



Guam Visitors Bureau

Korea Visitor Tracker Exit Profile & Market Segmentation Report

FY2023 – QTR2 (JAN 2023-MAR 2023)

[ANTHOLOGY®]
RESEARCH



Background and Methodology

- Anthology Research conducted quantitative research in the form of an online survey from February 1, 2023 to April 23, 2023.
 - 2023 Quarter Two: A total of **415** completed surveys were collected among visitors from Korea who were on island between January 1, 2023 and March 31, 2023. The margin of error for a sample of 415 is +/- 4.81 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.

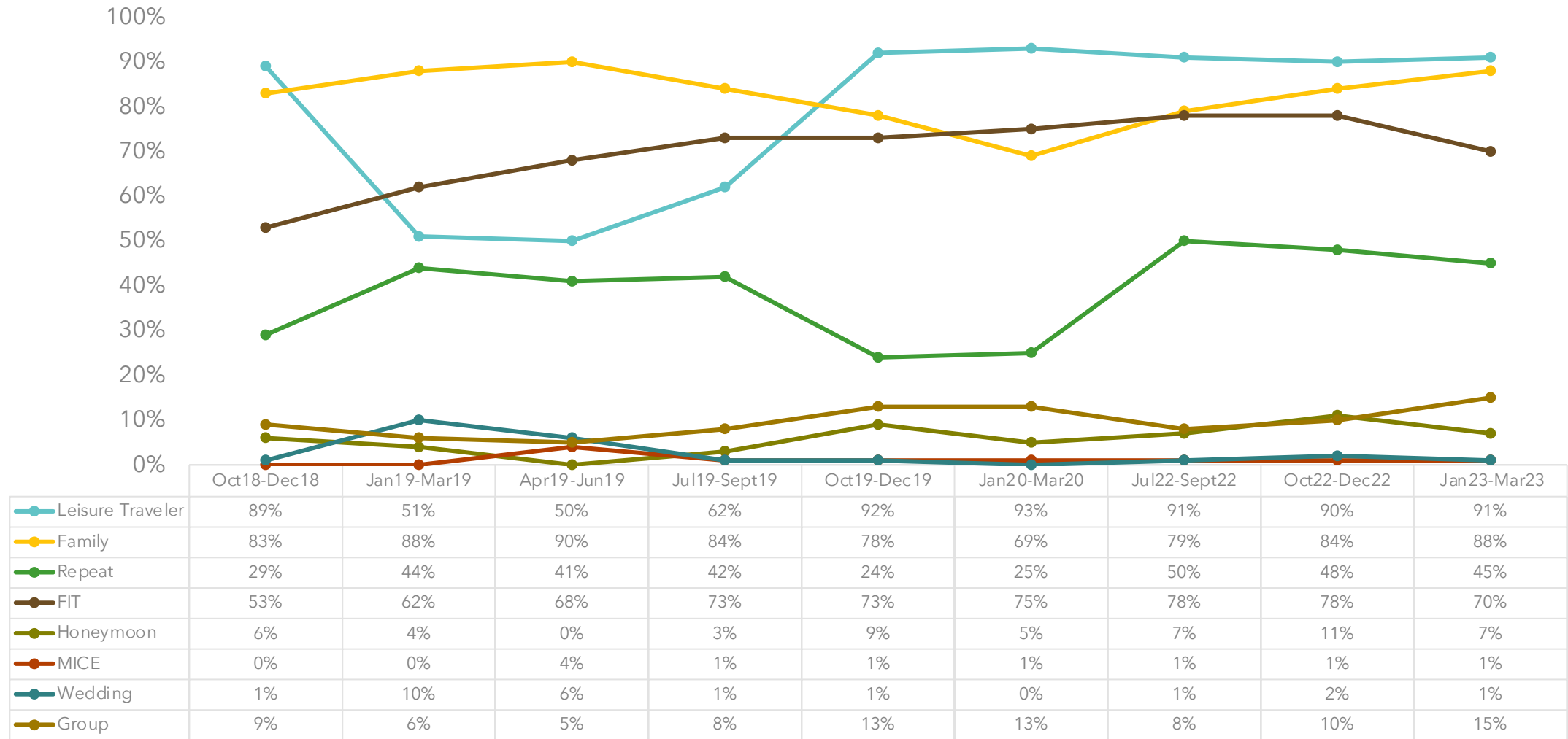
Objectives

- 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

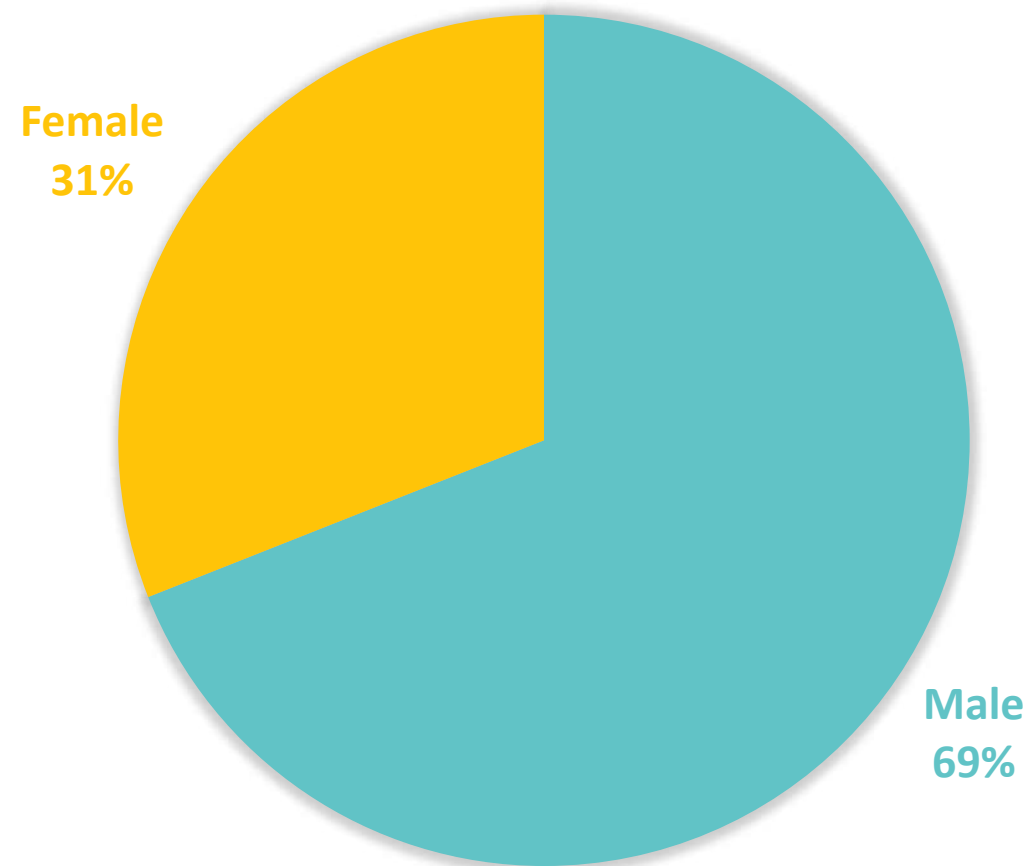




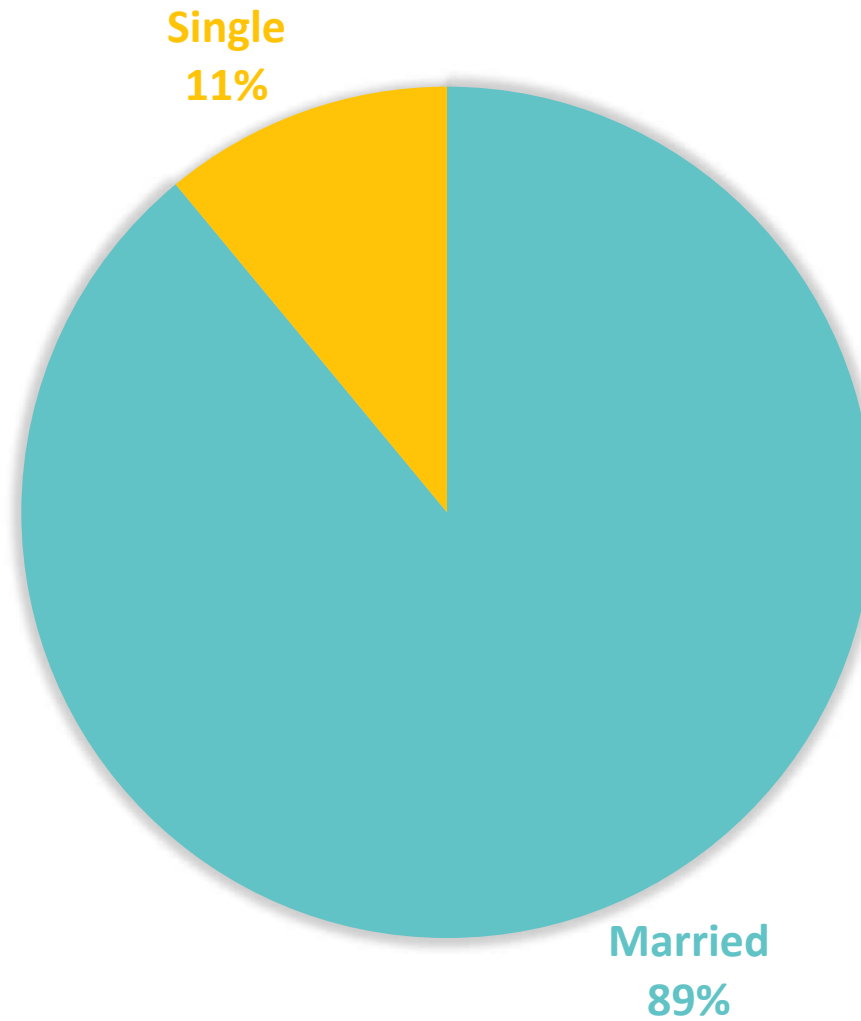
SECTION 1

PROFILE OF RESPONDENTS

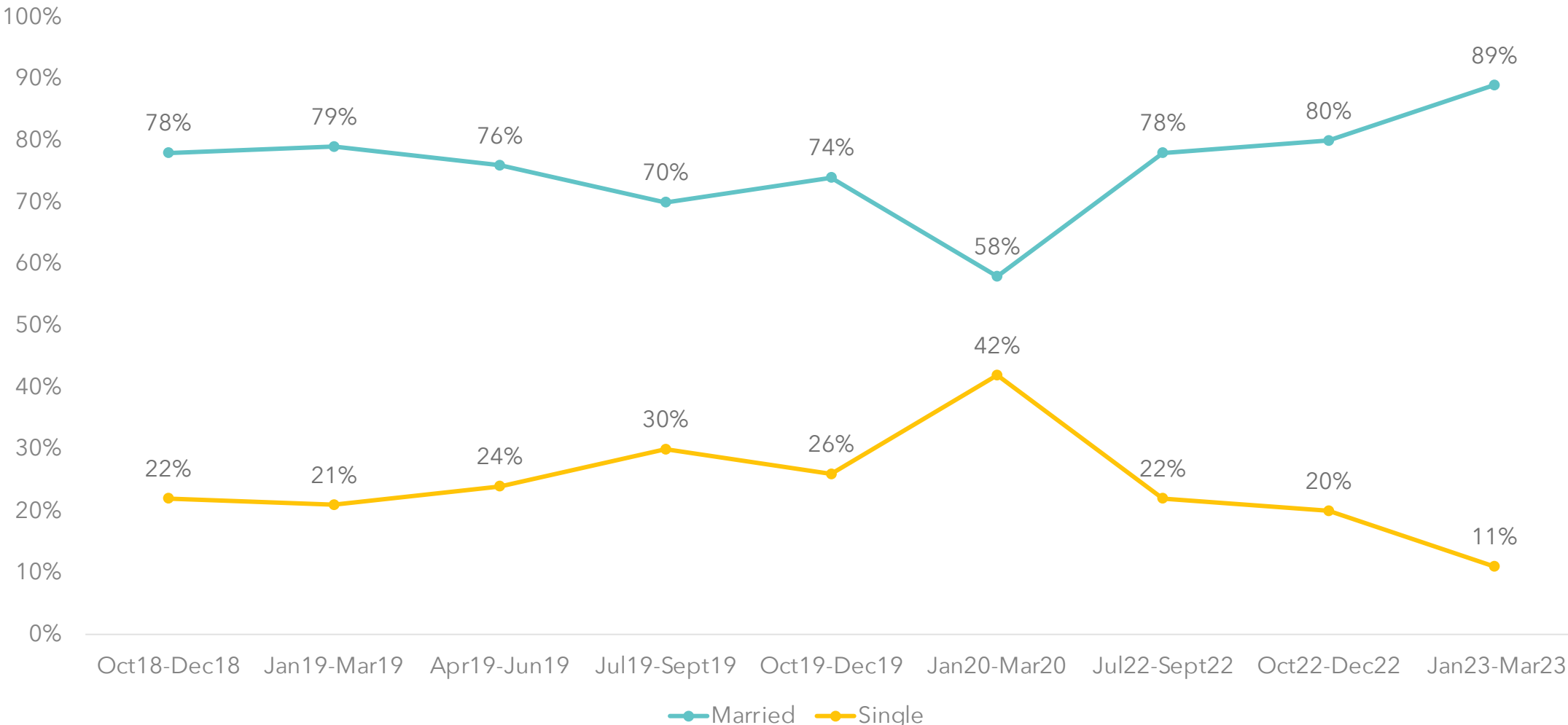
GENDER



MARITAL STATUS



MARITAL STATUS – TRACKING



MARITAL STATUS – SEGMENTATION

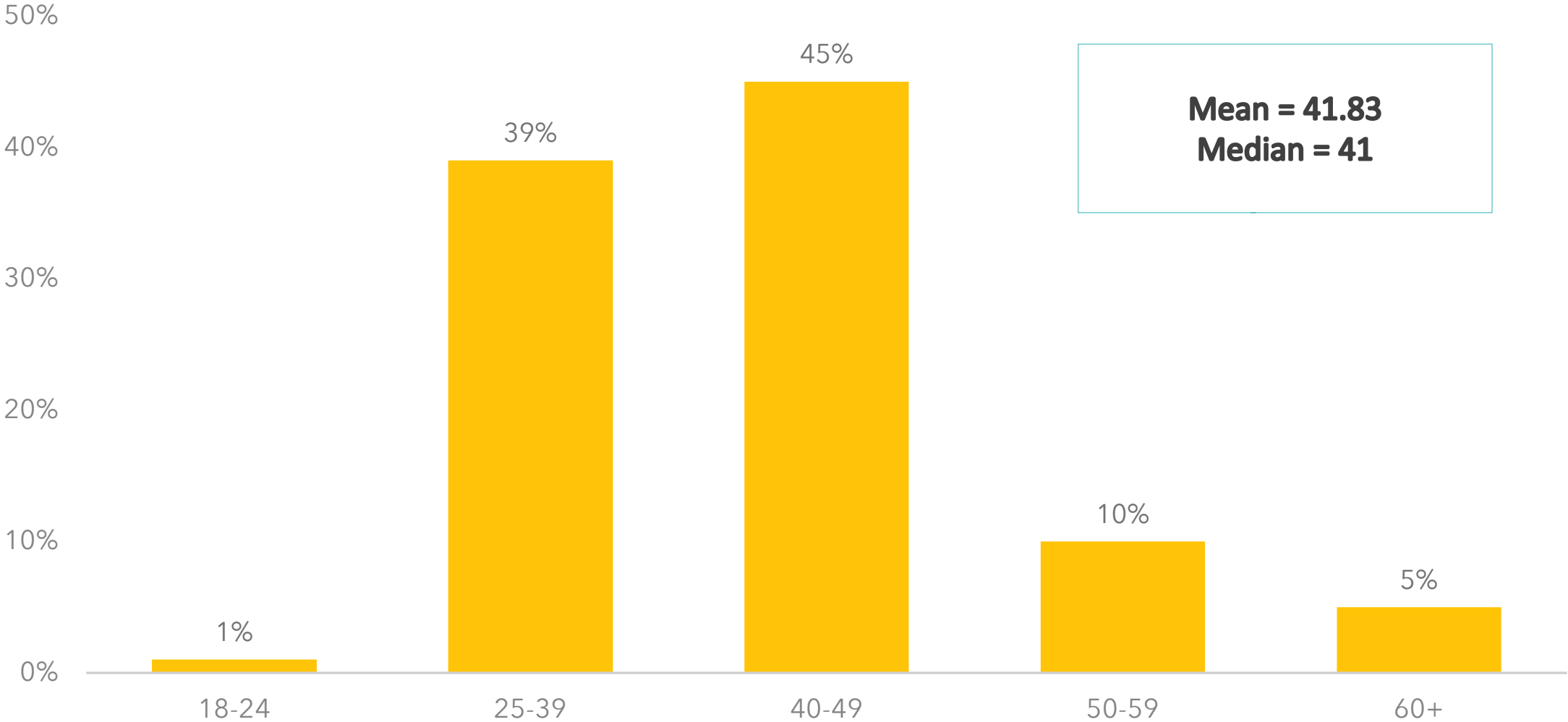
GVB VISITOR SATISFACTION STUDY
QE Are you married or single?

		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
		–	–	–	–	–	–	–	–	–
		(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
QE	Married	89%	94%	86%	90%	60%	100% ^a	100% ^a	94%	88%
	Single	11%	6%	14%	10%	40%	^a	^a	6%	12%
	Total	415	367	291	61	5	28	5	185	379

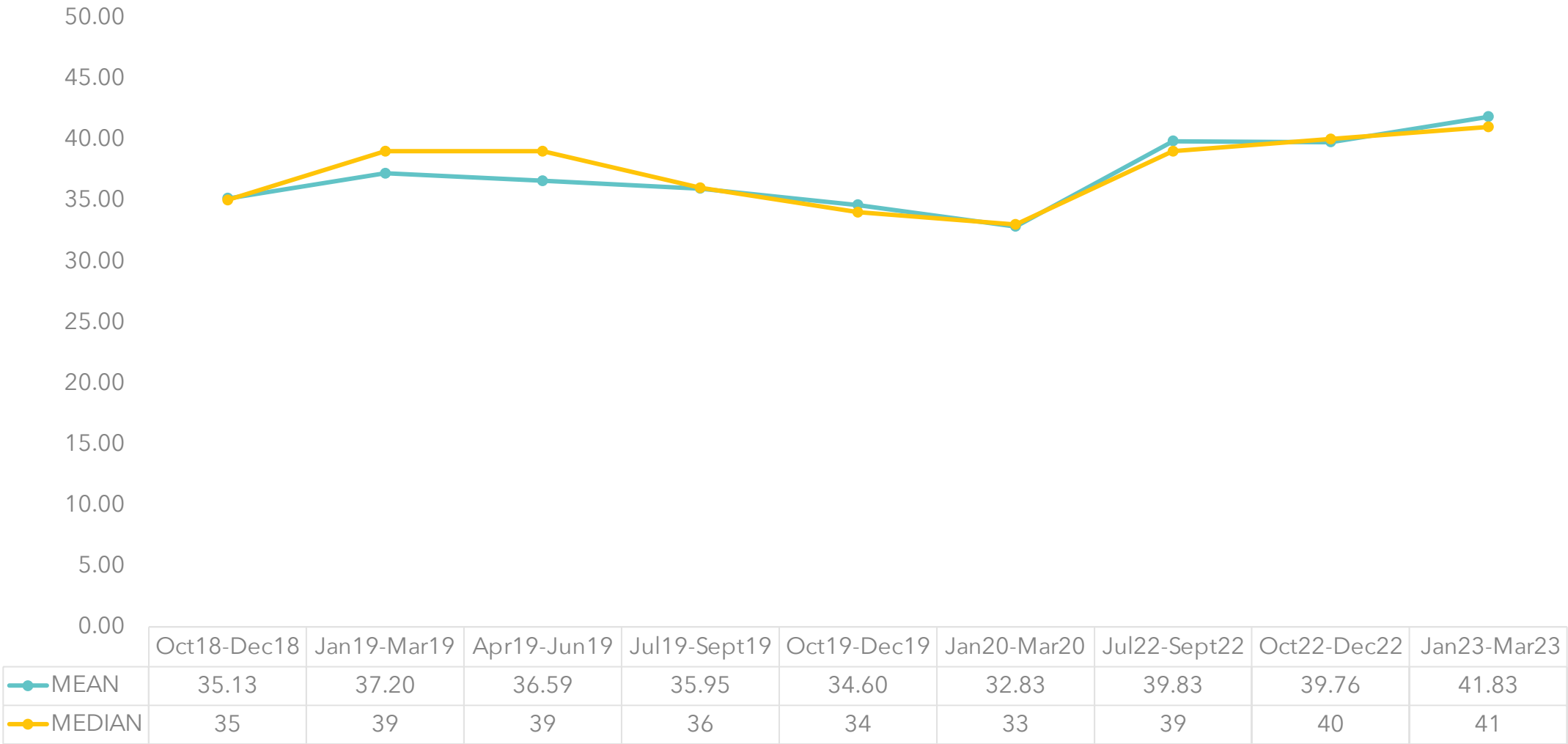
*Prepared by Anthology Research^{a,b,c}

- 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.

AGE



AGE – TRACKING



AGE – SEGMENTATION

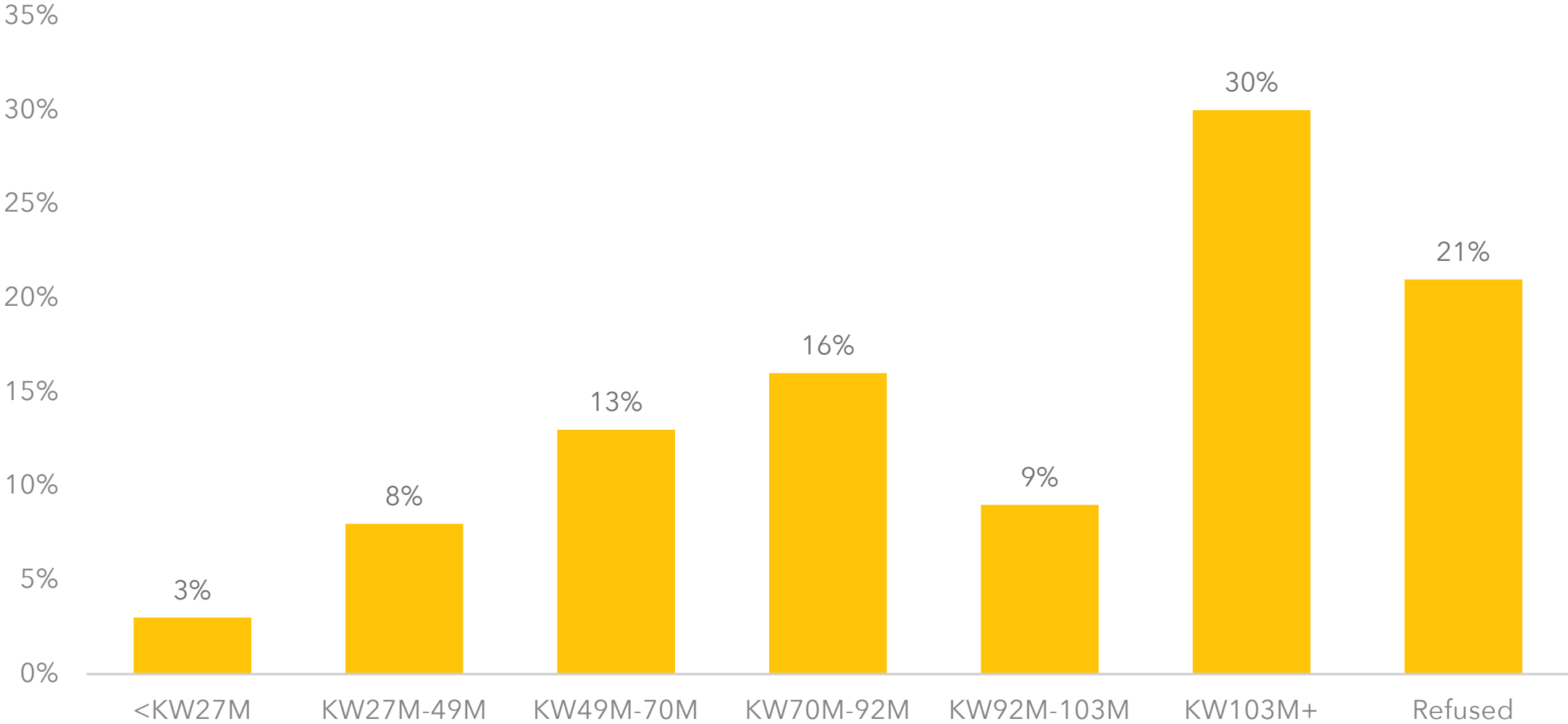
GVB VISITOR SATISFACTION STUDY
QF What was your age on your last birthday?

		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
		–	–	–	–	–	–	–	–	–
		(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
QF	18–24	1%	1%	1%	^c	^c	^c	^c	1%	1%
	25–39	39%	39%	44%	30%	40%	89%	80%	29%	39%
	40–49	45%	47%	43%	51%	60%	7%	^c	52%	46%
	50–59	10%	9%	9%	16%	^c	4%	^c	12%	9%
	60+	5%	5%	4%	3%	^c	^c	20%	7%	4%
	Total	415	367	291	61	5	28	5	185	379
QF	Mean	41.83	41.76	41.08	42.75	37.40	34.07	37.40	43.91	41.61
	Median	41	41	40	42	40	35	31	42	41

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HOUSEHOLD INCOME



HOUSEHOLD INCOME – SEGMENTATION

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%	^a	^a	4%	20%	1%	1%
KW16,305,000 ~ KW27,173,999	1%	0%	1%	^a	20%	^a	^a	1%	1%
KW27,174,000 ~ KW38,041,999	3%	3%	2%	^a	^a	11%	20%	3%	3%
KW38,042,000 ~ KW48,911,999	5%	4%	5%	5%	^a	^a	^a	4%	4%
KW48,912,000 ~ KW59,781,999	5%	5%	3%	8%	20%	11%	20%	3%	5%
KW59,782,000 ~ KW70,652,999	8%	7%	8%	8%	20%	14%	^a	8%	7%
KW70,653,000 ~ KW81,520,999	9%	10%	9%	3%	^a	11%	^a	10%	9%
No Income	1%	1%	1%	2%	^a	^a	^a	2%	1%
KW81,521,000 ~ KW92,390,999	7%	8%	8%	10%	^a	14%	^a	6%	8%
KW92,391,000 ~ KW103,259,999	9%	10%	9%	10%	^a	14%	40%	8%	8%
More than KW103,260,000	30%	31%	31%	30%	^a	7%	^a	36%	30%
Prefer not to say	21%	22%	21%	25%	40%	14%	^a	21%	22%
Total	415	367	291	61	5	28	5	185	379

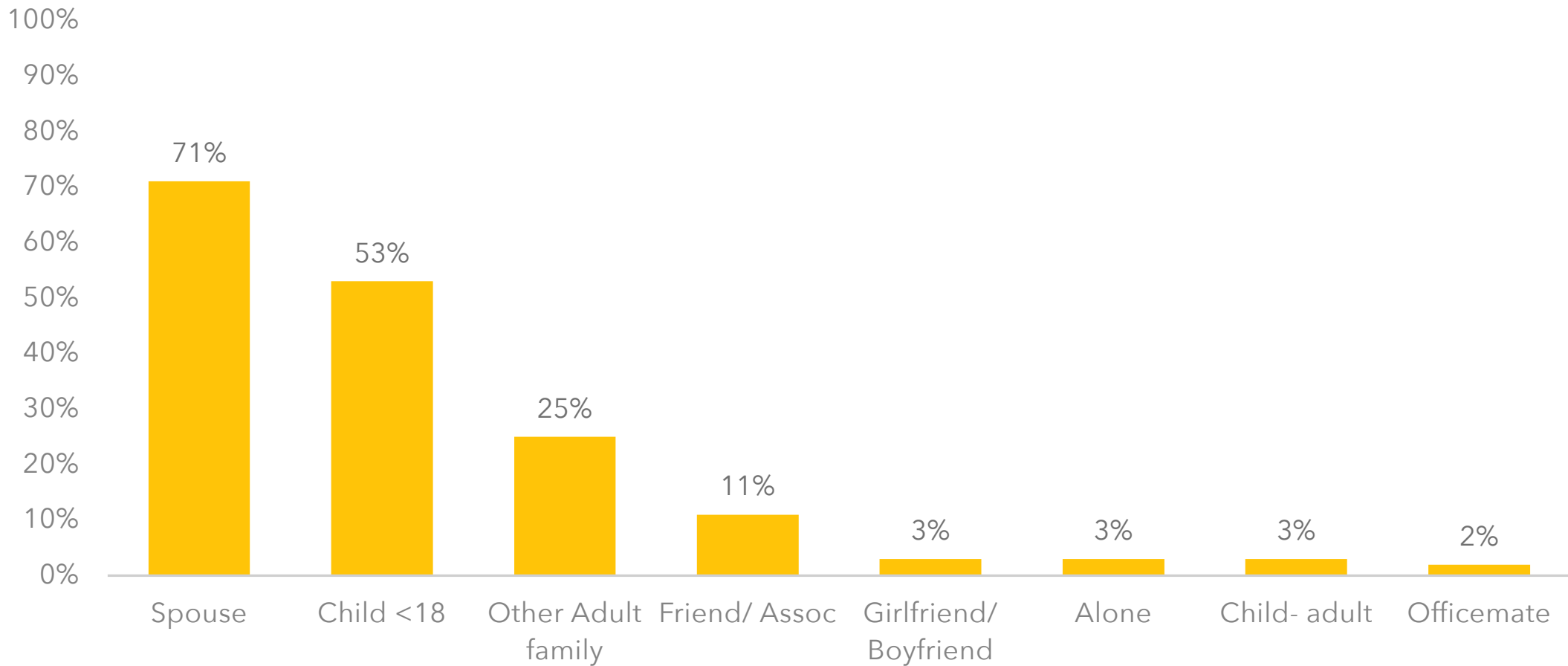
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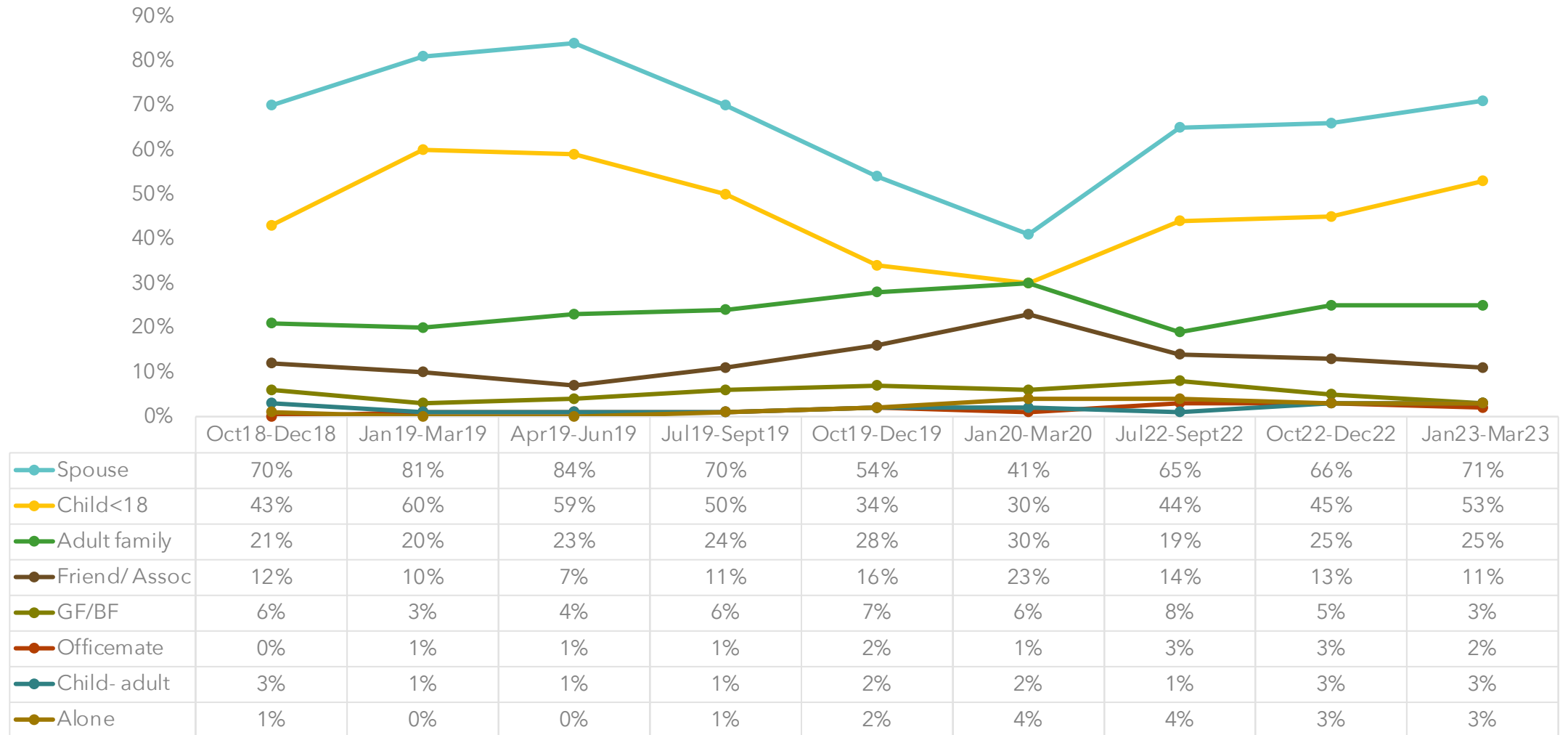
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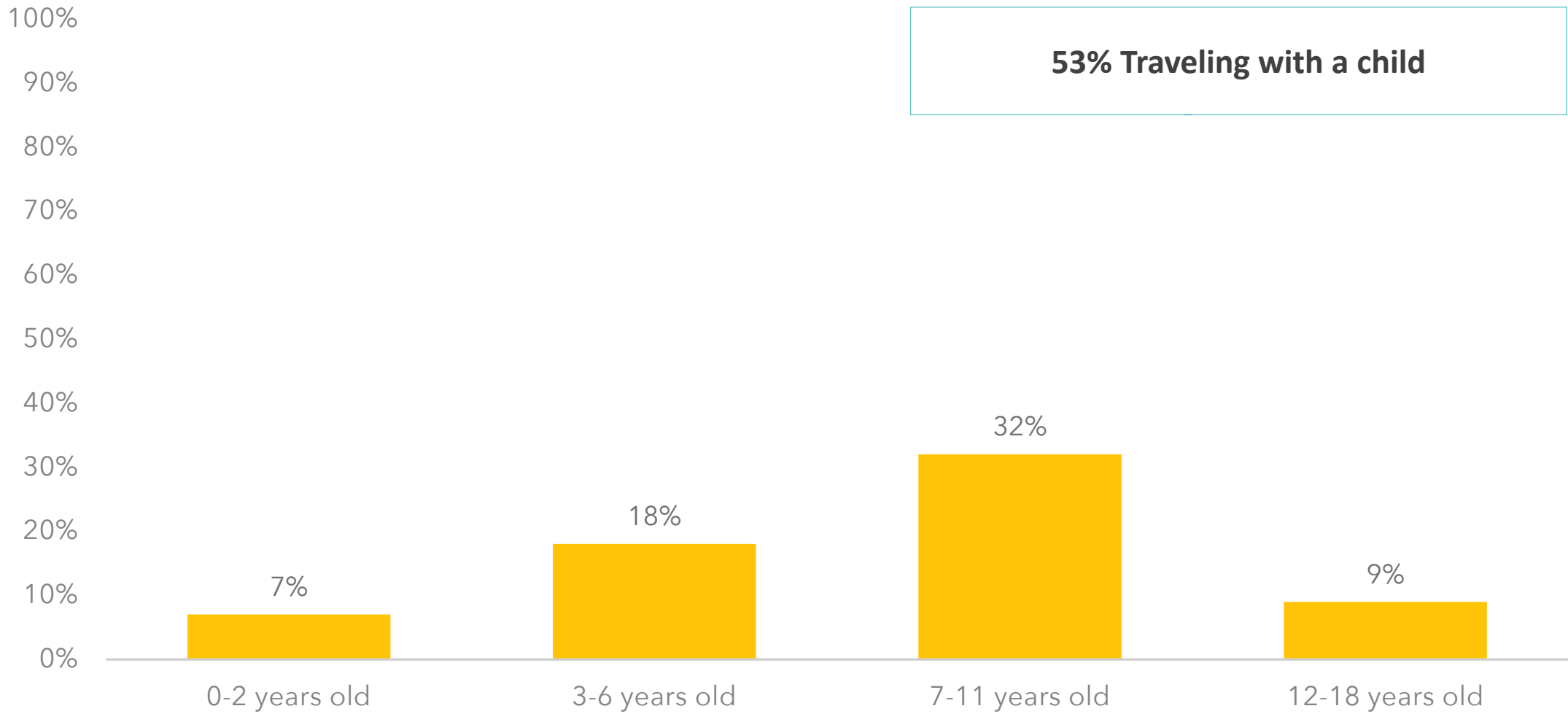
TRAVEL PARTY



TRAVEL PARTY – TRACKING



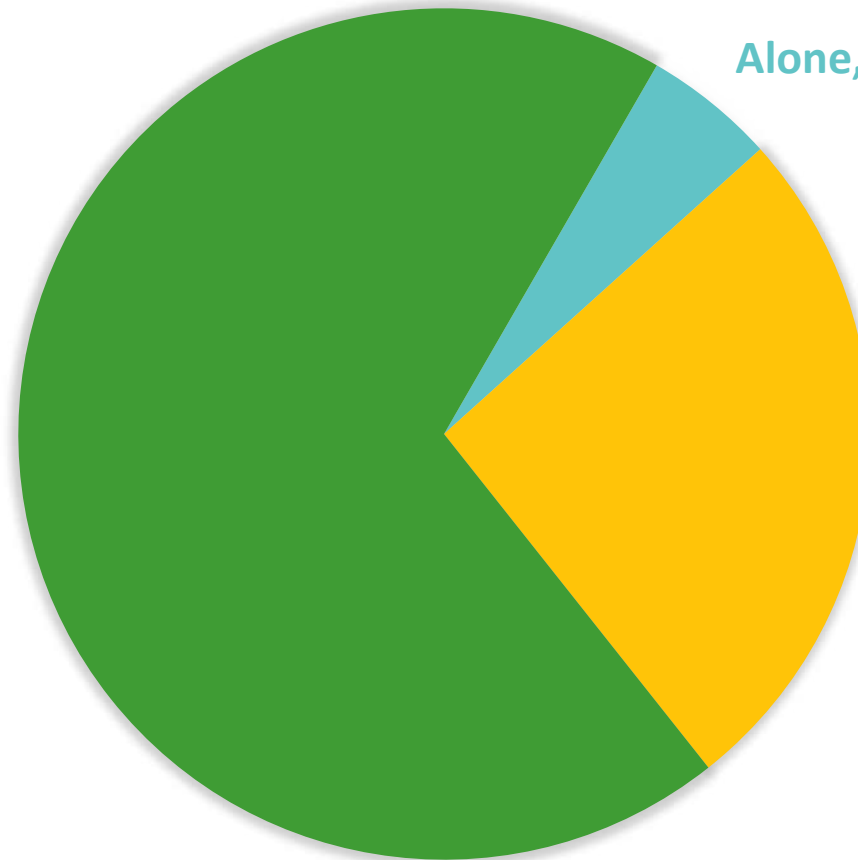
TRAVEL PARTY – CHILD UNDER 18



TRAVEL PARTY SIZE

Mean = 3.67
Median = 3

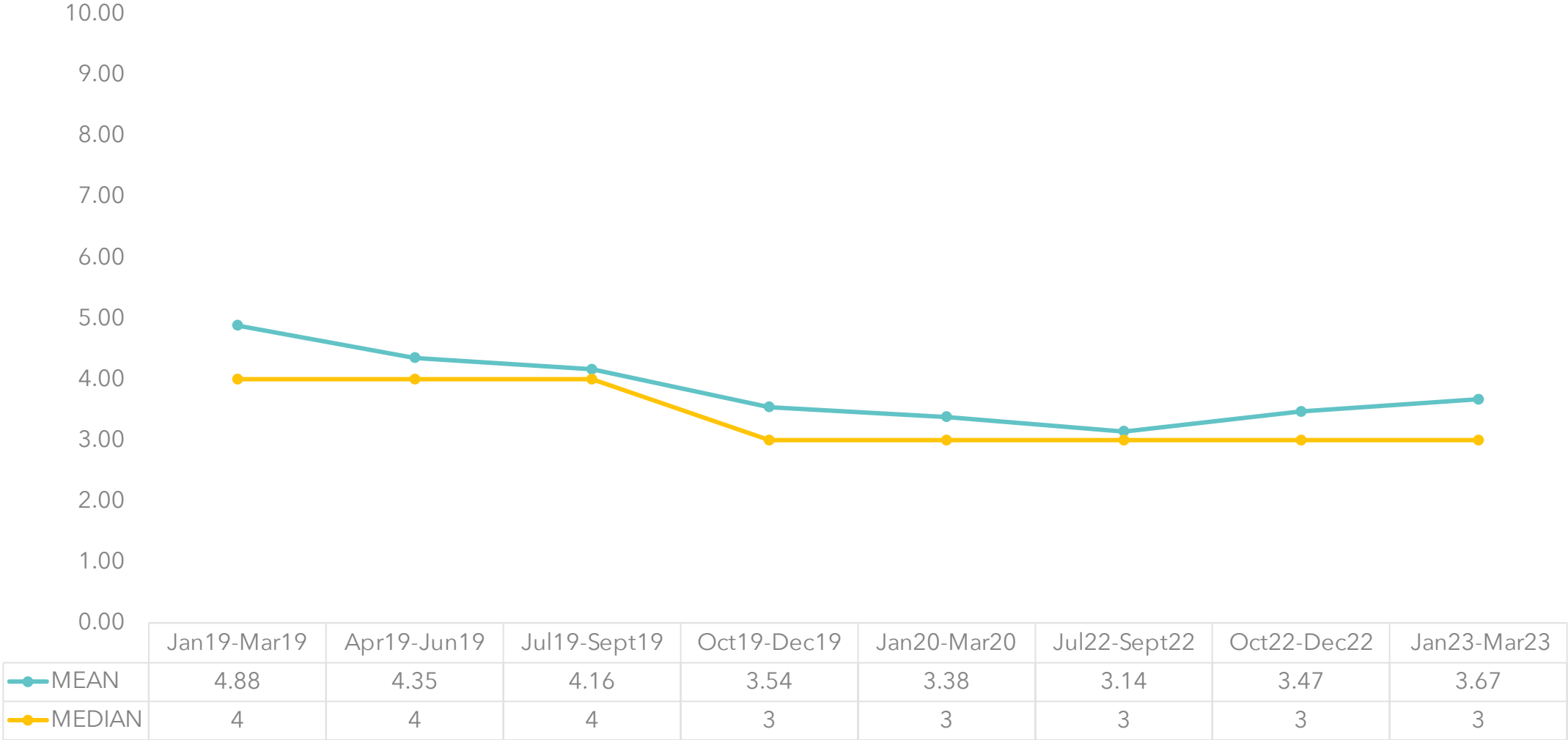
Three or more, 69%



Alone, 5%

Two persons, 26%

TRAVEL PARTY SIZE – TRACKING



[A]

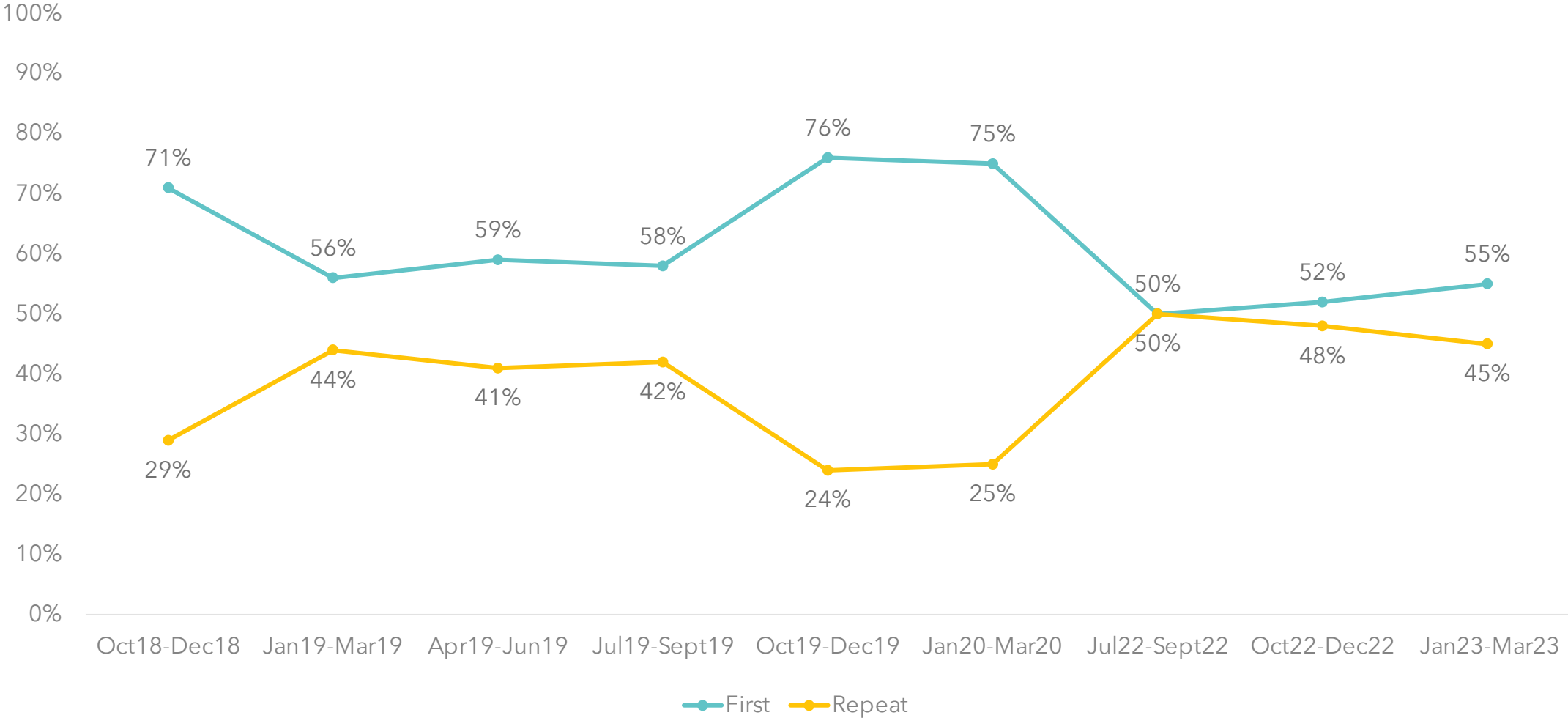


TRIPS TO GUAM



Mean = 2.44
Median = 1

TRIPS TO GUAM – TRACKING



[A]



TRIPS TO GUAM – SEGMENTATION

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	55%	55%	52%	66%	20%	89%	80%	^c	57%
Repeat	45%	45%	48%	34%	80%	11%	20%	100% ^c	43%
Total	415	367	291	61	5	28	5	185	379
Q9 Mean	2.33	2.24	2.60	1.66	2.20	1.11	1.40	3.98	2.18
Median	1	1	1	1	2	1	1	3	1

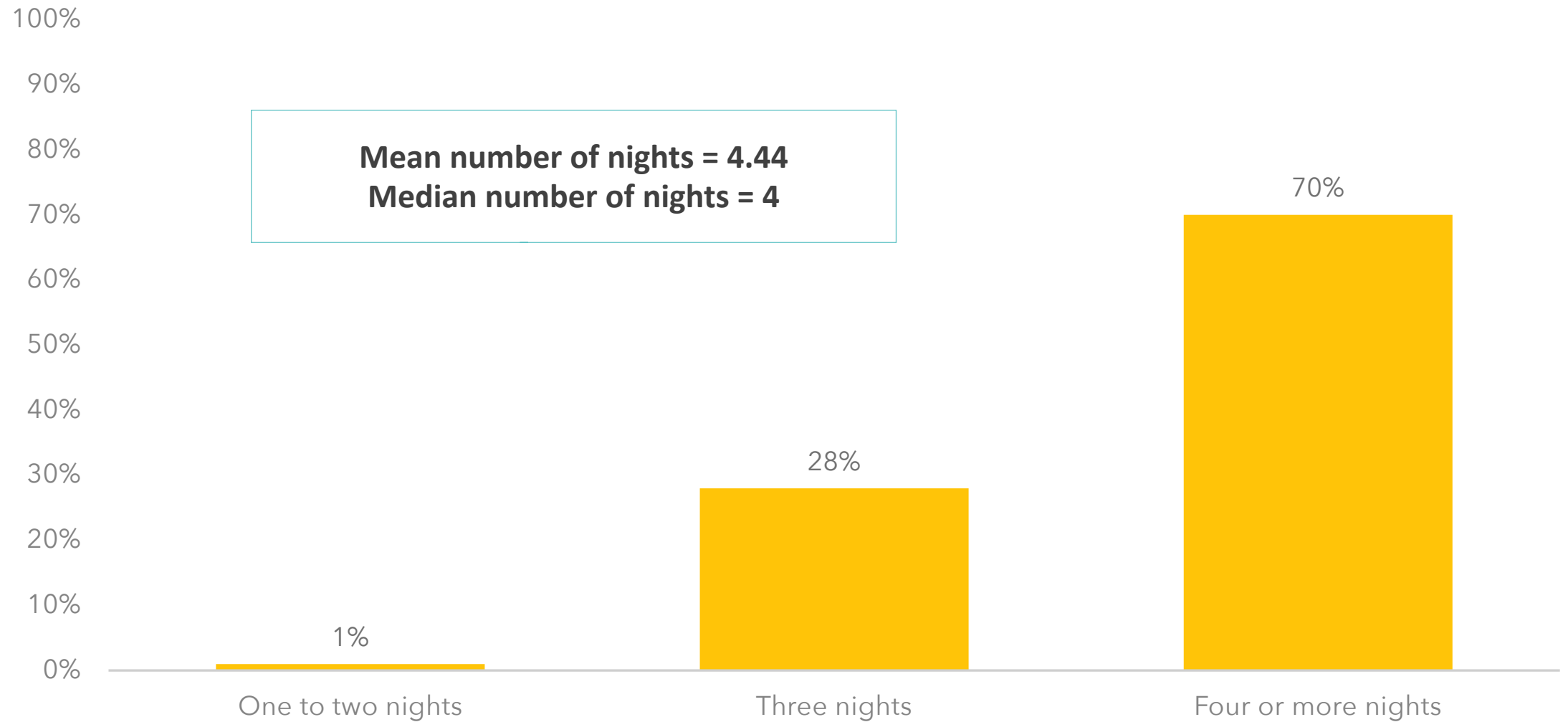
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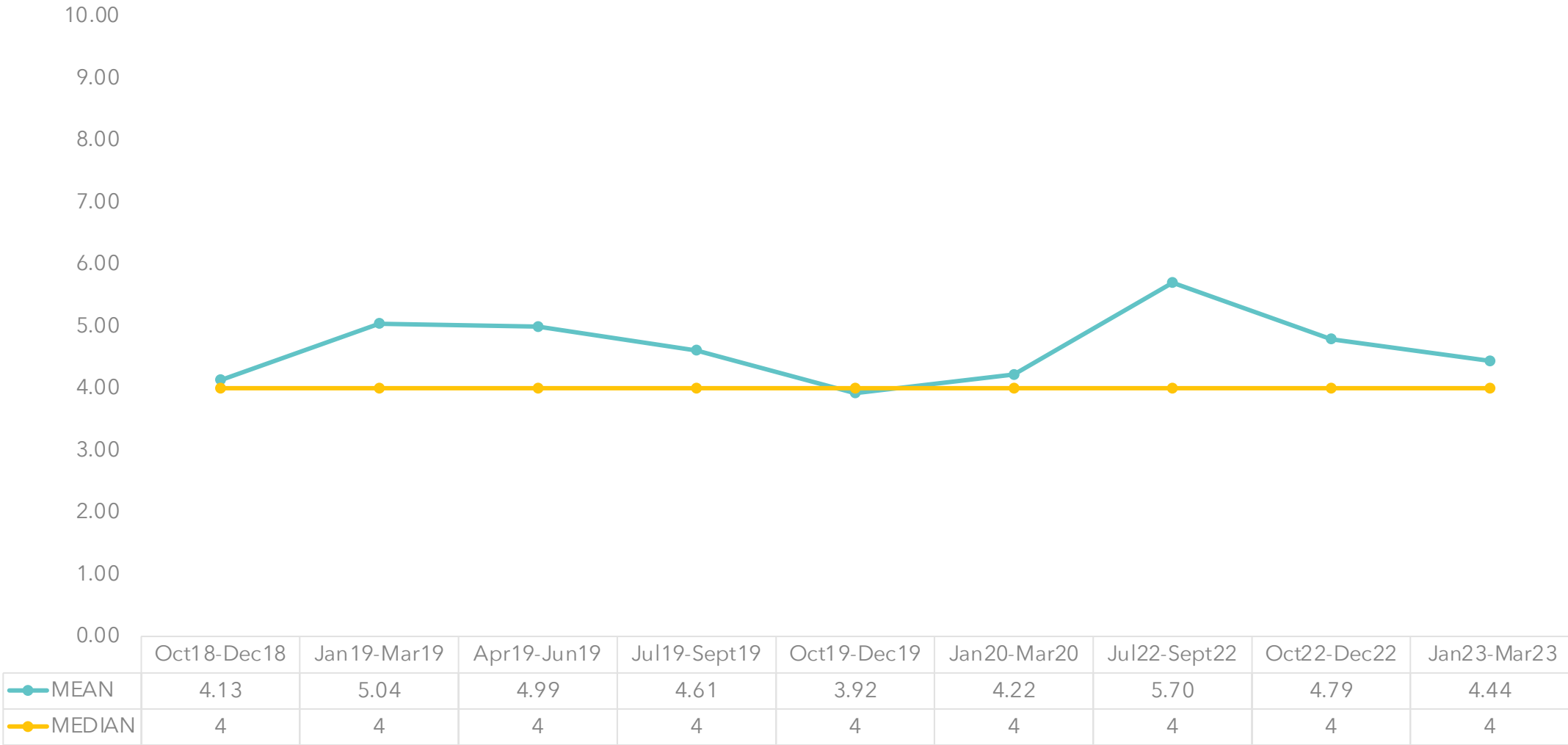
[A]



LENGTH OF STAY



LENGTH OF STAY – TRACKING



LENGTH OF STAY – SEGMENTATION

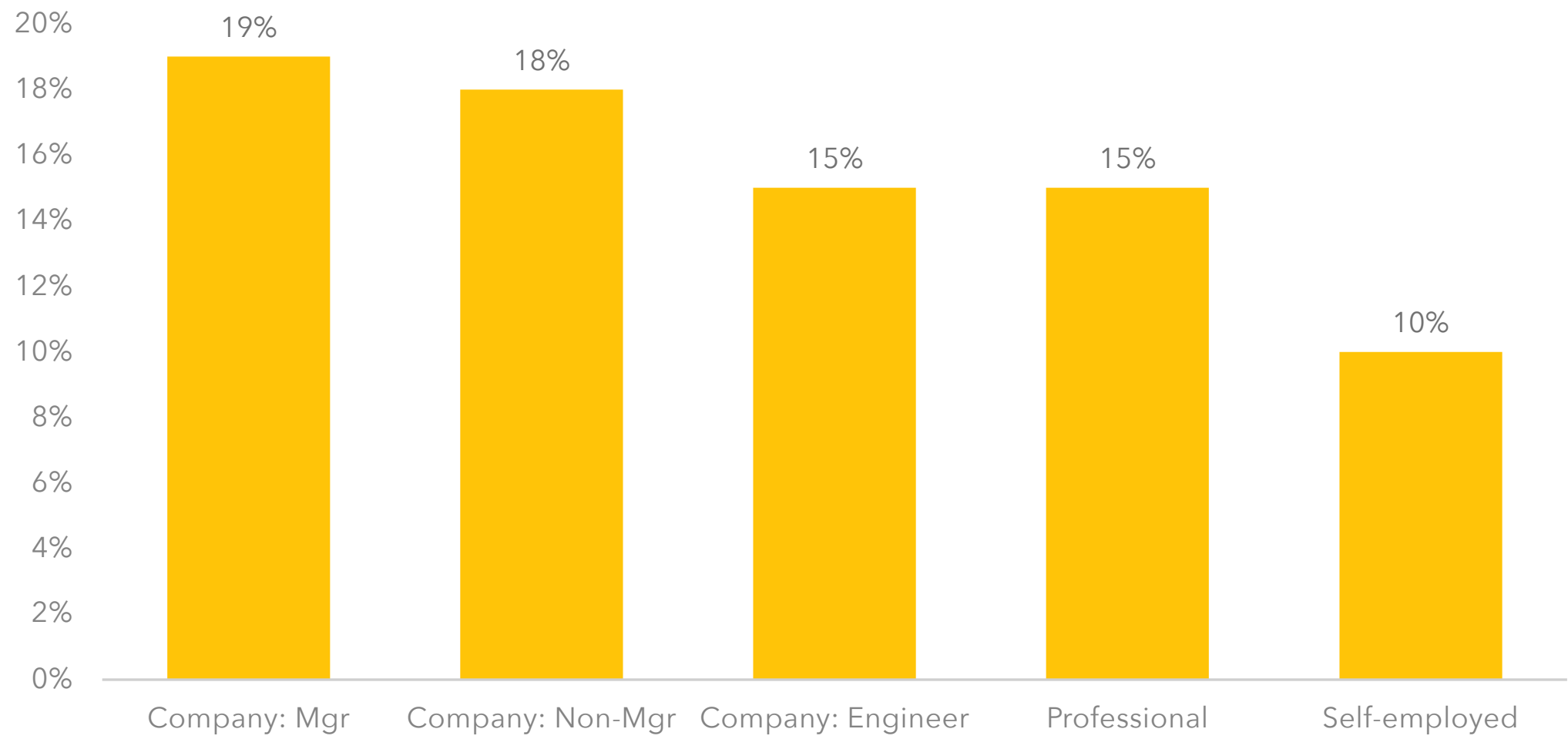
GVB VISITOR SATISFACTION STUDY
SA How many nights did you stay on Guam?

		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	1%	1%	2%	2%	40% ^c	^c	^c	2%	1%
	3 Nights	28%	27%	25%	30%	60%	14%	^c	27%	29%
	4+ Nights	70%	72%	74%	69%	^c	86%	100% ^c	71%	70%
	Total	415	367	291	61	5	28	5	185	379
SA	Mean	4.44	4.43	4.71	4.08	2.40	4.86	4.40	4.89	4.45
	Median	4	4	4	4	3	4	4	4	4

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OCCUPATION – Top Responses (10%+)



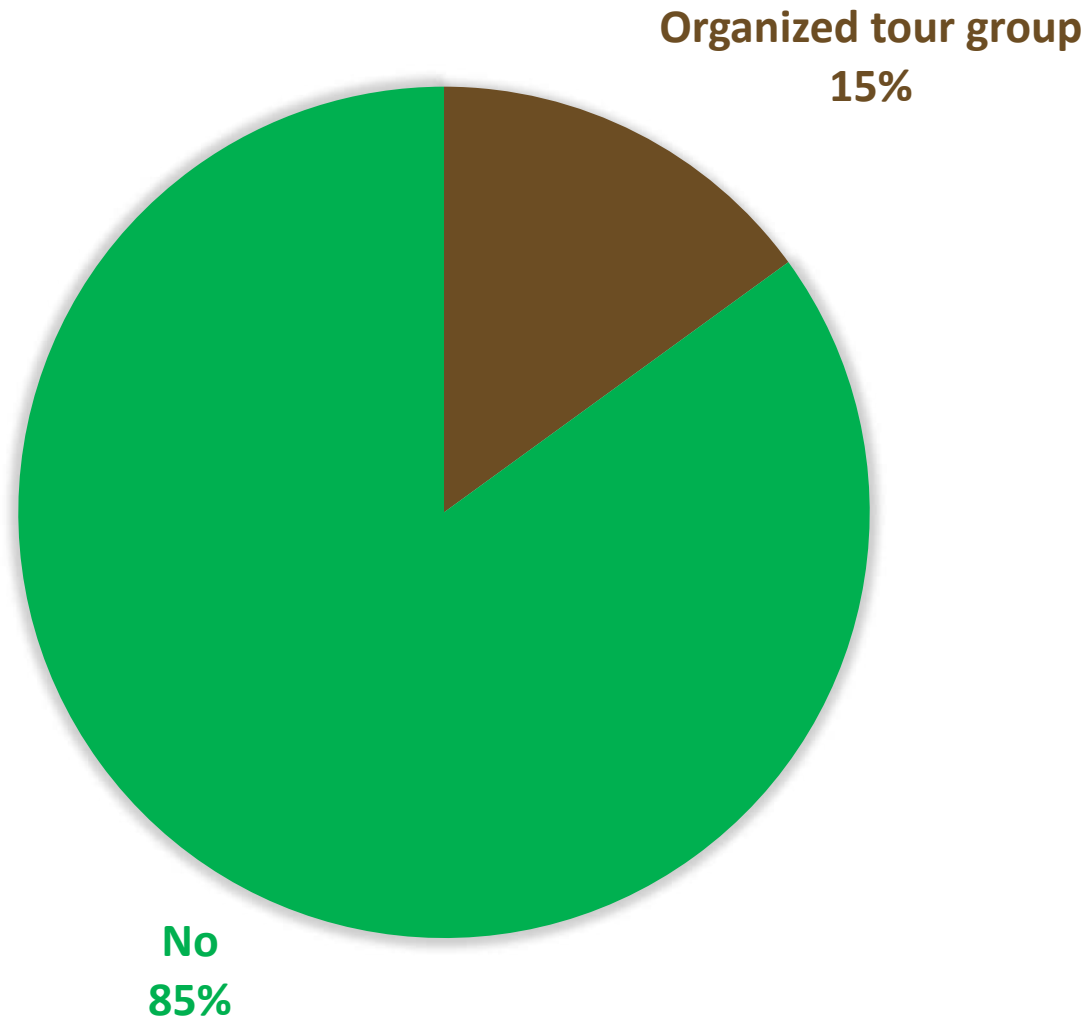


SECTION 2

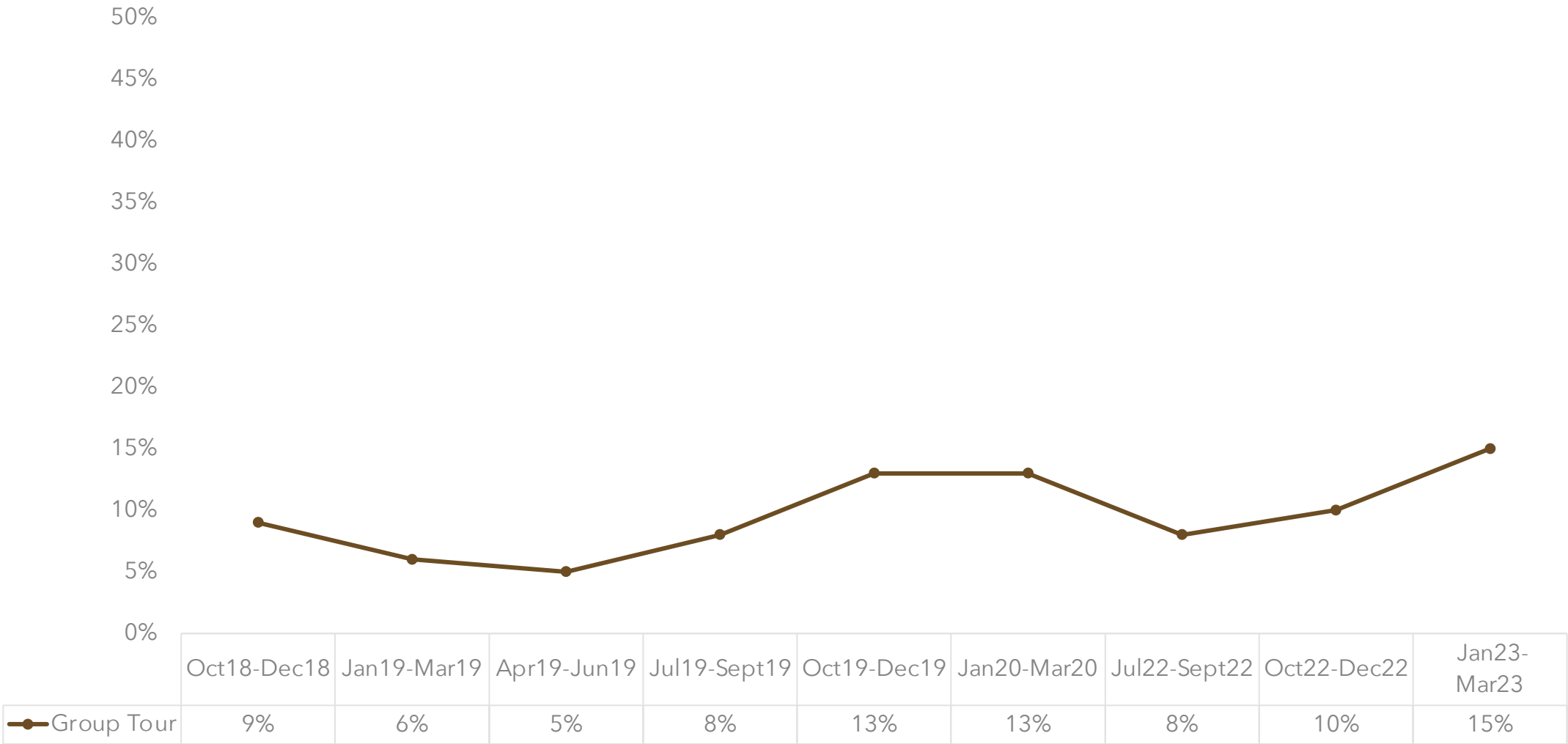
TRAVEL PLANNING



ORGANIZED TOUR GROUP



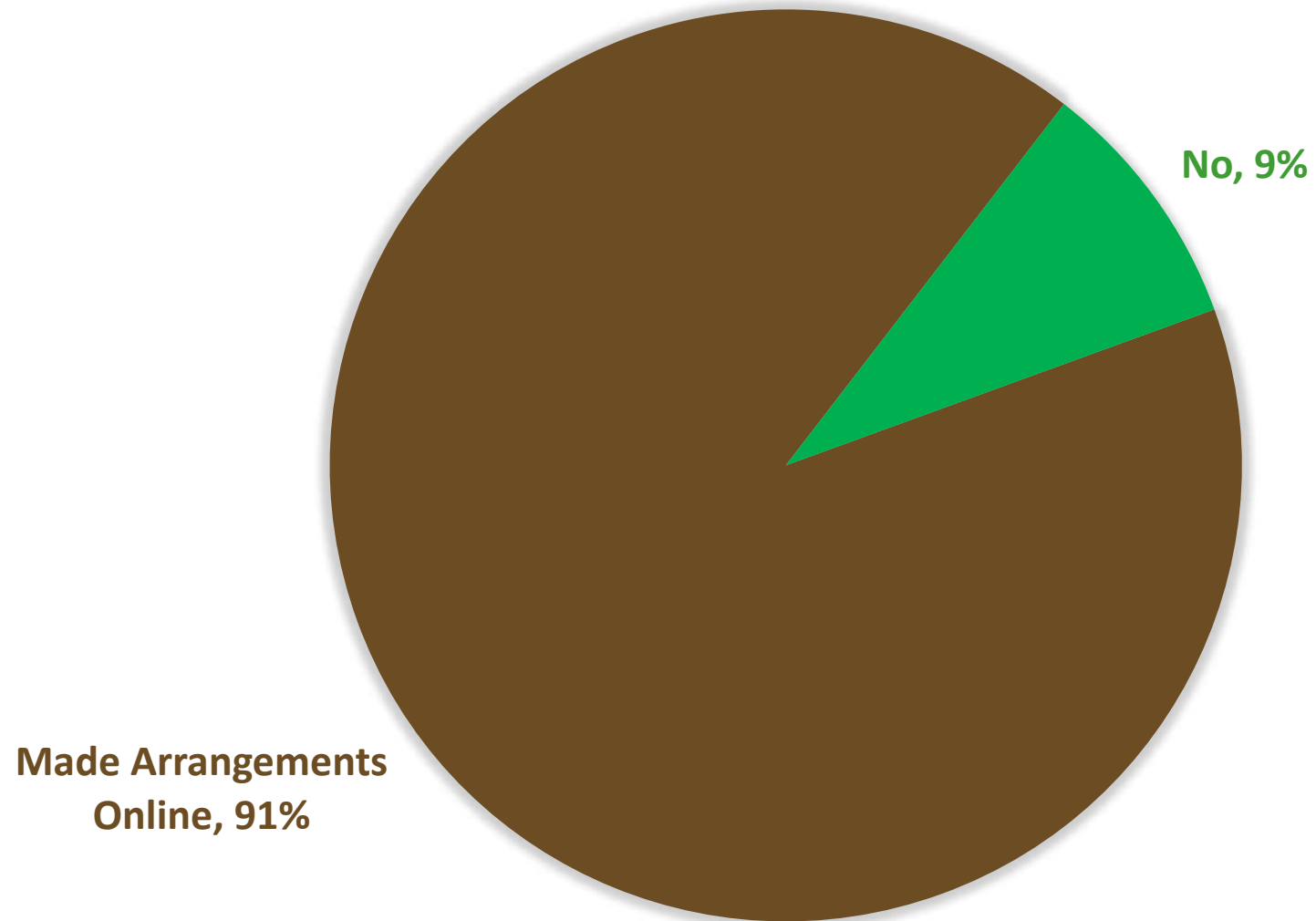
ORGANIZED TOUR GROUP – TRACKING



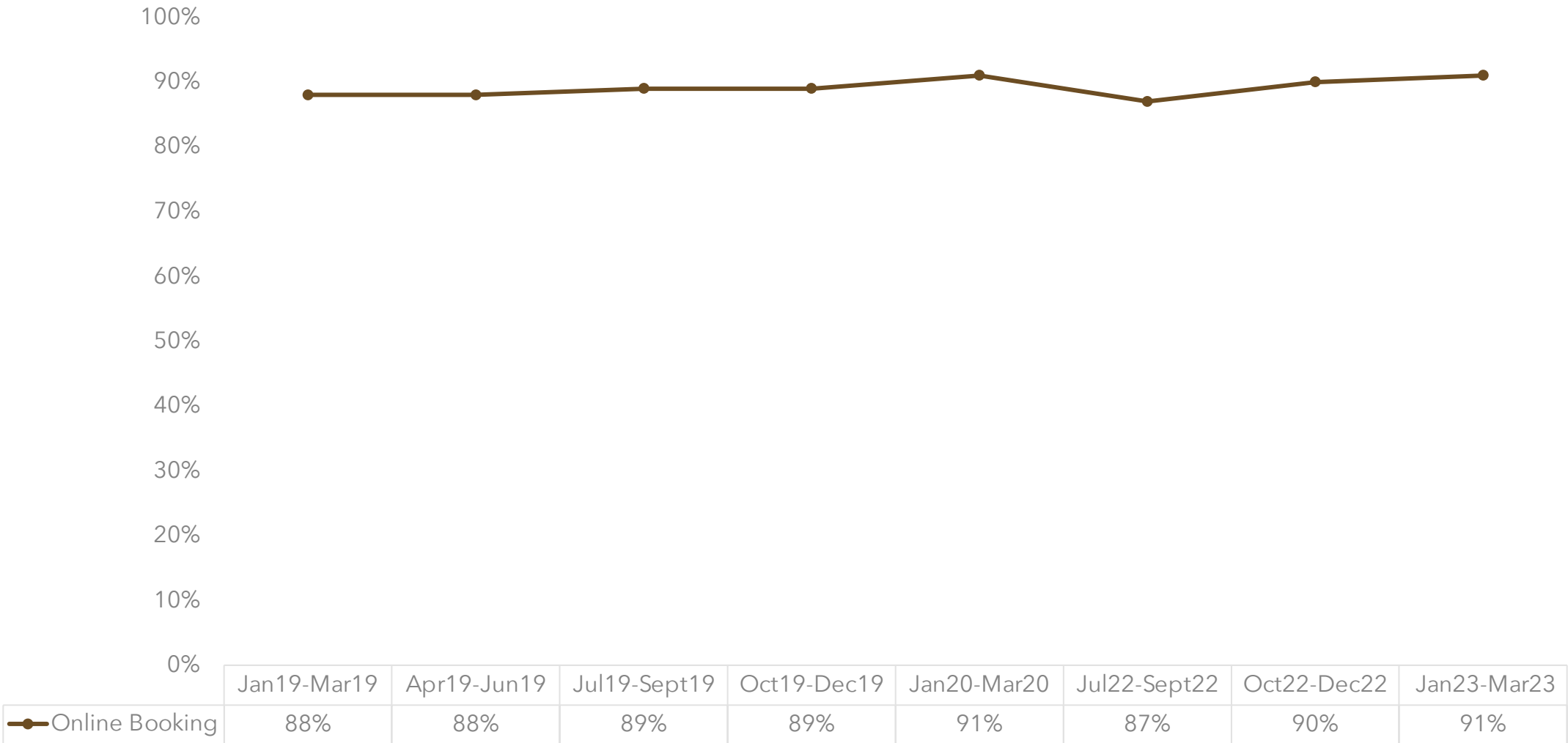
[A]



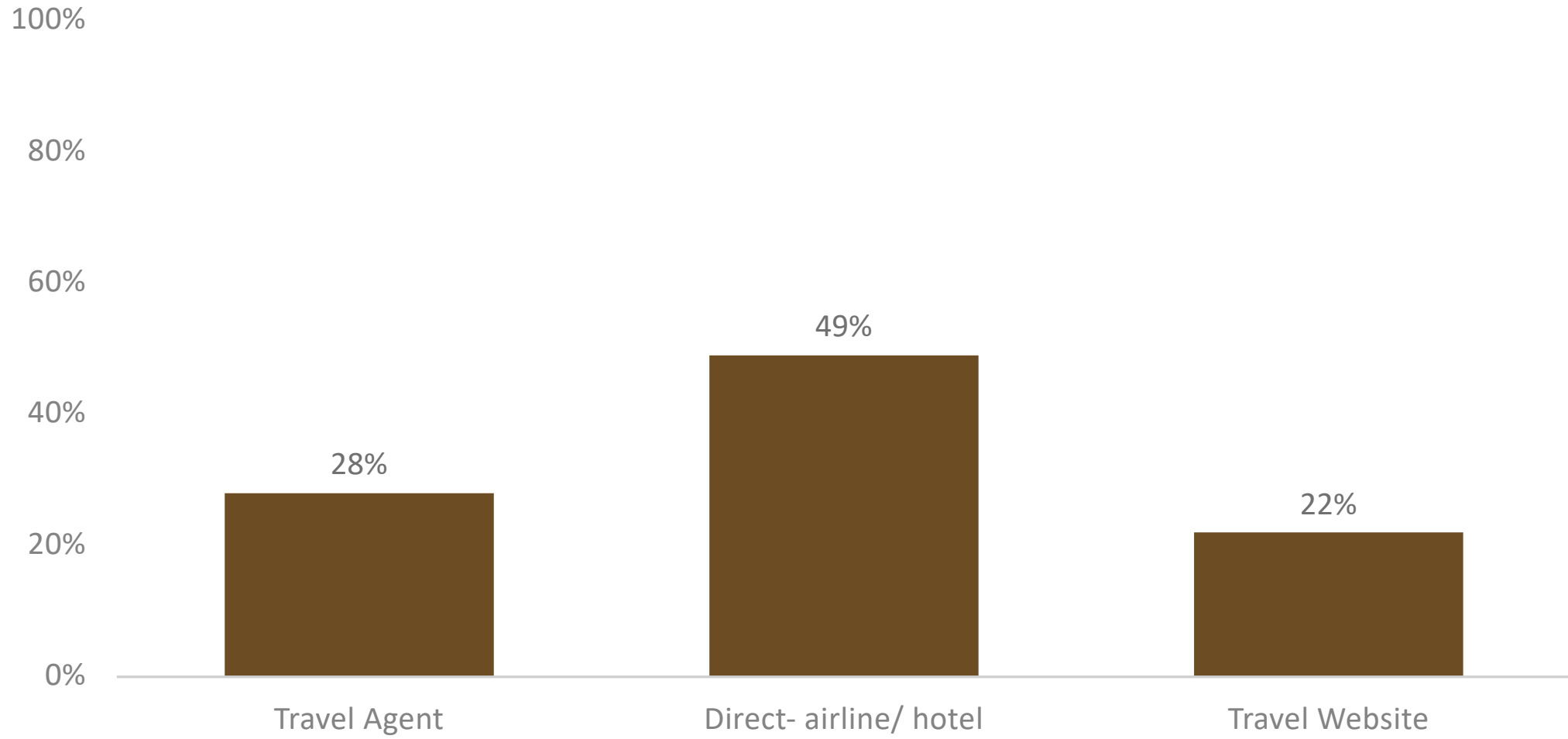
ONLINE BOOKING



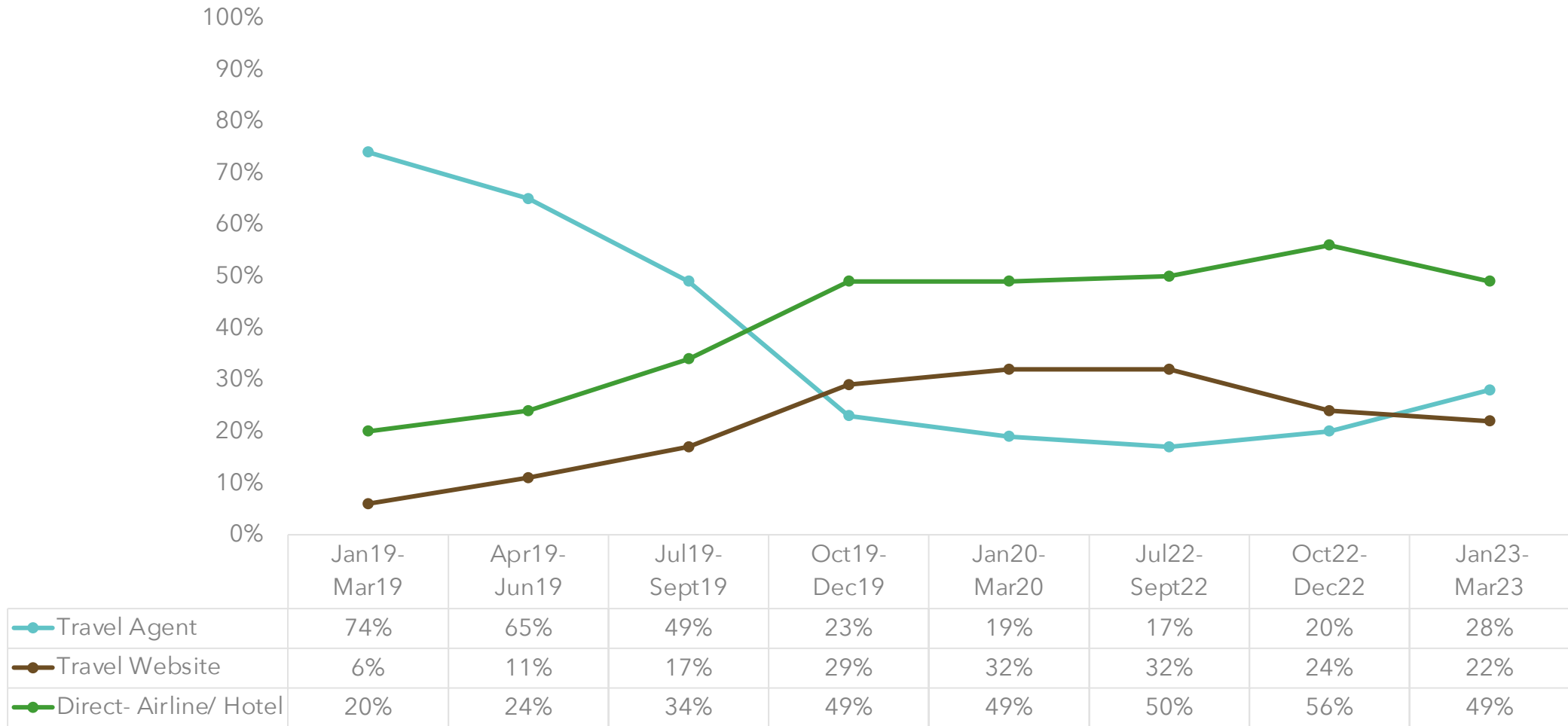
ONLINE BOOKING – TRACKING



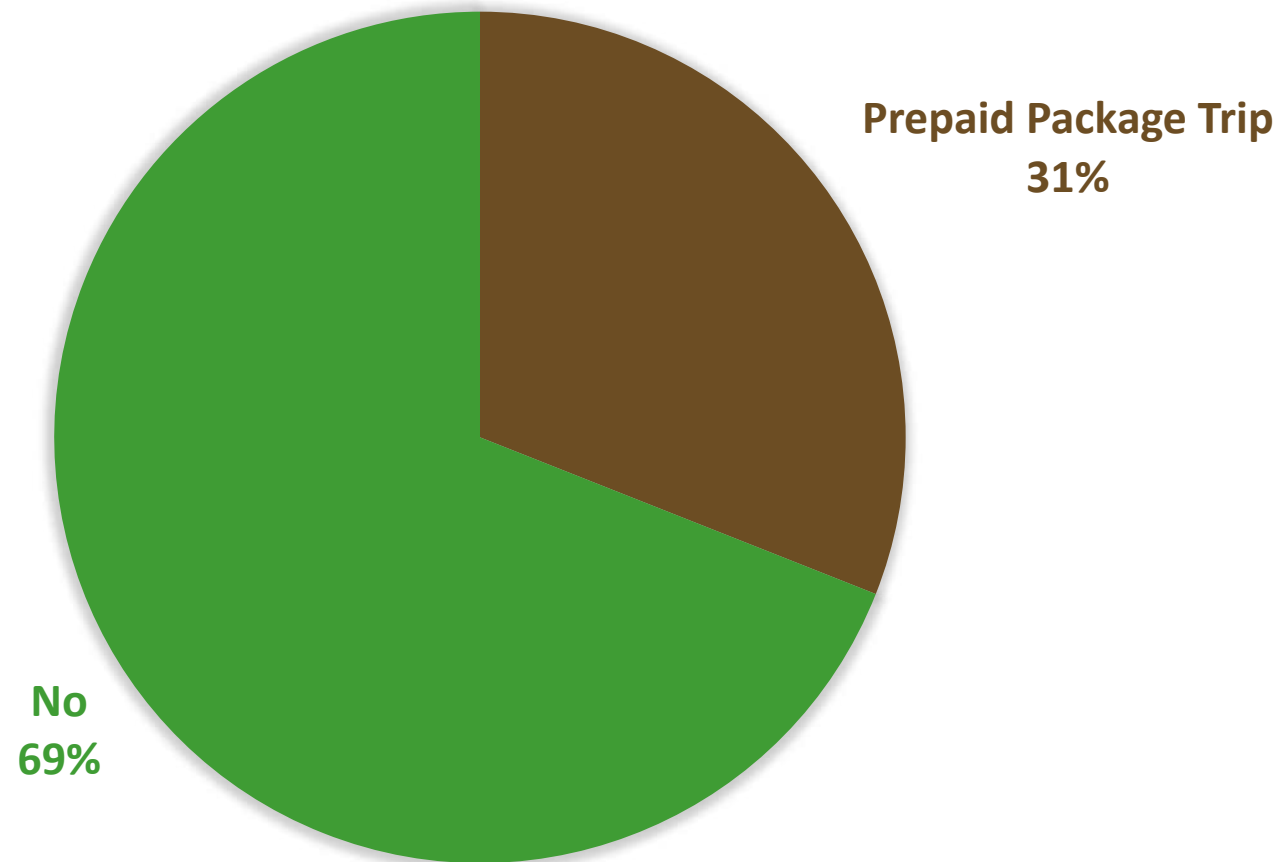
TRAVEL ARRANGEMENTS



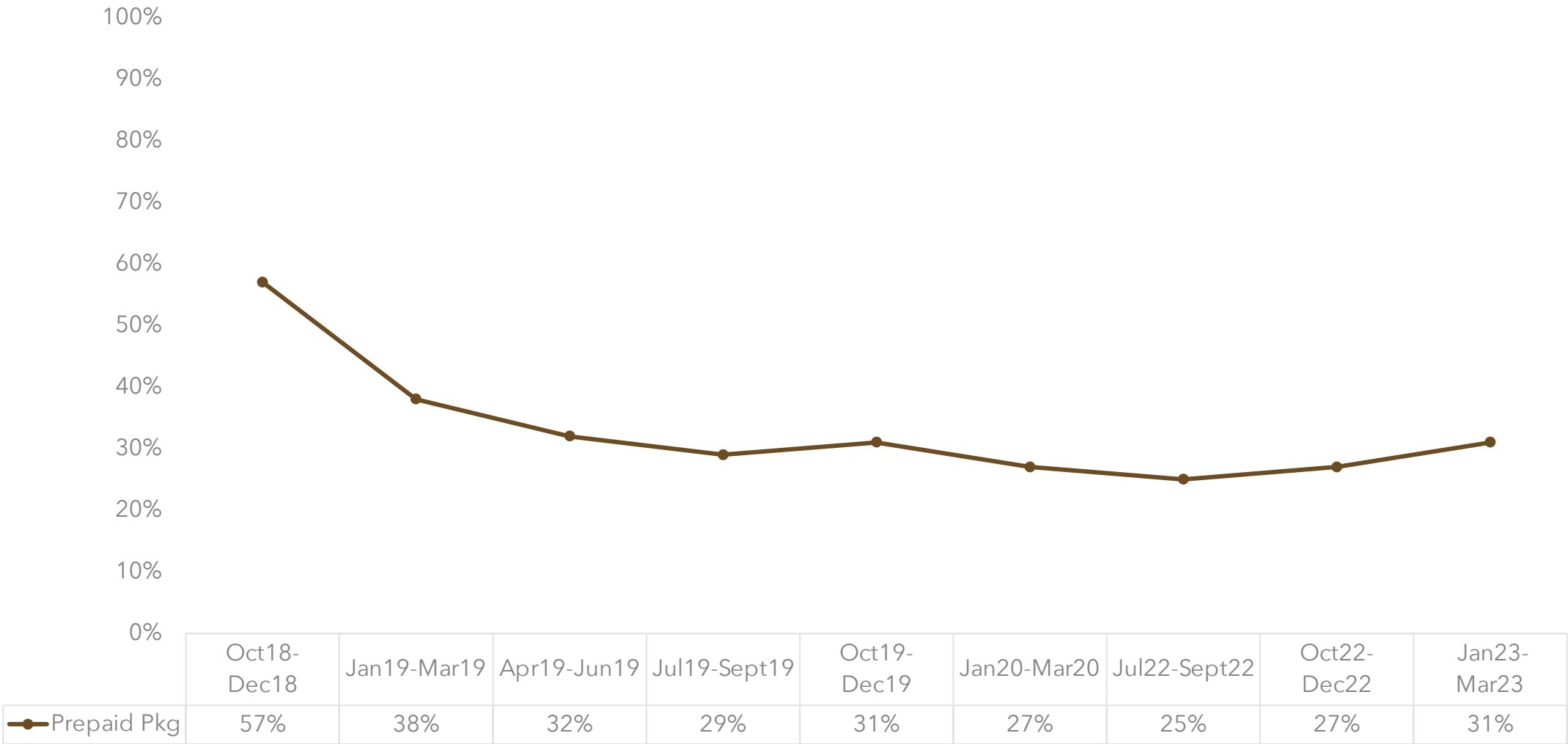
TRAVEL ARRANGEMENTS – TRACKING



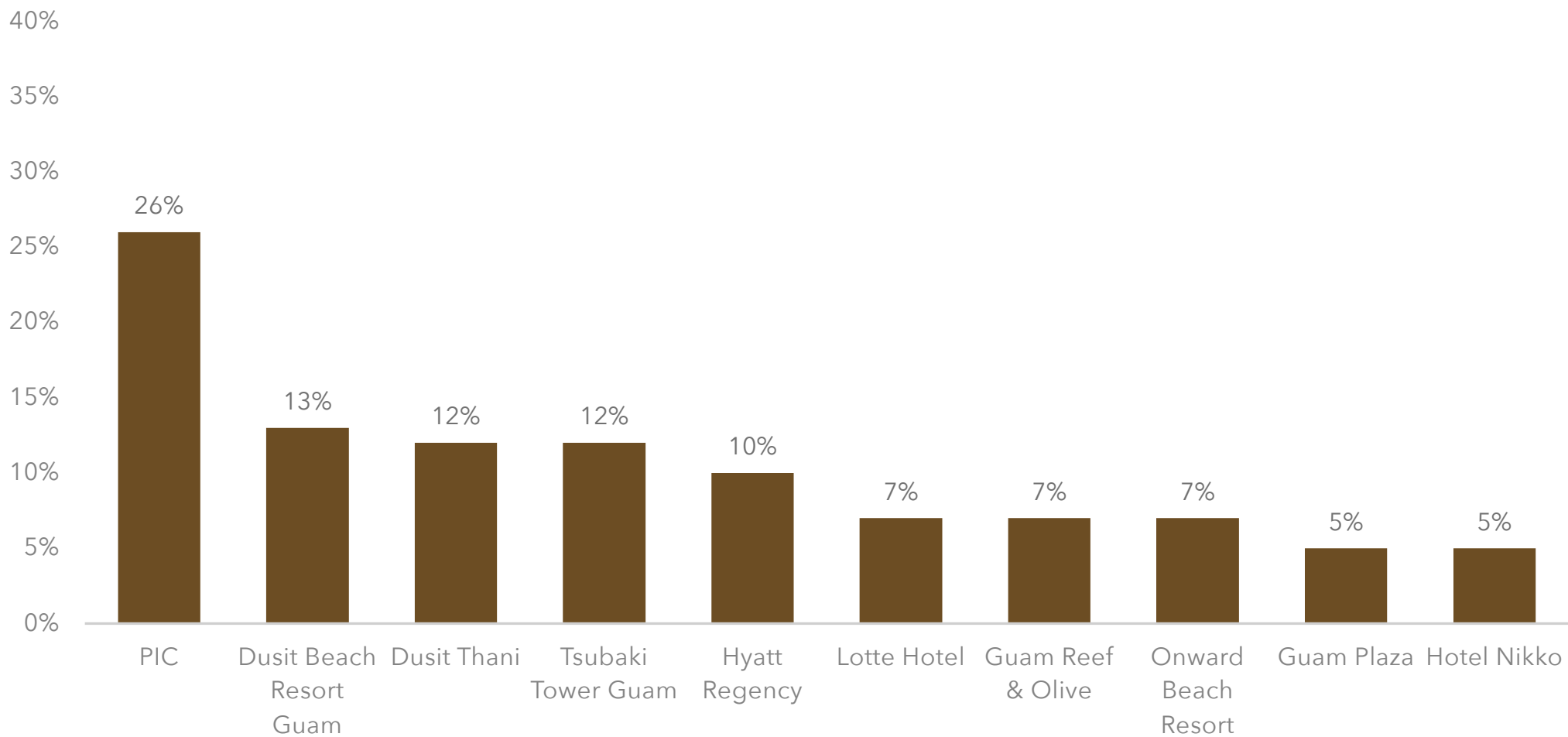
PREPAID PACKAGE TRIP



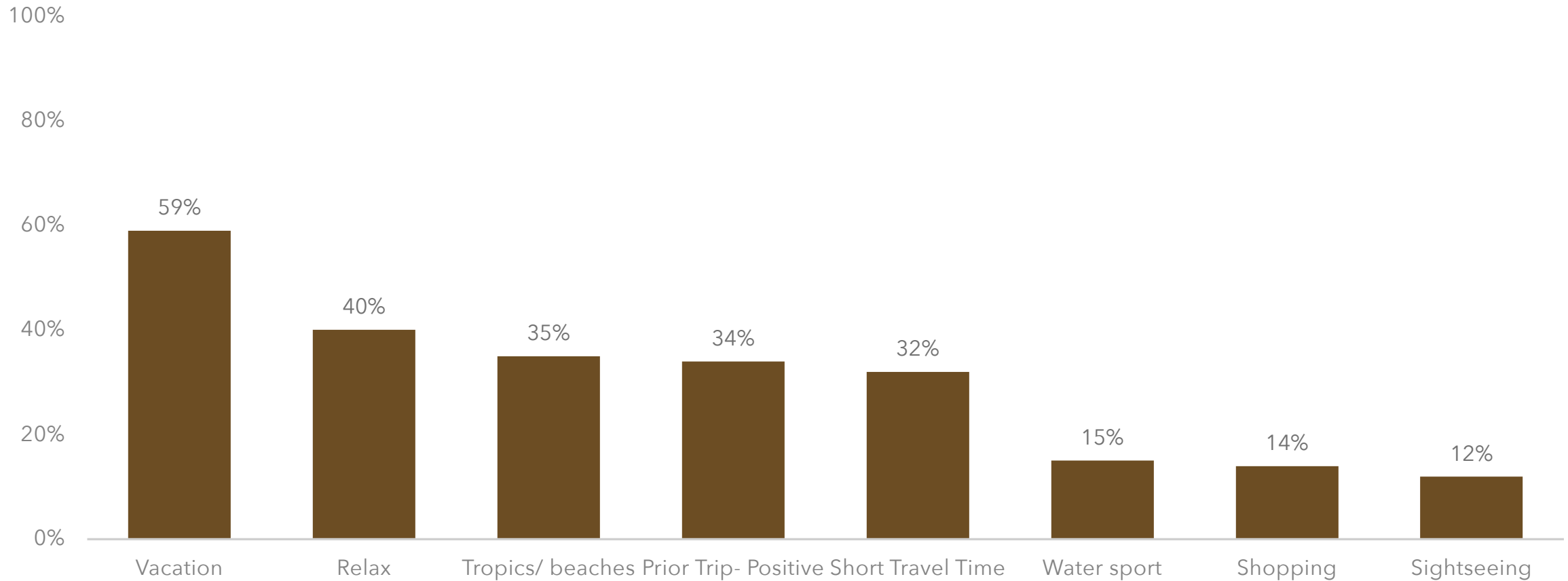
PREPAID PACKAGE TRIP



ACCOMMODATIONS (5%+)



TRAVEL MOTIVATIONS (10%+)



TRAVEL MOTIVATIONS – SEGMENTATION

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

	TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
	-	-	-	-	-	-	-	-	-
	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
Q8 Vacation	59%	59%	59%	62%	80%	43%	40%	50%	65%
Just to relax	40%	42%	40%	44%	a	25%	20%	39%	44%
Beautiful seas, beaches, tropical climate	35%	35%	36%	34%	a	18%	a	31%	39%
A previous visit	34%	35%	37%	26%	40%	7%	a	76%	33%
Short travel time (not too far from home)	32%	33%	36%	28%	a	21%	a	28%	31%
Water sports (snorkeling, windsurfing, parasailing)	15%	14%	15%	21%	20%	a	a	12%	15%
Shopping	14%	15%	15%	15%	a	14%	a	15%	14%
Sightseeing/ visiting tourist spots	12%	11%	12%	8%	a	a	a	8%	13%
It is a safe place to spend a vacation	7%	8%	7%	10%	a	4%	20%	8%	7%
Honeymoon	7%	7%	6%	5%	a	100% ^a	60%	2%	4%
To golf	6%	4%	6%	7%	a	4%	a	10%	4%
Price of the tour package	3%	3%	0%	2%	a	4%	a	2%	2%
Scuba diving	2%	2%	2%	2%	a	7%	a	a	2%
To visit friends or relatives	2%	1%	3%	a	a	a	a	3%	1%
Recommendation of friend/ relative/ travel agency	2%	2%	1%	3%	a	4%	a	1%	2%
To Get Married/ attend Wedding	1%	1%	1%	a	a	11%	100% ^a	1%	1%
Incentive trip	1%	1%	0%	3%	100% ^a	a	a	2%	1%
Company/ business trip	1%	1%	1%	2%	20%	a	a	2%	1%
Organized sporting activity/ event	1%	1%	1%	a	a	4%	a	1%	1%
Social Media networks	1%	1%	1%	a	a	a	a	a	1%
Government or military	0%	0%	1%	a	a	4%	a	a	0%
Shop Guam e-Festival	0%	1%	a	a	a	a	a	a	0%
Adventure	0%	0%	0%	a	a	a	a	1%	0%
Magazines/ newspapers/ publications	0%	0%	0%	2%	a	a	a	1%	0%
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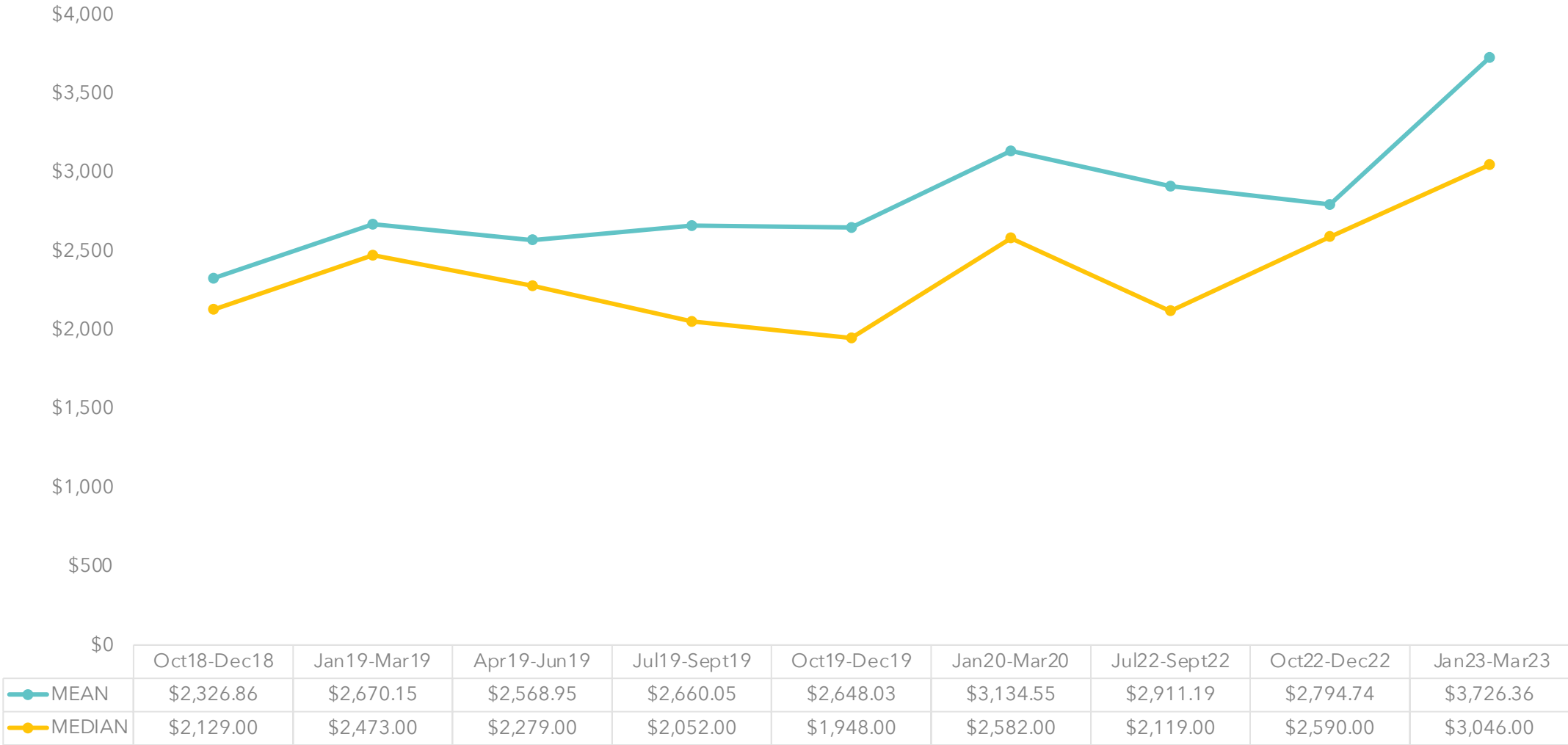
SECTION 3

EXPENDITURES

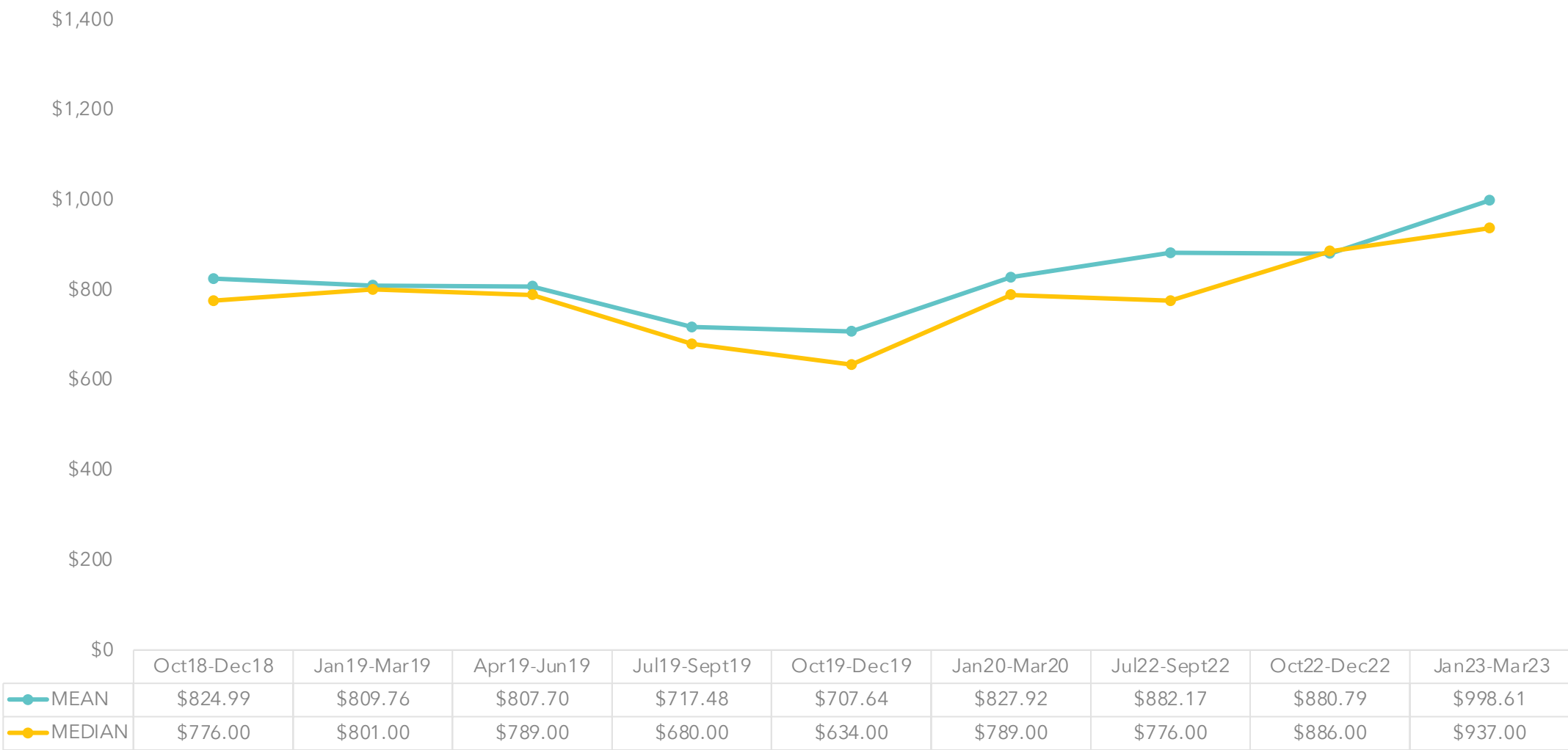
PREPAID PACKAGE EXPENDITURES

- \$3,726.36 = overall mean average prepaid package expense (for entire travel party) by respondent
- \$998.61 = overall mean average **per person** prepaid package expenditures

PREPAID PACKAGE – TRAVEL PARTY EXPENSE TRACKING



PREPAID PACKAGE – PER PERSON EXPENSE TRACKING



[A]



PREPAID PACKAGE – PER PERSON EXPENSE SEGMENTATION

GVB VISITOR SATISFACTION STUDY

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

		TOTAL	FAMILY	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	\$998.61	\$991.08	\$1,029.01	\$1,062.16	\$349.80	\$1,459.93	\$478.90	\$1,054.12	\$974.84
	Median	\$937	\$938	\$1,082	\$1,025	\$309	\$1,521	\$479	\$948	\$918

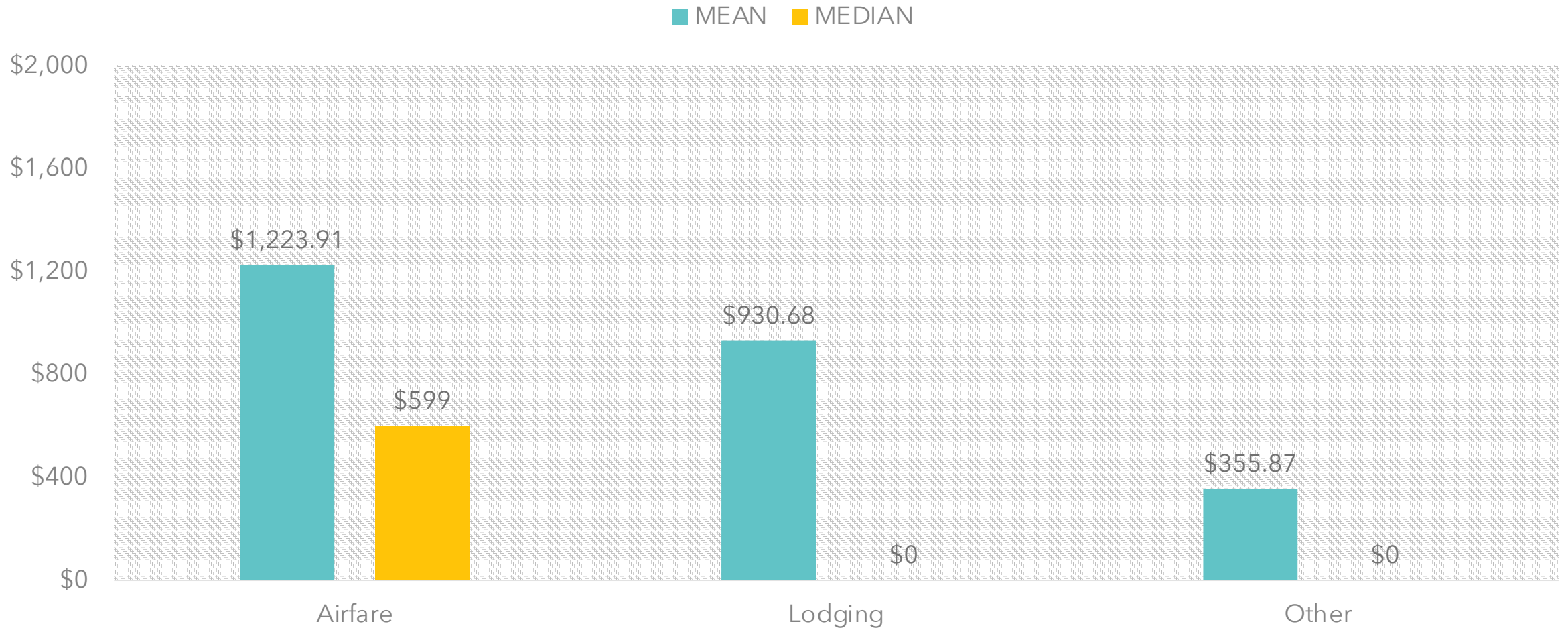
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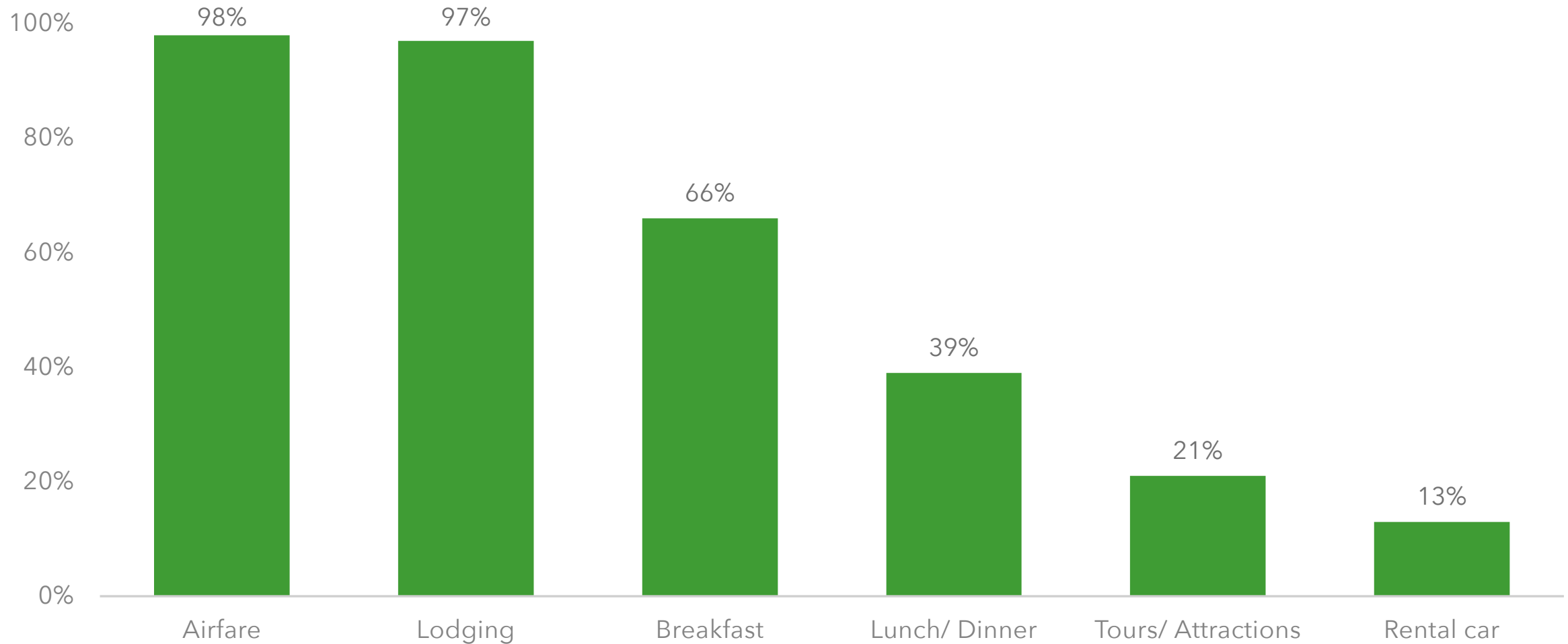
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PREPAID PACKAGE – BREAKDOWN



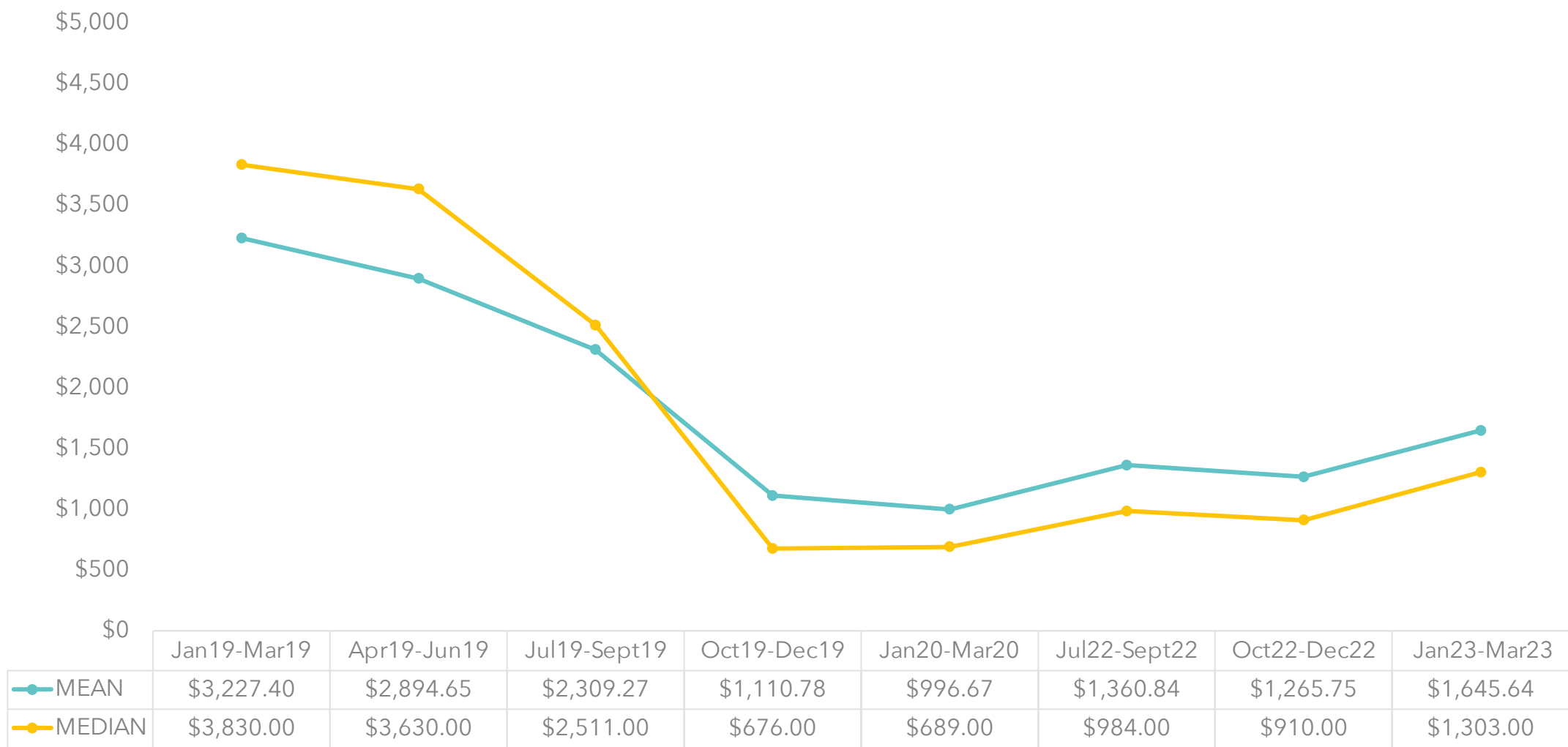
PREPAID PACKAGE – BREAKDOWN



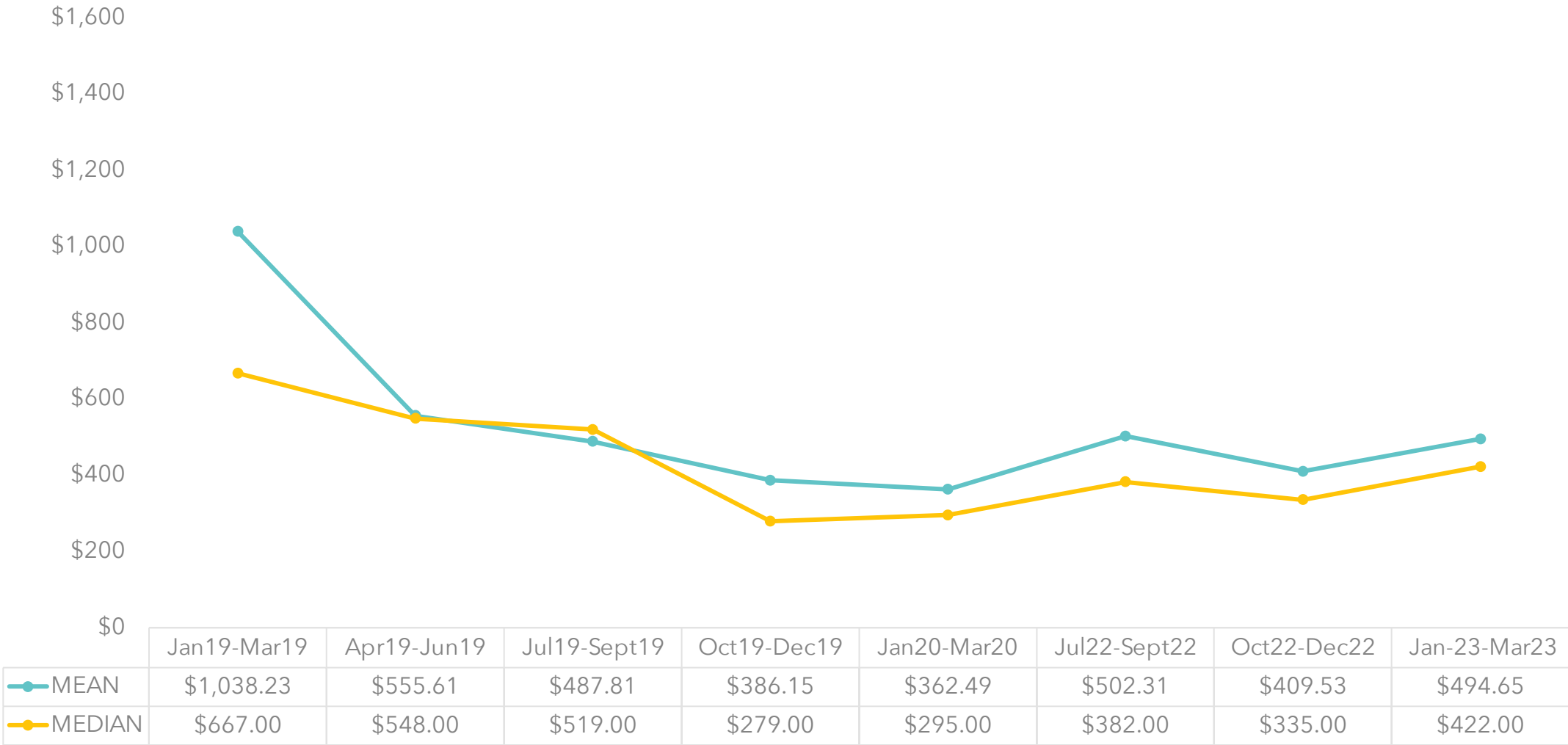
AIRFARE – FIT TRAVELER

- \$1,645.64 = overall mean average airfare expense (for entire travel party) by respondent
- \$494.65 = overall mean average **per person** airfare expenditures

AIRFARE – FIT TRAVELER (GROUP) TRACKING



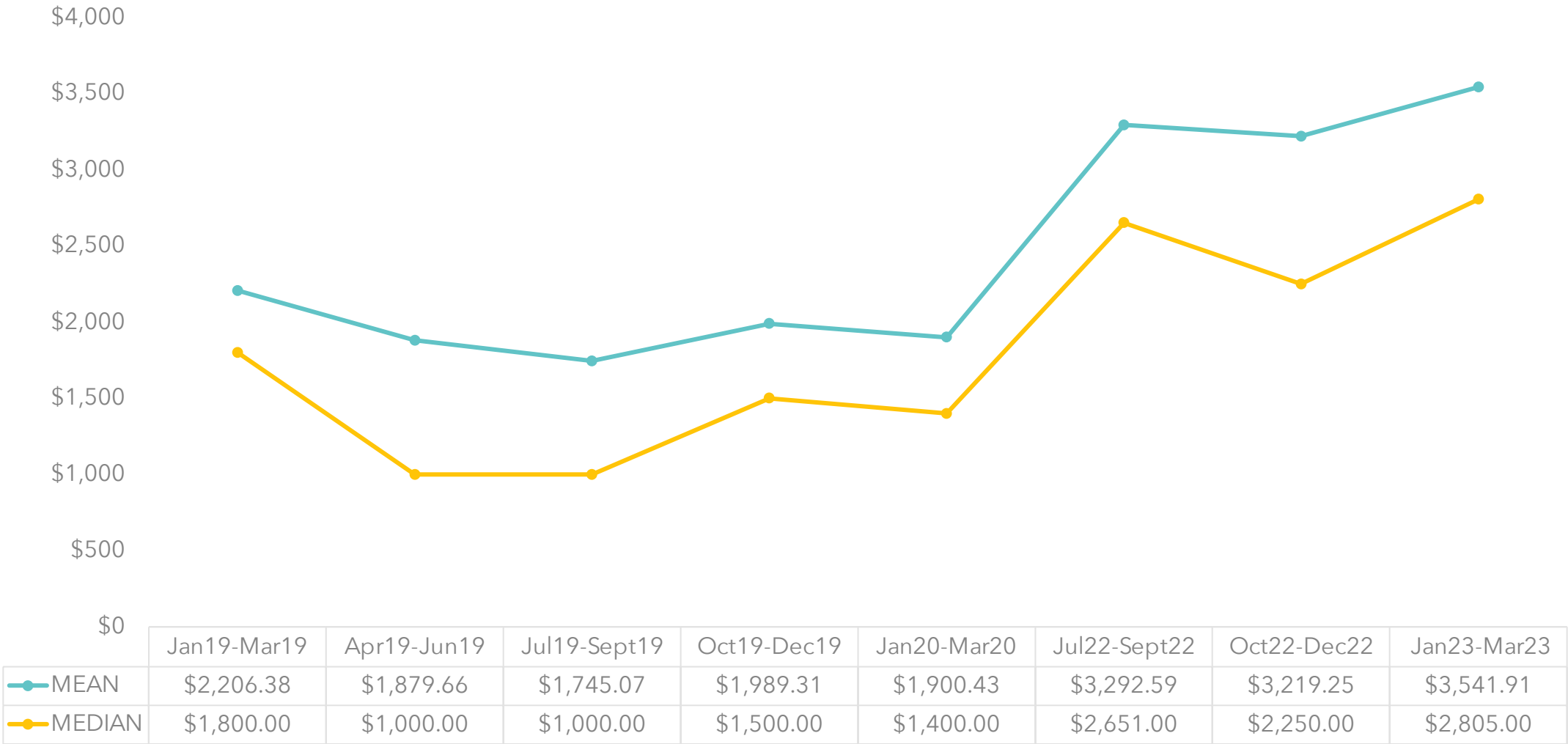
AIRFARE – FIT TRAVELER (Per Person) TRACKING



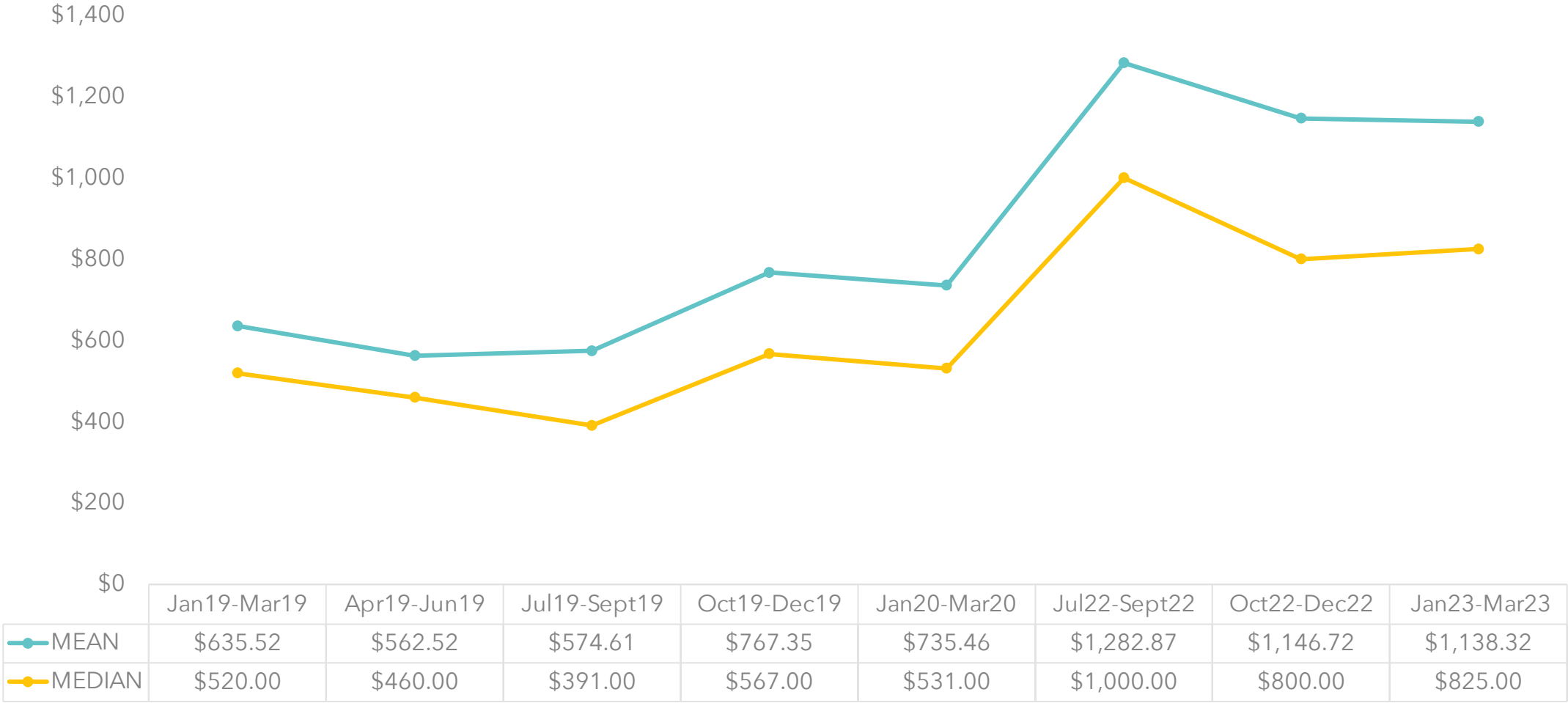
ONISLE EXPENDITURES

- \$3,541.91 = overall mean average expense (for entire travel party) by respondent
- \$1,138.32 = overall mean average **per person** expenditures

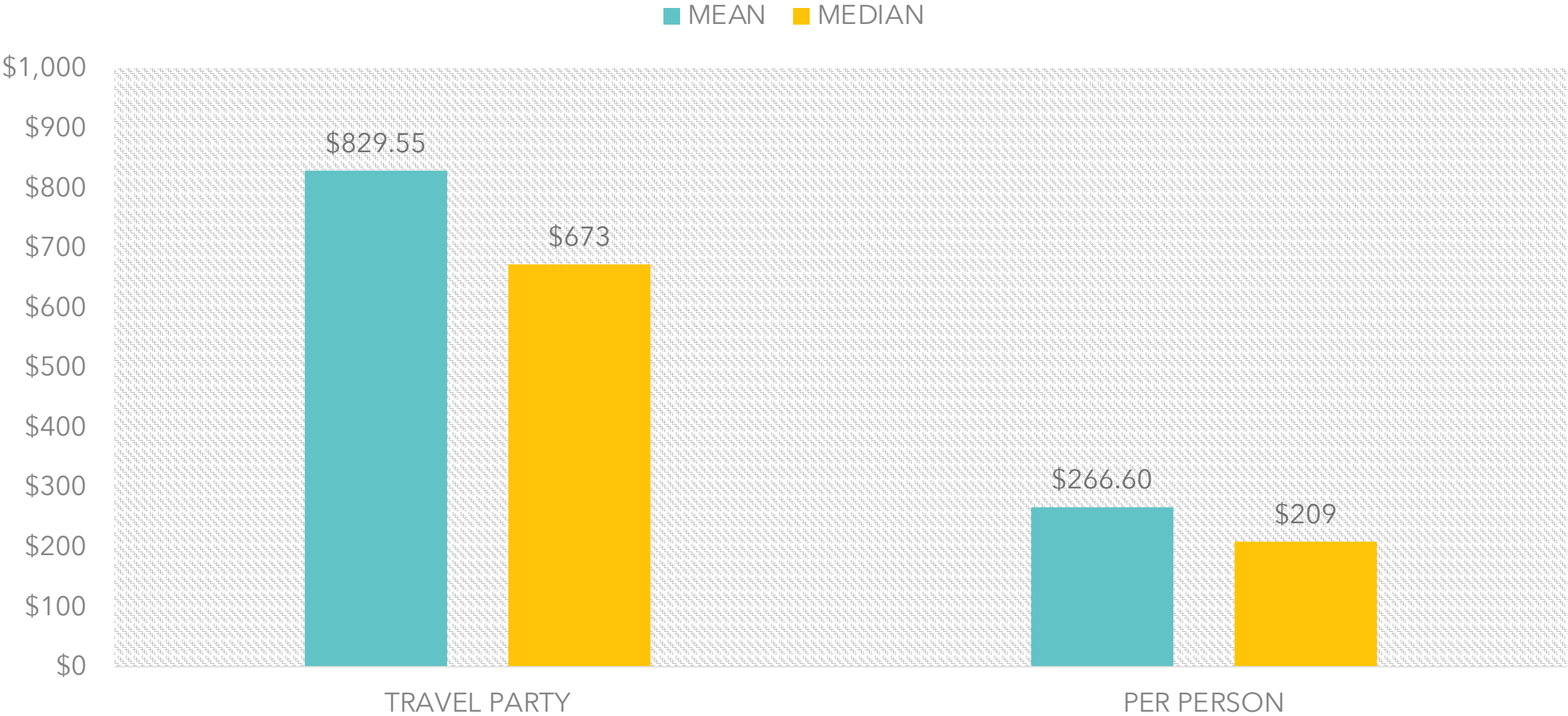
ONISLE – TRAVEL PARTY TRACKING



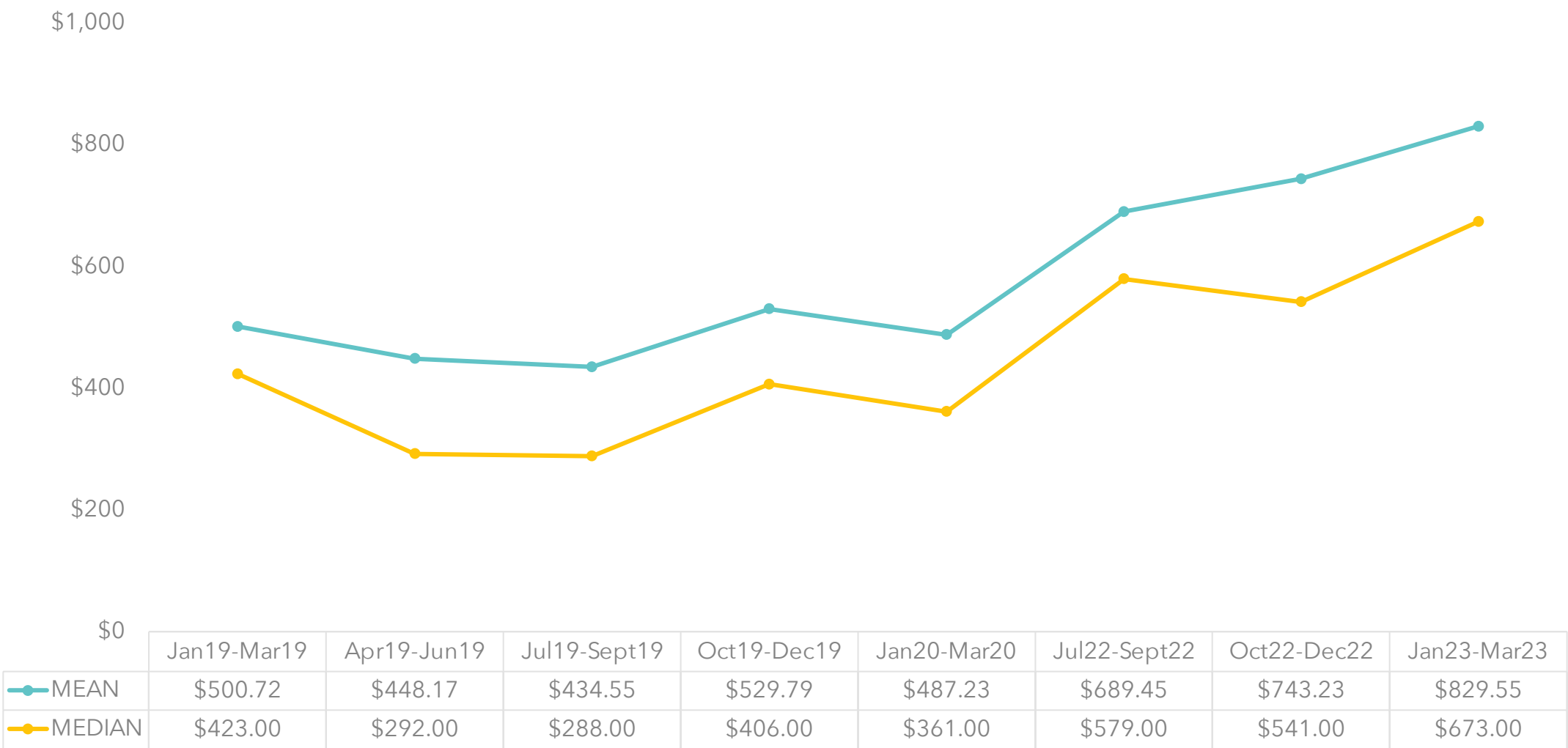
ONISLE – PER PERSON TRACKING



ONISLE – PER DAY SPENDING



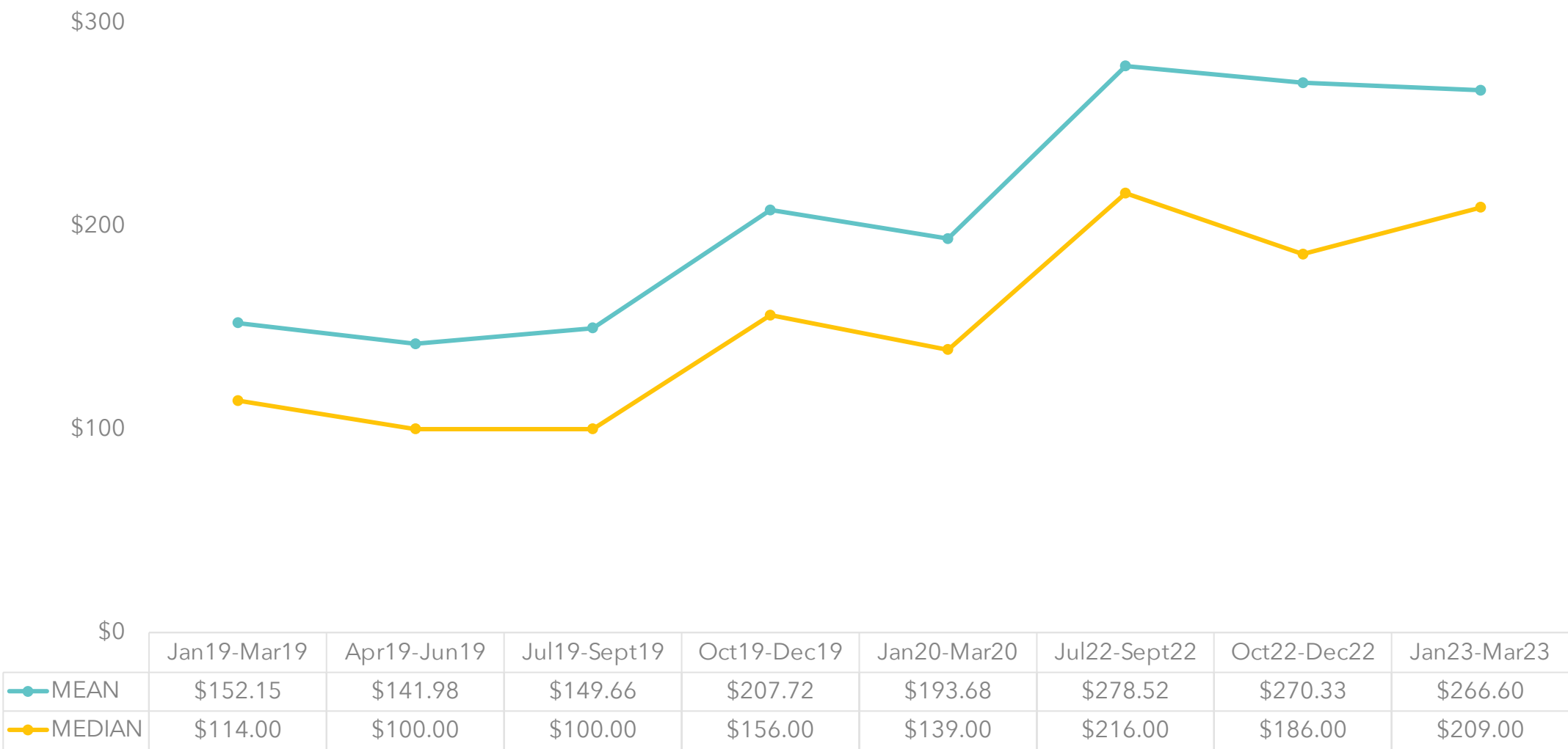
ONISLE – TRAVEL PARTY/ PER DAY TRACKING



[A]



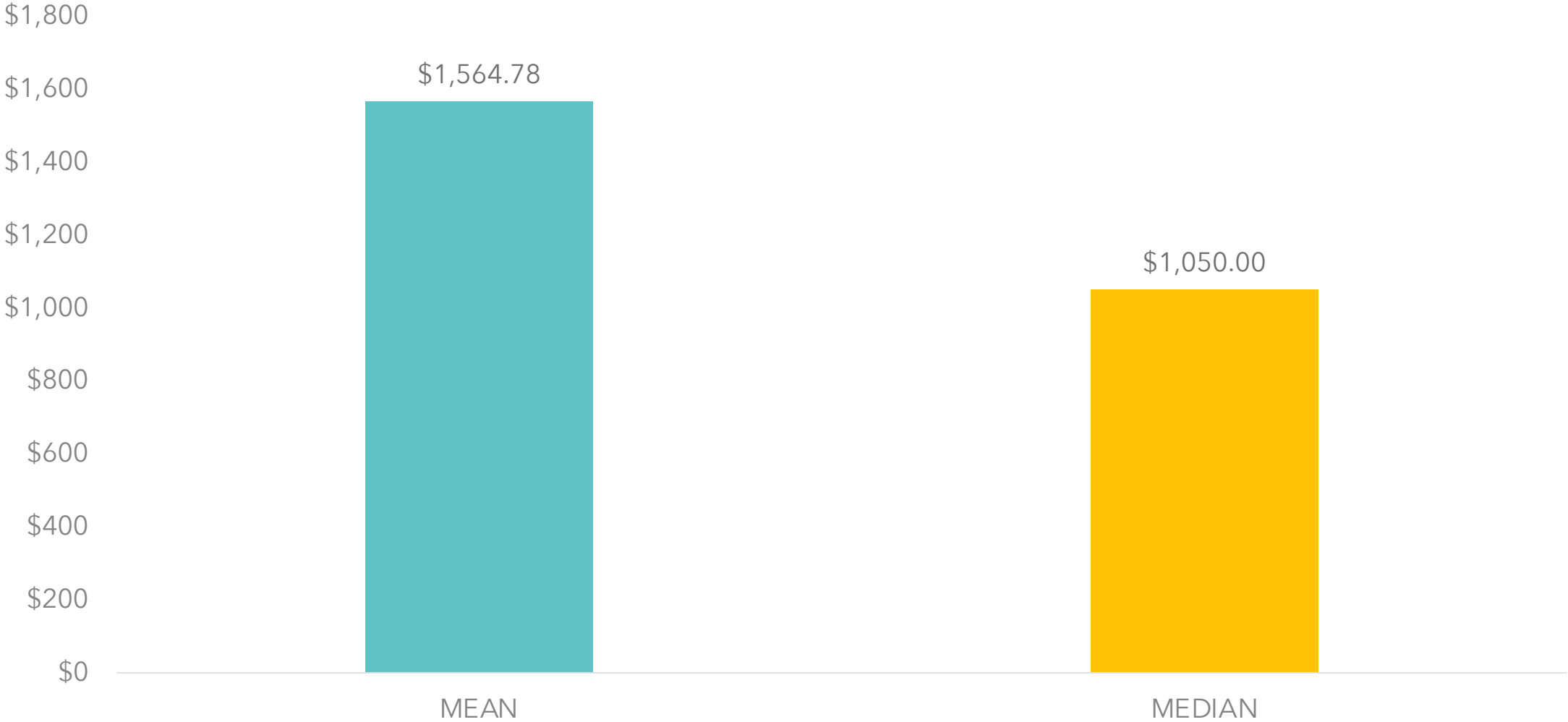
ONISLE – PER PERSON/ PER DAY TRACKING



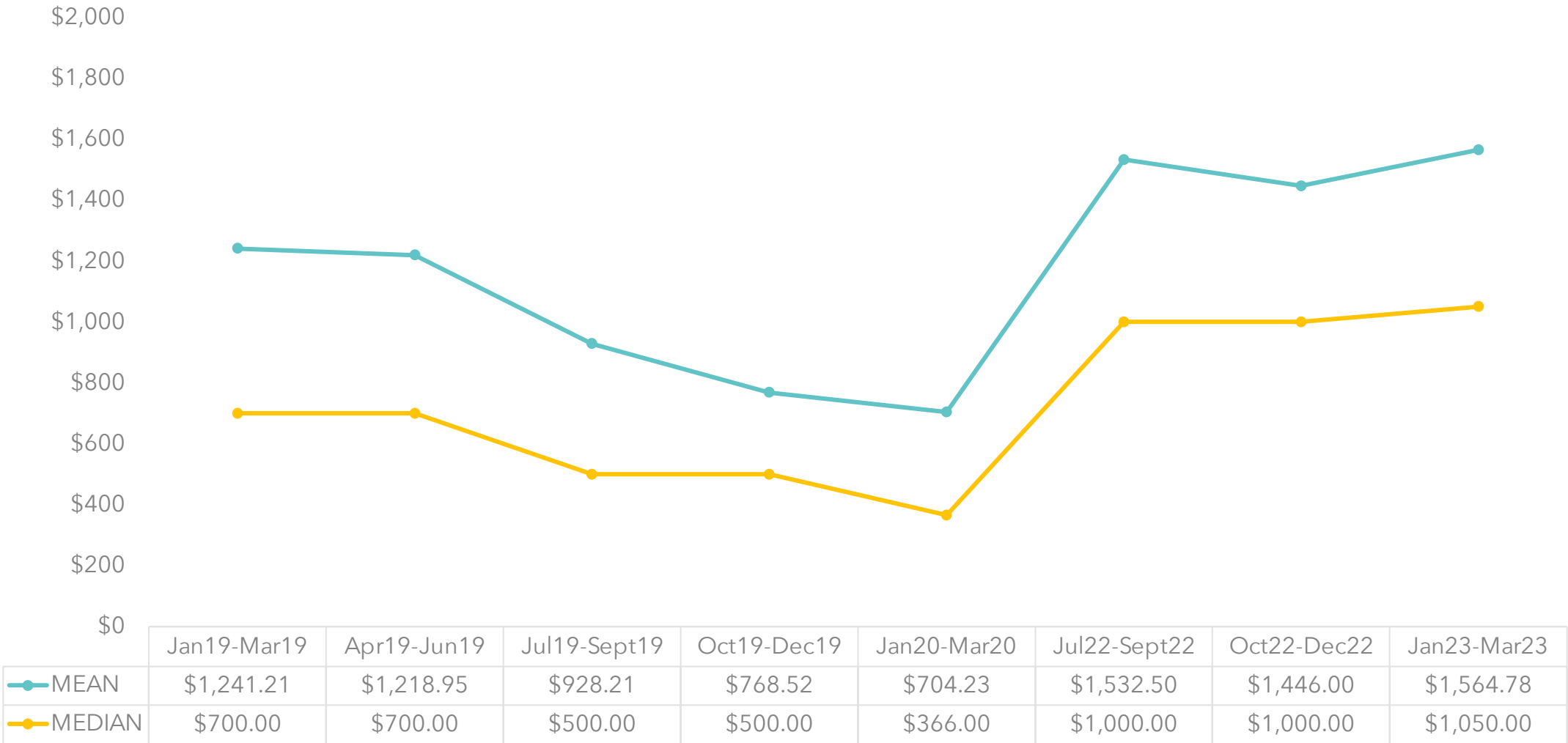
[A]



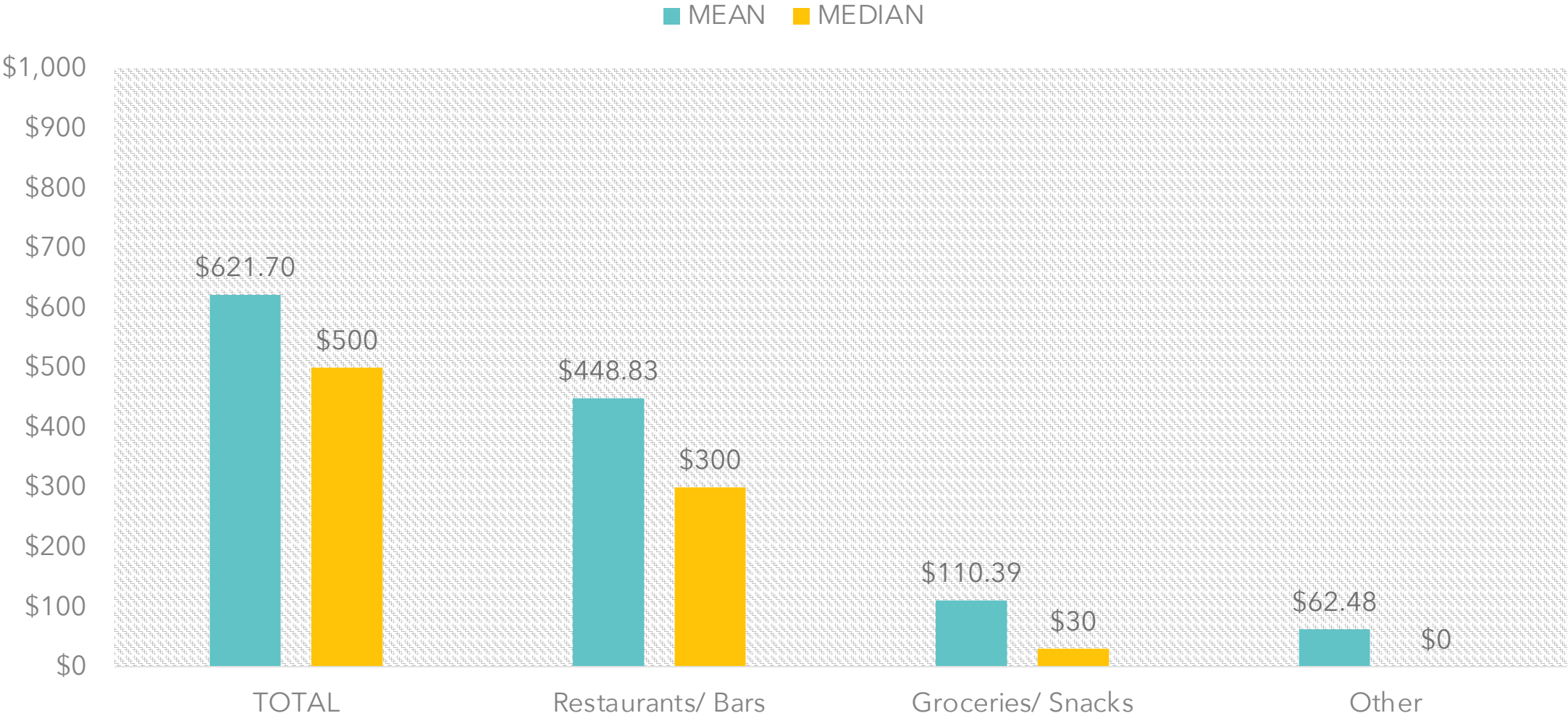
ONISLE – ACCOMMODATIONS



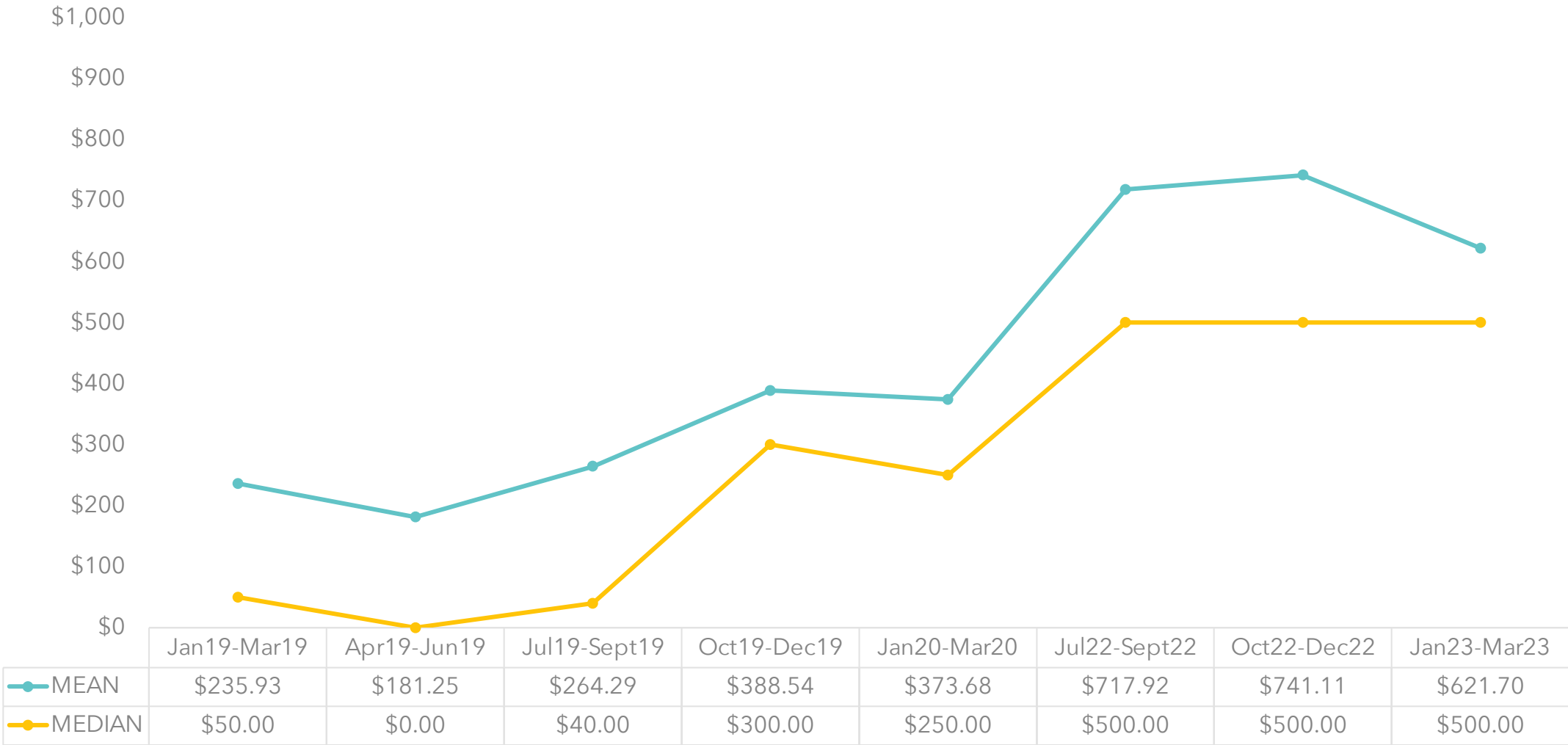
ONISLE – ACCOMMODATIONS TRACKING



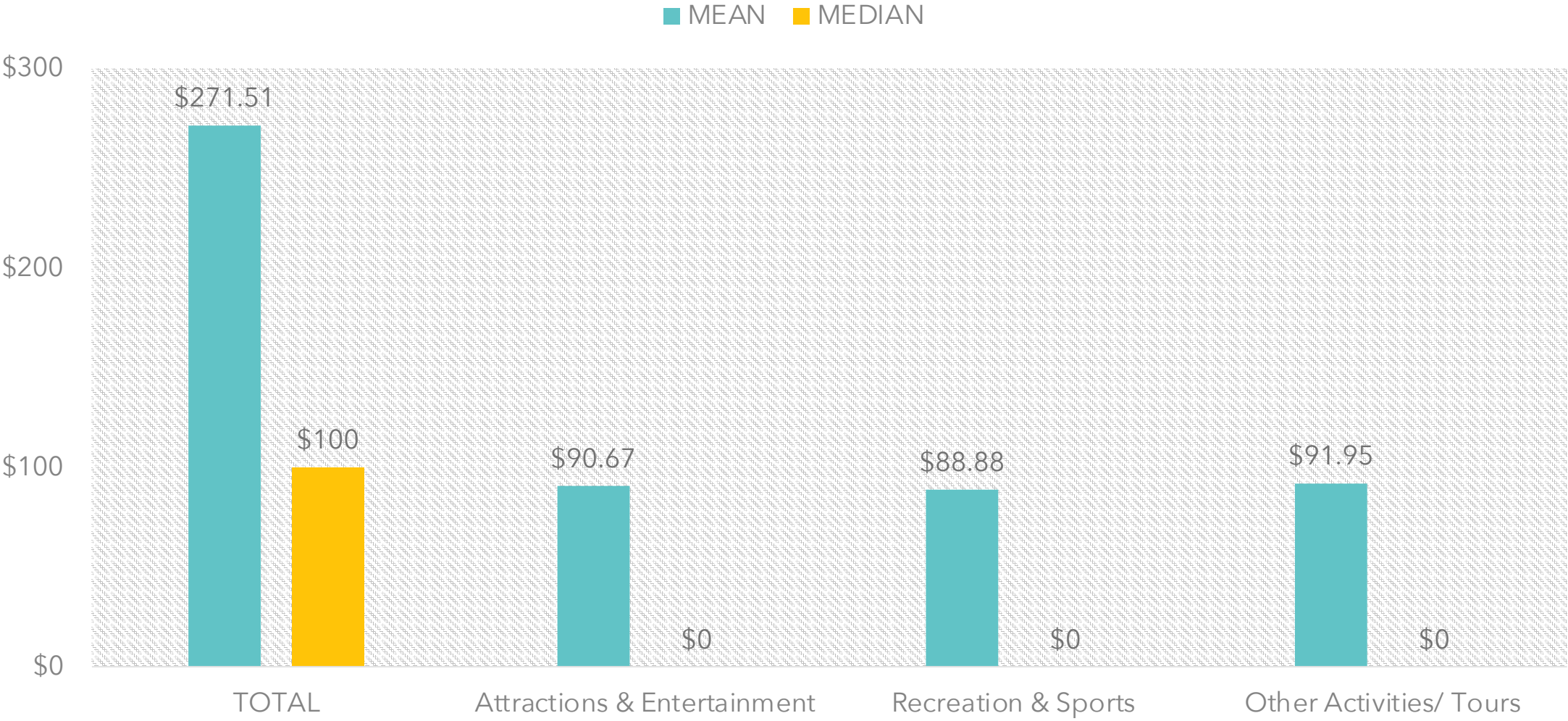
ONISLE – FOOD & BEVERAGE



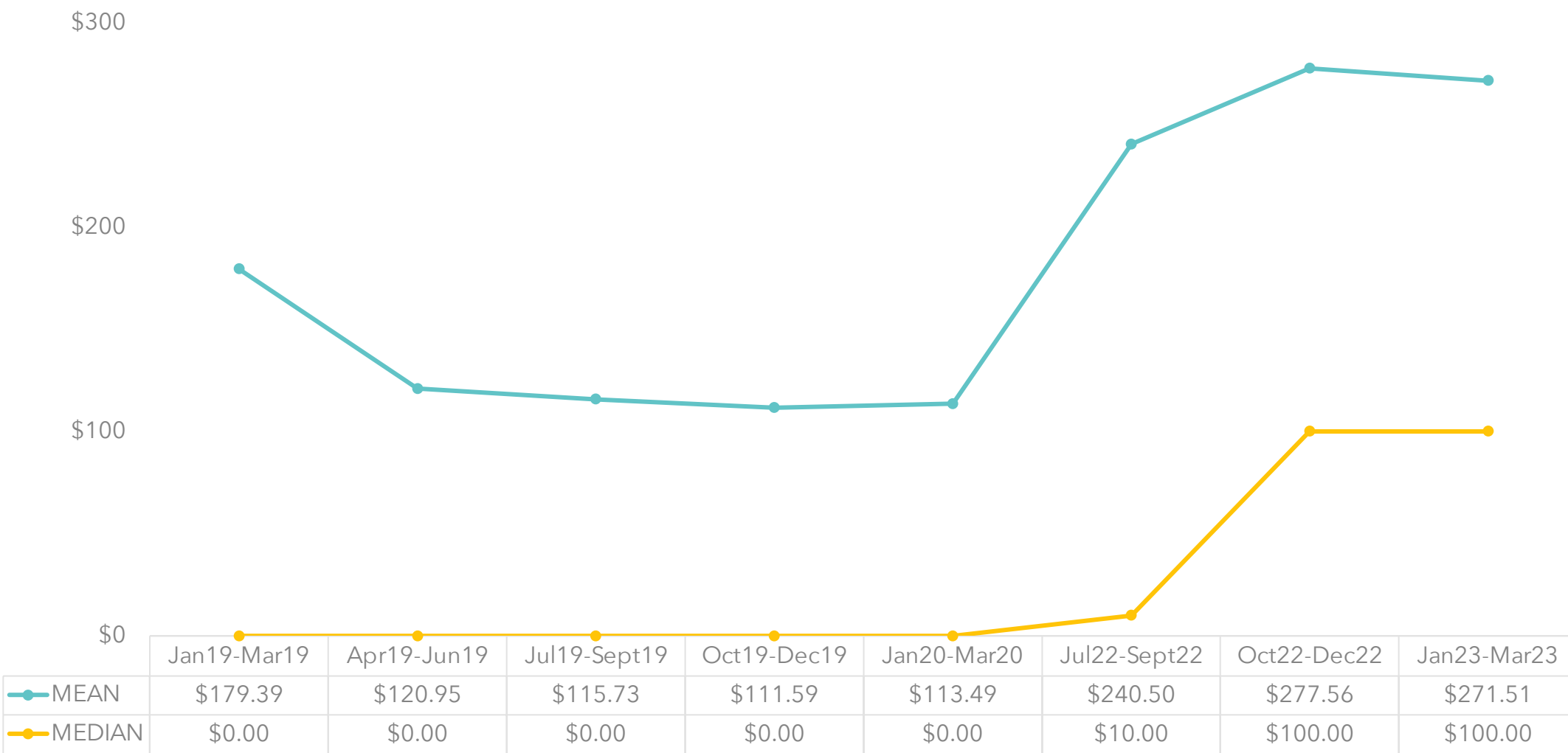
ONISLE – TOTAL FOOD & BEVERAGE TRACKING



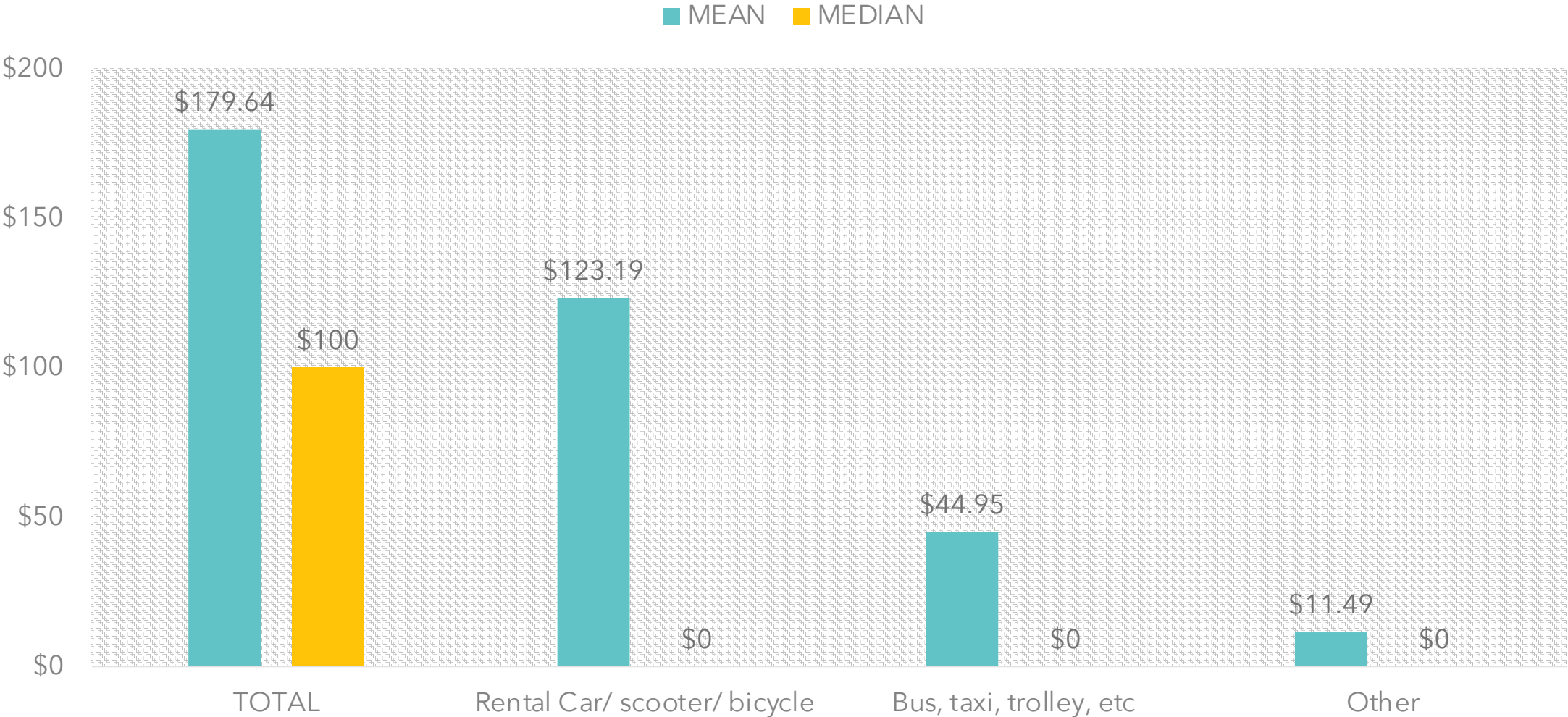
ONISLE – ENTERTAINMENT & RECREATION



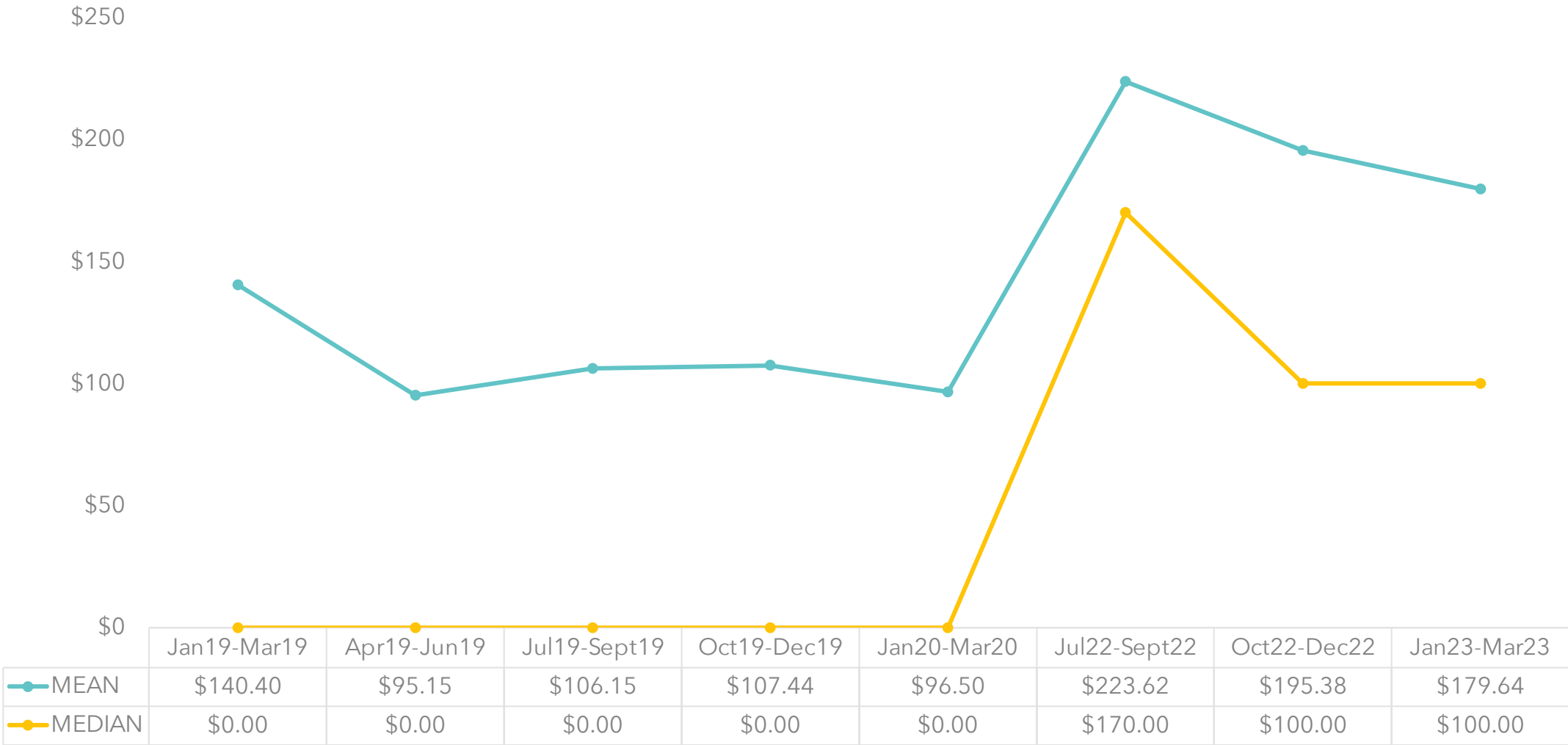
ONISLE – TOTAL ENTERTAINMENT & RECREATION TRACKING



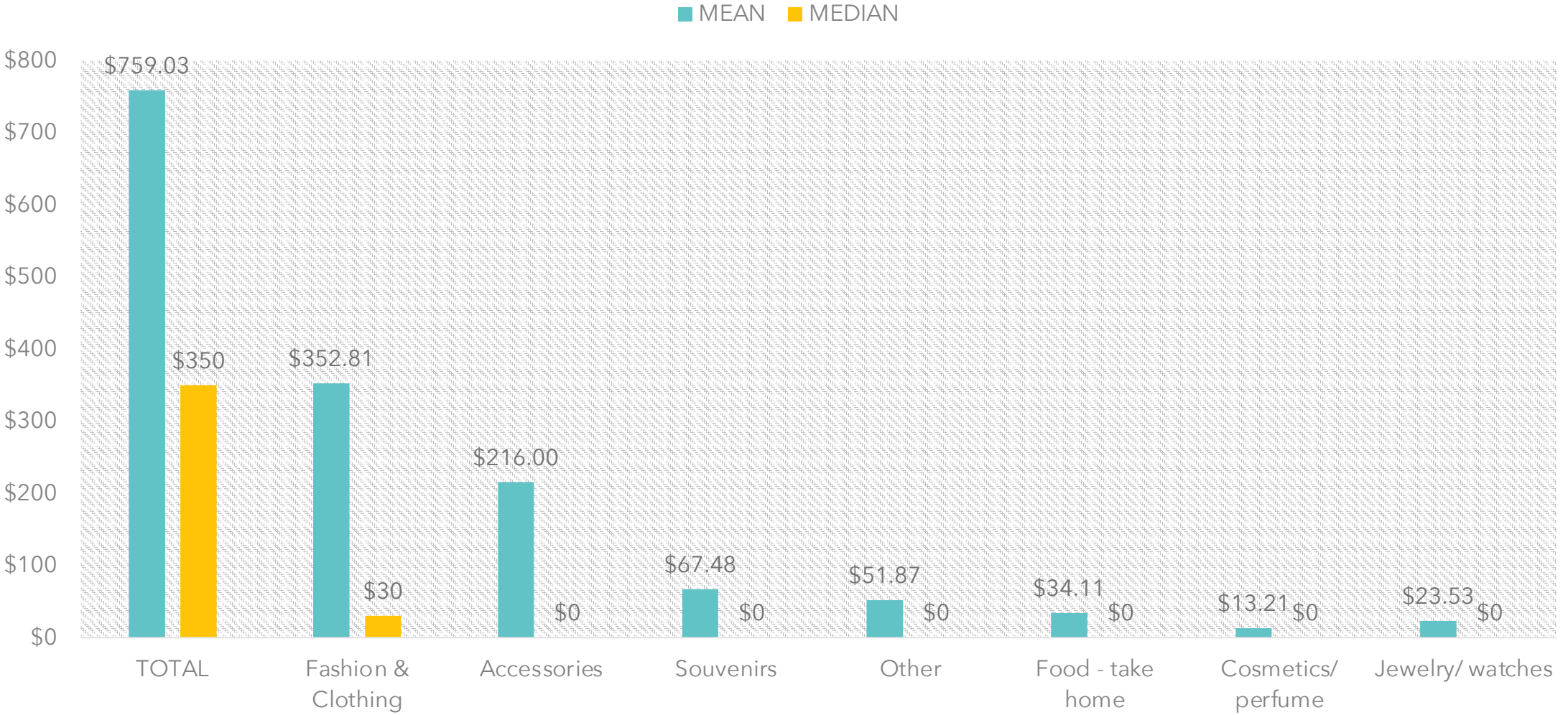
ONISLE – TRANSPORTATION



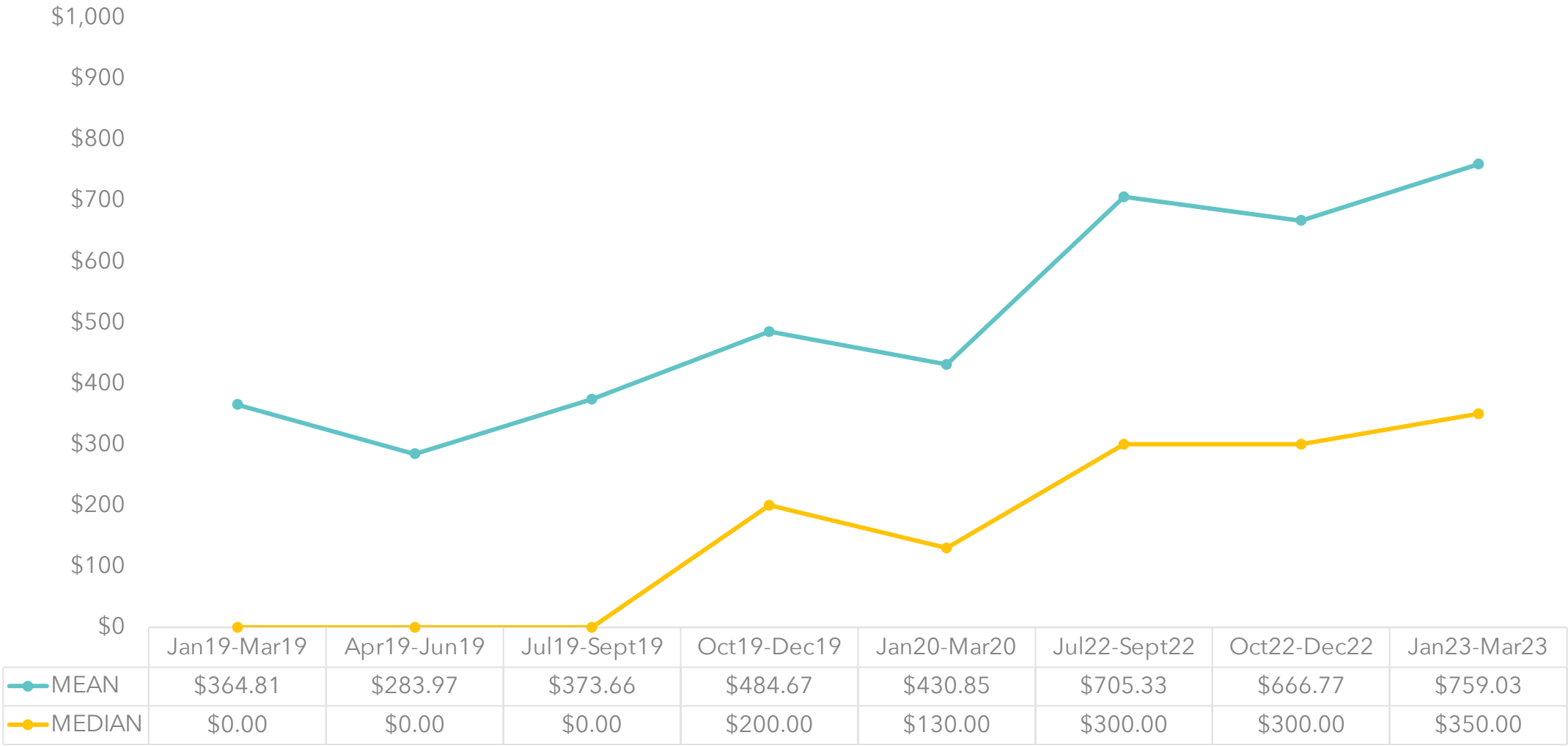
ONISLE – TOTAL TRANSPORTATION TRACKING



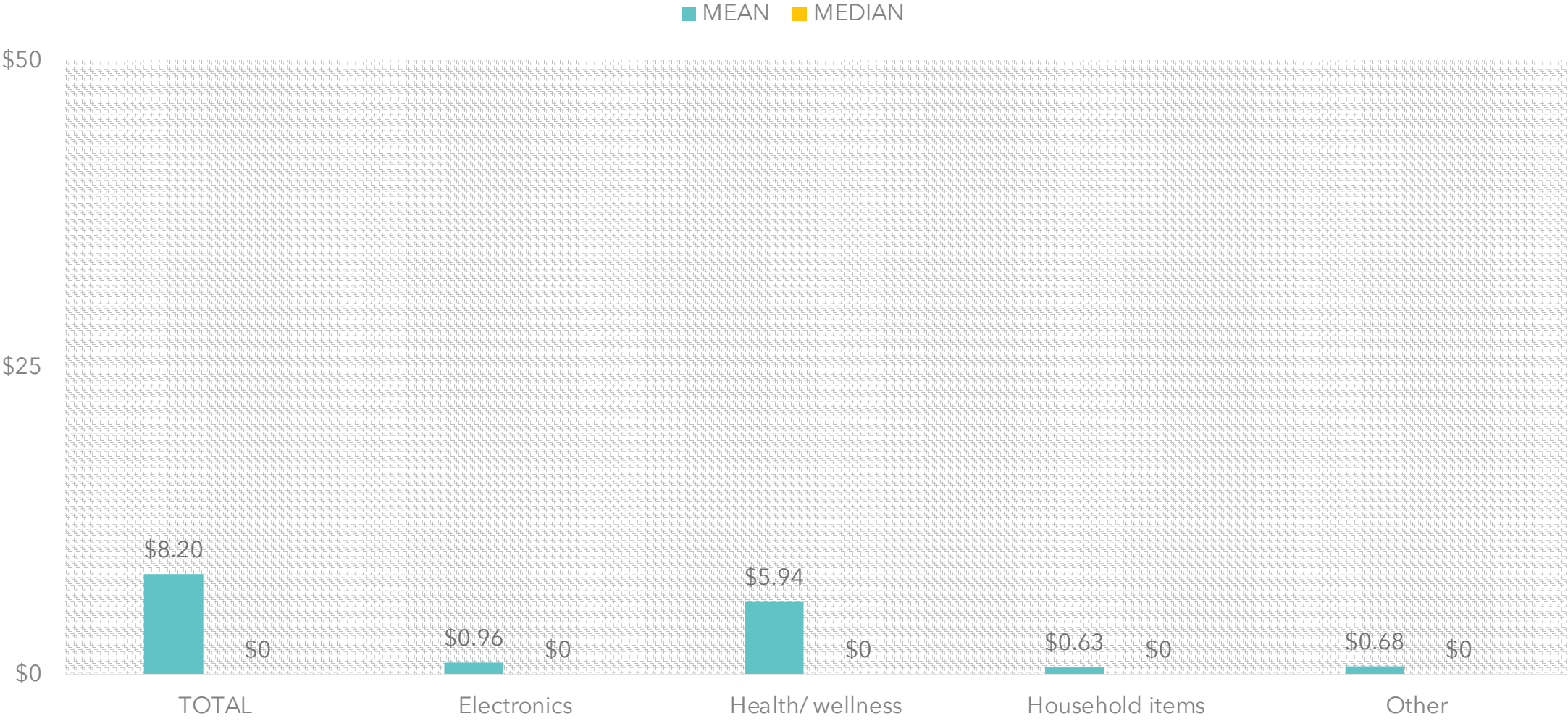
ONISLE – SHOPPING



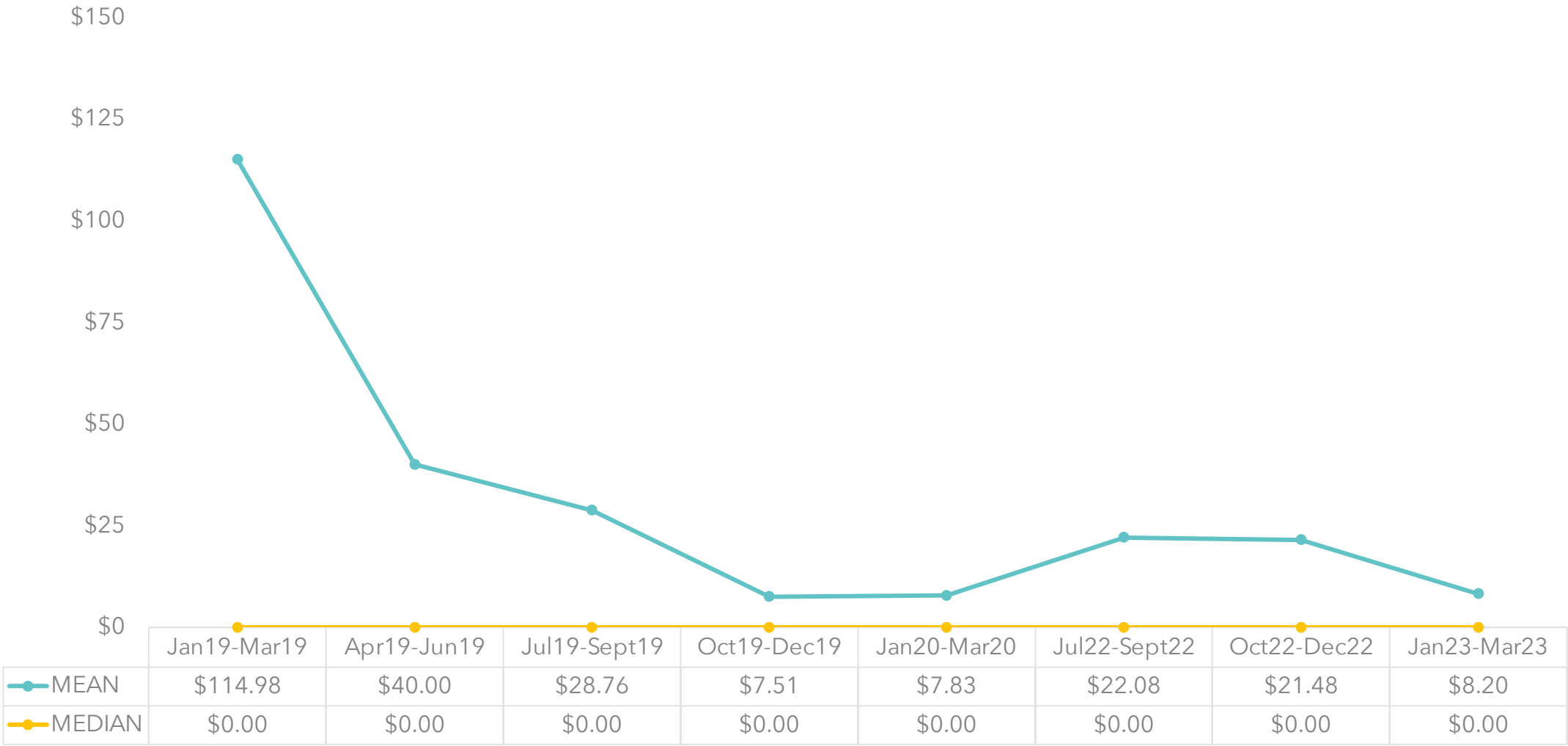
ONISLE – TOTAL SHOPPING TRACKING



ONISLE – MISCELLANEOUS



ONISLE – TOTAL MISCELLANEOUS TRACKING



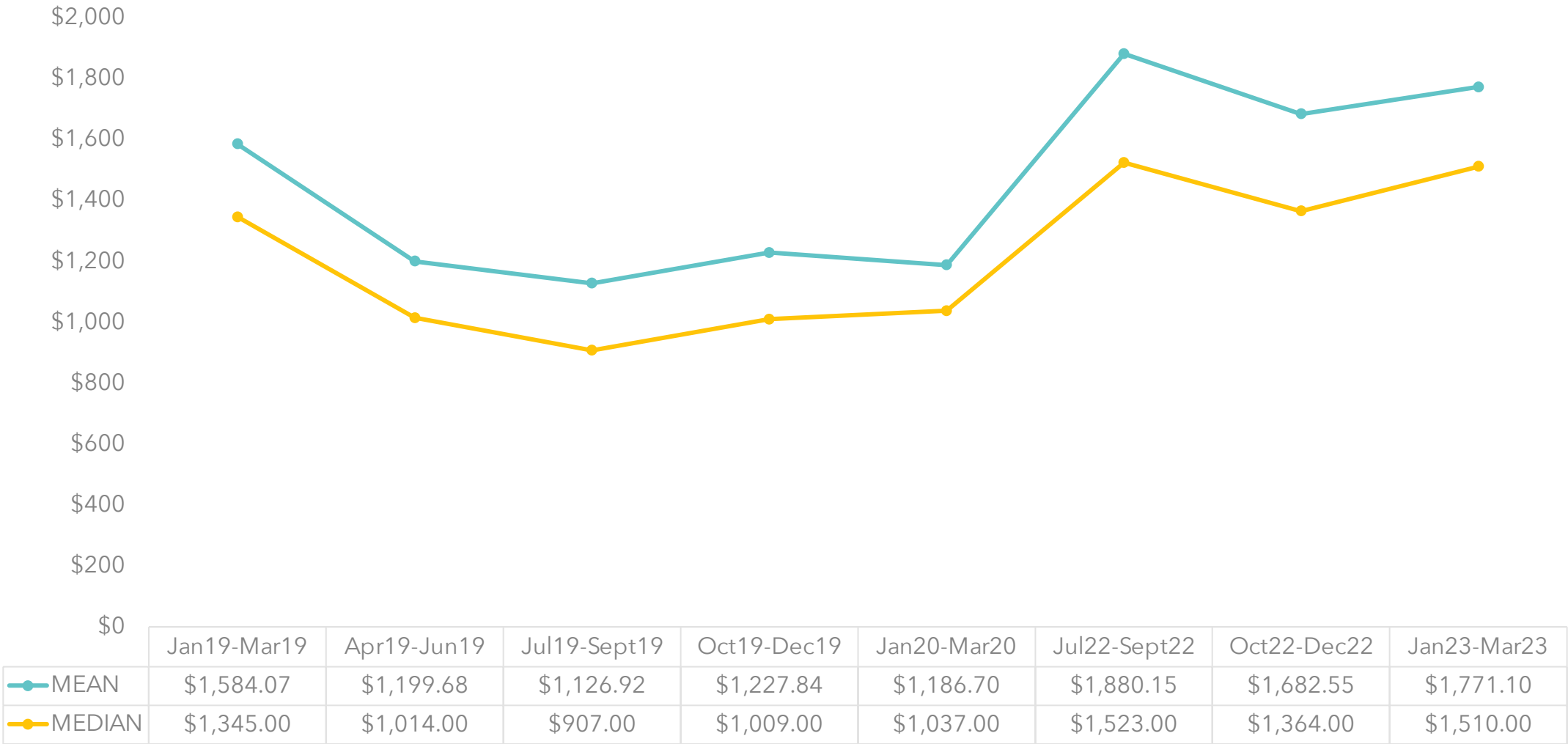
[A]



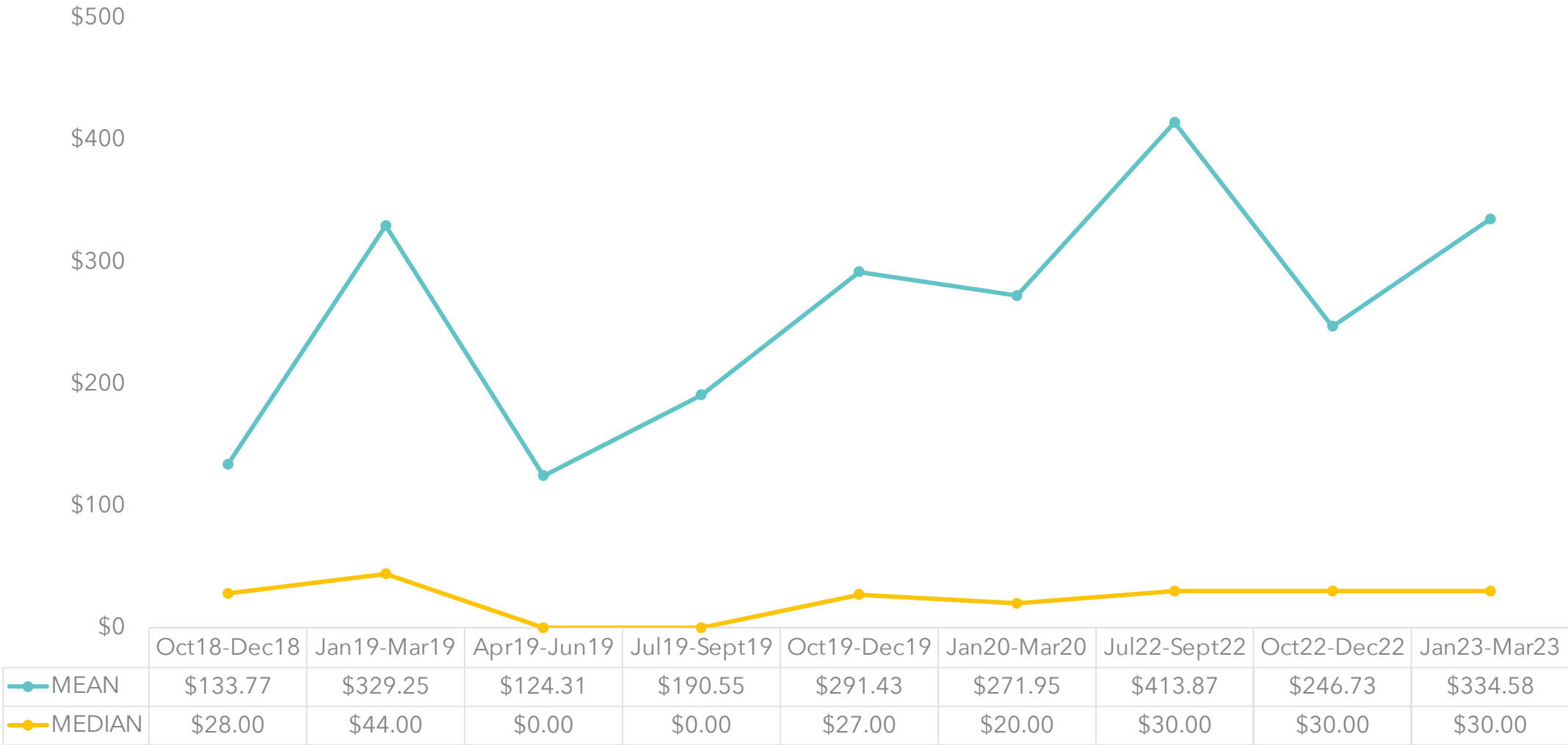
TOTAL EXPENDITURES PER PERSON (ONISLE + PREPAID)

- \$1,771.55 = Mean average per person
- \$1,510.00 = Median amount spent per person

TOTAL EXPENDITURES PER PERSON TRACKING



GUAM AIRPORT EXPENDITURE TRACKING



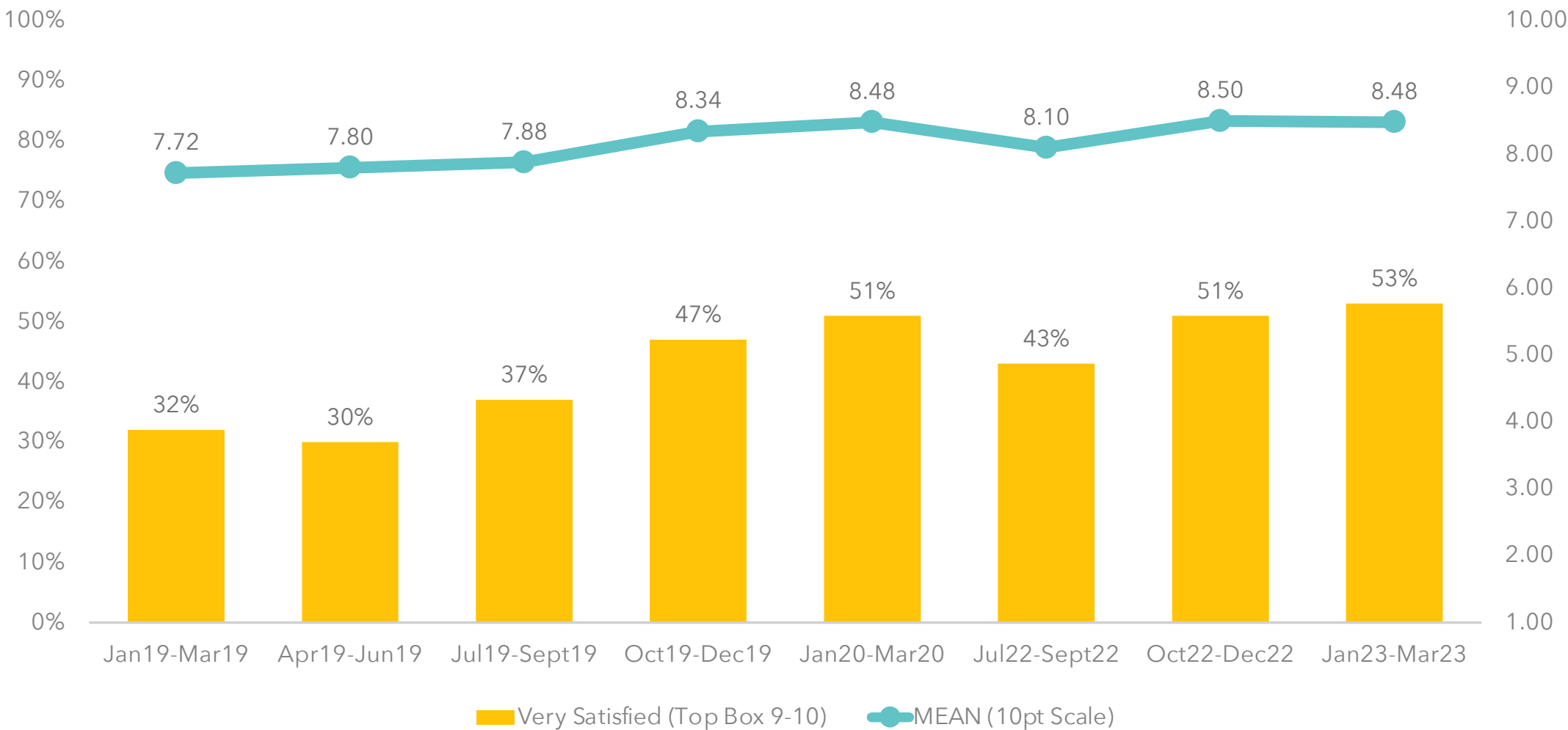


SECTION 4

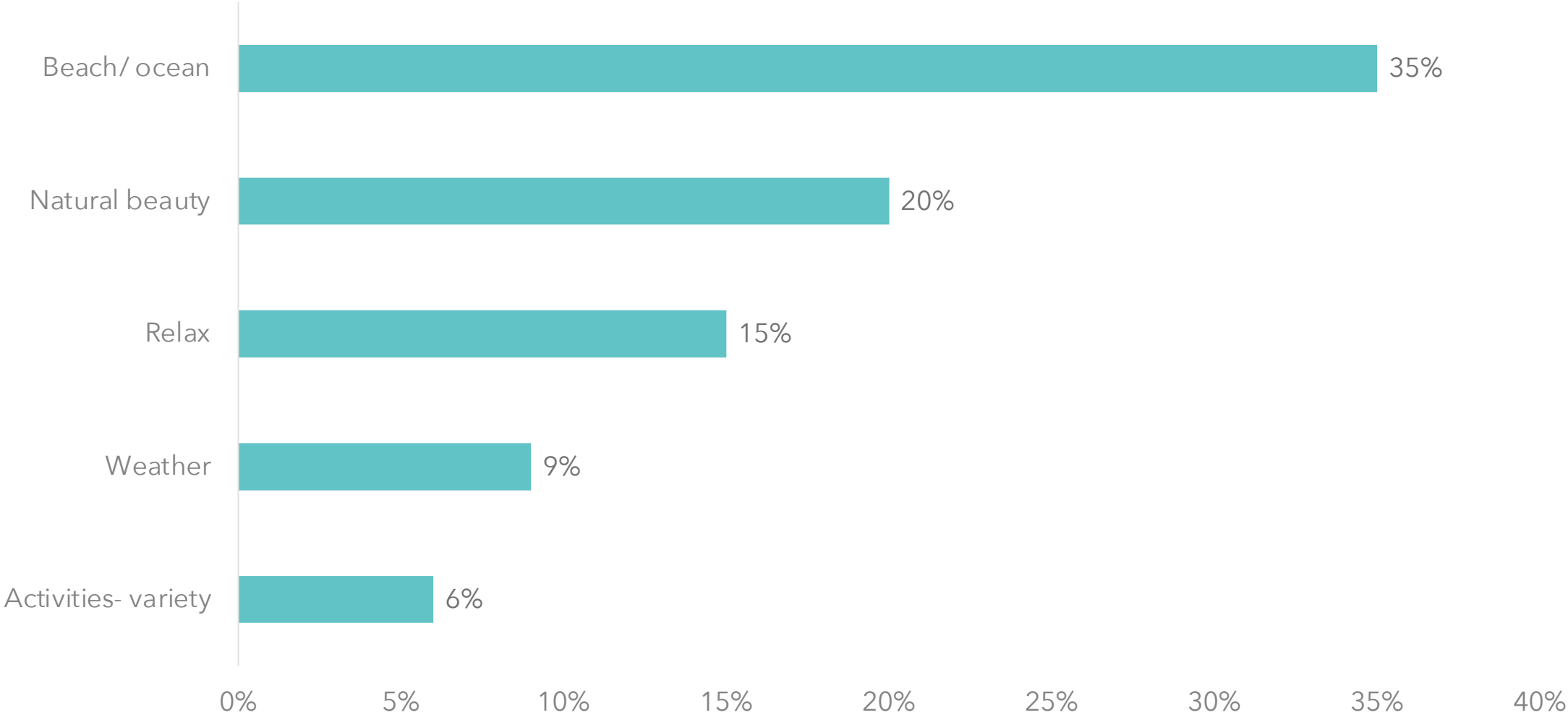
VISITOR SATISFACTION



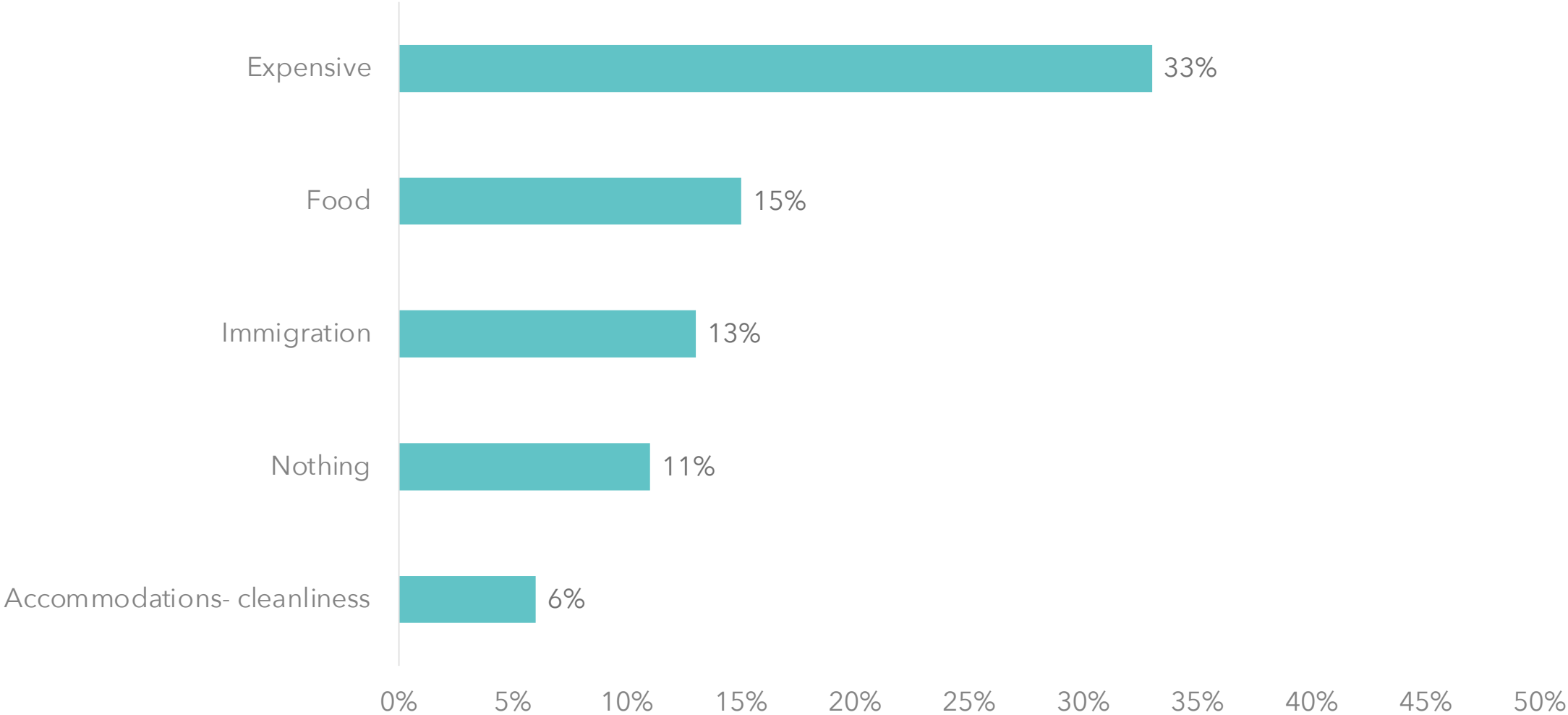
OVERALL SATISFACTION – 10PT SCALE



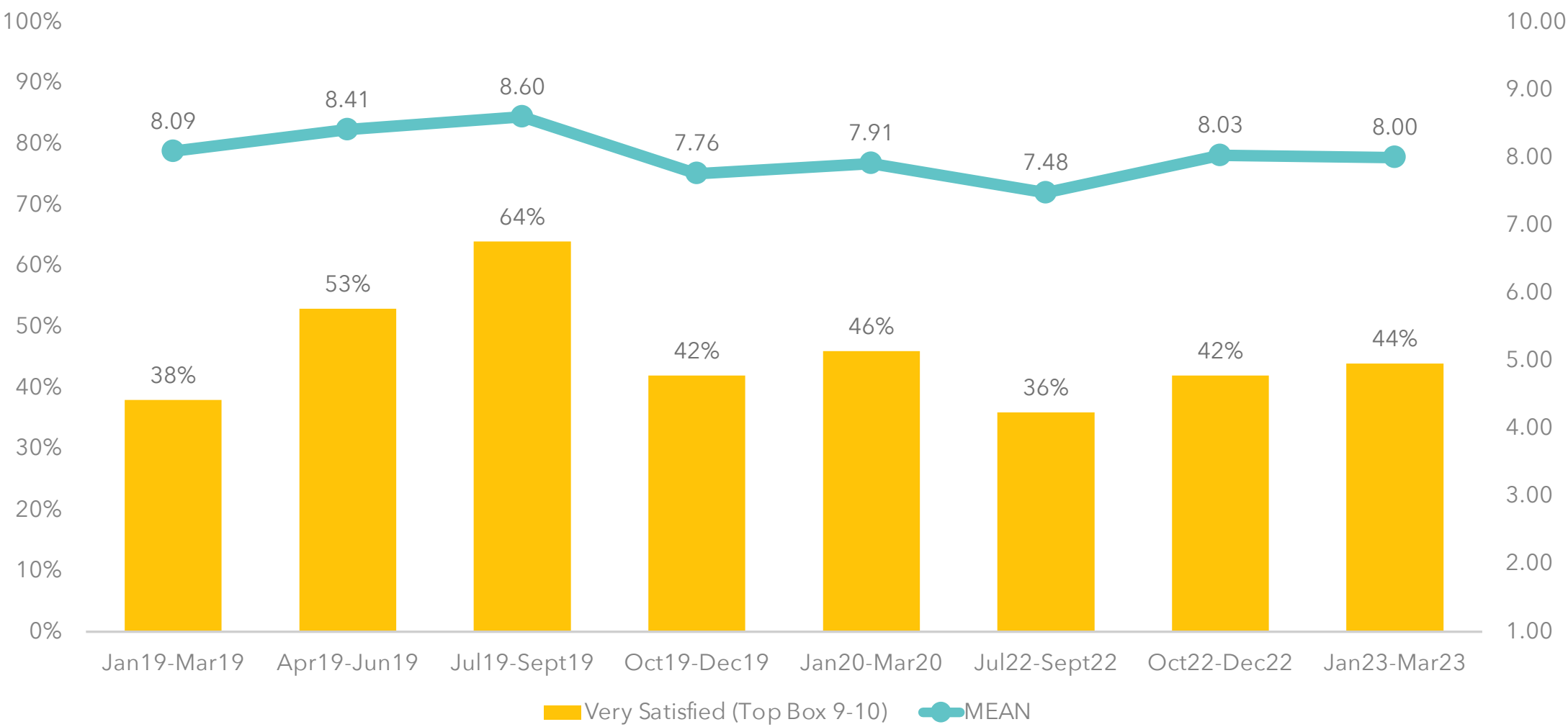
SWOT – POSITIVE ASPECT OF TRIP (5%+)



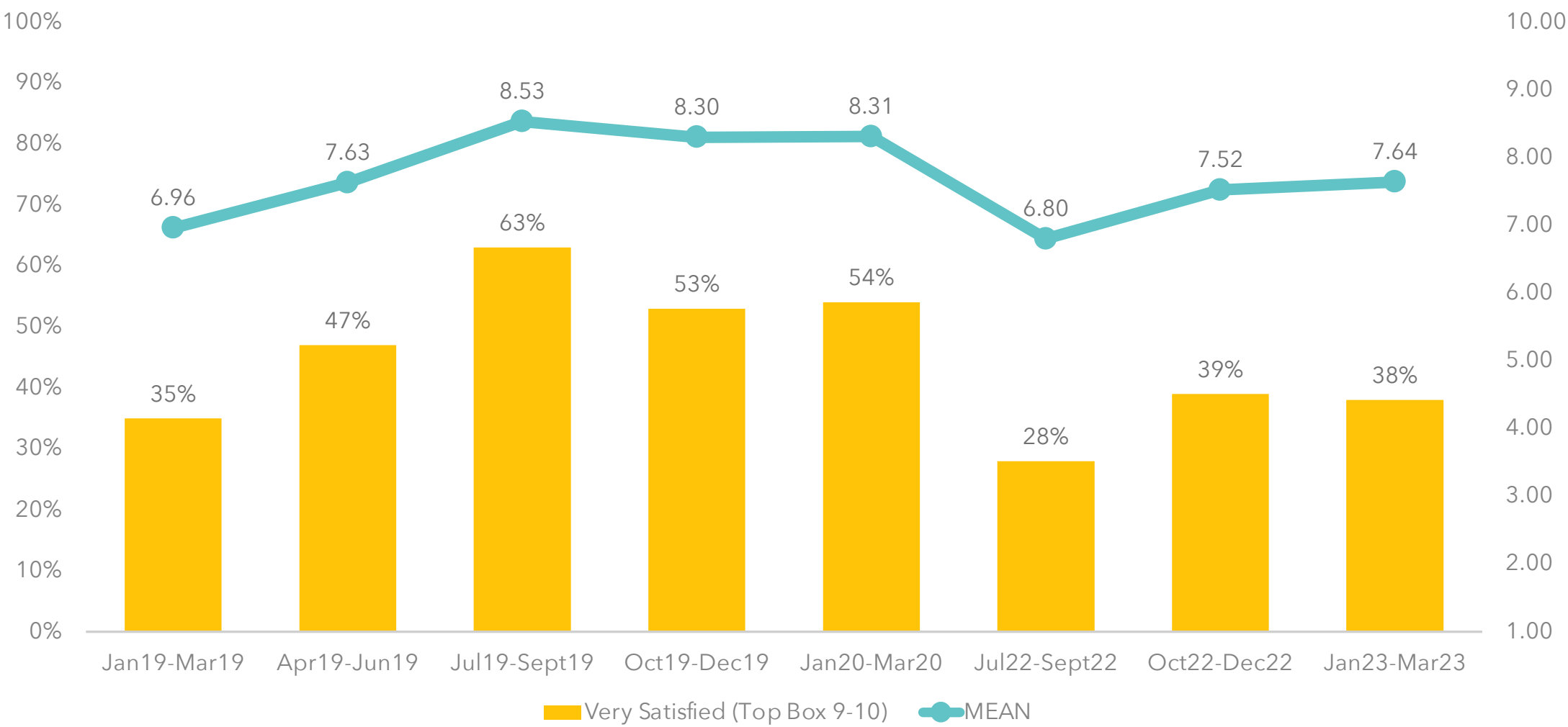
SWOT – NEGATIVE ASPECT OF TRIP (5%+)



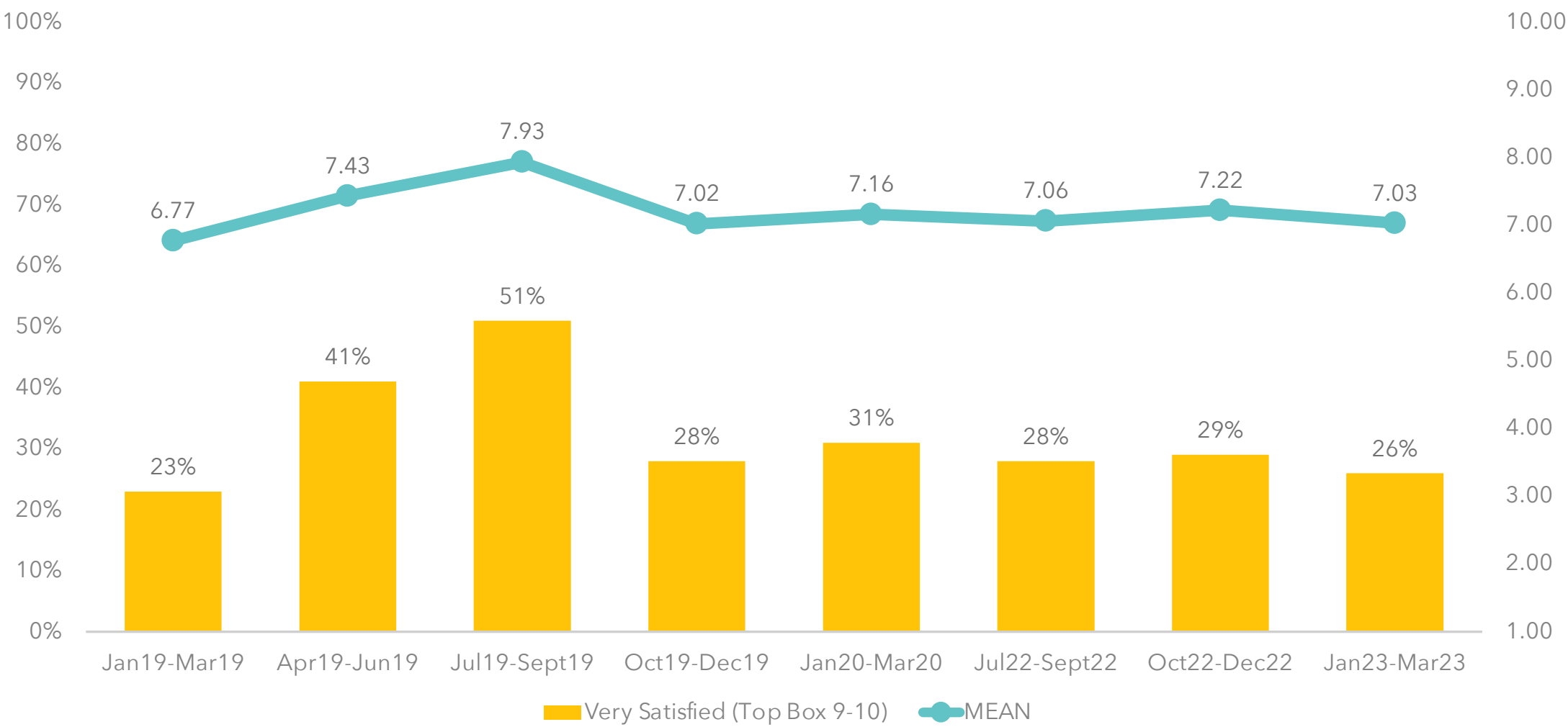
SATISFACTION – ENTERTAINMENT



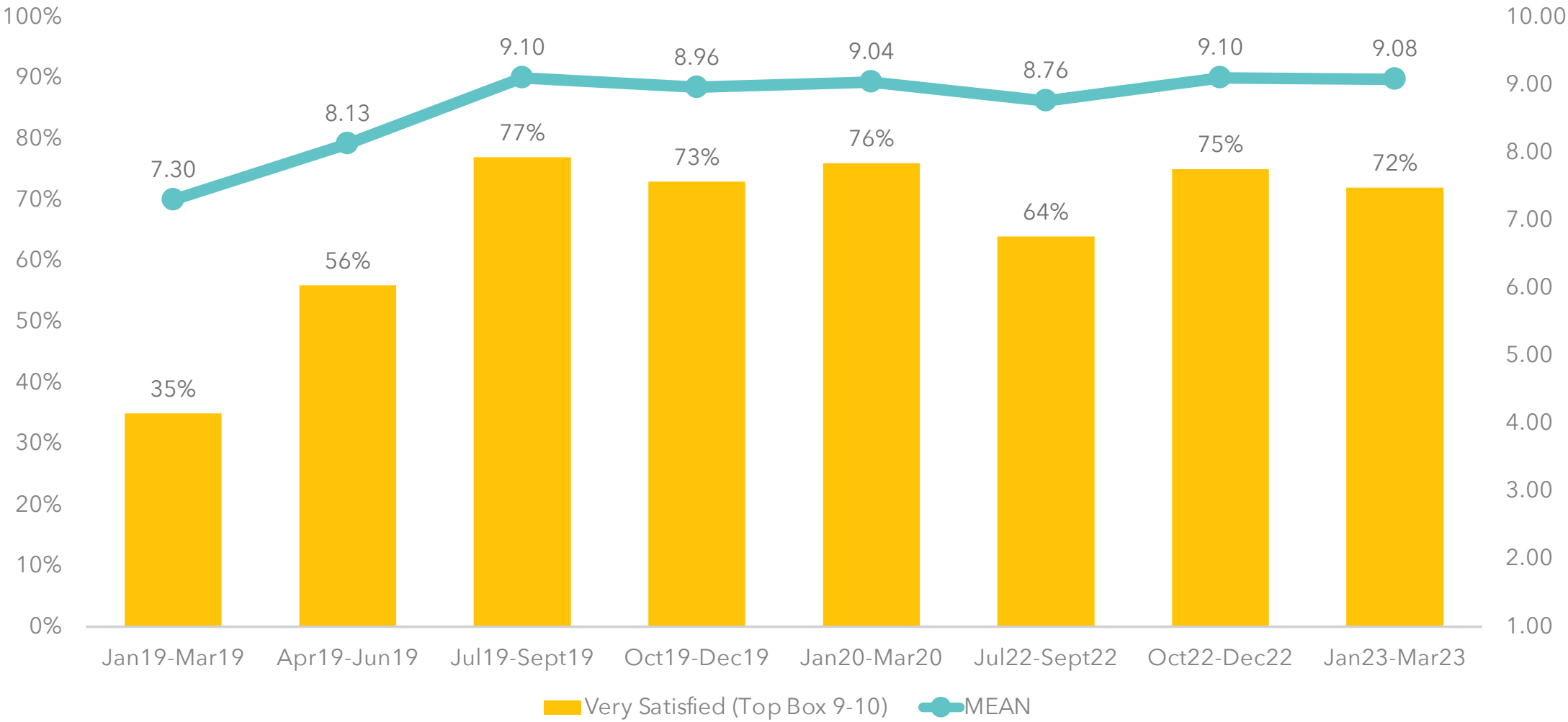
SATISFACTION – SHOPPING



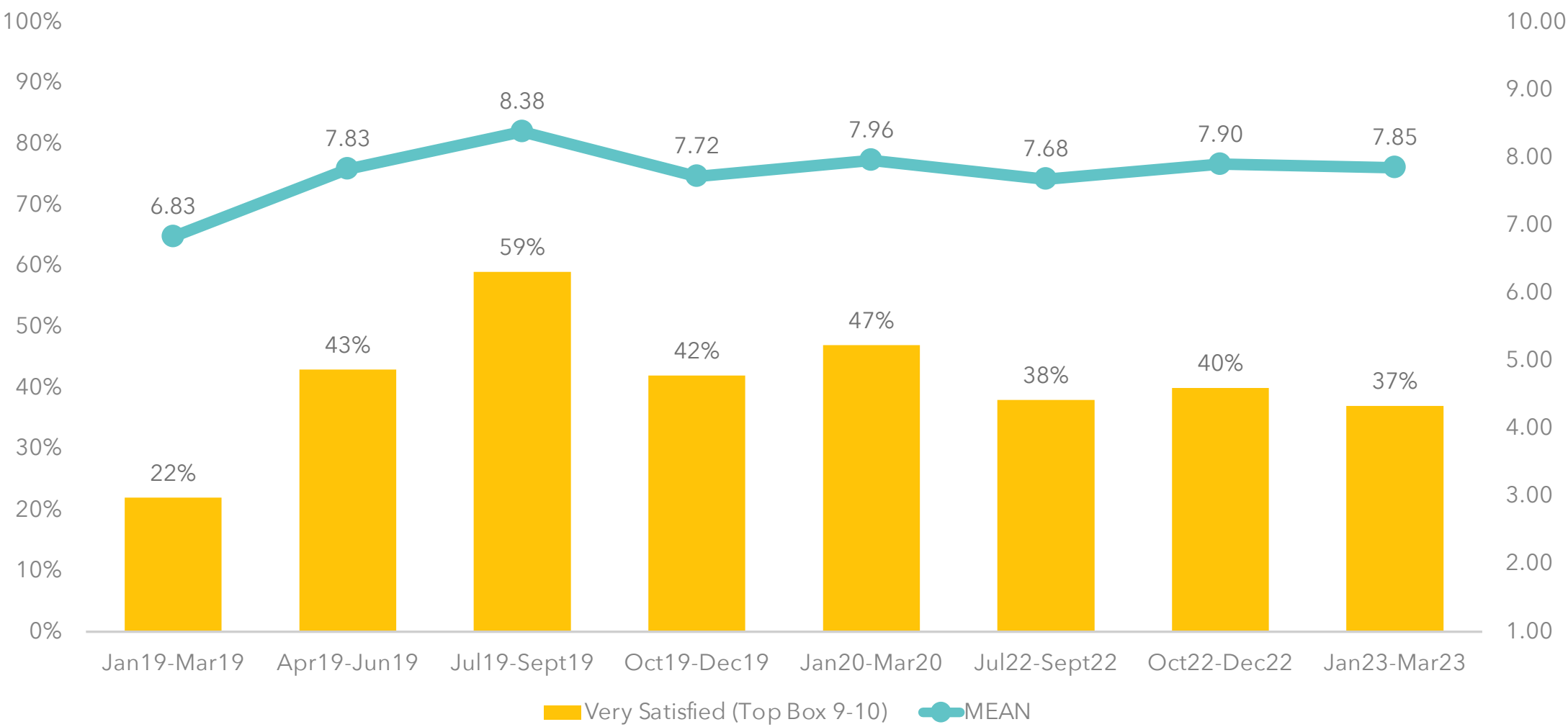
SATISFACTION – DINING



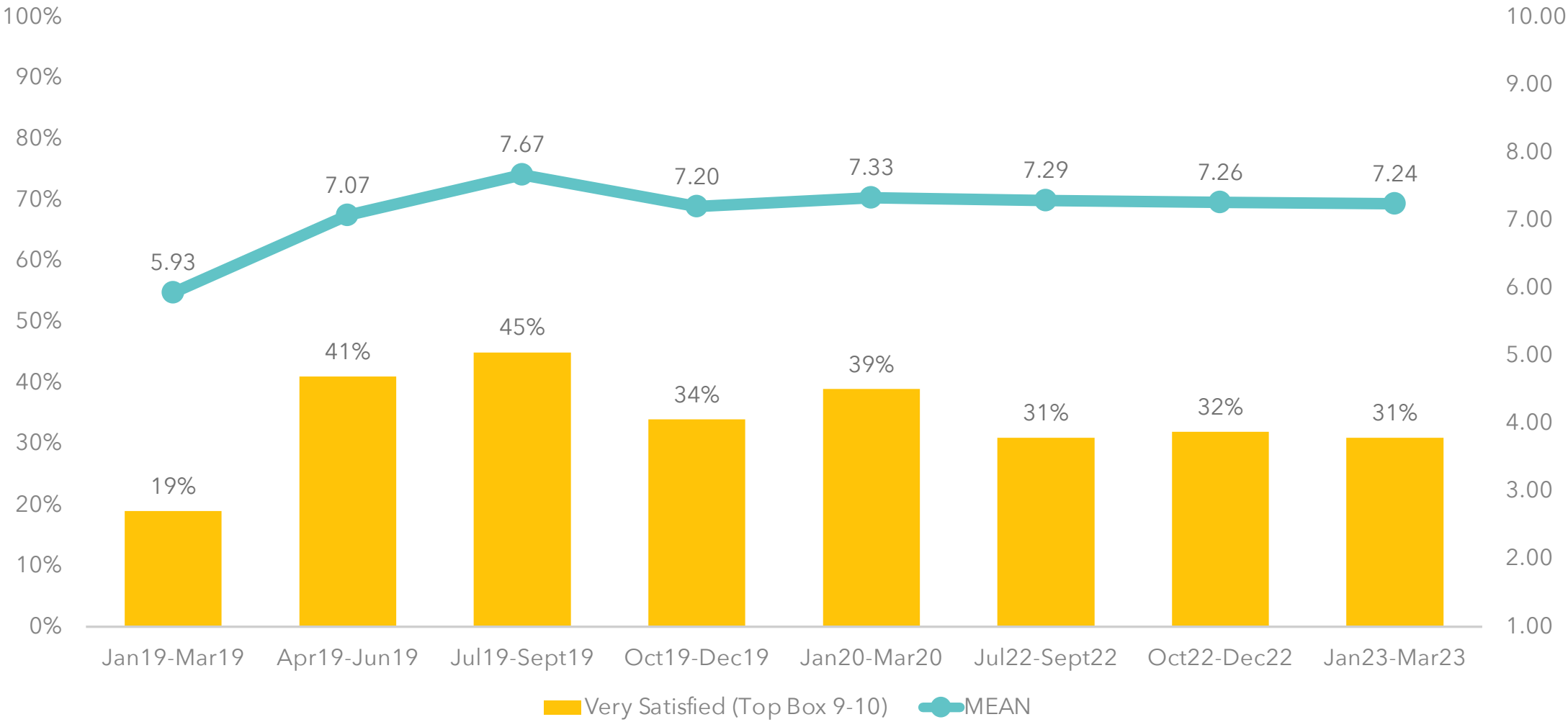
SATISFACTION – BEACHES



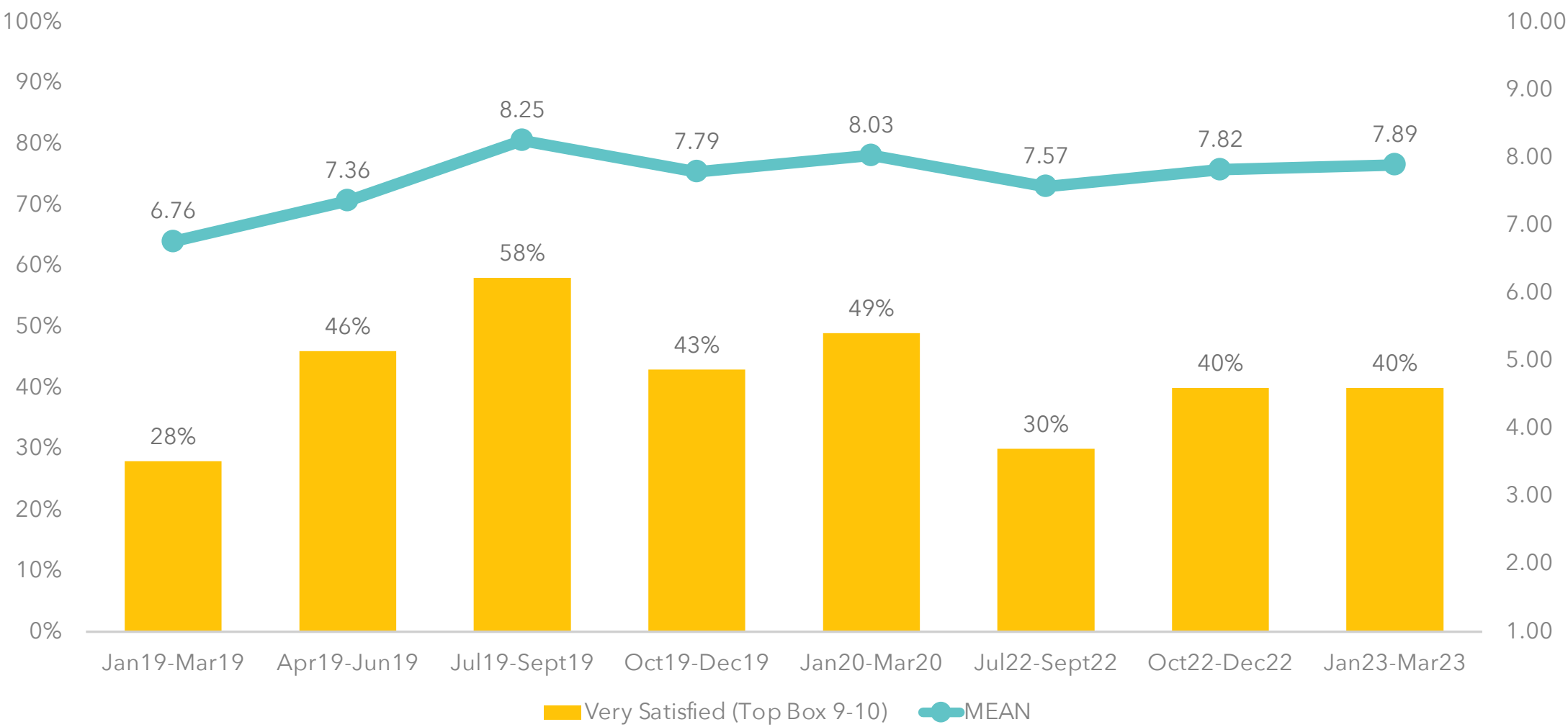
SATISFACTION – PARKS



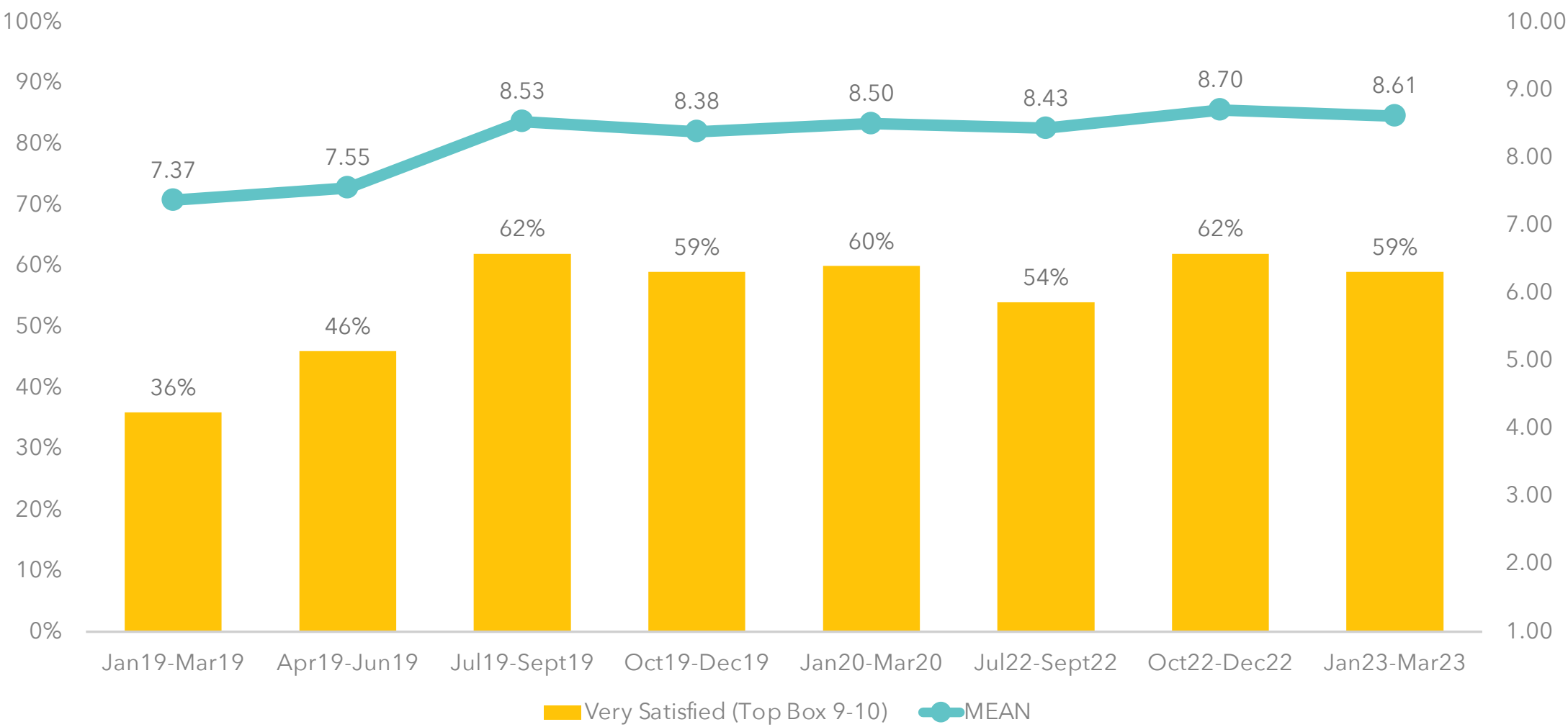
SATISFACTION – ROADS



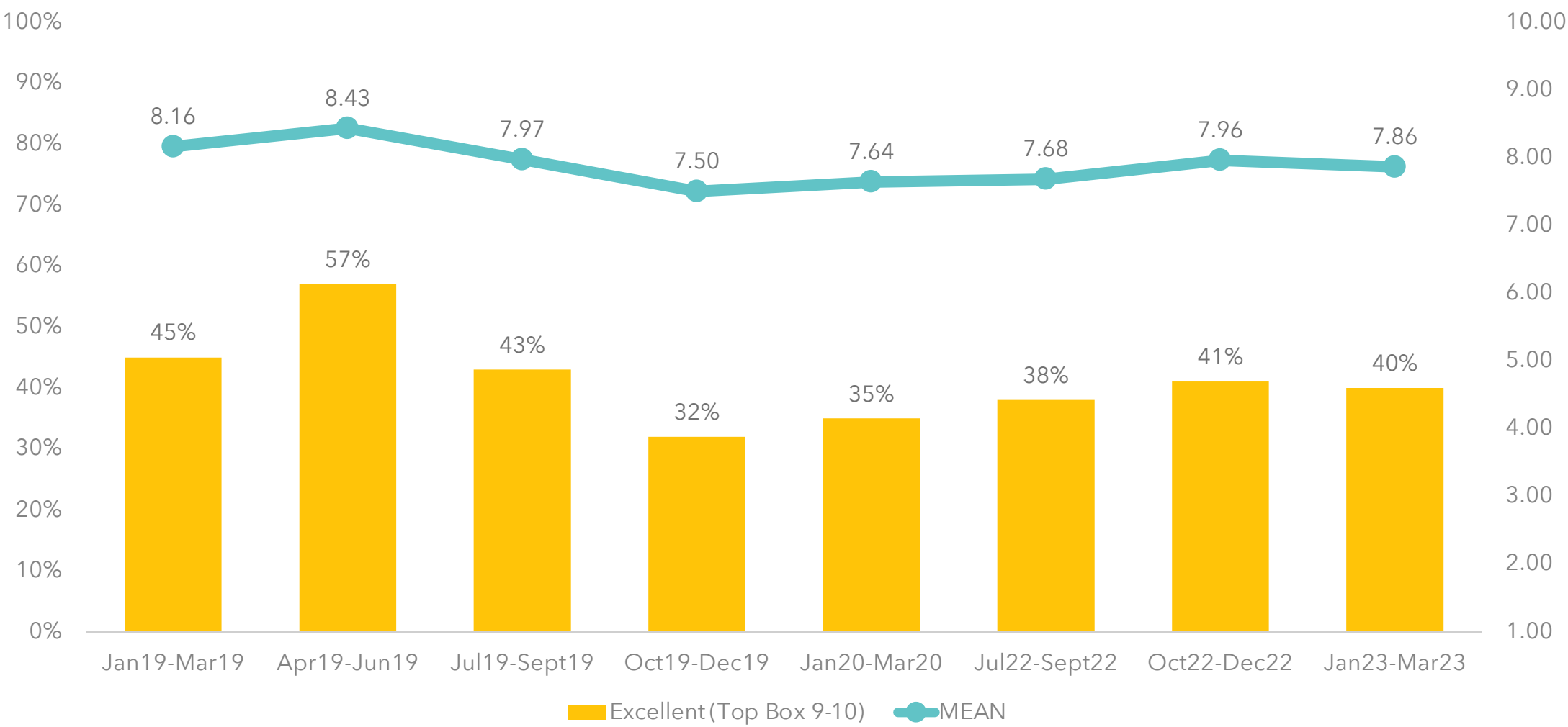
SATISFACTION – SIGHTSEEING AREAS



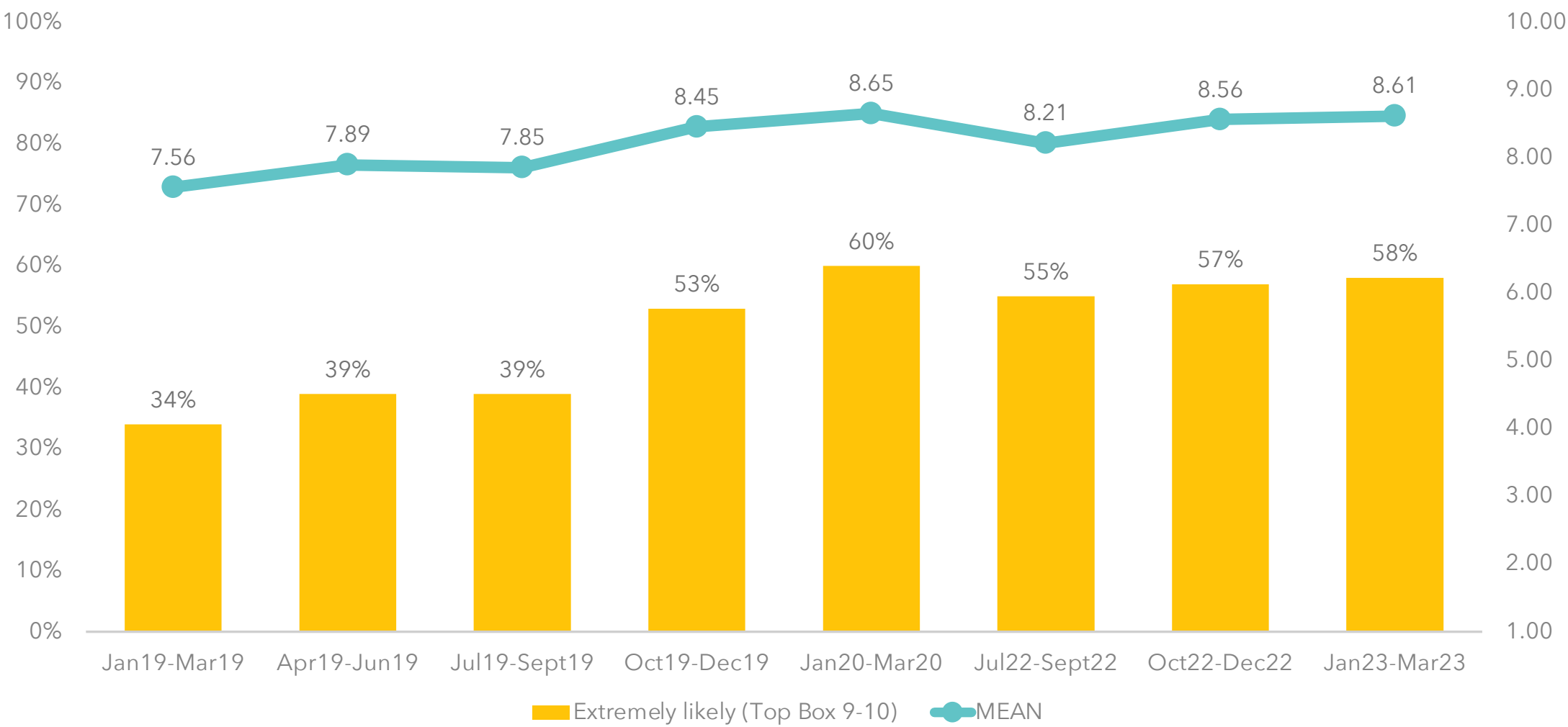
SATISFACTION – SAFETY & SECURITY



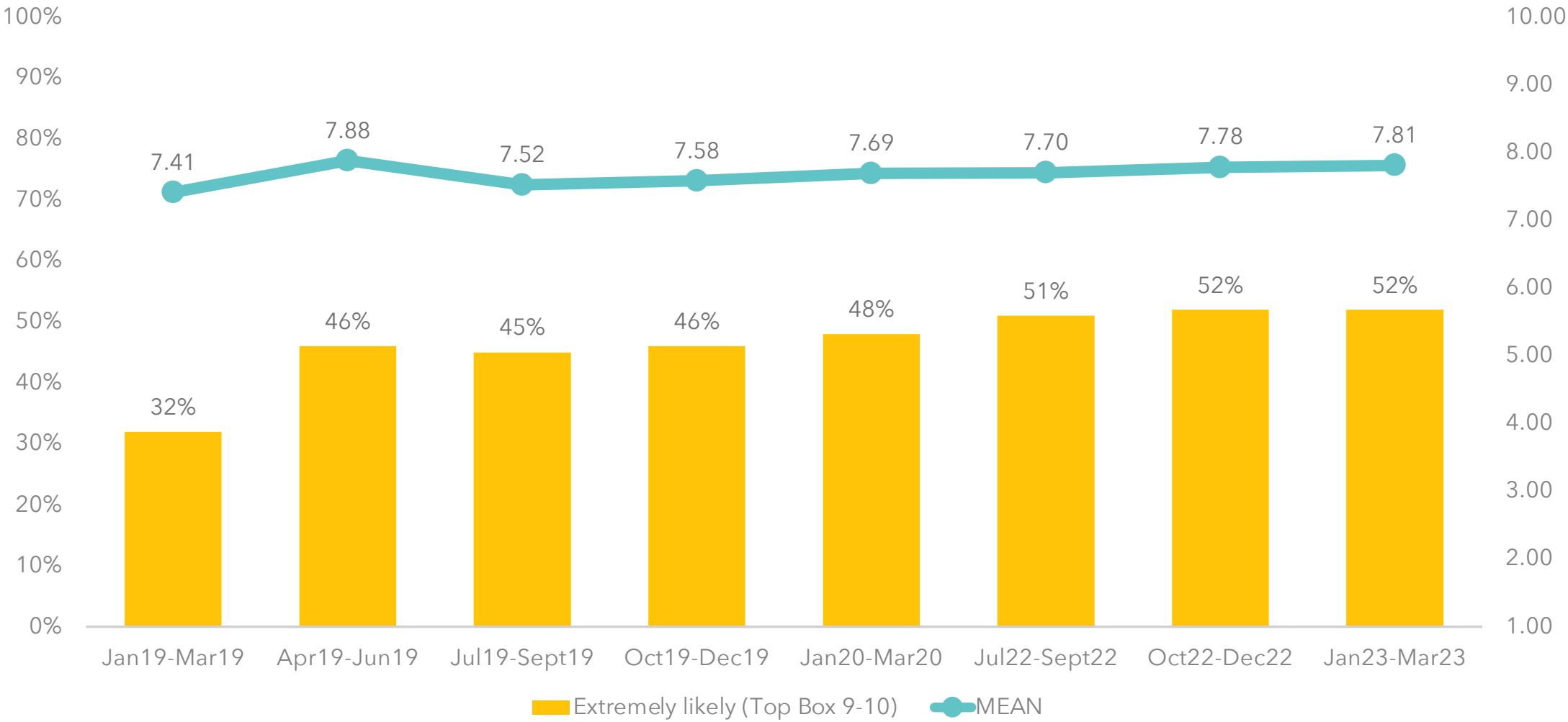
SATISFACTION – ACCOMMODATIONS



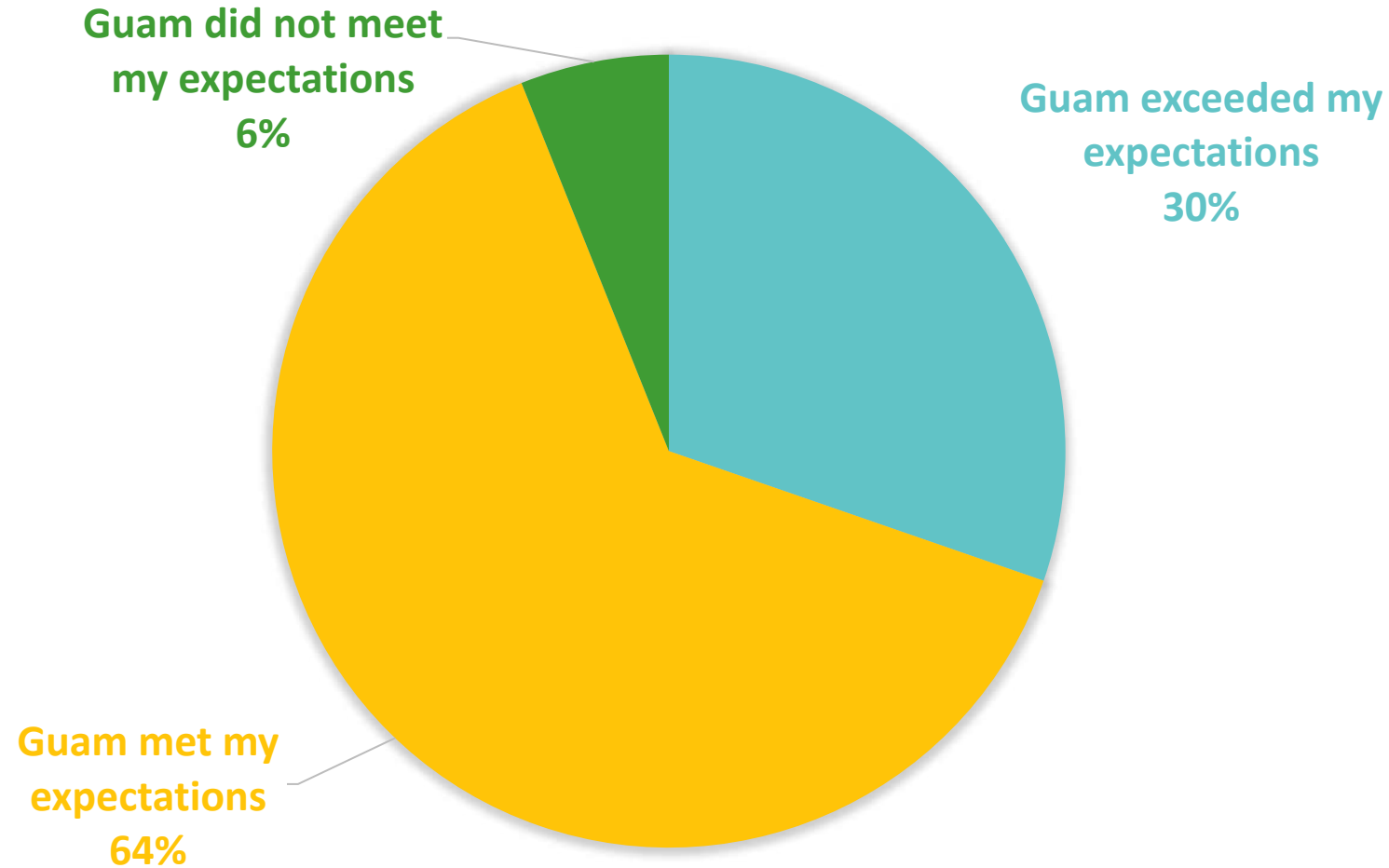
BRAND ADVOCACY



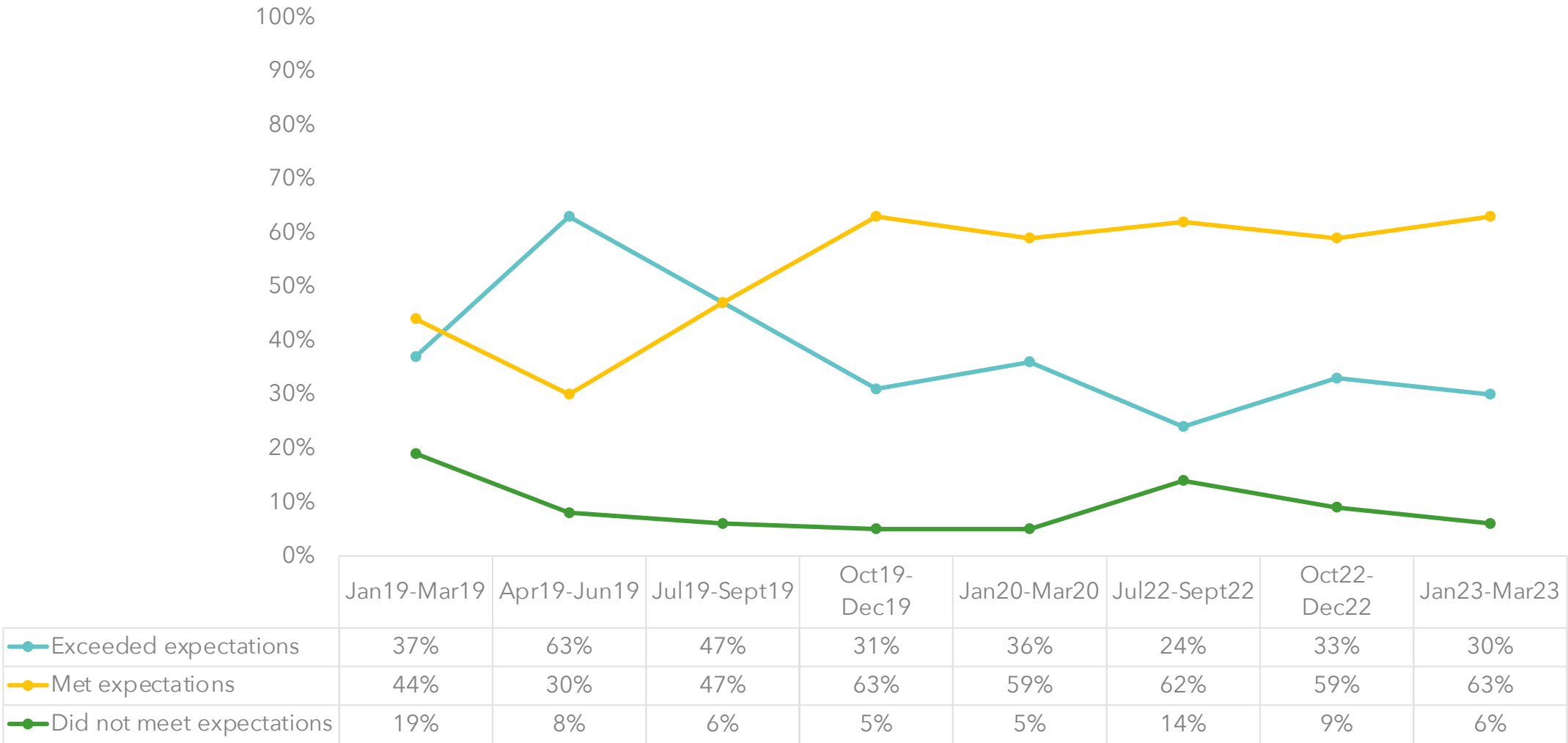
BRAND LOYALTY



TRIP EXPECTATIONS



TRIP EXPECTATIONS – TRACKING



[A]



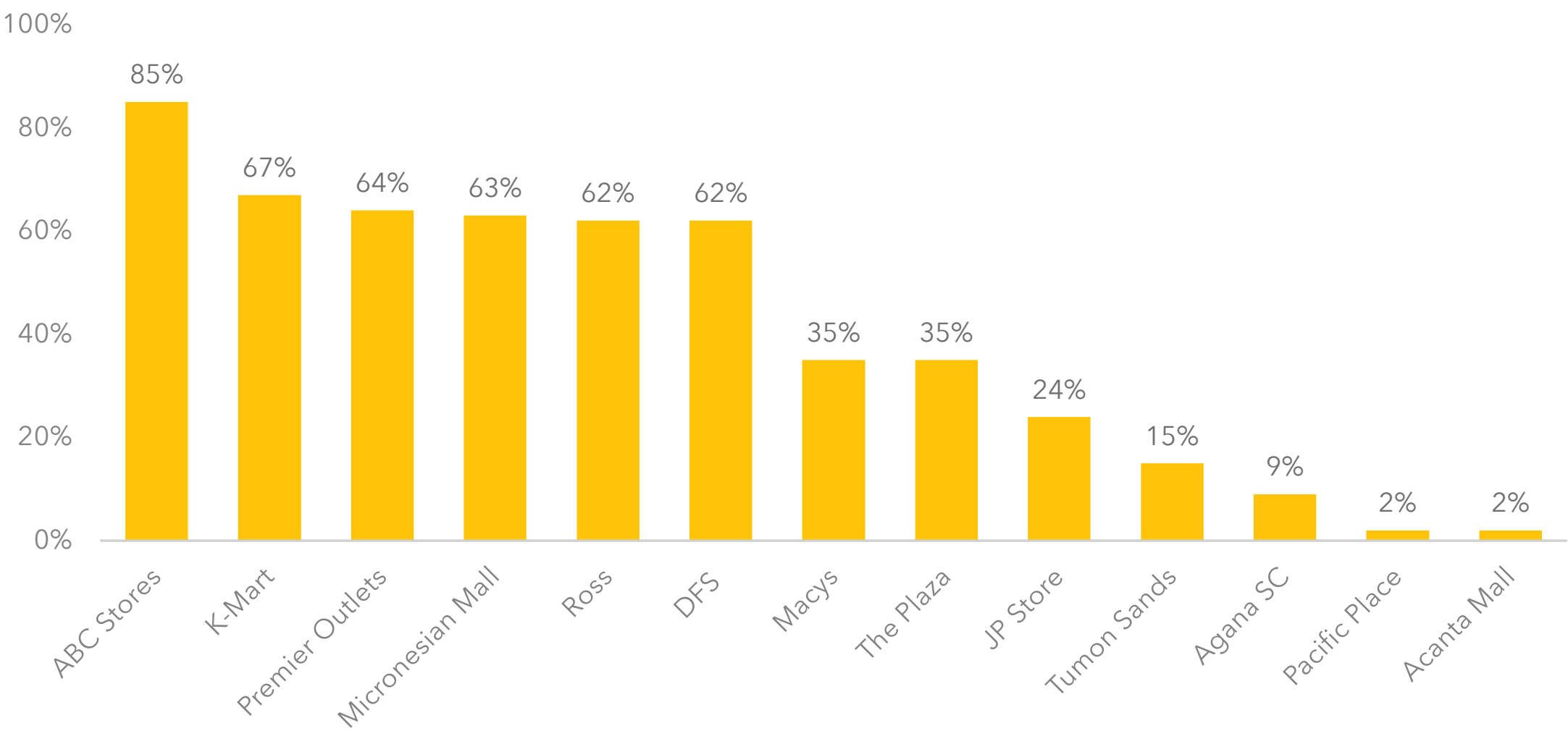


SECTION 5

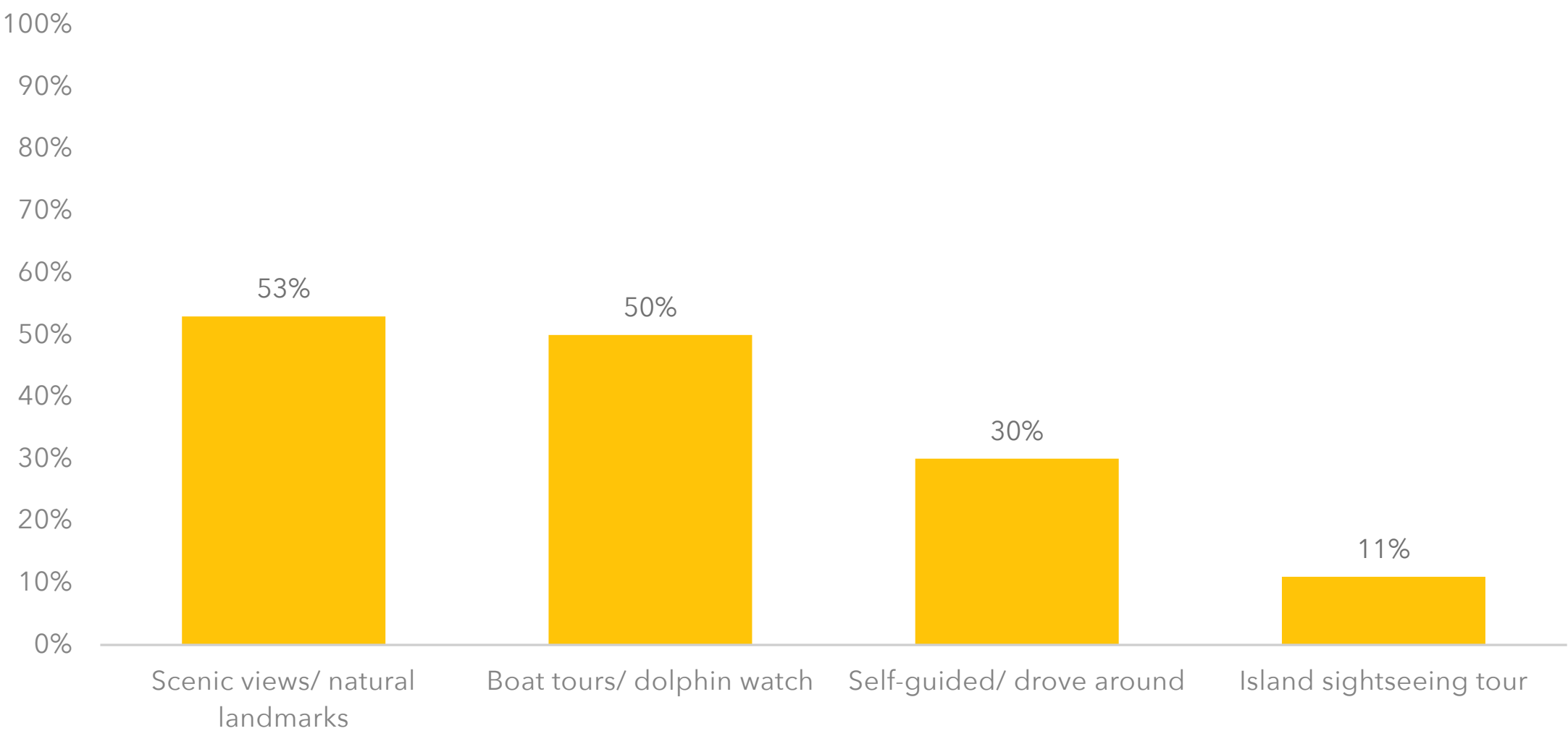
VISITOR ACTIVITIES



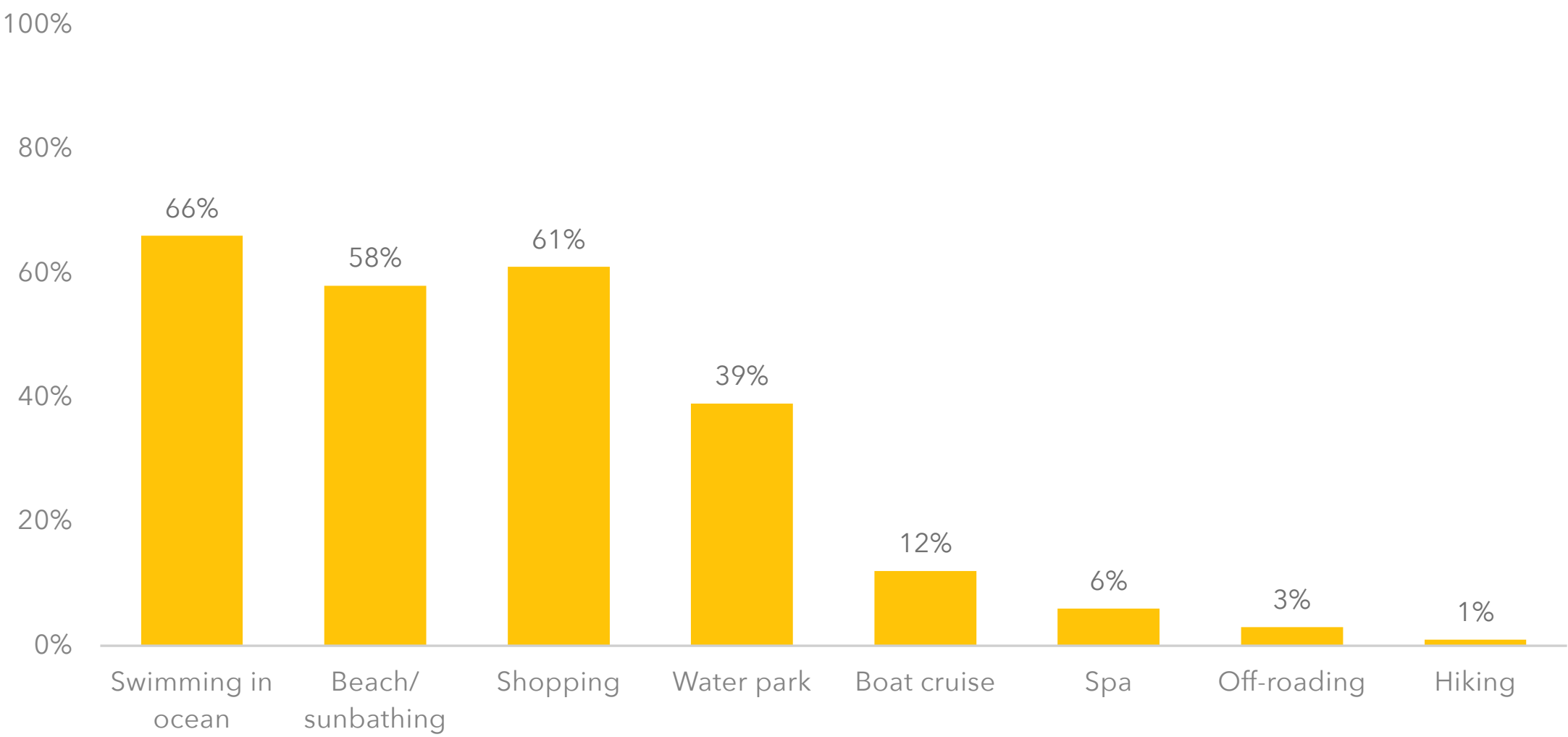
SHOPPING AREAS – PENETRATION



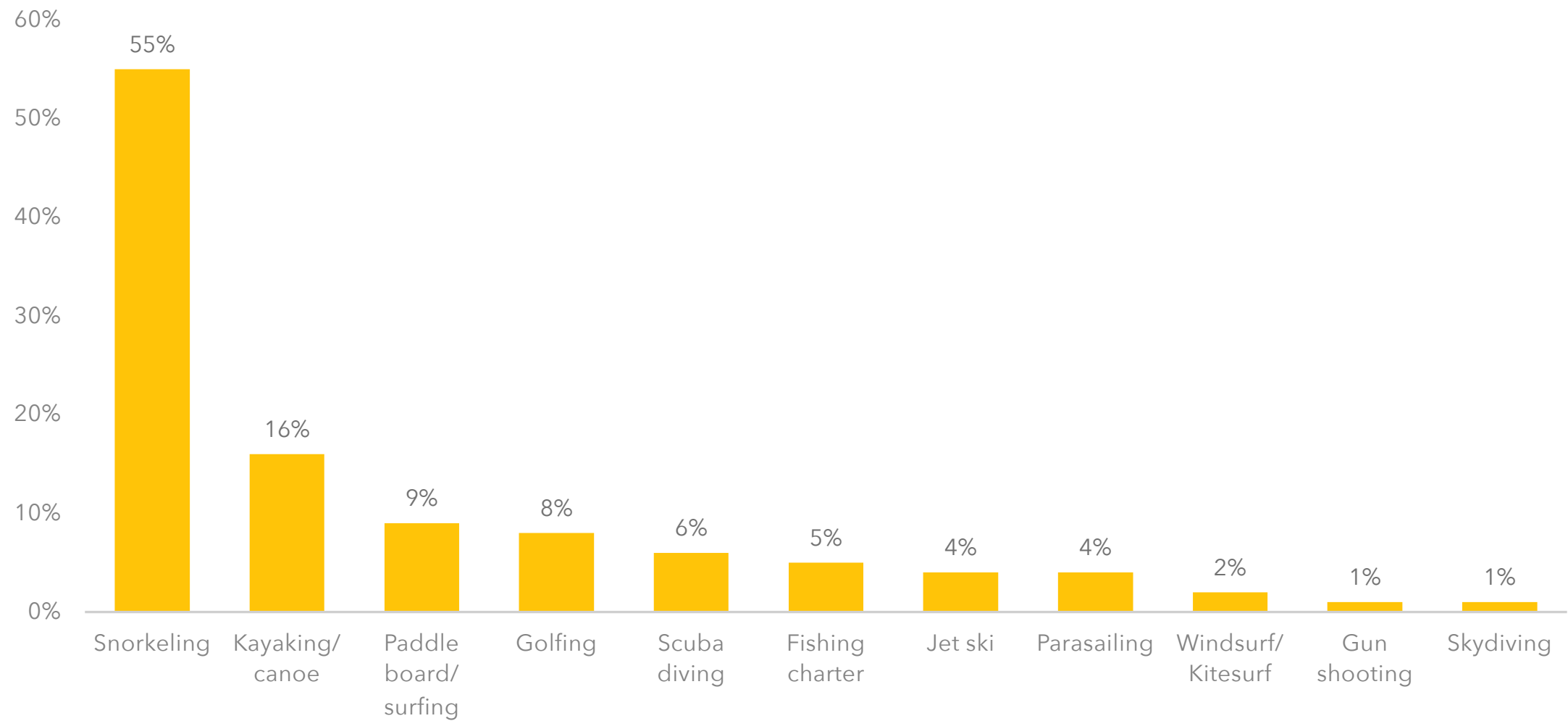
ACTIVITIES – SIGHTSEEING



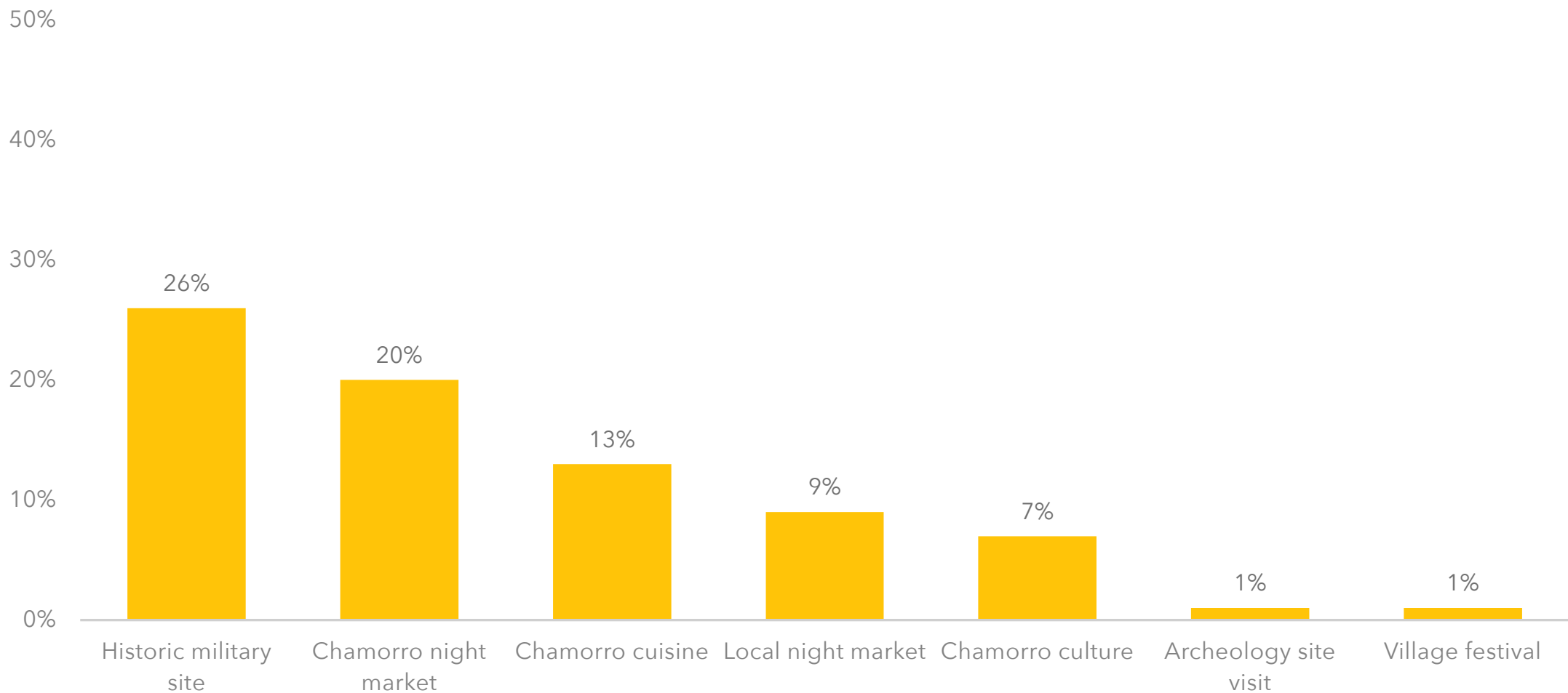
ACTIVITIES – RECREATION



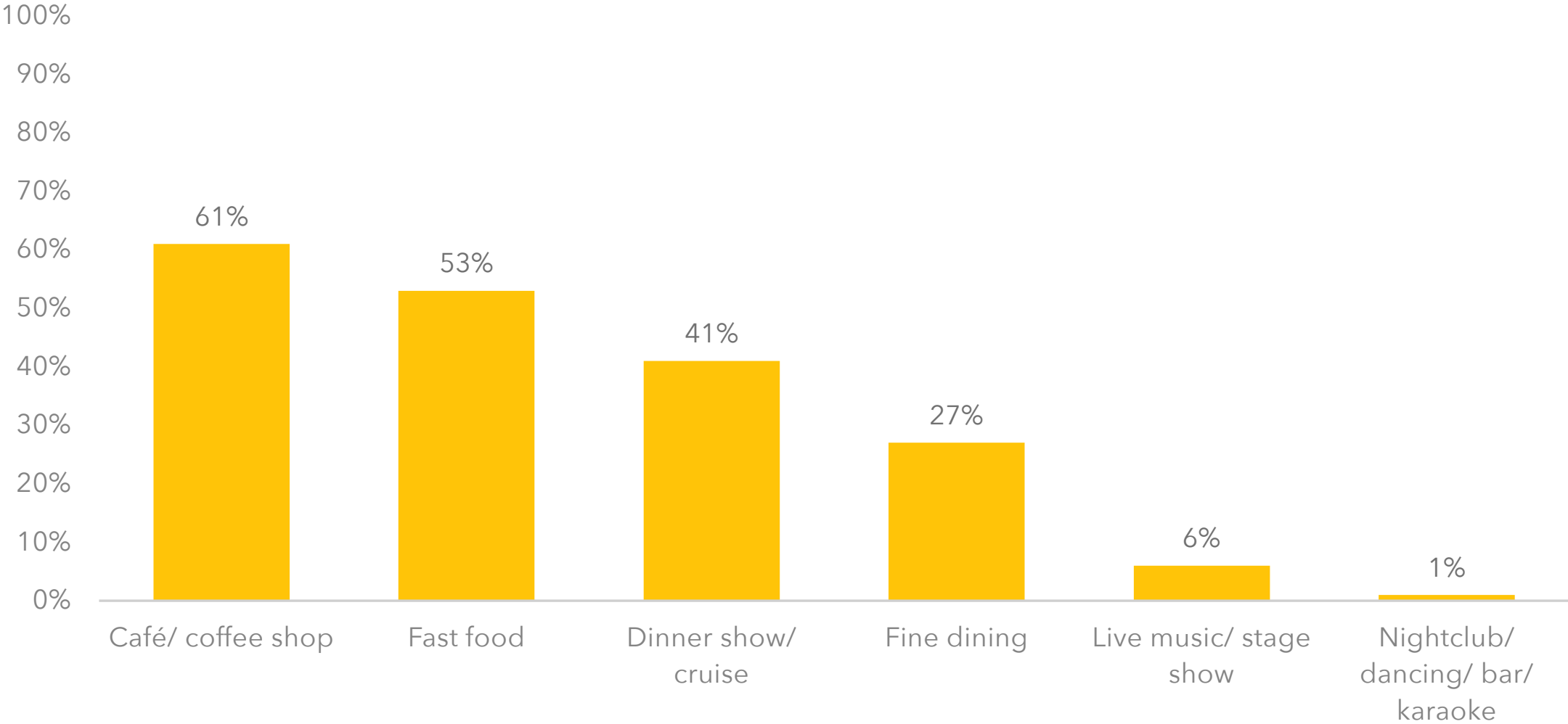
ACTIVITIES – SPORTS



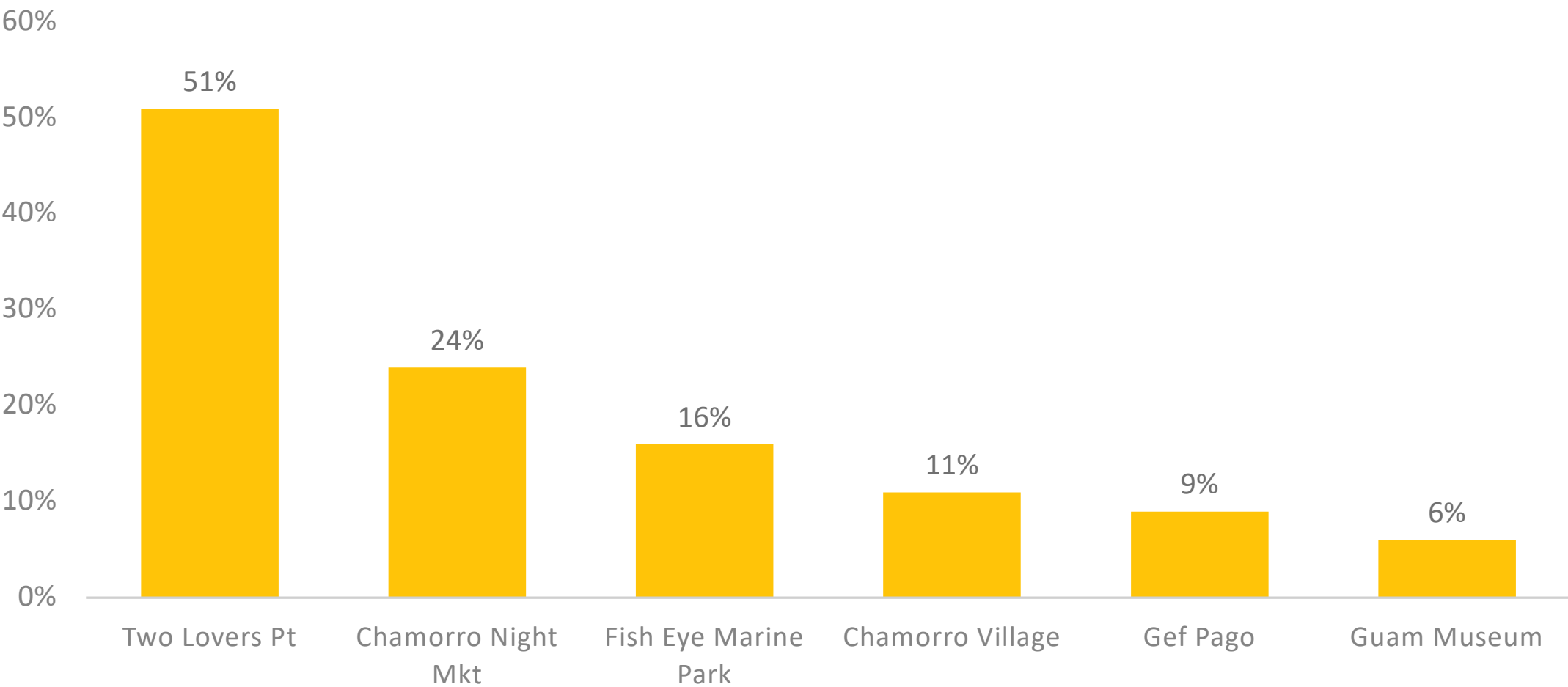
ACTIVITIES – HISTORY, CULTURE, ARTS



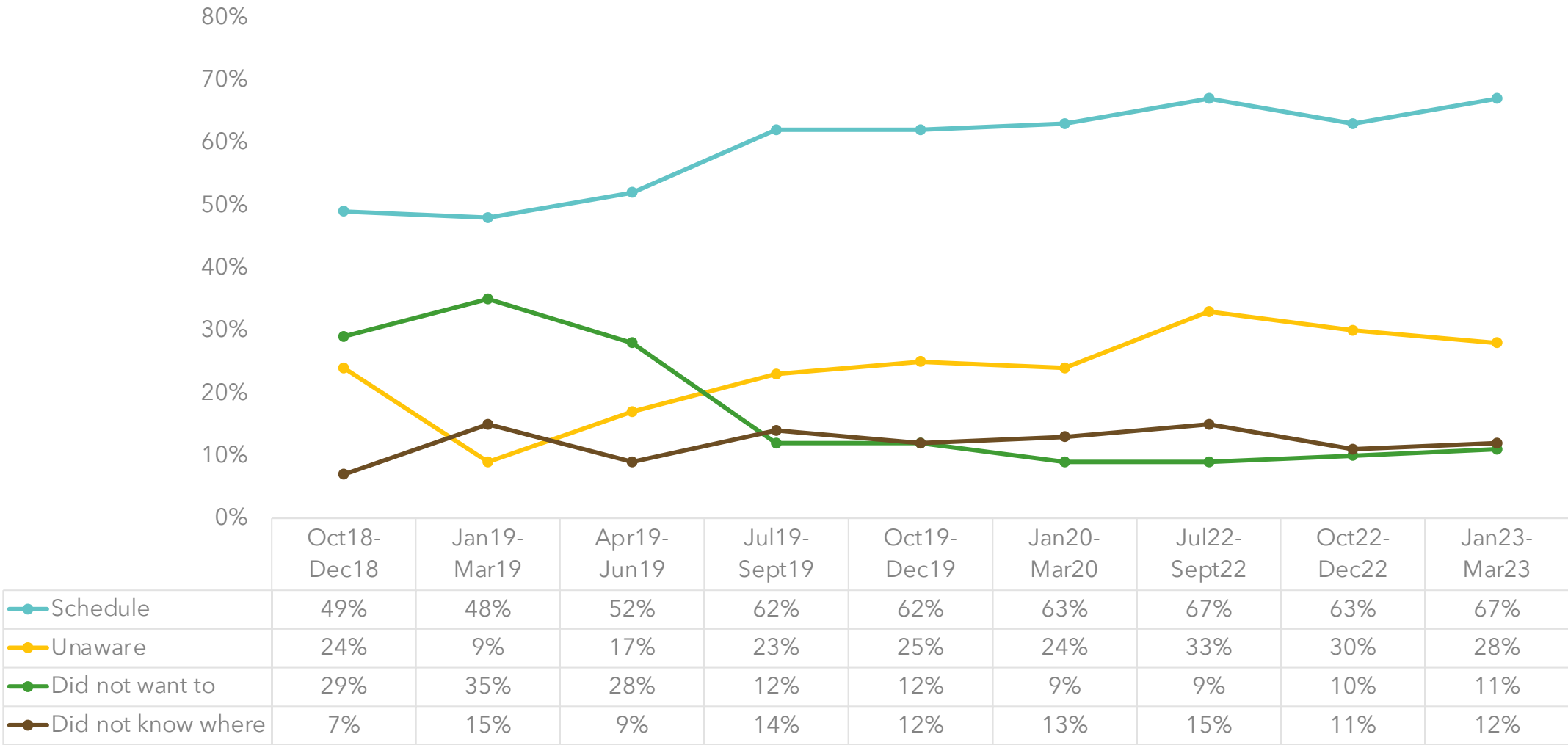
ACTIVITIES – ENTERTAINMENT & DINING



LOCAL ATTRACTIONS – TOP RESPONSES (5%+)



LOCAL CULTURE – OBSTACLES



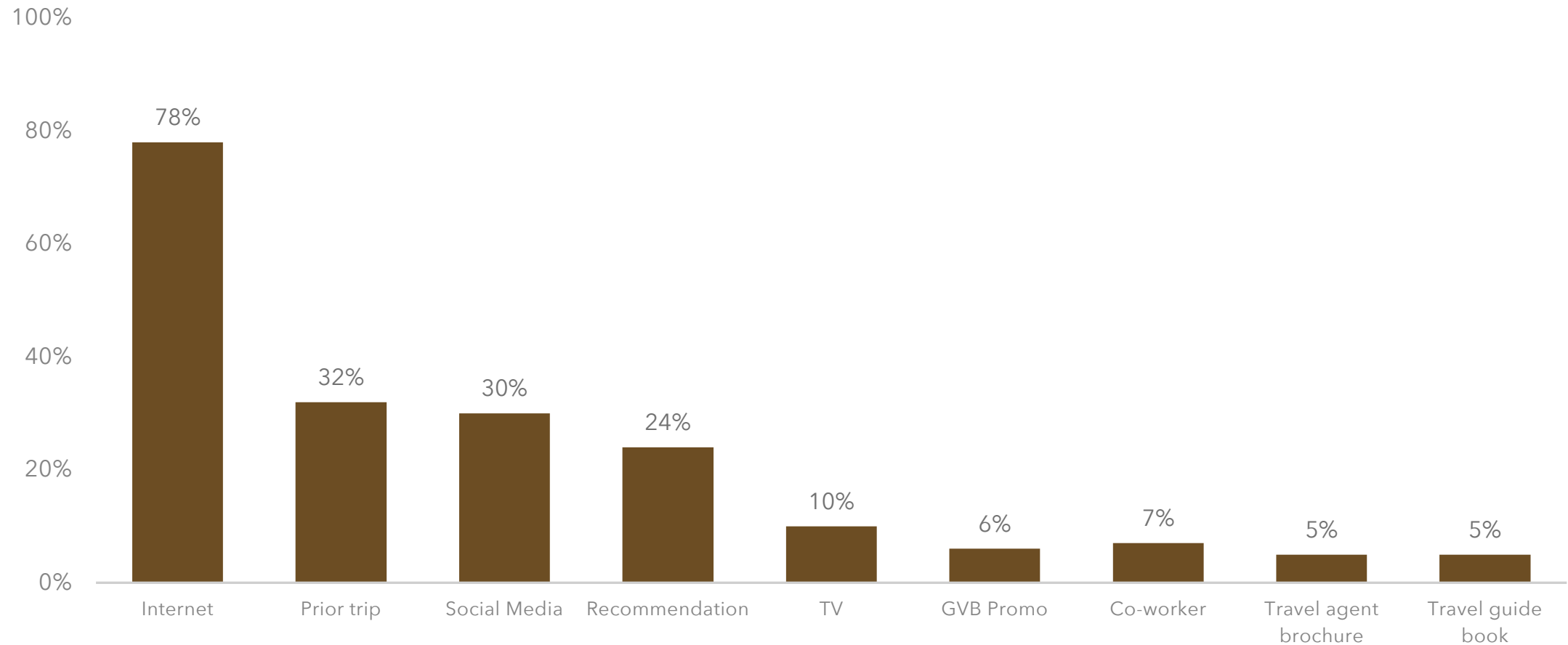


SECTION 6

SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION - SEGMENTATION

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

	TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
	—	—	—	—	—	—	—	—	—
	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
Q5 Internet/Mobile App	78%	78%	77%	74%	80%	68%	80%	69%	79%
I have been to Guam before	32%	34%	34%	20%	60%	7%	20%	72%	32%
Social media	30%	29%	30%	31%	60%	50%	40%	23%	30%
Friend or relative	24%	23%	28%	28%	a	25%	a	14%	25%
TV	10%	9%	8%	18%	40%	18%	20%	6%	11%
Co-worker/ company travel department	7%	8%	8%	5%	a	14%	a	1%	7%
Guam Visitors Bureau promotional activities	6%	5%	5%	2%	a	a	a	6%	6%
Travel agent brochure	5%	5%	1%	13%	20%	14%	a	1%	5%
Travel guide book at bookstores	5%	5%	7%	3%	a	a	a	6%	6%
Magazine (consumer)	1%	1%	1%	3%	a	a	a	1%	1%
Guam Visitors Bureau office	0%	1%	1%	2%	a	a	a	1%	1%
Newspaper	0%	0%	a	a	a	a	a	a	0%
Travel trade shows	0%	0%	a	a	a	4%	a	a	a
Total	415	367	291	61	5	28	5	185	379

*Prepared by Anthology Research^{b,c}

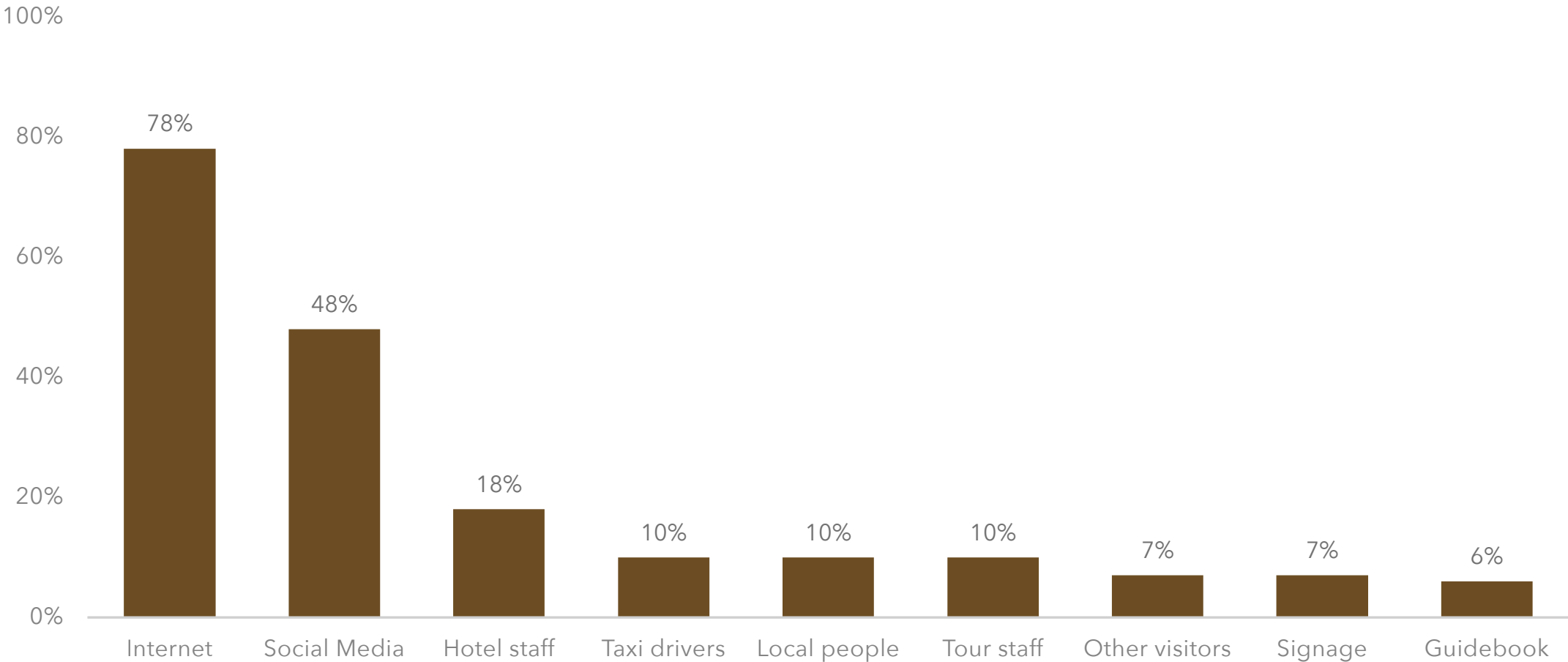
a. This category is not used in comparisons because its column proportion is equal to zero or one.

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.

ONISLE SOURCES OF INFORMATION



ONISLE SOURCES OF INFORMATION

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

	TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT VISITOR	LEISURE TRAVELER
	-	-	-	-	-	-	-	-	-
	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)	(A)
Q6 Internet/ Mobile App	78%	80%	79%	72%	100% ^a	79%	100% ^a	79%	79%
Social Media	48%	47%	50%	44%	60%	54%	80%	50%	50%
Hotel staff	18%	19%	18%	16%	a	14%	a	20%	18%
Taxi drivers	10%	11%	10%	8%	a	11%	20%	3%	10%
Tour staff	10%	10%	4%	25%	40%	21%	a	6%	10%
Local people	10%	9%	11%	3%	a	14%	a	11%	9%
Signs/ advertisement	7%	7%	8%	5%	a	7%	a	9%	7%
Other visitors	7%	6%	8%	3%	a	4%	20%	6%	8%
Guide books I brought with me	6%	6%	7%	8%	a	4%	a	7%	7%
Visitors channel	4%	4%	4%	3%	a	4%	a	4%	4%
Guam Visitors Bureau	3%	4%	4%	3%	a	a	a	5%	3%
Retail staff	3%	2%	2%	3%	a	a	a	3%	3%
Local publication	2%	3%	2%	2%	a	a	a	4%	3%
Restaurant staff (outside hotel)	2%	2%	1%	a	a	a	a	2%	2%
Total	415	367	291	61	5	28	5	185	379

*Prepared by Anthology Research^{a,b,c}

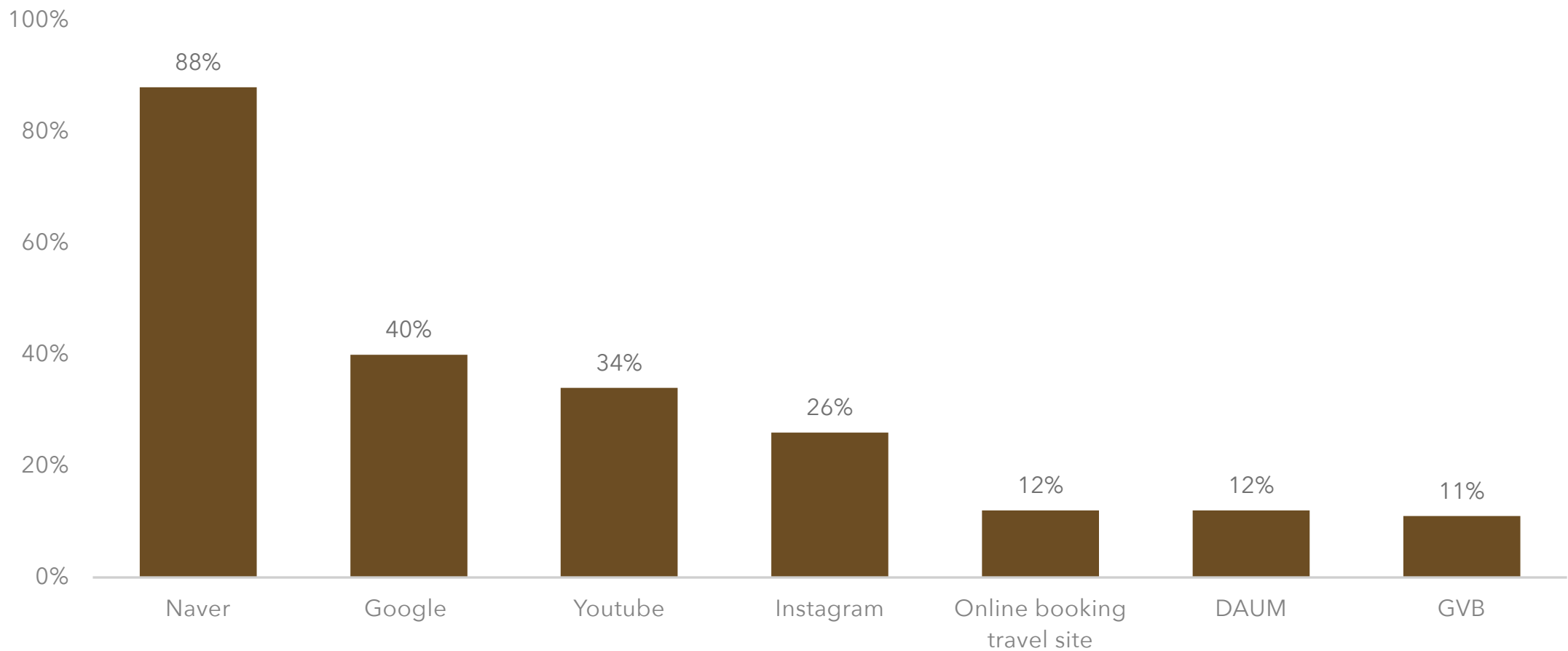
a. This category is not used in comparisons because its column proportion is equal to zero or one.

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.

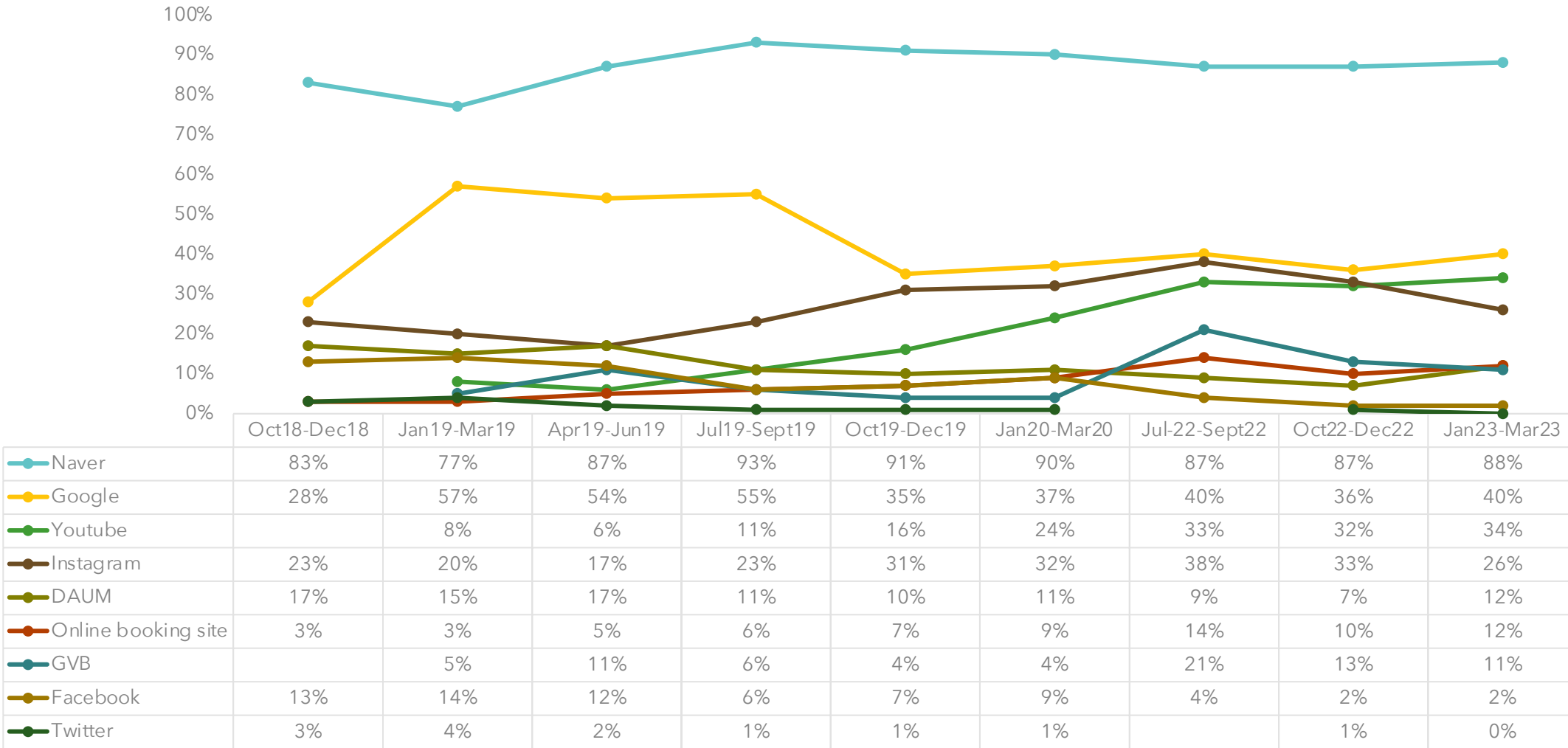
Significance level for upper case letters (A, B, C): .05

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

ONLINE SOURCES OF INFORMATION



ONLINE SOURCES OF INFORMATION

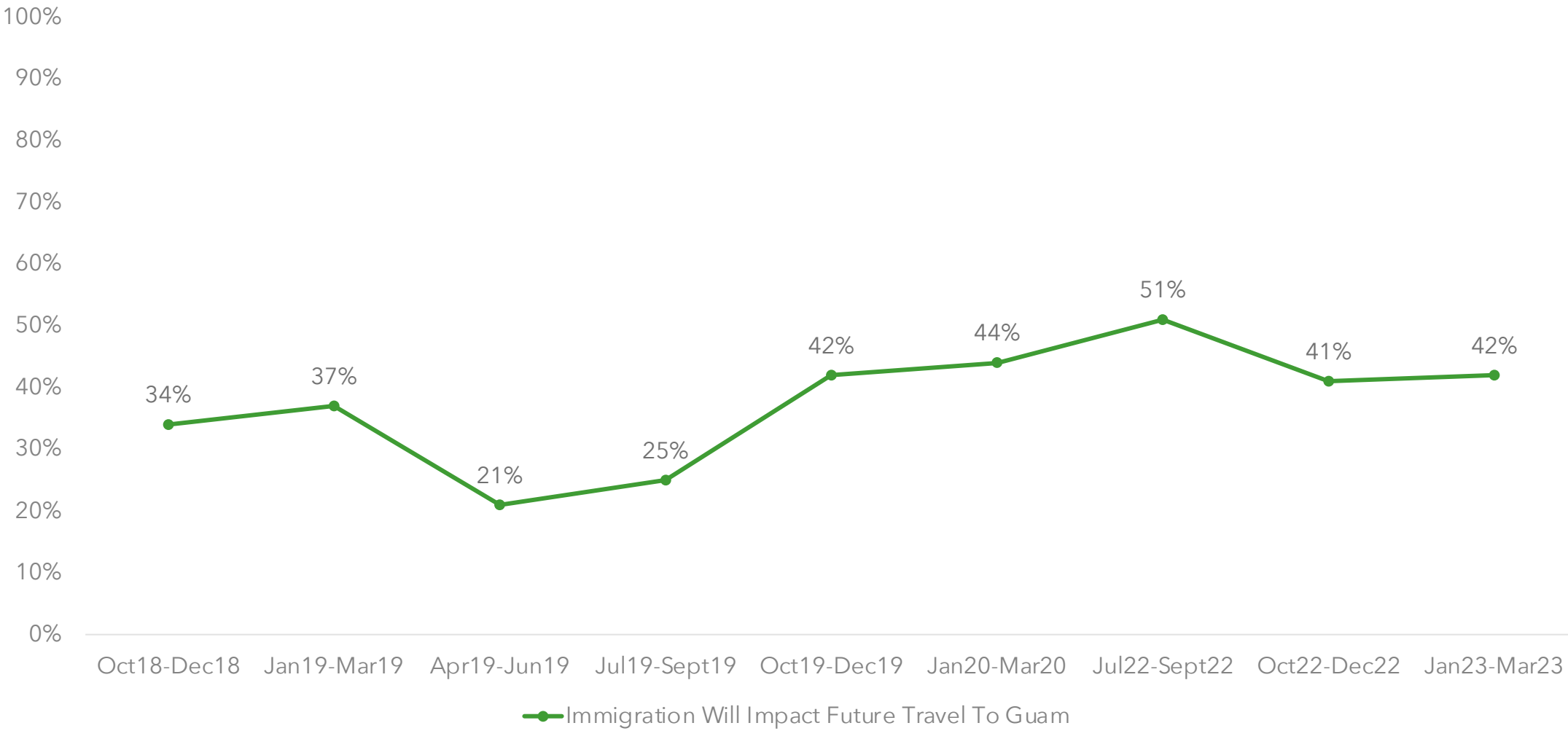




SECTION 7

IMMIGRATION

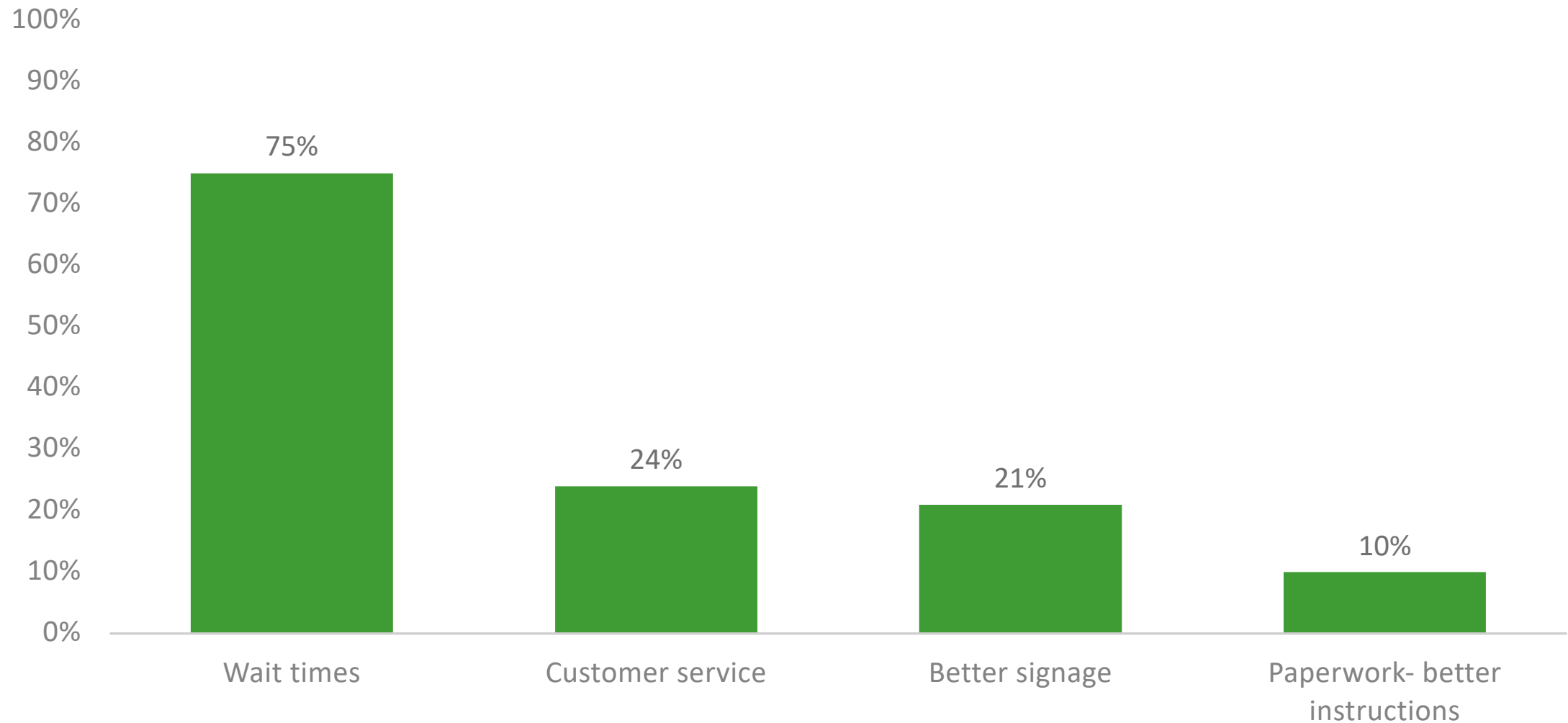
IMPACT OF AIRPORT IMMIGRATION SVC ON FUTURE TRAVEL TO GUAM



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



Guam Visitors Bureau

Visitor Exit Survey - Korea

Q2 2023

Verbatims

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

- Daejeon
- Jeju
- Gunpo-si, Gyeonggi-do
- Gimpo
- Namdong-gu
- Daejeon
- Daejeon
- Daejeon
- Daejeon
- Daejeon
- Daejeon
- Daejeon
- Daejeon
- Seoul
- Jeju
- Jeju
- Jindo-gun
- Hong Kong

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

- Business
- Dream tour
- trip.com
- Guamjagil
- Guam play
- Kyowon Tour
- Kyowon Tour
- Kyowon Tour
- Yellow balloon
- Yellow balloon
- Yellow balloon
- Yellow balloon
- Yellow balloon
- Yellow balloon
- Yellow balloon
- Yellow balloon

- Yellow balloon
- Yellow balloon
- Yellow balloon
- don't know
- Airplane - Hana Tour. Let's go to Guam
- Stay & More
- Agoda
- N/A
- Airtel.com
- Dr. Tour
- Travel easy
- Travel easy
- Travel easy
- Travel easy
- Travel easy
- Travel Tong
- Online tour
- Traum Tour
- Korea travel
- Palm tour
- Premiere
- Honeymoon resort
- Hug travel

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?

- Lack of sights 2. Management of excessive hotel reservation - pay extra 3. high price - food is expensive
- Better road conditions / city infrastructure needed.
- everything is old.
- First of all, reduce inflation. Everything is very expensive.
- If they want to be relax or doing some activities such as hiking or water sports, I will 100% recommend Guam. But I am not gonna recommend if they don't like hiking or people who have a water phobia.
- I hope that the golf course and service fee will be realistic, too expensive I'd rather go to southeast Asia or Japan
- tourist destination improvement
- expansion of tourist area (currently focused on Tumon Bay)
- When entering Guam, the immigration officer shouted and I was scared. I wish I could treat you with a soft accent it was difficult because there was no one at the hotel restaurant who could speak Korean. The locals were friendly and the sea was good
- Guam needs more professional travel guides to choose from
- unfriendly staff at Guam airport
- old hotel room, swimming pool water park needs remodeling. Onward hotel, Guam PIC. I don't think its worth the room charge for such facilities
- refurbishment of outdated facilities

- need more recreation and things to see
- various programs
- I wish there were more public transportation
- road maintenance, lane blur. I understand the price is high and the weather is fickle. There are many places that have closed due to covid-19. I hope they will be activated soon
- need for urban reorganization need closed restaurant, mall alternative. Weekdays but like tangible city
- compared to southeast Asian tourist destinations, resort tourism facilities are underdeveloped and unsatisfactory
- lack of restaurants and high prices other than that, it's good if you enjoy shopping
- lower prices
- Being an American territory, there is a tipping culture. I'd rather have a consistent service charge included it is cumbersome and annoying to calculate the service tip every time you go to a restaurant. I have been in a bad mood because of the tipping culture.
- The beach scenery is so nice
- Variety of activities, various food
- Sightseeing, food development, clean the hotels, staff attitude mind improvement. Elimination of discrimination against Asians
- There are too few things to see and they are all in one place. Development of southern and northern tourist destination
- I hope there are many accommodation that are not expensive and are in clean condition
- Shopping mall facilities accommodation prices
- I hope there are many tourist attractions or things to see with children. Disappointed that the aquarium was not open. Transportation is expensive. So I hesitate when touring the city.
- I wish there were activities and products that I could experience
- I think good
- Make the taxi fare the same and lower the price (use the meter)
- Lack of friendliness of Korean guides.
- Strengthen Marine sports and reduce price
- Unfriendly local guide and local bus use activation, restaurants
- Reinforcement of PR

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:)"

- blog
- Guam ejoa
- Guam travel book
- navercafe guamjagil
- navercafe, kakaotok Guam tour
- SNS
- T membership
- Tripadvisor

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

- chocolate, multivitamins, glucosamin
- golf

- golf
- golf
- golf rounding
- airport pick up, guide tip
- mileage tour
- buffet, spa reservation fee
- sanding
- use hotel facilities

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)")

- t-shirt, whiskey

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

- special encounter
- Hyatt was very good

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

- no have casino in the Guam
- sold out it takes a long time to fill up
- since Guam is close and good, I come here often, so I am annoyed that the immigration office asks me if I am coming for business
- old building and poor infrastructure
- road condition
- modernization of accommodations
- Excluding new hotels, most hotels need renovation service and the quality of food is poor at the Dusit Thani hotel. You can hear the sound of the TV or talking from the next room. At the PIC hotel, poor quality of food, poor maintenance of swimming pool and beach
- hotel is old, clean the beach, shopping center needs renovation
- Inconvenient traffic lines connecting the hotel and parking lot
- hotel bidet dirty and poor facility level

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

- DFS Duty free
- Gift Guam
- gift guam
- I love chocolate
- Payless
- payless
- Korean supermarket

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):")

- off road car
- Nephew's local soccer game

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):")

No data for this question.