



GUAM VISITORS BUREAU

China Visitor Tracker Exit Profile

FY2015

1ST QTR. (OCT~DEC 2014)



Prepared by: QMark Research

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Background & Methodology

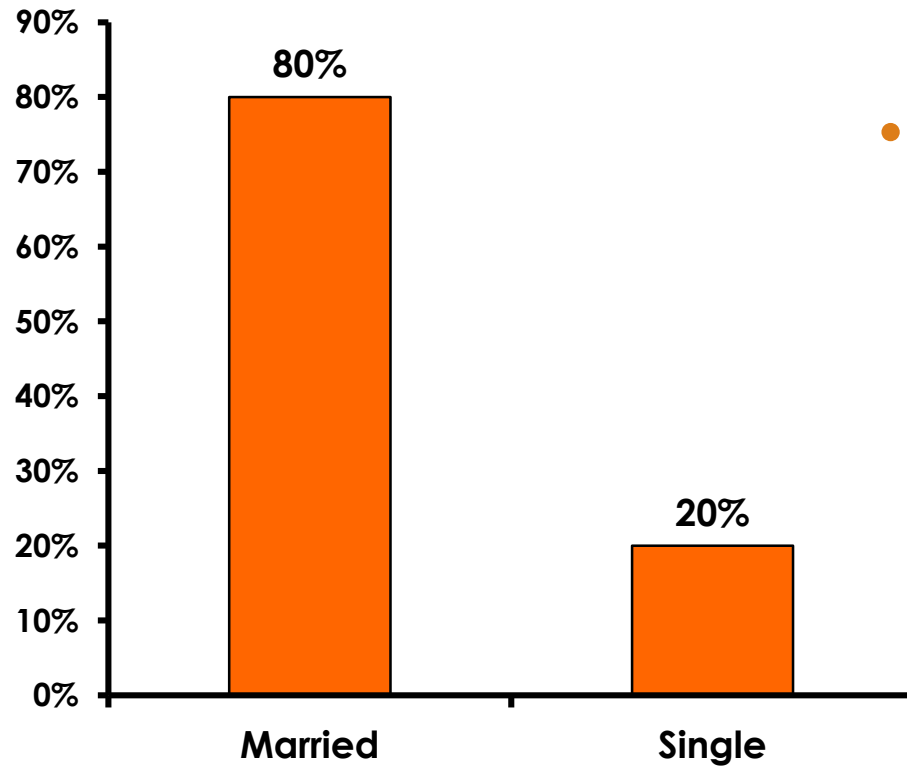
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **104** departing China 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 **104** is +/- 9.80 percentage points with a 95% confidence level. That is, if all China 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 +/- 9.80 percentage points.

OBJECTIVES

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

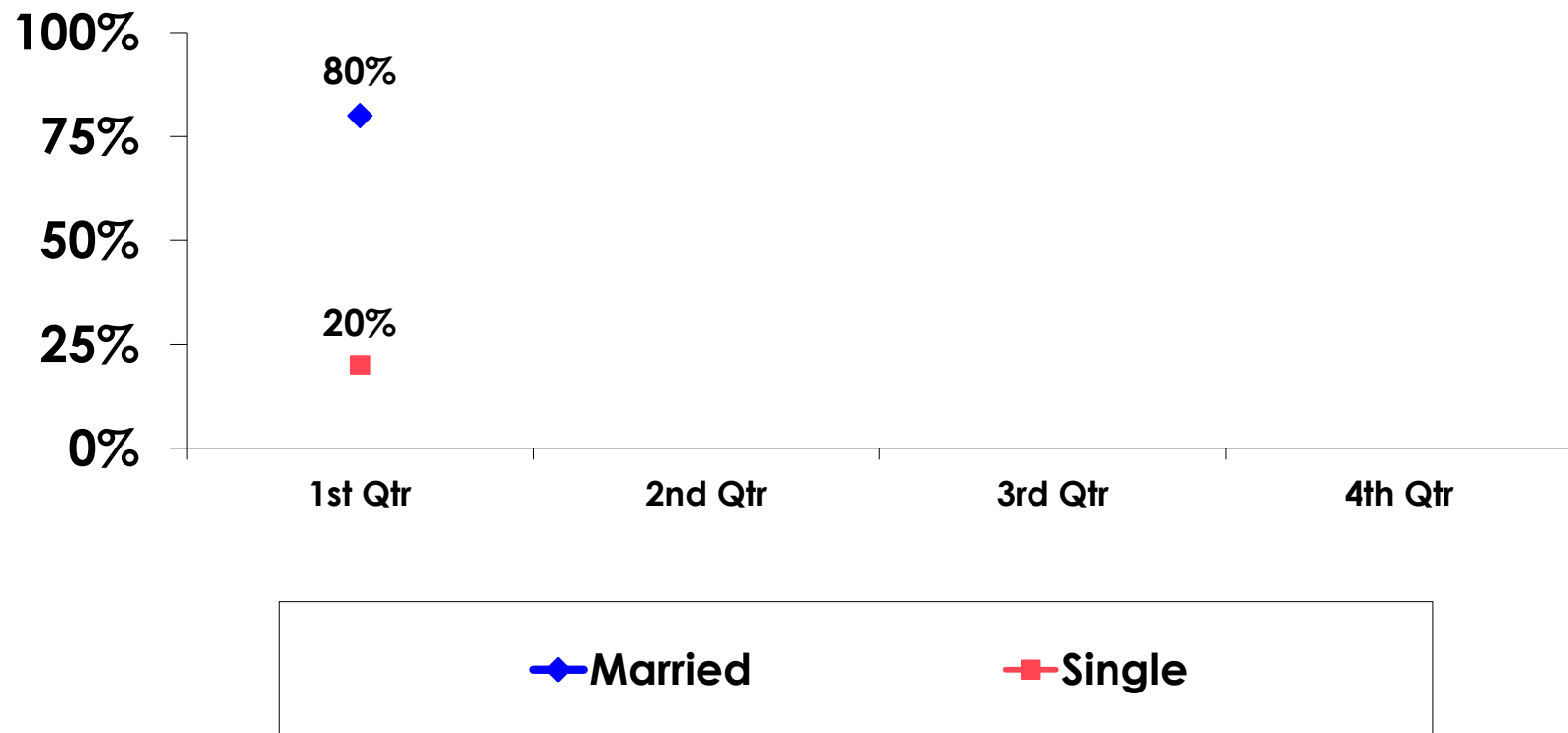
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

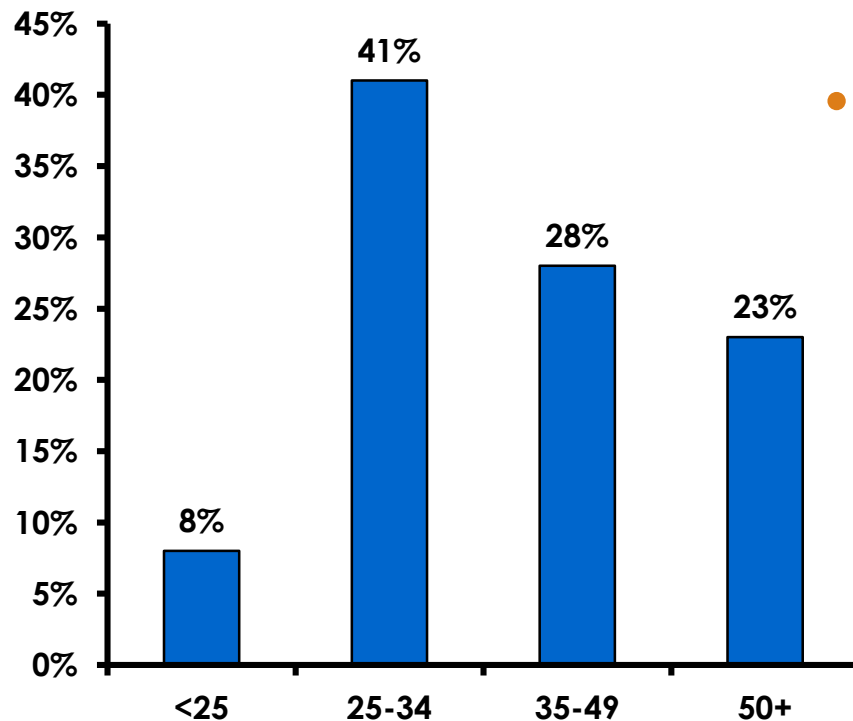


- Majority of visitors are married.

MARITAL STATUS

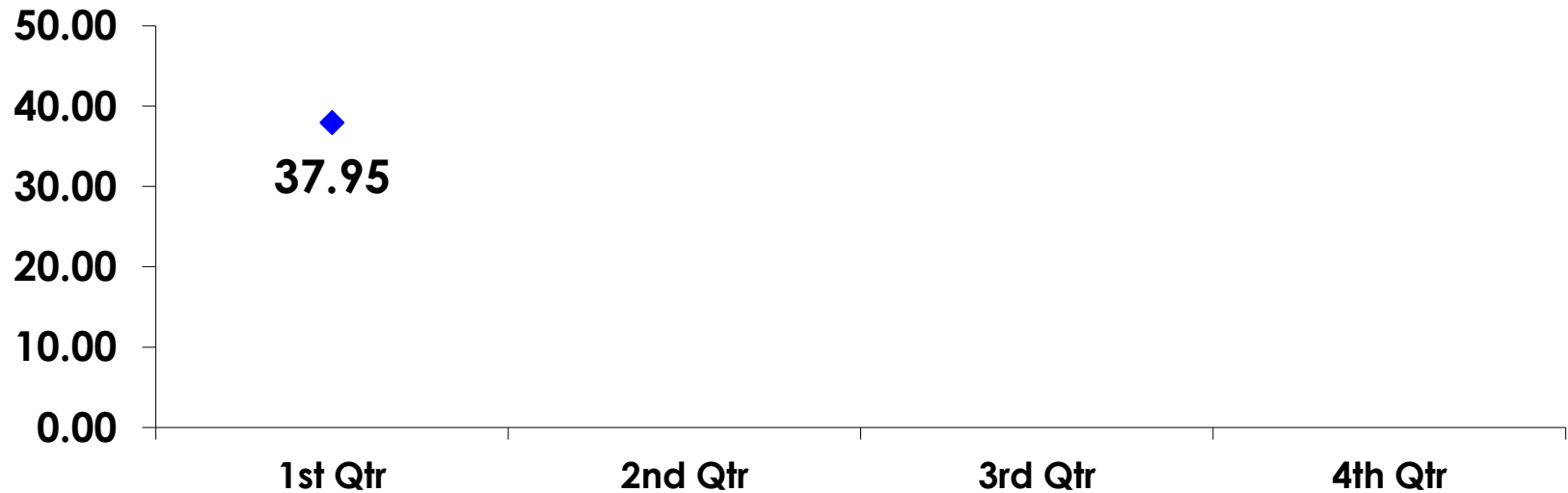


Age - Overall

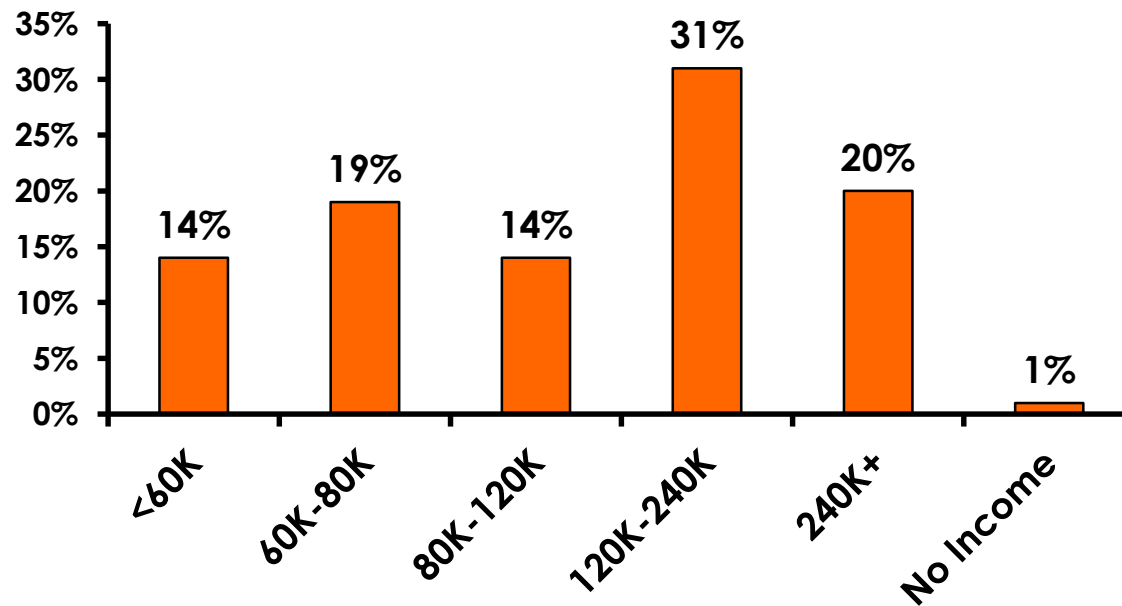


- The average age of the respondents is 37.95 years of age.

AVERAGE - AGE

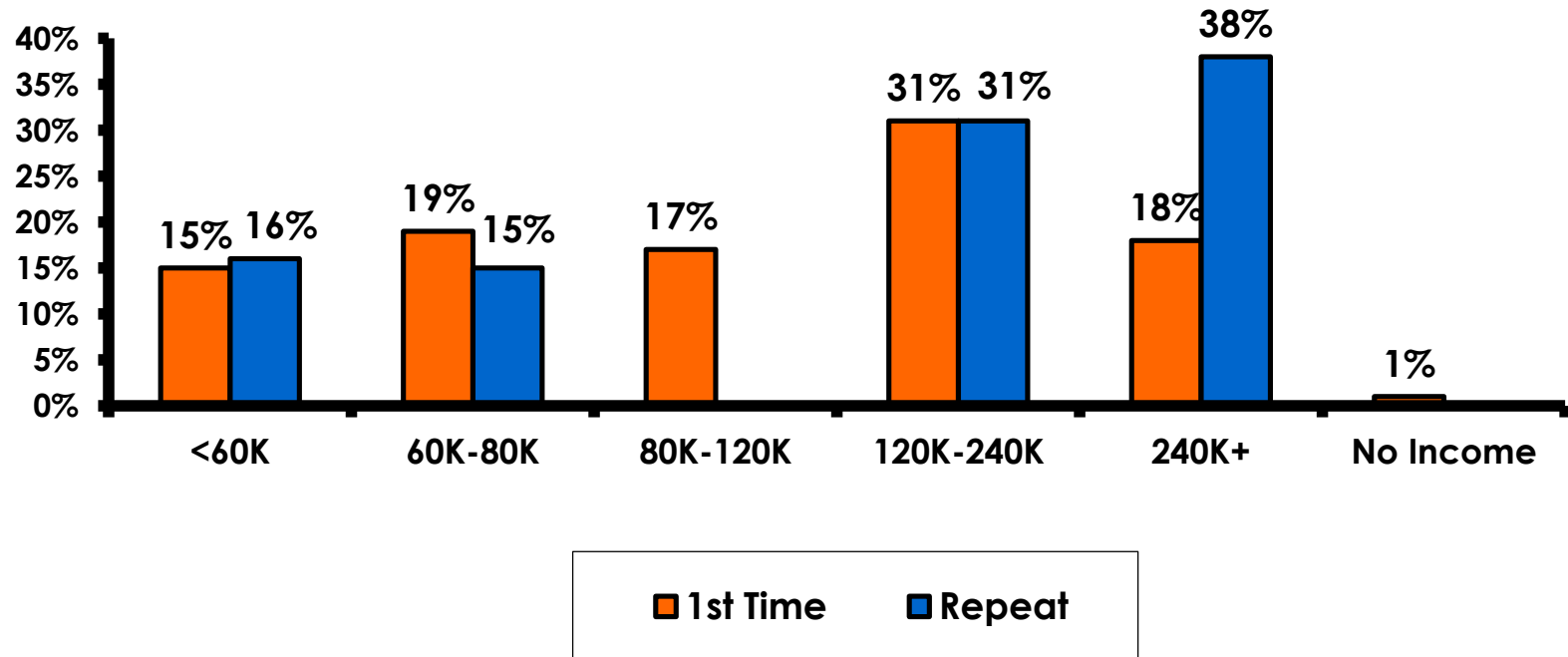


Personal Income



- Yuan 6.13=\$1

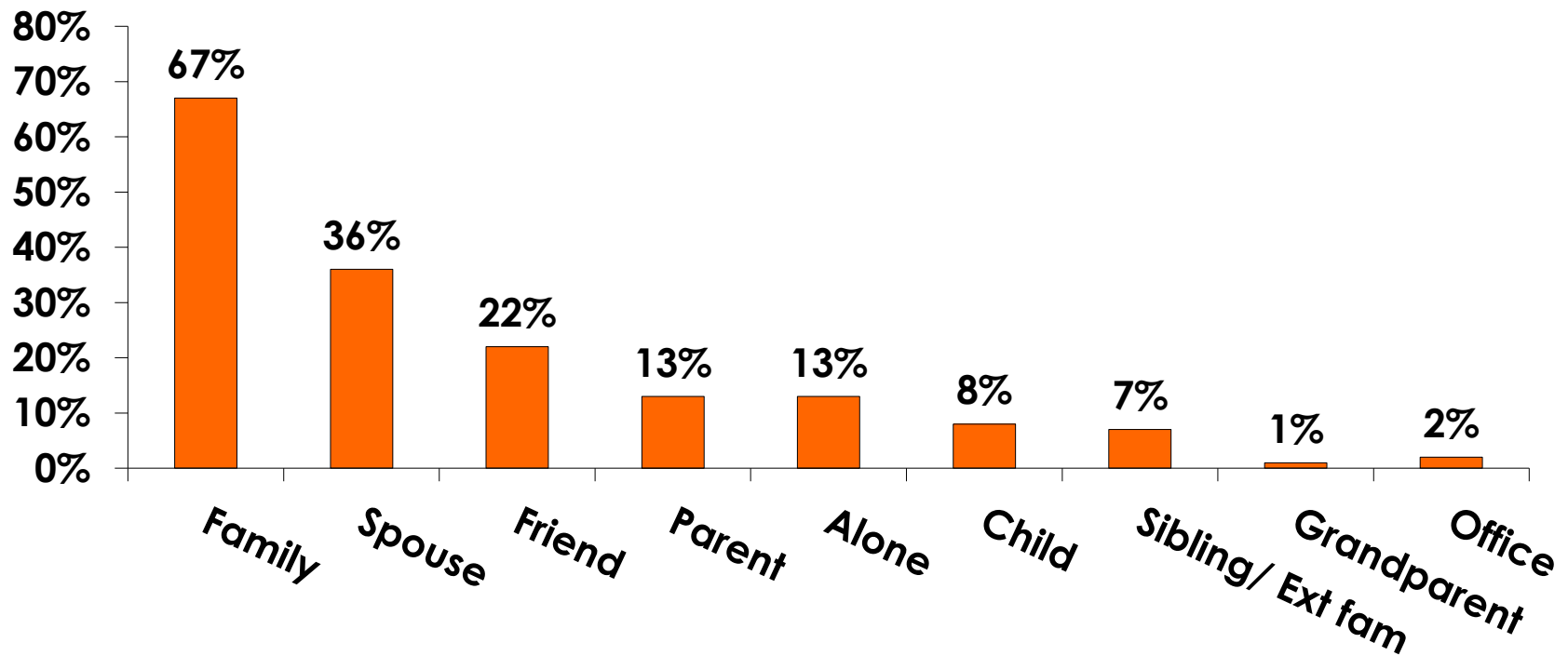
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<=CBY40K	Count	4	1	3	2		1	1
		Column N %	4%	2%	6%	25%		4%	4%
	CNY40K - CNY60K	Count	10	4	6	1	3	3	3
		Column N %	10%	9%	11%	13%	7%	12%	13%
	CNY60K - CNY80K	Count	19	7	12	2	6	4	7
		Column N %	19%	16%	22%	25%	15%	15%	30%
	CNY80K - CNY120K	Count	14	5	9	1	6	4	3
		Column N %	14%	11%	17%	13%	15%	15%	13%
	CNY120K - CNY240K	Count	30	17	13	1	16	6	7
		Column N %	31%	39%	24%	13%	39%	23%	30%
	CNY240K+	Count	20	9	11		10	8	2
		Column N %	20%	20%	20%		24%	31%	9%
	No Income	Count	1	1		1			
		Column N %	1%	2%		13%			
Total		Count	98	44	54	8	41	26	23

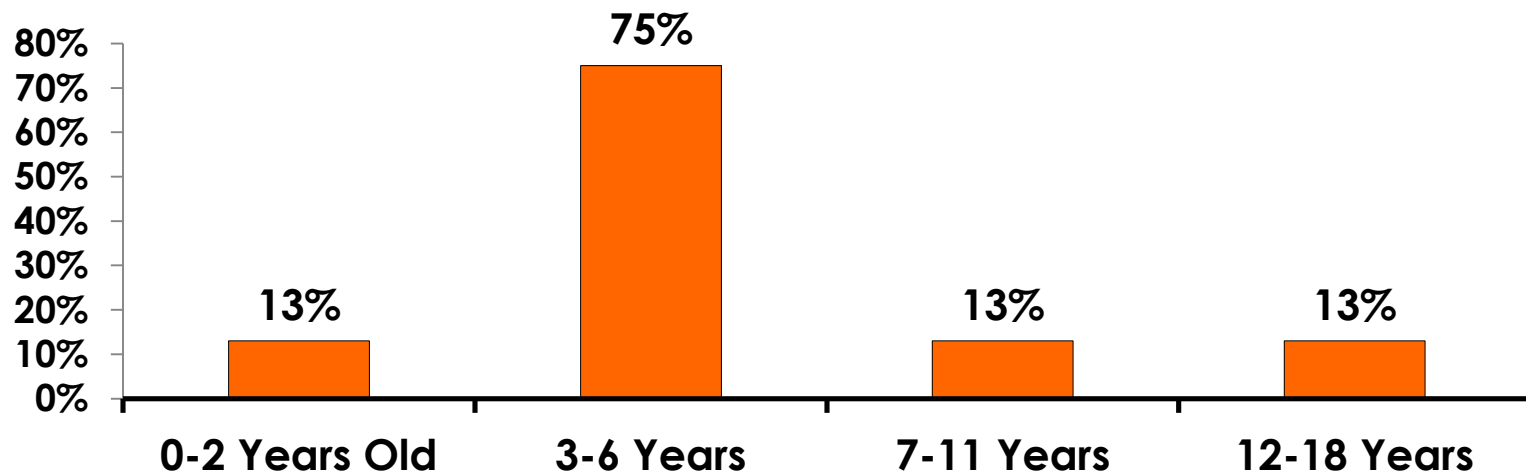
Travel Companions



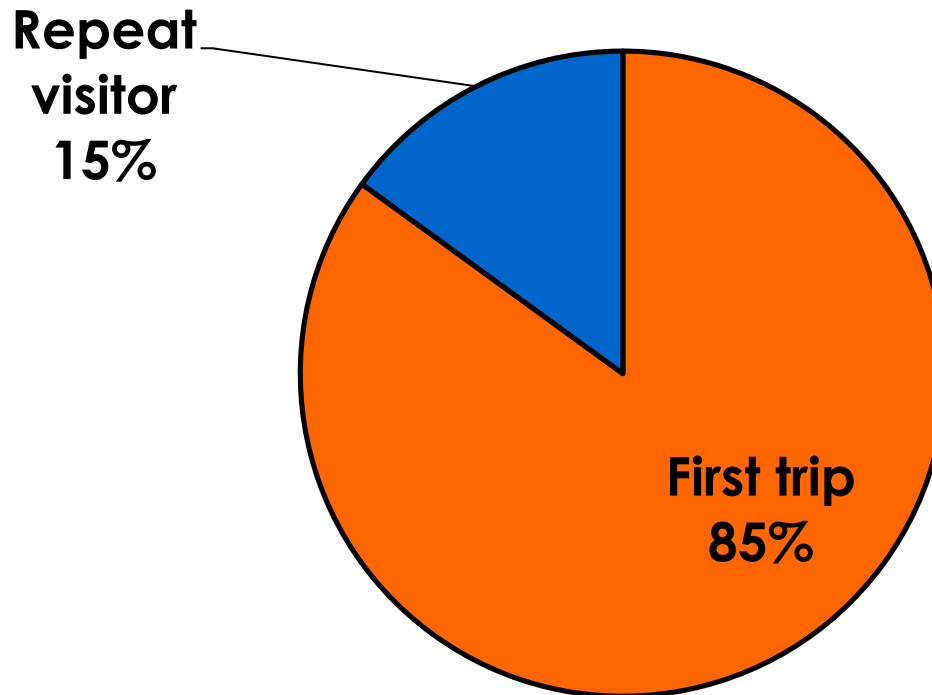
Number of Children Travel Party

N=8 total respondents traveling with children.

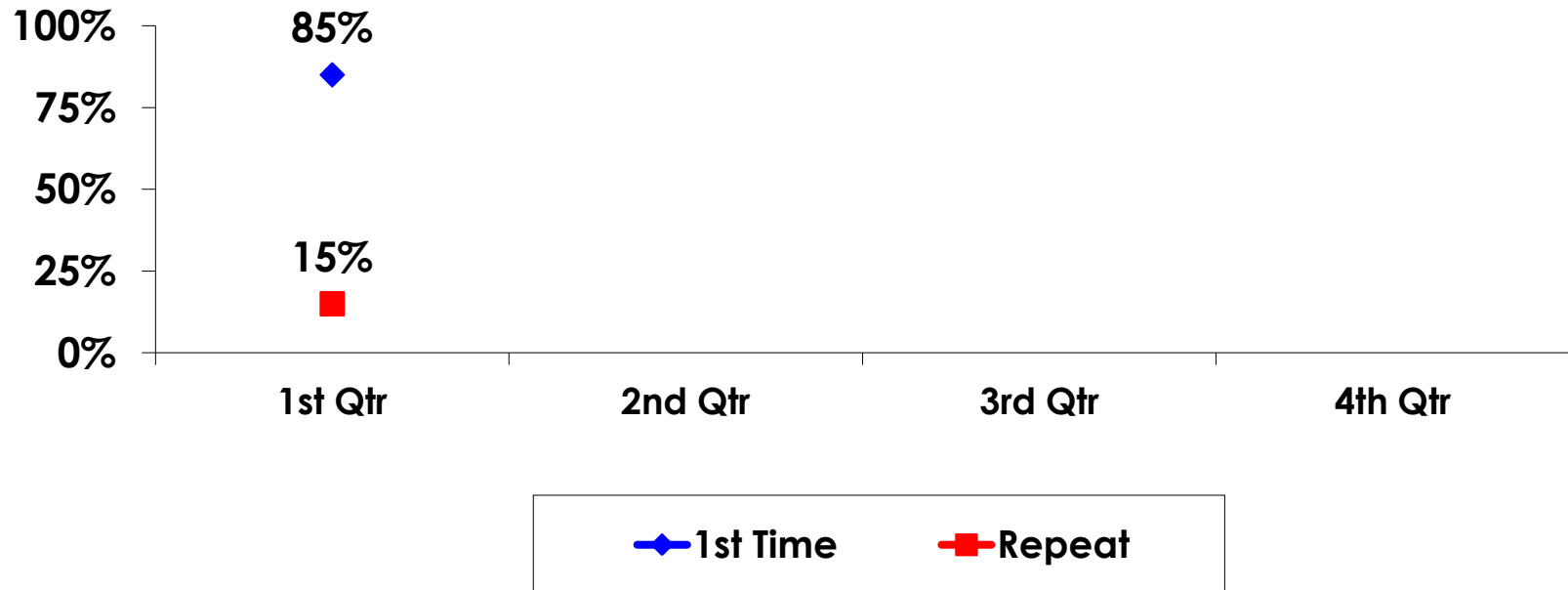
(Of those N=8 respondents, there is a total of 9 children 18 years or younger)



Prior Trips to Guam



PRIOR TRIPS TO GUAM



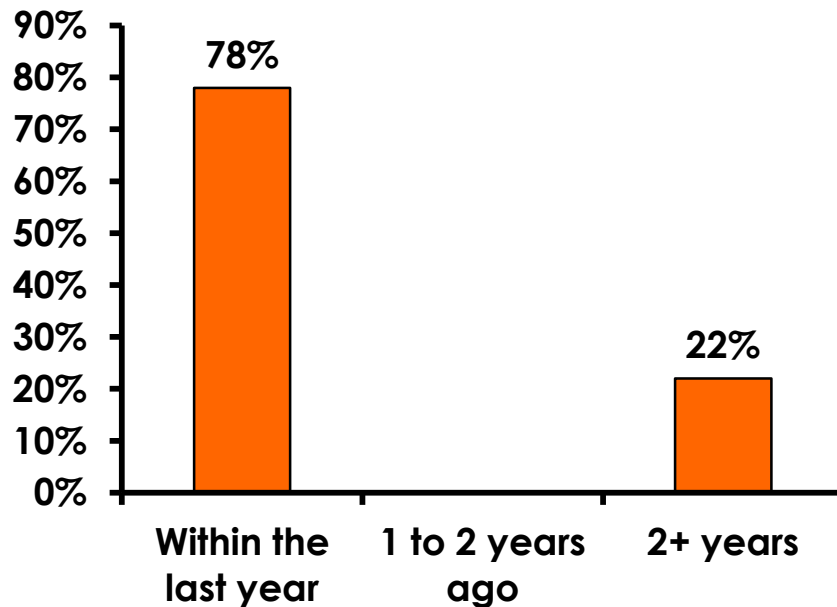
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM		
			-	1st	Repeat	
GENDER	Male	Count	44	35	6	
		Column N %	42%	43%	40%	
	Female	Count	60	47	9	
		Column N %	58%	57%	60%	
	Total	Count	104	82	15	
AGE	18-24	Count	8	8		
		Column N %	8%	10%		
	25-34	Count	43	37	5	
		Column N %	41%	45%	33%	
	35-49	Count	29	20	8	
		Column N %	28%	24%	53%	
	50+	Count	24	17	2	
		Column N %	23%	21%	13%	
		Total	Count	104	82	15

- Most from China are first-time visitors to Guam.

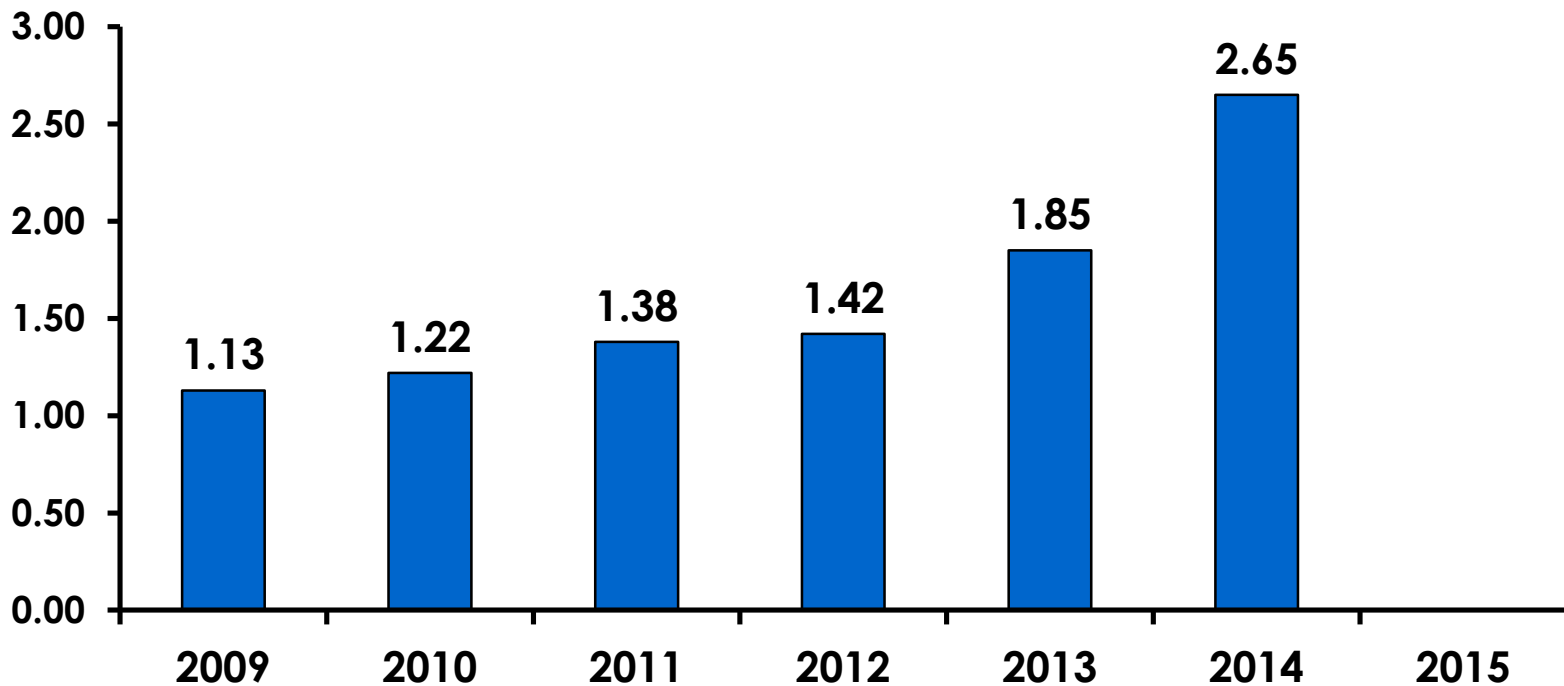
Repeat Visitors Last Trip

n = 9



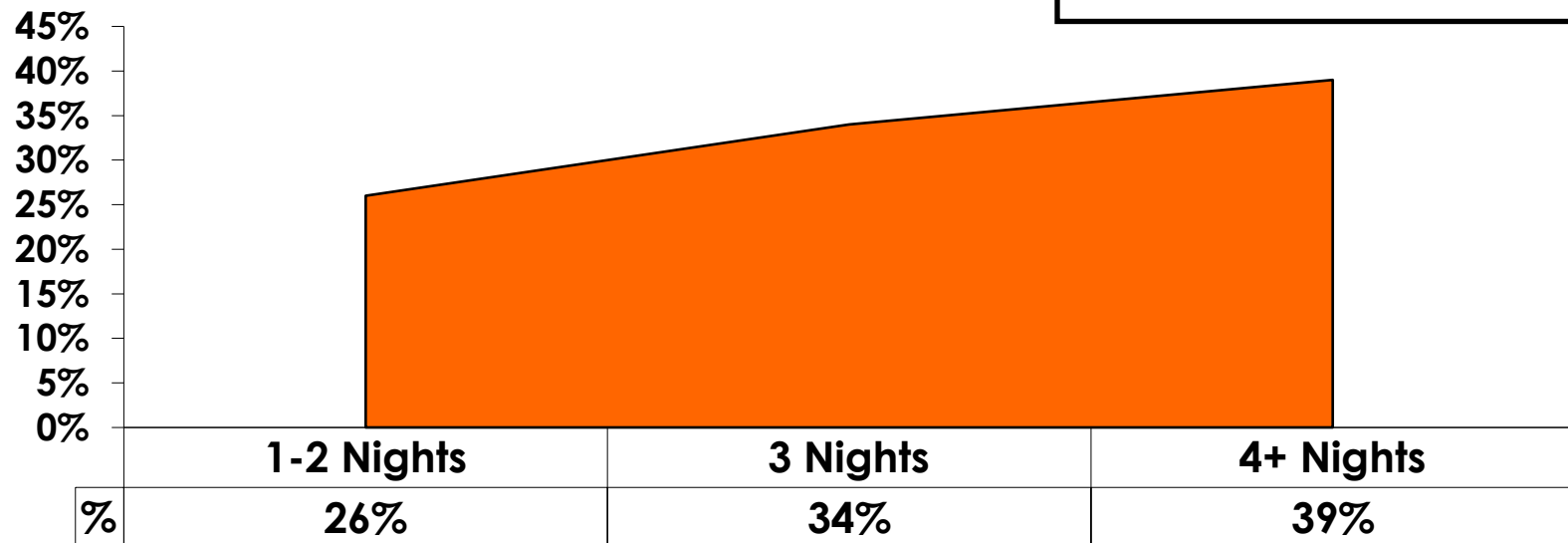
- The average repeat visitor has been to Guam 2.44 time.

Average Number Overnight Trips (2009-2015) (2 nights or more)

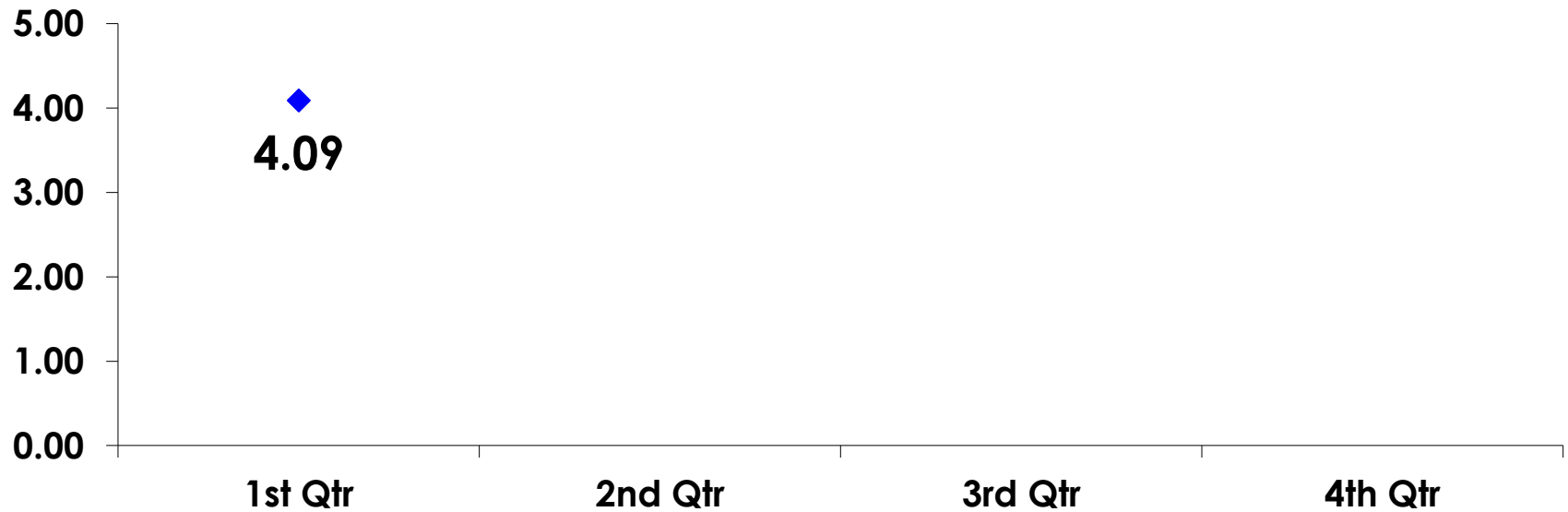


Length of Stay

Mean = 4.09 Days
Median = 3.0 Days



AVG LENGTH OF STAY

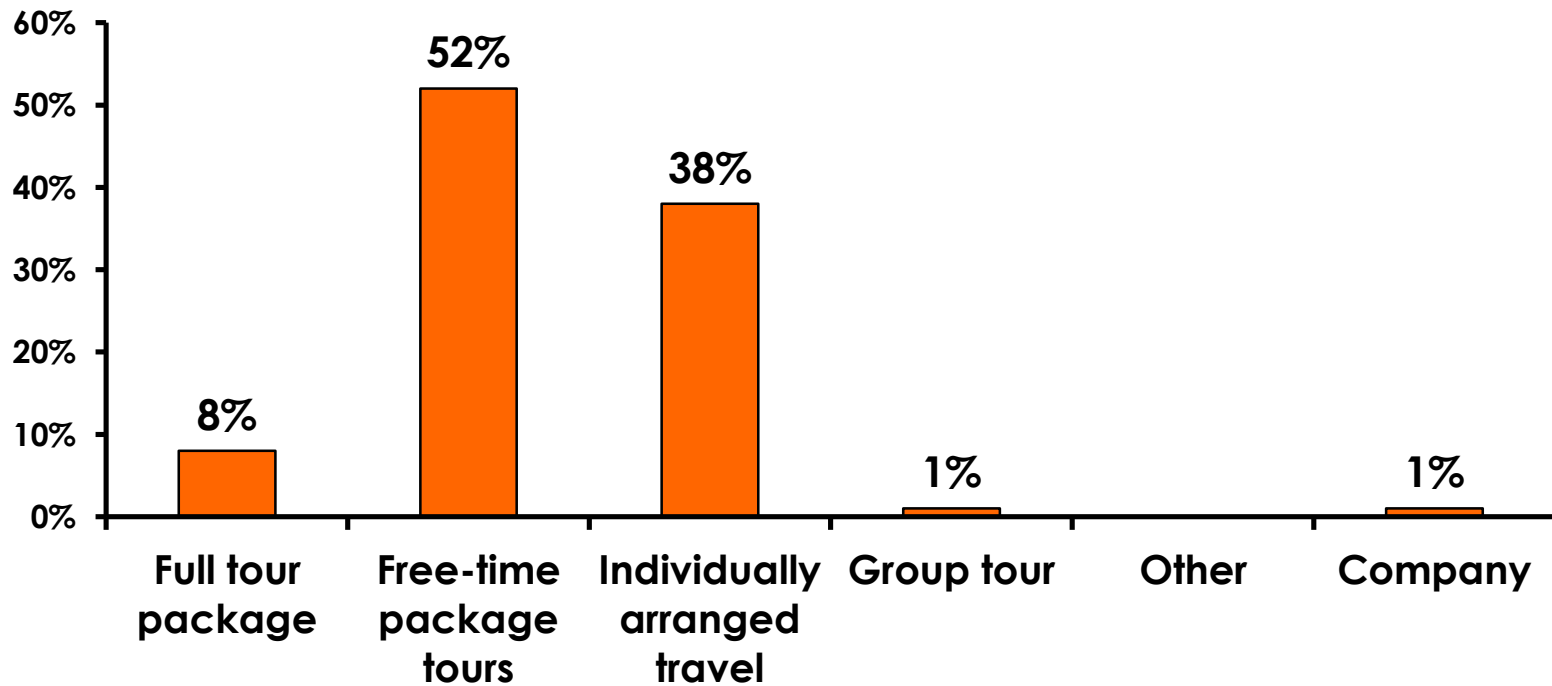


Occupation by Income

		TOTAL	Q26							
		-	<=CNY40K	CNY40K - CNY60K	CNY60K - CNY80K	CNY80K - CNY120K	CNY120K - CNY240K	CNY240K+	No Income	
Q25	Govt- Executive	24%			16%		30%	55%		
	Company: Office non-mgr	17%		10%	11%	36%	23%	10%		
	Company: Salesperson	14%	25%	20%	16%	21%	13%	5%		
	Retired	12%	25%	30%	21%	7%	10%			
	Prof-specialist	11%		10%	16%	21%	10%			
	Skilled worker	6%		30%	5%		3%	5%		
	Student	5%	50%		5%		3%		100%	
	Freelancer	5%				14%		10%		
	Other	4%			11%			10%		
	Govt- Mgr/ Exec	3%					7%	5%		
	Total	Count	103	4	10	19	14	30	20	1

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

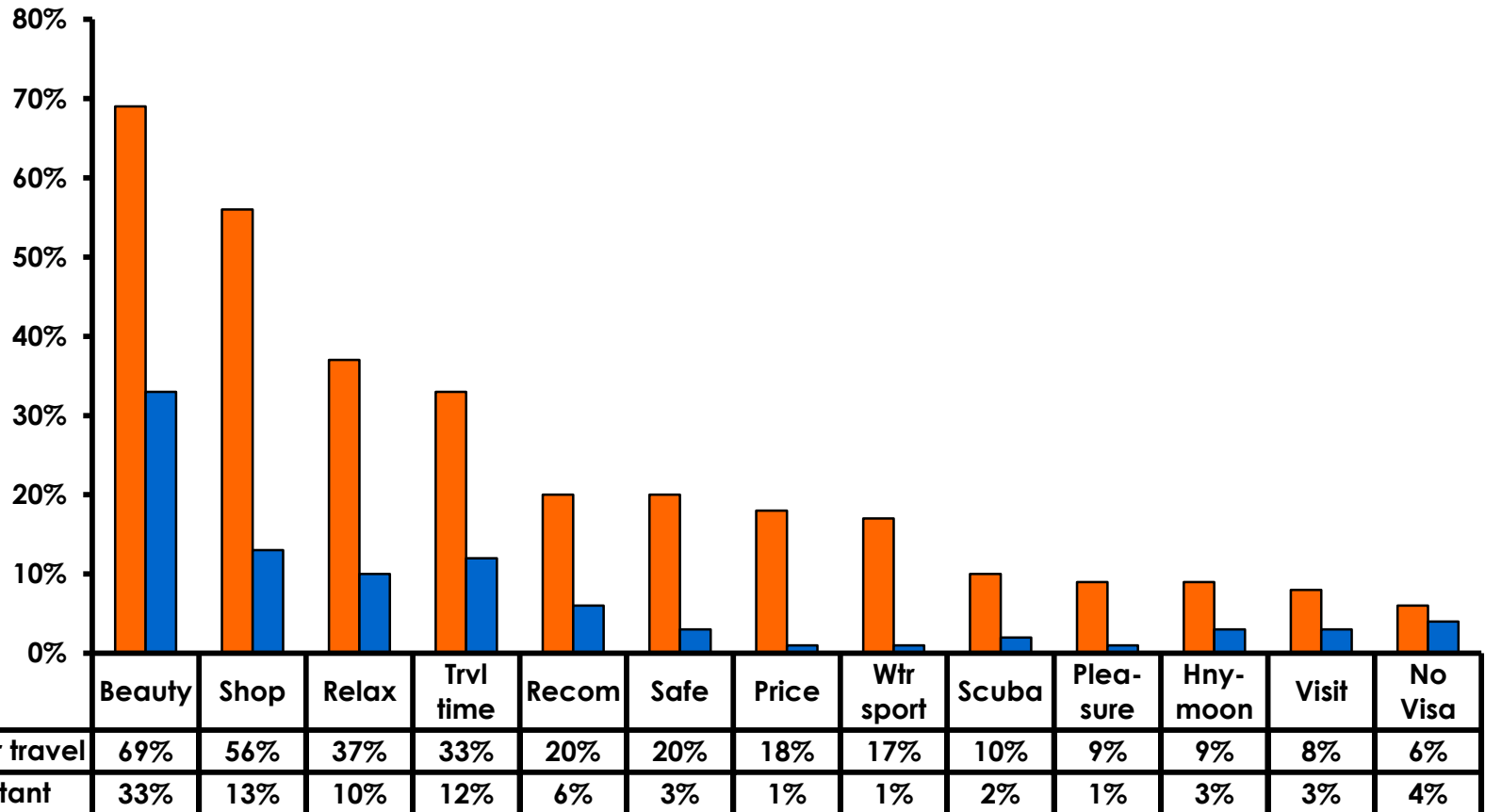


Accommodation by Income

Average length of stay: 4.09 days

	TOTAL	Q26							
		-	<=CBY40K	CNY40K - CNY60K	CNY60K - CNY80K	CNY80K - CNY120K	CNY120K - CNY240K	CNY240K+	No Income
Q9 Hilton Guam Resort	21%		30%	28%	36%	13%	20%	100%	
Hyatt Regency Guam	15%		10%	6%		27%	25%		
Westin Resort Guam	10%	25%		17%	7%	7%	5%		
Tumon Bay Capital Hotel	7%			6%	7%	10%	5%		
Sheraton Laguna Guam	6%	25%		11%		7%			
PIC Club	6%				7%	3%	15%		
Home stay/ friend/ relative	5%		10%		14%	3%			
Guam Reef & Olive Spa Resort	5%		10%			13%			
Holiday Resort Guam	5%		20%		7%		10%		
Fiesta Resort Guam	3%	25%	10%				5%		
Guam Plaza Hotel	3%		10%	6%	7%				
Bayview Hotel	3%			6%	7%	3%			
Other	2%			6%			5%		
Aqua Suites Guam	2%					7%			
Onward Beach Resort	2%			11%					
Royal Orchid Guam	2%					3%	5%		
Oceanview Hotel	2%	25%				3%			
Condo	1%			6%					
Hotel Nikko Guam	1%				7%				
Lotte Hotel Guam	1%						5%		
Total	Count	103	4	10	18	14	30	20	1

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Guam's natural beauty/ beaches,
- Shopping,
- Short travel time

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	69%	75%	69%	83%	50%	73%	66%	
	Shopping	56%	38%	50%	69%	58%	61%	53%	
	Relax	37%	63%	45%	14%	42%	39%	36%	
	Short travel time	33%	38%	40%	31%	21%	43%	25%	
	Safe	20%	25%	21%	17%	21%	30%	14%	
	Recomm- friend/family/trvl agnt	20%	25%	14%	24%	25%	18%	22%	
	Price	18%	25%	12%	28%	17%	16%	20%	
	Water sports	17%	13%	26%	14%	4%	9%	22%	
	Scuba	10%	13%	17%	7%		9%	10%	
	Pleasure	9%	25%	10%	7%	4%	11%	7%	
	Honeymoon	9%	13%	19%			7%	10%	
	Visit friends/ Relatives	8%		7%	3%	17%	5%	10%	
	No visa requirement	6%			3%	21%	9%	3%	
	Previous trip	6%			17%	4%	2%	8%	
	Married/ Attn wedding	4%		2%	3%	8%	2%	5%	
	Career Cert/ Testing	4%		10%			7%	2%	
	Other	3%	13%	2%		4%	5%	2%	
	Convention/ Trade/ Conference	1%	13%				2%		
	Company/ Business Trip	1%	13%				2%		
	Total	Count	103	8	42	29	24	44	59

Motivation by Income

		TOTAL	Q26						No Income	
		-	<=CBY40K	CNY40K - CNY60K	CNY60K - CNY80K	CNY80K - CNY120K	CNY120K - CNY240K	CNY240K+		
Q5A	Natural beauty	69%	50%	80%	47%	86%	70%	74%	100%	
	Shopping	56%	25%	50%	58%	71%	53%	63%		
	Relax	37%		60%	21%	29%	43%	37%	100%	
	Short travel time	33%		30%	16%	50%	33%	47%	100%	
	Safe	20%		20%	5%	21%	23%	32%		
	Recomm- friend/family/trvl agnt	20%	50%	20%	21%	14%	20%	21%		
	Price	18%		30%	11%	14%	20%	32%		
	Water sports	17%	25%	20%		21%	13%	32%		
	Scuba	10%	25%	10%	5%	21%	7%	11%		
	Pleasure	9%		20%	5%			26%	100%	
	Honeymoon	9%	25%	10%	11%	14%	7%	5%		
	Visit friends/ Relatives	8%		10%	11%	14%	7%			
	No visa requirement	6%		10%		7%	10%			
	Previous trip	6%		10%			7%	5%		
	Married/ Attn wedding	4%			5%	7%		11%		
	Career Cert/ Testing	4%					7%	5%		
	Other	3%	25%					11%		
	Convention/ Trade/ Conference	1%					3%			
	Company/ Business Trip	1%					3%			
	Total	Count	103	4	10	19	14	30	19	1

SECTION 3 **EXPENDITURES**

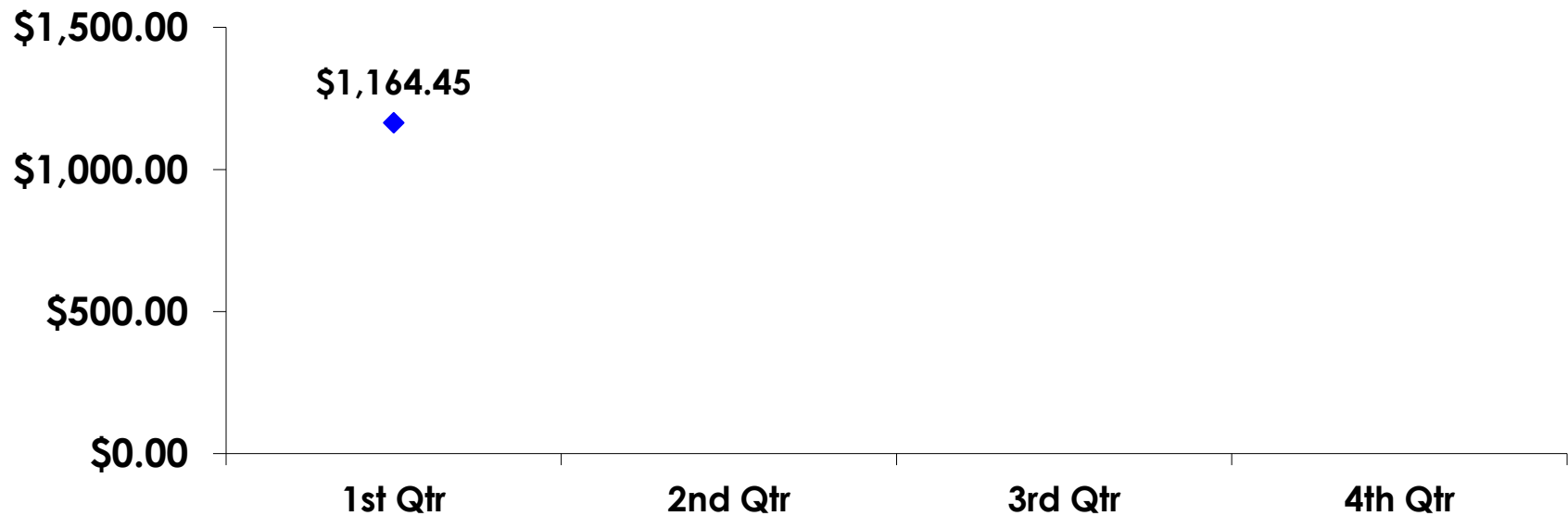
Prepaid Expenditures

Yuan 6.13/US\$1

- \$1,914.71 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$7,015 = maximum (highest amount recorded for the entire sample)
- \$1,164.45 = overall mean average per person prepaid expenditures

PREPAID EXPENDITURES

Per Person



YTD=\$1,164.45

Breakdown of Prepaid Expenditures

Yuan 6.13=\$1

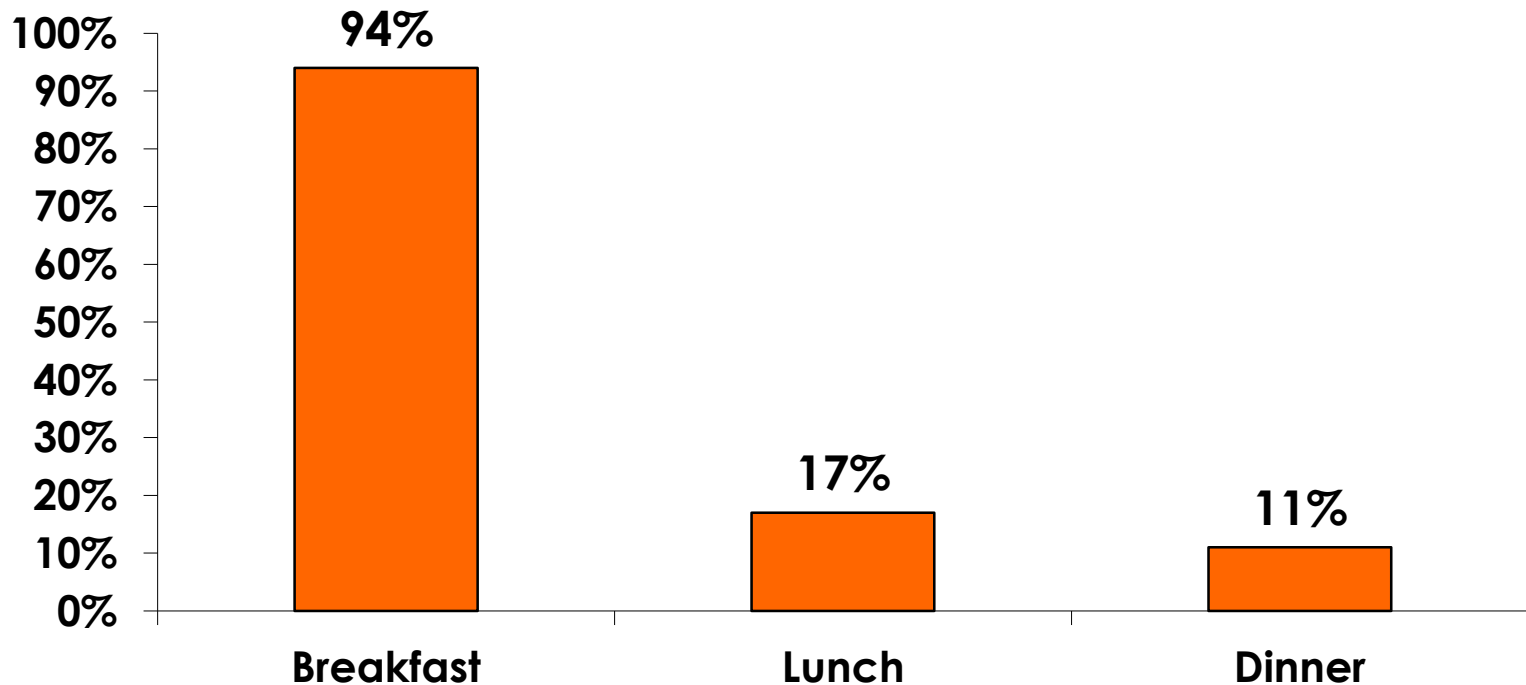
**(Filter: Only those who responded/
Per Travel Party)**

	MEAN \$
Air & Accommodation package only	\$2,019.97
Air & Accommodation w/ daily meal package	\$2,381.73
Air only	\$859.23
Accommodation only	\$393.60
Accommodation w/ daily meal only	\$-
Food & Beverages in Hotel	\$326.26
Ground transportation – China	\$85.13
Ground transportation – Guam	\$112.38
Optional tours/ activities	\$502.74
U.S. Visa Application	\$277.32
Other expenses	\$799.35
Total Prepaid	\$1,914.71

PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n= 18

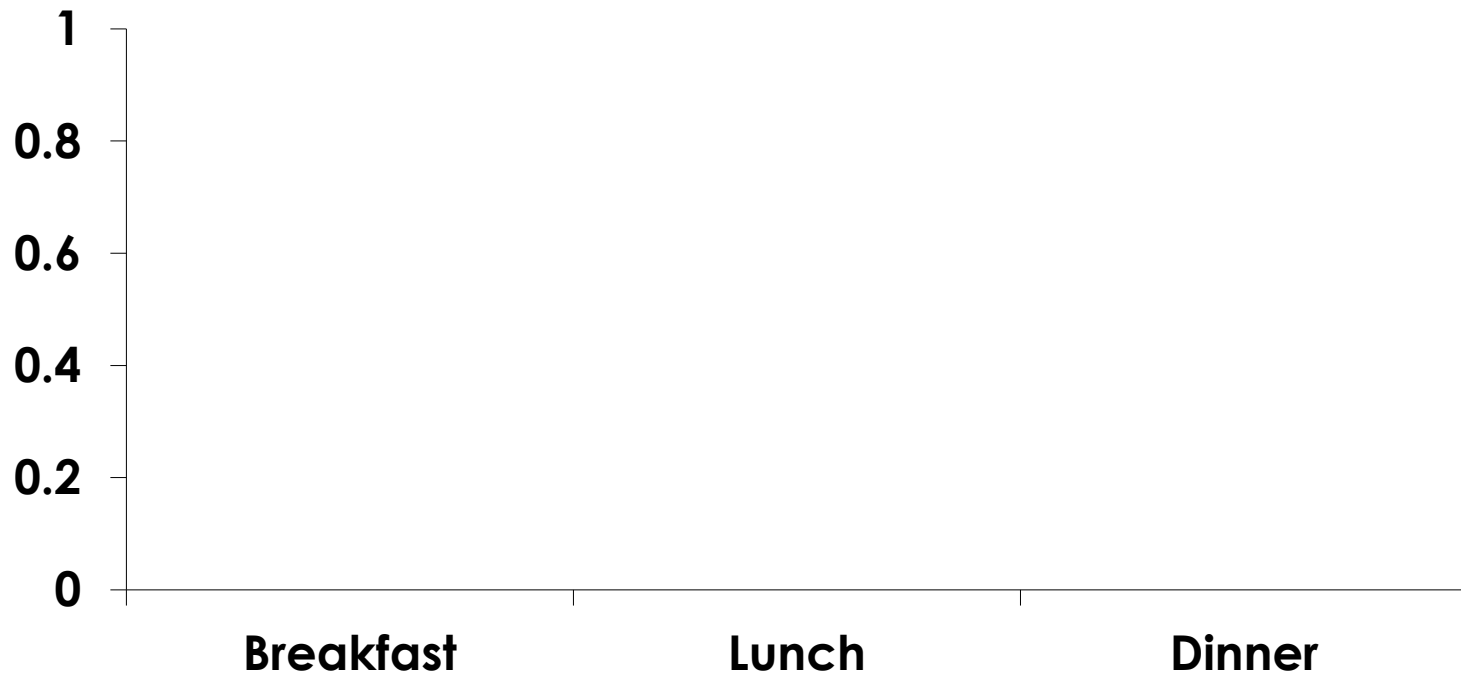


Mean=\$2,381.73 per travel party

PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

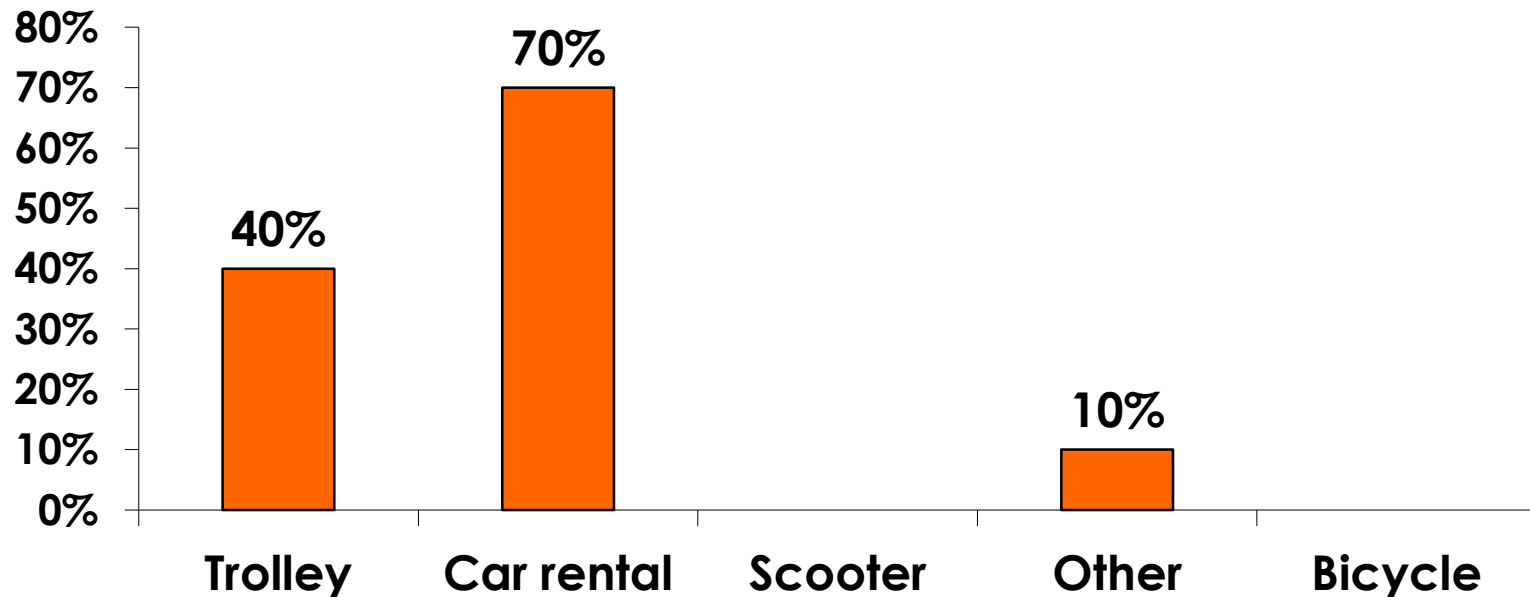
n= x



Mean=\$xxx per travel party

PREPAID GROUND TRANSPORTATION

n= 10



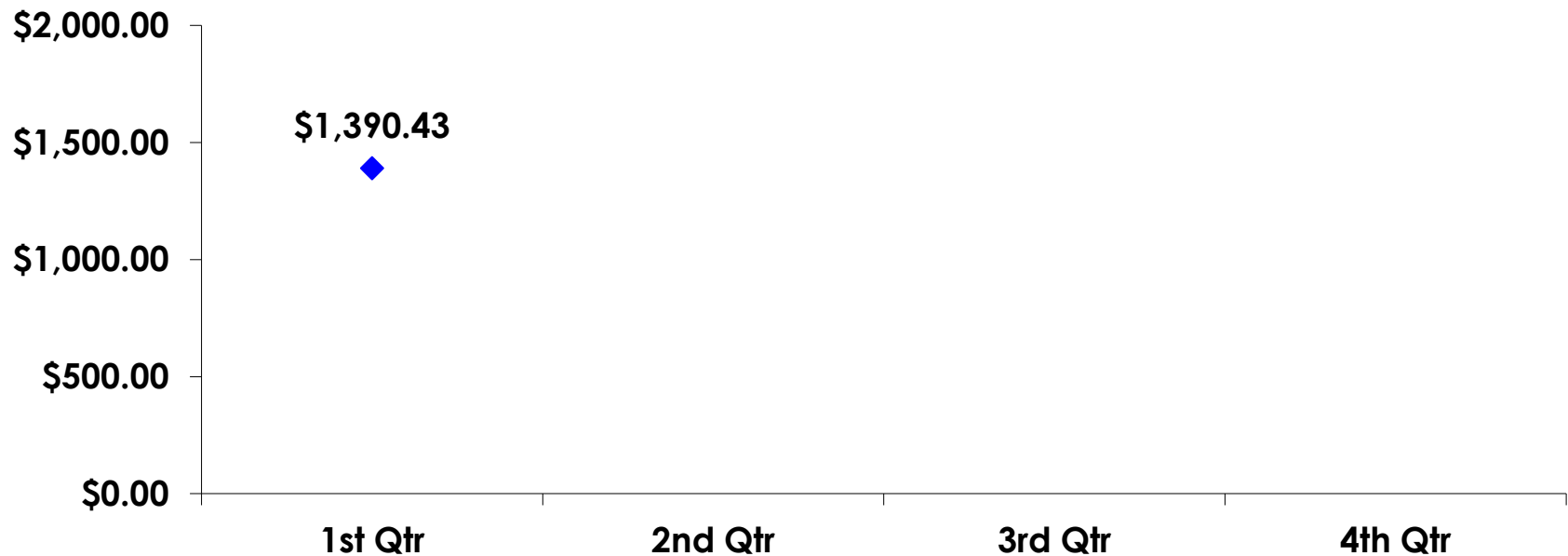
Mean=\$112.38 per travel party

On-Island Expenditures

- \$1,998.63 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$10,000 = Maximum (highest amount recorded for the entire sample)
- \$1,390.43 = overall mean average per person on-island expenditure

ON-ISLAND EXPENDITURES

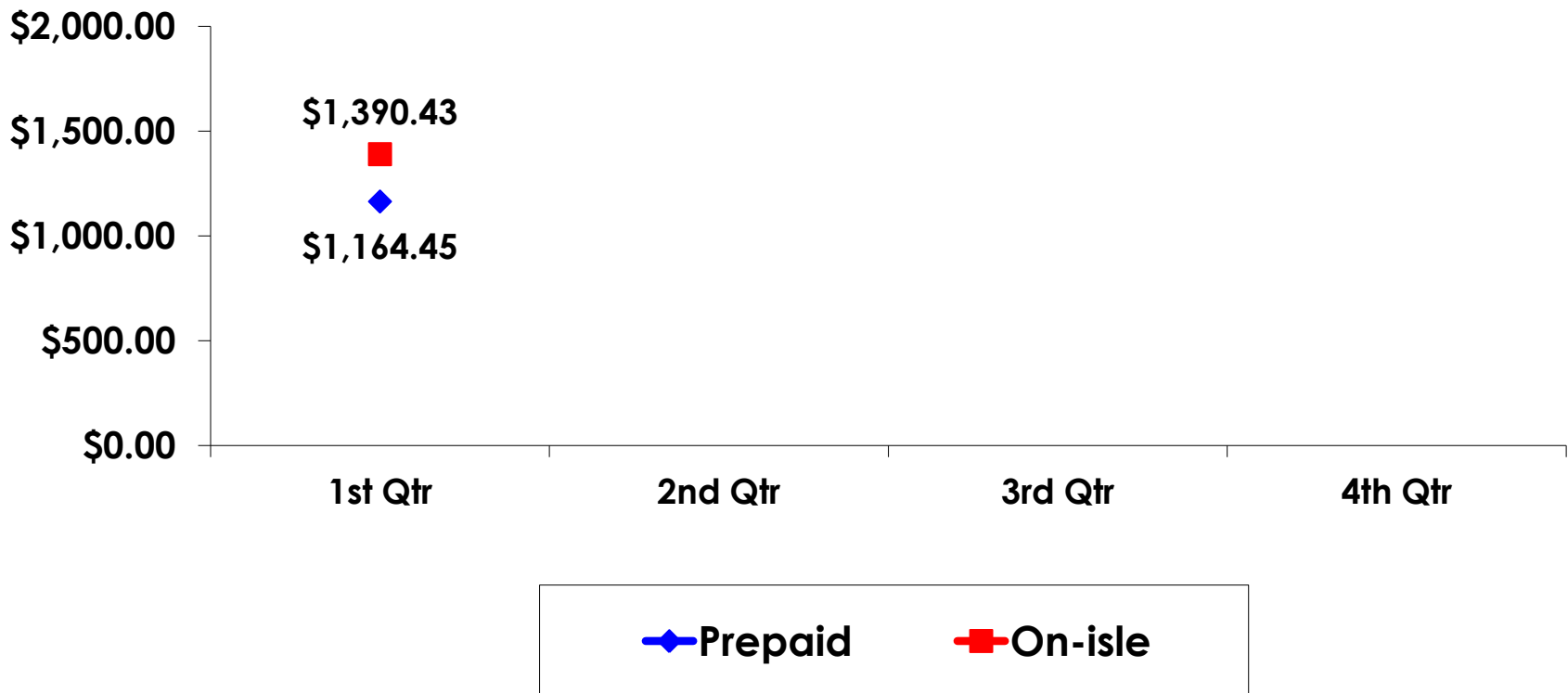
Per Person



YTD = \$1,390.43

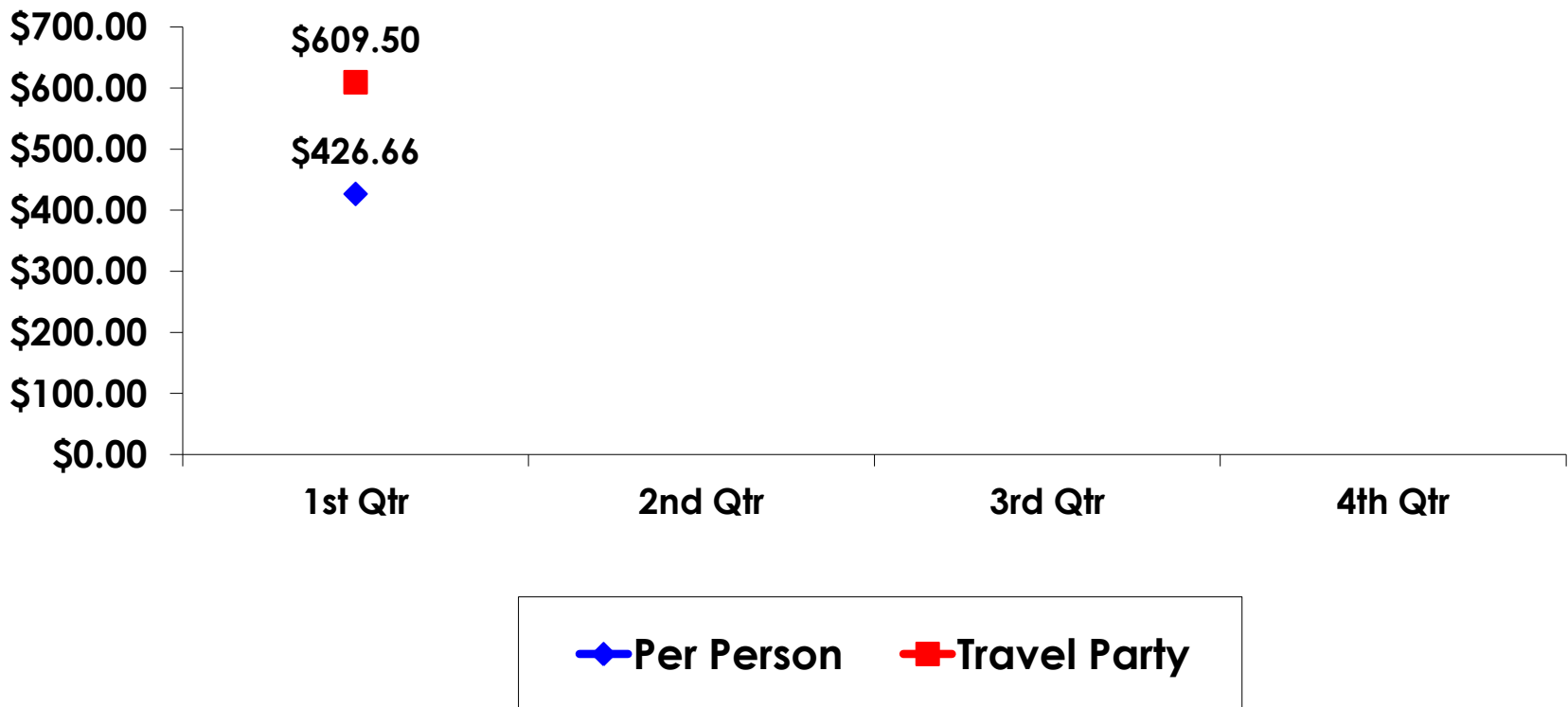
PREPAID/ ON-ISLE EXPENDITURES – Per Person

Prepaid YTD = \$1,164.45 On-Isle YTD = \$1,390.43



ON-ISLE EXPENDITURES – Per DAY

Per Person YTD= \$426.66 Travel Party YTD= \$609.50



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+			
		-	Male	Female	18-24	25-34	35-49	50+	18-24	25-34	35-49	50+
PER PERSON	Mean	\$1,390.43	\$1,529.87	\$1,288.17	\$1,329.60	\$1,563.50	\$1,933.33	\$1,260.28	\$1,183.33	\$1,305.93	\$1,219.58	\$1,391.67
	Median	\$1,000	\$1,117	\$575	\$1,000	\$1,117	\$1,500	\$950	\$800	\$433	\$333	\$1,150
	Minimum	\$0	\$0	\$0	\$229	\$0	\$0	\$0	\$550	\$0	\$0	\$0
	Maximum	\$10,000	\$4,500	\$10,000	\$2,919	\$4,000	\$4,500	\$3,600	\$2,200	\$10,000	\$6,000	\$4,000

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$31.47	\$33.02	\$30.33	\$25.00	\$33.33	\$31.03	\$30.83
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$20.91	\$12.39	\$27.17	\$31.88	\$31.40	\$16.55	\$3.75
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B RESTRNT	Mean	\$26.69	\$23.09	\$29.33	\$62.50	\$21.77	\$40.69	\$6.67
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPT TOUR	Mean	\$35.53	\$25.34	\$43.00	\$50.00	\$46.74	\$20.69	\$28.54
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$323.61	\$266.02	\$365.83	\$378.75	\$135.70	\$360.34	\$597.50
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- OTHER	Mean	\$138.85	\$198.41	\$95.17	\$65.00	\$66.28	\$296.55	\$102.92
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TRANS	Mean	\$31.19	\$27.70	\$33.75	\$103.00	\$32.56	\$33.10	\$2.50
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$1,389.41	\$1,816.68	\$1,076.08	\$1,652.38	\$1,803.60	\$885.52	\$1,168.54
	Median	\$500	\$1,000	\$140	\$650	\$845	\$0	\$675
TOTAL	Mean	\$1,998.63	\$2,404.93	\$1,700.67	\$2,368.50	\$2,169.05	\$1,691.38	\$1,941.25
	Median	\$1,350	\$1,740	\$1,100	\$1,050	\$1,500	\$1,400	\$1,250

On-Island Expenditures

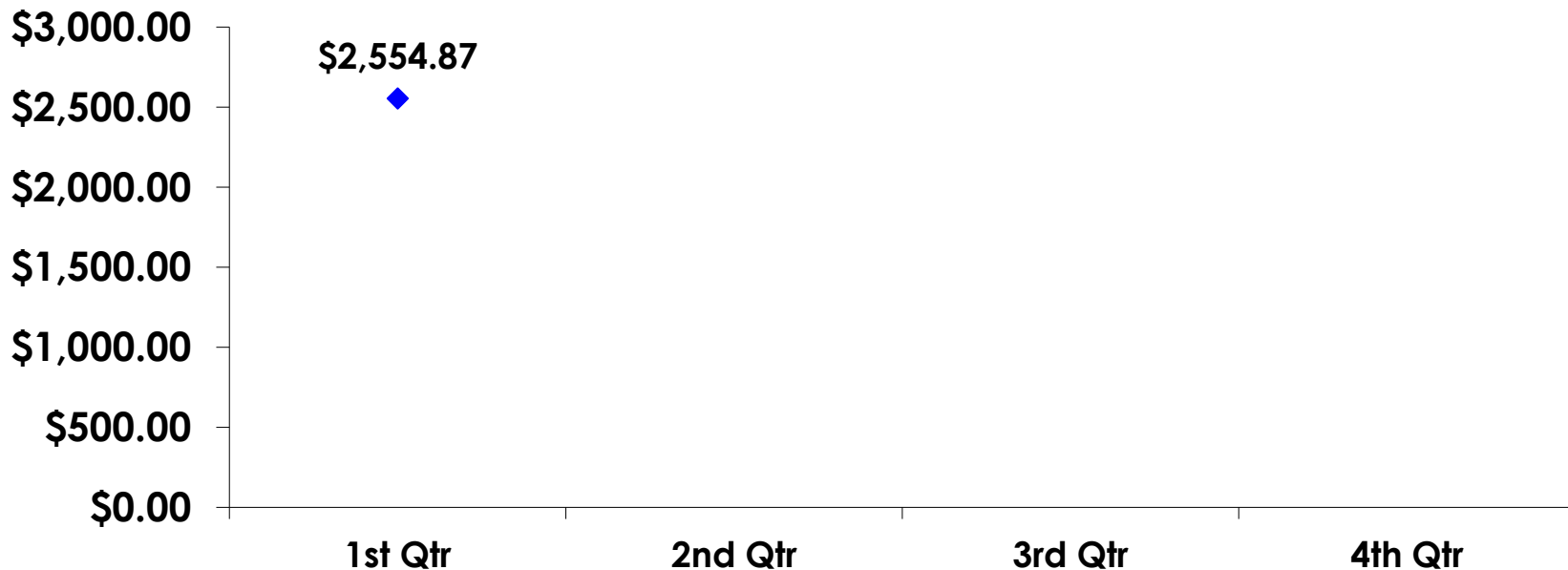
First Timers & Repeaters

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$31.47	\$22.84	\$86.67
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$20.91	\$26.52	\$0.00
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$26.69	\$26.54	\$33.33
	Median	\$0	\$0	\$0
OPT TOUR	Mean	\$35.53	\$45.06	\$0.00
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$323.61	\$325.06	\$453.33
	Median	\$0	\$0	\$0
GIFT- OTHER	Mean	\$138.85	\$109.02	\$366.67
	Median	\$0	\$0	\$0
TRANS	Mean	\$31.19	\$28.59	\$53.33
	Median	\$0	\$0	\$0
OTHER	Mean	\$1,389.41	\$1,428.04	\$980.00
	Median	\$500	\$450	\$0
TOTAL	Mean	\$1,998.63	\$2,012.89	\$1,973.33
	Median	\$1,350	\$1,400	\$1,400

Total Expenditures Per Person (Prepaid & On-Island)

- \$2,554.87 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$11,631 = Maximum (highest amount recorded for the entire sample)

TOTAL EXPENDITURES Per Person



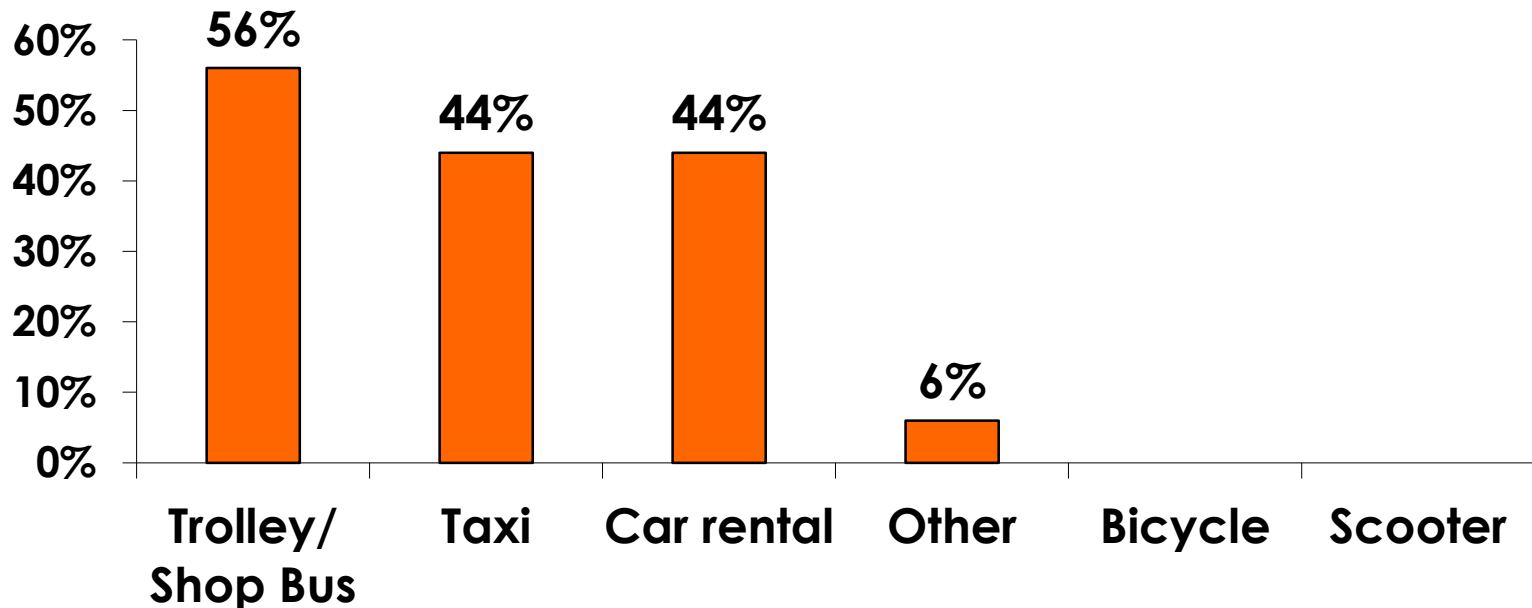
YTD=\$2,554.87

Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$31.47
Food & beverage in fast food restaurant/convenience store	\$20.91
Food & beverage at restaurants or drinking establishments outside a hotel	\$26.69
Optional tours and activities	\$35.53
Gifts/ souvenirs for yourself/companions	\$323.61
Gifts/ souvenirs for friends/family at home	\$138.85
Local transportation	\$31.19
Other expenses not covered	\$1,389.41
Average Total	\$1,998.63

Local Transportation

n= 18



Mean=\$31.19 per travel party

Guam Airport Expenditures

- \$158.15 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$3,500 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

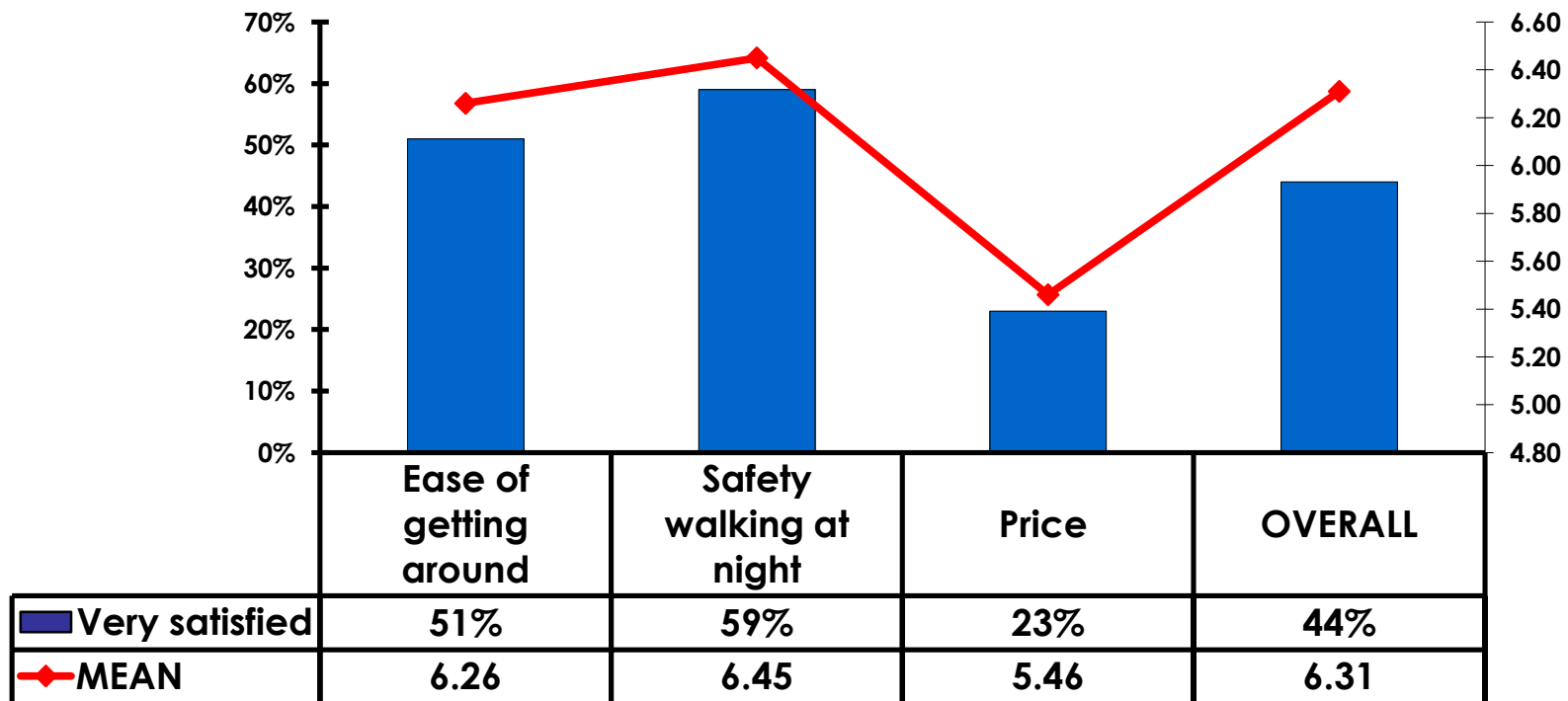
	MEAN \$
Food & Beverages	\$8.90
Gifts/Souvenirs Self	\$81.49
Gifts/Souvenirs Others	\$67.76
Total	\$158.15

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

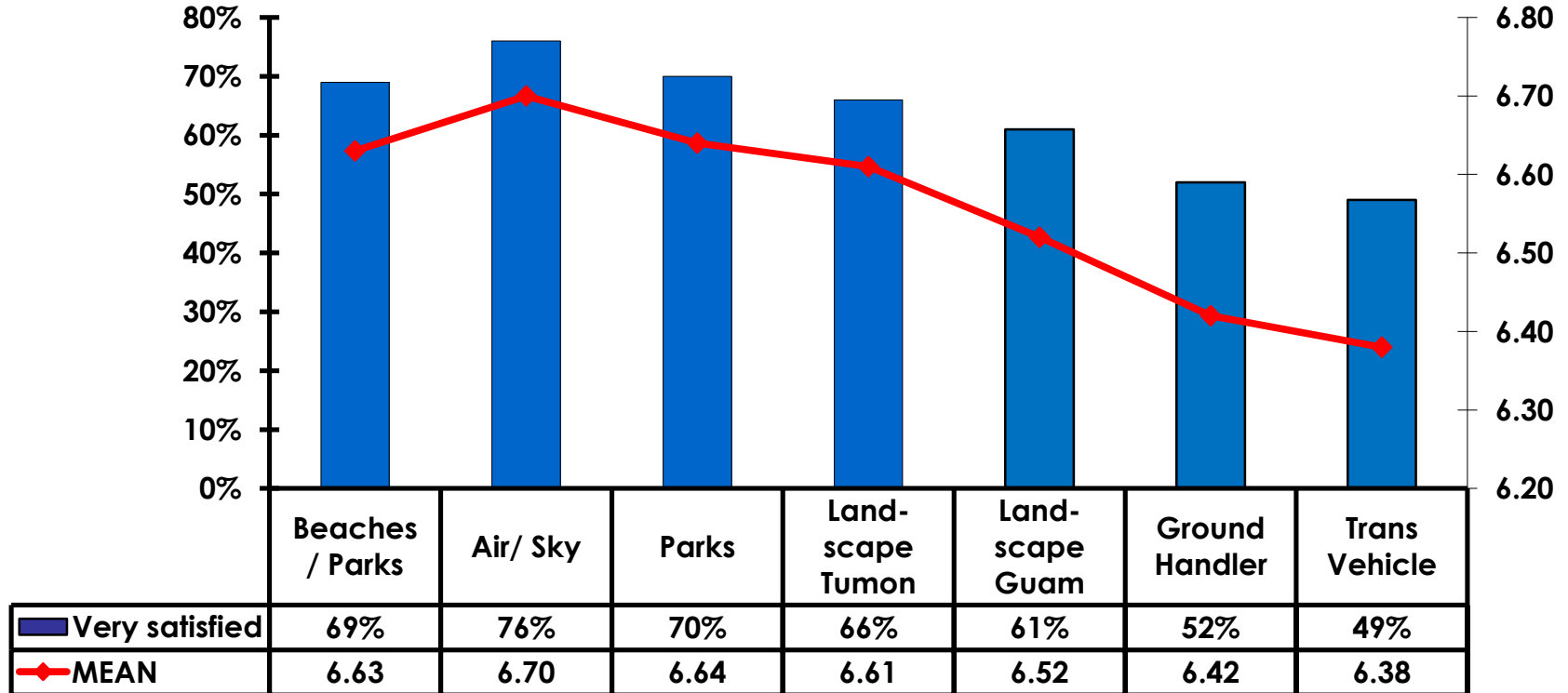
7=Very Satisfied/1=Very Dissatisfied



Satisfaction Quality/ Cleanliness

7pt Rating Scale

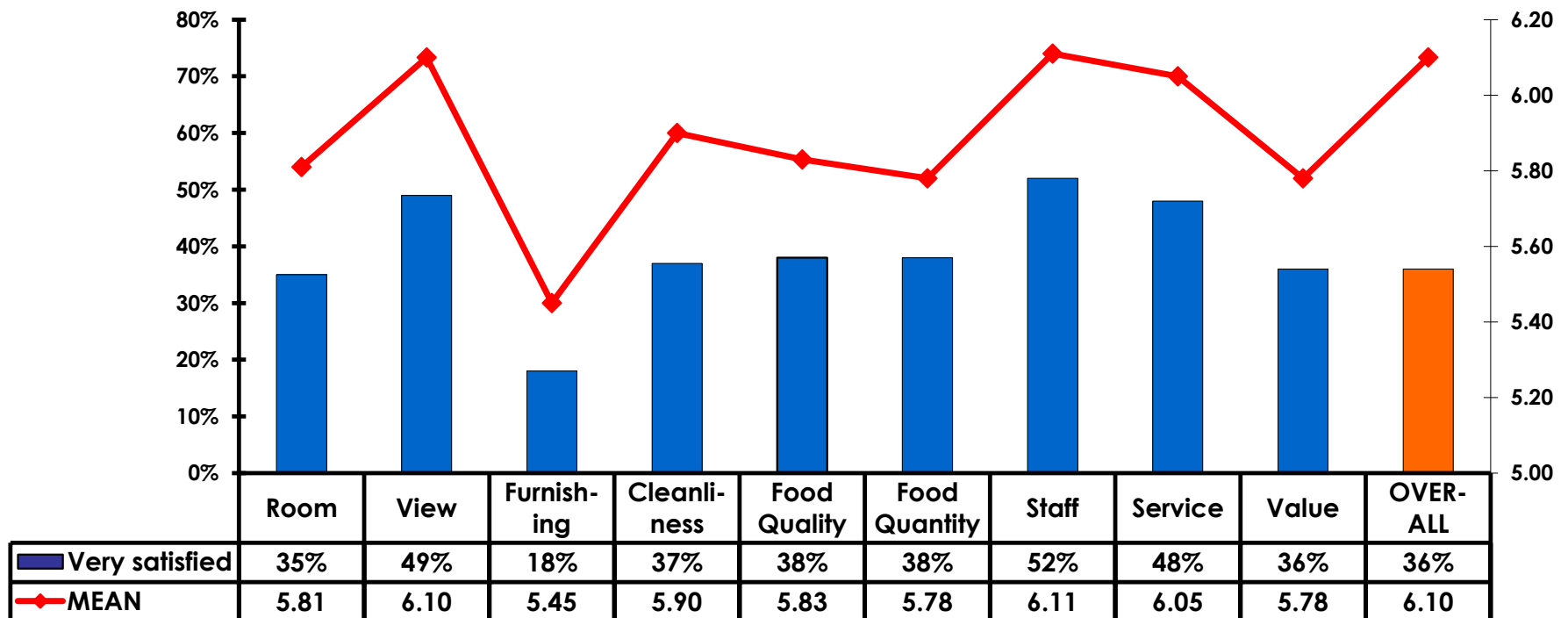
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

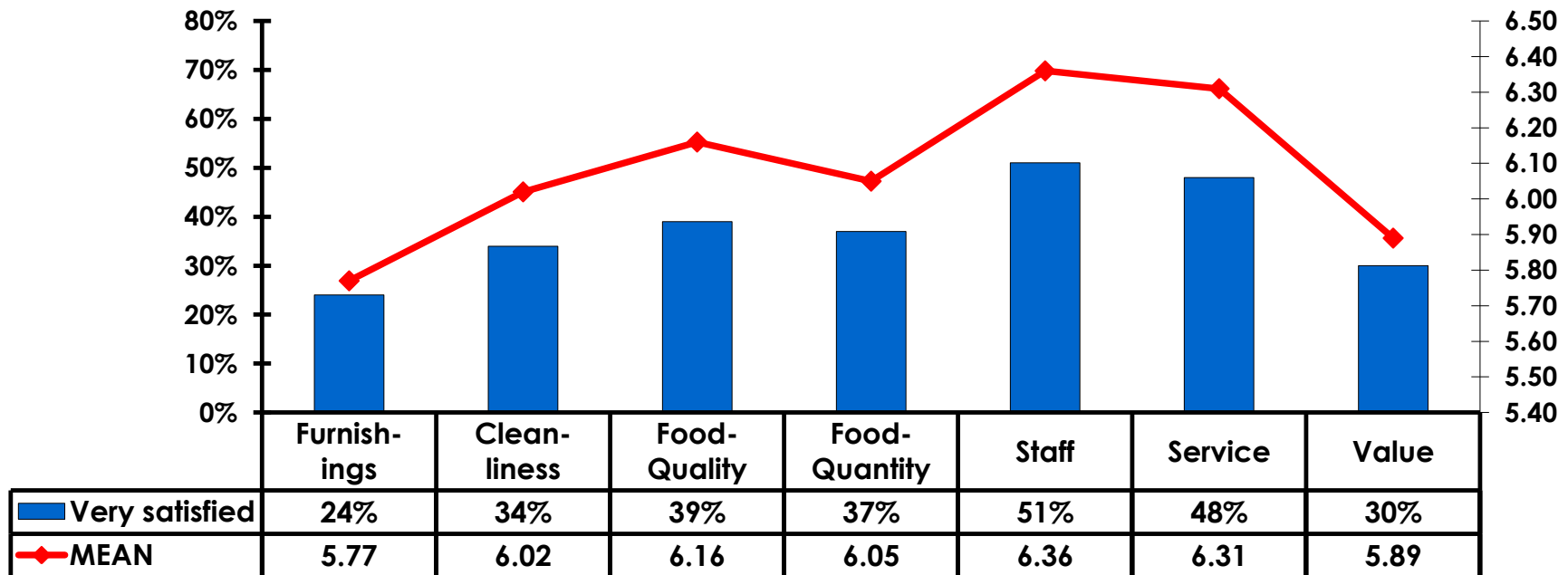
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

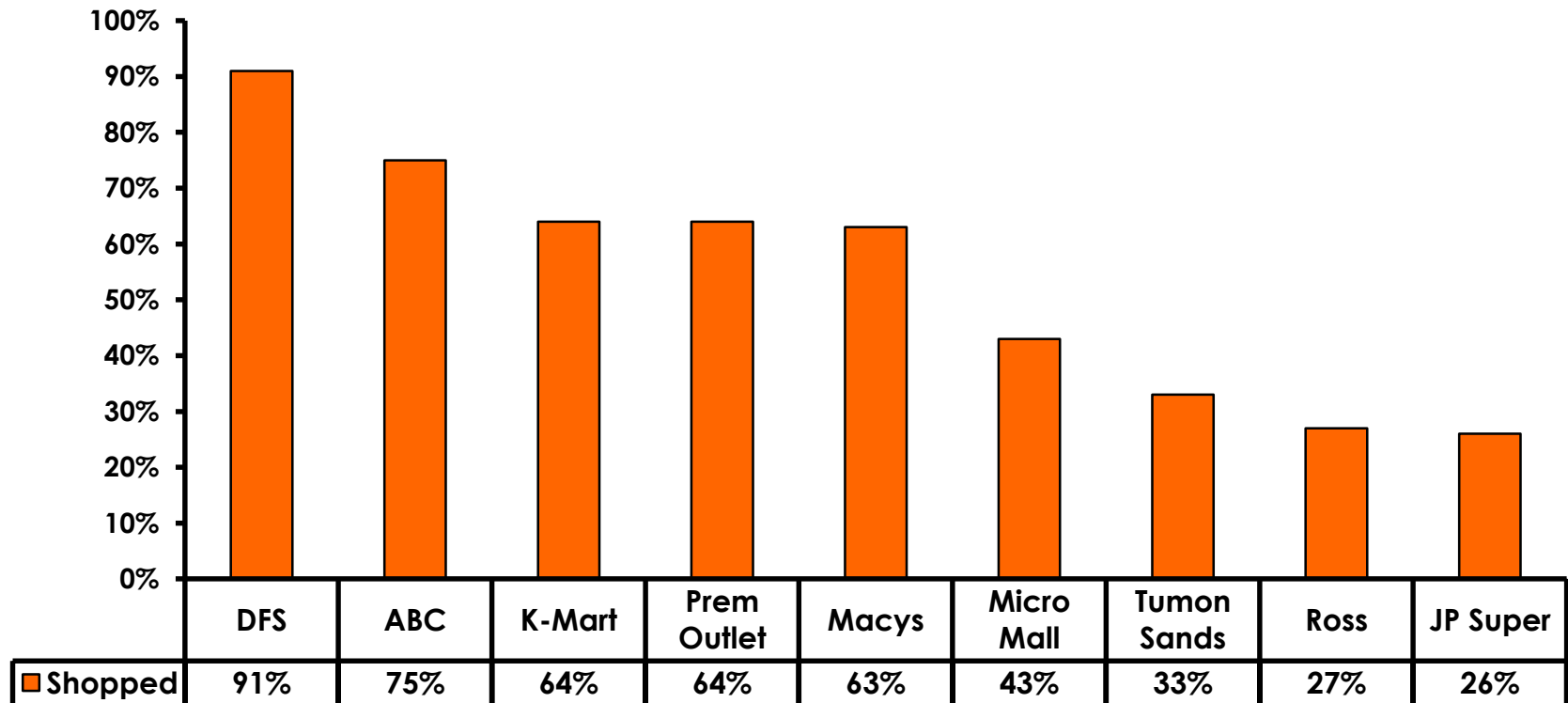
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



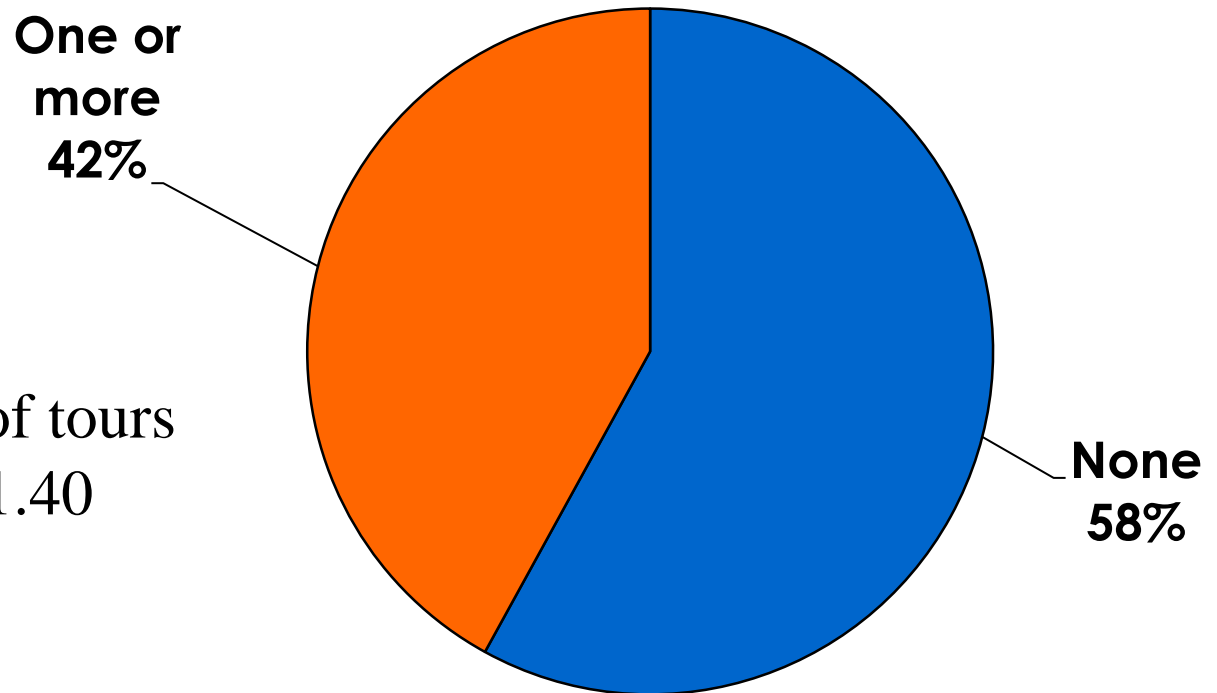
Satisfaction with Shopping

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 79%	Score of 6 to 7 = 70%
Score of 4 to 5 = 22%	Score of 4 to 5 = 25%
Score 1 to 3 = -%	Score 1 to 3 = 5%
MEAN = 6.14	MEAN = 5.78

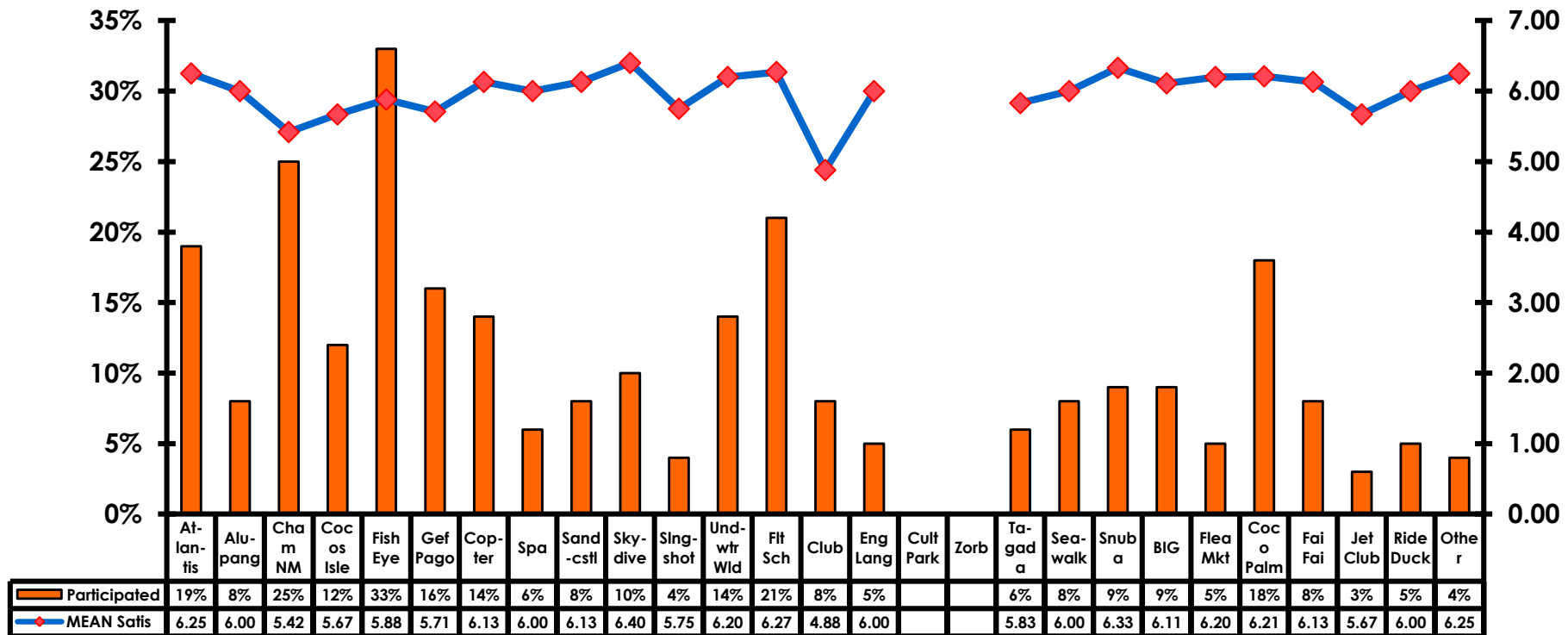
Optional Tour Participation



- Average number of tours participated in is 1.40

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 = 82%	Score of 6 to 7 = 79%
Score of 4 to 5 = 18%	Score of 4 to 5 = 19%
Score 1 to 3 = -%	Score 1 to 3 = 1%
MEAN = 6.27	MEAN = 6.13

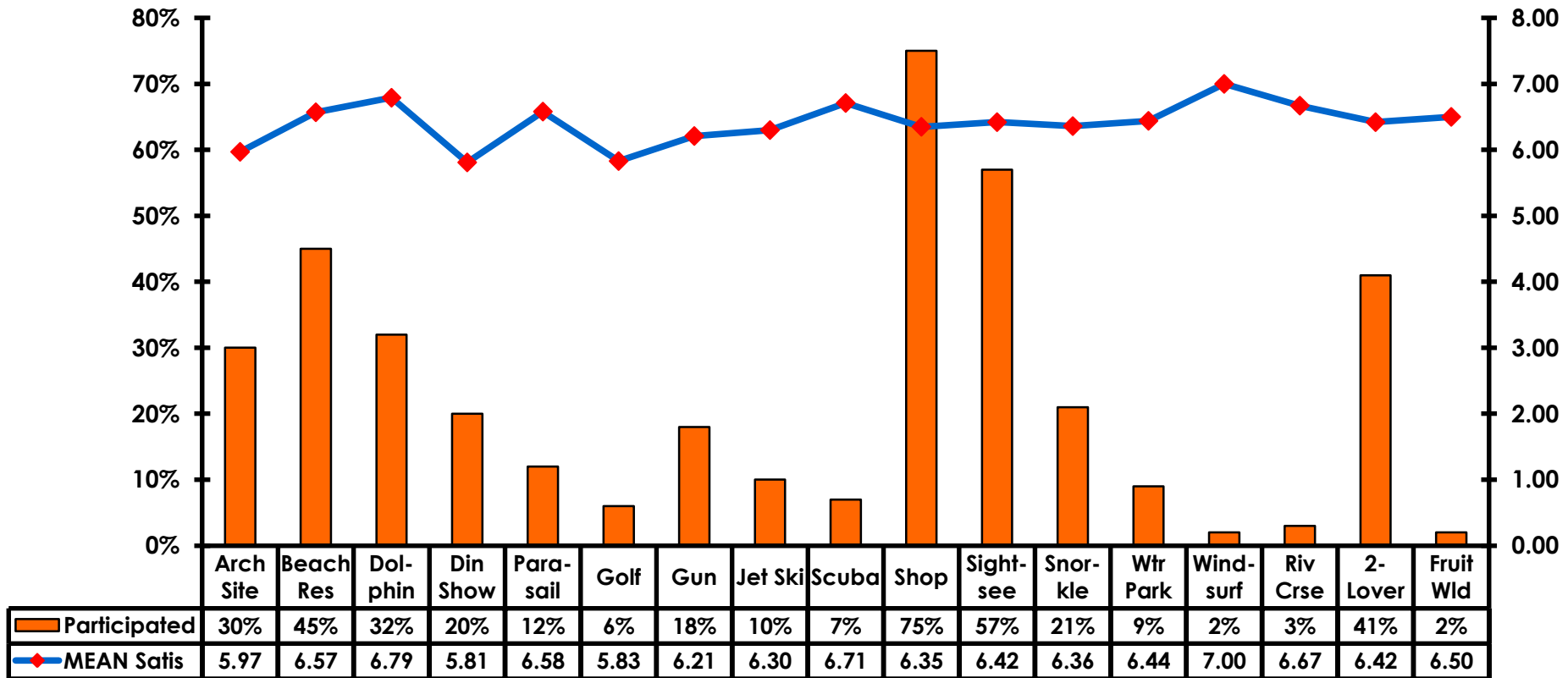
Night Tours Satisfaction

7pt Rating Scale

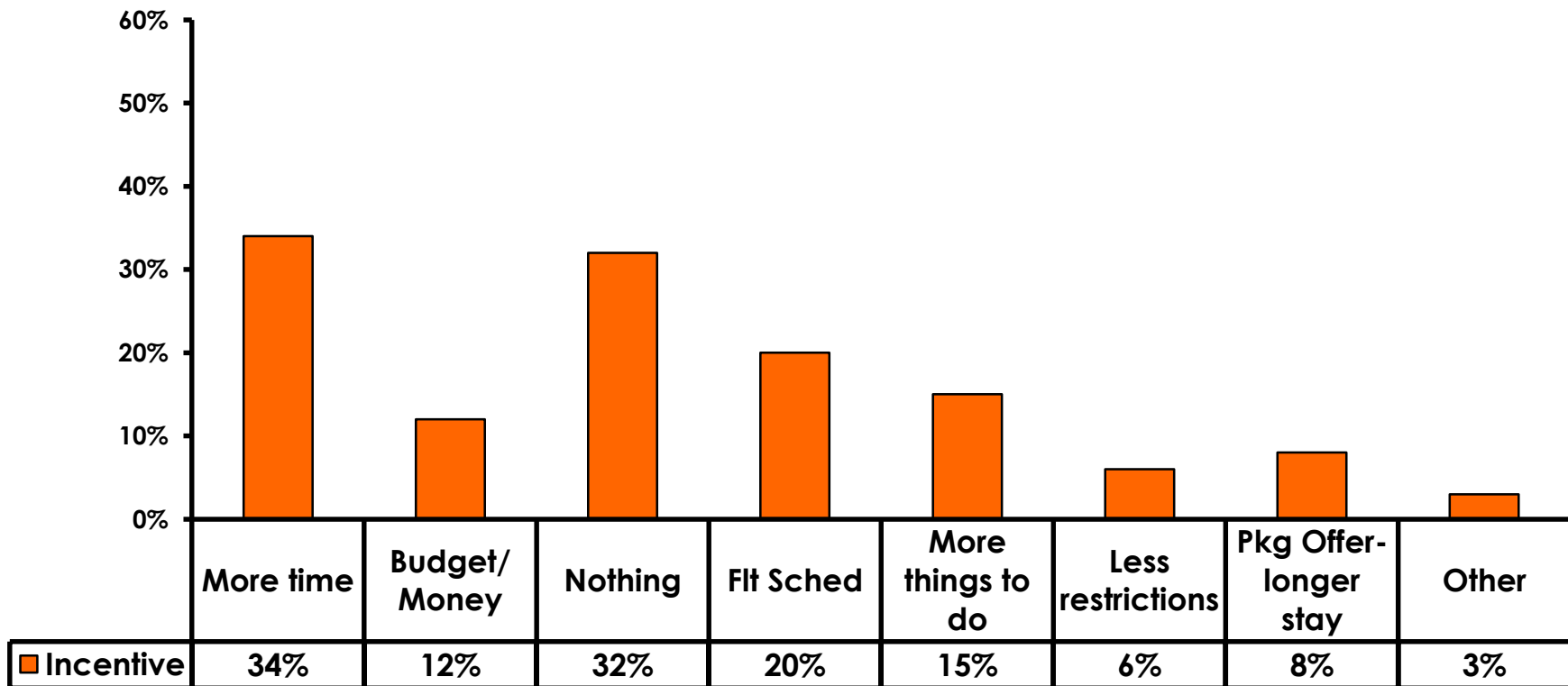
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 67%	Score of 6 to 7 = 66%
Score of 4 to 5 = 28%	Score of 4 to 5 = 31%
Score 1 to 3 = 4%	Score 1 to 3 = 3%
MEAN = 5.82	MEAN = 5.84

Satisfaction with Other Activities



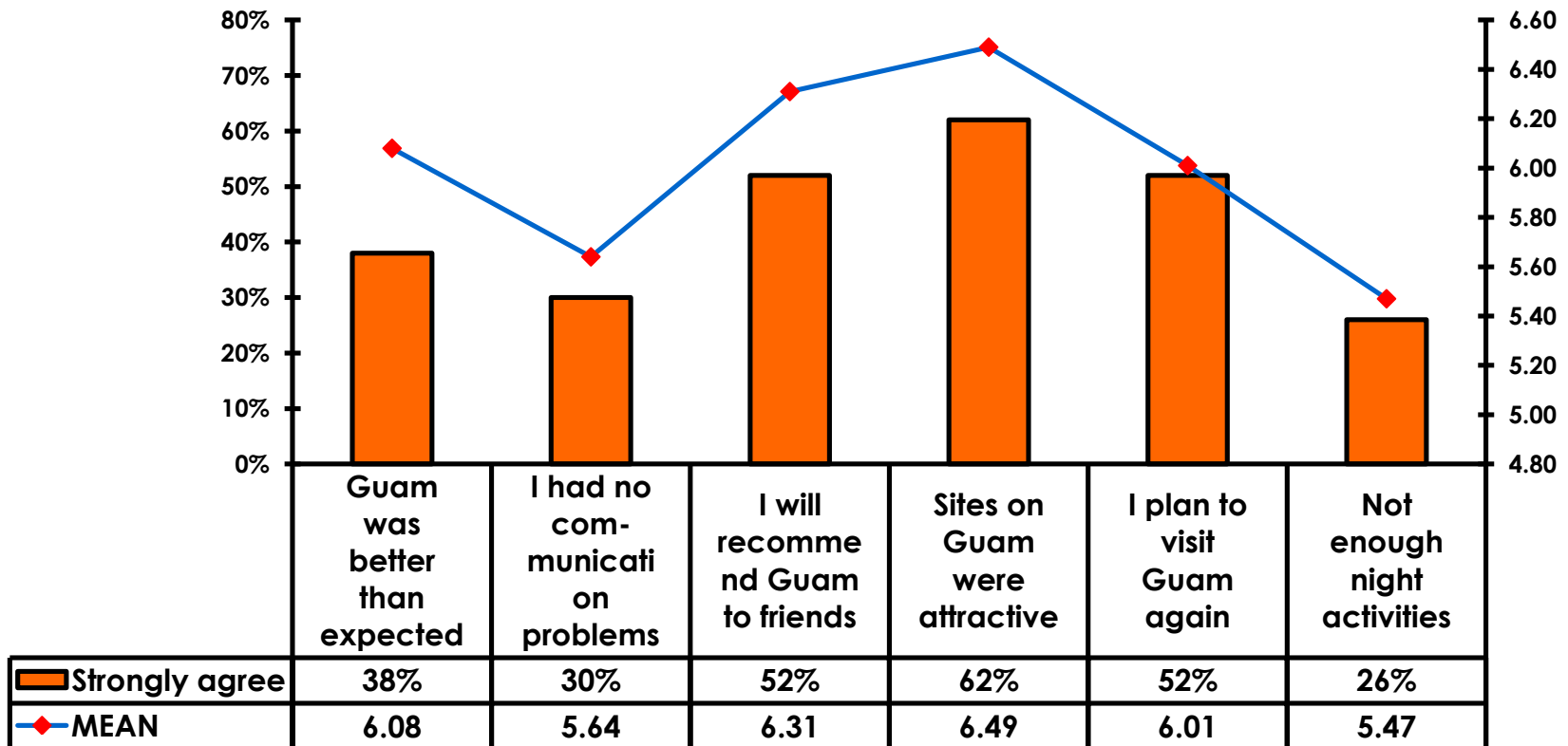
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

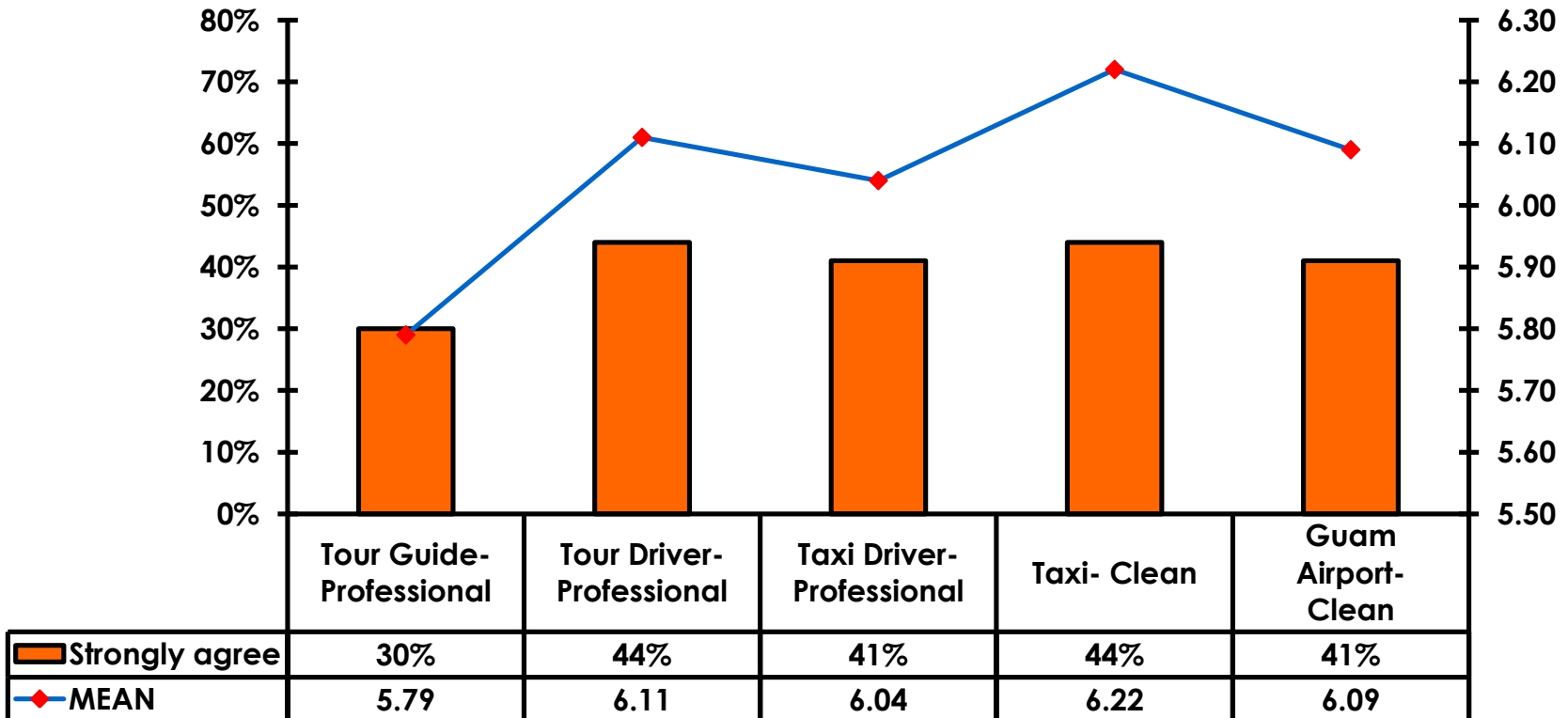
7=Very Satisfied/ 1=Very Dissatisfied



On-Island Perceptions

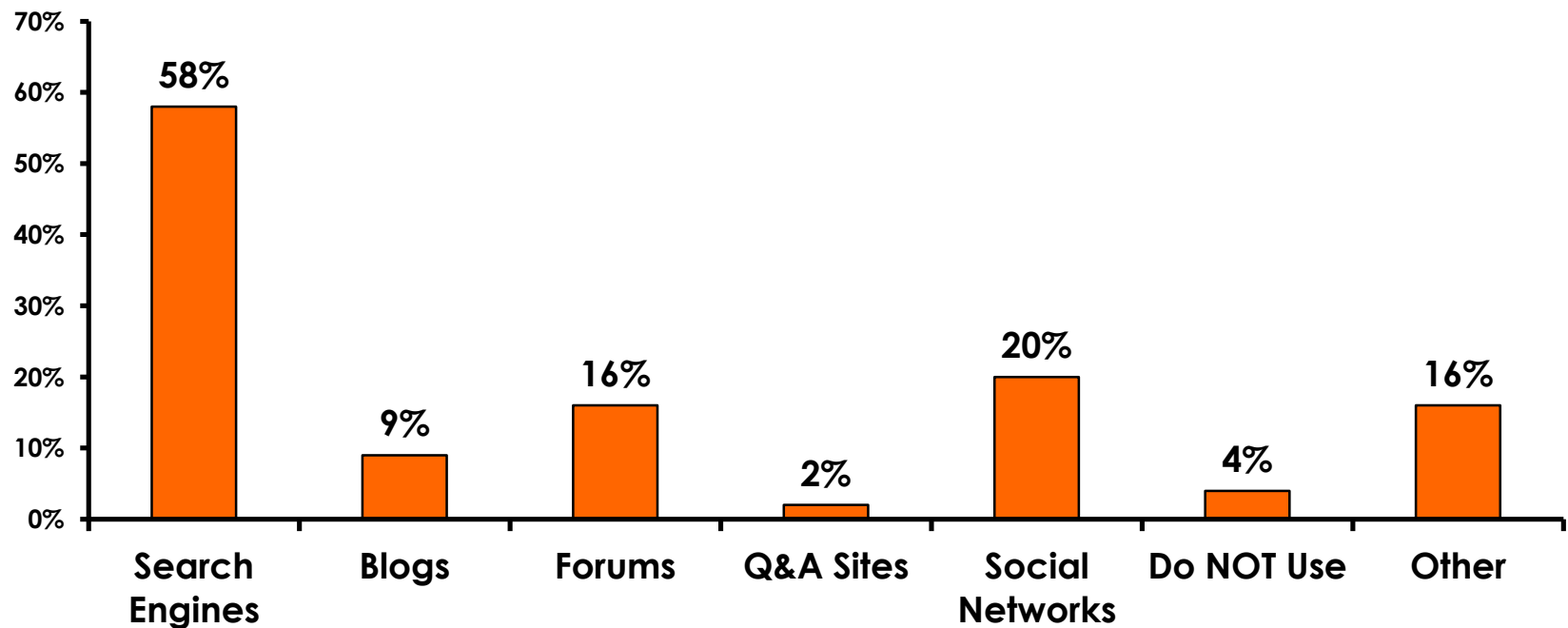
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



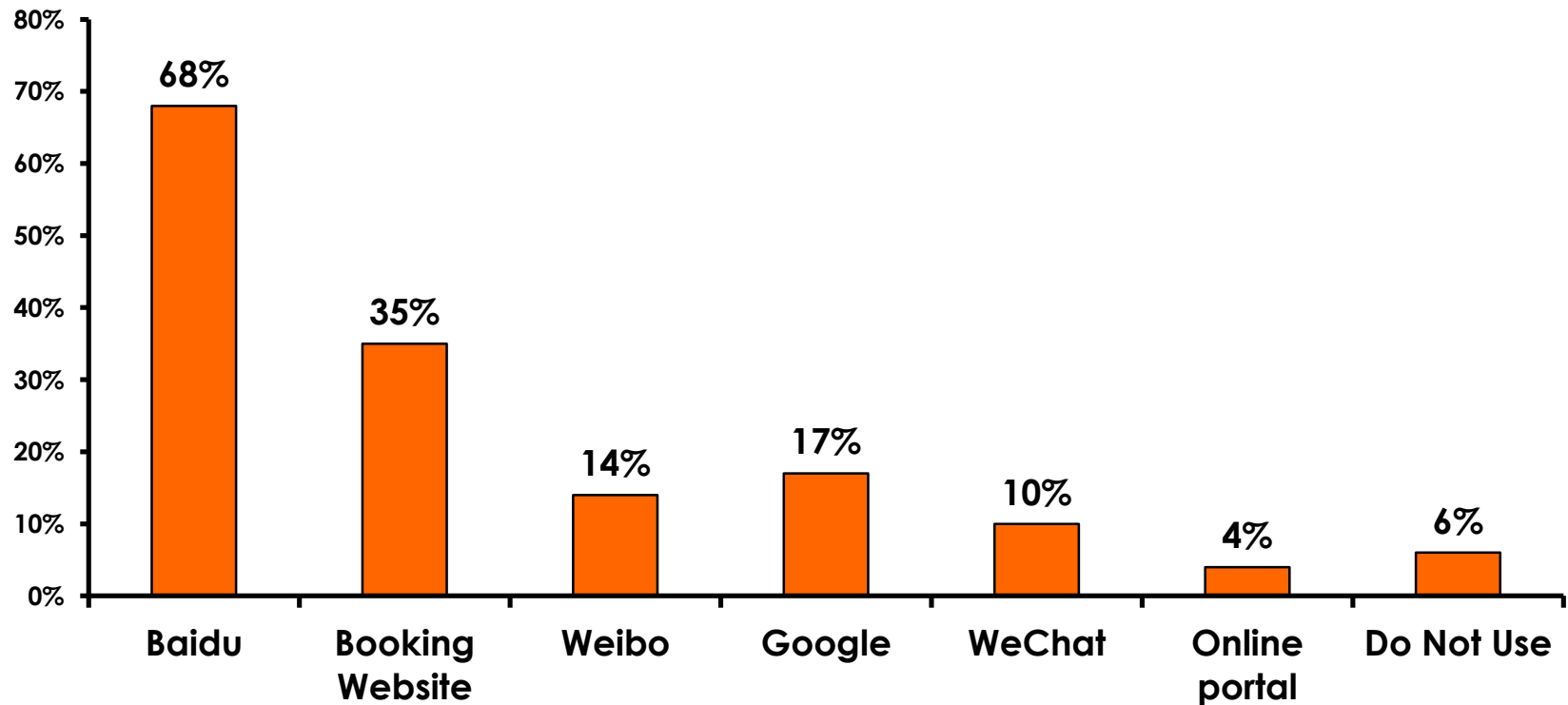
SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

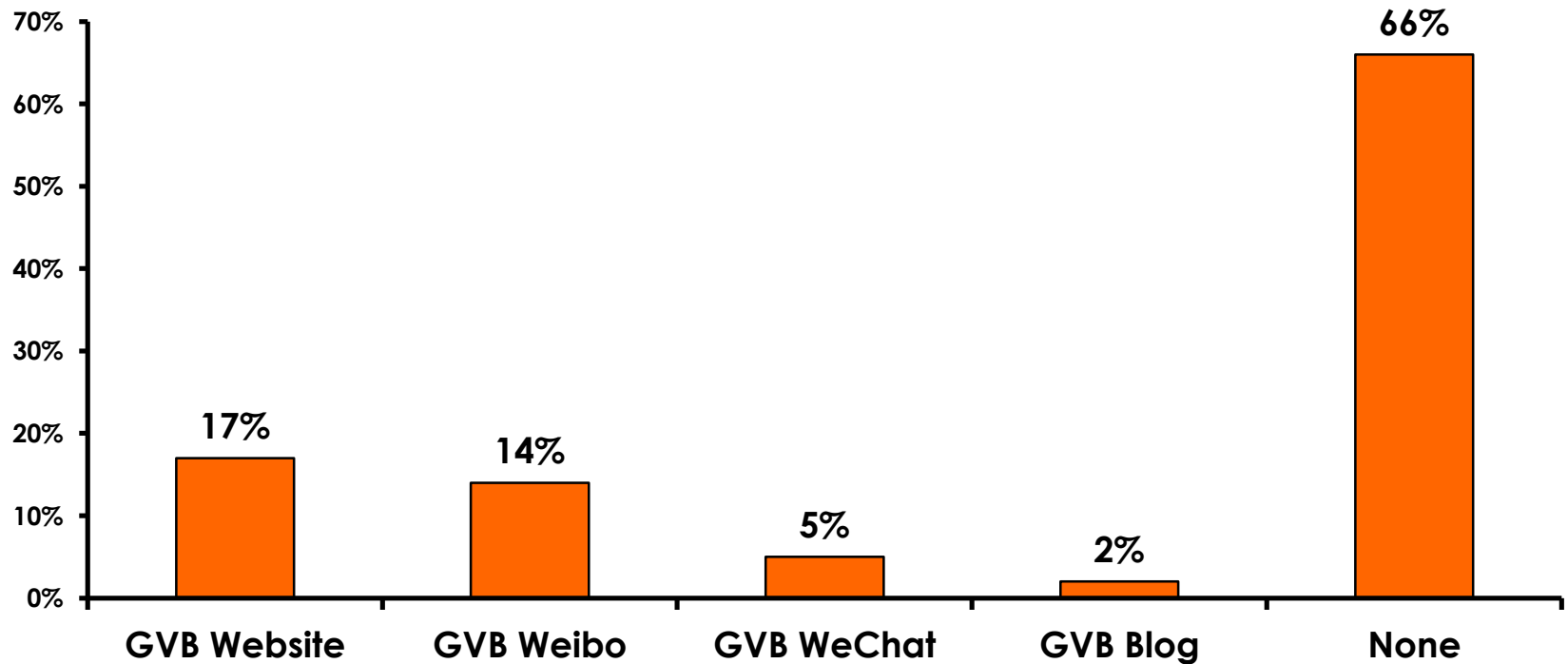


Internet- Things To Do

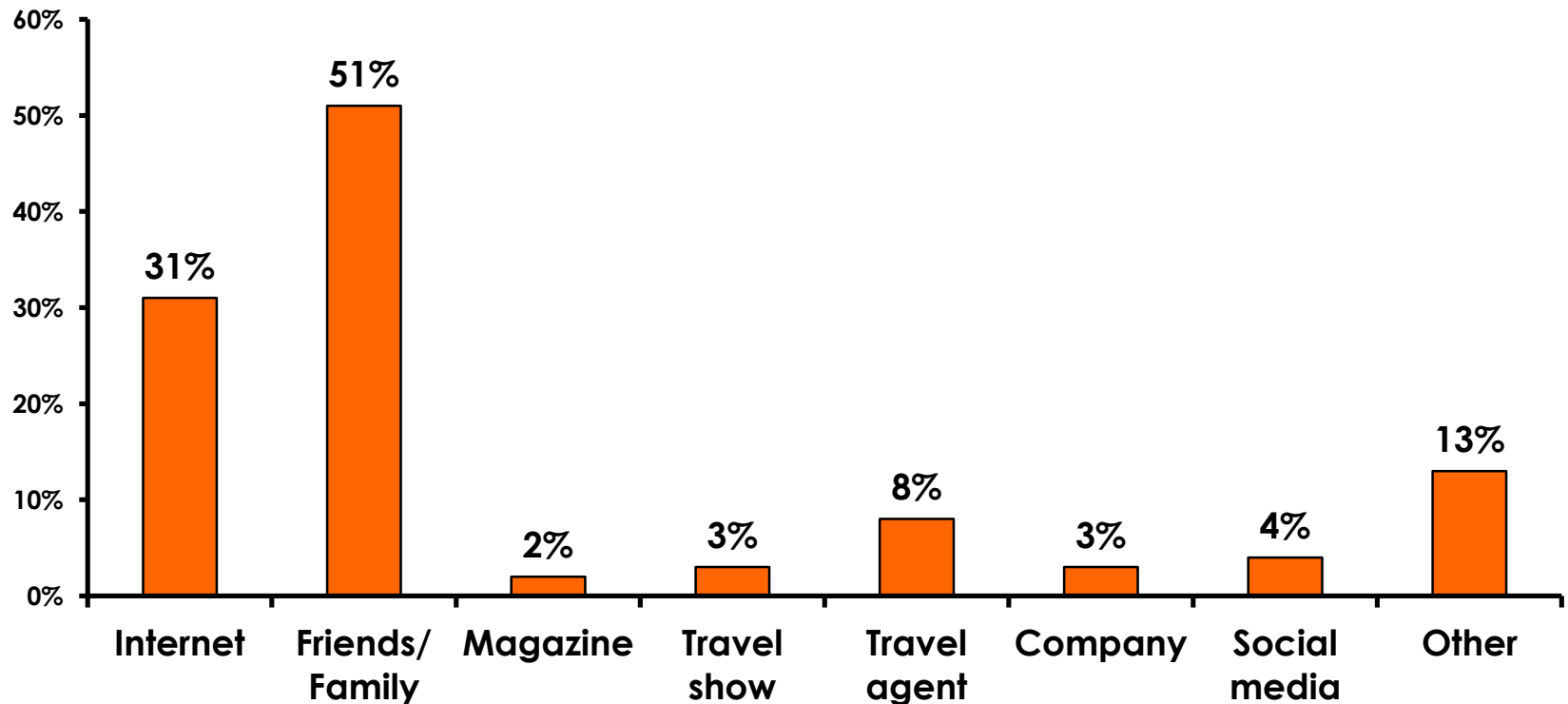
Sources of Info



Internet- GVB Sources

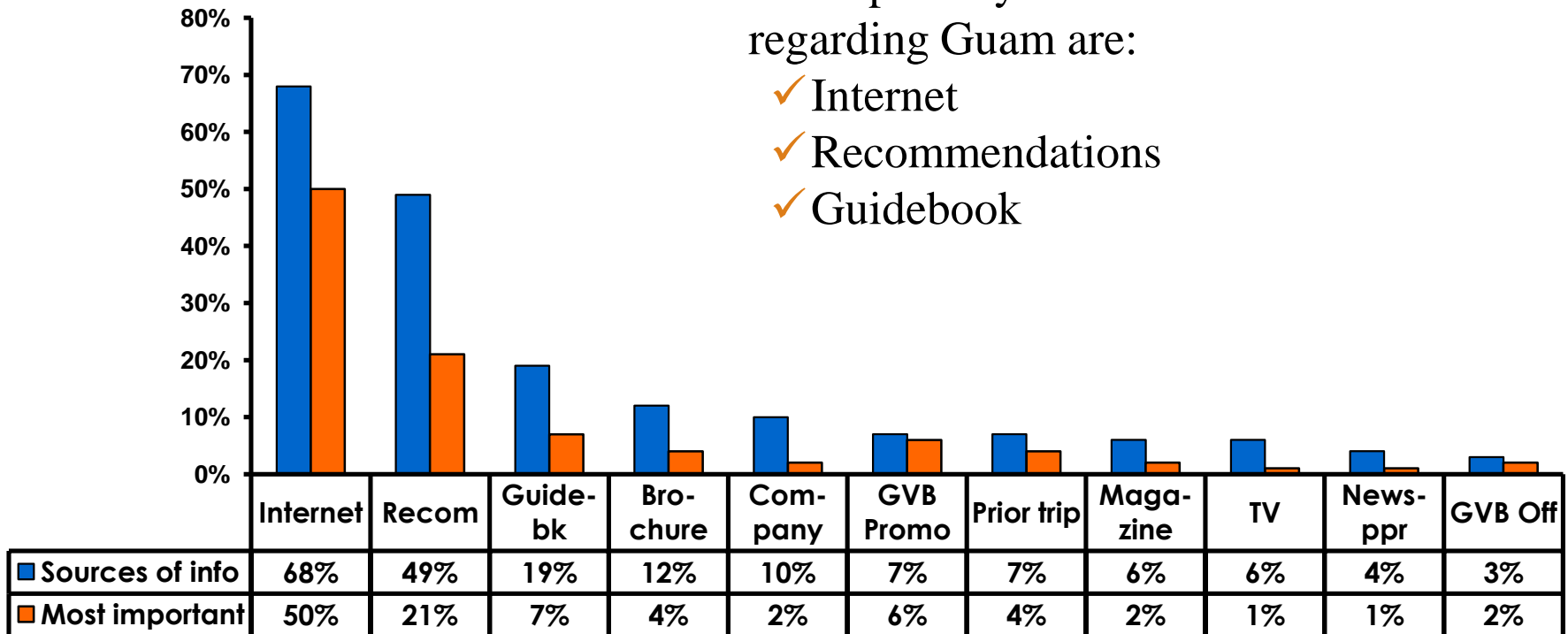


Travel Motivation- Info Sources



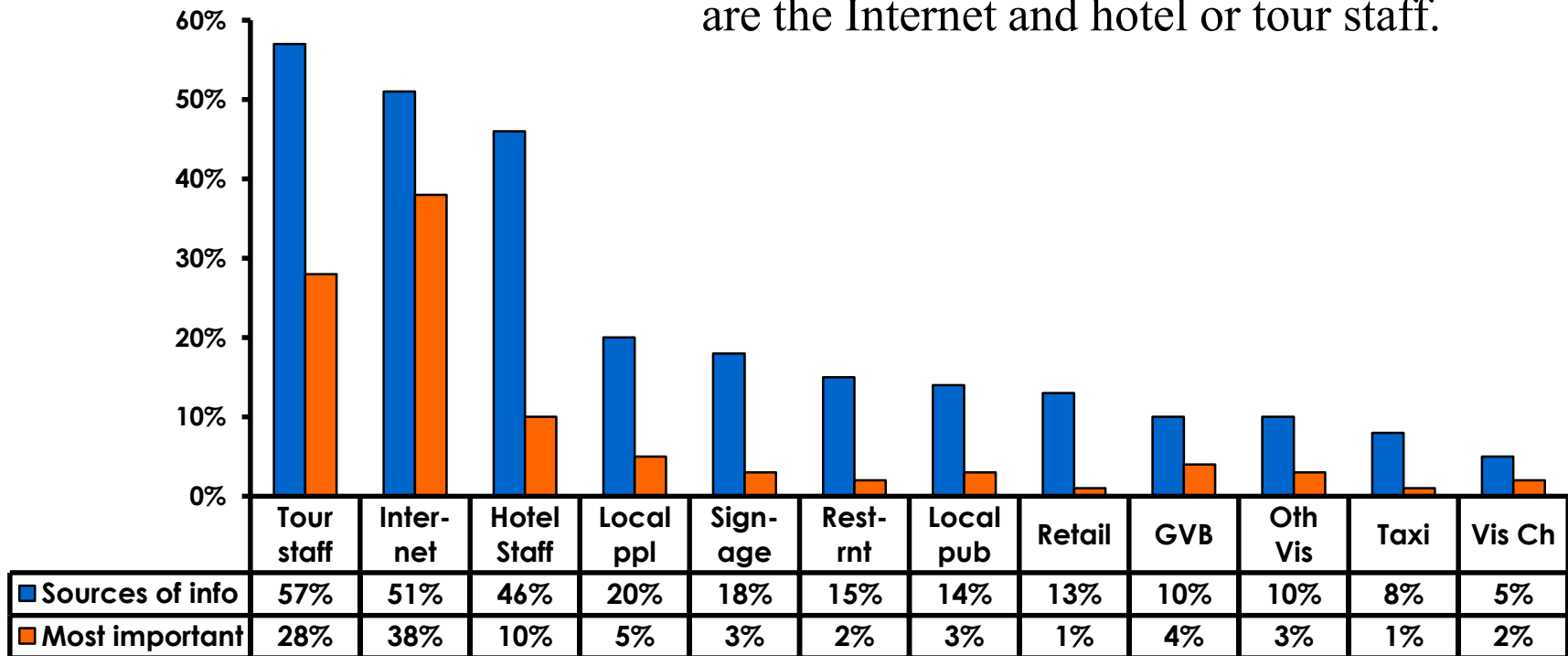
Sources of Information Pre-arrival

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



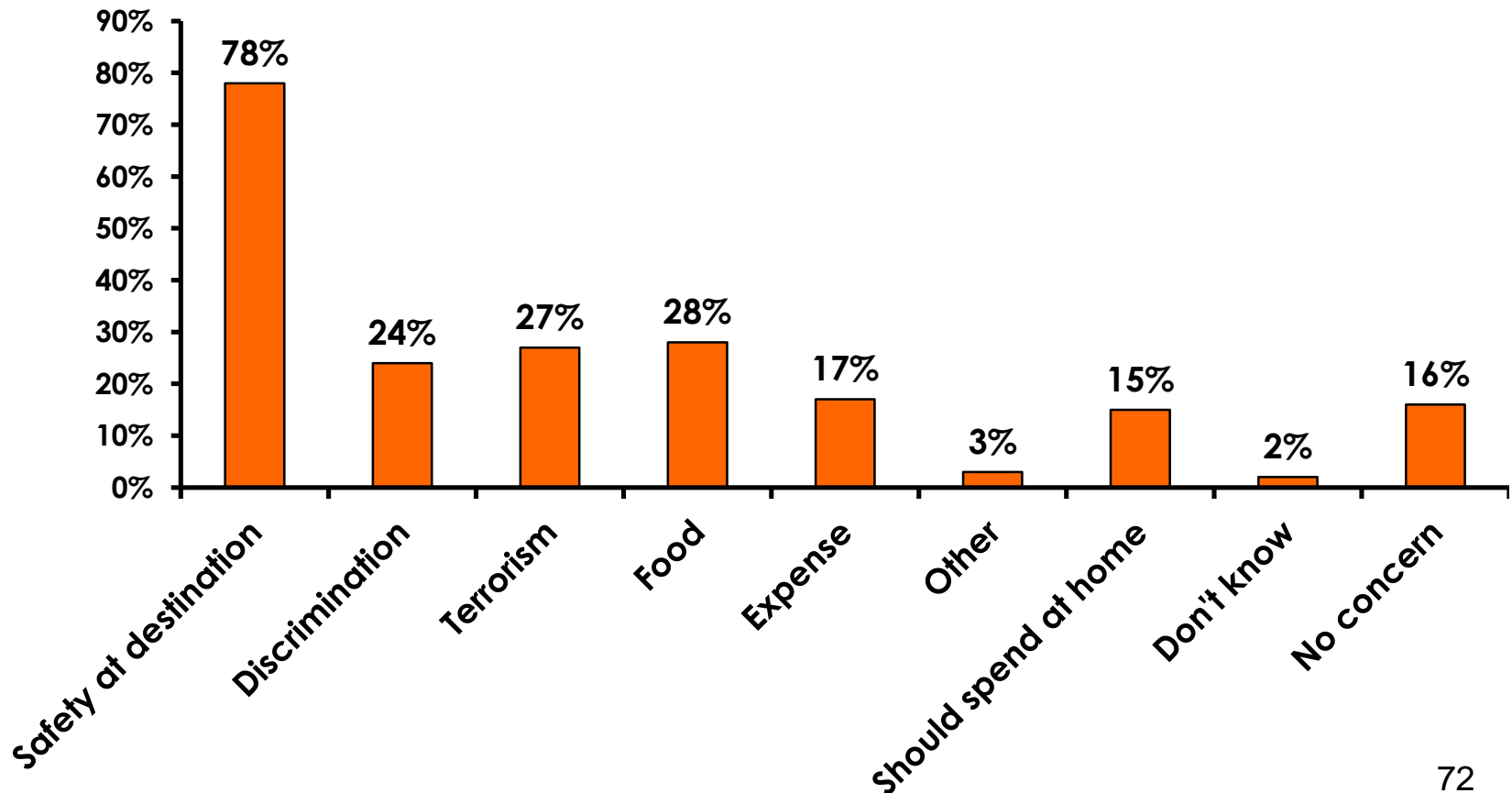
Sources of Information Post-arrival

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



SECTION 6 **OTHER ISSUES**

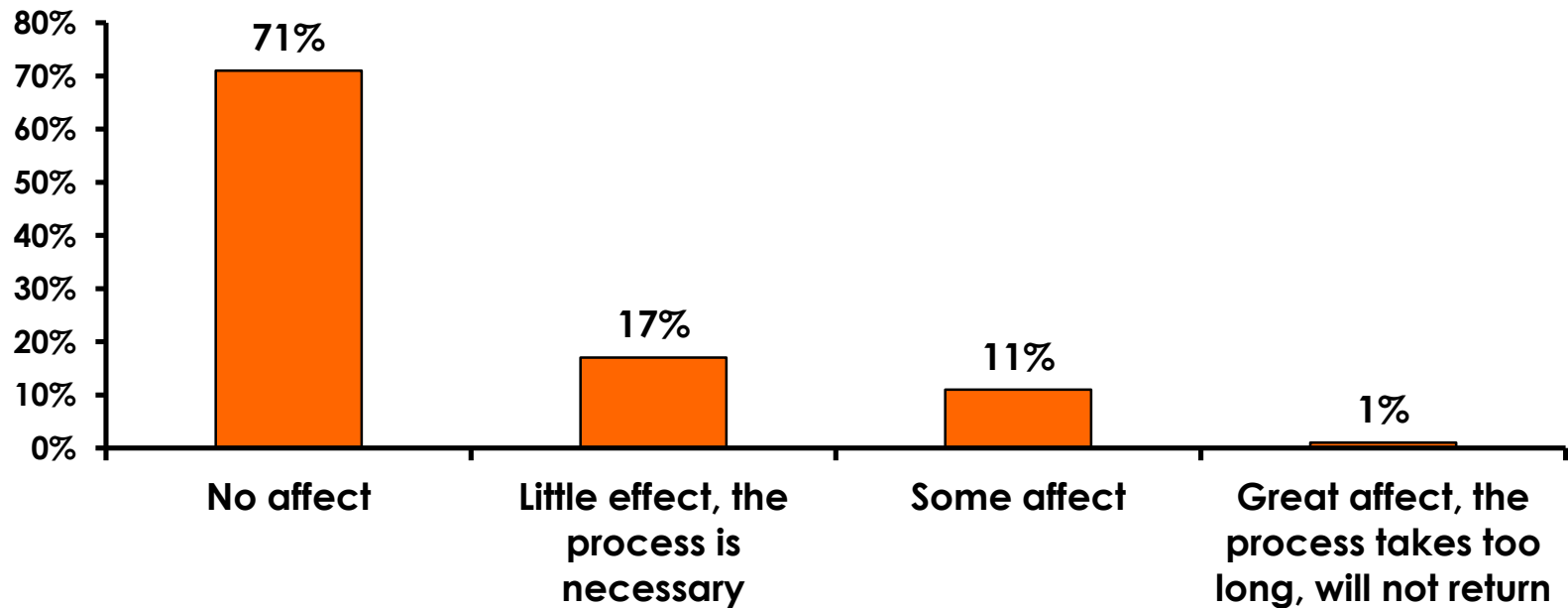
Concerns about travel outside of China - Overall



Concerns about travel outside of China - By Age & Income

	TOTAL	AGE				Q26							
		-	18-24	25-34	35-49	50+	<=CBY40K	CNY40K - CNY60K	CNY60K - CNY80K	CNY80K - CNY120K	CNY120K - CNY240K	CNY240K+	No Income
Q21 Safety	78%	75%	84%	72%	74%	50%	90%	67%	71%	83%	85%		
Food	28%	38%	30%	31%	17%	50%	10%	22%	29%	37%	35%		
Terrorism	27%		37%	34%	9%		30%	17%	7%	43%	25%		
Discrimination against Chinese	24%		26%	38%	13%		40%	11%	14%	30%	40%		
Expense	17%	38%	28%	3%	4%	25%	10%	6%	7%	30%	20%		
No concerns	16%	13%	2%	24%	30%	25%	20%	22%	29%	3%	5%	100%	
Should spend at home	15%	13%	33%				10%	11%		27%	15%		
Other	3%			7%	4%		10%			3%	5%		
Don't know	2%			3%	4%		10%	6%					
Total	Count	103	8	43	29	23	4	10	18	14	30	20	1

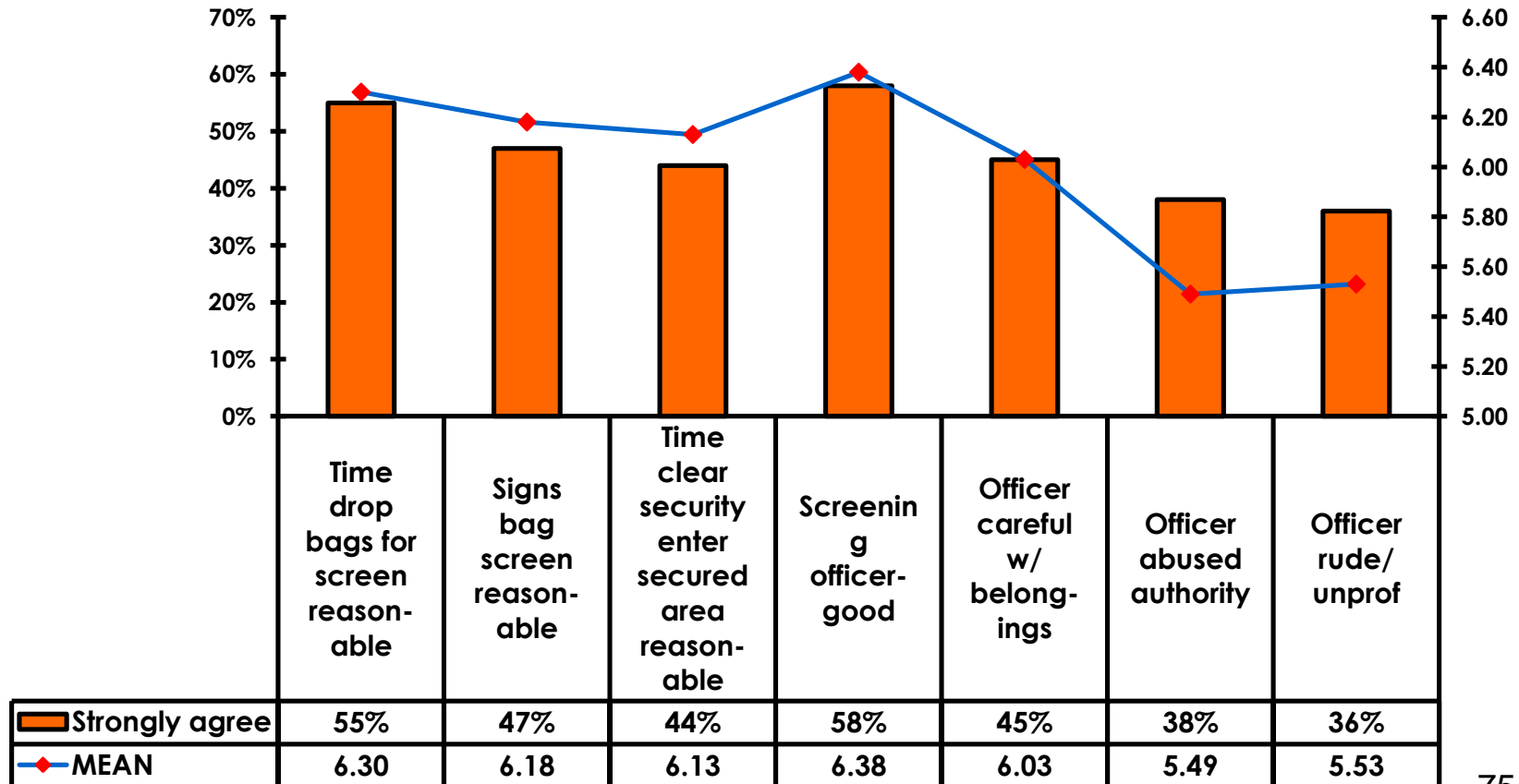
Security Screening/ Immigration Process at Guam International Airport



Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



U.S. VISA

