



GUAM VISITORS BUREAU

Hong Kong Visitor Tracker Exit Profile

FY2012 MARKET SEGMENTATION –

1st QTR



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 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 **150** is +/- 8.0 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 +/- 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:
 - Families
 - Honeymooners
 - Couples
 - Office ladies
 - Divers
 - Students
 - 18-35
 - 25-55
 - Traveling with children
 - FITs
 - To identify (for all Hong Kong 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
- Couple – Q.6
- Office Lady – Q.33/ female
- Divers – Q.5A/ Q.19
- Student – Q.33/ Q.7
- 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	19%			
Wedding/ Honeymoon	32%			
Couples	46%			
Ols	15%			
Diver	46%			
Student	2%			
M 18-35	36%			
F 18-35	32%			
M 25-55	46%			
F 25-55	38%			
Child	8%			
FITs	38%			
TOTAL	149			

SECTION 1 **PROFILE OF RESPONDENTS**

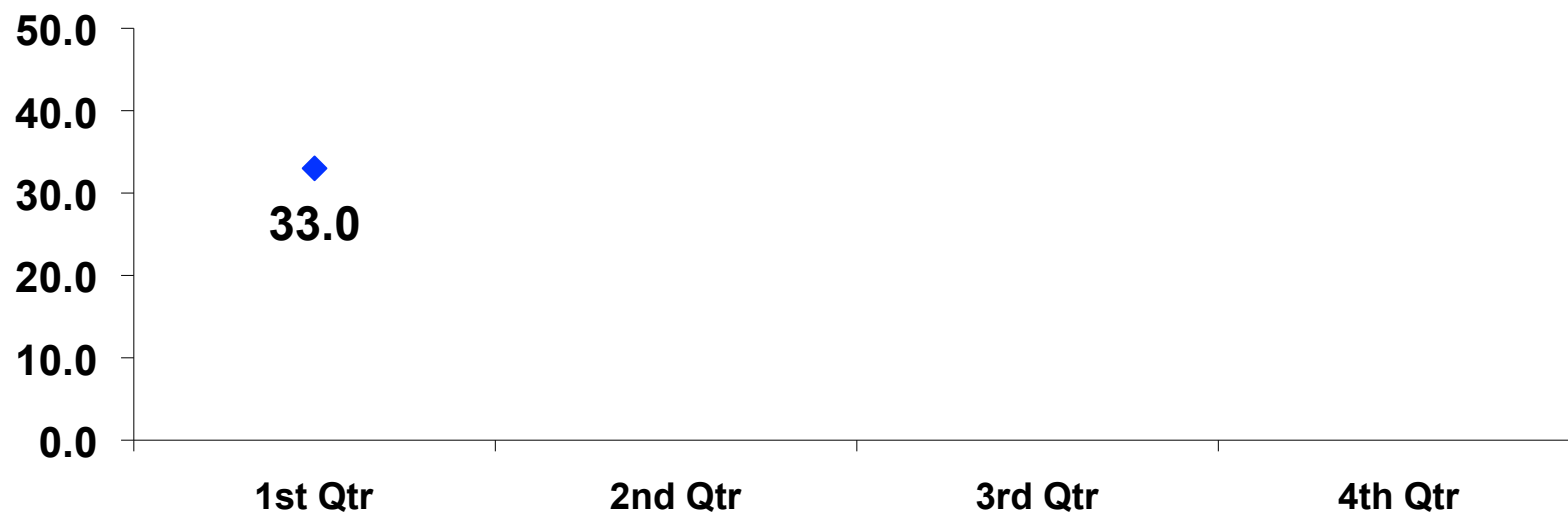
Marital Status Tracking



Marital Status Segmentation

		TOTAL	FAMILY/ CHILD	WED/ HNYMOON	COUPLE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	CHILD	FIT
C	Married	Count	96	21	40	66	11	43	29	23	48	35	11	39
		Col %	64%	75%	85%	96%	48%	62%	55%	49%	71%	61%	92%	70%
	Single	Count	53	7	7	3	12	26	3	24	20	22	1	17
		Col %	36%	25%	15%	4%	52%	38%	100%	45%	29%	39%	8%	30%
Total	Count		149	28	47	69	23	69	3	53	47	68	57	56

Average Age Tracking



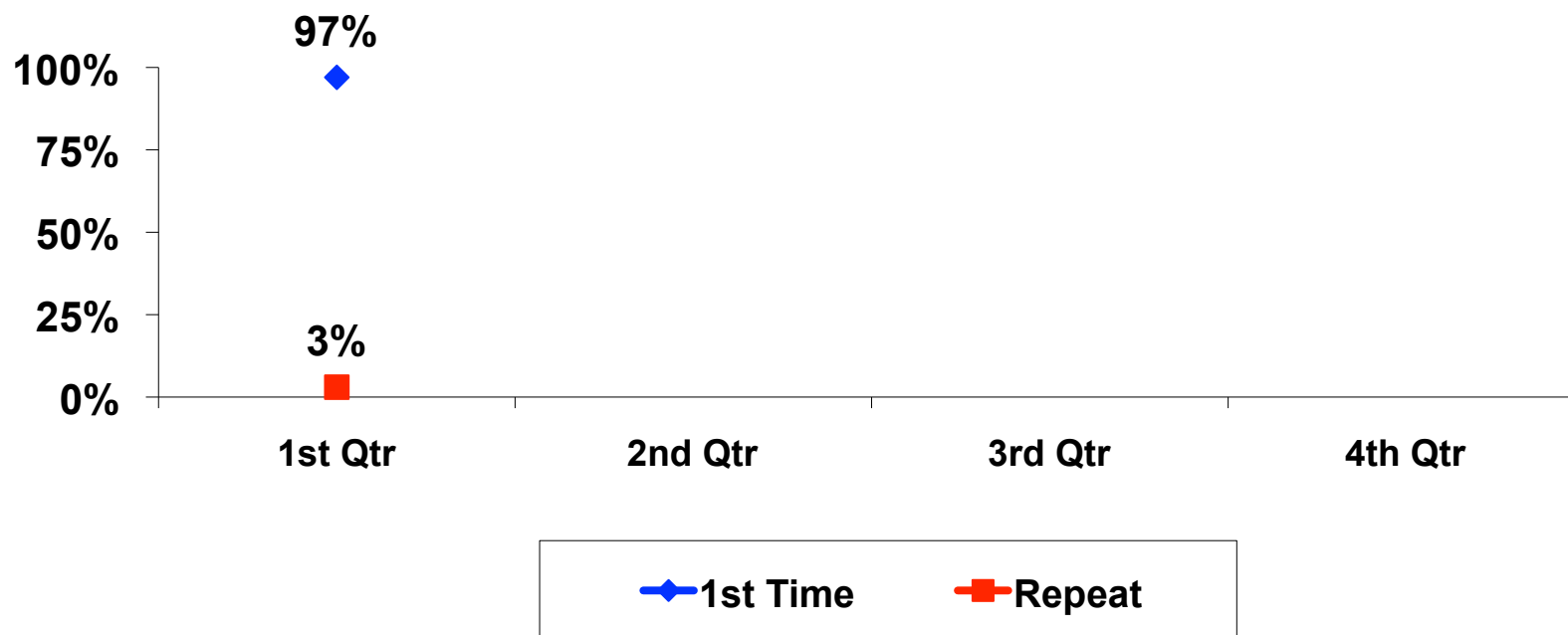
Age Segmentation

			TOTAL	FAMILY/ CHILD	WED/ HNYMOON	COUPLE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	CHILD	FIT
D	18-34	Count	95	15	35	40	14	44	3	52	43	46	37	7	33
		Col %	68%	60%	78%	63%	64%	68%	100%	98%	91%	68%	65%	64%	62%
	35-54	Count	40	9	8	20	8	20		1	4	20	20	4	16
		Col %	29%	36%	18%	32%	36%	31%		2%	9%	29%	35%	36%	30%
	55+	Count	5	1	2	3		1				2			4
		Col %	4%	4%	4%	5%		2%				3%			8%
Total	Count		140	25	45	63	22	65	3	53	47	68	57	11	53
D	Mean		33.0	35.1	32.8	33.8	31.8	32.5	23.0	28.1	28.3	33.5	33.1	35.4	33.9
	Median		30	32	30	31	30	30	22	28	28	31	30	32	30

Income Segmentation

			TOTAL	FAMILY/ CHILD	WED/ HNYMOON	COUPLE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	CHILD	FIT
Q.35	Less than	Count	3	1	1	1		1	2	2		1			
	HKD120K	Col %	3%	5%	3%	2%		2%	67%	5%		2%			
	120K-240K	Count	9	1	2	2		4		5	1	6	1		2
		Col %	9%	5%	5%	4%		8%		12%	3%	12%	2%		6%
	240K-500K	Count	47	8	16	25	11	23	1	18	16	23	21	2	18
		Col %	45%	36%	42%	50%	61%	48%	33%	43%	52%	44%	51%	22%	56%
	500K-1.0M	Count	31	8	15	15	6	14		11	11	13	14	3	7
		Col %	30%	36%	39%	30%	33%	29%		26%	35%	25%	34%	33%	22%
	1.0M-2.0M	Count	9	3	2	4	1	4		5	2	7	2	3	4
		Col %	9%	14%	5%	8%	6%	8%		12%	6%	13%	5%	33%	13%
	2.0M-3.0M	Count	1			1		1		1		1			
		Col %	1%			2%		2%		2%		2%			
	No Income	Count	4	1	2	2		1			1	1	3	1	1
		Col %	4%	5%	5%	4%		2%			3%	2%	7%	11%	3%
Total	Count		104	22	38	50	18	48	3	42	31	52	41	9	32

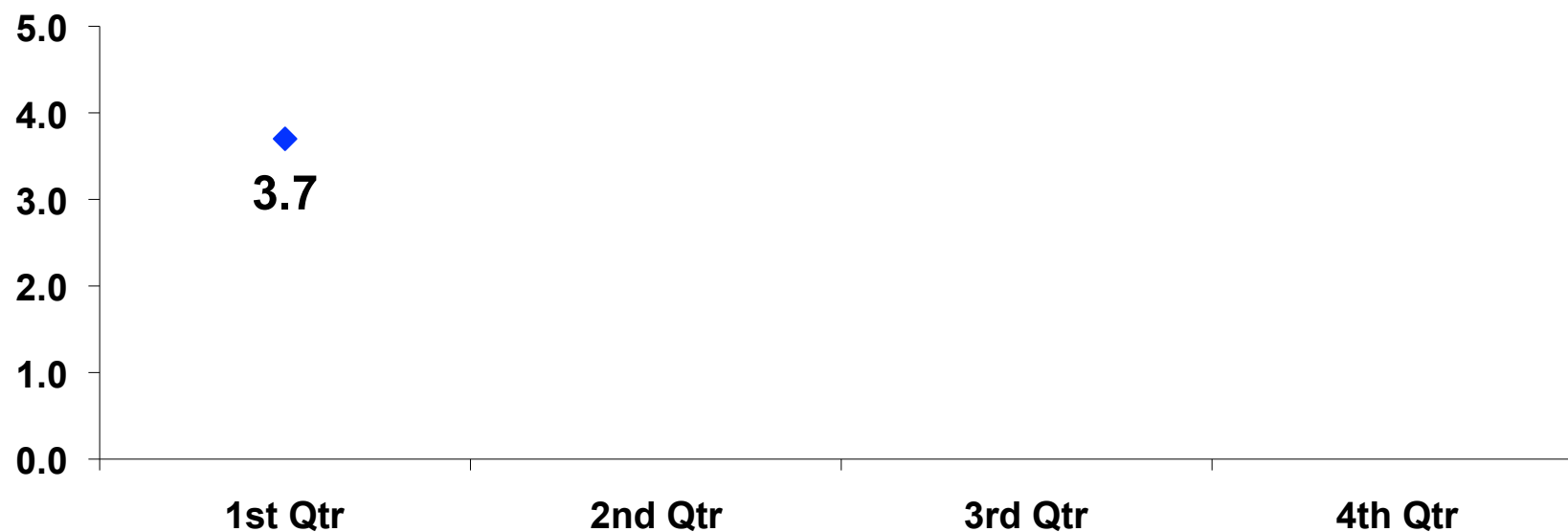
Prior Trips to Guam Tracking



Prior Trips to Guam Segmentation

			TOTAL	FAMILY/ CHILD	WED/ HNYMOON	COUPLE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	CHILD	FIT
Q.3A	Yes	Count	145	27	46	69	23	66	3	52	45	66	56	12	55
		Col %	97%	96%	98%	100%	100%	96%	100%	98%	96%	97%	98%	100%	98%
	No	Count	4	1	1			3		1	2	2	1		1
		Col %	3%	4%	2%			4%		2%	4%	3%	2%		2%
Total	Count		149	28	47	69	23	69	3	53	47	68	57	12	56

Average Length of Stay Tracking



Average Length of Stay Segmentation

	TOTAL	FAMILY/ CHILD	WED/ HNYMOON	COUPLE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	CHILD	FIT
Q.8 Mean	3.7	3.8	4.1	3.9	3.5	3.8	3.7	3.8	3.6	3.9	3.6	3.3	4.1
Median	3	3	3	3	3	3	3	3	3	3	3	3	4
Minimum	2	2	2	2	2	2	2	2	2	2	2	2	2
Maximum	10	9	10	10	10	10	6	9	10	9	10	6	9

SECTION 2 **TRAVEL PLANNING**

Travel Planning Segmentation

		TOTAL	FAMILY/ CHILD	WED/ HNYMOON	COUPLE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	CHILD	FIT
Q.7	Full package	Count	16	2	7	10	1	10	6	4	6	6	1	
	tours	Col %	11%	7%	15%	14%	5%	16%	12%	9%	9%	11%	8%	
	Free-time	Count	65	15	28	30	10	26	23	24	29	31	8	
	package tours	Col %	46%	56%	60%	43%	45%	41%	100%	45%	56%	44%	57%	67%
	Individually	Count	56	10	12	28	11	26	19	14	29	16	3	56
	arranged travel	Col %	39%	37%	26%	41%	50%	41%	37%	33%	44%	30%	25%	100%
	Group tour	Count	3			1	2		2		2			
		Col %	2%			1%	3%		4%		3%			
	Company paid	Count	2						1	1		1		
	travel	Col %	1%						2%	2%		2%		
Total	Count		142	27	47	69	22	64	2	51	43	66	54	56

Travel Motivation Segmentation

		TOTAL	FAMILY/ CHILD	WED/ HNYMOON	COUPLE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	CHILD	FIT
Q.5	Beautiful seas, beaches, tropical climate	67%	75%	72%	65%	78%	65%	67%	66%	70%	60%	75%	83%	57%
	Just to relax	53%	57%	45%	54%	52%	52%	100%	68%	47%	63%	46%	75%	54%
	It is a safe place to spend a vacation	25%	32%	23%	23%	30%	23%		23%	28%	25%	28%	50%	25%
	To get married or Attend wedding	19%	50%	62%	17%	22%	19%		17%	26%	18%	23%	42%	13%
	Honeymoon	18%	14%	57%	32%	17%	14%		25%	26%	19%	21%	17%	13%
	SCUBA diving	15%	14%	15%	16%	30%	32%		17%	15%	15%	16%	8%	14%
	Water sports	16%	14%	21%	20%	9%	23%		25%	9%	22%	11%	17%	13%
	Shopping	15%	18%	4%	10%	9%	13%	67%	11%	15%	16%	11%	25%	11%
	To golf	8%	4%		12%	4%	7%		9%	6%	12%	7%		9%
	Price of the tour package	7%	11%	9%	6%	9%	7%		8%	6%	7%	9%	25%	
	Recommendation of friend, relative, travel agency	6%	11%	6%	7%	13%	1%		4%	6%	4%	5%	17%	5%
	Short travel time	4%	7%	4%	4%	4%	6%		4%	4%	3%	5%	17%	5%
	Pleasure	3%	4%	2%	1%	9%	3%		4%	4%	3%	4%	8%	2%
	To visit friends or relatives	3%	4%		3%		4%				4%	2%	8%	5%
	Other	2%	4%			4%	1%		2%		1%	4%		4%
	Career certification or testing	1%					1%		2%	2%	1%	2%		
	Company or Business trip	1%								2%		4%		
	My company sponsored me	1%				4%	1%					2%		2%
	A previous visit	1%					1%			2%				
	Convention, Conference, Trade show	1%			1%						1%			
Total	Cases	149	28	47	69	23	69	3	53	47	68	57	12	56

Information Sources

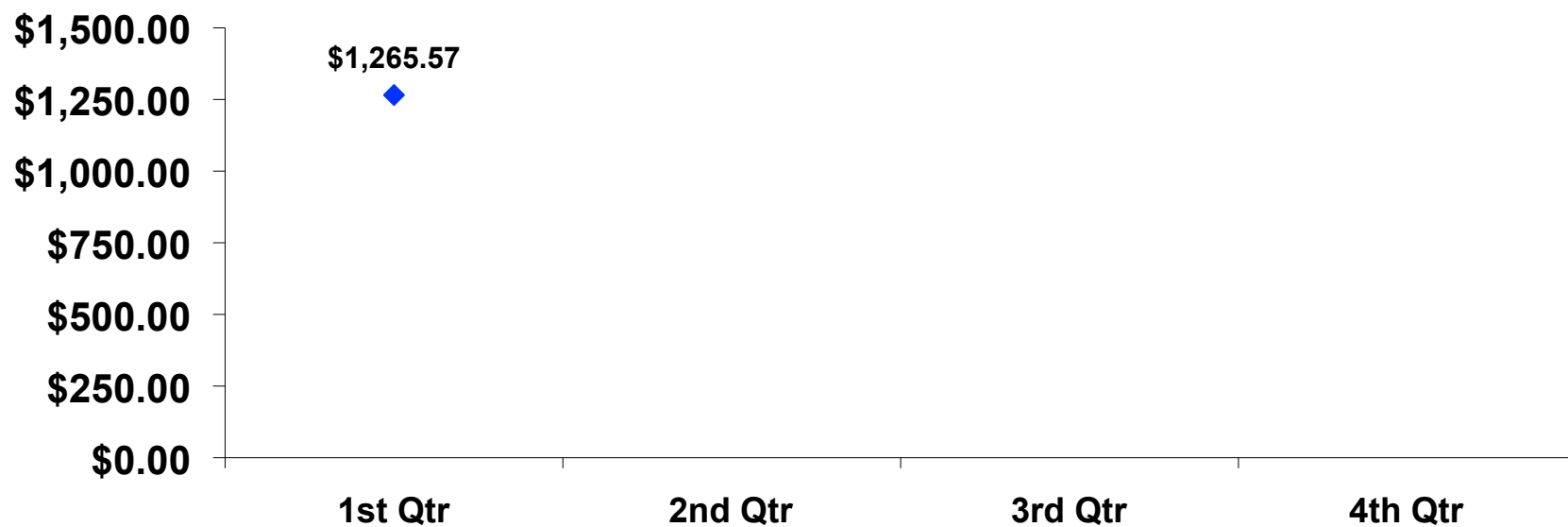
Segmentation

		TOTAL	FAMILY/ CHILD	WED/ HNYMOON	COUPLE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	CHILD	FIT
Q.1	Internet	81%	75%	85%	82%	78%	83%	100%	87%	87%	79%	82%	83%	77%
	Travel agent brochure	28%	39%	46%	34%	43%	26%		31%	28%	30%	33%	42%	20%
	Friend or relative	22%	21%	28%	24%	30%	22%		12%	28%	15%	26%	33%	21%
	Magazine	10%	14%	26%	13%	17%	9%		13%	13%	10%	12%	8%	7%
	Company travel department	11%	4%	7%	10%	9%	12%		12%	11%	13%	12%		11%
	TV	9%		2%	16%		14%		12%		13%	2%		13%
	Travel guide book at bookstores	7%	11%	13%	9%	4%	9%		12%	2%	10%	5%	8%	4%
	Newspaper	6%	11%	7%	3%	4%	4%	33%	8%	6%	6%	9%	8%	7%
	Podcast	3%		2%	4%		3%		8%	2%	6%	2%		2%
	I have been to Guam before	2%	4%	2%			3%		2%	2%	3%	2%		2%
	Guam promo activities	1%			1%		1%		2%		1%			2%
Total	Cases	148	28	46	68	23	69	3	52	47	67	57	12	56

SECTION 3 **EXPENDITURES**

Prepaid Expenditures Tracking

YTD=\$1,265.57

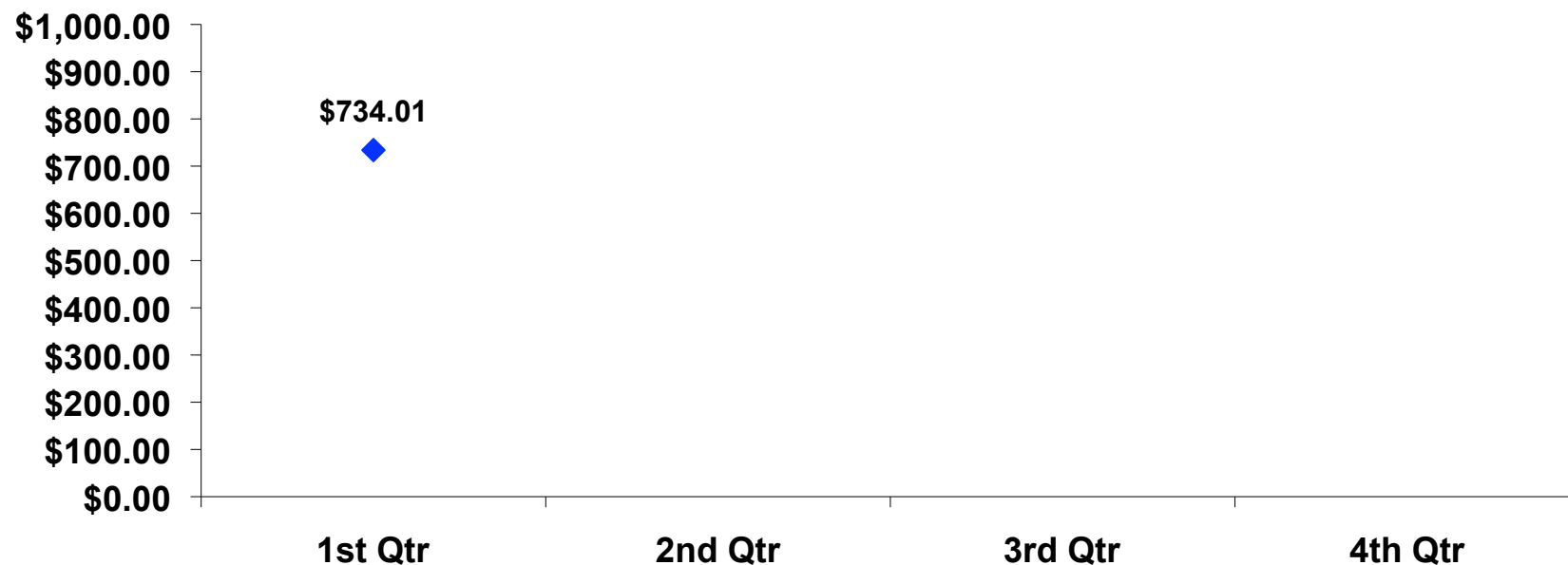


Prepaid Expenditures Per Person Segmentation

		TOTAL	FAMILY/ CHILD	WED/ HNYMOON	COUPLE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	CHILD	FIT
Prepaid per person converted to \$	Mean	\$1,265.57	\$1,060.35	\$1,488.95	\$1,426.57	\$1,358.07	\$1,401.36	\$459.33	\$1,293.04	\$1,253.44	\$1,340.45	\$1,227.79	\$1,204.42	\$1,288.02
	Median	\$1,287	\$1,287	\$1,303	\$1,287	\$1,287	\$1,287	\$0	\$1,274	\$1,287	\$1,287	\$1,263	\$1,287	\$1,287
	Minimum	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$343.20	\$0.00
	Maximum	\$5,791.51	\$2,033.46	\$4,761.90	\$5,791.51	\$4,761.90	\$5,791.51	\$1,377.99	\$5,791.51	\$4,761.90	\$5,791.51	\$5,791.51	\$1,930.50	\$5,791.51

On-Island Expenditures Tracking

YTD = \$734.01



On-Island Expenditures Per Person Segmentation

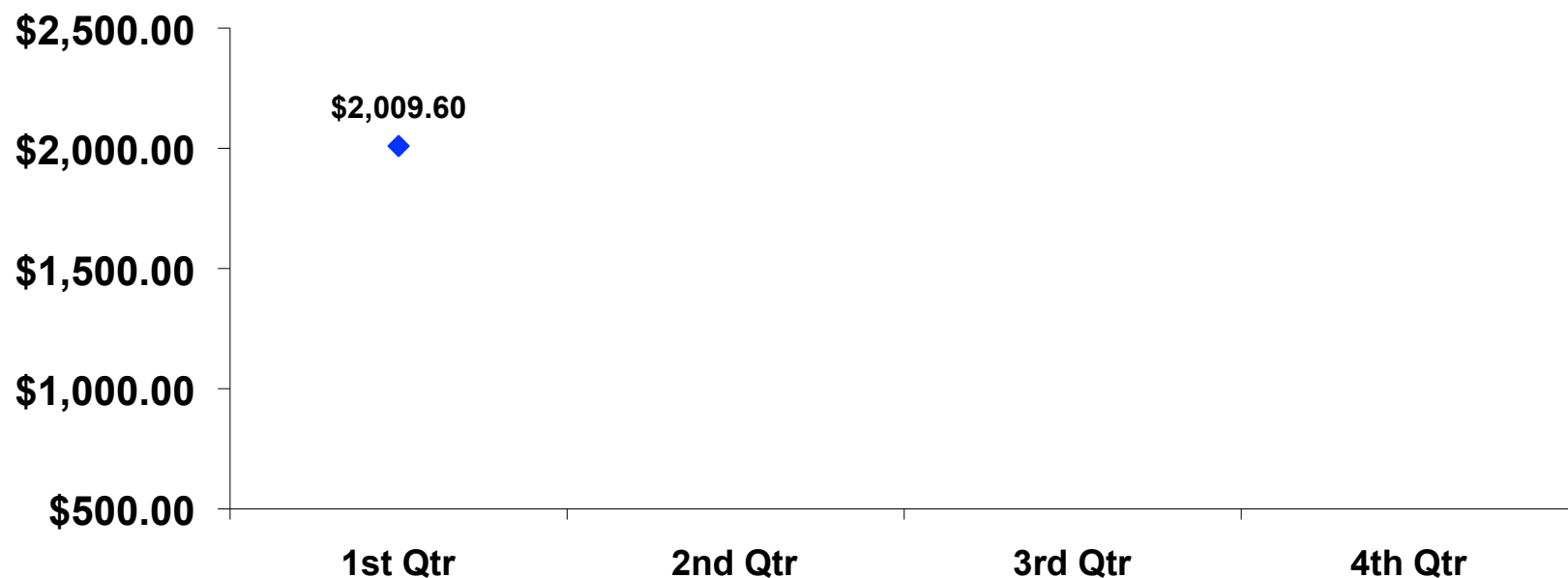
		TOTAL	FAMILY/ CHILD	WED/ HNYMOON	COUPLE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	CHILD	FIT
Per person on-island exp	Mean	\$734.01	\$337.42	\$721.09	\$704.11	\$710.25	\$709.02	\$133.33	\$812.69	\$598.77	\$876.66	\$650.44	\$297.00	\$794.63
	Median	\$525	\$260	\$500	\$547	\$500	\$580	\$0	\$580	\$500	\$583	\$500	\$246	\$565
	Minimum	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Maximum	\$9,000.00	\$2,000.00	\$5,600.00	\$5,600.00	\$2,500.00	\$5,000.00	\$400.00	\$5,600.00	\$2,500.00	\$9,000.00	\$2,500.00	\$900.00	\$9,000.00

On-Island Expense Breakdown

		TOTAL	FAMILY/ CHILD	WED/ HNYMOON	COUPLE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	CHILD	FIT
F&B-HOTEL	Mean	\$86.57	\$126.82	\$107.21	\$87.88	\$54.78	\$71.67	\$0.00	\$111.37	\$70.85	\$107.49	\$76.49	\$176.33	\$97.77
	Median	\$15.00	\$0.00	\$0.00	\$0.00	\$20.00	\$0.00	\$0.00	\$82.00	\$0.00	\$56.00	\$0.00	\$35.00	\$27.50
F&B-FF REST/CONV	Mean	\$61.70	\$34.45	\$71.74	\$63.52	\$36.96	\$42.11	\$6.67	\$61.10	\$92.11	\$55.56	\$87.18	\$28.73	\$41.44
	Median	\$20.00	\$0.00	\$40.00	\$30.00	\$30.00	\$25.72	\$0.00	\$20.00	\$30.00	\$20.00	\$30.00	\$0.00	\$10.00
F&B-OUT- SIDE HOTEL/ REST	Mean	\$95.41	\$102.03	\$151.94	\$94.09	\$128.70	\$72.61	\$100.00	\$114.69	\$104.45	\$104.95	\$107.00	\$150.58	\$32.37
	Median	\$27.50	\$25.00	\$100.00	\$30.00	\$60.00	\$25.00	\$0.00	\$30.00	\$50.00	\$20.00	\$50.00	\$100.00	\$10.00
OPTIONAL TOUR	Mean	\$161.69	\$128.75	\$260.96	\$193.84	\$203.26	\$202.83	\$113.33	\$218.75	\$172.87	\$165.75	\$168.16	\$110.42	\$160.27
	Median	\$85.00	\$15.00	\$200.00	\$120.00	\$100.00	\$150.00	\$0.00	\$135.00	\$120.00	\$0.00	\$110.00	\$57.50	\$5.00
GIFT/ SOUV-SELF	Mean	\$248.90	\$218.59	\$203.41	\$183.66	\$167.39	\$173.14	\$23.33	\$177.29	\$211.45	\$310.99	\$253.30	\$341.70	\$320.28
	Median	\$100.00	\$0.00	\$100.00	\$100.00	\$100.00	\$100.00	\$0.00	\$100.00	\$100.00	\$100.00	\$100.00	\$50.00	\$100.00
GIFT/ SOUV- F&F AT HOME	Mean	\$107.41	\$72.82	\$83.24	\$113.29	\$110.87	\$116.13	\$0.00	\$115.17	\$69.77	\$108.04	\$124.72	\$120.75	\$108.47
	Median	\$48.00	\$0.00	\$46.00	\$64.00	\$50.00	\$50.00	\$0.00	\$100.00	\$0.00	\$100.00	\$0.00	\$45.00	\$0.00
LOCAL TRANS	Mean	\$52.98	\$36.75	\$48.43	\$47.00	\$87.17	\$52.78	\$23.33	\$59.04	\$59.04	\$53.81	\$69.35	\$28.25	\$46.68
	Median	\$20.00	\$0.00	\$10.00	\$20.00	\$0.00	\$20.00	\$0.00	\$20.00	\$20.00	\$20.00	\$25.00	\$5.00	\$19.64
OTHER EXP	Mean	\$456.47	\$271.71	\$560.34	\$599.26	\$278.26	\$508.80	\$0.00	\$696.98	\$194.62	\$641.03	\$225.00	\$115.58	\$414.62
	Median	\$0.00	\$15.00	\$0.00	\$50.00	\$0.00	\$50.00	\$0.00	\$20.00	\$0.00	\$74.00	\$0.00	\$0.00	\$0.00

Total Expenditures Tracking

YTD=\$2,009.60



Total Expenditures Per Person Segmentation

		TOTAL	FAMILY/ CHILD	WED/ HNYMOON	COUPLE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	CHILD	FIT
TOTPP	Mean	\$2,009.56	\$1,397.77	\$2,210.04	\$2,151.70	\$2,068.32	\$2,120.80	\$592.66	\$2,105.73	\$1,852.20	\$2,243.68	\$1,878.23	\$1,501.42	\$2,082.65
	Median	1737.45	1587.00	1864.22	1922.00	1930.50	1769.94	.00	1809.78	1777.99	1950.65	1712.00	1587.00	1861.70
	Minimum	.00	.00	.00	.00	400.00	.00	.00	.00	.00	.00	.00	476.53	.00
	Maximum	10544.40	3287.00	7015.70	7015.70	5911.90	6743.89	1777.99	7015.70	5911.90	10544.40	6731.51	2830.50	10544.40

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 Quarter 2012	
Drivers:	rank
Cleanliness of beaches & parks	3
Ease of getting around	2
Safety walking around at night	
Quality of daytime tours	
Variety of daytime tours	
Quality of nighttime tours	
Variety of nighttime tours	
Quality of shopping	4
Variety of shopping	
Price of things on Guam	
Quality of hotel accommodations	1
% of Overall Satisfaction Accounted For	57.2%
NOTE: Only significant drivers are included.	

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Hong Kong visitor's experience on Guam is driven by four significant factors in the First Quarter 2012 Period. By rank order they are:
 - **Quality of hotel accommodations,**
 - **Ease of getting around,**
 - **Cleanliness of beaches and parks, and**
 - **Quality of shopping.**
- With all four factors the overall r^2 is .572 meaning that **57.2% of overall satisfaction is accounted for by these four factors.**

Drivers of Per Person On Island Expenditures, 1st Quarter 2012	
Drivers:	rank
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	
% of Per Person On Island Expenditures Accounted For	0.0%
NOTE: Only significant drivers are included.	

Drivers of Per Person On Island Expenditure

- **Per Person On Island Expenditure** of Hong Kong visitors on Guam is driven by no significant factors in the first quarter 2012 Period.