

SAMPLE QUESTIONNAIRE 2022 GVB KOREA VISITOR SURVEY

FOR COMPANY USE ONLY:

Interviewer: – DROP DOWN LIST (PER MARKET)

(PTAIR) Flight #:

- 1 Jeju Air
- 2 Korean Airlines
- 3 T'way Air
- 4 Japan Airlines
- 5 Jin Air
- 6 Air Busan
- 7 Air Seoul
- 8 Other (Specify _____)

Hafa Adai! How was your stay on Guam? In order for Guam to develop into a more attractive tourist destination, please complete this survey. Your honest opinions will be used as a reference that will help us to better serve you. Your responses will only be reported in the aggregate and absolutely no personal information will be shared. Information gathered will be used for statistical purposes only. Your cooperation is greatly appreciated.

SCREENER:

SB). Work in Visitor Industry?

1. Yes (STOP & TERMINATE)
2. No

SA. How many night(s) did you stay on Guam? _____ nights
[MUST have stayed at least one night]

REGION. Prefecture/ Region:

- 1 Chungbuk
- 2 Chungnam
- 3 Gangwon
- 4 Seoul
- 5 Incheon
- 6 Jeonbuk
- 7 Gyeonbuk
- 8 Gyeonggi
- 9 Jeonnam
- 10 Gyeongnam
- 11 Busan
- 12 Ulsan
- 13 Mokpo Si
- 14 Other (please specify) _____
- 15 Daegu
- 16 Changwon
- 17 Gwangju

- 2 TV
- 3 Magazine (Consumer)
- 4 Newspaper
- 5 Travel agent brochure
- 6 I have been to Guam before
- 7 Travel Guide Book at Bookstores
- 8 Co-worker/Company travel department
- 9 Friend or relative
- 10 Guam Visitors Bureau promotional activities
- 11 Guam Visitors Bureau Office
- 12 Radio
- 13 Theater Ads
- 14 Travel Trade Shows
- 15 Consumer Travel Shows
- 16 Social media

Please select the top 3 sources of information you used to find out about Guam while you were here. **(Please check (✓) 3 sources.)**

- 1 Hotel Staff
- 2 Local people
- 3 Signs/Advertisement
- 4 Retail Staff
- 5 Taxi Drivers
- 6 Visitors Channel
- 7 Tour Staff
- 8 Restaurant Staff (outside hotel)
- 9 Local publication
- 10 Other visitors
- 11 Guam Visitors Bureau
- 12 Internet/Mobile Apps
- 13 Guide books I brought with me
- 14 Social Media

6. Which internet or social media sources, if any, did you use to learn about Guam?
(Please check all that apply)

- 1 I did not use the internet
- 2 Google
- 3 Yahoo
- 4 Facebook
- 5 Instagram
- 6 Twitter
- 7 YouTube
- 8 Guam Visitors Bureau (Website/ Facebook/ Instagram)
- 9 Online Booking Travel Website (Expedia, Travelocity, Trivago, Orbitz, etc.)
- 10 I used the internet, but none of these sources
- 11 Other (specify:) _____
- 12 Baidu
- 13 Naver
- 14 Weibo
- 15 DAUM

Next, we would like to ask you some questions about your trip to Guam.

8. What top 3 reasons motivated you to travel to Guam on this trip?
(Please check (✓) 3 reasons)

- 1 A previous visit
- 2 Price of the tour package
- 3 To visit friends or relatives
- 4 Recommendation of friend/relative/travel agency
- 5 Scuba diving
- 6 Water sports (snorkeling, windsurfing, parasailing)
- 7 Short travel time (not too far from home)
- 8 To golf
- 9 Just to relax
- 10 Company/Business Trip
- 11 Sightseeing/ visiting tourist spots
- 12 Convention/Conference/Trade Show/Meeting
- 13 It is a safe place to spend a vacation
- 14 Beautiful seas, beaches, tropical climate
- 15 Shopping
- 16 Career Certification/testing
- 17 To Get Married/Attend Wedding
- 18 Honeymoon
- 19 Vacation
- 20 Organized Sporting Activity/ Event
- 21 Incentive Trip
- 22 Government or Military
- 23 School Trip
- 24 Adventure
- 25 Shop Guam e-Festival
- 26 Medical
- 27 Social Media Networks
- 28 Travel shows/agents
- 29 Magazines/newspapers/publications

9. Including this trip, how many times have you visited Guam? _____

10. Including yourself, how many people traveled with you in your immediate party? _____

11. In addition to yourself, on this trip, who else was in your travel party?
(Please check all those that apply)

- 1 Myself only (traveled alone/ no one else)
- 2 My spouse
- 3 My child(ren)/ grandchild(ren) under 18 years of age
- 4 Adult child(ren)/ grandchild(ren) 18 years of age or older
- 5 Other adult members of my family
- 6 My friends/ associates
- 7 My girlfriends/ boyfriend
- 8 My office colleagues

[IF SELECTED CHILDREN/GRANDCHILDREN IN PREVIOUS QUESTION]

- 11a. Please select the age group(s) of children traveling with you.
(Please check all those that apply)
- 1 0-2 years
 - 2 3-6 years
 - 3 7-12 years
 - 4 13-17 years
12. On this trip, I am a member of an organized tour group:
- 1 Yes
 - 2 No
13. Did you book any of your travel arrangements online?
- 1 Yes
 - 2 No
14. How did you book your travel arrangements to Guam? **(ONE ANSWER ONLY)**
- 1 Travel Agent (HIS, Rakuten, JTB, HTM, JPI, Hana, Mode, Hanjin, etc.)
 - 2 Travel Website (Expedia, Trip Advisor, Travelocity, Orbitz, etc.)
 - 3 Direct Booking with Airline/ Hotel
15. Where did you stay while on Guam? **(Please check all those that apply)**
- 1 Pacific Islands Club Resort (PIC)
 - 2 Pacific Star Resort & Spa
 - 3 Leo Palace Resort
 - 4 Holiday Resort Guam
 - 5 Hyatt Regency Guam
 - 6 Dusit Beach Resort Guam
 - 7 Guam Reef Hotel
 - 8 The Westin Resort Guam
 - 9 Lotte Hotel Guam
 - 10 Hotel Nikko Guam
 - 11 Bayview Hotel
 - 12 Oceanview Hotel
 - 13 Guam Plaza Resort & Spa
 - 14 Grand Plaza Hotel
 - 15 Hotel Tano Guam
 - 16 Royal Orchid Guam Hotel
 - 17 Rihga Royal Laguna Guam ResortRihga Royal Laguna Guam Resort
 - 18 Hoshino Resorts Risonare Guam
 - 19 Hilton Guam Resort & Spa
 - 20 Condominium
 - 21 Apartment
 - 22 Relatives/Friends/ Home Stay
 - 23 Palmridge Inn / SureStay Hotel
 - 24 Days Inn (Tamuning)
 - 25 Crowne Plaza GuamCrowne Plaza Resort Guam
 - 26 Wyndham Garden Guam
 - 27 Hotel Santa Fe
 - 28 Tumon Bay Capital Hotel

- 5 Rental Car
- 6 Tours/Attractions
- 7 Other:

**[IF INDICATED NOT ON A PRE-PAID PACKAGE TRIP NO, IN Q17]
PREPAID EXPENSES (PAID IN KOREA)**

Remember, absolutely no personal information will be shared.

To understand your total trip expenditures, we need to ask you about prepaid expenses as well as your expenses during your stay on Guam. Information gathered will be used for statistical purposes only.

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

₩ _____

23a. How many people are covered by your airfare trip costs to Guam? _____ persons

[ASK ALL: PRE-PAID PACKAGE TRIP & NON-PRE-PAID] – ON-ISLAND EXPENSES

ON-ISLAND EXPENSES (PAID ON GUAM). (NOT including pre-paid expenses in the prior section. Please round to the nearest \$).

Remember, absolutely no personal information will be shared.

In this section we would like to know what additional spending you and your family/travel party spent while on Guam. First...

24. How many people are you reporting for? (specify number of people) _____ persons

25. **Lodging** (hotel, condo, B&B, hostel, etc., including tips) *Please do not include pre-paid expenses reported in the prior section.*

\$ _____

26. **Food and Beverage:**

- 1 In restaurants, bars and other eating places \$ _____
- 2 Groceries/snacks \$ _____
- 3 Other food and beverage \$ _____
- TOT. Total Food and Beverage:** \$ _____

27. **Entertainment and Recreation:**

- 1 Attractions/entertainment \$ _____
- 2 Recreation/Sports (e.g., golf, snorkeling, hiking) \$ _____
- 3 Other activities & tours \$ _____
- TOT. Total Entertainment and Recreation:** \$ _____

- 28. Transportation:**
- 1 Bus, taxi, trolley, etc. \$ _____
 - 2 Rental car/scooter/bicycle \$ _____
 - 3 Other expenses (gasoline, parking, etc.) \$ _____
 - TOT. Total Transportation :** \$ _____

- 29. Shopping:**
- 1 Fashion and clothing \$ _____
 - 2 Jewelry/watches \$ _____
 - 3 Cosmetics/perfumes \$ _____
 - 4 Accessories (belts, wallets, handbags, etc.) \$ _____
 - 5 Food products to take home (fruits, nuts, coffee, etc.) \$ _____
 - 6 Souvenirs \$ _____
 - 7 Other shopping \$ _____
 - TOT. Total Shopping:** \$ _____

- 30. Other Spending:**
- 1 Electronics \$ _____
 - 2 Health/Wellness \$ _____
 - 3 Household Items \$ _____
 - 4 Other (please specify) _____ \$ _____
 - TOT. Other Spending:** \$ _____

TOTAL SPENDING *[auto calculates]* \$ _____

31. Please rate your satisfaction with the following aspects of your trip to Guam.

	Very Dissatisfied										Very Satisfied	Not applicable
Entertainment	1	2	3	4	5	6	7	8	9	10	11	
Shopping	1	2	3	4	5	6	7	8	9	10	11	
Dining	1	2	3	4	5	6	7	8	9	10	11	
Beaches	1	2	3	4	5	6	7	8	9	10	11	
Parks	1	2	3	4	5	6	7	8	9	10	11	
Roads	1	2	3	4	5	6	7	8	9	10	11	
Sightseeing Areas	1	2	3	4	5	6	7	8	9	10	11	
Being a safe and secure destination	1	2	3	4	5	6	7	8	9	10	11	

32. Overall, how satisfied are you with your experience while on Guam?

Very Dissatisfied So - so Very Satisfied
1 2 3 4 5 6 7

33. Which ONE detail made your trip to Guam more enjoyable? (**Please select only one**)

- 1 Variety of activities
- 2 Events I observed or participated in
- 3 Overall customer service / hospitality
- 4 Local culture/ People/ Music
- 5 Nature/ Natural beauty, scenery
- 6 Beach/ Ocean
- 7 Relaxation
- 8 Weather/ Climate/ Good atmosphere/Fresh air
- 9 Hotel/ Accommodations
- 10 Events/ Celebrations with family/ friends
- 11 Shopping
- 12 Safe environments
- 13 Military historical sites
- 14 Feeling of "Hafa Adai" spirit (friendly people)
- 15 Sightseeing
- 16 Food – quality/variety/service
- 17 Other (please specify): _____

34. If applicable, which ONE thing could be improved to make your stay on Guam more enjoyable? (**Please select only one**)

- 1 No negatives/everything was great
- 2 Food – quality/variety/service
- 3 Feeling of "Hafa Adai" spirit (friendly people)
- 4 Accommodations/not as promised
- 5 Accommodations/ cleanliness/ upkeep
- 6 Accommodations/ poor service from staff
- 7 Rental car experiences (long waits in line, condition of rental car, bad check in or out service/rental car company service)
- 8 Driving experience (signage, road surface, traffic violations, bad drivers, street lighting)
- 9 Availability and service of ground transportation, tour bus, trolley, shopping bus/ availability and service of taxi cabs, etc.
- 10 Variety of activities/attractions/ events
- 11 Overall customer service/ hospitality/ the people (locals, tour guide/ staff, sales clerks, etc.)
- 12 Would like to experience more local culture
- 13 Immigration (length of time, service)
- 14 Concerns about safety
- 15 Traffic (congested/slow)
- 16 Expensive/ high costs (general items, food, shopping, taxi fares, activities, hotel, etc.)
- 17 Language barrier/ communication
- 18 Public bathroom cleanliness
- 19 Other (please specify): _____

35. Guam has a number of shopping malls and stores. **(Please check all those visited during this trip).**

- 1 ABC Stores
- 2 Acanta Mall
- 3 Agana Shopping Center
- 4 T-Galleria / DFS Galleria Guam Tumon
- 5 Guam Premier Outlets
- 6 JP Store (Japan Plaza Super Store)
- 7 K-Mart
- 8 Macy's
- 9 Micronesia Mall
- 10 Ross Dress for Less (at Guam Premier Outlets/Micronesia Mall)
- 11 The Plaza (at the Outrigger Guam Resort)
- 12 Tumon Sands Plaza
- 13 Pacific Place
- 14 Other (Specify): _____
- 15 **Did not visit any mall or store**

During this trip on Guam, which of the following activities did you participate in? (Select all that apply)

36. **Sightseeing:**

- 1 Boat tours/Dolphin watching
- 2 Helicopter Ride
- 3 Island sightseeing tours
- 4 On own (self-guided)/ driving around island
- 5 Scenic views/natural landmarks
- 6 **None of these**

37. **Recreation & Activities:**

- 1 Beach/sunbathing
- 2 Boat Cruise
- 3 Hiking
- 4 Off-roading
- 5 Shopping
- 6 Spa
- 7 Swimming in the ocean
- 8 Water Park
- 9 **None of these**

38. **Sports:**

- 1 Fishing charter
- 2 Golfing
- 3 Gun Shooting
- 4 Jet Skiing
- 5 Kayaking/canoeing
- 6 Paddle boarding/surfing
- 7 Parasailing
- 8 Scuba Diving
- 9 Skydiving

- 10 Snorkeling
- 11 Windsurfing/kitesurfing
- 12 Sports event/tournament (Specify): _____
- 13 **None of these**

39. History, Culture & Fine Arts:

- 1 Archaeology Site Visit
- 2 Chamorro cuisines -food/dining
- 3 Chamorro Cultural/local - entertainment/dance/music/people
- 4 Chamorro Night Market
- 5 English Language Lesson
- 6 Historic military sites
- 7 Local night market events
- 8 Village Festivals (Agat Mango, Mangilao Donne, Talofoto Banana, Agana Heights Coconut, etc.)
- 9 Festival/event (Specify): _____
- 10 **None of these**

40. Entertainment & Dining:

- 1 Café/coffee shops
- 2 Dinner Shows/lunch/sunset/evening cruises
- 3 Fast food
- 4 Fine dining
- 5 Live music/stage shows
- 6 Nightclub/dancing/bar/karaoke
- 7 **None of these**

41. During this trip on Guam, which of the following attractions did you visit? (Select all that apply)

- 1 Amot Tao'Tao Tano Farm
- 2 Atlantis Submarine
- 3 BIG Sunset Cruises
- 4 Chamorro Night Market
- 5 Chamorro Village
- 6 Coco Palm Garden Beach
- 7 Cocos Island
- 8 Dededo Flea Market
- 9 Fai Fai Powder Sand Beach
- 10 Fish Eye Marine Park
- 11 Gef Pago Inarajan Historical Park/ Hotnu Bakery Inarajan
- 12 Guam Museum
- 13 Guam Seawalker
- 14 Ride the Duck Tour
- 15 Sagan Kotturan Chamoru
- 16 Sandcastle
- 17 SNUBA
- 18 Tagada Guam Amusement Park
- 19 Two Lovers Point
- 20 Underwater World
- 21 Valley of the Latte Adventure Park
- 22 **None of these**

**[IF “DID NOT EXPERIENCE ANY CULTURAL ACTIVITIES OR EVENTS” IN Q.39-
HISTORY, CULTURE & FINE ARTS:]**

42. Why did you not participant in any cultural activities or events during your recent stay on Guam? **(Please check all that apply)**
- 1 I was unaware a cultural activity or event was offered during my visit
 - 2 I did not know where the cultural activity or event was located
 - 3 My schedule did not allow for me to attend the activity or event/Not interested
 - 4 I did not want to attend the activity or event

GUAM AIRPORT

Now I'd like to ask you just a few questions about your experience here at the Guam International Airport.

43. How much in total did you spend on your purchases at the airport for shopping, dining, etc.?
- \$_____ (Total purchases at the Guam airport) (If you paid nothing, record a zero)
44. 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?
- 1 No
 - 2 Yes

[IF ANSWERED “YES” TO PRIOR QUESTION]

45. What about the security screening and/or immigration process here at the Guam International Airport could be improved?
- 1 Shorter wait time
 - 2 Friendliness / professionalism of officers
 - 3 Clearer instructions for completing paperwork
 - 4 Better directions / signage

Finally, we would like to ask a couple more questions for classification purposes.

- D1. What is your occupation?
- 1 Self-employed
 - 2 Company Employee: Office Worker Non-Managerial
 - 3 Company Employee: Engineer
 - 4 Company Employee: Salesperson
 - 5 Company Employee: Manager
 - 6 Company Employee: Executive (Company with over 30 employees)
 - 7 Government Employee: Office Worker Non-Managerial
 - 8 Government Employee: Manager
 - 9 Government Employee: Executive
 - 10 Teacher
 - 11 Skilled Worker (craft and related trades workers, plant and machine operators and assemblers, construction worker)
 - 12 Professional/Specialist (Doctor, Lawyer, Nurse, etc.)
 - 13 Free-lancer (Artist, Musician)
 - 14 Freeter (**JAPAN ONLY**)
 - 15 Homemaker

- 16 Retired
- 17 Student
- 18 Unemployed

D2. What is your approximate annual household income, before taxes?

- 1 Less than 16,305,000 KRW
- 2 16,305,000 – 27,173,999 KRW
- 3 27,174,000 – 38,041,999 KRW
- 4 38,042,000– 48,911,999 KRW
- 5 48,912,000 – 59,781,999 KRW
- 6 59,782,000 – 70,652,999 KRW
- 7 70,653,000 – 81,520,999 KRW
- 8 81,521,000 – 92,390,999 KRW
- 9 92,391,000 – 103,259,999 KRW
- 10 More than 103,260,000 KRW
- 11 Prefer not to say
- 12 No income

You have reached the end of the survey.
Please select the 'Submit survey' button to submit your answers.

Thank you for your participation.
Please return iPad back to the interviewer. As a token of our appreciation for helping us, you
will be given a gift.