All surveys were partially interviewer administered. Upon completion of the surveys, Anthology’s professional U.S. speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent was present.

A total of 100 departing U.S. 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 100 is +/- 9.80 percentage points with a 95% confidence level. That is, if all U.S. 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 +/- 9.80 percentage points.
Objectives

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

• Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.
Key Highlighted Segments

• The specific objectives were:
  • To identify the most significant factors affecting overall visitor satisfaction.
  • To identify (for all visitors from the U.S.) the most important determinants of on-island spending.
SECTION 1
PROFILE OF RESPONDENTS
GENDER

Male 60%
Female 40%
Q: Are you married or single?

- Married: 52%
- Single: 48%
Q: Are you married or single?
Q: And what was your age on your last birthday?

Mean = 39.11
Median = 36
Q: And what was your age on your last birthday?

AGE – TRACKING

<table>
<thead>
<tr>
<th>Qtr1 (Oct18-Dec18)</th>
<th>Qtr2 (Jan19-Mar19)</th>
<th>Qtr3 (Apr19-Jun19)</th>
<th>Qtr4 (Jul19-Sept19)</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEAN</td>
<td>39.11</td>
<td></td>
<td></td>
<td>39.11</td>
</tr>
<tr>
<td>MEDIAN</td>
<td>36</td>
<td></td>
<td></td>
<td>36</td>
</tr>
</tbody>
</table>
Q: What was your approximate annual household income, before taxes?
Q: In addition to yourself, on this trip, who else was in your travel party?
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?

2% Traveling with a child
Q: Including yourself, how many people traveled with you in your immediate party?

- Alone, 53%
- Two persons, 22%
- Three or more, 25%

Mean = 4.71
Median = 1
Q: Including yourself, how many people traveled with you in your immediate party?

<table>
<thead>
<tr>
<th>Qtr1 (Oct18-Dec18)</th>
<th>Qtr2 (Jan19-Mar19)</th>
<th>Qtr3 (Apr19-Jun19)</th>
<th>Qtr4 (Jul19-Sept19)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEAN</td>
<td>4.71</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEDIAN</td>
<td>1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q: Including this trip, how many times have you visited Guam?

17

Mean = 3.23
Median = 2

TRIPS TO GUAM

1st Time
43%

Repeat
57%
Q: Including this trip, how many times have you visited Guam?

Trips to Guam – Tracking

- Qtr1 (Oct18-Dec18): 57% First, 43% Repeat
- Qtr2 (Jan19-Mar19): 43% First, 57% Repeat
- Qtr3 (Apr19-Jun19): 43% First, 57% Repeat
- Qtr4 (Jul19-Sept19): 43% First, 57% Repeat
- YTD: 57% First, 43% Repeat
Q: How many nights did you stay on Guam?

- One to two nights: 29%
- Three nights: 8%
- Four or more nights: 63%

Mean number of nights = 12.19
Median number of nights = 5
Q: How many nights did you stay on Guam?

<table>
<thead>
<tr>
<th>Quarter</th>
<th>MEAN</th>
<th>MEDIAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr1 (Oct18-Dec18)</td>
<td>12.19</td>
<td>5</td>
</tr>
<tr>
<td>Qtr2 (Jan19-Mar19)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Qtr3 (Apr19-Jun19)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Qtr4 (Jul19-Sept19)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>YTD</td>
<td>12.19</td>
<td>5</td>
</tr>
</tbody>
</table>
Q: What is your occupation?

- Govt - Mgr: 19%
- Govt - Non-Mgr: 14%
- Company: Mgr: 10%
SECTION 2
TRAVEL PLANNING
Q: On this trip, I am a member of an organized tour group?

- Yes: 2%
- No: 98%
**Q: On this trip, I am a member of an organized tour group?**

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Group Tour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr1 (Oct18-Dec18)</td>
<td>2%</td>
</tr>
<tr>
<td>Qtr2 (Jan19-Mar19)</td>
<td></td>
</tr>
<tr>
<td>Qtr3 (Apr19-Jun19)</td>
<td></td>
</tr>
<tr>
<td>Qtr4 (Jul19-Sept19)</td>
<td></td>
</tr>
<tr>
<td><strong>YTD</strong></td>
<td><strong>2%</strong></td>
</tr>
</tbody>
</table>
Q: Did you book any of your travel arrangements online?

Made Arrangements Online, 49%

No, 51%
### Online Booking – Tracking

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Online Booking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr1 (Oct18-Dec18)</td>
<td>49%</td>
</tr>
<tr>
<td>Qtr2 (Jan19-Mar19)</td>
<td></td>
</tr>
<tr>
<td>Qtr3 (Apr19-Jun19)</td>
<td></td>
</tr>
<tr>
<td>Qtr4 (Jul19-Sept19)</td>
<td></td>
</tr>
<tr>
<td>YTD</td>
<td>49%</td>
</tr>
</tbody>
</table>

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

26
Q: How did you book your travel arrangements to Guam?

Direct - airline/ hotel: 45%
Travel Agent: 33%
Travel Website: 22%
Q: How did you book your travel arrangements to Guam?
Q: Are you on a prepaid package trip that includes at least airfare and hotel?

No: 89%
Prepaid Package Trip: 11%
**PREPAID PACKAGE TRIP**

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

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Prepaid Pkg</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr1 (Oct18-Dec18)</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Qtr2 (Jan19-Mar19)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Qtr3 (Apr19-Jun19)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Qtr4 (Jul19-Sept19)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>YTD</strong></td>
<td>11%</td>
<td></td>
</tr>
</tbody>
</table>

Q: Are you on a prepaid package trip that includes at least airfare and hotel?
Q: Where did you stay while on Guam?
Q: What top three reasons motivated you to travel to Guam on this trip?
SECTION 3

EXPENDITURES
$3,762.27 = overall mean average prepaid package expense (for entire travel party) by respondent

$1,966.52 = overall mean average per person prepaid package expenditures
PREPAID PACKAGE – TRAVEL PARTY EXPENSE TRACKING

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

MEAN  $3,762.27  $3,762.27  $3,762.27

MEDIAN  $2,020.00  $2,020.00  $2,020.00

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

- Mean: $1,966.52
- Median: $1,010.00
- YTD: $1,966.52

PREPAID PACKAGE – PER PERSON EXPENSE TRACKING
PREPAID PACKAGE – BREAKDOWN

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

- **Airfare**: $2,888.57
- **Lodging**: $2,044.17
- **Other**: $1,180.00

**MEAN**

- Airfare: $2,000
- Lodging: $800
- Other: $1,000

**MEDIAN**

- Airfare: $2,000
- Lodging: $800
- Other: $1,000
PREPAID PACKAGE – BREAKDOWN

Q: What did the package trip include?

- **Airfare**: 82%
- **Lodging**: 64%
- **Rental car**: 36%
- **Breakfast**: 18%
- **Lunch/Dinner**: 18%
- **Tours/Attractions**: 9%
• $1,623.45 = overall mean average airfare expense (for entire travel party) by respondent

• $1,504.05 = overall mean average per person airfare expenditures

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

<table>
<thead>
<tr>
<th>Quarter</th>
<th>MEAN</th>
<th>MEDIAN</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr1 (Oct18-Dec18)</td>
<td>$1,623.45</td>
<td>$0</td>
<td>$1,623.45</td>
</tr>
<tr>
<td>Qtr2 (Jan19-Mar19)</td>
<td>$1,623.45</td>
<td>$0</td>
<td>$1,623.45</td>
</tr>
<tr>
<td>Qtr3 (Apr19-Jun19)</td>
<td>$0</td>
<td>$0</td>
<td>$1,100.00</td>
</tr>
<tr>
<td>Qtr4 (Jul19-Sept19)</td>
<td>$0</td>
<td>$0</td>
<td>$1,100.00</td>
</tr>
</tbody>
</table>

**YTD**

- MEAN: $1,623.45
- MEDIAN: $1,100.00
### AIRFARE – FIT TRAVELER (Per Person) TRACKING

<table>
<thead>
<tr>
<th></th>
<th>Qtr1 (Oct18-Dec18)</th>
<th>Qtr2 (Jan19-Mar19)</th>
<th>Qtr3 (Apr19-Jun19)</th>
<th>Qtr4 (Jul19-Sept19)</th>
<th>YTD</th>
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</thead>
<tbody>
<tr>
<td>MEAN</td>
<td>$1,504.05</td>
<td></td>
<td></td>
<td></td>
<td>$1,504.05</td>
</tr>
<tr>
<td>MEDIAN</td>
<td>$950.00</td>
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<td></td>
<td>$950.00</td>
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</tbody>
</table>

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

- $1,851.59 = overall mean average expense (for entire travel party) by respondent

- $1,545.05 = overall mean average per person expenditures
ONISLE – TRAVEL PARTY TRACKING

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Mean</th>
<th>Median</th>
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</thead>
<tbody>
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<td>Qtr2 (Jan19-Mar19)</td>
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<td>$1,851.59</td>
<td>$903.00</td>
</tr>
<tr>
<td>Qtr4 (Jul19-Sept19)</td>
<td>$1,851.59</td>
<td>$903.00</td>
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<tr>
<td>YTD</td>
<td>$1,851.59</td>
<td>$903.00</td>
</tr>
<tr>
<td>Qtr1 (Oct18-Dec19)</td>
<td>Qtr2 (Jan19-Mar19)</td>
<td>Qtr3 (Apr19-Jun19)</td>
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<tr>
<td>MEAN</td>
<td>$1,545.05</td>
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<tr>
<td>MEDIAN</td>
<td>$710.00</td>
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</table>
ONISLE – PER DAY SPENDING

<table>
<thead>
<tr>
<th>Travel Party</th>
<th>Mean</th>
<th>Median</th>
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<tbody>
<tr>
<td>$276.61</td>
<td>$196</td>
<td>$249.75</td>
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<td>$145</td>
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</table>
### ONISLE – TRAVEL PARTY/ PER DAY TRACKING

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Mean</th>
<th>Median</th>
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<tbody>
<tr>
<td>Qtr1 (Oct18-Dec18)</td>
<td>$276.61</td>
<td>$196.00</td>
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<tr>
<td>Qtr2 (Jan19-Mar19)</td>
<td>$276.61</td>
<td>$196.00</td>
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<tr>
<td>Qtr3 (Apr19-Jun19)</td>
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<td>Qtr4 (Jul19-Sept19)</td>
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<tr>
<td>YTD</td>
<td>$276.61</td>
<td>$196.00</td>
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</table>
## ONISLE – PER PERSON/ PER DAY TRACKING

<table>
<thead>
<tr>
<th></th>
<th>Qtr1 (Oct18-Dec18)</th>
<th>Qtr2 (Jan19-Mar19)</th>
<th>Qtr3 (Apr19-Jun19)</th>
<th>Qtr4 (Jul19-Sept19)</th>
<th>YTD</th>
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<tbody>
<tr>
<td><strong>MEAN</strong></td>
<td>$249.75</td>
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<tr>
<td><strong>MEDIAN</strong></td>
<td>$145.00</td>
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**MEAN**

<table>
<thead>
<tr>
<th></th>
<th>Qtr1 (Oct18-Dec18)</th>
<th>Qtr2 (Jan19-Mar19)</th>
<th>Qtr3 (Apr19-Jun19)</th>
<th>Qtr4 (Jul19-Sept19)</th>
<th>YTD</th>
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<tbody>
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<td>$0</td>
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<td>$100</td>
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<td>$200</td>
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<td>$300</td>
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<tr>
<td>$400</td>
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<tr>
<td>$500</td>
<td></td>
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</tbody>
</table>
Q: How much additional did you and your family spend on Guam – Lodging?
Q: How much additional did you and your family spend on Guam – Lodging?
Q: How much additional did you and your family spend on Guam – Food & Beverage?
Q: How much additional did you and your family spend on Guam – Food & Beverage?

- Qtr1 (Oct18-Dec18) MEAN: $412.97
- Qtr1 (Oct18-Dec18) MEDIAN: $200.00
- Qtr2 (Jan19-Mar19) MEAN: $412.97
- Qtr2 (Jan19-Mar19) MEDIAN: $200.00
- Qtr3 (Apr19-Jun19) MEAN: $412.97
- Qtr3 (Apr19-Jun19) MEDIAN: $200.00
- Qtr4 (Jul19-Sept19) MEAN: $412.97
- Qtr4 (Jul19-Sept19) MEDIAN: $200.00
Q: How much additional did you and your family spend on Guam – Entertainment & Recreation?
Q: How much additional did you and your family spend on Guam – Entertainment & Recreation?
Q: How much additional did you and your family spend on Guam – Transportation?

- TOTAL: $158.53
- Bus, taxi, trolley, etc: $22.18
- Rental Car/ scooter/ bicycle: $125.92
- Other: $10.42

Mean: $28, Median: $0
Q: How much additional did you and your family spend on Guam – Transportation?
Q: How much additional did you and your family spend on Guam – Shopping?
Q: How much additional did you and your family spend on Guam – Shopping?
Q: How much additional did you and your family spend on Guam – Other spending?
Q: How much additional did you and your family spend on Guam – Other spending?

- Qtr1 (Oct18-Dec18): $16.67
- Qtr2 (Jan19-Mar19): $0.00
- Qtr3 (Apr19-Jun19): $0.00
- Qtr4 (Jul19-Sept19): $0.00
• $2,880.46 = Mean average per person

• $1,620.00 = Median amount spent per person
TOTAL EXPENDITURES PER PERSON TRACKING

<table>
<thead>
<tr>
<th>Qtr1 (Oct18-Dec18)</th>
<th>Qtr2 (Jan19-Mar19)</th>
<th>Qtr3 (Apr19-Jun19)</th>
<th>Qtr4 (Jul19-Sept19)</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEAN</td>
<td>$2,880.46</td>
<td></td>
<td></td>
<td>$2,880.46</td>
</tr>
<tr>
<td>MEDIAN</td>
<td>$1,620.00</td>
<td></td>
<td></td>
<td>$1,620.00</td>
</tr>
</tbody>
</table>
Q: How much in total did you spend on your purchases at the airport for shopping, dining, etc?

<table>
<thead>
<tr>
<th></th>
<th>Qtr1 (Oct18-Dec18)</th>
<th>Qtr2 (Jan19-Mar19)</th>
<th>Qtr3 (Apr19-Jun19)</th>
<th>Qtr4 (Jul19-Sept19)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEAN</td>
<td>$96.61</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEDIAN</td>
<td>$6.00</td>
<td></td>
<td></td>
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</table>
SECTION 4
VISITOR SATISFACTION
Q: Overall, how satisfied are you with your experience while on Guam?

OVERALL SATISFACTION – 7PT SCALE

- **Qtr1 (Oct18-Dec18)**: MEAN (7pt Scale) 6.08
- **Qtr2 (Jan19-Mar19)**: Very Satisfied (Top Box) 50%

Survey results show a high level of satisfaction among respondents with their experience on Guam, with a mean score of 6.08 on a 7-point scale. The highest satisfaction was observed in Qtr2 (Jan19-Mar19) with 50% of respondents choosing the top box for very satisfied.
Q: Overall, how satisfied are you with your experience while on Guam?

65

OVERALL SATISFACTION – 10PT SCALE

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

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

8.62

54%

80% 90% 100% 0.00 1.00 2.00 3.00 4.00 5.00 6.00 7.00 8.00 9.00 10.00

0% 10% 20% 30% 40% 50% 60% 70%
Q: Please tell us about one detail that made your trip to Guam excellent?

- Beach/ocean: 26%
- Local culture: 10%
- Hafa Adai: 9%
- Event-Fr/Fm: 9%
- Weather: 7%
- Relax: 7%
- Natural beauty: 6%
- Military/Hist site: 5%
Q: Please tell us about one detail that made your trip to Guam excellent?

SWOT – NEGATIVE ASPECT OF TRIP

- Nothing: 29%
- Food: 10%
- Accommodations - cleanliness: 9%
- Traffic: 8%
- No local culture: 7%
- Expensive: 6%
Q: Please rate your satisfaction with the following aspects of your trip to Guam?
Q: Please rate your satisfaction with the following aspects of your trip to Guam?
Q: Please rate your satisfaction with the following aspects of your trip to Guam?
Q: Please rate your satisfaction with the following aspects of your trip to Guam?

- SATISFACTION – BEACHES

- Qtr 1 (Oct18-Dec18)
- Qtr 2 (Jan19-Mar19)
- Qtr 3 (Apr19-Jun19)
- Qtr 4 (Jul19-Sept19)

- MEAN

- Very Satisfied (Top Box 9-10)
Q: Please rate your satisfaction with the following aspects of your trip to Guam?
Q: Please rate your satisfaction with the following aspects of your trip to Guam?
Q: Please rate your satisfaction with the following aspects of your trip to Guam?
Q: Please rate your satisfaction with the following aspects of your trip to Guam?
Q: Overall, how would you rate your lodging/hotel accommodations?
Q: How likely are you to recommend Guam to your family and friends?

Branding Advocacy

Extremely likely (Top Box 9-10) MEAN

Qtr 2 (Jan19-Mar19): 8.46

Qtr 3 (Apr19-Jun19): 55%
BRAND LOYALTY

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

Qtr1 (Oct18-Dec18) Qtr2 (Jan19-Mar19) Qtr3 (Apr19-Jun19) Qtr4 (Jul19-Sept19)
Extremely likely (Top Box 9-10) MEAN

48%
TRIP EXPECTATIONS

Guam exceeded my expectations
33%

Guam met my expectations
63%

Guam did not meet my expectations
4%

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 | 33% |  |  
Met expectations | 63% |  |  
Did not meet expectations | 4% |  |  

Q: Would you say this trip to Guam...?
SECTION 5

VISITOR ACTIVITIES
Q: Guam has a number of shopping malls and stores. Please check all those visited during this trip.
Q: During this trip to Guam, which of the following activities did you participate in?

- Self-guided/ drove around: 49%
- Scenic views/ natural landmarks: 29%
- Island sightseeing tour: 10%
- Boat tours/ dolphin watch: 4%
- Helicopter ride: 2%
Q: During this trip to Guam, which of the following activities did you participate in?
Q: During this trip to Guam, which of the following activities did you participate in?
Q: During this trip to Guam, which of the following activities did you participate in?
Q: During this trip to Guam, which of the following activities did you participate in?
Q: During this trip to Guam, which of the following attractions did you visit?
Q: Why did you not participate in any cultural activities or events during your recent stay on Guam?
Q: Please select the top three sources of information you used to find out about Guam before your trip
Q: Please select the top three sources of information you used to find out about Guam while you were here.
Q: Which internet or social media sources, if any, did you use to learn about Guam?
Q: Which internet or social media sources, if any, did you use to learn about Guam?

<table>
<thead>
<tr>
<th></th>
<th>Qtr1 (Oct18-Dec18)</th>
<th>Qtr2 (Jan19-Mar19)</th>
<th>Qtr3 (Apr19-Jun19)</th>
<th>Qtr4 (Jul19-Sept19)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google</td>
<td>69%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook</td>
<td></td>
<td>19%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td></td>
<td>4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Youtube</td>
<td></td>
<td>24%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IG</td>
<td></td>
<td>21%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GVB</td>
<td>7%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online booking site</td>
<td>7%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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?
Q: Which internet or social media sources, if any, did you use to learn about Guam?
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.
# Comparison of Drivers of Overall Satisfaction

## 2nd Qtr. 2019

<table>
<thead>
<tr>
<th>Drivers:</th>
<th>2nd Qtr. 2019 rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment</td>
<td>1</td>
</tr>
<tr>
<td>Shopping</td>
<td></td>
</tr>
<tr>
<td>Dining</td>
<td></td>
</tr>
<tr>
<td>Beaches</td>
<td></td>
</tr>
<tr>
<td>Parks</td>
<td></td>
</tr>
<tr>
<td>Roads</td>
<td>2</td>
</tr>
<tr>
<td>Sightseeing Areas</td>
<td></td>
</tr>
<tr>
<td>Being a safe and secure destination</td>
<td></td>
</tr>
<tr>
<td>% of Overall Satisfaction Accounted For:</td>
<td>42.5%</td>
</tr>
</tbody>
</table>

NOTE: Only significant drivers are included.
• **Overall satisfaction** with the U.S. visitor’s experience on Guam is driven by two significant factors in the 2\(^{nd}\) Quarter 2019 Period. By rank order they are:
  - Entertainment, and
  - Roads.
• With these factors the overall \( r^2 \) is .425 meaning that **42.5% of overall satisfaction is accounted for by these factors.**
<table>
<thead>
<tr>
<th>Drivers:</th>
<th>2nd Qtr. 2019 rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment</td>
<td></td>
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<td></td>
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<tr>
<td>Roads</td>
<td></td>
</tr>
<tr>
<td>Sightseeing Areas</td>
<td></td>
</tr>
<tr>
<td>Being a safe and secure destination</td>
<td></td>
</tr>
<tr>
<td>% of Overall Satisfaction Accounted For:</td>
<td>0.0%</td>
</tr>
<tr>
<td>NOTE: Only significant drivers are included.</td>
<td></td>
</tr>
</tbody>
</table>
• **Per Person On Island Expenditure** of U.S. visitors on Guam is driven by no significant factor in the 2nd Quarter 2019 Period.