



GUAM VISITORS BUREAU

Taiwan Visitor Tracker Exit Profile

FY2016

1ST QTR. (OCT~DEC 2015)



Prepared by: QMark Research

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Background & Methodology

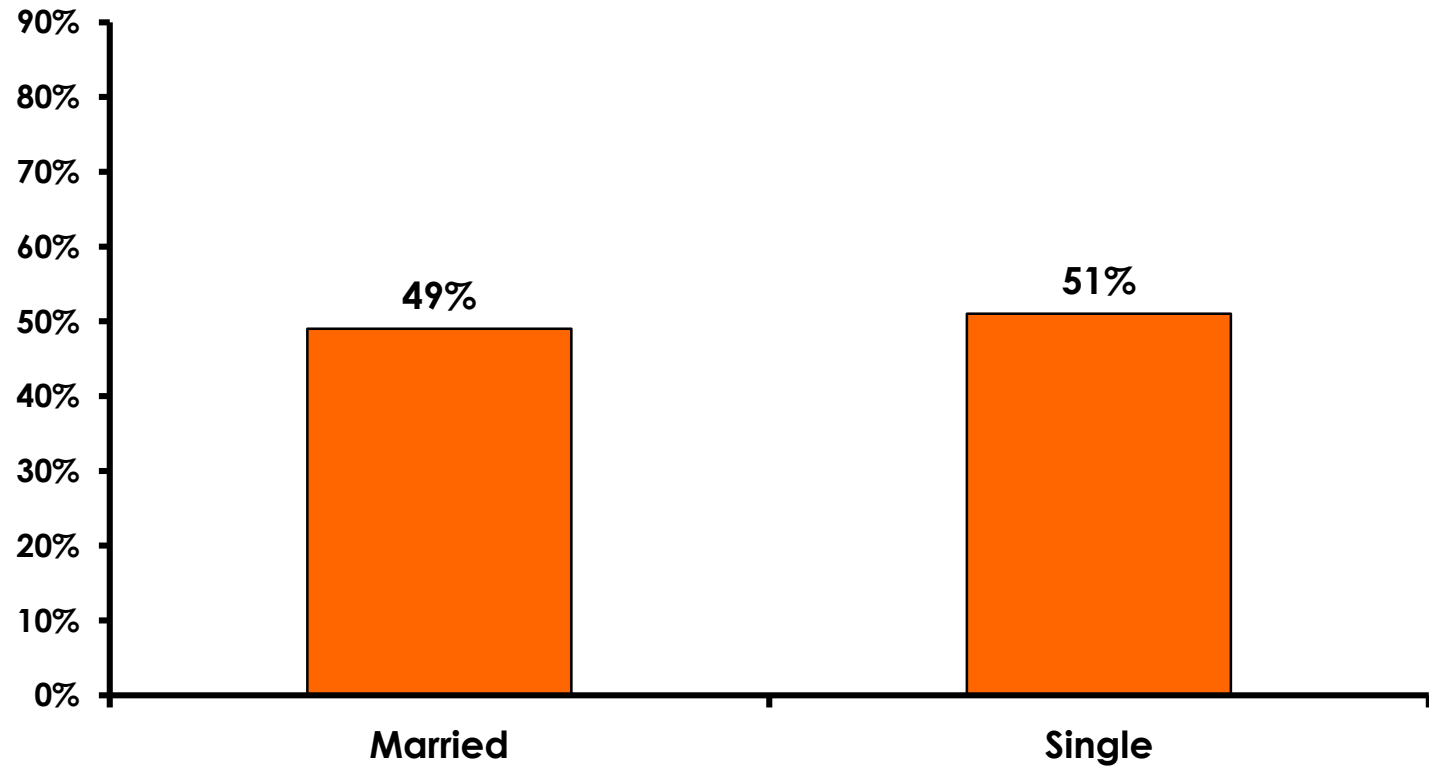
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **150** departing Taiwan 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 +/- 8.00 percentage points with a 95% confidence level. That is, if all Taiwan 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 +/- 8.00 percentage points.

OBJECTIVES

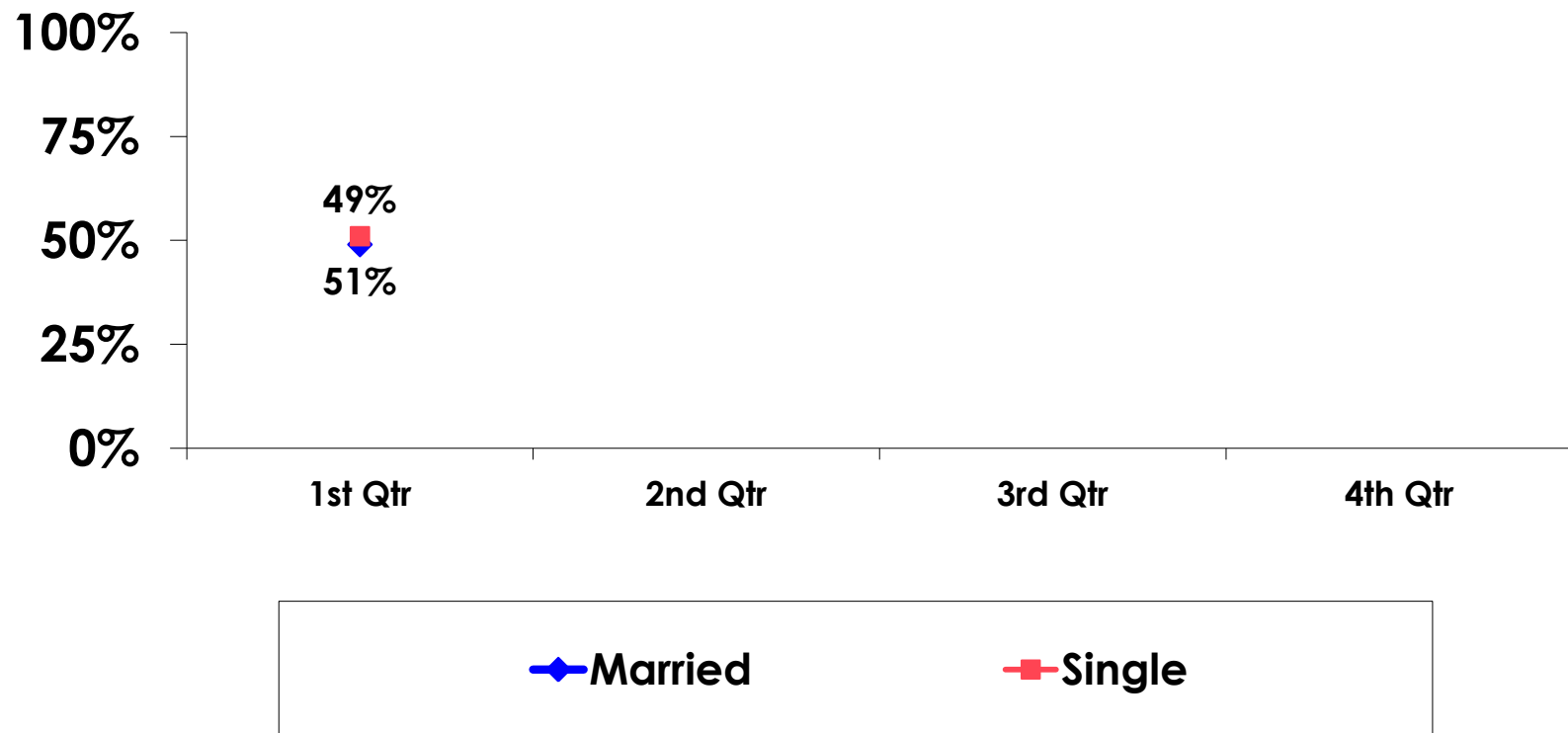
- To monitor the effectiveness of the Taiwan seasonal campaigns in attracting Taiwan visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Taiwan marketing plan.
- Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.

SECTION 1 **PROFILE OF RESPONDENTS**

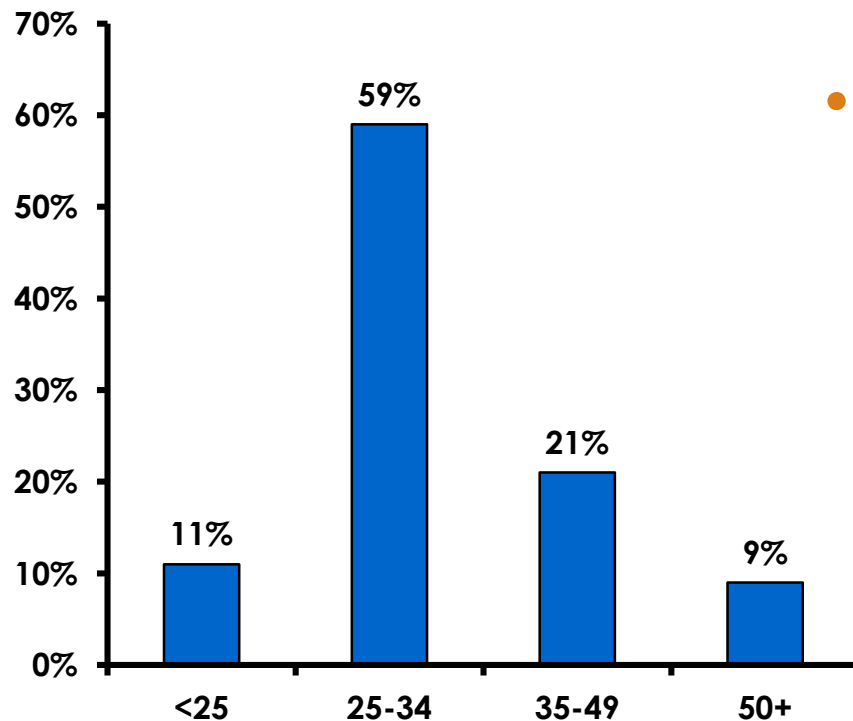
Marital Status - Overall



MARITAL STATUS

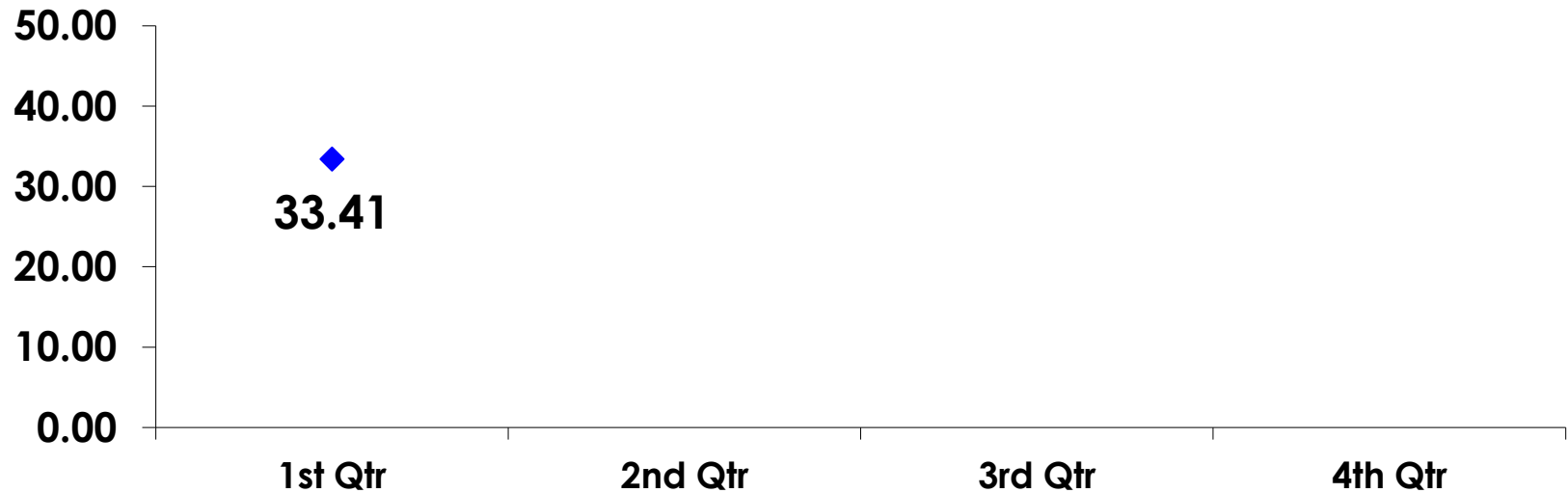


Age - Overall

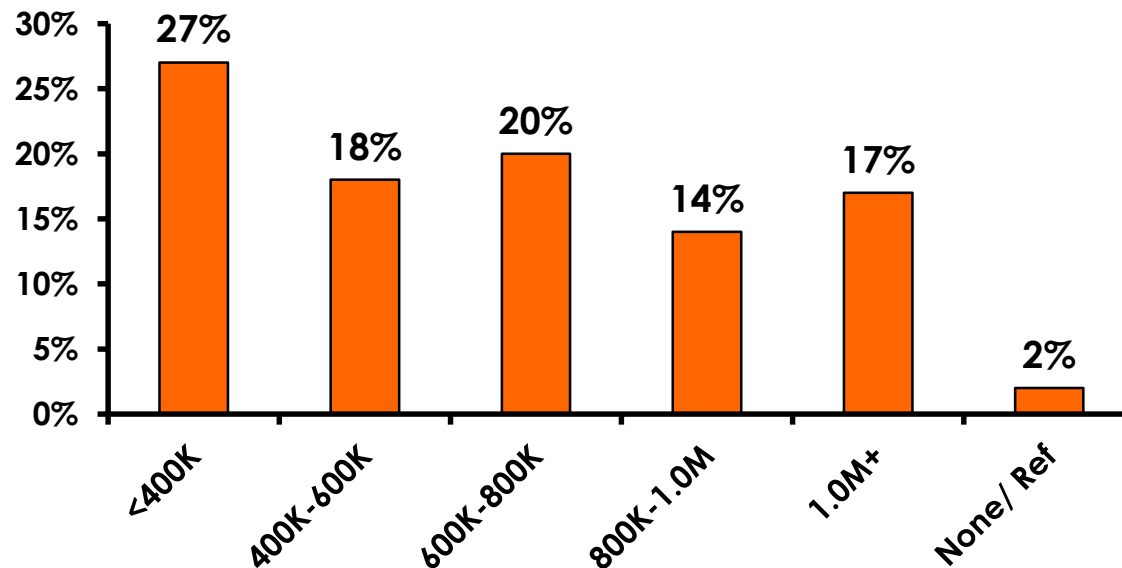


- The average age of the respondents is 33.41 years of age.

AVERAGE - AGE

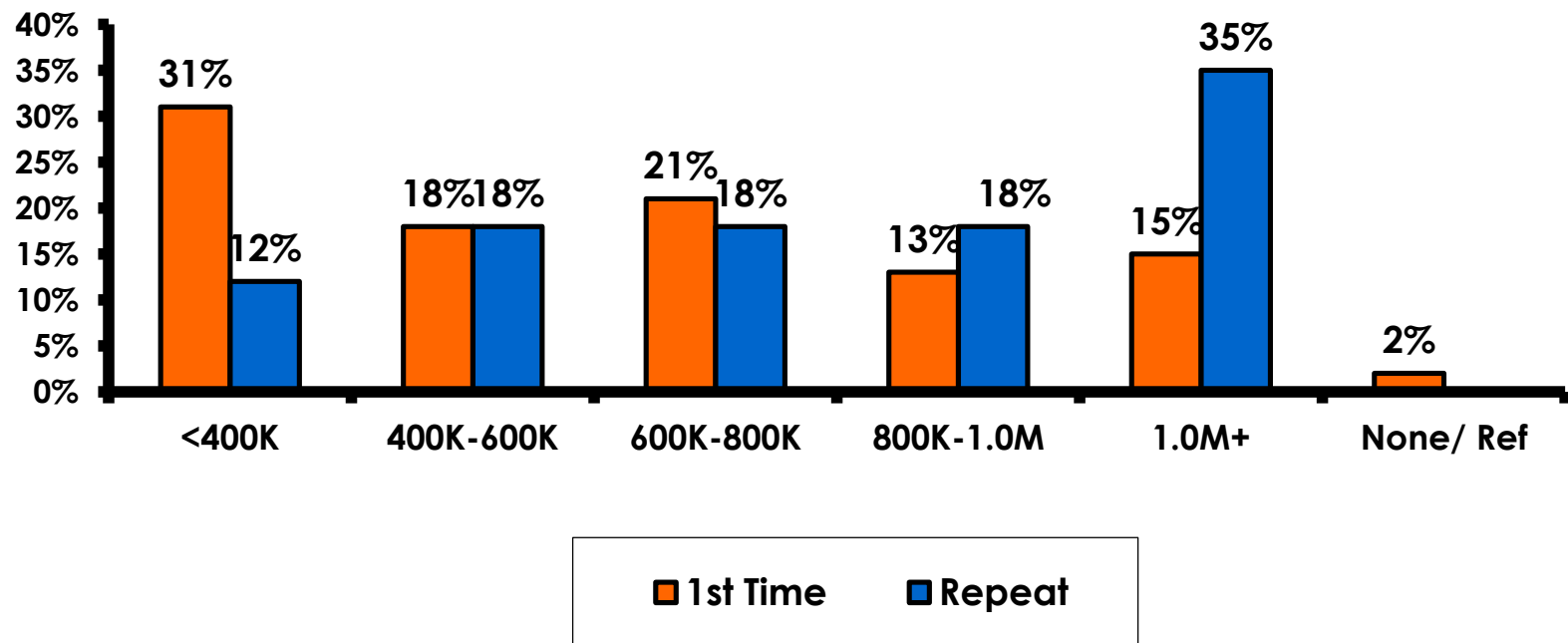


Personal Income



- TWD
32.59=\$1

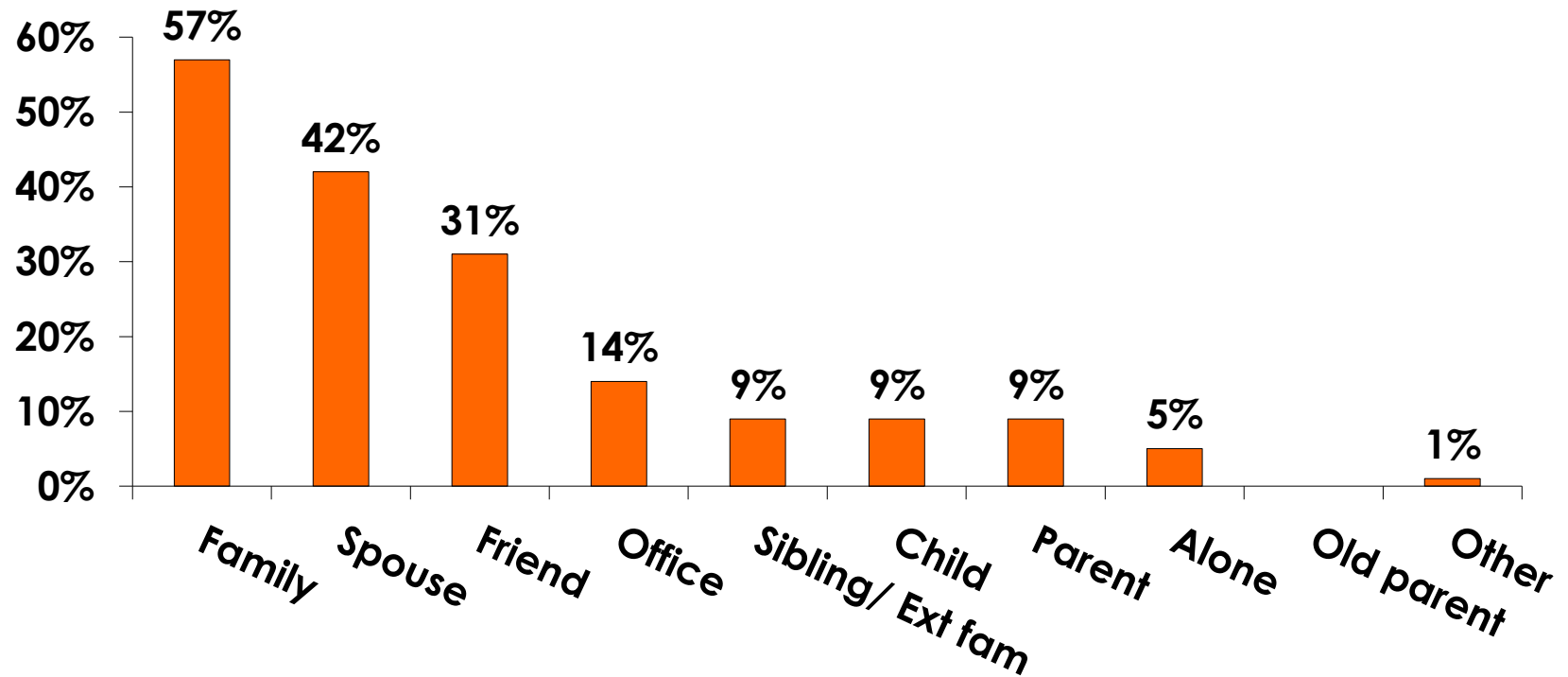
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<=NT160K	Count	14	4	10	3	5	3	3
		Column N %	9%	5%	13%	19%	6%	10%	23%
	NT160K-NT200K	Count	5	1	4	2	3		
		Column N %	3%	1%	5%	13%	3%		
	NT200K-NT400K	Count	23	9	14	3	16	1	3
		Column N %	15%	12%	18%	19%	18%	3%	23%
	NT400K-NT600K	Count	27	12	15	5	16	3	3
		Column N %	18%	16%	20%	31%	18%	10%	23%
	NT600K-NT800K	Count	30	16	14	2	19	8	1
		Column N %	20%	22%	18%	13%	21%	26%	8%
	NT800K-NT1.0M	Count	21	10	11		14	7	
		Column N %	14%	14%	14%		16%	23%	
	NT1.0M+	Count	26	20	6	1	14	8	3
		Column N %	17%	27%	8%	6%	16%	26%	23%
	No Income	Count	3	1	2		2	1	
		Column N %	2%	1%	3%		2%	3%	
	Total	Count	149	73	76	16	89	31	13

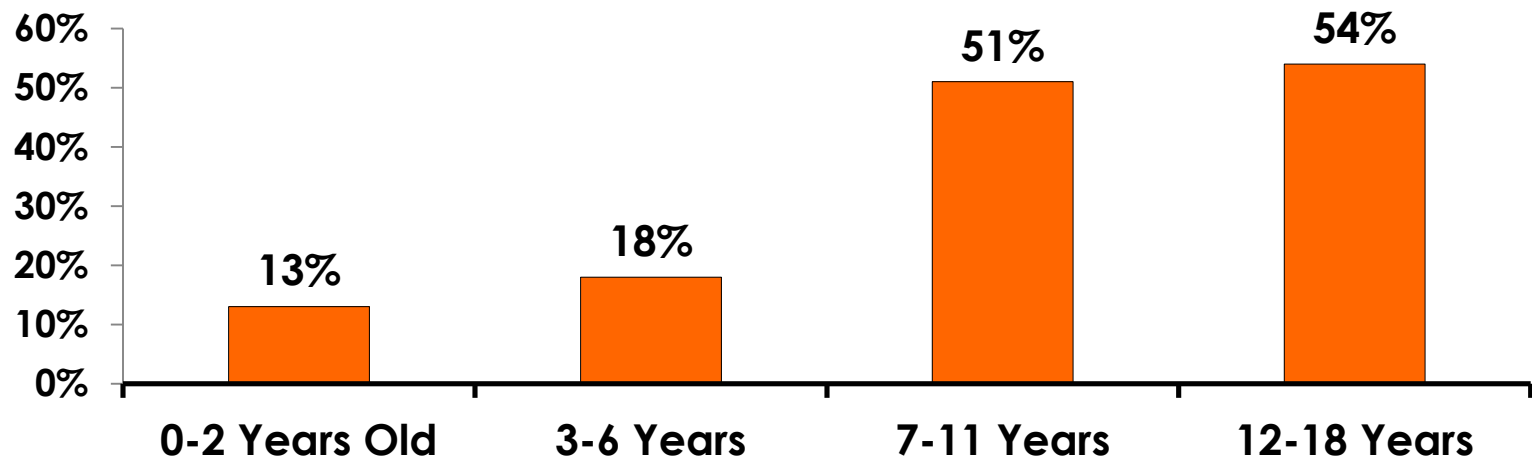
Travel Companions



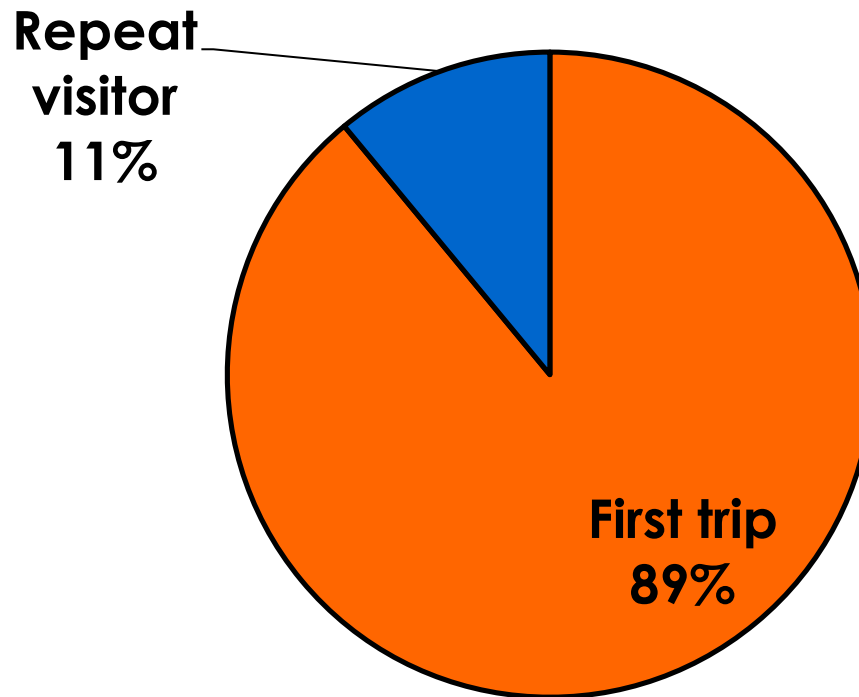
Number of Children Travel Party

n=39 total respondents traveling with children.

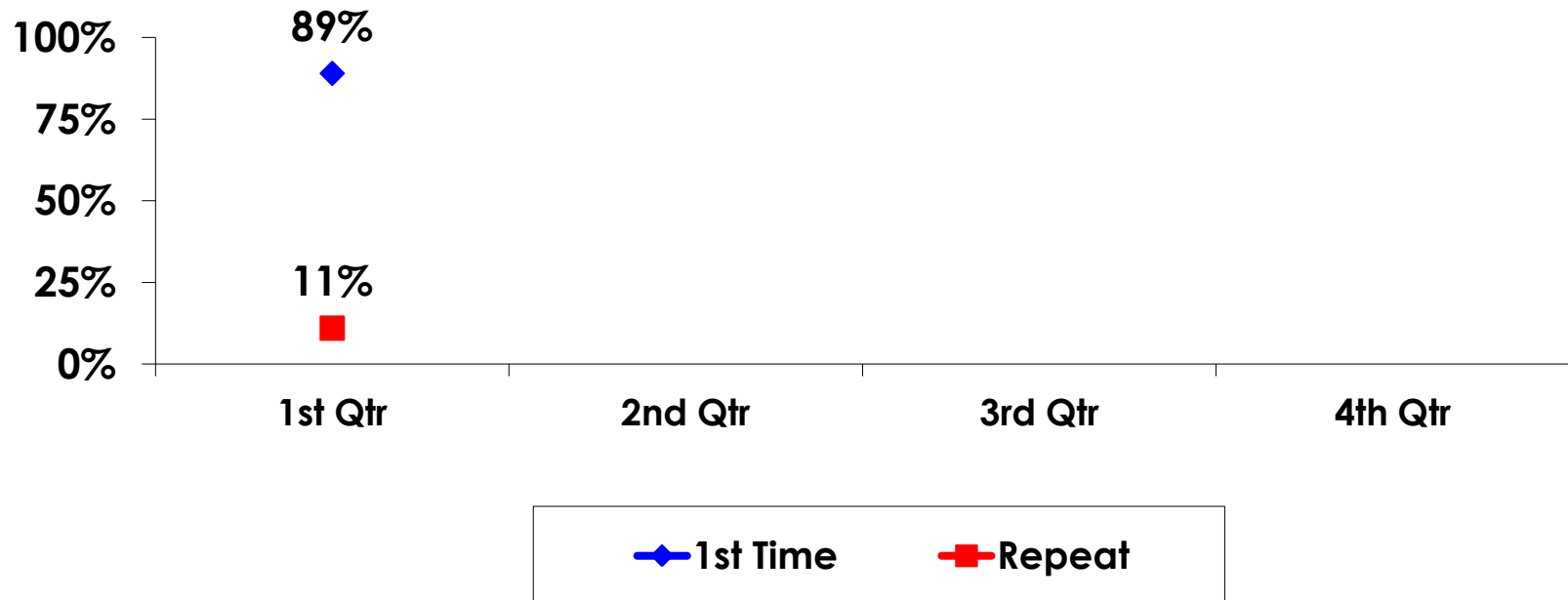
(Of those n=39 respondents, there is a total of 62 children 18 years or younger)



Prior Trips to Guam



PRIOR TRIPS TO GUAM



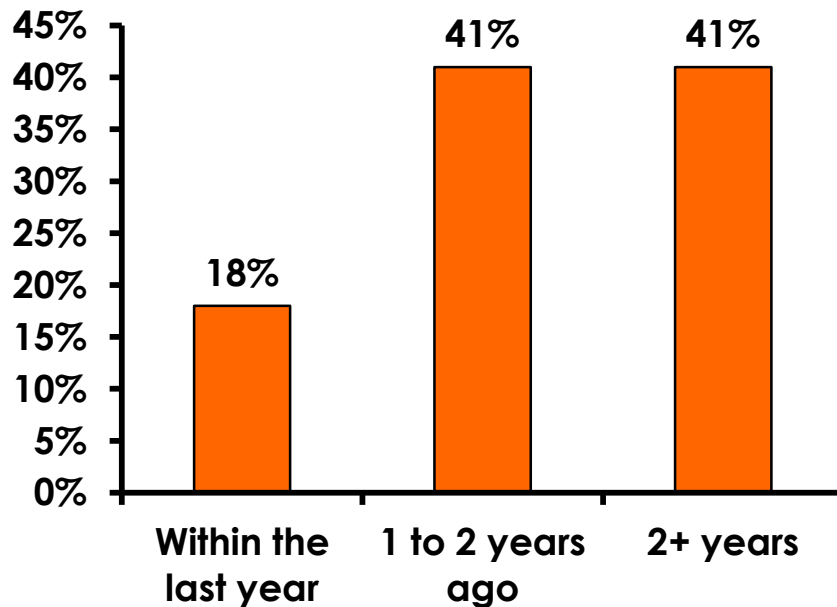
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM		
			-	1st	Repeat	
GENDER	Male	Count	73	64	8	
		Column N %	49%	48%	47%	
	Female	Count	77	68	9	
Column N %		51%	52%	53%		
	Total	Count	150	132	17	
AGE	18-24	Count	17	17		
		Column N %	11%	13%		
	25-34	Count	89	81	7	
		Column N %	59%	61%	41%	
	35-49	Count	31	23	8	
		Column N %	21%	17%	47%	
	50+	Count	13	11	2	
		Column N %	9%	8%	12%	
		Total	Count	150	132	17

- A majority of visitors this quarter are first-time travelers to Guam.

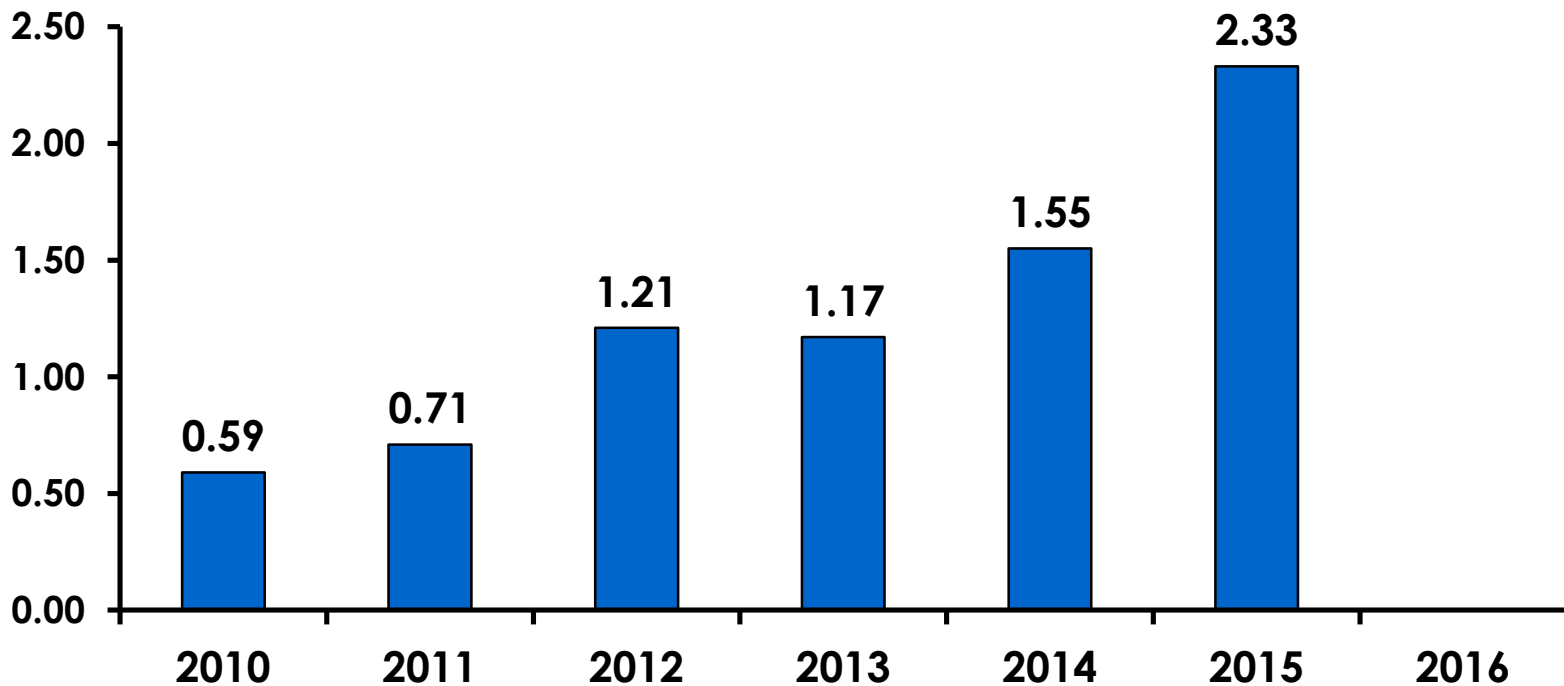
Repeat Visitors Last Trip

n = 17



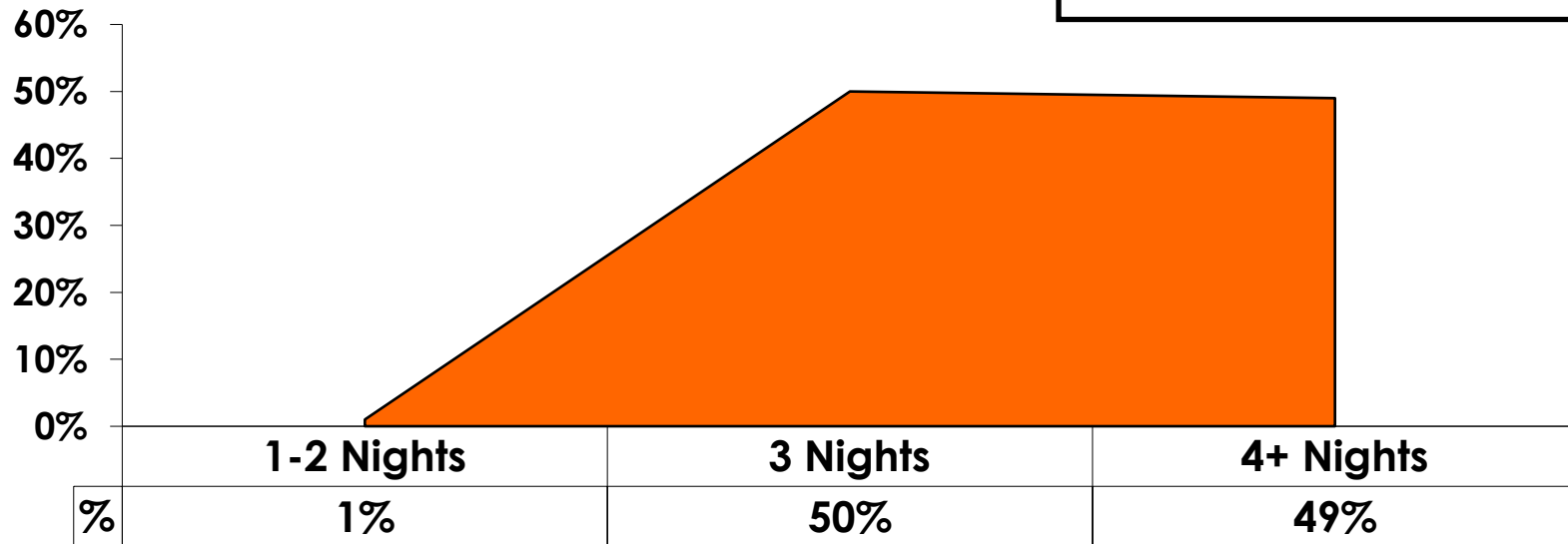
- The average repeat visitor has been to Guam 1.88 times.

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

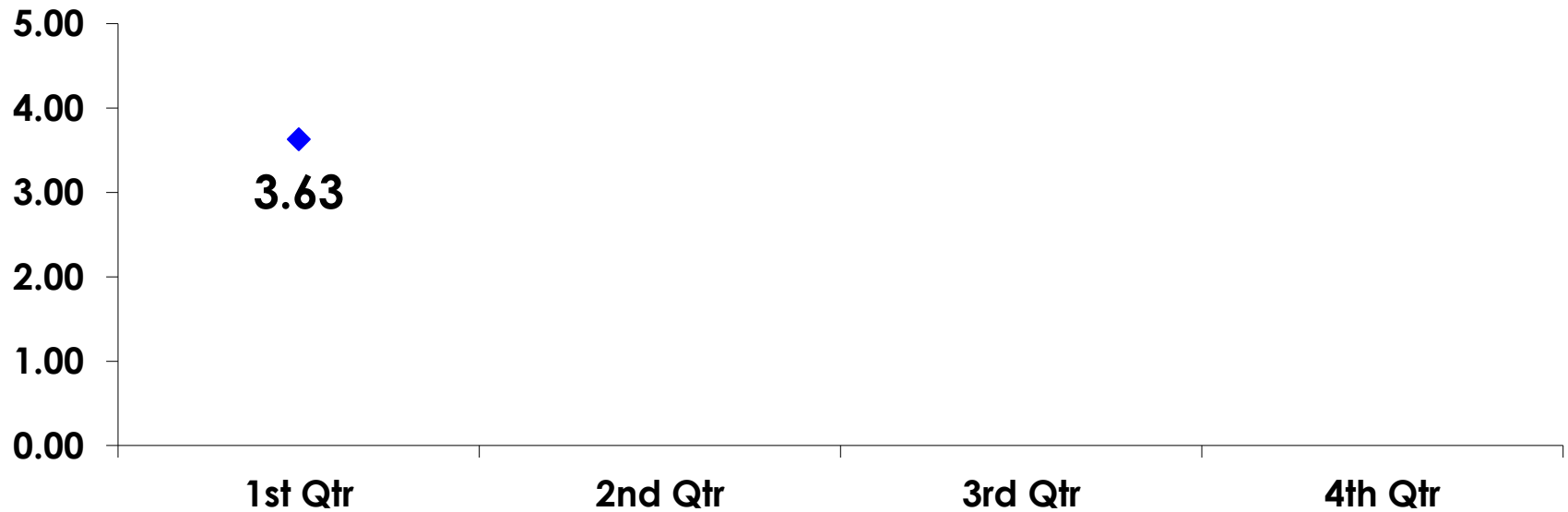


Length of Stay

Mean = 3.63 Days
Median = 3.0 Days



AVG LENGTH OF STAY

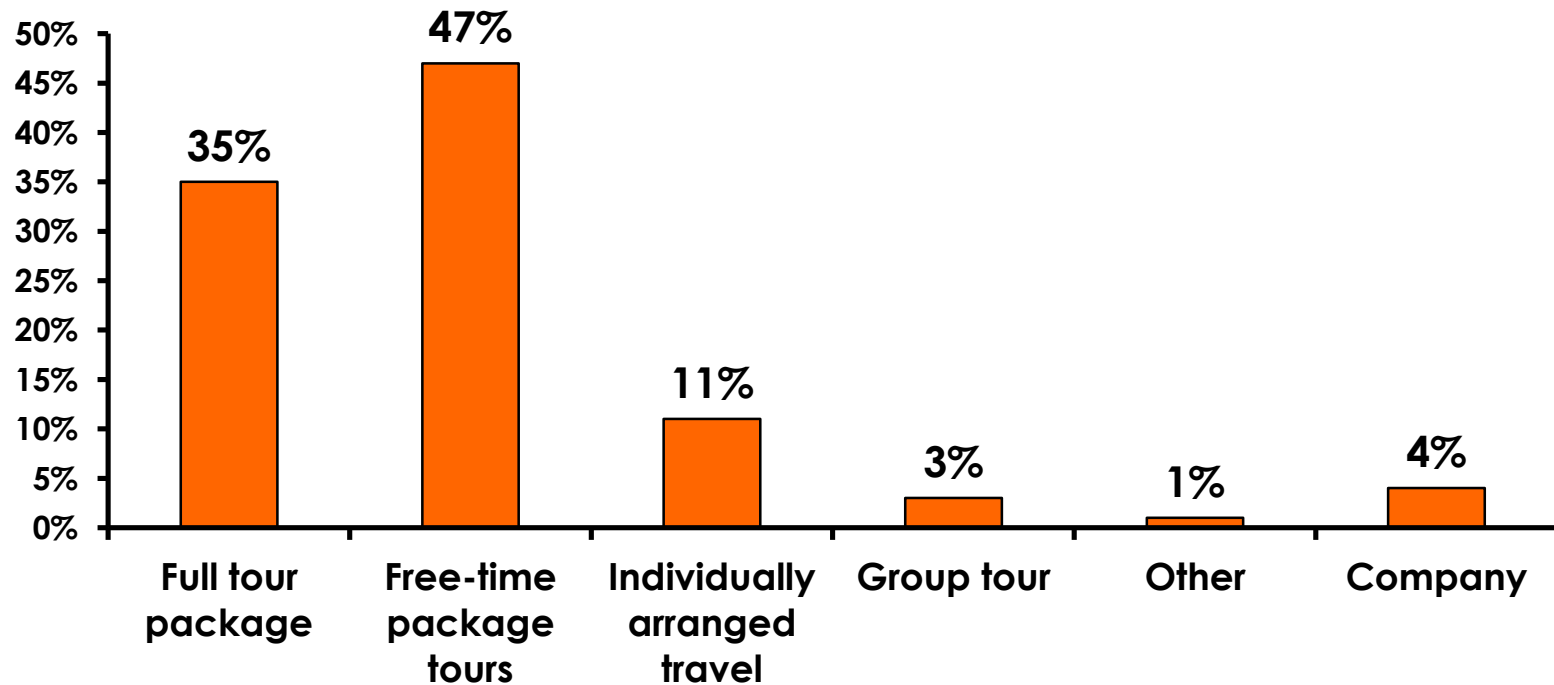


Occupation by Income

		TOTAL	Q26								
		-	<=NT160K	NT160K-NT200K	NT200K-NT400K	NT400K-NT600K	NT600K-NT800K	NT800K-NT1.0M	NT1.0M+	No Income	
Q25	Company: Office non-mgr	36%	43%	20%	36%	41%	33%	33%	35%	67%	
	Company: Salesperson	20%	7%		14%	48%	20%	19%	12%		
	Skilled worker	9%			9%	4%	10%	10%	23%		
	Prof-specialist	9%	7%		9%		13%	10%	15%		
	Other	8%	21%	20%	5%		10%		12%	33%	
	Freelancer	7%	7%	40%	14%		7%	10%			
	Student	3%	7%	20%					4%		
	Retired	3%			9%	4%	3%				
	Govt- Office non-mgr	3%				4%	3%	10%			
	Govt- Mgr/ Exec	1%	7%					5%			
	Govt- Executive	1%			5%			5%			
	Total	Count	149	14	5	22	27	30	21	26	3

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

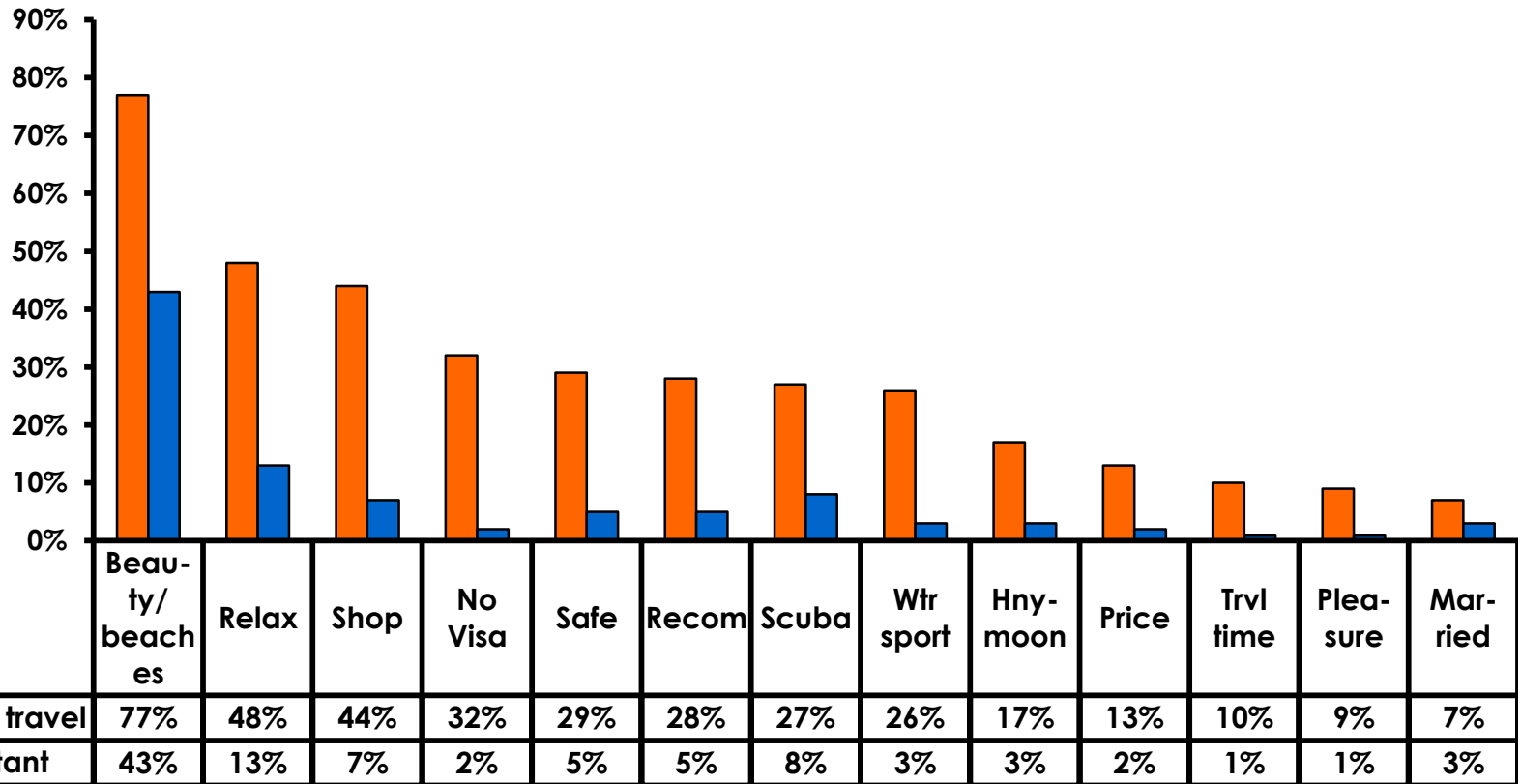


Accommodation by Income

Average length of stay: 3.63 days

	TOTAL	Q26								
		-	<=NT160K	NT160K-NT200K	NT200K-NT400K	NT400K-NT600K	NT600K-NT800K	NT800K-NT1.0M	NT1.0M+	No Income
Q9										
Fiesta Resort Guam	31%	57%	20%	26%	48%	27%	14%	19%	33%	
Westin Resort Guam	14%	14%		9%	7%	27%	19%	12%		
Lotte Hotel Guam	8%		20%	9%	4%	7%	5%	19%		
Guam Reef & Olive Spa	8%		20%	9%	7%	3%	10%	15%		
Royal Orchid Guam	5%	7%	20%		4%	7%	5%		33%	
Hyatt Regency Guam	5%		20%	13%	4%			8%		
Sheraton Laguna Guam	4%	7%		4%	4%	7%	5%			
Onward Beach Resort	3%			4%	4%	3%	10%			
Outrigger Guam Resort	3%			4%		3%	5%	8%		
Holiday Resort Guam	3%	7%		4%		3%	5%			
Other	2%				4%	3%	5%			
Hilton Guam Resort	2%	7%					5%	4%		
Hotel Nikko Guam	2%			4%	4%			4%		
PIC Club	2%					3%	5%		33%	
31	1%					3%		4%		
Verona Resort & Spa	1%			9%						
Home stay/ friend/ relative	1%				4%	3%				
Bayview Hotel	1%			4%			5%			
Pacific Star Resort & Spa	1%				7%					
Hotel Santa Fe	1%							4%		
Tumon Bay Capital Hotel	1%							4%		
Grand Plaza Hotel	1%						5%			
Total	Count	150	14	5	23	27	30	21	26	3

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Guam's natural beauty/ beaches
- Relaxation
- Scuba

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	Natural beauty	77%	75%	82%	74%	54%	70%	84%	
	Relax	48%	31%	49%	61%	31%	41%	55%	
	Shopping	44%	56%	45%	45%	23%	37%	51%	
	No Visa requirement	32%	38%	29%	32%	38%	32%	32%	
	Safe	29%	19%	27%	39%	31%	25%	33%	
	Recomm- friend/family/trvl agnt	28%	25%	30%	13%	54%	27%	29%	
	Scuba	27%	25%	31%	23%	8%	26%	28%	
	Water sports	26%	31%	28%	26%		29%	22%	
	Honeymoon	17%	19%	21%	10%	8%	16%	18%	
	Price	13%	25%	11%	13%	8%	10%	16%	
	Short travel time	10%	6%	8%	16%	15%	11%	9%	
	Pleasure	9%	6%	10%	10%		8%	9%	
	Married/ Attn wedding	7%	19%	4%	6%	8%	3%	11%	
	Previous trip	6%		4%	13%	8%	4%	8%	
	Visit friends/ Relatives	4%		4%		15%	7%	1%	
	Other	2%	6%		6%		4%		
	Company/ Business Trip	2%		1%	6%		3%	1%	
	Career Cert/ Testing	1%		2%			1%	1%	
	Organized sports	1%		1%			1%		
	Golf	1%		1%				1%	
	Total	Count	149	16	89	31	13	73	76

Motivation by Income

		TOTAL	Q26								
		-	<=NT160K	NT160K-NT200K	NT200K-NT400K	NT400K-NT600K	NT600K-NT800K	NT800K-NT1.0M	NT1.0M+	No Income	
Q5A	Natural beauty	77%	57%	100%	61%	93%	80%	76%	81%	67%	
	Relax	48%	36%	50%	48%	48%	47%	43%	58%	67%	
	Shopping	44%	43%	50%	43%	44%	37%	33%	58%	67%	
	No Visa requirement	32%	29%	50%	22%	30%	30%	29%	46%	33%	
	Safe	29%	14%	50%	30%	22%	20%	33%	42%	33%	
	Recomm-friend/family/trvl agnt	28%	29%	25%	35%	33%	37%	19%	19%		
	Scuba	27%	14%	25%	22%	26%	27%	43%	23%	33%	
	Water sports	26%	36%	25%	22%	30%	17%	24%	31%		
	Honeymoon	17%	7%	50%	9%	11%	17%	29%	23%	33%	
	Price	13%	14%		9%	15%	17%	19%	8%		
	Short travel time	10%	7%		9%	15%	7%	10%	15%		
	Pleasure	9%	21%		9%	7%			19%	33%	
	Married/ Attn wedding	7%	7%		13%	7%	7%	5%	4%		
	Previous trip	6%	7%		4%	4%	7%	10%	8%		
	Visit friends/ Relatives	4%				7%	10%		4%		
	Other	2%	7%			4%			4%		
	Company/ Business Trip	2%						5%	4%	33%	
	Career Cert/ Testing	1%					7%				
	Organized sports	1%			4%						
	Golf	1%						5%			
	Total	Count	149	14	4	23	27	30	21	26	3

SECTION 3 **EXPENDITURES**

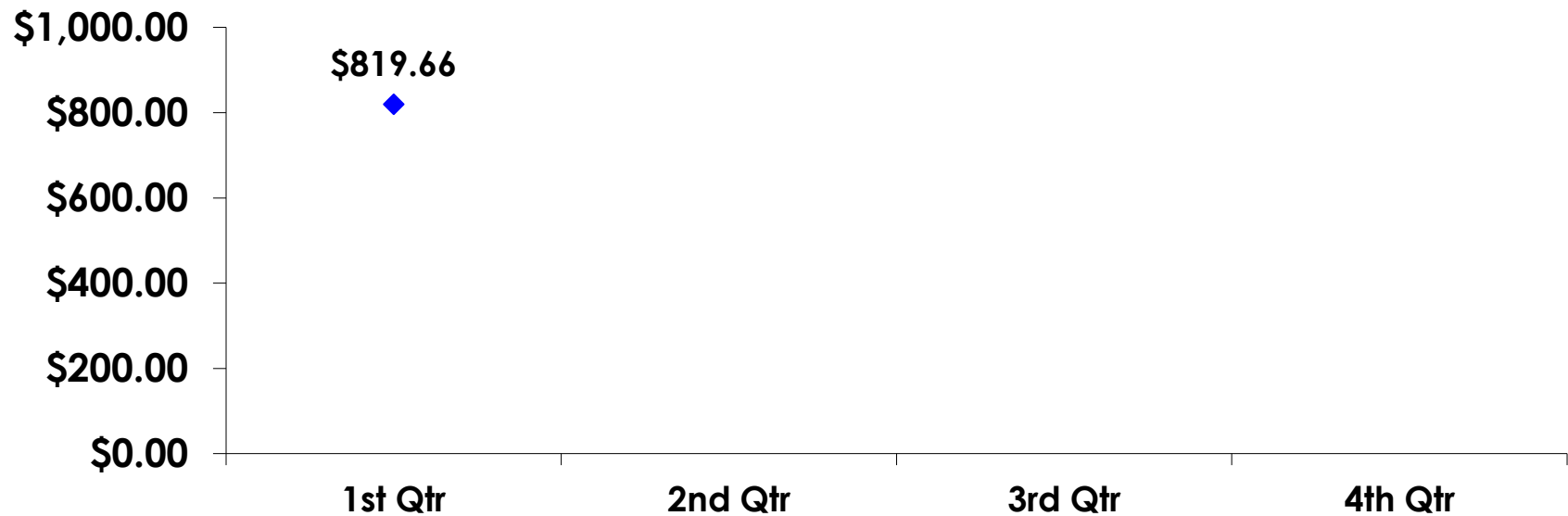
Prepaid Expenditures

TWD 32.59/US\$1

- \$1,402.70 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$18,411 = maximum (highest amount recorded for the entire sample)
- \$819.66 = overall mean average per person prepaid expenditures

PREPAID EXPENDITURES

Per Person



YTD=\$819.66

Breakdown of Prepaid Expenditures

TWD 32.59=\$1

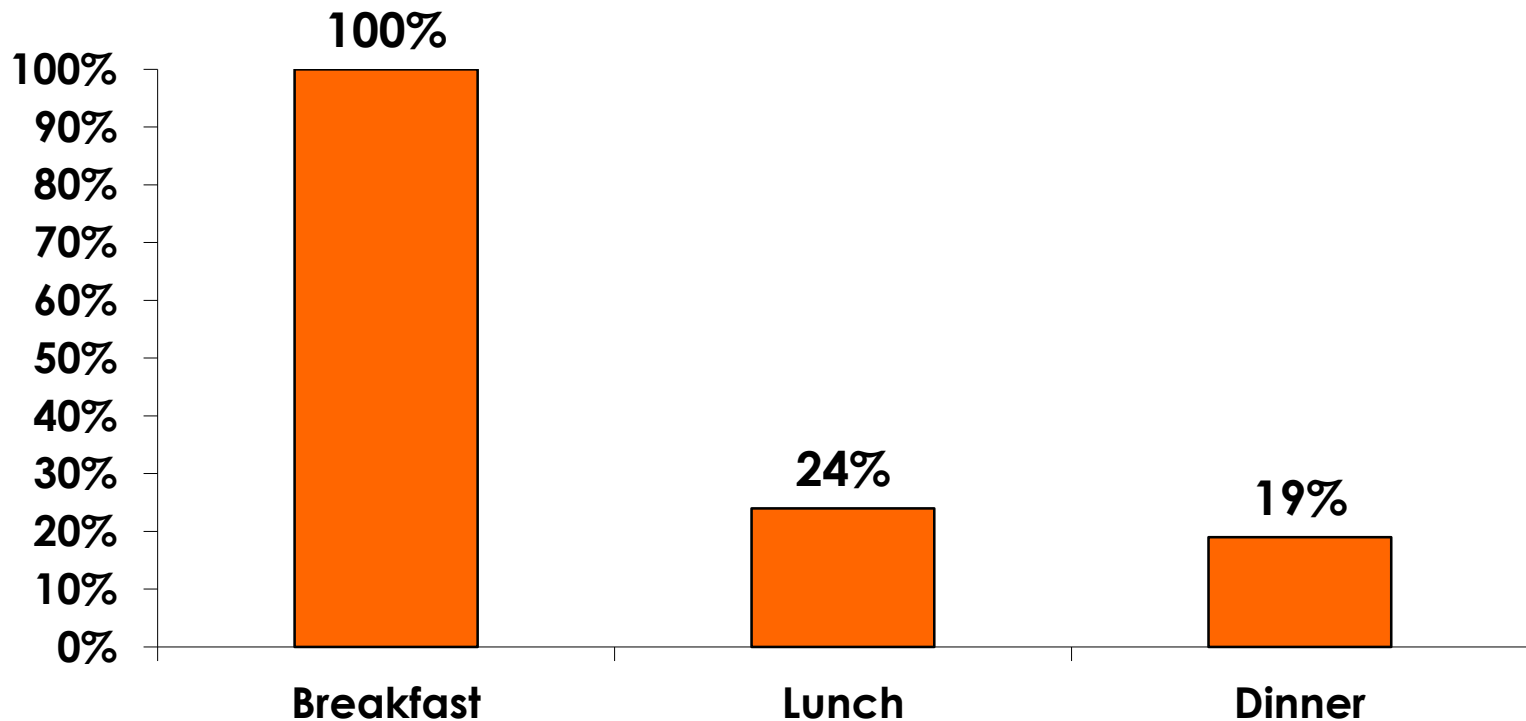
(Filter: Only those who responded/
Per Travel Party)

	MEAN \$
Air & Accommodation package only	\$1,719.28
Air & Accommodation w/ daily meal package	\$1,526.88
Air only	\$924.62
Accommodation only	\$-
Accommodation w/ daily meal only	\$-
Food & Beverages in Hotel	\$-
Ground transportation – Taiwan	\$59.97
Ground transportation – Guam	\$36.82
Optional tours/ activities	\$1,851.28
Other expenses	\$685.20
Total Prepaid	\$1,402.70

PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n= 59

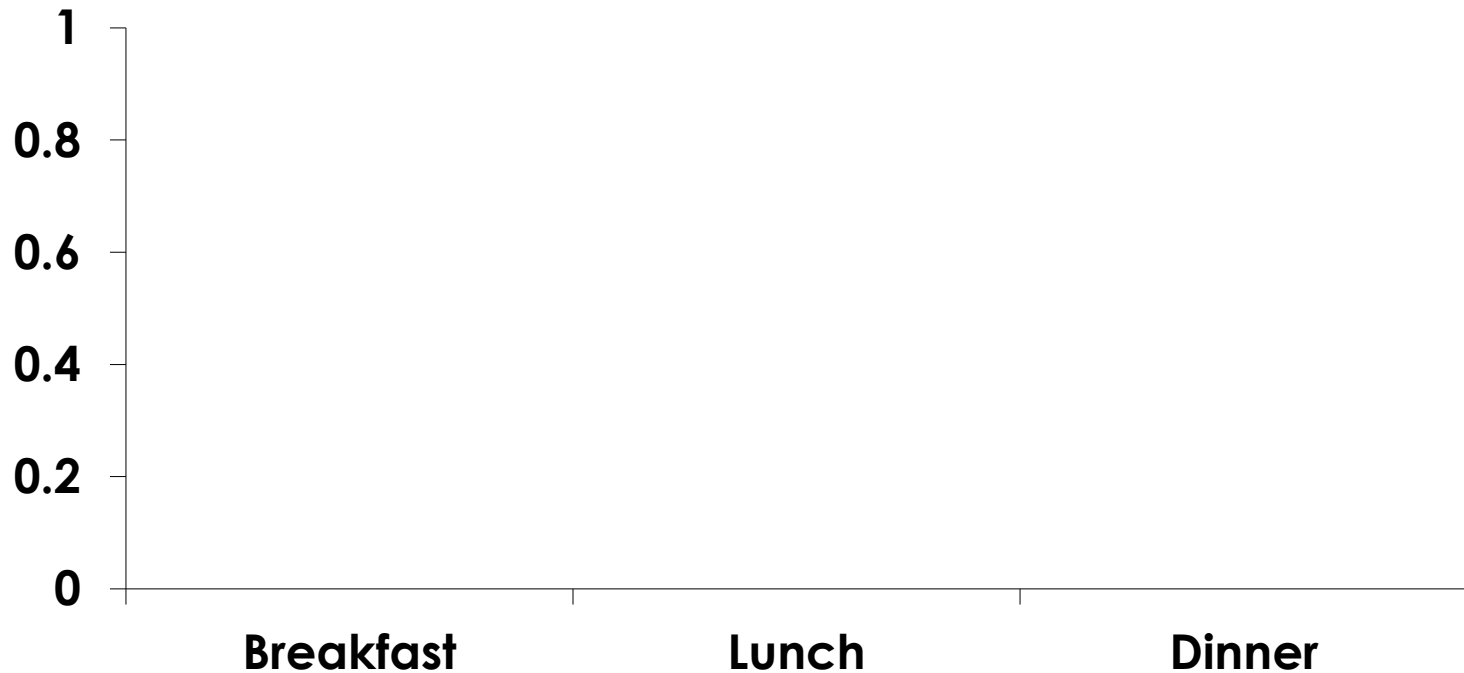


Mean=\$1,526.88 per travel party

PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

n=X



Mean=\$XX per travel party

PREPAID GROUND TRANSPORTATION

n=X



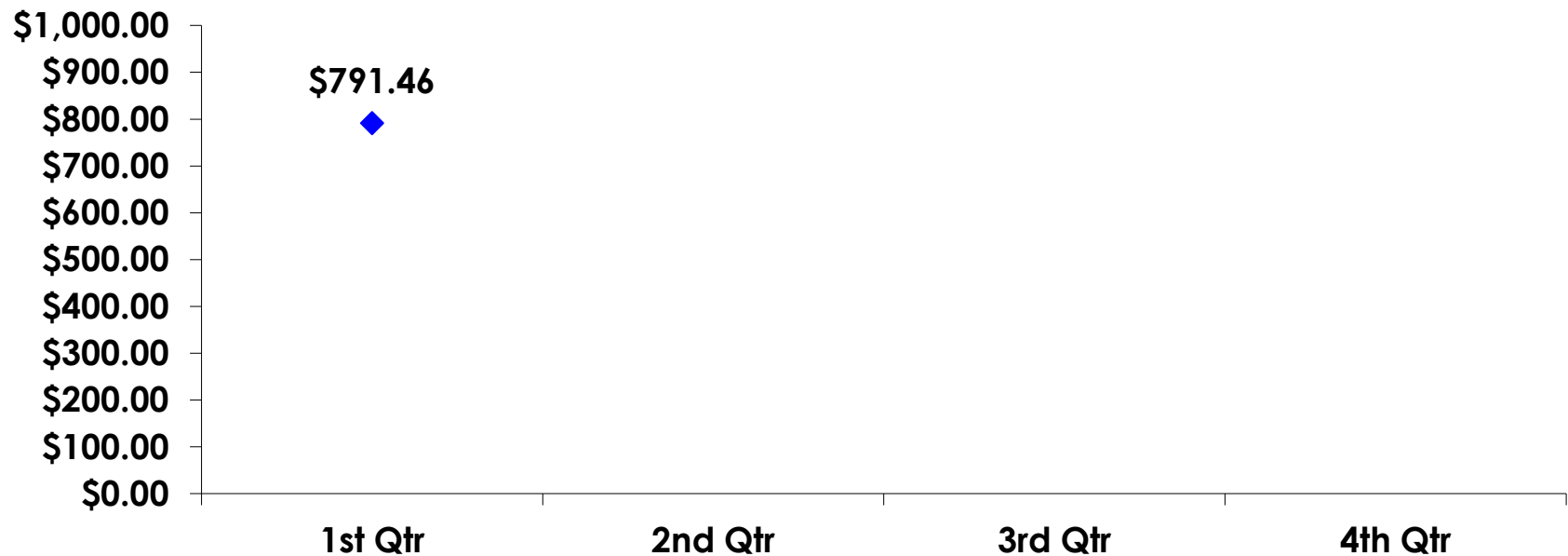
Mean=\$36.82 per travel party

On-Island Expenditures

- \$1,165.99 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$15,000 = Maximum (highest amount recorded for the entire sample)
- \$791.46 = overall mean average per person on-island expenditure

ON-ISLAND EXPENDITURES

Per Person

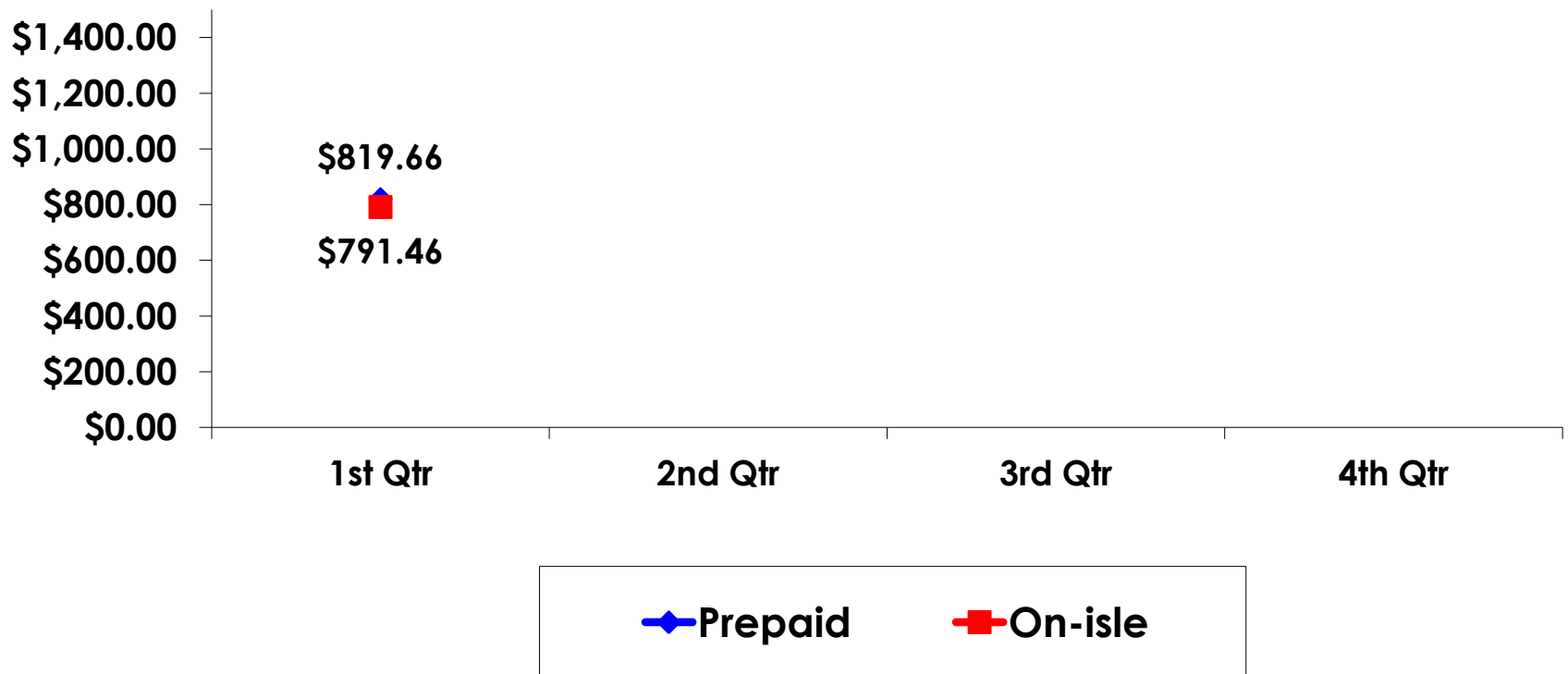


YTD = \$791.46

PREPAID/ ON-ISLE EXPENDITURES – Per Person

Prepaid YTD = \$819.66

On-Isle YTD = \$791.46



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	\$791.46	\$799.95	\$783.41	\$1,669.17	\$803.66	\$574.18	\$580.36	\$960.68	\$814.91	\$691.07	\$432.33
	Median	\$450	\$450	\$450	\$700	\$493	\$424	\$213	\$1,000	\$440	\$325	\$342
	Minimum	\$0	\$0	\$0	\$30	\$0	\$0	\$0	\$43	\$0	\$0	\$0
	Maximum	\$7,000	\$7,000	\$6,000	\$7,000	\$3,830	\$2,000	\$1,750	\$1,800	\$6,000	\$3,550	\$1,200

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$30.27	\$38.22	\$22.73	\$1.76	\$31.80	\$13.87	\$96.15
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$65.70	\$46.52	\$83.88	\$22.35	\$75.27	\$45.23	\$105.69
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B RESTRNT	Mean	\$101.96	\$145.23	\$60.94	\$59.41	\$121.25	\$61.71	\$121.54
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPT TOUR	Mean	\$91.35	\$125.59	\$58.90	\$32.35	\$112.96	\$76.77	\$55.38
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$276.61	\$322.74	\$232.88	\$193.53	\$329.80	\$211.29	\$176.92
	Median	\$20	\$20	\$40	\$0	\$30	\$100	\$0
GIFT- OTHER	Mean	\$123.19	\$119.90	\$126.30	\$117.06	\$151.18	\$57.19	\$96.92
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TRANS	Mean	\$97.41	\$149.32	\$48.21	\$469.12	\$50.74	\$42.29	\$62.31
	Median	\$0	\$4	\$0	\$5	\$0	\$0	\$0
OTHER	Mean	\$377.49	\$374.74	\$380.10	\$636.76	\$376.40	\$227.06	\$404.62
	Median	\$0	\$0	\$0	\$140	\$0	\$0	\$0
TOTAL	Mean	\$1,165.99	\$1,326.37	\$1,013.94	\$1,532.35	\$1,252.76	\$735.42	\$1,119.54
	Median	\$625	\$660	\$600	\$1,500	\$624	\$470	\$710

On-Island Expenditures

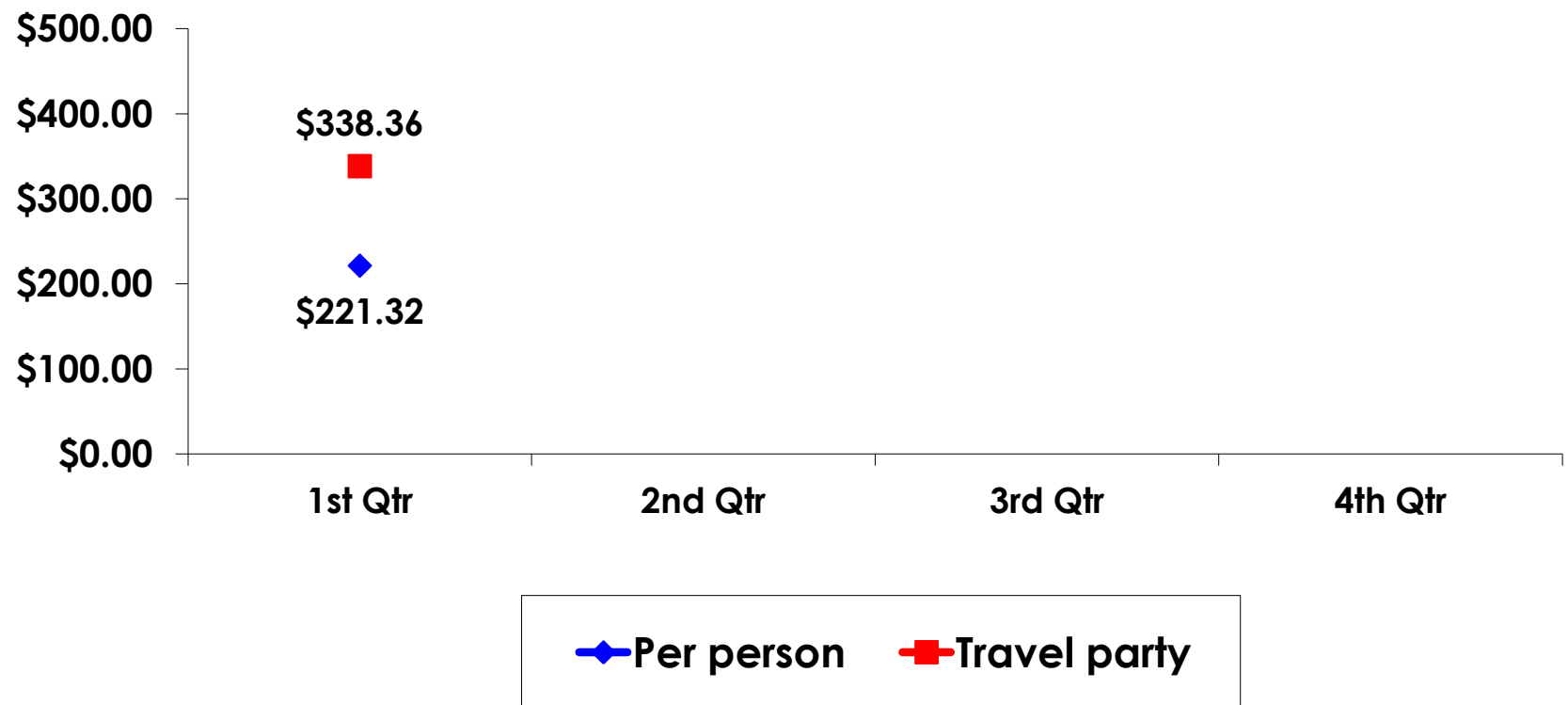
First Timers & Repeaters

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$30.27	\$24.92	\$73.53
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$65.70	\$66.17	\$65.88
	Median	\$0	\$0	\$50
F&B RESTRNT	Mean	\$101.96	\$105.86	\$77.65
	Median	\$0	\$0	\$0
OPT TOUR	Mean	\$91.35	\$93.96	\$76.47
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$276.61	\$282.29	\$248.82
	Median	\$20	\$15	\$50
GIFT- OTHER	Mean	\$123.19	\$133.85	\$47.65
	Median	\$0	\$0	\$0
TRANS	Mean	\$97.41	\$107.05	\$28.29
	Median	\$0	\$0	\$15
OTHER	Mean	\$377.49	\$365.79	\$431.76
	Median	\$0	\$0	\$0
TOTAL	Mean	\$1,165.99	\$1,182.17	\$1,050.06
	Median	\$625	\$625	\$500

ON-ISLE EXPENDITURES – Per Day

Per Person YTD = \$221.32

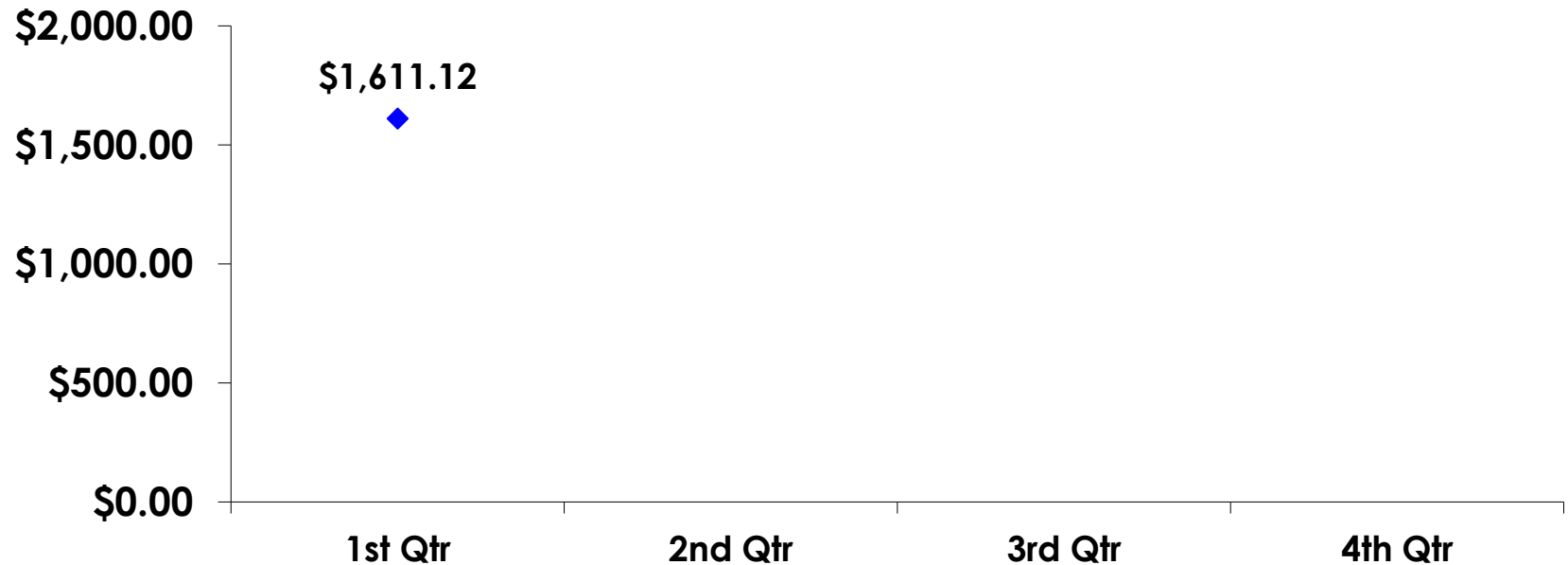
Travel Party YTD = \$338.36



Total Expenditures Per Person (Prepaid & On-Island)

- \$1,611.12 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$7,859 = Maximum (highest amount recorded for the entire sample)

TOTAL EXPENDITURES Per Person



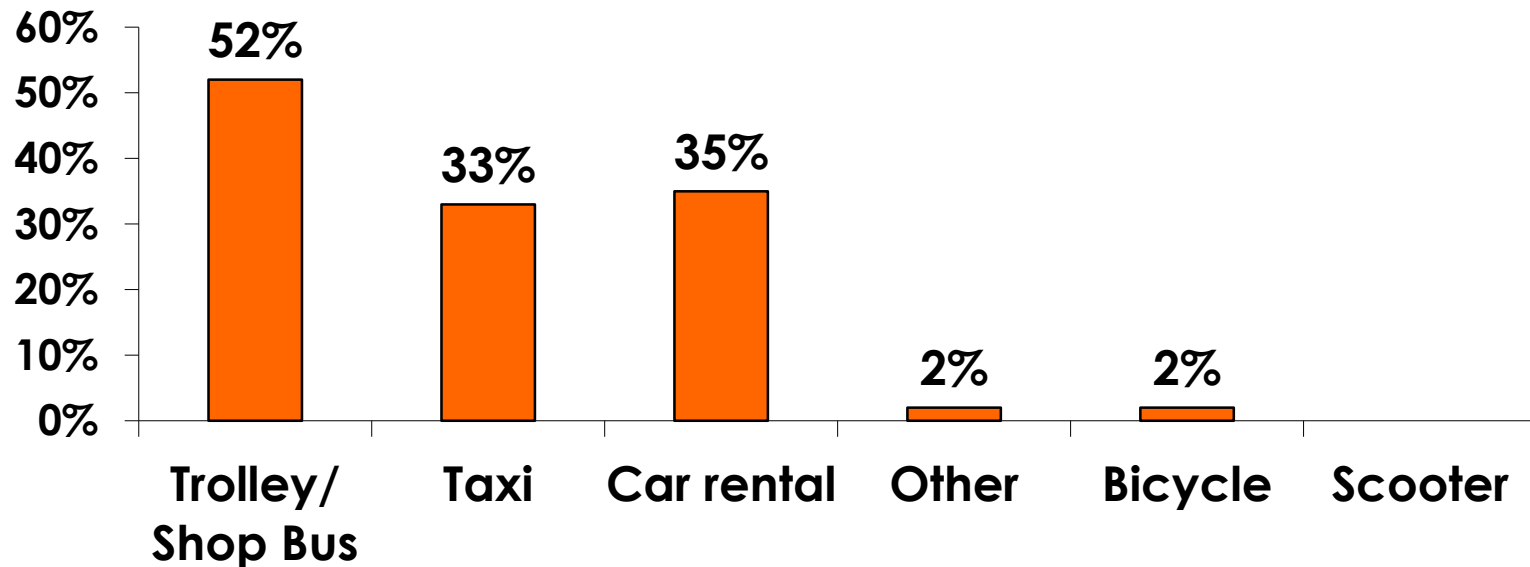
YTD=\$1,611.12

Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$30.27
Food & beverage in fast food restaurant/convenience store	\$65.70
Food & beverage at restaurants or drinking establishments outside a hotel	\$101.96
Optional tours and activities	\$91.35
Gifts/ souvenirs for yourself/companions	\$276.61
Gifts/ souvenirs for friends/family at home	\$123.19
Local transportation	\$97.41
Other expenses not covered	\$377.49
Average Total	\$1,165.99

Local Transportation

n=63



Mean=\$97.41 per travel party

Guam Airport Expenditures

- \$127.72 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$2,500 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

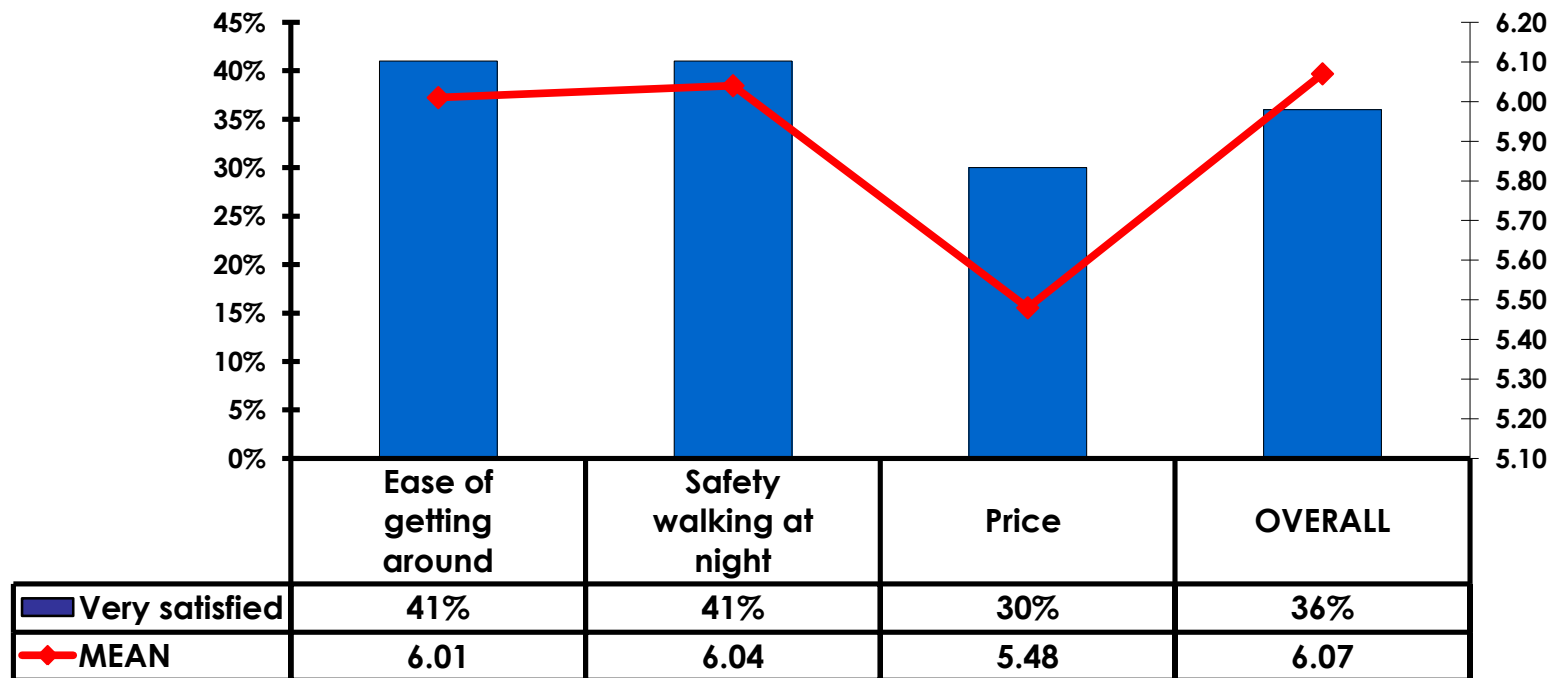
	MEAN \$
Food & Beverages	\$28.97
Gifts/Souvenirs Self	\$57.21
Gifts/Souvenirs Others	\$41.54
Total	\$127.72

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

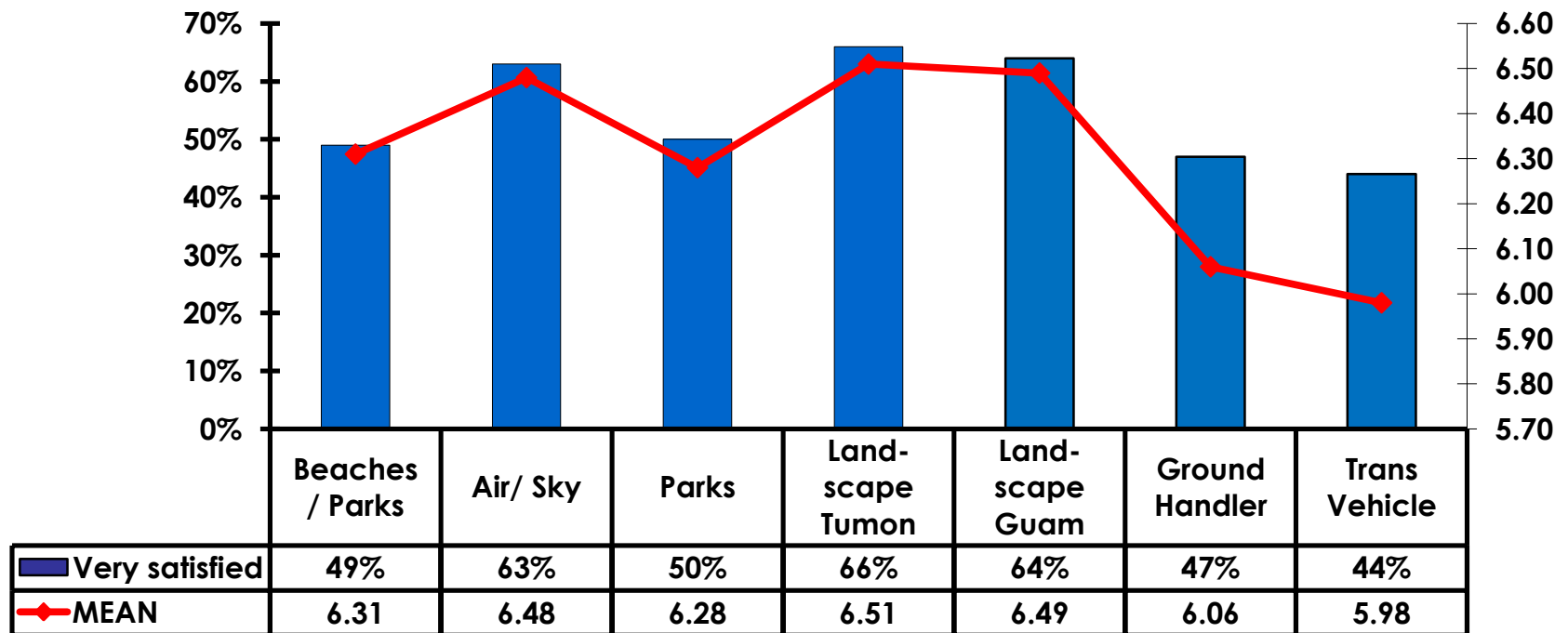
7=Very Satisfied/1=Very Dissatisfied



Satisfaction Quality/ Cleanliness

7pt Rating Scale

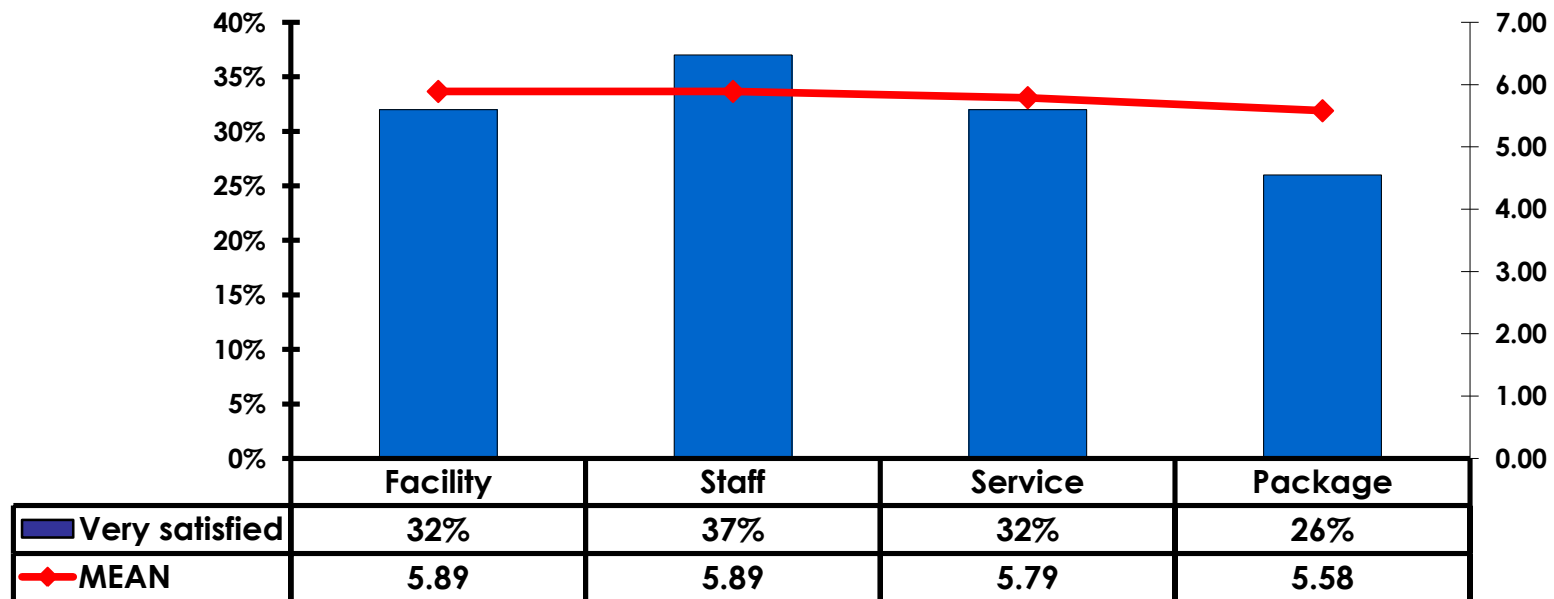
7=Very Satisfied/1=Very Dissatisfied



Wedding Satisfaction Scores

7pt Rating Scale

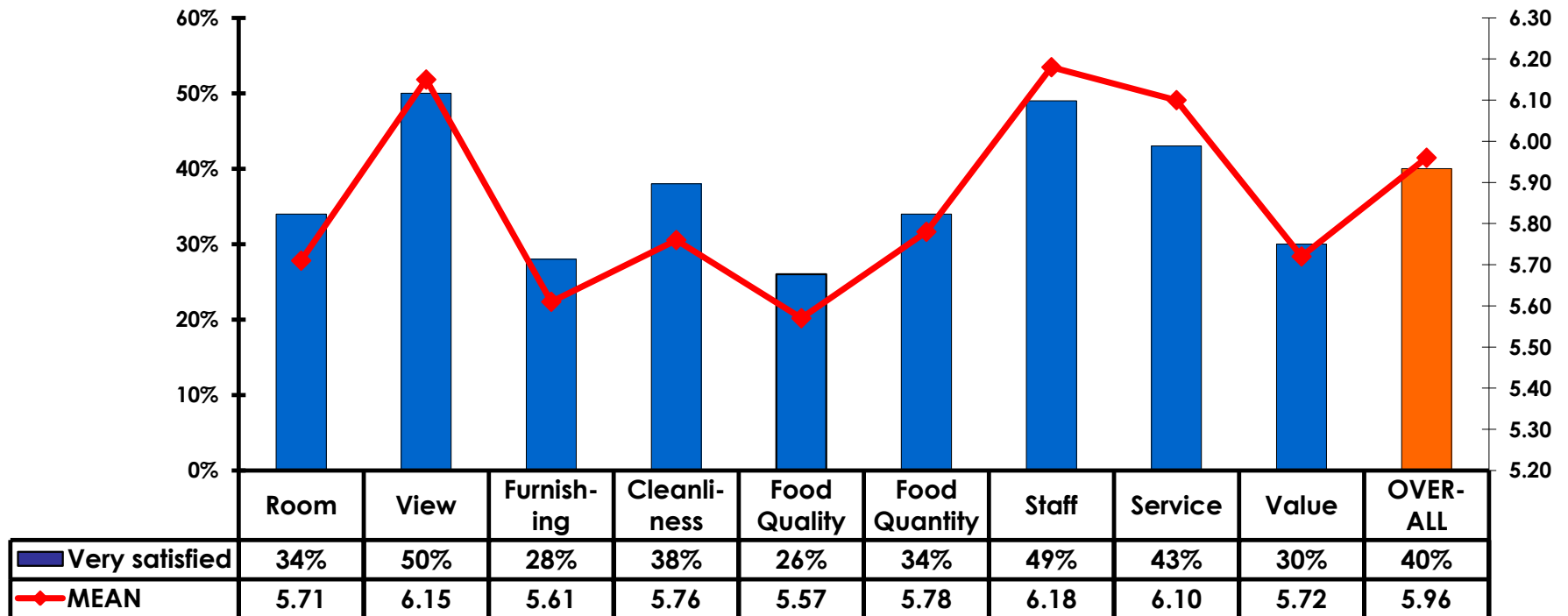
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

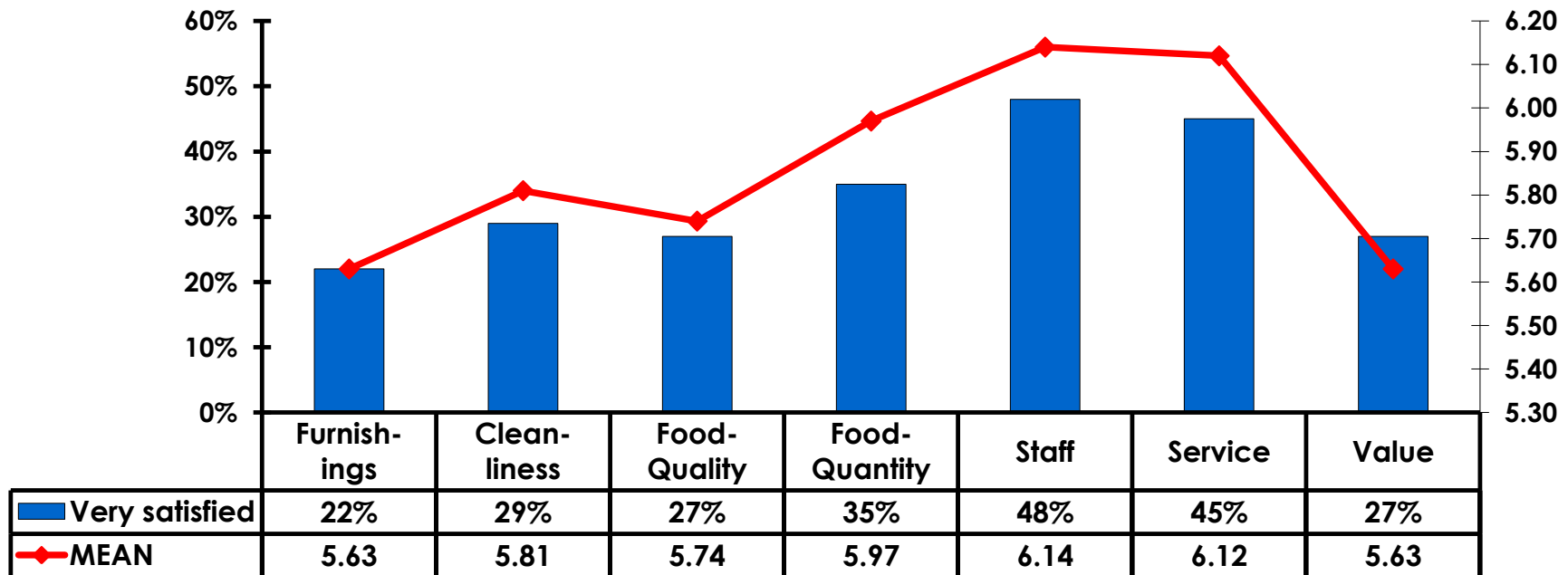
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

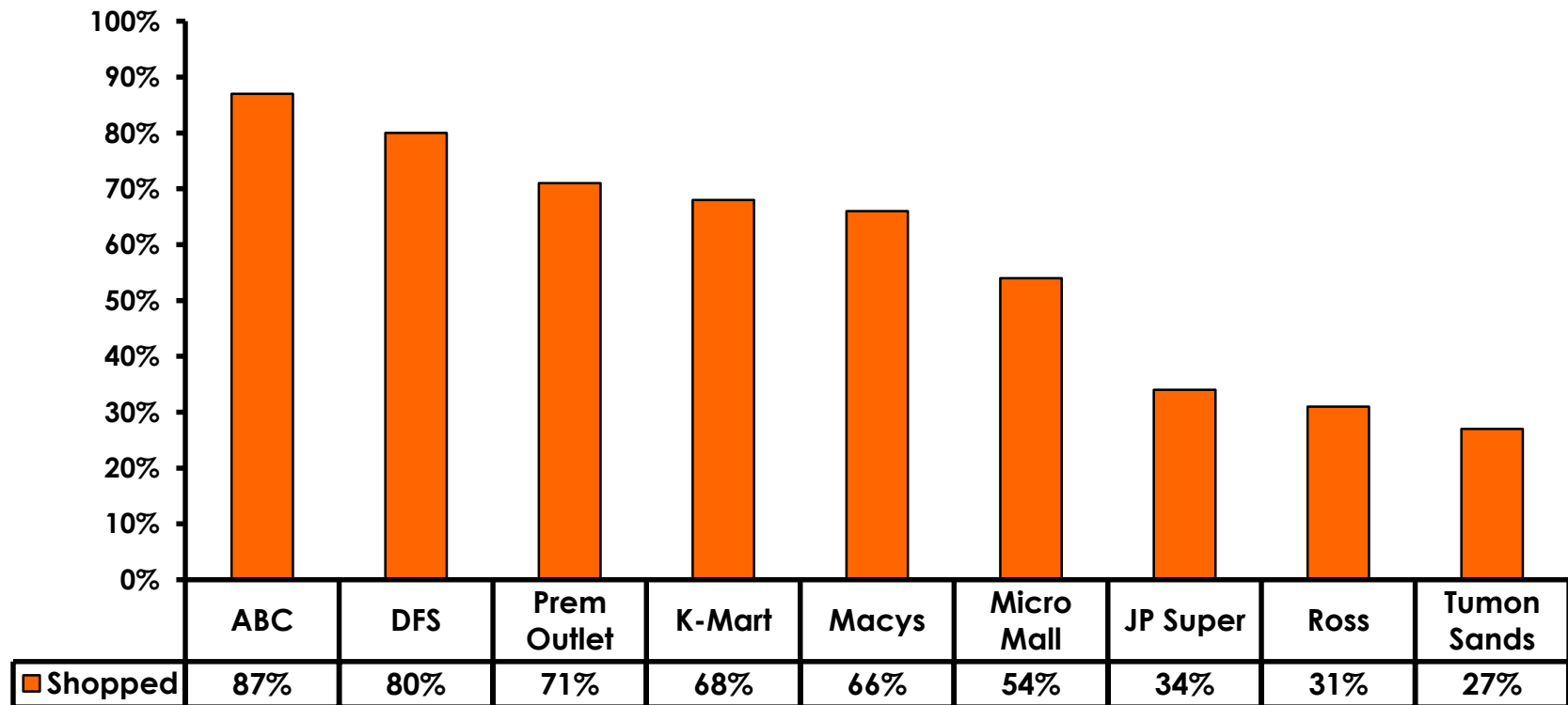
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

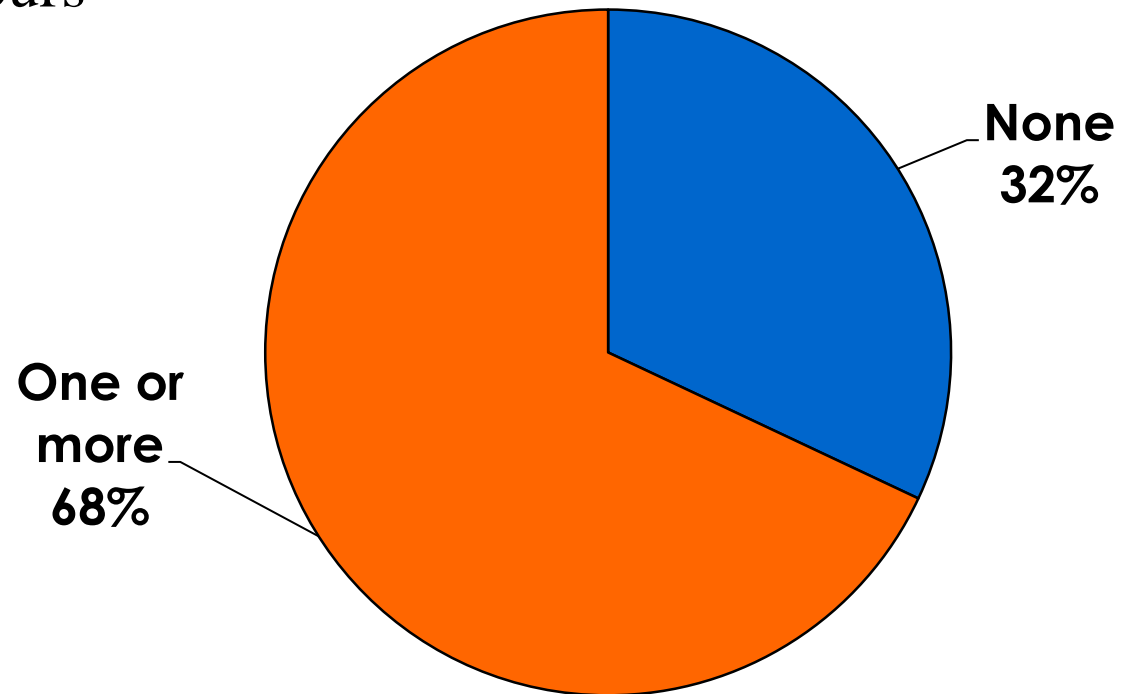
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 81%	Score of 6 to 7 = 72%
Score of 4 to 5 = 16%	Score of 4 to 5 = 22%
Score 1 to 3 = 3%	Score 1 to 3 = 6%
MEAN = 6.12	MEAN = 5.94

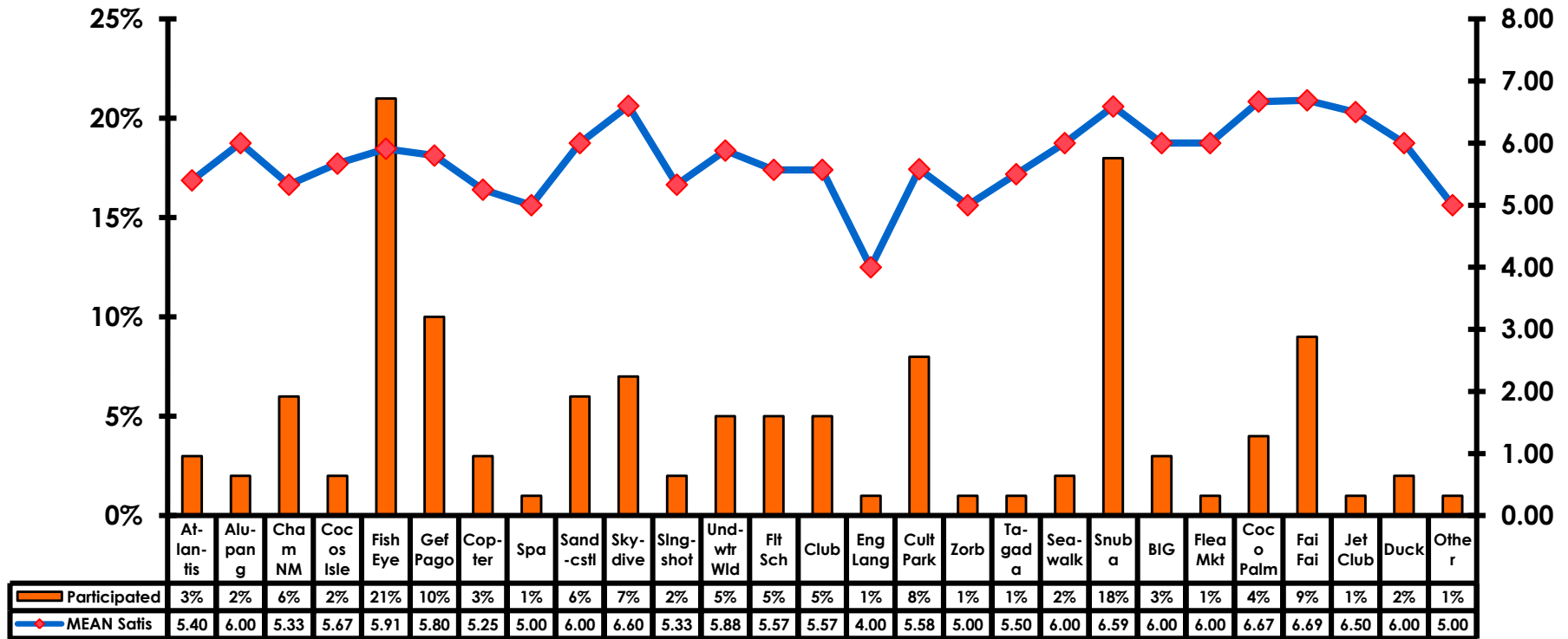
Optional Tour Participation

- Average number of tours participated in is 1.63



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 = 86%	Score of 6 to 7 = 85%
Score of 4 to 5 = 14%	Score of 4 to 5 = 16%
Score 1 to 3 = -%	Score 1 to 3 = -%
MEAN = 6.31	MEAN = 6.25

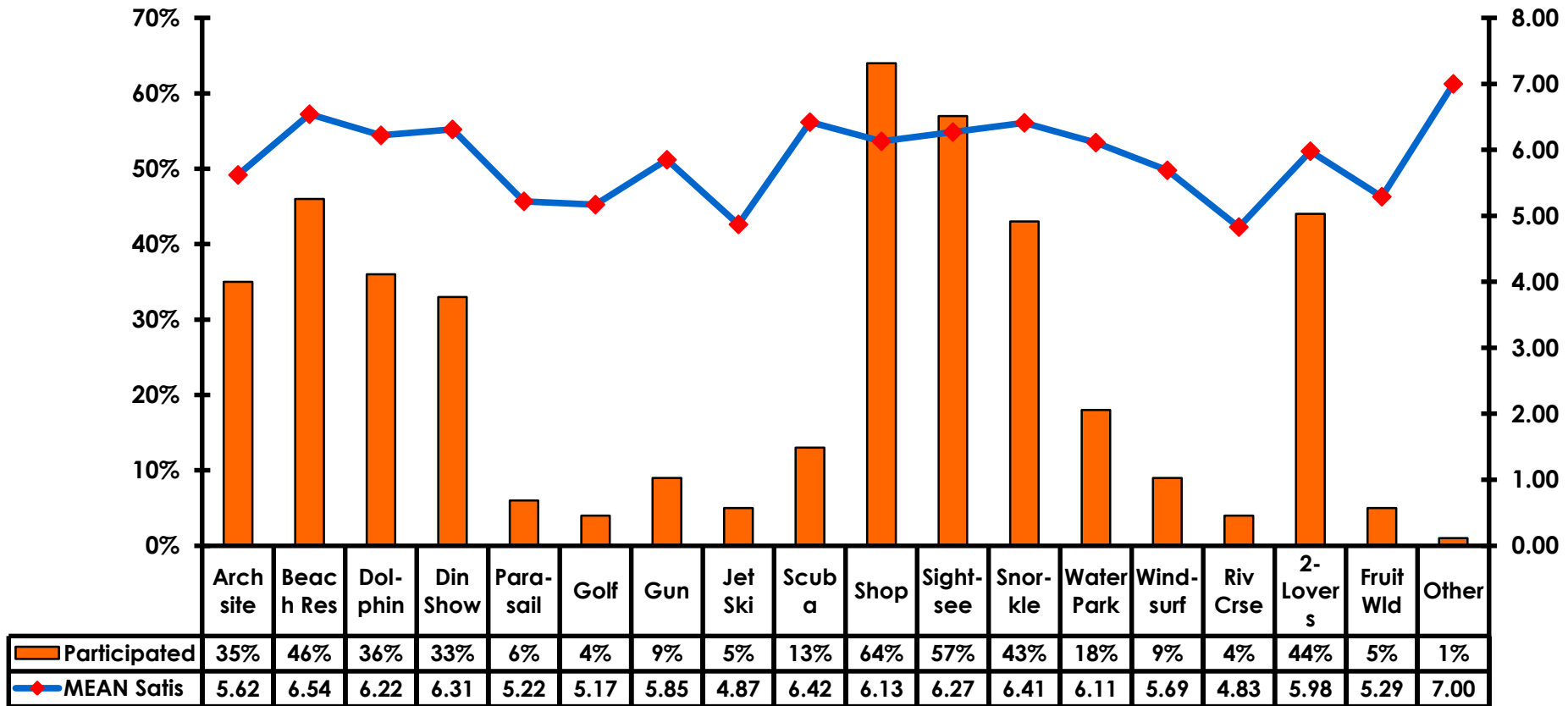
Night Tours Satisfaction

7pt Rating Scale

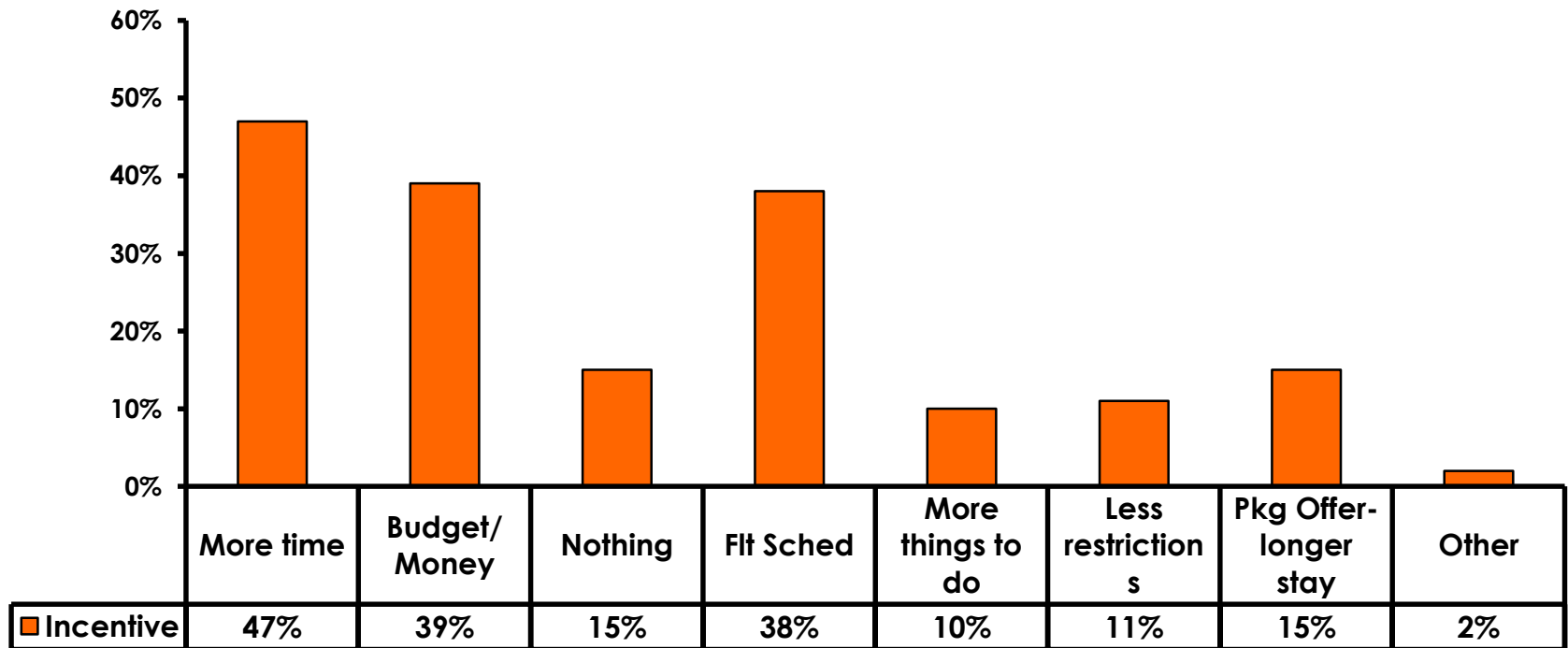
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 73%	Score of 6 to 7 = 72%
Score of 4 to 5 = 25%	Score of 4 to 5 = 26%
Score 1 to 3 = 2%	Score 1 to 3 = 2%
MEAN = 5.98	MEAN = 5.94

Satisfaction with Other Activities



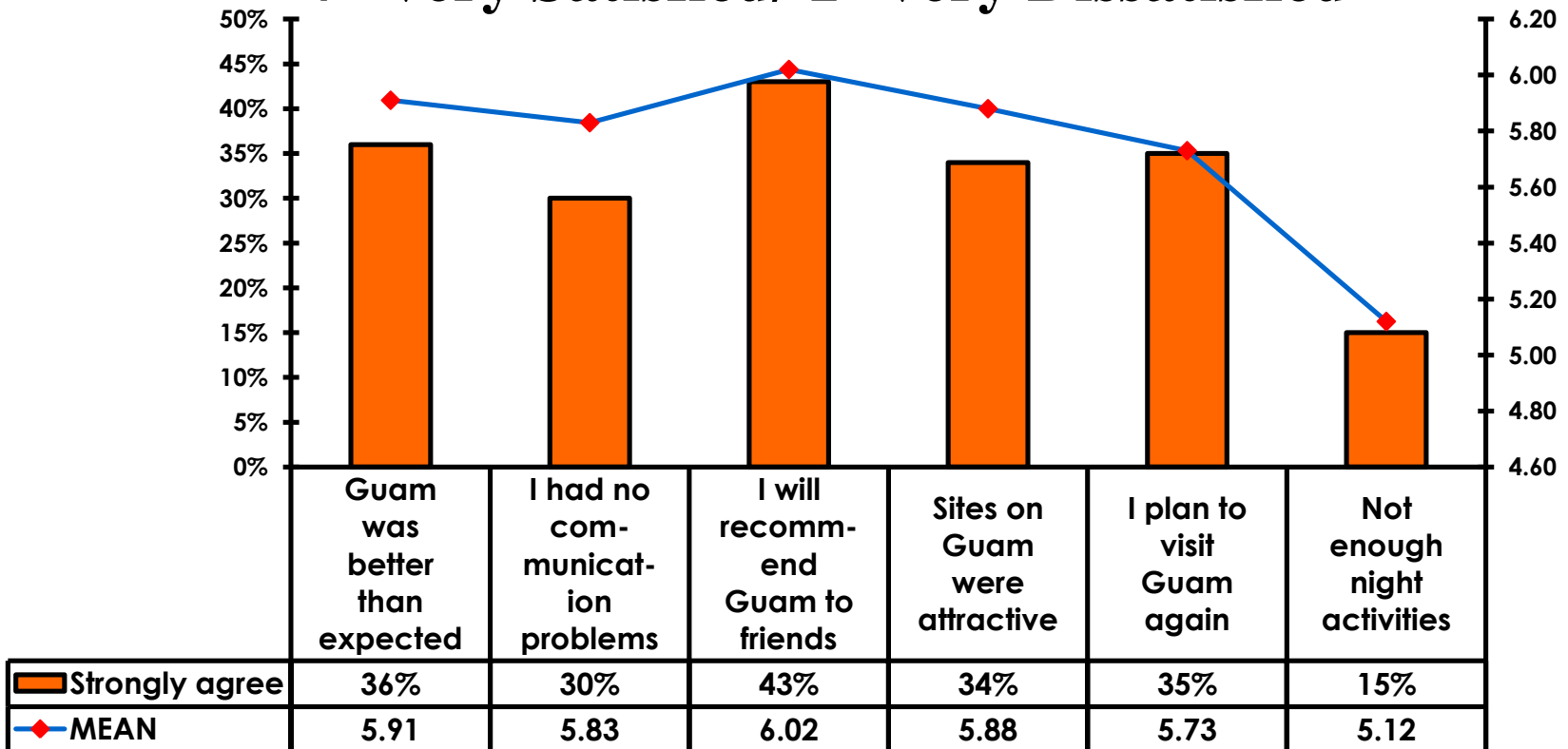
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

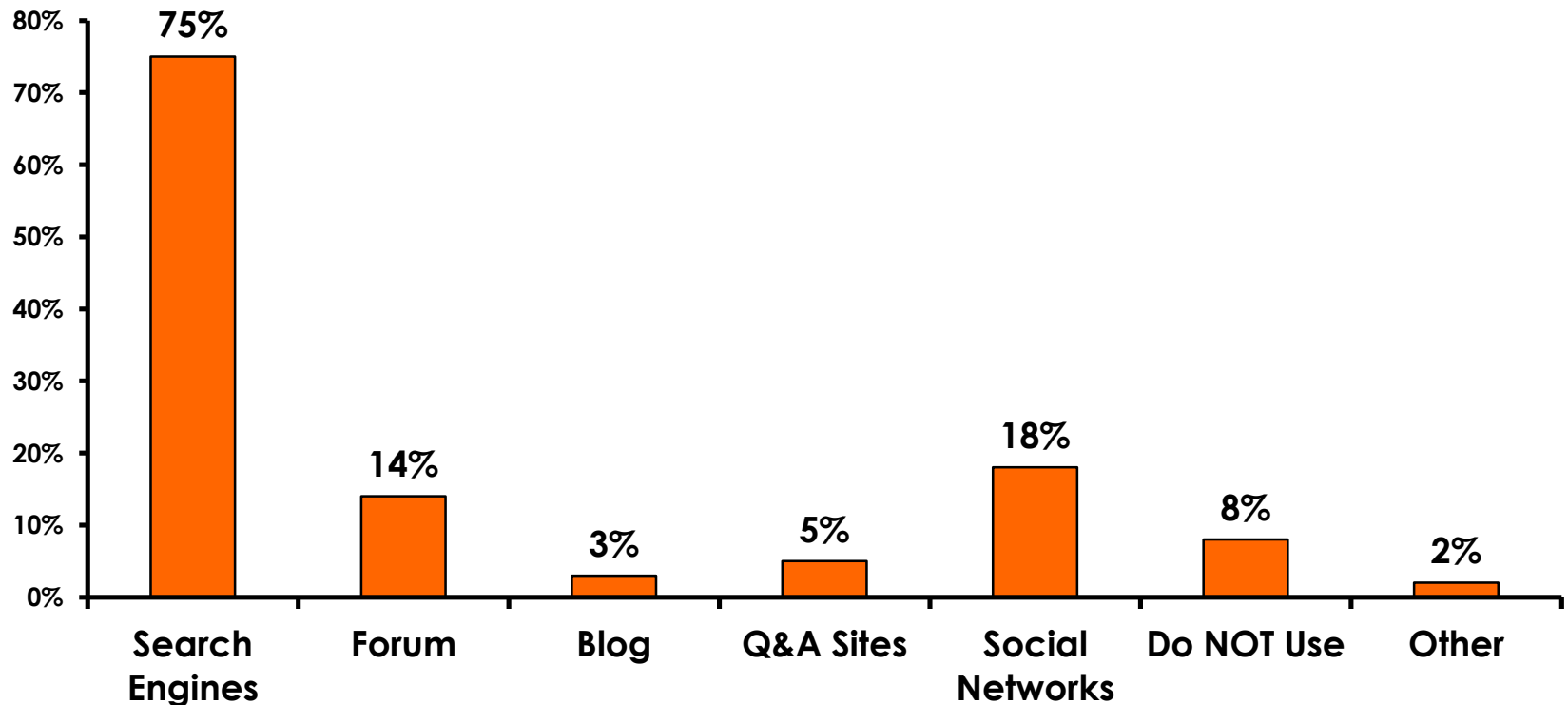
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



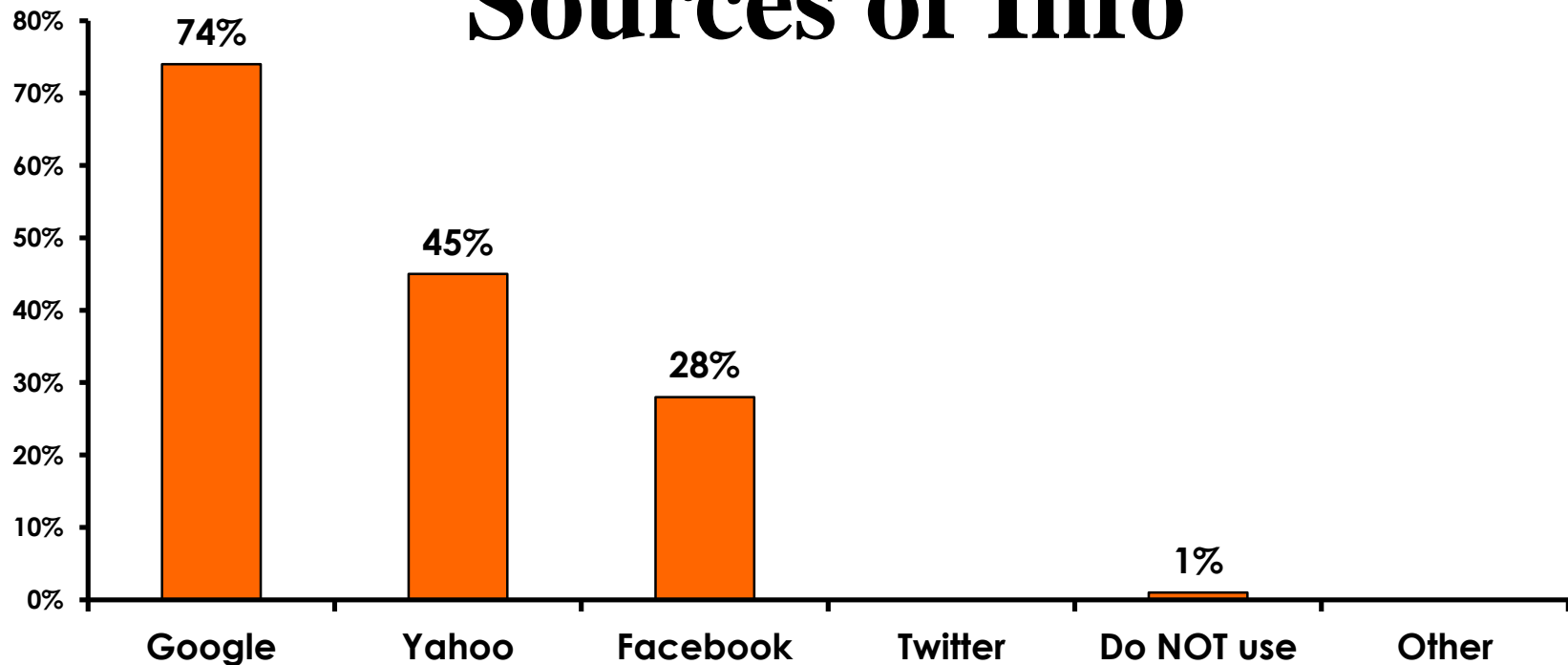
SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

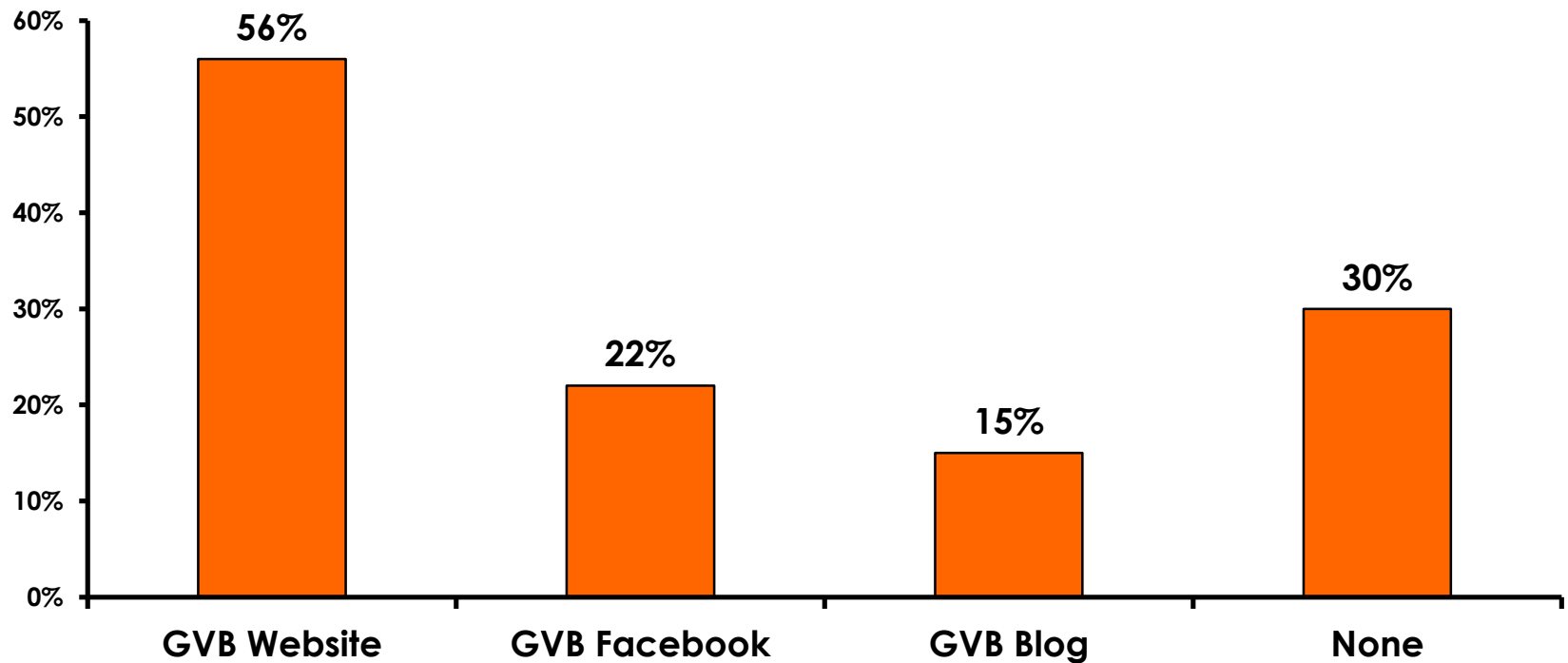


Internet- Things To Do

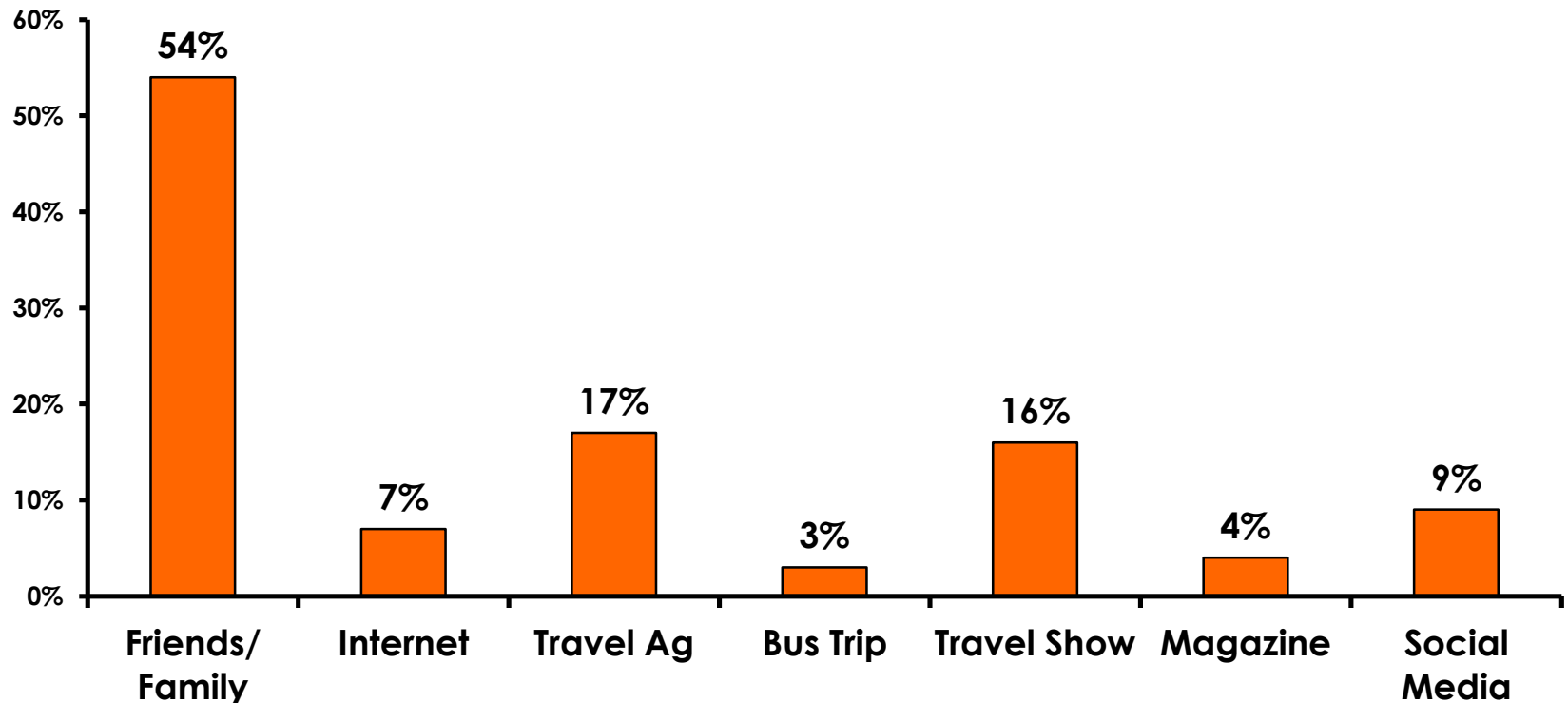
Sources of Info



Internet- GVB Sources

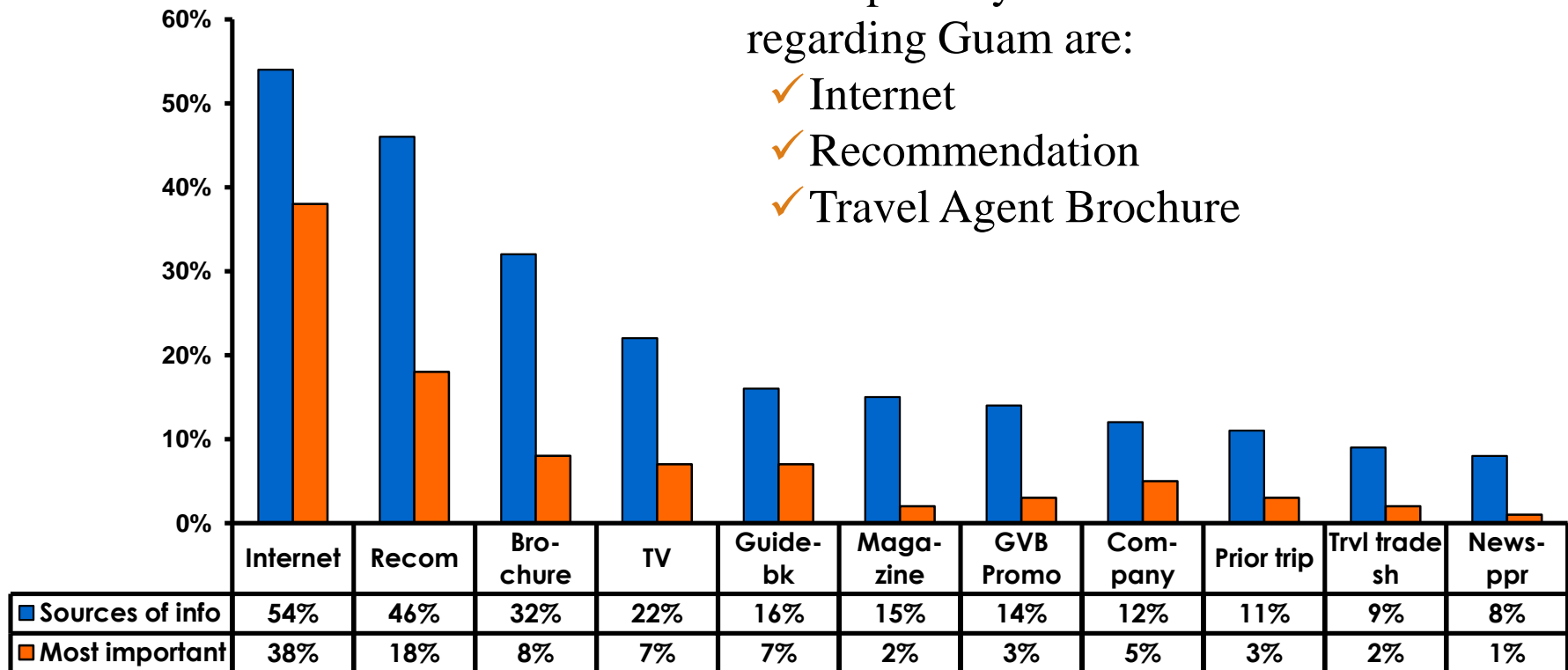


Travel Motivation- Info Sources



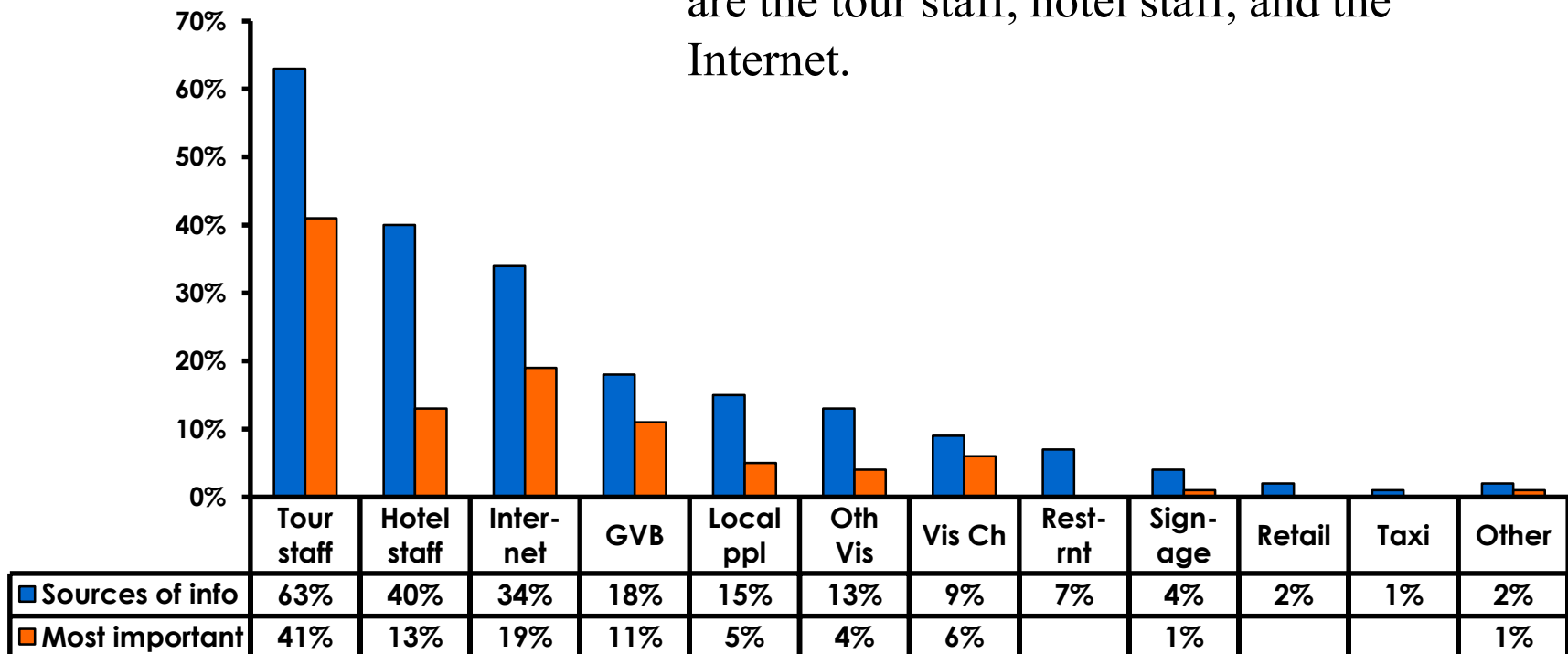
Sources of Information Pre-arrival

- The 3 primary sources of information regarding Guam are:
 - ✓ Internet
 - ✓ Recommendation
 - ✓ Travel Agent Brochure



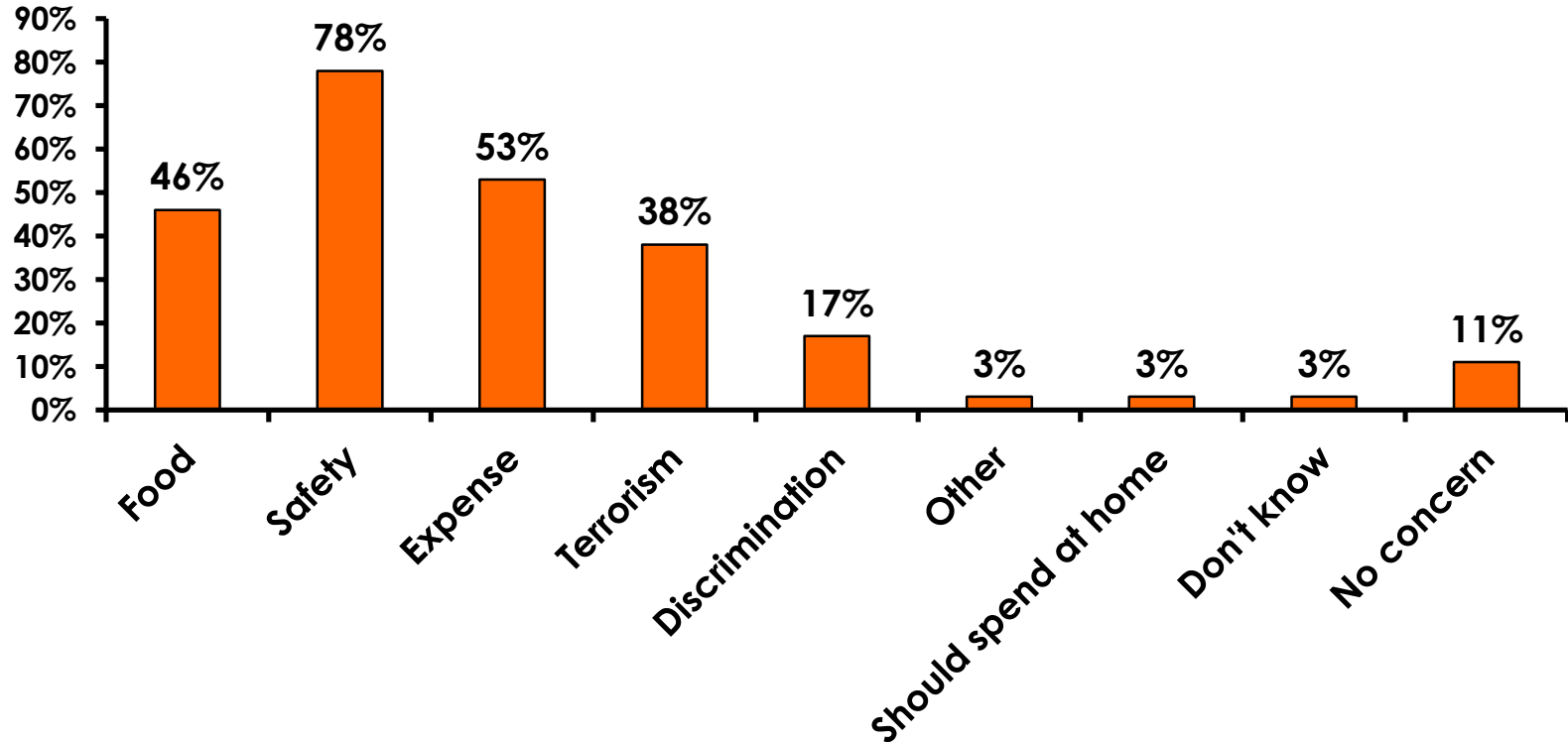
Sources of Information Post-arrival

- The primary local source of information are the tour staff, hotel staff, and the Internet.



SECTION 6 **OTHER ISSUES**

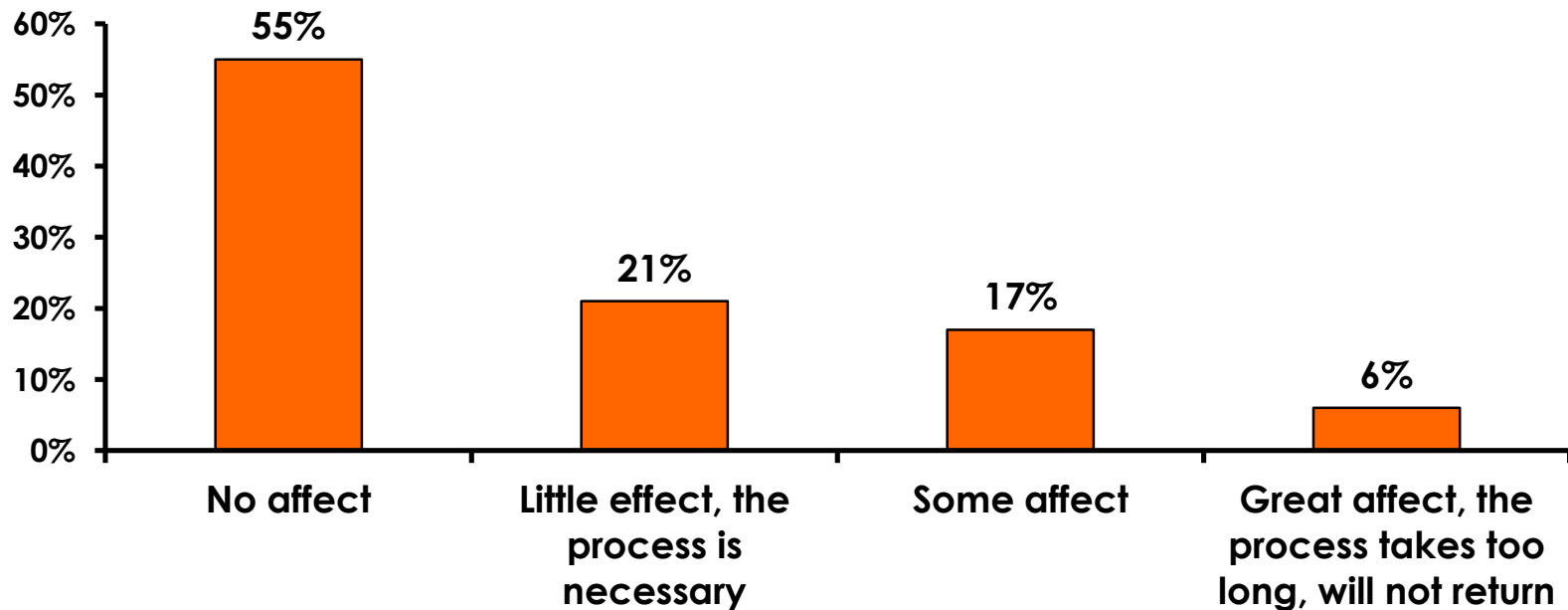
Concerns about travel outside of Taiwan - Overall



Concerns about travel outside of Taiwan - By Age & Income

		TOTAL	AGE				Q26								
		-	18-24	25-34	35-49	50+	<=NT160K	NT160K-NT200K	NT200K-NT400K	NT400K-NT600K	NT600K-NT800K	NT800K-NT1.0M	NT1.0M+	No Income	
Q21	Safety	78%	65%	76%	90%	77%	71%	80%	61%	81%	90%	71%	85%	100%	
	Expense	53%	47%	62%	42%	31%	43%	20%	52%	44%	57%	67%	58%	100%	
	Food	46%	47%	54%	32%	23%	29%	20%	43%	41%	73%	33%	46%	67%	
	Terrorism	38%	41%	36%	39%	46%	43%	40%	13%	48%	40%	29%	50%	67%	
	Discrimination against Taiwanese	17%	12%	15%	26%	15%	14%	20%	9%	19%	17%	10%	23%	67%	
	No concerns	11%	29%	7%	13%	15%	7%	60%	13%	15%	7%	10%	4%		
	Should spend at home	3%		3%	3%	8%	7%			4%	3%	5%	4%		
	Don't know	3%		3%		8%	14%	20%	4%						
	Other	3%		4%					4%			5%	8%		
	Total	Count	150	17	89	31	13	14	5	23	27	30	21	26	3

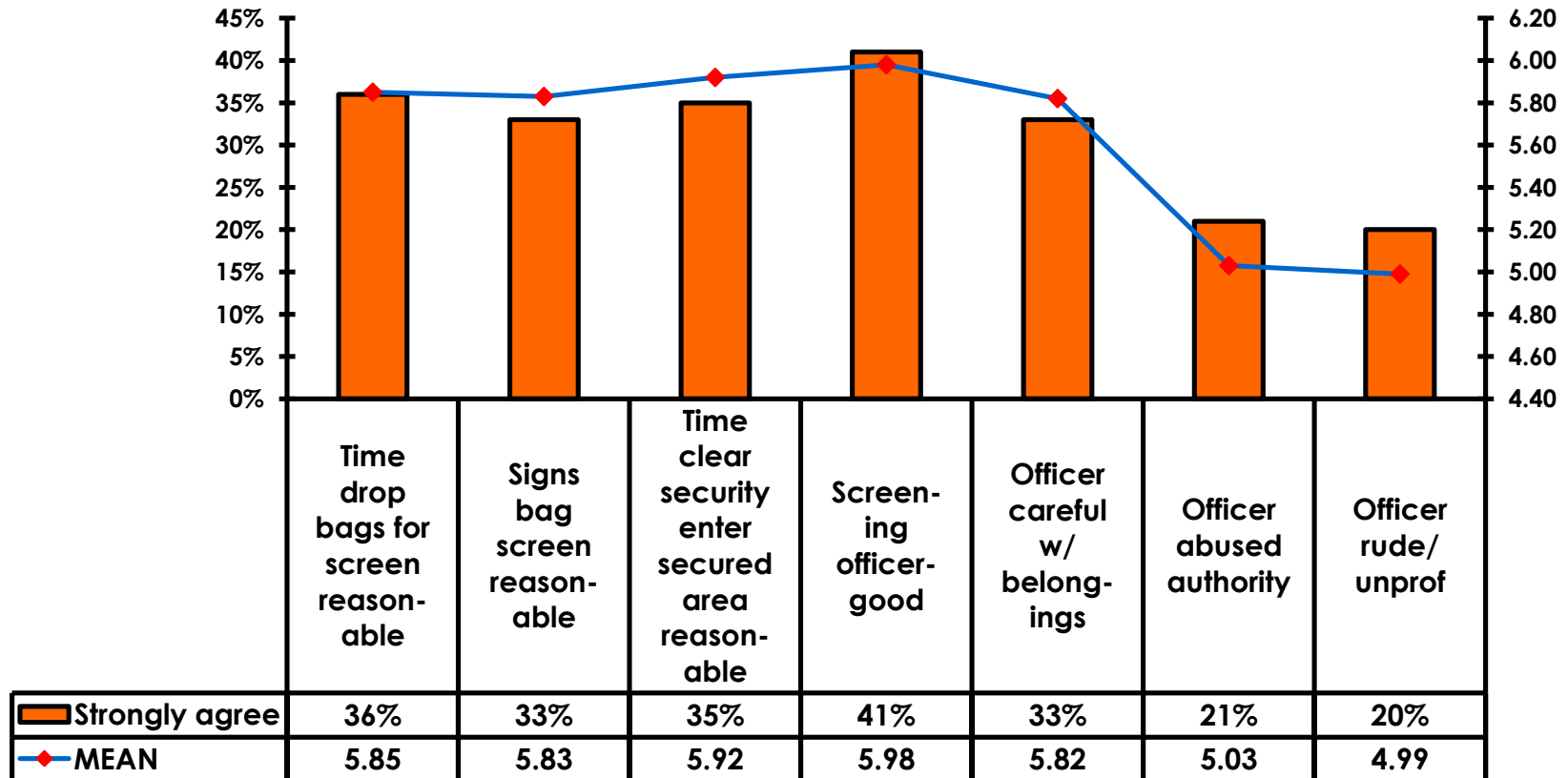
Security Screening/ Immigration Process at Guam International Airport



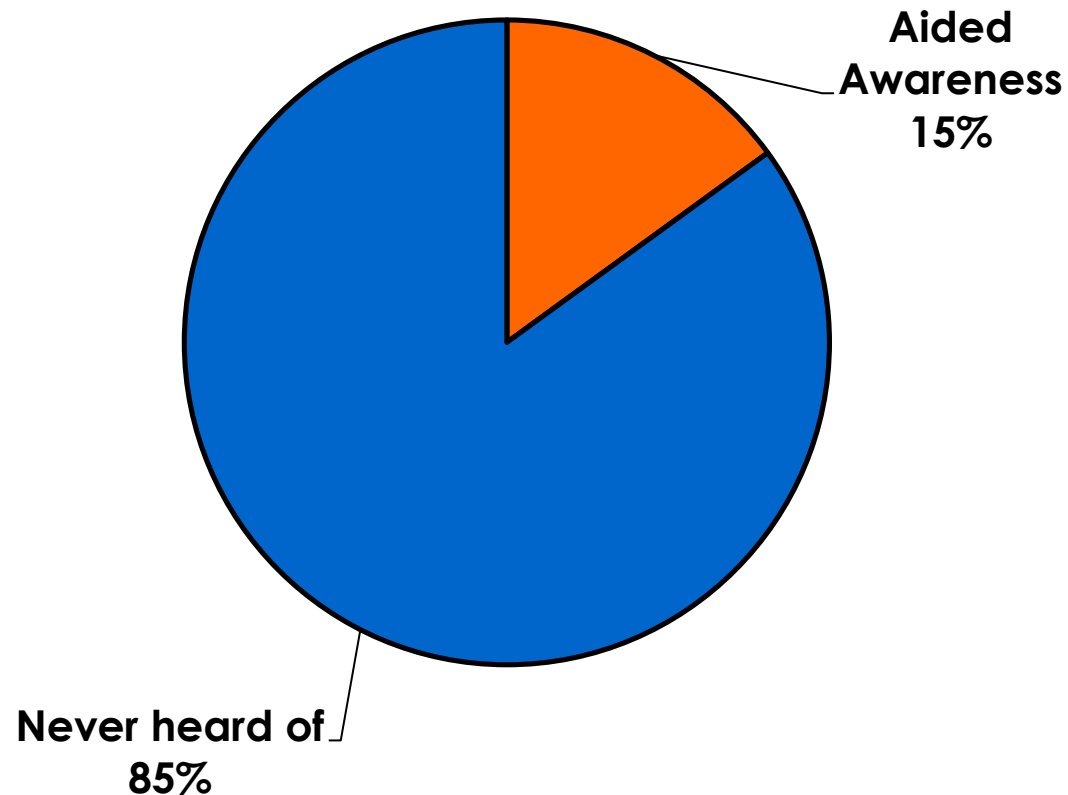
Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



Shop Guam Festival



Shop Guam Festival - Impact

n=23

