



## JAPAN VISITOR PROFILE FY2017

### Marital Status

Single.....	55%
Married.....	45%

### Age (average age: 33.14)

18-24 years.....	29%
25-39 years.....	43%
40-49 years.....	18%
50-59 years.....	7%
60+ years.....	3%

### Income (In ¥)

Less than ¥2.0M.....	7%
¥2.0M-¥3.0M.....	12%
¥3.0M-¥4.0M.....	14%
¥4.0M-¥5.0M.....	13%
¥5.0M-¥7.0M.....	19%
¥7.0M-¥10.0M.....	16%
¥10.0M+.....	15%
No income specified.....	3%

### Travel Companions

Spouse.....	38%
Friends/Assoc.....	35%
Child <18.....	19%
Adult Family.....	12%
Girlfriend/Boyfriend.....	10%
Office.....	7%
Child 18+.....	3%
Alone.....	2%

### Trip Status

First Timers.....	53%
Repeaters.....	47%

### Gender

Male.....	51%
Female.....	49%

### Length of stay

	3.24 days
1-2 nights.....	14%
3 nights .....	58%
4+ nights.....	28%

### Expenditures (per person)

Prepaid.....	\$853.76
On-island.....	\$438.57
Average Exchange Rate.....	¥114.27

\*Exchange rate source: USFOREX

### Travel Planning

Online Travel Agent.....	52%
Travel Agent/pkg tours.....	35%
Online 3rd party travel site.....	5%
Direct with airline/hotel.....	9%

### Travel Motivation

Beauty.....	60%
Pleasure.....	28%
Travel Time.....	40%
Relaxation.....	16%
Shop .....	22%
Price.....	21%
Prior Trip.....	28%
Water Sports.....	15%
Safe Destination.....	16%
Recommended.....	18%

### Most Important Reason for Choosing Guam

- Guam's natural beauty/beaches,
- Short travel time, and
- Prior Trip



## KOREA VISITOR PROFILE FY2017

### Marital Status

Single.....	22%
Married.....	78%

### Age (average age: 35.83)

18-24 years.....	6%
25-39 years.....	65%
40-49 years.....	23%
50-59 years.....	5%
60+ years.....	2%

### Income (In KRW)

Less than KW24M.....	8%
KW24M-36M.....	17%
KW36M-48M.....	23%
KW48M-60M.....	21%
KW60M-72M.....	15%
KW72+.....	15%
No income specified.....	2%

### Travel Companions

Spouse.....	72%
Child <18.....	53%
Other Adult Family.....	22%
Friend/Assoc.....	12%
Girlfriend/Boyfriend.....	3%
Alone.....	2%
Officemate.....	2%
Child-adult.....	2%

### Trip Status

First Timers.....	83%
Repeaters.....	17%

### Gender

Male .....	50%
Female.....	50%

### Length of stay 3.68 days

1-2 nights.....	1%
3 nights .....	49%
4+ nights.....	50%

### Expenditures (per person)

Prepaid.....	\$788.49
On-island.....	\$382.70
Average Exchange Rate.....	KRW 1,090.42

\*Exchange rate source: USFOREX

### Travel Planning

Online Travel Agent.....	28%
Travel Agent/pkg tours.....	31%
Online 3rd party travel site.....	8%
Direct with airline/hotel.....	33%

### Travel Motivation

Beach/Nature.....	52%
Pleasure.....	16%
Travel Time.....	24%
Relaxation.....	46%
Shop .....	25%
Price.....	13%
Prior Trip.....	10%
Water Sports.....	21%
Safe Destination.....	38%
Recommended.....	29%

### Most Important Reason for Choosing Guam

- Guam's natural beauty/beaches,
- Relaxation,
- Safety



## CHINA VISITOR PROFILE FY2017

### Marital Status

Single.....	22%
Married.....	78%

### Age (average age: 35.89)

18-24 years.....	5%
25-34 years.....	67%
35-49 years.....	17%
50-59 years.....	7%
60+ years.....	4%

### Income (In CNY)

Less than 60K.....	9%
60K-80K.....	9%
80K-120K.....	14%
120K-240K.....	30%
240K+.....	37%
No income specified.....	1%

### Travel Companions

Spouse.....	57%
Child <18.....	21%
Other Adult Family.....	17%
Friend/Assoc.....	13%
Alone.....	12%
Officemate.....	4%
Girlfriend/Boyfriend.....	2%
Child-Adult.....	1%

### Trip Status

First Timers.....	89%
Repeaters.....	11%

### Gender

Male.....	51%
Female.....	49%

### Length of stay

	4.33 days
1-2 nights.....	26%
3 nights.....	26%
4+ nights.....	48%

### Expenditures (per person)

Prepaid.....	\$1,284.85
On-island.....	\$1,160.22
Average Exchange Rate.....	CNY 6.51

\*Exchange rate source: USFOREX

### Travel Planning

Online Travel Agent.....	6%
Travel Agent/pkg tours.....	15%
Online 3rd party travel site.....	53%
Direct with airline/hotel.....	26%

### Travel Motivation

Beach/Nature.....	59%
Relax.....	42%
Short Travel Time.....	32%
Shopping.....	26%
Pleasure.....	18%
Recommended.....	18%
Safety.....	17%
Water Sports.....	16%
Price.....	11%
Honeymoon.....	7%

### Most Important Reason for Choosing Guam

- Guam's natural beauty/beaches,
- Relaxation, and
- Short travel time



## TAIWAN VISITOR PROFILE FY2017

### Marital Status

Single.....	44%
Married.....	56%

### Age (average age: 35.00)

18-24 years.....	14%
25-39 years.....	56%
40-49 years.....	19%
50-59 years.....	7%
60+ years.....	3%

### Income (In TWD)

Less than 160K.....	6%
160K-200K.....	8%
200K-400K.....	13%
400K-600K.....	20%
600K-800K.....	22%
800K-1.0M.....	11%
1.0M+.....	17%
No income specified.....	3%

### Travel Companions

Spouse.....	37%
Friend/Assoc.....	28%
Family-Adult.....	23%
Child <18.....	17%
Girlfriend/Boyfriend.....	12%
Officemate.....	10%
Alone.....	7%
Child-Adult.....	2%

### Trip Status

First Timers.....	81%
Repeaters.....	19%

### Gender

Male.....	49%
Female.....	51%

### Length of stay

	4.43 days
1-2 nights.....	2%
3 nights.....	28%
4+ nights.....	71%

### Expenditures (per person)

Prepaid.....	\$944.38
On-island.....	\$729.17
Average Exchange Rate.....	TWD 29.58

\*Exchange rate source: USFOREX

### Travel Planning

Online Travel Agent.....	11%
Travel Agent/pkg tours.....	64%
Online 3rd party travel site.....	5%
Direct with airline/hotel.....	20%

### Travel Motivation

Beach/Nature.....	63%
Relax.....	36%
Shopping.....	30%
Recommended.....	22%
Water Sports.....	17%
Scuba.....	16%
Safety.....	16%
Prior Trip.....	12%
No Visa.....	11%
Pleasure.....	9%

### Most Important Reason for Choosing Guam

- Guam's natural beauty/beaches,
- Relaxation
- Shopping



## HONG KONG VISITOR PROFILE FY2017

### Marital Status

Single.....	36%
Married.....	64%

### Age (average age: 35.35)

18-24 years.....	9%
25-39 years.....	62%
40-49 years.....	17%
50-59 years.....	7%
60+ years.....	4%

### Income (In HKD)

Less than 120K.....	9%
120K-240K.....	12%
240K-500K.....	34%
500K-1M.....	21%
1M-2M.....	12%
2M-3M.....	9%
3M+.....	2%
No income specified.....	1%

### Travel Companions

Spouse.....	48%
Other Adult Family.....	19%
Alone.....	9%
Child <18.....	21%
Friend/Assoc.....	22%
Officemate.....	1%
Child-Adult.....	3%
Girlfriend/Boyfriend.....	15%

### Trip Status

First Timers.....	88%
Repeaters.....	12%

### Gender

Male.....	46%
Female.....	54%

### Length of stay 4.56 days

1-2 nights.....	5%
3 nights .....	15%
4+ nights.....	80%

### Expenditures (per person)

Prepaid.....	\$1,095.14
On-island.....	\$1,199.08
Average Exchange Rate.....	HKD 7.80

\*Exchange rate source: USFOREX

### Travel Planning

Online Travel Agent.....	9%
Travel Agent/pkg tours.....	18%
Online 3rd party travel site.....	37%
Direct with airline/hotel.....	36%

### Travel Motivation

Beach/Nature.....	63%
Relax.....	30%
Water Sports.....	25%
Shopping.....	17%
Scuba.....	17%
Recommended.....	16%
No Visa.....	12%
Price.....	11%
Safety.....	11%
Prior Trip.....	6%

### Most Important Reason for Choosing Guam

- Guam's Natural Beauty/Beaches,
- Relaxation, and
- Water Sports



## PHILIPPINE VISITOR PROFILE FY2017

### Marital Status

Single.....	42%
Married.....	58%

### Age (average age: 40.89)

18-24 years.....	10%
25-39 years.....	40%
40-49 years.....	24%
50-59 years.....	15%
60+ years.....	11%

### Income (In PHP)

Less than 50K.....	11%
50K-150K.....	13%
150K-250K.....	10%
250K-350K.....	10%
350K-450K.....	17%
450K+.....	33%
No income specified.....	6%

### Travel Companions

Spouse.....	36%
Other Adult Family.....	24%
Alone.....	23%
Child <18.....	15%
Friends.....	19%
Office.....	4%
Child 18+.....	8%
Girlfriend/Boyfriend.....	3%

### Trip Status

First Timers.....	67%
Repeaters.....	33%

### Gender

Male.....	47%
Female.....	53%

### Length of stay

	6.06 days
1-2 nights.....	12%
3 nights .....	28%
4+ nights.....	59%

### Expenditures (per person)

Prepaid.....	\$348.52
On-island.....	\$463.20
Average Exchange Rate.....	PHP 50.32
*Exchange rate source: USFOREX	

### Travel Planning

Online Travel Agent.....	9%
Travel Agent/pkg tours.....	8%
Online 3rd party travel site.....	23%
Direct with airline/hotel.....	60%

### Travel Motivation

Beach/Nature.....	31%
Pleasure.....	37%
Short Travel Time.....	24%
Relaxation.....	41%
Shopping.....	51%
Price.....	15%
Prior Trip.....	17%
Visit Frd/Rel.....	26%
Safety.....	13%
Recommended.....	19%

### Most Important Reason for Choosing Guam

- Shopping
- Relaxation, and
- Pleasure



**RUSSIA VISITOR PROFILE FY2017**  
(as of FY2017 2nd Qtr)

**Marital Status**

Single.....	37%
Married.....	63%

**Age (average age: 38.92)**

18-24 years.....	0%
25-34 years.....	63%
35-49 years.....	23%
50+ years.....	15%

**Income (In RUB)**

Less than 732,321.....	0%
732,321-1,098,481.....	0%
1,098,482-1,464,642.....	3%
1,464,643-1,830,803.....	22%
1,830,803-2,563,124.....	30%
2,563,125-3,661,606.....	27%
3,661,607+.....	17%
No income specified.....	0%

**Travel Companions**

Family.....	54%
Spouse.....	52%
Alone .....	30%
Child.....	24%
Friends.....	10%
Sibling/Ext Family.....	8%

**Trip Status**

First Timers.....	74%
Repeaters.....	26%
Repeat Visitors Last Trip	
Within the last year.....	13%
1 to 2 years.....	20%
2 or more years.....	67%

**Gender**

Male .....	56%
Female.....	44%

**Length of Stay**

	7.71 days
1-2 nights.....	0%
3 nights .....	3%
4+ nights.....	97%

**Expenditures (per person)**

Prepaid.....	\$1,524.36
On-island.....	\$496.24
Average Exchange Rate.....	RUB 67.77
*Exchange rate source: USFOREX	

**Travel Planning**

Full tour package.....	19%
Free-time package.....	40%
Individually arranged travel.....	32%
Group Tour.....	2%
Company .....	8%

**Travel Motivation**

Natural Beauty.....	51%
Pleasure.....	41%
Recommended.....	37%
Water Sports.....	27%
Shopping.....	25%
Relaxation.....	24%
Visit Someone.....	21%
Prior Trip.....	17%
Scuba.....	17%
Safe Destination.....	16%

**Most Important Reason for Choosing Guam**

- Guam's natural beauty/beaches,
- Prior trip, and
- Recommended