



**GUAM VISITORS BUREAU**  
**Japan Visitor Tracker Exit Profile**  
**FY2012 MARKET SEGMENTATION –**  
**MARCH 2012**



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 Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **328** departing Japanese 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 **328** is +/- 5.4 percentage points with a 95% confidence level. That is, if all Japanese 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 +/- 5.4 percentage points.

---

# OBJECTIVES

- **The specific objectives of the analysis were:**
  - To determine the relative size and expenditure behavior of the following market segments:
    - Families
    - OL's/ salary women
    - Group travelers
    - Silvers
    - Wedding participants
    - Sports activities/spectators
    - 18-35
    - 36-55
    - Traveling with children
    - Honeymooners
    - Repeat visitors
  - To identify (for all Japanese visitors) the most important determinants of on-island spending; and
  - To identify the most significant factors affecting overall visitor satisfaction.

---

# Highlighted Segments

## Parameters

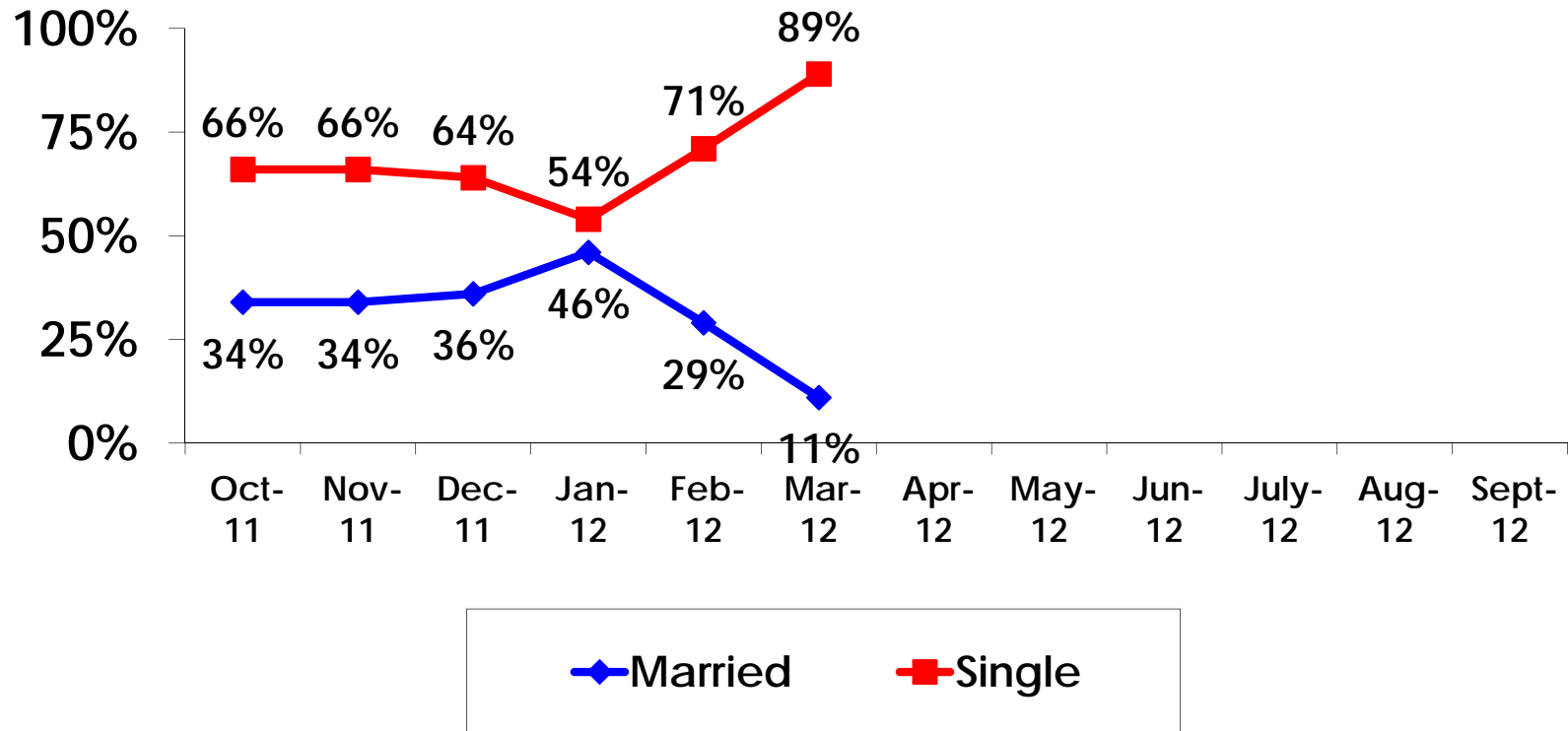
- Families – Q.6
- OL's/ salary women – Q.29/Female
- Group travelers – Q.7
- Silvers – Q.D
- Wedding participants – Q.5
- Sports activities/spectators – Q.5/Q.18/Q.19/Q.28
- 18-35 – Q.D
- 36-55 – Q.D
- Traveling with children – Q.6
- Honeymooners – Q.5
- Repeat visitors – Q.3A

# Highlighted Segments

	Oct 11	Nov 11	Dec 11	Jan 12	Feb 12	Mar 12	Apr 12	May 12	Jun 12	July 12	Aug 12	Sept 12
Families	15%	16%	18%	32%	14%	10%						
Office Lady	14%	10%	11%	13%	7%	6%						
Group	3%	2%	2%	3%	6%	4%						
Silver	2%	2%	4%	2%	2%	1%						
Wedding	4%	7%	4%	4%	3%	5%						
Sport	67%	69%	58%	68%	68%	73%						
18-35	77%	82%	69%	59%	79%	92%						
36-55	19%	15%	27%	36%	18%	7%						
Child	6%	7%	10%	17%	6%	3%						
Honeymoon	6%	7%	5%	3%	4%	2%						
Repeat	33%	36%	43%	47%	35%	22%						
<b>TOTAL</b>	<b>326</b>	<b>325</b>	<b>327</b>	<b>327</b>	<b>327</b>	<b>328</b>						

# SECTION 1 **PROFILE OF RESPONDENTS**

# MARITAL STATUS - TRACKING

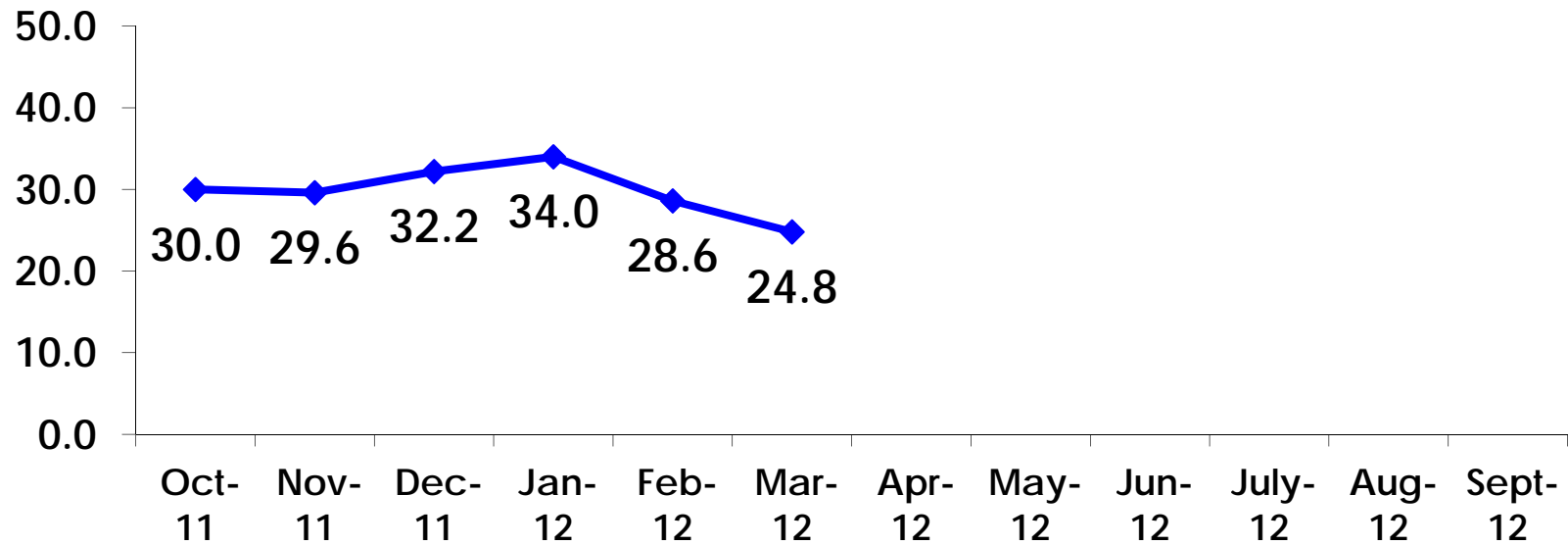


# MARITAL STATUS- SEGMENTATION

			TOTAL	FAMILY	OFFICE LADY	GROUP	SILVER	WEDDING	SPORT	18-35	36-55	CHILD	HONEYMOON	REPEAT
C. Married	Count		37	18	2		3	8	21	17	15	8	5	17
	Col %		11%	56%	10%		100%	53%	9%	6%	68%	73%	100%	24%
Single	Count		291	14	18	14		7	217	284	7	3		55
	Col %		89%	44%	90%	100%		47%	91%	94%	32%	27%		76%
Total	Count		328	32	20	14	3	15	238	301	22	11	5	72



# AVERAGE AGE - TRACKING



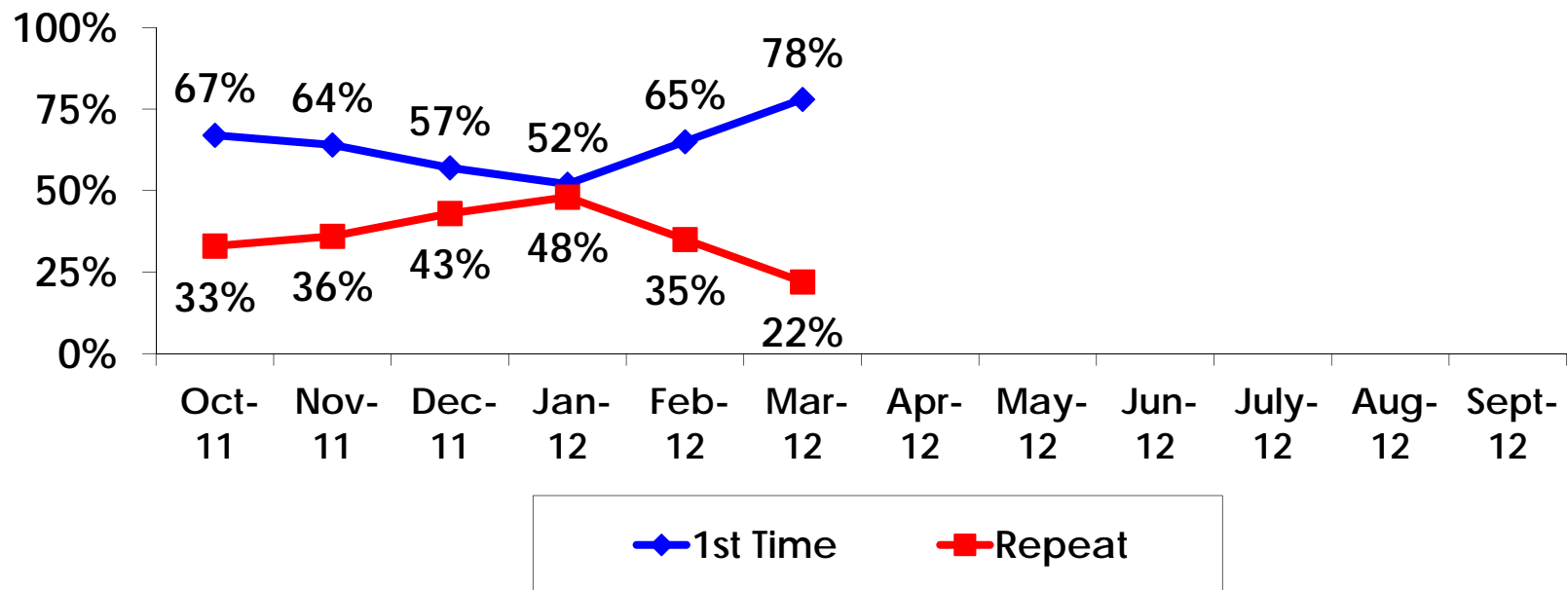
# AGE- SEGMENTATION

			TOTAL	FAMILY	OFFICE LADY	GROUP	SILVER	WEDDING	SPORT	18-35	36-55	CHILD	HONEYMOON	REPEAT
D.	18-34	Count	300	17	17	14		11	223	300		3	5	52
		Col %	92%	53%	85%	100%		73%	94%	100%		27%	100%	73%
	35-54	Count	22	13	3				12	1	21	8		16
		Col %	7%	41%	15%				5%	0%	95%	73%		23%
	55+	Count	5	2			3	4	2		1			3
		Col %	2%	6%			100%	27%	1%		5%			4%
Total	Count		327	32	20	14	3	15	237	301	22	11	5	71
D.	Mean		24.8	35.5	29.4	22.6	70.3	36.2	24.1	22.9	43.0	37.8	26.6	29.9
	Median		22	34	28	22	67	28	22	22	44	40	26	24

# INCOME - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP	SILVER	WEDDING	SPORT	18-35	36-55	CHILD	HONEYMOON	REPEAT
Q.31	Less than Y2 million	Count 36 Col % 16%	1 3%		1 14%			31 19%	36 17%			1 20%	7 13%
	Y2,000,001 - Y3,000,000	Count 17 Col % 7%	2 7%	2 11%	1 14%		2 13%	10 6%	17 8%				3 5%
	Y3,000,001 - Y4,000,000	Count 23 Col % 10%	4 14%	4 22%	1 14%	1 33%	3 20%	15 9%	21 10%	1 5%	1 11%	3 60%	2 4%
	Y4,000,001 - Y5,000,000	Count 34 Col % 15%	4 14%	6 33%			5 33%	20 12%	28 14%	4 20%	1 11%		8 15%
	Y5,000,000 - Y7,000,000	Count 47 Col % 20%	9 31%	2 11%	2 29%	1 33%	3 20%	33 20%	39 19%	7 35%	3 33%	1 20%	16 29%
	Y7,000,001 - Y10,000,000	Count 25 Col % 11%	6 21%	2 11%		1 33%	1 7%	21 13%	21 10%	3 15%	3 33%		10 18%
	Y10,000,001 or more	Count 31 Col % 13%	3 10%	2 11%			1 7%	20 12%	26 13%	5 25%	1 11%		8 15%
	No Income	Count 19 Col % 8%			2 29%			15 9%	19 9%				1 2%
Total	Count	232	29	18	7	3	15	165	207	20	9	5	55

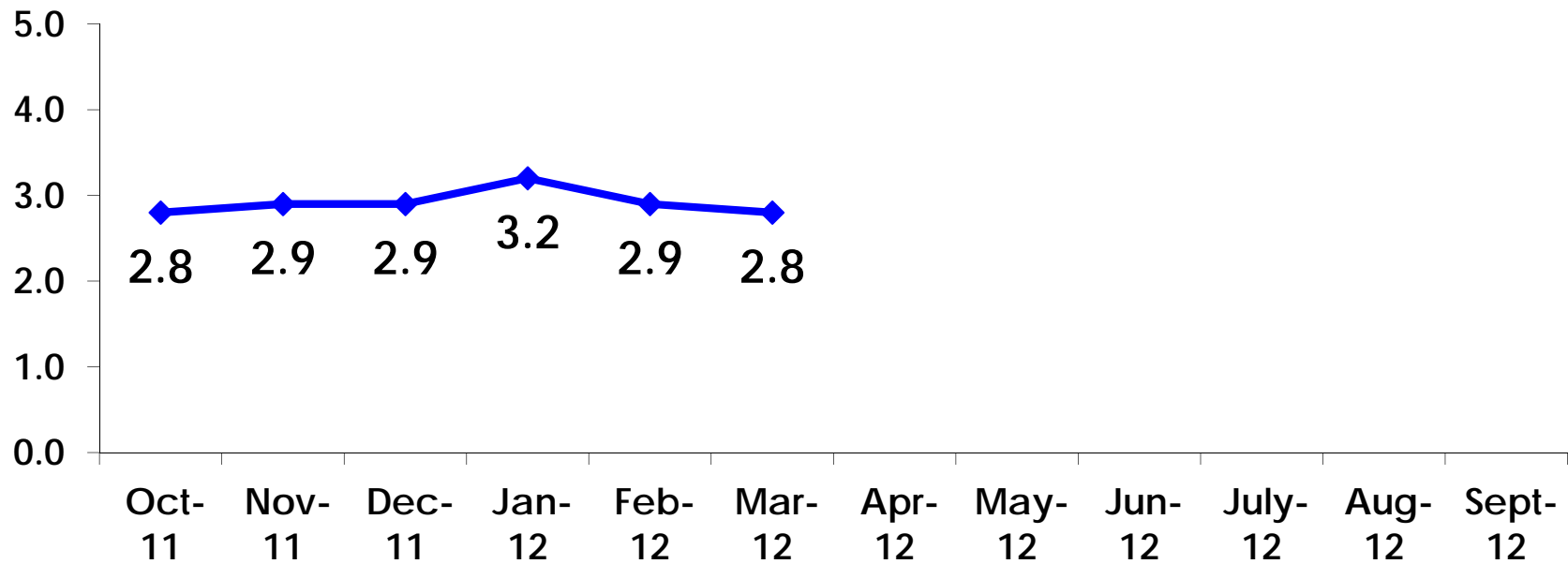
# PRIOR TRIPS TO GUAM - TRACKING



# PRIOR TRIPS TO GUAM - SEGMENTATION

			TOTAL	FAMILY	OFFICE LADY	GROUP	SILVER	WEDDING	SPORT	18-35	36-55	CHILD	HONEYMOON	REPEAT
Q.3A Yes	Count		256	14	11	11	1	10	187	248	7	3	5	
	Col %		78%	44%	55%	79%	33%	67%	79%	82%	32%	27%	100%	
No	Count		72	18	9	3	2	5	51	53	15	8		72
	Col %		22%	56%	45%	21%	67%	33%	21%	18%	68%	73%		100%
Total	Count		328	32	20	14	3	15	238	301	22	11	5	72

# AVG LENGTH OF STAY - TRACKING



# AVG LENGTH OF STAY - SEGMENTATION

	TOTAL	FAMILY	OFFICE LADY	GROUP	SILVER	WEDDING	SPORT	18-35	36-55	CHILD	HONEYMOON	REPEAT
Q.8 Mean	2.8	2.8	2.6	2.9	3.0	3.1	2.9	2.8	3.0	3.1	4.0	2.8
Median	3	3	3	3	3	3	3	3	3	3	4	3
Minimum	1	1	1	1	2	2	1	1	1	2	3	1
Maximum	7	6	3	4	4	5	7	7	6	6	5	6

# SECTION 2 **TRAVEL PLANNING**



# TRAVEL PLANNING - SEGMENTATION

	TOTAL	FAMILY	OFFICE LADY	GROUP	SILVER	WEDDING	SPORT	18-35	36-55	CHILD	HONEYMOON	REPEAT
Q.7 Full package tours	Count 75	9	2		1	4	47	71	3	1		14
	Col % 23%	28%	10%		33%	27%	20%	24%	14%	9%		19%
Free-time package tours	Count 226	20	16		1	9	174	208	15	8	5	51
	Col % 70%	63%	80%		33%	60%	74%	70%	68%	73%	100%	71%
Individually arranged travel	Count 8	2			1	2	4	3	4	1		3
	Col % 2%	6%			33%	13%	2%	1%	18%	9%		4%
Group tour	Count 14		1	14			10	14				3
	Col % 4%		5%	100%			4%	5%				4%
Other	Count 1	1						1		1		
	Col % 0%	3%						0%		9%		
Company paid travel	Count 1		1					1				1
	Col % 0%		5%					0%				1%
Total	Count 325	32	20	14	3	15	235	298	22	11	5	72

# TRAVEL MOTIVATION - SEGMENTATION

	TOTAL	FAMILY	OFFICE LADY	GROUP	SILVER	WEDDING	SPORT	18-35	36-55	CHILD	HONEYMOON	REPEAT
Q.5 Beautiful seas, beaches, tropical climate	63%	53%	65%	29%	33%	33%	66%	63%	64%	27%	40%	56%
Pleasure	52%	31%	50%	36%	33%	7%	54%	53%	45%	45%	60%	39%
Short travel time	36%	53%	55%	14%		20%	37%	34%	59%	64%	20%	50%
Price of the tour package	34%	34%	30%			7%	34%	35%	32%	27%	20%	33%
Shopping	30%	38%	35%	14%	33%	33%	30%	30%	36%	36%	60%	36%
Recommendation of friend, relative, travel agency	32%	19%	25%	50%	33%	7%	33%	33%	9%	9%	20%	21%
Water sports	26%	19%	10%	7%			36%	26%	27%	9%	20%	22%
Just to relax	23%	25%	45%	7%		7%	23%	24%	23%	36%	20%	25%
A previous visit	17%	56%	45%	14%	33%	20%	16%	13%	59%	73%		78%
It is a safe place to spend a vacation	11%	19%	5%	7%			12%	10%	23%	27%		18%
Other	9%	6%		7%			10%	10%	5%	18%		4%
SCUBA diving	6%	3%	10%	14%			8%	5%	14%	9%	20%	8%
To get married or Attend wedding	5%	25%	15%		67%	100%	3%	4%	5%		20%	7%
To visit friends or relatives	2%			7%	33%	7%	3%	2%	5%			4%
Honeymoon	2%	3%				7%	2%	2%			100%	
Company or Business trip	1%	3%	10%	7%			1%	1%		9%		4%
To golf	1%				67%	7%	2%	0%				3%
Promotional materials from GVB	1%			7%			1%	1%				1%
Special promotion	1%					7%	1%	1%				
Organized Sporting Activity	1%			7%			1%	1%			20%	
Convention, Conference, Trade show	0%			7%			0%	0%				
Total Cases	328	32	20	14	3	15	238	301	22	11	5	72

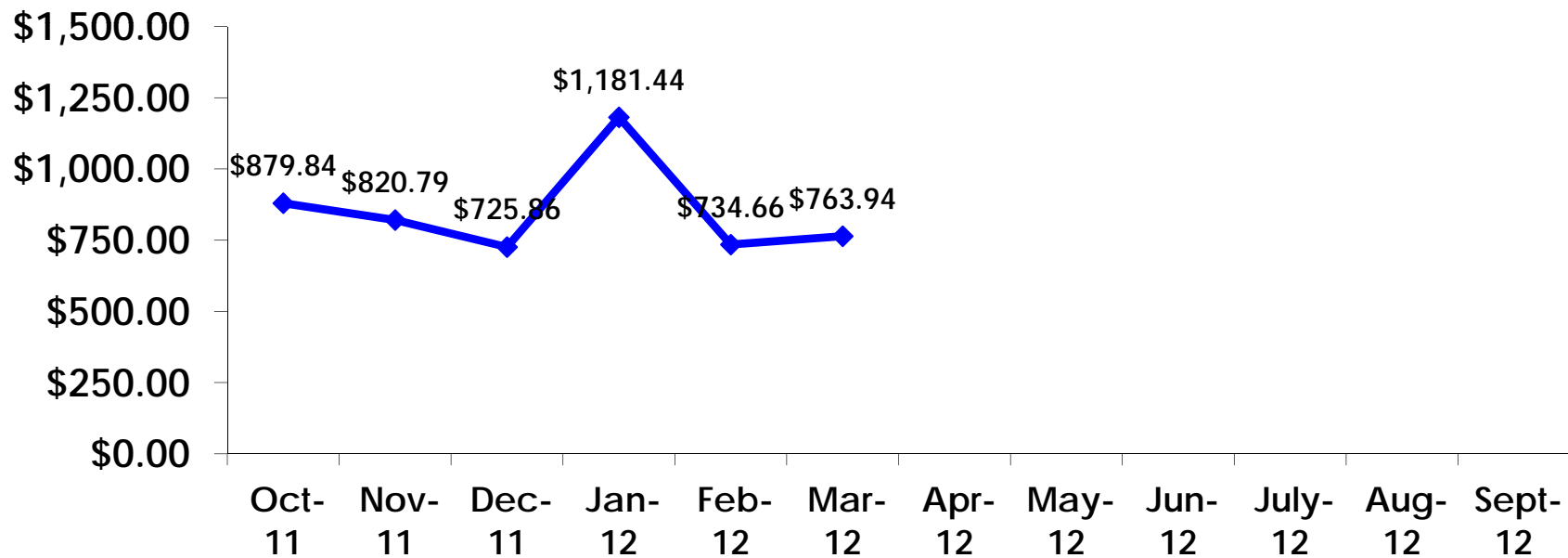
# INFORMATION SOURCES - SEGMENTATION

	TOTAL	FAMILY	OFFICE LADY	GROUP	SILVER	WEDDING	SPORT	18-35	36-55	CHILD	HONEYMOON	REPEAT
Q.1 Internet	66%	68%	65%	46%		53%	65%	65%	81%	70%	60%	54%
Travel guide book at bookstores	65%	68%	60%	38%	33%	73%	68%	66%	57%	60%	60%	50%
Travel agent brochure	49%	42%	45%	23%	67%	60%	53%	49%	33%	30%	60%	40%
Friend or relative	32%	19%	25%	54%	67%	33%	33%	33%	10%	10%	40%	19%
Magazine	27%	13%	20%	15%		33%	28%	29%	19%	20%	40%	19%
I have been to Guam before	19%	55%	45%	23%	67%	20%	18%	15%	67%	80%		36%
TV	10%	6%	5%	15%			8%	10%	5%	10%		11%
Company travel department	3%	13%	20%			7%	3%	4%		10%		1%
GVB office	1%	6%					1%	0%	10%	10%		3%
Newspaper	1%						2%	1%				
GVB promotional activities	0%	3%							5%	10%		1%
Other	0%							0%				
Total Cases	324	31	20	13	3	15	234	298	21	10	5	72

# SECTION 3 **EXPENDITURES**

# PREPAID EXPENDITURES - TRACKING

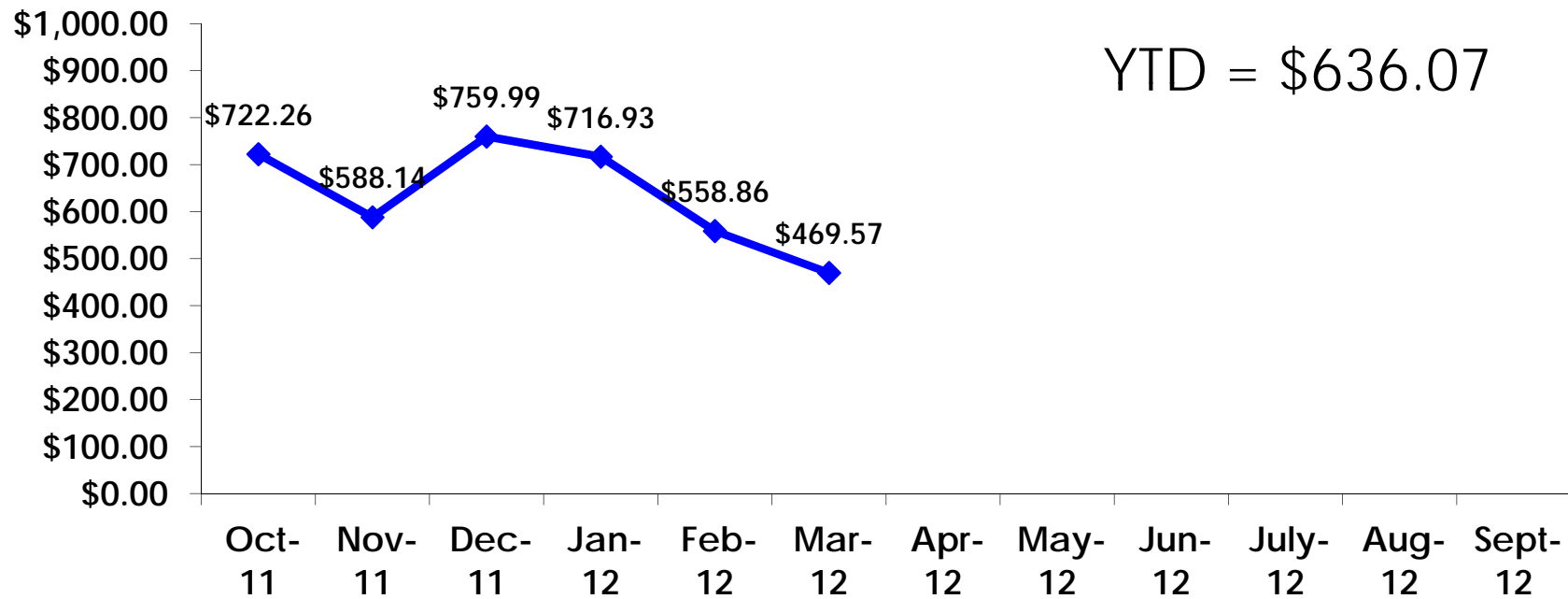
YTD=\$851.06



# PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP	SILVER	WEDDING	SPORT	18-35	36-55	CHILD	HONEYMOON	REPEAT
Prepaid	Mean	\$763.94	\$677.82	\$919.71	\$707.80	\$1,139.23	\$703.35	\$756.61	\$743.44	\$949.97	\$833.07	\$1,113.69	\$817.13
per	Median	\$761	\$726	\$887	\$720	\$1,199	\$720	\$779	\$743	\$959	\$799	\$1,296	\$807
person	Minimum	\$0.00	\$0.00	\$0.00	\$0.00	\$839.43	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$134.91	\$0.00
converted to \$	Maximum	\$1,798.78	\$1,439.02	\$1,558.94	\$1,439.02	\$1,379.06	\$1,798.78	\$1,798.78	\$1,798.78	\$1,798.78	\$1,439.02	\$1,798.78	\$1,558.94

# ON-ISLAND EXPENDITURES - TRACKING



# ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP	SILVER	WEDDING	SPORT	18-35	36-55	CHILD	HONEYMOON	REPEAT
Per person on-island exp	Mean	\$469.57	\$433.01	\$417.92	\$533.50	\$638.10	\$638.19	\$502.02	\$471.58	\$404.49	\$292.35	\$1,107.00	\$495.28
	Median	\$400	\$400	\$312	\$450	\$700	\$500	\$440	\$400	\$320	\$233	\$1,000	\$400
	Minimum	\$.00	\$.00	\$100.00	\$50.00	\$214.29	\$150.00	\$.00	\$.00	\$.00	\$.00	\$150.00	\$.00
	Maximum	\$2,500.00	\$2,000.00	\$1,370.00	\$1,400.00	\$1,000.00	\$2,000.00	\$2,500.00	\$2,500.00	\$1,500.00	\$552.50	\$2,235.00	\$2,060.00

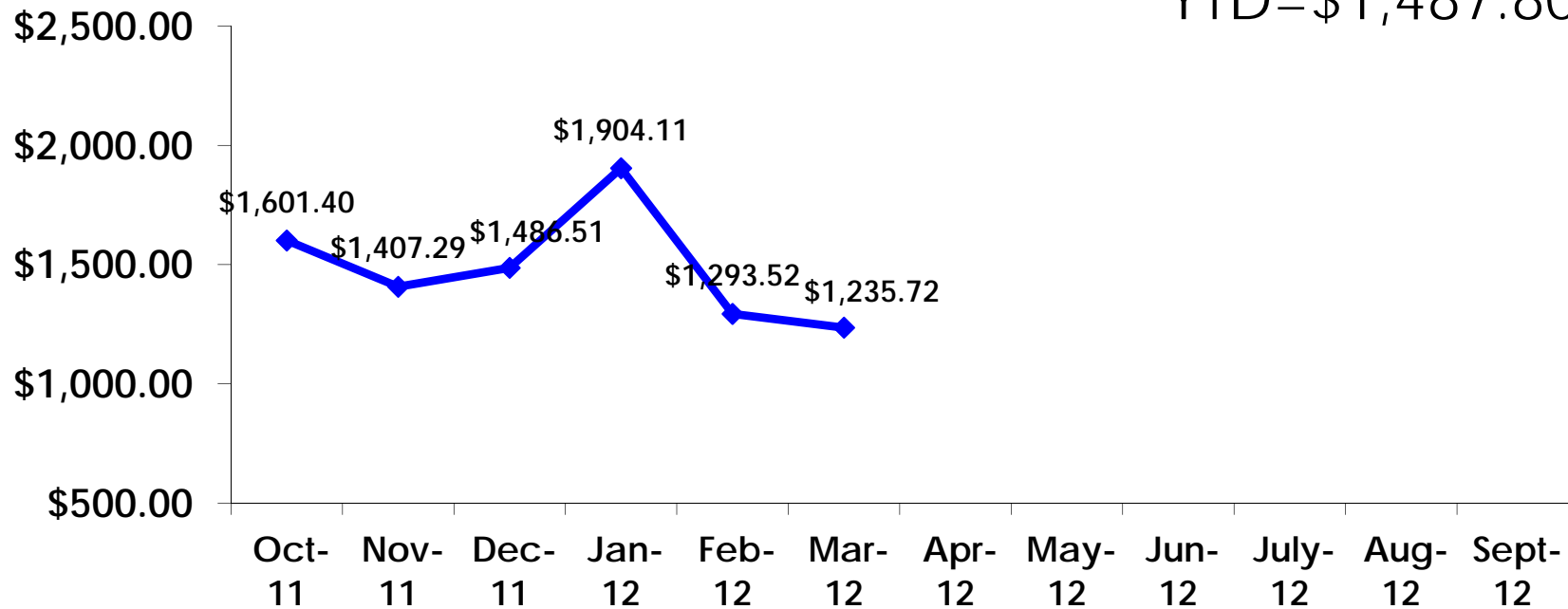


# ON-ISLAND EXPENSE- BREAKDOWN

		TOTAL	FAMILY	OFFICE LADY	GROUP	SILVER	WEDDING	SPORT	18-35	36-55	CHILD	HONEYMOON	REPEAT
F&B-HOTEL	Mean	\$21.54	\$85.81	\$3.68	\$3.57	\$363.33	\$145.57	\$14.53	\$16.09	\$47.27	\$76.36	\$0.00	\$29.33
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$90.00	\$0.00	\$0.00	\$0.00	\$0.00	\$20.00	\$0.00	\$0.00
F&B-FF REST/CONV	Mean	\$22.92	\$51.87	\$28.95	\$16.71	\$16.67	\$19.73	\$23.80	\$19.83	\$62.50	\$32.91	\$40.00	\$31.93
	Median	\$10.00	\$10.00	\$5.50	\$12.00	\$0.00	\$0.00	\$10.00	\$10.00	\$35.00	\$12.00	\$0.00	\$10.00
F&B-OUT- SIDE HOTEL/ REST	Mean	\$56.10	\$84.84	\$39.00	\$22.86	\$606.67	\$190.33	\$56.86	\$45.49	\$130.91	\$90.00	\$100.00	\$78.18
	Median	\$24.00	\$20.00	\$27.50	\$0.00	\$500.00	\$25.00	\$30.00	\$20.00	\$55.00	\$60.00	\$0.00	\$30.00
OPTIONAL TOUR	Mean	\$65.24	\$59.19	\$33.75	\$49.00	\$0.00	\$28.67	\$79.24	\$63.27	\$92.05	\$98.64	\$107.20	\$84.88
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$28.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
GIFT/ SOUV-SELF	Mean	\$124.42	\$301.55	\$178.55	\$124.29	\$0.00	\$358.20	\$133.96	\$116.38	\$257.27	\$327.27	\$654.00	\$157.57
	Median	\$30.00	\$150.00	\$110.00	\$10.00	\$0.00	\$130.00	\$40.00	\$30.00	\$180.00	\$300.00	\$570.00	\$35.00
GIFT/ SOUV- F&F AT HOME	Mean	\$81.68	\$166.32	\$114.05	\$65.71	\$16.67	\$199.73	\$81.91	\$75.39	\$129.09	\$97.27	\$113.00	\$118.43
	Median	\$40.00	\$80.00	\$100.00	\$0.00	\$0.00	\$30.00	\$50.00	\$40.00	\$35.00	\$0.00	\$65.00	\$35.00
LOCAL TRANS	Mean	\$10.81	\$33.26	\$4.30	\$7.86	\$0.00	\$18.33	\$10.33	\$8.14	\$48.86	\$75.00	\$12.20	\$19.86
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$10.00	\$0.00	\$0.00
OTHER EXP	Mean	\$186.12	\$201.61	\$81.25	\$243.50	\$396.67	\$80.00	\$200.39	\$184.81	\$185.91	\$240.00	\$1,367.60	\$188.40
	Median	\$29.00	\$0.00	\$0.00	\$175.00	\$390.00	\$0.00	\$29.00	\$29.50	\$0.00	\$0.00	\$60.00	\$0.00

# TOTAL EXPENDITURES – TRACKING

YTD=\$1,487.80



# TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP	SILVER	WEDDING	SPORT	18-35	36-55	CHILD	HONEYMOON	REPEAT
Total per person expense	Mean	\$1,235.72	\$1,128.04	\$1,341.85	\$1,241.30	\$1,777.32	\$1,341.54	\$1,261.91	\$1,217.48	\$1,359.73	\$1,125.42	\$2,220.69	\$1,315.20
	Median	\$1,190.76	\$1,152.43	\$1,349.18	\$1,312.96	\$1,839.43	\$1,319.51	\$1,219.51	\$1,179.60	\$1,216.95	\$1,135.35	\$2,558.94	\$1,258.02
	Minimum	\$0.00	\$240.00	\$300.00	\$499.93	\$1,593.35	\$284.91	\$0.00	\$0.00	\$500.00	\$500.00	\$284.91	\$219.96
	Maximum	\$3,531.38	\$2,000.00	\$2,329.35	\$1,799.39	\$1,899.18	\$3,298.78	\$3,531.38	\$3,531.38	\$3,298.78	\$1,739.13	\$3,531.38	\$2,779.51

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.

Comparison of Drivers of Overall Satisfaction, Oct, Nov, Dec 2011, Jan, Feb, Mar 2012 and Overall Oct 2011 - Mar 2012							
	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Combined Oct 2011-Mar 2012
Independent Variables:	rank	rank	rank	rank	rank	rank	rank
Cleanliness of beaches & parks	3	2	2	1	1	<b>3</b>	2
Ease of getting around	6		6				5
Safety walking around at night							
Quality of daytime tours			5		4		6
Variety of daytime tours	2						
Quality of nighttime tours							7
Variety of nighttime tours							
Quality of shopping	4	1	7		2	<b>2</b>	1
Variety of shopping			1	2			8
Price of things on Guam	1	4	4				4
Quality of hotel accommodations	5	3	3	3	3	<b>1</b>	3
% of Overall Satisfaction Accounted For	49.9%	46.6%	50.2%	43.1%	43.9%	<b>39.4%</b>	45.4%

NOTE: Only significant variables are ranked.

---

# DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Japanese visitor's experience on Guam is driven by three significant factors in the March 2012 Period. By rank order they are:
  - **Quality of hotel accommodations,**
  - **Quality of shopping, and**
  - **Cleanliness of beaches & parks.**
- With all three factors the overall  $r^2$  is .394 meaning that **39.4% of overall satisfaction is accounted for by these factors.**

Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2011, and Jan, Feb, Mar 2011 and Overall Oct 2011 - Mar 2012							
	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Combined Oct 2011 - Mar 2012
Independent Variables:	rank	rank	rank	rank	rank	rank	rank
Cleanliness of beaches & parks						1	
Ease of getting around							
Safety walking around at night							
Quality of daytime tours							3
Variety of daytime tours				3			
Quality of nighttime tours							
Variety of nighttime tours		2					
Quality of shopping	1	1	1	2			1
Variety of shopping							
Price of things on Guam							
Quality of hotel accommodations	2			1			2
% of Overall Satisfaction Accounted For	9.2%	8.1%	2.2%	4.8%	0.0%	2.5%	2.9%

NOTE: Only significant variables are ranked.



---

# Drivers of Per Person On Island Expenditure

- **Per Person On Island Expenditure** of Japanese visitors on Guam is driven by one significant factor in the March 2012 Period.
- That factor is:
  - **Cleanliness of beaches & parks.**
- With this factor, the overall  $r^2$  is .025 meaning that **2.5% of per person on island expenditure is accounted for by this factor.**