Guam Visitors Bureau
Korean Visitor Tracker Exit Profile & Market Segmentation Report

FY2018

QTR.1 (OCT – DEC 2017)

Prepared by: Anthology Research

VISIT
GUAM
2017
YEAR LOVE

[ANTHOLOGY]
AnthologyGroup.com

GUAM
VISITORS
BUREAU
SETBISION BISITAN GUÅHAN

GUAM

Background and Methodology

- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, Anthology's professional Korean speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.

- A total of **1,064** departing Korean 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 **1,064** is +/- 2.98 percentage points with a 95% confidence level. That is, if all Korean 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 +/- 2.98 percentage points.
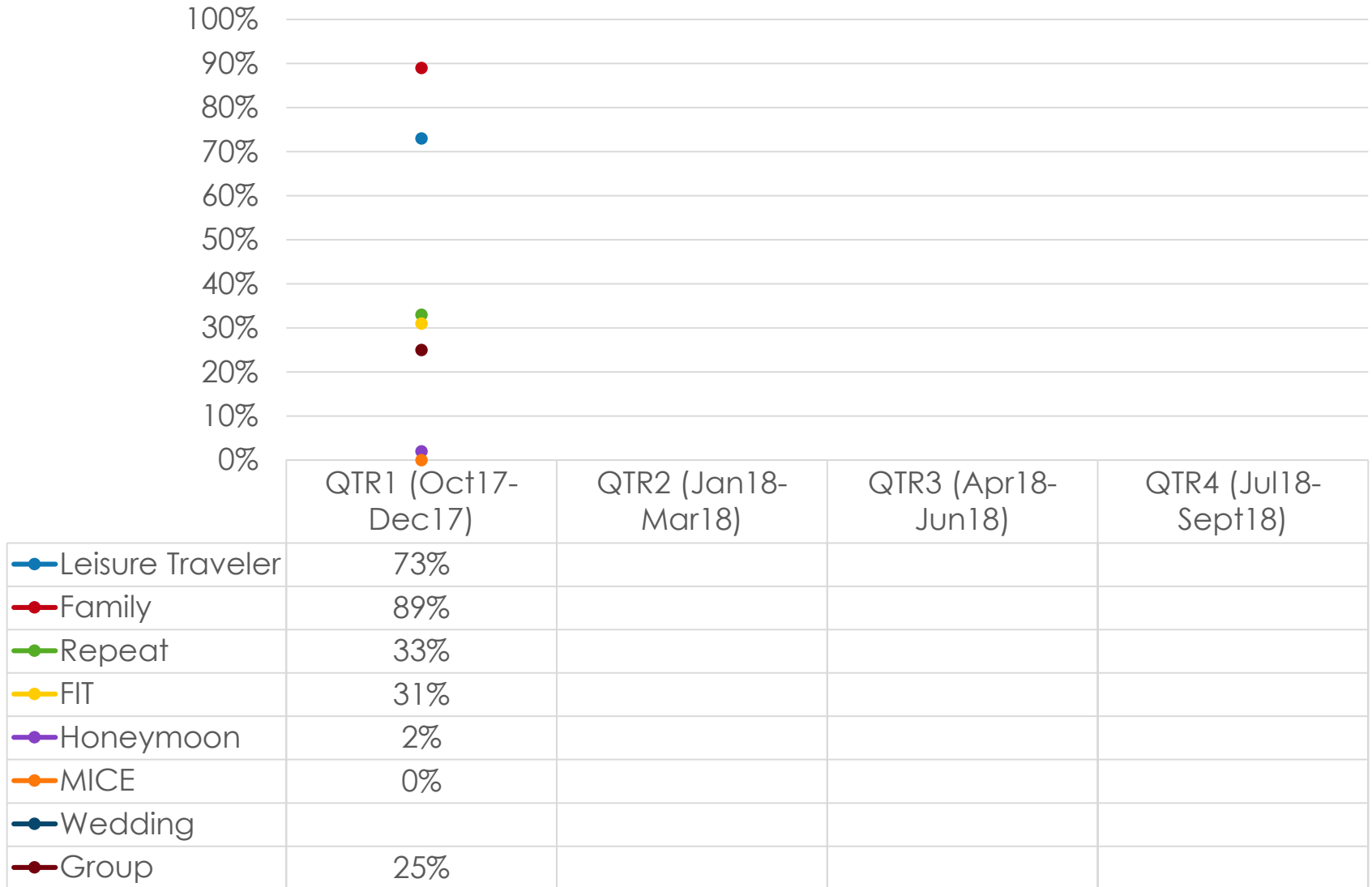
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Objectives

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

- Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.

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Key Highlighted Segments

- **The specific objectives were:**
  - To determine the relative size and expenditure behavior of the following market segments:
    - Families (Q6)
    - FITS (Q7)
    - MICE (Q5A Convention/ Conference/ Trade Show/ Company sponsored)
    - Leisure Traveler (Q5A Here to relax/ Here to see beaches, tropical climate, here for pleasure)
    - Wedding (Q5A)
    - Honeymoon (Q5A)
    - Group Tour (Q7)
    - Repeat Visitor (Q3A)
  - To identify the most significant factors affecting overall visitor satisfaction.
  - To identify (for all Korean visitors) the most important determinants of on-island spending
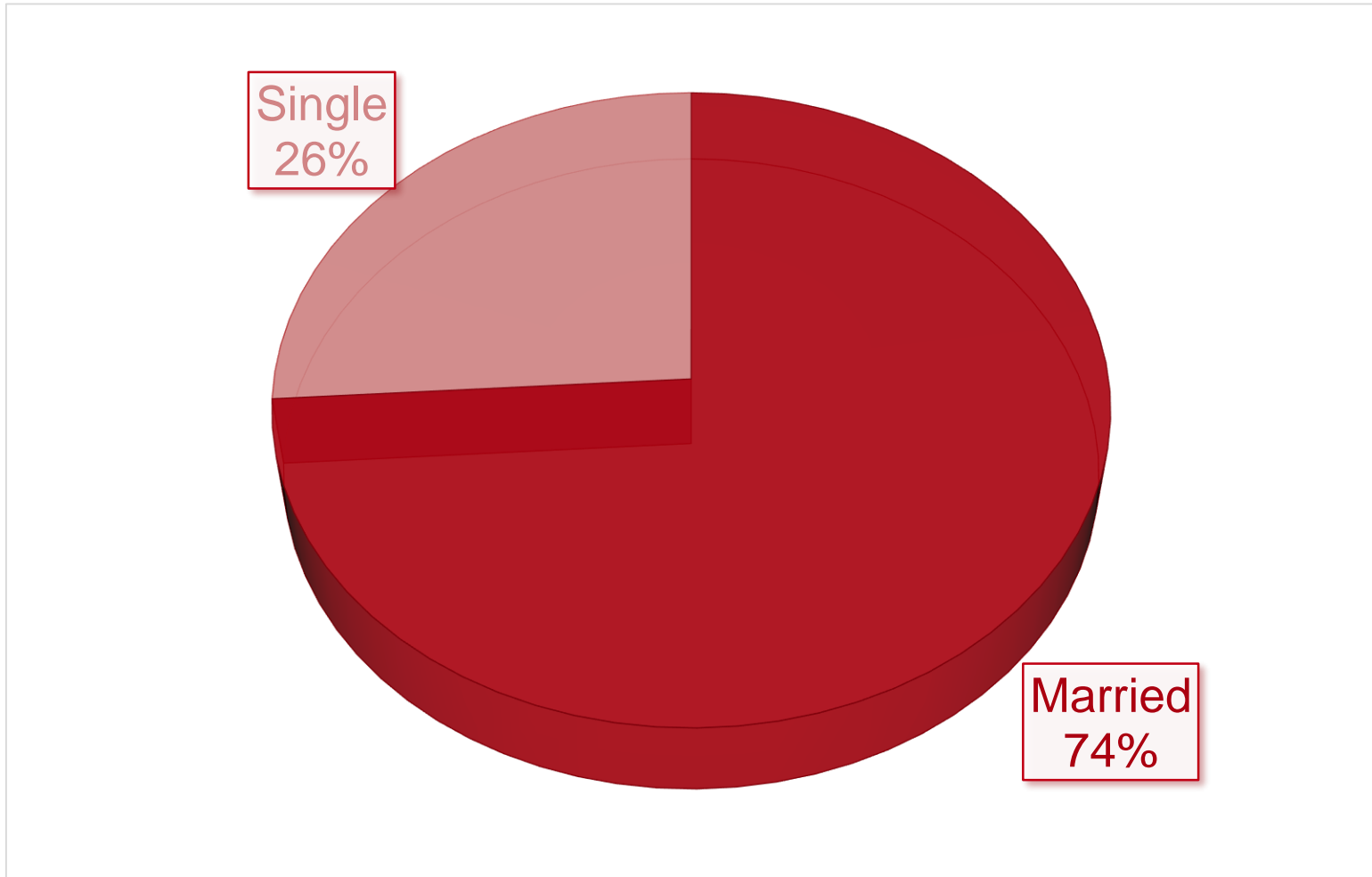
[A]

Key Highlighted Segments

	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
Leisure Traveler	73%			
Family	89%			
Repeat	33%			
FIT	31%			
Honeymoon	2%			
MICE	0%			
Wedding				
Group	25%			

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SECTION 1
PROFILE OF RESPONDENTS

[A]

Marital Status

Single
26%

Married
74%

[A]

Marital status – FY2018 Tracking

80%

74%

70%

60%

50%

40%

30%   26%

20%

10%

0%

QTR1 (Oct17-Dec17)   QTR2 (Jan18-Mar18)   QTR3 (Apr18-Jun18)   QTR4 (Jul18-Sept18)

●—Married   ●—Single

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Marital status – Key Segments

GVB EXIT SURVEY
QE MARITAL STATUS

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
QE	Married	74%	75%	94%		74%	71%	74%	82%	67%
	Single	26%	25%	6%		26%	29%	26%	18%	33%
	Total	1064	4	18		778	269	347	950	327

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Age

MEAN = 33.68
MEDIAN = 33

Chart data:
- 18-24: 17%
- 25-39: 59%
- 40-49: 21%
- 50-59: 3%
- 60+: (no value shown)

[A]

Age – FY2018 Tracking

	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
MEAN	33.68			
MEDIAN	33			

[A]
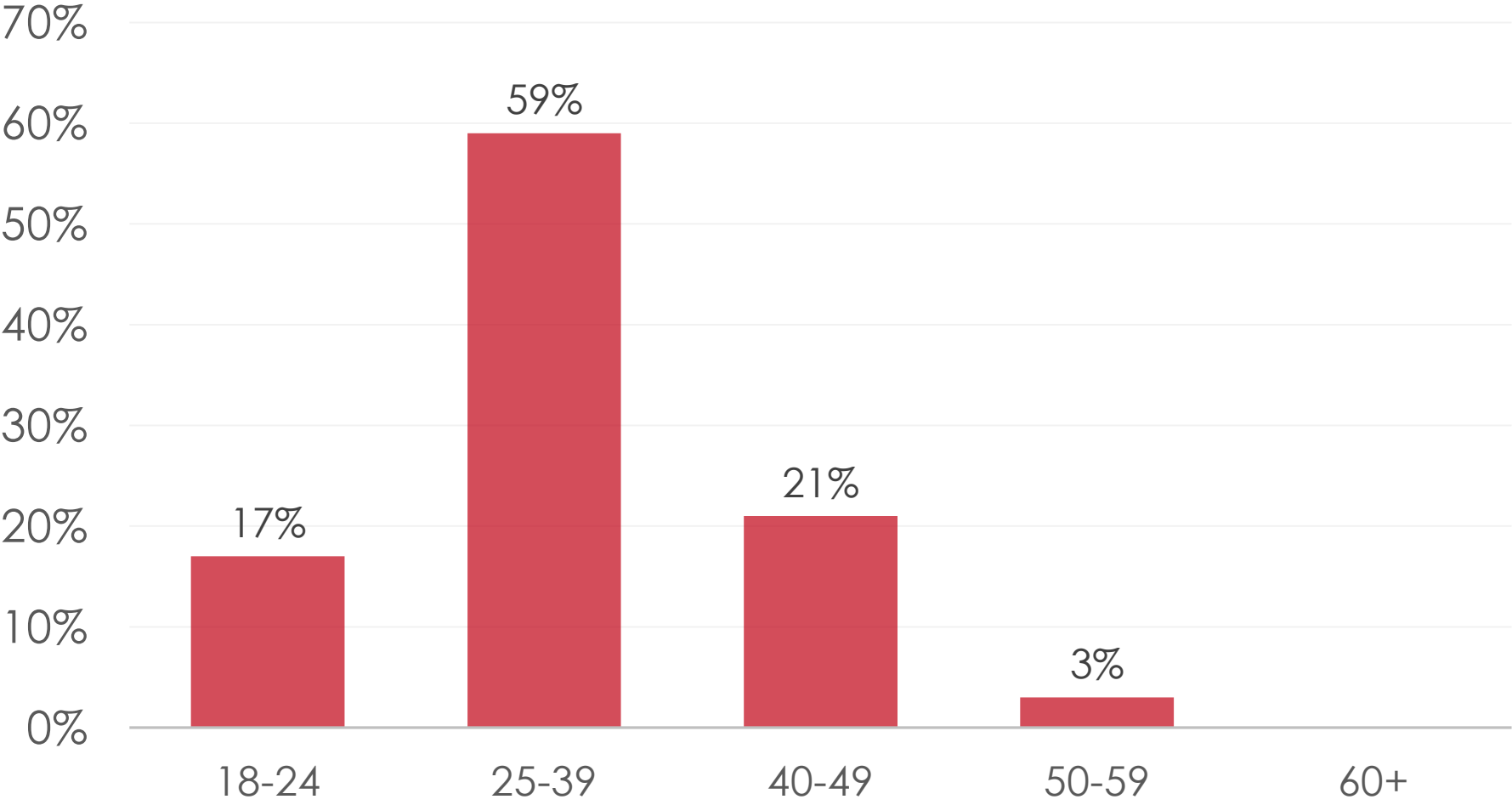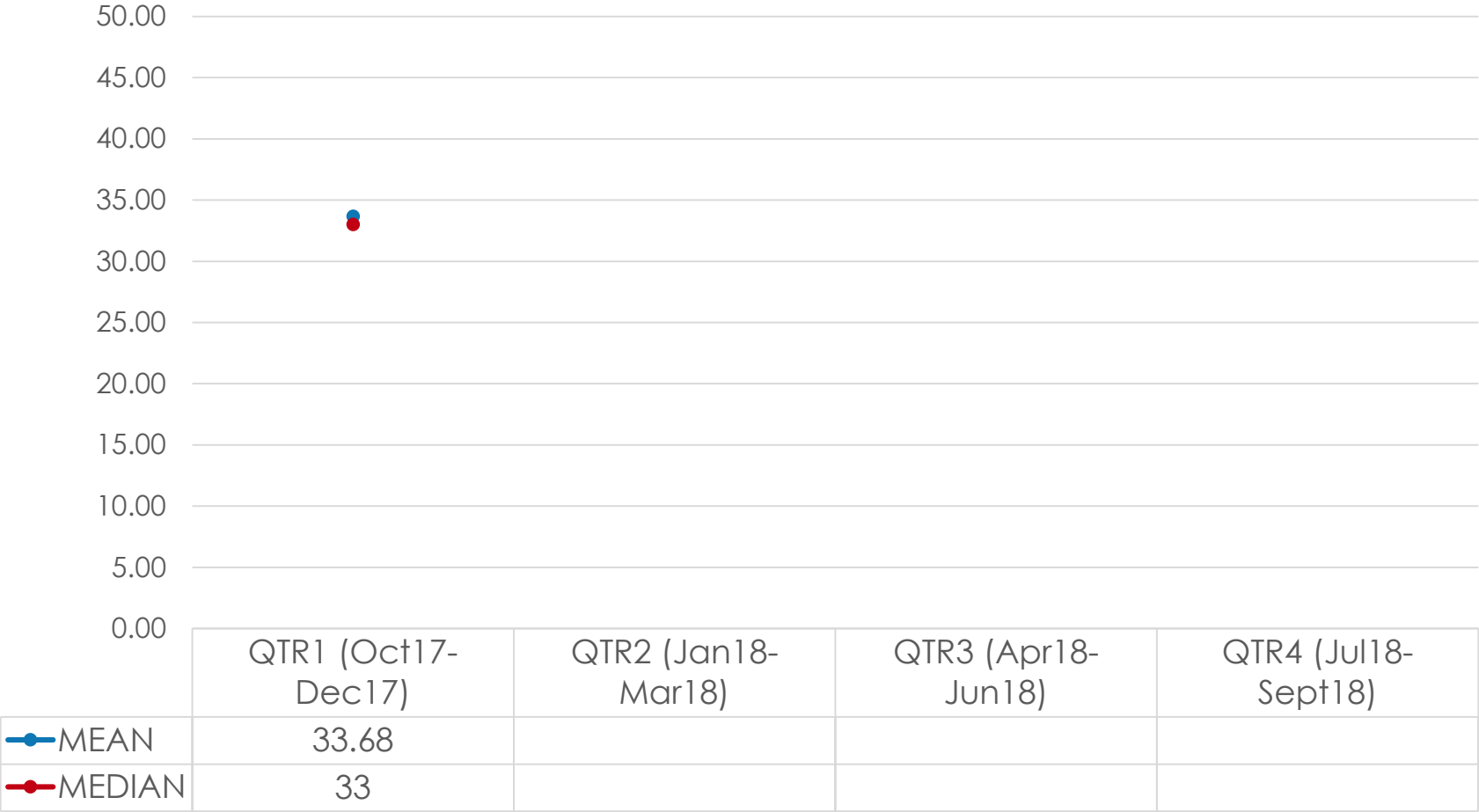
Age – Key Segments

GVB EXIT SURVEY
AGE

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
SD	18-24	17%				16%	30%	24%	17%	18%
	25-39	59%	50%	94%		58%	48%	52%	56%	65%
	40-49	21%	50%	6%		22%	20%	20%	23%	16%
	50-59	3%				3%	2%	3%	3%	1%
	Total	1064	4	18		778	269	347	950	327
SD	Mean	33.68	37.00	30.61	.	33.97	32.57	33.32	34.33	32.37
	Median	33	37	30	.	34	33	33	34	33

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Annual Household Income
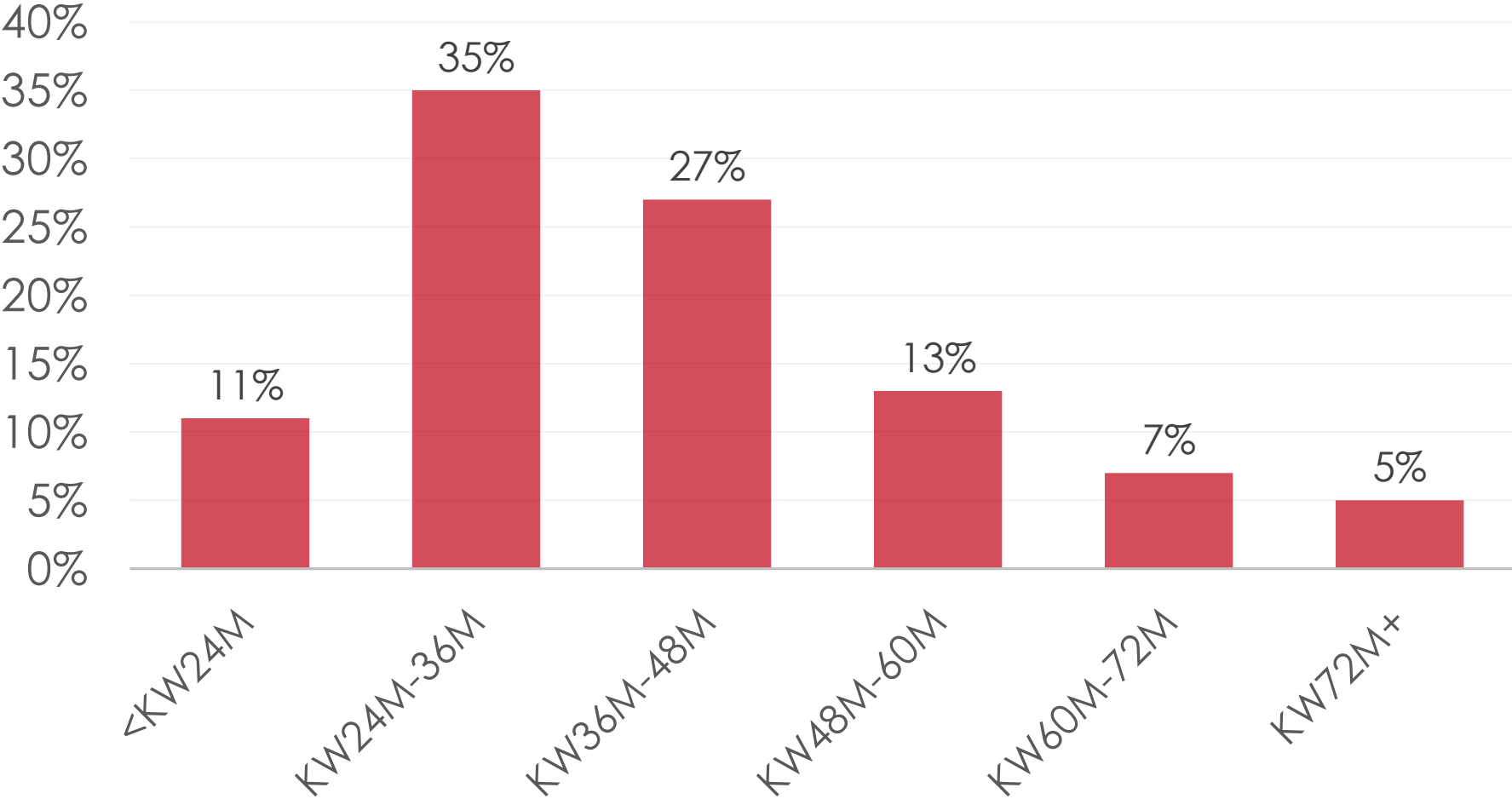
Annual Household Income – Key Segments

GVB EXIT SURVEY
Q26 Household income:

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q26	Up to KW12,000,000	4%		6%		3%	1%	0%	0%	6%
	KW12,000,001 ~ KW24,000,000	7%		6%		7%	0%	1%	4%	10%
	KW24,000,001 ~ KW36,000,000	35%	25%	67%		35%	41%	42%	38%	34%
	KW36,000,001 ~ KW48,000,000	27%	25%	11%		25%	41%	34%	29%	26%
	KW48,000,001 ~ KW60,000,000	13%	50%	11%		12%	11%	12%	14%	11%
	KW60,000,001 ~ KW72,000,000	7%				7%	4%	4%	8%	3%
	More than KW72,000,001	5%				7%	2%	6%	6%	7%
	No Income	3%				3%	0%	1%	1%	4%
	Total	1064	4	18		778	269	347	950	327

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Travel Party

[A]
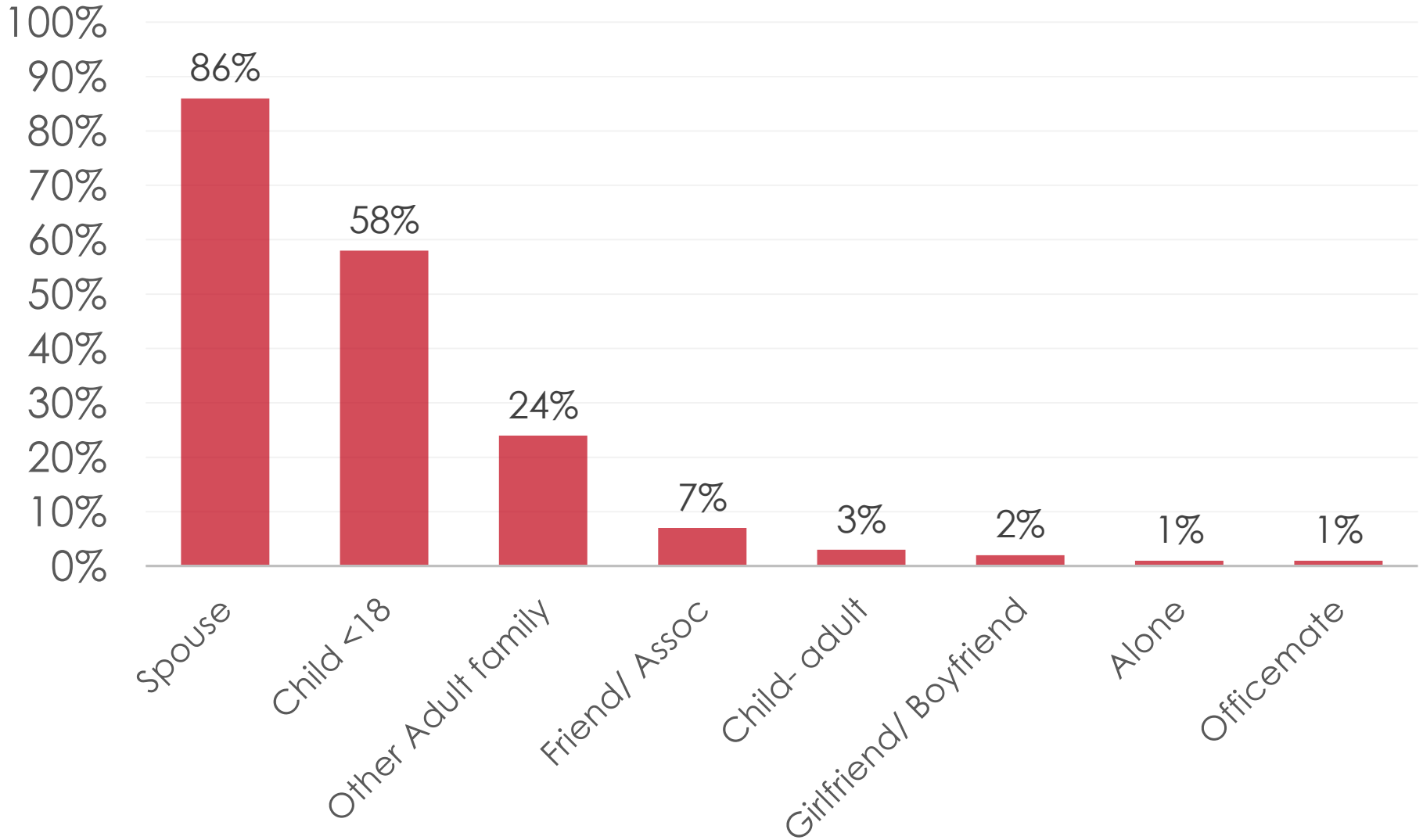
Travel Party

	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
Spouse	86%			
Child <18	58%			
Friend/ Assoc	7%			
Other Adult Family	24%			
Alone	1%			
Girlfriend/ Boyfriend	2%			
Child- Adult	3%			
Office	1%			

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Travel Party - Children

58% TRAVELING WITH A CHILD

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Trips to Guam

Repeat
33%

First time
67%

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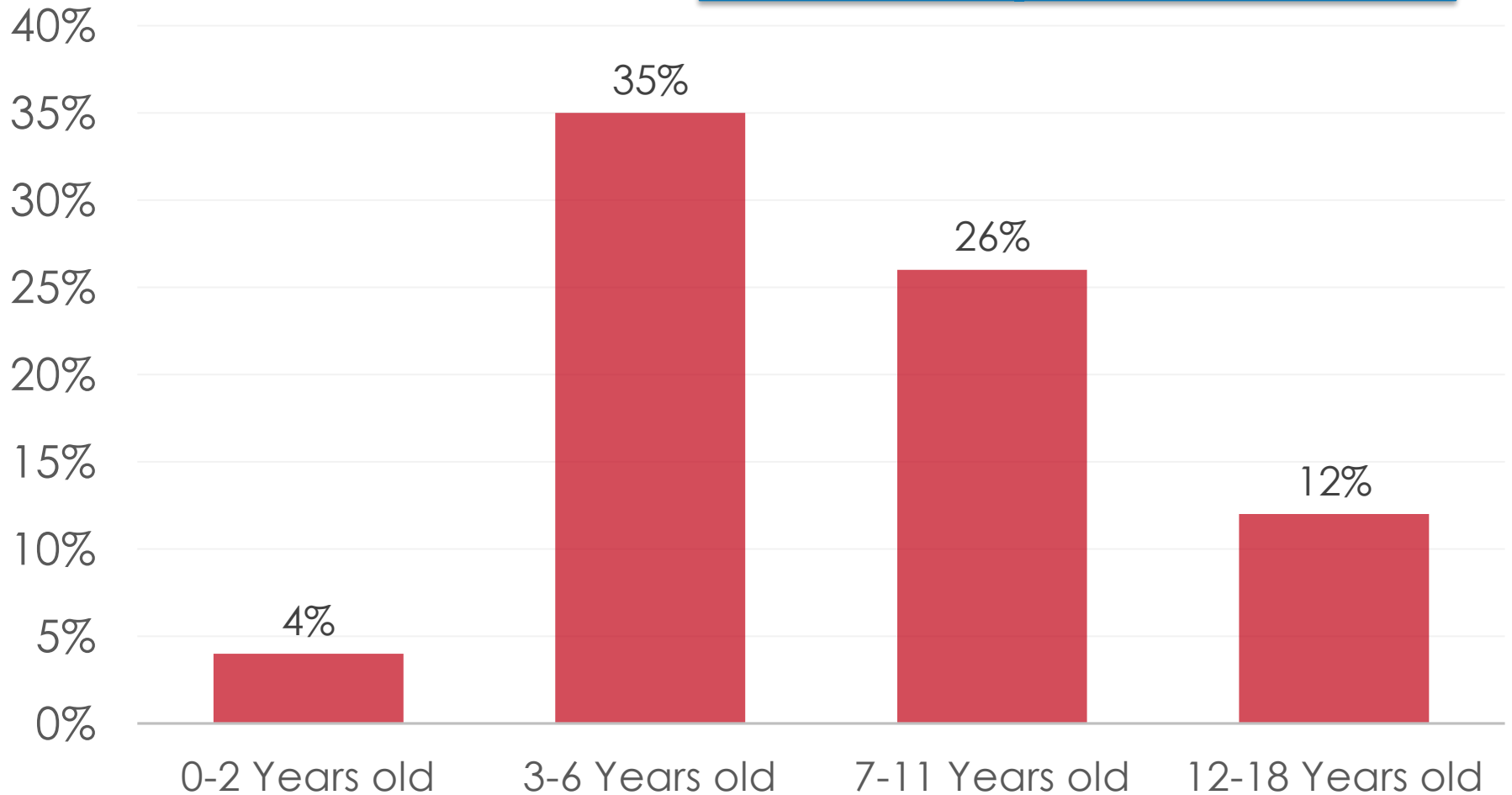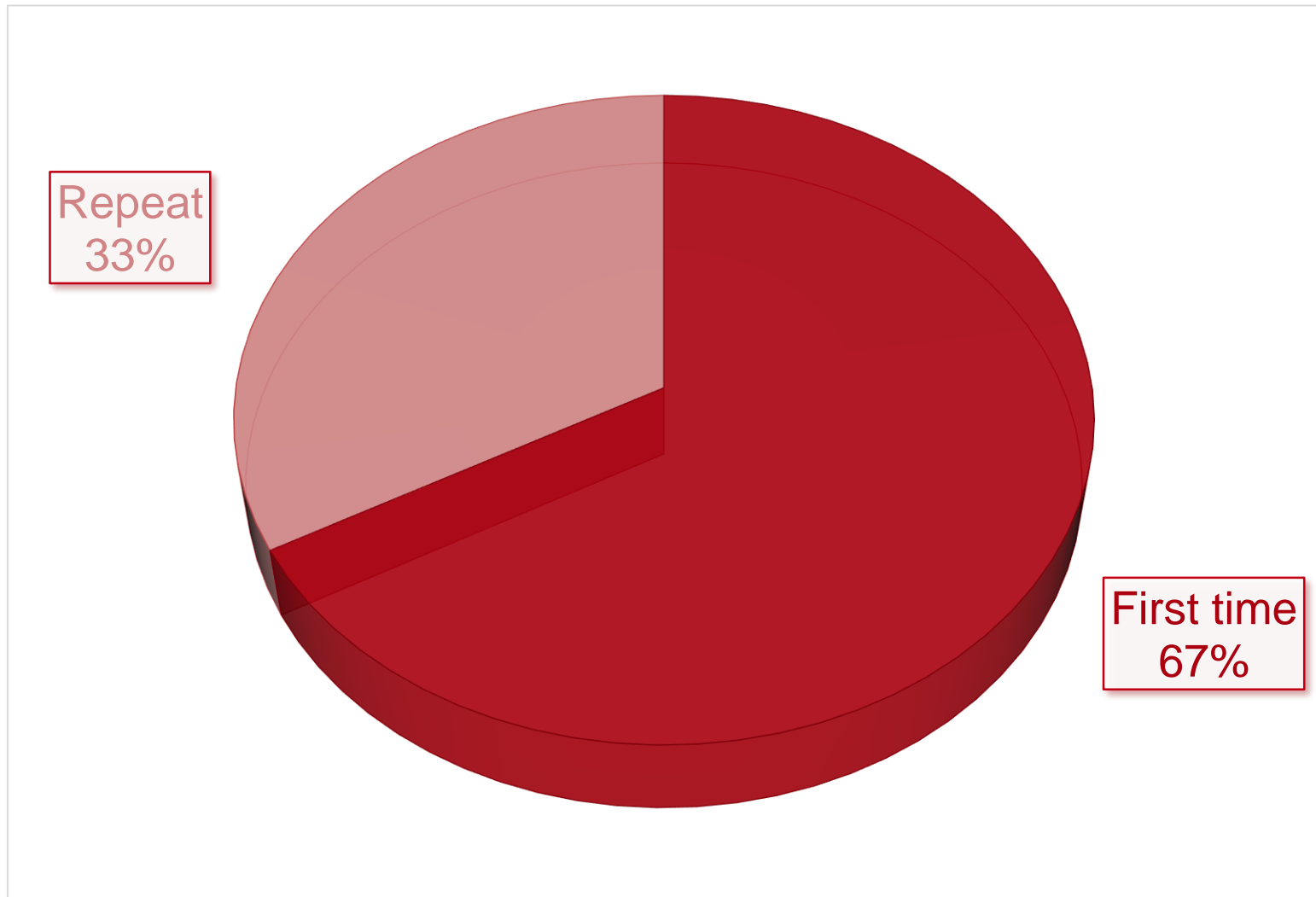
Trips to Guam – FY2018 Tracking
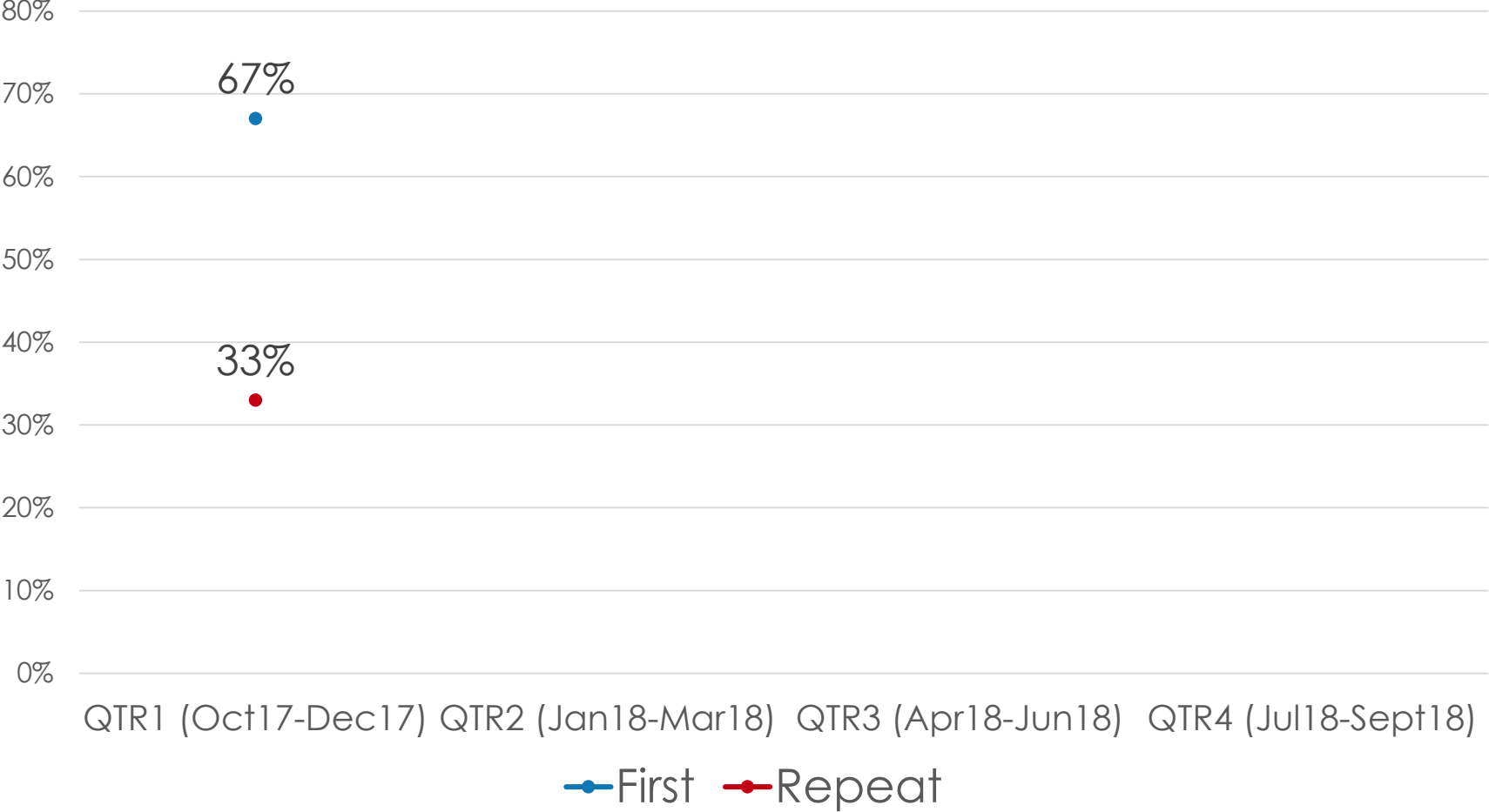
Trips to Guam – Key Segments
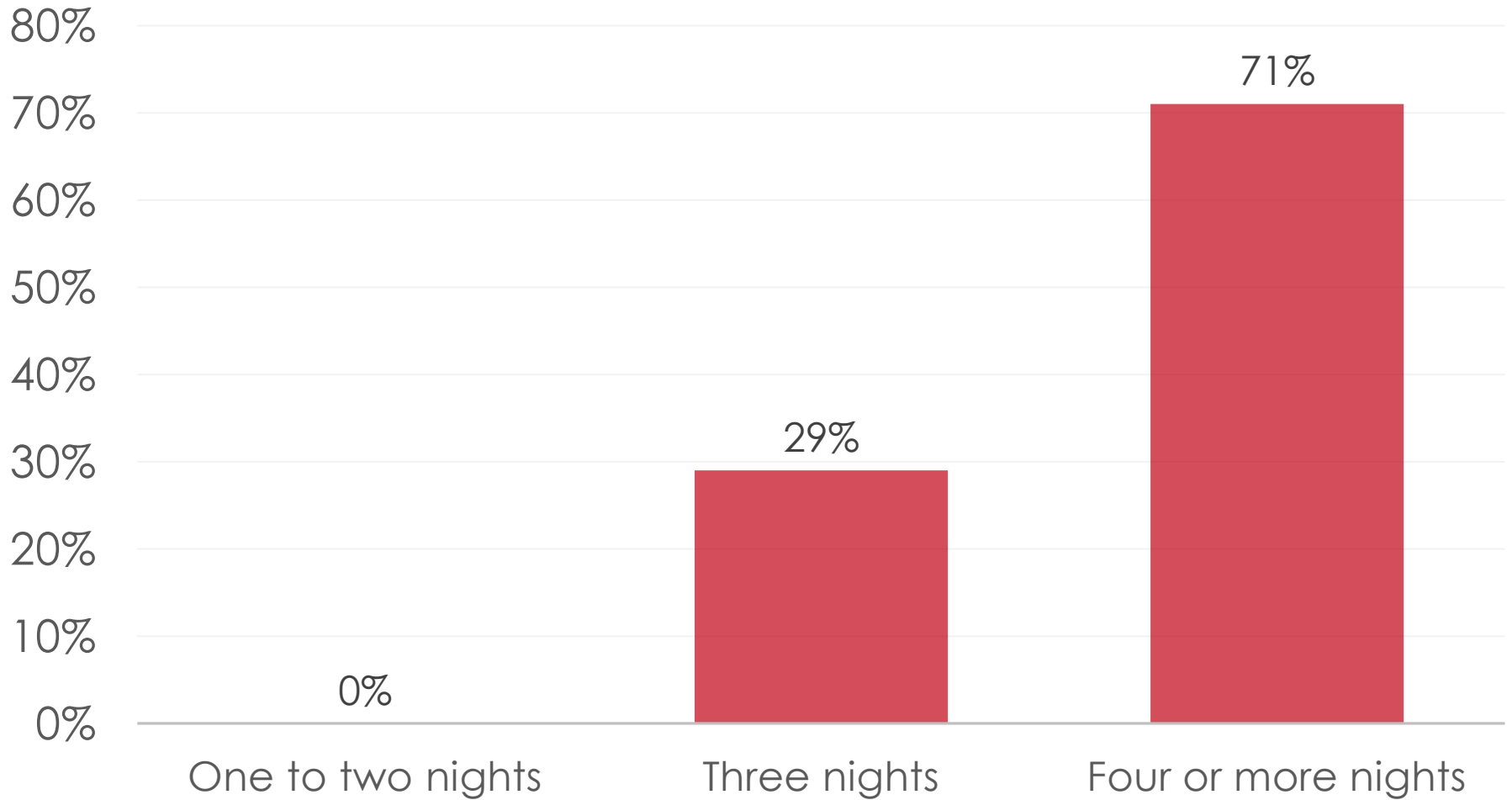
GVB EXIT SURVEY
Q3 Including this trip, how many times have you visited Guam?

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q3	1st Time	67%	100%	94%		72%	48%		65%	62%
	Repeat	33%		6%		28%	52%	100%	35%	38%
	Total	1063	4	18		777	269	346	950	326
Q3	Mean	1.53	1.00	1.06	.	1.56	1.52	2.63	1.37	2.01
	Median	1	1	1	.	1	2	2	1	1

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Length of Stay

Length of Stay	Percentage
One to two nights	0%
Three nights	29%
Four or more nights	71%

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Length of Stay – FY2018 Tracking

	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
MEAN	4.90			
MEDIAN	4			

[A]
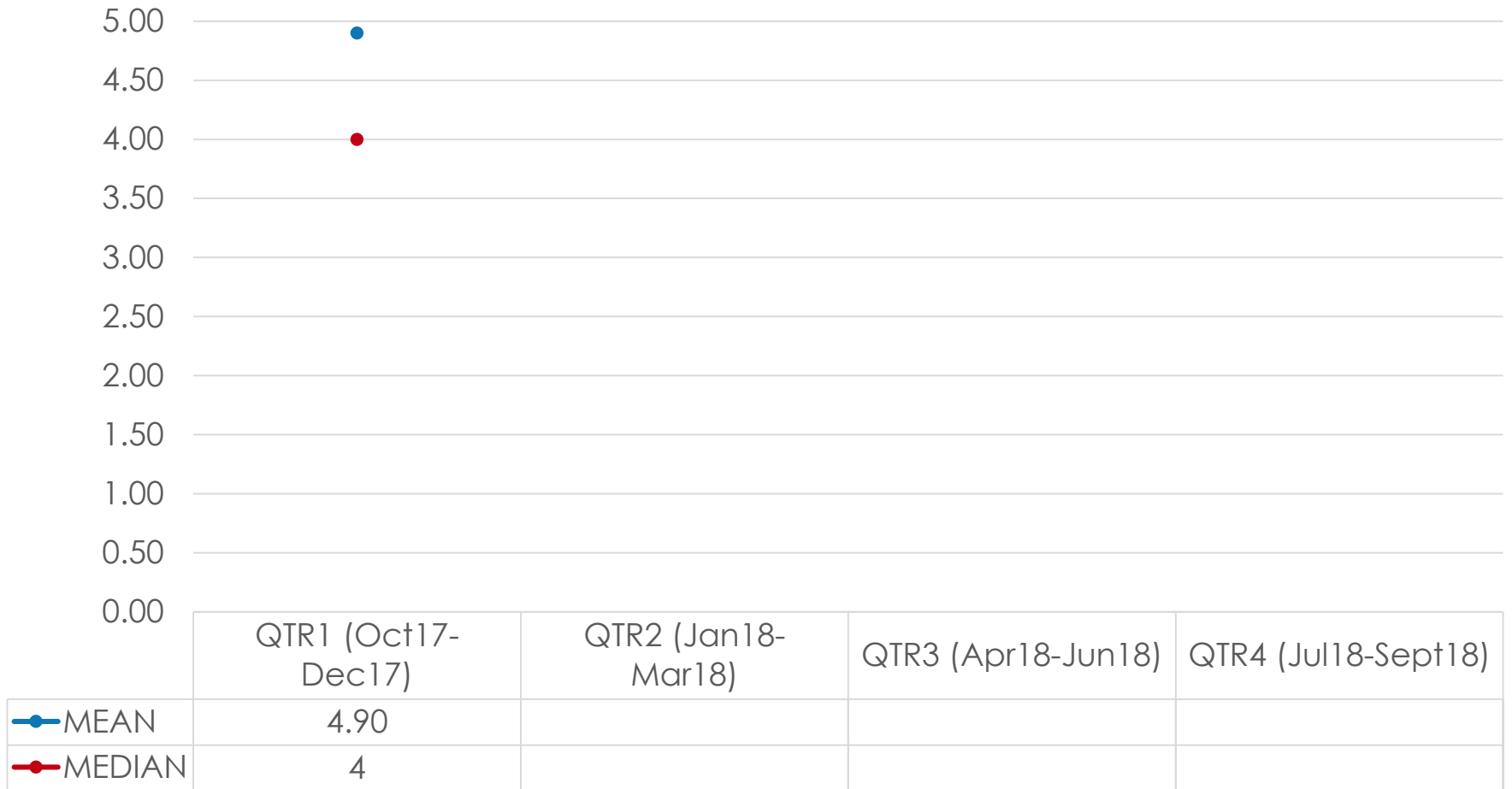
Length of Stay – Key Segments

GVB EXIT SURVEY
SA How many nights did you stay on Guam?

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
SA	1-2	0%				1%	0%	0%	0%	1%
	3	29%	25%			25%	24%	24%	28%	31%
	4+	71%	75%	100%		75%	76%	76%	72%	68%
	Total	1064	4	18		778	269	347	950	327
SA	Mean	4.90	5.00	5.44	.	5.03	5.79	5.61	5.03	4.78
	Median	4	4	6	.	4	4	4	4	4

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Occupation – Top Responses (10%+)

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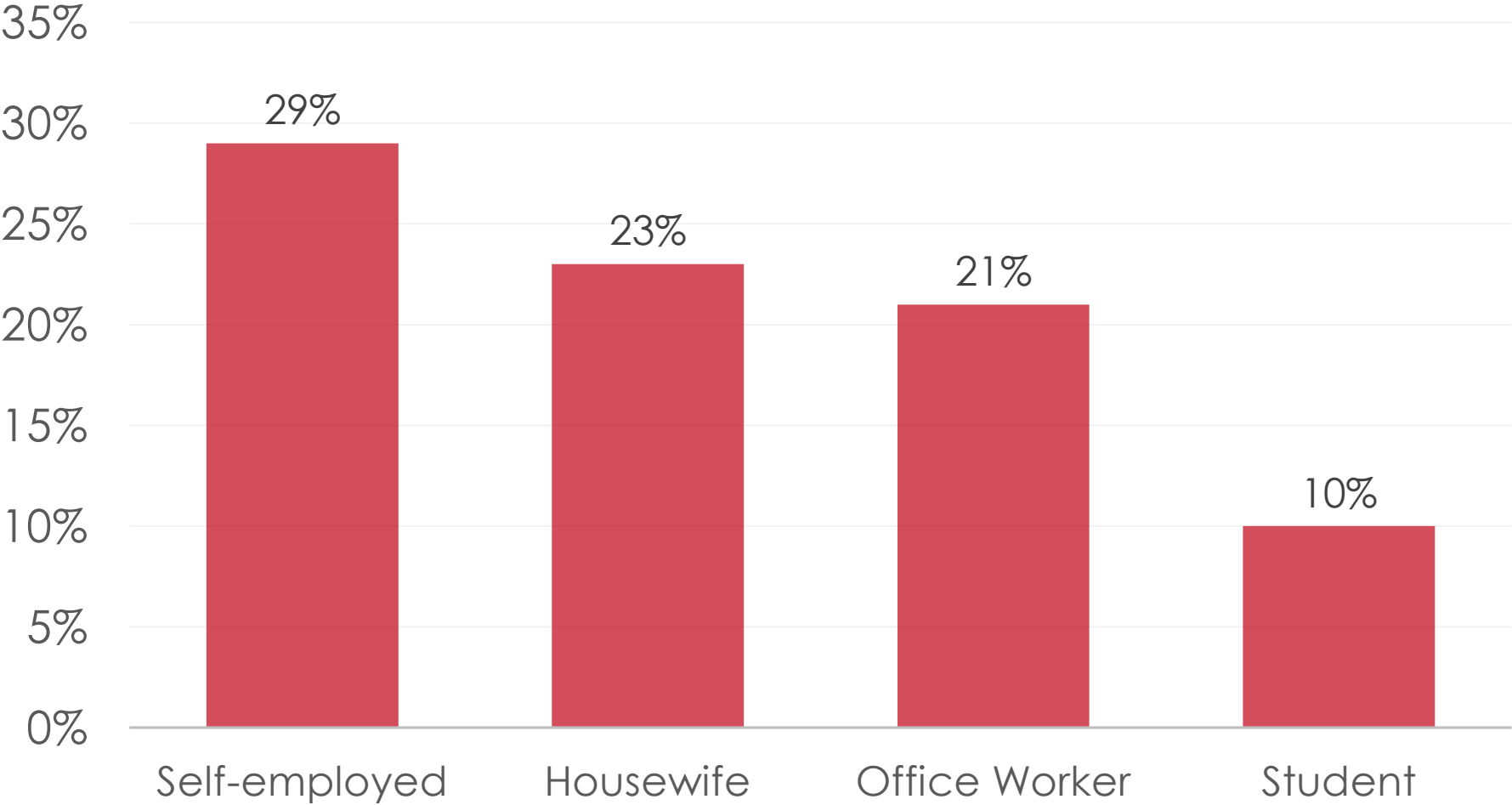
SECTION 2
TRAVEL PLANNING

[A]

ORGANIZED GROUP TOUR

Organized
Group Tour
25%

No
75%

[A]
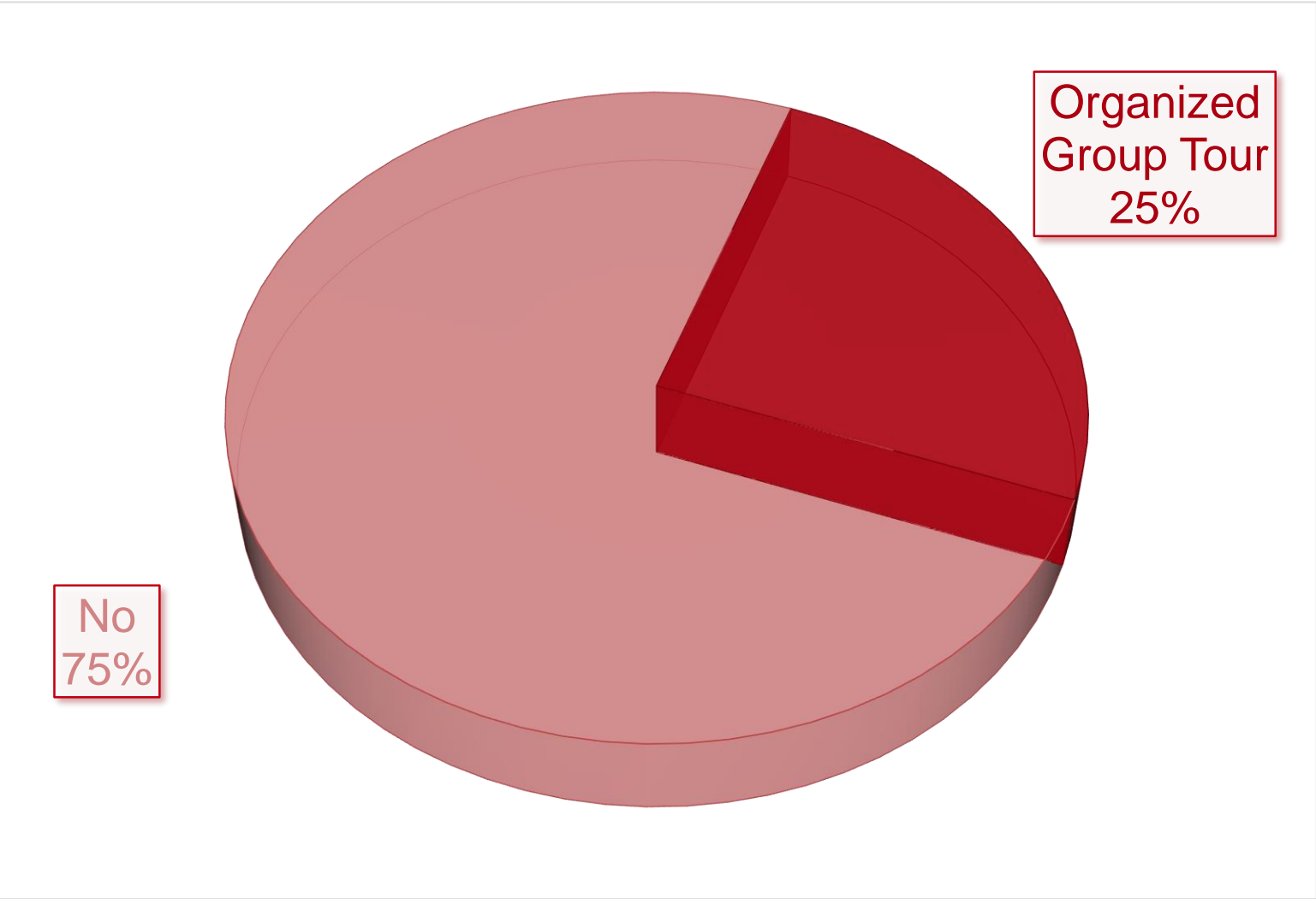
ORGANIZED GROUP TOUR - TRACKING
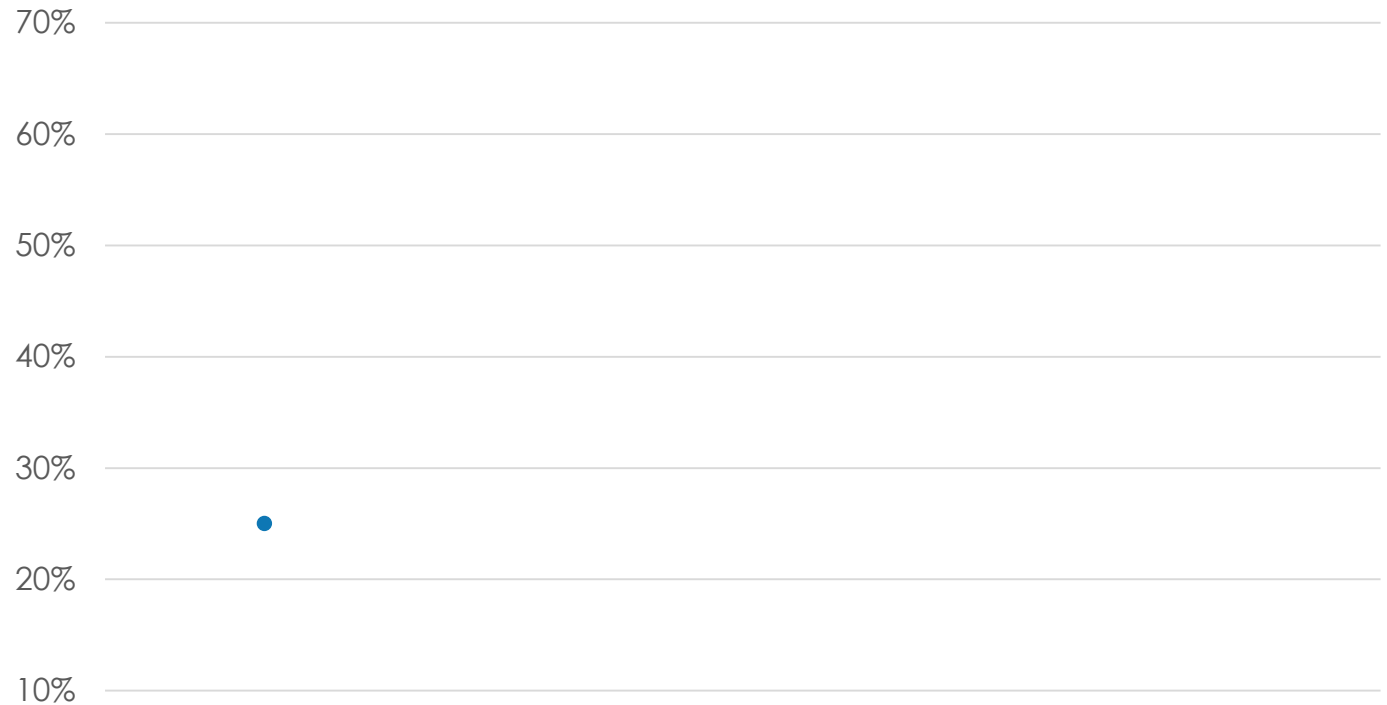
	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
Organized Group Tour	25%			

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Travel Arrangements - Sources

[A]
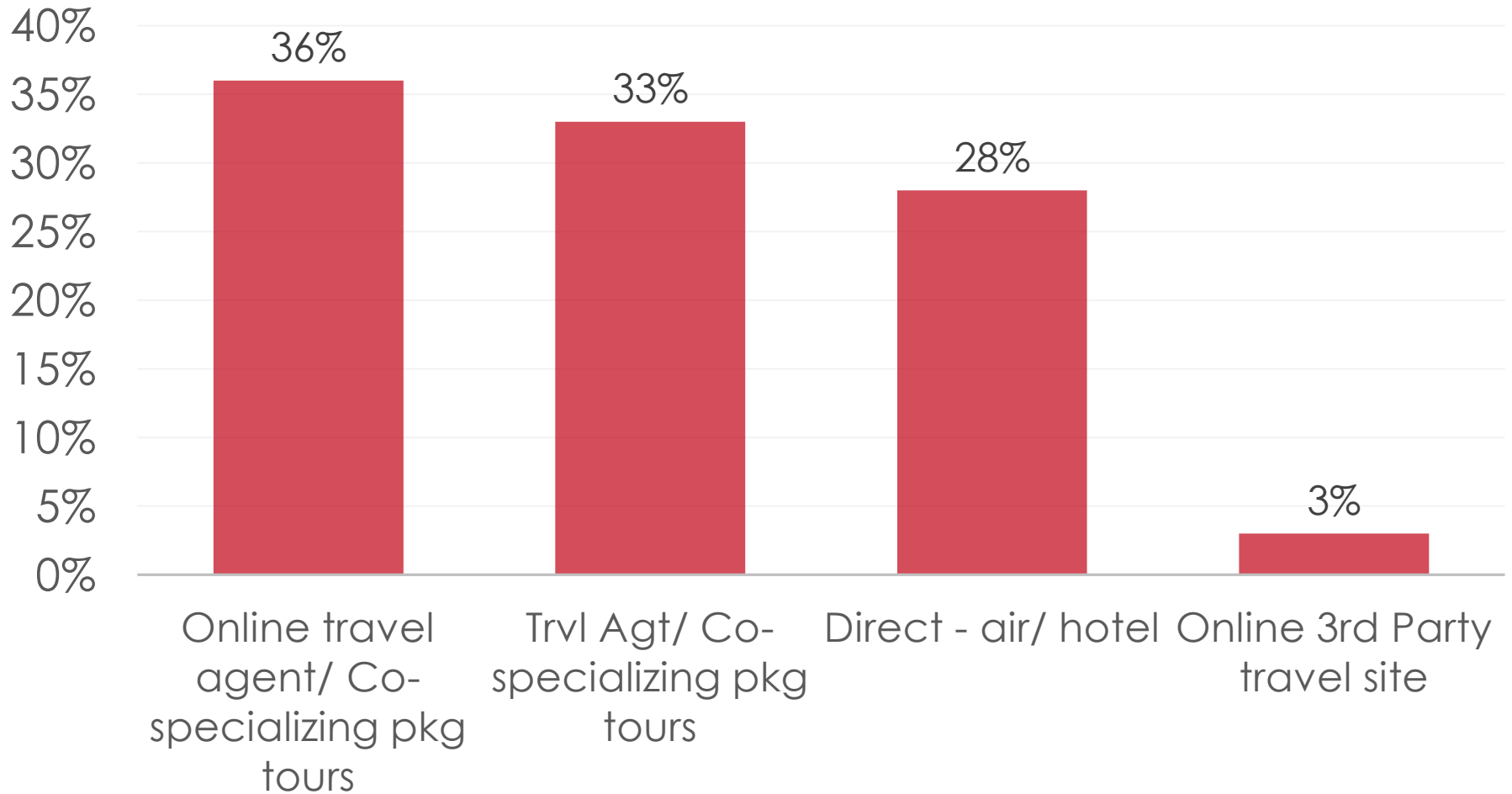
Travel Arrangements - Sources

	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
Online travel agent	36%			
Trvl Agt/ Co- Pkg Tour	33%			
Online 3rd Party	3%			
Direct Air/ Hotel	28%			

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PREPAID PACKAGE TRIP

No
36%

Prepaid Pkg
64%

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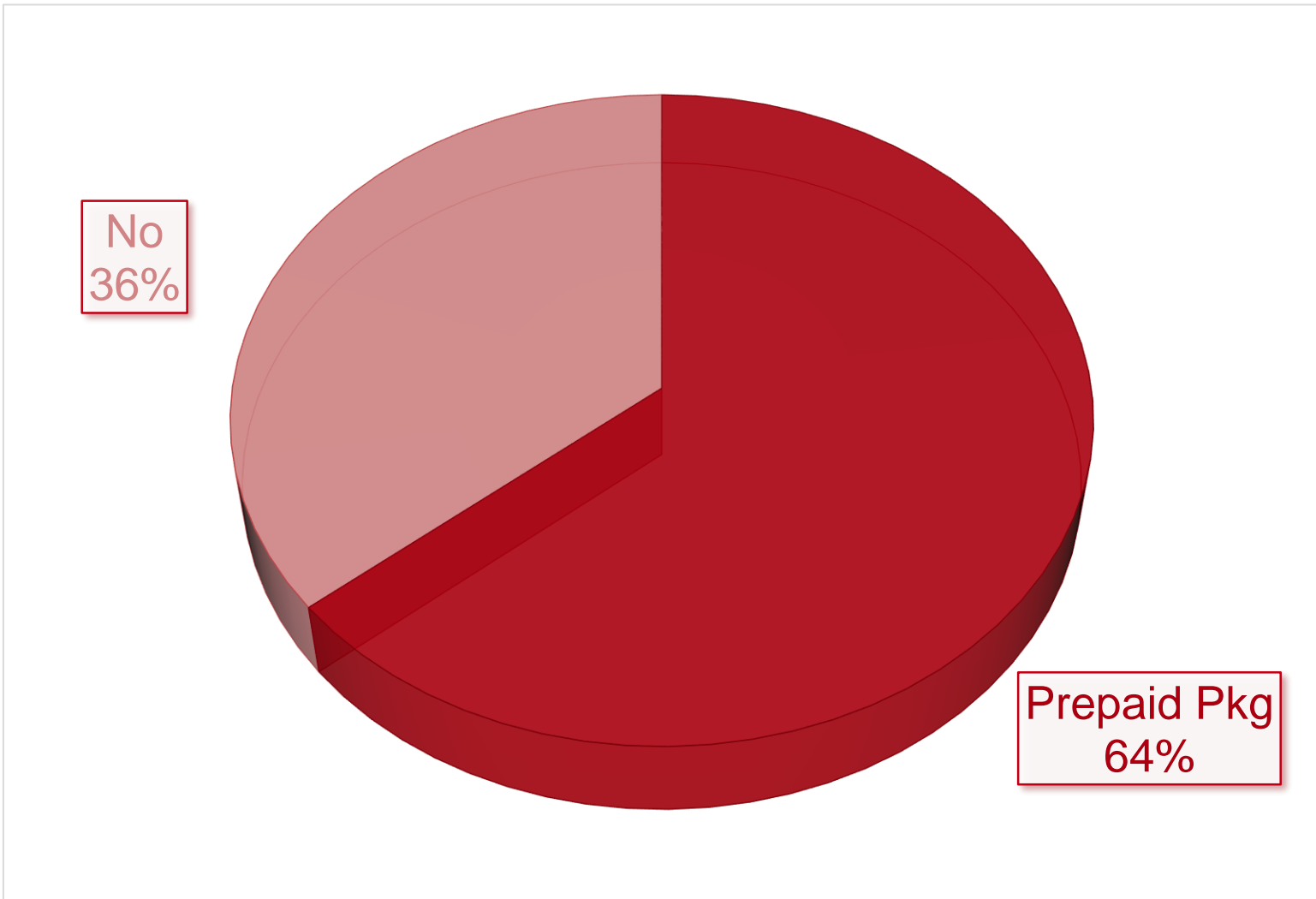
PREPAID PACKAGE TRIP

	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
—●—Prepaid Pkg Trip	64%			

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Accommodations (Top Responses)

Chart data:

Accommodation	Stayed At	Length of Stay
PIC Club	15%	4.75
Hilton Guam	9%	5.29
Pacific Star	8%	5.48
Holiday Resort	8%	5.44
Onward Beach Resort	7%	4.84
Hyatt Regency Guam	7%	4.51
Westin Resort	6%	5.60
Leo Palace	6%	5.19
Guam Reef	6%	4.90
Hotel Nikko Guam	6%	4.14
Outrigger	5%	5.16

Legend: Stayed At · Length of Stay

[A]
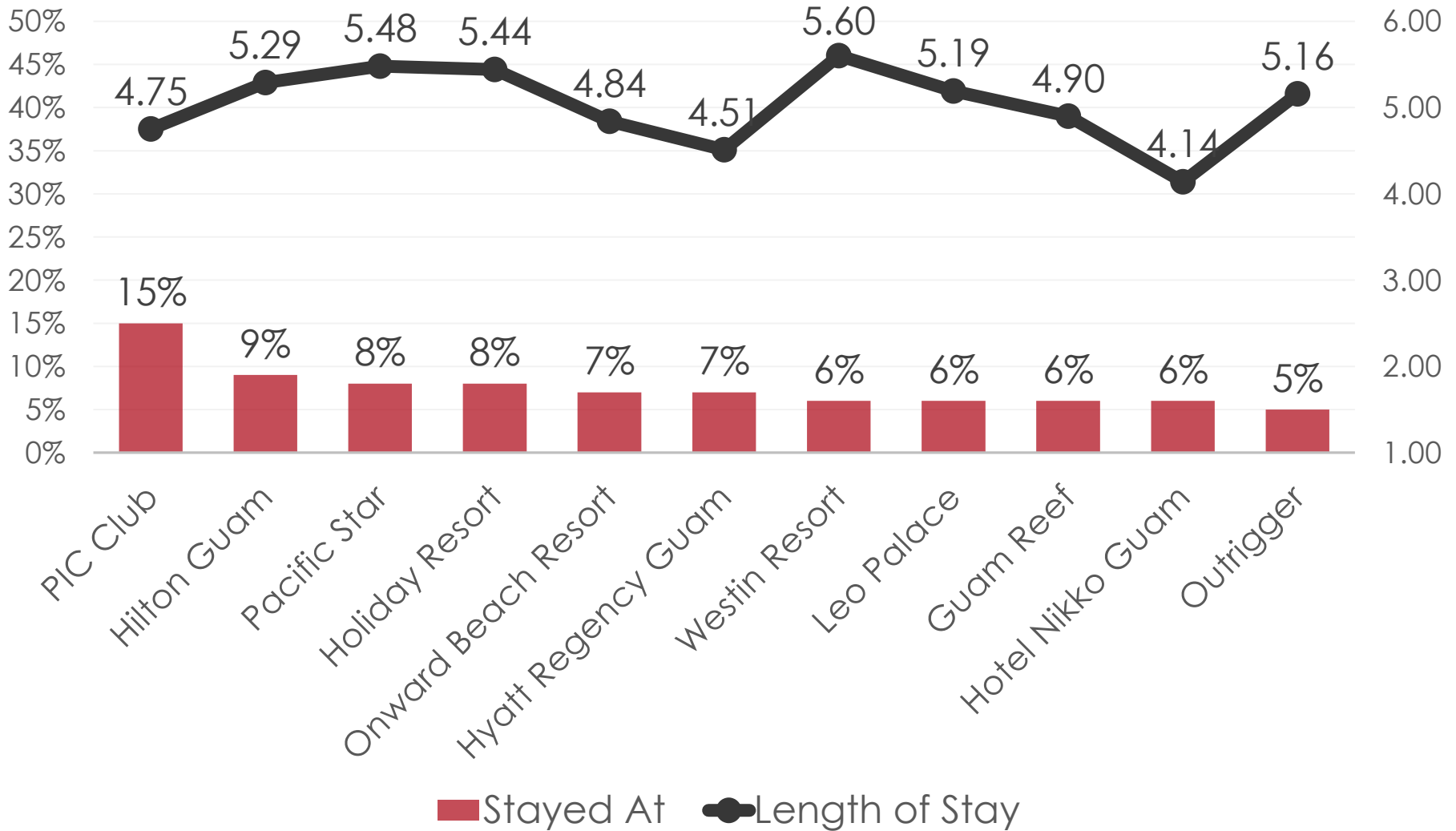
Travel Motivation (Top Responses)

Motivation	Percentage
Natural beauty	47%
Shopping	37%
Water sports	32%
Pleasure	29%
Safe	28%
Price	27%
Recommendation	23%
Relax	16%
Short travel time	11%
Visit ppl	11%

[A]
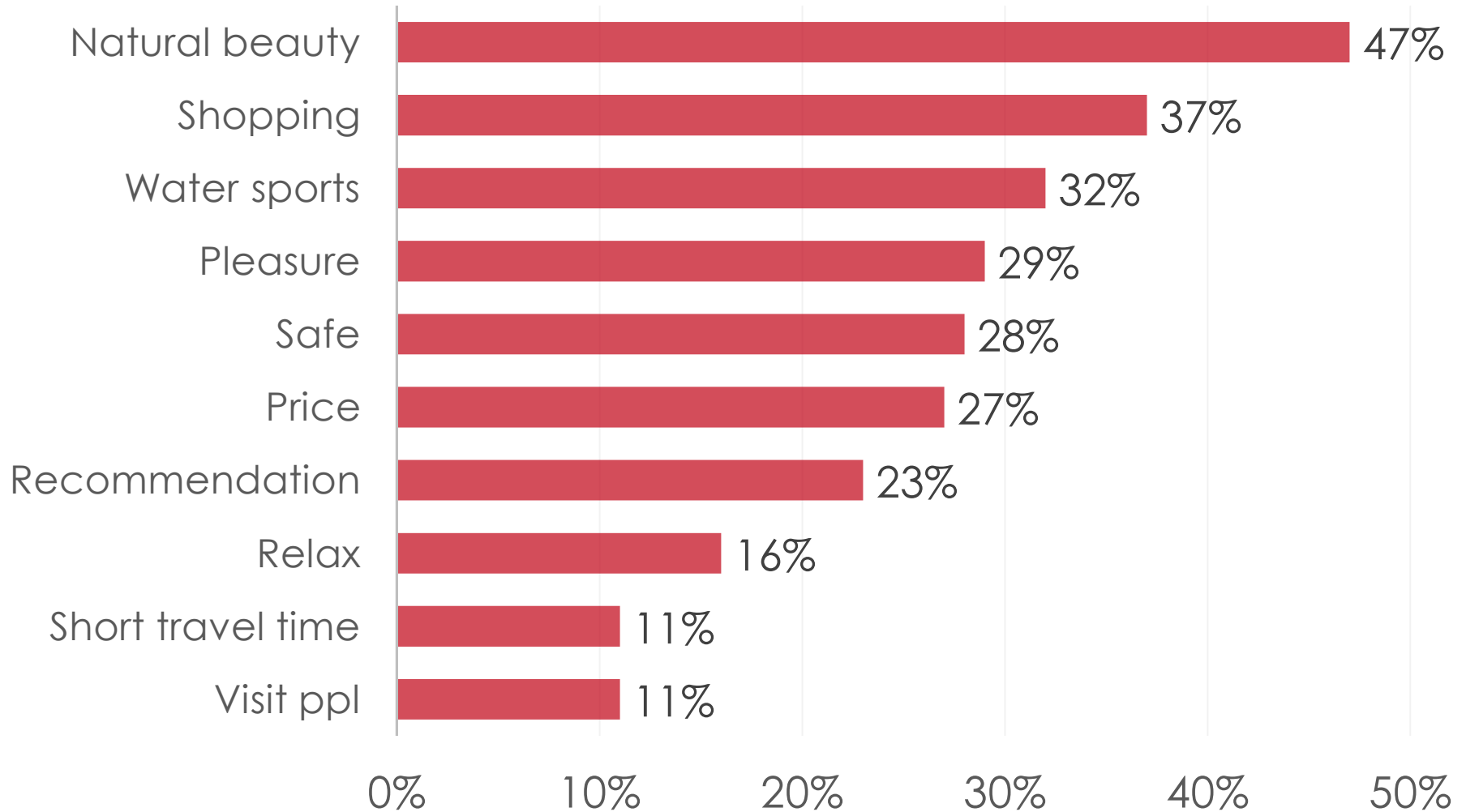
Travel Motivation – Key Segments

|		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q5A	Beautiful seas, beaches, tropical climate	47%	25%	61%		64%	33%	35%	45%	50%
	Shopping	37%		11%		30%	54%	46%	37%	43%
	Water sports (snorkeling, windsurfing, parasailing)	32%		22%		30%	26%	22%	29%	31%
	Pleasure/ vacation	29%	25%	50%		39%	38%	32%	29%	27%
	It is a safe place to spend a vacation	28%		28%		21%	23%	24%	30%	23%
	Price of the tour package	27%		17%		17%	35%	33%	28%	30%
	Recommendation of friend/ relative/ travel agency	23%	25%			23%	12%	12%	23%	16%
	Just to relax	16%	25%	6%		21%	3%	5%	17%	12%
	To visit friends or relatives	11%				8%	14%	18%	11%	13%
	Short travel time (not too far from home)	11%				11%	5%	7%	10%	11%
	School trip	11%				11%	22%	19%	12%	11%
	Scuba diving	9%				7%	14%	11%	9%	10%
	A previous visit	7%				6%	5%	21%	7%	9%
	To golf	6%	25%			6%	9%	9%	7%	6%
	Organized sporting activity/ event	2%	25%			2%	3%	3%	2%	2%
	Honeymoon	2%		100%		2%		0%	2%	1%
	Career certification/ testing	1%				1%	2%	1%	1%	1%
	Company/ business trip	1%	25%			0%	0%	0%	0%	1%
	Incentive trip	0%	75%			0%	0%		0%	0%
	My company sponsored me	0%	25%			0%	0%	0%		0%
	Government or military	0%		6%		0%		0%	0%	0%
	Shop Guam E-Fest	0%				0%			0%	0%
	Convention/ conference/ trade show/ meeting	0%	25%			0%			0%	
	Adventure	0%								0%
	Total	1064	4	18		778	269	347	950	327

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SECTION 3
EXPENDITURES

[A]

Prepaid Expenditures

- $2,805.07 = overall mean average prepaid expense (for entire travel party size) by respondent

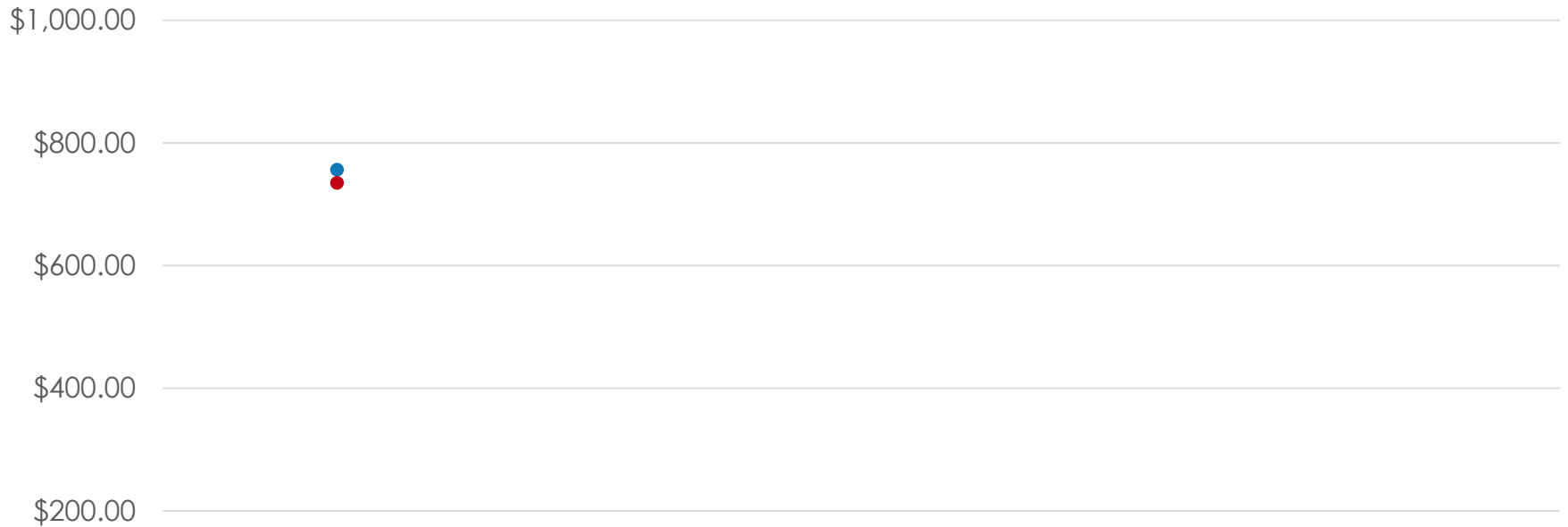- $756.22 = overall mean average <u>per person</u> prepaid expenditures

[A]

Prepaid Entire Travel Party – FY2018 Tracking
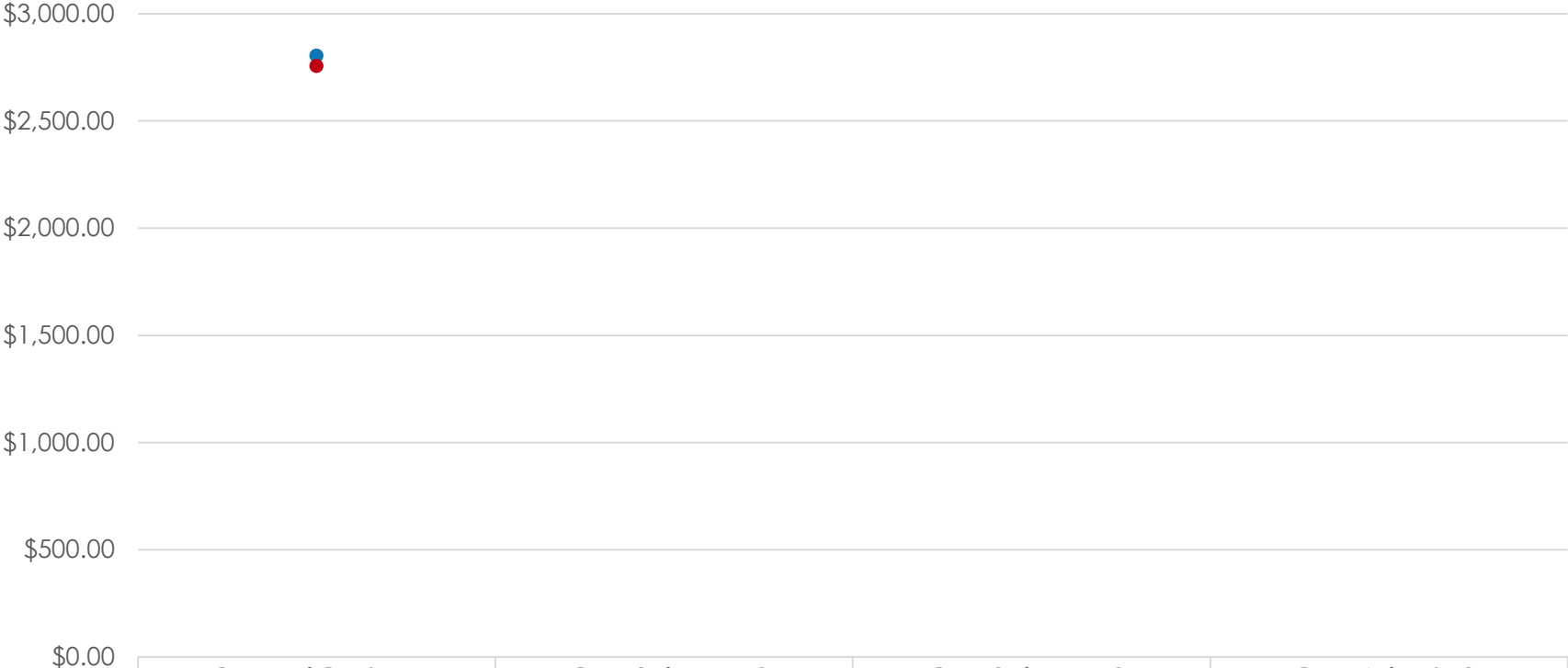
	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
MEAN	$2,805.07			
MEDIAN	$2,757.00			

Prepaid Per Person– FY2018 Tracking

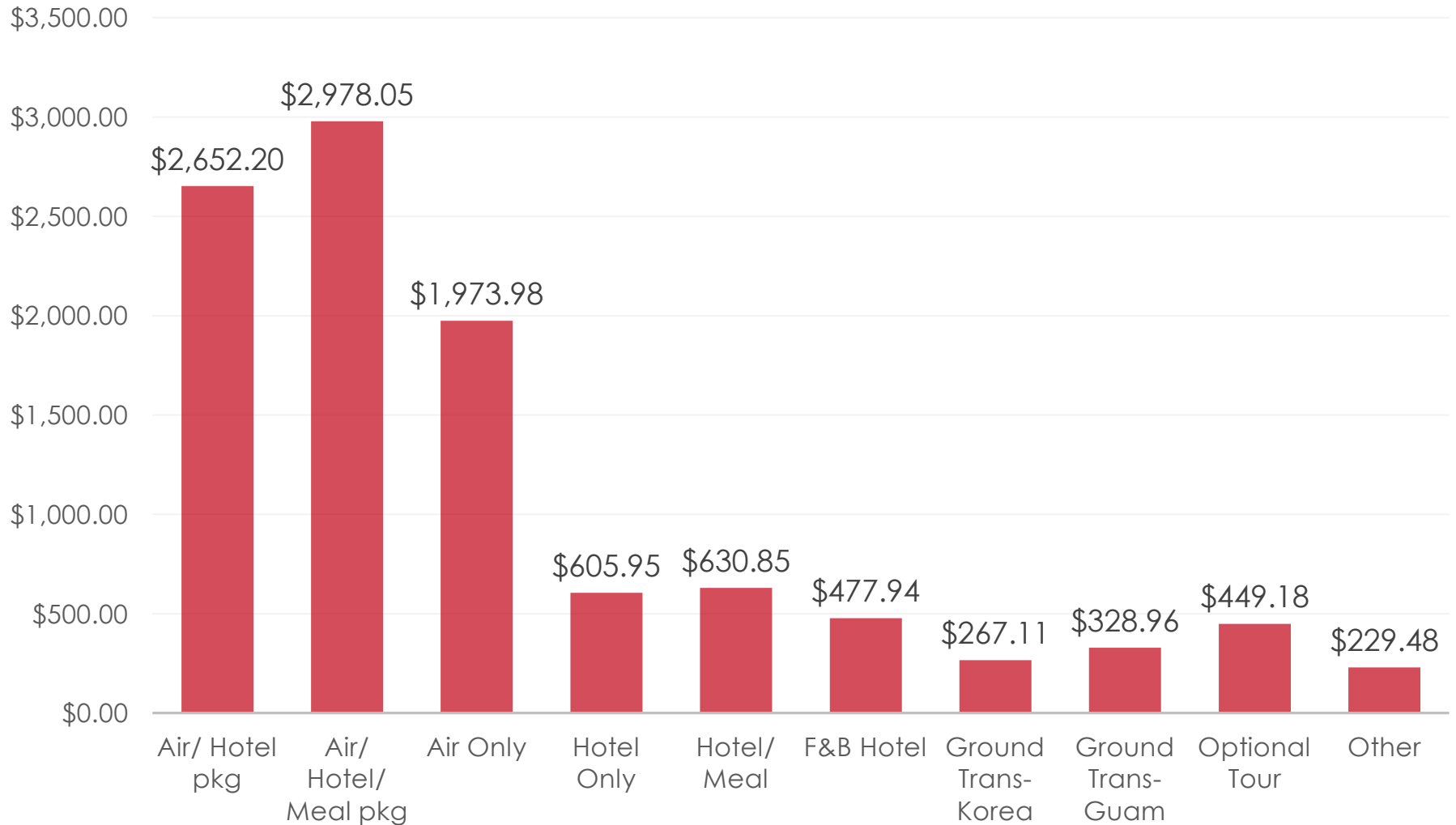|	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
MEAN	$756.22			
MEDIAN	$735.00			

[A]

Prepaid Per Person– Key Segments

GVB EXIT SURVEY
Q10A PREPAID - PER PERSON:

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
PREPAID PP	Mean	$756.22	$465.53	$1,675.38	.	$769.39	$700.56	$713.17	$755.42	$676.82
	Median	$735	$552	$1,847	.	$737	$735	$735	$737	$689

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Prepaid Expenses by Category – MEAN Entire Travel Party

Bar chart showing mean prepaid expenses by category:
- Air/ Hotel pkg: $2,652.20
- Air/ Hotel/ Meal pkg: $2,978.05
- Air Only: $1,973.98
- Hotel Only: $605.95
- Hotel/ Meal: $630.85
- F&B Hotel: $477.94
- Ground Trans-Korea: $267.11
- Ground Trans-Guam: $328.96
- Optional Tour: $449.18
- Other: $229.48

Prepaid– FY2018 Tracking
Airfare & Accommodation Packages

	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
MEAN	$2,652.20			
MEDIAN	$2,477.00			

[A]
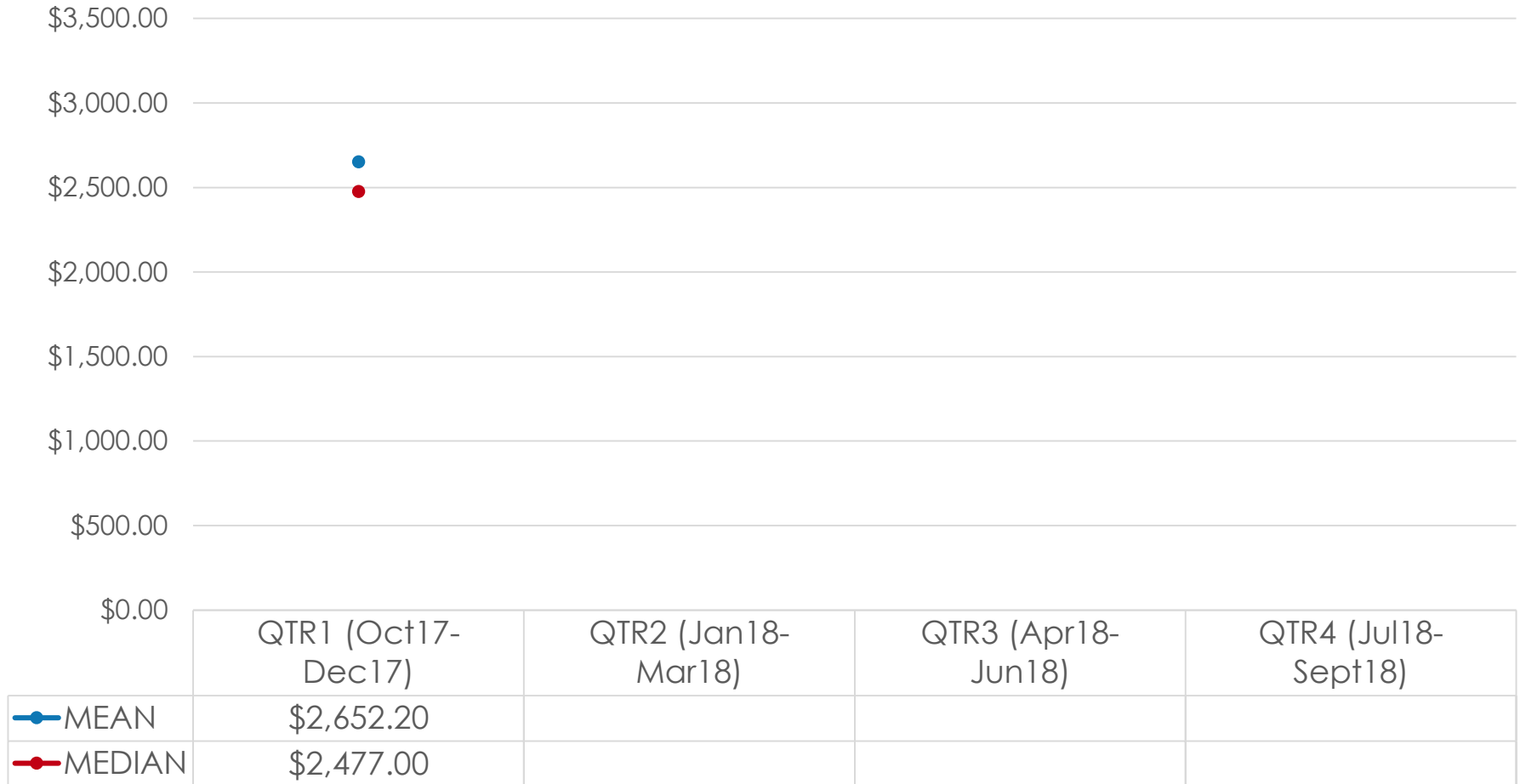
Prepaid– FY2018 Tracking
Airfare & Accommodation W/ Meal Packages

	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
MEAN	$2,978.05			
MEDIAN	$2,755.00			

[A]

Prepaid– FY2018 Tracking
Airfare Only
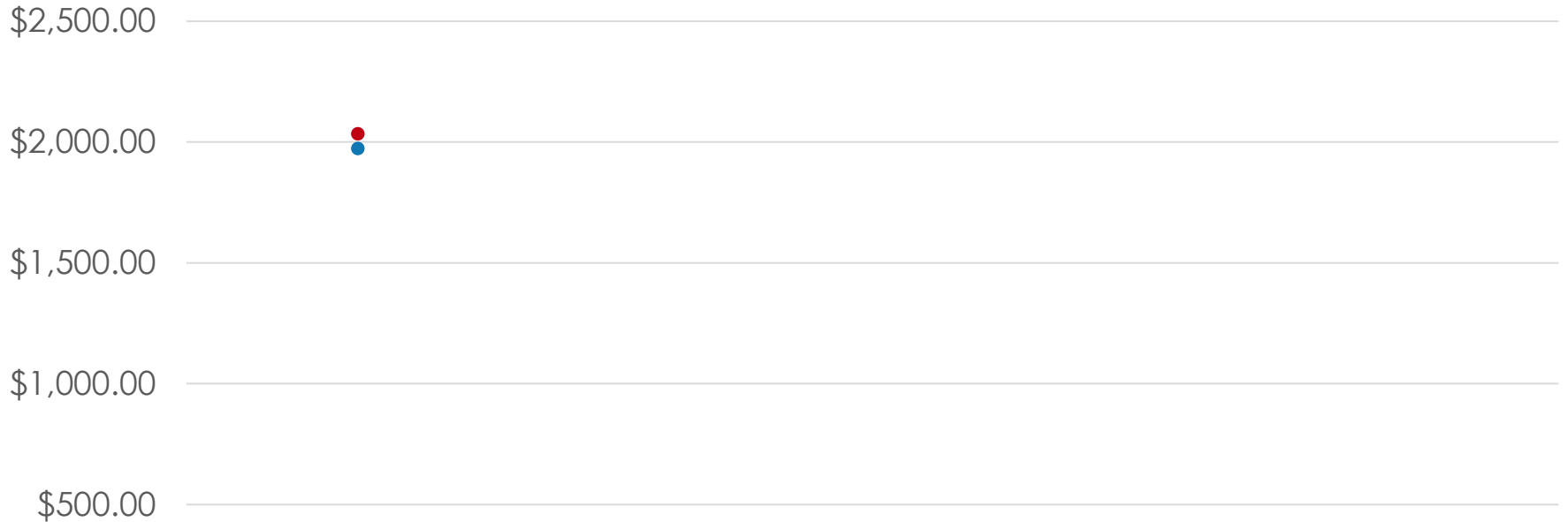
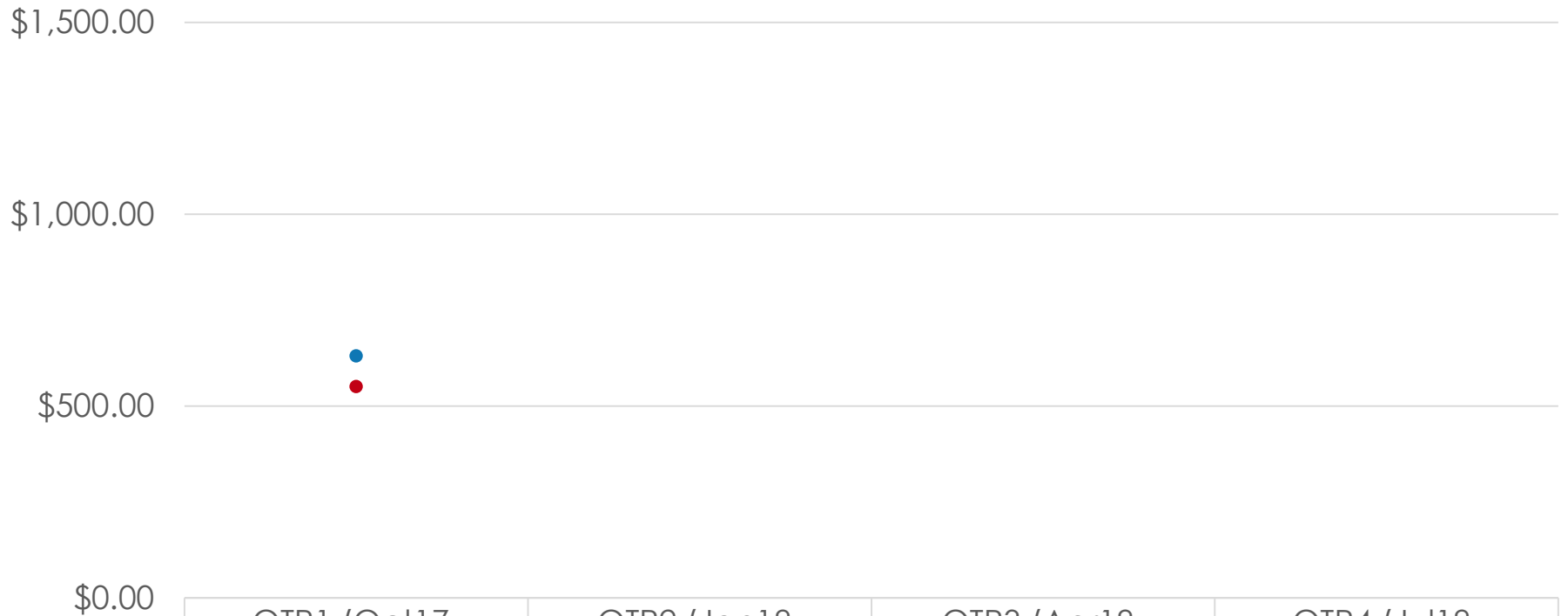|	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
MEAN	$1,973.98			
MEDIAN	$2,035.00			

Prepaid– FY2018 Tracking
Accommodations Only

	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
MEAN	$605.95			
MEDIAN	$551.00			

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Prepaid– FY2018 Tracking
Accommodations w/ Meal Only

	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
MEAN	$630.85			
MEDIAN	$551.00			

Prepaid– FY2018 Tracking
Food & Beverage in Hotel

	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
MEAN	$477.94			
MEDIAN	$459.00			

Prepaid– FY2018 Tracking
Ground Transportation - Korea

	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
MEAN	$267.11			
MEDIAN	$92.00			
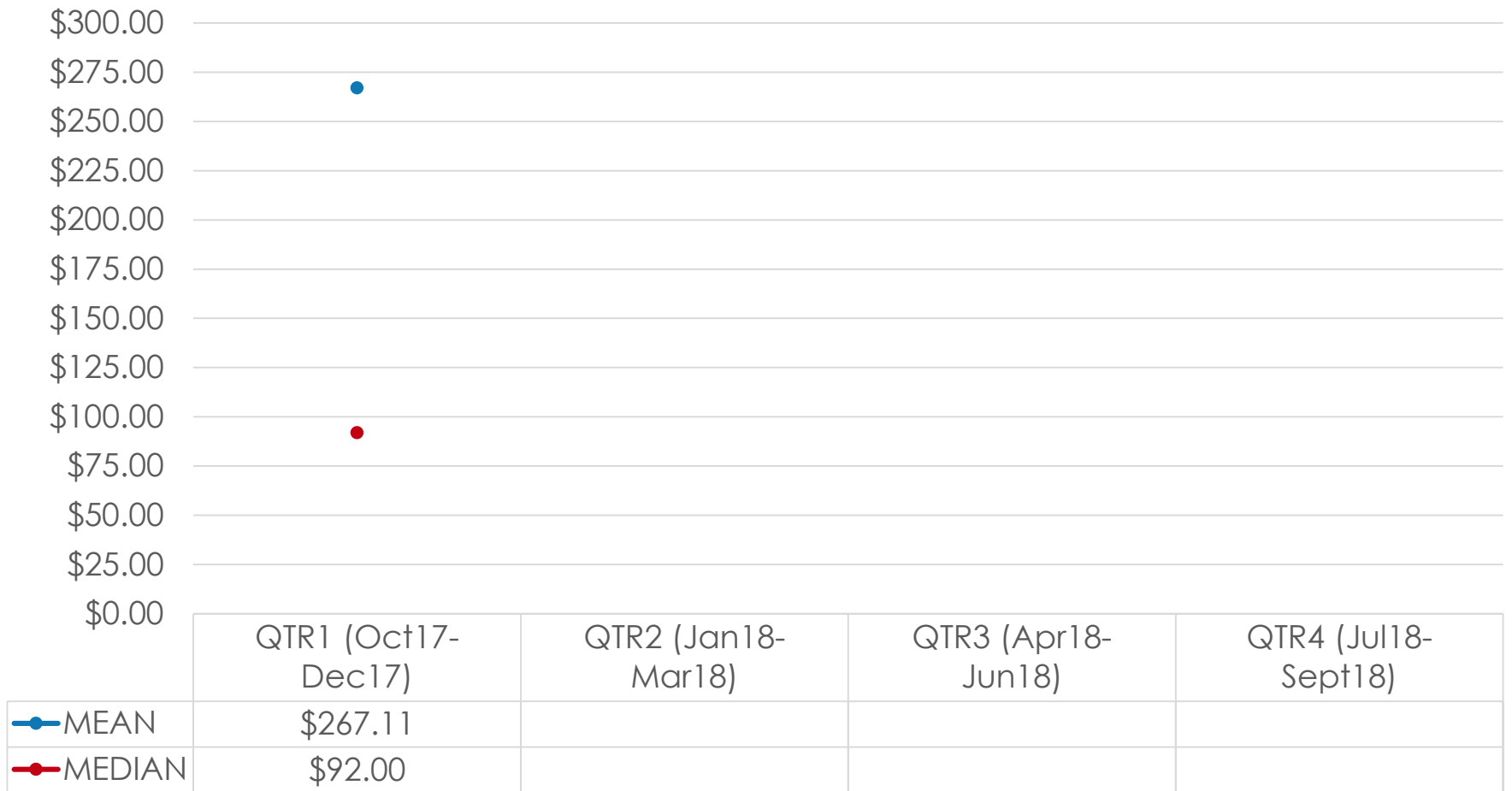
Prepaid– FY2018 Tracking
Ground Transportation - Guam
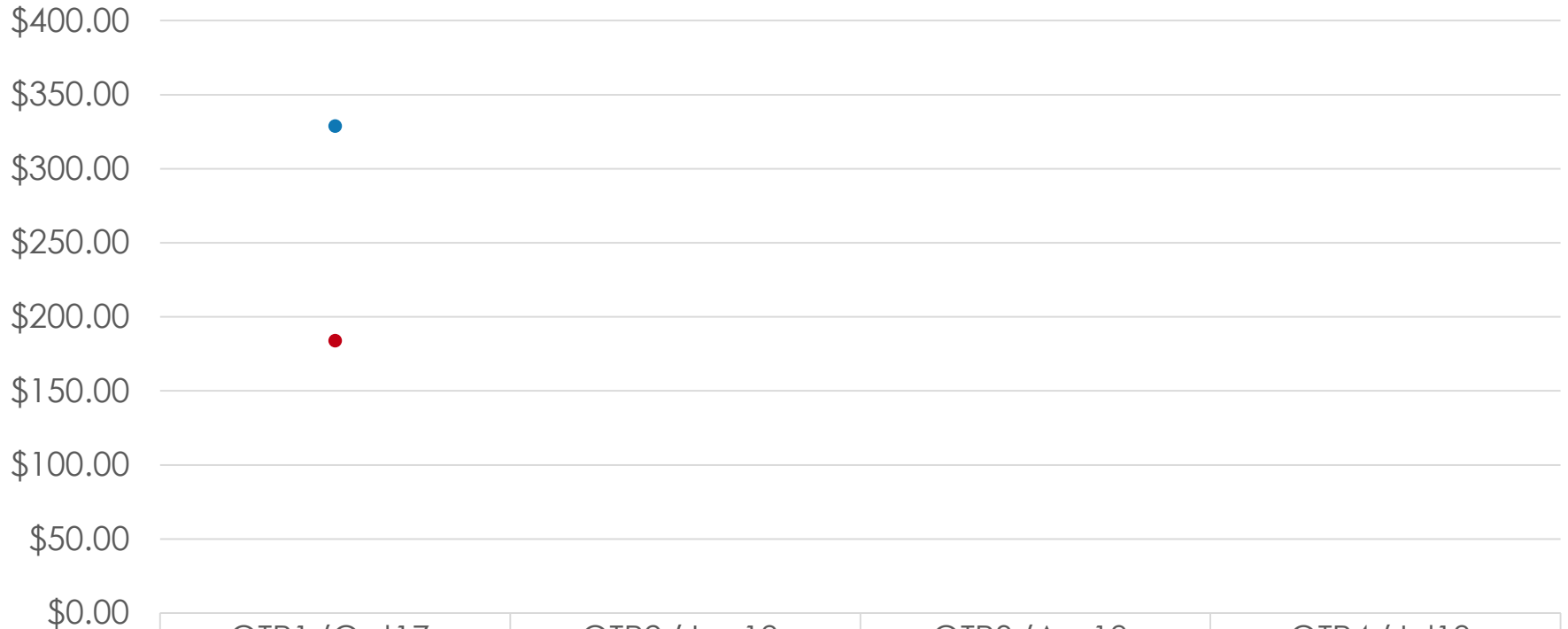
	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
MEAN	$328.96			
MEDIAN	$184.00			

Prepaid– FY2018 Tracking
Optional tours/ Activities
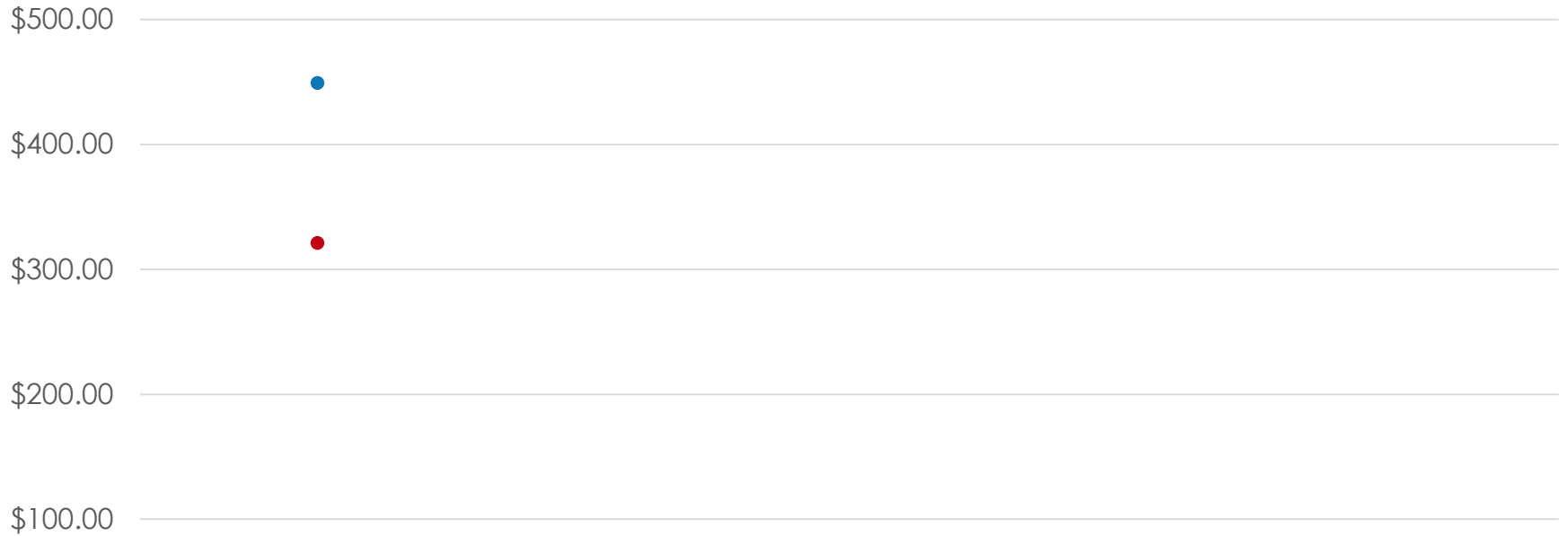
	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
MEAN	$449.18			
MEDIAN	$321.00			

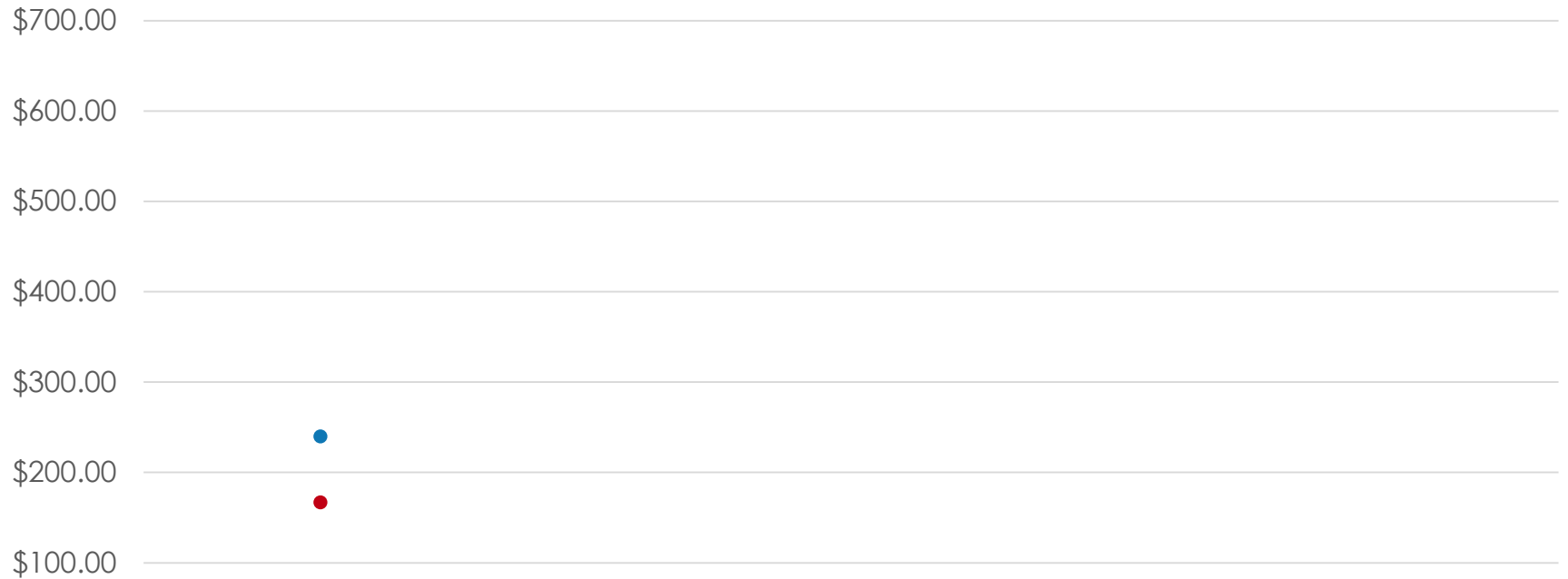[A]

On-Island Expenditures

- $709.07 = overall mean average on-island expense (for entire travel party size) by respondent

- $240.04 = overall mean average <u>per person</u> on-island expenditures

[A]

On-Island Entire Travel Party – FY2018 Tracking

	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
MEAN	$709.07			
MEDIAN	$590.00			

[A]
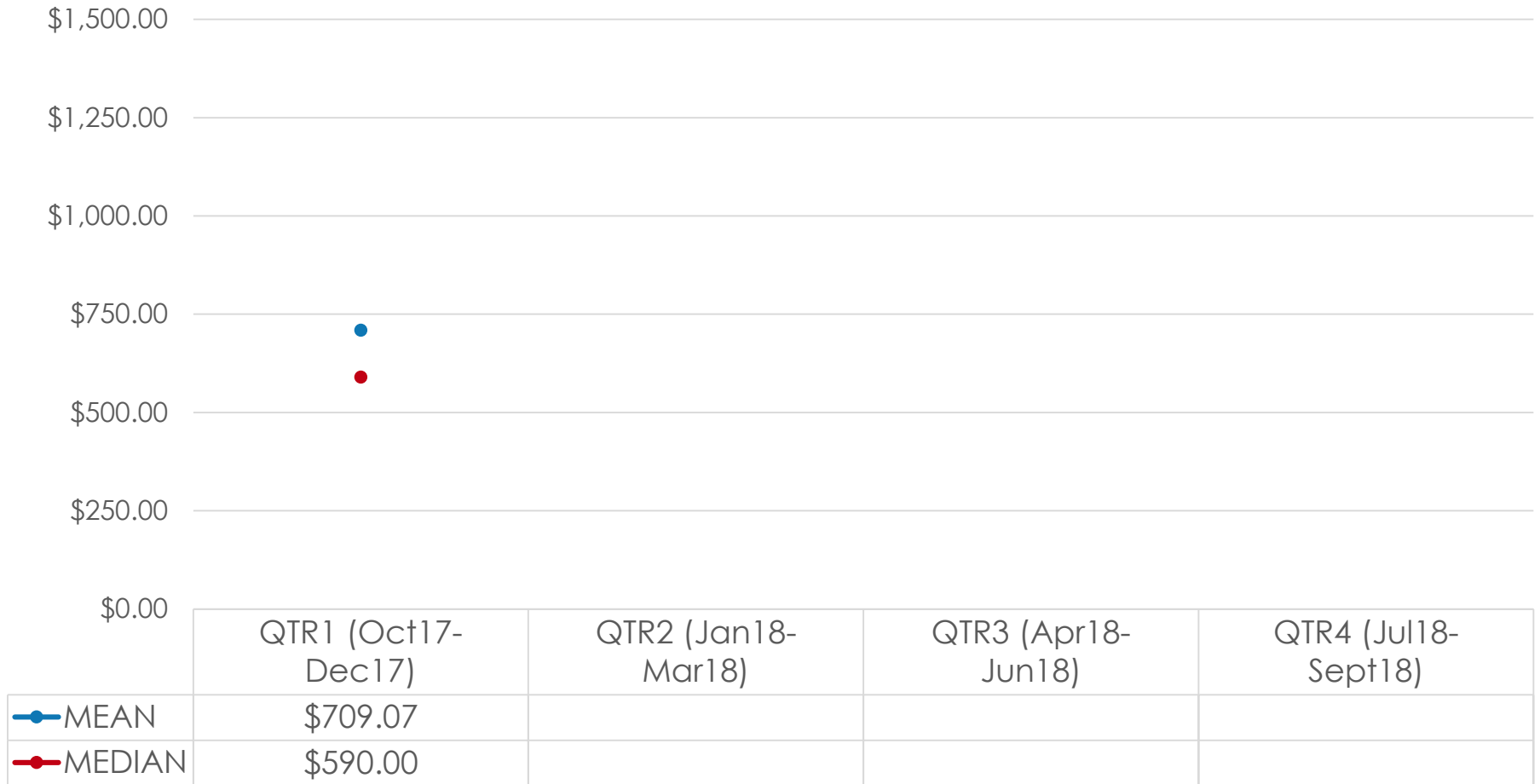
On-Island Per Person – FY2018 Tracking

	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
●— MEAN	$240.04			
●— MEDIAN	$167.00			

[A]

On-Island Per Person – Key Segments

GVB EXIT SURVEY
Q11A ONISLE EXPENDITURE- PER PERSO

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
ONISLE PP	Mean	$240.04	$470.00	$689.50	.	$263.95	$113.91	$150.61	$213.70	$276.73
	Median	$167	$440	$675	.	$175	$100	$100	$150	$167

Prepared by Anthology Research

[A]

Per Person MEAN expenditures – FY2018 Tracking On-Island/ Prepaid

	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
On-Island	$240.04			
Prepaid	$756.22			

54
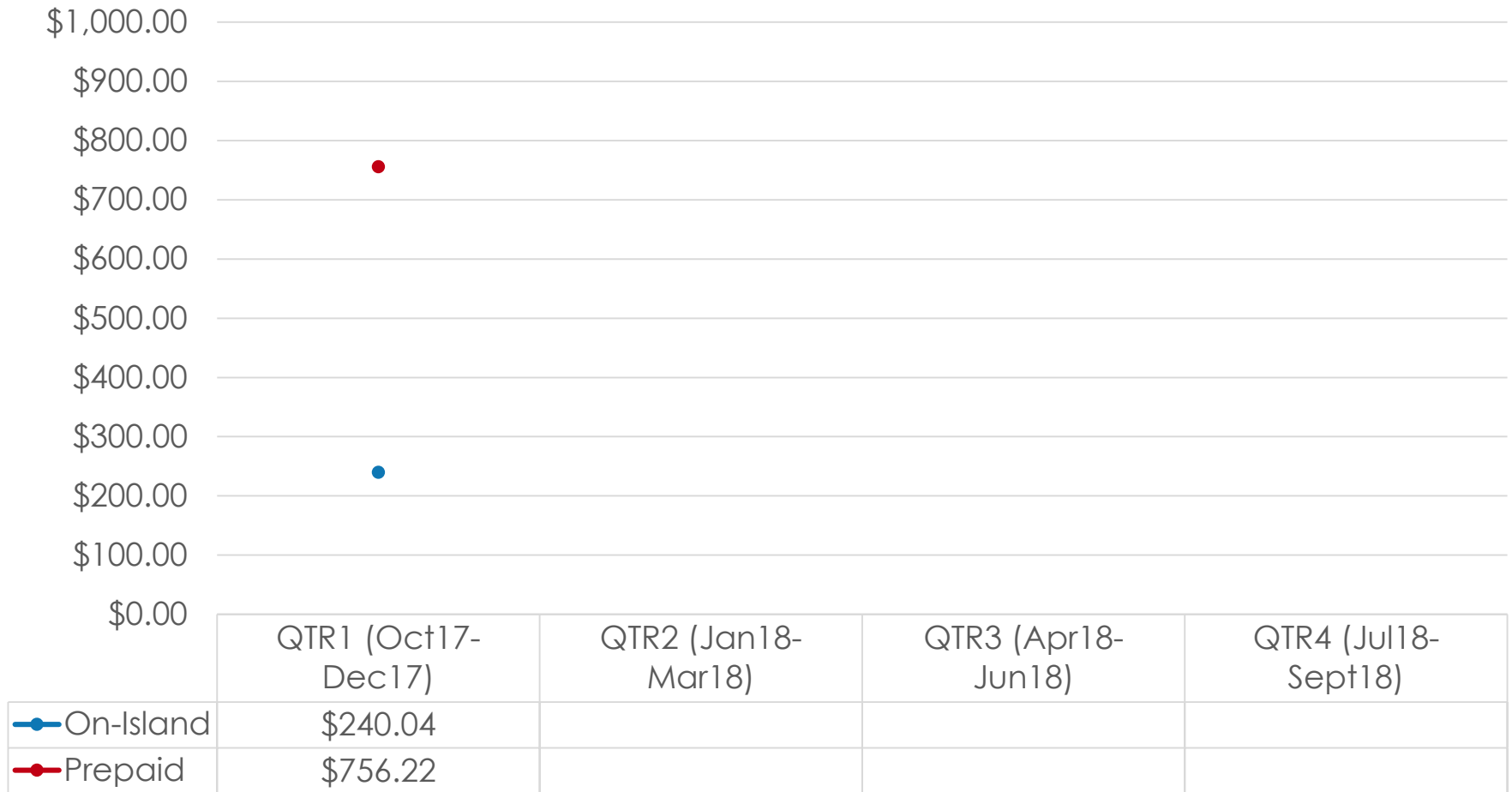
On-Island Per Day Spending – FY2018 Tracking MEAN

	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
—•—Per Person	$60.24			
—•—Travel Party	$172.58			

[A]

On-Island Expenses by Category – MEAN Entire Travel Party

Category	Amount
F&B Hotel	$109.29
F&B Fast Food/Conv Store	$61.02
F&B Restaurant	$167.39
Optional Tour	$139.65
Gift- Self	$265.12
Gift-Others	$72.47
Local Trans	$65.52
Other	$23.04

[A]

On-Island – FY2018 Tracking
Food & Beverage - Hotel

	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
MEAN	$109.29			

[A]
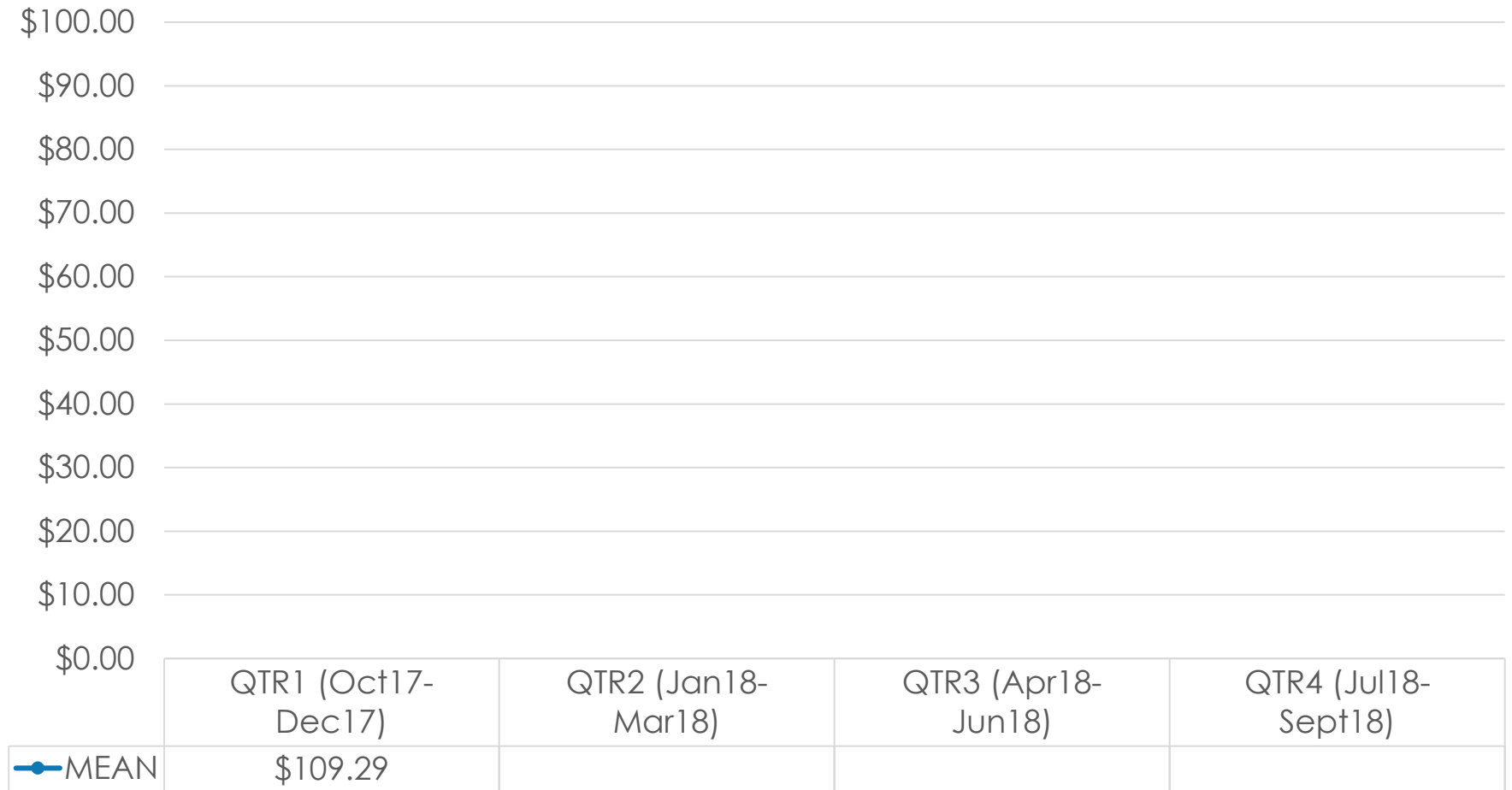
On-Island – FY2018 Tracking
Food & Beverage – Fast Food/ Convenience Store

	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
MEAN	$61.02			

[A]
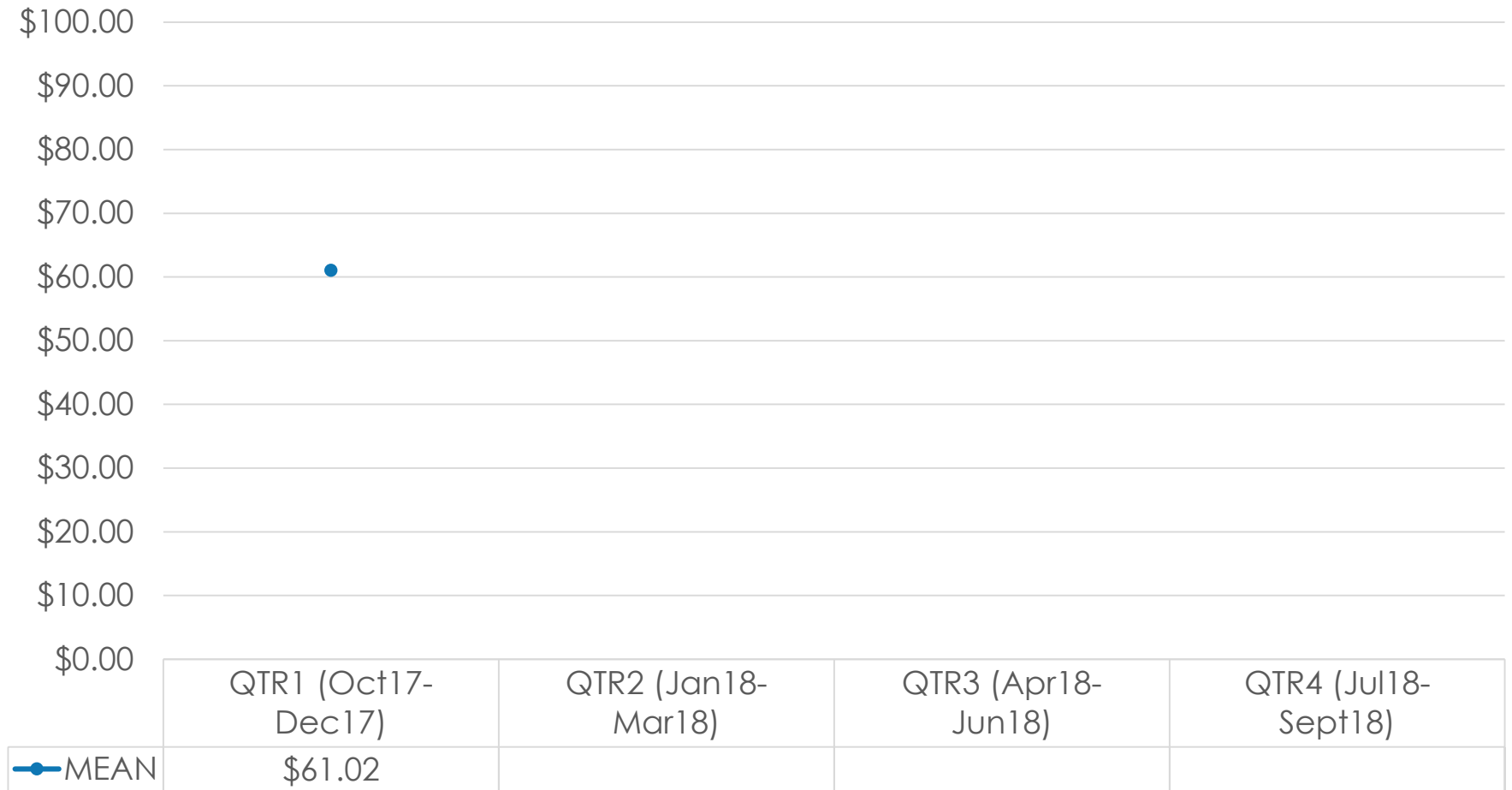
On-Island – FY2018 Tracking
Food & Beverage – Restaurant/ Drinking Est Outside Hotel

	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
MEAN	$167.39			

[A]
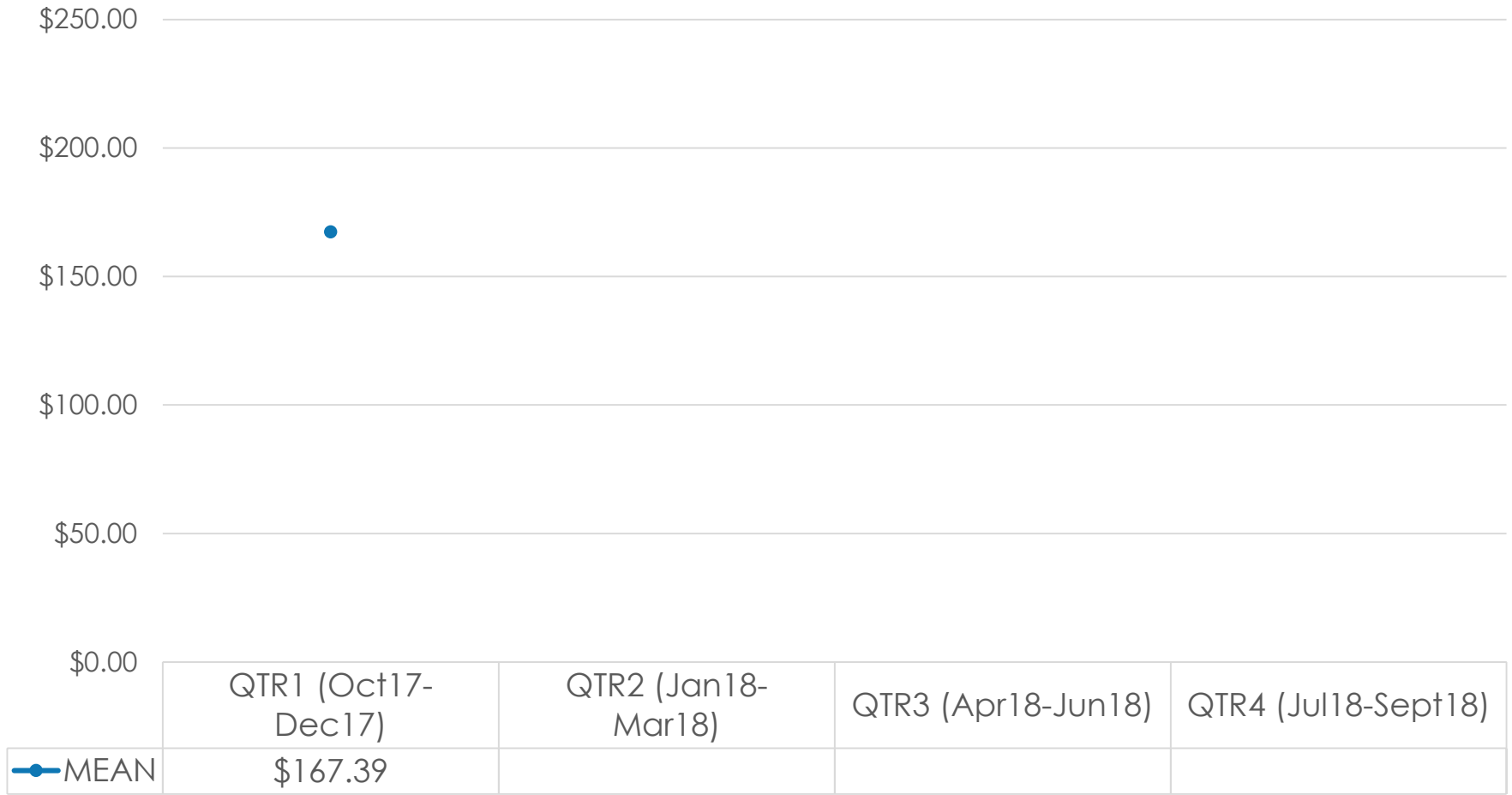
On-Island – FY2018 Tracking
Optional tour/ Activities

	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
MEAN	$139.65			

[A]
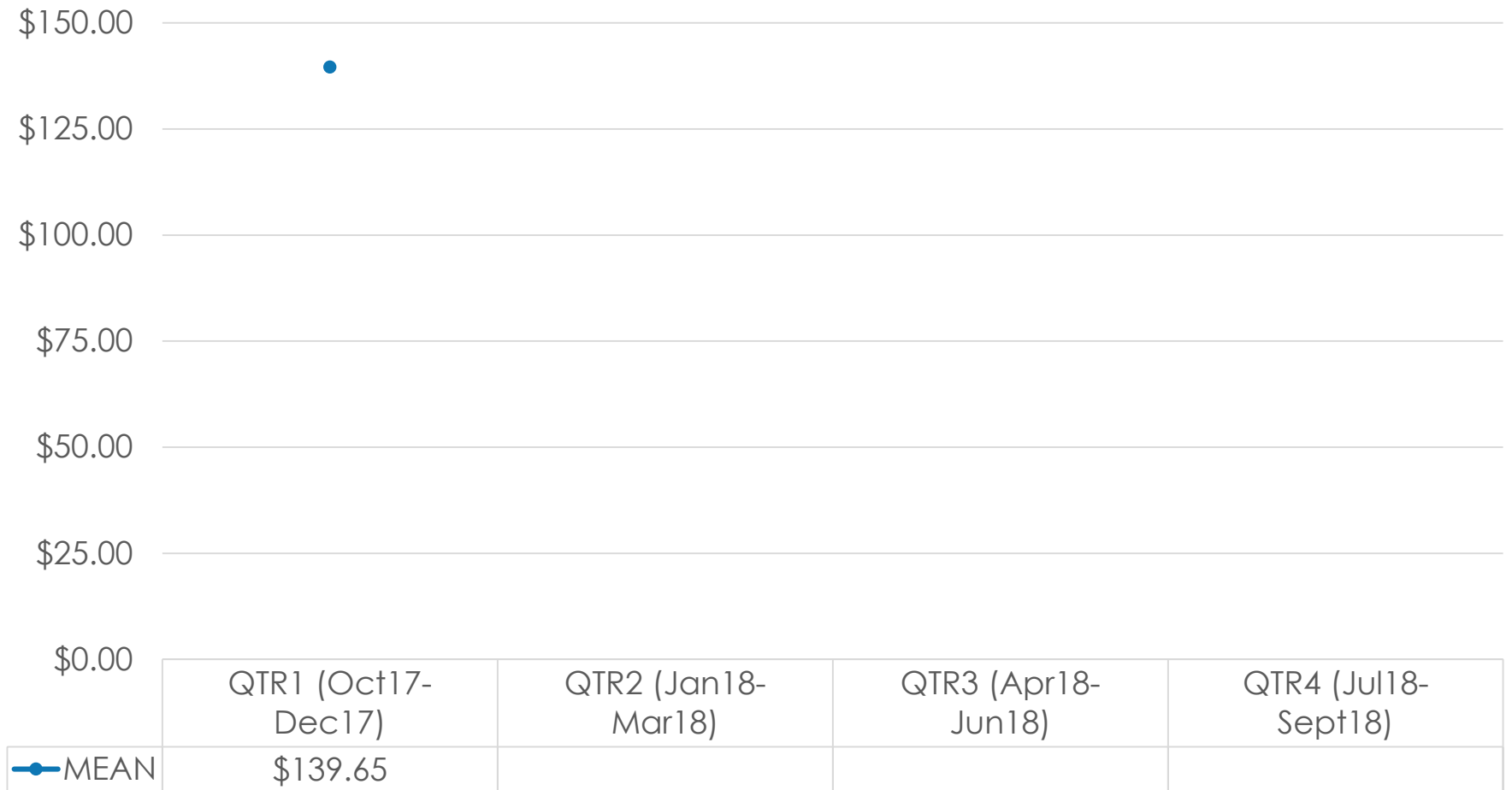
On-Island – FY2018 Tracking
Gift/ Souvenir – Self/ Companion

	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
MEAN	$265.12			

[A]
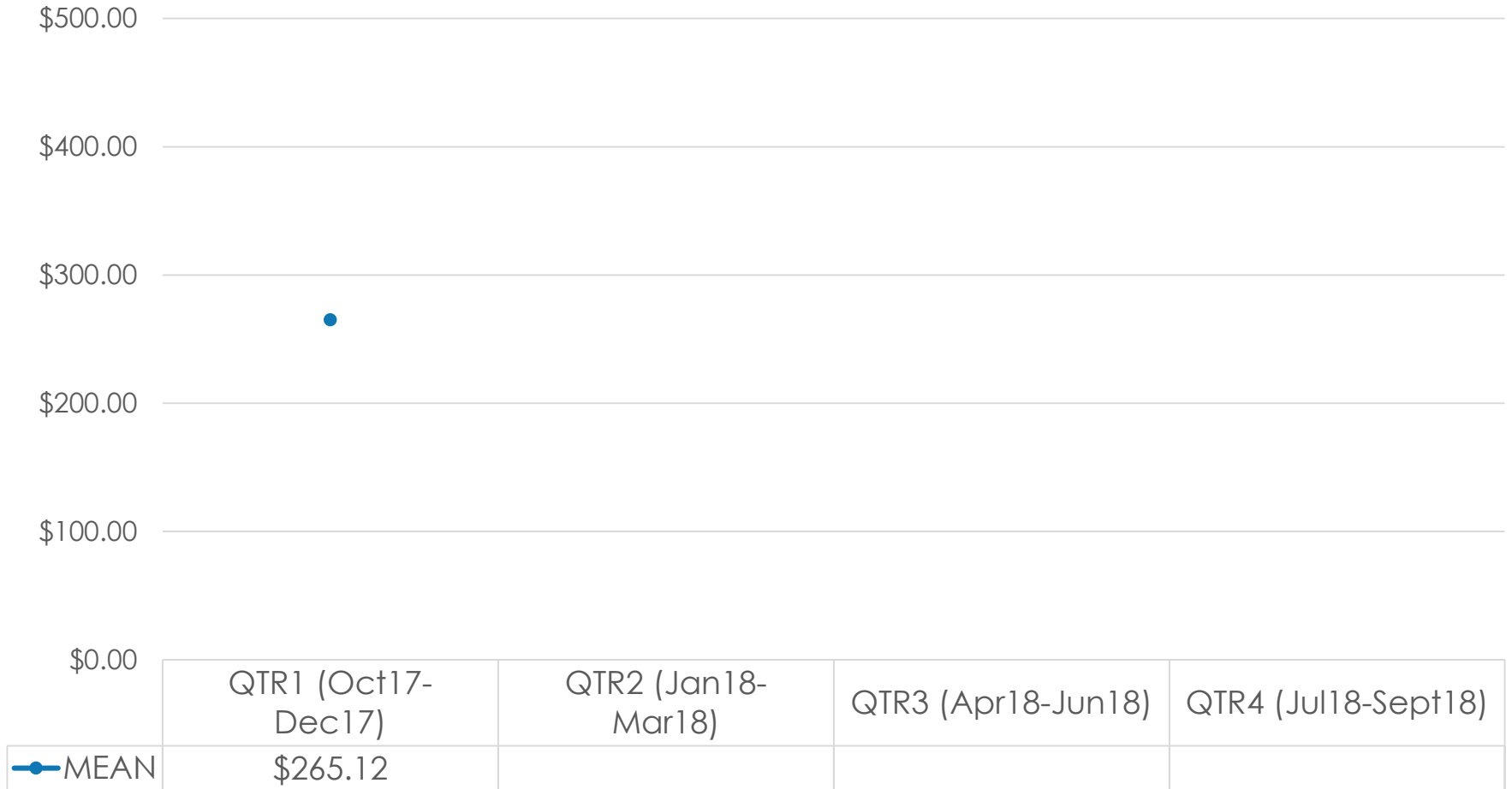
On-Island – FY2018 Tracking
Gift/ Souvenir – Friends/ Family

	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
MEAN	$72.47			

[A]
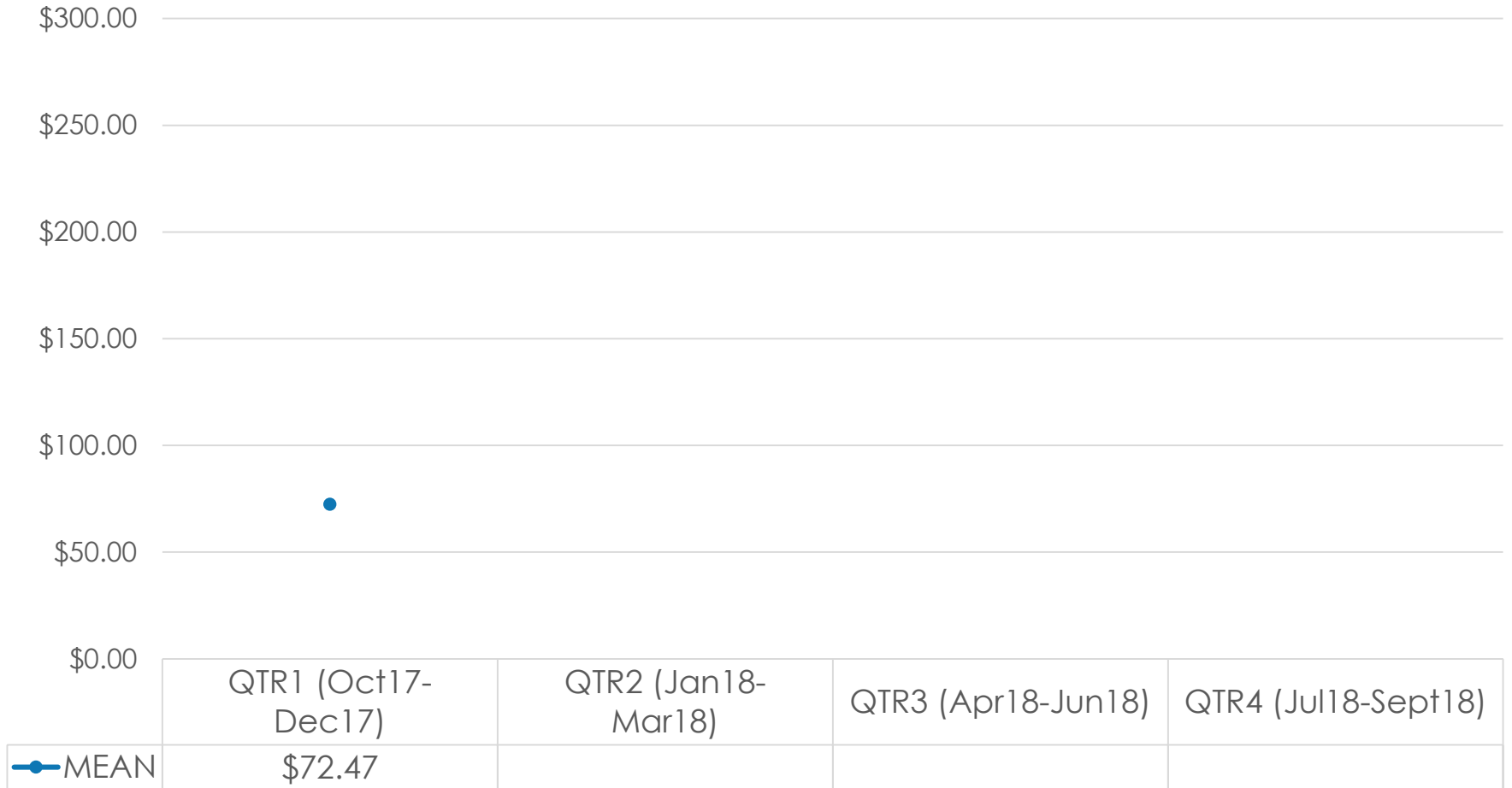
On-Island – FY2018 Tracking
Local Transportation

	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
MEAN	$65.52			

[A]
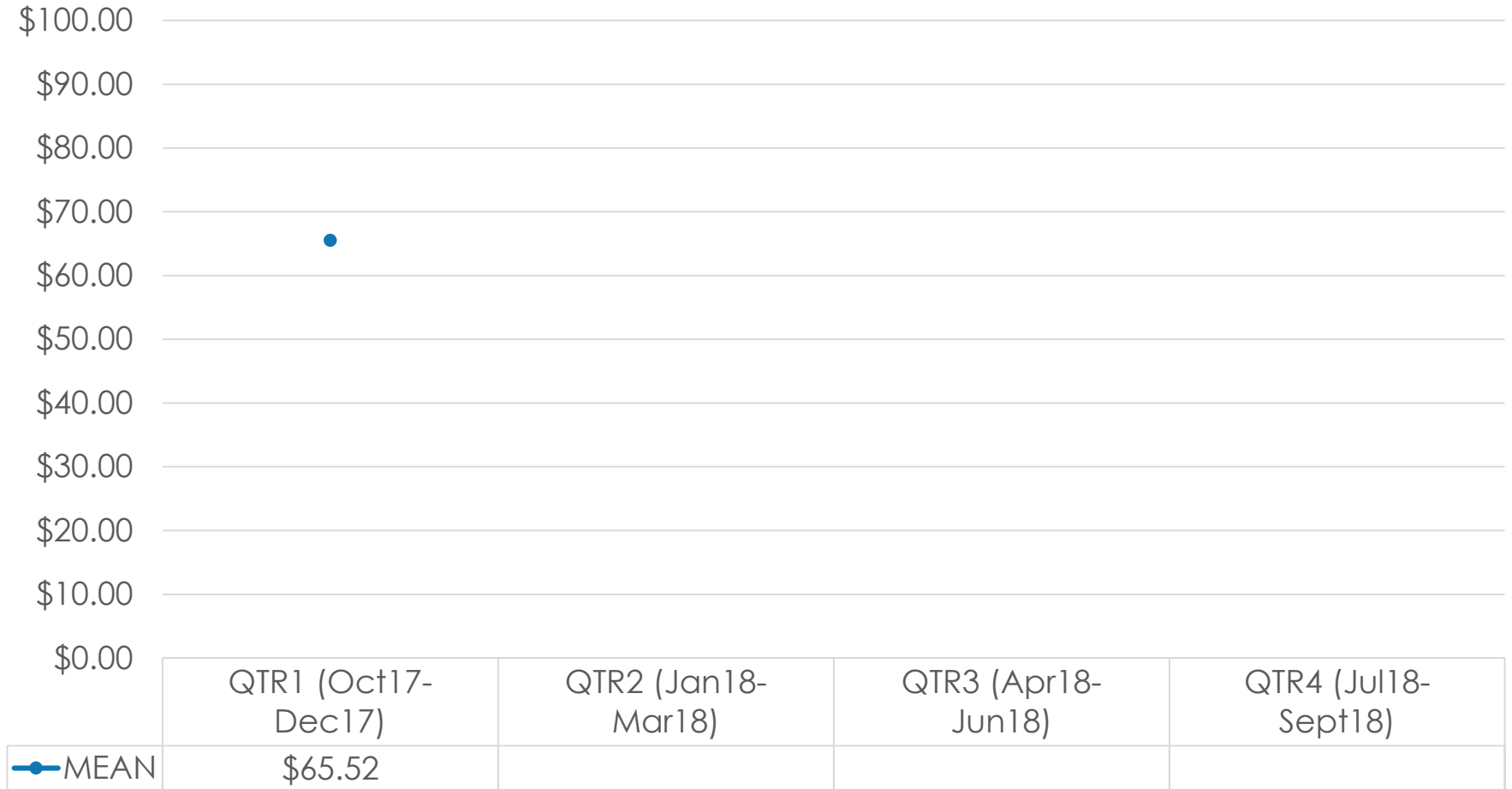
On-Island – FY2018 Tracking
Other Not Included

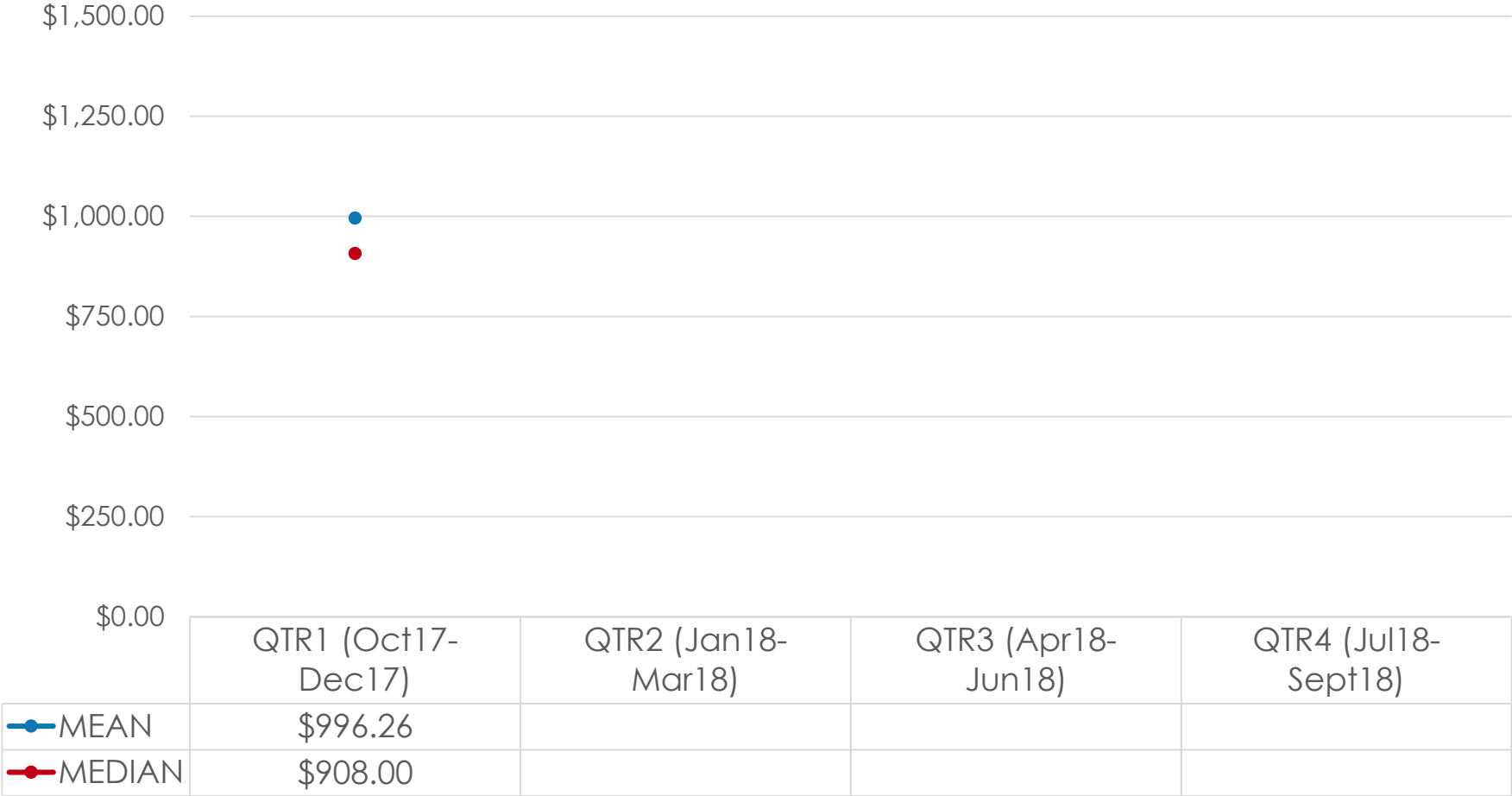|	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
MEAN	$23.04			

[A]
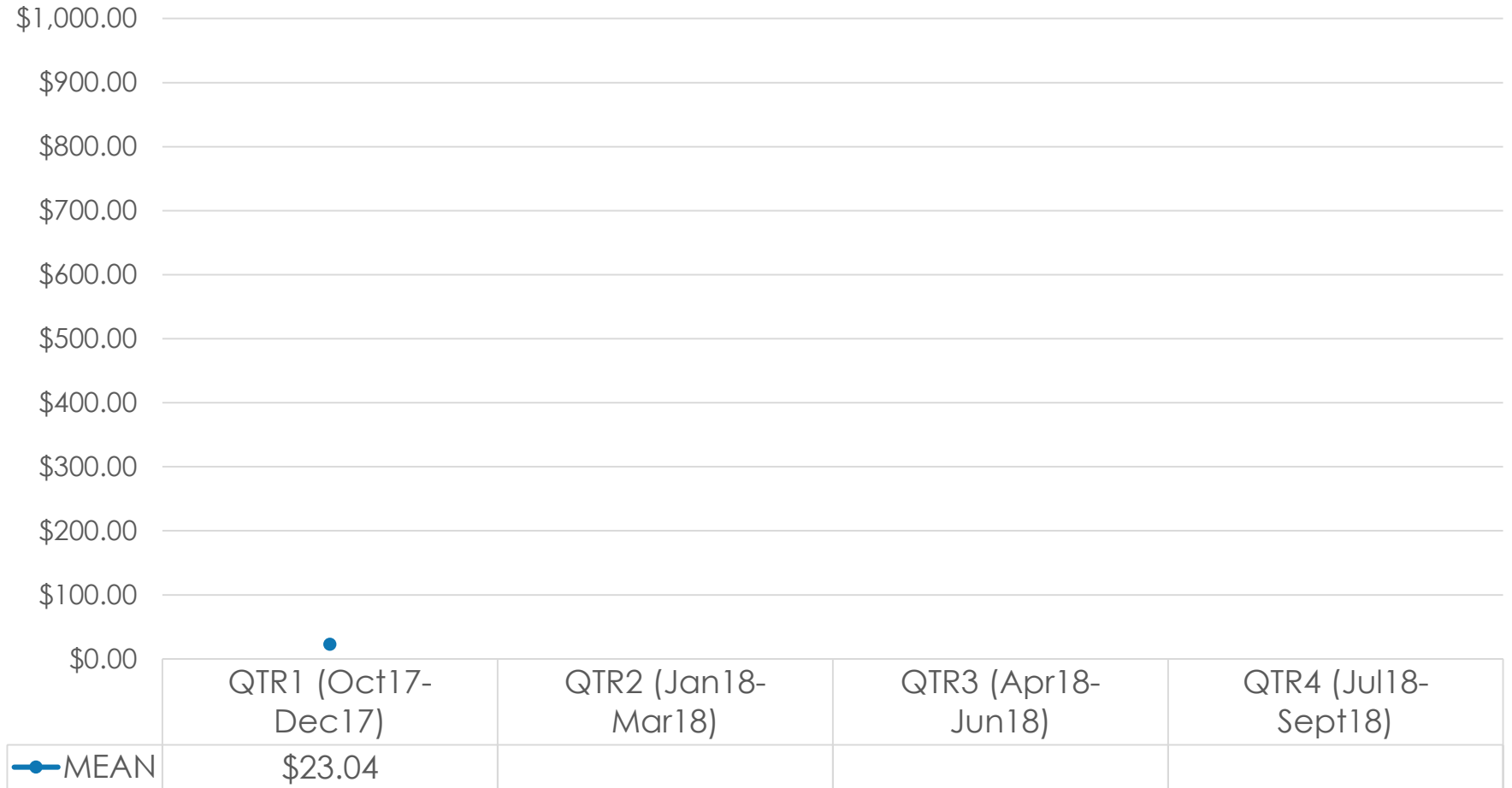
TOTAL (On-Isle + Prepaid) Expenditures Per Person

- $996.26 = overall mean average prepaid & on-isle expense by respondent

[A]

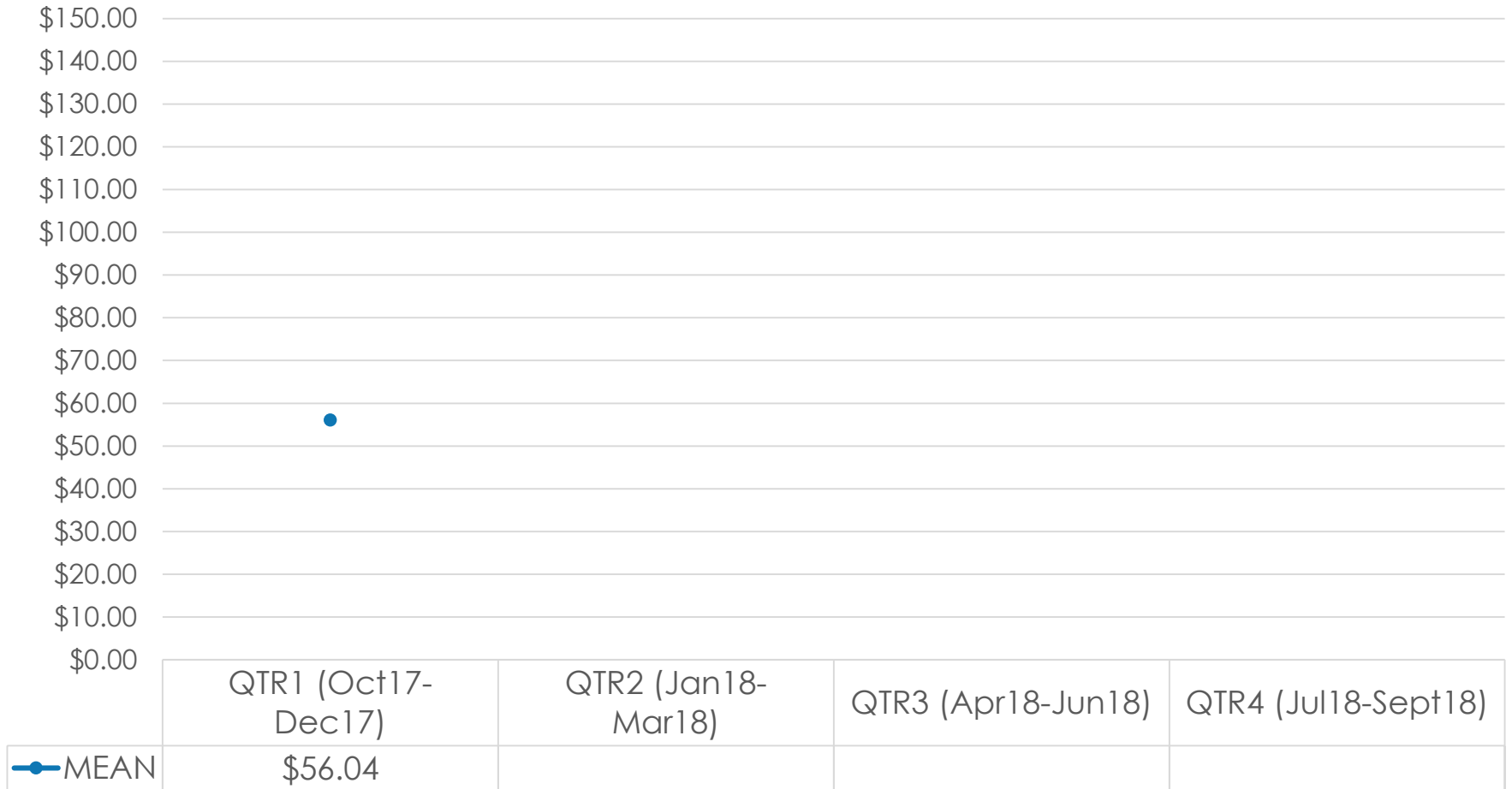# TOTAL Per Person Expenditures – FY2018 Tracking

	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
●— MEAN	$996.26			
●— MEDIAN	$908.00			

[A]

TOTAL Per Person Expenditures – Key Segments

GVB EXIT SURVEY
TOTAL- PER PERSO

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
TOTAL PP	Mean	$996.26	$935.53	$2,364.88	.	$1,033.34	$814.47	$863.78	$969.12	$953.55
	Median	$908	$984	$2,605	.	$936	$801	$815	$890	$860

Prepared by Anthology Research

GUAM AIRPORT EXPENDITURE – FY2018 Tracking

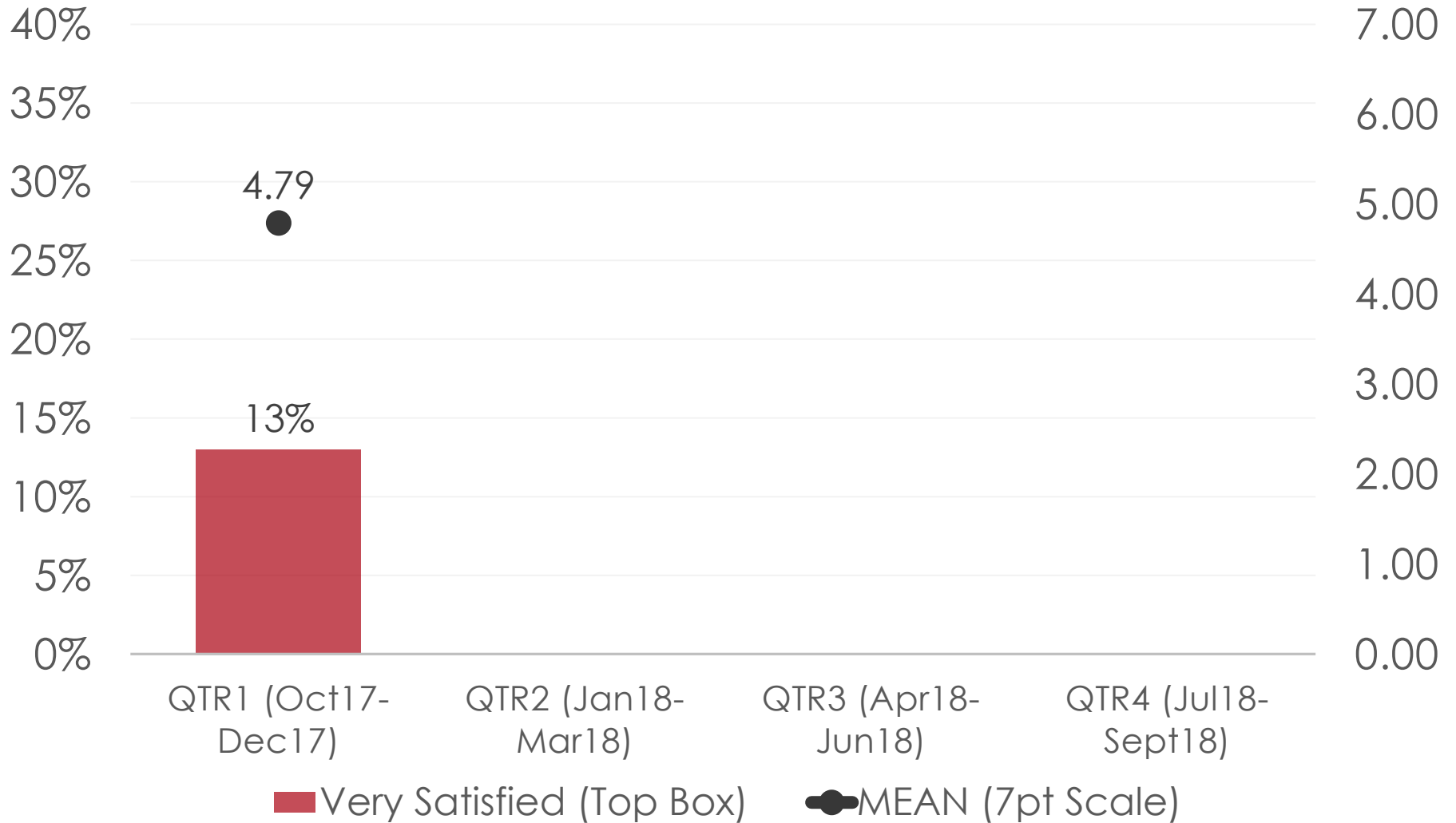|	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
—●—MEAN	$56.04			

[A]

SECTION 4
VISITOR SATISFACTION
BEHAVIOR

OVERALL SATISFACTION

Chart showing Overall Satisfaction by quarter.

- Left axis: 0% to 40%
- Right axis: 0.00 to 7.00

QTR1 (Oct17-Dec17): Very Satisfied (Top Box) 13%, MEAN (7pt Scale) 4.79
QTR2 (Jan18-Mar18): (no data)
QTR3 (Apr18-Jun18): (no data)
QTR4 (Jul18-Sept18): (no data)

Legend: ■ Very Satisfied (Top Box) ●— MEAN (7pt Scale)

[A]

POSITIVE ASPECT OF TRIP

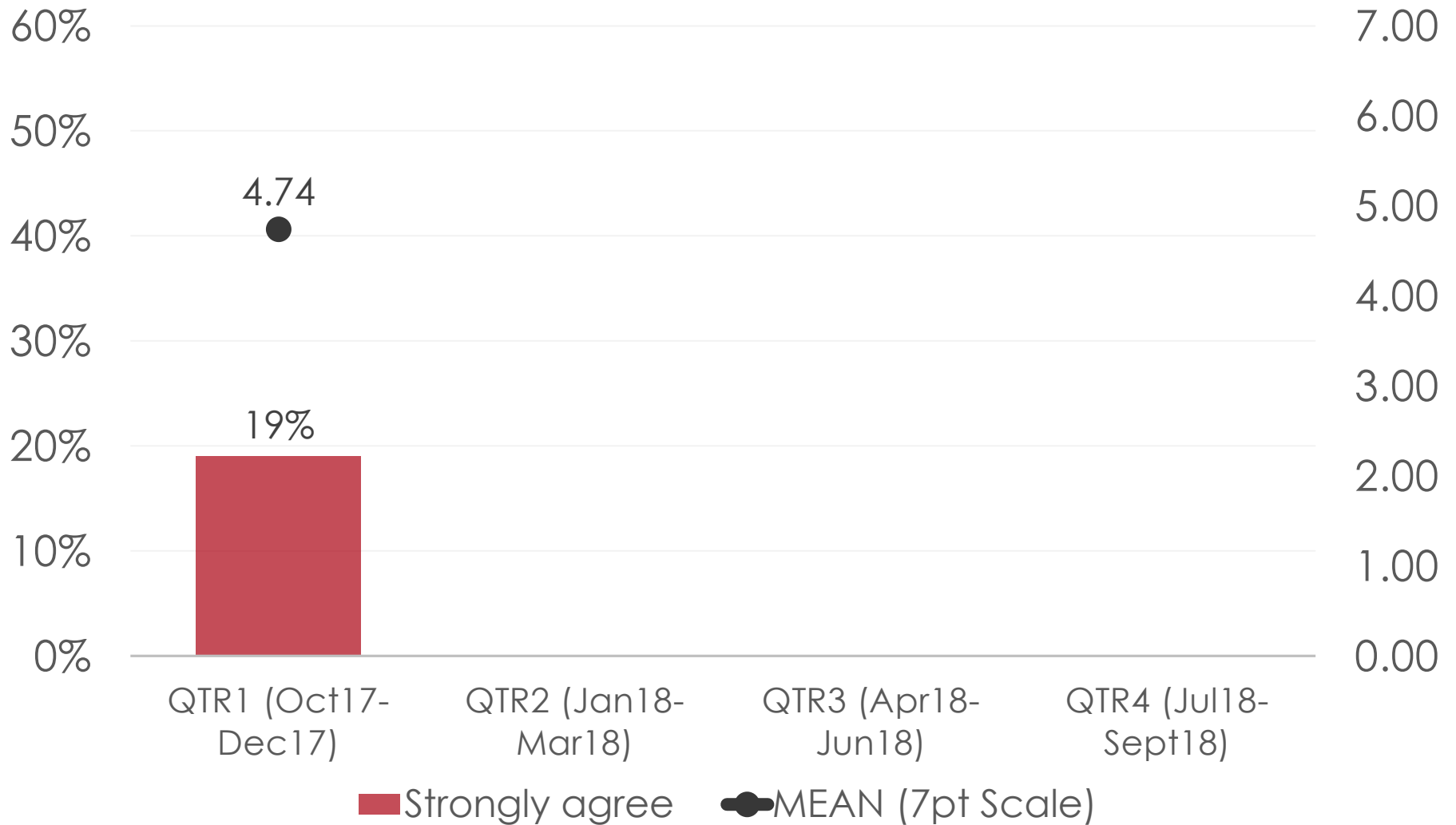| Category	Percentage
Hotel/ accommodation	16%
Pkg tour/ activity	14%
Event- participate	13%
Event- family	12%
Natural beauty	11%
Friendly/ Warm ppl	9%
Relaxing	8%
Beach/ Ocean	7%
Safety	4%
Weather	3%

[A]

NEGATIVE ASPECT OF TRIP

Category	Percentage
Nothing	41%
Activities- variety	14%
Expensive/ Cost	10%
Customer service	8%
Immigration	5%
Food- variety	5%
Food- quality	3%
Driving exp	3%
Ground Trans	2%
Not enough local culture	2%

[A]

Guam was better than expected

Chart showing QTR1 (Oct17-Dec17): Strongly agree 19%, MEAN (7pt Scale) 4.74. QTR2 (Jan18-Mar18), QTR3 (Apr18-Jun18), QTR4 (Jul18-Sept18) have no data.

Legend: Strongly agree | MEAN (7pt Scale)

[A]

I had no communication problems

4.62

8%

QTR1 (Oct17-Dec17) QTR2 (Jan18-Mar18) QTR3 (Apr18-Jun18) QTR4 (Jul18-Sept18)

■ Strongly agree ●—MEAN (7pt Scale)

[A]

I will recommend Guam to friends

Sites on Guam were attractive

Chart showing "Sites on Guam were attractive" with bar for Strongly agree and MEAN (7pt Scale).

- QTR1 (Oct17-Dec17): 20% Strongly agree, MEAN 5.03
- QTR2 (Jan18-Mar18)
- QTR3 (Apr18-Jun18)
- QTR4 (Jul18-Sept18)

Legend: Strongly agree | MEAN (7pt Scale)

[A]

I plan to visit Guam again

Chart showing "I plan to visit Guam again" with left axis as percentage (0% to 50%) and right axis as 7pt scale (0.00 to 7.00).

	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
Strongly agree	22%			
MEAN (7pt Scale)	4.81			

Legend: ■ Strongly agree ●— MEAN (7pt Scale)

[A]

Not enough night time activities

Tour guides were professional

Chart showing "Strongly agree" percentage and MEAN (7pt Scale) by quarter.

- QTR1 (Oct17-Dec17): Strongly agree 17%, MEAN 5.40
- QTR2 (Jan18-Mar18)
- QTR3 (Apr18-Jun18)
- QTR4 (Jul18-Sept18)

Legend: Strongly agree | MEAN (7pt Scale)

[A]

Tour drivers were professional

50%   7.00

5.49

40%   6.00

              5.00

30%   4.00

25%

20%   3.00

           2.00

10%   1.00

0%   0.00

QTR1 (Oct17-Dec17)   QTR2 (Jan18-Mar18)   QTR3 (Apr18-Jun18)   QTR4 (Jul18-Sept18)

■ Strongly agree   ●—MEAN (7pt Scale)

[A]

Taxi drivers were professional

50%
40%
30%
20%
10%
0%

7.00
6.00
5.00
4.00
3.00
2.00
1.00
0.00

5.28

21%

QTR1 (Oct17-Dec17)   QTR2 (Jan18-Mar18)   QTR3 (Apr18-Jun18)   QTR4 (Jul18-Sept18)

■ Strongly agree   ●—MEAN (7pt Scale)

81

[A]

Taxis were clean

Chart showing survey results for "Taxis were clean" by quarter.

- 5.12 — MEAN (7pt Scale), QTR1 (Oct17-Dec17)
- 18% — Strongly agree, QTR1 (Oct17-Dec17)

X-axis: QTR1 (Oct17-Dec17), QTR2 (Jan18-Mar18), QTR3 (Apr18-Jun18), QTR4 (Jul18-Sept18)

Left axis: 0% – 50%
Right axis: 0.00 – 7.00

Legend: ■ Strongly agree ● MEAN (7pt Scale)

[A]

Guam airport was clean

5.12

13%

QTR1 (Oct17-Dec17)   QTR2 (Jan18-Mar18)   QTR3 (Apr18-Jun18)   QTR4 (Jul18-Sept18)

■ Strongly agree   ●—MEAN (7pt Scale)

[A]

Ease of getting around

Chart showing "Ease of getting around" survey results by quarter. QTR1 (Oct17-Dec17): Very Satisfied = 18%, MEAN (7pt Scale) = 4.85. QTR2 (Jan18-Mar18), QTR3 (Apr18-Jun18), and QTR4 (Jul18-Sept18) have no data shown.

Legend: Very Satisfied (red bar), MEAN (7pt Scale) (black dot)

[A]

Safety walking around at night

Chart showing:
- Y-axis (left): 0% to 60%
- Y-axis (right): 0.00 to 7.00
- QTR1 (Oct17-Dec17): Very Satisfied = 7%, MEAN (7pt Scale) = 4.73
- QTR2 (Jan18-Mar18)
- QTR3 (Apr18-Jun18)
- QTR4 (Jul18-Sept18)

Legend: ■ Very Satisfied ●— MEAN (7pt Scale)

[A]

Price of things on Guam

Chart showing Price of things on Guam satisfaction by quarter.

- QTR1 (Oct17-Dec17): Very Satisfied = 15%, MEAN (7pt Scale) = 5.20
- QTR2 (Jan18-Mar18)
- QTR3 (Apr18-Jun18)
- QTR4 (Jul18-Sept18)

Legend: Very Satisfied | MEAN (7pt Scale)

[A]

GENERAL SATISFACTION –
Quality/ Cleanliness

Chart showing "Very Satisfied (Top Box)" bars and "MEAN (7pt Scale)" line:

Category	Very Satisfied (Top Box)	MEAN (7pt Scale)
Beaches/ Parks	17%	4.79
Air/ Sky	27%	5.46
Parks	21%	5.25
Landscape Tumon	18%	5.13
Landscape Guam	17%	5.24
Ground Handler	11%	4.80
Transportation vehicle	18%	5.40

■ Very Satisfied (Top Box)   ●—MEAN (7pt Scale)

[A]
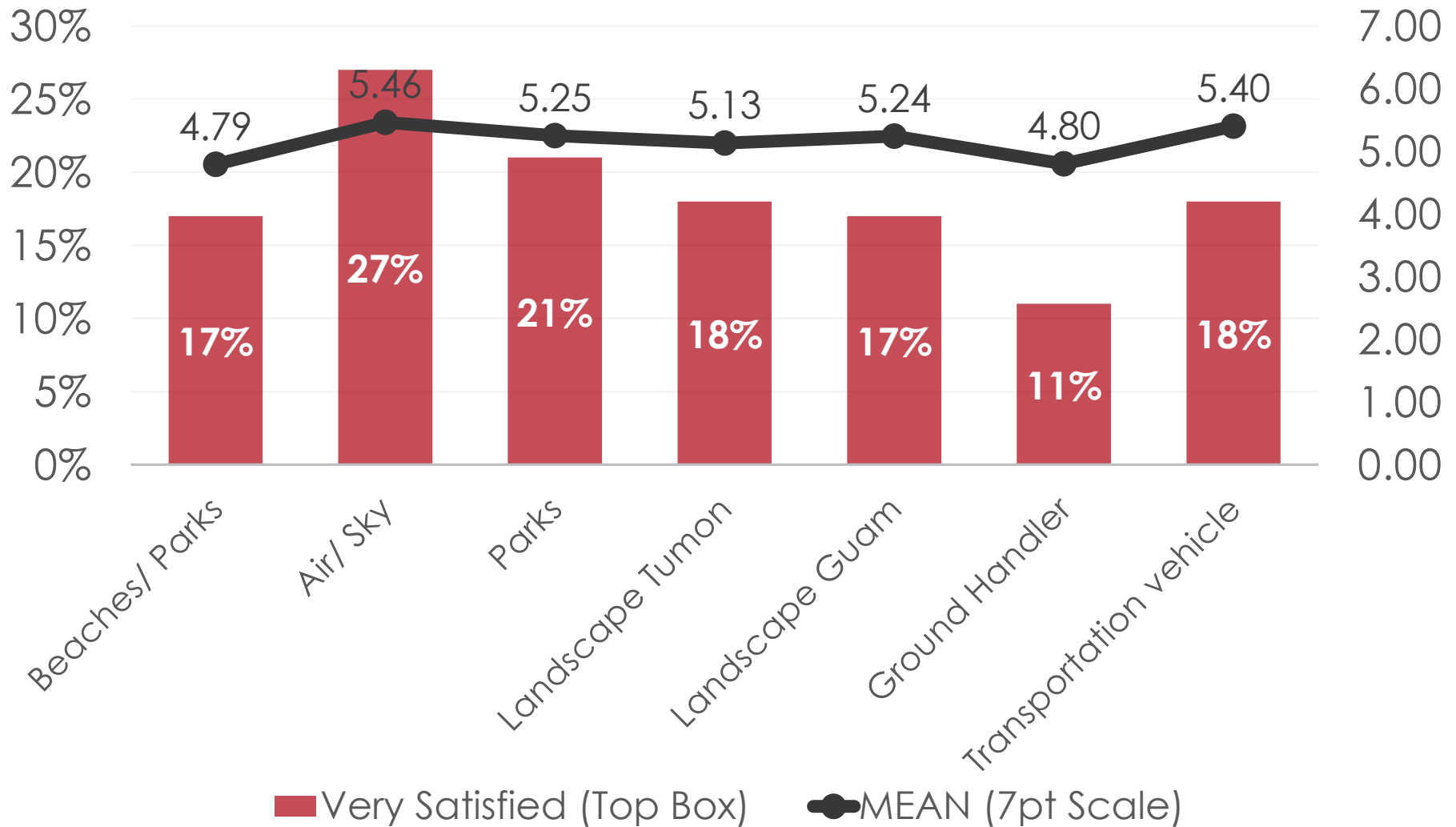
ACCOMMODATIONS –
OVERALL SATISFACTION
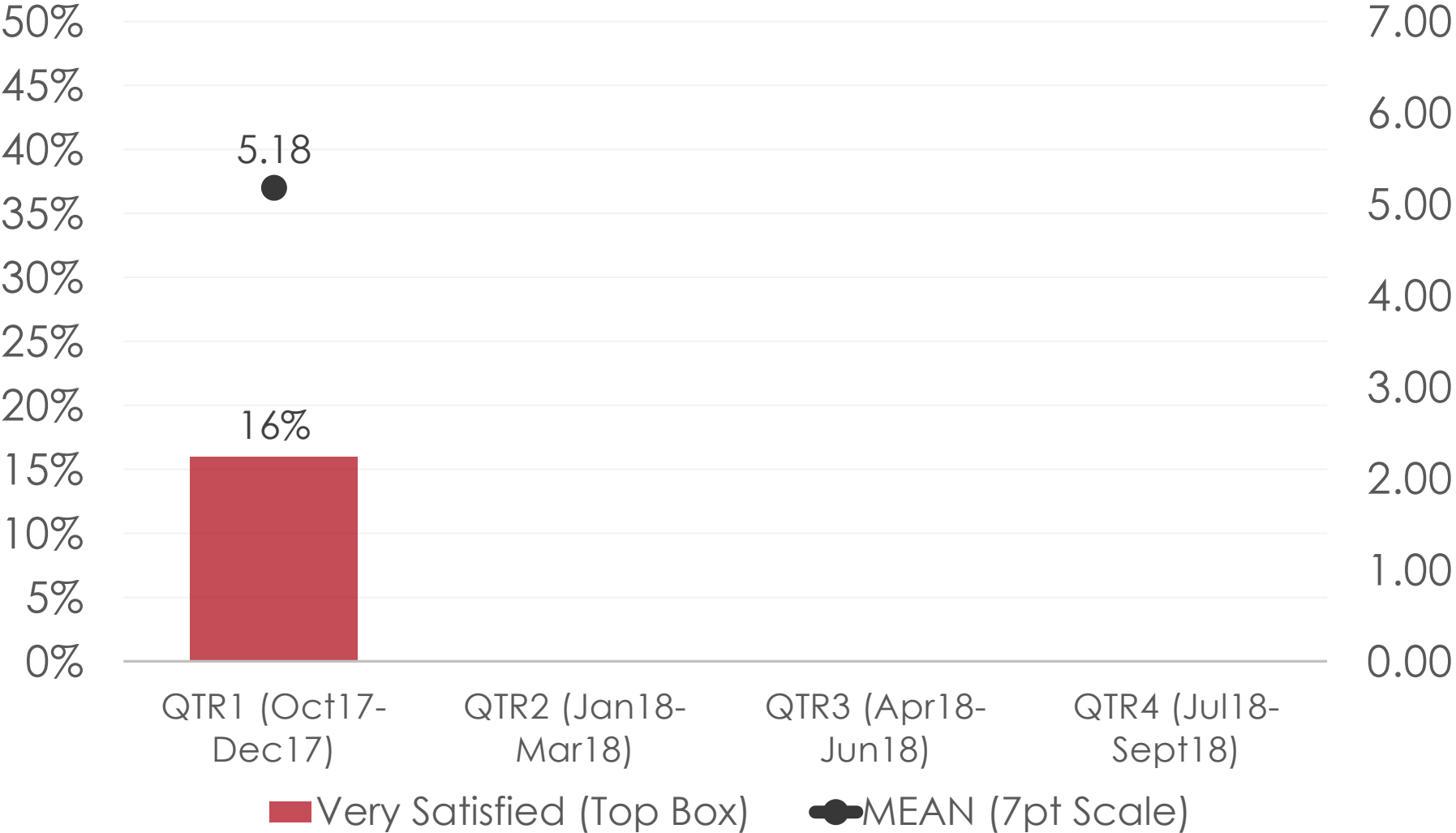
ACCOMMODATIONS –
Satisfaction by Category

Very Satisfied (Top Box) — MEAN (7pt Scale)

[A]
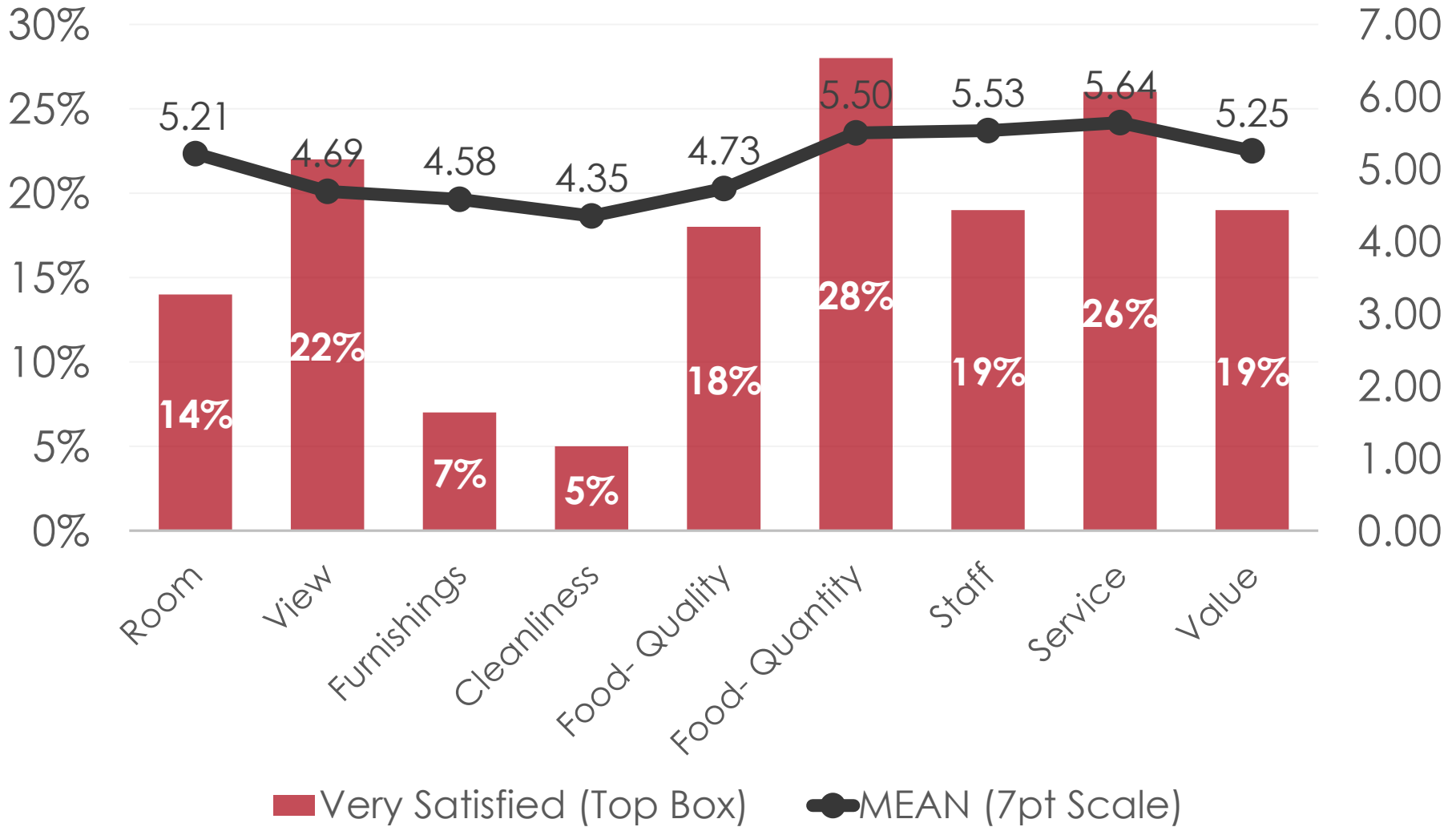
DINING EXPERIENCE (Outside Hotel) –
Satisfaction by Category

Very Satisfied (Top Box):
- Furnishings: 9%
- Cleanliness: 5%
- Food- Quality: 10%
- Food- Quantity: 12%
- Staff: 33%
- Service: 13%
- Value: 14%

MEAN (7pt Scale):
- Furnishings: 5.15
- Cleanliness: 3.90
- Food- Quality: 4.68
- Food- Quantity: 4.74
- Staff: 5.50
- Service: 5.44
- Value: 4.88
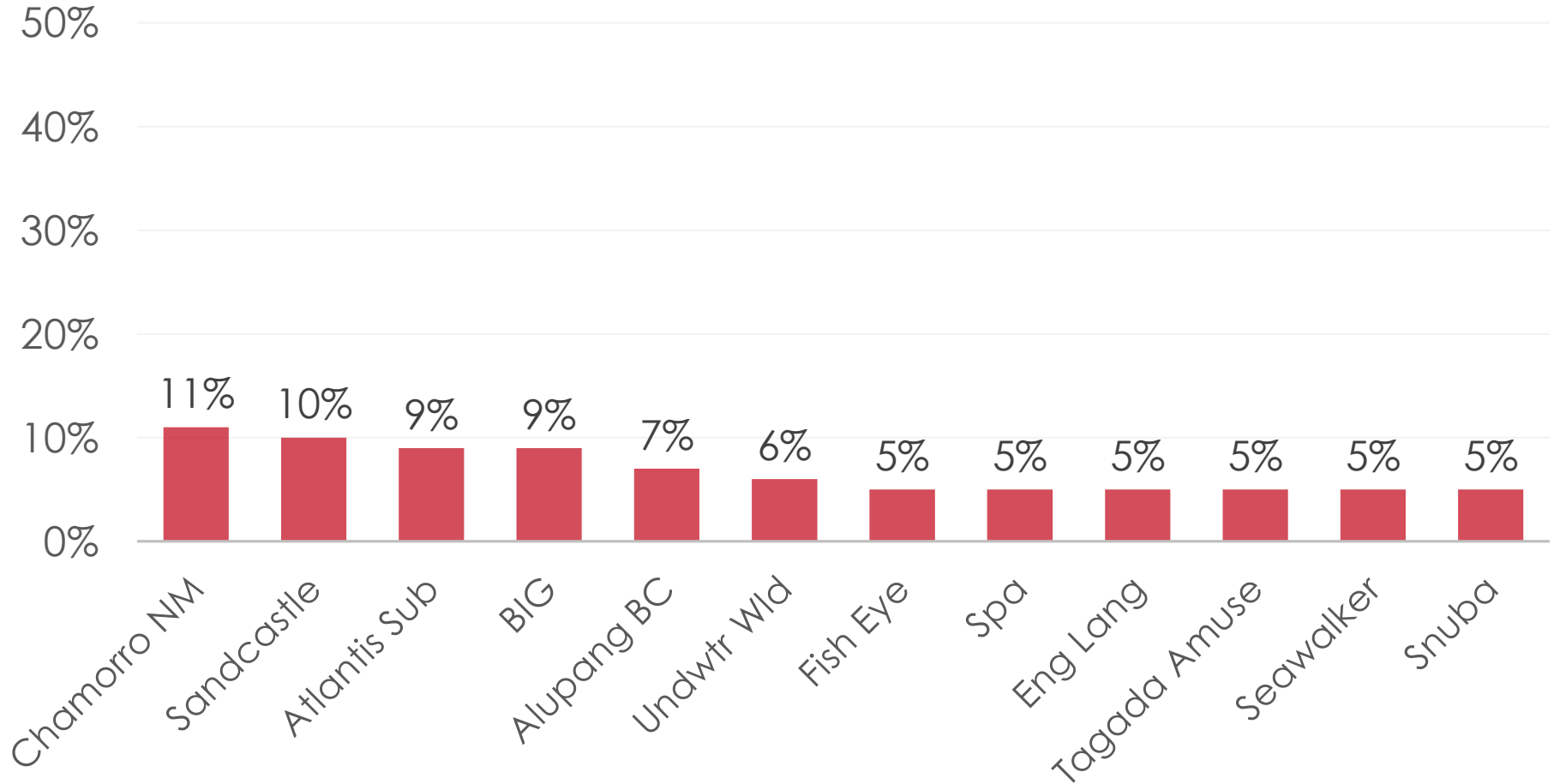
[A]
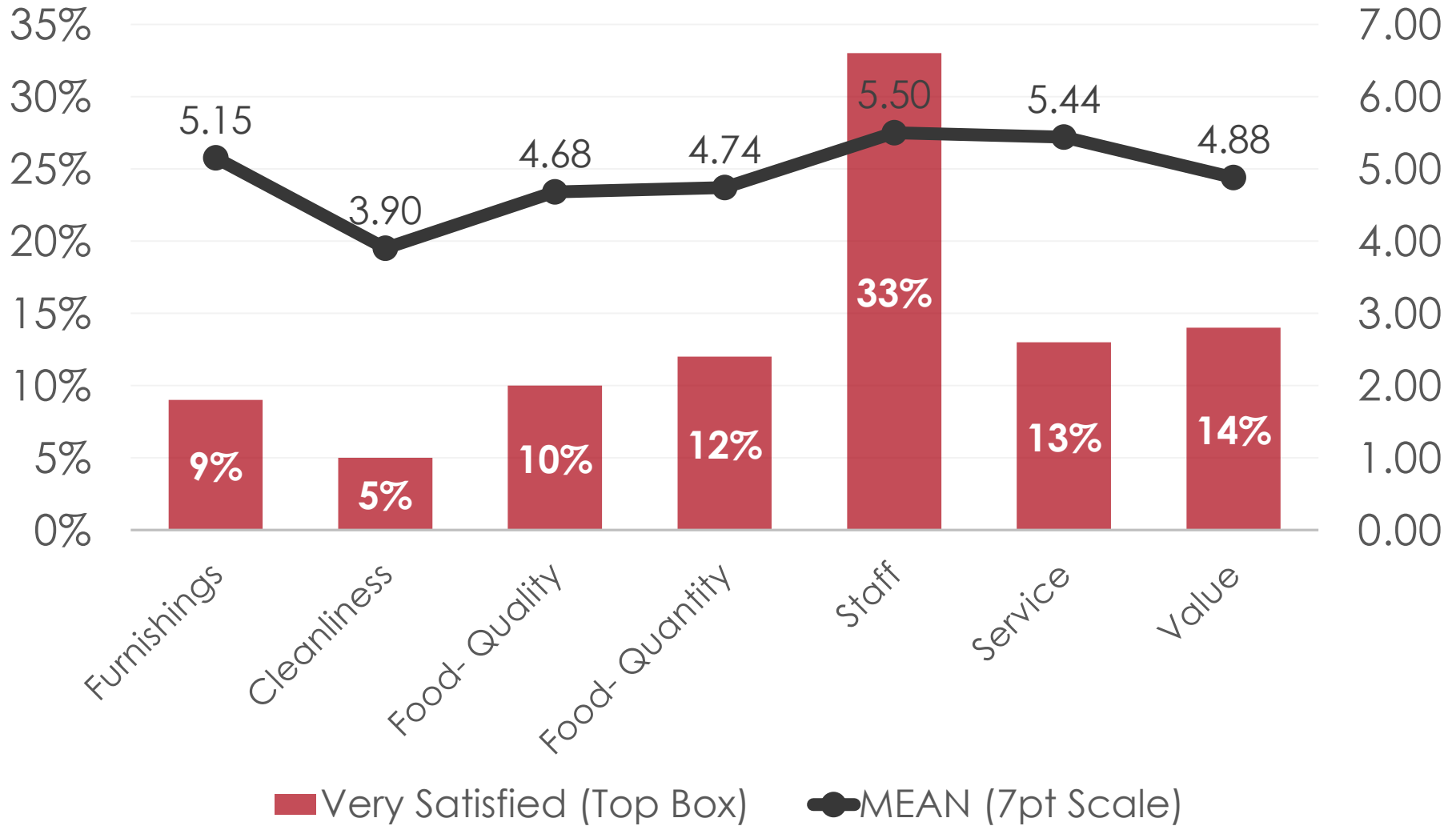
Shopping Malls/ Stores (Top Responses)

[A]
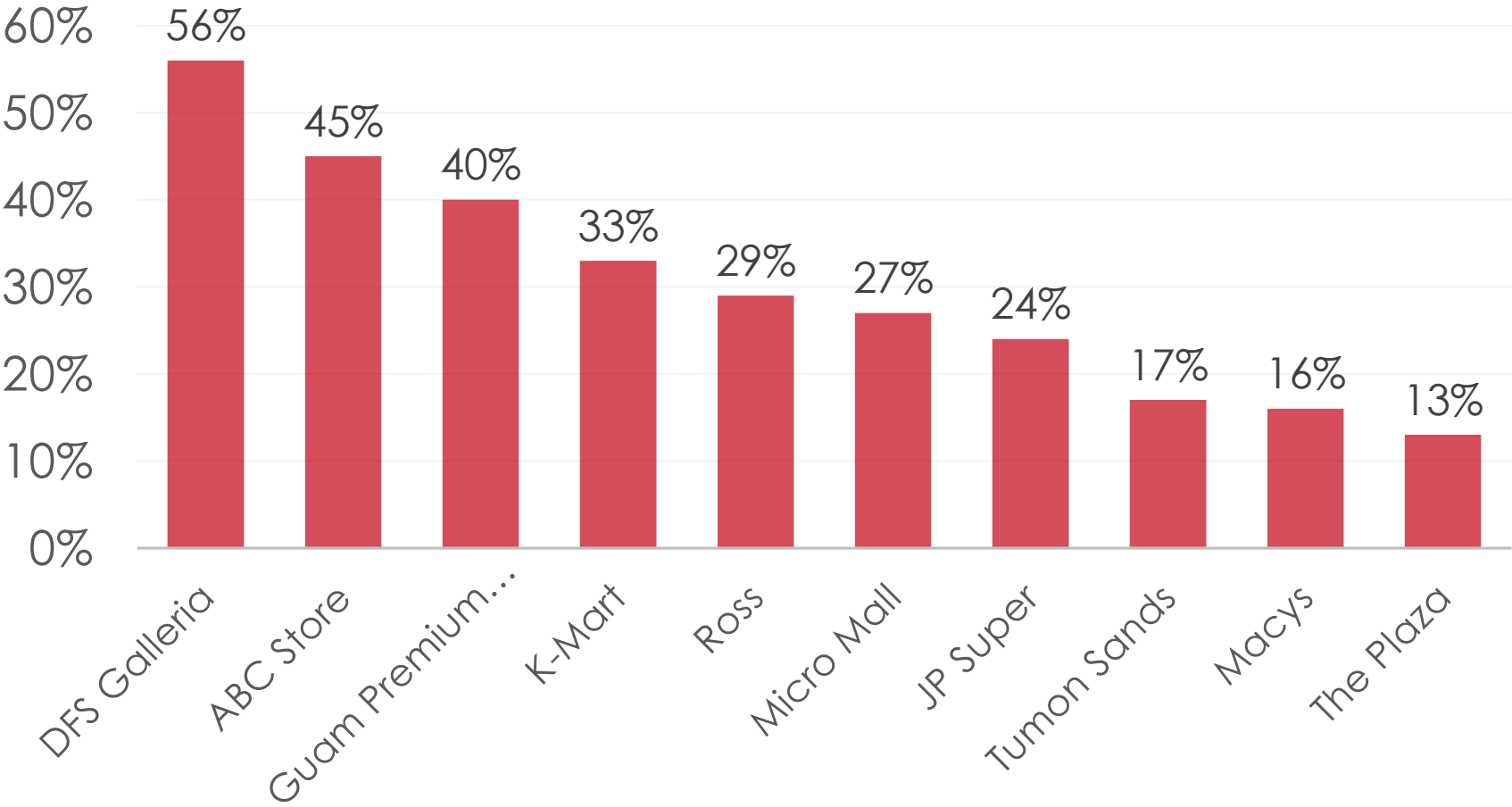
SHOPPING - SATISFACTION
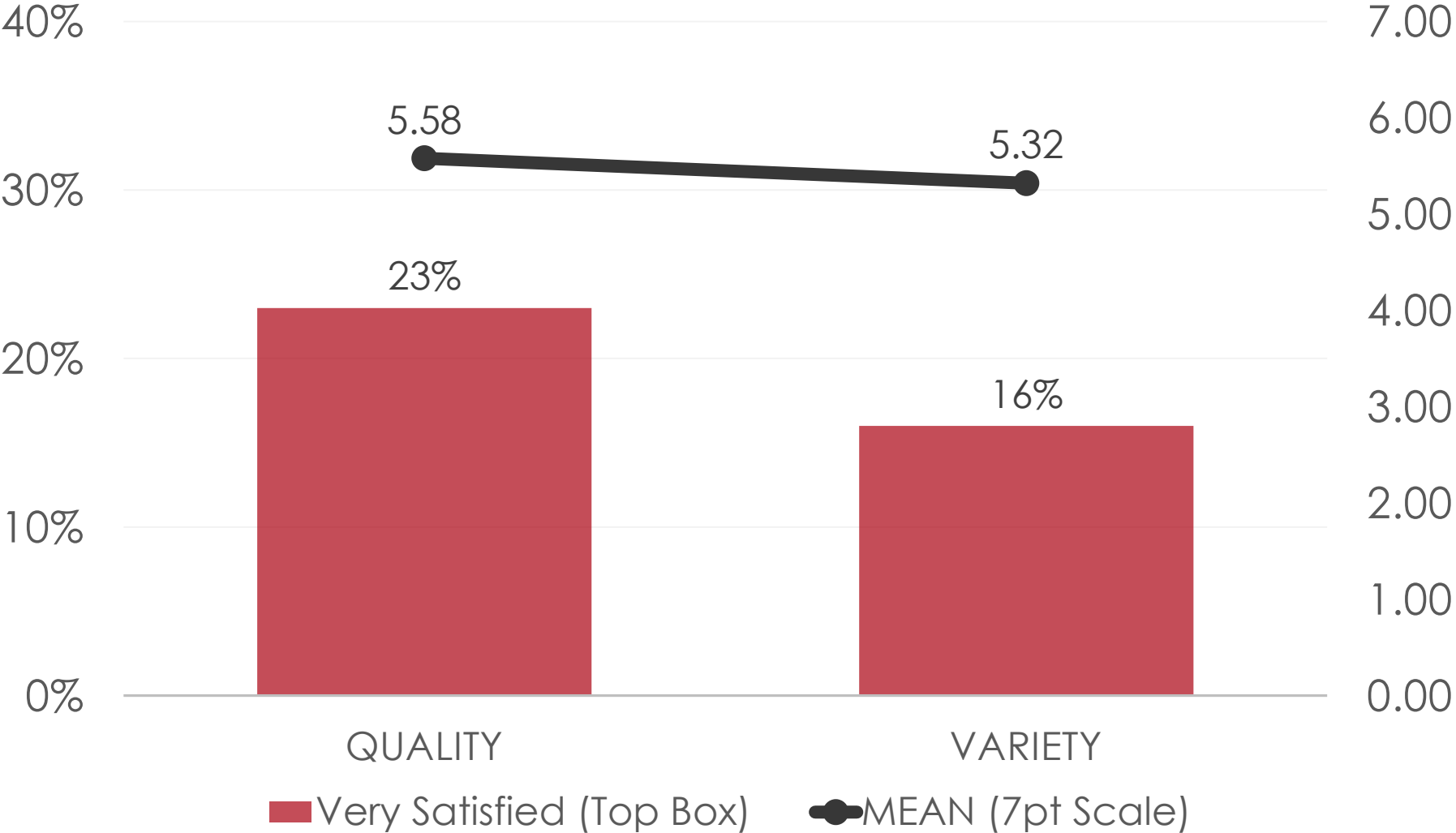
OPTIONAL TOUR PARTICIPATION – FY2018 Tracking

[A]

Optional Tour Participation
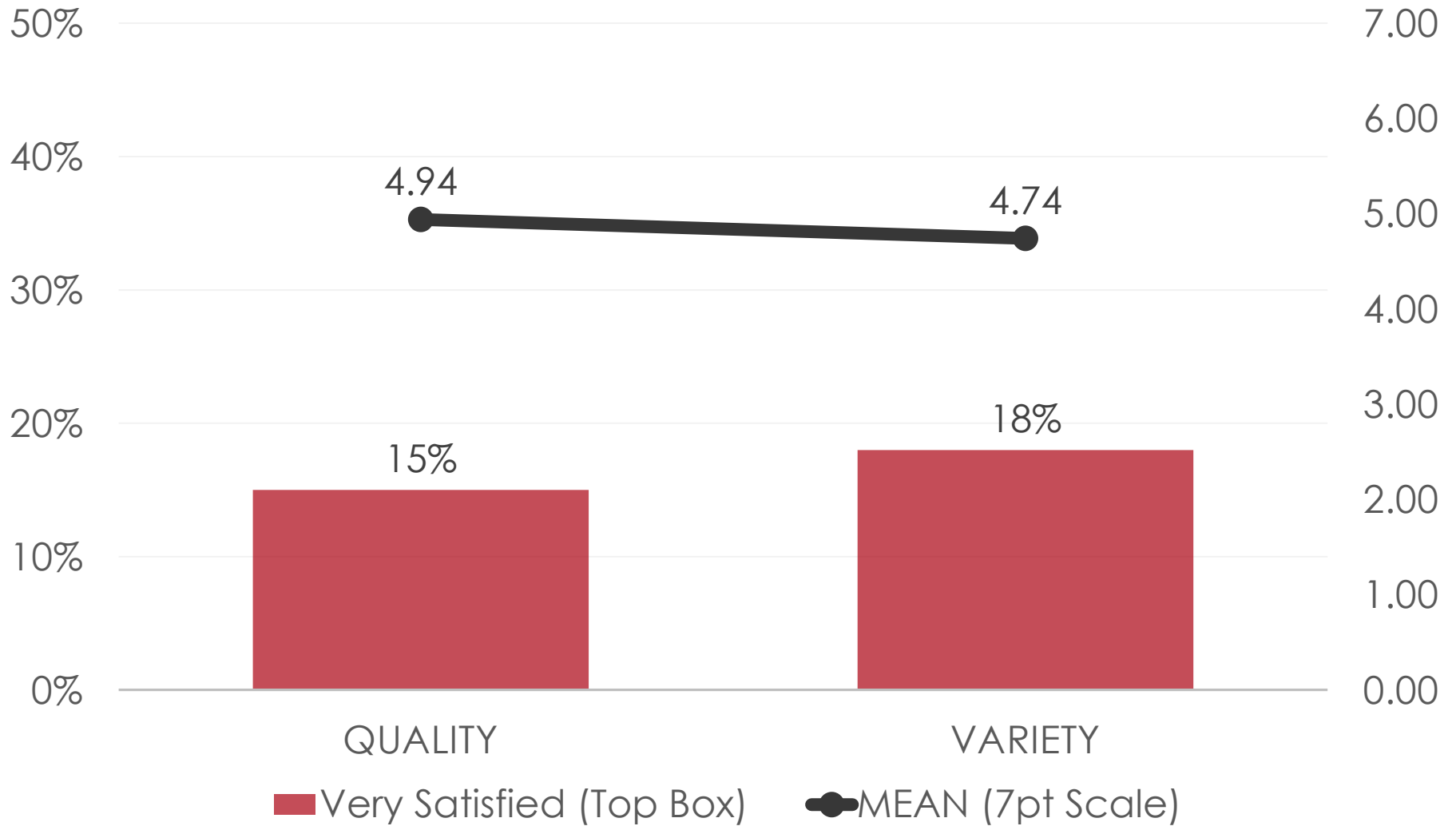# (Top Responses 5%+)

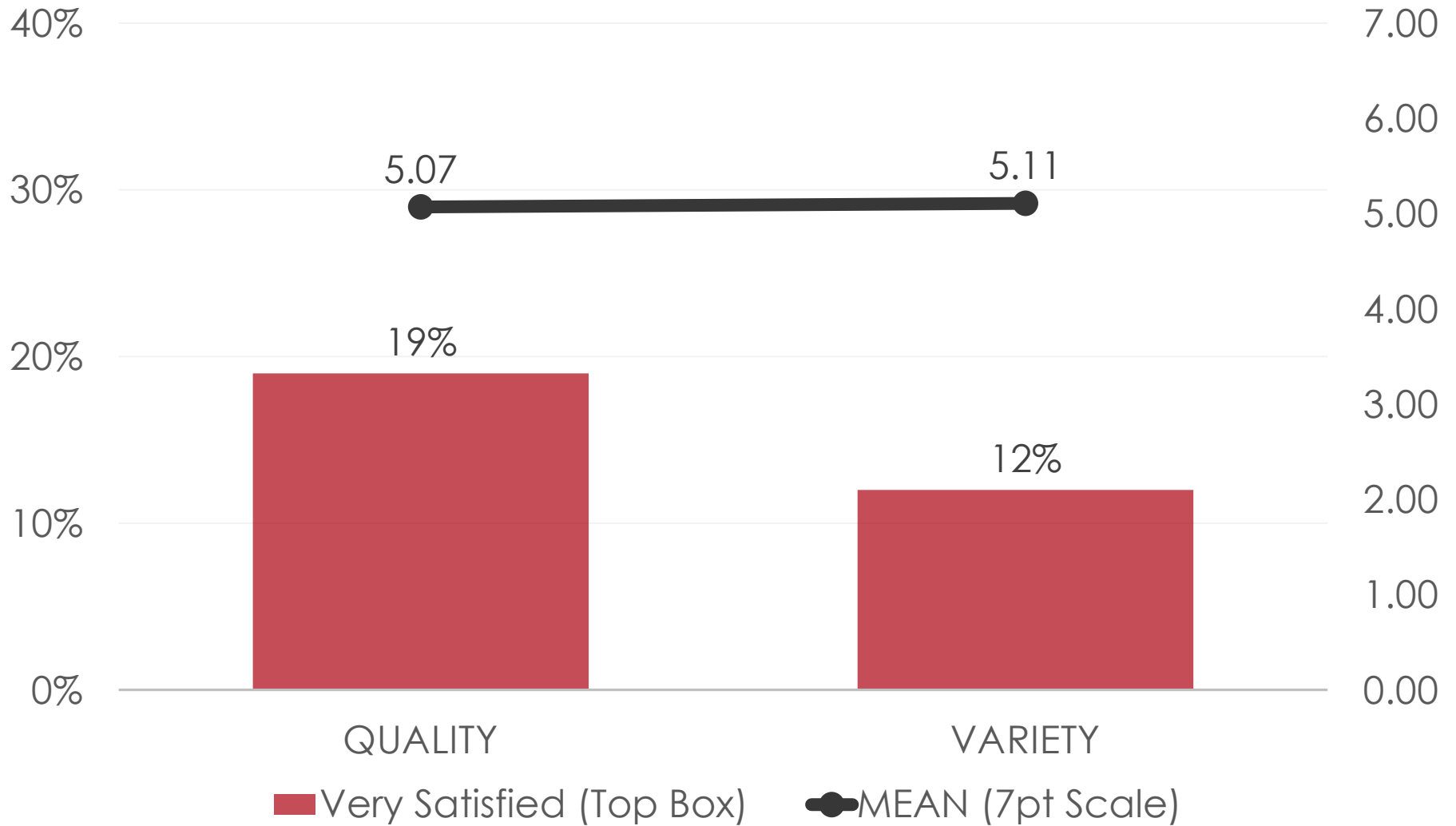Chart showing Optional Tour Participation percentages:
- Chamorro NM: 11%
- Sandcastle: 10%
- Atlantis Sub: 9%
- BIG: 9%
- Alupang BC: 7%
- Undwtr Wld: 6%
- Fish Eye: 5%
- Spa: 5%
- Eng Lang: 5%
- Tagada Amuse: 5%
- Seawalker: 5%
- Snuba: 5%

[A]
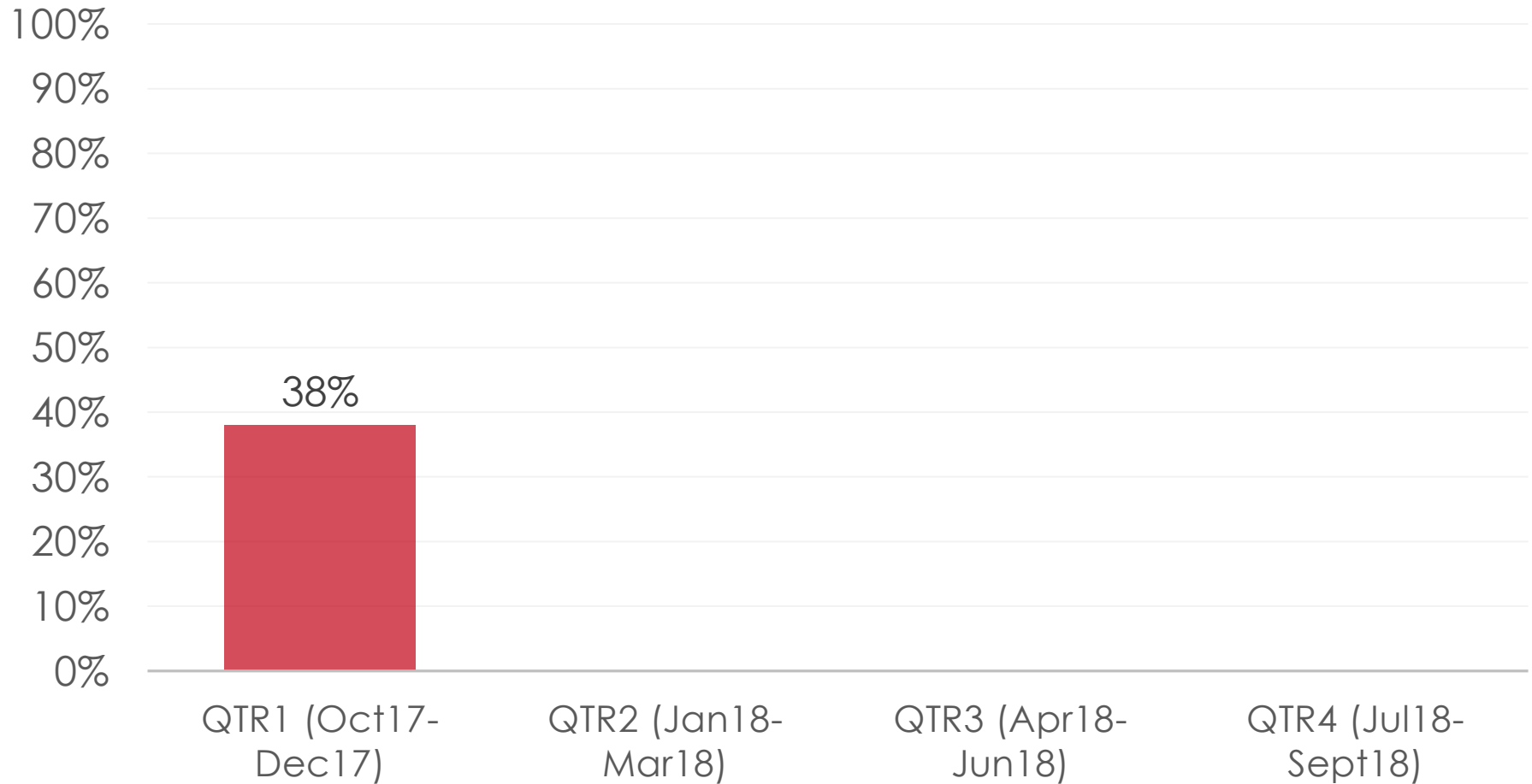
Optional Tour Satisfaction
Top Responses only - Participation (5%+)

Very Satisfied (Top Box) — MEAN (7pt Scale)

Categories: Chamorro NM, Sandcastle, Atlantis Sub, BIG, Alupang BC, Undwtr Wld, Fish Eye, Spa, Eng Lang, Tagada Amuse, Seawalker, Snuba

Very Satisfied (Top Box): 14%, 30%, 9%, 48%, 33%, 28%, 29%, 16%, 22%, 22%, 29%, 30%

MEAN (7pt Scale): 5.32, 5.94, 4.31, 6.27, 5.65, 5.72, 5.73, 5.76, 5.84, 5.67, 6.00, 6.06

[A]

DAY TOUR - SATISFACTION

QUALITY: 15%, 4.94
VARIETY: 18%, 4.74

Very Satisfied (Top Box) — MEAN (7pt Scale)

[A]

NIGHT TOUR - SATISFACTION

Chart showing satisfaction ratings for QUALITY and VARIETY.

- QUALITY: Very Satisfied (Top Box) 19%, MEAN (7pt Scale) 5.07
- VARIETY: Very Satisfied (Top Box) 12%, MEAN (7pt Scale) 5.11

Legend: Very Satisfied (Top Box), MEAN (7pt Scale)

[A]

Activities Participation (Top Responses)

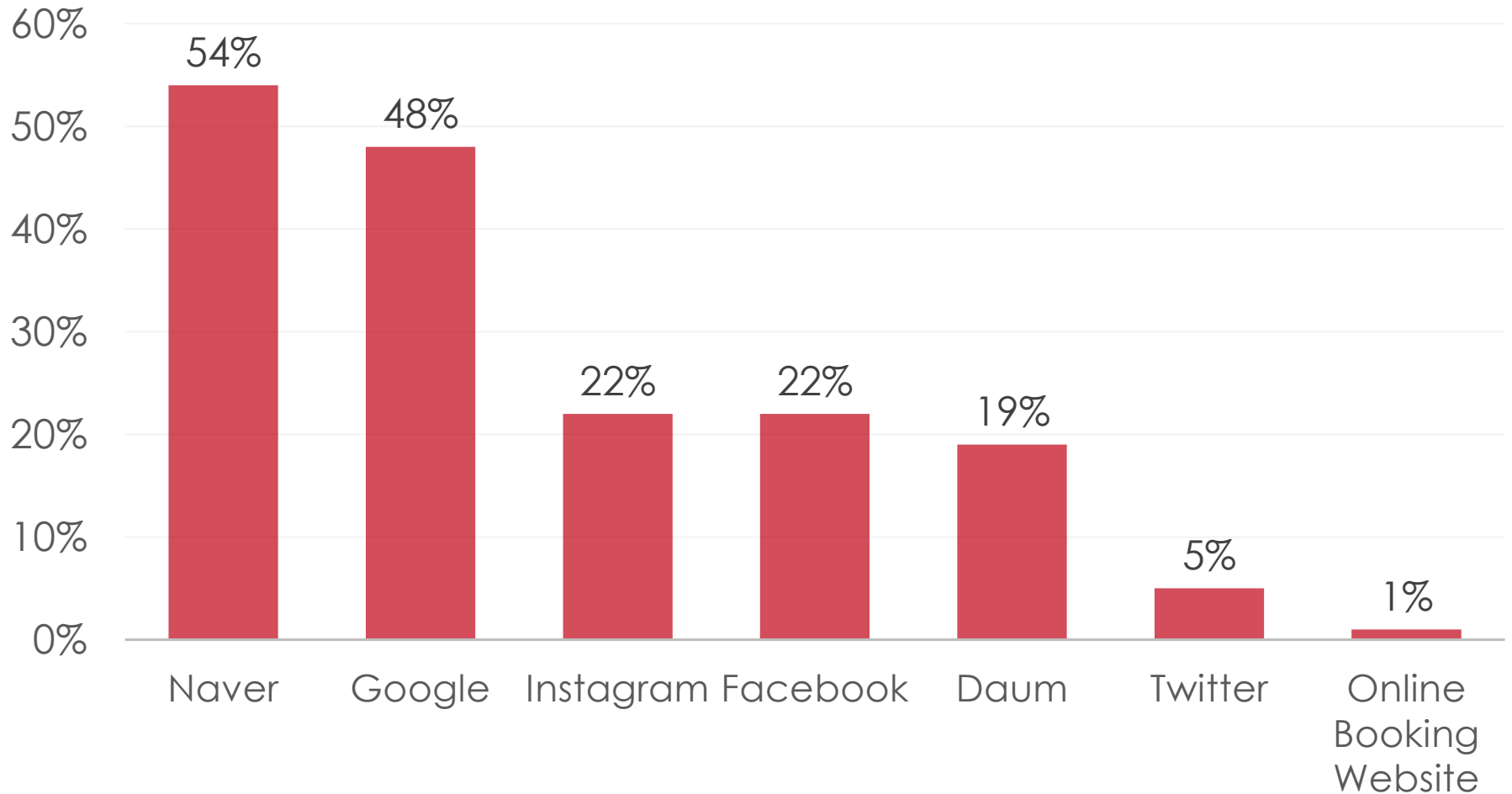| Activity	Percentage
Shopping	85%
Sightseeing	75%
Snorkle	49%
Dolphin Watch	28%
Parasail	27%
Dinner Show	26%
Water Park	24%
Beach Resort	23%
Two-Lovers Pt	16%
Golf	10%
Scuba	10%

[A]
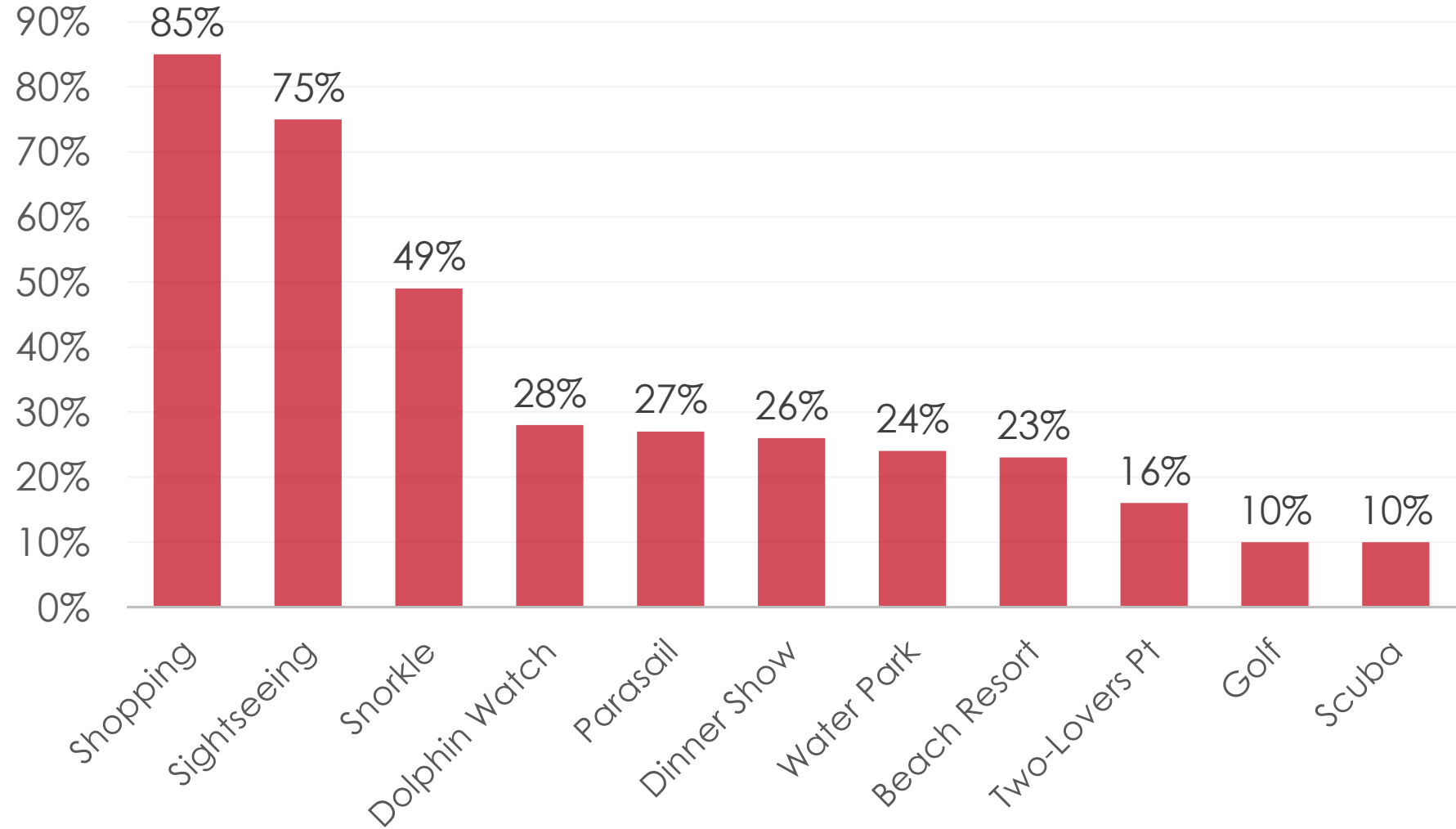
SECTION 5
PROMOTIONS

[A]

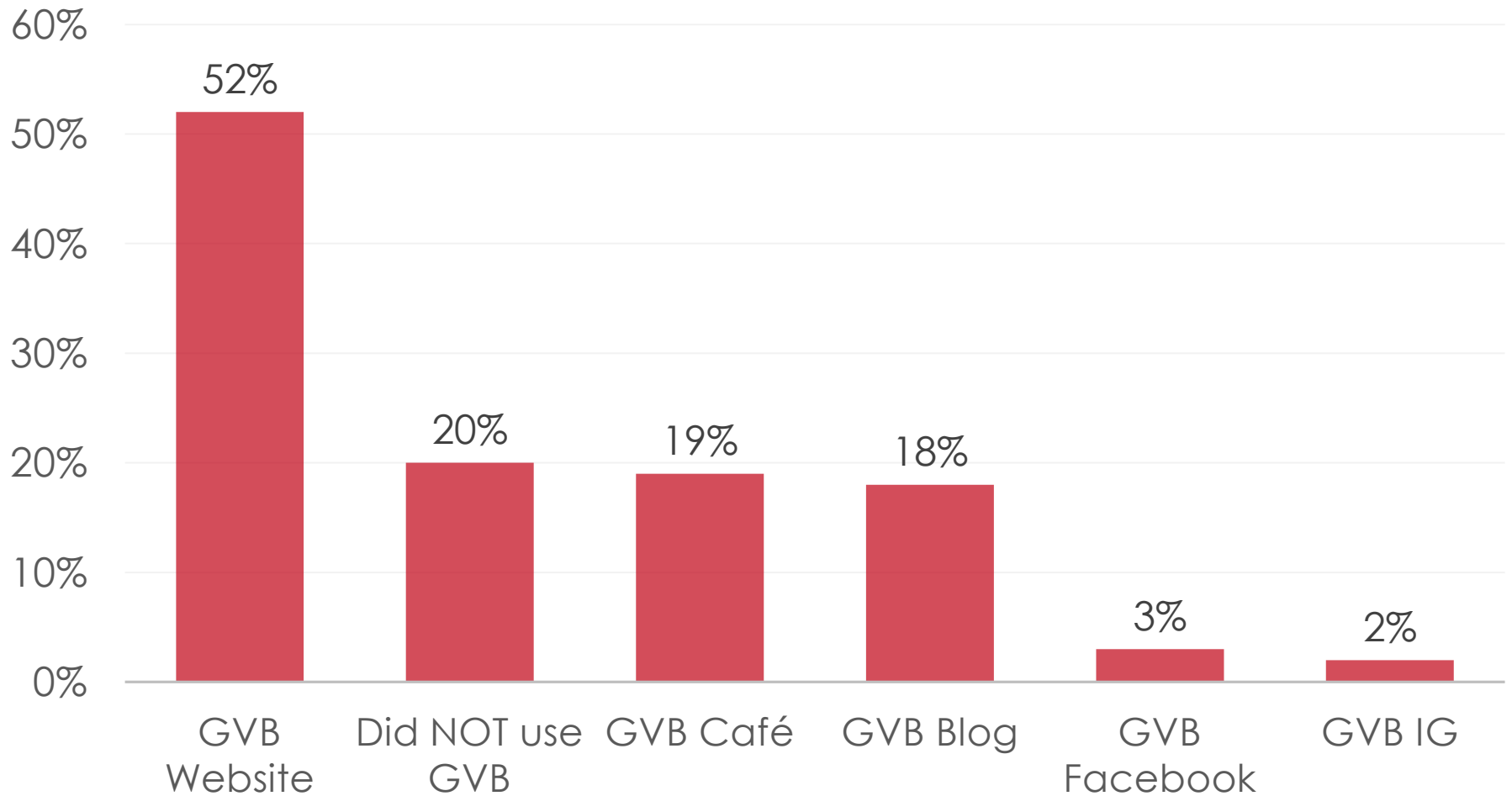# INTERNET- GUAM SOURCES OF INFORMATION

[A]
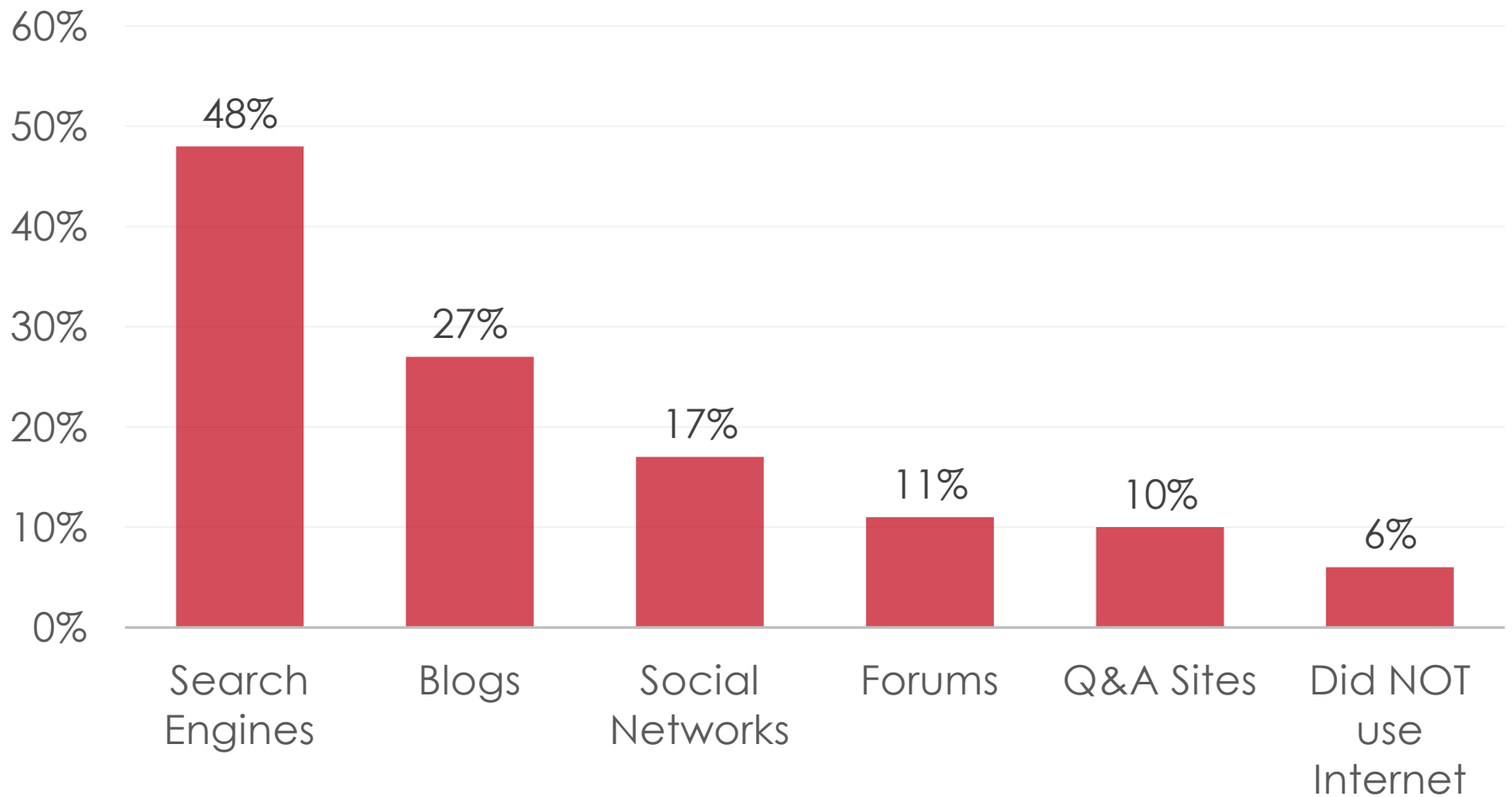
INTERNET- SOURCES OF INFORMATION
Things to do on Guam

[A]

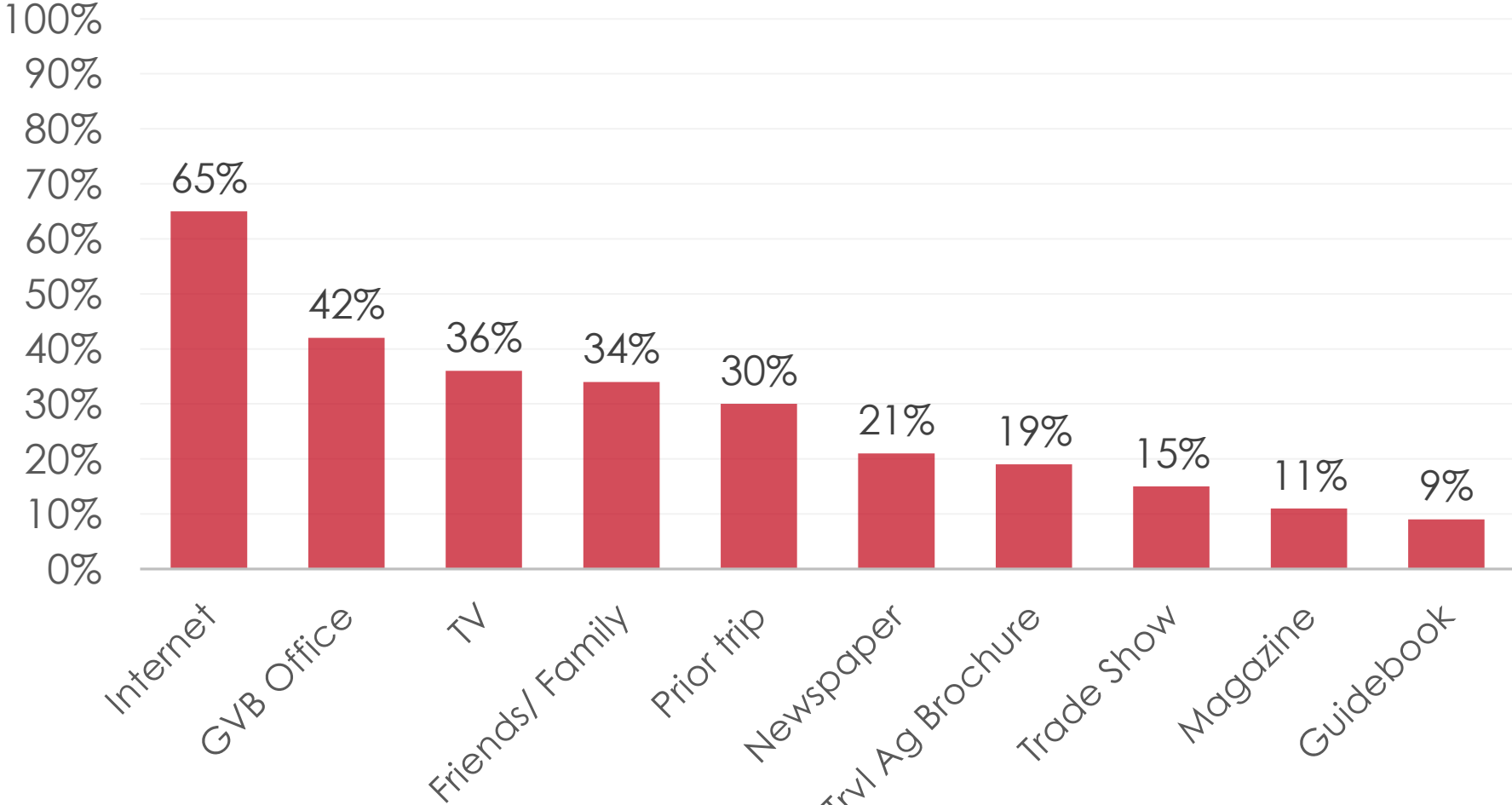# INTERNET- SOURCES OF INFORMATION GVB
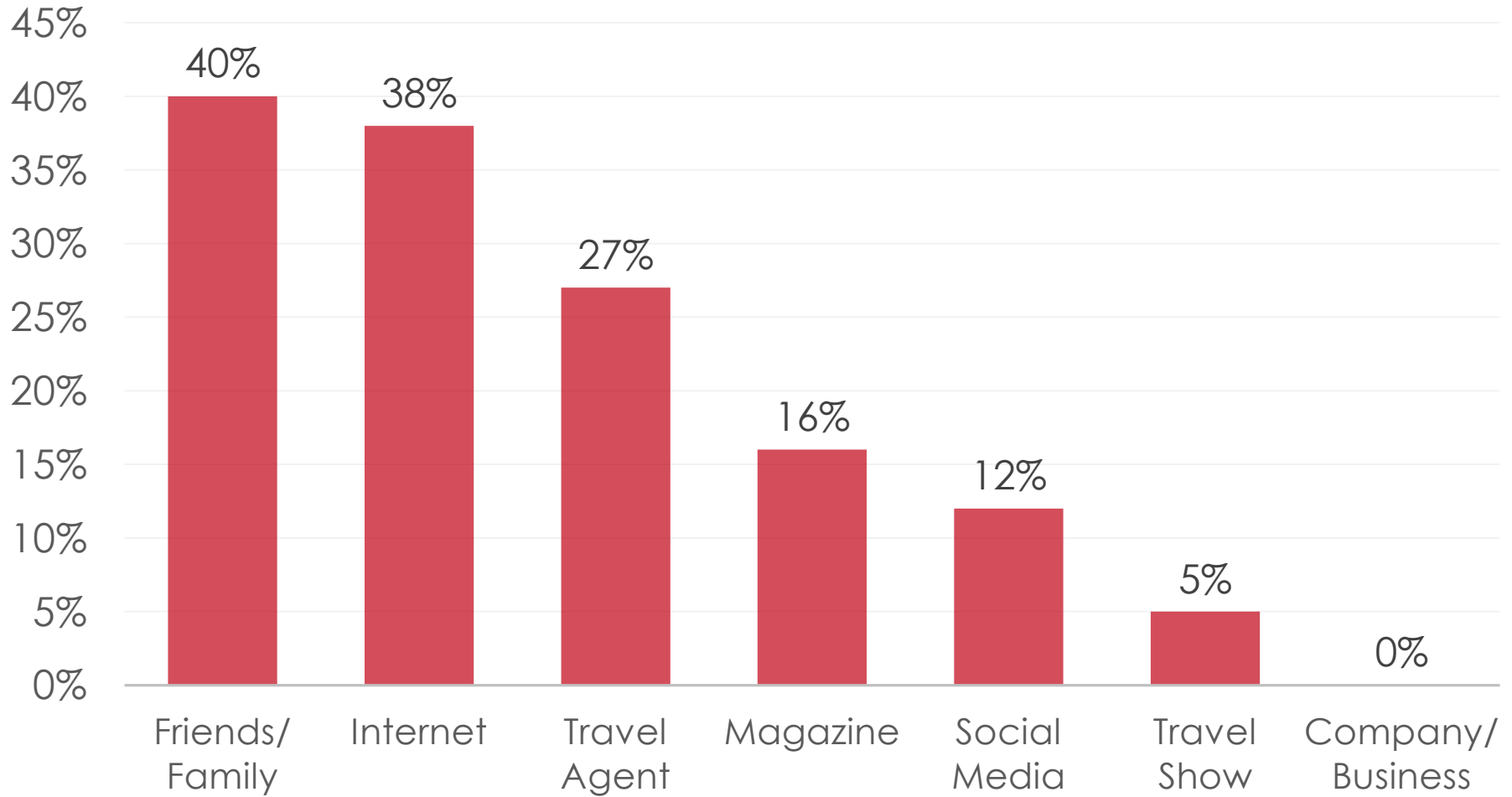
[A]

TRAVEL MOTIVATION

[A]

PRE-ARRIVAL SOURCES OF INFORMATION

Bar chart showing pre-arrival sources of information:
- Internet: 65%
- GVB Office: 42%
- TV: 36%
- Friends/ Family: 34%
- Prior trip: 30%
- Newspaper: 21%
- Trvl Ag Brochure: 19%
- Trade Show: 15%
- Magazine: 11%
- Guidebook: 9%

[A]

PRE-ARRIVAL
SOURCES OF INFORMATION –
Key Segments

GVB EXIT SURVEY
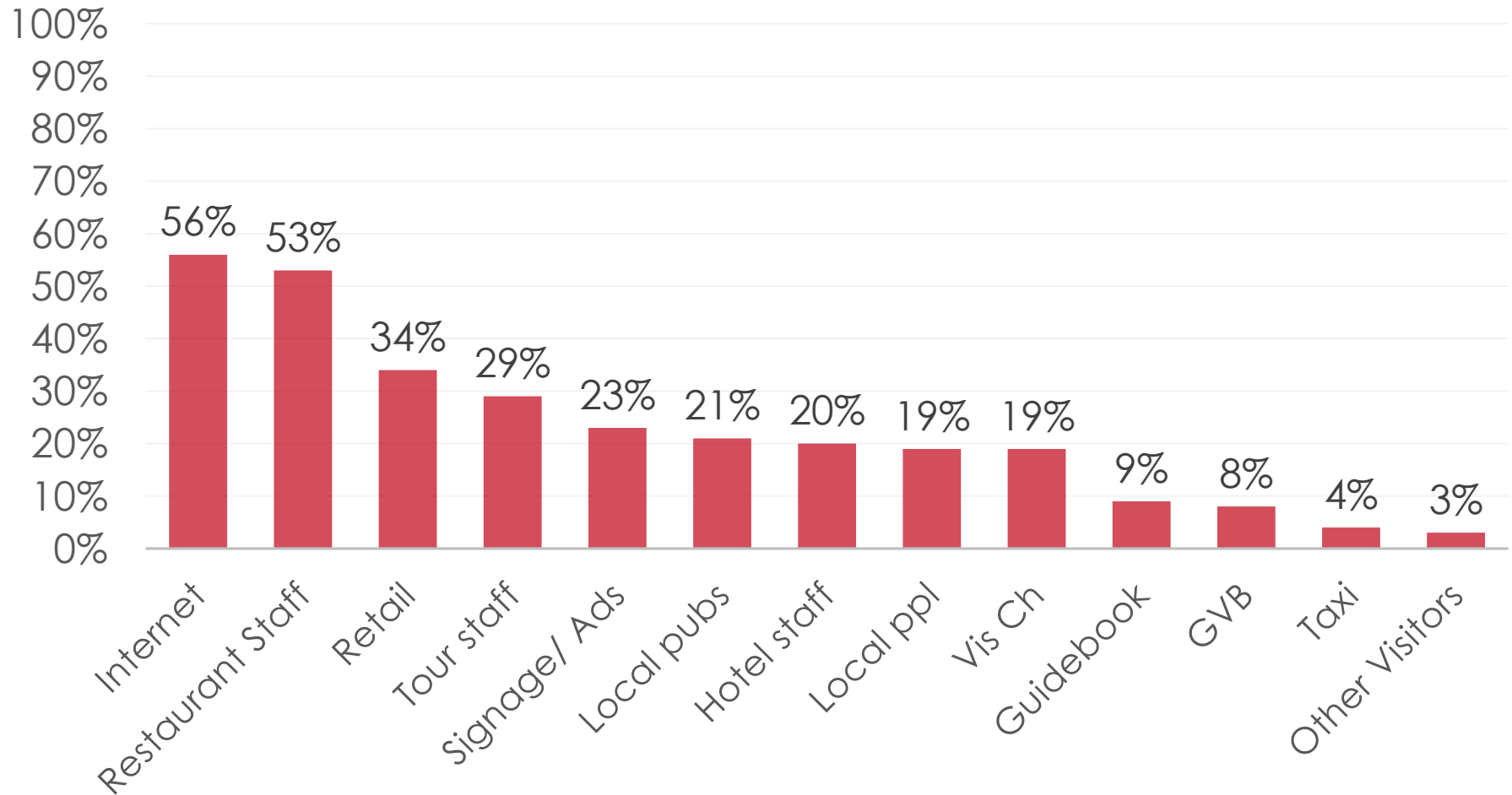**Q1 Please select the top three sources of information you used to find out about Guam before your trip:**

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q1	Internet/Mobile App	65%	50%	100%		70%	59%	53%	62%	72%
	Guam Visitors Bureau office	42%		6%		39%	72%	63%	46%	42%
	TV	36%	50%	44%		38%	23%	18%	36%	28%
	Friend or relative	34%		44%		39%	11%	16%	28%	39%
	I have been to Guam before	30%		6%		27%	49%	93%	33%	35%
	Newspaper	21%	25%	11%		21%	24%	5%	23%	11%
	Travel agent brochure	19%	25%	44%		22%	9%	5%	21%	9%
	Travel trade shows	15%	25%			10%	27%	27%	17%	20%
	Magazine (consumer)	11%	50%	11%		12%	1%	1%	10%	7%
	Travel guide book at bookstores	9%		6%		8%	6%	2%	6%	13%
	Theater ads	6%				3%	10%	6%	6%	6%
	Guam Visitors Bureau promotional activities	5%		11%		3%	6%	7%	5%	7%
	Co-worker/ company travel department	4%	75%			4%	2%	2%	3%	6%
	Consumer travel shows	0%		6%		0%		0%	0%	1%
	Radio	0%				0%				0%
	Total	1064	4	18		778	269	347	950	327

Prepared by Anthology Research

[A]

ONISLE
SOURCES OF INFORMATION

[A]

ON-ISLE SOURCES OF INFORMATION – Key Segments

GVB EXIT SURVEY

Q2 Please select the top three sources of information you used to find out about Guam while you were here:
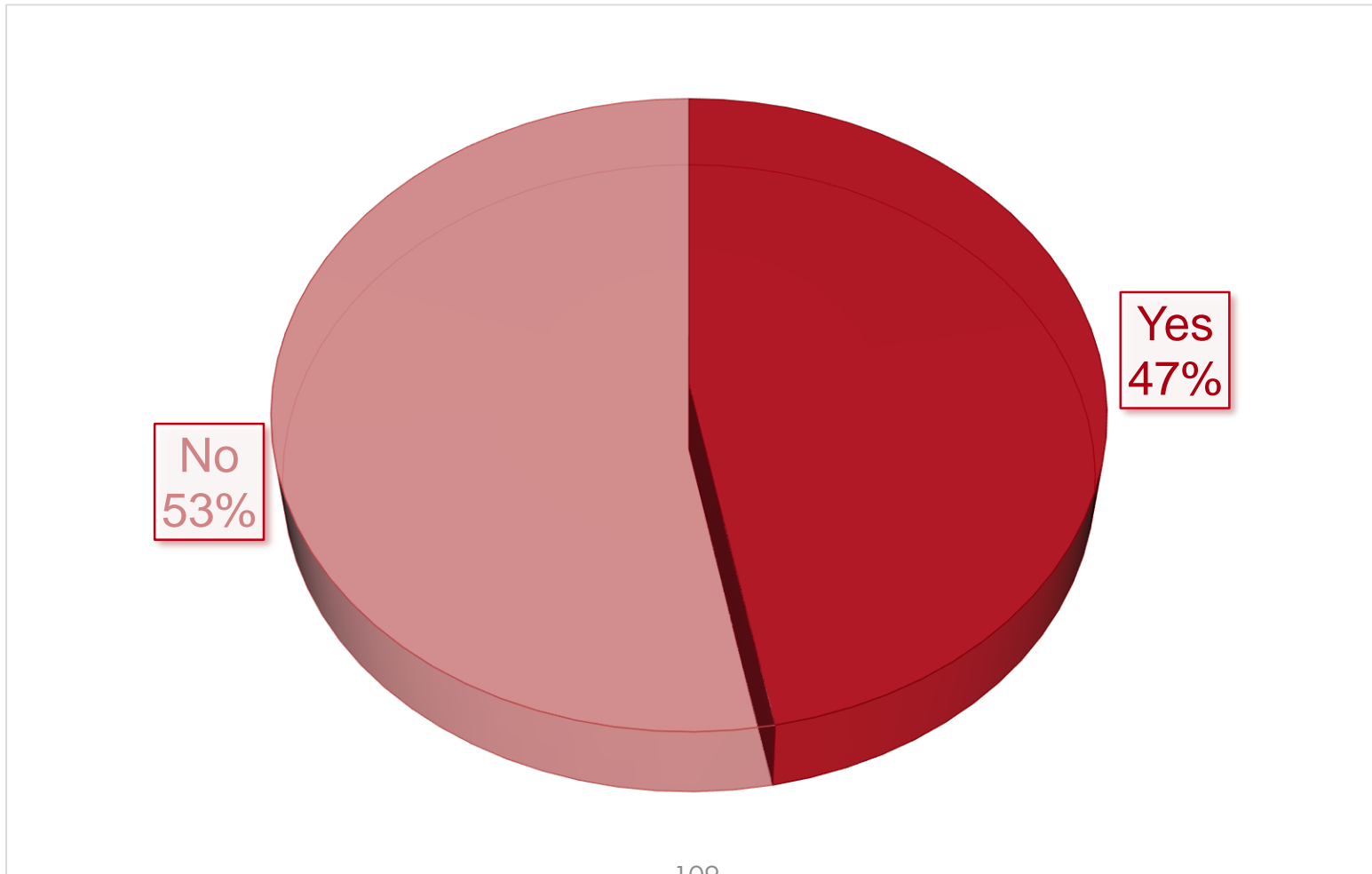
		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q2	Internet/Mobile App	56%	25%	83%		55%	68%	63%	54%	68%
	Restaurant staff (outside hotel)	53%	50%	11%		48%	84%	76%	58%	53%
	Retail staff	34%		6%		30%	57%	51%	38%	35%
	Tour staff	29%	50%	72%		32%	6%	13%	30%	11%
	Signs/ advertisement	23%	25%	33%		26%	5%	8%	21%	17%
	Local publication	21%	75%	17%		24%	7%	11%	18%	18%
	Hotel staff	20%		39%		21%	9%	14%	20%	18%
	Visitors channel	19%				19%	26%	22%	21%	20%
	Local people	19%	25%	6%		19%	17%	22%	18%	20%
	Guide books I brought with me	9%		17%		10%	0%	3%	5%	16%
	Guam Visitors Bureau	8%				7%	16%	13%	9%	10%
	Taxi drivers	4%		6%		4%	1%	1%	4%	6%
	Other visitors	3%	50%	11%		4%	1%	1%	3%	6%
	Total	1064	4	18		778	269	347	950	327

Prepared by Anthology Research

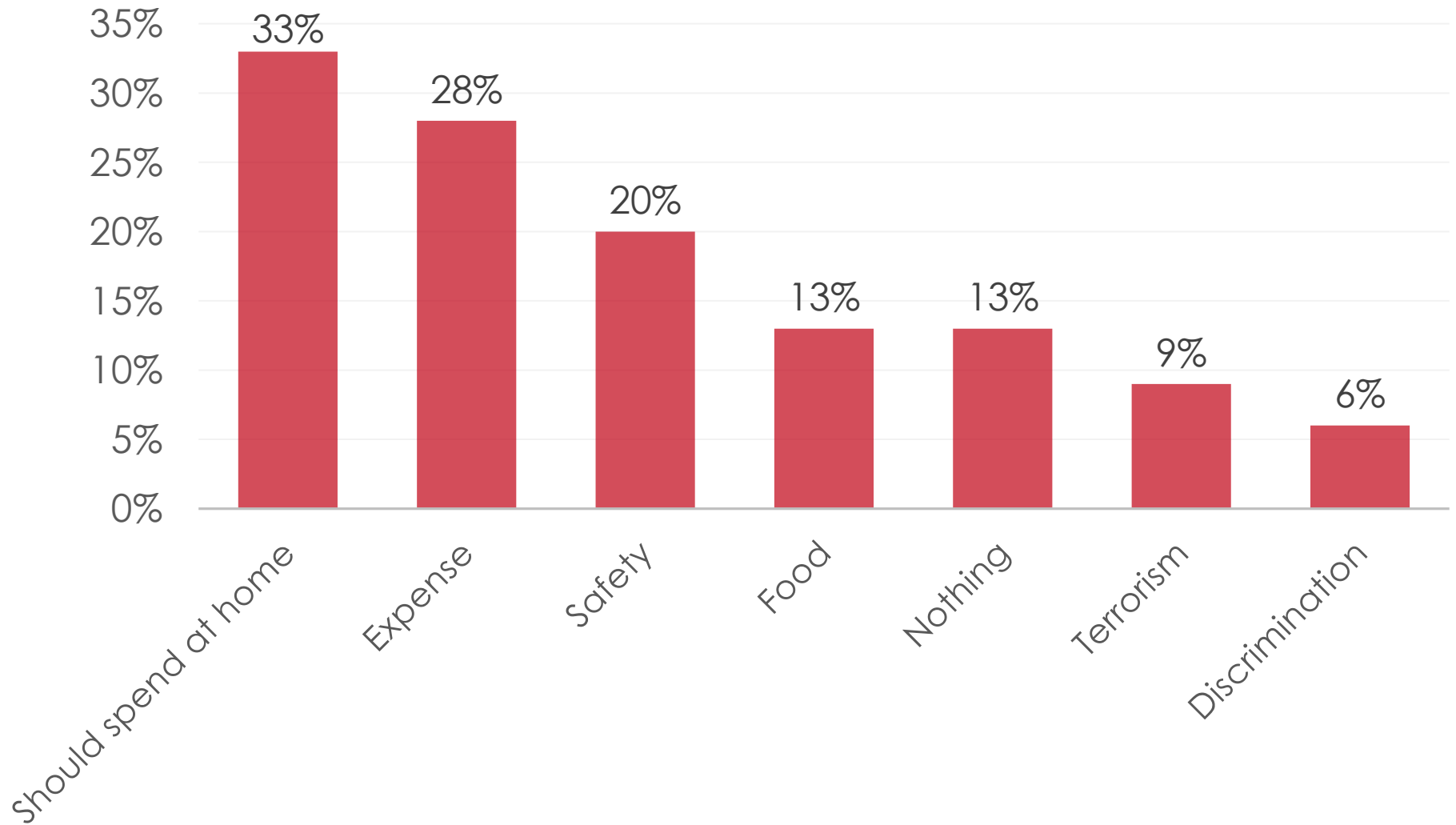[A]

SECTION 6
FUTURE TRAVEL TO GUAM

[A]

Will security screening/ immigration at Guam Airport impact future travel to Guam?

Yes
47%

No
53%

[A]

What would it take to make you stay an extra day on Guam?

A bar chart with the following values:

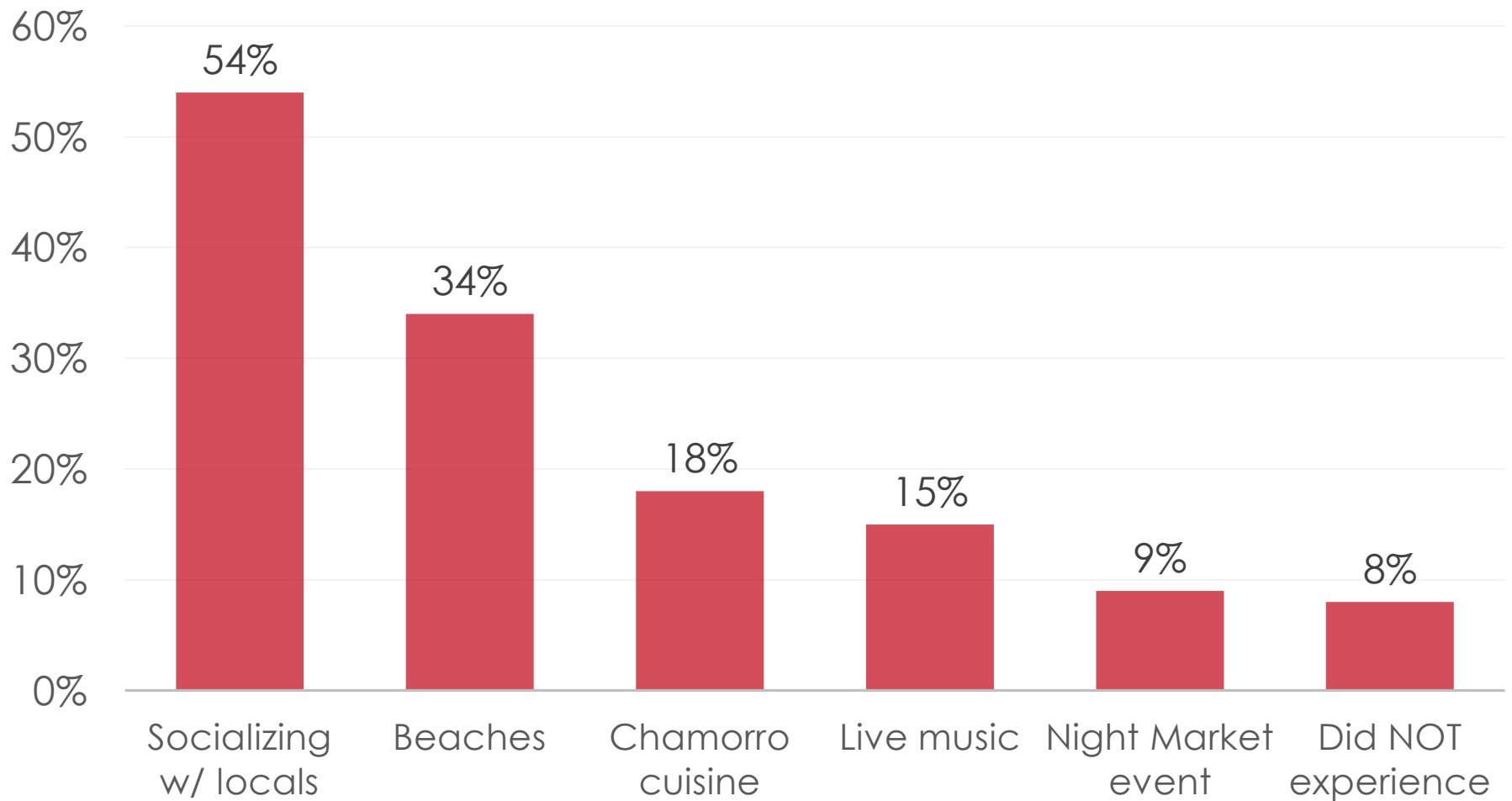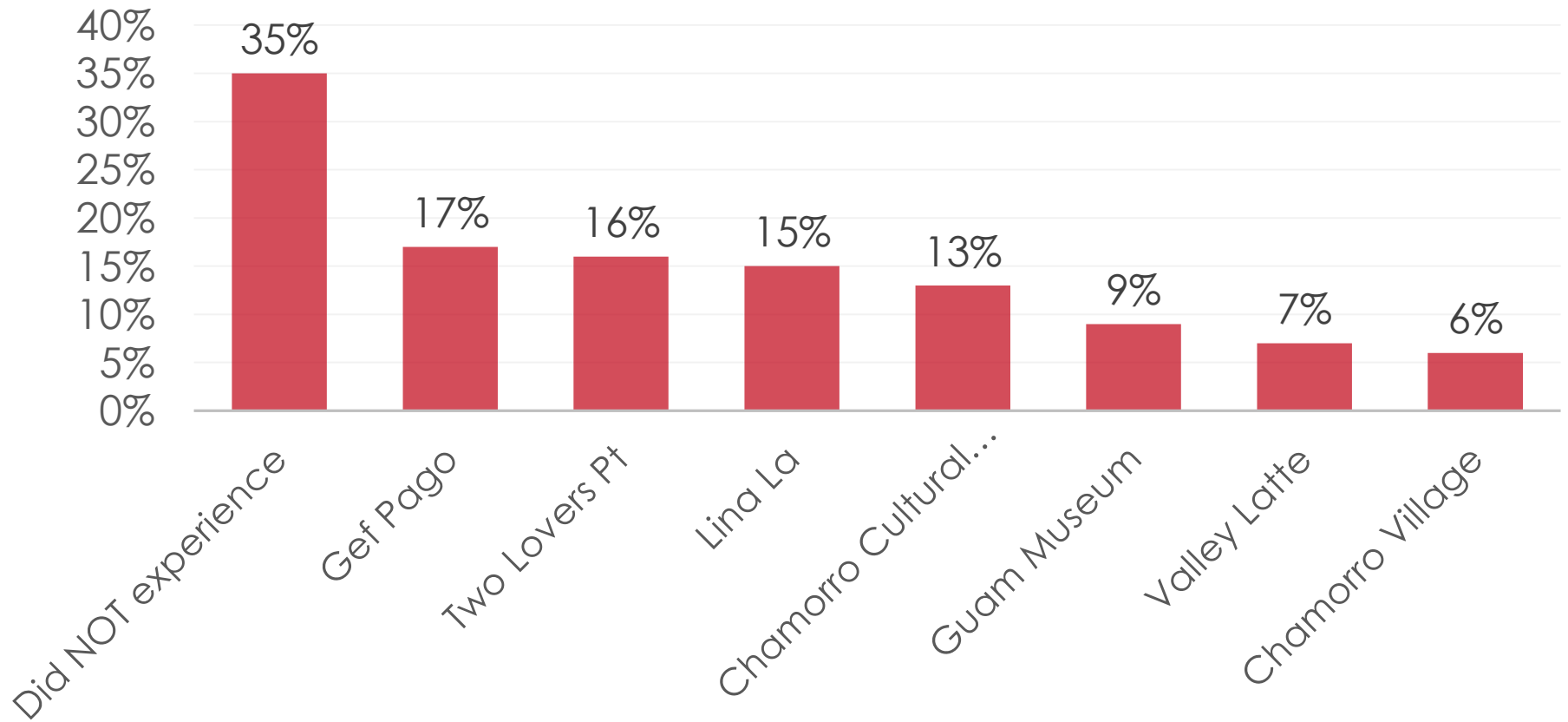| Response	Percentage
Nothing	47%
More time	31%
Budget/Money	8%
Less restrictions	8%
Flight schedule	6%
More things to do	0%

[A]
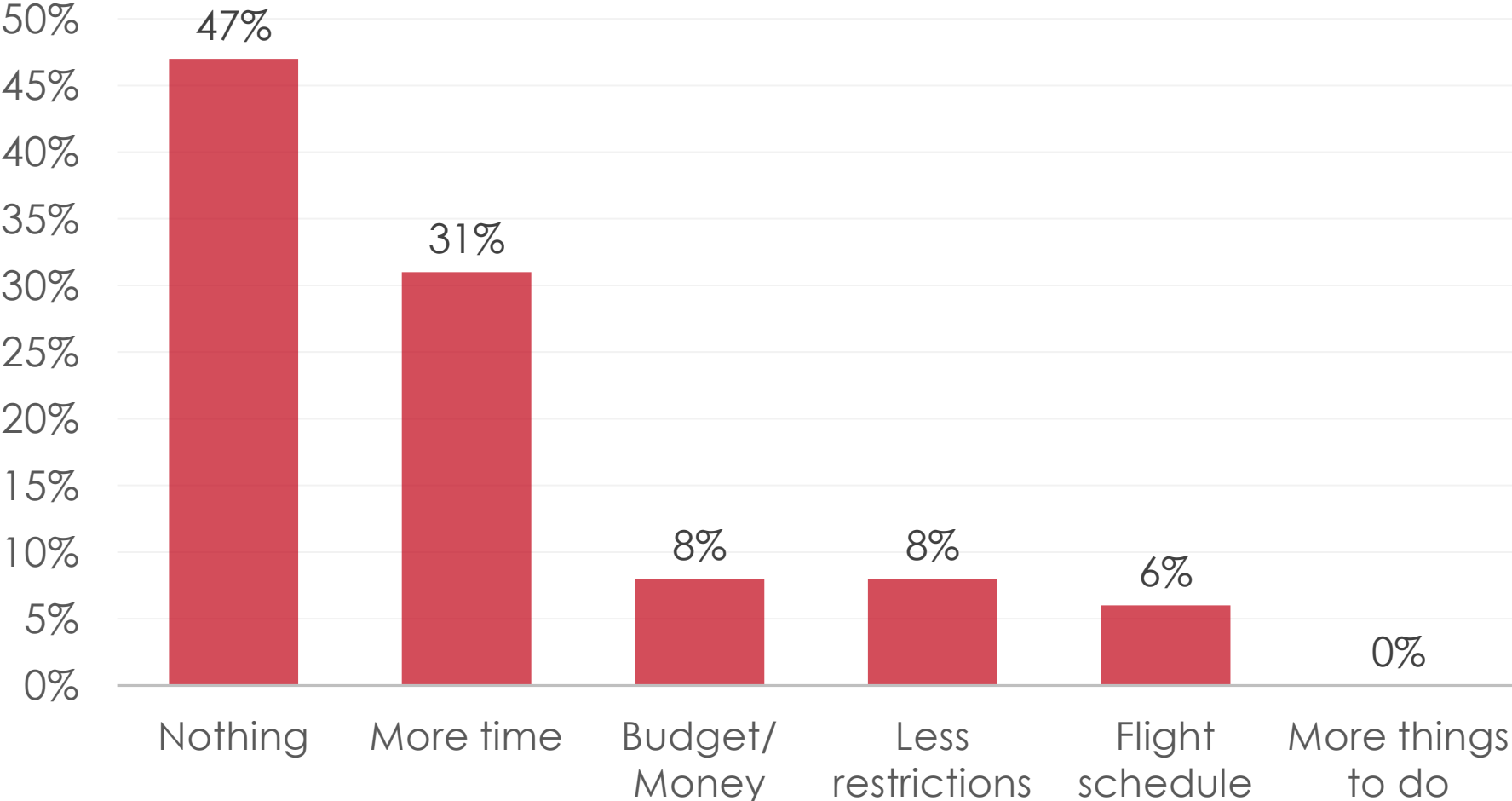
FUTURE TRAVEL CONCERNS

SECTION 7
GUAM CULTURE

EXPERIENCED-CHAMORRO/ HAFA ADAI SPIRIT

EXPERIENCED-
OTHER CULTURAL ACTIVITY/EVENTS

Bar chart showing:
- Did NOT experience: 35%
- Gef Pago: 17%
- Two Lovers Pt: 16%
- Lina La: 15%
- Chamorro Cultural...: 13%
- Guam Museum: 9%
- Valley Latte: 7%
- Chamorro Village: 6%

[A]

SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS
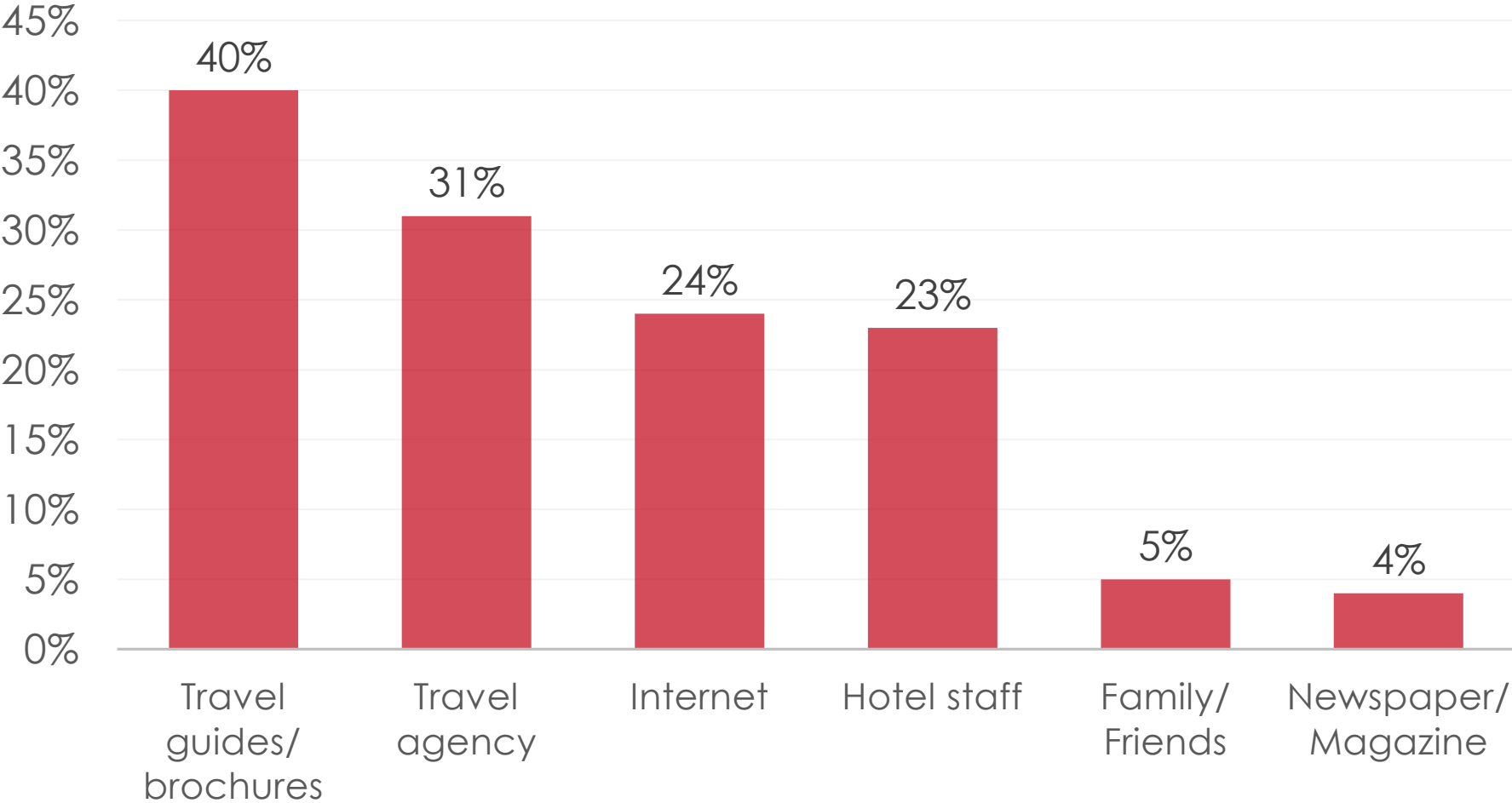
SATISFACTION-CULTURAL ACTIVITY/EVENTS

Legend: ■ Excellent ● MEAN (5pt Scale)

[A]
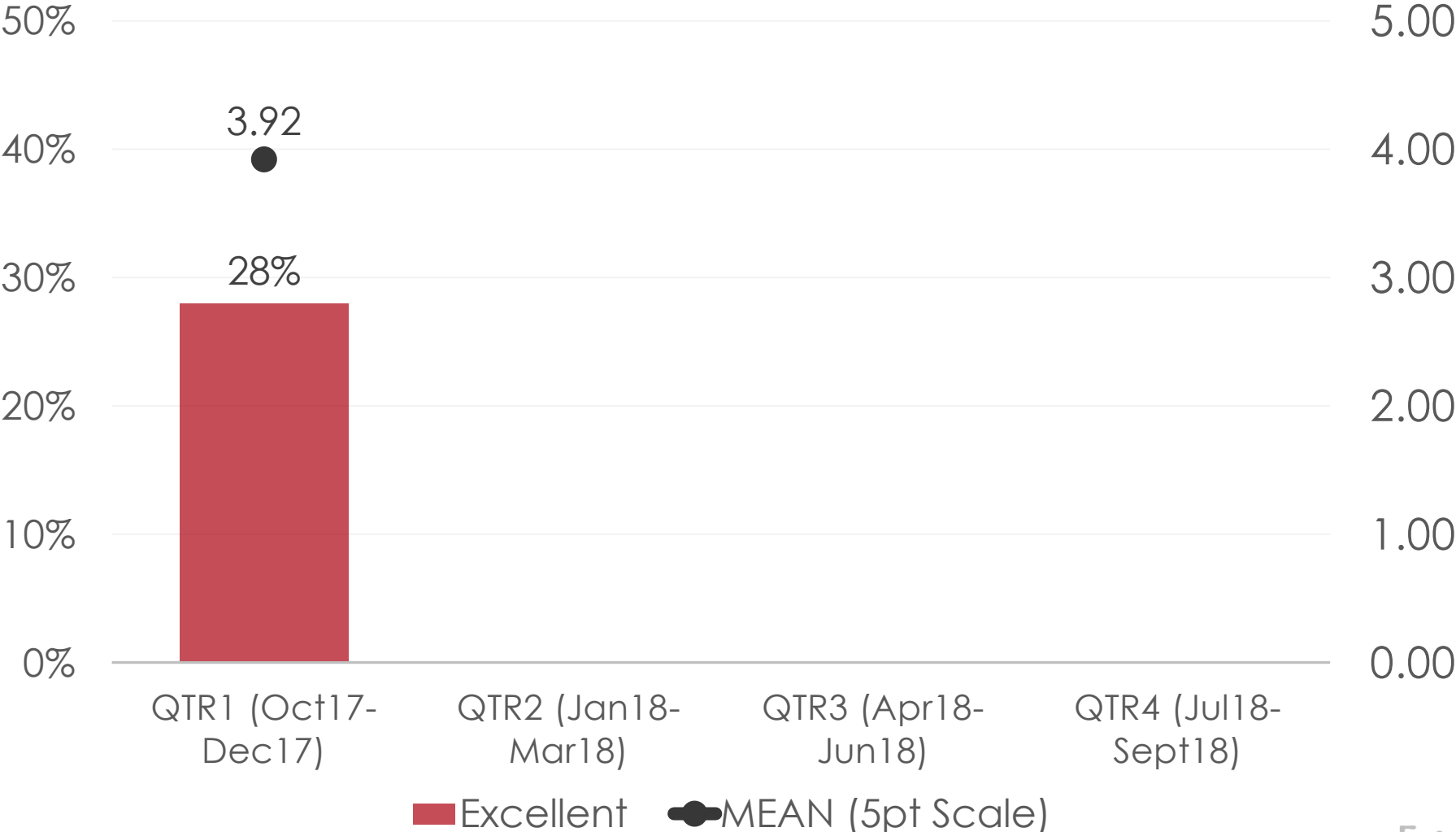
OBSTACLES-
CULTURAL ACTIVITY/EVENTS

[A]
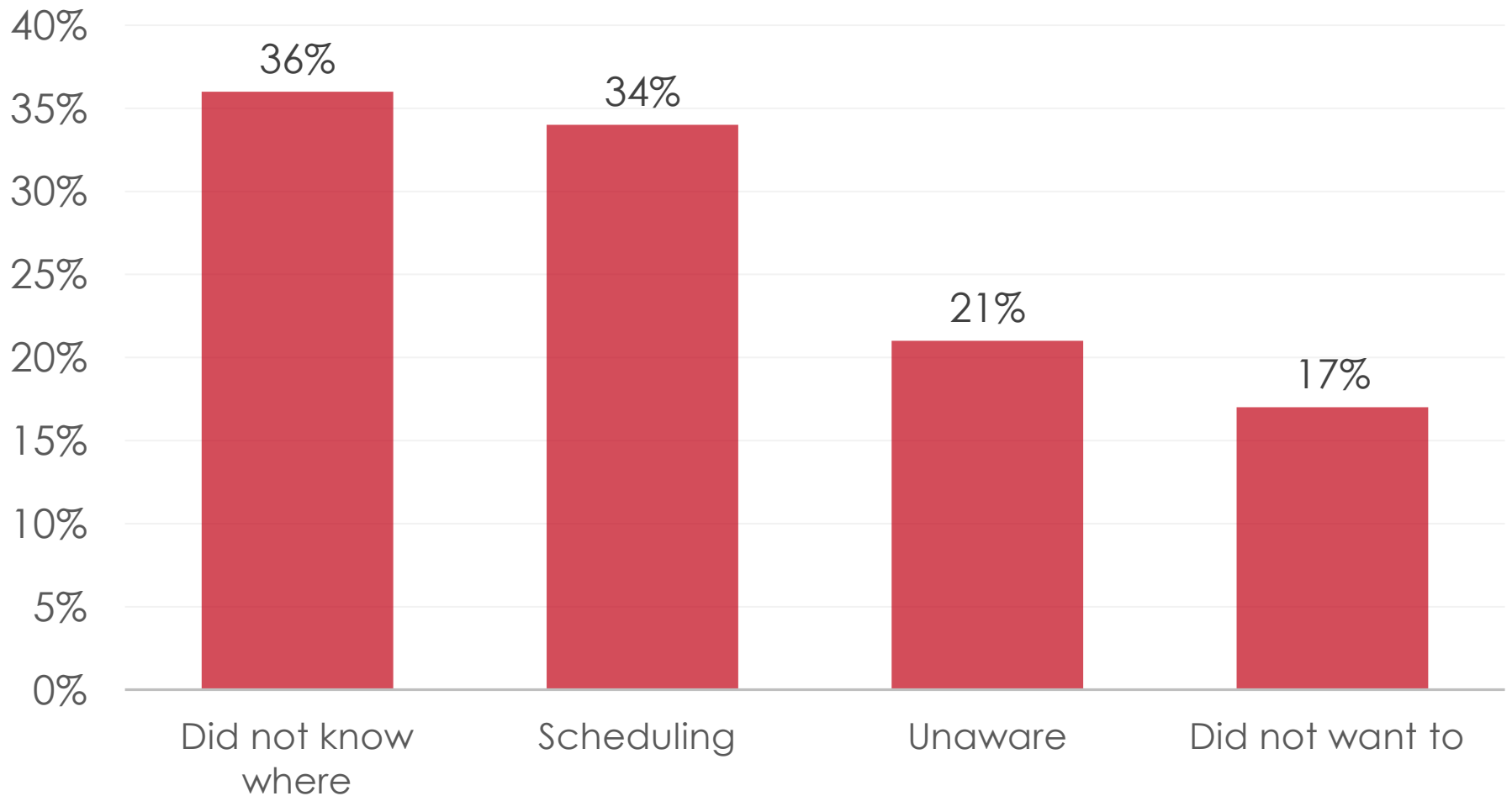
ADVANCED STATISTICS

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.

[A]

Drivers- Overall Satisfaction

Comparison of Drivers of Overall Satisfaction, 1st Quarter (Oct-Dec) 2017	
Drivers:	**1st Qtr. 2017 rank**
Quality & Cleanliness of beaches & parks	**4**
Ease of getting around	
Safety walking around at night	
Quality of daytime tours	**1**
Variety of daytime tours	**7**
Quality of nighttime tours	
Variety of nighttime tours	
Quality of shopping	
Variety of shopping	**8**
Price of things on Guam	
Quality of hotel accommodations	**5**
Quality/cleanliness of air, sky	**3**
Quality/cleanliness of parks	
Quality of landscape in Tumon	
Quality of landscape in Guam	**2**
Quality of ground handler	**6**
Quality/cleanliness of transportation vehicles	
% of Overall Satisfaction Accounted For:	**29.7%**
NOTE: Only significant drivers are included.	

[A]

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by eight significant factors in the 1st Quarter FY2018 Period. By rank order they are:
  - **Quality of day time tours,**
  - **Quality of landscape in Guam,**
  - **Quality/cleanliness of air, sky,**
  - **Quality & cleanliness of beaches & parks,**
  - **Quality of hotel accommodations,**
  - **Quality of ground handler,**
  - **Variety of day time tours, and**
  - **Variety of shopping.**

- With all eight factors the overall r^2 is .297 meaning that **29.7% of overall satisfaction is accounted for by these factors.**

[A]

Drivers – On-Isle Expenditures

Comparison of Drivers of Per Person On Isle Expenditure, 1st Quarter (Oct-Dec) 2017	
Drivers:	**1st Qtr. 2017** **rank**
Quality & Cleanliness of beaches & parks	**1**
Ease of getting around	**3**
Safety walking around at night	**4**
Quality of daytime tours	
Variety of daytime tours	
Quality of nighttime tours	
Variety of nighttime tours	
Quality of shopping	
Variety of shopping	
Price of things on Guam	
Quality of hotel accommodations	**7**
Quality/cleanliness of air, sky	**6**
Quality/cleanliness of parks	
Quality of landscape in Tumon	
Quality of landscape in Guam	
Quality of ground handler	**2**
Quality/cleanliness of transportation vehicles	**5**
% of Per Person On Island Expenditures Accounted For	**25.4%**
NOTE: Only significant drivers are included.	

[A]

Drivers of On-Isle Expenditures

- **Per Person On Island Expenditure** of Korean visitors on Guam is driven by seven significant factors in the 1st Quarter FY2018 period. By rank order they are:
    - **Quality & cleanliness of beaches & parks,**
    - **Quality of ground handler,**
    - **Ease of getting around,**
    - **Safety walking around at night,**
    - **Quality/cleanliness of transportation vehicles,**
    - **Quality/cleanliness of air, sky, and**
    - **Quality of hotel accommodations.**
- With these factors the overall r^2 is .254 meaning that **25.4% of per person on island expenditure is accounted for by these factors.**

[A]