Korea Visitor Tracker Exit Profile & Market Segmentation Report

FY 2023 RECAP

[ANTHOLOGY®] RESEARCH

GUAM VISITORS BUREAU

GUAM

Background and Methodology

- Anthology Research conducted quantitative research in the form of an online survey from October 31, 2022 to October 16, 2023.
  - FY 2023: A total of **1,683** completed surveys were collected among visitors from Korea who were on island between October 1, 2022 and September 30, 2023. The margin of error for a sample of 1,683 is +/- 2.39 percentage points with a 95% confidence level.
- The self-administered online survey utilized email addresses collected by the Guam Electronic Declaration Form (Guam EDF), a mandatory digital form that all arriving passengers complete before entering Guam.

Note on Tracking Data

- This report shows data for FY2023 tracked against Visitor Exit Survey data from prior periods.

- The COVID-19 pandemic significantly disrupted to Guam from every market area in FY2020, FY2021 and FY2022. Thus, tracking data are shown for FY2019 and prior periods.

- The methodology used in the Visitor Exit Survey changed in FY2023 to rely on email invitations derived from the Guam EDF, which was not available in prior periods. Surveys conducted in FY2019 and prior periods utilized an in-person intercept survey of departing visitors at the A.B. Won Pat International Airport.
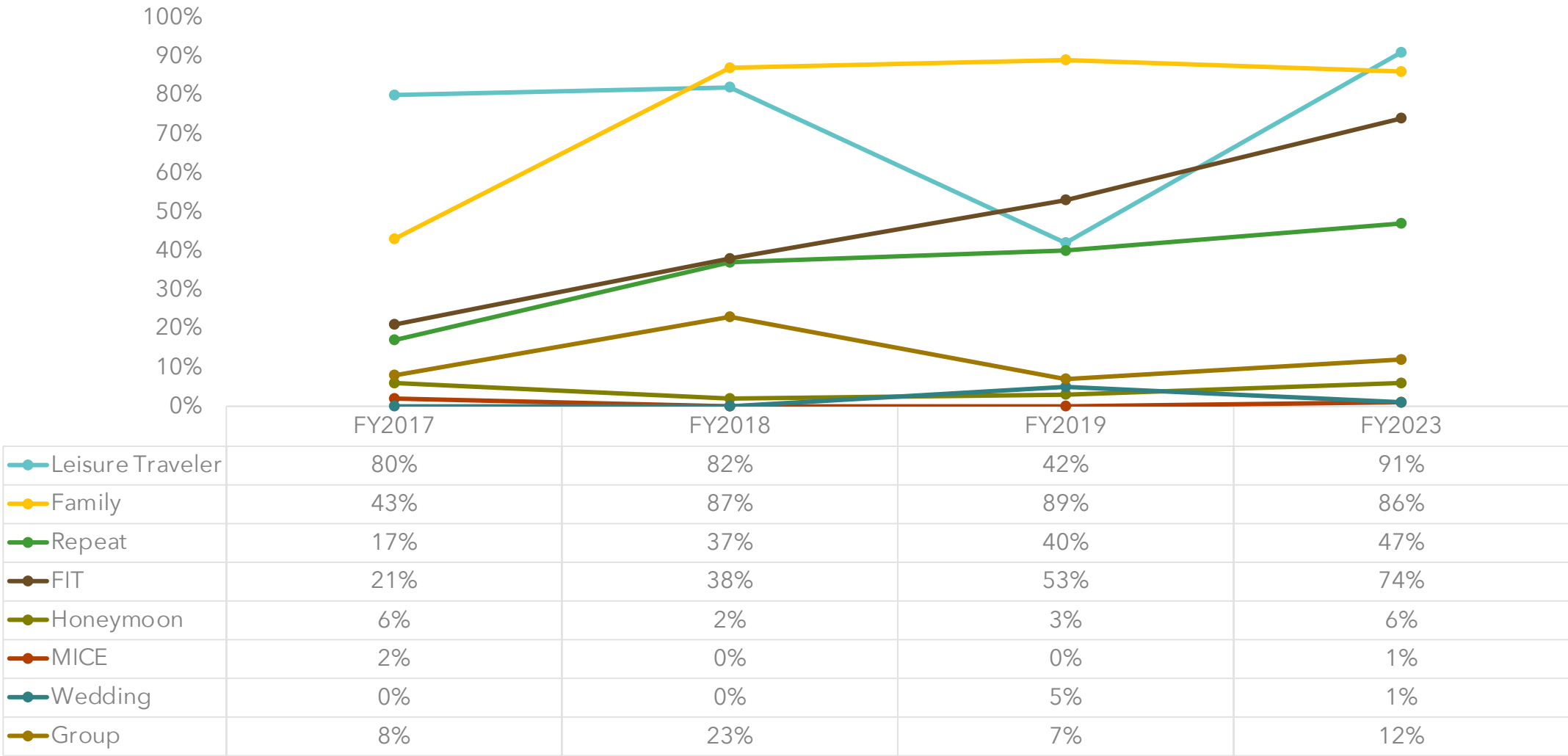
Objectives

- To monitor the effectiveness of the Korean seasonal campaigns in attracting Korean visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Korean marketing plan.

- Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.

Key Highlighted Segments

- The specific objectives were:
  - To determine the relative size and expenditure behavior of the following market segments:
    - Families (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

	FY2017	FY2018	FY2019	FY2023
Leisure Traveler	80%	82%	42%	91%
Family	43%	87%	89%	86%
Repeat	17%	37%	40%	47%
FIT	21%	38%	53%	74%
Honeymoon	6%	2%	3%	6%
MICE	2%	0%	0%	1%
Wedding	0%	0%	5%	1%
Group	8%	23%	7%	12%

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SECTION 1
PROFILE OF RESPONDENTS

GENDER

Female 35%

Male 65%

MARITAL STATUS

Single
16%

Married
84%

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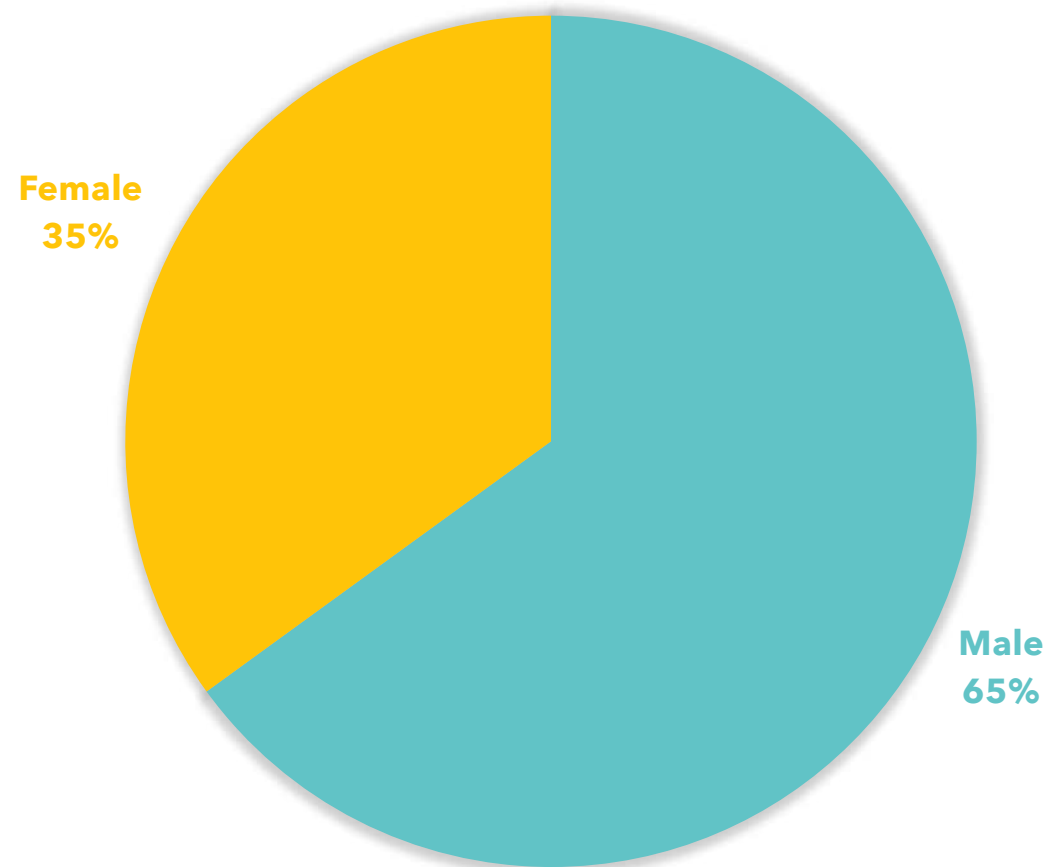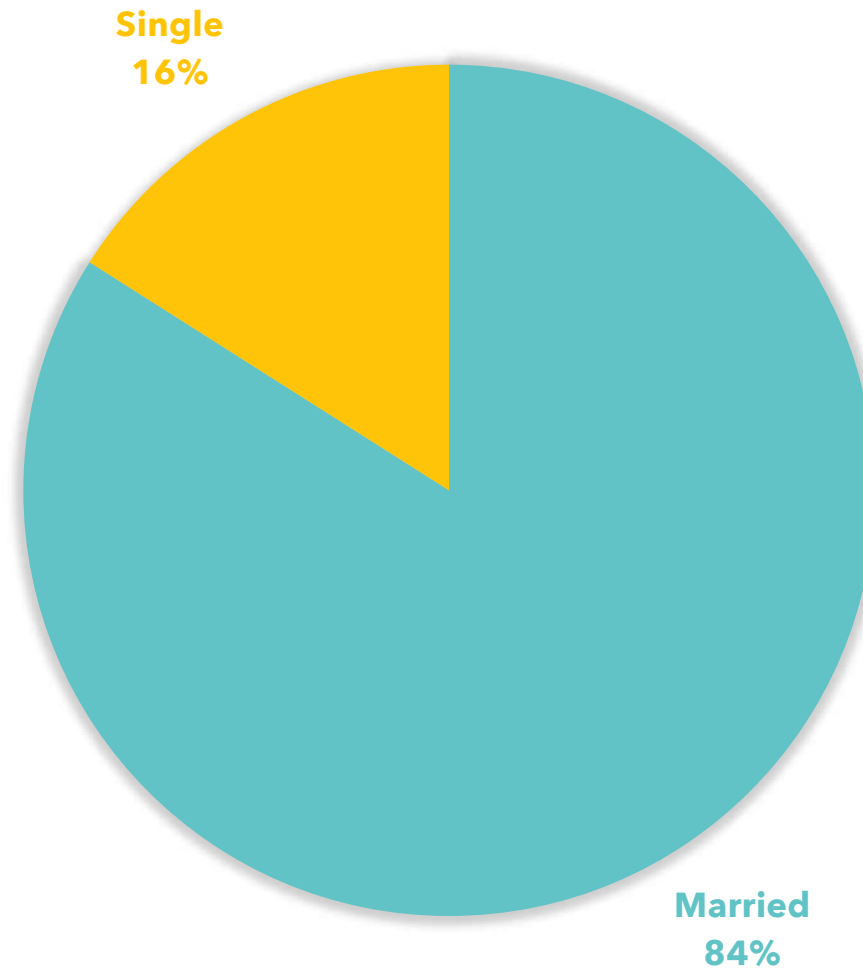
MARITAL STATUS – TRACKING

Married
- FY2007: 80%
- FY2008: 77%
- FY2009: 74%
- FY2010: 78%
- FY2011: 82%
- FY2012: 83%
- FY2013: 83%
- FY2014: 77%
- FY2015: 82%
- FY2016: 80%
- FY2017: 78%
- FY2018: 69%
- FY2019: 76%
- FY2023: 84%

Single
- FY2007: 20%
- FY2008: 23%
- FY2009: 26%
- FY2010: 22%
- FY2011: 18%
- FY2012: 17%
- FY2013: 17%
- FY2014: 23%
- FY2015: 18%
- FY2016: 20%
- FY2017: 22%
- FY2018: 31%
- FY2019: 24%
- FY2023: 16%

Legend: Married — Single

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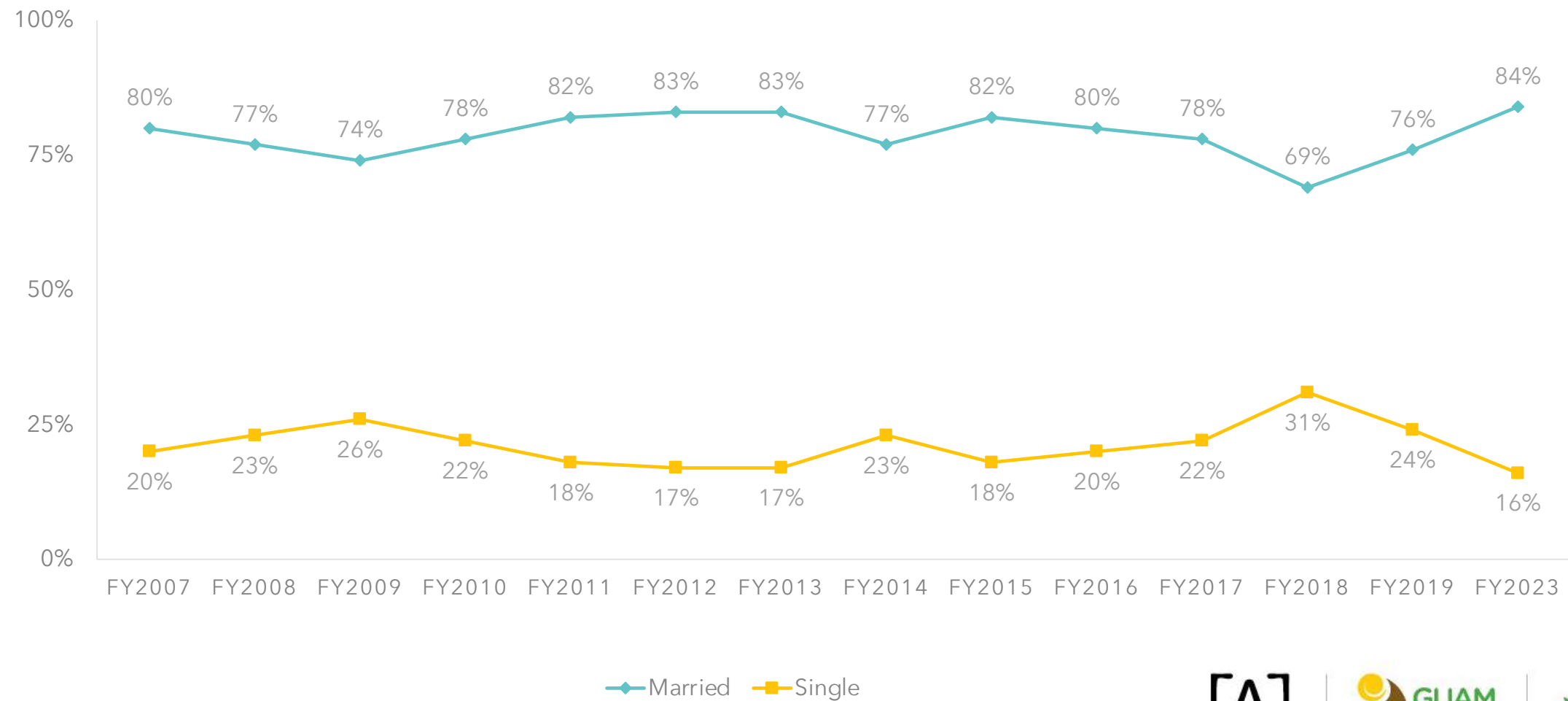
MARITAL STATUS – SEGMENTATION

GVB VISITOR SATISFACTION STUDY

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		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
		–	–	–	–	–	–	–	–	–
		(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
QE	Married	84%	92%	83%	79%	63%	97%	84%	89%	84%
	Single	16%	8%	17%	21%	37%	3%	16%	11%	16%
	Total	1683	1441	1252	203	19	105	19	795	1532

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 = 40.92
Median = 41

2%	41%	43%	10%	4%
18-24	25-39	40-49	50-59	60+

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

AGE – TRACKING

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2023
Mean	32.7	33.6	33.1	34.6	35	35.1	34.68	34.08	34.93	34.95	35.83	34.51	36.22	40.92

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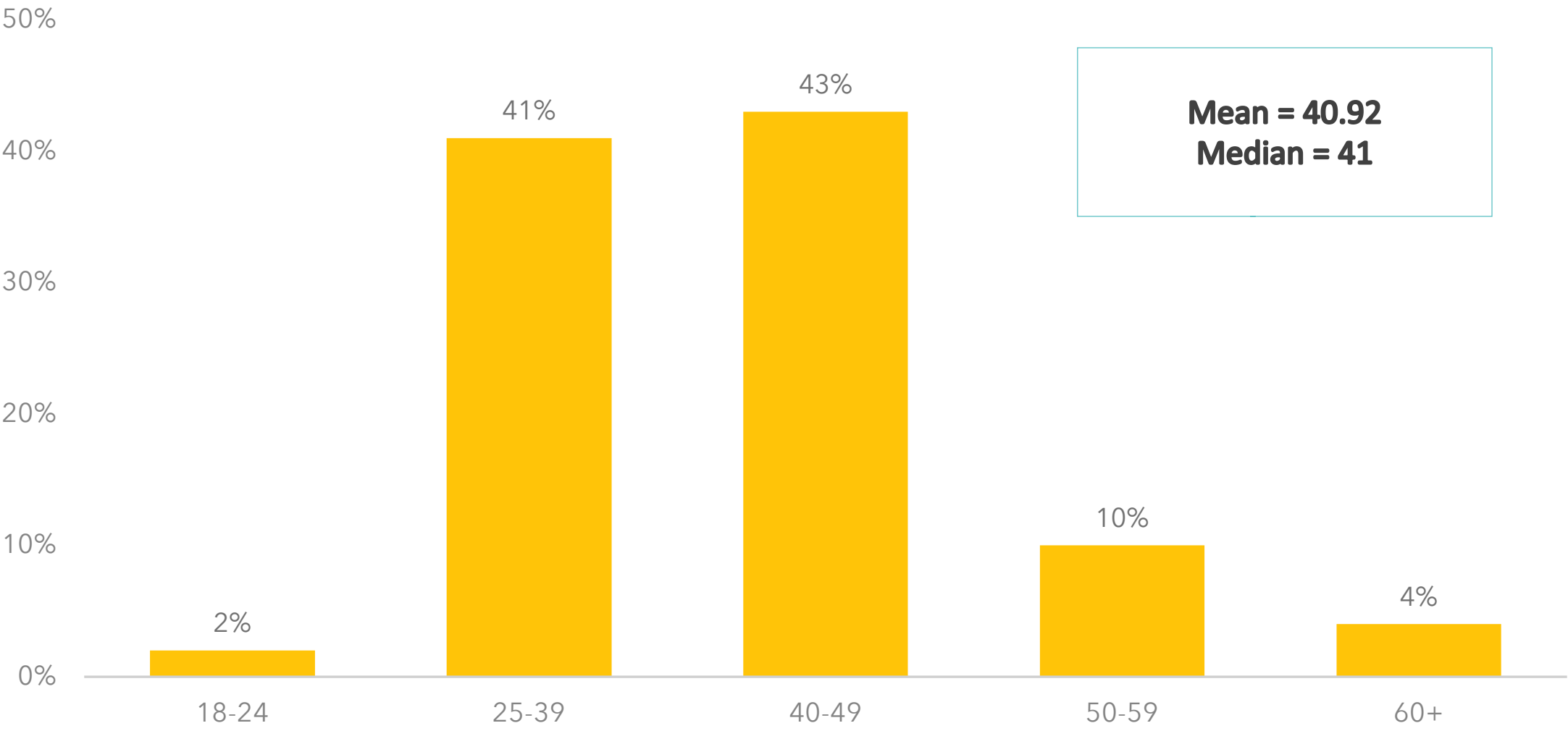
AGE – SEGMENTATION

GVB VISITOR SATISFACTION STUDY

...

		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
		--	--	--	--	--	--	--	--	--
		(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
QF	18–24	2%	1%	2%	5%	5%	1%	c	1%	2%
	25–39	41%	40%	44%	36%	37%	86%	79%	30%	41%
	40–49	43%	47%	42%	40%	47%	11%	5%	54%	45%
	50–59	10%	9%	9%	12%	11%	2%	11%	12%	9%
	60+	4%	4%	3%	6%	c	c	5%	4%	3%
	Total	1683	1441	1252	203	19	105	19	795	1532
QF	Mean	40.92	41.40	40.34	41.15	37.84	34.02	35.79	42.97	40.79
	Median	41	41	40	40	40	33	31	42	41

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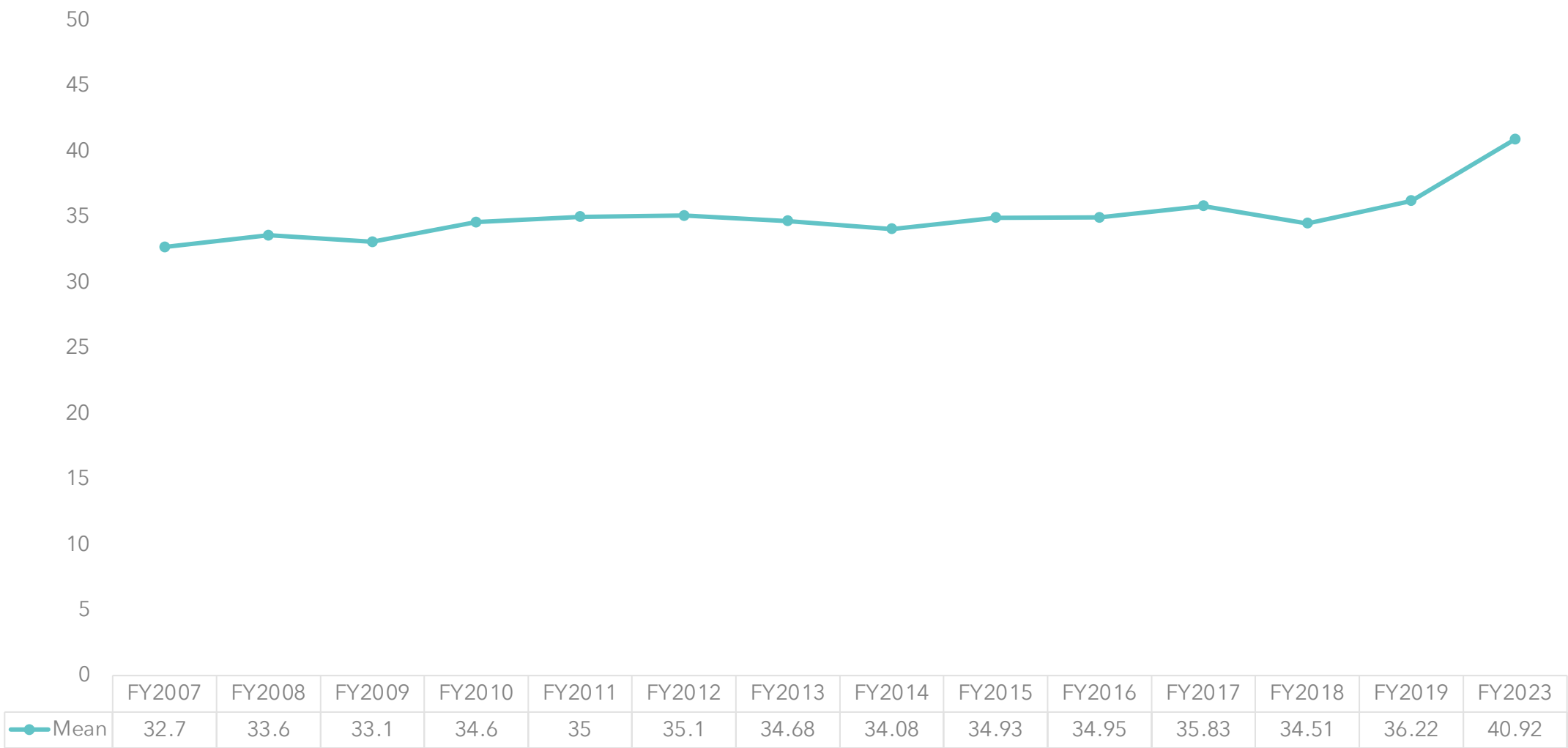
d. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion.
   Significance level for upper case letters (A, B, C): .05

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

HOUSEHOLD INCOME

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

HOUSEHOLD INCOME – SEGMENTATION

GVB VISITOR SATISFACTION STUDY

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		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
		–	–	–	–	–	–	–	–	–
		(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
D2 KOREA	Up to KW16,305,000	1%	1%	1%	0%	5%	1%	11%	1%	1%
	KW16,305,000 ~ KW27,173,999	1%	1%	2%	3%	5%	3%	a	1%	1%
	KW27,174,000 ~ KW38,041,999	4%	3%	4%	2%	a	15%	11%	2%	4%
	KW38,042,000 ~ KW48,911,999	5%	3%	4%	5%	5%	5%	5%	3%	4%
	KW48,912,000 ~ KW59,781,999	6%	6%	5%	9%	16%	14%	16%	5%	6%
	KW59,782,000 ~ KW70,652,999	9%	8%	9%	9%	16%	7%	5%	9%	9%
	KW70,653,000 ~ KW81,520,999	9%	10%	9%	9%	5%	10%	5%	8%	9%
	No Income	1%	1%	1%	2%	a	a	5%	1%	1%
	KW81,521,000 ~ KW92,390,999	8%	9%	8%	6%	5%	9%	a	8%	8%
	KW92,391,000 ~ KW103,259,999	7%	8%	7%	7%	a	10%	11%	7%	7%
	More than KW103,260,000	28%	30%	29%	20%	21%	4%	16%	36%	27%
	Prefer not to say	22%	21%	22%	27%	21%	23%	16%	20%	22%
	Total	1682	1440	1251	203	19	104	19	795	1531

Prepared by Anthology Research[b,c]

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

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   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.

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

TRAVEL PARTY

Chart data:
- Spouse: 68%
- Child <18: 52%
- Other Adult family: 25%
- Friend/ Assoc: 11%
- Girlfriend/ Boyfriend: 4%
- Child- adult: 3%
- Alone: 3%
- Officemate: 2%

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

TRAVEL PARTY – TRACKING

	FY2017	FY2018	FY2019	FY2023
Spouse	72%	79%	76%	68%
Child <18	53%	50%	53%	52%
Friend/ Assoc	12%	9%	10%	11%
Other Adult Family	22%	27%	22%	25%
Alone	2%	1%	0%	3%
Girlfriend/ Boyfriend	3%	4%	5%	4%
Child- Adult	2%	2%	1%	3%
Office	2%	1%	1%	2%

Q: In addition to yourself, on this trip, who else was in your travel party?
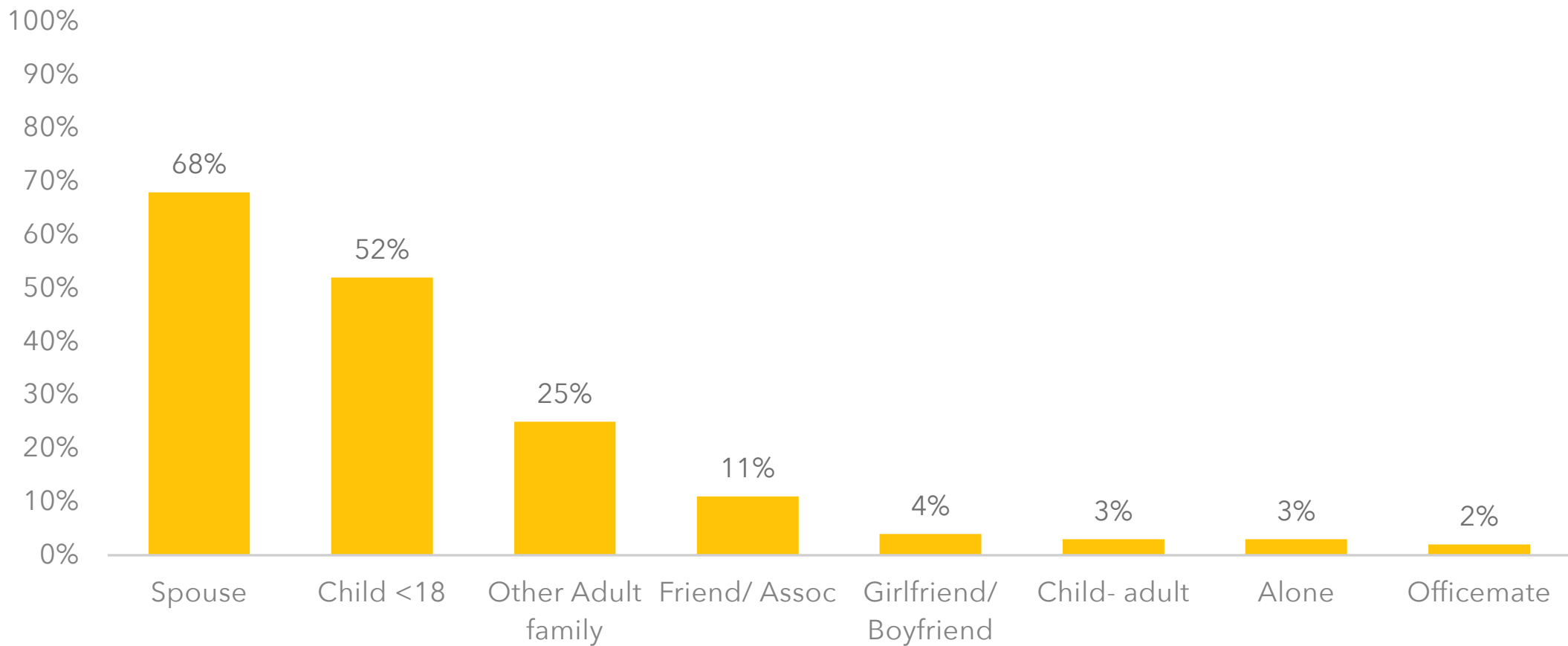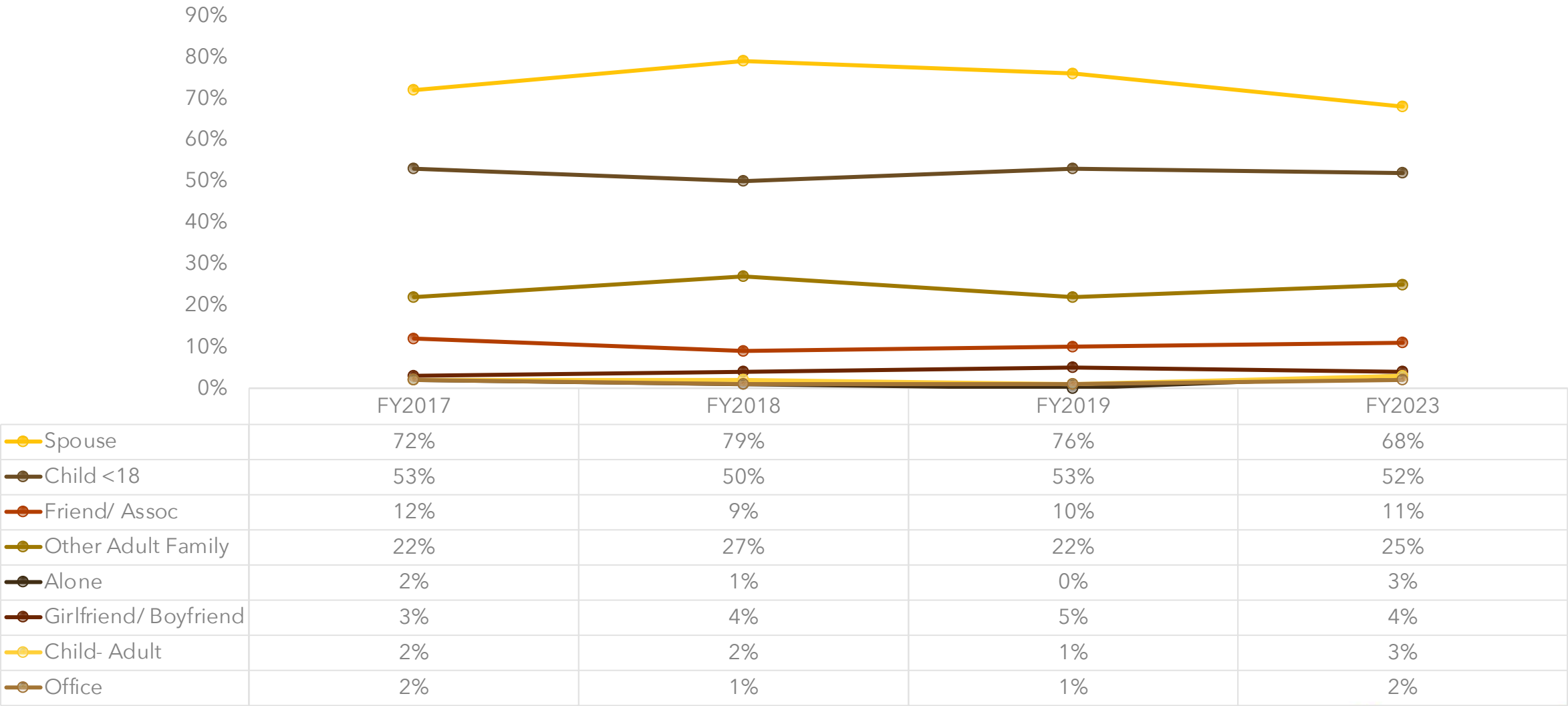
TRAVEL PARTY – CHILD UNDER 18

52% Traveling with a child

0-2 years old	7%
3-6 years old	21%
7-11 years old	30%
12-18 years old	8%

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

TRAVEL PARTY SIZE

Alone, 5%

Three or more, 68%

Two persons, 27%

Mean = 3.74
Median = 3

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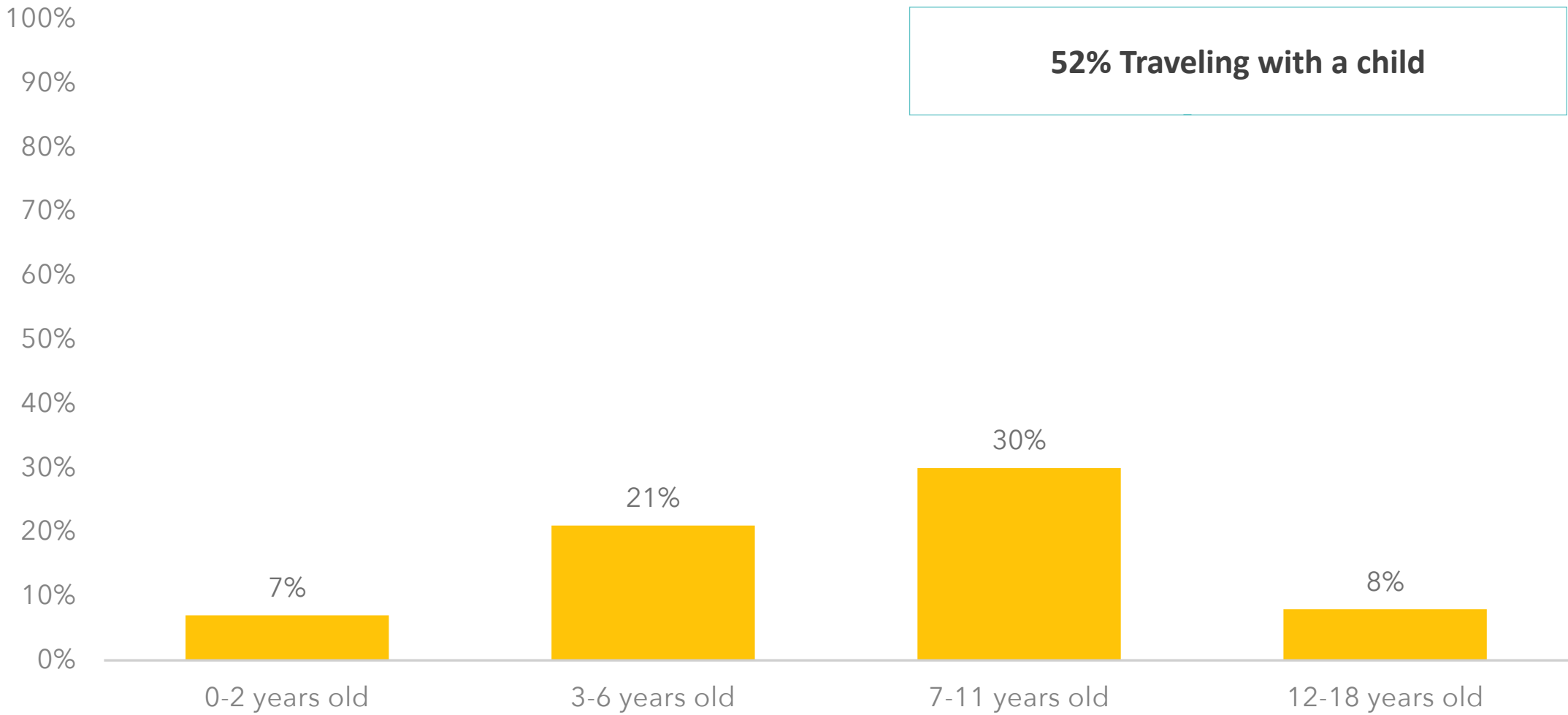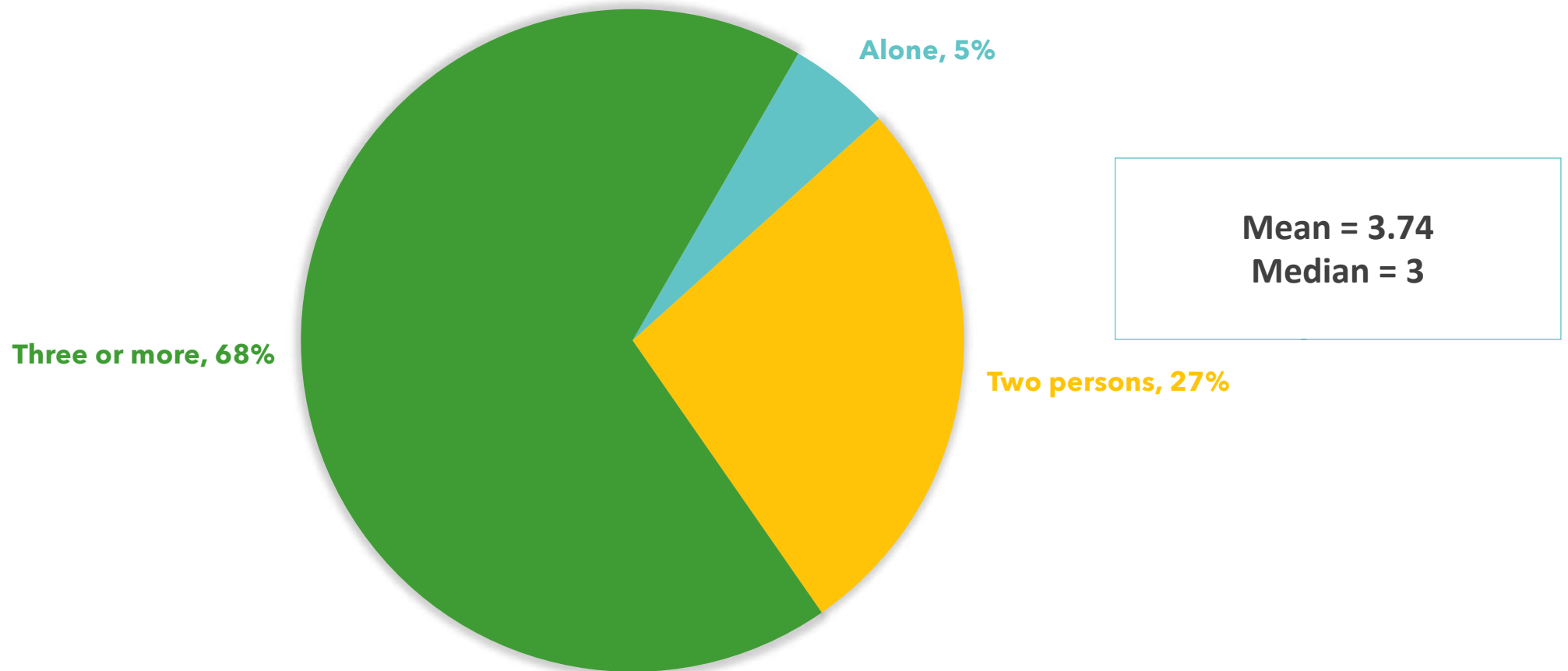
TRAVEL PARTY SIZE – TRACKING

	FY2019	FY2023
MEAN	4.46	3.74
MEDIAN	4	3

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

TRIPS TO GUAM

Mean = 2.35
Median = 1

Repeat
47%

1st Time
53%

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

TRIPS TO GUAM – TRACKING

Legend: 1st Time, Repeat

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2023
1st Time	81%	80%	82%	80%	83%	85%	88%	85%	88%	86%	83%	63%	61%	53%
Repeat	19%	20%	18%	20%	17%	15%	12%	15%	12%	14%	17%	37%	39%	47%

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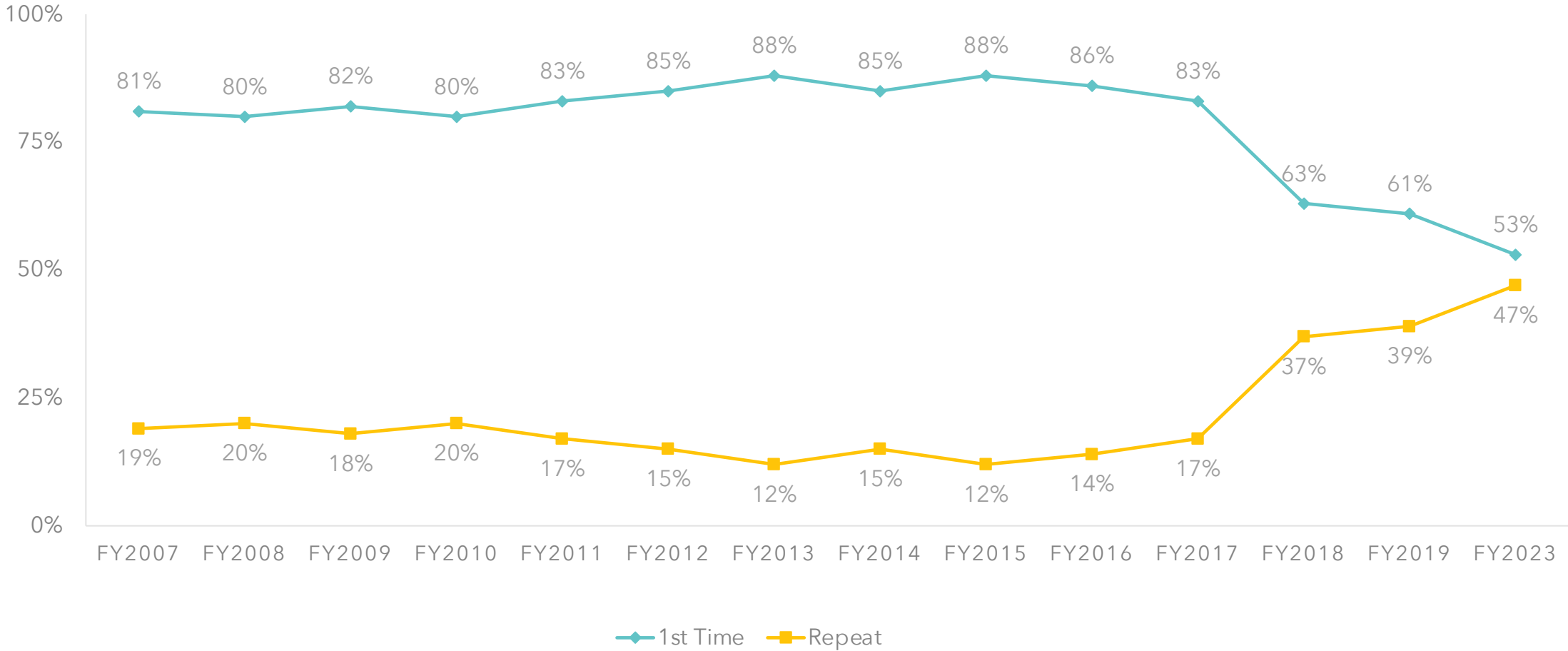
TRIPS TO GUAM – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
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		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
		–	–	–	–	–	–	–	–	–
		(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
Q9	First-time	53%	52%	49%	66%	74%	90%	79%	c	54%
	Repeat	47%	48%	51%	34%	26%	10%	21%	100%c	46%
	Total	1683	1441	1252	203	19	105	19	795	1532
Q9	Mean	2.35	2.33	2.52	1.76	1.37	1.22	1.37	3.86	2.21
	Median	1	1	2	1	1	1	1	3	1

Prepared by Anthology Research[a,b,d]

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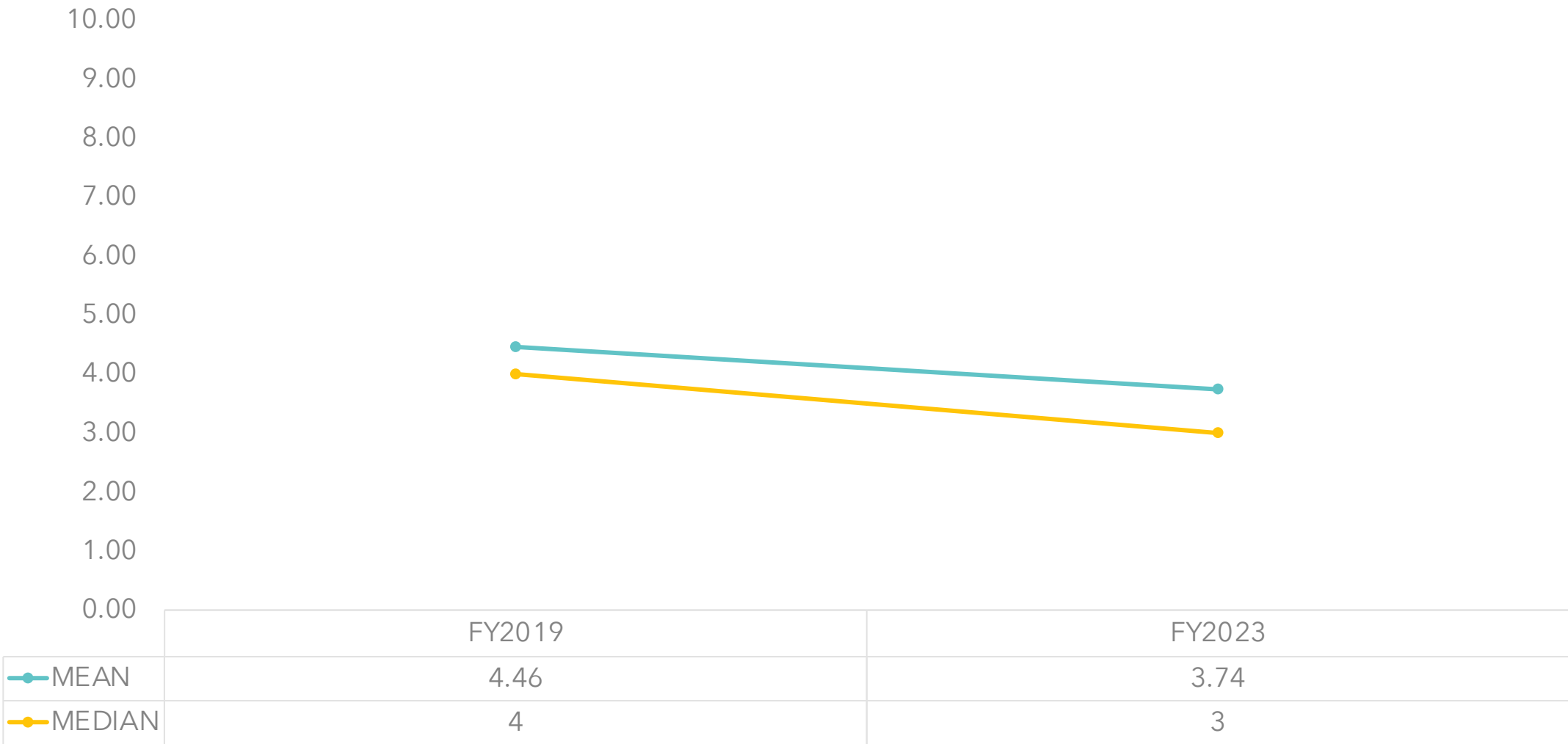
c. This category is not used in comparisons because its column proportion is equal to zero or one.

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

LENGTH OF STAY – TRACKING

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2023
MEAN	3.80	3.70	3.60	3.70	3.70	3.70	3.45	3.68	3.76	3.65	3.68	6.14	4.69	4.70
MEDIAN											4	4	4	4

Q: How many nights did you stay on Guam?

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GVB VISITOR SATISFACTION STUDY

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		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	2%	1%	3%	2%	26%	c	c	3%	2%
	3 Nights	27%	26%	23%	28%	47%	10%	21%	24%	28%
	4+ Nights	70%	73%	74%	69%	26%	90%	79%	73%	70%
	Total	1683	1441	1252	203	19	105	19	795	1532
SA	Mean	4.70	4.57	4.85	4.83	4.11	4.86	4.53	5.22	4.62
	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.
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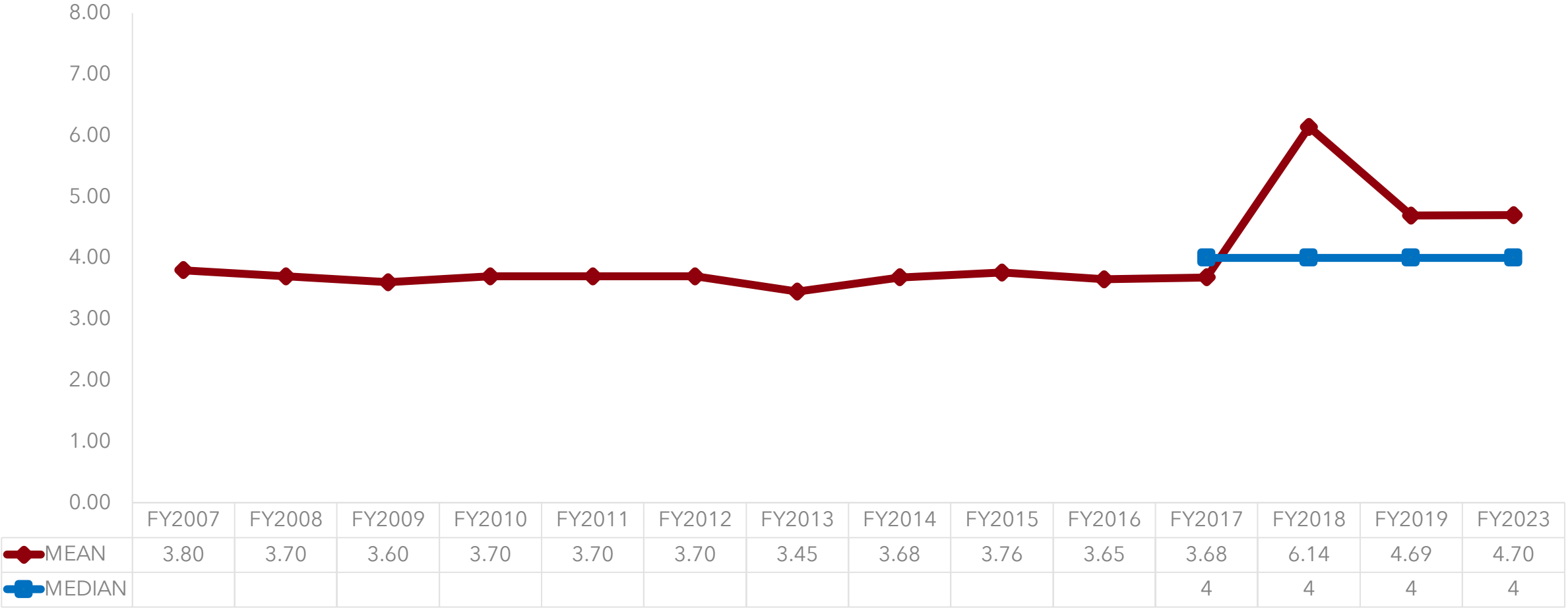   Significance level for upper case letters (A, B, C): .05

Q: How many nights did you stay on Guam?

OCCUPATION – Top Responses (10%+)

Bar chart showing occupation response percentages:
- Company: Manager — 20%
- Company: Non-Manager — 18%
- Company: Engineer — 13%
- Self-employed — 12%
- Professional/ Specialist — 11%

Q: What is your occupation?
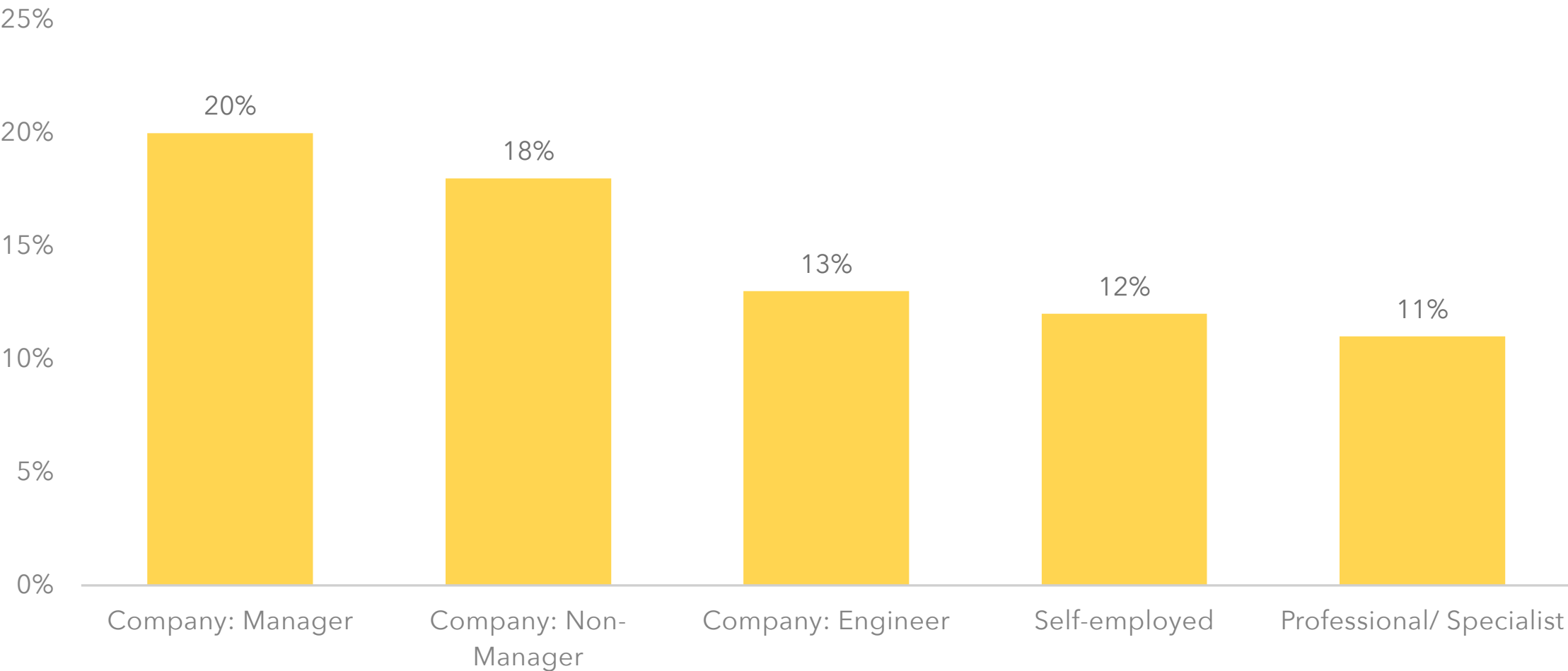
SECTION 2
TRAVEL PLANNING

ORGANIZED TOUR GROUP

**Organized tour group
12%**

**No
88%**

Q: On this trip, I am a member of an organized tour group?
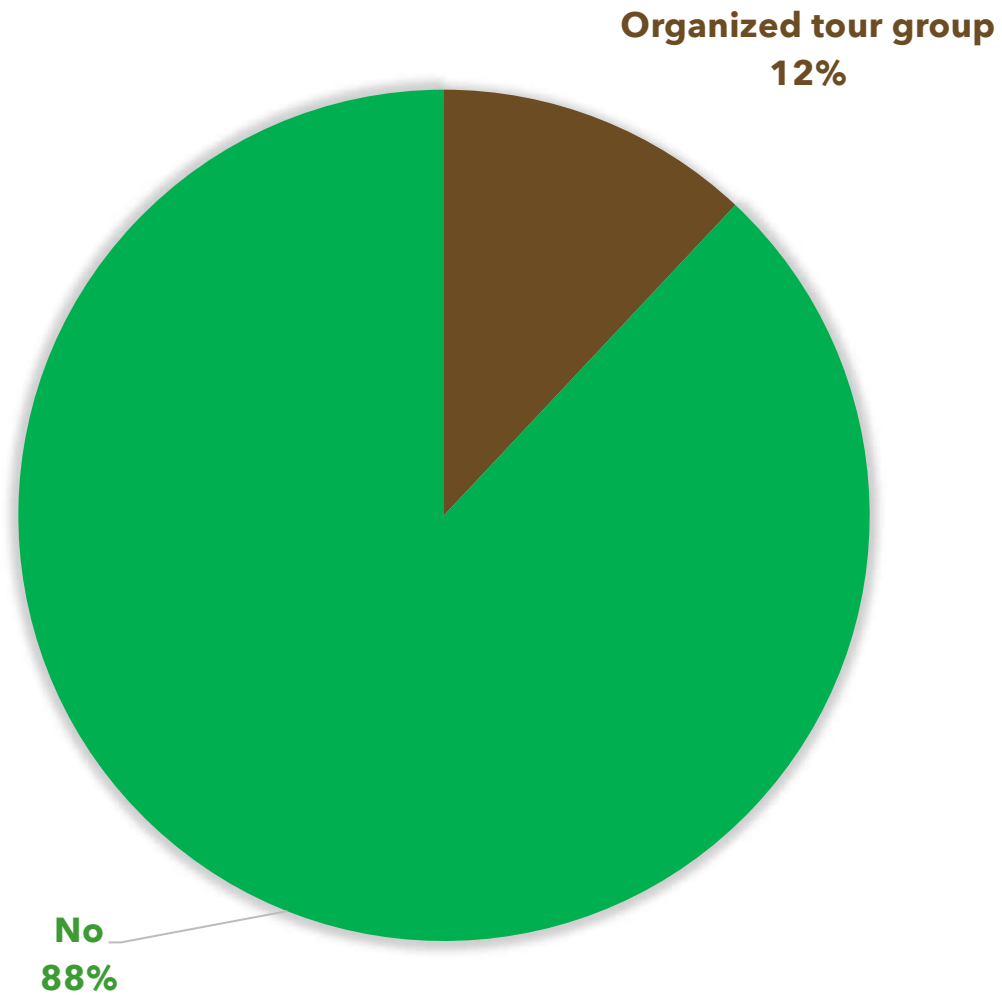
ORGANIZED TOUR GROUP – TRACKING

	FY2017	FY2018	FY2019	FY2023
Organized Group Tour	14%	23%	7%	12%

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

ONLINE BOOKING

No, 9%

**Made Arrangements
Online, 91%**

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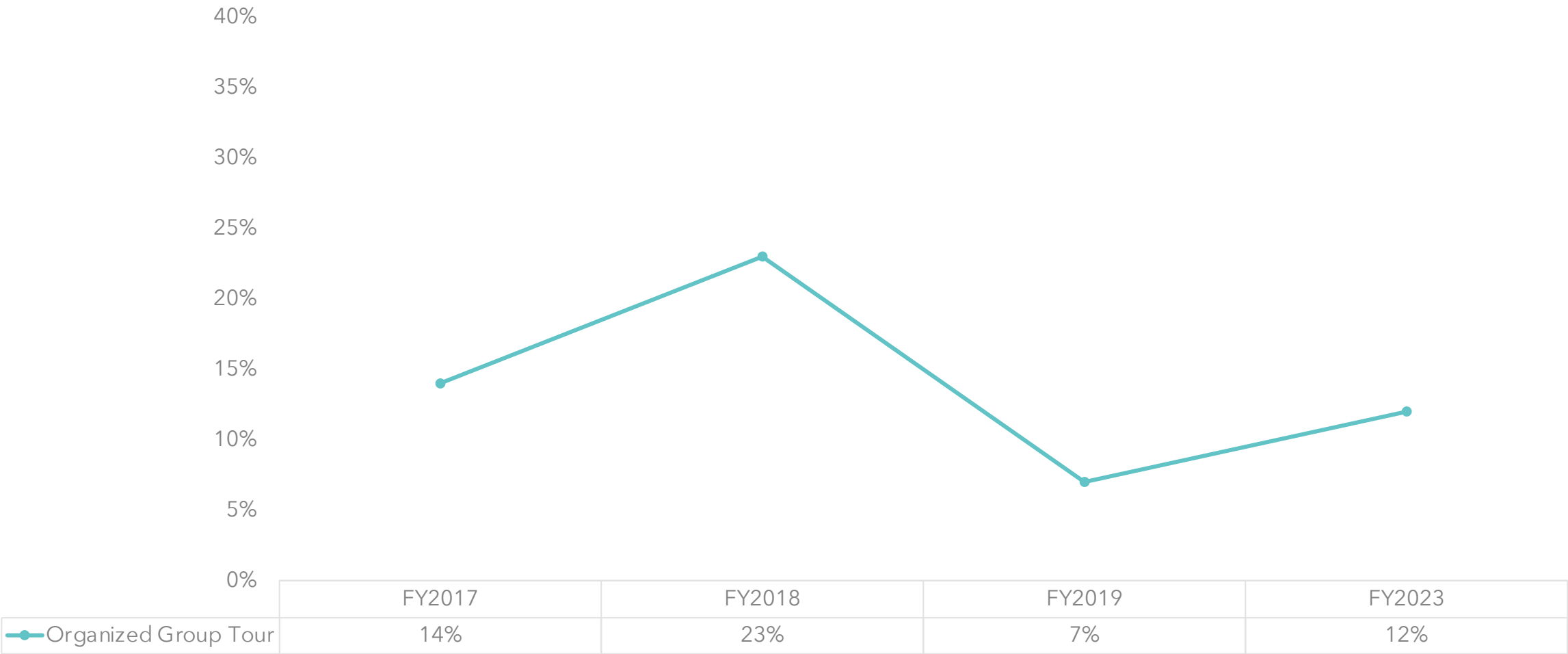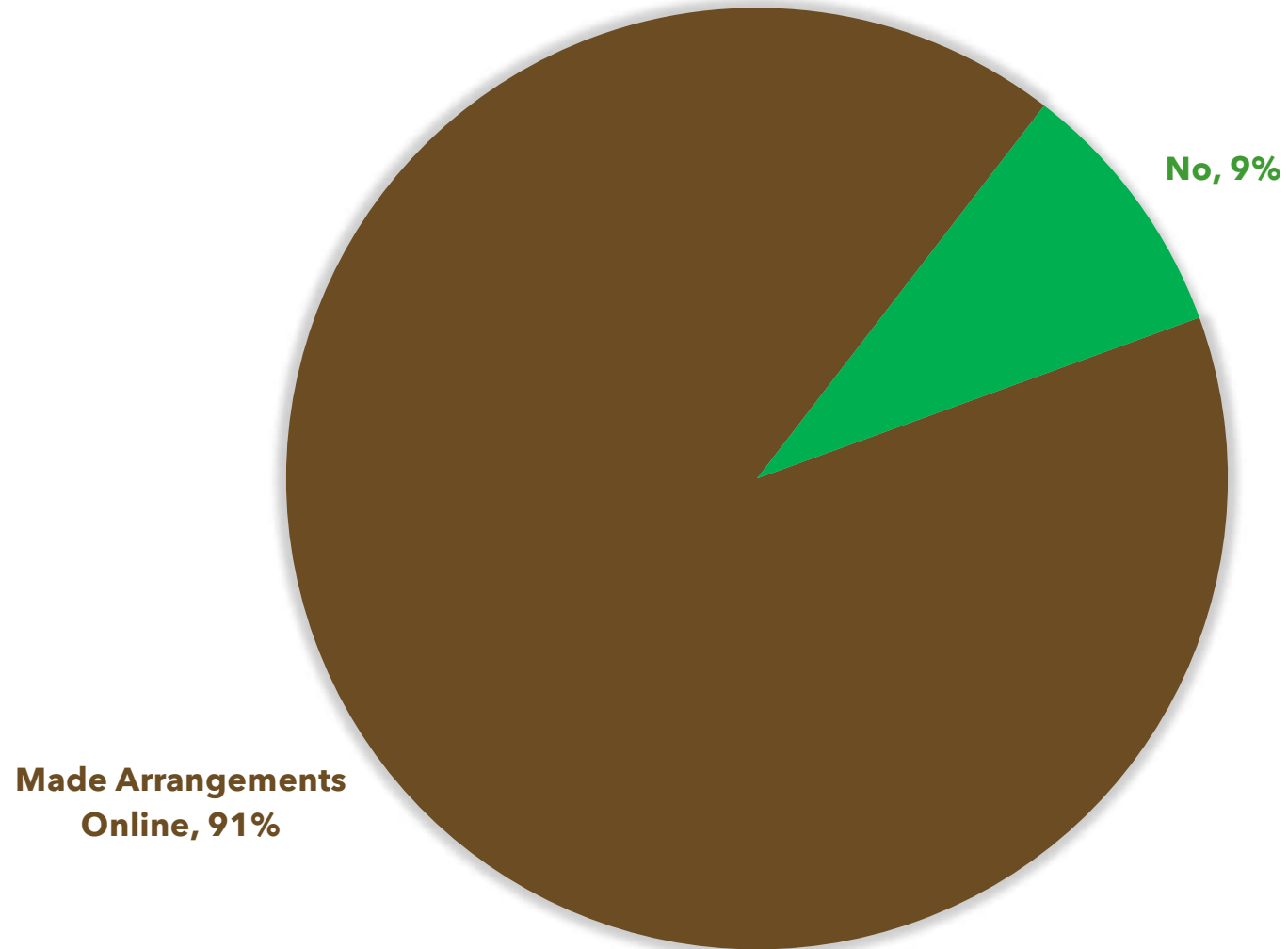
ONLINE BOOKING – TRACKING

	FY2019	FY2023
Online Booking	88%	91%

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

TRAVEL ARRANGEMENTS

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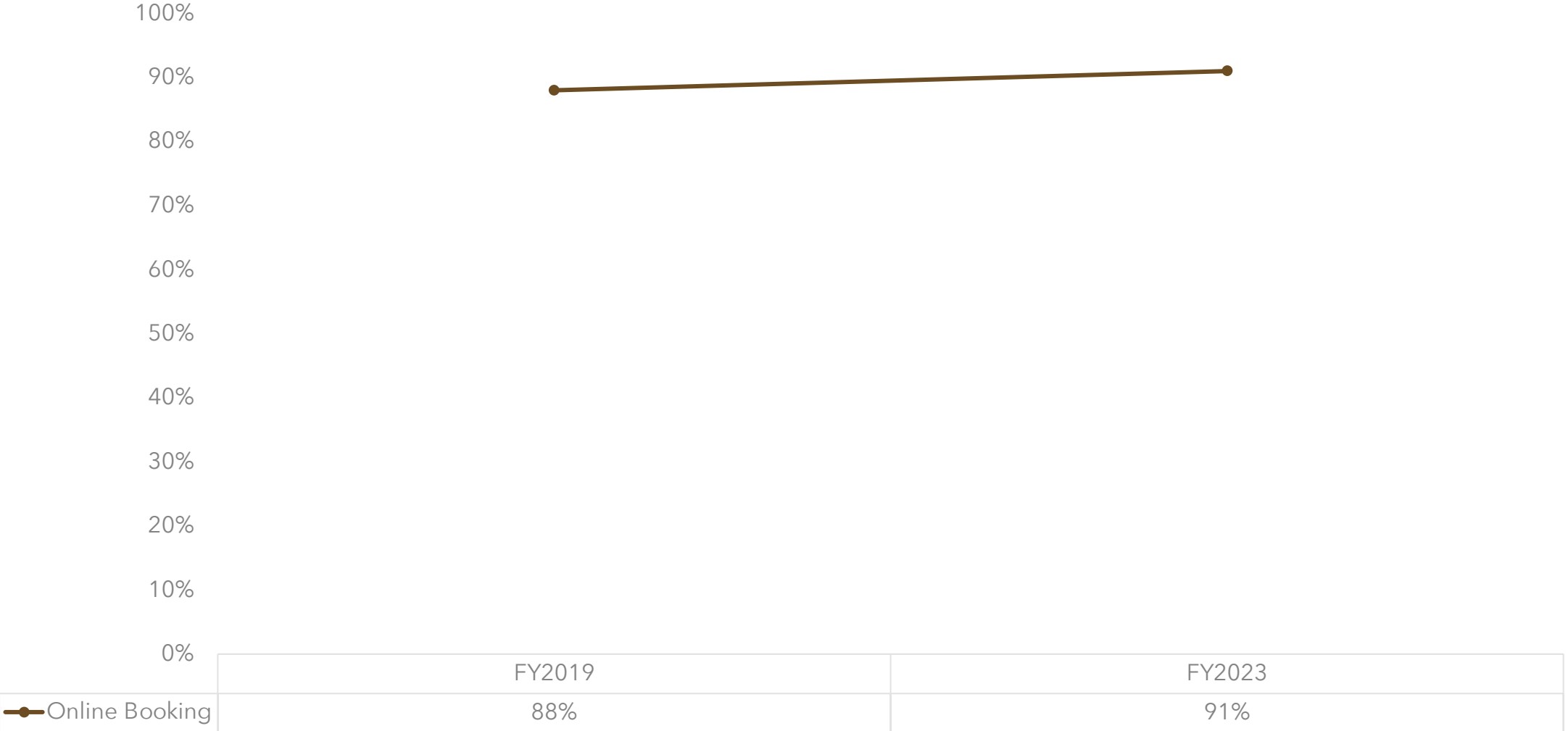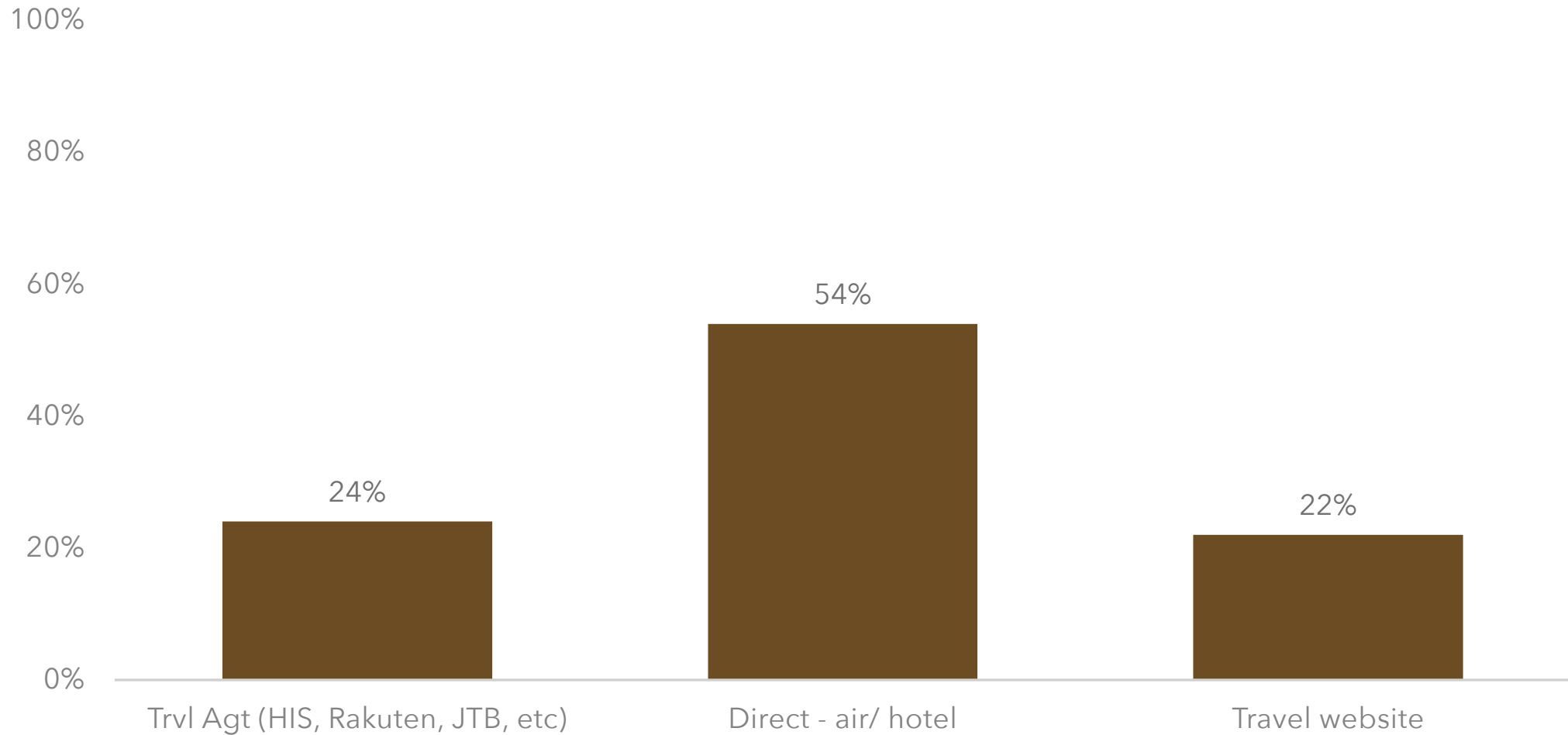
TRAVEL ARRANGEMENTS – TRACKING

	FY2019	FY2023
Trvl Agt (HIS, Rakuten, JTB, etc.)	63%	24%
Travel website	11%	22%
Direct Air/ Hotel	26%	54%

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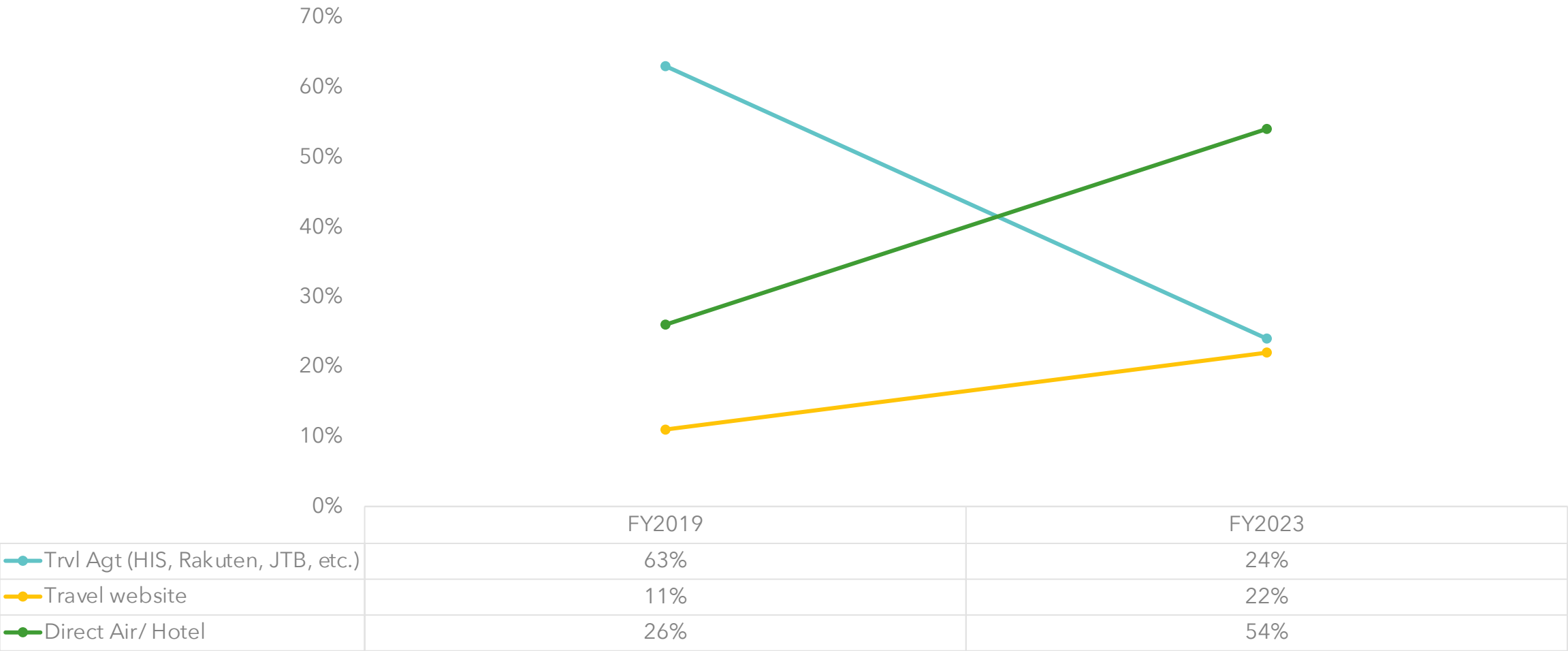
PREPAID PACKAGE TRIP

Prepaid Package Trip
29%

No
71%

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

PREPAID PACKAGE TRIP

	FY2017	FY2018	FY2019	FY2023
Prepaid Pkg Trip	70%	62%	39%	29%

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

ACCOMMODATIONS (5%+)

Bar chart showing accommodation percentages:
- PIC: 24%
- Dusit Beach Resort: 14%
- Dusit Thani Guam Resort: 13%
- Hyatt Regency: 11%
- Tsubaki Tower: 11%
- Lotte Hotel: 8%
- Guam Plaza: 6%
- Hotel Nikko: 6%
- Onward Beach Resort: 6%
- Guam Reef & Olive: 5%
- Hilton Guam: 5%

Q: Where did you stay while on Guam?

TRAVEL MOTIVATIONS (10%+)

Bar chart:
- Vacation: 59%
- Relax: 41%
- Prior Trip-Positive: 37%
- Natural beauty: 35%
- Short Travel Time: 29%
- Shopping: 16%
- Water sport: 15%
- Sightseeing: 10%

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

TRAVEL MOTIVATIONS – Top 3

FY2017	FY2018	FY2019	FY2023
52% Natural beauty 46% Relax 38% Safety	59% Natural beauty 44% Shopping 29% Price	37% Previous trip 34% Vacation 33% Water sports	59% Vacation 41% Relax 37% Previous trip

Q: 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	59%	60%	59%	61%	53%	38%	47%	52%	65%
	Just to relax	41%	42%	41%	46%	11%	30%	21%	34%	45%
	A previous visit	37%	39%	40%	26%	11%	7%	5%	79%	36%
	Beautiful seas, beaches, tropical climate	35%	36%	35%	33%	16%	16%	5%	33%	38%
	Short travel time (not too far from home)	29%	30%	31%	22%	5%	19%	[a]	28%	28%
	Shopping	16%	17%	16%	17%	11%	13%	11%	15%	15%
	Water sports (snorkeling, windsurfing, parasailing)	15%	15%	15%	14%	5%	6%	5%	12%	15%
	Sightseeing/ visiting tourist spots	10%	10%	10%	9%	[a]	9%	5%	8%	11%
	It is a safe place to spend a vacation	6%	7%	6%	5%	[a]	1%	5%	7%	6%
	Honeymoon	6%	7%	6%	7%	[a]	100%[a]	37%	1%	5%
	To golf	4%	3%	4%	5%	[a]	2%	[a]	6%	3%
	Price of the tour package	2%	2%	1%	4%	5%	2%	[a]	1%	2%
	Recommendation of friend/ relative/ travel agency	2%	2%	2%	5%	[a]	4%	5%	1%	2%
	Scuba diving	2%	1%	2%	1%	[a]	4%	[a]	1%	2%
	Organized sporting activity/ event	2%	2%	2%	1%	[a]	2%	[a]	2%	2%
	To visit friends or relatives	2%	1%	2%	0%	[a]	1%	[a]	2%	1%
	Company/ business trip	1%	0%	1%	2%	21%	[a]	[a]	2%	1%
	To Get Married/ attend Wedding	1%	1%	1%	1%	[a]	7%	100%[a]	1%	1%
	Social Media networks	1%	1%	1%	2%	[a]	1%	[a]	0%	1%
	Incentive trip	1%	0%	0%	3%	84%	[a]	[a]	1%	1%
	Career certification/ testing	0%	0%	0%	0%	5%	[a]	[a]	1%	0%
	Government or military	0%	0%	1%	[a]	[a]	1%	[a]	0%	0%
	School trip	0%	0%	0%	2%	[a]	[a]	[a]	0%	0%
	Adventure	0%	0%	0%	[a]	[a]	[a]	[a]	0%	0%
	Shop Guam e-Festival	0%	0%	0%	0%	[a]	[a]	[a]	0%	0%
	Convention/ conference/ trade show/ meeting	0%	[a]	0%	1%	16%	[a]	[a]	[a]	0%
	Magazines/ newspapers/ publications	0%	0%	0%	0%	[a]	[a]	[a]	0%	0%
	Total	1683	1441	1252	203	19	105	19	795	1532

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

SECTION 3
EXPENDITURES

PREPAID PACKAGE EXPENDITURES

- $3,538.04 = overall mean average prepaid package expense (for entire travel party) by respondent

- $981.09 = 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

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2023
MEAN	$2,217.4	$2,374.0	$1,584.0	$1,932.1	$2,428.3	$2,350.0	$1,959.3	$2,011.8	$2,377.7	$2,205.1	$2,367.2	$2,868.0	$2,633.8	$3,538.0
MEDIAN											$2,204.0	$3,030.0	$2,298.0	$2,812.0

44   *Q: How much did the total prepaid package trip cost for you and other members of your covered travel party?*
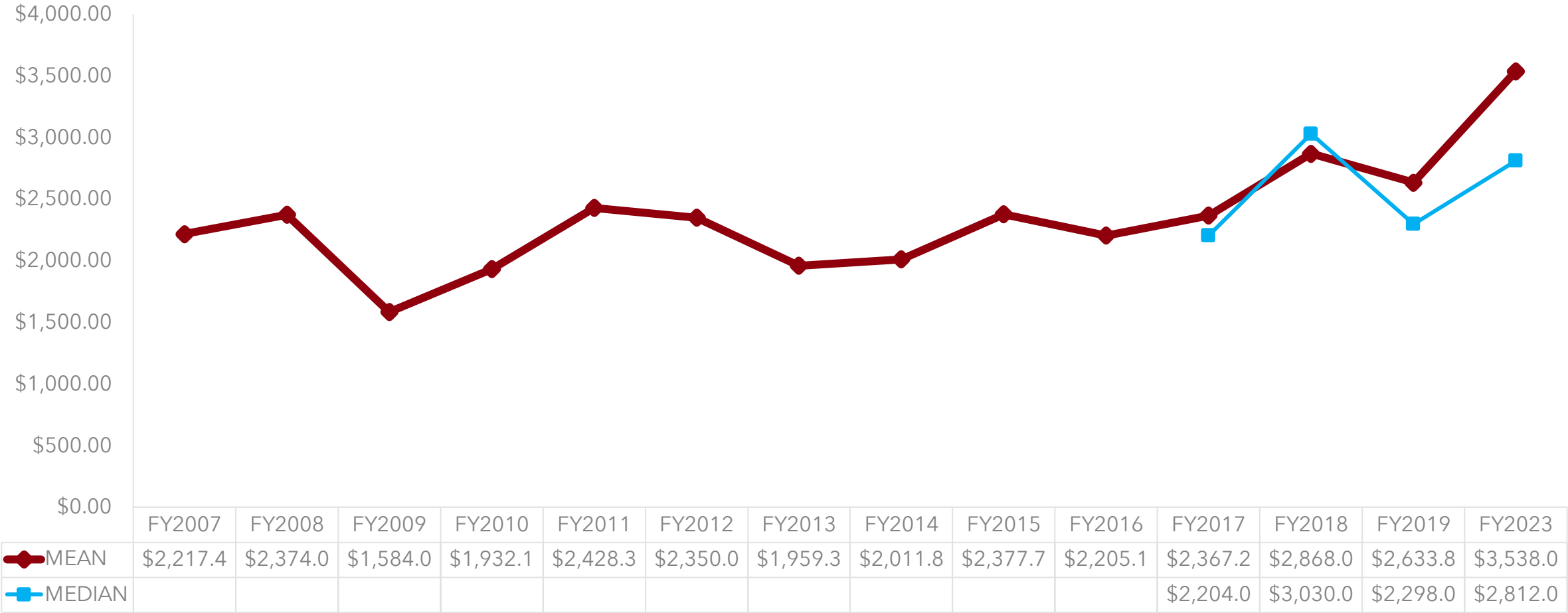
PREPAID PACKAGE – PER PERSON EXPENSE TRACKING

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2023
MEAN	$983.55	$920.20	$666.99	$790.20	$961.40	$916.10	$814.85	$833.74	$839.93	$762.31	$788.49	$754.38	$782.37	$981.09
MEDIAN											$795.00	$711.00	$773.00	$879.00

Q: How much did the total prepaid package trip cost for you and other members of your covered travel party?
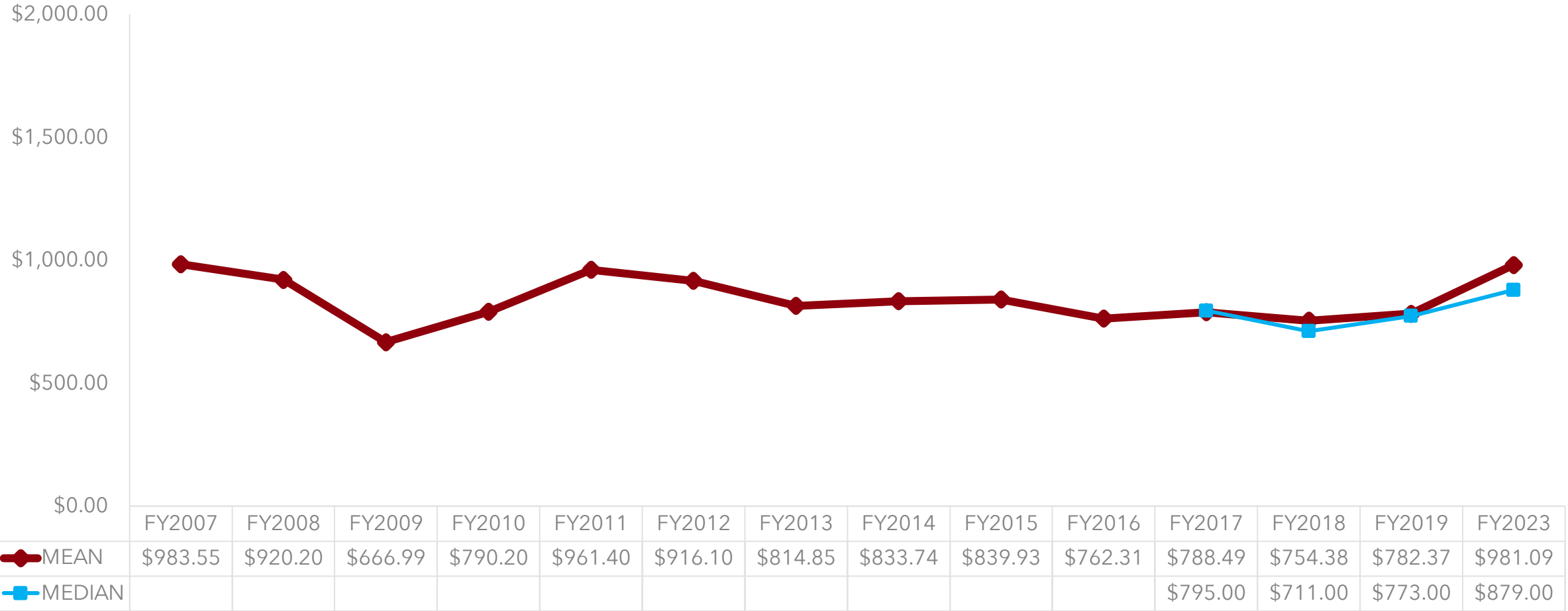
PREPAID PACKAGE – PER PERSON EXPENSE SEGMENTATION

GVB VISITOR SATISFACTION STUDY

...

		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	$981.09	$993.07	$914.55	$893.27	$239.48	$1,366.24	$1,126.30	$1,013.19	$983.20
	Median	$879	$889	$925	$930	$0	$1,403	$1,329	$856	$875

Prepared by Anthology Research[a,b]

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.

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: Mean $1,729.10, Median $1,350
Lodging: Mean $1,645.05, Median $1,255
Other: Mean $1,166.96, Median $725

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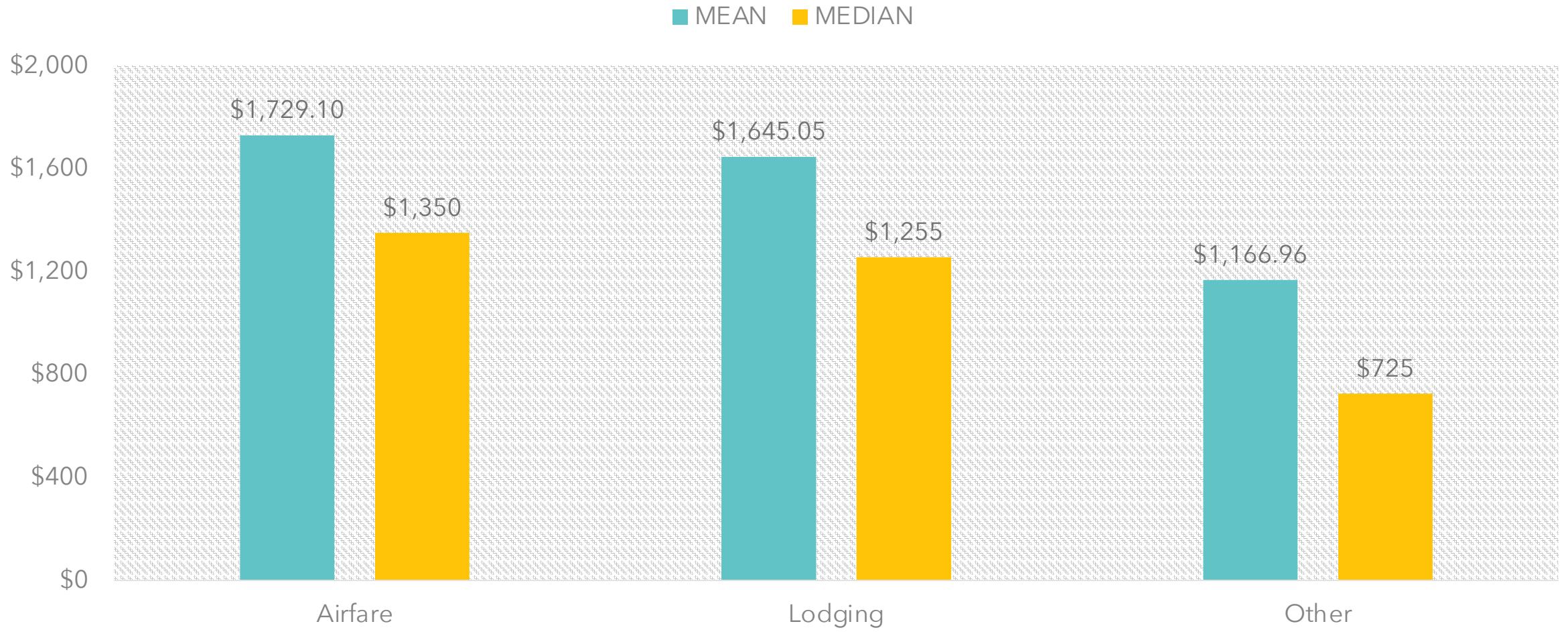
Prepaid–Tracking: Airfare

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2023
MEAN	$849.45	$1,070.00	$865.00	$672.30	$1,069.70	$1,366.00	$1,377.34	$1,223.68	$1,245.17	$1,073.47	$1,175.35	$1,824.85	$1,155.66	$1,729.10
MEDIAN											$970.00	$1,769.00	$850.00	$1,350.00

Q: (OPTTIONAL) Of the total prepaid package trip cost, how much went towards…?
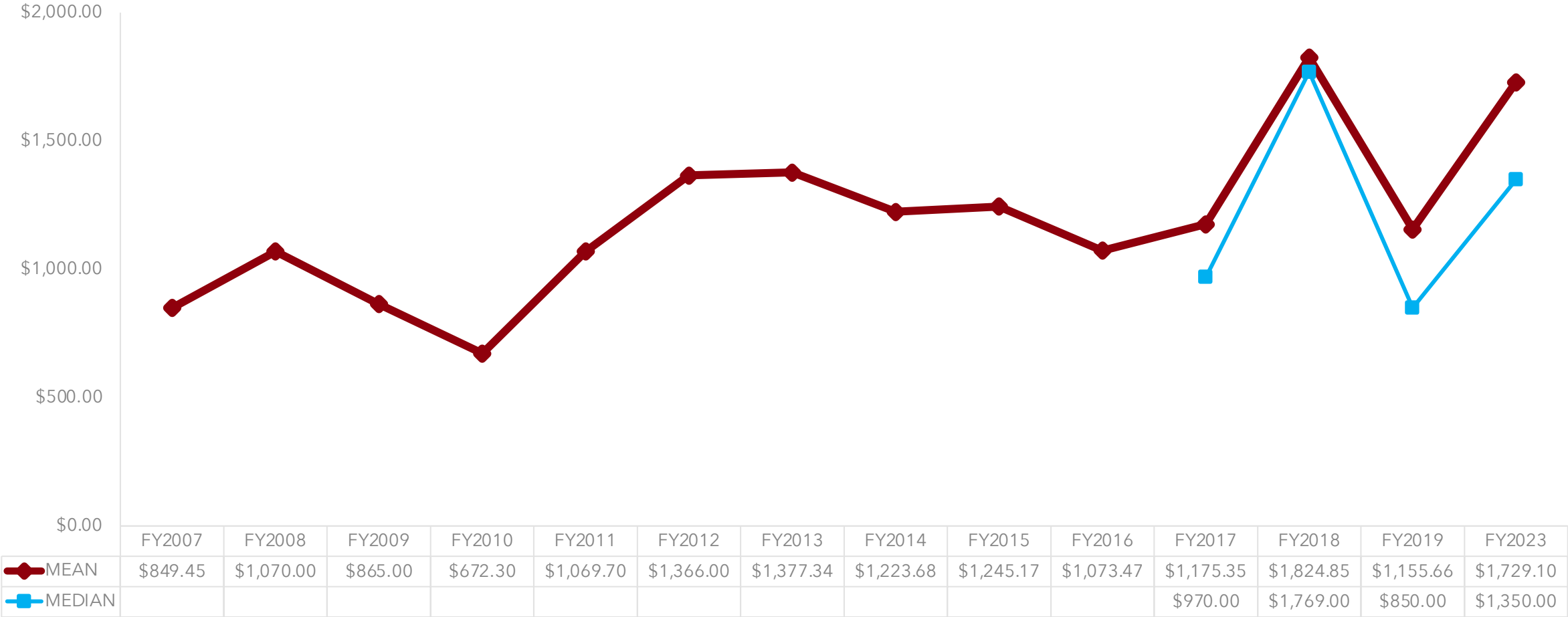
Prepaid–Tracking: Accommodations

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2023
MEAN	$625.23	$578.00	$595.00	$580.90	$944.80	$1,385.10	$932.53	$787.12	$758.08	$829.66	$936.04	$691.61	$1,067.36	$1,645.05
MEDIAN											$795.00	$622.00	$889.00	$1,255.00

49   *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
%	94%	93%	68%	35%	21%	12%

Q: What did the package trip include?

AIRFARE – FIT TRAVELER

- $1,457.84 = overall mean average airfare expense (for entire travel party) by respondent

- $447.12 = overall mean average **per person** airfare expenditures

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

AIRFARE – FIT TRAVELER (GROUP) TRACKING

	FY2019	FY2023
MEAN	$2,789.20	$1,457.84
MEDIAN	$3,594.00	$1,129.00

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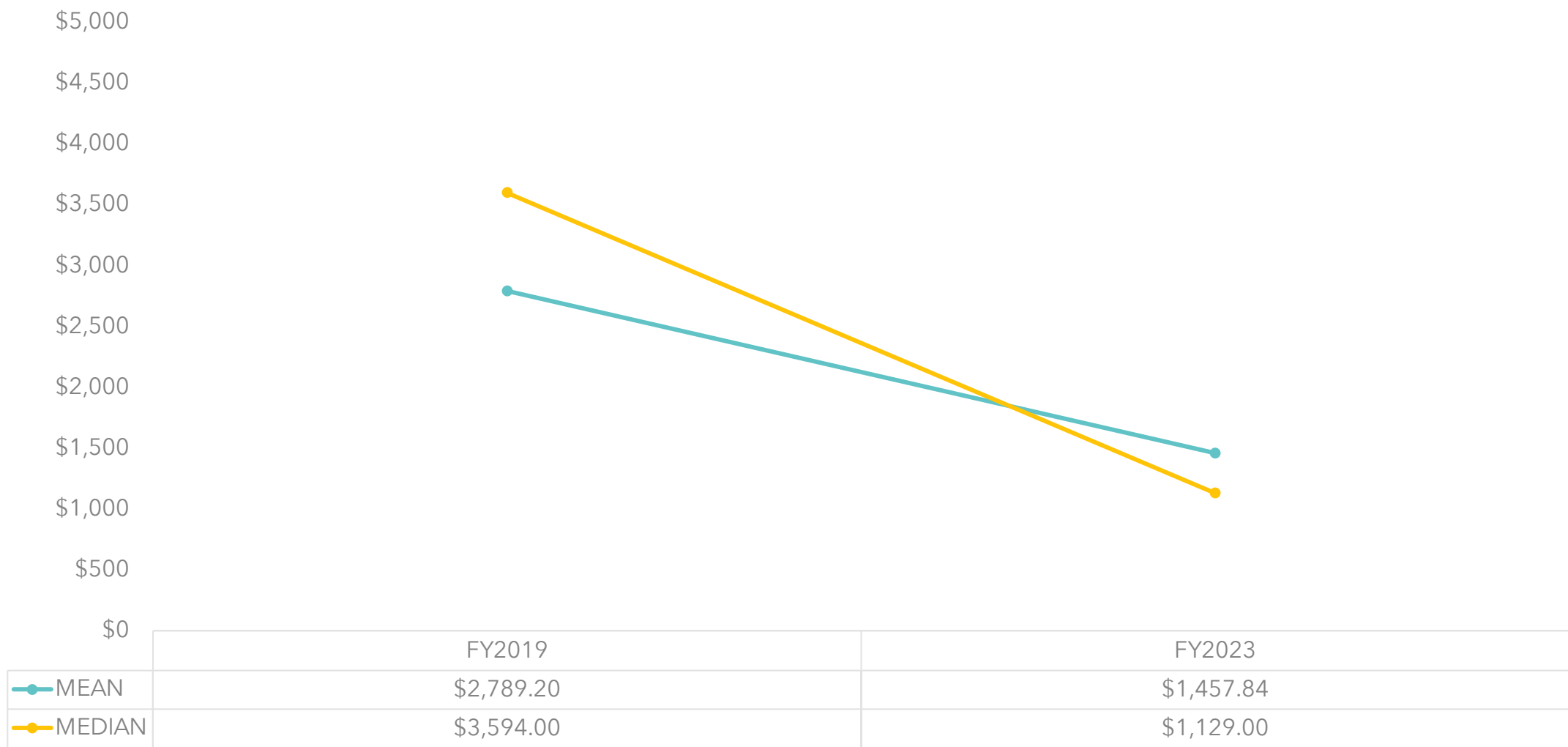
AIRFARE – FIT TRAVELER (Per Person) TRACKING

	FY2019	FY2023
━●━ MEAN	$678.97	$447.12
━●━ MEDIAN	$547.00	$378.00

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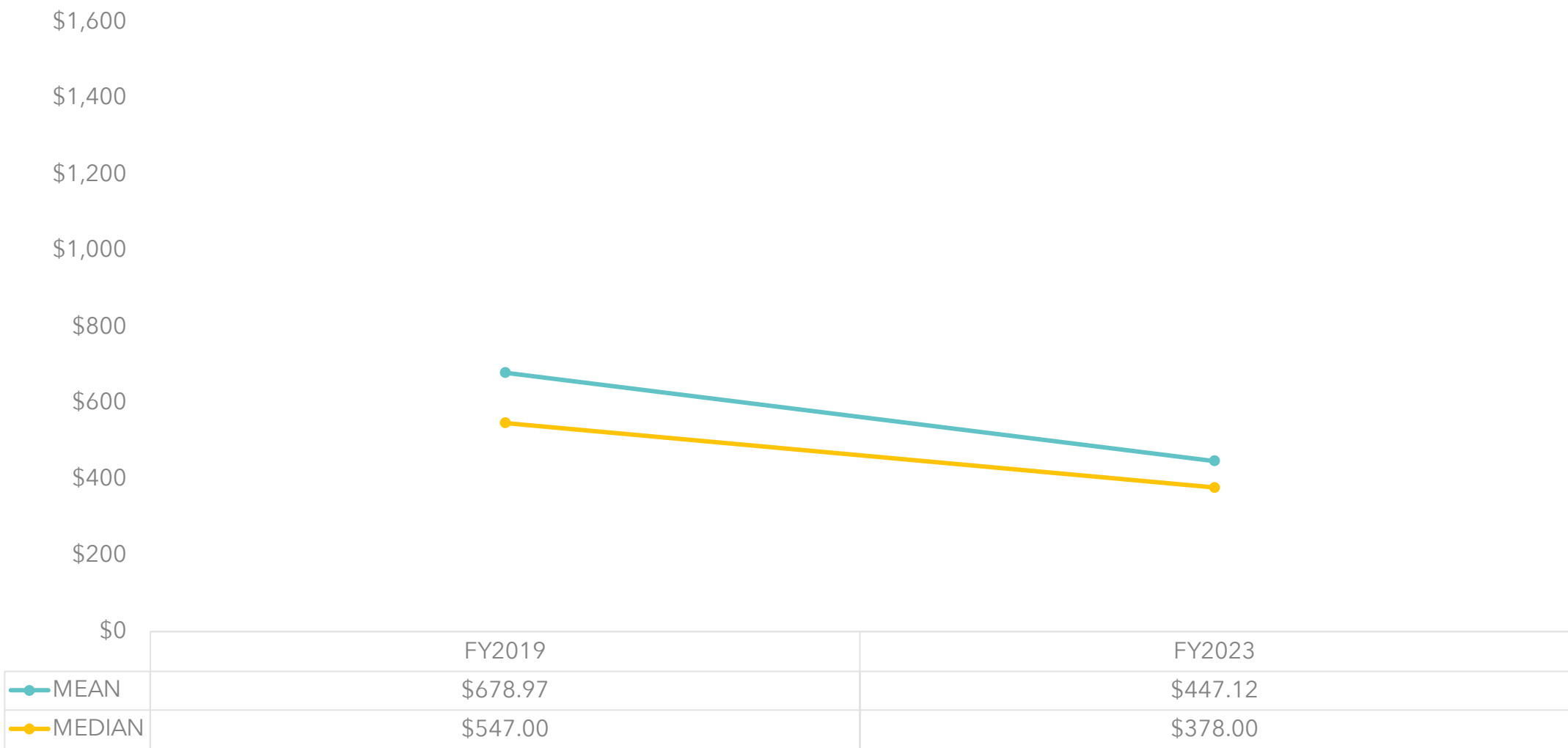
ONISLE EXPENDITURES

- $3,186.16 = overall mean average expense (for entire travel party) by respondent

- $1,063.13 = overall mean average **per person** expenditures

ONISLE – TRAVEL PARTY TRACKING

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2023
MEAN	$1,051.20	$1,085.50	$679.80	$907.50	$939.30	$886.30	$835.06	$1,030.98	$1,357.77	$1,089.73	$972.69	$887.40	$1,939.59	$3,186.16
MEDIAN											$700.00	$700.00	$1,200.00	$2,420.00

55

ONISLE – PER PERSON TRACKING

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2023
MEAN	$506.58	$484.52	$317.62	$412.40	$424.40	$392.00	$371.59	$483.79	$527.40	$422.59	$382.70	$333.44	$590.13	$1,063.13
MEDIAN											$300.00	$175.00	$482.00	$780.00

ONISLE – PER DAY SPENDING

Chart legend: MEAN (teal), MEDIAN (yellow)

	MEAN	MEDIAN
TRAVEL PARTY	$742.72	$575
PER PERSON	$246.42	$189

ONISLE – TRAVEL PARTY/ PER DAY TRACKING

	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2023
MEAN	$293.02	$372.57	$308.91	$268.23	$204.39	$460.50	$742.72
MEDIAN						$333.00	$575.00

ONISLE – PER PERSON/ PER DAY TRACKING

	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2023
MEAN	$136.26	$145.33	$120.61	$105.74	$83.57	$147.82	$246.42
MEDIAN						$106.00	$189.00

ONISLE – ACCOMMODATIONS

Bar chart comparing Mean and Median accommodations spending. MEAN: $1,531.55 (teal bar). MEDIAN: $1,058.00 (yellow bar). Y-axis ranges from $0 to $1,800 in $200 increments.

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

ONISLE – ACCOMMODATIONS TRACKING

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2023
MEAN	$625.23	$578.00	$595.00	$580.90	$944.80	$1,385.10	$932.53	$787.12	$758.08	$829.66	$936.04	$691.61	$1,129.60	$1,531.55
MEDIAN											$795.00	$622.00	$600.00	$1,058.00

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

ONISLE – FOOD & BEVERAGE

Legend: ■ MEAN ■ MEDIAN

Median = $0 signifies half (midpoint) of respondents did not make a purchase in this category

Category	MEAN	MEDIAN
TOTAL	$669.16	$500
Restaurants/ Bars	$473.80	$348
Groceries/ Snacks	$131.48	$60
Other	$63.89	$0

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

ONISLE – TOTAL FOOD & BEVERAGE TRACKING

	FY2019	FY2023
—MEAN	$226.97	$669.16
—MEDIAN	$0.00	$500.00

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

ONISLE – ENTERAINMENT & RECREATION

Legend: ■ MEAN ■ MEDIAN

Median = $0 signifies half (midpoint) of respondents did not make a purchase in this category

Category	MEAN	MEDIAN
TOTAL	$261.02	$100
Recreation & Sports	$95.53	$0
Attractions & Entertainment	$91.89	$0
Other Activities/ Tours	$73.60	$0

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

[A] GUAM VISITORS BUREAU GUAM

ONISLE – TOTAL ENTERTAINMENT & RECREATION TRACKING

	FY2019	FY2023
━ MEAN	$138.56	$261.02
━ MEDIAN	$0.00	$100.00

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

ONISLE – TRANSPORTATION

MEAN   MEDIAN

Median = $0 signifies half (midpoint) of respondents did not make a purchase in this category

	TOTAL	Rental Car/ scooter/ bicycle	Bus, taxi, trolley, etc	Other
MEAN	$188.87	$138.35	$38.88	$11.64
MEDIAN	$125	$0	$0	$0

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

ONISLE – TOTAL TRANSPORTATION TRACKING

	FY2019	FY2023
MEAN	$113.79	$188.87
MEDIAN	$0.00	$125.00

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

ONISLE – SHOPPING

Legend: ■ MEAN ■ MEDIAN

Median = $0 signifies half (midpoint) of respondents did not make a purchase in this category

Category	MEAN	MEDIAN
TOTAL	$677.35	$300
Fashion & Clothing	$312.08	$50
Accessories	$155.75	$0
Souvenirs	$75.11	$0
Other	$49.61	$0
Food - take home	$39.73	$0
Jewelry/ watches	$24.64	$0
Cosmetics/ perfume	$20.42	$0

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

[A] GUAM VISITORS BUREAU GUAM

ONISLE – TOTAL SHOPPING TRACKING

	FY2019	FY2023
MEAN	$340.56	$677.35
MEDIAN	$0.00	$300.00

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

ONISLE – MISCELLANEOUS

■ MEAN ■ MEDIAN

Median = $0 signifies half (midpoint) of respondents did not make a purchase in this category

	TOTAL	Health/ wellness	Other	Household items	Electronics
MEAN	$19.28	$10.79	$6.90	$1.19	$0.40
MEDIAN	$0	$0	$0	$0	$0

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

[A] GUAM VISITORS BUREAU | GUAM

ONISLE – MISCELLANEOUS TRACKING

	FY2019	FY2023
━━ MEAN	$61.08	$19.28
━━ MEDIAN	$0.00	$0.00

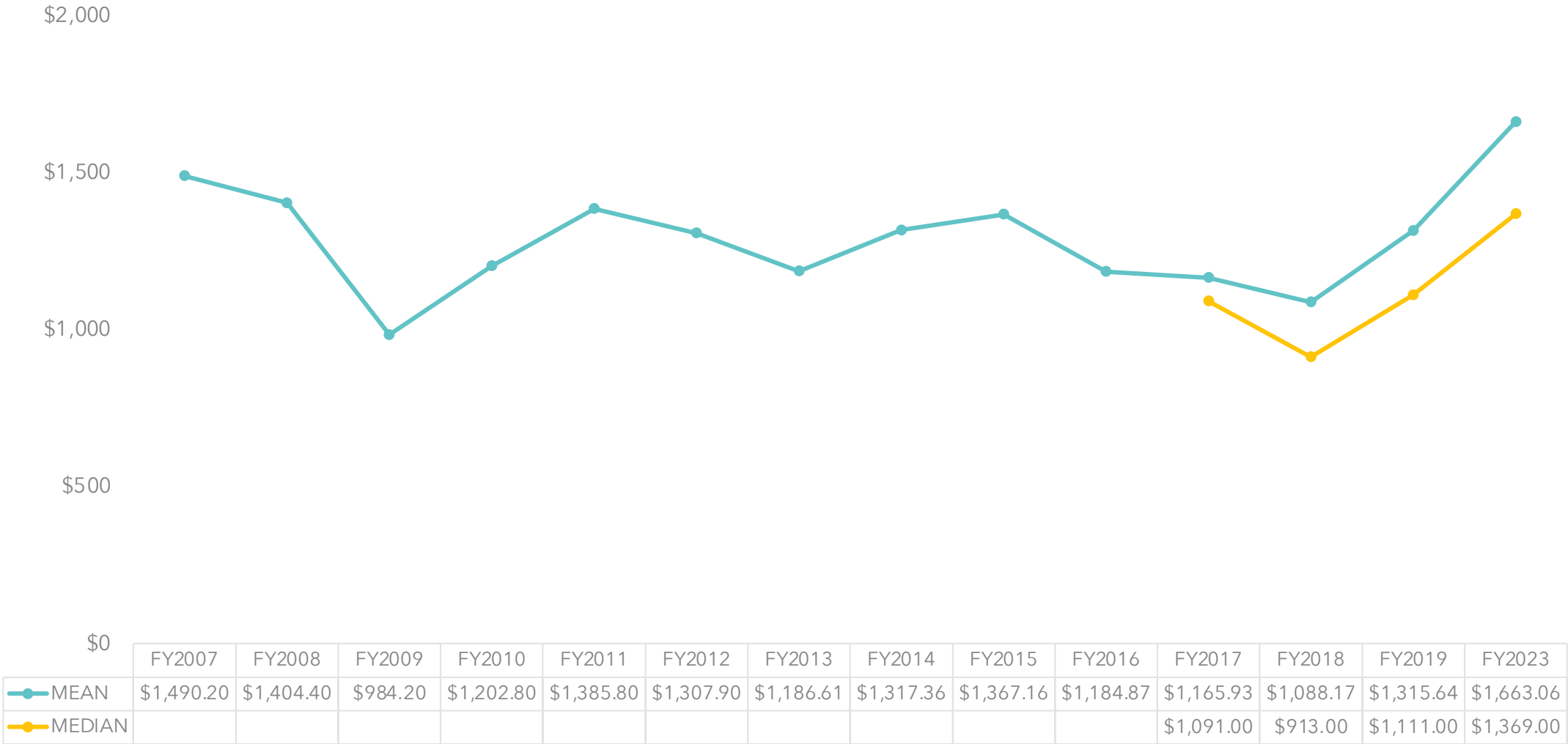*Q: How much additional did you and your family spend on Guam – Other spending?*

TOTAL EXPENDITURES PER PERSON (ONISLE + PREPAID)

- $1,663.06 = Mean average per person
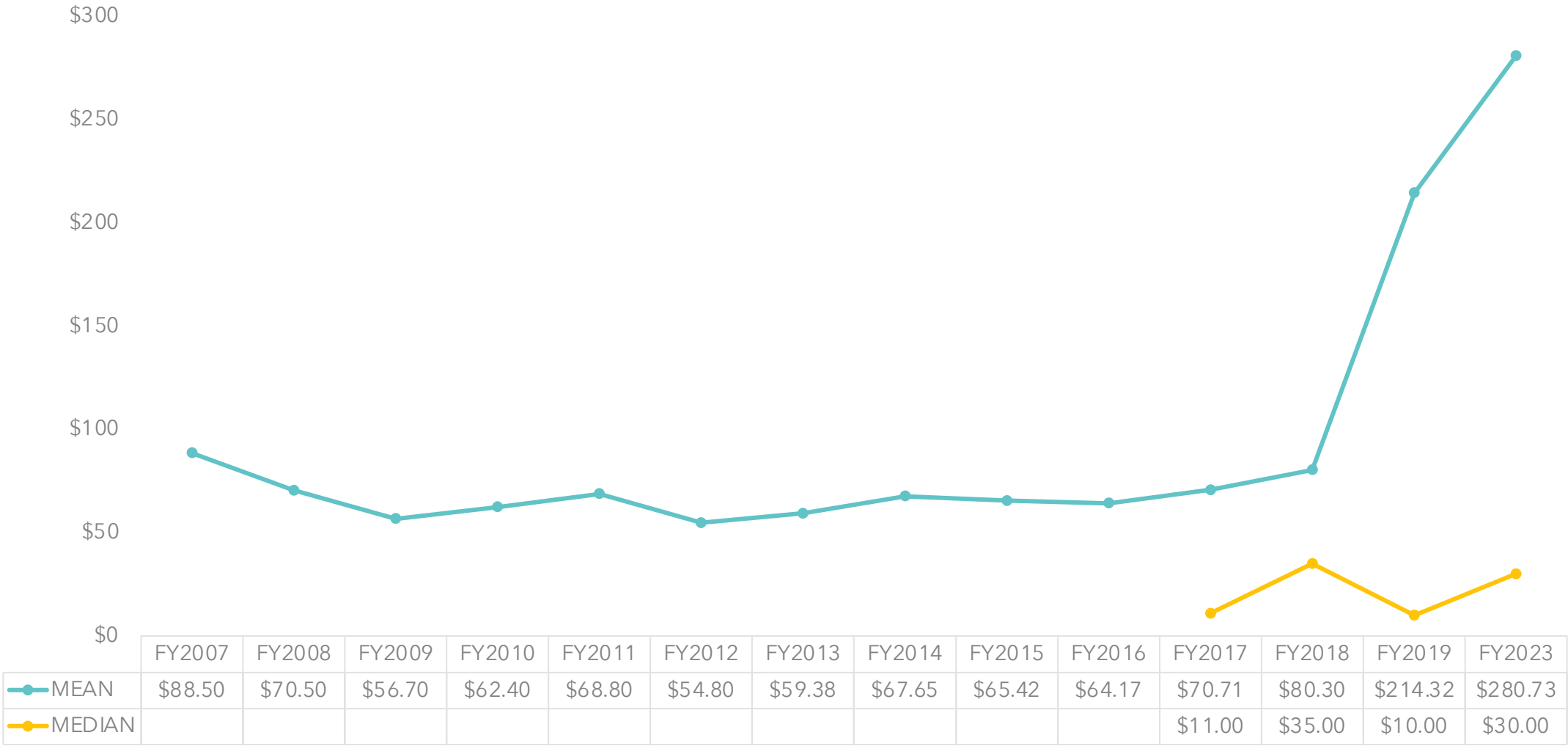
- $1,369 = Median amount spent per person

TOTAL EXPENDITURES PER PERSON TRACKING

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2023
MEAN	$1,490.20	$1,404.40	$984.20	$1,202.80	$1,385.80	$1,307.90	$1,186.61	$1,317.36	$1,367.16	$1,184.87	$1,165.93	$1,088.17	$1,315.64	$1,663.06
MEDIAN											$1,091.00	$913.00	$1,111.00	$1,369.00

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

GUAM AIRPORT EXPENDITURE TRACKING

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2023
MEAN	$88.50	$70.50	$56.70	$62.40	$68.80	$54.80	$59.38	$67.65	$65.42	$64.17	$70.71	$80.30	$214.32	$280.73
MEDIAN											$11.00	$35.00	$10.00	$30.00

74   *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

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

FY2019: 33%, 7.80
FY2023: 49%, 8.32

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

SWOT – POSITIVE ASPECT OF TRIP

Category	Percentage
Beach/ ocean	33%
Relax	17%
Natural beauty	16%
Weather	6%
"Hafa Adai" Spirit	6%
Shopping	5%
Activities- variety	5%

Q: Which ONE detail made your trip to Guam more enjoyable?

SWOT – NEGATIVE ASPECT OF TRIP

Horizontal bar chart:

- Want More Culture: 5%
- Accommodations- Cleanliness: 6%
- Immigration: 9%
- Nothing: 11%
- Food: 16%
- Expensive: 29%

Q: If applicable, which ONE thing could be improved to make your stay on Guam more enjoyable?

SATISFACTION – ENTERTAINMENT

8.36

7.92

51%

40%

FY2019

FY2023

Very Satisfied (Top Box 9-10) MEAN

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

SATISFACTION – SHOPPING

7.70

7.58

48%

38%

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

10.00
9.00
8.00
7.00
6.00
5.00
4.00
3.00
2.00
1.00

FY2019

FY2023

Very Satisfied (Top Box 9-10) ━━ MEAN

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

SATISFACTION – DINING

7.38

7.04

38%

27%

FY2019

FY2023

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

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

SATISFACTION – BEACHES

56% FY2019 Very Satisfied (Top Box 9-10)
69% FY2023 Very Satisfied (Top Box 9-10)

8.17 FY2019 MEAN
8.92 FY2023 MEAN

Very Satisfied (Top Box 9-10)   MEAN

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

SATISFACTION – PARKS

100% — 10.00
90% — 9.00
80% — 8.00
70% — 7.00
60% — 6.00
50% — 5.00
40% — 4.00
30% — 3.00
20% — 2.00
10% — 2.00
0% — 1.00

7.66   7.72

41%   35%

FY2019   FY2023

■ 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 – ROADS

6.84

7.06

35%

28%

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

10.00
9.00
8.00
7.00
6.00
5.00
4.00
3.00
2.00
1.00

FY2019

FY2023

Very Satisfied (Top Box 9-10)   MEAN

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

SATISFACTION – SIGHTSEEING AREAS

7.44

7.73

43%

36%

FY2019

FY2023

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

85

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

SATISFACTION – SAFETY & SECURITY

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

- FY2019: 47%, MEAN 7.77
- FY2023: 57%, MEAN 8.49

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

SATISFACTION – ACCOMMODATIONS

Legend: Excellent (Top Box 9-10) | MEAN

Chart values:
- FY2019: 48% (Excellent), 8.19 (MEAN)
- FY2023: 39% (Excellent), 7.81 (MEAN)

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

BRAND ADVOCACY

Extremely likely (Top Box 9-10)   MEAN

FY2019: 36%, 7.72
FY2023: 55%, 8.40

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

BRAND LOYALTY

	FY2019	FY2023
Extremely likely (Top Box 9-10)	41%	50%
MEAN	7.61	7.67

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 met my expectations, 60%

Guam did not meet my expectations, 10%

Guam exceeded my expectations, 29%

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

TRIP EXPECTATIONS – TRACKING

	FY2019	FY2023
Exceeded expectations	49%	29%
Met expectations	40%	60%
Did not meet expectations	11%	10%

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

SECTION 5

VISITOR ACTIVITIES

[A] | GUAM VISITORS BUREAU | GUAM

SHOPPING AREAS – TOP 3

FY2023	FY2019	FY2018
84% ABC Stores 68% K-Mart 64% Micronesian Mall 64% Premier Outlets	64% DFS 61% ABC Stores 52% Micronesian Mall	58% DFS 52% Micronesian Mall 49% Premier Outlets

FY2017	FY2016	FY2015	FY2014
63% DFS 61% Premier Outlets 57% ABC Stores	68% DFS 66% ABC 67% K-Mart	77% K-Mart 69% DFS 63% Micronesian Mall	72% DFS 70% ABC 62% K-Mart

FY2013	FY2012	FY2011	FY2010
73% DFS 72% ABC 57% K-Mart	75% DFS 70% ABC 47% K-Mart	74% DFS 67% ABC 45% Micronesian Mall	73% DFS 65% ABC 41% K-Mart

FY2009	FY2008	FY2007
70% DFS 64% ABC 38% K-Mart	77% DFS 65% ABC 41% Micronesian Mall	73% DFS 59% ABC 35% K-Mart

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

ACTIVITIES – SIGHTSEEING

100%	
90%	
80%	
70%	
60%	
50%	52%
40%	44%
30%	29%
20%	
10%	11%
0%	0%

Scenic views/ natural landmarks · Boat tours/ dolphin watch · Self-guided/ drove around · Island sightseeing tour · Helicopter ride

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

ACTIVITIES – RECREATION

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

ACTIVITIES – SPORTS

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	23%
Chamorro night market	19%
Chamorro cuisine	15%
Local night market	9%
Chamorro culture	7%
Village festival	1%
Archeology site visit	1%

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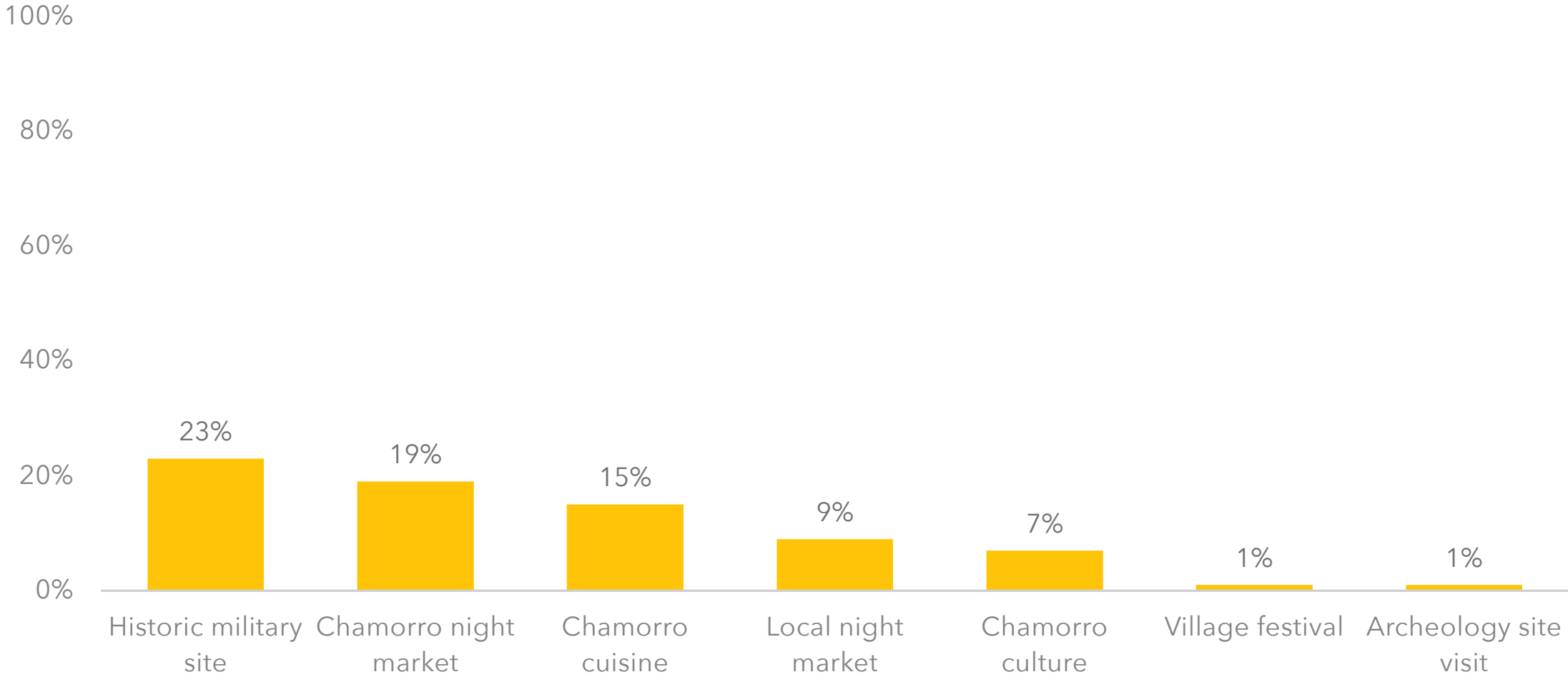
ACTIVITIES – ENTERTAINMENT & DINING

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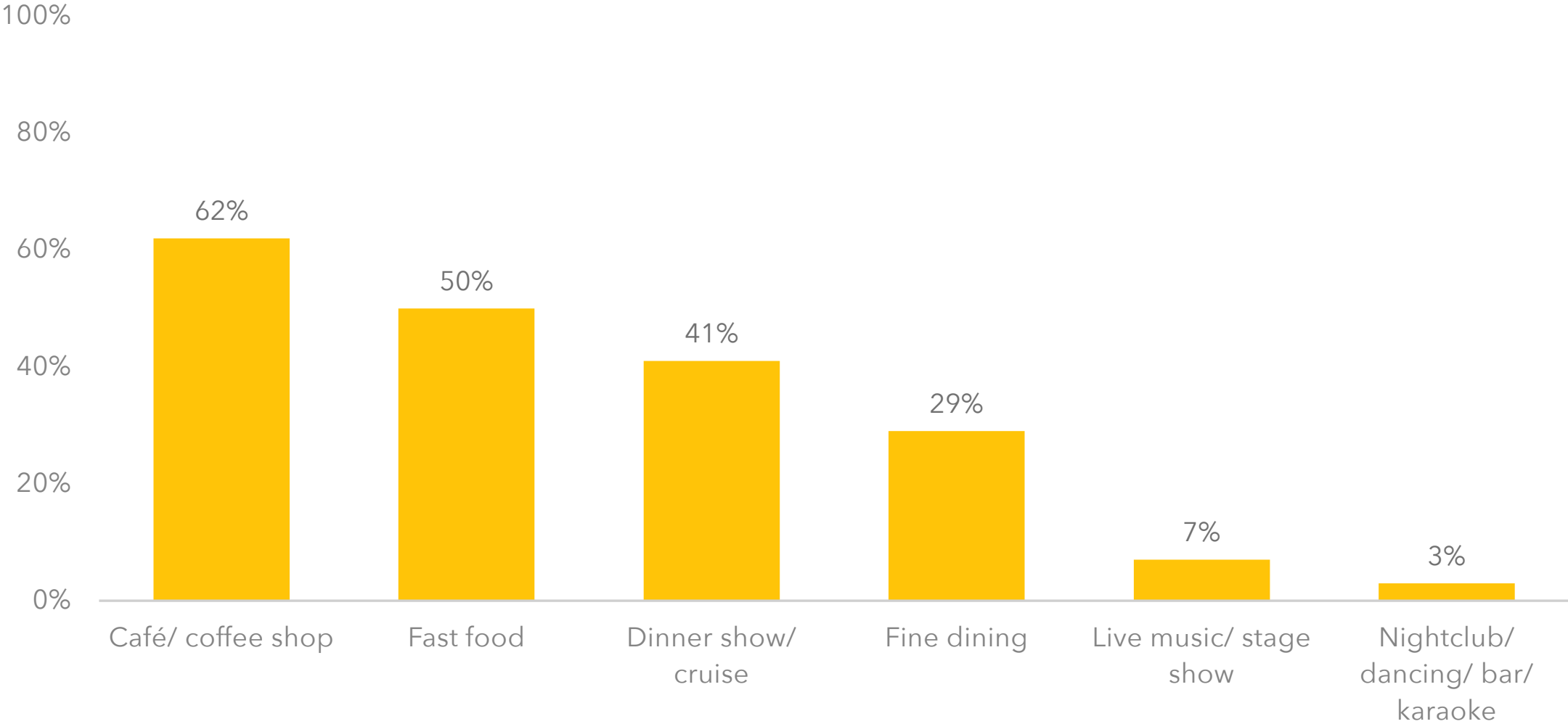
LOCAL ATTRACTIONS – TOP RESPONSES (5%+)

Bar chart:

Attraction	Percentage
Two Lovers Pt	46%
Chamorro Night Mkt	23%
Fish Eye Marine Park	17%
Chamorro Village	9%
Gef Pago	7%
Guam Museum	5%

Q: During this trip to Guam, which of the following attractions did you visit?
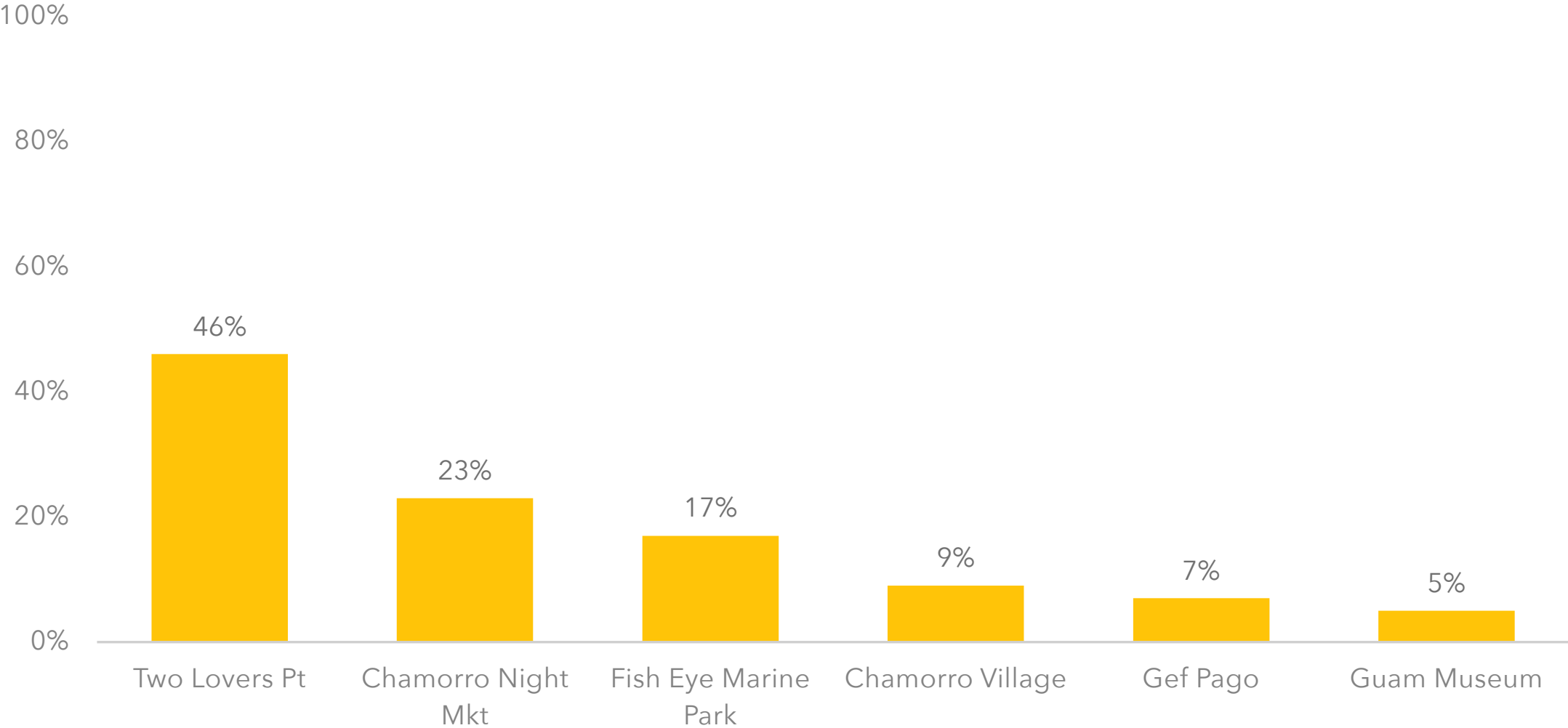
LOCAL CULTURE – OBSTACLES

	FY2019	FY2023
Scheduling conflict	53%	65%
Unaware	19%	30%
Did not want to	25%	9%
Did not know where	12%	11%

Legend:
- Scheduling conflict
- Unaware
- Did not want to
- Did not know where

Q: Why did you not participate in any cultural activities or events during your recent stay on Guam?
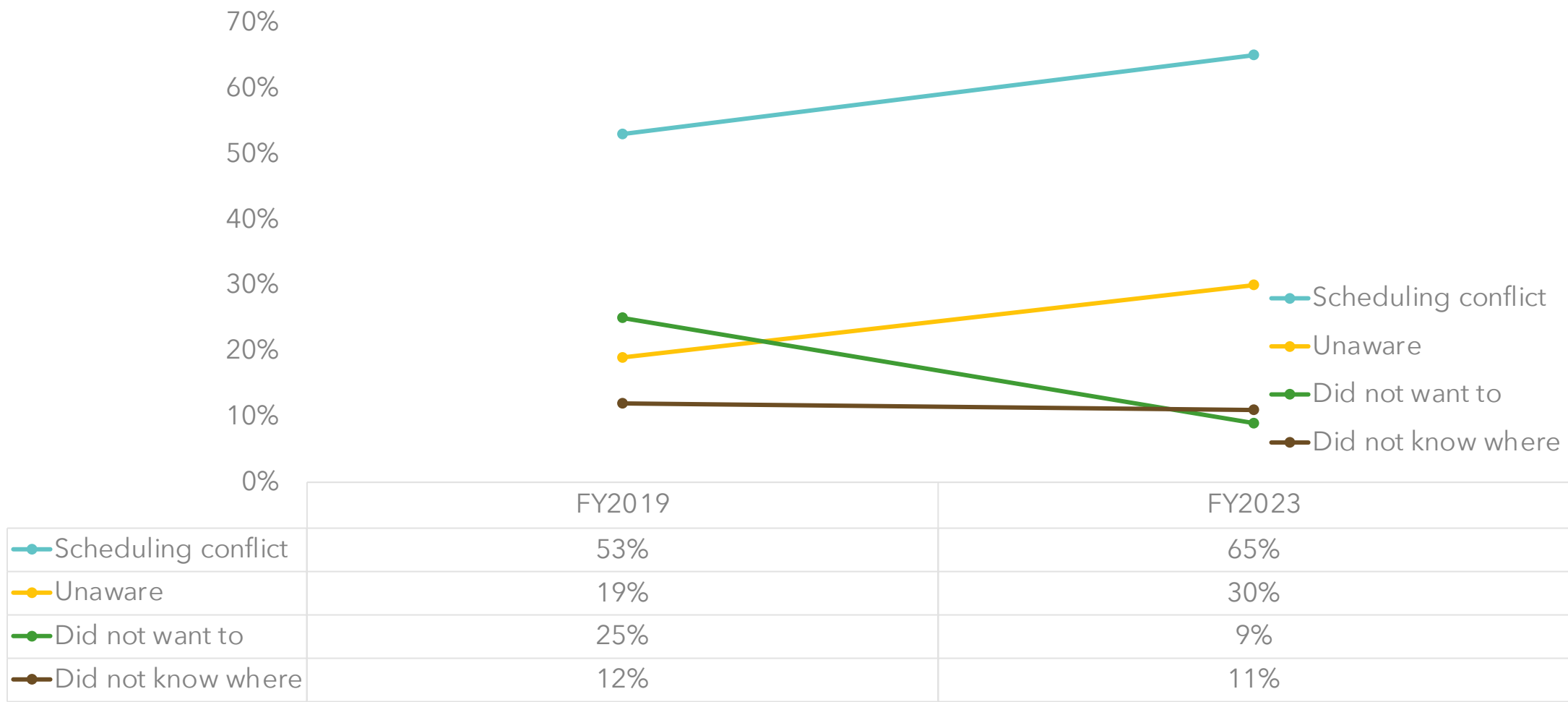
SECTION 6
SOURCES OF INFORMATION

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

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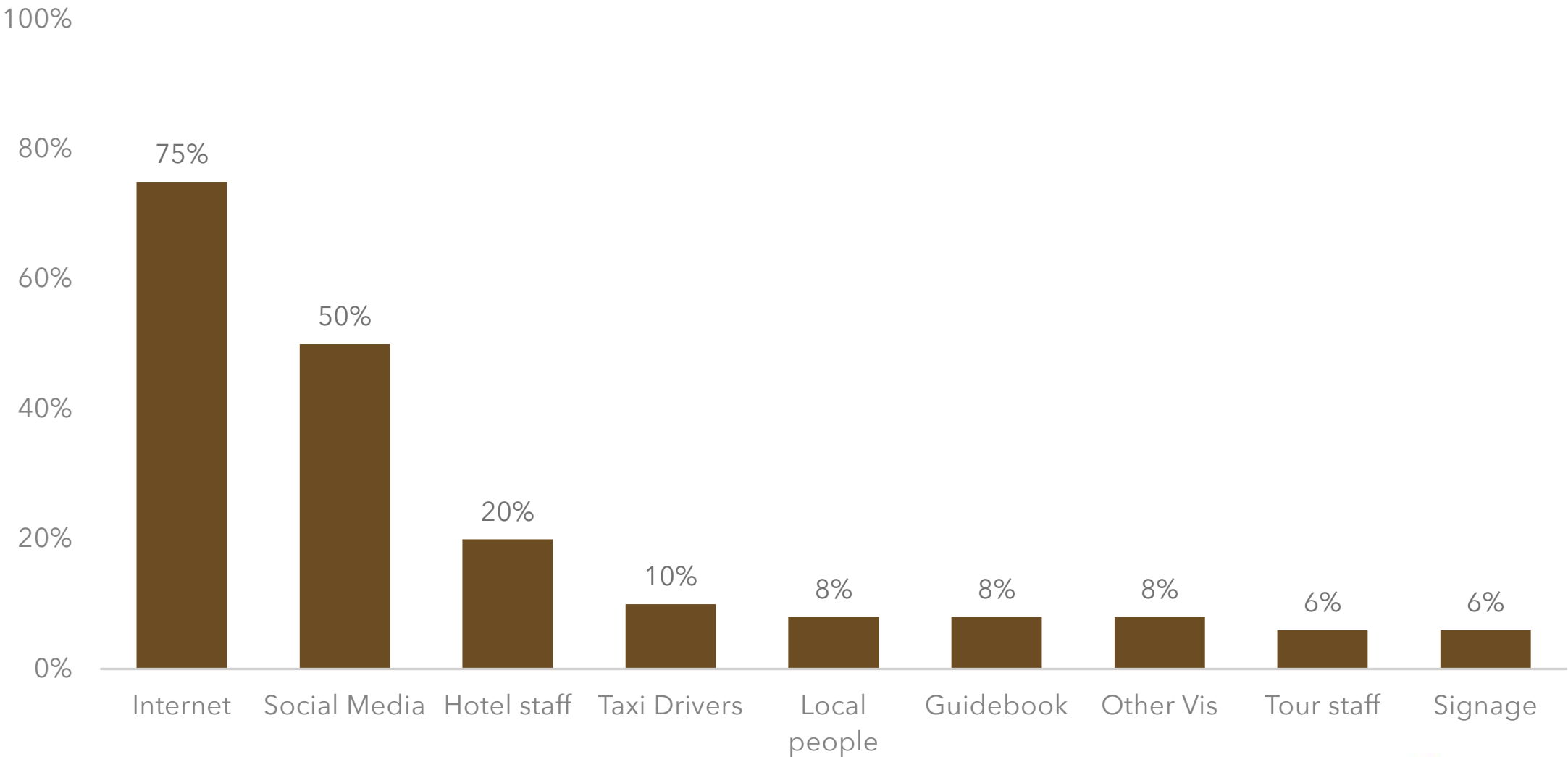|		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
		–	–	–	–	–	–	–	–	–
		(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
Q5	Internet/Mobile App	76%	76%	75%	72%	84%	82%	79%	66%	77%
	I have been to Guam before	34%	36%	38%	21%	21%	8%	16%	73%	34%
	Social media	33%	33%	34%	32%	21%	45%	37%	26%	34%
	Friend or relative	25%	24%	26%	26%	16%	31%	26%	14%	25%
	TV	8%	8%	7%	13%	21%	9%	5%	5%	8%
	Co-worker/ company travel department	7%	6%	6%	10%	11%	7%	a	2%	7%
	Guam Visitors Bureau promotional activities	6%	5%	6%	3%	5%	9%	5%	7%	5%
	Travel guide book at bookstores	4%	5%	5%	2%	a	2%	a	4%	4%
	Travel agent brochure	4%	4%	2%	8%	5%	8%	5%	2%	4%
	Magazine (consumer)	1%	1%	1%	1%	a	a	5%	0%	1%
	Guam Visitors Bureau office	1%	0%	1%	1%	a	a	5%	1%	0%
	Newspaper	0%	0%	0%	a	a	a	5%	0%	0%
	Travel trade shows	0%	0%	0%	0%	a	2%	a	0%	0%
	Radio	0%	0%	0%	a	a	a	a	a	0%
	Total	1683	1441	1252	203	19	105	19	795	1532

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.

ONISLE SOURCES OF INFORMATION

GVB VISITOR SATISFACTION STUDY

...

		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	75%	78%	77%	69%	74%	77%	74%	76%	76%
	Social Media	50%	50%	52%	45%	37%	57%	53%	50%	51%
	Hotel staff	20%	20%	20%	22%	a	14%	11%	21%	20%
	Taxi drivers	10%	10%	10%	14%	5%	16%	11%	8%	10%
	Other visitors	8%	8%	9%	8%	21%	7%	11%	10%	8%
	Guide books I brought with me	8%	8%	8%	8%	a	8%	11%	7%	8%
	Local people	8%	7%	9%	5%	21%	7%	16%	8%	7%
	Tour staff	6%	6%	3%	20%	26%	11%	16%	4%	6%
	Signs/ advertisement	6%	6%	6%	6%	a	7%	a	7%	6%
	Visitors channel	4%	4%	5%	4%	a	4%	a	4%	5%
	Guam Visitors Bureau	4%	4%	4%	2%	a	1%	5%	5%	4%
	Local publication	3%	3%	3%	2%	5%	1%	5%	4%	3%
	Restaurant staff (outside hotel)	2%	2%	2%	1%	5%	1%	a	2%	2%
	Retail staff	2%	2%	2%	2%	a	2%	a	2%	2%
	Total	1683	1441	1252	203	19	105	19	795	1532

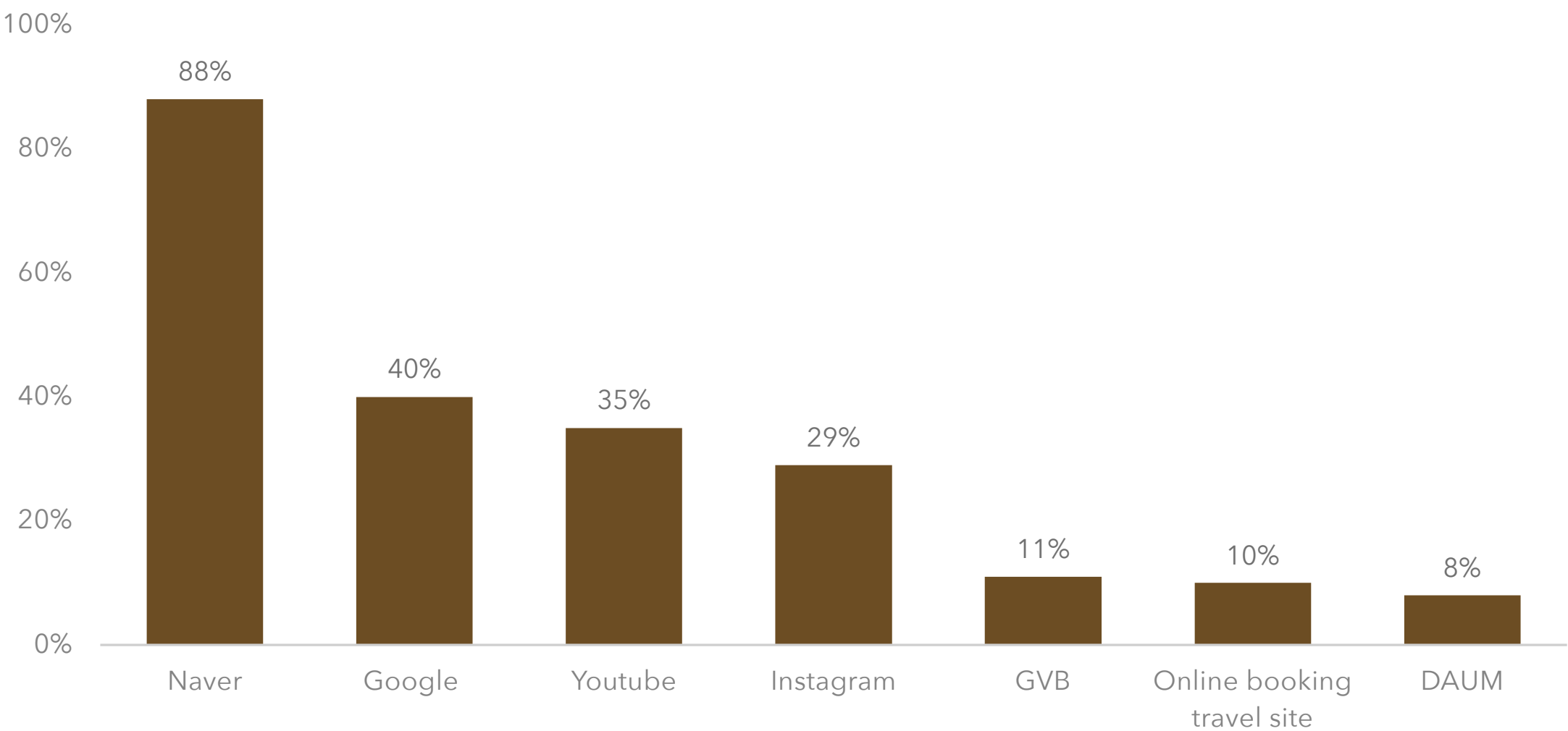*Prepared by Anthology Research*[b,c]

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.
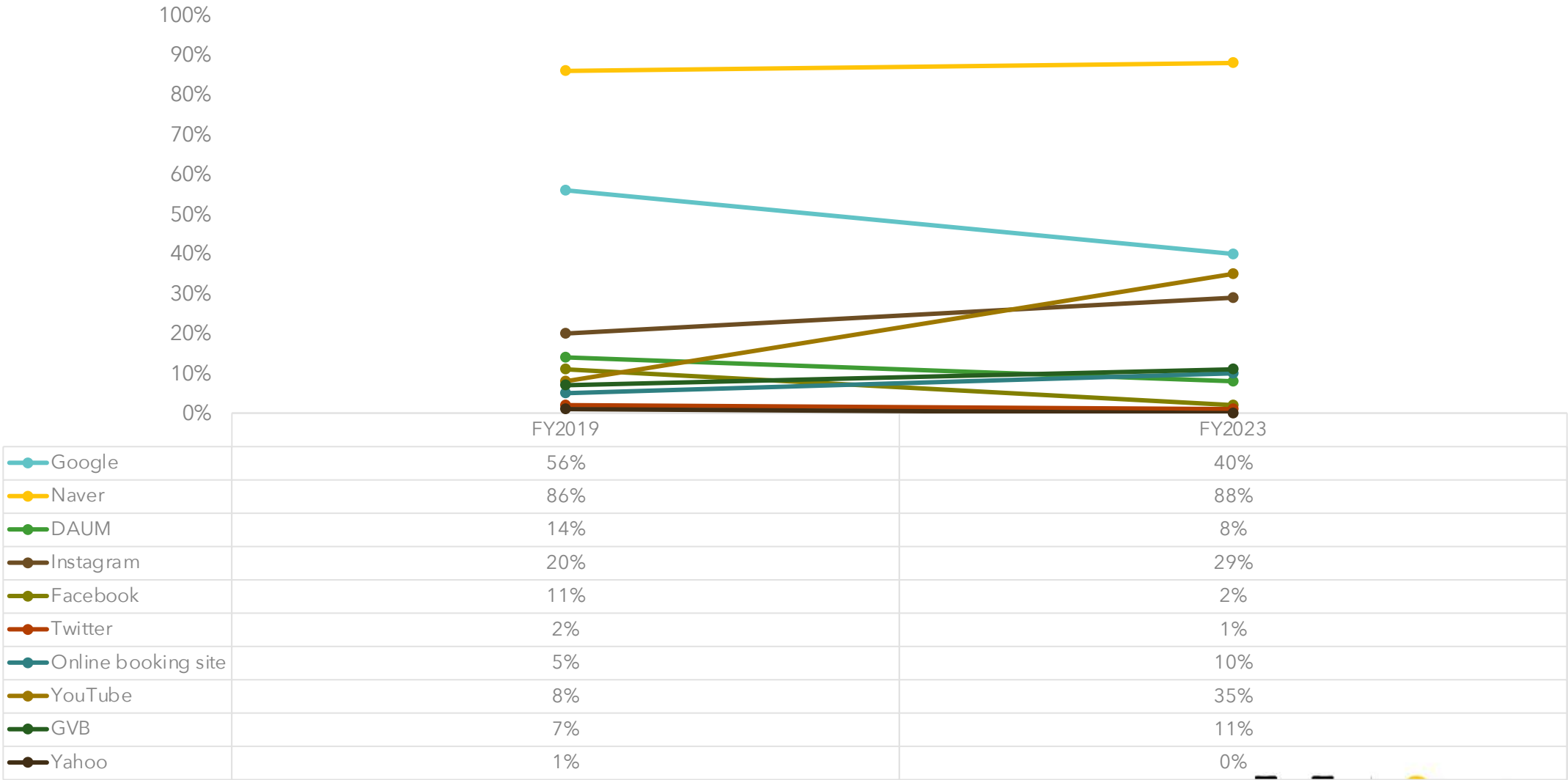   Significance level for upper case letters (A, B, C): .05

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

	FY2019	FY2023
Google	56%	40%
Naver	86%	88%
DAUM	14%	8%
Instagram	20%	29%
Facebook	11%	2%
Twitter	2%	1%
Online booking site	5%	10%
YouTube	8%	35%
GVB	7%	11%
Yahoo	1%	0%

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

Yes
43%

No
57%

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?

IMPACT OF AIRPORT IMMIGRATION SVC ON FUTURE TRAVEL TO GUAM

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?
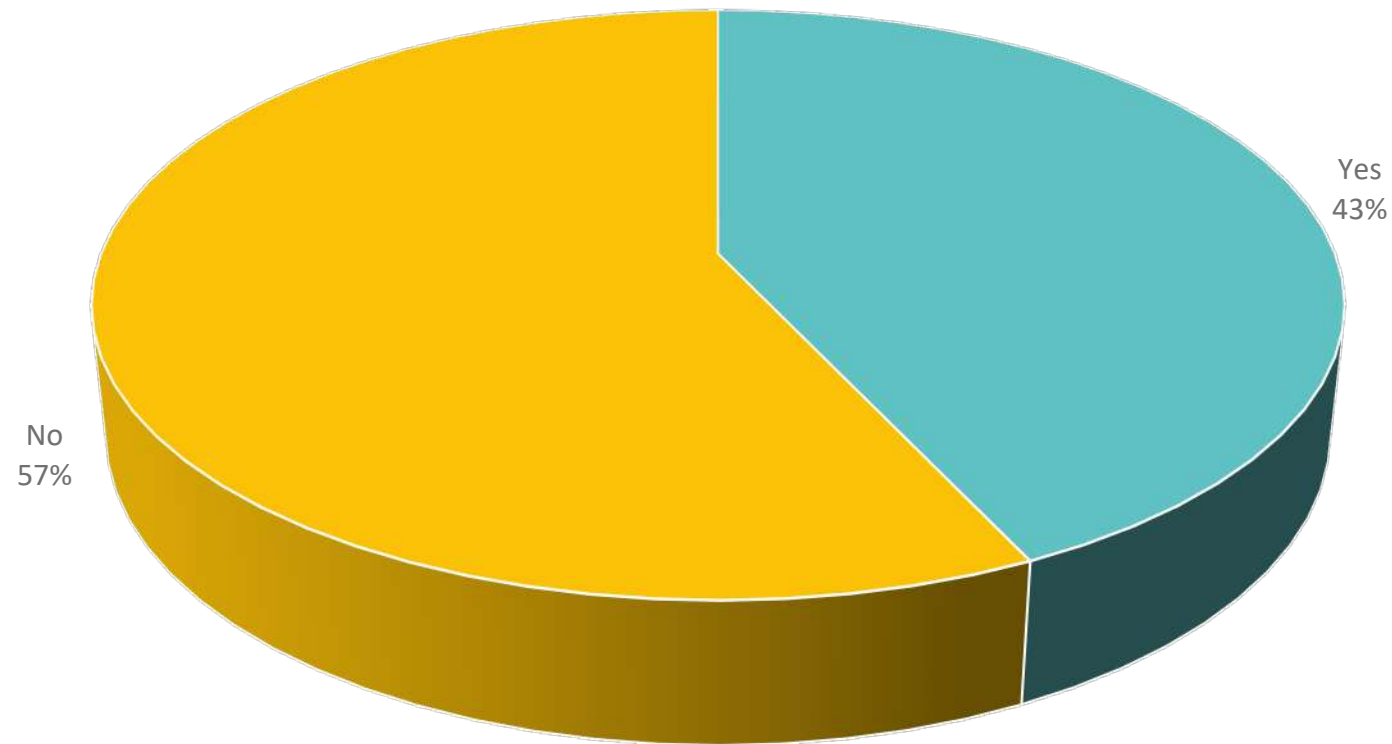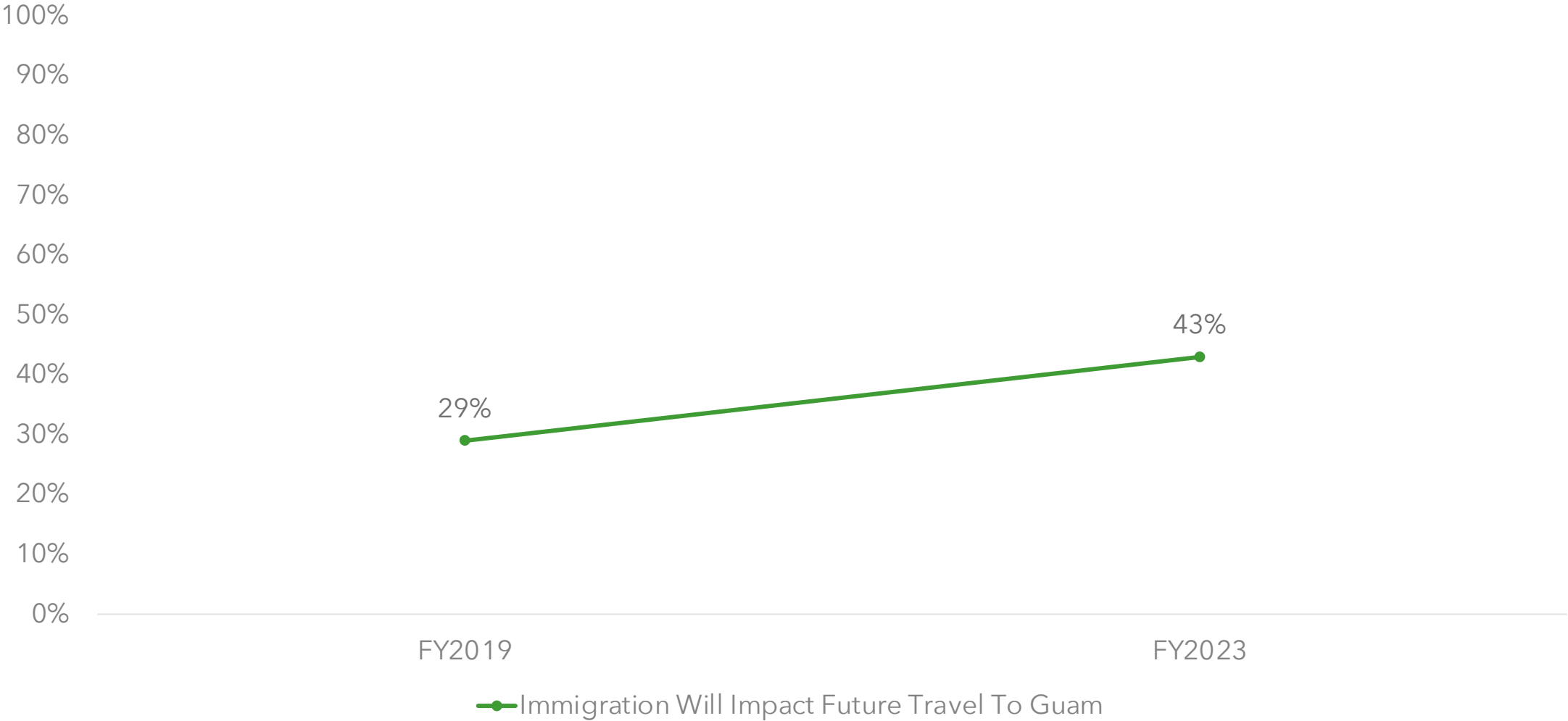
AIRPORT – SECURITY/ IMMIGRATION ISSUES

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