



# GUAM VISITORS BUREAU China Visitor Tracker Exit Profile FY2014 Market Segmentation 4TH Qtr. (APR~JUN 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 **100** departing Chinese 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 **100** is +/- 9.8 percentage points with a 95% confidence level. That is, if all Chinese 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 +/- 9.8 percentage points.

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# OBJECTIVES

- **The specific objectives of the analysis were:**
  - To determine the relative size and expenditure behavior of the following market segments:
    - Families
    - Traveling with children
    - Wedding/ Honeymooners
    - Office ladies
    - FITs
    - Group tours
    - 18-35
    - 25-55
    - Silvers
  - To identify (for all China visitors) the most important determinants of on-island spending; and
  - To identify the most significant factors affecting overall visitor satisfaction.

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# Highlighted Segments Parameters

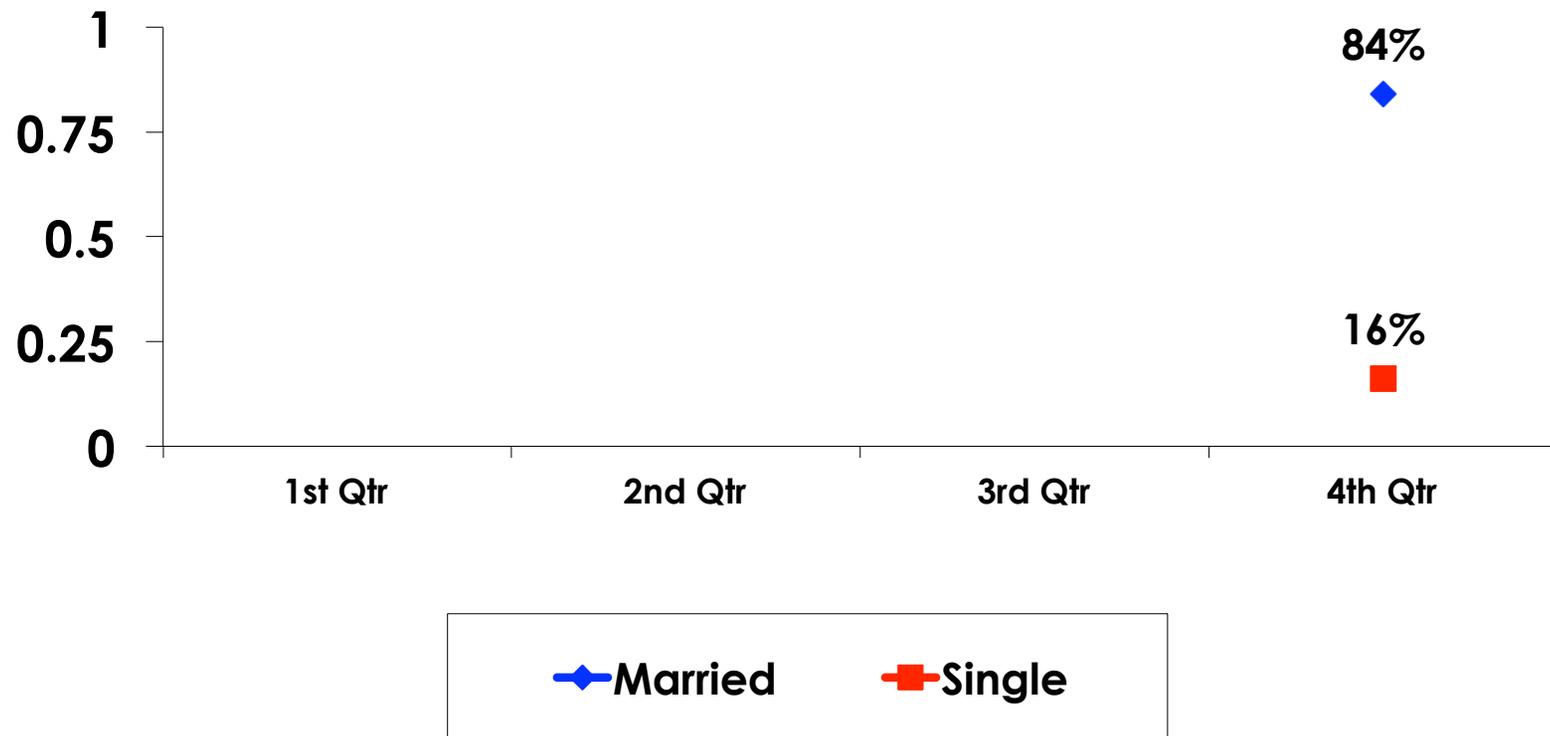
- Families – Q.6
- Wedding/ Honeymoon – Q.5A
- Group Tour – Q.7
- Office Lady – Q.25/ female
- Silvers – Q.D
- 18-35 – Q.D
- 25-55 – Q.D
- Child – Q.6
- FITs – Q.7

# Highlighted Segments

	1 <sup>st</sup> QTR	2 <sup>nd</sup> QTR	3 <sup>rd</sup> QTR	4 <sup>th</sup> QTR
<b>Families</b>				82%
<b>Child</b>				18%
<b>Wedding/ Honeymoon</b>				6%
<b>Office Lady</b>				19%
<b>FIT</b>				8%
<b>Group Tour</b>				-
<b>Male 18-35</b>				23%
<b>Female 18-35</b>				28%
<b>Male 25-55</b>				51%
<b>Female 25-55</b>				35%
<b>Silver 60+</b>				6%
<b>TOTAL</b>				<b>100</b>

# SECTION 1 **PROFILE OF RESPONDENTS**

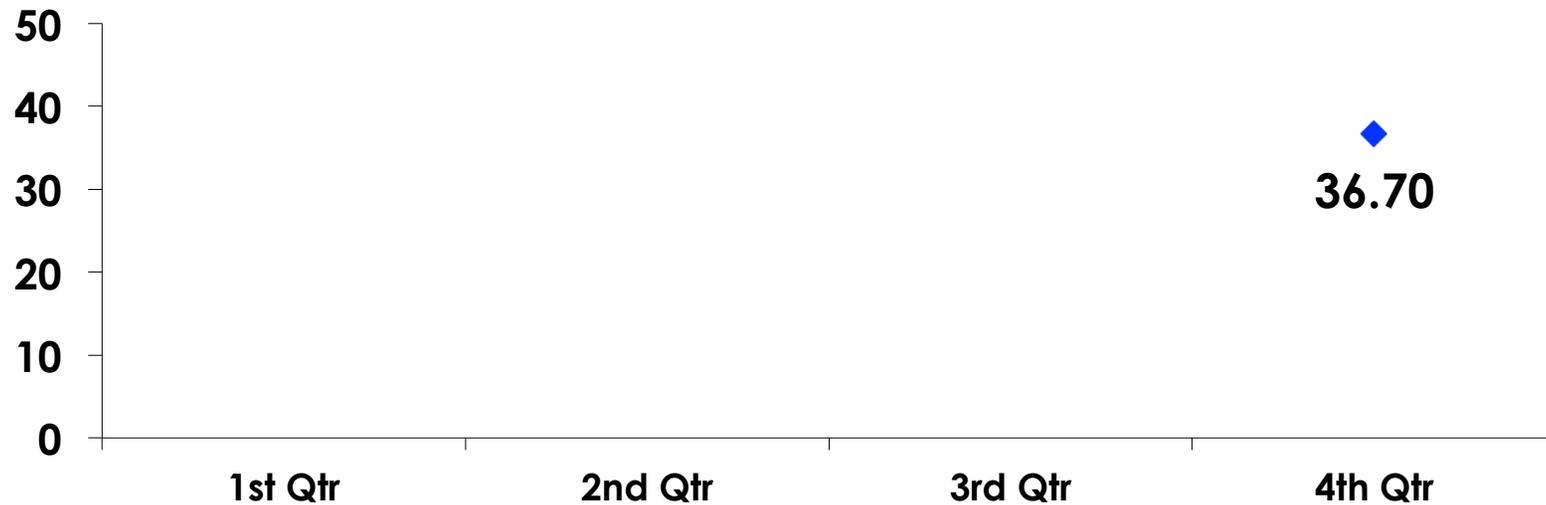
# MARITAL STATUS - TRACKING



# MARITAL STATUS- SEGMENTATION

			TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	SILVER 60+	MALE 18-35	FEMALE 18- 35	MALE 25-55	FEMALE 25- 55	FIT
			-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	85	77	5	16	15	6	17	20	46	30	6
		Column N %	84%	93%	83%	89%	79%	100%	77%	71%	90%	83%	75%
	Single	Count	16	6	1	2	4	0	5	8	5	6	2
		Column N %	16%	7%	17%	11%	21%	0%	23%	29%	10%	17%	25%
	Total	Count	101	83	6	18	19	6	22	28	51	36	8

# AVERAGE AGE - TRACKING



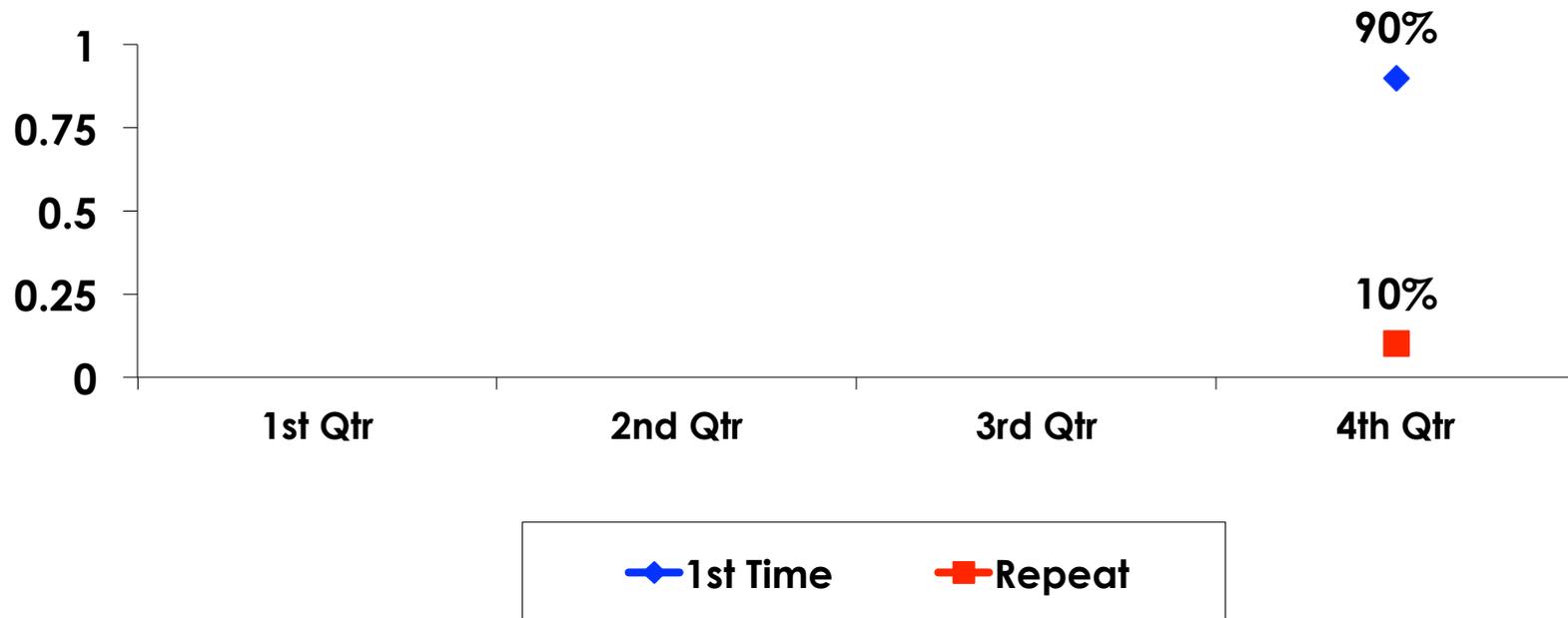
# AGE- SEGMENTATION

			TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	7	3	1	0	2	0	3	4	0	0	0
		Column N %	7%	4%	17%	0%	11%	0%	13%	14%	0%	0%	0%
	25-34	Count	42	35	5	6	13	0	20	22	20	22	2
		Column N %	41%	42%	83%	33%	68%	0%	87%	79%	38%	61%	25%
	35-49	Count	41	36	0	12	4	0	0	2	31	10	4
		Column N %	40%	43%	0%	67%	21%	0%	0%	7%	60%	28%	50%
	50+	Count	12	10	0	0	0	6	0	0	1	4	2
		Column N %	12%	12%	0%	0%	0%	100%	0%	0%	2%	11%	25%
	Total	Count	102	84	6	18	19	6	23	28	52	36	8
QF	Mean		36.70	37.50	25.67	36.94	29.37	63.67	28.78	27.61	37.25	33.67	40.75
	Median		36	36	25	37	28	61	29	27	38	30	42

# INCOME - SEGMENTATION

			TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-
Q26 <=CBY40K	Count		2	0	0	0	1	0	1	1	1	0	0
	Column N %		2%	0%	0%	0%	5%	0%	5%	4%	2%	0%	0%
CNY40K - CNY60K	Count		11	10	0	3	1	4	0	4	2	5	0
	Column N %		12%	13%	0%	18%	5%	80%	0%	14%	4%	14%	0%
CNY60K - CNY80K	Count		12	10	3	1	3	0	2	3	3	7	2
	Column N %		13%	13%	60%	6%	16%	0%	10%	11%	6%	19%	25%
CNY80K - CNY120K	Count		17	12	1	0	1	1	5	2	11	5	2
	Column N %		18%	16%	20%	0%	5%	20%	24%	7%	23%	14%	25%
CNY120K - CNY240K	Count		24	19	1	4	7	0	4	11	11	10	2
	Column N %		25%	25%	20%	24%	37%	0%	19%	39%	23%	28%	25%
CNY240K+	Count		28	26	0	9	6	0	9	6	19	9	2
	Column N %		29%	34%	0%	53%	32%	0%	43%	21%	40%	25%	25%
No Income	Count		1	0	0	0	0	0	0	1	0	0	0
	Column N %		1%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%
Total	Count		95	77	5	17	19	5	21	28	47	36	8

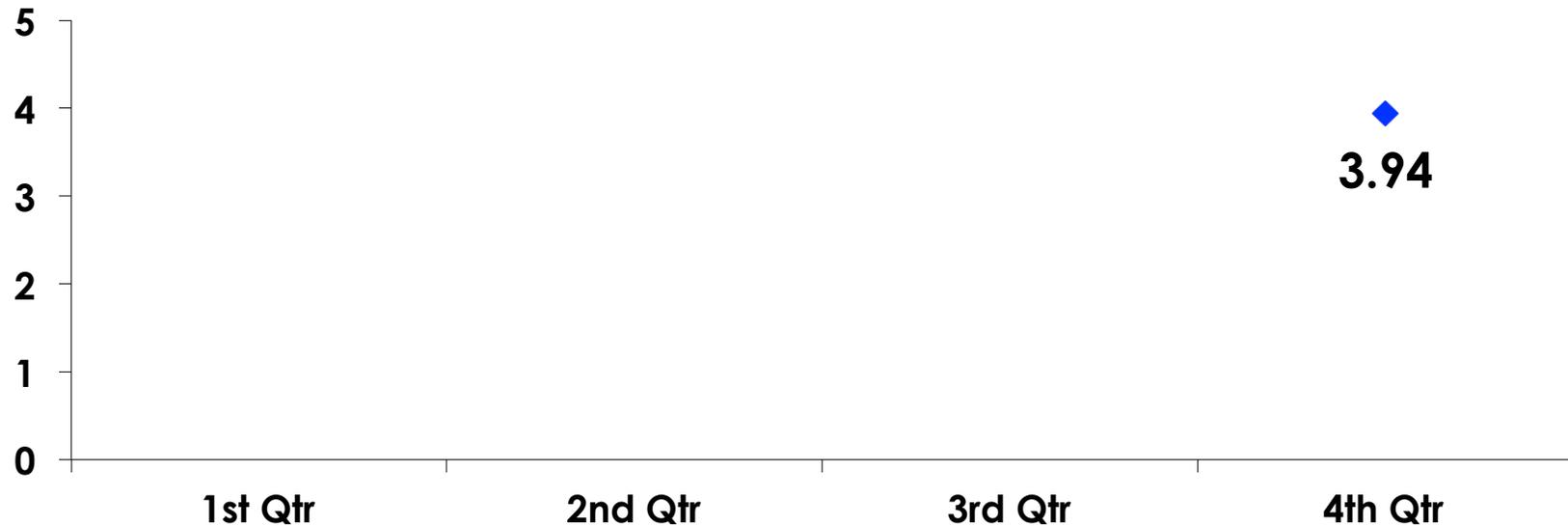
# PRIOR TRIPS TO GUAM - TRACKING



# PRIOR TRIPS TO GUAM - SEGMENTATION

			TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	82	65	6	15	16	4	18	25	39	32	6
		Column N %	90%	89%	100%	94%	89%	80%	95%	93%	87%	94%	75%
	No	Count	9	8	0	1	2	1	1	2	6	2	2
		Column N %	10%	11%	0%	6%	11%	20%	5%	7%	13%	6%	25%
	Total	Count	91	73	6	16	18	5	19	27	45	34	8

# AVG LENGTH OF STAY - TRACKING



# AVG LENGTH OF STAY - SEGMENTATION

		TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-
Q8	Mean	3.94	3.94	3.50	4.00	4.00	3.80	4.09	3.89	3.96	3.91	4.13
	Median	4	4	4	4	4	4	4	4	4	4	4

# SECTION 2 **TRAVEL PLANNING**

# TRAVEL PLANNING - SEGMENTATION

			TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-
Q7	Full package tour	Count	13	9	1	0	3	2	2	3	6	4	0
		Column N %	15%	12%	17%	0%	18%	50%	11%	12%	13%	12%	0%
	Free-time package tour	Count	67	57	5	16	12	2	16	21	38	23	0
		Column N %	75%	77%	83%	94%	71%	50%	84%	81%	81%	70%	0%
	Individually arranged travel (FIT)	Count	8	7	0	1	2	0	0	2	2	6	8
		Column N %	9%	9%	0%	6%	12%	0%	0%	8%	4%	18%	100%
	Other	Count	1	1	0	0	0	0	1	0	1	0	0
		Column N %	1%	1%	0%	0%	0%	0%	5%	0%	2%	0%	0%
	Total	Count	89	74	6	17	17	4	19	26	47	33	8

# TRAVEL MOTIVATION - SEGMENTATION

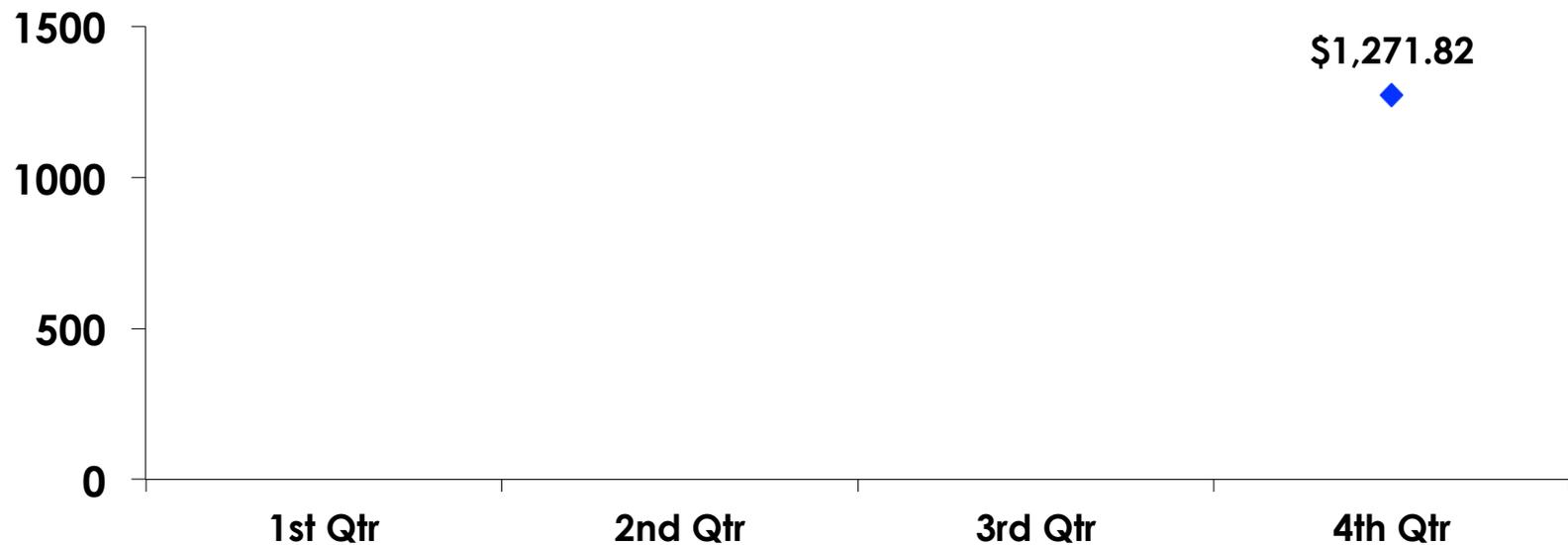
		TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	5%	5%	0%	0%	11%	17%	0%	7%	4%	6%	0%
	Price	20%	23%	17%	33%	16%	0%	26%	11%	25%	17%	25%
	Recomm- friend/family/trvl agnt	26%	23%	17%	11%	16%	67%	26%	25%	19%	28%	38%
	Scuba	6%	5%	0%	0%	11%	0%	4%	11%	6%	6%	0%
	Water sports	24%	24%	33%	28%	42%	0%	22%	36%	27%	25%	13%
	Short travel time	26%	31%	17%	33%	21%	0%	35%	25%	33%	25%	13%
	Golf	3%	2%	17%	6%	11%	0%	0%	7%	2%	6%	0%
	Relax	38%	39%	67%	33%	53%	17%	39%	46%	37%	44%	25%
	Company/ Business Trip	1%	0%	0%	0%	0%	0%	4%	0%	2%	0%	0%
	Safe	25%	26%	33%	44%	16%	17%	26%	14%	31%	19%	25%
	Natural beauty	64%	69%	67%	94%	68%	33%	65%	68%	67%	67%	50%
	Shopping	47%	50%	100%	61%	53%	17%	57%	64%	48%	50%	38%
	Married/ Attn wedding	1%	1%	17%	0%	5%	0%	0%	4%	0%	3%	0%
	Honeymoon	5%	5%	83%	0%	5%	0%	9%	11%	4%	6%	0%
	Pleasure	10%	7%	17%	0%	0%	0%	22%	14%	8%	8%	0%
	No visa requirement	2%	2%	0%	6%	0%	0%	0%	4%	2%	3%	13%
	Other	1%	1%	0%	0%	0%	0%	0%	4%	0%	3%	0%
	Total Count	102	84	6	18	19	6	23	28	52	36	8

# INFORMATION SOURCES - SEGMENTATION

		TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT	
		-	-	-	-	-	-	-	-	-	-	-	
Q1	Internet	73%	76%	83%	89%	74%	50%	87%	71%	73%	78%	63%	
	Friend/ Relative	29%	27%	33%	39%	32%	33%	30%	39%	27%	31%	25%	
	Travel Agent Brochure	25%	23%	33%	11%	37%	33%	26%	25%	19%	31%	38%	
	GVB Promo	12%	12%	17%	11%	21%	17%	13%	14%	10%	14%	0%	
	TV	12%	12%	17%	17%	0%	17%	17%	14%	6%	14%	13%	
	Co-Worker/ Company Trvl Dept	8%	8%	17%	6%	5%	0%	13%	7%	10%	6%	0%	
	Travel Guidebook- Bookstore	8%	7%	0%	22%	5%	17%	9%	7%	8%	6%	13%	
	Prior Trip	8%	8%	0%	6%	11%	17%	4%	7%	10%	6%	13%	
	Travel Trade Show	5%	4%	0%	11%	11%	0%	4%	7%	4%	6%	13%	
	Magazine (Consumer)	4%	4%	0%	6%	0%	17%	13%	0%	4%	0%	0%	
	Newspaper	3%	4%	0%	0%	0%	0%	4%	0%	4%	0%	0%	
	Radio	2%	2%	0%	11%	0%	0%	0%	0%	2%	3%	0%	
	GVB Office	2%	2%	0%	0%	5%	0%	0%	4%	2%	3%	0%	
	Other	1%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	
	Consumer Trvl Show	1%	1%	0%	6%	0%	0%	0%	4%	0%	3%	13%	
	Total	Count	102	84	6	18	19	6	23	28	52	36	8

# SECTION 3 **EXPENDITURES**

# PREPAID EXPENDITURES - TRACKING

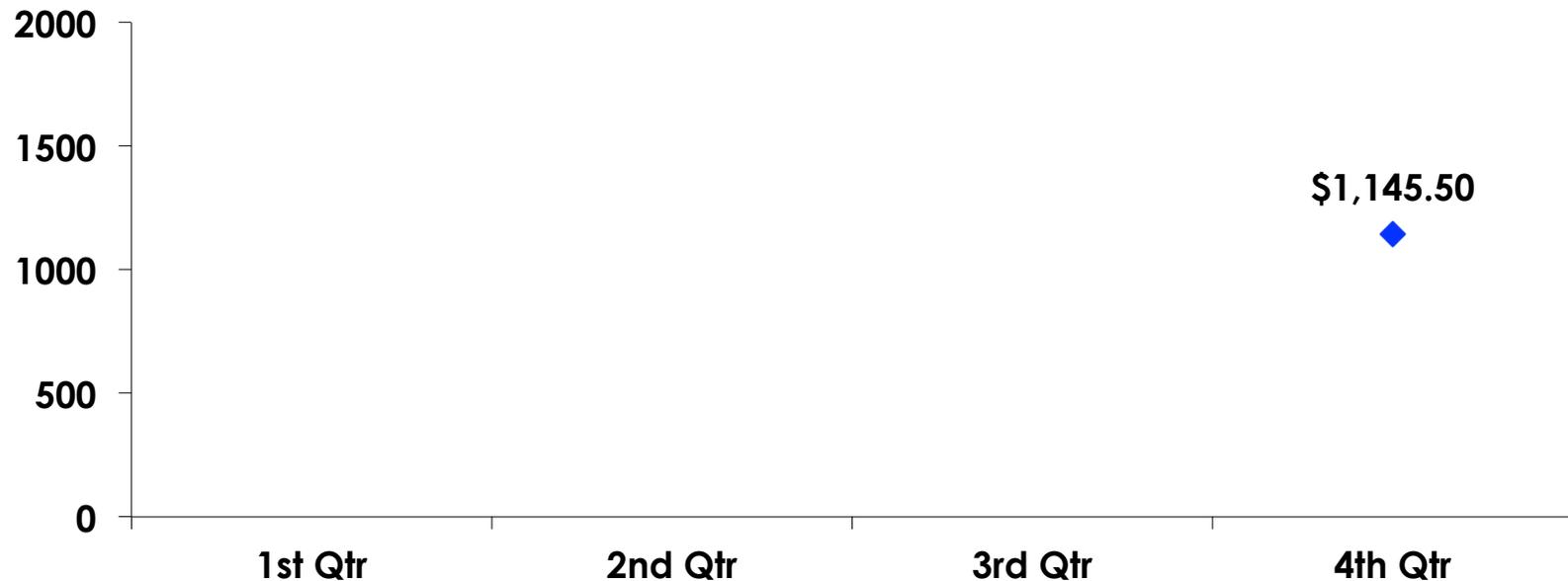


YTD=\$1,271.82

# PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$1,271.82	\$1,108.62	\$1,092.14	\$1,707.32	\$1,171.57	\$1,172.06	\$1,619.42	\$1,199.56	\$1,398.57	\$1,149.34	\$1,024.39
	Median	\$1,008	\$976	\$919	\$1,431	\$976	\$1,179	\$1,008	\$976	\$992	\$976	\$967
	Minimum	\$0	\$0	\$618	\$0	\$0	\$691	\$0	\$0	\$0	\$0	\$0
	Maximum	\$16,260	\$7,317	\$2,033	\$7,317	\$2,602	\$1,626	\$16,260	\$4,146	\$16,260	\$4,146	\$2,602

# ON-ISLAND EXPENDITURES - TRACKING



YTD = \$1,145.50

# ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

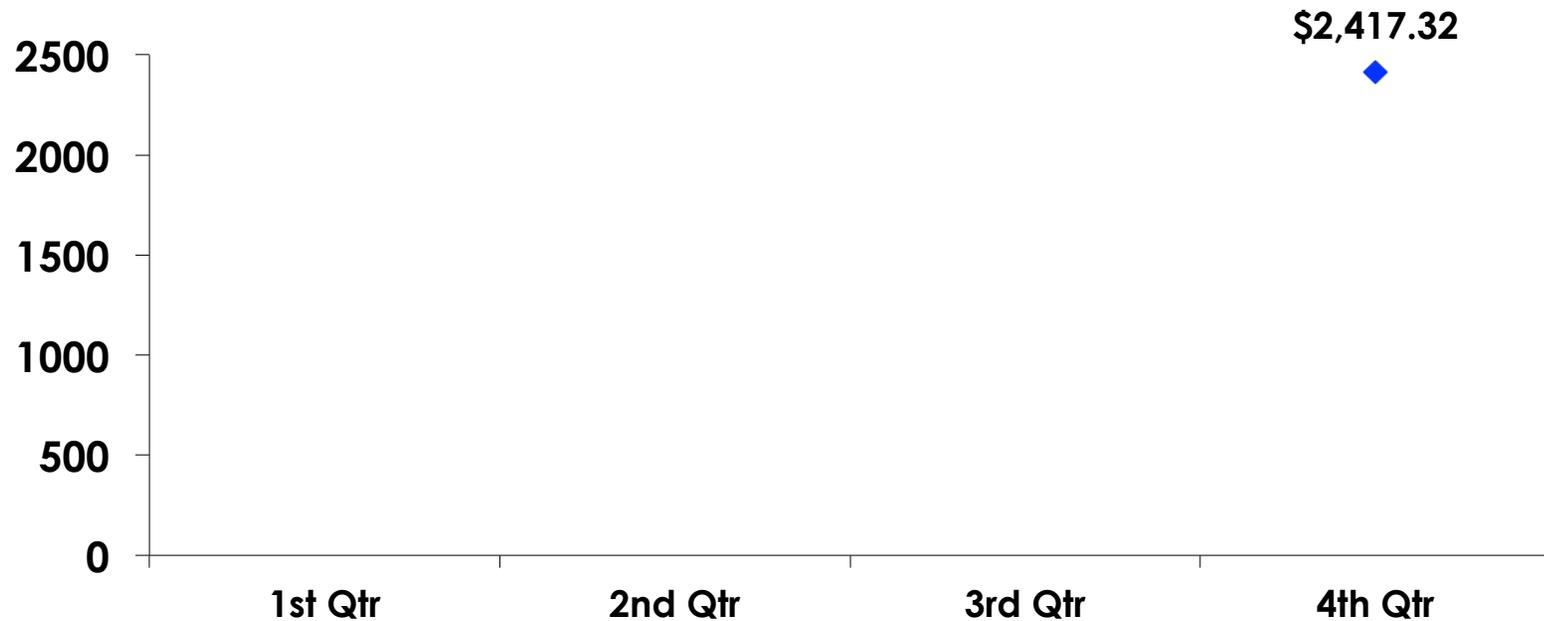
		TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$1,145.50	\$1,043.61	\$1,253.33	\$1,266.57	\$1,189.02	\$948.81	\$958.39	\$1,211.26	\$1,231.82	\$1,085.01	\$1,361.87
	Median	\$1,000	\$967	\$1,375	\$867	\$1,250	\$900	\$750	\$1,125	\$1,000	\$1,000	\$1,148
	Minimum	\$0	\$0	\$250	\$0	\$0	\$143	\$0	\$0	\$70	\$0	\$0
	Maximum	\$5,500	\$5,500	\$2,000	\$5,500	\$2,008	\$1,500	\$2,300	\$3,000	\$5,500	\$4,000	\$4,000

## ON-ISLAND EXPENSE- BREAKDOWN

		TOTAL	FAMILY	CHILD	WEDDING HNYMOON	OFFICE LADY	FIT	GROUP TOUR	MALE 18-35	FEMALE 18- 35	MALE 25-55	FEMALE 25- 55	SILVER 60+
		-	-	-	-	-	-	-	-	-	-	-	-
F&B HOTEL	Mean	\$25.23	\$22.73	\$68.89	\$0.00	\$21.05	\$0.00	.	\$19.35	\$19.43	\$34.21	\$22.06	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	.	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$35.88	\$40.48	\$61.67	\$0.00	\$11.58	\$12.50	.	\$57.39	\$29.29	\$49.81	\$26.94	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	.	\$0	\$0	\$0	\$0	\$0
F&B RESTRNT	Mean	\$82.51	\$75.60	\$138.89	\$0.00	\$47.37	\$37.50	.	\$80.00	\$100.00	\$106.08	\$69.44	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	.	\$0	\$0	\$0	\$0	\$0
OPT TOUR	Mean	\$113.19	\$124.35	\$122.22	\$0.00	\$92.89	\$50.00	.	\$157.83	\$125.54	\$145.58	\$97.92	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	.	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$159.61	\$175.95	\$488.89	\$0.00	\$78.95	\$0.00	.	\$125.22	\$203.57	\$193.46	\$145.00	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	.	\$0	\$0	\$0	\$0	\$0
GIFT- OTHER	Mean	\$145.44	\$143.27	\$294.44	\$0.00	\$73.68	\$250.00	.	\$152.17	\$197.68	\$165.38	\$145.42	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	.	\$0	\$0	\$0	\$0	\$0
TRANS	Mean	\$39.37	\$46.20	\$24.00	\$0.00	\$51.89	\$12.50	.	\$50.00	\$43.96	\$53.40	\$33.03	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	.	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$1,245.78	\$1,217.26	\$1,266.00	\$2,140.00	\$1,491.42	\$1,536.25	.	\$912.74	\$1,251.32	\$1,229.44	\$1,184.42	\$2,133.33
	Median	\$750	\$750	\$184	\$2,000	\$2,000	\$1,300	.	\$1,000	\$476	\$800	\$600	\$2,500
TOTAL	Mean	\$1,844.95	\$1,843.33	\$2,465.00	\$2,140.00	\$1,868.84	\$1,898.75	.	\$1,554.70	\$1,970.79	\$1,973.33	\$1,724.22	\$2,133.33
	Median	\$1,500	\$1,500	\$2,000	\$2,000	\$2,000	\$2,000	.	\$1,500	\$1,850	\$1,526	\$1,500	\$2,500

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# TOTAL EXPENDITURES – TRACKING



YTD=\$2,417.32

# TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$2,417.32	\$2,152.22	\$2,345.47	\$2,973.89	\$2,360.59	\$2,120.87	\$2,577.82	\$2,410.82	\$2,630.39	\$2,234.35	\$2,386.27
	Median	\$1,938	\$1,922	\$2,250	\$2,963	\$2,313	\$2,080	\$1,793	\$2,032	\$1,953	\$1,896	\$2,113
	Minimum	\$0	\$0	\$1,274	\$0	\$1,000	\$1,769	\$0	\$0	\$500	\$0	\$0
	Maximum	\$18,260	\$8,250	\$4,033	\$8,250	\$4,447	\$2,638	\$18,260	\$6,646	\$18,260	\$6,646	\$5,138

SECTION 4  
**ADVANCED STATISTICS**

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# 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 ( $p \leq .05$ ) drivers and the percentage of the dependent variables accounted for by each significant predictor and by all of them combined.

<b>Drivers of Overall Satisfaction, 4th Qtr 2014</b>	
Drivers:	rank
Quality & Cleanliness of beaches & parks	
Ease of getting around	
Safety walking around at night	
Quality of daytime tours	
Variety of daytime tours	1
Quality of nighttime tours	
Variety of nighttime tours	
Quality of shopping	
Variety of shopping	3
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	2
% of Overall Satisfaction Accounted For	37.4%
NOTE: Only significant drivers are included.	

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# DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the China's visitor's experience on Guam is driven by three significant factors in the Fourth Quarter 2014 Period. They are, in rank order:
  - **Variety of day time tours,**
  - **Quality & Cleanliness of Transportation Vehicles, and**
  - **Variety of shopping**
- With these factors the overall  $r^2$  is .374 meaning that **37.4% of overall satisfaction is accounted for by these factors.**

<b>Drivers of Per Person On Island Expenditures, 4th Qtr 2014</b>	
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.	

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# Drivers of Per Person On Island Expenditure

- **Per person on island expenditure** of China's visitor's on Guam is driven by no significant factor in the Fourth Quarter 2014 Period.