Guam Visitors Bureau

U.S. Visitor Tracker Exit Profile & Market Segmentation Report

FY2020 – QTR.2 JAN-MAR 2020
Background and Methodology

• 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 206 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 206 is +/- 6.83 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 +/- 6.83 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.
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 56%
Female 44%
Q: Are you married or single?

- Married: 65%
- Single: 35%
Q: Are you married or single?
Q: And what was your age on your last birthday?

Mean = 45.03
Median = 45
Q: And what was your age on your last birthday?

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<tbody>
<tr>
<td>MEAN</td>
<td>39.11</td>
<td>44.86</td>
<td>43.06</td>
<td>41.73</td>
<td>45.03</td>
<td>43.47</td>
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<tr>
<td>MEDIAN</td>
<td>36</td>
<td>45</td>
<td>44</td>
<td>40</td>
<td>45</td>
<td>42</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?

- Spouse
- Child < 18
- Adult family
- Friend/ Assoc
- GF/BF
- Officemate
- Child- adult
- Alone

Spouse 14% 17% 12% 10% 15%
Child < 18 2% 8% 5% 3% 3%
Adult family 7% 8% 10% 5% 8%
Friend/ Assoc 15% 14% 11% 14% 13%
GF/BF 2% 3% 5% 1% 2%
Officemate 18% 20% 16% 18% 17%
Child- adult 2% 2% 3% 3% 3%
Alone 46% 39% 47% 53% 47%
Q: In addition to yourself, on this trip, who else was in your travel party?

3% Traveling with a child
Q: Including yourself, how many people traveled with you in your immediate party?

TRAVEL PARTY SIZE

- Alone, 52%
- Two persons, 28%
- Three or more, 20%

Mean = 2.16
Median = 1
Q: Including yourself, how many people traveled with you in your immediate party?

<table>
<thead>
<tr>
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<th>MEAN</th>
<th>MEDIAN</th>
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<tr>
<td>Jan19-Mar19</td>
<td>4.71</td>
<td>1</td>
</tr>
<tr>
<td>Apr19-Jun19</td>
<td>3.67</td>
<td>2</td>
</tr>
<tr>
<td>Jul19-Sept19</td>
<td>2.32</td>
<td>1</td>
</tr>
<tr>
<td>Oct19-Dec19</td>
<td>2.14</td>
<td>1</td>
</tr>
<tr>
<td>Jan20-Mar20</td>
<td>2.16</td>
<td>1</td>
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</tbody>
</table>
TRIPS TO GUAM

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

1st Time
44%

Repeat
56%

Mean = 5.03
Median = 2
Q: Including this trip, how many times have you visited Guam?

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<thead>
<tr>
<th>Period</th>
<th>First</th>
<th>Repeat</th>
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<tbody>
<tr>
<td>Jan19-Mar19</td>
<td>43%</td>
<td>57%</td>
</tr>
<tr>
<td>Apr19-Jun19</td>
<td>38%</td>
<td>62%</td>
</tr>
<tr>
<td>Jul19-Sept19</td>
<td>41%</td>
<td>59%</td>
</tr>
<tr>
<td>Oct19-Dec19</td>
<td>39%</td>
<td>61%</td>
</tr>
<tr>
<td>Jan20-Mar20</td>
<td>44%</td>
<td>56%</td>
</tr>
<tr>
<td>YTD</td>
<td>42%</td>
<td>58%</td>
</tr>
</tbody>
</table>
Q: How many nights did you stay on Guam?

Mean number of nights = 10.92
Median number of nights = 7
Q: How many nights did you stay on Guam?

LENGTH OF STAY – TRACKING

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<tbody>
<tr>
<td>MEAN</td>
<td>12.19</td>
<td>17.79</td>
<td>14.28</td>
<td>12.61</td>
<td>10.92</td>
<td>11.72</td>
</tr>
<tr>
<td>MEDIAN</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>6</td>
<td>7</td>
<td>6</td>
</tr>
</tbody>
</table>
Q: What is your occupation?

- Govt. Mgr: 13%
- Retired: 12%
- Company Engineer: 11%
- Self-Employed: 11%
- Govt. Non-Mgr: 10%
- Professional/Specialist: 10%
Q: On this trip, I am a member of an organized tour group?

Organized tour group
4%

No
96%
Q: On this trip, I am a member of an organized tour group?
Q: Did you book any of your travel arrangements online?

Made Arrangements Online, 54%

No, 46%
Q: Did you book any of your travel arrangements online?

Online Booking

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<tbody>
<tr>
<td>Online Booking</td>
<td>49%</td>
<td>53%</td>
<td>57%</td>
<td>47%</td>
<td>54%</td>
<td>51%</td>
</tr>
</tbody>
</table>
Q: How did you book your travel arrangements to Guam?

- Direct airline/hotel: 57%
- Travel Agent: 20%
- Travel Website: 23%
Q: How did you book your travel arrangements to Guam?

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<tbody>
<tr>
<td>Travel Agent</td>
<td>33%</td>
<td>32%</td>
<td>25%</td>
<td>30%</td>
<td>20%</td>
<td>25%</td>
</tr>
<tr>
<td>Travel Website</td>
<td>22%</td>
<td>18%</td>
<td>26%</td>
<td>21%</td>
<td>23%</td>
<td>22%</td>
</tr>
<tr>
<td>Direct- Airline/Hotel</td>
<td>45%</td>
<td>50%</td>
<td>48%</td>
<td>49%</td>
<td>57%</td>
<td>53%</td>
</tr>
</tbody>
</table>

TRAVEL ARRANGEMENTS – TRACKING
Q: Are you on a prepaid package trip that includes at least airfare and hotel?
Q: Are you on a prepaid package trip that includes at least airfare and hotel?
Q: Where did you stay while on Guam?

- Friend/Relative-Home: 29%
- Hilton Guam: 12%
- Sheraton: 8%
- Westin Resort: 7%
- Wyndham: 6%
- Guest Hse/Vacation Rental: 6%
- Apartment: 5%
- Pacific Star: 5%
TRAVEL MOTIVATIONS (10%+)

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

- Visit friend/relative: 37%
- Government/Military: 26%
- Vacation: 24%
- Business/Company: 24%
- Prior Trip-Positive: 17%
- Relax: 17%
- Natural beauty: 14%
SECTION 3

EXPENDITURES
PREPAID PACKAGE EXPENDITURES

- $2,916.67 = overall mean average prepaid package expense (for entire travel party) by respondent
- $1,975.76 = 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?
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...

- Airfare: $2,325.00
- Lodging: $1,650
- Other: $850.00

Mean: $2,325.00, $850.00, $400.00
Median: $1,650, $800, $400
Q: What did the package trip include?

- Airfare: 91%
- Lodging: 73%
- Rental car: 27%
- Breakfast: 9%
- Lunch/Dinner: 9%
AIRFARE – FIT TRAVELER

• $2,173.32 = overall mean average airfare expense (for entire travel party) by respondent

• $1,567.90 = overall mean average **per person** airfare expenditures

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)?
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)?

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<tbody>
<tr>
<td>MEAN</td>
<td>$1,623.45</td>
<td>$1,991.05</td>
<td>$1,917.95</td>
<td>$1,764.36</td>
<td>$2,173.32</td>
<td>$1,984.22</td>
</tr>
<tr>
<td>MEDIAN</td>
<td>$1,100.00</td>
<td>$1,600.00</td>
<td>$2,000.00</td>
<td>$1,525.00</td>
<td>$1,800.00</td>
<td>$1,700.00</td>
</tr>
</tbody>
</table>
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)?
ONISLE EXPENDITURES

- $1,426.51 = overall mean average expense (for entire travel party) by respondent

- $1,108.38 = overall mean average per person expenditures
# ONISLE – TRAVEL PARTY TRACKING

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<tr>
<td>MEAN</td>
<td>$1,851.59</td>
<td>$1,842.78</td>
<td>$2,223.40</td>
<td>$1,764.73</td>
<td>$1,426.51</td>
<td>$1,586.08</td>
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<tr>
<td>MEDIAN</td>
<td>$903.00</td>
<td>$800.00</td>
<td>$1,100.00</td>
<td>$1,000.00</td>
<td>$770.00</td>
<td>$970.00</td>
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### ONISLE – PER PERSON TRACKING

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<tbody>
<tr>
<td><strong>MEAN</strong></td>
<td>$1,545.05</td>
<td>$1,378.31</td>
<td>$1,893.56</td>
<td>$1,363.56</td>
<td>$1,108.38</td>
<td>$1,228.77</td>
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<tr>
<td><strong>MEDIAN</strong></td>
<td>$710.00</td>
<td>$575.00</td>
<td>$665.00</td>
<td>$748.00</td>
<td>$534.00</td>
<td>$650.00</td>
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</table>
ONISLE – PER DAY SPENDING

- $205.71 (mean) for travel party
- $125 (median) for travel party
- $149.53 (mean) for per person
- $100 (median) for per person
ONISLE – TRAVEL PARTY/ PER DAY TRACKING

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<tbody>
<tr>
<td>MEAN</td>
<td>$276.61</td>
<td>$258.88</td>
<td>$236.80</td>
<td>$269.65</td>
<td>$205.71</td>
<td>$235.88</td>
</tr>
<tr>
<td>MEDIAN</td>
<td>$196.00</td>
<td>$138.00</td>
<td>$145.00</td>
<td>$188.00</td>
<td>$125.00</td>
<td>$146.00</td>
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</tbody>
</table>
ONISLE – PER PERSON/ PER DAY TRACKING

<table>
<thead>
<tr>
<th>Month</th>
<th>MEAN</th>
<th>MEDIAN</th>
</tr>
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<tbody>
<tr>
<td>Jan19-Mar19</td>
<td>$249.75</td>
<td>$145.00</td>
</tr>
<tr>
<td>Apr19-Jun19</td>
<td>$177.06</td>
<td>$93.00</td>
</tr>
<tr>
<td>Jul19-Sept19</td>
<td>$175.80</td>
<td>$99.00</td>
</tr>
<tr>
<td>Oct19-Dec19</td>
<td>$222.97</td>
<td>$125.00</td>
</tr>
<tr>
<td>Jan20-Mar20</td>
<td>$149.53</td>
<td>$100.00</td>
</tr>
<tr>
<td>YTD</td>
<td>$184.18</td>
<td>$108.00</td>
</tr>
</tbody>
</table>
Q: How much additional did you and your family spend on Guam – Lodging?

Mean: $496.00
Median: $0.00
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?
ONISLE – TOTAL FOOD & BEVERAGE TRACKING

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

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<tbody>
<tr>
<td>MEAN</td>
<td>$412.97</td>
<td>$495.17</td>
<td>$545.40</td>
<td>$405.45</td>
<td>$402.89</td>
</tr>
<tr>
<td>MEDIAN</td>
<td>$200.00</td>
<td>$300.00</td>
<td>$350.00</td>
<td>$200.00</td>
<td>$227.50</td>
</tr>
</tbody>
</table>
Q: How much additional did you and your family spend on Guam – Entertainment & Recreation?

- Attractions & Entertainment: $36.87
- Recreation & Sports: $17.35
- Other Activities/ Tours: $14.35

Total: $68.58
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?

<table>
<thead>
<tr>
<th>Category</th>
<th>Mean</th>
<th>Median</th>
<th>Q: 54</th>
</tr>
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<tbody>
<tr>
<td>TOTAL</td>
<td>$143.38</td>
<td>$0</td>
<td></td>
</tr>
<tr>
<td>Bus, taxi, trolley, etc</td>
<td>$12.65</td>
<td>$0</td>
<td></td>
</tr>
<tr>
<td>Rental Car/ scooter/ bicycle</td>
<td>$114.88</td>
<td>$0</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>$15.85</td>
<td>$0</td>
<td></td>
</tr>
</tbody>
</table>
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?

<table>
<thead>
<tr>
<th>Category</th>
<th>Mean</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>$129.06</td>
<td>$0</td>
</tr>
<tr>
<td>Fashion &amp; Clothing</td>
<td>$33.28</td>
<td>$0</td>
</tr>
<tr>
<td>Souvenirs</td>
<td>$33.15</td>
<td>$0</td>
</tr>
<tr>
<td>Accessories</td>
<td>$32.82</td>
<td>$0</td>
</tr>
<tr>
<td>Jewelry/ Watches</td>
<td>$11.55</td>
<td>$0</td>
</tr>
<tr>
<td>Other</td>
<td>$8.71</td>
<td>$0</td>
</tr>
<tr>
<td>Food - take home</td>
<td>$8.39</td>
<td>$0</td>
</tr>
<tr>
<td>Cosmetics/ Perfume</td>
<td>$1.17</td>
<td>$0</td>
</tr>
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</table>
ONISLE – TOTAL SHOPPING TRACKING

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?
### ONISLE – MISCELLANEOUS TRACKING

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<tbody>
<tr>
<td><strong>MEAN</strong></td>
<td>$16.67</td>
<td>$27.89</td>
<td>$19.75</td>
<td>$25.28</td>
<td>$26.81</td>
</tr>
<tr>
<td><strong>MEDIAN</strong></td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

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

59
TOTAL EXPENDITURES PER PERSON (ONISLE + PREPAID)

• $2,635.85 = Mean average per person

• $1,900.00 = Median amount spent per person
TOTAL EXPENDITURES PER PERSON TRACKING

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<tbody>
<tr>
<td>MEAN</td>
<td>$2,880.46</td>
<td>$2,843.20</td>
<td>$2,863.78</td>
<td>$2,990.60</td>
<td>$2,635.85</td>
<td>$2,803.65</td>
</tr>
<tr>
<td>MEDIAN</td>
<td>$1,620.00</td>
<td>$2,247.00</td>
<td>$2,261.00</td>
<td>$2,600.00</td>
<td>$1,900.00</td>
<td>$2,300.00</td>
</tr>
</tbody>
</table>
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?

54% 68% 68% 59% 58%

8.62 8.99 8.90 8.69 8.67

Very Satisfied (Top Box 9-10) MEAN (10pt Scale)
Q: Please tell us about one detail that made your trip to Guam excellent?

- Event- Fr/Fm: 22%
- Beach/ocean: 21%
- Local culture: 11%
- Hafa Adai: 8%
Q: If applicable, which ONE thing could be improved to make your stay on Guam more enjoyable?

- Nothing: 29%
- Driving Experience: 12%
- Expensive: 10%
- Traffic: 9%
- Accommodations- cleanliness: 8%
- No local culture: 7%
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**

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

- **Very Satisfied (Top Box 9-10)**
- **Mean**

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<tr>
<th>Period</th>
<th>Satisfaction</th>
<th>Mean</th>
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<tbody>
<tr>
<td>Jan19-Mar19</td>
<td>55%</td>
<td>8.10</td>
</tr>
<tr>
<td>Apr19-Jun19</td>
<td>68%</td>
<td>8.69</td>
</tr>
<tr>
<td>Jul19-Sept19</td>
<td>66%</td>
<td>8.71</td>
</tr>
<tr>
<td>Oct19-Dec19</td>
<td>63%</td>
<td>8.52</td>
</tr>
<tr>
<td>Jan20-Mar20</td>
<td>54%</td>
<td>8.28</td>
</tr>
</tbody>
</table>

- **Very Satisfied (Top Box 9-10)**
- **Mean**

Jan19 - Mar19: 8.10
Apr19 - Jun19: 8.69
Jul19 - Sept19: 8.71
Oct19 - Dec19: 8.52
Jan20 - Mar20: 8.28
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?

Extremely likely (Top Box 9-10): 55%

Mean: 8.46

Jan19-Mar19: 8.46
Apr19-Jun19: 8.64
Jul19-Sept19: 8.75
Oct19-Dec19: 8.45
Jan20-Mar20: 8.47
Q: How likely are you to return to visit Guam in the next three years?

- Jan19-Mar19: 48% Extremely likely (Top Box 9-10)
- Apr19-Jun19: 55% Extremely likely (Top Box 9-10)
- Jul19-Sept19: 65%
- Oct19-Dec19: 51%
- Jan20-Mar20: 51%

**BRAND LOYALTY**

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

- Jan19-Mar19: 7.49
- Apr19-Jun19: 7.86
- Jul19-Sept19: 8.23
- Oct19-Dec19: 7.61
- Jan20-Mar20: 7.38
TRIP EXPECTATIONS

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

- Guam met my expectations: 64%
- Guam exceeded my expectations: 31%
- Guam did not meet my expectations: 5%
TRIP EXPECTATIONS – TRACKING

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

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<tbody>
<tr>
<td>Exceeded expectations</td>
<td>33%</td>
<td>35%</td>
<td>41%</td>
<td>40%</td>
<td>31%</td>
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<tr>
<td>Met expectations</td>
<td>63%</td>
<td>64%</td>
<td>57%</td>
<td>56%</td>
<td>64%</td>
</tr>
<tr>
<td>Did not meet expectations</td>
<td>4%</td>
<td>2%</td>
<td>2%</td>
<td>4%</td>
<td>5%</td>
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</table>
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: 52%
- Scenic views/natural landmarks: 29%
- Island sightseeing tour: 5%
- Boat tours/dolphin watch: 3%
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?

- Historic military site: 31%
- Chamorro cuisine: 26%
- Chamorro night market: 24%
- Chamorro culture: 15%
- Archeology site visit: 11%
- Local night market: 10%
- Village festival: 6%
- Festival/event: 1%

ACTIVITIES – HISTORY, CULTURE, ARTS
Q: During this trip to Guam, which of the following activities did you participate in?

- Café/ coffee shop: 42%
- Fast food: 33%
- Fine dining: 32%
- Nightclub/ dancing/ bar/ karaoke: 19%
- Live music/ stage show: 11%
- Dinner show/ cruise: 7%
Q: During this trip to Guam, which of the following attractions did you visit?

- Two Lovers Pt: 34%
- Chamorro Village: 31%
- Chamorro Night Mkt: 23%
- Guam Museum: 14%
- Fish Eye Marine Park: 8%
- Underwtr Wld: 5%
- Dededo Flea Mkt: 5%
LOCAL CULTURE – OBSTACLES

Q: Why did you not participate in any cultural activities or events during your recent stay on Guam?
SECTION 6
SOURCES OF INFORMATION
Q: Please select the top three sources of information you used to find out about Guam before your trip

Recommendation: 69%
Internet: 65%
Prior trip: 40%
Company: 25%
Social Media: 24%
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?

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<td>70%</td>
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<tr>
<td>Facebook</td>
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<td>GVB</td>
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<td>Online booking site</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>4%</td>
<td>6%</td>
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SECTION 7
IMMIGRATION
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: 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.
## Comparison of Drivers of Overall Satisfaction, Oct-Dec 2019 (1st Qtr. 2020), Jan-Mar 2020 (2nd Qtr. 2020)

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<td>Entertainment</td>
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<td>Shopping</td>
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<td>Parks</td>
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<td>Roads</td>
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<tr>
<td>Sightseeing Areas</td>
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<tr>
<td>Being a safe and secure destination</td>
<td>1</td>
<td>1</td>
<td>1</td>
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</table>

% of Overall Satisfaction Accounted For: 36.5% 28.1% 32.7%

**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 January – March 2020 Period. By rank order they are:

- Being a safe & secure destination, and
- Parks.

With these factors the overall $r^2$ is .281, meaning that 28.1% of overall satisfaction is accounted for by these factors.
Comparison of Drivers of Per Person On Island Expenditures, Oct-Dec 2019 (1st Qtr. 2020), Jan-Mar 2020 (2nd Qtr. 2020)

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<td>2</td>
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<tr>
<td>Being a safe and secure destination</td>
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<tr>
<td>% of Overall Satisfaction Accounted For:</td>
<td>9.1%</td>
<td>10.1%</td>
<td>6.7%</td>
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NOTE: Only significant drivers are included.
• **Per Person On Island Expenditure** of U.S. visitors on Guam is driven by two significant factors in the January – March 2020 Period. By rank order they are:
  
  • Parks, and
  
  • Sightseeing areas.

• With these factors, the overall $r^2$ is .101, meaning that **10.1% of per person on island expenditure is accounted for by these factors.**