
GUAM VISITORS BUREAU

Visitor Exit Survey Report

First Quarter of 2025 -Taiwan Market Data



BACKGROUND & OBJECTIVES

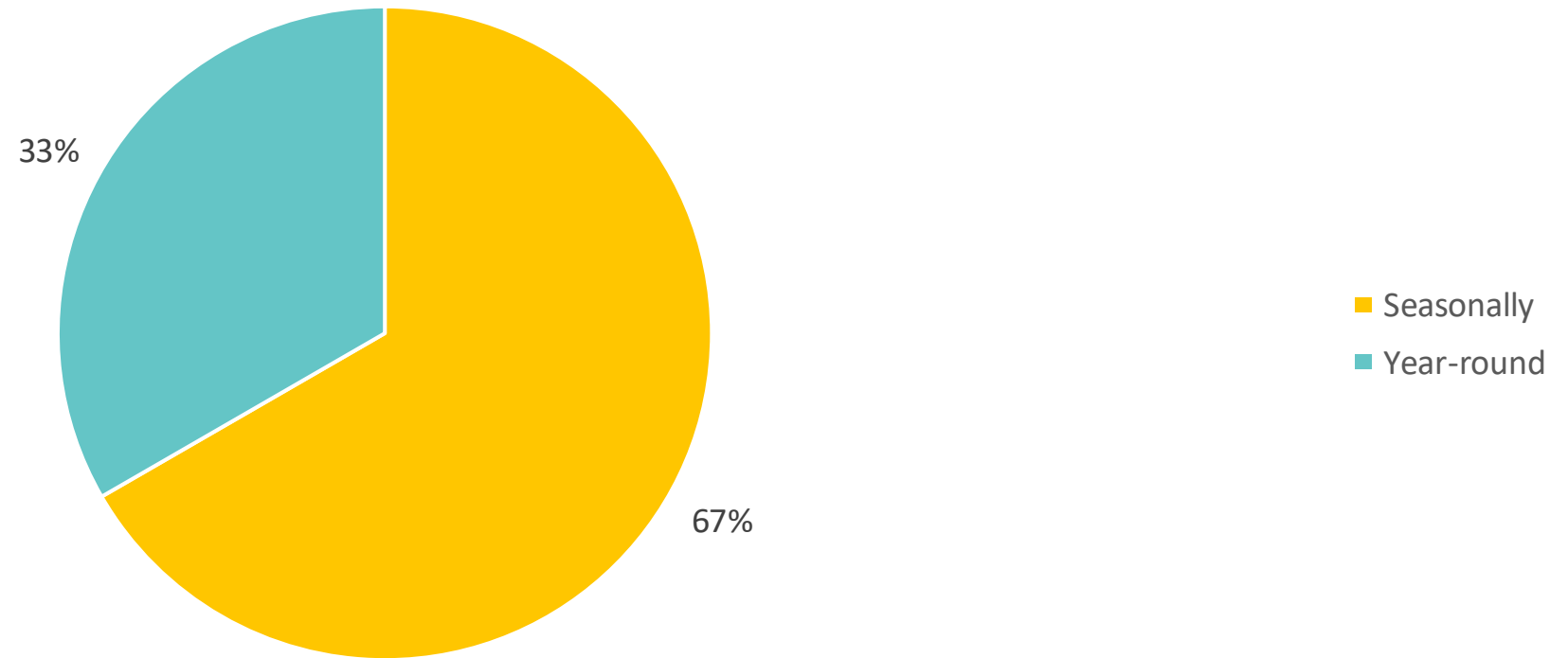
- In 2025, the Guam Visitors Bureau (GVB) reinstated the collection of visitor exit surveys following a three-year pause. This report marks the first of the year. GVB has partnered with Market Research & Development to gather insights on the behaviors and attitudes of visitors from key markets. The objectives of this research are to:
 - Develop strategies to enhance travel demand to Guam.
 - Gain a deeper understanding of the motivations behind visiting Guam.
 - Assess visitor satisfaction and their overall experiences in Guam.
 - Analyze visitor spending patterns and the types of purchases made while in Guam.

METHODOLOGY

- MR&D carried out a survey through random encounter interviews with Japanese visitors at the A.B. Won Pat International Airport concourse. Departing passengers were approached at their departure gates or at two survey stations located on either side of the LOTTE Duty Free store.
- Participants were given a QR code to complete the survey on their mobile devices or were provided with an iPad for this purpose.
- This report presents the findings from the survey conducted between May 15 and June 30, 2025. As the number of respondents from Taiwan was so small (9), no margin of error was computed.

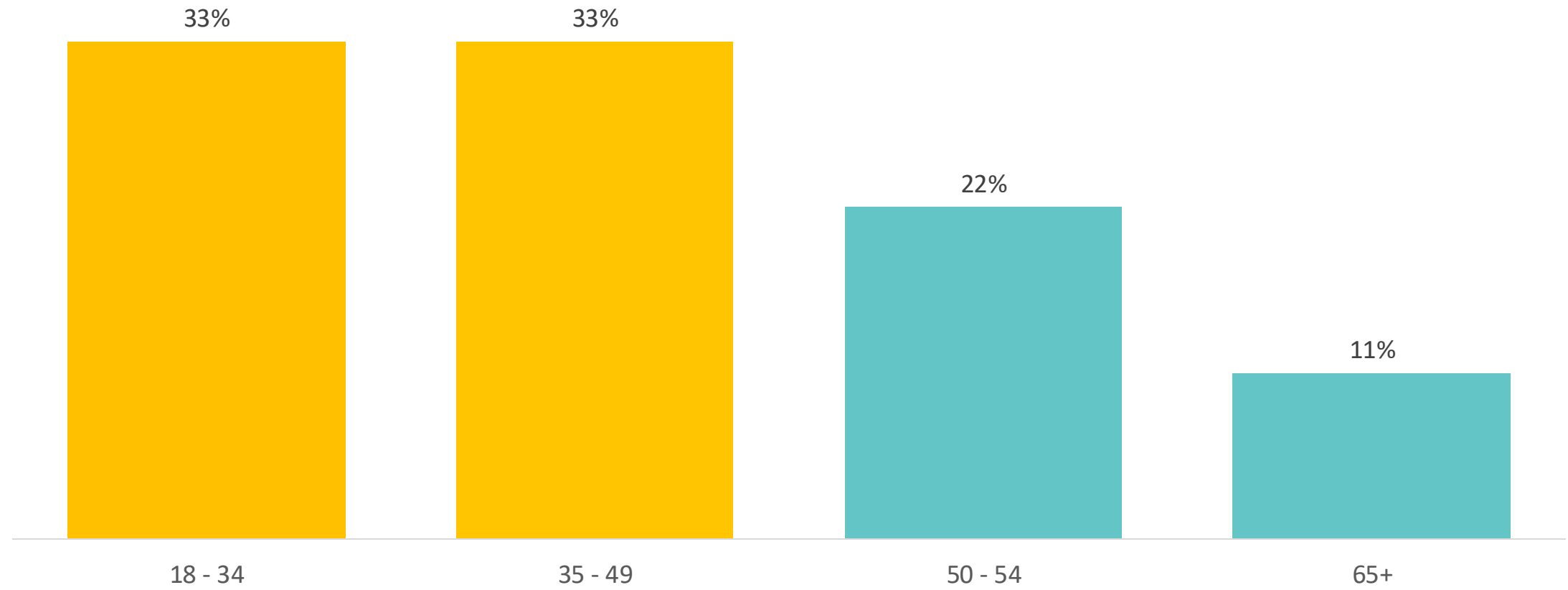
RESPONDENT PROFILE

TRAVEL FREQUENCY



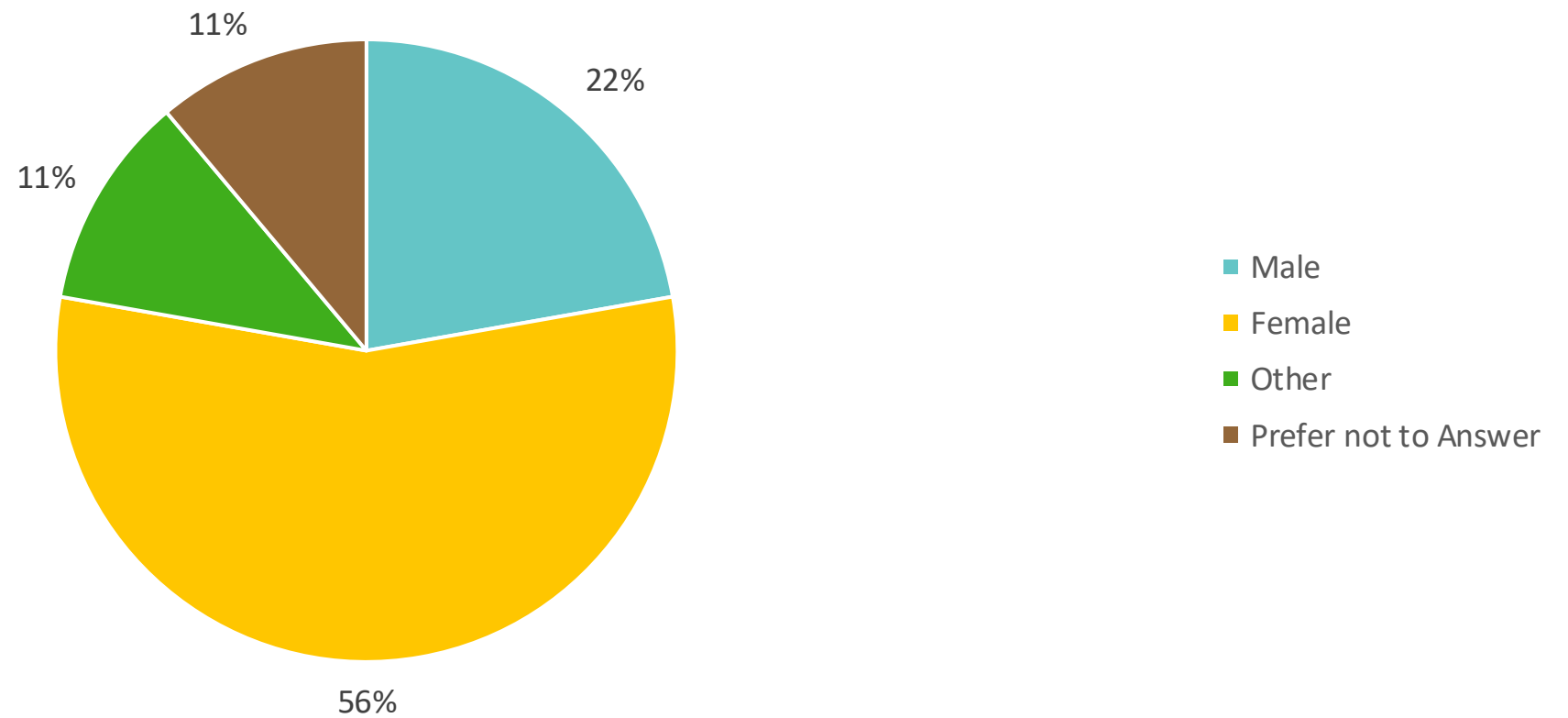
Q: Do you travel seasonally or year-round?
N: 9

AGE



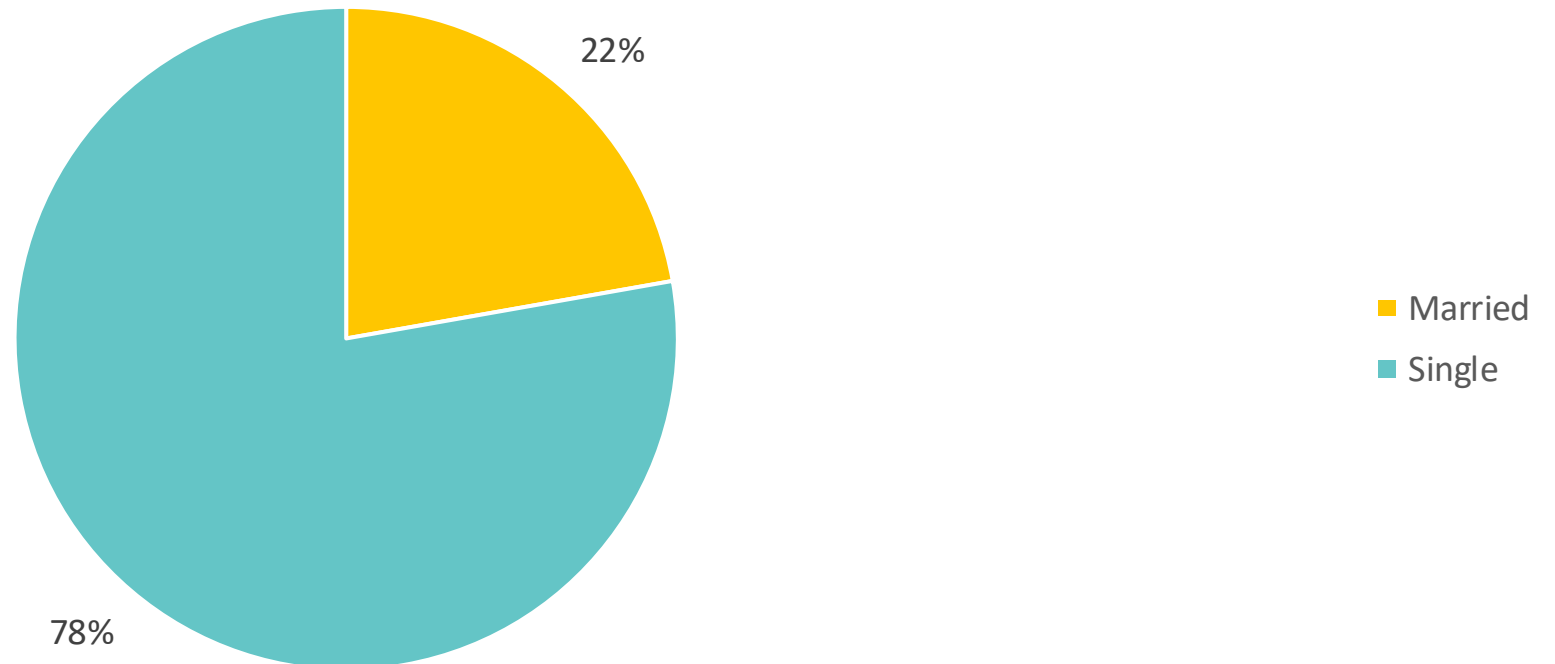
Q: What year were you born?
N: 9

GENDER



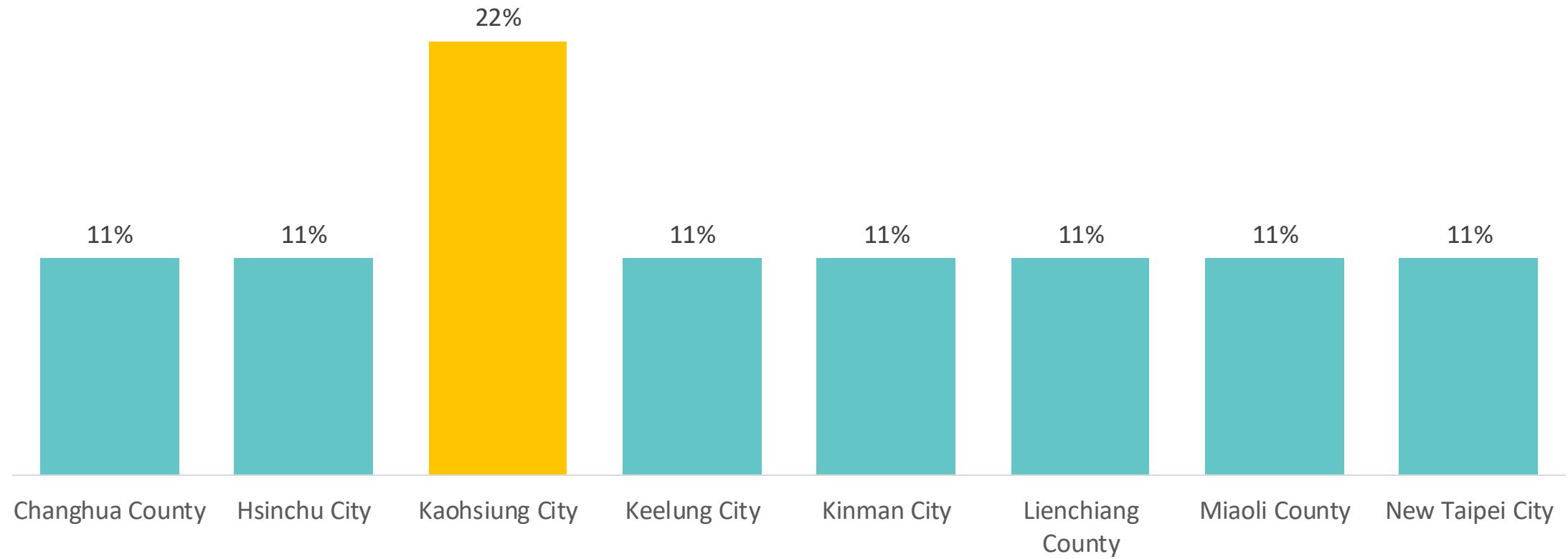
Q: What is your gender?
N: 9

MARITAL STATUS



Q: Are you married or single?
N: 9

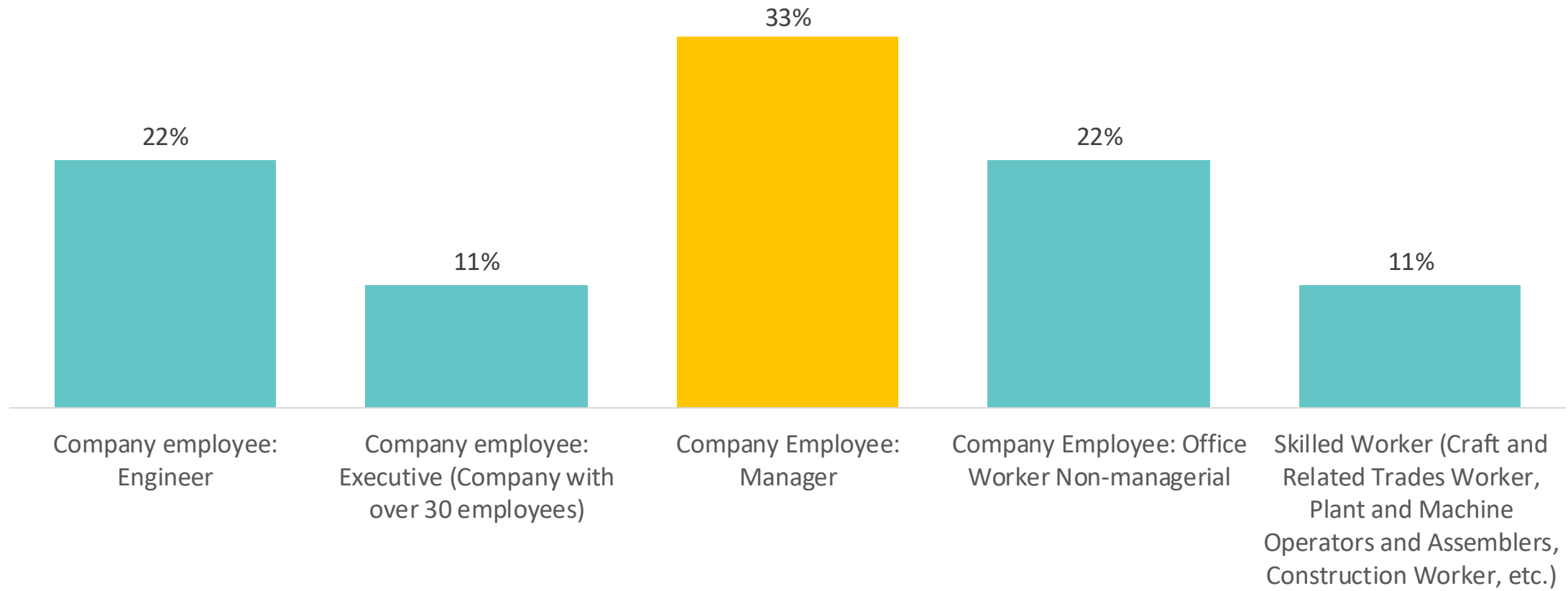
REGION OF RESIDENCE



Q: What is your primary region/prefecture of resident? (Dropdown per country)

N: 9

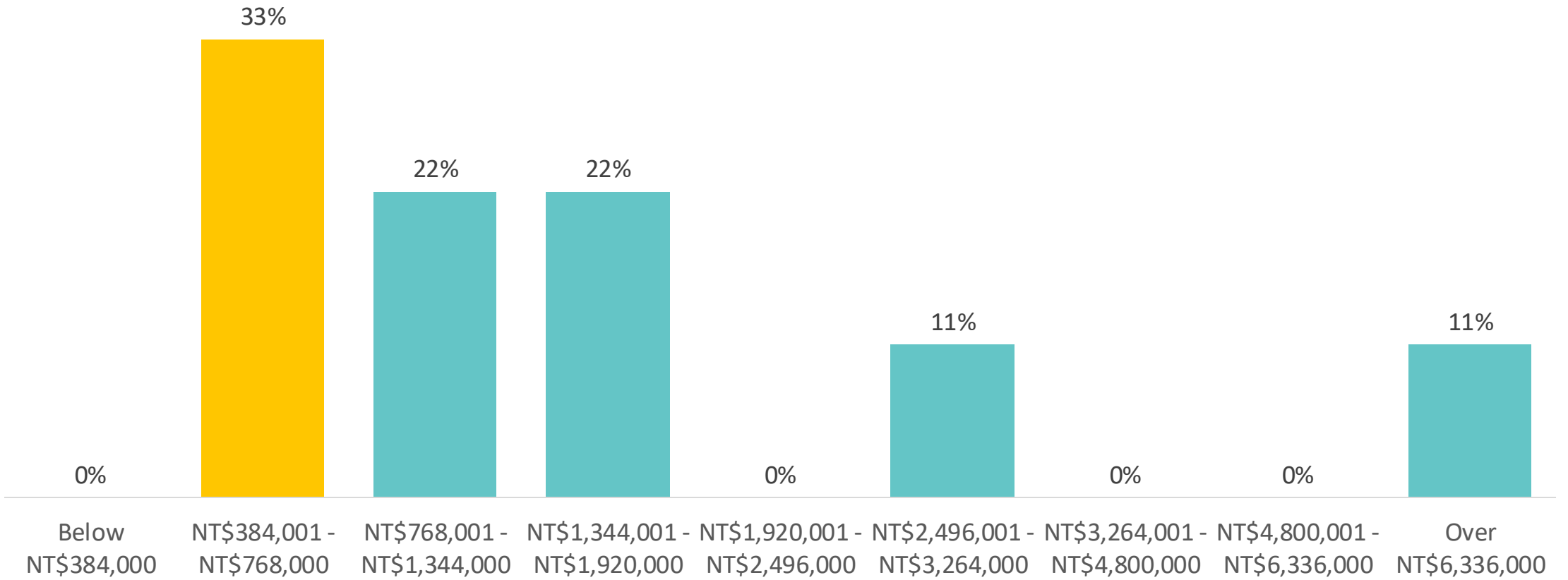
OCCUPATION



Q: What is your occupation? (Select one)

N: 9

HOUSEHOLD INCOME



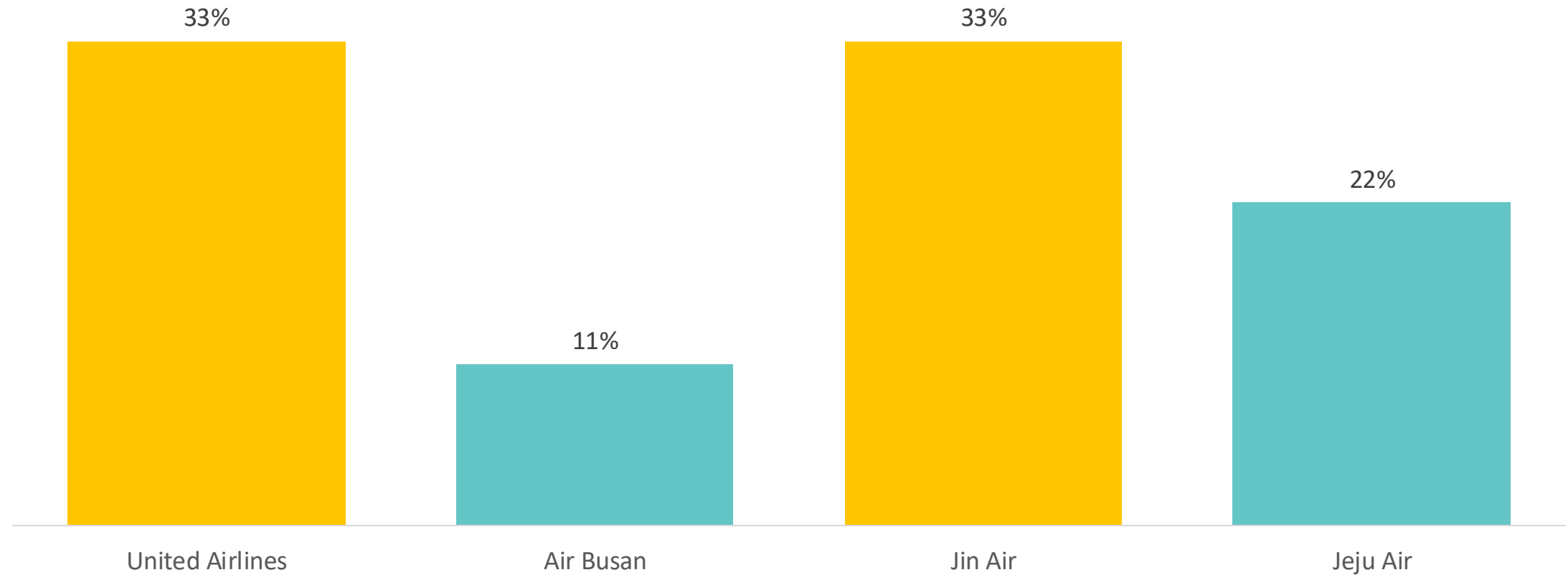
Q: What is your approximate annual household income, before taxes?

N: 9

TRIP OVERVIEW



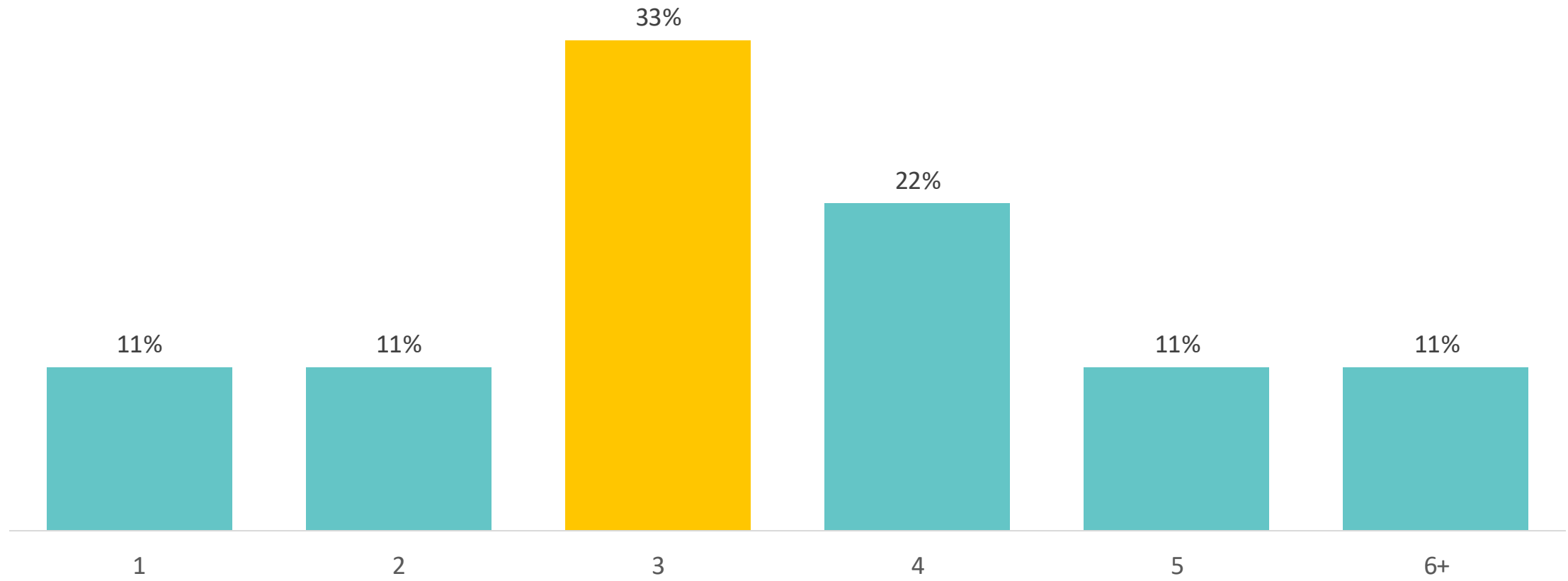
AIRLINE USED



Q: (PTAIR) Flight#: ____ (Select Airline from Dropdown Menu).

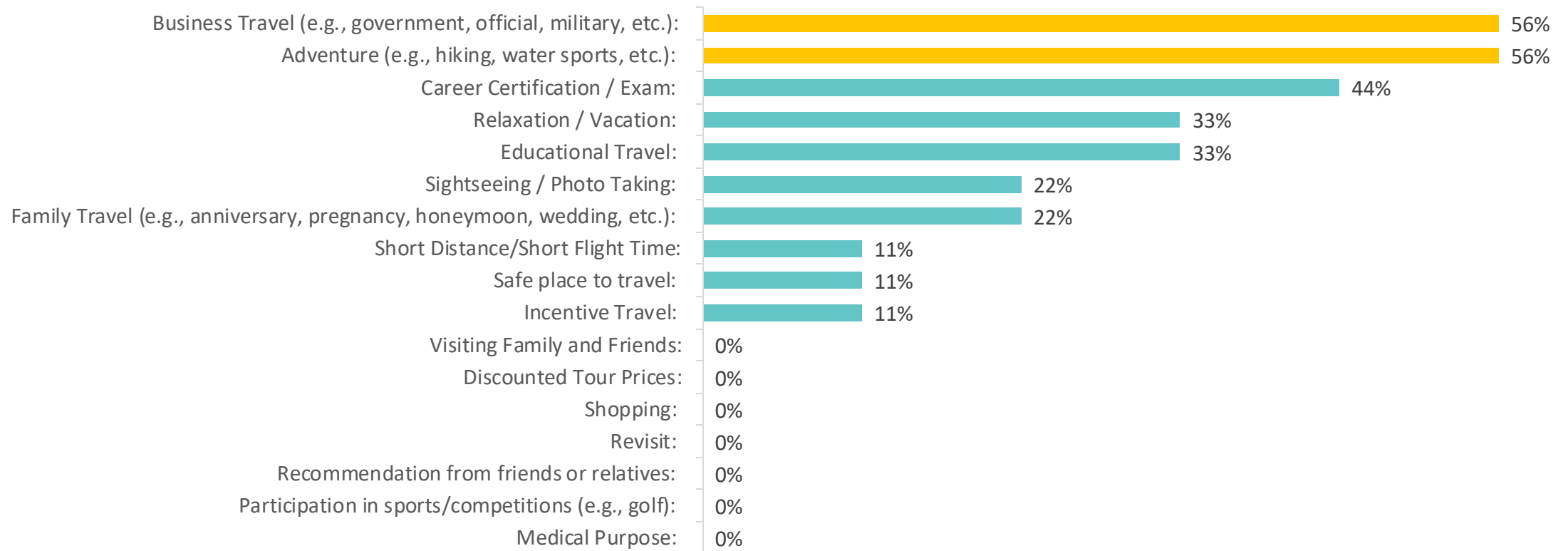
N: 9

NIGHTS STAYED



Q: How many nights did you stay in Guam?
N: 9

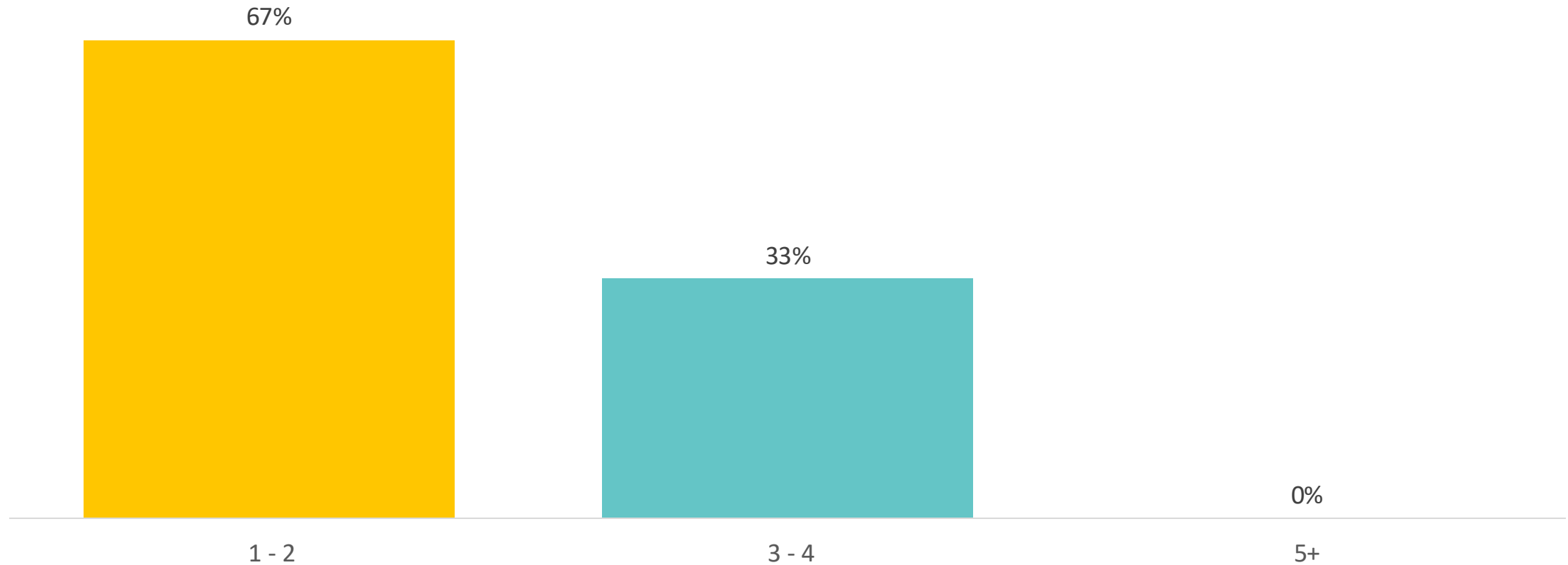
PURPOSE OF VISIT



Q: What were your top 3 reasons for visiting Guam? (Choose at least 3)

N: 9

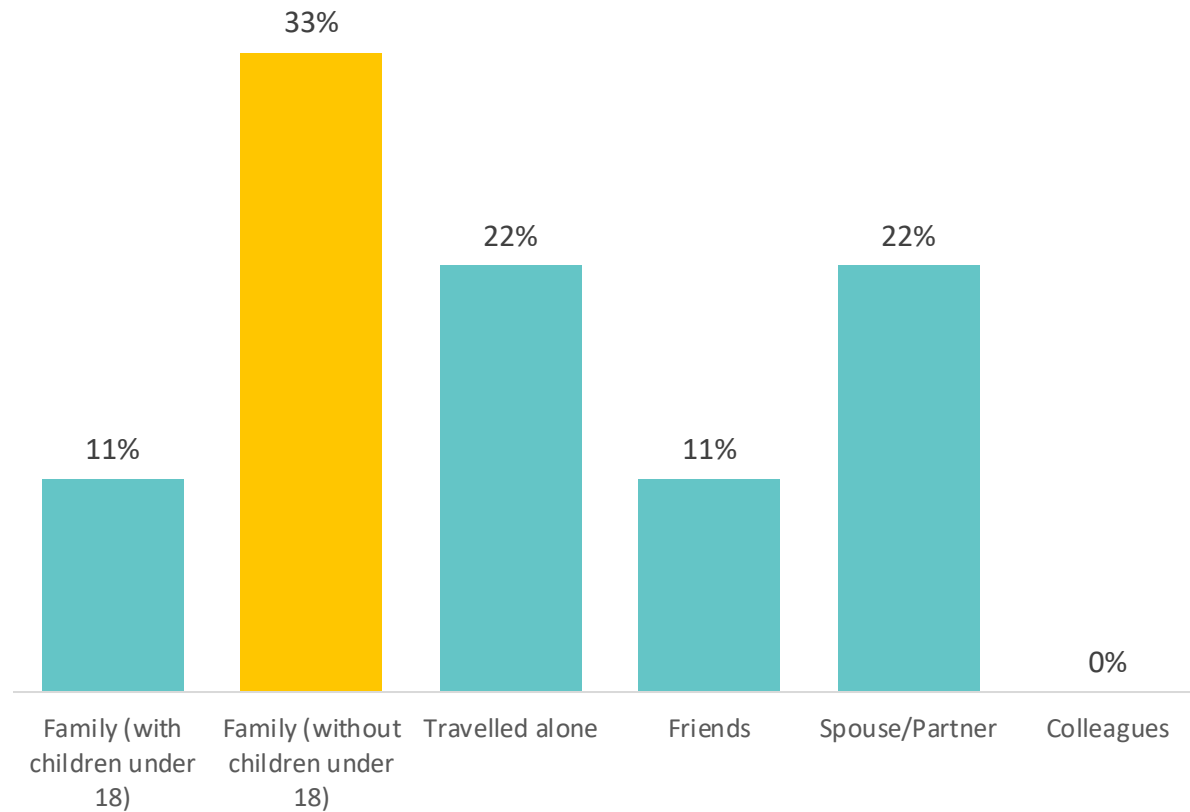
TRAVEL COMPANIONS



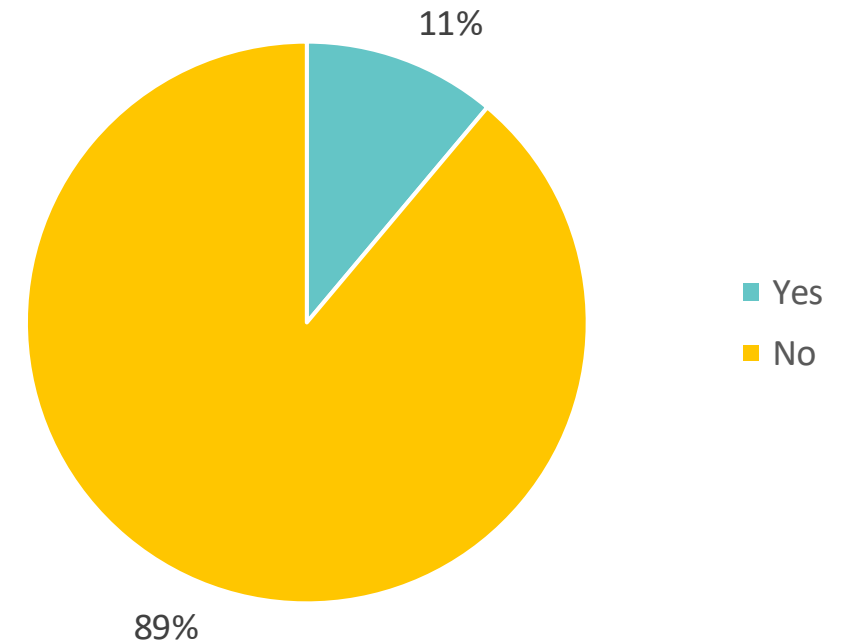
Q: Including yourself, how many people traveled with you?

N: 9

TRAVEL PARTY COMPOSITION

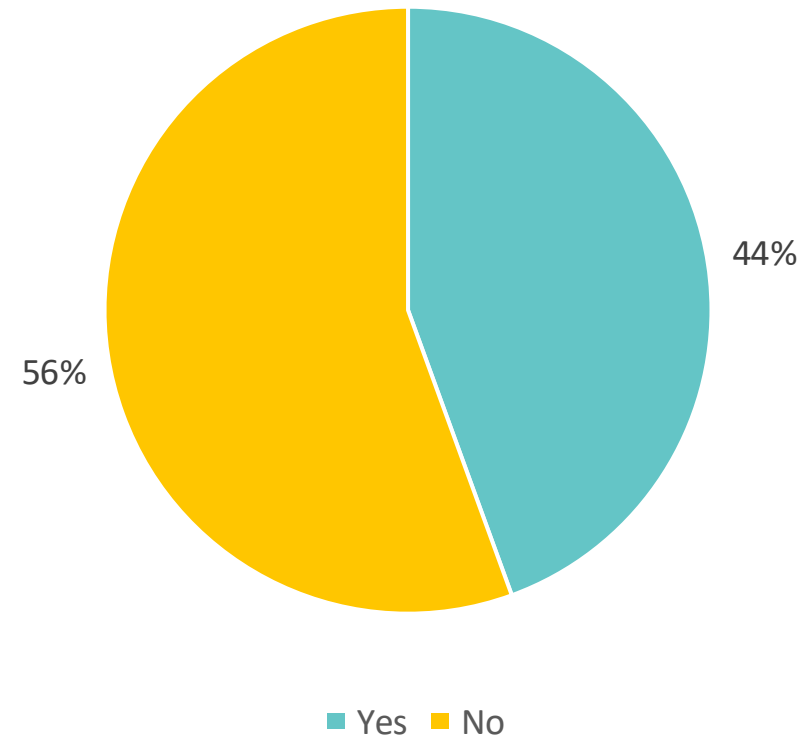
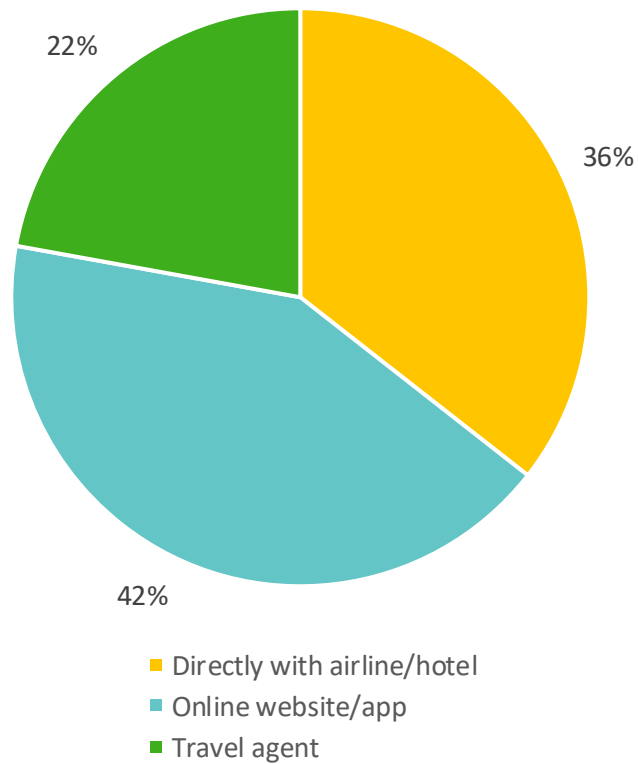


Q: Travel party composition (Select the most applicable item)
N: 9



Q: On this trip, were you part of an organized tour group?
N: 9

BOOKING TRAVEL ARRANGEMENTS

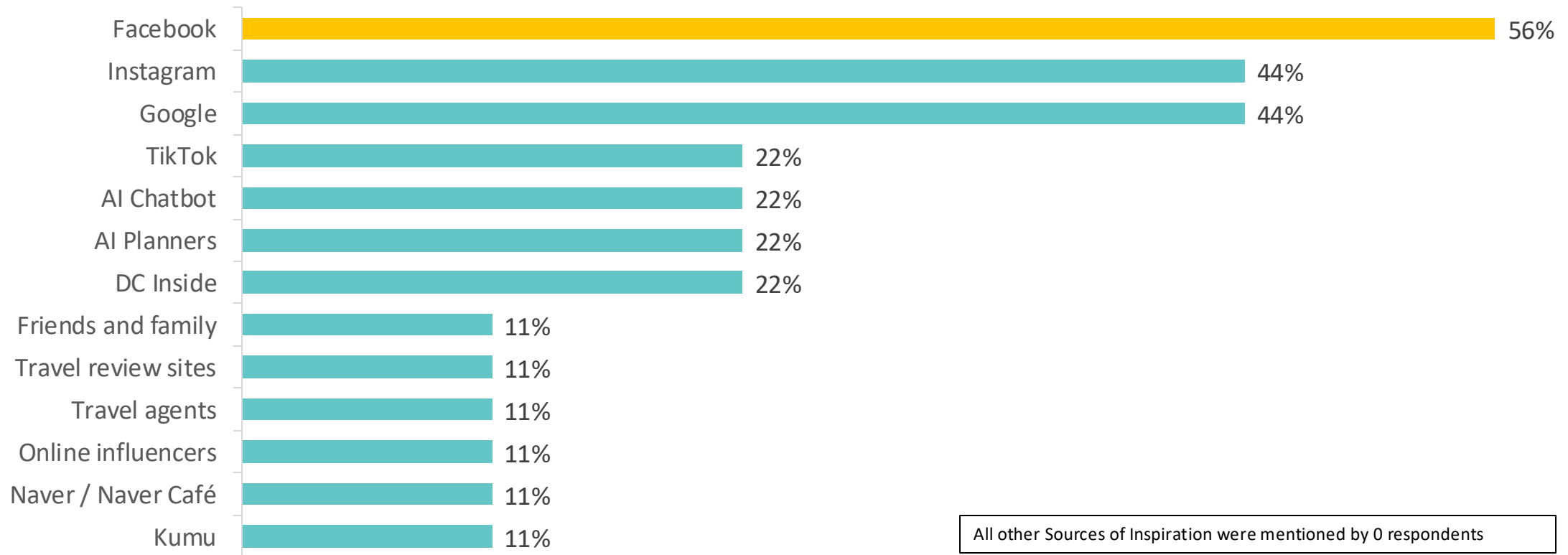


Q: How did you book your main travel arrangements? (Select one)
N: 9

Q: Was your trip a prepaid package (including airfare and hotel)?
N: 9

TRAVEL MOTIVATIONS

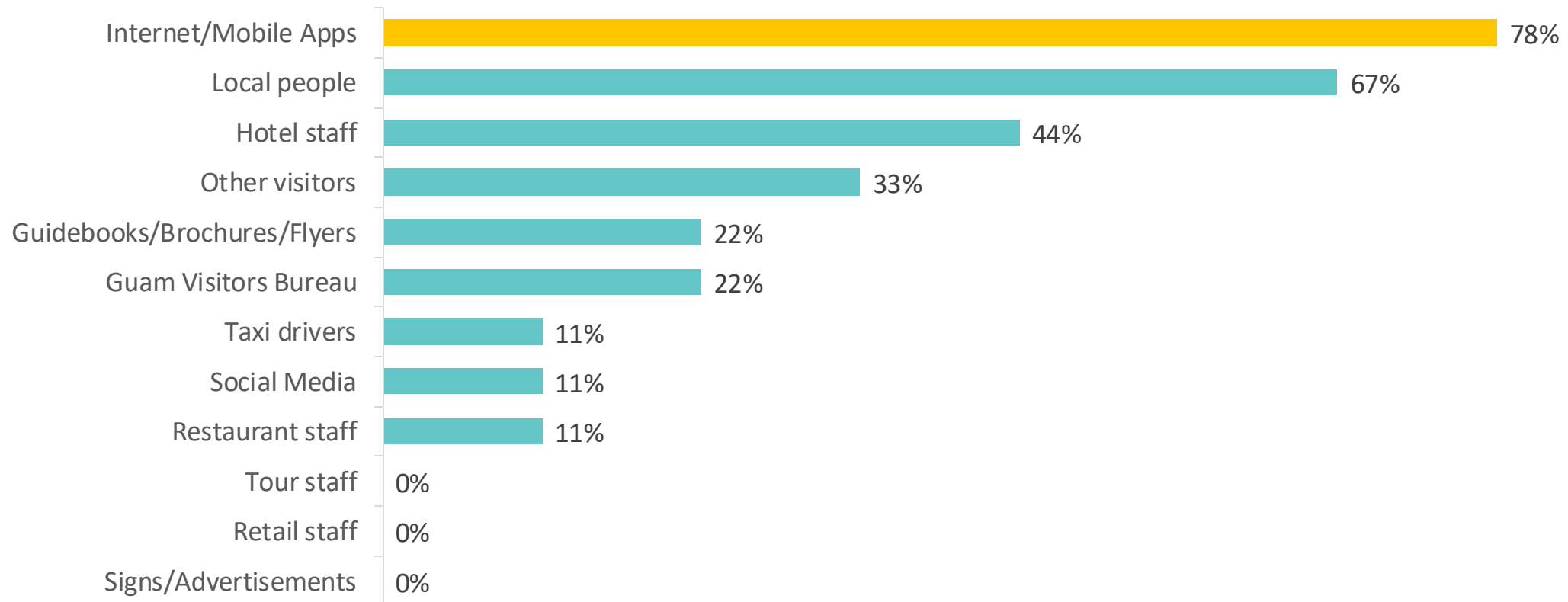
SOURCES OF INSPIRATION



Q: What were the top 3 sources of inspiration before your trip? (Choose at least 3)

N: 9

ON-ISLAND INFORMATION SOURCES



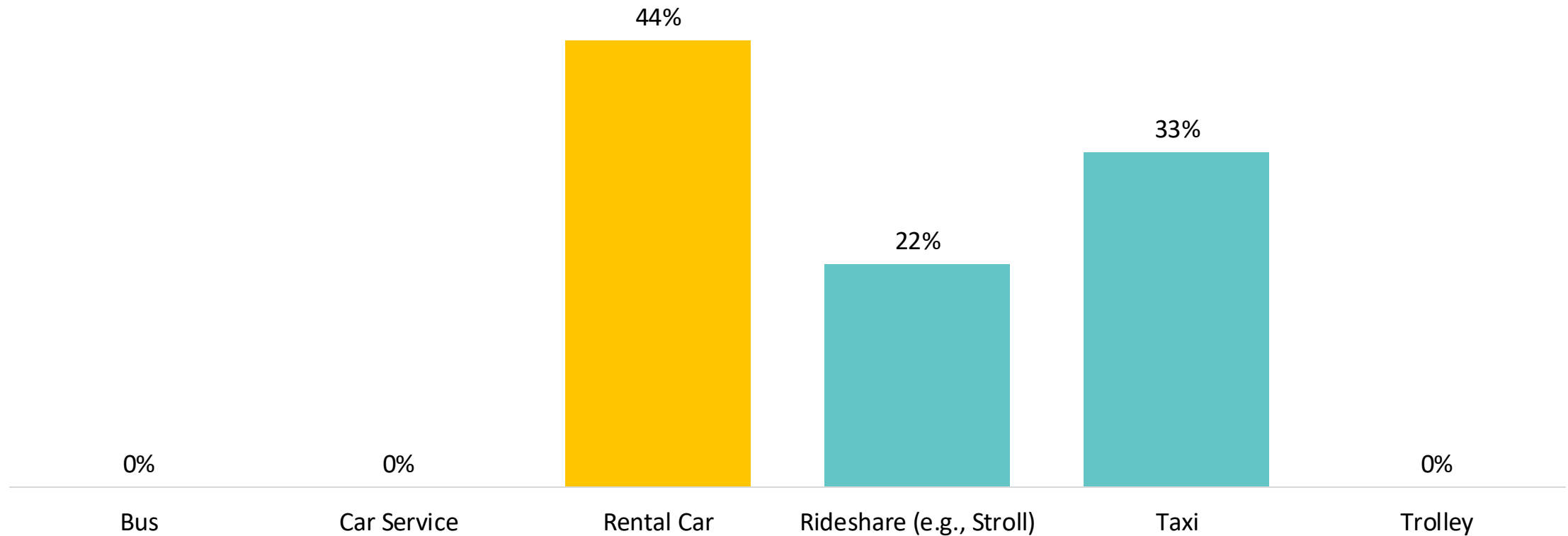
Q: What were your top 3 sources of information while in Guam? (Choose at least 3)

N: 9

TRANSPORTATION & LODGING



MODE OF TRANSPORTATION



Q: What was the primary (or main) transportation you utilized while on island?

N: 9

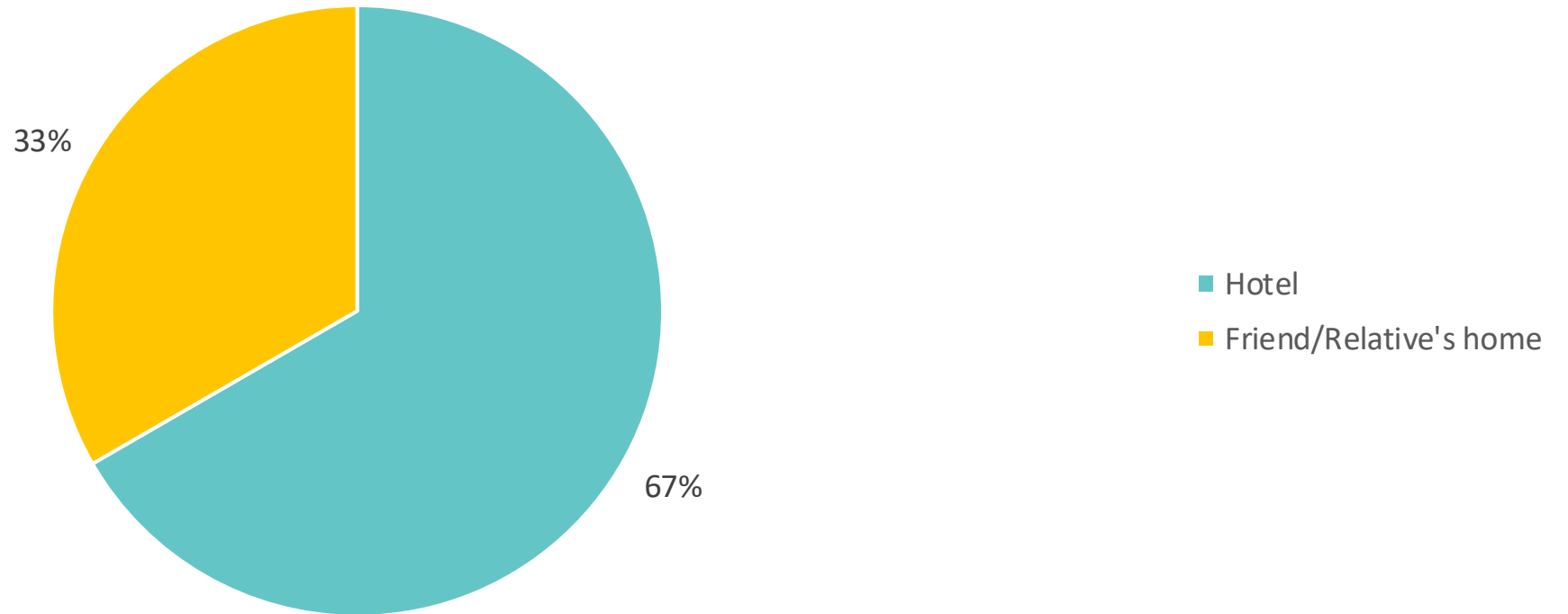
SATISFACTION WITH TRANSPORTATION SERVICES



Q: How satisfied were you with the transportation utilized? (Scale 1-10: Very Dissatisfied to Very Satisfied)

N: 9

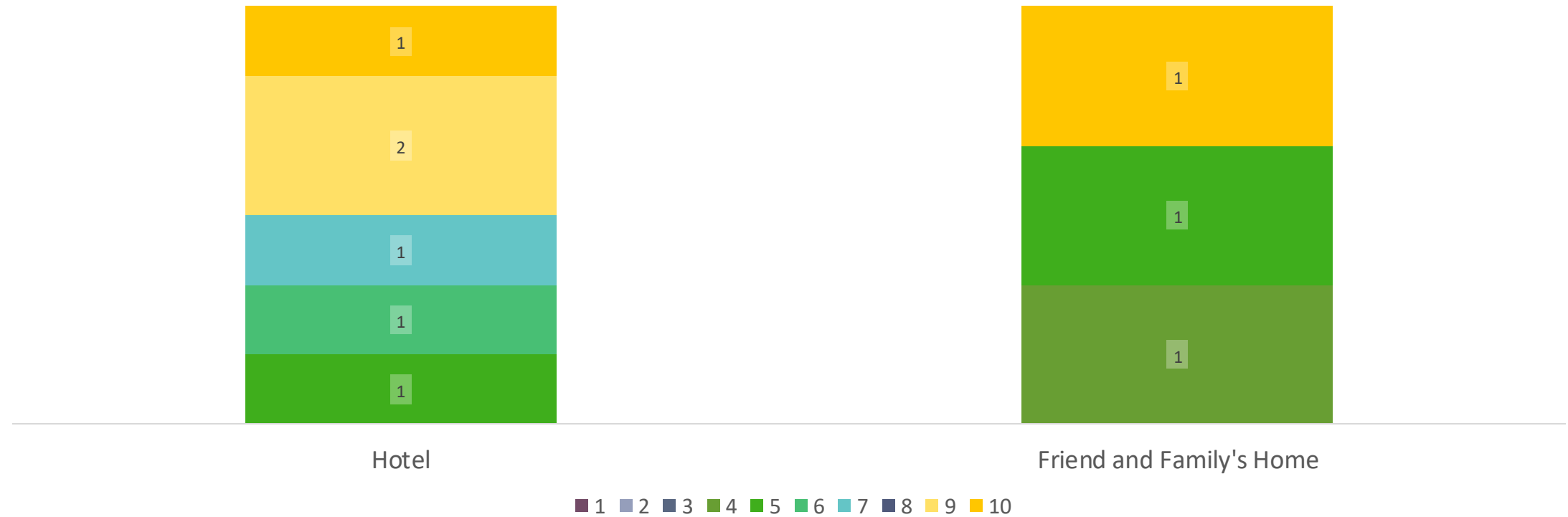
TYPE OF LODGING ACCOMMODATION



Q: What was the primary (or main) accommodation you chose to stay in?

N: 9

SATISFACTION WITH LODGING ACCOMMODATION

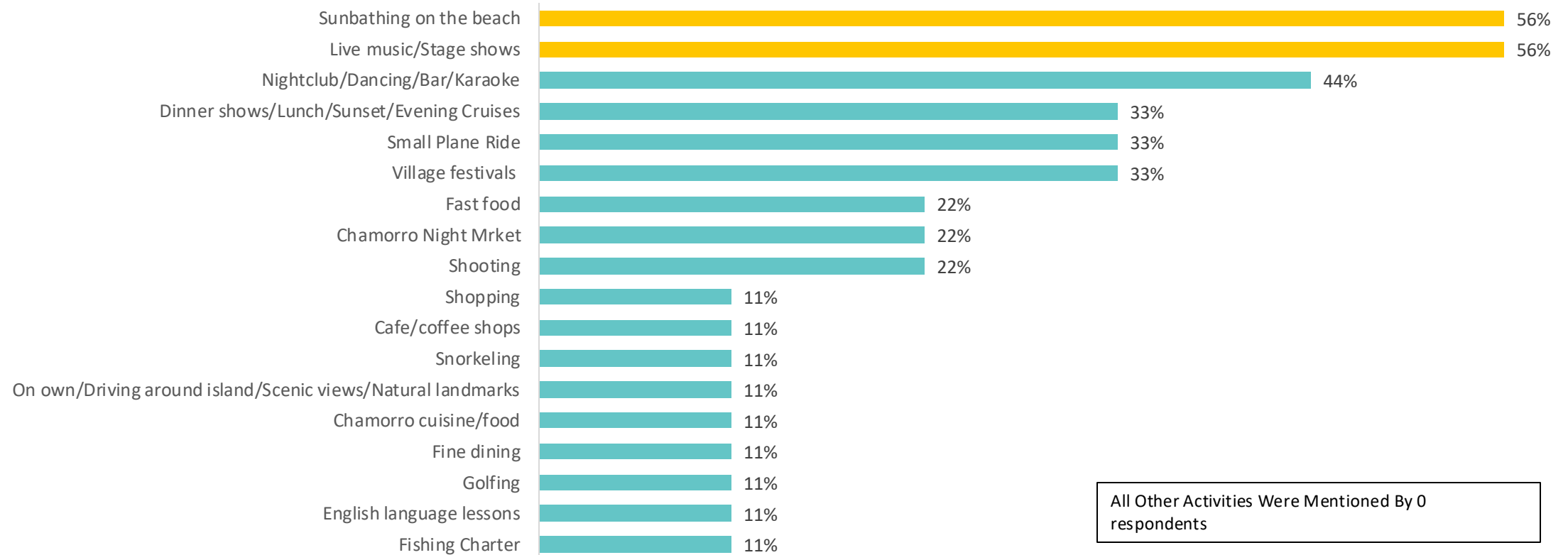


Q: How satisfied were you with the accommodation? (Scale 1-10: Very Dissatisfied to Very Satisfied)

N: 9

EXPERIENCE & SATISFACTION

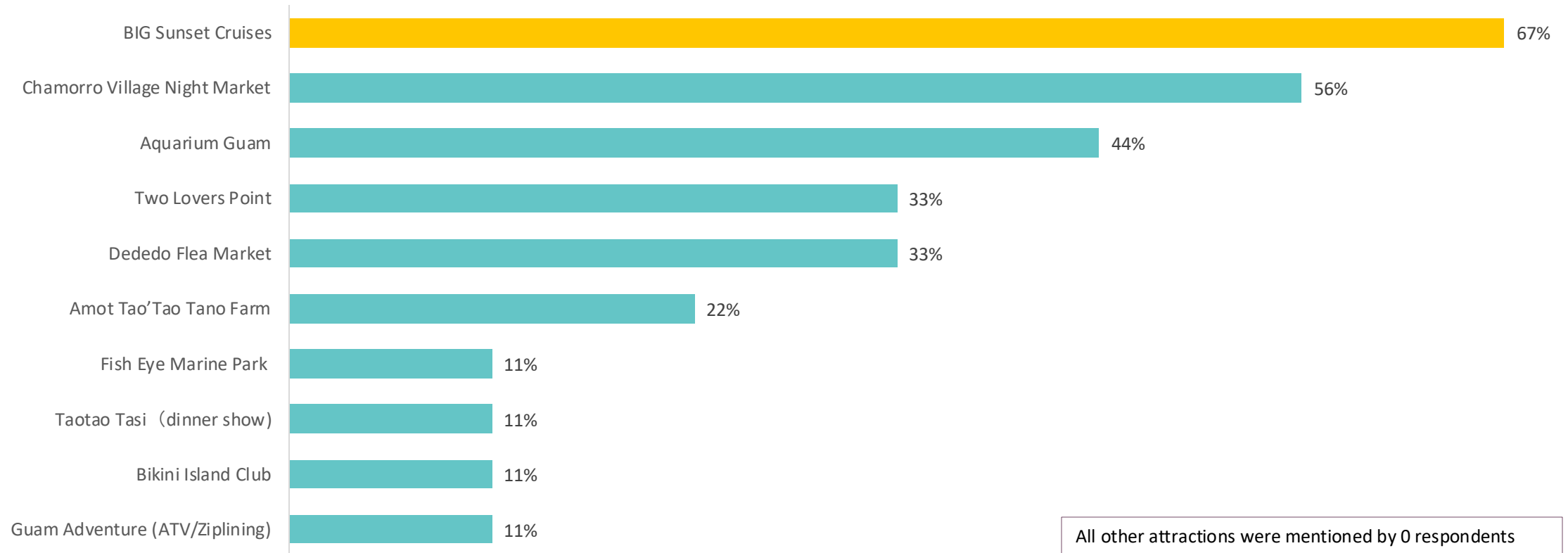
FAVORITE ACTIVITIES



Q: What were your top 5 favorite activities in Guam? (Choose at least 5)

N: 9

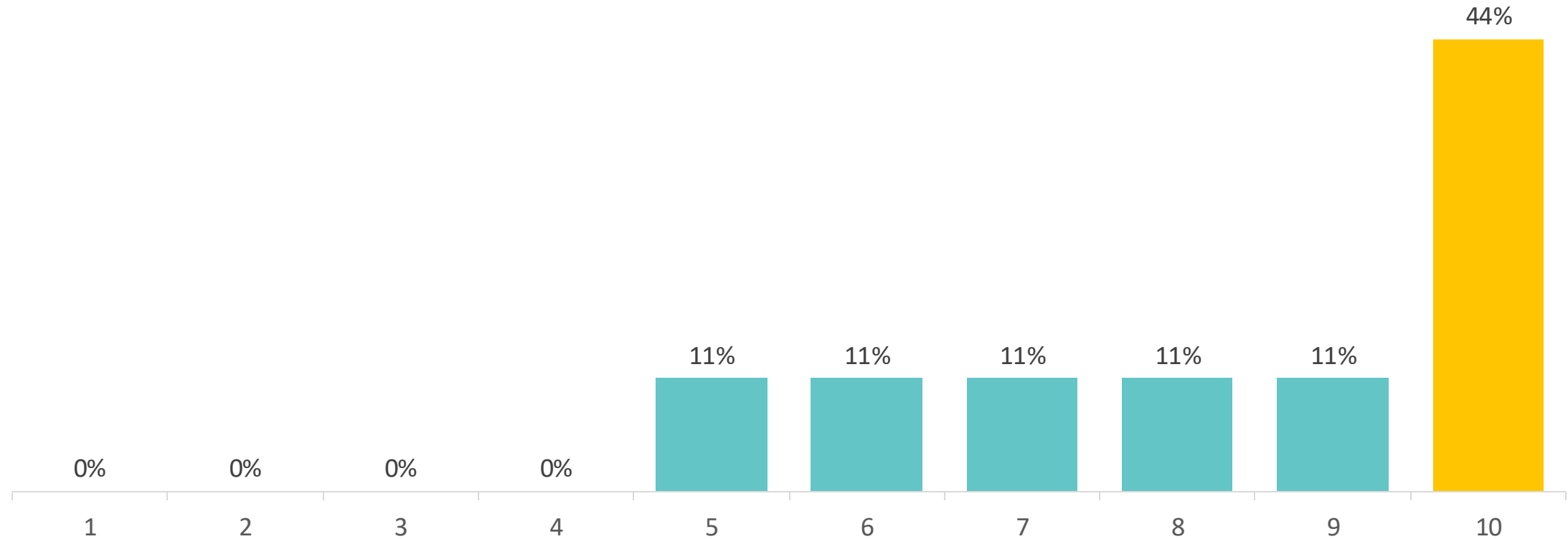
FAVORITE ATTRACTIONS



Q: What were your top 3 favorite attractions? (Choose at least 3)

N: 9

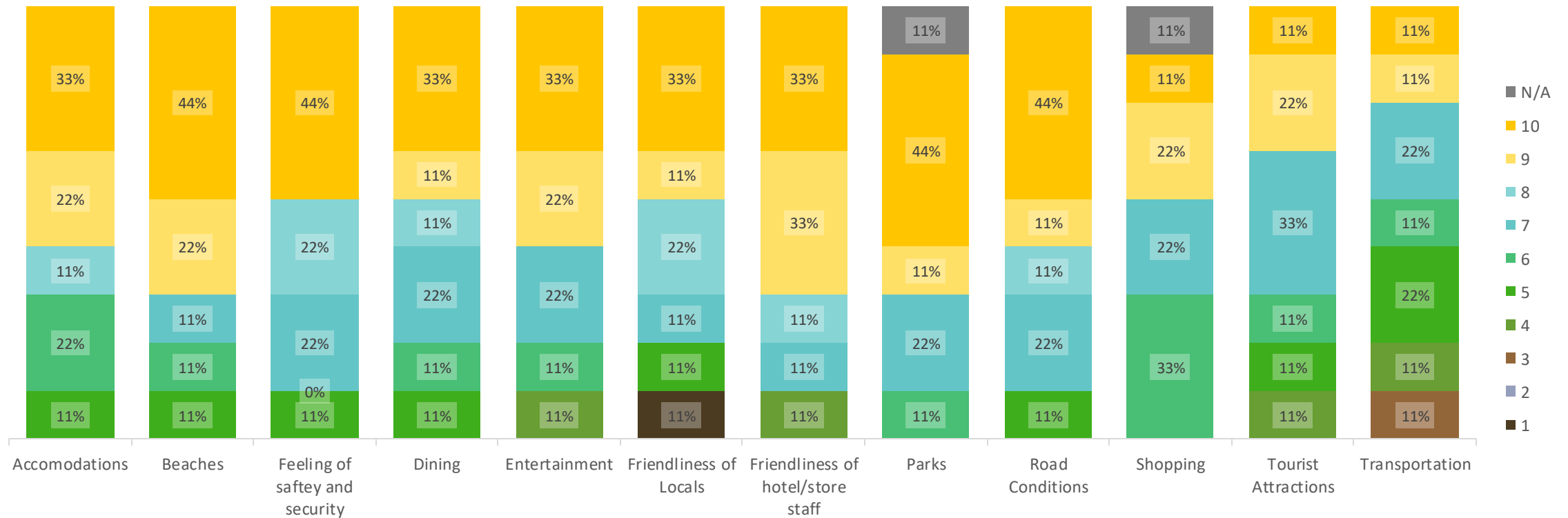
OVERALL SATISFACTION



Q: Overall, how satisfied were you with your trip to Guam? (Scale 1-10: Very Dissatisfied to Very Satisfied)

N: 9

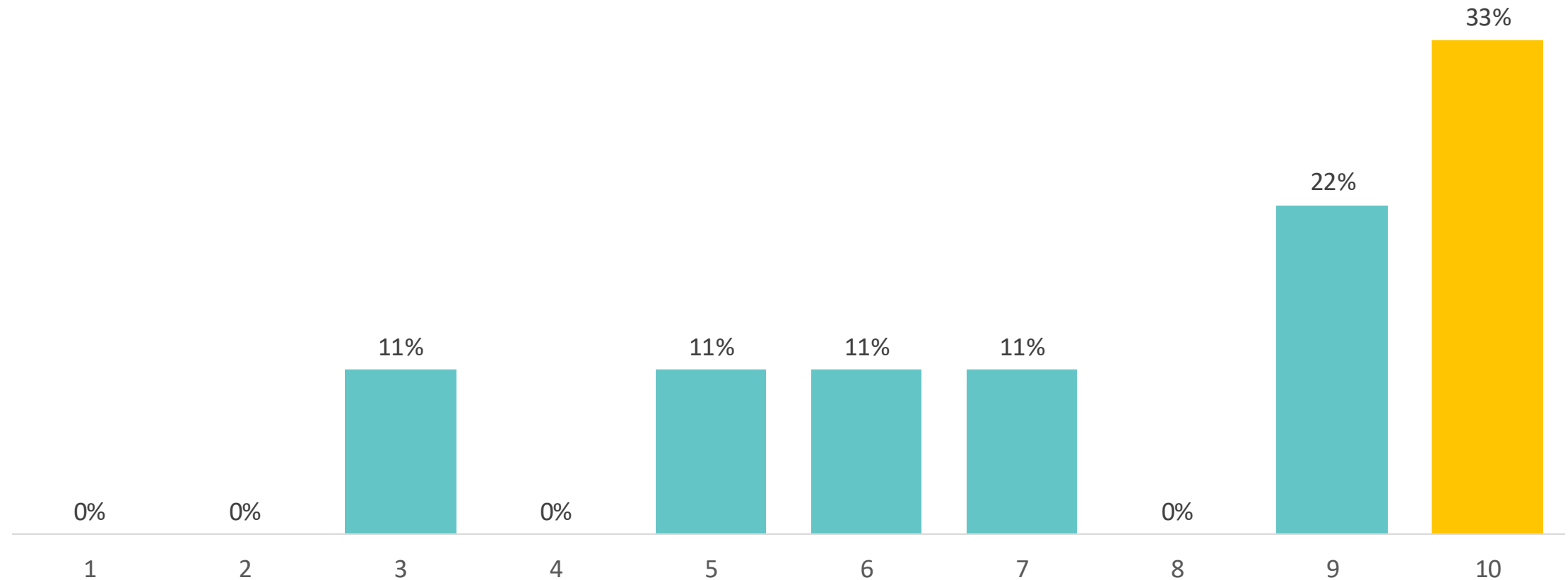
SATISFACTION BY CATEGORY



Q: Please rate your satisfaction with the following aspects of your trip. (Scale 1-10: Very Dissatisfied to Very Satisfied, plus "Not Applicable" option)

N: 9

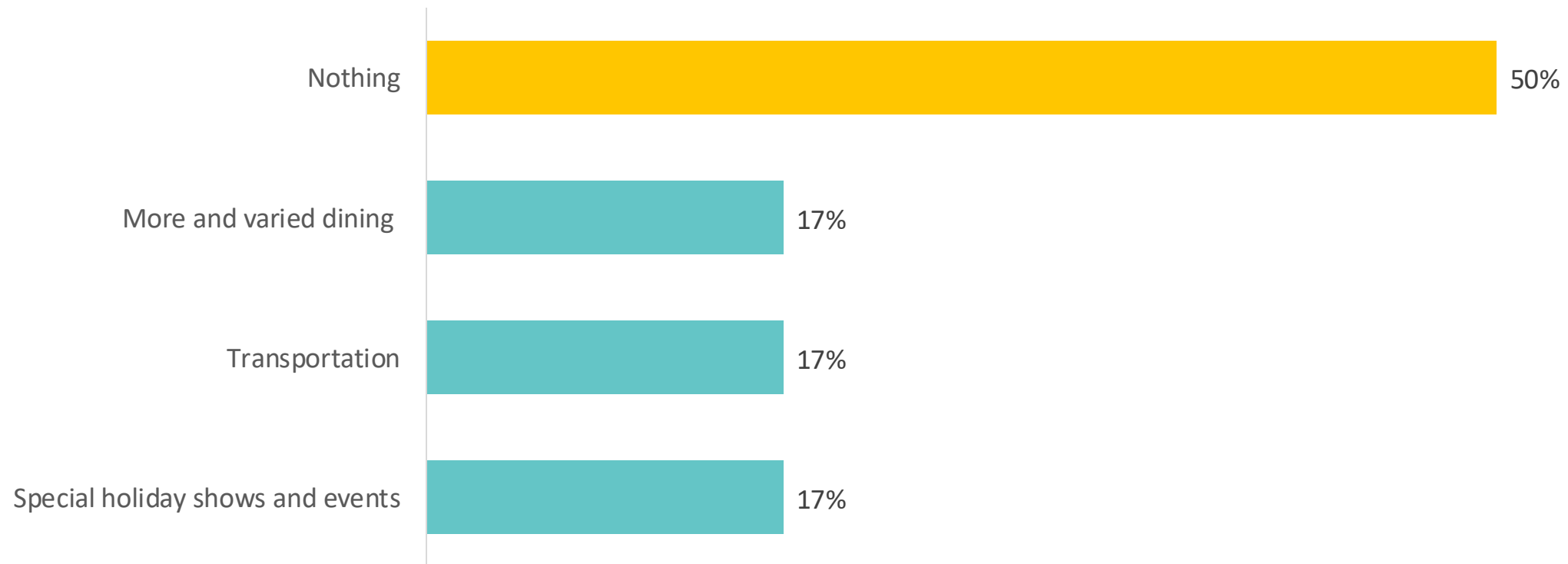
LIKELIHOOD OF RECOMMENDING GUAM



Q: How likely are you to recommend Guam as a tourist destination? (Scale 1-10: Very Unlikely to Extremely Likely)

N: 9

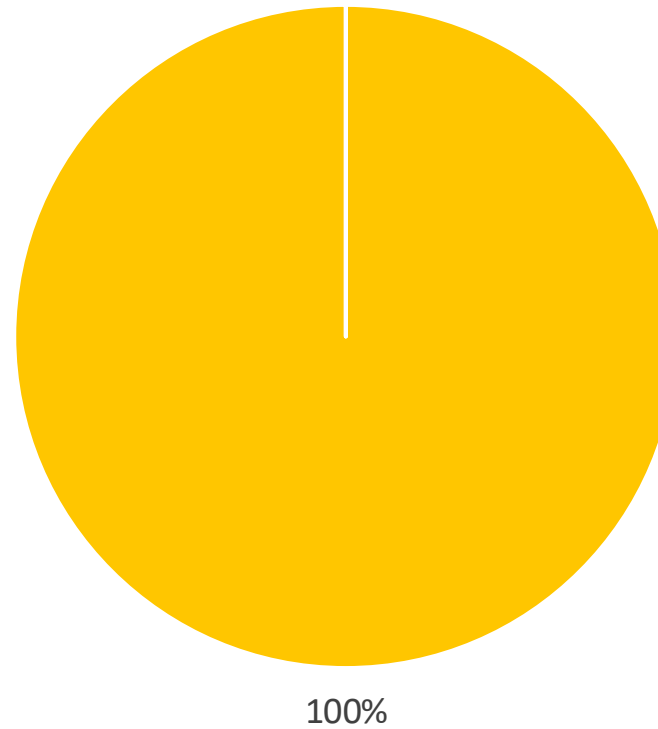
AREAS OF IMPROVEMENT



Q: If you rated 9 or below on Q2 ["How likely are you to recommend Guam as a tourist destination?"]: what one thing would most improve your likelihood to recommend Guam? (Open-ended)

N: 6

INTENT TO REVISIT



■ Yes

Q: Would you visit this destination again?
N: 9

EXPENDITURE DETAILS

TOTAL SPENT IN GUAM

- Mean: \$1,313
 - The average amount spent by Taiwanese visitors per party was \$1,313.
 - The average amount spent by Taiwanese visitors per person was \$657
- Median: \$1,173
 - Half of Taiwanese visitors spent less than \$1,173, and half spent more than \$1,173.

Q: What was the total amount spent on this trip by your party (excluding prepaid packages)? (Estimate to nearest Japanese Yen)
N: 9

SPENDING BY CATEGORY



Q: In total, how much did you and your travel party spend in the Guam for each of the following (excluding prepaid packages): (Estimate to nearest Japanese Yen)
N: 9

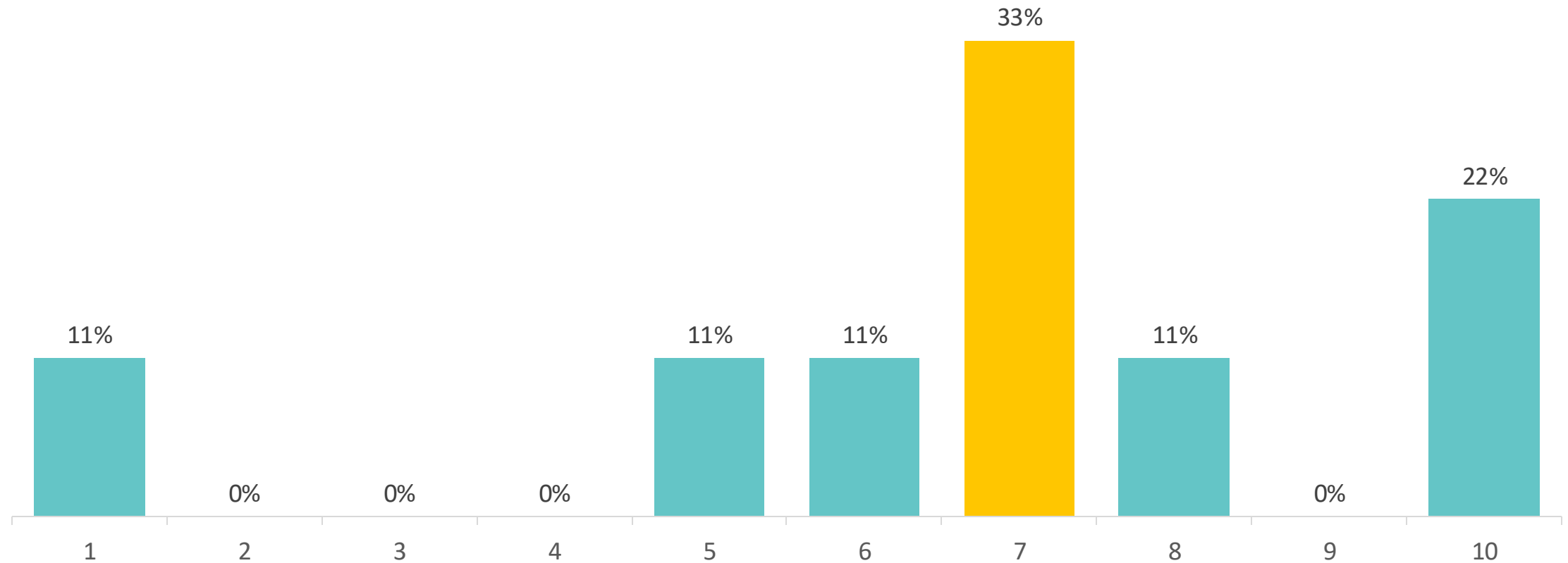
TOTAL PACKAGE COST

- Mean: \$1,100
 - The average amount spent by Taiwanese visitors was \$1,100.
- Median: \$810
 - Half of Taiwanese visitors spent less than \$810, and half spent more than \$810.

Q: If Yes, [to Q12: "Was your trip a prepaid package (including airfare and hotel)?"] total package cost:
N: 5

AIRPORT EXPERIENCE

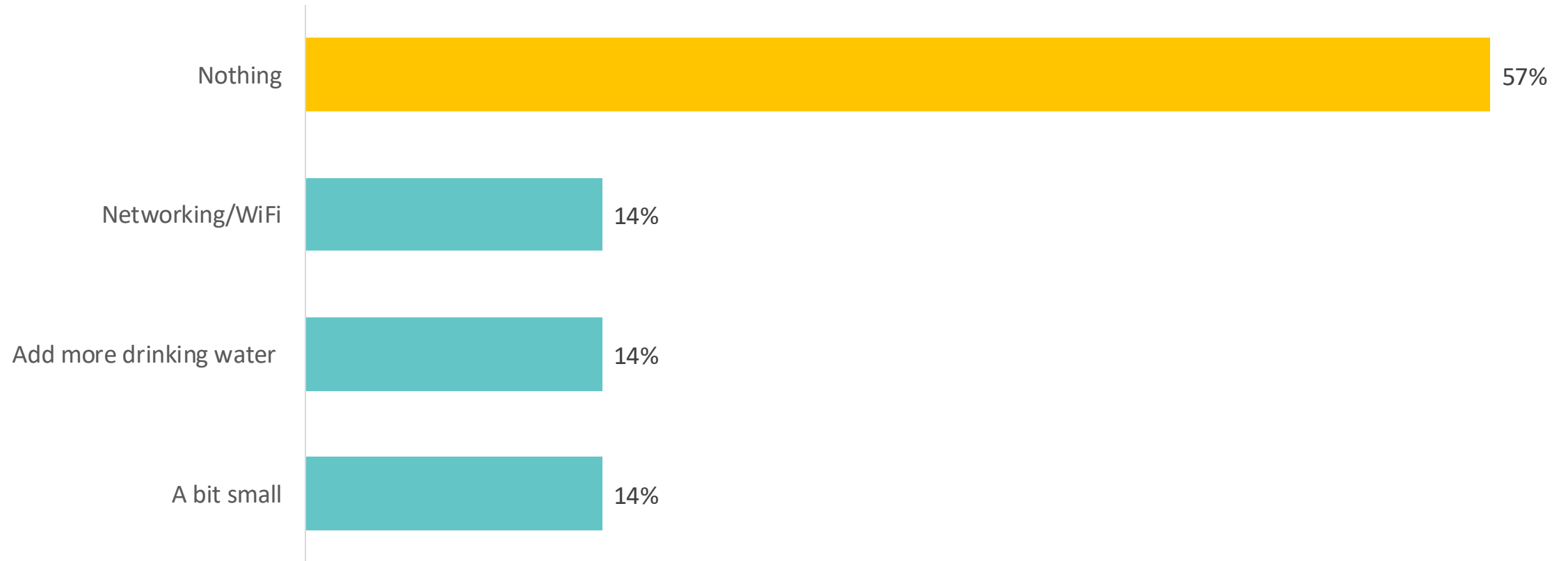
OVERALL SATISFACTION



Q: How satisfied were you with your experience at the Guam airport? (Scale 1-10: Very Dissatisfied to Very Satisfied)

N: 9

AREAS OF IMPROVEMENT



Q: What could be improved at the Guam airport? (Open-ended)

N: 7