



# **GUAM VISITORS BUREAU**

## **Hong Kong Visitor Tracker Exit Profile**

### **FY2012 MARKET SEGMENTATION –**

#### **2nd Qtr**



**Prepared by: QMark Research**

*Information contained herein is the property of the Guam Visitors Bureau.*

*The use of this information, in part or in whole, shall require written permission from the Guam Visitors Bureau.*

---

# Background & Methodology

- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Chinese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **150** departing Chinese 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 **150** is +/- 8.0 percentage points with a 95% confidence level. That is, if all Chinese 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 +/- 8.0 percentage points.

---

# OBJECTIVES

- **The specific objectives of the analysis were:**
  - To determine the relative size and expenditure behavior of the following market segments:
    - Families
    - Honeymooners
    - Couples
    - Office ladies
    - Divers
    - Students
    - 18-35
    - 25-55
    - Traveling with children
    - FITs
  - To identify (for all Hong Kong visitors) the most important determinants of on-island spending; and
  - To identify the most significant factors affecting overall visitor satisfaction.

---

# Highlighted Segments

## Parameters

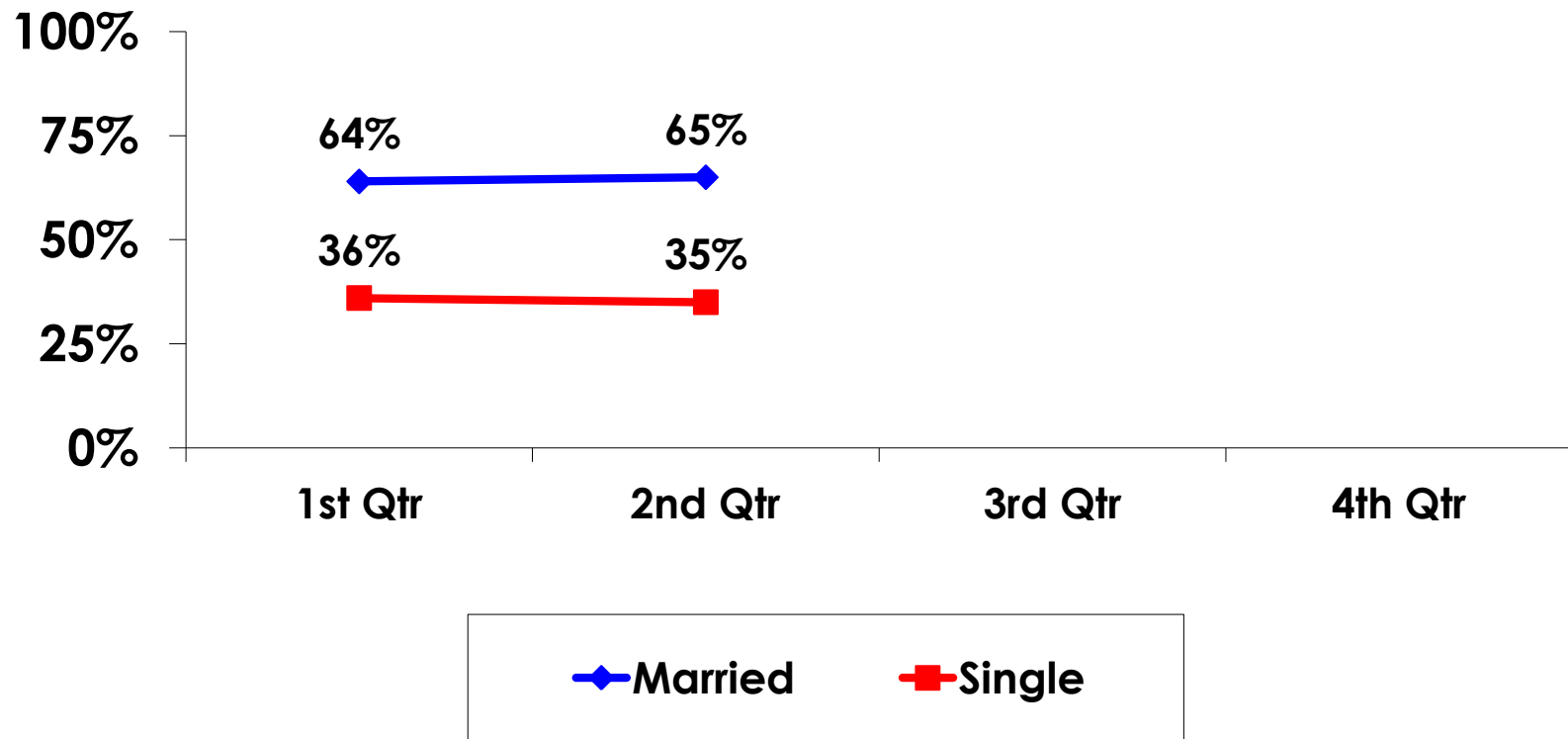
- Families – Q.6
- Wedding/ Honeymoon – Q.5A
- Couple – Q.6
- Office Lady – Q.33/ female
- Divers – Q.5A/ Q.19
- Student – Q.33/ Q.7
- 18-35 – Q.D
- 25-55 – Q.D
- Child – Q.6
- FITs – Q.7

# Highlighted Segments

	1 <sup>st</sup> QTR	2 <sup>nd</sup> QTR	3 <sup>rd</sup> QTR	4 <sup>th</sup> QTR
Families	19%	17%		
Wedding/ Honeymoon	32%	8%		
Couples	46%	46%		
Ols	15%	11%		
Diver	46%	53%		
Student	2%	3%		
M 18-35	36%	47%		
F 18-35	32%	25%		
M 25-55	46%	53%		
F 25-55	38%	29%		
Child	8%	7%		
FITs	38%	73%		
<b>TOTAL</b>	<b>149</b>	<b>150</b>		

# SECTION 1 **PROFILE OF RESPONDENTS**

# MARITAL STATUS - TRACKING

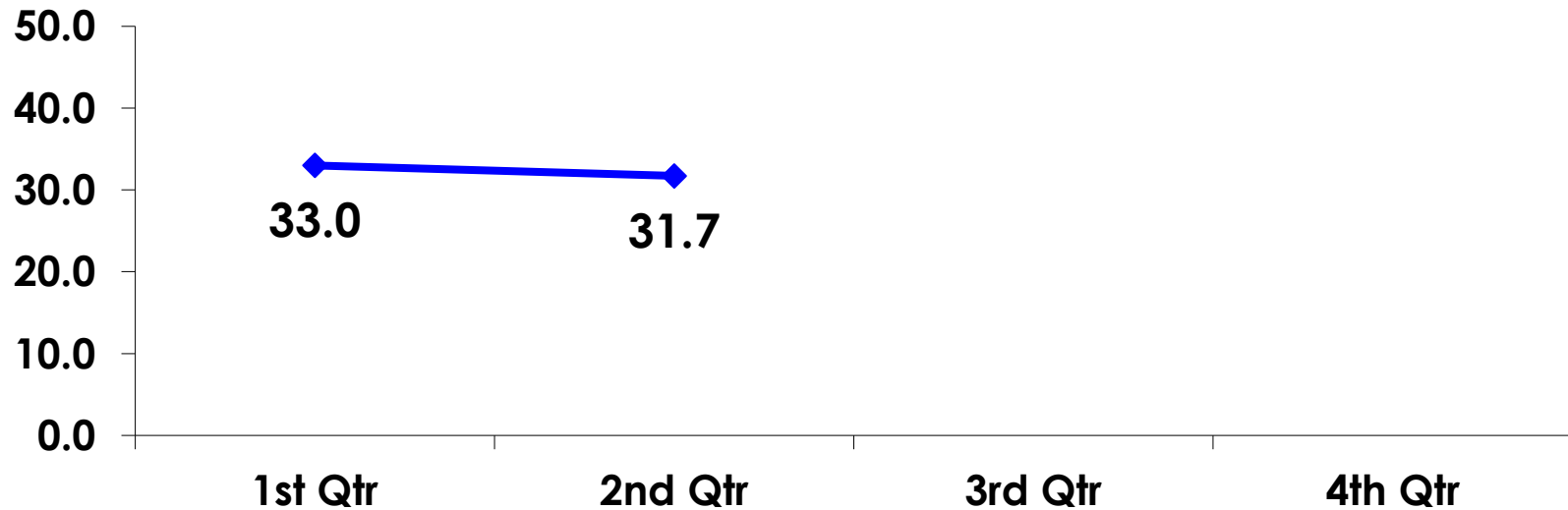


# MARITAL STATUS- SEGMENTATION

			TOTAL	FAMILY/ CHILD	WED/ HNYMOON	COUPLE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	CHILD	FIT
C	Married	Count	98	23	10	67	9	55		39	17	63	31	11	73
		CoI %	65%	92%	83%	97%	56%	69%		55%	46%	80%	70%	100%	66%
	Single	Count	52	2	2	2	7	25	4	32	20	16	13		37
		CoI %	35%	8%	17%	3%	44%	31%	100%	45%	54%	20%	30%		34%
Total	Count		150	25	12	69	16	80	4	71	37	79	44	11	110



# AVERAGE AGE - TRACKING



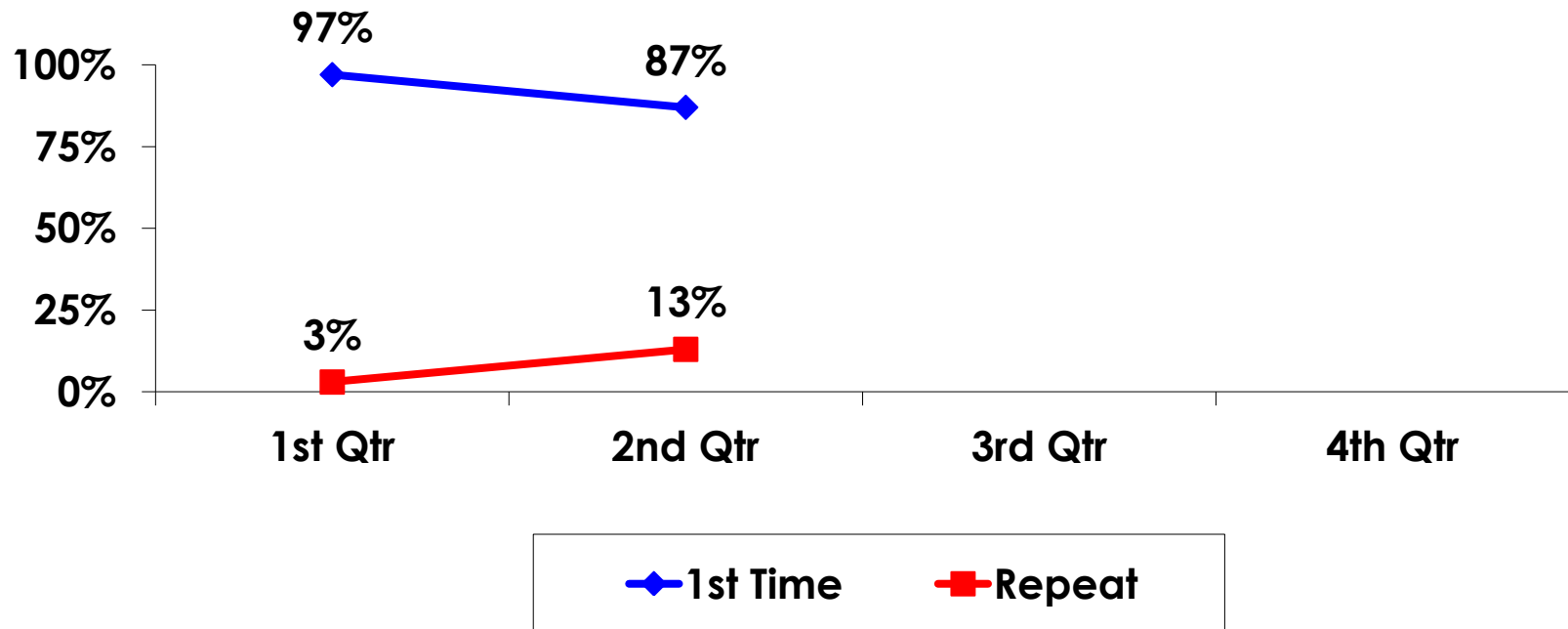
# AGE- SEGMENTATION

	TOTAL	FAMILY/ CHILD	WED/ HNYMOON	COUPLE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	CHILD	FIT	
D 18-34	Count	102	11	10	41	7	59	4	69	33	53	25	4	80
	Col %	68%	44%	83%	59%	44%	74%	100%	97%	89%	67%	57%	36%	73%
35-54	Count	44	13	2	25	9	18		2	4	26	18	7	28
	Col %	29%	52%	17%	36%	56%	23%		3%	11%	33%	41%	64%	25%
55+	Count	4	1		3		3					1		2
	Col %	3%	4%		4%		4%					2%		2%
Total	Count	150	25	12	69	16	80	4	71	37	79	44	11	110
D	Mean	31.7	36.8	29.1	33.9	34.3	31.0	22.0	27.5	27.4	32.6	33.4	38.5	30.6
	Median	29	37	28	32	35	29	23	27	26	30	31	37	29

# INCOME - SEGMENTATION

			TOTAL	FAMILY/ CHILD	WED/ HNYMOON	COUPLE	OFFICE LADY	DIVER	STUDENT	MALE18-35	FEMALE 18-35	MALE25-55	FEMALE 25-55	CHILD	FIT
Q.35	Less than HKD120K	Count	1				1				1		1		1
		Col %	1%				8%				5%		3%		2%
	120K-240K	Count	5	1			1	2		3	1	2	2		
		Col %	6%	6%			8%	5%		8%	5%	4%	7%		
	240K-500K	Count	42	5	2	17	7	23	1	21	11	24	15	2	29
		Col %	51%	31%	22%	49%	58%	56%	33%	53%	55%	53%	52%	22%	56%
	500K-1.0M	Count	27	5	6	16	3	12		15	3	17	8	3	20
		Col %	33%	31%	67%	46%	25%	29%		38%	15%	38%	28%	33%	38%
	1.0M-2.0M	Count	3	3				1			1	2	1	3	1
		Col %	4%	19%				2%			5%	4%	3%	33%	2%
	2.0M-3.0M	Count	2			1		2	1		2				
		Col %	2%			3%		5%	33%		10%				
	3.0M+	Count	2	1		1		1			1		2	1	
		Col %	2%	6%		3%		2%			5%		7%	11%	
	No Income	Count	1	1	1				1	1					1
		Col %	1%	6%	11%				33%	3%					2%
Total	Count		83	16	9	35	12	41	3	40	20	45	29	9	52

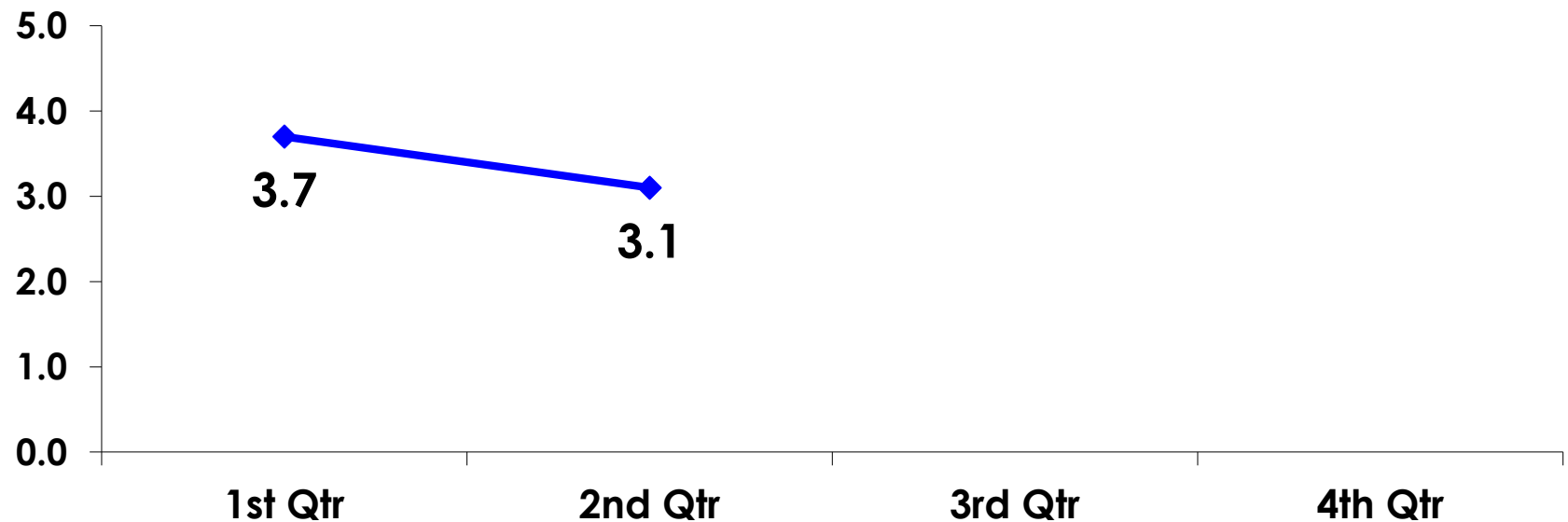
# PRIOR TRIPS TO GUAM - TRACKING



# PRIOR TRIPS TO GUAM - SEGMENTATION

			TOTAL	FAMILY/ CHILD	WED/ HNYMOON	COUPLE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	CHILD	FIT
Q.3A	Yes	Count	130	20	12	63	10	69	4	66	30	70	34	9	97
		Col %	87%	80%	100%	91%	63%	86%	100%	93%	81%	89%	77%	82%	88%
	No	Count	20	5		6	6	11		5	7	9	10	2	13
		Col %	13%	20%		9%	38%	14%		7%	19%	11%	23%	18%	12%
Total		Count	150	25	12	69	16	80	4	71	37	79	44	11	110

# AVG LENGTH OF STAY - TRACKING



# AVG LENGTH OF STAY - SEGMENTATION

	TOTAL	FAMILY/ CHILD	WED/ HNYMOON	COUPLE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	CHILD	FIT
Q.8 Mean	3.1	3.2	3.8	3.1	3.5	3.1	3.3	2.8	3.4	2.9	3.4	2.7	2.9
Median	3	3	3	3	3	3	3	2	3	3	3	3	2
Minimum	2	2	2	2	2	2	3	2	2	2	2	2	2
Maximum	10	4	6	10	8	10	4	6	10	6	10	4	8

# SECTION 2 **TRAVEL PLANNING**



# TRAVEL PLANNING - SEGMENTATION

		TOTAL	FAMILY/ CHILD	WED/ HNYMOON	COUPLE	OFFICE LADY	DIVER	STUDENT	MALE18-35	FEMALE 18-35	MALE25-55	FEMALE 25-55	CHILD	FIT
Q.7	Full package tours	Count 4 Col % 3%	2 8%		1 1%		1 1%	1 25%	1 1%	1 3%	2 3%	1 2%	2 18%	
	Free-time package tours	Count 30 Col % 20%	7 28%	4 33%	11 16%	7 44%	10 13%		8 12%	8 22%	13 17%	14 32%	3 27%	
	Individually arranged travel	Count 110 Col % 75%	16 64%	8 67%	53 79%	9 56%	67 86%	3 75%	59 86%	27 73%	60 78%	28 64%	6 55%	110 100%
	Group tour	Count 3 Col % 2%			2 3%				1 1%	1 3%	2 3%	1 2%		
Total	Count	147	25	12	67	16	78	4	69	37	77	44	11	110

# TRAVEL MOTIVATION - SEGMENTATION

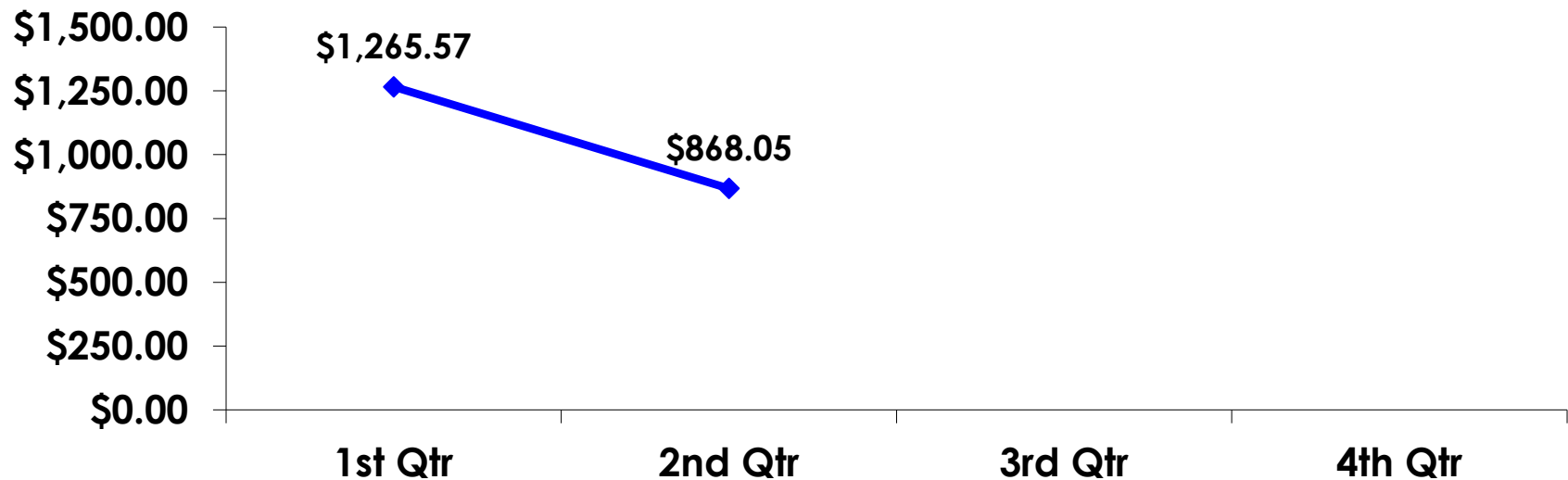
	TOTAL	FAMILY/ CHILD	WED/ HNYMOON	COUPLE	OFFICE LADY	DIVER	STUDENT	MALE18-35	FEMALE 18-35	MALE25-55	FEMALE 25-55	CHILD	FIT
Q.5 Beautiful seas, beaches, tropical climate	42%	56%	50%	41%	56%	31%	50%	35%	43%	35%	55%	45%	35%
Just to relax	18%	20%	8%	20%	19%	21%	25%	17%	22%	16%	23%	9%	18%
SCUBA diving	16%	8%		14%		30%		18%	19%	19%	14%	18%	18%
Shopping	15%	12%		13%	13%	16%		17%	11%	15%	11%	9%	15%
It is a safe place to spend a vacation	11%	20%	8%	9%	19%	11%	50%	11%	11%	10%	14%	9%	9%
To golf	9%	4%		13%	13%	10%		8%	14%	9%	11%	9%	11%
Recommendation of friend, relative, travel agency	9%	12%	8%	9%		8%	25%	7%	8%	9%	7%	9%	7%
Honeymoon	5%	4%	67%	10%	6%	4%		7%	5%	8%	2%	9%	5%
A previous visit	6%	16%		3%	19%	8%		3%	5%	6%	9%	9%	5%
Water sports	7%	12%		3%	6%	8%	25%	4%	14%	5%	9%	27%	1%
To get married or Attend wedding	4%	8%	50%	4%	13%	1%	25%	3%	5%	3%	7%		3%
Price of the tour package	4%	8%		3%		1%		6%		6%	2%	9%	4%
Career certification or testing	5%				13%			6%	8%	3%	7%		3%
Pleasure	2%			1%	6%	3%		1%		1%	5%		2%
Short travel time	2%	4%		1%	6%			1%		3%	2%	9%	1%
Promotional materials from GVB	1%			1%		1%			3%		2%		2%
My company sponsored me	1%	4%				1%					2%	9%	1%
To visit friends or relatives	1%				6%				3%		2%		1%
Total Cases	150	25	12	69	16	80	4	71	37	79	44	11	110

# INFORMATION SOURCES - SEGMENTATION

	TOTAL	FAMILY/ CHILD	WED/ HNYMOON	COUPLE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	CHILD	FIT
Q.1 Internet	73%	56%	42%	67%	56%	74%	50%	83%	81%	72%	68%	82%	75%
Newspaper	14%	20%		19%	6%	18%		10%	11%	18%	9%		18%
TV	13%	16%	17%	20%	6%	15%	25%	8%	11%	14%	14%		15%
Friend or relative	12%	20%	42%	10%	13%	10%	25%	11%	19%	10%	16%	18%	9%
Travelagent brochure	13%	28%	33%	13%	13%	8%	25%	6%	14%	13%	18%	27%	7%
Company travel department	9%	12%	25%	13%	19%	6%		7%	8%	10%	14%	18%	10%
Magazine	6%	12%	8%	7%	13%	5%		1%	5%	4%	14%	9%	5%
Travelguide book at bookstores	5%	8%	8%	6%	19%	5%		4%	3%	5%	7%		2%
I have been to Guam before	5%	4%		1%	25%	1%			11%	1%	14%	9%	3%
Podcast	3%	4%	17%	3%	6%	1%	25%	4%	3%	1%	5%		3%
Guam promo activities	1%	4%				1%		1%		3%		9%	
Total Cases	150	25	12	69	16	80	4	71	37	79	44	11	110

# SECTION 3 **EXPENDITURES**

# PREPAID EXPENDITURES - TRACKING

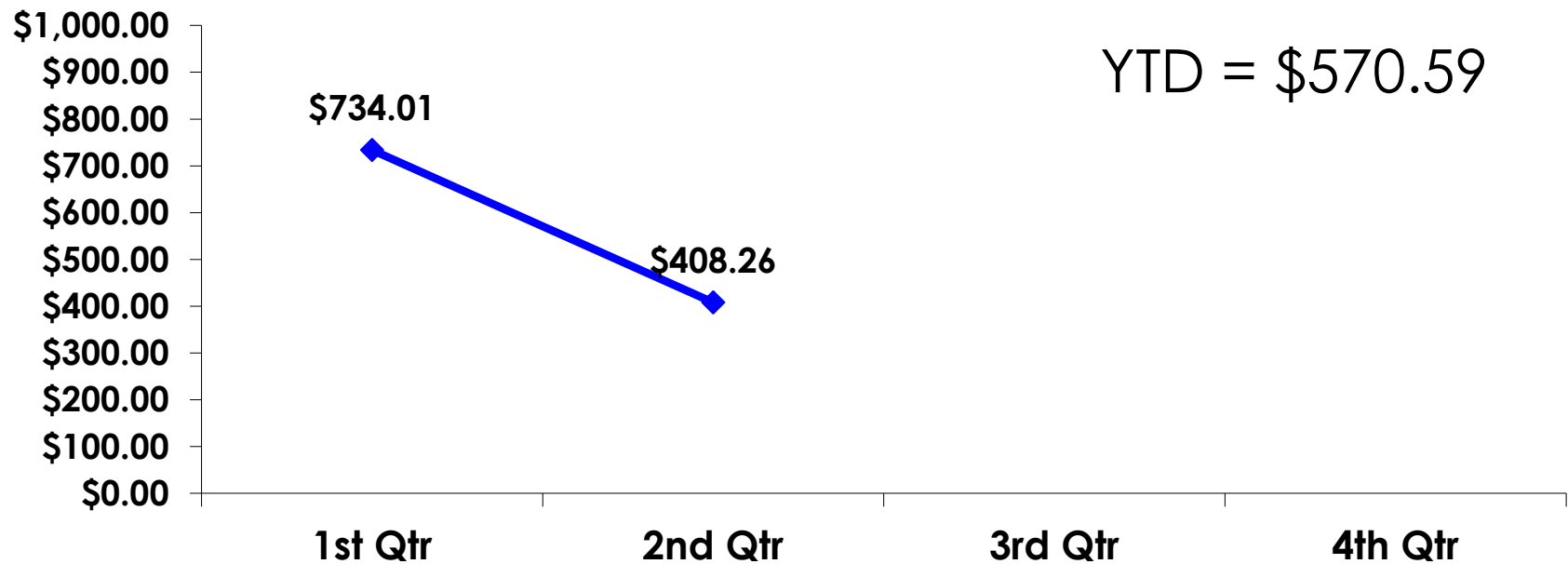


YTD=\$1,064.80

# PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/ CHILD	WED/ HNYMOON	COUPLE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	CHILD	FIT
Prepaid per person converted to \$	Mean	\$868.05	\$847.80	\$1,756.60	\$825.92	\$1,302.14	\$744.29	\$0.00	\$819.83	\$871.66	\$816.13	\$1,029.74	\$688.95	\$787.01
	Median	\$929	\$826	\$1,351	\$898	\$1,266	\$887	\$0	\$877	\$957	\$897	\$982	\$710	\$877
	Minimum	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Maximum	\$4,258.06	\$3,870.97	\$4,258.06	\$4,258.06	\$3,870.97	\$2,348.39	\$0.00	\$3,157.42	\$3,870.97	\$4,258.06	\$3,870.97	\$1,505.38	\$4,258.06

# ON-ISLAND EXPENDITURES - TRACKING



# ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/ CHILD	WED/ HNYMOON	COUPLE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	CHILD	FIT
Per person on-island exp	Mean	\$408.26	\$375.36	\$594.46	\$370.26	\$578.75	\$388.39	\$311.04	\$362.89	\$456.85	\$361.34	\$455.14	\$366.71	\$350.10
	Median	\$400	\$279	\$575	\$394	\$573	\$388	\$300	\$340	\$500	\$345	\$500	\$333	\$343
	Minimum	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Maximum	\$2,000.00	\$2,000.00	\$1,350.00	\$1,350.00	\$2,000.00	\$1,650.00	\$644.17	\$1,650.00	\$1,000.00	\$1,650.00	\$2,000.00	\$1,000.00	\$1,350.00

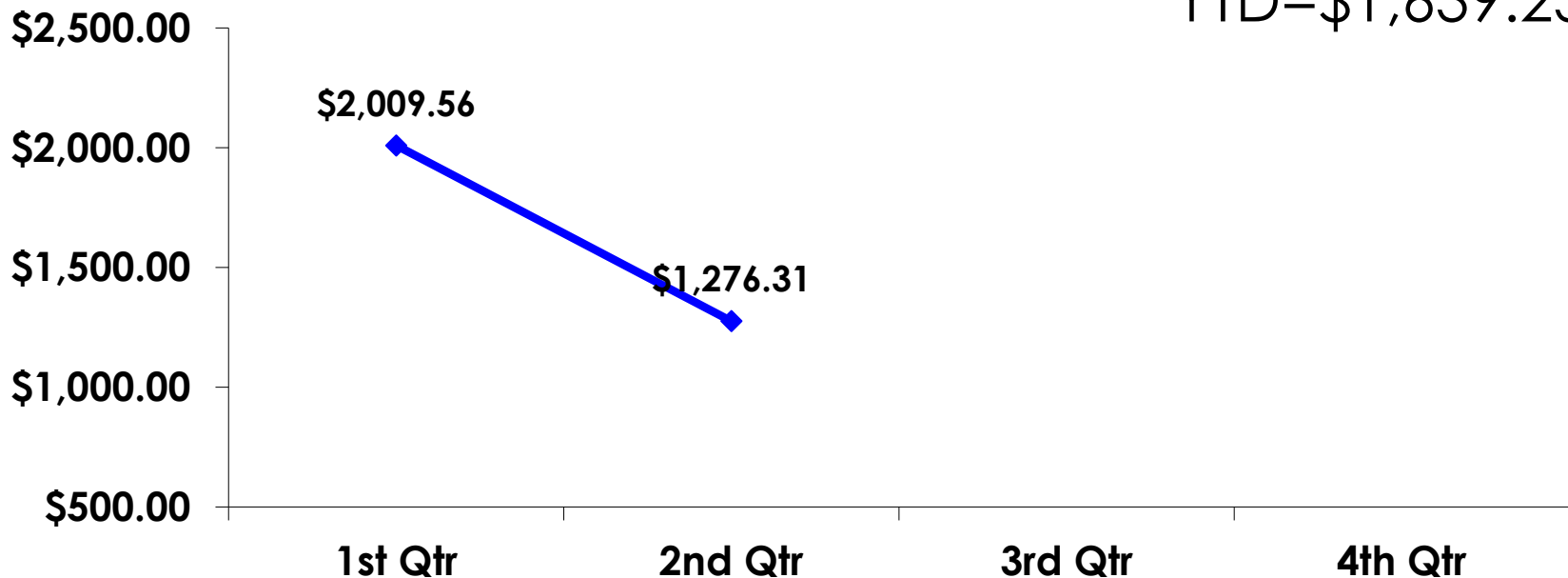


# ON-ISLAND EXPENSE- BREAKDOWN

		TOTAL	FAMILY/ CHILD	WED/ HNYMOON	COUPLE	OFFICE LADY	DIVER	STUDENT	MALE18-35	FEMALE 18-35	MALE25-55	FEMALE 25-55	CHILD	FIT
F&B-HOTEL	Mean	\$68.44	\$62.70	\$109.00	\$81.51	\$61.88	\$81.32	\$25.00	\$58.00	\$80.58	\$62.46	\$78.35	\$87.95	\$75.76
	Median	\$0.00	\$0.00	\$14.00	\$0.00	\$20.00	\$12.00	\$0.00	\$0.00	\$50.00	\$0.00	\$25.00	\$30.00	\$0.00
F&B-FF REST/CONV	Mean	\$30.17	\$27.60	\$33.33	\$25.72	\$62.50	\$29.33	\$25.00	\$20.35	\$47.86	\$28.54	\$41.02	\$30.91	\$24.59
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$35.00	\$0.00	\$0.00	\$0.00	\$10.00	\$0.00	\$0.00	\$0.00	\$0.00
F&B-OUT- SIDE HOTEL/ REST	Mean	\$35.33	\$80.60	\$98.67	\$30.28	\$60.31	\$20.30	\$25.00	\$25.83	\$31.35	\$36.95	\$50.00	\$145.00	\$19.32
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$7.50	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$20.00	\$0.00
OPTIONAL TOUR	Mean	\$110.85	\$173.70	\$196.67	\$114.49	\$112.50	\$103.59	\$25.00	\$84.51	\$99.12	\$107.85	\$128.92	\$269.32	\$90.02
	Median	\$0.00	\$0.00	\$250.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$30.00	\$200.00	\$0.00
GIFT/ SOUV-SELF	Mean	\$94.46	\$177.80	\$111.67	\$68.59	\$91.88	\$83.51	\$25.00	\$67.01	\$103.14	\$99.59	\$112.05	\$318.18	\$73.75
	Median	\$0.00	\$0.00	\$100.00	\$0.00	\$60.00	\$30.00	\$0.00	\$0.00	\$100.00	\$0.00	\$100.00	\$100.00	\$0.00
GIFT/ SOUV- F&F AT HOME	Mean	\$55.55	\$67.52	\$51.83	\$58.33	\$103.13	\$57.21	\$25.00	\$37.28	\$57.38	\$54.90	\$69.68	\$61.82	\$53.42
	Median	\$0.00	\$0.00	\$11.00	\$0.00	\$35.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
LOCAL TRANS	Mean	\$14.36	\$23.74	\$28.17	\$12.86	\$21.25	\$13.78	\$0.00	\$12.37	\$14.47	\$14.05	\$19.72	\$33.95	\$10.60
	Median	\$0.00	\$0.00	\$15.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$20.00	\$0.00
OTHER EXP	Mean	\$288.77	\$293.20	\$559.58	\$386.09	\$210.31	\$279.08	\$966.25	\$213.87	\$353.00	\$264.22	\$267.23	\$154.09	\$225.30
	Median	\$30.00	\$30.00	\$410.00	\$70.00	\$0.00	\$19.00	\$300.00	\$0.00	\$30.00	\$0.00	\$65.00	\$80.00	\$0.00

# TOTAL EXPENDITURES – TRACKING

YTD=\$1,639.23



# TOTAL EXPENDITURES PER PERSON - SEGMENTATION

	TOTAL	FAMILY/ CHILD	WED/ HNYMOON	COUPLE	OFFICE LADY	DIVER	STUDENT	MALE18-35	FEMALE 18-35	MALE25-55	FEMALE 25-55	CHILD	FIT
TOTPP Mean	\$1,276.31	\$1,223.17	\$2,351.06	\$1,196.18	\$1,880.89	\$1,132.68	\$311.04	\$1,182.72	\$1,328.51	\$1,177.47	\$1,484.88	\$1,055.67	\$1,137.11
Median	1396.53	1282.26	2252.84	1303.23	1800.89	1315.28	300.00	1274.03	1496.13	1282.26	1481.94	1290.81	1251.53
Minimum	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
Maximum	4658.06	3995.97	4658.06	4658.06	4470.97	2940.32	644.17	3857.42	4470.97	4658.06	4470.97	2174.19	4658.06

# SECTION 4 **ADVANCED STATISTICS**

---

# ANALYSIS TECHNIQUE

- Dependent variables: total per person on island expenditure and overall satisfaction (numeric)
- Independent variables are satisfaction with different aspects of trip to Guam (numeric).
- Use of linear stepwise regression to derive predictors (drivers) of on-island expenditure and overall satisfaction, Since both the independent and dependent variables are numeric.
- This determines the significant ( $p < .05$ ) drivers and the percentage of the dependent variables accounted for by each significant predictor and by all of them combined.

<b>Comparison of Drivers of Overall Satisfaction, 1st &amp; 2nd Qtr 2012, and Overall 1st &amp; 2nd Qtr 2012</b>			
	1st Qtr 2012	<b>2nd Qtr 2012</b>	Combined 1st & 2nd Qtr 2012
Independent Variables:	rank	<b>rank</b>	rank
Cleanliness of beaches & parks	3		
Ease of getting around	2		4
Safety walking around at night			
Quality of daytime tours		<b>1</b>	1
Variety of daytime tours			
Quality of nighttime tours			5
Variety of nighttime tours			6
Quality of shopping	4		2
Variety of shopping			
Price of things on Guam			
Quality of hotel accommodations	1		3
% of Overall Satisfaction Accounted For	57.2%	<b>36.1%</b>	50.2%
NOTE: Only significant variables are ranked.			

---

# DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Hong Kong visitor's experience on Guam is driven by one significant factor in the Second Quarter 2012 Period. It is:
  - **Quality of day time tours.**
- This factor has an overall  $r^2$  of .361 meaning that **36.1% of overall satisfaction is accounted for by this factor.**

<b>Comparison of Drivers of Per Person On-Island Expenditures, 1st &amp; 2nd Qtr 2012 and Overall 1st &amp; 2nd Qtr 2012</b>			
	1st Qtr 2012	<b>2nd Qtr 2012</b>	Combined 1st & 2nd Qtr 2012
Independent Variables:	rank	<b>rank</b>	rank
Cleanliness of beaches & parks			
Ease of getting around			
Safety walking around at night			
Quality of daytime tours			
Variety of daytime tours		<b>1</b>	
Quality of nighttime tours			
Variety of nighttime tours			
Quality of shopping			
Variety of shopping			
Price of things on Guam			
Quality of hotel accommodations			
% of Overall Satisfaction Accounted For	0.0%	<b>6.7%</b>	0.0%
NOTE: Only significant variables are ranked.			



---

# Drivers of Per Person On Island Expenditure

- **Per person On Island Expenditures of** Hong Kong visitors on Guam is driven by one significant factor in the Second Quarter 2012 Period. It is:
  - **Variety of day time tours.**
- This factor has an overall  $r^2$  of .067 meaning that **6.7% of per person on island expenditure is accounted for by this factor.**