

SELECTED DATA FROM GUAM'S VISITOR
SURVEY

(PRELIMINARY)

ECONOMIC PLANNING DIVISION
BUREAU OF PLANNING
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The "Guam's Visitor Survey" was conducted over a two week period, from January 30 to February 12, 1977. The Survey Questionnaire, distributed at the Guam Airport departure lounge to all visitors, and at the hotel lobbies to Japanese on packaged tours, was completed by over 2000 individuals. The editing process eliminated 700 questionnaires which did not contain the expenditure data, and the remaining 1300 were used to compile the information for this report. The survey results will serve as a basis for the Tourism Impact Study to be completed in July 1977.

Several individuals from various organizations, including the Japan Club of Guam, Consulate General of Japan, Airlines, Travel Agencies, Guam Airport Authority and many others, voluntarily contributed their time and effort to make this survey possible. We express our gratitude. Our final thanks are extended to Raymond Rose Perez of the Bureau, one of the principal researchers, who worked long hours with enthusiasm in organizing and administering the survey, but passed away before seeing the final results of his efforts.


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Summary of Japanese Visitor Profile

- . About 80% visit Guam only.
- . About 90% are between the ages 18-39.
- . Nearly 85% are married.
- . About 55% had some high school education; an additional 39% had some college education.
- . About 40% are either professionals and technicians or administrators and managers; another one-third are office workers and clerks.
- . Slightly over half have annual incomes between \$5,000 and \$14,000.
- . Nearly 75% come as husband and wife.
- . About 95% come strictly for pleasure.
- . About 80% stay between 4 and 5 days.
- . About 70% are on honeymoon.
- . Over 90% are on their first visit.
- . Nearly all stayed in hotels.

Summary of U.S. Visitor Profile

U.S. visitors are predominantly male visitors who come to Guam on business. They are primarily professional and technical people earning high incomes. They average longer lengths of stay than Japanese visitors (14.4 days vs. 4.4 days). Most of these visitors stay either 3 or 14 days.

Summary of "Other" Visitors

These comprise primarily of visitors from the S. Pacific. About half of these visitors come for "pleasure", but unlike Japanese visitors, predominately are not on honeymoon trips. It would be hazardous to generalize about other characteristics, given the limited number of observations.

A comparison of the three visitor profiles leads us to conclude that the Japanese visitor market comprises the prime "tourist" industry for Guam's economy.

Summary of Japanese Visitor Reactions to Guam Visit;
Actual Compared With Expectations

Far exceeded expectations	-	3.9%
Better than expected	-	12.7%
As Expected	-	65.0%
Disappointed	-	14.8%
Very Disappointed	-	1.5%
No Response	-	2.3%

Summary of Japanese Visitor Reactions to Various Recreational
and Entertainment Facilities on Guam

- . Japanese are generally pleased with "beaches" on Guam.
- . consider "sightseeing" on Guam to be between good and average.
- . have no discernible opinions on "fishing" and "cultural activities" on Guam.
- . show the greatest mix of feelings toward "night entertainment" on Guam.

Japanese Visitor Reactions

(in %)

	Beach	Fishing	Sightseeing	Watersports	Night Entertainment	Cultural Activities
Good	66.4	2.6	39.3	19.8	15.5	3.0
Average	18.8	2.4	45.7	16.0	28.5	13.4
Poor	2.5	2.0	7.2	3.9	13.8	6.4
Don't Know	12.2	93.1	7.8	60.3	42.2	77.2
	<u>100.0*</u>	<u>100.0*</u>	<u>100.0*</u>	<u>100.0*</u>	<u>100.0*</u>	<u>100.0*</u>

Note: (*) May not add to 100 due to rounding.

Total Expenditures* and Average Lengths of Stay
Per Visitor Per Trip

<u>Country</u>	<u>Total Expenditures (\$)</u>	<u>Average Lengths of Stay (days)</u>
Japan	580	4.4
U.S.	486	14.4
Northern Marianas	251	5.3
Other Pacific Islands	315	4.3
Other	699	12.8

Note: (*) Less round trip airfare.

Total Expenditures Per Trip by Expenditure Categories:
Japanese Visitors

Total:	580	100
Lodging	71	12
Meals	108	19
Ground Transport	55	9
Other	346	60

Total Expenditures Per Trip and Average Lengths of Stay by Japanese Visitors

	Total Expenditures (\$)	Average Lengths of Stay (days)
On-Packaged Tour	583	4.4
Off-Packaged Tour	519	5.6
By Age:		
Less Than 18	342	5.0
18-24	567	4.4
25-39	617	4.4
40-64	446	4.5
65 and over	534	6.6
By Education Level:		
Some High School	677	4.5
High School Graduate	584	4.4
Some College	584	3.8
College Graduate	578	4.4
Post-Graduate Study	575	4.3
Vocational and Technical Study	546	4.3
By Occupation:		
Professional and Technical	622	1.5
Administrative and Managerial	589	3.9
Office Workers, Clerk	584	4.4
Self-Employed	529	4.6
Retired	469	4.4
By Income:		
Under \$ 2,500	543	4.6
2,500 - 4,999	552	4.4
5,000 - 7,499	565	4.5
7,500 - 9,999	669	4.3
10,000 - 14,999	574	4.2
15,000 - 19,999	706	4.2
20,000 - 24,999	564	4.0
25,000 and over	534	3.8

Total Expenditures Per Trip and Average Lengths of Stay of Japanese Visitors (continued)

	<u>Total Expenditures</u> <u>(\$)</u>	<u>Average Lengths of Stay</u> <u>(days)</u>
By Party Status:		
Wife and Husband Only	622	4.4
Prospective Spouse	627	4.2
With Family Members	468	4.3
With Friends	437	4.0
Alone	477	6.5
By Trip Purpose:		
Business	656	6.9
Pleasure	581	4.4
Business and Pleasure	495	4.5
Part of a Group	557	3.3
Other	486	9.3
On Honeymoon		
Not On Honeymoon	632	4.4
On Honeymoon	462	4.4
To Guam Only		
Other	572	4.5
	634	4.1

Profiles of Japanese Visitors from the Guam Visitor Survey

Destination:

% Distribution

Guam Visitor Only	83.9
Guam and Other	15.3
Passenger in Transit	.8
	100.0*

Age:

Less than 15	.2
15 - 24	41.0
25 - 39	49.1
40 - 64	8.3
65 and over	1.3
	100.0

Marital Status:

Married	85.5
Single	13.5
Widowed	.7
Divorced	.2
	100.0

(continued)

Party Status:	<u>% Distribution</u>
Wife and Husband Only	74.6
Prospective Spouse	2.1
With Family Members	2.8
With Friends	16.2
Alone	4.3
	100.0
Sex:	
Male	56.5
Female	43.5
	100.0
Area:	
Hokkaido	2.7
Tohoko Chiho	3.3
Kanto	36.2
Chubu	16.8
Kinki	27.4
Chugoku	7.4
Shikoku	1.8
Kyushu	3.9
Other	.5
	100.0

Note: (*) May not add to 100 due to rounding.

Education:

% Distribution

Some High School	2.7
High School Graduate	52.9
Some College	1.8
College Graduate	37.6
Post-Graduate Study	1.3
Vocational and Technical Study	3.8
	100.0

Occupation:

Professional and Technical	33.8
Administrative, Managerial	7.6
Office Worker, Clerk	39.5
Self-Employed	18.4
Retired	.7
	100.0

Income:

Under \$ 2,500	5.0
\$ 2,500 - \$ 4,999	10.3
\$ 5,000 - \$ 7,499	27.9
\$ 7,500 - \$ 9,999	18.9
\$10,000 - \$14,999	20.3
\$15,000 - \$19,999	6.6
\$20,000 - \$24,999	4.4
\$25,000 and over	6.7
	100.0

(continued)

Trip Purpose:	<u>% Distribution</u>
Business	1.0
Pleasure	96.0
Business and Pleasure	.7
Part of a Group	1.3
Other	1.0
	100.0

Trip Number:	
First	93.6
Second	3.8
Third or More	2.6
	100.0

Honeymoon Status:	
On Honeymoon	71.6
Not on Honeymoon	28.4
	100.0

Lodging:	
Stayed in Hotel	99.1
Did Not Stay in Hotel	.9
	100.0

Types of Package Tours Bought by Japanese Visitors

	<u>% Distribution</u>
Airfare Only	.3
Airfare + Lodging	12.2
Airfare + Lodging + Ground Transport	14.2
Airfare + Lodging + Meals	18.2
All Items	55.2
	100.0%*

Note: (*) May not add to 100 due to rounding.

Attractions Most Preferred To See Developed On Guam
By Japanese Tourists

<u>Attractions</u>	<u>Percentage</u>
1. Aquarium	16.7%
2. Hiking Trail	13.0%
3. Deep Sea Fishing	12.0%
4. Botanical Garden	11.0%
5. Underwater Trail for Snorkeling	9.0%
6. Cultural Museum	6.0%
7. World War II Historical Site	5.4%
8. Spectator Sports Complex For Baseball, Football	4.7%
9. Horseback Riding Trail	4.3%
10. Water Skiing	4.3%
11. Zoological Park	4.3%
12. Bird Sanctuary	4.0%
13. Motorcycle Trail	3.3%
14. Fresh Water Lake	1.7%
 TOTAL	 99.7%