



JAPAN VISITOR PROFILE FY2018

Marital Status

Single.....	50%
Married.....	50%

Age (average age: 32.84)

18-24 years.....	26%
25-39 years.....	49%
40-49 years.....	17%
50-59 years.....	6%
60+ years.....	2%

Income (In ¥)

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

Travel Companions

Spouse.....	38%
Friends/Assoc.....	32%
Child.....	20%
Other Adult Family.....	15%
Officemate.....	9%
Girlfriend/Boyfriend.....	9%
Child-adult.....	3%
Alone.....	2%

Trip Status

First Timers.....	51%
Repeaters.....	49%

Gender

Male.....	40%
Female.....	60%

Length of stay

	3.33 days
1-2 nights.....	15%
3 nights	56%
4+ nights.....	29%

Expenditures (per person)

Prepaid.....	\$971.25
On-island.....	\$527.47
Average Exchange Rate.....	¥110.05

*Exchange rate source: USFOREX

Travel Planning

Online Travel Agent.....	49%
Travel Agent/pkg tours.....	33%
Online 3rd party travel site.....	6%
Direct with airline/hotel.....	11%

Travel Motivation

Natural Beauty.....	70%
Travel Time.....	45%
Pleasure.....	28%
Shopping	25%
Prior Trip.....	24%
Relaxation.....	16%
Price.....	15%
Recommended.....	12%
Water Sports.....	12%
Safety.....	8%

Most Important Reason for Choosing Guam

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



KOREA VISITOR PROFILE FY2018

Marital Status

Single.....	31%
Married.....	69%

Age (average age: 34.51)

18-24 years.....	16%
25-39 years.....	54%
40-49 years.....	28%
50-59 years.....	2%
60+ years.....	0%

Income (In KRW)

Less than KW24M.....	9%
KW24M-36M.....	24%
KW36M-48M.....	36%
KW48M-60M.....	11%
KW60M-72M.....	7%
KW72+.....	8%
No income specified.....	4%

Travel Companions

Spouse.....	79%
Child.....	50%
Other Adult Family.....	27%
Friend/Assoc.....	9%
Girlfriend/Boyfriend.....	4%
Child-adult.....	2%
Officemate.....	1%
Alone.....	1%

Trip Status

First Timers.....	63%
Repeaters.....	37%

Gender

Male	51%
Female.....	49%

Length of stay

6.14 days

1-2 nights.....	1%
3 nights	24%
4+ nights.....	76%

Expenditures (per person)

Prepaid.....	\$754.38
On-island.....	\$333.44
Average Exchange Rate.....	KRW 1,096.05

*Exchange rate source: USFOREX

Travel Planning

Online Travel Agent.....	34%
Travel Agent/pkg tours.....	28%
Online 3rd party travel site.....	4%
Direct with airline/hotel.....	34%

Travel Motivation

Natural Beauty.....	59%
Shopping.....	44%
Price.....	29%
Pleasure.....	28%
Water Sports.....	26%
Relaxation.....	20%
Recommended.....	19%
Safe Destination.....	17%
Short Travel Time.....	13%
Prior Trip.....	10%

Most Important Reason for Choosing Guam

- Guam's natural beauty/beaches, and
- Shopping,
- Price



TAIWAN VISITOR PROFILE FY2018

Marital Status

Single.....	48%
Married.....	52%

Age (average age: 33.17)

18-24 years.....	12%
25-34 years.....	67%
35-49 years.....	15%
50-59 years.....	5%
60+ years.....	1%

Income (In TWD)

Less than 160K.....	6%
160K-200K.....	6%
200K-400K.....	15%
400K-600K.....	28%
600K-800K.....	28%
800K-1.0M.....	10%
1.0M+.....	5%
No Income.....	3%

Travel Companions

Spouse.....	42%
Friends/Assoc.....	24%
Other Adult Family.....	15%
Child.....	14%
Girlfriend/Boyfriend.....	11%
Officemate.....	10%
Alone.....	10%
Child-adult.....	1%

Trip Status

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

Gender

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

Length of stay

	4.48 days
1-2 nights.....	3%
3 nights	14%
4+ nights.....	83%

Expenditures (per person)

Prepaid.....	\$1,322.48
On-island.....	\$854.09
Average Exchange Rate.....	TWD 30.09

*Exchange rate source: USFOREX

Travel Planning

Online Travel Agent.....	14%
Travel Agent/pkg tours.....	59%
Online 3rd party travel site.....	7%
Direct with airline/hotel.....	20%

Travel Motivation

Natural Beauty.....	64%
Relaxation.....	30%
Shopping.....	25%
Water Sports.....	17%
Scuba.....	16%
Recommended.....	15%
No Visa.....	13%
Safe Destination.....	11%
Honeymoon.....	11%
Prior Trip.....	8%

Most Important Reason for Choosing Guam

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



HONG KONG VISITOR PROFILE FY2018

Marital Status

Single.....	46%
Married.....	54%

Age (average age: 33.98)

18-24 years.....	11%
25-34 years.....	64%
35-49 years.....	17%
50-59 years.....	6%
60+ years.....	2%

Income (In HKD)

Less than 240K.....	18%
240K-500K.....	22%
500K-1.0M.....	21%
1.0M-3.0M.....	33%
3.0M+.....	4%
No Income.....	3%

Travel Companions

Spouse.....	37%
Friends/Assoc.....	22%
Other Adult Family.....	19%
Alone.....	19%
Child.....	13%
Girlfriend/Boyfriend.....	11%
Officemate.....	4%
Child-adult.....	1%

Trip Status

First Timers.....	82%
Repeaters.....	18%

Gender

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

Length of stay

4.16 days

1-2 nights.....	13%
3 nights.....	23%
4+ nights.....	65%

Expenditures (per person)

Prepaid.....	\$1,146.11
On-island.....	\$935.20
Average Exchange Rate.....	HKD 7.84

*Exchange rate source: USFOREX

Travel Planning

Online Travel Agent.....	6%
Travel Agent/pkg tours.....	12%
Online 3rd party travel site.....	36%
Direct with airline/hotel.....	46%

Travel Motivation

Natural Beauty.....	59%
Relaxation.....	27%
Water Sports.....	17%
Shopping.....	15%
Scuba.....	13%
No Visa.....	13%
Married/Wedding.....	13%
Recommended.....	12%
Safe Destination.....	9%
Prior Trip.....	5%

Most Important Reason for Choosing Guam

- Guam's natural beauty/beaches,
- Relaxation, and
- Water Sports



PHILIPPINES VISITOR PROFILE FY2018

Marital Status

Single.....	50%
Married.....	50%

Age (average age: 38.55)

18-24 years.....	13%
25-34 years.....	46%
35-49 years.....	21%
50-59 years.....	11%
60+ years.....	10%

Income (In PHP)

Less than 50K.....	7%
50K-150K.....	8%
150K-250K.....	9%
250K-350K.....	20%
350K-450K.....	30%
450K+.....	20%
No Income.....	6%

Travel Companions

Alone.....	34%
Spouse.....	26%
Other Adult Family.....	20%
Friends/Assoc.....	18%
Child.....	9%
Girlfriend/Boyfriend.....	7%
Child-adult.....	3%
Officemate.....	3%

Trip Status

First Timers.....	64%
Repeaters.....	36%

Gender

Male	43%
Female.....	57%

Length of stay

5.87 days

1-2 nights.....	12%
3 nights	34%
4+ nights.....	54%

Expenditures (per person)

Prepaid.....	\$581.65
On-island.....	\$585.55
Average Exchange Rate.....	PHP 52.67

*Exchange rate source: USFOREX

Travel Planning

Online Travel Agent.....	8%
Travel Agent/pkg tours.....	6%
Online 3rd party travel site.....	12%
Direct with airline/hotel.....	73%

Travel Motivation

Relaxation.....	42%
Shopping.....	39%
Pleasure.....	28%
Natural Beauty.....	27%
Visit frd/rel.....	27%
Recommended.....	19%
Prior Trip.....	14%
Short Travel.....	10%
Price.....	8%
Safe.....	6%

Most Important Reason for Choosing Guam

- Relaxation,
- Shopping, and
- Pleasure



CHINA VISITOR PROFILE FY2018
(as of FY2018 2nd Qtr)

Marital Status

Single.....	28%
Married.....	72%

Age (average age: 36.27)

18-24 years.....	7%
25-34 years.....	55%
35-49 years.....	24%
50-59 years.....	6%
60+ years.....	7%

Income (In CBY)

Less than 40K.....	1%
40K-60K.....	9%
60K-80K.....	8%
80K-120K.....	16%
120K-240K.....	38%
240K+.....	26%

Travel Companions

Spouse.....	50%
Friends/Assoc.....	15%
Other Adult Family.....	28%
Child.....	24%
Officemate.....	4%
Girlfriend/Boyfriend.....	5%
Alone.....	11%
Child-adult.....	1%

Trip Status

First Timers.....	85%
Repeaters.....	15%

Gender

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

Length of stay

	4.49 days
1-2 nights.....	13%
3 nights.....	22%
4+ nights.....	65%

Expenditures (per person)

Prepaid.....	\$2,109.28
On-island.....	\$1,962.30
Average Exchange Rate.....	CNY 6.63

*Exchange rate source: USFOREX

Travel Planning

Online Travel Agent.....	7%
Travel Agent/pkg tours.....	24%
Online 3rd party travel site.....	35%
Direct with airline/hotel.....	34%

Travel Motivation

Natural Beauty.....	72%
Short Travel.....	17%
Relaxation.....	33%
Shopping.....	30%
Recommended.....	12%
Price.....	7%
Pleasure.....	20%
Water Sports.....	13%
Safe Destination.....	12%
Prior Trip.....	8%

Most Important Reason for Choosing Guam

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