



GUAM VISITORS BUREAU China Visitor Tracker Exit Profile FY2015 Market Segmentation 2ND QTR. (JAN~MAR 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 Chinese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **101** 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 **101** 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.

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.

Highlighted Segments

Parameters

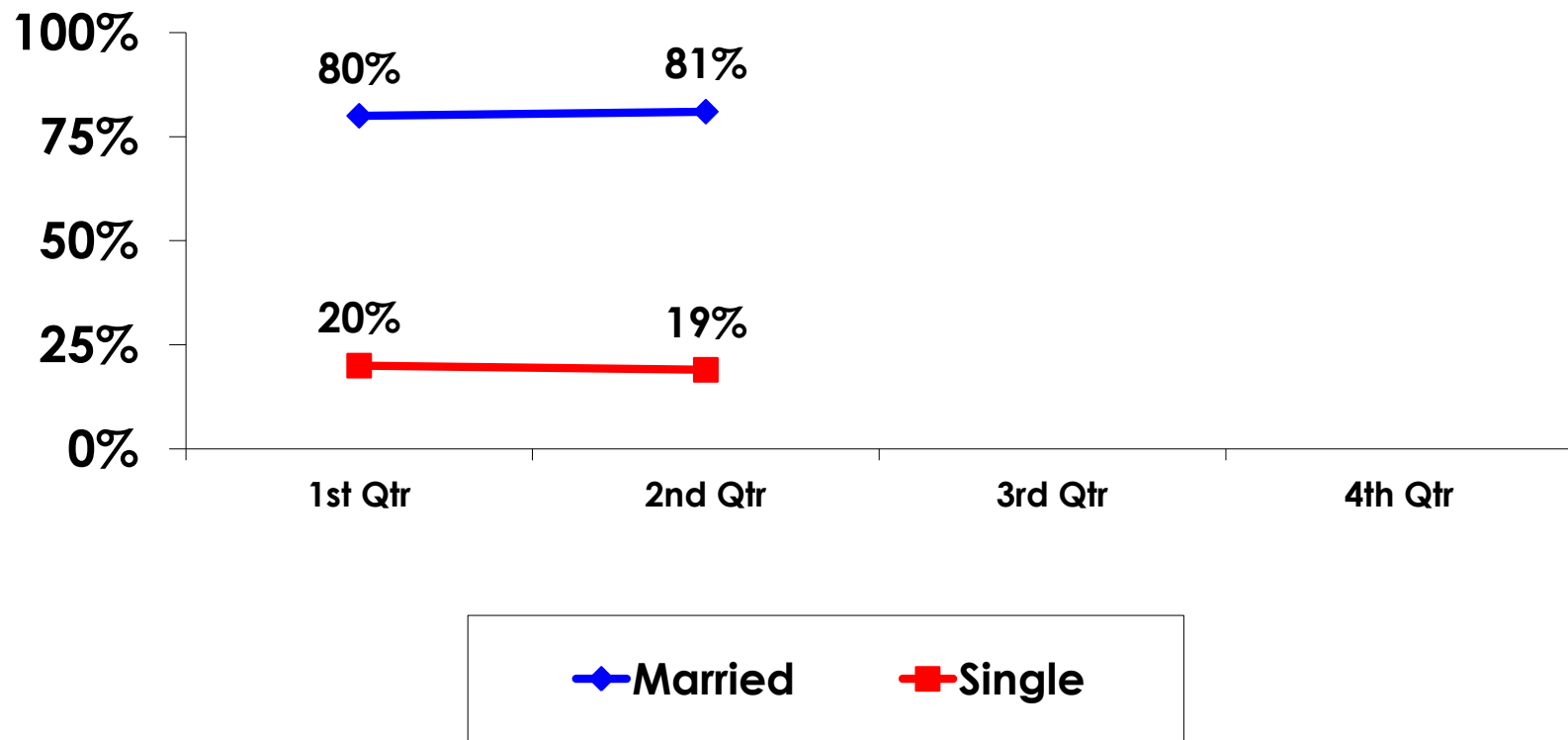
- Families – Q.6
- Wedding/ Honeymoon – Q.5A
- Group Tour – Q.7
- Office Lady – Q.25/ female
- Silvers – Q.D
- 18-35 – Q.D
- 25-55 – Q.D
- Child – Q.6
- FITs – Q.7

Highlighted Segments

	1 st QTR	2 nd QTR	3 rd QTR	4 th QTR
Families	67%	72%		
Child	8%	25%		
Wedding/ Honeymoon	12%	8%		
Office Lady	10%	16%		
FIT	37%	31%		
Group Tour	1%	-		
Male 18-35	24%	24%		
Female 18-35	31%	22%		
Male 25-55	30%	50%		
Female 25-55	49%	40%		
Silver 60+	10%	3%		
TOTAL	104	101		

SECTION 1 **PROFILE OF RESPONDENTS**

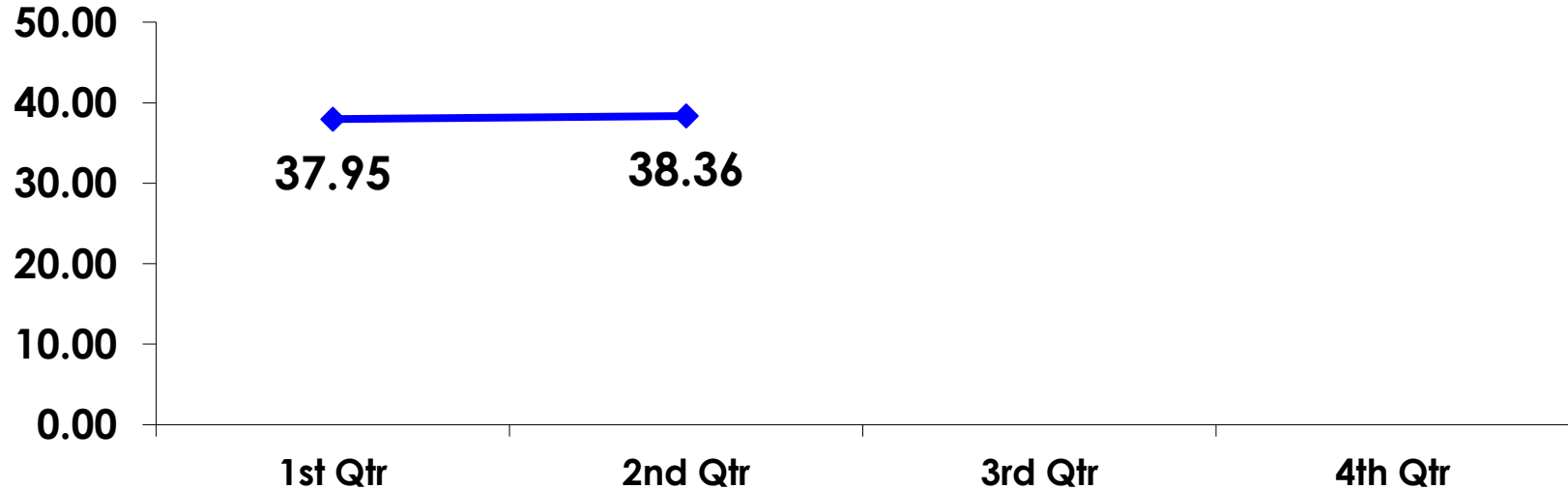
MARITAL STATUS - TRACKING



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	82	67	7	24	12	2	20	13	48	30	21
		Column N %	81%	92%	88%	96%	75%	67%	83%	59%	96%	75%	68%
	Single	Count	19	6	1	1	4	1	4	9	2	10	10
		Column N %	19%	8%	13%	4%	25%	33%	17%	41%	4%	25%	32%
	Total	Count	101	73	8	25	16	3	24	22	50	40	31

AVERAGE AGE - TRACKING



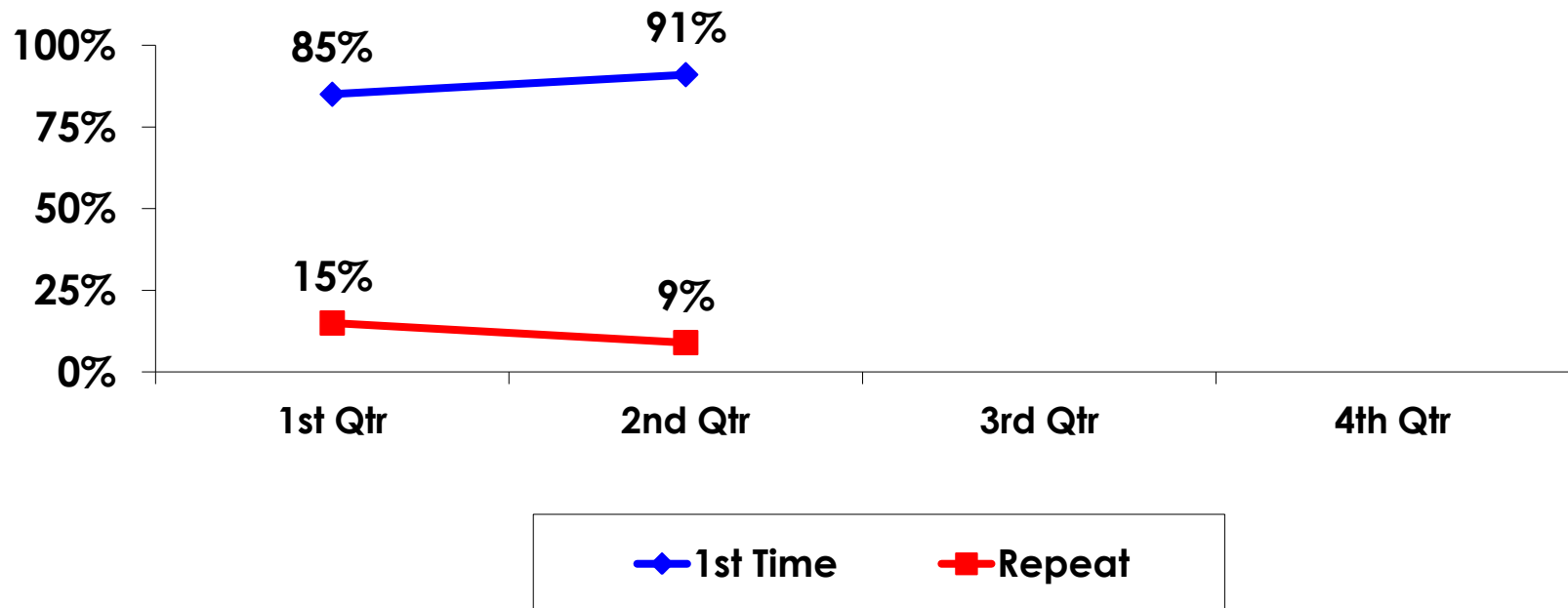
AGE- SEGMENTATION

			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	6	4	1	0	3	0	2	4	0	0	3
		Column N %	6%	5%	13%	0%	19%	0%	8%	18%	0%	0%	10%
	25-34	Count	38	21	7	6	7	0	20	18	20	18	9
		Column N %	38%	29%	88%	24%	44%	0%	83%	82%	40%	45%	29%
	35-49	Count	38	31	0	19	5	0	2	0	22	16	13
		Column N %	38%	42%	0%	76%	31%	0%	8%	0%	44%	40%	42%
	50+	Count	19	17	0	0	1	3	0	0	8	6	6
		Column N %	19%	23%	0%	0%	6%	100%	0%	0%	16%	15%	19%
	Total	Count	101	73	8	25	16	3	24	22	50	40	31
QF	Mean		38.36	39.92	27.13	38.44	34.94	63.33	29.83	28.23	38.68	37.50	38.39
	Median		37	40	27	39	33	64	31	29	38	38	40

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	0	1	0	0	0	1	1
	Column N %		2%	0%	0%	0%	0%	33%	0%	0%	0%	3%	3%
CNY40K - CNY60K	Count		10	8	2	0	1	1	3	2	5	2	1
	Column N %		11%	12%	25%	0%	6%	33%	14%	9%	11%	5%	3%
CNY60K - CNY80K	Count		8	5	1	0	1	0	1	3	4	2	4
	Column N %		8%	7%	13%	0%	6%	0%	5%	14%	9%	5%	14%
CNY80K - CNY120K	Count		21	13	3	5	3	1	6	6	12	7	7
	Column N %		22%	19%	38%	22%	19%	33%	27%	27%	26%	18%	24%
CNY120K - CNY240K	Count		20	17	2	7	7	0	3	4	10	8	4
	Column N %		21%	25%	25%	30%	44%	0%	14%	18%	22%	21%	14%
CNY240K+	Count		33	23	0	11	4	0	8	7	15	18	11
	Column N %		35%	34%	0%	48%	25%	0%	36%	32%	33%	47%	38%
No Income	Count		1	1	0	0	0	0	1	0	0	0	1
	Column N %		1%	1%	0%	0%	0%	0%	5%	0%	0%	0%	3%
Total	Count		95	67	8	23	16	3	22	22	46	38	29

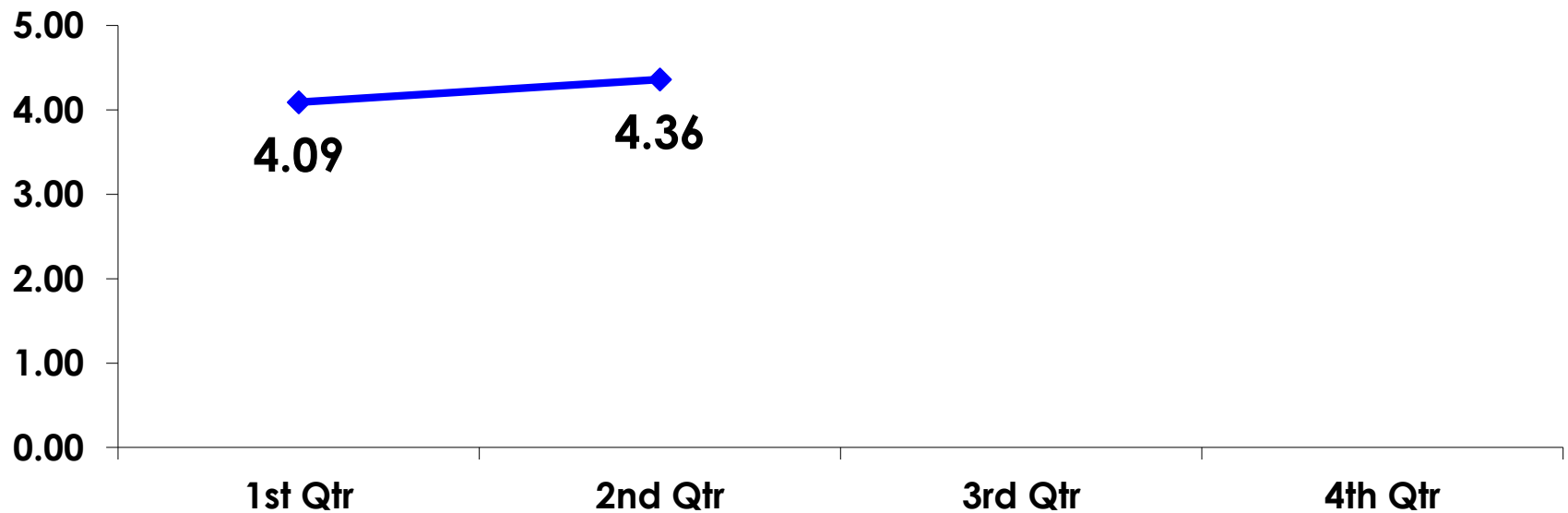
PRIOR TRIPS TO GUAM - TRACKING



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	87	68	7	24	14	3	18	21	43	35	24
		Column N %	91%	96%	88%	100%	93%	100%	82%	95%	90%	92%	86%
	No	Count	9	3	1	0	1	0	4	1	5	3	4
		Column N %	9%	4%	13%	0%	7%	0%	18%	5%	10%	8%	14%
Total		Count	96	71	8	24	15	3	22	22	48	38	28

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	4.36	4.70	4.38	5.04	4.06	5.00	4.61	3.86	4.56	4.20	4.37
	Median	4	4	4	4	4	6	4	3	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	5	4	1	0	1	0	0	2	2	3	0
		Column N %	5%	5%	13%	0%	6%	0%	0%	9%	4%	8%	0%
	Free-time package tour	Count	65	54	7	20	12	3	17	15	31	26	0
		Column N %	64%	74%	88%	80%	75%	100%	71%	68%	62%	65%	0%
	Individually arranged travel (FIT)	Count	31	15	0	5	3	0	7	5	17	11	31
		Column N %	31%	21%	0%	20%	19%	0%	29%	23%	34%	28%	100%
	Total	Count	101	73	8	25	16	3	24	22	50	40	31

TRAVEL MOTIVATION - SEGMENTATION

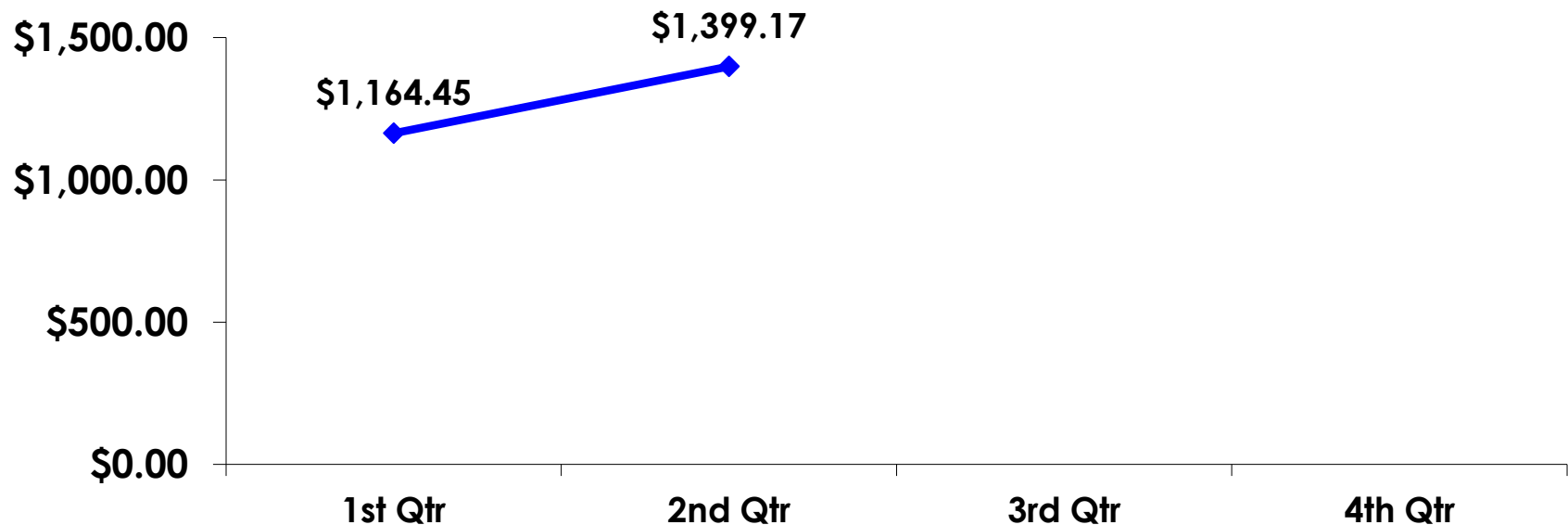
		TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT	
		-	-	-	-	-	-	-	-	-	-	-	
Q5A	Previous trip	7%	1%	13%	0%	0%	0%	17%	5%	10%	3%	6%	
	Price	20%	22%	38%	16%	19%	33%	17%	27%	18%	20%	6%	
	Visit friends/ Relatives	2%	3%	0%	0%	0%	0%	0%	0%	2%	0%	3%	
	Recomm- friend/family/trvl agnt	13%	14%	0%	12%	19%	0%	4%	18%	8%	15%	10%	
	Scuba	7%	7%	13%	8%	6%	0%	4%	9%	4%	10%	10%	
	Water sports	17%	19%	50%	20%	25%	0%	13%	18%	18%	13%	10%	
	Short travel time	38%	42%	38%	40%	38%	0%	42%	41%	34%	48%	23%	
	Golf	3%	3%	0%	4%	0%	0%	4%	0%	2%	5%	0%	
	Relax	40%	41%	0%	36%	38%	67%	38%	27%	38%	43%	35%	
	Company/ Business Trip	2%	0%	0%	0%	0%	0%	8%	0%	4%	0%	3%	
	Company Sponsored	1%	0%	0%	0%	0%	0%	4%	0%	2%	0%	0%	
	Convention/ Trade/ Conference	1%	0%	0%	0%	0%	0%	4%	0%	2%	0%	0%	
	Safe	26%	30%	50%	24%	31%	0%	21%	32%	24%	35%	13%	
	Natural beauty	76%	85%	75%	88%	63%	67%	88%	64%	82%	68%	61%	
	Shopping	46%	49%	38%	64%	44%	33%	54%	50%	50%	38%	42%	
	Career Cert/ Testing	11%	1%	0%	0%	19%	0%	17%	18%	10%	15%	26%	
	Married/ Attn wedding	1%	0%	13%	0%	0%	0%	0%	5%	0%	3%	0%	
	Honeymoon	8%	10%	100%	0%	13%	0%	13%	23%	6%	10%	0%	
	Pleasure	12%	11%	50%	12%	6%	0%	17%	18%	14%	10%	6%	
	No visa requirement	6%	8%	13%	8%	13%	0%	0%	5%	4%	10%	6%	
	Other	3%	3%	0%	8%	0%	0%	4%	0%	4%	3%	3%	
	Total	Count	101	73	8	25	16	3	24	22	50	40	31

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	82%	86%	88%	88%	81%	100%	83%	77%	82%	79%	87%	
	Friend/ Relative	28%	31%	50%	28%	25%	0%	21%	32%	24%	28%	30%	
	Travel Agent Brochure	18%	20%	38%	16%	25%	0%	17%	23%	18%	21%	10%	
	Magazine (Consumer)	11%	13%	13%	12%	19%	0%	8%	14%	10%	15%	7%	
	Travel Guidebook- Bookstore	10%	11%	0%	20%	19%	0%	8%	14%	14%	8%	3%	
	TV	9%	10%	13%	4%	13%	0%	8%	18%	8%	10%	7%	
	Prior Trip	7%	1%	13%	0%	0%	0%	17%	5%	10%	3%	7%	
	GVB Promo	5%	7%	0%	20%	0%	0%	4%	0%	6%	5%	7%	
	Co-Worker/ Company Trvl Dept	5%	4%	13%	4%	6%	0%	8%	0%	8%	3%	7%	
	Newspaper	3%	3%	0%	8%	0%	0%	0%	0%	2%	5%	7%	
	Travel Trade Show	2%	1%	0%	4%	0%	0%	0%	0%	4%	0%	3%	
	GVB Office	2%	3%	0%	8%	0%	0%	0%	0%	4%	0%	3%	
	Other	1%	1%	0%	0%	0%	0%	4%	0%	2%	0%	0%	
	Consumer Trvl Show	1%	1%	0%	4%	0%	0%	0%	0%	2%	0%	0%	
	Radio	1%	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%	
	Total	Count	98	71	8	25	16	2	24	22	49	39	30

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING



YTD=\$1,280.09

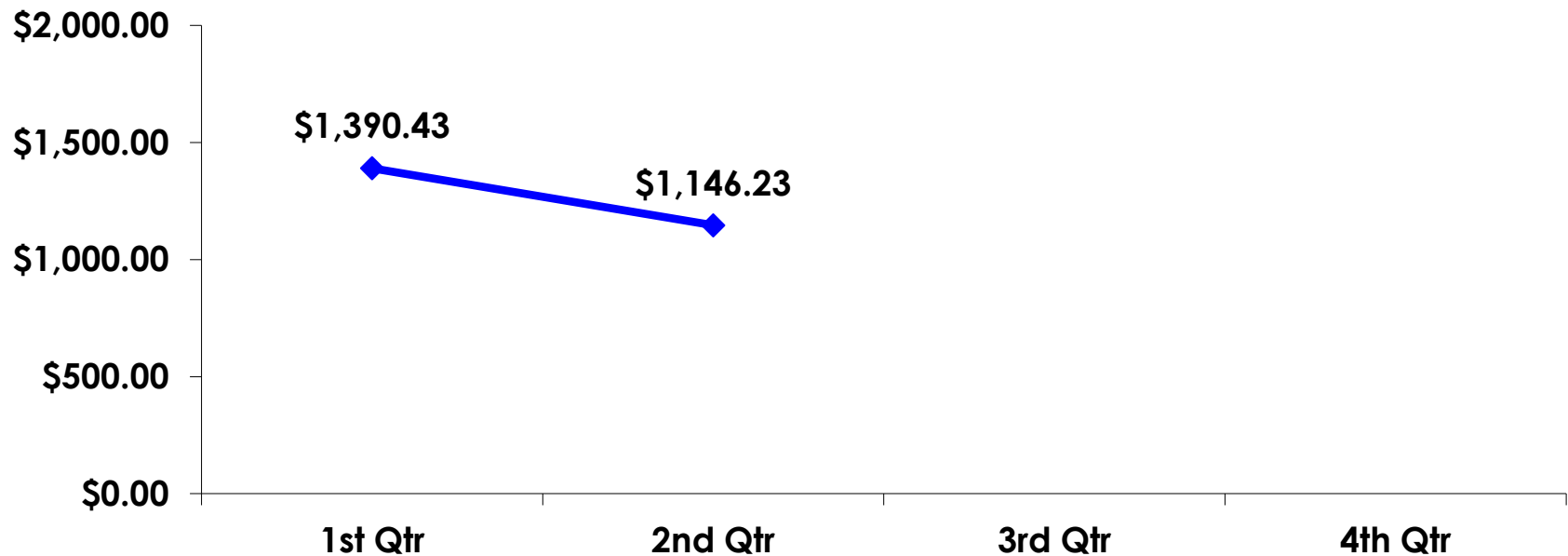
PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		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	\$1,399.17	\$1,485.17	\$1,490.62	\$1,441.44	\$1,679.38	\$1,411.09	\$1,250.00	\$1,291.56	\$1,321.03	\$1,650.99	\$1,125.23
	Median	\$1,403	\$1,468	\$1,223	\$1,523	\$1,387	\$1,175	\$1,305	\$1,305	\$1,468	\$1,485	\$1,223
	Minimum	\$0	\$0	\$408	\$0	\$0	\$1,020	\$0	\$0	\$0	\$0	\$0
	Maximum	\$6,210	\$6,210	\$3,670	\$3,263	\$6,210	\$2,039	\$3,670	\$3,670	\$3,670	\$6,210	\$2,432

PREPAID 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+
		-	-	-	-	-	-	-	-	-	-	-	-
AIR & HOTEL	Mean	\$2,701.65	\$3,124.21	\$4,008.03	\$2,218.60	\$3,425.77	\$1,839.31		\$2,548.94	\$2,377.65	\$2,883.18	\$2,831.43	\$2,349.10
	Median	\$2,284	\$2,838	\$4,405	\$1,142	\$3,263	\$1,631		\$2,121	\$1,468	\$2,447	\$2,284	\$2,349
AIR/ HOTEL/ MEAL	Mean	\$3,938.77	\$4,353.12	\$5,448.61	\$2,446.98	\$3,752.04	\$5,432.30		\$4,730.83	\$2,638.08	\$4,210.06	\$3,817.69	\$2,349.10
	Median	\$4,160	\$4,372	\$5,873	\$2,447	\$4,078	\$5,432		\$4,731	\$2,153	\$4,502	\$4,160	\$2,349
AIR ONLY	Mean	\$1,137.96	\$2,072.21	\$1,468.19		\$611.75	\$1,202.41		\$1,019.58	\$738.17	\$1,044.05	\$1,205.03	
	Median	\$979	\$1,486	\$1,468		\$612	\$979		\$979	\$742	\$979	\$750	
HOTEL ONLY	Mean	\$609.71	\$1,794.45	\$1,794.45		\$179.45	\$589.99		\$1,044.05	\$353.45	\$905.38	\$314.03	
	Median	\$506	\$1,794	\$1,794		\$179	\$408		\$816	\$326	\$669	\$261	
HOTEL & MEAL	Mean												
	Median												
F&B HOTEL	Mean	\$195.76	\$195.76										\$195.76
	Median	\$196	\$196										\$196
TRANS- CHINA	Mean	\$129.60	\$203.92	\$122.35		\$326.26	\$120.72		\$93.80	\$32.63	\$130.51	\$179.45	\$24.47
	Median	\$82	\$204	\$122		\$326	\$82		\$82	\$33	\$122	\$179	\$24
TRANS- GUAM	Mean	\$225.67	\$326.26			\$163.13	\$175.37				\$326.26	\$175.37	
	Median	\$188	\$326			\$163	\$175				\$326	\$175	
OPT TOURS	Mean	\$413.27	\$387.44	\$611.75		\$163.13	\$277.32		\$367.05	\$364.33	\$462.21	\$364.33	
	Median	\$424	\$367	\$612		\$163	\$277		\$367	\$277	\$571	\$277	
OTHER	Mean	\$3,376.84	\$4,061.99	\$1,984.77	\$2,610.11	\$11,745.51	\$4,934.75		\$1,269.17	\$8,972.27	\$1,068.52	\$7,993.47	
	Median	\$1,794	\$2,610	\$1,794	\$2,610	\$11,746	\$4,935		\$897	\$8,972	\$824	\$8,972	
TOTAL	Mean	\$2,882.59	\$3,526.40	\$4,565.09	\$2,601.96	\$3,641.72	\$1,861.34		\$2,371.53	\$2,026.40	\$2,834.33	\$3,347.17	\$2,482.33
	Median	\$2,121	\$3,263	\$4,894	\$1,223	\$2,447	\$1,631		\$1,794	\$1,550	\$2,512	\$2,219	\$2,349

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$1,270.12

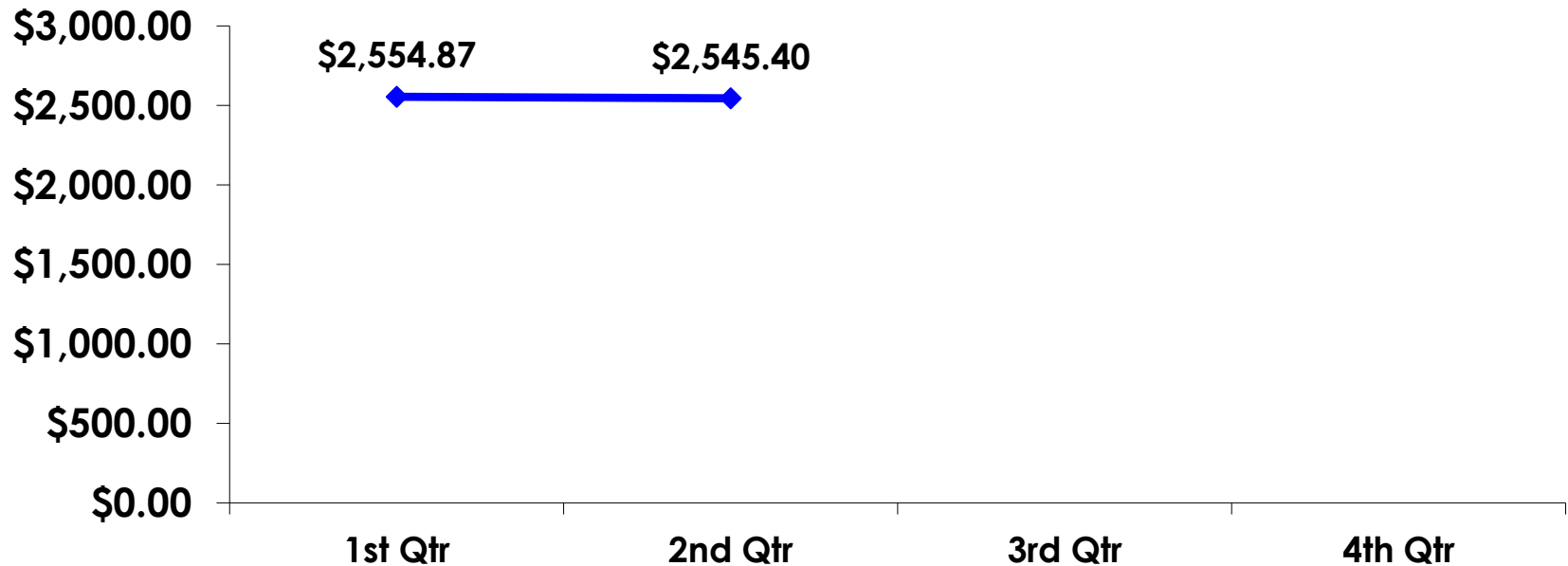
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		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	\$1,146.23	\$1,087.02	\$1,473.75	\$1,003.18	\$1,090.52	\$635.00	\$1,197.90	\$1,012.42	\$1,261.99	\$1,198.28	\$1,268.82
	Median	\$1,000	\$1,000	\$1,250	\$867	\$1,000	\$505	\$708	\$767	\$1,000	\$908	\$1,000
	Minimum	\$0	\$0	\$0	\$0	\$0	\$400	\$0	\$0	\$0	\$0	\$0
	Maximum	\$6,500	\$6,500	\$3,290	\$2,667	\$3,290	\$1,000	\$5,381	\$3,290	\$5,381	\$6,500	\$5,381

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	\$64.48	\$56.70	\$75.68	\$100.00	\$59.38	\$122.97	.	\$129.67	\$52.27	\$78.08	\$65.20	\$0.00
F&B FF/STORE	Mean	\$49.75	\$51.00	\$32.80	\$62.50	\$40.63	\$60.42	.	\$58.33	\$25.91	\$44.06	\$69.30	\$0.00
F&B RESTRNT	Mean	\$158.07	\$144.45	\$172.20	\$168.75	\$247.81	\$199.35	.	\$175.83	\$159.77	\$150.00	\$203.13	\$113.33
OPT TOUR	Mean	\$183.21	\$213.26	\$250.32	\$275.00	\$165.63	\$119.71	.	\$132.79	\$190.91	\$138.46	\$278.53	\$80.00
GIFT- SELF	Mean	\$479.07	\$559.47	\$570.00	\$775.00	\$575.00	\$408.65	.	\$437.92	\$377.27	\$420.56	\$671.45	\$0.00
GIFT- OTHER	Mean	\$172.85	\$153.88	\$243.60	\$52.50	\$298.13	\$217.84	.	\$255.21	\$112.27	\$217.36	\$153.00	\$106.67
TRANS	Mean	\$104.95	\$96.89	\$108.48	\$13.75	\$103.44	\$135.19	.	\$115.83	\$57.05	\$96.70	\$131.50	\$135.00
OTHER	Mean	\$878.16	\$1,098.15	\$1,583.92	\$875.00	\$620.63	\$641.00	.	\$599.21	\$479.55	\$1,188.34	\$581.93	\$666.67
TOTAL	Mean	\$2,140.24	\$2,441.74	\$3,233.40	\$2,322.50	\$2,113.75	\$1,907.06	.	\$1,904.79	\$1,457.73	\$2,421.76	\$2,169.28	\$1,101.67

TOTAL EXPENDITURES – TRACKING



YTD=\$2,550.21

TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	GROUP TOUR	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$2,554.87	\$2,451.96	\$2,468.54	\$2,095.04	\$2,265.35	\$0.00	\$2,370.56	\$2,828.41	\$2,505.94	\$2,972.51	\$2,395.74	\$2,453.65
	Median	\$2,150	\$2,052	\$2,110	\$2,061	\$2,413	\$0	\$2,292	\$2,142	\$2,170	\$2,316	\$2,065	\$2,248
	Minimum	\$0	\$0	\$0	\$0	\$300	\$0	\$0	\$200	\$0	\$0	\$0	\$0
	Maximum	\$11,631	\$11,631	\$5,947	\$3,870	\$3,657	\$0	\$4,579	\$7,263	\$11,631	\$7,263	\$11,631	\$5,528

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.

Comparison of Drivers of Overall Satisfaction, 1st, 2nd Qtr and Overall 1-2 Qtr 2015			
	1st Qtr rank	2nd Qtr rank	Combin ed 1-2 Qtr 2015 rank
Drivers:			
Quality & Cleanliness of beaches & parks		3	4
Ease of getting around			
Safety walking around at night			
Quality of daytime tours			
Variety of daytime tours	3	2	2
Quality of nighttime tours			
Variety of nighttime tours			
Quality of shopping			
Variety of shopping			
Price of things on Guam	2		
Quality of hotel accommodations			5
Quality/cleanliness of air, sky			
Quality/cleanliness of parks			
Quality of landscape in Tumon			3
Quality of landscape in Guam			
Quality of ground handler			
Quality/cleanliness of transportation vehicles	1	1	1
% of Per Person On Island Expenditures Accounted For	66.4%	61.9%	61.4%

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the China's visitor's experience on Guam is driven by three significant factors in the Second Quarter 2015 Period. They are, in rank order:
 - **Quality/cleanliness of transportation vehicles,**
 - **Variety of day time tours, and**
 - **Quality & cleanliness of beaches & parks**
- With these factors the overall r^2 is .619 meaning that **61.9% of overall satisfaction is accounted for by these factors.**

Comparison of Drivers of Per Person On Island Expenditure, 1st, 2nd Qtr and Overall 1-2 Qtr 2015			
	1st Qtr	2nd Qtr	Combin ed 1-2 Qtr 2015
Drivers:	rank	rank	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%	0.0%	0.0%

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 Second Quarter 2015 Period.