



GUAM VISITORS BUREAU

Philippine Visitor Tracker Exit Profile

FY2016 Market Segmentation

1ST~3RD QTR. (OCT.'15~JUN.'16)



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.¹

Background & Methodology

- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Filipino speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **127** departing Filipino 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 **127** is +/- 8.63 percentage points with a 95% confidence level. That is, if all Filipino 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 +/- 8.63 percentage points.

OBJECTIVES

- **The specific objectives of the analysis were:**
 - To determine the relative size and expenditure behavior of the following market segments:
 - General Leisure Group
 - Traveling with children
 - Incentive Market
 - Male 20-40
 - Female 20-40
 - White-collar
 - Wedding/ Honeymooner
 - Student
 - Mid-Income
 - To identify the most significant factors affecting overall visitor satisfaction.
 - To identify (for all Filipino visitors) the most important determinants of on-island spending

Highlighted Segments Parameters

- General Leisure Group – Q.5A
- Traveling w/ child – Q6
- Incentive Market – Q5A/ Q7
- Males/ 20-40 – Gender/ QF
- Females/ 20-40 – Gender/ QF
- White-collar – Q25
- Wedding/ Honeymoon – Q5A
- Student – Q25
- Mid-Income – Q26

Highlighted Segments

	Oct15-June16
General Leisure Group	55%
Traveling w/ child	19%
Incentive market	6%
Male/ 20-40	22%
Female/ 20-40	22%
White-collar	47%
Wedding/ Honeymoon	2%
Student	2%
Mid-income	17%
TOTAL	127

SECTION 1 **PROFILE OF RESPONDENTS**

MARITAL STATUS- SEGMENTATION

			TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/HNYMOON	STUDENT	MID INCOME
QE	Married	Count	86	50	22	3	13	14	43	2	3	17
		Column N %	68%	71%	92%	43%	46%	50%	73%	100%	100%	81%
	Single	Count	41	20	2	4	15	14	16	0	0	4
		Column N %	32%	29%	8%	57%	54%	50%	27%	0%	0%	19%
	Total	Count	127	70	24	7	28	28	59	2	3	21

AGE- SEGMENTATION

			TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
			-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	14	9	1	0	5	5	2	0	0	1
		Column N %	11%	13%	4%	0%	18%	18%	3%	0%	0%	5%
	25-34	Count	28	17	7	3	15	13	18	1	0	4
		Column N %	22%	24%	29%	50%	54%	46%	31%	50%	0%	19%
	35-49	Count	43	24	12	1	8	10	20	1	2	8
		Column N %	34%	34%	50%	17%	29%	36%	34%	50%	67%	38%
	50+	Count	41	20	4	2	0	0	19	0	1	8
		Column N %	33%	29%	17%	33%	0%	0%	32%	0%	33%	38%
	Total	Count	126	70	24	6	28	28	59	2	3	21
QF		Mean	42.39	40.87	41.54	39.67	30.32	30.54	42.02	34.00	46.33	44.81
		Median	41	40	40	36	30	30	39	34	40	47

INCOME - SEGMENTATION

			TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/HNYMOON	STUDENT	MID INCOME
Q28	<=50K	Count	18	5	2	2	6	7	8	0	0	0
		Column N %	16%	8%	10%	33%	22%	26%	15%	0%	0%	0%
	50K-150K	Count	22	13	6	2	5	4	12	0	1	0
		Column N %	19%	20%	29%	33%	19%	15%	22%	0%	33%	0%
	150K-250K	Count	14	9	2	1	3	5	8	1	0	0
		Column N %	12%	14%	10%	17%	11%	19%	15%	100%	0%	0%
	250K-350K	Count	13	9	4	1	1	3	6	0	1	13
		Column N %	11%	14%	19%	17%	4%	11%	11%	0%	33%	62%
	350K-450K	Count	8	4	1	0	2	1	6	0	1	8
		Column N %	7%	6%	5%	0%	7%	4%	11%	0%	33%	38%
	450K+	Count	34	22	6	0	8	6	14	0	0	0
		Column N %	30%	34%	29%	0%	30%	22%	26%	0%	0%	0%
	No Income	Count	6	2	0	0	2	1	0	0	0	0
		Column N %	5%	3%	0%	0%	7%	4%	0%	0%	0%	0%
	Total	Count	115	64	21	6	27	27	54	1	3	21

PRIOR TRIPS TO GUAM - SEGMENTATION

			TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
Q3A	Yes	Count	88	50	17	4	23	19	46	2	2	18
		Column N %	70%	72%	71%	57%	82%	70%	78%	100%	67%	90%
	No	Count	38	19	7	3	5	8	13	0	1	2
		Column N %	30%	28%	29%	43%	18%	30%	22%	0%	33%	10%
	Total	Count	126	69	24	7	28	27	59	2	3	20

AVG LENGTH OF STAY - SEGMENTATION

		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
		-	-	-	-	-	-	-	-	-	-
Q8	Mean	6.95	7.51	7.58	9.25	9.12	4.55	7.17	4.00	4.50	6.61
	Median	4	5	5	8	4	4	4	4	5	4

SECTION 2 **TRAVEL PLANNING**

TRAVEL PLANNING - SEGMENTATION

			TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
Q7	Full package tour	Count	6	3	2	0	0	2	3	0	0	3
		Column N %	5%	4%	8%	0%	0%	8%	5%	0%	0%	14%
	Free-time package tour	Count	17	12	4	0	6	4	10	1	1	2
		Column N %	14%	18%	17%	0%	22%	15%	18%	50%	33%	10%
	Individually arranged travel (FIT)	Count	81	47	17	0	19	16	34	1	2	14
		Column N %	66%	69%	71%	0%	70%	62%	61%	50%	67%	67%
	Group tour	Count	4	0	1	1	1	0	2	0	0	0
		Column N %	3%	0%	4%	14%	4%	0%	4%	0%	0%	0%
	Company paid travel	Count	5	0	0	5	0	3	2	0	0	0
		Column N %	4%	0%	0%	71%	0%	12%	4%	0%	0%	0%
	Other	Count	9	6	0	1	1	1	5	0	0	2
		Column N %	7%	9%	0%	14%	4%	4%	9%	0%	0%	10%
	Total	Count	122	68	24	7	27	26	56	2	3	21

TRAVEL MOTIVATION - SEGMENTATION

	TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME	
Q5A											
Previous trip	15%	16%	13%	0%	15%	7%	10%	0%	33%	10%	
Price	20%	20%	21%	0%	30%	11%	19%	0%	67%	33%	
Visit friends/ Relatives	33%	36%	42%	17%	33%	21%	28%	50%	67%	43%	
Recomm- friend/family/trvl agnt	26%	30%	33%	17%	30%	25%	28%	0%	67%	48%	
Scuba	4%	4%	4%	0%	0%	18%	2%	0%	0%	5%	
Water sports	6%	7%	8%	17%	0%	4%	3%	0%	33%	5%	
Short travel time	24%	34%	38%	17%	15%	25%	24%	0%	0%	38%	
Golf	2%	0%	0%	0%	0%	0%	3%	0%	0%	0%	
Relax	45%	79%	63%	0%	52%	46%	48%	50%	67%	48%	
Company/ Business Trip	10%	4%	4%	33%	11%	11%	10%	0%	0%	10%	
Company Sponsored	2%	0%	0%	33%	4%	4%	2%	0%	0%	5%	
Safe	28%	43%	42%	0%	15%	25%	29%	0%	33%	43%	
Natural beauty	40%	56%	54%	33%	48%	46%	41%	100%	67%	52%	
Shopping	48%	63%	46%	17%	44%	46%	53%	50%	100%	81%	
Career Cert/ Testing	1%	1%	0%	0%	0%	4%	0%	0%	0%	5%	
Honeymoon	2%	3%	0%	0%	4%	4%	3%	100%	0%	0%	
Pleasure	36%	63%	42%	0%	22%	46%	41%	50%	33%	43%	
Organized sports	2%	4%	4%	0%	0%	0%	2%	0%	33%	5%	
Other	12%	7%	4%	33%	19%	25%	9%	0%	0%	0%	
Total	Count	123	70	24	6	27	28	58	2	3	21

INFORMATION SOURCES - SEGMENTATION

	TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME	
Q1											
Internet	79%	90%	96%	43%	89%	93%	83%	100%	67%	85%	
Friend/ Relative	66%	70%	71%	57%	71%	56%	66%	100%	100%	85%	
Prior Trip	21%	20%	17%	29%	11%	15%	15%	0%	33%	10%	
TV	18%	19%	13%	0%	11%	19%	12%	0%	33%	30%	
Magazine (Consumer)	11%	13%	17%	0%	4%	15%	12%	0%	0%	10%	
Co-Worker/ Company Trvl Dept	10%	4%	0%	29%	21%	4%	10%	0%	0%	10%	
Travel Trade Show	10%	13%	4%	0%	4%	15%	12%	0%	0%	15%	
Travel Agent Brochure	8%	12%	4%	0%	7%	7%	10%	0%	33%	10%	
Newspaper	6%	4%	4%	0%	4%	0%	5%	0%	0%	0%	
Consumer Trvl Show	4%	6%	0%	0%	4%	4%	7%	0%	0%	0%	
GVB Promo	4%	3%	0%	0%	4%	4%	5%	0%	0%	5%	
GVB Office	3%	3%	4%	0%	7%	0%	5%	0%	0%	5%	
Travel Guidebook-Bookstore	3%	3%	0%	0%	4%	4%	2%	0%	0%	0%	
Other	2%	1%	4%	0%	0%	0%	2%	0%	0%	0%	
Radio	2%	0%	0%	0%	4%	0%	3%	0%	0%	0%	
Theater Ad	1%	0%	0%	0%	4%	0%	2%	0%	0%	0%	
Total	Count	126	69	24	7	28	27	59	2	3	20

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
PER PERSON	Mean	\$359.93	\$480.84	\$369.78	\$0.00	\$246.90	\$252.58	\$517.72	\$1,067.01	\$113.81	\$304.01
	Median	\$213	\$299	\$201	\$0	\$12	\$0	\$270	\$1,067	\$0	\$213
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$4,247	\$4,247	\$2,123	\$0	\$1,140	\$2,134	\$4,247	\$2,134	\$341	\$1,423

PREPAID EXPENSE- BREAKDOWN

		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
AIR & HOTEL	Mean	\$796.97	\$844.46	\$613.53	.	\$387.68	\$1,728.55	\$913.18	\$4,268.03	\$341.44	\$291.65
	Median	\$480	\$534	\$640	.	\$411	\$1,216	\$427	\$4,268	\$341	\$299
AIR/ HOTEL/ MEAL	Mean	\$830.53	\$1,323.09	\$1,536.49	.	\$789.59	\$1,579.17	\$604.64	.	.	.
	Median	\$619	\$1,024	\$1,067	.	\$790	\$1,579	\$512	.	.	.
AIR ONLY	Mean	\$627.13	\$639.28	\$898.95	.	\$557.30	\$240.53	\$642.72	.	.	\$793.47
	Median	\$427	\$459	\$566	.	\$320	\$171	\$427	.	.	\$491
HOTEL ONLY	Mean	\$466.61	\$592.56	\$778.92	.	\$393.51	\$320.10	\$434.31	.	.	\$786.03
	Median	\$320	\$421	\$640	.	\$320	\$165	\$256	.	.	\$213
HOTEL & MEAL	Mean	\$335.75	\$453.48	.	.	\$55.48	.	\$335.75	.	.	.
	Median	\$100	\$453	.	.	\$55	.	\$100	.	.	.
F&B HOTEL	Mean	\$158.50	\$105.63	.	.	\$426.80	\$104.57	\$196.33	.	.	\$426.80
	Median	\$43	\$37	.	.	\$427	\$105	\$148	.	.	\$427
TRANS- PHILIPPINES	Mean	\$47.24	\$44.04	\$48.02	.	\$5.34	\$17.50	\$47.04	.	.	\$80.03
	Median	\$37	\$32	\$43	.	\$5	\$11	\$37	.	.	\$91
TRANS- GUAM	Mean	\$105.85	\$120.31	\$234.74	.	\$33.08	\$35.57	\$117.68	.	.	\$293.43
	Median	\$59	\$64	\$107	.	\$33	\$43	\$53	.	.	\$293
OPT TOURS	Mean	\$495.09	\$565.51	\$1,280.41	.	.	\$106.70	\$495.09	.	.	\$1,280.41
	Median	\$427	\$437	\$1,280	.	.	\$107	\$427	.	.	\$1,280
OTHER	Mean	\$365.73	\$545.85	\$800.26	.	\$108.03	\$162.72	\$560.22	.	.	\$293.43
	Median	\$85	\$117	\$619	.	\$49	\$144	\$212	.	.	\$128
TOTAL	Mean	\$653.10	\$929.61	\$1,233.28	\$0.00	\$406.55	\$526.19	\$883.49	\$2,134.02	\$113.81	\$749.95
	Median	\$416	\$554	\$507	\$0	\$12	\$0	\$448	\$2,134	\$0	\$341

ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/HNYMOON	STUDENT	MID INCOME
PER PERSON	Mean	\$565.34	\$622.16	\$412.70	\$823.57	\$437.87	\$576.90	\$748.65	\$3,000.00	\$188.89	\$524.84
	Median	\$333	\$375	\$186	\$300	\$313	\$205	\$500	\$3,000	\$167	\$329
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,000	\$0	\$0
	Maximum	\$5,000	\$5,000	\$1,800	\$2,400	\$1,400	\$5,000	\$5,000	\$5,000	\$400	\$2,000

ON-ISLAND EXPENSE- BREAKDOWN

		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
F&B HOTEL	Mean	\$91.05	\$76.86	\$143.63	\$735.71	\$36.79	\$91.11	\$85.76	\$0.00	\$16.67	\$115.29
F&B FF/STORE	Mean	\$101.13	\$143.61	\$182.08	\$50.00	\$66.18	\$115.71	\$140.42	\$300.00	\$50.00	\$172.86
F&B RESTRNT	Mean	\$63.86	\$95.14	\$107.50	\$7.14	\$52.14	\$85.71	\$90.00	\$500.00	\$33.33	\$23.81
OPT TOUR	Mean	\$45.59	\$68.71	\$50.54	\$14.29	\$12.86	\$70.00	\$67.46	\$0.00	\$16.67	\$60.38
GIFT- SELF	Mean	\$230.87	\$354.21	\$371.38	\$100.00	\$75.54	\$378.68	\$342.15	\$1,400.00	\$183.33	\$54.52
GIFT- OTHER	Mean	\$180.39	\$188.43	\$191.67	\$121.43	\$167.68	\$126.07	\$177.80	\$250.00	\$100.00	\$86.19
TRANS	Mean	\$55.24	\$83.40	\$87.25	\$14.29	\$60.18	\$85.79	\$85.81	\$50.00	\$0.00	\$74.29
OTHER	Mean	\$213.41	\$163.61	\$148.58	\$123.57	\$194.75	\$37.29	\$315.42	\$1,000.00	\$33.33	\$507.24
TOTAL	Mean	\$981.53	\$1,173.99	\$1,282.63	\$1,166.43	\$666.11	\$990.36	\$1,304.83	\$3,500.00	\$433.33	\$1,094.57

TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
TOTAL PER PERSON	Mean	\$925.27	\$1,103.00	\$782.48	\$823.57	\$684.77	\$829.47	\$1,266.37	\$4,067.01	\$302.70	\$828.85
	Median	\$650	\$731	\$422	\$300	\$519	\$499	\$990	\$4,067	\$400	\$617
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,000	\$0	\$0
	Maximum	\$7,134	\$7,134	\$3,923	\$2,400	\$1,559	\$7,134	\$7,134	\$7,134	\$508	\$2,176

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.

Drivers of Overall Satisfaction, Oct 2015-June 2016	
Drivers:	rank
Quality & Cleanliness of beaches & parks	
Ease of getting around	1
Safety walking around at night	
Quality of daytime tours	
Variety of daytime tours	
Quality of nighttime tours	
Variety of nighttime tours	
Quality of shopping	
Variety of shopping	3
Price of things on Guam	
Quality of hotel accommodations	4
Quality/cleanliness of air, sky	2
Quality/cleanliness of parks	
Quality of landscape in Tumon	
Quality of landscape in Guam	
Quality of ground handler	
Quality/cleanliness of transportation vehicles	
% of Overall Satisfaction Accounted For	71.5%
NOTE: Only significant drivers are included.	

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Filipino visitor's experience on Guam is driven by four significant factors in the Oct 2015 to June 2016 Period. By rank order they are:
 - **Ease of getting around,**
 - **Quality/cleanliness of air/sky,**
 - **Variety of shopping, and**
 - **Quality of hotel accommodations.**
- With all four factors the overall r^2 is .715 meaning that **71.5% of overall satisfaction is accounted for by these factors.**

Drivers of Per Person On Island Expenditures, Oct 2015-Jun 2016	
Drivers:	rank
Quality & Cleanliness of beaches & parks	
Ease of getting around	
Safety walking around at night	
Quality of daytime tours	
Variety of daytime tours	
Quality of nighttime tours	
Variety of nighttime tours	
Quality of shopping	
Variety of shopping	
Price of things on Guam	
Quality of hotel accommodations	
Quality/cleanliness of air, sky	
Quality/cleanliness of parks	
Quality of landscape in Tumon	
Quality of landscape in Guam	
Quality of ground handler	
Quality/cleanliness of transportation vehicles	
% of Per Person On Island Expenditures Accounted For	0.0%
NOTE: Only significant drivers are included.	

Drivers of Per Person On Island Expenditure

- **Per Person On Island Expenditure** of Filipino visitors on Guam is driven by no significant factors in the Oct 2015-June 2016 Period.