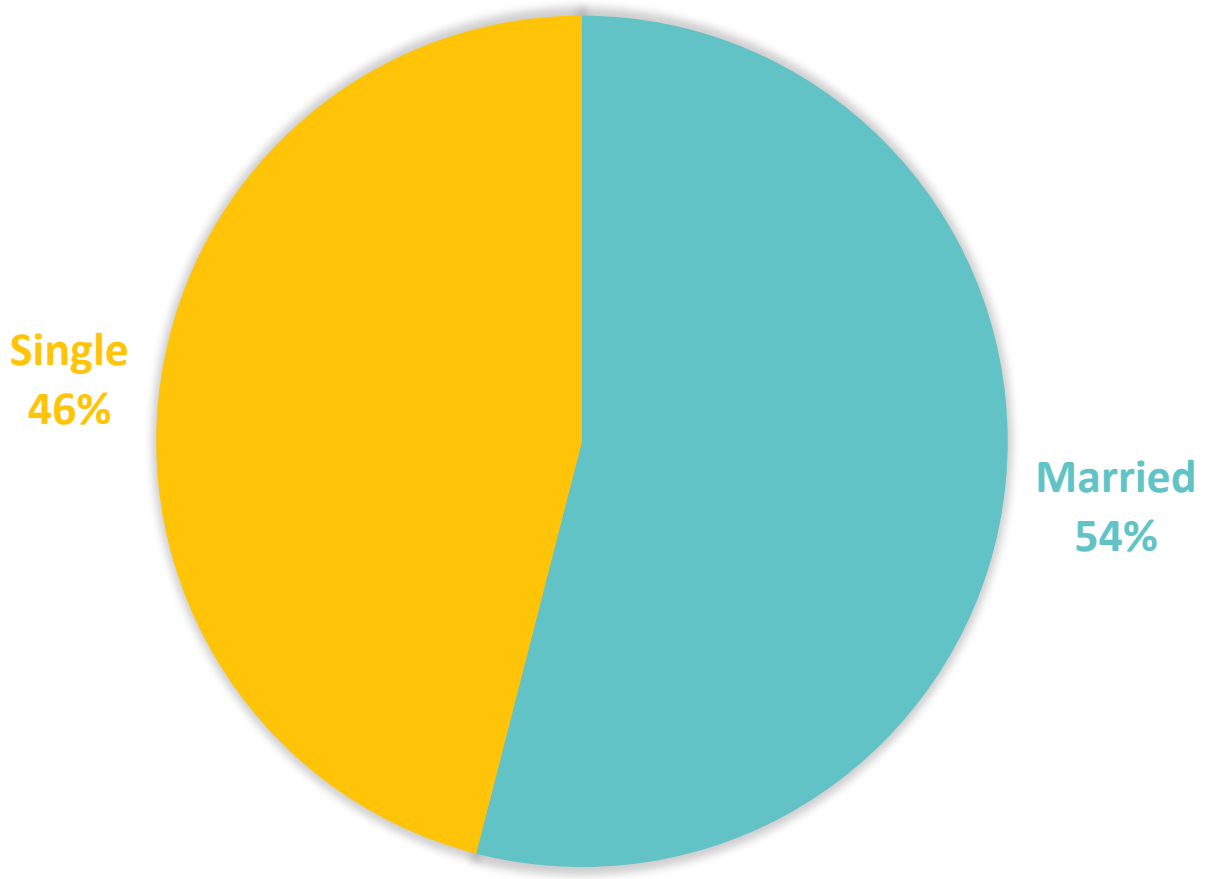
	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20
MICE	3%	1%	5%	1%	4%	2%
Sports/ Adventure	59%	72%	71%	76%	67%	68%
Honeymoon	18%	11%	11%	9%	8%	5%
Wedding	5%	2%	2%	2%	6%	3%

SECTION 1

PROFILE OF RESPONDENTS

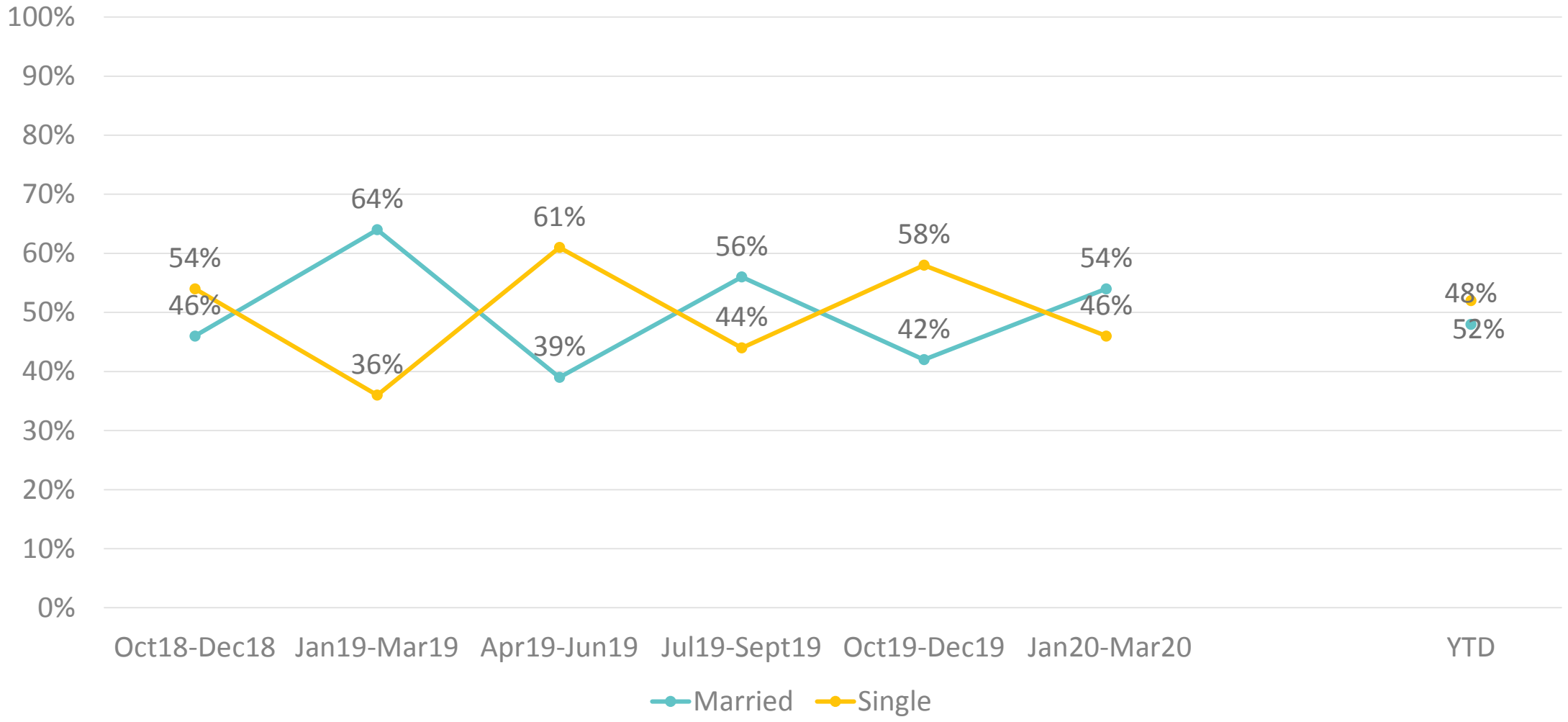
GENDER

MARITAL STATUS



Q: Are you married or single?

MARITAL STATUS – TRACKING



Q: Are you married or single?

MARITAL STATUS – SEGMENTATION

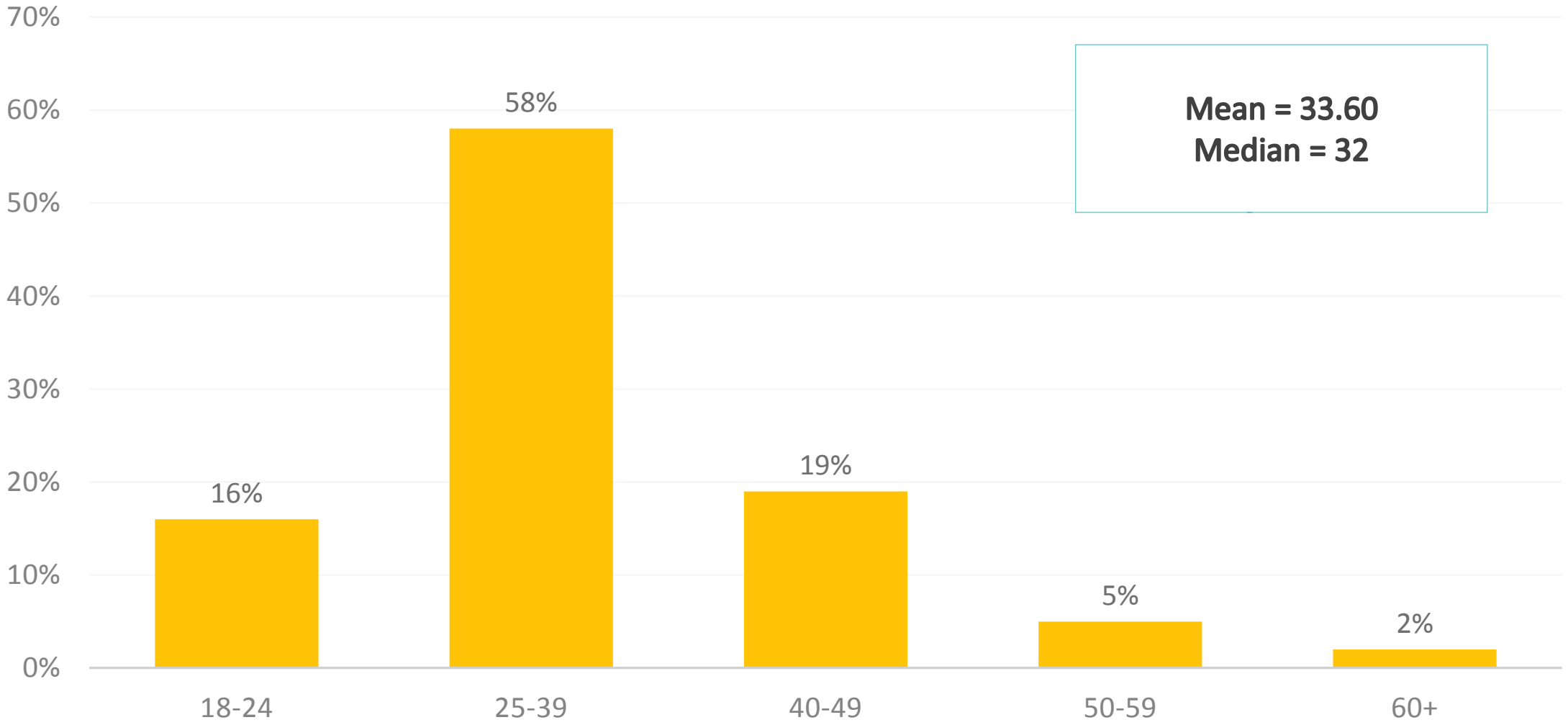
GVB VISITOR SATISFACTION STUDY
QE Are you married or single?

		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOON	WEDDING
		-	-	-	-	-
QE	Married	54%	53%		100%	50%
	Single	46%	47%	100%		50%
	Total	151	103	3	7	4

Prepared by Anthology Research

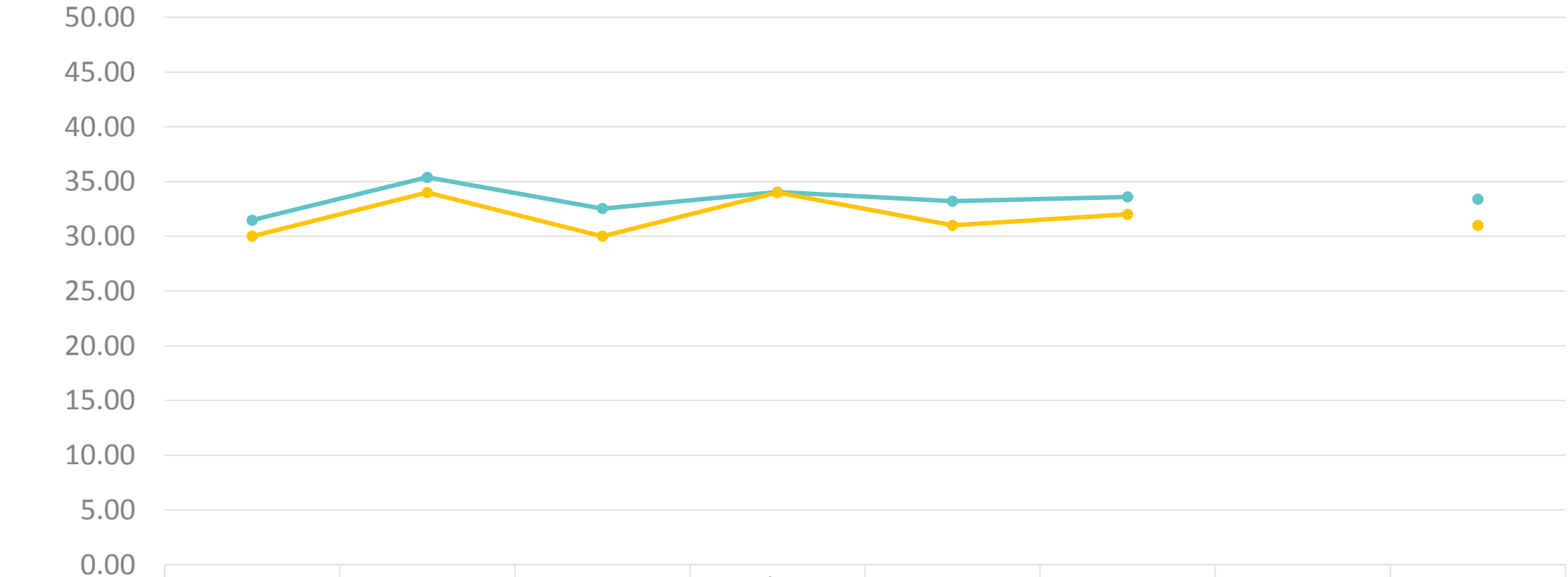
Q: Are you married or single?

AGE



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

AGE – TRACKING



	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20		YTD
MEAN	31.47	35.39	32.53	34.04	33.20	33.60		33.40
MEDIAN	30	34	30	34	31	32		31

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

AGE – SEGMENTATION

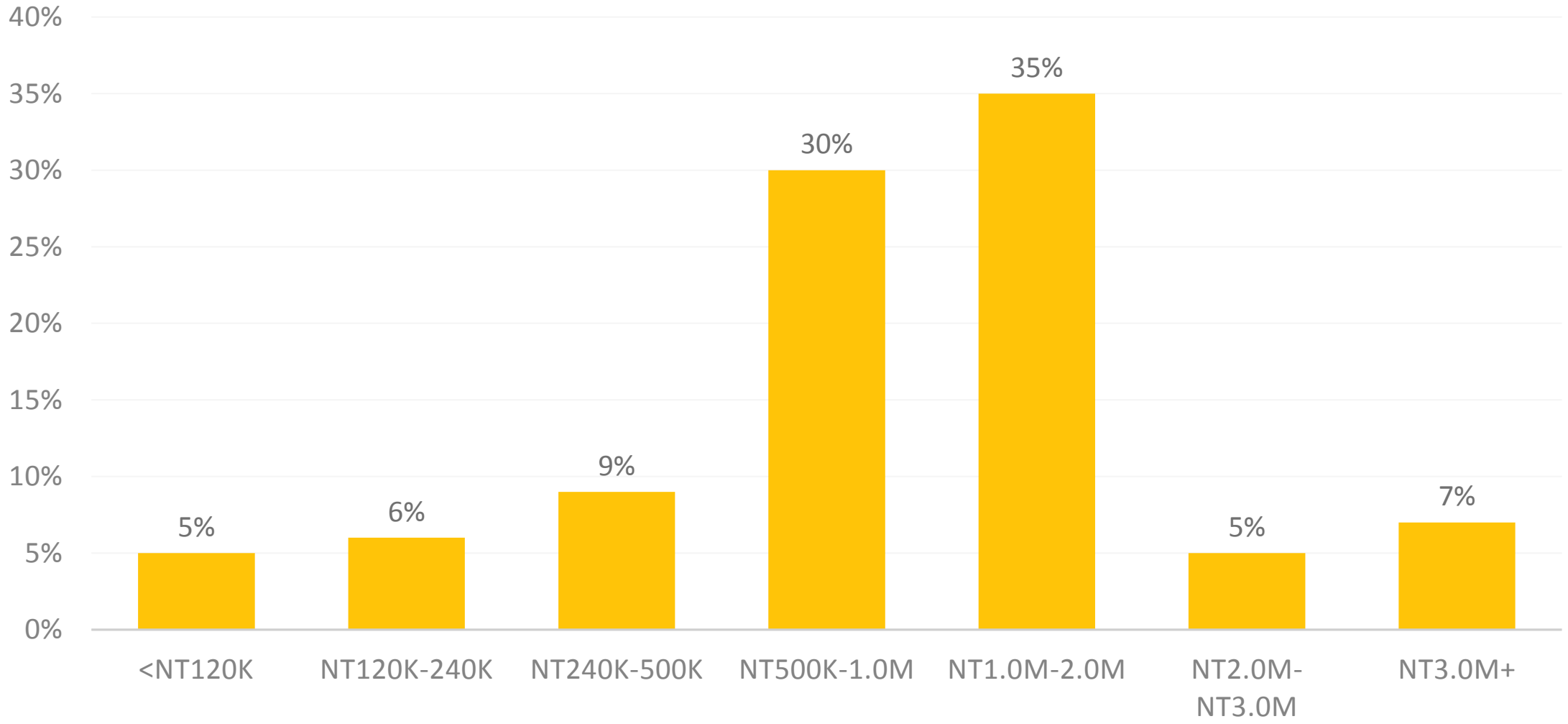
GVB VISITOR SATISFACTION STUDY
QF What was your age on your last birthday?

		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOON	WEDDING
		-	-	-	-	-
QF	18-24	16%	17%			
	25-39	58%	60%	100%	86%	100%
	40-49	19%	19%		14%	
	50-59	5%	4%			
	60+	2%				
	Total	151	103	3	7	4
QF	Mean	33.60	32.62	29.00	30.43	30.00
	Median	32	31	29	28	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?

HOUSEHOLD INCOME – SEGMENTATION

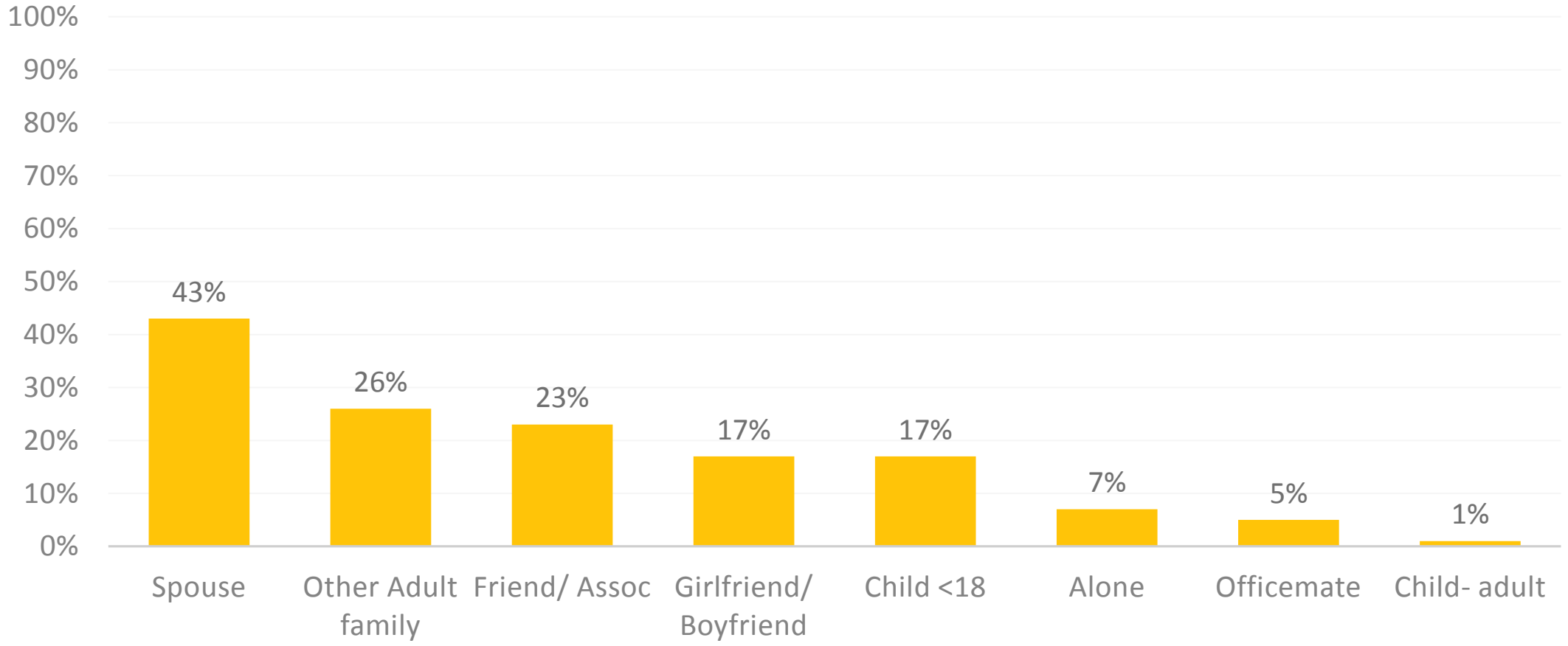
GVB VISITOR SATISFACTION STUDY
D2 What is your approximate annual household income, before taxes?

		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOON	WEDDING
		-	-	-	-	-
D2	< NT120K	5%	4%			25%
	NT120K-240K	6%	8%			
	NT240K-500K	9%	9%	67%	29%	25%
	NT500K-1.0M	30%	33%		43%	
	NT1.0M-2.0M	35%	32%		29%	50%
	NT2.0M-3.0M	5%	6%	33%		
	NT3.0M+	7%	7%			
	No income	4%	2%			
	Total	151	103	3	7	4

Prepared by Anthology Research

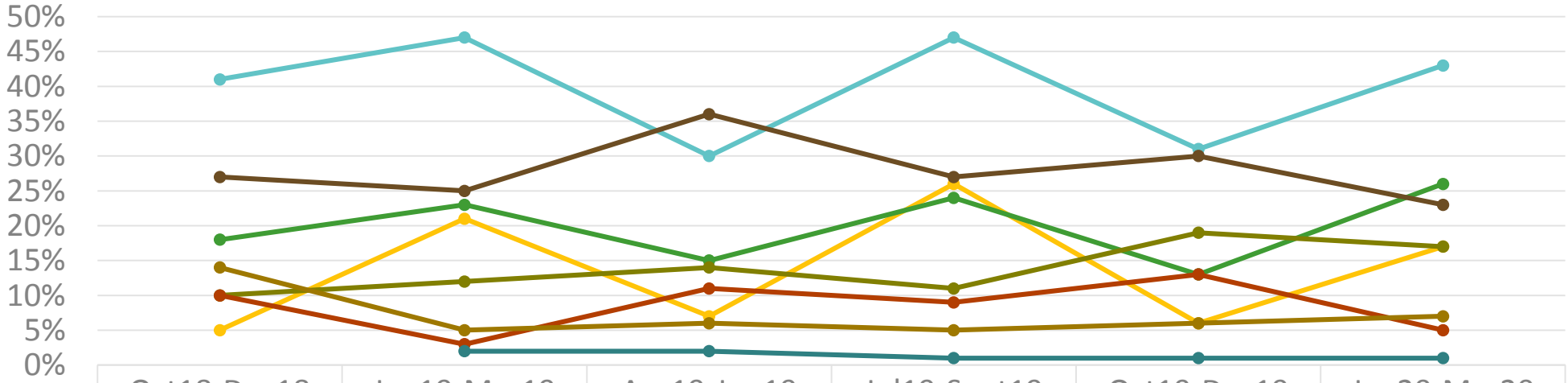
Q: What was your approximate annual household income, before taxes?

TRAVEL PARTY



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

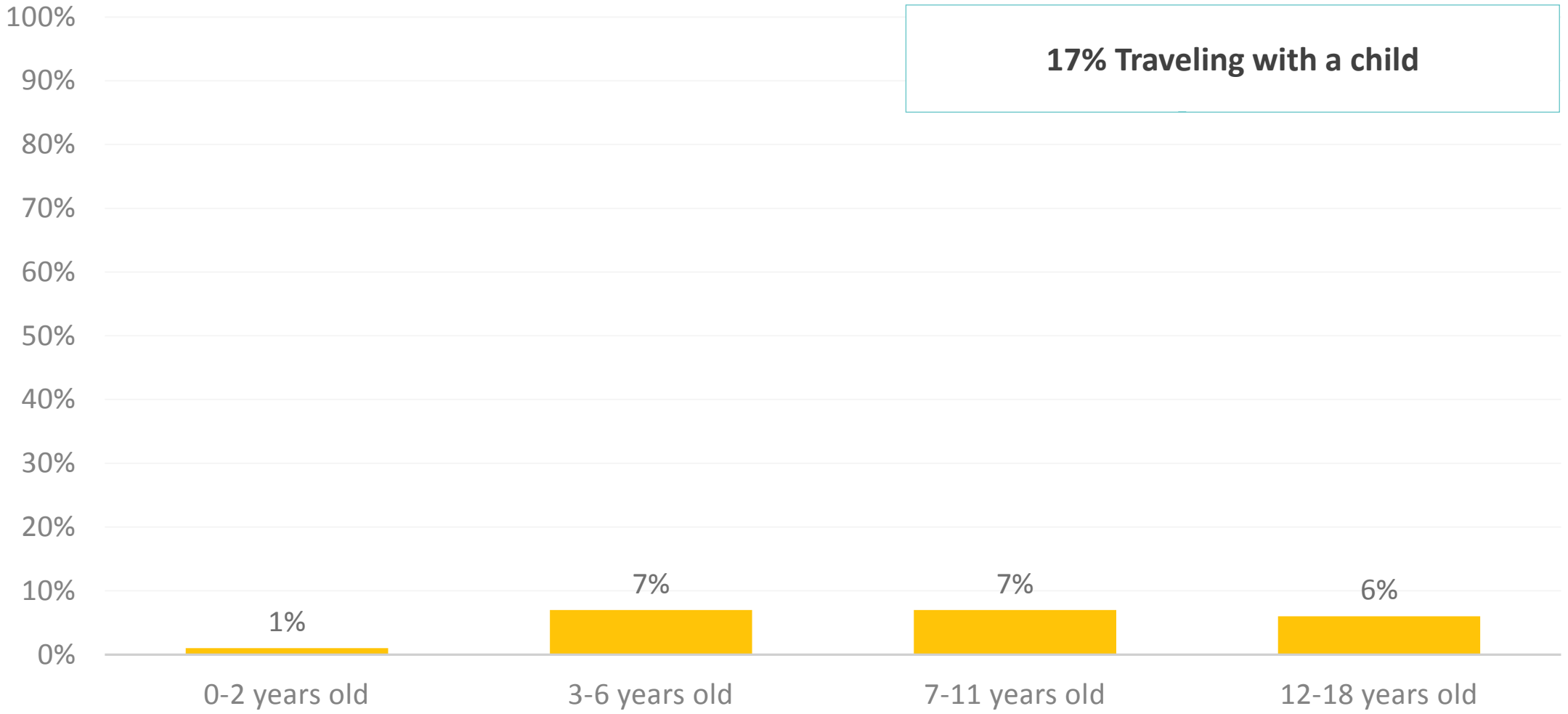
TRAVEL PARTY – TRACKING



	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20
Spouse	41%	47%	30%	47%	31%	43%
Child<18	5%	21%	7%	26%	6%	17%
Adult family	18%	23%	15%	24%	13%	26%
Friend/ Assoc	27%	25%	36%	27%	30%	23%
GF/BF	10%	12%	14%	11%	19%	17%
Officemate	10%	3%	11%	9%	13%	5%
Child- adult		2%	2%	1%	1%	1%
Alone	14%	5%	6%	5%	6%	7%

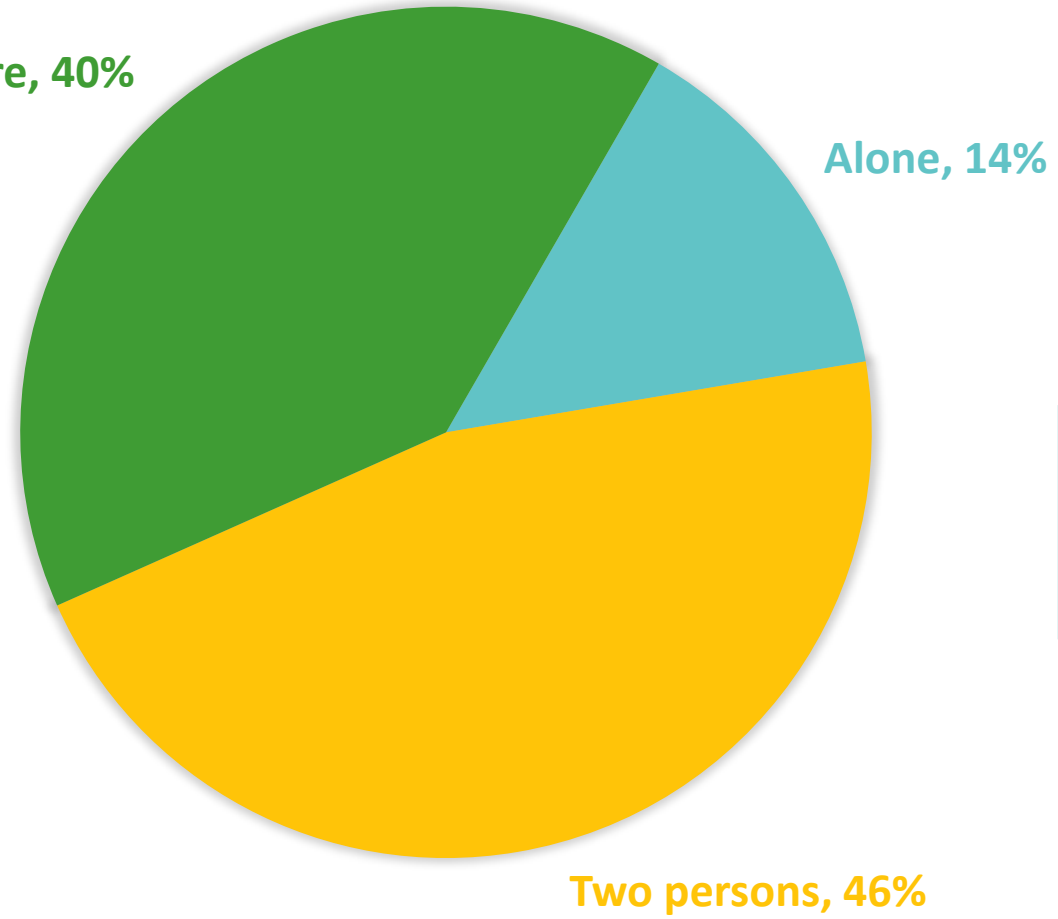
Q: In addition to yourself, on this trip, who else was in your travel party?

TRAVEL PARTY – CHILD UNDER 18



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

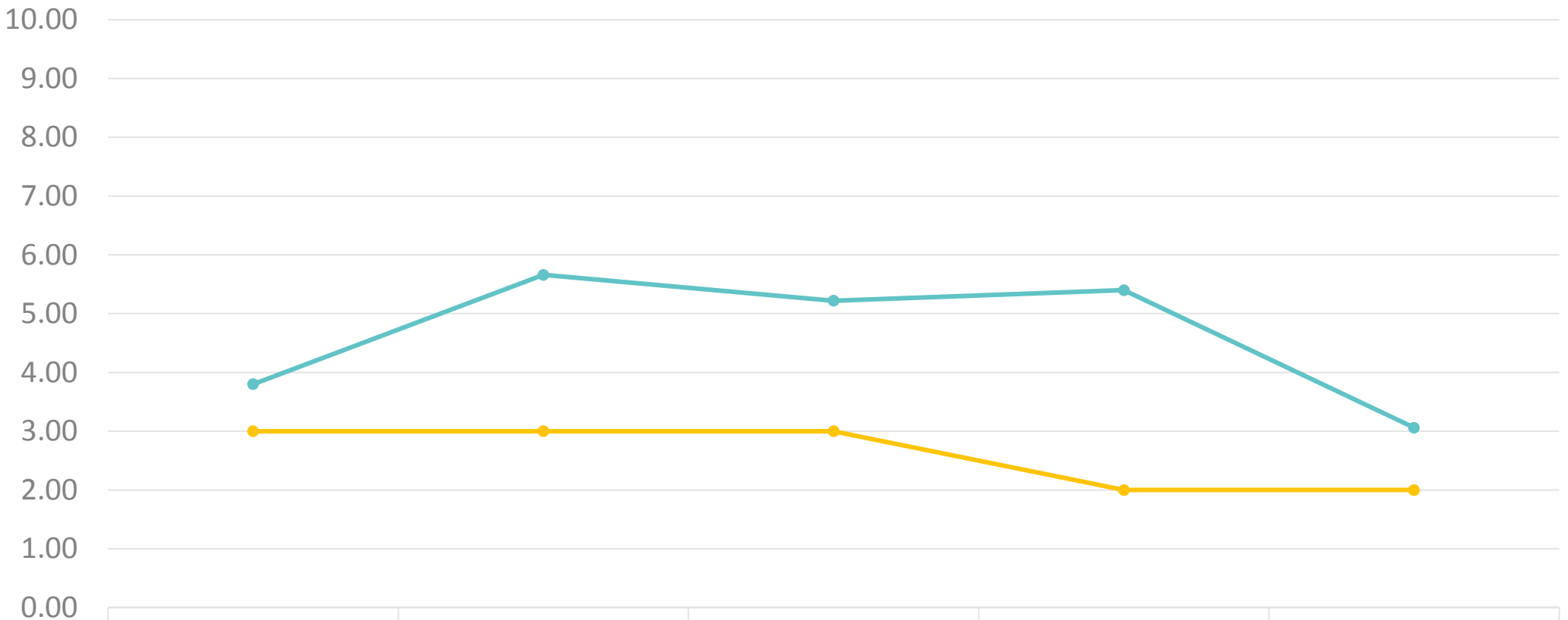
TRAVEL PARTY SIZE



Mean = 3.06
Median = 2

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

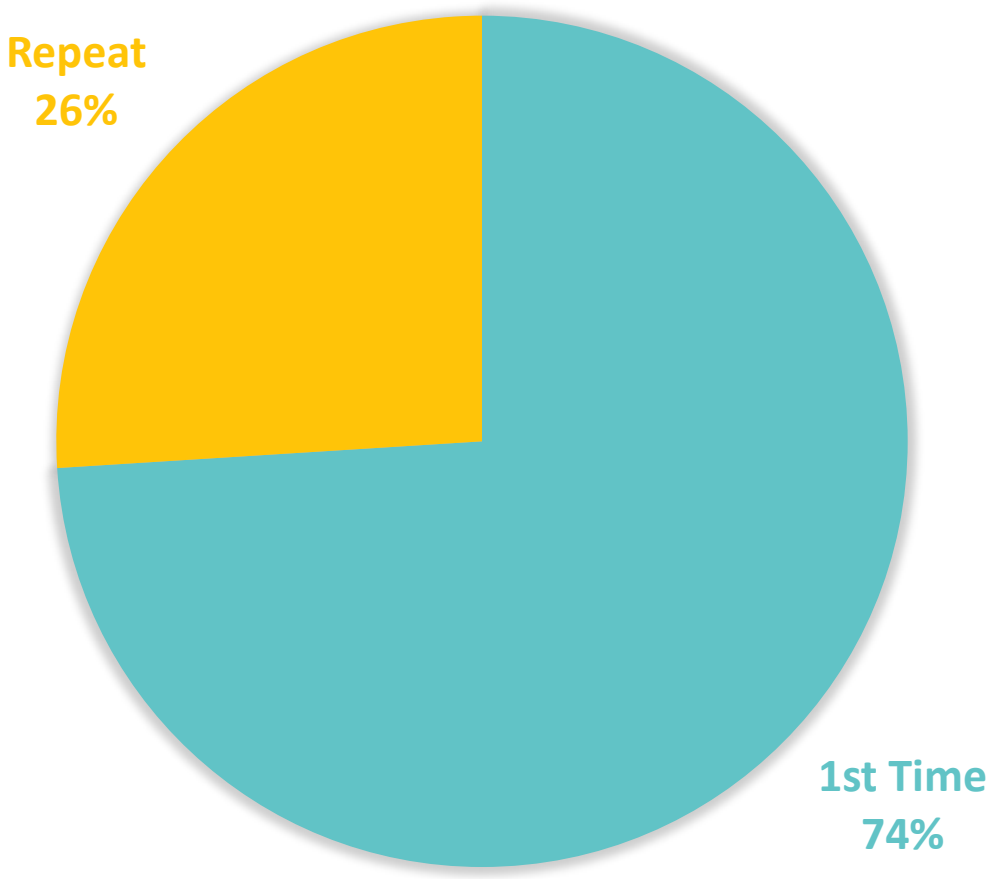
TRAVEL PARTY SIZE – TRACKING



	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20
MEAN	3.80	5.66	5.22	5.40	3.06
MEDIAN	3	3	3	2	2

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

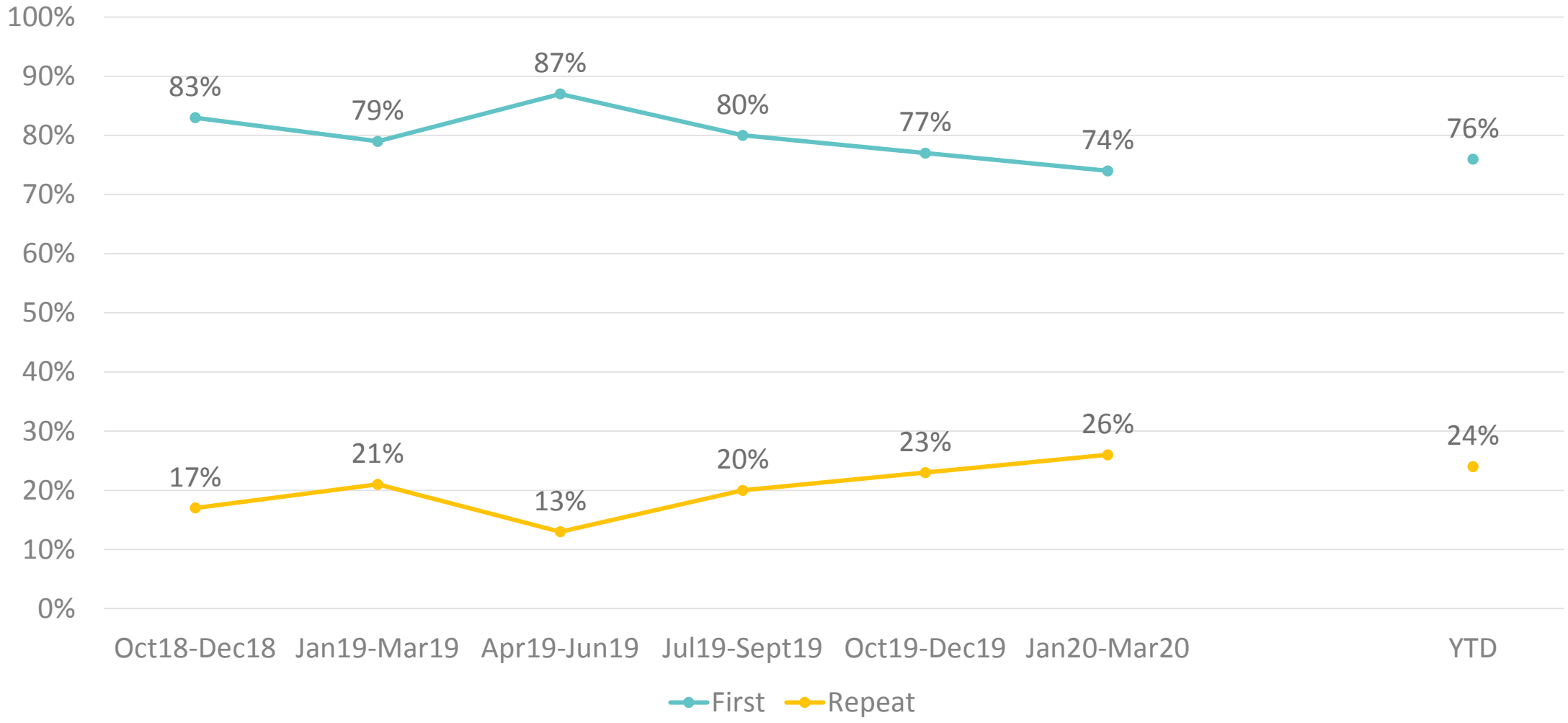
TRIPS TO GUAM



Mean = 1.40
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

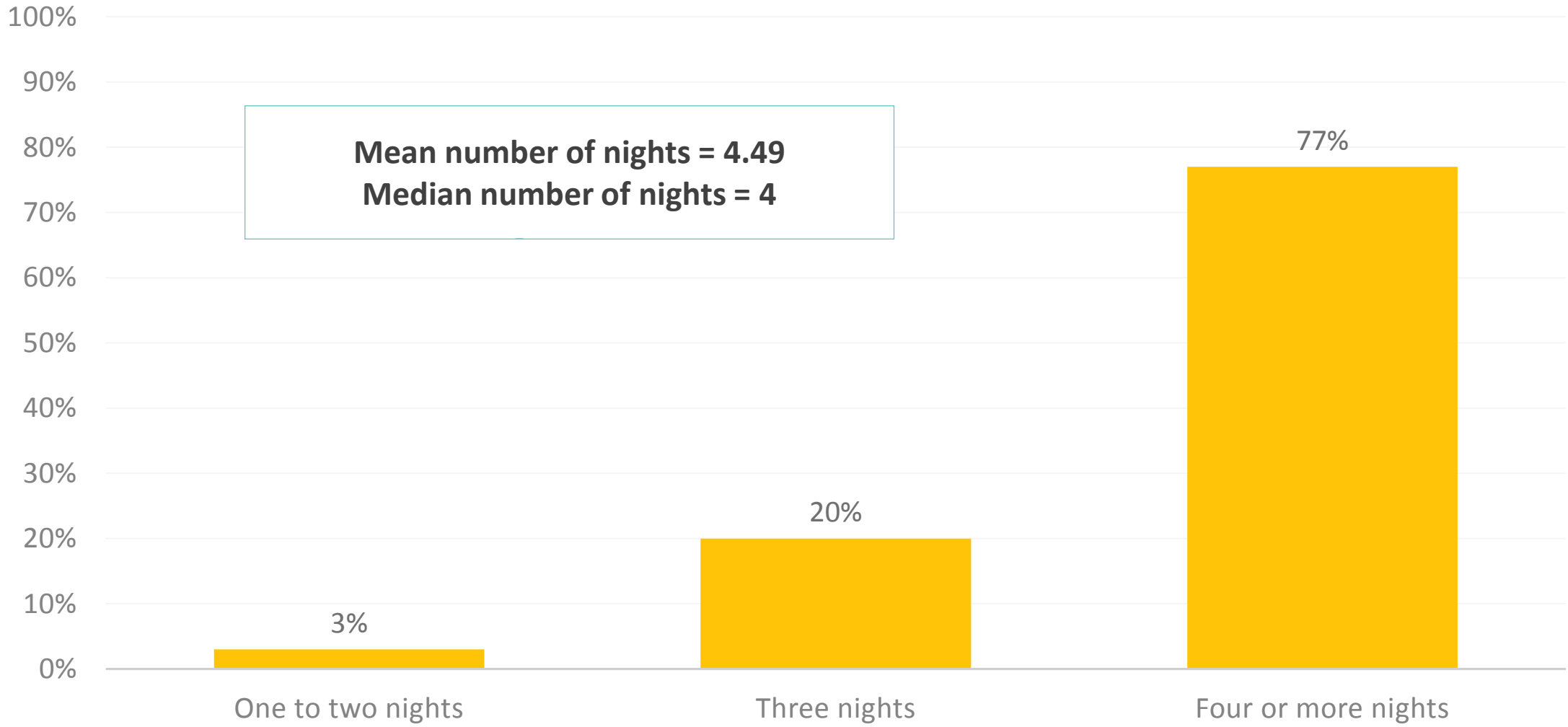
GVB VISITOR SATISFACTION STUDY
Q9 Including this trip, how many times have you been to Guam?

		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOON	WEDDING
		-	-	-	-	-
Q9	1st time	74%	77%	67%	100%	75%
	Repeat	26%	23%	33%		25%
	Total	151	103	3	7	4
Q9	Mean	1.40	1.38	1.33	1.00	1.25
	Median	1	1	1	1	1

Prepared by Anthology Research

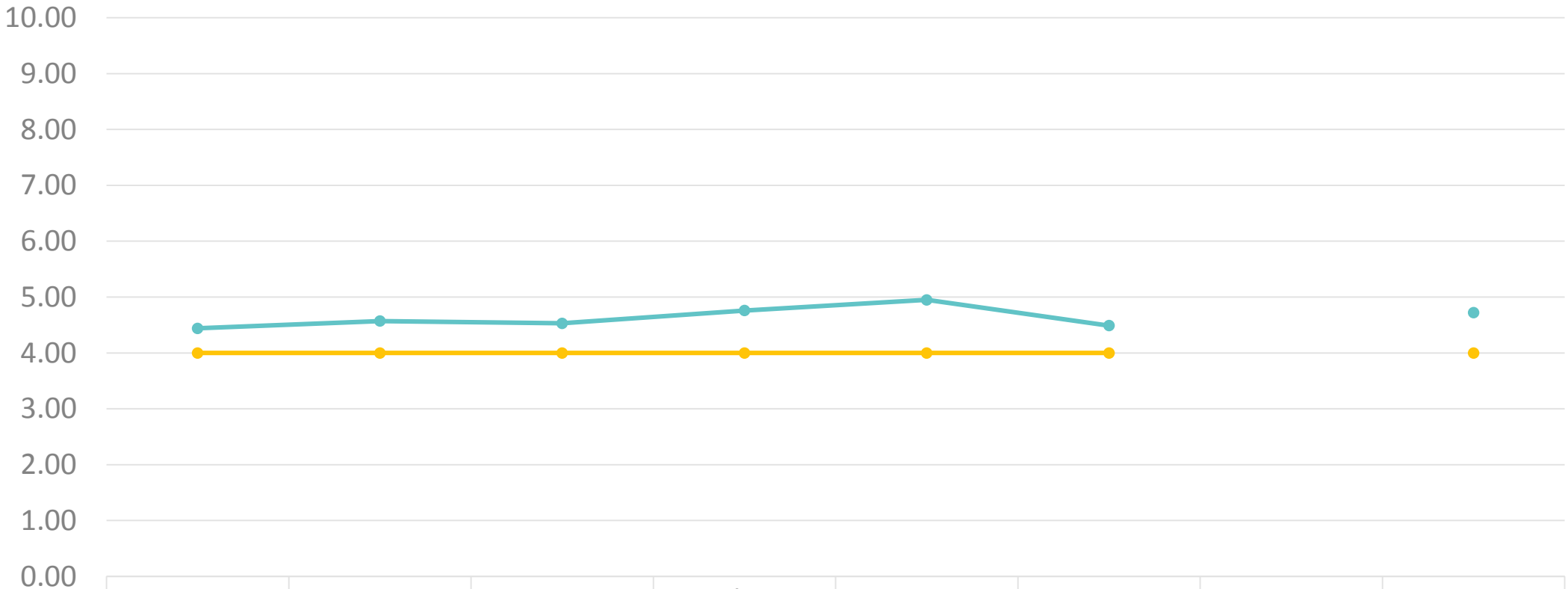
Q: Including this trip, how many times have you visited Guam?

LENGTH OF STAY



Q: How many nights did you stay on Guam?

LENGTH OF STAY – TRACKING



	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20		YTD
MEAN	4.44	4.57	4.53	4.76	4.95	4.49		4.72
MEDIAN	4	4	4	4	4	4		4

Q: How many nights did you stay on Guam?

LENGTH OF STAY – SEGMENTATION

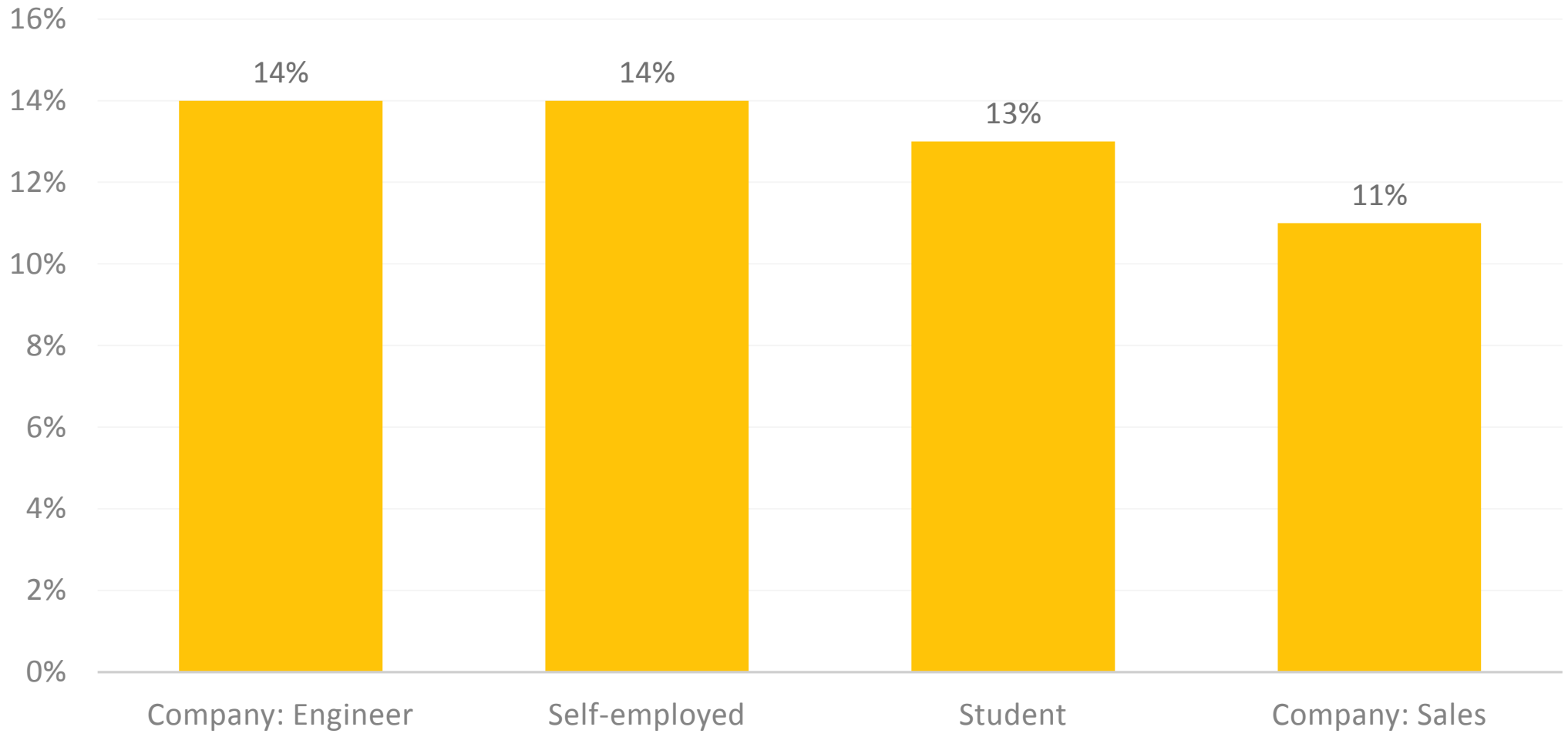
GVB VISITOR SATISFACTION STUDY
SA How many nights did you stay on Guam?

		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOON	WEDDING
		-	-	-	-	-
SA	1-2 nights	3%	1%			
	3 nights	20%	17%		14%	
	4+	77%	83%	100%	86%	100%
	Total	151	103	3	7	4
SA	Mean	4.49	4.54	4.00	3.86	4.00
	Median	4	4	4	4	4

Prepared by Anthology Research

Q: How many nights did you stay on Guam?

OCCUPATION – Top Responses (10%+)

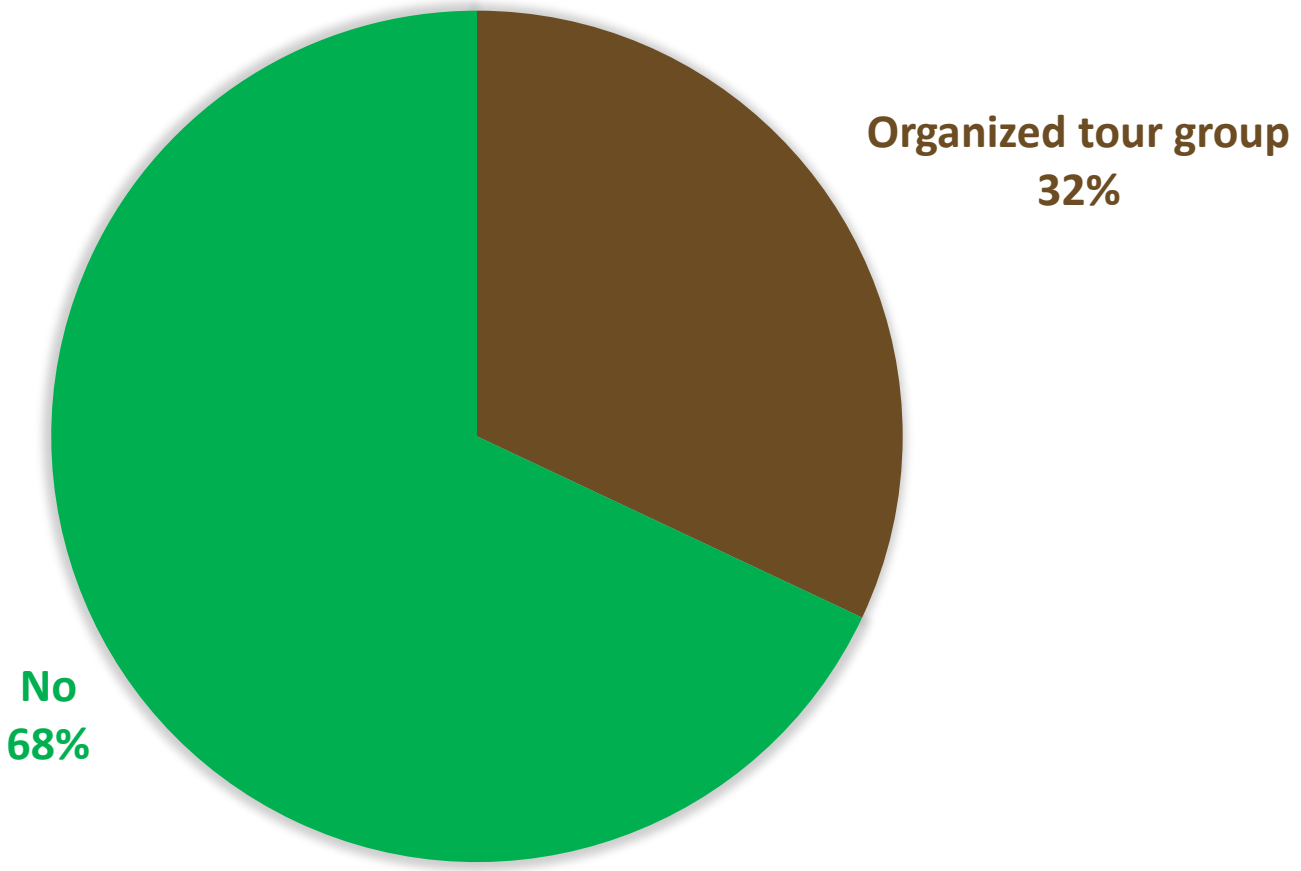


Q: What is your occupation?

SECTION 2

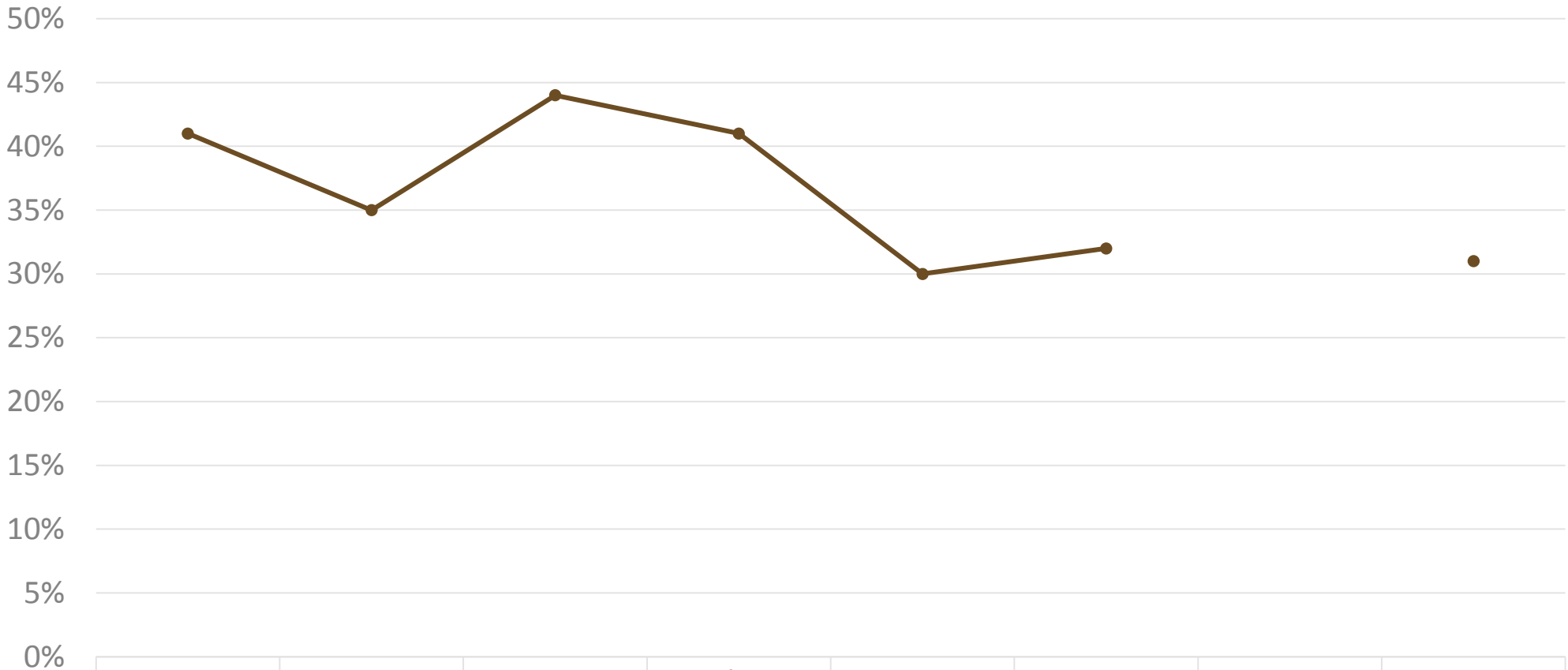
TRAVEL PLANNING

ORGANIZED TOUR GROUP



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

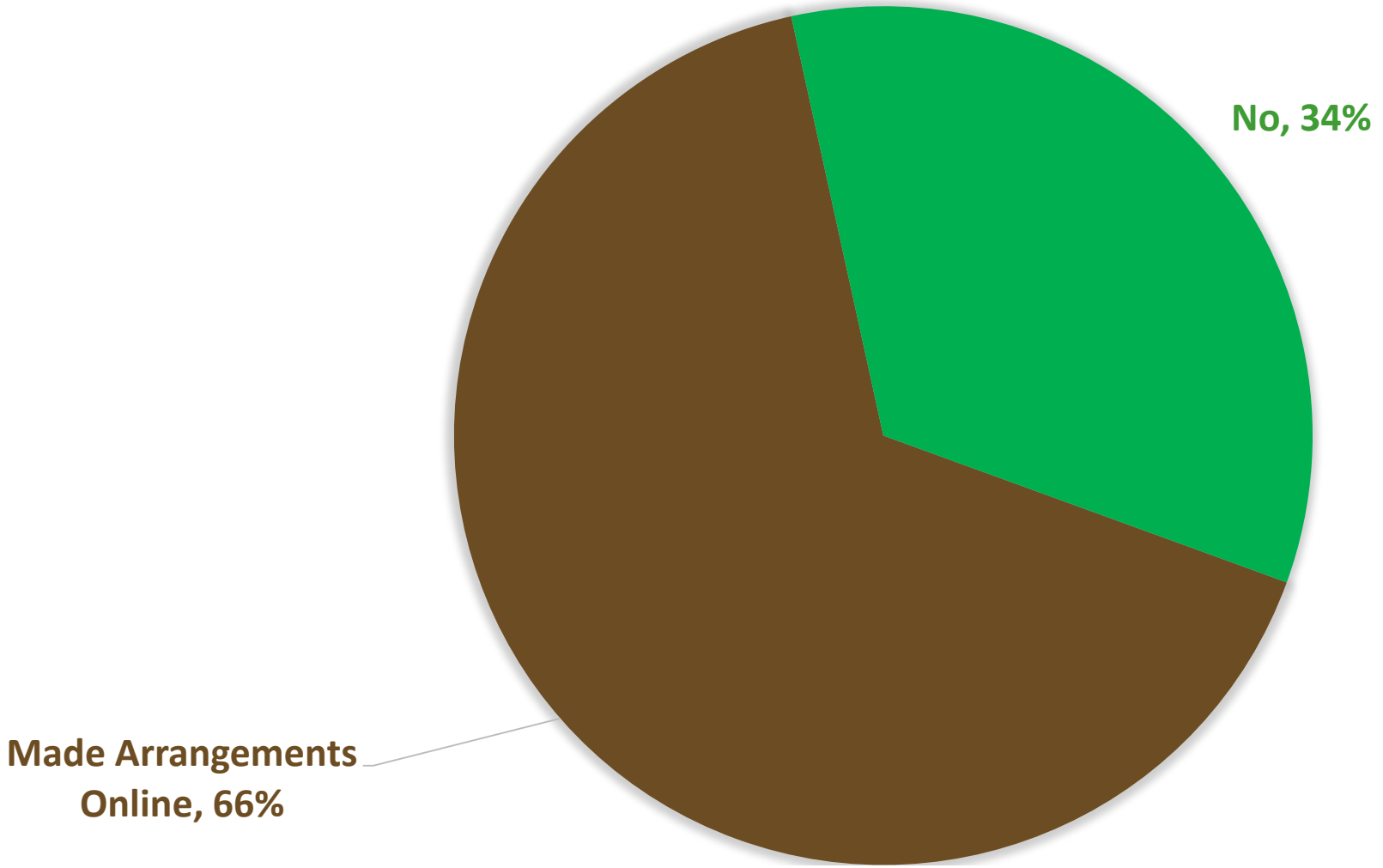
ORGANIZED TOUR GROUP – TRACKING



	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20		YTD
Group Tour	41%	35%	44%	41%	30%	32%		31%

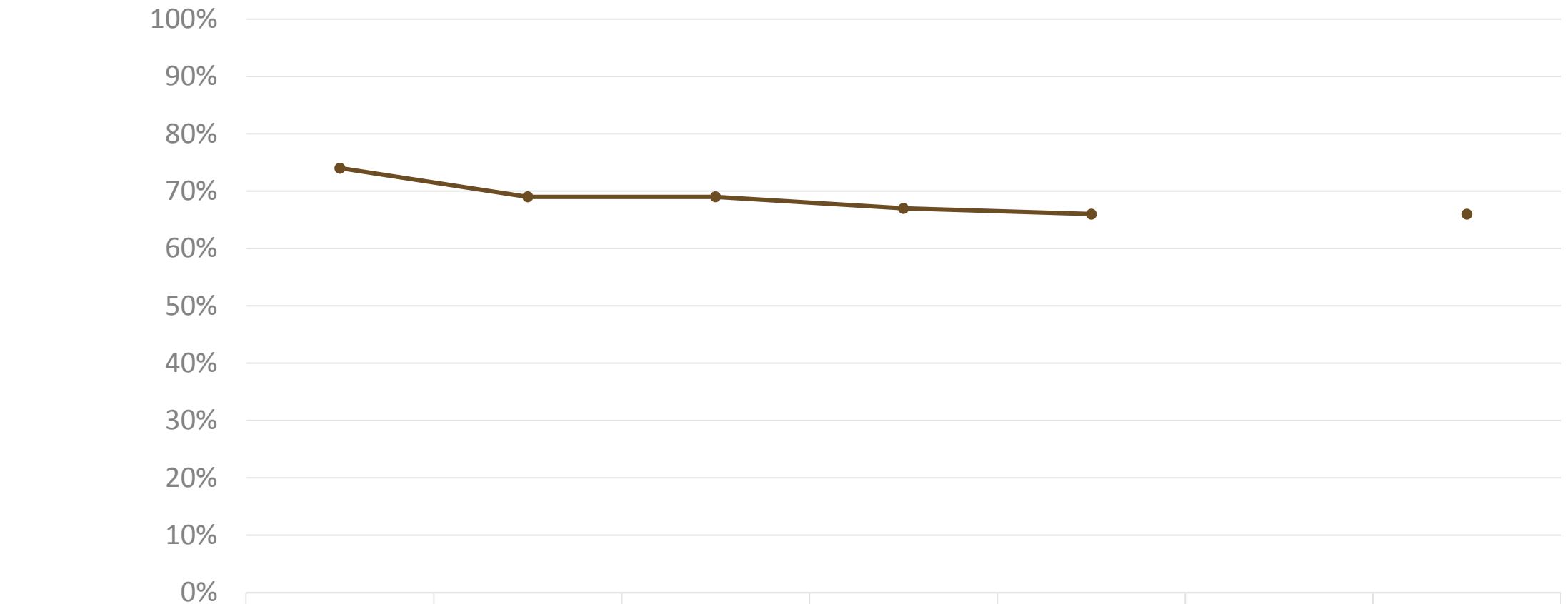
Q: On this trip, I am a member of an organized tour group?

ONLINE BOOKING



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

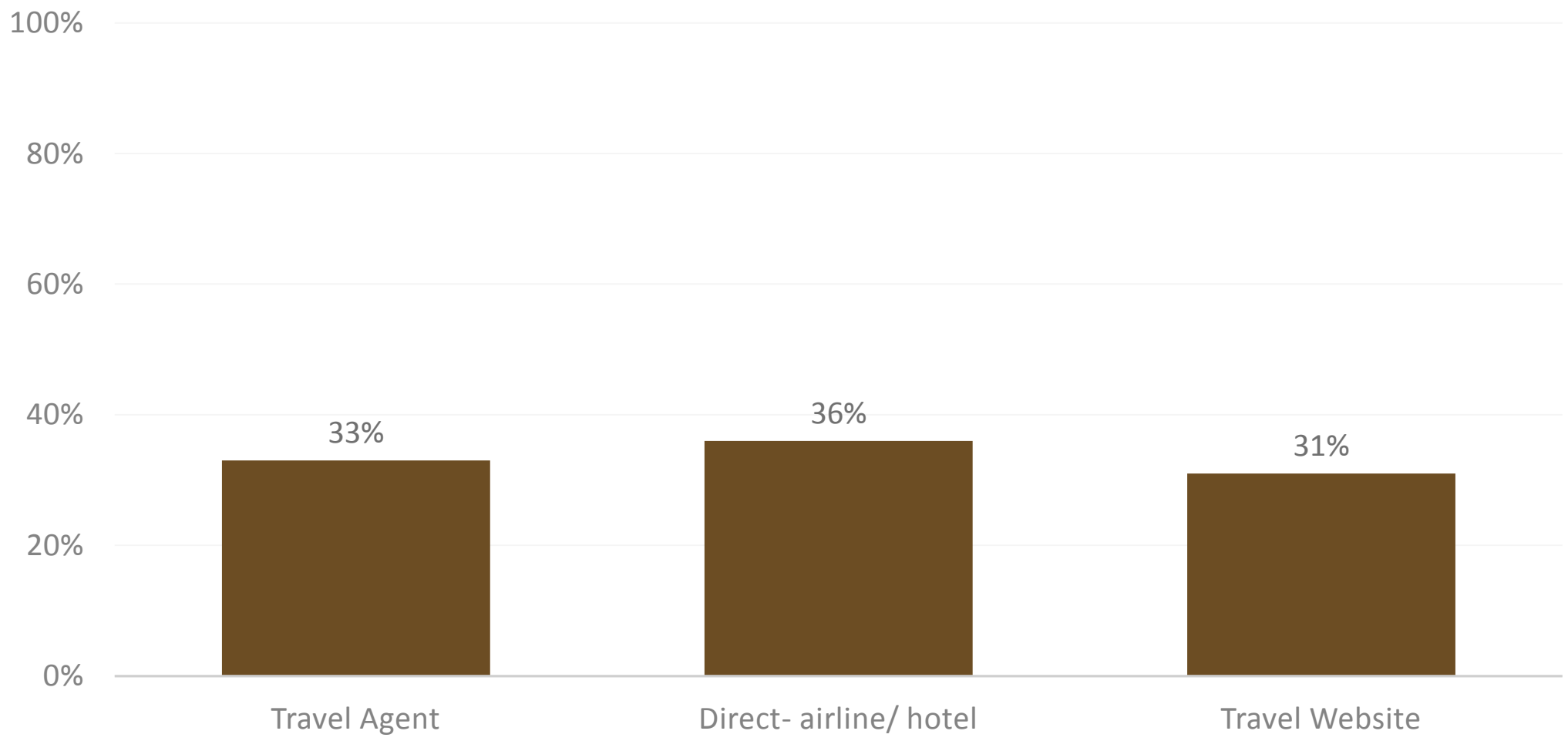
ONLINE BOOKING – TRACKING



	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20		YTD
Online Booking	74%	69%	69%	67%	66%		66%

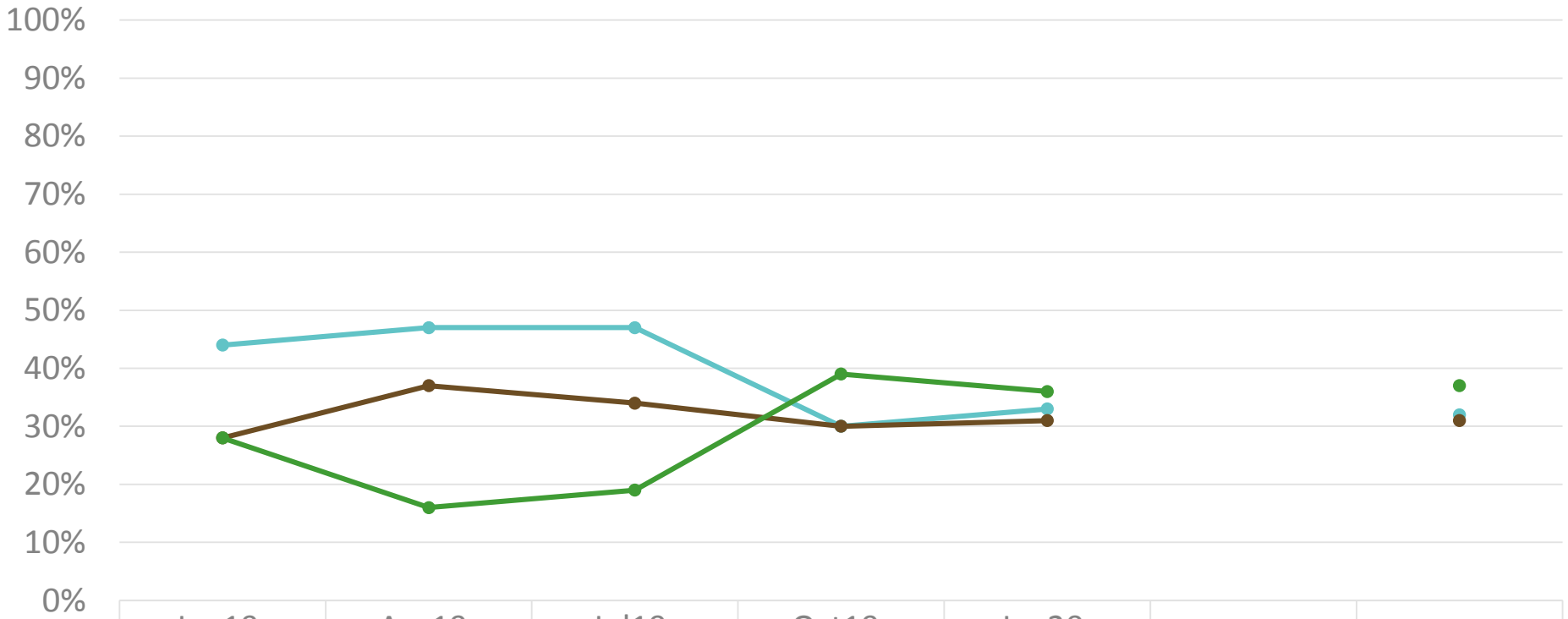
Q: Did you book any of your travel arrangements online?

TRAVEL ARRANGEMENTS



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

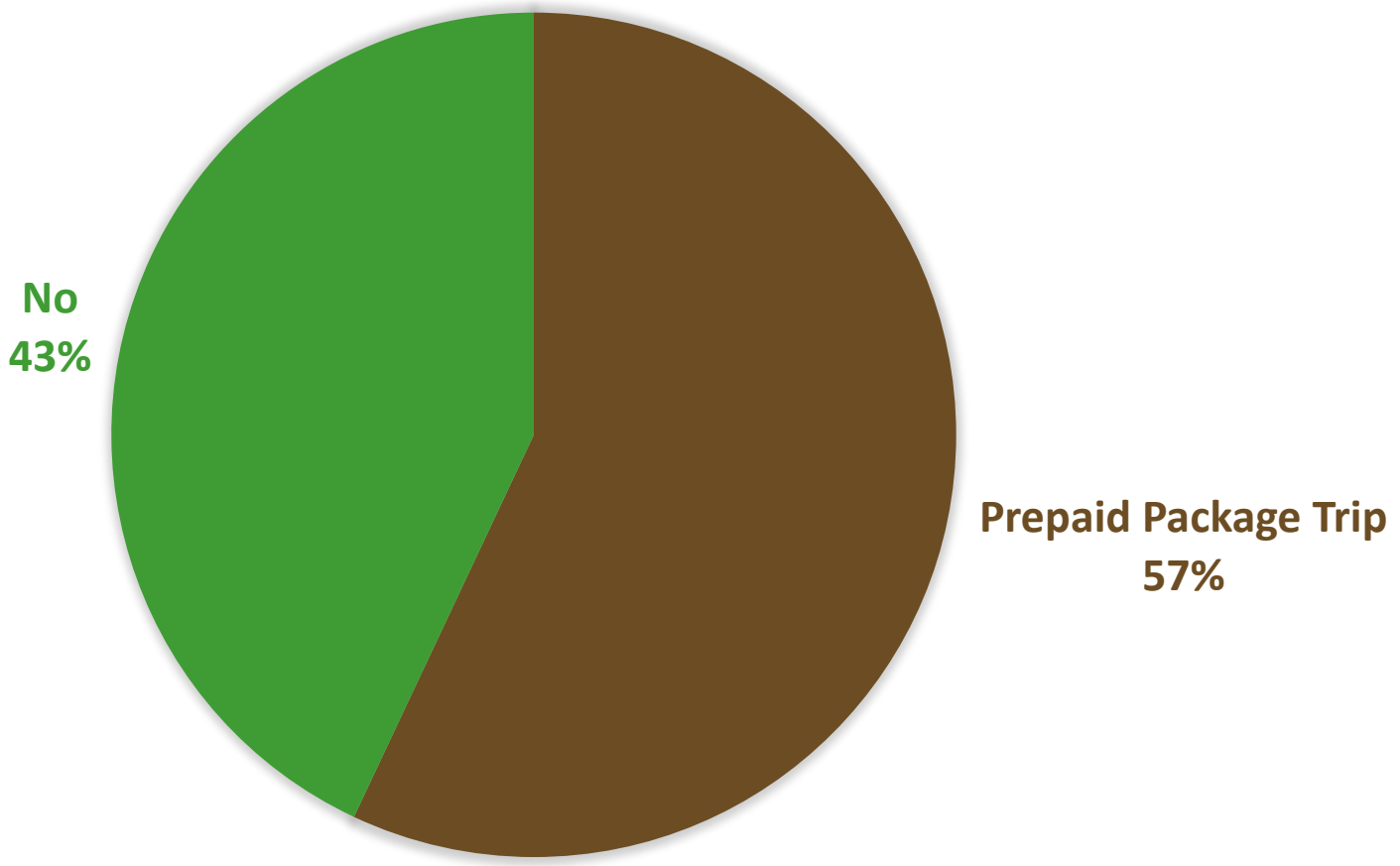
TRAVEL ARRANGEMENTS – TRACKING



	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20		YTD
Travel Agent	44%	47%	47%	30%	33%		32%
Travel Website	28%	37%	34%	30%	31%		31%
Direct- Airline/ Hotel	28%	16%	19%	39%	36%		37%

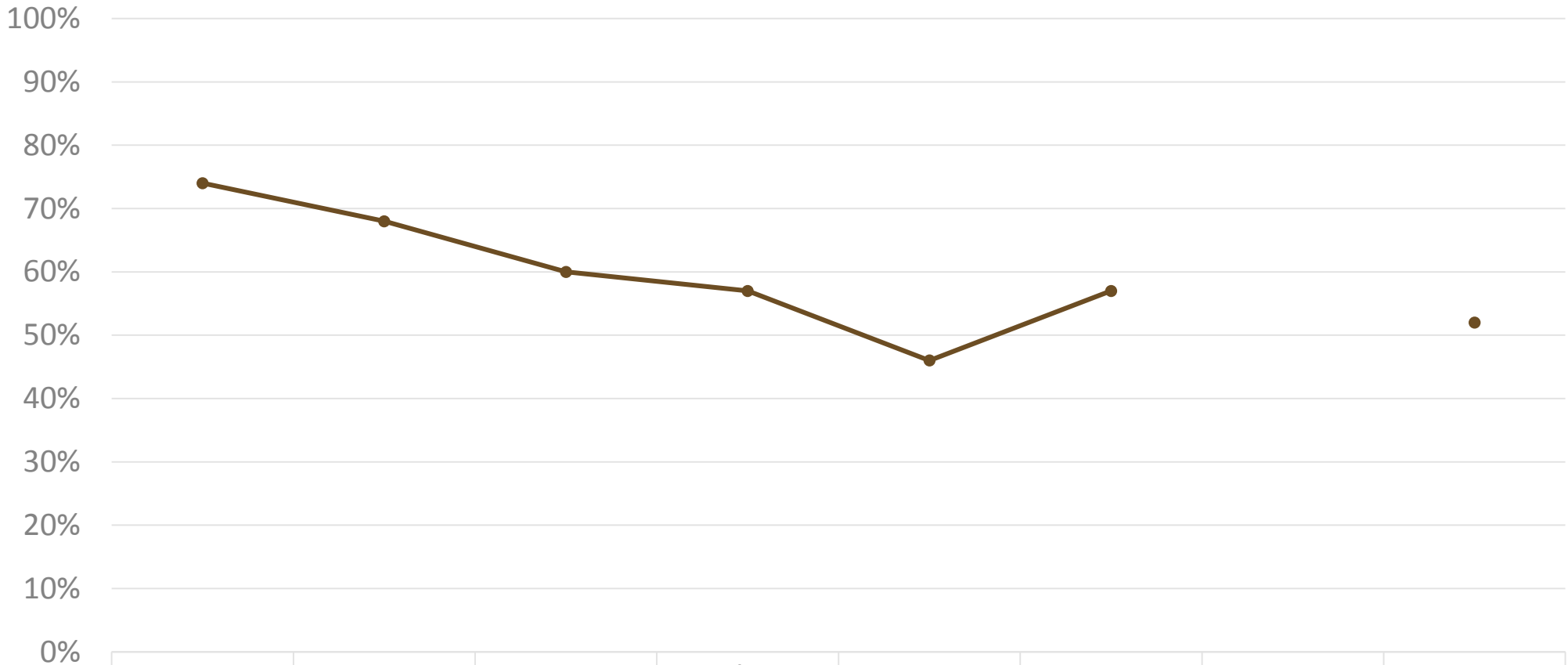
Q: How did you book your travel arrangements to Guam?

PREPAID PACKAGE TRIP



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

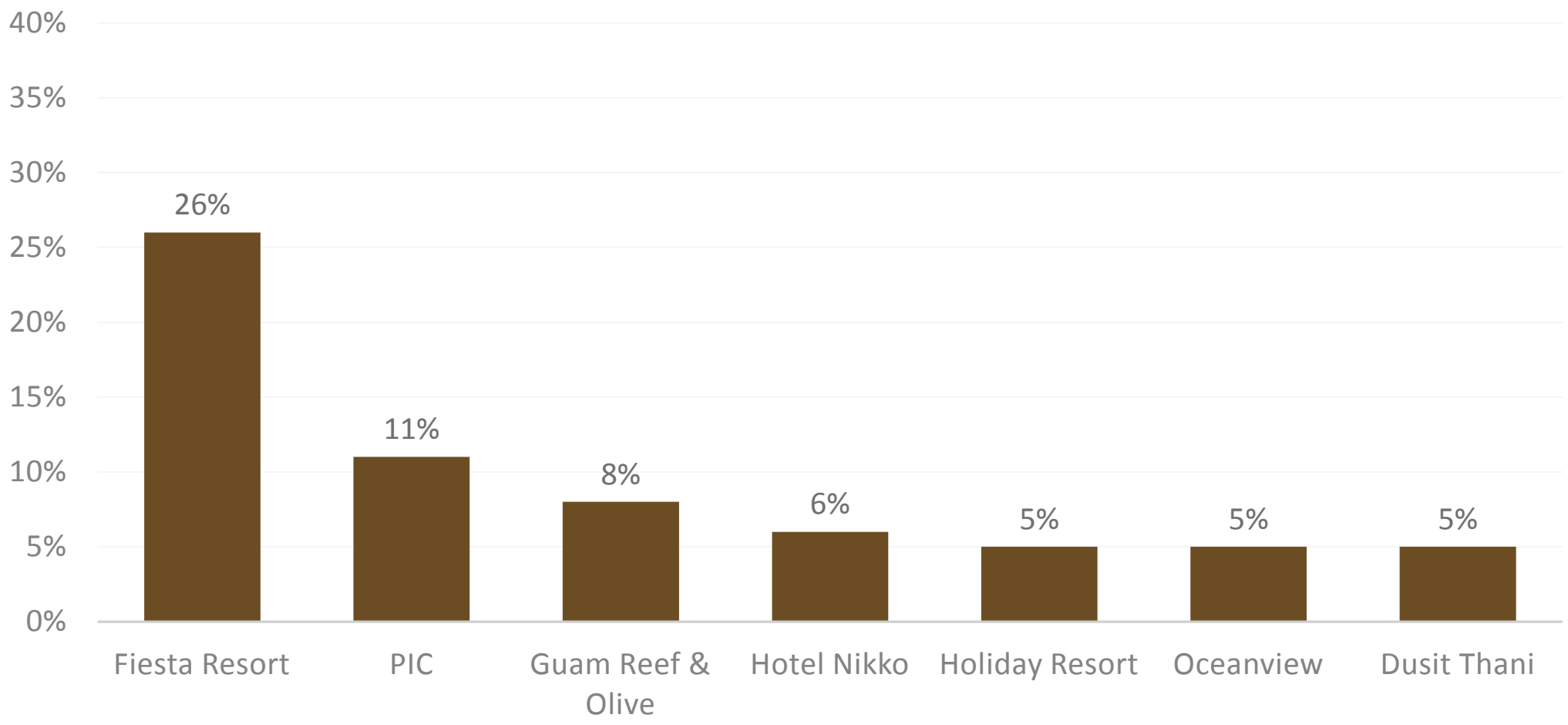
PREPAID PACKAGE TRIP



	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20		YTD
Prepaid Pkg	74%	68%	60%	57%	46%	57%		52%

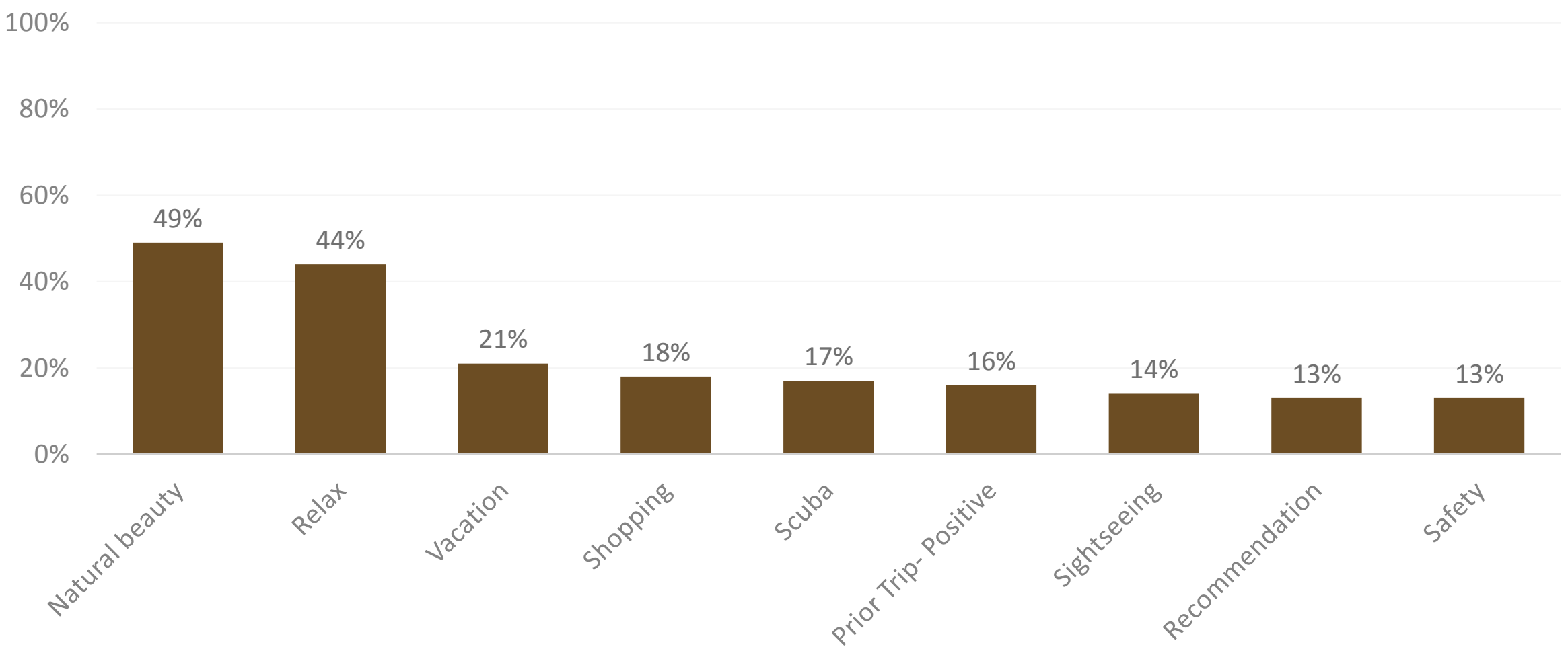
Q: Are you on a prepaid package trip that includes at least airfare and hotel?

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?

TRAVEL MOTIVATIONS – SEGMENTATION

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

		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOON	WEDDING
		-	-	-	-	-
Q8	Beautiful seas, beaches, tropical climate	49%	52%	33%	43%	100%
	Just to relax	44%	43%	33%	29%	25%
	Vacation	21%	25%			25%
	Shopping	18%	22%		14%	
	Scuba diving	17%	24%	33%	43%	
	A previous visit	16%	12%			25%
	Sightseeing/ visiting tourist spots	14%	15%			
	It is a safe place to spend a vacation	13%	12%		14%	25%
	Recommendation of friend/ relative/ travel agency	13%	13%			
	Water sports (snorkeling, windsurfing, parasailing)	13%	18%	33%		
	Short travel time (not too far from home)	9%	7%		14%	
	Price of the tour package	7%	6%		14%	
	To visit friends or relatives	7%	5%			
	Career certification/ testing	5%	1%			
	Honeymoon	5%	4%		100%	
	Shop Guam e-Festival	4%	3%			
	To Get Married/ attend Wedding	3%	1%			100%
	Incentive trip	2%	3%	100%		
	Social Media networks	2%	2%			
	To golf	1%	2%			
	Adventure	1%	2%			
	Company/ business trip	1%				
	School trip	1%	1%			
	Travel shows/ agents	1%	1%			
	Total	151	103	3	7	4

Prepared by Anthology Research

SECTION 3

EXPENDITURES

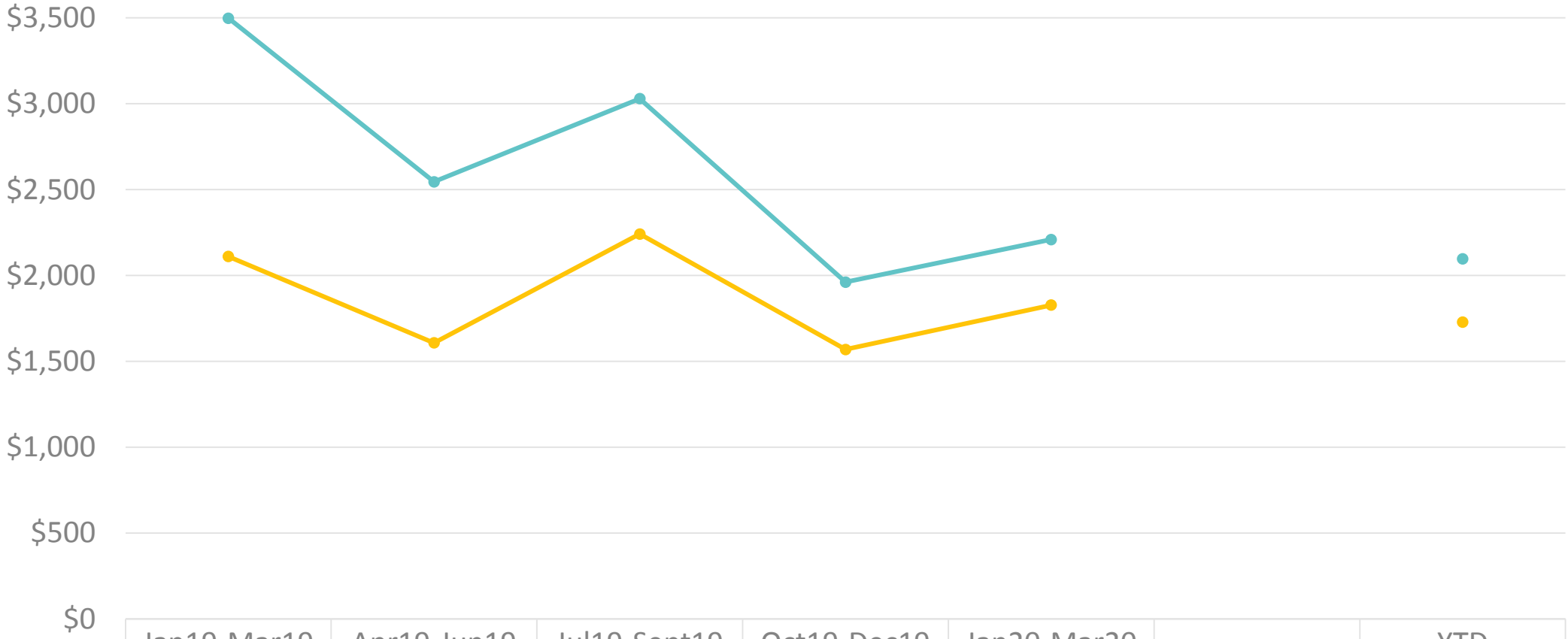
PREPAID PACKAGE EXPENDITURES

- $2,208.78 = overall mean average prepaid package expense (for entire travel party) by respondent

- $978.27= 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?

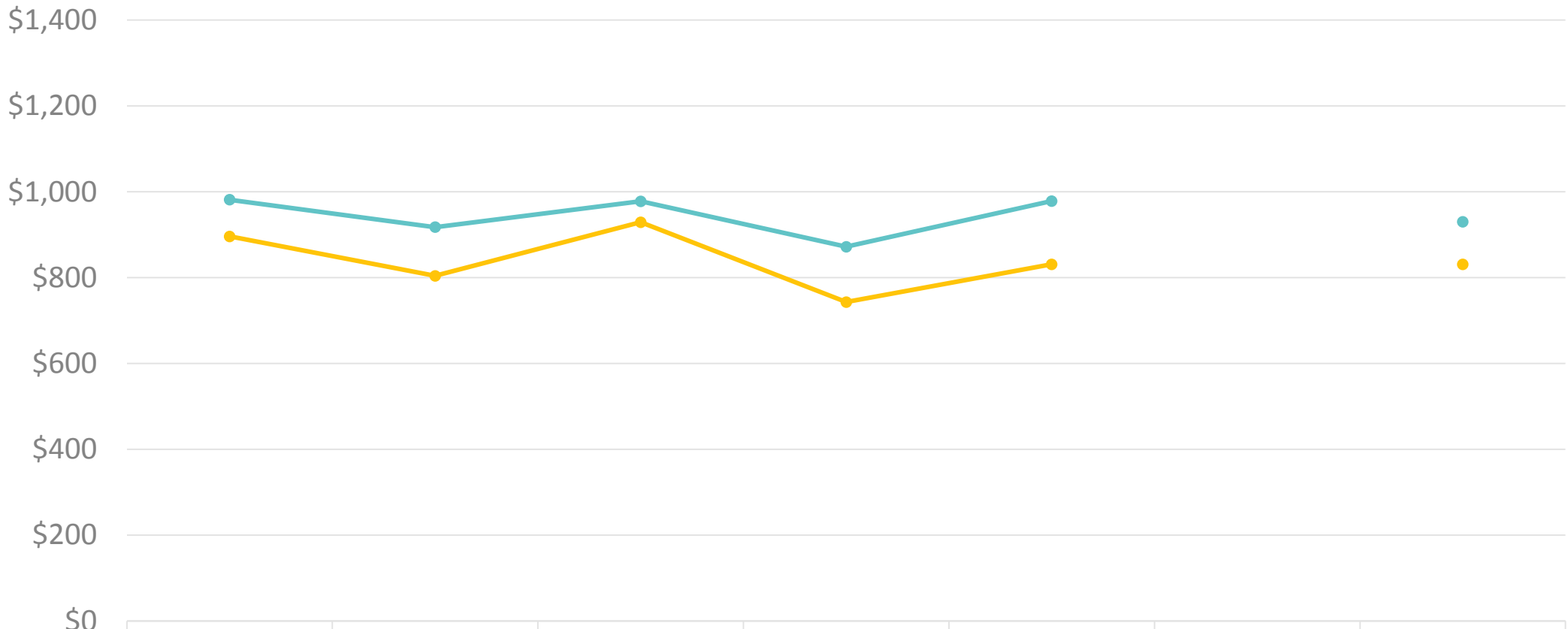
PREPAID PACKAGE – TRAVEL PARTY EXPENSE TRACKING



	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20		YTD
MEAN	$3,498.00	$2,544.86	$3,029.26	$1,961.23	$2,208.78		$2,096.56
MEDIAN	$2,110.00	$1,607.00	$2,241.00	$1,569.00	$1,827.00		$1,728.00

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



	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20		YTD
MEAN	$981.30	$917.36	$977.61	$871.66	$978.27		$929.94
MEDIAN	$896.00	$804.00	$929.00	$743.00	$831.00		$831.00

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

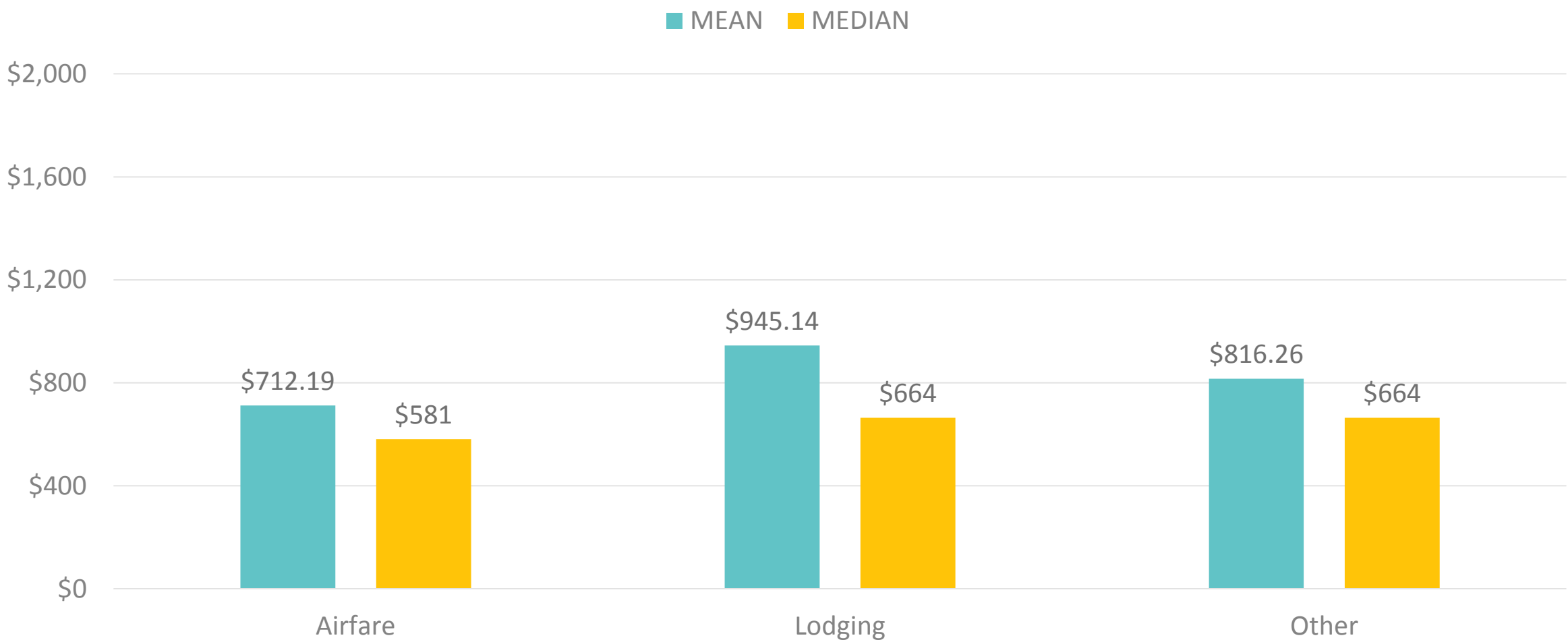
GVB VISITOR SATISFACTION STUDY
Q20 How much did the total prepaid package trip cost for you and other members of your covered travel party? PER PERSON

		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOON	WEDDING
		-	-	-	-	-
PREPAID PKG PER PERSON	Mean	$978.27	$950.46	$1,020.49	$856.59	$1,229.24
	Median	$831	$831	$653	$680	$1,229

Prepared by Anthology Research

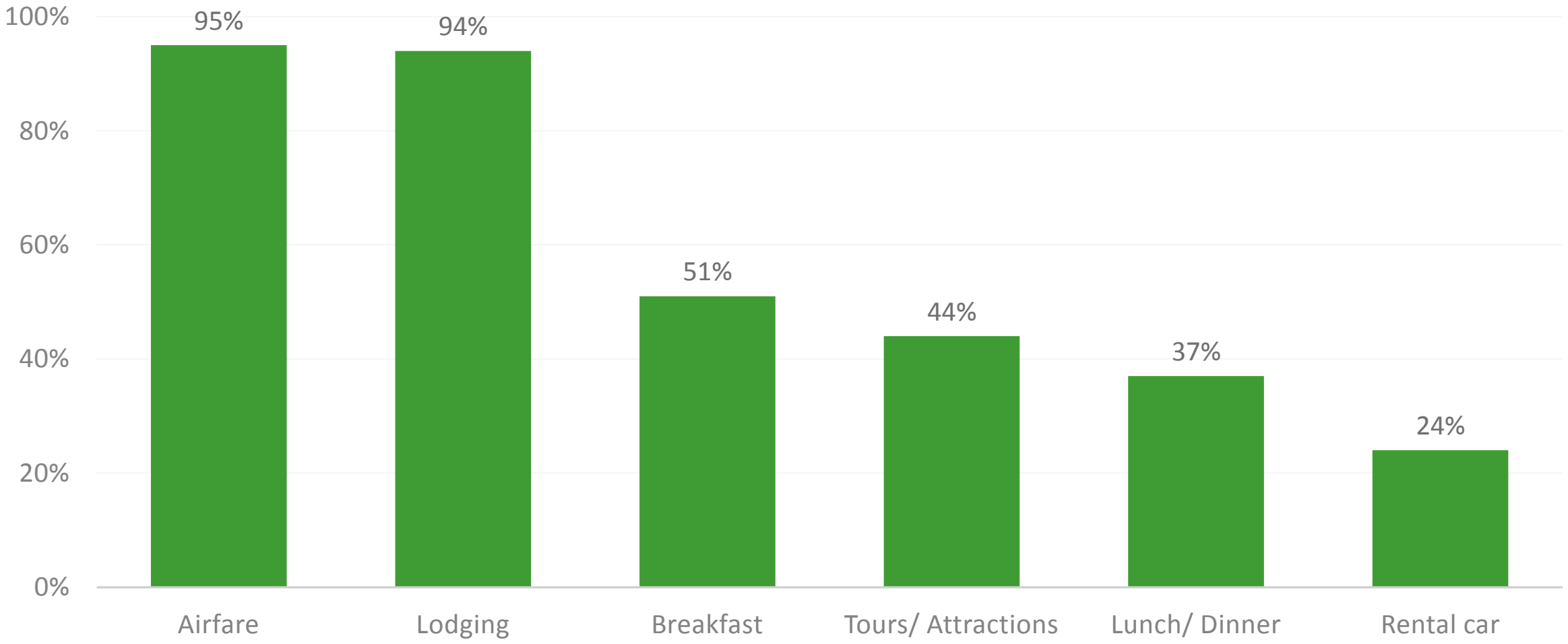
Q: How much did the total prepaid package trip cost for you and other members of your covered travel party?

PREPAID PACKAGE – BREAKDOWN



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

PREPAID PACKAGE – BREAKDOWN



Q: What did the package trip include?

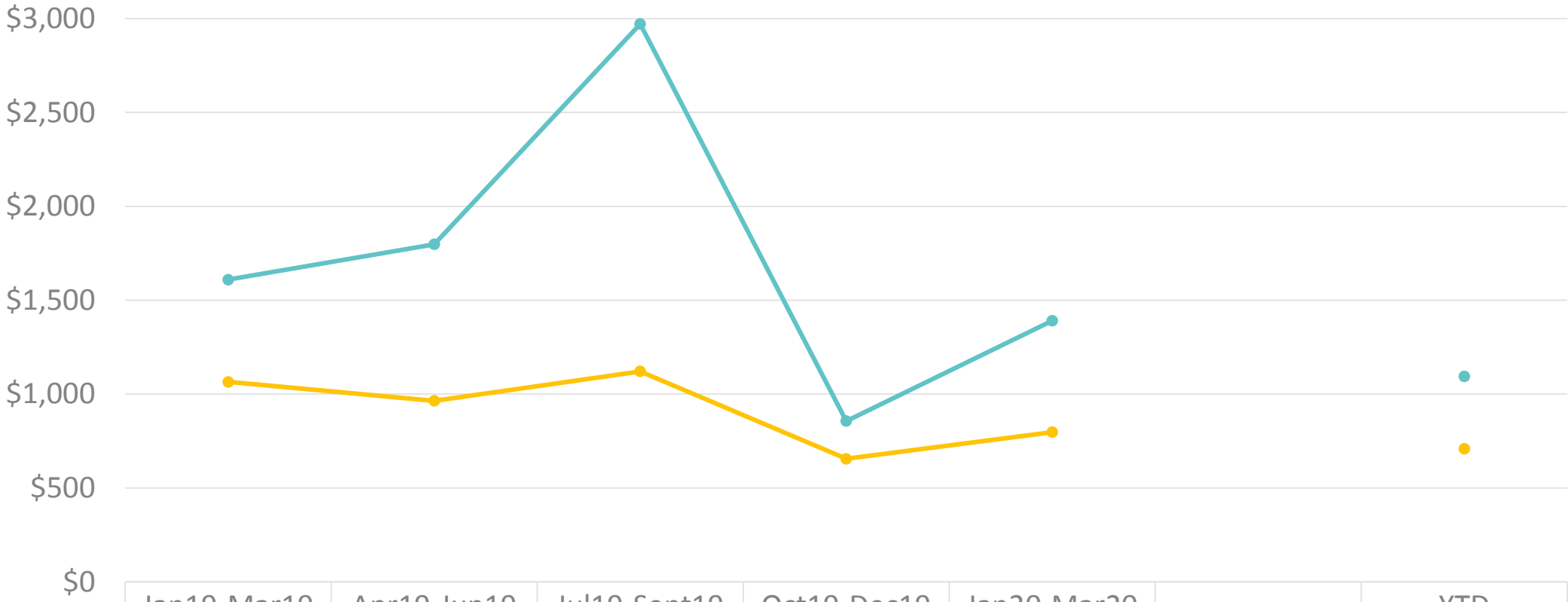
AIRFARE – FIT TRAVELER

- $1,390.25 = overall mean average airfare expense (for entire travel party) by respondent

- $507.97 = 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)?

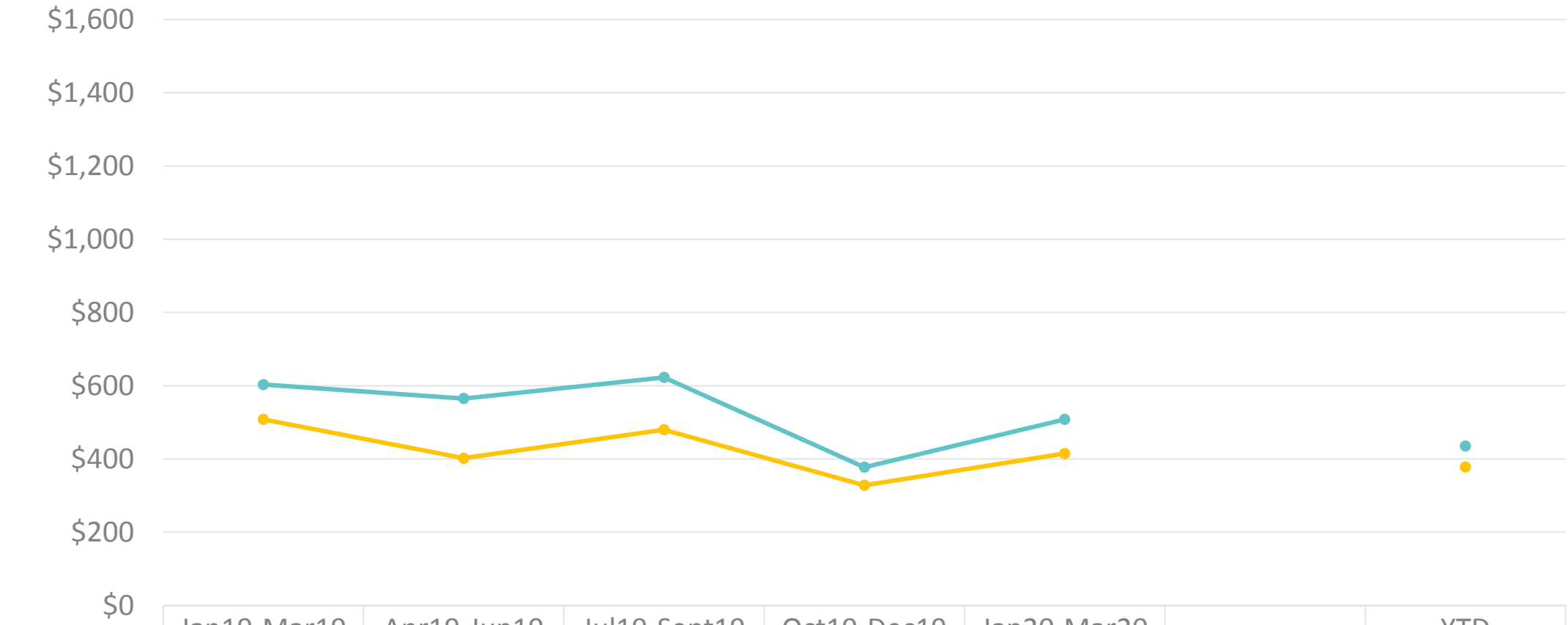
AIRFARE – FIT TRAVELER (GROUP) TRACKING



	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20		YTD
MEAN	$1,609.55	$1,797.51	$2,971.65	$856.14	$1,390.25		$1,093.52
MEDIAN	$1,065.00	$964.00	$1,121.00	$655.00	$797.00		$709.00

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



	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20		YTD
MEAN	$603.07	$565.12	$622.72	$377.32	$507.97		$435.39
MEDIAN	$508.00	$402.00	$480.00	$328.00	$415.00		$378.00

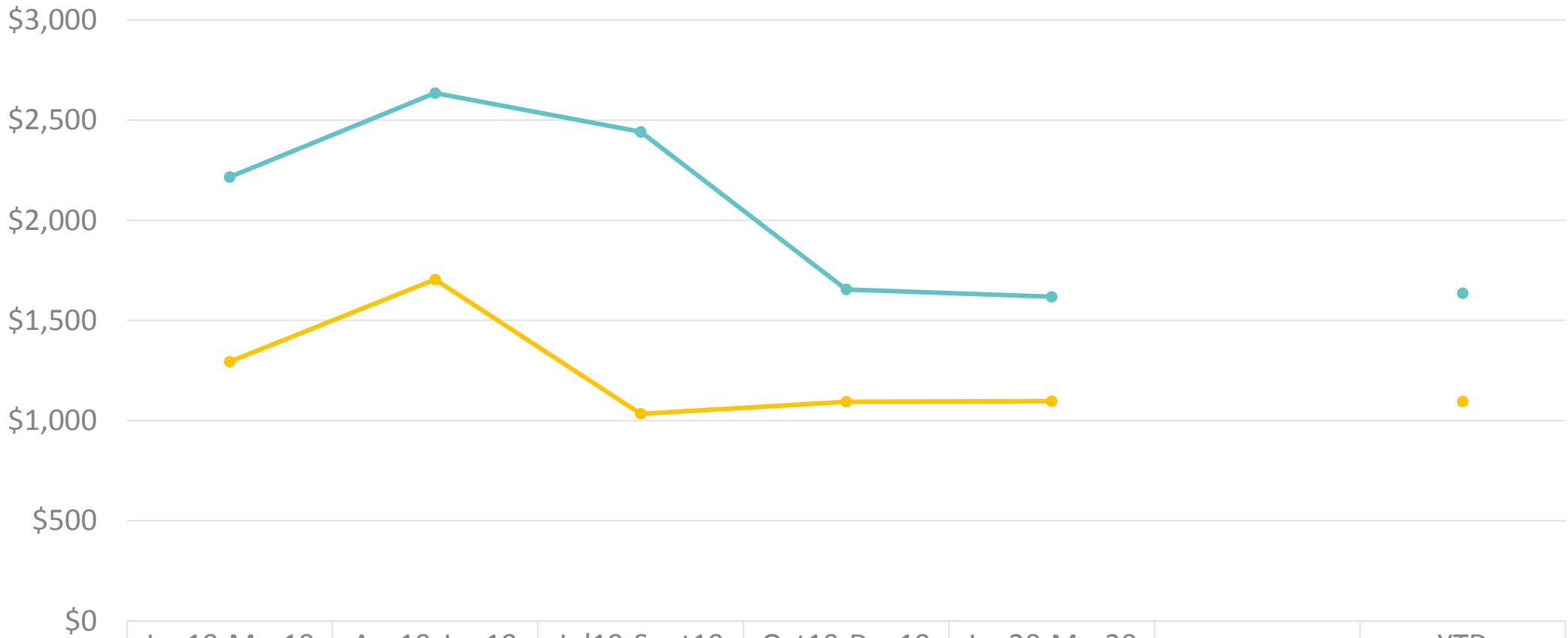
Q: How much did the total did you and your family/ travel party pay for the airline trip costs to Guam (if not included as part of a package)?

ONISLE EXPENDITURES

- $1,636.65 = overall mean average expense (for entire travel party) by respondent

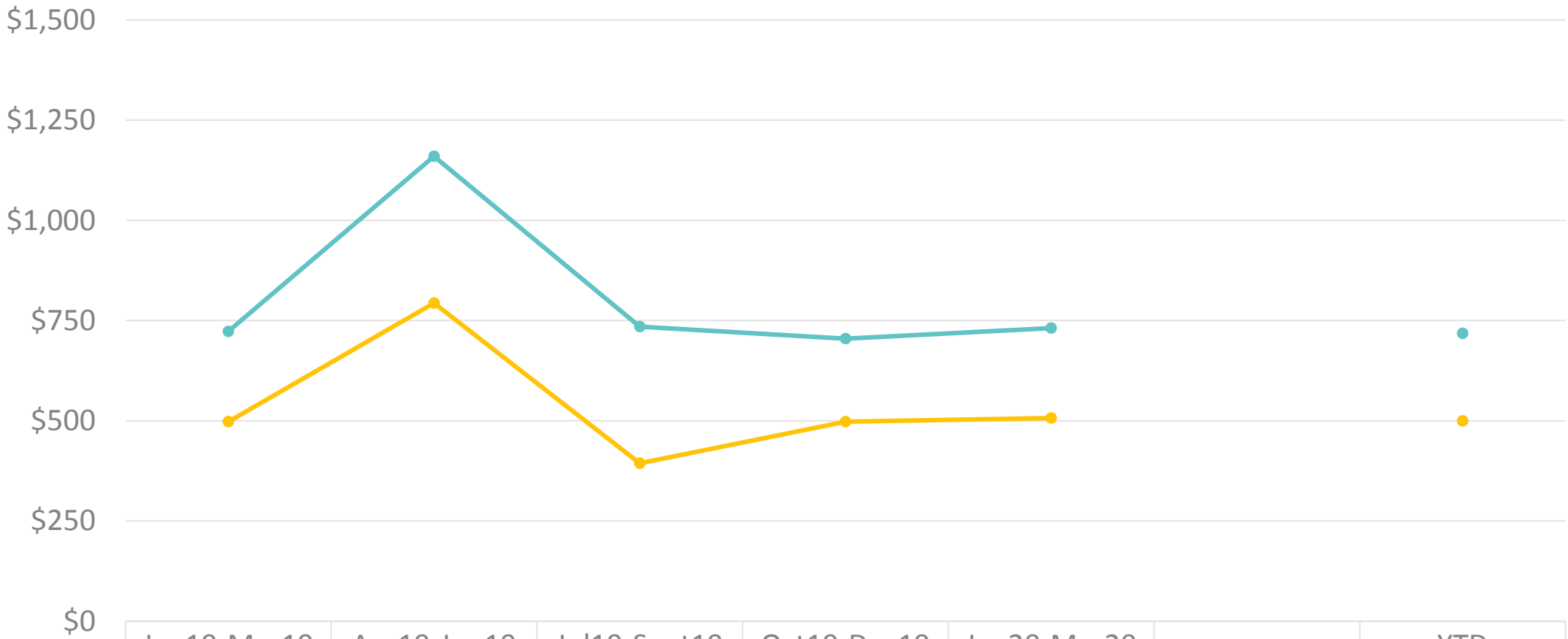
- $718.21 = overall mean average **per person** expenditures

ONISLE – TRAVEL PARTY TRACKING



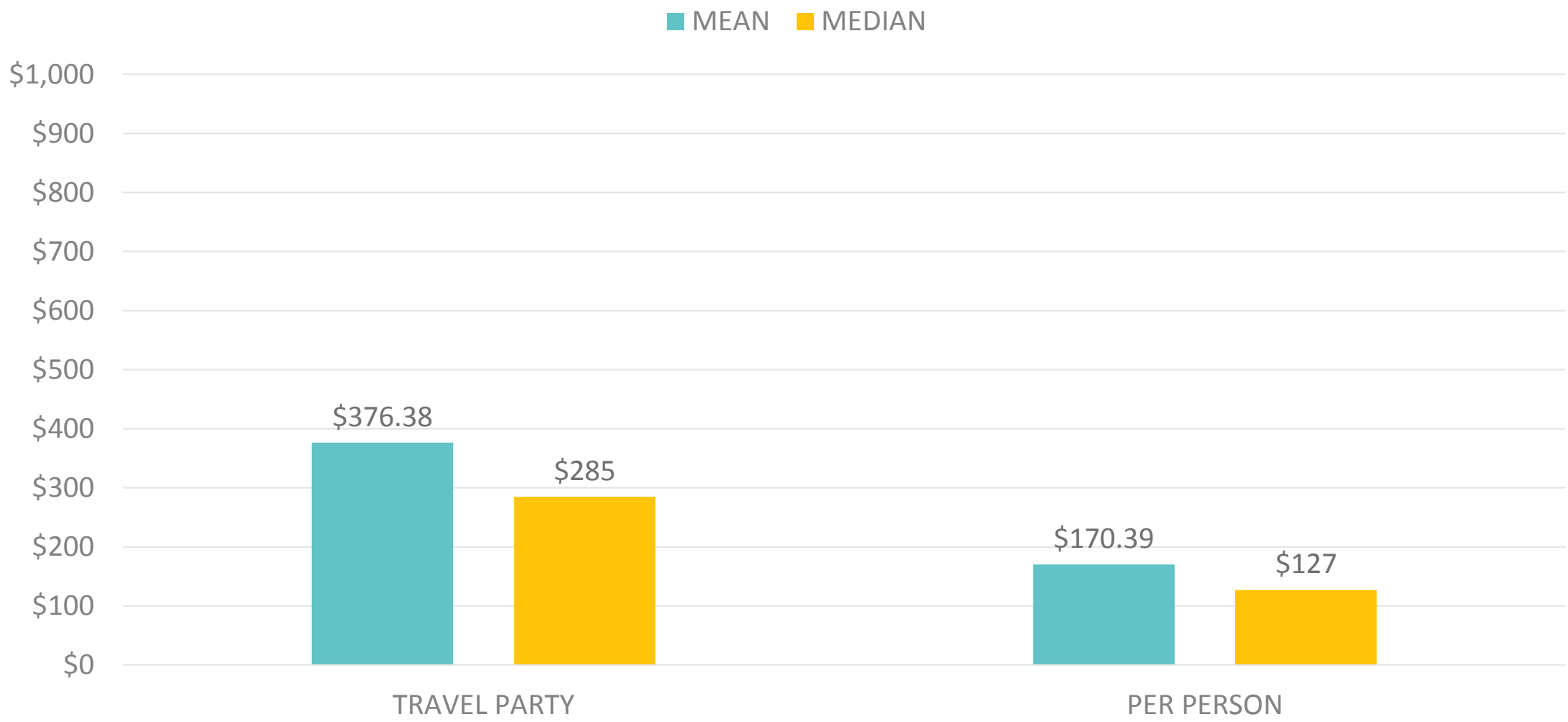
	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20		YTD
MEAN	$2,216.08	$2,635.65	$2,441.96	$1,654.93	$1,618.37		$1,636.65
MEDIAN	$1,294.00	$1,705.00	$1,034.00	$1,094.00	$1,097.00		$1,096.00

ONISLE – PER PERSON TRACKING

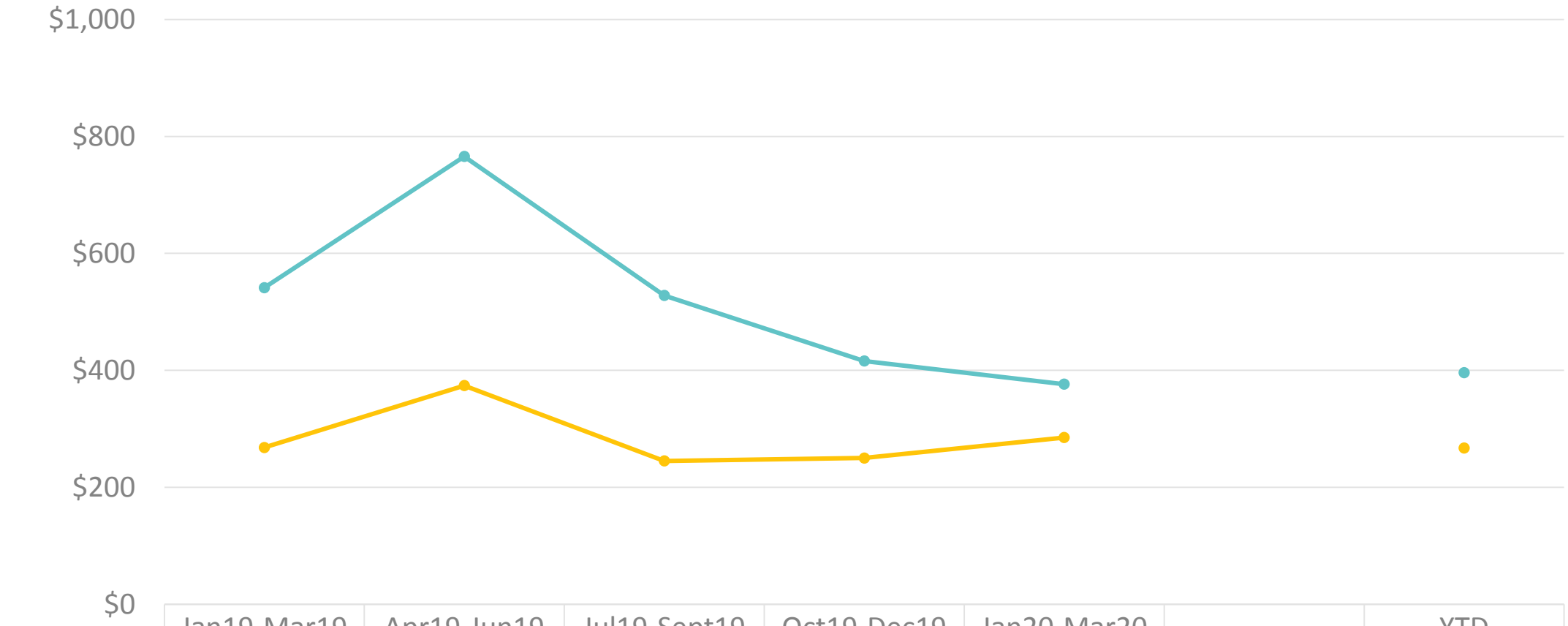


	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20		YTD
MEAN	$723.39	$1,160.07	$734.89	$704.93	$731.48		$718.21
MEDIAN	$498.00	$794.00	$394.00	$498.00	$507.00		$500.00

ONISLE – PER DAY SPENDING

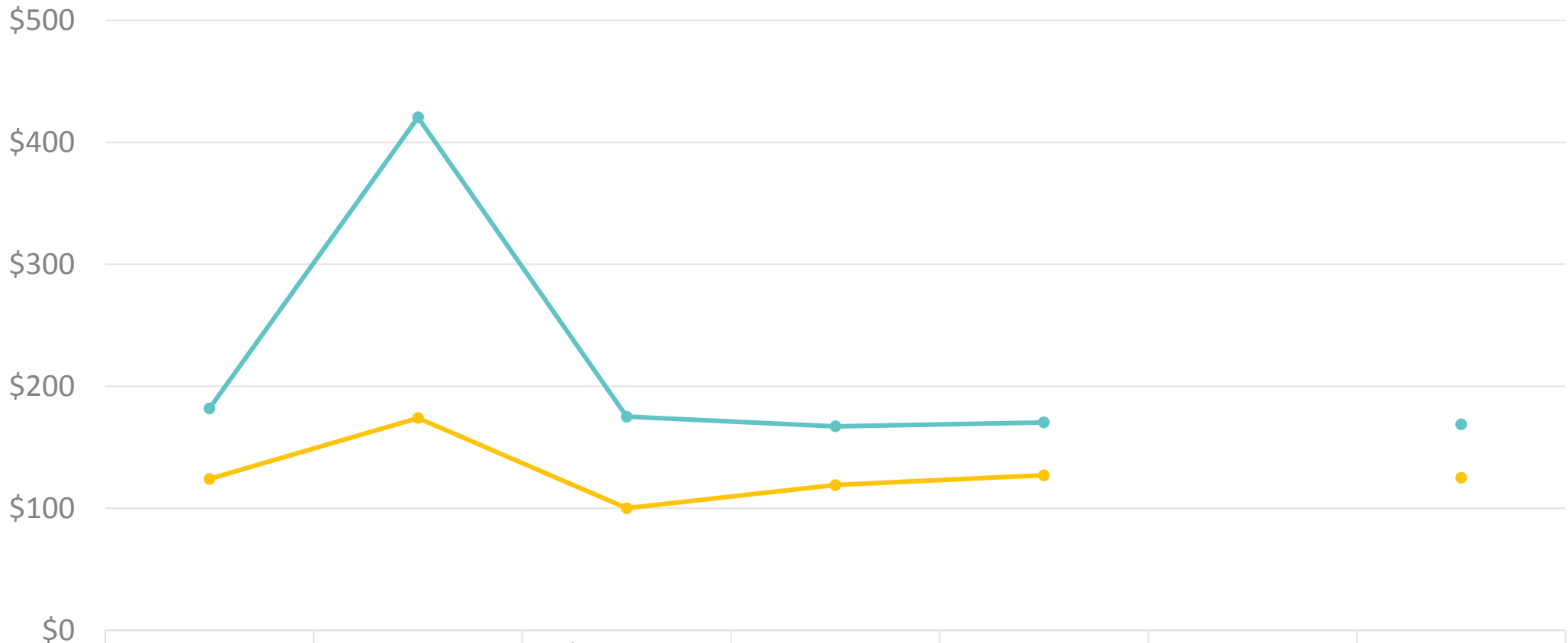


ONISLE – TRAVEL PARTY/ PER DAY TRACKING



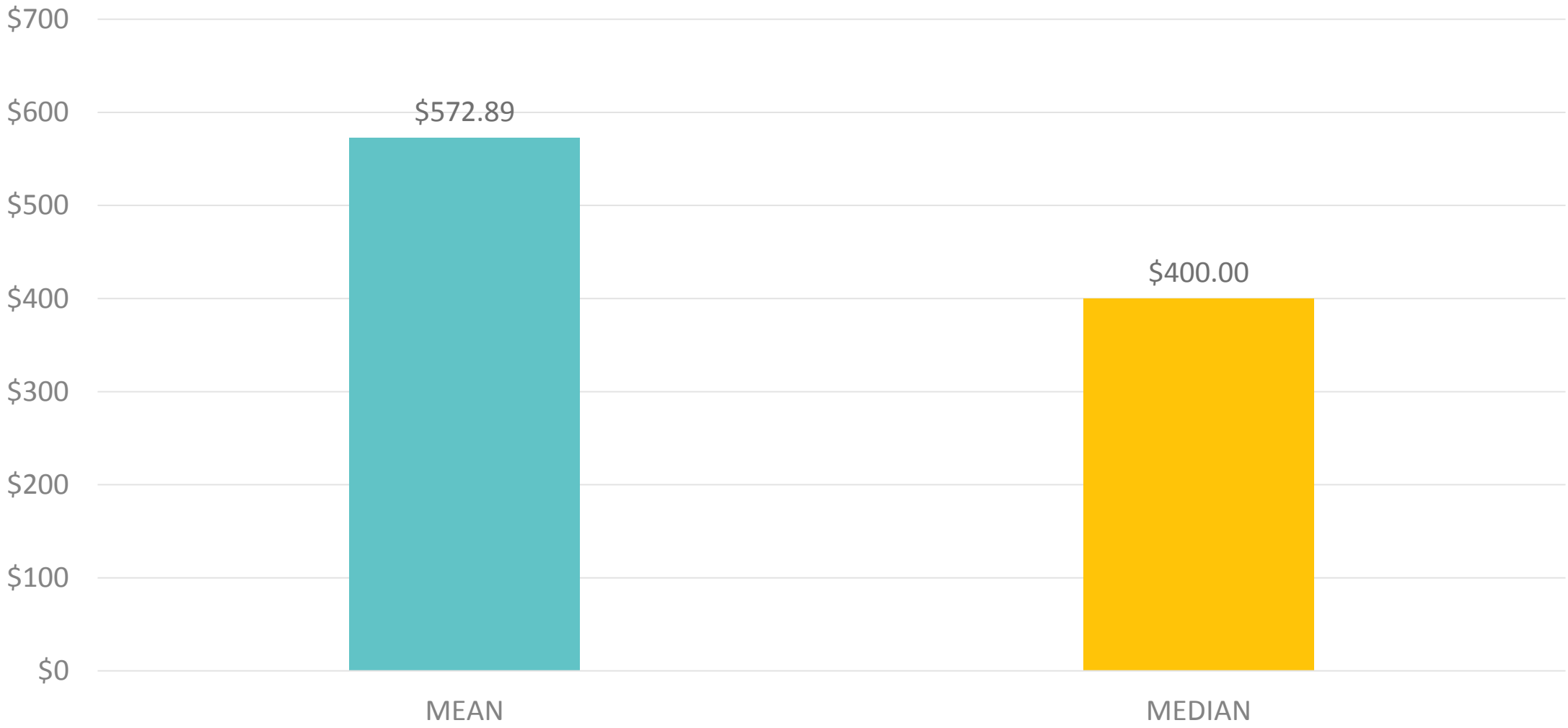
	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20		YTD
MEAN	$541.36	$765.71	$528.13	$415.93	$376.38		$396.15
MEDIAN	$268.00	$374.00	$245.00	$250.00	$285.00		$267.00

ONISLE – PER PERSON/ PER DAY TRACKING



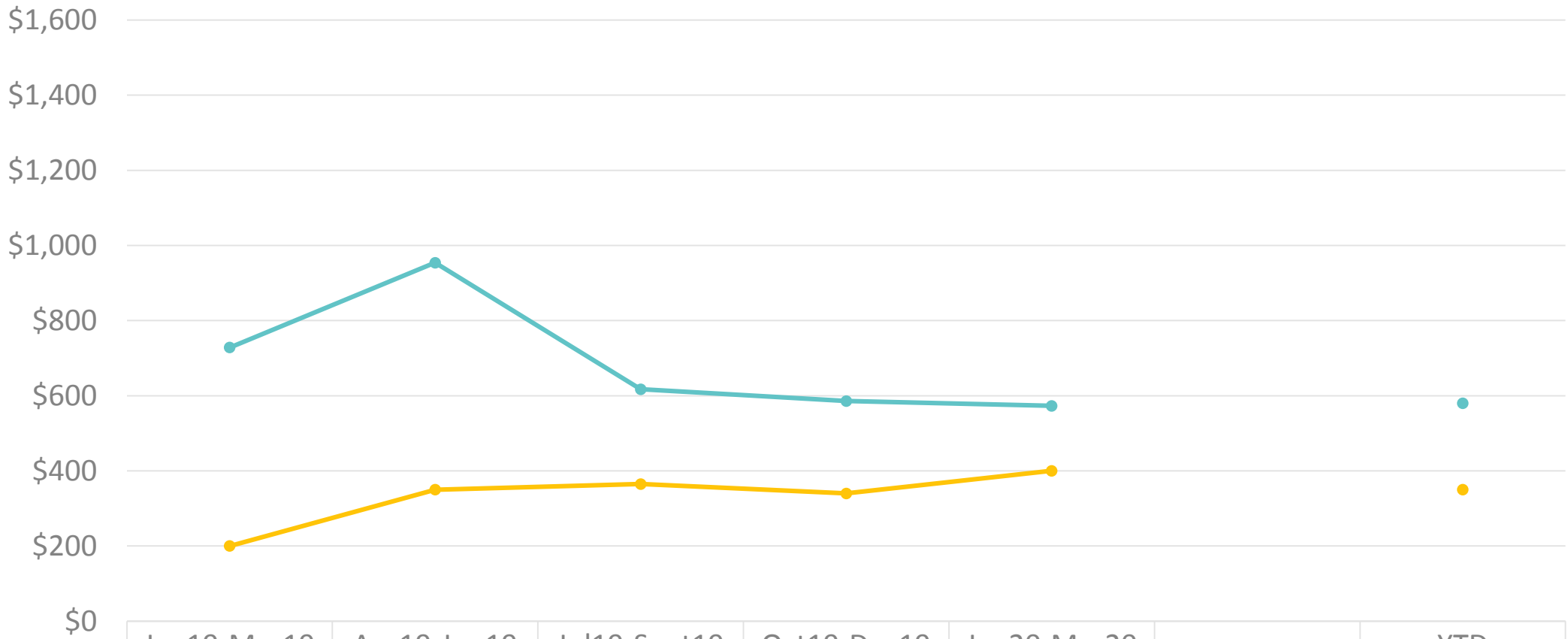
	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20		YTD
MEAN	$181.88	$420.48	$175.09	$167.19	$170.39		$168.79
MEDIAN	$124.00	$174.00	$100.00	$119.00	$127.00		$125.00

ONISLE – ACCOMMODATIONS



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

ONISLE – ACCOMMODATIONS TRACKING



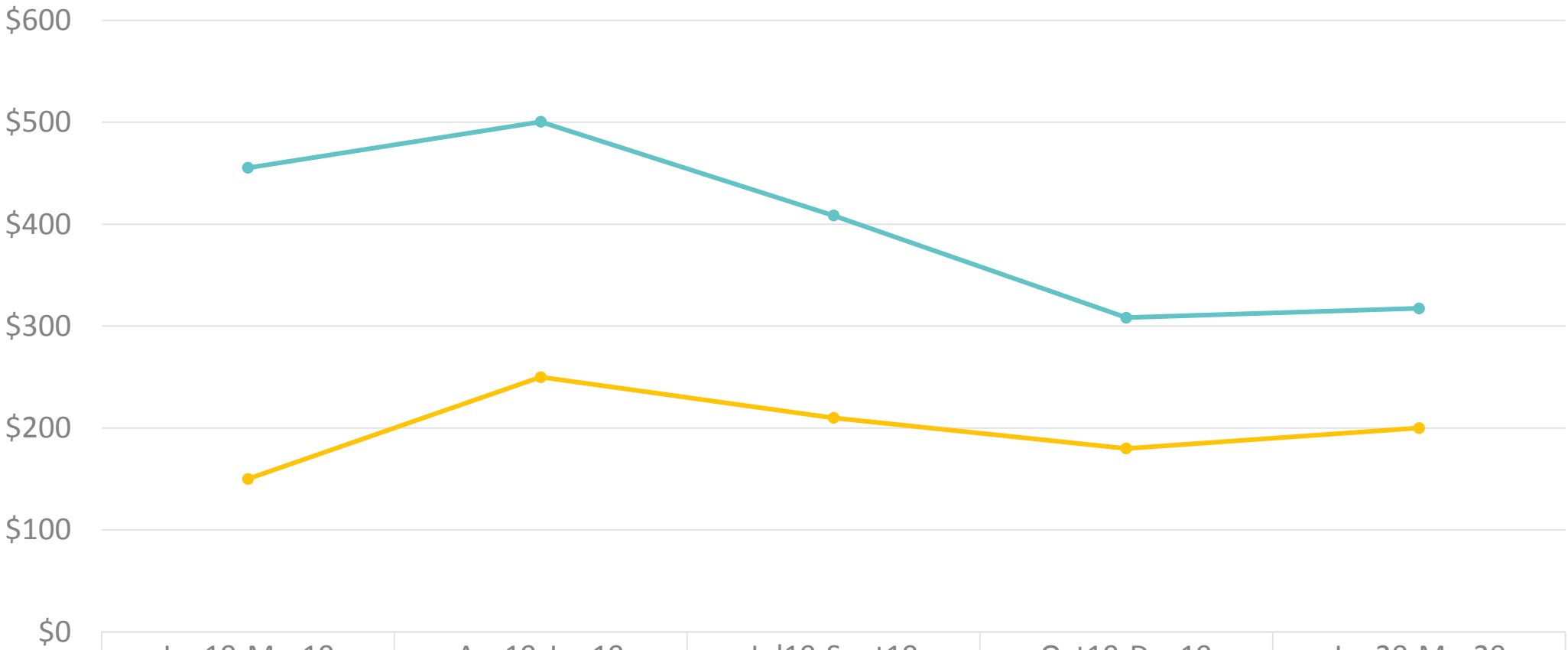
	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20		YTD
MEAN	$728.39	$953.96	$617.33	$585.92	$572.89		$579.74
MEDIAN	$200.00	$350.00	$365.00	$340.00	$400.00		$350.00

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

ONISLE – FOOD & BEVERAGE

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

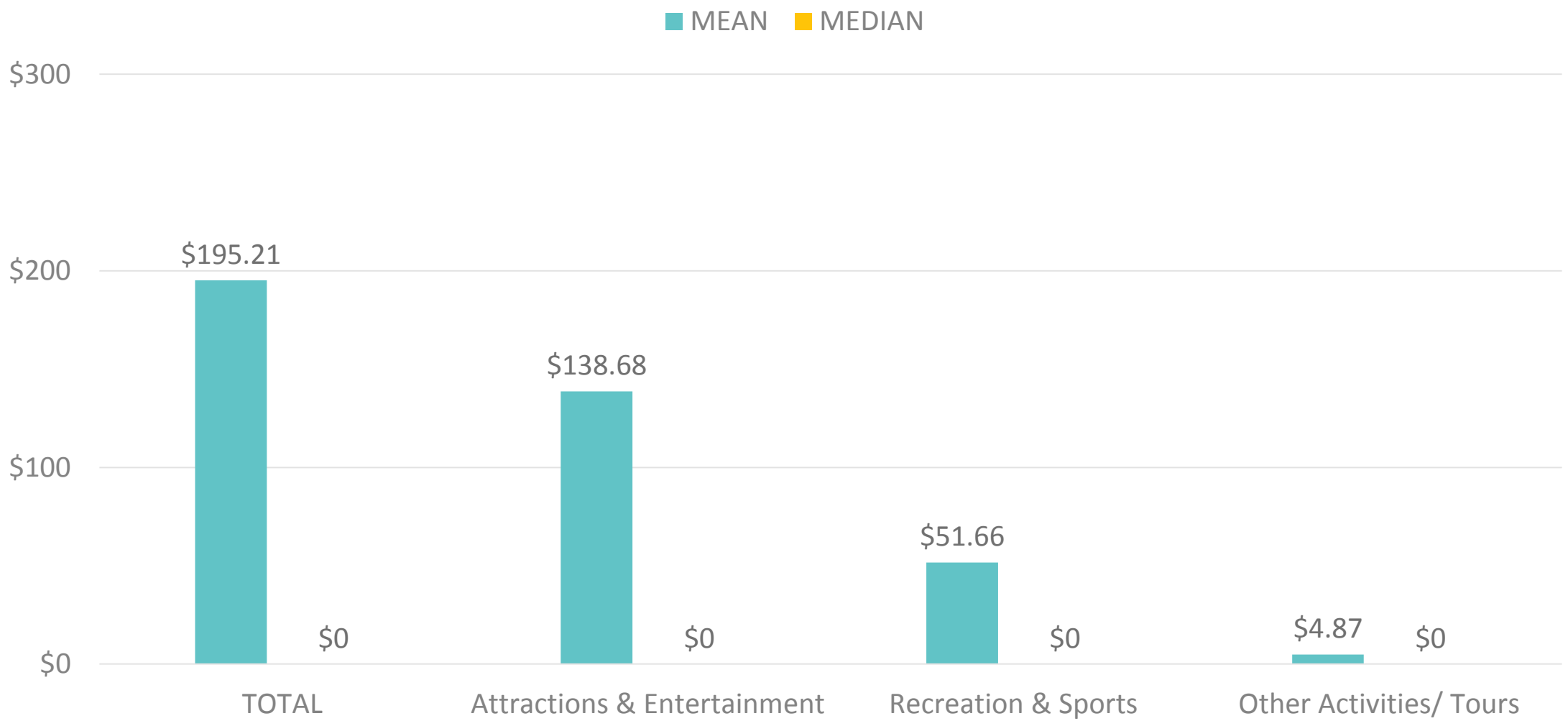
ONISLE – TOTAL FOOD & BEVERAGE TRACKING



	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20
MEAN	$455.44	$500.48	$408.59	$308.35	$317.45
MEDIAN	$150.00	$250.00	$210.00	$180.00	$200.00

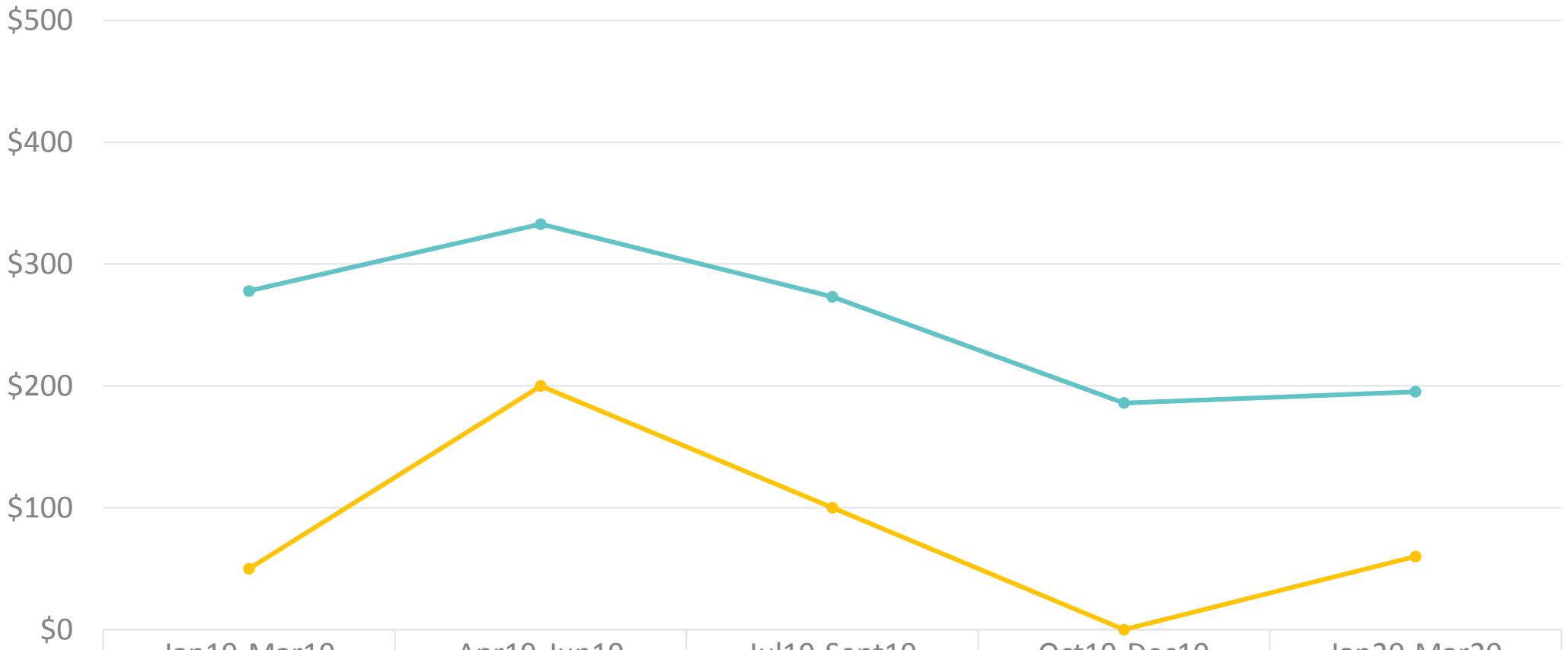
Q: How much additional did you and your family spend on Guam – Food & Beverage?

ONISLE – ENTERAINMENT & RECREATION



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

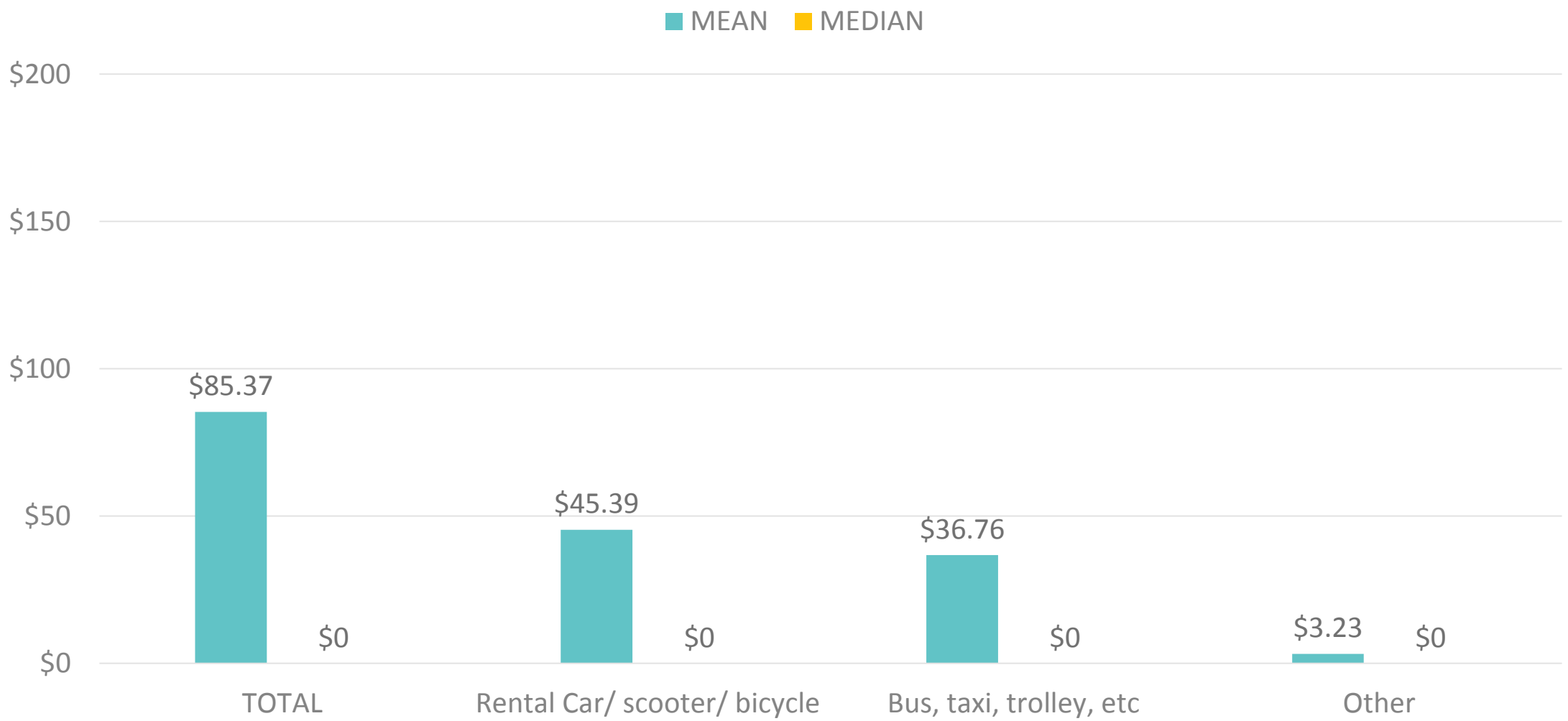
ONISLE – TOTAL ENTERTAINMENT & RECREATION TRACKING



	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20
MEAN	$277.92	$332.77	$273.09	$185.99	$195.21
MEDIAN	$50.00	$200.00	$100.00	$0.00	$60.00

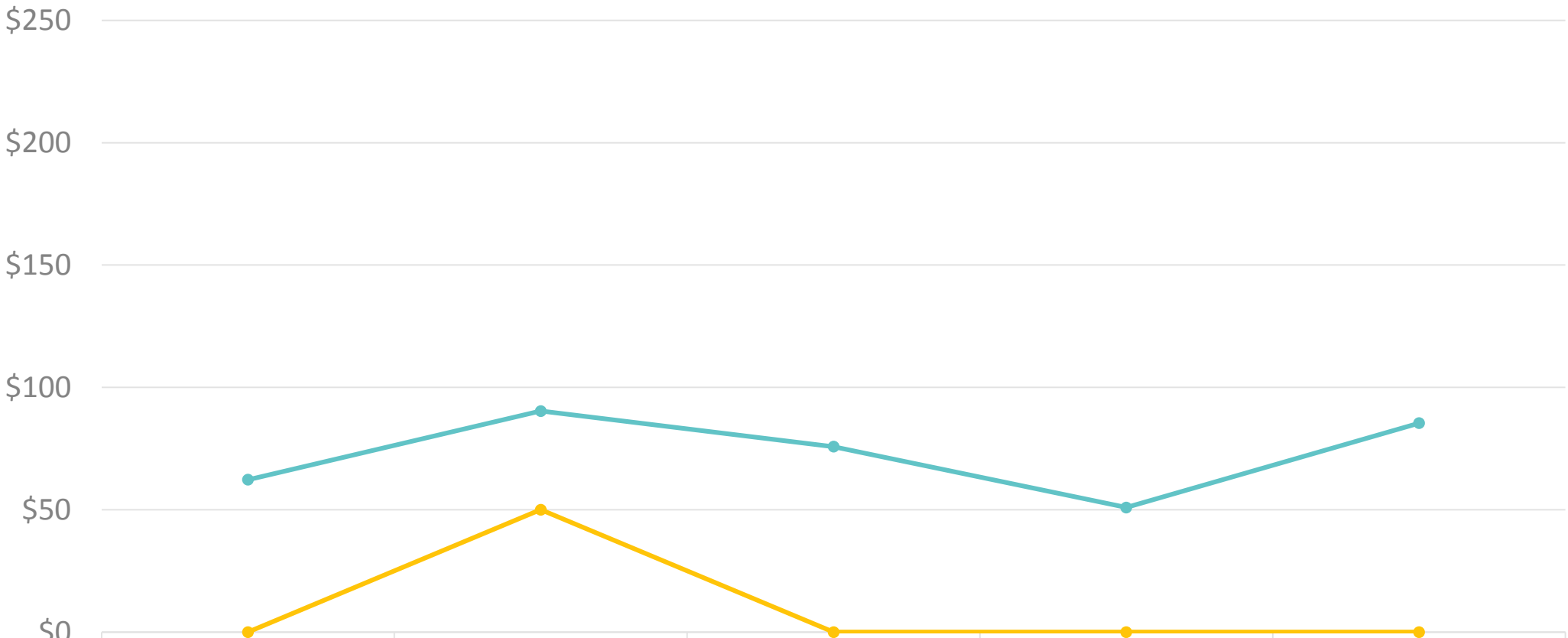
Q: How much additional did you and your family spend on Guam – Entertainment & Recreation?

ONISLE – TRANSPORTATION



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

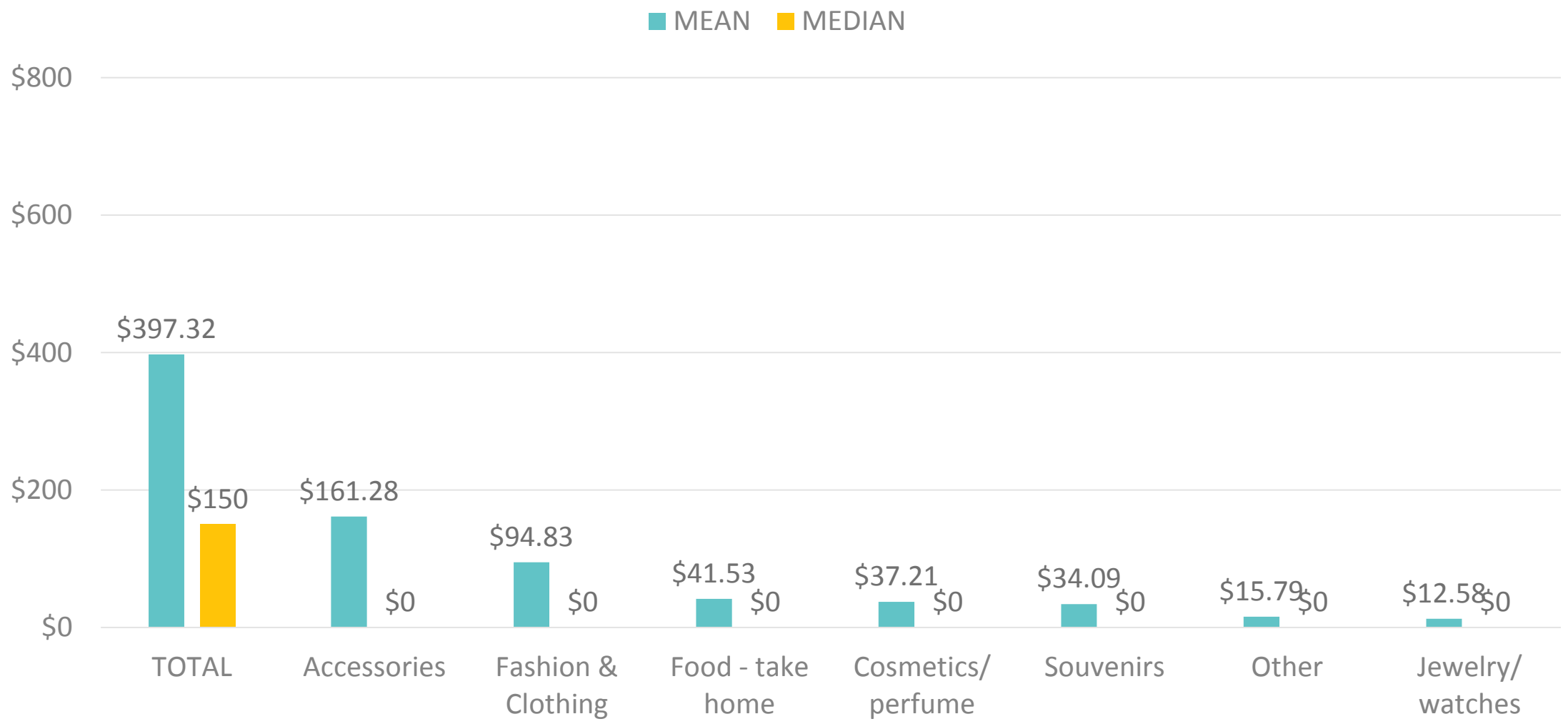
ONISLE – TOTAL TRANSPORTATION TRACKING



	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20
MEAN	$62.28	$90.32	$75.76	$50.92	$85.37
MEDIAN	$0.00	$50.00	$0.00	$0.00	$0.00

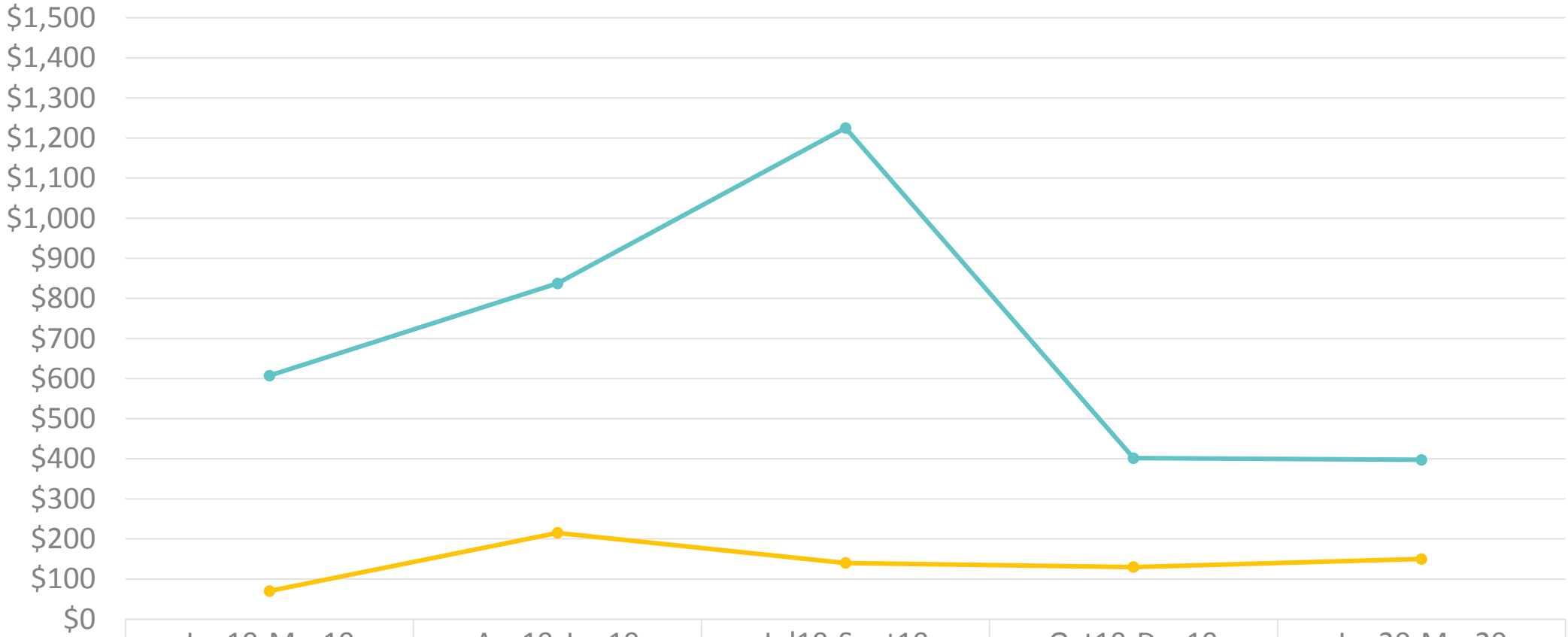
Q: How much additional did you and your family spend on Guam – Transportation?

ONISLE – SHOPPING



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

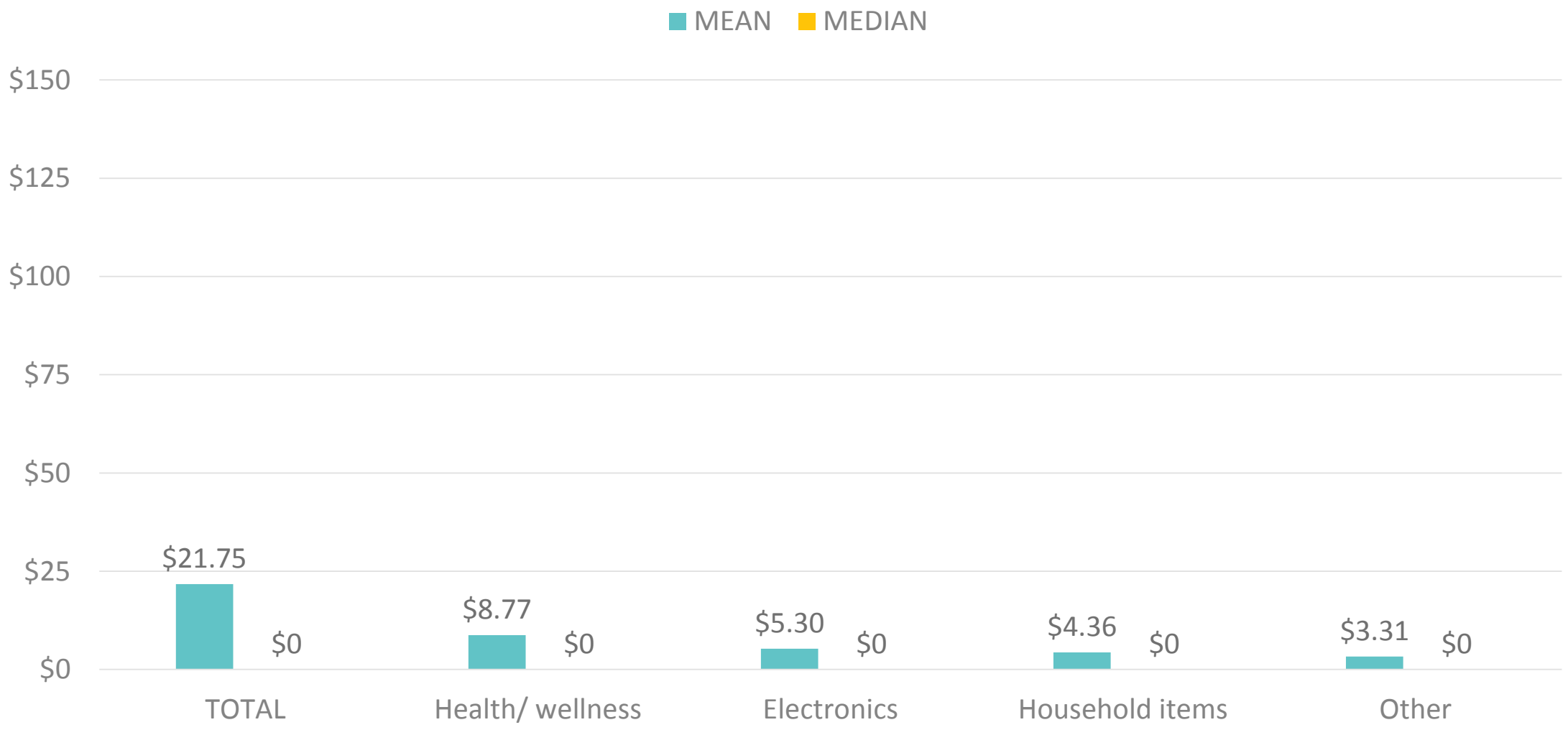
ONISLE – TOTAL SHOPPING TRACKING



	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20
MEAN	$607.57	$837.39	$1,225.26	$401.46	$397.32
MEDIAN	$70.00	$215.00	$140.00	$130.00	$150.00

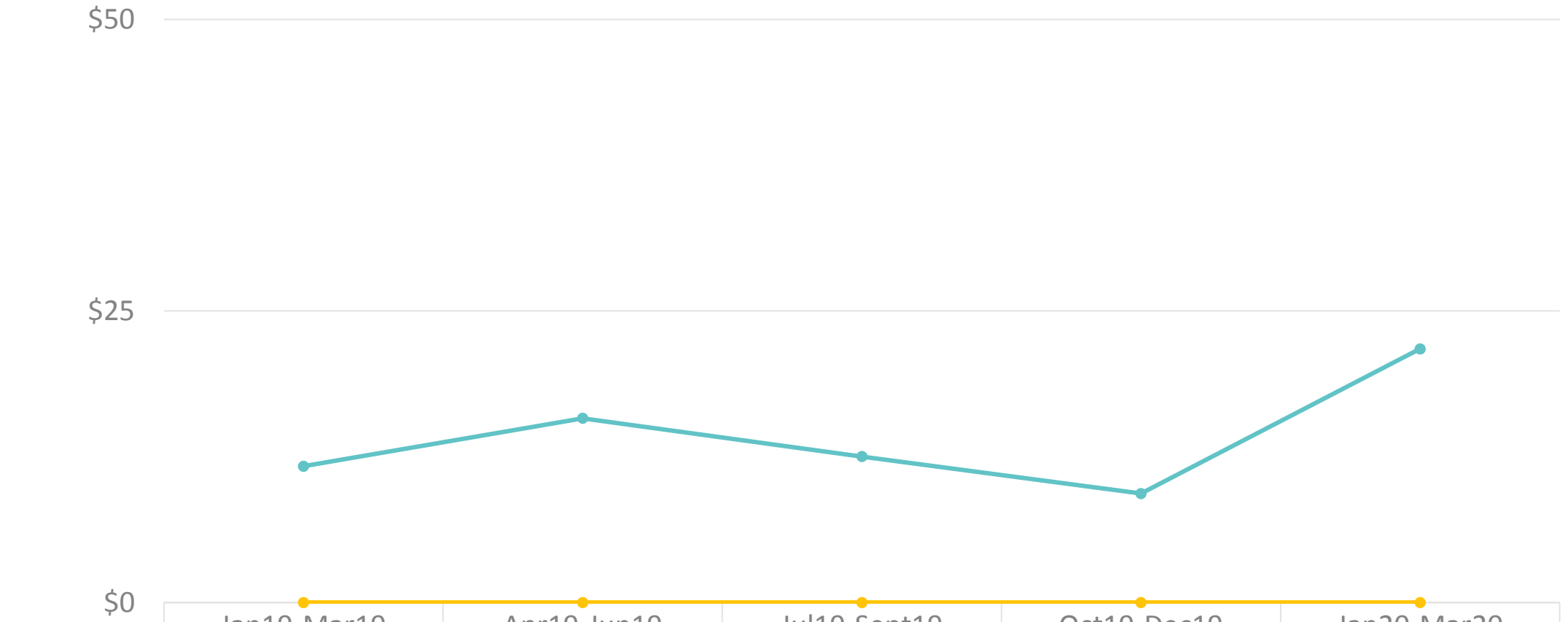
Q: How much additional did you and your family spend on Guam – Shopping?

ONISLE – MISCELLANEOUS



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

ONISLE – MISCELLANEOUS TRACKING



	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20
MEAN	$11.68	$15.80	$12.51	$9.34	$21.75
MEDIAN	$0.00	$0.00	$0.00	$0.00	$0.00

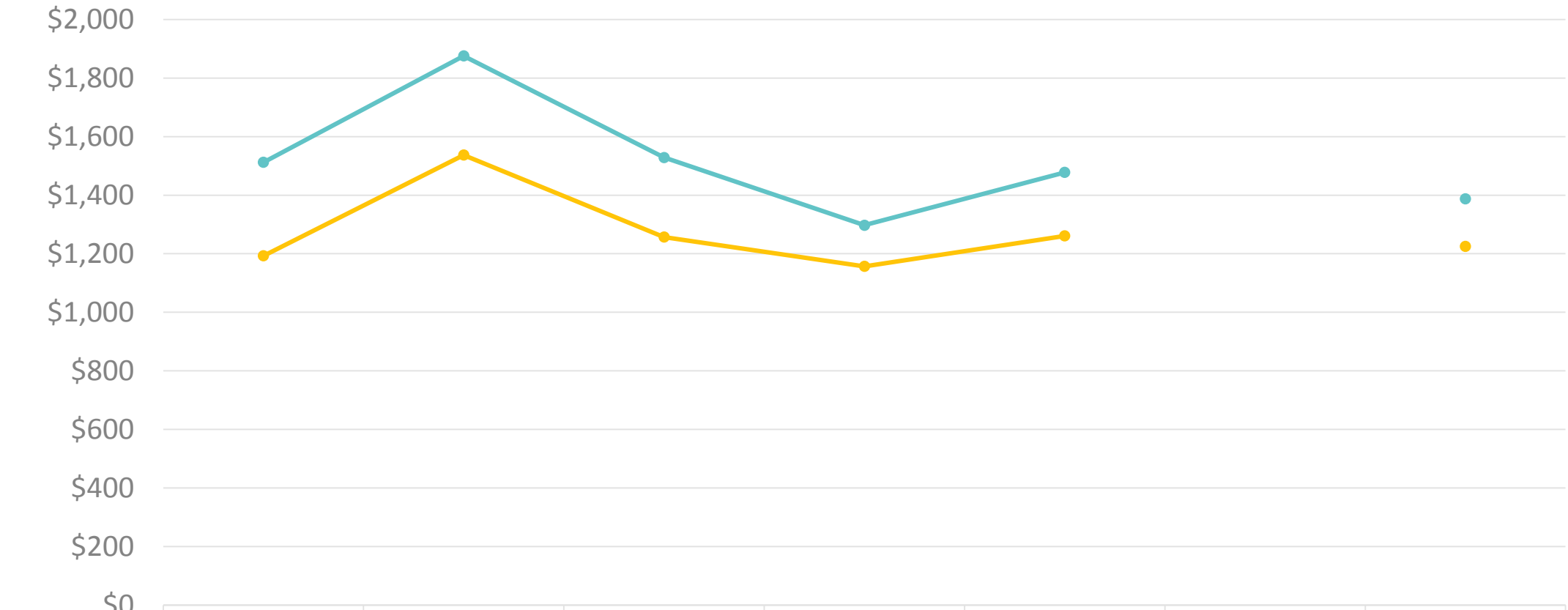
Q: How much additional did you and your family spend on Guam – Other spending?

TOTAL EXPENDITURES PER PERSON (ONISLE + PREPAID)

- $1,478.03 = Mean average per person

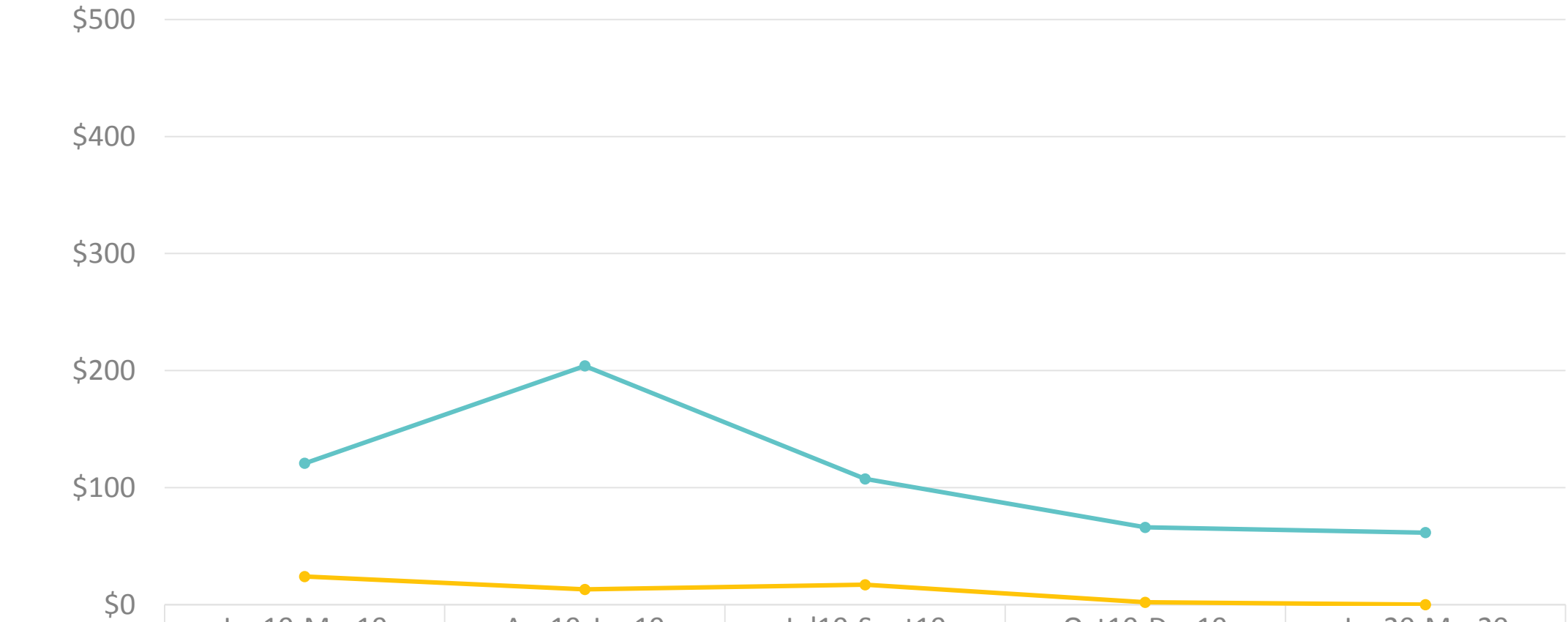
- $1,261.00 = Median amount spent per person

TOTAL EXPENDITURES PER PERSON TRACKING



	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20		YTD
MEAN	$1,512.41	$1,875.81	$1,528.59	$1,297.37	$1,478.03		$1,387.70
MEDIAN	$1,193.00	$1,537.00	$1,257.00	$1,157.00	$1,261.00		$1,225.00

GUAM AIRPORT EXPENDITURE TRACKING



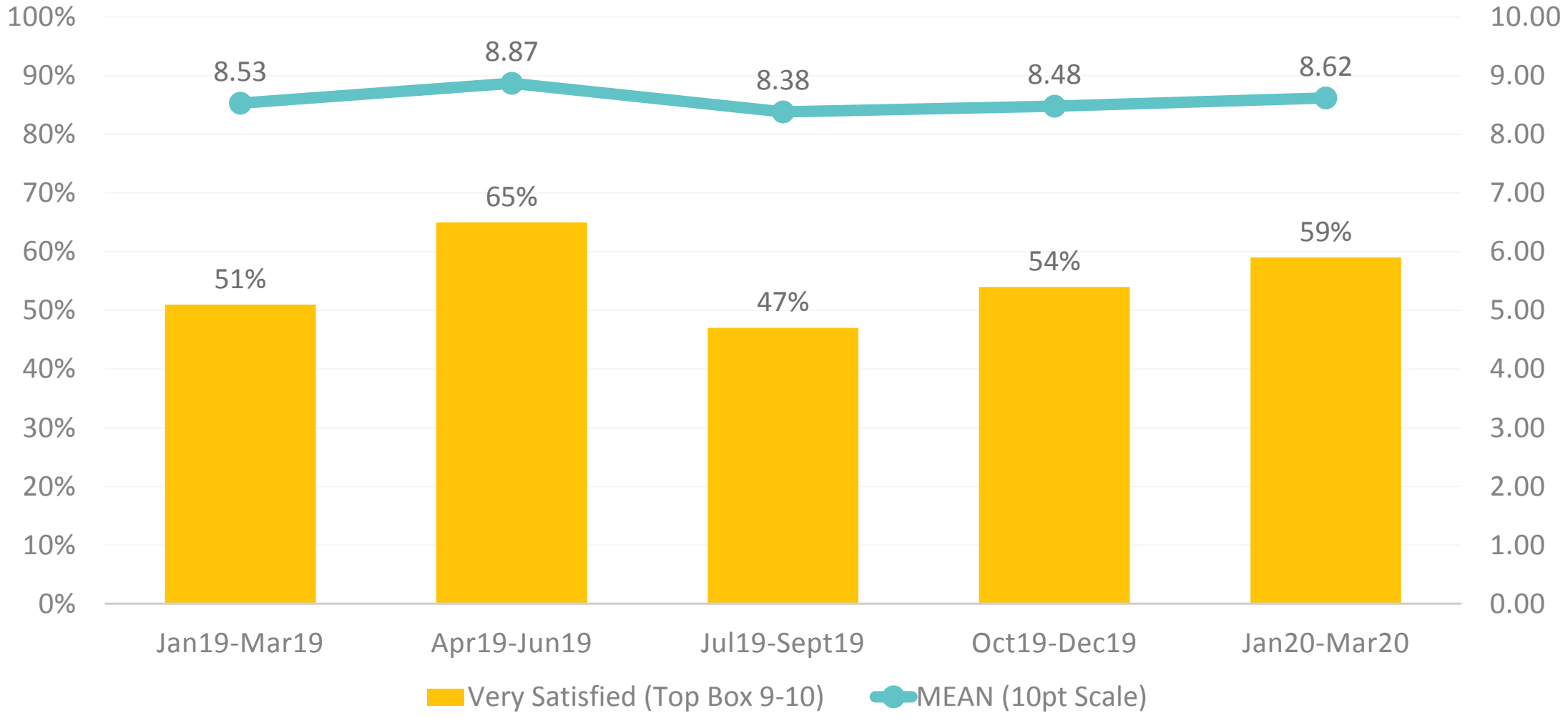
	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20
MEAN	$120.74	$204.03	$107.43	$66.00	$61.52
MEDIAN	$24.00	$13.00	$17.00	$2.00	$0.00

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

SECTION 4

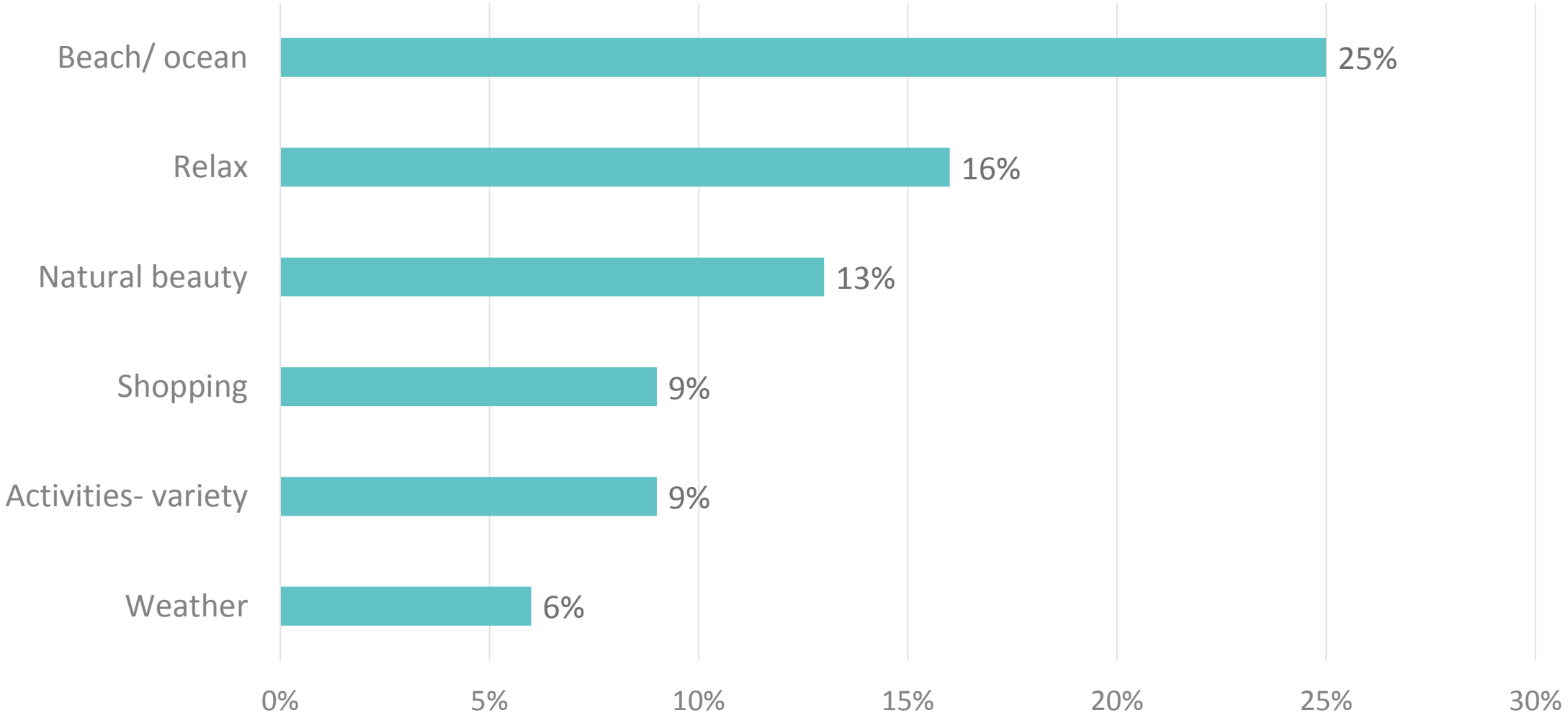
VISITOR SATISFACTION

OVERALL SATISFACTION – 10PT SCALE



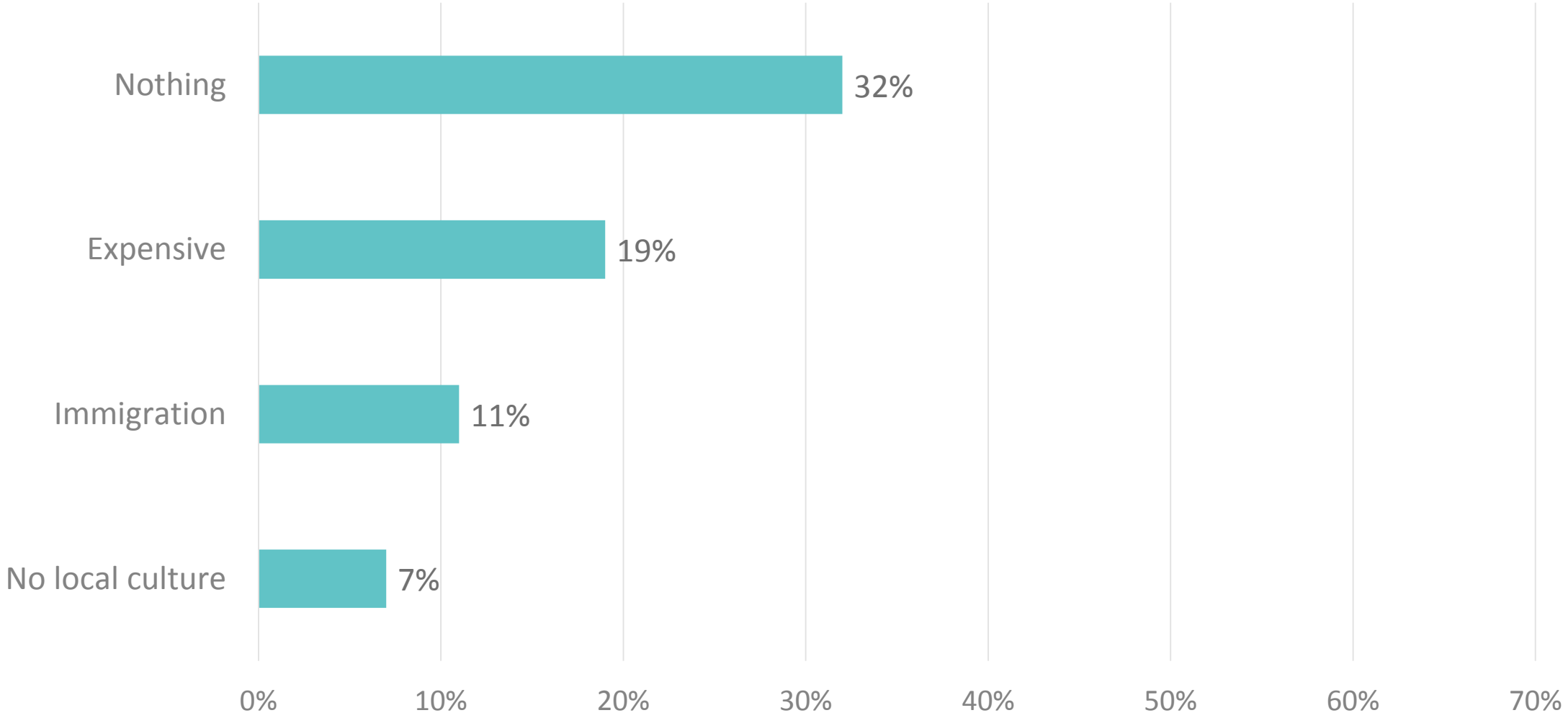
Q: Overall, how satisfied are you with your experience while on Guam?

SWOT – POSITIVE ASPECT OF TRIP



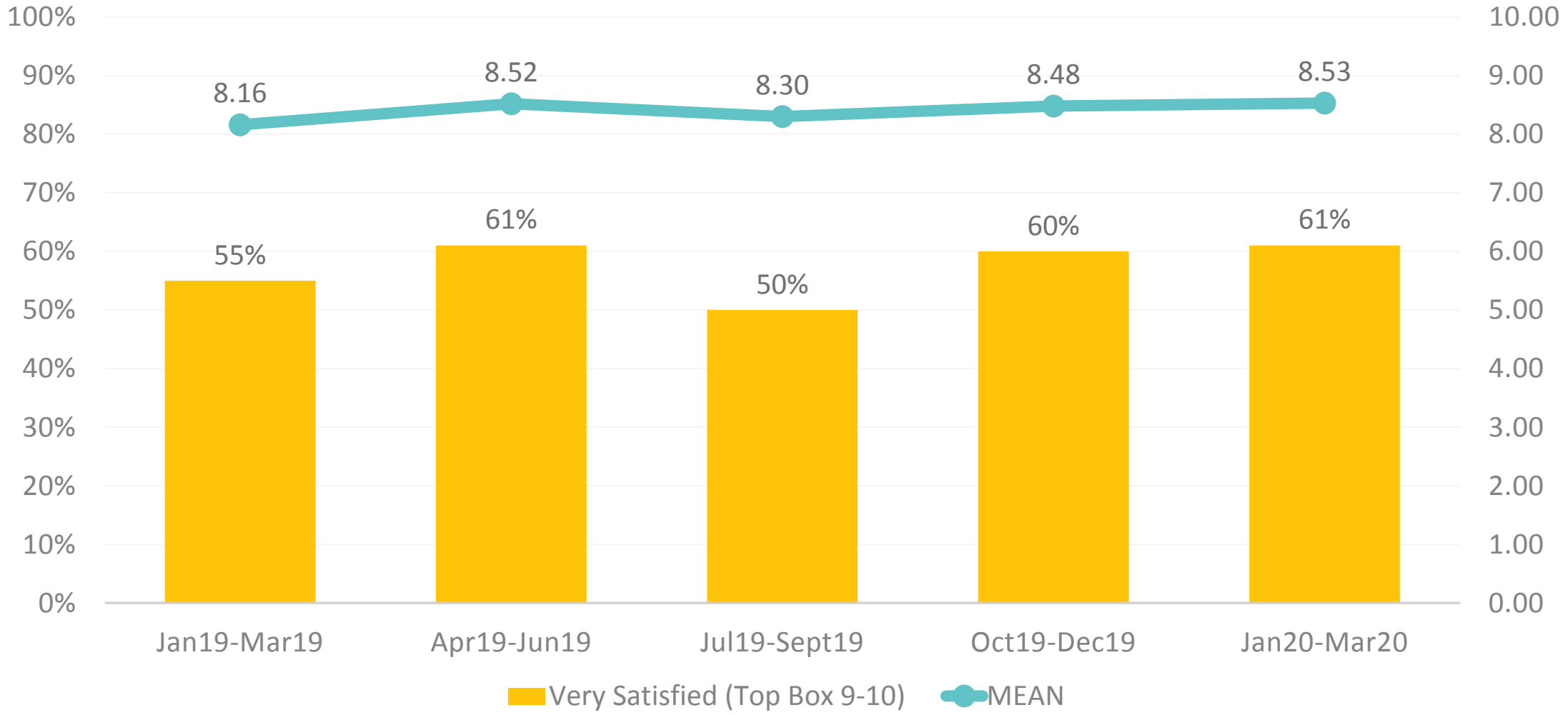
Q: Please tell us about one detail that made your trip to Guam excellent?

SWOT – NEGATIVE ASPECT OF TRIP



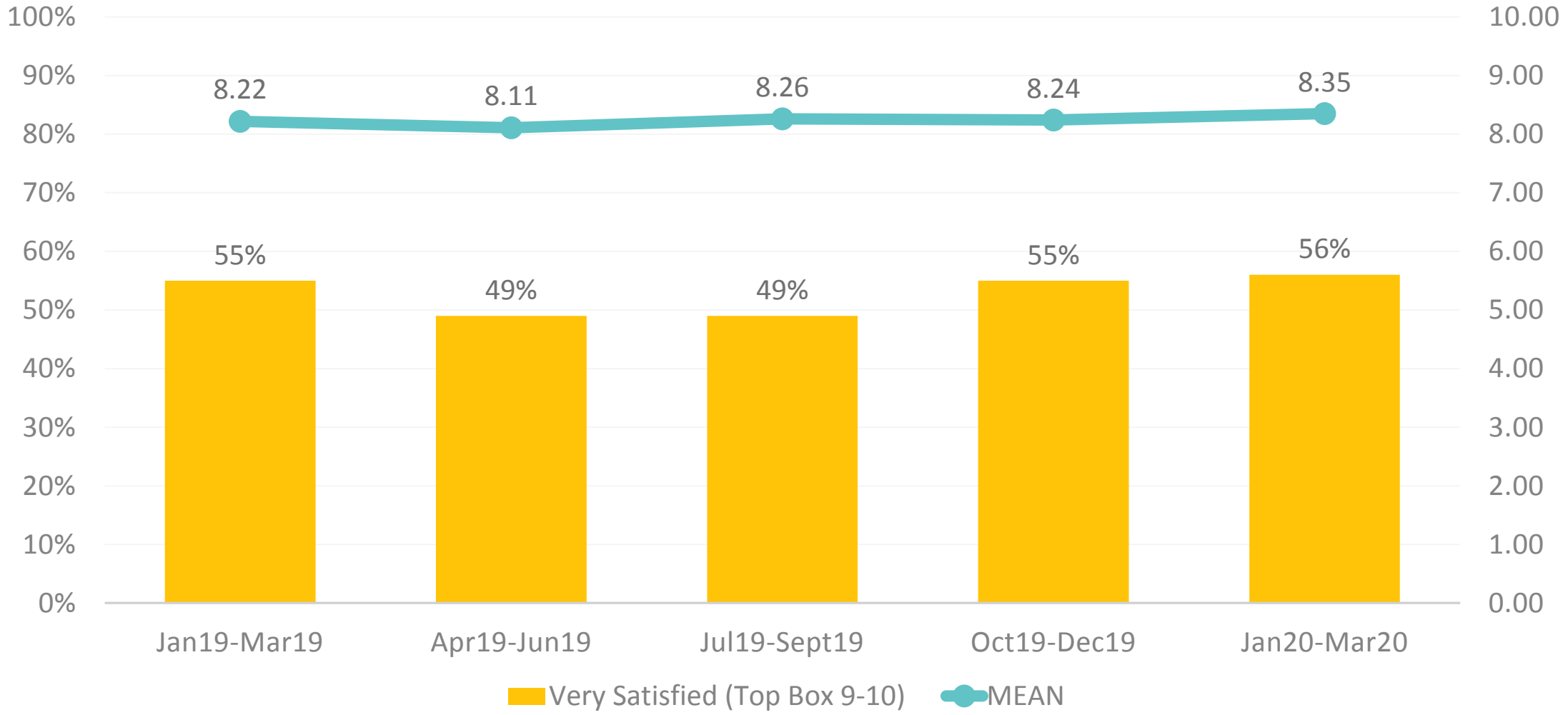
Q: Please tell us about one detail that made your trip to Guam excellent?

SATISFACTION – ENTERTAINMENT



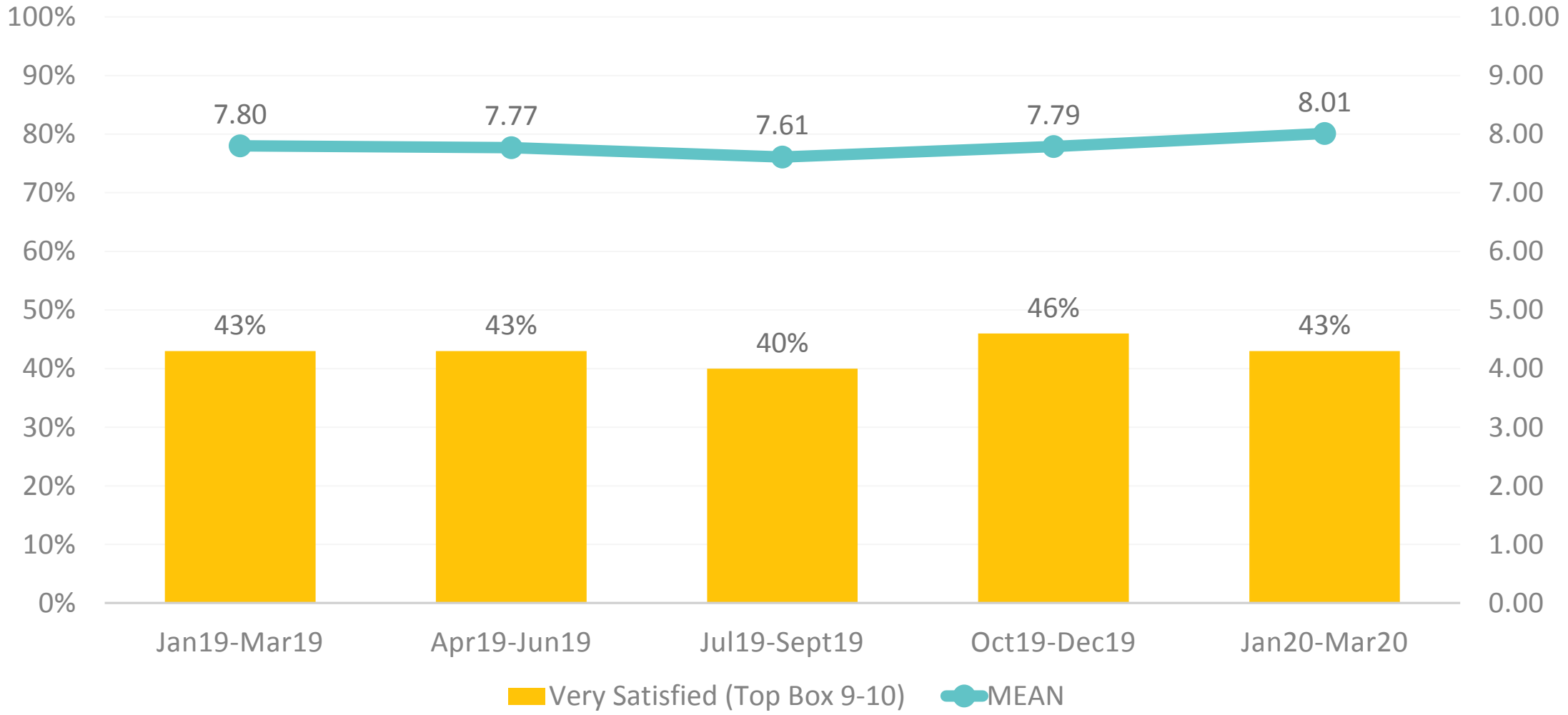
Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – SHOPPING



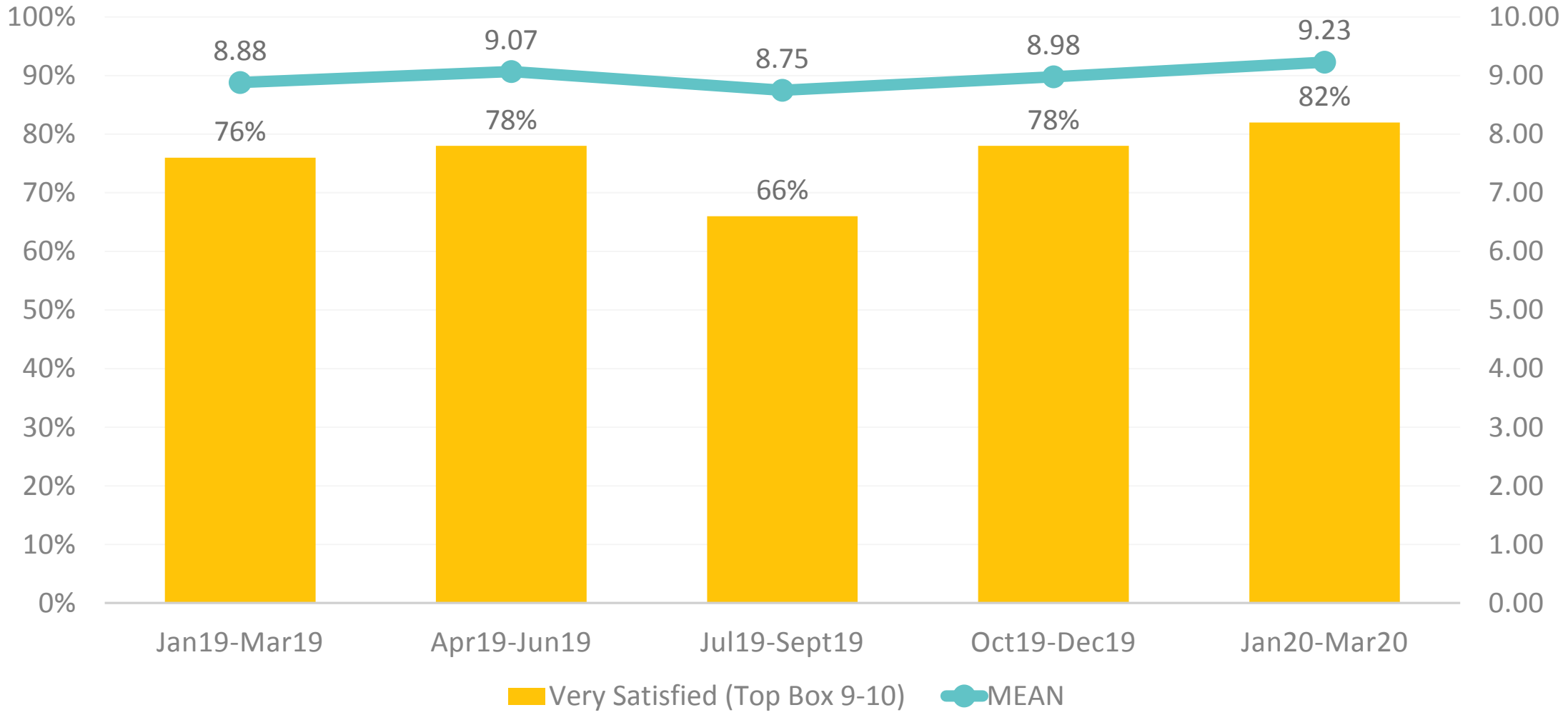
Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – DINING



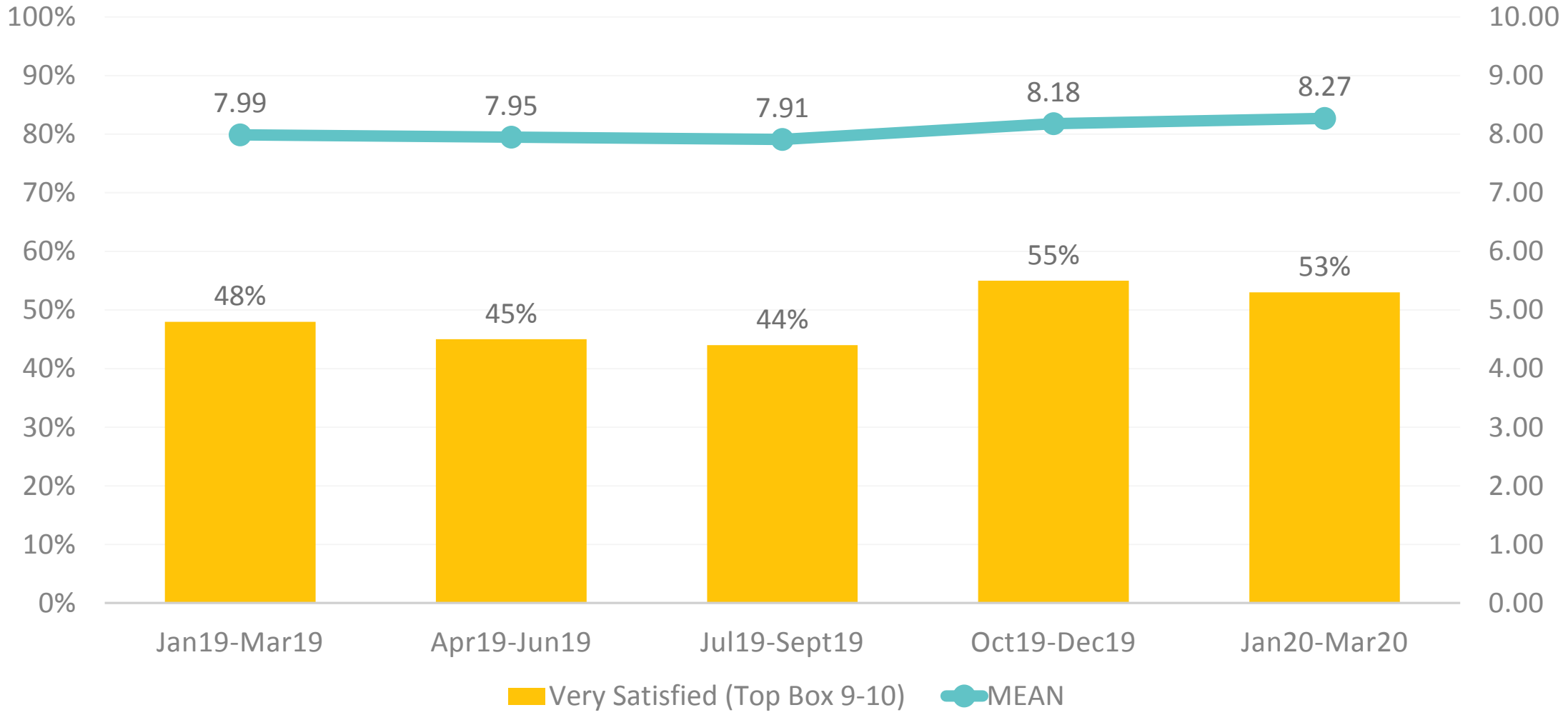
Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – BEACHES



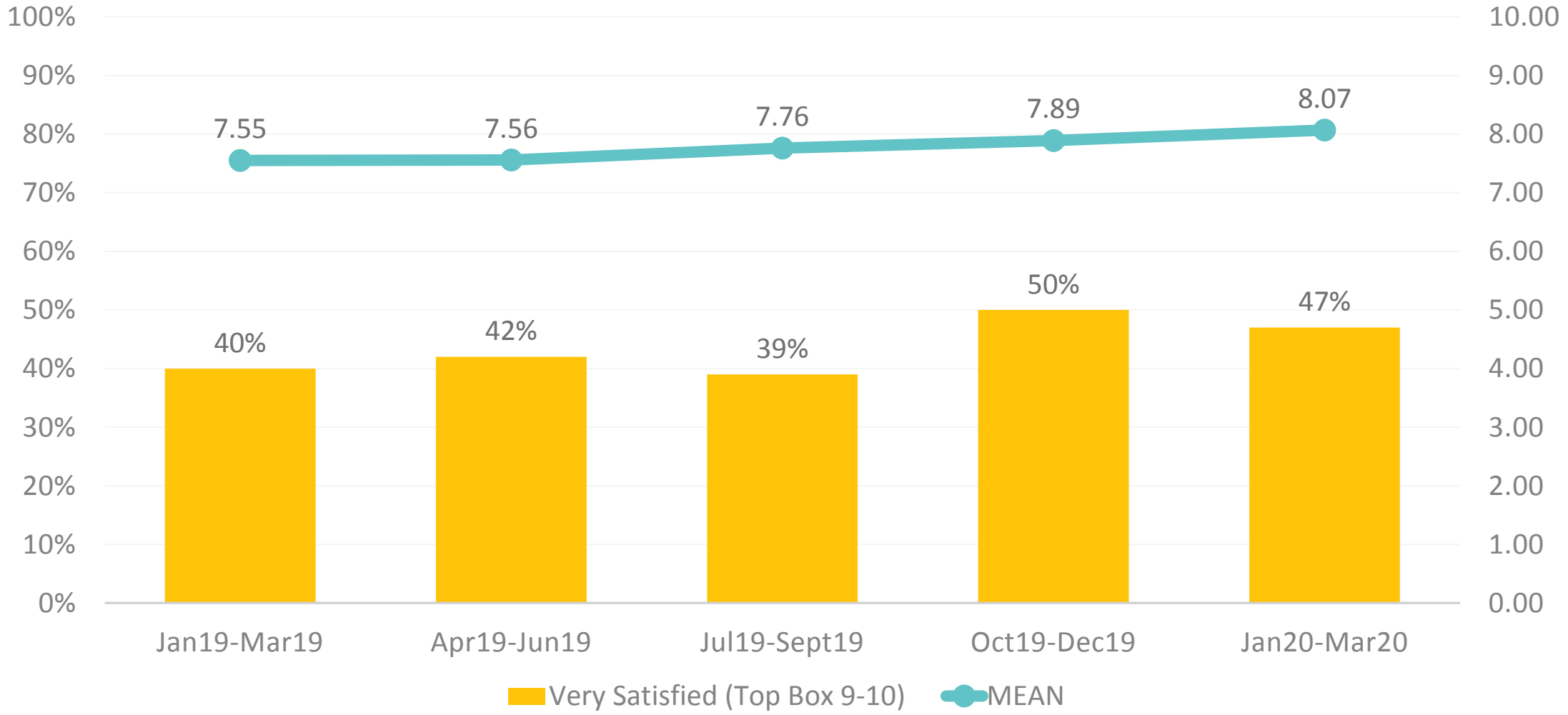
Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – PARKS



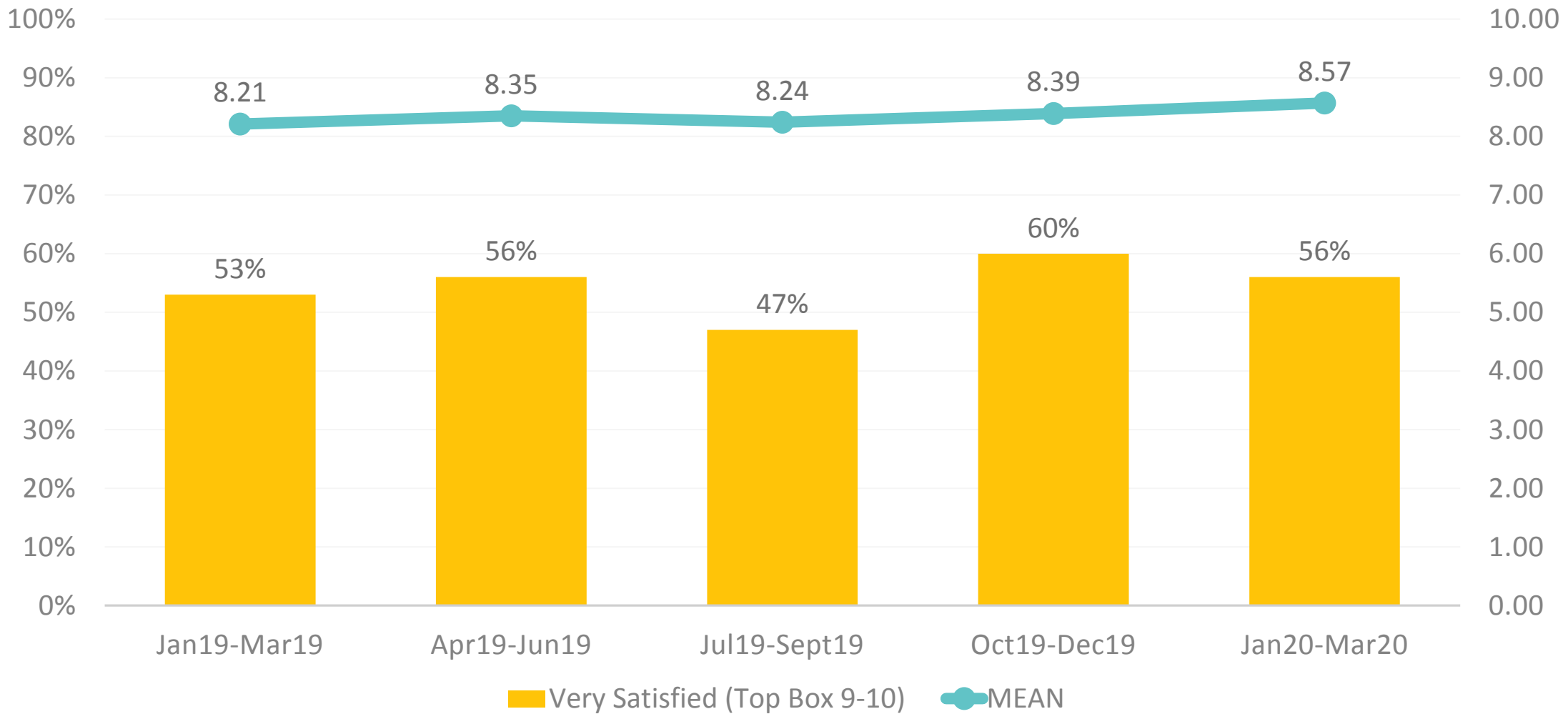
Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – ROADS



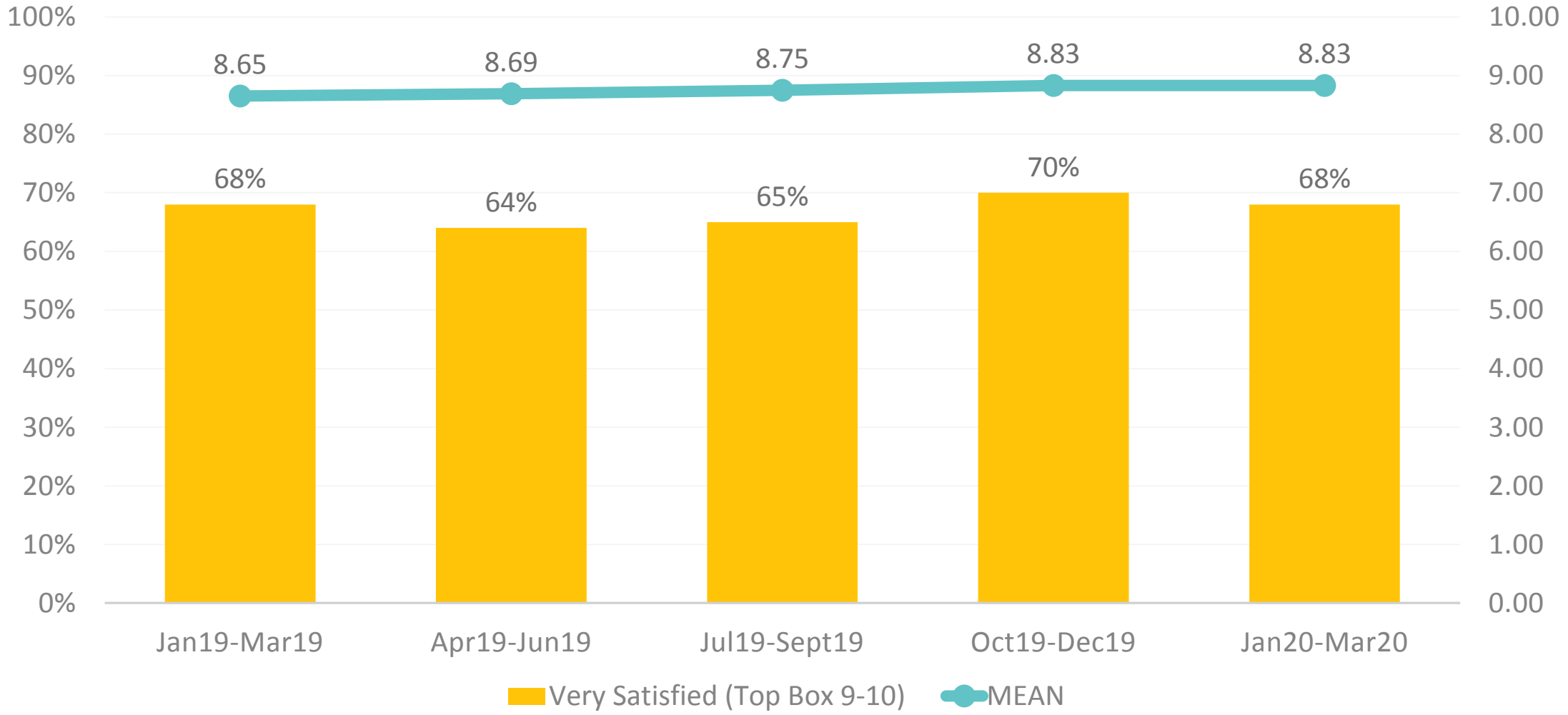
Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – SIGHTSEEING AREAS



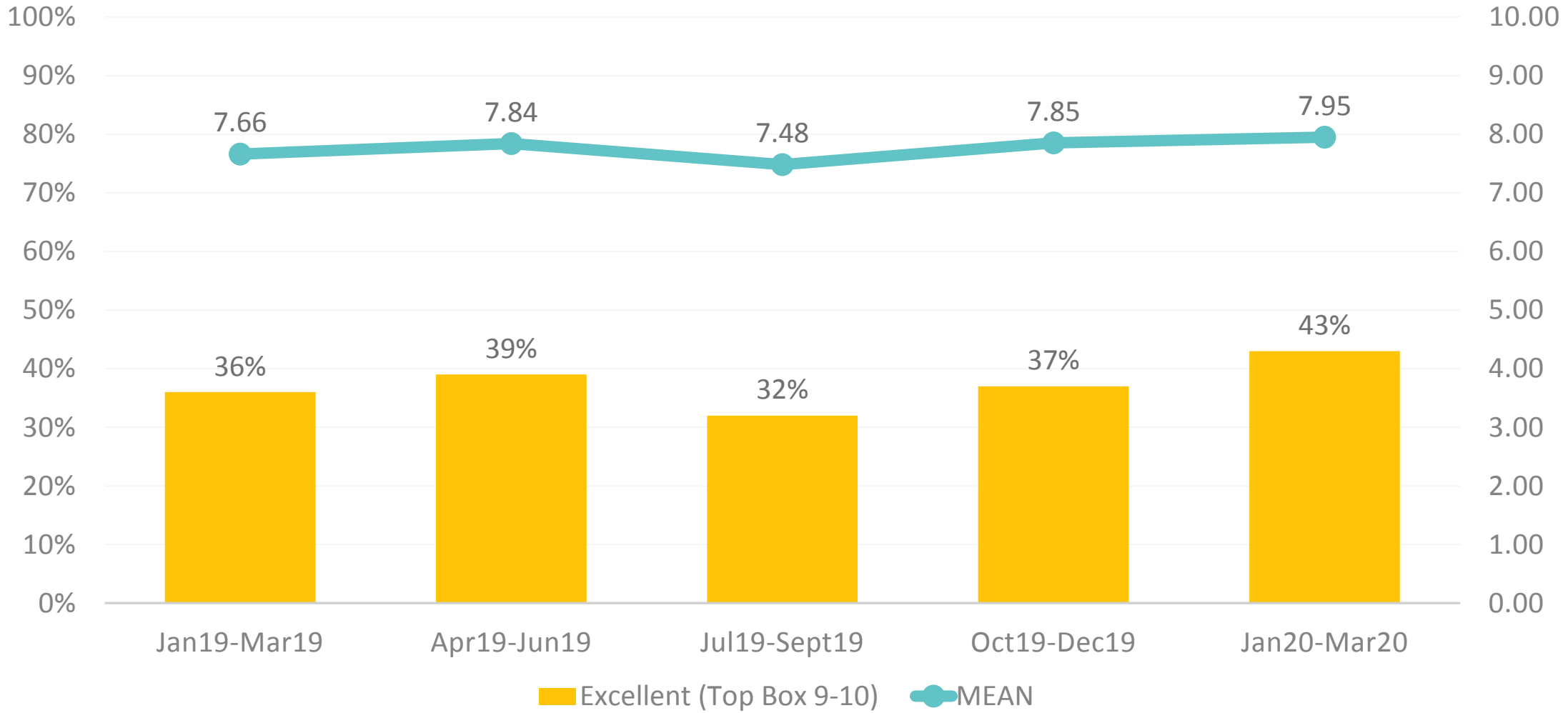
Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – SAFETY & SECURITY



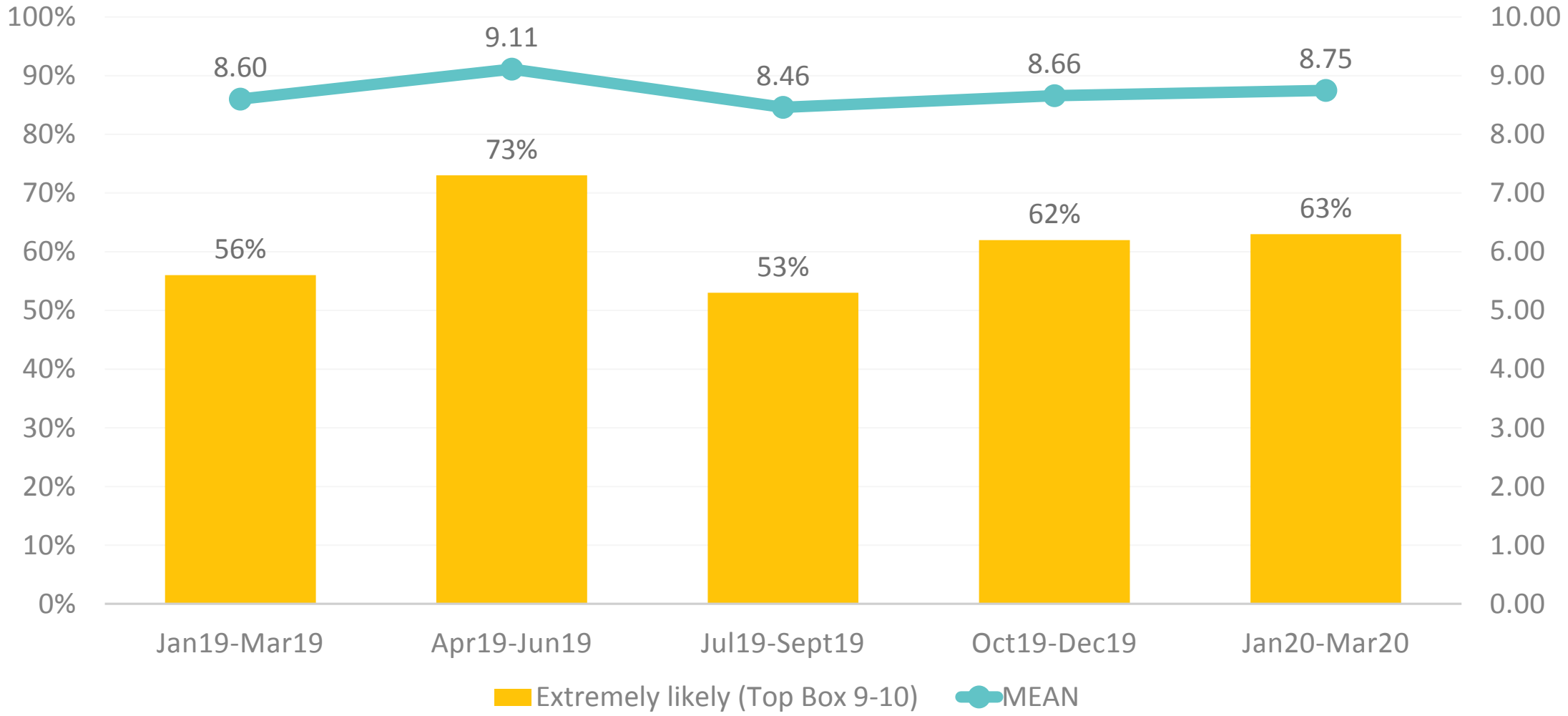
Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – ACCOMMODATIONS



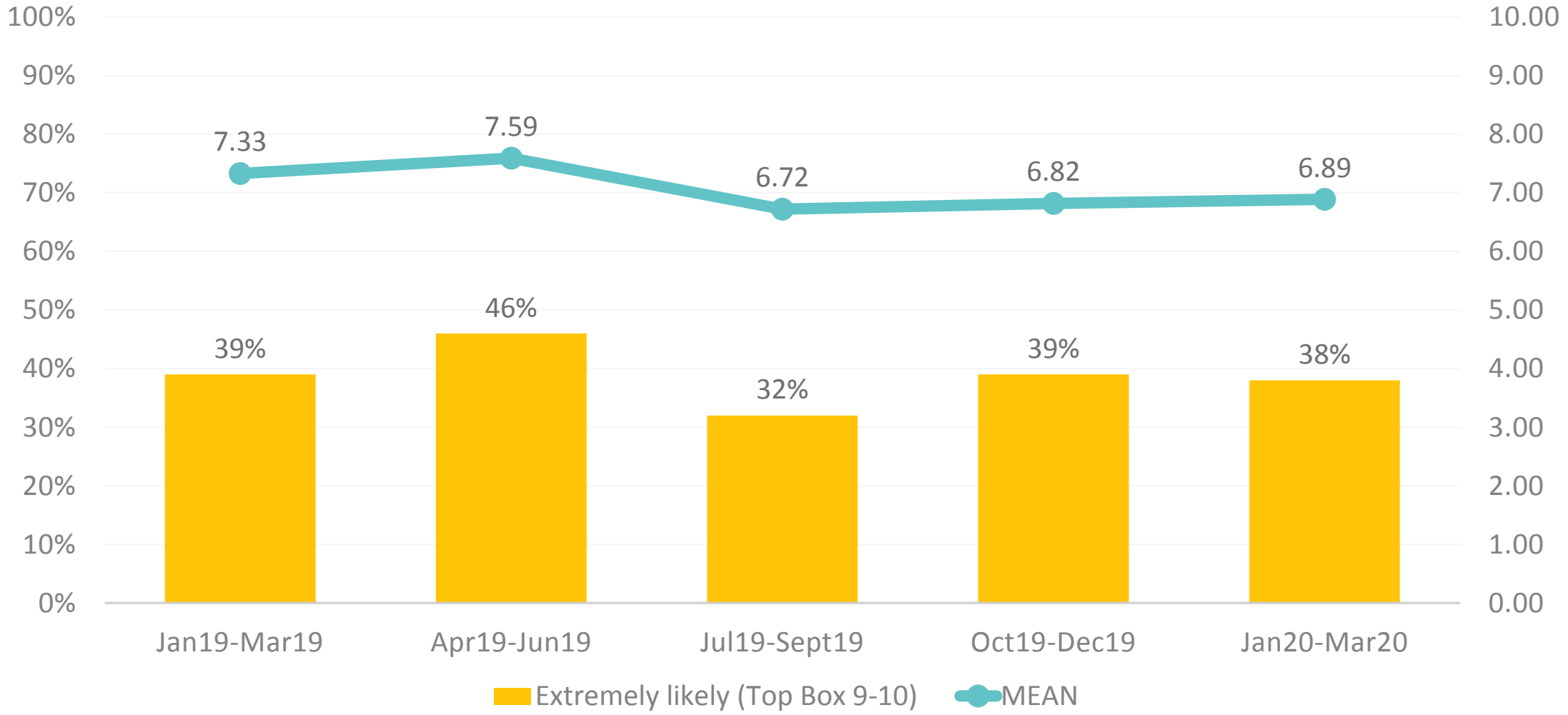
Q: Overall, how would you rate your lodging/ hotel accommodations?

BRAND ADVOCACY



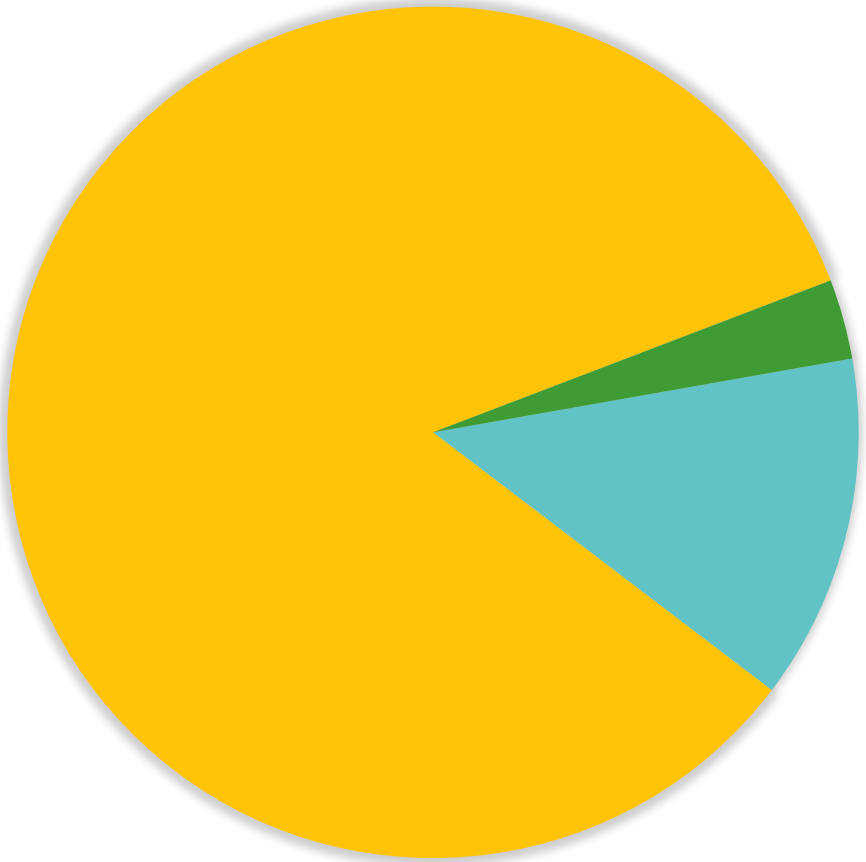
Q: How likely are you to recommend Guam to your family and friends?

BRAND LOYALTY



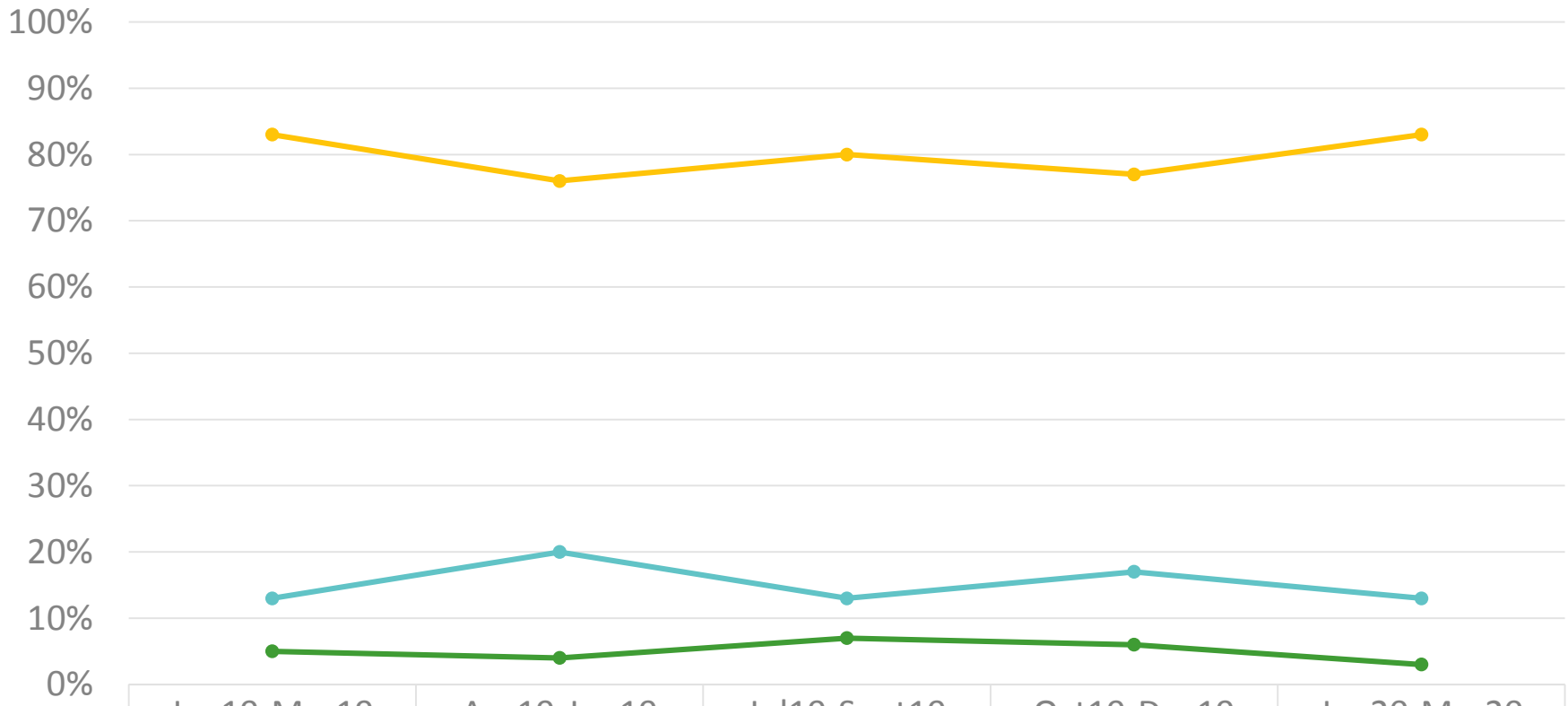
Q: How likely are you to return to visit Guam in the next three years?

TRIP EXPECTATIONS



Q: Would you say this trip to Guam…?

TRIP EXPECTATIONS – TRACKING



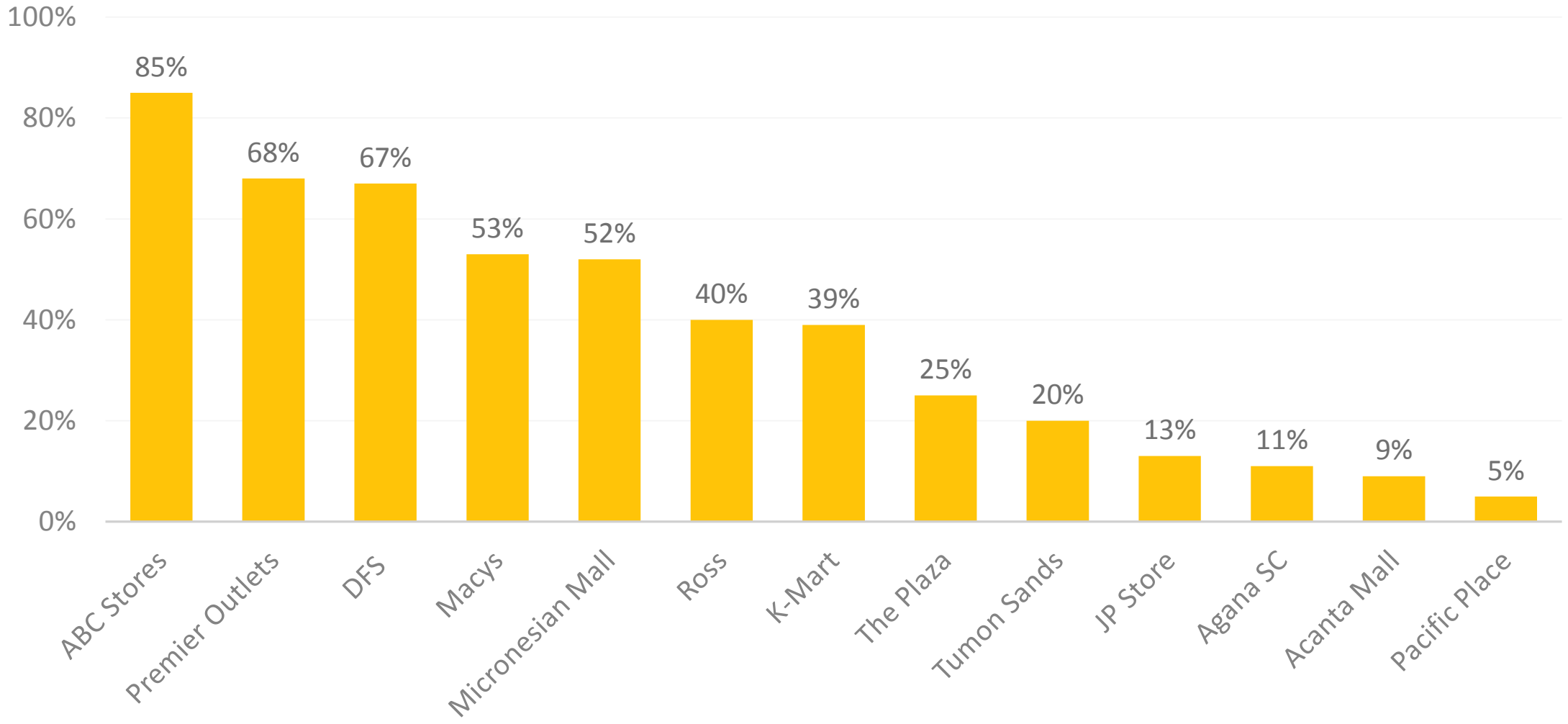
	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20
Exceeded expectations	13%	20%	13%	17%	13%
Met expectations	83%	76%	80%	77%	83%
Did not meet expectations	5%	4%	7%	6%	3%

Q: Would you say this trip to Guam…?

SECTION 5

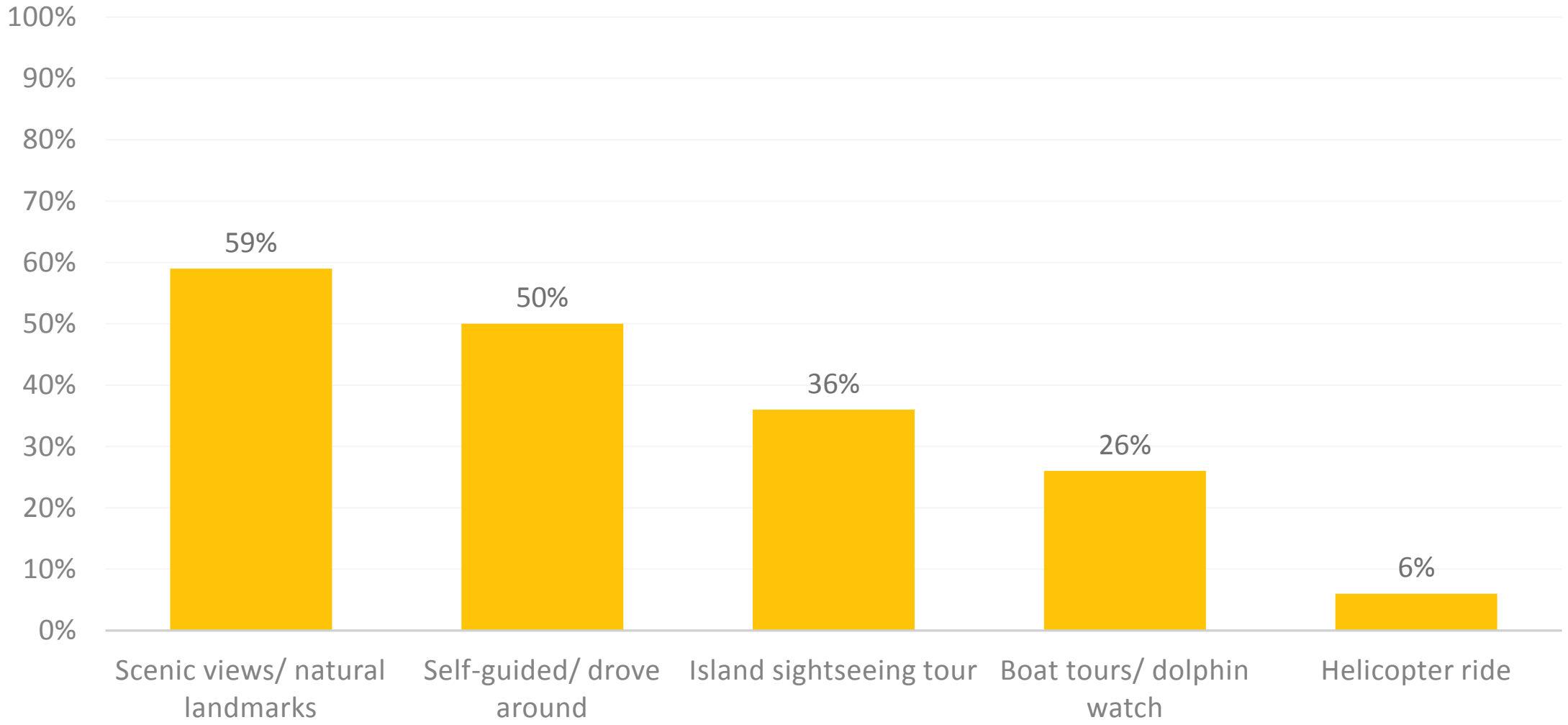
VISITOR ACTIVITIES

SHOPPING AREAS – PENETRATION



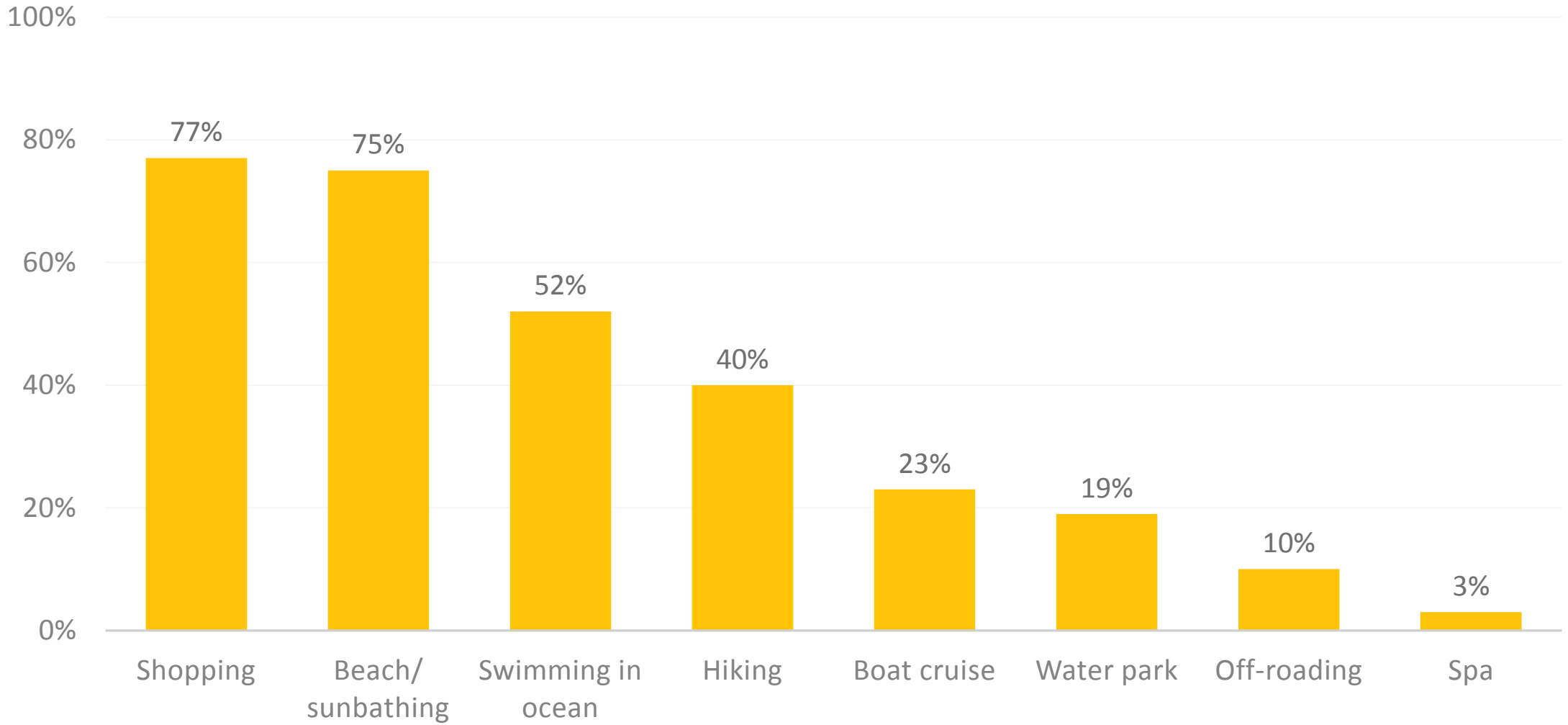
Q: Guam has a number of shopping malls and stores. Please check all those visited during this trip

ACTIVITIES – SIGHTSEEING



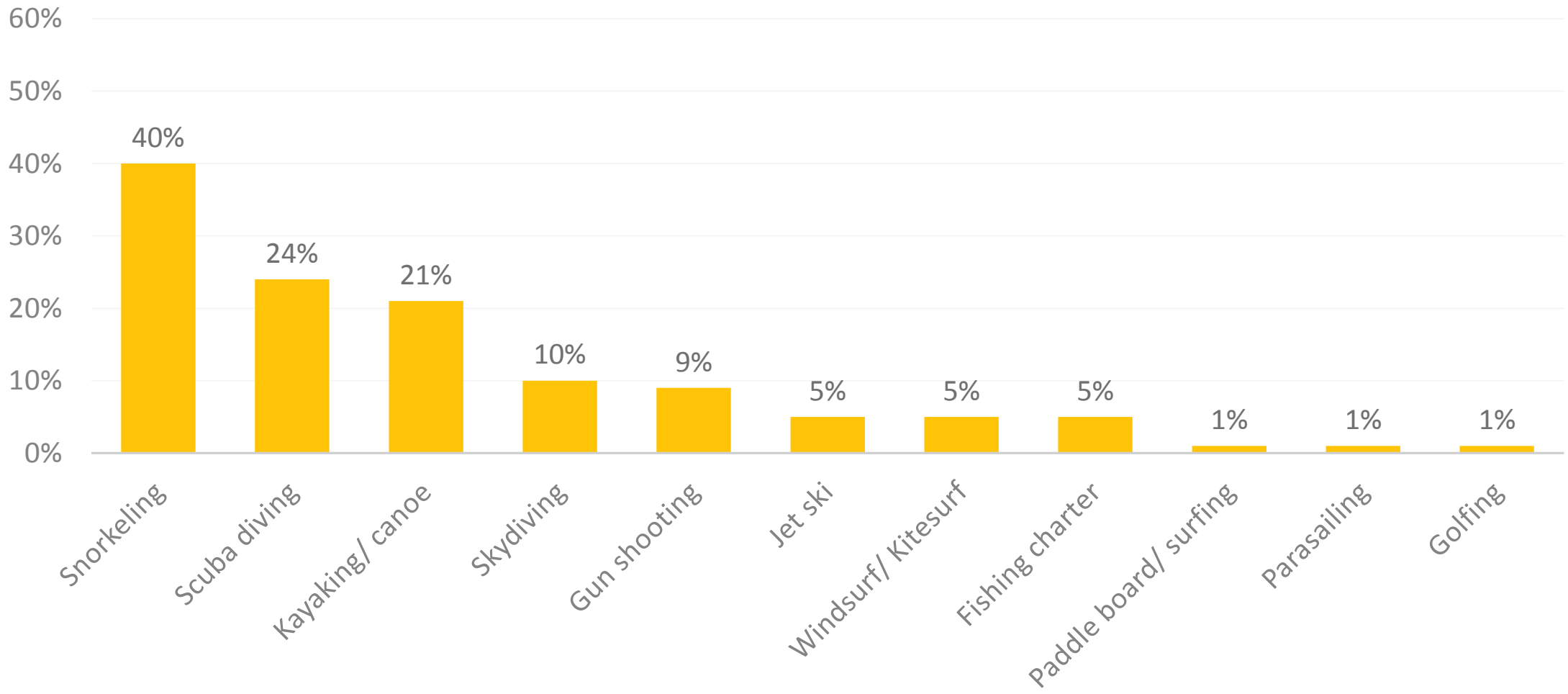
Q: During this trip to Guam, which of the following activities did you participate in?

ACTIVITIES – RECREATION



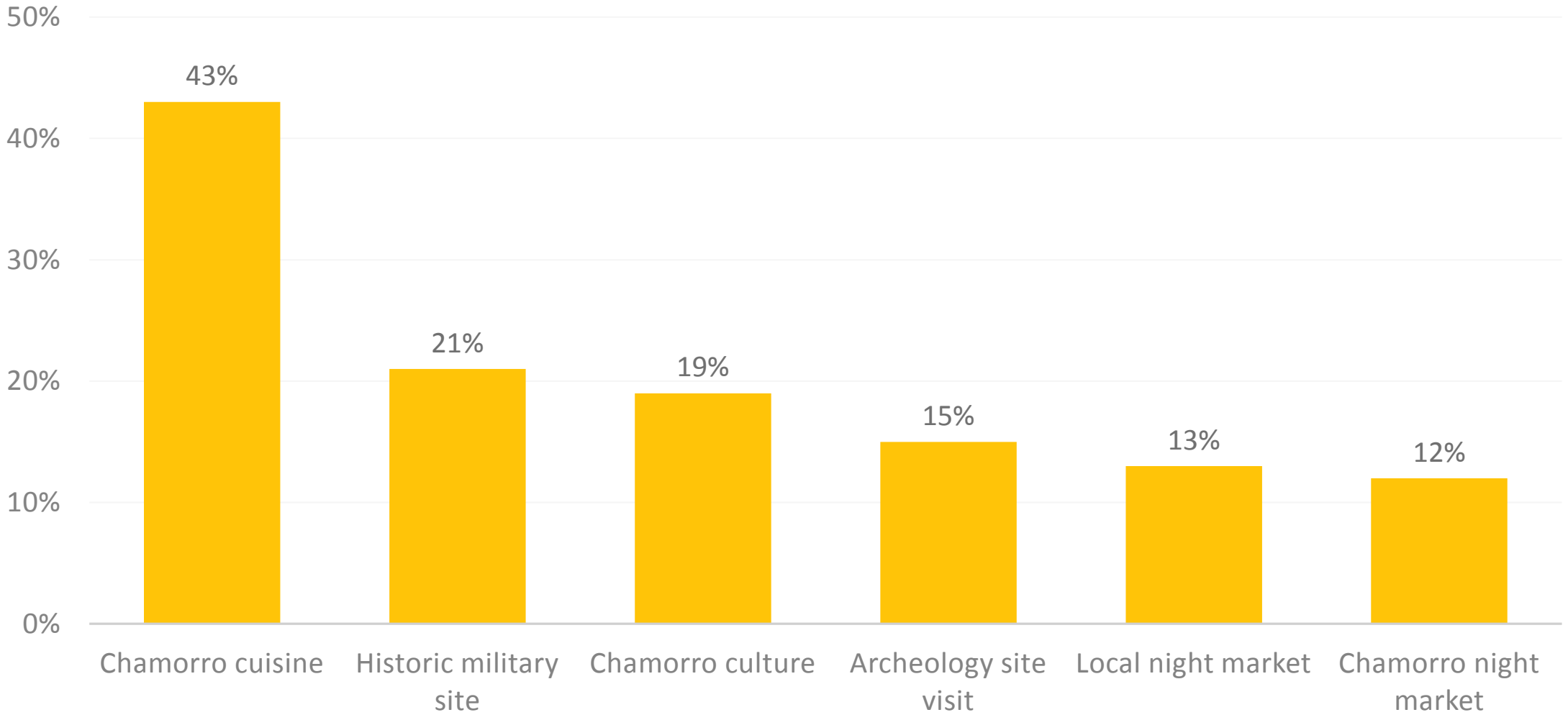
Q: During this trip to Guam, which of the following activities did you participate in?

ACTIVITIES – SPORTS



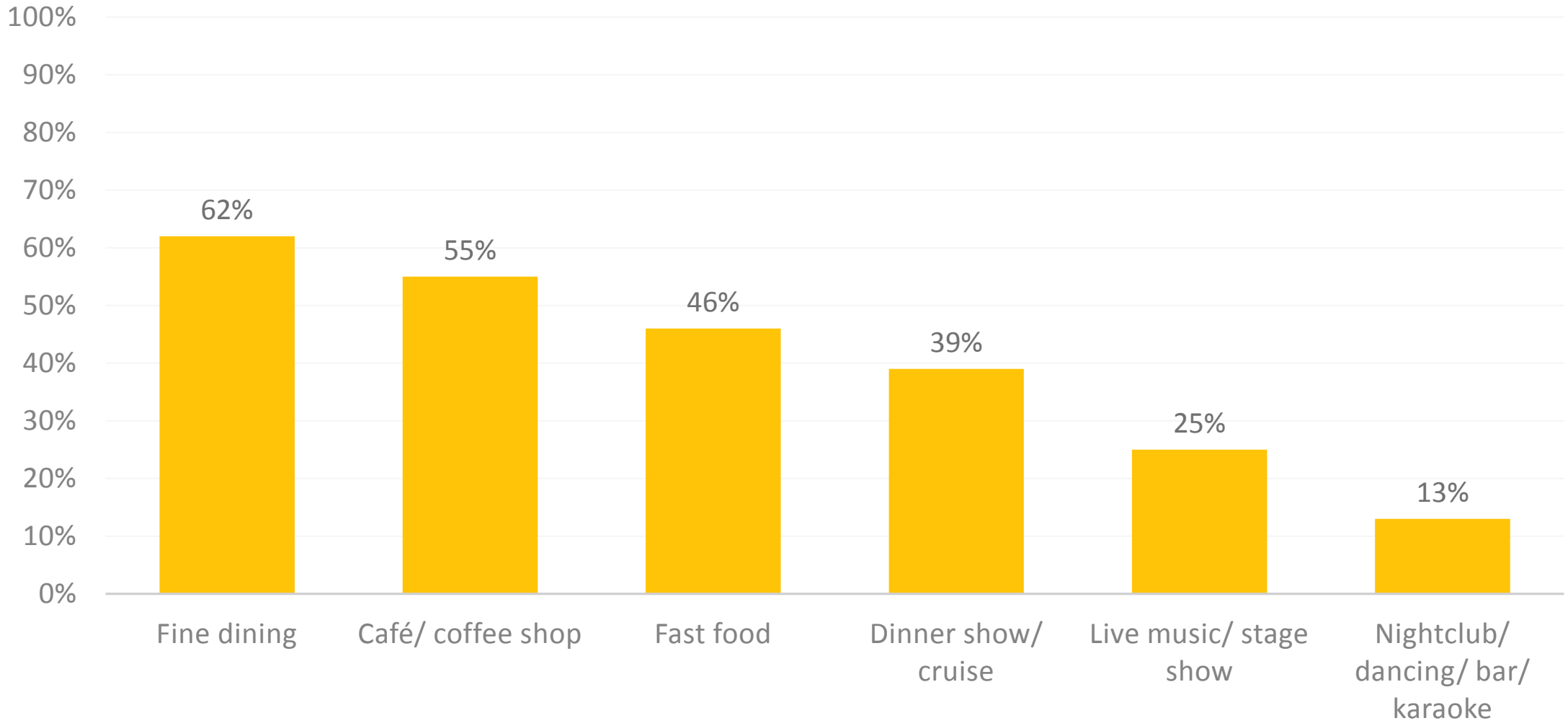
Q: During this trip to Guam, which of the following activities did you participate in?

ACTIVITIES – HISTORY, CULTURE, ARTS



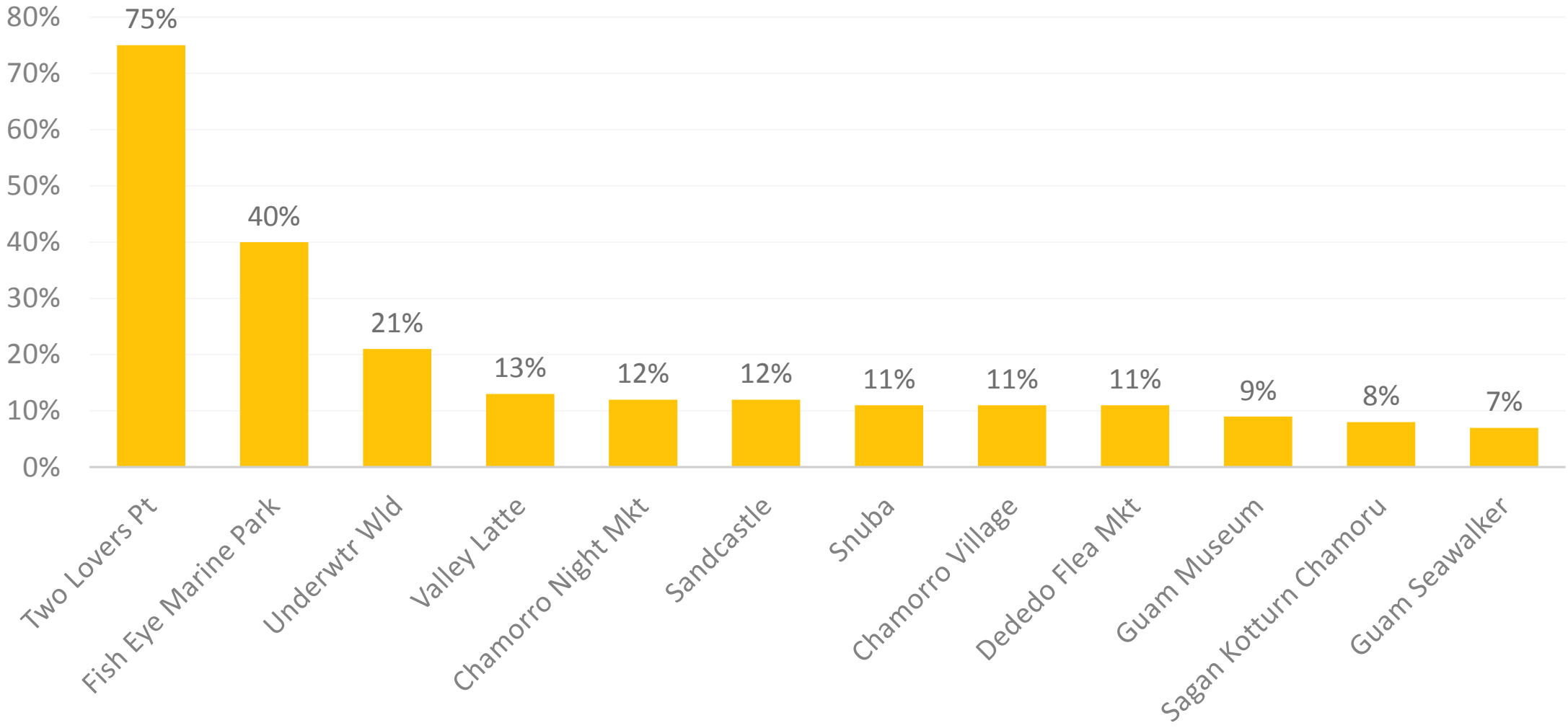
Q: During this trip to Guam, which of the following activities did you participate in?

ACTIVITIES – ENTERTAINMENT & DINING



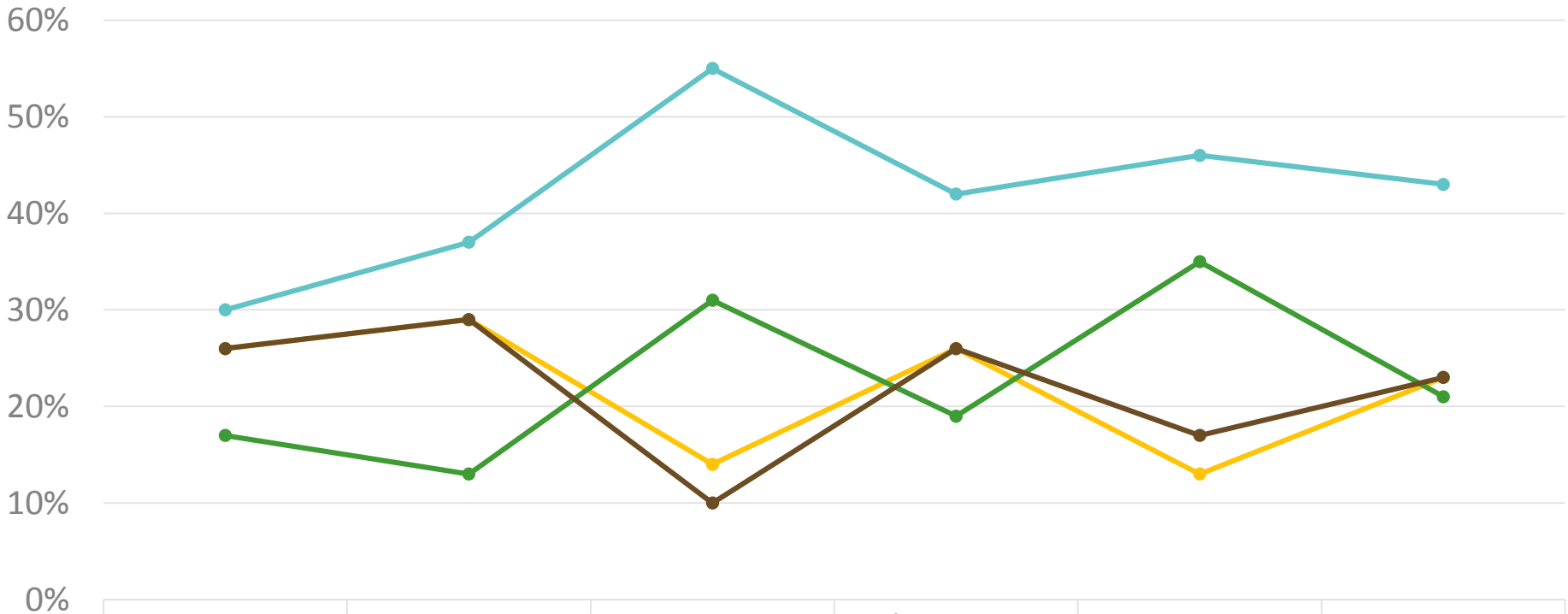
Q: During this trip to Guam, which of the following activities did you participate in?

LOCAL ATTRACTIONS – TOP RESPONSES (5%+)



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

LOCAL CULTURE – OBSTACLES



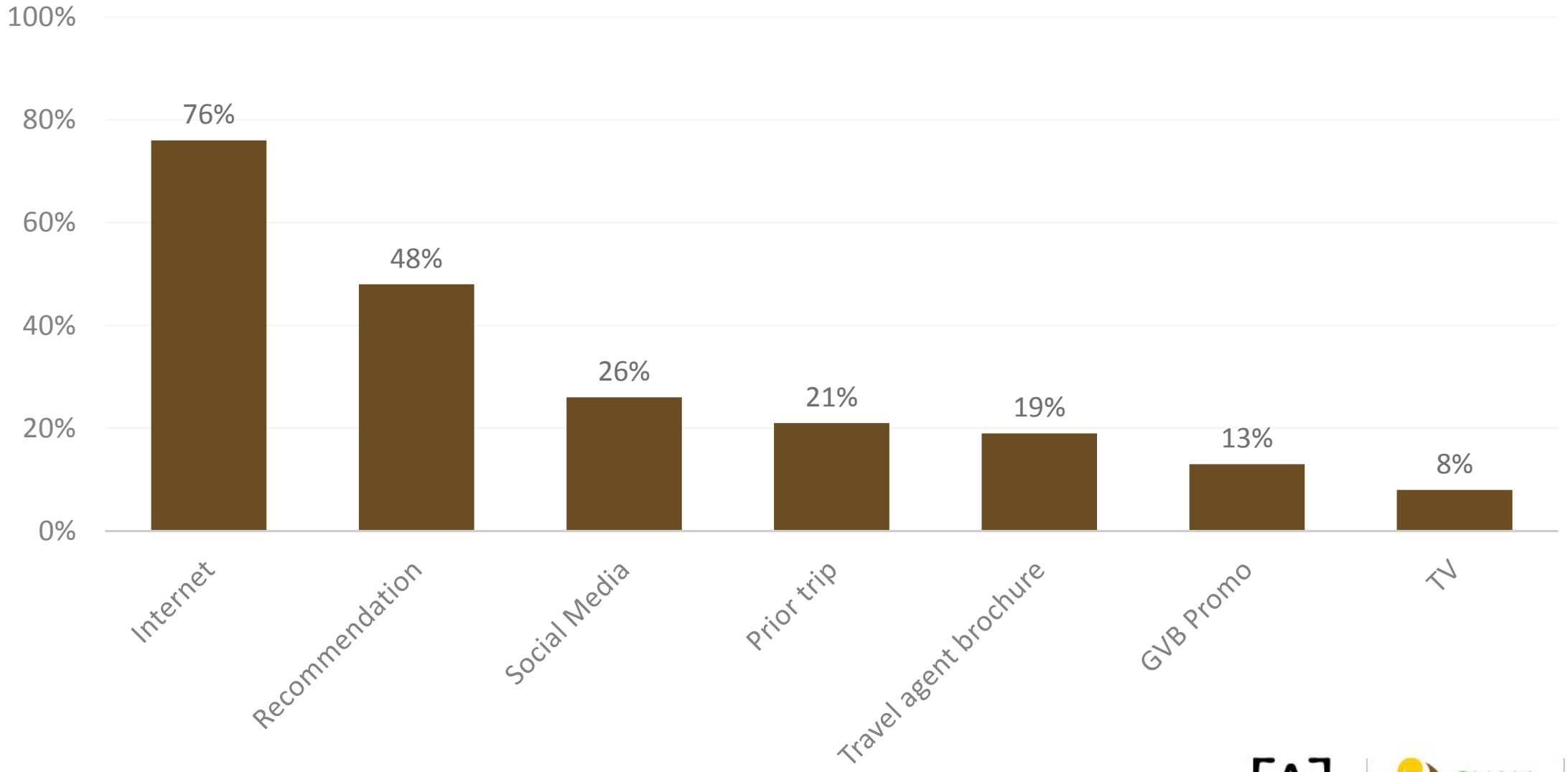
	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20
Schedule	30%	37%	55%	42%	46%	43%
Unaware	26%	29%	14%	26%	13%	23%
Did not want to	17%	13%	31%	19%	35%	21%
Did not know where	26%	29%	10%	26%	17%	23%

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

PRE-ARRIVAL SOURCES OF INFORMATION - SEGMENTATION

GVB VISITOR SATISFACTION STUDY

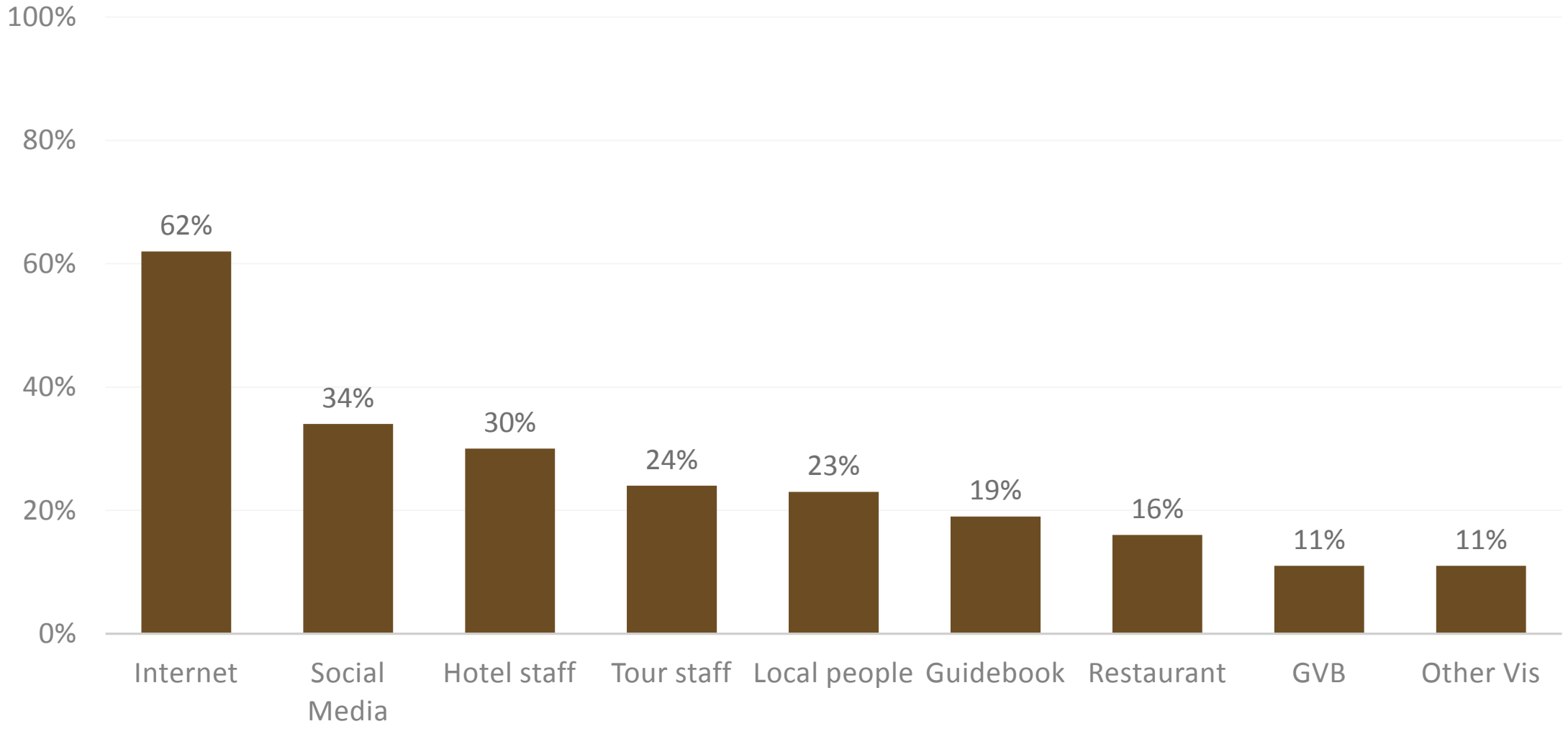
Q5 Please select the top three sources of information you used to find out about Guam before your trip

		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOON	WEDDING
		-	-	-	-	-
Q5	Internet/Mobile App	76%	77%	67%	86%	100%
	Friend or relative	48%	51%		43%	50%
	Social media	26%	25%	33%	29%	50%
	I have been to Guam before	21%	19%	33%		25%
	Travel agent brochure	19%	20%	33%	86%	
	Guam Visitors Bureau promotional activities	13%	16%		14%	25%
	TV	8%	6%		14%	
	Travel guide book at bookstores	5%	6%			
	Co-worker/ company travel department	3%	3%	33%		
	Guam Visitors Bureau office	3%	2%			
	Magazine (consumer)	3%	3%		14%	
	Consumer travel shows	3%	2%		14%	
	Travel trade shows	2%	1%			
	Newspaper	1%				
	Total	151	103	3	7	4

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

ONISLE SOURCES OF INFORMATION

GVB VISITOR SATISFACTION STUDY

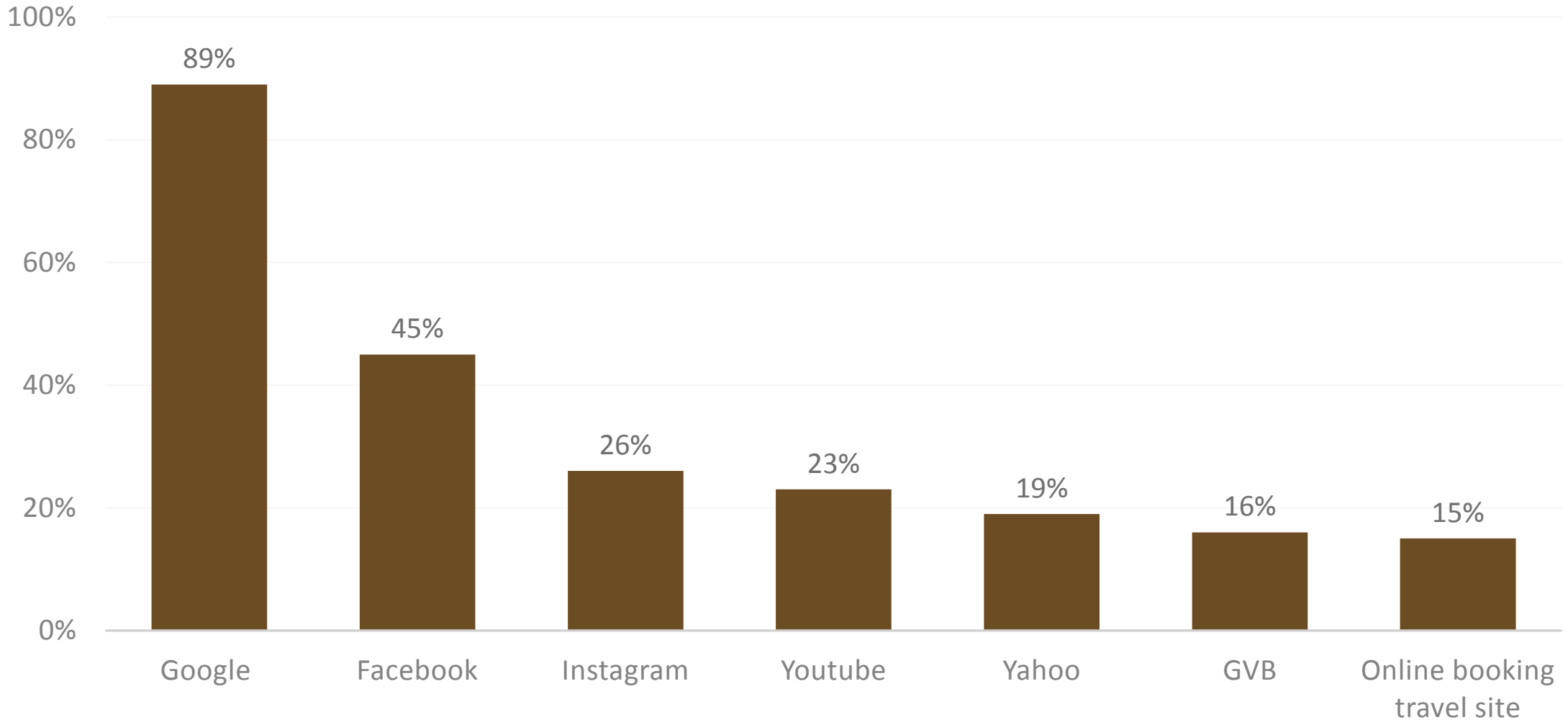
Q6 Please select the top three sources of information you used to find out about Guam while you were here

		TOTAL	SPORTS/ ADVENTURE	MICE	HONEYMOON	WEDDING
		-	-	-	-	-
Q6	Internet/ Mobile App	62%	62%	67%	57%	50%
	Social Media	34%	37%		57%	100%
	Hotel staff	30%	27%			25%
	Tour staff	24%	27%	100%	71%	25%
	Local people	23%	20%		14%	
	Guide books I brought with me	19%	22%	33%	14%	25%
	Restaurant staff (outside hotel)	16%	15%			
	Other visitors	11%	10%		14%	
	Guam Visitors Bureau	11%	10%			50%
	Signs/ advertisement	5%	5%		29%	25%
	Visitors channel	5%	3%		14%	
	Retail staff	3%	4%			
	Local publication	3%	3%			
	Taxi drivers	3%	1%			
	Total	151	103	3	7	4

Prepared by Anthology Research

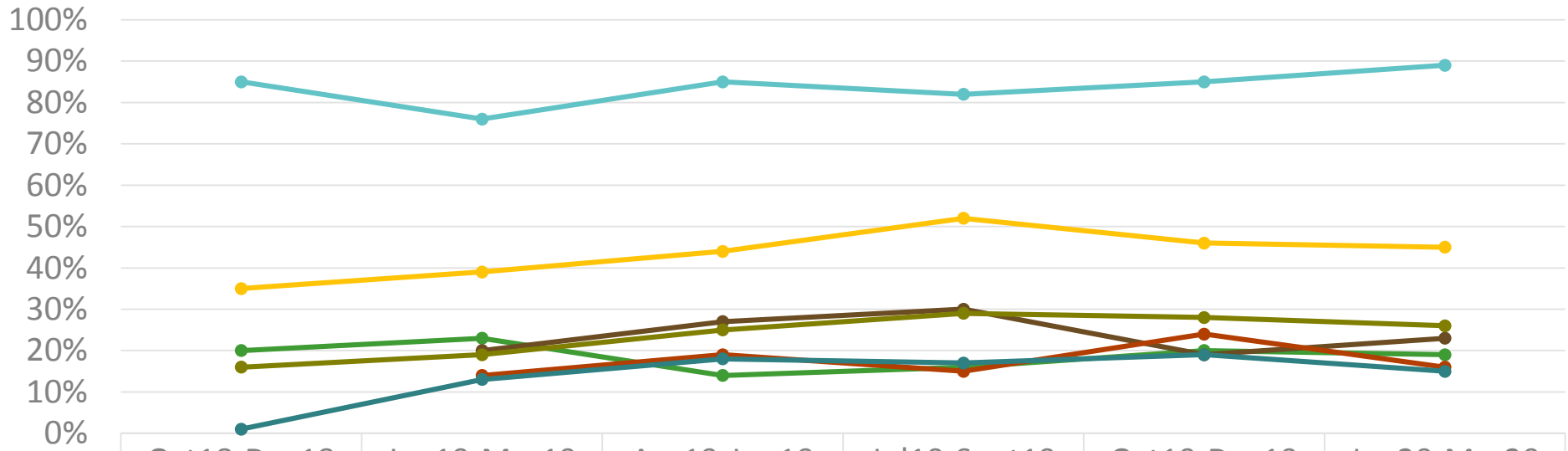
Q: Please select the top three sources of information you used to find out about Guam while you were here

ONLINE SOURCES OF INFORMATION



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

ONLINE SOURCES OF INFORMATION



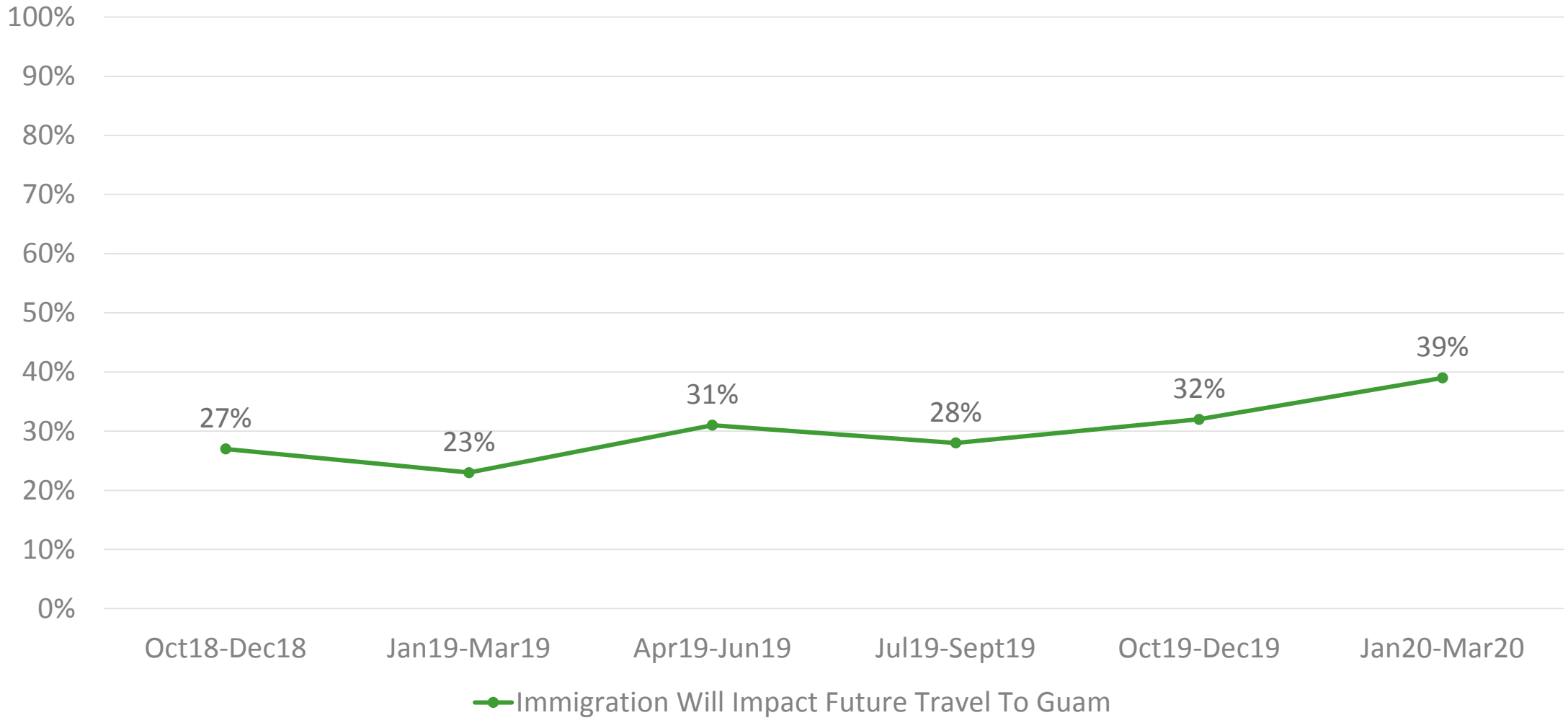
	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20
Google	85%	76%	85%	82%	85%	89%
Facebook	35%	39%	44%	52%	46%	45%
Yahoo	20%	23%	14%	16%	20%	19%
Youtube		20%	27%	30%	19%	23%
IG	16%	19%	25%	29%	28%	26%
GVB		14%	19%	15%	24%	16%
Online booking site	1%	13%	18%	17%	19%	15%

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

SECTION 7

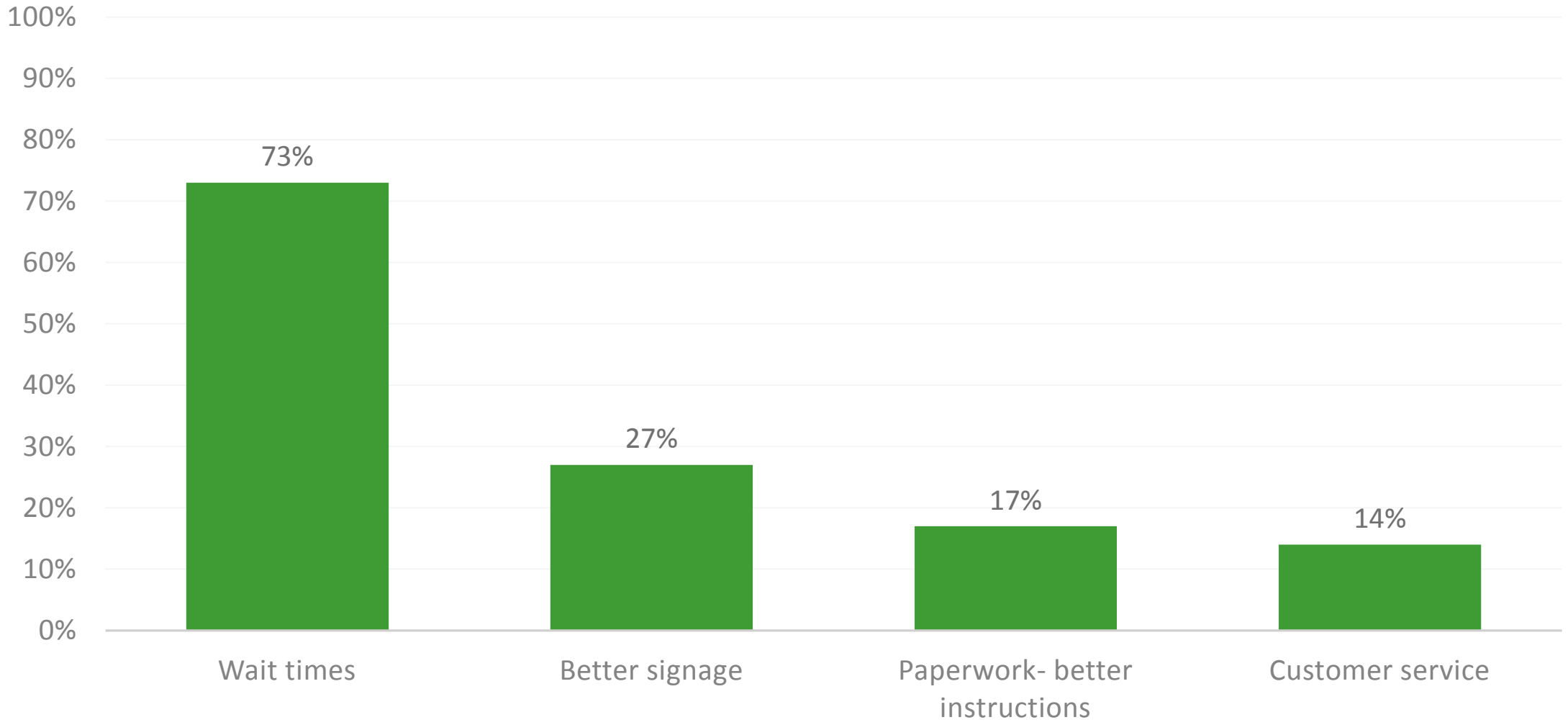
IMMIGRATION

IMPACT OF AIRPORT IMMIGRATION SVC ON FUTURE TRAVEL TO GUAM



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

ANALYSIS TECHNIQUE

- Dependent variables: total per person on island expenditure and overall satisfaction (numeric)
- Independent variables are satisfaction with different aspects of trip to Guam (numeric).
- Use of linear stepwise regression to derive predictors (drivers) of on-island expenditure and overall satisfaction, Since both the independent and dependent variables are numeric.
- This determines the significant (p=<.05) drivers and the percentage of the dependent variables accounted for by each significant predictor and by all of them combined.
- 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, 1st Qtr. 2020 (Oct-Dec 2019), 2nd Qtr. (Jan-Mar 2020)			
	Oct-Dec 2019	**Jan-Mar 2020**	Oct 2019-Mar 2020
Drivers:	rank	**rank**	rank
Entertainment	1	**1**	1
Shopping			
Dining	2	**2**	2
Beaches			
Parks			
Roads			
Sightseeing Areas			
Being a safe and secure destination	3		
% of Overall Satisfaction Accounted For	38.6%	**34.4%**	36.1%
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 Jan-Mar 2020 Period. By rank order, they are:
    - **Entertainment, and**
    - **Dining.**
- With these factors the overall r^2 is .344, meaning that **34.4% of overall satisfaction is accounted for by these factors.**

DRIVERS – ONISLE EXPENDITURES

Comparison of Drivers of Per Person On Island Expenditures, 1st Qtr. 2020 (Oct - Dec 2019, 2nd Qtr. 2020 (Jan-Mar 2020)			
	Oct-Dec 2019	**Jan-Mar 2020**	Oct 2019-Mar 2020
Drivers:	rank	**rank**	rank
Entertainment		**2**	
Shopping	1	**3**	1
Dining			
Beaches		**1**	
Parks			
Roads	2		
Sightseeing Areas			
Being a safe and secure destination			
% of Overall Satisfaction Accounted For	8.5%	**7.6%**	4.0%
NOTE: Only significant drivers are included.			

DRIVERS – ONISLE EXPENDITURES

- **Per Person On Island Expenditure** of Taiwan visitors on Guam is driven by three significant factors in the Jan-Mar 2020 Period. By rank order, they are:
    - **Beaches,**
    - **Entertainment, and**
    - **Shopping.**
- With these factors the overall r^2 is .076, meaning that **7.6% of per person on island expenditures is accounted for by these factors.**