Korea Visitor Tracker Exit Profile & Market Segmentation Report

FY2023 – QTR1 (OCT-DEC 2022)

[ANTHOLOGY®] RESEARCH

GUAM VISITORS BUREAU | GUAM

Background and Methodology

- Anthology Research conducted quantitative research in the form of a mixed-mode survey from October 31, 2022 to January 31, 2023. The sample included Korean visitors to Guam between the dates of July 1, 2022 and December 31, 2022.
  - The self-administered online survey utilized Guam visitor sample collected by the Guam Electronic Declaration Form (Guam EDF), a mandatory digital form that all arriving passengers complete before entering Guam. Emails obtained through the Guam EDF form were used to contact a random sample of visitors to Guam.
  - Some surveys were partially interviewer administered at the Antonio B. Won Pat International Airport in the departure and waiting areas with visitors leaving Guam.

- A total of **493** departing Korean visitors were randomly selected for the mixed-mode survey.

- The margin of error for a sample of 493 is +/- 4.41 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 +/- 4.41 percentage points.
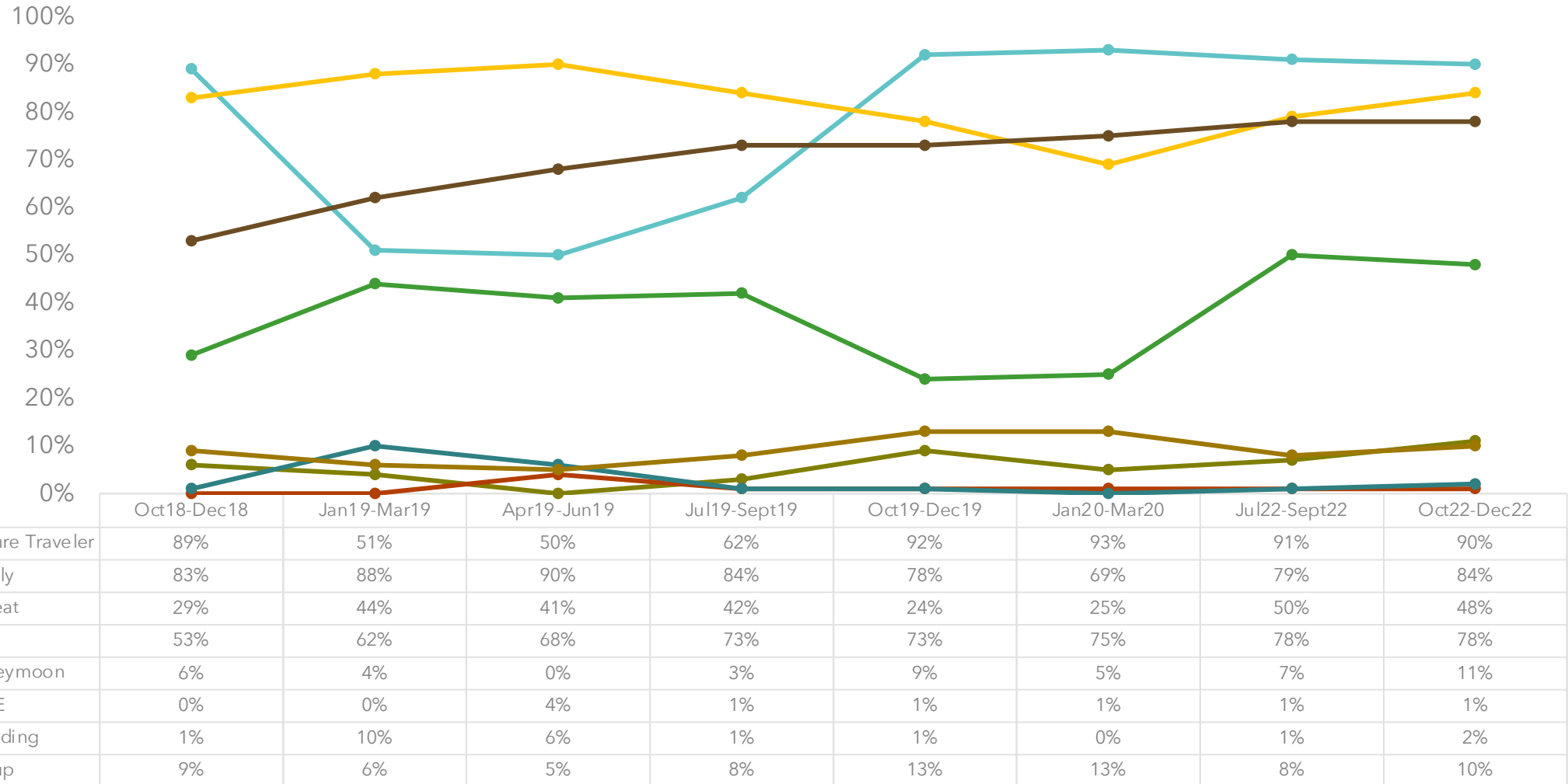
Objectives

- To monitor the effectiveness of the Korea 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.

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)
    - FIT (Q12/Q17- Not on group tour or prepaid package trip/ Q14 Direct booking air/ hotel)
    - Group Tour (Q12)
    - MICE (Q8 Convention/ Conference/ Trade Show/ Incentive Trip)
    - Honeymoon (Q8)
    - Wedding (Q8 Get married/ attend wedding)
    - Repeat Visitor (Q9)
    - Leisure traveler (Q8 Vacation/ relax/ beautiful beaches/ sightseeing)
  - To identify the most significant factors affecting overall visitor satisfaction.
  - To identify (for all visitors from Korea) the most important determinants of on-island spending.

Key Highlighted Segments

	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
Leisure Traveler	89%	51%	50%	62%	92%	93%	91%	90%
Family	83%	88%	90%	84%	78%	69%	79%	84%
Repeat	29%	44%	41%	42%	24%	25%	50%	48%
FIT	53%	62%	68%	73%	73%	75%	78%	78%
Honeymoon	6%	4%	0%	3%	9%	5%	7%	11%
MICE	0%	0%	4%	1%	1%	1%	1%	1%
Wedding	1%	10%	6%	1%	1%	0%	1%	2%
Group	9%	6%	5%	8%	13%	13%	8%	10%

5

SECTION 1
PROFILE OF RESPONDENTS

GENDER

Female
39%

Male
61%

MARITAL STATUS

Single
20%

Married
80%
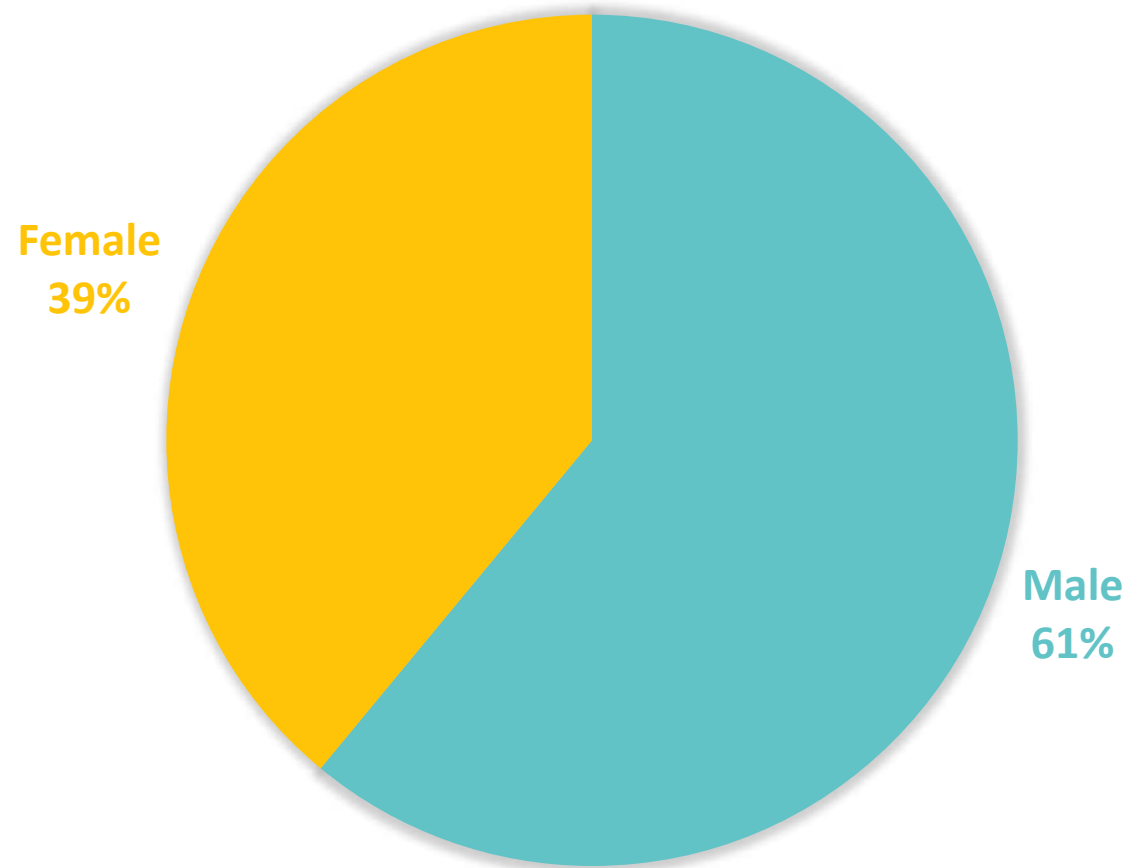
Q: *Are you married or single?*
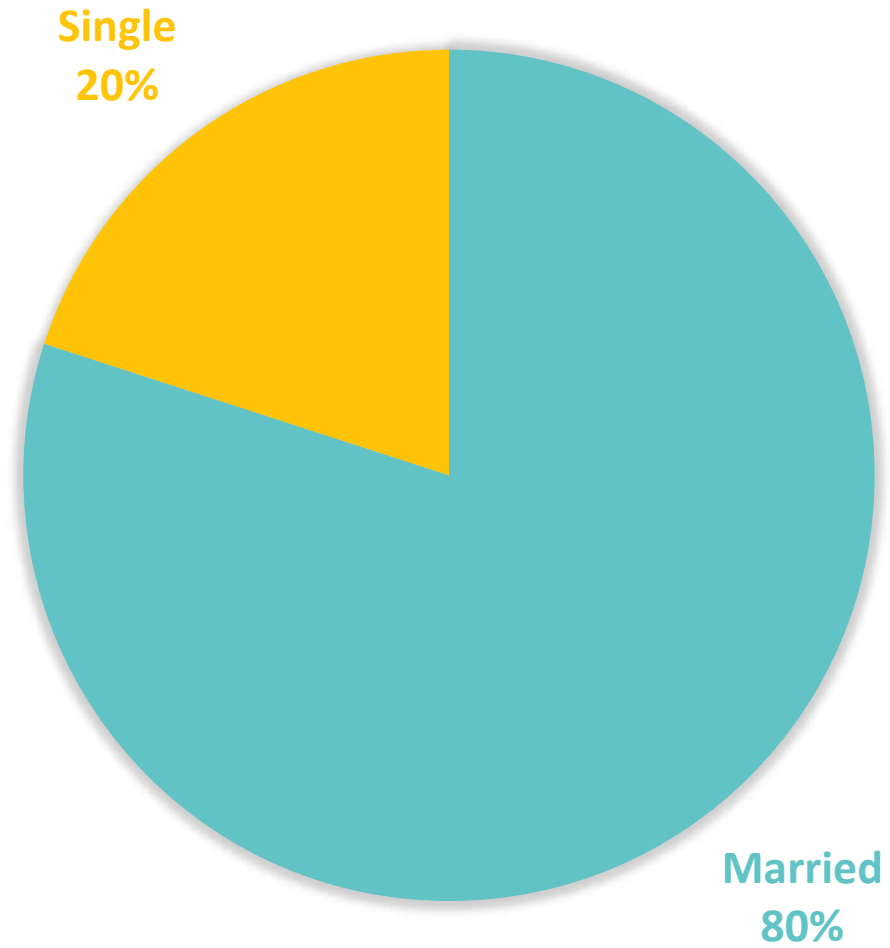
MARITAL STATUS – TRACKING

Married Single

Q: Are you married or single?
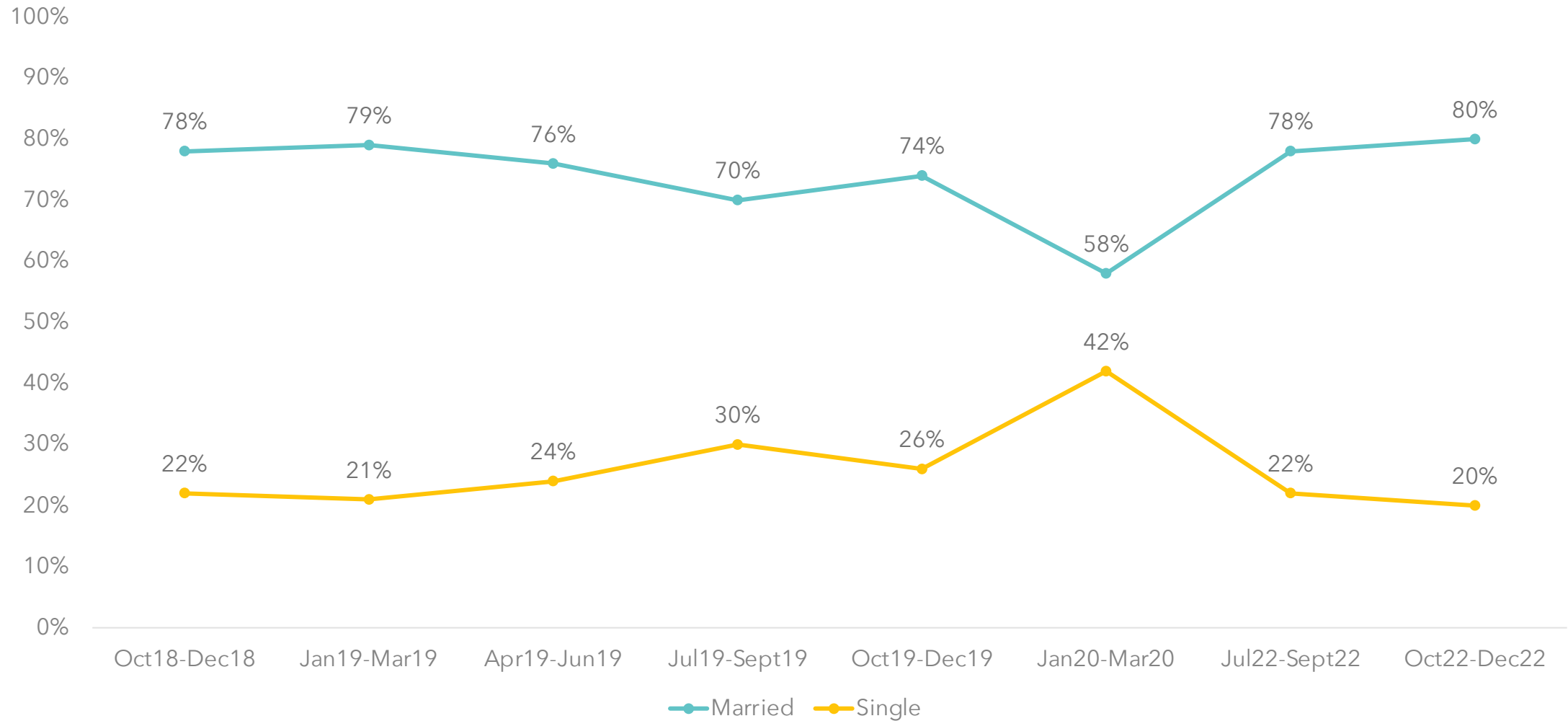
MARITAL STATUS – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
QE Are you married or single?

		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
		–	–	–	–	–	–	–	–	–
		(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
QE	Married	80%	91%	80%	76%	50%	98%	80%	86%	80%
	Single	20%	9%	20%	24%	50%	2%	20%	14%	20%
	Total	493	415	385	49	4	55	10	236	445

Prepared by Anthology Research[a,b]

a. Results are based on two–sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion.
   Significance level for upper case letters (A, B, C): .05

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Q: Are you married or single?

AGE

Mean = 39.76
Median = 40

	18-24	25-39	40-49	50-59	60+
	3%	46%	39%	9%	2%

Q: And what was your age on your last birthday?

AGE – TRACKING

	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
MEAN	35.13	37.20	36.59	35.95	34.60	32.83	39.83	39.76
MEDIAN	35	39	39	36	34	33	39	40

Q: And what was your age on your last birthday?
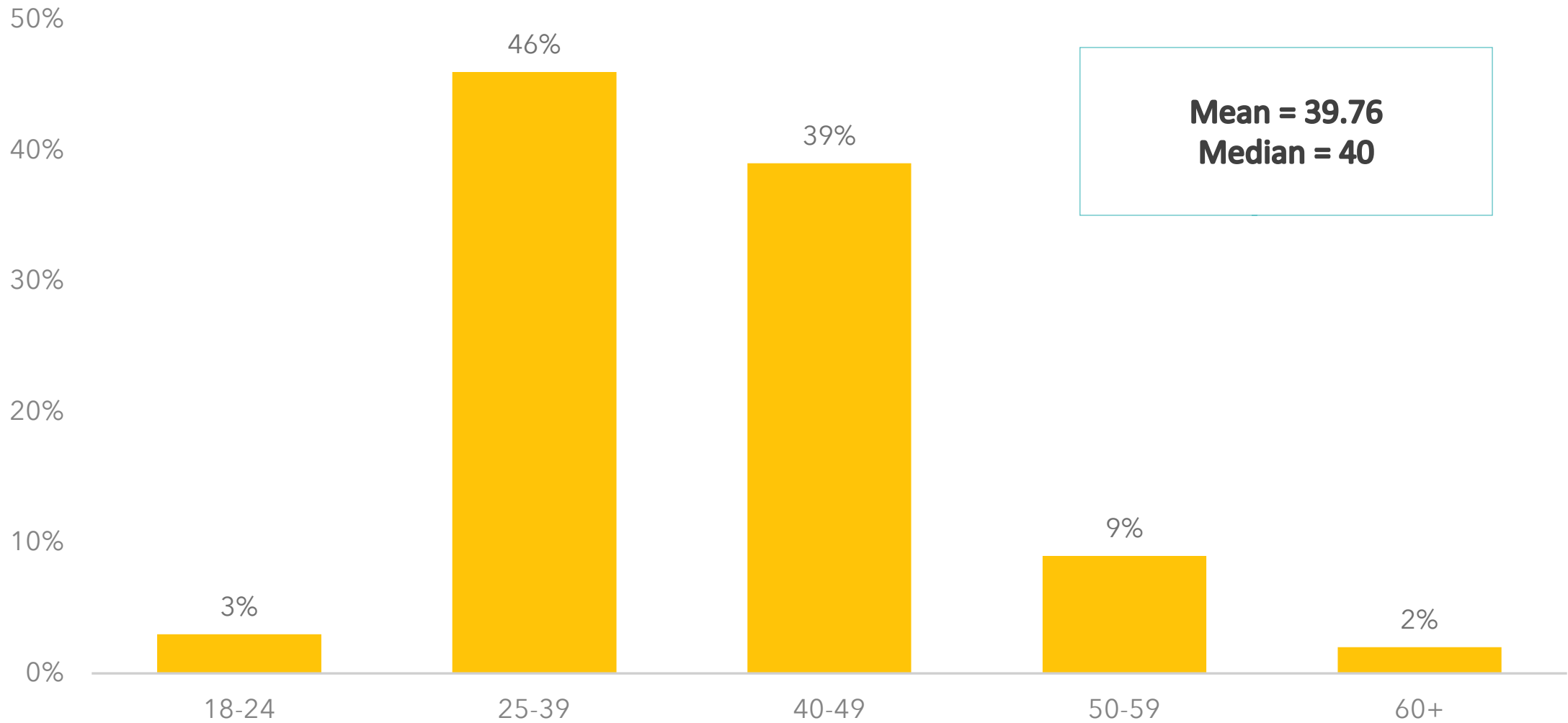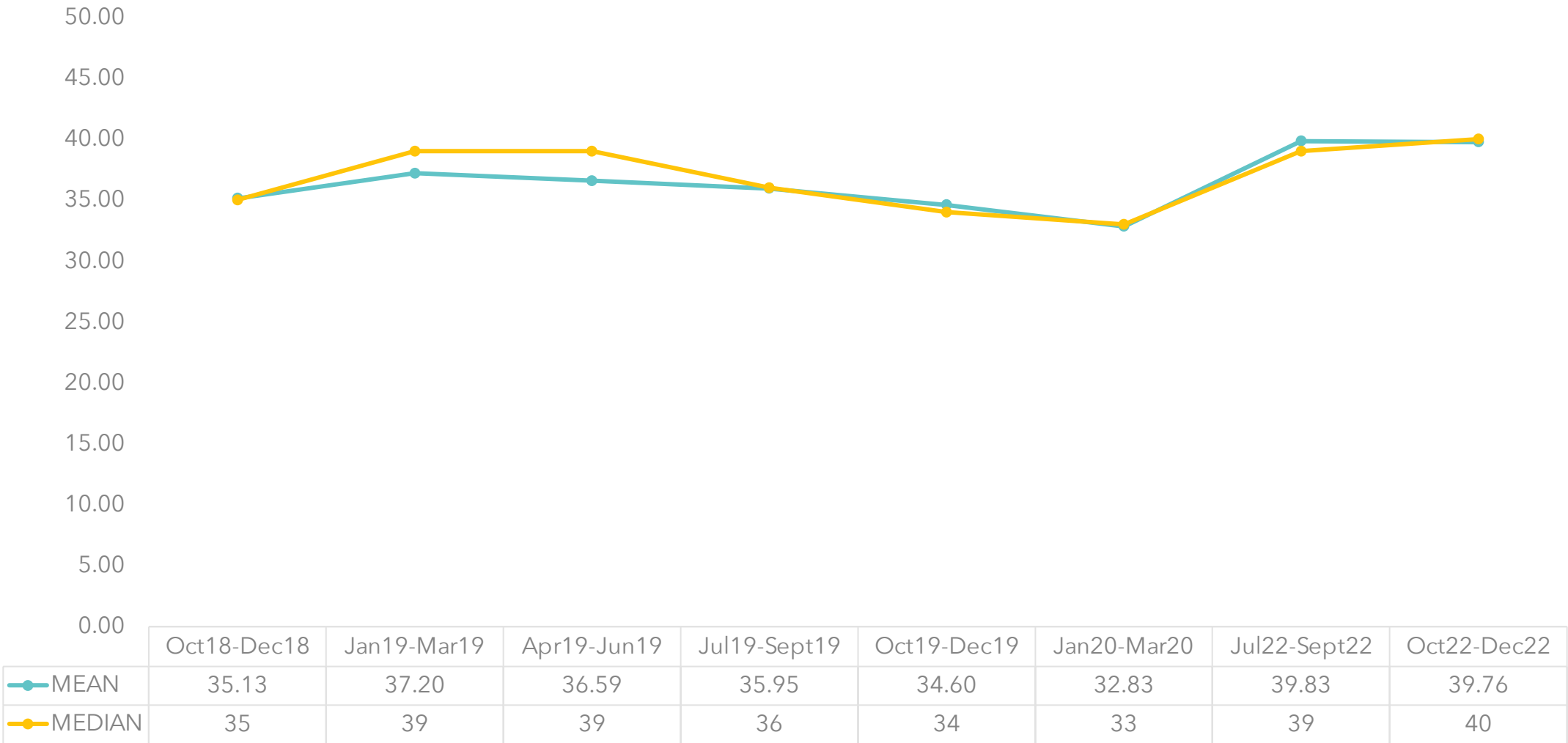
AGE – SEGMENTATION

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

		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
		–	–	–	–	–	–	–	–	–
		(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
QF	18–24	3%	1%	3%	4%	c	c	c	1%	3%
	25–39	46%	46%	48%	39%	50%	85%	80%	30%	45%
	40–49	39%	42%	39%	33%	c	15%	10%	55%	41%
	50–59	9%	8%	8%	12%	50%	c	10%	11%	9%
	60+	2%	3%	2%	12%	c	c	c	3%	2%
	Total	493	415	385	49	4	55	10	236	445
QF	Mean	39.76	40.31	39.23	42.59	43.75	33.78	34.00	42.49	39.80
	Median	40	40	39	41	45	33	30	42	40

Prepared by Anthology Research[a,b,d]

a. Results are based on two–sided tests assuming equal variances. For each significant pair, the key of the smaller category appears in the category with the larger mean.
 Significance level for upper case letters (A, B, C): .05

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. This category is not used in comparisons because its column proportion is equal to zero or one.

d. Results are based on two–sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion.
 Significance level for upper case letters (A, B, C): .05

Q: And what was your age on your last birthday?

HOUSEHOLD INCOME

Chart values:
- <KW27M: 3%
- KW27M-49M: 10%
- KW49M-70M: 15%
- KW70M-92M: 15%
- KW92M-103M: 15%
- KW103M+: 27%
- Refused: 20%

Q : What was your approximate annual household income, before taxes?

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

		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
		–	–	–	–	–	–	–	–	–
		(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
D2	Up to KW16,305,000	1%	1%	1%	2%	[a]	[a]	10%	1%	1%
	KW16,305,000 ~ KW27,173,999	2%	1%	2%	6%	[a]	4%	[a]	1%	2%
	KW27,174,000 ~ KW38,041,999	5%	5%	5%	4%	[a]	18%	10%	3%	5%
	KW38,042,000 ~ KW48,911,999	5%	4%	4%	2%	[a]	5%	10%	5%	5%
	KW48,912,000 ~ KW59,781,999	7%	6%	6%	12%	25%	15%	10%	4%	7%
	KW59,782,000 ~ KW70,652,999	9%	8%	9%	10%	25%	4%	10%	9%	9%
	KW70,653,000 ~ KW81,520,999	9%	10%	8%	12%	[a]	13%	10%	6%	8%
	No Income	1%	1%	1%	[a]	[a]	[a]	[a]	0%	1%
	KW81,521,000 ~ KW92,390,999	8%	9%	8%	4%	[a]	9%	[a]	8%	9%
	KW92,391,000 ~ KW103,259,999	6%	6%	6%	4%	[a]	11%	[a]	4%	6%
	More than KW103,260,000	26%	27%	28%	10%	25%	[a]	20%	37%	26%
	Prefer not to say	22%	21%	22%	33%	25%	22%	20%	22%	23%
	Total	493	415	385	49	4	55	10	236	445

Prepared by Anthology Research[b,c]

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion.
   Significance level for upper case letters (A, B, C): .05

c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Q: What was your approximate annual household income, before taxes?

TRAVEL PARTY

Chart: Travel Party

Travel Party	Percentage
Spouse	66%
Child <18	45%
Other Adult family	25%
Friend/ Assoc	13%
Girlfriend/ Boyfriend	5%
Alone	3%
Child- adult	3%
Officemate	3%

16   *Q: In addition to yourself, on this trip, who else was in your travel party?*

TRAVEL PARTY – TRACKING

	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
Spouse	70%	81%	84%	70%	54%	41%	65%	66%
Child<18	43%	60%	59%	50%	34%	30%	44%	45%
Adult family	21%	20%	23%	24%	28%	30%	19%	25%
Friend/ Assoc	12%	10%	7%	11%	16%	23%	14%	13%
GF/BF	6%	3%	4%	6%	7%	6%	8%	5%
Officemate	0%	1%	1%	1%	2%	1%	3%	3%
Child- adult	3%	1%	1%	1%	2%	2%	1%	3%
Alone	1%	0%	0%	1%	2%	4%	4%	3%

Q: In addition to yourself, on this trip, who else was in your travel party?

TRAVEL PARTY – CHILD UNDER 18

45% Traveling with a child

Age group	Percentage
0-2 years old	7%
3-6 years old	19%
7-11 years old	25%
12-18 years old	8%

Q : In addition to yourself, on this trip, who else was in your travel party?
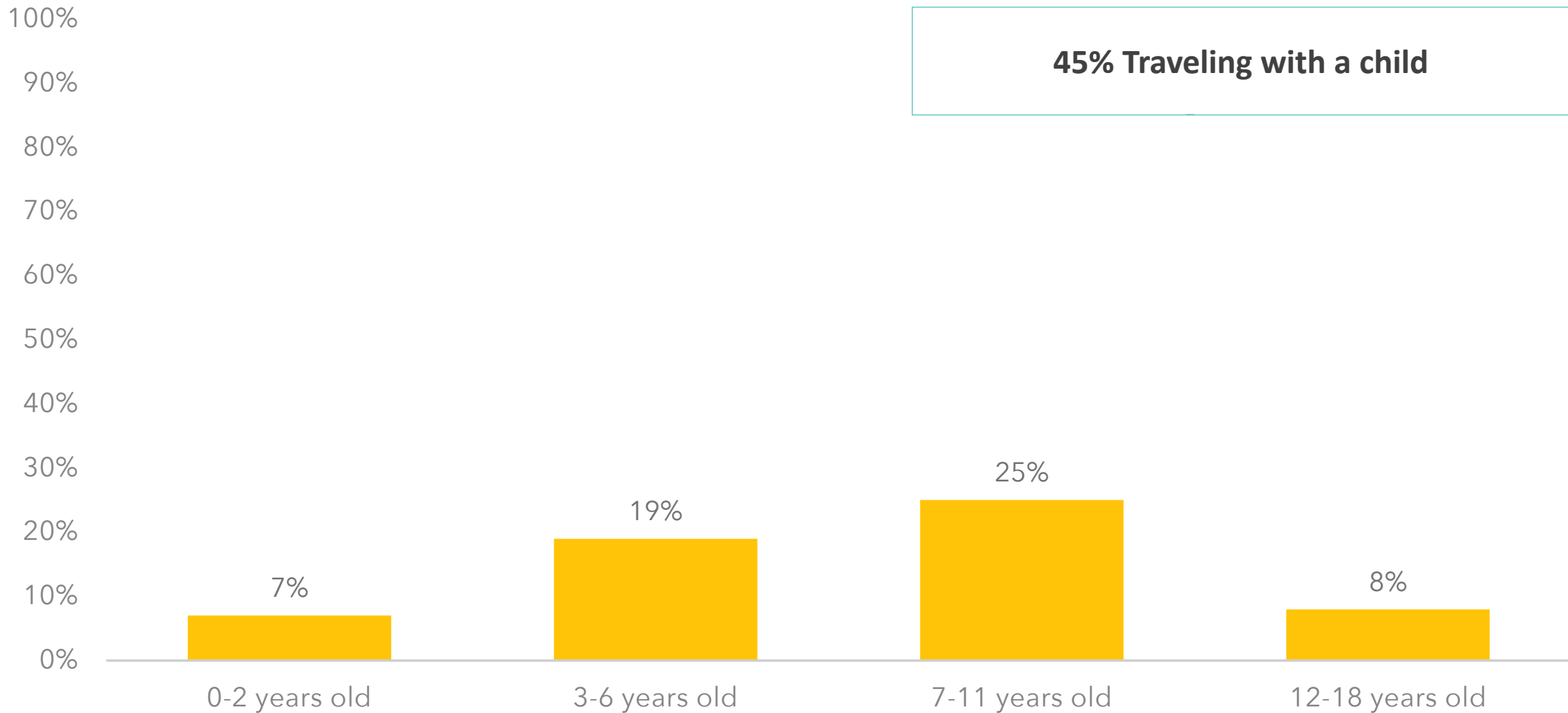
TRAVEL PARTY SIZE

Mean = 3.47
Median = 3

Alone, 3%

Three or more, 61%

Two persons, 35%

Q : Including yourself, how many people traveled with you in your immediate party?
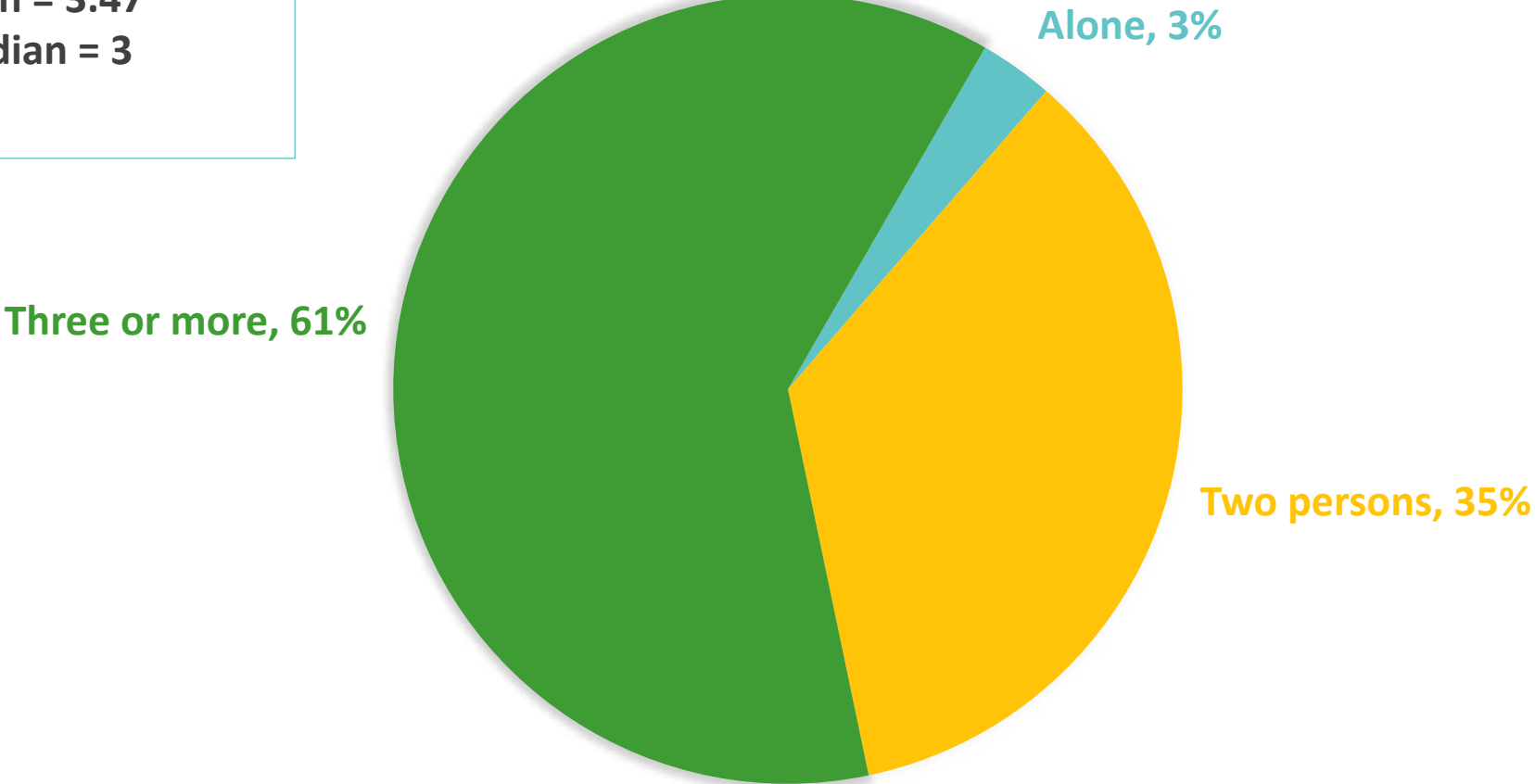
TRAVEL PARTY SIZE – TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
MEAN	4.88	4.35	4.16	3.54	3.38	3.14	3.47
MEDIAN	4	4	4	3	3	3	3

Q : Including yourself, how many people traveled with you in your immediate party?
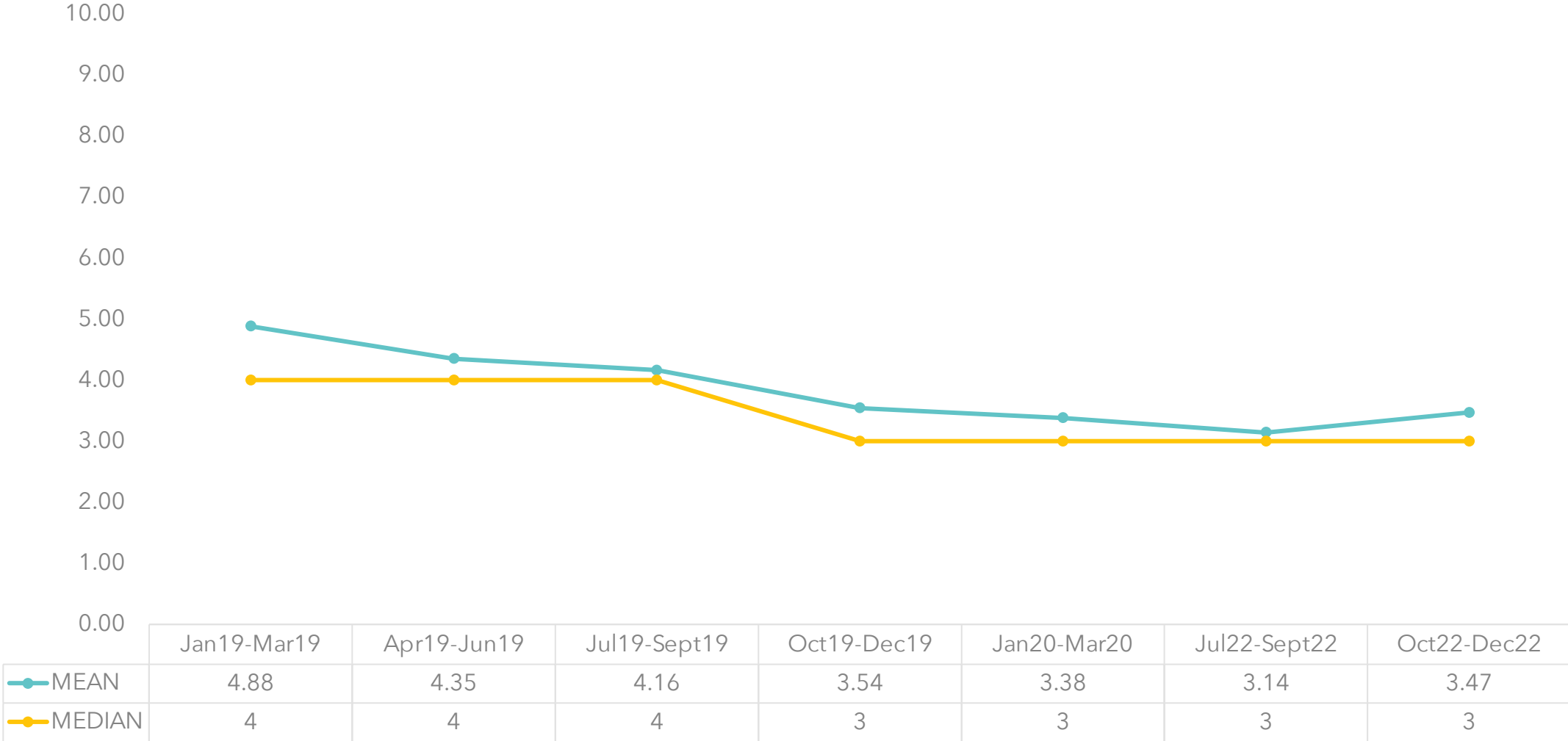
TRIPS TO GUAM

Mean = 2.44
Median = 1

Repeat
48%

1st Time
52%

Q : Including this trip, how many times have you visited Guam?

TRIPS TO GUAM – TRACKING

	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
First	71%	56%	59%	58%	76%	75%	50%	52%
Repeat	29%	44%	41%	42%	24%	25%	50%	48%

First ——●—— Repeat ——●——

Q: Including this trip, how many times have you visited Guam?
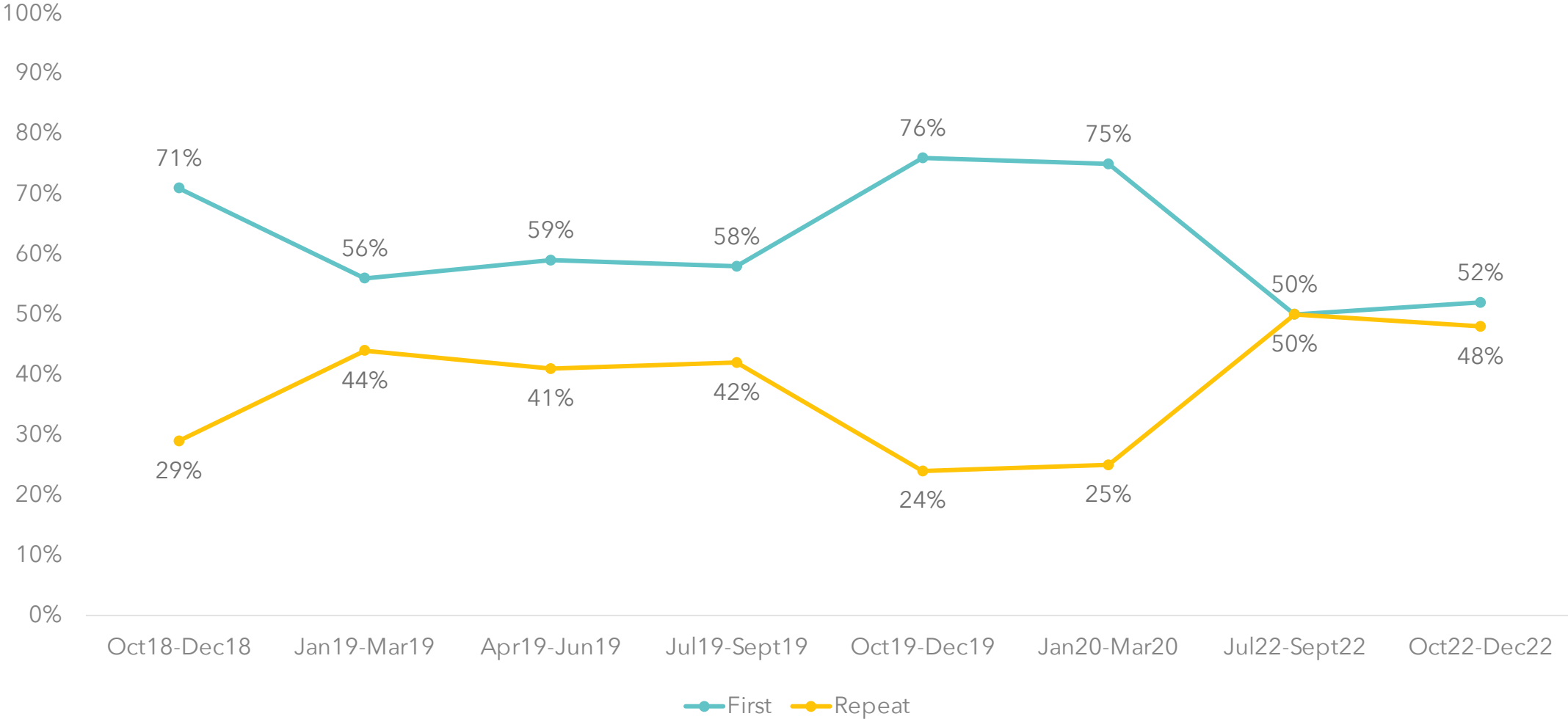
TRIPS TO GUAM – SEGMENTATION

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

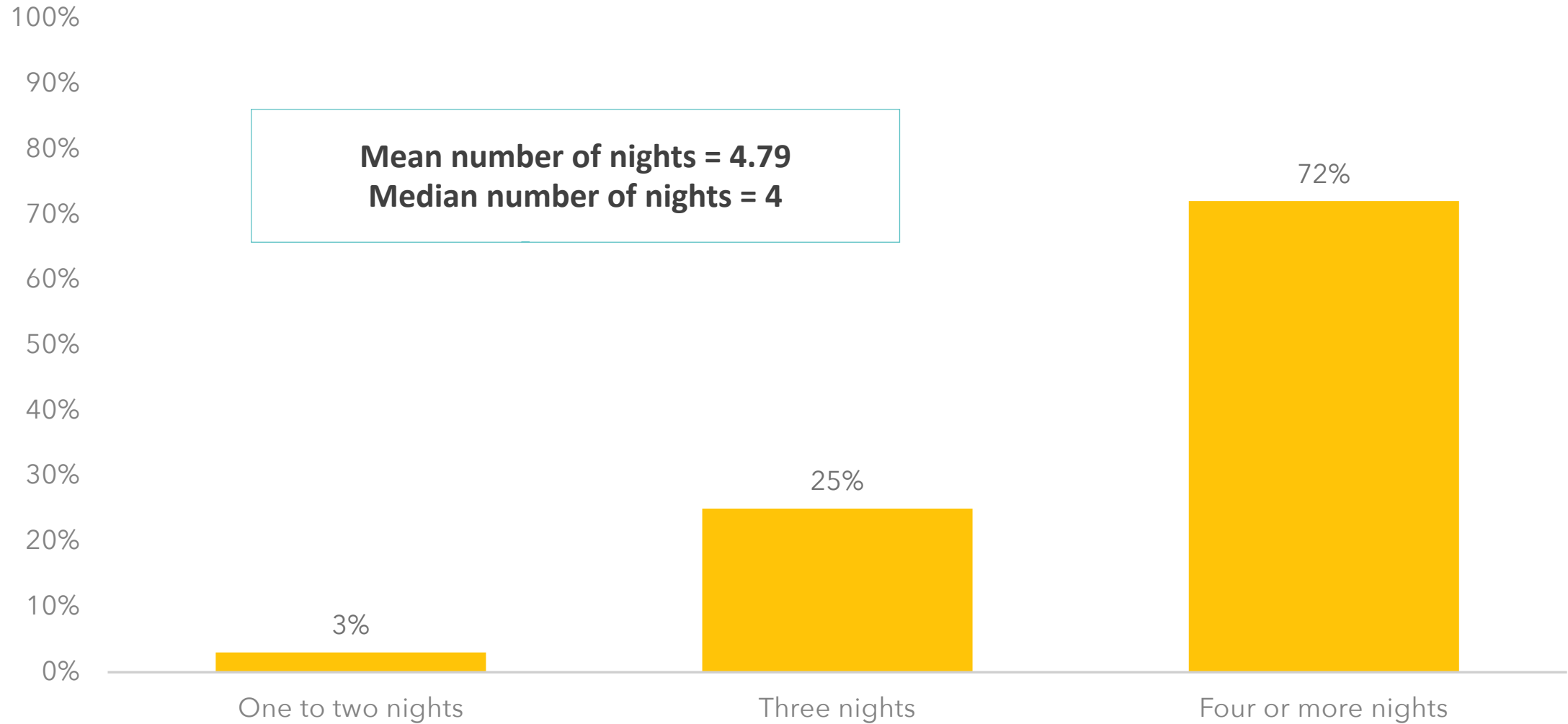|		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
		–	–	–	–	–	–	–	–	–
		(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
Q9	First-time	52%	51%	50%	61%	100%[d]	93%	80% [d]		53%
	Repeat	48%	49%	50%	39% [d]		7%	20%	100%[d]	47%
	Total	493	415	385	49	4	55	10	236	445
Q9	Mean	2.44	2.47	2.49	2.14	1.00	1.15	1.30	4.01	2.43
	Median	1	1	2	1	1	1	1	3	1

Prepared by Anthology Research[a,b,c,e]

a. Results are based on two-sided tests assuming equal variances. For each significant pair, the key of the smaller category appears in the category with the larger mean.
   Significance level for upper case letters (A, B, C): .05

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. Pairwise comparisons are not performed for some subtables because of numerical problems.

d. This category is not used in comparisons because its column proportion is equal to zero or one.

e. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion.
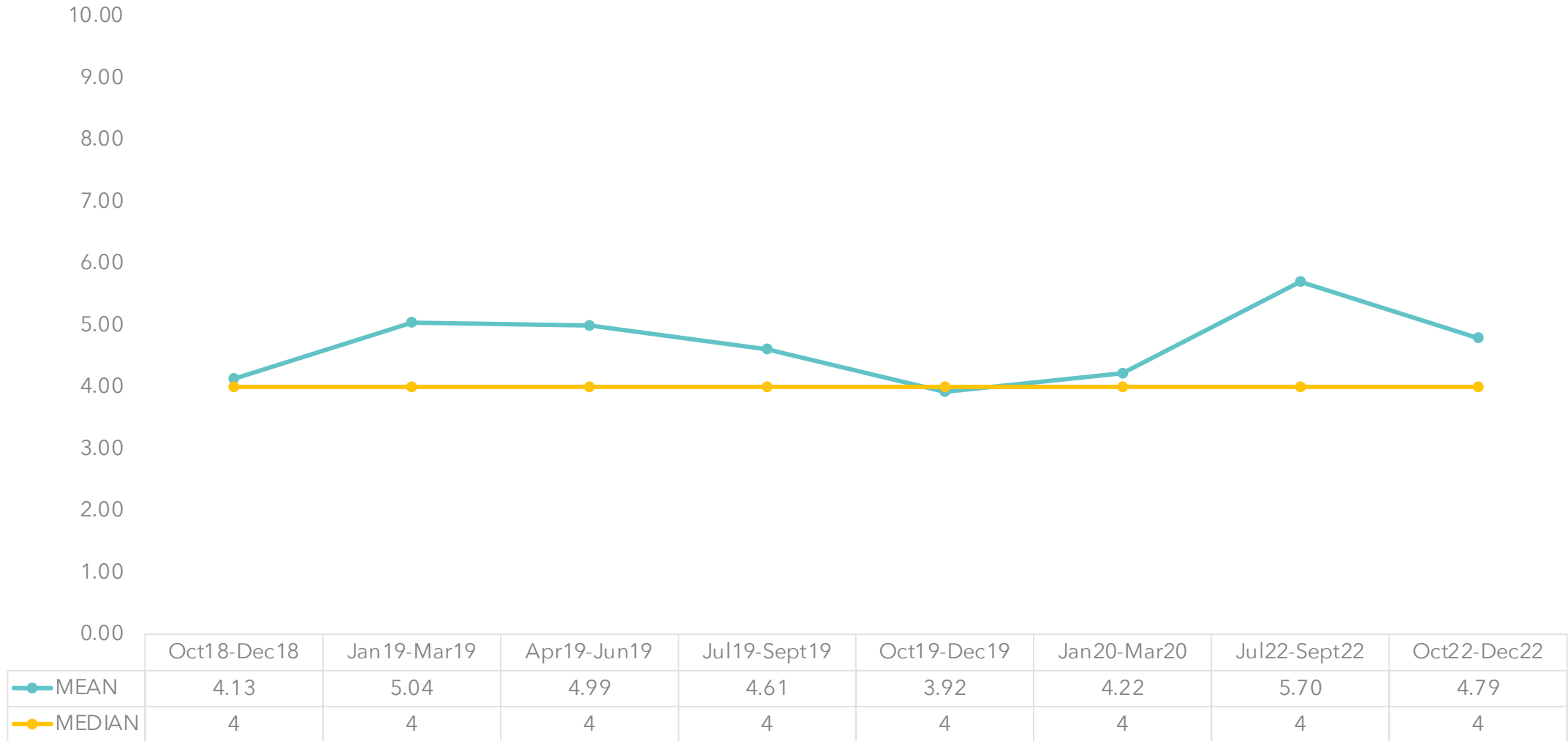   Significance level for upper case letters (A, B, C): .05

Q: Including this trip, how many times have you visited Guam?

LENGTH OF STAY – TRACKING

	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
MEAN	4.13	5.04	4.99	4.61	3.92	4.22	5.70	4.79
MEDIAN	4	4	4	4	4	4	4	4

Q: How many nights did you stay on Guam?

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

		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
		–	–	–	–	–	–	–	–	–
		(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
SA	1–2 Nights	3%	2%	4%	4%	25%	c	c	3%	3%
	3 Nights	25%	22%	24%	16%	50%	9%	30%	20%	26%
	4+ Nights	72%	76%	72%	80%	25%	91%	70%	77%	71%
	Total	493	415	385	49	4	55	10	236	445
SA	Mean	4.79	4.94	4.78	4.29	3.00	4.91	4.30	5.57	4.84
	Median	4	4	4	4	3	4	4	4	4

Prepared by Anthology Research[a,b,d]

a. Results are based on two–sided tests assuming equal variances. For each significant pair, the key of the smaller category appears in the category with the larger mean.
   Significance level for upper case letters (A, B, C): .05

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. This category is not used in comparisons because its column proportion is equal to zero or one.

d. Results are based on two–sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion.
   Significance level for upper case letters (A, B, C): .05
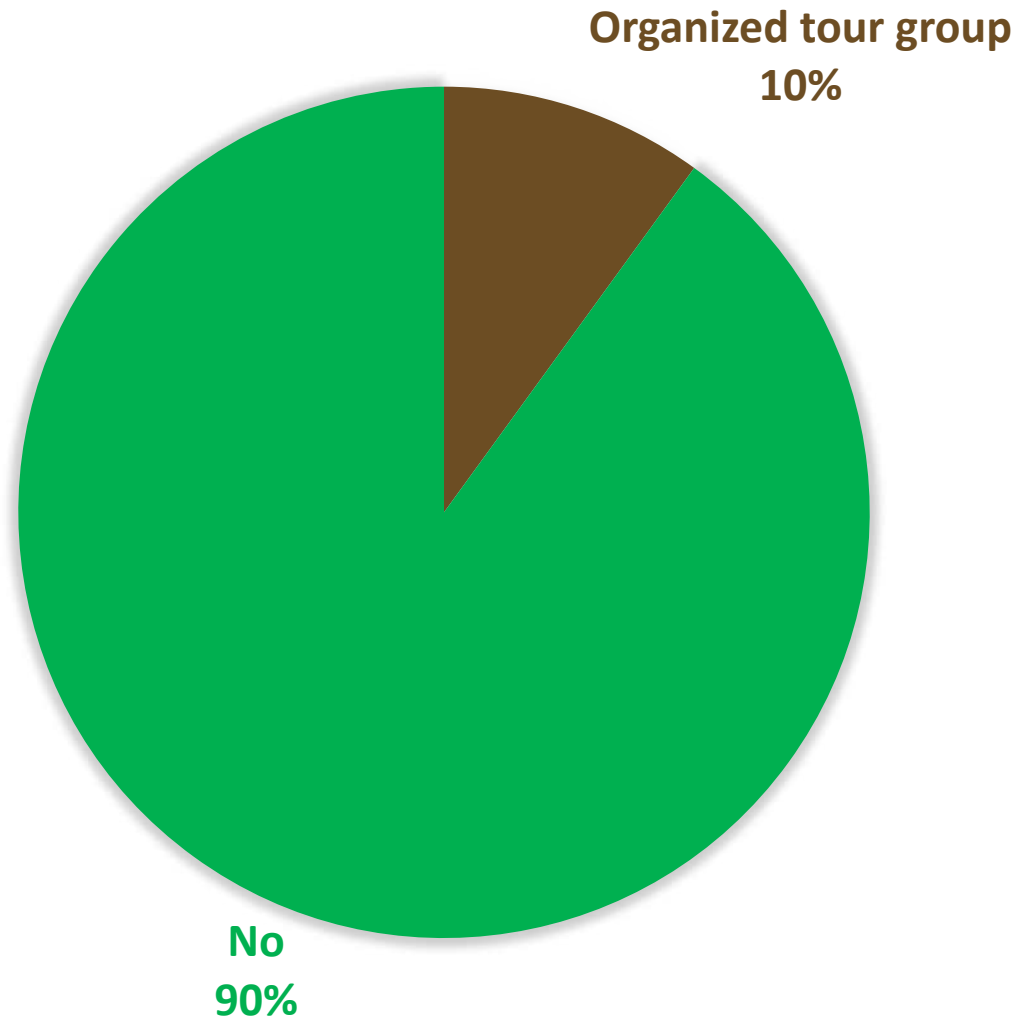
OCCUPATION – Top Responses (10%+)

Q: *What is your occupation?*
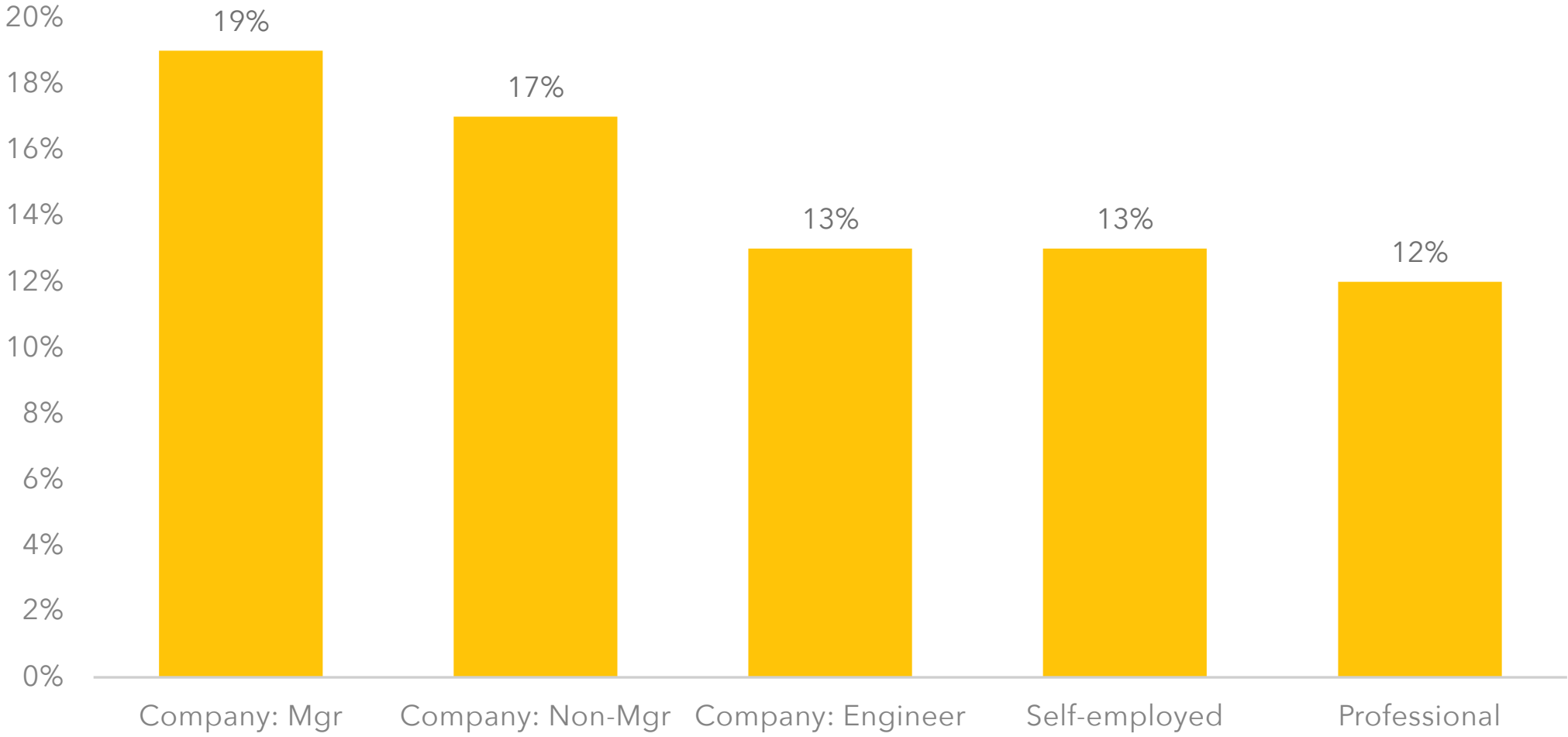
SECTION 2
TRAVEL PLANNING

ORGANIZED TOUR GROUP

Organized tour group
10%

No
90%

Q: On this trip, I am a member of an organized tour group?

ORGANIZED TOUR GROUP – TRACKING

	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
Group Tour	9%	6%	5%	8%	13%	13%	8%	10%

Q: On this trip, I am a member of an organized tour group?

ONLINE BOOKING

No, 10%

**Made Arrangements
Online, 90%**

Q: Did you book any of your travel arrangements online?
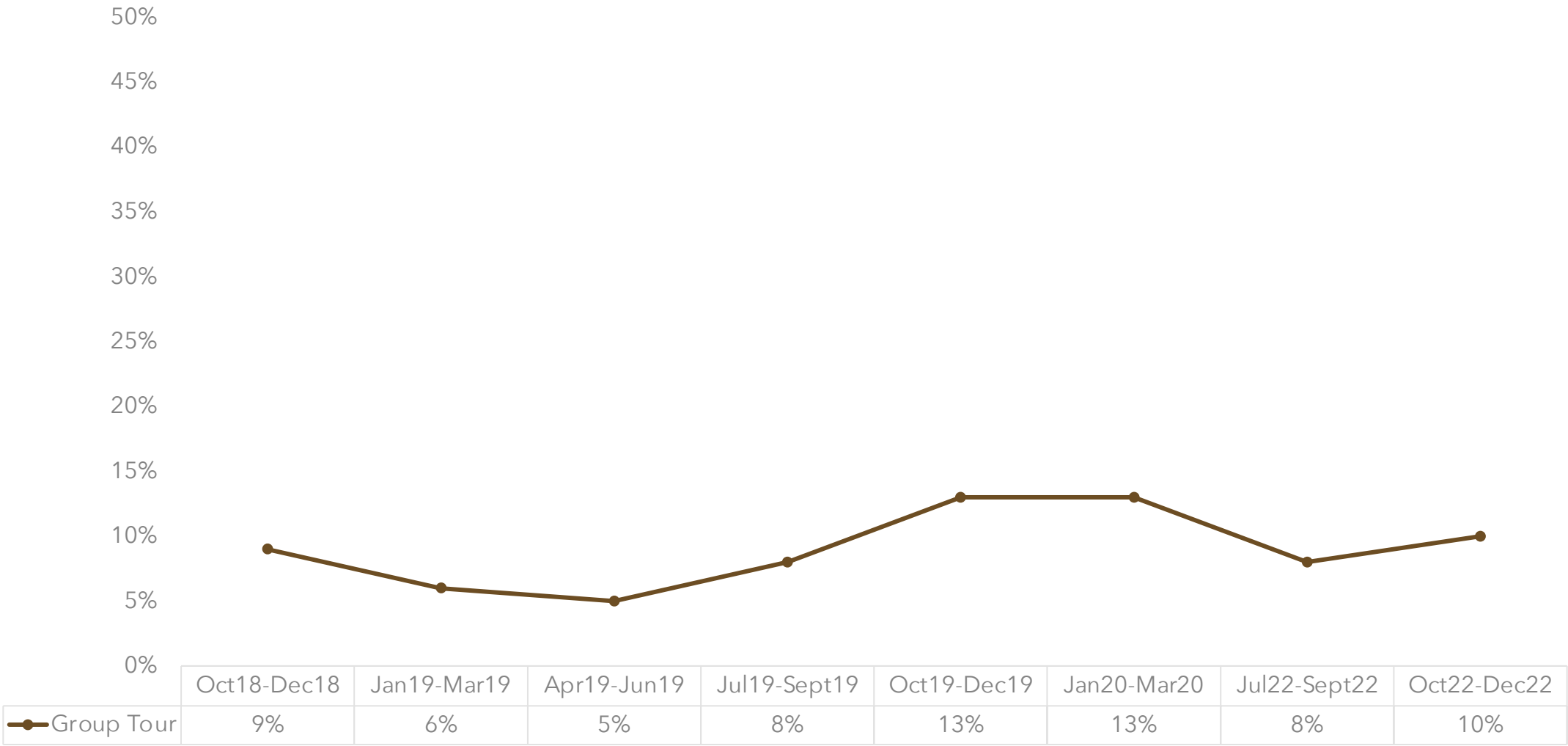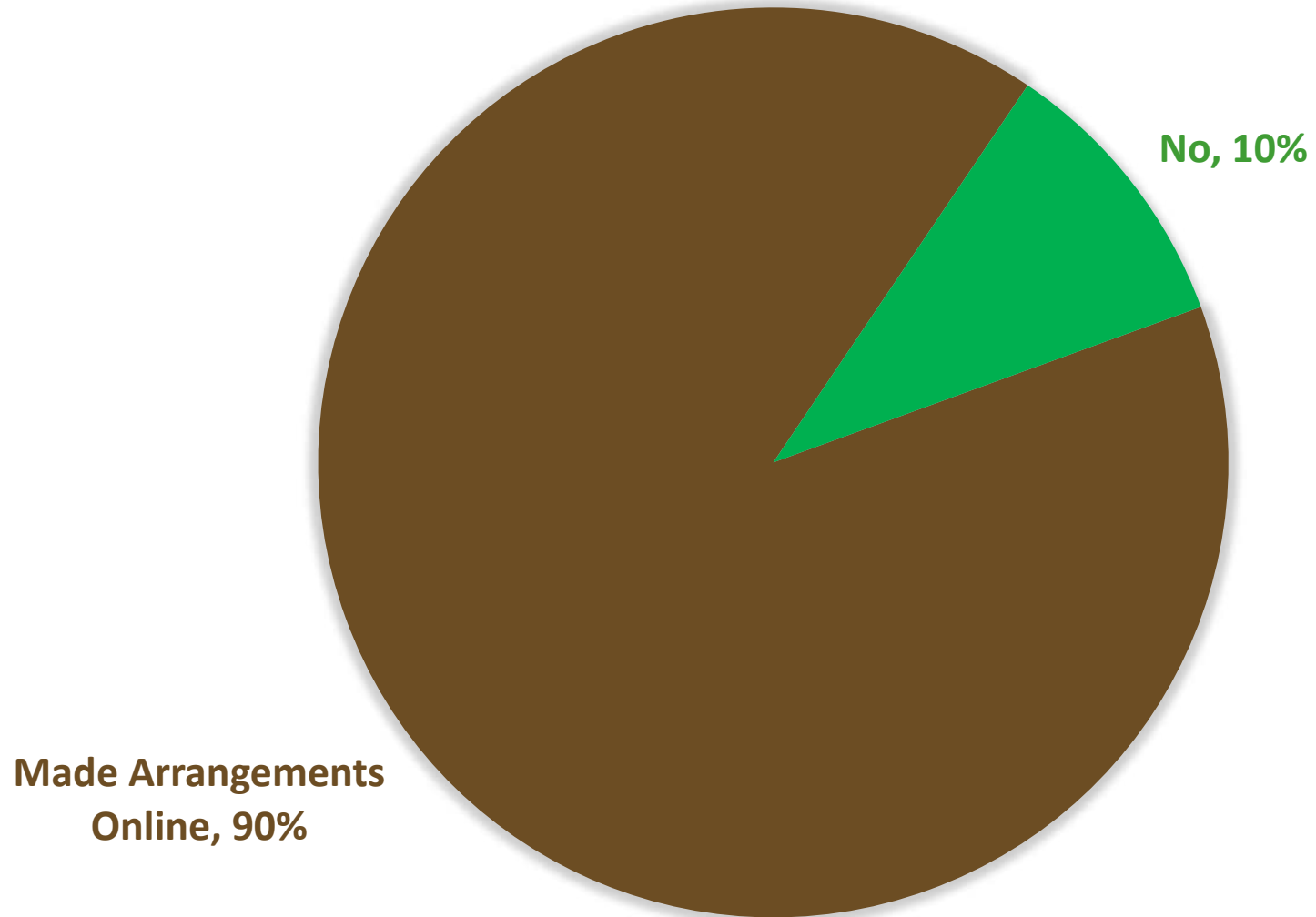
ONLINE BOOKING – TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
Online Booking	88%	88%	89%	89%	91%	87%	90%

Q: Did you book any of your travel arrangements online?

TRAVEL ARRANGEMENTS

Bar chart showing:
- Travel Agent: 20%
- Direct- airline/ hotel: 56%
- Travel Website: 24%

Q: *How did you book your travel arrangements to Guam?*
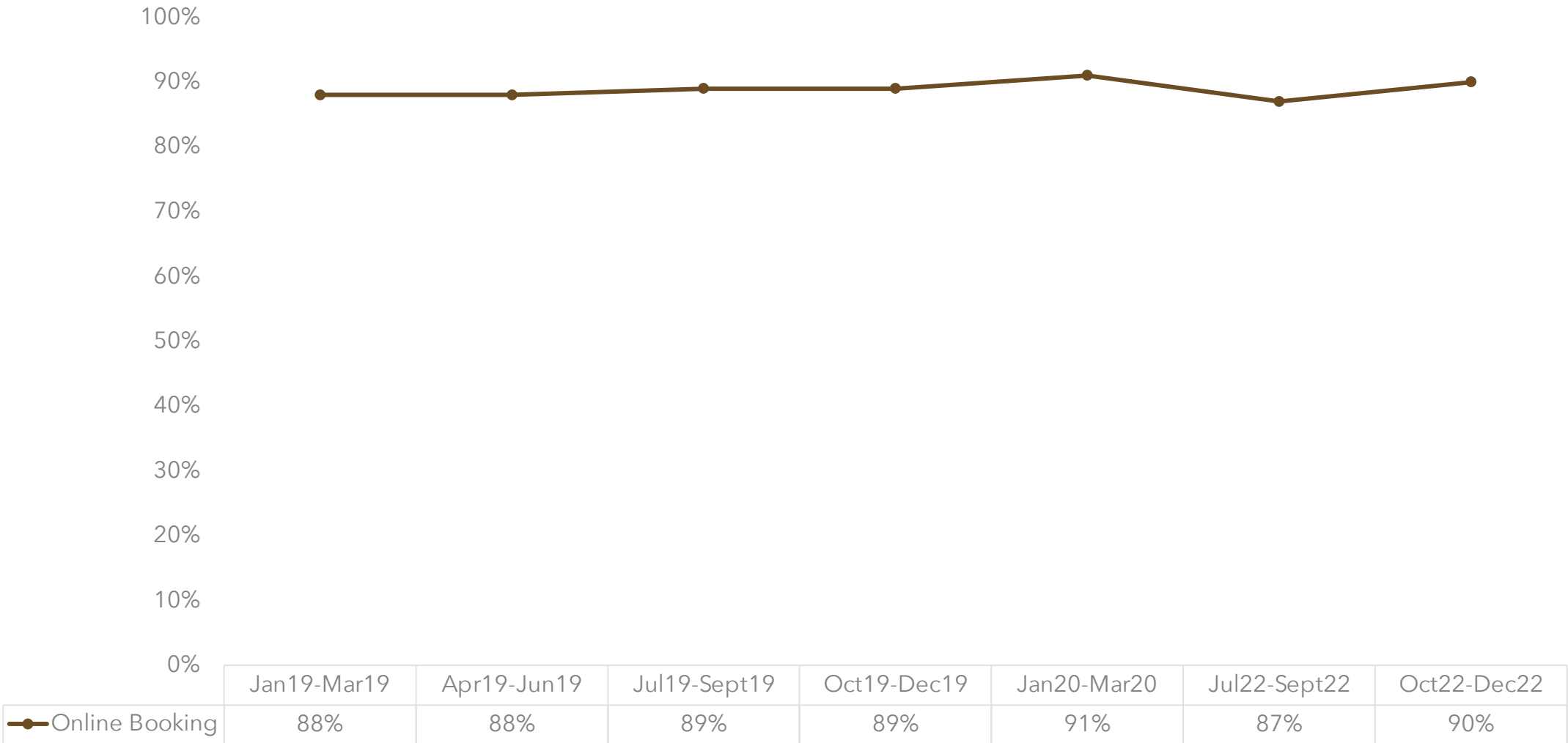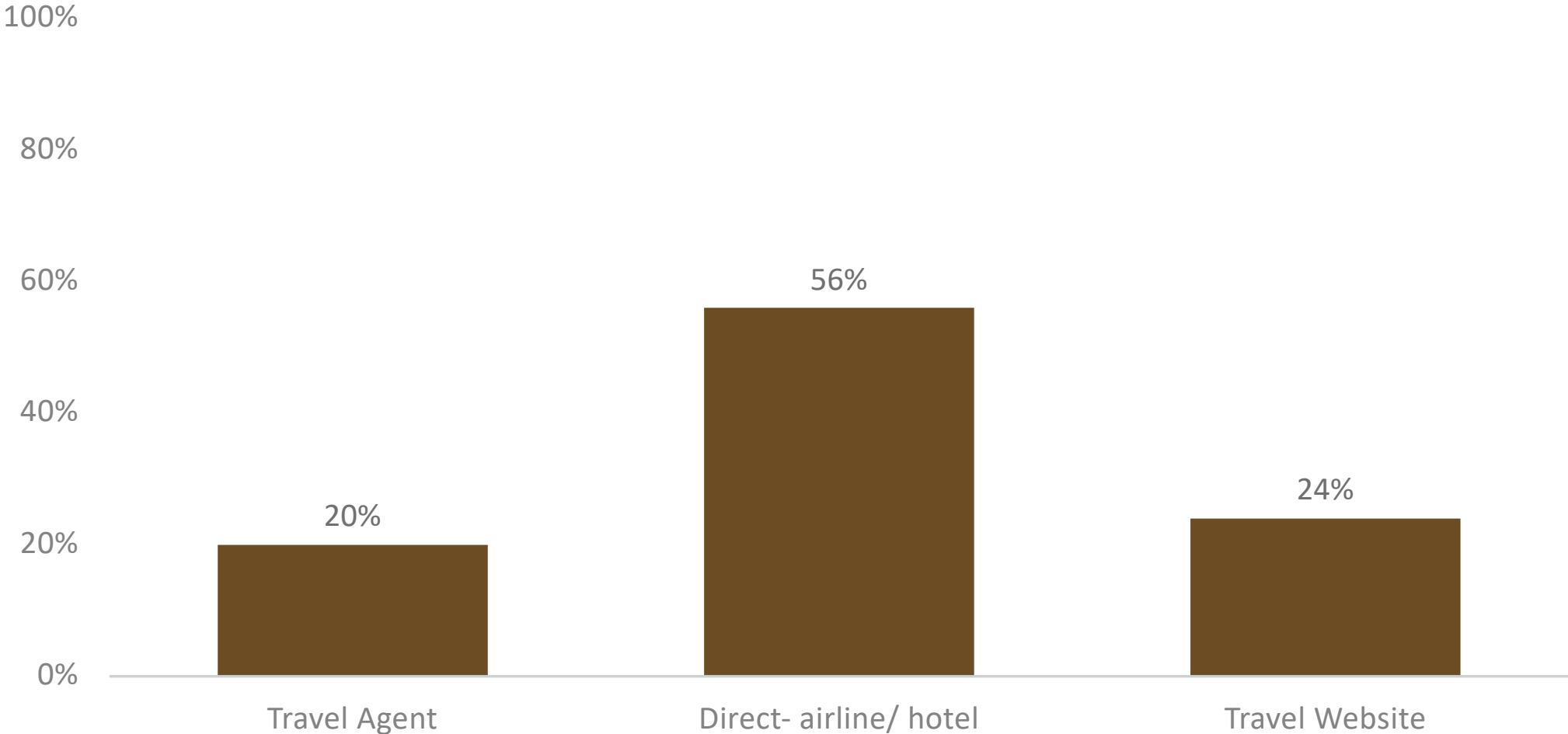
TRAVEL ARRANGEMENTS – TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
Travel Agent	74%	65%	49%	23%	19%	17%	20%
Travel Website	6%	11%	17%	29%	32%	32%	24%
Direct- Airline/ Hotel	20%	24%	34%	49%	49%	50%	56%

34   *Q: How did you book your travel arrangements to Guam?*
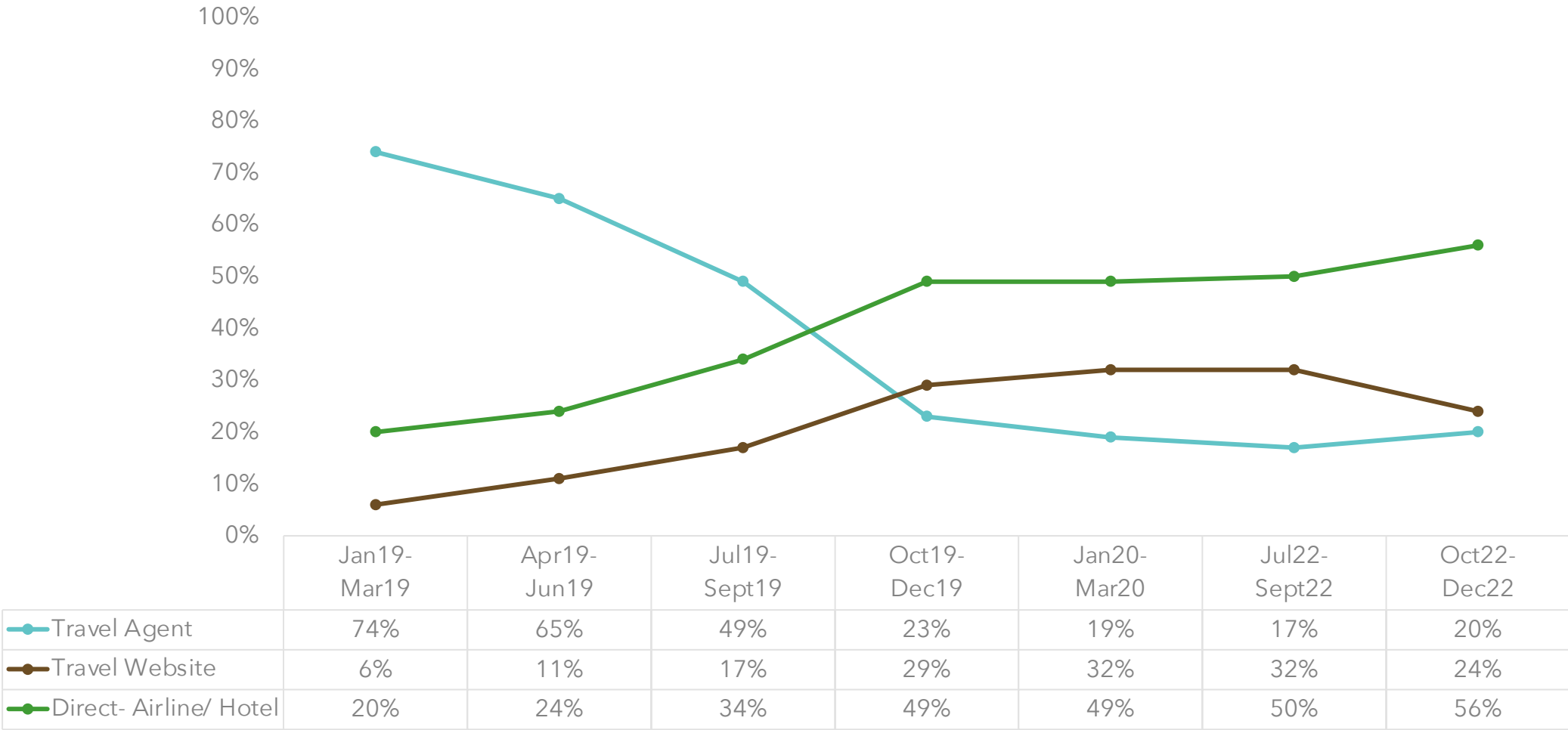
PREPAID PACKAGE TRIP

Prepaid Package Trip
27%

No
73%

Q: Are you on a prepaid package trip that includes at least airfare and hotel?

PREPAID PACKAGE TRIP

	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
Prepaid Pkg	57%	38%	32%	29%	31%	27%	25%	27%

Q: Are you on a prepaid package trip that includes at least airfare and hotel?

ACCOMMODATIONS (5%+)

Bar chart showing accommodations where respondents stayed while on Guam:
- PIC: 20%
- Dusit Thani: 14%
- Dusit Beach Resort Guam: 14%
- Tsubaki Tower Guam: 13%
- Hyatt Regency: 11%
- Lotte Hotel: 10%
- Guam Plaza: 8%
- Hotel Nikko: 8%
- Hilton Guam: 7%
- Guam Reef & Olive: 6%
- Onward Beach Resort: 6%

Q: Where did you stay while on Guam?

TRAVEL MOTIVATIONS (10%+)

Vacation	58%
Relax	43%
Prior Trip- Positive	37%
Tropics/ beaches	34%
Short Travel Time	28%
Shopping	15%
Water sport	13%
Honeymoon	11%

Q: What top three reasons motivated you to travel to Guam on this trip?

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

		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
		–	–	–	–	–	–	–	–	–
		(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
Q8	Vacation	58%	58%	58%	61%	50%	31%	50%	54%	64%
	Just to relax	43%	45%	43%	51%	25%	33%	30%	35%	48%
	A previous visit	37%	38%	39%	27%	[a]	5%	[a]	78%	37%
	Beautiful seas, beaches, tropical climate	34%	34%	33%	37%	25%	16%	10%	32%	38%
	Short travel time (not too far from home)	28%	30%	29%	18%	[a]	16%	[a]	29%	28%
	Shopping	15%	16%	16%	16%	25%	13%	20%	14%	14%
	Water sports (snorkeling, windsurfing, parasailing)	13%	12%	14%	8%	[a]	9%	10%	11%	13%
	Honeymoon	11%	13%	9%	14%	[a]	100%[a]	30%	2%	9%
	Sightseeing/ visiting tourist spots	9%	9%	9%	4%	[a]	16%	[a]	5%	10%
	It is a safe place to spend a vacation	6%	6%	6%	[a]	[a]	[a]	[a]	8%	6%
	To golf	3%	4%	3%	6%	[a]	[a]	[a]	6%	3%
	Organized sporting activity/ event	2%	2%	2%	2%	[a]	2%	[a]	3%	2%
	Recommendation of friend/ relative/ travel agency	2%	2%	3%	8%	[a]	4%	[a]	0%	2%
	Scuba diving	2%	1%	2%	[a]	[a]	2%	[a]	2%	2%
	To Get Married/ attend Wedding	2%	2%	2%	2%	[a]	5%	100%[a]	1%	2%
	Price of the tour package	2%	1%	1%	4%	25%	2%	[a]	1%	1%
	To visit friends or relatives	1%	1%	2%	2%	[a]	[a]	[a]	2%	1%
	Company/ business trip	1%	0%	1%	2%	[a]	[a]	[a]	2%	1%
	Career certification/ testing	1%	0%	1%	2%	25%	[a]	[a]	1%	0%
	Social Media networks	1%	0%	1%	2%	[a]	2%	[a]	1%	1%
	Incentive trip	1%	0%	1%	6%	100%[a]	[a]	[a]	[a]	1%
	Shop Guam e-Festival	0%	0%	1%	[a]	[a]	[a]	[a]	1%	0%
	Magazines/ newspapers/ publications	0%	[a]	0%	[a]	[a]	[a]	[a]	0%	[a]
	Total	493	415	385	49	4	55	10	236	445

Prepared by Anthology Research[b,c]

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Results are based on two–sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion.
   Significance level for upper case letters (A, B, C): .05

c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Q: Who

SECTION 3
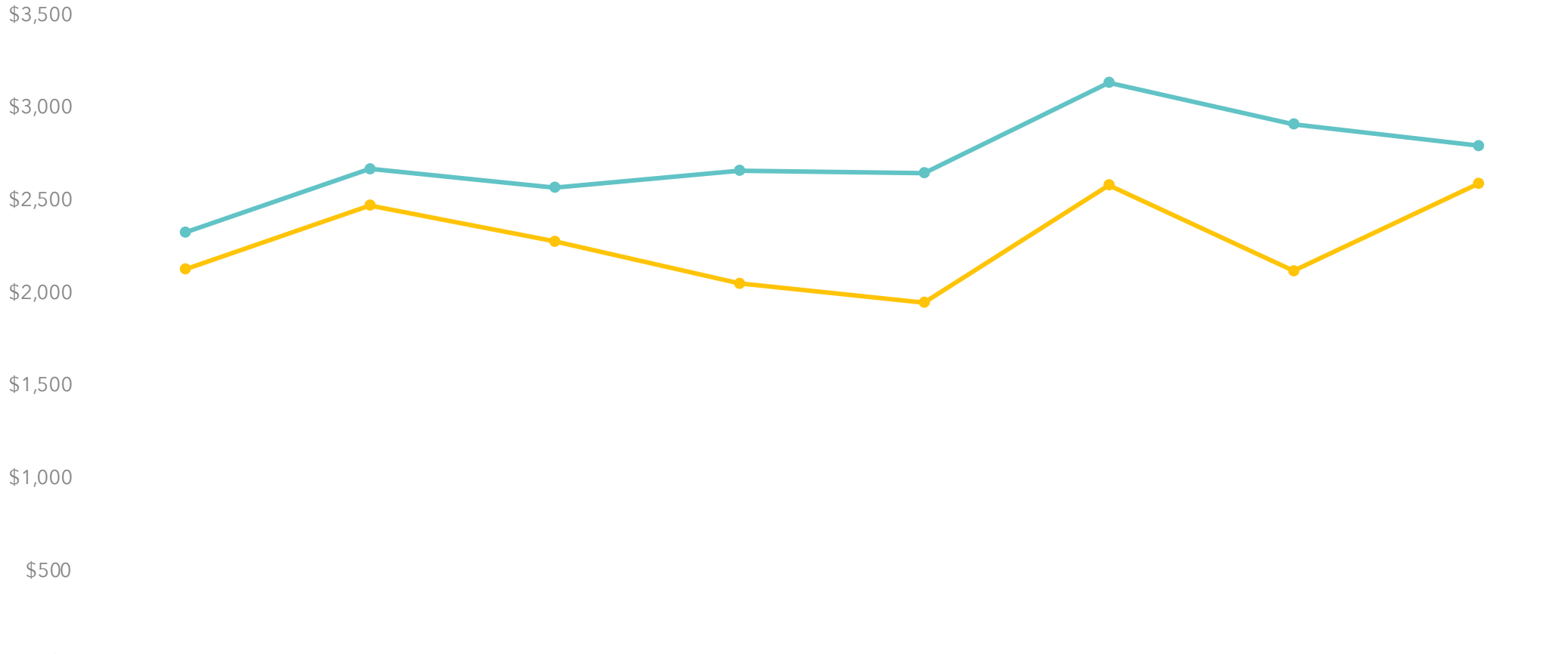# EXPENDITURES

- $2,794.74 = overall mean average prepaid package expense (for entire travel party) by respondent

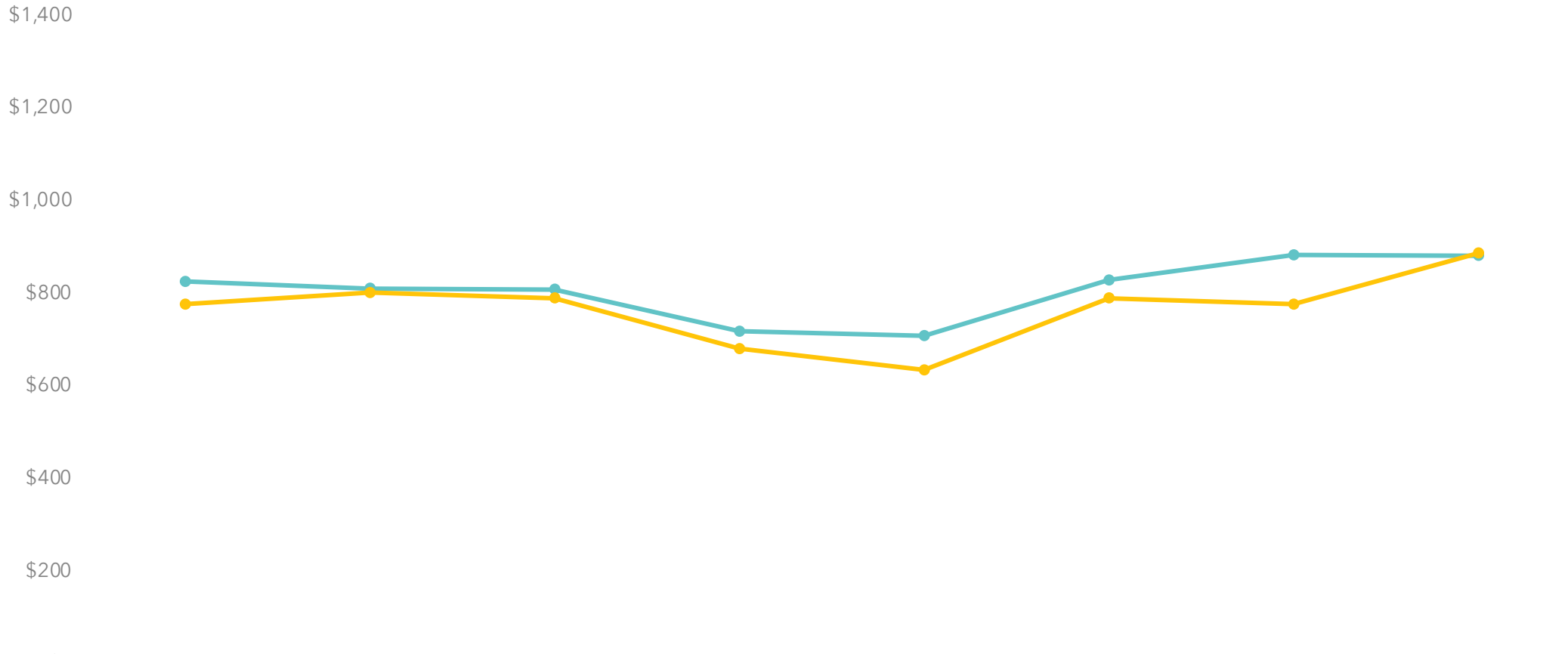- $880.79 = overall mean average **per person** prepaid package expenditures

Q: How much did the total prepaid package trip cost for you and other members of your covered travel party?

PREPAID PACKAGE – TRAVEL PARTY EXPENSE TRACKING

	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
MEAN	$2,326.86	$2,670.15	$2,568.95	$2,660.05	$2,648.03	$3,134.55	$2,911.19	$2,794.74
MEDIAN	$2,129.00	$2,473.00	$2,279.00	$2,052.00	$1,948.00	$2,582.00	$2,119.00	$2,590.00

Q: How much did the total prepaid package trip cost for you and other members of your covered travel party?

PREPAID PACKAGE – PER PERSON EXPENSE TRACKING

	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
MEAN	$824.99	$809.76	$807.70	$717.48	$707.64	$827.92	$882.17	$880.79
MEDIAN	$776.00	$801.00	$789.00	$680.00	$634.00	$789.00	$776.00	$886.00

Q: How much did the total prepaid package trip cost for you and other members of your covered travel party?

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
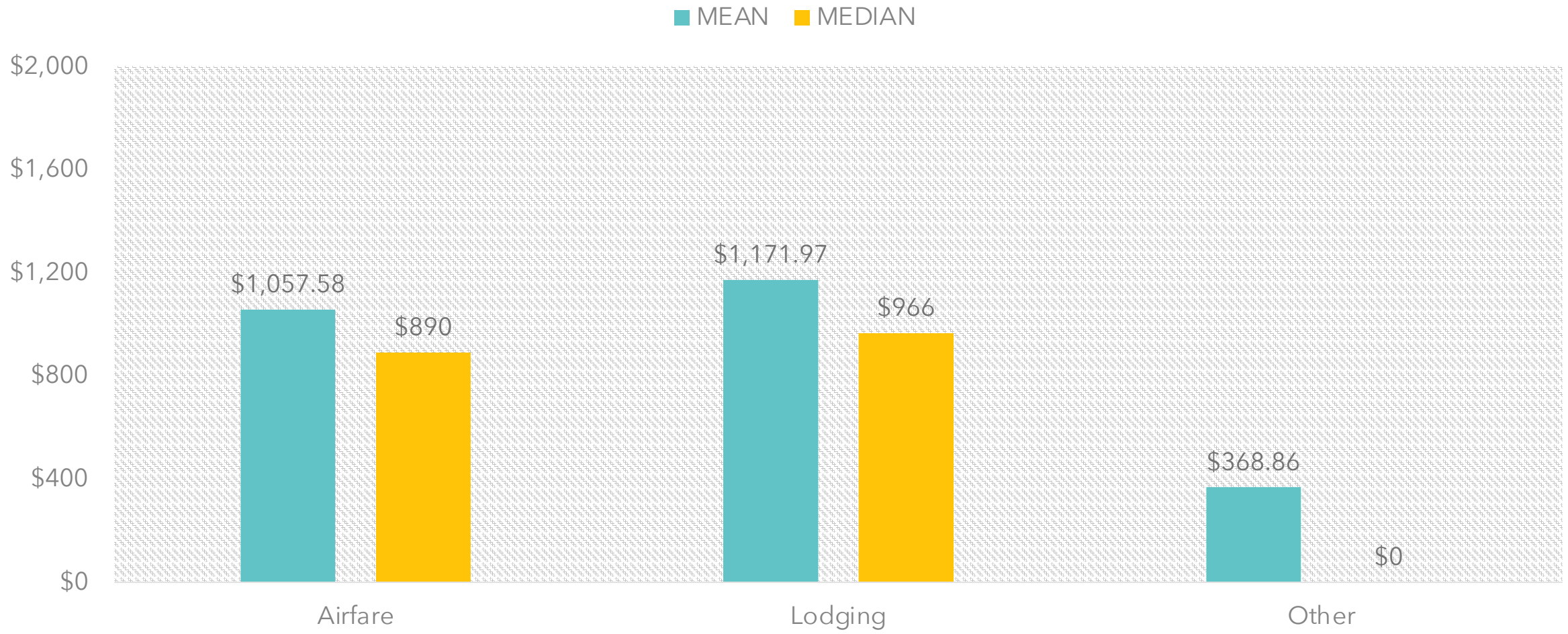
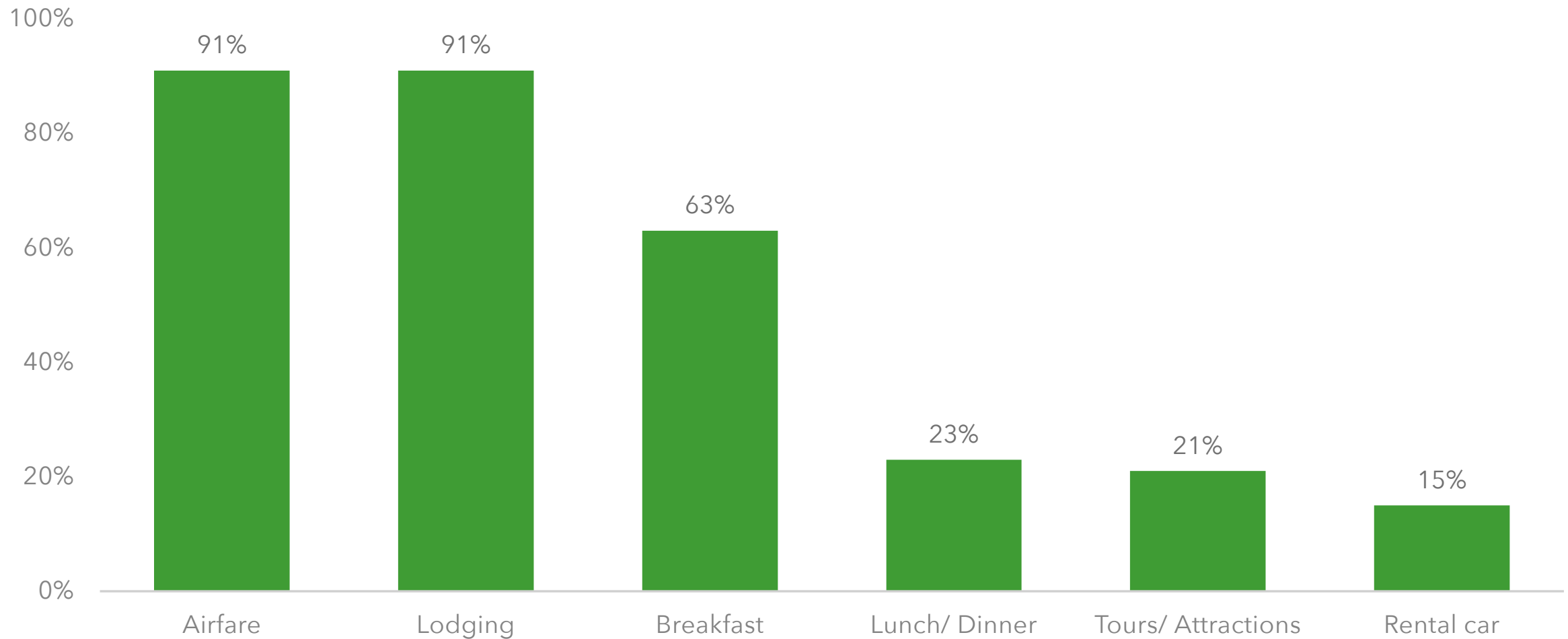|		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
		–	–	–	–	–	–	–	–	–
		(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
PREPAID PKG TRIP/ PER PERSON IN $	Mean	$880.79	$901.81	$791.89	$974.19	.	$1,267.59	$1,846.23[a]	$785.31	$862.26
	Median	$886	$902	$835	$966	.	$1,295	$1,846[a]	$817	$881

Prepared by Anthology Research[b,c,d]

a. This category is not used in comparisons because the sum of case weights is less than two.

b. Results are based on two-sided tests assuming equal variances. For each significant pair, the key of the smaller category appears in the category with the larger mean.
   Significance level for upper case letters (A, B, C): .05

c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

d. Pairwise comparisons are not performed for some subtables because of numerical problems.

Q: How much did the total prepaid package trip cost for you and other members of your covered travel party?

PREPAID PACKAGE – BREAKDOWN

Legend: ■ MEAN ■ MEDIAN

	Airfare	Lodging	Other
MEAN	$1,057.58	$1,171.97	$368.86
MEDIAN	$890	$966	$0

Q: (OPTTIONAL) Of the total prepaid package trip cost, how much went towards...?

PREPAID PACKAGE – BREAKDOWN

	Airfare	Lodging	Breakfast	Lunch/ Dinner	Tours/ Attractions	Rental car
	91%	91%	63%	23%	21%	15%

Q: What did the package trip include?

- $1,265.75 = overall mean average airfare expense (for entire travel party) by respondent

- $409.53 = overall mean average **per person** airfare expenditures

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)?

AIRFARE – FIT TRAVELER (GROUP) TRACKING
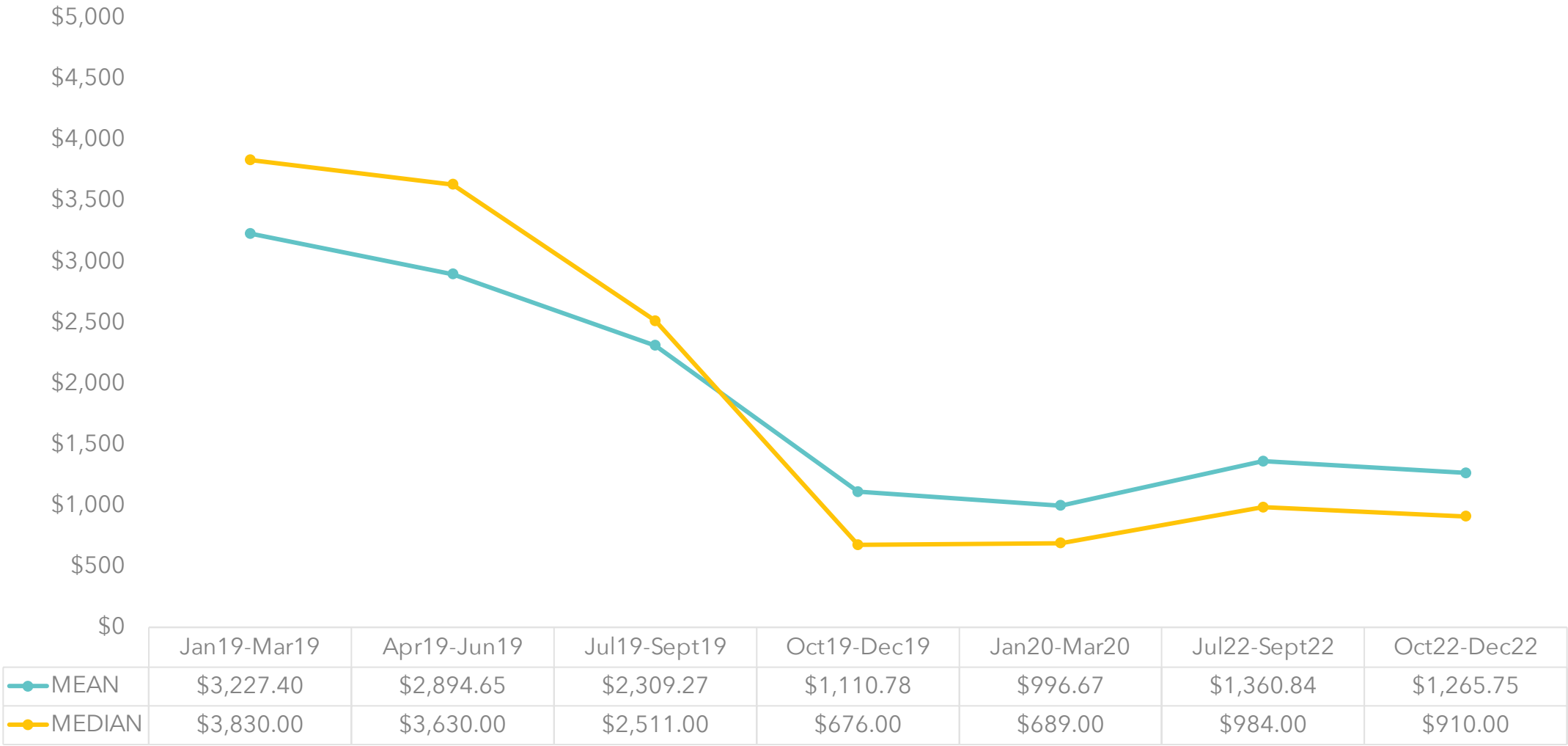
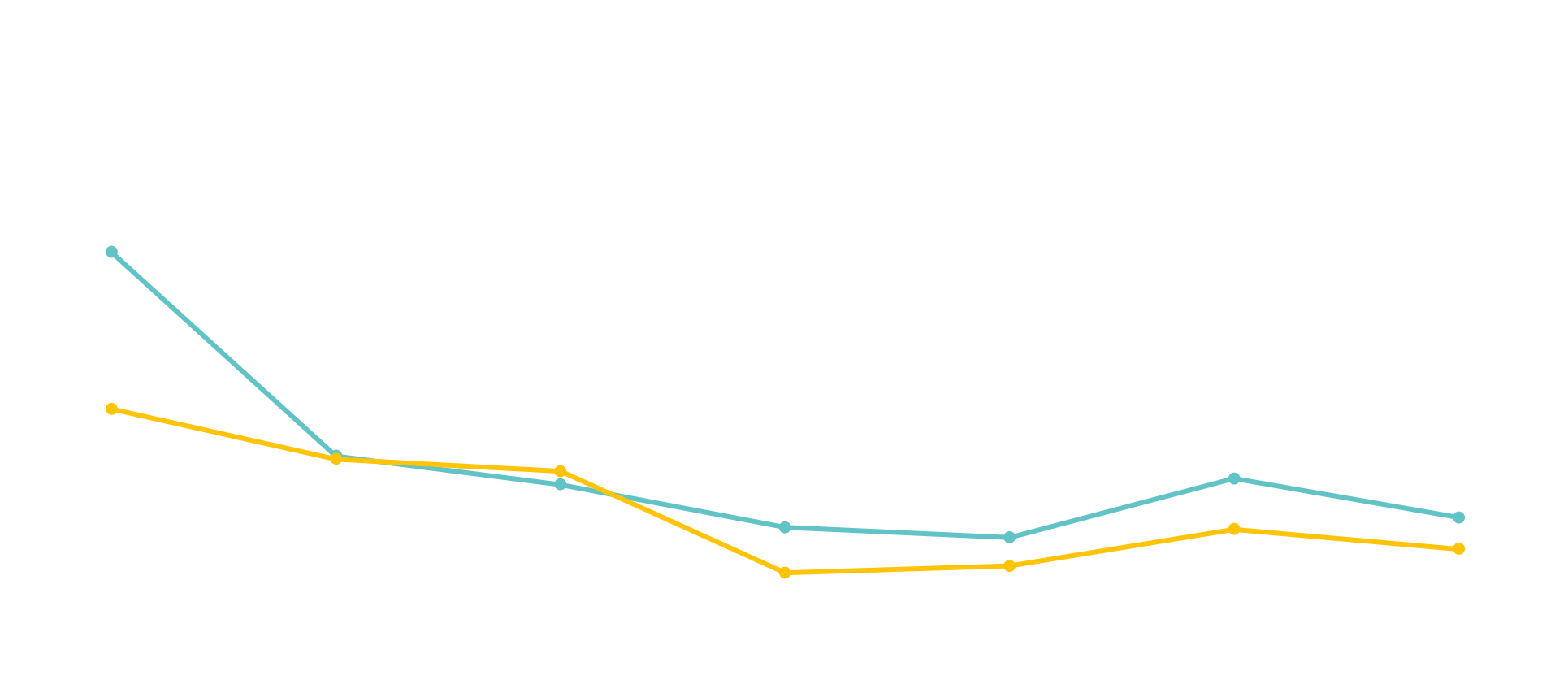|	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
MEAN	$3,227.40	$2,894.65	$2,309.27	$1,110.78	$996.67	$1,360.84	$1,265.75
MEDIAN	$3,830.00	$3,630.00	$2,511.00	$676.00	$689.00	$984.00	$910.00

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)?

AIRFARE – FIT TRAVELER (Per Person) TRACKING

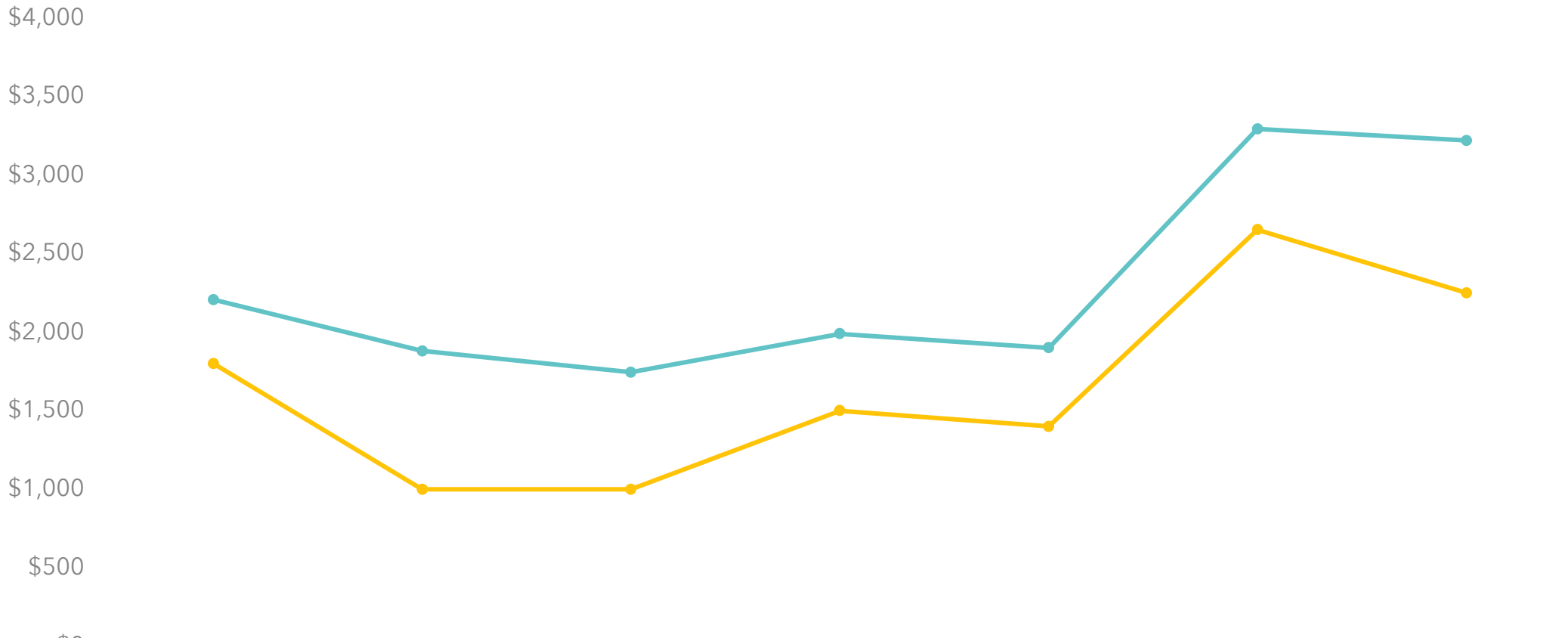|	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
MEAN	$1,038.23	$555.61	$487.81	$386.15	$362.49	$502.31	$409.53
MEDIAN	$667.00	$548.00	$519.00	$279.00	$295.00	$382.00	$335.00

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)?

49

ONISLE EXPENDITURES

- $3,219.25 = overall mean average expense (for entire travel party) by respondent

- $1,146.72 = overall mean average **per person** expenditures

ONISLE – TRAVEL PARTY TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
MEAN	$2,206.38	$1,879.66	$1,745.07	$1,989.31	$1,900.43	$3,292.59	$3,219.25
MEDIAN	$1,800.00	$1,000.00	$1,000.00	$1,500.00	$1,400.00	$2,651.00	$2,250.00

ONISLE – PER PERSON TRACKING
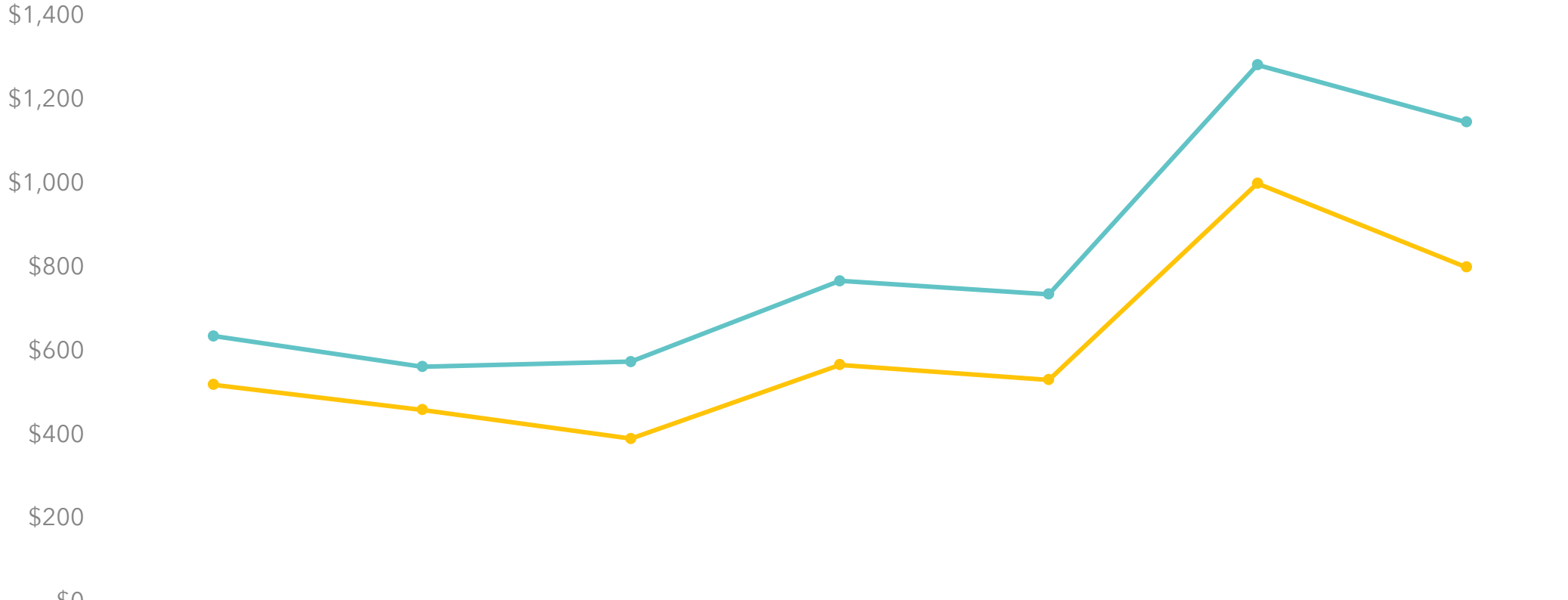
	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
MEAN	$635.52	$562.52	$574.61	$767.35	$735.46	$1,282.87	$1,146.72
MEDIAN	$520.00	$460.00	$391.00	$567.00	$531.00	$1,000.00	$800.00

ONISLE – PER DAY SPENDING

Legend: ■ MEAN ■ MEDIAN

TRAVEL PARTY
- Mean: $743.23
- Median: $541

PER PERSON
- Mean: $270.33
- Median: $186
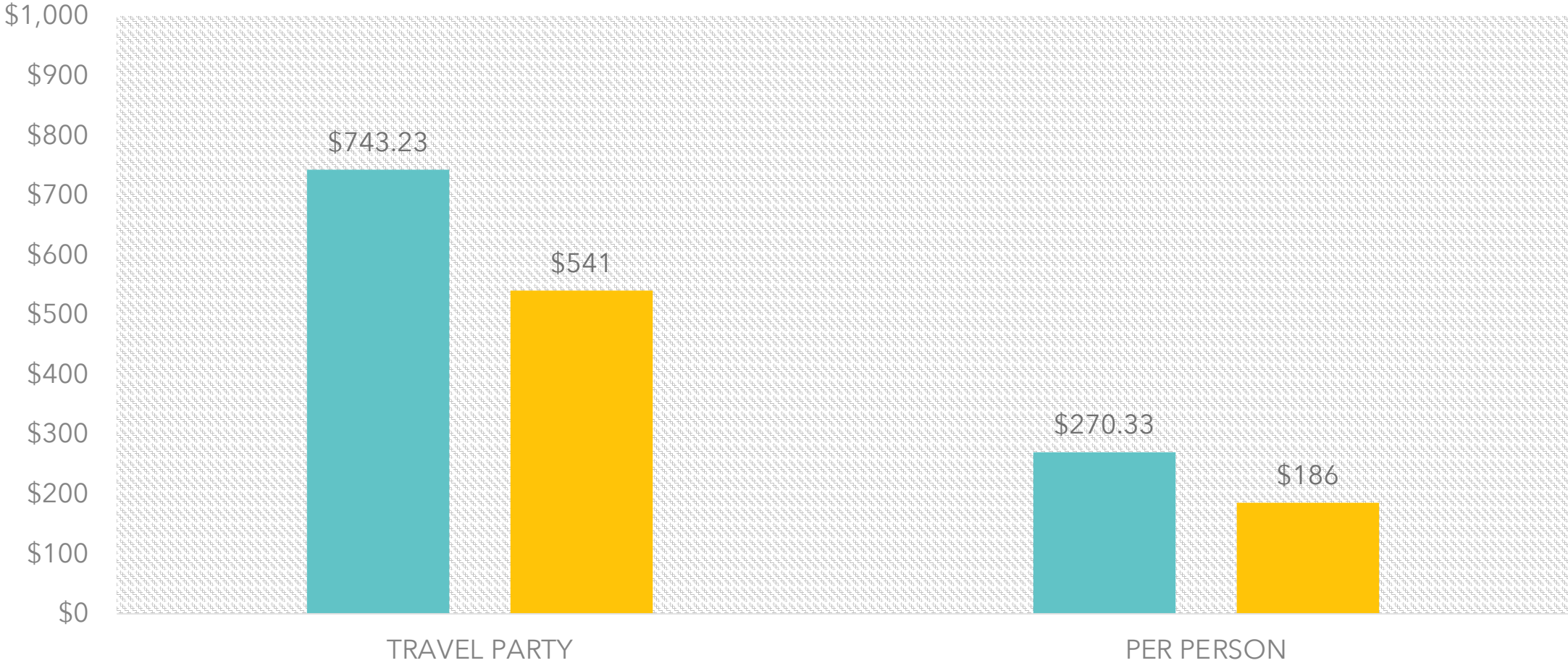
ONISLE – TRAVEL PARTY/ PER DAY TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
MEAN	$500.72	$448.17	$434.55	$529.79	$487.23	$689.45	$743.23
MEDIAN	$423.00	$292.00	$288.00	$406.00	$361.00	$579.00	$541.00
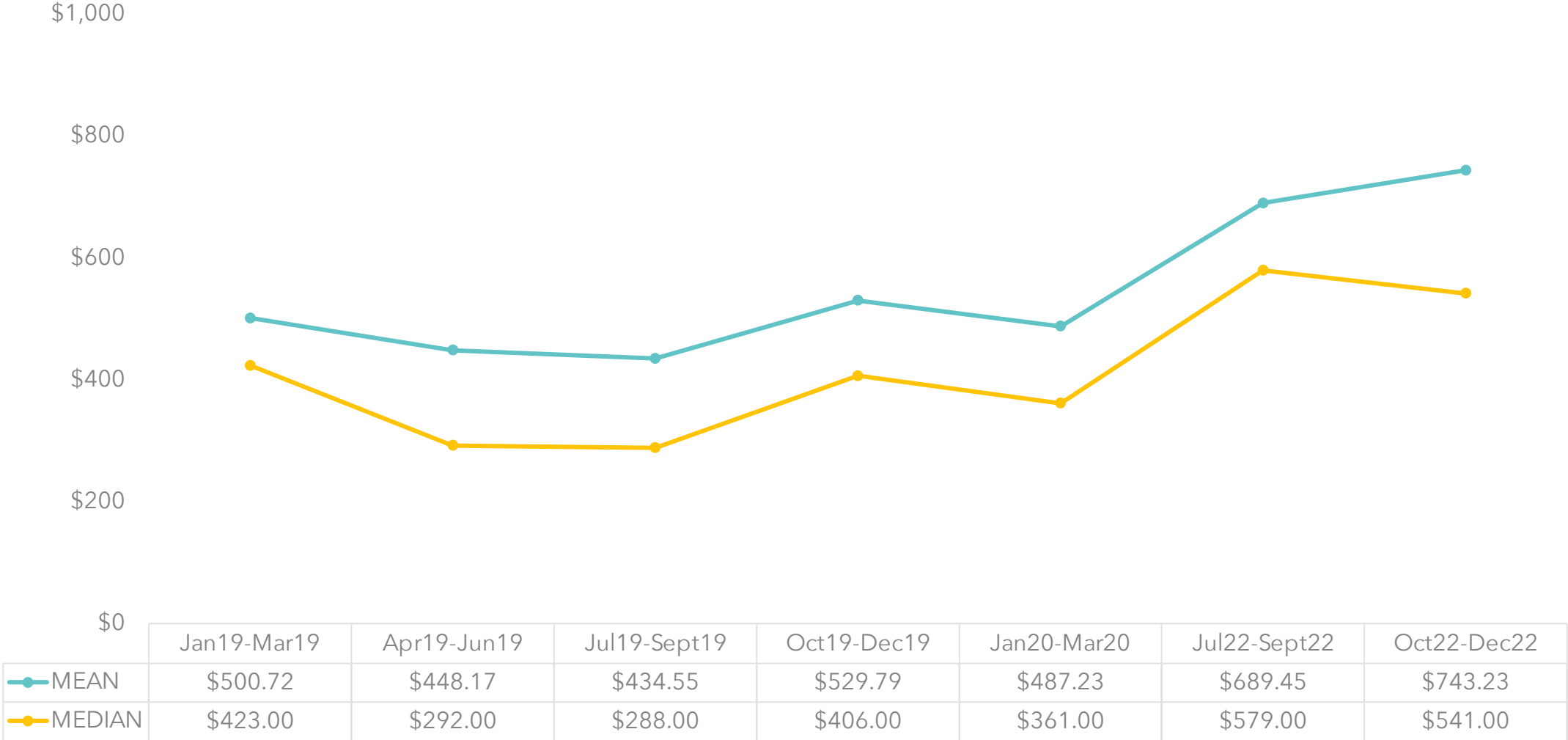
ONISLE – PER PERSON/ PER DAY TRACKING
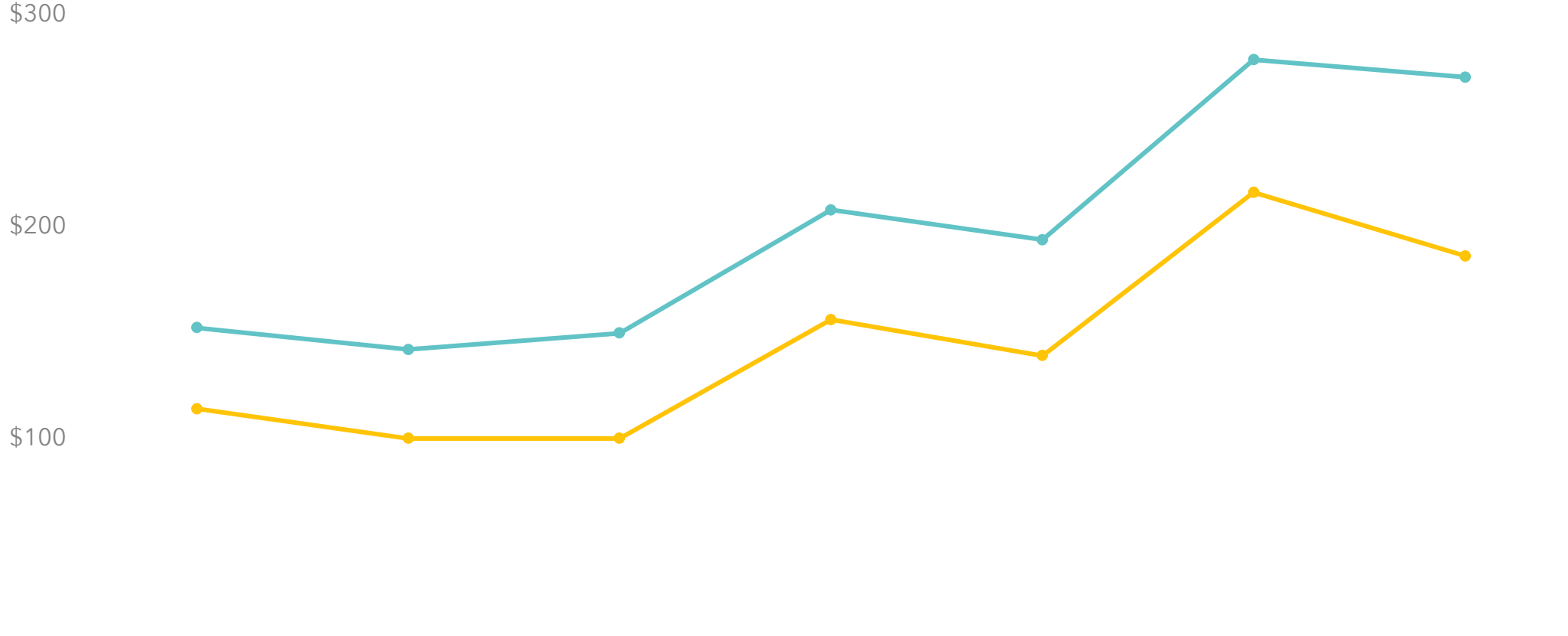
	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
MEAN	$152.15	$141.98	$149.66	$207.72	$193.68	$278.52	$270.33
MEDIAN	$114.00	$100.00	$100.00	$156.00	$139.00	$216.00	$186.00

ONISLE – ACCOMMODATIONS

Bar chart showing: MEAN $1,446.00; MEDIAN $1,000.00

Q: *How much additional did you and your family spend on Guam – Lodging?*

ONISLE – ACCOMMODATIONS TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
MEAN	$1,241.21	$1,218.95	$928.21	$768.52	$704.23	$1,532.50	$1,446.00
MEDIAN	$700.00	$700.00	$500.00	$500.00	$366.00	$1,000.00	$1,000.00

Q: How much additional did you and your family spend on Guam – Lodging?

ONISLE – FOOD & BEVERAGE

■ MEAN ■ MEDIAN

	MEAN	MEDIAN
TOTAL	$741.11	$500
Restaurants/ Bars	$519.79	$380
Groceries/ Snacks	$150.91	$50
Other	$70.42	$0

Q: How much additional did you and your family spend on Guam – Food & Beverage?

ONISLE – TOTAL FOOD & BEVERAGE TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
MEAN	$235.93	$181.25	$264.29	$388.54	$373.68	$717.92	$741.11
MEDIAN	$50.00	$0.00	$40.00	$300.00	$250.00	$500.00	$500.00

Q: How much additional did you and your family spend on Guam – Food & Beverage?
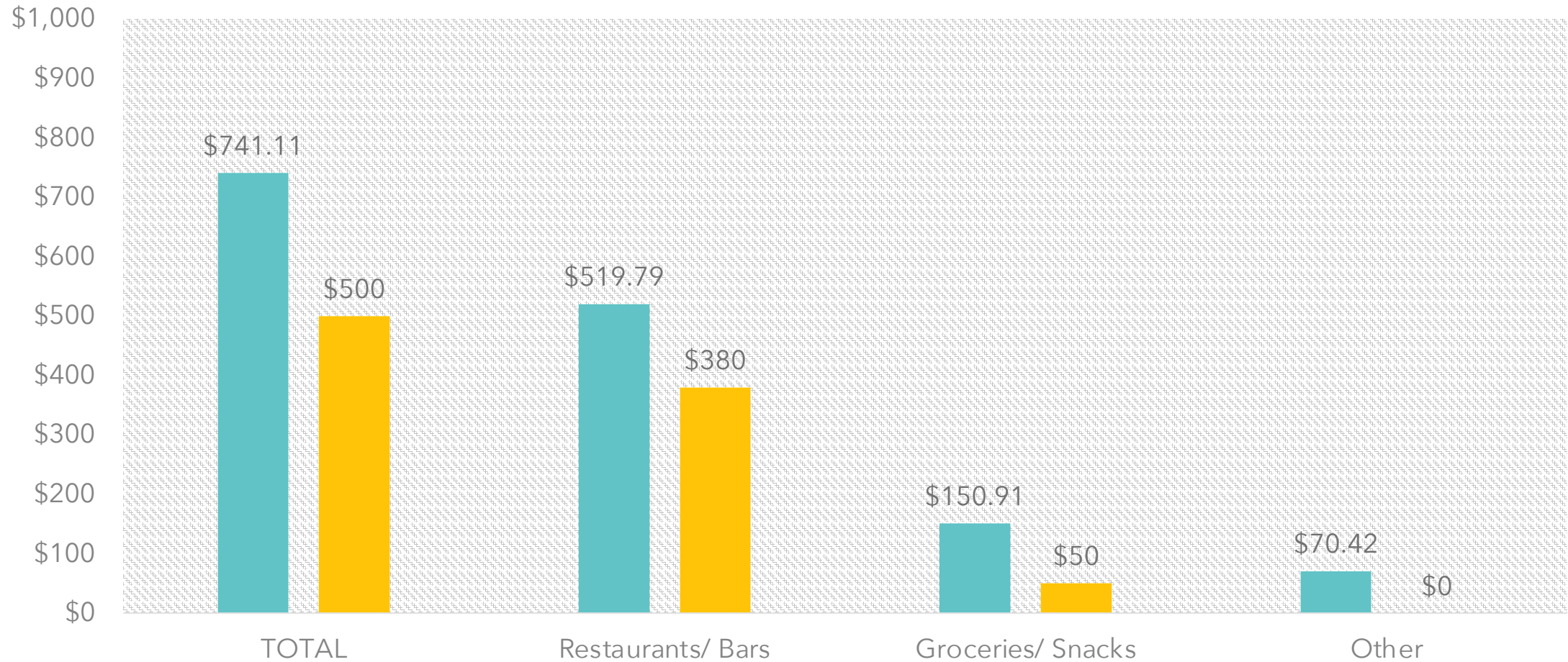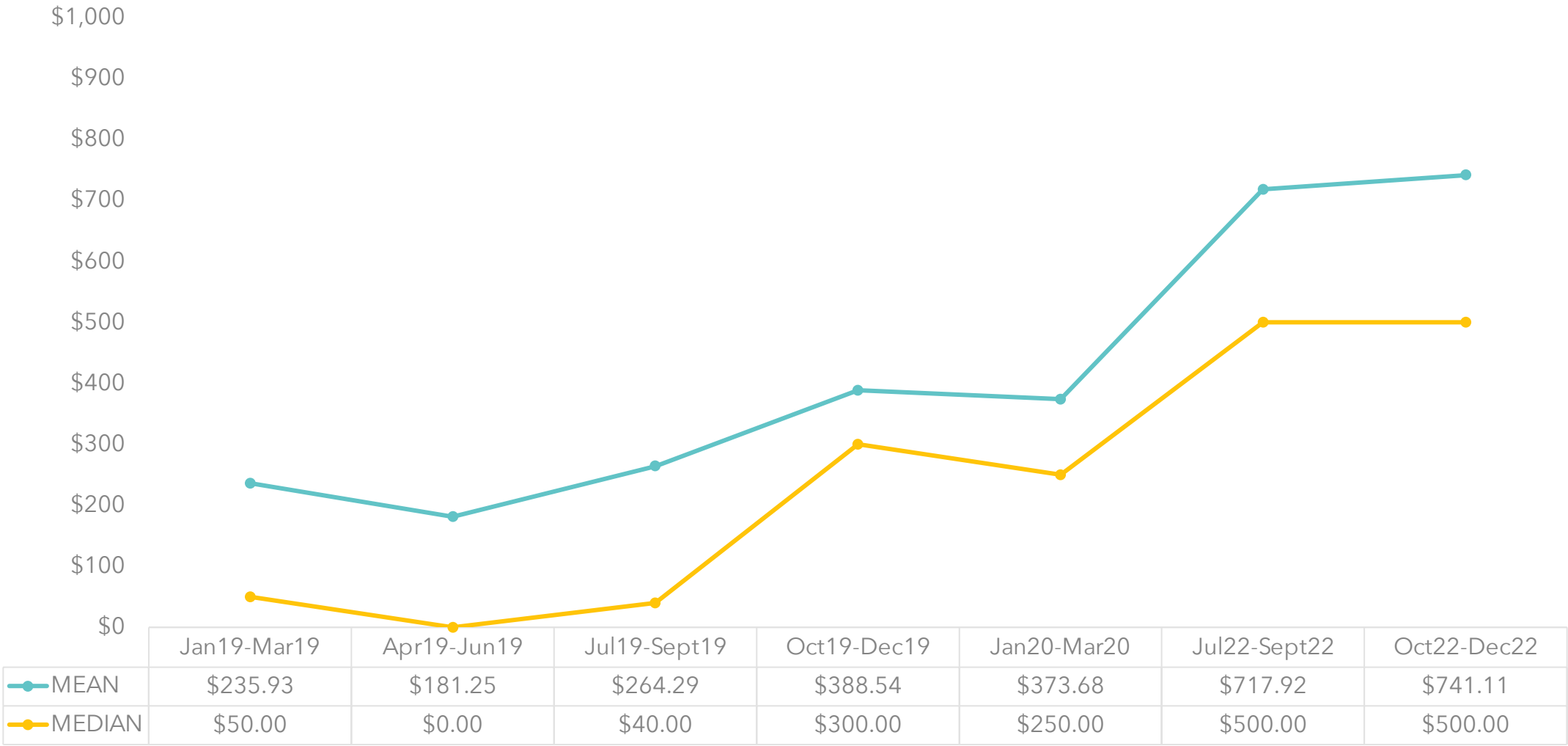
ONISLE – ENTERAINMENT & RECREATION

■ MEAN   ■ MEDIAN

	TOTAL	Attractions & Entertainment	Recreation & Sports	Other Activities/ Tours
MEAN	$277.56	$97.99	$111.71	$67.86
MEDIAN	$100	$0	$0	$0

Q: How much additional did you and your family spend on Guam – Entertainment & Recreation?
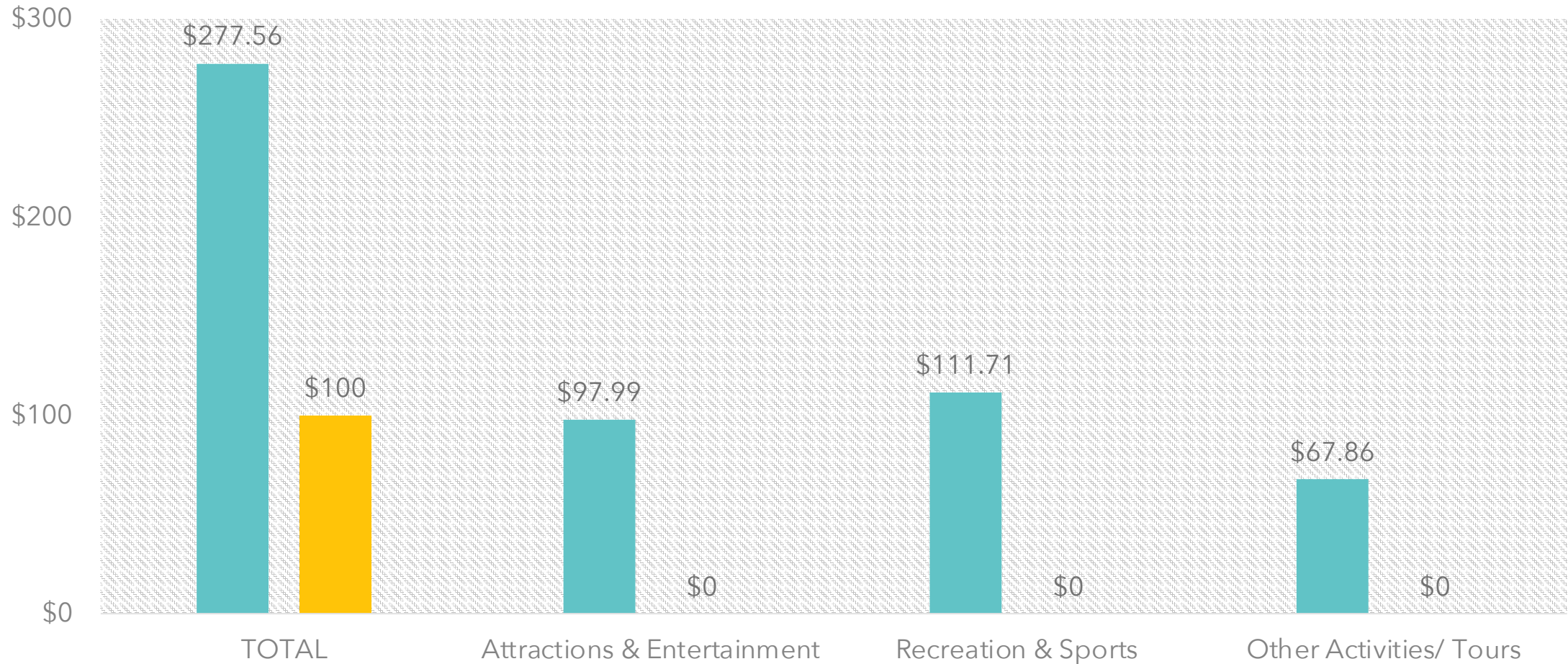
ONISLE – TOTAL ENTERTAINMENT & RECREATION TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
MEAN	$179.39	$120.95	$115.73	$111.59	$113.49	$240.50	$277.56
MEDIAN	$0.00	$0.00	$0.00	$0.00	$0.00	$10.00	$100.00

Q: How much additional did you and your family spend on Guam – Entertainment & Recreation?

ONISLE – TRANSPORTATION

■ MEAN   ■ MEDIAN

$195.38

$150

$145.33

$100

$100

$50

$35.77

$14.27

$0

$0 $0

TOTAL   Rental Car/ scooter/ bicycle   Bus, taxi, trolley, etc   Other

Q: How much additional did you and your family spend on Guam – Transportation?

ONISLE – TOTAL TRANSPORTATION TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
MEAN	$140.40	$95.15	$106.15	$107.44	$96.50	$223.62	$195.38
MEDIAN	$0.00	$0.00	$0.00	$0.00	$0.00	$170.00	$100.00

Q: How much additional did you and your family spend on Guam – Transportation?

ONISLE – SHOPPING

Legend: ■ MEAN ■ MEDIAN

Category	MEAN	MEDIAN
TOTAL	$666.77	$300
Fashion & Clothing	$292.39	$1
Accessories	$112.86	$0
Souvenirs	$93.48	$0
Other	$64.53	$0
Food - take home	$41.09	$0
Cosmetics/ perfume	$32.32	$0
Jewelry/ watches	$30.10	$0

Q: How much additional did you and your family spend on Guam – Shopping?

ONISLE – TOTAL SHOPPING TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
MEAN	$364.81	$283.97	$373.66	$484.67	$430.85	$705.33	$666.77
MEDIAN	$0.00	$0.00	$0.00	$200.00	$130.00	$300.00	$300.00

65   *Q: How much additional did you and your family spend on Guam – Shopping?*

ONISLE – TOTAL MISCELLANEOUS TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
MEAN	$114.98	$40.00	$28.76	$7.51	$7.83	$22.08	$21.48
MEDIAN	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00

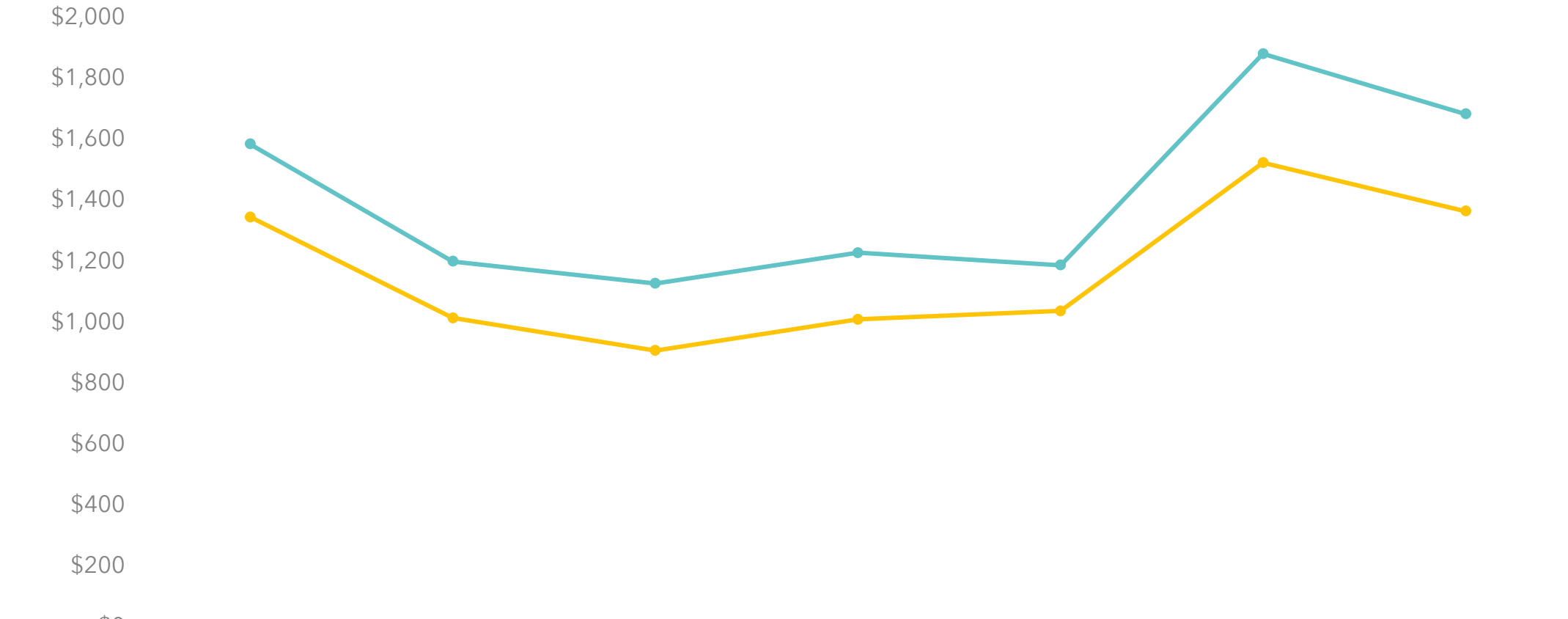*Q: How much additional did you and your family spend on Guam – Other spending?*

TOTAL EXPENDITURES PER PERSON (ONISLE + PREPAID)

- $1,682.55 = Mean average per person

- $1,364.00 = Median amount spent per person

TOTAL EXPENDITURES PER PERSON TRACKING

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
MEAN	$1,584.07	$1,199.68	$1,126.92	$1,227.84	$1,186.70	$1,880.15	$1,682.55
MEDIAN	$1,345.00	$1,014.00	$907.00	$1,009.00	$1,037.00	$1,523.00	$1,364.00

ONISLE EXPENDITURE + PREPAID

GUAM AIRPORT EXPENDITURE TRACKING

	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
MEAN	$133.77	$329.25	$124.31	$190.55	$291.43	$271.95	$413.87	$246.73
MEDIAN	$28.00	$44.00	$0.00	$0.00	$27.00	$20.00	$30.00	$30.00

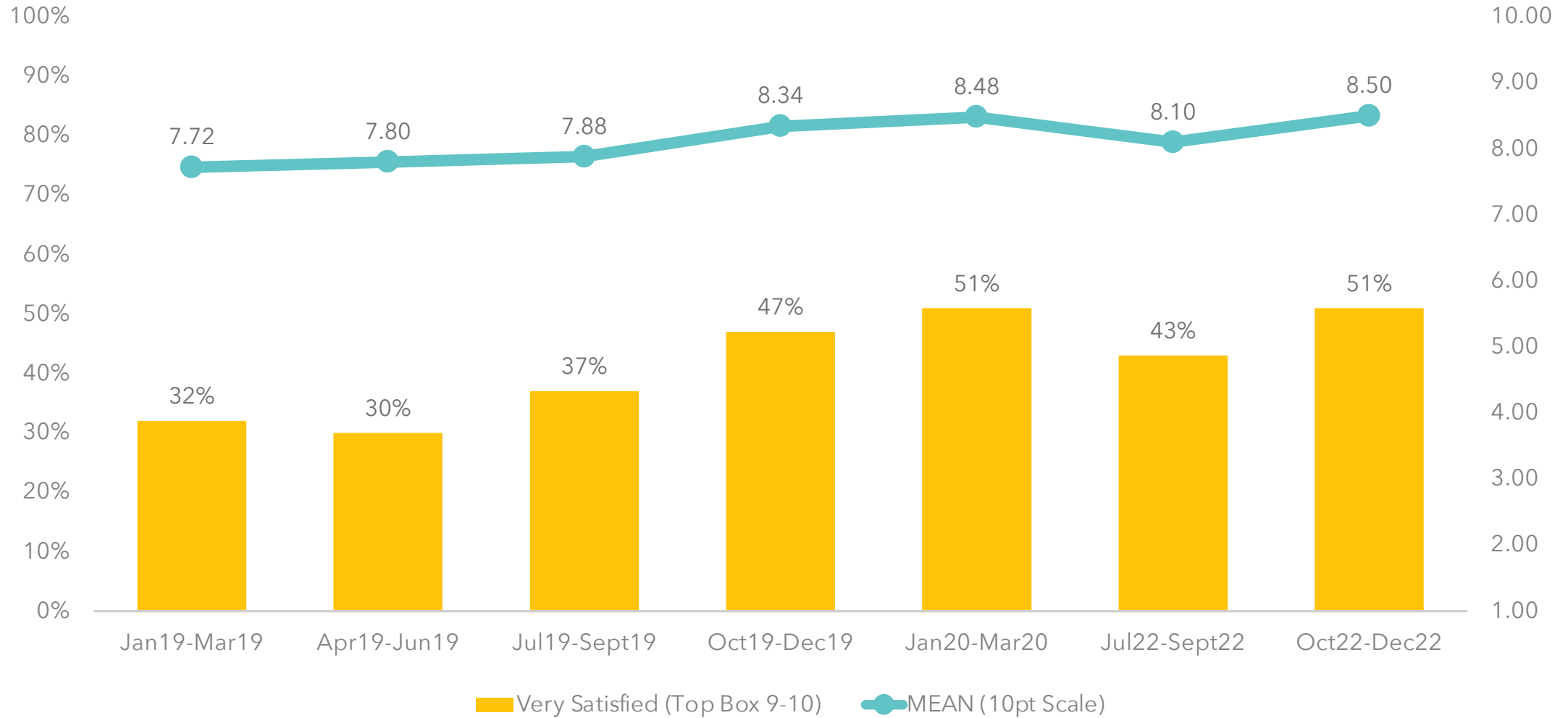*Q: How much in total did you spend on your purchases at the airport for shopping, dining, etc?*
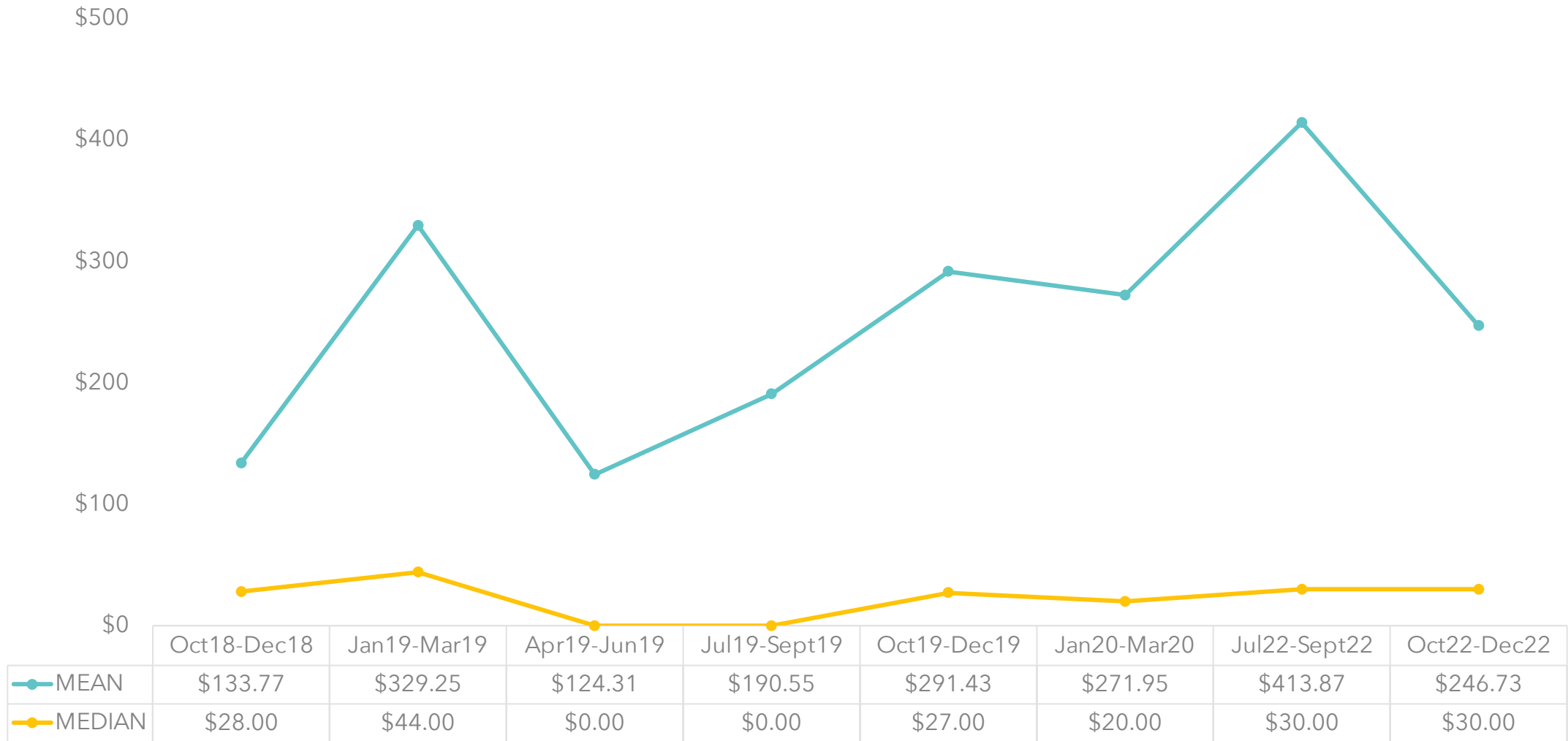
SECTION 4

VISITOR SATISFACTION

OVERALL SATISFACTION – 10PT SCALE

Legend: Very Satisfied (Top Box 9-10) | MEAN (10pt Scale)

Period	Very Satisfied (Top Box 9-10)	MEAN (10pt Scale)
Jan19-Mar19	32%	7.72
Apr19-Jun19	30%	7.80
Jul19-Sept19	37%	7.88
Oct19-Dec19	47%	8.34
Jan20-Mar20	51%	8.48
Jul22-Sept22	43%	8.10
Oct22-Dec22	51%	8.50

Q: Overall, how satisfied are you with your experience while on Guam?

SWOT – POSITIVE ASPECT OF TRIP (5%+)

Category	Percentage
Beach/ ocean	32%
Relax	17%
Natural beauty	16%
Hafa Adai	7%
Weather	5%
Shopping	5%
Activities- variety	5%

Q: Please tell us about one detail that made your trip to Guam more enjoyable?

SWOT – NEGATIVE ASPECT OF TRIP (5%+)

Expensive	26%
Food	18%
Nothing	14%
Immigration	8%
More cultural activities	6%
Accommodations- cleanliness	6%
Ground trans	5%

0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50%

Q: Which one thing could be improved to make your stay on Guam more enjoyable?

SATISFACTION – ENTERTAINMENT

Chart — Satisfaction with Entertainment

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
Very Satisfied (Top Box 9-10)	38%	53%	64%	42%	46%	36%	42%
MEAN	8.09	8.41	8.60	7.76	7.91	7.48	8.03

Legend: ■ Very Satisfied (Top Box 9-10) ●— MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – SHOPPING

Very Satisfied (Top Box 9-10):
- Jan19-Mar19: 35%
- Apr19-Jun19: 47%
- Jul19-Sept19: 63%
- Oct19-Dec19: 53%
- Jan20-Mar20: 54%
- Jul22-Sept22: 28%
- Oct22-Dec22: 39%

MEAN:
- Jan19-Mar19: 6.96
- Apr19-Jun19: 7.63
- Jul19-Sept19: 8.53
- Oct19-Dec19: 8.30
- Jan20-Mar20: 8.31
- Jul22-Sept22: 6.80
- Oct22-Dec22: 7.52

Legend: Very Satisfied (Top Box 9-10) — MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – DINING

Very Satisfied (Top Box 9-10)   MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – BEACHES

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
Very Satisfied (Top Box 9-10)	35%	56%	77%	73%	76%	64%	75%
MEAN	7.30	8.13	9.10	8.96	9.04	8.76	9.10

Very Satisfied (Top Box 9-10)   MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – PARKS

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
Very Satisfied (Top Box 9-10)	22%	43%	59%	42%	47%	38%	40%
MEAN	6.83	7.83	8.38	7.72	7.96	7.68	7.90

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – ROADS

Chart data:

Period	Very Satisfied (Top Box 9-10)	MEAN
Jan19-Mar19	19%	5.93
Apr19-Jun19	41%	7.07
Jul19-Sept19	45%	7.67
Oct19-Dec19	34%	7.20
Jan20-Mar20	39%	7.33
Jul22-Sept22	31%	7.29
Oct22-Dec22	32%	7.26

Legend: ▬ Very Satisfied (Top Box 9-10) ●—● MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – SIGHTSEEING AREAS

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
MEAN	6.76	7.36	8.25	7.79	8.03	7.57	7.82
Very Satisfied (Top Box 9-10)	28%	46%	58%	43%	49%	30%	40%

Very Satisfied (Top Box 9-10)　　MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – SAFETY & SECURITY

100%   10.00

90%   9.00
        8.53   8.38   8.50   8.43   8.70
80%   8.00
7.37   7.55

70%   7.00

                62%   60%   62%
60%   59%
        46%   54%   6.00

50%   5.00

40%
36%   4.00

30%   3.00

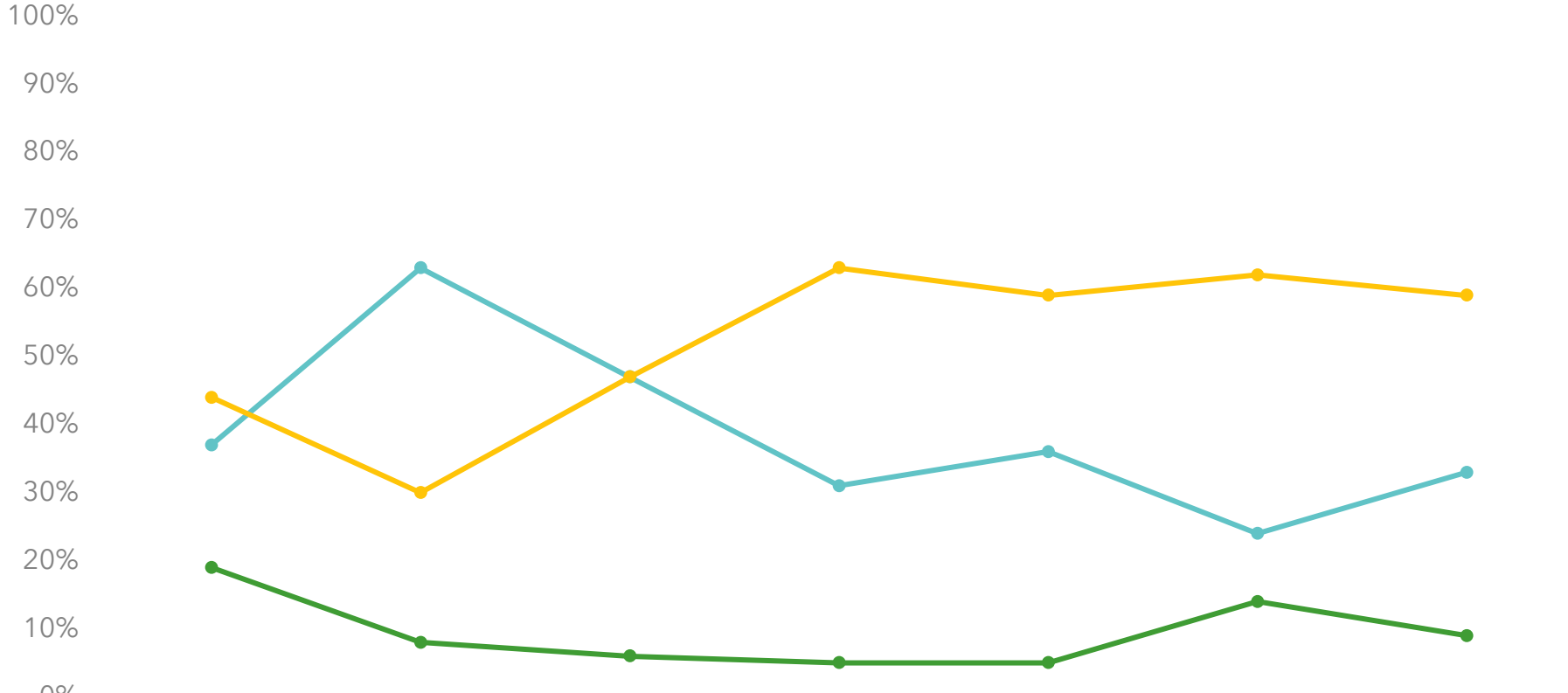20%   2.00

10%

0%   1.00
    Jan19-Mar19 Apr19-Jun19 Jul19-Sept19 Oct19-Dec19 Jan20-Mar20 Jul22-Sept22 Oct22-Dec22

        ▬ Very Satisfied (Top Box 9-10)   ●━ MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

[A]   GUAM VISITORS BUREAU   GUAM

SATISFACTION – ACCOMMODATIONS

Excellent (Top Box 9-10) | MEAN

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
MEAN	8.16	8.43	7.97	7.50	7.64	7.68	7.96
Excellent	45%	57%	43%	32%	35%	38%	41%

Q: Overall, how would you rate your lodging/ hotel accommodations?

BRAND ADVOCACY

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
Extremely likely (Top Box 9-10)	34%	39%	39%	53%	60%	55%	57%
MEAN	7.56	7.89	7.85	8.45	8.65	8.21	8.56

Legend: Extremely likely (Top Box 9-10) — MEAN

Q: How likely are you to recommend Guam to your family and friends?

BRAND LOYALTY

Chart showing "Extremely likely (Top Box 9-10)" as yellow bars and MEAN as a teal line:

Period	Extremely likely (Top Box 9-10)	MEAN
Jan19-Mar19	32%	7.41
Apr19-Jun19	46%	7.88
Jul19-Sept19	45%	7.52
Oct19-Dec19	46%	7.58
Jan20-Mar20	48%	7.69
Jul22-Sept22	51%	7.70
Oct22-Dec22	52%	7.78

Legend: Extremely likely (Top Box 9-10) ▬ MEAN

Q: How likely are you to return to visit Guam in the next three years?

TRIP EXPECTATIONS

Guam did not meet my expectations
9%

Guam exceeded my expectations
33%

Guam met my expectations
58%

Q: Would you say this trip to Guam...?

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
Exceeded expectations	37%	63%	47%	31%	36%	24%	33%
Met expectations	44%	30%	47%	63%	59%	62%	59%
Did not meet expectations	19%	8%	6%	5%	5%	14%	9%

Q: Would you say this trip to Guam...?

SECTION 5
VISITOR ACTIVITIES

SHOPPING AREAS – PENETRATION

ABC Stores	83%
K-Mart	67%
Micronesian Mall	64%
Premier Outlets	62%
Ross	62%
DFS	57%
Macys	34%
The Plaza	30%
JP Store	23%
Tumon Sands	16%
Agana SC	9%
Pacific Place	3%
Acanta Mall	1%

Q: Guam has a number of shopping malls and stores. Please check all those visited during this trip
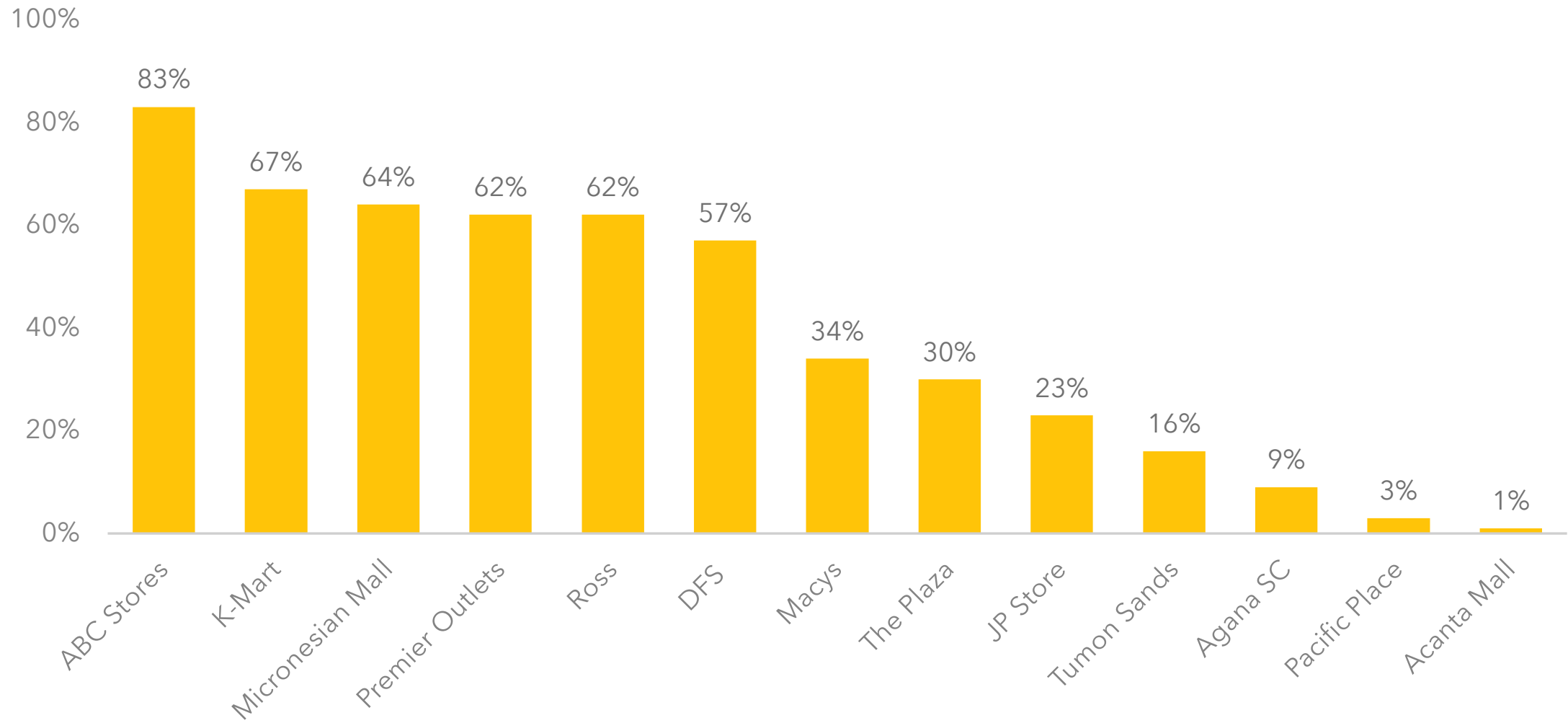
ACTIVITIES – SIGHTSEEING

Q: During this trip to Guam, which of the following activities did you participate in?

90

ACTIVITIES – RECREATION

Swimming in ocean: 65%
Beach/sunbathing: 58%
Shopping: 55%
Water park: 35%
Boat cruise: 11%
Spa: 4%
Off-roading: 2%
Hiking: 1%

Q: During this trip to Guam, which of the following activities did you participate in?

ACTIVITIES – SPORTS

Bar chart:

Activity	Percentage
Snorkeling	54%
Kayaking/canoe	16%
Scuba diving	7%
Fishing charter	5%
Jet ski	5%
Paddle board/surfing	5%
Golfing	5%
Parasailing	2%
Windsurf/Kitesurf	2%
Sporting event/tournament	1%
Gun shooting	0%

Q: During this trip to Guam, which of the following activities did you participate in?

ACTIVITIES – HISTORY, CULTURE, ARTS

Bar chart:

Activity	Percentage
Historic military site	22%
Chamorro night market	20%
Chamorro cuisine	14%
Local night market	10%
Chamorro culture	7%
Archeology site visit	2%
Village festival	1%

Q: During this trip to Guam, which of the following activities did you participate in?
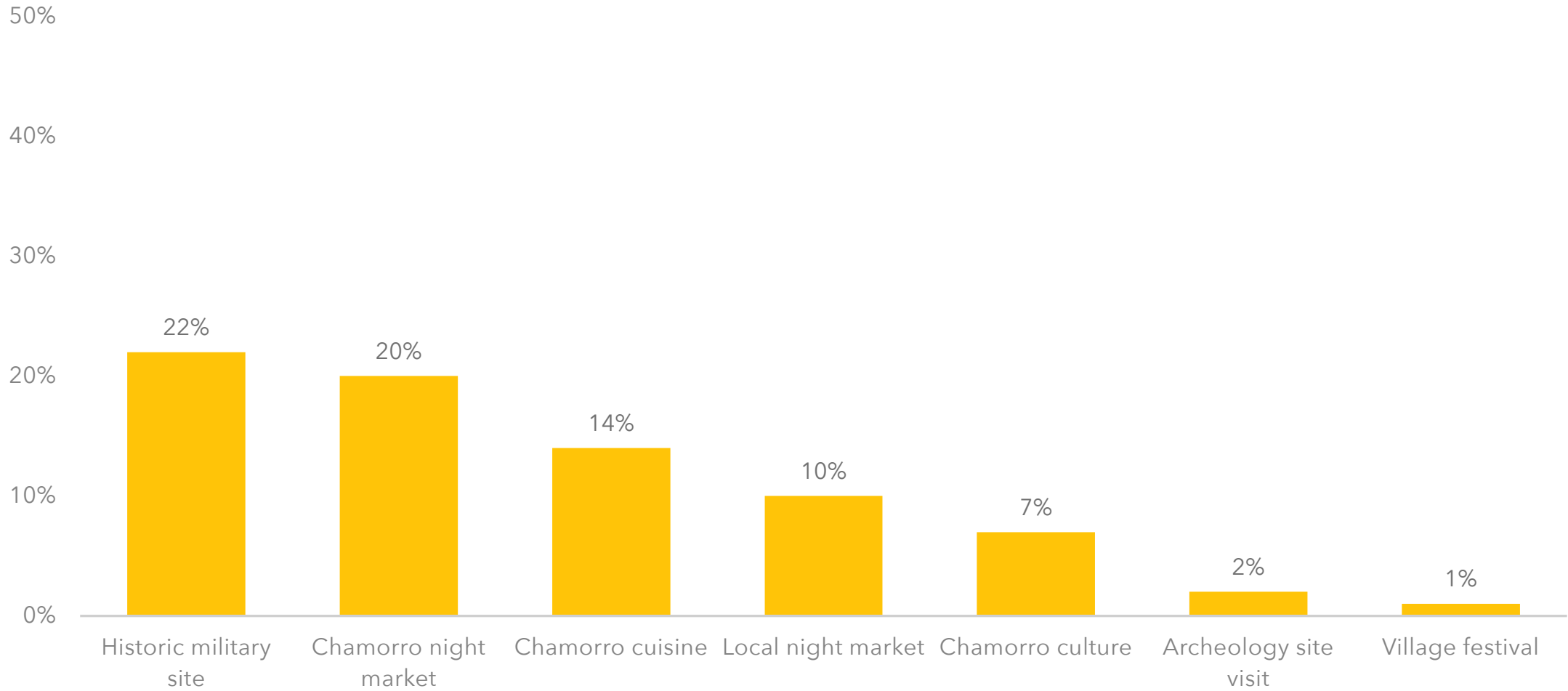
ACTIVITIES – ENTERTAINMENT & DINING

Bar chart showing activity participation:
- Café/ coffee shop: 63%
- Fast food: 51%
- Dinner show/ cruise: 42%
- Fine dining: 31%
- Live music/ stage show: 7%
- Nightclub/ dancing/ bar/ karaoke: 3%

Q: During this trip to Guam, which of the following activities did you participate in?
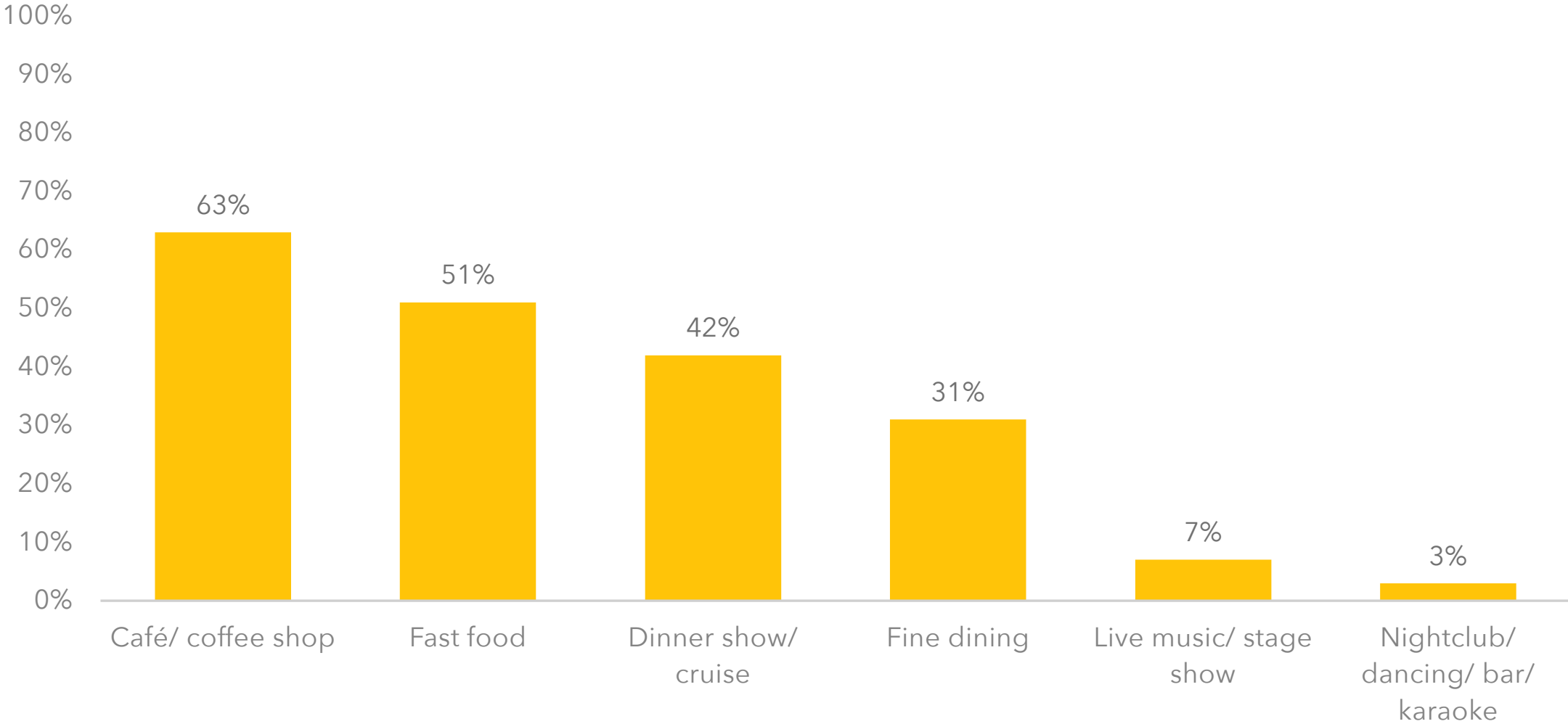
LOCAL ATTRACTIONS – TOP RESPONSES (5%+)

Bar chart:
- Two Lovers Pt: 47%
- Chamorro Night Mkt: 24%
- Fish Eye Marine Park: 16%
- Chamorro Village: 7%
- Guam Museum: 6%
- Gef Pago: 6%
- BIG: 5%

Q: During this trip to Guam, which of the following attractions did you visit?
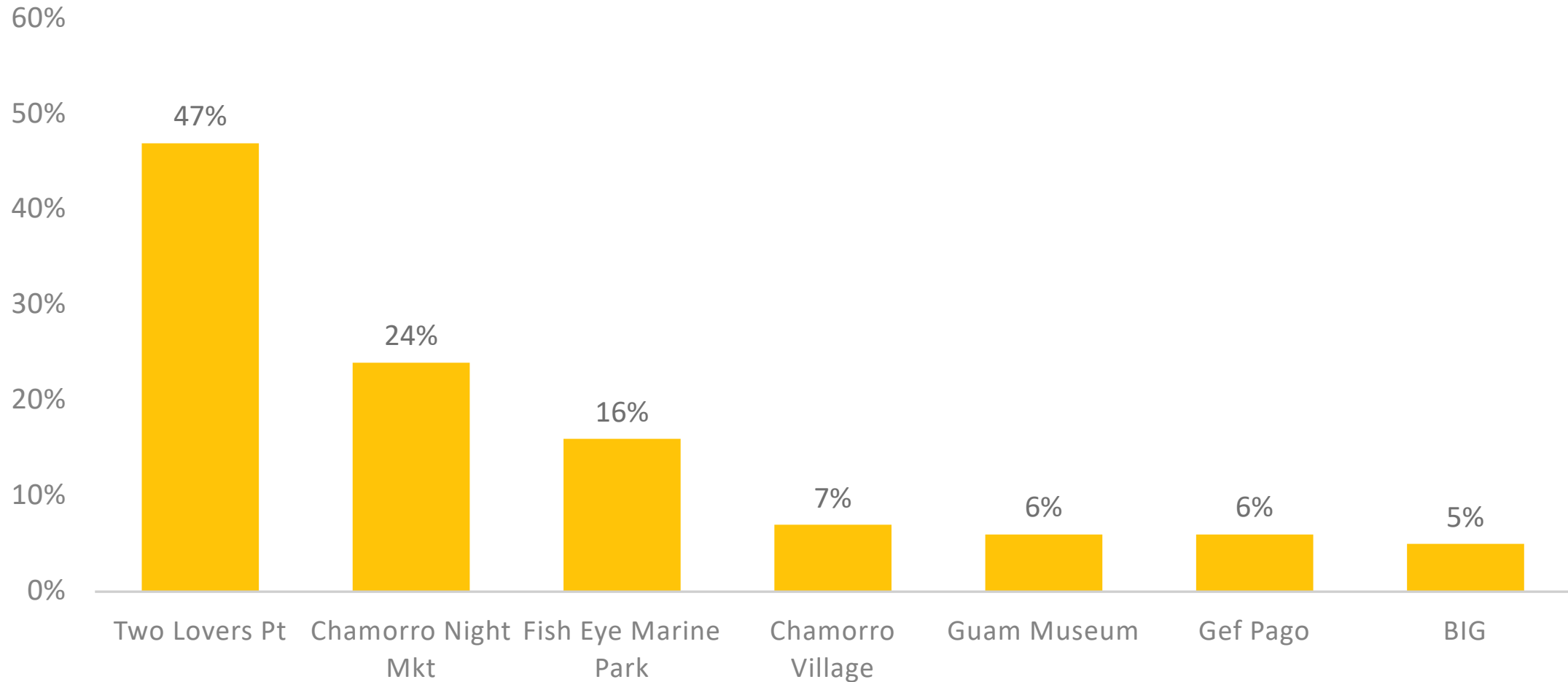
LOCAL CULTURE – OBSTACLES
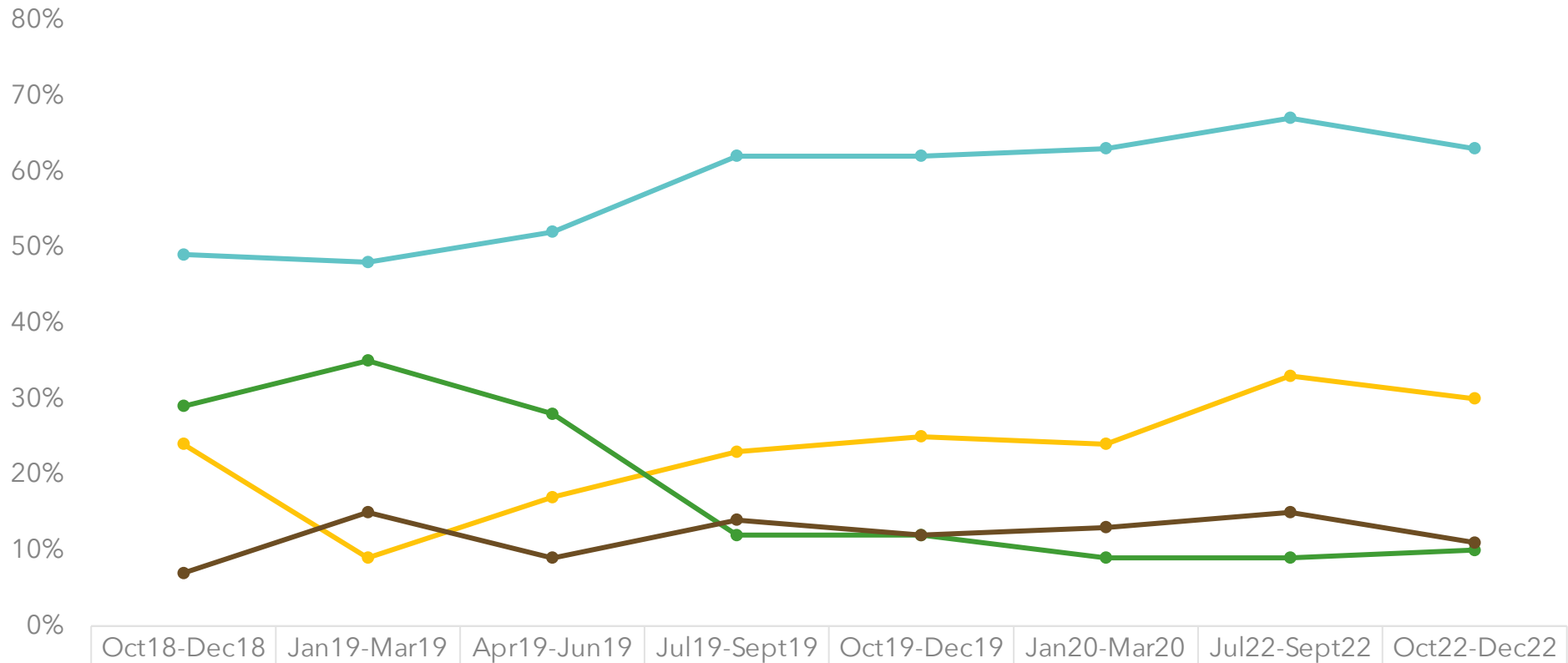
	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul22-Sept22	Oct22-Dec22
Schedule	49%	48%	52%	62%	62%	63%	67%	63%
Unaware	24%	9%	17%	23%	25%	24%	33%	30%
Did not want to	29%	35%	28%	12%	12%	9%	9%	10%
Did not know where	7%	15%	9%	14%	12%	13%	15%	11%

Q: Why did you not participate in any cultural activities or events during your recent stay on Guam?

SECTION 6
SOURCES OF INFORMATION

PRE-ARRIVAL SOURCES OF INFORMATION

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

GVB VISITOR SATISFACTION STUDY

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

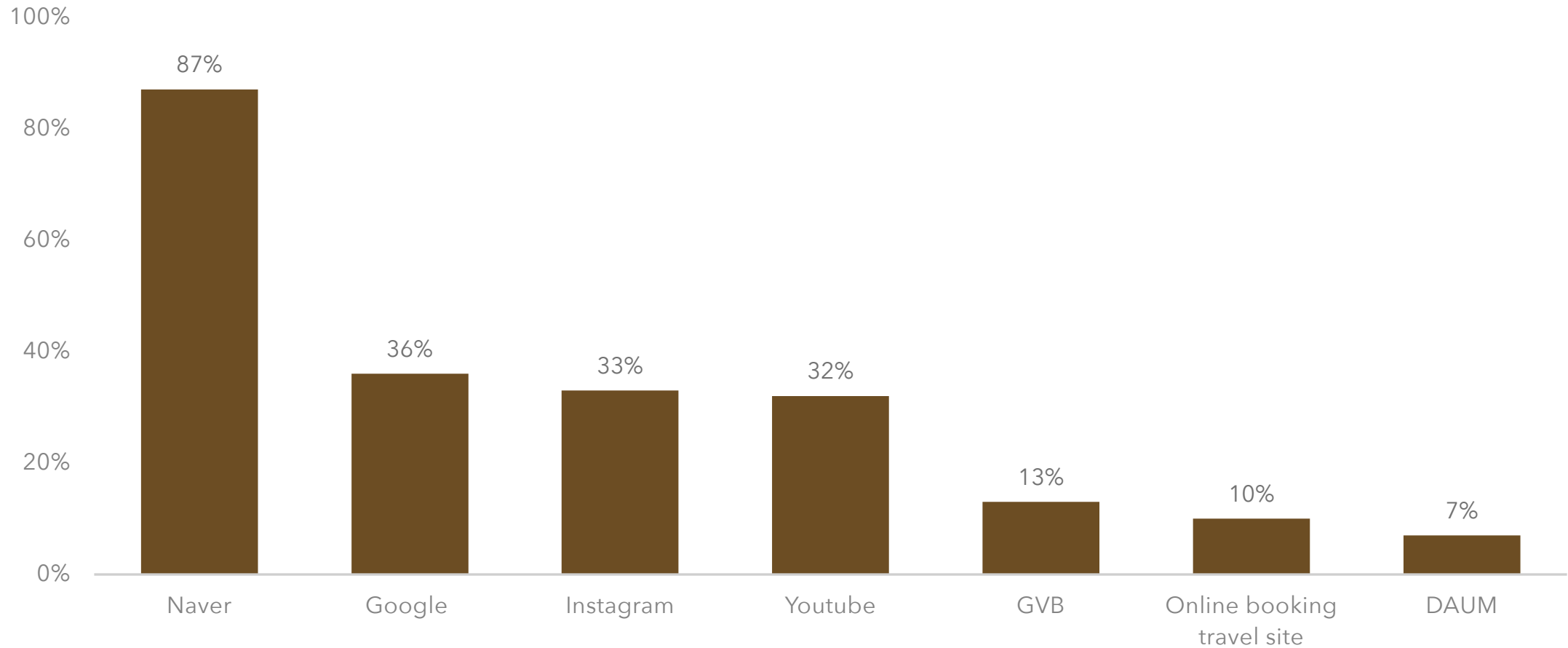|		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
		–	–	–	–	–	–	–	–	–
		(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
Q5	Internet/Mobile App	76%	77%	77%	71%	75%	85%	80%	67%	77%
	I have been to Guam before	34%	36%	37%	18%	a	5%	10%	72%	35%
	Social media	31%	31%	32%	27%	a	49%	40%	25%	31%
	Friend or relative	27%	27%	27%	39%	50%	33%	40%	17%	26%
	TV	7%	7%	6%	10%	25%	5%	a	4%	7%
	Guam Visitors Bureau promotional activities	7%	7%	8%	2%	a	11%	a	8%	6%
	Co–worker/ company travel department	6%	5%	6%	8%	a	4%	a	2%	6%
	Travel guide book at bookstores	4%	5%	5%	a	a	2%	a	4%	4%
	Travel agent brochure	3%	3%	2%	6%	a	7%	10%	2%	3%
	Guam Visitors Bureau office	1%	1%	1%	a	a	a	10%	1%	1%
	Magazine (consumer)	1%	0%	1%	a	a	a	10%	0%	0%
	Newspaper	0%	0%	0%	a	a	a	10%	a	0%
	Radio	0%	a	0%	a	a	a	a	a	0%
	Travel trade shows	0%	0%	0%	a	a	2%	a	a	a
	Total	493	415	385	49	4	55	10	236	445

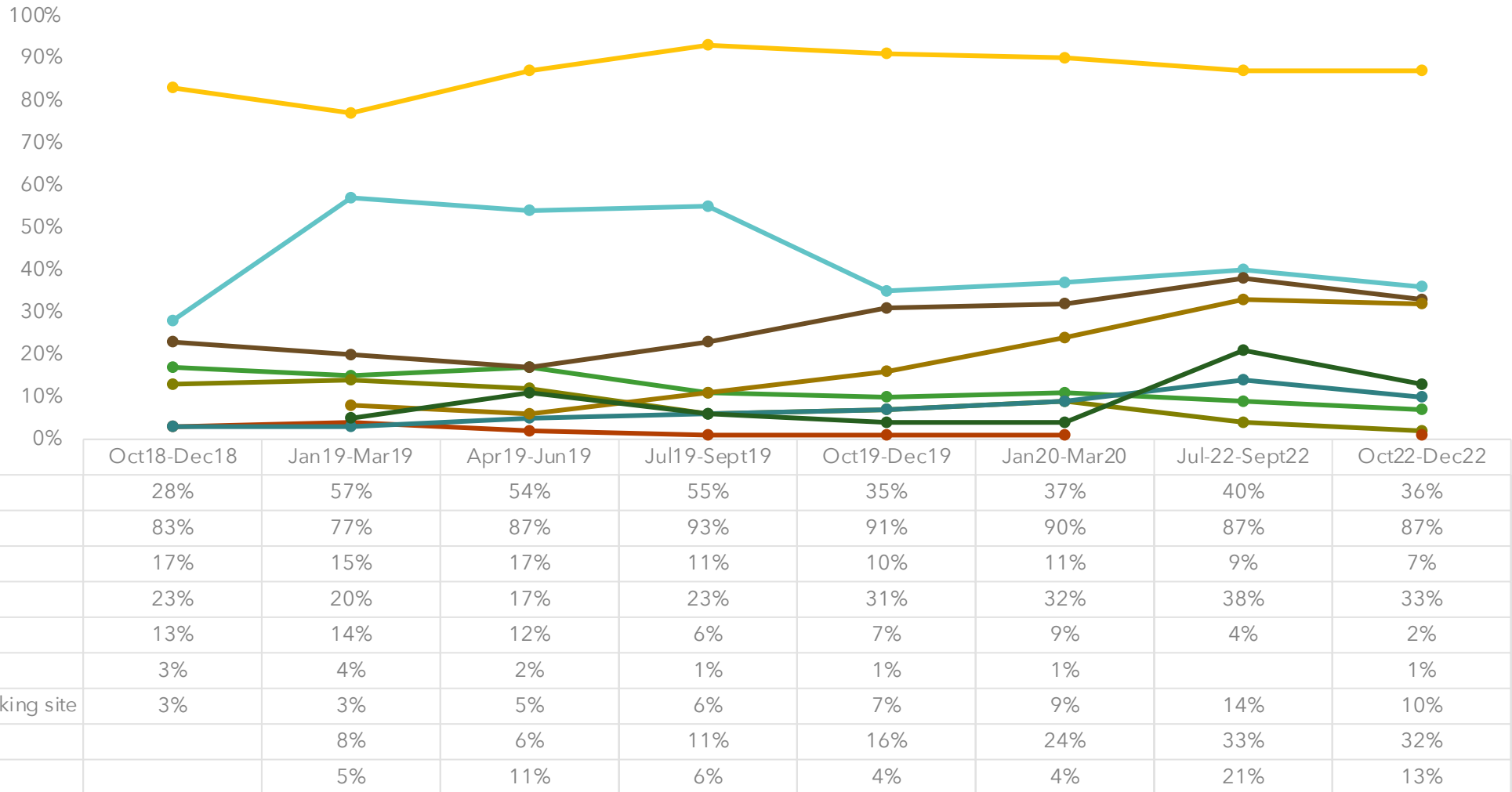*Prepared by Anthology Research*[b,c]

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Results are based on two–sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion.
   Significance level for upper case letters (A, B, C): .05

c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

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

ONISLE SOURCES OF INFORMATION

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

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	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
		–	–	–	–	–	–	–	–	–
		(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
Q6	Internet/ Mobile App	73%	76%	75%	69%	50%	75%	70%	76%	74%
	Social Media	53%	53%	55%	49%	50%	58%	60%	51%	53%
	Hotel staff	19%	20%	20%	20%	a	15%	20%	20%	21%
	Taxi drivers	10%	11%	10%	12%	a	18%	a	11%	10%
	Guide books I brought with me	10%	11%	9%	16%	a	13%	20%	9%	10%
	Other visitors	9%	9%	8%	12%	25%	9%	a	11%	9%
	Local people	7%	6%	8%	4%	25%	4%	20%	6%	7%
	Signs/ advertisement	6%	7%	6%	12%	a	7%	a	8%	6%
	Tour staff	5%	5%	3%	14%	a	11%	20%	3%	5%
	Guam Visitors Bureau	5%	4%	5%	a	a	2%	10%	7%	5%
	Visitors channel	4%	4%	4%	6%	a	5%	a	3%	4%
	Restaurant staff (outside hotel)	3%	3%	3%	a	a	2%	a	3%	3%
	Local publication	3%	2%	3%	a	a	2%	10%	4%	3%
	Retail staff	1%	1%	1%	2%	a	4%	a	1%	1%
	Total	493	415	385	49	4	55	10	236	445

Prepared by Anthology Research[b,c]

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion.
Significance level for upper case letters (A, B, C): .05

c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

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

ONLINE SOURCES OF INFORMATION

Q: Which internet or social media sources, if any, did you use to learn about Guam?

ONLINE SOURCES OF INFORMATION

	Oct18-Dec18	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jul-22-Sept22	Oct22-Dec22
Google	28%	57%	54%	55%	35%	37%	40%	36%
Naver	83%	77%	87%	93%	91%	90%	87%	87%
DAUM	17%	15%	17%	11%	10%	11%	9%	7%
Instagram	23%	20%	17%	23%	31%	32%	38%	33%
Facebook	13%	14%	12%	6%	7%	9%	4%	2%
Twitter	3%	4%	2%	1%	1%	1%		1%
Online booking site	3%	3%	5%	6%	7%	9%	14%	10%
Youtube		8%	6%	11%	16%	24%	33%	32%
GVB		5%	11%	6%	4%	4%	21%	13%

Q: Which internet or social media sources, if any, did you use to learn about Guam?

SECTION 7
IMMIGRATION

IMPACT OF AIRPORT IMMIGRATION SVC ON FUTURE TRAVEL TO GUAM

Chart: Immigration Will Impact Future Travel To Guam

Period	Value
Oct18-Dec18	34%
Jan19-Mar19	37%
Apr19-Jun19	21%
Jul19-Sept19	25%
Oct19-Dec19	42%
Jan20-Mar20	44%
Jul22-Sept22	51%
Oct22-Dec22	41%

— Immigration Will Impact Future Travel To Guam
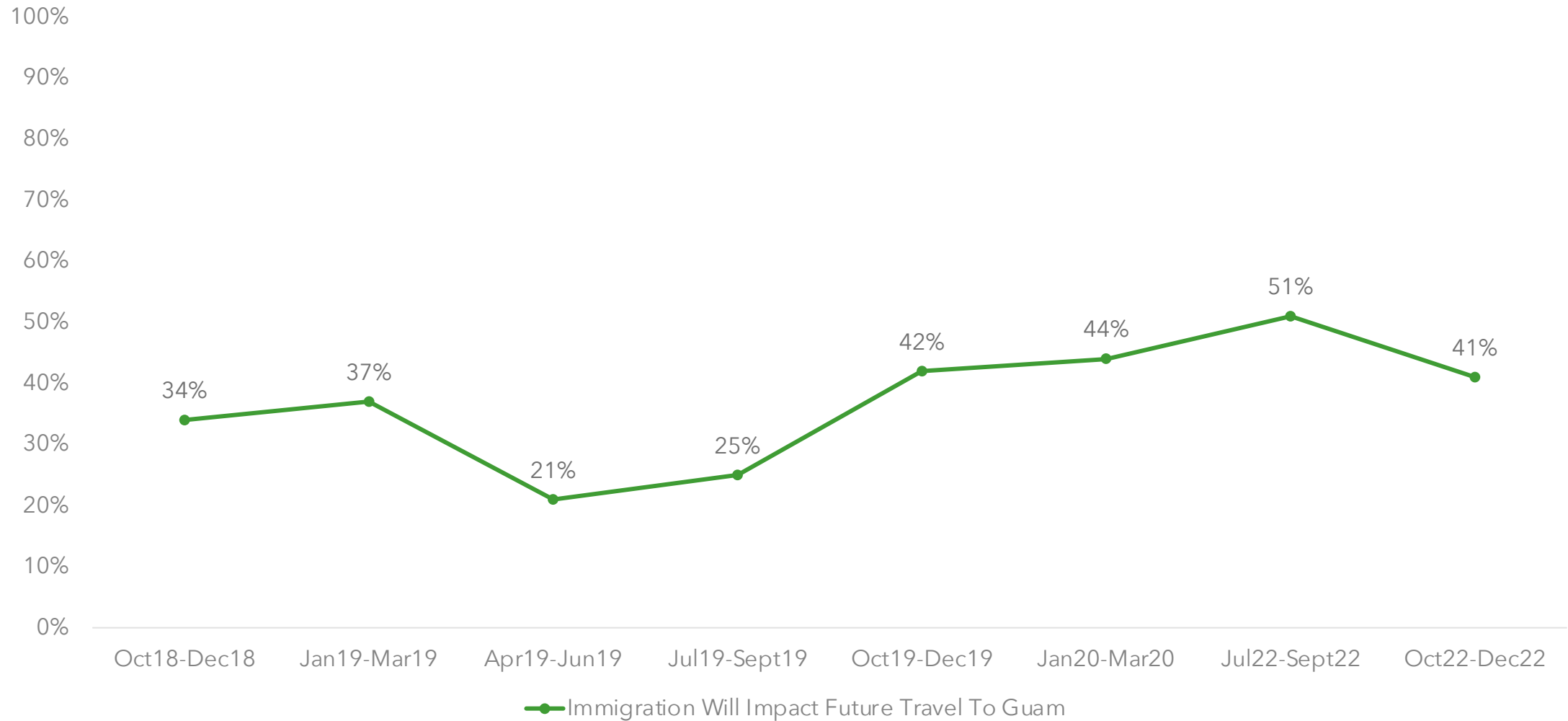
Q: Do you think the security screening and/or immigration process here at the Guam International Airport will affect your decisions to visit Guam again in the future?

Guam Visitors Bureau
Visitor Exit Survey – Korea
Q1 2023
Verbatims

REGION_14_TEXT Prefecture/ Region: (Answered "Other (please specify")

- Daejeon
- Daejeon
- Daejeon
- Daejeon
- Daejeon
- Daejeon
- Goyang City
- Gwacheon
- Jeju
- Jeju
- Jeju Special Self-Governing Province
- JejuIsland

SG_9_TEXT Tour Company: (Answered "Other (please specify")

- Airtel.com
- Airtel.com
- farm tour
- free travel
- Free travel (individual reservation)
- Guam Mall
- Guam Play
- Guam Zoa
- Honeymoon Resort
- Honeymoon Resort
- Hotel Inn
- Hotel Pass
- It's a trip
- on vacation
- online tour
- online tour
- online tour
- planet tour
- schoolteacher
- Teacher Tour
- Teacher Tour
- Treasure Island Tour

- Triptoz
- yellow balloon
- yellow balloon
- yellow balloon
- yellow balloon
- yellow balloon

Q2b [IF RATED "6" OR LOWER IN Q2] What would have to happen to make you more likely to recommend Guam to your family and friends?

- 1. Maintenance of roads and facilities 2. Development of tourism products
- A little more friendly information Stores and shopping malls open normally
- A variety of food convenient transportation
- A variety of specialty products. (Like Southeast Asia, local unique culture, food)
- Activation of commercial districts, development of events
- activity
- As before the pandemic, commercial stores are activated. Naturally, more tourists are likely to come when prices are lowered.
- beautiful scenery
- Because of the covid-19 situation, the fun of shopping is somewhat lacking, so I hope to supplement shopping
- Best as a vacation spot.
- Cheap prices, hotels, meals, transportation (bus, taxi) Generally more expensive than Korea... Lack of convenience for entry [for those who lack English] etc..
- Compared to my visit 10 years ago, it was regrettable that they still hadn't developed.
- Compared to other travel destinations, the resort fee is expensive, but the facilities and services are worse
- Continued promotion of Guam.
- Development of transportation facilities and entertainment
- Don't ask for tips outright. Restaurants that accuse tourists of restaurant checkout scams (overpriced) should be eliminated.
- Expansion of shopping range Preservation of nature tourism
- facility investment
- food is too salty Food is not plentiful. Hamburgers, pizza, chicken, etc. are not Guam's traditional foods.
- Golf course condition needs improvement
- Guam.. Road maintenance.. Food..
- Hotel and Restaurant Renewal
- I am willing to recommend it if there is a solution to the fact that many shops are closed due to the influence of covid-19, and if there is a price advantage compared to Korea when shopping. And it seems that tourism products should be more than before covid-19.
- I came back after 4 years and it was my 4th visit, but the prices were too high so I couldn't enjoy sightseeing shopping as much as I wanted.
- I felt the need to change the shopping malls and entertainment in tourist areas to something more up-to-date. The shopping malls in the center of Guam overall felt very outdated.
- I hope restaurants and shopping centers will be active again like before.

- I went a bit quickly after the covid-19 was resolved, and all the shops were closed, so when I first visited it, it felt a bit dreary. Need activate Guam and population.
- I wish there was no compulsory tipping in some restaurants
- I wish there were more restaurants in Guam, and the children's water play facilities are out of date.
- I wish they added more sights.
- I would like to be able to travel here and there at a cheaper price by subsidizing means of transportation such as taxis. It was difficult to go to many places because the burden of transportation was higher than expected.
- Improvement of outdated facilities
- Improving aging of urban infrastructure and buildings
- Infrastructure facilities such as hotels need remodeling.
- It is necessary to improve the aesthetics of roads and buildings, and to revive the characteristics of shopping malls, etc.
- It is urgent to build a way to get to the city from the airport
- It seems that various flight times are needed. I hope that various tourism products will be developed. It seems necessary to cut prices on food and tourism products.
- It was inconvenient because there was no goods in the shopping mall because there was a setback in the logistics of covid-19.
- It would be nice if the airport check-in process was faster
- It would be nice to introduce a variety of experience programs so that you can experience various experiences and activities in Guam, going further than the image of traditional recreation and shopping that Guam has as a tourist destination. This is because recreation and shopping have clear limits to provide a reason to come back to Guam again. I think it is necessary to develop a program that allows travelers to directly experience and feel the charm of Guam's colorful tourist destinations. For example, I believe that new programs such as mountain trekking courses, visits to historical sites, and flea markets that participate in energy/resource conservation are desperately needed to attract visitors who have already visited. In addition, it is hoped that the range of transportation choices, which are concentrated on rental cars, will be expanded through the introduction of public buses that travelers can choose as a means of transportation and short intervals between dispatches.
- It's hard because there are no Korean staff. Most of the tourists are Koreans… I had something to complain about, but I couldn't because there were no Korean staff at the hotel.
- It's not the same atmosphere as before covid-19. Many shops were also closed, and there were no people in the main street, so there was no tourist atmosphere. I was disappointed that there weren't as many places to shop as before.
- It's unfortunate, but I don't think I'd recommend it. I visited in 2011 and revisited after 10 years. I don't know if it's the aftermath of the corona pandemic, but I feel like it's worse than 11 years ago. In order to increase the likelihood of recommendation, it seems that there are many things to be done at the government level, such as renovation of old hotels and revitalization of the central commercial district, and it seems necessary to promote at the level of the local government, not at the level of individuals or the tourism office, such as attracting foreign investment.
- Low prices, a variety of food, and a variety of entertainment should be provided.
- Maybe we should pay more attention to food.
- Not clean, poor facilities
- Overall Revitalization of Guam
- Price reduction, tourist attraction renewal

- Promotion of public transportation and provision of various tropical fruits at meals
- Public transportation increased, tourist attractions need Korean language signage
- Renovation of aging tourist facilities.
- Repair of outdated facilities and cost-effective services and tourism products.
- revival of trade
- shopping
- Shopping, various facilities, and technical parts seem to need development. It has become Guam, where prices are high and there is nothing particularly attractive.
- Stable prices (too expensive)
- The aging environment needs to be improved. Prices are high, but recently built hotels are good, and other infrastructure is too lagging behind. US prices. The environment outside the hotel is Philippines
- The beach is good.
- The development of wellness programs is urgent. Currently, the global wellness market accounts for 4.4 trillion won, and it is confirmed that it will grow further in the future. In particular, since Guam is a small island country, if each hotel develops a wellness program for tourists and promotes it locally as well as tourists, it will be more advantageous to travel to Guam. Let's make Guam the holy land of wellness.
- The food didn't suit me (salty or bland)... It would be nice if there was a Korean restaurant at the resort
- The food is not good... There are not too many tourist sites. Many stores are closed because of the coronavirus.
- The hotel condition is very poor compared to the hotel remodeling price
- The price is outrageously expensive compared to the quality of the food and activities.
- The price is too high. It is inconvenient to go to the airport.
- The price was expensive because the exchange rate of funds was too high, but I think I will recommend it if it lowers later
- The resort facilities are inferior compared to the accommodation cost, and if there is no improvement, the merits compared to other travel destinations are much lower. Although there is a clean sea a short distance from Korea, the overall environment needs improvement compared to the number of tourists.
- The tourism service that has been done so far is maintained, but the awareness and change of island maintenance and tourism service workers are needed.
- There are many places that are closed due to covid-19 and there are not many places to play in the evening. It is necessary to develop a program that can be enjoyed in the evening. 1) Revitalization of the market: Increase the opening days of the market and open the night market (it was difficult to visit the market if you did not stay for more than a week) 2) Introduce the advantage of using Japanese yen at duty free shops (low yen, high exchange rate for the dollar) 3) Long trolley intervals . I wish the interval between trains was shorter. 4) Increase public transportation facilities for travelers.
- There were many places that were closed in the aftermath of covid-19. It's a pity that the shopping center doesn't have too many items.
- Transportation is expensive.
- Transportation is too inconvenient and taxi fares are too expensive
- Transportation needs to increase. Taxis should be cheap.
- variety of high quality food

- When I went to Guam 10 years ago and recently, the nature of Guam was very beautiful. However, the Guam hotel staff and restaurant staff were the most unfriendly of all the hotels I have been to. The reason we travel is to be happy, but I don't think there's any reason to go there again if the local people make you feel very bad. Unless you have a kind mindset, the bad perception of Guam will not change.

Q7_11_TEXT Which internet or social media sources, if any, did you use to learn about Guam? **(Please check all that apply)** (Answered "Other (specify:)")

- Guam Play
- Instagram
- Namu Wiki
- Netflix
- T membership
- tour tips
- tripadvisor
- tripadvisor
- triple app

Q22_7_TEXT What did the package trip include? **(Please select all that apply)** (Answered "Other")

- 3 times of golf
- individual
- not package
- Scuba equipment rental
- Travel insurance, pick-up
- u-sim card

Q30_4_TEXT In this section we would like to know what additional spending you and your family/travel party spent while on Guam. **Other Spending:** (Answered "Other (please specify)")

- carrier
- Etc
- hotel accommodations
- kid toy
- medicine
- tips etc.

Q33_17_TEXT Which ONE detail made your trip to Guam more enjoyable? ? **(Please select only one)** (Answered "Other (please specify)")

- Global entry examiners are the friendliest
- golf
- golf
- It was nice to be able to drive freely.
- Snorkeling

Q34_19_TEXT If applicable, which ONE thing could be <u>improved</u> to make your stay on Guam more enjoyable? **(Please select only one)** (Answered "Other (please specify)")

- activate shopping
- Advance notification of the amount included in the rental car full liability insurance. Prompt reinforcement of road damage. Responsible follow-up of the hotel is required in case of injury in the hotel.
- During the trip to the southern beach tourist destination, the facilities for restaurants, restrooms, and rest areas were very poor and the quality was very low. I went to believe the article introduced on the Internet, but I was very disappointed.
- High price for an old hotel
- I can't see the lane too much when using a rental car
- It would be nice if frozen drinking water could be sold (paid)
- It would be nice if the shopping mall's holidays were placed in each hotel. I couldn't even shop. I didn't know it was a holiday on Christmas Day
- It's my first visit in three years because I participated in a bicycle race, and there are too many wild dogs and big dogs on the coastal road. I was threatened by dogs all 5 days.
- Many places are closed due to covid-19
- old airport
- Overall improvement of the Guam ship and extensive changes and renovations are needed to match the times.
- Ritidian operation
- Road maintenance lanes, etc. are not visible
- Road maintenance required
- Road Needs Repair
- Roads need improvement
- Severe restrictions on personal items (lighters, etc.) upon departure from Guam Airport.
- Taxi fare is too expensive
- Taxi stand (Filipino) I take a taxi to the hotel and ask for an overcharge
- There were not too many bookstores

Q35_14_TEXT Guam has a number of shopping malls and stores. **(Please check all those <u>visited</u> during this trip)** (Answered "Other (please specify)")

- airport duty free
- airport duty free
- Gucci store
- I knew it was closed on the same day, so I only went to the one that was always open.
- Payless
- private little shop
- shop in the hotel

Q38_12_TEXT During this trip on Guam, which of the following activities did you participate in? (Select all that apply) **Sports:** (Answered "Sports event/tournament (Specify):")

- archery
- ocean walk

Q39_9_TEXT During this trip on Guam, which of the following activities did you participate in? (Select all that apply) **History, Culture & Fine Arts:** (Answered "Festival/event (Specify):")

- Circus
- Dededo flea market
- New Year
- New Year fireworks
- Starlight festival