



# **GUAM VISITORS BUREAU**

## **Korean Visitor Tracker Exit Profile**

### **FY2015**

### **APRIL 2015**



**Prepared by: QMark Research**

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# Background & Methodology

- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **350** departing Korean visitors were randomly interviewed at the Guam A.B. Wonpat International Airport's departure and waiting areas.
- The margin of error for a sample of **350** is +/- 5.23 percentage points with a 95% confidence level. That is, if all Korean visitors who traveled to Guam in the same time period were asked these questions, we can be 95% certain that their responses would not differ by +/- 5.23 percentage points.

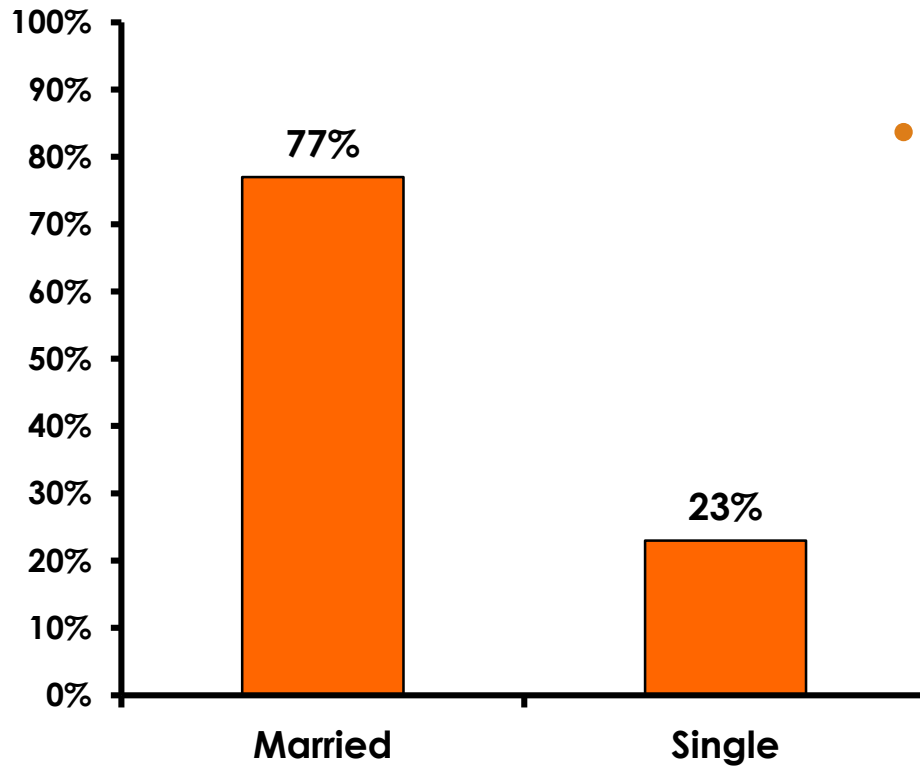
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# OBJECTIVES

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

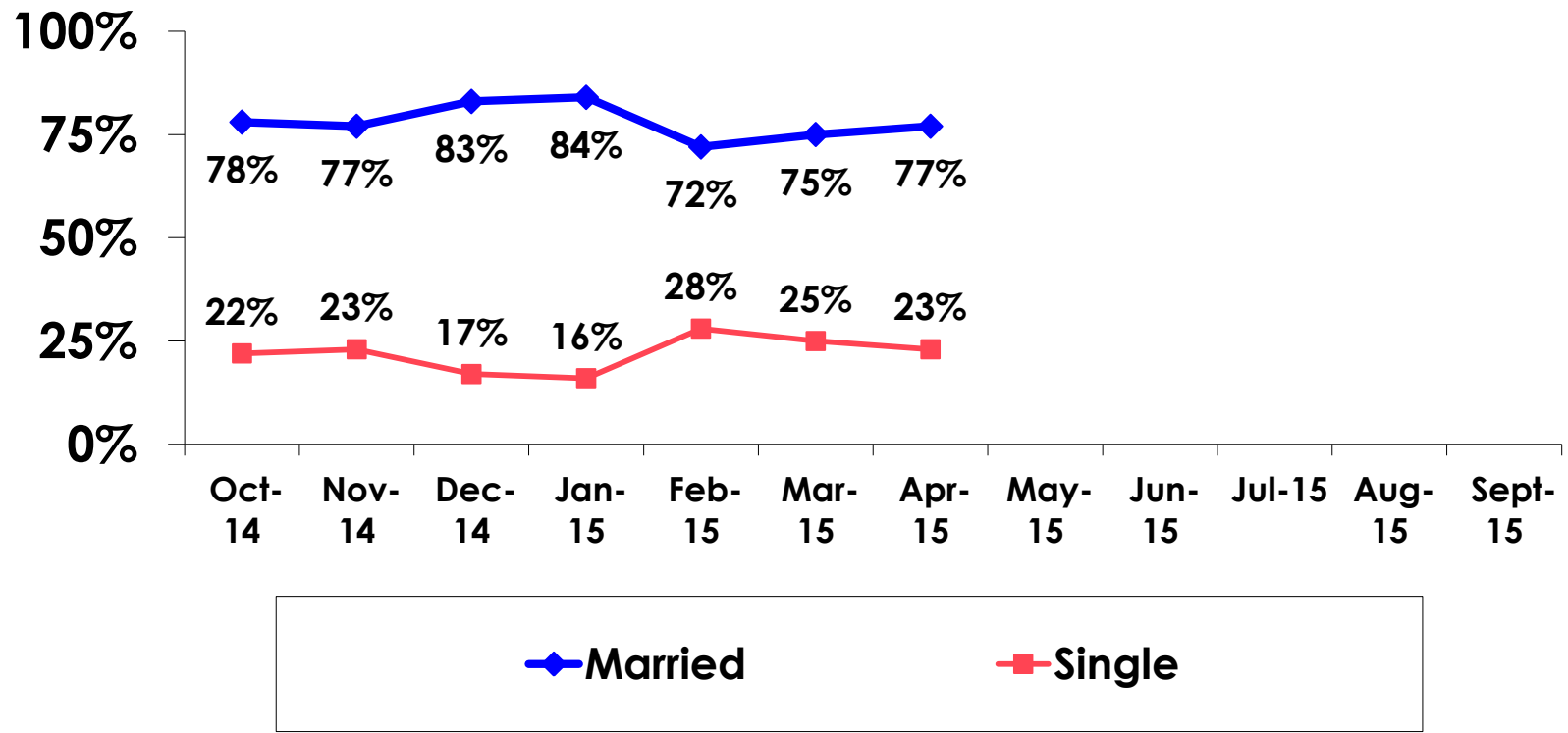
# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status - Overall

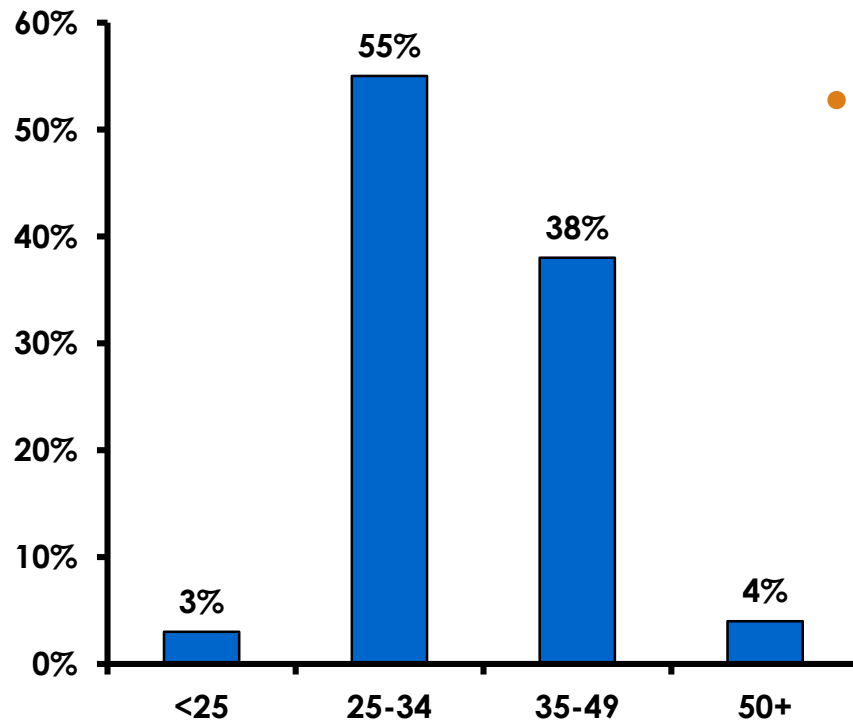


- Majority of Korean visitors are married.

# MARITAL STATUS

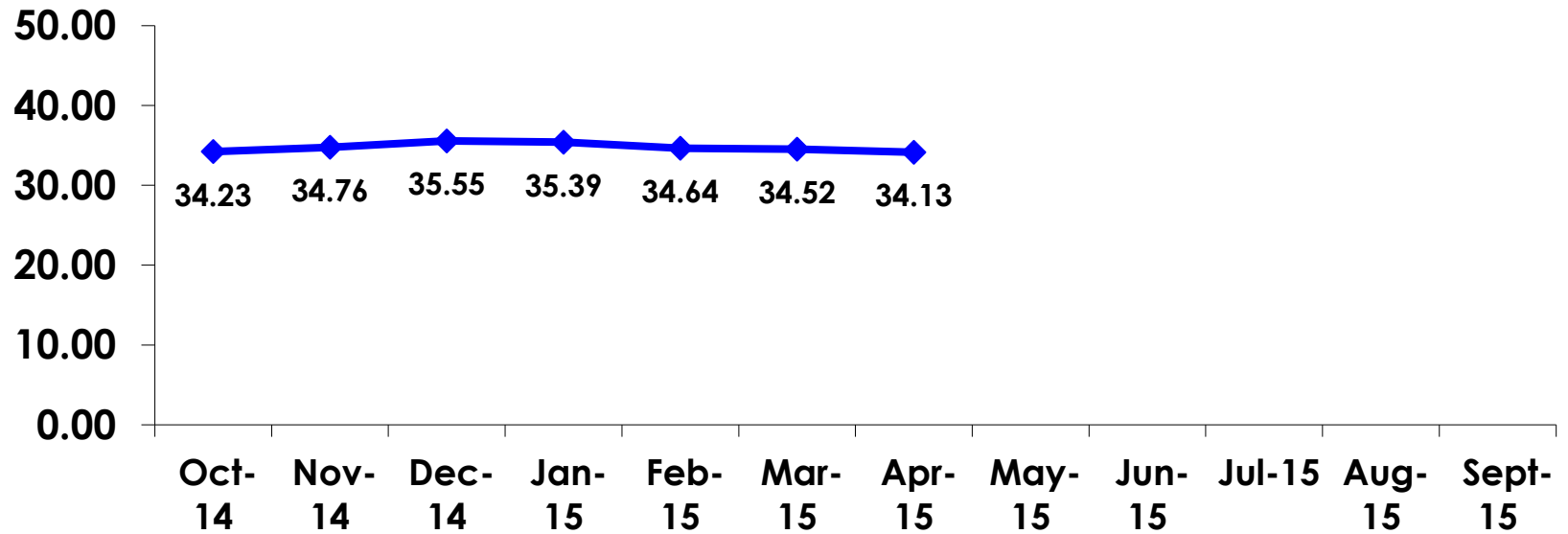


# Age - Overall



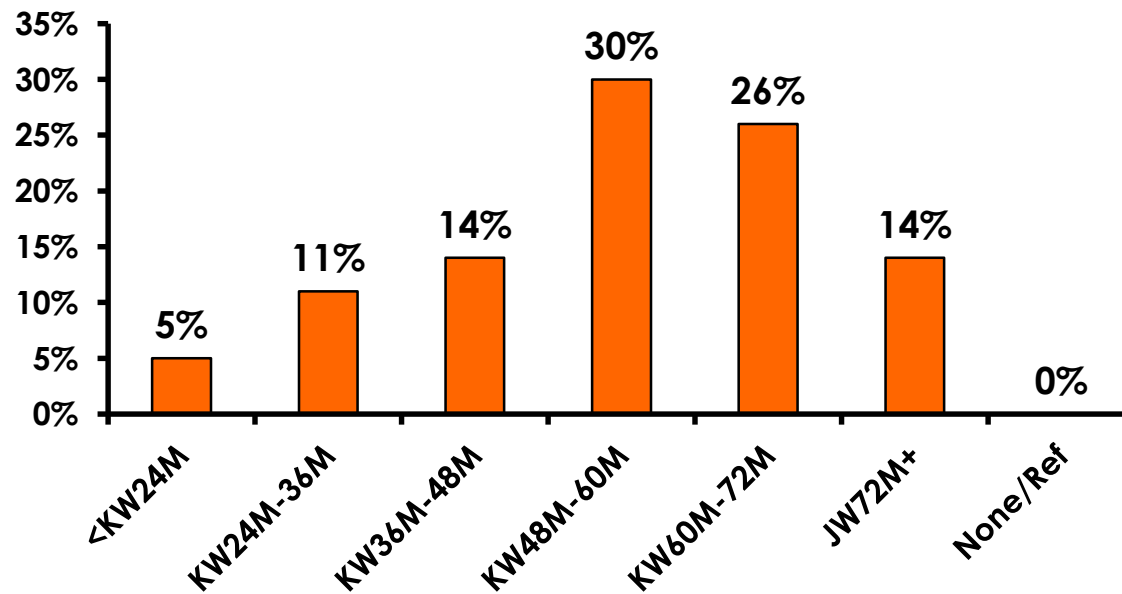
- The average age of the respondents is 34.13 years of age.

# AVERAGE - AGE



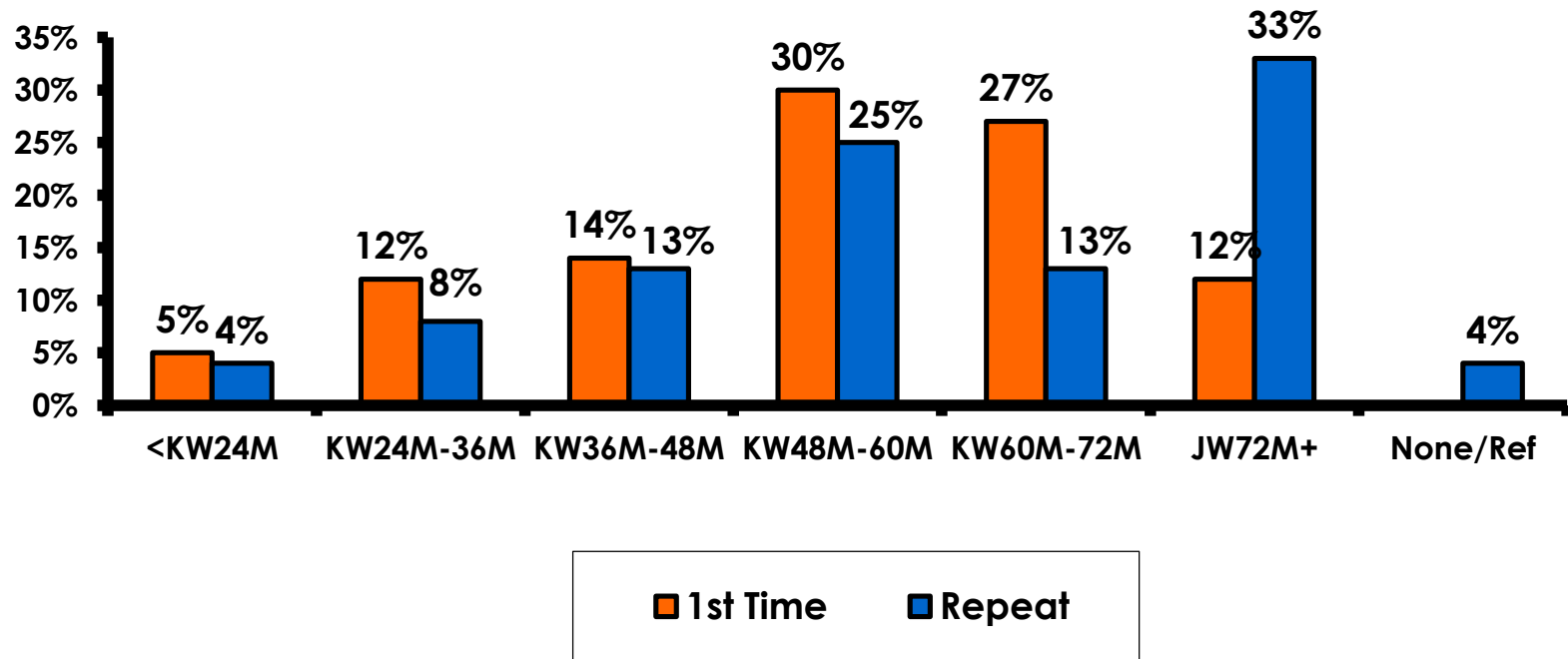


# Personal Income



- KW1,088.58=\$1

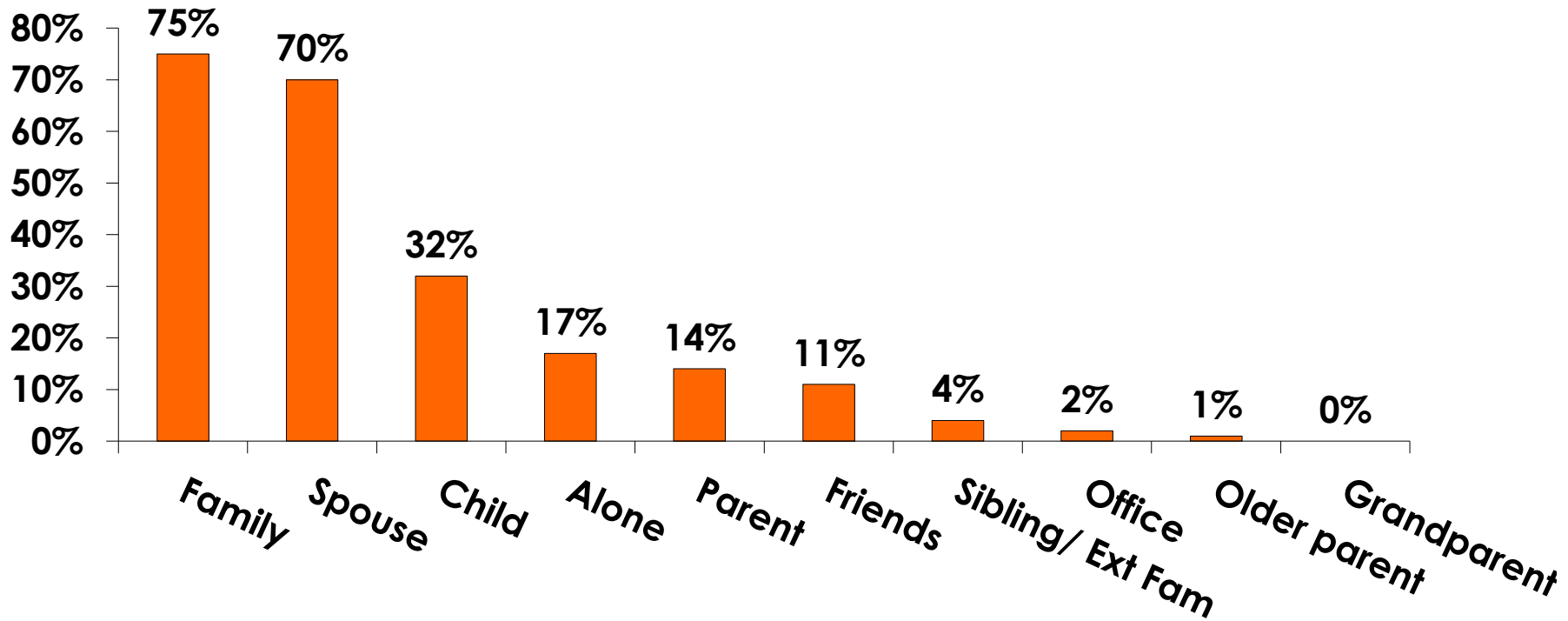
# Personal Income – 1st time vs. repeat



# Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<KW12.0M	Count	5	3	2	1	4		
		Column N %	2%	2%	2%	20%	3%		
	KW12.0M-KW24.0M	Count	8	1	7	1	6	1	
		Column N %	3%	1%	5%	20%	4%	1%	
	KW24.0M-KW36.0M	Count	31	14	17	1	22	7	1
		Column N %	11%	10%	13%	20%	15%	6%	14%
	KW36.0M-KW48.0M	Count	37	15	22		25	12	
		Column N %	14%	11%	17%		17%	11%	
	KW48.0M-KW60.0M	Count	81	45	36	1	46	34	
		Column N %	30%	32%	28%	20%	32%	30%	
	KW60.0M-KW72.0M	Count	70	45	25		30	38	2
		Column N %	26%	32%	20%		21%	34%	29%
	KW72.0M+	Count	37	19	18	1	12	20	4
		Column N %	14%	13%	14%	20%	8%	18%	57%
	No Income	Count	1		1			1	
		Column N %	0%		1%			1%	
Total		Count	270	142	128	5	145	113	7

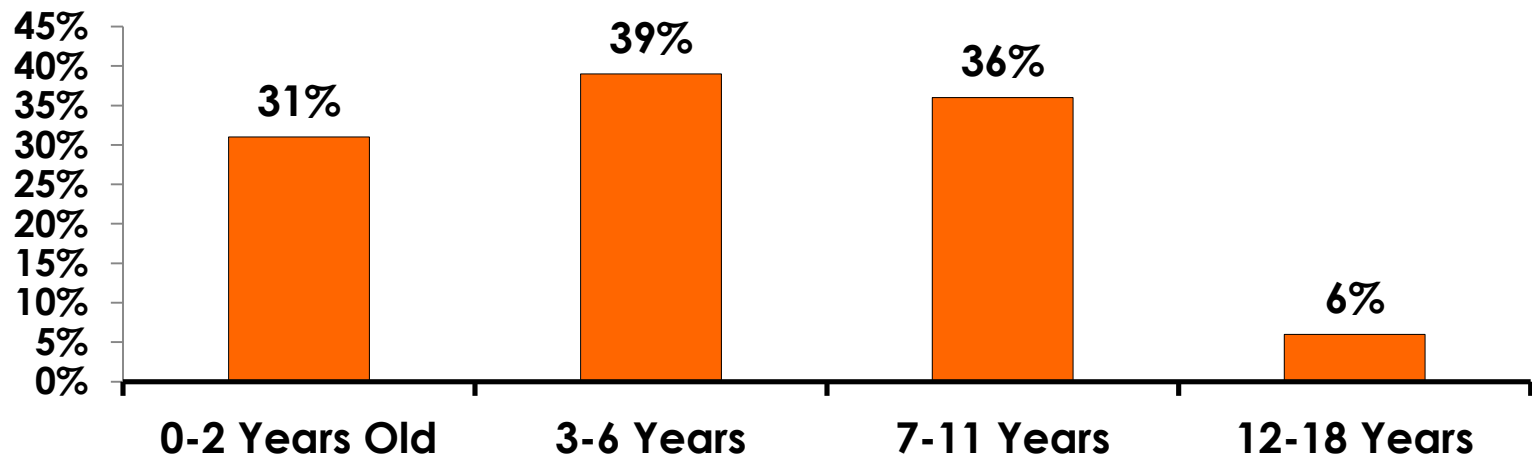
# Travel Companions



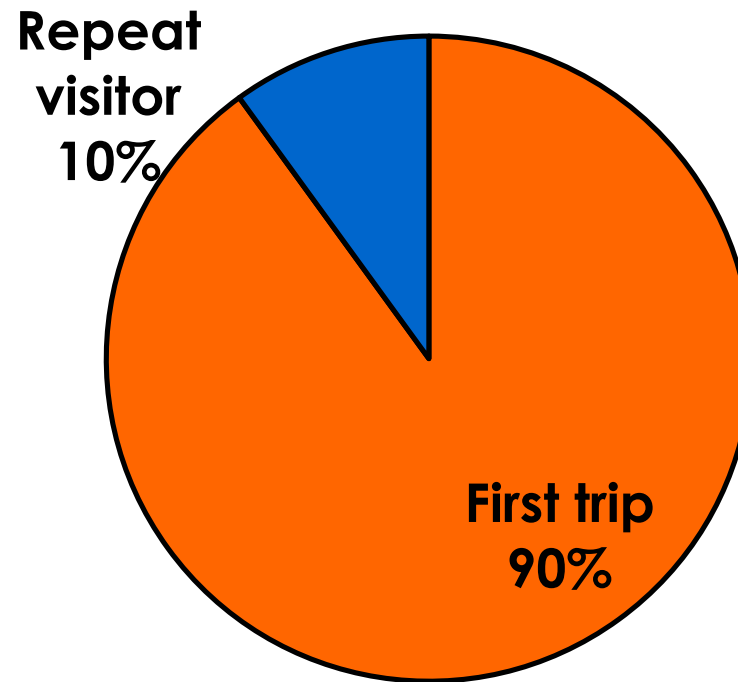
# Number of Children Travel Party

N=111 total respondents traveling with children.

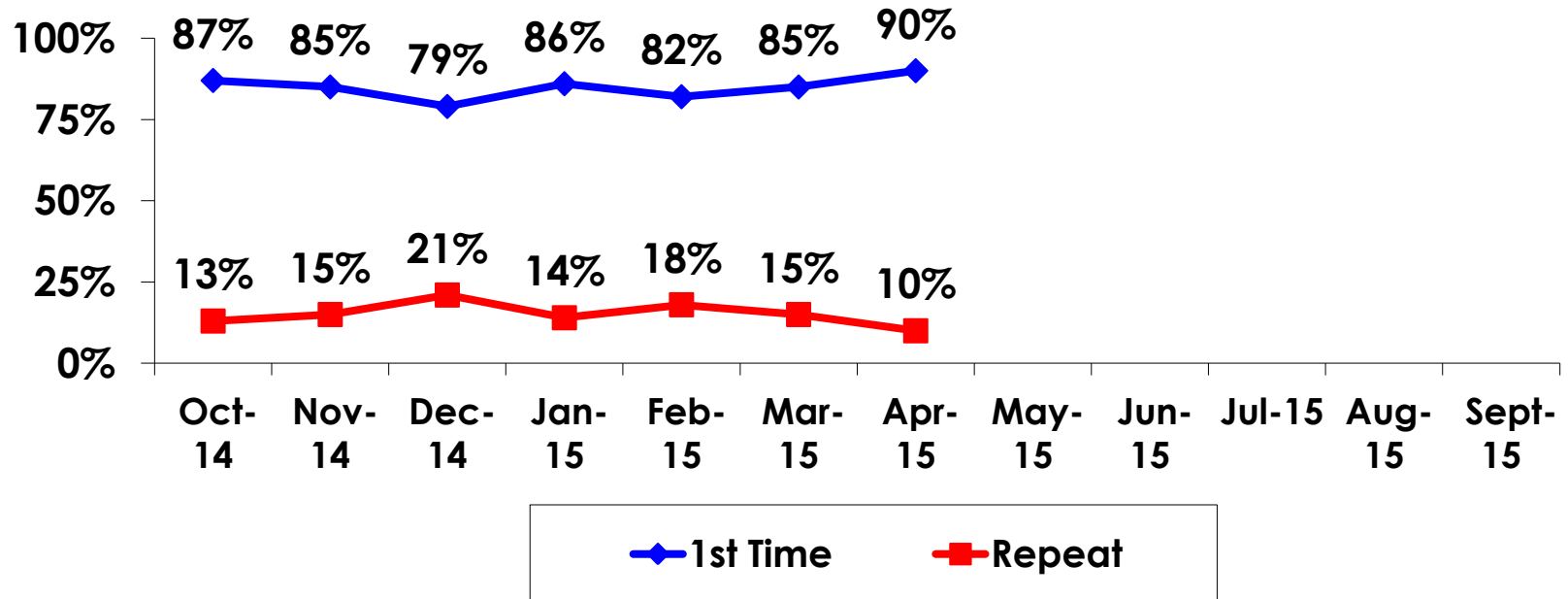
(Of those N=111 respondents, there is a total of 140 children 18 years or younger)



# Prior Trips to Guam



# PRIOR TRIPS TO GUAM



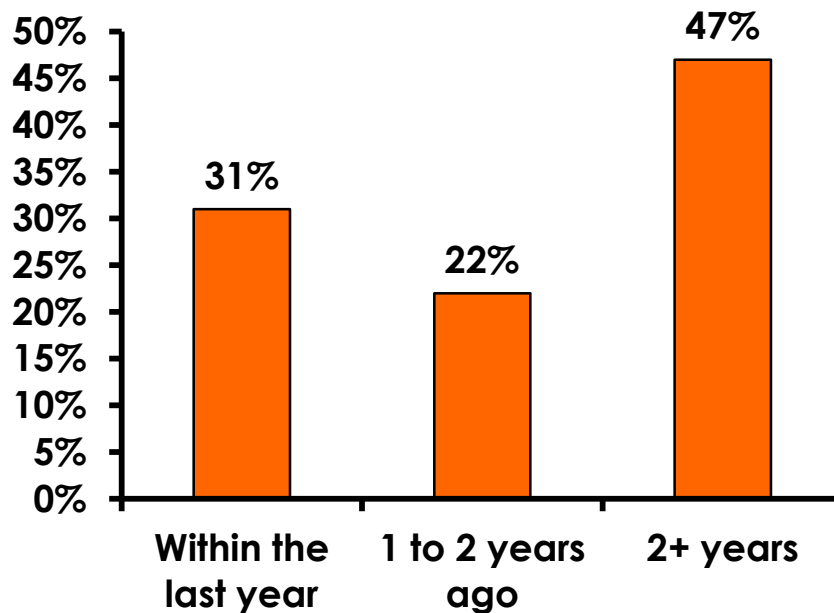
# Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM		
			-	1st	Repeat	
GENDER	Male	Count	176	162	14	
		Column N %	50%	52%	39%	
	Female	Count	174	152	22	
		Column N %	50%	48%	61%	
	Total	Count	350	314	36	
AGE	18-24	Count	10	9	1	
		Column N %	3%	3%	3%	
	25-34	Count	194	177	17	
		Column N %	55%	56%	47%	
	35-49	Count	133	116	17	
		Column N %	38%	37%	47%	
	50+	Count	13	12	1	
		Column N %	4%	4%	3%	
		Total	Count	350	314	36



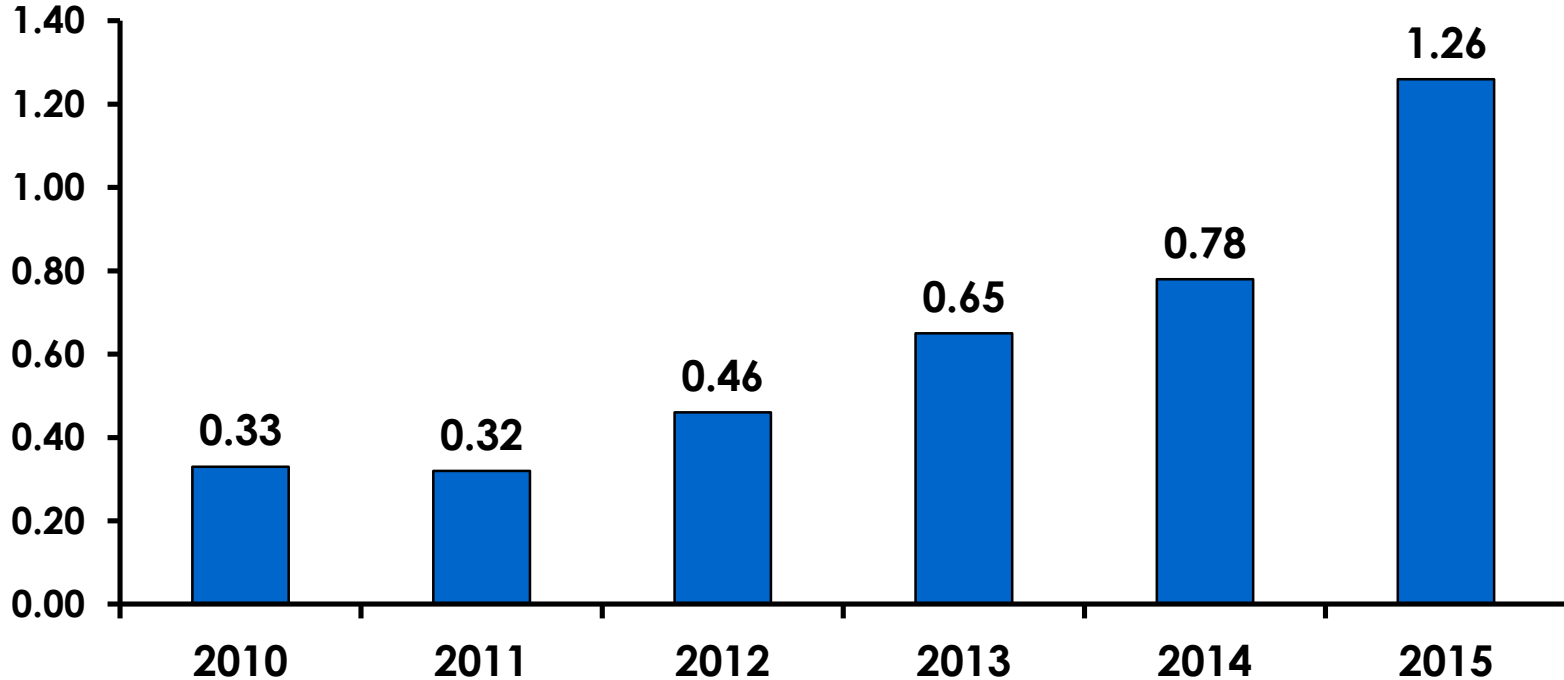
# Repeat Visitors Last Trip

n = 36



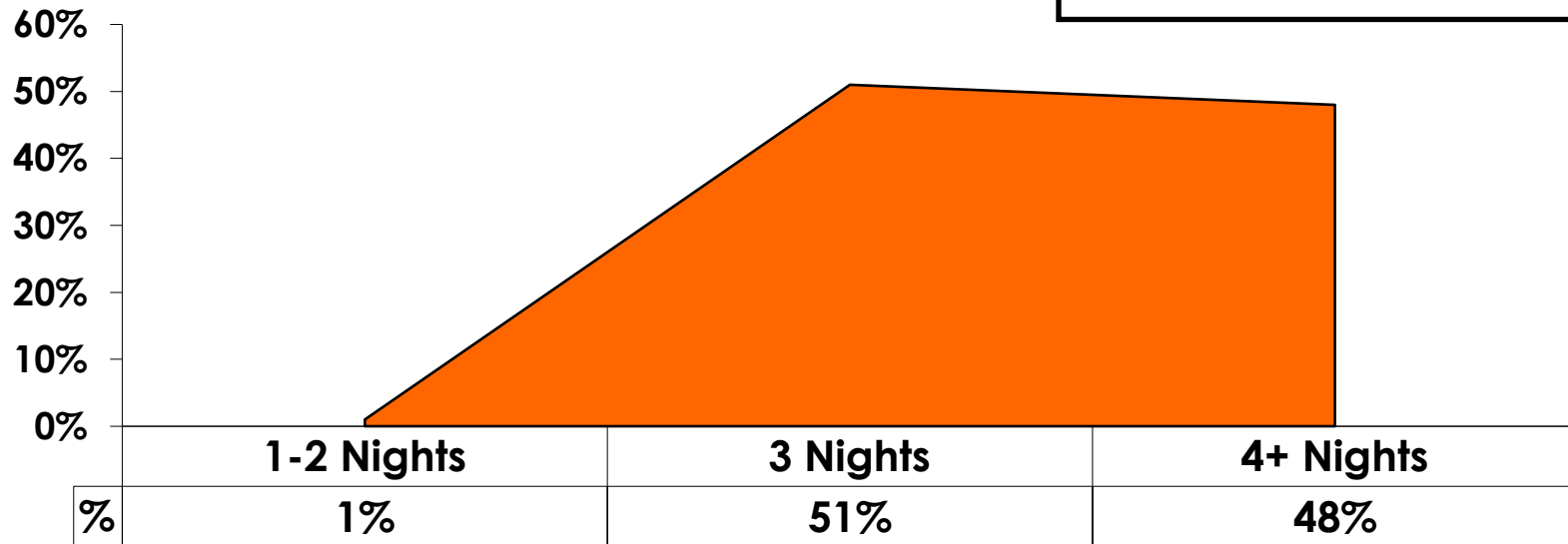
- The average repeat visitor has been to Guam 1.75 times.

# Average Number Overnight Trips (2010-2015) (2 nights or more)

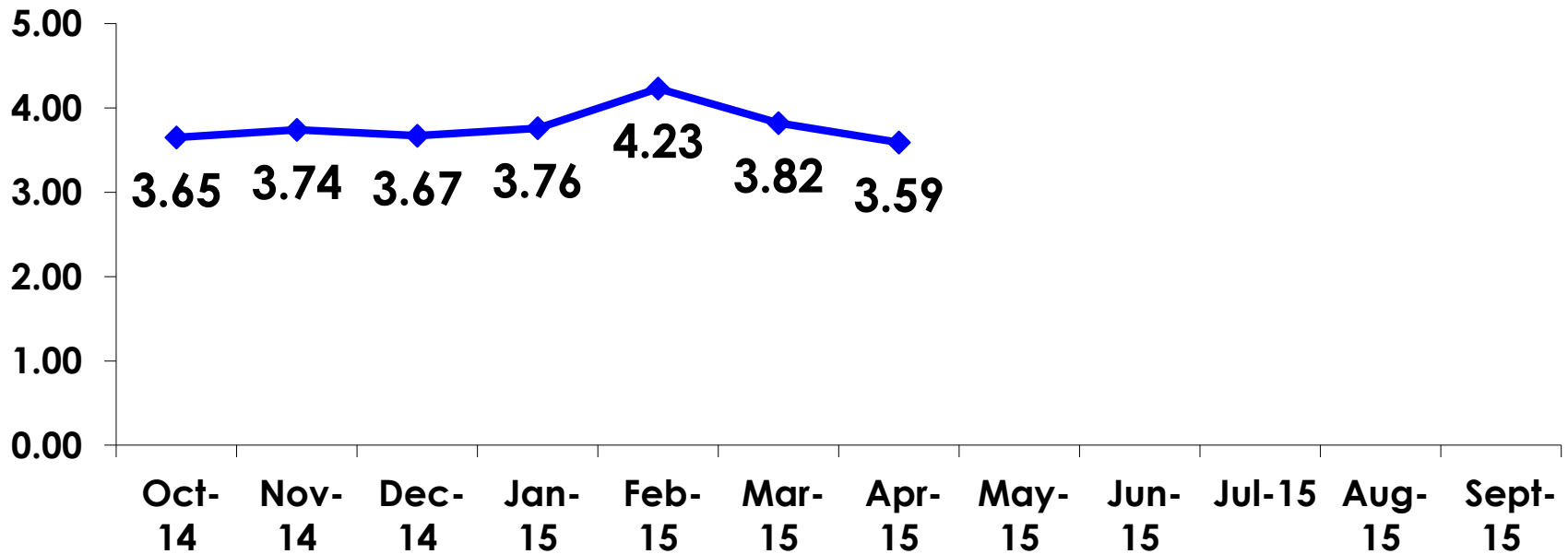


# Length of Stay

Mean = 3.59 Days  
Median = 3.0 Days



# AVG LENGTH OF STAY

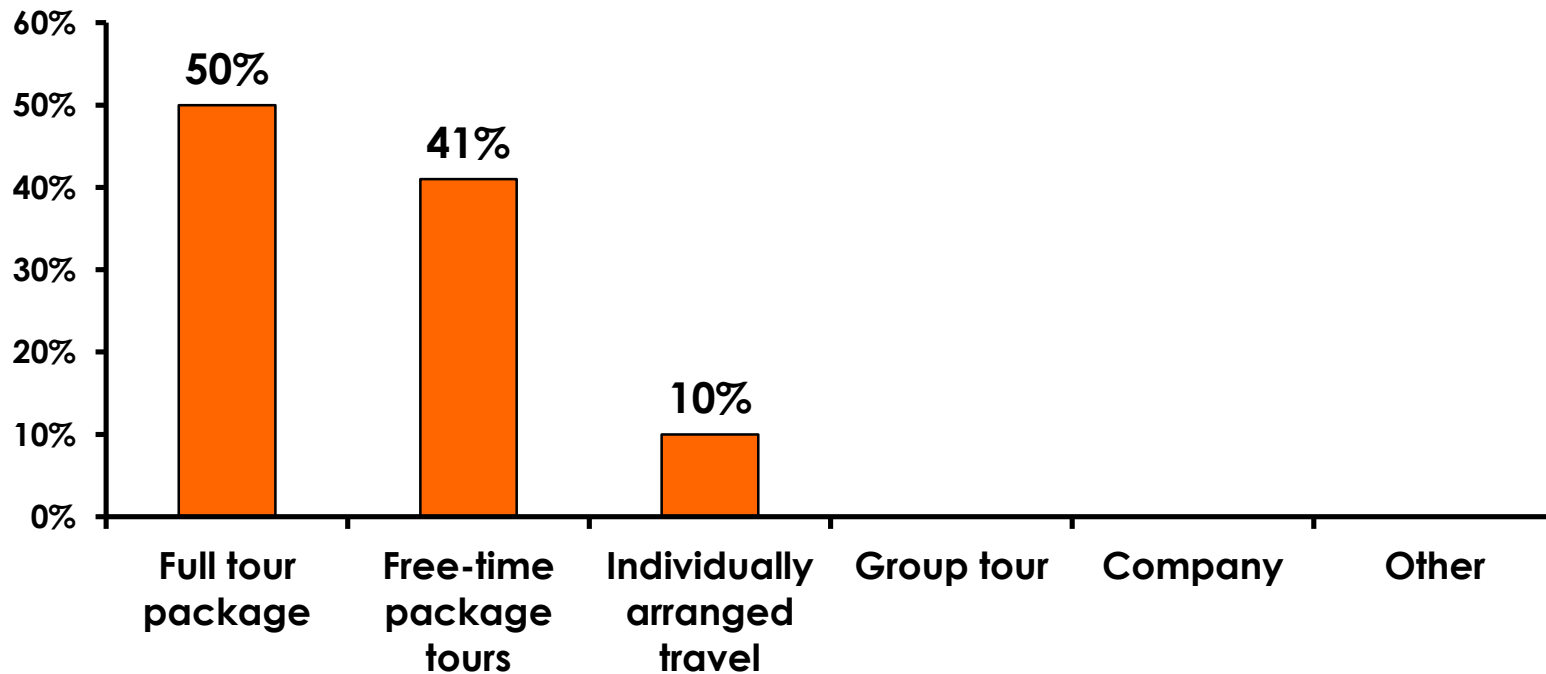


# Occupation by Income

		TOTAL	Q26							No Income	
		-	<KW12.0M	KW12.0M-KW24.0M	KW24.0M-KW36.0M	KW36.0M-KW48.0M	KW48.0M-KW60.0M	KW60.0M-KW72.0M	KW72.0M+		
Q25	White Collar Office Worker	22%		17%	30%	32%	21%	16%	27%		
	Self-employed	20%		17%	20%	14%	25%	28%	19%		
	Professional/ Specialist/ Tech	12%	20%	17%	10%	14%	12%	13%	22%		
	Service worker/ Private hse worker	9%		17%	10%	5%	8%	16%	8%		
	Housewife/ Homemaker	7%		17%		5%	3%	1%	11%		
	Manager/ Admin	6%	20%		17%	3%	10%	1%			
	Professor/ Teacher/ After-school	5%				3%	3%	14%	5%		
	Student	4%			3%					100%	
	Sales worker/ Clerical	3%			7%	5%	4%				
	Freelancer	3%	20%			5%	1%	4%	3%		
	Skilled worker	2%				5%	4%		3%		
	Other	2%	40%	17%		3%	1%				
	Govt- Manager	2%					4%	3%			
	Govt- office worker non-mgr	1%			3%	5%	1%				
	Unemployed	1%					3%				
	Govt- Executive	1%					1%	1%	3%		
	Retired	0%									
	Farmer/ Forestry/ Fisherman	0%						1%			
	Total	Count	329	5	6	30	37	77	69	37	1

# SECTION 2 **TRAVEL PLANNING**

# Travel Planning - Overall



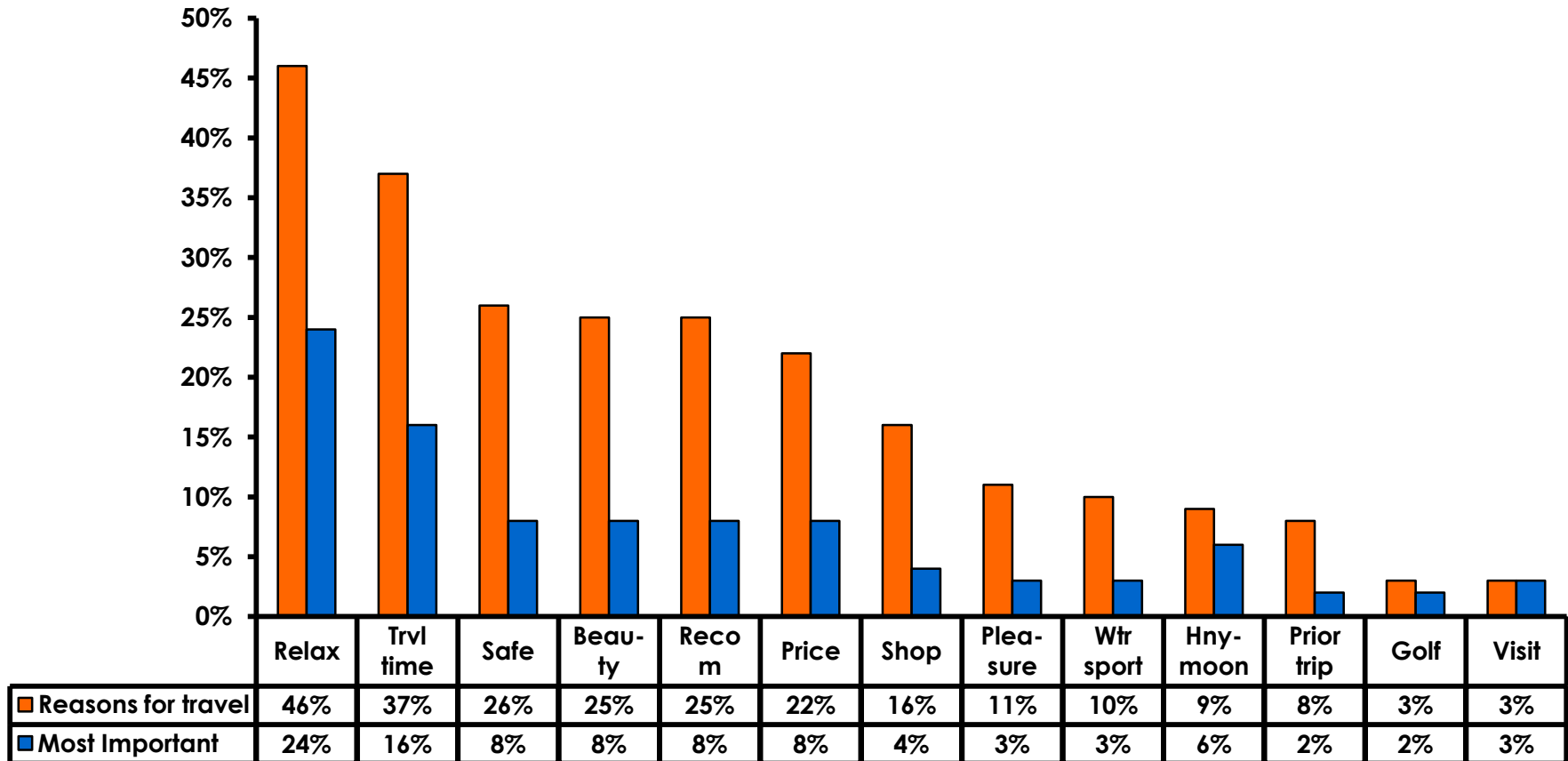
# Accommodation by Income

Average length of stay: 3.59 days

	TOTAL	Q26								
		-	<KW12.0M	KW12.0M-KW24.0M	KW24.0M-KW36.0M	KW36.0M-KW48.0M	KW48.0M-KW60.0M	KW60.0M-KW72.0M	KW72.0M+	No Income
Q9										
PIC Club	29%	20%	25%	17%	24%	40%	39%	41%		
Hyatt Regency Guam	13%	20%	13%	7%	11%	14%	14%	16%		
Lotte Hotel Guam	11%			3%	11%	16%	13%	3%		
Hotel Nikko Guam	9%	20%		13%	8%	6%	9%	3%		
Westin Resort Guam	7%	20%		3%		9%	10%	5%	100%	
Hilton Guam Resort	5%		13%	3%	8%	5%	6%	8%		
Sheraton Laguna Guam	5%			10%	11%	1%	3%	11%		
Outrigger Guam Resort	5%			20%	5%	1%		3%		
Onward Beach Resort	4%			7%	8%	4%	3%	5%		
Home stay/ friend/ relative	2%					1%		3%		
Guam Plaza Hotel	2%	20%	25%	3%			1%			
Guam Reef & Olive Spa	2%		13%	7%	8%					
Holiday Resort Guam	1%				3%		1%			
Leo Palace Resort	1%					1%		3%		
Royal Orchid Guam	1%			3%						
Bayview Hotel	1%		13%		3%					
Fiesta Resort Guam	1%					1%				
Pacific Star Resort & Spa	1%					1%	1%			
Verona Resort & Spa	0%			3%						
Oceanview Hotel	0%									
Total	Count	349	5	8	30	37	81	70	37	1



# Travel Motivation - Top Responses



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# Most Important Reason for Choosing Guam

- Relaxation
- Short travel time
- Guam's natural beauty/ beaches
- Safe destination

are the primary reasons for visiting during this period.

# Motivation by Age & Gender

		TOTAL	AGE				GENDER		
		-	18-24	25-34	35-49	50+	Male	Female	
Q5A	Relax	46%	10%	39%	60%	38%	45%	48%	
	Short travel time	37%	30%	38%	36%	46%	34%	40%	
	Safe	26%	30%	19%	31%	69%	26%	26%	
	Natural beauty	25%	30%	25%	26%	15%	23%	28%	
	Recomm- friend/family/trvl agnt	25%	10%	25%	26%	31%	21%	29%	
	Price	22%	40%	25%	14%	38%	20%	24%	
	Shopping	16%	10%	20%	11%	15%	12%	21%	
	Pleasure	11%		14%	8%	8%	9%	13%	
	Water sports	10%	10%	14%	7%		10%	10%	
	Honeymoon	9%	10%	15%	2%		10%	9%	
	Previous trip	8%	10%	6%	11%	8%	6%	10%	
	Golf	3%		3%	5%		3%	3%	
	Visit friends/ Relatives	3%	20%	4%	2%	8%	3%	3%	
	Scuba	3%		4%	2%		5%	1%	
	Company/ Business Trip	2%		2%	2%	8%	2%	2%	
	Other	1%		1%	2%	8%	2%	1%	
	Organized sports	1%		1%	2%		2%	1%	
	Married/ Attn wedding	1%		2%		8%	1%	1%	
	Company Sponsored	1%		1%	2%		2%	1%	
	Career Cert/ Testing	1%	10%	1%				1%	
	Total	Count	347	10	192	132	13	173	174

# Motivation by Income

		TOTAL	Q26								
		-	<KW12.0M	KW12.0M- KW24.0M	KW24.0M- KW36.0M	KW36.0M- KW48.0M	KW48.0M- KW60.0M	KW60.0M- KW72.0M	KW72.0M+	No Income	
Q5A	Relax	46%	60%	75%	39%	46%	58%	61%	54%		
	Short travel time	37%		13%	35%	51%	40%	29%	38%	100%	
	Safe	26%	20%	13%	19%	27%	21%	22%	24%		
	Natural beauty	25%	40%	38%	42%	27%	22%	25%	46%		
	Recomm- friend/family/trvl agnt	25%	40%		10%	24%	33%	33%	22%		
	Price	22%	20%	38%	19%	19%	16%	19%	5%		
	Shopping	16%	40%	25%	23%	30%	12%	4%	22%	100%	
	Pleasure	11%	20%		13%	8%	11%	10%	14%		
	Water sports	10%		25%	13%	14%	10%	6%	8%		
	Honeymoon	9%	20%	13%	32%	19%	6%	6%	5%		
	Previous trip	8%			3%	8%	6%	1%	16%	100%	
	Golf	3%				3%	4%	1%	5%		
	Visit friends/ Relatives	3%			3%		2%		3%		
	Scuba	3%				3%	2%	1%	3%		
	Company/ Business Trip	2%						3%	3%		
	Other	1%				5%	1%		3%		
	Organized sports	1%				3%		1%	3%		
	Married/ Attn wedding	1%					1%	1%			
	Company Sponsored	1%				3%					
	Career Cert/ Testing	1%									
	Total	Count	347	5	8	31	37	81	69	37	1

# SECTION 3 **EXPENDITURES**

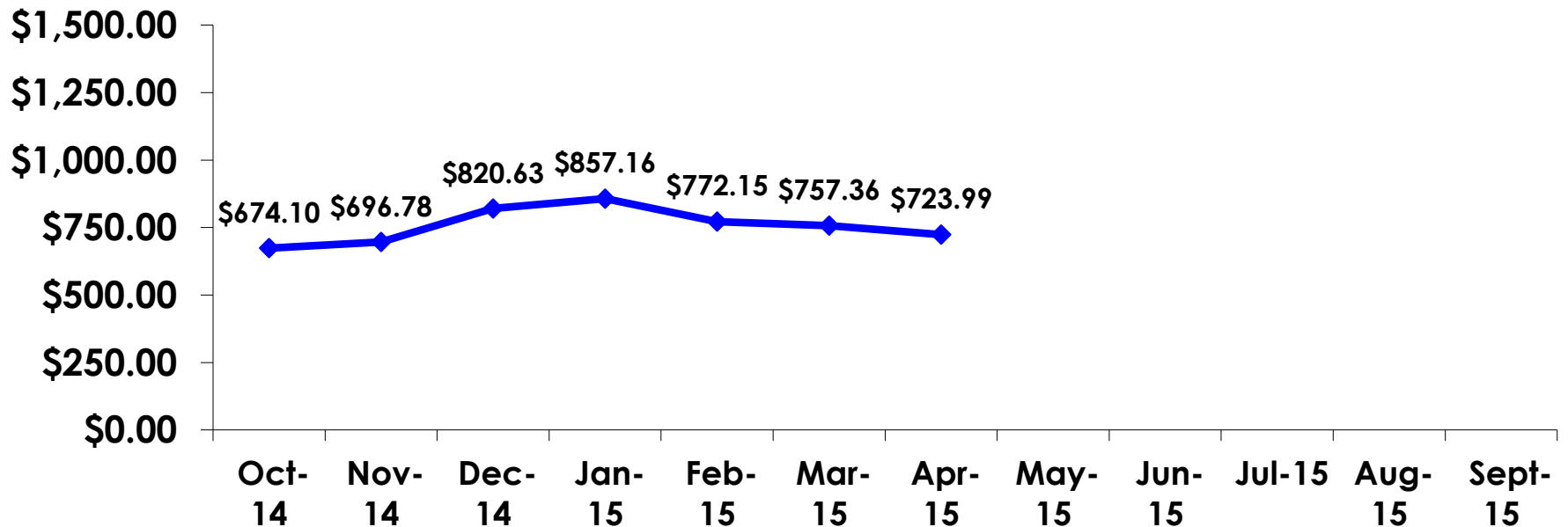
# Prepaid Expenditures

**KW 1,088.58/US\$1**

- \$1,977.51 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$11,024 = maximum (highest amount recorded for the entire sample)
- \$723.99 = overall mean average per person prepaid expenditures

# PREPAID EXPENDITURES

## Per Person



YTD=\$757.55

# Breakdown of Prepaid Expenditures

## KW 1,088.58=\$1

(Filter: Only those who responded/  
Per Travel Party)

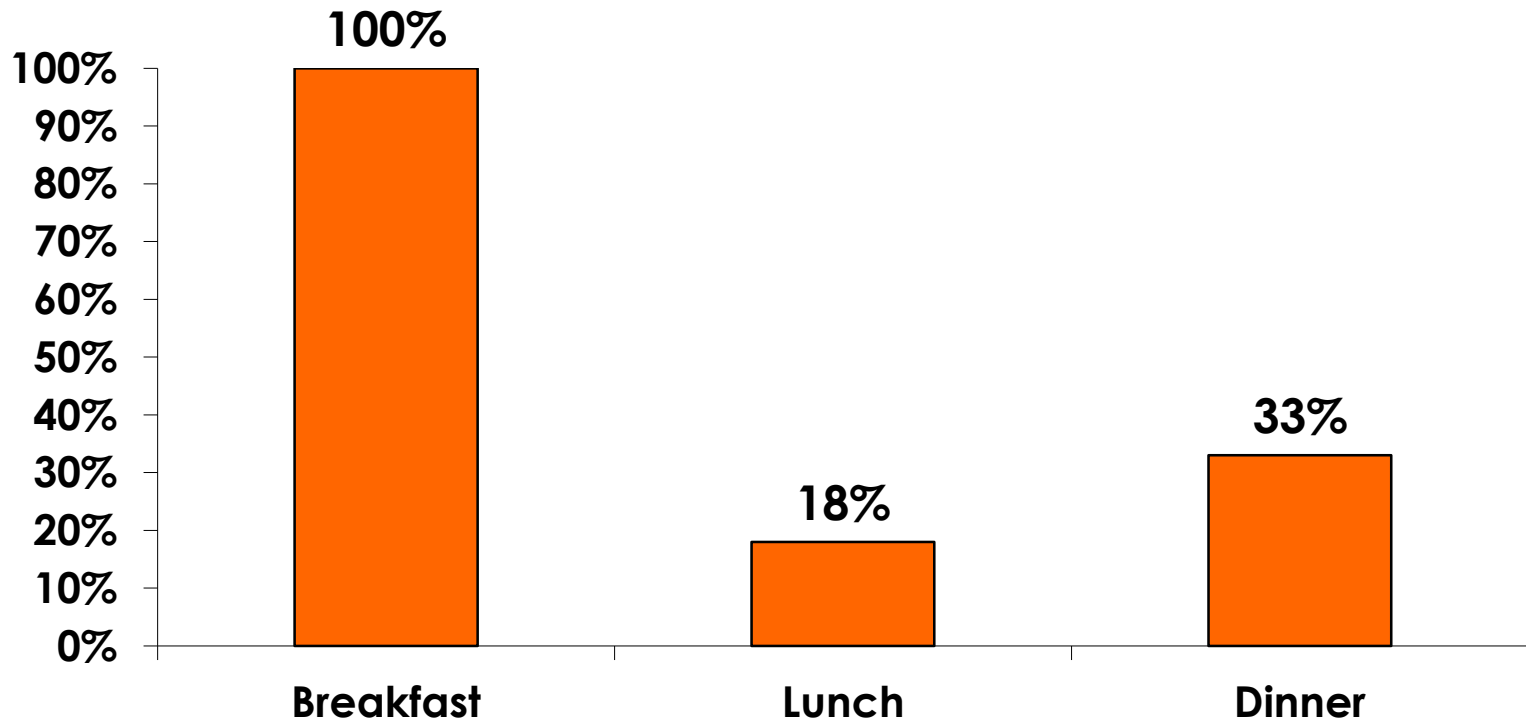
	MEAN \$
Air & Accommodation package only	\$2,271.58
Air & Accommodation w/ daily meal package	\$3,023.27
Air only	\$920.60
Accommodation only	\$667.03
Accommodation w/ daily meal only	\$183.73
Food & Beverages in Hotel	\$-
Ground transportation – Korea	\$97.70
Ground transportation – Guam	\$-
Optional tours/ activities	\$206.69
Other expenses	\$387.22
<b>Total Prepaid</b>	<b>\$1,977.51</b>



# PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n=125

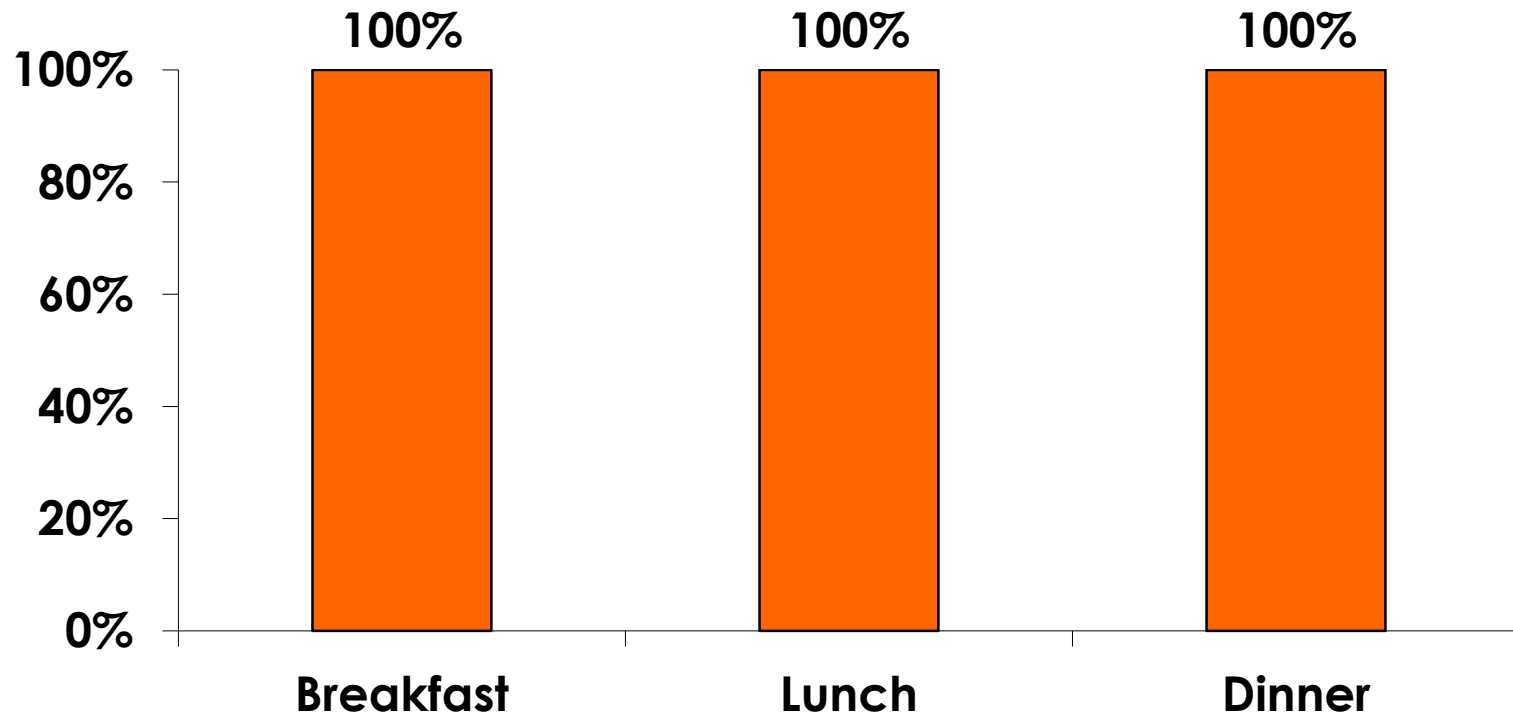


Mean=\$3,023.27 per travel party

# PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

N=1



Mean=\$183.73 per travel party

# PREPAID GROUND TRANSPORTATION

**n=x**



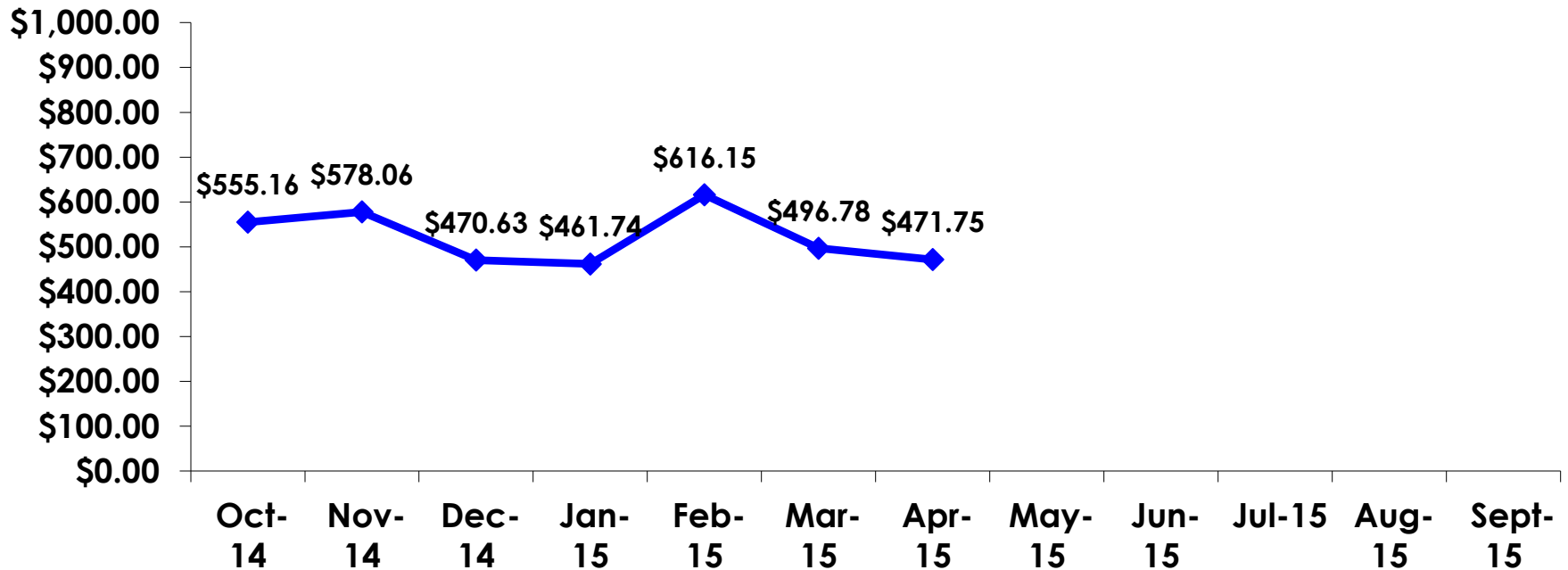
**Mean=\$xxx.xx per travel party**

# On-Island Expenditures

- \$1,118.99 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$7,564 = Maximum (highest amount recorded for the entire sample)
- \$471.75 = overall mean average per person on-island expenditure

# ON-ISLAND EXPENDITURES

## Per Person

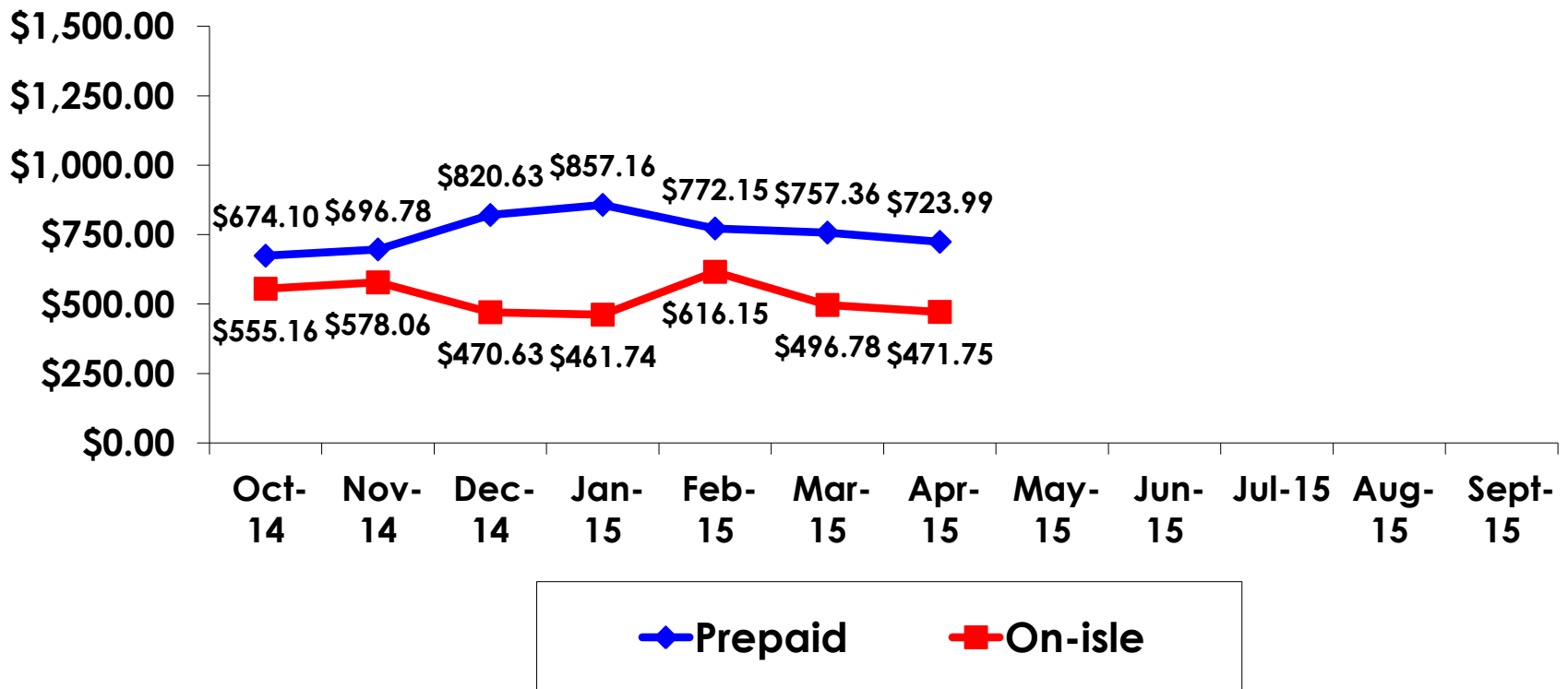


YTD = \$521.43

# PREPAID/ ON-ISLE EXPENDITURES – Per Person

Prepaid YTD = \$757.55

On-Isle YTD = \$521.43



# Total On-Island Expenditure by Gender & Age

		TOTAL	GENDER		GENDER							
			-	Male	Female	Male				Female		
		AGE				AGE						
		18-24				25-34	35-49	50+	18-24	25-34	35-49	50+
PER PERSON	Mean	\$471.75	\$476.24	\$467.22	\$830.00	\$451.29	\$471.42	\$671.88	\$607.14	\$494.54	\$350.99	\$1,080.00
	Median	\$400	\$395	\$400	\$600	\$300	\$388	\$600	\$800	\$400	\$273	\$950
	Minimum	\$0	\$0	\$0	\$390	\$0	\$0	\$0	\$30	\$0	\$0	\$700
	Maximum	\$2,400	\$2,000	\$2,400	\$1,500	\$1,700	\$2,000	\$1,125	\$950	\$2,400	\$1,550	\$1,850

# On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$33.31	\$47.10	\$19.36	\$30.00	\$41.49	\$22.56	\$23.85
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$23.94	\$25.71	\$22.16	\$13.00	\$20.08	\$30.71	\$20.77
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B RESTRNT	Mean	\$68.14	\$76.31	\$59.89	\$32.00	\$60.82	\$83.91	\$43.85
	Median	\$0	\$10	\$0	\$0	\$20	\$0	\$0
OPT TOUR	Mean	\$171.81	\$175.19	\$168.39	\$116.00	\$153.66	\$196.50	\$233.08
	Median	\$100	\$100	\$80	\$0	\$95	\$100	\$200
GIFT- SELF	Mean	\$206.54	\$226.62	\$186.22	\$122.00	\$164.64	\$256.00	\$390.77
	Median	\$50	\$50	\$45	\$0	\$20	\$100	\$400
GIFT- OTHER	Mean	\$168.57	\$175.28	\$161.78	\$100.00	\$138.71	\$187.59	\$472.31
	Median	\$0	\$30	\$0	\$0	\$30	\$0	\$390
TRANS	Mean	\$71.33	\$70.40	\$72.28	\$45.00	\$61.89	\$82.56	\$117.69
	Median	\$20	\$20	\$0	\$0	\$0	\$50	\$0
OTHER	Mean	\$368.51	\$381.94	\$354.91	\$953.00	\$292.98	\$407.05	\$651.54
	Median	\$60	\$51	\$100	\$685	\$50	\$100	\$530
TOTAL	Mean	\$1,118.99	\$1,183.45	\$1,053.79	\$1,411.00	\$942.99	\$1,265.39	\$2,023.08
	Median	\$800	\$845	\$800	\$1,050	\$700	\$1,000	\$1,600



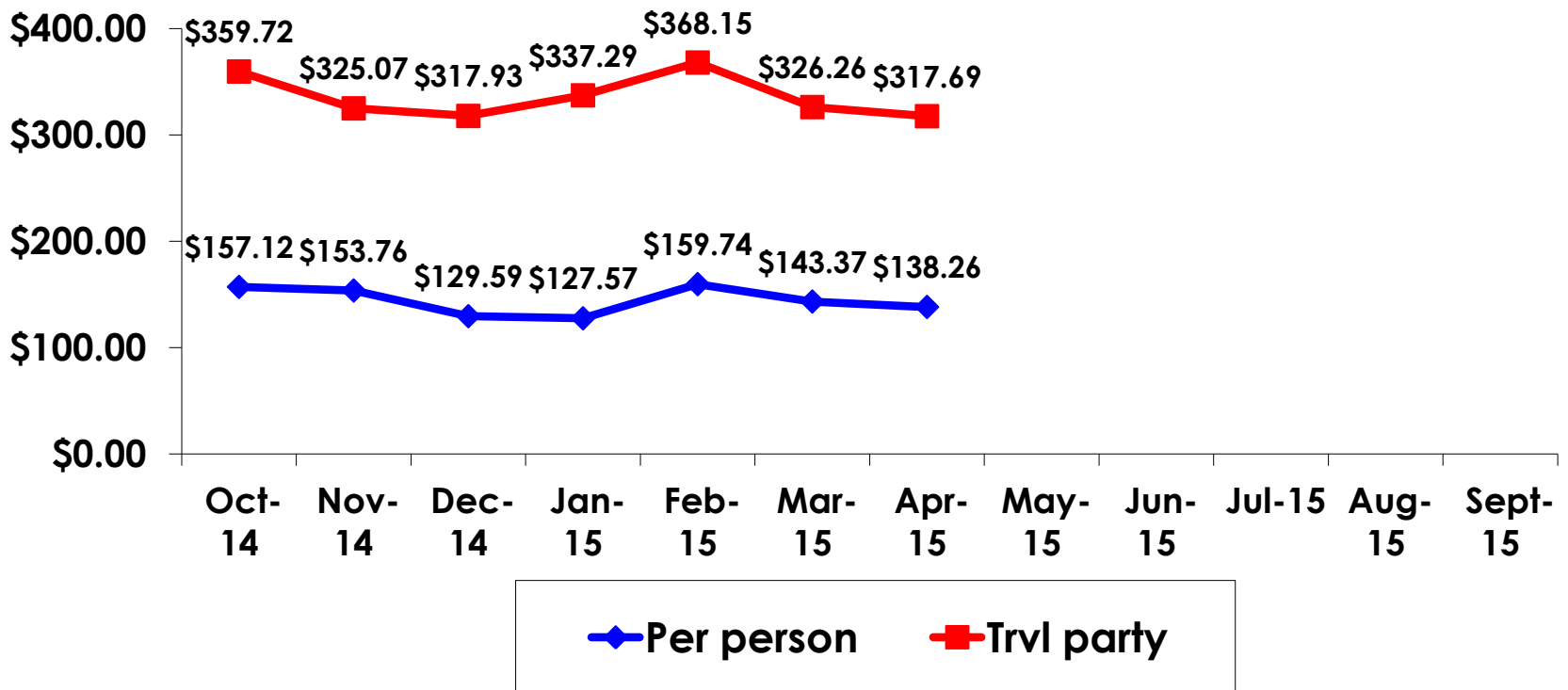
# On-Island Expenditures

## First time vs. Repeat

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$33.31	\$15.08	\$192.36
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$23.94	\$23.15	\$30.83
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$68.14	\$62.99	\$113.06
	Median	\$0	\$0	\$25
OPT TOUR	Mean	\$171.81	\$168.20	\$203.33
	Median	\$100	\$100	\$0
GIFT- SELF	Mean	\$206.54	\$199.20	\$270.56
	Median	\$50	\$50	\$25
GIFT- OTHER	Mean	\$168.57	\$161.53	\$230.00
	Median	\$0	\$15	\$0
TRANS	Mean	\$71.33	\$64.67	\$129.44
	Median	\$20	\$0	\$100
OTHER	Mean	\$368.51	\$343.10	\$590.14
	Median	\$60	\$51	\$125
TOTAL	Mean	\$1,118.99	\$1,045.72	\$1,758.06
	Median	\$800	\$800	\$1,650

# ON-ISLE EXPENDITURES – Per Day

YTD Per Person = \$144.16    YTD Travel Party = \$335.96

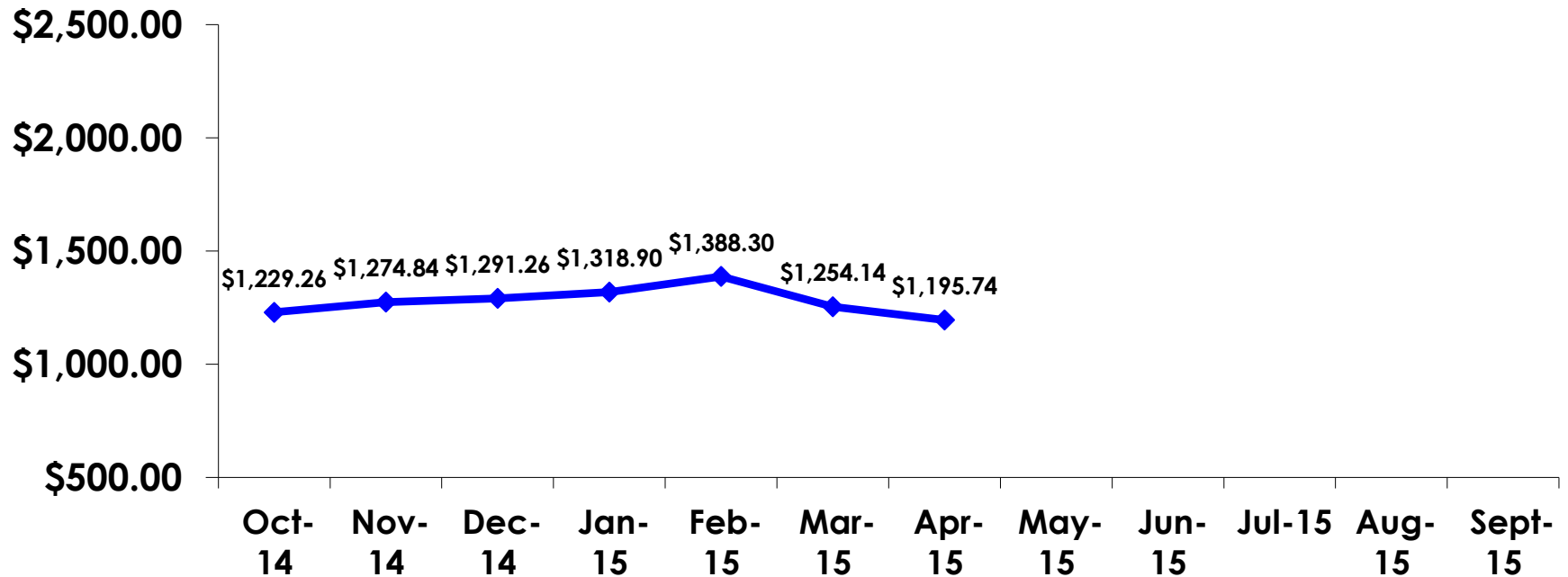


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# Total Expenditures Per Person (Prepaid & On-Island)

- \$1,195.74 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$5,891 = Maximum (highest amount recorded for the entire sample)

# TOTAL EXPENDITURES Per Person



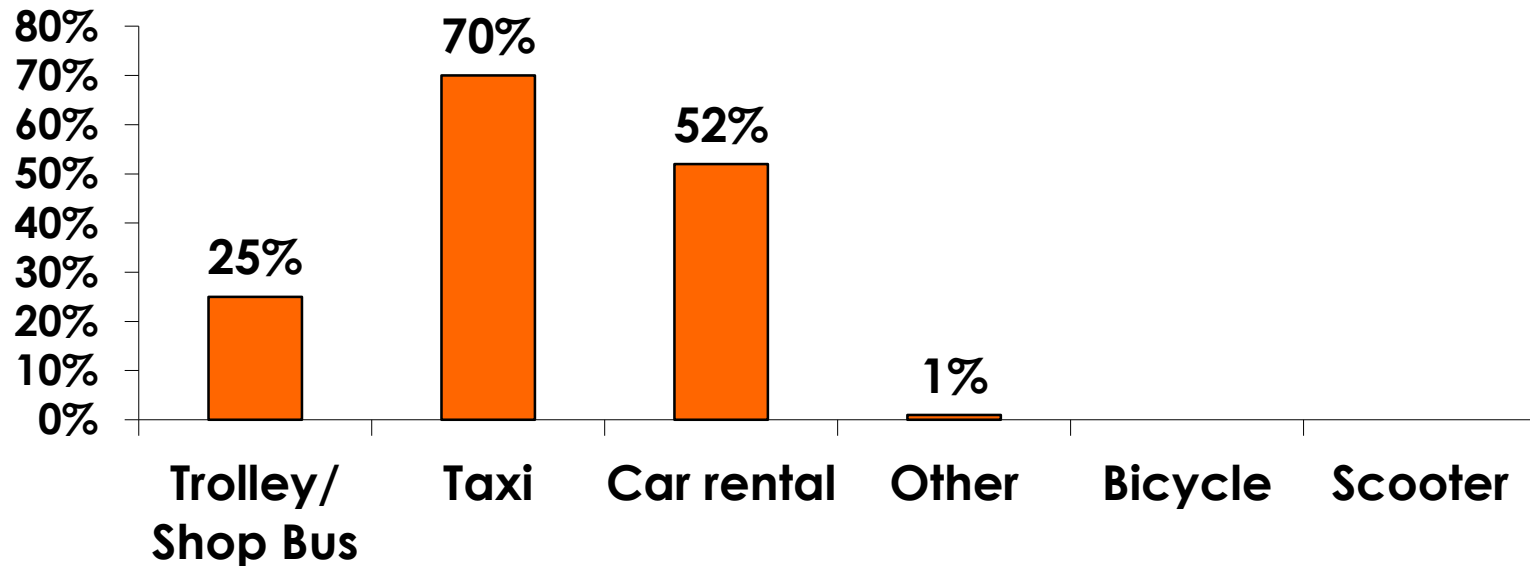
YTD=\$1,278.97

# Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$33.31
Food & beverage in fast food restaurant/convenience store	\$23.94
Food & beverage at restaurants or drinking establishments outside a hotel	\$68.14
Optional tours and activities	\$171.81
Gifts/ souvenirs for yourself/companions	\$206.54
Gifts/ souvenirs for friends/family at home	\$168.57
Local transportation	\$71.33
Other expenses not covered	\$368.51
<b>Average Total</b>	<b>\$1,118.99</b>

# Local Transportation

n=171



Mean=\$71.33 per travel party

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# Guam Airport Expenditures

- \$67.09 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$1,200 = Maximum (highest amount recorded for the entire sample)

# Breakdown of Airport Expenditures

	<b>MEAN \$</b>
<b>Food &amp; Beverages</b>	\$25.91
<b>Gifts/Souvenirs Self</b>	\$22.60
<b>Gifts/Souvenirs Others</b>	\$18.51
<b>Total</b>	<b>\$67.10</b>

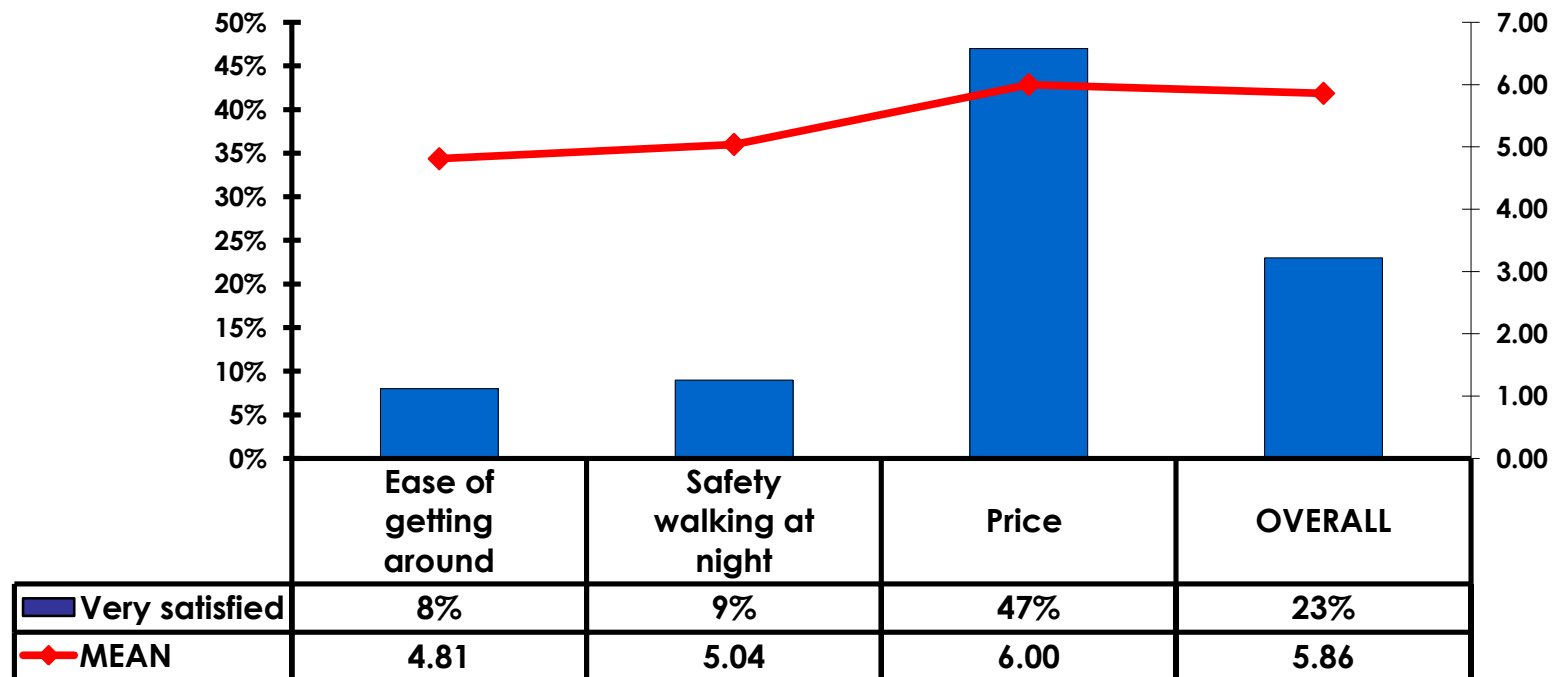


# SECTION 4 **VISITOR SATISFACTION**

# Satisfaction Scores Overall

7pt Rating Scale

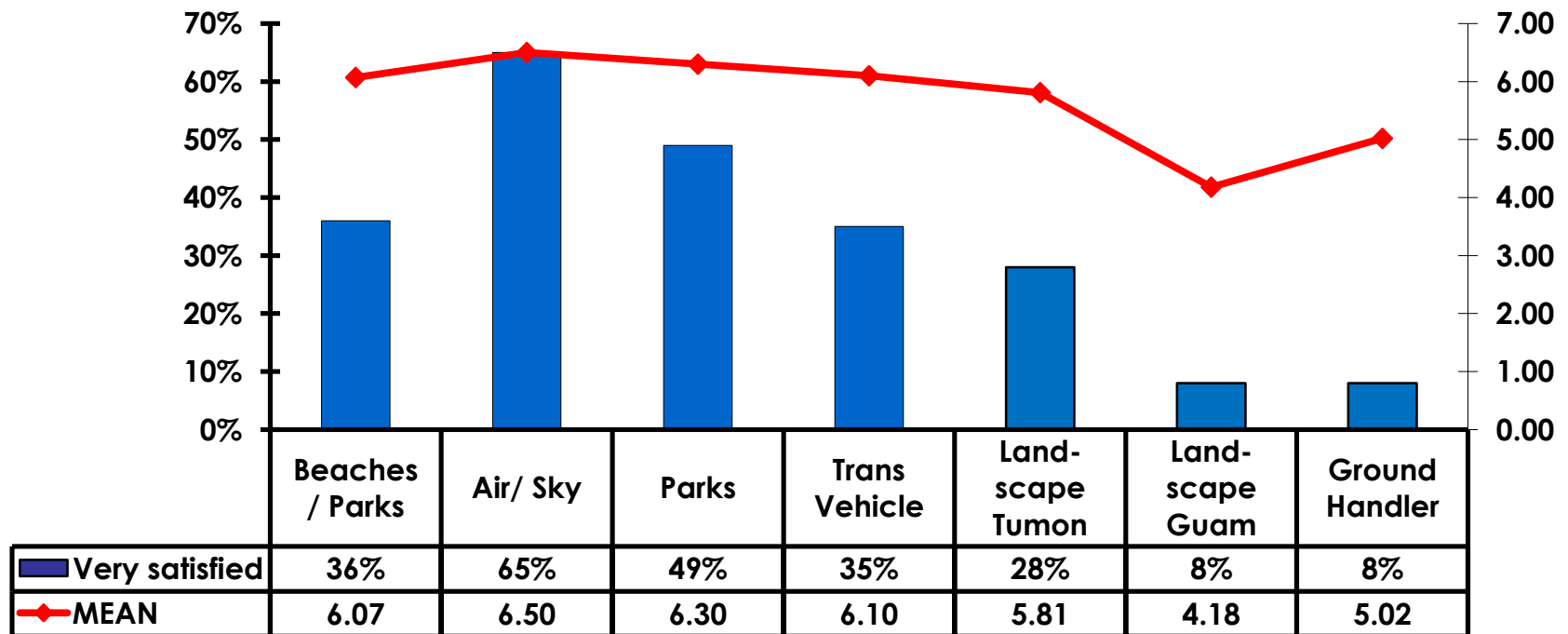
7=Very Satisfied/1=Very Dissatisfied



# Satisfaction Quality/ Cleanliness

7pt Rating Scale

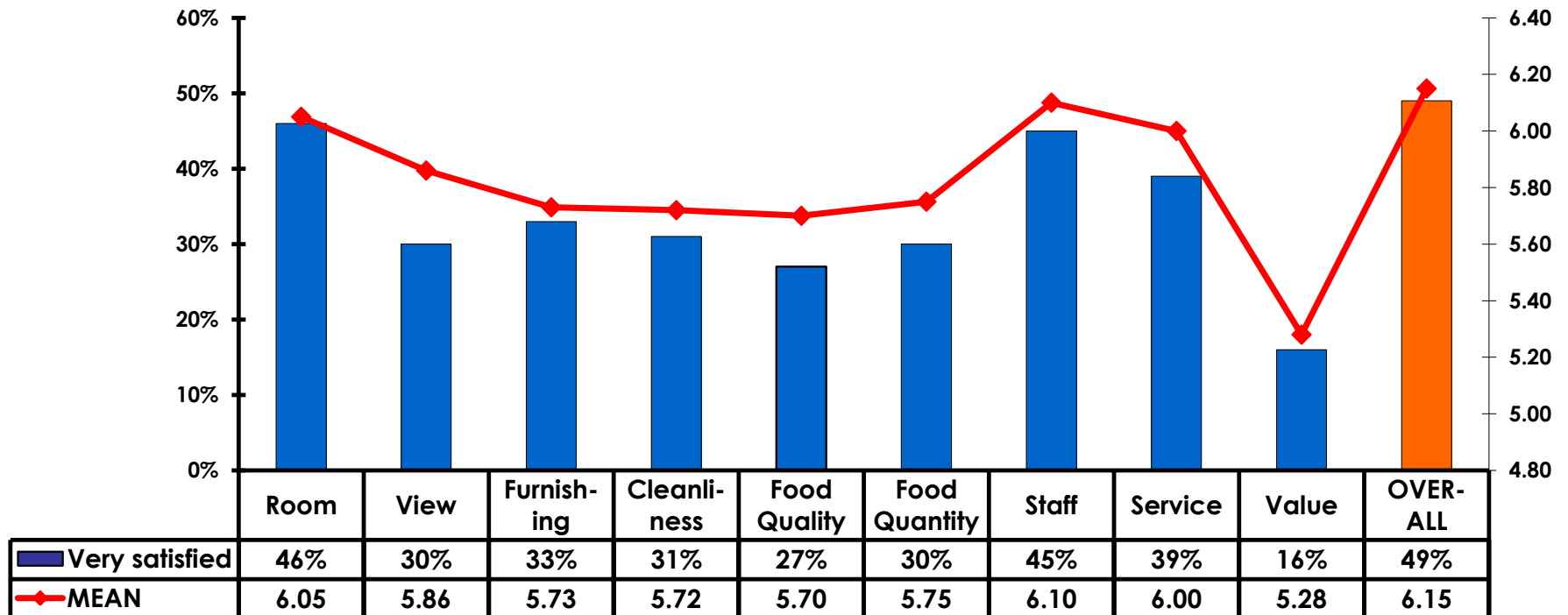
7=Very Satisfied/1=Very Dissatisfied



# Quality of Accommodations

7pt Rating Scale

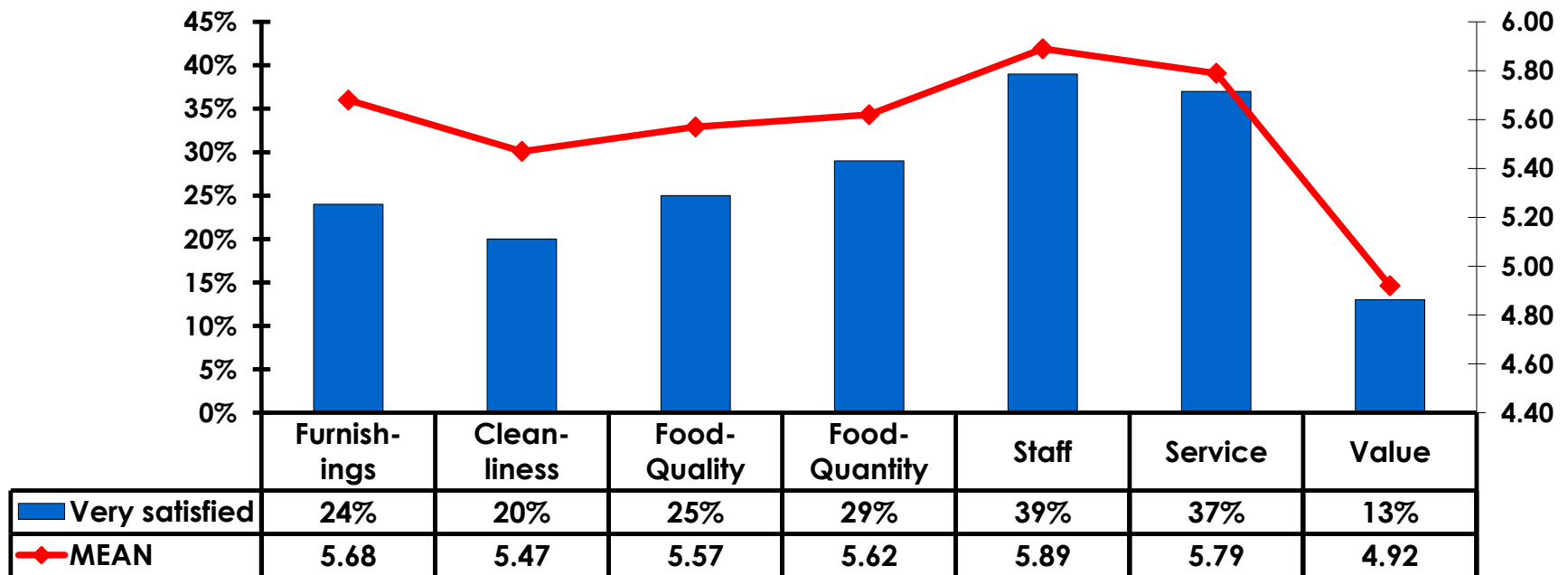
7=Very Satisfied/1=Very Dissatisfied



# Quality of Dining Experience

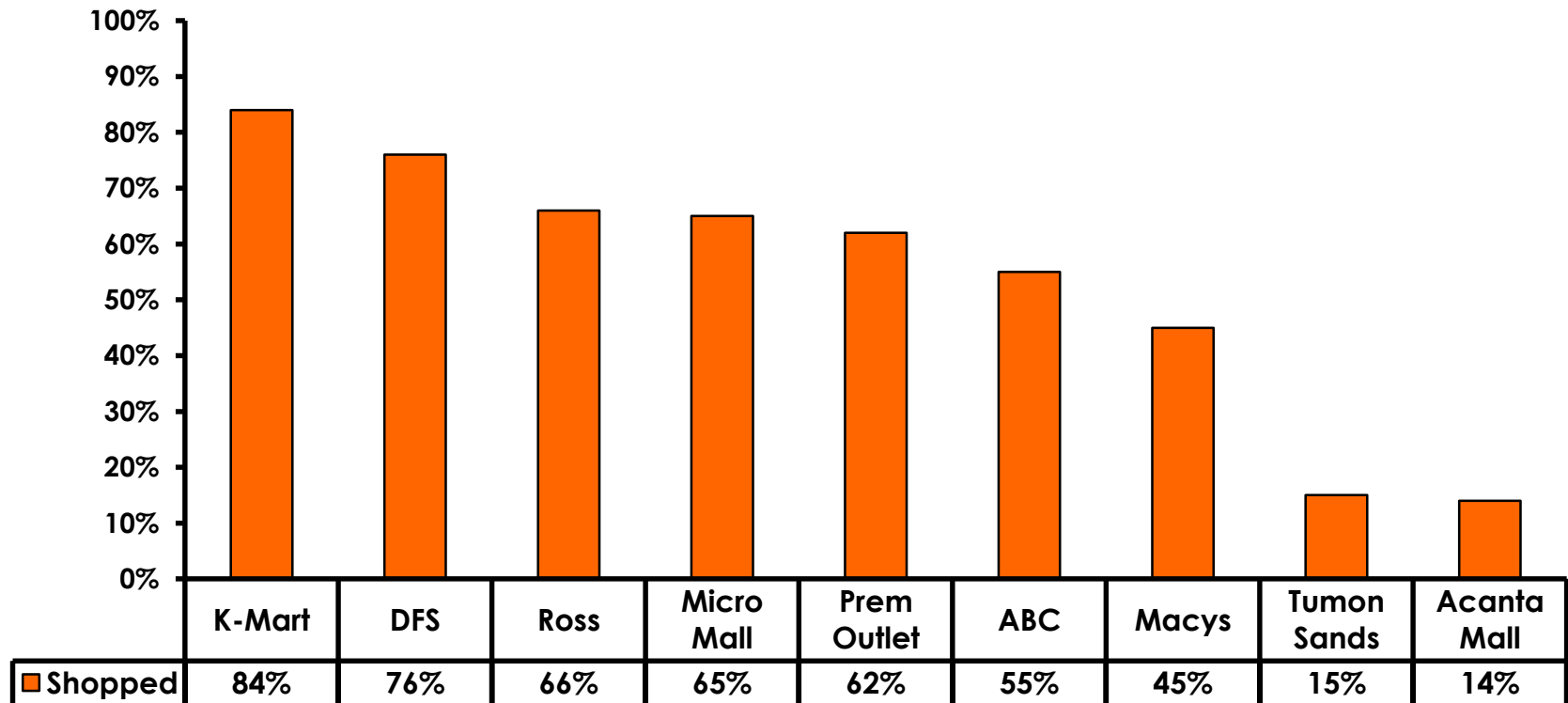
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Visits to Shopping Centers/Malls on Guam

## Top responses



# Satisfaction with Shopping

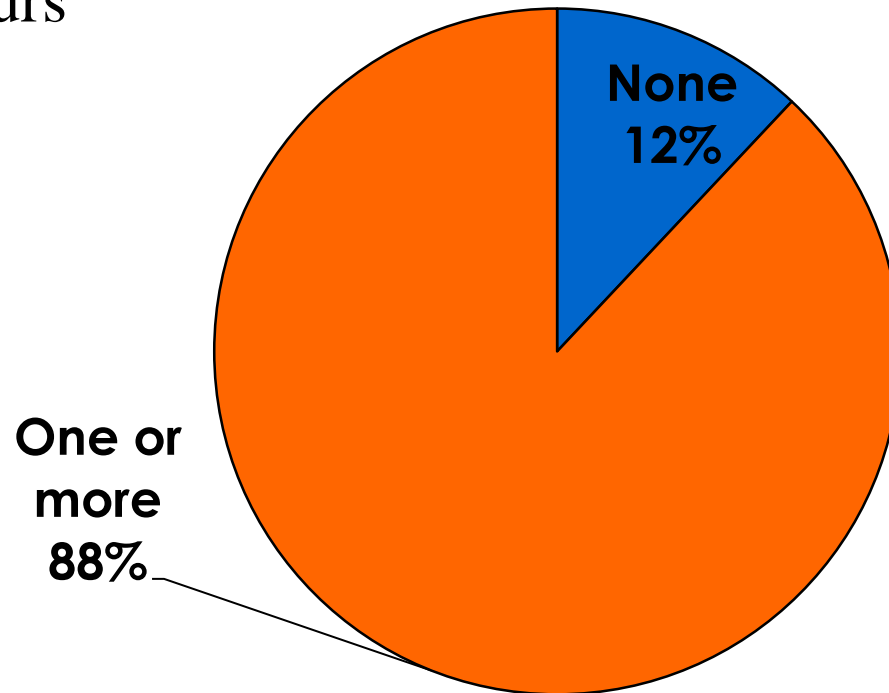
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = <b>82%</b>	Score of 6 to 7 = <b>83%</b>
Score of 4 to 5 = <b>15%</b>	Score of 4 to 5 = <b>13%</b>
Score 1 to 3 = <b>3%</b>	Score 1 to 3 = <b>3%</b>
<b>MEAN = 6.25</b>	<b>MEAN = 6.26</b>

# Optional Tour Participation

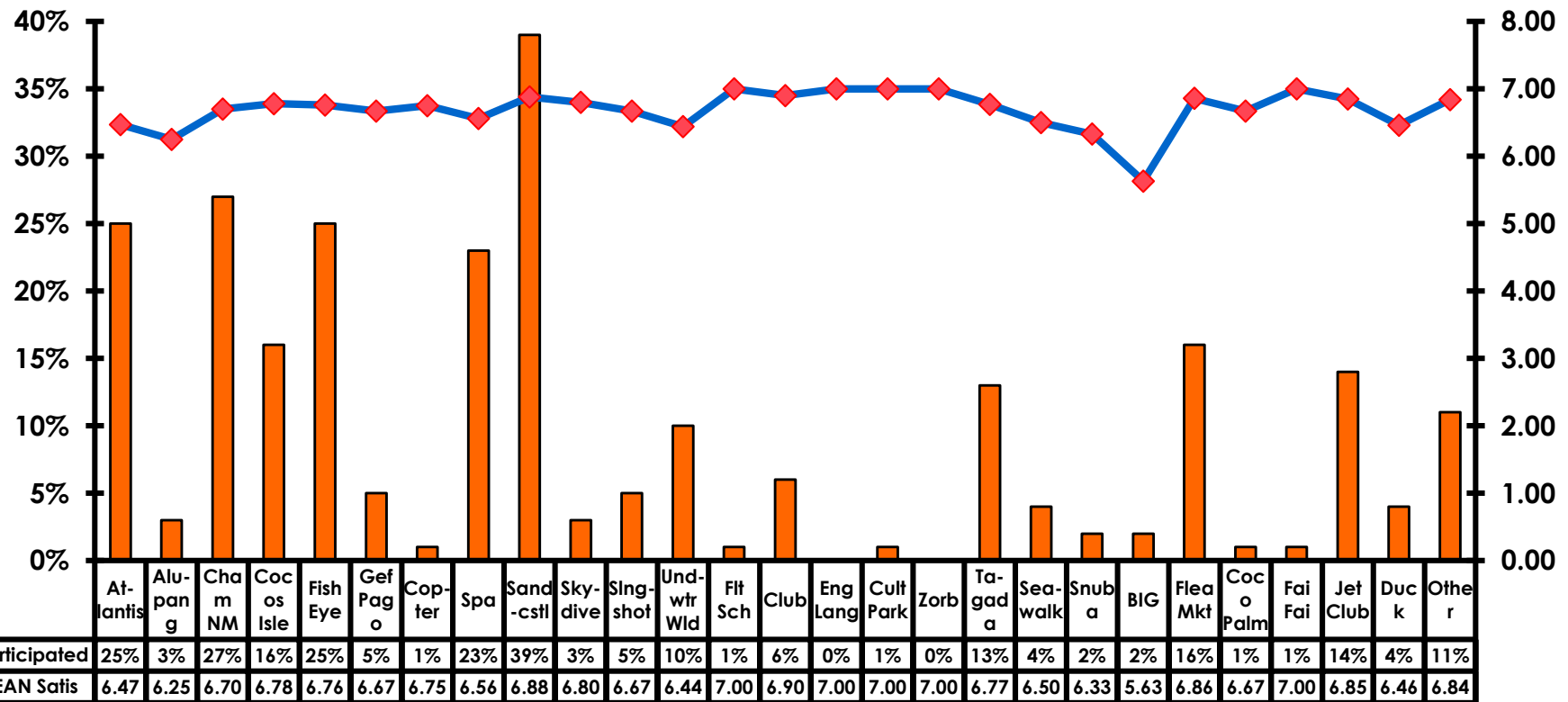
- Average number of tours participated in is 2.81





# Optional Tours

## Participation & Satisfaction



# Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Day Tour	Variety of Day Tour
Score of 6 to 7 = <b>50%</b>	Score of 6 to 7 = <b>50%</b>
Score of 4 to 5 = <b>46%</b>	Score of 4 to 5 = <b>46%</b>
Score 1 to 3 = <b>4%</b>	Score 1 to 3 = <b>5%</b>
<b>MEAN = 5.31</b>	<b>MEAN = 5.31</b>

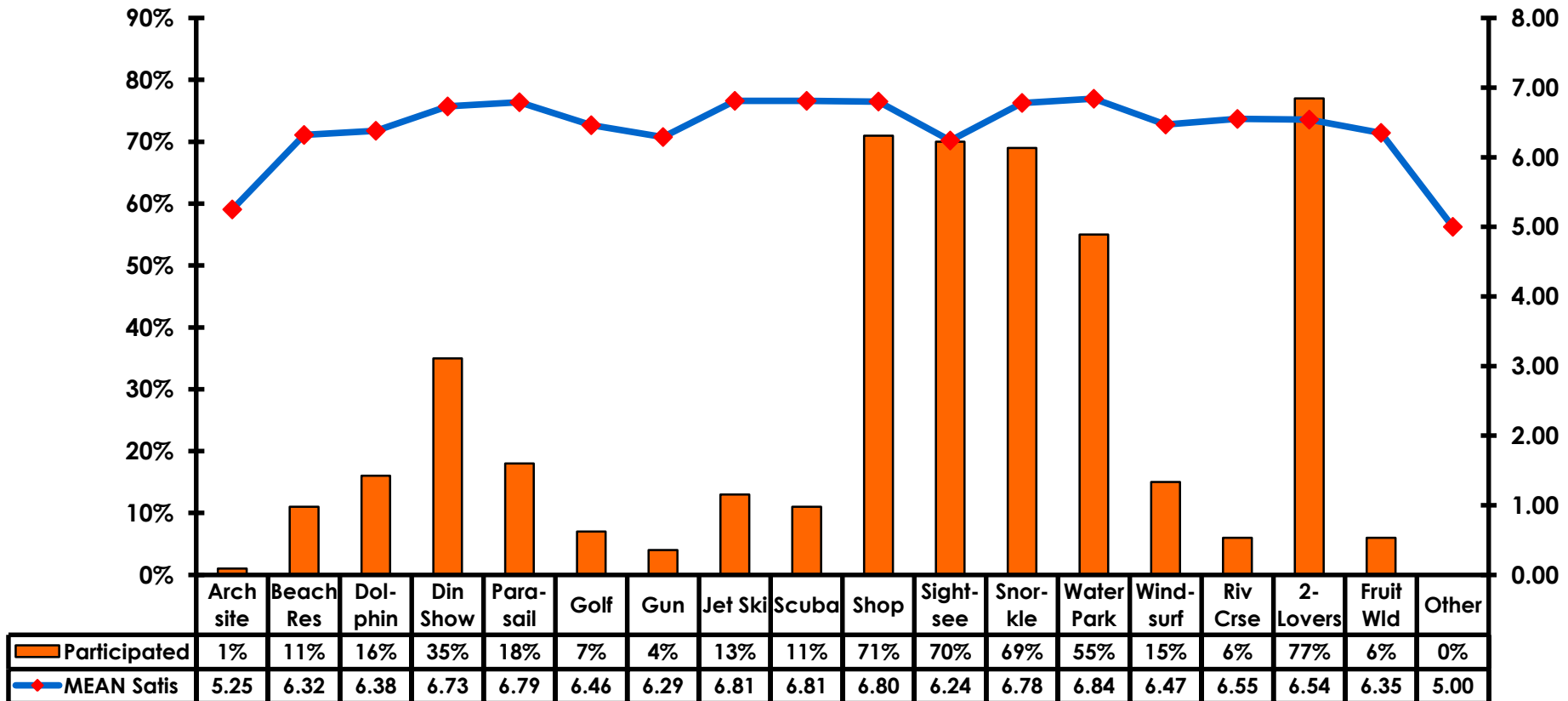
# Night Tours Satisfaction

7pt Rating Scale

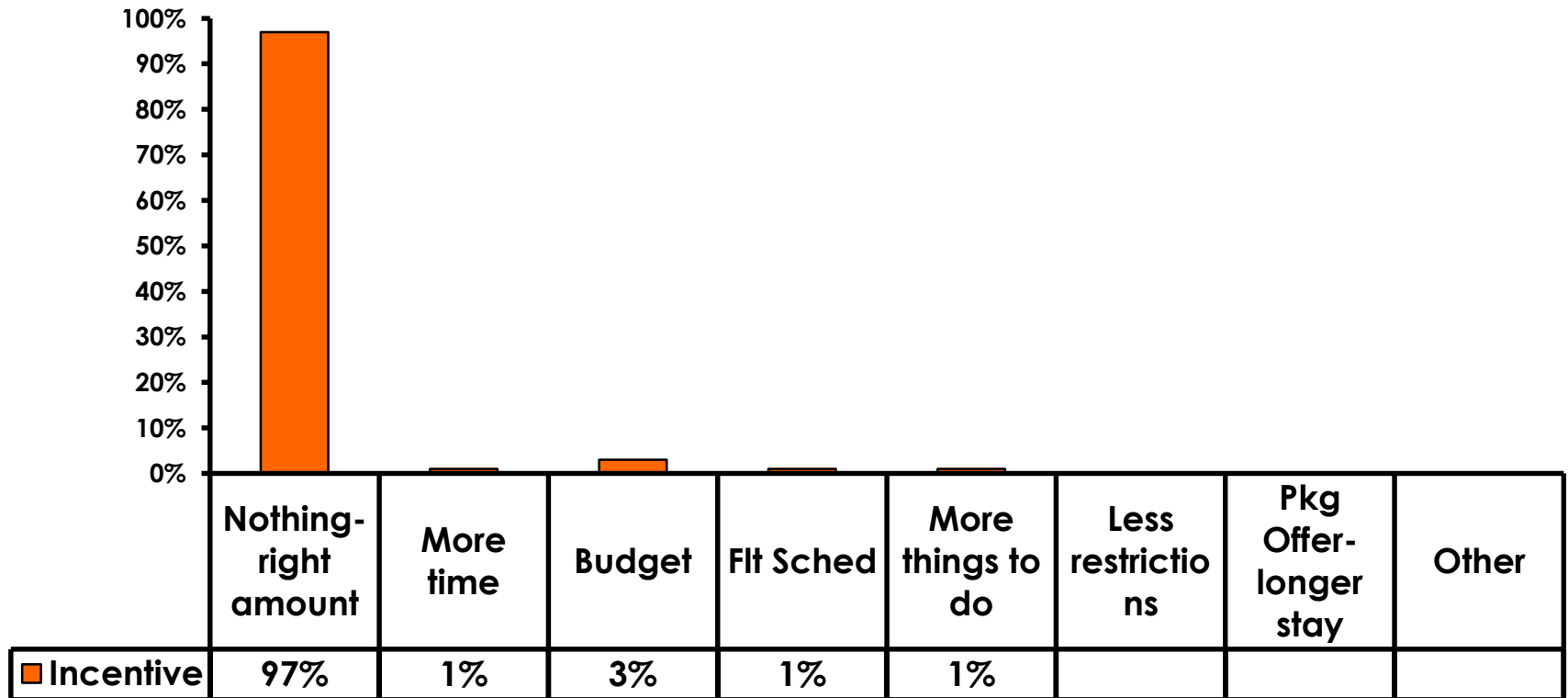
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = <b>29%</b>	Score of 6 to 7 = <b>26%</b>
Score of 4 to 5 = <b>65%</b>	Score of 4 to 5 = <b>68%</b>
Score 1 to 3 = <b>6%</b>	Score 1 to 3 = <b>5%</b>
<b>MEAN = 5.00</b>	<b>MEAN = 4.93</b>

# Satisfaction with Other Activities



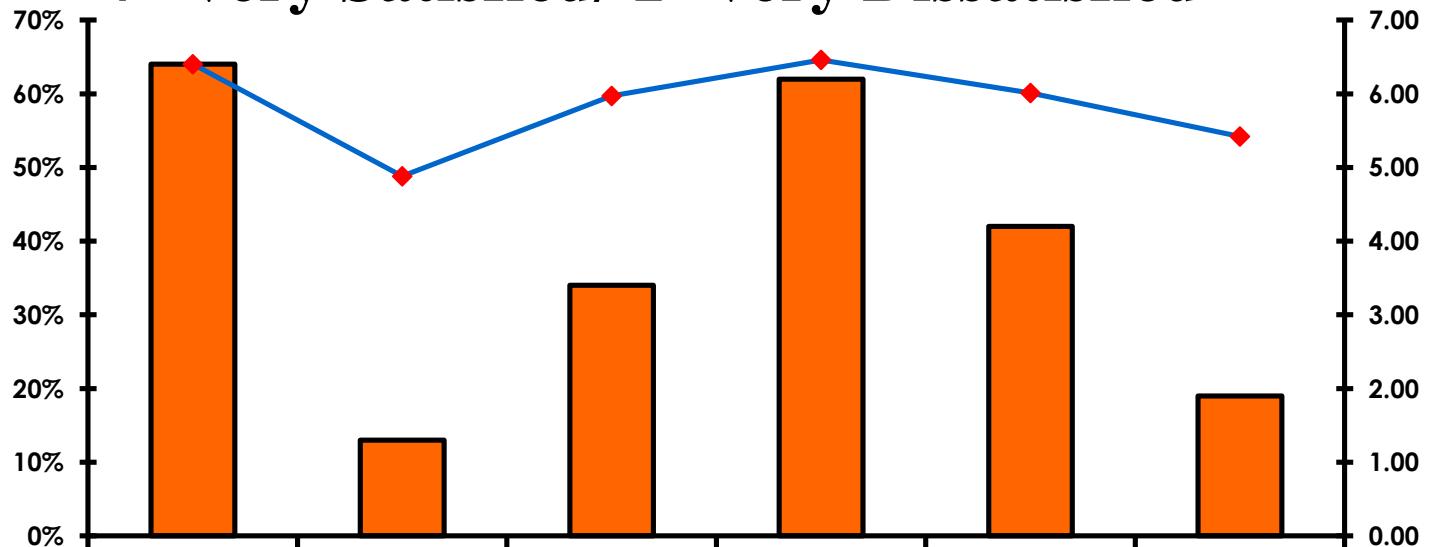
# What would it take to make you want to stay an extra day in Guam?





# On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

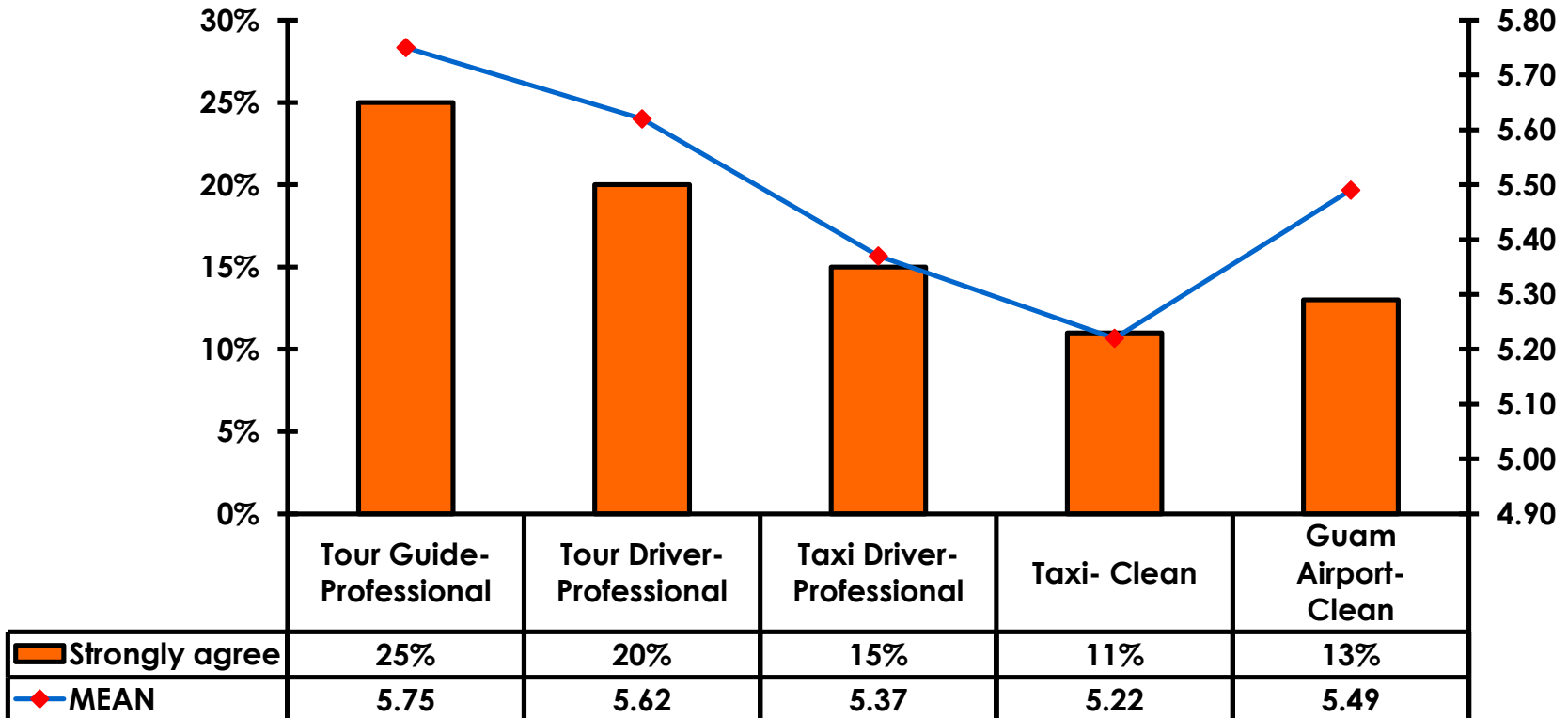


 Strongly agree	64%	13%	34%	62%	42%	19%
 MEAN	6.40	4.88	5.97	6.46	6.01	5.42

# On-Island Perceptions

7pt Rating Scale

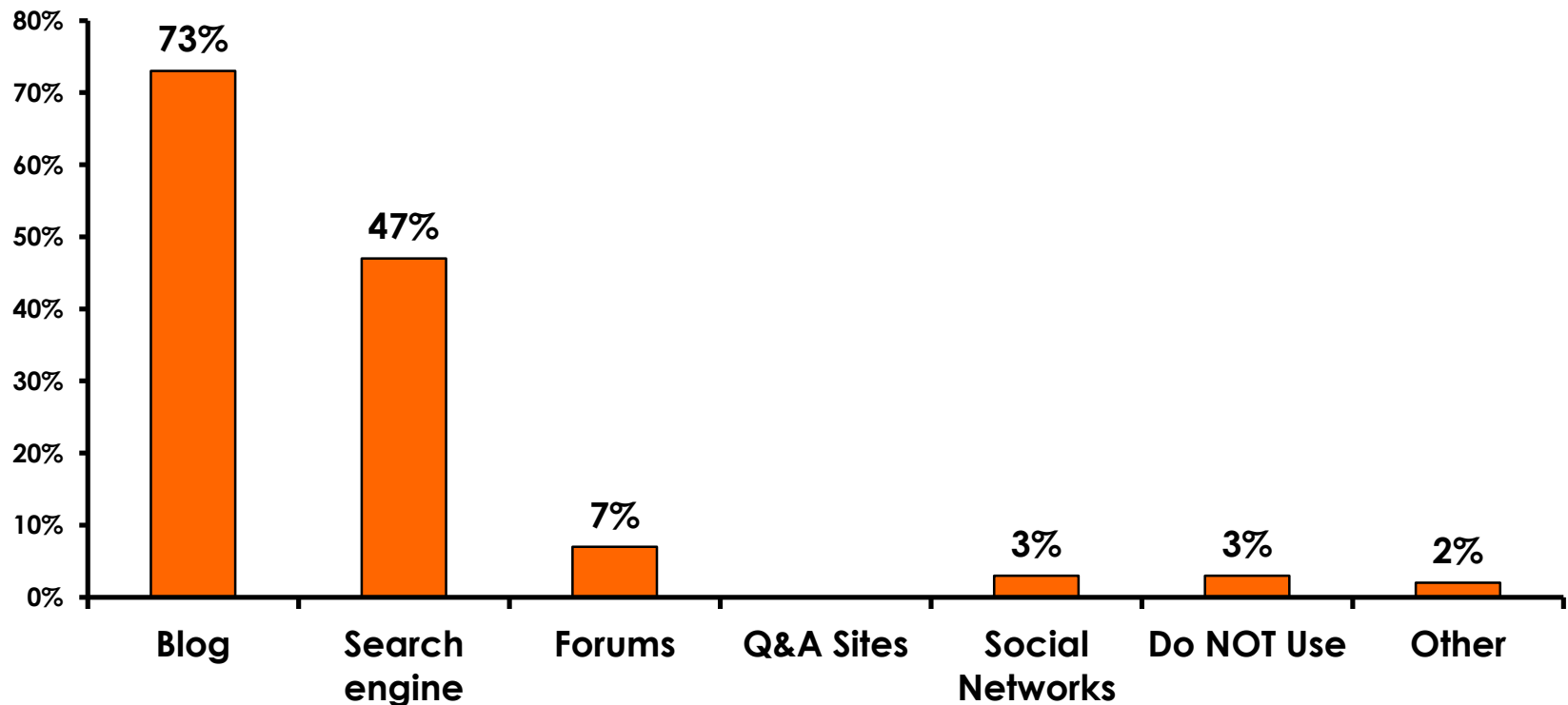
7=Very Satisfied/ 1=Very Dissatisfied



# SECTION 5 **PROMOTIONS**

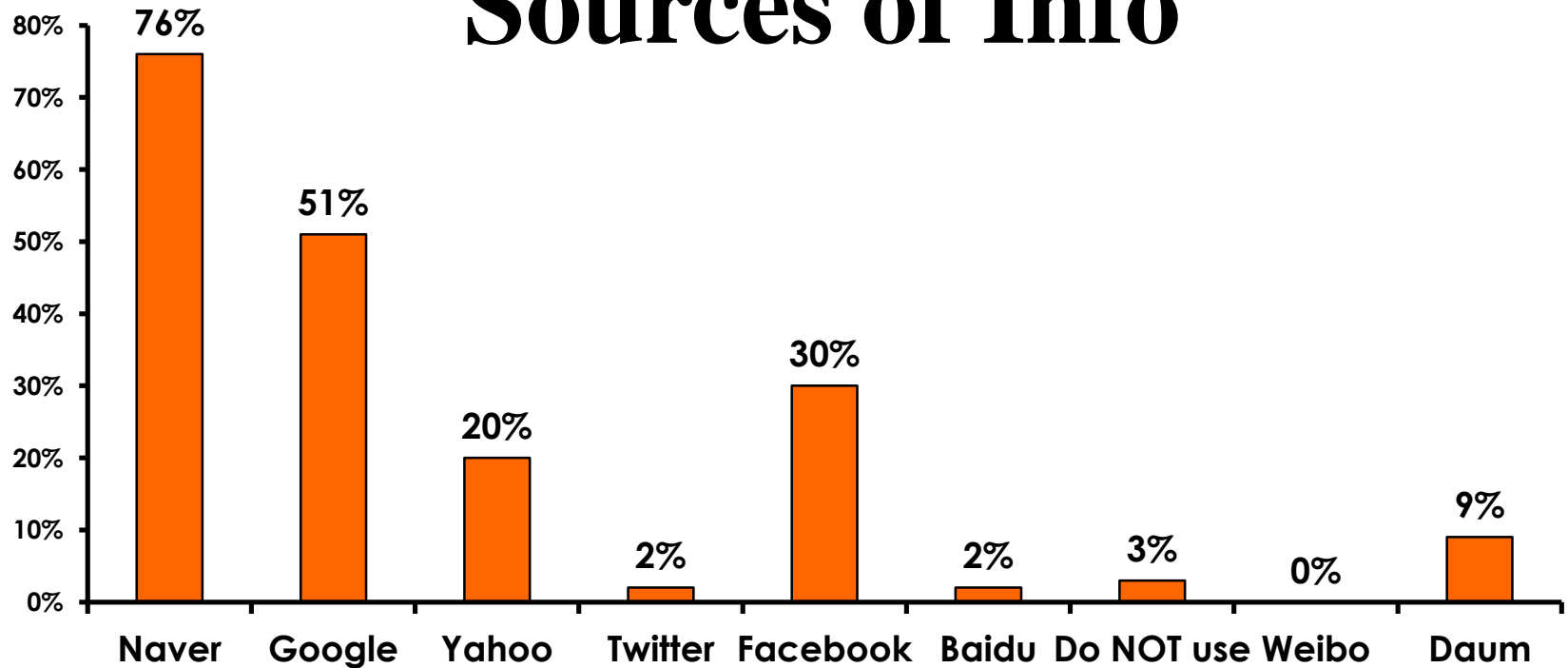


# Internet- Guam Sources of Info

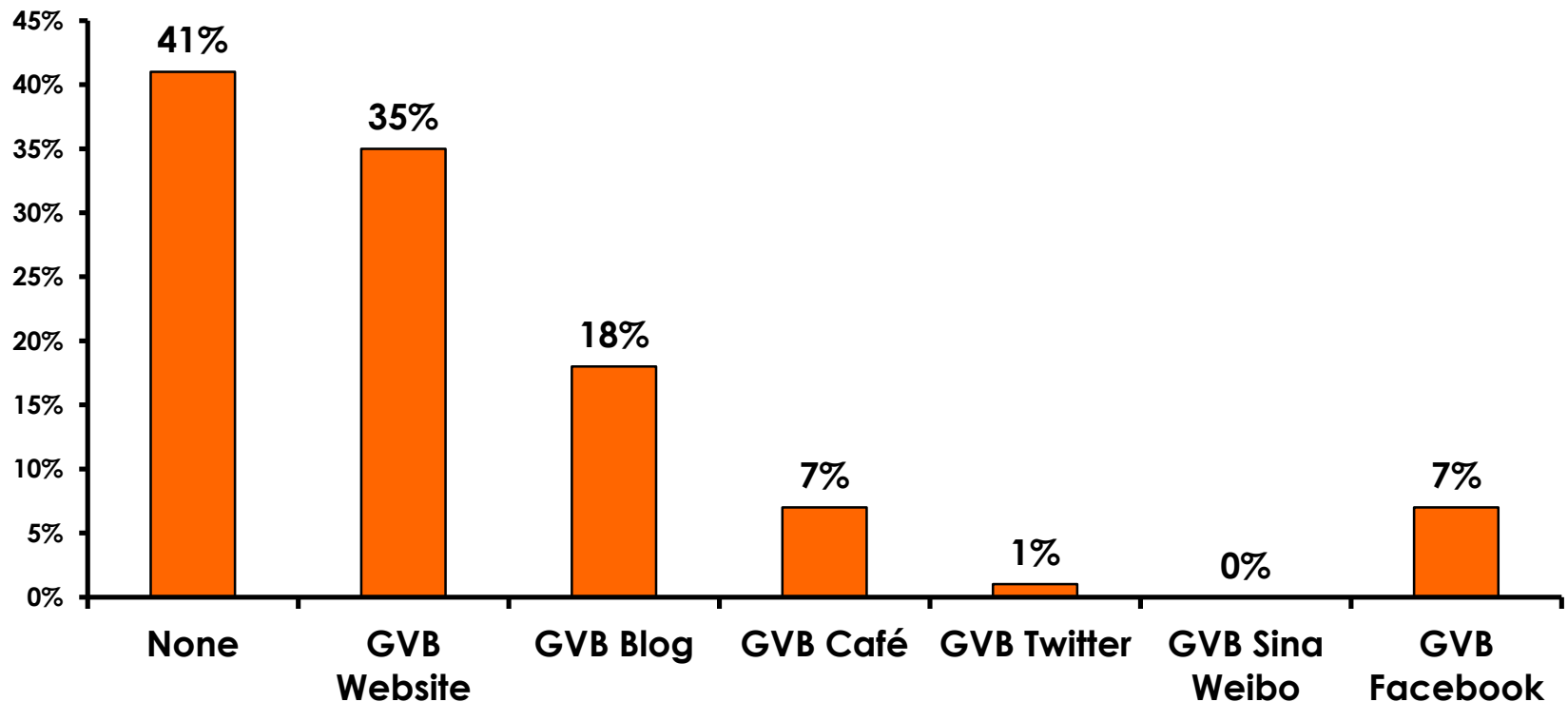


# Internet- Things To Do

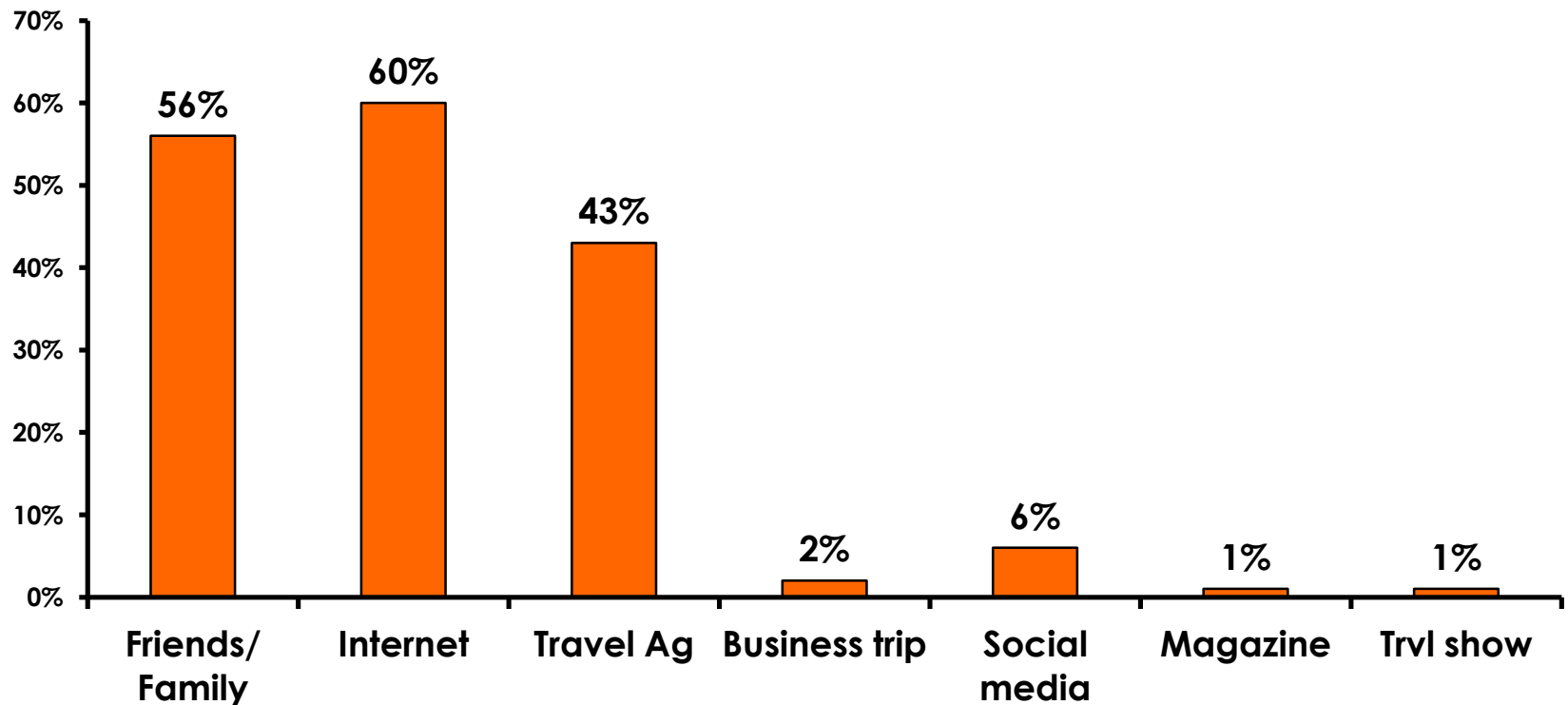
## Sources of Info



# Internet- GVB Sources

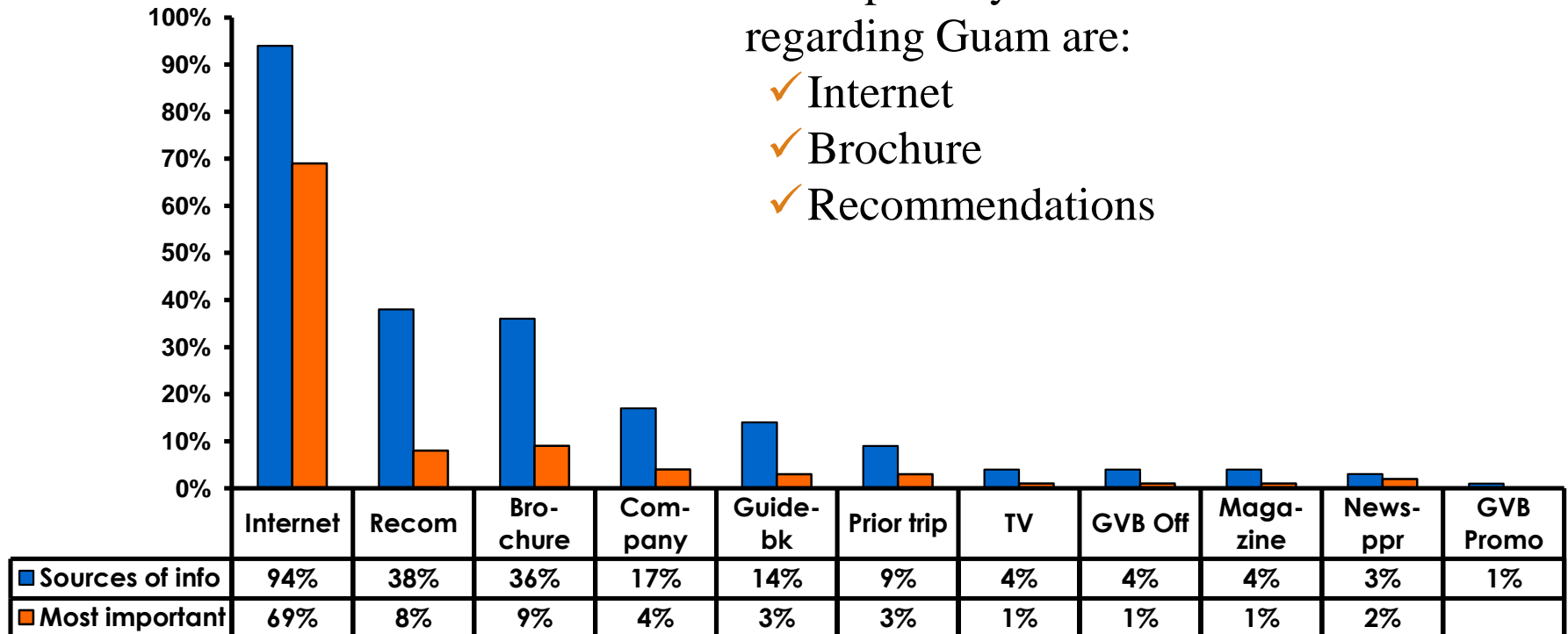


# Travel Motivation- Info Sources



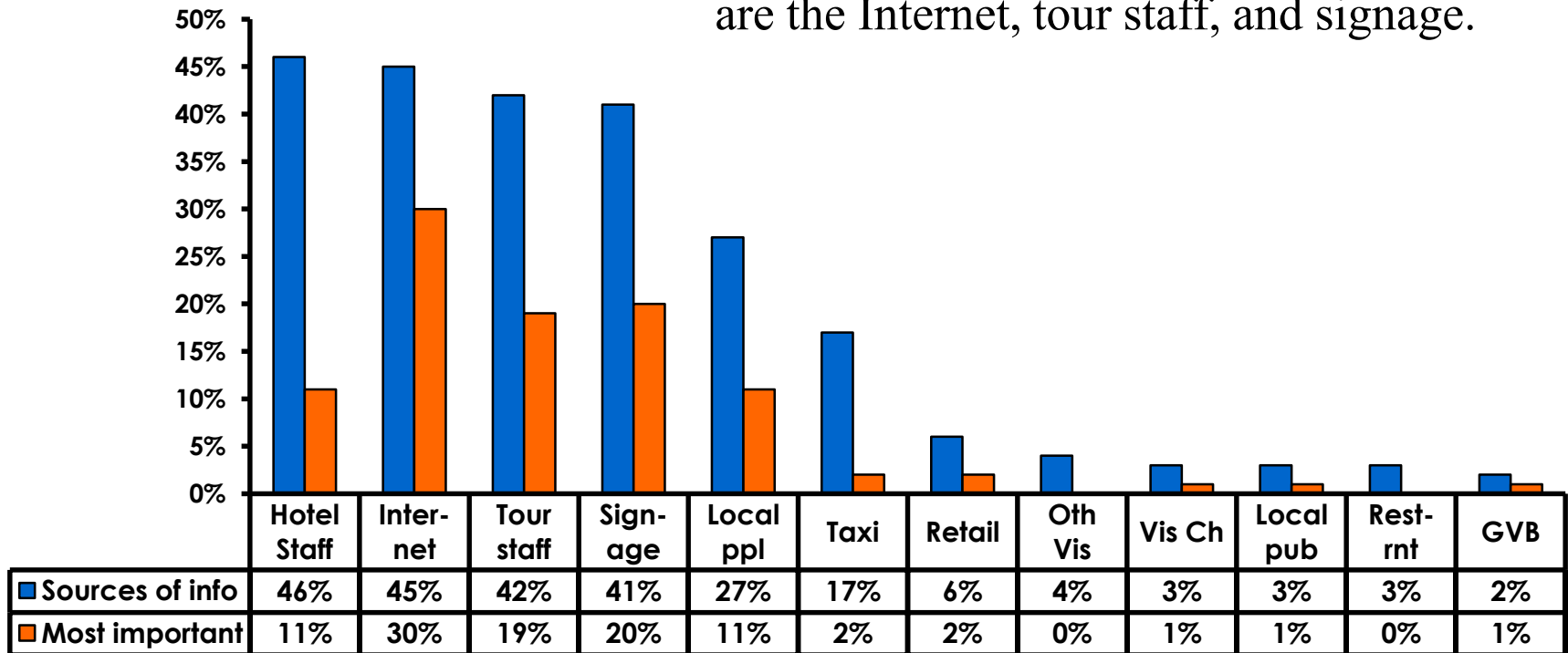
# Sources of Information Pre-arrival

- The 3 primary sources of information regarding Guam are:
  - ✓ Internet
  - ✓ Brochure
  - ✓ Recommendations



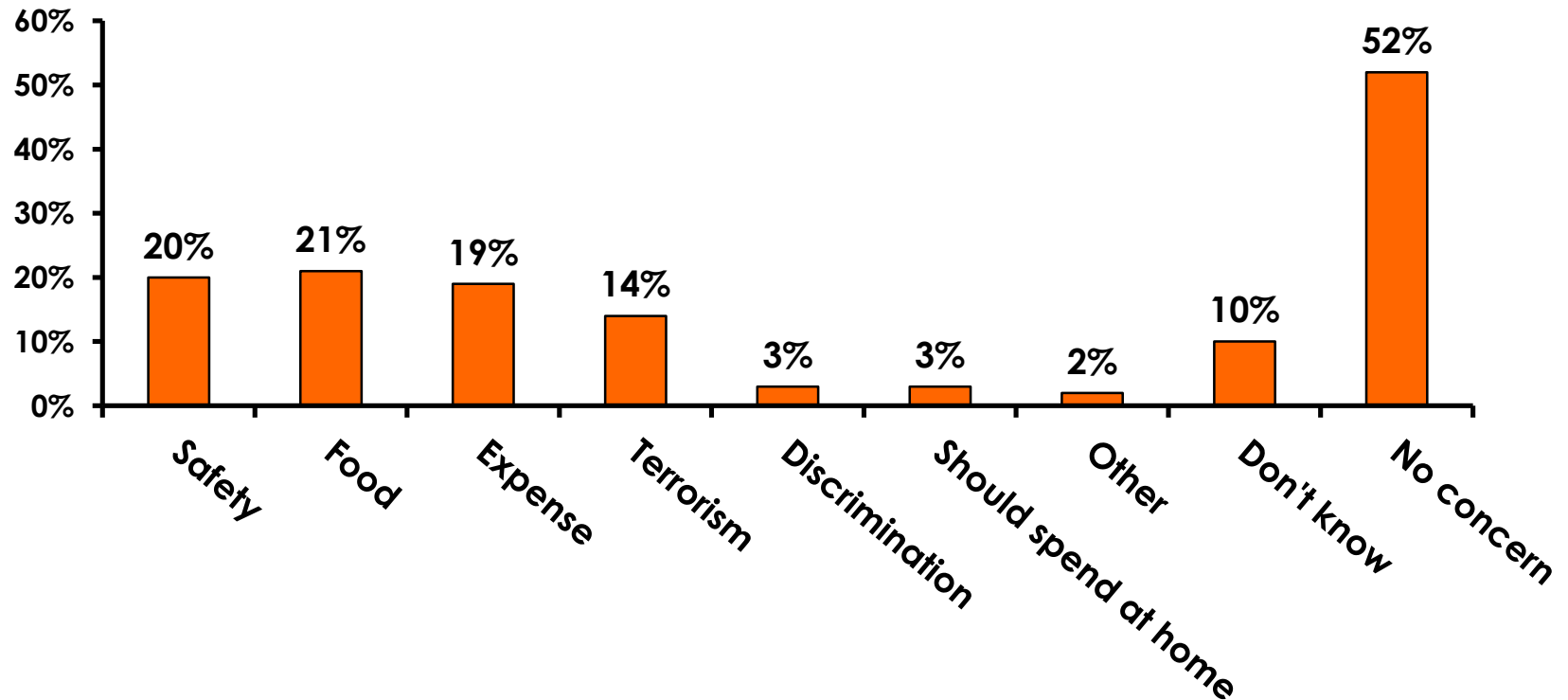
# Sources of Information Post-arrival

- The primary local source of information are the Internet, tour staff, and signage.



# SECTION 6 **OTHER ISSUES**

# Concerns about travel outside of Korea - Overall

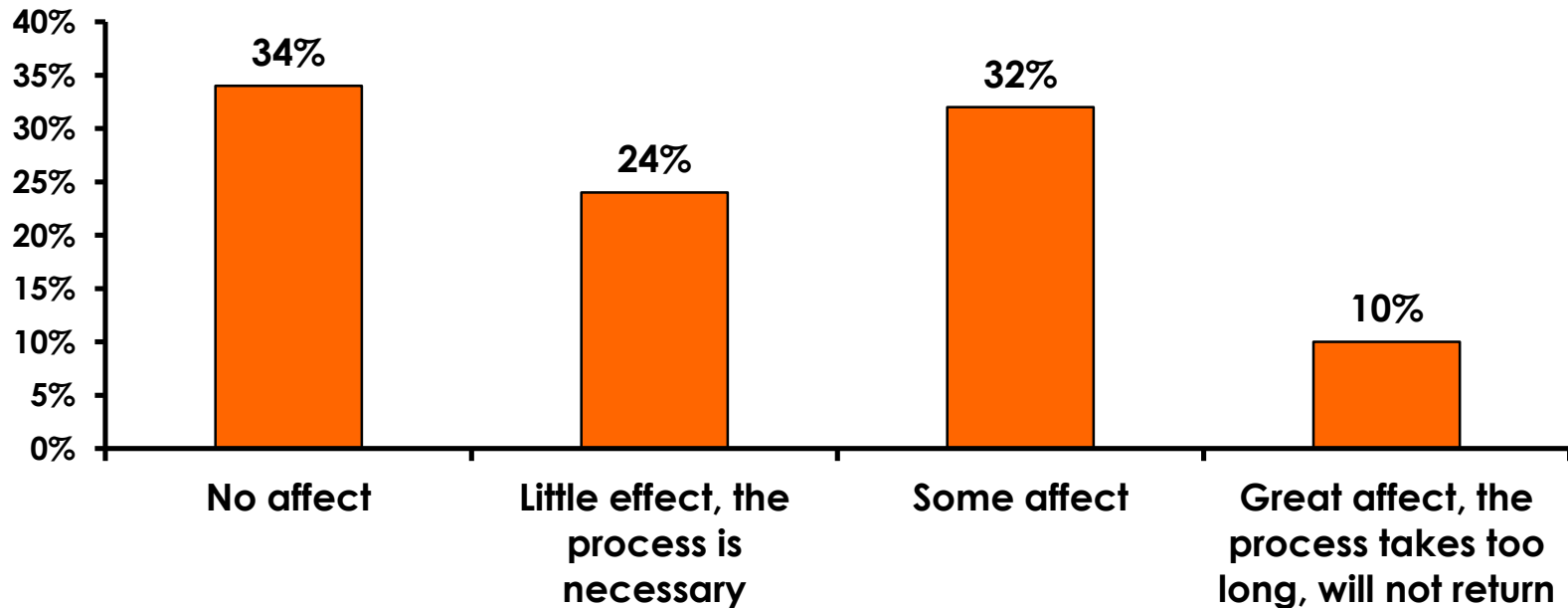




# Concerns about travel outside of Korea - By Age & Income

		TOTAL	AGE				Q26								
			-	18-24	25-34	35-49	50+	<KW12.0M	KW12.0M-KW24.0M	KW24.0M-KW36.0M	KW36.0M-KW48.0M	KW48.0M-KW60.0M	KW60.0M-KW72.0M	KW72.0M+	No Income
Q21	No concerns	52%	40%	51%	56%	31%	40%	25%	45%	49%	65%	74%	19%	100%	
	Food	21%	10%	23%	20%	15%	60%	38%	29%	24%	12%	14%	38%		
	Safety	20%	10%	17%	24%	23%		38%	23%	27%	16%	17%	43%		
	Expense	19%	20%	21%	20%		60%	50%	35%	22%	14%	10%	32%		
	Terrorism	14%	10%	13%	14%	31%		38%	6%	16%	10%	10%	38%		
	Don't know	10%	30%	10%	5%	38%			3%	5%	4%		5%		
	Discrimination against Koreans	3%		3%	4%				3%	8%	2%		14%		
	Should spend at home	3%	10%	3%	1%	8%	20%		3%	5%		1%			
	Other	2%		2%	2%					3%	4%		5%		
	Total	Count	350	10	194	133	13	5	8	31	37	81	70		37

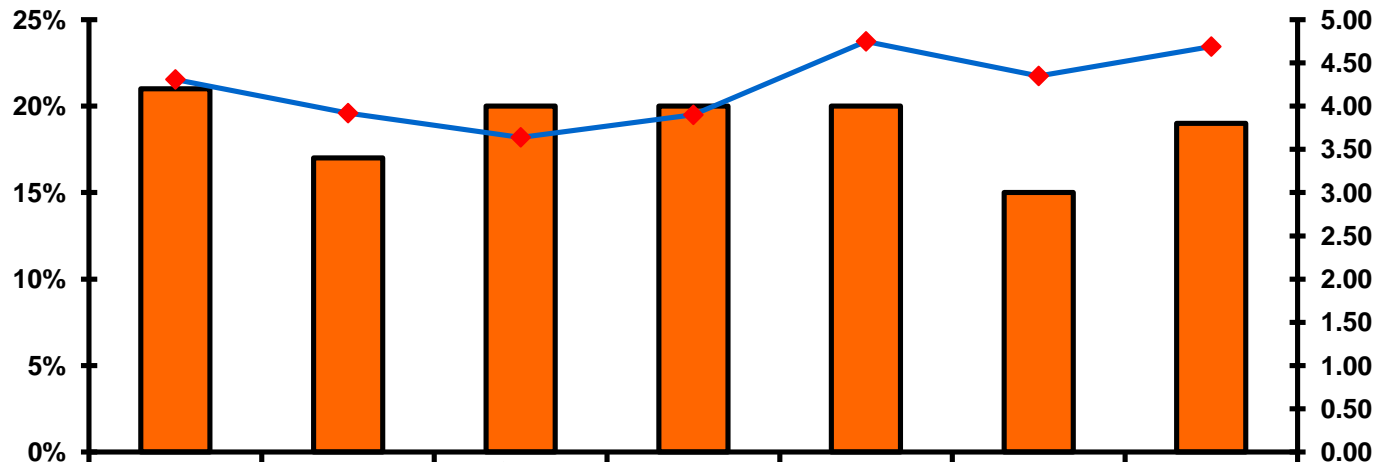
# Security Screening/ Immigration Process at Guam International Airport





# Airport Screening

## 7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



	Time drop bags for screen reasonable	Signs bag screen reasonable	Time clear security enter secured area reasonable	Screening officer-good	Officer careful w/ belongings	Officer abused authority	Officer rude/unprof
 Strongly agree	21%	17%	20%	20%	20%	15%	19%
 MEAN	4.31	3.92	3.64	3.90	4.75	4.35	4.69