

JAPAN VISITOR PROFILE

OCTOBER - DECEMBER 2019

VISITOR SATISFACTION



49%
VERY
SATISFIED



8/10
AVERAGE

41%
BEACH WAS
EXCELLENT



26%
IMMIGRATION
COULD HAVE BEEN
BETTER



49%
EXTREMELY LIKELY
TO RECOMMEND



30%
EXTREMELY LIKELY
TO RETURN IN THE
NEXT THREE YEARS

SPENDING



\$204.50
ON ISLAND
PER PERSON
PER DAY



\$1,247.63
TOTAL SPENDING
PER PERSON
(PREPAID + ON ISLAND)

MOST POPULAR



Recreation

67% Beach/Sunbathing

Entertainment & Dining

53% Café/Coffee Shop

Sports

24% Snorkeling

History, Culture & Arts

21% Chamorro Cuisine

Local Attractions

21% Two Lovers Point

Sightseeing

16% Boat Tours/Dolphin Watch



JAPAN VISITOR PROFILE

OCTOBER - DECEMBER 2019

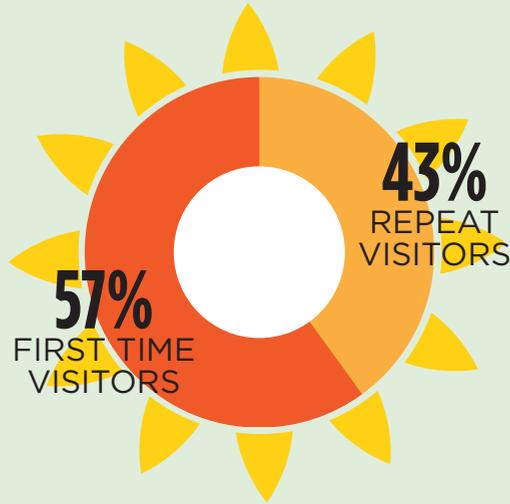
TRAVELER PROFILE



32.2
AVERAGE AGE



4.7
AVERAGE PARTY SIZE



3.3
NIGHTS
AVERAGE LENGTH OF STAY

OCCUPATION



22% COMPANY, NON-MANAGER

12% COMPANY, SALES

12% COMPANY, ENGINEER

11% STUDENT

TRAVEL MOTIVATIONS



41% Short Travel Time

36% Vacation

34% Natural Beauty

20% Positive Prior Experience

TRIP PLANNING



MADE TRAVEL ARRANGEMENTS ONLINE



19%
USED A TRAVEL WEBSITE



73%
USED A TRAVEL AGENT



8%
BOOKED DIRECT WITH AIRLINE AND/OR HOTEL



Guam Visitors Bureau

Japan Visitor Tracker Exit Profile & Market Segmentation Report

FY2020 – QTR.1 (OCT-DEC 2019)

[ANTHOLOGY®]
RESEARCH



Background and Methodology

- All surveys were partially interviewer 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 1,058 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 1,058 is +/- 3.01 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 +/- 3.01 percentage points.



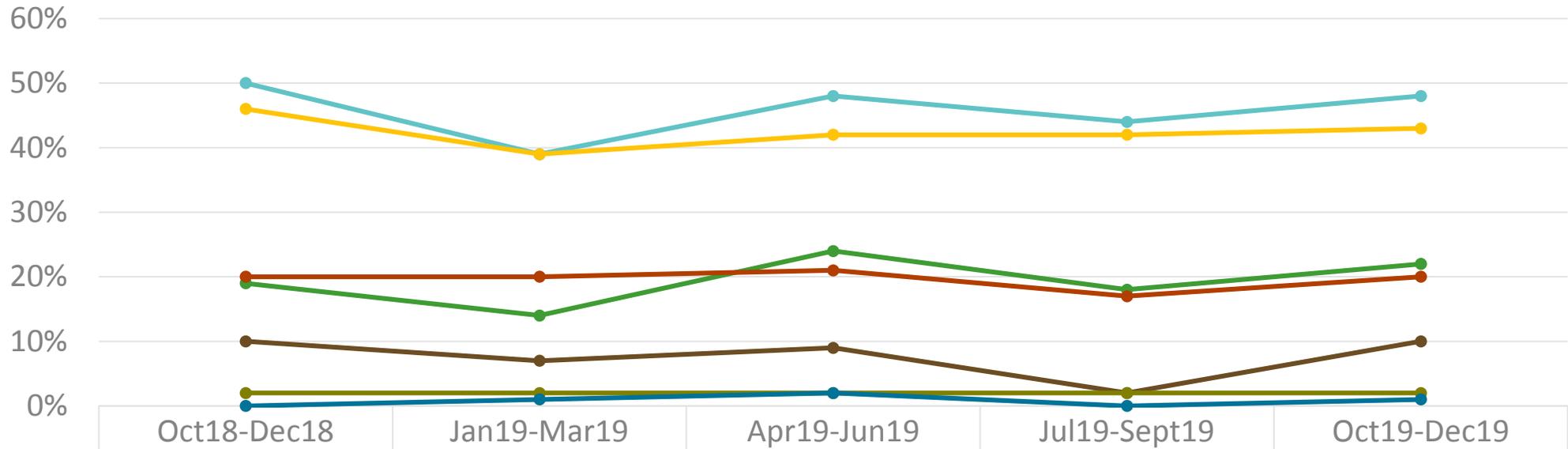
Objectives

- To monitor the effectiveness of the Japan seasonal campaigns in attracting Japanese 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 (Q11 Traveling w/ spouse/ child/ other family)
 - Office Lady/ Salary Woman (Gender/ D1 Office worker- non-managerial)
 - Group Tour (Q12)
 - MICE (Q8 Convention/ Conference/ Trade Show/ Incentive Trip)
 - Silver (QF Age 60+)
 - Wedding (Q8- Get married/ attend wedding)
 - Repeat Visitor (Q9)
 - To identify the most significant factors affecting overall visitor satisfaction.
 - To identify (for all visitors from Japan) the most important determinants of on-island spending.

Key Highlighted Segments



	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19
Family	50%	39%	48%	44%	48%
Repeat	46%	39%	42%	42%	43%
Office Lady	19%	14%	24%	18%	22%
Wedding	10%	7%	9%	2%	10%
Silver	2%	2%	2%	2%	2%
Group	20%	20%	21%	17%	20%
MICE	0%	1%	2%	0%	1%

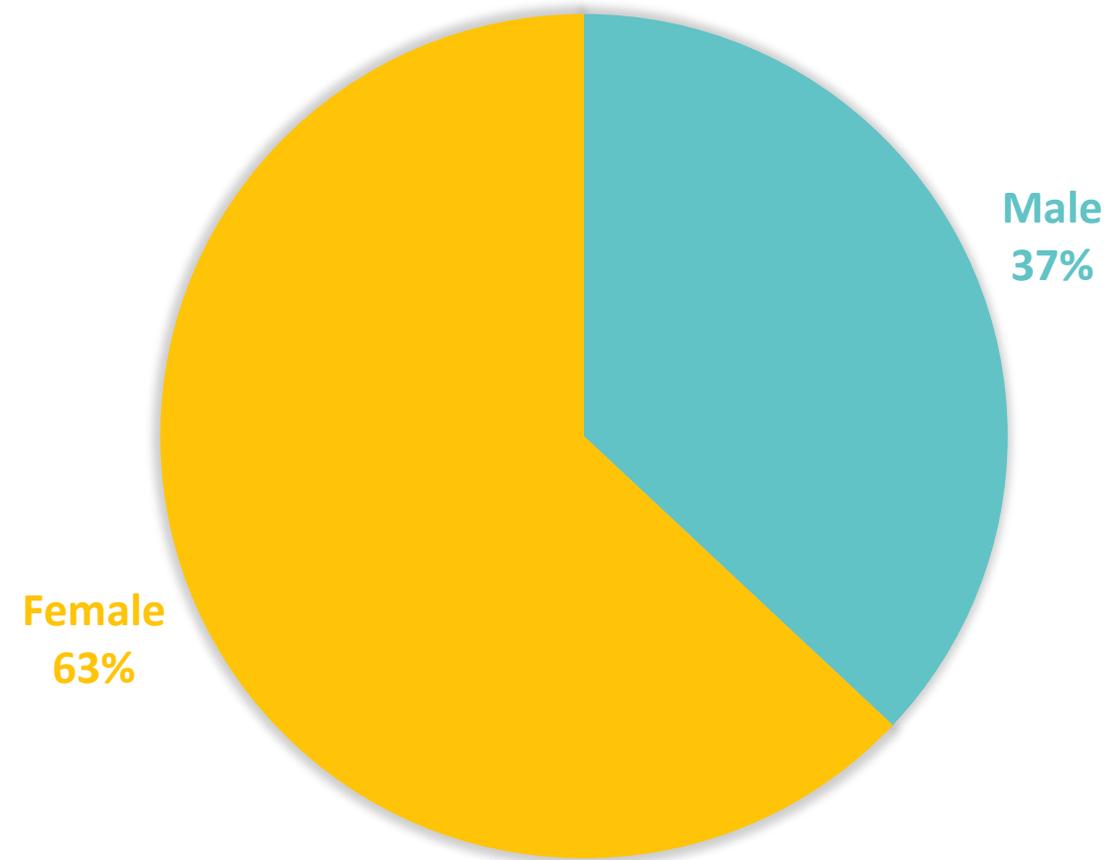


SECTION 1

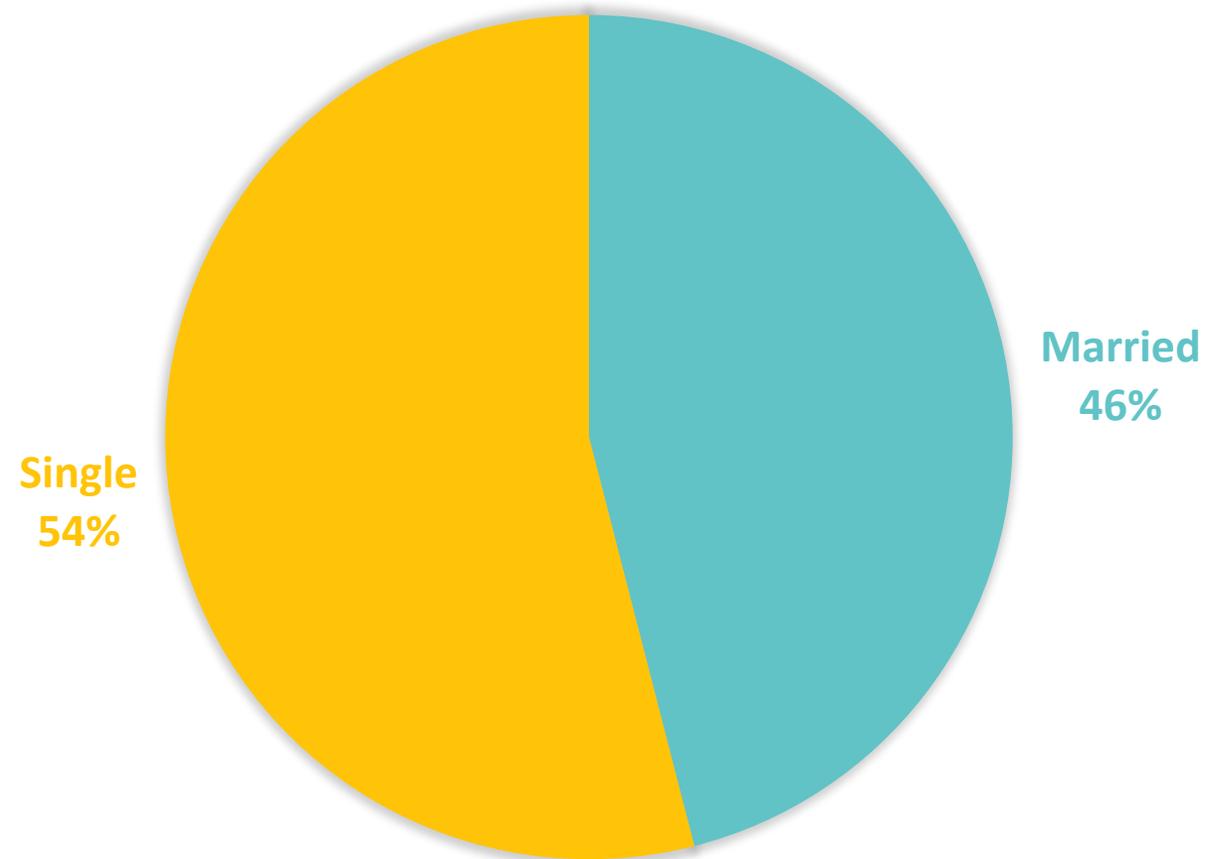
PROFILE OF RESPONDENTS



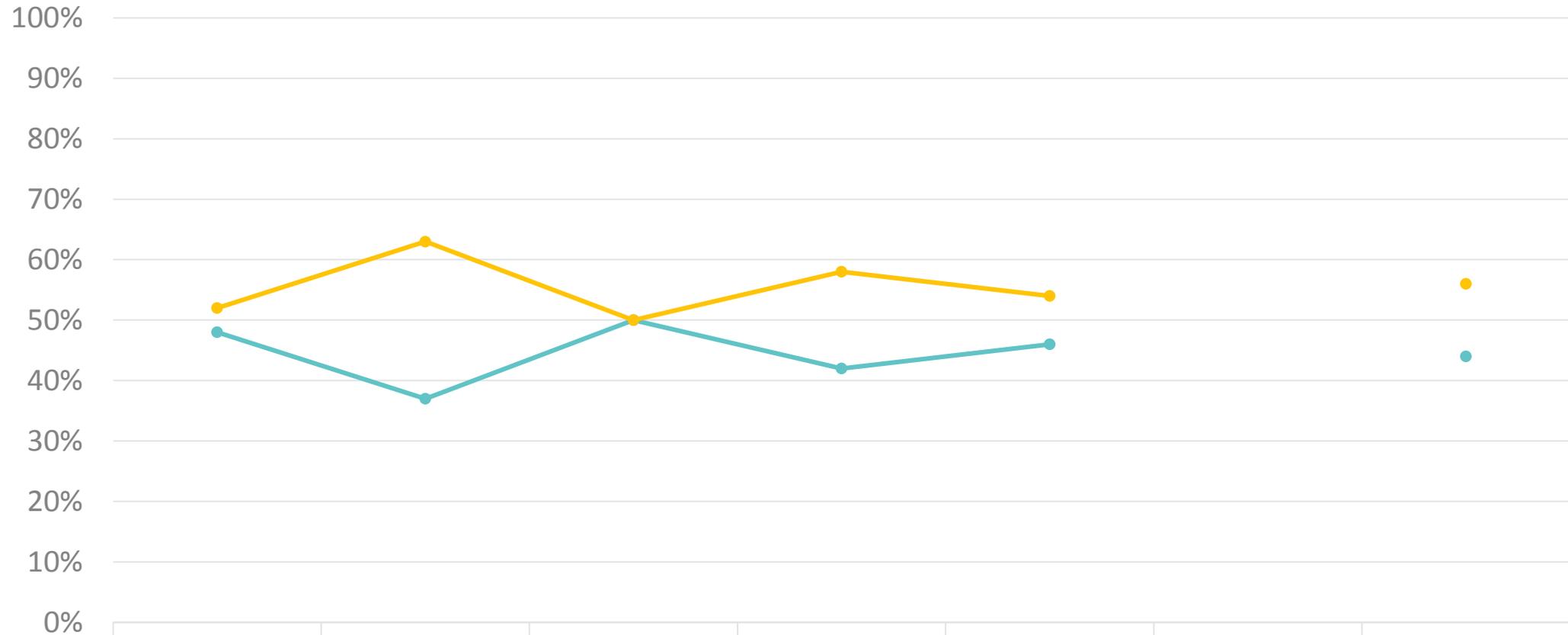
GENDER



MARITAL STATUS



MARITAL STATUS – TRACKING



	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19		YTD
— Married	48%	37%	50%	42%	46%		44%
— Single	52%	63%	50%	58%	54%		56%

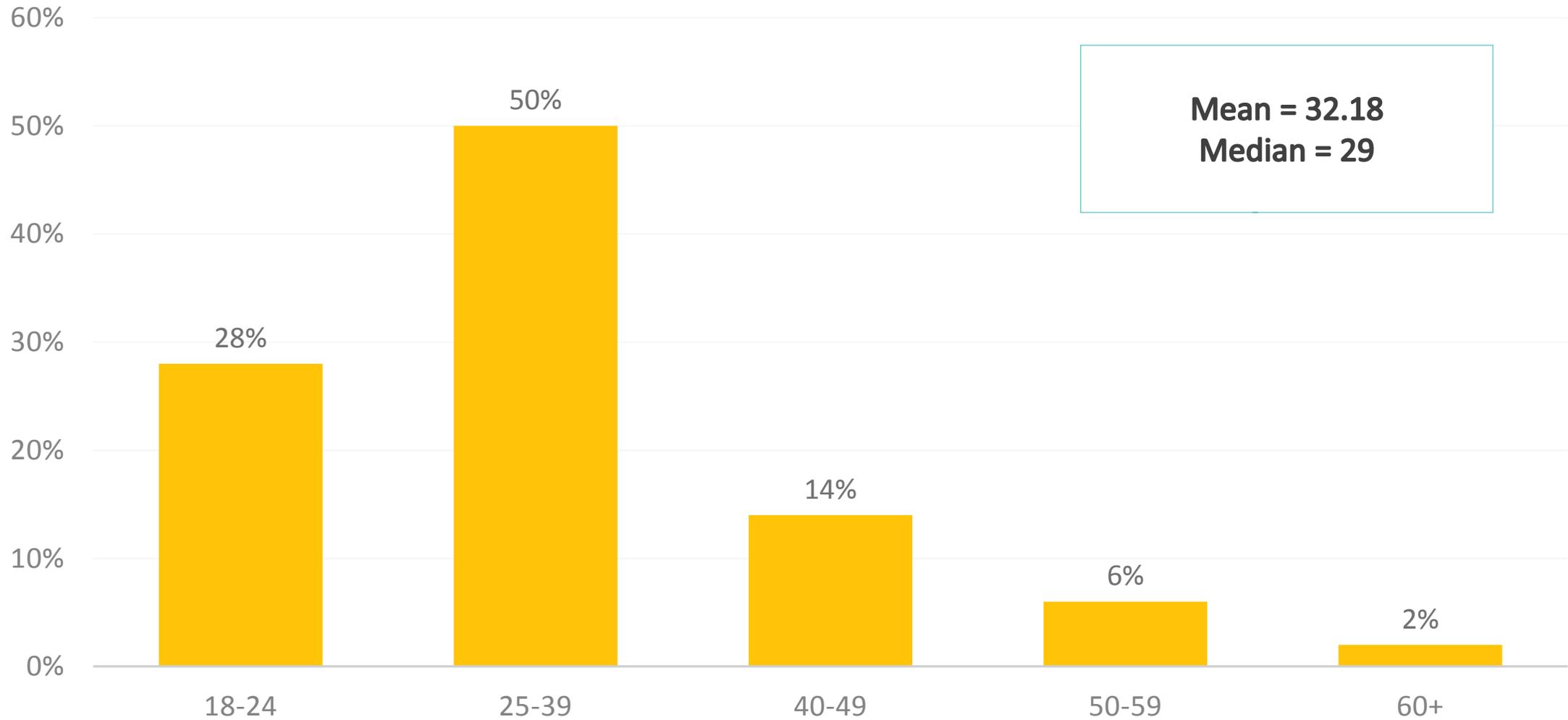
MARITAL STATUS – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
QE Are you married or single?

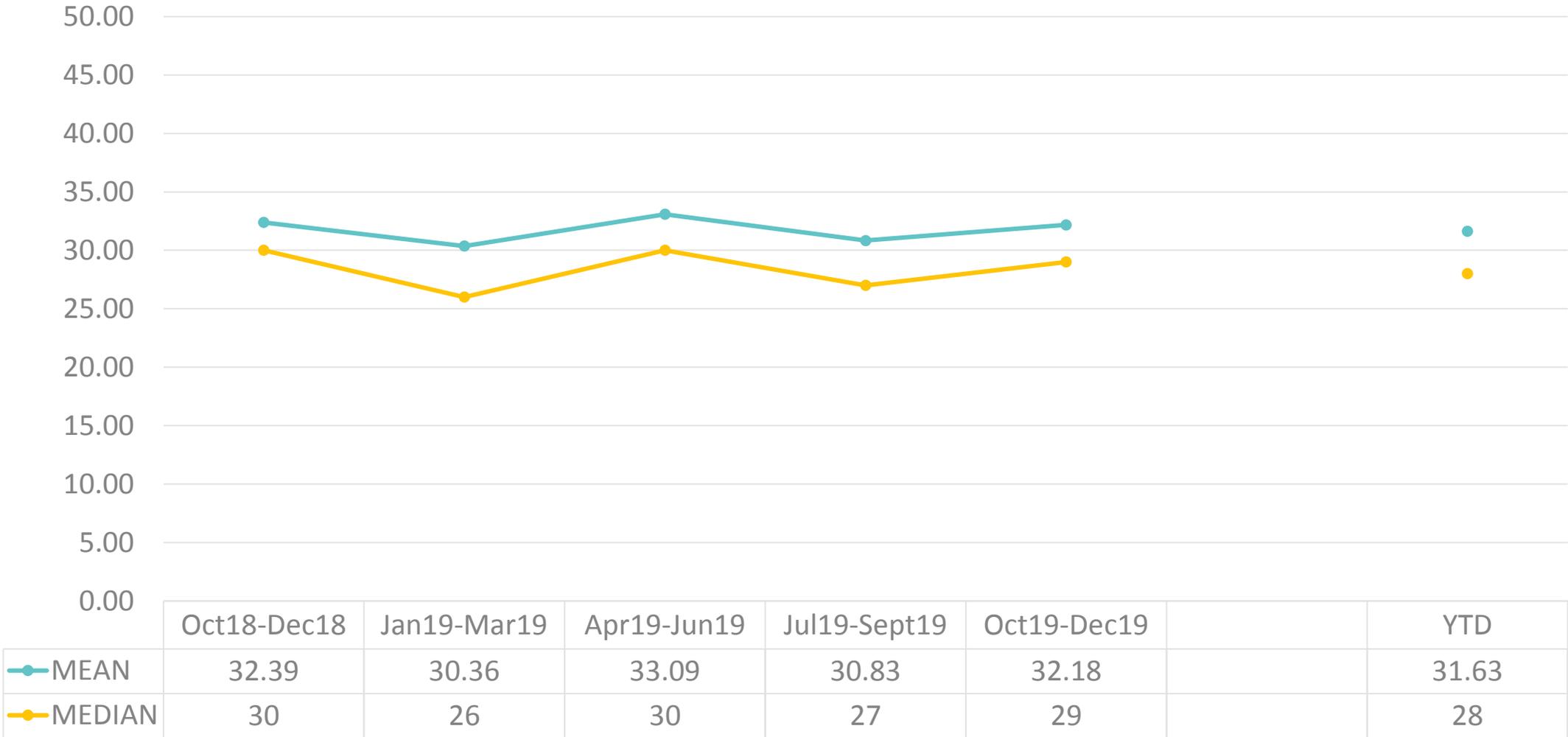
		TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
		-	-	-	-	-	-	-	-
QE	Married	46%	82%	44%	45%	14%	90%	69%	53%
	Single	54%	18%	56%	55%	86%	10%	31%	47%
	Total	1058	506	237	215	14	21	105	451

Prepared by Anthology Research

AGE



AGE – TRACKING



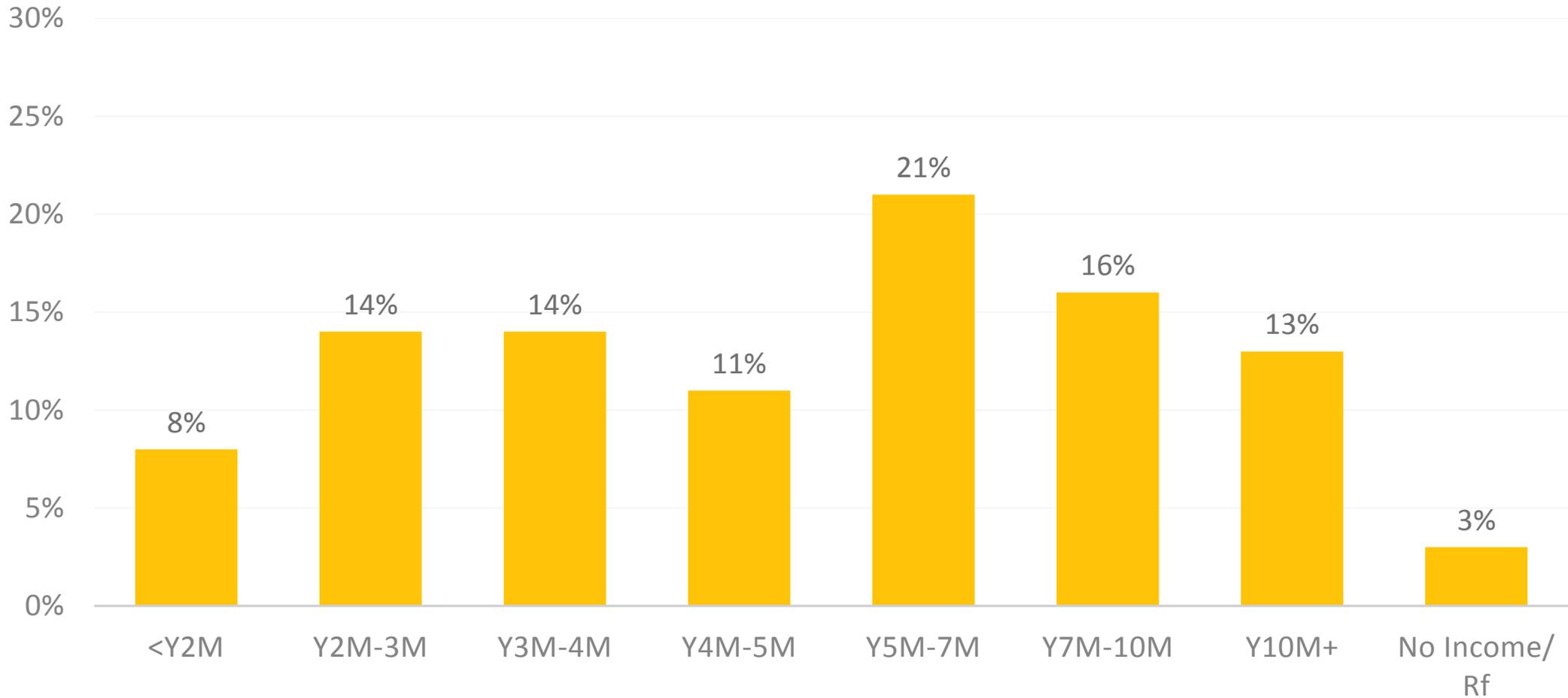
AGE – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
QF What was your age on your last birthday?

		TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
		-	-	-	-	-	-	-	-
QF	18-24	28%	10%	16%	28%	7%		12%	18%
	25-39	50%	56%	61%	48%	86%		68%	49%
	40-49	14%	22%	15%	16%	7%		9%	20%
	50-59	6%	9%	7%	7%			9%	10%
	60+	2%	3%	1%	2%		100%	3%	3%
	Total	1058	506	237	215	14	21	105	451
QF	Mean	32.18	36.40	33.62	32.55	31.00	65.24	32.91	35.67
	Median	29	35	31	30	32	66	29	33

Prepared by Anthology Research

HOUSEHOLD INCOME



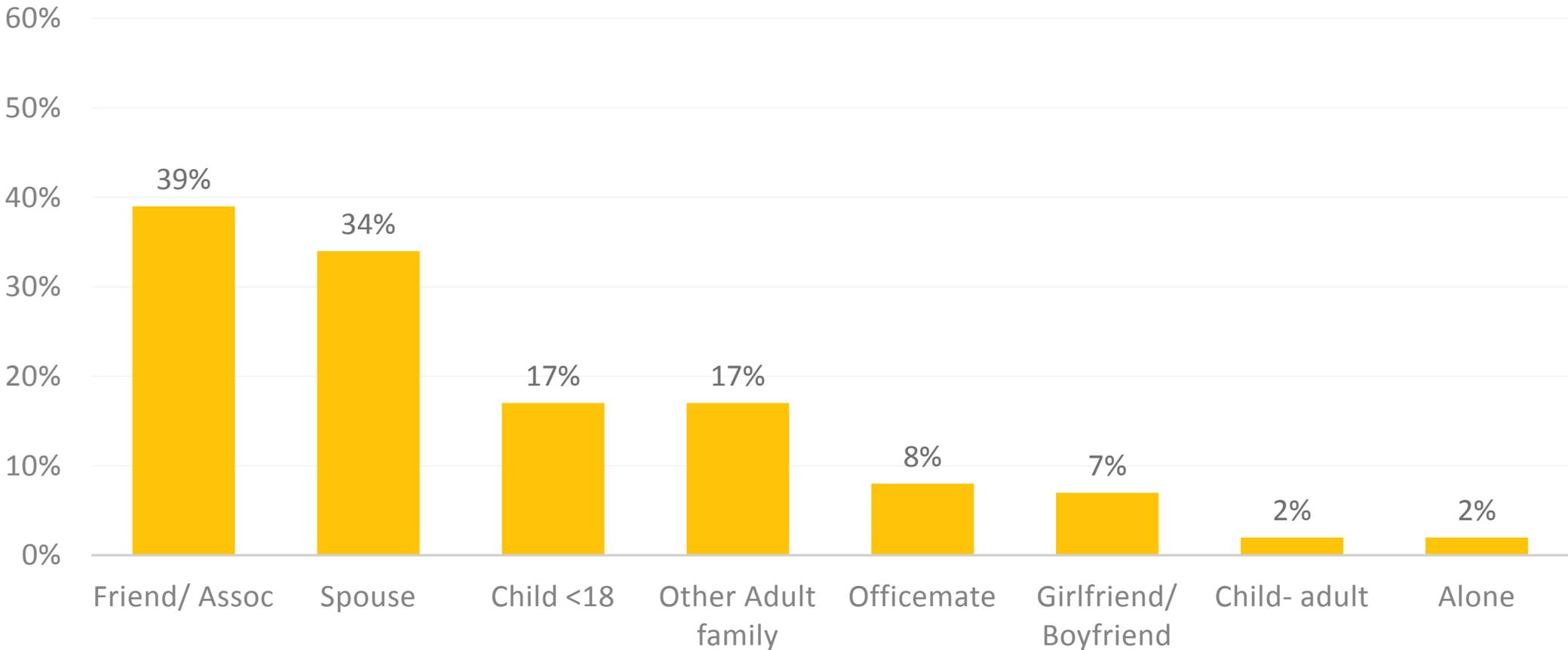
HOUSEHOLD INCOME – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
D2 What is your approximate annual household income, before taxes?

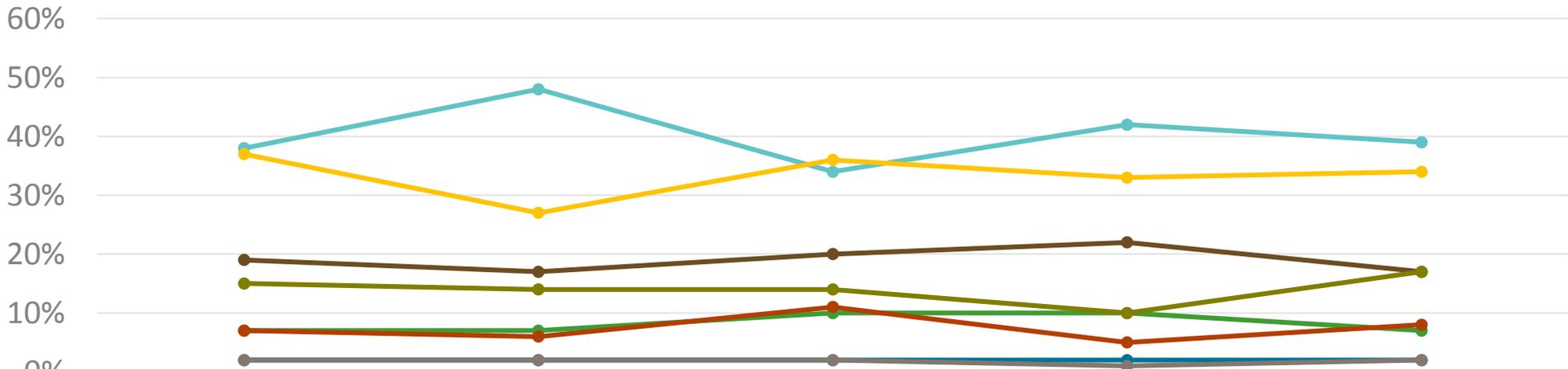
		TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
		-	-	-	-	-	-	-	-
D2	Less than ¥2 million	8%	6%	7%	8%	7%		6%	5%
	¥2,000,001 ~ ¥3,000,000	14%	8%	23%	15%	7%	14%	16%	13%
	¥3,000,001 ~ ¥4,000,000	14%	11%	18%	15%	29%	19%	12%	12%
	¥4,000,001 ~ ¥5,000,000	11%	9%	9%	13%	21%	24%	15%	12%
	¥5,000,001 ~ ¥7,000,000	21%	24%	19%	22%	14%	14%	26%	21%
	¥7,000,001 ~ ¥10 million	16%	22%	14%	16%		24%	10%	18%
	¥10 million or more	13%	17%	9%	9%	14%	5%	7%	18%
	No income	3%	3%	1%	2%	7%		8%	2%
	Total	1058	506	237	215	14	21	105	451

Prepared by Anthology Research

TRAVEL PARTY



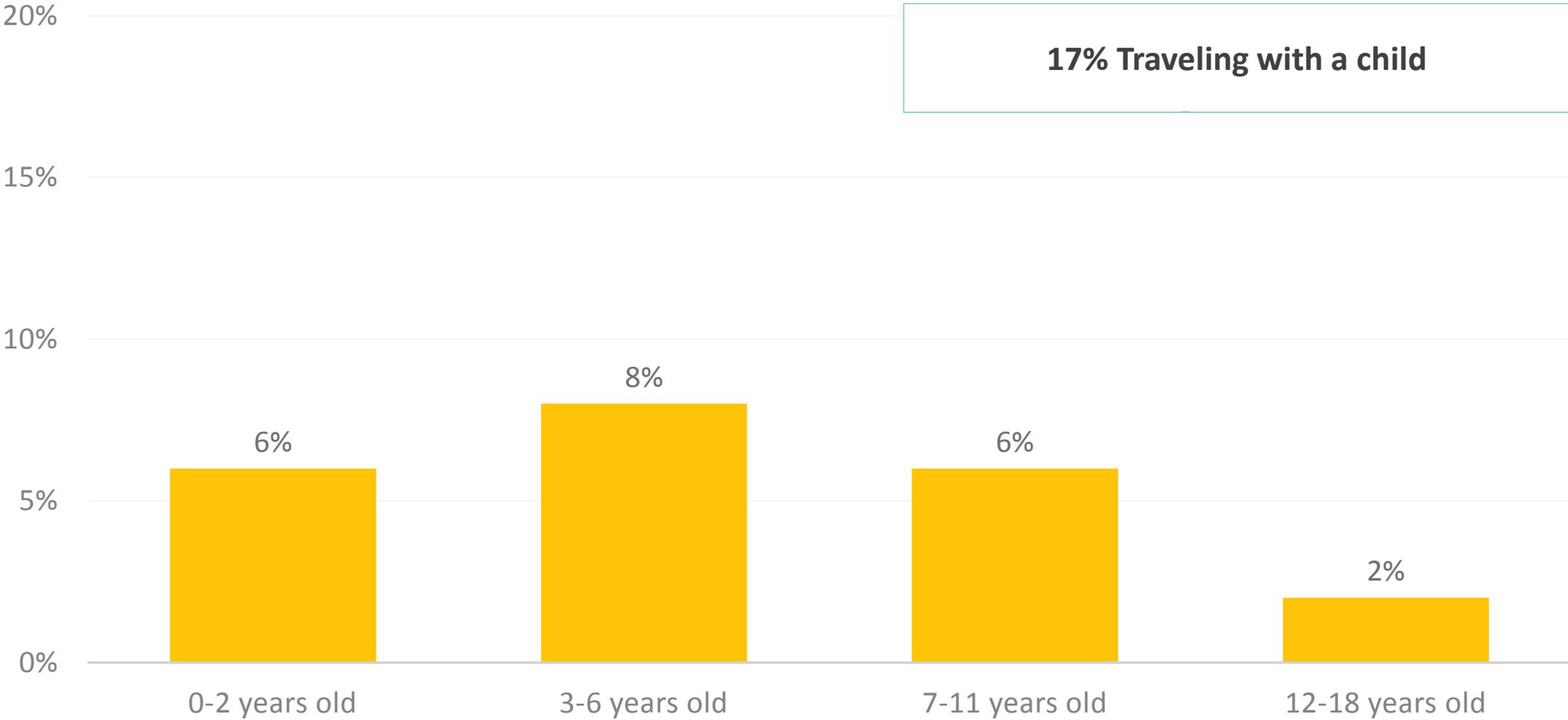
TRAVEL PARTY – TRACKING



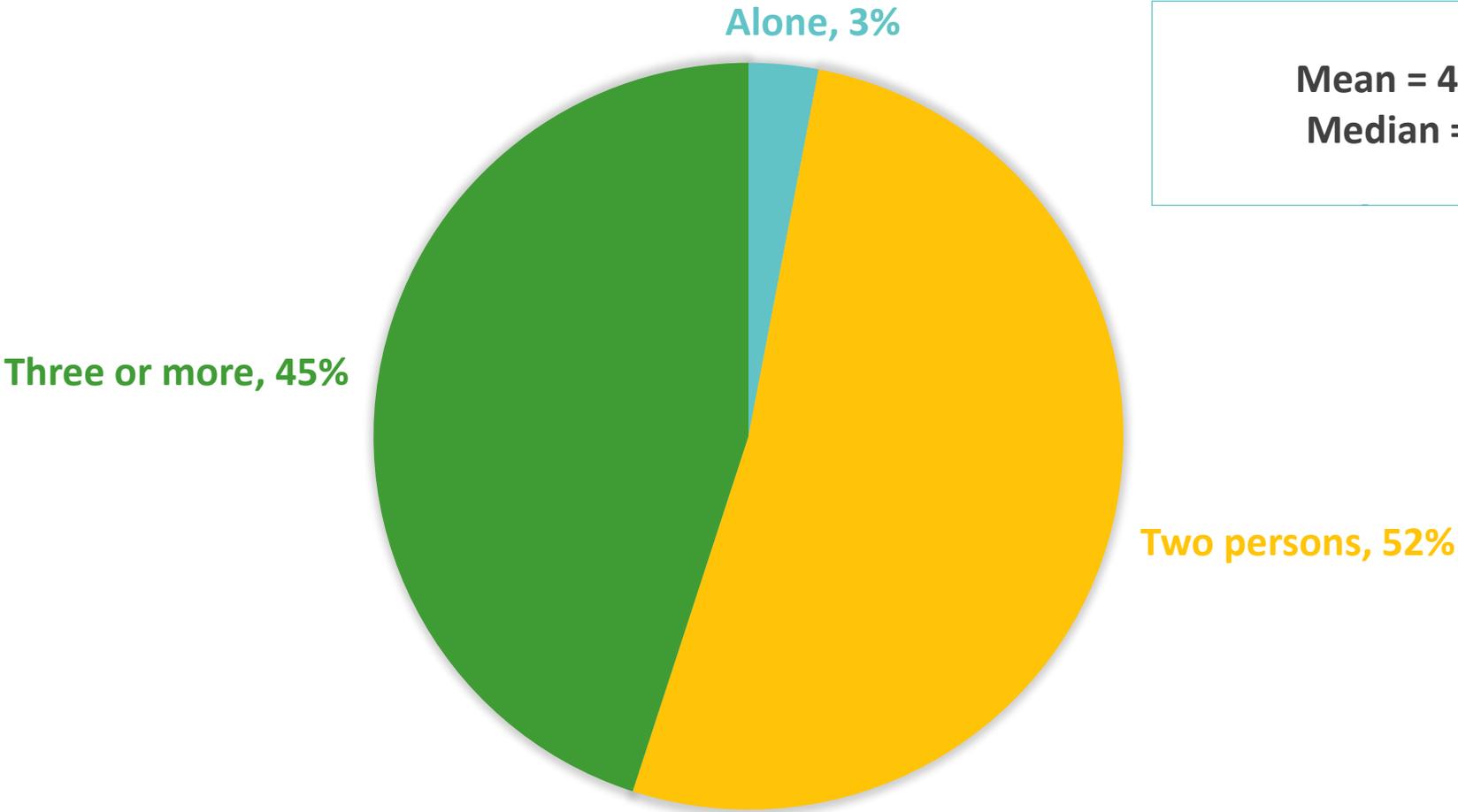
	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19
Friend/ Assoc	38%	48%	34%	42%	39%
Spouse	37%	27%	36%	33%	34%
Girlfriend/ Boyfriend	7%	7%	10%	10%	7%
Child <18	19%	17%	20%	22%	17%
Other adult family	15%	14%	14%	10%	17%
Officemate	7%	6%	11%	5%	8%
Child- adult	2%	2%	2%	2%	2%
Alone	2%	2%	2%	1%	2%



TRAVEL PARTY – CHILD UNDER 18

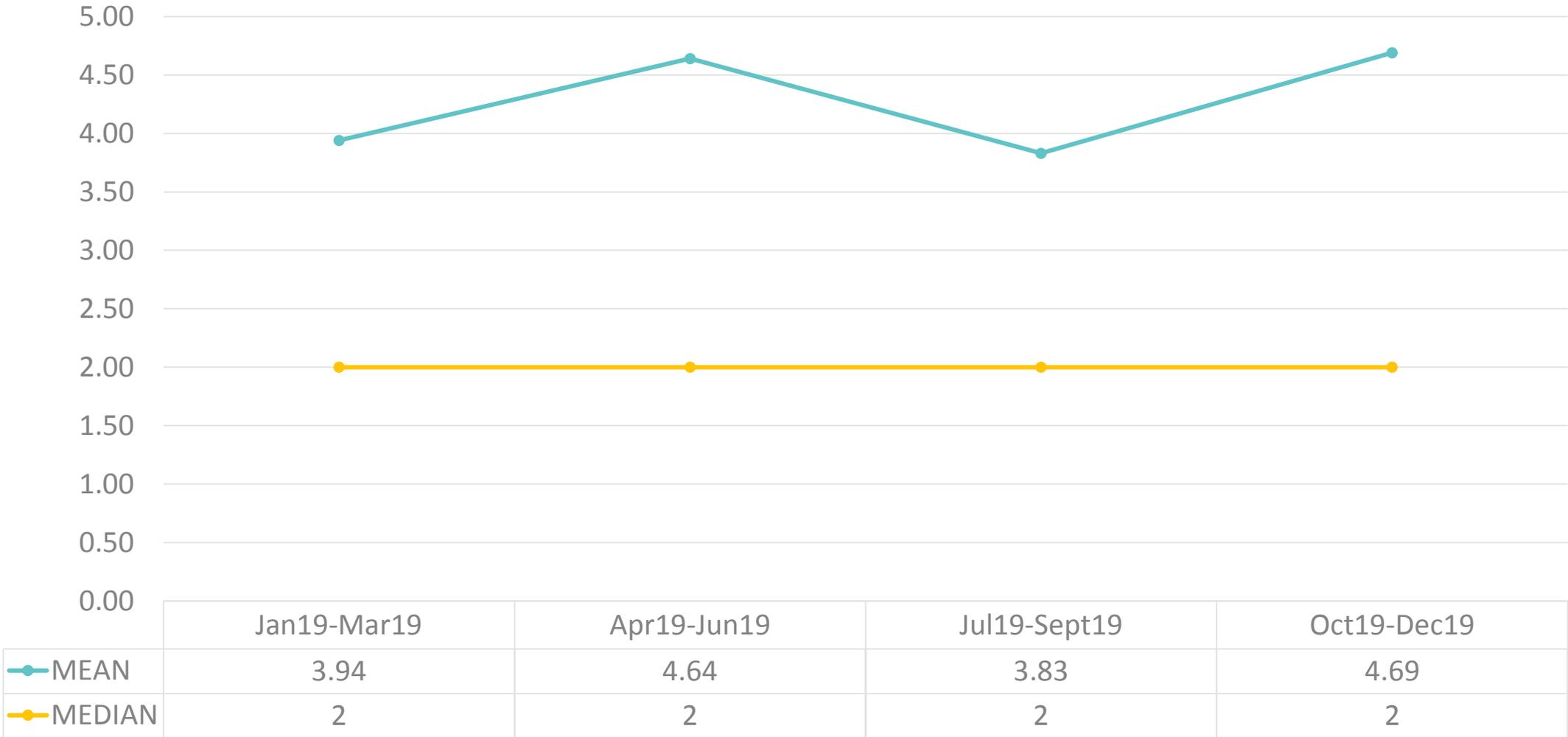


TRAVEL PARTY SIZE



Mean = 4.69
Median = 2

TRAVEL PARTY SIZE – TRACKING



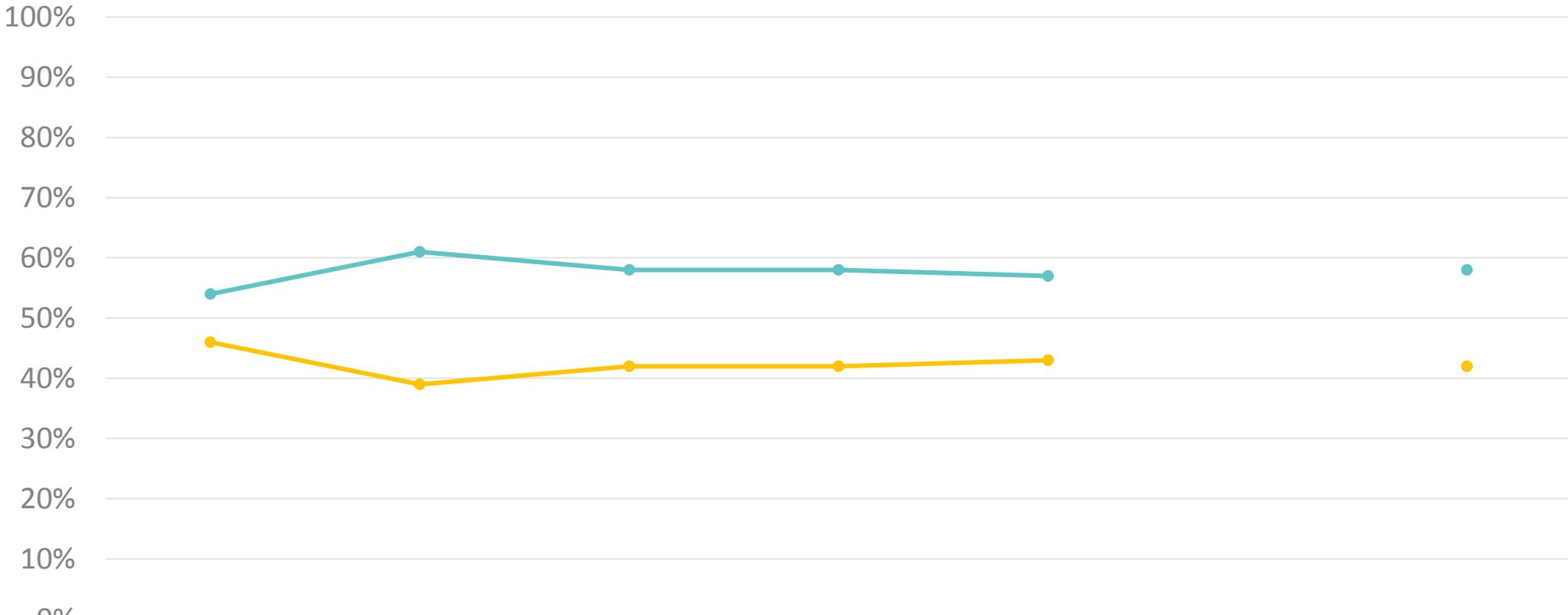
TRIPS TO GUAM



Mean = 2.19
Median = 1



TRIPS TO GUAM – TRACKING



	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	YTD
First	54%	61%	58%	58%	57%	58%
Repeat	46%	39%	42%	42%	43%	42%



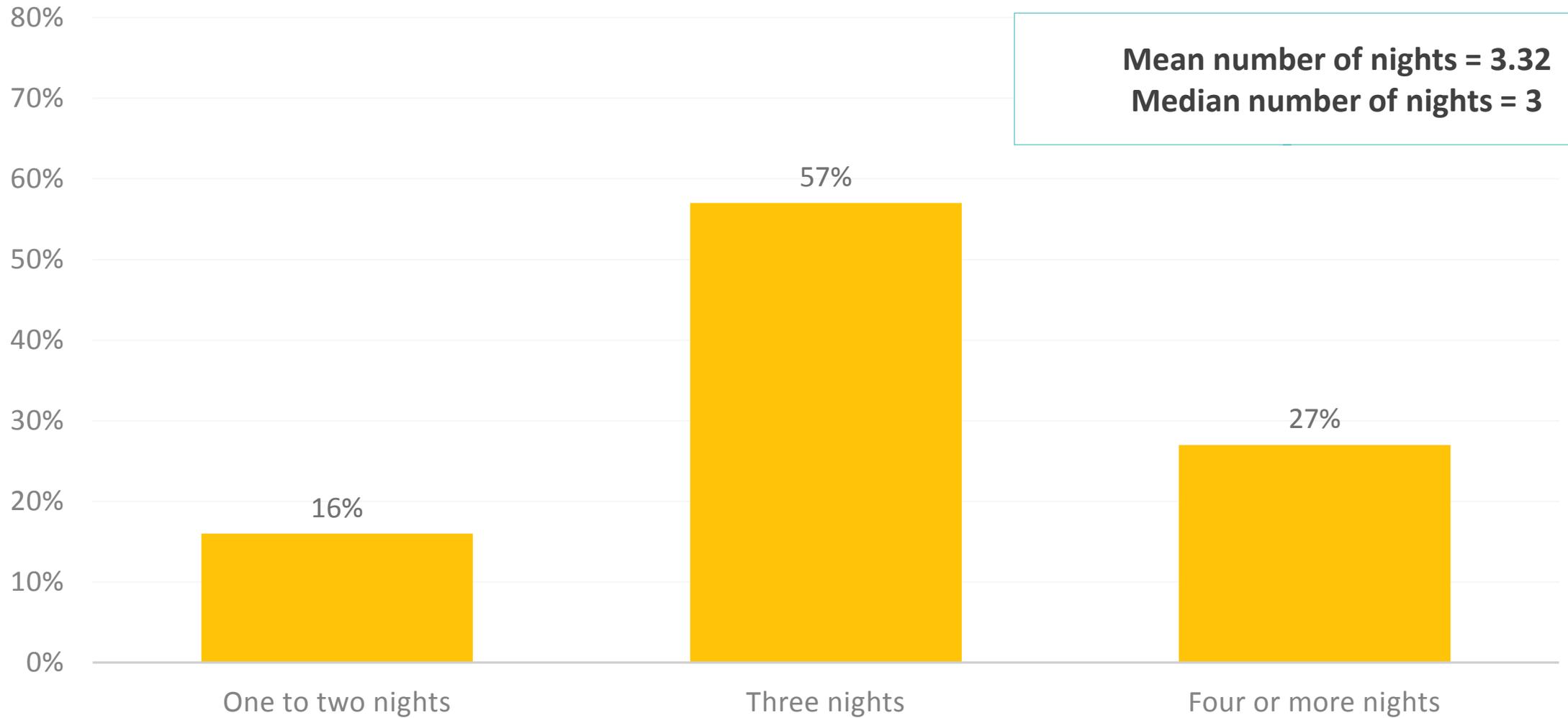
TRIPS TO GUAM – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
Q9 Including this trip, how many times have you been to Guam?

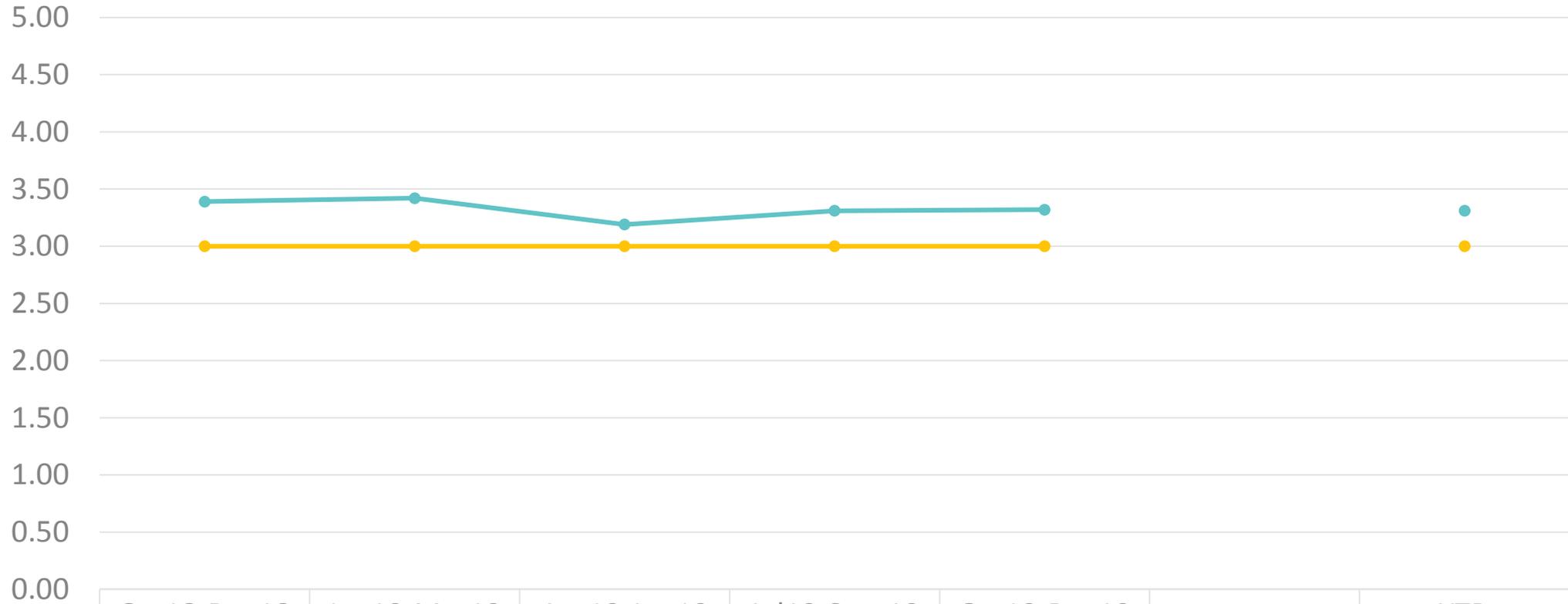
		TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
		-	-	-	-	-	-	-	-
Q9	1st time	57%	52%	54%	55%	50%	33%	72%	
	Repeat	43%	48%	46%	45%	50%	67%	28%	100%
	Total	1058	506	237	215	14	21	105	451
Q9	Mean	2.19	2.56	2.17	2.01	1.93	6.19	1.44	3.80
	Median	1	1	1	1	2	4	1	3

Prepared by Anthology Research

LENGTH OF STAY



LENGTH OF STAY – TRACKING



	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19		YTD
MEAN	3.39	3.42	3.19	3.31	3.32		3.31
MEDIAN	3	3	3	3	3		3

LENGTH OF STAY – SEGMENTATION

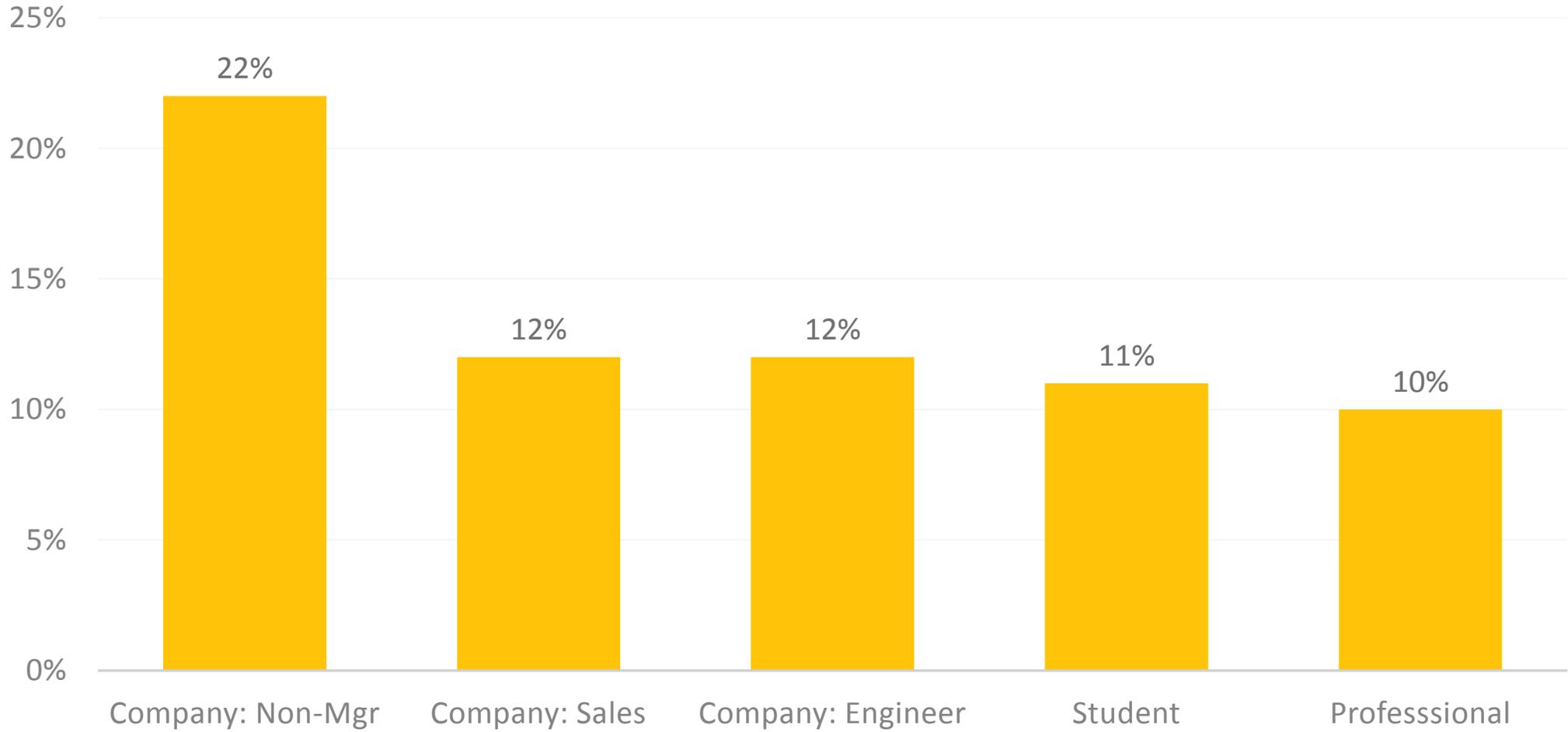
GVB VISITOR SATISFACTION STUDY
SA How many nights did you stay on Guam?

		TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
		-	-	-	-	-	-	-	-
SA	1-2 nights	16%	10%	16%	22%	57%	19%	10%	15%
	3 nights	57%	53%	62%	53%	29%	38%	47%	60%
	4+	27%	37%	22%	25%	14%	43%	44%	25%
	Total	1058	506	237	215	14	21	105	451
SA	Mean	3.32	3.46	3.19	3.35	2.57	3.57	3.58	3.40
	Median	3	3	3	3	2	3	3	3

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OCCUPATION – Top Responses (10%+)



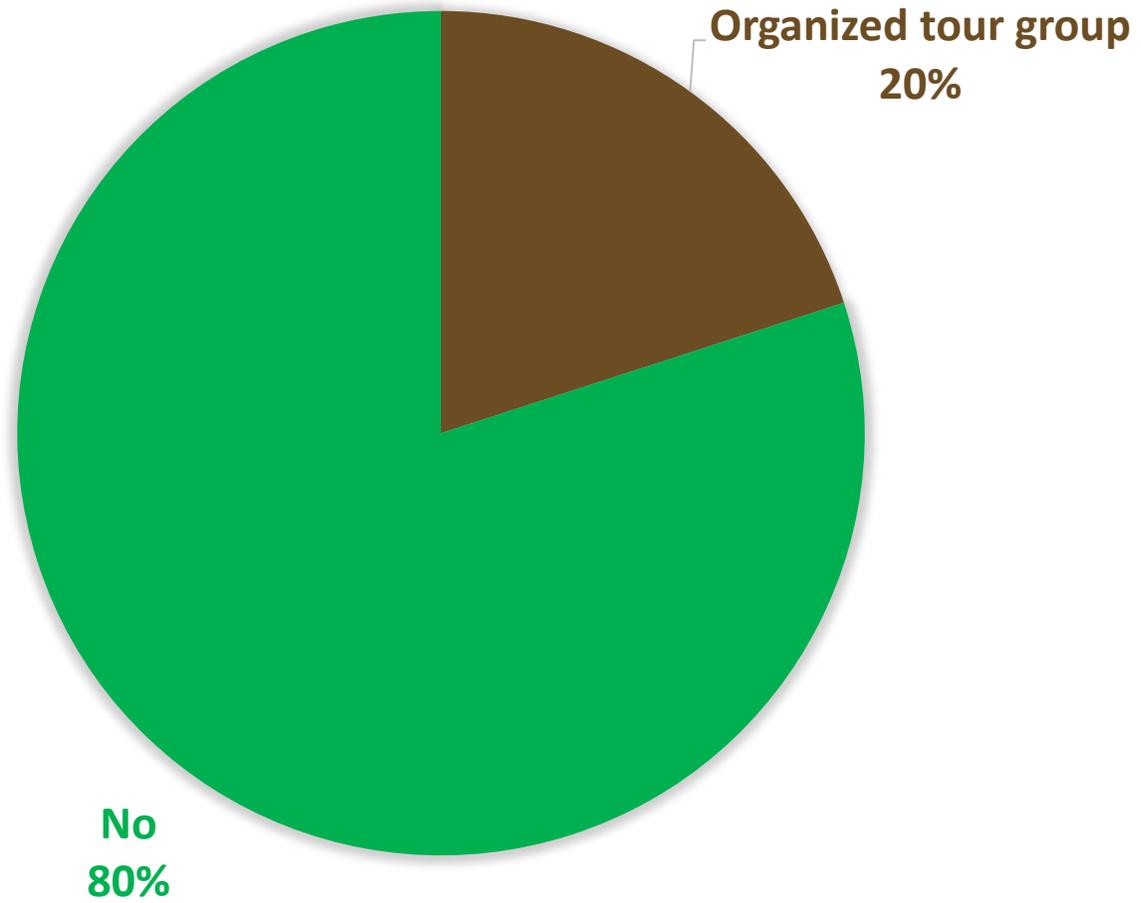


SECTION 2

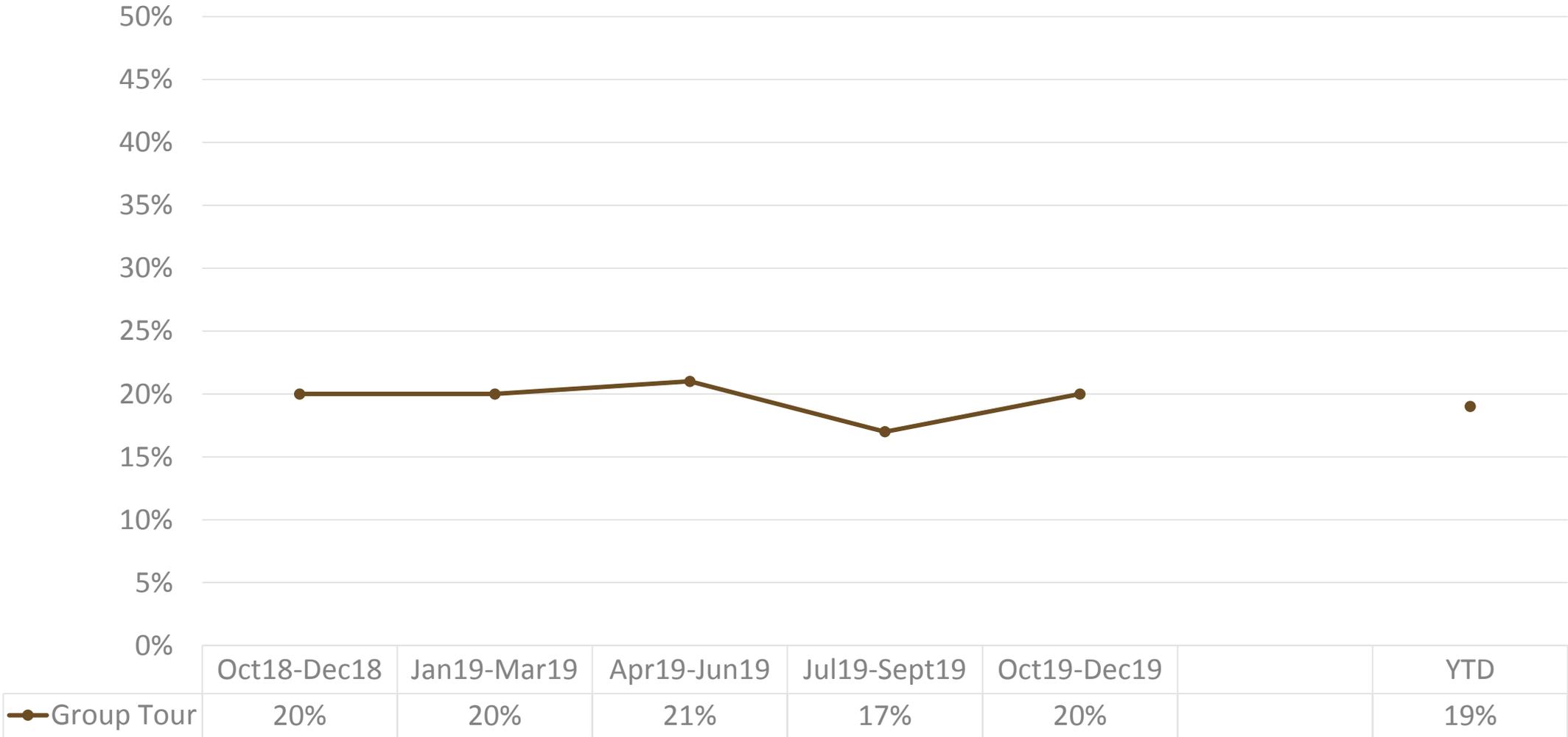
TRAVEL PLANNING



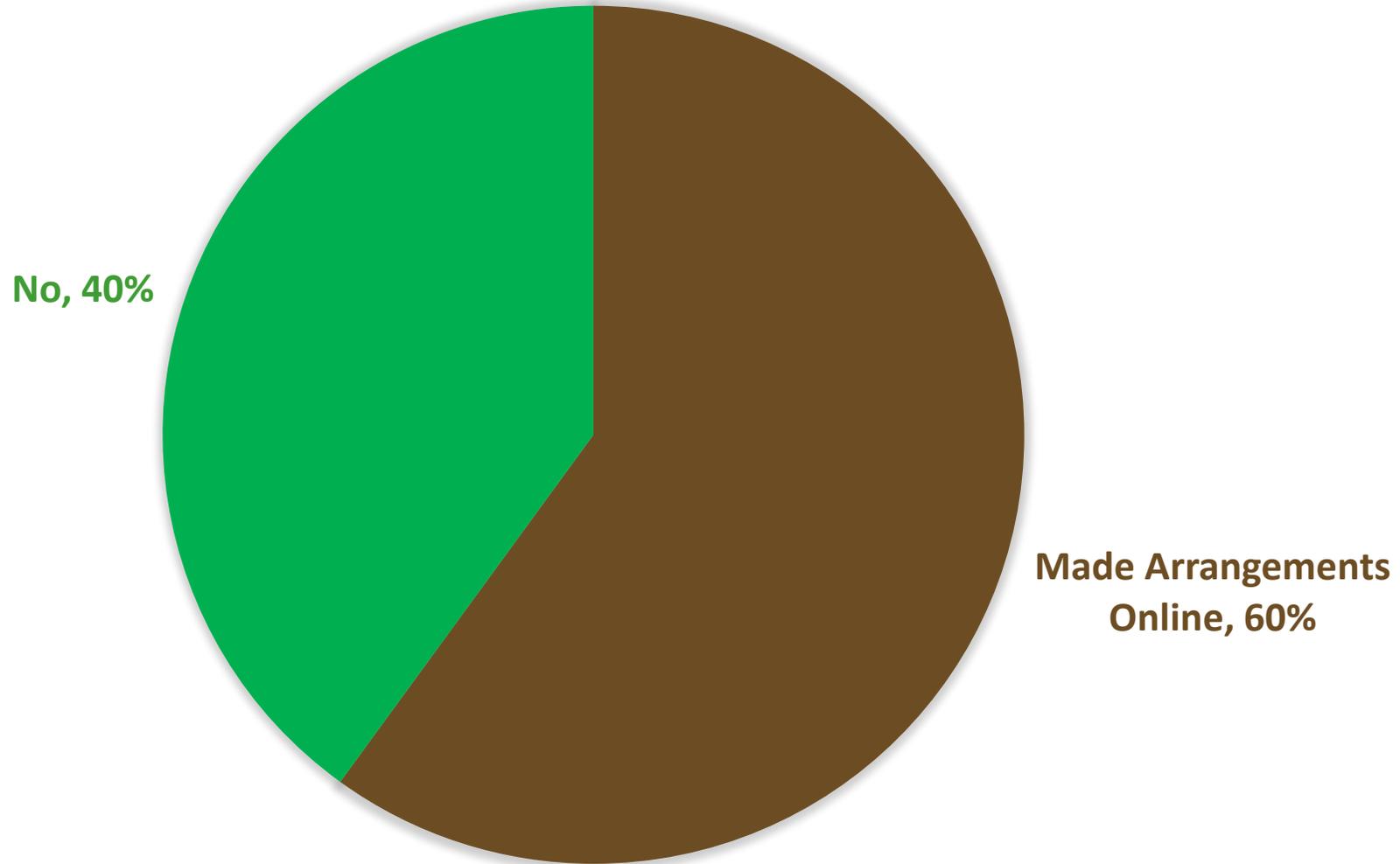
ORGANIZED TOUR GROUP



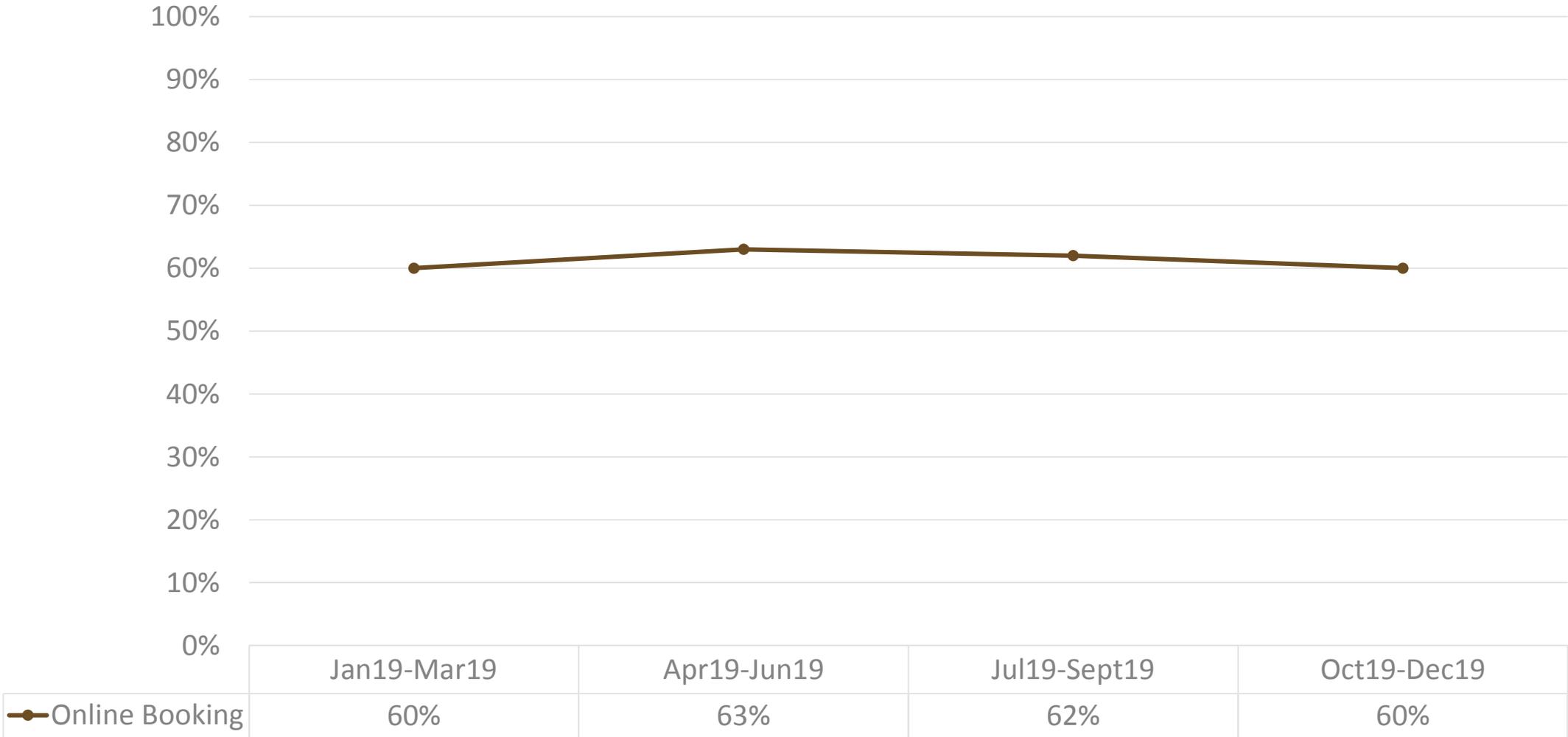
ORGANIZED TOUR GROUP – TRACKING



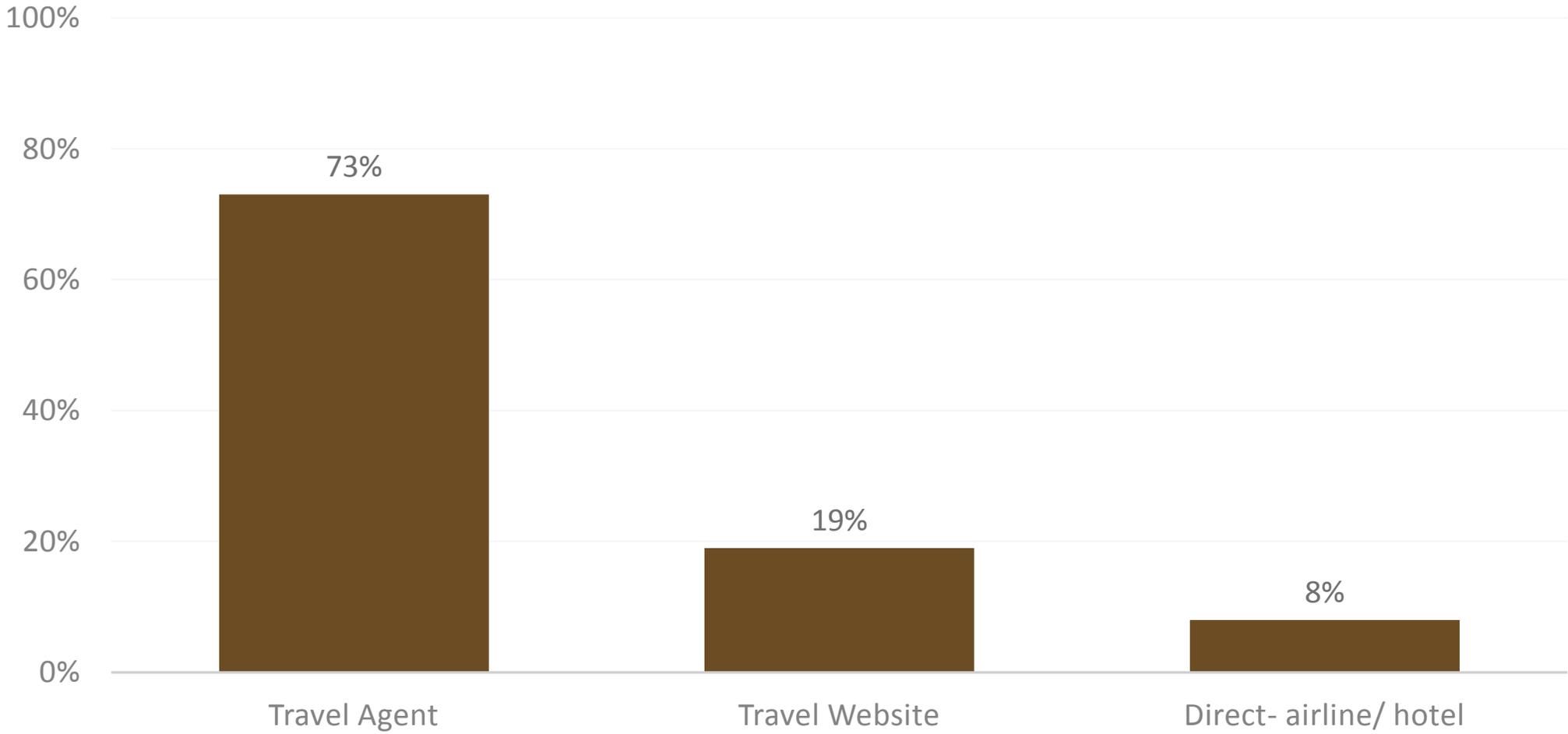
ONLINE BOOKING



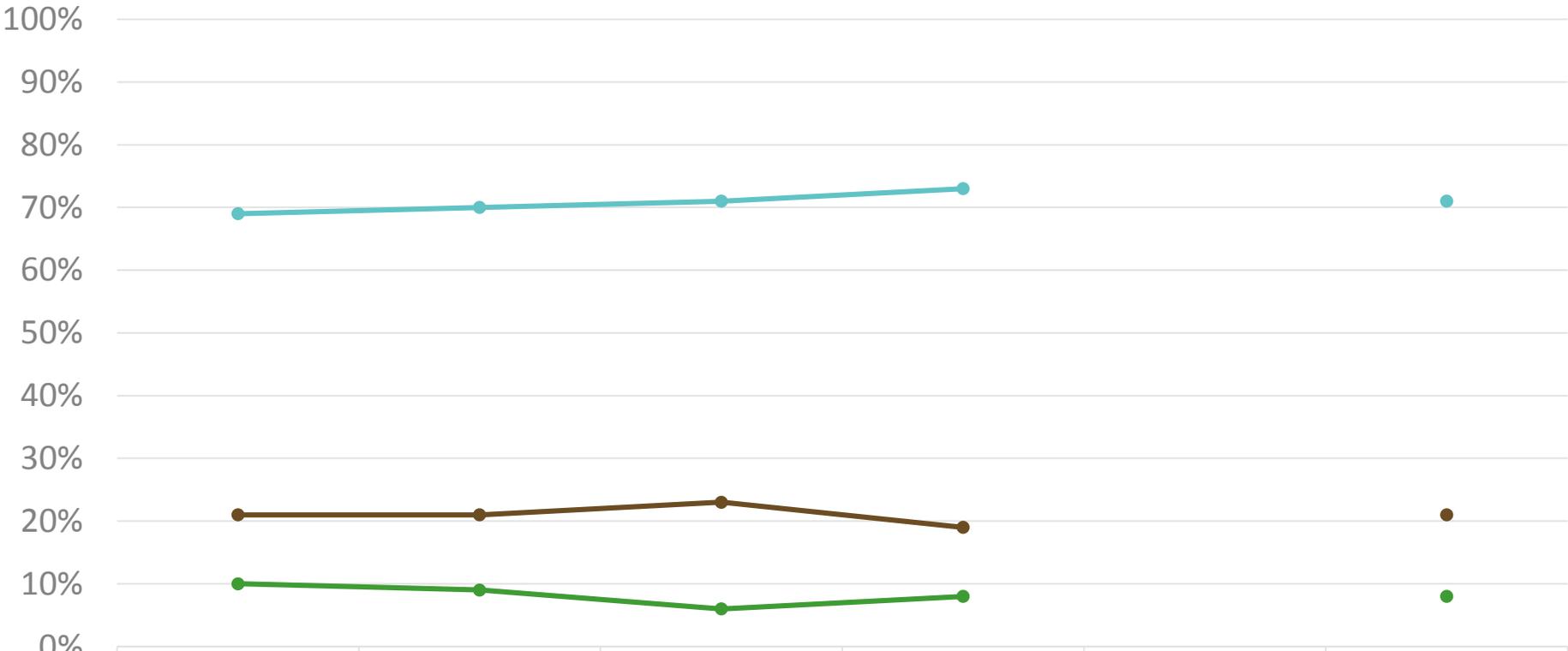
ONLINE BOOKING – TRACKING



TRAVEL ARRANGEMENTS



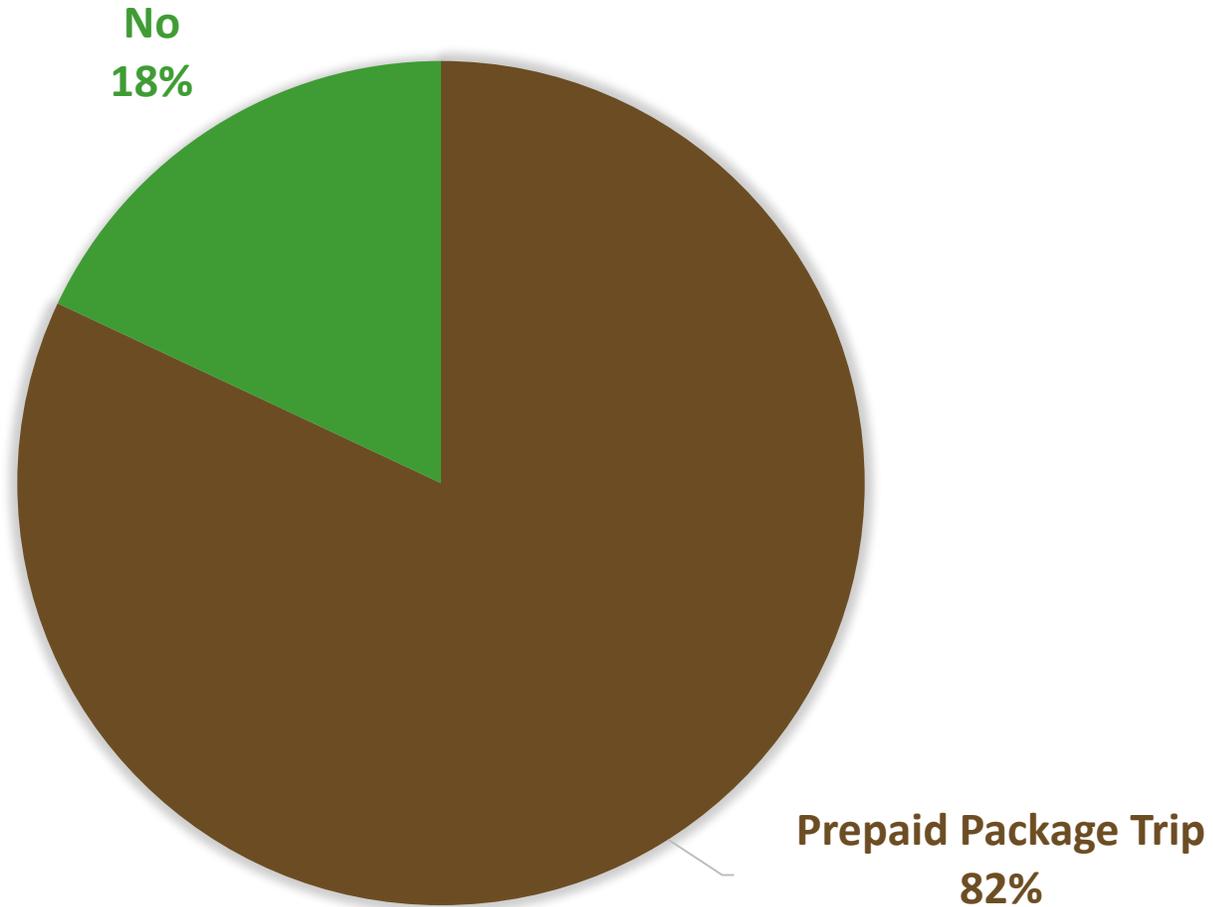
TRAVEL ARRANGEMENTS – TRACKING



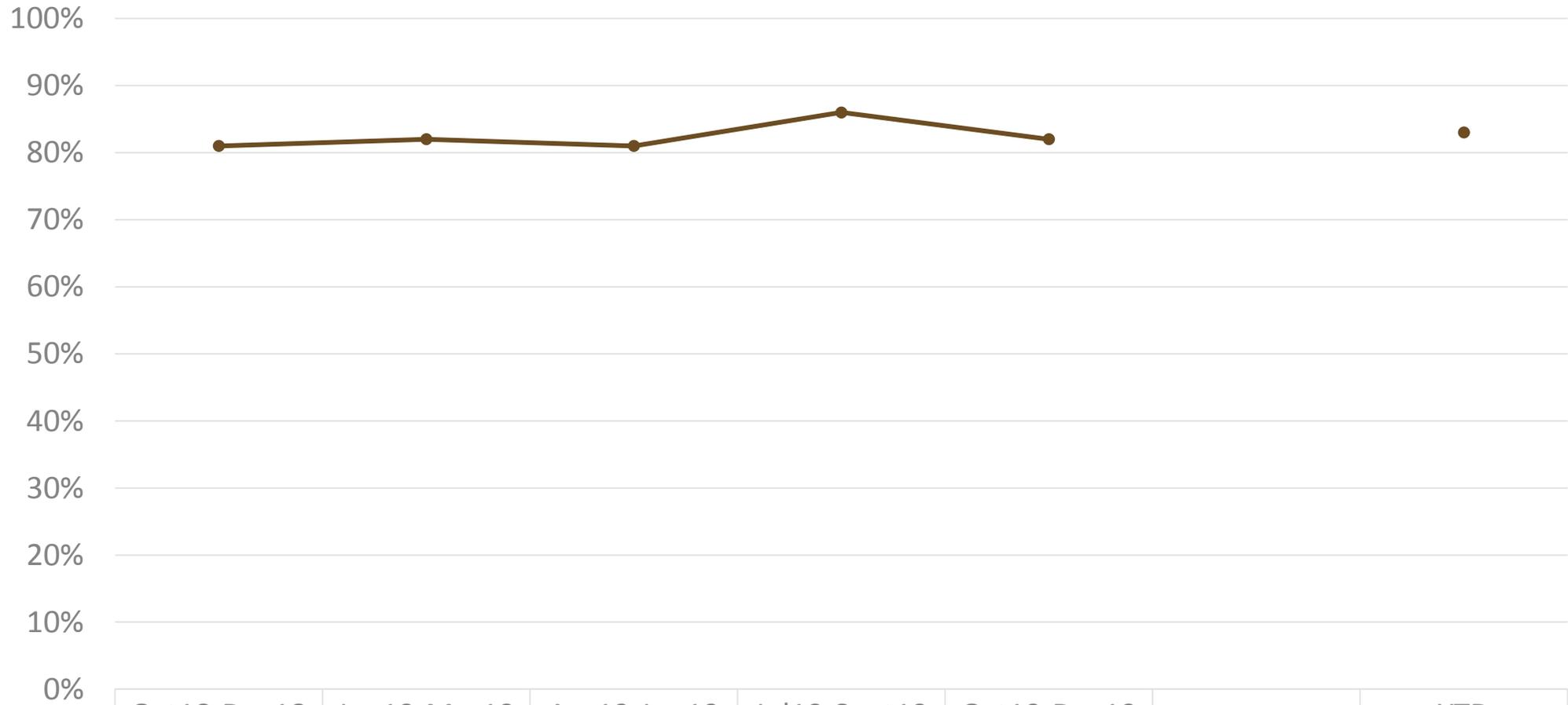
	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	YTD
Travel Agent	69%	70%	71%	73%	71%
Travel Website	21%	21%	23%	19%	21%
Direct- Airline/ Hotel	10%	9%	6%	8%	8%



PREPAID PACKAGE TRIP



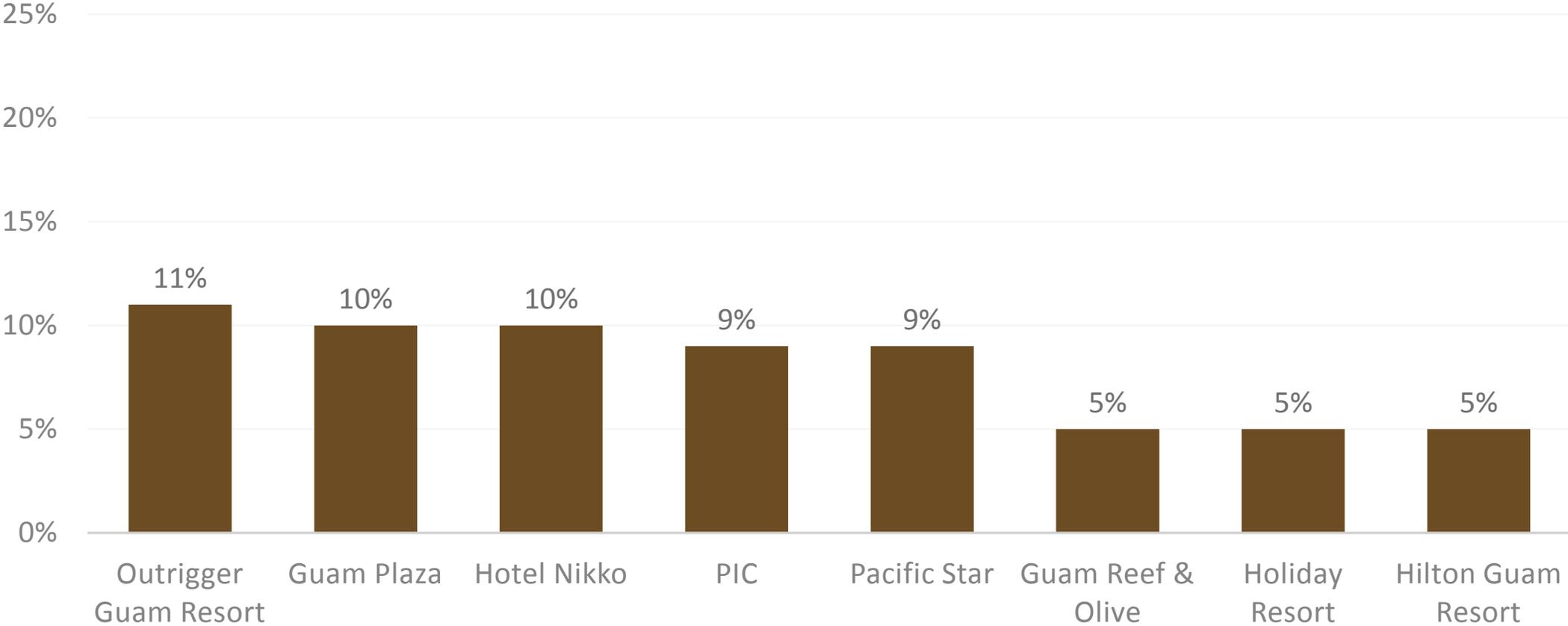
PREPAID PACKAGE TRIP



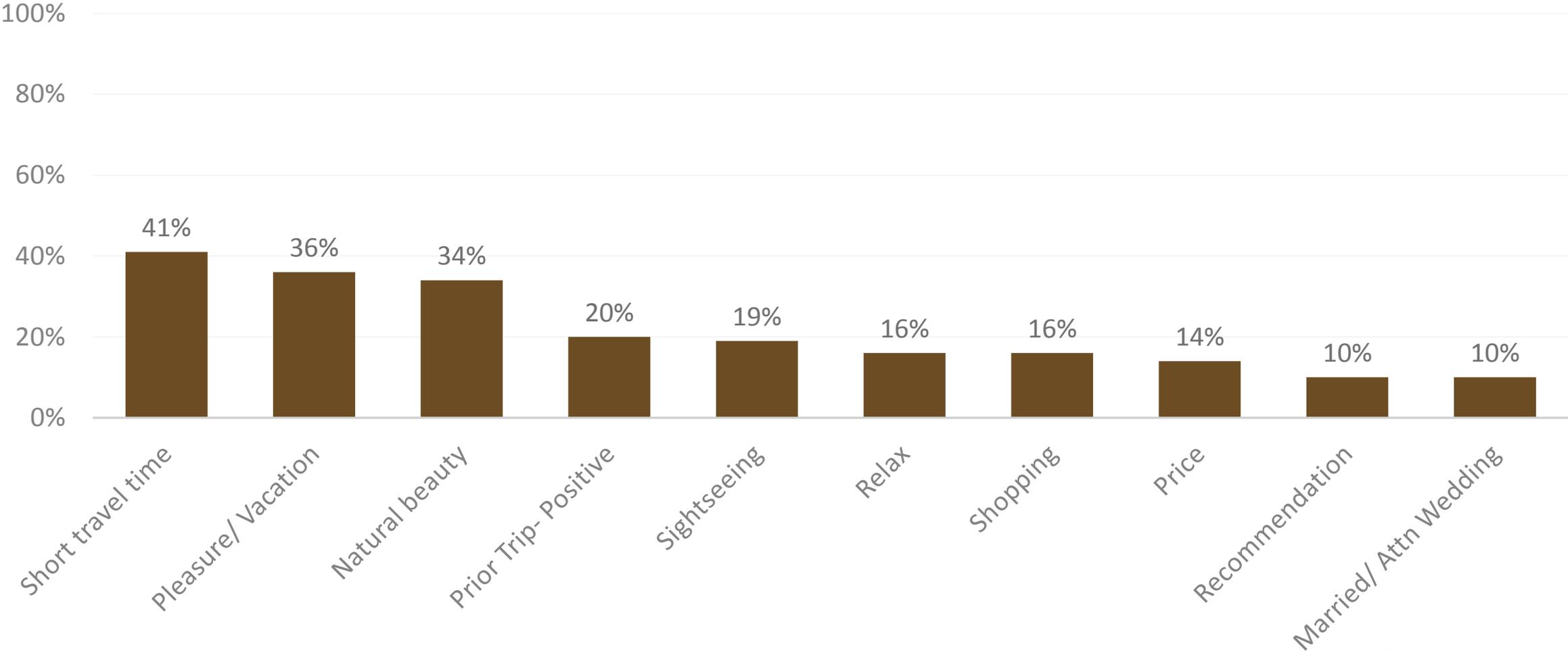
—●— Prepaid Pkg	81%	82%	81%	86%	82%		YTD
							83%



ACCOMMODATIONS (5%+)



TRAVEL MOTIVATIONS (10%+)



TRAVEL MOTIVATIONS – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
Q8 What top three reasons motivated you to travel to Guam on this trip?

	TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
Q8 Short travel time (not too far from home)	41%	49%	50%	25%	7%	38%	14%	45%
Vacation	36%	34%	33%	26%	21%	29%	20%	36%
Beautiful seas, beaches, tropical climate	34%	35%	30%	23%	21%	19%	16%	33%
A previous visit	20%	27%	22%	14%	14%	43%	7%	46%
Sightseeing/ visiting tourist spots	19%	14%	14%	15%	7%	14%	17%	12%
Shopping	16%	13%	17%	8%	14%	14%	12%	16%
Just to relax	16%	14%	14%	9%		24%	3%	16%
Price of the tour package	14%	14%	14%	15%		10%	5%	15%
Recommendation of friend/ relative/ travel agency	10%	7%	9%	13%		5%	2%	6%
To Get Married/ attend Wedding	10%	15%	11%	13%		14%	100%	6%
Water sports (snorkeling, windsurfing, parasailing)	9%	8%	10%	6%		14%	2%	6%
Honeymoon	7%	14%	7%	6%			22%	2%
Company/ business trip	5%	2%	7%	24%	21%			7%
It is a safe place to spend a vacation	4%	6%	4%	4%		10%	2%	5%
To visit friends or relatives	3%	2%	2%	3%		5%	3%	2%
Scuba diving	3%	2%	3%	3%				2%
School trip	2%			7%				0%
To golf	2%	2%	2%	2%		5%	1%	2%
Shop Guam e-Festival	1%	0%	1%	1%			1%	1%
Travel shows/ agents	1%	1%	1%	2%		5%	1%	1%
Incentive trip	1%	0%	2%	3%	64%			1%
Organized sporting activity/ event	1%	1%		1%		5%		1%
Adventure	1%	1%		0%		5%	2%	1%
Government or military	1%	0%	0%					0%
Convention/ conference/ trade show/ meeting	0%			1%	36%			0%
Career certification/ testing	0%	0%		1%				0%
Social Media networks	0%	0%	0%					0%
Magazines/ newspapers/ publications	0%		0%	1%				0%
Total	1058	506	237	215	14	21	105	451

Prepared by Anthology Research





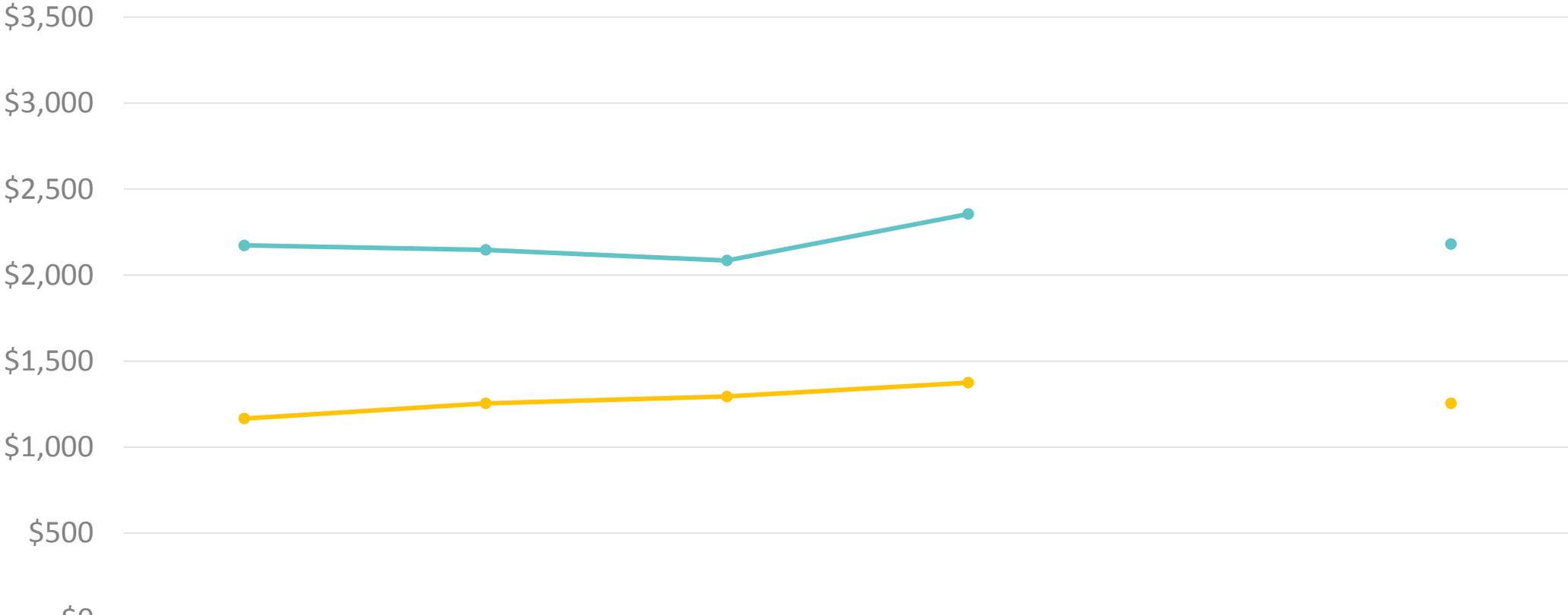
SECTION 3
EXPENDITURES



PREPAID PACKAGE EXPENDITURES

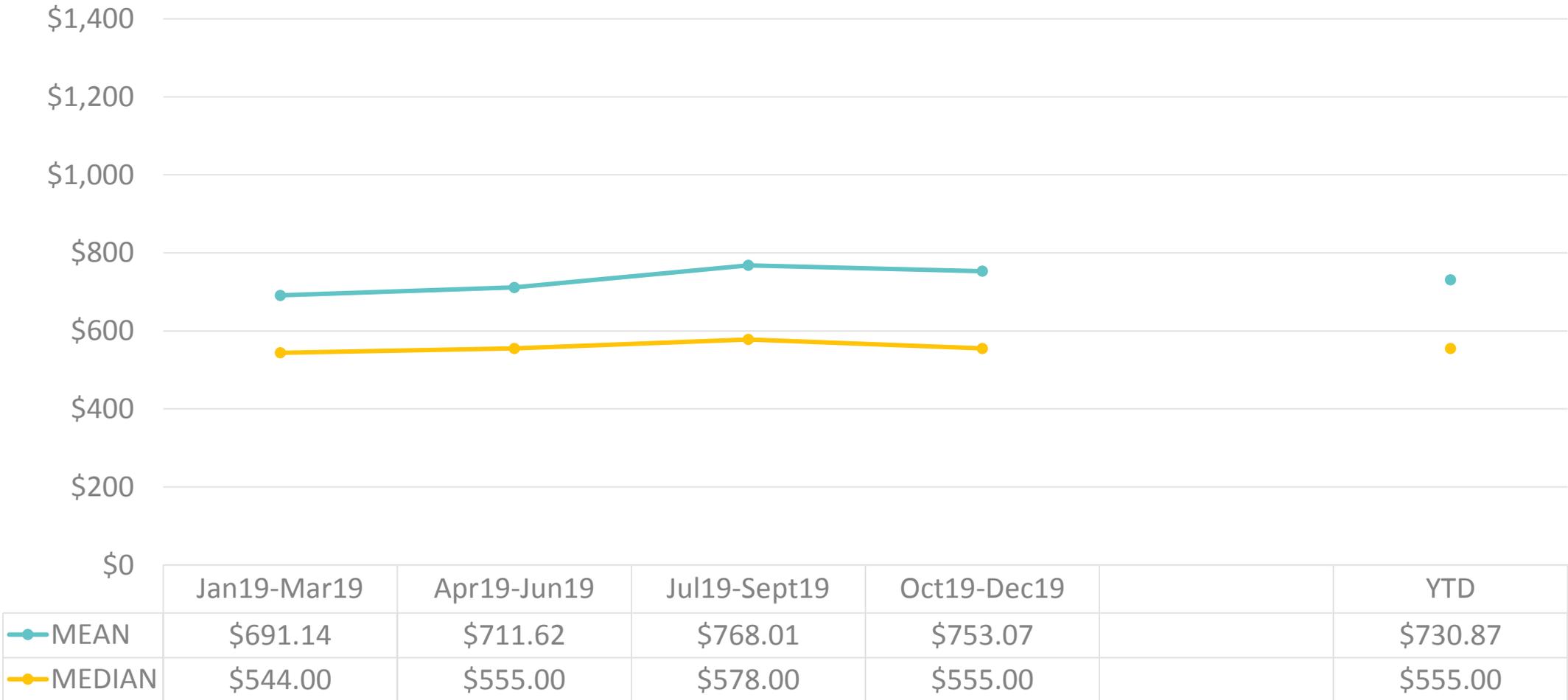
- \$2,355.46 = overall mean average prepaid package expense (for entire travel party) by respondent
- \$753.07 = overall mean average **per person** prepaid package expenditures

PREPAID PACKAGE – TRAVEL PARTY EXPENSE TRACKING



	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19		YTD
MEAN	\$2,172.48	\$2,146.42	\$2,084.56	\$2,355.46		\$2,180.27
MEDIAN	\$1,166.00	\$1,254.00	\$1,294.00	\$1,375.00		\$1,254.00

PREPAID PACKAGE – PER PERSON EXPENSE TRACKING



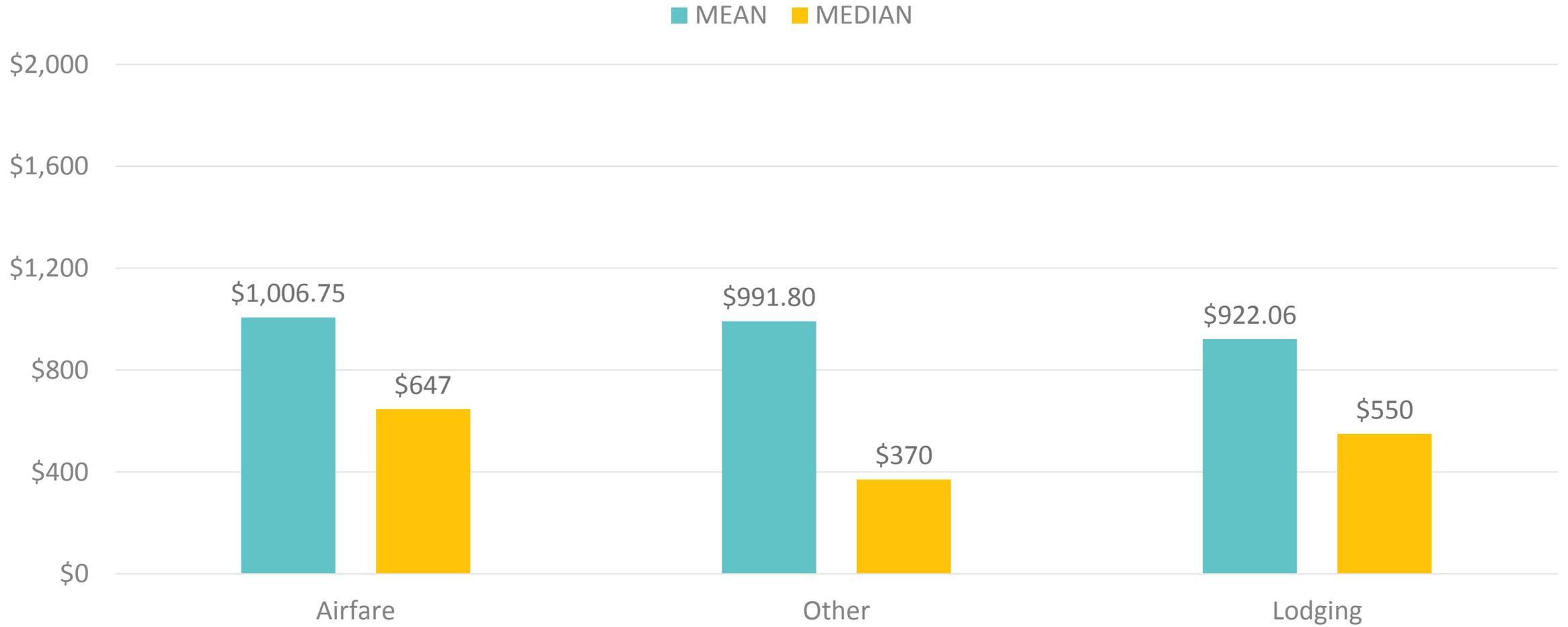
PREPAID PACKAGE – PER PERSON EXPENSE SEGMENTATION

GVB VISITOR SATISFACTION STUDY
Q20 How much did the total prepaid package trip cost for you and other members of your covered travel party? PER PERSON

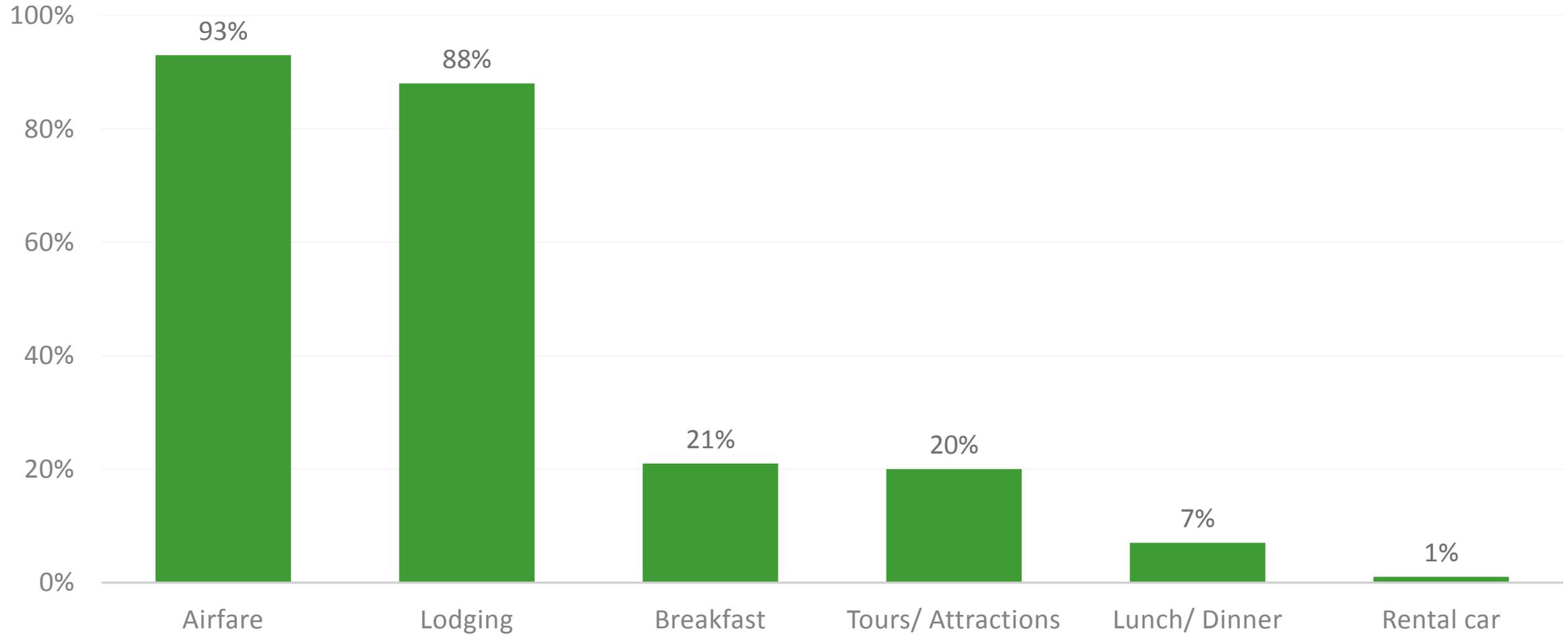
		TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
		-	-	-	-	-	-	-	-
PREPAID PKG PER PERSON	Mean	\$753.07	\$1,079.21	\$729.12	\$670.65	\$382.38	\$664.74	\$1,521.66	\$675.15
	Median	\$555	\$811	\$555	\$461	\$185	\$736	\$921	\$573

Prepared by Anthology Research

PREPAID PACKAGE – BREAKDOWN



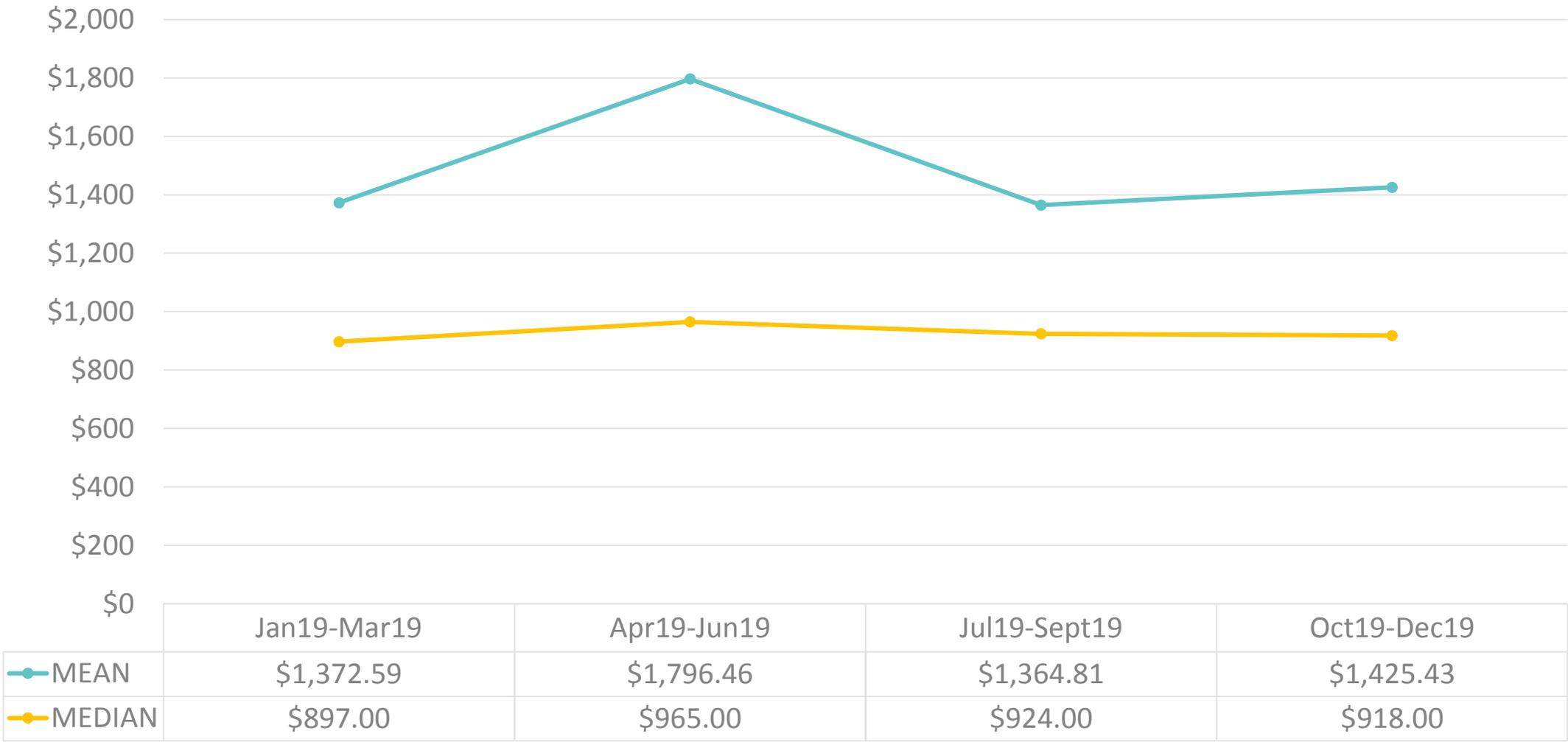
PREPAID PACKAGE – BREAKDOWN



AIRFARE – FIT TRAVELER

- \$1,425.43 = overall mean average airfare expense (for entire travel party) by respondent
- \$617.98 = overall mean average **per person** airfare expenditures

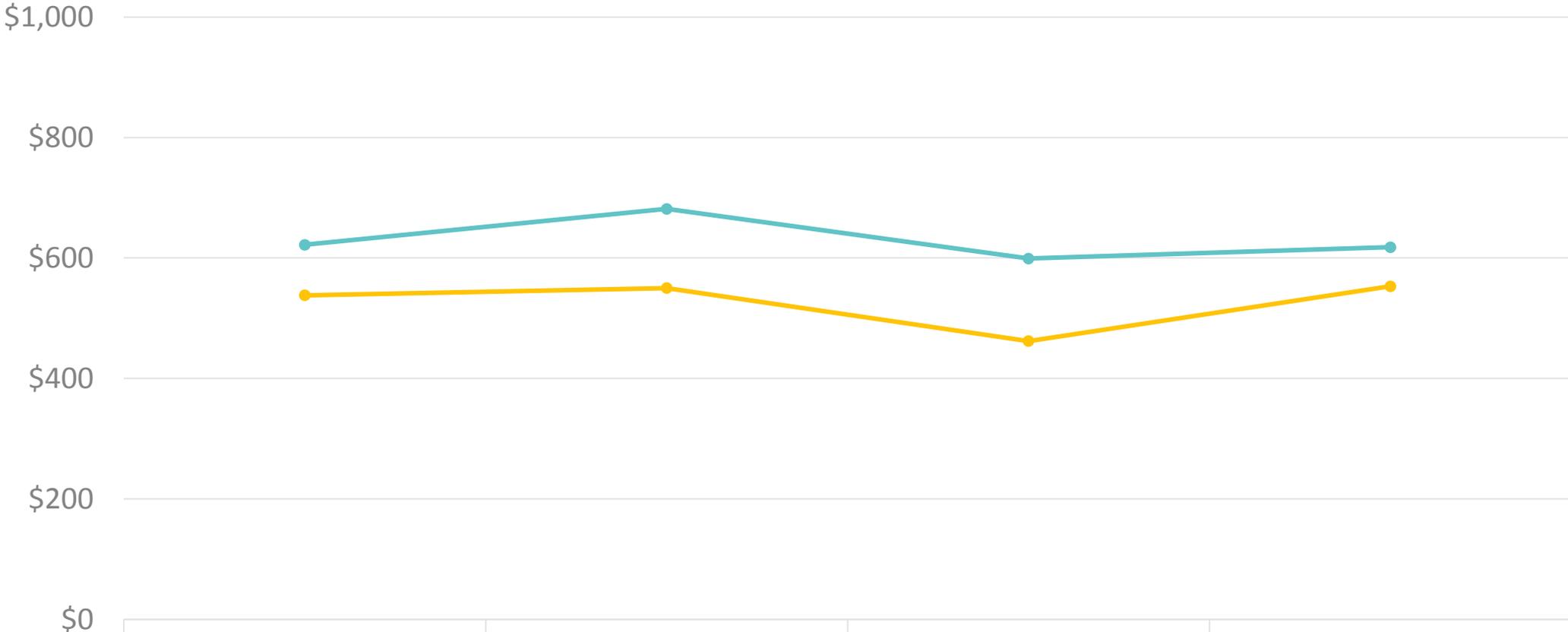
AIRFARE – FIT TRAVELER (GROUP) TRACKING



Q: How much of the total did you and your family/ travel party pay for the airline trip costs to Guam (if not included as part of a package)?



AIRFARE – FIT TRAVELER (Per Person) TRACKING



	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19
MEAN	\$621.91	\$681.61	\$599.17	\$617.98
MEDIAN	\$538.00	\$550.00	\$462.00	\$553.00

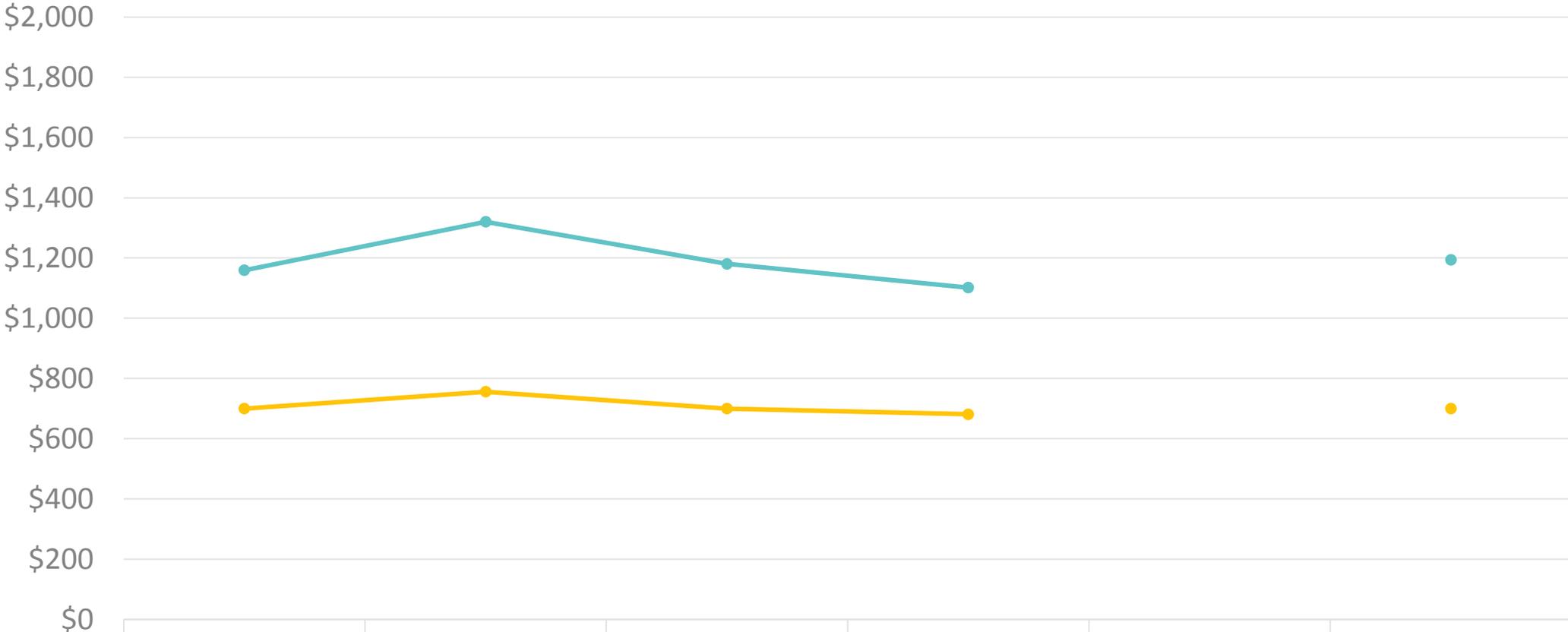
Q: How much did the total did you and your family/ travel party pay for the airline trip costs to Guam (if not included as part of a package)?



ONISLE EXPENDITURES

- \$1,101.55 = overall mean average expense (for entire travel party) by respondent
- \$623.34 = overall mean average **per person** expenditures

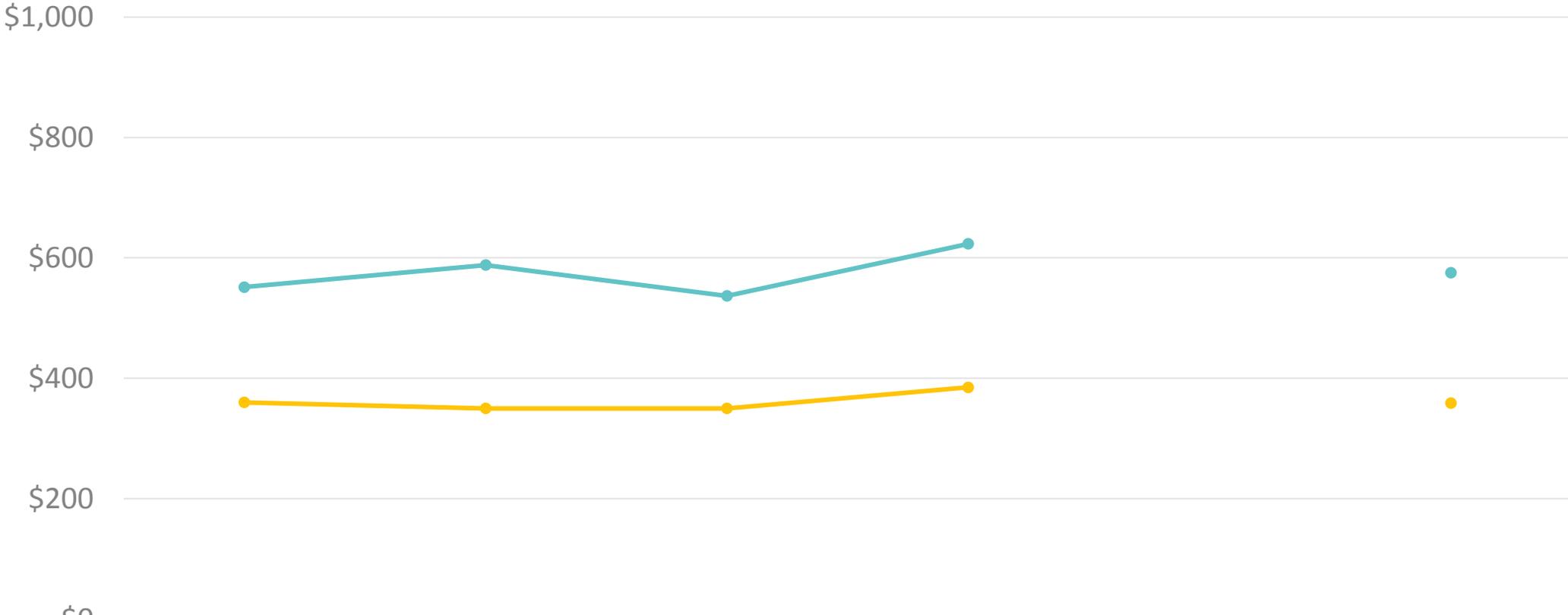
ONISLE – TRAVEL PARTY TRACKING



	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19		YTD
MEAN	\$1,159.36	\$1,320.08	\$1,180.66	\$1,101.55		\$1,193.67
MEDIAN	\$700.00	\$756.00	\$700.00	\$681.00		\$700.00



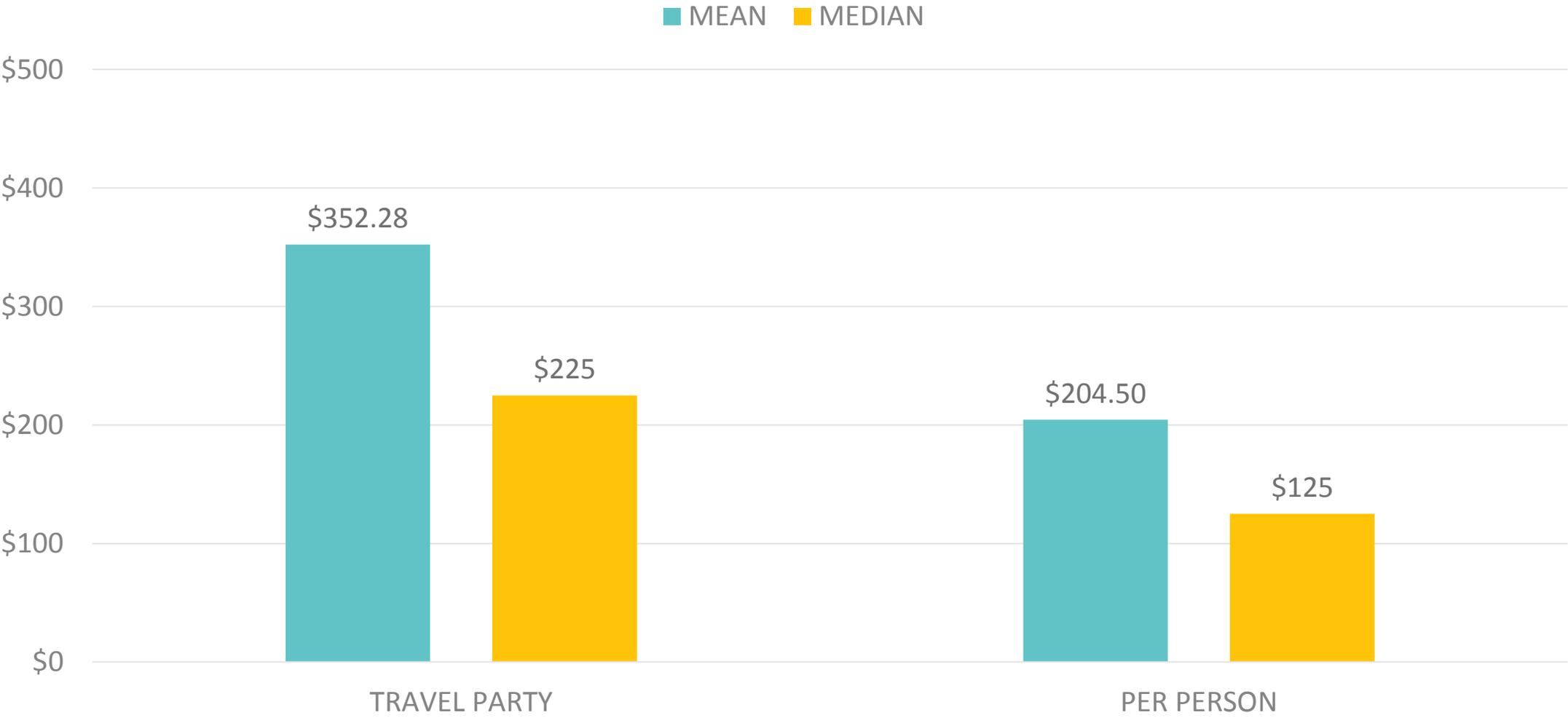
ONISLE – PER PERSON TRACKING



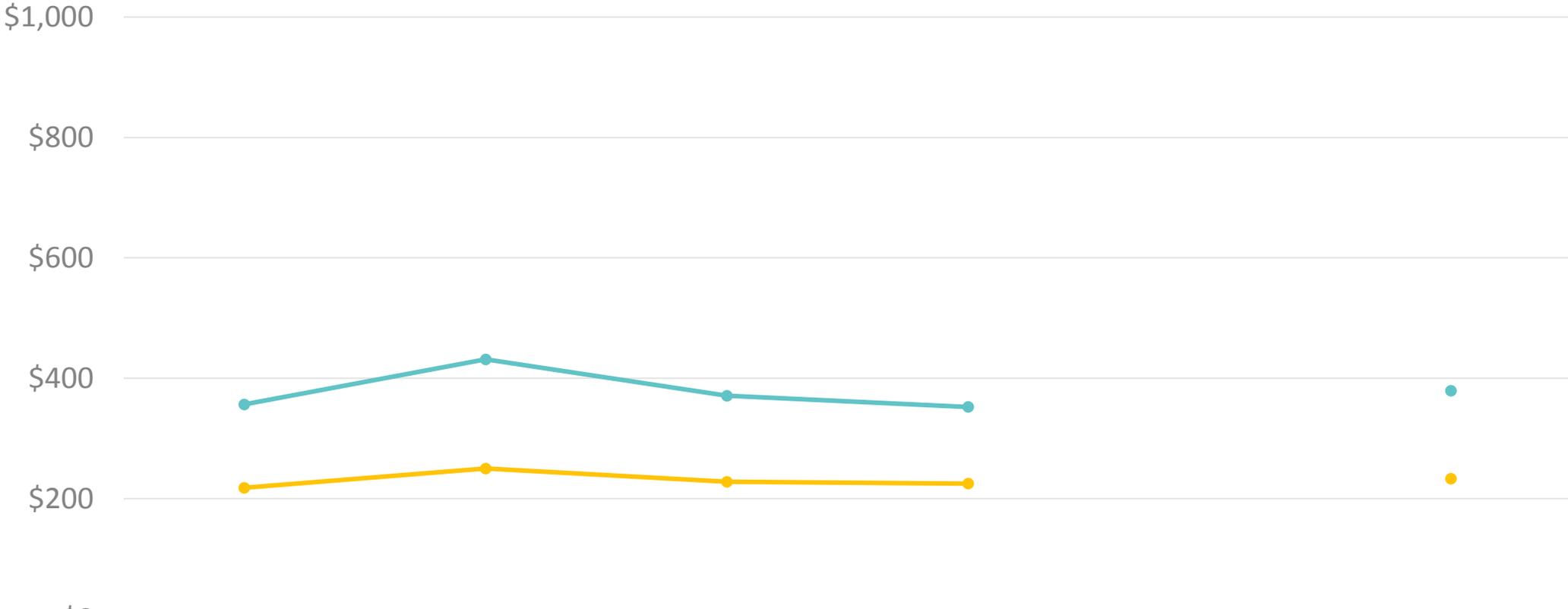
	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	YTD
MEAN	\$551.36	\$588.03	\$536.83	\$623.34	\$575.33
MEDIAN	\$360.00	\$350.00	\$350.00	\$385.00	\$359.00



ONISLE – PER DAY SPENDING



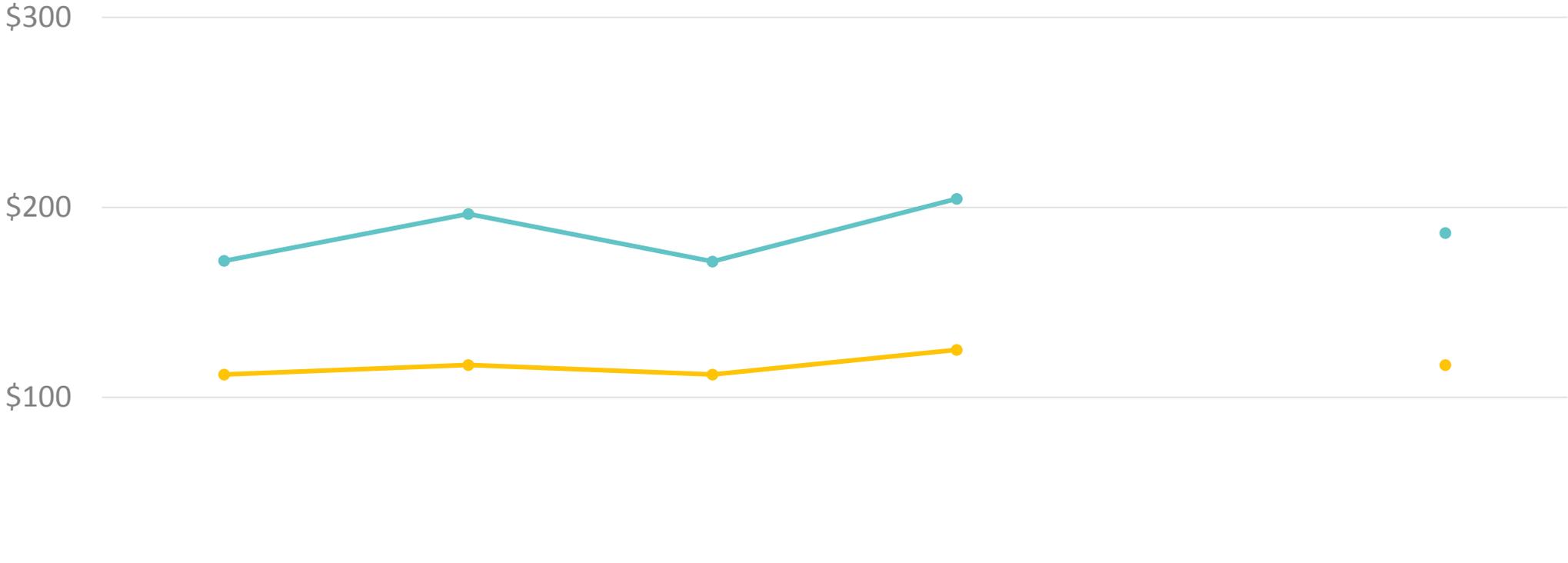
ONISLE – TRAVEL PARTY/ PER DAY TRACKING



	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	YTD
MEAN	\$356.49	\$431.44	\$370.94	\$352.28	\$379.27
MEDIAN	\$218.00	\$250.00	\$228.00	\$225.00	\$233.00



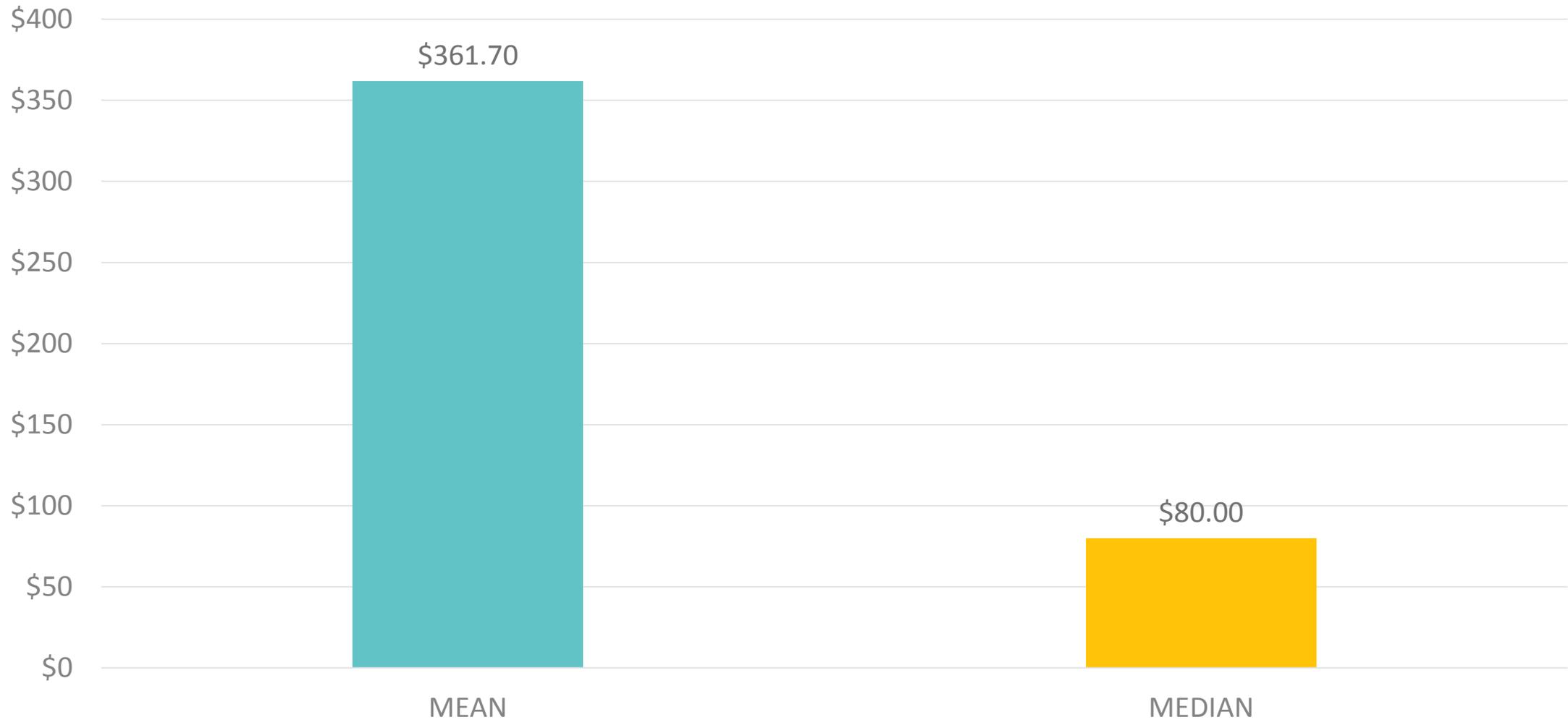
ONISLE – PER PERSON/ PER DAY TRACKING



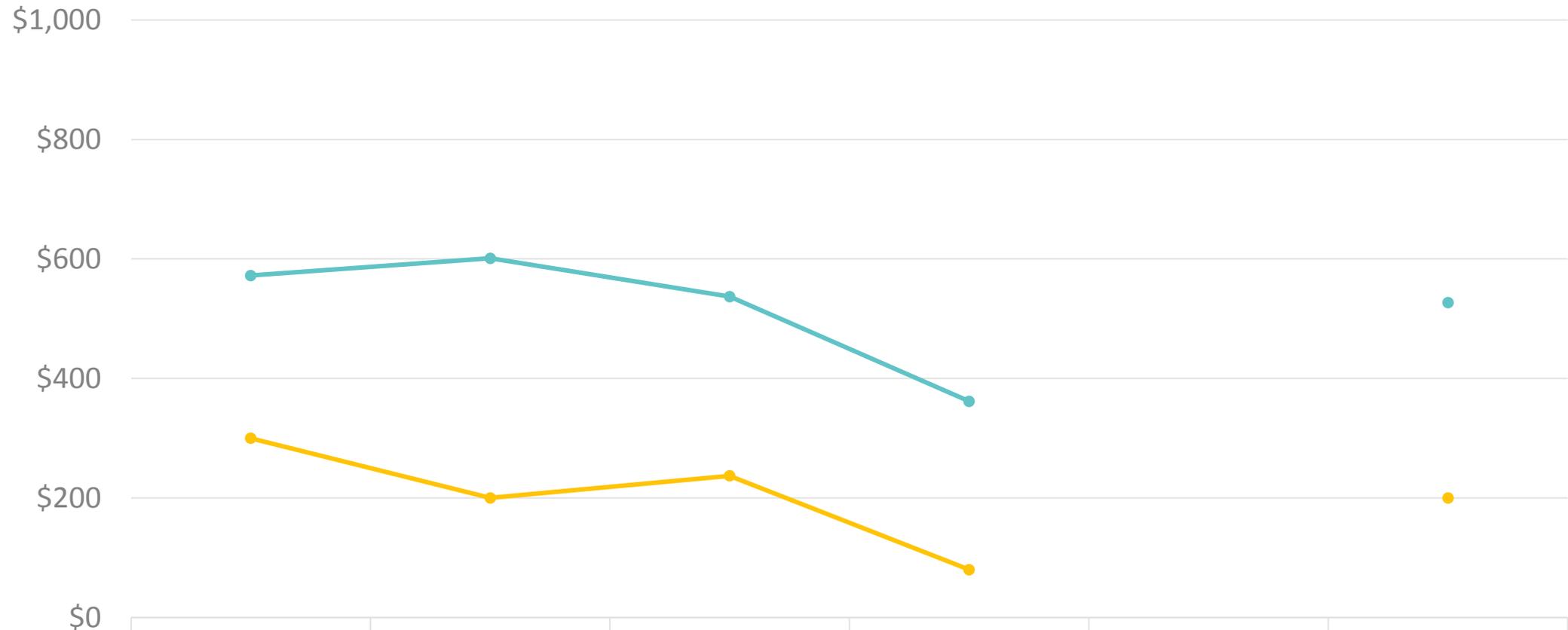
	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19		YTD
MEAN	\$171.81	\$196.51	\$171.46	\$204.50		\$186.43
MEDIAN	\$112.00	\$117.00	\$112.00	\$125.00		\$117.00



ONISLE – ACCOMMODATIONS

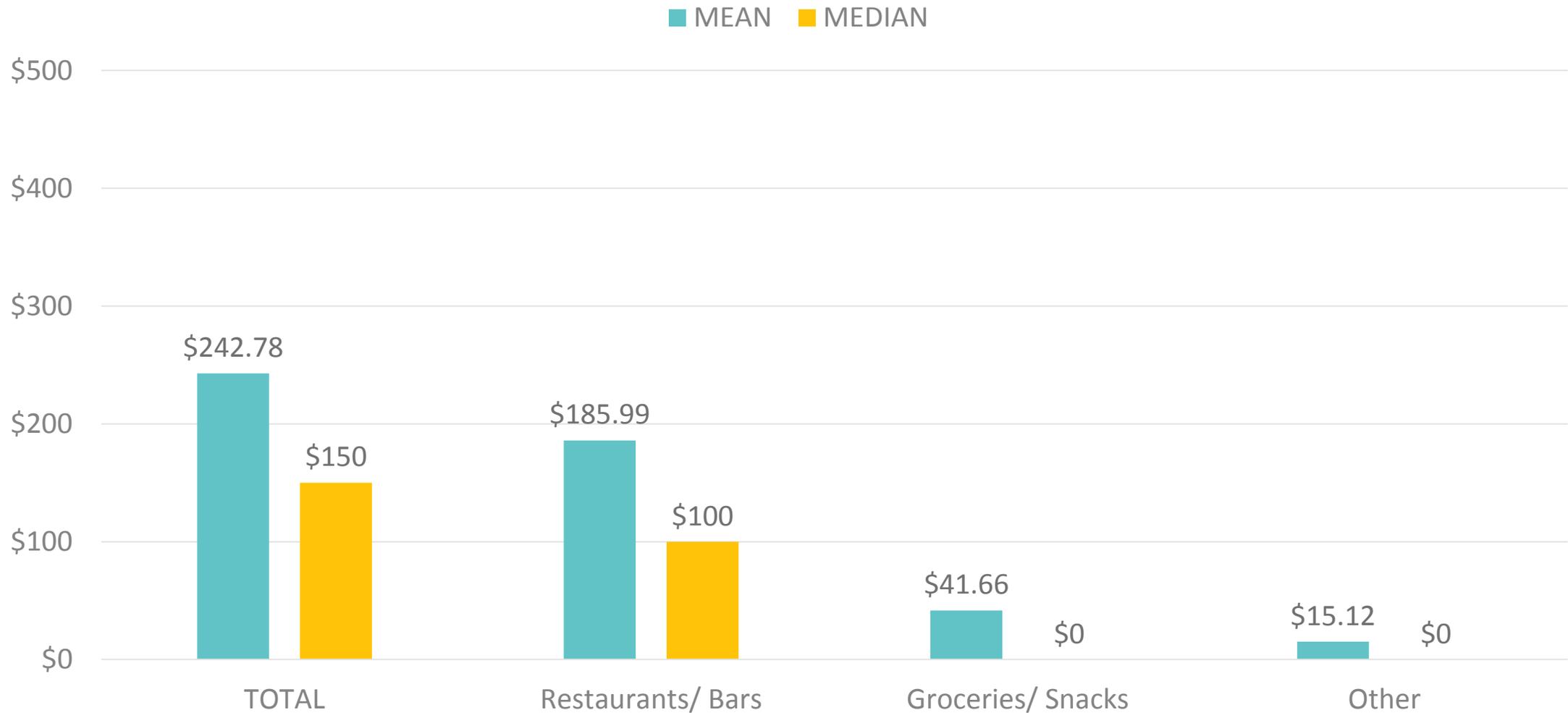


ONISLE – ACCOMMODATIONS TRACKING

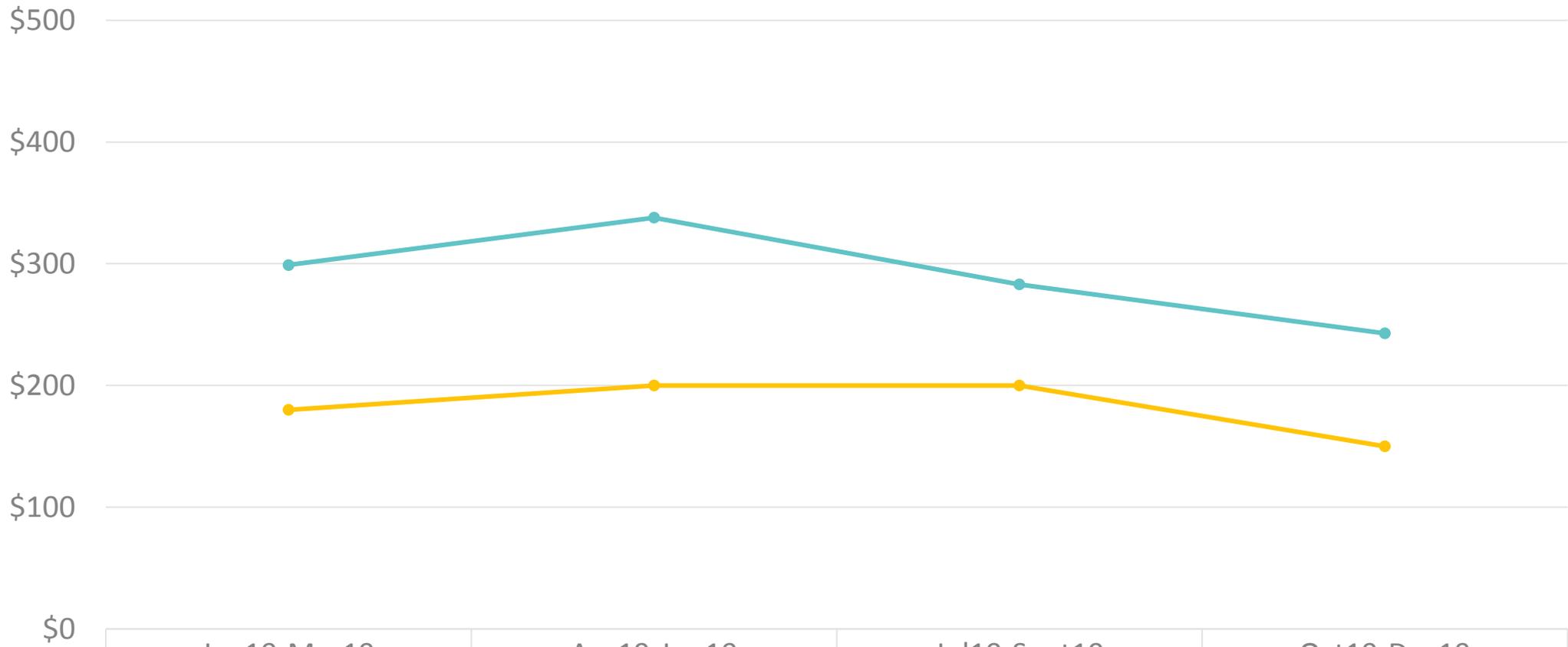


	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19		YTD
MEAN	\$572.23	\$601.01	\$537.09	\$361.70		\$526.85
MEDIAN	\$300.00	\$200.00	\$237.00	\$80.00		\$200.00

ONISLE – FOOD & BEVERAGE



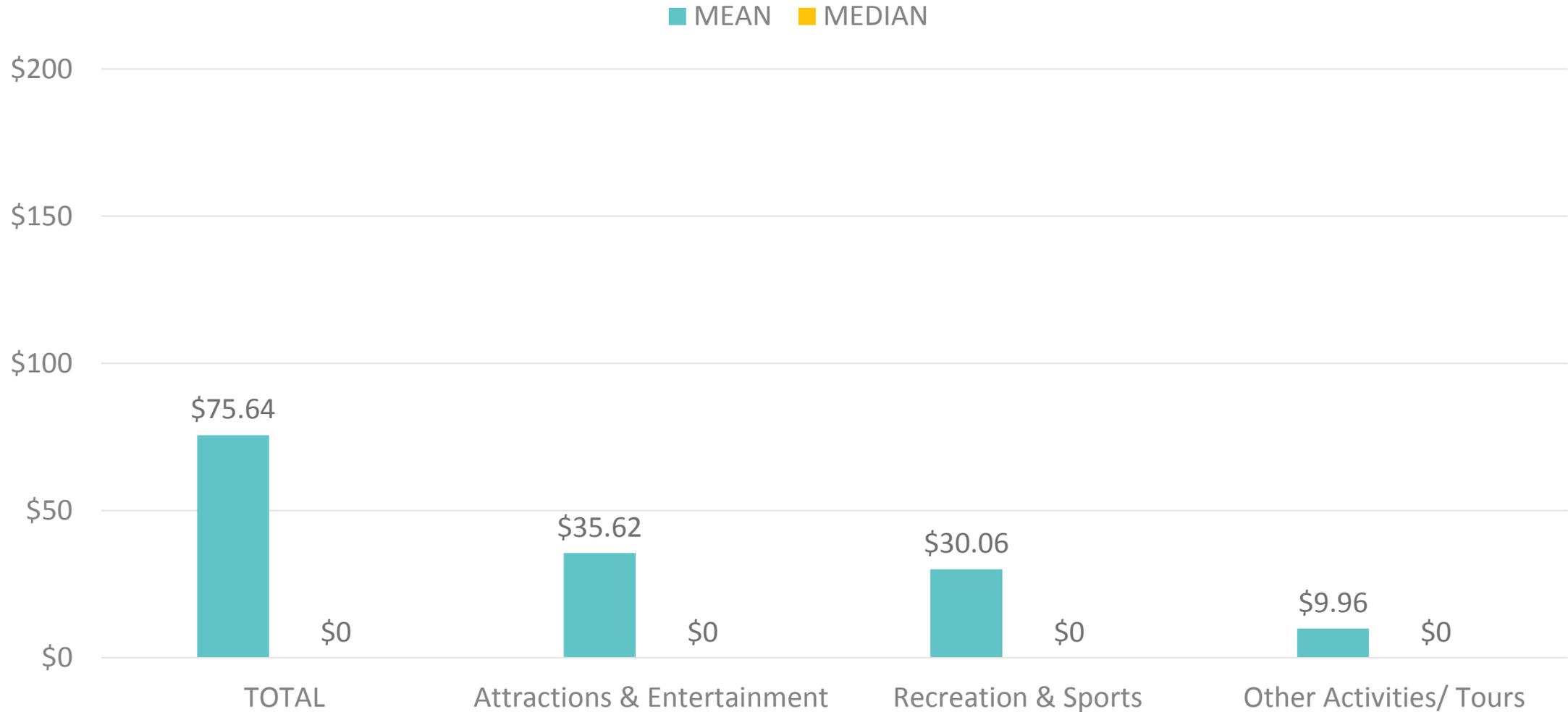
ONISLE – TOTAL FOOD & BEVERAGE TRACKING



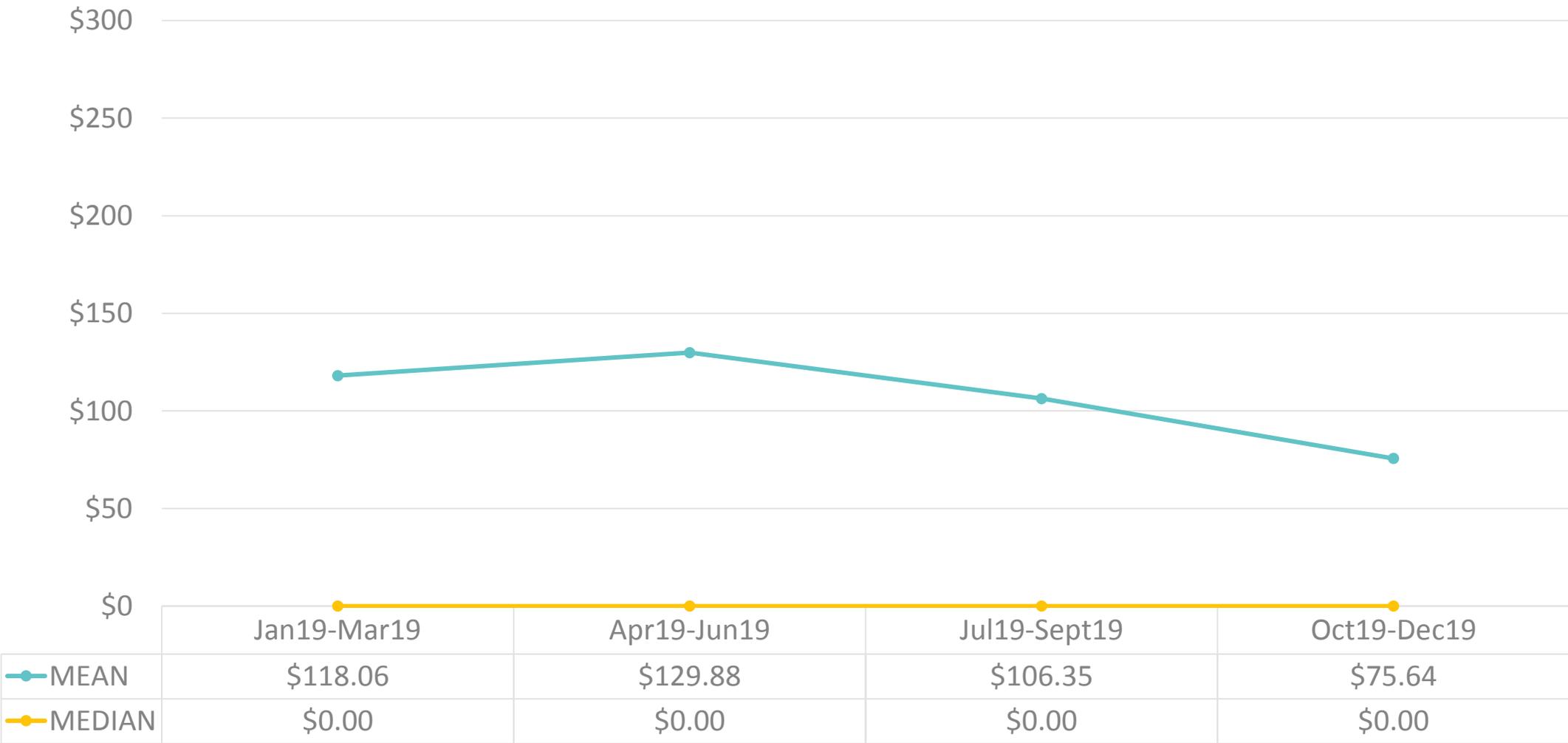
	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19
MEAN	\$298.90	\$337.82	\$283.01	\$242.78
MEDIAN	\$180.00	\$200.00	\$200.00	\$150.00



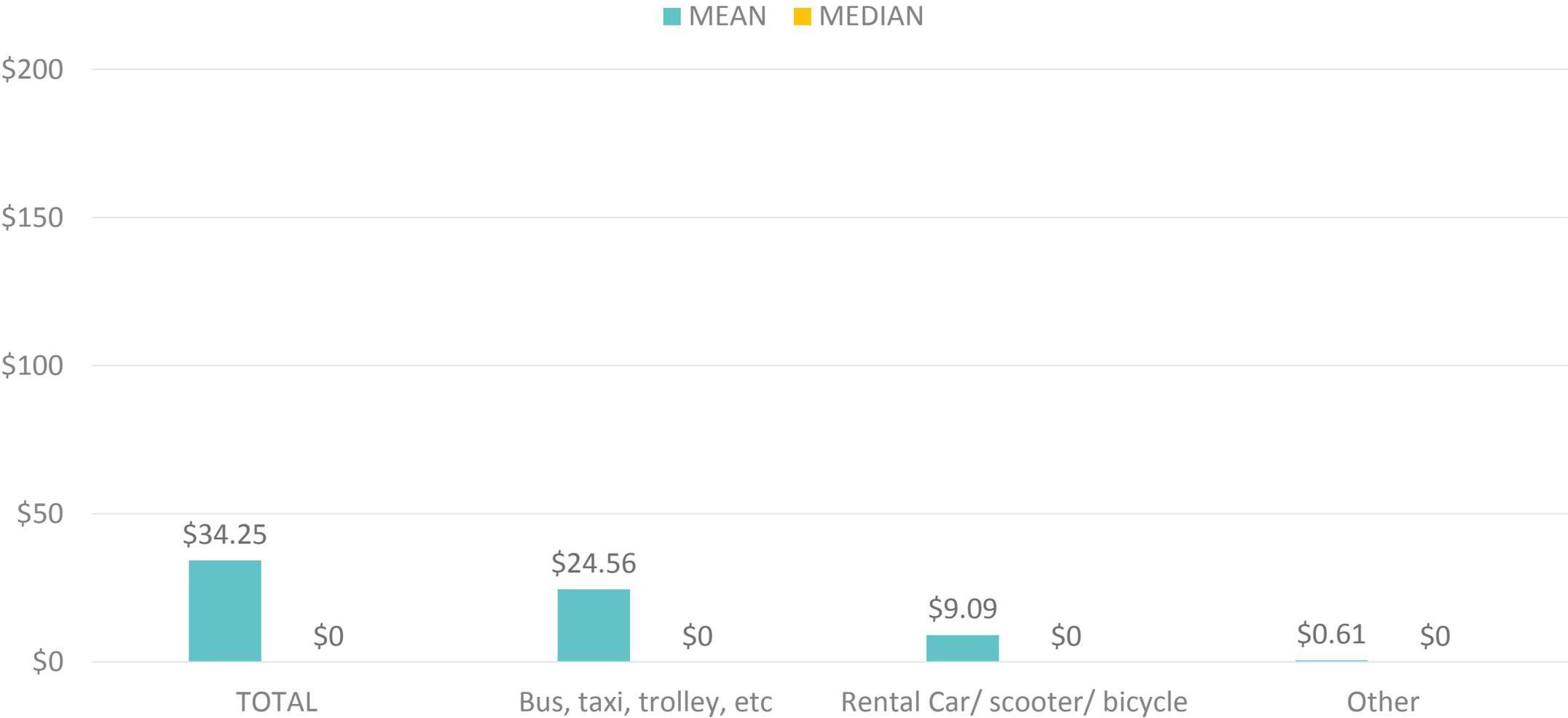
ONISLE – ENTERTAINMENT & RECREATION



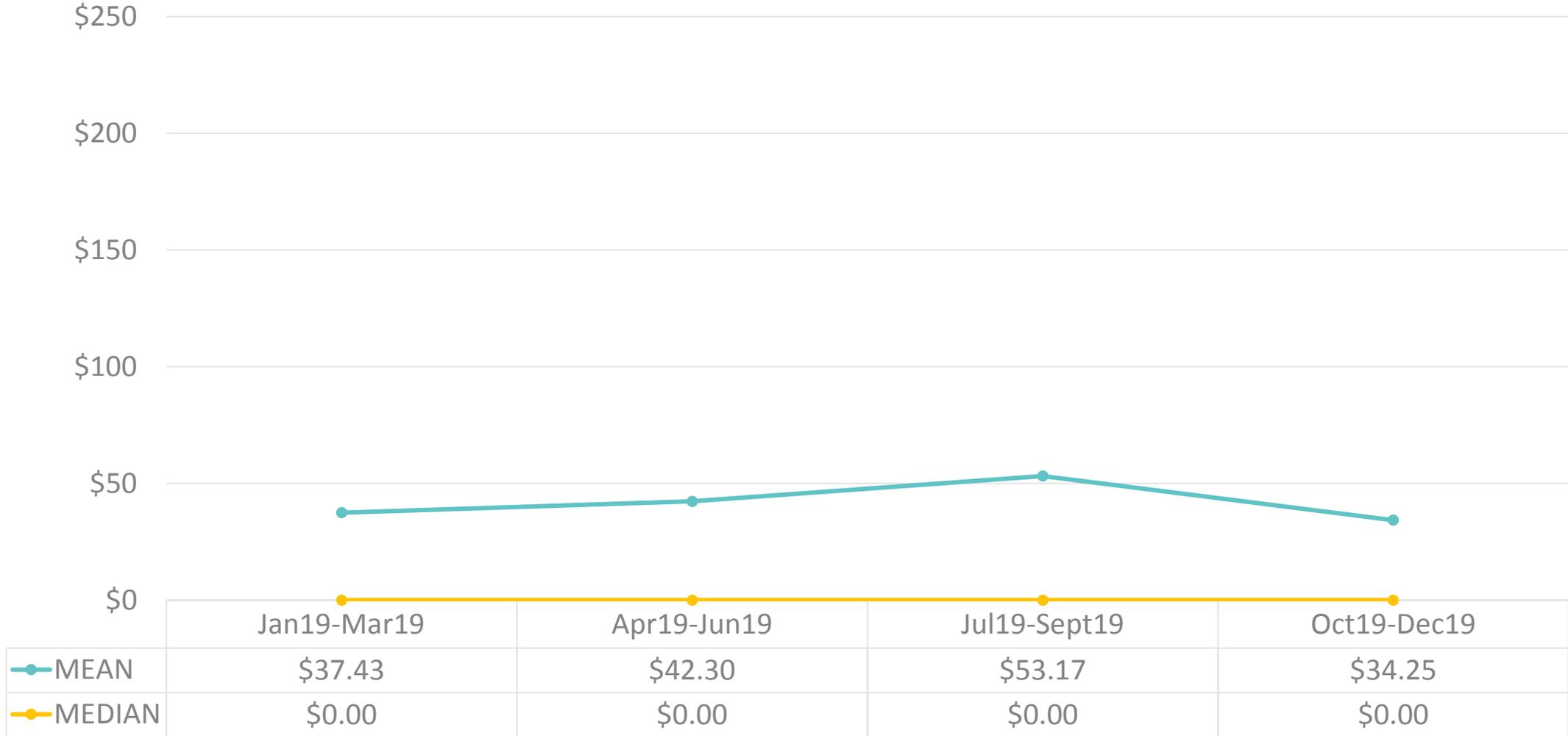
ONISLE – TOTAL ENTERTAINMENT & RECREATION TRACKING



ONISLE – TRANSPORTATION

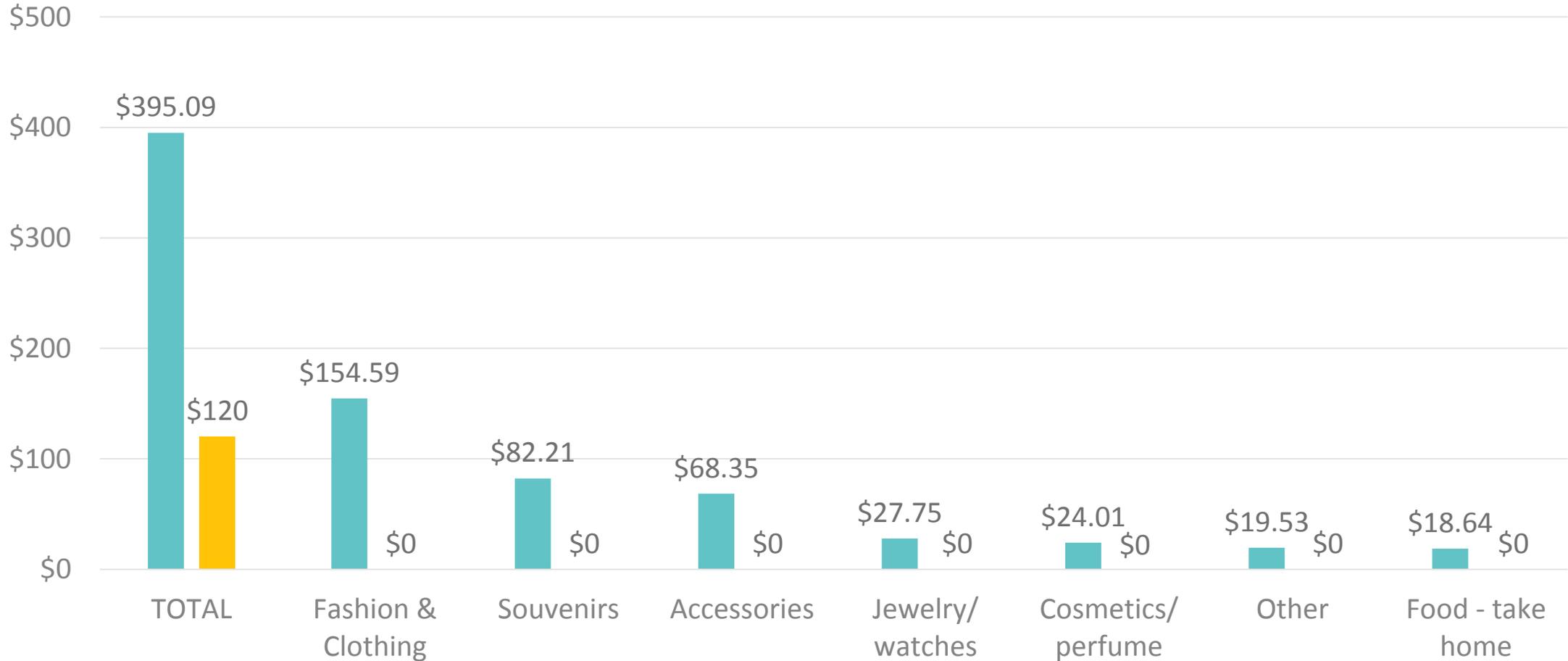


ONISLE – TOTAL TRANSPORTATION TRACKING

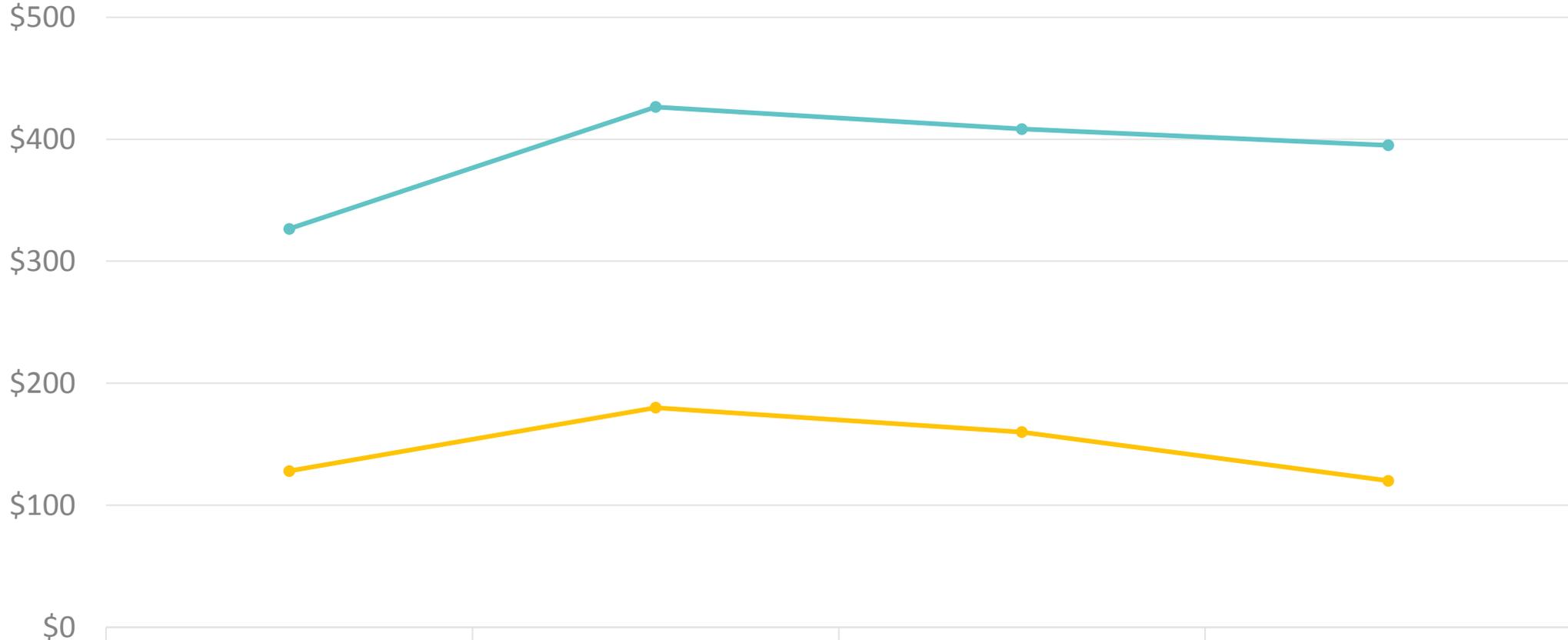


ONISLE – SHOPPING

■ MEAN ■ MEDIAN



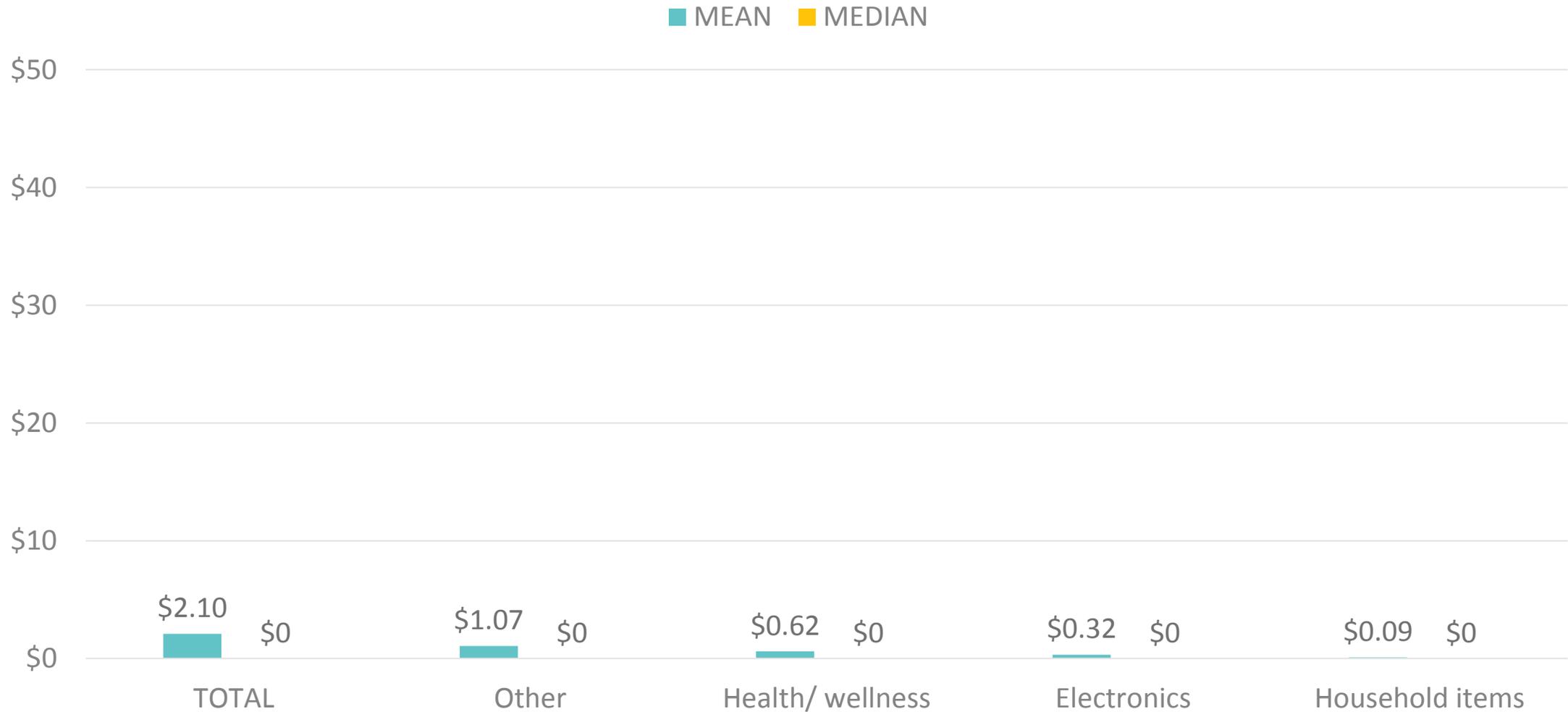
ONISLE – TOTAL SHOPPING TRACKING



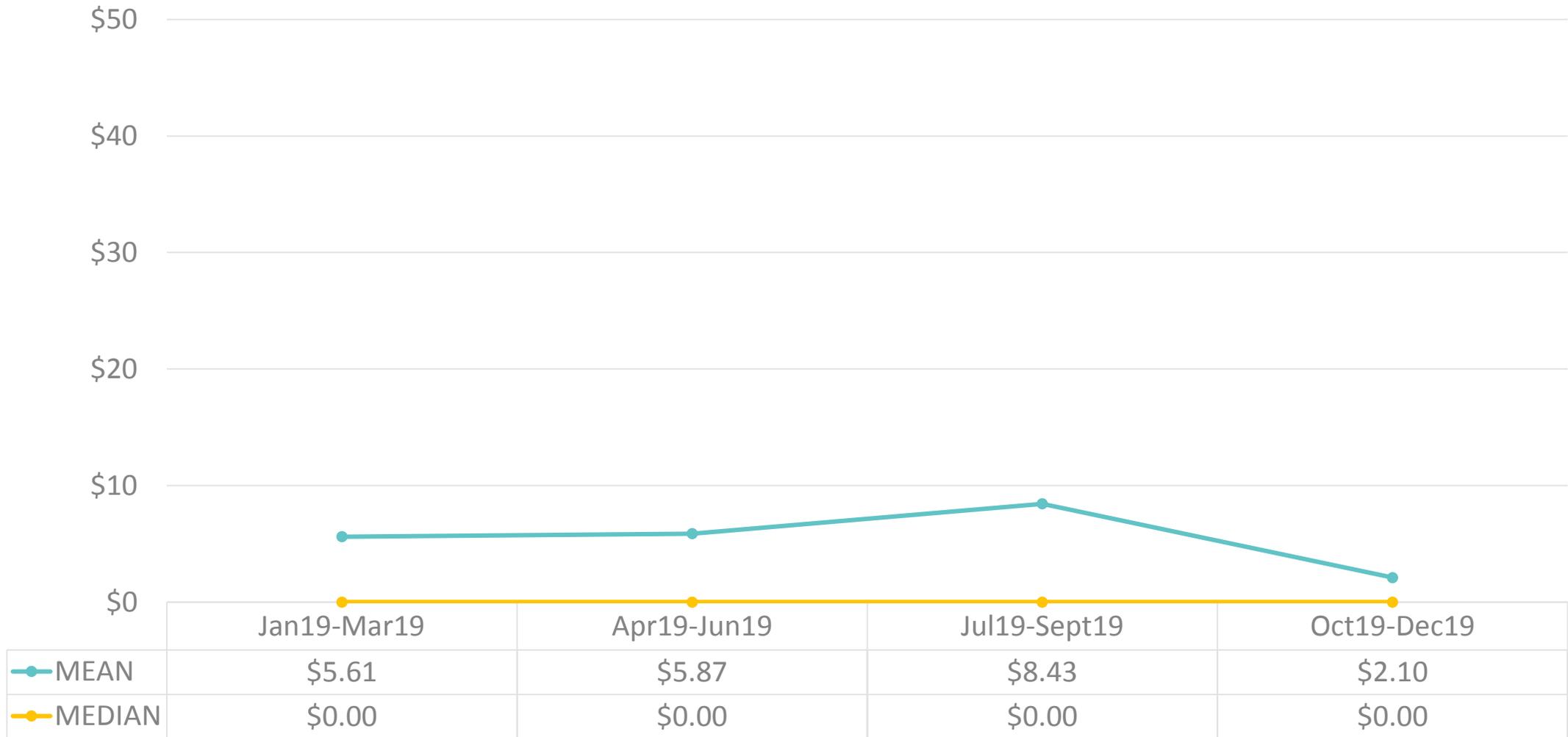
	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19
MEAN	\$326.57	\$426.54	\$408.42	\$395.09
MEDIAN	\$128.00	\$180.00	\$160.00	\$120.00



ONISLE – MISCELLANEOUS



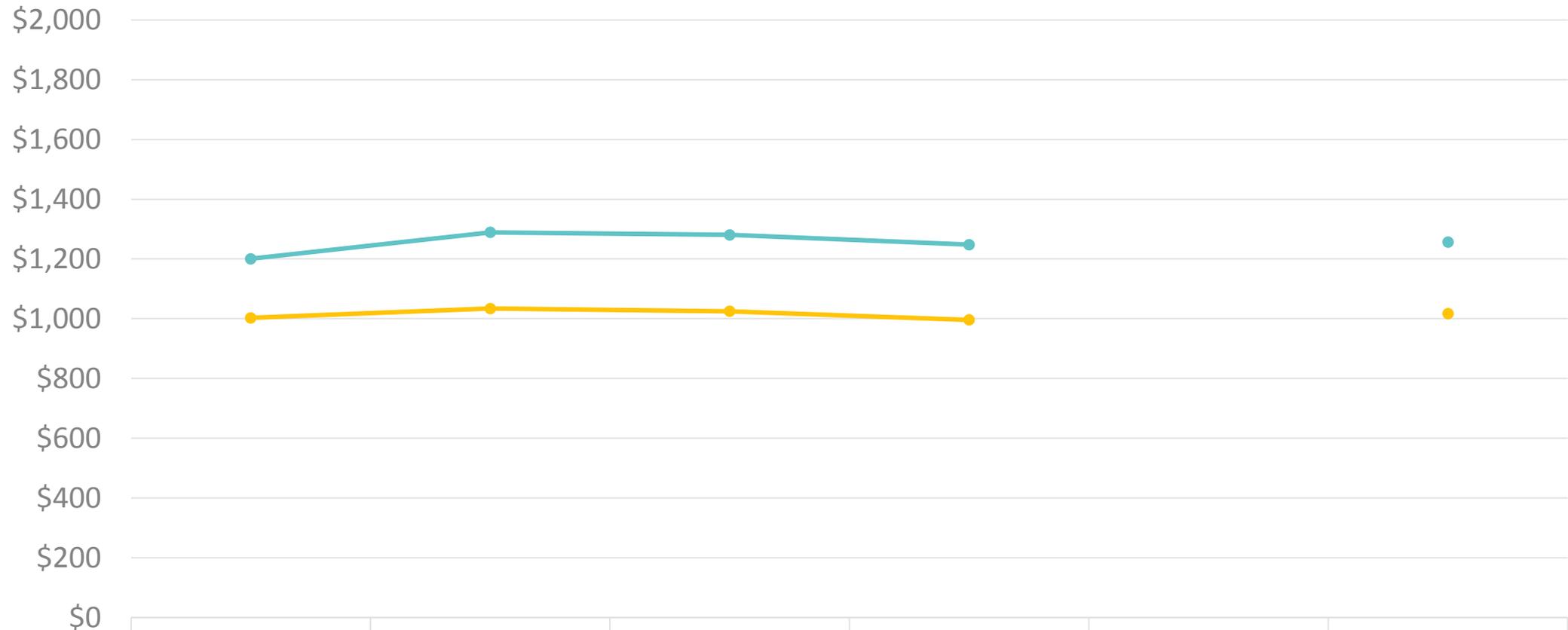
ONISLE – MISCELLANEOUS TRACKING



TOTAL EXPENDITURES PER PERSON (ONISLE + PREPAID)

- \$1,247.63 = Mean average per person
- \$996.00 = Median amount spent per person

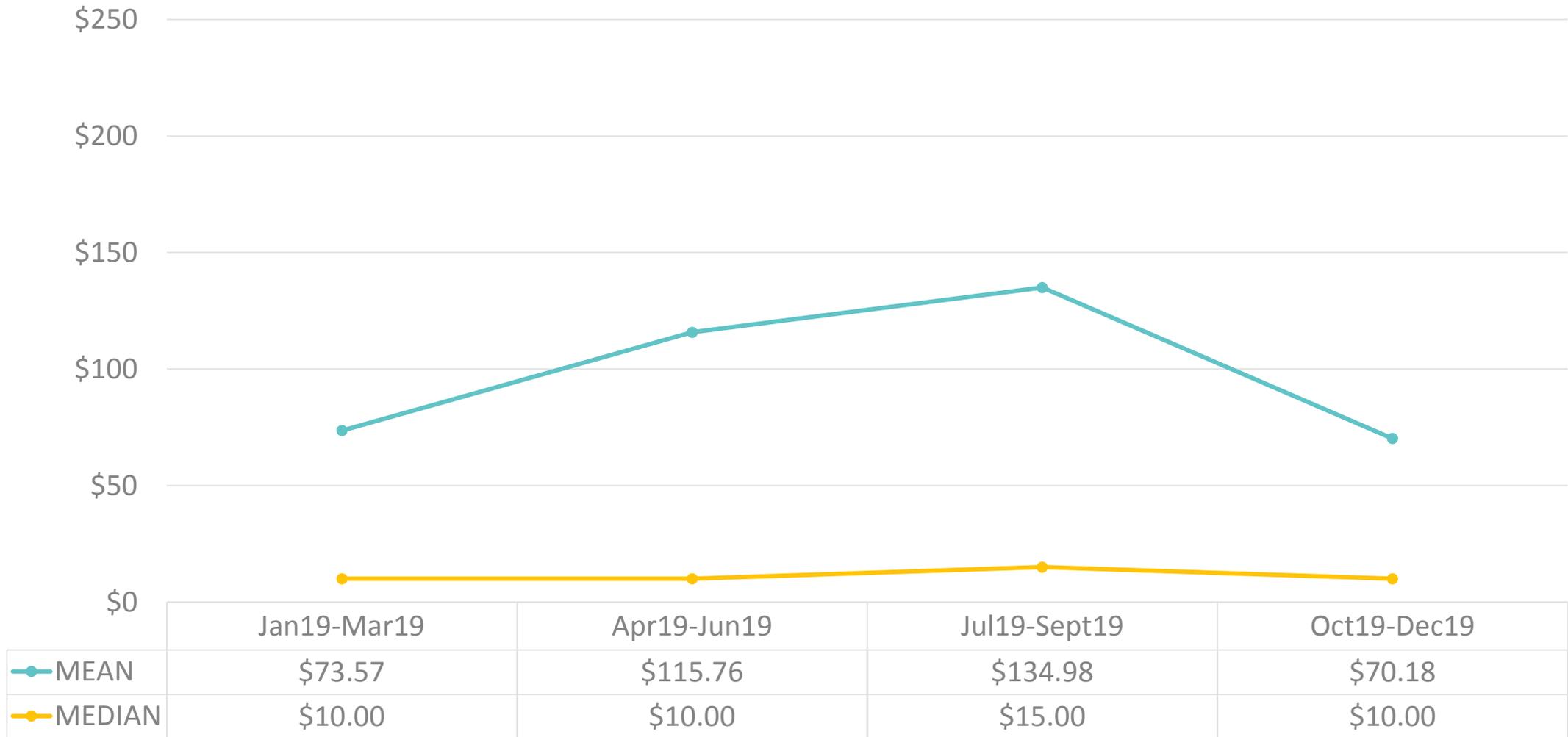
TOTAL EXPENDITURES PER PERSON TRACKING



	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19		YTD
MEAN	\$1,200.63	\$1,288.95	\$1,280.56	\$1,247.63		\$1,256.47
MEDIAN	\$1,003.00	\$1,034.00	\$1,025.00	\$996.00		\$1,017.00



GUAM AIRPORT EXPENDITURE TRACKING



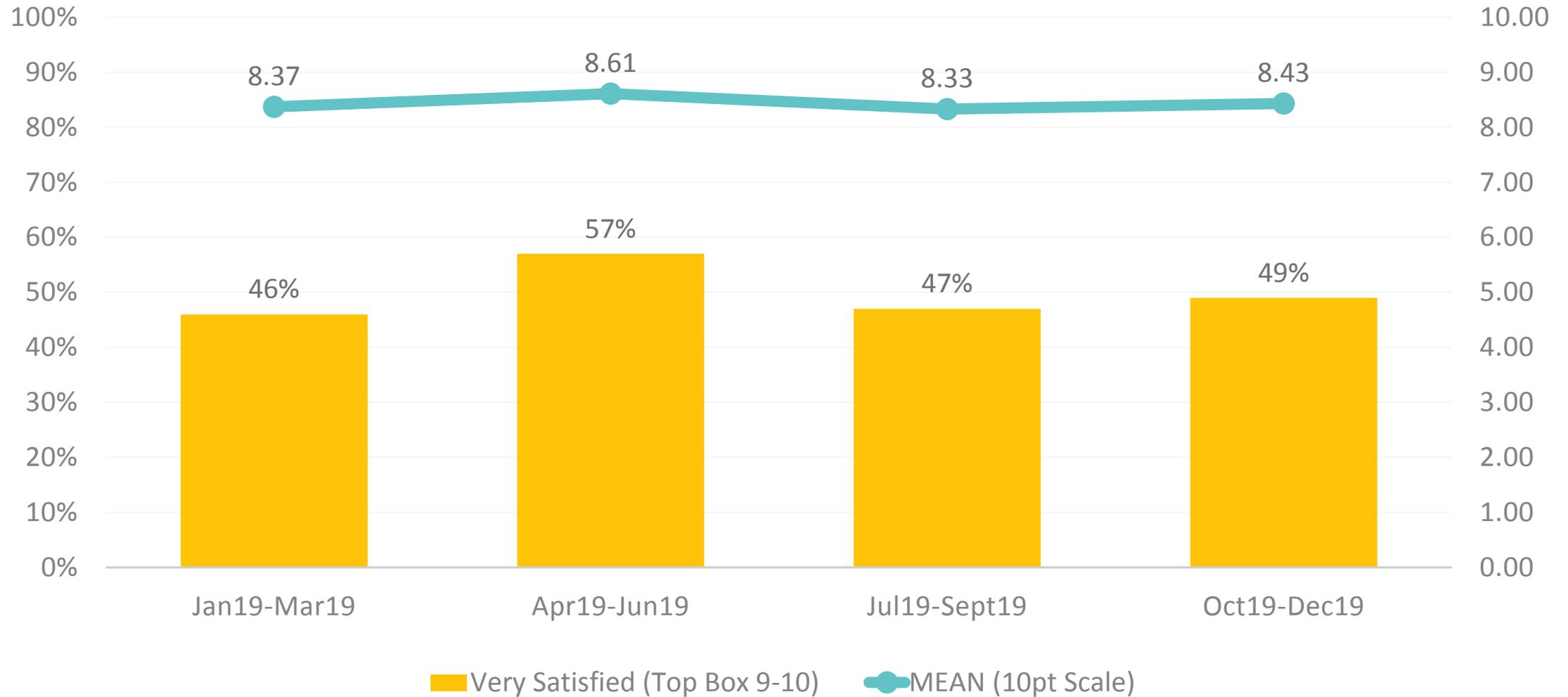


SECTION 4

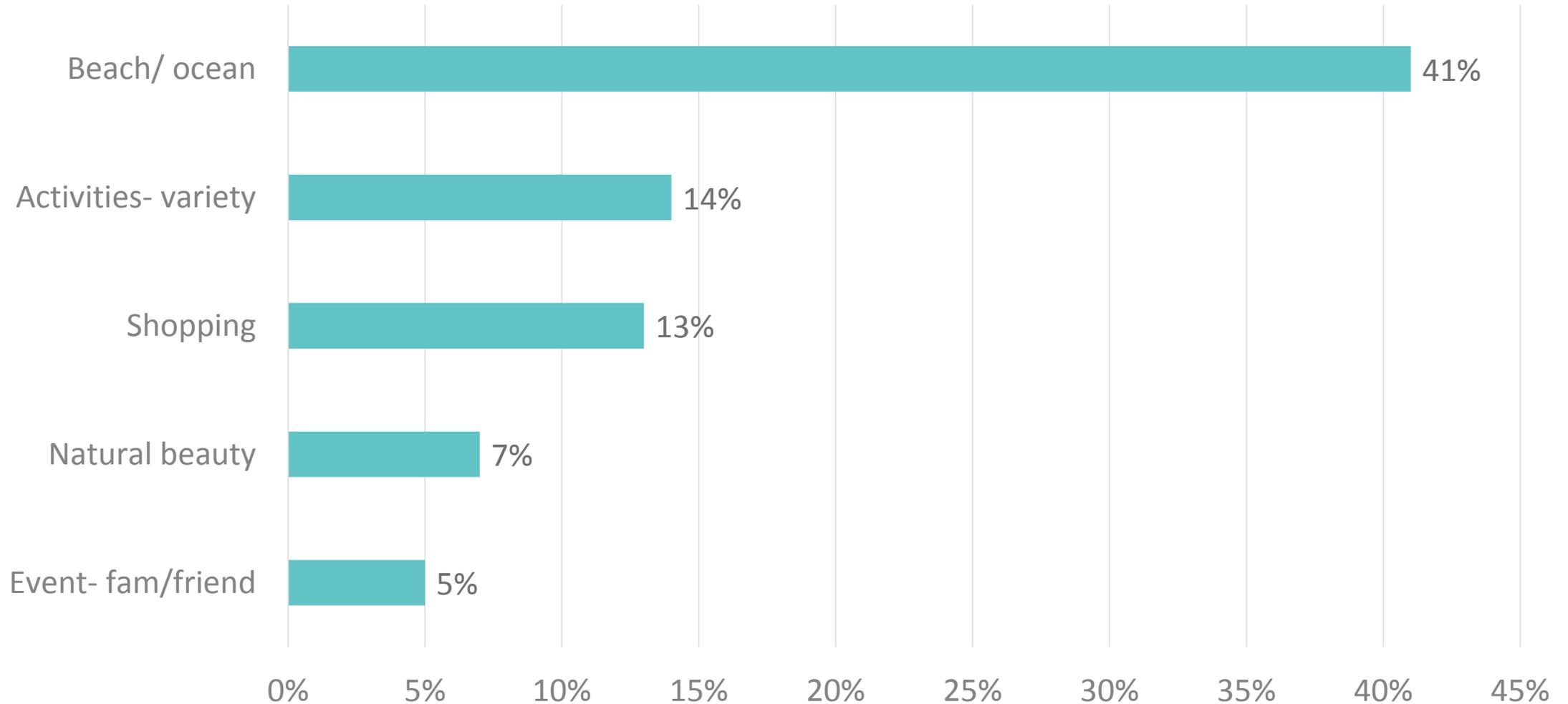
VISITOR SATISFACTION



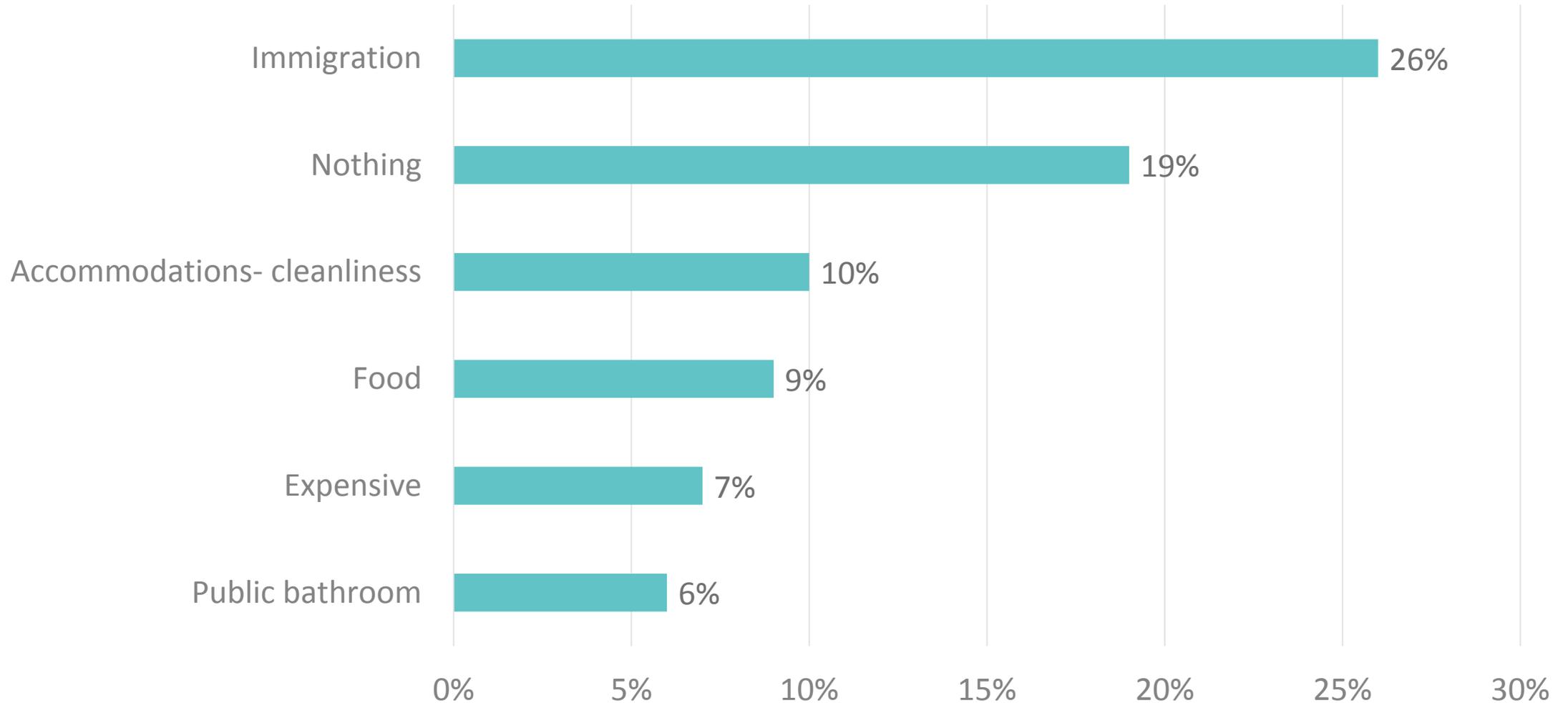
OVERALL SATISFACTION – 10PT SCALE



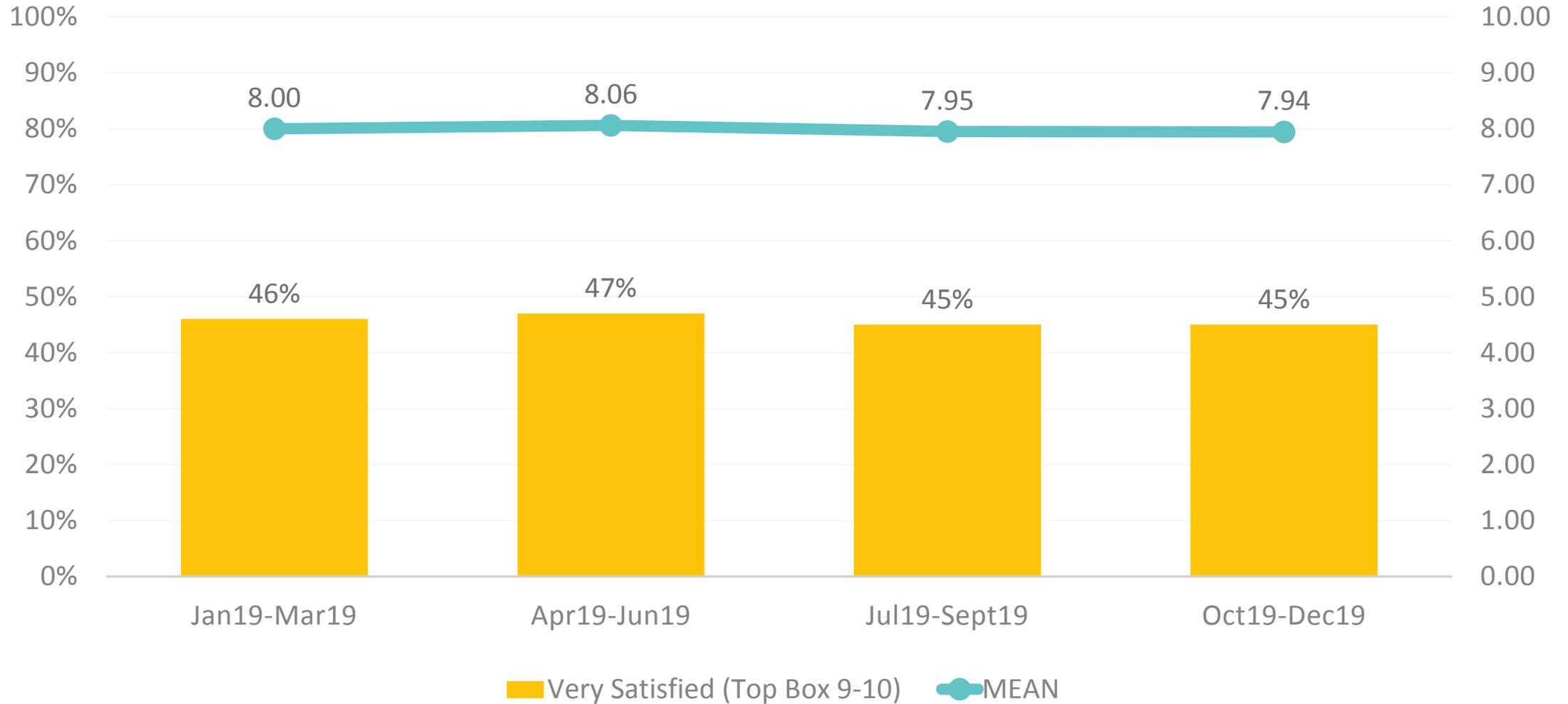
SWOT – POSITIVE ASPECT OF TRIP



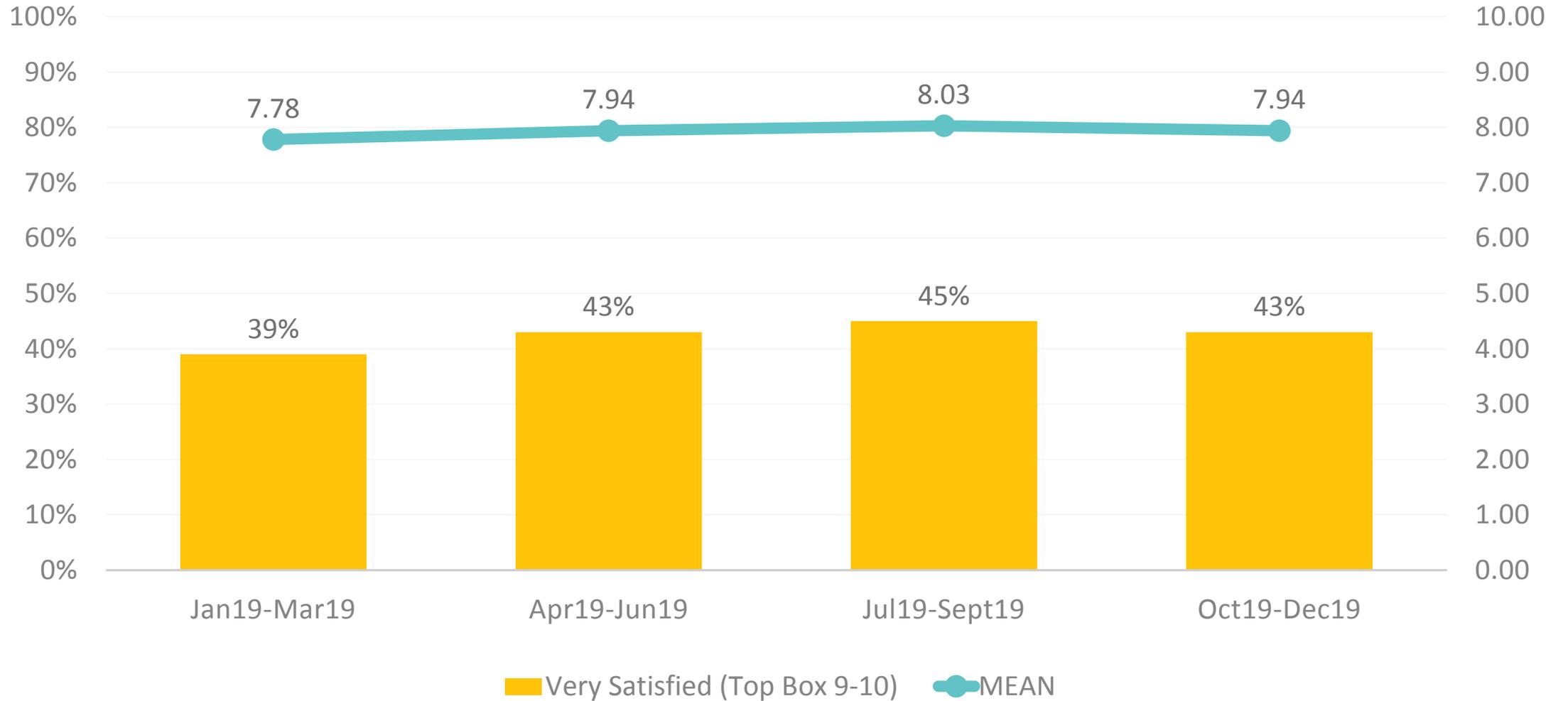
SWOT – NEGATIVE ASPECT OF TRIP



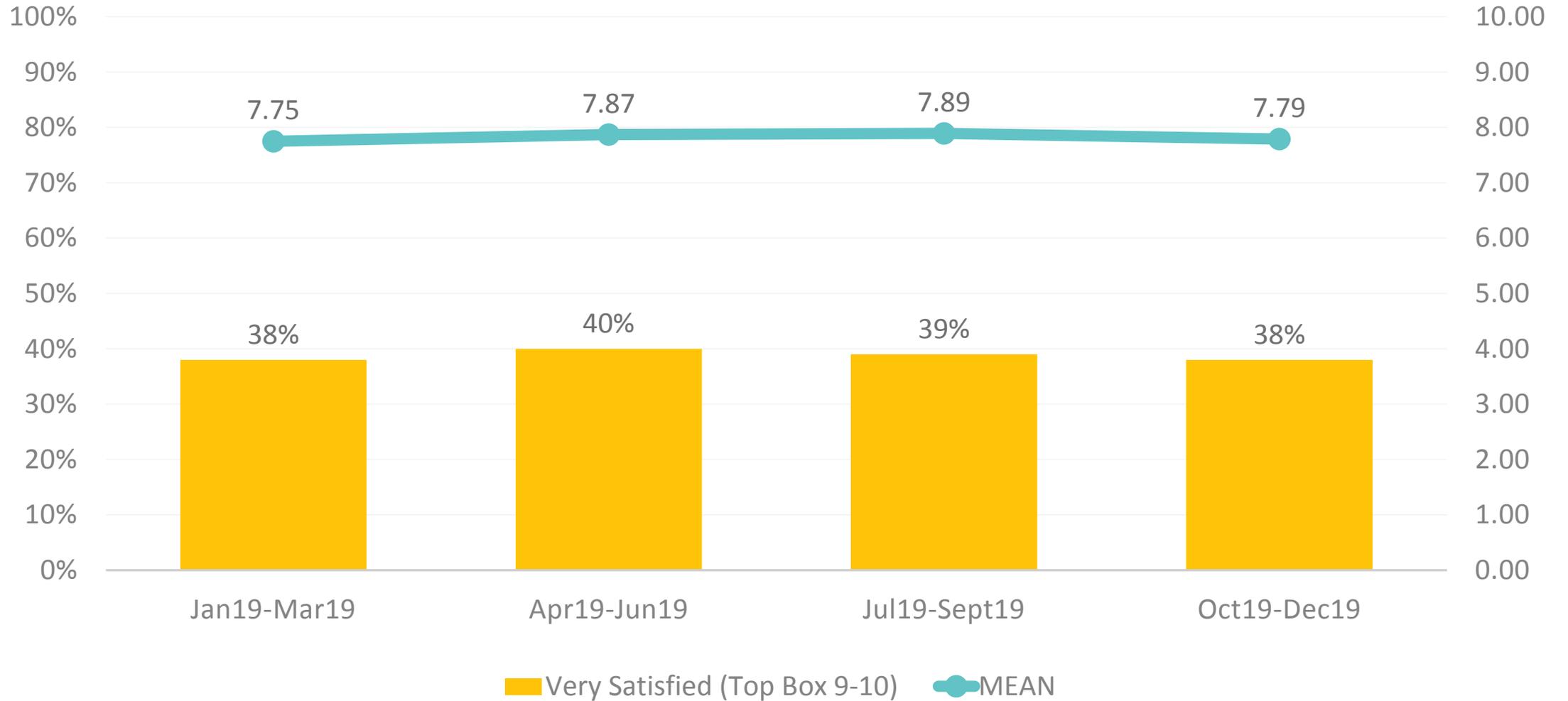
SATISFACTION – ENTERTAINMENT



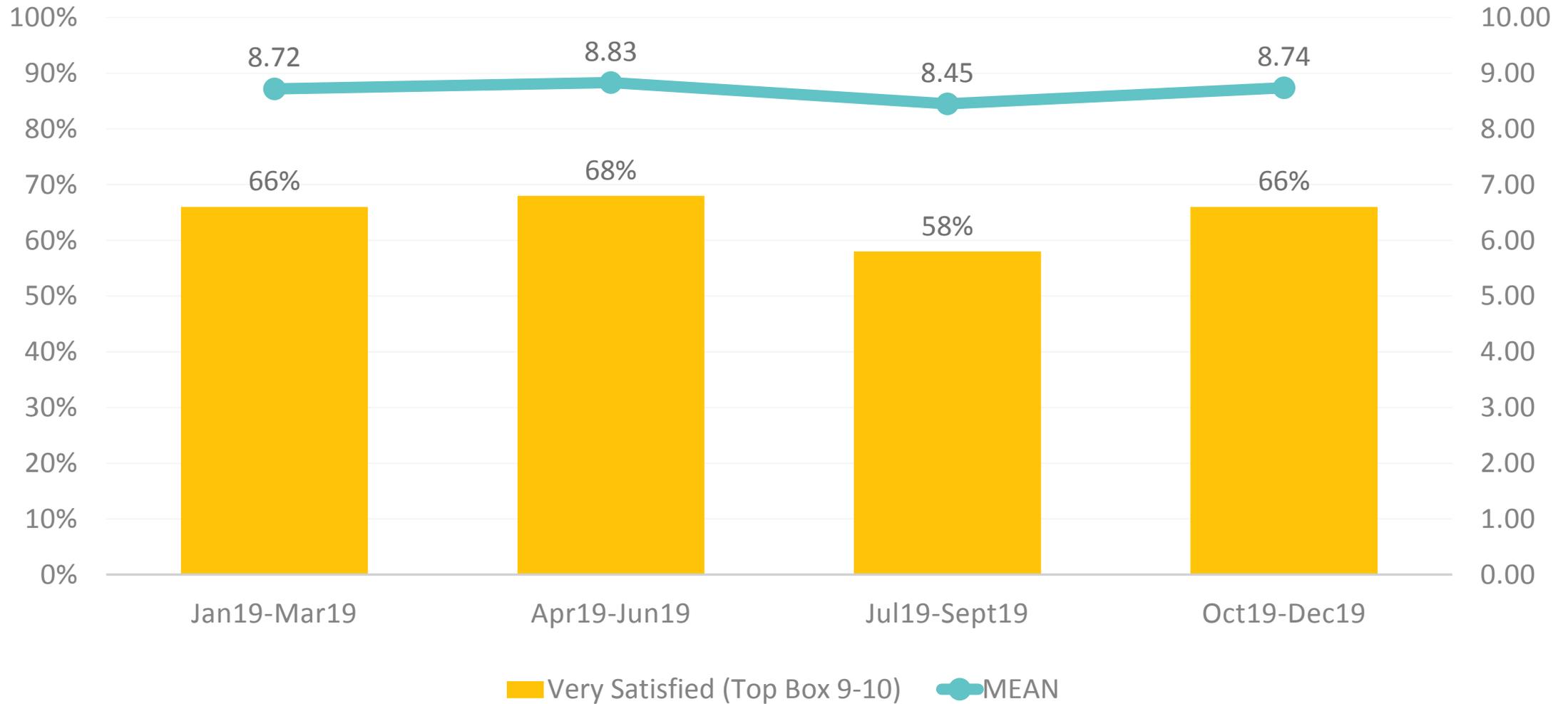
SATISFACTION – SHOPPING



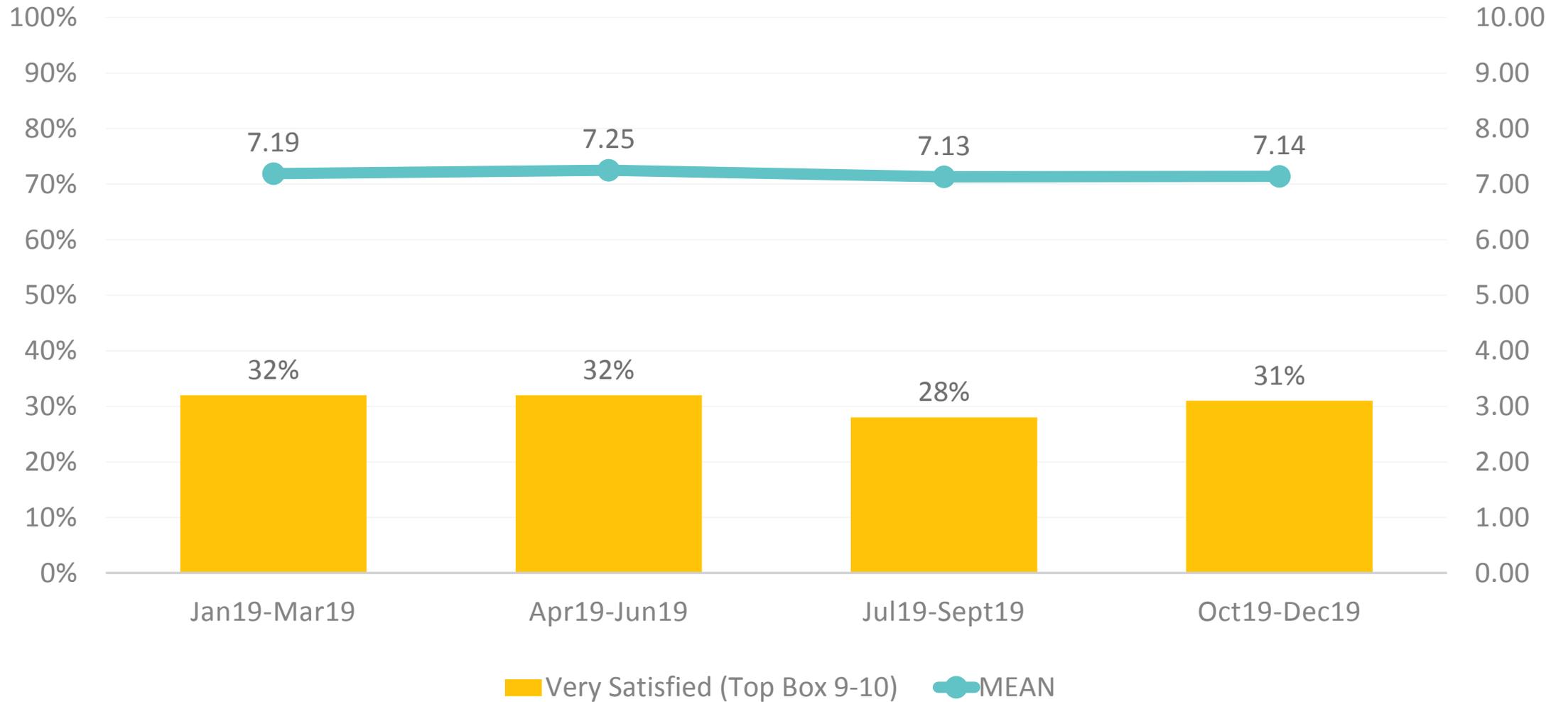
SATISFACTION – DINING



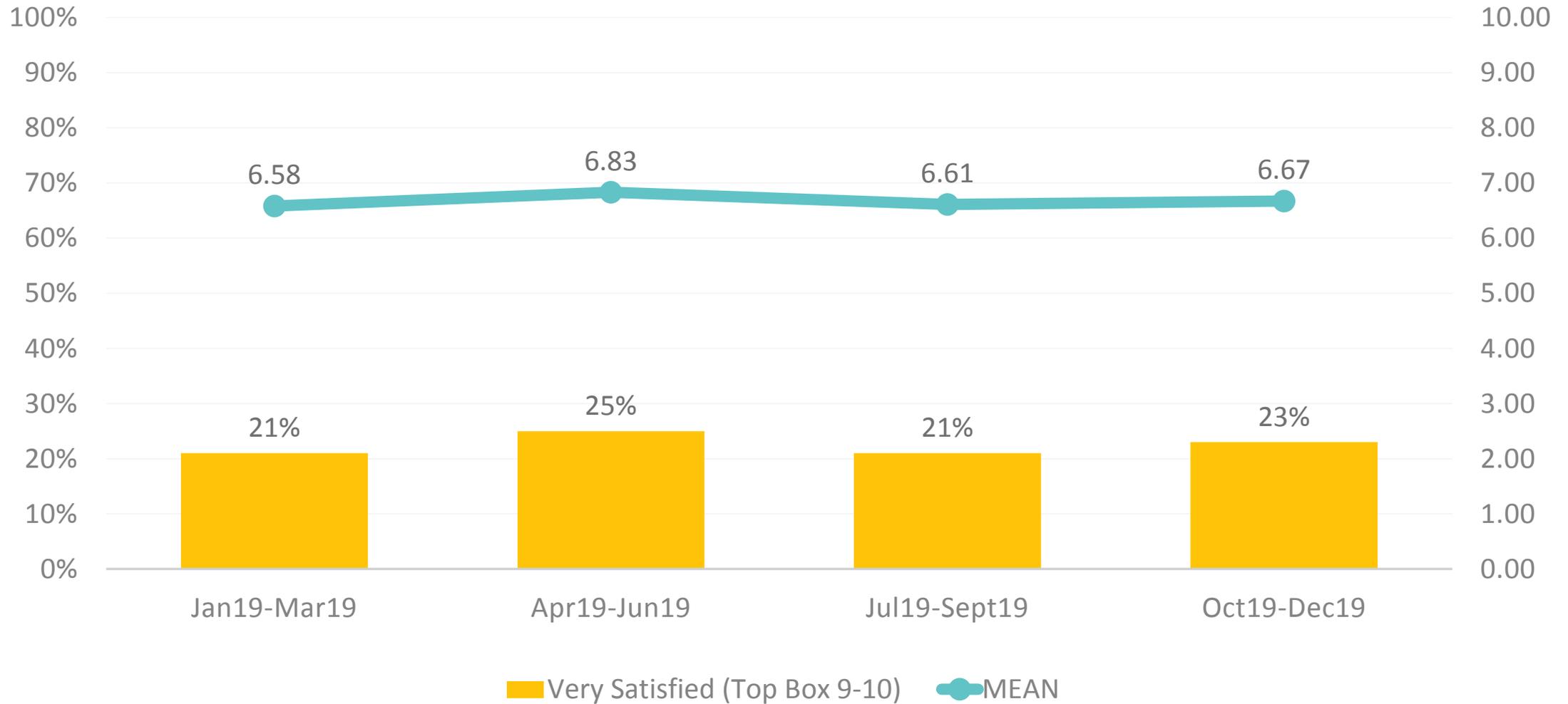
SATISFACTION – BEACHES



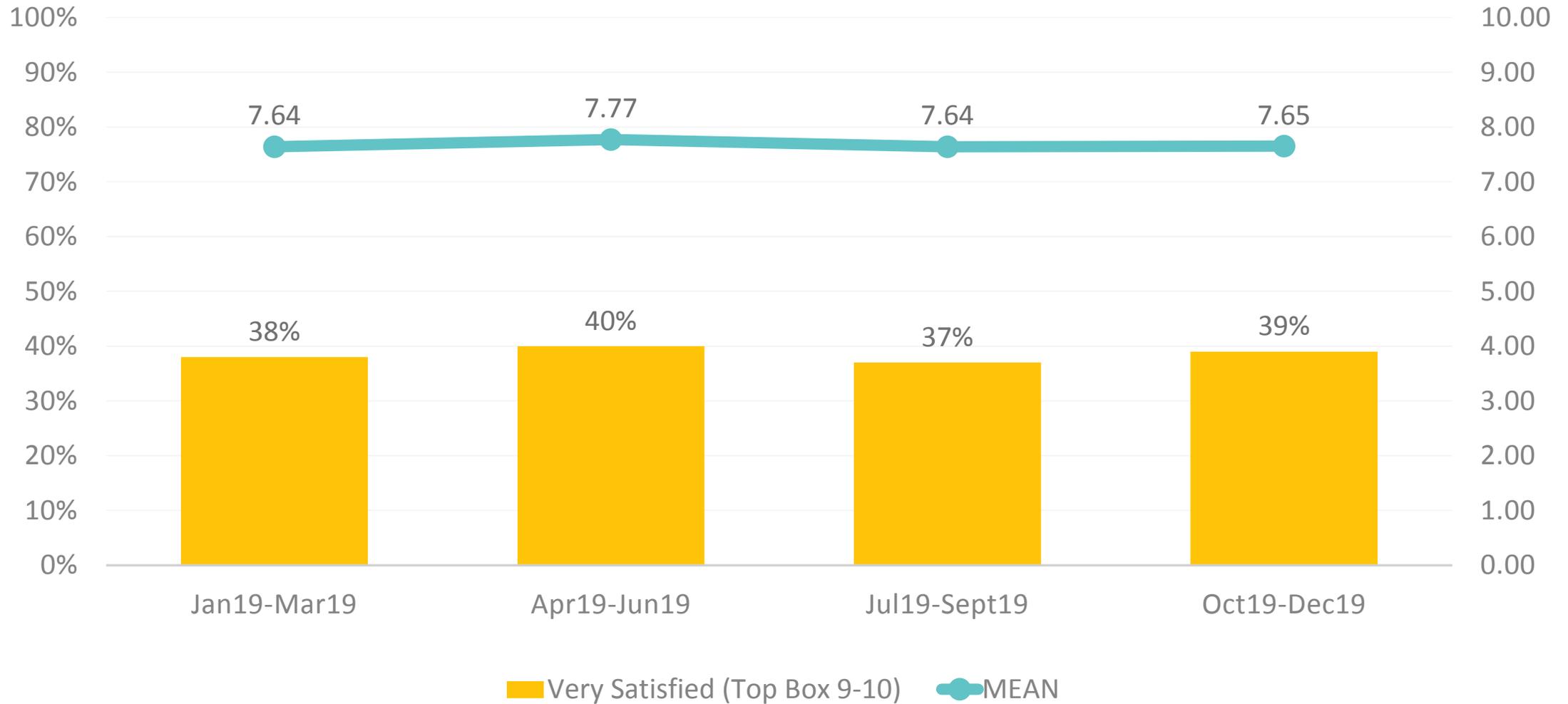
SATISFACTION – PARKS



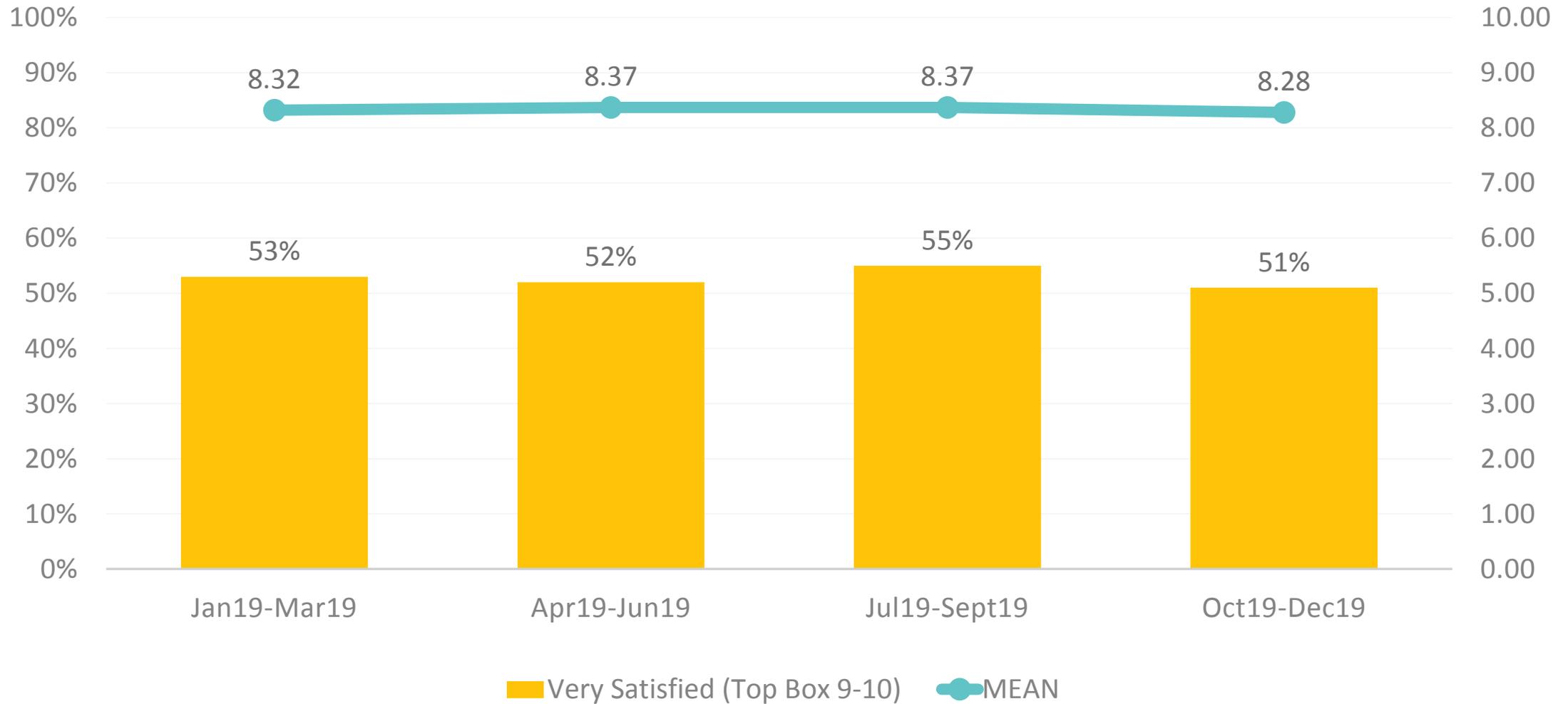
SATISFACTION – ROADS



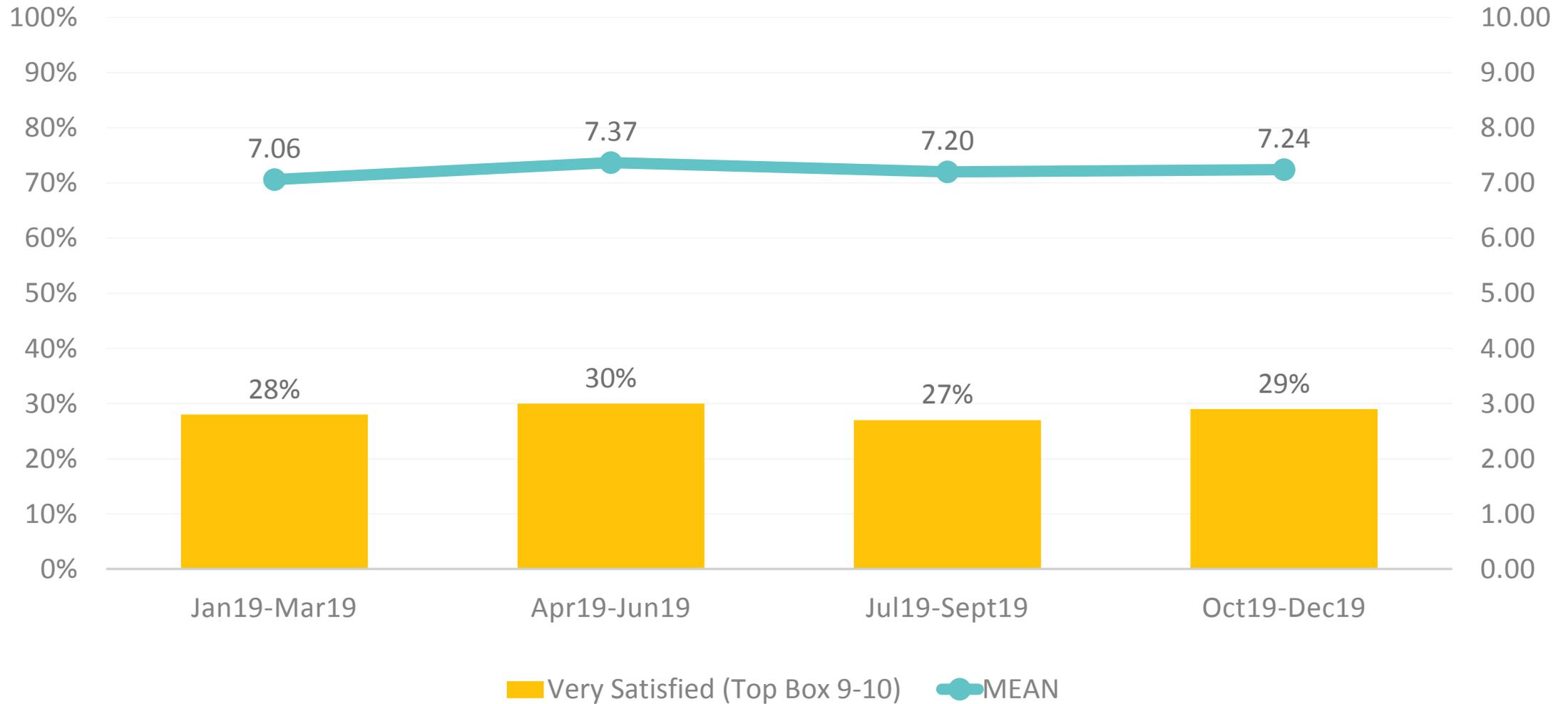
SATISFACTION – SIGHTSEEING AREAS



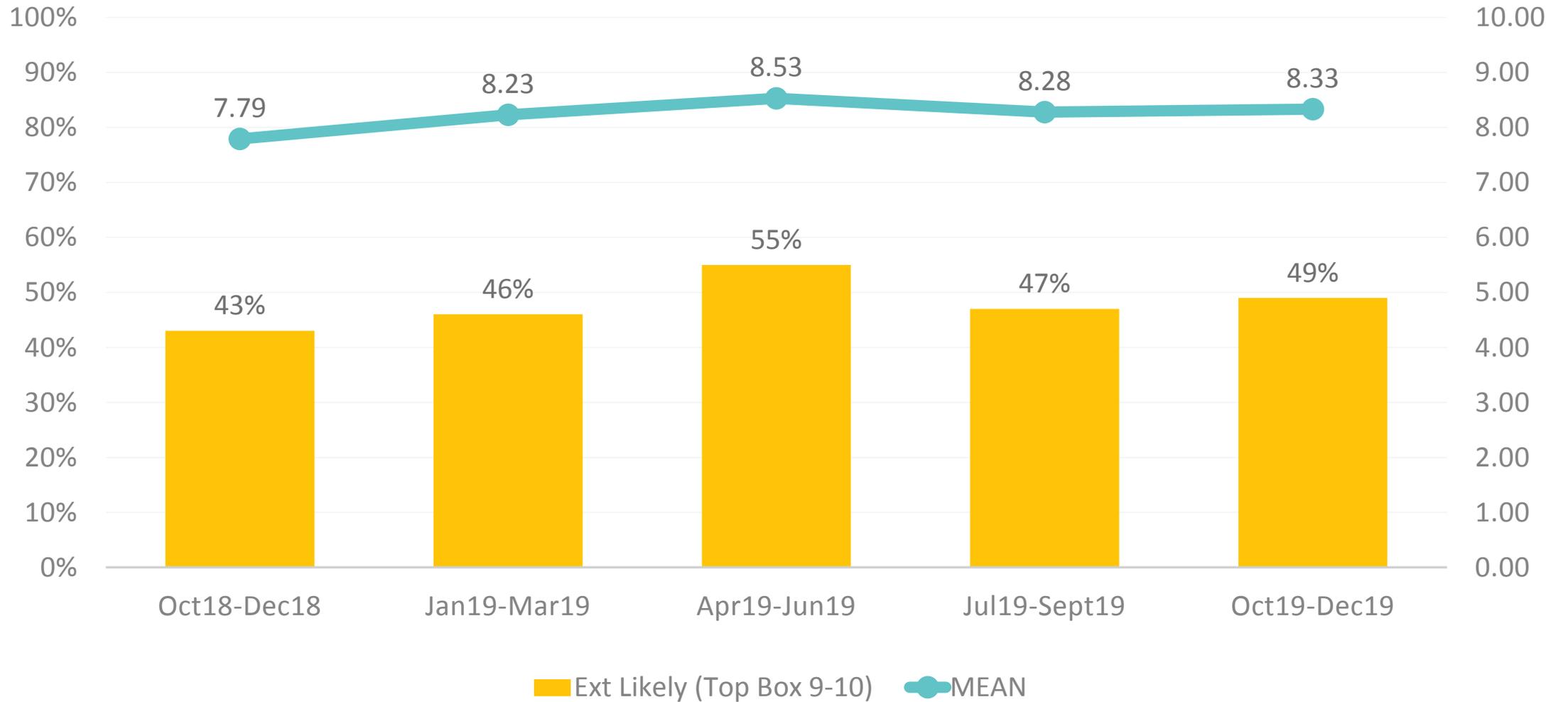
SATISFACTION – SAFETY & SECURITY



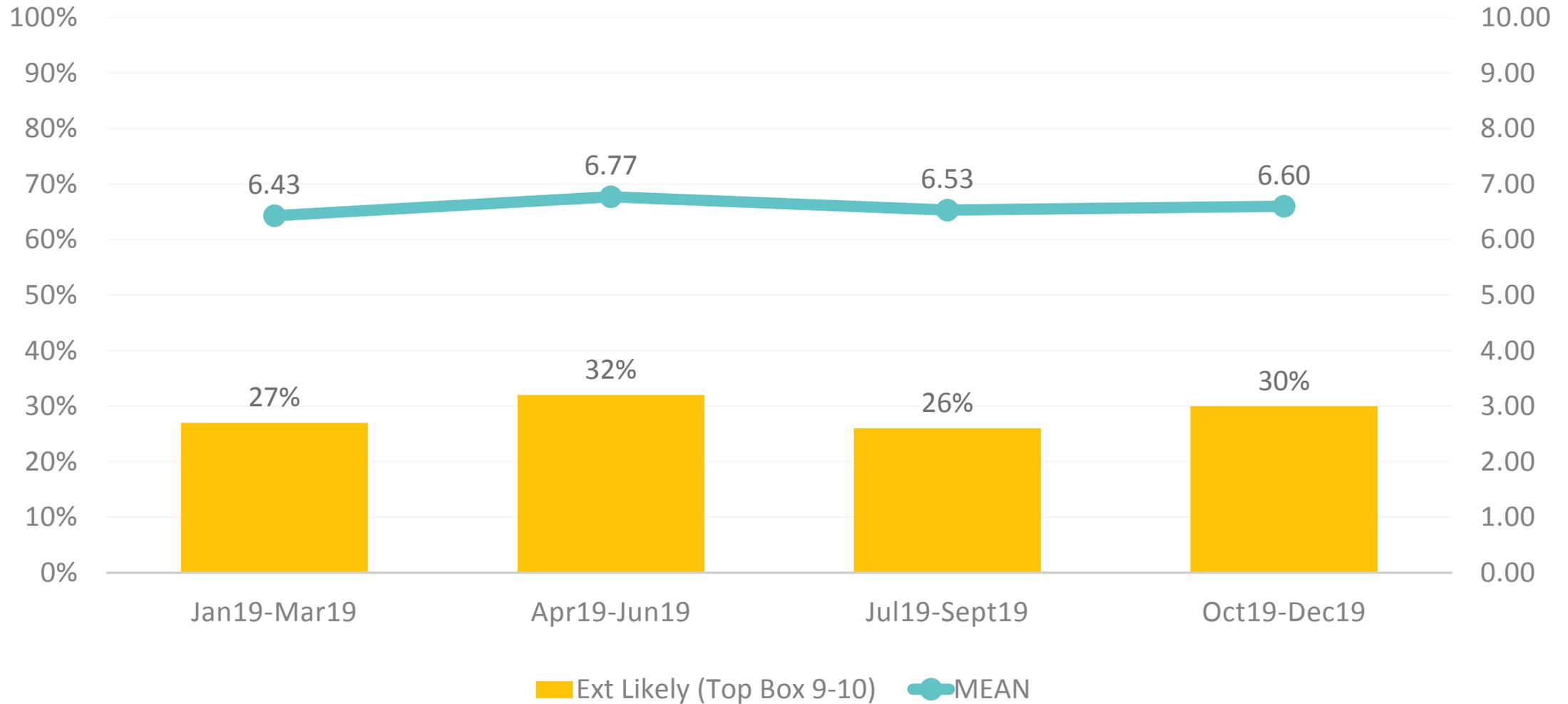
SATISFACTION – ACCOMMODATIONS



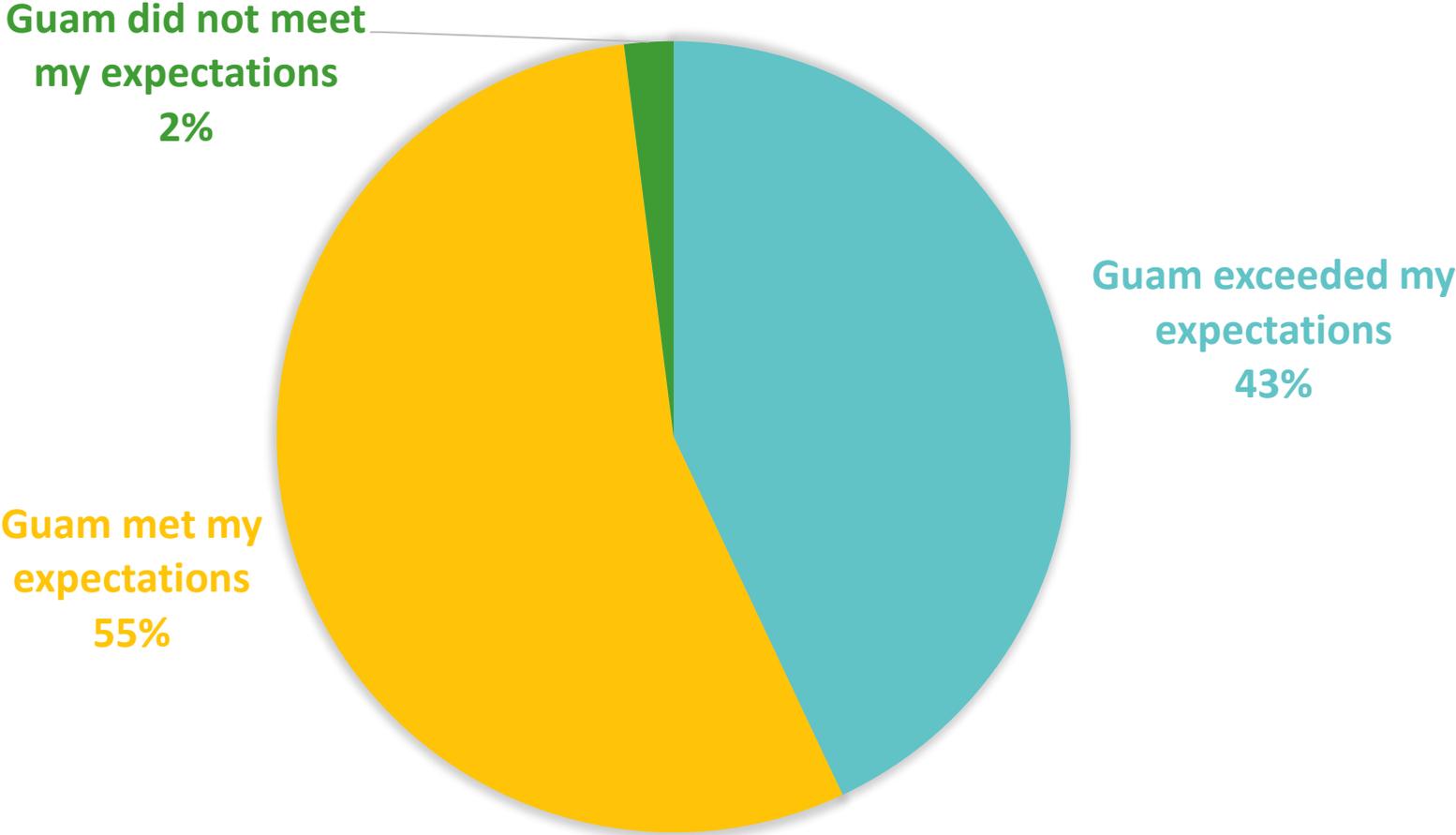
BRAND ADVOCACY



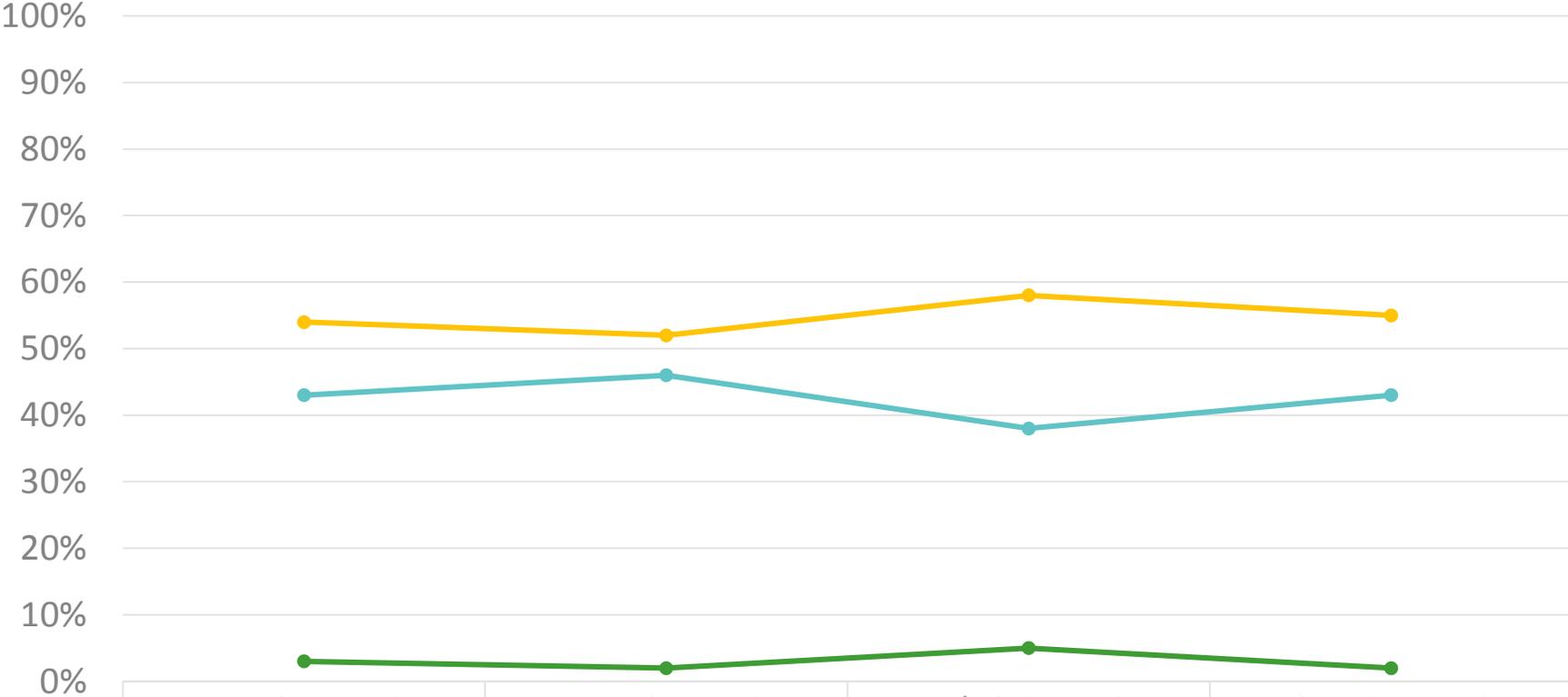
BRAND LOYALTY



TRIP EXPECTATIONS



TRIP EXPECTATIONS – TRACKING



	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19
Exceeded expectations	43%	46%	38%	43%
Met expectations	54%	52%	58%	55%
Did not meet expectations	3%	2%	5%	2%



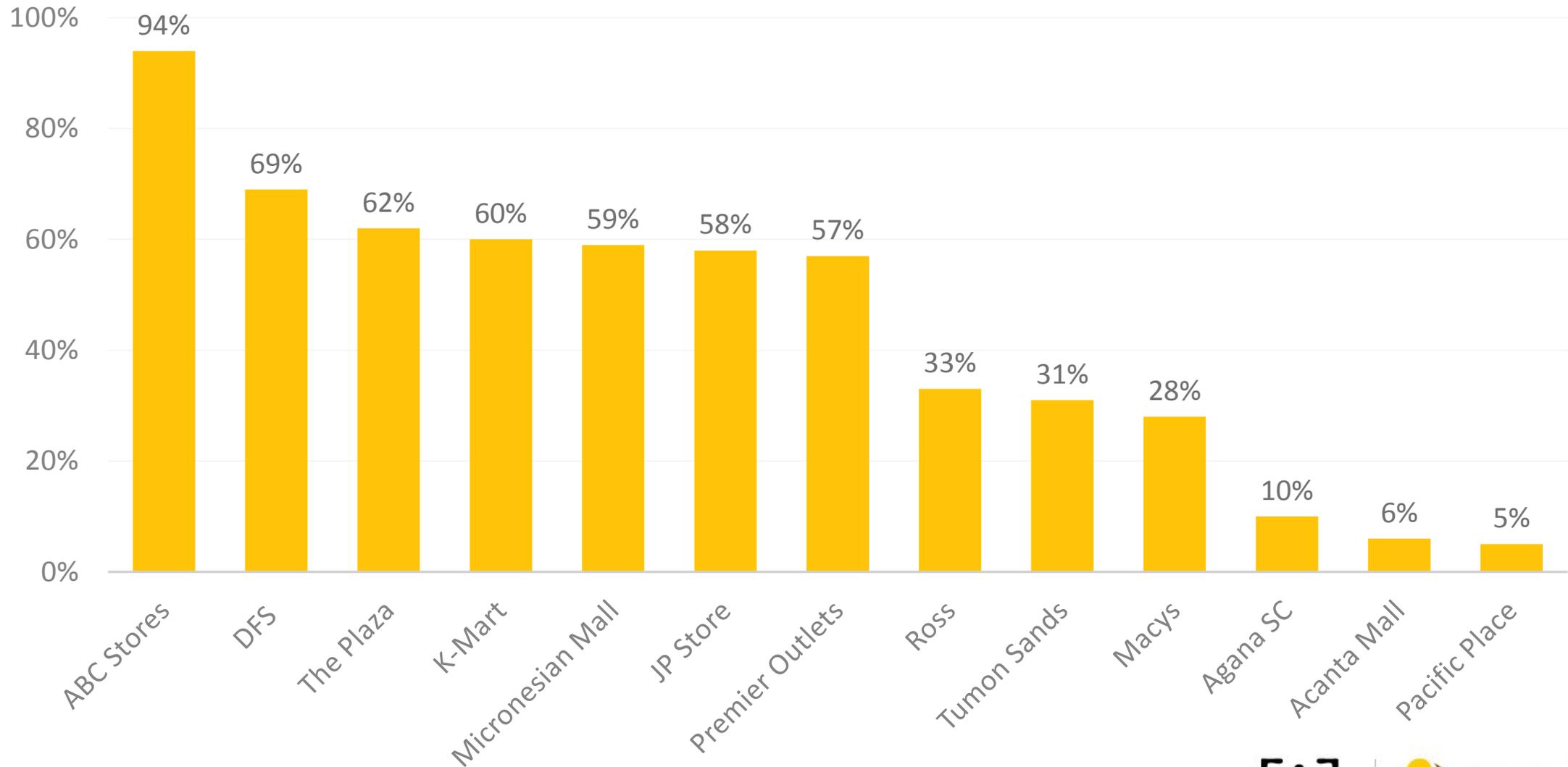


SECTION 5

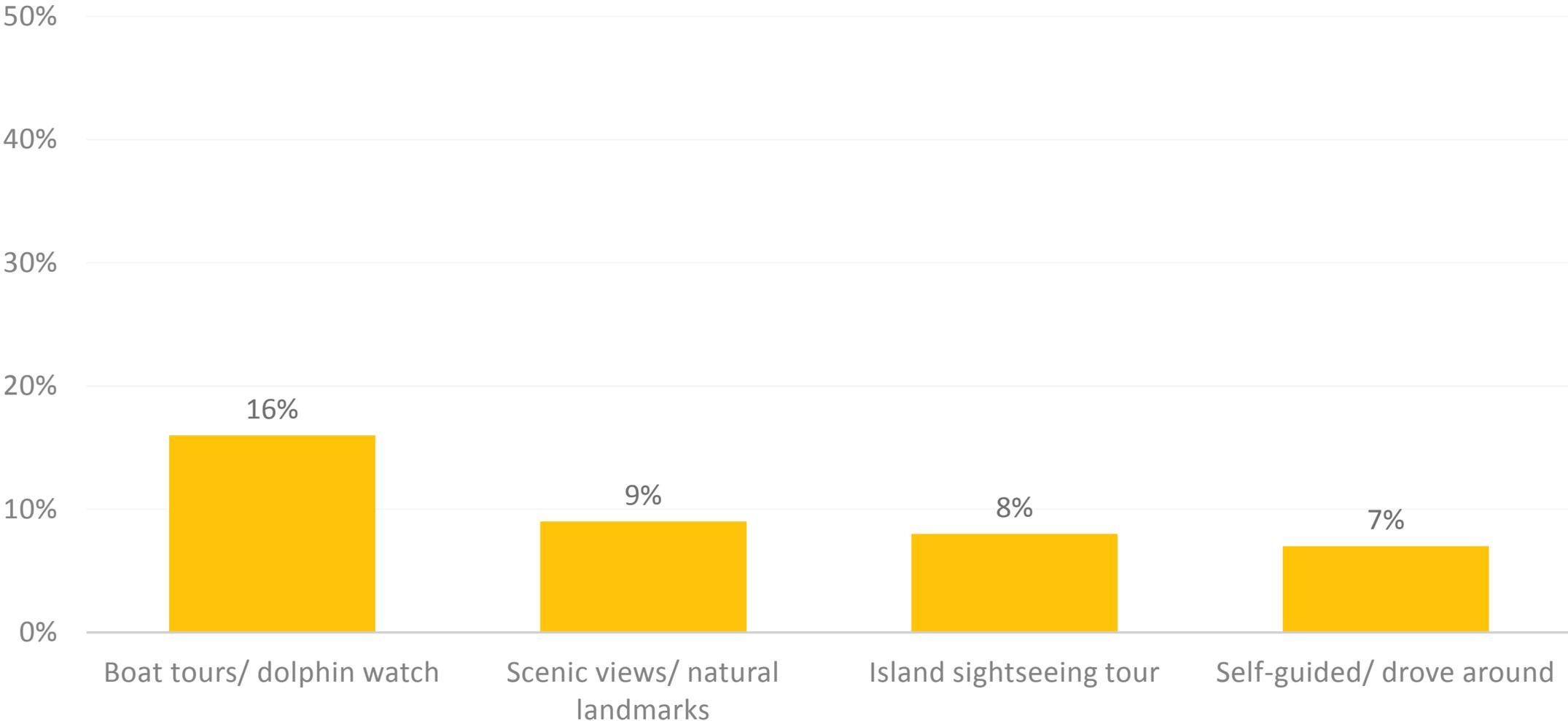
VISITOR ACTIVITIES



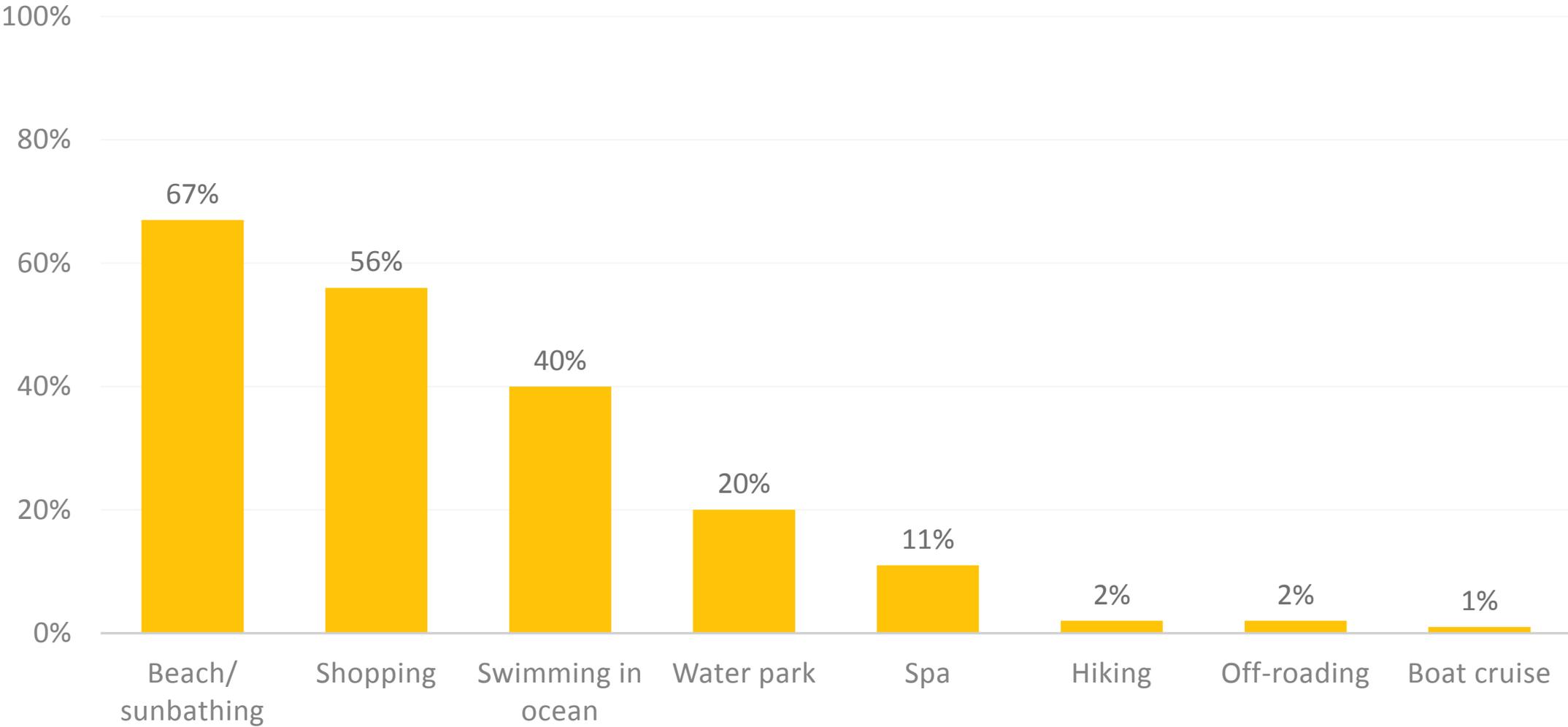
SHOPPING AREAS – PENETRATION



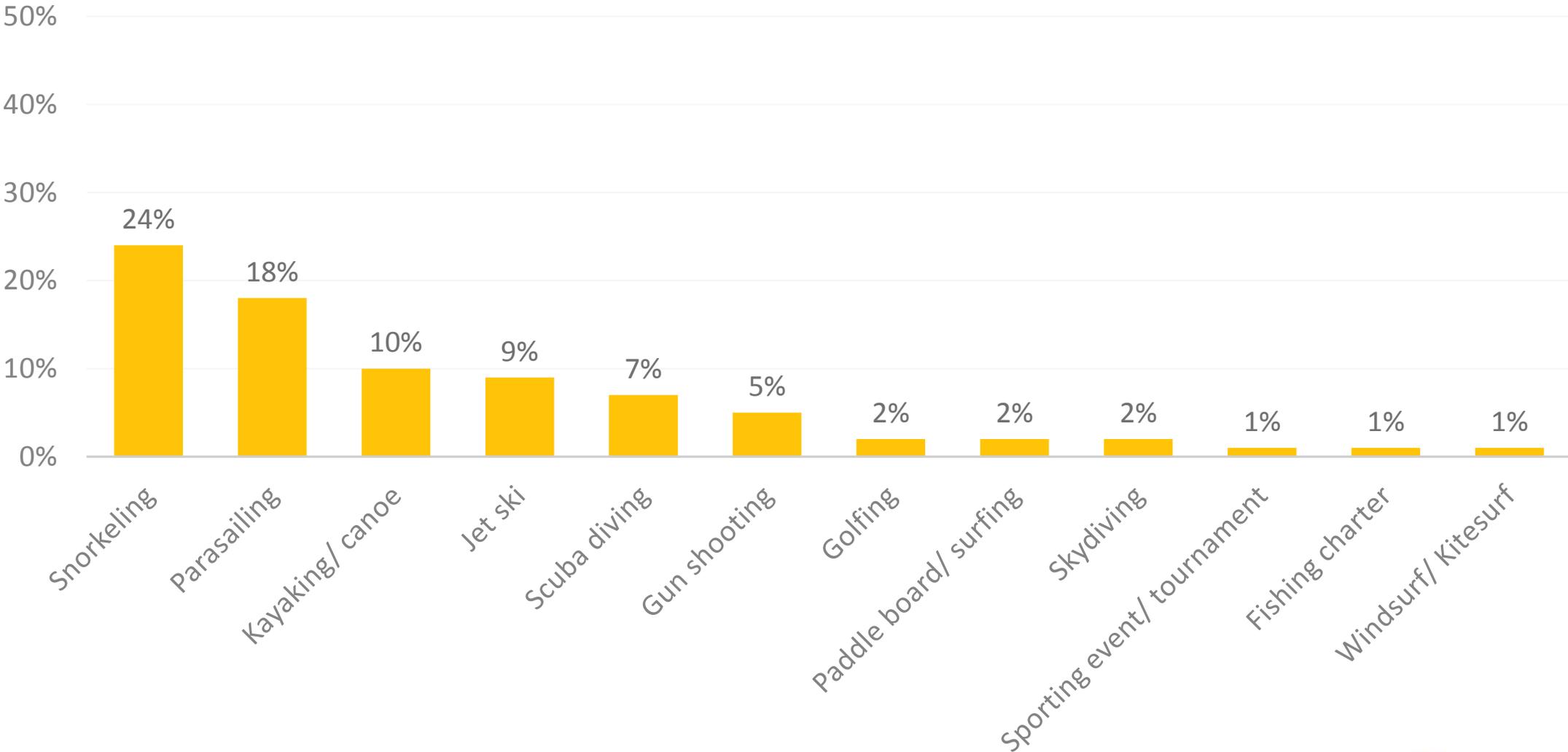
ACTIVITIES – SIGHTSEEING



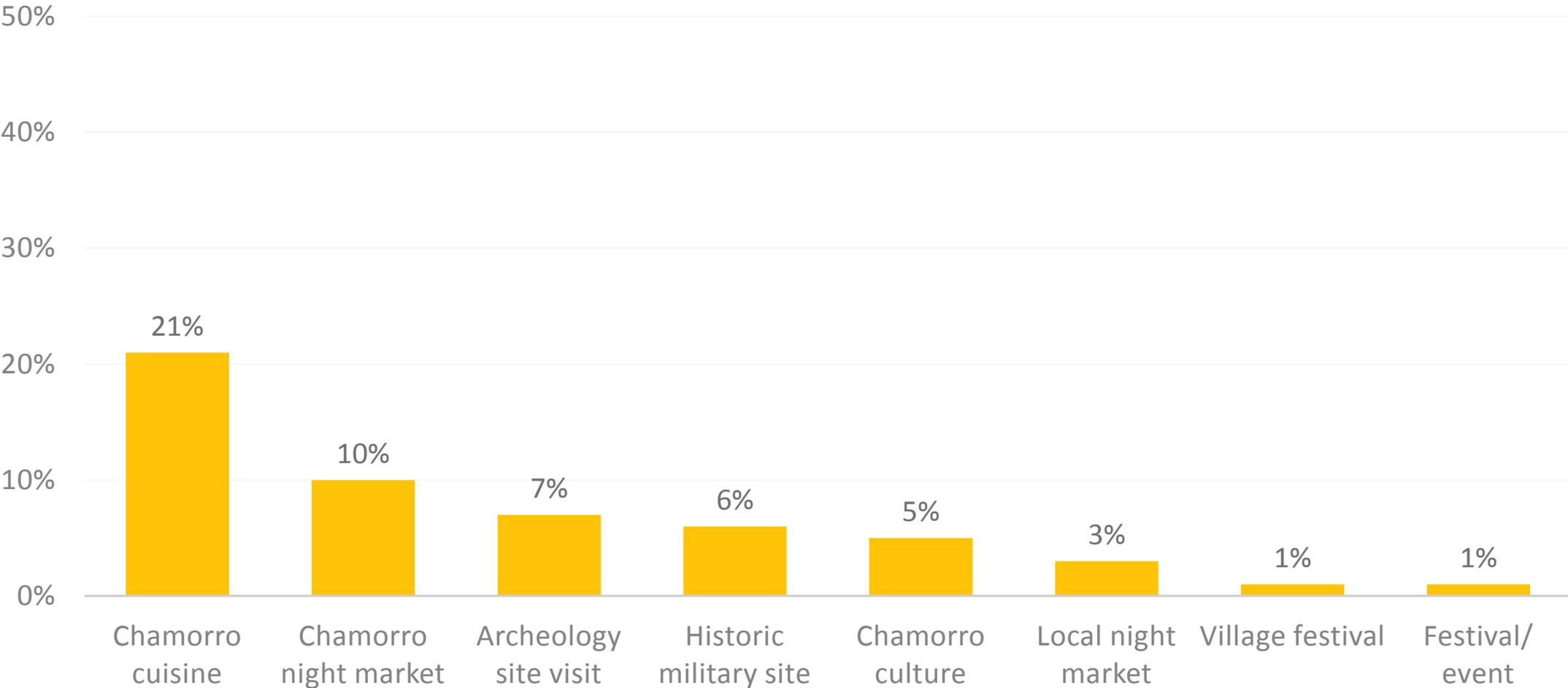
ACTIVITIES – RECREATION



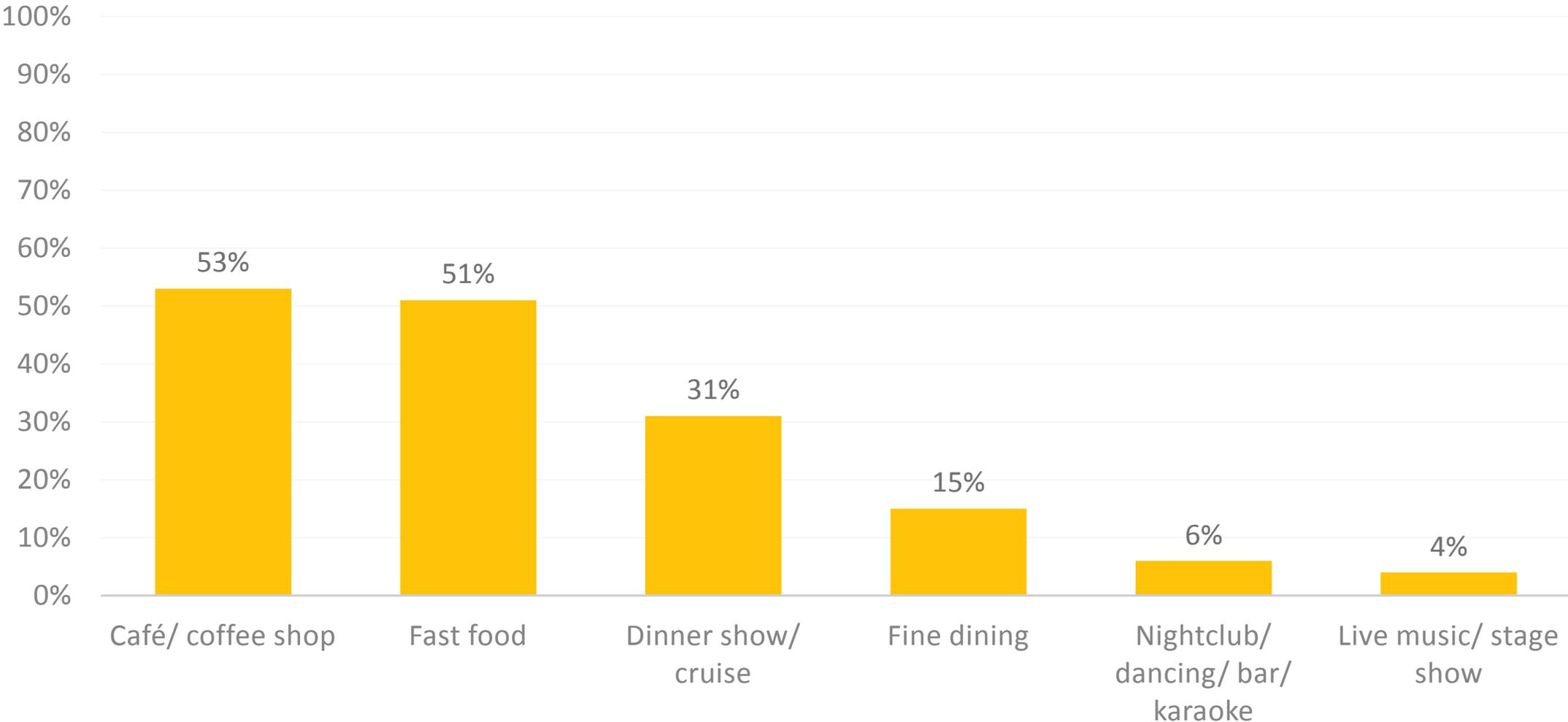
ACTIVITIES – SPORTS



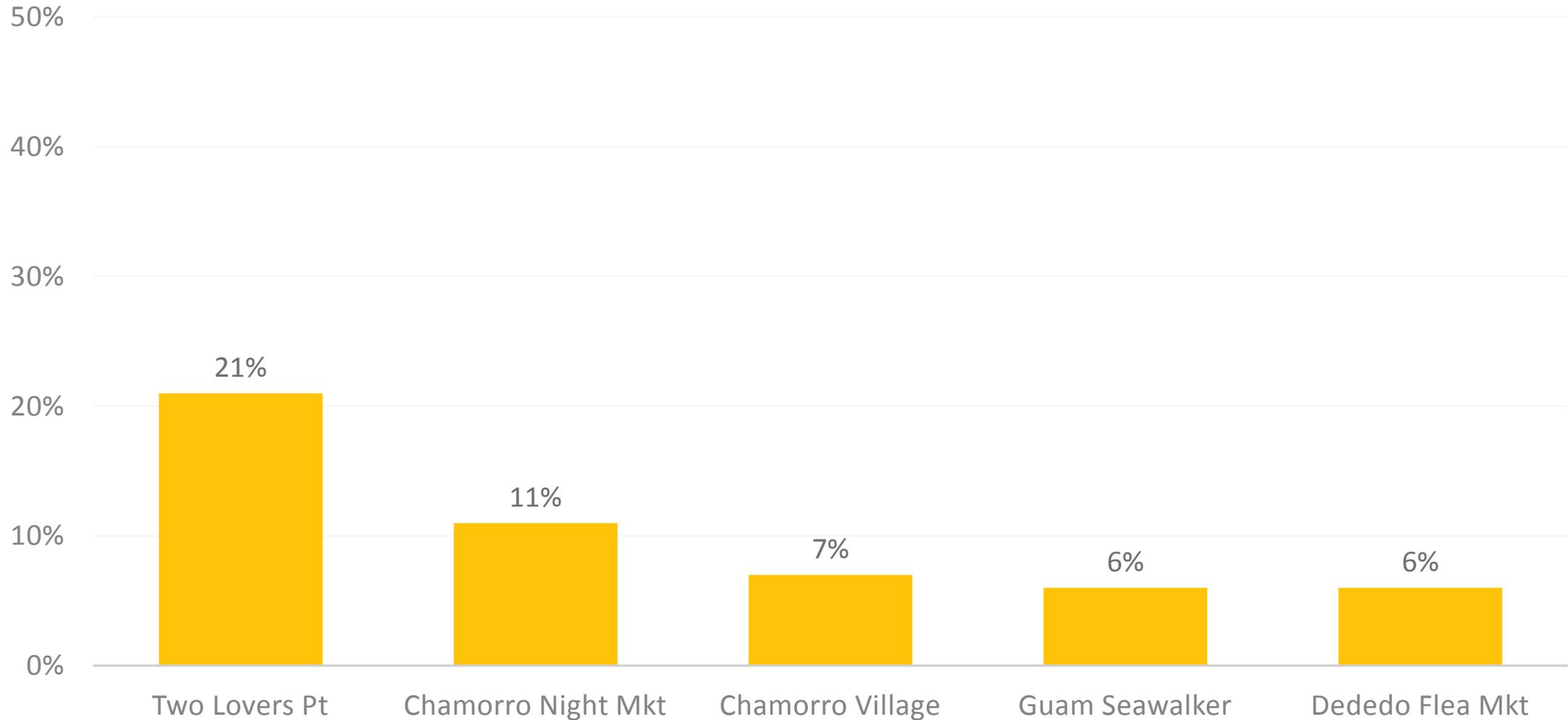
ACTIVITIES – HISTORY, CULTURE, ARTS



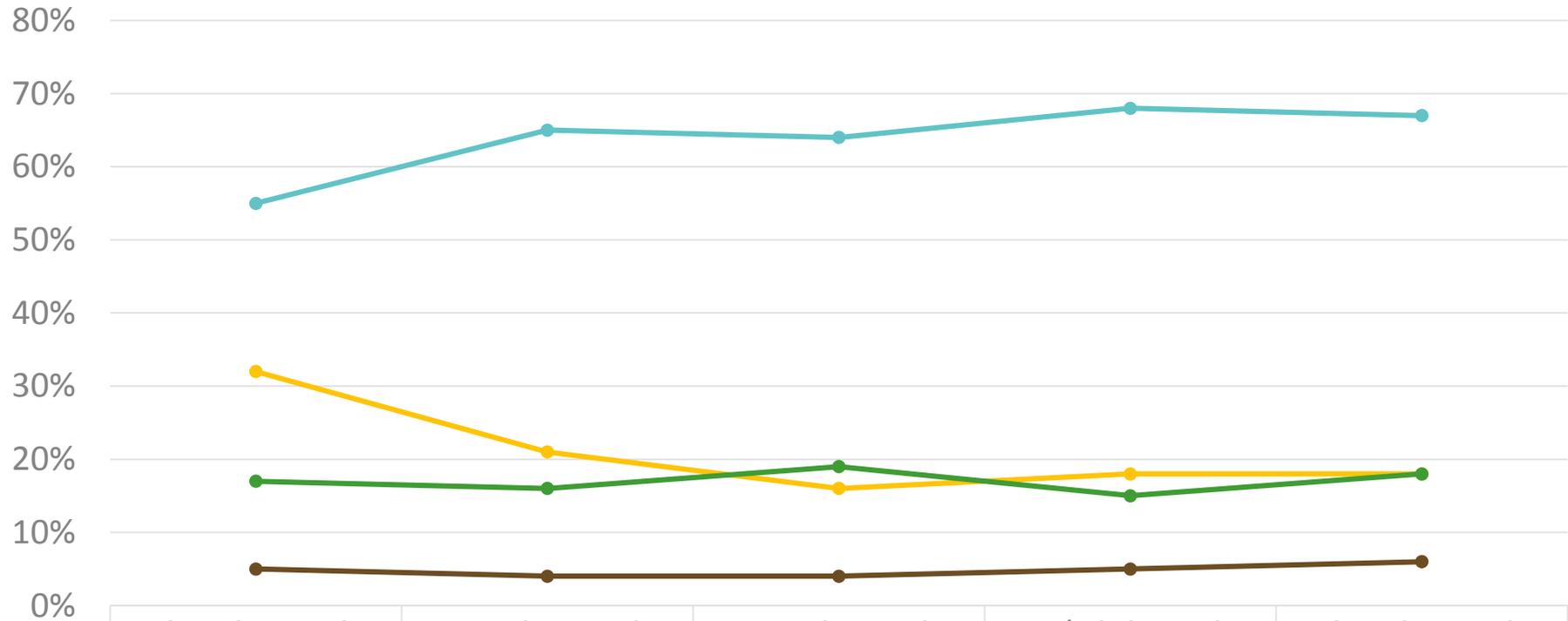
ACTIVITIES – ENTERTAINMENT & DINING



LOCAL ATTRACTIONS – TOP RESPONSES (5%+)



LOCAL CULTURE – OBSTACLES



	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19
— Scheduling conflict	55%	65%	64%	68%	67%
— Unaware	32%	21%	16%	18%	18%
— Did not want to	17%	16%	19%	15%	18%
— Did not know location	5%	4%	4%	5%	6%

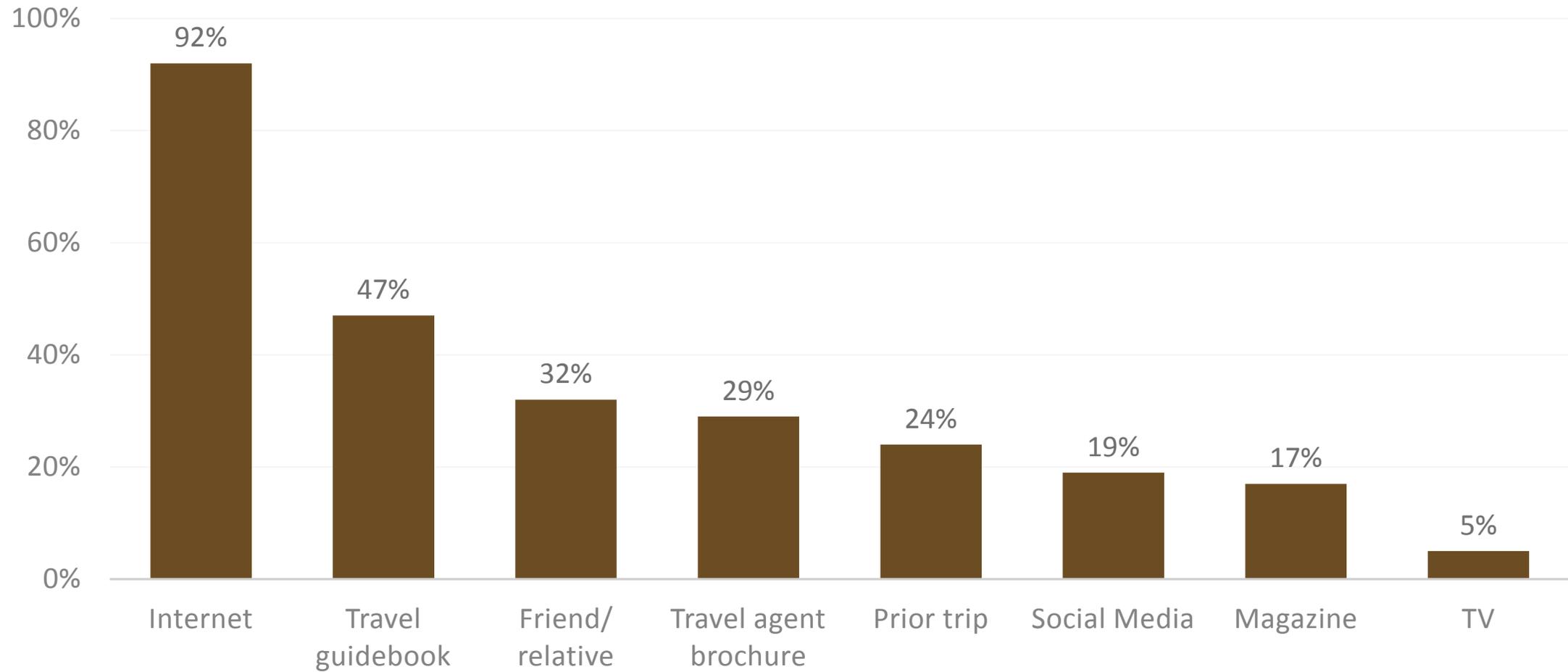


SECTION 6

SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION - SEGMENTATION

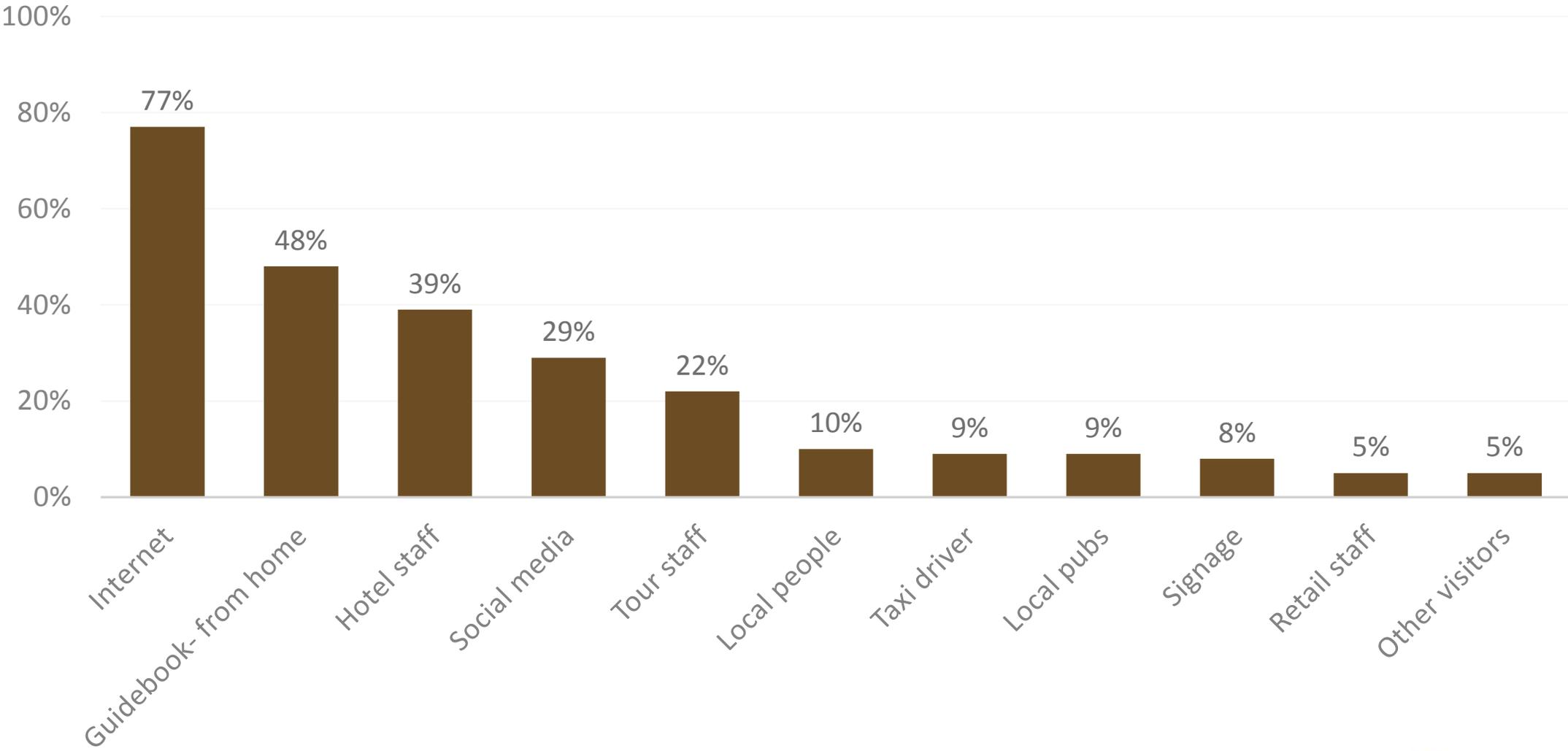
GVB VISITOR SATISFACTION STUDY

Q5 Please select the top three sources of information you used to find out about Guam before your trip

		TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
		-	-	-	-	-	-	-	-
Q5	Internet/Mobile App	92%	92%	95%	93%	93%	81%	86%	90%
	Travel guide book at bookstores	47%	50%	49%	45%	21%	43%	49%	38%
	Friend or relative	32%	26%	30%	32%	50%	19%	38%	21%
	Travel agent brochure	29%	33%	29%	34%	14%	52%	34%	22%
	I have been to Guam before	24%	28%	29%	23%	36%	52%	16%	55%
	Social media	19%	14%	16%	14%	14%	5%	13%	16%
	Magazine (consumer)	17%	20%	15%	17%		14%	26%	16%
	TV	5%	6%	4%	7%	7%	10%	7%	4%
	Co-worker/ company travel department	3%	2%	4%	6%	29%		3%	2%
	Guam Visitors Bureau office	1%	1%	2%	1%		5%		1%
	Consumer travel shows	1%	0%	2%	0%			1%	0%
	Guam Visitors Bureau promotional activities	1%	1%	1%	0%				1%
	Newspaper	0%	0%		1%				
	Travel trade shows	0%							0%
	Radio	0%							
	Theater ads	0%	0%						0%
	Total	1058	506	237	215	14	21	105	451

Prepared by Anthology Research

ONISLE SOURCES OF INFORMATION



ONISLE SOURCES OF INFORMATION

GVB VISITOR SATISFACTION STUDY

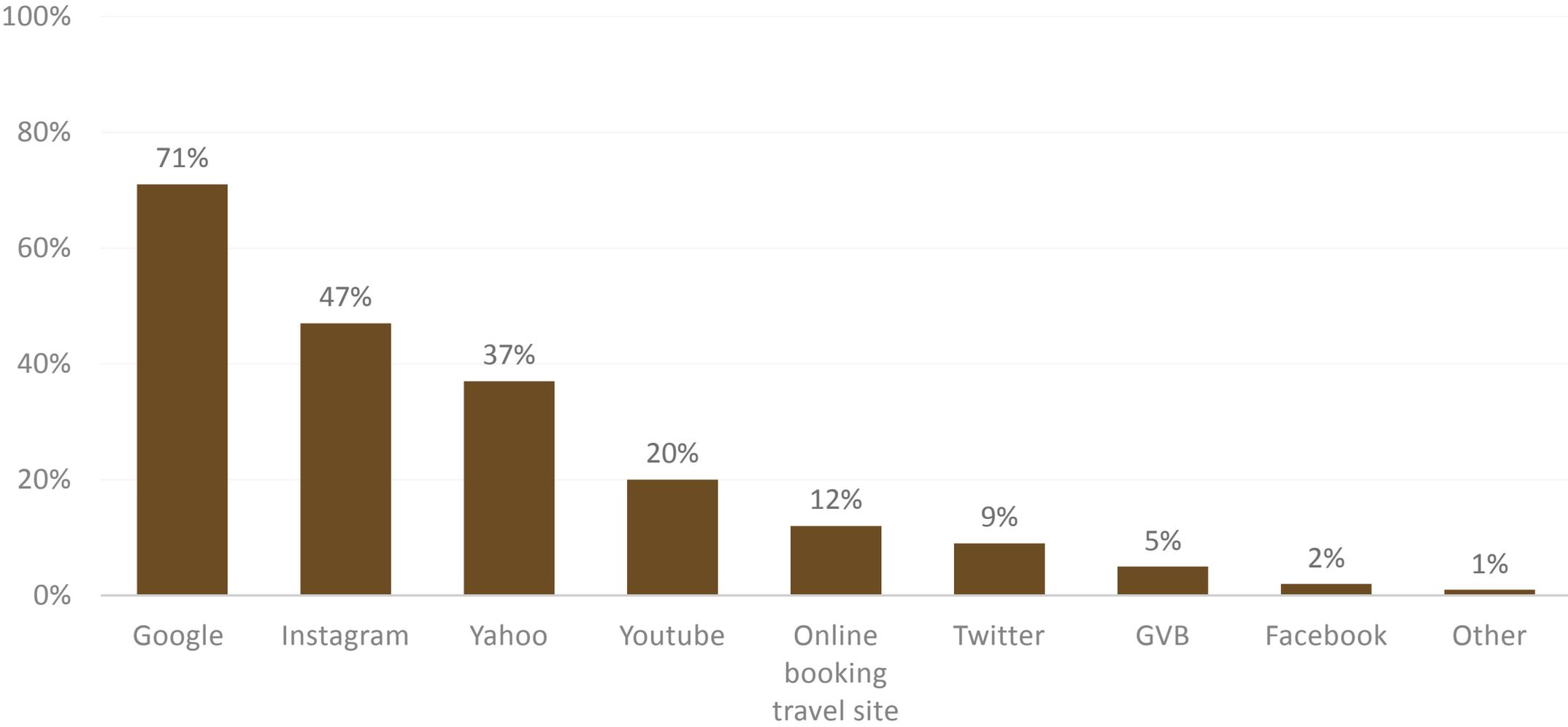
Q6 Please select the top three sources of information you used to find out about Guam while you were here

		TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
		-	-	-	-	-	-	-	-
Q6	Internet/ Mobile App	77%	78%	78%	80%	64%	62%	80%	77%
	Guide books I brought with me	48%	56%	52%	42%	29%	33%	44%	49%
	Hotel staff	39%	42%	36%	39%	50%	52%	46%	37%
	Social Media	29%	25%	31%	23%	21%	24%	28%	31%
	Tour staff	22%	25%	27%	36%	29%	52%	20%	23%
	Local people	10%	8%	6%	9%	7%	14%	6%	9%
	Local publication	9%	10%	8%	7%	21%	5%	10%	9%
	Taxi drivers	9%	6%	7%	10%	21%		11%	8%
	Signs/ advertisement	8%	7%	7%	8%	14%	5%	10%	9%
	Retail staff	5%	4%	4%	4%		14%	3%	4%
	Other visitors	5%	3%	5%	6%	14%	5%	6%	4%
	Restaurant staff (outside hotel)	4%	3%	0%	4%	7%	5%	4%	4%
	Visitors channel	2%	3%	3%	1%			2%	2%
	Guam Visitors Bureau	2%	2%	1%	0%		5%		3%
	Total	1058	506	237	215	14	21	105	451

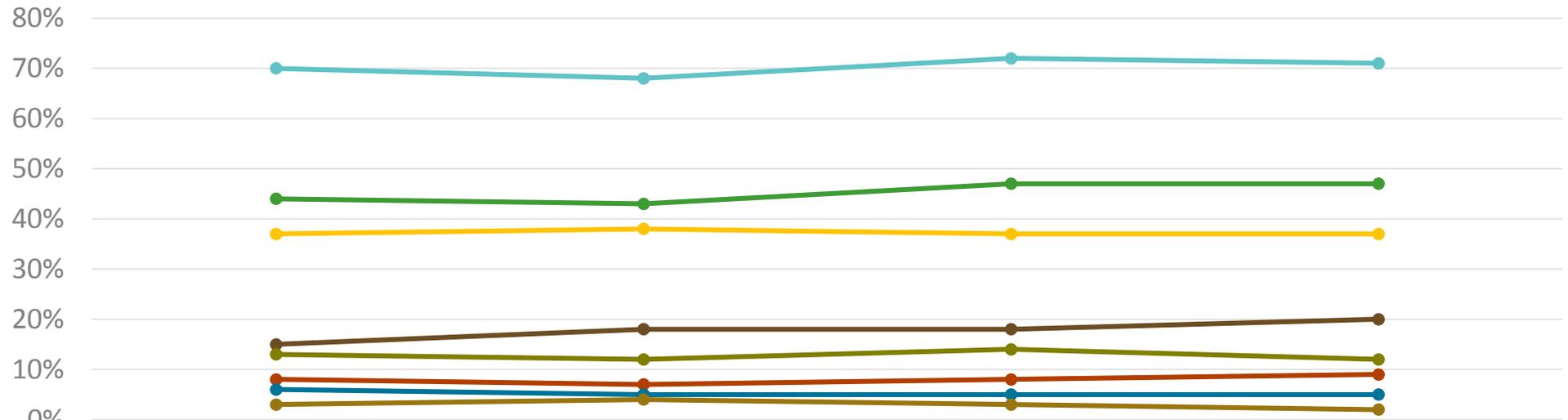
Prepared by Anthology Research



ONLINE SOURCES OF INFORMATION



ONLINE SOURCES OF INFORMATION



	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19
Google	70%	68%	72%	71%
Yahoo	37%	38%	37%	37%
Instagram	44%	43%	47%	47%
Youtube	15%	18%	18%	20%
Online Booking Trvl Site	13%	12%	14%	12%
Twitter	8%	7%	8%	9%
GVB	6%	5%	5%	5%
Facebook	3%	4%	3%	2%



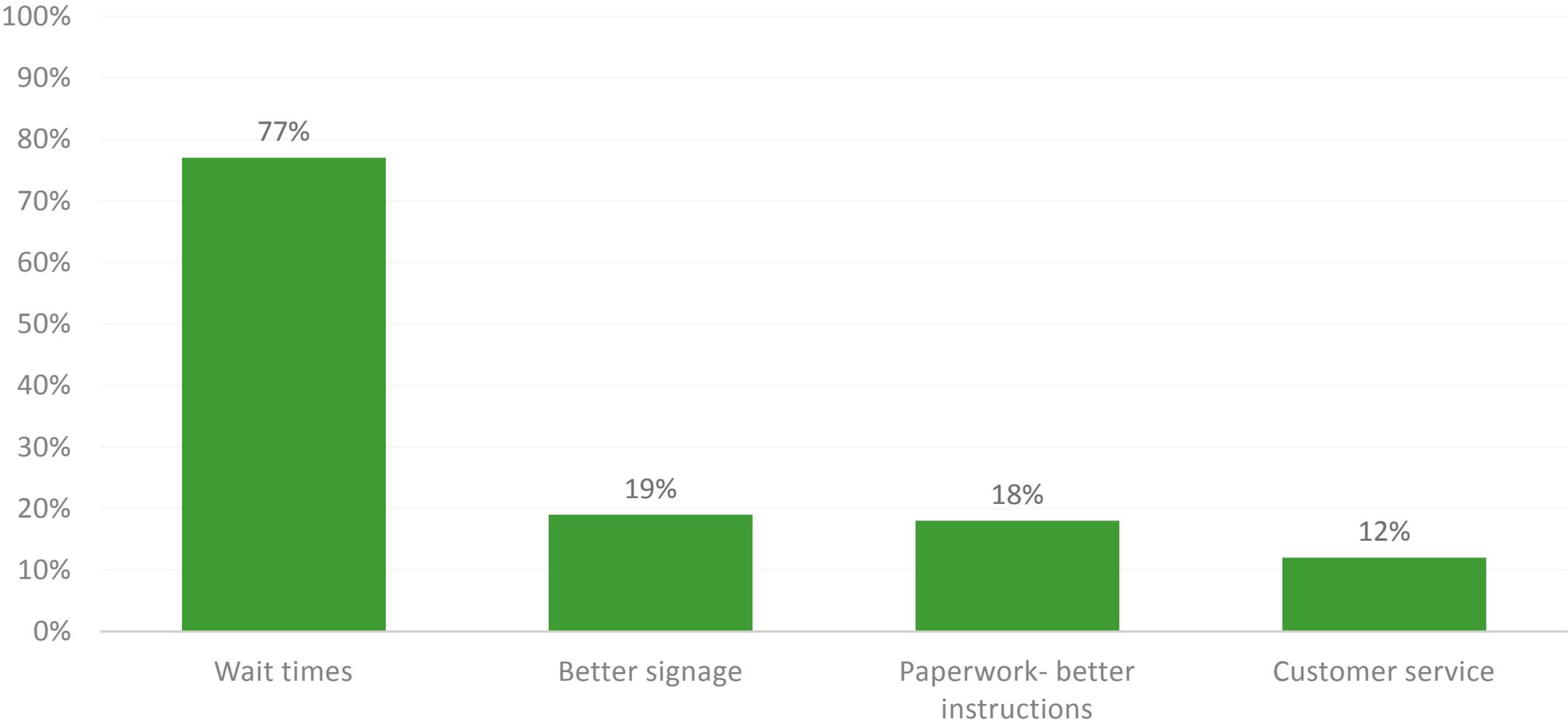
SECTION 7
IMMIGRATION



IMPACT OF AIRPORT IMMIGRATION SVC ON FUTURE TRAVEL TO GUAM



AIRPORT – SECURITY/ IMMIGRATION ISSUES



Q: What about the security screening and/ or immigration process here at the Guam International Airport could be improved?





SECTION 8

ADVANCED STATS



ANALYSIS TECHNIQUE

- Dependent variables: total per person on island expenditure and overall satisfaction (numeric)
- Independent variables are satisfaction with different aspects of trip to Guam (numeric).
- Use of linear stepwise regression to derive predictors (drivers) of on-island expenditure and overall satisfaction, Since both the independent and dependent variables are numeric.
- This determines the significant ($p < .05$) drivers and the percentage of the dependent variables accounted for by each significant predictor and by all of them combined.
- The predictor variables (drivers) are ranked on the percentage they account for the dependent variable. The top two ranked independent variables generally account for the largest percentages of the dependent variable and are thus the best predictors (drivers) of the dependent variable.

DRIVERS – OVERALL SATISFACTION

Comparison of Drivers of Overall Satisfaction, Annual by Quarter 2019					
	Jan-Mar 2019	Apr-Jun 2019	Jul-Sep 2019	Oct-Dec 2019	Jan-Dec 2019
Drivers:	rank	rank	rank	rank	rank
Entertainment	3	4	1	1	1
Shopping	1	7	3	4	3
Dining	4	1			5
Beaches	2	2	2	2	2
Parks		6			7
Roads				3	
Sightseeing Areas		3	4		4
Being a safe and secure destination	5	5	5		6
% of Overall Satisfaction Accounted For	50.3%	48.8%	58.8%	38.2%	52.3%
NOTE: Only significant drivers are included.					



DRIVERS – OVERALL SATISFACTION

- **Overall satisfaction** with the Japan visitor's experience on Guam is driven by four significant factors in the FY2020 QTR.1 (Oct-Dec 2019) Period. By rank order they are:
 - **Entertainment,**
 - **Beaches,**
 - **Roads, and**
 - **Shopping.**
- With these factors the overall r^2 is .382, meaning that **38.2% of overall satisfaction is accounted for by these factors.**

DRIVERS – ONISLE EXPENDITURES

Comparison of Drivers of Per Person On Island Expenditures, Jan-Dec by Quarter 2019					
	Jan-Mar 2019	Apr-Jun 2019	Jul-Sep 2019	Oct-Dec 2019	Jan-Dec 2019
Drivers:	rank	rank	rank	rank	rank
Entertainment					
Shopping					
Dining					
Beaches					
Parks					
Roads					
Sightseeing Areas					
Being a safe and secure destination					
% of Overall Satisfaction Accounted For	0.0%	0.0%	0.0%	0.0%	0.0%
NOTE: Only significant drivers are included.					



DRIVERS – ONISLE EXPENDITURES

- **Per Person On Island Expenditure** of Japan visitors on Guam is driven by no significant factor in the FY2020 QTR.1 (Oct-Dec 2019) Period.