



# **GUAM VISITORS BUREAU**

## **Korean Visitor Tracker Exit Profile**

### **FY2015**

### **JULY 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 **352** 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 **352** 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.

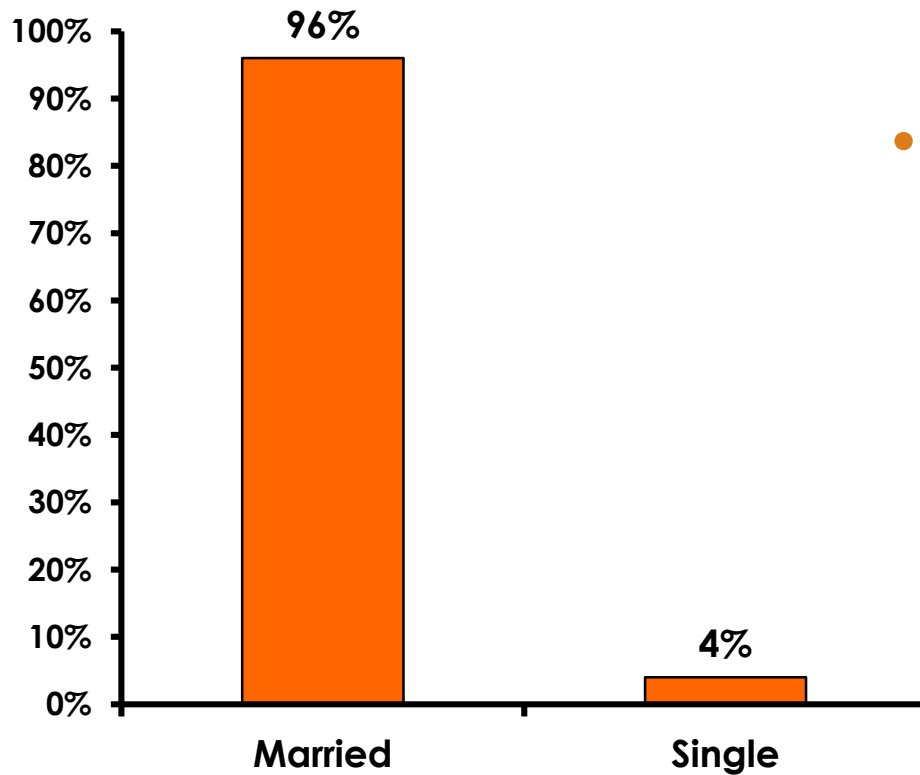
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# OBJECTIVES

- 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.

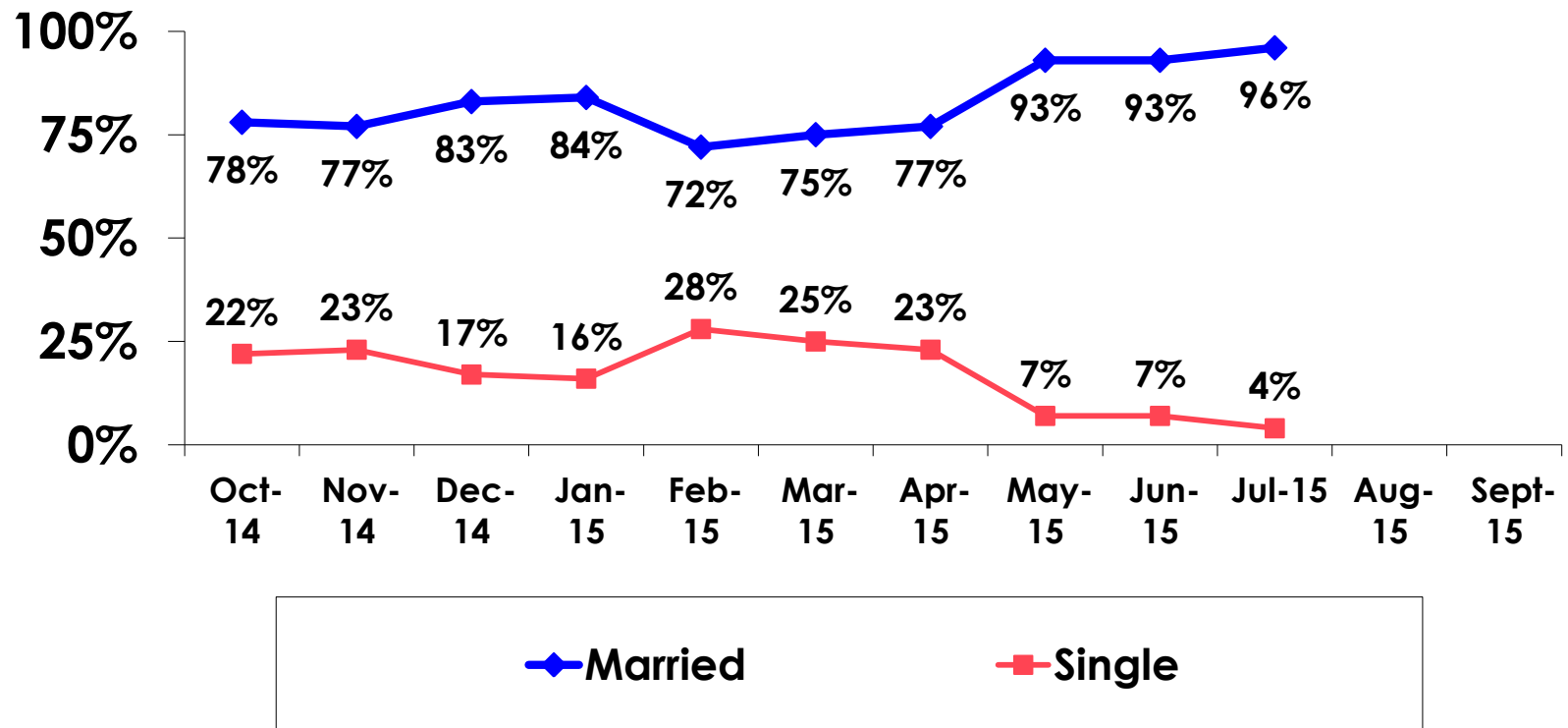
# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status - Overall

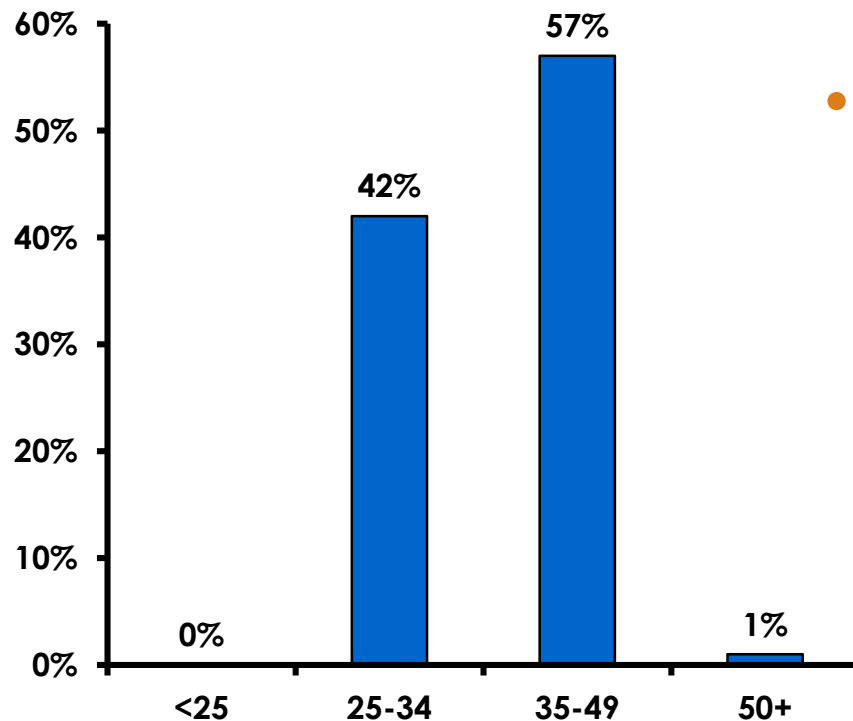


- Majority of Korean visitors are married.

# MARITAL STATUS

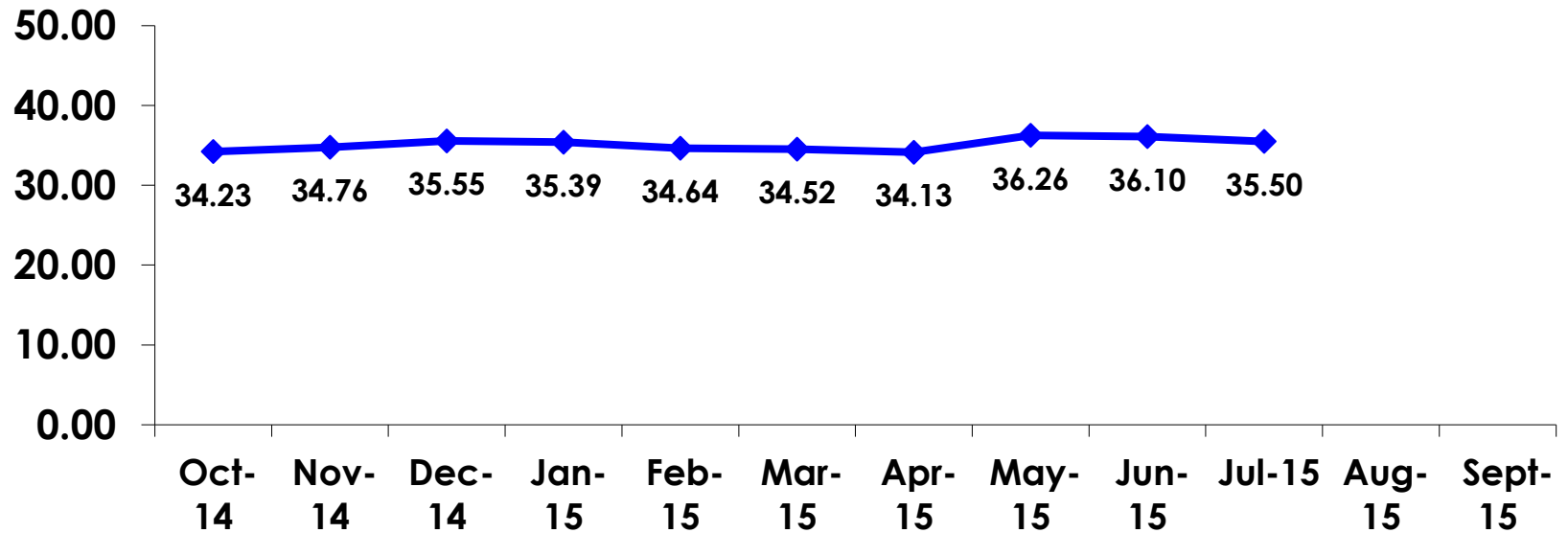


# Age - Overall



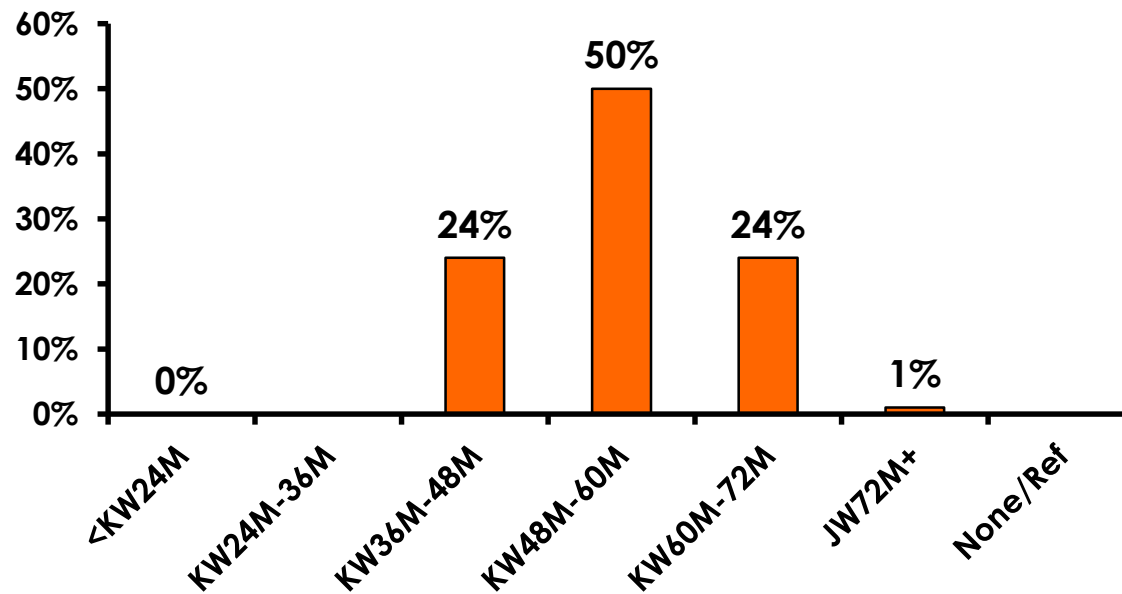
- The average age of the respondents is 35.50 years of age.

# AVERAGE - AGE



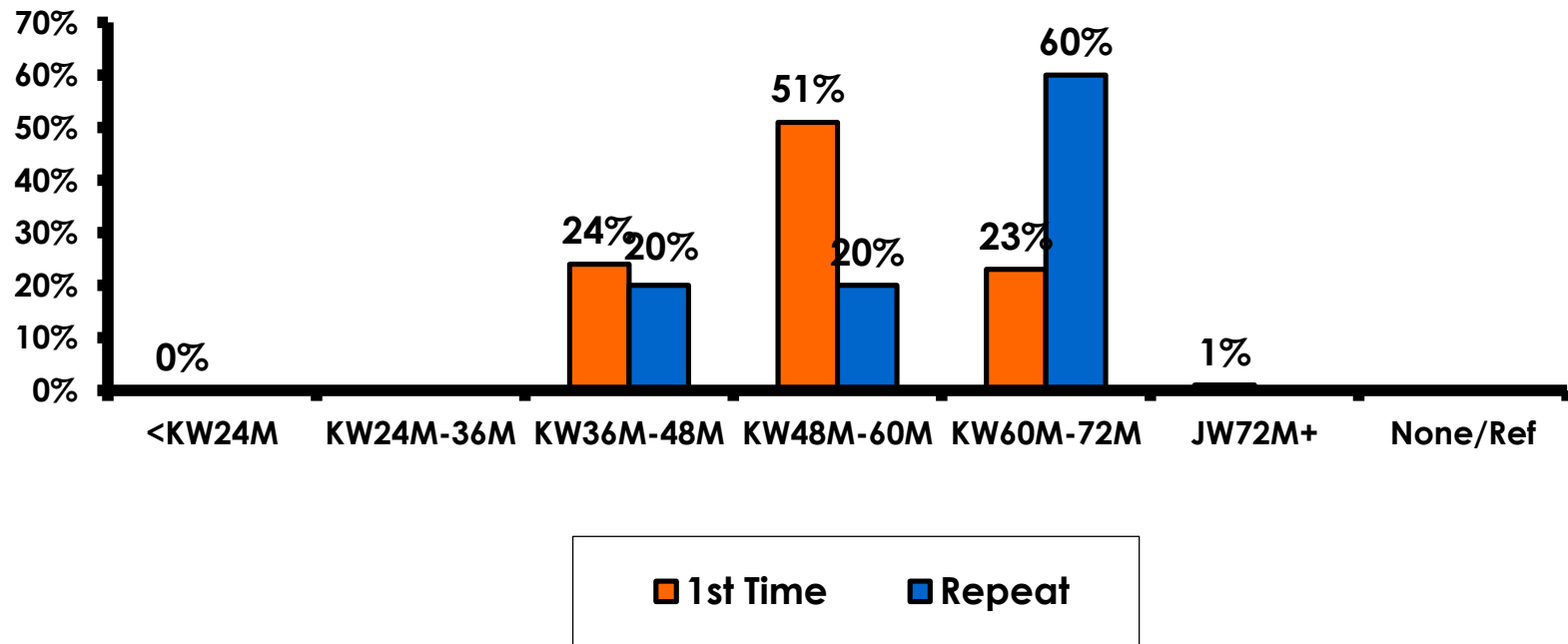


# Personal Income



- KW1,138.54=\$1

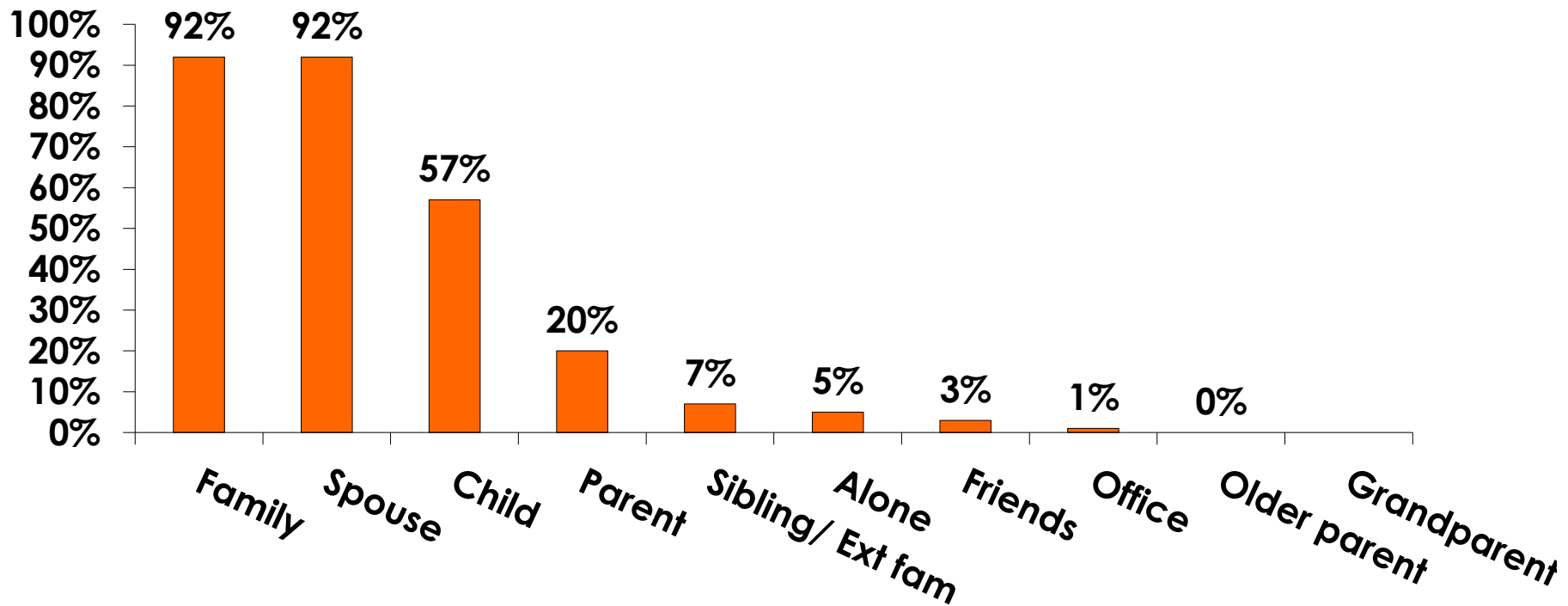
# Personal Income – 1st time vs. repeat



# Personal Income by Gender & Age

			TOTAL	GENDER		AGE		
			-	Male	Female	25-34	35-49	50+
Q26	KW12.0M-KW24.0M	Count	1		1	1		
		Column N %	0%		1%	1%		
	KW36.0M-KW48.0M	Count	67	31	36	52	15	
		Column N %	24%	20%	29%	44%	9%	
	KW48.0M-KW60.0M	Count	141	83	58	56	85	
		Column N %	50%	53%	47%	48%	52%	
	KW60.0M-KW72.0M	Count	69	42	27	7	61	1
		Column N %	24%	27%	22%	6%	37%	100%
	KW72.0M+	Count	4	2	2	1	3	
		Column N %	1%	1%	2%	1%	2%	
Total		Count	282	158	124	117	164	1

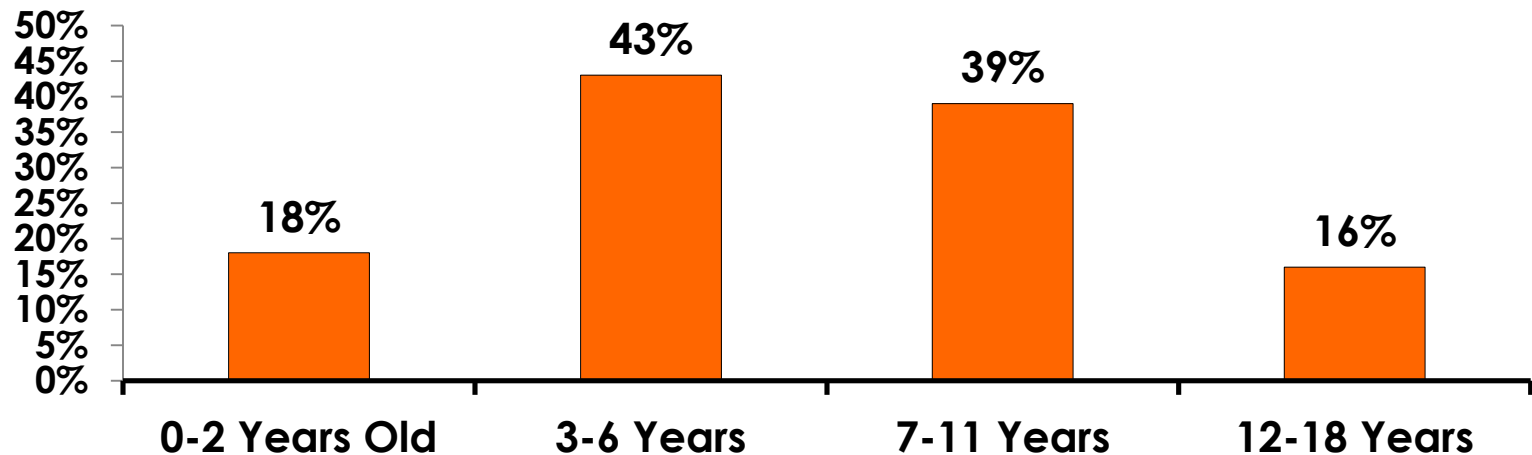
# Travel Companions



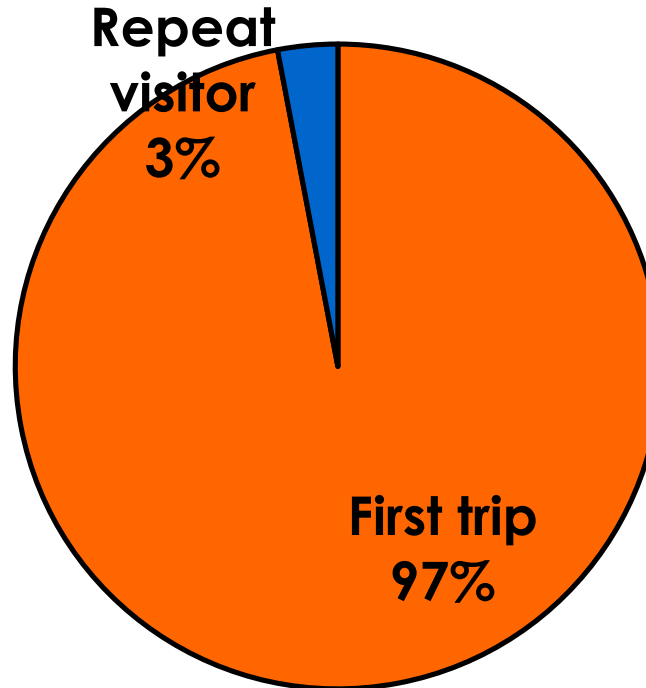
# Number of Children Travel Party

N=202 total respondents traveling with children.

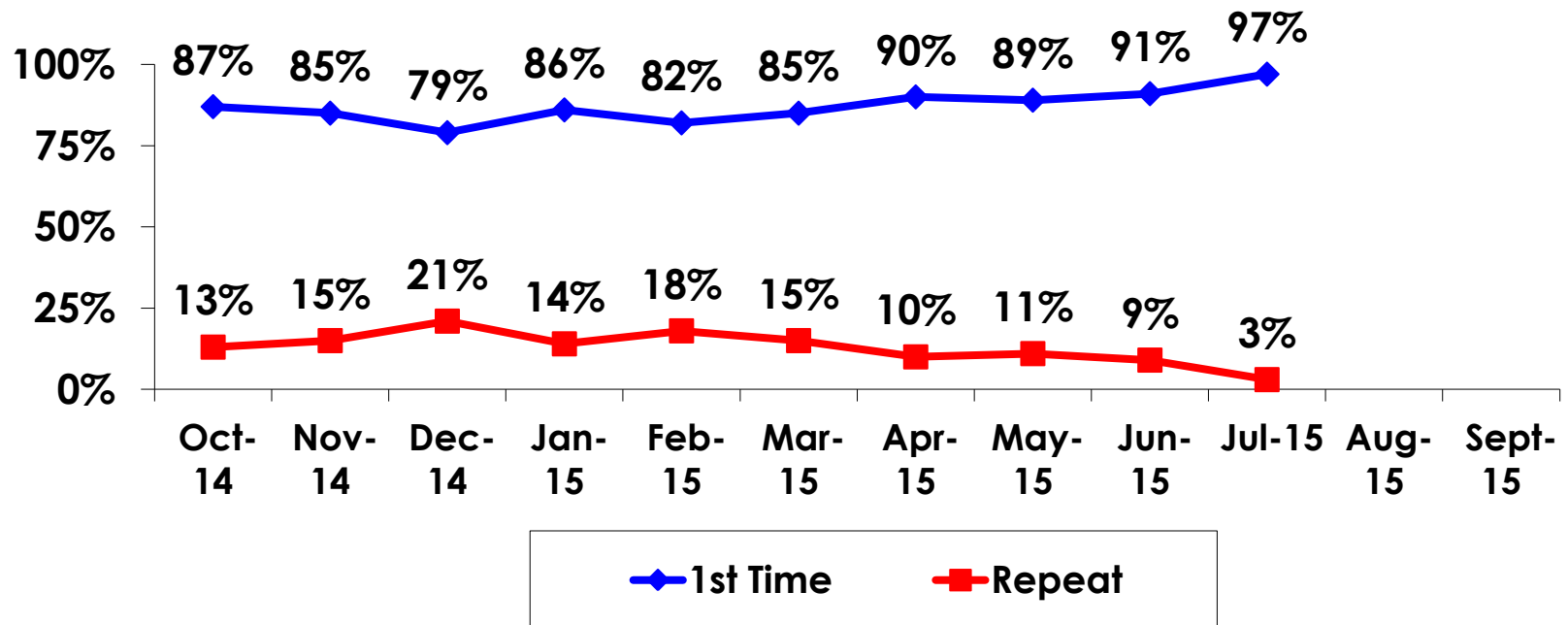
(Of those N=202 respondents, there is a total of 238 children 18 years or younger)



# Prior Trips to Guam



# PRIOR TRIPS TO GUAM



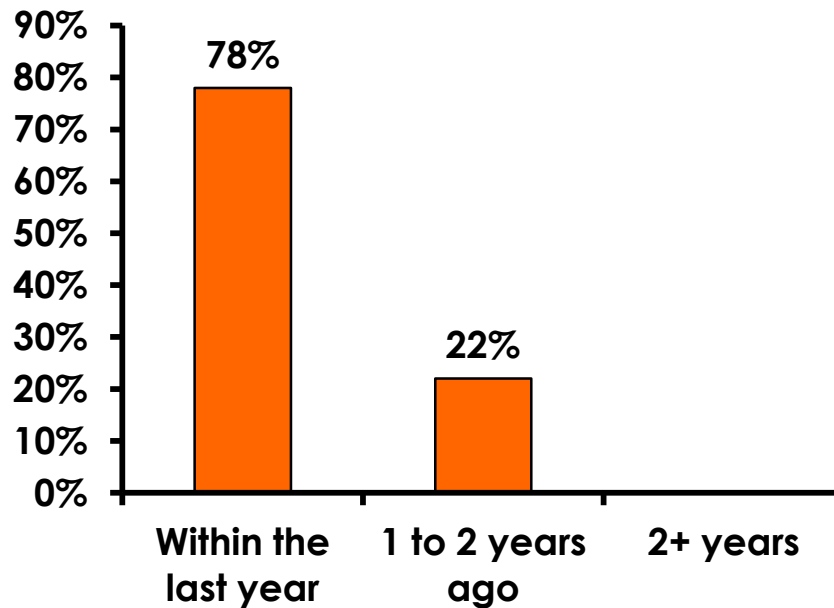
# Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
			-	1st	Repeat
GENDER	Male	Count	174	165	9
		Column N %	49%	49%	75%
	Female	Count	178	175	3
		Column N %	51%	51%	25%
	Total	Count	352	340	12
	AGE	18-24	Count	1	1
Column N %			0%	0%	
25-34		Count	148	144	4
		Column N %	42%	42%	33%
35-49		Count	199	191	8
		Column N %	57%	56%	67%
50+		Count	3	3	
		Column N %	1%	1%	
Total		Count	351	339	12



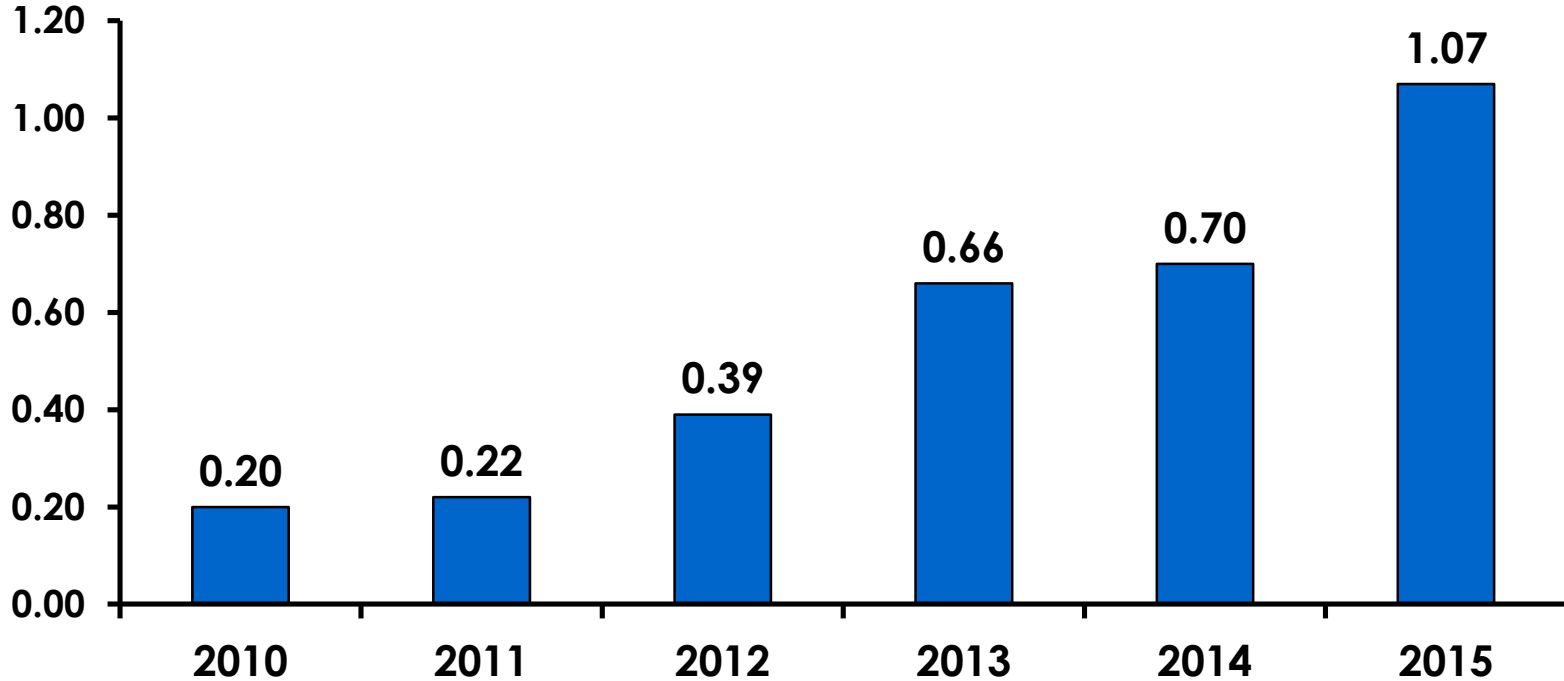
# Repeat Visitors Last Trip

n = 9



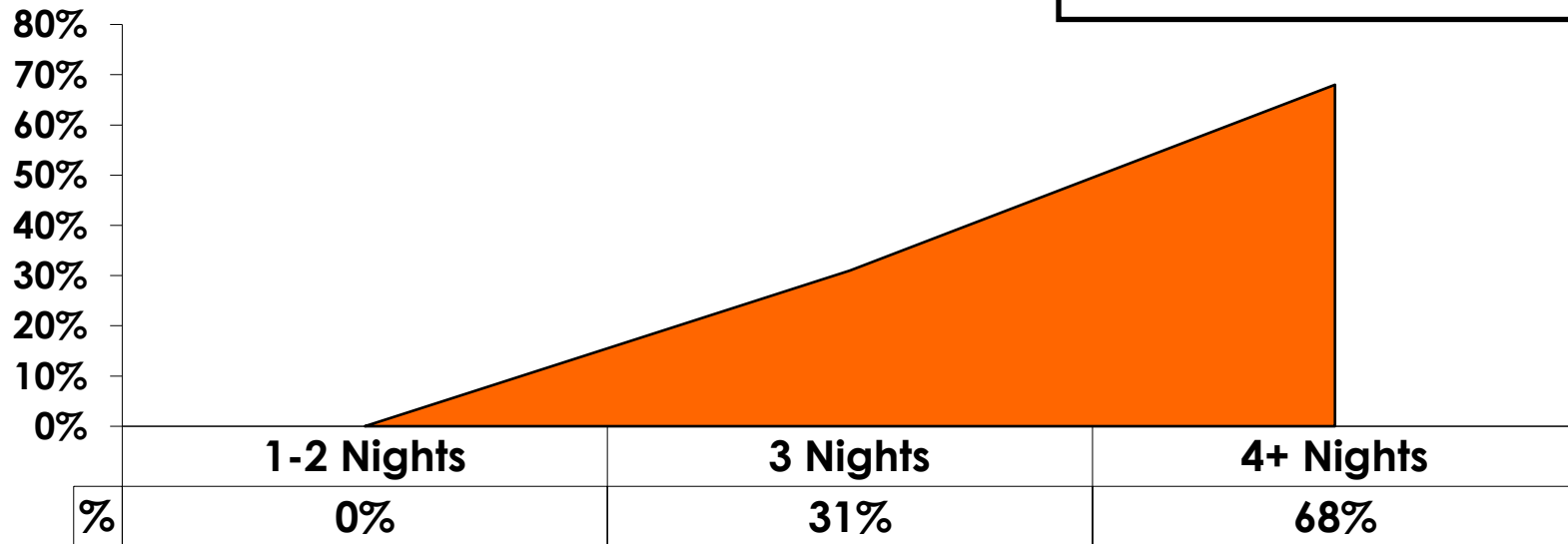
- The average repeat visitor has been to Guam 1.89 times.

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

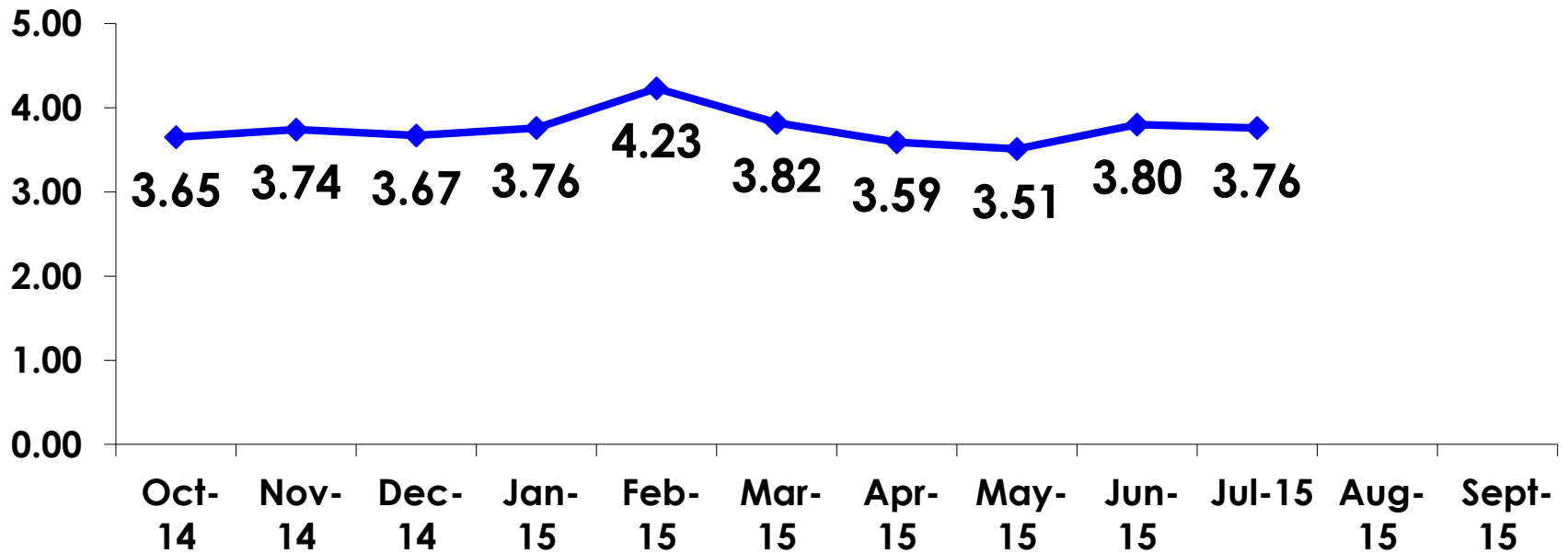


# Length of Stay

Mean = 3.76 Days  
Median = 4.0 Days



# AVG LENGTH OF STAY

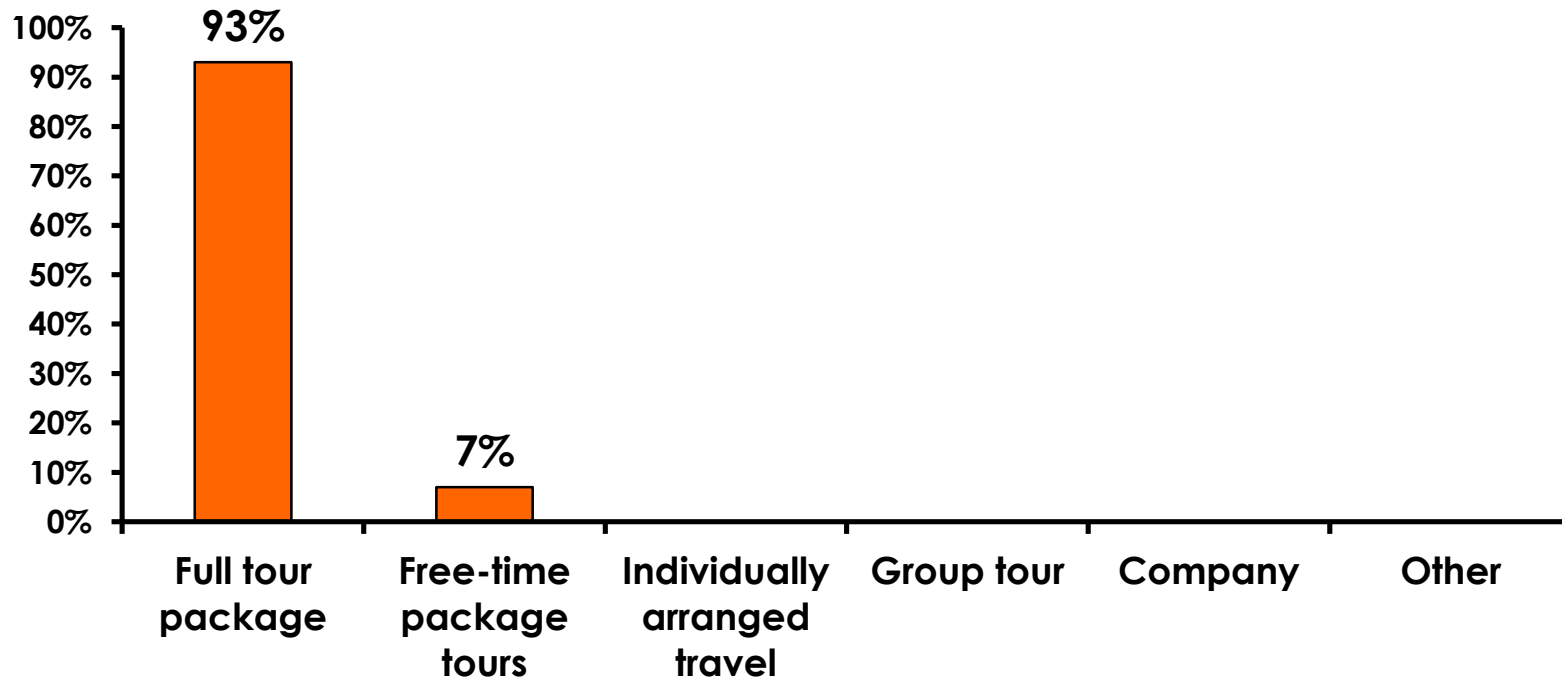


# Occupation by Income

		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
Q25	Self-employed	23%				7%	30%	39%	25%	
	White Collar Office Worker	16%				64%	7%	1%		
	Service worker/ Private hse worker	14%				10%	26%	4%	25%	
	Housewife/ Homemaker	12%				1%	1%			
	Professional/ Specialist/ Tech	11%		100%			14%	22%	50%	
	Professor/ Teacher/ After-school	7%				1%	6%	19%		
	Govt- Executive	5%				7%	7%	1%		
	Student	4%								
	Freelancer	2%					3%	6%		
	Manager/ Admin	2%				3%	4%	1%		
	Farmer/ Forestry/ Fisherman	1%					2%	3%		
	Skilled worker	1%					1%	3%		
	Sales worker/ Clerical	1%				4%				
	Total	Count	336		1		67	141	69	4

# SECTION 2 **TRAVEL PLANNING**

# Travel Planning - Overall



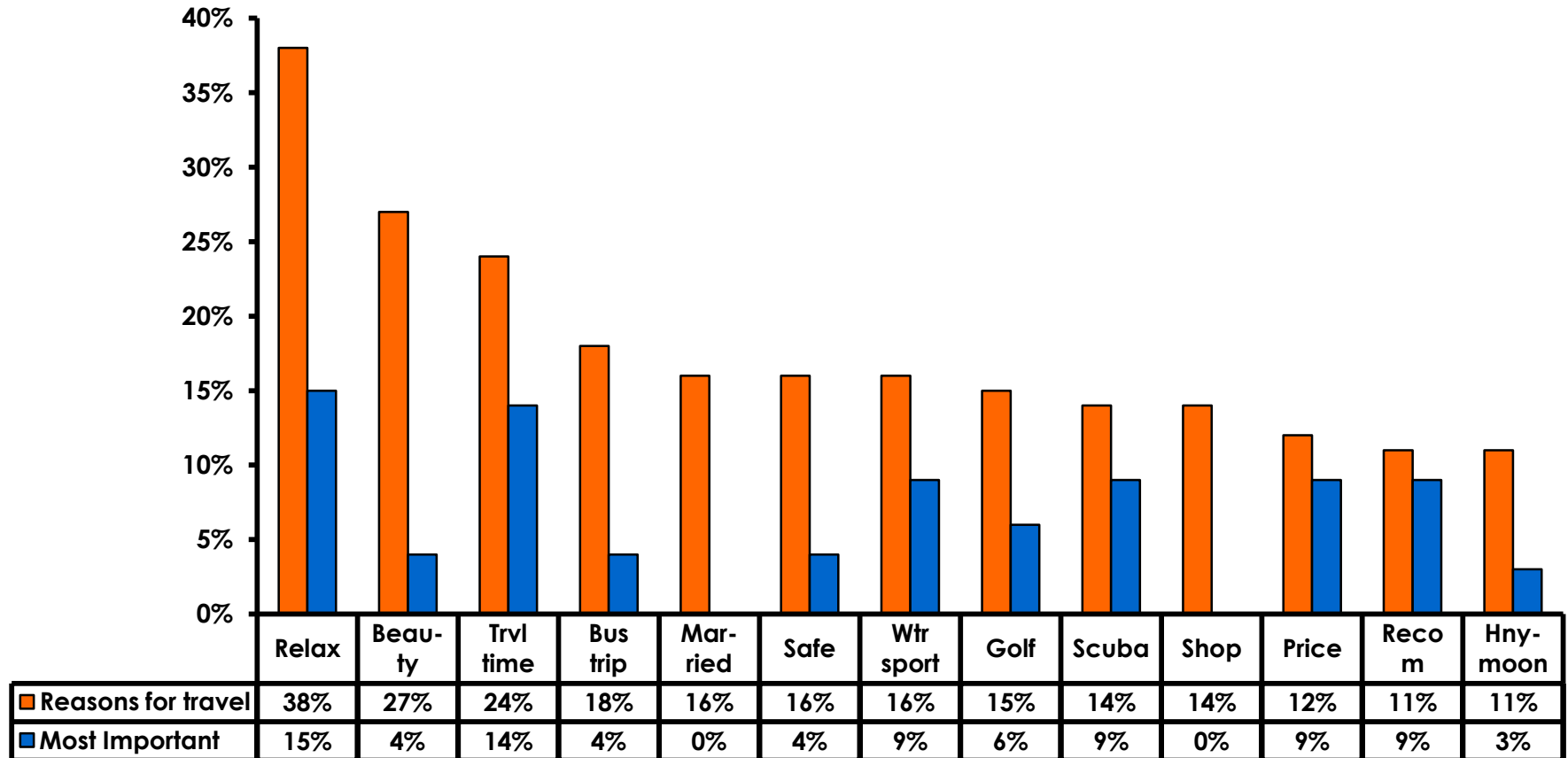
# Accommodation by Income

Average length of stay: 3.76 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	38%		100%		37%	40%	49%	50%	
	Hotel Nikko Guam	8%				13%	4%	6%		
	Lotte Hotel Guam	7%				1%	6%	7%	25%	
	Leo Palace Resort	5%				3%	5%	9%		
	Hyatt Regency Guam	5%				3%	6%	3%		
	Hilton Guam Resort	5%				1%	6%	1%		
	Westin Resort Guam	5%				3%	5%	3%		
	Holiday Resort Guam	4%				4%	5%	3%		
	Royal Orchid Guam	3%				6%	1%	1%		
	Guam Reef & Olive Spa	3%					5%	1%		
	Pacific Star Resort & Spa	3%				1%	4%	3%		
	Outrigger Guam Resort	3%				3%	3%	3%		
	Onward Beach Resort	2%				4%	1%	1%	25%	
	Pacific Bay Hotel	2%				4%	1%			
	Bayview Hotel	2%				3%	1%	1%		
	Fiesta Resort Guam	1%				3%	1%	1%		
	Sheraton Laguna Guam	1%				1%	1%	3%		
	Oceanview Hotel	1%				1%	1%			
	Verona Resort & Spa	1%				1%	1%			
	Hotel Santa Fe	1%						1%		
	Guam Plaza Hotel	1%					1%			
	Home stay/ friend/ relative	0%				1%				
	Apartment	0%						1%		
	Condo	0%					1%			
	Grand Plaza Hotel	0%				1%				
	Total	Count	352	1		67	141	69	4	



# Travel Motivation - Top Responses



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# Most Important Reason for Choosing Guam

- Relaxation,
  - Short travel time,
  - Scuba, recommendations, price
- 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	38%	100%	35%	39%	33%	34%	41%	
	Natural beauty	27%		25%	29%	33%	27%	28%	
	Short travel time	24%		22%	26%	33%	24%	25%	
	Company/ Business Trip	18%		18%	19%	33%	23%	14%	
	Married/ Attn wedding	16%		19%	15%	33%	17%	16%	
	Safe	16%		16%	16%	33%	16%	16%	
	Water sports	16%		12%	19%		20%	12%	
	Golf	15%		15%	15%	33%	16%	15%	
	Scuba	14%		14%	16%		18%	11%	
	Shopping	14%		14%	15%		12%	16%	
	Price	12%	100%	11%	13%	33%	10%	14%	
	Recomm- friend/family/trvl agnt	11%		11%	12%		9%	13%	
	Honeymoon	11%		15%	8%		12%	10%	
	Career Cert/ Testing	11%		12%	10%		13%	9%	
	Convention/ Trade/ Conference	11%		9%	12%		13%	9%	
	Visit friends/ Relatives	9%		14%	5%		9%	8%	
	Pleasure	8%		10%	7%		7%	9%	
	Company Sponsored	6%		7%	5%		4%	8%	
	Previous trip	2%		1%	2%		3%	1%	
	Organized sports	1%			1%		1%	1%	
	Total	Count	352	1	148	199	3	174	178

# 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	38%				31%	34%	46%	75%	
	Natural beauty	27%		100%		25%	22%	36%	75%	
	Short travel time	24%				30%	25%	23%		
	Company/ Business Trip	18%				21%	20%	17%		
	Married/ Attn wedding	16%				15%	18%	17%		
	Safe	16%				12%	18%	16%	25%	
	Water sports	16%				16%	18%	12%	25%	
	Golf	15%				12%	16%	23%		
	Scuba	14%				13%	21%	7%		
	Shopping	14%				18%	11%	19%	25%	
	Price	12%				10%	12%	14%		
	Recomm- friend/family/trvl agnt	11%				12%	12%	9%		
	Honeymoon	11%		100%		15%	11%	9%		
	Career Cert/ Testing	11%				19%	9%	9%		
	Convention/ Trade/ Conference	11%				10%	10%	13%		
	Visit friends/ Relatives	9%				6%	9%	3%		
	Pleasure	8%		100%		9%	8%	6%	25%	
	Company Sponsored	6%				7%	6%	3%		
	Previous trip	2%				1%	1%	4%		
	Organized sports	1%					1%	1%		
	Total	Count	352	1		67	141	69	4	

# SECTION 3 **EXPENDITURES**

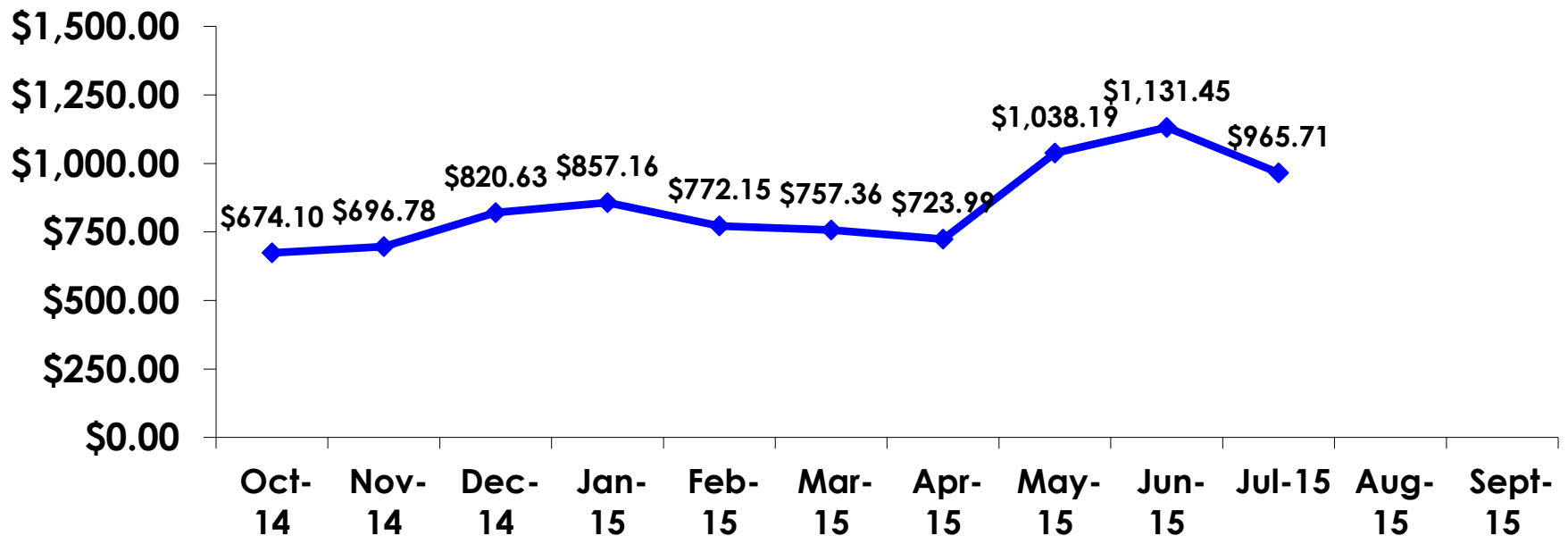
# Prepaid Expenditures

KW 1,138.54/US\$1

- \$3,005.99 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$9,661 = maximum (highest amount recorded for the entire sample)
- \$965.71 = overall mean average per person prepaid expenditures

# PREPAID EXPENDITURES

## Per Person



YTD=\$843.71

# Breakdown of Prepaid Expenditures

## KW 1,138.54=\$1

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

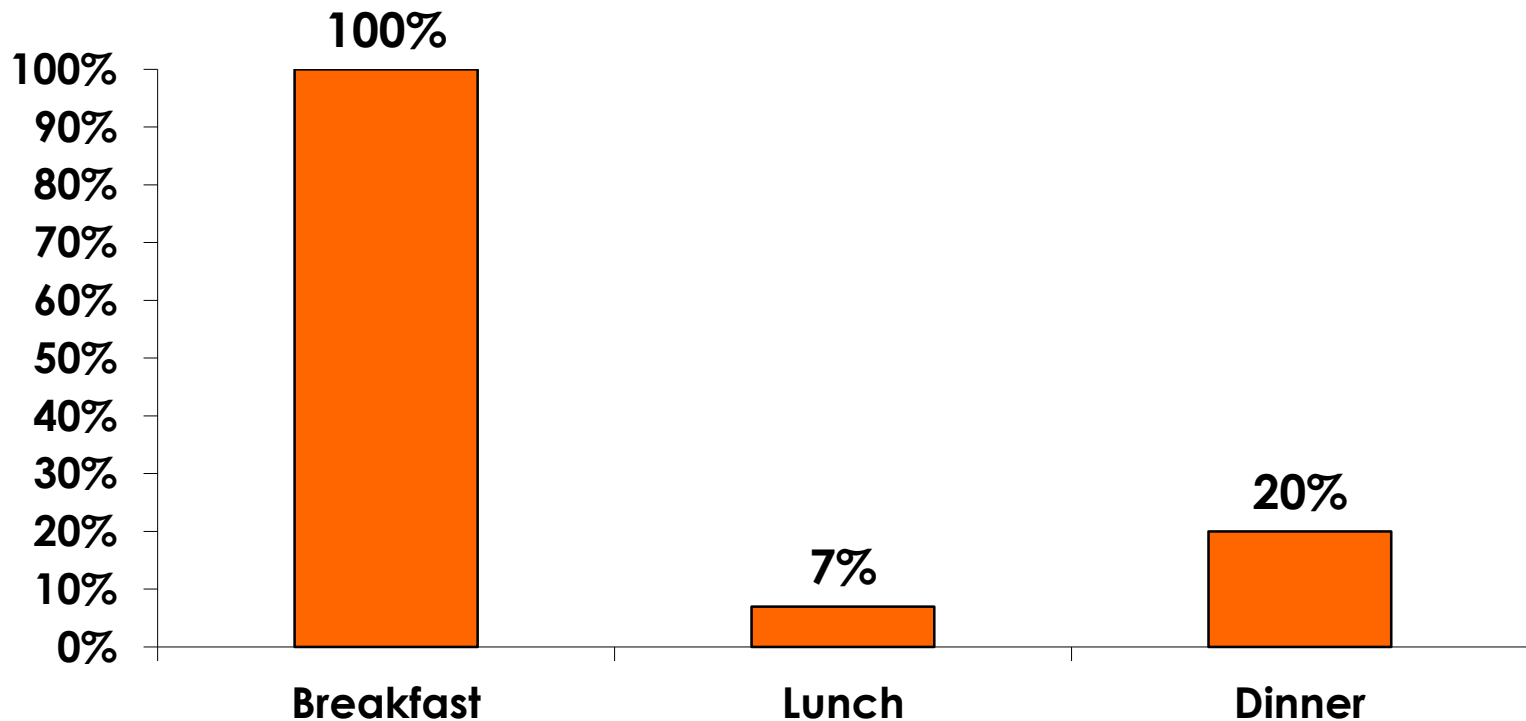
	MEAN \$
Air & Accommodation package only	\$2,714.00
Air & Accommodation w/ daily meal package	\$4,068.35
Air only	\$966.15
Accommodation only	\$878.32
Accommodation w/ daily meal only	\$526.99
Food & Beverages in Hotel	\$-
Ground transportation – Korea	\$144.23
Ground transportation – Guam	\$-
Optional tours/ activities	\$175.66
Other expenses	\$503.74
<b>Total Prepaid</b>	<b>\$3,005.99</b>



# PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n=245

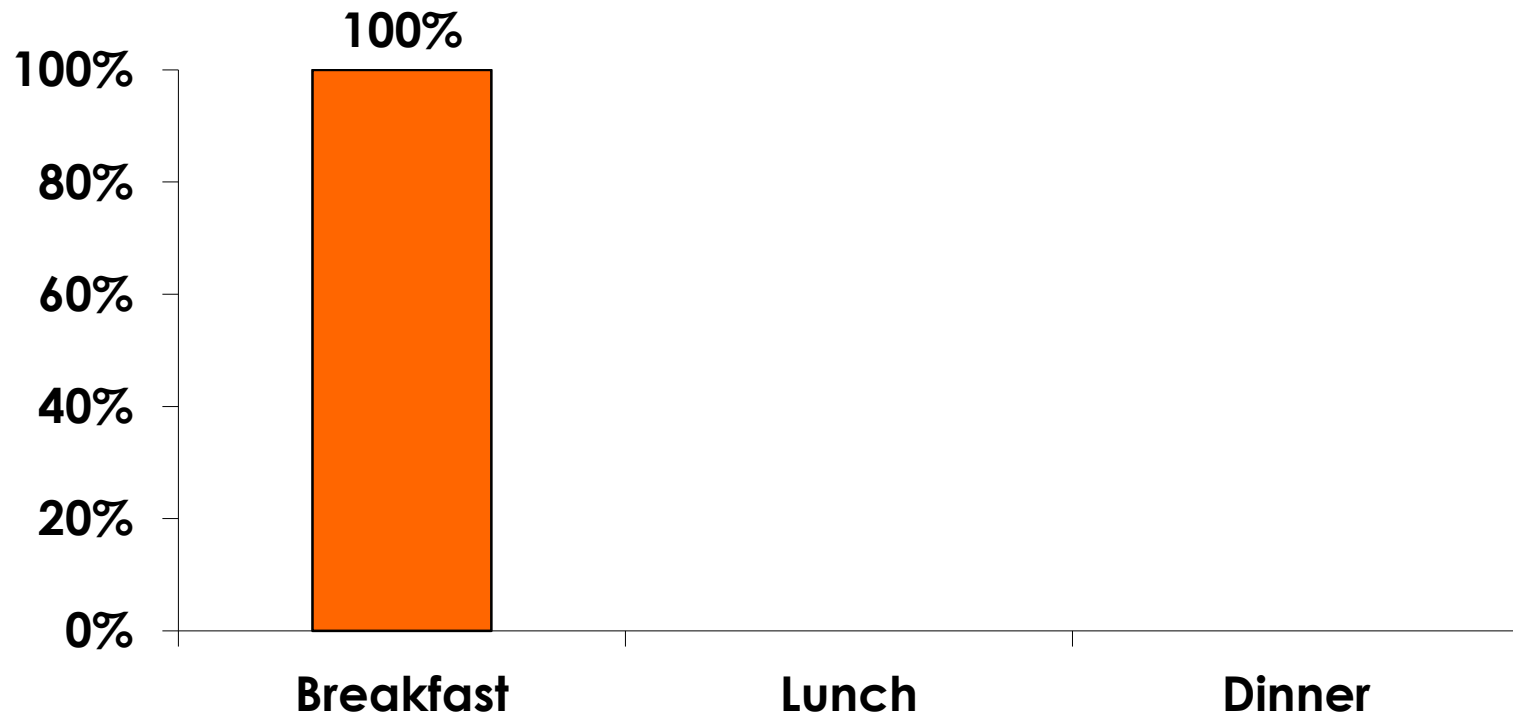


Mean=\$4,068.35 per travel party

# PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

N=1



Mean=\$526.99 per travel party

# PREPAID GROUND TRANSPORTATION

**n=x**



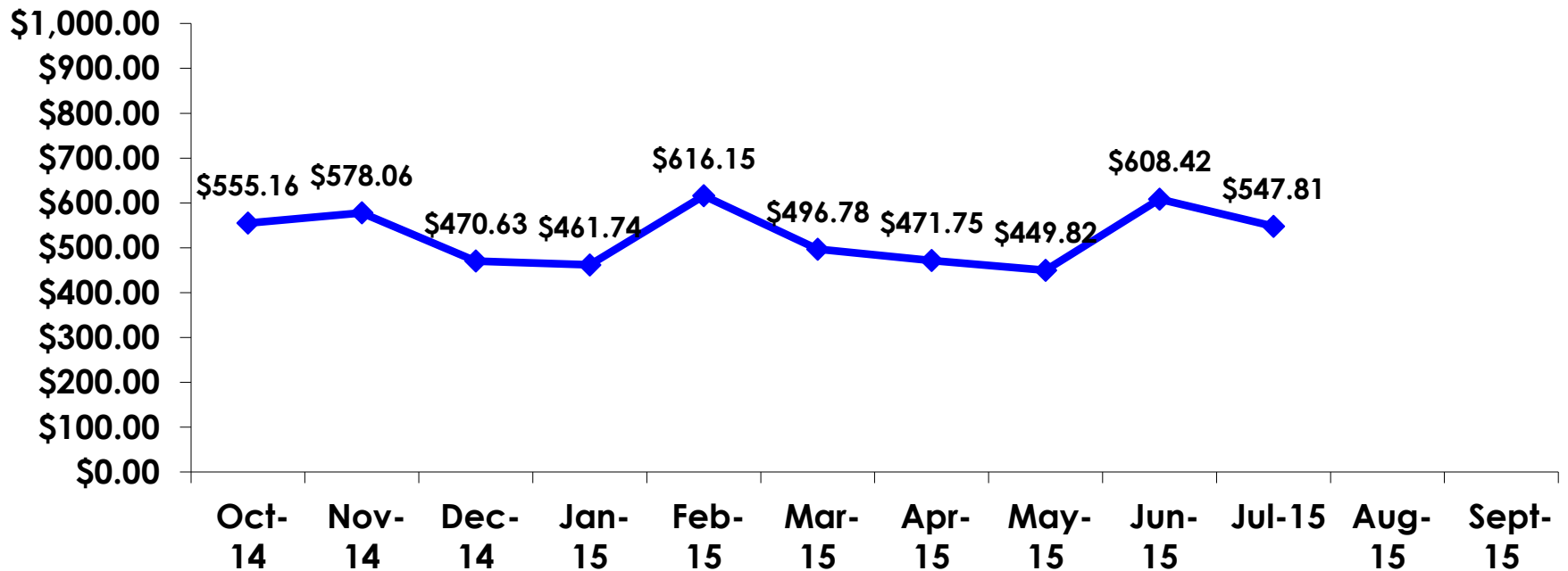
**Mean=\$xxx.xx per travel party**

# On-Island Expenditures

- \$1,627.05 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$5,000 = Maximum (highest amount recorded for the entire sample)
- \$547.81 = overall mean average per person on-island expenditure

# ON-ISLAND EXPENDITURES

## Per Person

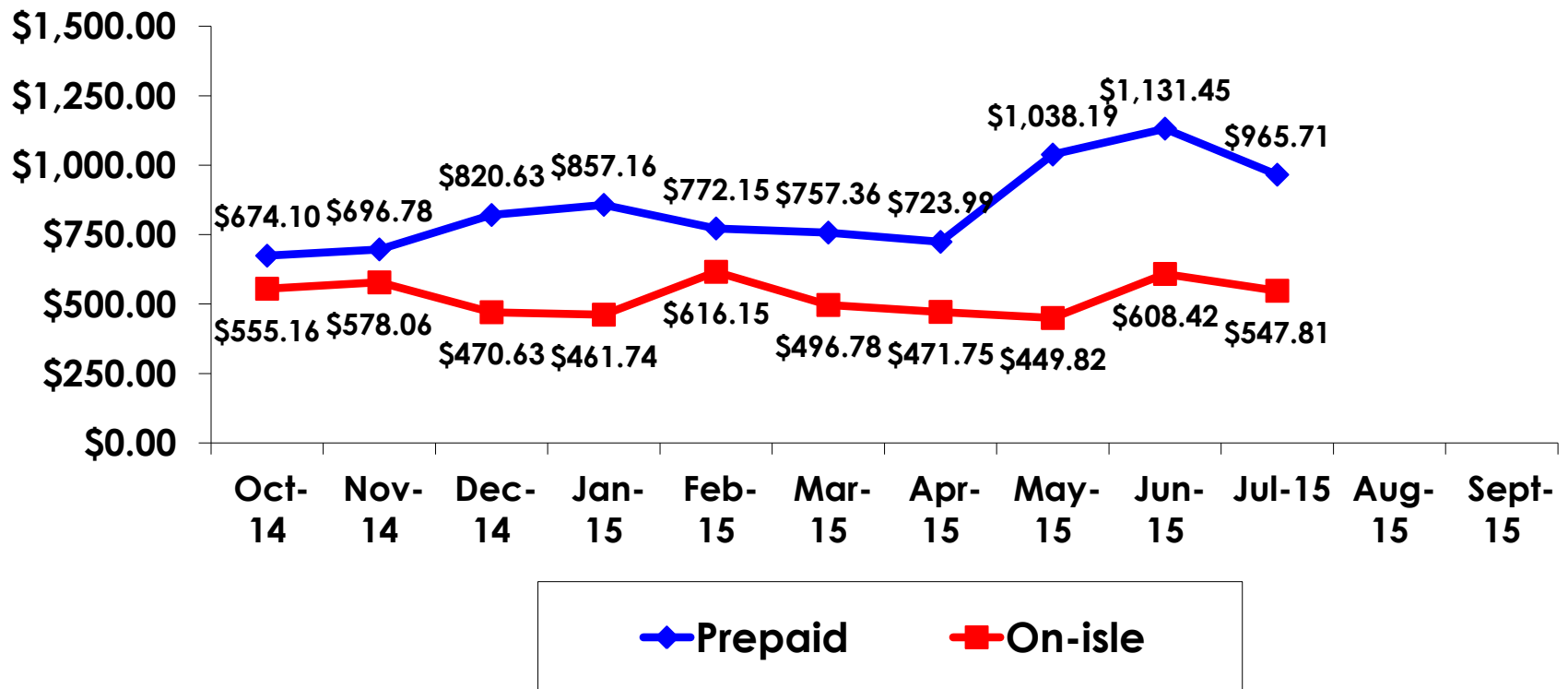


YTD = \$525.60

# PREPAID/ ON-ISLE EXPENDITURES – Per Person

Prepaid YTD = \$843.71

On-Isle YTD = \$525.60



# 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	\$547.81	\$551.81	\$543.88	.	\$611.56	\$523.40	\$0.00	\$700.00	\$520.61	\$562.39	\$662.50
	Median	\$567	\$567	\$583	.	\$671	\$550	\$0	\$700	\$553	\$600	\$663
	Minimum	\$0	\$0	\$0	.	\$0	\$0	\$0	\$700	\$0	\$0	\$500
	Maximum	\$2,000	\$1,800	\$2,000	.	\$1,500	\$1,800	\$0	\$700	\$1,500	\$2,000	\$825

# On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$36.05	\$36.21	\$35.90	\$0.00	\$32.97	\$38.74	\$33.33
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$13.27	\$12.64	\$13.88	\$0.00	\$15.61	\$11.86	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B RESTRNT	Mean	\$63.44	\$62.41	\$64.44	\$0.00	\$62.03	\$66.08	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPT TOUR	Mean	\$190.09	\$187.13	\$192.98	\$0.00	\$181.82	\$201.01	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$142.90	\$151.72	\$134.27	\$0.00	\$133.45	\$153.52	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- OTHER	Mean	\$159.89	\$179.60	\$140.62	\$0.00	\$145.61	\$174.52	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TRANS	Mean	\$82.44	\$81.32	\$83.54	\$0.00	\$74.46	\$88.94	\$100.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$933.10	\$982.01	\$885.28	\$2,100.00	\$749.53	\$1,042.81	\$1,633.33
	Median	\$100	\$100	\$100	\$2,100	\$100	\$100	\$1,900
TOTAL	Mean	\$1,627.05	\$1,705.52	\$1,550.34	\$2,100.00	\$1,398.45	\$1,785.68	\$1,766.67
	Median	\$1,800	\$1,800	\$1,800	\$2,100	\$1,600	\$2,000	\$2,000



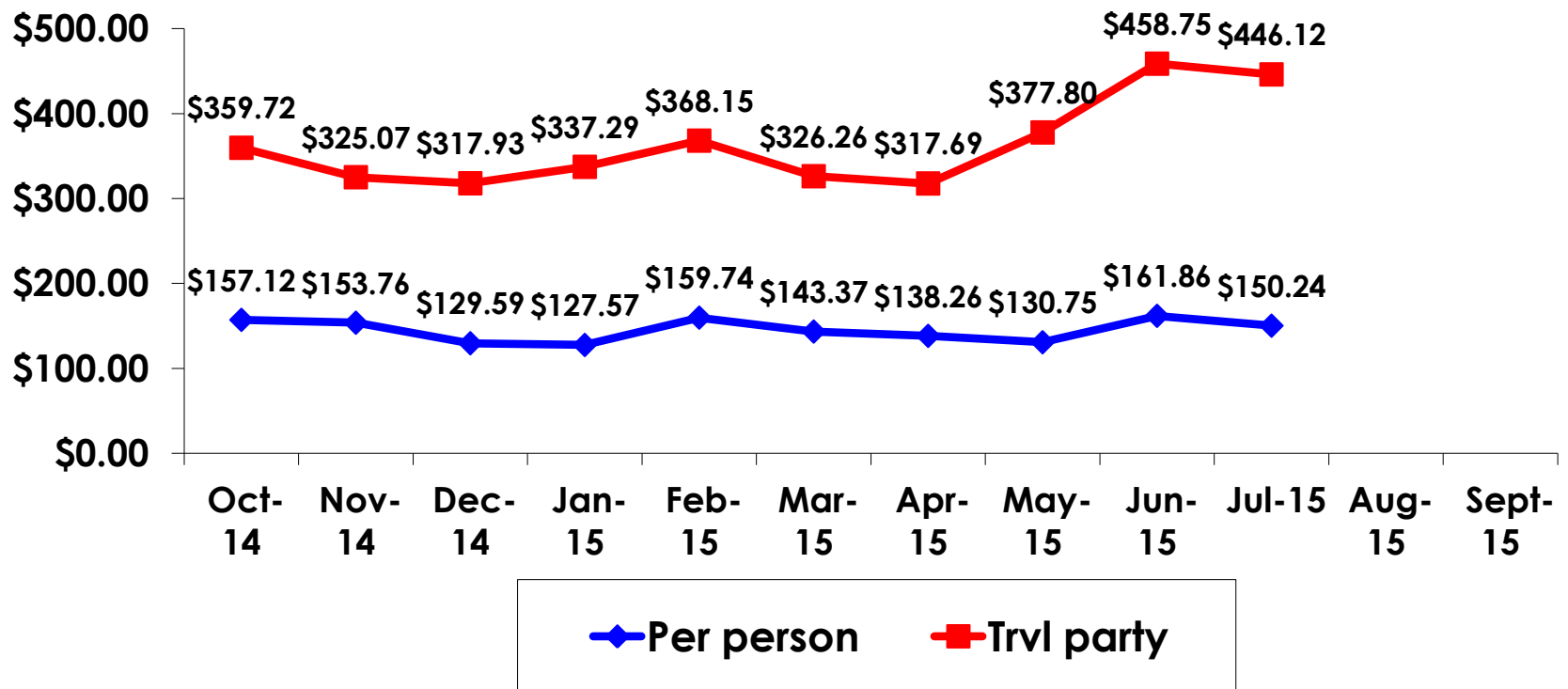
# On-Island Expenditures

## First time vs. Repeat

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$36.05	\$35.85	\$41.67
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$13.27	\$13.59	\$4.17
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$63.44	\$63.03	\$75.00
	Median	\$0	\$0	\$0
OPT TOUR	Mean	\$190.09	\$189.15	\$216.67
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$142.90	\$142.94	\$141.67
	Median	\$0	\$0	\$0
GIFT- OTHER	Mean	\$159.89	\$159.35	\$175.00
	Median	\$0	\$0	\$0
TRANS	Mean	\$82.44	\$81.82	\$100.00
	Median	\$0	\$0	\$0
OTHER	Mean	\$933.10	\$933.32	\$926.67
	Median	\$100	\$100	\$135
TOTAL	Mean	\$1,627.05	\$1,620.65	\$1,808.33
	Median	\$1,800	\$1,800	\$1,750

# ON-ISLE EXPENDITURES – By Day

YTD Per Person = \$145.20    YTD Travel Party = \$363.52

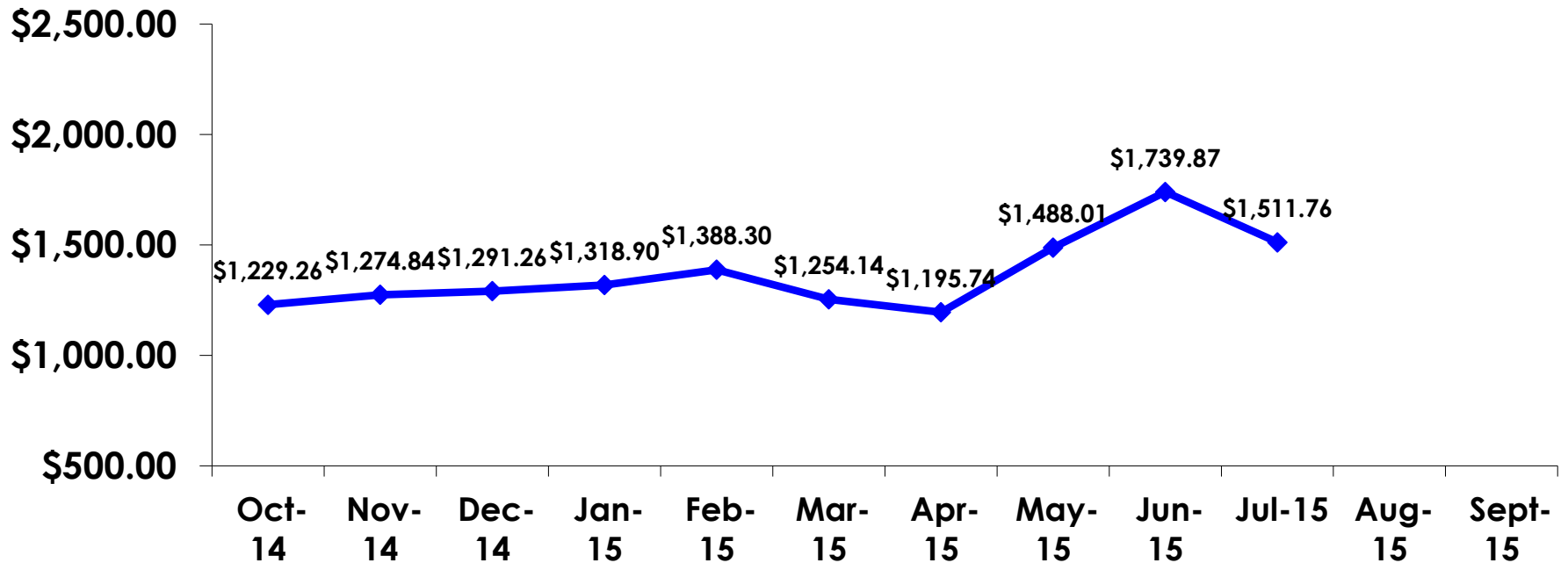


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# Total Expenditures Per Person (Prepaid & On-Island)

- \$1,511.76 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$5,446 = Maximum (highest amount recorded for the entire sample)

# TOTAL EXPENDITURES Per Person



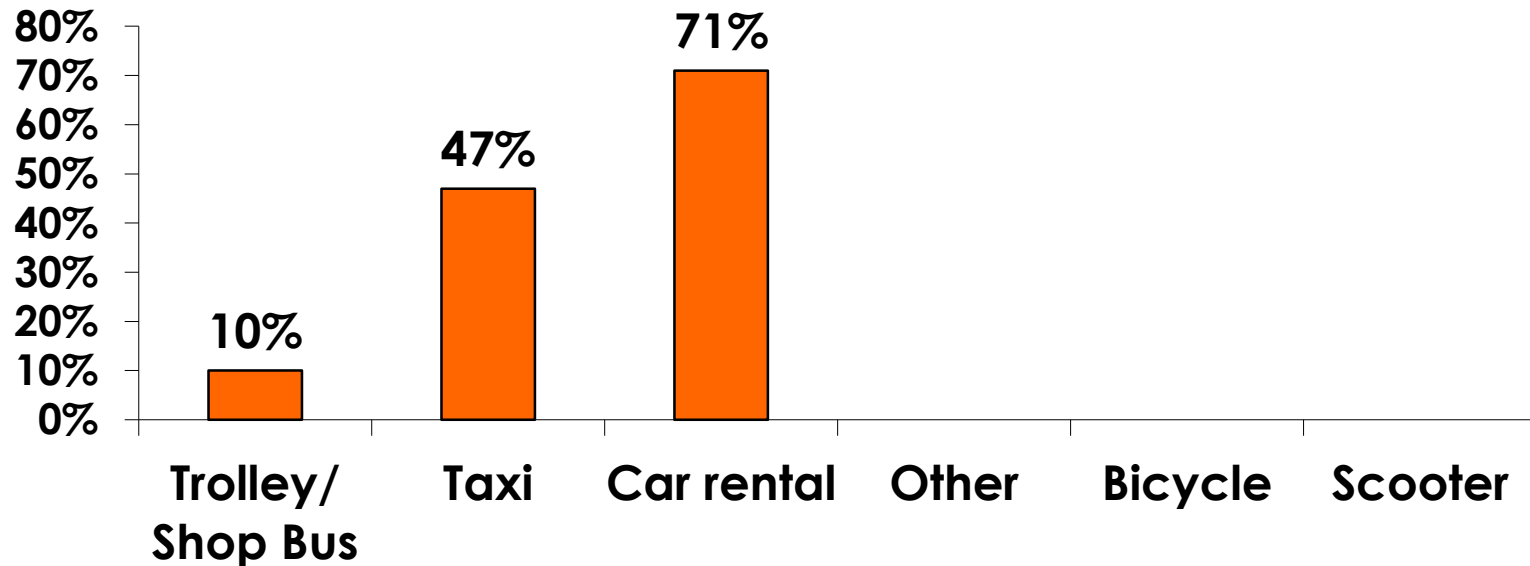
YTD=\$1,369.11

# Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$36.05
Food & beverage in fast food restaurant/convenience store	\$13.27
Food & beverage at restaurants or drinking establishments outside a hotel	\$63.44
Optional tours and activities	\$190.09
Gifts/ souvenirs for yourself/companions	\$142.90
Gifts/ souvenirs for friends/family at home	\$159.89
Local transportation	\$82.44
Other expenses not covered	\$933.10
<b>Average Total</b>	<b>\$1,627.05</b>

# Local Transportation

n=119



Mean=\$82.44 per travel party

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# Guam Airport Expenditures

- \$46.76 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$1,000 = Maximum (highest amount recorded for the entire sample)

# Breakdown of Airport Expenditures

	<b>MEAN \$</b>
<b>Food &amp; Beverages</b>	\$10.59
<b>Gifts/Souvenirs Self</b>	\$13.72
<b>Gifts/Souvenirs Others</b>	\$22.12
<b>Total</b>	<b>\$46.76</b>

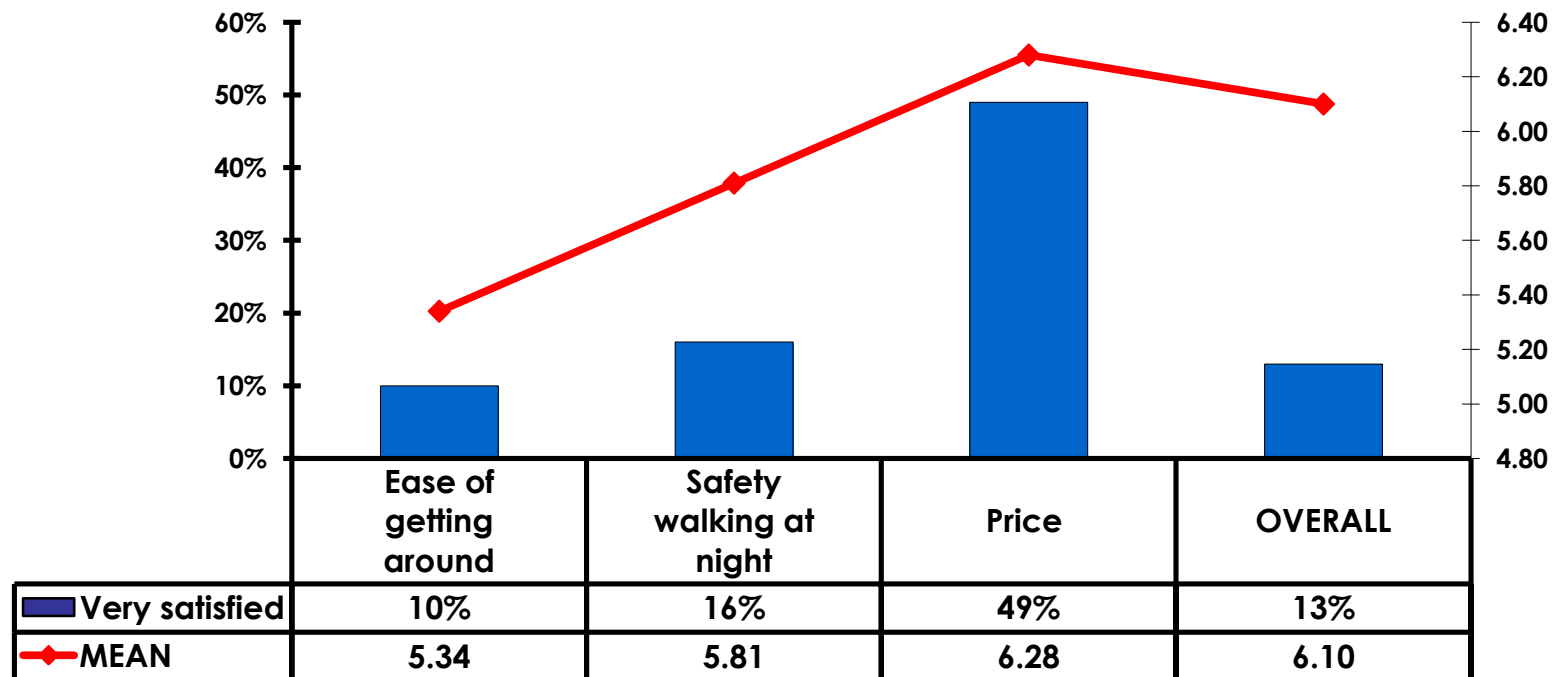


# SECTION 4 **VISITOR SATISFACTION**

# Satisfaction Scores Overall

7pt Rating Scale

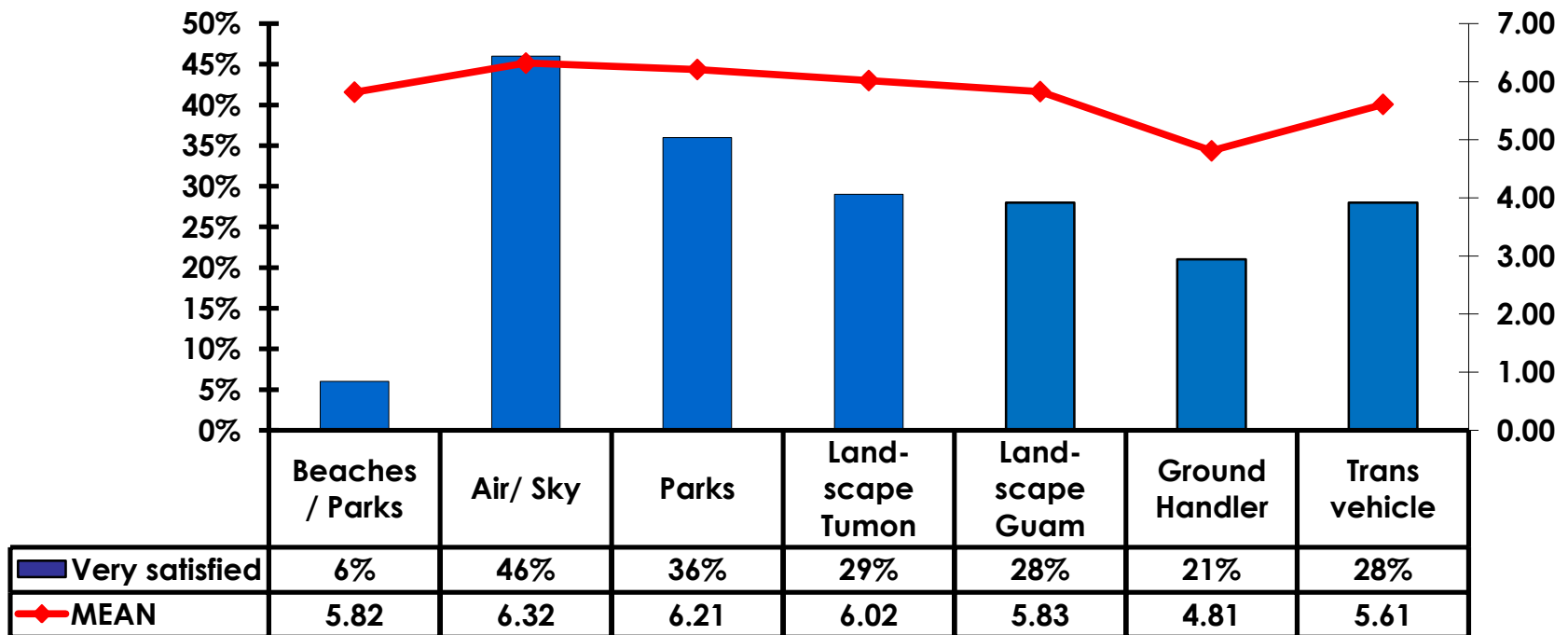
7=Very Satisfied/1=Very Dissatisfied



# Satisfaction Quality/ Cleanliness

7pt Rating Scale

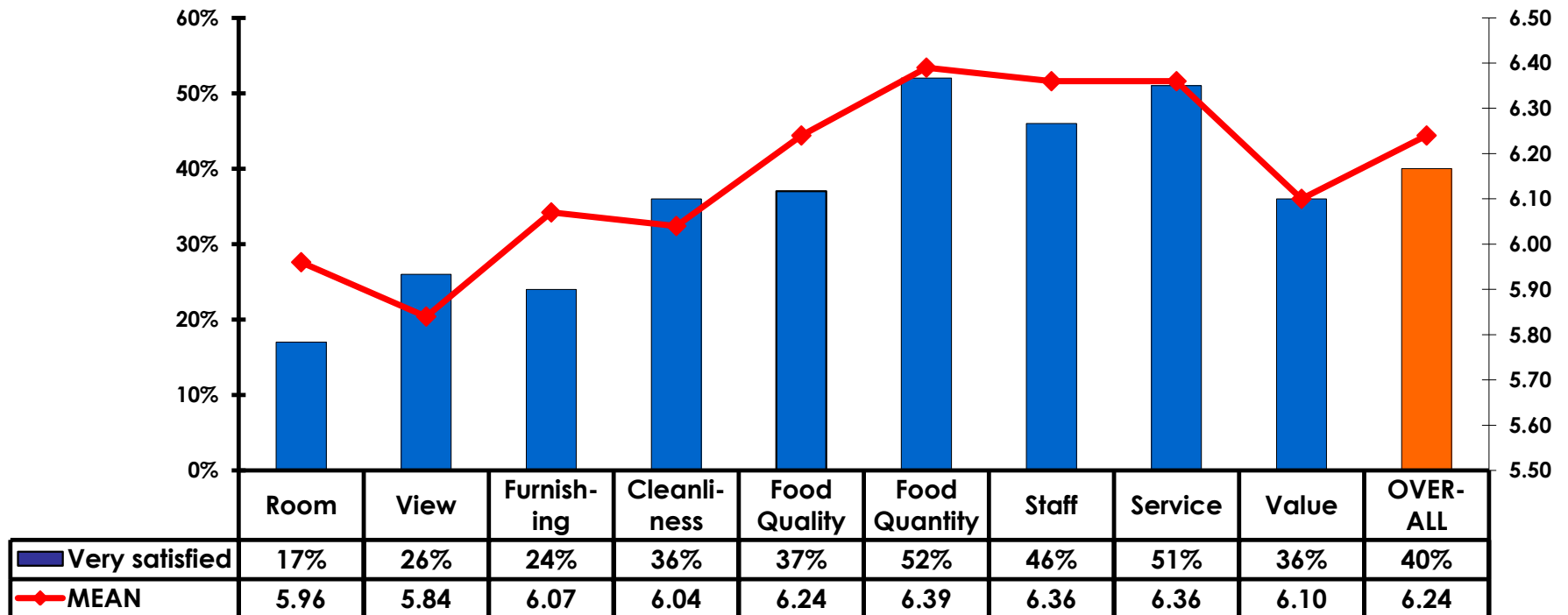
7=Very Satisfied/1=Very Dissatisfied



# Quality of Accommodations

7pt Rating Scale

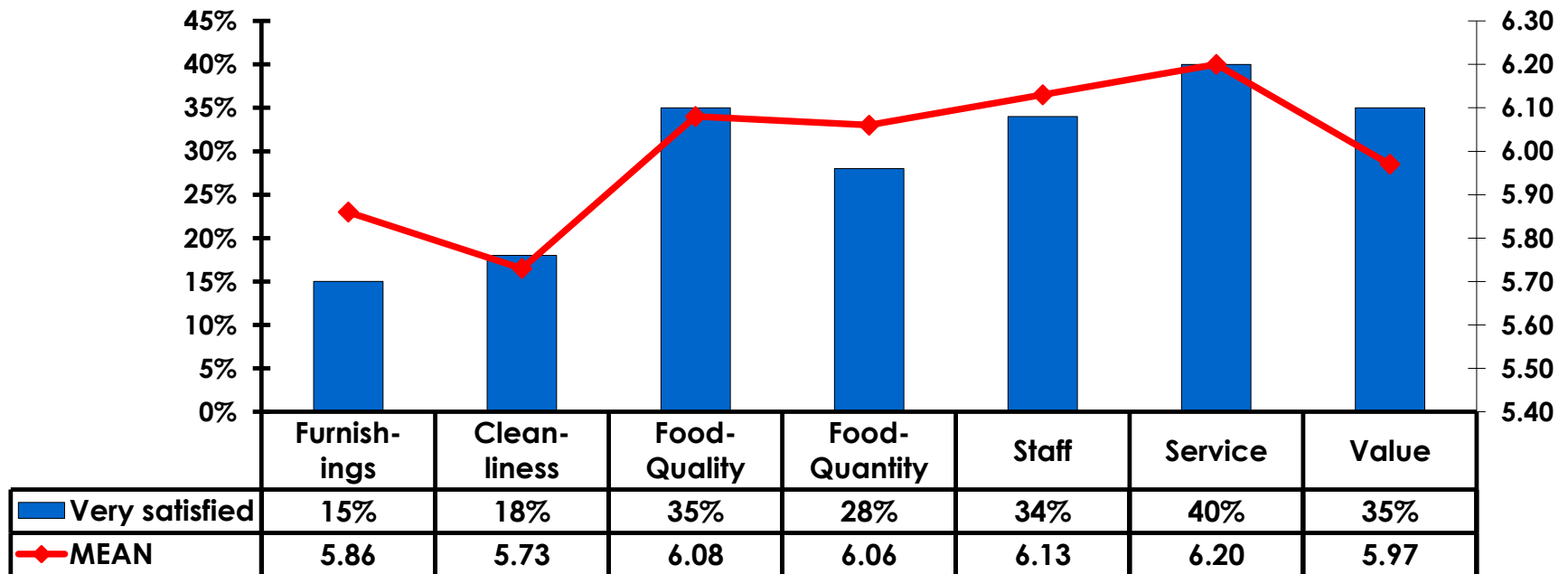
7=Very Satisfied/1=Very Dissatisfied



# Quality of Dining Experience

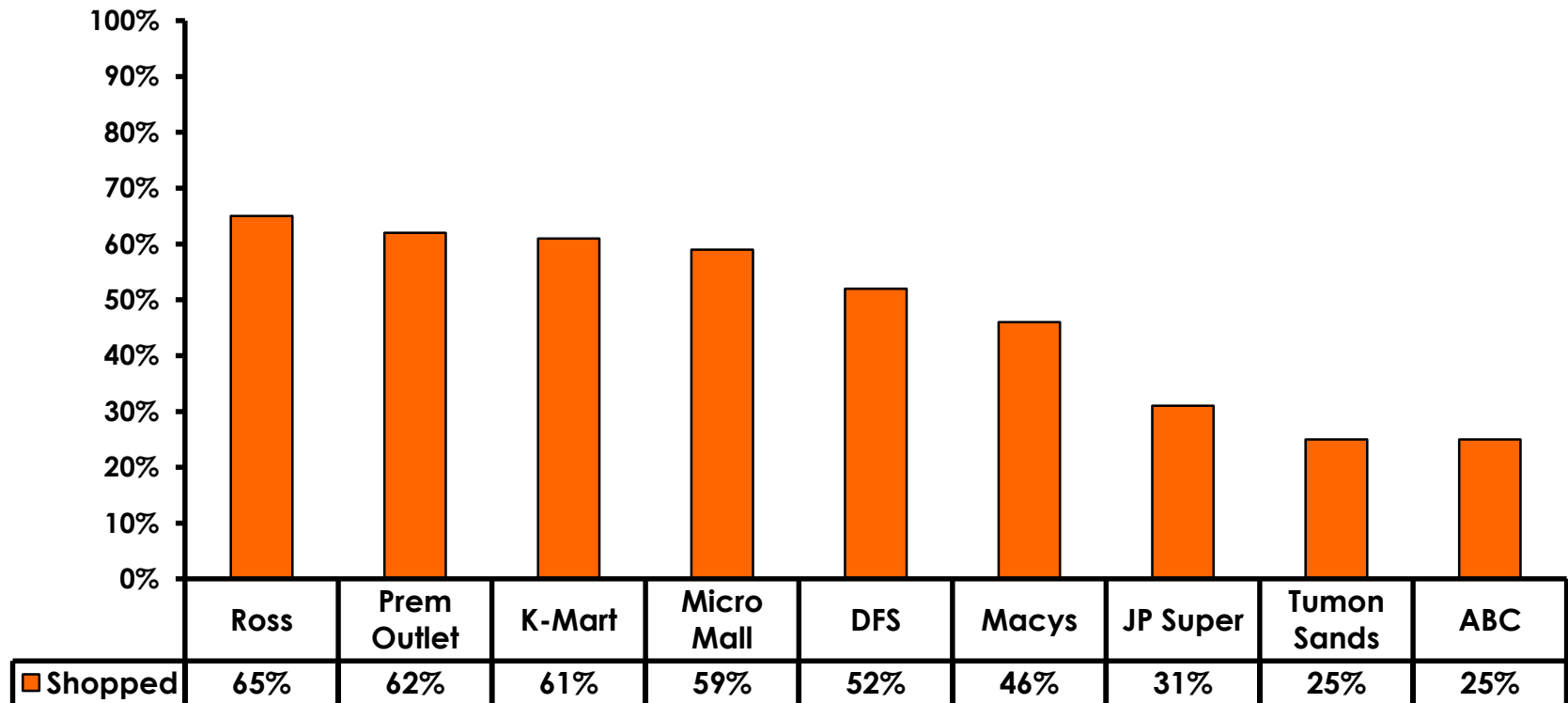
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Visits to Shopping Centers/Malls on Guam

## Top responses



# Satisfaction with Shopping

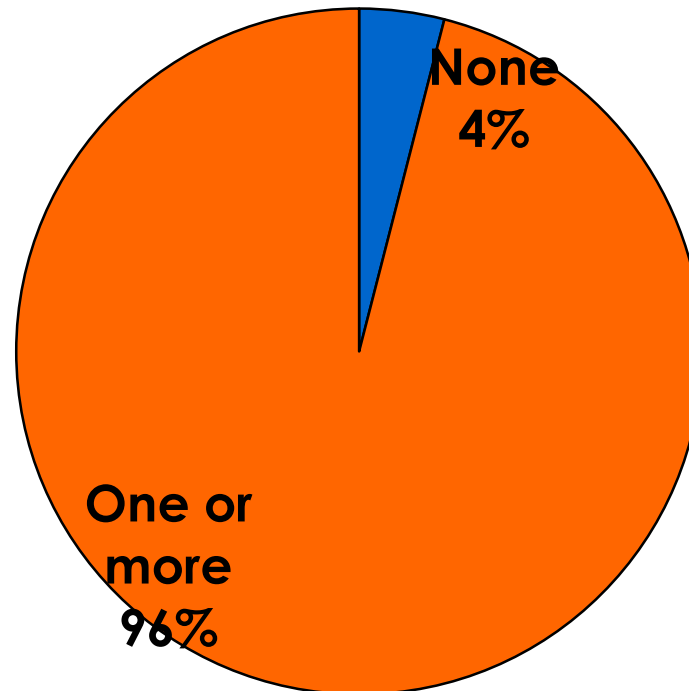
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = <b>86%</b>	Score of 6 to 7 = <b>92%</b>
Score of 4 to 5 = <b>15%</b>	Score of 4 to 5 = <b>8%</b>
Score 1 to 3 = <b>-%</b>	Score 1 to 3 = <b>-%</b>
<b>MEAN = 6.44</b>	<b>MEAN = 6.35</b>

# Optional Tour Participation

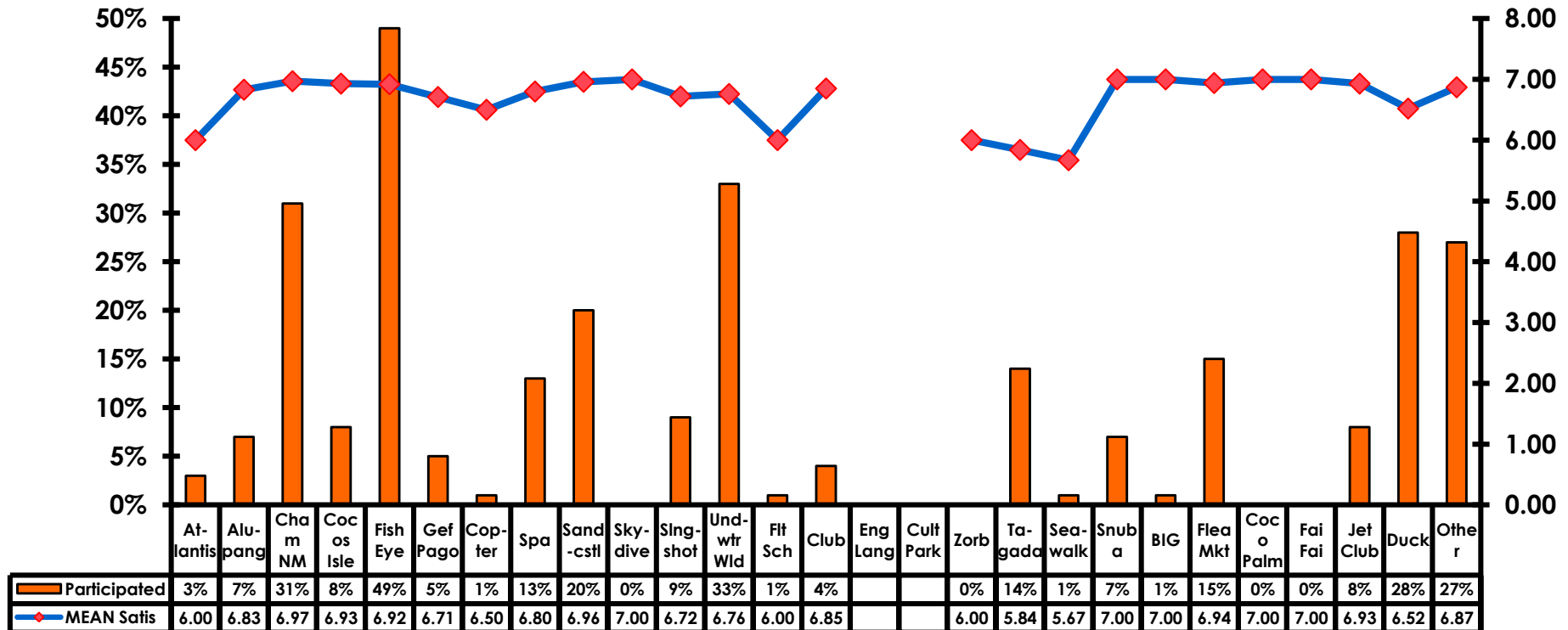
- Average number of tours participated in is 2.93





# 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>76%</b>	Score of 6 to 7 = <b>85%</b>
Score of 4 to 5 = <b>24%</b>	Score of 4 to 5 = <b>15%</b>
Score 1 to 3 = <b>-%</b>	Score 1 to 3 = <b>-%</b>
<b>MEAN = 6.11</b>	<b>MEAN = 6.16</b>

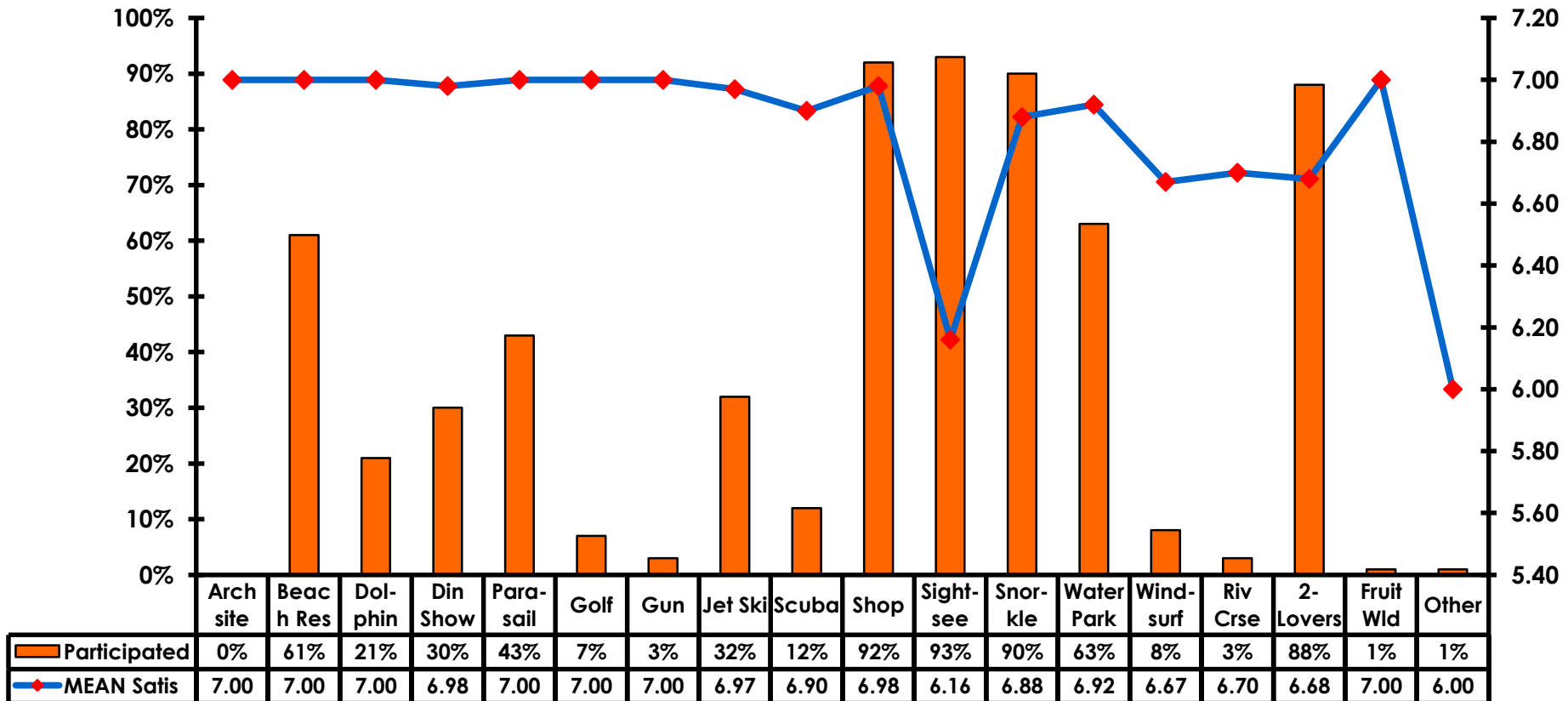
# Night Tours Satisfaction

7pt Rating Scale

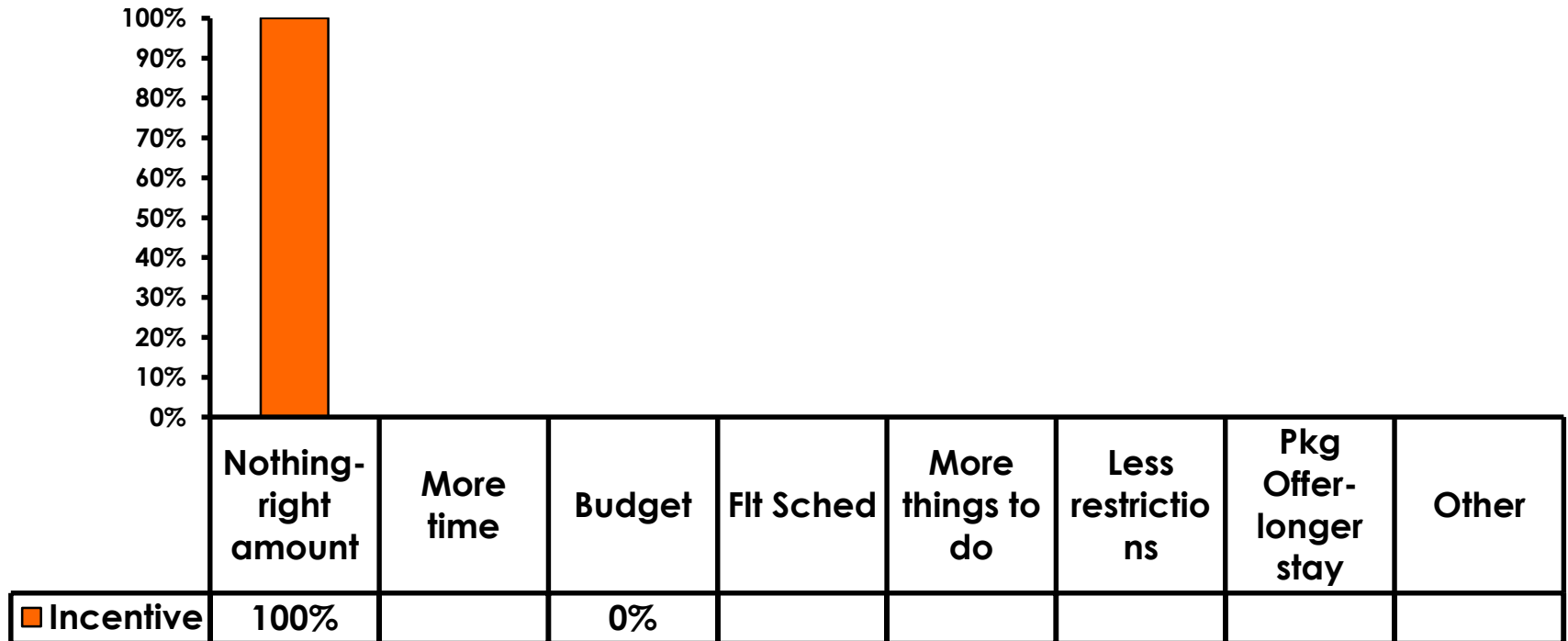
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = <b>78%</b>	Score of 6 to 7 = <b>81%</b>
Score of 4 to 5 = <b>22%</b>	Score of 4 to 5 = <b>20%</b>
Score 1 to 3 = <b>-%</b>	Score 1 to 3 = <b>-%</b>
<b>MEAN = 6.08</b>	<b>MEAN = 6.08</b>

# Satisfaction with Other Activities



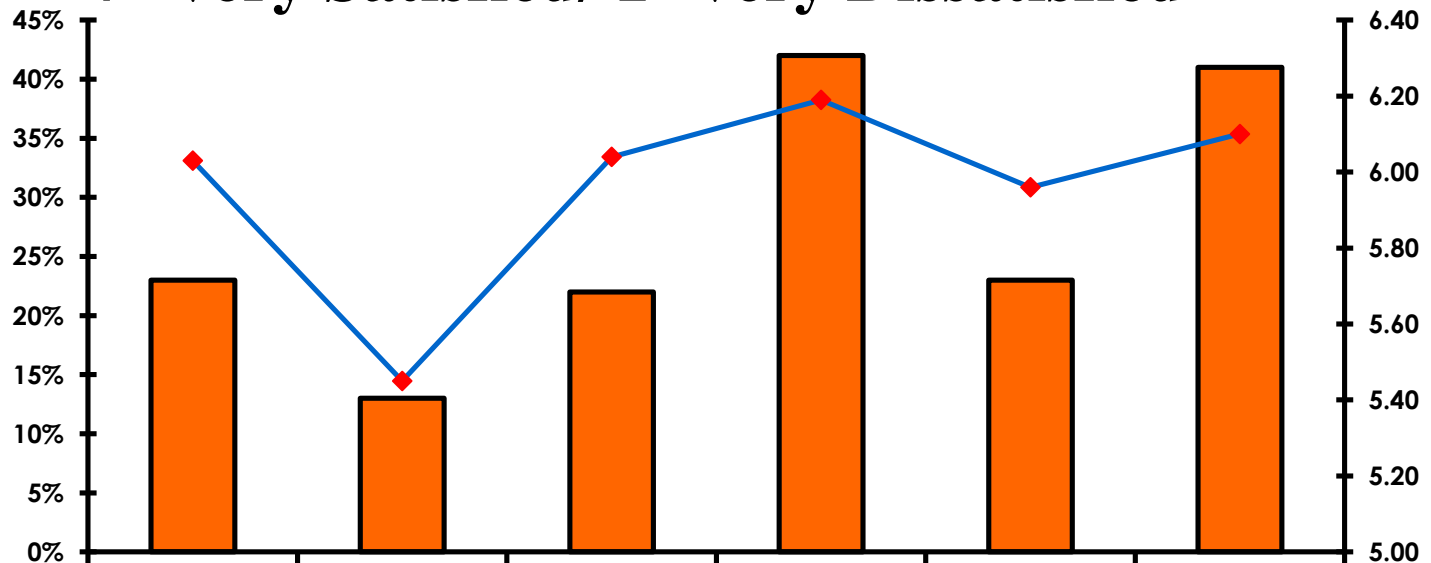
# What would it take to make you want to stay an extra day in Guam?





# On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

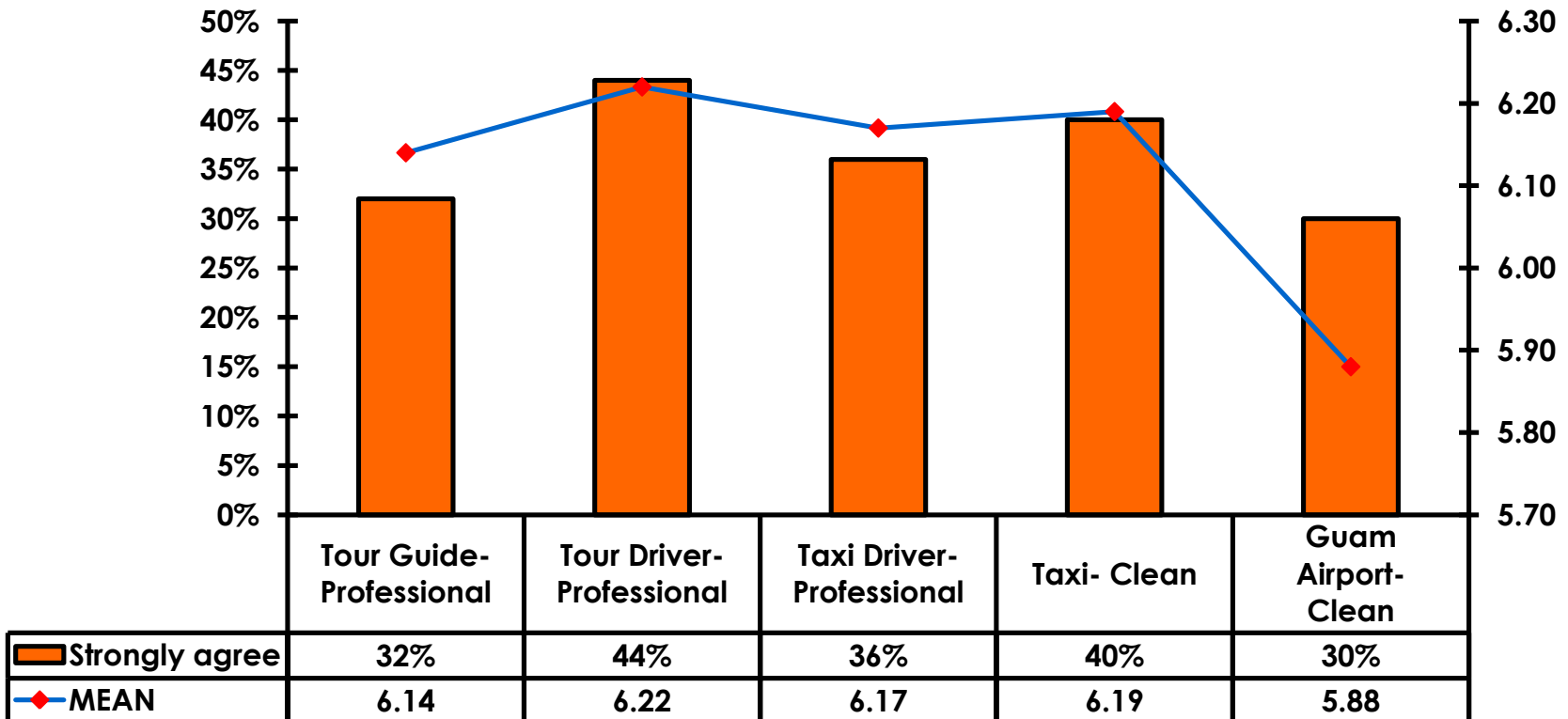


 Strongly agree	23%	13%	22%	42%	23%	41%
 MEAN	6.03	5.45	6.04	6.19	5.96	6.10

# On-Island Perceptions

7pt Rating Scale

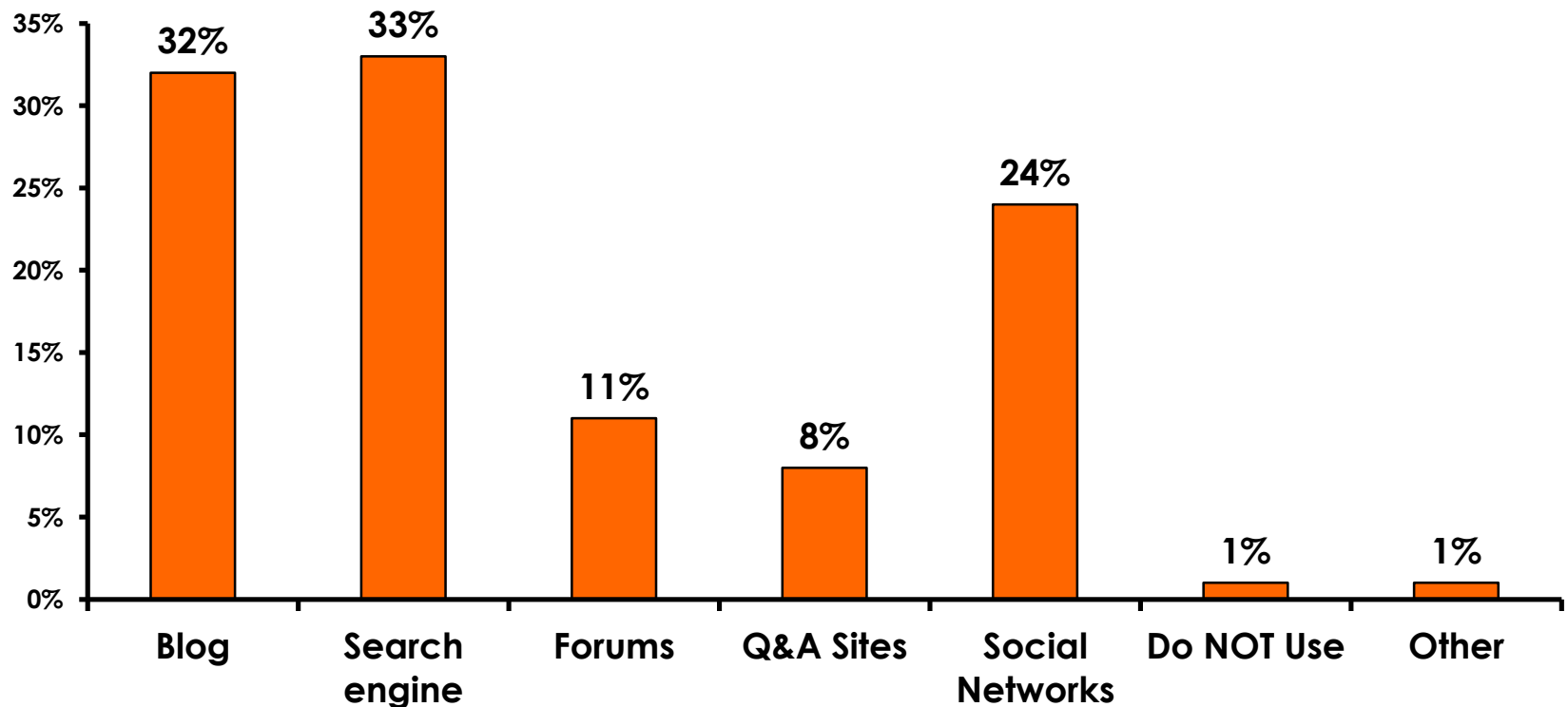
7=Very Satisfied/ 1=Very Dissatisfied



# SECTION 5 **PROMOTIONS**

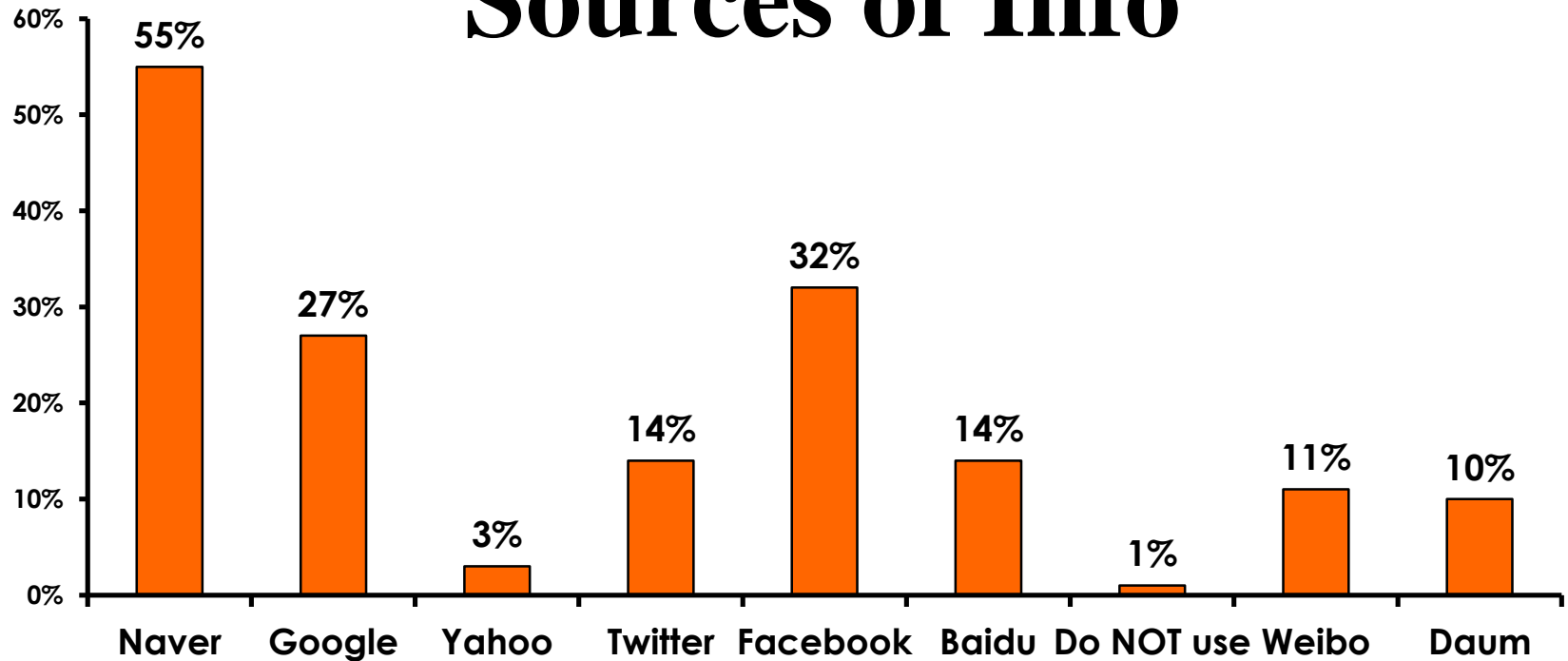


# Internet- Guam Sources of Info

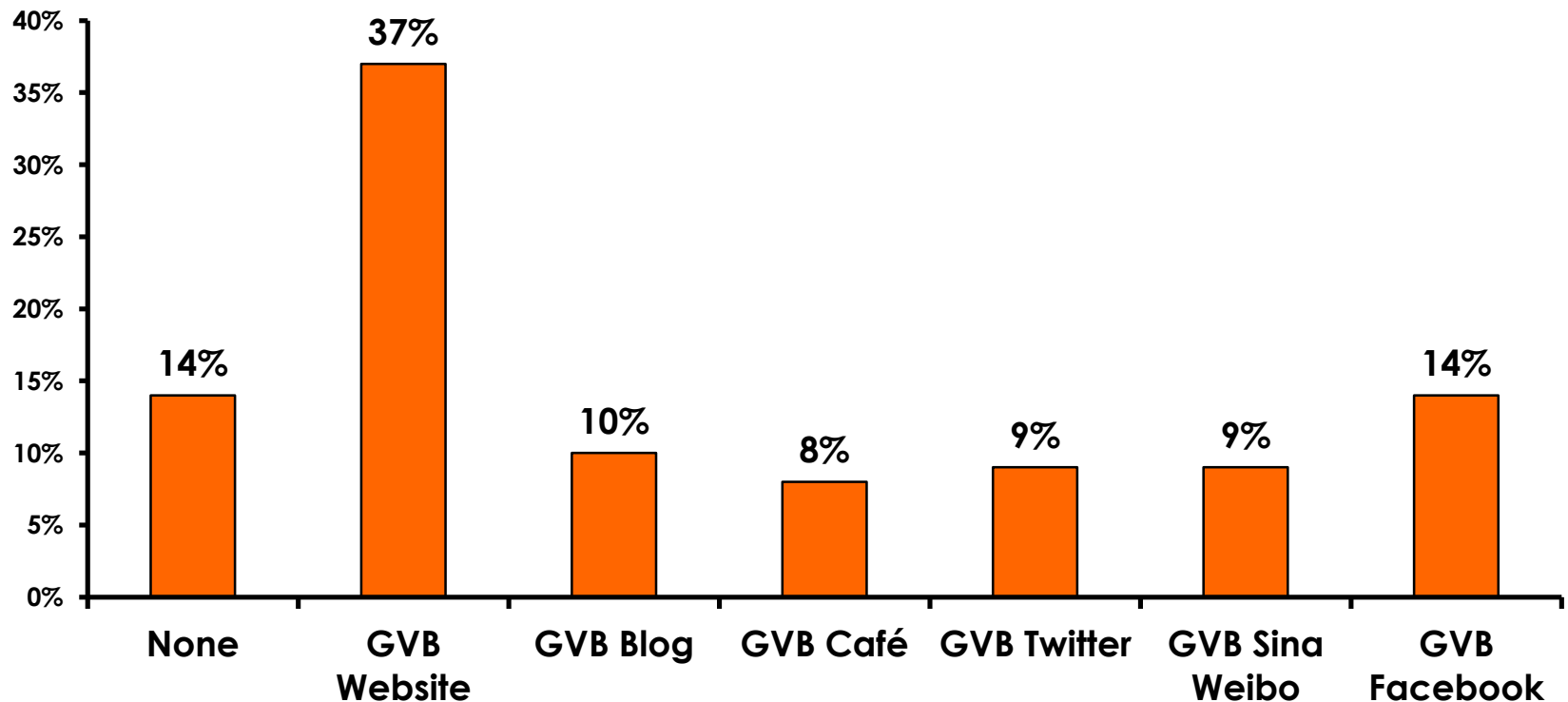


# Internet- Things To Do

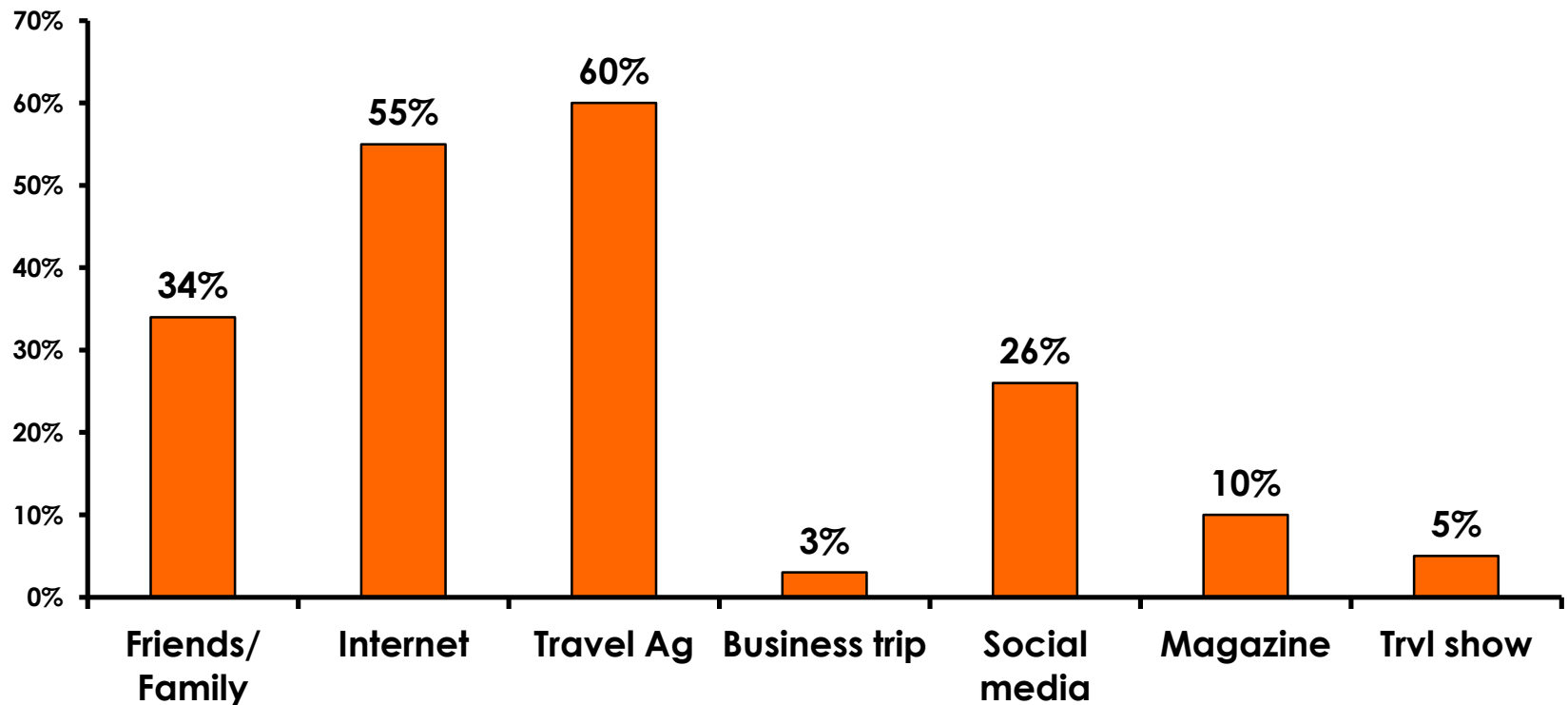
## Sources of Info



# Internet- GVB Sources

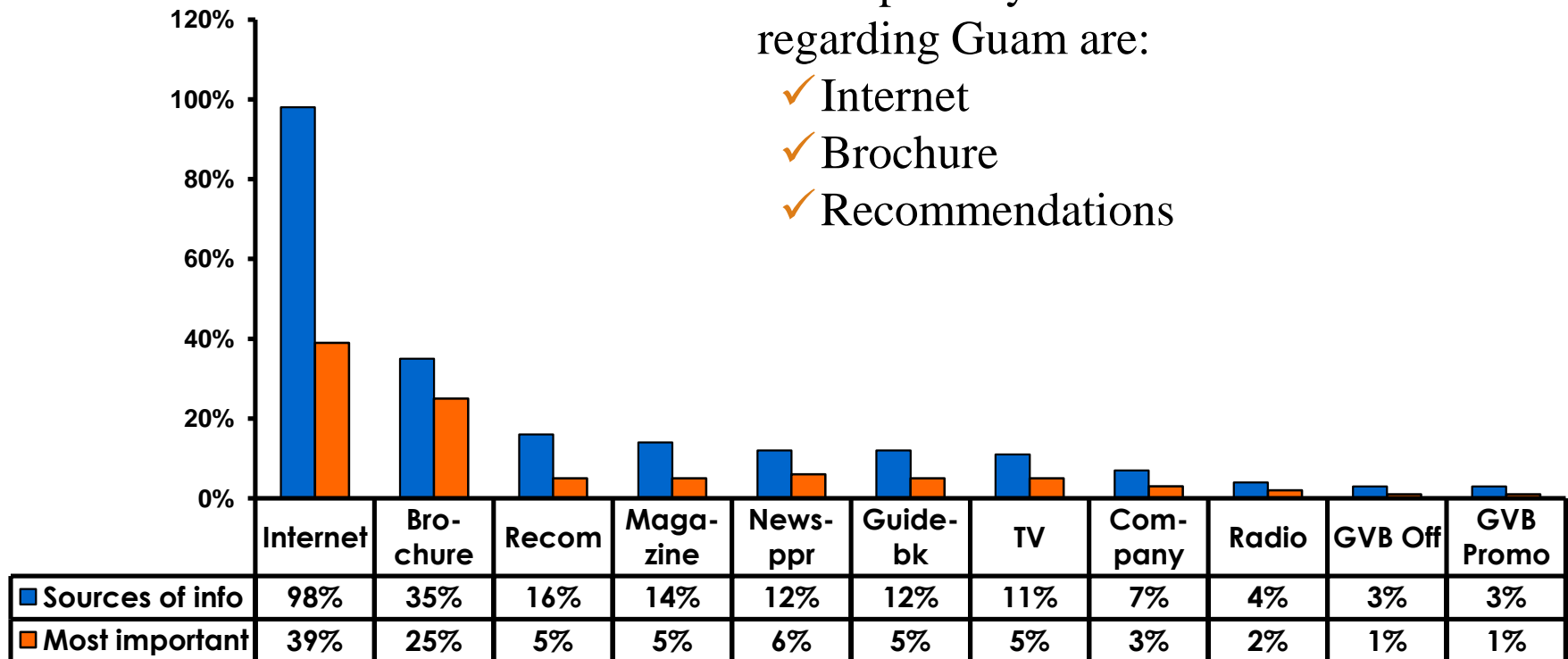


# Travel Motivation- Info Sources



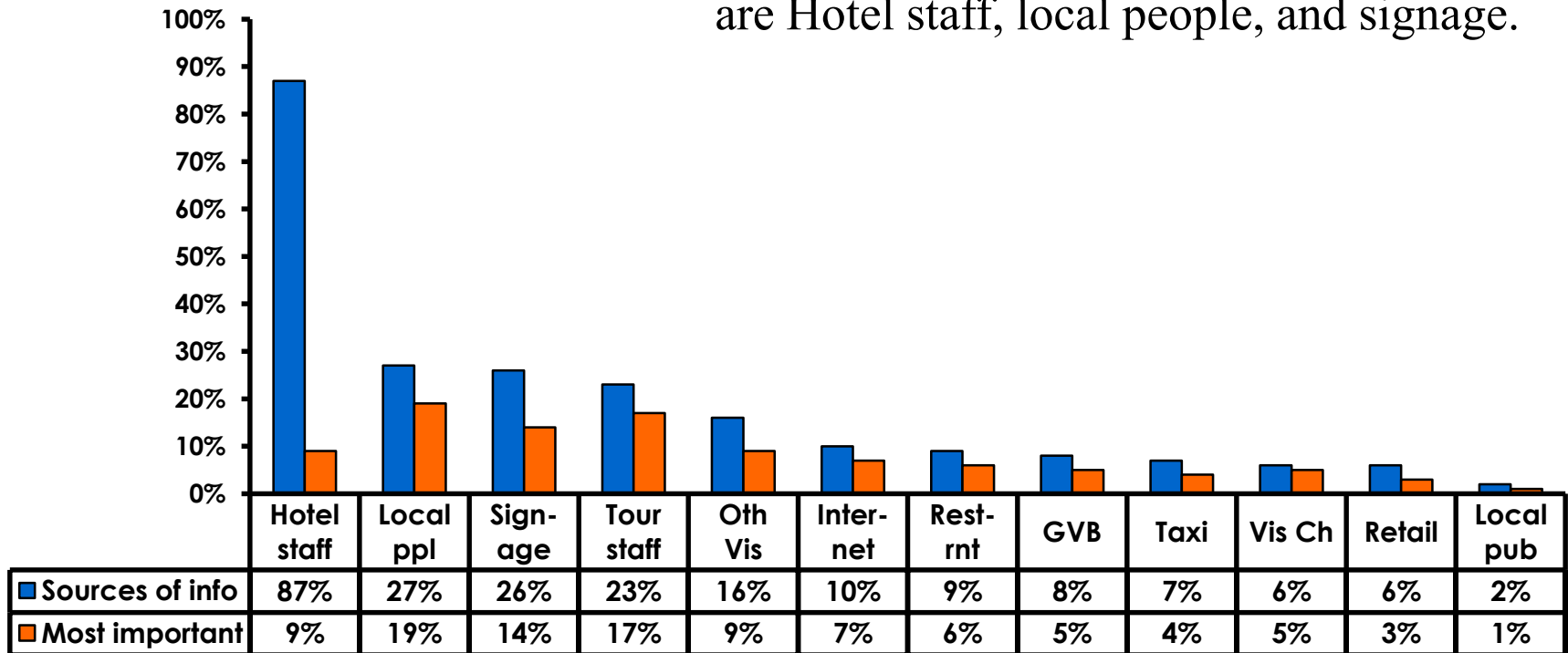
# Sources of Information Pre-arrival

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



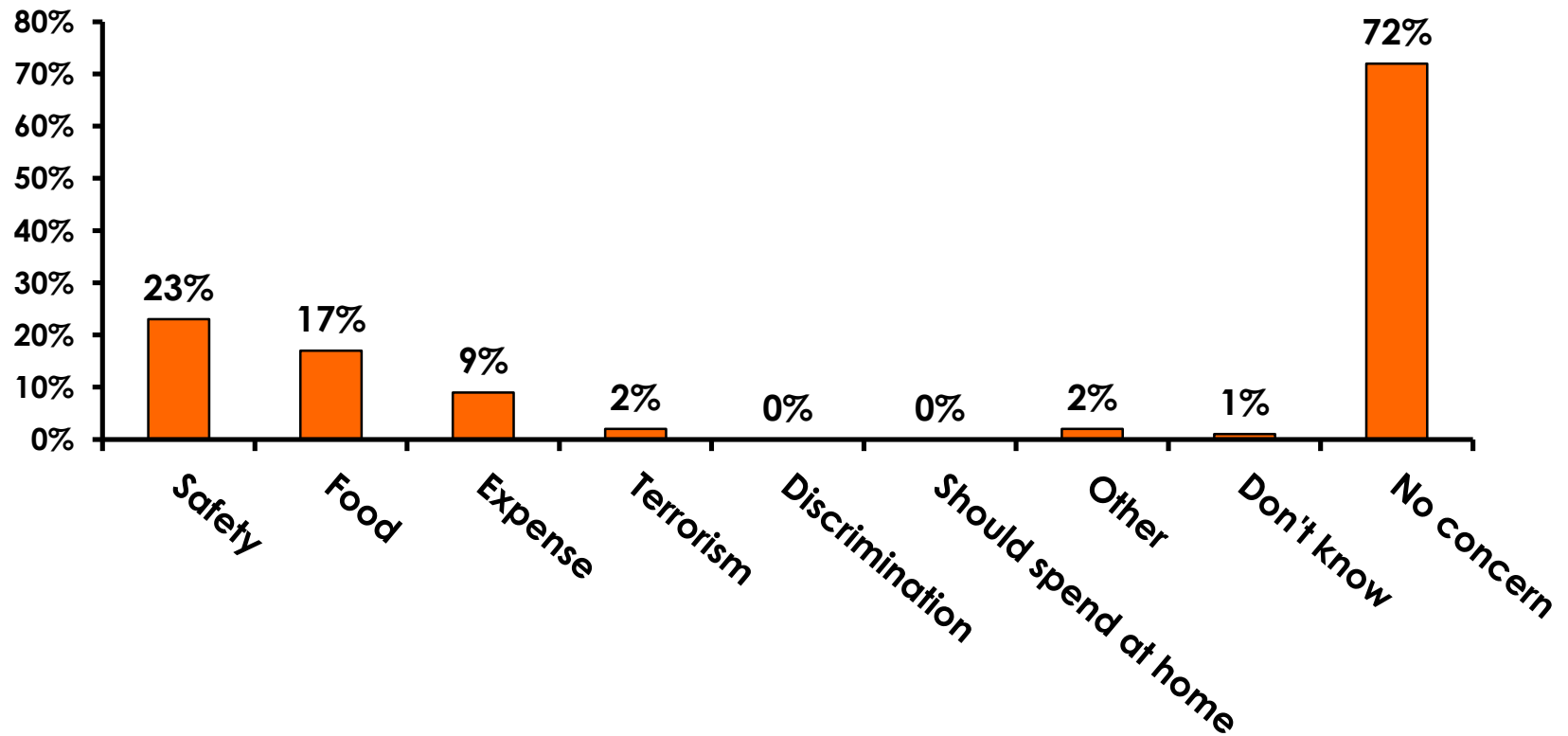
# Sources of Information Post-arrival

- The primary local sources of information are Hotel staff, local people, and signage.



# SECTION 6 **OTHER ISSUES**

# Concerns about travel outside of Korea - Overall

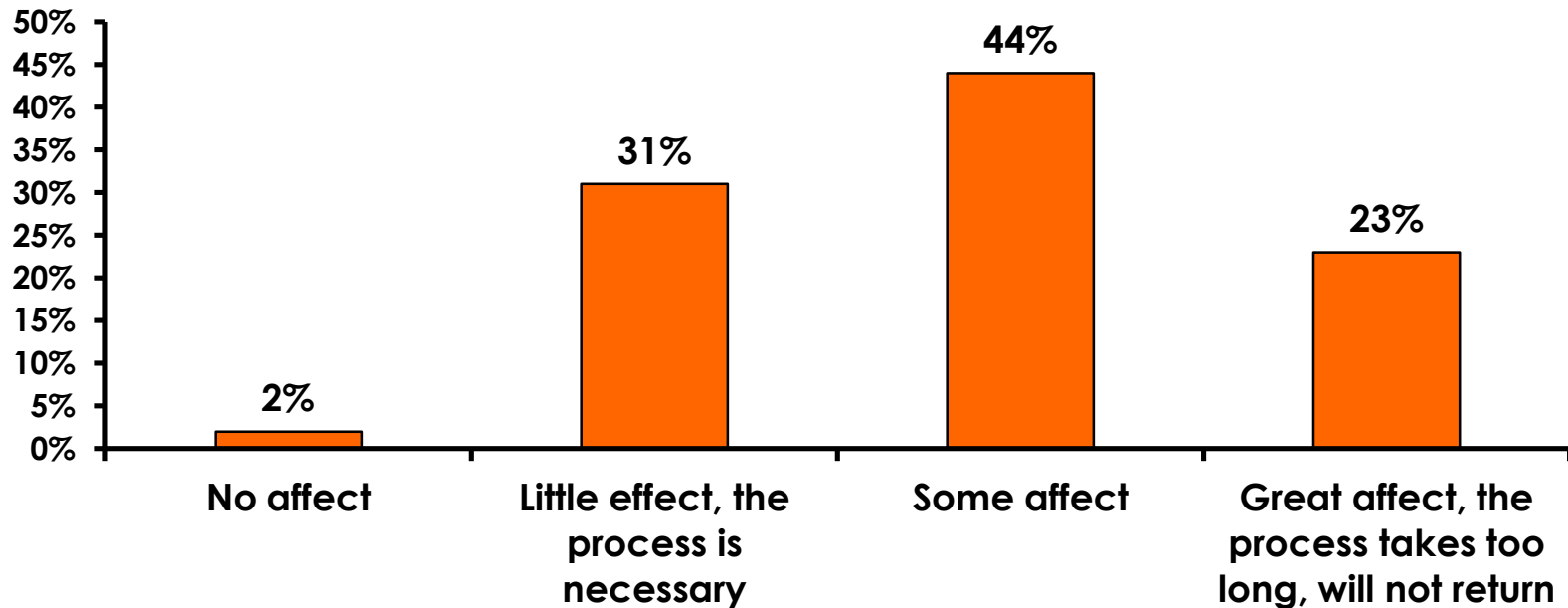




# Concerns about travel outside of Korea - By Age & Income

	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	72%	100%	72%	71%	67%		100%		76%	75%	70%	50%	
Safety	23%		24%	22%	33%				24%	20%	26%	25%	
Food	17%		15%	19%	33%				12%	16%	22%		
Expense	9%		10%	8%				12%	7%	9%			
Other	2%		2%	3%						1%	3%	25%	
Terrorism	2%		2%	2%						3%	3%	25%	
Don't know	1%			1%									
Discrimination against Koreans	0%			1%							1%		
Should spend at home	0%		1%						1%				
Total	Count	351	1	147	199	3		1	67	141	69	4	

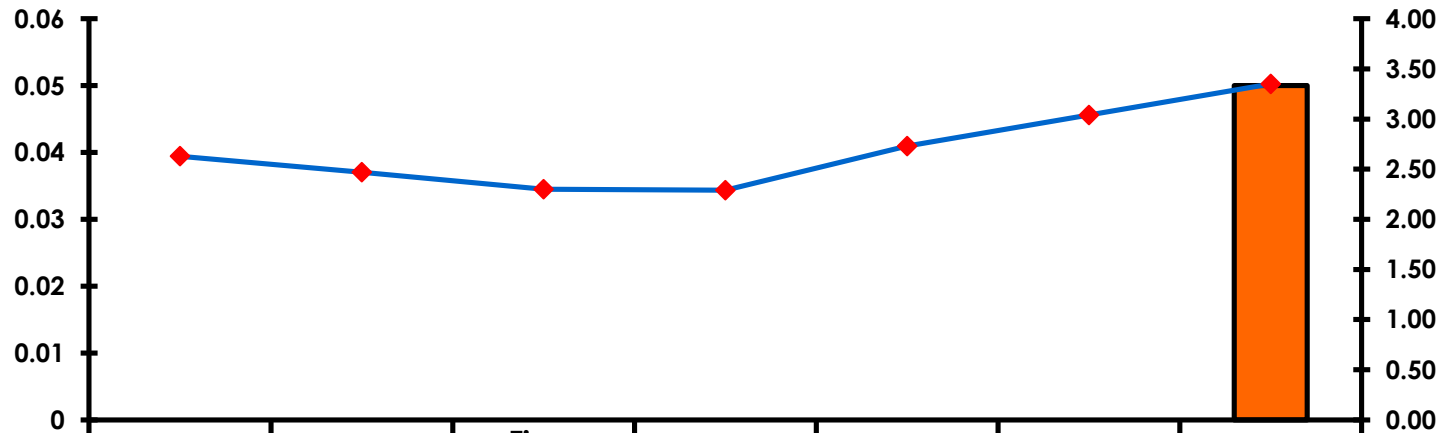
# Security Screening/ Immigration Process at Guam International Airport




# 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		0%				0%	5%
 MEAN	2.63	2.47	2.30	2.29	2.73	3.04	3.35