



GUAM VISITORS BUREAU

Taiwan Visitor Tracker Exit Profile

FY2015 Market Segmentation

1ST QTR. (OCT~DEC 2014)



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 Chinese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **150** departing Taiwanese 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 Taiwanese 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:
 - General leisure group
 - Family and/or Child
 - Special interest group
 - Incentive market
 - 20-40 year old
 - Mid-high level income
 - White-collar
 - w/ child
 - Wedding/ Honeymoon
 - Student
 - To identify (for all Taiwanese visitors) the most important determinants of on-island spending; and
 - To identify the most significant factors affecting overall visitor satisfaction.

Highlighted Segments

Parameters

- General leisure group – Q.5A
- Family and/or Child – Q.6
- Special interest group – Q.18/Q7
- Incentive market – Q.5A/Q.7
- 20-40 year old – Q.F
- Mid-high level income – Q.26
- White-collar – Q.25
- W/child – Q.6
- Wedding/ Honeymoon – Q.5A/ Q.13
- Student –Q.25

Highlighted Segments

	1 st QTR	2 nd QTR	3 rd QTR	4 th QTR
General leisure group	50%			
Child	9%			
Incentive market	5%			
Male 20-40	36%			
Female 20-40	48%			
White collar	56%			
Wedding/ Honeymooner	17%			
Student	3%			
Mid-High income	40%			
TOTAL	150			

SECTION 1 **PROFILE OF RESPONDENTS**

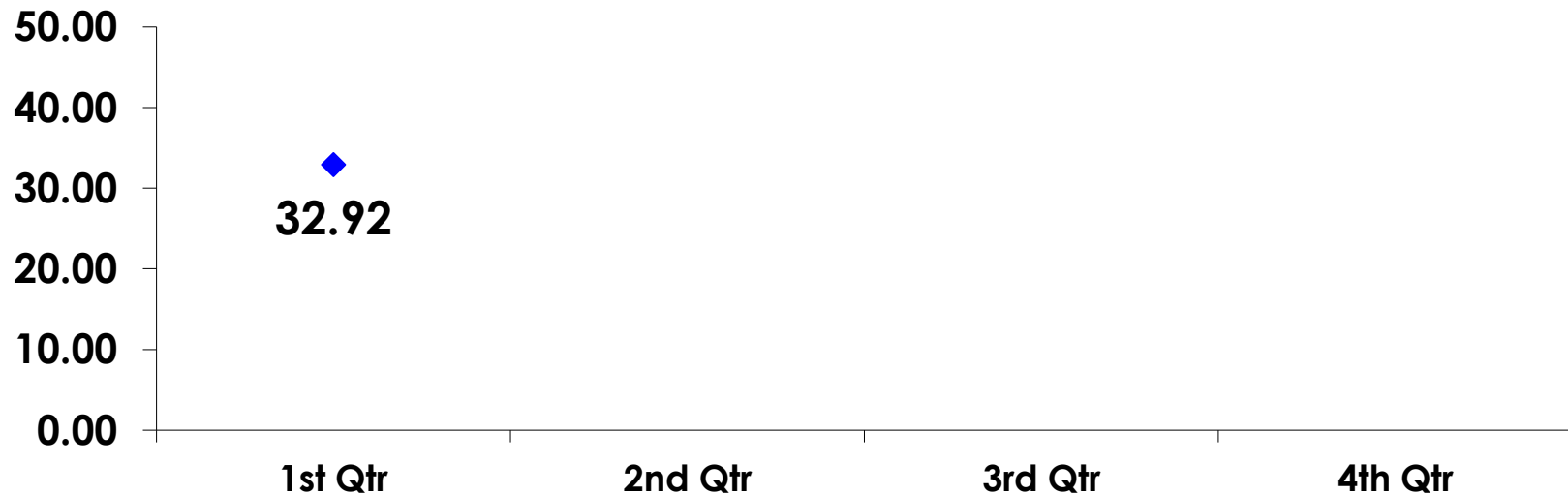
MARITAL STATUS - TRACKING



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	73	31	10	3	26	31	41	23	0	29
		Column N %	49%	41%	77%	38%	48%	43%	49%	88%	0%	48%
	Single	Count	77	44	3	5	28	41	43	3	4	31
		Column N %	51%	59%	23%	63%	52%	57%	51%	12%	100%	52%
	Total	Count	150	75	13	8	54	72	84	26	4	60

AVERAGE AGE - TRACKING



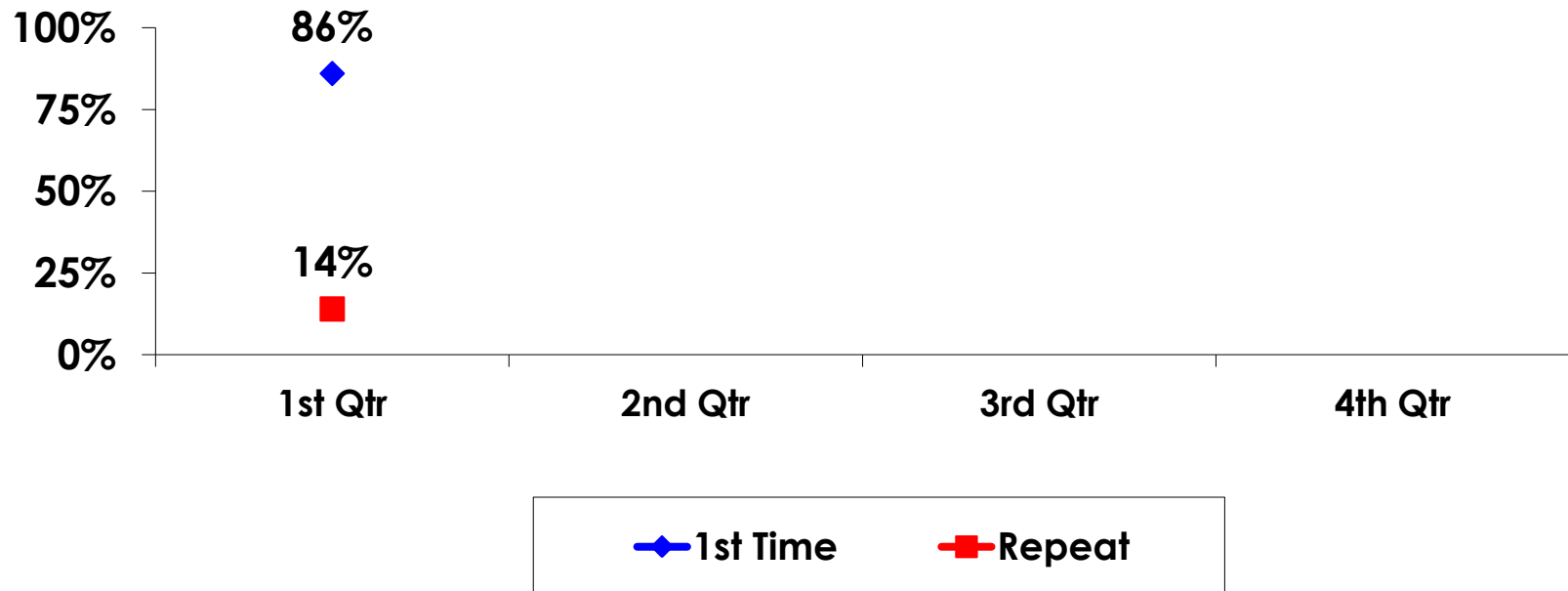
AGE- SEGMENTATION

			TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
			-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	13	11	0	0	4	7	8	2	3	2
		Column N %	9%	15%	0%	0%	7%	10%	10%	8%	75%	3%
25-34	Count	91	42	5	7	40	51	56	21	1	35	
		Column N %	61%	56%	38%	88%	74%	71%	67%	81%	25%	58%
35-49	Count	37	21	7	1	10	14	17	2	0	22	
		Column N %	25%	28%	54%	13%	19%	19%	20%	8%	0%	37%
50+	Count	9	1	1	0	0	0	3	1	0	1	
		Column N %	6%	1%	8%	0%	0%	0%	4%	4%	0%	2%
Total	Count	150	75	13	8	54	72	84	26	4	60	
QF	Mean	32.92	31.16	37.23	28.88	30.43	30.28	31.65	30.62	22.00	32.85	
	Median	31	30	35	28	30	30	30	30	21	32	

INCOME - SEGMENTATION

			TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
			-	-	-	-	-	-	-	-	-	-
Q26	<=NT160K	Count	7	4	0	0	2	3	2	1	2	0
		Column N %	5%	5%	0%	0%	4%	4%	2%	4%	50%	0%
	NT160K-NT200K	Count	10	4	0	1	2	7	6	1	0	0
		Column N %	7%	5%	0%	13%	4%	10%	7%	4%	0%	0%
	NT200K-NT400K	Count	21	11	0	1	4	16	14	5	0	0
		Column N %	14%	15%	0%	13%	8%	23%	17%	22%	0%	0%
	NT400K-NT600K	Count	27	13	1	2	10	15	11	5	0	27
		Column N %	18%	18%	8%	25%	19%	21%	13%	22%	0%	45%
	NT600K-NT800K	Count	33	18	4	1	15	12	19	5	0	33
		Column N %	23%	24%	31%	13%	29%	17%	23%	22%	0%	55%
	NT800K-NT1.0M	Count	17	10	2	2	8	7	12	3	1	0
		Column N %	12%	14%	15%	25%	15%	10%	15%	13%	25%	0%
	NT1.0M+	Count	26	12	4	1	11	5	16	3	0	0
		Column N %	18%	16%	31%	13%	21%	7%	20%	13%	0%	0%
	No Income	Count	5	2	2	0	0	5	2	0	1	0
		Column N %	3%	3%	15%	0%	0%	7%	2%	0%	25%	0%
	Total	Count	146	74	13	8	52	70	82	23	4	60

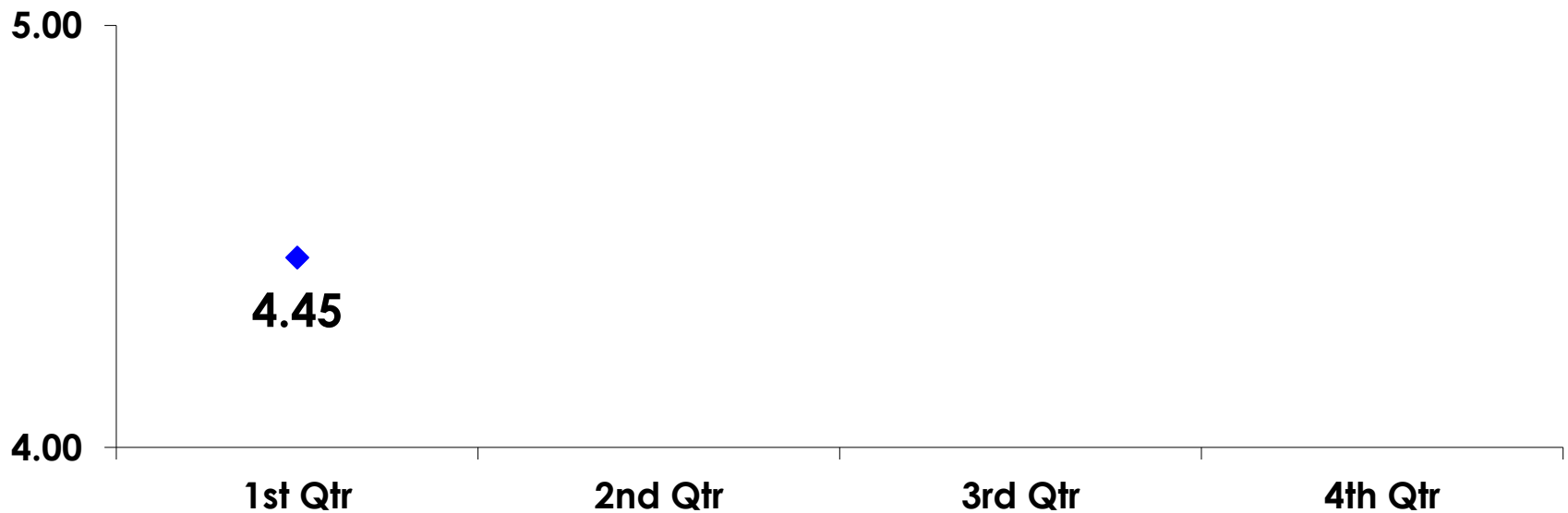
PRIOR TRIPS TO GUAM - TRACKING



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	129	64	9	7	49	64	72	25	2	55
		Column N %	86%	85%	69%	88%	91%	89%	86%	96%	50%	92%
	No	Count	21	11	4	1	5	8	12	1	2	5
		Column N %	14%	15%	31%	13%	9%	11%	14%	4%	50%	8%
Total	Count		150	75	13	8	54	72	84	26	4	60

AVG LENGTH OF STAY - TRACKING



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	4.45	5.14	10.85	3.86	3.77	3.85	3.98	4.08	3.25	4.05
	Median	4	4	4	4	4	3	4	4	3	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	58	29	0	0	25	27	31	12	0	22
		Column N %	39%	39%	0%	0%	46%	38%	37%	46%	0%	38%
	Free-time package tour	Count	50	25	10	0	12	30	28	9	3	22
		Column N %	34%	33%	77%	0%	22%	42%	34%	35%	75%	38%
	Individually arranged travel (FIT)	Count	22	15	3	0	9	9	11	5	1	8
		Column N %	15%	20%	23%	0%	17%	13%	13%	19%	25%	14%
	Group tour	Count	7	1	0	0	2	2	5	0	0	3
		Column N %	5%	1%	0%	0%	4%	3%	6%	0%	0%	5%
	Company paid travel	Count	8	4	0	8	5	3	7	0	0	3
		Column N %	5%	5%	0%	100%	9%	4%	8%	0%	0%	5%
	Other	Count	2	1	0	0	1	0	1	0	0	0
		Column N %	1%	1%	0%	0%	2%	0%	1%	0%	0%	0%
	Total	Count	147	75	13	8	54	71	83	26	4	58

TRAVEL MOTIVATION - SEGMENTATION

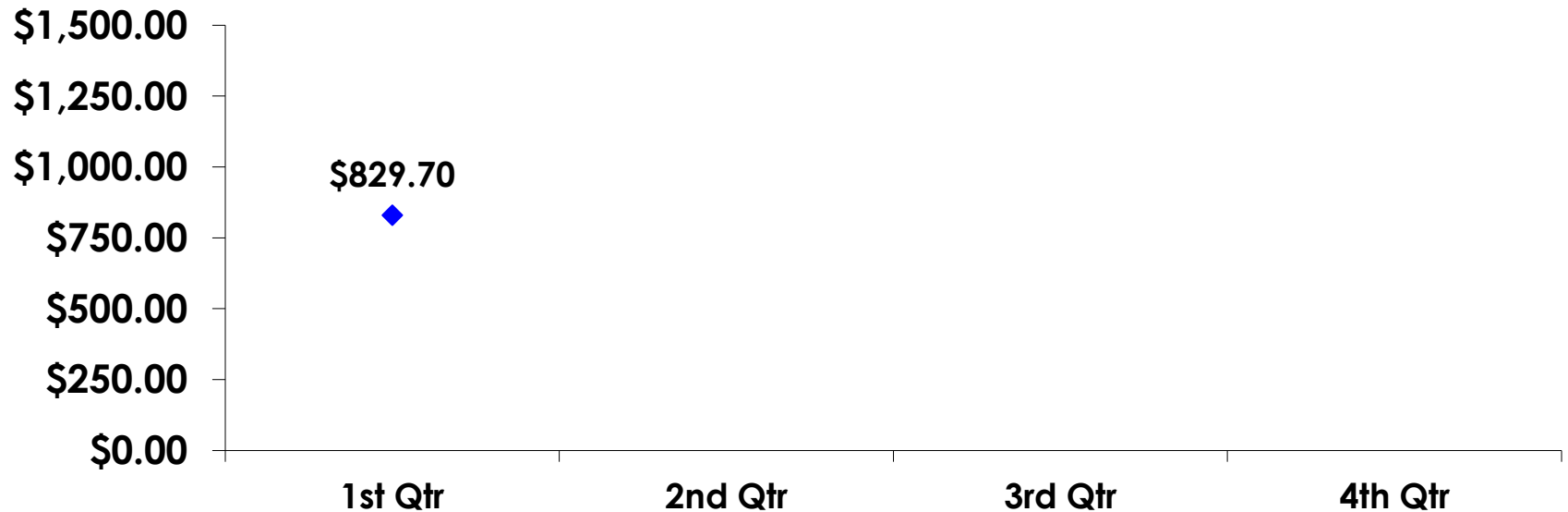
		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME	
		-	-	-	-	-	-	-	-	-	-	
Q5A	Previous trip	5%	5%	15%	0%	4%	4%	5%	0%	50%	0%	
	Price	23%	24%	23%	38%	22%	23%	23%	15%	25%	27%	
	Visit friends/ Relatives	3%	4%	8%	0%	0%	6%	4%	0%	0%	2%	
	Recomm- friend/family/trvl agnt	32%	36%	38%	13%	30%	35%	31%	23%	25%	36%	
	Scuba	34%	33%	23%	50%	43%	32%	33%	35%	50%	31%	
	Water sports	28%	28%	46%	13%	30%	28%	27%	27%	25%	32%	
	Short travel time	8%	9%	8%	25%	4%	10%	8%	8%	0%	10%	
	Relax	48%	96%	54%	50%	54%	48%	49%	54%	50%	51%	
	Company/ Business Trip	3%	1%	8%	13%	2%	1%	4%	0%	0%	0%	
	Convention/ Trade/ Conference	1%	0%	0%	0%	2%	0%	1%	0%	0%	0%	
	Safe	26%	36%	54%	13%	20%	32%	23%	27%	0%	25%	
	Natural beauty	70%	80%	77%	75%	76%	73%	69%	62%	50%	73%	
	Shopping	45%	59%	31%	13%	39%	54%	46%	42%	50%	39%	
	Married/ Attn wedding	5%	1%	8%	0%	4%	6%	8%	27%	0%	2%	
	Honeymoon	13%	17%	0%	0%	19%	14%	14%	77%	0%	15%	
	Pleasure	9%	17%	8%	13%	13%	8%	11%	12%	25%	8%	
	No Visa requirement	27%	35%	15%	13%	30%	27%	29%	27%	25%	27%	
	Other	7%	5%	0%	0%	6%	6%	6%	0%	25%	5%	
	Total	Count	149	75	13	8	54	71	84	26	4	59

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	56%	53%	92%	75%	59%	61%	61%	54%	25%	56%	
	Friend/ Relative	49%	49%	69%	25%	33%	61%	44%	38%	100%	49%	
	Travel Agent Brochure	31%	35%	31%	25%	44%	17%	32%	31%	0%	31%	
	TV	30%	35%	31%	38%	28%	35%	31%	31%	25%	25%	
	Magazine (Consumer)	16%	24%	15%	0%	19%	17%	13%	19%	25%	19%	
	Travel Guidebook- Bookstore	15%	20%	15%	0%	17%	13%	18%	31%	0%	20%	
	GVB Promo	13%	19%	15%	13%	17%	11%	15%	23%	0%	17%	
	Consumer Trvl Show	12%	16%	31%	13%	11%	13%	13%	15%	0%	14%	
	Travel Trade Show	12%	16%	23%	13%	20%	8%	14%	8%	0%	17%	
	Prior Trip	11%	13%	31%	13%	9%	8%	11%	4%	50%	7%	
	Co-Worker/ Company Trvl Dept	9%	11%	0%	38%	11%	7%	12%	12%	0%	8%	
	Newspaper	7%	7%	8%	0%	4%	8%	6%	4%	25%	5%	
	GVB Office	3%	3%	8%	0%	2%	3%	4%	0%	0%	2%	
	Theater Ad	1%	1%	8%	0%	4%	0%	1%	0%	0%	2%	
	Radio	1%	0%	0%	0%	2%	0%	1%	0%	0%	0%	
	Total	Count	149	75	13	8	54	71	84	26	4	59

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING

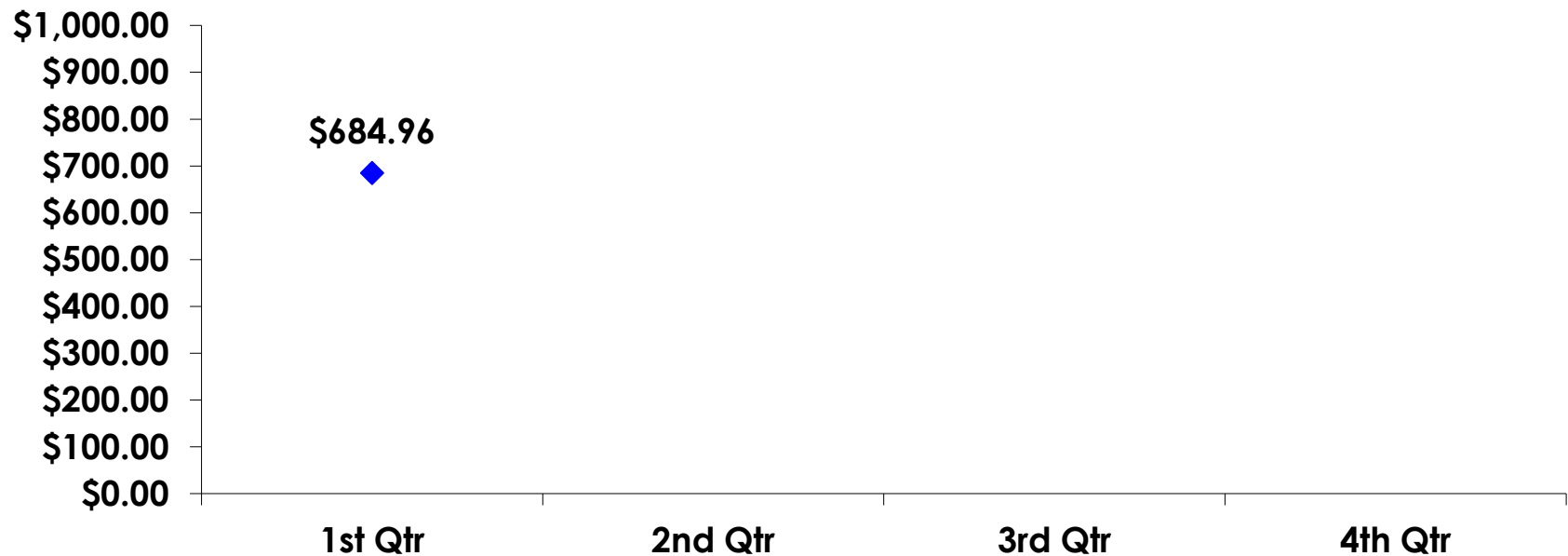


YTD=\$829.70

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	\$829.70	\$803.98	\$1,005.06	\$182.75	\$815.79	\$878.08	\$898.30	\$767.12	\$772.42	\$834.93
	Median	\$812	\$806	\$820	\$0	\$778	\$845	\$861	\$809	\$716	\$837
	Minimum	\$0	\$0	\$507	\$0	\$0	\$0	\$0	\$0	\$585	\$0
	Maximum	\$2,599	\$2,437	\$1,949	\$487	\$2,599	\$2,437	\$2,599	\$1,949	\$1,072	\$1,949

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$684.96

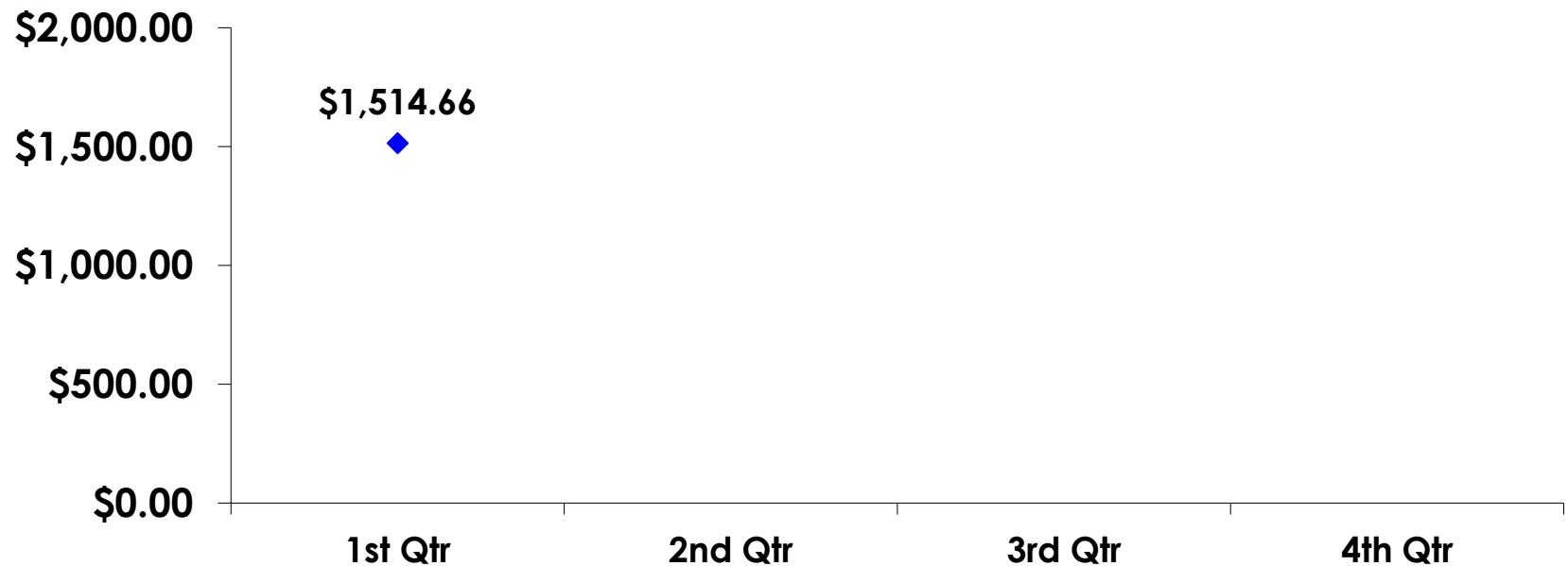
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
		-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$684.96	\$798.46	\$771.92	\$400.44	\$522.90	\$720.29	\$724.45	\$614.35	\$889.50	\$624.03
	Median	\$413	\$600	\$550	\$335	\$305	\$517	\$489	\$275	\$1,140	\$380
	Minimum	\$0	\$0	\$0	\$100	\$0	\$0	\$0	\$0	\$78	\$0
	Maximum	\$3,500	\$3,500	\$2,500	\$1,200	\$2,700	\$3,500	\$3,500	\$3,500	\$1,200	\$3,500

ON-ISLAND 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	\$1,203.86	\$1,090.53	\$1,211.83	\$487.33	\$1,277.98	\$1,206.75	\$1,283.30	\$1,078.62	\$584.80	\$1,122.75
	Median	\$975	\$926	\$910	\$487	\$1,196	\$926	\$975	\$918	\$585	\$975
	Minimum	\$195	\$195	\$776	\$487	\$195	\$195	\$195	\$195	\$585	\$195
	Maximum	\$3,899	\$2,599	\$1,949	\$487	\$3,249	\$3,899	\$3,899	\$2,599	\$585	\$2,144
AIR/ HOTEL/ MEAL	Mean	\$1,357.19	\$1,201.48	\$3,350.39	\$487.33	\$1,458.32	\$1,233.25	\$1,431.71	\$1,795.54	\$779.73	\$1,054.02
	Median	\$942	\$975	\$2,307	\$487	\$975	\$861	\$975	\$1,144	\$747	\$861
	Minimum	\$487	\$585	\$747	\$487	\$487	\$487	\$487	\$650	\$617	\$487
	Maximum	\$7,797	\$3,899	\$7,797	\$487	\$7,797	\$6,498	\$7,797	\$7,797	\$975	\$2,762
AIR ONLY	Mean	\$1,348.28	\$1,348.28	\$1,949.32	.	\$1,510.72	\$747.24	\$747.24	\$747.24	.	\$747.24
	Median	\$1,186	\$1,186	\$1,949	.	\$1,511	\$747	\$747	\$747	.	\$747
	Minimum	\$747	\$747	\$1,624	.	\$747	\$747	\$747	\$747	.	\$747
	Maximum	\$2,274	\$2,274	\$2,274	.	\$2,274	\$747	\$747	\$747	.	\$747
HOTEL ONLY	Mean	\$1,591.94	\$1,591.94	\$1,591.94	.	\$1,591.94
	Median	\$1,592	\$1,592	\$1,592	.	\$1,592
	Minimum	\$1,592	\$1,592	\$1,592	.	\$1,592
	Maximum	\$1,592	\$1,592	\$1,592	.	\$1,592
HOTEL & MEAL	Mean
	Median
	Minimum
	Maximum
F&B HOTEL	Mean	\$97.47	\$97.47	.	.	.	\$97.47	\$97.47	\$97.47	.	\$97.47
	Median	\$97	\$97	.	.	.	\$97	\$97	\$97	.	\$97
	Minimum	\$97	\$97	.	.	.	\$97	\$97	\$97	.	\$97
	Maximum	\$97	\$97	.	.	.	\$97	\$97	\$97	.	\$97
TRANS- TAIWAN	Mean	\$44.33	\$45.48	\$16.24	.	\$43.94	\$43.42	\$38.34	\$41.59	\$48.73	\$45.48
	Median	\$32	\$32	\$16	.	\$52	\$32	\$32	\$39	\$49	\$32
	Minimum	\$10	\$16	\$16	.	\$10	\$19	\$16	\$23	\$49	\$16
	Maximum	\$97	\$97	\$16	.	\$65	\$97	\$65	\$65	\$49	\$97
TRANS- GUAM	Mean	\$126.71	\$188.43	.	.	\$125.08	\$129.95	\$61.73	\$61.73	.	\$159.19
	Median	\$130	\$188	.	.	\$125	\$130	\$62	\$62	.	\$159
	Minimum	\$62	\$188	.	.	\$62	\$130	\$62	\$62	.	\$130
	Maximum	\$188	\$188	.	.	\$188	\$130	\$62	\$62	.	\$188
OPT TOURS	Mean	\$232.29	\$238.25	.	.	\$242.04	\$227.42	\$275.34	\$242.04	\$97.47	\$270.74
	Median	\$244	\$292	.	.	\$242	\$244	\$309	\$242	\$97	\$292
	Minimum	\$97	\$97	.	.	\$159	\$97	\$159	\$159	\$97	\$195
	Maximum	\$325	\$325	.	.	\$325	\$325	\$325	\$325	\$97	\$325
OTHER	Mean	\$427.23	\$812.22	.	.	\$812.22	\$298.90	\$812.22	.	\$19.49	\$563.14
	Median	\$439	\$812	.	.	\$812	\$390	\$812	.	\$19	\$487
	Minimum	\$19	\$812	.	.	\$812	\$19	\$812	.	\$19	\$390
	Maximum	\$812	\$812	.	.	\$812	\$487	\$812	.	\$19	\$812
TOTAL	Mean	\$1,171.61	\$1,078.75	\$2,765.03	\$182.75	\$1,262.14	\$1,129.70	\$1,270.42	\$1,331.68	\$772.42	\$1,022.85
	Median	\$915	\$861	\$1,949	\$0	\$975	\$861	\$915	\$876	\$716	\$915
	Minimum	\$0	\$0	\$747	\$0	\$0	\$0	\$0	\$0	\$585	\$0
	Maximum	\$7,797	\$3,899	\$7,797	\$487	\$7,797	\$6,498	\$7,797	\$7,797	\$1,072	\$2,762

TOTAL EXPENDITURES – TRACKING



YTD=\$1,514.66

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	\$1,514.66	\$1,602.44	\$1,776.99	\$583.19	\$1,338.69	\$1,598.37	\$1,622.75	\$1,381.47	\$1,661.92	\$1,458.96
	Median	\$1,363	\$1,461	\$1,407	\$640	\$1,073	\$1,519	\$1,507	\$1,255	\$1,801	\$1,324
	Minimum	\$0	\$0	\$541	\$100	\$0	\$0	\$100	\$200	\$893	\$0
	Maximum	\$4,410	\$4,410	\$4,124	\$1,200	\$4,124	\$4,312	\$4,312	\$4,312	\$2,152	\$4,410

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, 1st Qtr 2015	
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	4
Quality of shopping	
Variety of shopping	
Price of things on Guam	
Quality of hotel accommodations	2
Quality/cleanliness of air, sky	3
Quality/cleanliness of parks	
Quality of landscape in Tumon	
Quality of landscape in Guam	
Quality of ground handler	1
Quality/cleanliness of transportation vehicles	
% of Overall Satisfaction Accounted For	51.6%
NOTE: Only significant drivers are included.	

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Taiwan visitor's experience on Guam is driven by four significant factors in the First Quarter 2015 Period. By rank order they are:
 - **Quality of ground handler,**
 - **Quality of hotel accommodations,**
 - **Quality/cleanliness of air, sky, and**
 - **Variety of night time tours.**
- With these four factors the overall r^2 is .516 meaning that **51.6% of overall satisfaction is accounted for by these factors.**

Drivers of Per Person On Island Expenditures, 1st Qtr 2015

Drivers:	rank
Quality & Cleanliness of beaches & parks	
Ease of getting around	
Safety walking around at night	1
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	4.8%
NOTE: Only significant drivers are included.	

Drivers of Per Person On Island Expenditure

- **Per Person On Island Expenditure** of Taiwan visitors on Guam is driven by one significant factor in the First Quarter 2015 Period. It is:
 - **Safety walking around at night.**
- With this factor, the overall r^2 is .048 meaning that **4.8% of per person on island expenditure is accounted for by this factor.**