

Guam Visitors Bureau

Korean Visitor Tracker Exit Profile & Market Segmentation Report

FY2018

QTR.2 (JAN – MAR 2018)

Prepared by: Anthology Research

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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 **1,059** 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 **1,059** is +/- 3.0 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 +/- 3.0 percentage points.

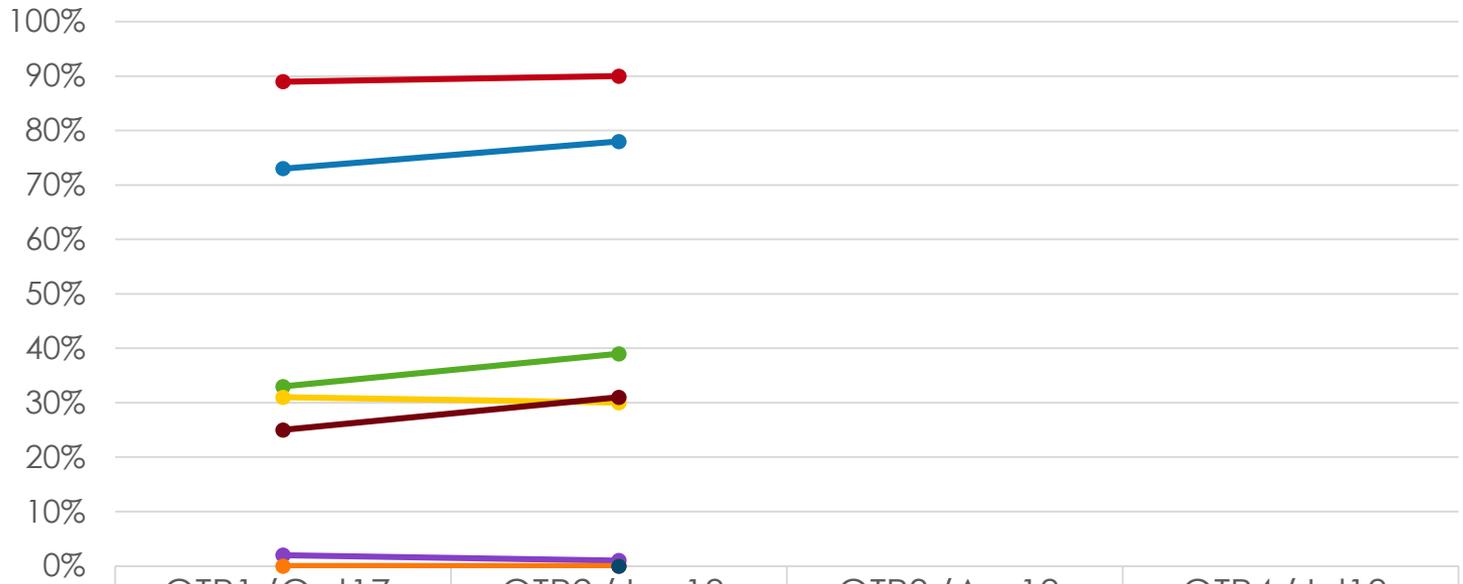
Objectives

- 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.

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

Key Highlighted Segments

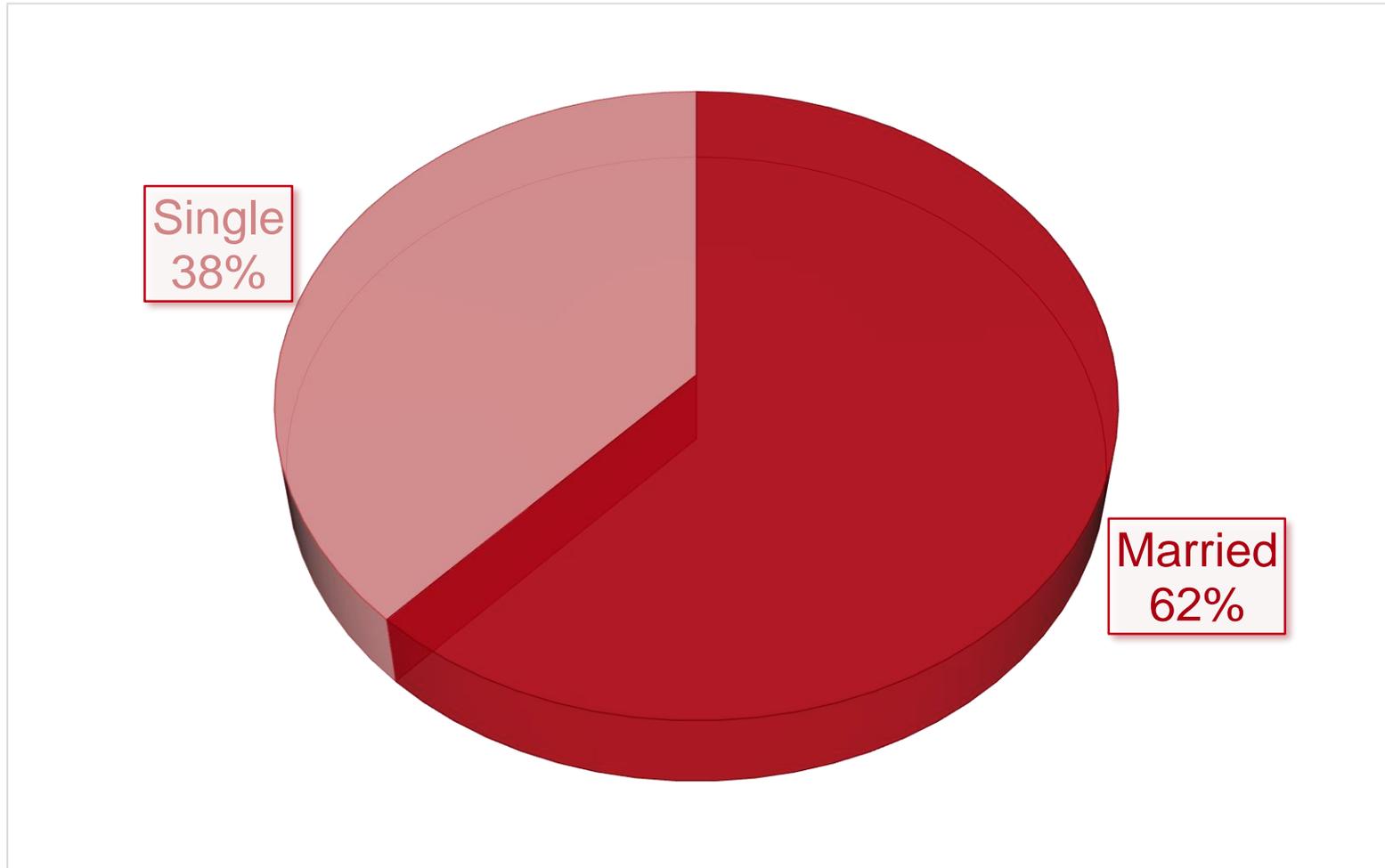


	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
Leisure Traveler	73%	78%		
Family	89%	90%		
Repeat	33%	39%		
FIT	31%	30%		
Honeymoon	2%	1%		
MICE	0%	0%		
Wedding		0%		
Group	25%	31%		

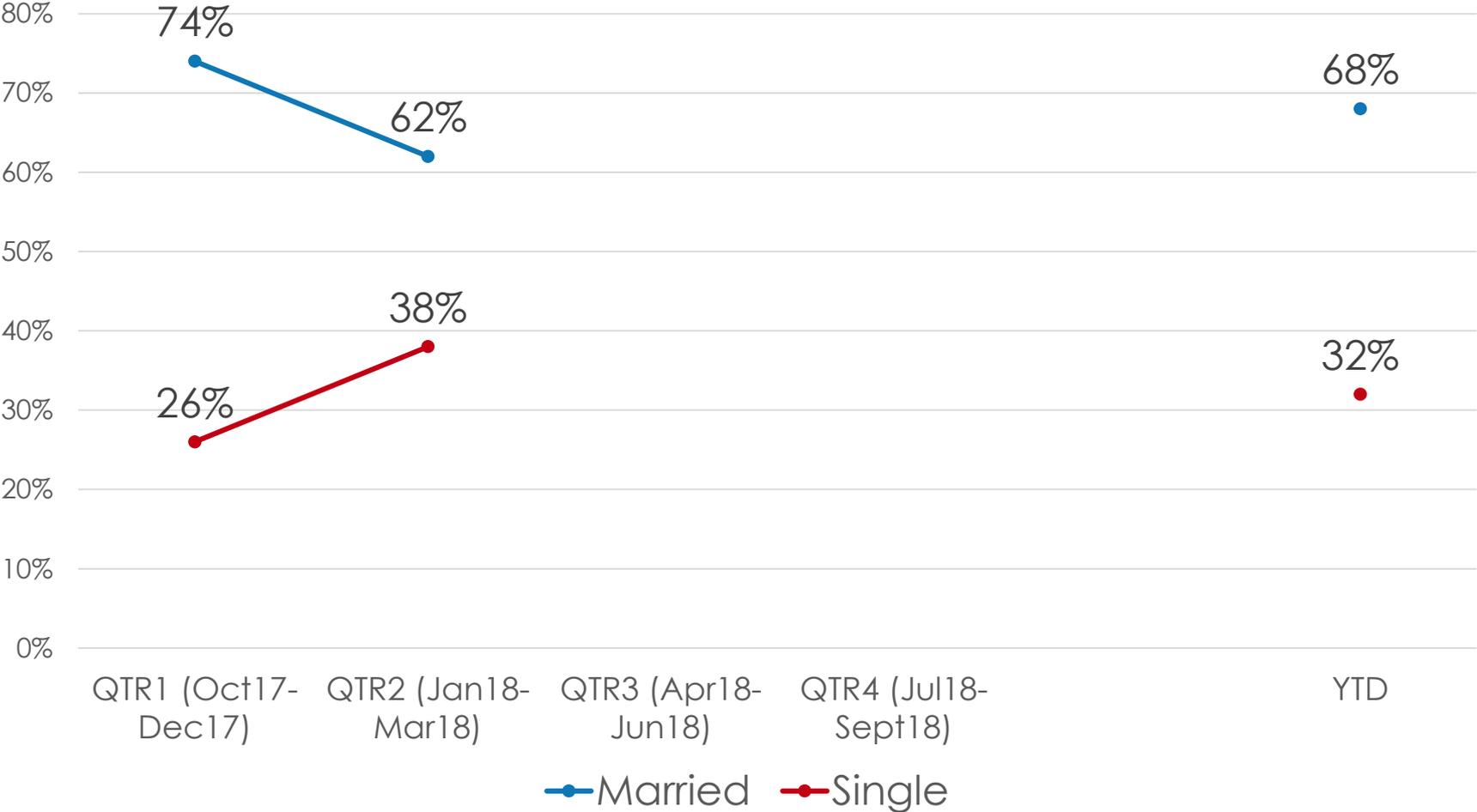
SECTION 1

PROFILE OF RESPONDENTS

Marital Status



Marital status – FY2018 Tracking



Marital status – Key Segments

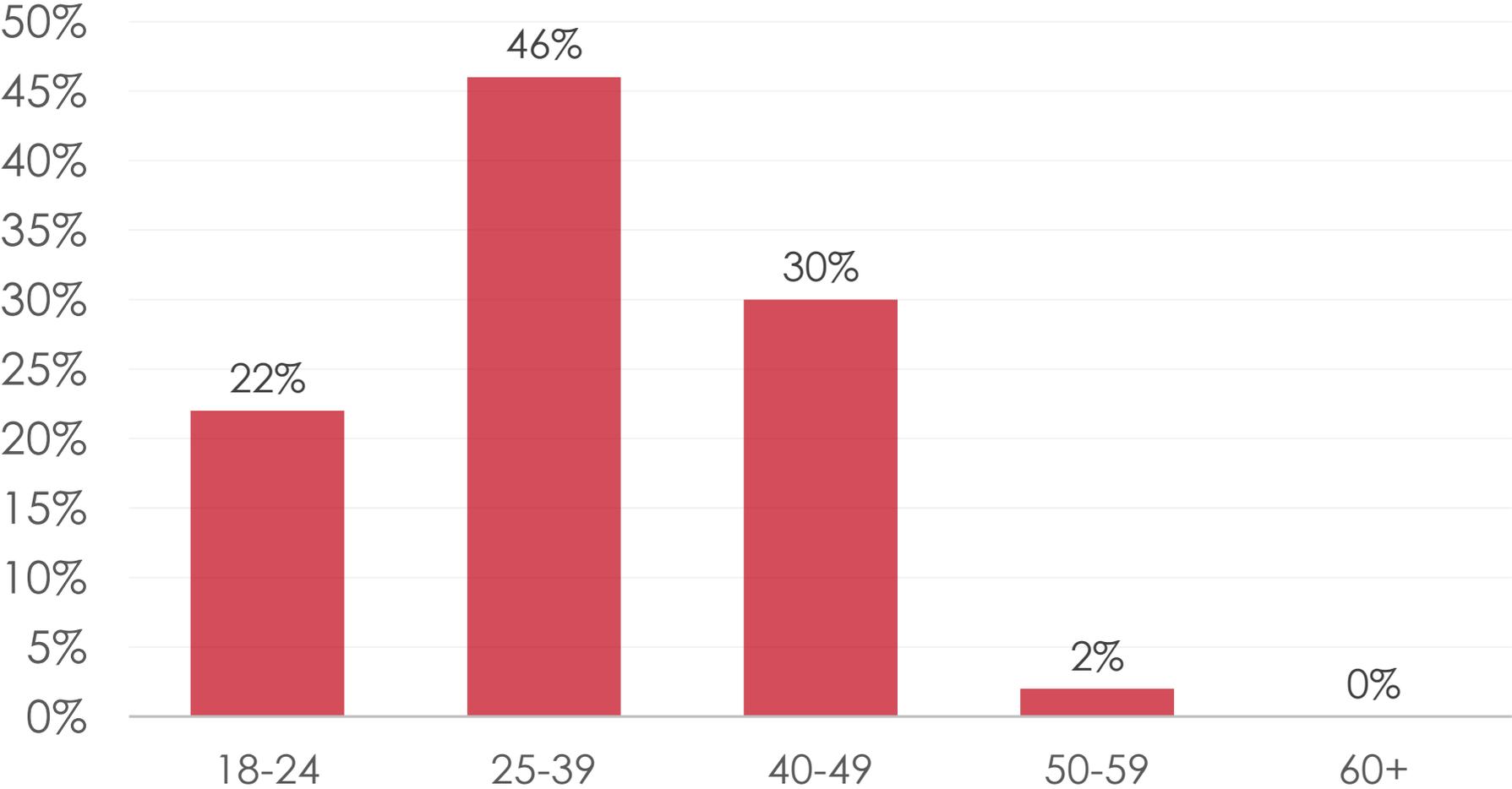
GVB EXIT SURVEY QE MARITAL STATUS

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
QE	Married	62%		100%	100%	63%	68%	58%	68%	35%
	Single	38%	100%			37%	32%	42%	32%	65%
	Total	1059	2	15	2	831	327	413	956	313

Prepared by Anthology Research

Age

MEAN = 34.46
MEDIAN = 36



Age – FY2018 Tracking



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)	YTD
MEAN	33.68	34.46			34.07
MEDIAN	33	36			34

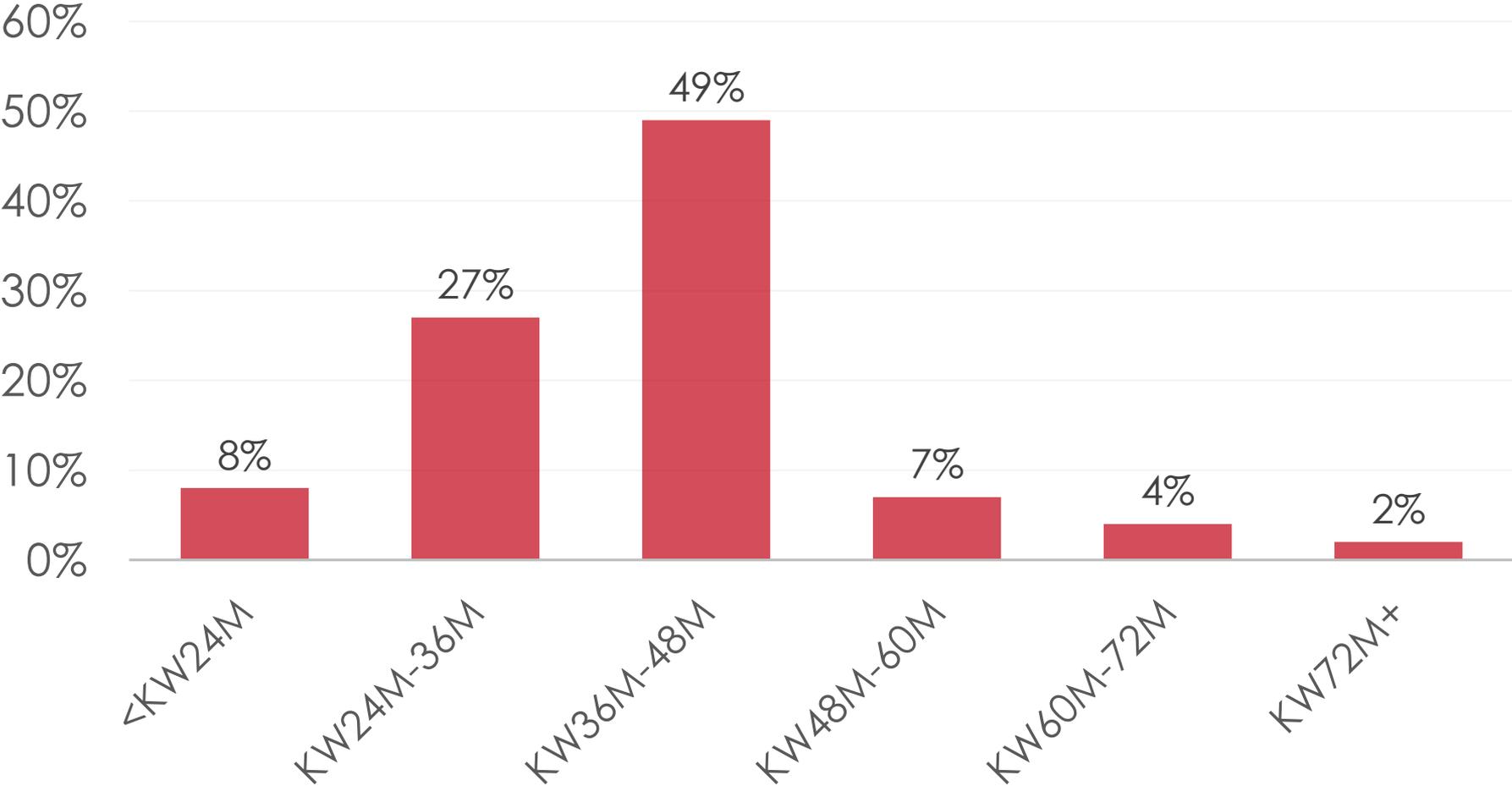
Age – Key Segments

GVB EXIT SURVEY AGE

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
SD	18-24	22%		13%		21%	19%	27%	23%	38%
	25-39	46%	100%	87%	50%	46%	41%	40%	42%	46%
	40-49	30%				31%	40%	32%	33%	16%
	50-59	2%			50%	2%	0%	1%	2%	
	60+	0%				0%		0%	0%	1%
	Total	1059	2	15	2	831	327	413	956	313
SD	Mean	34.46	31.00	28.60	45.50	34.72	35.95	34.27	35.08	29.95
	Median	36	31	29	46	36	39	36	37	29

Prepared by Anthology Research

Annual Household Income



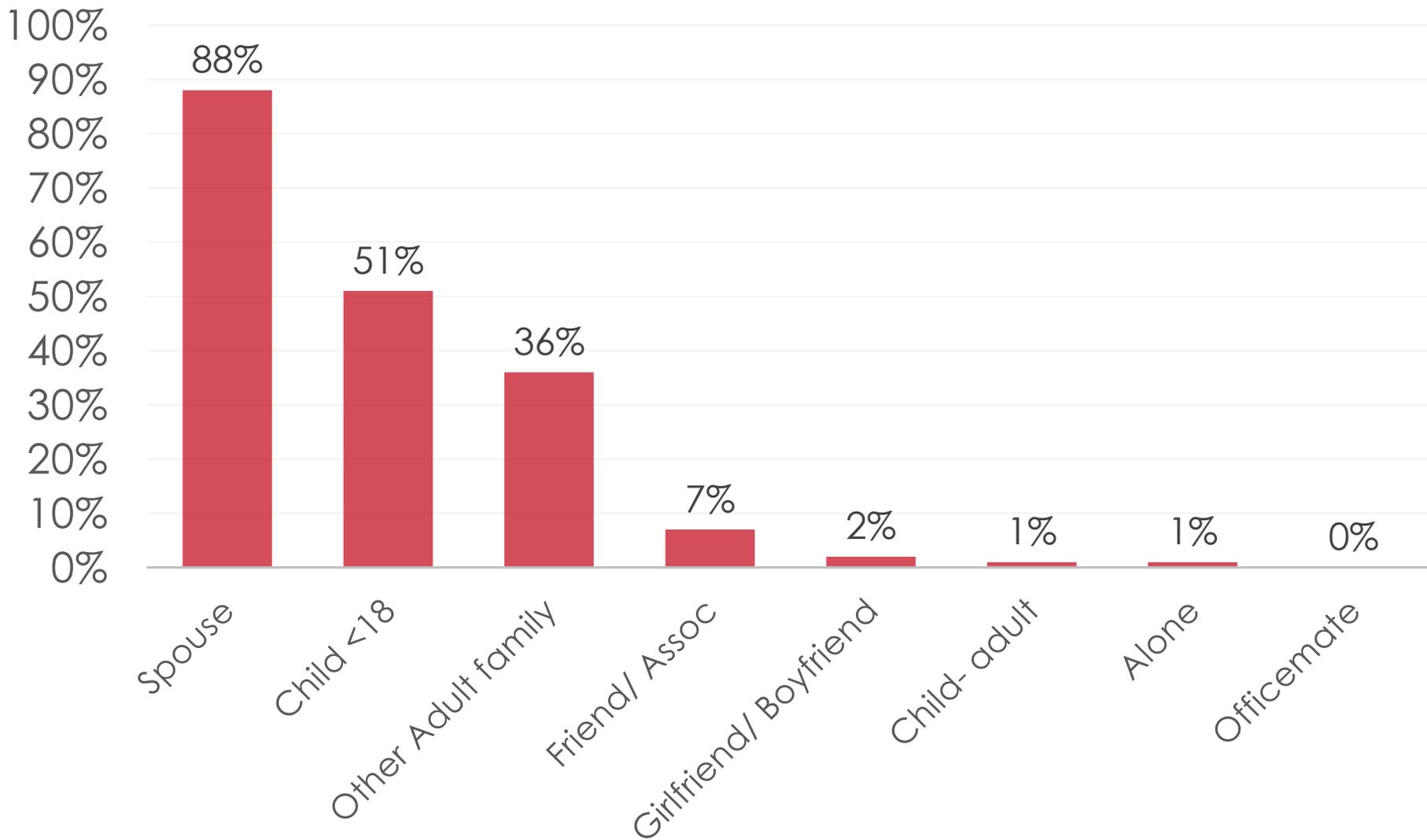
Annual Household Income – Key Segments

GVB EXIT SURVEY
Q26 Household income:

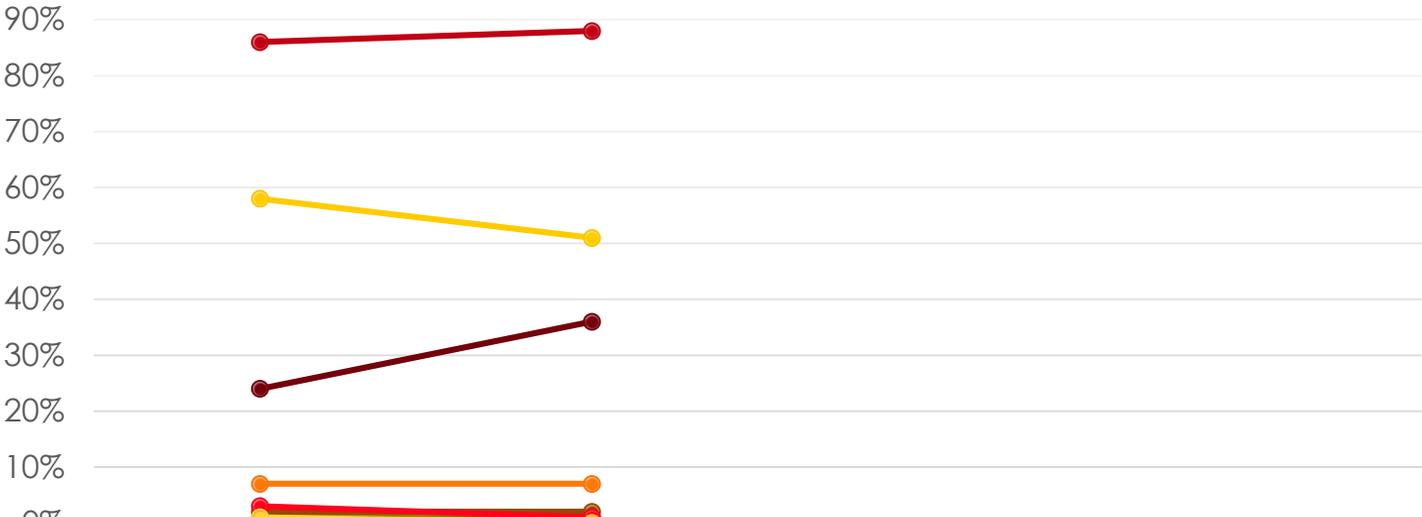
		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q26	Up to KW12,000,000	5%				5%	0%	1%	0%	7%
	KW12,000,001 ~ KW24,000,000	3%		20%		4%	0%	1%	3%	4%
	KW24,000,001 ~ KW36,000,000	27%	100%	53%		27%	25%	32%	29%	41%
	KW36,000,001 ~ KW48,000,000	49%		20%	50%	49%	70%	59%	53%	37%
	KW48,000,001 ~ KW60,000,000	7%		7%		7%	3%	5%	8%	4%
	KW60,000,001 ~ KW72,000,000	4%				4%		1%	4%	1%
	More than KW72,000,001	2%			50%	2%	1%	1%	2%	1%
	No Income	3%				3%	0%	1%	1%	4%
	Total	1058	2	15	2	831	326	412	955	313

Prepared by Anthology Research

Travel Party



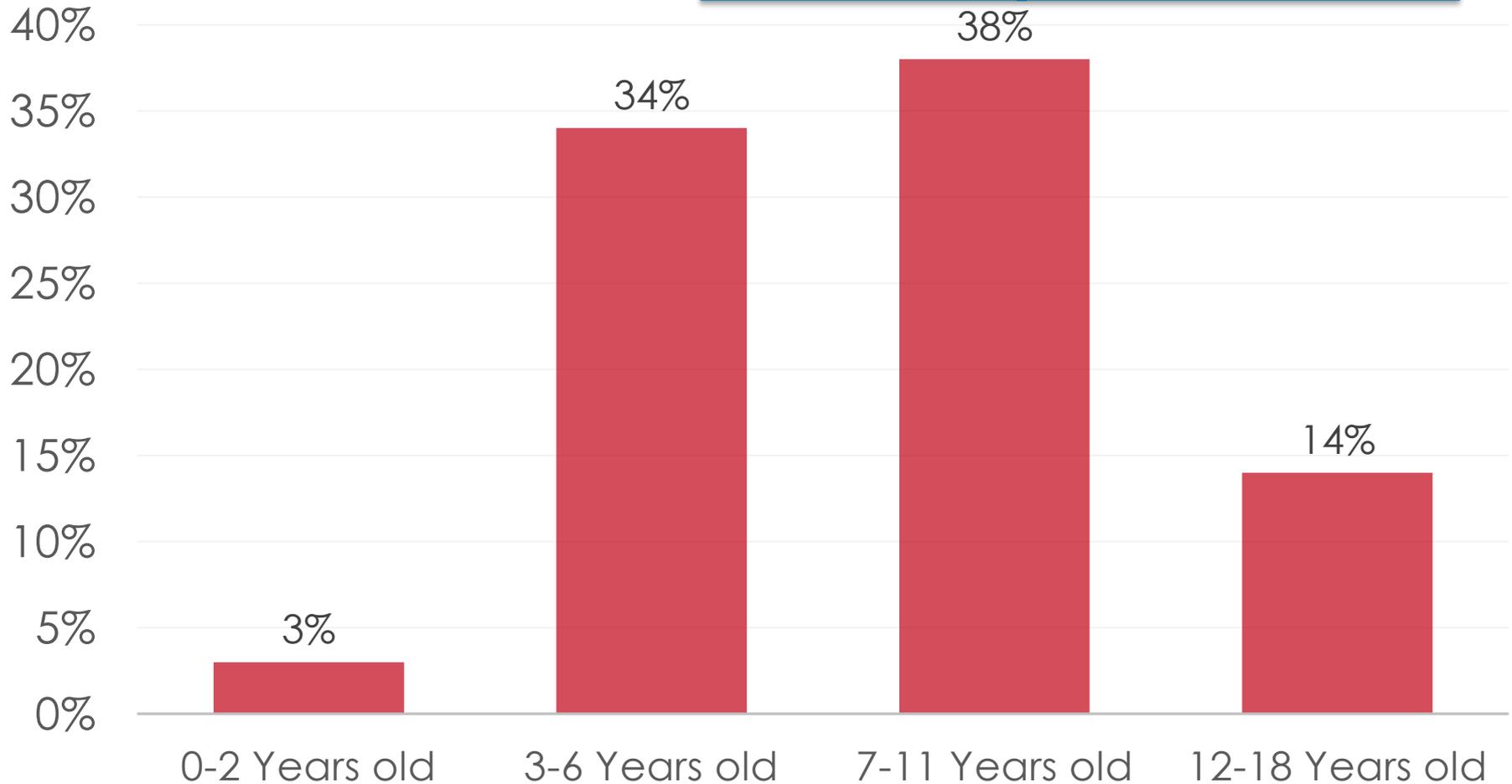
Travel Party



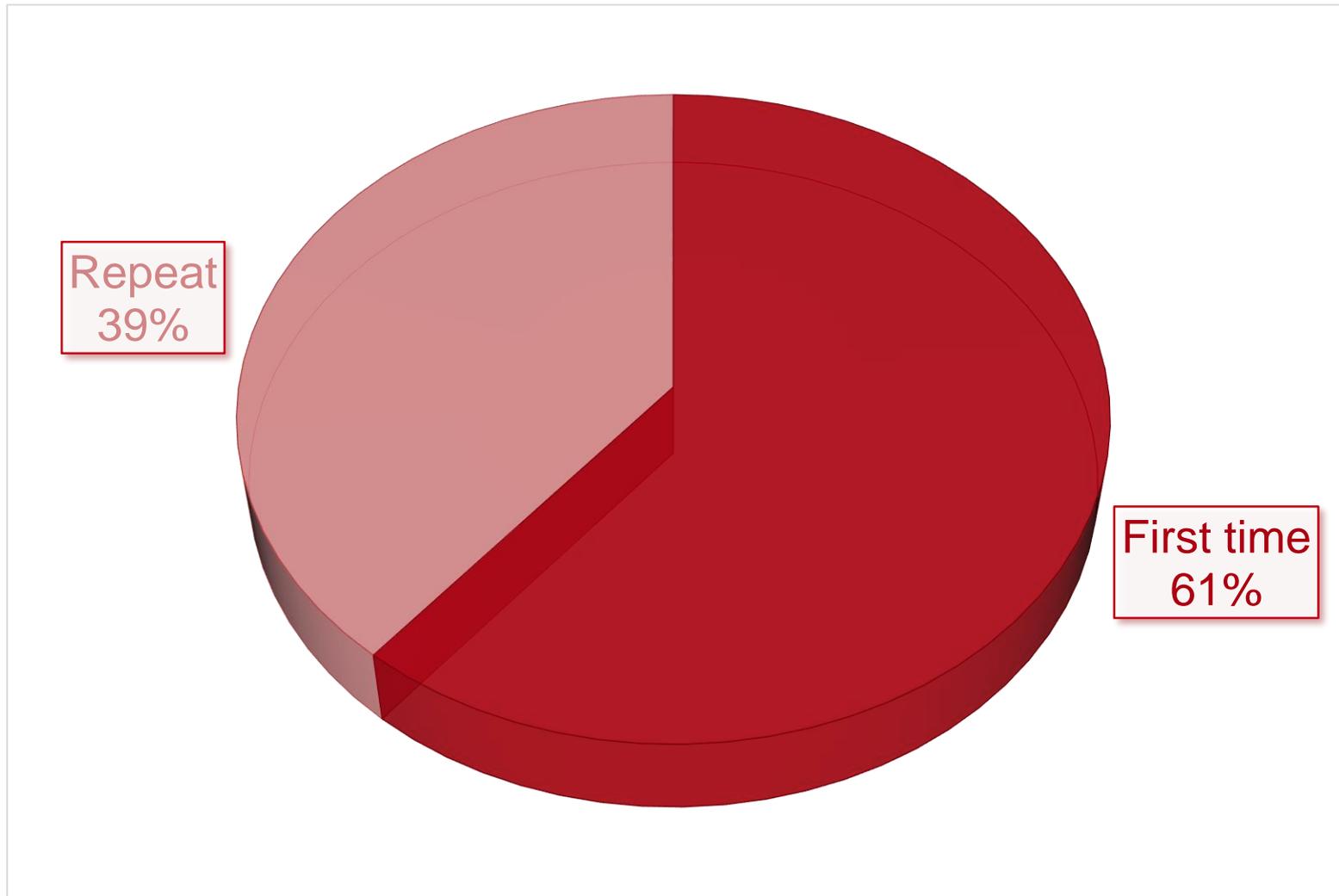
	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
Spouse	86%	88%		
Child <18	58%	51%		
Friend/ Assoc	7%	7%		
Other Adult Family	24%	36%		
Alone	1%	1%		
Girlfriend/ Boyfriend	2%	2%		
Child- Adult	3%	1%		
Office	1%	0%		

Travel Party - Children

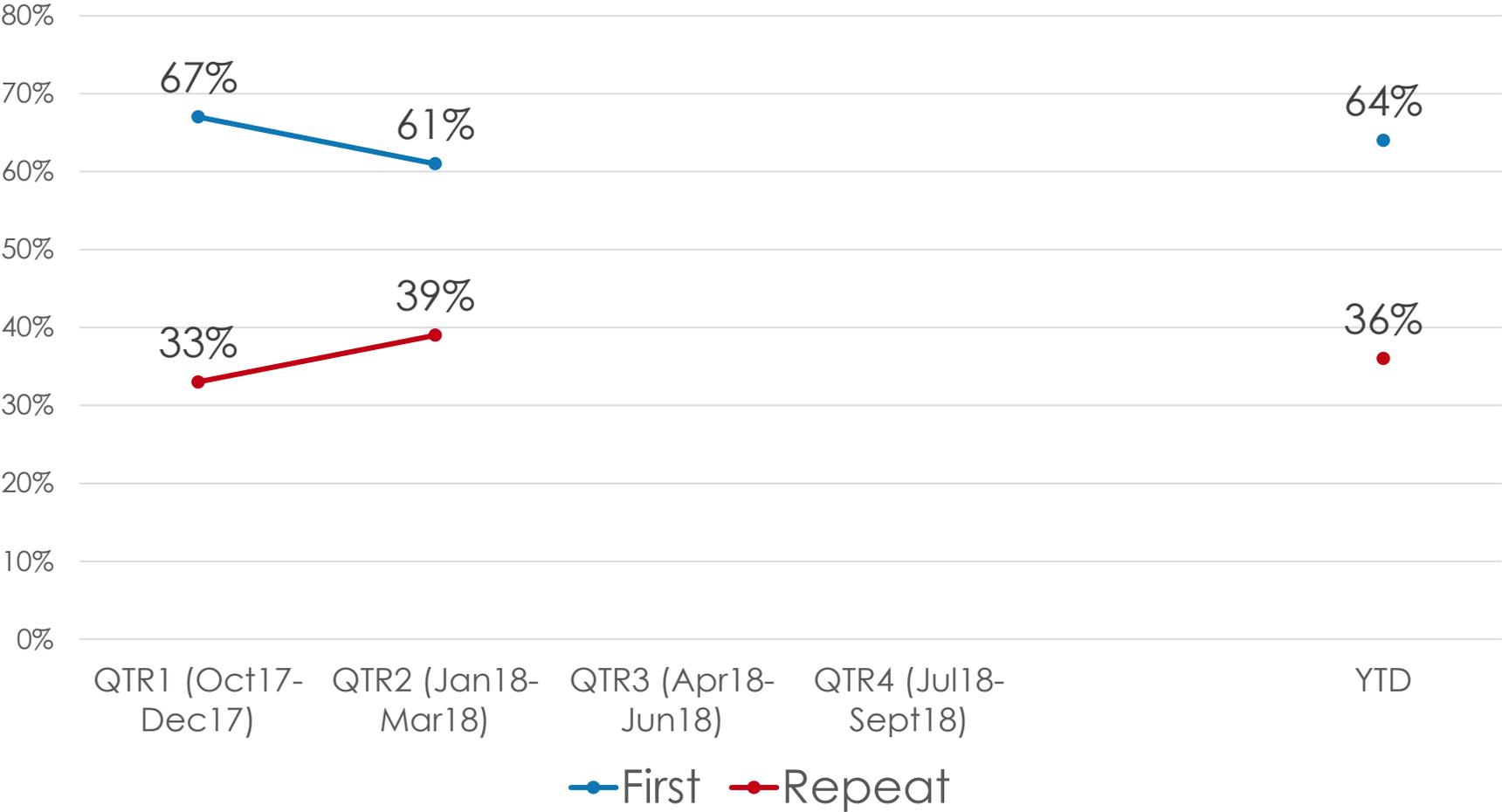
51% TRAVELING WITH A CHILD



Trips to Guam



Trips to Guam – FY2018 Tracking



Trips to Guam – Key Segments

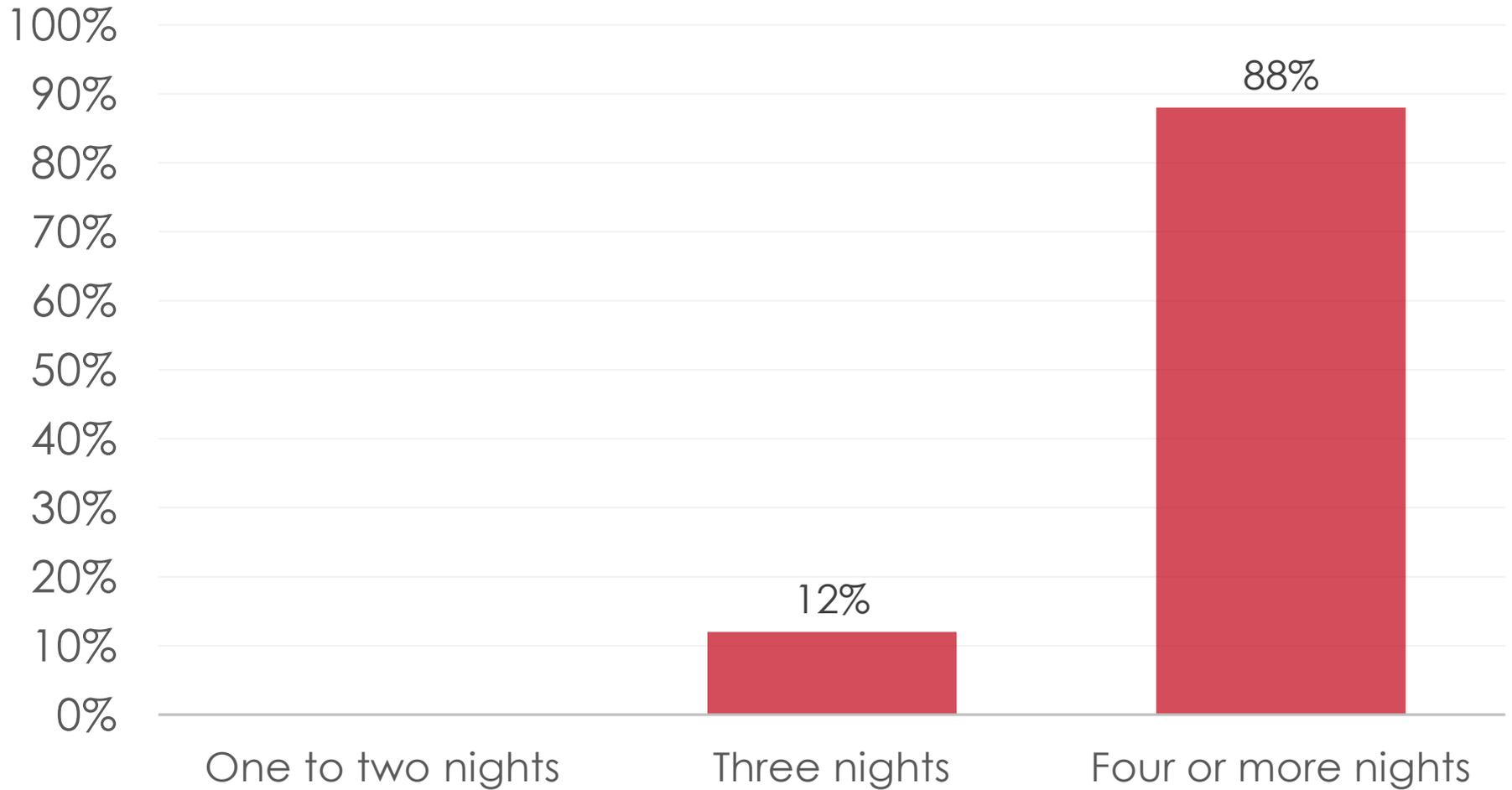
GVB EXIT SURVEY
Q3 Including this trip, how many times have you visited Guam?

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q3	1st Time	61%	50%	93%	100%	63%	49%		59%	53%
	Repeat	39%	50%	7%		37%	51%	100%	41%	47%
	Total	1059	2	15	2	831	327	413	956	313
Q3	Mean	1.42	1.50	1.07	1.00	1.39	1.51	2.08	1.42	1.57
	Median	1	2	1	1	1	2	2	1	1

Prepared by Anthology Research

Length of Stay

MEAN NUMBER OF NIGHTS = 8.38
MEDIAN NUMBER OF NIGHTS = 8



Length of Stay – FY2018 Tracking



	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)	YTD
MEAN	4.90	8.38			6.64
MEDIAN	4	8			5

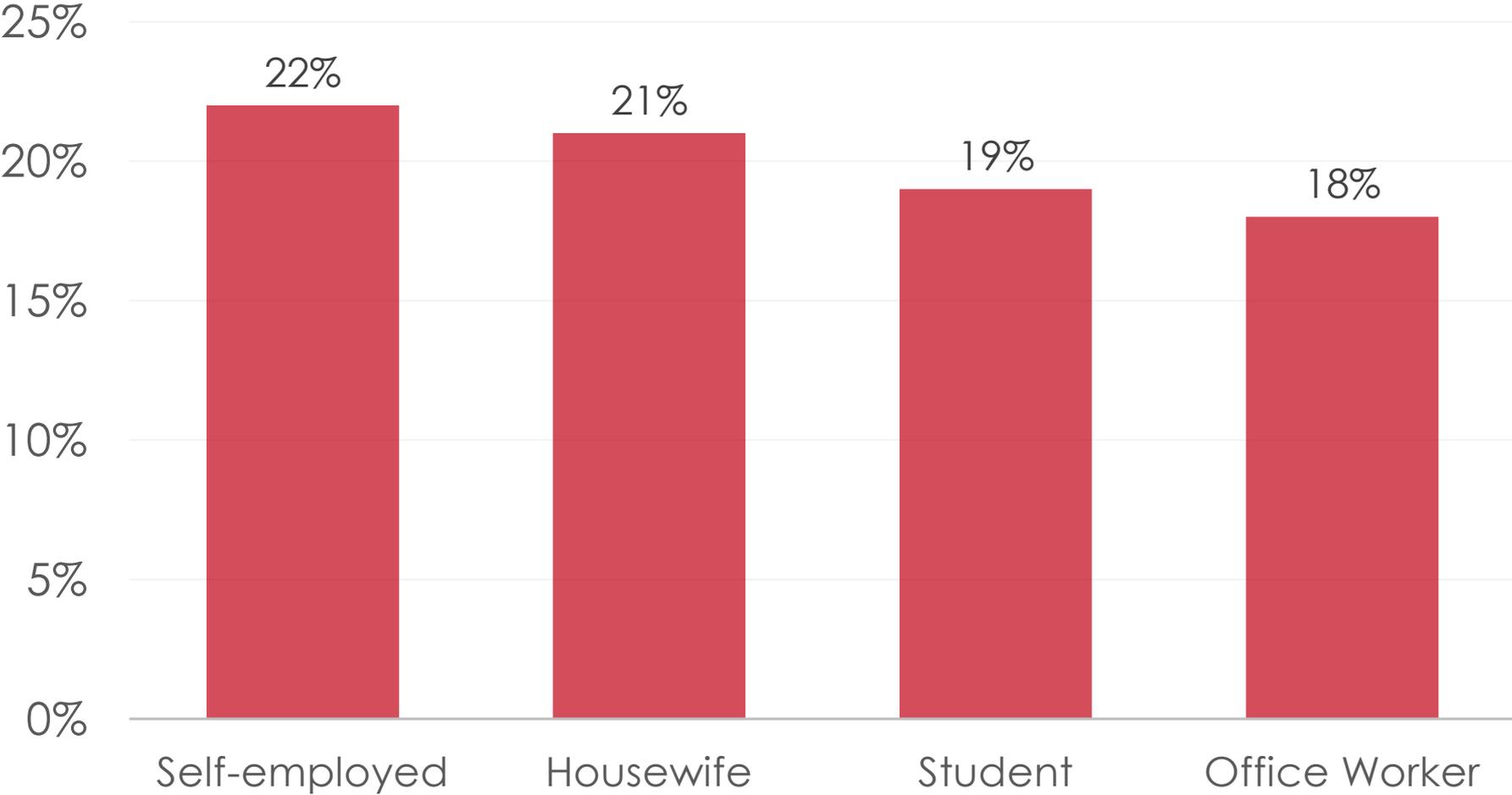
Length of Stay – Key Segments

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

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
SA	3	12%	100%	20%		12%	1%	5%	8%	14%
	4+	88%		80%	100%	88%	99%	95%	92%	86%
	Total	1059	2	15	2	831	327	413	956	313
SA	Mean	8.38	3.00	5.07	6.50	8.46	10.65	9.75	8.87	8.73
	Median	8	3	5	7	9	11	11	9	9

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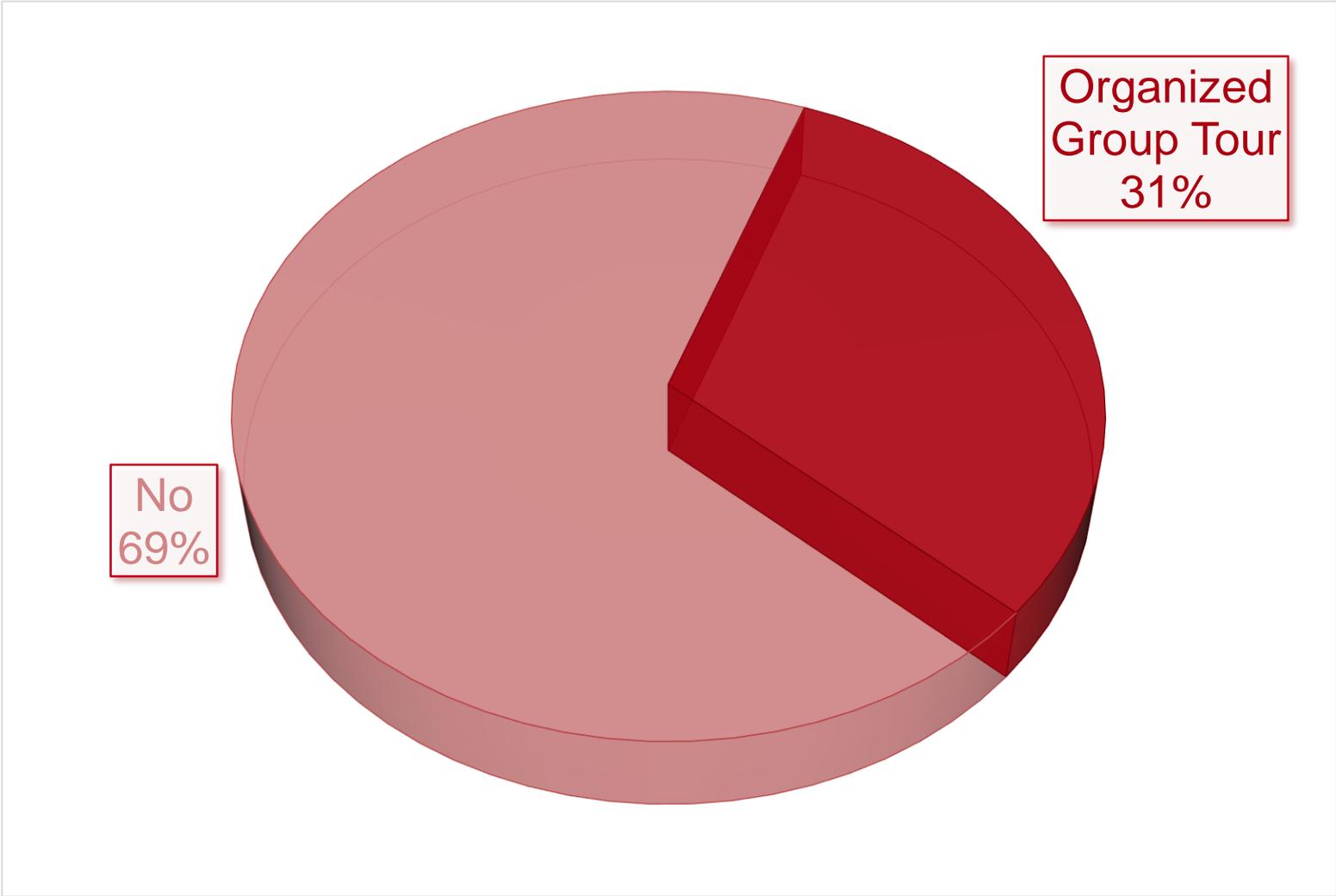
Occupation – Top Responses (10%+)



SECTION 2

TRAVEL PLANNING

Organized Group Tour

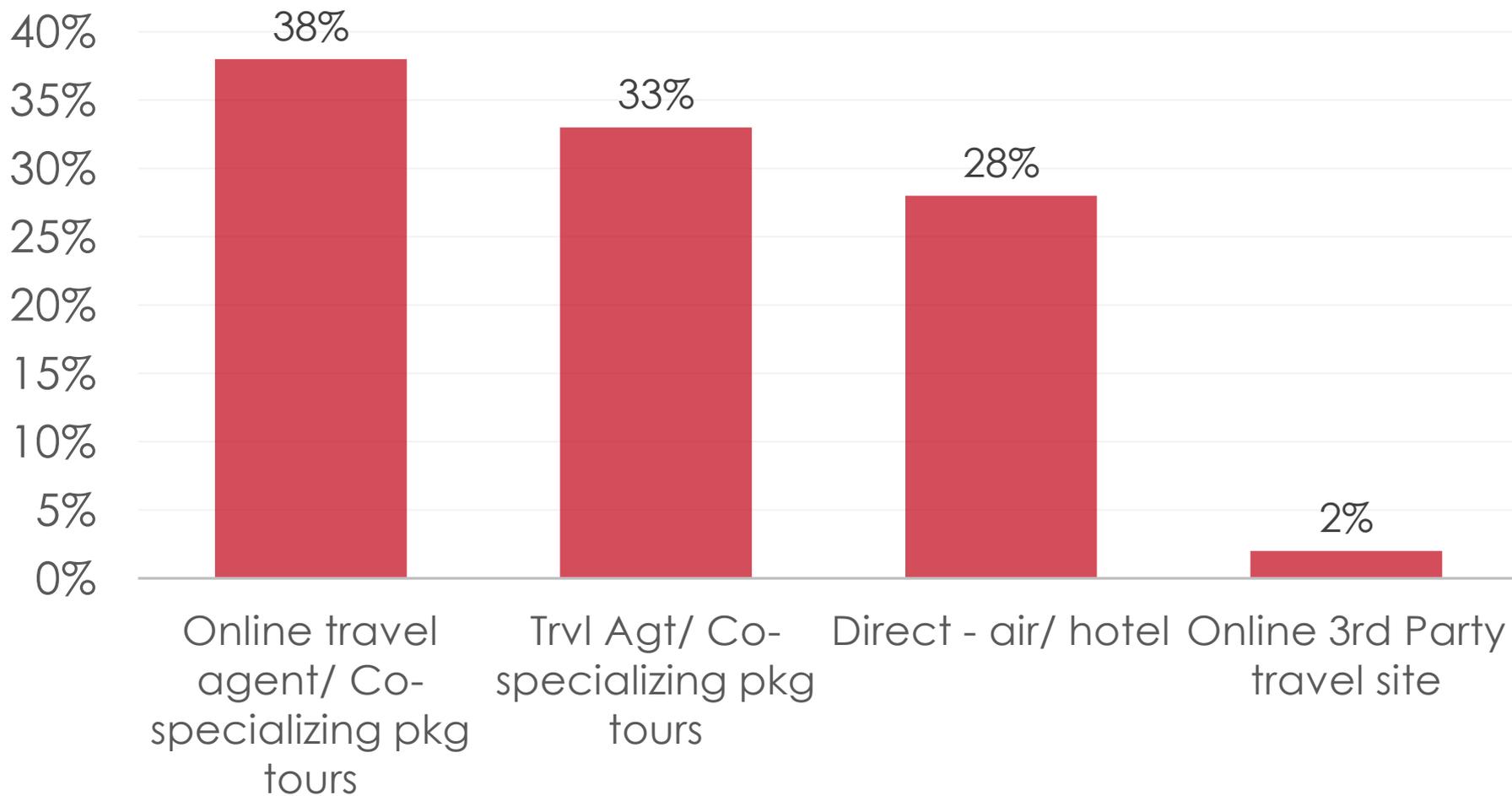


Organized Group Tour – Tracking

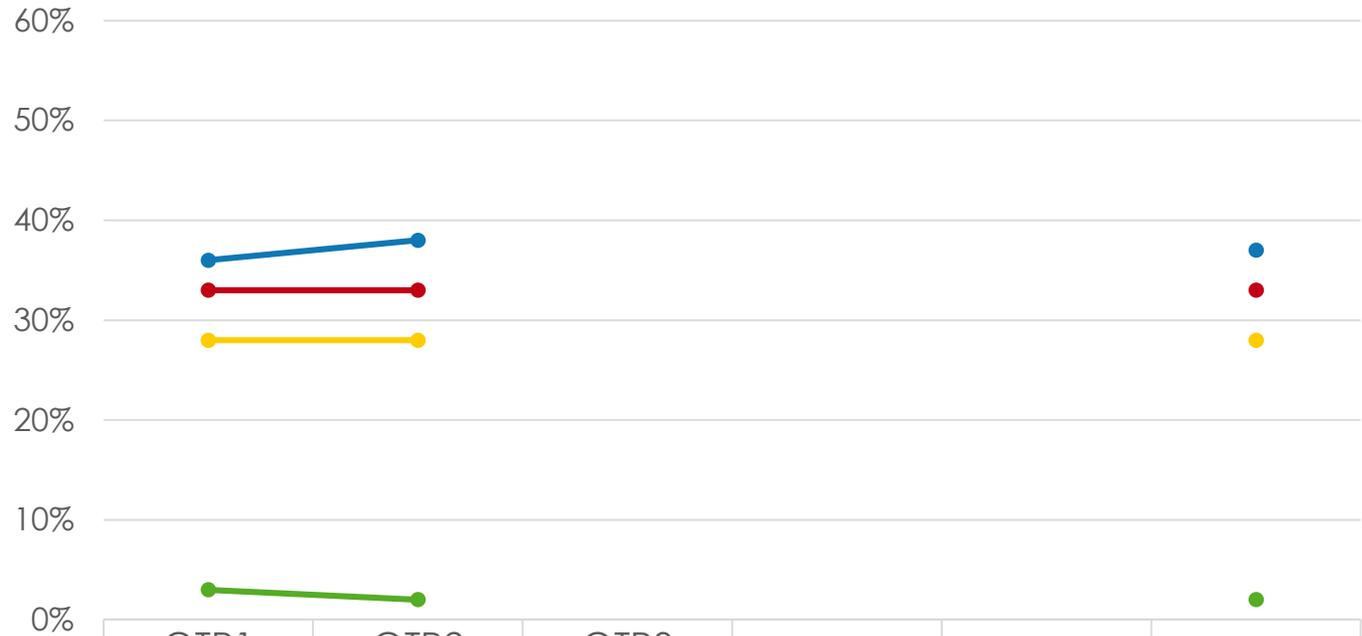


	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)		YTD
Organized Group Tour	25%	31%				28%

Travel Arrangements - Sources

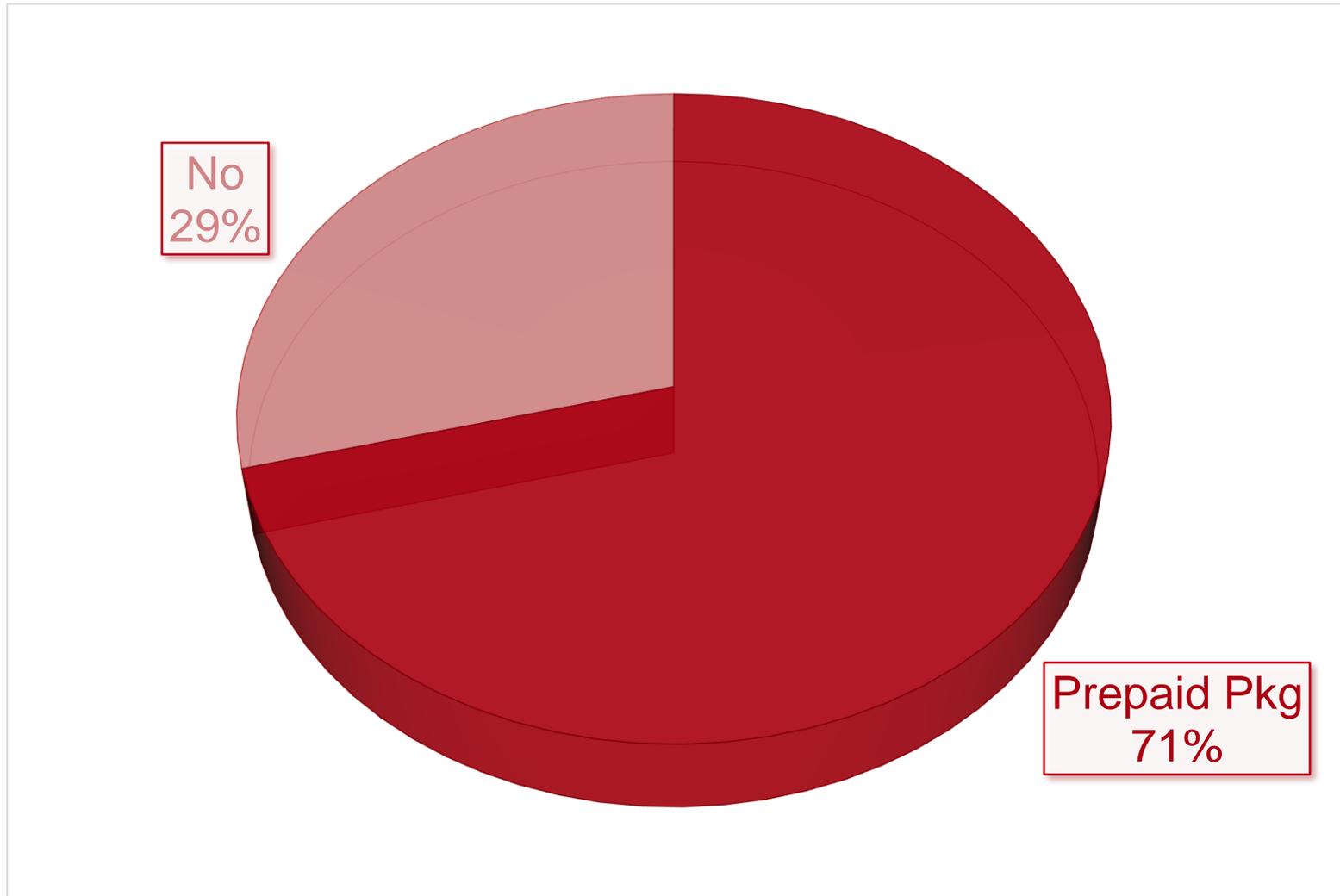


Travel Arrangements - Sources



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)	YTD
—●— Online travel agent	36%	38%			37%
—●— Trvl Agt/ Co- Pkg Tour	33%	33%			33%
—●— Online 3rd Party	3%	2%			2%
—●— Direct Air/ Hotel	28%	28%			28%

Prepaid Package Trip

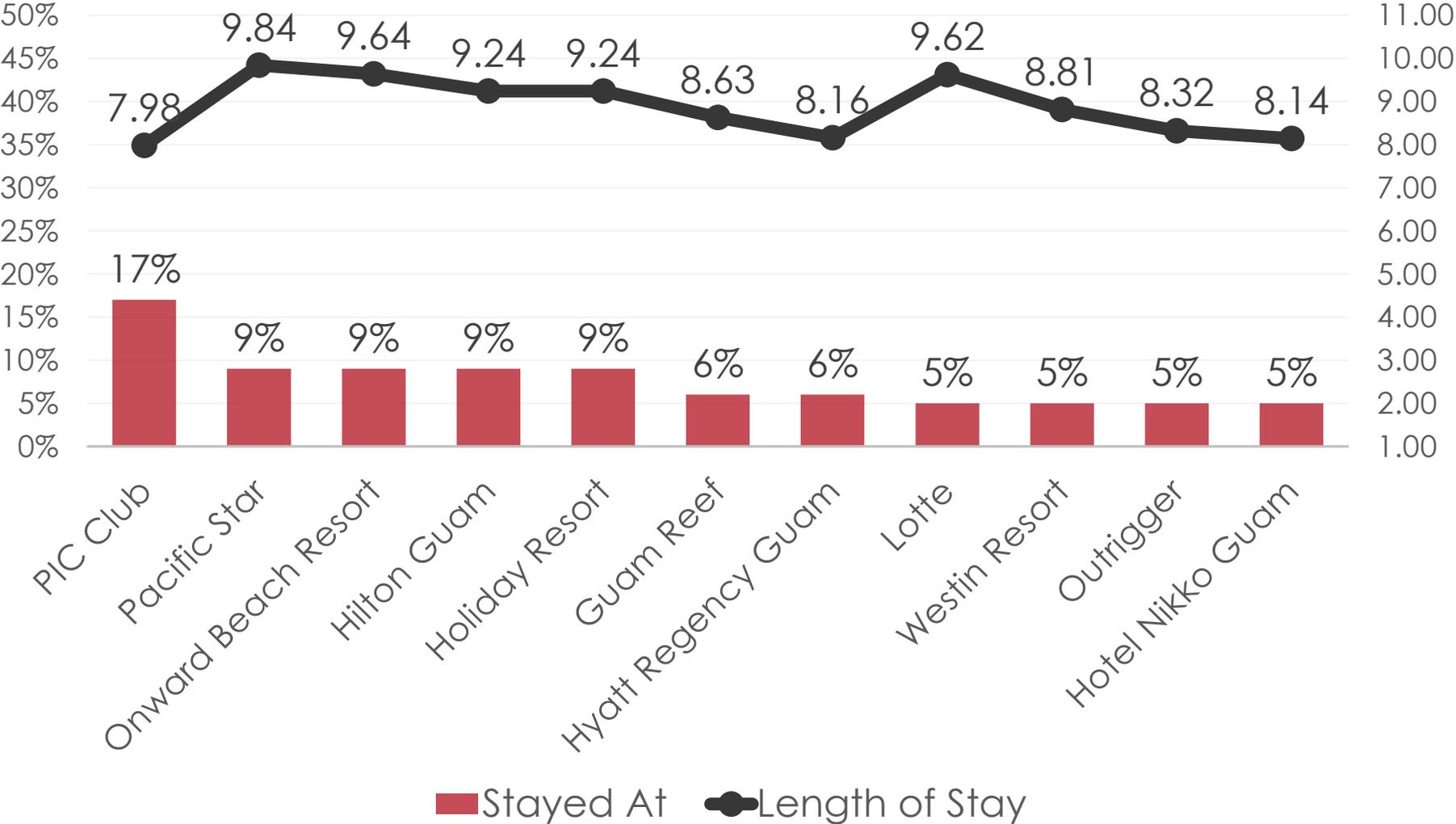


Prepaid Package Trip – Tracking

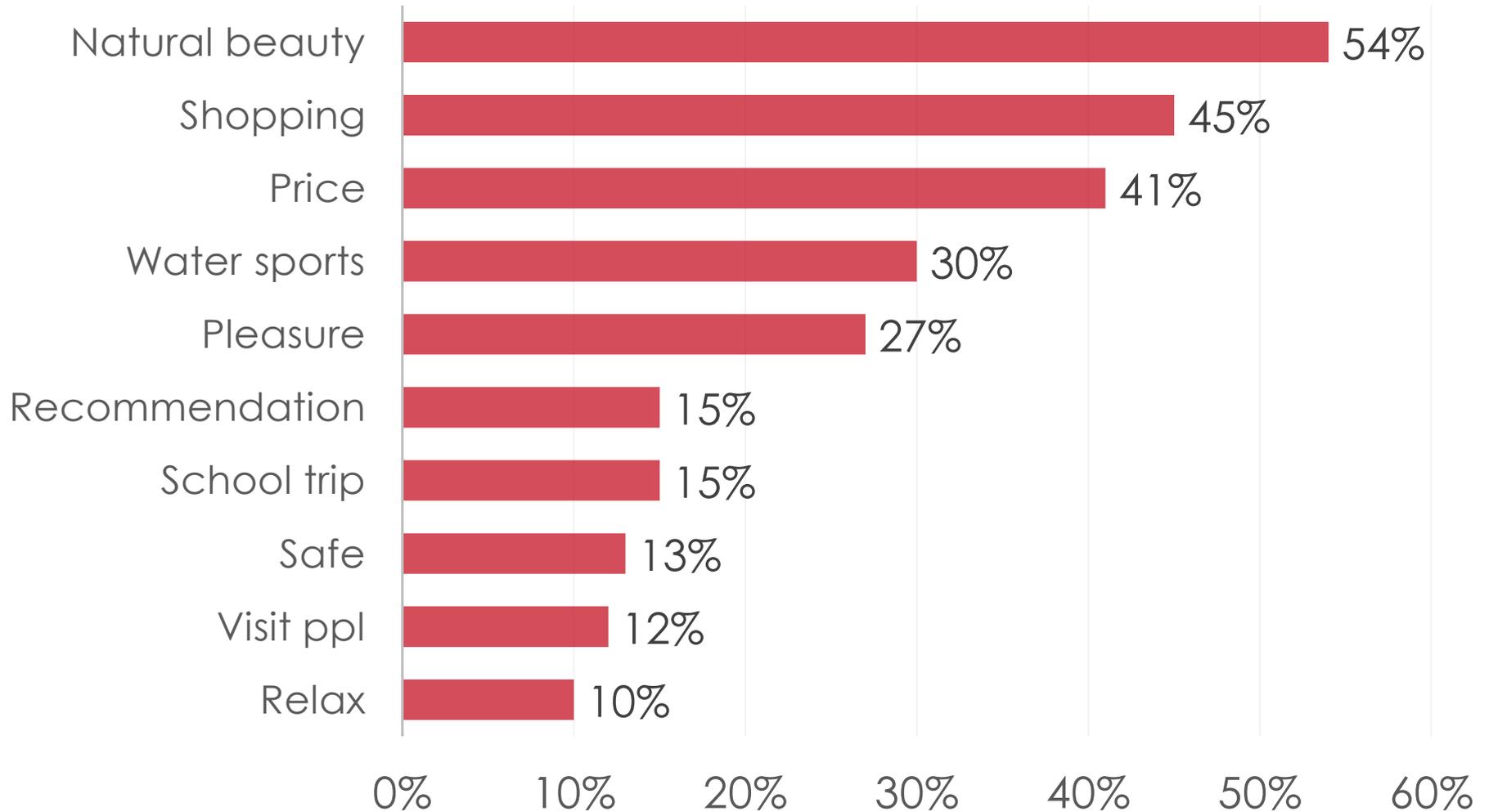


	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)		YTD
● Prepaid Pkg Trip	64%	71%				68%

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	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q5A	Beautiful seas, beaches, tropical climate	54%		53%		69%	51%	54%	54%	51%
	Shopping	45%		13%	50%	47%	58%	53%	47%	53%
	Price of the tour package	41%				39%	55%	54%	43%	43%
	Water sports (snorkeling, windsurfing, parasailing)	30%		27%		26%	22%	17%	27%	21%
	Pleasure/ vacation	27%		47%	50%	34%	32%	23%	28%	30%
	Recommendation of friend/ relative/ travel agency	15%			50%	11%	10%	8%	13%	9%
	School trip	15%		7%		13%	14%	20%	16%	26%
	It is a safe place to spend a vacation	13%		13%		12%	1%	3%	14%	4%
	To visit friends or relatives	12%				10%	16%	14%	12%	14%
	Just to relax	10%		20%		13%	0%	3%	10%	4%
	A previous visit	10%				7%	10%	26%	10%	13%
	Scuba diving	8%				6%	9%	10%	8%	11%
	Short travel time (not too far from home)	7%		7%	50%	5%	4%	5%	6%	6%
	To golf	6%				5%	11%	5%	7%	5%
	Honeymoon	1%		100%		1%		0%	2%	0%
	Organized sporting activity/ event	1%				1%	1%	1%	1%	1%
	My company sponsored me	1%	100%					1%	0%	2%
	Career certification/ testing	1%				0%	1%	1%	1%	1%
	Company/ business trip	0%	100%			0%		1%	0%	2%
	Convention/ conference/ trade show/ meeting	0%	100%					0%		1%
	To Get Married/ attend Wedding	0%			100%	0%			0%	
	Government or military	0%				0%	0%	0%	0%	
	Total	1059	2	15	2	831	327	413	956	313

SECTION 3

EXPENDITURES

Prepaid Expenditures

- \$3,091.40 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$674.15 = overall mean average per person prepaid expenditures

Prepaid Entire Travel Party – FY2018 Tracking



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)	YTD
MEAN	\$2,805.07	\$3,091.40			\$2,947.90
MEDIAN	\$2,757.00	\$3,362.00			\$3,096.00

Prepaid Per Person– FY2018 Tracking



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)	YTD
MEAN	\$756.22	\$674.15			\$715.30
MEDIAN	\$735.00	\$657.00			\$708.00

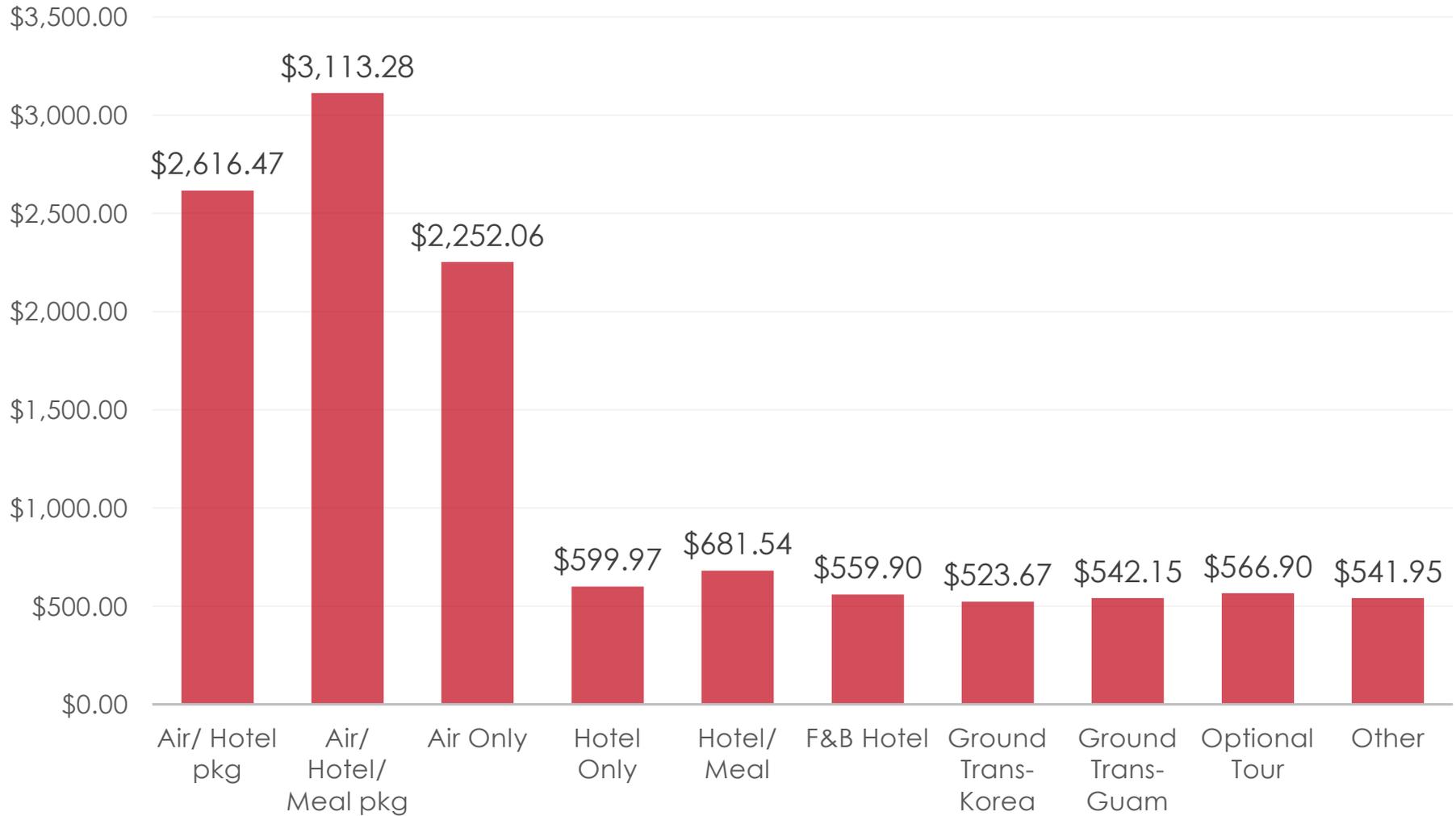
Prepaid Per Person– Key Segments

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

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
PREPAID PP	Mean	\$674.15	\$560.40	\$1,764.23	\$978.58	\$675.55	\$594.92	\$612.44	\$669.57	\$659.77
	Median	\$657	\$560	\$1,850	\$979	\$657	\$576	\$595	\$657	\$673

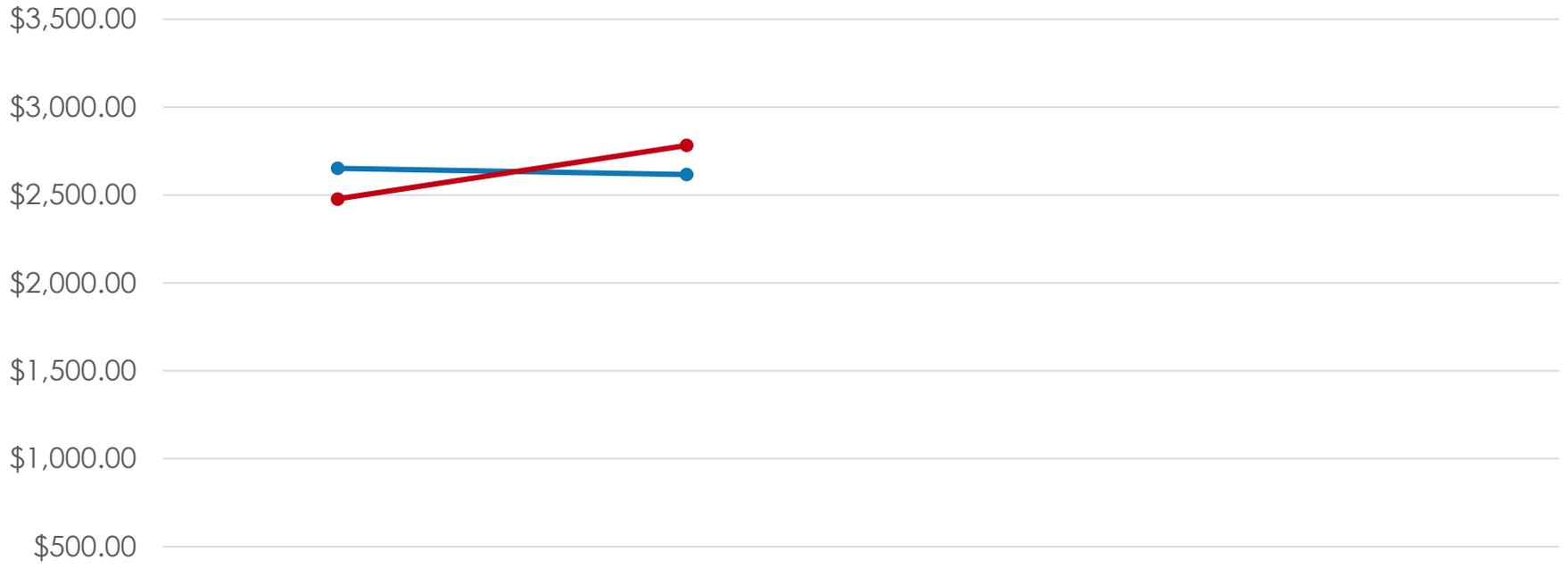
Prepared by Anthology Research

Prepaid Expenses by Category – MEAN Entire Travel Party



Prepaid– FY2018 Tracking

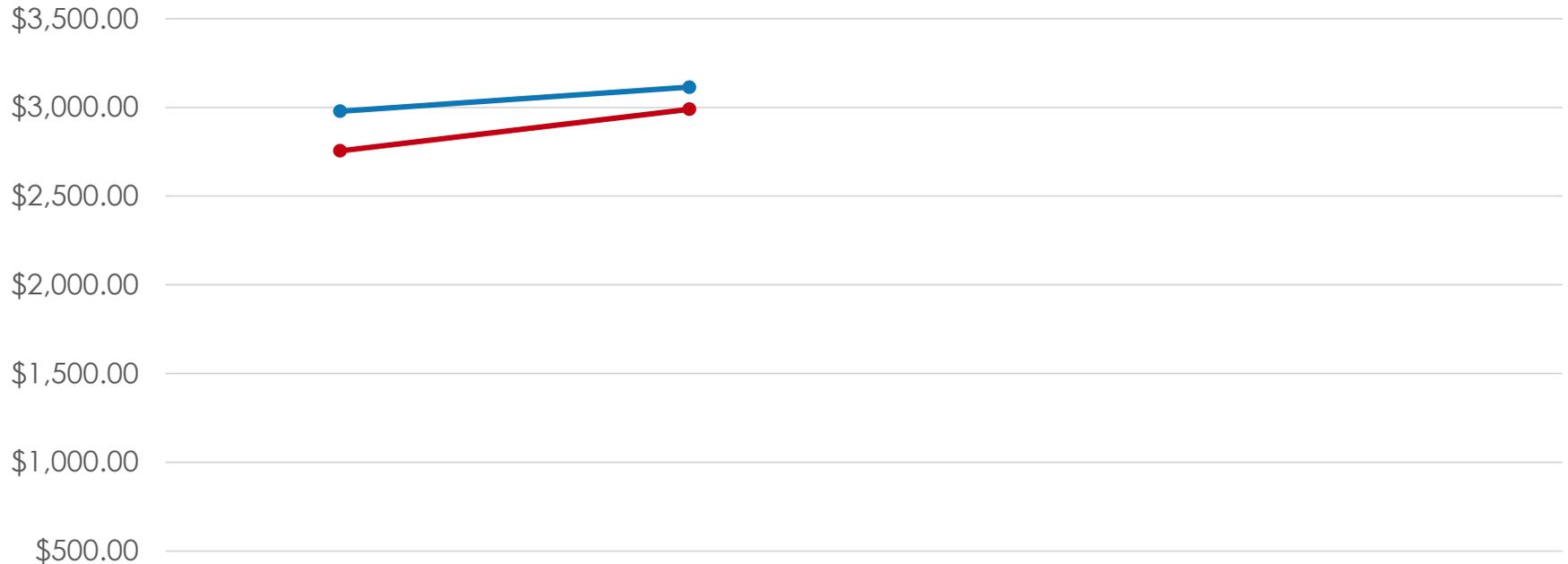
Airfare & Accommodation Packages



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
● MEAN	\$2,652.20	\$2,616.47		
● MEDIAN	\$2,477.00	\$2,782.00		

Prepaid– FY2018 Tracking

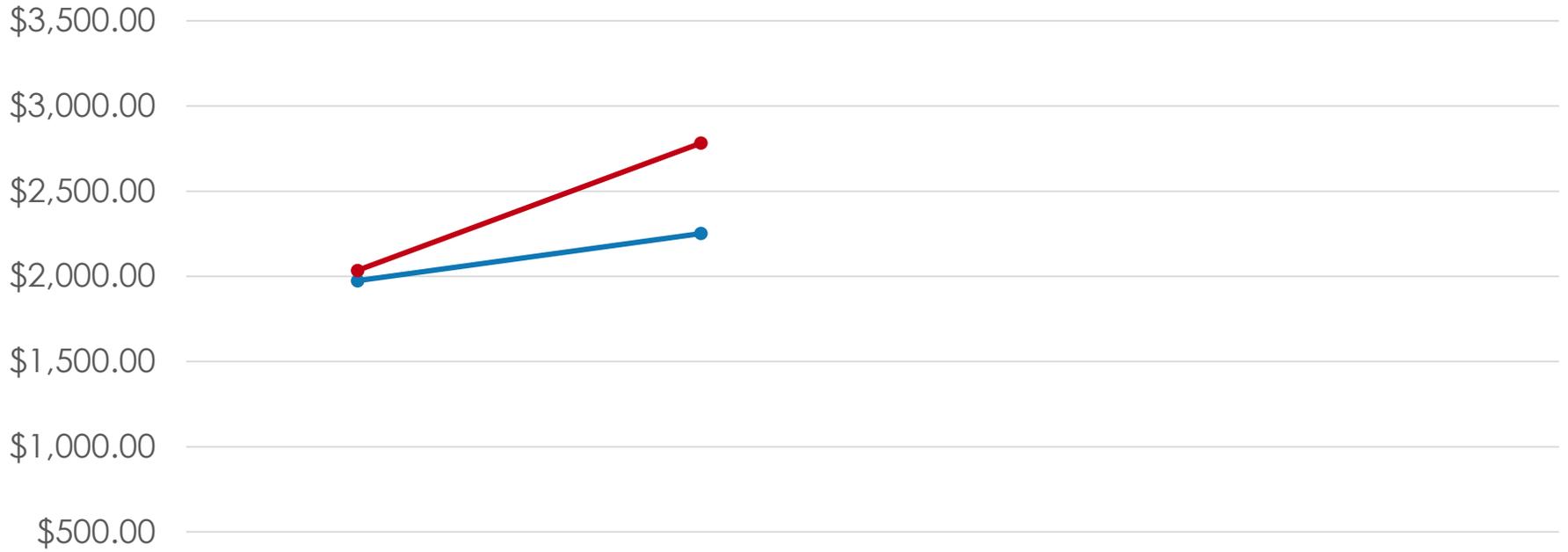
Airfare & Accommodation W/ Meal Packages



	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
MEAN	\$2,978.05	\$3,113.28		
MEDIAN	\$2,755.00	\$2,989.00		

Prepaid– FY2018 Tracking

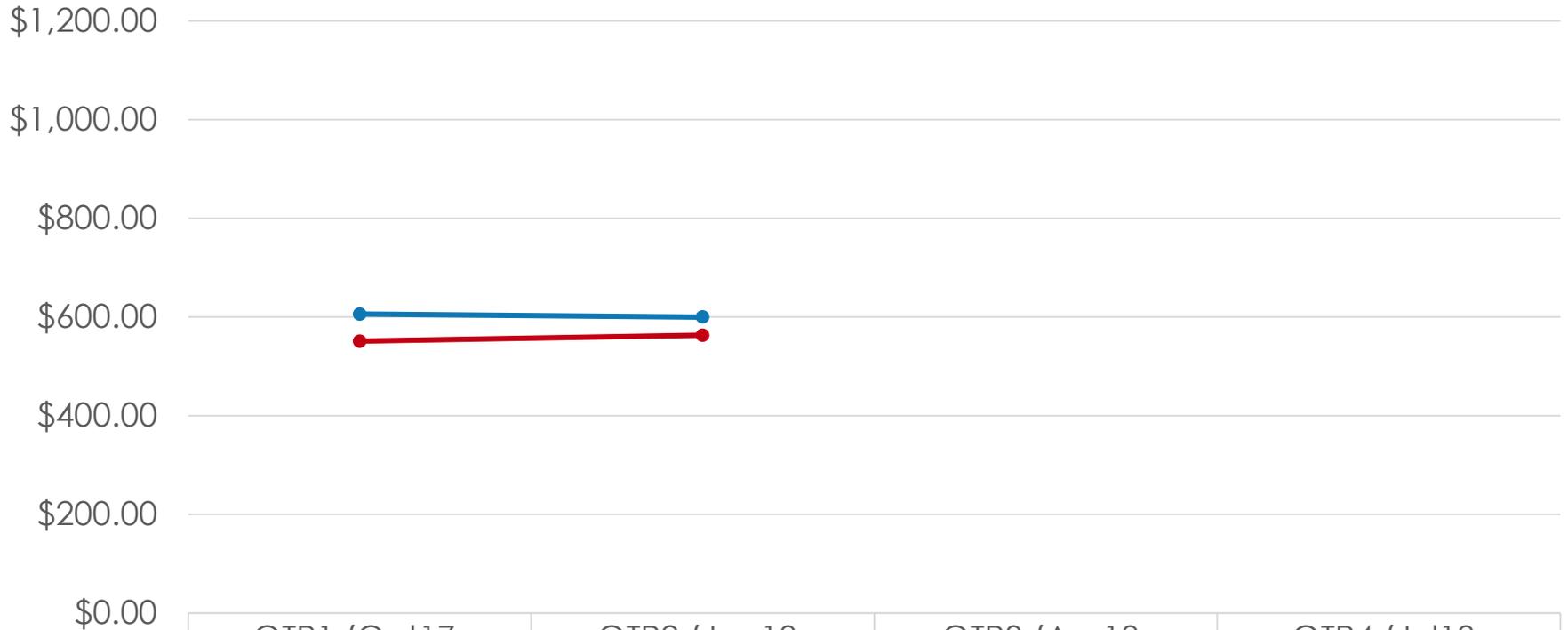
Airfare Only



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
MEAN	\$1,973.98	\$2,252.06		
MEDIAN	\$2,035.00	\$2,782.00		

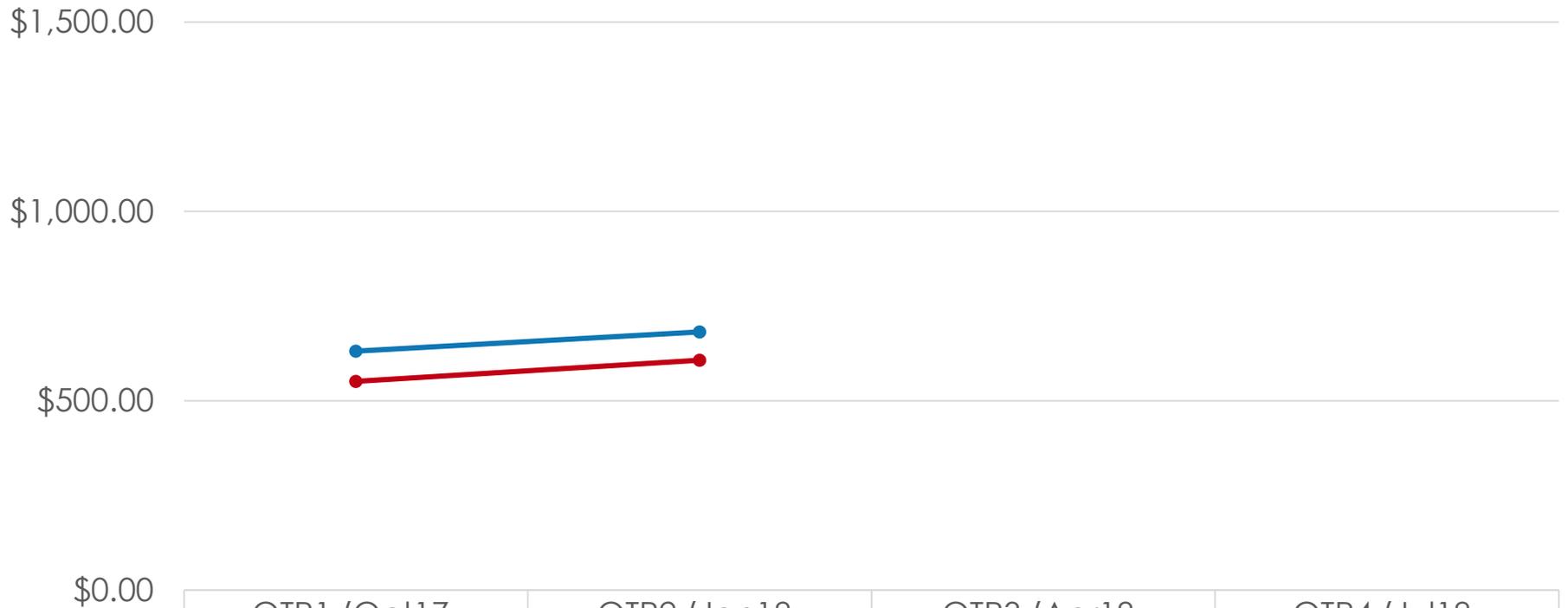
Prepaid– FY2018 Tracking

Accommodations Only



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
MEAN	\$605.95	\$599.97		
MEDIAN	\$551.00	\$563.00		

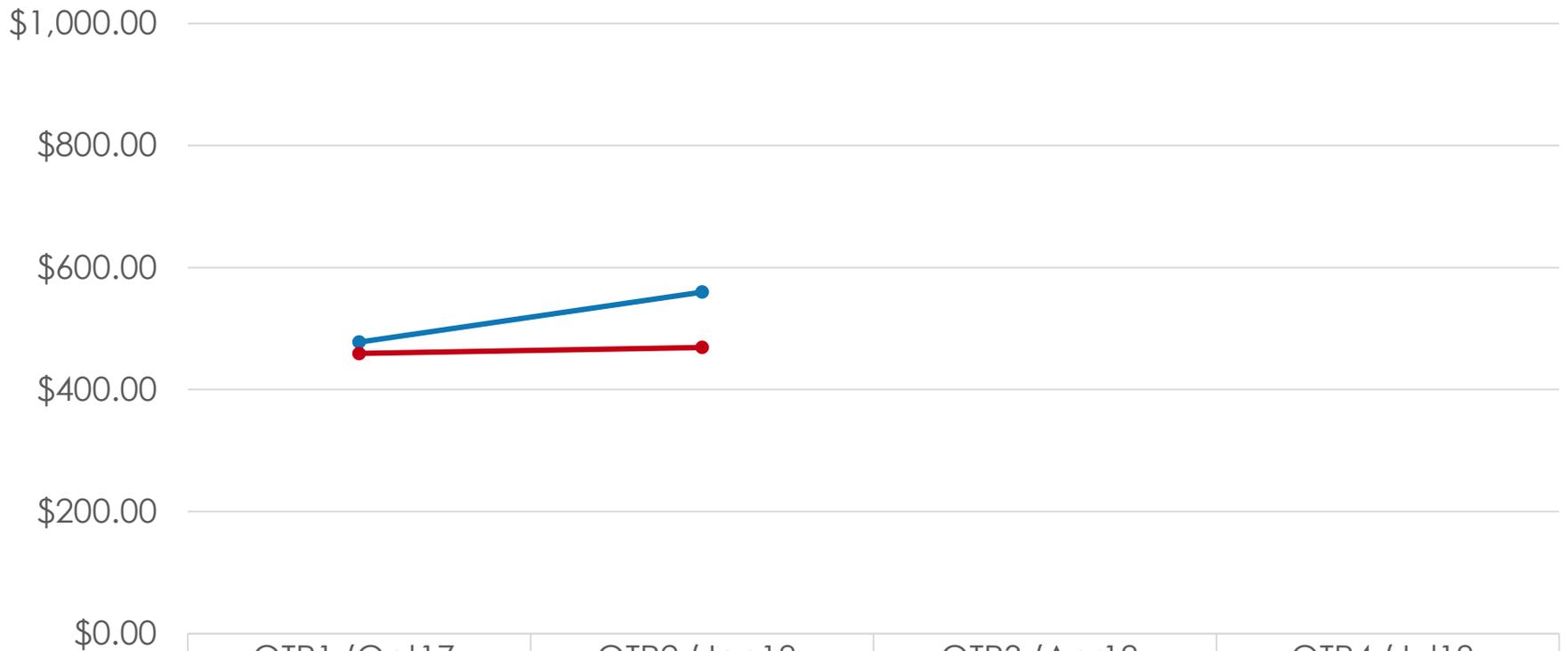
Prepaid– FY2018 Tracking Accommodations w/ Meal Only



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
MEAN	\$630.85	\$681.54		
MEDIAN	\$551.00	\$607.00		

Prepaid– FY2018 Tracking

Food & Beverage in Hotel



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
MEAN	\$477.94	\$559.90		
MEDIAN	\$459.00	\$469.00		

Prepaid- FY2018 Tracking

Ground Transportation - Korea



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
MEAN	\$267.11	\$523.67		
MEDIAN	\$92.00	\$469.00		

Prepaid- FY2018 Tracking

Ground Transportation - Guam



MEAN	\$328.96	\$542.15		
MEDIAN	\$184.00	\$467.00		

Prepaid– FY2018 Tracking

Optional tours/ Activities

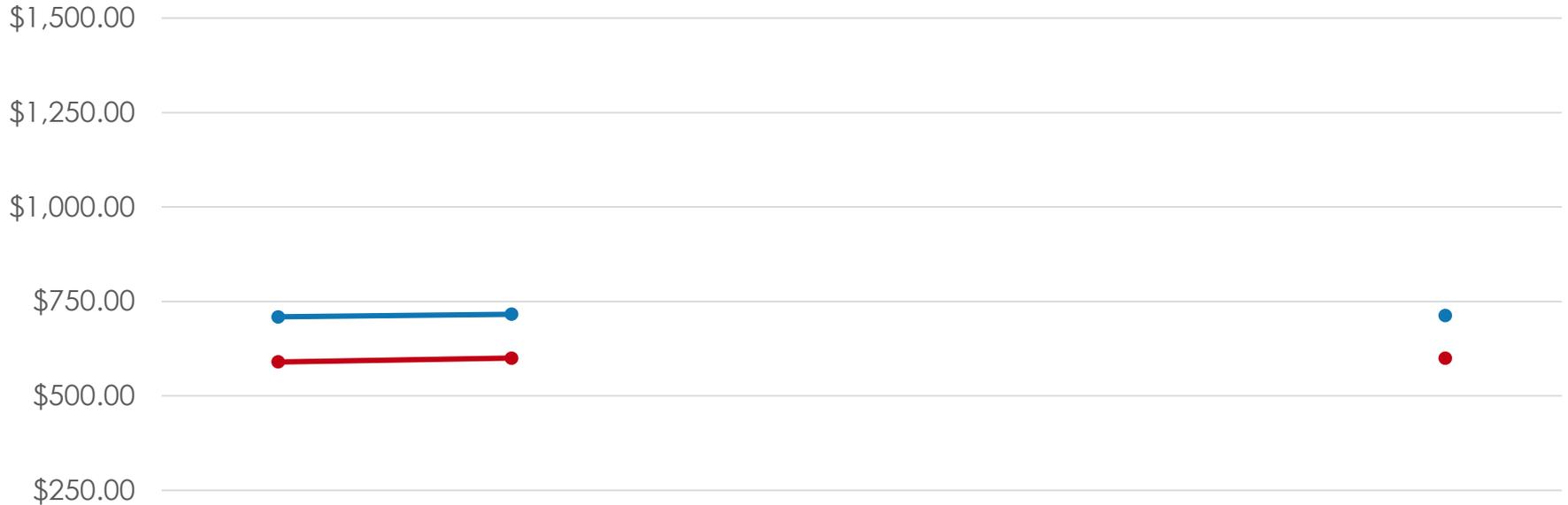


	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
MEAN	\$449.18	\$566.90		
MEDIAN	\$321.00	\$467.00		

On-Island Expenditures

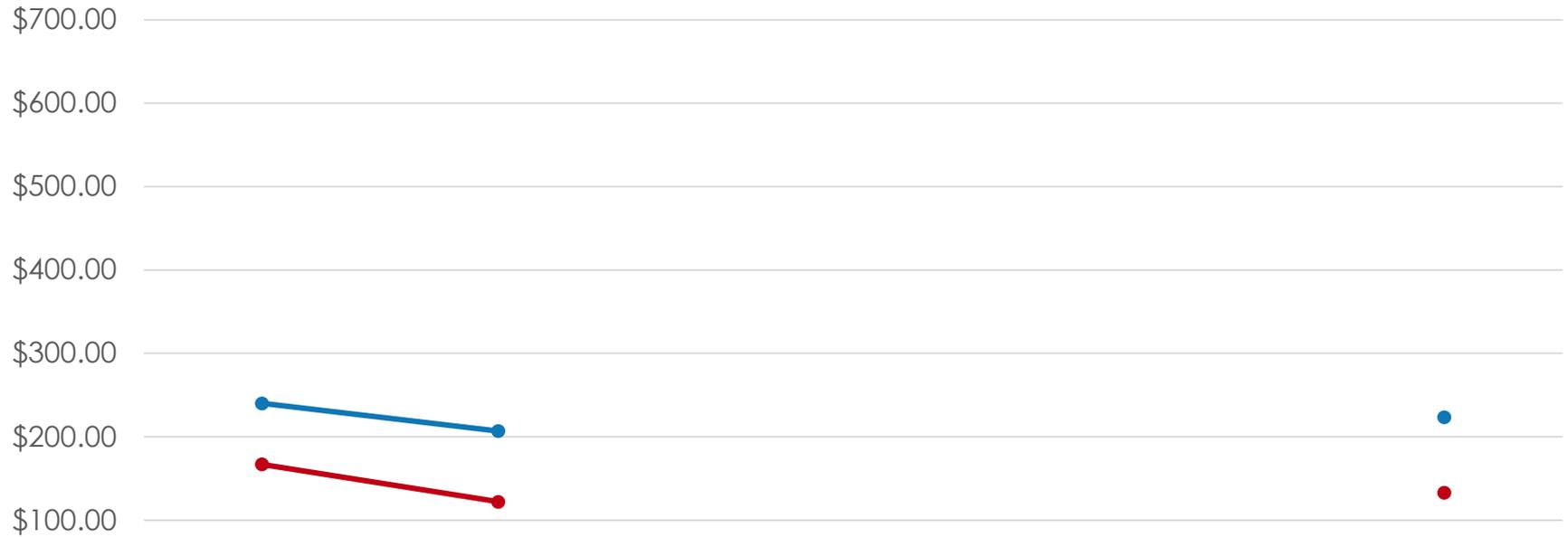
- \$716.13 = overall mean average on-island expense (for entire travel party size) by respondent
- \$206.86 = overall mean average per person on-island expenditures

On-Island Entire Travel Party – FY2018 Tracking



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)	YTD
MEAN	\$709.07	\$716.13			\$712.59
MEDIAN	\$590.00	\$600.00			\$600.00

On-Island Per Person – FY2018 Tracking



	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)	YTD
MEAN	\$240.04	\$206.86			\$223.50
MEDIAN	\$167.00	\$122.00			\$133.00

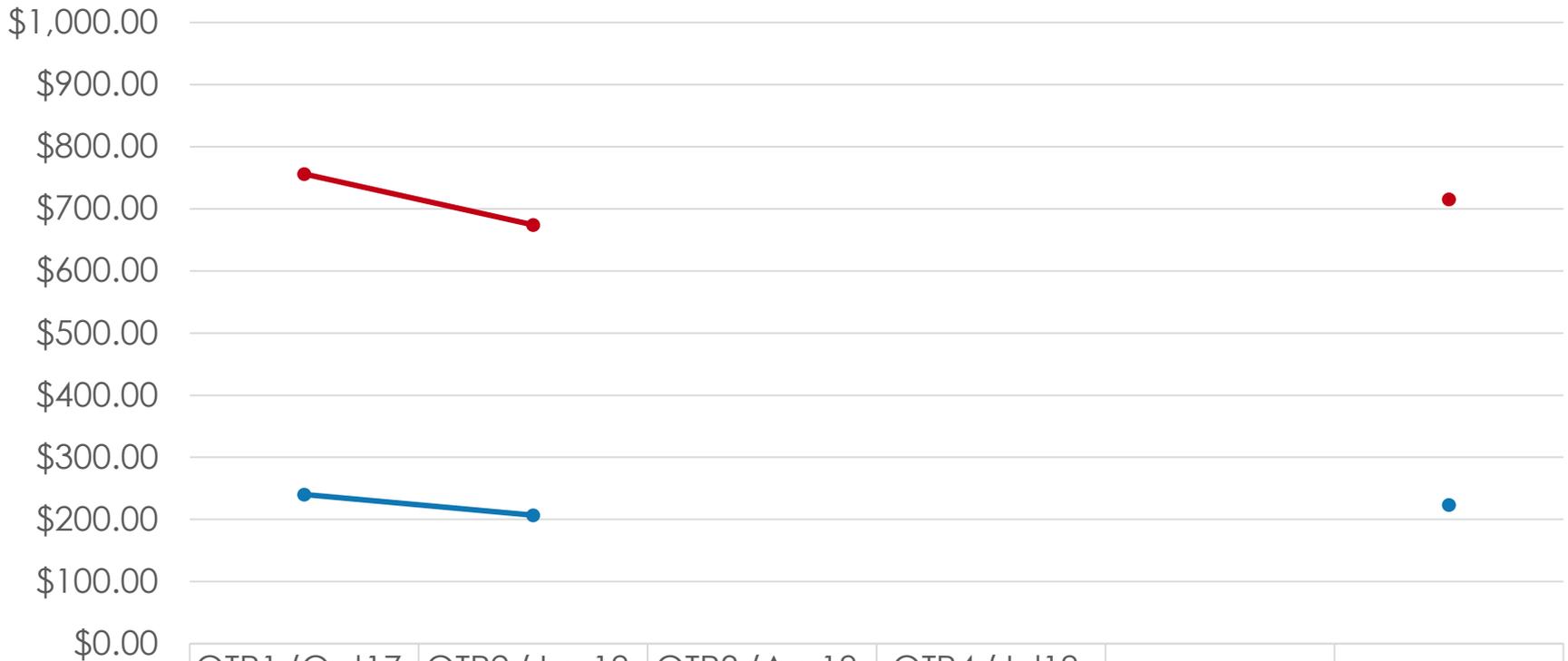
On-Island Per Person – Key Segments

GVB EXIT SURVEY
Q11A ONISLE EXPENDITURE- PER PERSO

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
ONISLE PP	Mean	\$206.86	\$415.00	\$810.00	\$397.92	\$192.46	\$105.38	\$165.14	\$175.58	\$219.16
	Median	\$122	\$415	\$750	\$398	\$120	\$94	\$113	\$117	\$125

Prepared by Anthology Research

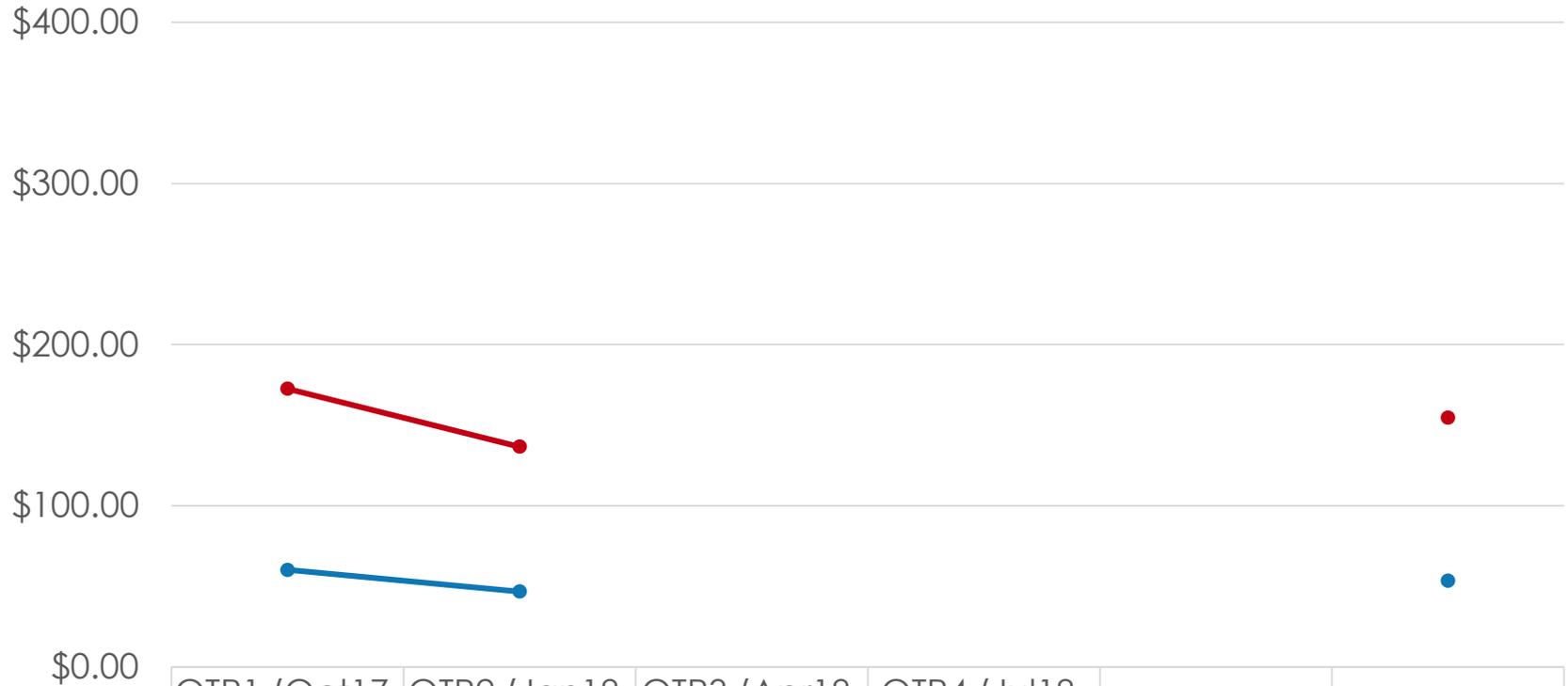
Per Person MEAN expenditures – FY2018 Tracking On-Island/ Prepaid



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)	YTD
On-Island	\$240.04	\$206.86			\$223.50
Prepaid	\$756.22	\$674.15			\$715.30

On-Island Per Day Spending – FY2018 Tracking

MEAN



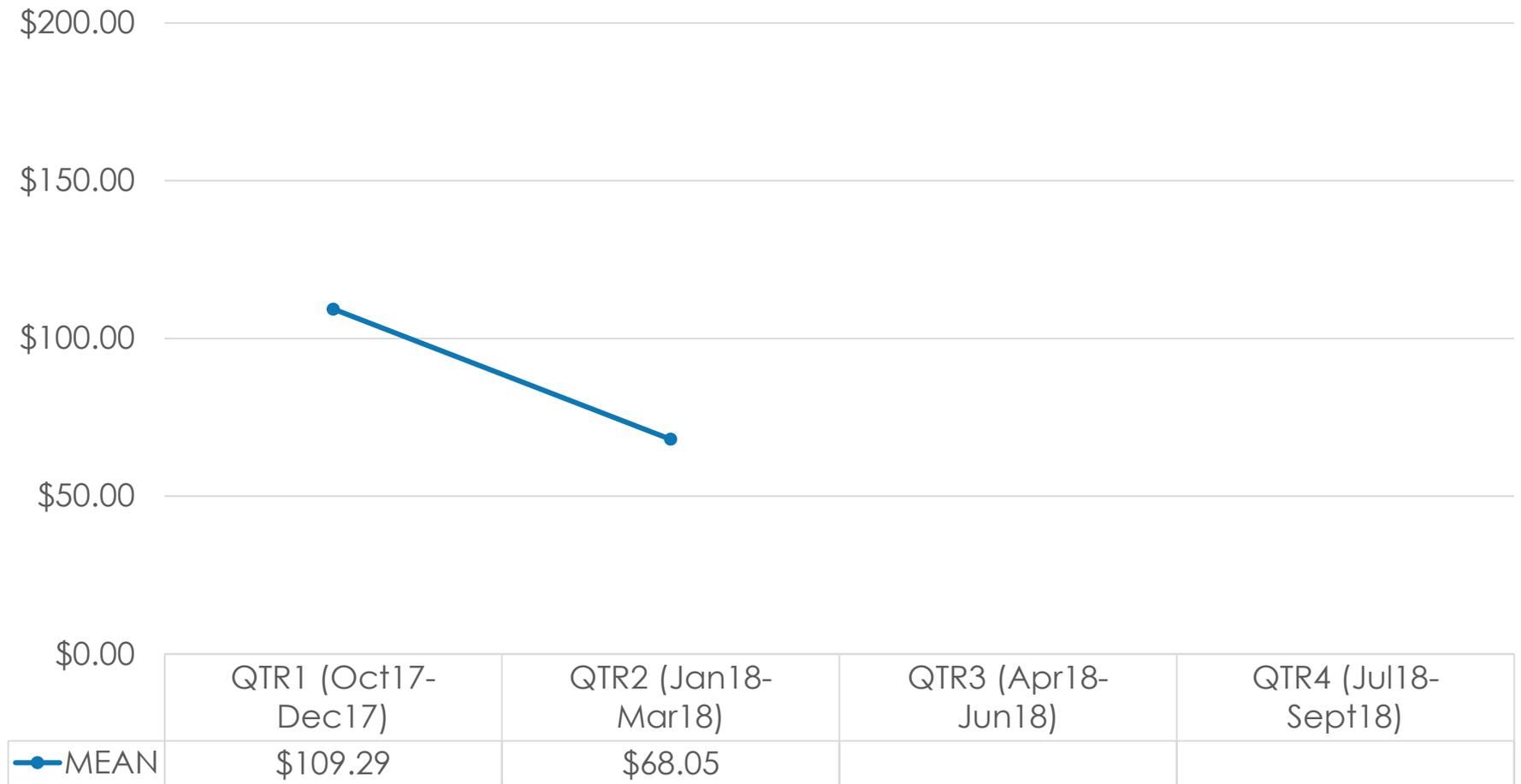
Per Person	\$60.24	\$46.79				\$53.53
Travel Party	\$172.58	\$136.66				\$154.66

On-Island Expenses by Category – MEAN Entire Travel Party



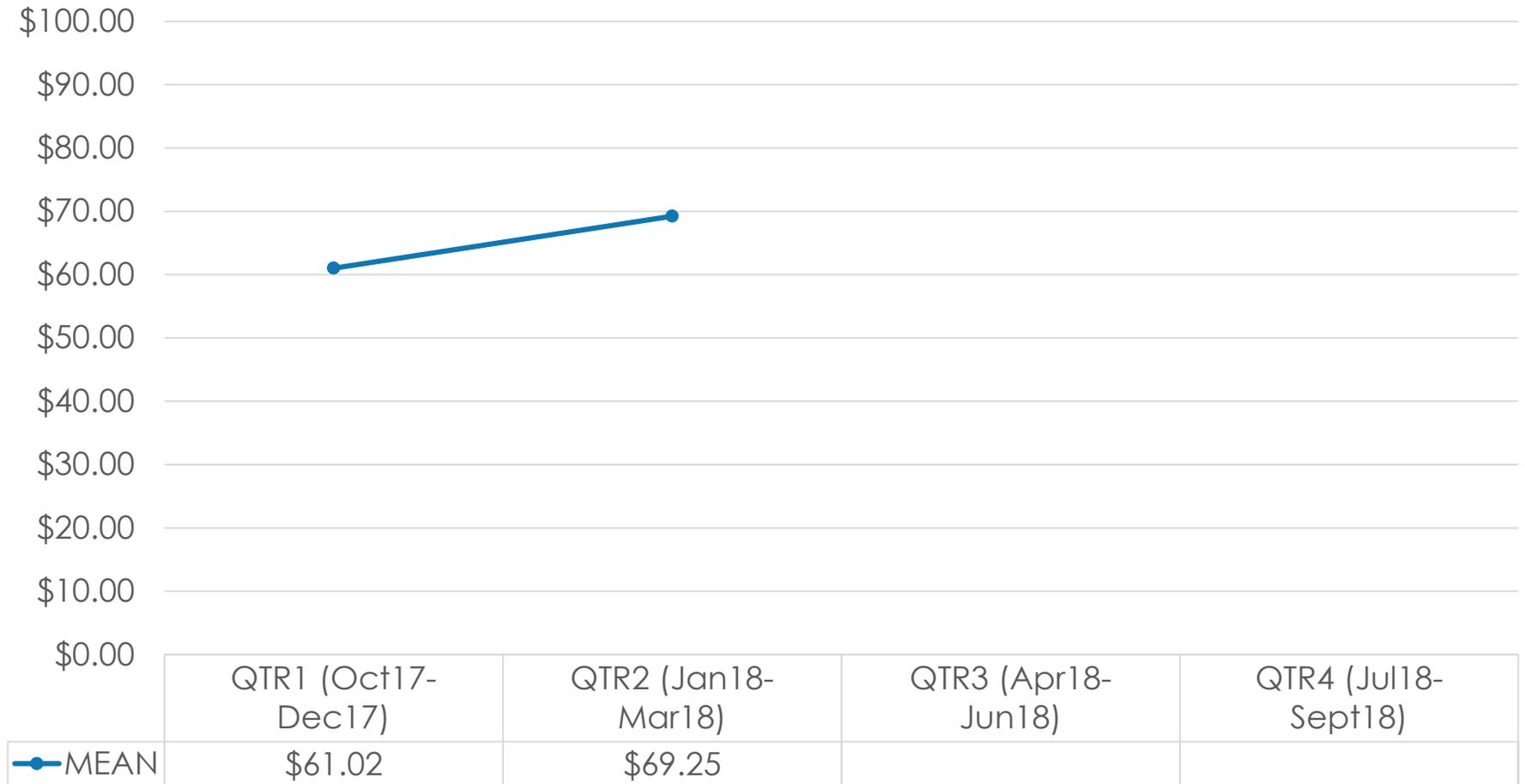
On-Island – FY2018 Tracking

Food & Beverage - Hotel



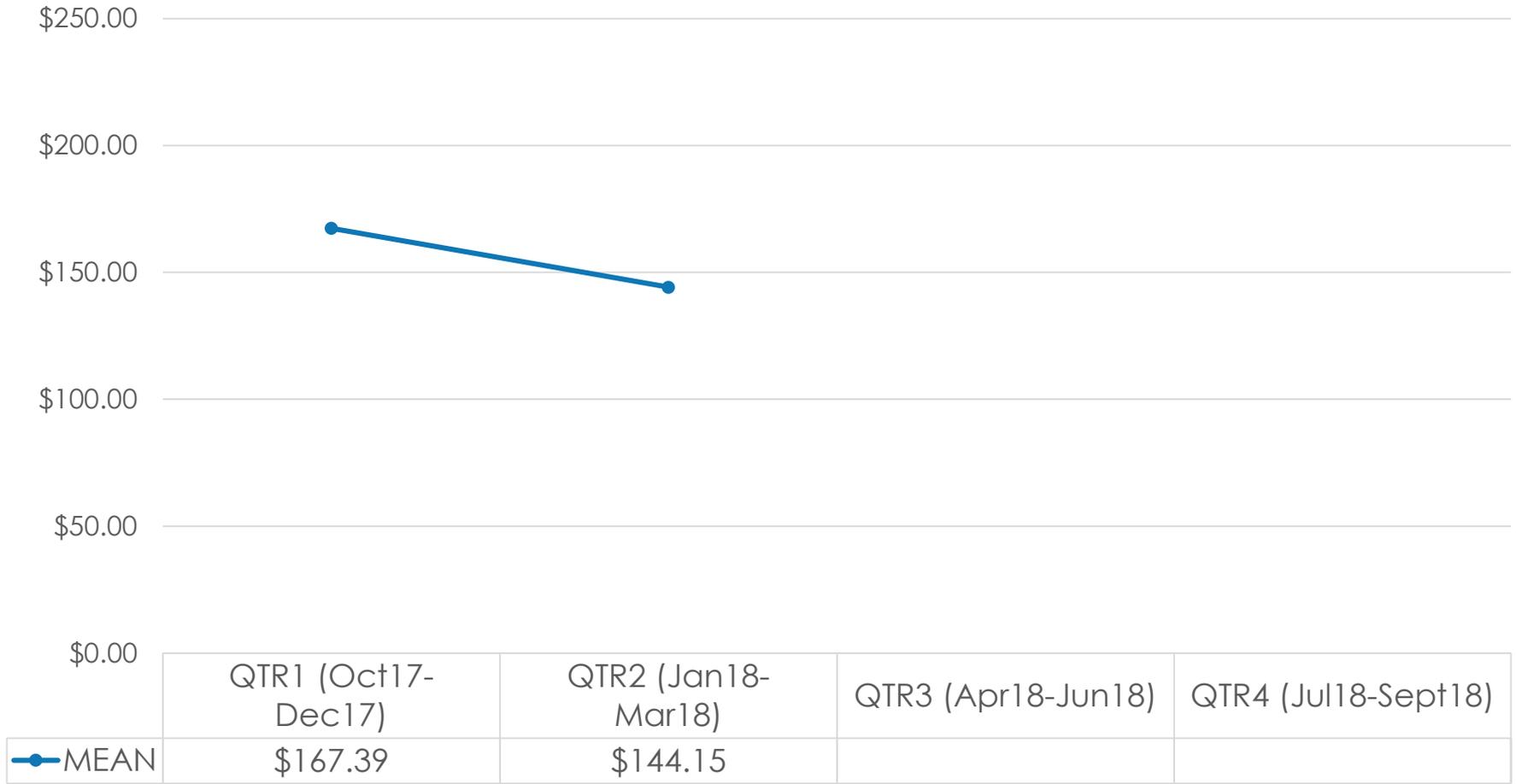
On-Island – FY2018 Tracking

Food & Beverage – Fast Food/ Convenience Store



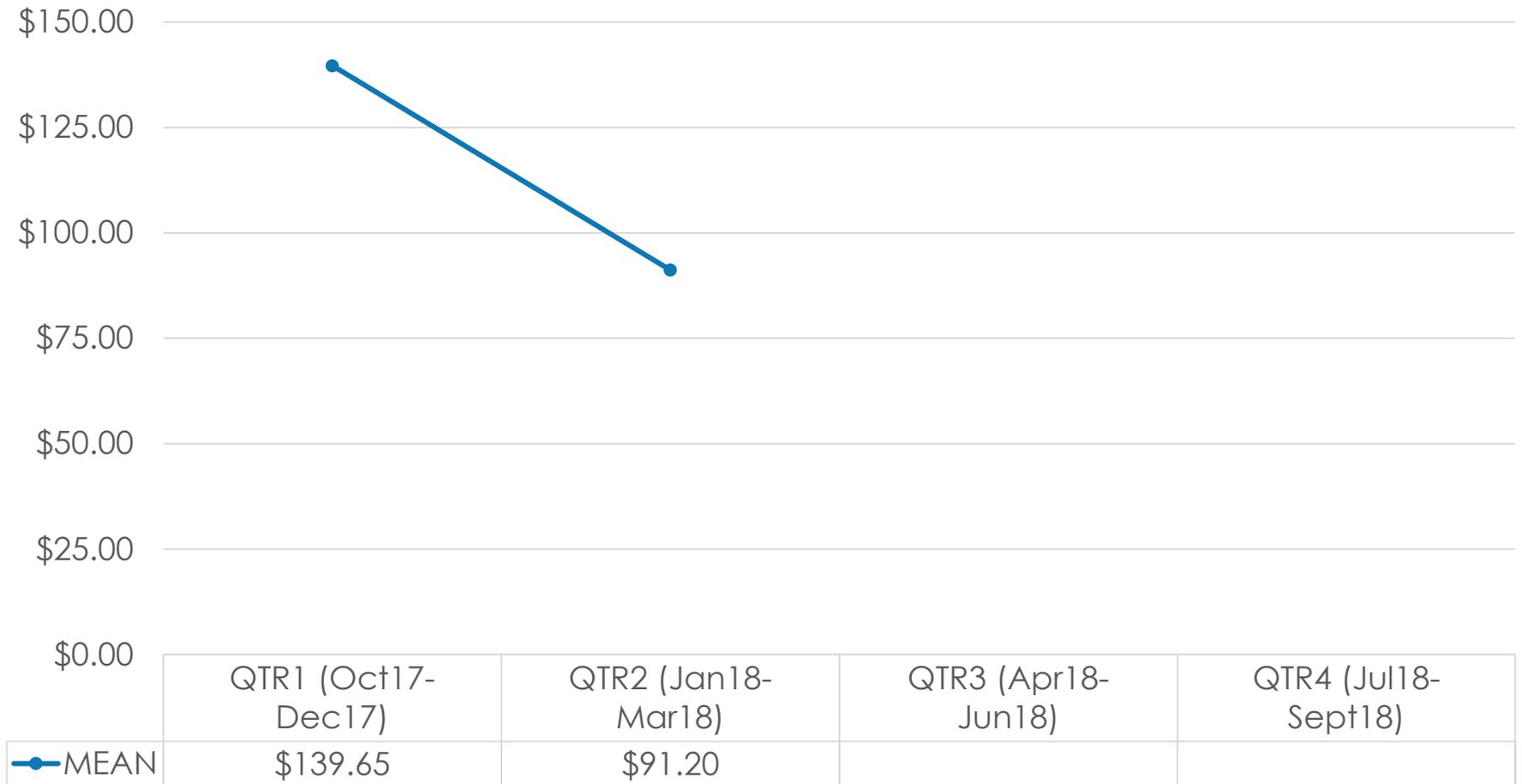
On-Island – FY2018 Tracking

Food & Beverage – Restaurant/ Drinking Est Outside Hotel



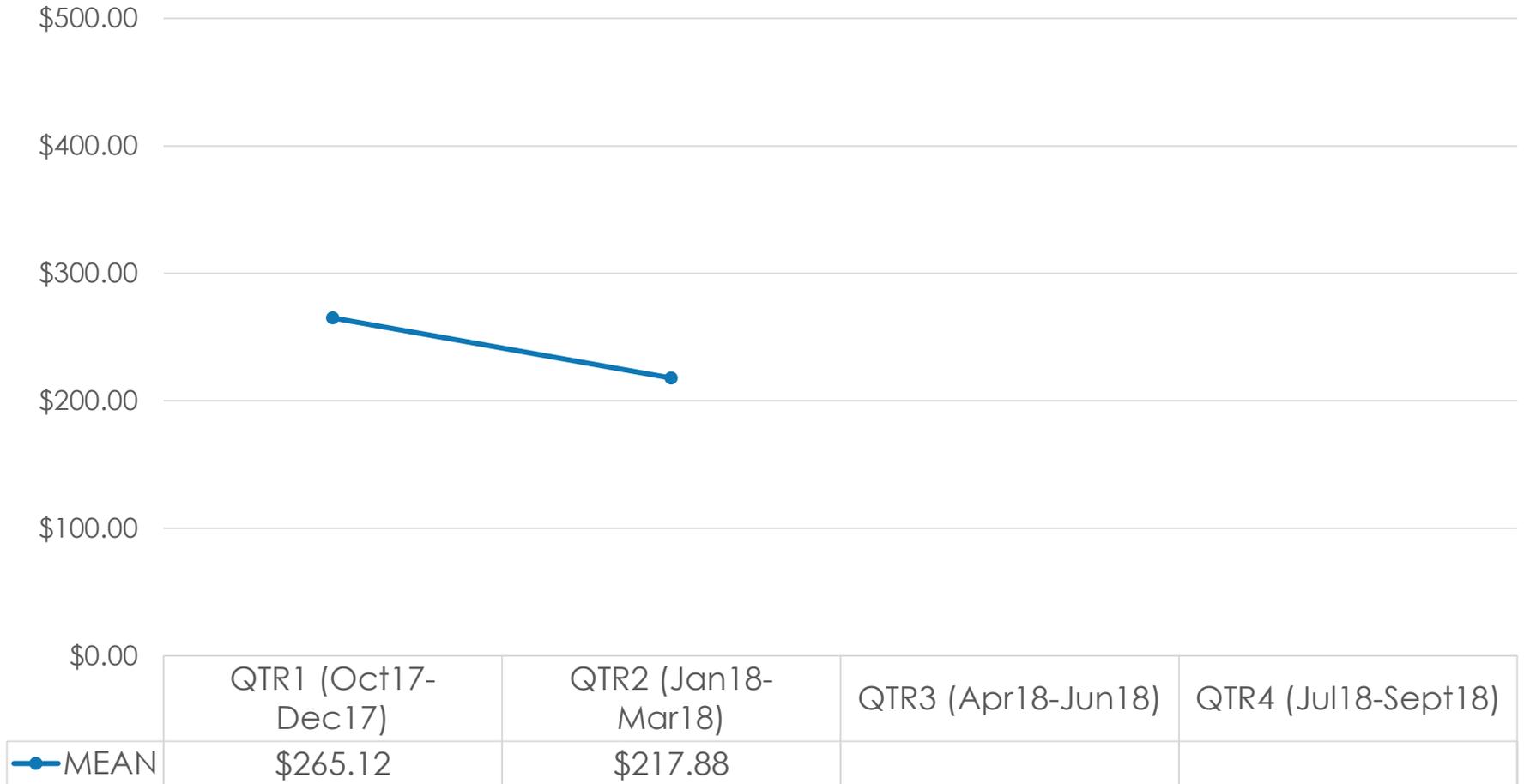
On-Island – FY2018 Tracking

Optional tour/ Activities



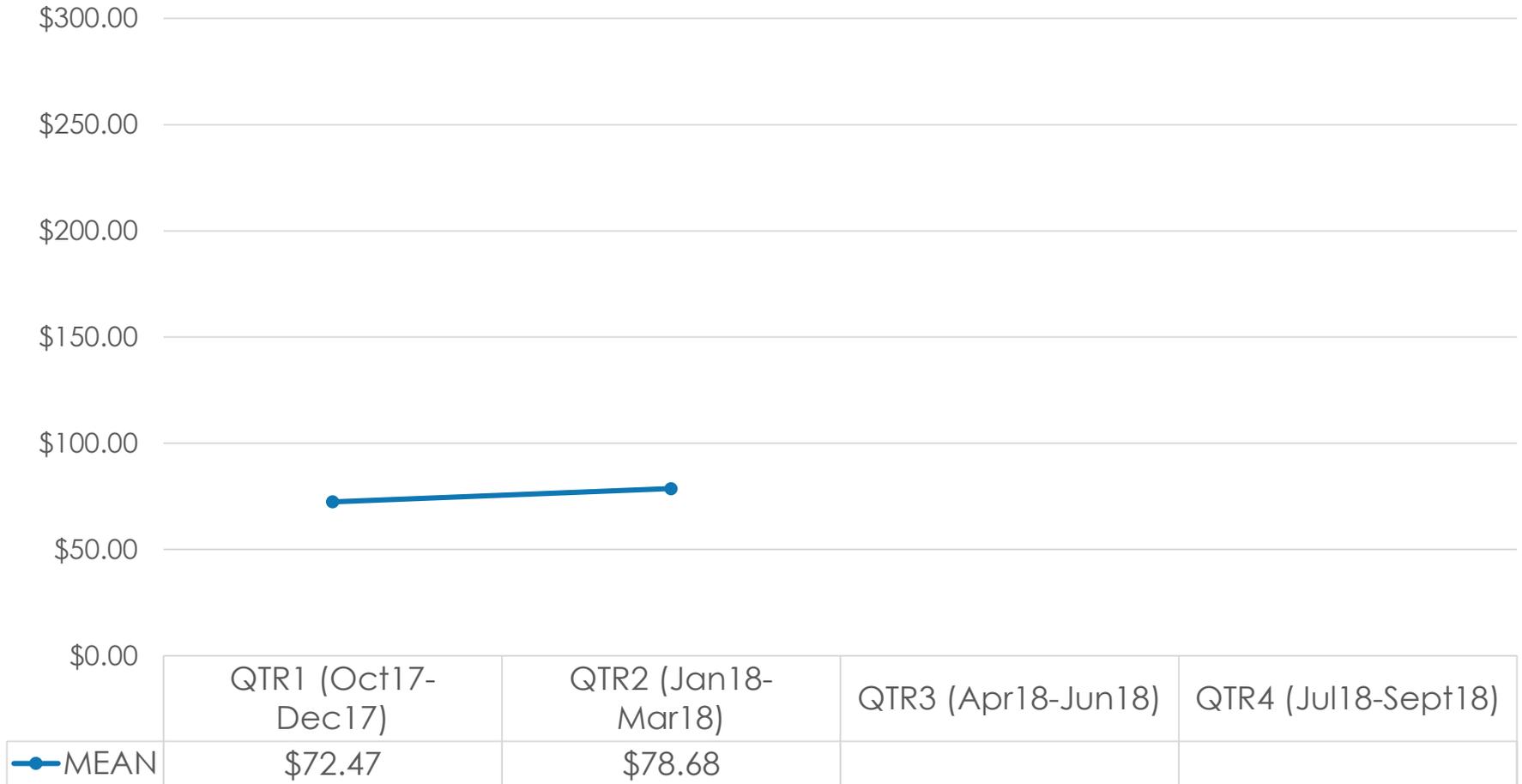
On-Island – FY2018 Tracking

Gift/ Souvenir – Self/ Companion



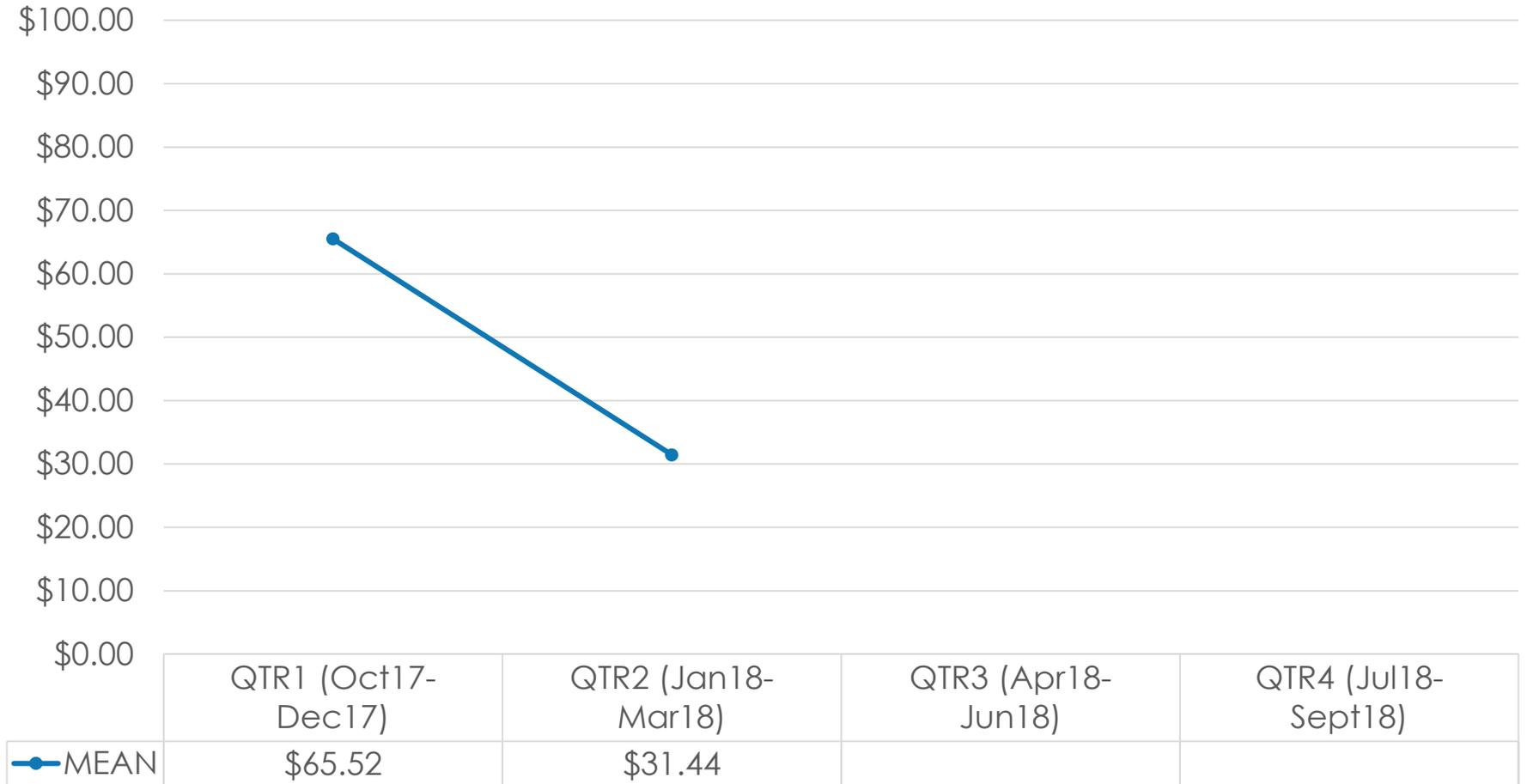
On-Island – FY2018 Tracking

Gift/ Souvenir – Friends/ Family



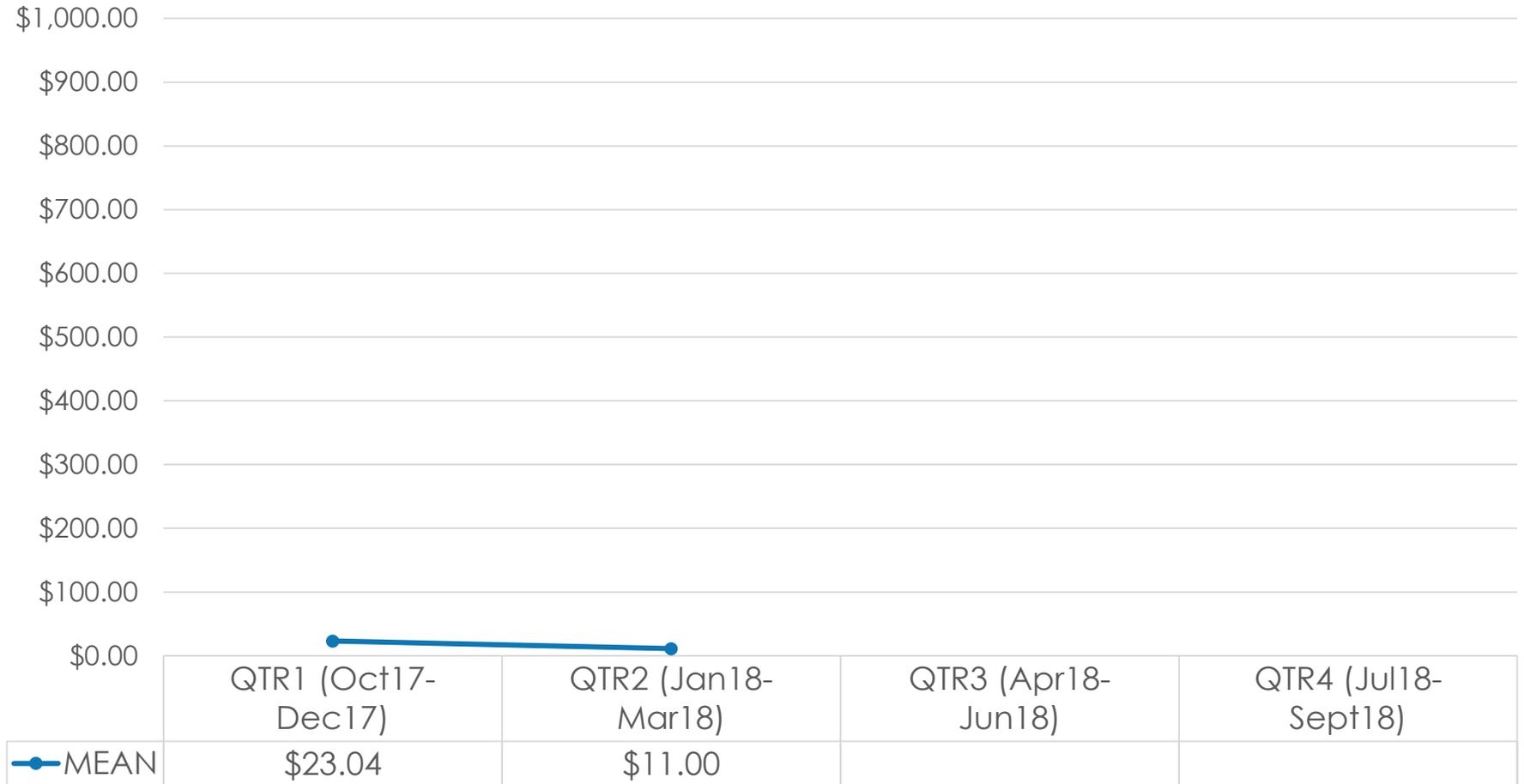
On-Island – FY2018 Tracking

Local Transportation



On-Island – FY2018 Tracking

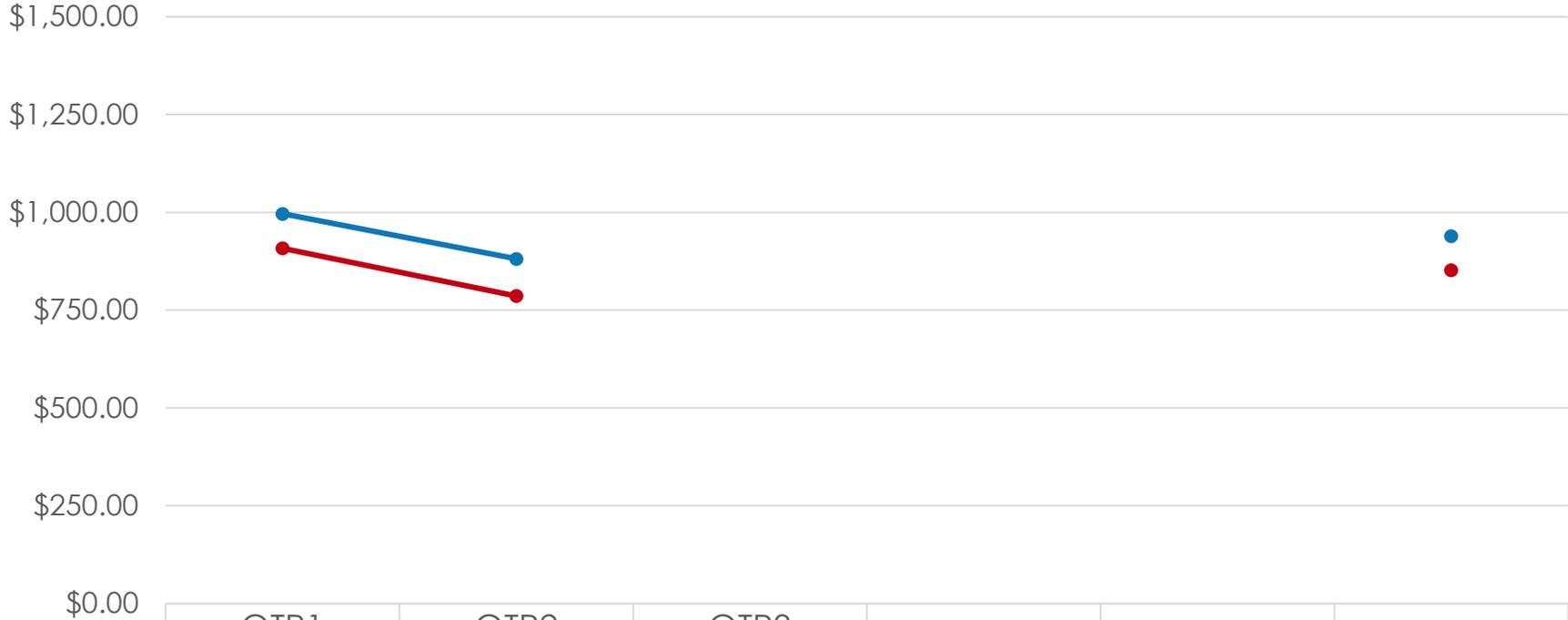
Other Not Included



TOTAL (On-Isle + Prepaid) Expenditures Per Person

- \$881.20 = overall mean average prepaid & on-isle expense by respondent

TOTAL Per Person Expenditures – FY2018 Tracking



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)		YTD
● MEAN	\$996.26	\$881.20				\$938.92
● MEDIAN	\$908.00	\$786.00				\$852.00

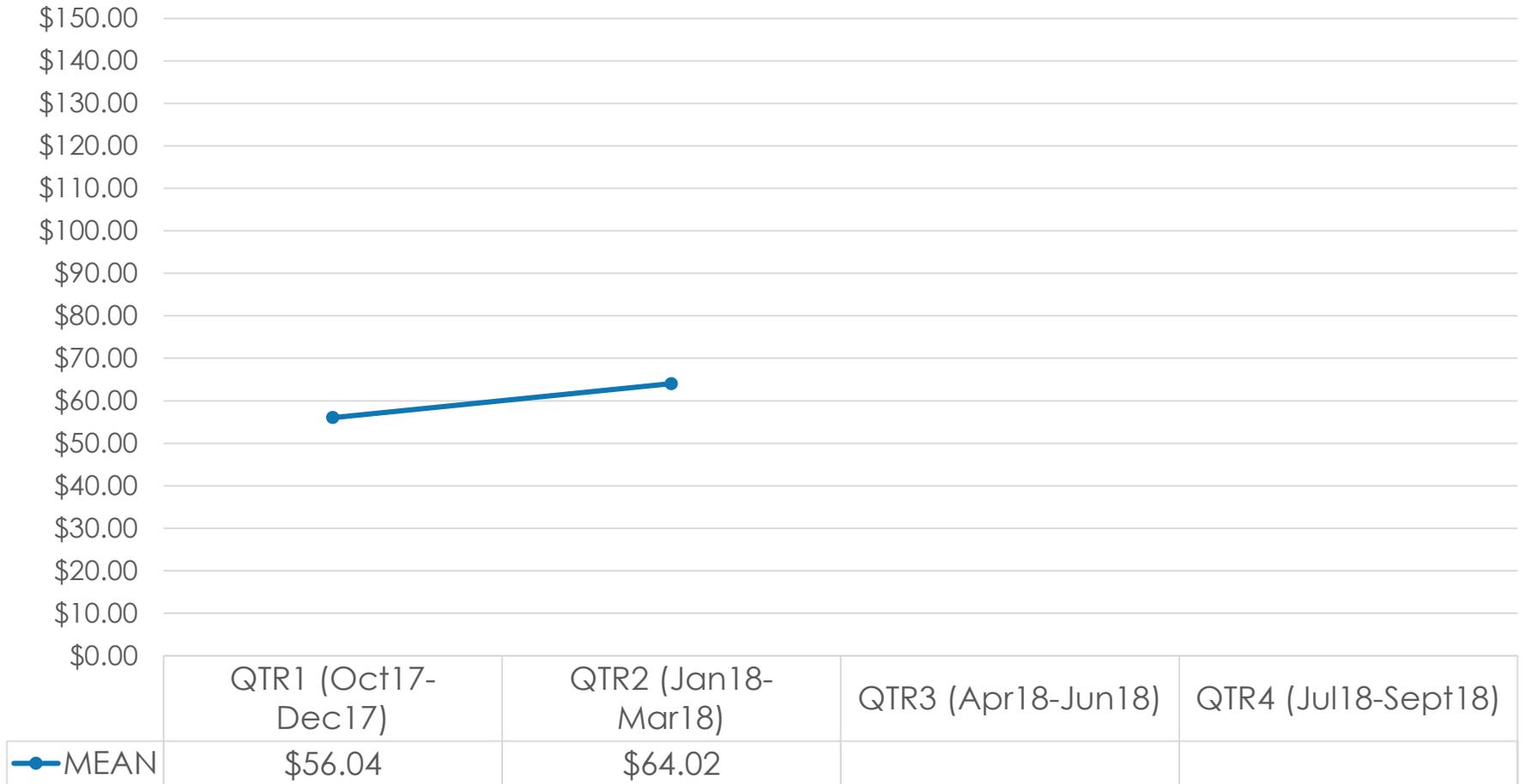
TOTAL Per Person Expenditures – Key Segments

**GVB EXIT SURVEY
TOTAL - PER PERSON**

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
TOTAL PP	Mean	\$881.20	\$975.40	\$2,574.23	\$1,376.49	\$868.24	\$700.39	\$777.43	\$845.34	\$879.64
	Median	\$786	\$975	\$2,546	\$1,376	\$778	\$662	\$719	\$770	\$798

Prepared by Anthology Research

GUAM AIRPORT EXPENDITURE – FY2018 Tracking

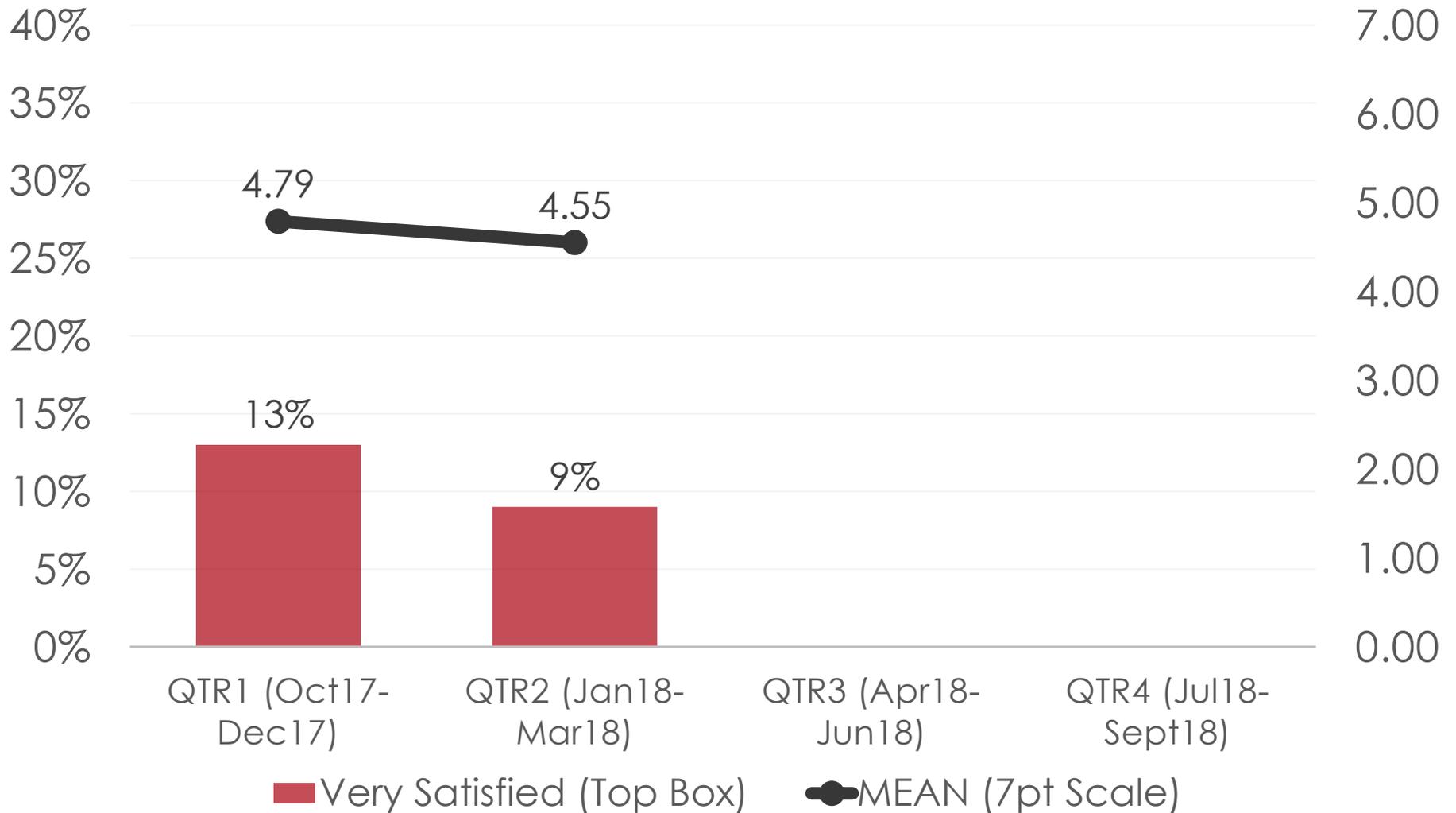


SECTION 4

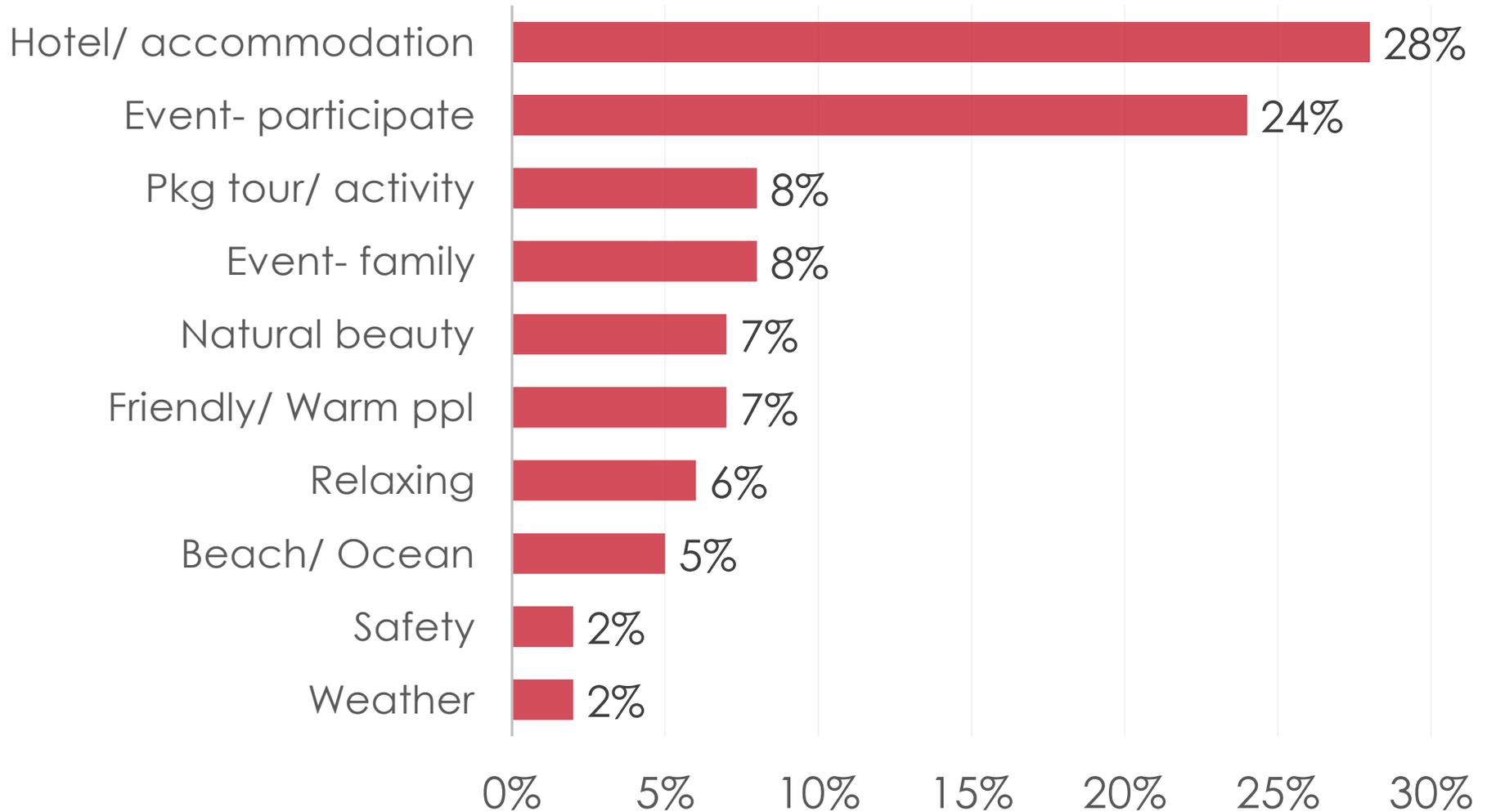
VISITOR SATISFACTION

BEHAVIOR

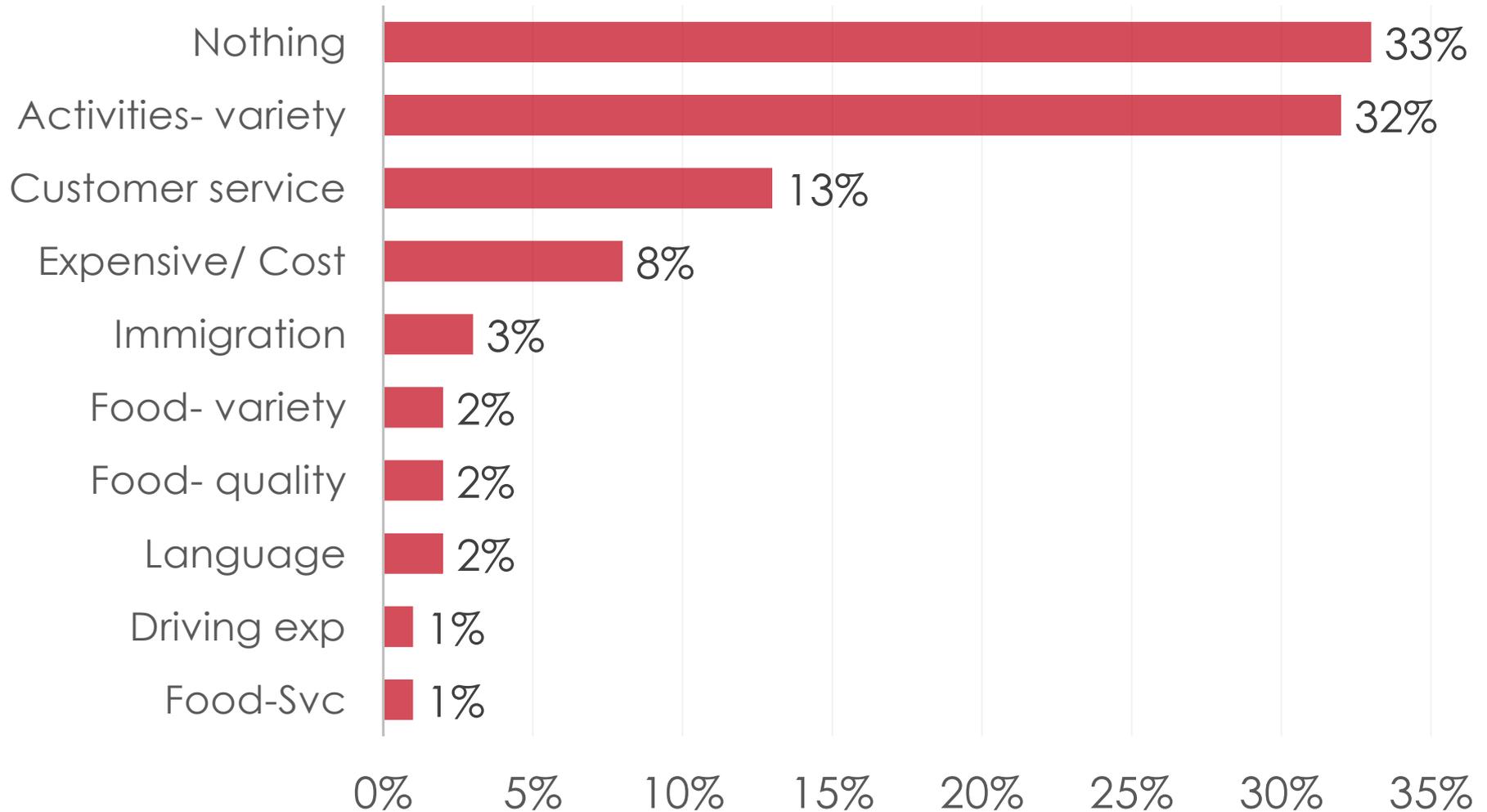
OVERALL SATISFACTION



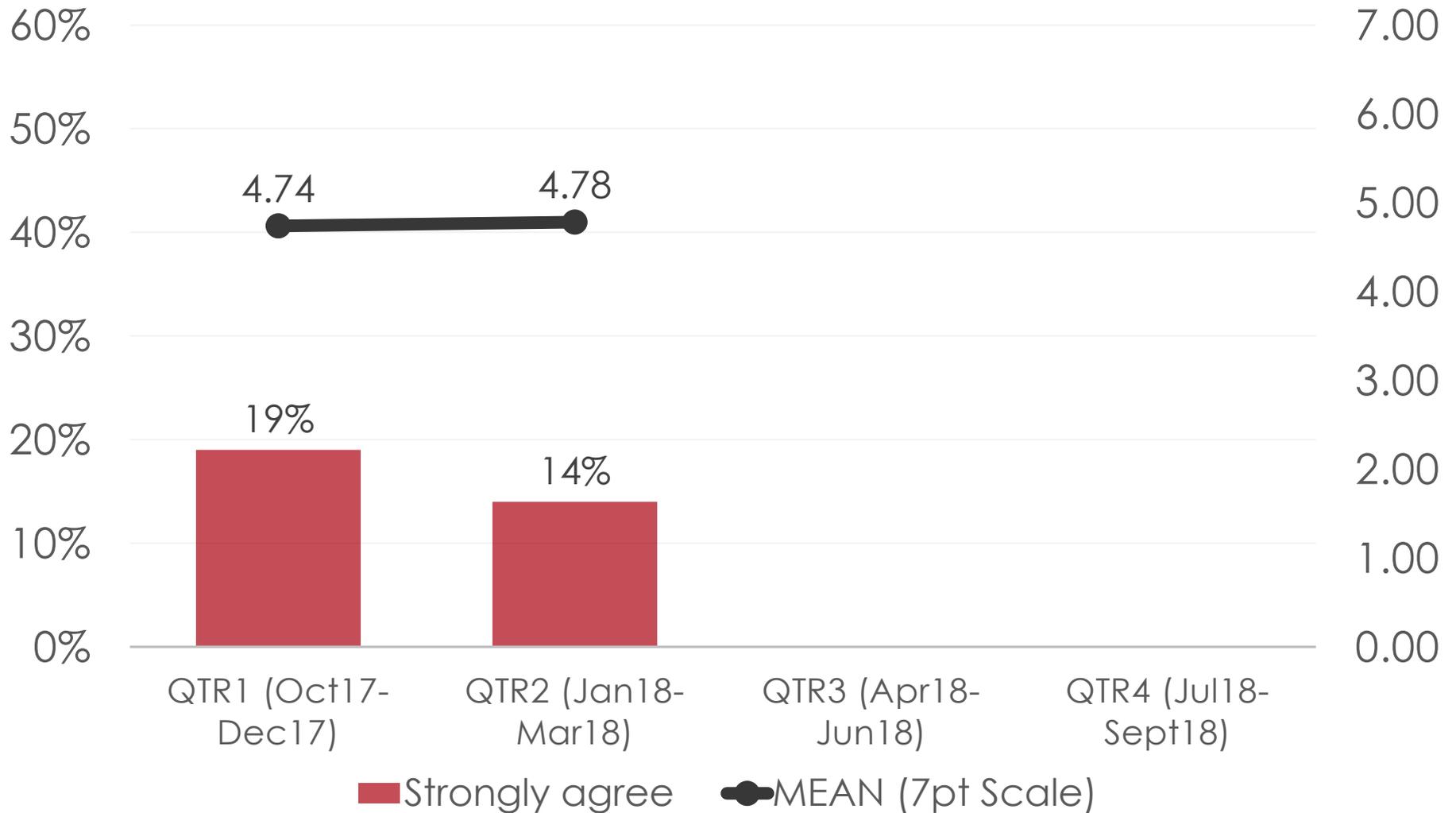
POSITIVE ASPECT OF TRIP



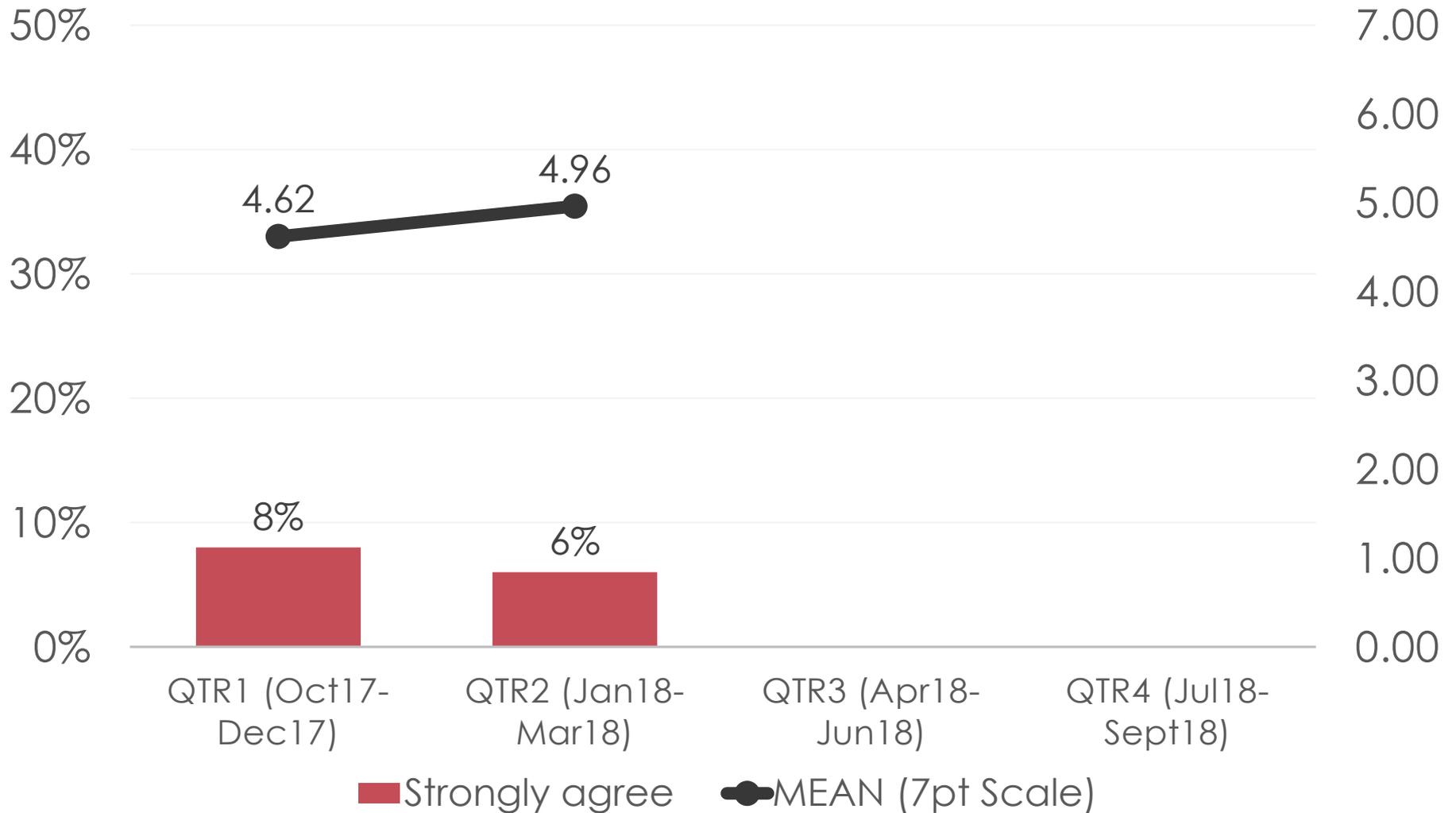
NEGATIVE ASPECT OF TRIP



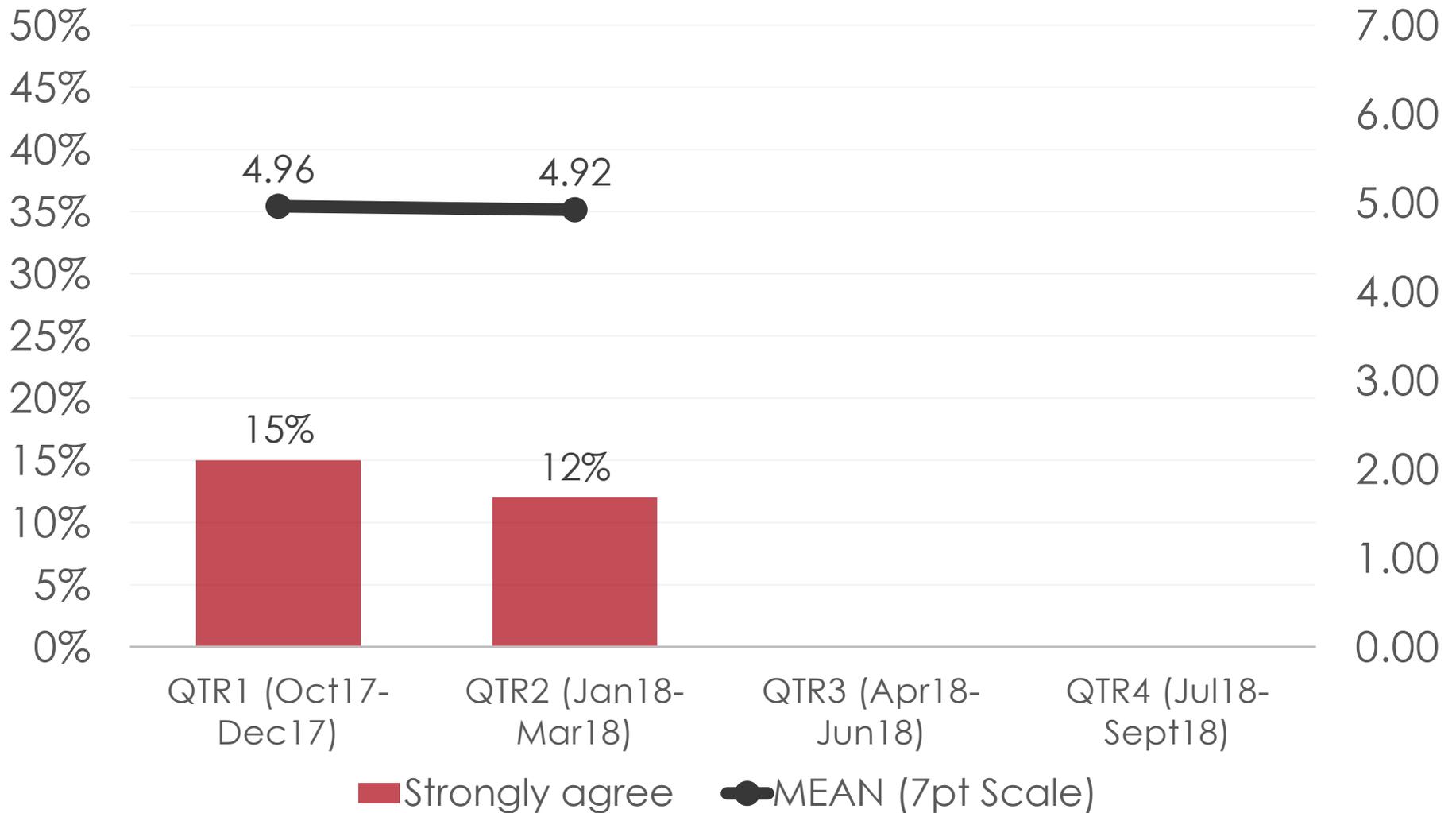
Guam was better than expected



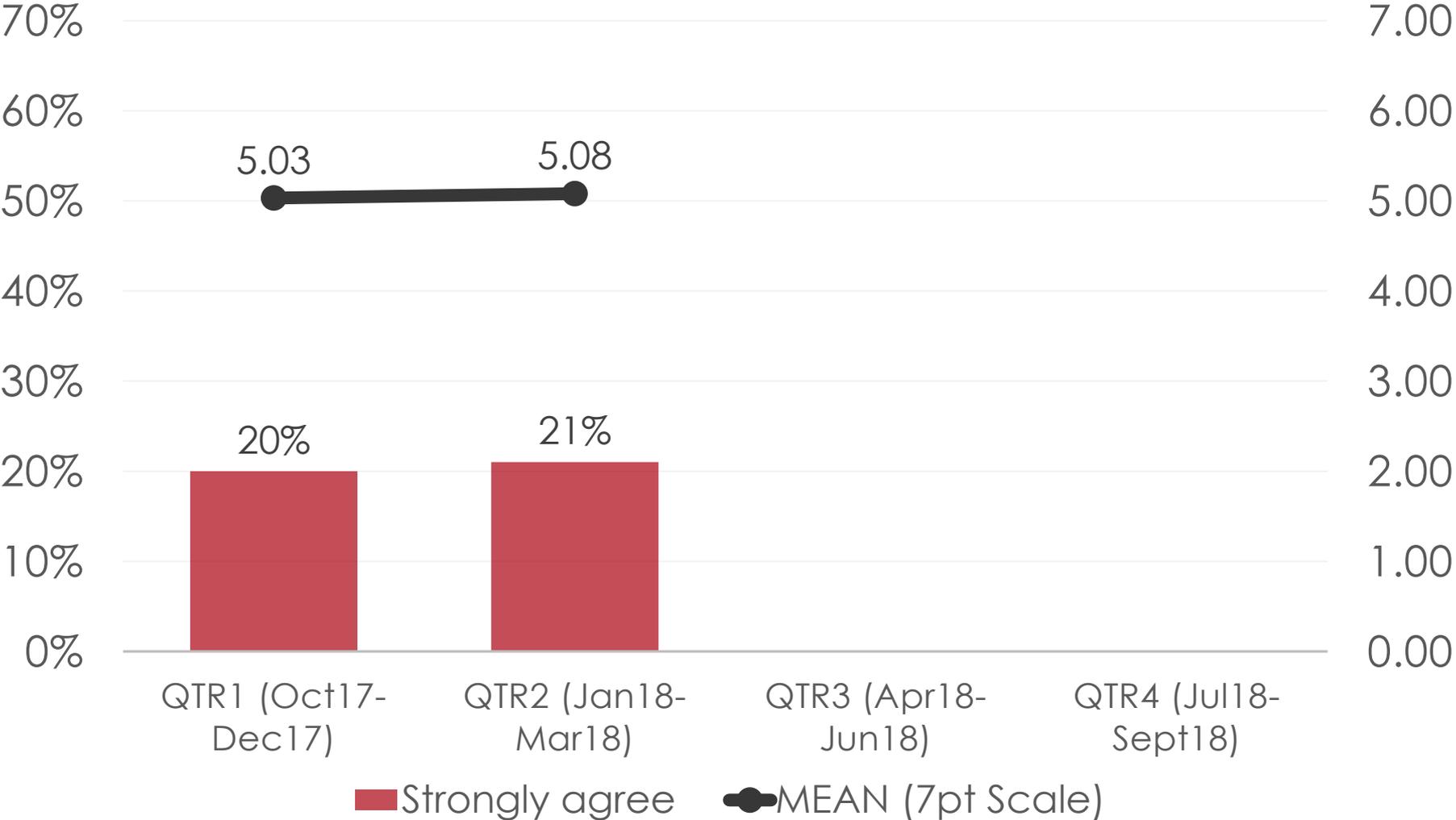
I had no communication problems



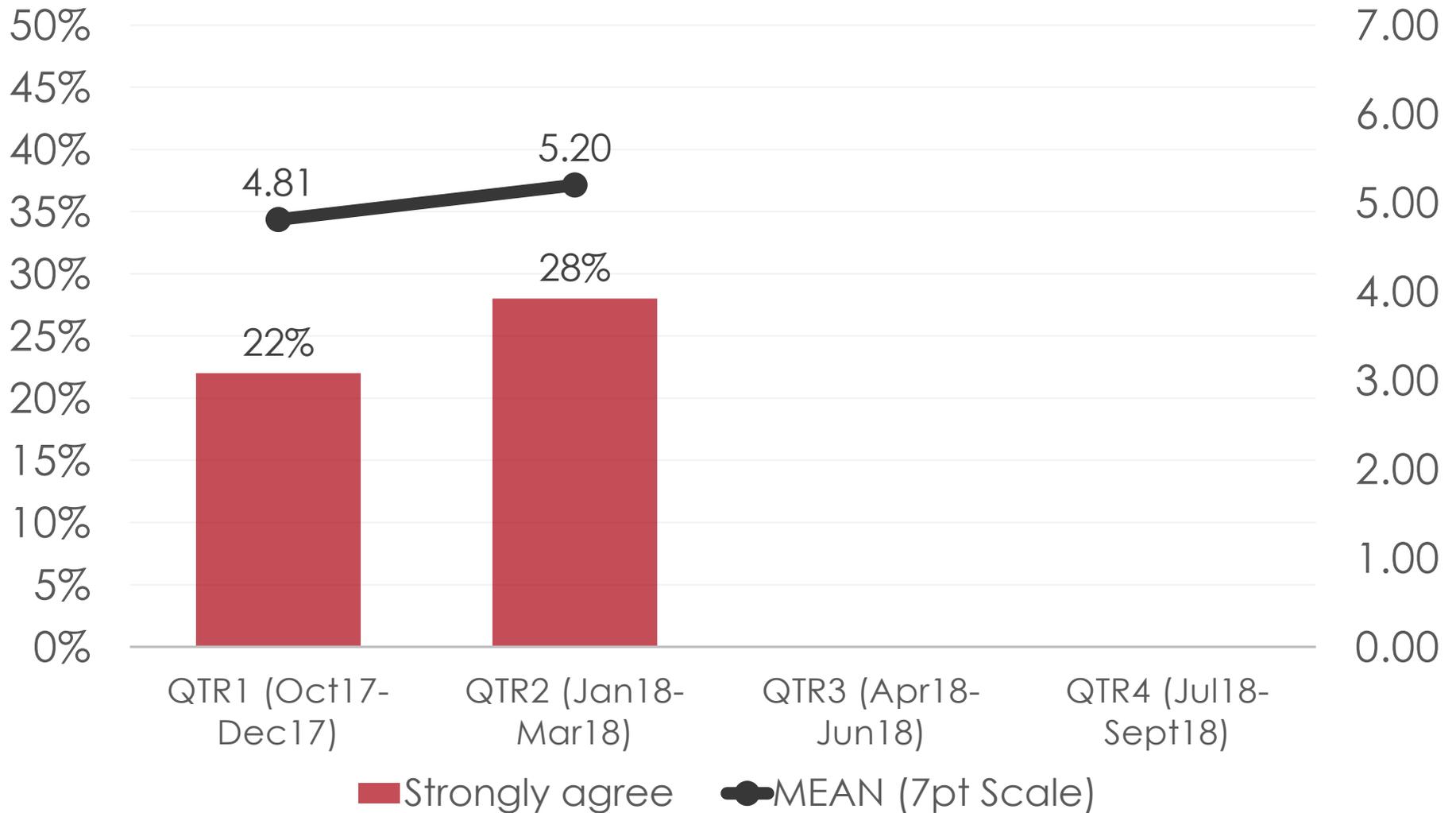
I will recommend Guam to friends



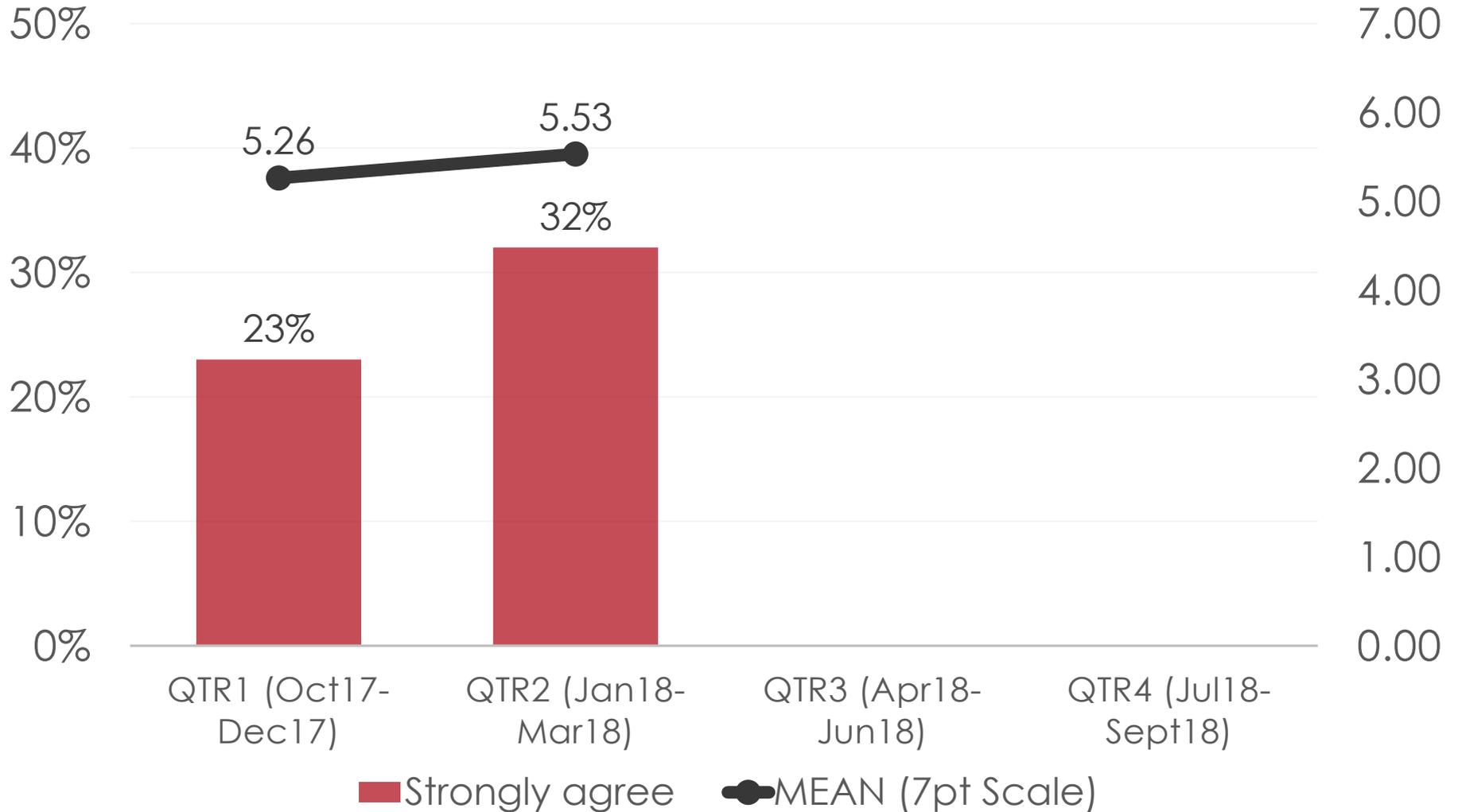
Sites on Guam were attractive



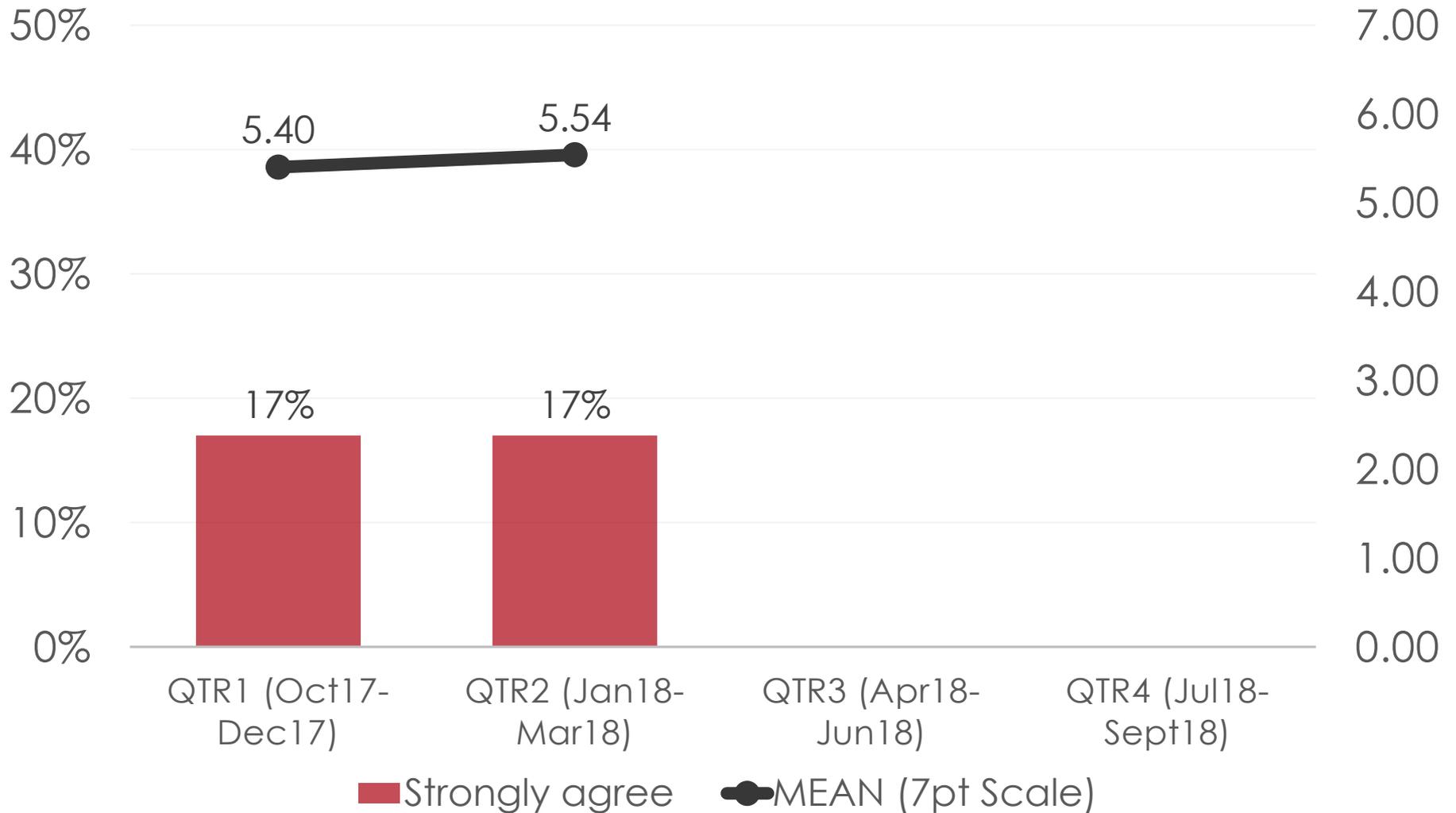
I plan to visit Guam again



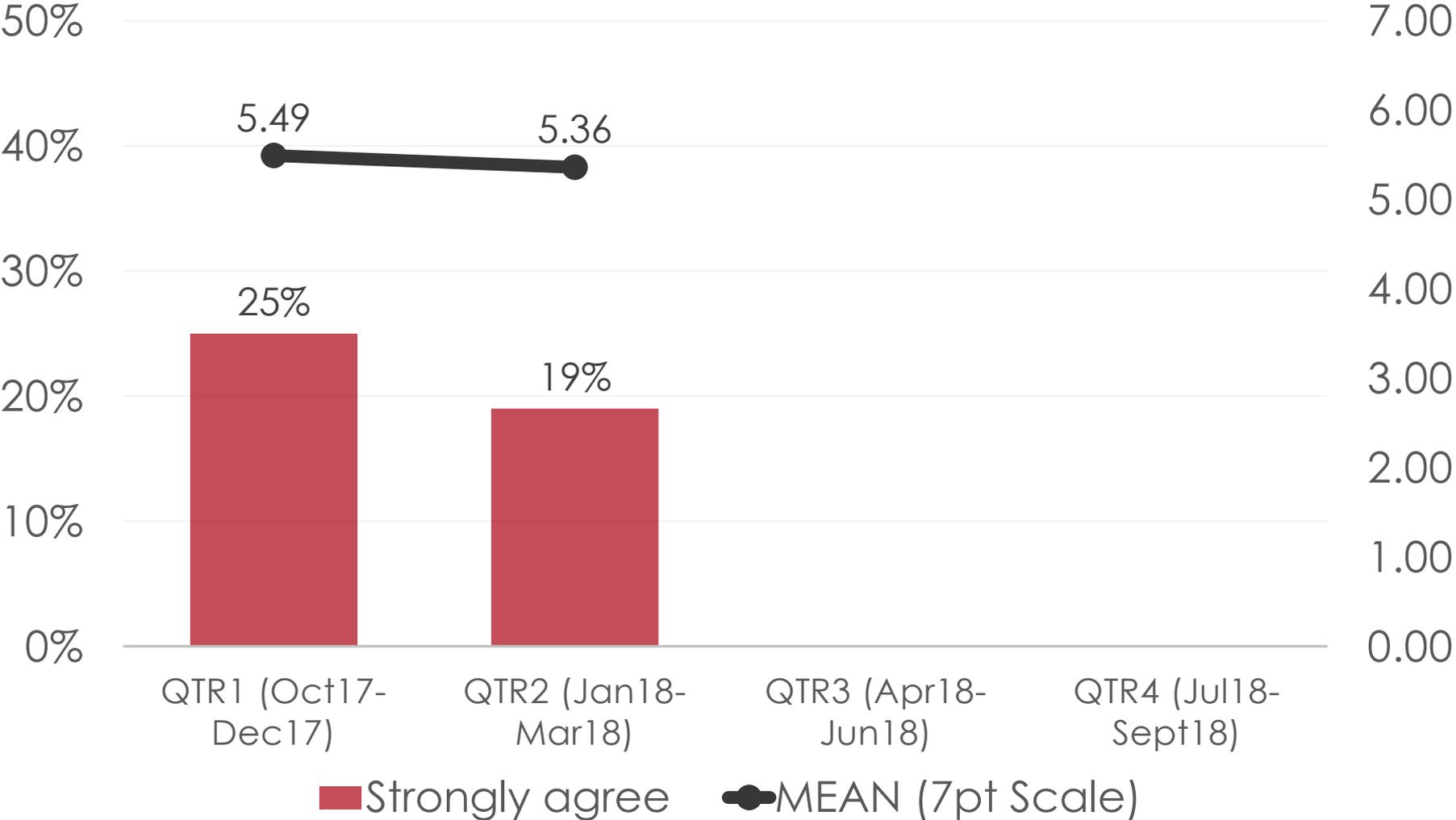
Not enough night time activities



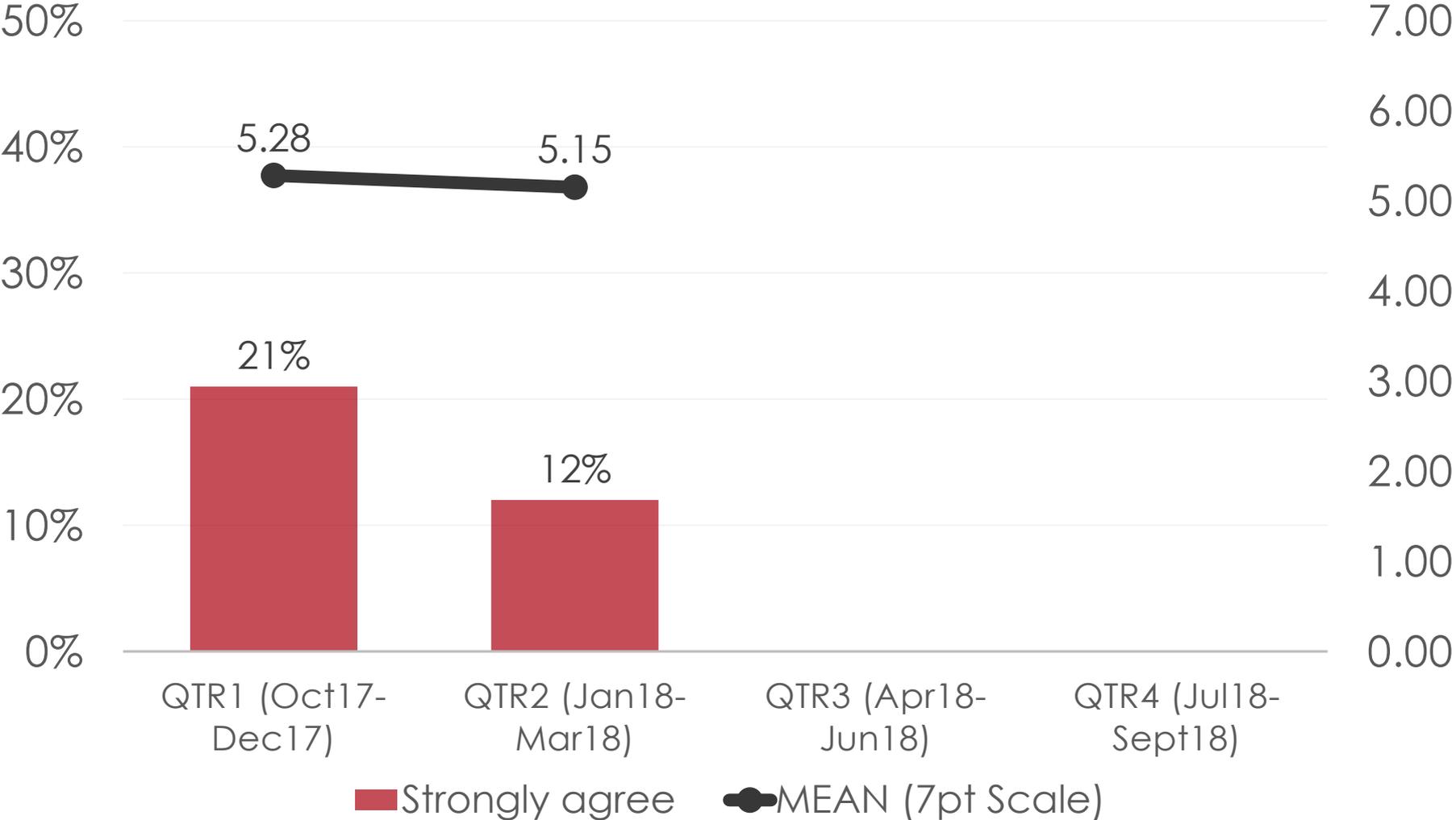
Tour guides were professional



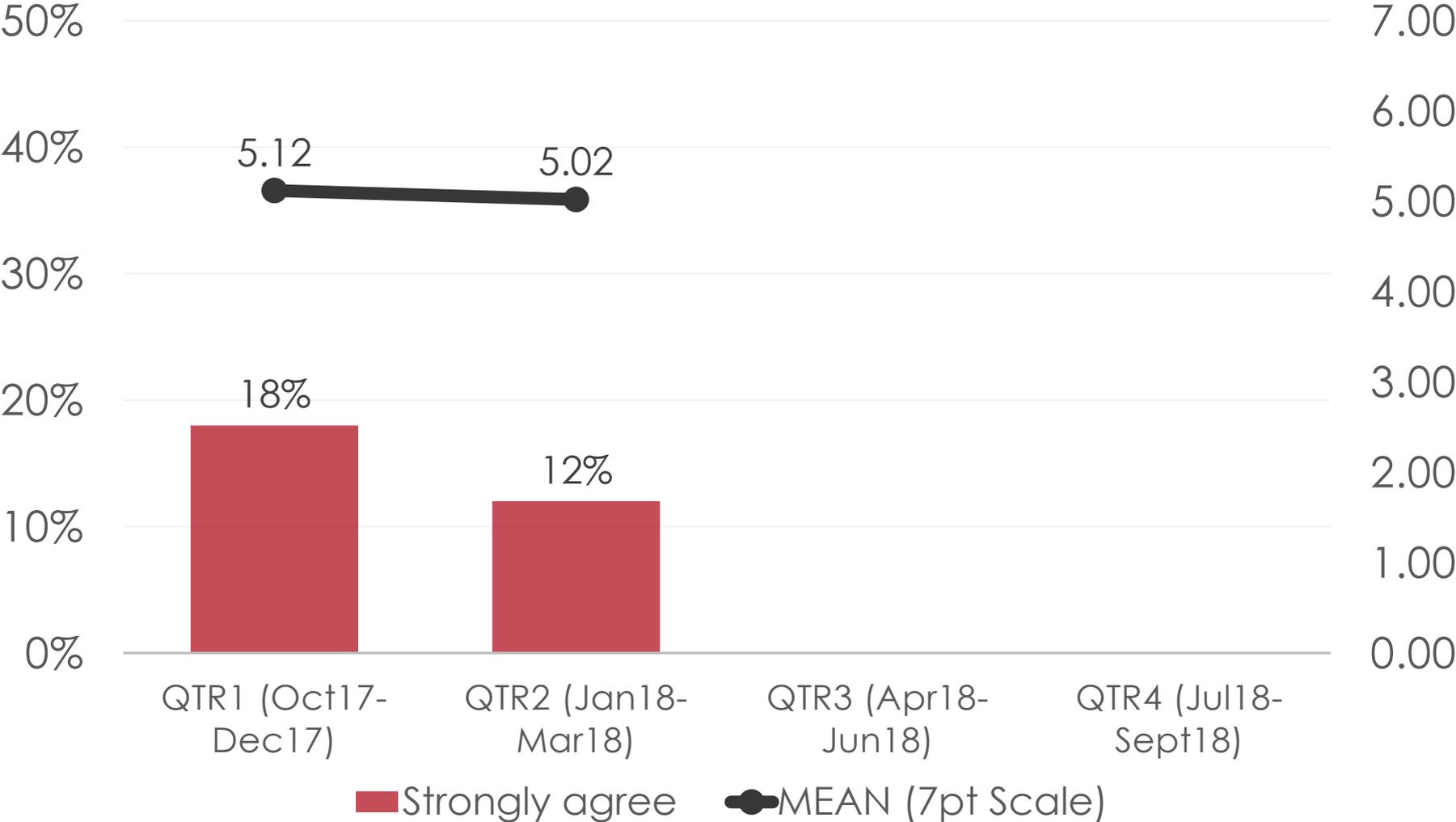
Tour drivers were professional



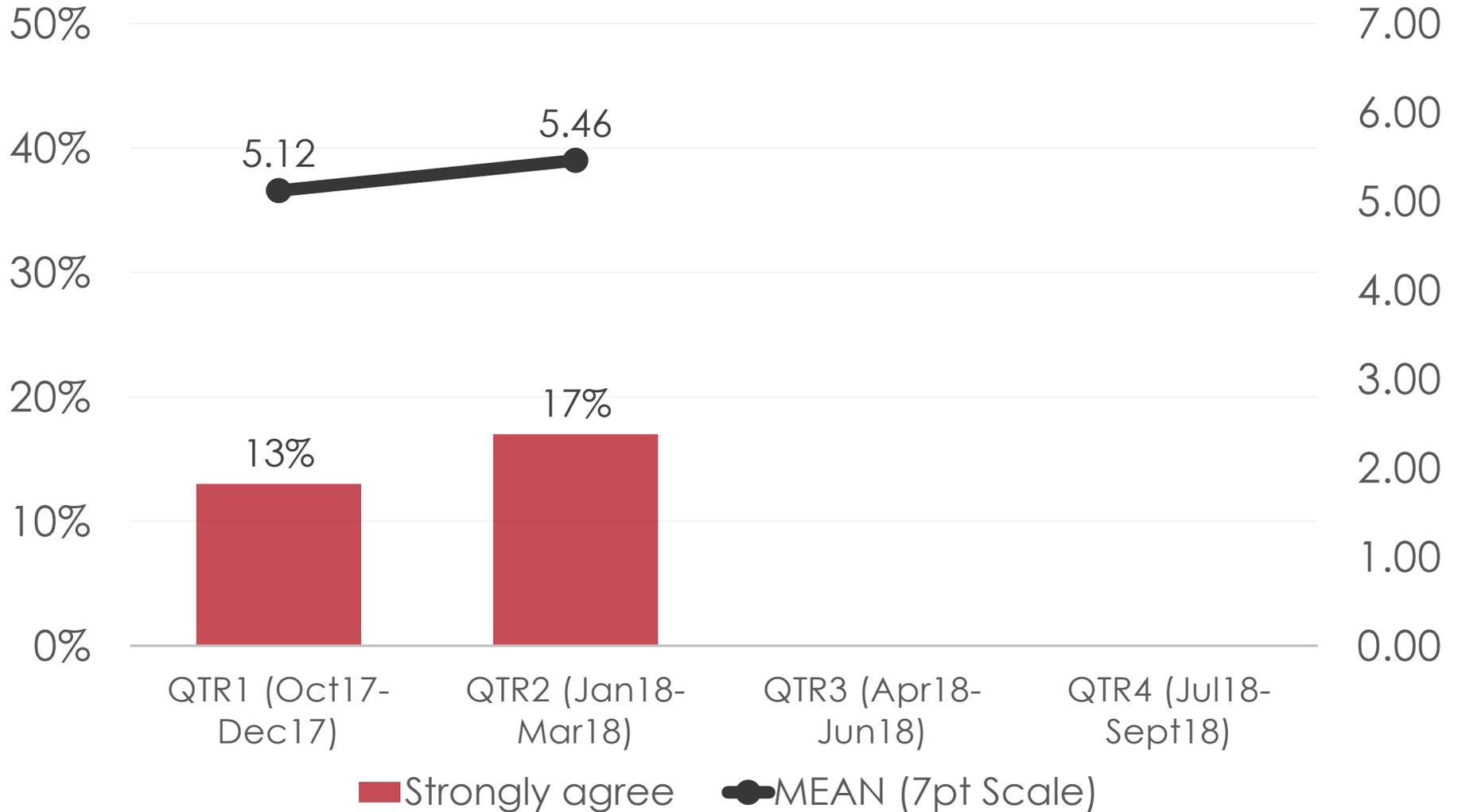
Taxi drivers were professional



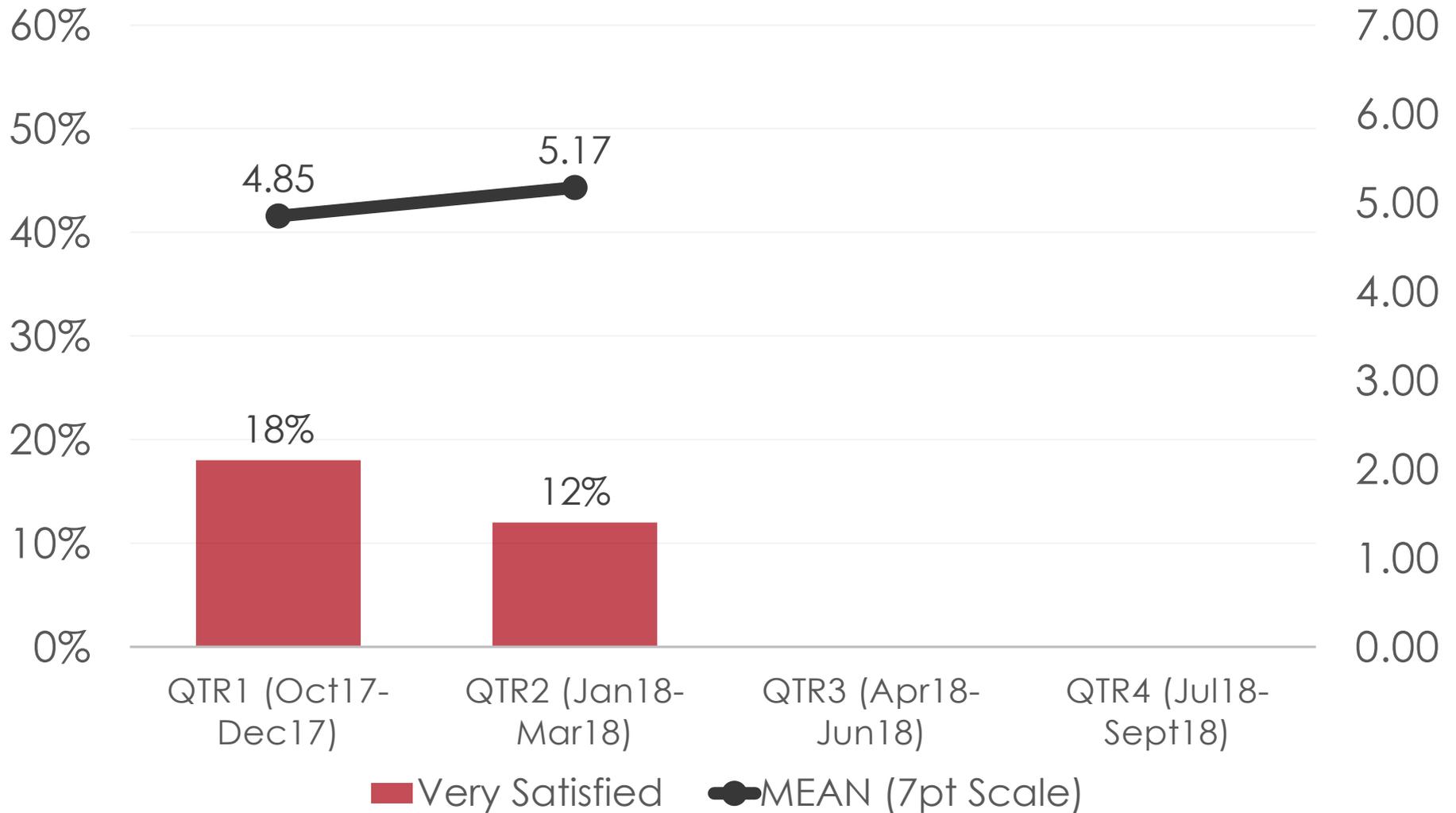
Taxis were clean



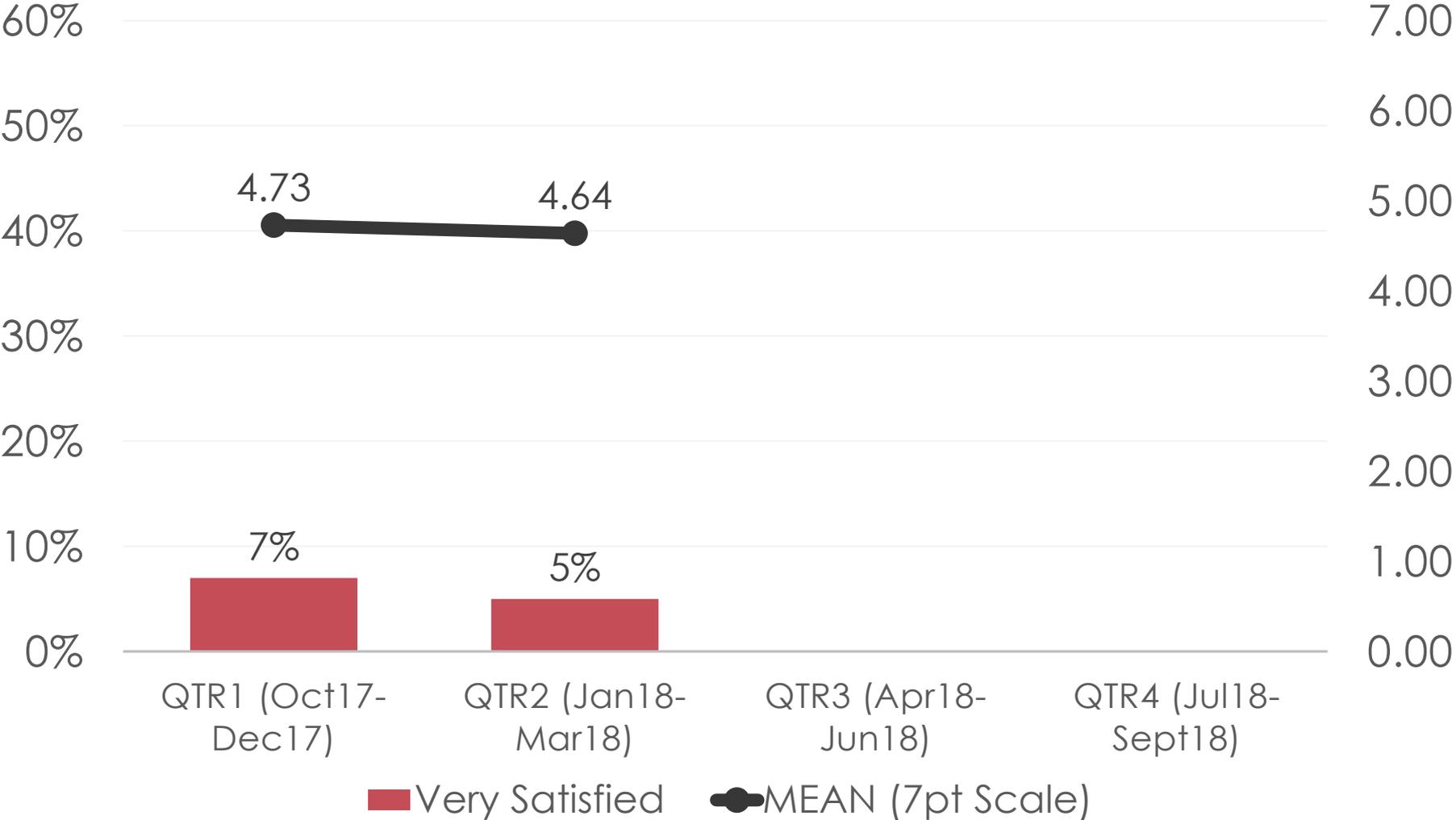
Guam airport was clean



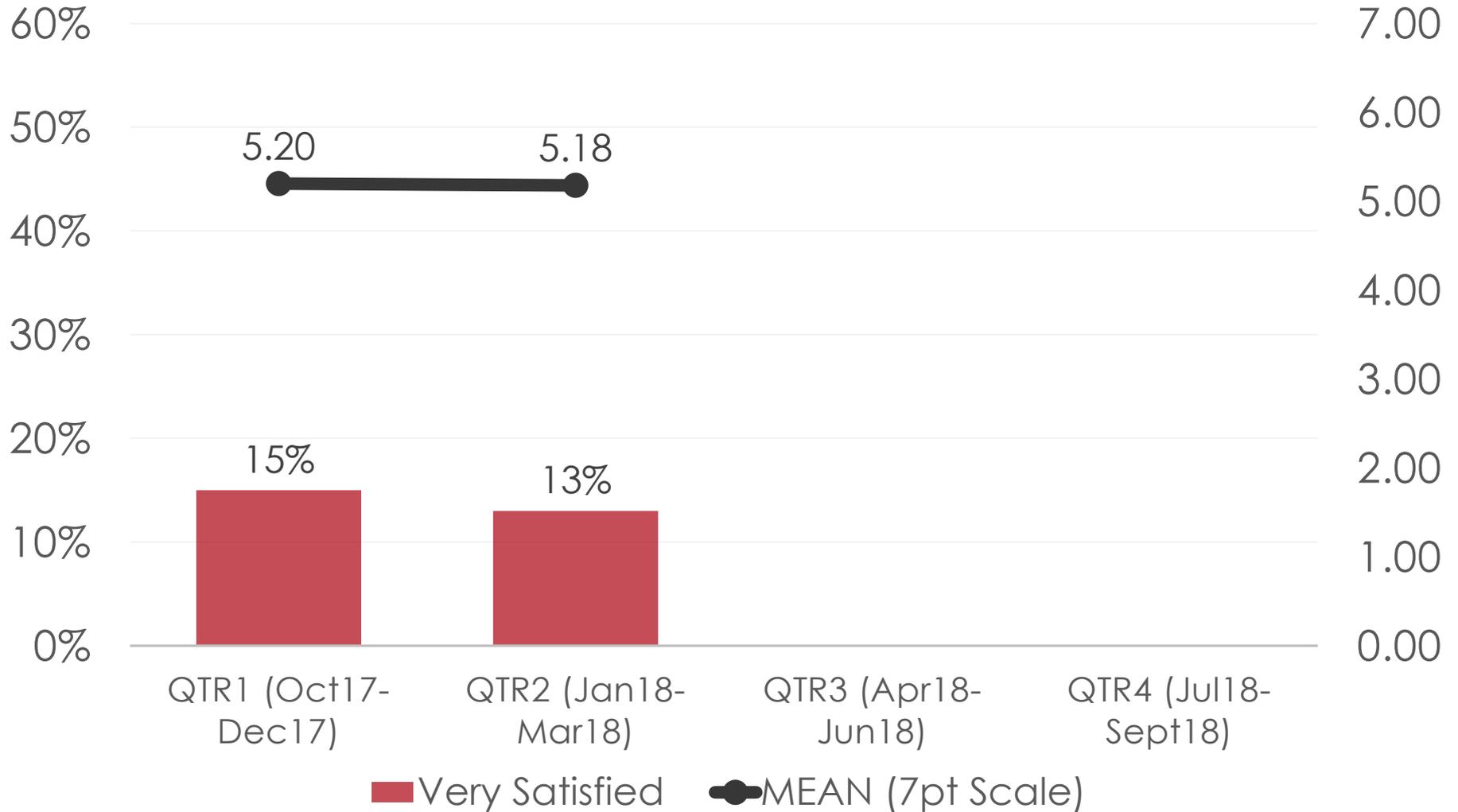
Ease of getting around



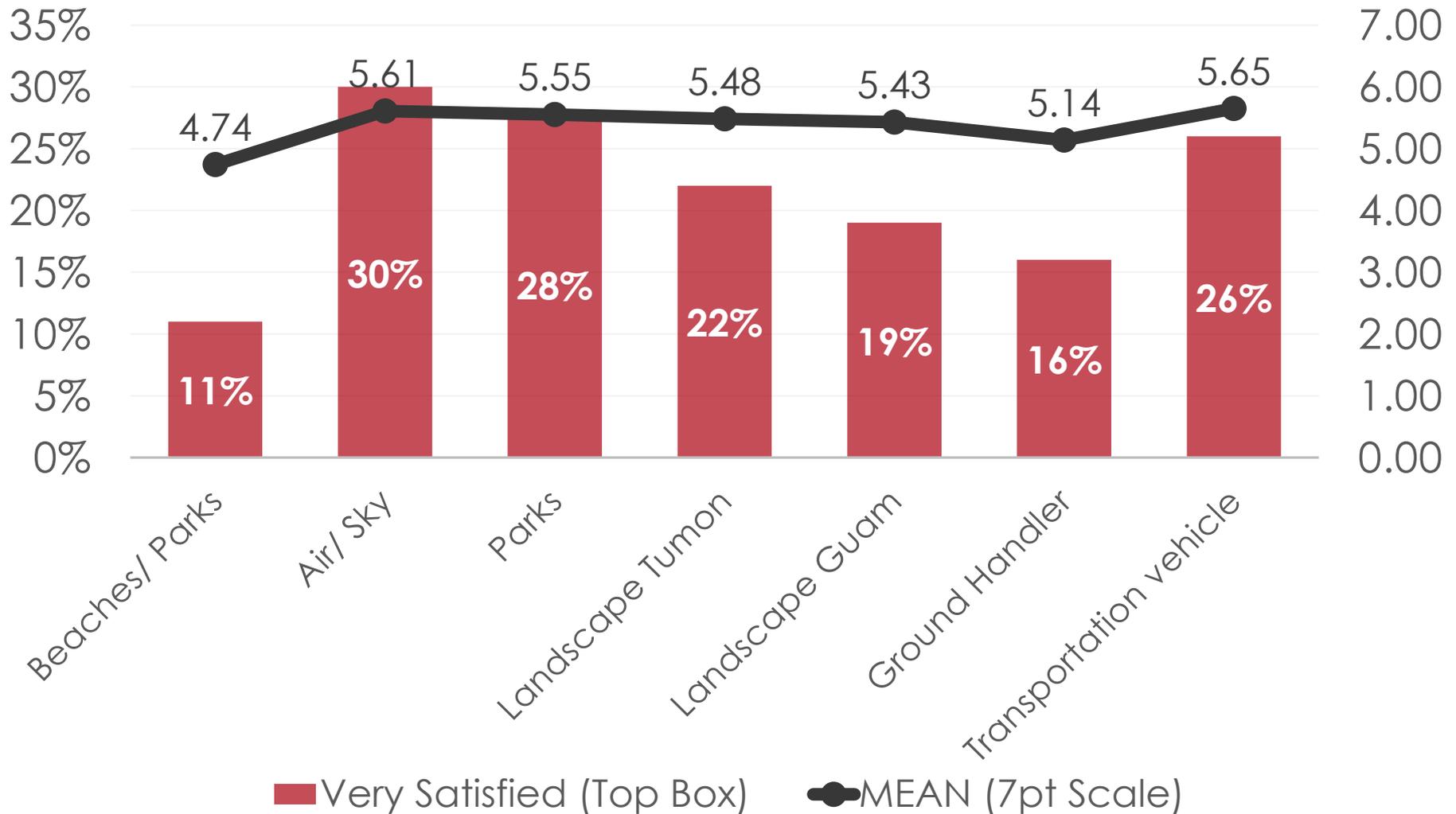
Safety walking around at night



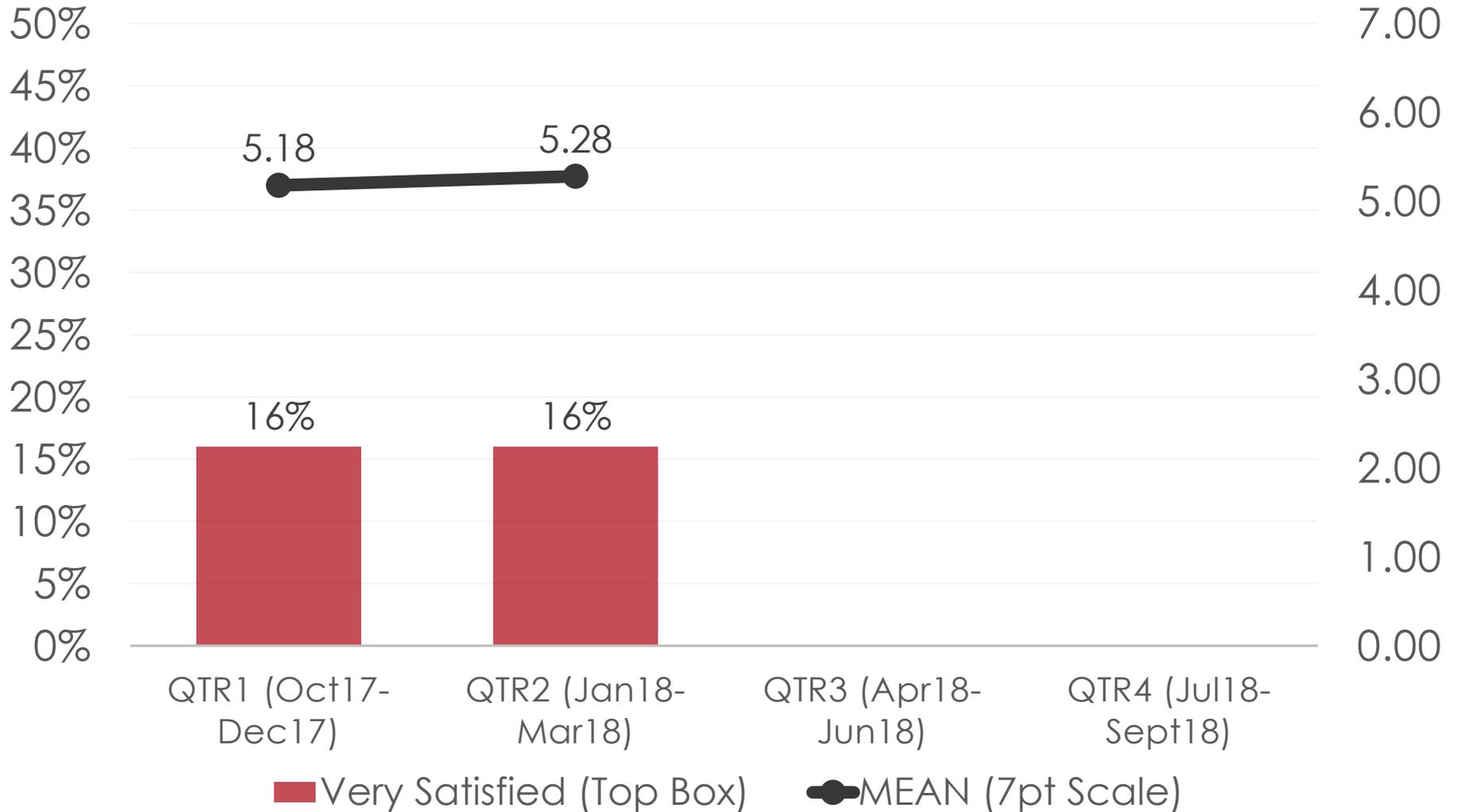
Price of things on Guam



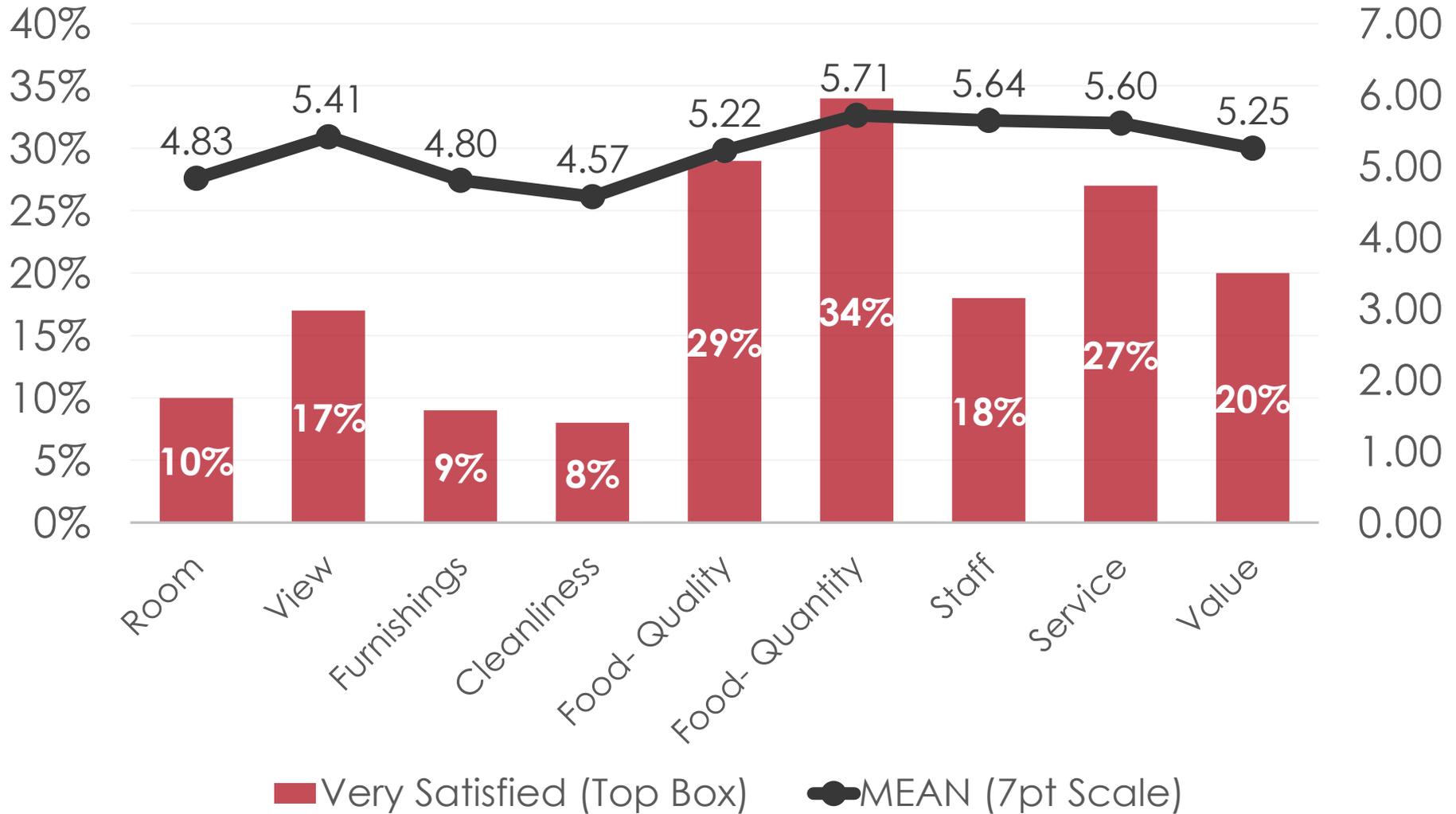
GENERAL SATISFACTION – Quality/ Cleanliness



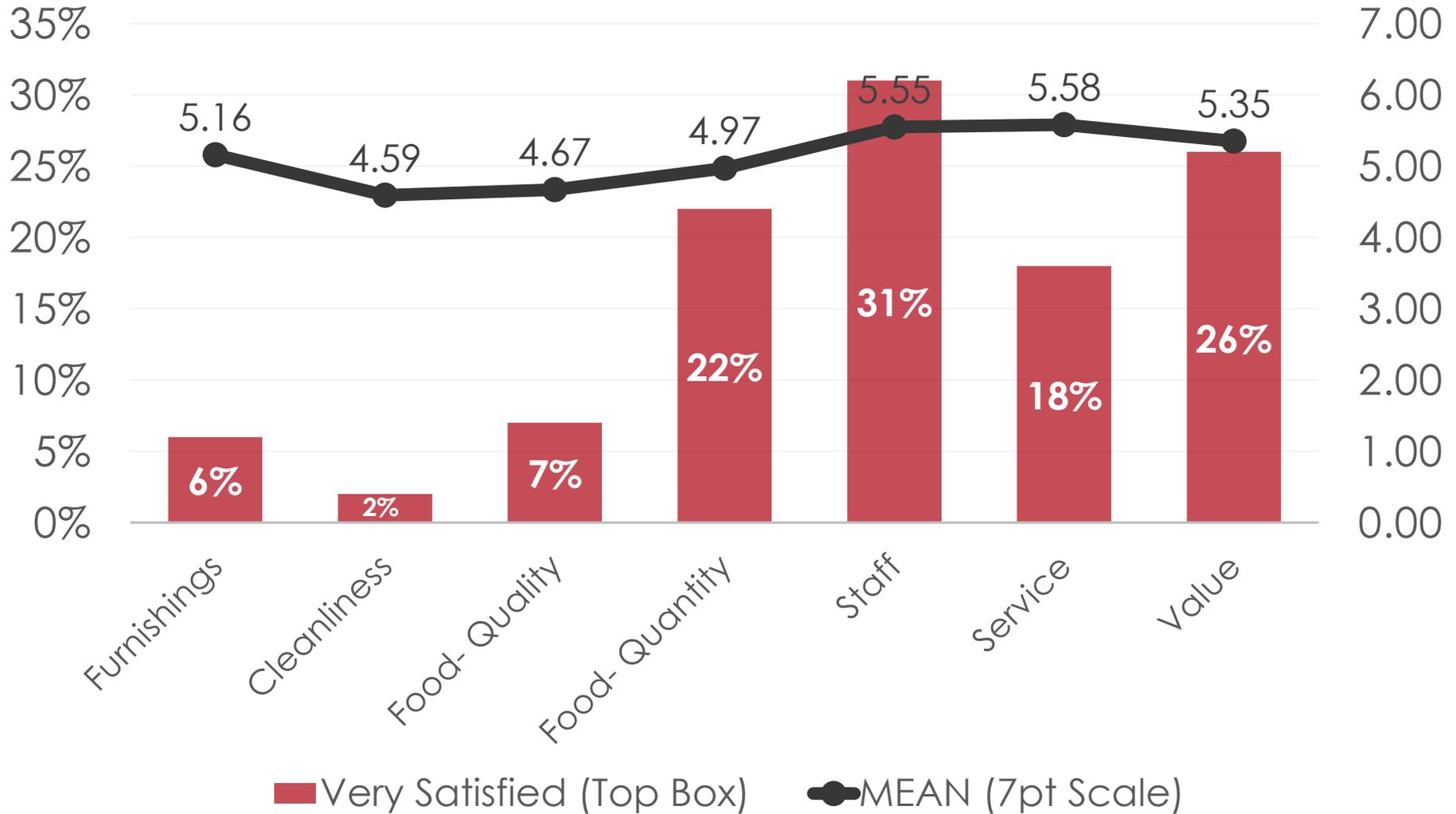
ACCOMMODATIONS – OVERALL SATISFACTION



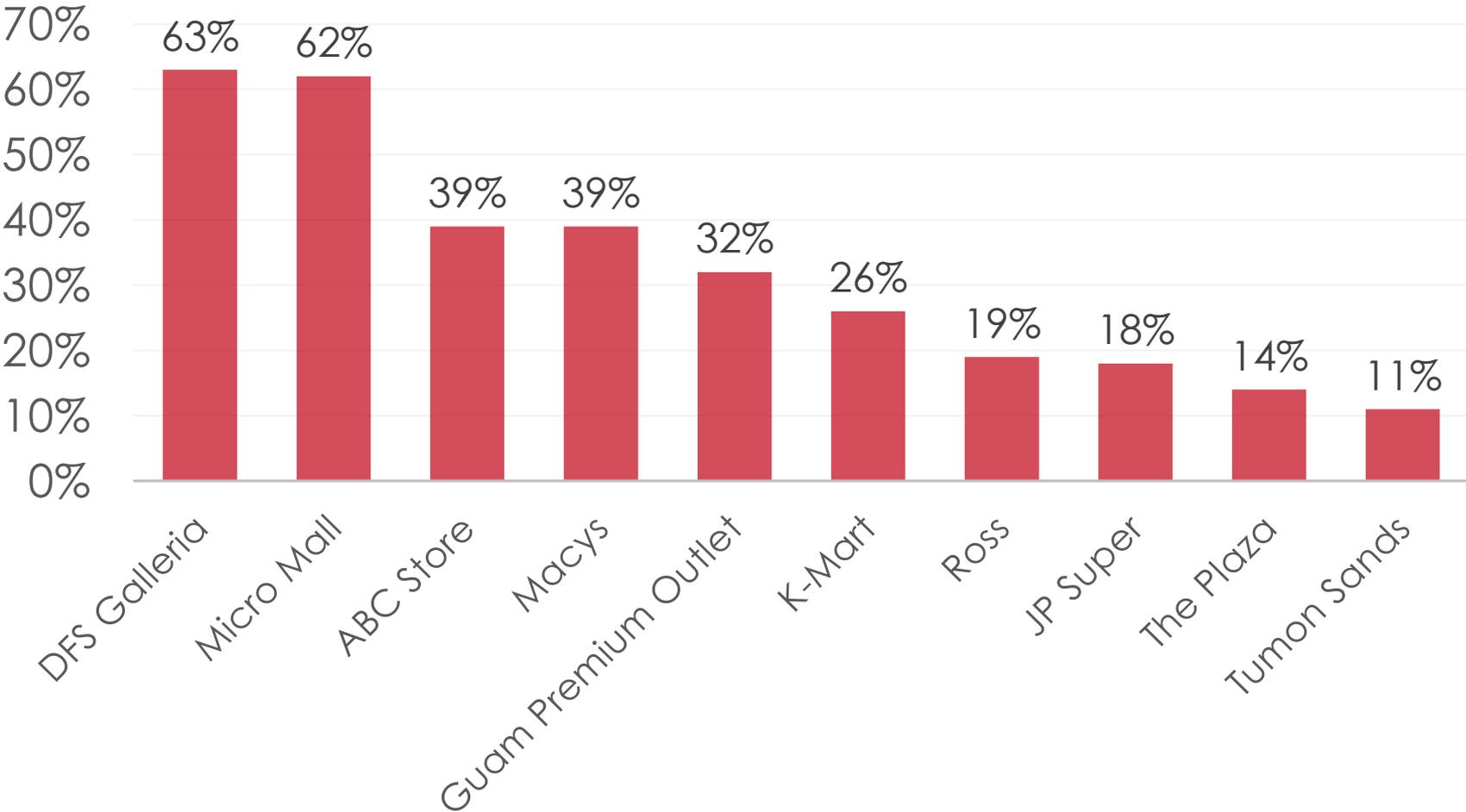
ACCOMMODATIONS – Satisfaction by Category



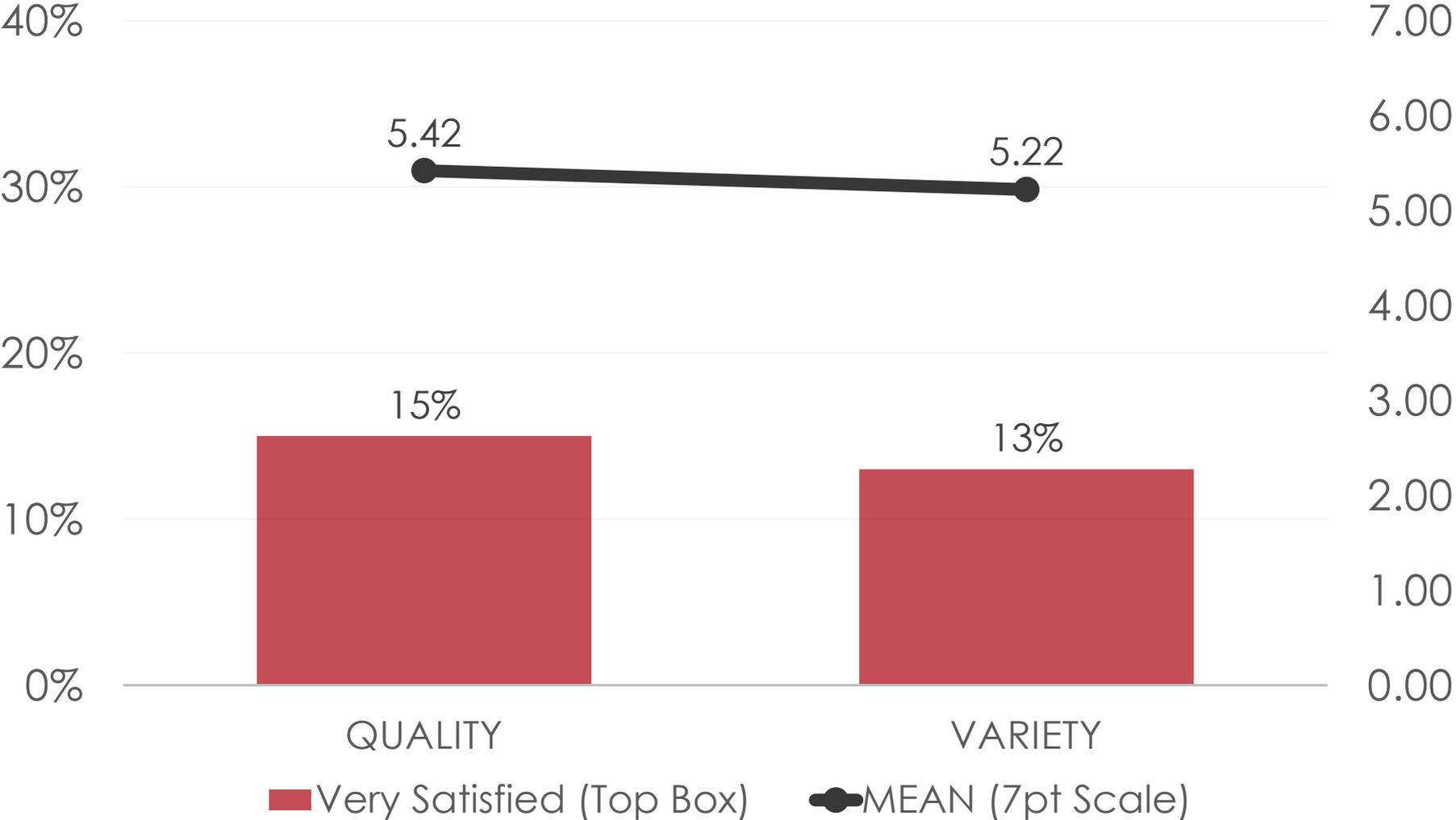
DINING EXPERIENCE (Outside Hotel) – Satisfaction by Category



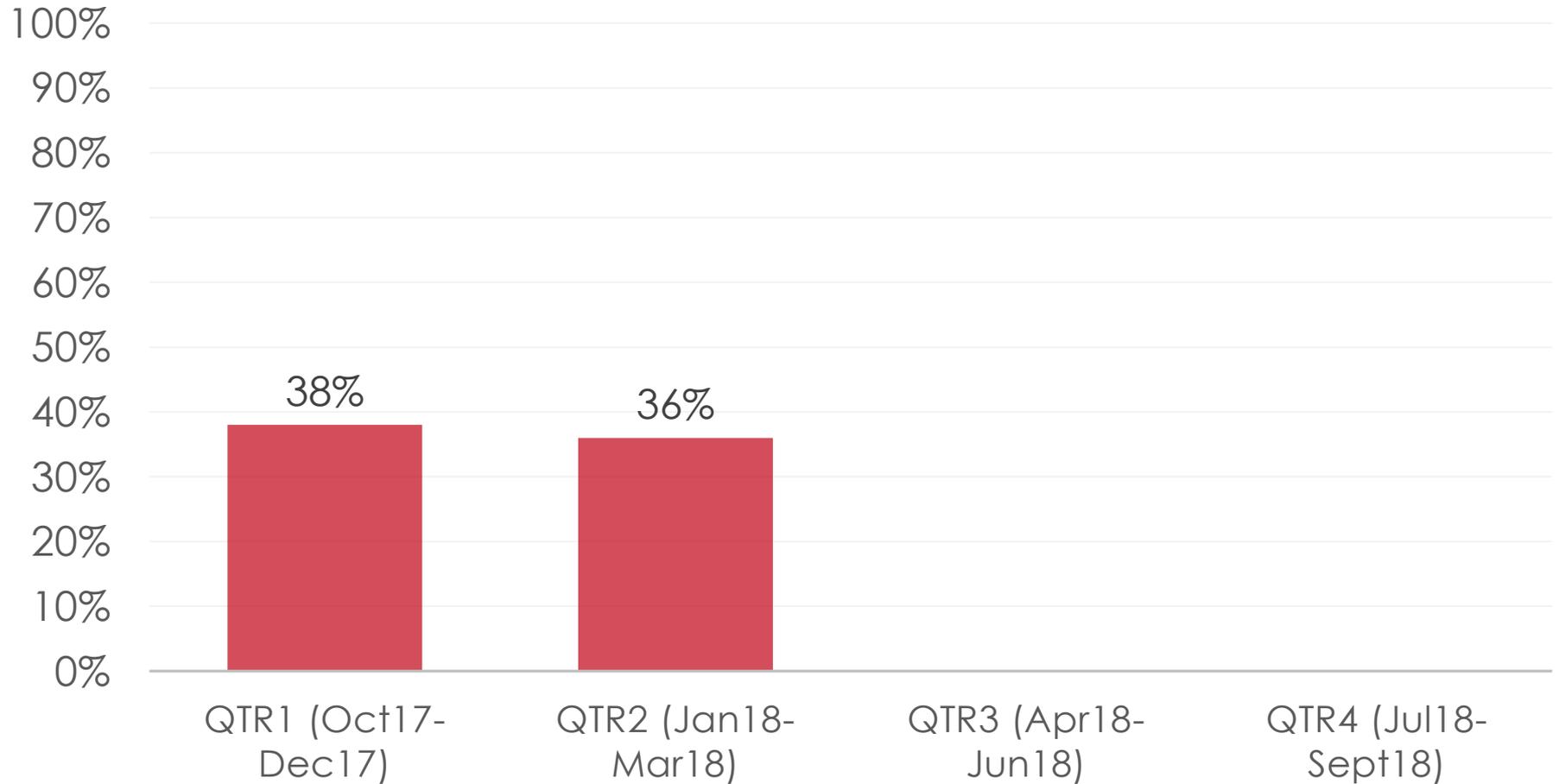
Shopping Malls/ Stores (Top Responses)



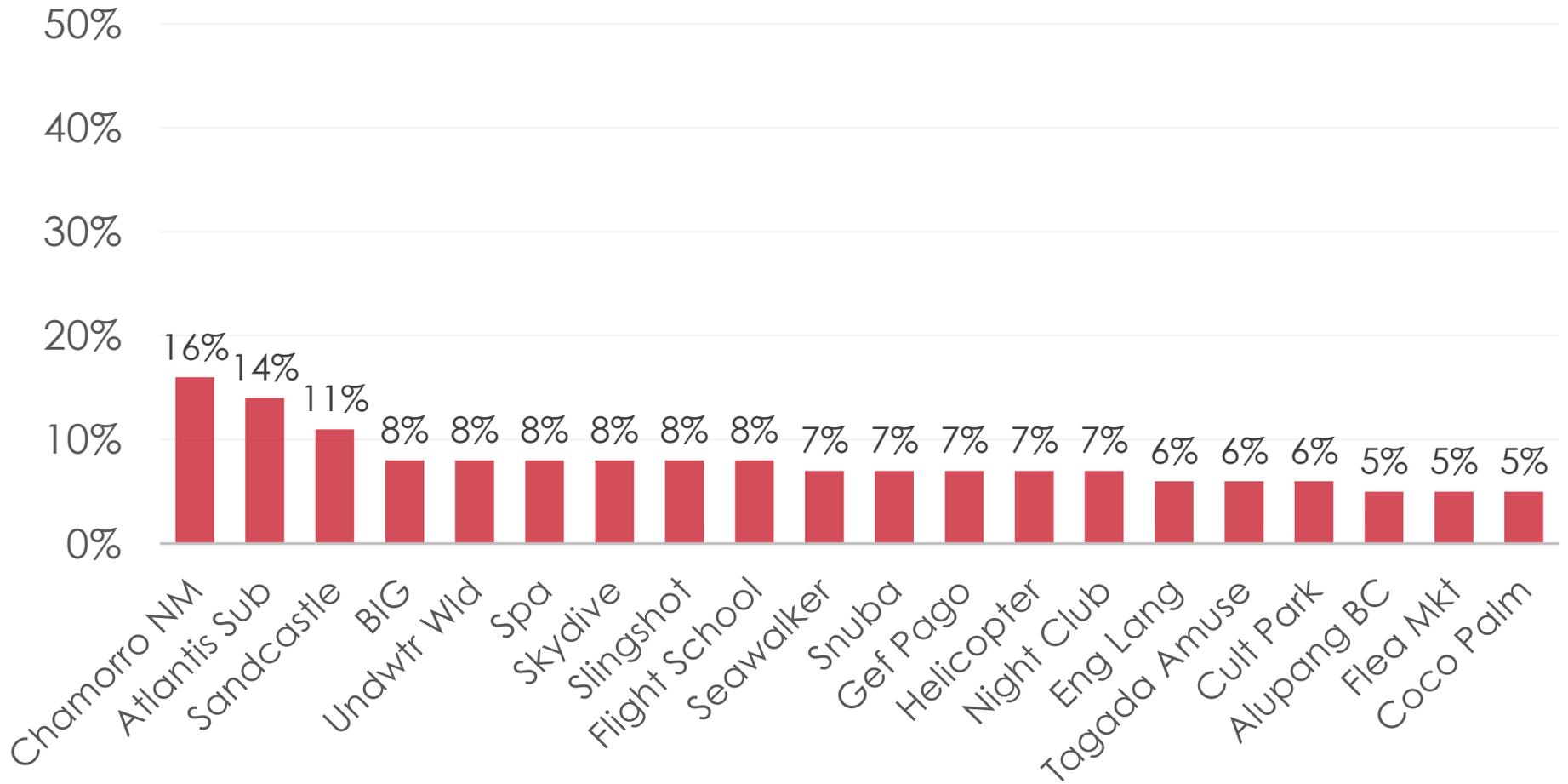
SHOPPING - SATISFACTION



OPTIONAL TOUR PARTICIPATION – FY2018 Tracking

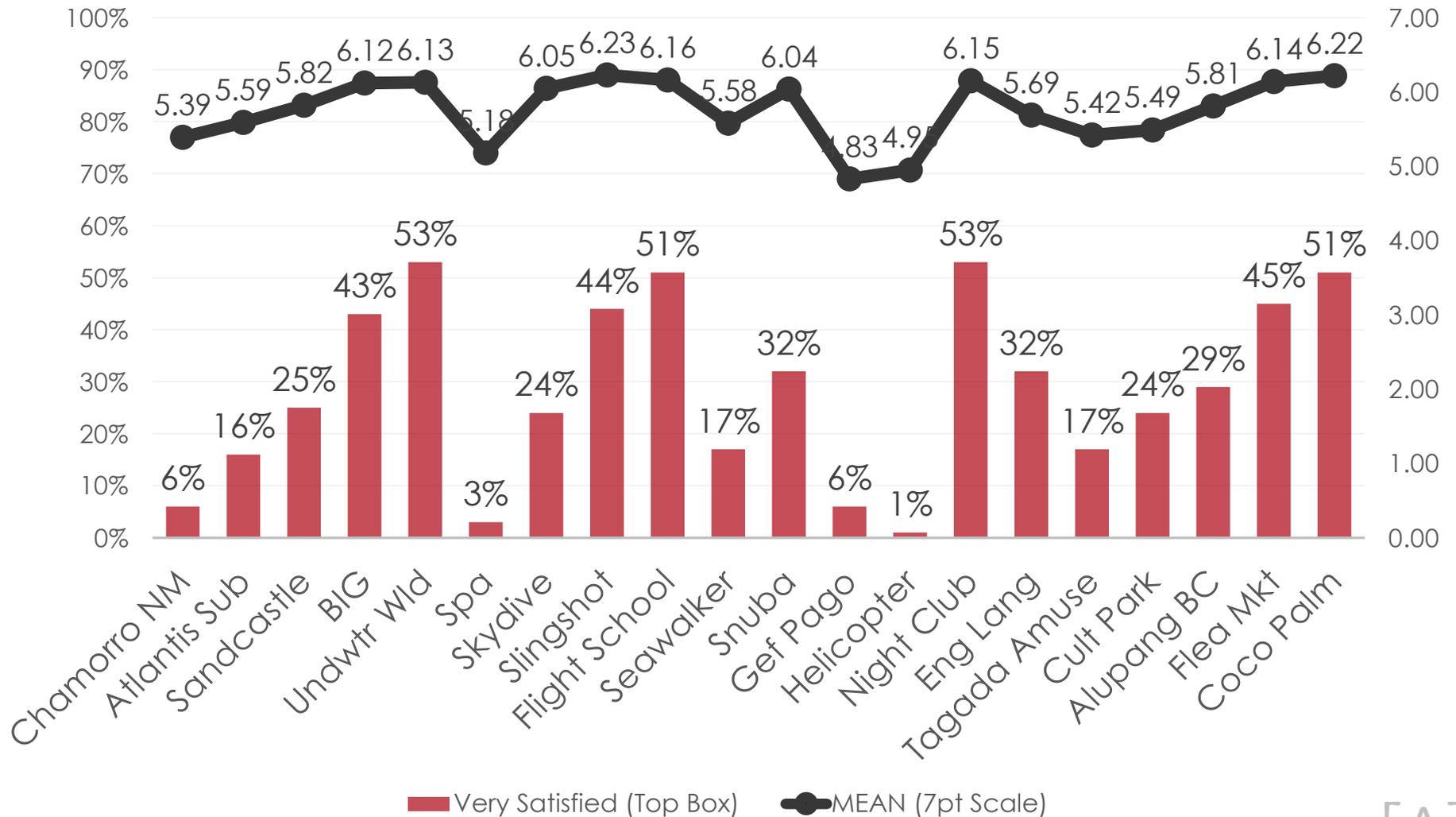


Optional Tour Participation (Top Responses 5%+)

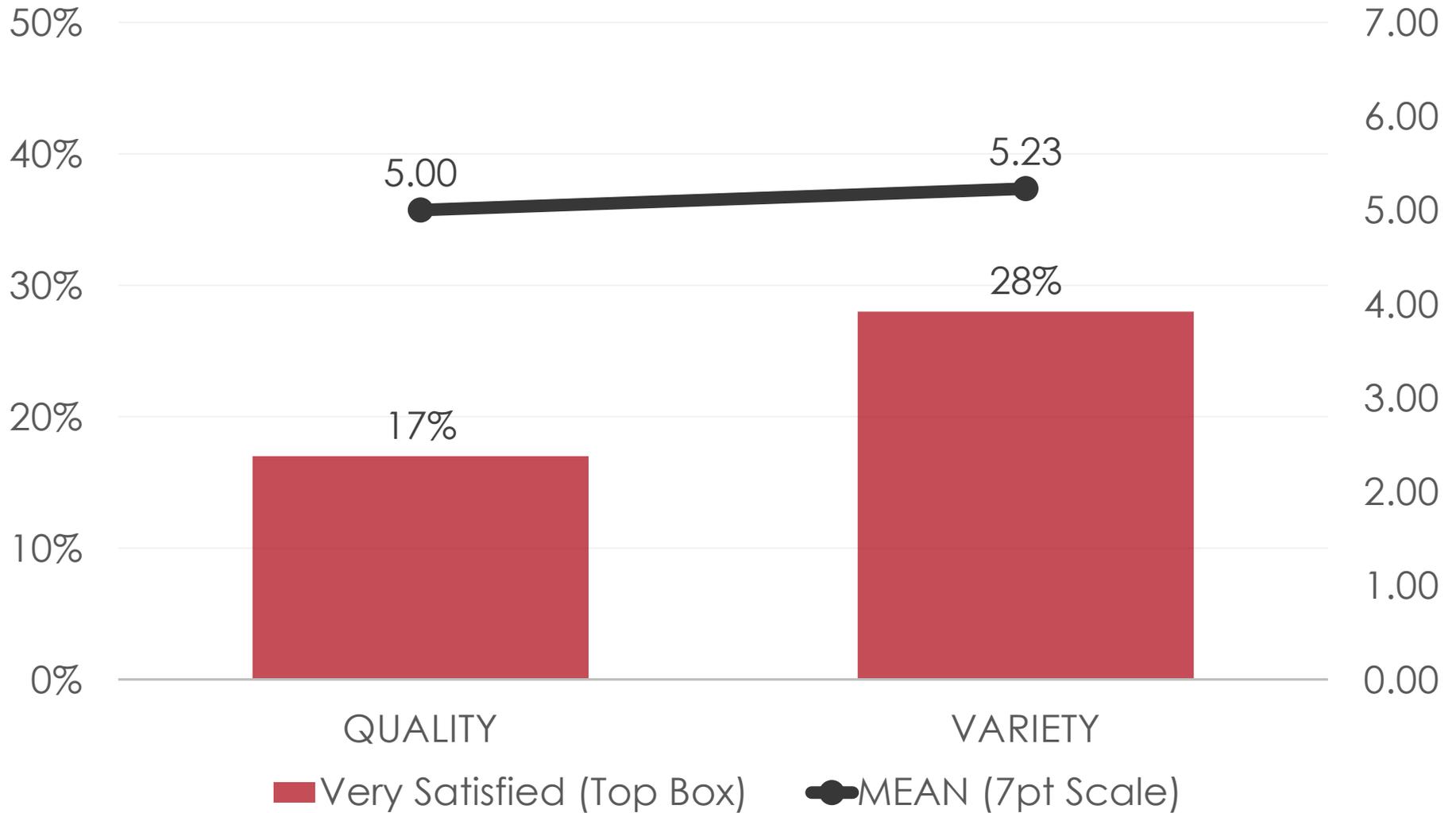


Optional Tour Satisfaction

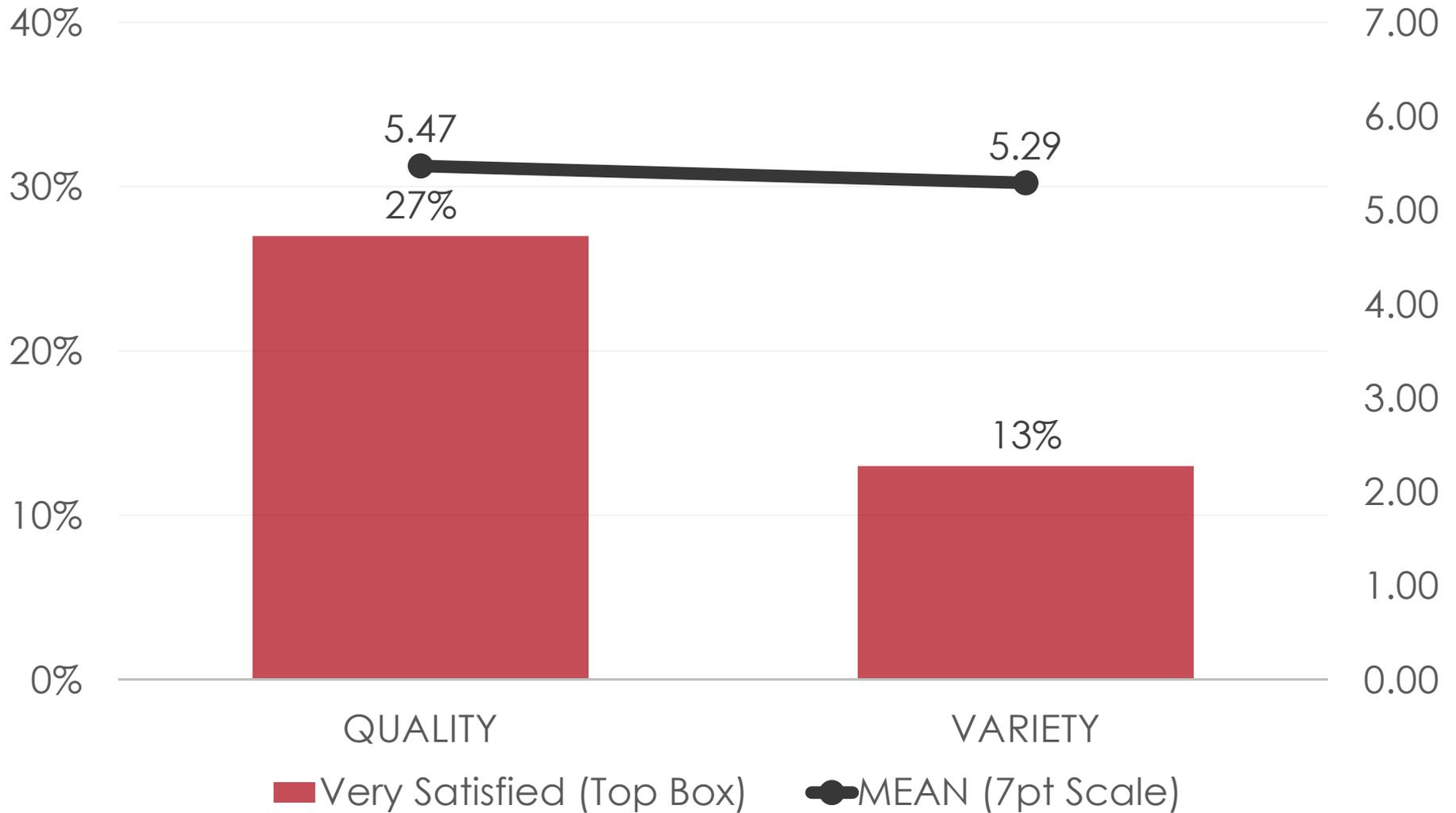
Top Responses only - Participation (5%+)



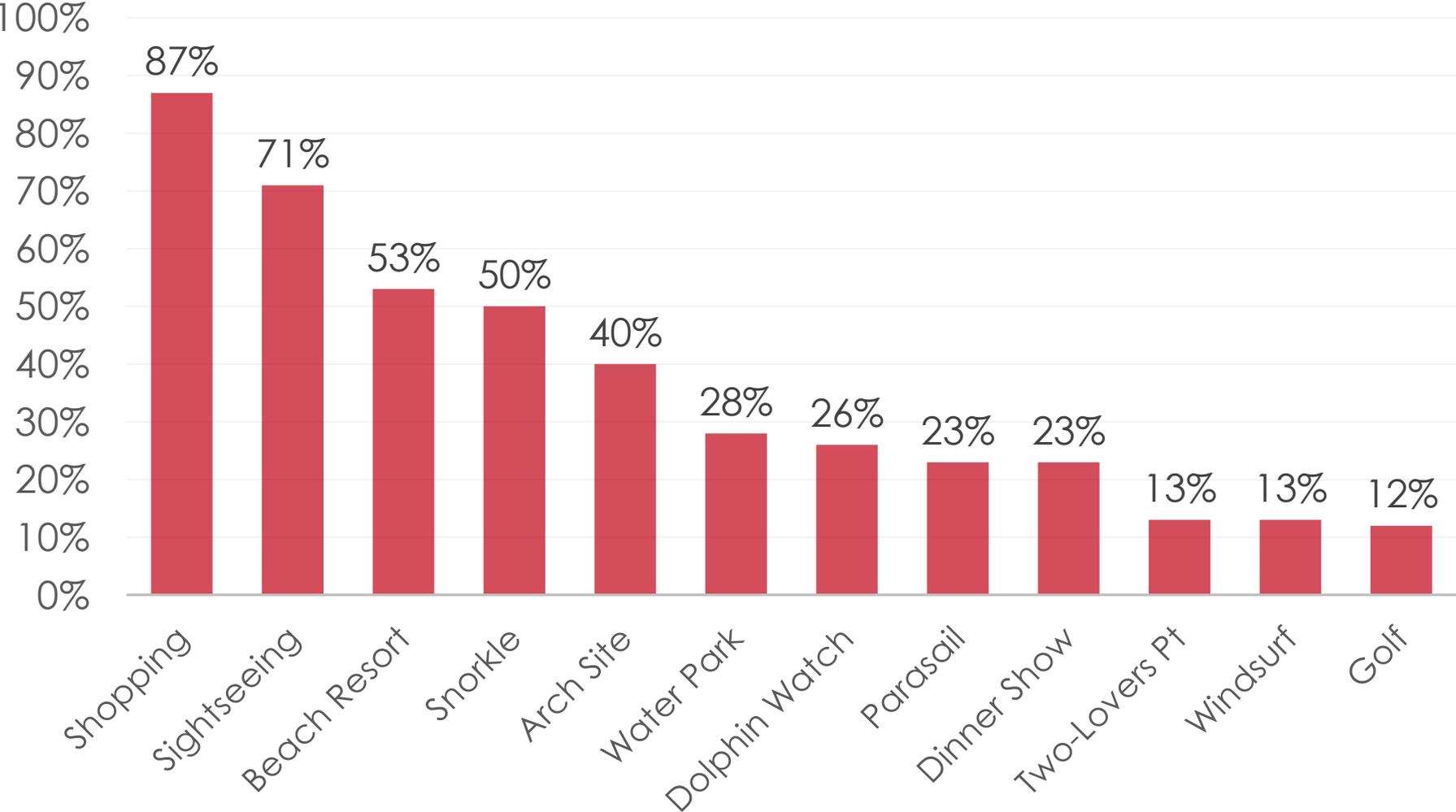
DAY TOUR - SATISFACTION



NIGHT TOUR - SATISFACTION

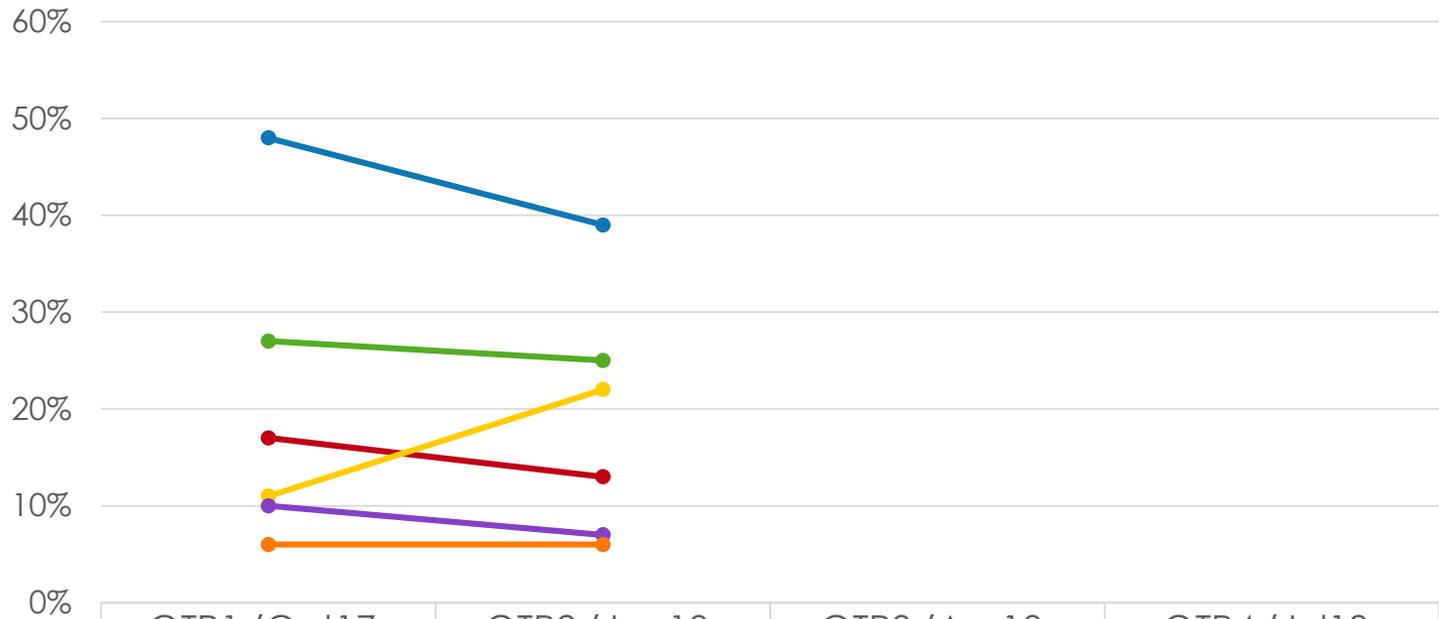


Activities Participation (Top Responses)



SECTION 5 PROMOTIONS

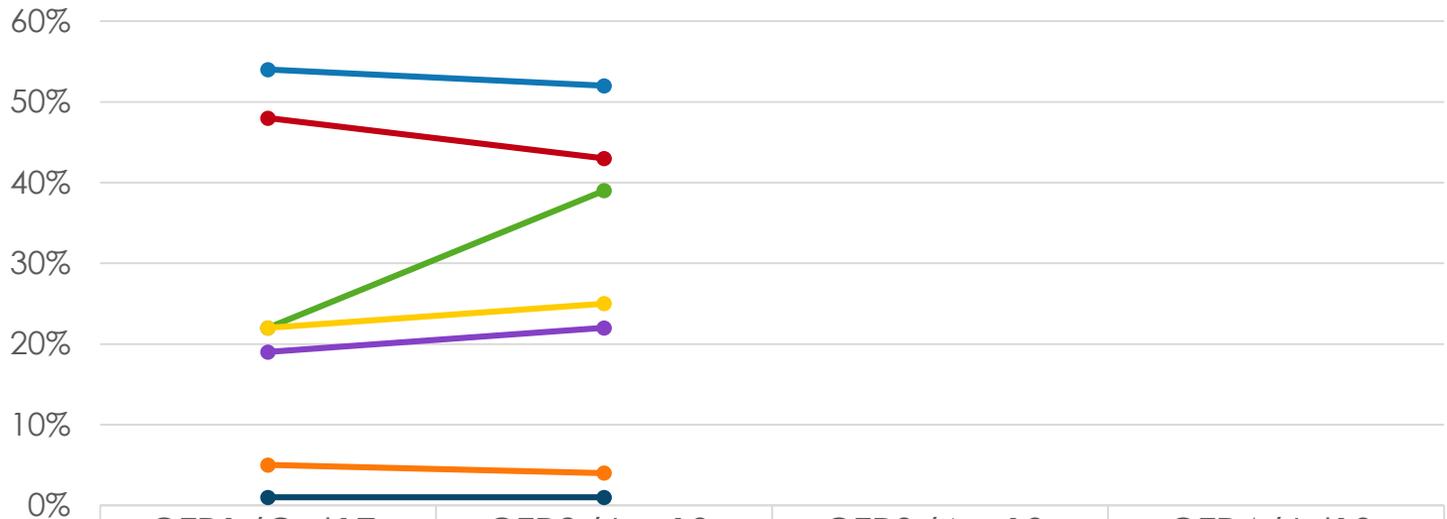
INTERNET- GUAM SOURCES OF INFORMATION



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
Search engines	48%	39%		
Social network	17%	13%		
Blog/ Vlog	27%	25%		
Forums	11%	22%		
Q&A site	10%	7%		
Do NOT use	6%	6%		

INTERNET- SOURCES OF INFORMATION

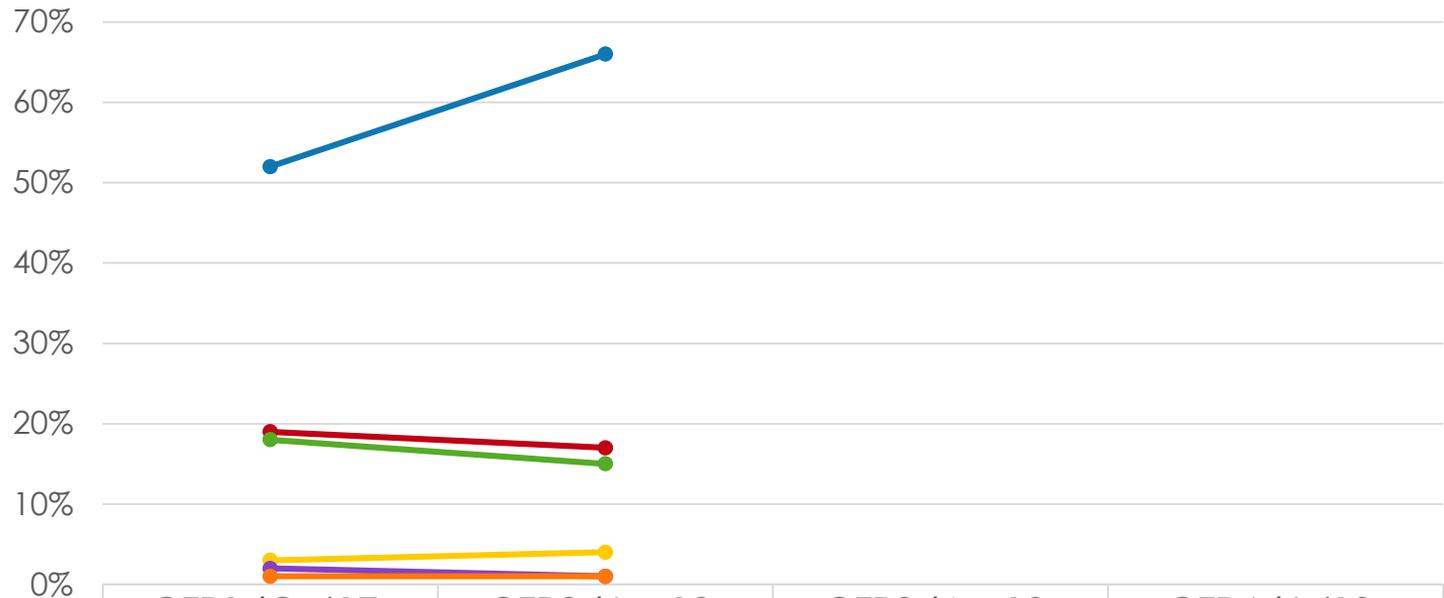
Things to do on Guam



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
—●— Naver	54%	52%		
—●— Google	48%	43%		
—●— Facebook	22%	39%		
—●— Instagram	22%	25%		
—●— DAUM	19%	22%		
—●— Twitter	5%	4%		
—●— Online Booking	1%	1%		

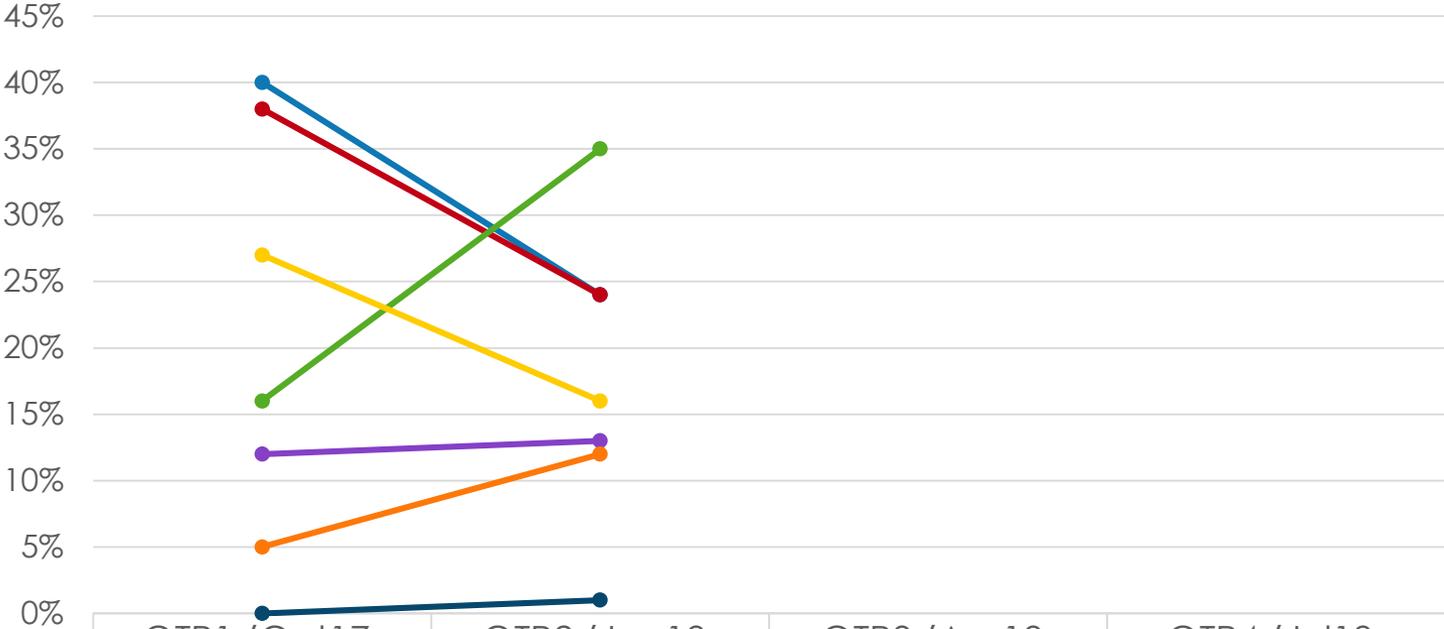
INTERNET- SOURCES OF INFORMATION

GVB



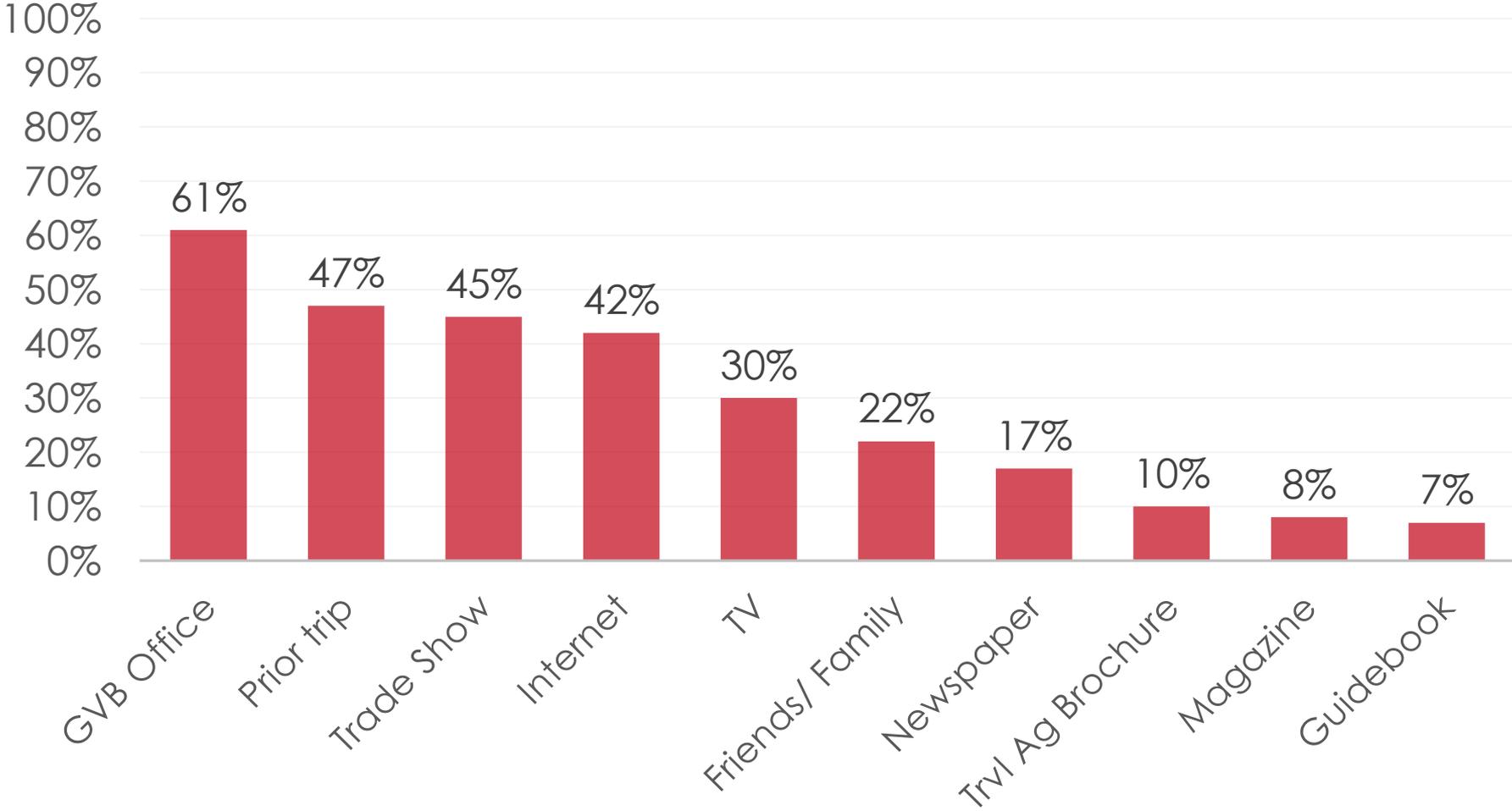
	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
GVB Website	52%	66%		
GVB Café	19%	17%		
GVB Blog	18%	15%		
GVB Facebook	3%	4%		
GVB Instagram	2%	1%		
GVB Twitter	1%	1%		

TRAVEL MOTIVATION



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
Friends/ Family	40%	24%		
Internet	38%	24%		
Print	16%	35%		
Travel Agent	27%	16%		
Social Media	12%	13%		
Travel Show	5%	12%		
Bus Trip	0%	1%		

PRE-ARRIVAL SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION – Key Segments

GVB EXIT SURVEY

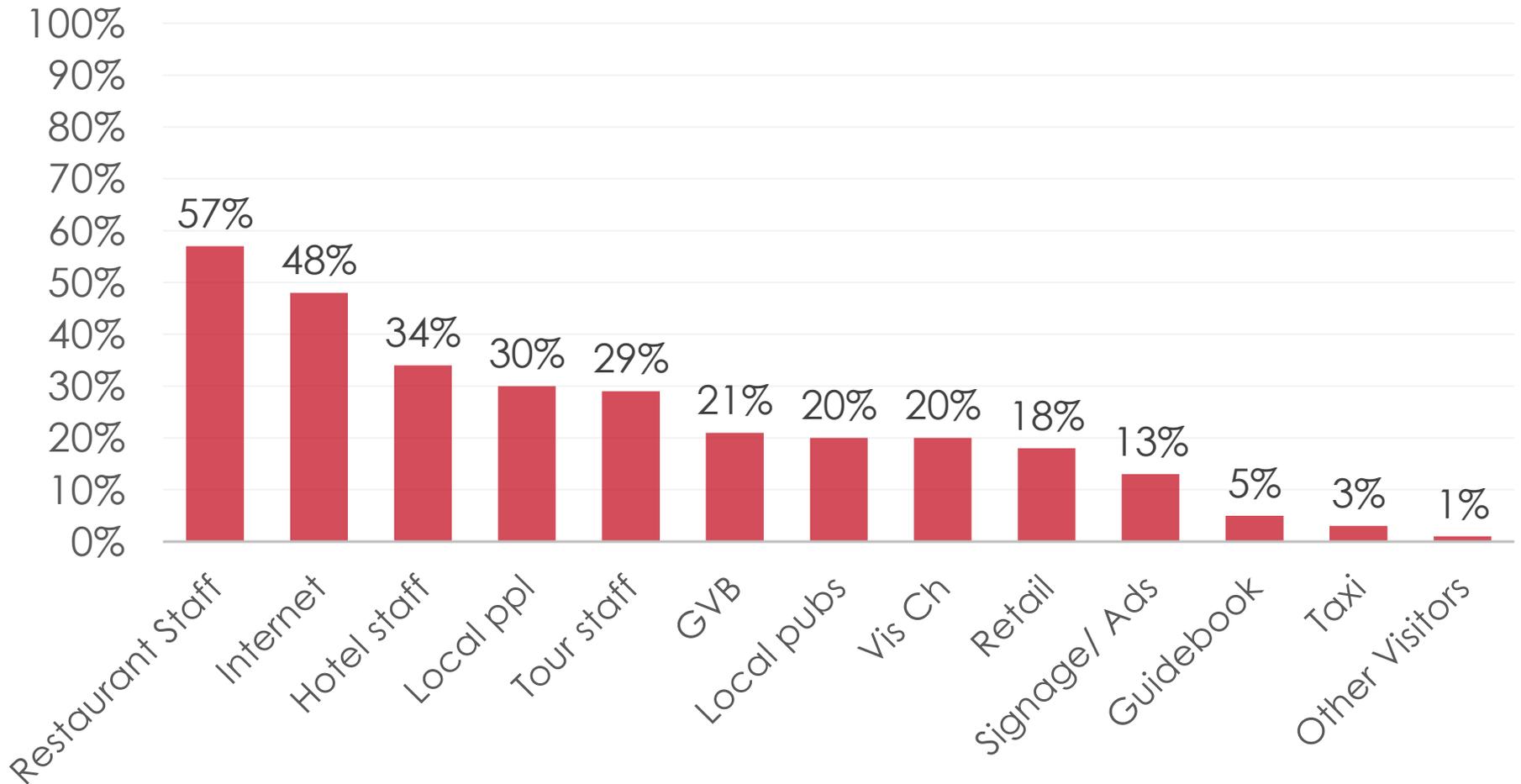
Q1 Please select the top three sources of information you used to find out about Guam before your trip:

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q1	Guam Visitors Bureau office	61%	50%	7%		63%	88%	79%	66%	68%
	I have been to Guam before	47%		7%		47%	61%	91%	51%	56%
	Travel trade shows	45%		7%	50%	46%	65%	68%	50%	54%
	Internet/Mobile App	42%	50%	93%		41%	31%	25%	36%	41%
	TV	30%		80%	50%	30%	13%	10%	30%	20%
	Friend or relative	22%		27%	50%	23%	3%	7%	16%	19%
	Newspaper	17%	50%		50%	17%	19%	6%	18%	12%
	Travel agent brochure	10%	50%	60%		10%	2%	2%	10%	2%
	Magazine (consumer)	8%				8%	0%	2%	8%	6%
	Travel guide book at bookstores	7%				8%	7%	4%	6%	10%
	Guam Visitors Bureau promotional activities	3%		13%	50%	3%	3%	2%	3%	4%
	Co-worker/ company travel department	3%	100%		50%	2%	2%	2%	2%	4%
	Theater ads	2%				2%	3%	1%	2%	1%
	Consumer travel shows	0%				0%	0%		0%	
	Total	1059	2	15	2	831	327	413	956	313

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:

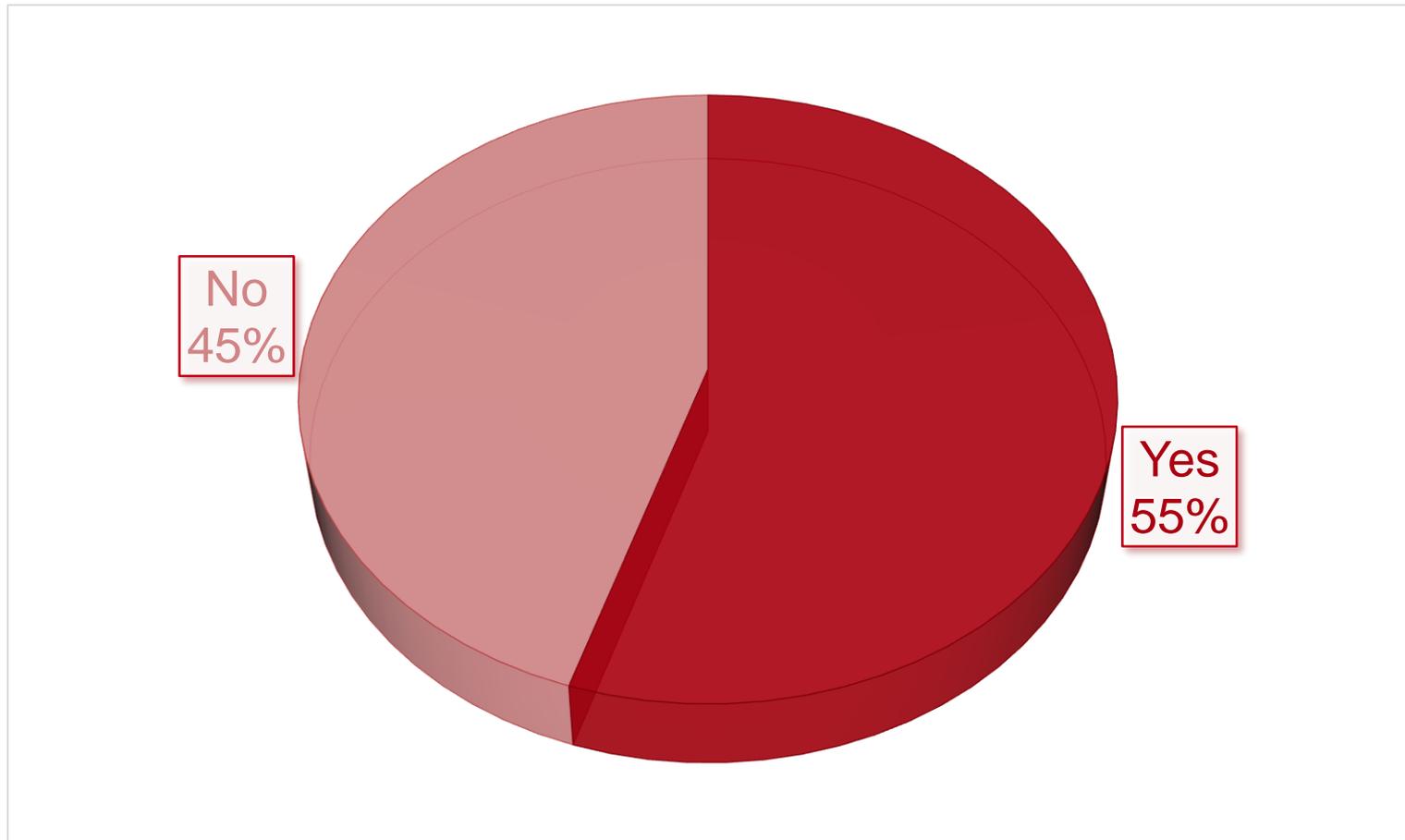
		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q2	Restaurant staff (outside hotel)	57%		13%	50%	59%	76%	71%	62%	62%
	Internet/Mobile App	48%	50%	60%		50%	52%	58%	46%	57%
	Hotel staff	34%	100%	53%	50%	34%	31%	26%	34%	34%
	Local people	30%	100%		50%	29%	31%	32%	30%	37%
	Tour staff	29%		73%	50%	28%	15%	14%	29%	12%
	Guam Visitors Bureau	21%		7%		22%	29%	34%	23%	27%
	Local publication	20%		53%	50%	20%	13%	14%	18%	16%
	Visitors channel	20%		13%	50%	19%	25%	19%	21%	18%
	Retail staff	18%		7%		18%	25%	20%	20%	16%
	Signs/ advertisement	13%	50%	7%		12%	1%	7%	10%	13%
	Guide books I brought with me	5%		7%		5%	1%	2%	2%	7%
	Taxi drivers	3%				2%	1%	1%	2%	2%
	Other visitors	1%		7%		1%	1%	0%	1%	1%
	Total	1058	2	15	2	830	327	413	955	312

Prepared by Anthology Research

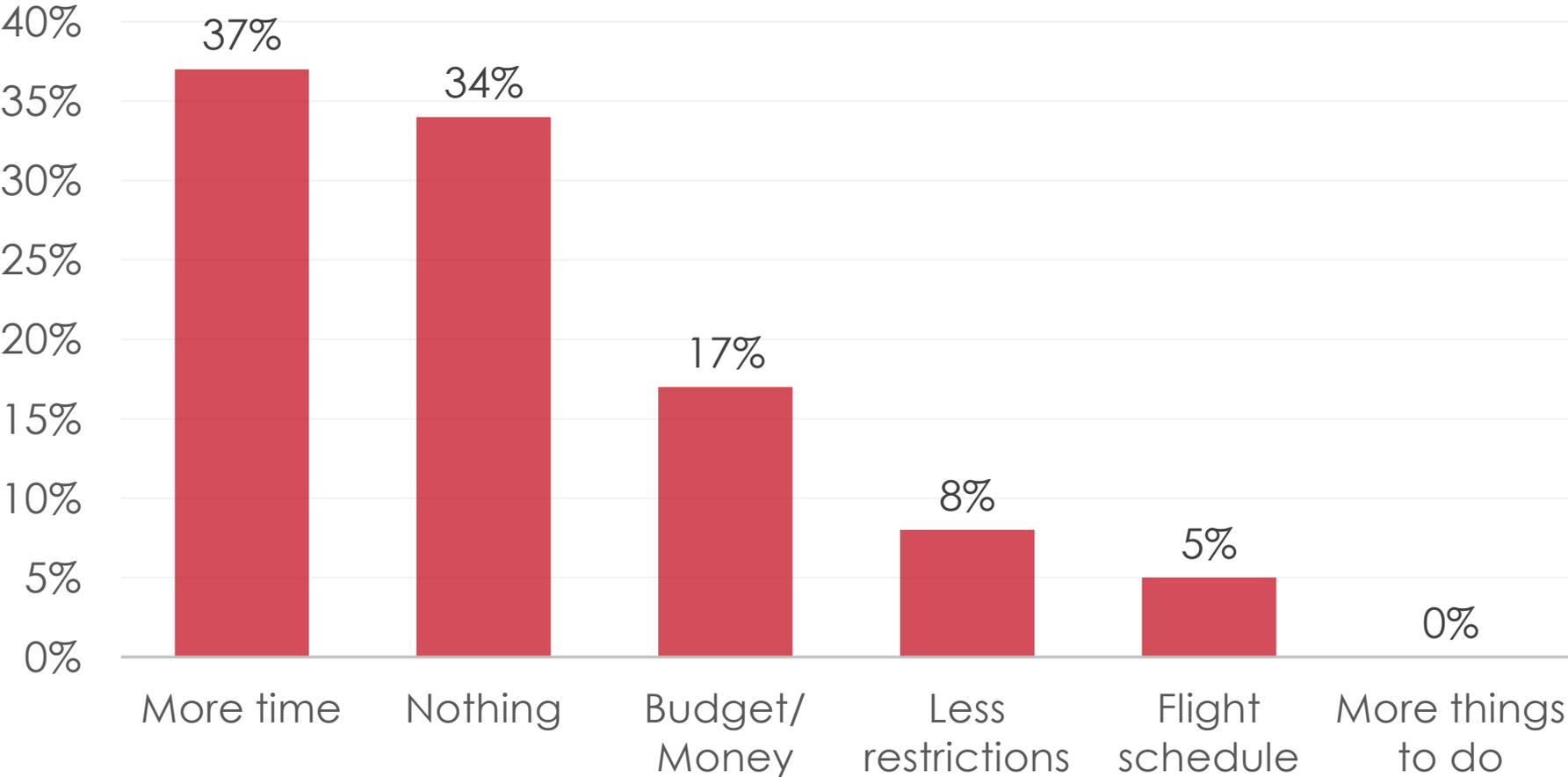
SECTION 6

FUTURE TRAVEL TO GUAM

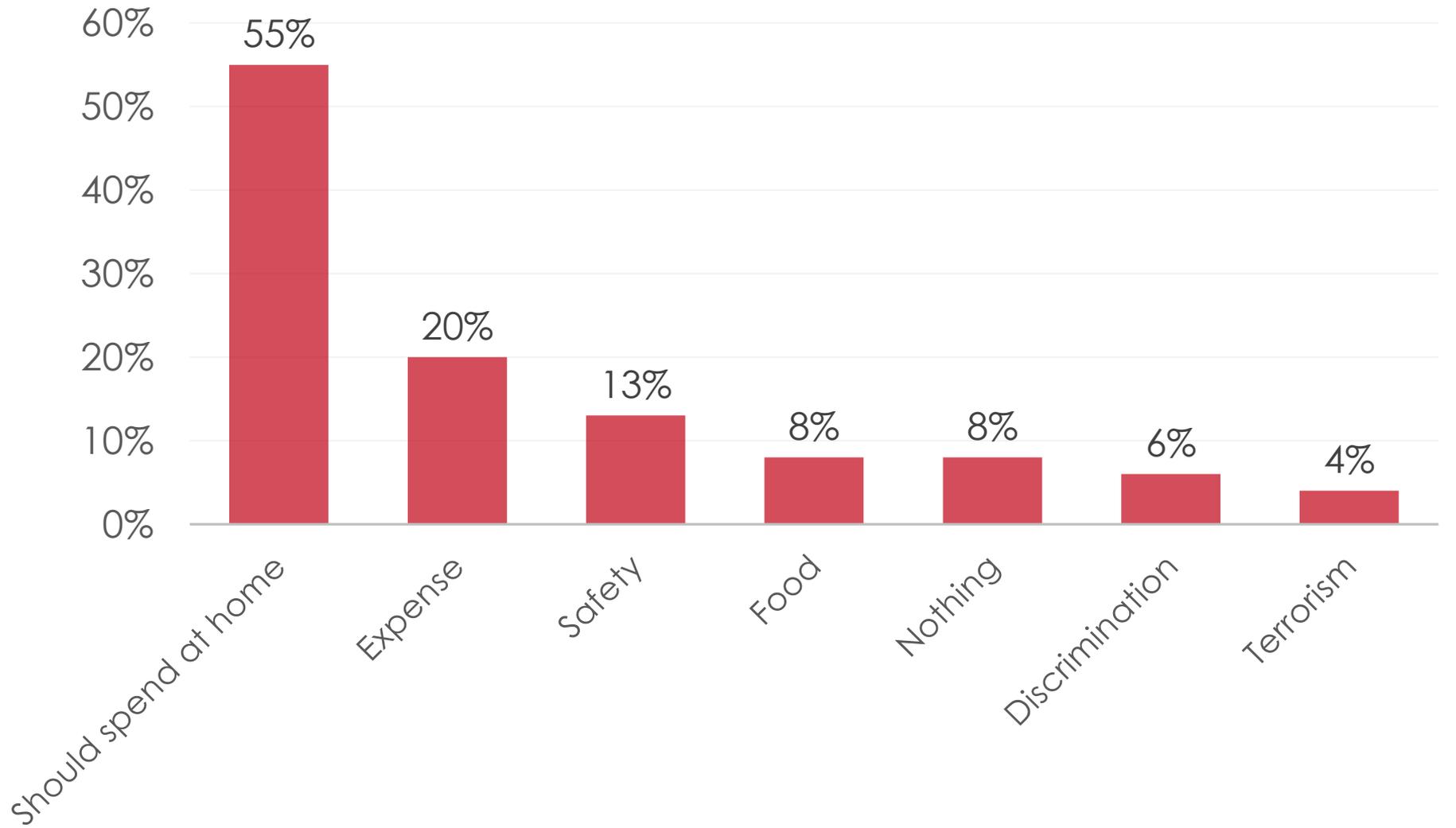
Will security screening/ immigration at Guam Airport impact future travel to Guam?



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



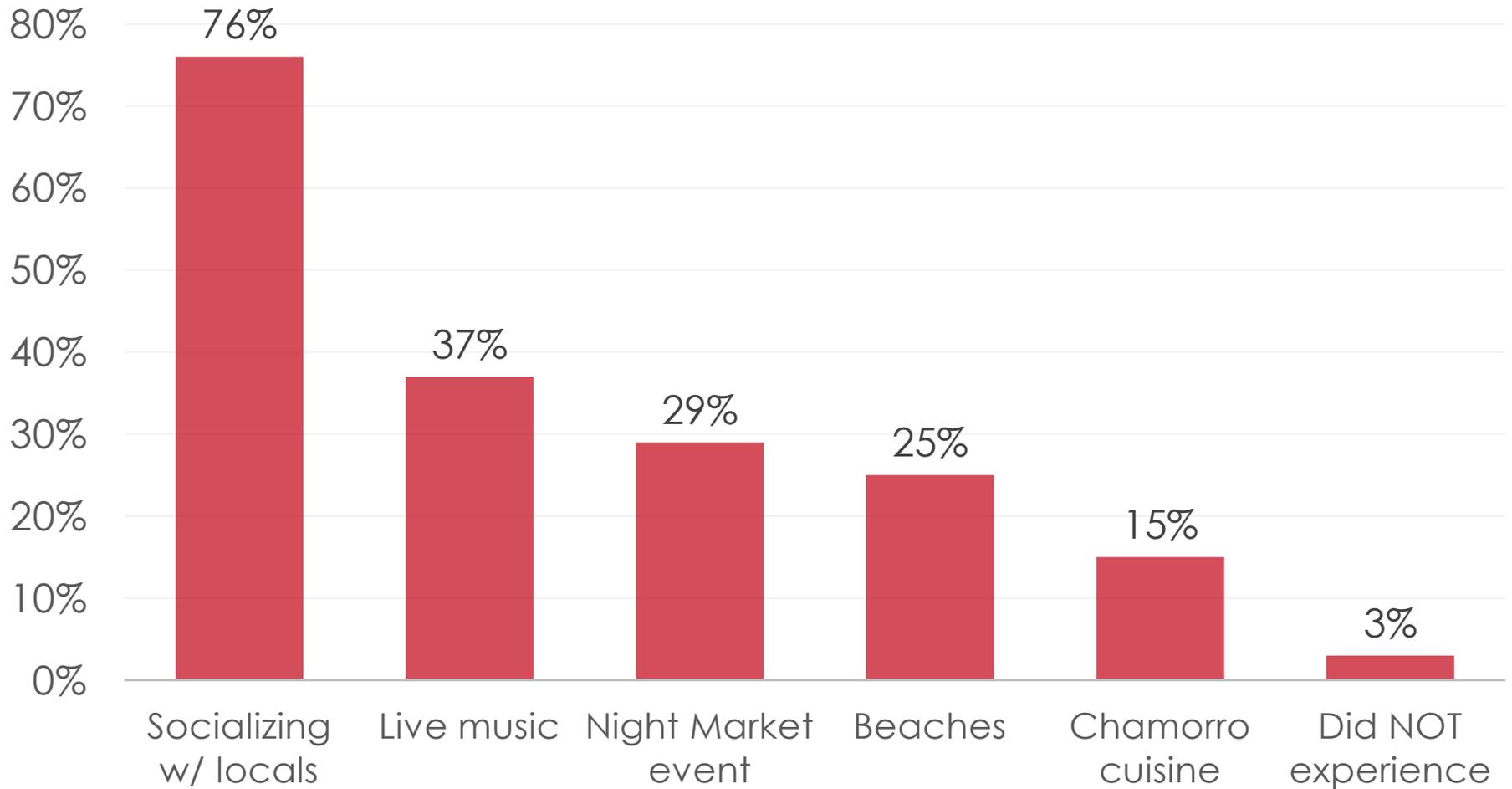
FUTURE TRAVEL CONCERNS



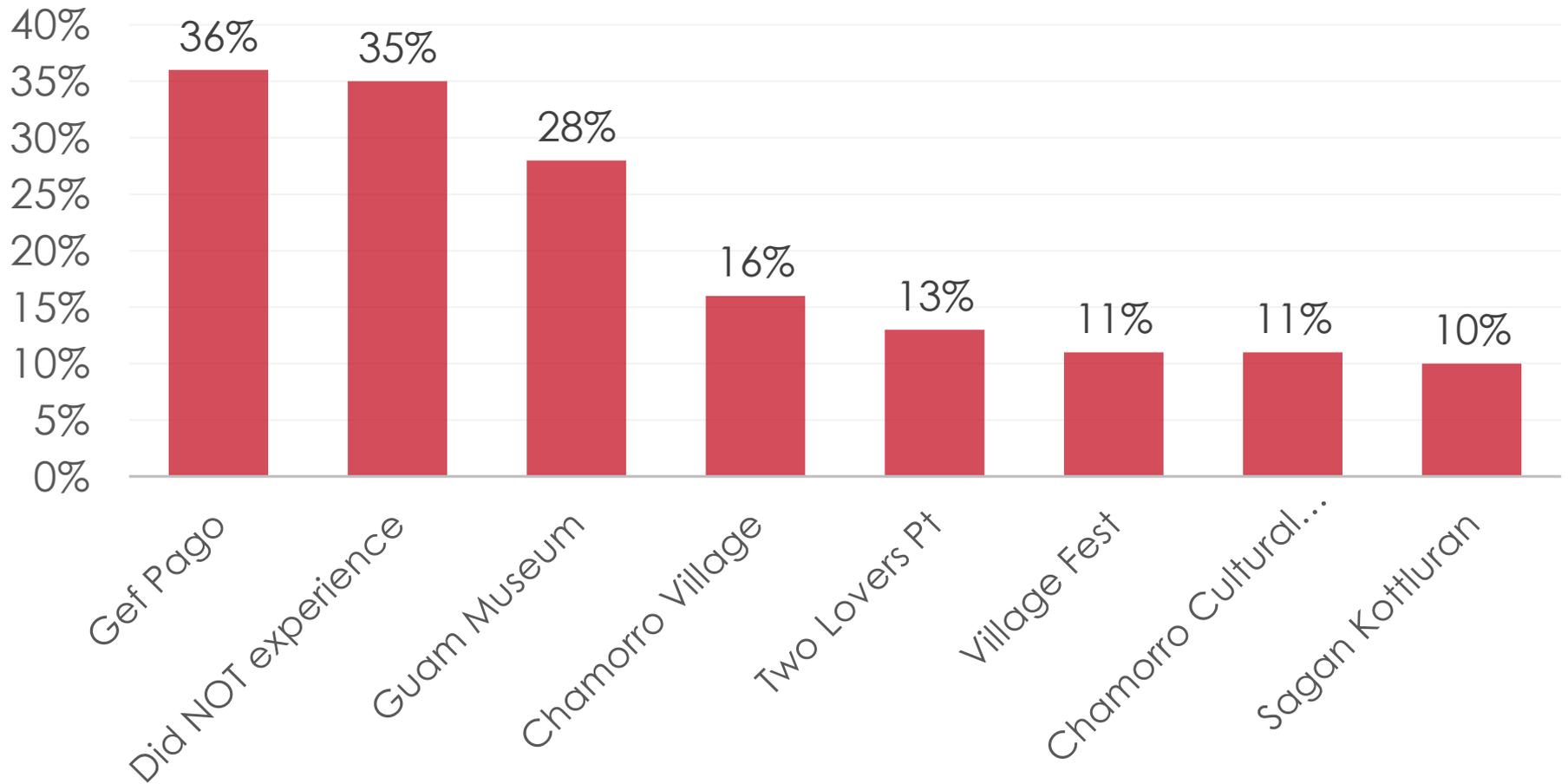
SECTION 7

GUAM CULTURE

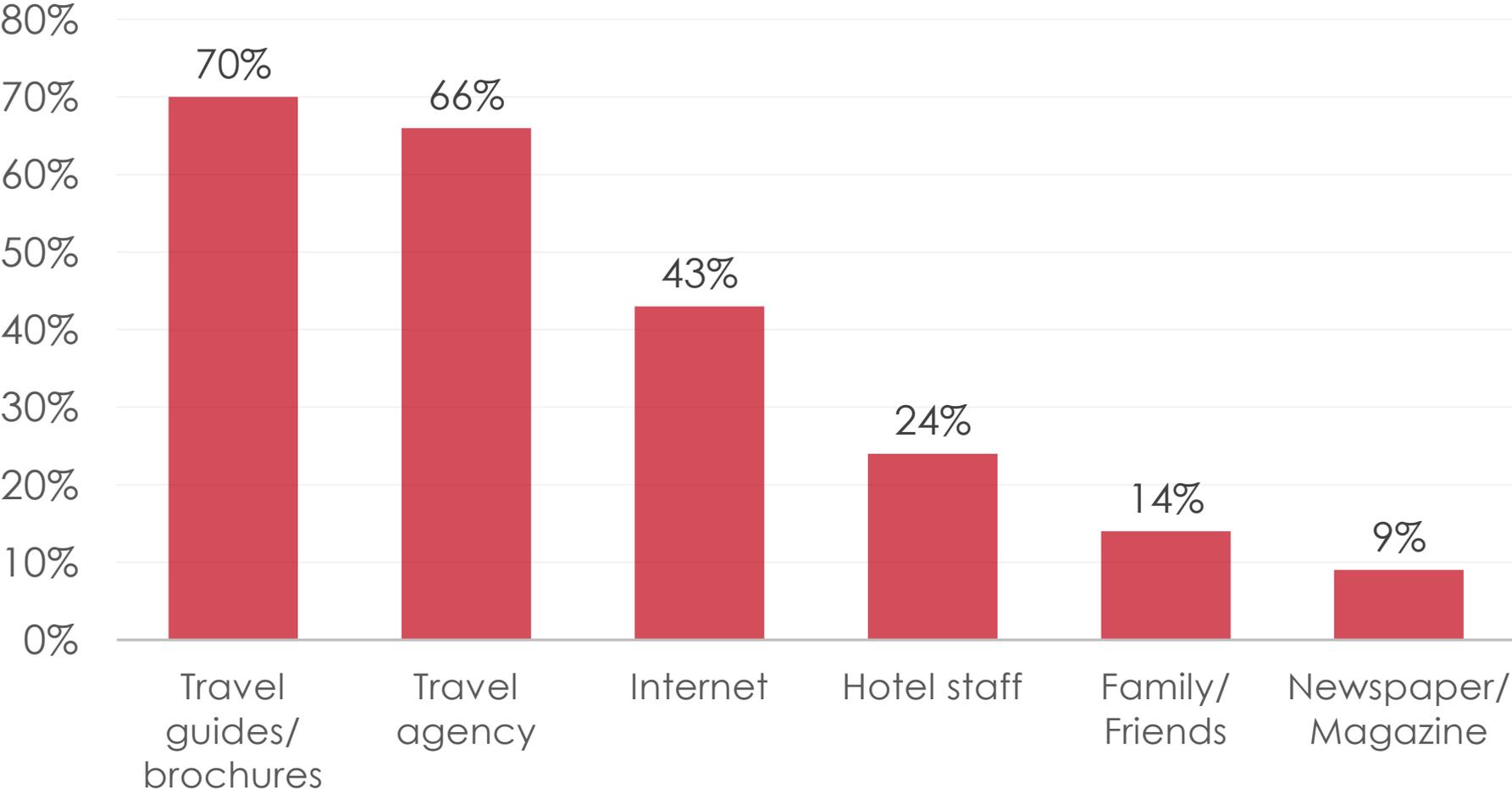
EXPERIENCED- CHAMORRO/ HAFSA ADAI SPIRIT



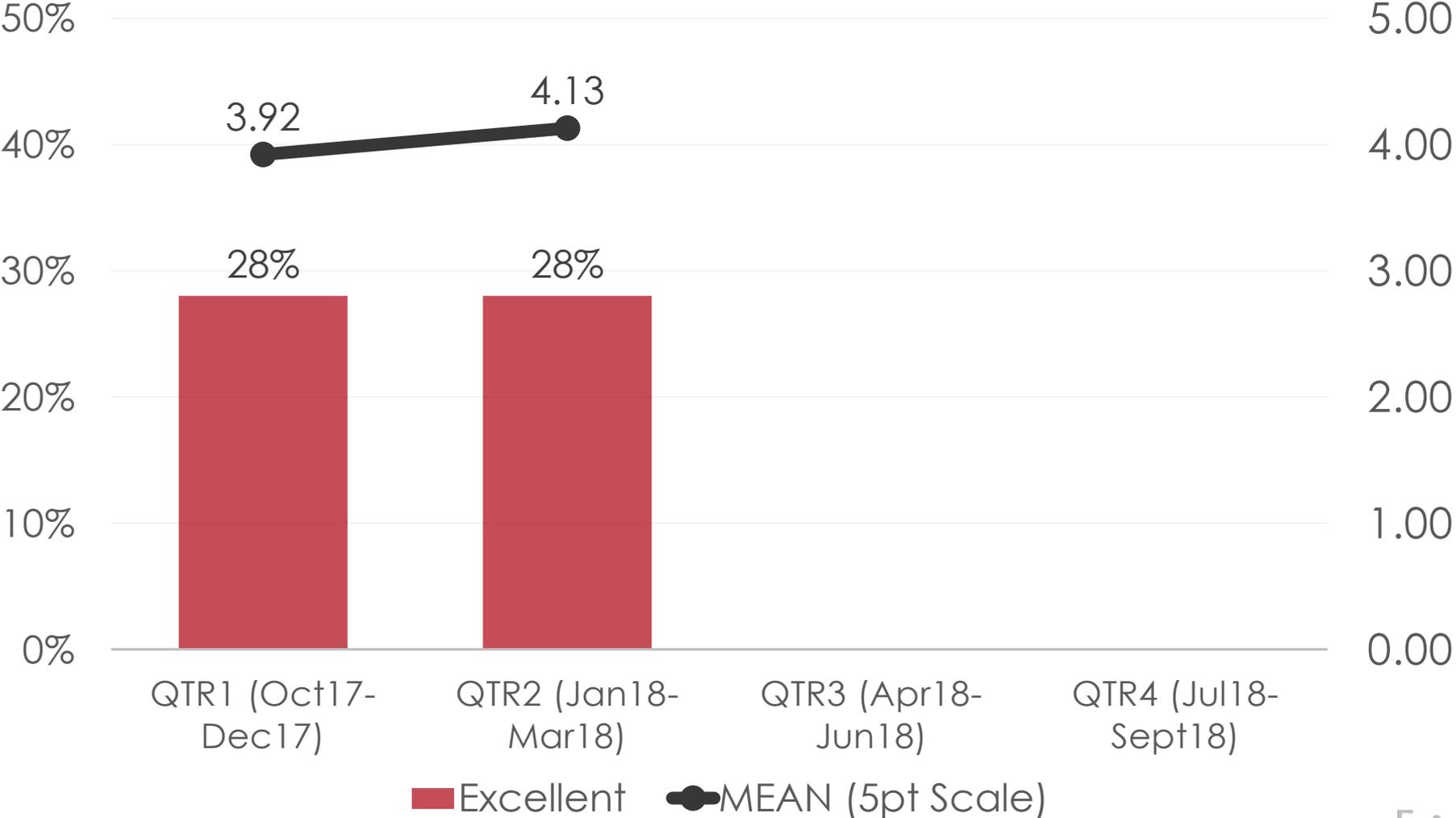
EXPERIENCED- OTHER CULTURAL ACTIVITY/EVENTS



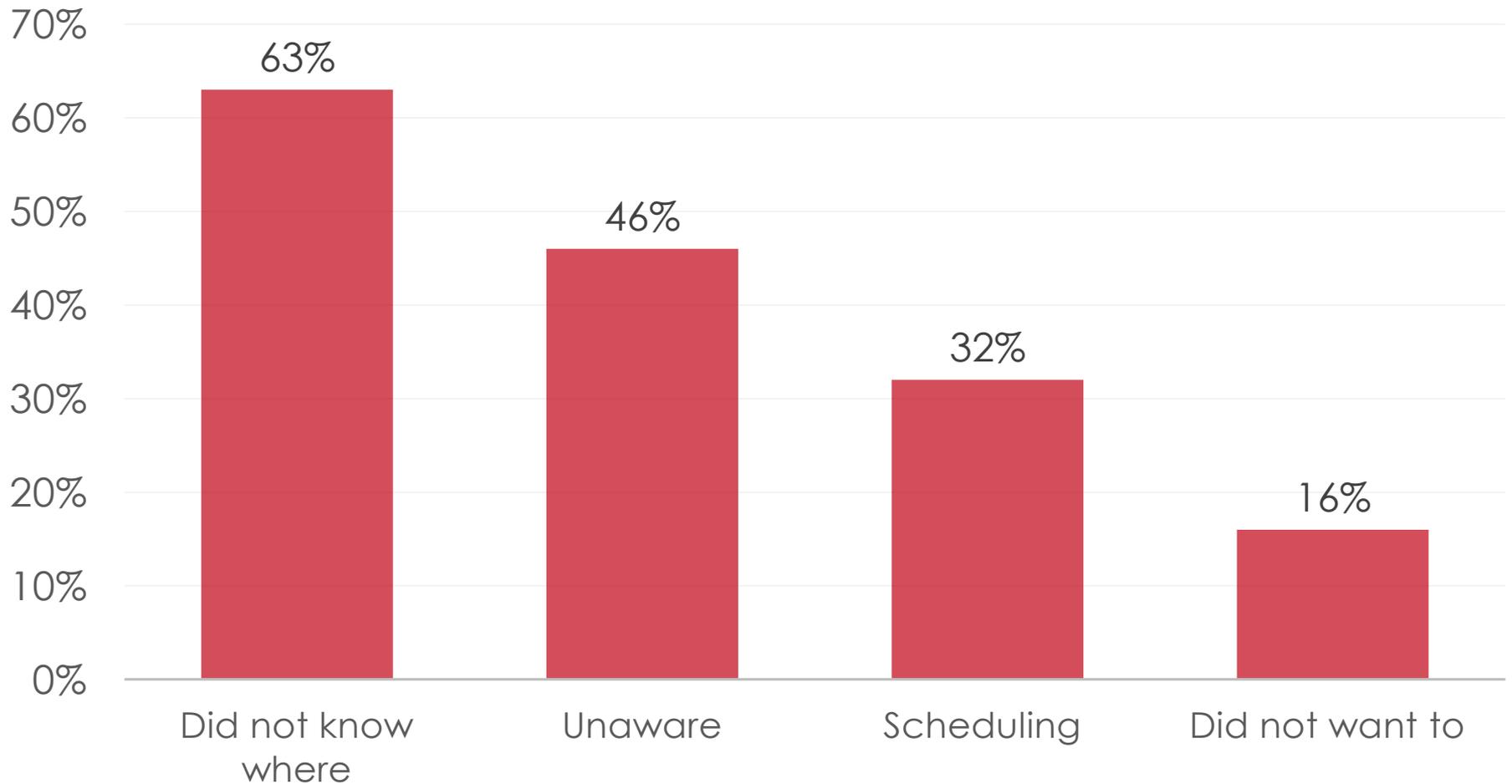
SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS



SATISFACTION- CULTURAL ACTIVITY/EVENTS



OBSTACLES- CULTURAL ACTIVITY/EVENTS



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 & 2nd Qtr 2018, and Overall 2018			
	1st Qtr 2018	2nd Qtr 2018	Overall 1-2nd Qtr 2017
Drivers:	rank	rank	rank
Quality & Cleanliness of beaches & parks	4	1	1
Ease of getting around			
Safety walking around at night		7	8
Quality of daytime tours	1	4	4
Variety of daytime tours	7		
Quality of nighttime tours			
Variety of nighttime tours			10
Quality of shopping			
Variety of shopping	8	3	5
Price of things on Guam			
Quality of hotel accommodations	5		7
Quality/cleanliness of air, sky	3	5	3
Quality/cleanliness of parks			
Quality of landscape in Tumon			
Quality of landscape in Guam	2	8	2
Quality of ground handler	6	6	9
Quality/cleanliness of transportation vehicles		2	6
% of Per Person On Island Expenditures Accounted For	29.7%	23.6%	25.6%
NOTE: Only significant drivers are included.			

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by eight significant factors in the 2nd Quarter FY2018 Period. By rank order they are:
 - **Quality & cleanliness of beaches & parks,**
 - **Quality, cleanliness of transportation vehicles,**
 - **Variety of shopping,**
 - **Quality of day time tours,**
 - **Quality/cleanliness of air, sky,**
 - **Quality of ground handler,**
 - **Safety walking around at night, and**
 - **Quality of landscape in Guam.**
- With all eight factors the overall r^2 is .236 meaning that **23.6% of overall satisfaction is accounted for by these factors.**

Drivers – On-Isle Expenditures

Comparison of Drivers of Per Person On-Island Expenditures, 1st & 2nd Qtr 2018 and Overall 2018			
	1st Qtr 2018	2nd Qtr 2018	Overall 1-2 Qtr 2018
Drivers:	rank	rank	rank
Quality & Cleanliness of beaches & parks	1	3	1
Ease of getting around	3	4	3
Safety walking around at night	4		
Quality of daytime tours			
Variety of daytime tours		6	7
Quality of nighttime tours		7	6
Variety of nighttime tours		2	4
Quality of shopping			
Variety of shopping			
Price of things on Guam			
Quality of hotel accommodations	7		
Quality/cleanliness of air, sky	6	5	5
Quality/cleanliness of parks			
Quality of landscape in Tumon			
Quality of landscape in Guam		8	8
Quality of ground handler	2	1	
Quality/cleanliness of transportation vehicles	5		2
% of Per Person On Island Expenditures Accounted For	25.4%	16.4%	15.7%
NOTE: Only significant drivers are included.			

Drivers of On-Isle Expenditures

- **Per Person On Island Expenditure** of Korean visitors on Guam is driven by eight significant factors in the 2nd Quarter FY2018 period. By rank order they are:
 - **Quality of ground handler,**
 - **Variety of night time tours,**
 - **Quality & cleanliness of beaches & parks,**
 - **Ease of getting around,**
 - **Quality/cleanliness of air, sky,**
 - **Variety of day time tours,**
 - **Quality of night time tours, and**
 - **Quality of landscape in Guam.**
- With these factors the overall r^2 is .164 meaning that **16.4% of per person on island expenditure is accounted for by these factors.**