

Guam Visitors Bureau

Japan Visitor Tracker Exit Profile & Market Segmentation Report

FY2019

QTR.1 (OCT-DEC 2018)

Prepared by: Anthology Research

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GUAM
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GUAM

Background and Methodology

- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, Anthology's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **1,093** departing Japanese 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 **1,093** is +/- 2.94 percentage points with a 95% confidence level. That is, if all Japanese 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 +/- 2.94 percentage points.

Objectives

- To monitor the effectiveness of the Japan seasonal campaigns in attracting Japan visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Japan marketing plan.
- Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.

Key Highlighted Segments

- **The specific objectives were:**
 - To determine the relative size and expenditure behavior of the following market segments:
 - Families (Q6)
 - Office Lady/ Salary Woman (Gender/ Q25 Office worker- non-managerial)
 - Group Tour (Q7)
 - MICE (Q5A Convention/ Conference/ Trade Show/ Company sponsored)
 - Silver (QF Age 60+)
 - Wedding (Q5A)
 - Repeat Visitor (Q3A)
 - To identify the most significant factors affecting overall visitor satisfaction.
 - To identify (for all Japan visitors) the most important determinants of on-island spending

Key Highlighted Segments

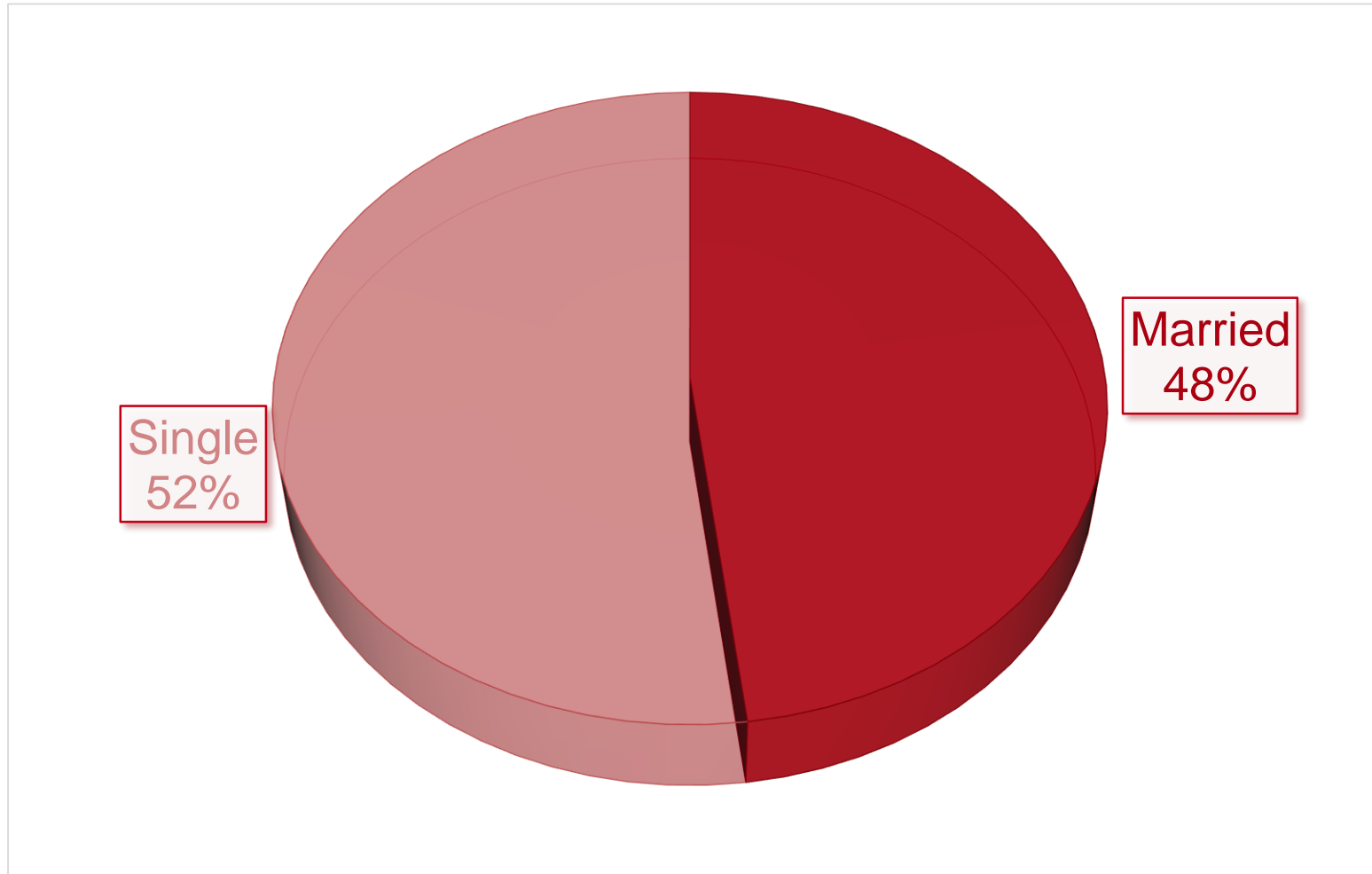


	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)
Family	50%			
Repeat	46%			
Office Lady	19%			
Wedding	10%			
Silver	2%			
Group	20%			
MICE	0%			

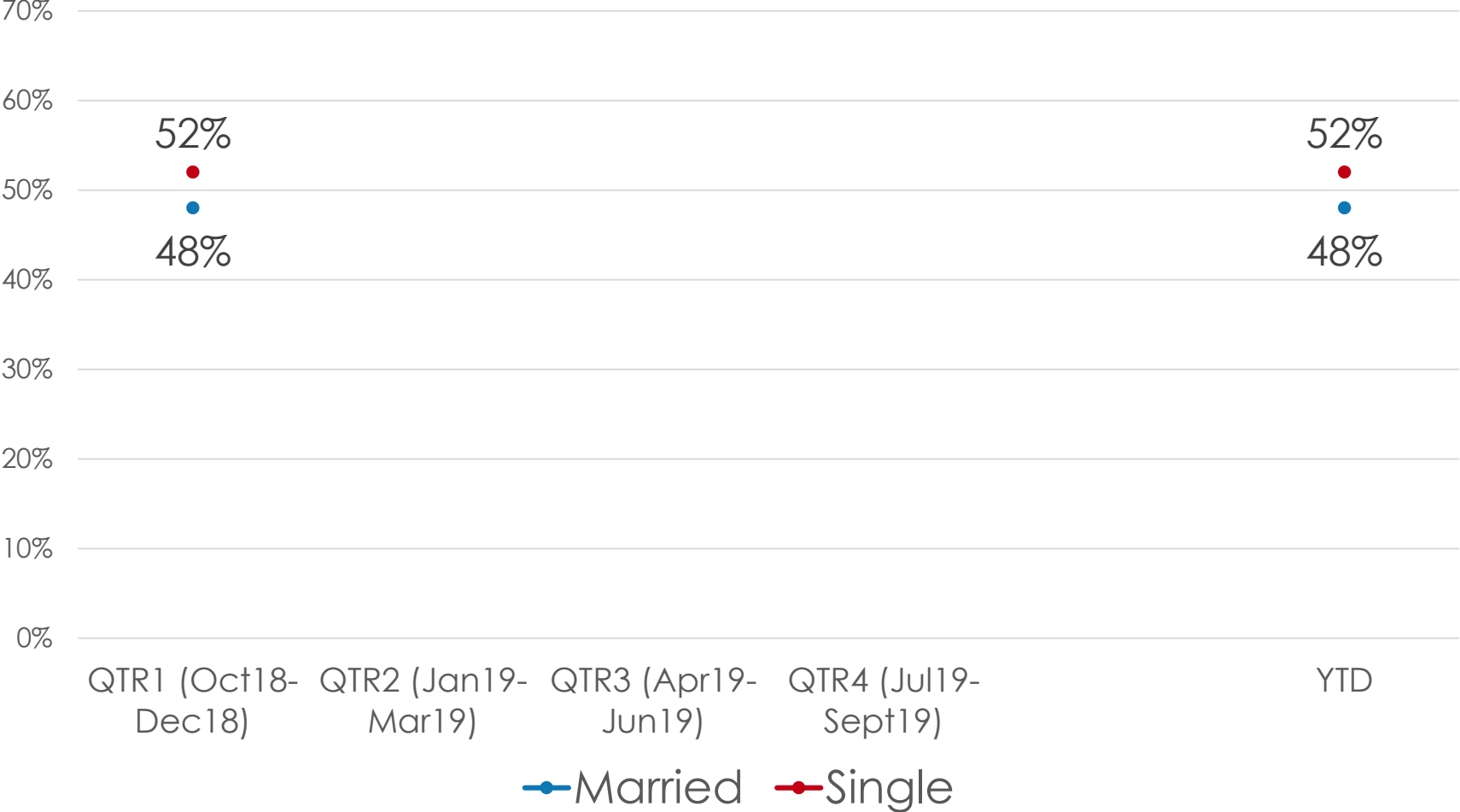
SECTION 1

PROFILE OF RESPONDENTS

Marital Status



Marital status – FY2019 Tracking



Marital status – Key Segments

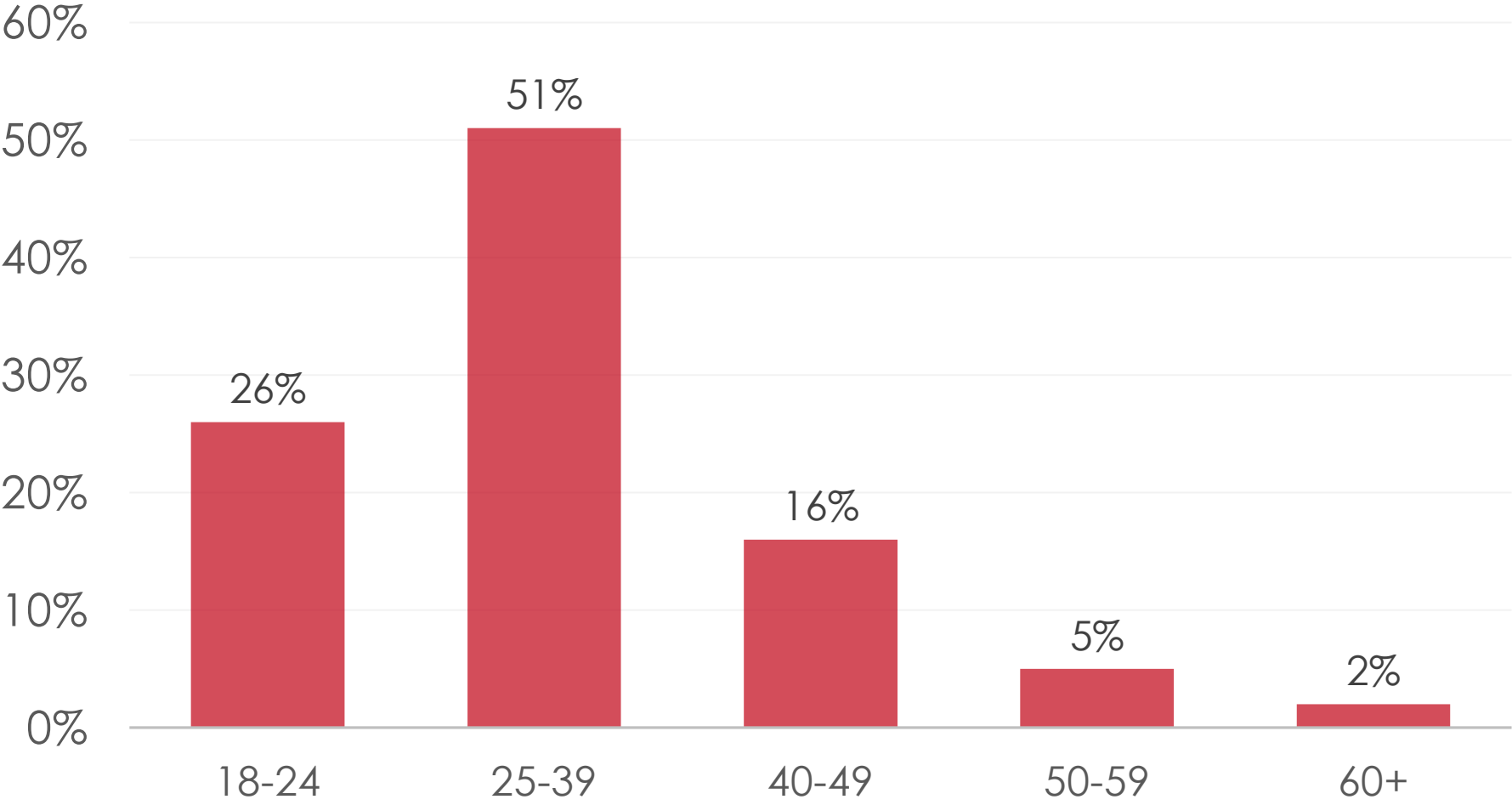
**GVB EXIT SURVEY
QE MARITAL STATUS**

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
QE	Married	48%	82%	57%	34%	95%	25%	61%	49%
	Single	52%	18%	43%	66%	5%	75%	39%	51%
	Total	1093	551	499	203	21	4	104	214

Prepared by Anthology Research

Age

MEAN = 32.39
MEDIAN = 30



Age – FY2019 Tracking



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)		YTD
MEAN	32.39					32.39
MEDIAN	30					30

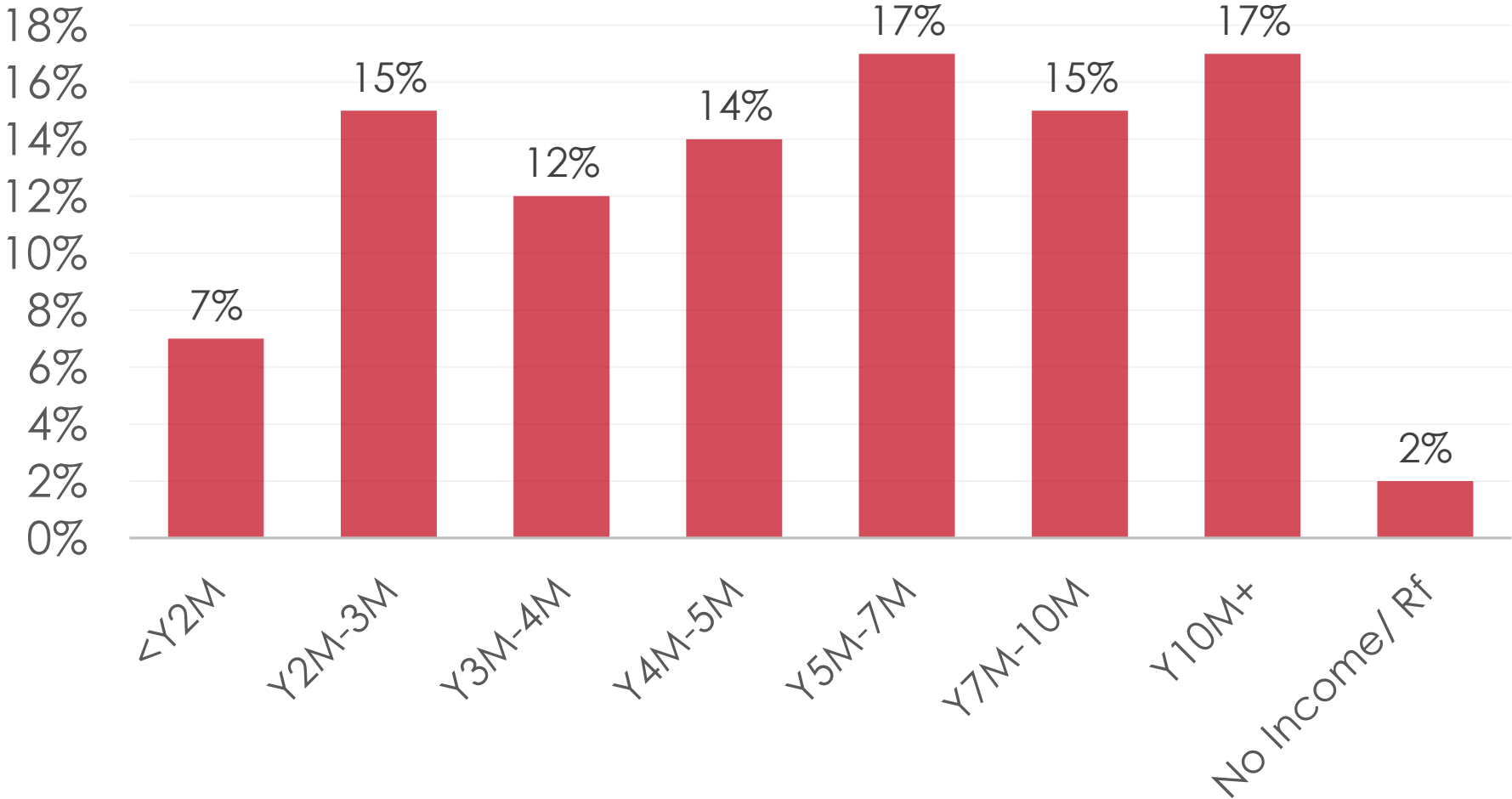
Age – Key Segments

GVB EXIT SURVEY AGE

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
QF	18-24	26%	11%	15%	26%		25%	16%	25%
	25-39	51%	54%	49%	56%		50%	67%	49%
	40-49	16%	24%	24%	12%		25%	9%	20%
	50-59	5%	8%	9%	4%			6%	4%
	60+	2%	3%	3%	1%	100%		2%	3%
	Total	1093	551	499	203	21	4	104	214
QF	Mean	32.39	35.88	36.00	31.39	62.24	32.00	32.40	32.89
	Median	30	35	35	29	62	31	30	30

Prepared by Anthology Research

Annual Household Income



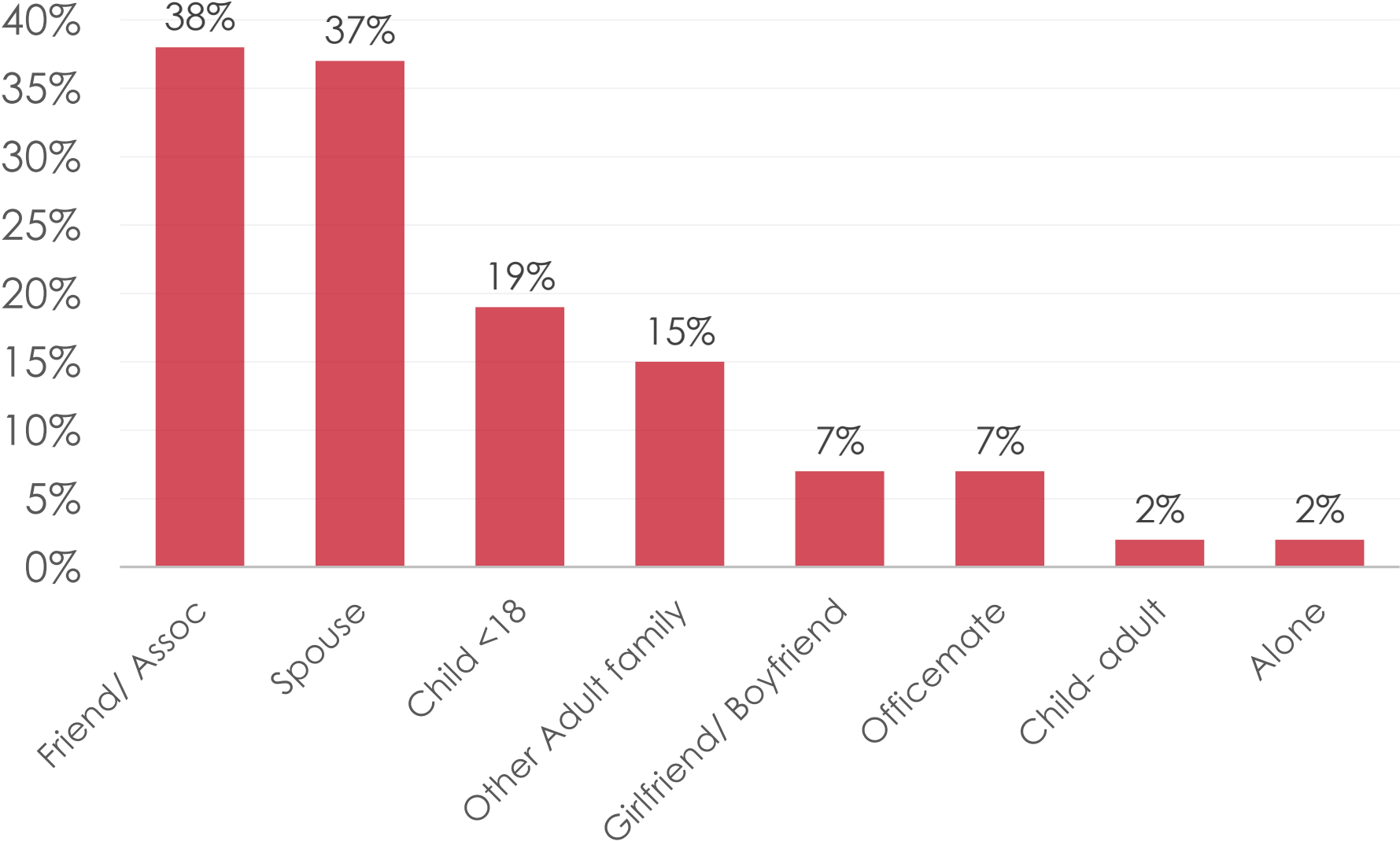
Annual Household Income – Key Segments

GVB EXIT SURVEY
Q26 Household income:

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
Q26	Less than ¥2 million	7%	5%	7%	8%		25%	5%	7%
	¥2,000,001 ~ ¥3,000,000	15%	10%	12%	23%	15%	25%	13%	16%
	¥3,000,001 ~ ¥4,000,000	12%	9%	11%	16%	5%		16%	15%
	¥4,000,001 ~ ¥5,000,000	14%	12%	11%	16%	20%		18%	14%
	¥5,000,001 ~ ¥7,000,000	17%	21%	17%	14%	25%		19%	15%
	¥7,000,001 ~ ¥10 million	15%	22%	19%	13%	10%	25%	12%	14%
	¥10 million or more	17%	20%	21%	9%	25%	25%	18%	17%
	No Income	2%	2%	2%	1%				1%
	Total	1044	529	482	191	20	4	101	207

Prepared by Anthology Research

Travel Party



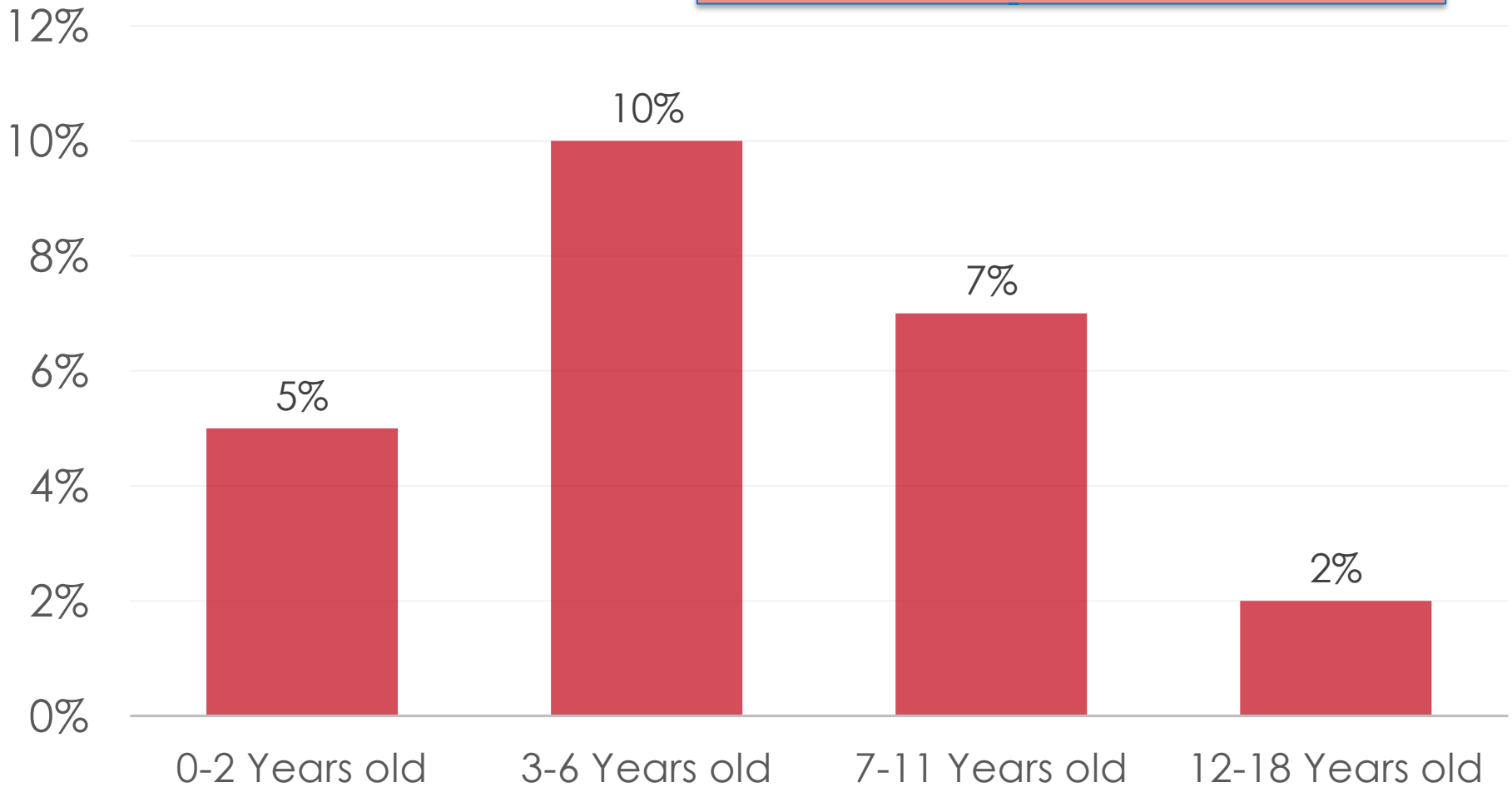
Travel Party



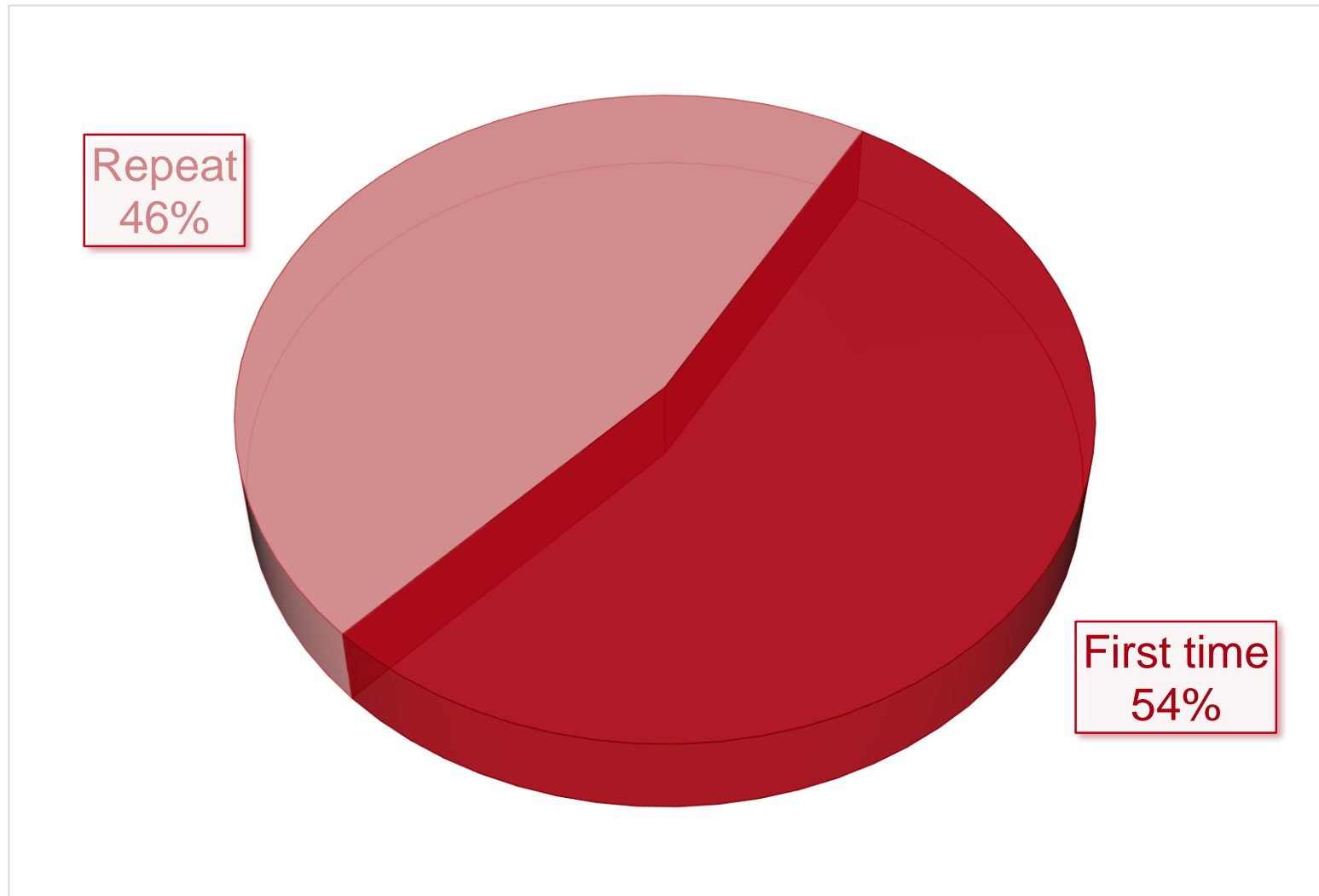
	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)
Spouse	37%			
Child <18	19%			
Friend/ Assoc	38%			
Other Adult Family	15%			
Alone	2%			
Girlfriend/ Boyfriend	7%			
Child- Adult	2%			
Office	7%			

Travel Party - Children

19% TRAVELING WITH A CHILD



Trips to Guam



Trips to Guam – FY2019 Tracking



Trips to Guam – Key Segments

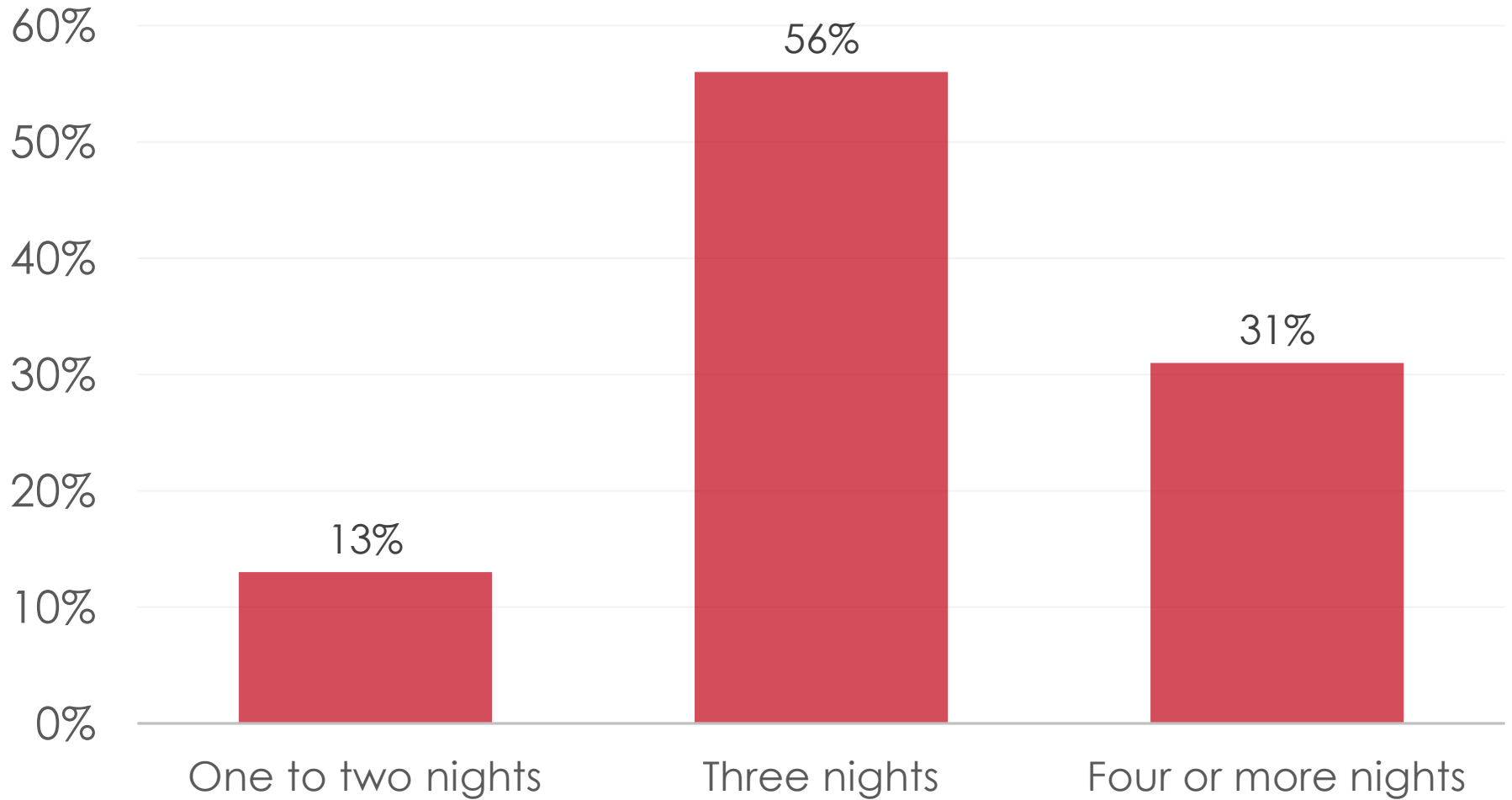
GVB EXIT SURVEY
Q3 Including this trip, how many times have you visited Guam?

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
Q3	1st time	54%	49%		54%	19%	100%	69%	58%
	Repeat	46%	51%	100%	46%	81%		31%	42%
	Total	1093	551	499	203	21	4	104	214
Q3	Mean	2.64	3.00	4.59	2.30	7.81	1.00	1.89	2.91
	Median	1	2	3	1	3	1	1	1

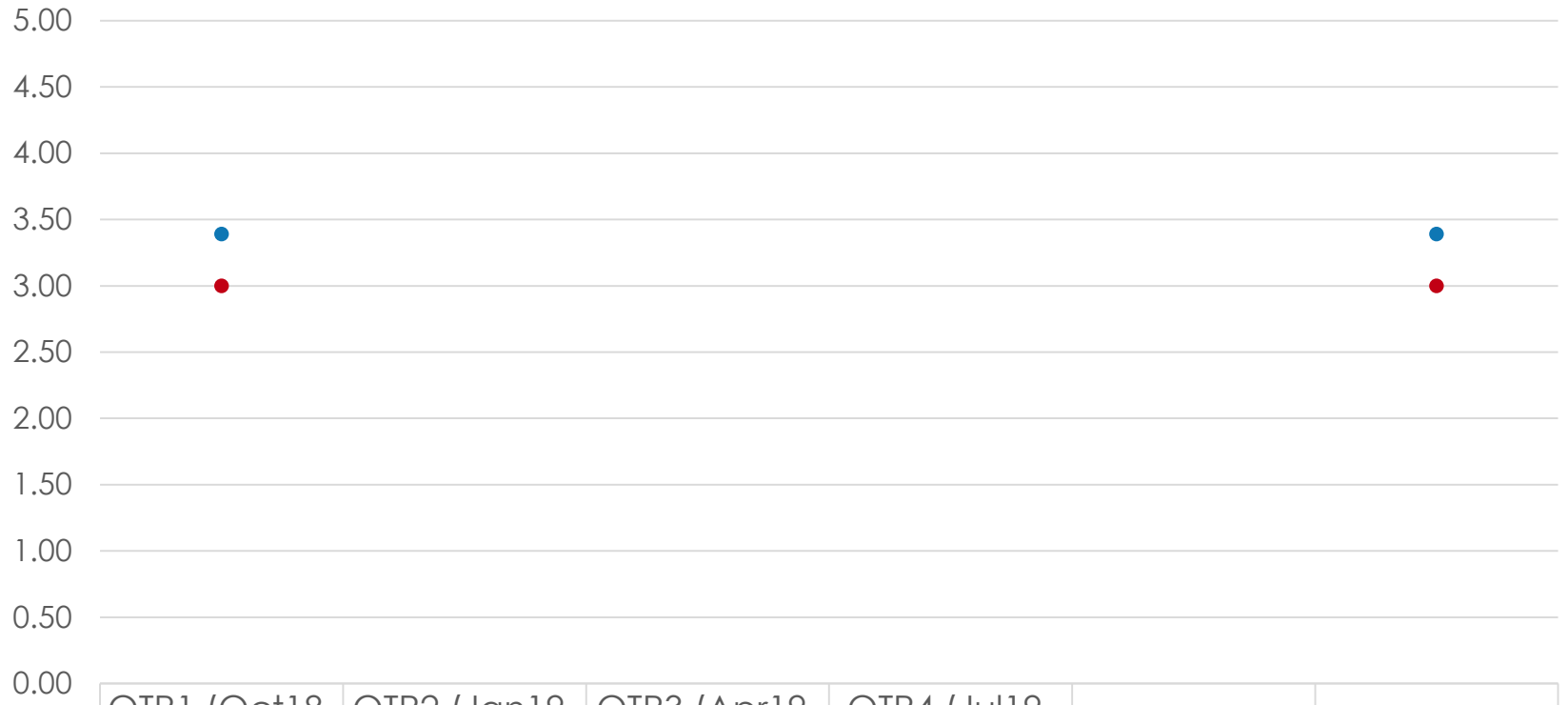
Prepared by Anthology Research

Length of Stay

MEAN NUMBER OF NIGHTS = 3.39
MEDIAN NUMBER OF NIGHTS = 3



Length of Stay – FY2019 Tracking



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)		YTD
MEAN	3.39					3.39
MEDIAN	3					3

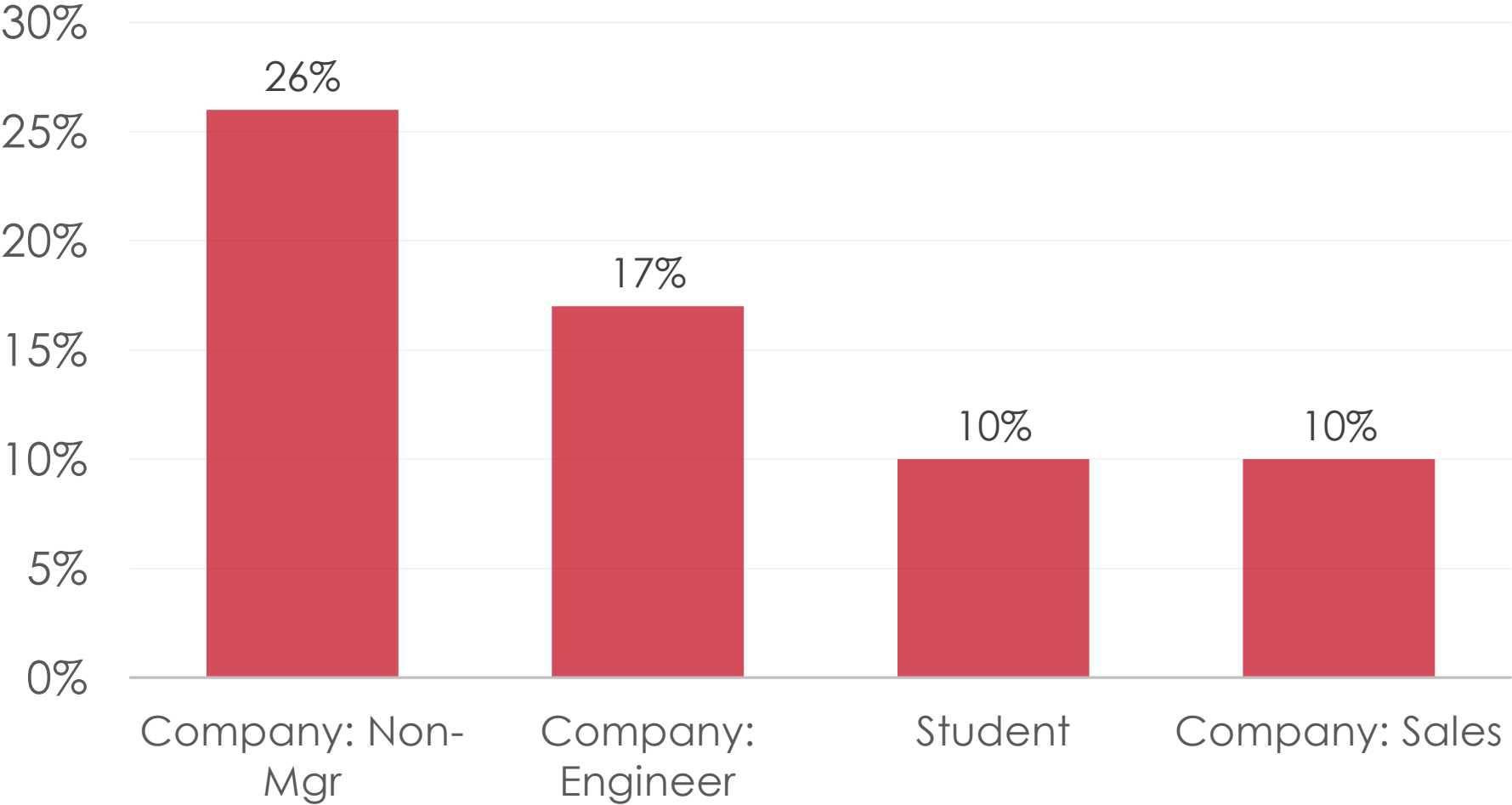
Length of Stay – Key Segments

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

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
SA	1-2	13%	6%	13%	16%	14%	25%	7%	19%
	3	56%	52%	54%	56%	43%		57%	55%
	4+	31%	42%	33%	29%	43%	75%	37%	27%
	Total	1093	551	499	203	21	4	104	214
SA	Mean	3.39	3.62	3.59	3.27	3.95	4.00	3.42	3.11
	Median	3	3	3	3	3	4	3	3

Prepared by Anthology Research

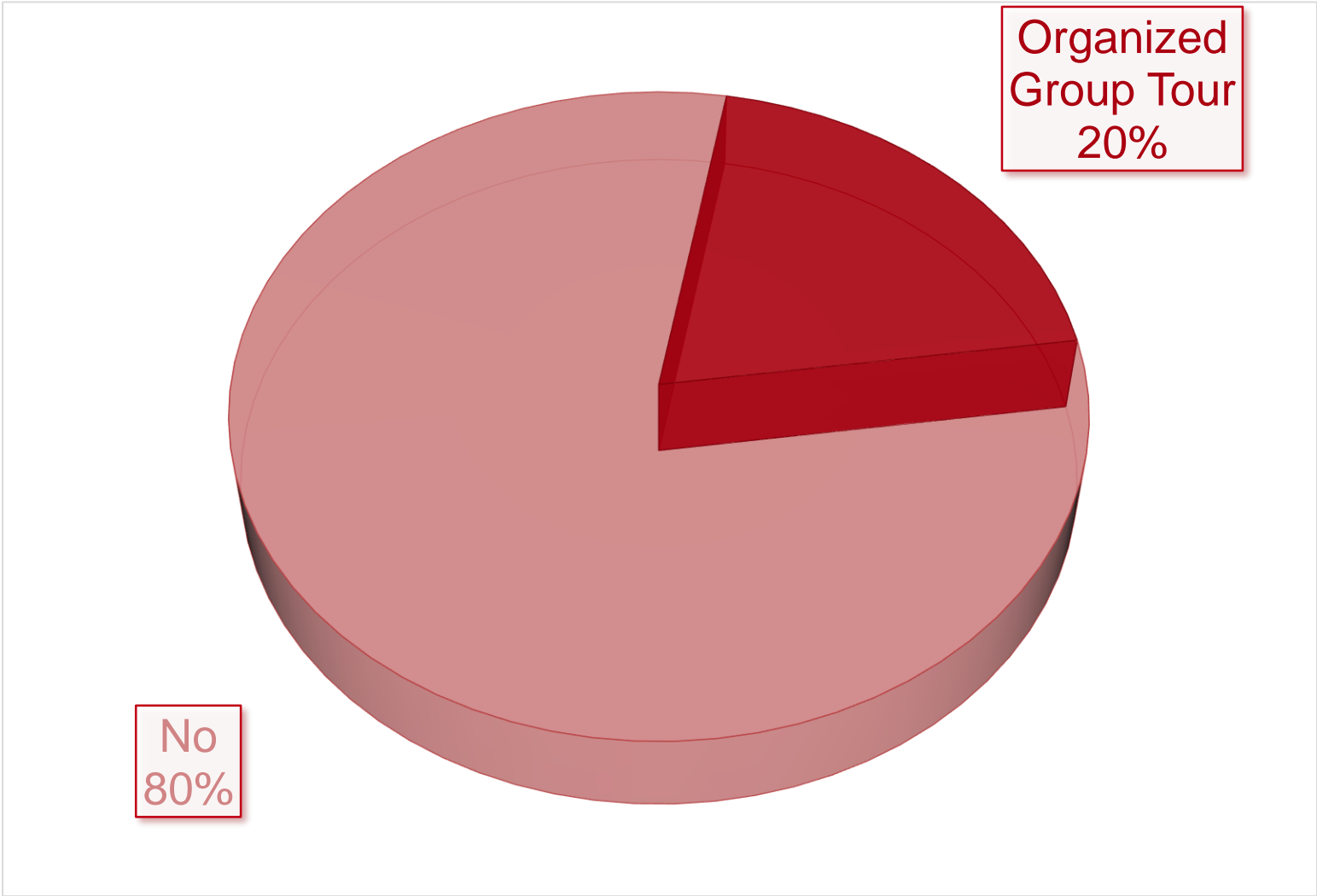
Occupation – Top Responses (10%+)



SECTION 2

TRAVEL PLANNING

Organized Group Tour

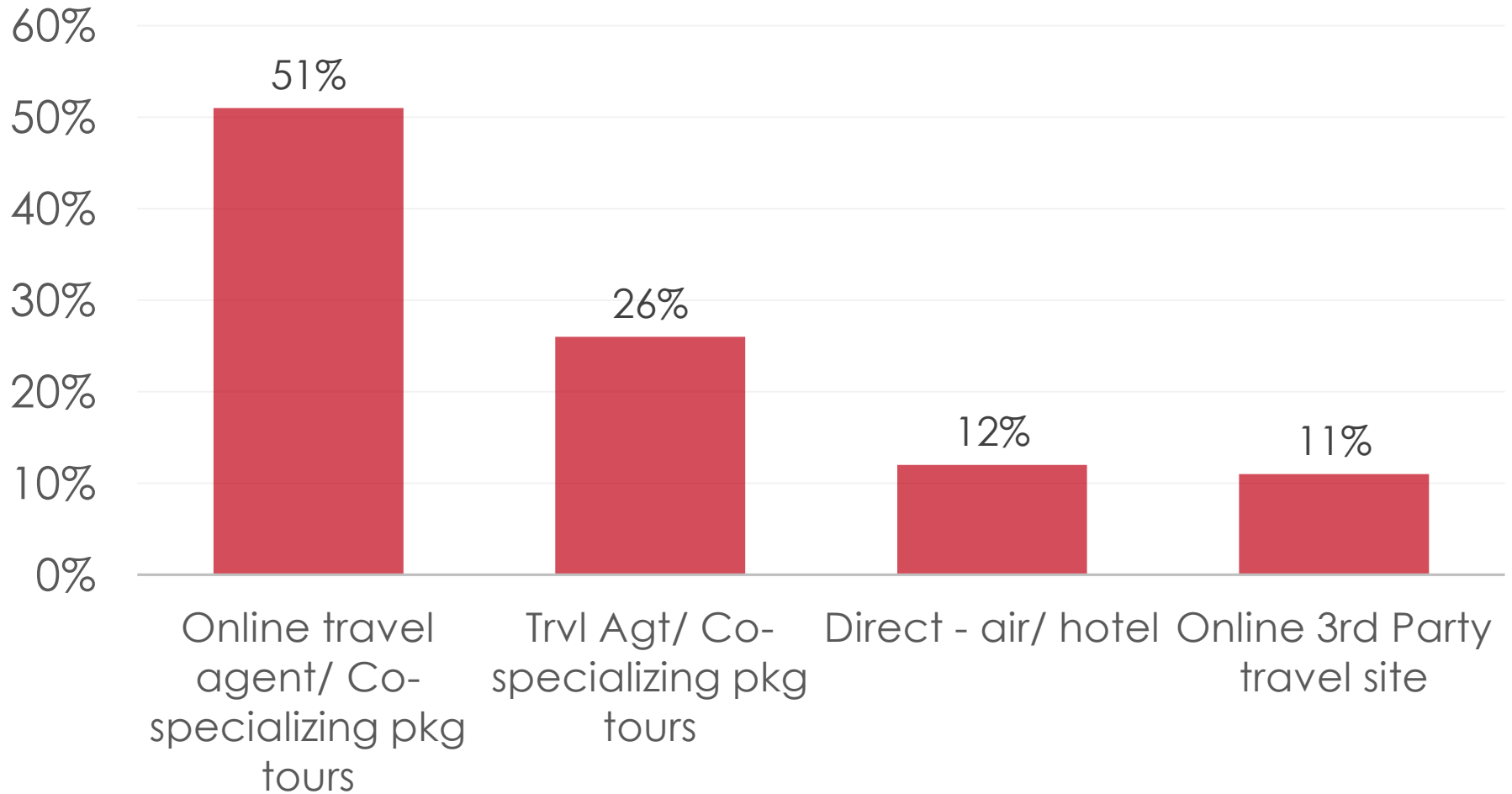


Organized Group Tour- Tracking



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)		YTD
Organized Group Tour	20%					20%

Travel Arrangements - Sources

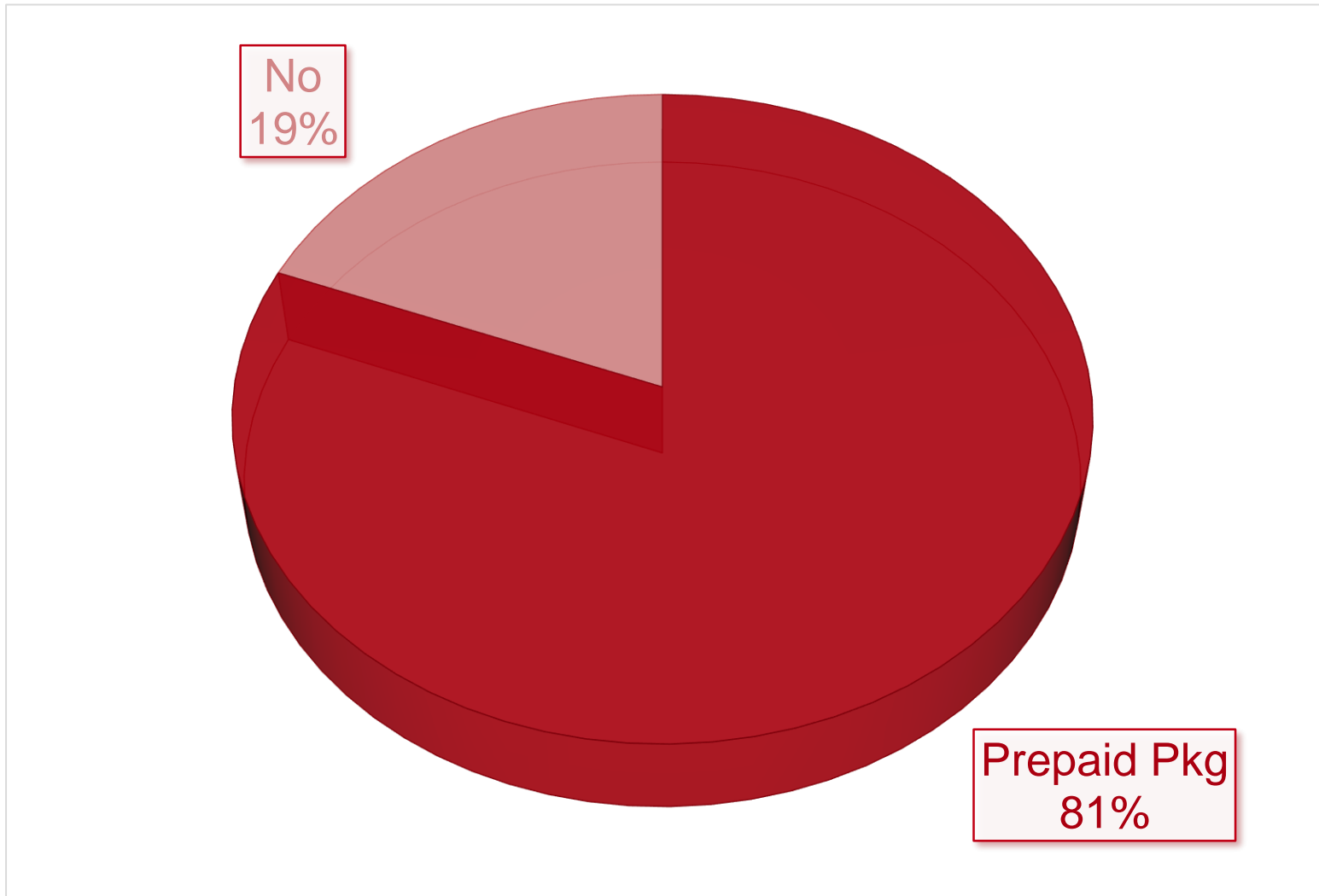


Travel Arrangements - Sources



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)		YTD
● Online travel agent	51%					51%
● Trvl Agt/ Co- Pkg Tour	26%					26%
● Online 3rd Party	11%					11%
● Direct Air/ Hotel	12%					12%

Prepaid Package Trip

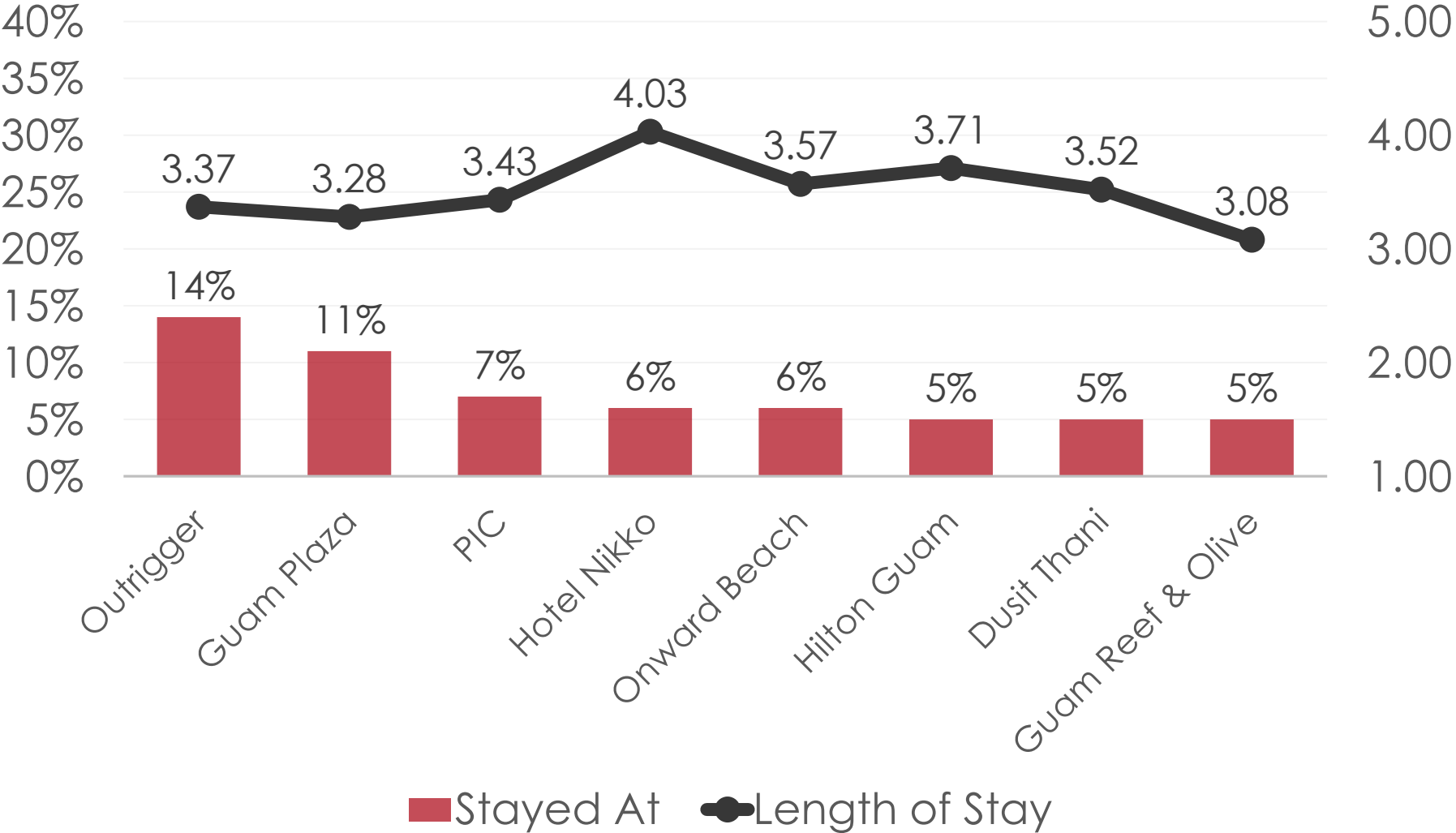


Prepaid Package Trip

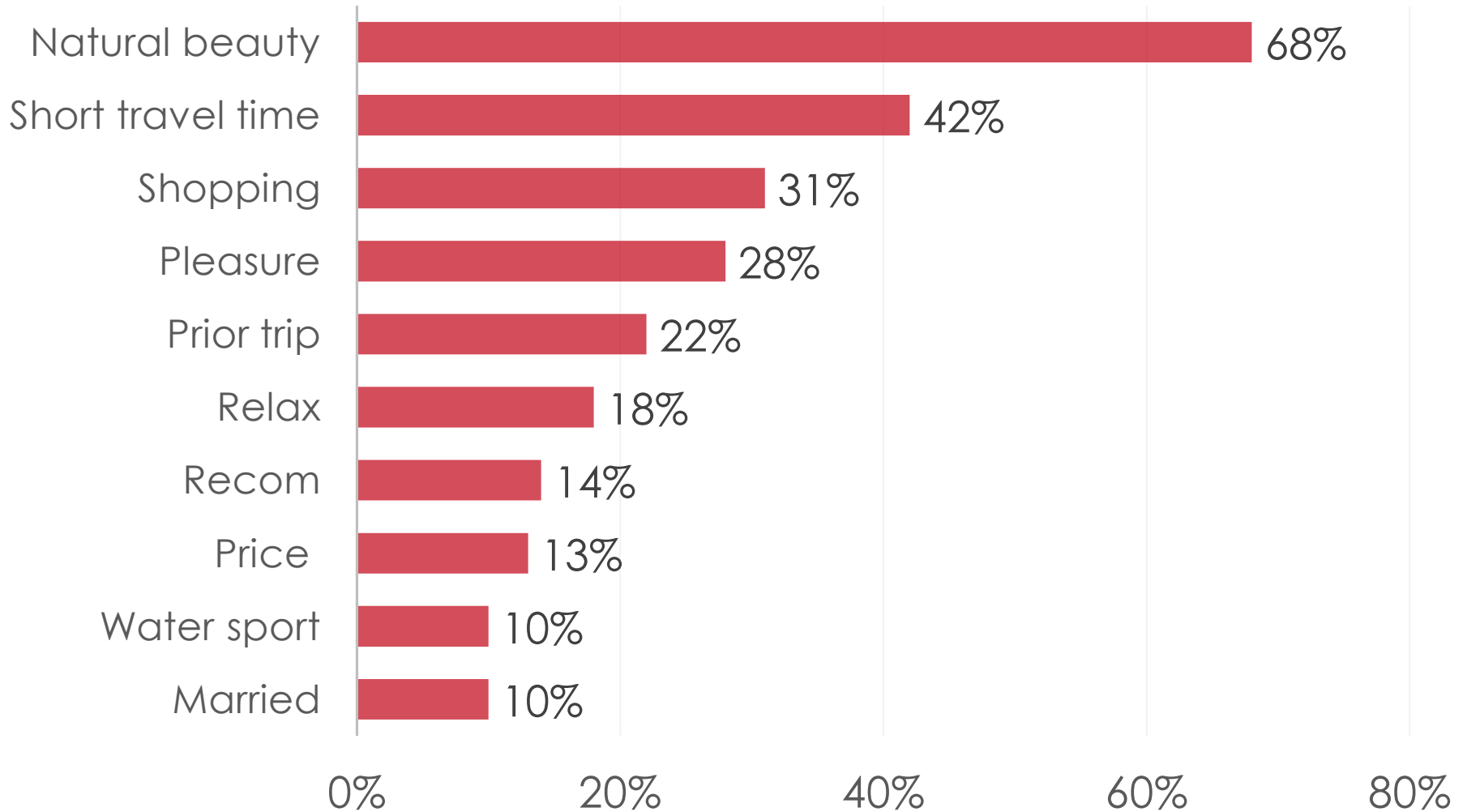


● Prepaid Pkg Trip	81%					81%
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Accommodations (Top Responses)



Travel Motivation (Top Responses)



Travel Motivation – Key Segments

GVB EXIT SURVEY

Q5A Please select the top three reasons that motivated you to travel to Guam?

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
Q5A	Beautiful seas, beaches, tropical climate	68%	67%	65%	72%	71%		43%	58%
	Short travel time (not too far from home)	42%	49%	45%	41%	71%		29%	37%
	Shopping	31%	26%	28%	34%	24%	25%	14%	23%
	Pleasure/ vacation	28%	25%	23%	26%	19%		16%	22%
	A previous visit	22%	25%	48%	21%	19%		9%	22%
	Just to relax	18%	18%	19%	15%	14%	25%	5%	14%
	Recommendation of friend/ relative/ travel agency	14%	12%	9%	12%			10%	15%
	Price of the tour package	13%	11%	13%	16%	10%			12%
	Water sports (snorkeling, windsurfing, parasailing)	10%	9%	7%	13%	10%		4%	7%
	To Get Married/ attend Wedding	10%	16%	6%	9%	10%	25%	100%	15%
	Honeymoon	9%	17%	4%	7%			26%	6%
	It is a safe place to spend a vacation	7%	8%	7%	2%	19%		4%	7%
	Company/ business trip	5%	1%	4%	5%	5%	25%		21%
	Scuba diving	2%	1%	3%	2%	14%		1%	2%
	To golf	2%	2%	4%	1%	5%	25%	1%	3%
	To visit friends or relatives	2%	2%	2%	2%		25%	1%	2%
	Shop Guam E-Fest	1%	0%	1%	1%			1%	1%
	Organized sporting activity/ event	1%	1%	1%	1%		25%		1%
	My company sponsored me	1%	0%	1%	1%		25%		3%
	School trip	0%			0%				2%
	Adventure	0%		0%					1%
	Incentive trip	0%	0%		0%		75%	1%	1%
	Government or military	0%	0%	1%					
	Convention/ conference/ trade show/ meeting	0%					25%		
	Career certification/ testing	0%							0%
	Total	1091	550	497	203	21	4	104	214

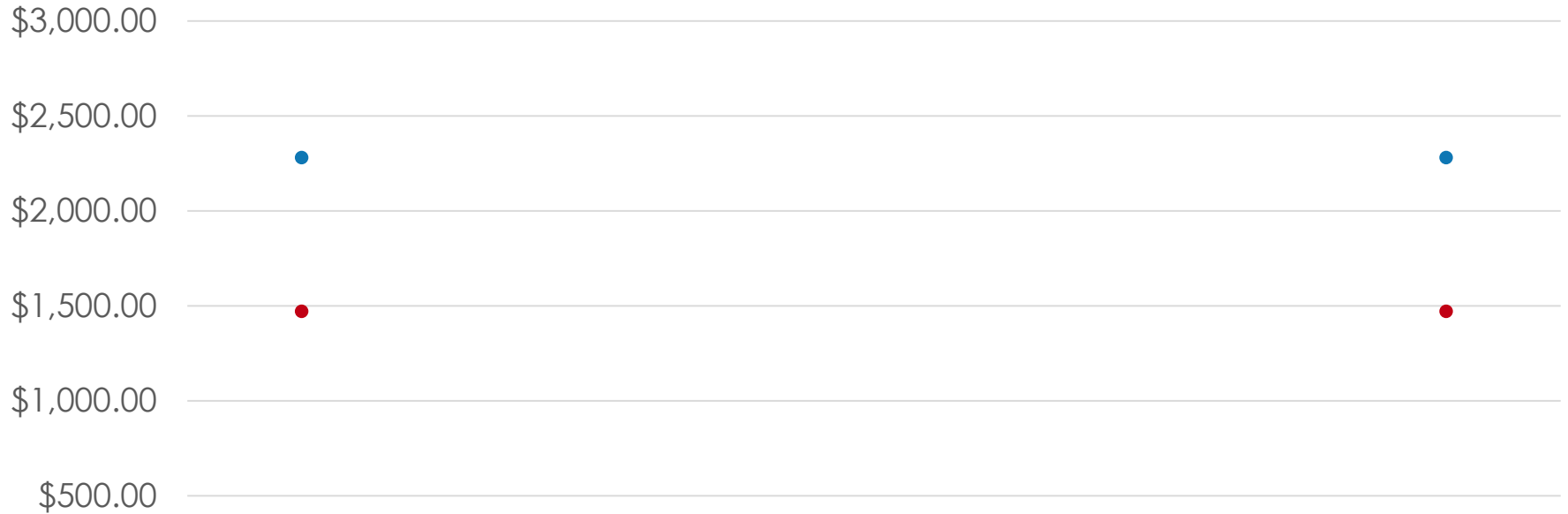
SECTION 3

EXPENDITURES

Prepaid Expenditures

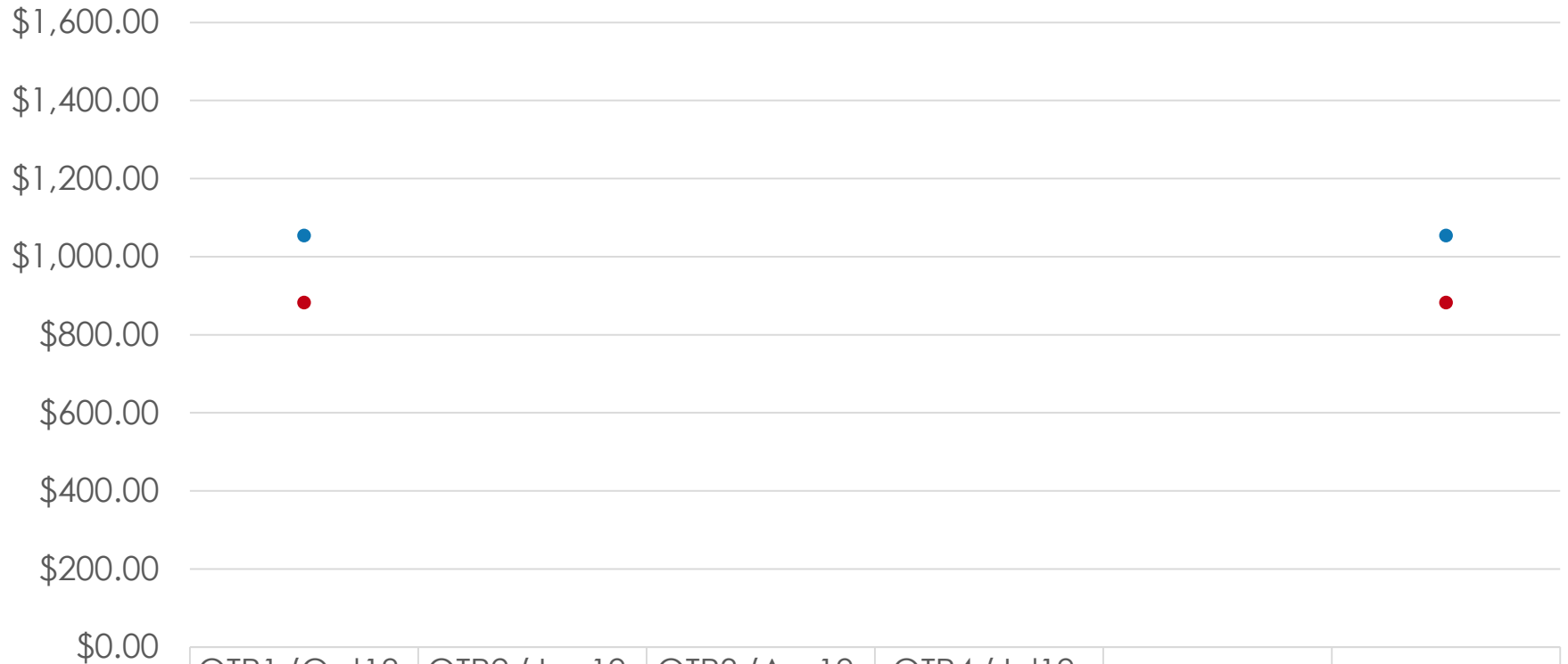
- \$2,282.27 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$1,053.87 = overall mean average per person prepaid expenditures

Prepaid Entire Travel Party – FY2019 Tracking



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)	YTD
MEAN	\$2,282.27				\$2,282.27
MEDIAN	\$1,472.00				\$1,472.00

Prepaid Per Person– FY2019 Tracking



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)		YTD
MEAN	\$1,053.87					\$1,053.87
MEDIAN	\$882.00					\$882.00

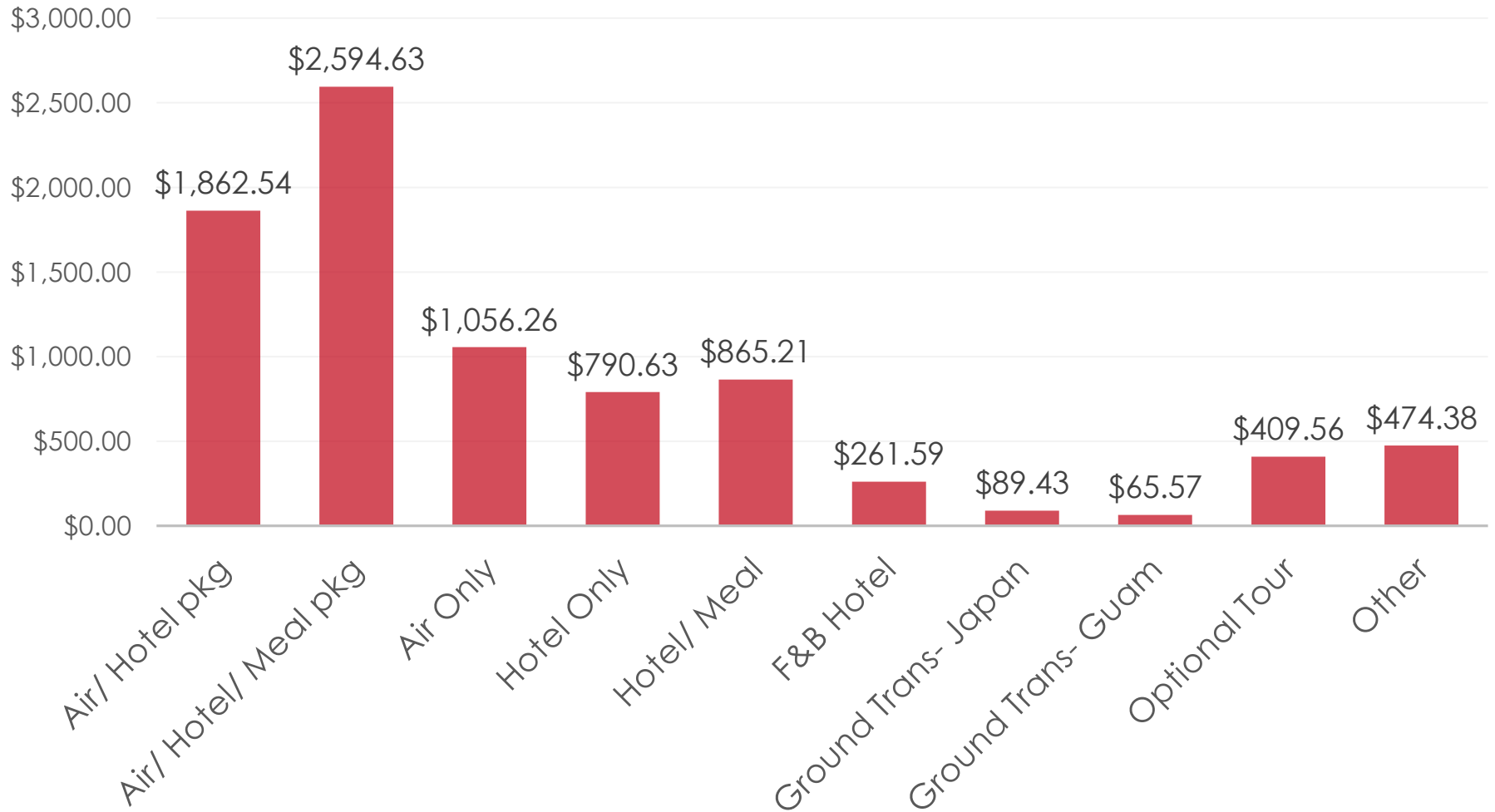
Prepaid Per Person– Key Segments

**GVB EXIT SURVEY
Q10A PREPAID - PER PERSON:**

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
PREPAID PP	Mean	\$1,053.87	\$1,209.27	\$1,024.55	\$838.06	\$1,302.78	\$876.28	\$1,374.25	\$986.96
	Median	\$882	\$997	\$882	\$777	\$1,200	\$782	\$1,105	\$749

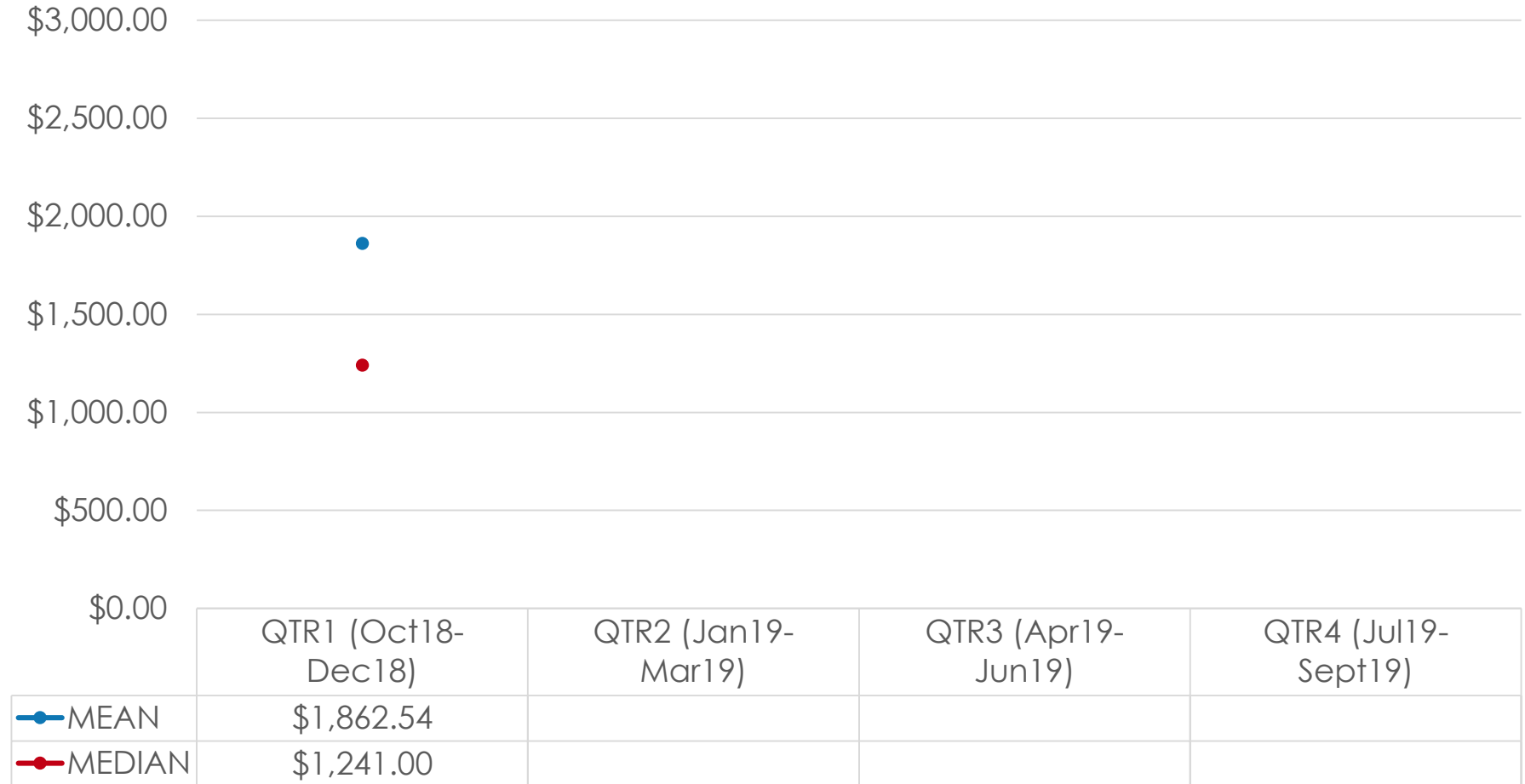
Prepared by Anthology Research

Prepaid Expenses by Category – MEAN Entire Travel Party



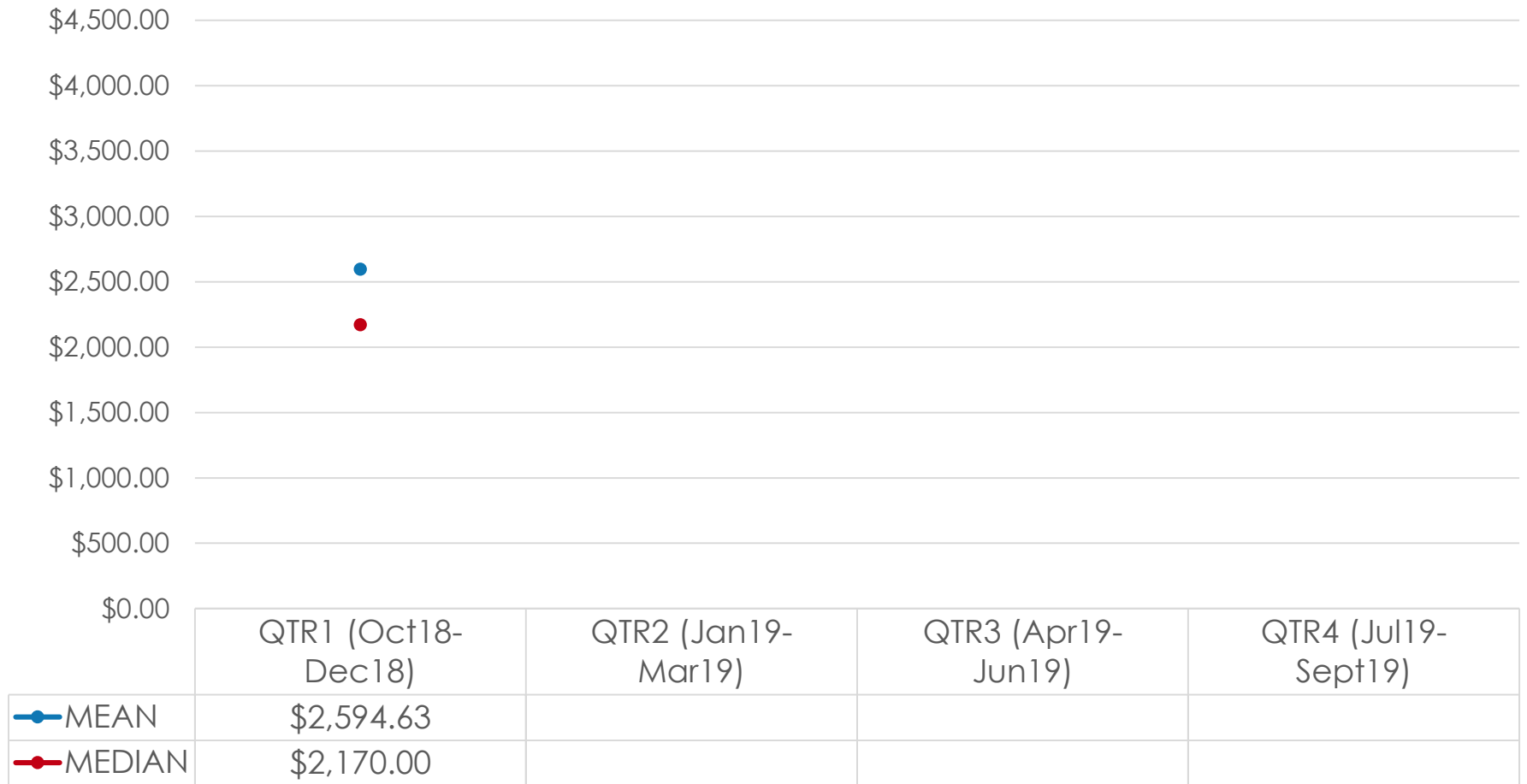
Prepaid– FY2019 Tracking

Airfare & Accommodation Packages



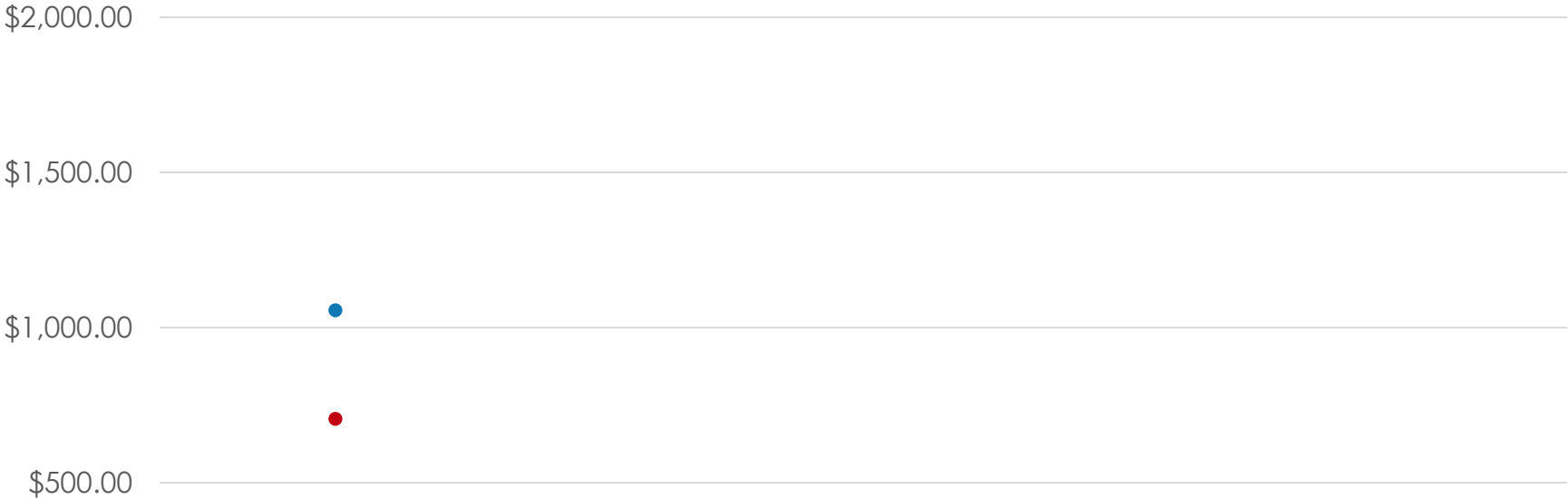
Prepaid– FY2019 Tracking

Airfare & Accommodation W/ Meal Packages



Prepaid– FY2019 Tracking

Airfare Only



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)
● MEAN	\$1,056.26			
● MEDIAN	\$706.00			

Prepaid– FY2019 Tracking Accommodations Only



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)
● MEAN	\$790.63			
● MEDIAN	\$706.00			

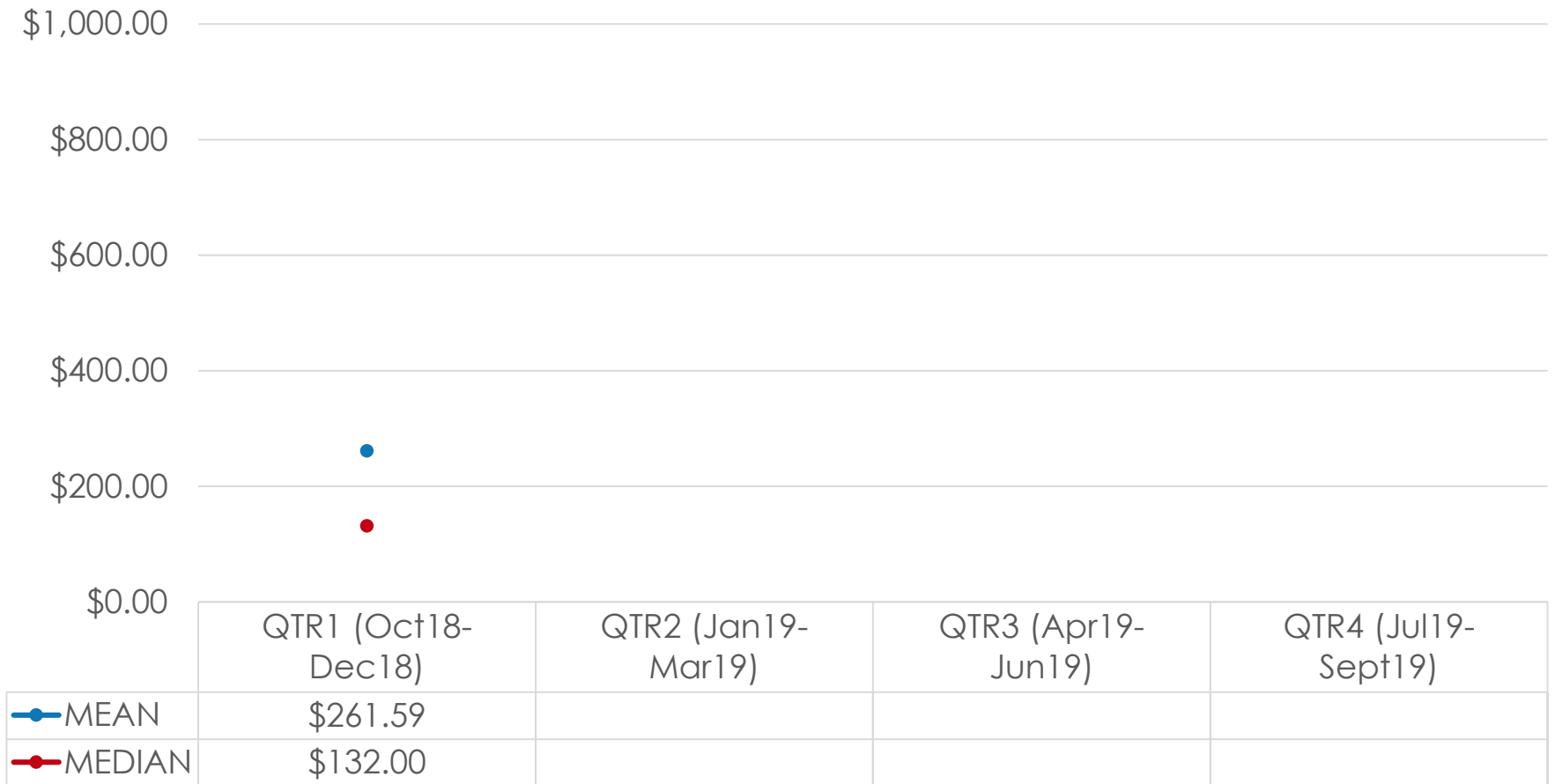
Prepaid– FY2019 Tracking Accommodations w/ Meal Only



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)
● MEAN	\$865.21			
● MEDIAN	\$709.00			

Prepaid– FY2019 Tracking

Food & Beverage in Hotel



Prepaid– FY2019 Tracking

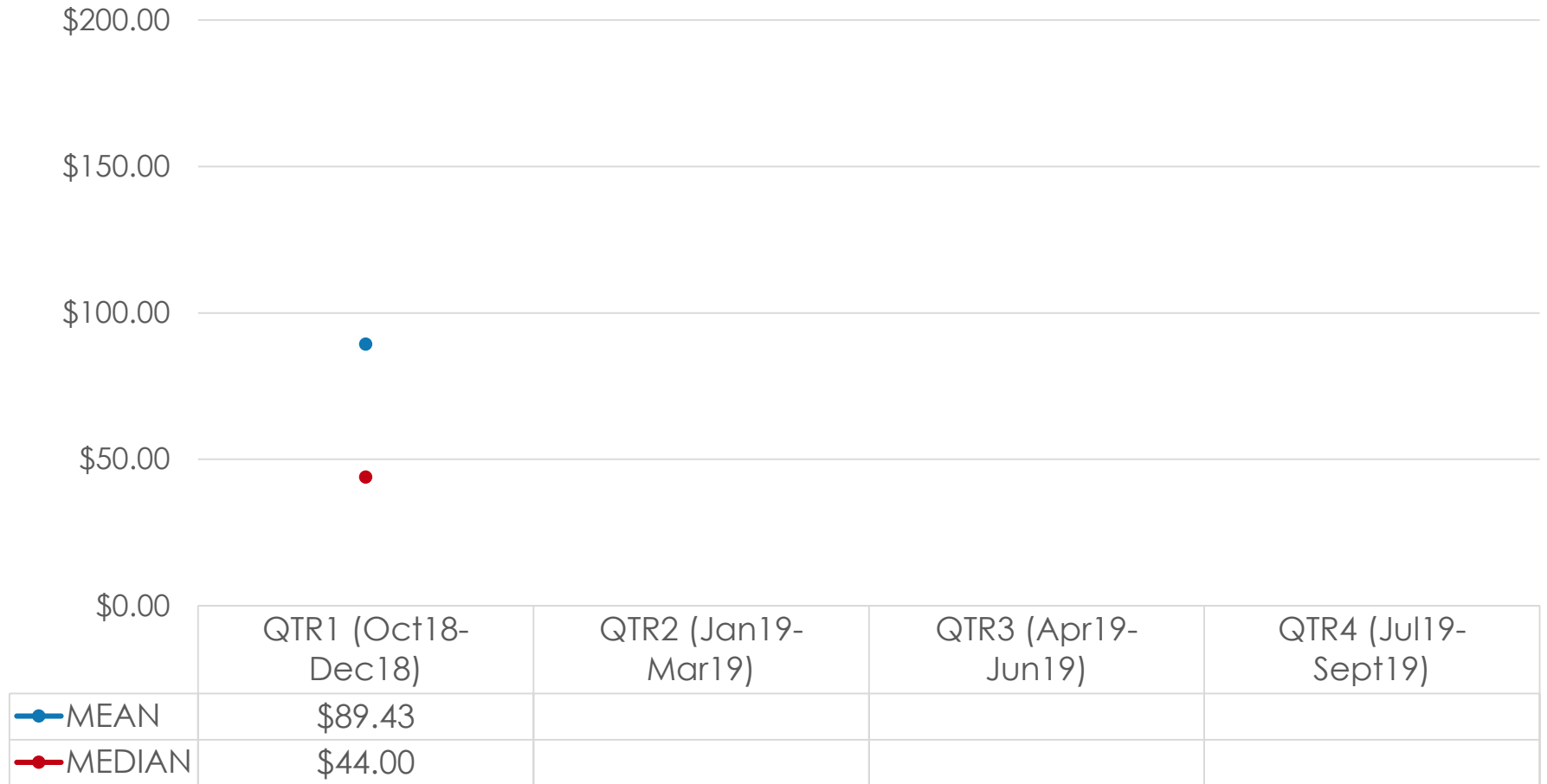
Ground Transportation - Japan



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)
● MEAN	\$89.43			
● MEDIAN	\$44.00			

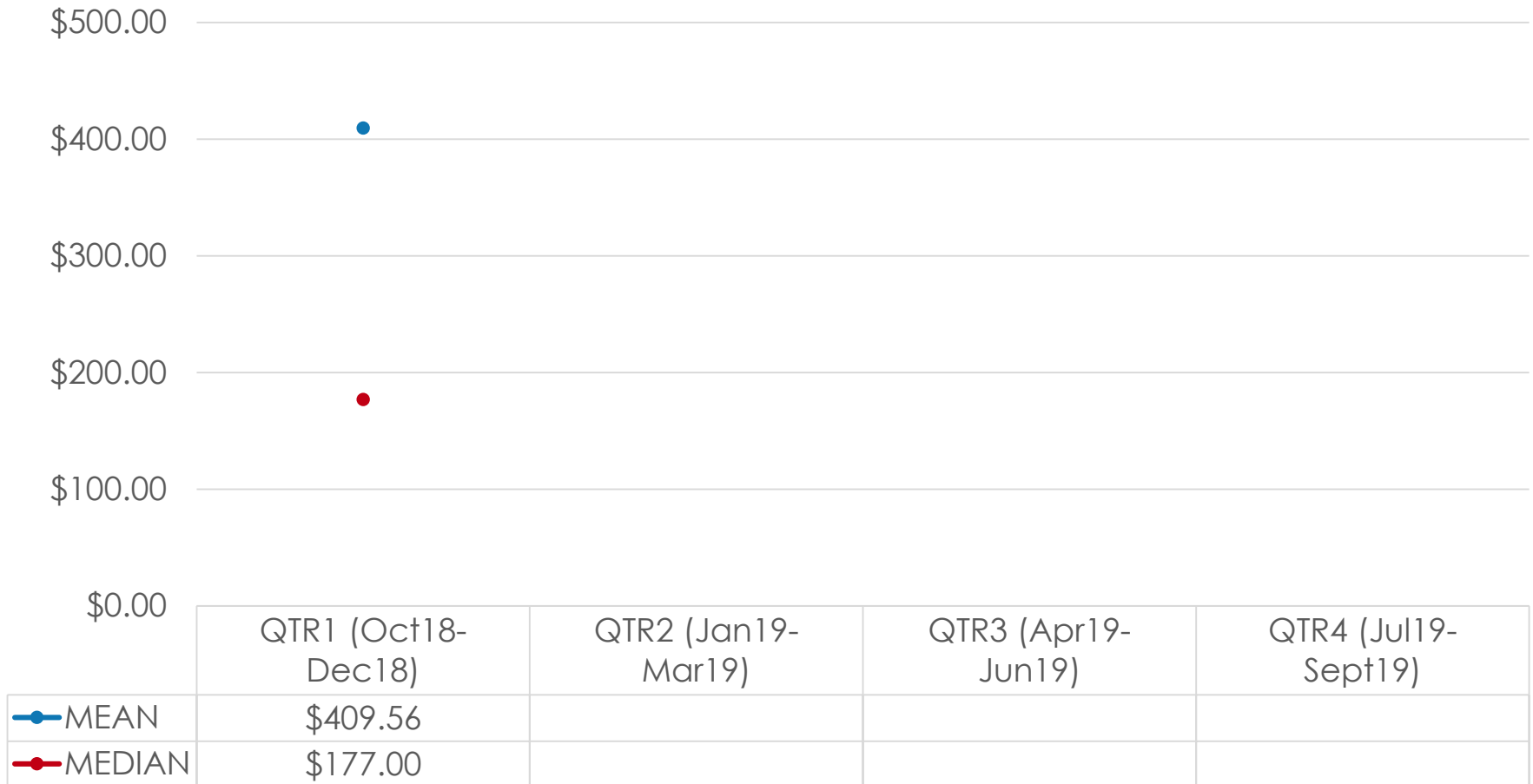
Prepaid– FY2019 Tracking

Ground Transportation - Guam



Prepaid– FY2019 Tracking

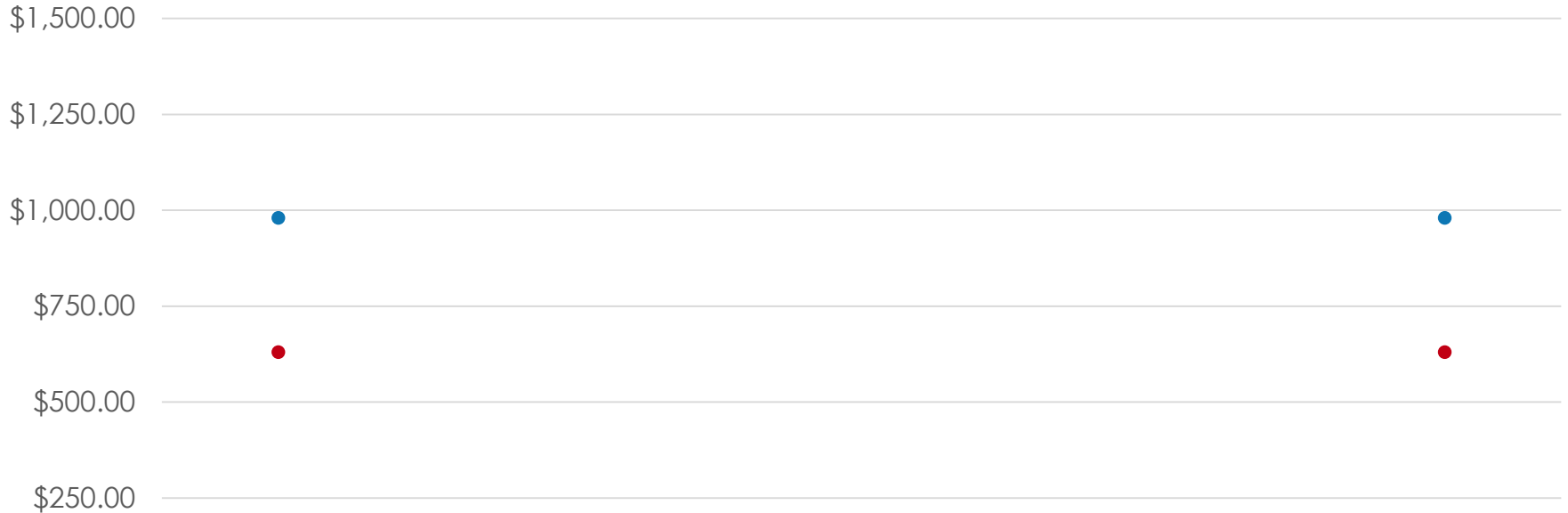
Optional tours/ Activities



On-Island Expenditures

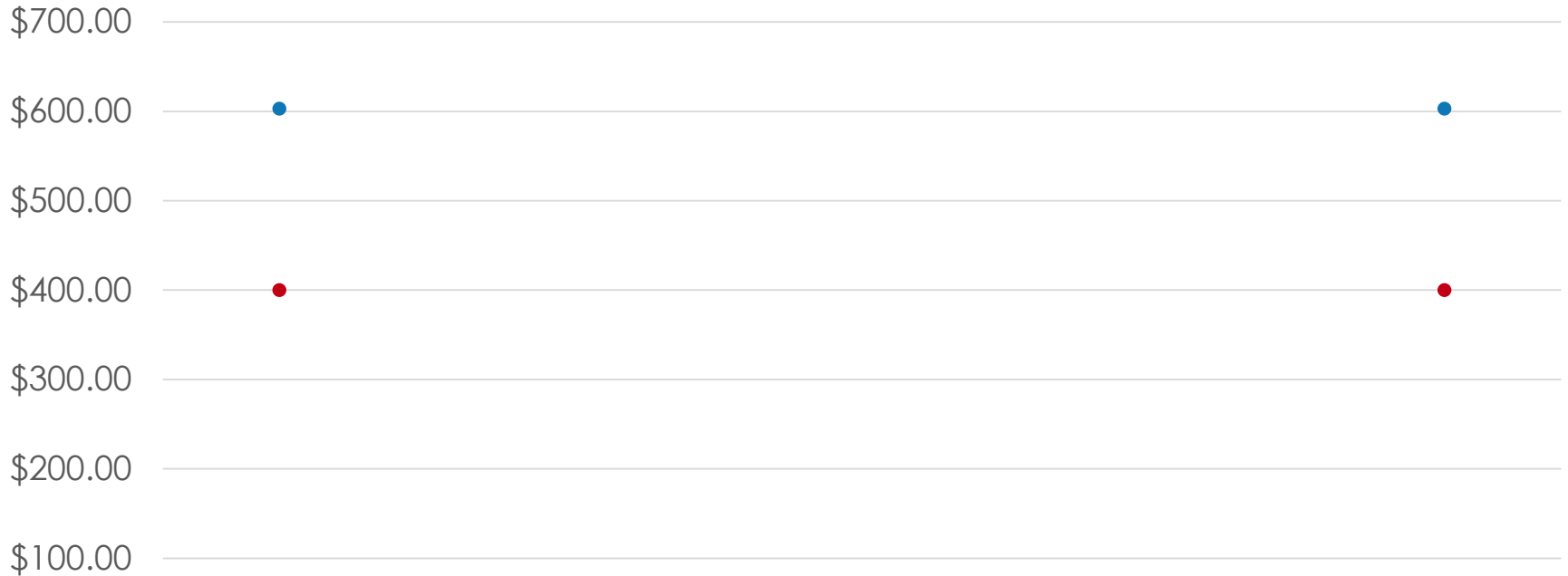
- \$979.81 = overall mean average on-island expense (for entire travel party size) by respondent
- \$602.93 = overall mean average per person on-island expenditures

On-Island Entire Travel Party – FY2019 Tracking



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)		YTD
● MEAN	\$979.81					\$979.81
● MEDIAN	\$630.00					\$630.00

On-Island Per Person – FY2019 Tracking



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)		YTD
● MEAN	\$602.93					\$602.93
● MEDIAN	\$400.00					\$400.00

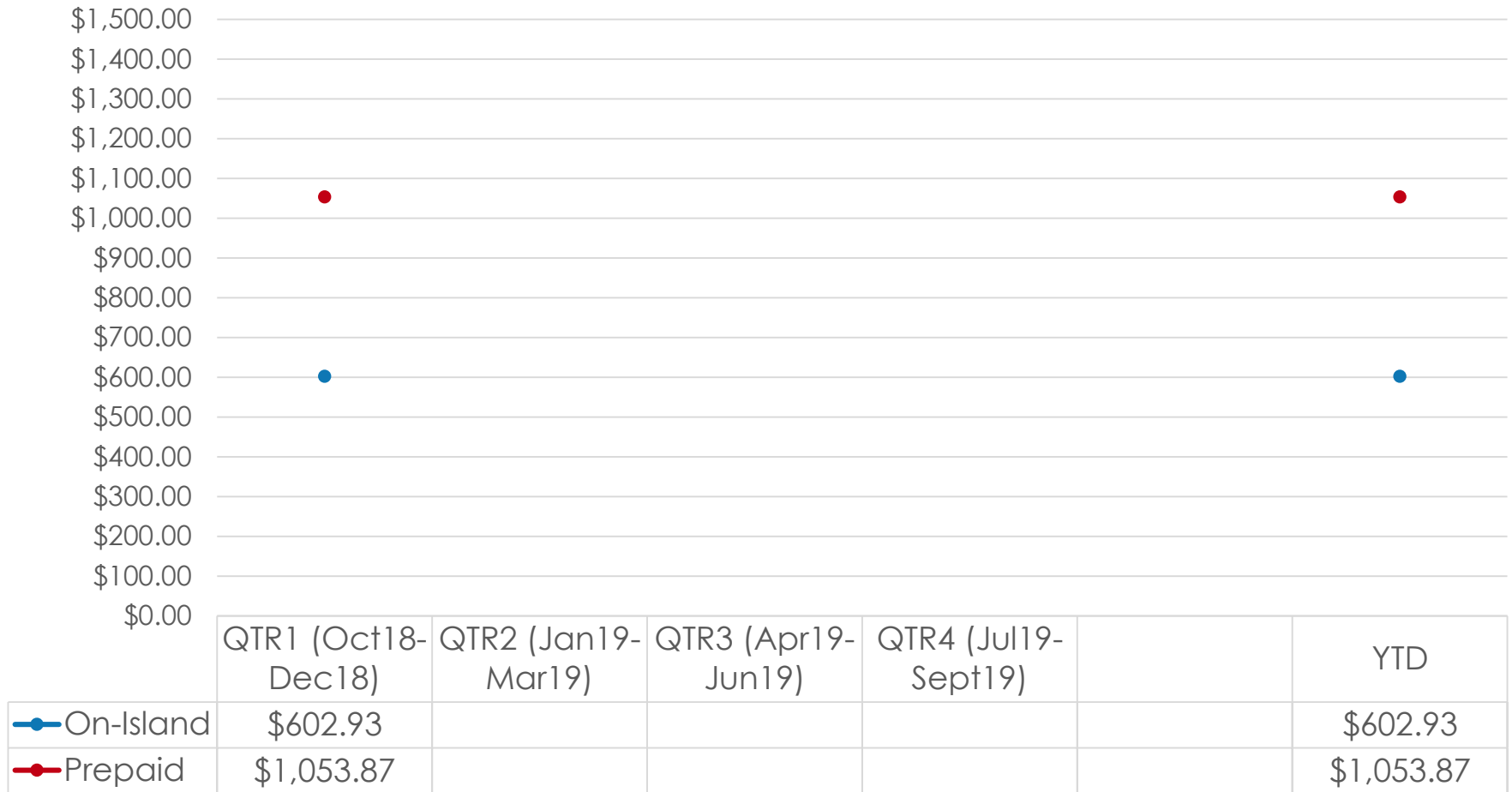
On-Island Per Person – Key Segments

GVB EXIT SURVEY
Q11A ONISLE EXPENDITURE- PER PERSO

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
ONISLE PER PERSON	Mean	\$602.93	\$525.02	\$714.35	\$494.08	\$2,454.84	\$351.25	\$469.61	\$672.99
	Median	\$400	\$338	\$437	\$411	\$543	\$228	\$299	\$323

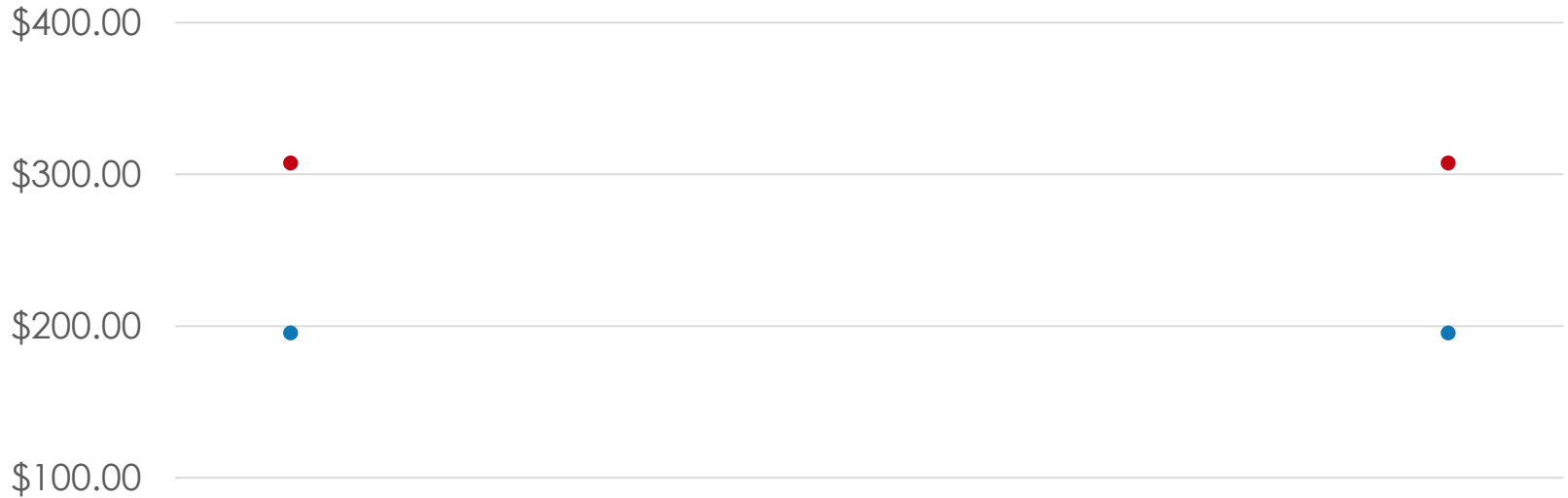
Prepared by Anthology Research

Per Person MEAN expenditures – FY2019 Tracking On-Island/ Prepaid



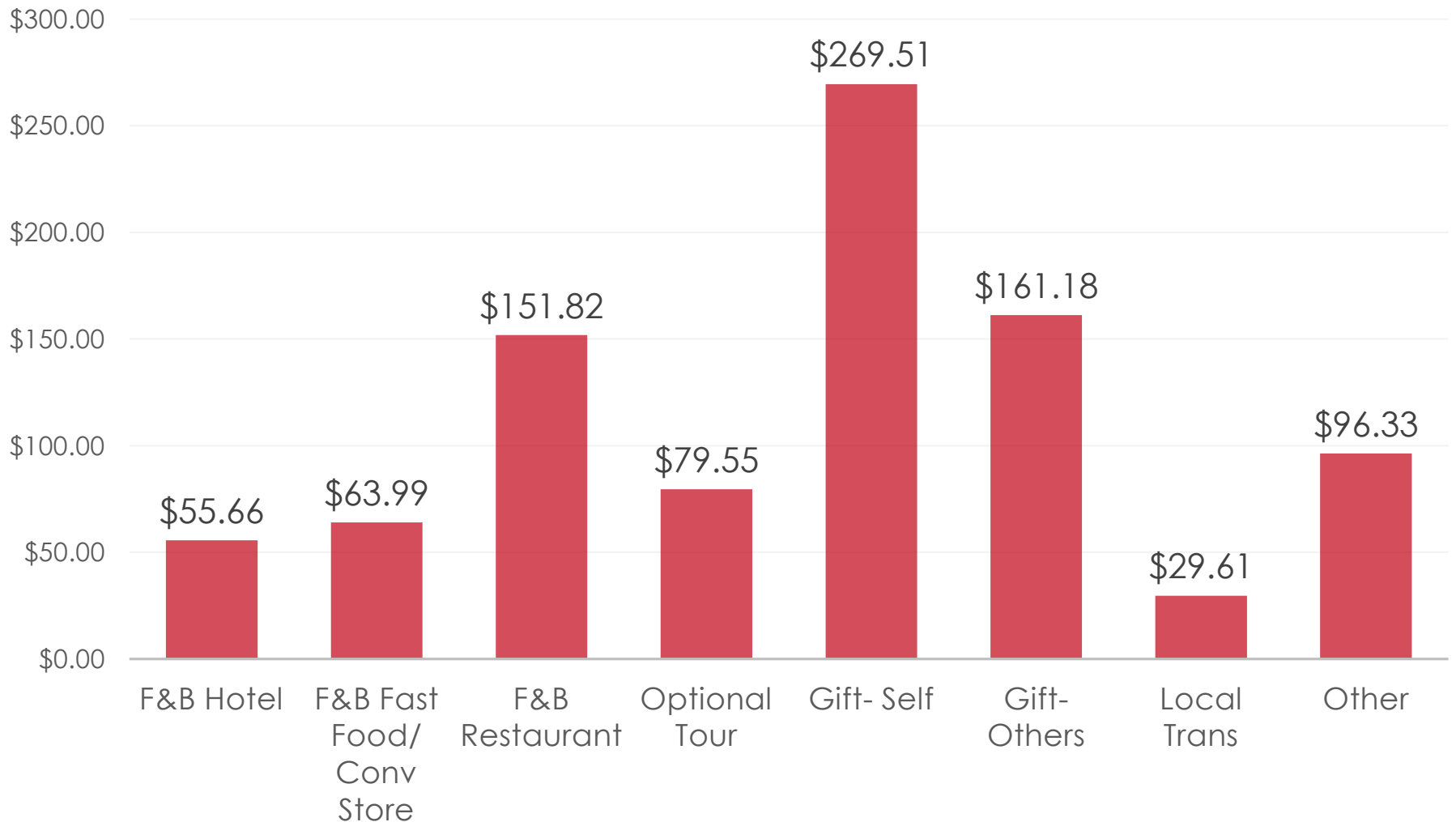
On-Island Per Day Spending – FY2019 Tracking

MEAN



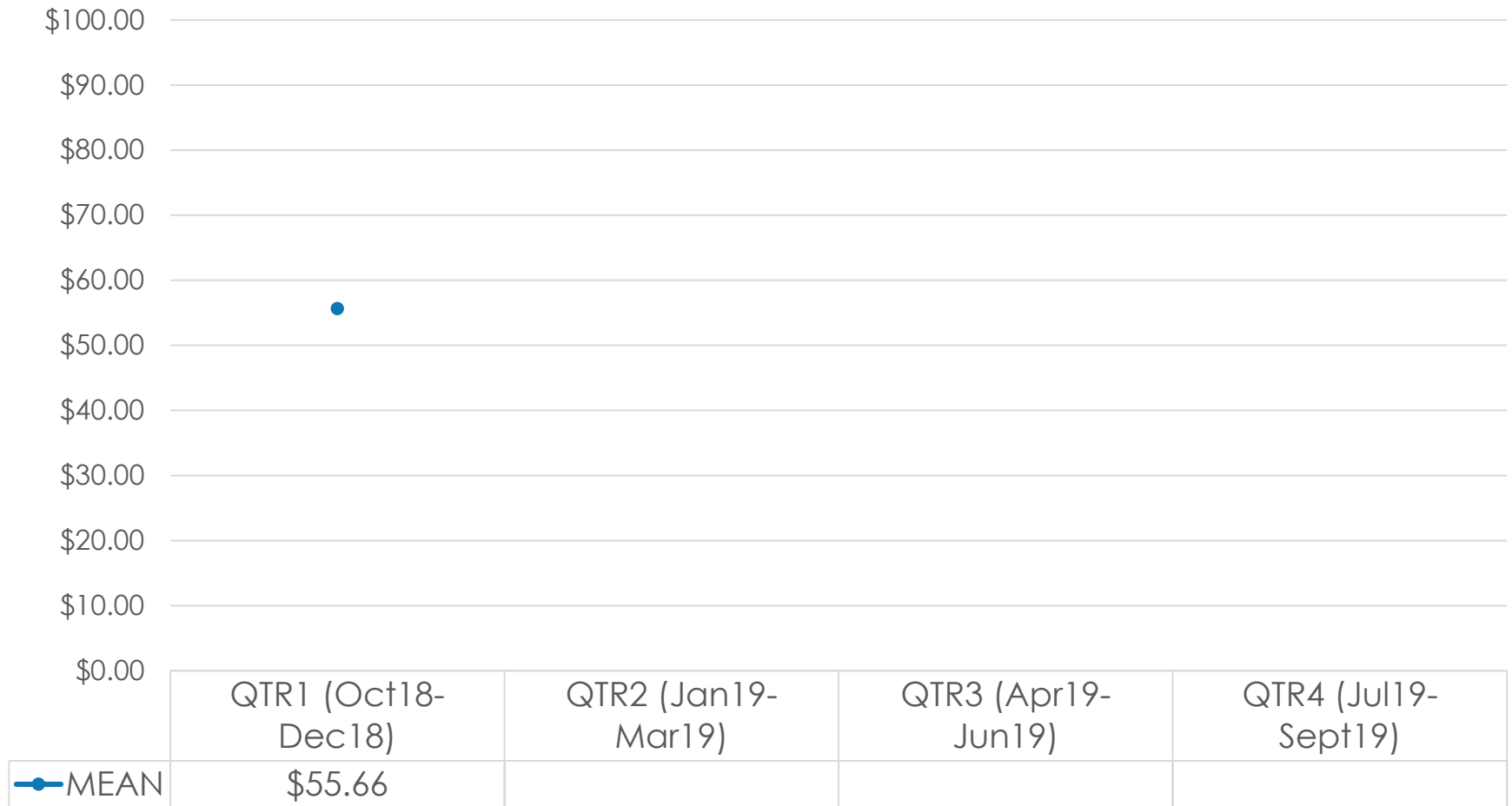
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)	YTD
Per Person	\$195.41				\$195.41
Travel Party	\$307.50				\$307.50

On-Island Expenses by Category – MEAN Entire Travel Party



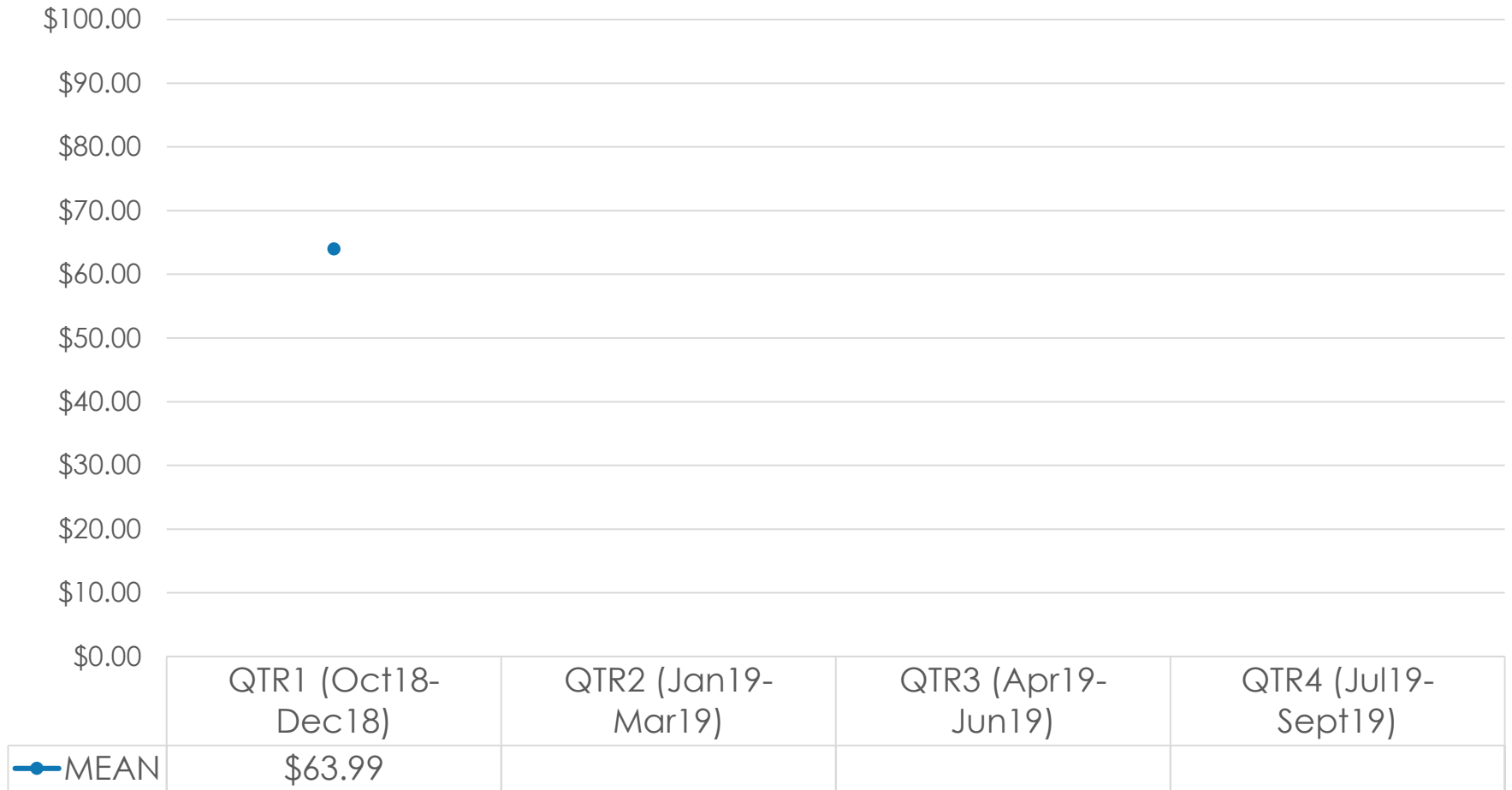
On-Island – FY2019 Tracking

Food & Beverage - Hotel



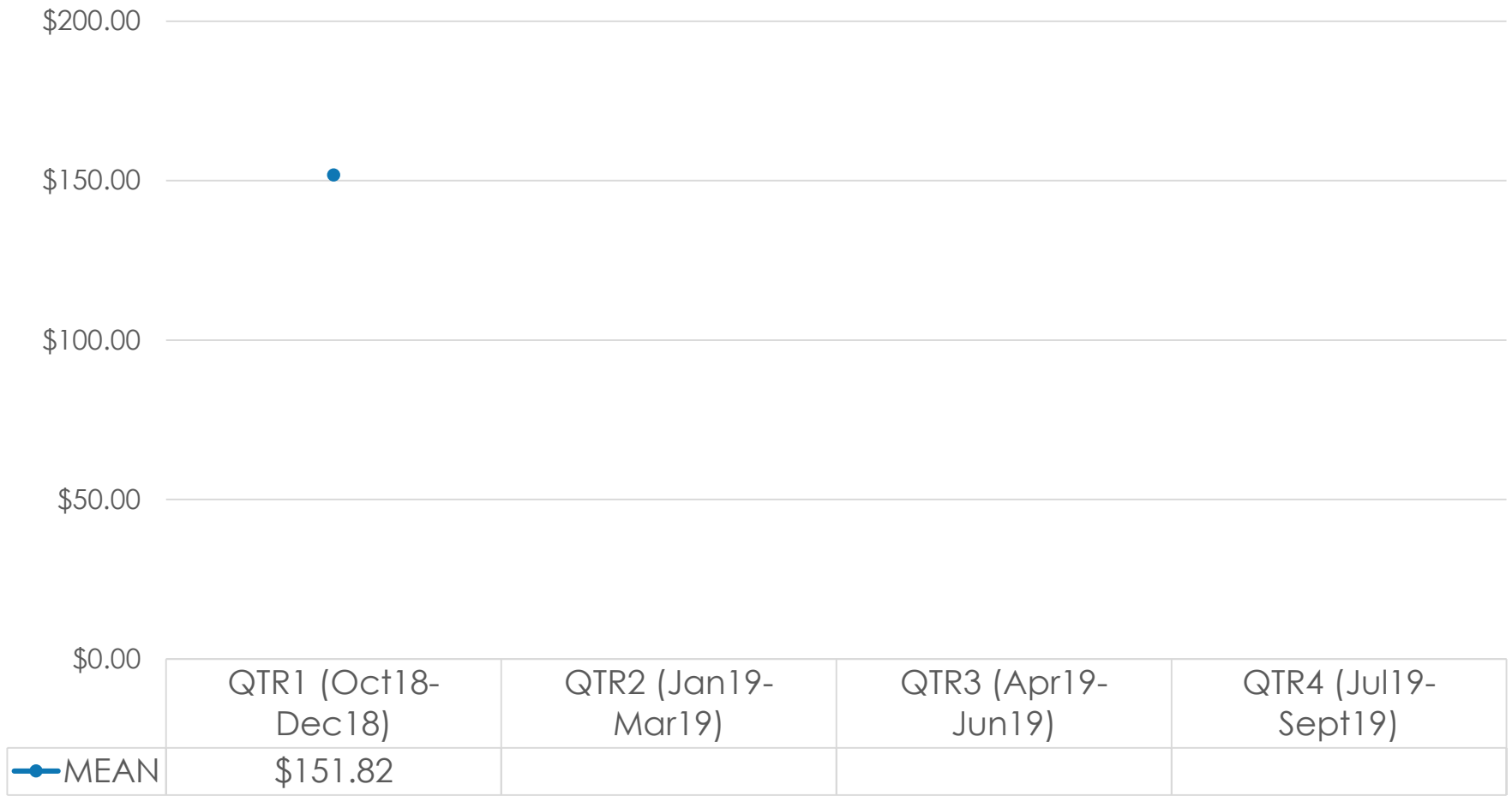
On-Island – FY2019 Tracking

Food & Beverage – Fast Food/ Convenience Store



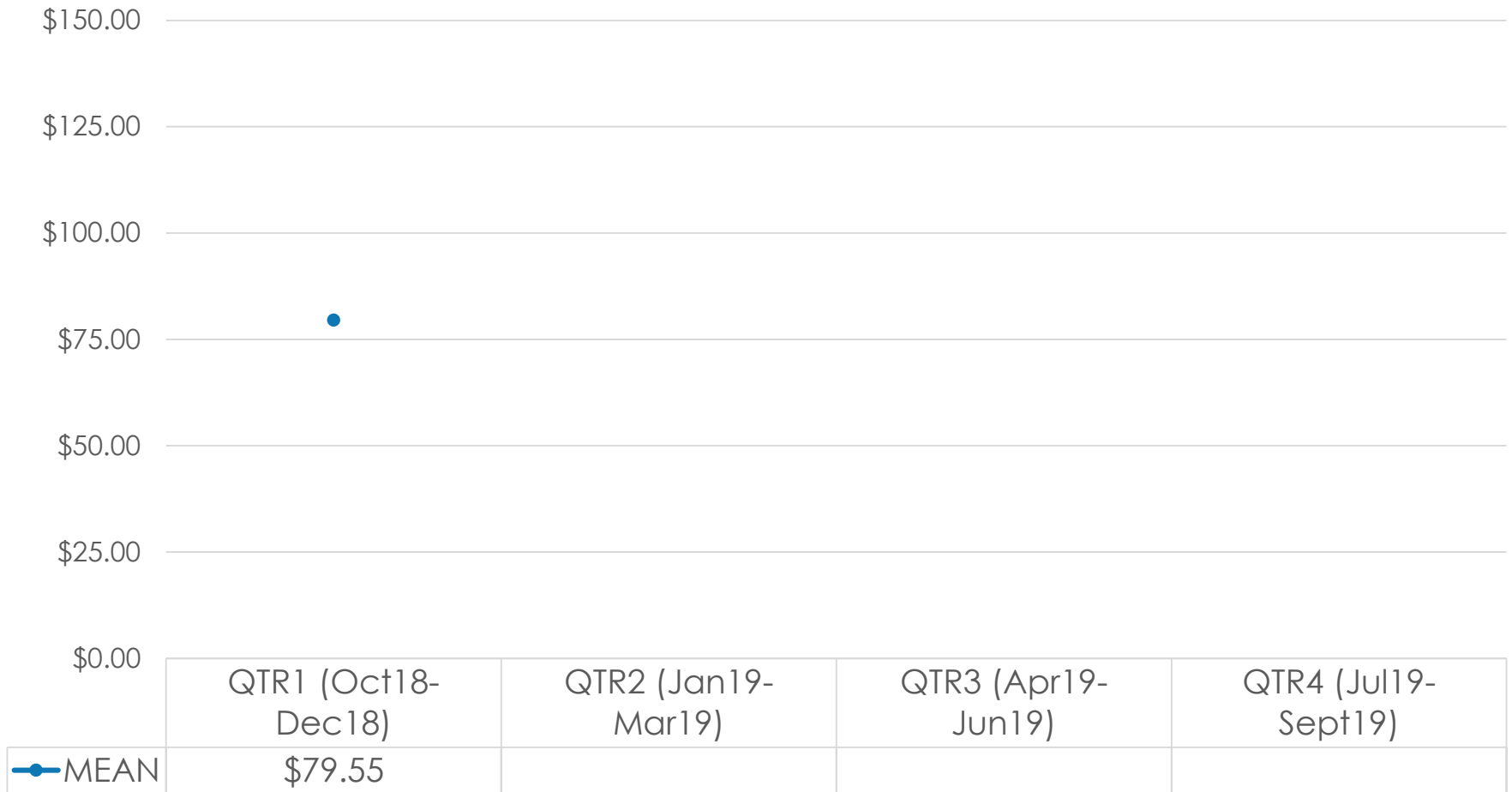
On-Island – FY2019 Tracking

Food & Beverage – Restaurant/ Drinking Est Outside Hotel



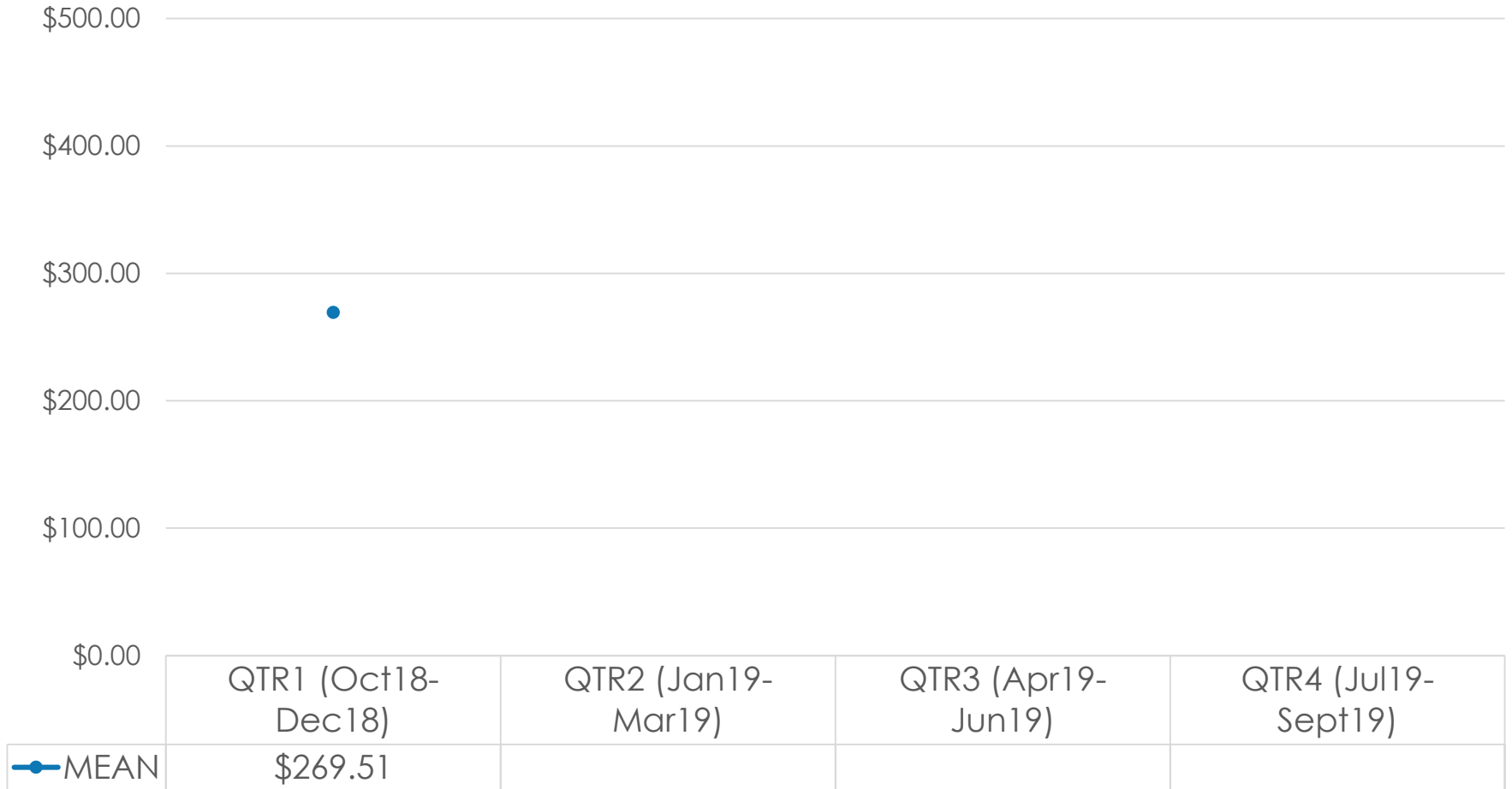
On-Island – FY2019 Tracking

Optional tour/ Activities



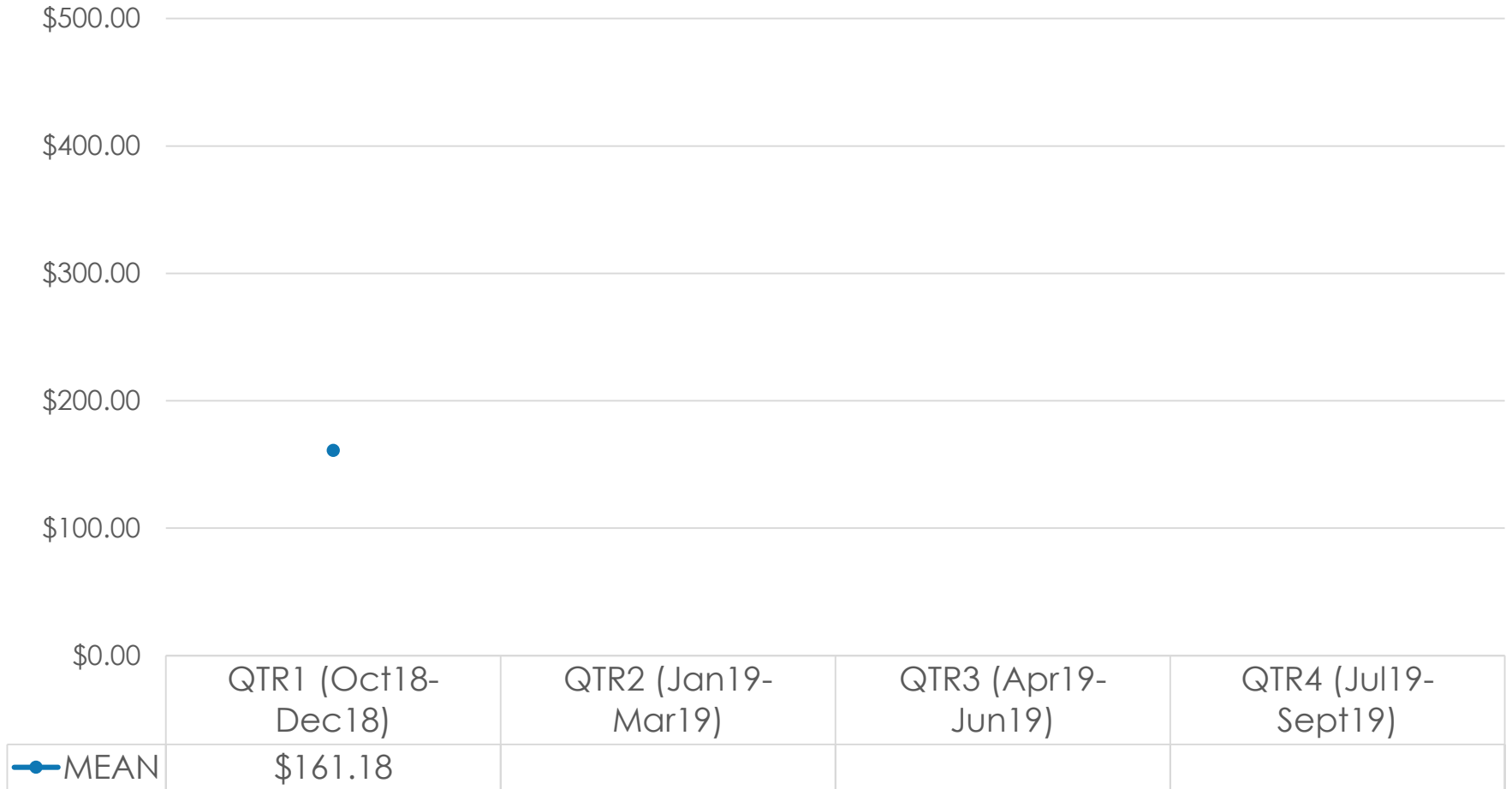
On-Island – FY2019 Tracking

Gift/ Souvenir – Self/ Companion



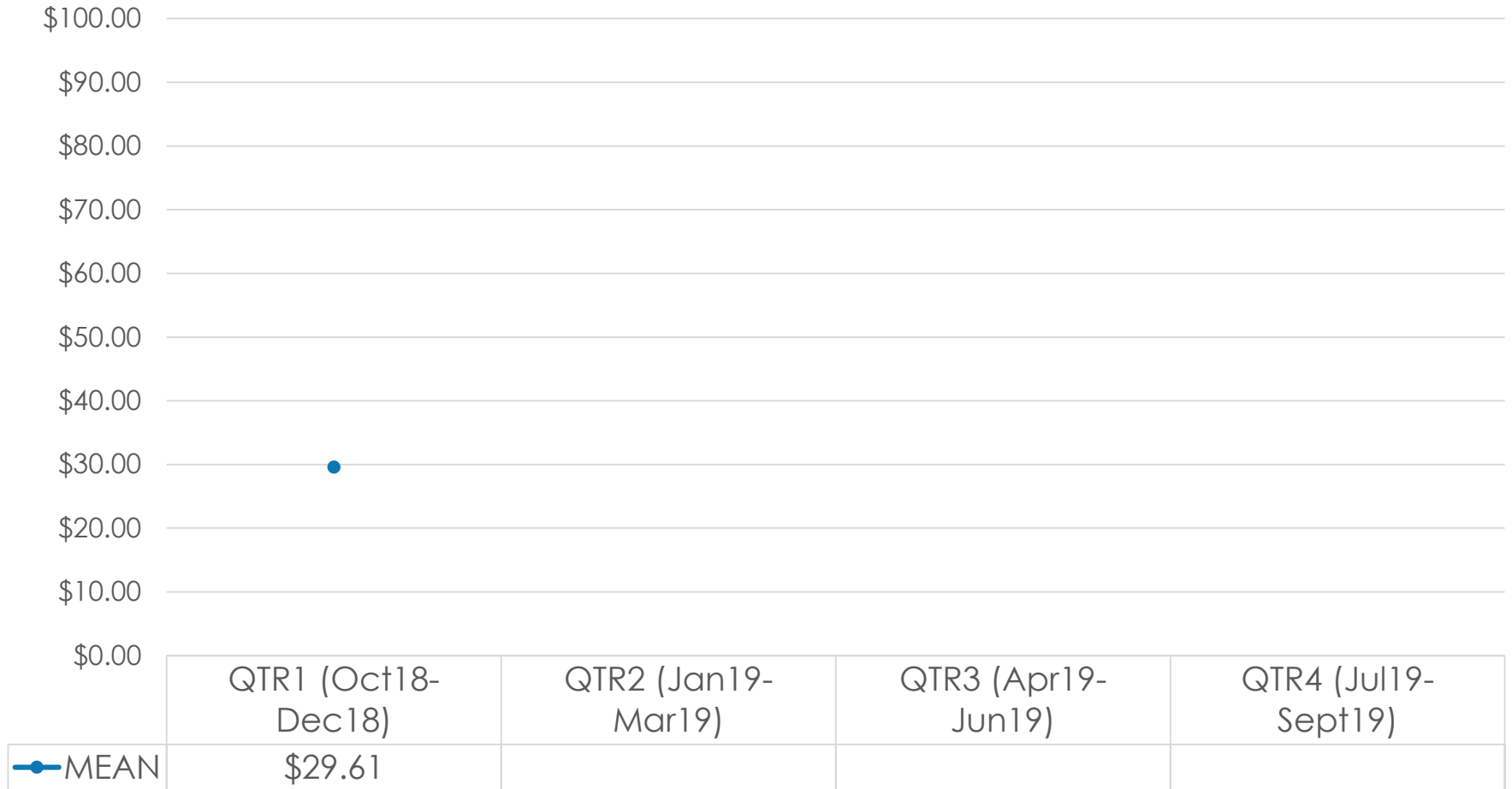
On-Island – FY2019 Tracking

Gift/ Souvenir – Friends/ Family



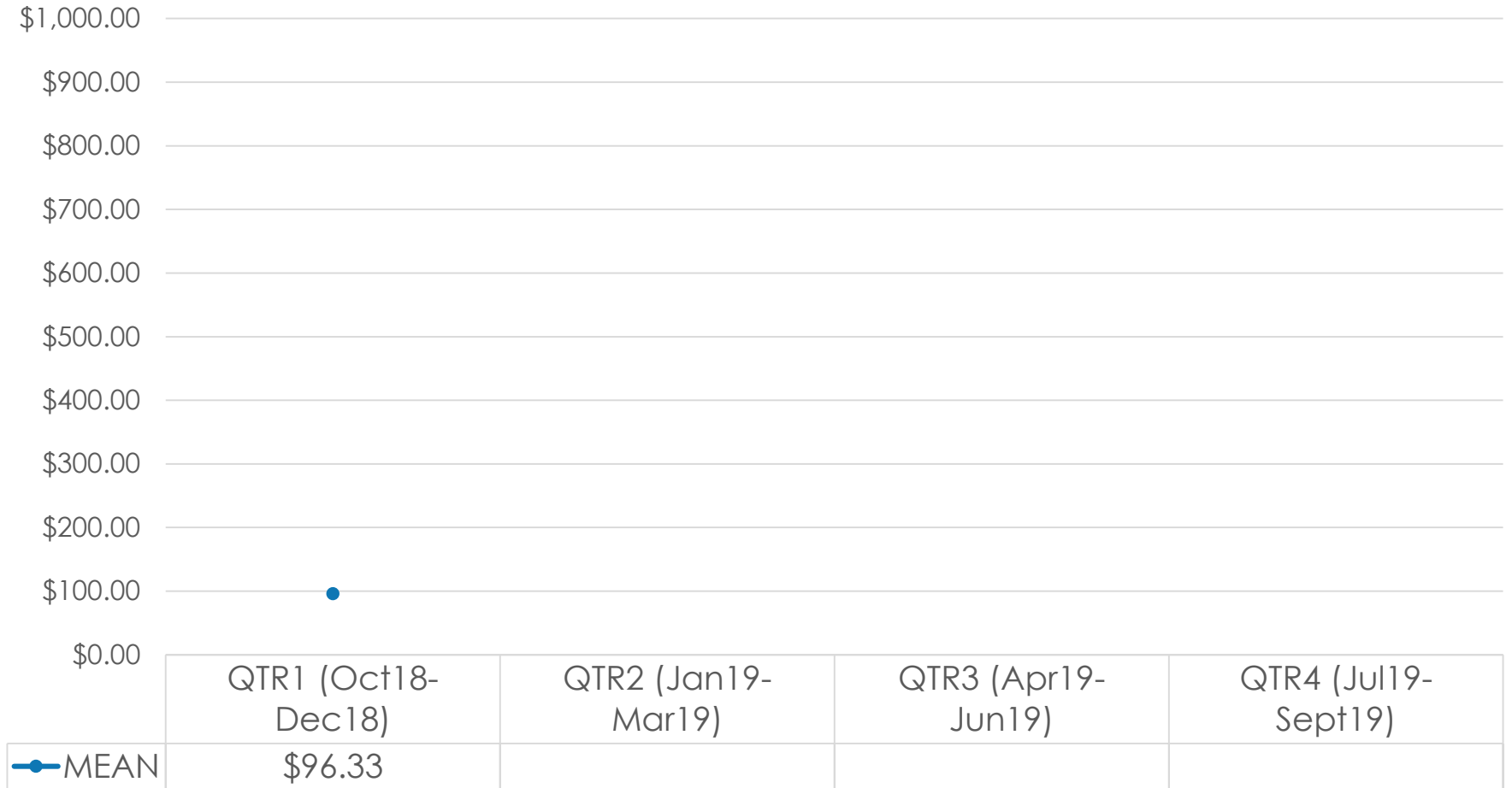
On-Island – FY2019 Tracking

Local Transportation



On-Island – FY2019 Tracking

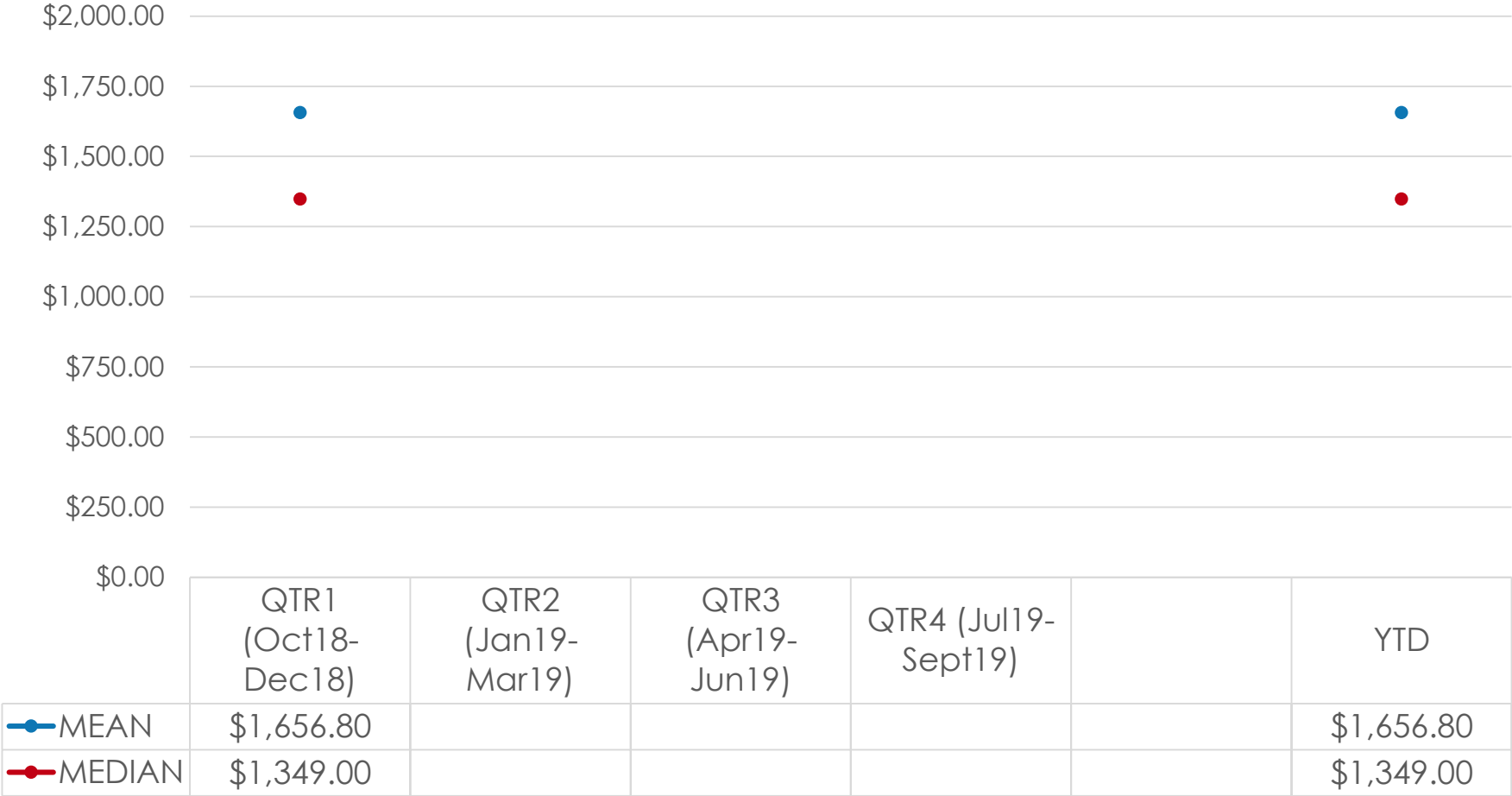
Other Not Included



TOTAL (On-Isle + Prepaid) Expenditures Per Person

- \$1,656.80 = TOTAL per person overall mean average (prepaid & on-isle) expenditures

TOTAL Per Person Expenditures – FY2019 Tracking



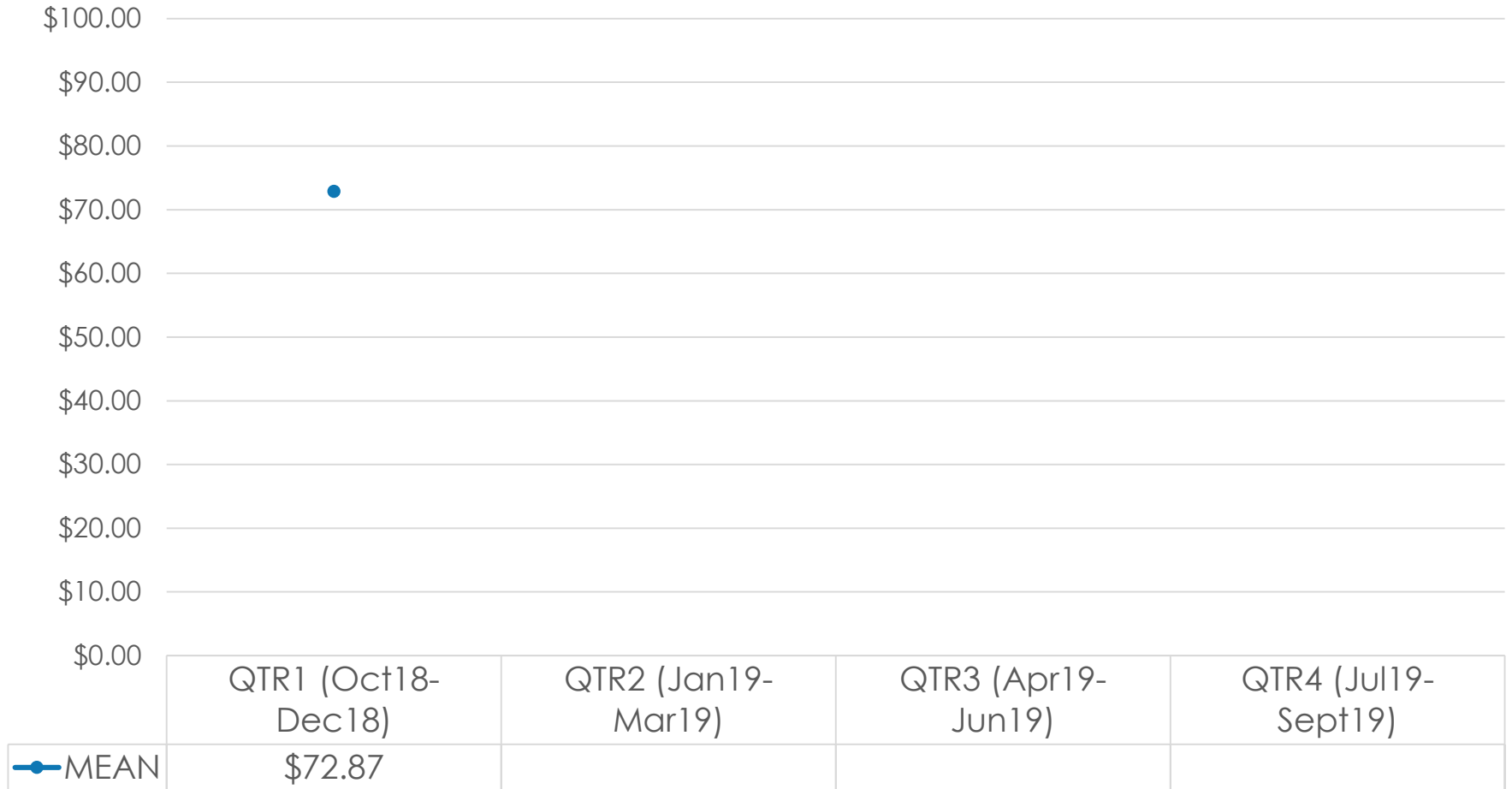
TOTAL Per Person Expenditures – Key Segments

**GVB EXIT SURVEY
TOTAL PER PERSON SPENDIN**

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$1,656.80	\$1,734.29	\$1,738.90	\$1,332.14	\$3,757.62	\$1,227.53	\$1,843.87	\$1,659.95
	Median	\$1,349	\$1,442	\$1,358	\$1,230	\$1,995	\$984	\$1,477	\$1,226

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GUAM AIRPORT EXPENDITURE – FY2019 Tracking

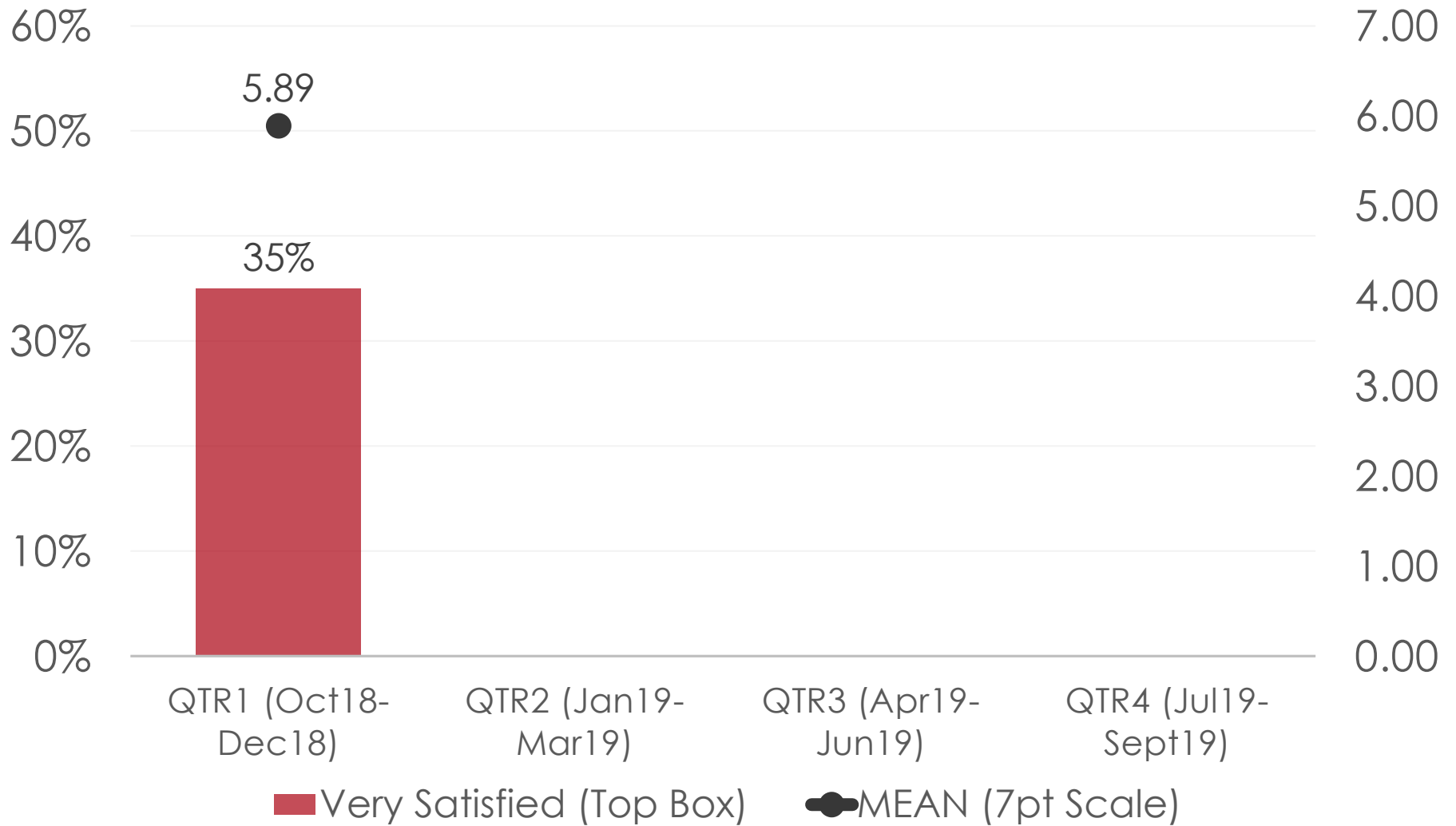


SECTION 4

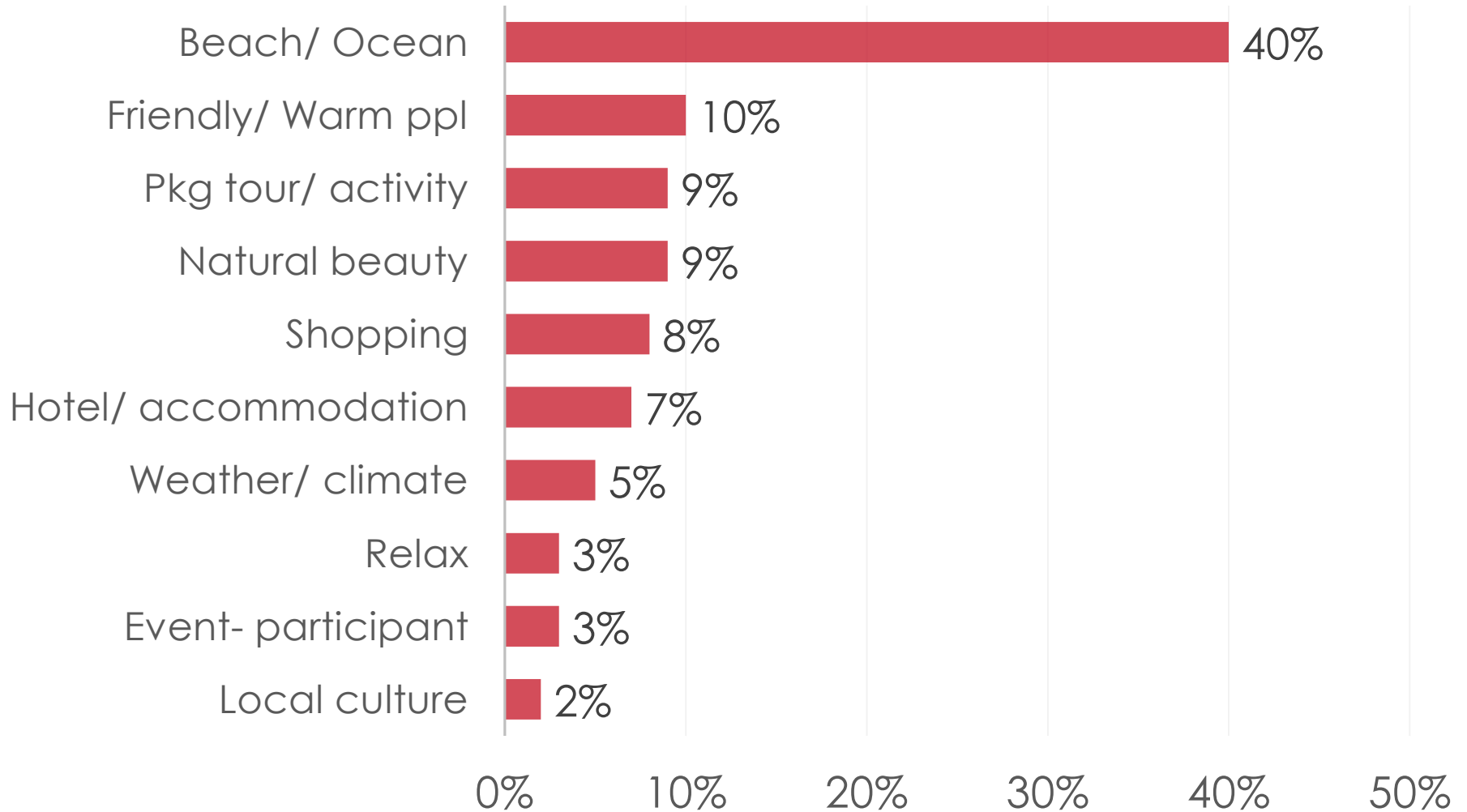
VISITOR SATISFACTION

BEHAVIOR

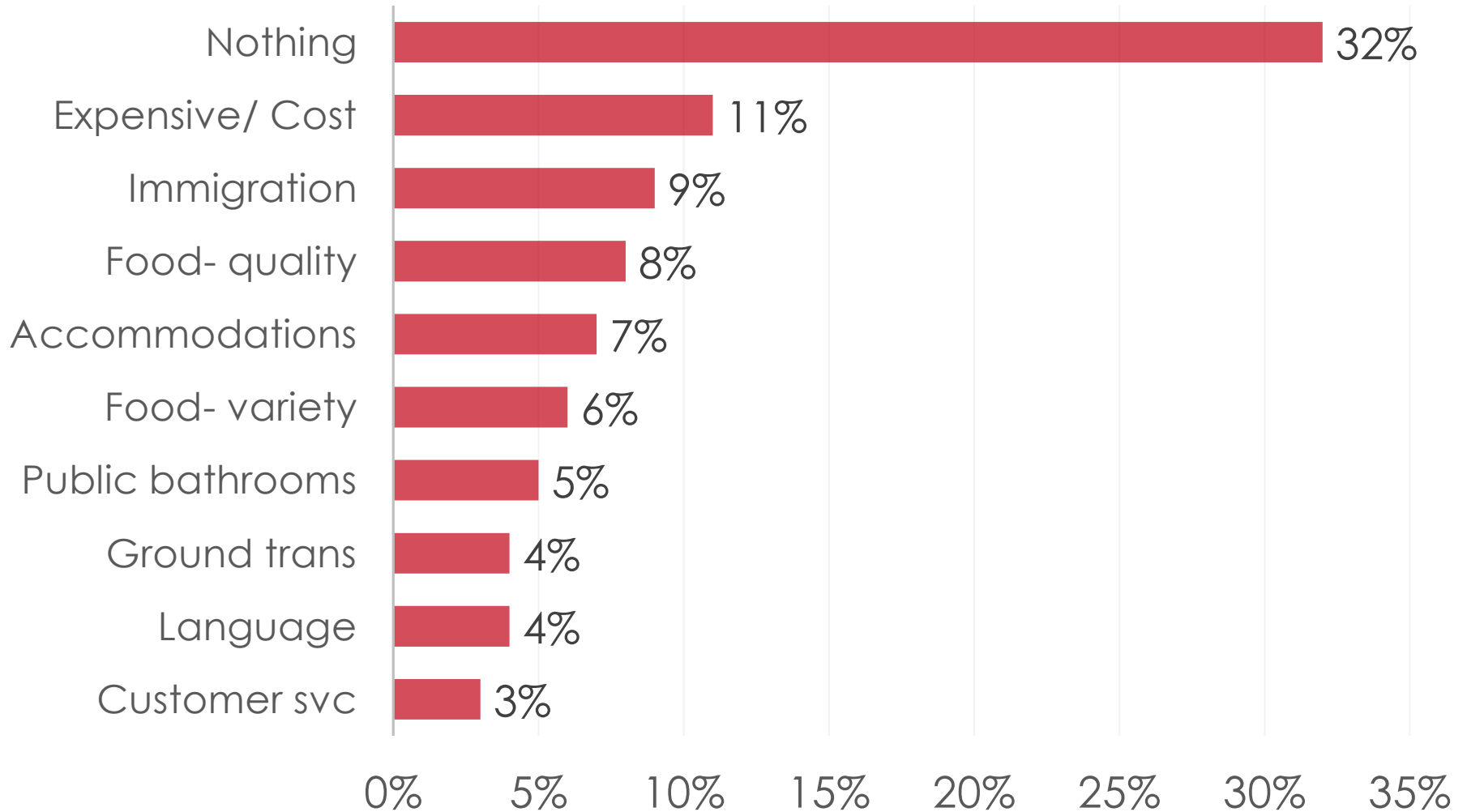
OVERALL SATISFACTION



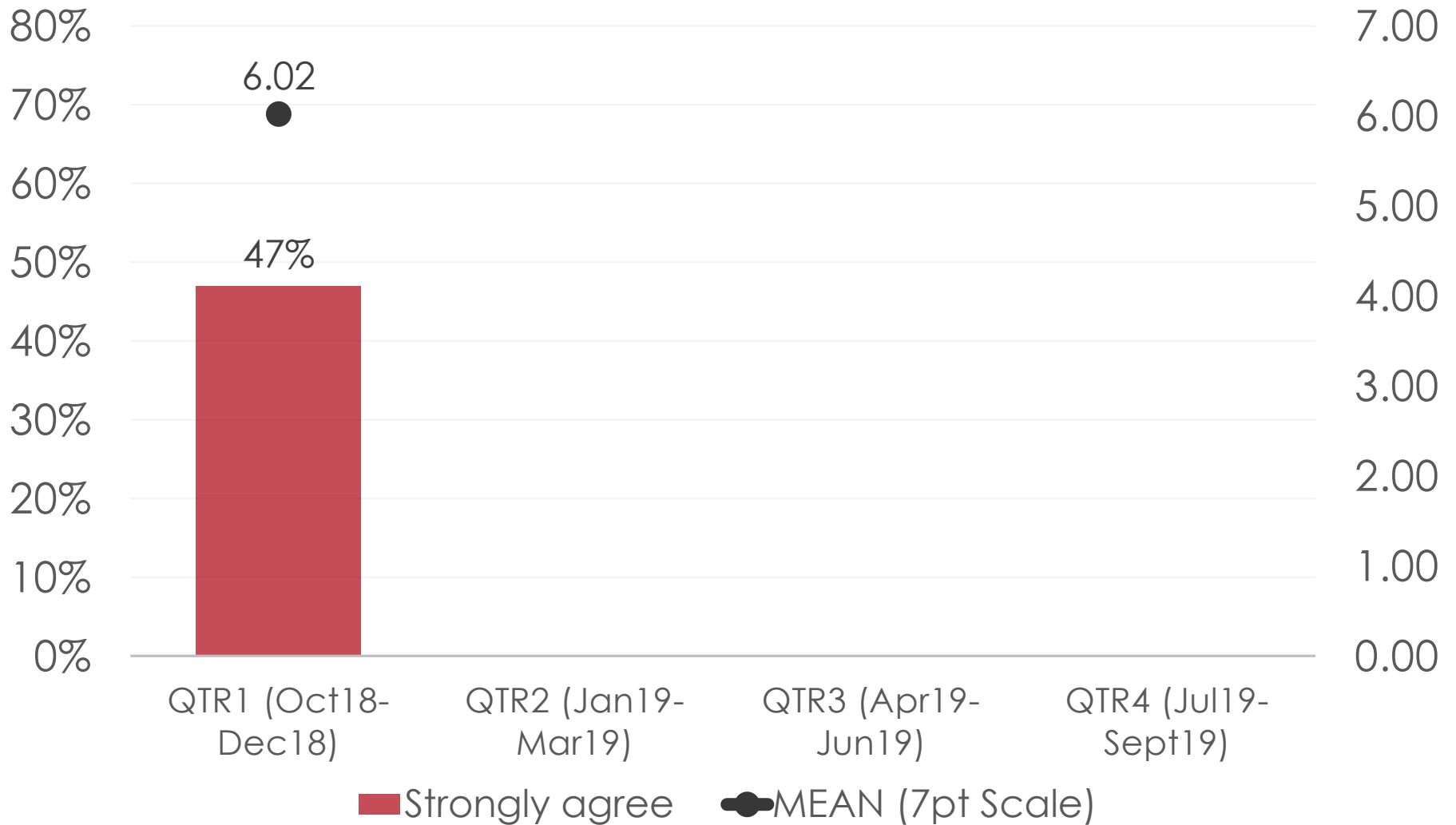
POSITIVE ASPECTS OF TRIP



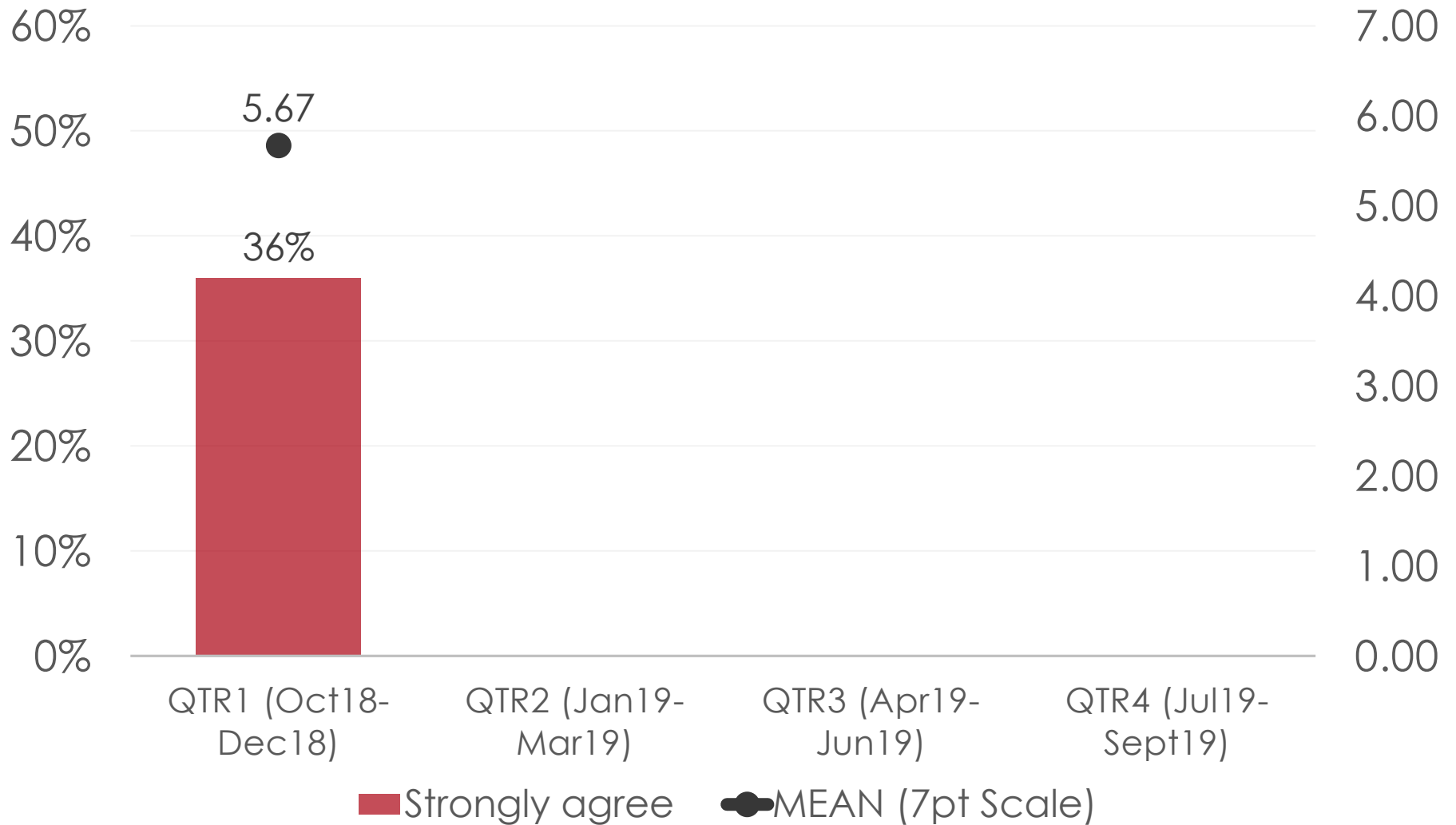
NEGATIVE ASPECTS OF TRIP



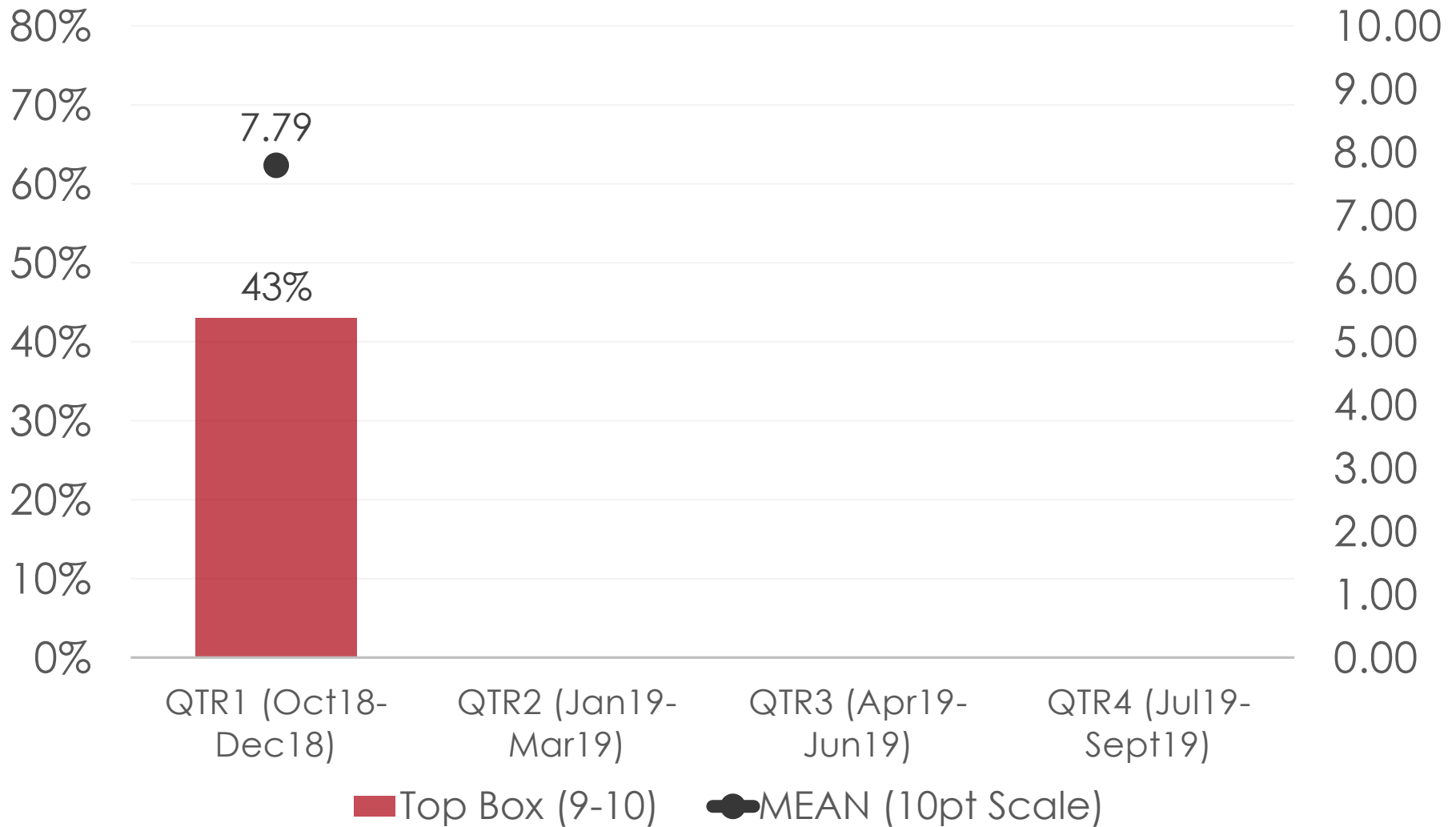
Guam was better than expected



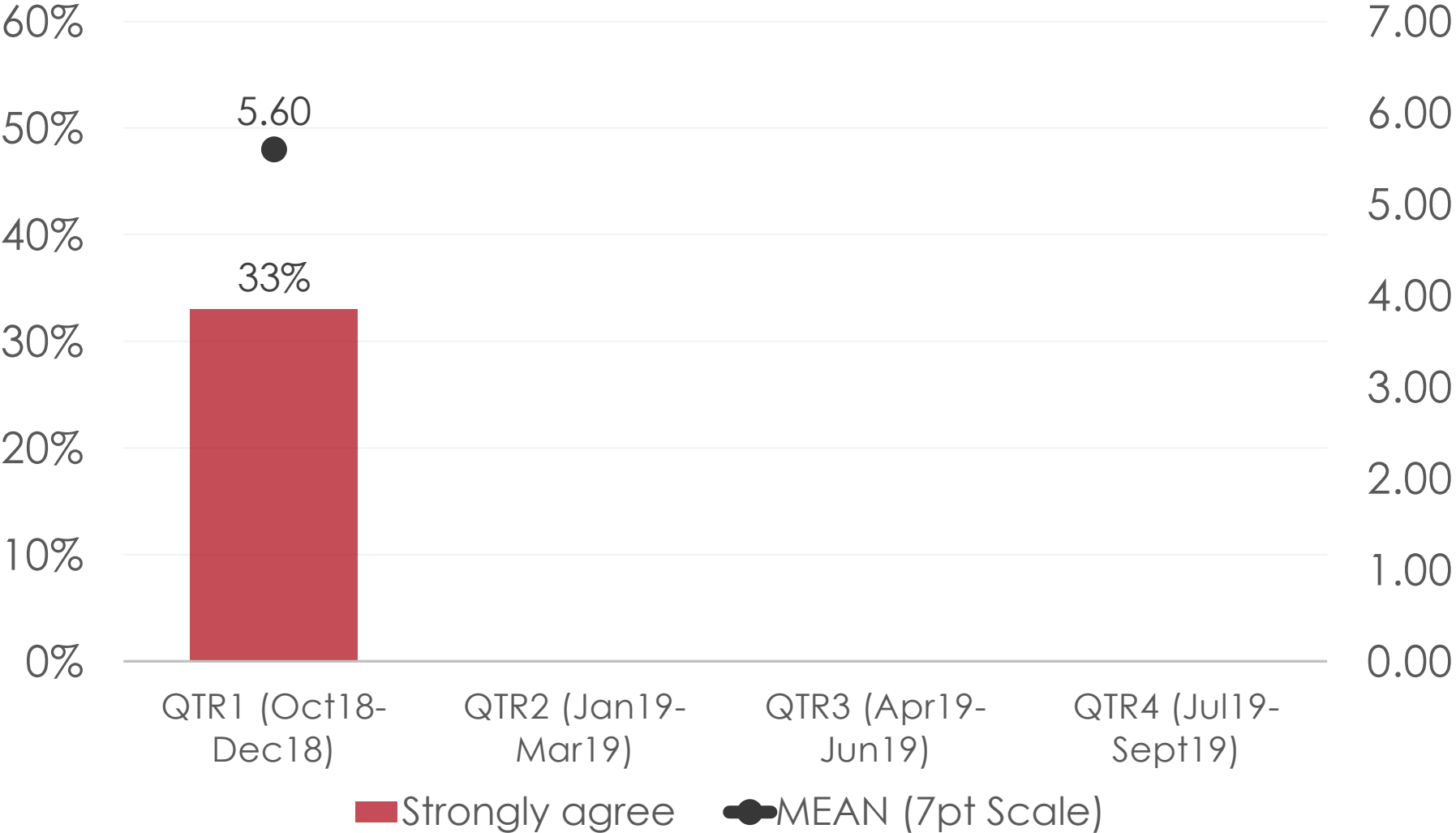
I had no communication problems



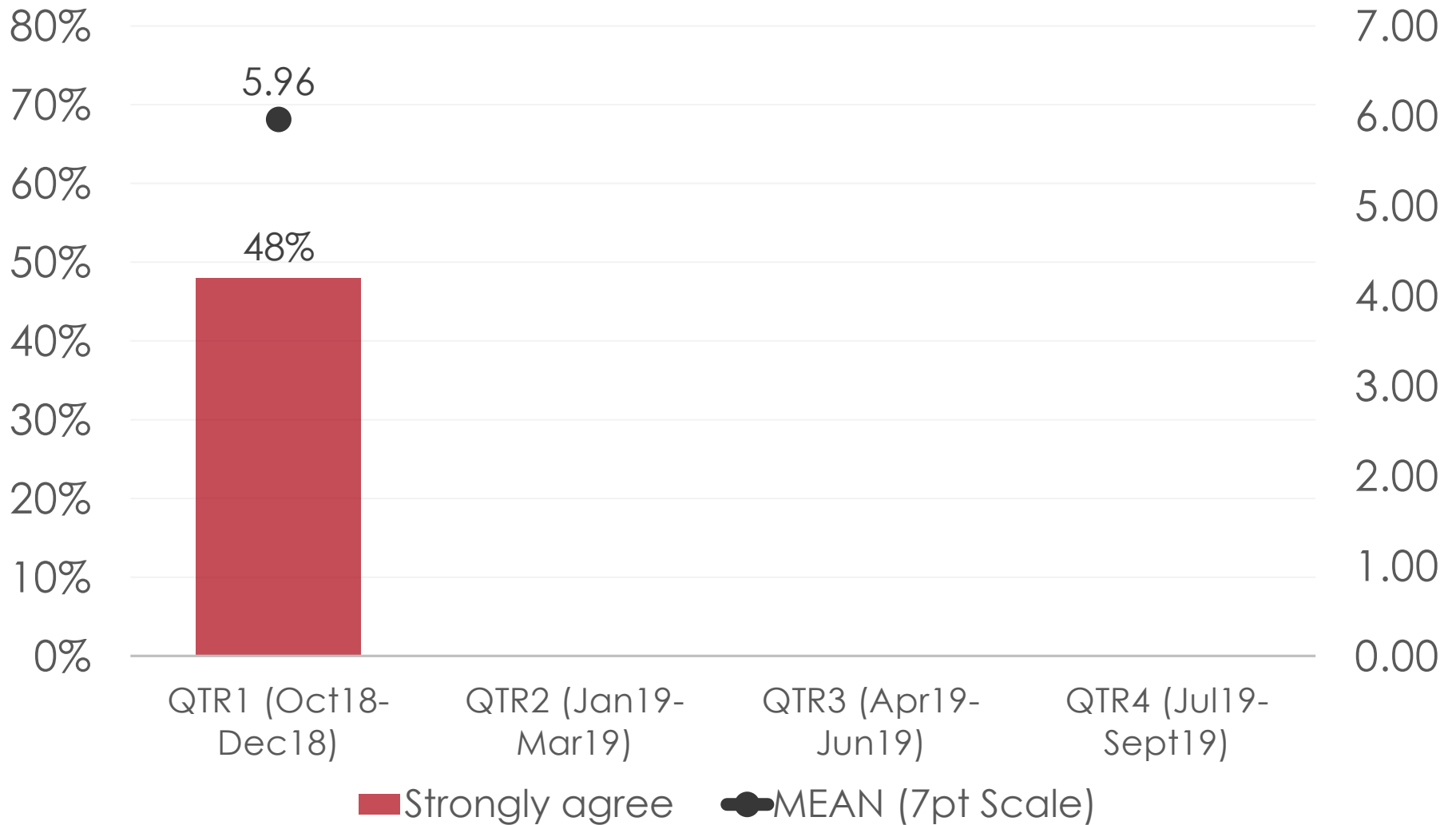
Recommend Guam - family & friends



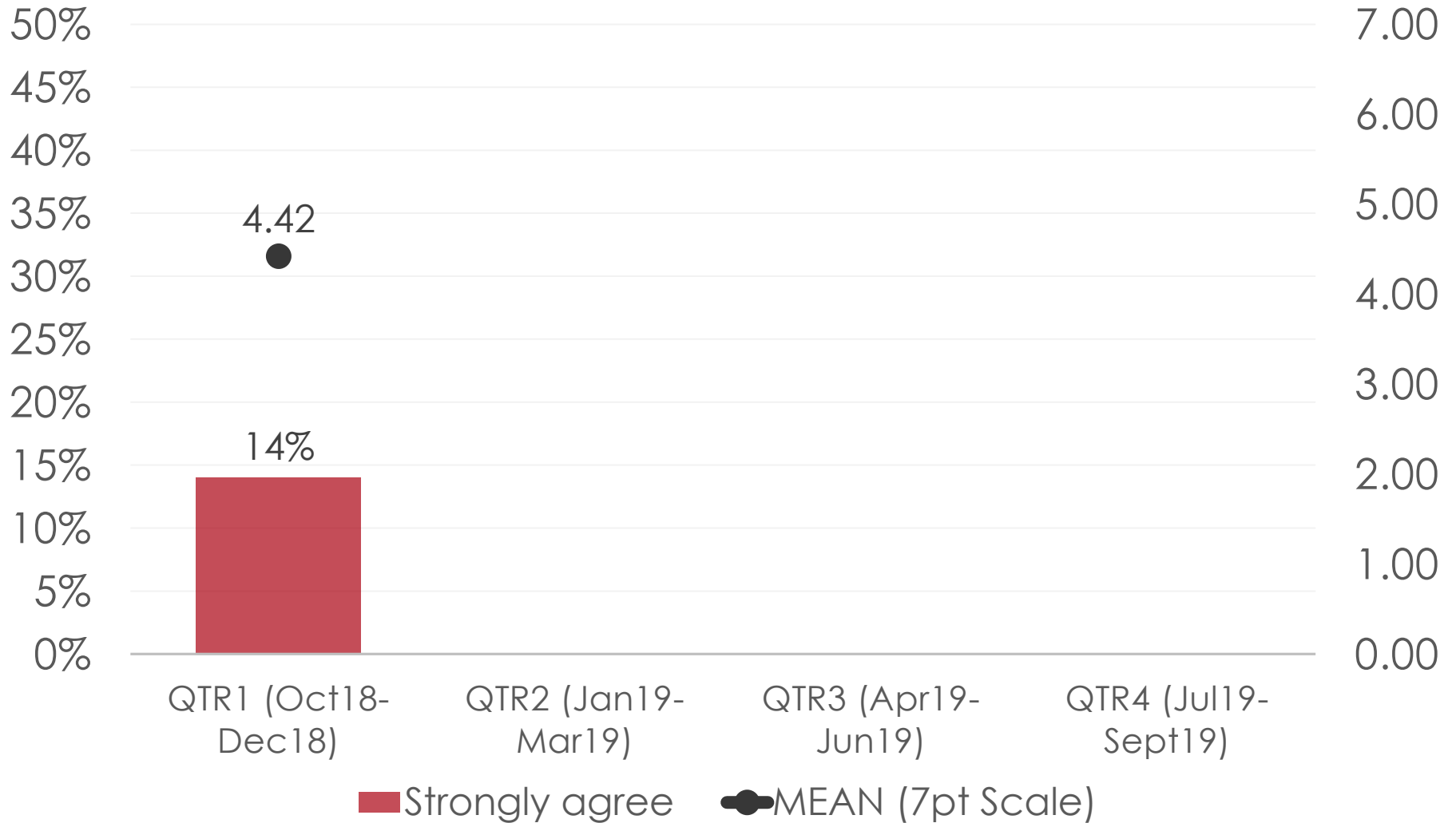
Sites on Guam were attractive



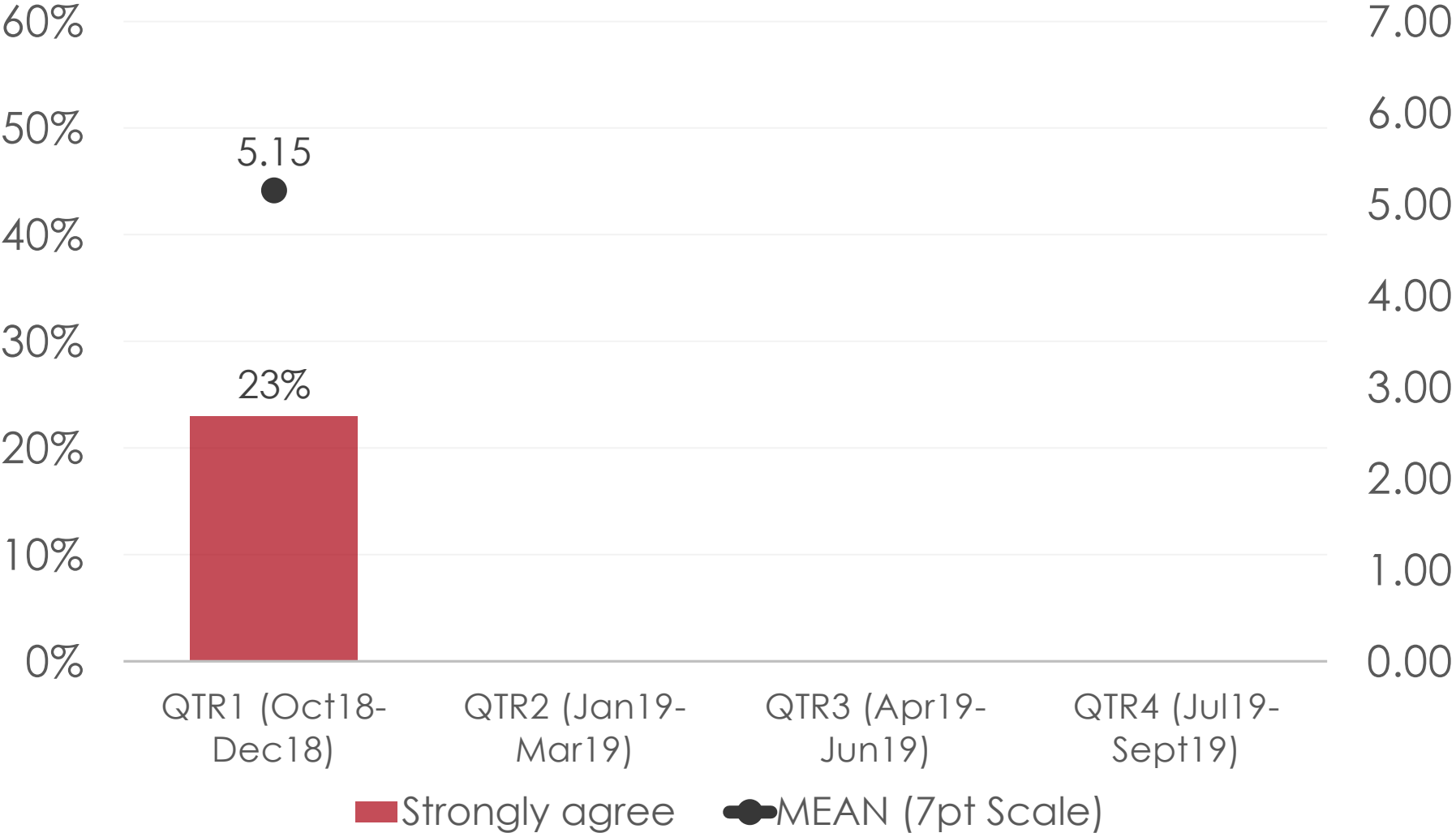
I plan to visit Guam again



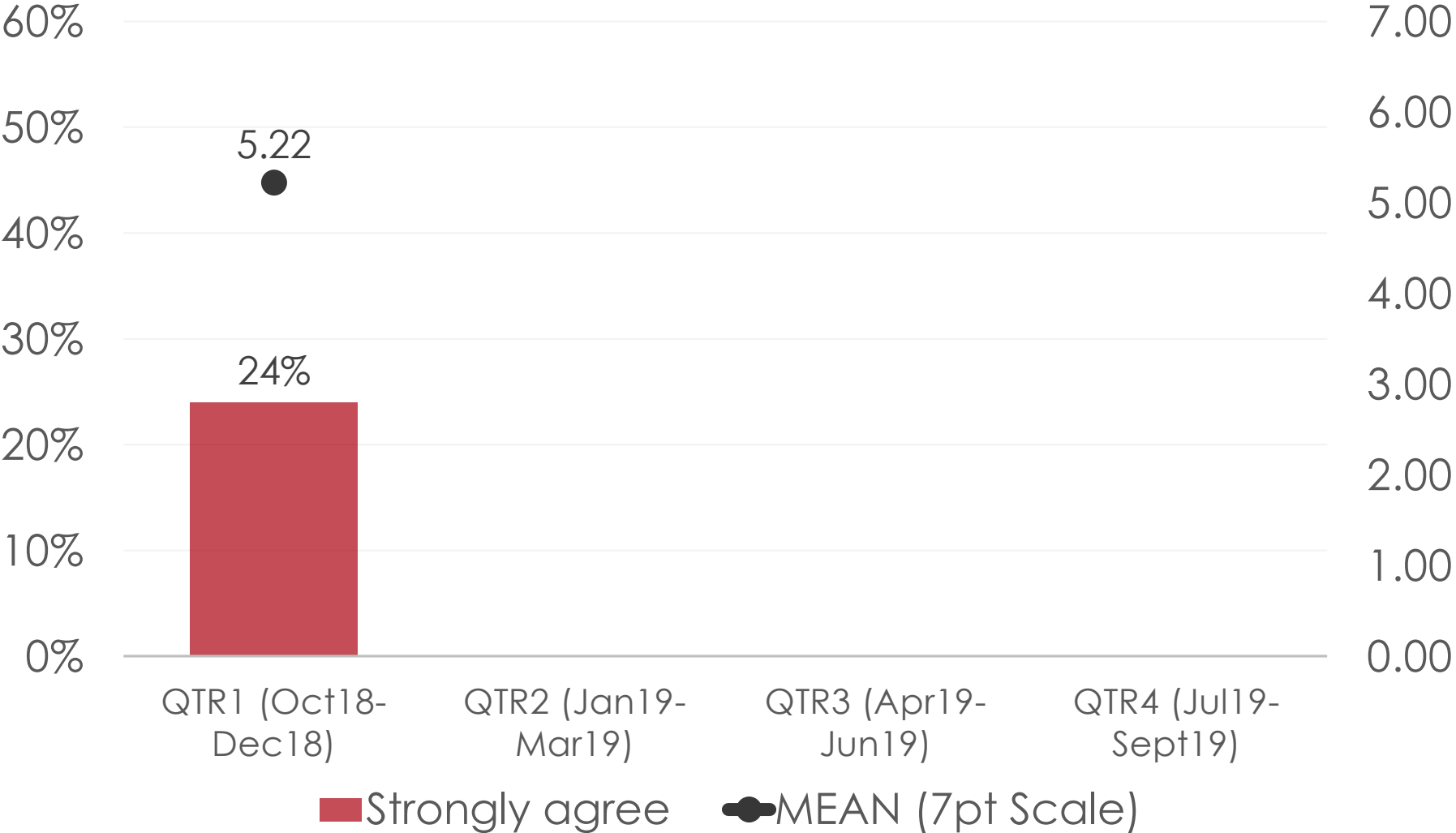
Not enough night time activities



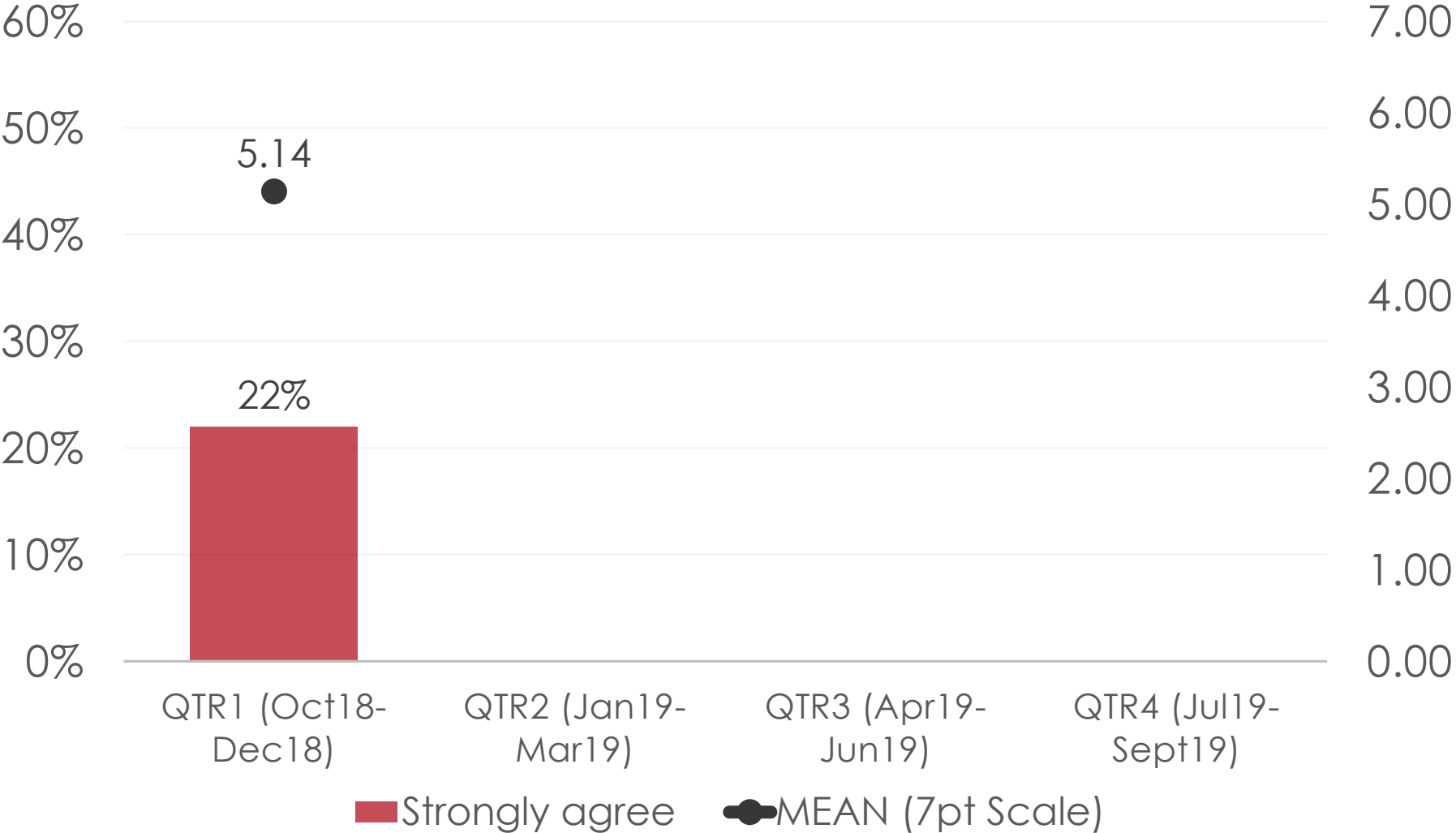
Tour guides were professional



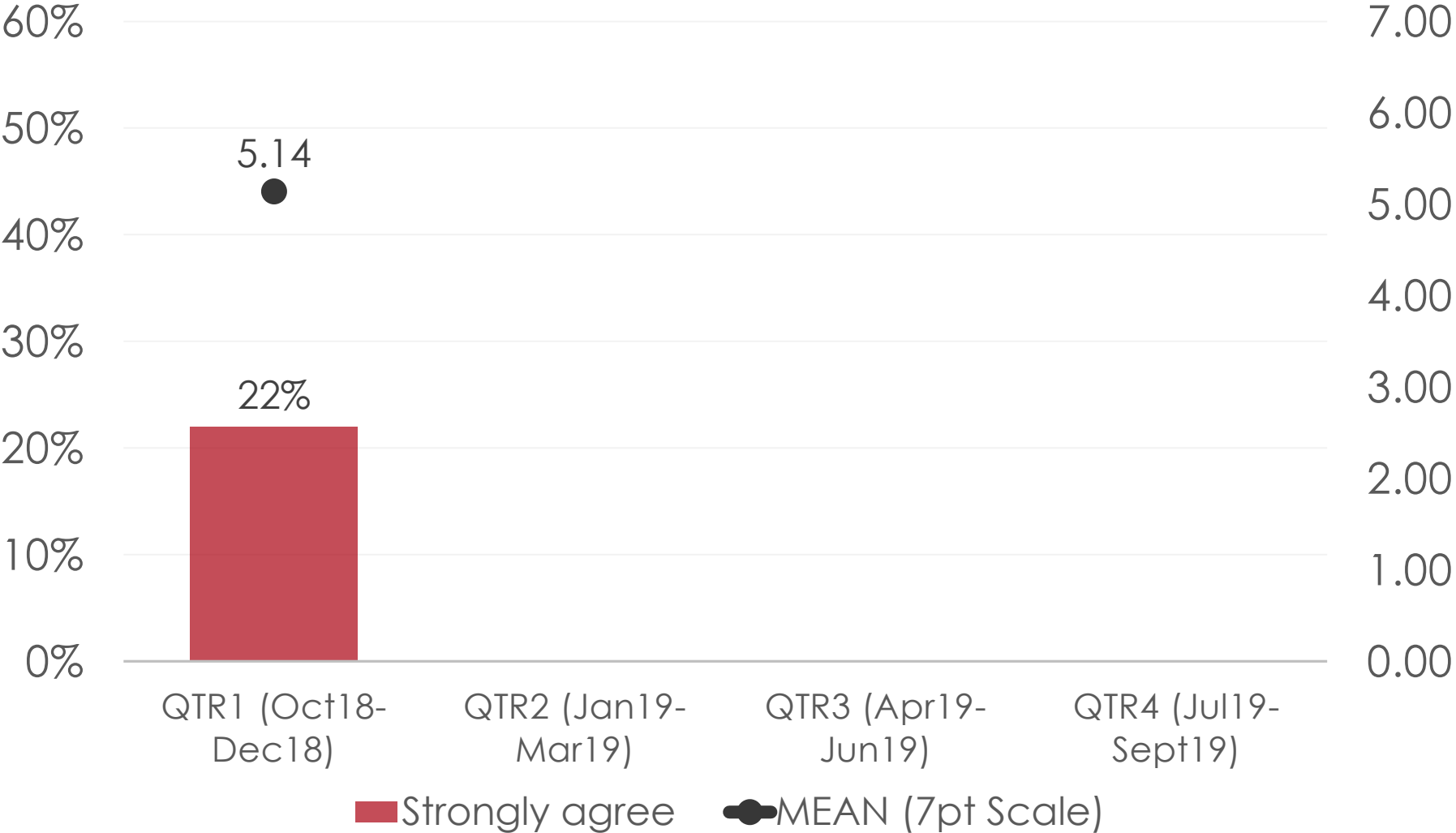
Tour drivers were professional



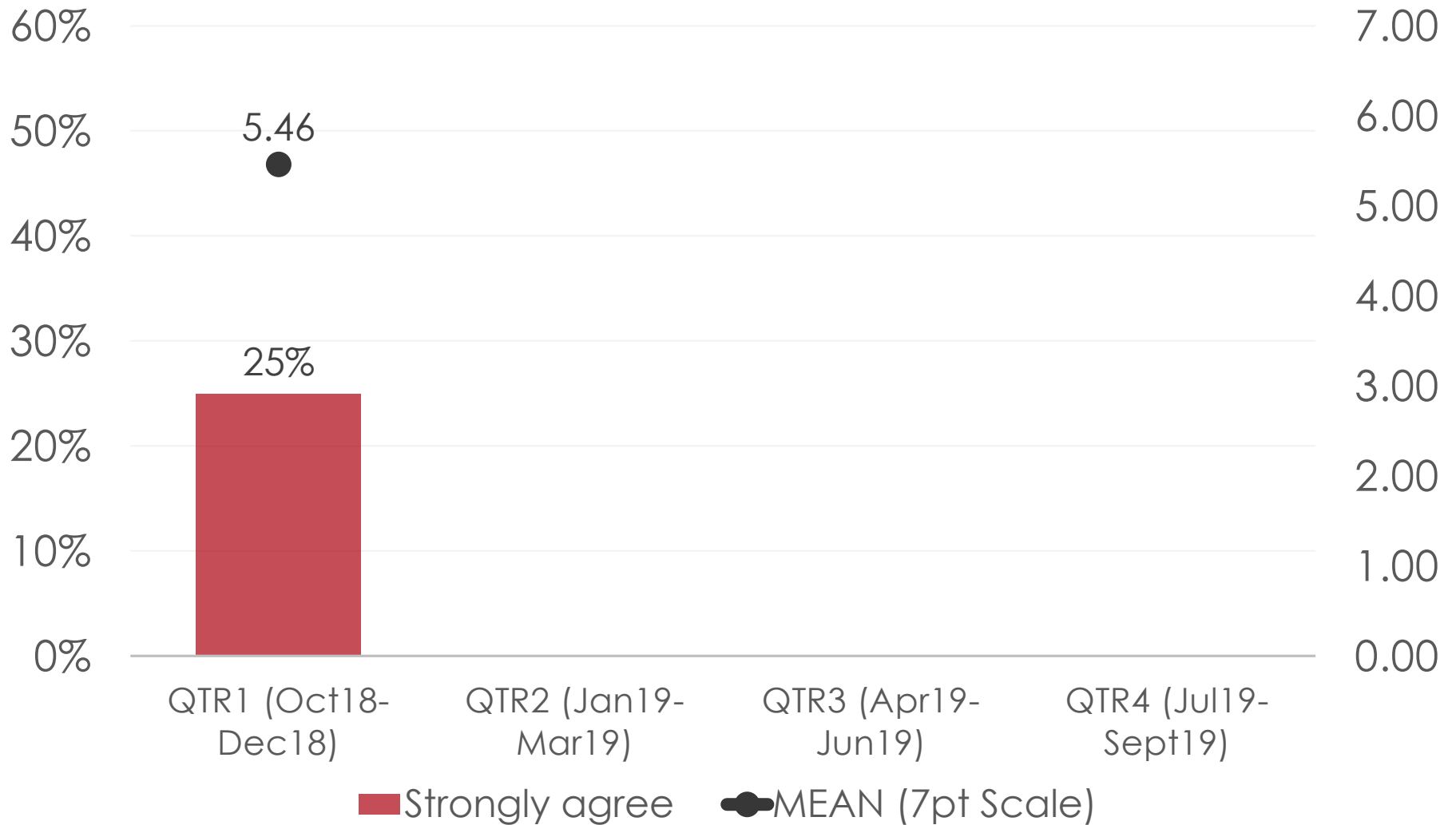
Taxi drivers were professional



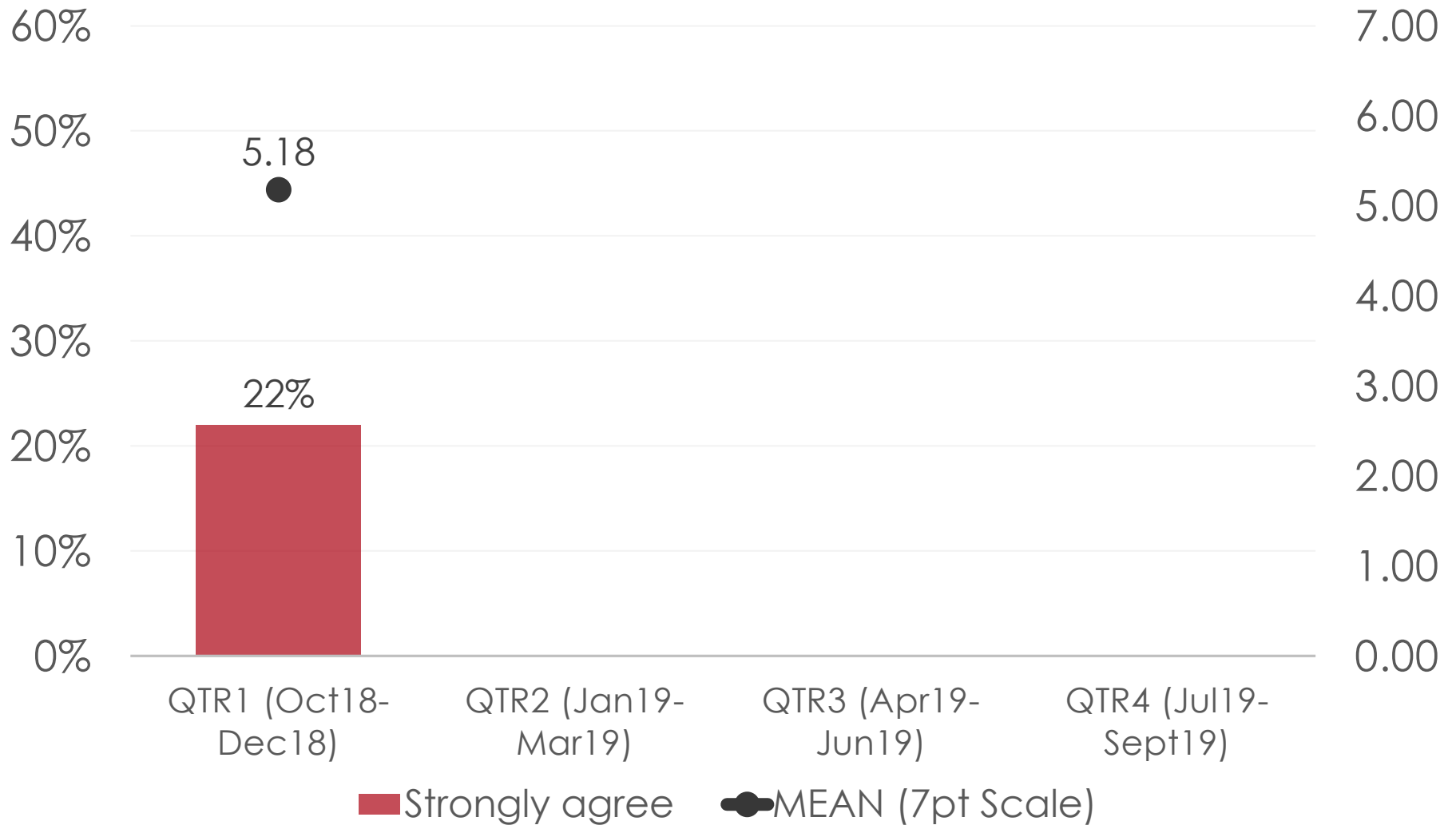
Taxis were clean



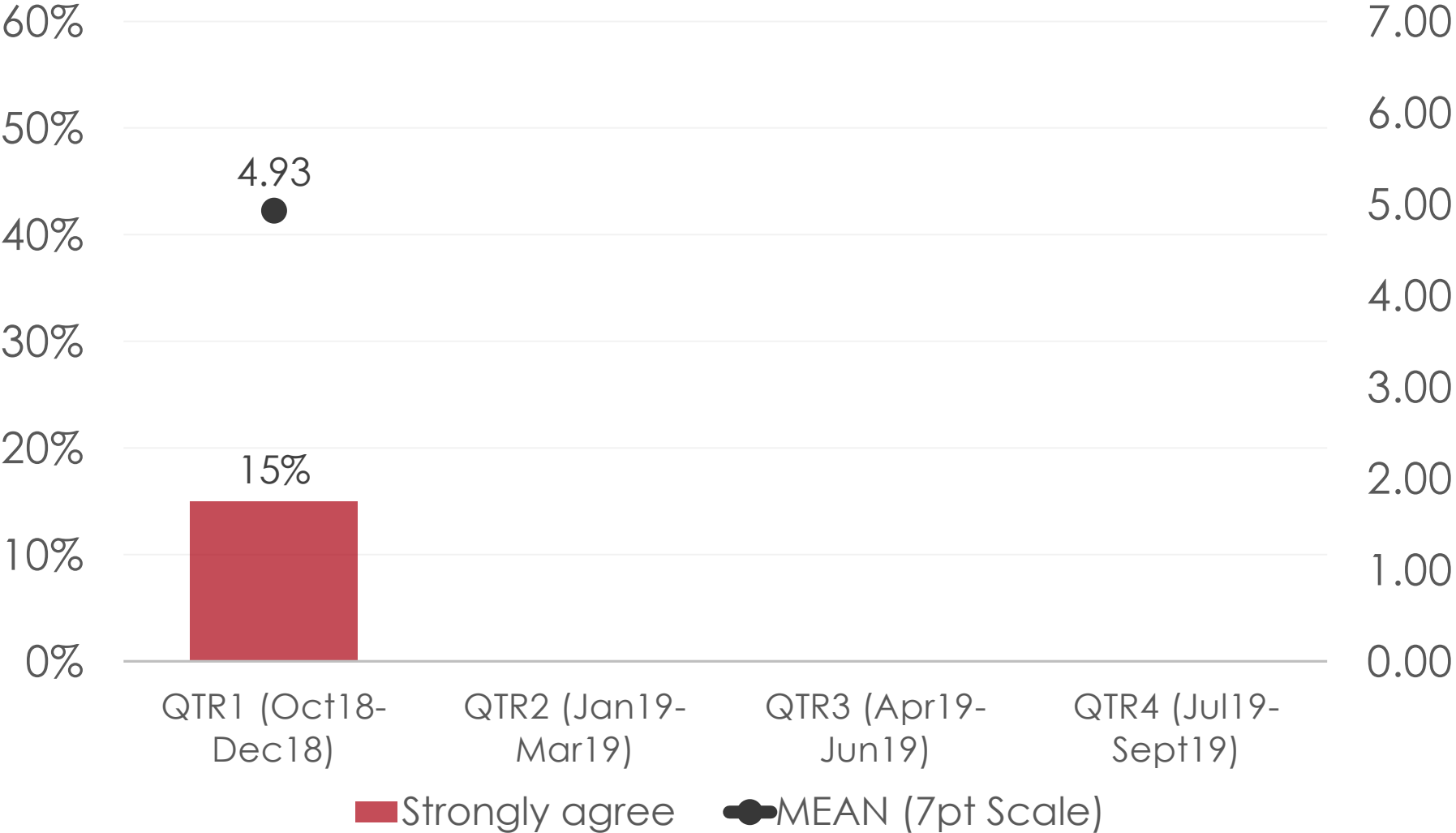
Guam airport was clean



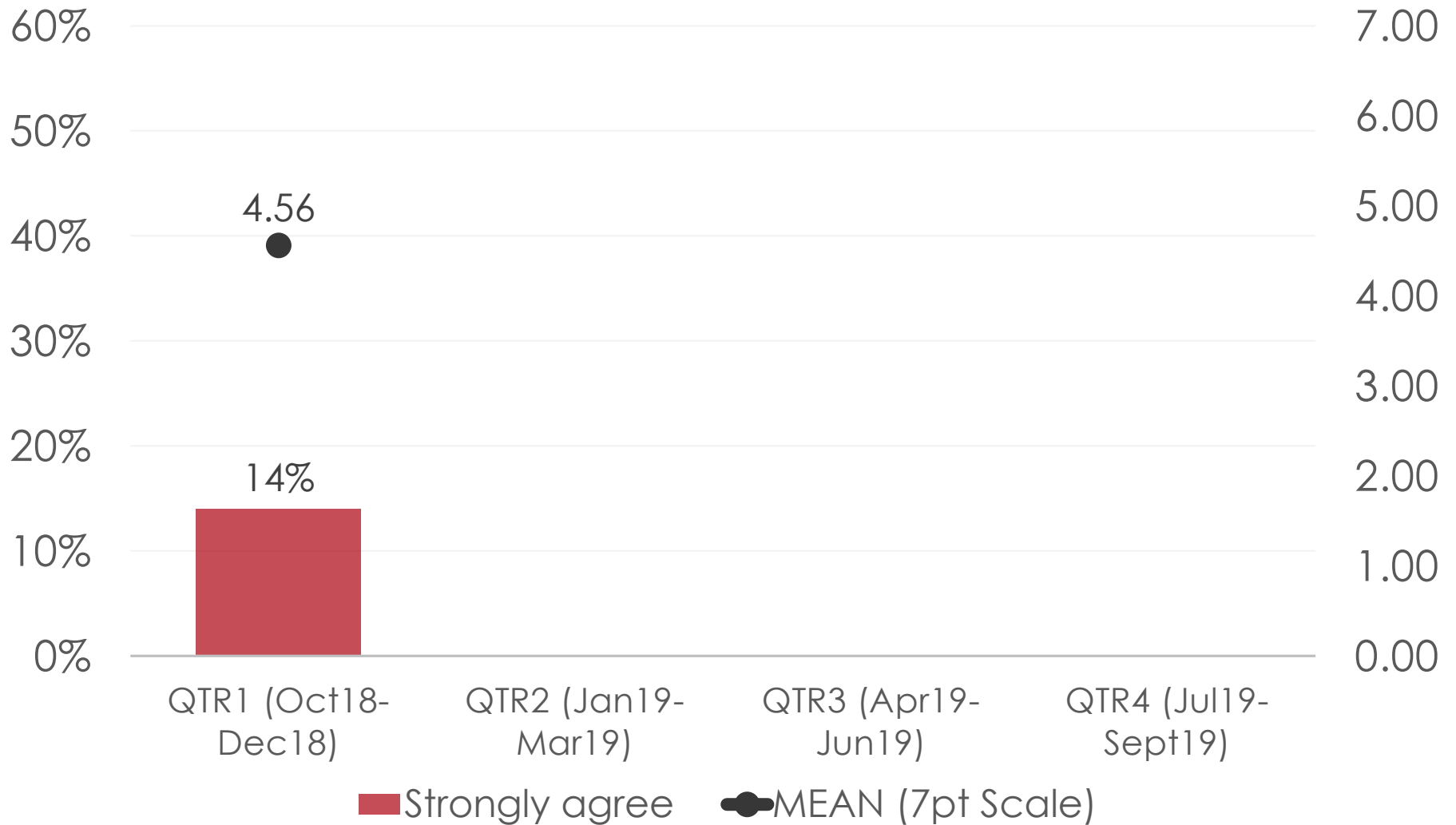
Ease of getting around



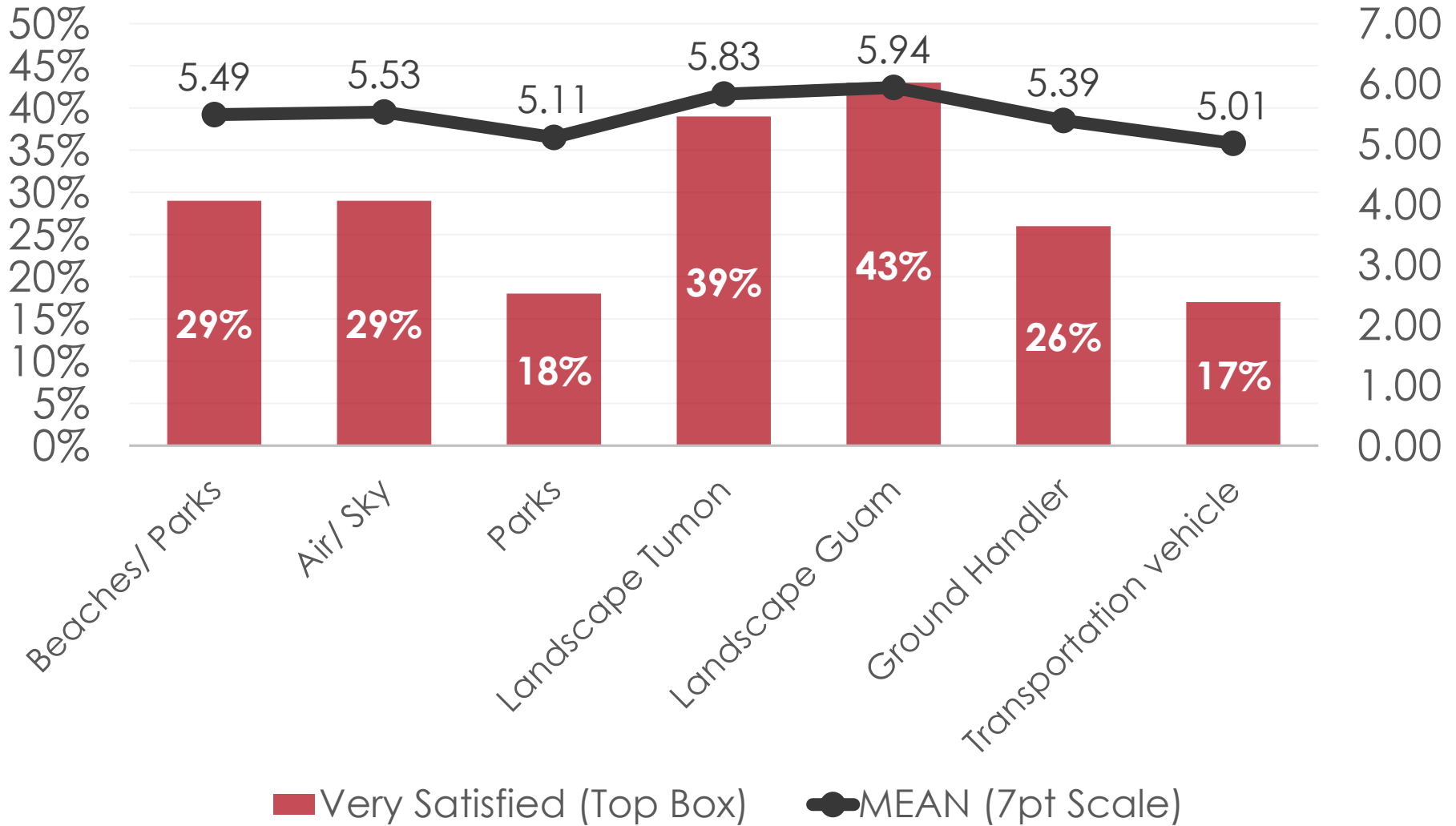
Safety walking around at night



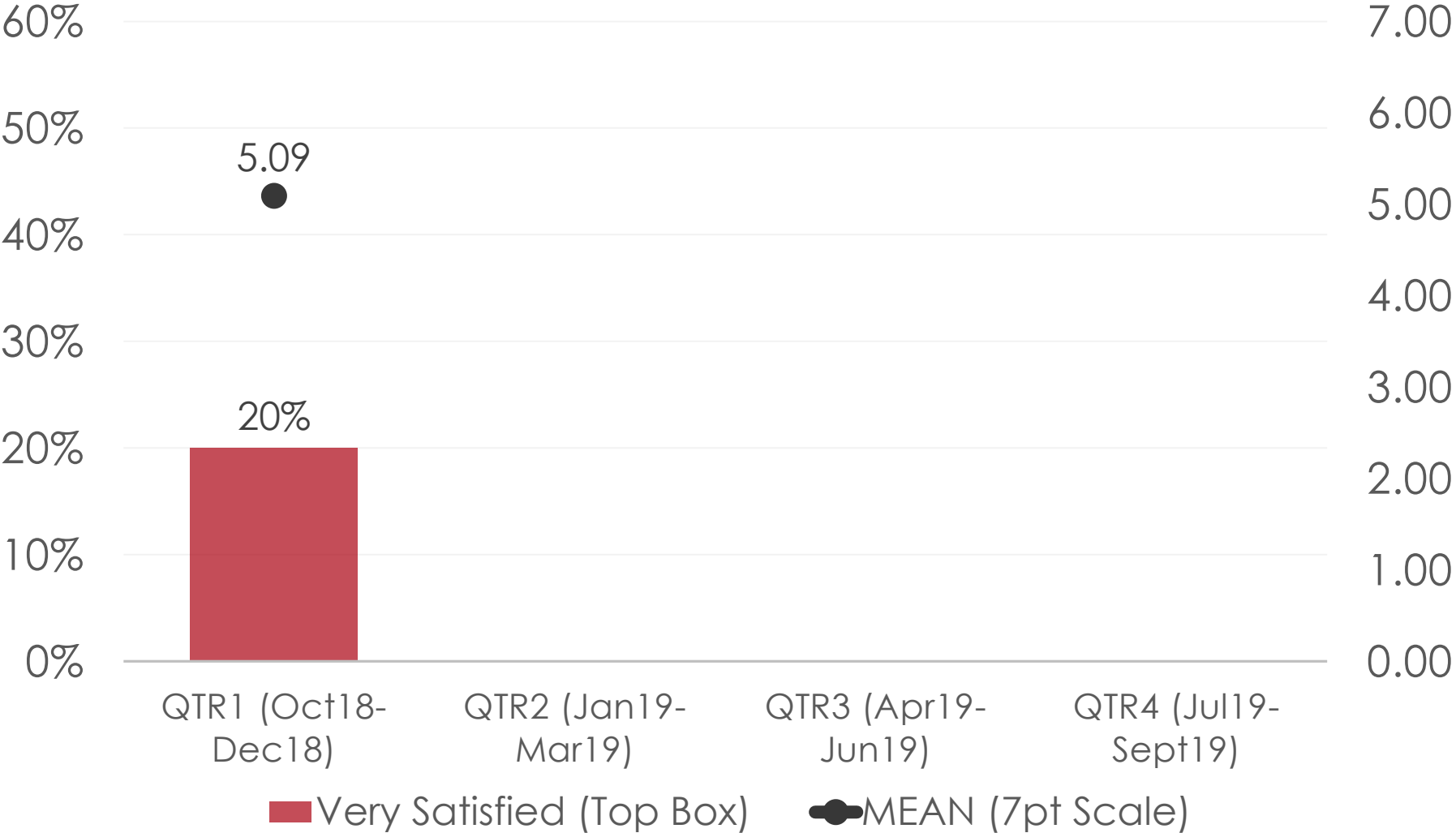
Price of things on Guam



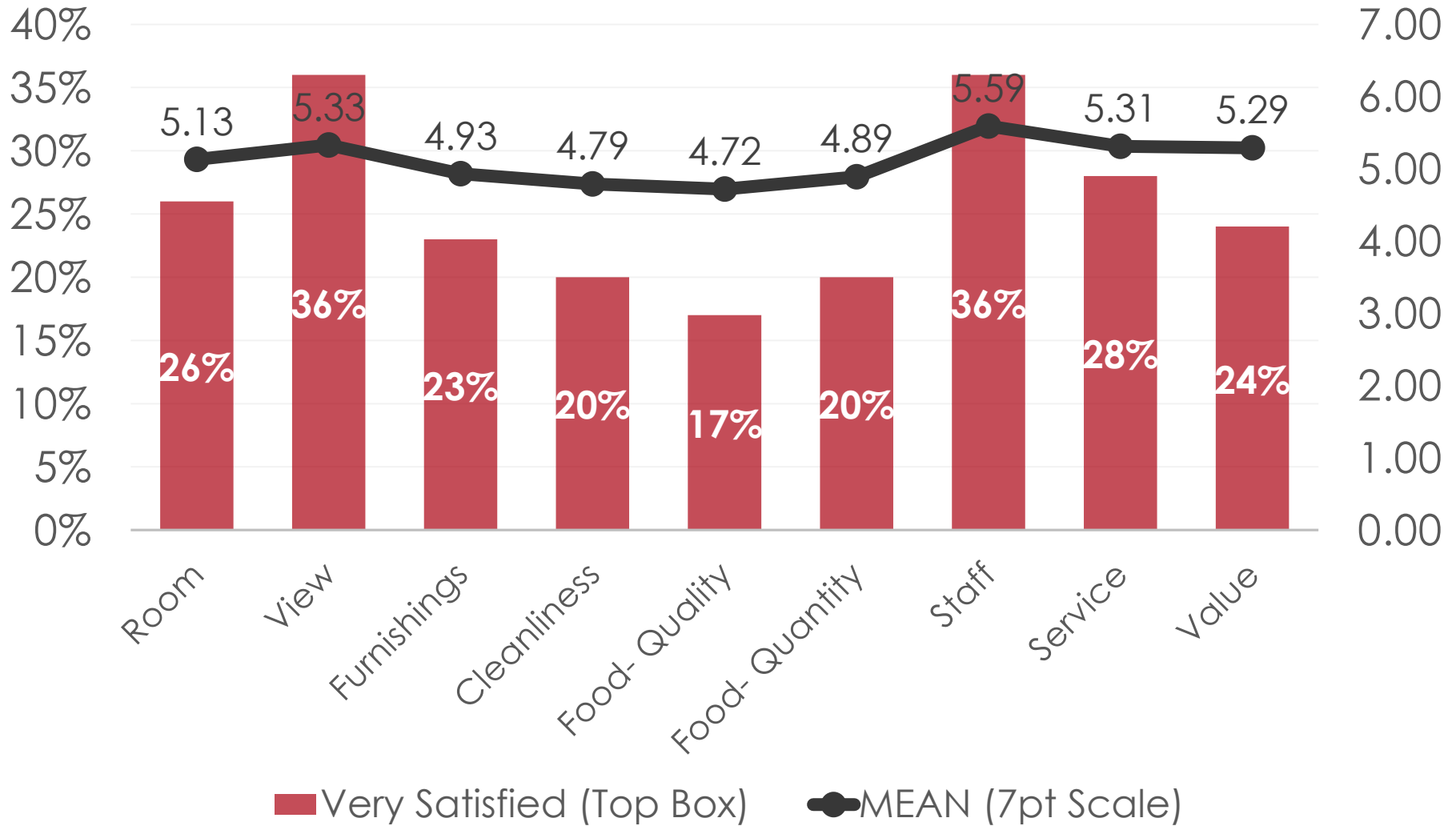
GENERAL SATISFACTION – Quality/ Cleanliness



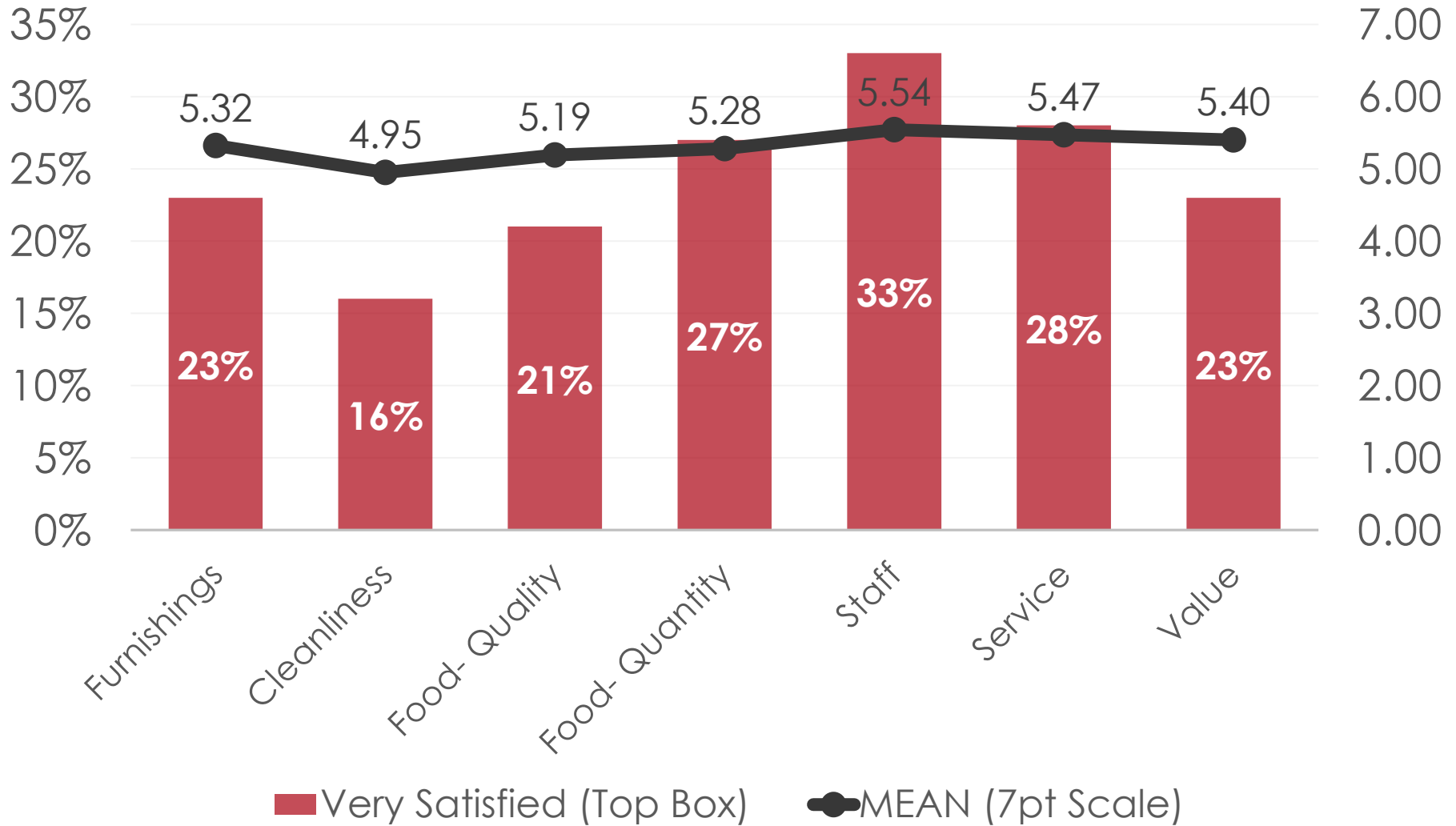
ACCOMMODATIONS – OVERALL SATISFACTION



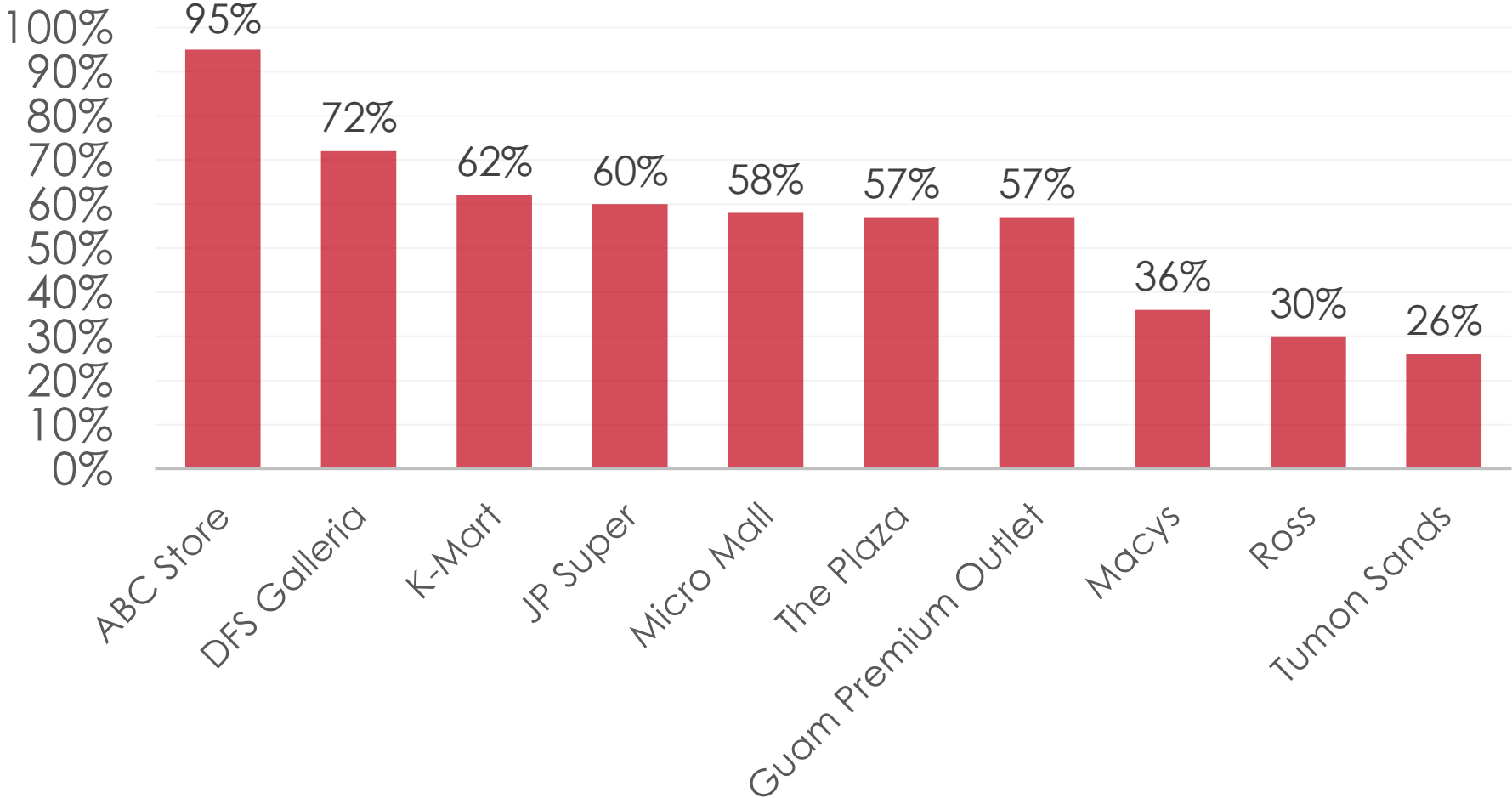
ACCOMMODATIONS – Satisfaction by Category



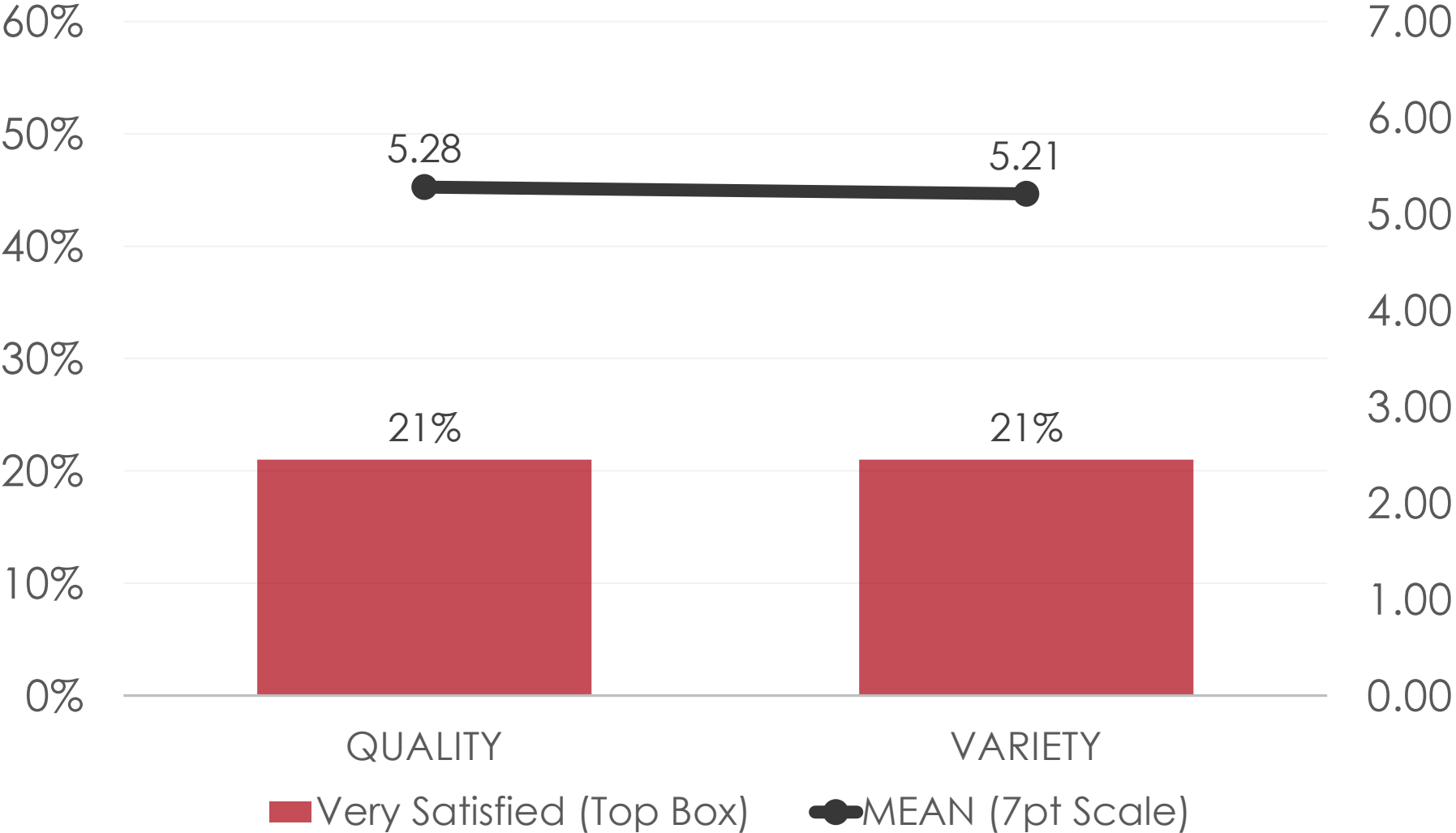
DINING EXPERIENCE (Outside Hotel) – Satisfaction by Category



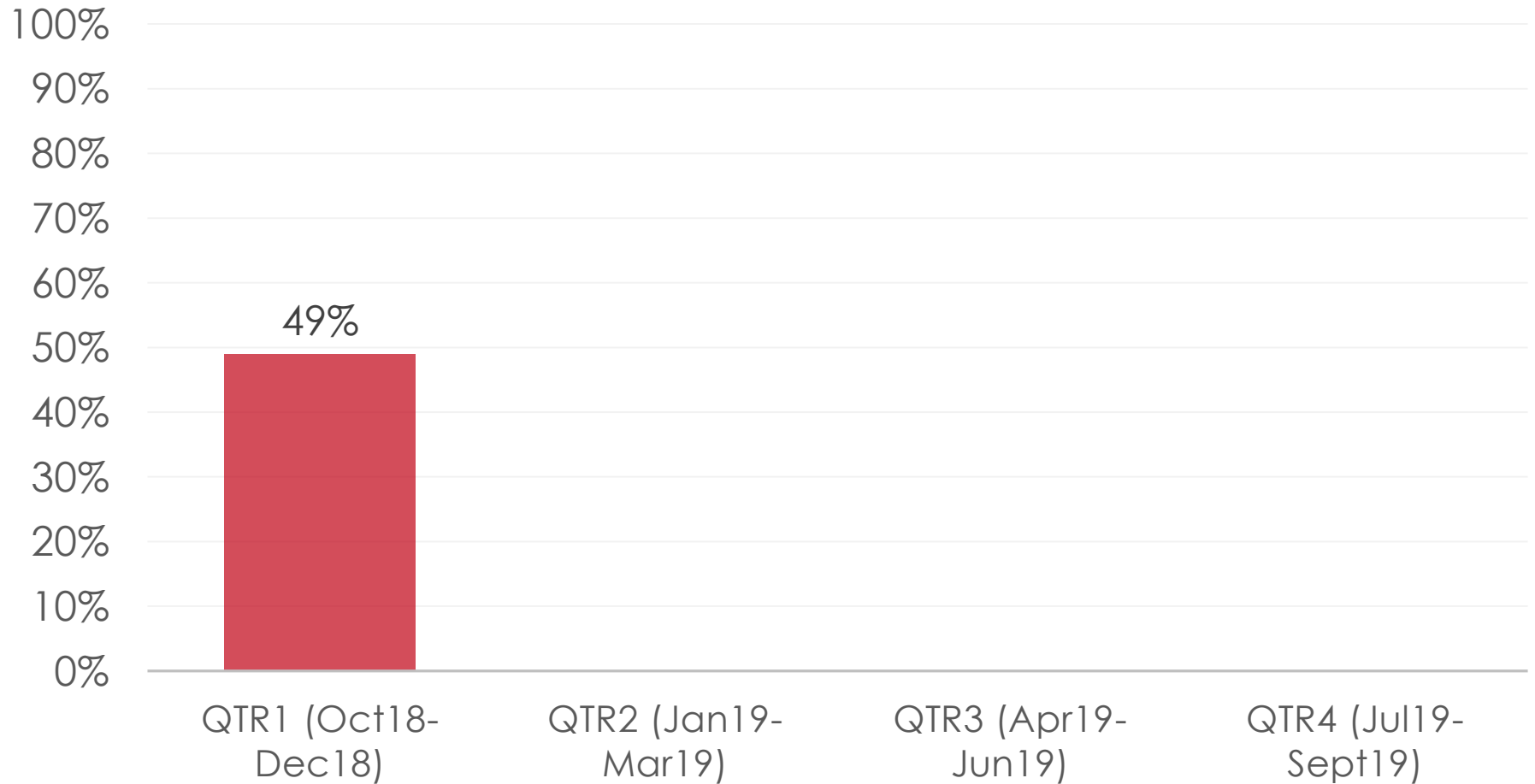
Shopping Malls/ Stores (Top Responses)



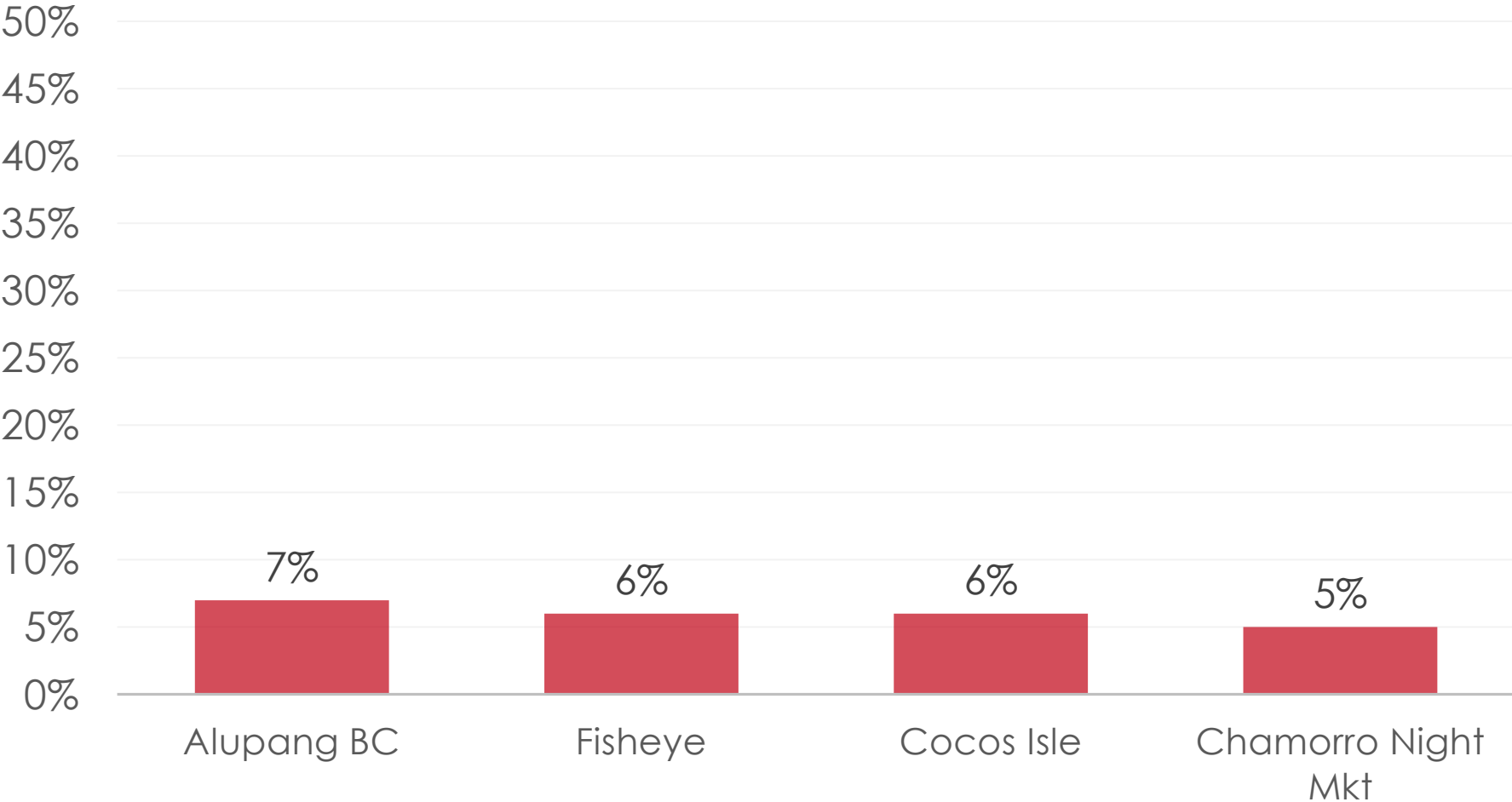
SHOPPING - SATISFACTION



OPTIONAL TOUR PARTICIPATION – FY2019 Tracking

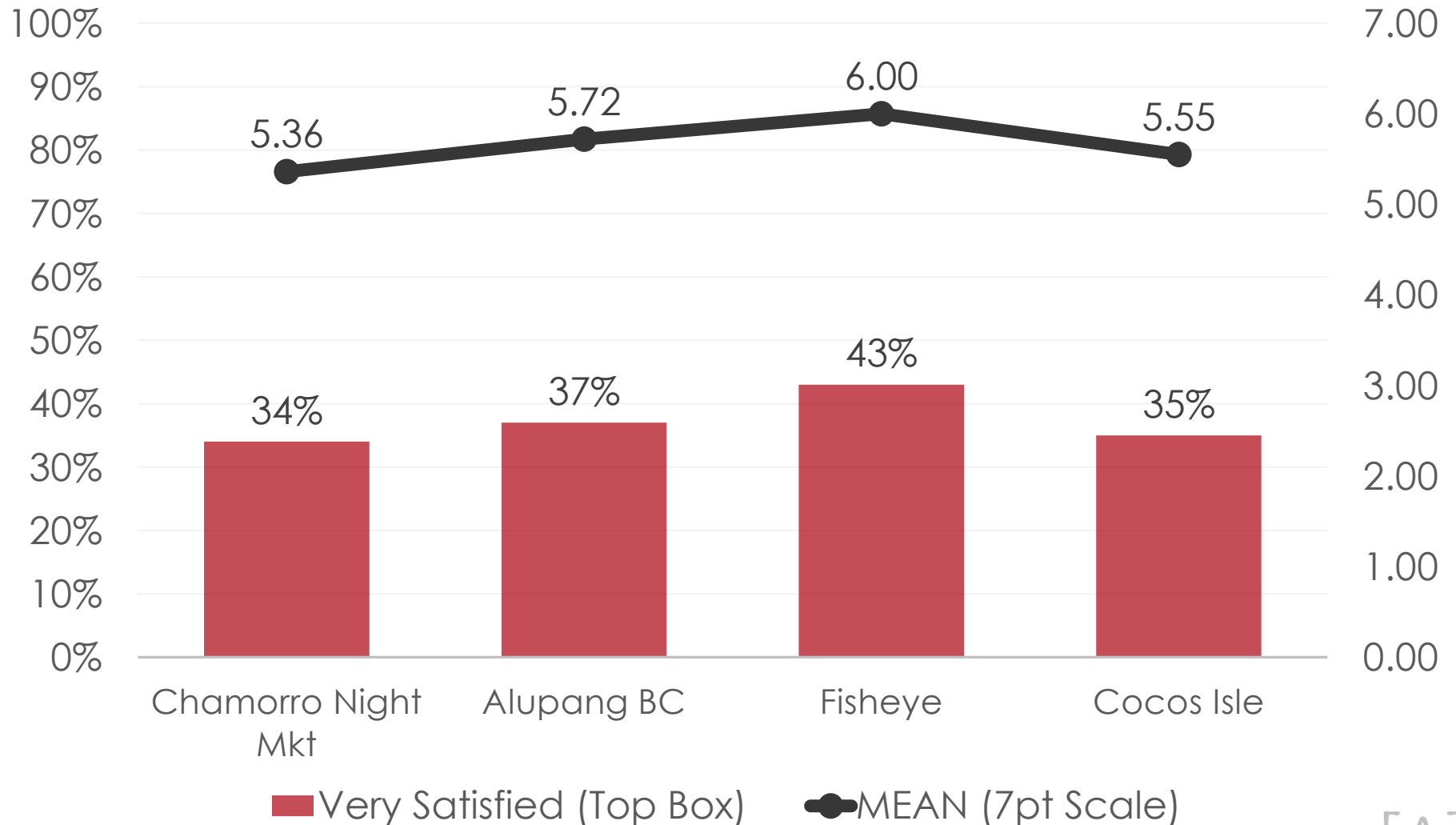


Optional Tour Participation (Top Responses/ 5%+)

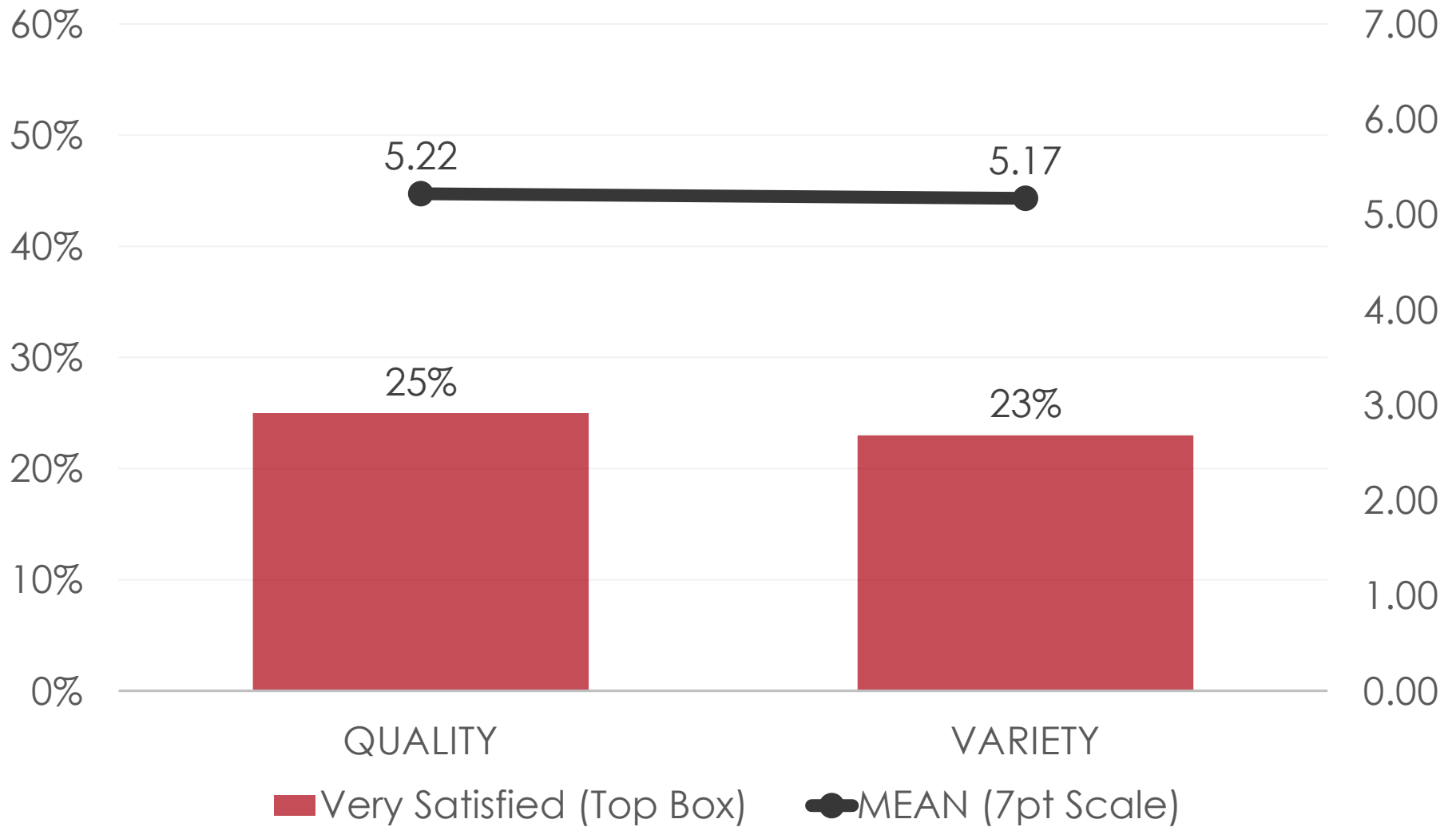


Optional Tour Satisfaction

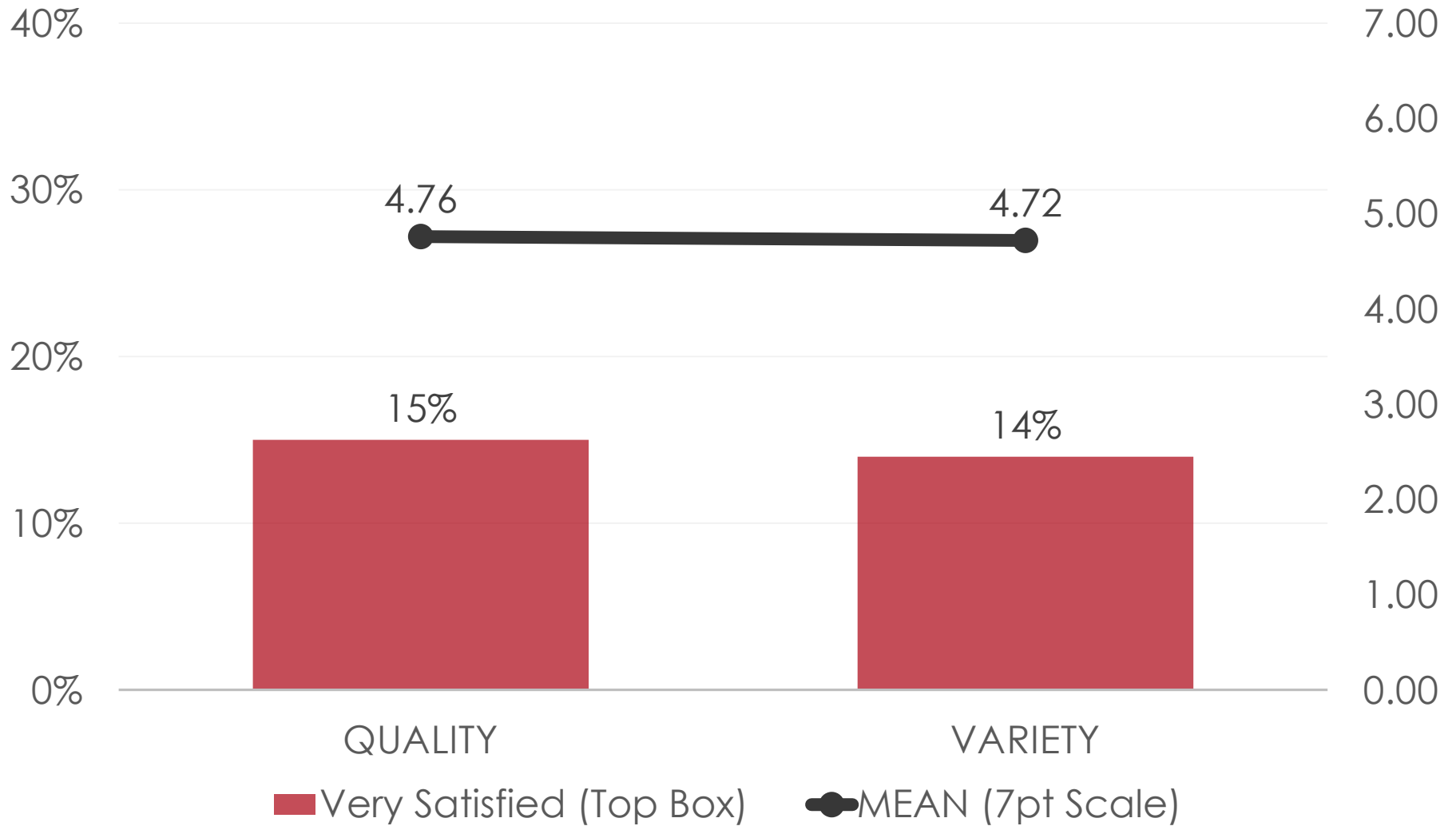
Top Responses only - Participation (5%+)



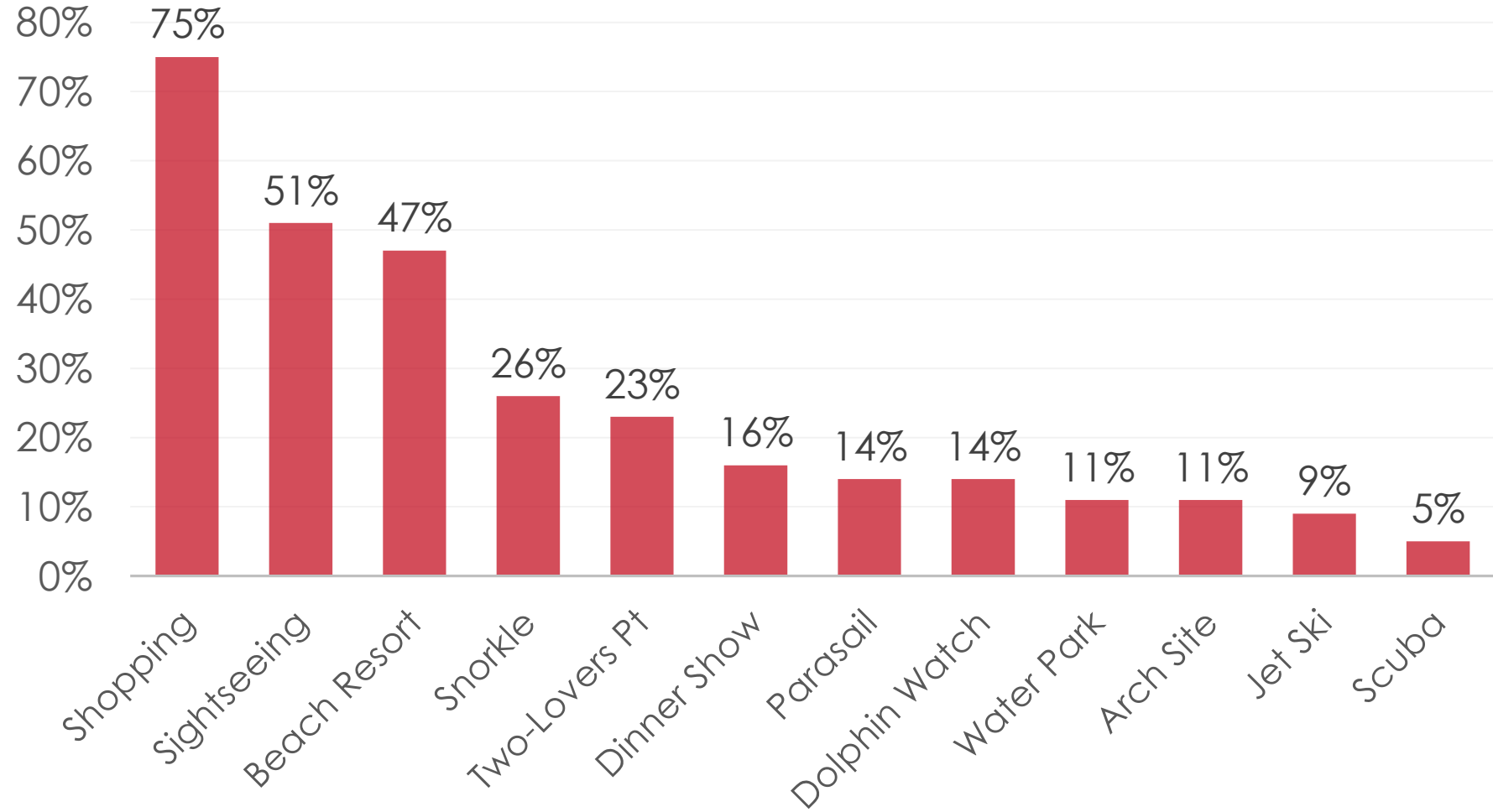
DAY TOUR - SATISFACTION



NIGHT TOUR - SATISFACTION

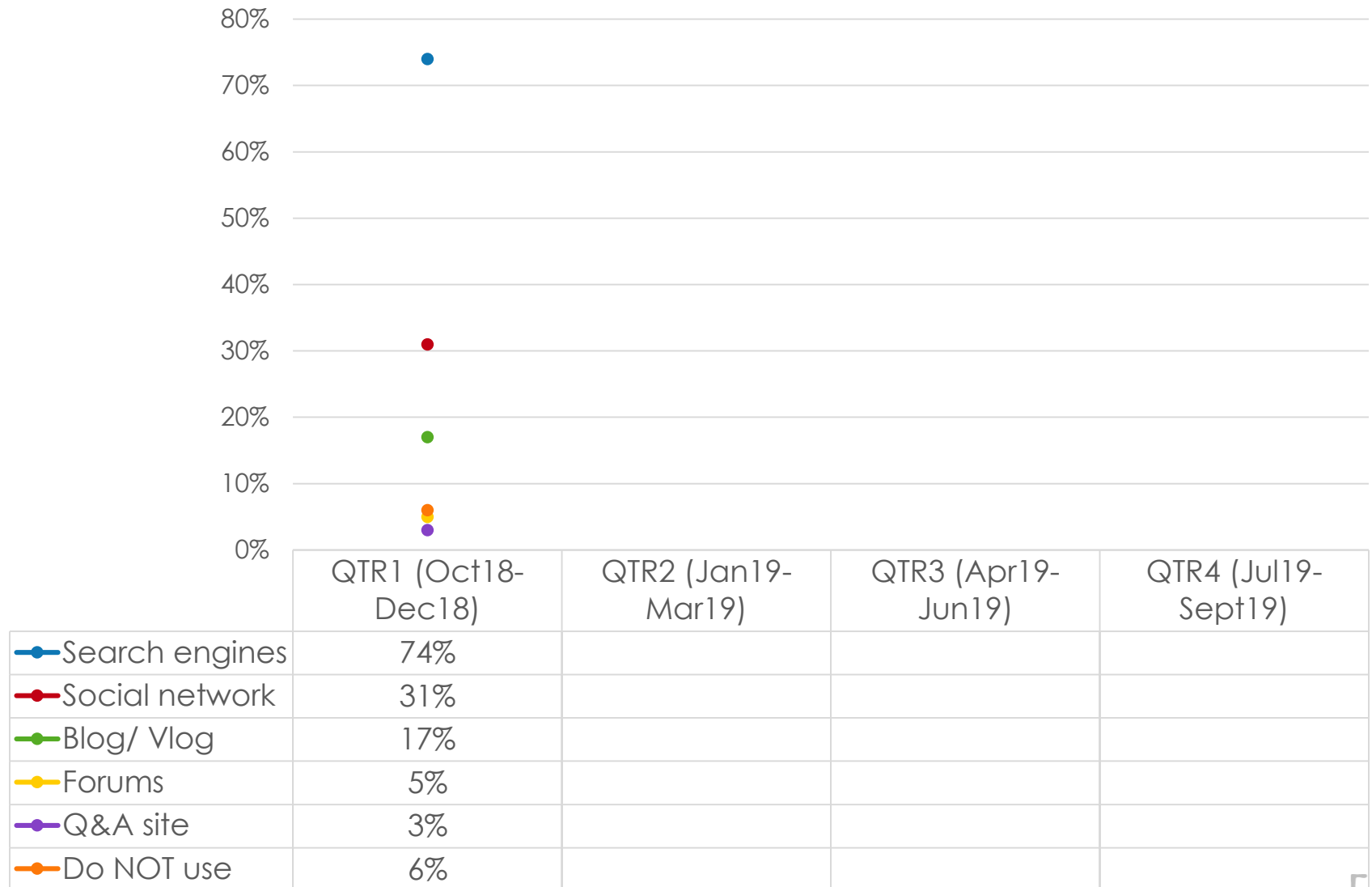


Activities Participation (Top Responses)



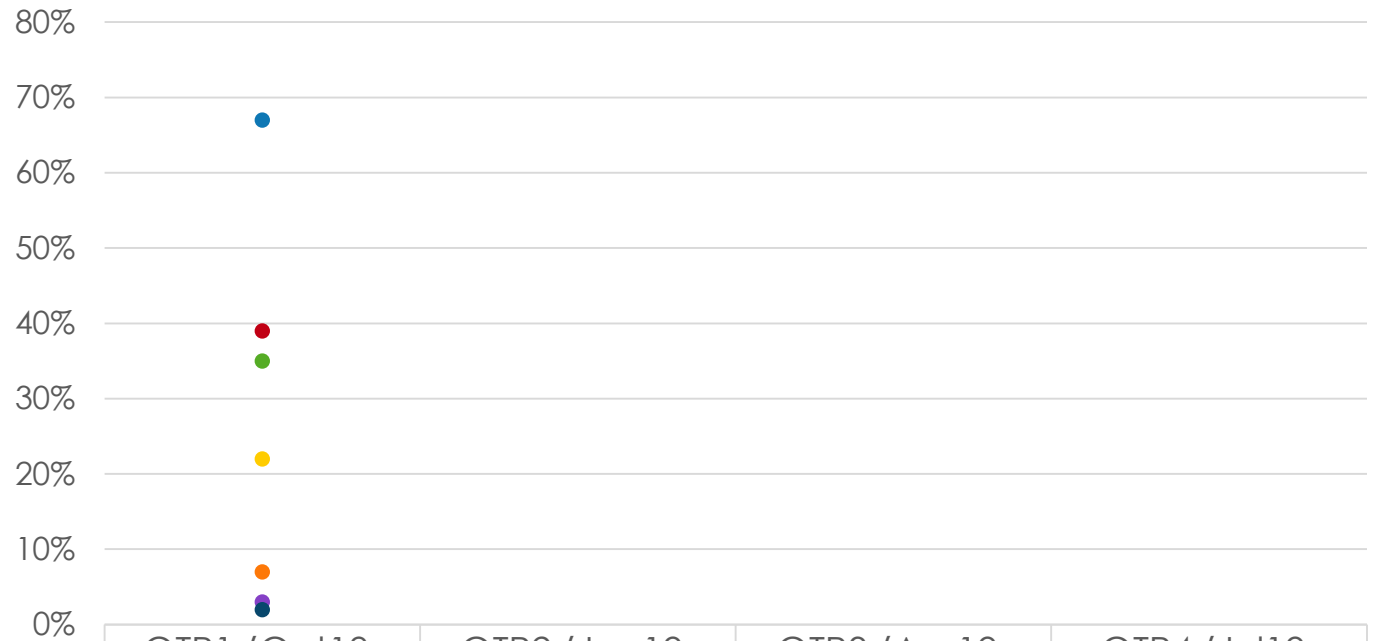
SECTION 5 PROMOTIONS

INTERNET- GUAM SOURCES OF INFORMATION



INTERNET- SOURCES OF INFORMATION

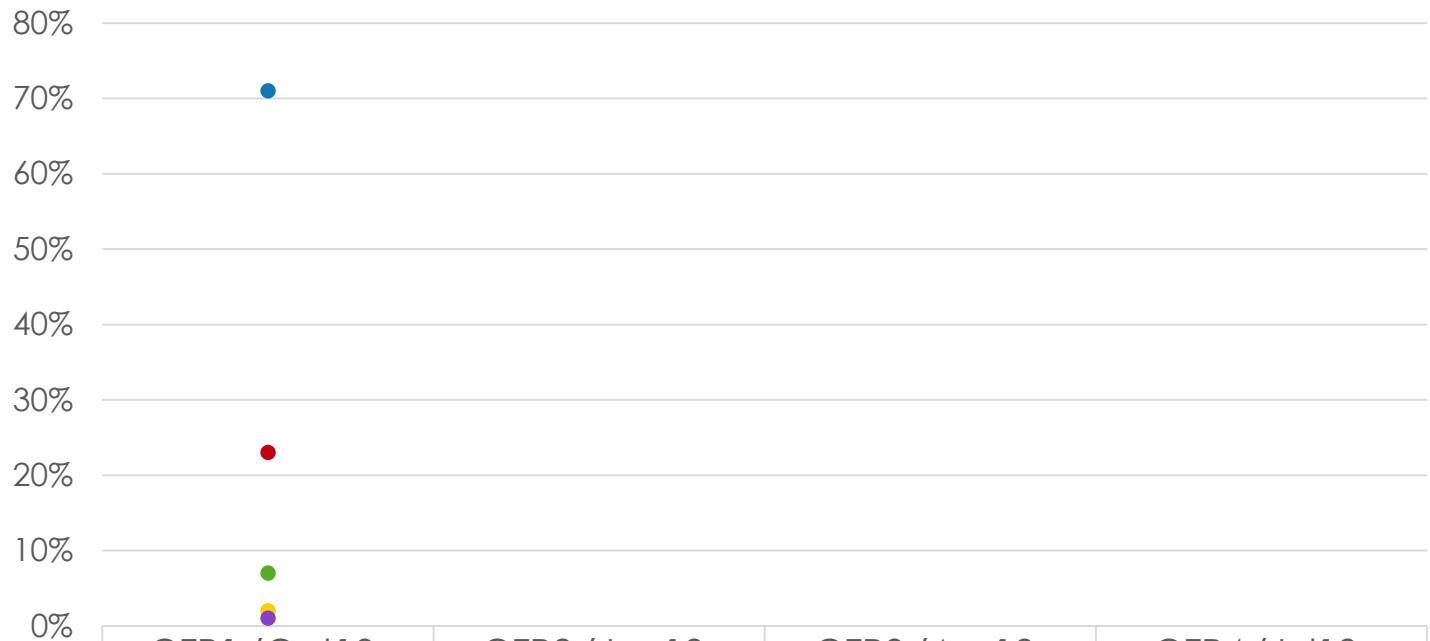
Things to do on Guam



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)
Google	67%			
Yahoo	39%			
Instagram	35%			
Online Booking Site	22%			
Facebook	3%			
Twitter	7%			
Other	2%			

INTERNET- SOURCES OF INFORMATION

GVB



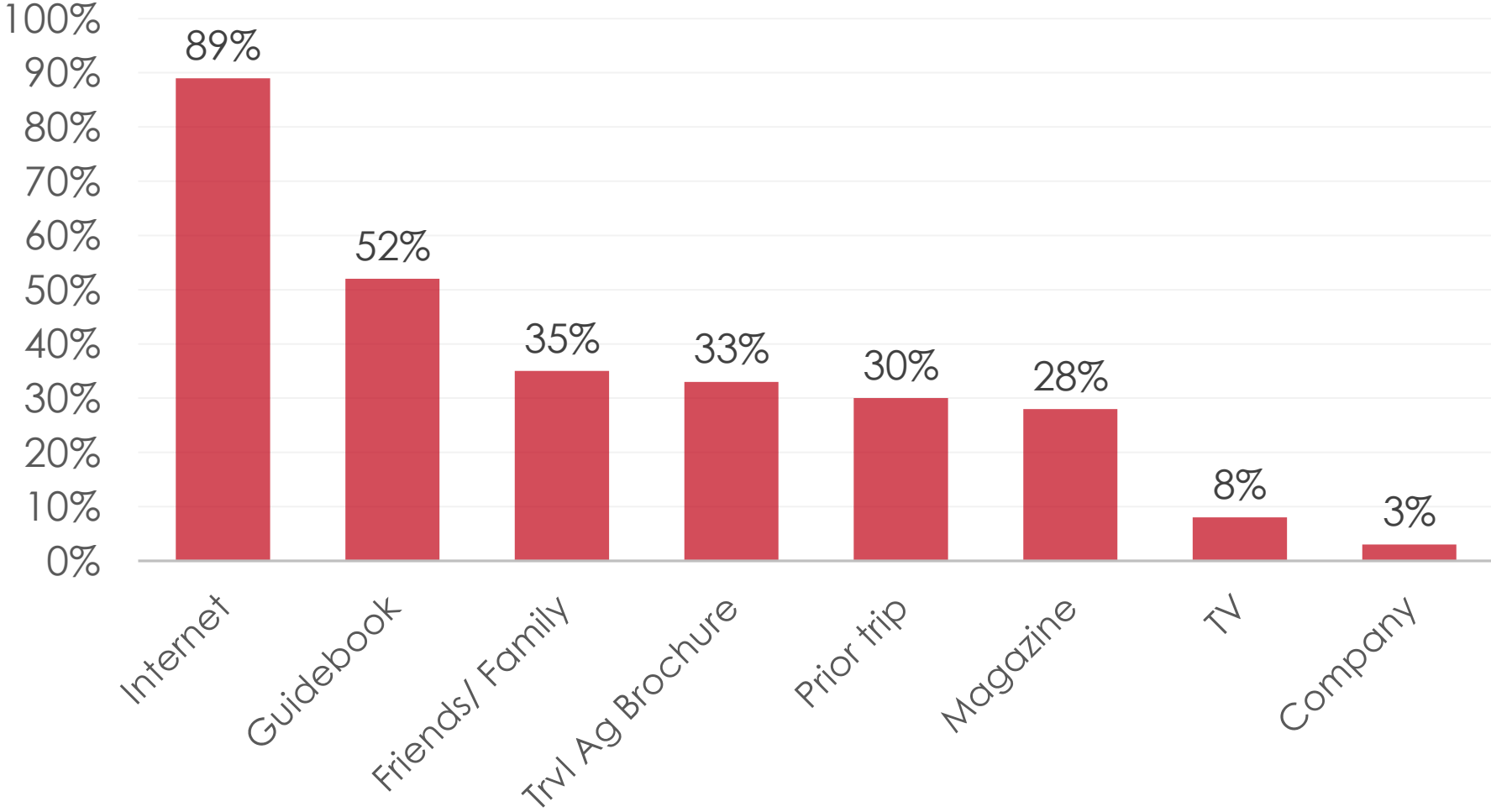
	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)
None	71%			
GVB Website	23%			
GVB Instagram	7%			
GVB Twitter	2%			
GVB Facebook'	1%			

TRAVEL MOTIVATION



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)
Friends/ Family	40%			
Company/ Bus Trip	6%			
Internet	6%			
Travel Show	3%			
Travel Agent	3%			
Print	2%			
Social Media	1%			
None	41%			

PRE-ARRIVAL SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION – Key Segments

GVB EXIT SURVEY

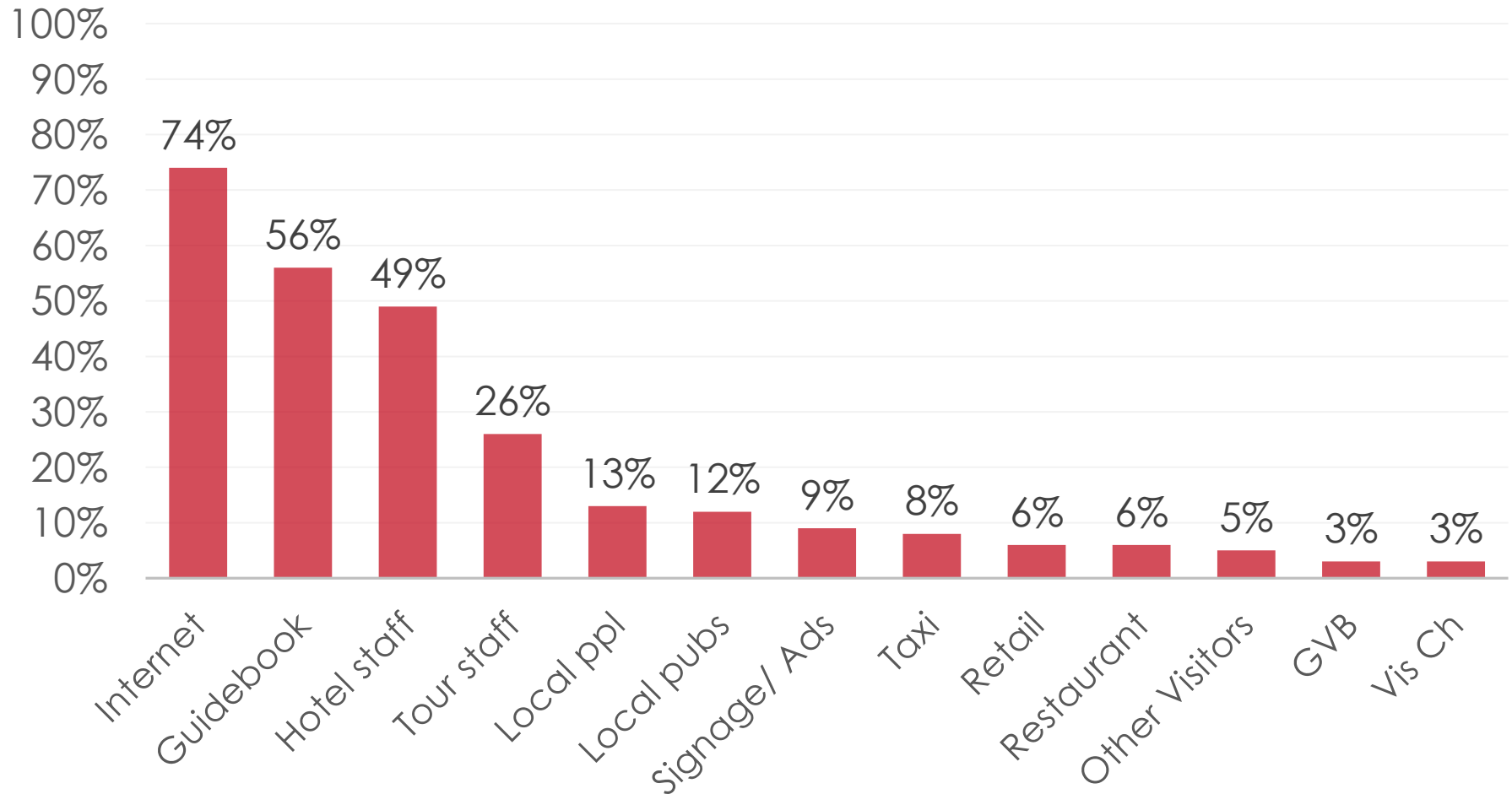
Q1 Please select the top three sources of information you used to find out about Guam before your trip:

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
Q1	Internet/Mobile App	89%	89%	85%	85%	67%	75%	89%	86%
	Travel guide book at bookstores	52%	54%	42%	55%	76%	50%	48%	48%
	Friend or relative	35%	29%	26%	33%	19%		38%	28%
	Travel agent brochure	33%	36%	24%	31%	33%		40%	41%
	I have been to Guam before	30%	34%	65%	32%	48%		15%	24%
	Magazine (consumer)	28%	28%	23%	23%	14%	50%	38%	28%
	TV	8%	5%	6%	8%	5%	25%	7%	12%
	Co-worker/ company travel department	3%	2%	3%	2%			2%	7%
	Consumer travel shows	3%	1%	1%	2%			2%	2%
	Guam Visitors Bureau office	2%	2%	2%	2%	5%	25%	1%	1%
	Guam Visitors Bureau promotional activities	1%	1%	1%	0%	5%	25%	1%	2%
	Newspaper	0%	0%	0%					0%
	Travel trade shows	0%	0%	0%					1%
	Radio	0%		0%				1%	0%
	Total	1093	551	499	203	21	4	104	214

Prepared by Anthology Research

ONISLE

SOURCES OF INFORMATION



ON-ISLE SOURCES OF INFORMATION – Key Segments

GVB EXIT SURVEY

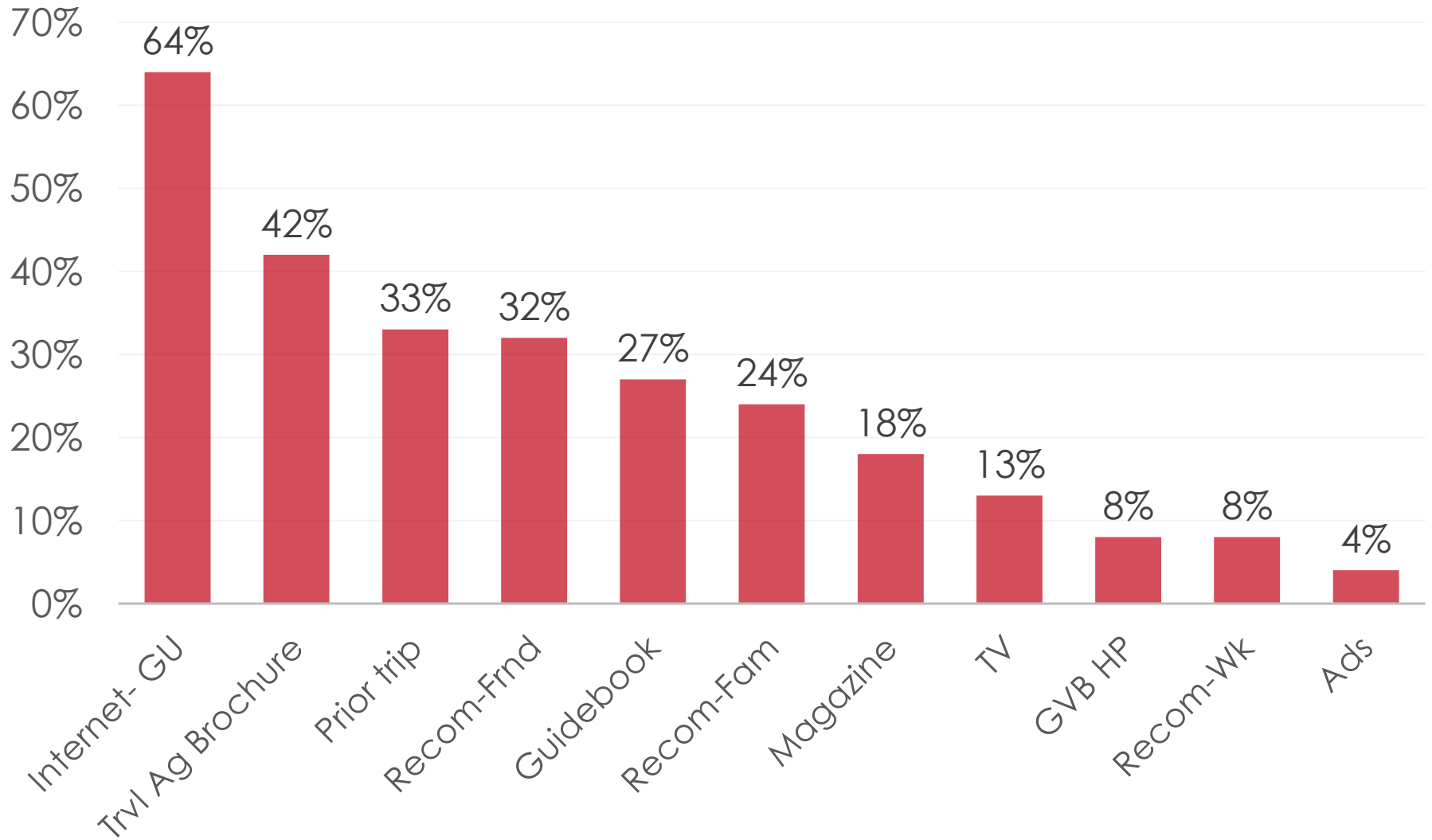
Q2 Please select the top three sources of information you used to find out about Guam while you were here:

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
Q2	Internet/Mobile App	74%	77%	73%	72%	52%	75%	73%	68%
	Guide books I brought with me	56%	61%	51%	61%	52%	50%	52%	48%
	Hotel staff	49%	47%	47%	43%	33%	25%	58%	52%
	Tour staff	26%	28%	25%	25%	38%		33%	33%
	Local people	13%	9%	12%	11%	10%		10%	16%
	Local publication	12%	14%	14%	11%	29%	25%	8%	12%
	Signs/ advertisement	9%	9%	10%	9%	19%	25%	7%	10%
	Taxi drivers	8%	7%	7%	8%	5%		6%	8%
	Restaurant staff (outside hotel)	6%	6%	7%	5%	5%		6%	6%
	Retail staff	6%	6%	5%	4%	5%		11%	5%
	Other visitors	5%	4%	4%	3%	5%		7%	6%
	Guam Visitors Bureau	3%	4%	4%	3%	5%	25%	3%	4%
	Visitors channel	3%	3%	2%	1%			2%	3%
	Total	1090	549	497	202	21	4	103	213

Prepared by Anthology Research

SOURCES OF INFORMATION

TRIP INFLUENCERS



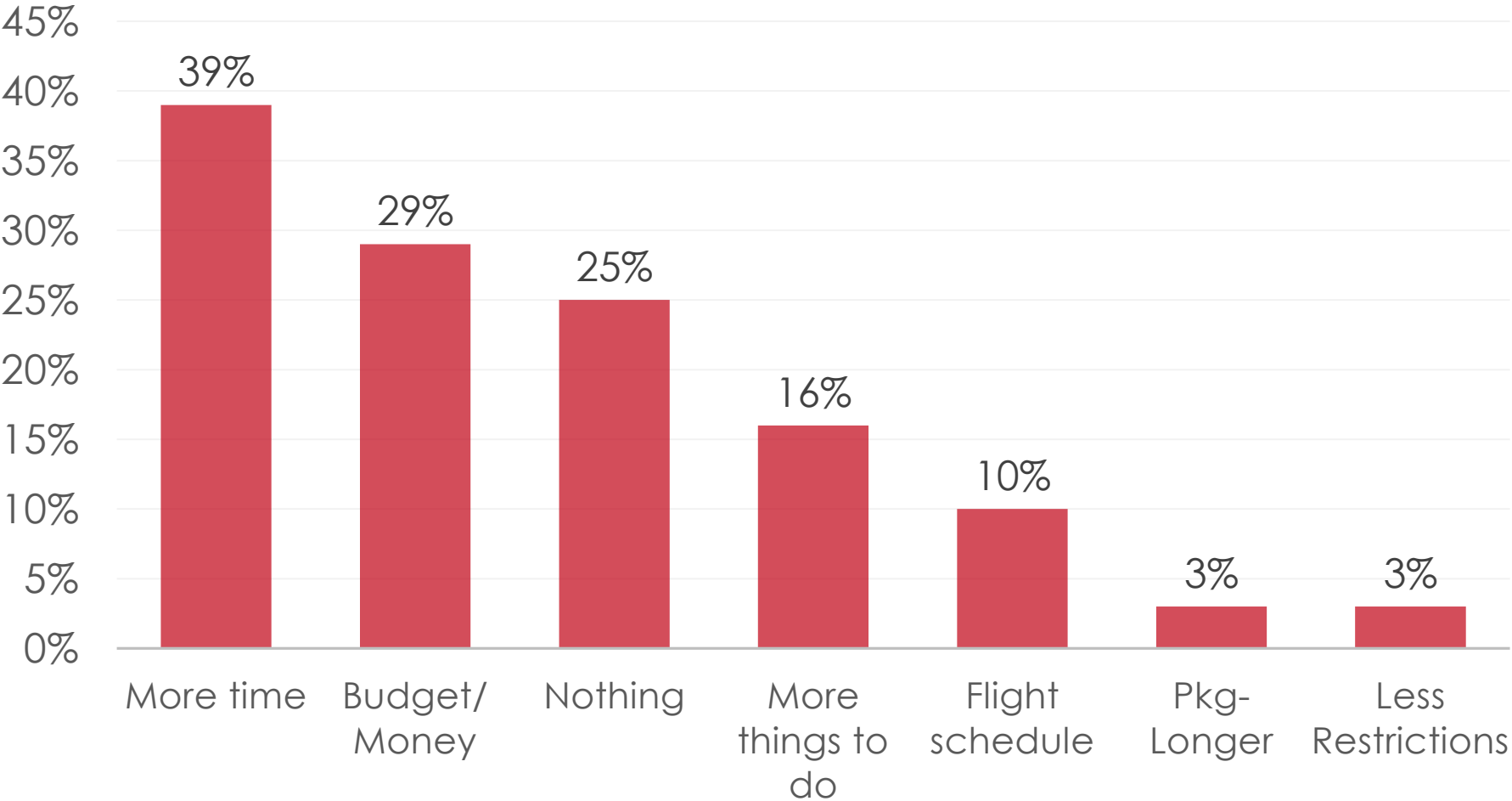
SECTION 6

FUTURE TRAVEL TO GUAM

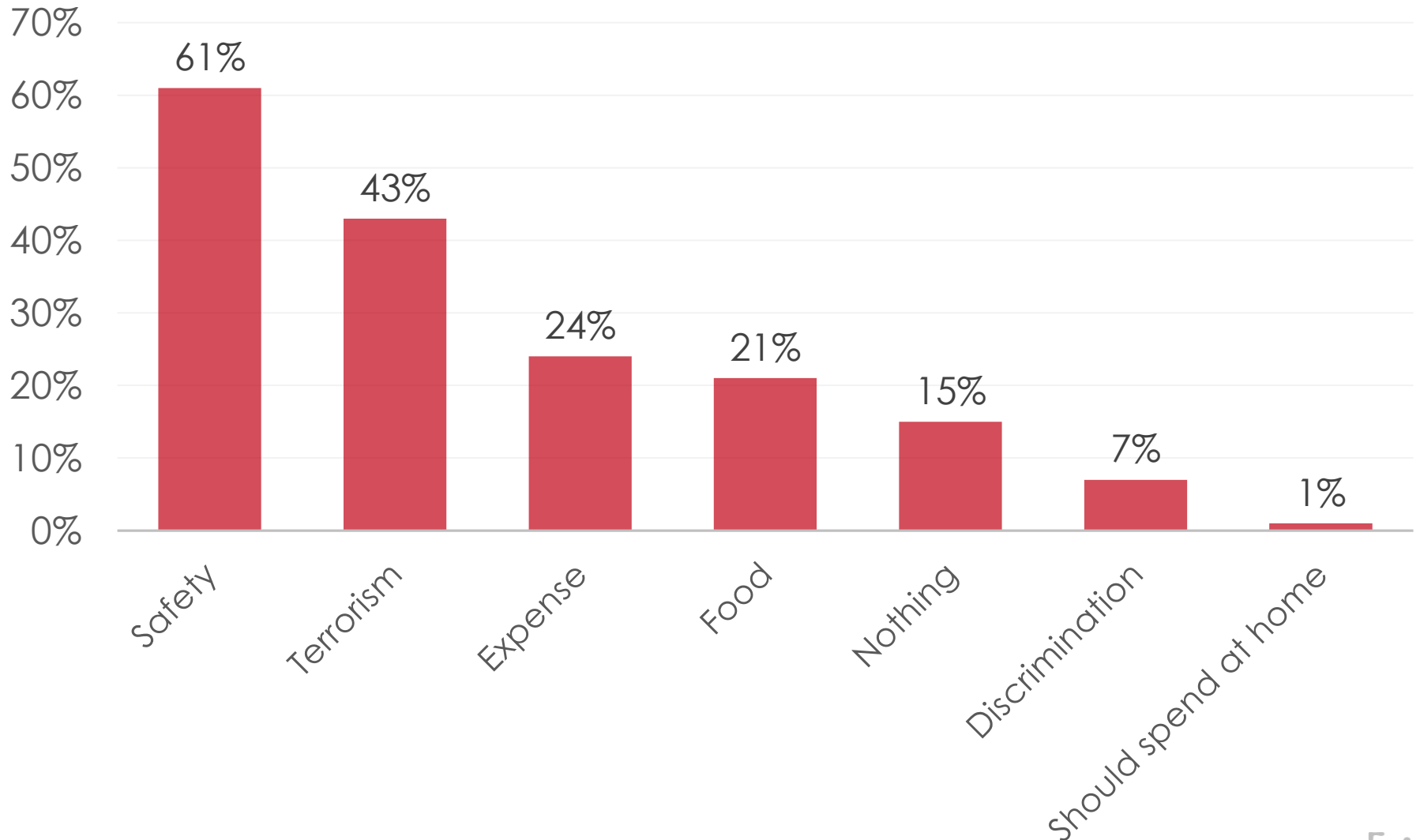
Will security screening/ immigration at Guam Airport impact future travel to Guam?



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



FUTURE TRAVEL CONCERNS



SECTION 7

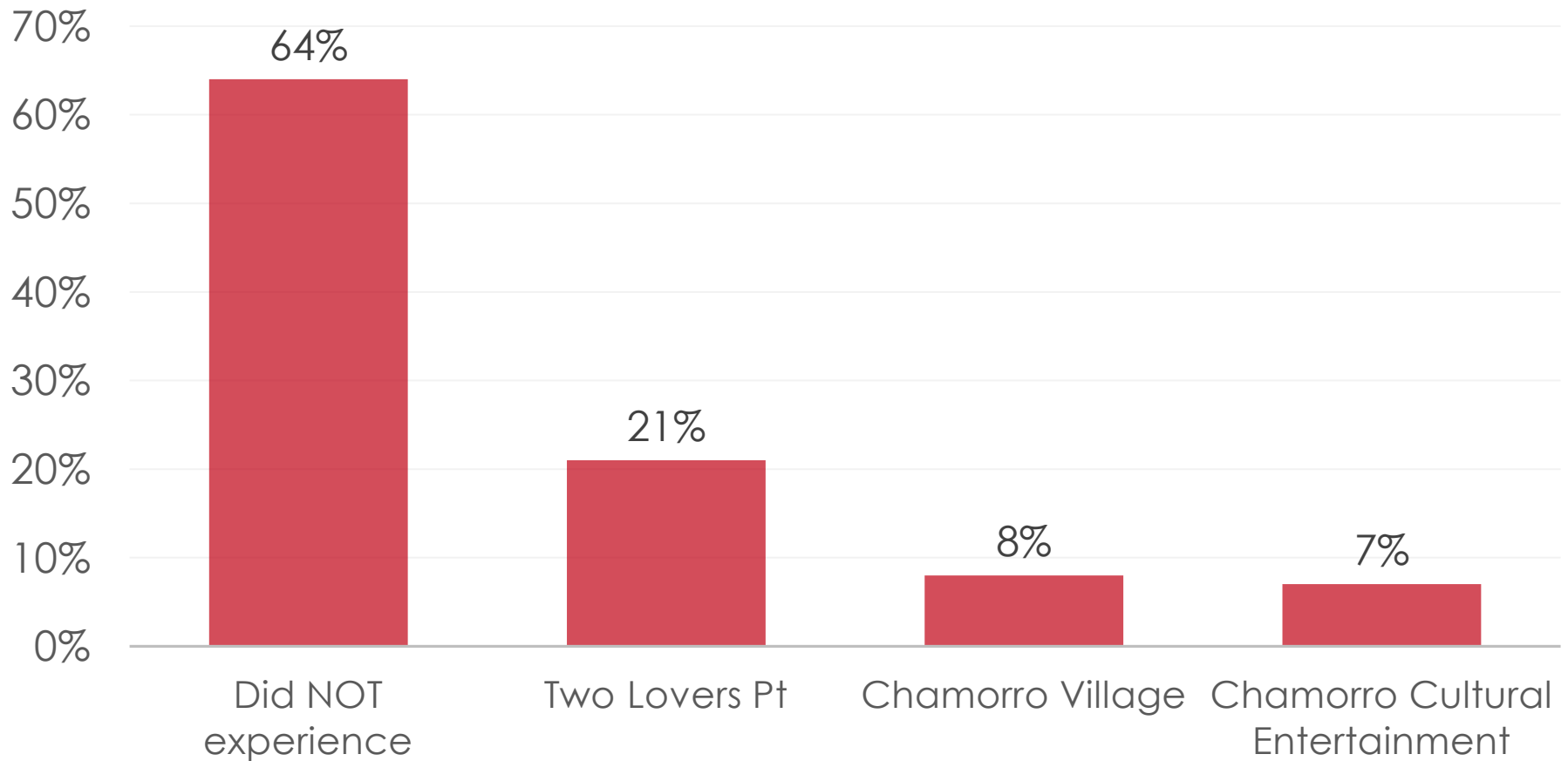
GUAM CULTURE

EXPERIENCED- CHAMORRO/ HAFA ADAI SPIRIT



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
Did NOT experience	44%			
Beaches	41%			
Chamorro cuisine	25%			
Night Market	9%			
Socializing- locals	10%			
Local Music	7%			

EXPERIENCED- OTHER CULTURAL ACTIVITY/EVENTS

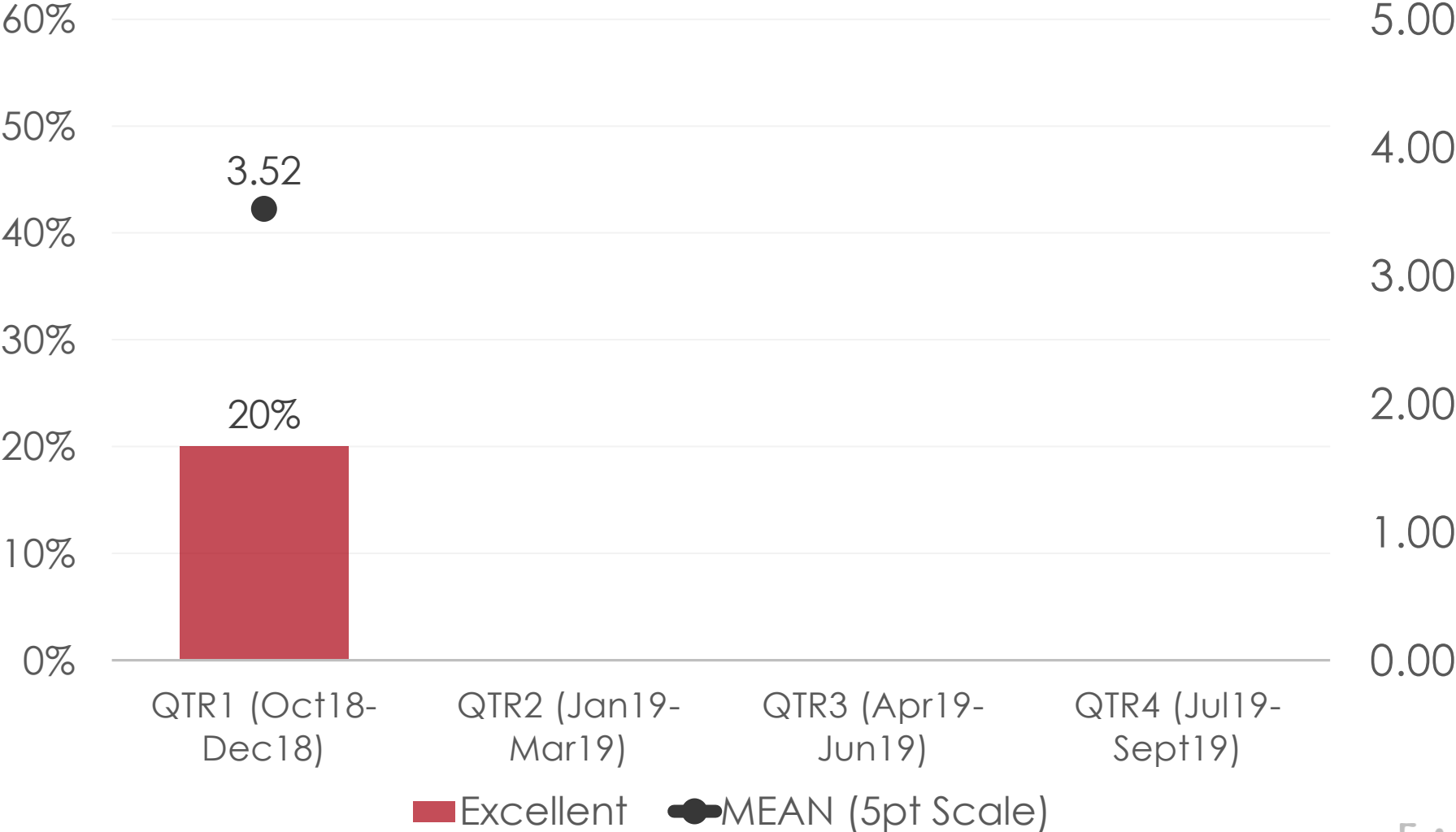


SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)
Travel guide/ brochure	38%			
Travel agency	47%			
Internet	40%			
Family/ Friends	13%			
Hotel staff	4%			
Print	2%			

SATISFACTION- CULTURAL ACTIVITY/EVENTS



OBSTACLES- CULTURAL ACTIVITY/EVENTS



	QTR1 (Oct18- Dec18)	QTR2 (Jan19- Mar19)	QTR3 (Apr19- Jun19)	QTR4 (Jul19- Sept19)
—●— Schedule	55%			
—●— Unaware	32%			
—●— Did not want to	17%			
—●— Did not know where	5%			

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.

Drivers- Overall Satisfaction

Comparison of Drivers of Overall Satisfaction, 1st Qtr. 2019	
Drivers:	1st Qtr. 2019 rank
Quality & Cleanliness of beaches & parks	
Ease of getting around	
Safety walking around at night	
Quality of daytime tours	4
Variety of daytime tours	
Quality of nighttime tours	
Variety of nighttime tours	5
Quality of shopping	
Variety of shopping	2
Price of things on Guam	
Quality of hotel accommodations	3
Quality/cleanliness of air, sky	
Quality/cleanliness of parks	
Quality of landscape in Tumon	
Quality of landscape in Guam	1
Quality of ground handler	
Quality/cleanliness of transportation vehicles	6
% of Overall Satisfaction Accounted For	49.7%
NOTE: Only significant drivers are included.	

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Japanese visitor's experience on Guam is driven by six significant factors in the 1st Quarter FY2019 Period. By rank order they are:
 - **Quality of landscape in Guam,**
 - **Variety of shopping,**
 - **Quality of hotel accommodations,**
 - **Quality of daytime tours,**
 - **Variety of night time tours, and**
 - **Quality/cleanliness of transportation vehicles.**
- With these factors the overall r^2 is .497 meaning that **49.7% of overall satisfaction is accounted for by these factors.**

Drivers – On-Isle Expenditures

Drivers of Per Person On Island Expenditures, 1st Qtr. 2019	
Drivers:	1st Qtr. 2019 rank
Quality & Cleanliness of beaches & parks	
Ease of getting around	
Safety walking around at night	
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	2
Quality of hotel accommodations	
Quality/cleanliness of air, sky	
Quality/cleanliness of parks	
Quality of landscape in Tumon	
Quality of landscape in Guam	
Quality of ground handler	1
Quality/cleanliness of transportation vehicles	
% of Per Person On Island Expenditures Accounted For	0.9%
NOTE: Only significant drivers are included.	

Drivers of On-Isle Expenditures

- **Per Person On Island Expenditure** of Japanese visitors on Guam is driven by two significant factors in the 1st Quarter FY2019 Period. By rank order they are:
 - **Quality of ground handler, and**
 - **Price of things on Guam.**
- With these factors the overall r^2 is .009 meaning that **0.9% of per person on island expenditure is accounted for by these factors.**