



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2015

FEBRUARY 2015



Prepared by: QMark Research

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Background & Methodology

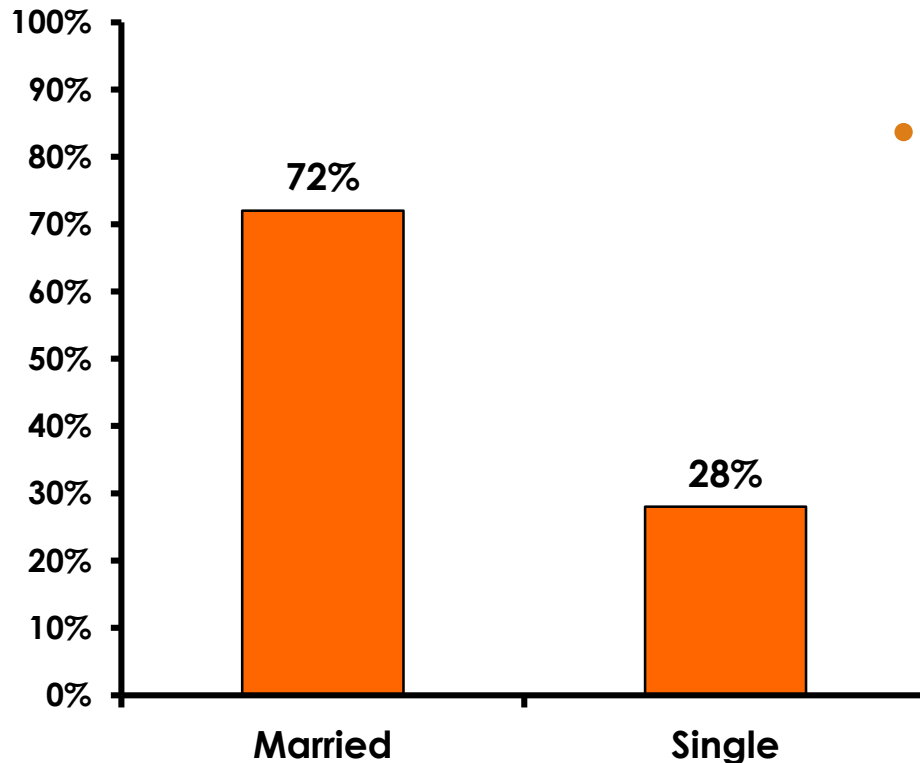
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **351** departing 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 **351** is +/- 5.23 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 +/- 5.23 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 Korea marketing plan.
- Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.

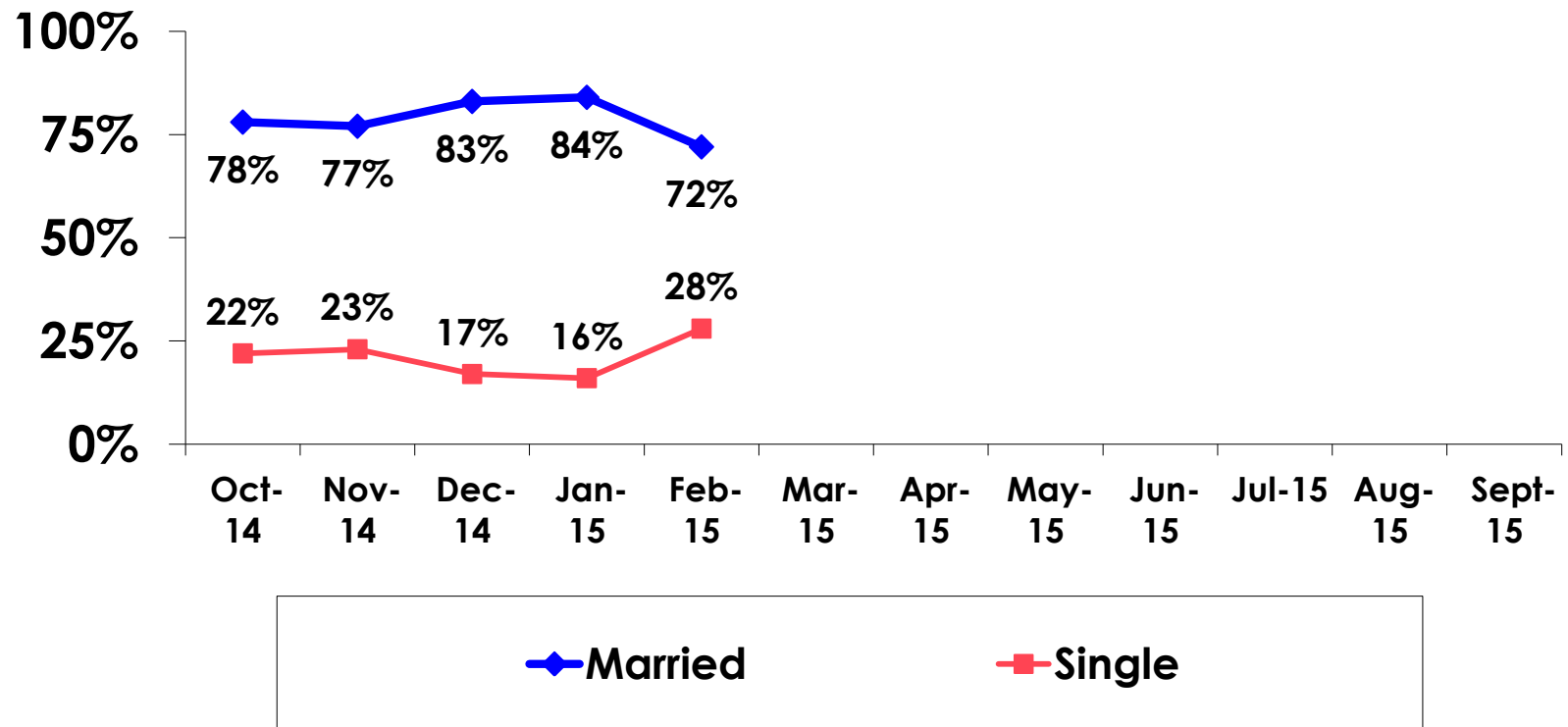
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

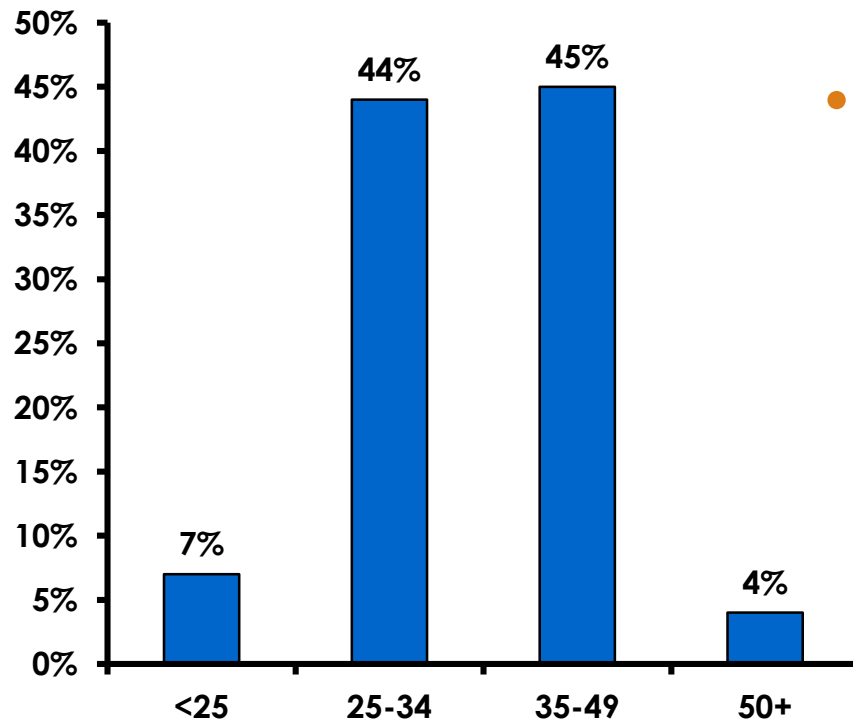


- Majority of Korean visitors are married.

MARITAL STATUS

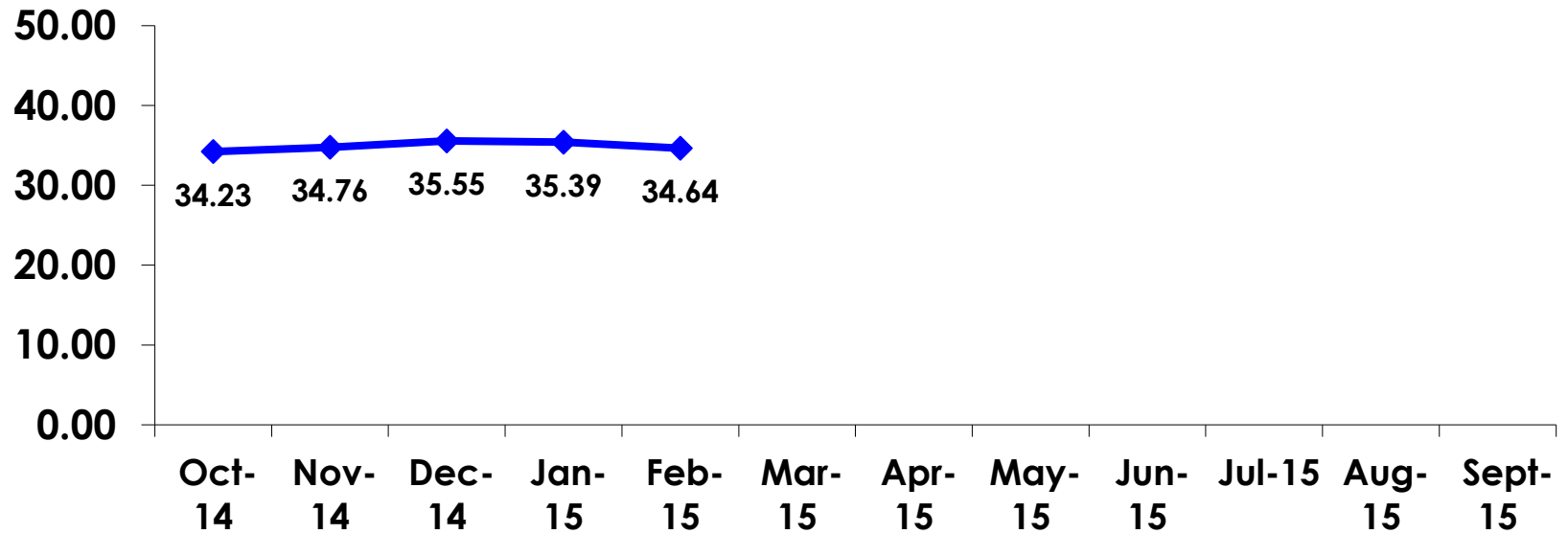


Age - Overall

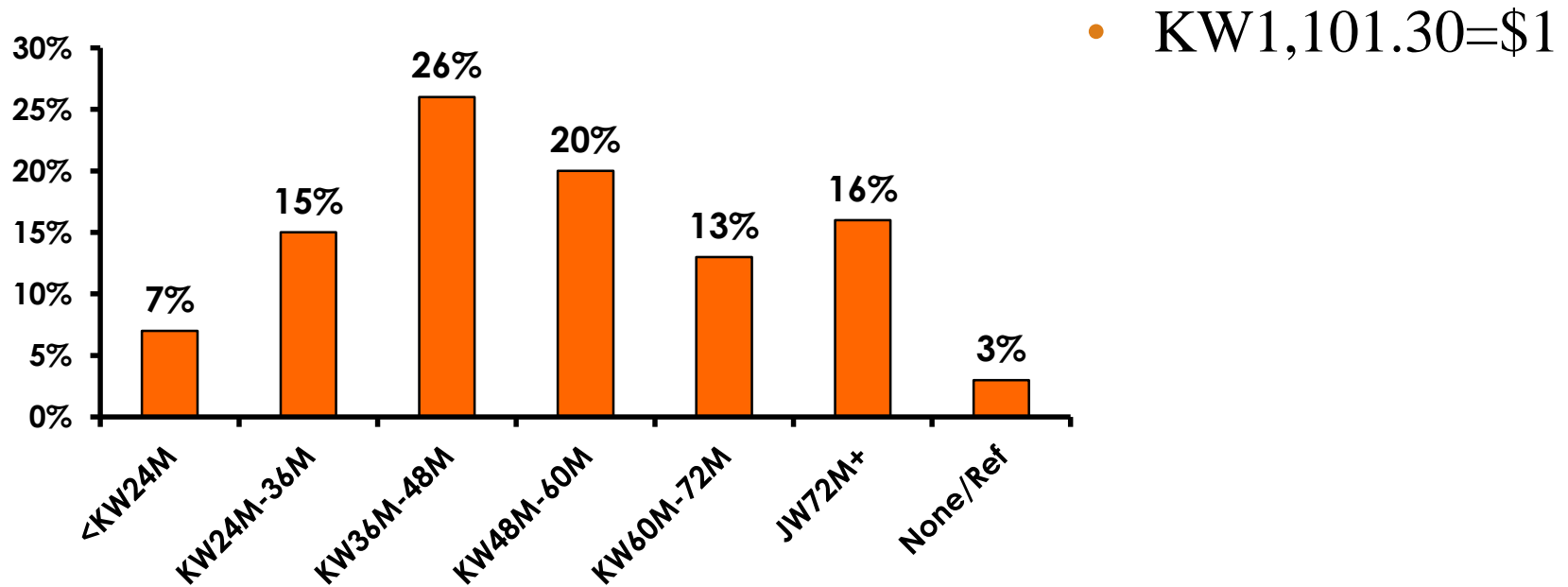


- The average age of the respondents is 34.64 years of age.

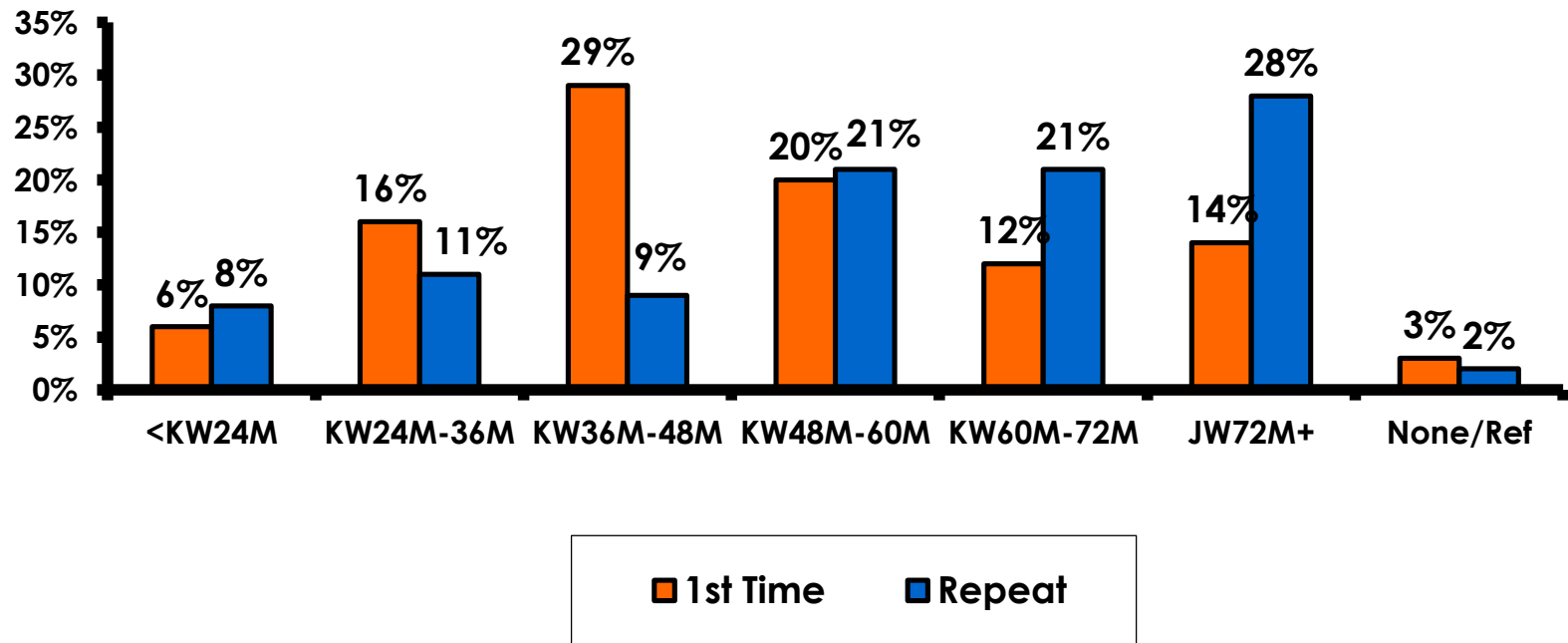
AVERAGE - AGE



Personal Income



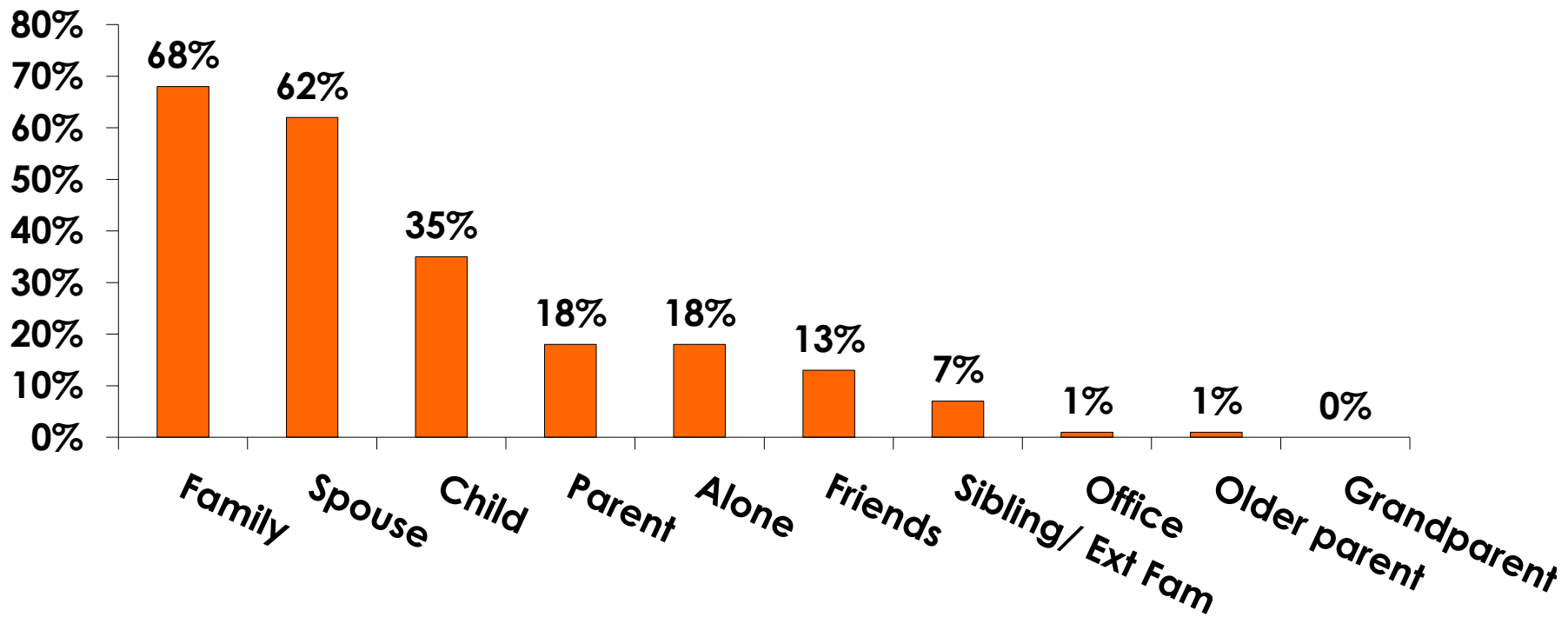
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

| | | | TOTAL | GENDER | | AGE | | | |
|-----|-----------------|------------|-------|--------|--------|-------|-------|-------|-----|
| | | | - | Male | Female | 18-24 | 25-34 | 35-49 | 50+ |
| Q26 | <KW12.0M | Count | 5 | | 5 | | 3 | 1 | 1 |
| | | Column N % | 2% | | 4% | | 3% | 1% | 11% |
| | KW12.0M-KW24.0M | Count | 13 | 3 | 10 | 3 | 8 | 2 | |
| | | Column N % | 5% | 2% | 7% | 14% | 7% | 1% | |
| | KW24.0M-KW36.0M | Count | 44 | 13 | 31 | 3 | 33 | 8 | |
| | | Column N % | 15% | 9% | 22% | 14% | 28% | 6% | |
| | KW36.0M-KW48.0M | Count | 73 | 38 | 35 | 3 | 34 | 35 | 1 |
| | | Column N % | 26% | 27% | 25% | 14% | 29% | 26% | 11% |
| | KW48.0M-KW60.0M | Count | 57 | 30 | 25 | 3 | 19 | 31 | 4 |
| | | Column N % | 20% | 21% | 18% | 14% | 16% | 23% | 44% |
| | KW60.0M-KW72.0M | Count | 38 | 24 | 14 | 5 | 9 | 23 | 1 |
| | | Column N % | 13% | 17% | 10% | 23% | 8% | 17% | 11% |
| | KW72.0M+ | Count | 45 | 31 | 14 | 2 | 8 | 33 | 2 |
| | | Column N % | 16% | 22% | 10% | 9% | 7% | 24% | 22% |
| | No Income | Count | 9 | 2 | 7 | 3 | 4 | 2 | |
| | | Column N % | 3% | 1% | 5% | 14% | 3% | 1% | |
| | Total | Count | 284 | 141 | 141 | 22 | 118 | 135 | 9 |

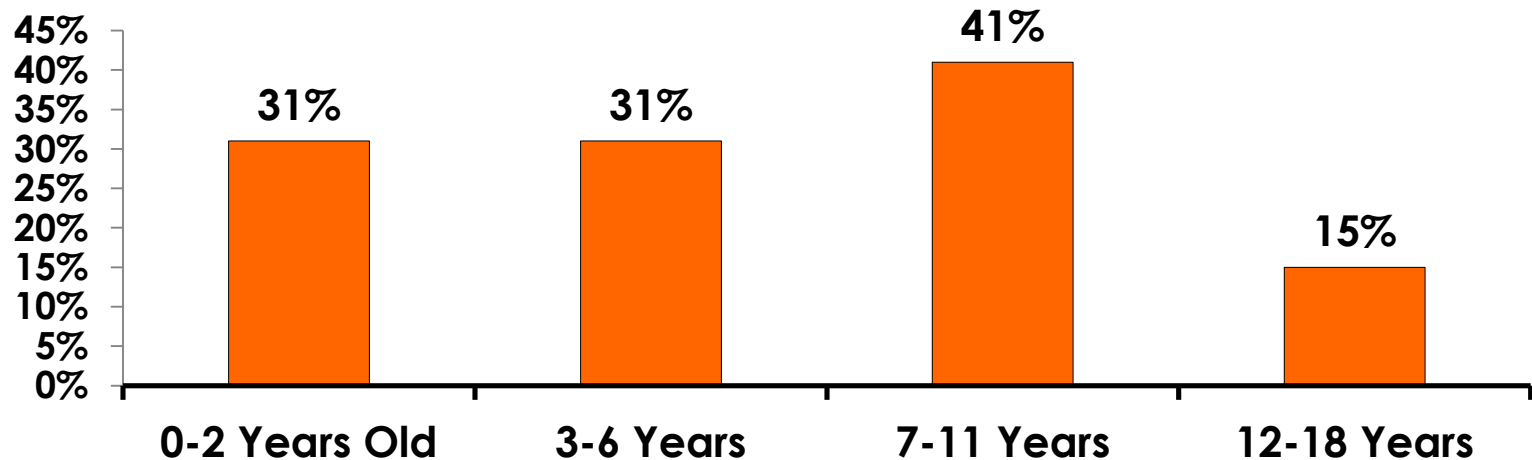
Travel Companions



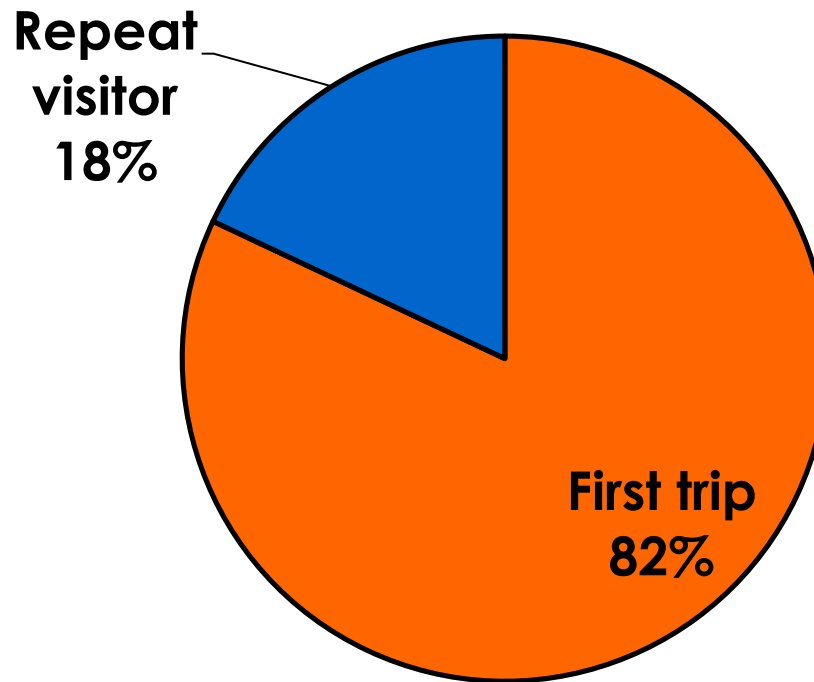
Number of Children Travel Party

N=124 total respondents traveling with children.

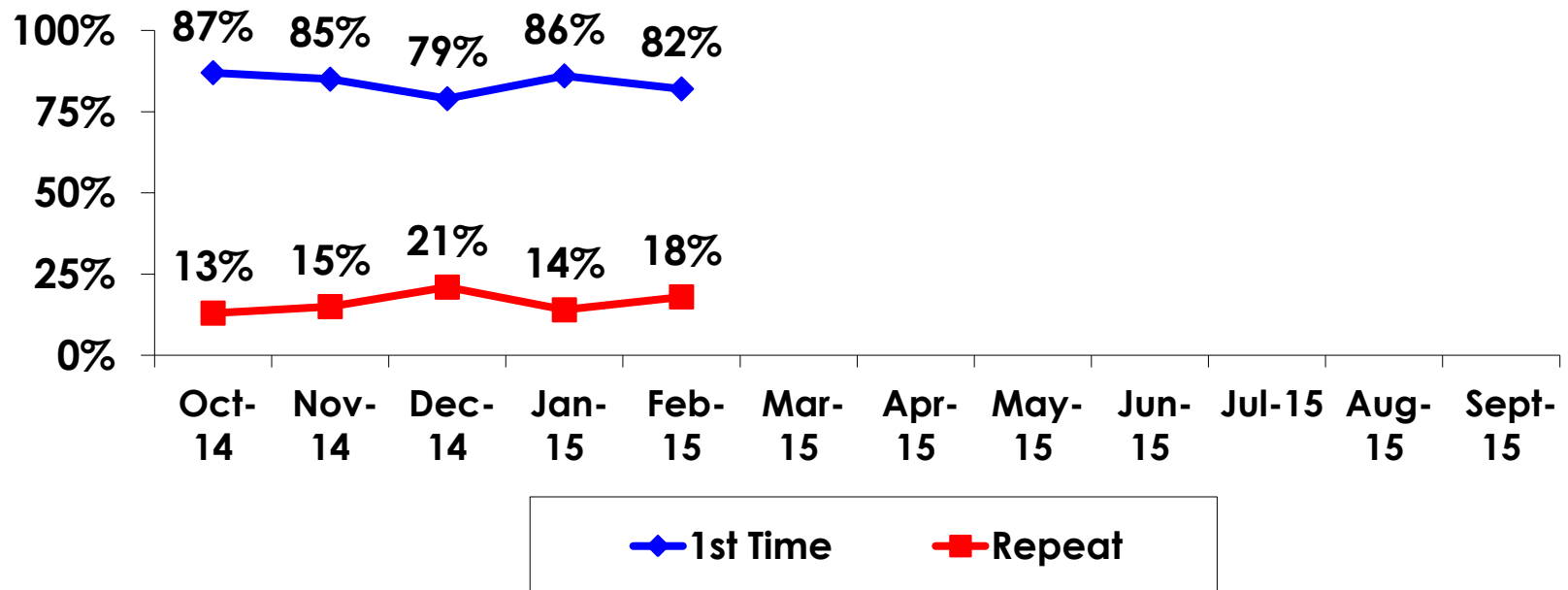
(Of those N=124 respondents, there is a total of 188 children 18 years or younger)



Prior Trips to Guam



PRIOR TRIPS TO GUAM

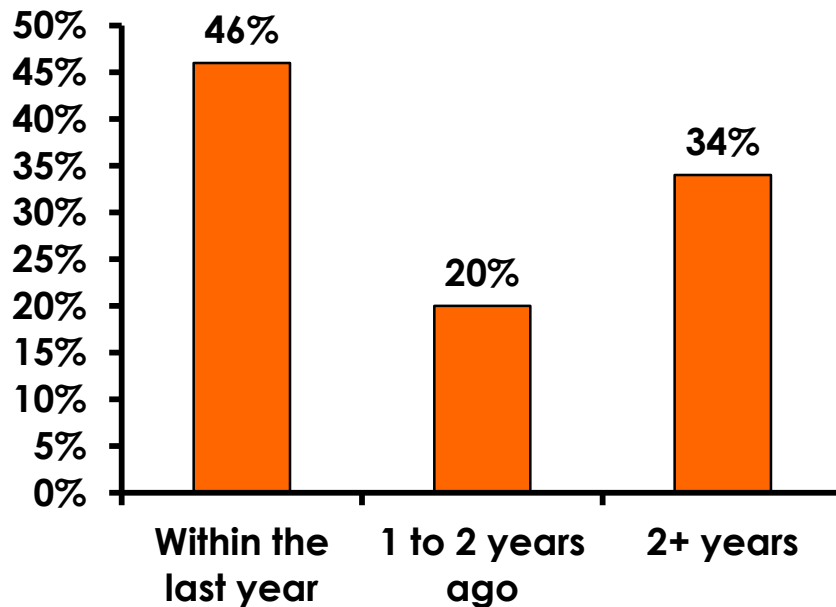


Trips to Guam by Age & Gender

| | | | TOTAL | TRIPS TO GUAM | | |
|--------|--------|------------|-------|---------------|--------|----|
| | | | - | 1st | Repeat | |
| GENDER | Male | Count | 174 | 144 | 30 | |
| | | Column N % | 50% | 50% | 48% | |
| | Female | Count | 175 | 142 | 33 | |
| | | Column N % | 50% | 50% | 52% | |
| | Total | Count | 349 | 286 | 63 | |
| AGE | 18-24 | Count | 26 | 23 | 3 | |
| | | Column N % | 7% | 8% | 5% | |
| | 25-34 | Count | 153 | 129 | 24 | |
| | | Column N % | 44% | 45% | 39% | |
| | 35-49 | Count | 156 | 126 | 30 | |
| | | Column N % | 45% | 44% | 48% | |
| | 50+ | Count | 15 | 10 | 5 | |
| | | Column N % | 4% | 3% | 8% | |
| | | Total | Count | 350 | 288 | 62 |

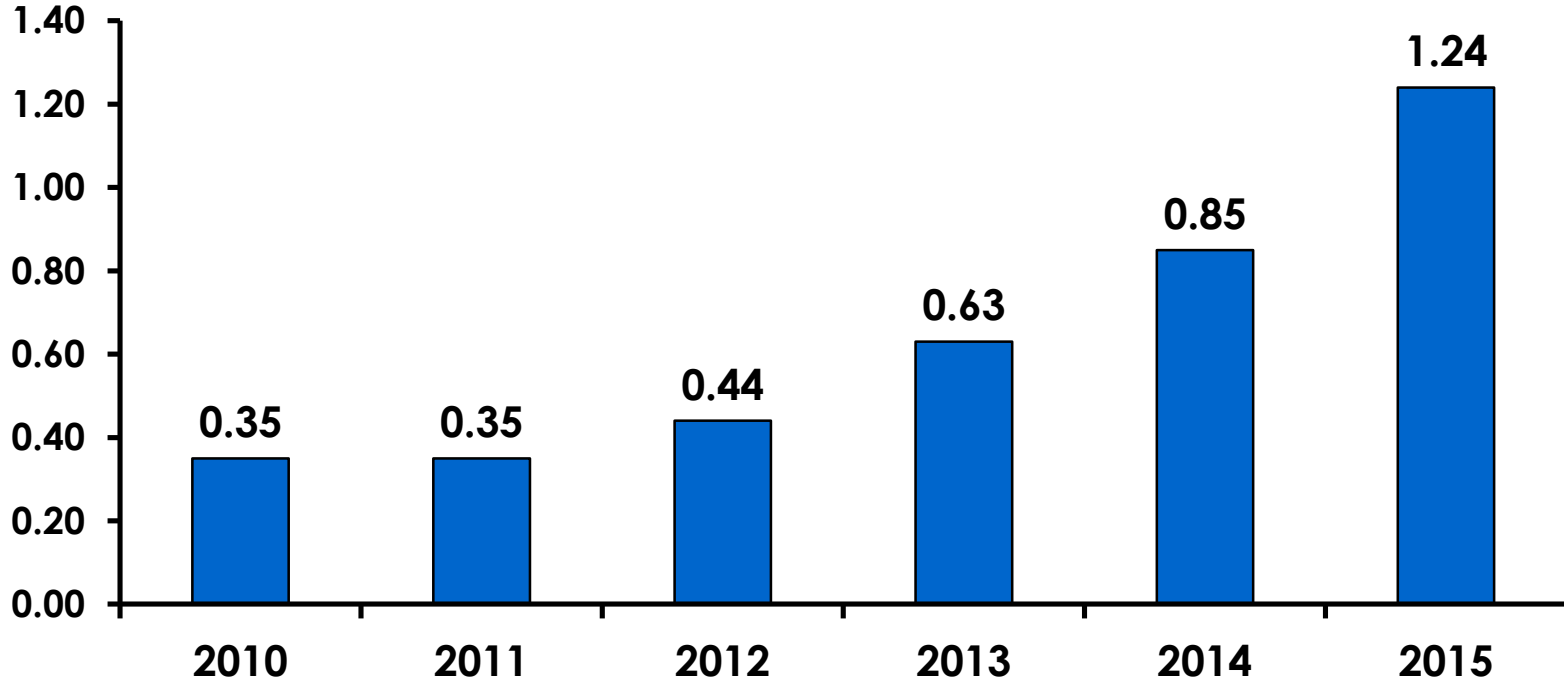
Repeat Visitors Last Trip

n = 59



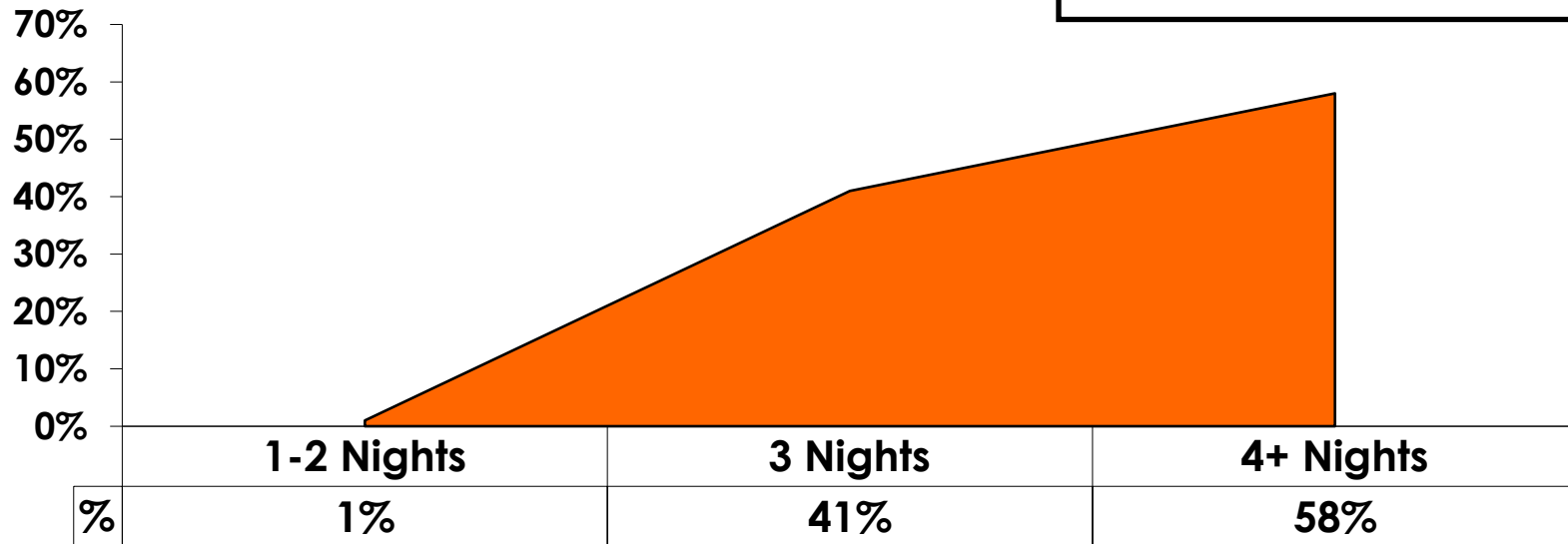
- The average repeat visitor has been to Guam 2.07 times.

Average Number Overnight Trips (2010-2015) (2 nights or more)

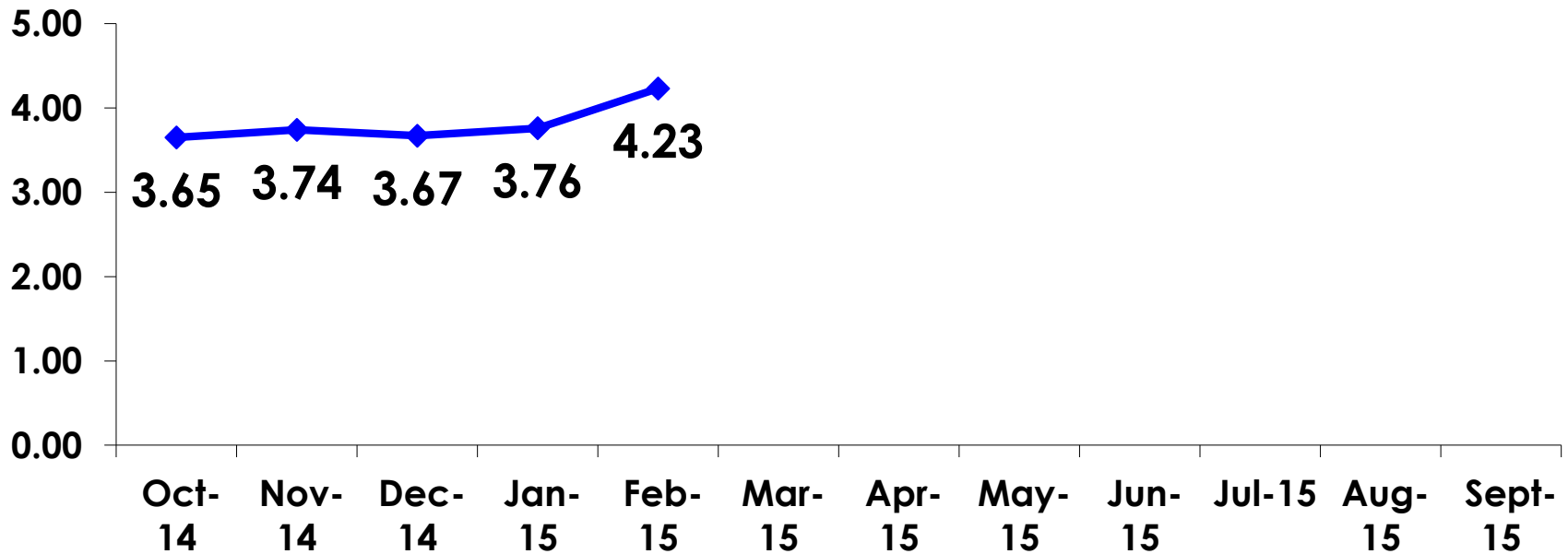


Length of Stay

Mean = 4.23 Days
Median = 4.0 Days



AVG LENGTH OF STAY

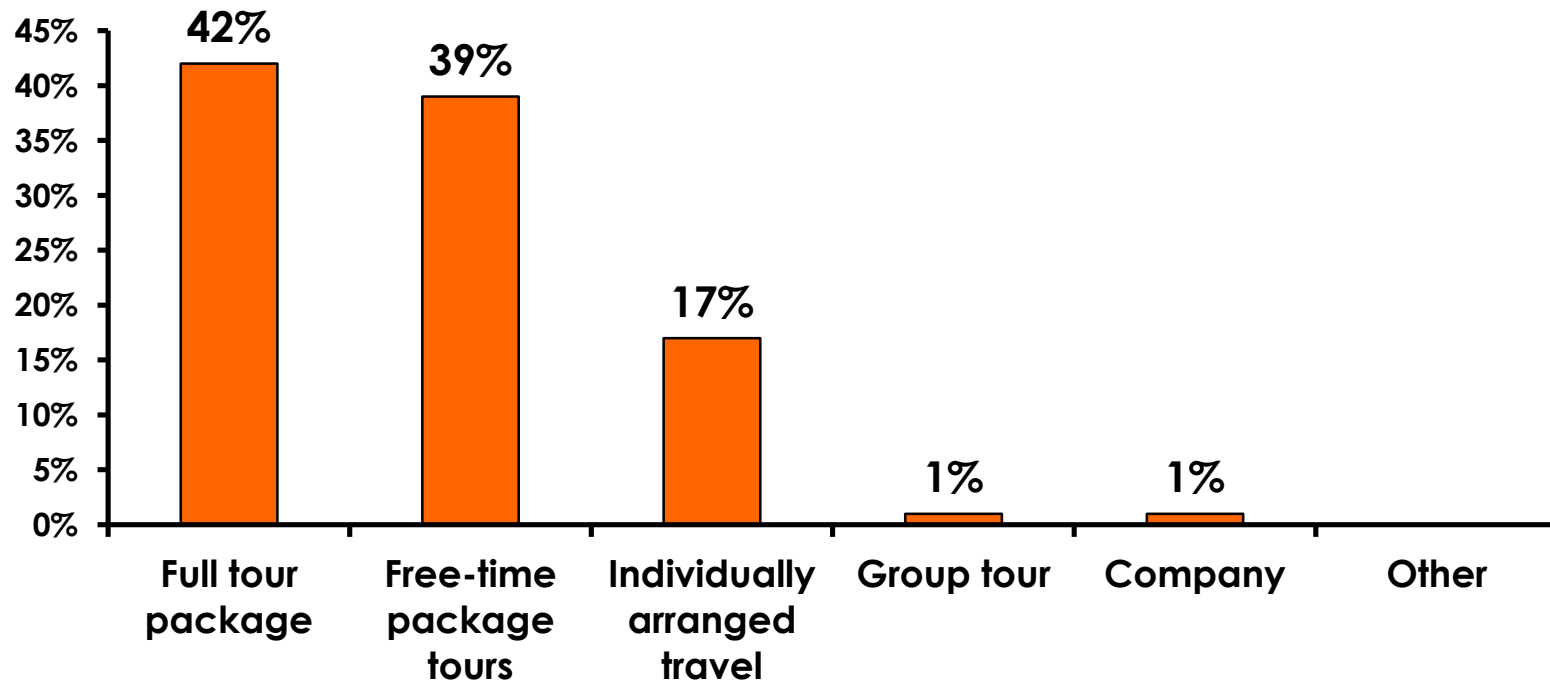


Occupation by Income

| | | TOTAL | Q26 | | | | | | | No Income | |
|-----|------------------------------------|-------|----------|-----------------|-----------------|-----------------|-----------------|-----------------|----------|-----------|---|
| | | - | <KW12.0M | KW12.0M-KW24.0M | KW24.0M-KW36.0M | KW36.0M-KW48.0M | KW48.0M-KW60.0M | KW60.0M-KW72.0M | KW72.0M+ | | |
| Q25 | White Collar Office Worker | 25% | | 15% | 20% | 34% | 18% | 34% | 31% | | |
| | Self-employed | 22% | | 15% | 30% | 25% | 31% | 16% | 18% | | |
| | Housewife/ Homemaker | 11% | 40% | 8% | 18% | 5% | 5% | 11% | 16% | 22% | |
| | Professional/ Specialist/ Tech | 10% | | 8% | 9% | 10% | 16% | 8% | 9% | | |
| | Student | 6% | 40% | 15% | | 1% | 2% | 11% | 4% | 67% | |
| | Professor/ Teacher/ After-school | 5% | | 8% | 2% | 4% | 7% | 8% | 4% | | |
| | Manager/ Admin | 5% | | | 5% | 4% | 5% | 5% | 4% | | |
| | Service worker/ Private hse worker | 4% | 20% | 31% | 5% | 5% | 2% | | | | |
| | Sales worker/ Clerical | 4% | | | 7% | 5% | 4% | | | | |
| | Govt- Manager | 1% | | | 2% | 1% | 4% | | | | |
| | Govt- office worker non-mgr | 1% | | | 2% | 1% | | 3% | 4% | | |
| | Retired | 1% | | | | | | | | 11% | |
| | Skilled worker | 1% | | | | | 2% | | 4% | | |
| | Freelancer | 1% | | | | 3% | | | | | |
| | Judicial | 1% | | | | | 2% | 3% | 2% | | |
| | Govt- Executive | 1% | | | | | 2% | 3% | 2% | | |
| | Unemployed | 0% | | | | | | | | | |
| | Total | Count | 335 | 5 | 13 | 44 | 73 | 55 | 38 | 45 | 9 |

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

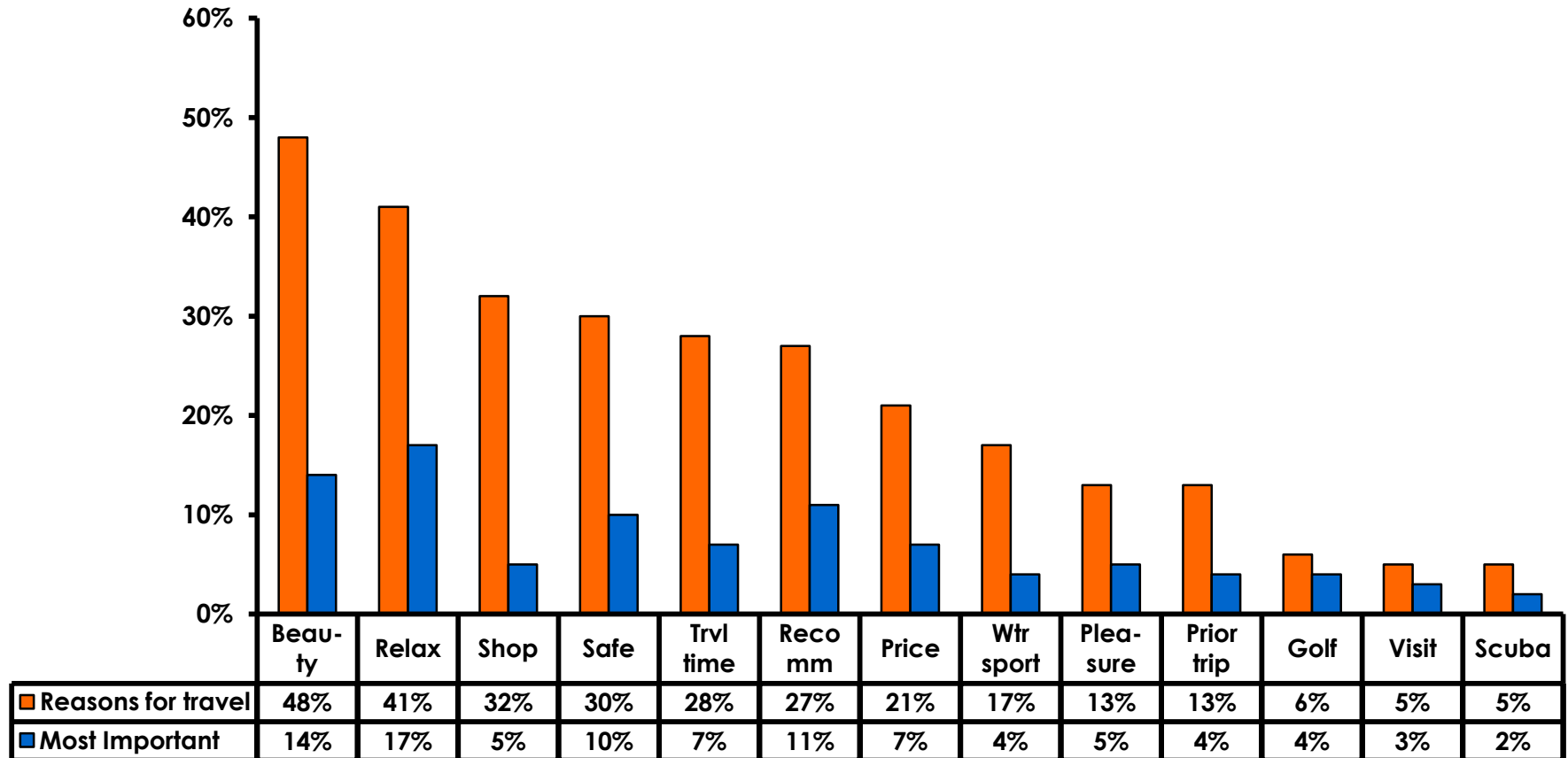


Accommodation by Income

Average length of stay: 4.23 days

| | | TOTAL | Q26 | | | | | | | | |
|----|-----------------------------|-------|----------|-----------------|-----------------|-----------------|-----------------|-----------------|----------|-----------|---|
| | | - | <KW12.0M | KW12.0M-KW24.0M | KW24.0M-KW36.0M | KW36.0M-KW48.0M | KW48.0M-KW60.0M | KW60.0M-KW72.0M | KW72.0M+ | No Income | |
| Q9 | PIC Club | 31% | 40% | 31% | 23% | 42% | 37% | 26% | 27% | 11% | |
| | Lotte Hotel Guam | 15% | | | 20% | 15% | 9% | 21% | 13% | 11% | |
| | Hyatt Regency Guam | 10% | | 8% | 14% | 5% | 12% | 8% | 20% | | |
| | Hotel Nikko Guam | 9% | | 15% | 16% | 11% | 14% | 5% | 4% | | |
| | Sheraton Laguna Guam | 6% | | | 2% | 10% | 5% | 8% | 2% | 22% | |
| | Outrigger Guam Resort | 5% | | | 5% | 3% | 7% | 3% | 7% | 11% | |
| | Westin Resort Guam | 5% | 20% | 8% | 5% | 3% | 4% | 5% | 9% | | |
| | Guam Reef & Olive Spa | 4% | | 15% | 11% | 3% | 5% | | | | |
| | Onward Beach Resort | 3% | | 8% | 2% | 1% | 2% | 5% | 4% | 22% | |
| | Home stay/ friend/ relative | 3% | 20% | | | 1% | | 3% | | 11% | |
| | Verona Resort & Spa | 2% | 20% | | 2% | 3% | 2% | 3% | 2% | | |
| | Hilton Guam Resort | 2% | | 8% | | | 2% | 5% | 4% | | |
| | Holiday Resort Guam | 2% | | 8% | | | 2% | 3% | | 11% | |
| | Condo | 1% | | | | | | 5% | | | |
| | Leo Palace Resort | 1% | | | | | | | | | |
| | Apartment | 1% | | | | | | | | | |
| | Pacific Star Resort & Spa | 1% | | | | 1% | | | 2% | | |
| | Hotel Santa Fe | 0% | | | | | | | 2% | | |
| | Other | 0% | | | | 1% | | | | | |
| | Royal Orchid Guam | 0% | | | | | | | | | |
| | Bayview Hotel | 0% | | | | | | | 2% | | |
| | Total | Count | 351 | 5 | 13 | 44 | 73 | 57 | 38 | 45 | 9 |

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

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

are the primary reasons for visiting during this period.

Motivation by Age & Gender

| | | TOTAL | AGE | | | | GENDER | | |
|-----|---------------------------------|-------|-------|-------|-------|-----|--------|--------|-----|
| | | - | 18-24 | 25-34 | 35-49 | 50+ | Male | Female | |
| Q5A | Natural beauty | 48% | 73% | 48% | 46% | 33% | 46% | 50% | |
| | Relax | 41% | 50% | 34% | 46% | 47% | 48% | 34% | |
| | Shopping | 32% | 42% | 35% | 30% | 20% | 27% | 37% | |
| | Safe | 30% | 15% | 31% | 29% | 47% | 32% | 27% | |
| | Short travel time | 28% | 27% | 31% | 25% | 33% | 23% | 33% | |
| | Recomm- friend/family/trvl agnt | 27% | 27% | 28% | 26% | 27% | 23% | 31% | |
| | Price | 21% | 12% | 23% | 20% | 40% | 22% | 21% | |
| | Water sports | 17% | 19% | 17% | 19% | | 14% | 20% | |
| | Pleasure | 13% | 15% | 13% | 13% | 20% | 14% | 13% | |
| | Previous trip | 13% | 8% | 13% | 12% | 20% | 10% | 15% | |
| | Golf | 6% | 4% | 7% | 4% | 13% | 7% | 5% | |
| | Visit friends/ Relatives | 5% | 4% | 7% | 3% | 13% | 3% | 7% | |
| | Scuba | 5% | | 5% | 6% | | 6% | 4% | |
| | Honeymoon | 5% | 8% | 5% | 4% | | 6% | 3% | |
| | Organized sports | 3% | 4% | 3% | 1% | 13% | 3% | 2% | |
| | Company/ Business Trip | 3% | | 3% | 1% | 20% | 3% | 2% | |
| | Company Sponsored | 2% | 4% | 1% | 3% | | 3% | 1% | |
| | Other | 2% | 8% | 1% | 1% | 7% | 2% | 1% | |
| | Married/ Attn wedding | 1% | 4% | 1% | 1% | | 1% | 2% | |
| | Career Cert/ Testing | 1% | | 1% | 1% | | 1% | 1% | |
| | Convention/ Trade/ Conference | 0% | | 1% | | | | 1% | |
| | Total | Count | 351 | 26 | 153 | 156 | 15 | 174 | 175 |

Motivation by Income

| | | TOTAL | Q26 | | | | | | | | |
|-----|---------------------------------|-------|----------|-----------------|-----------------|-----------------|-----------------|-----------------|----------|-----------|---|
| | | - | <KW12.0M | KW12.0M-KW24.0M | KW24.0M-KW36.0M | KW36.0M-KW48.0M | KW48.0M-KW60.0M | KW60.0M-KW72.0M | KW72.0M+ | No Income | |
| Q5A | Natural beauty | 48% | 40% | 54% | 73% | 55% | 46% | 50% | 51% | 56% | |
| | Relax | 41% | 20% | 8% | 41% | 51% | 42% | 55% | 60% | 44% | |
| | Shopping | 32% | 60% | 46% | 39% | 36% | 33% | 37% | 33% | 11% | |
| | Safe | 30% | | 15% | 36% | 19% | 16% | 29% | 31% | 22% | |
| | Short travel time | 28% | | 15% | 32% | 22% | 21% | 18% | 24% | 22% | |
| | Recomm- friend/family/trvl agnt | 27% | 20% | 54% | 25% | 33% | 30% | 39% | 13% | 22% | |
| | Price | 21% | 20% | 8% | 23% | 21% | 23% | 11% | 11% | 11% | |
| | Water sports | 17% | | 31% | 23% | 22% | 14% | 13% | 9% | 11% | |
| | Pleasure | 13% | | 8% | 11% | 7% | 18% | 21% | 13% | 22% | |
| | Previous trip | 13% | 20% | 8% | 11% | 4% | 14% | 18% | 20% | 11% | |
| | Golf | 6% | | | 7% | 1% | 7% | 8% | 4% | | |
| | Visit friends/ Relatives | 5% | 60% | 15% | 9% | | 4% | | | | |
| | Scuba | 5% | 20% | 8% | 7% | 3% | 4% | 5% | 7% | | |
| | Honeymoon | 5% | | 8% | 7% | 7% | 4% | 3% | 7% | | |
| | Organized sports | 3% | | | 2% | 1% | 4% | | 4% | | |
| | Company/ Business Trip | 3% | | | | 4% | | | 2% | | |
| | Company Sponsored | 2% | | | | | | 3% | 2% | | |
| | Other | 2% | | | | | 4% | 3% | 2% | 11% | |
| | Married/ Attn wedding | 1% | | | | | | 5% | | | |
| | Career Cert/ Testing | 1% | | | | | | | 2% | 11% | |
| | Convention/ Trade/ Conference | 0% | | | 2% | | | | | | |
| | Total | Count | 351 | 5 | 13 | 44 | 73 | 57 | 38 | 45 | 9 |

SECTION 3 **EXPENDITURES**

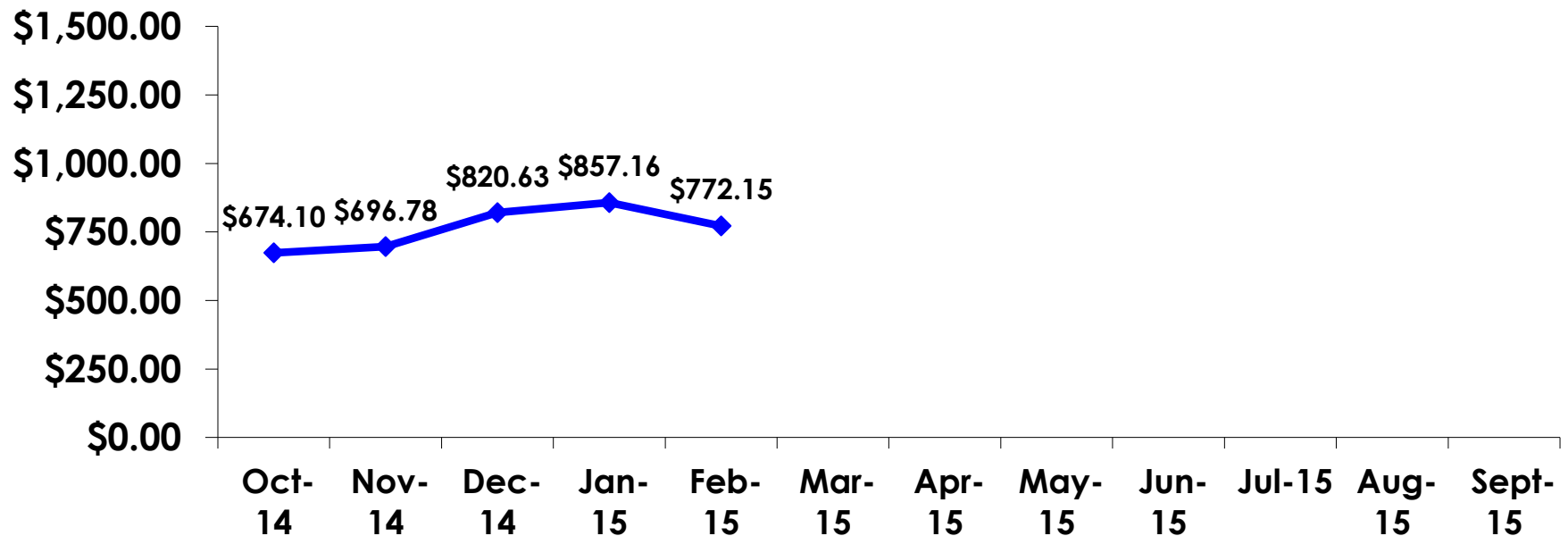
Prepaid Expenditures

KW 1,101.30/US\$1

- \$2,032.54 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$16,708 = maximum (highest amount recorded for the entire sample)
- \$772.15 = overall mean average per person prepaid expenditures

PREPAID EXPENDITURES

Per Person



YTD=\$764.27

Breakdown of Prepaid Expenditures

KW 1,101.30=\$1

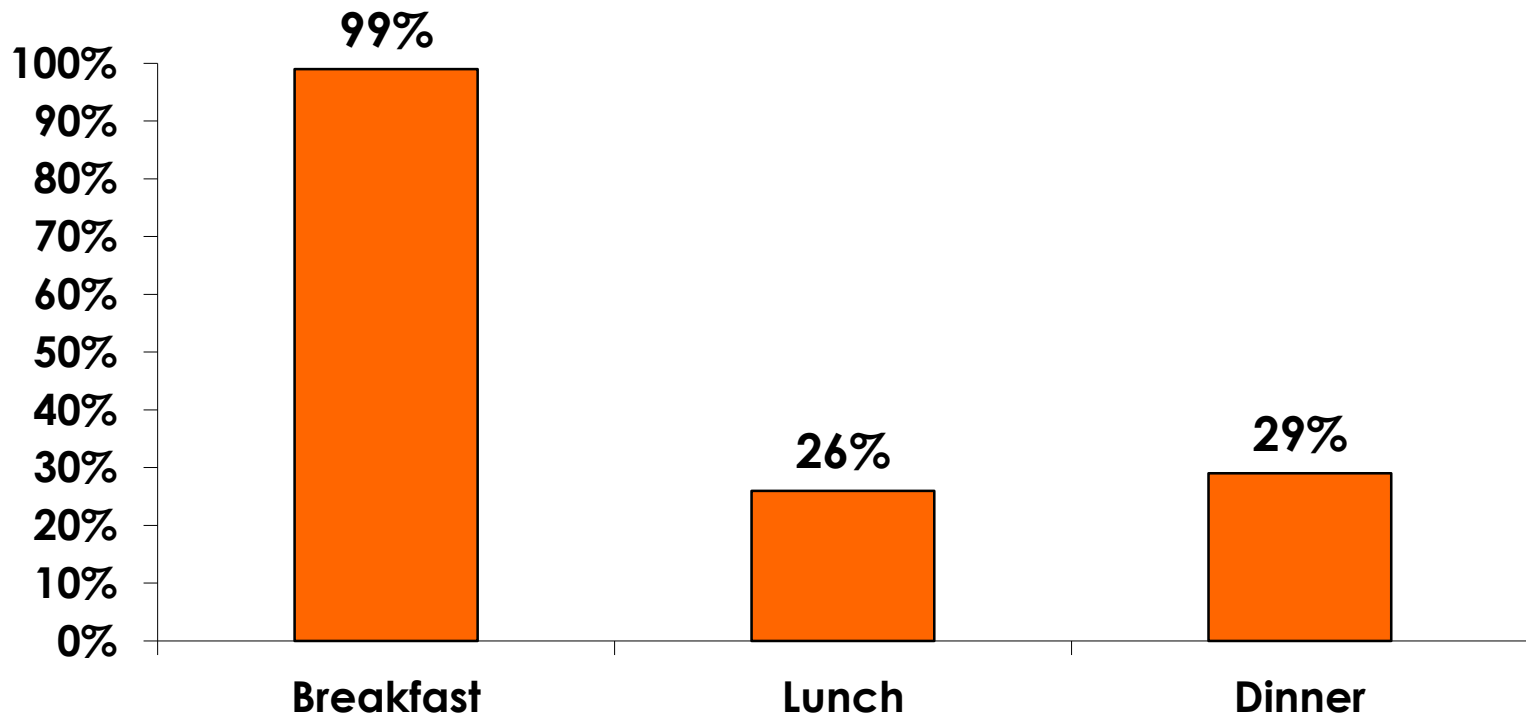
(Filter: Only those who responded/
Per Travel Party)

| | MEAN \$ |
|---|-------------------|
| Air & Accommodation package only | \$2,225.34 |
| Air & Accommodation w/ daily meal package | \$2,878.42 |
| Air only | \$1,174.21 |
| Accommodation only | \$565.45 |
| Accommodation w/ daily meal only | \$599.29 |
| Food & Beverages in Hotel | \$181.60 |
| Ground transportation – Korea | \$88.78 |
| Ground transportation – Guam | \$144.87 |
| Optional tours/ activities | \$350.24 |
| Other expenses | \$311.45 |
| Total Prepaid | \$2,032.54 |

PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n=162

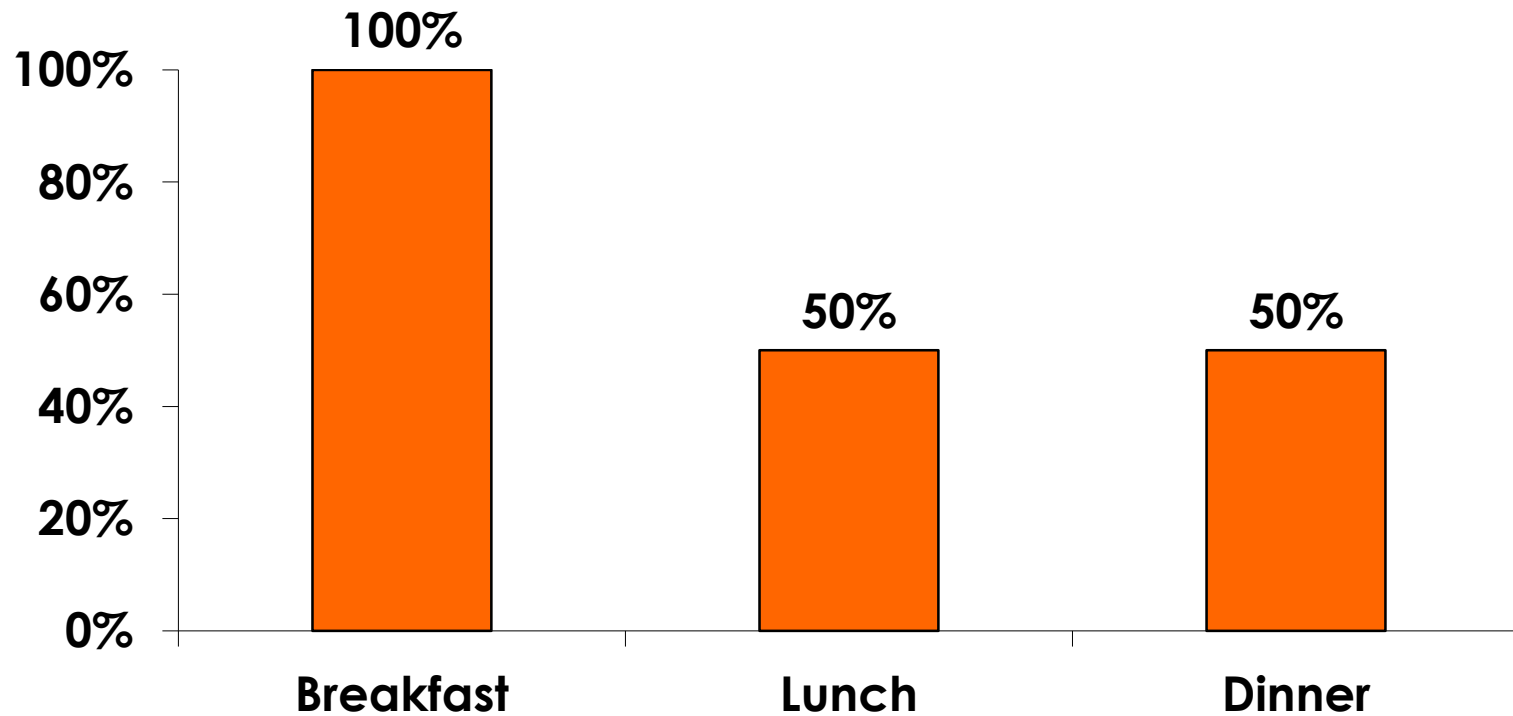


Mean=\$2,878.42 per travel party

PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

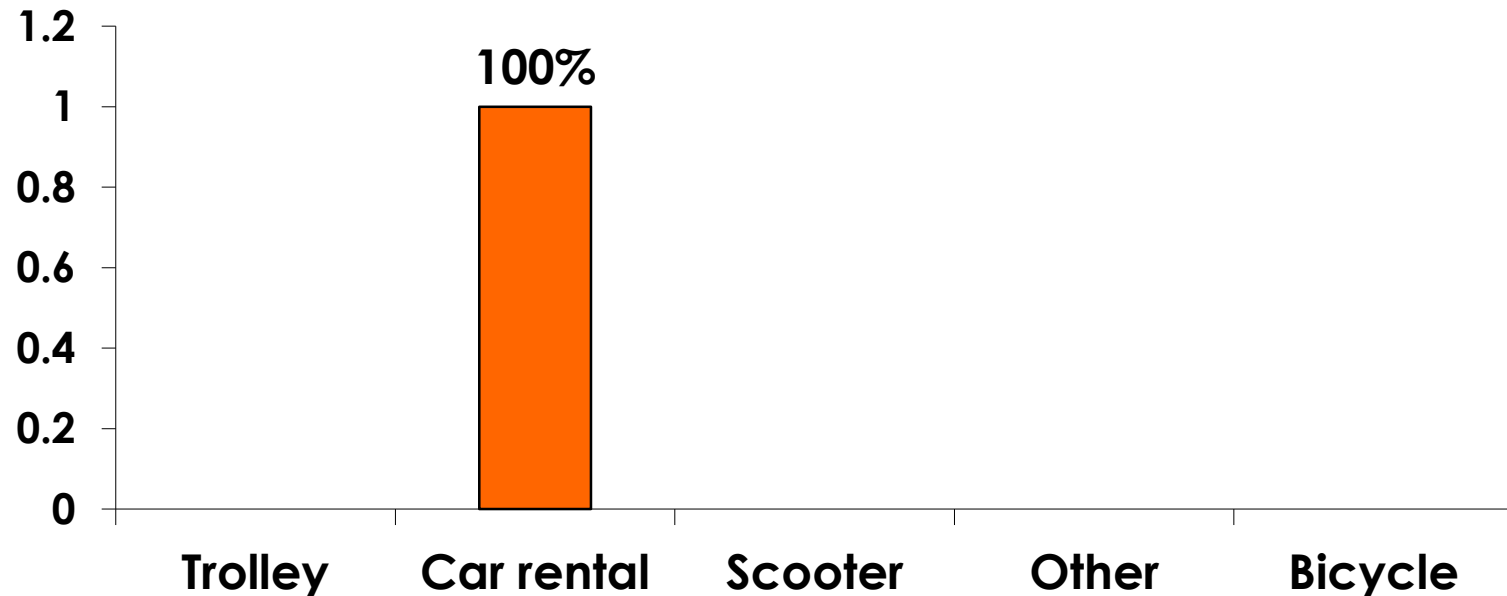
N=2



Mean=\$599.29 per travel party

PREPAID GROUND TRANSPORTATION

n=6



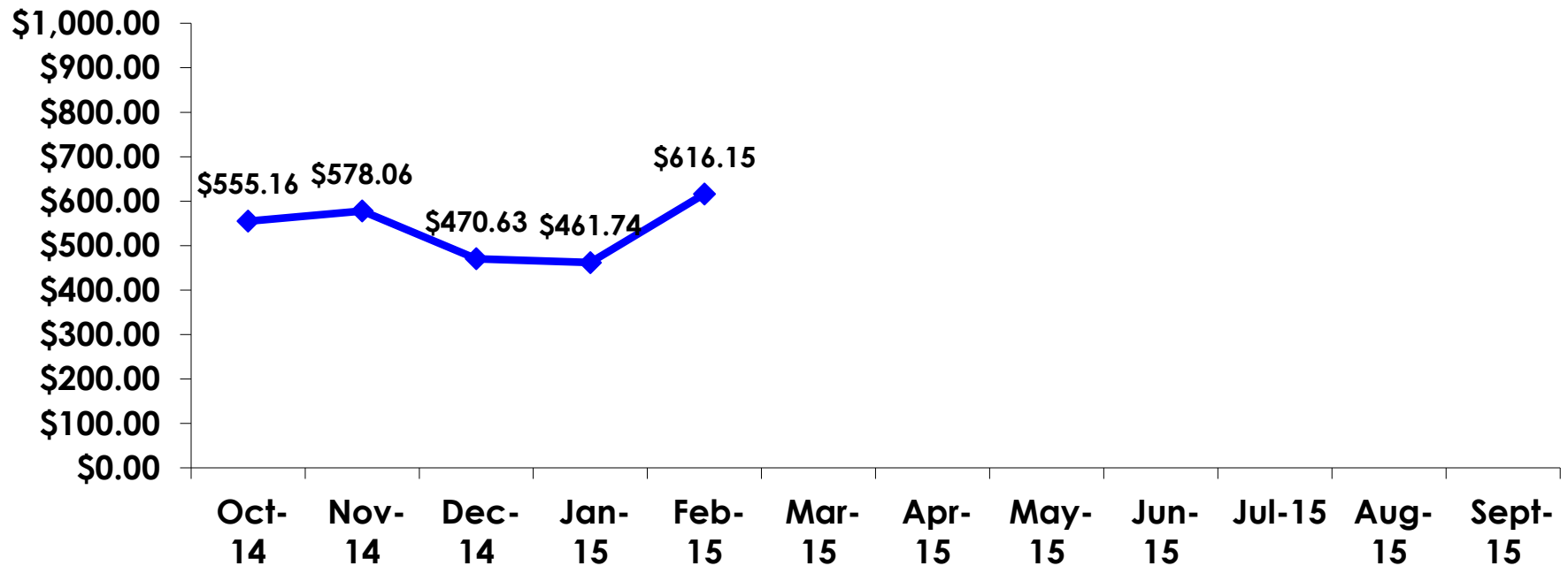
Mean=\$144.87 per travel party

On-Island Expenditures

- \$1,416.26 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$11,000 = Maximum (highest amount recorded for the entire sample)
- \$616.15 = overall mean average per person on-island expenditure

ON-ISLAND EXPENDITURES

Per Person

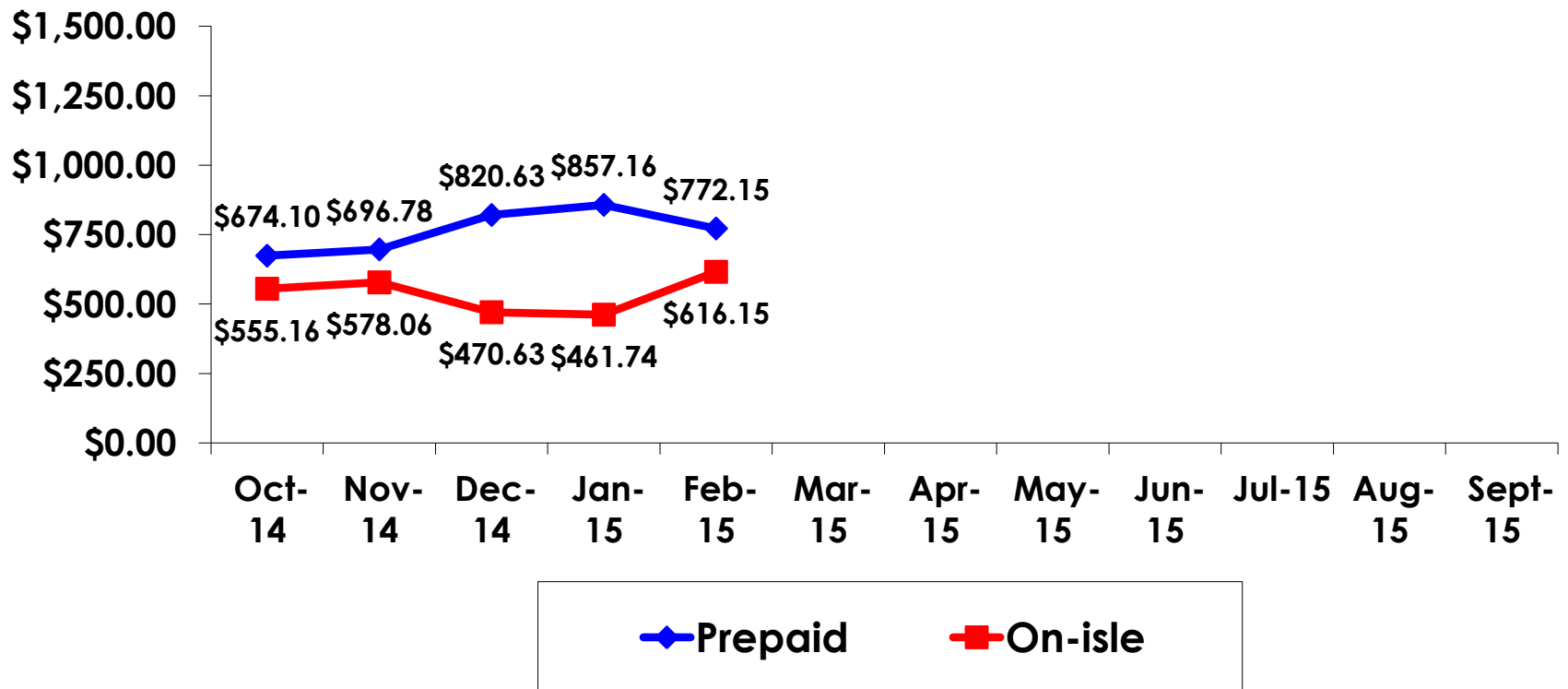


YTD = \$536.28

PREPAID/ ON-ISLE EXPENDITURES – Per Person

Prepaid YTD = \$764.27

On-Isle YTD = \$536.28



Total On-Island Expenditure by Gender & Age

| | | TOTAL | GENDER | | GENDER | | | | | | | |
|------------|---------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| | | | - | Male | Female | Male | | | | Female | | |
| | | AGE | | | | AGE | | | | | | |
| | | 18-24 | | | | 25-34 | 35-49 | 50+ | 18-24 | 25-34 | 35-49 | 50+ |
| PER PERSON | Mean | \$616.15 | \$589.47 | \$639.21 | \$570.36 | \$606.72 | \$581.38 | \$569.99 | \$468.12 | \$725.89 | \$598.91 | \$166.67 |
| | Median | \$500 | \$500 | \$500 | \$400 | \$500 | \$525 | \$608 | \$434 | \$656 | \$425 | \$0 |
| | Minimum | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| | Maximum | \$4,000 | \$2,000 | \$4,000 | \$1,500 | \$1,680 | \$2,000 | \$1,333 | \$1,310 | \$3,000 | \$4,000 | \$500 |

On-Island Expenditure Categories by Gender & Age

| | | TOTAL | GENDER | | AGE | | | |
|--------------|--------|------------|------------|------------|----------|------------|------------|----------|
| | | - | Male | Female | 18-24 | 25-34 | 35-49 | 50+ |
| F&B HOTEL | Mean | \$57.70 | \$92.61 | \$23.65 | \$37.27 | \$34.51 | \$88.65 | \$11.67 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| F&B FF/STORE | Mean | \$30.30 | \$31.15 | \$29.80 | \$24.81 | \$26.99 | \$28.72 | \$92.00 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| F&B RESTRNT | Mean | \$86.76 | \$99.63 | \$72.10 | \$86.92 | \$93.58 | \$84.97 | \$41.33 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| OPT TOUR | Mean | \$136.59 | \$121.72 | \$146.49 | \$100.77 | \$117.08 | \$165.06 | \$110.67 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| GIFT- SELF | Mean | \$221.89 | \$241.82 | \$201.76 | \$115.73 | \$232.40 | \$236.47 | \$162.00 |
| | Median | \$0 | \$0 | \$0 | \$32 | \$0 | \$0 | \$0 |
| GIFT- OTHER | Mean | \$187.25 | \$190.81 | \$181.86 | \$120.96 | \$183.35 | \$213.72 | \$79.20 |
| | Median | \$0 | \$0 | \$0 | \$25 | \$0 | \$0 | \$0 |
| TRANS | Mean | \$62.62 | \$63.71 | \$60.54 | \$69.69 | \$64.86 | \$58.81 | \$71.33 |
| | Median | \$0 | \$0 | \$0 | \$25 | \$0 | \$0 | \$0 |
| OTHER | Mean | \$630.80 | \$661.68 | \$594.90 | \$339.88 | \$554.29 | \$781.32 | \$392.00 |
| | Median | \$100 | \$100 | \$70 | \$29 | \$50 | \$100 | \$0 |
| TOTAL | Mean | \$1,416.26 | \$1,503.76 | \$1,315.15 | \$891.81 | \$1,305.24 | \$1,665.48 | \$960.20 |
| | Median | \$1,020 | \$1,260 | \$1,000 | \$625 | \$1,000 | \$1,500 | \$900 |

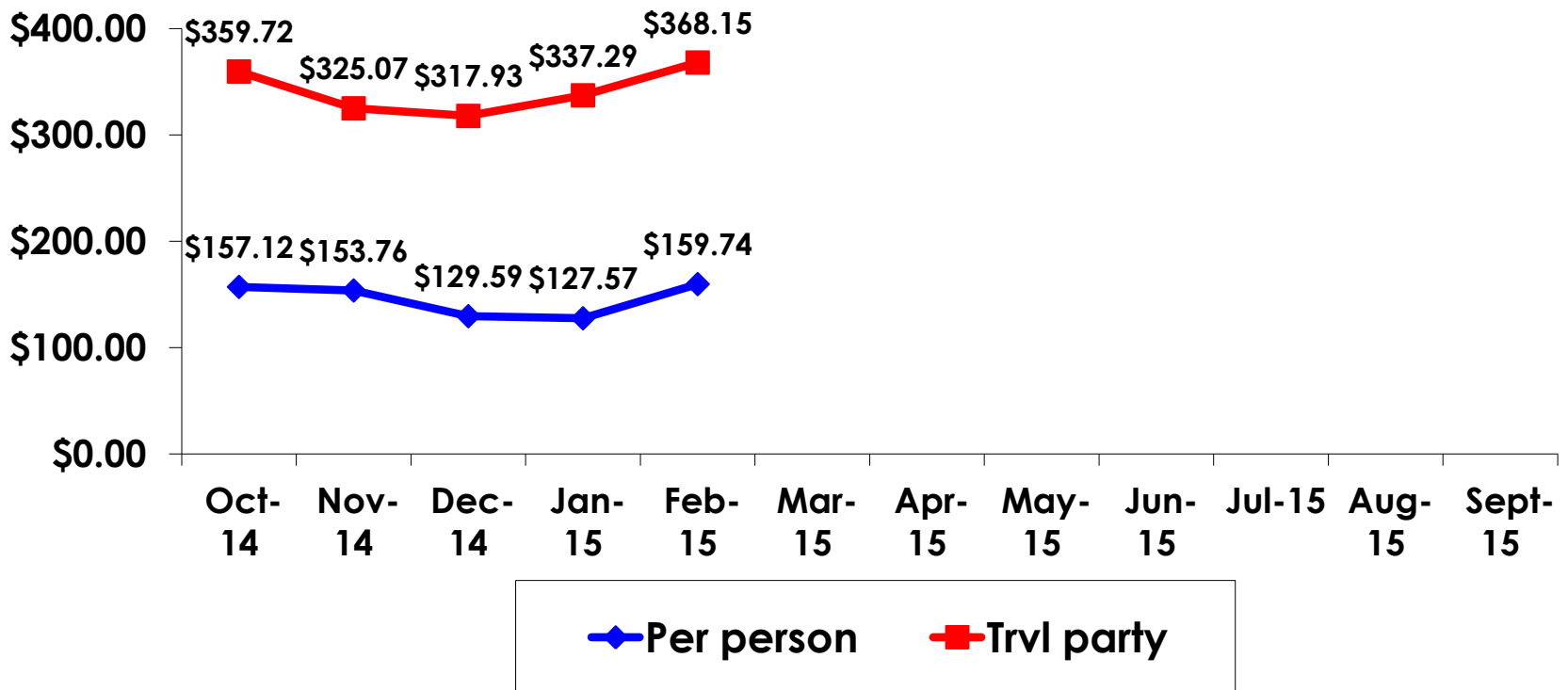
On-Island Expenditures

First time vs. Repeat

| | | TOTAL | TRIPS TO GUAM | |
|--------------|--------|------------|---------------|------------|
| | | - | 1st | Repeat |
| F&B HOTEL | Mean | \$57.70 | \$56.11 | \$64.97 |
| | Median | \$0 | \$0 | \$0 |
| F&B FF/STORE | Mean | \$30.30 | \$29.51 | \$33.89 |
| | Median | \$0 | \$0 | \$0 |
| F&B RESTRNT | Mean | \$86.76 | \$81.42 | \$111.19 |
| | Median | \$0 | \$0 | \$0 |
| OPT TOUR | Mean | \$136.59 | \$135.85 | \$140.00 |
| | Median | \$0 | \$0 | \$0 |
| GIFT- SELF | Mean | \$221.89 | \$203.73 | \$304.92 |
| | Median | \$0 | \$0 | \$60 |
| GIFT- OTHER | Mean | \$187.25 | \$174.26 | \$246.63 |
| | Median | \$0 | \$0 | \$0 |
| TRANS | Mean | \$62.62 | \$58.33 | \$82.22 |
| | Median | \$0 | \$0 | \$40 |
| OTHER | Mean | \$630.80 | \$575.10 | \$885.43 |
| | Median | \$100 | \$85 | \$100 |
| TOTAL | Mean | \$1,416.26 | \$1,316.02 | \$1,874.49 |
| | Median | \$1,020 | \$1,000 | \$1,500 |

ON-ISLE EXPENDITURES – By Day

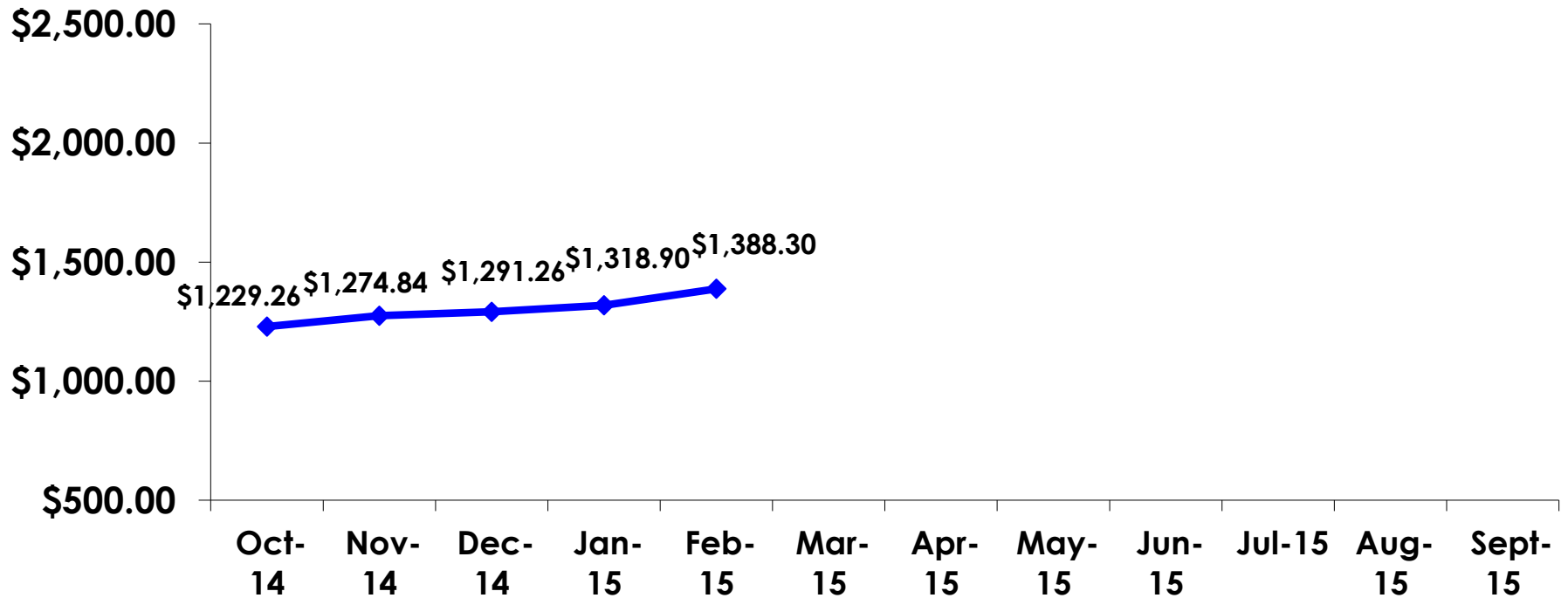
YTD Per Person = \$145.49 YTD Travel Party = \$341.55



Total Expenditures Per Person (Prepaid & On-Island)

- \$1,388.30 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$9,626 = Maximum (highest amount recorded for the entire sample)

TOTAL EXPENDITURES Per Person



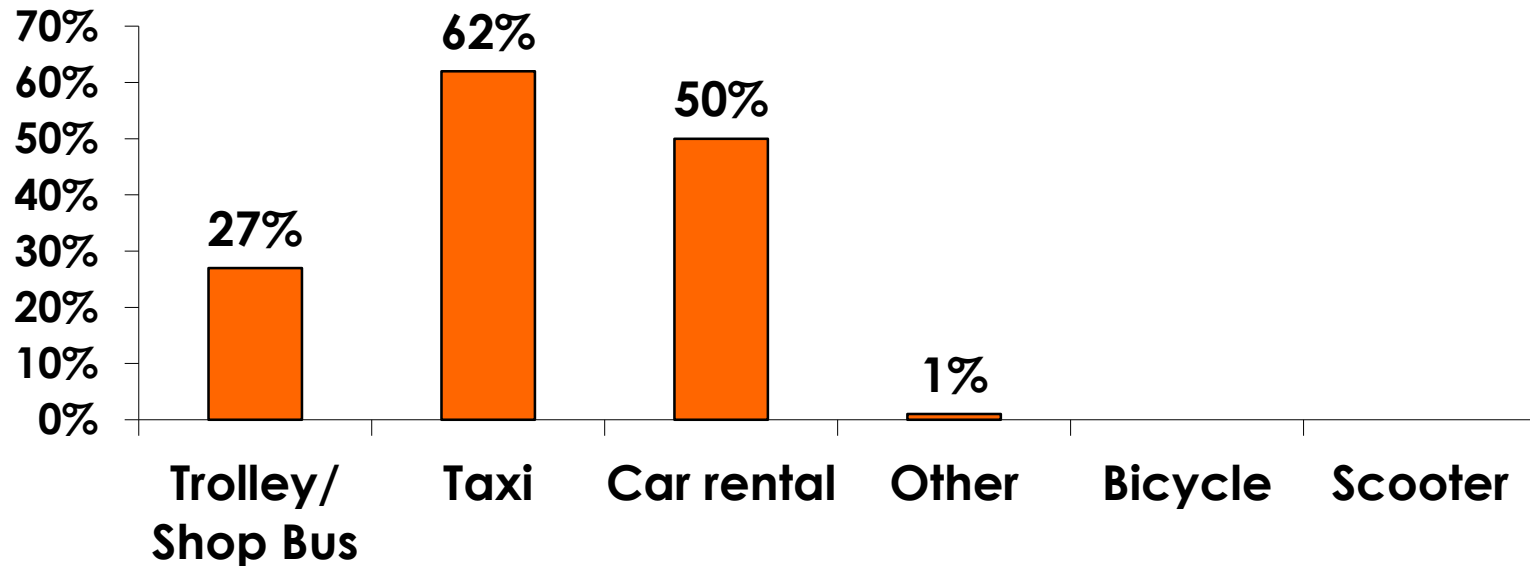
YTD=\$1,300.55

Breakdown of On-Island Expenditures

| | MEAN \$ |
|---|-------------------|
| Food & beverage in a hotel | \$57.70 |
| Food & beverage in fast food restaurant/convenience store | \$30.30 |
| Food & beverage at restaurants or drinking establishments outside a hotel | \$86.76 |
| Optional tours and activities | \$136.59 |
| Gifts/ souvenirs for yourself/companions | \$221.89 |
| Gifts/ souvenirs for friends/family at home | \$187.25 |
| Local transportation | \$62.62 |
| Other expenses not covered | \$630.80 |
| Average Total | \$1,416.26 |

Local Transportation

n=143



Mean=\$62.62 per travel party

Guam Airport Expenditures

- \$90.77 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$1,000 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

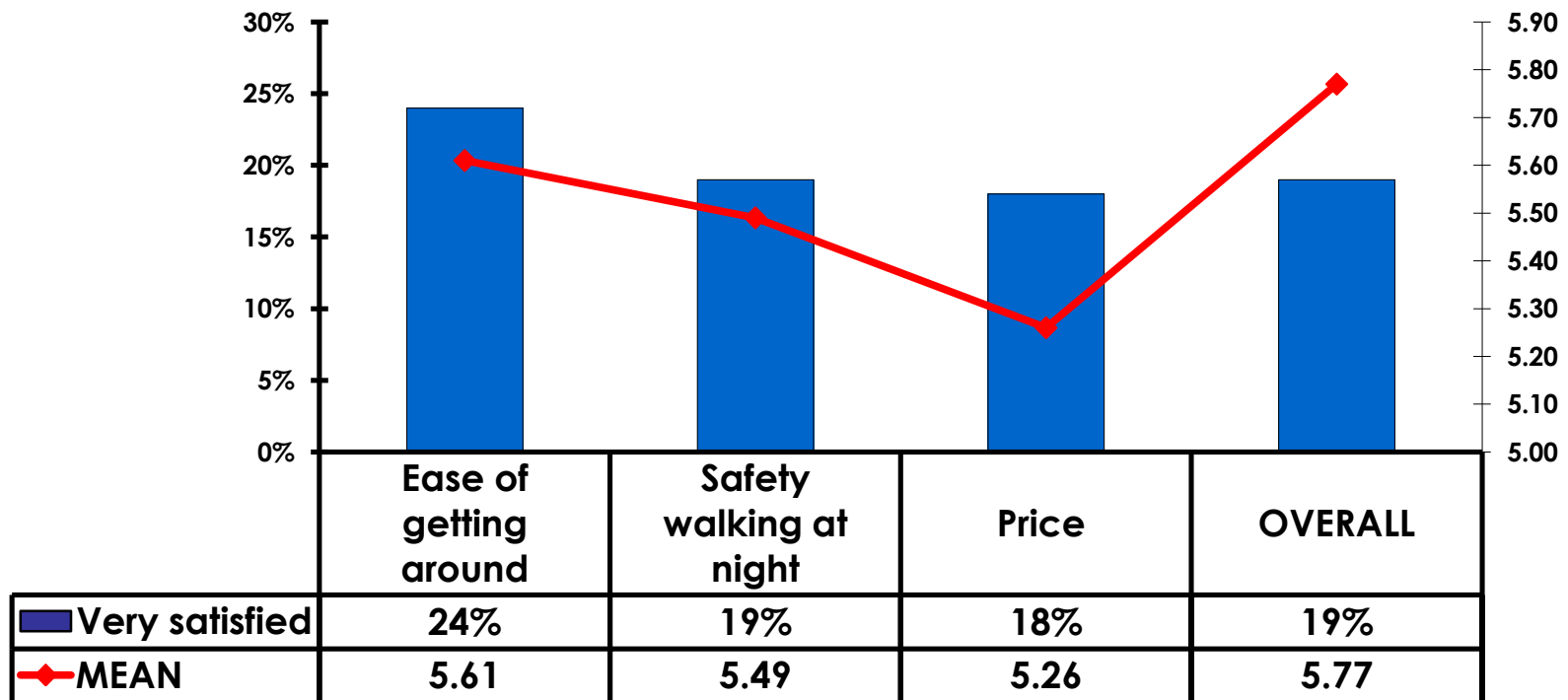
| | MEAN \$ |
|-------------------------------|----------------|
| Food & Beverages | \$22.72 |
| Gifts/Souvenirs Self | \$34.61 |
| Gifts/Souvenirs Others | \$33.45 |
| Total | \$90.77 |

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

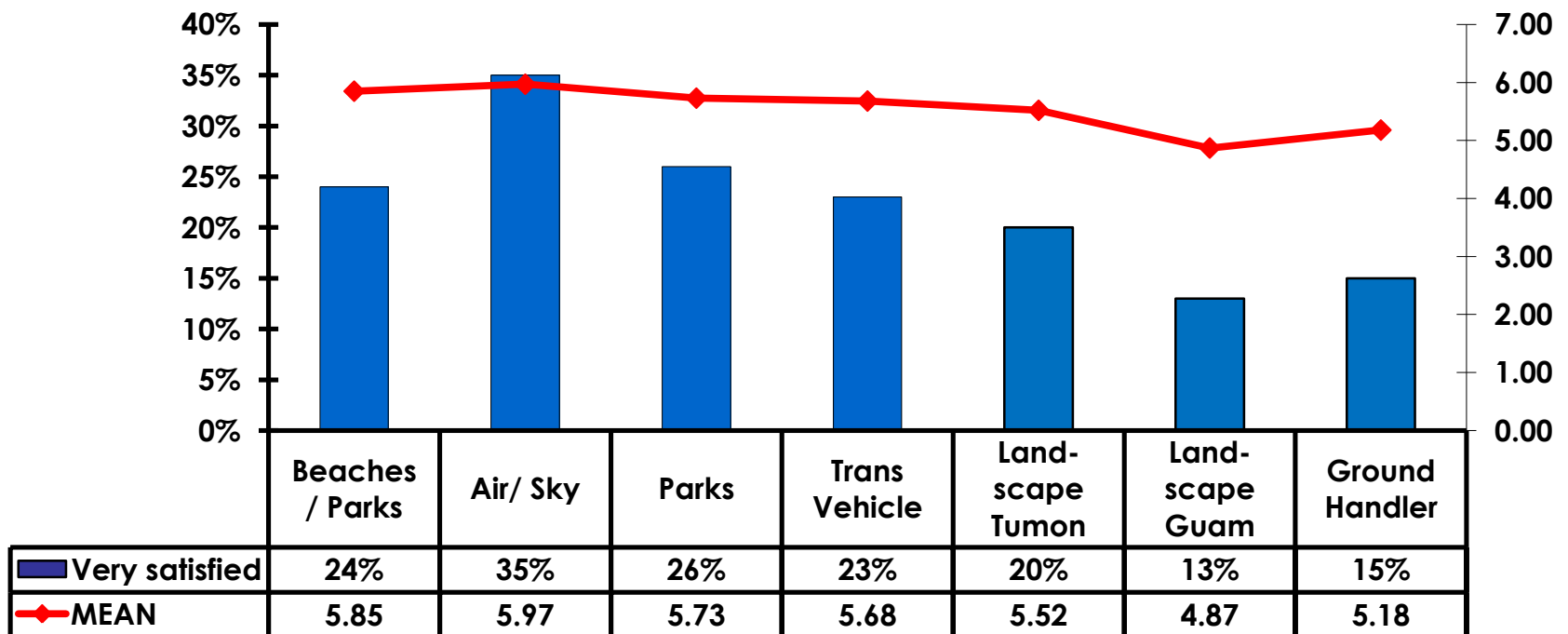
7=Very Satisfied/1=Very Dissatisfied



Satisfaction Quality/ Cleanliness

7pt Rating Scale

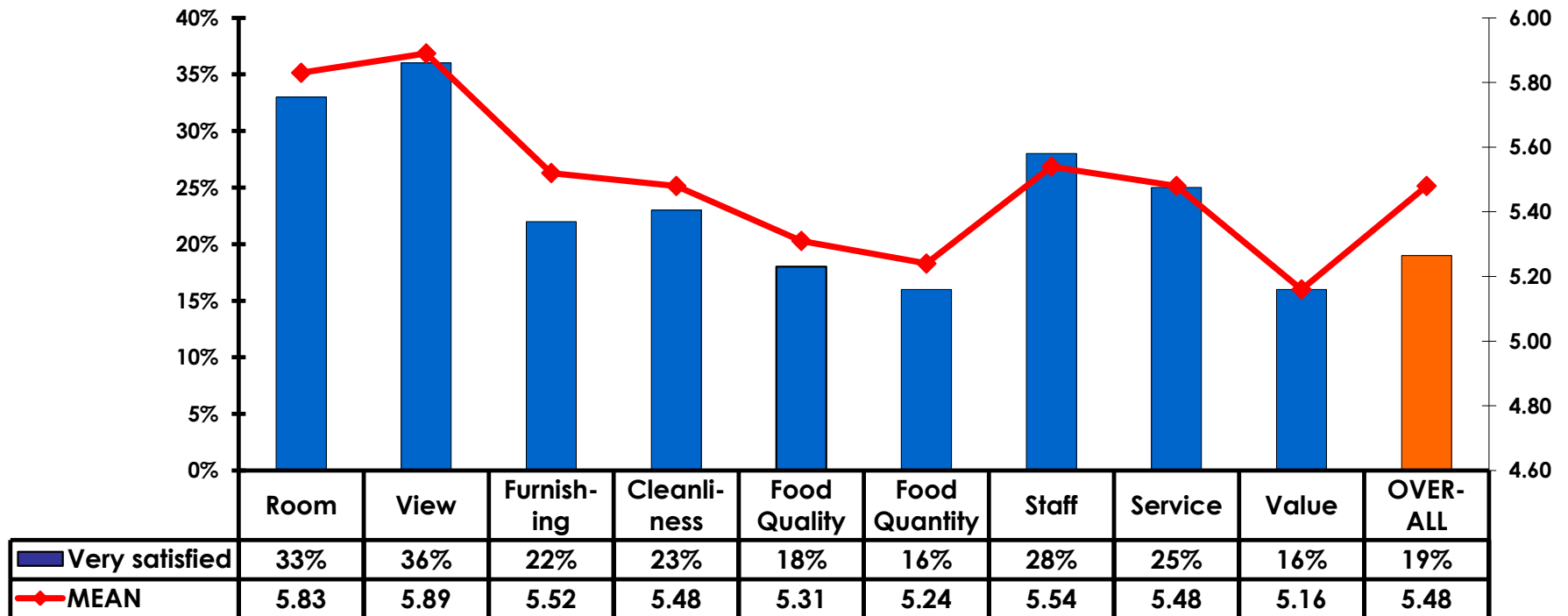
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

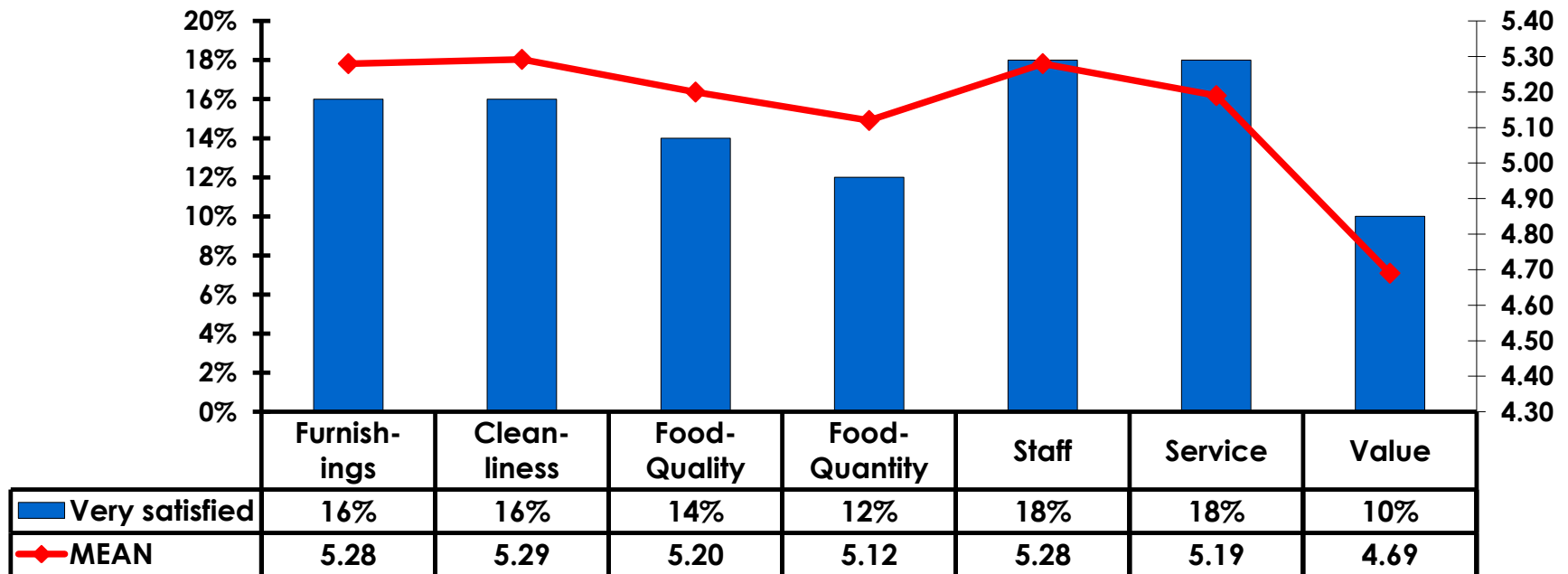
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

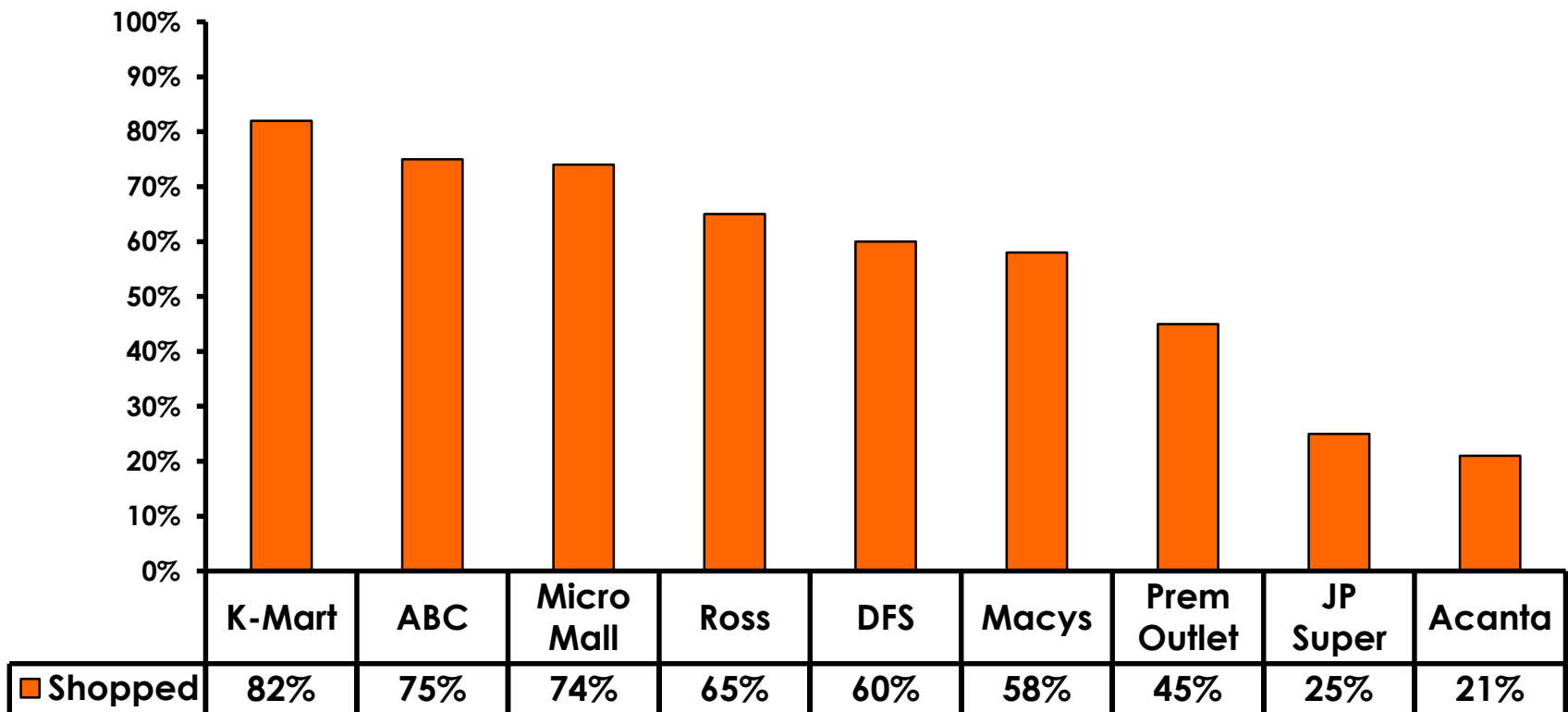
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

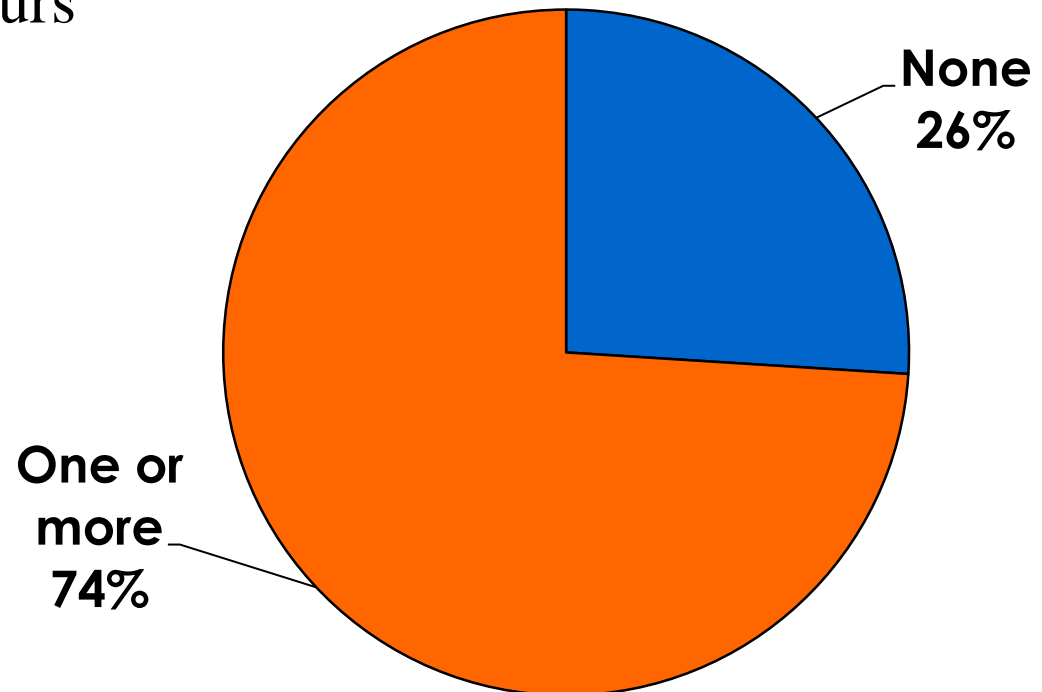
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

| Quality of Shopping | Variety of Shopping |
|------------------------------|------------------------------|
| Score of 6 to 7 = 66% | Score of 6 to 7 = 66% |
| Score of 4 to 5 = 30% | Score of 4 to 5 = 29% |
| Score 1 to 3 = 5% | Score 1 to 3 = 4% |
| MEAN = 5.70 | MEAN = 5.70 |

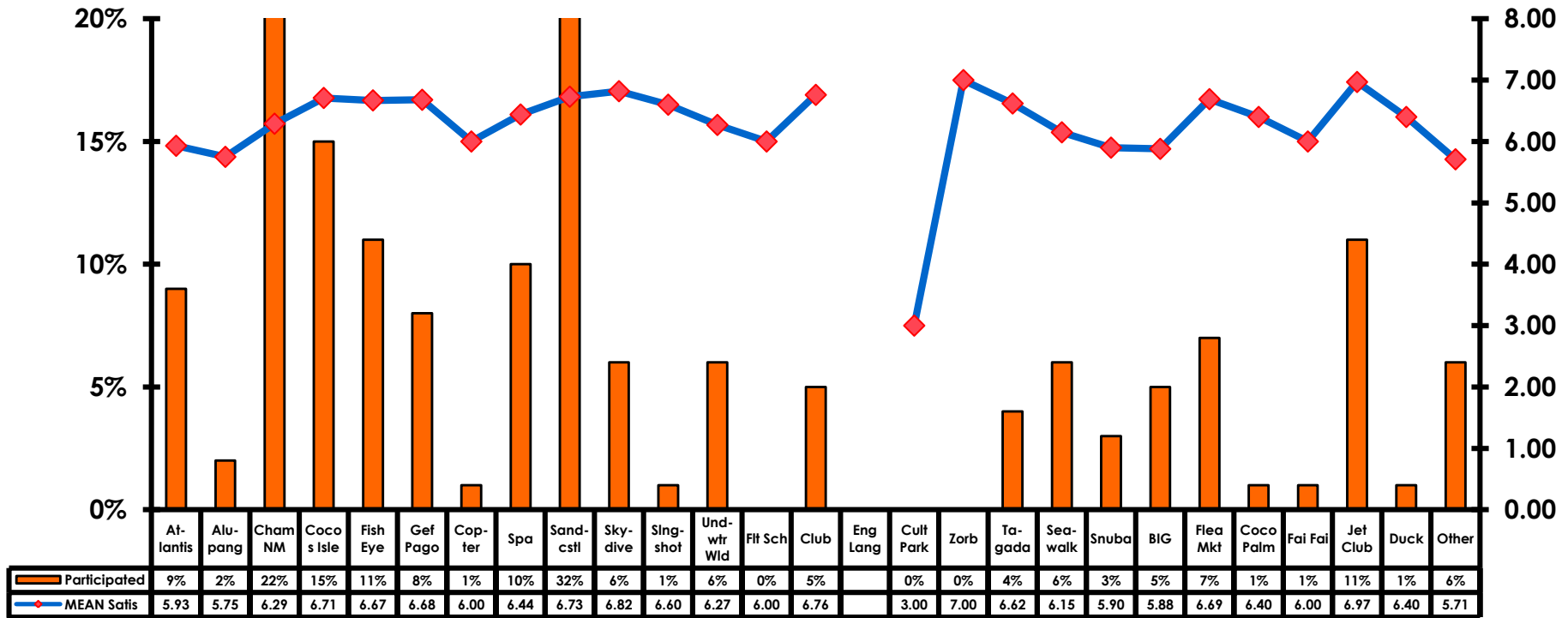
Optional Tour Participation

- Average number of tours participated in is 1.72



Optional Tours

Participation & Satisfaction



Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

| Quality of Day Tour | Variety of Day Tour |
|------------------------------|------------------------------|
| Score of 6 to 7 = 64% | Score of 6 to 7 = 57% |
| Score of 4 to 5 = 32% | Score of 4 to 5 = 38% |
| Score 1 to 3 = 4% | Score 1 to 3 = 5% |
| MEAN = 5.54 | MEAN = 5.44 |

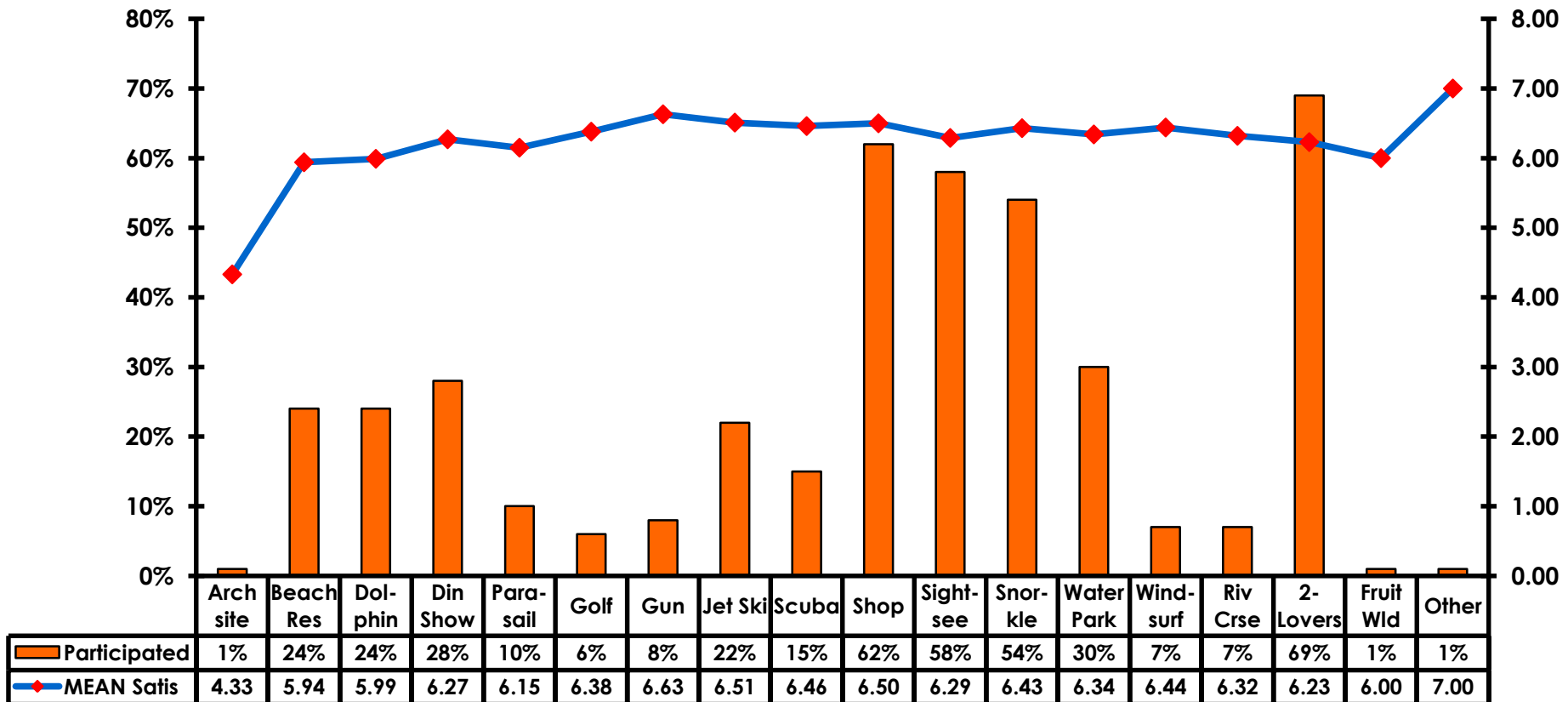
Night Tours Satisfaction

7pt Rating Scale

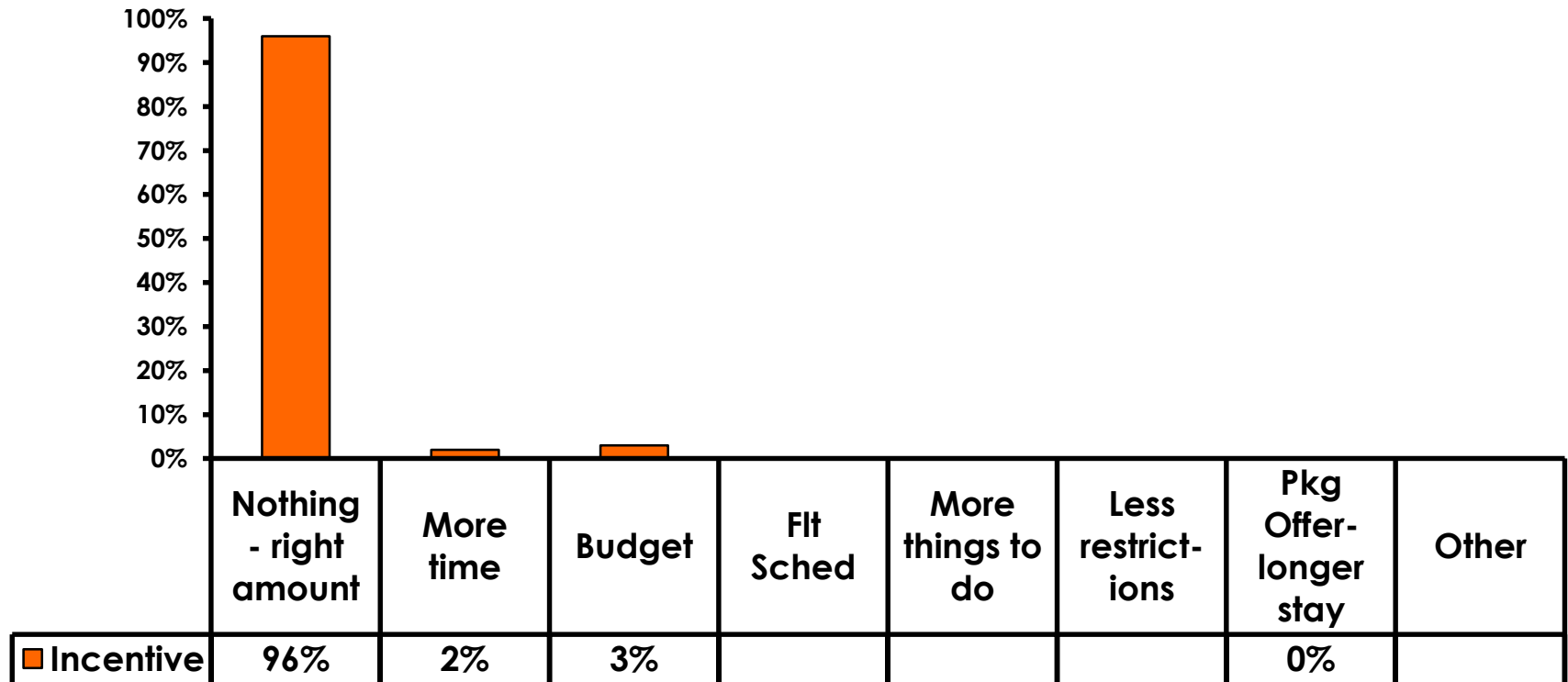
7=Very Satisfied/ 1=Very Dissatisfied

| Quality of Night Tour | Variety of Night Tour |
|------------------------------|------------------------------|
| Score of 6 to 7 = 45% | Score of 6 to 7 = 45% |
| Score of 4 to 5 = 50% | Score of 4 to 5 = 48% |
| Score 1 to 3 = 6% | Score 1 to 3 = 8% |
| MEAN = 5.17 | MEAN = 5.21 |

Satisfaction with Other Activities



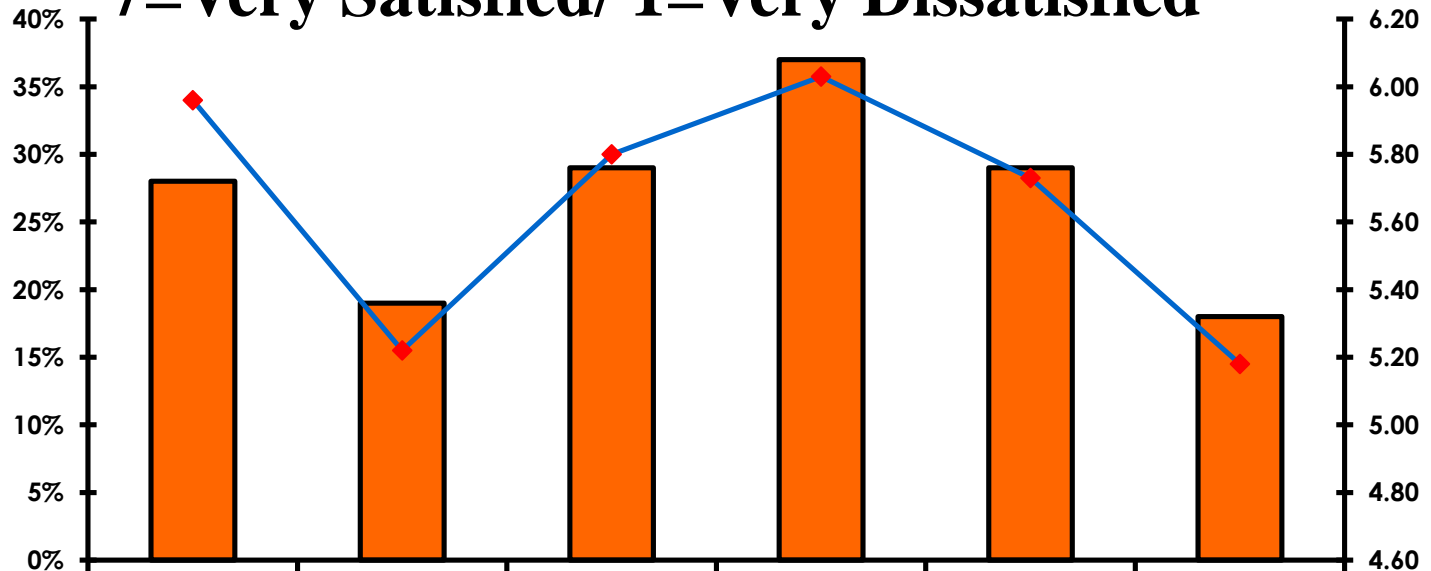
What would it take to make you want to stay an extra day in Guam?





On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

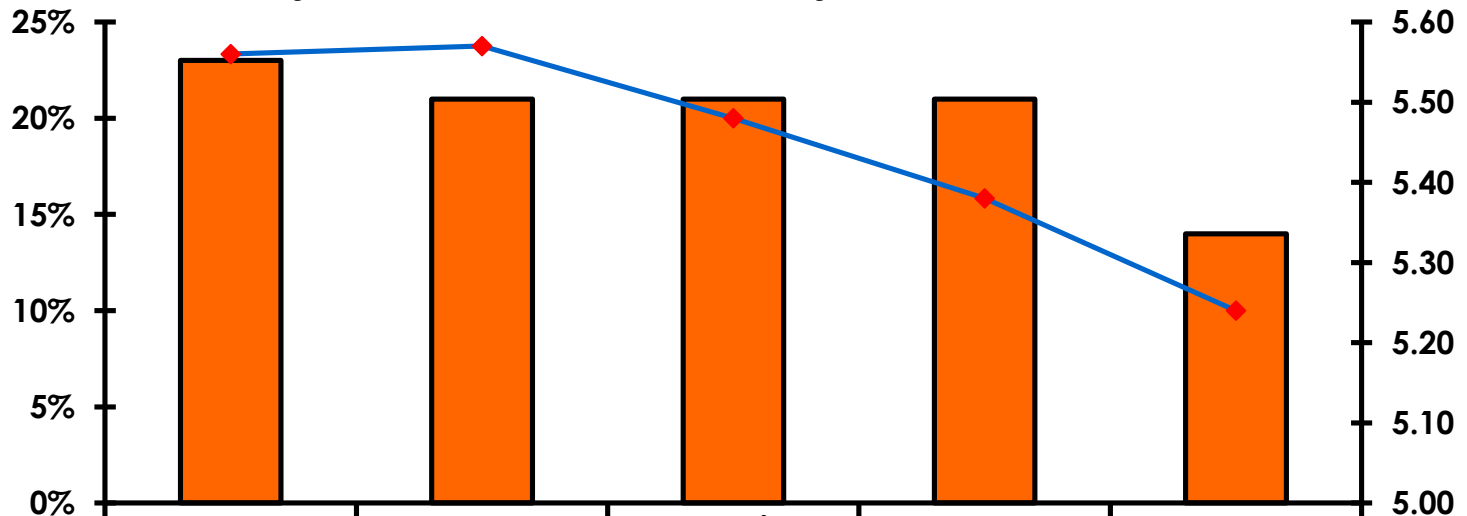




| | | | | | | |
|--|------|------|------|------|------|------|
|  Strongly agree | 28% | 19% | 29% | 37% | 29% | 18% |
|  MEAN | 5.96 | 5.22 | 5.80 | 6.03 | 5.73 | 5.18 |

On-Island Perceptions

7pt Rating Scale

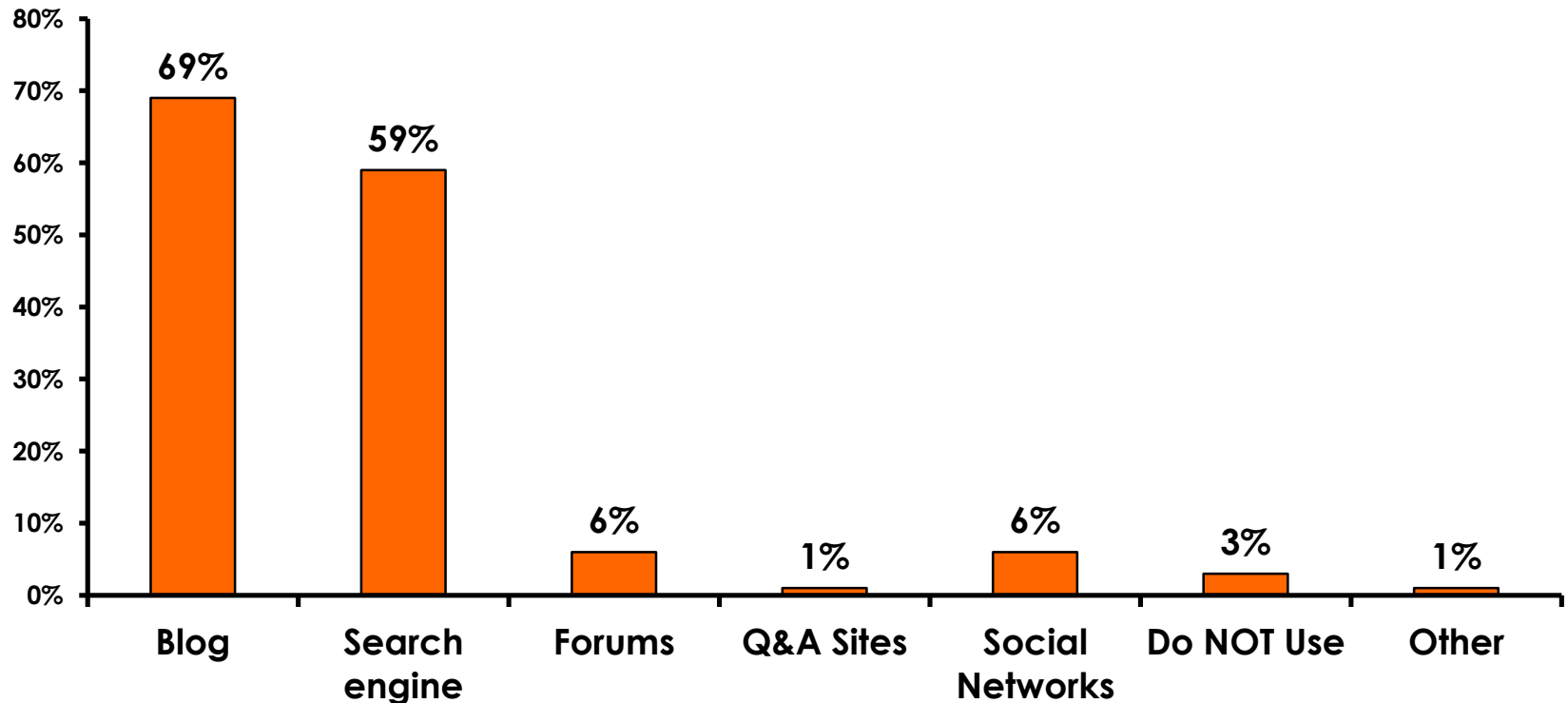
7=Very Satisfied/ 1=Very Dissatisfied



| | | | | | |
|---|------|------|------|------|------|
|  Strongly agree | 23% | 21% | 21% | 21% | 14% |
|  MEAN | 5.56 | 5.57 | 5.48 | 5.38 | 5.24 |

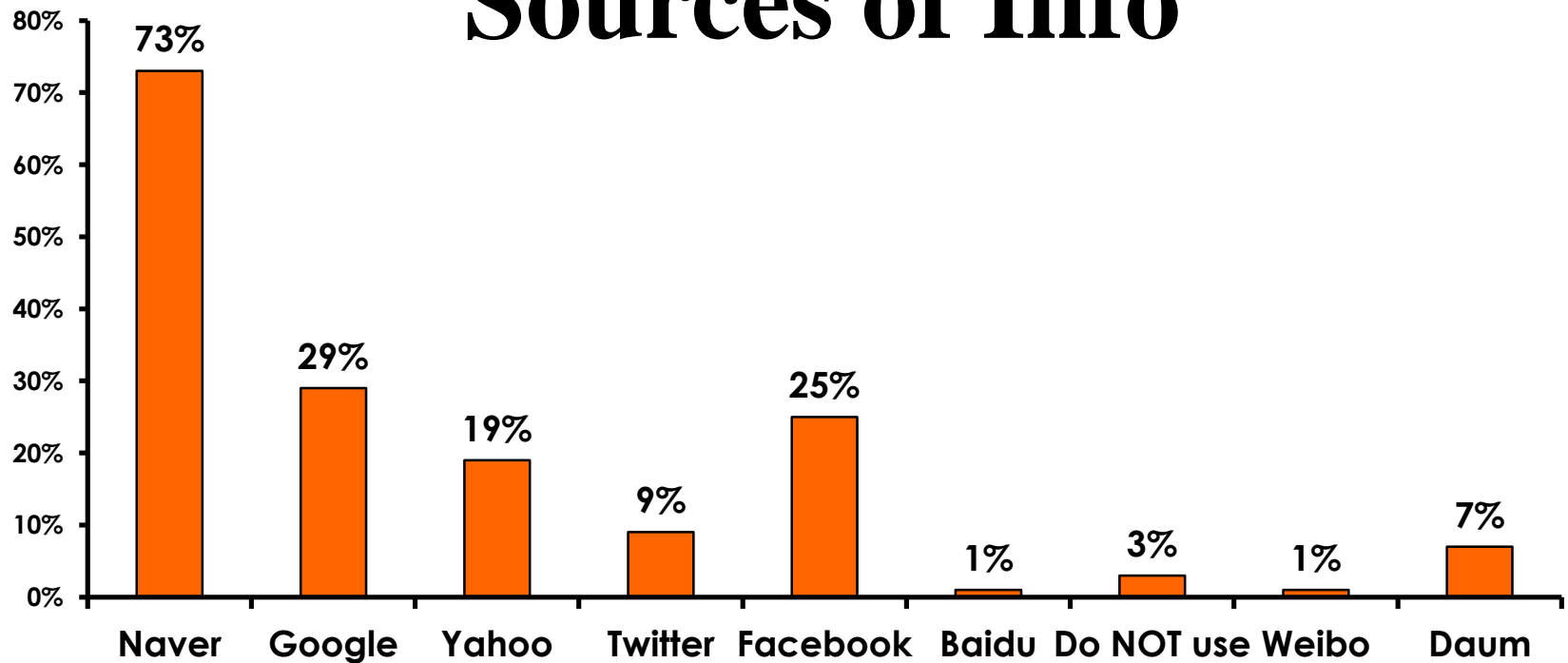
SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

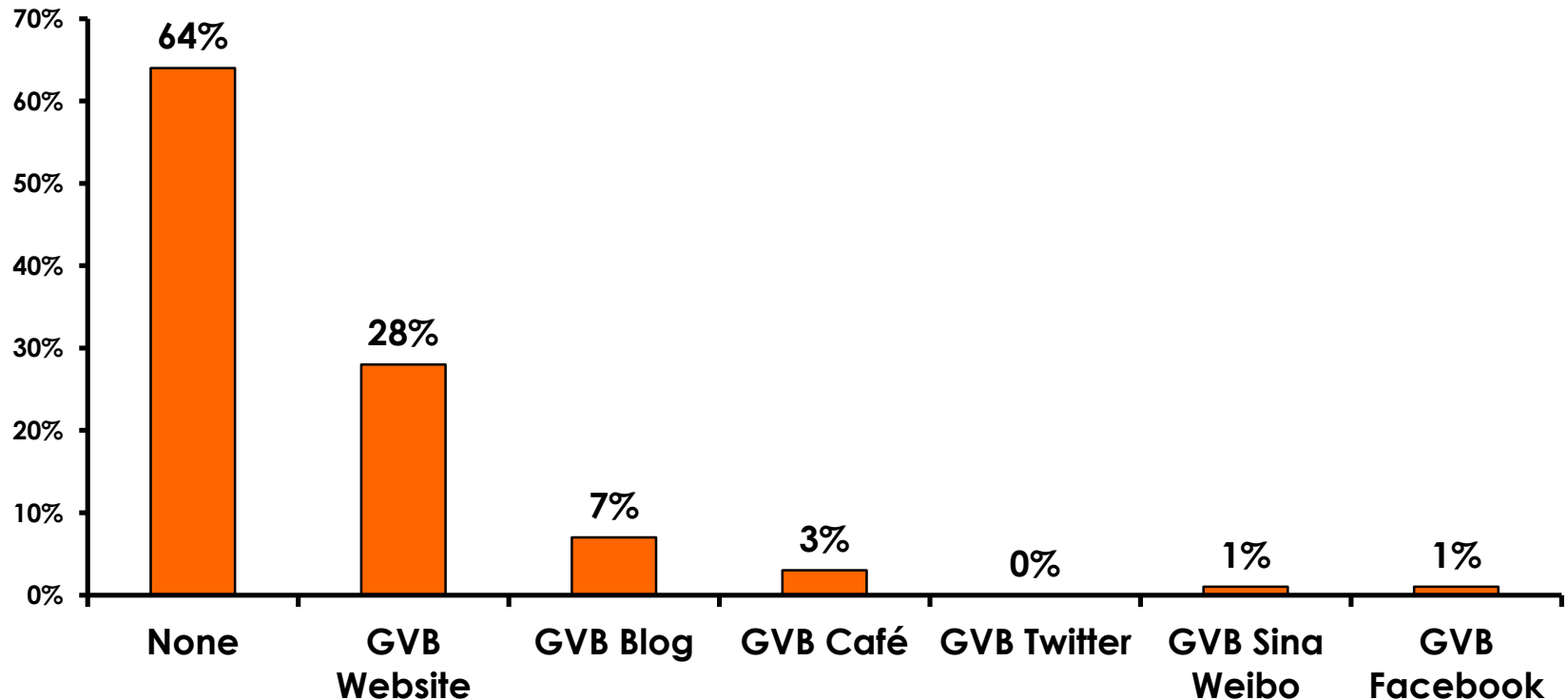


Internet- Things To Do

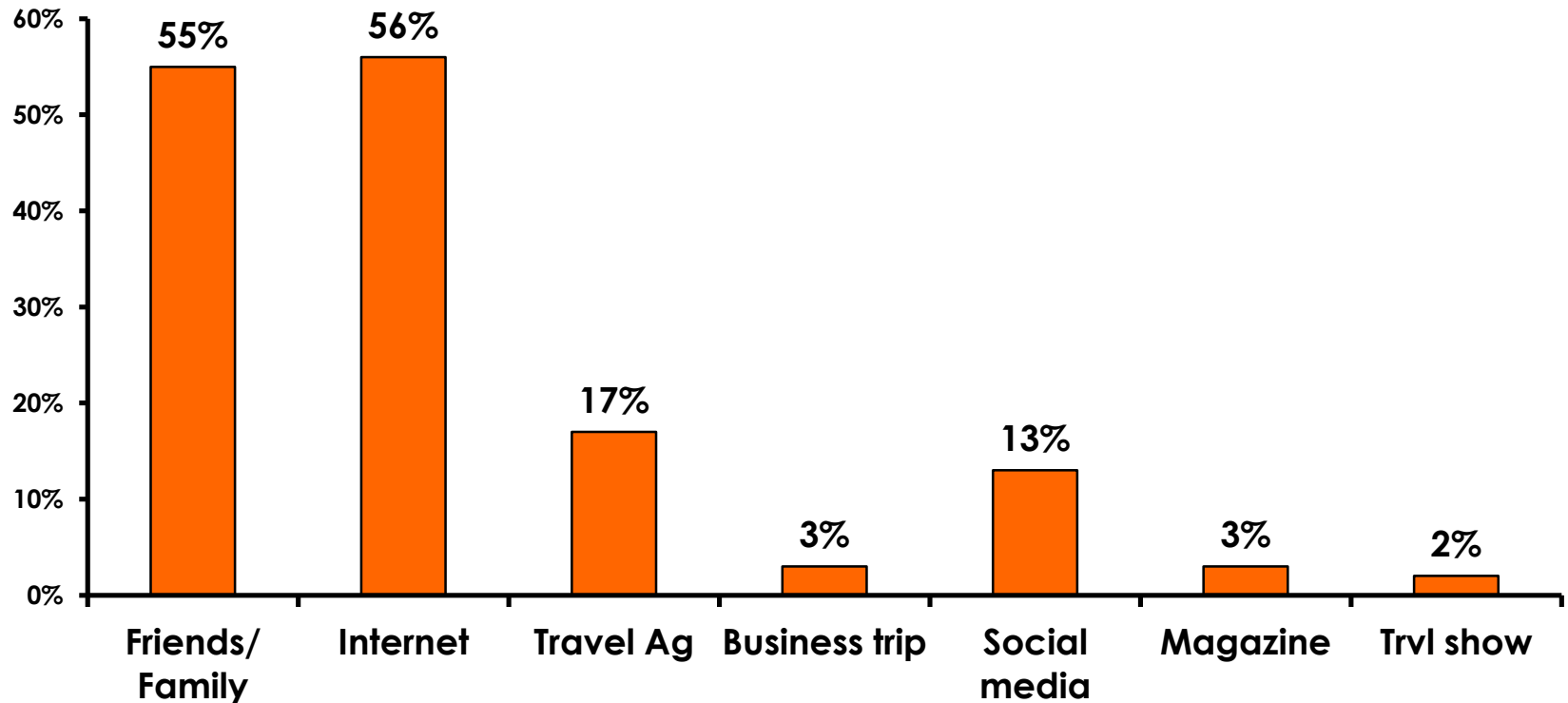
Sources of Info



Internet- GVB Sources

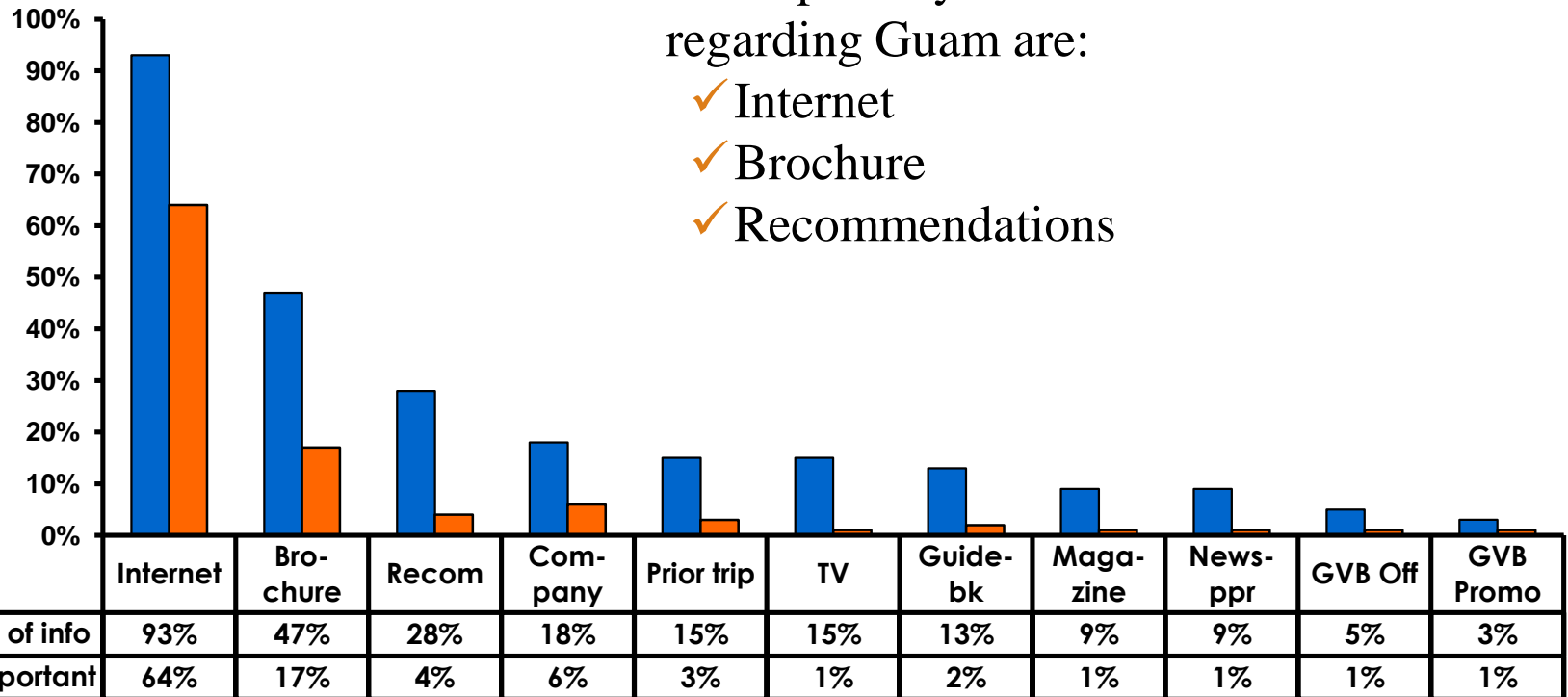


Travel Motivation- Info Sources



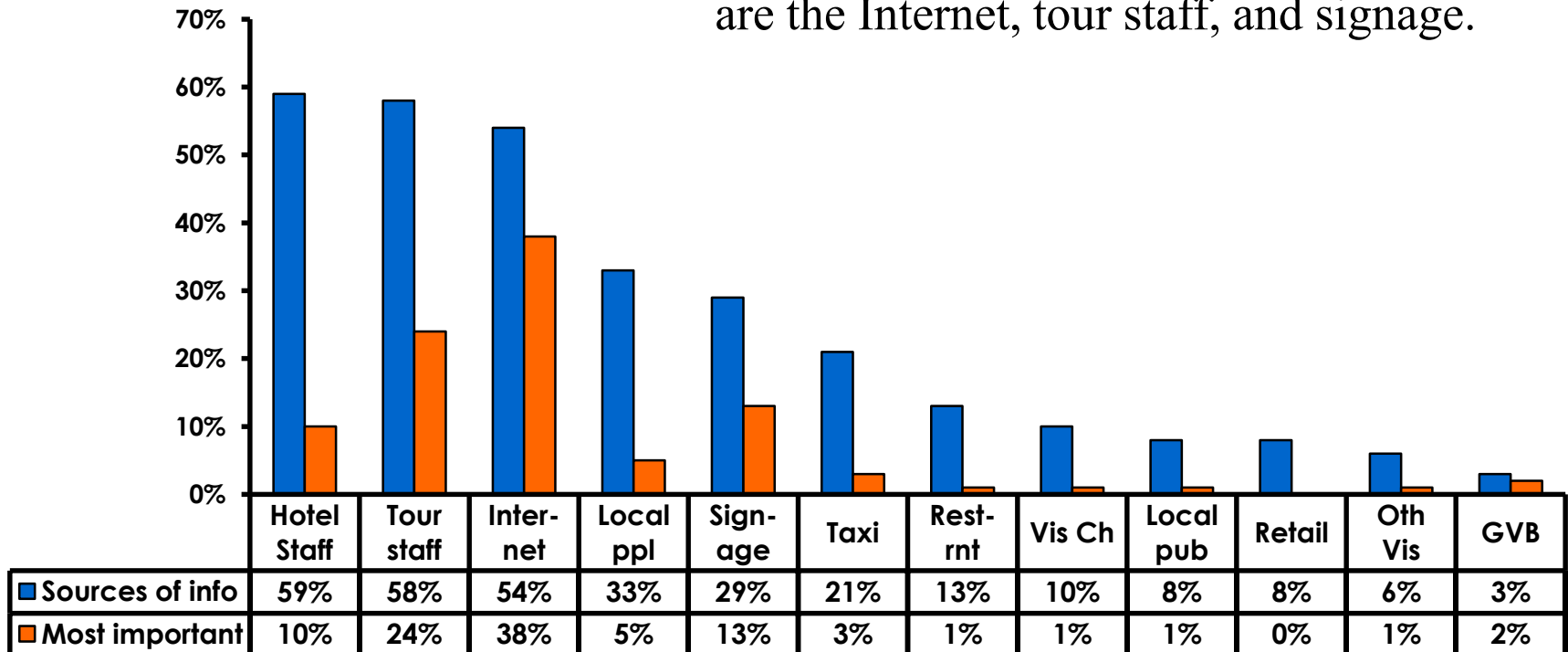
Sources of Information Pre-arrival

- The 3 primary sources of information regarding Guam are:
 - ✓ Internet
 - ✓ Brochure
 - ✓ Recommendations



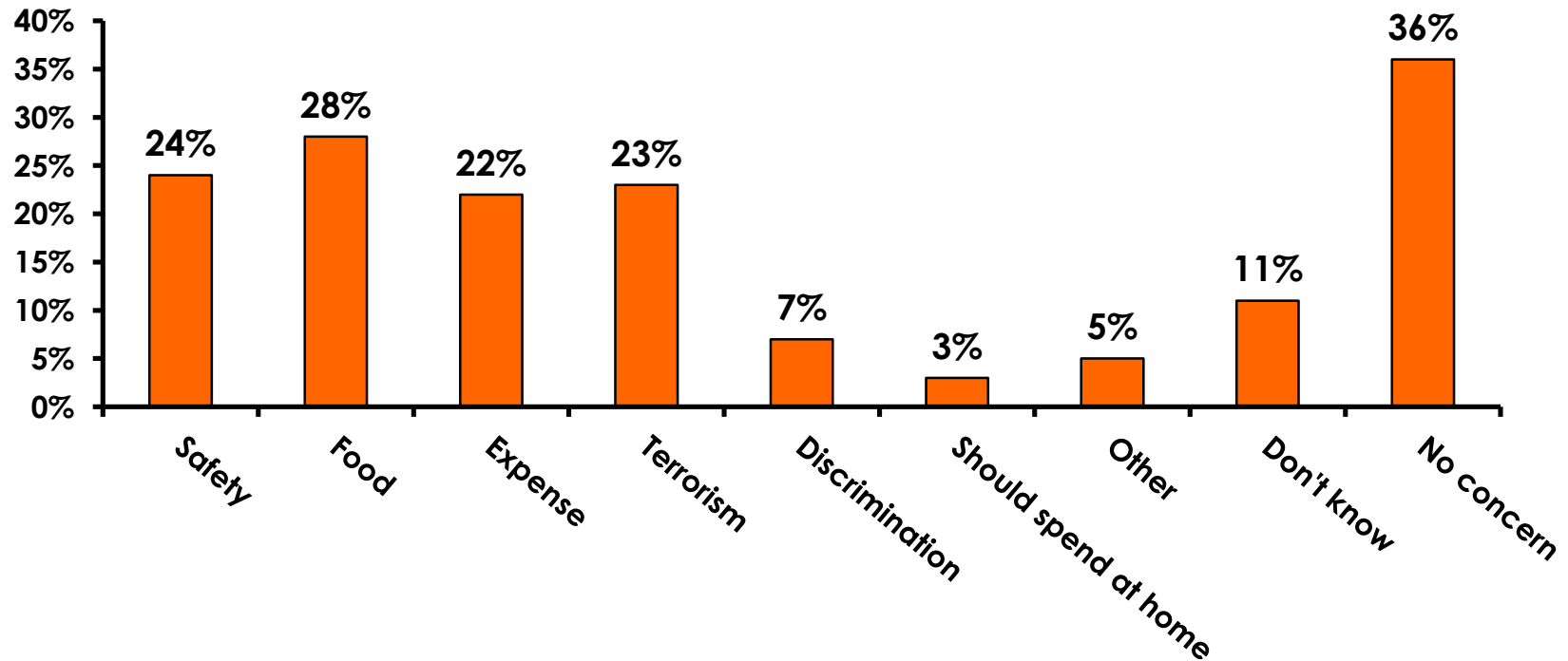
Sources of Information Post-arrival

- The primary local source of information are the Internet, tour staff, and signage.



SECTION 6 **OTHER ISSUES**

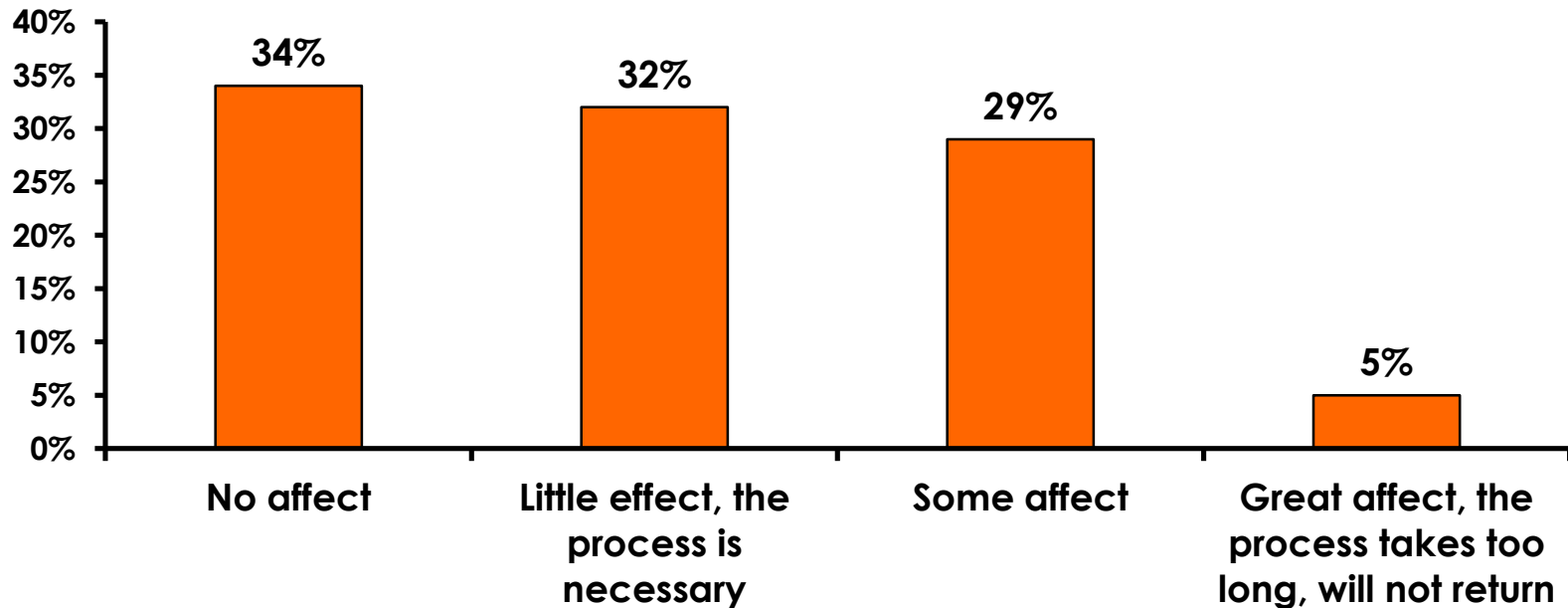
Concerns about travel outside of Korea - Overall



Concerns about travel outside of Korea - By Age & Income

| | | TOTAL | AGE | | | | Q26 | | | | | | | | |
|-----|--------------------------------|-------|-----|-------|-------|-------|-----|----------|-----------------|-----------------|-----------------|-----------------|-----------------|----------|-----------|
| | | | - | 18-24 | 25-34 | 35-49 | 50+ | <KW12.0M | KW12.0M-KW24.0M | KW24.0M-KW36.0M | KW36.0M-KW48.0M | KW48.0M-KW60.0M | KW60.0M-KW72.0M | KW72.0M+ | No Income |
| Q21 | No concerns | 36% | 19% | 42% | 33% | 14% | 25% | 38% | 57% | 44% | 60% | 24% | 4% | 22% | |
| | Food | 28% | 31% | 26% | 30% | 29% | 25% | 23% | 25% | 38% | 19% | 32% | 38% | 11% | |
| | Safety | 24% | 42% | 20% | 26% | 7% | 50% | 23% | 18% | 23% | 14% | 42% | 36% | 56% | |
| | Terrorism | 23% | 23% | 23% | 24% | 14% | | 23% | 18% | 18% | 23% | 39% | 27% | 22% | |
| | Expense | 22% | 46% | 22% | 18% | 21% | 50% | 38% | 20% | 19% | 14% | 34% | 33% | 11% | |
| | Don't know | 11% | 4% | 10% | 11% | 50% | | 8% | 5% | 4% | 7% | 5% | 13% | 11% | |
| | Discrimination against Koreans | 7% | 12% | 7% | 7% | 7% | | 8% | 11% | 7% | 2% | 8% | 13% | 22% | |
| | Other | 5% | 12% | 3% | 6% | 7% | | | 7% | 5% | 5% | 11% | 7% | | |
| | Should spend at home | 3% | 4% | 5% | 1% | | | | 2% | | 4% | 3% | 7% | | |
| | Total | Count | 350 | 26 | 153 | 156 | 14 | 4 | 13 | 44 | 73 | 57 | 38 | 45 | 9 |

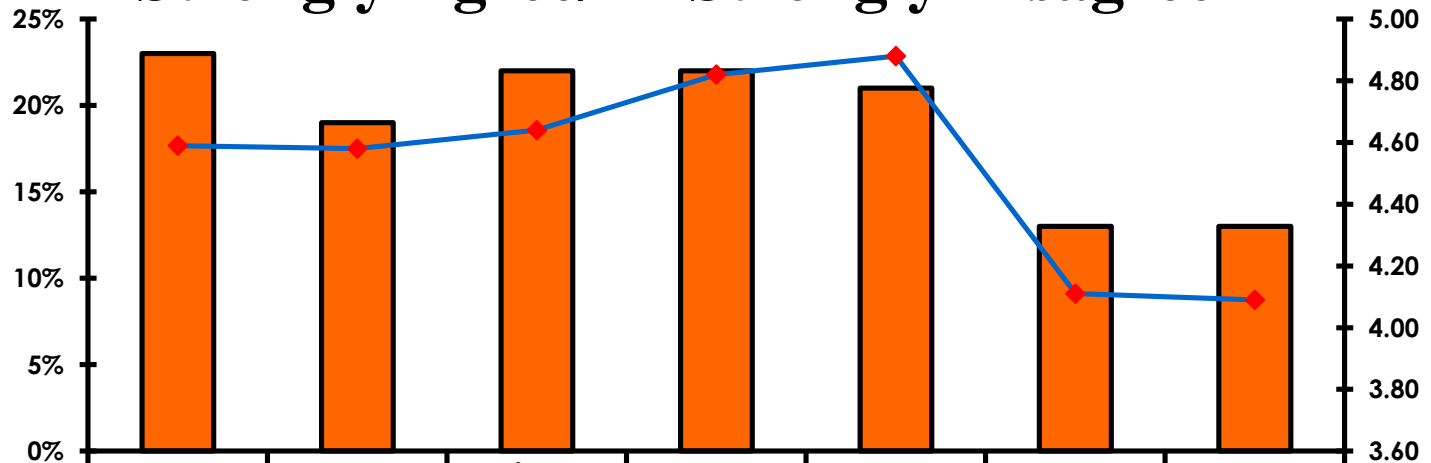
Security Screening/ Immigration Process at Guam International Airport





Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



| | | | | | | | |
|--|------|------|------|------|------|------|------|
|  Strongly agree | 23% | 19% | 22% | 22% | 21% | 13% | 13% |
|  MEAN | 4.59 | 4.58 | 4.64 | 4.82 | 4.88 | 4.11 | 4.09 |