



GUAM VISITORS BUREAU

Hong Kong Visitor Tracker Exit Profile

FY2012 MARKET SEGMENTATION –

3rd 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 **152** 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 **152** 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

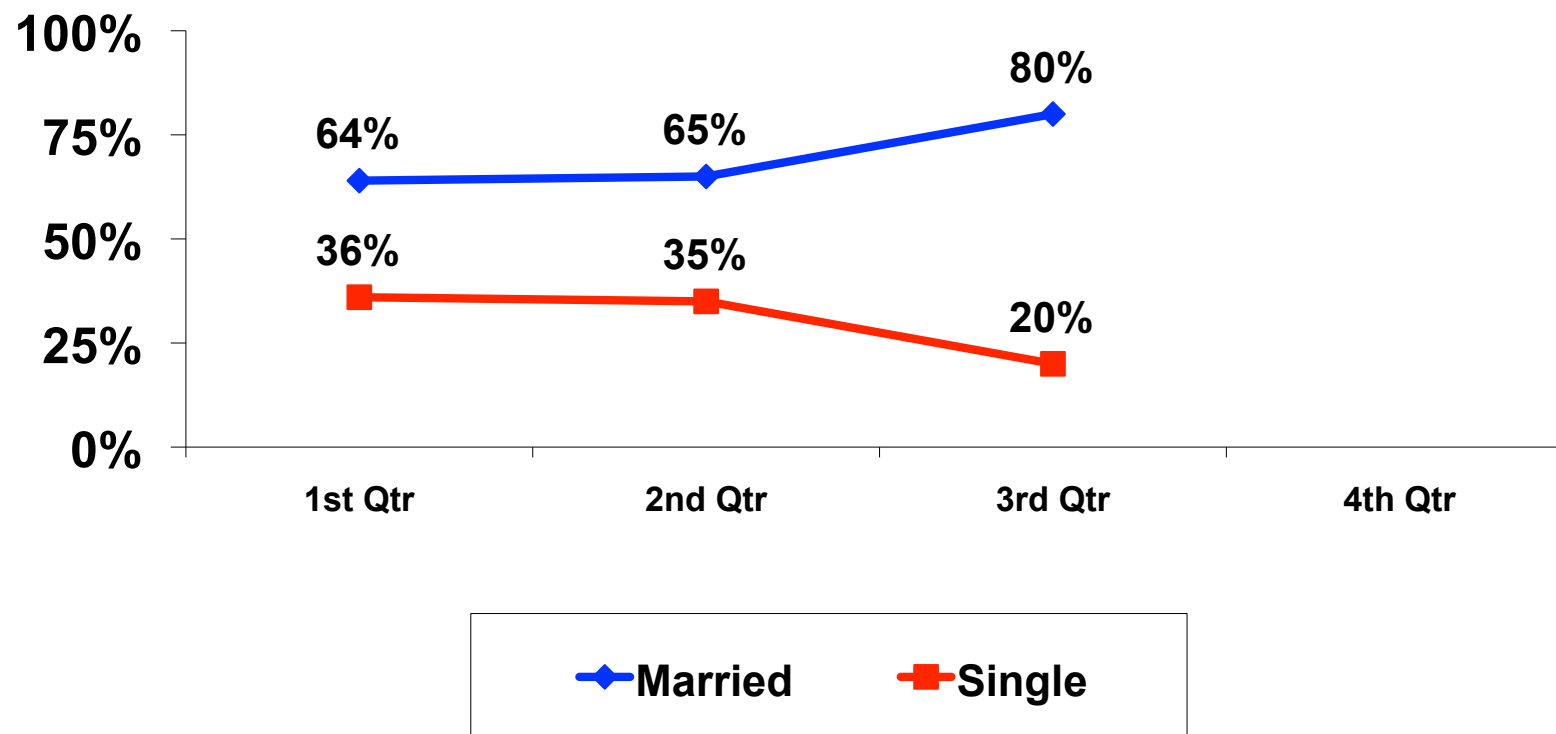
- Families – Q.6
- Wedding/ Honeymoon – Q.5A
- Couple – Q.6
- Office Lady – Q.33/ female
- Divers – Q.5A/ Q.19
- Student – Q.33/ Q.7
- 18-35 – Q.D
- 25-55 – Q.D
- Child – Q.6
- FITs – Q.7

Highlighted Segments

	1 st QTR	2 nd QTR	3 rd QTR	4 th QTR
Families	19%	17%	16%	
Wedding/ Honeymoon	32%	8%	14%	
Couples	46%	46%	58%	
Ols	15%	11%	9%	
Diver	46%	53%	46%	
Student	2%	3%	1%	
M 18-35	36%	47%	33%	
F 18-35	32%	25%	26%	
M 25-55	46%	53%	52%	
F 25-55	38%	29%	34%	
Child	8%	7%	11%	
FITs	38%	73%	76%	
TOTAL	149	150	152	

SECTION 1 **PROFILE OF RESPONDENTS**

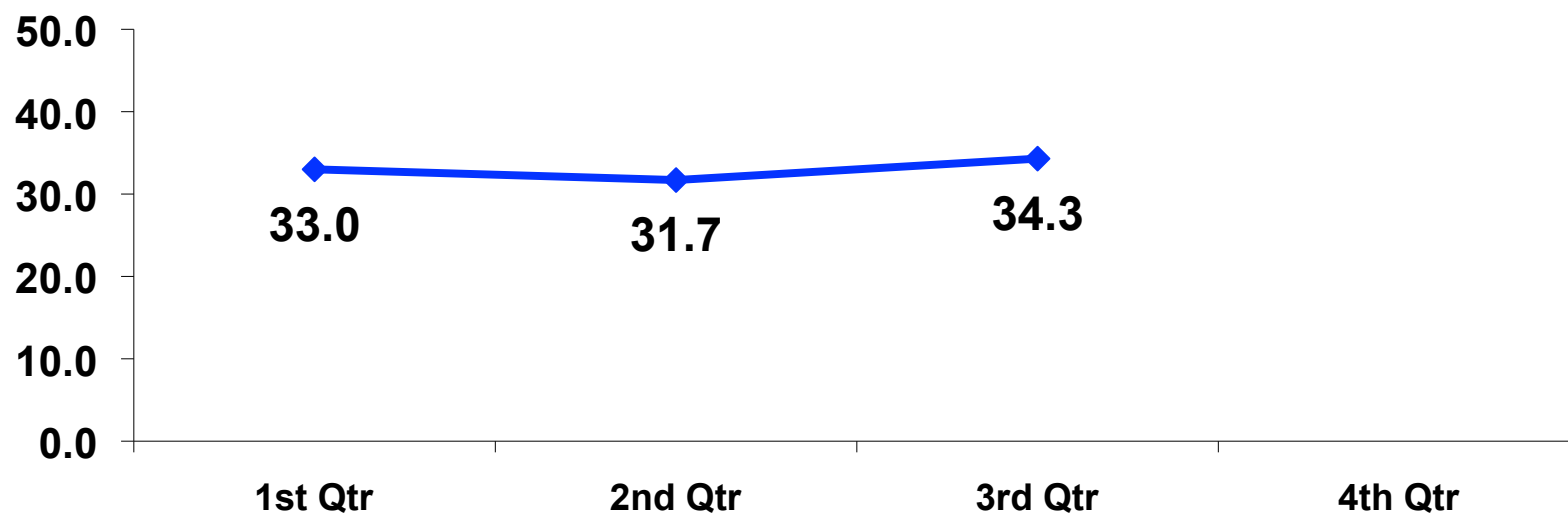
Marital Status Tracking



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	122	25	19	87	10	55	36	24	73	44	16	93
		Col %	80%	100%	90%	99%	77%	79%	72%	60%	92%	86%	100%	80%
	Single	Count	30		2	1	3	15	14	16	6	7		23
		Col %	20%		10%	1%	23%	21%	28%	40%	8%	14%		20%
Total	Count		152	25	21	88	13	70	50	40	79	51	16	116

Average Age Tracking



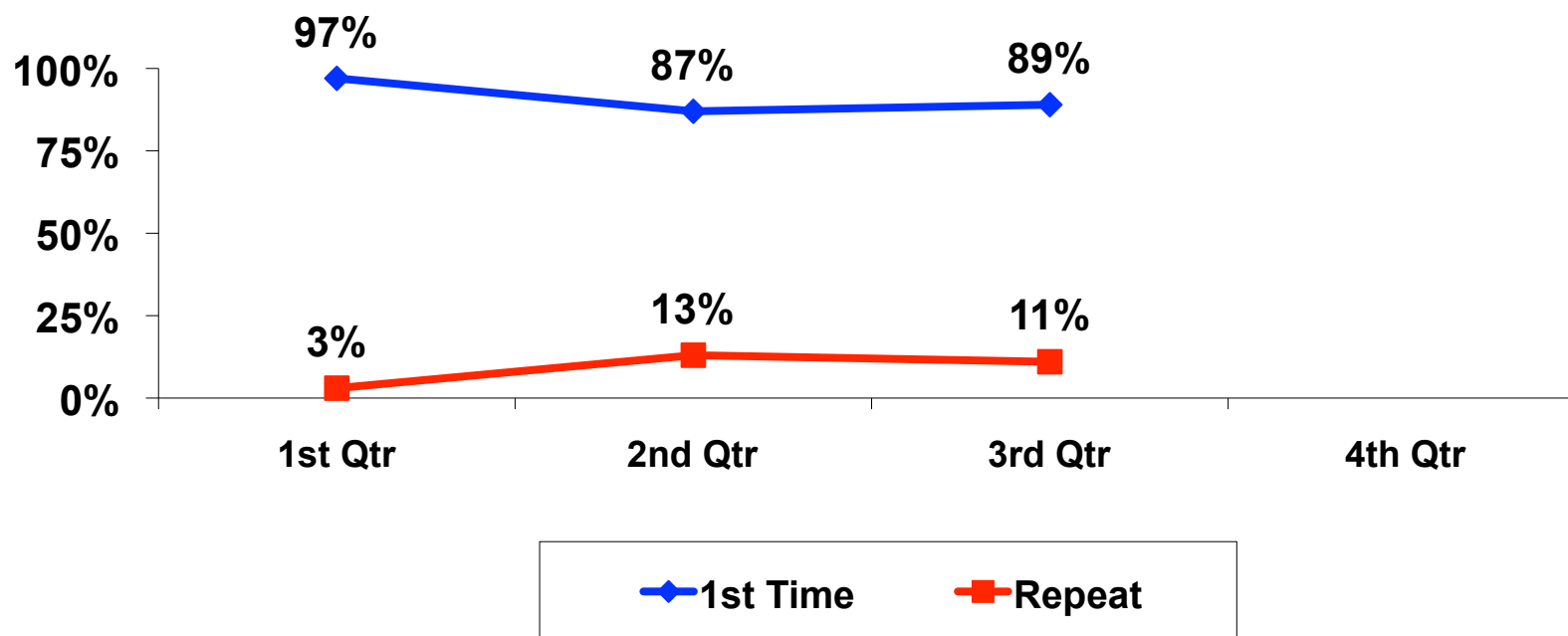
Age Segmentation

			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	89	8	12	47	9	41	2	49	40	40	31	6	71
		Col %	59%	33%	57%	53%	69%	59%	100%	98%	100%	51%	61%	40%	61%
	35-54	Count	58	15	7	38	4	27		1		38	20	9	43
		Col %	38%	63%	33%	43%	31%	39%		2%		48%	39%	60%	37%
	55+	Count	4	1	2	3		2				1			2
		Col %	3%	4%	10%	3%		3%				1%			2%
Total	Count		151	24	21	88	13	70	2	50	40	79	51	15	116
D	Mean		34.3	38.8	34.9	36.2	31.8	33.6	22.0	28.4	28.1	35.9	34.3	37.3	33.7
	Median		32	38	32	34	30	32	22	29	28	34	33	36	32

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 HKD120K	Count	3		1				1	1	2		1		3
		Col %	4%		10%				100%	3%	11%		4%		5%
	120K-240K	Count	1	1				1				1			
		Col %	1%	8%				3%				3%			
	240K-500K	Count	34	4	2	19	3	17		19	11	19	10	4	30
		Col %	47%	31%	20%	44%	38%	55%		66%	61%	50%	38%	40%	48%
	500K-1.0M	Count	30	7	5	21	5	12		7	5	15	15	6	28
		Col %	42%	54%	50%	49%	63%	39%		24%	28%	39%	58%	60%	45%
	1.0M-2.0M	Count	3	1	1	2		1		2		2			
		Col %	4%	8%	10%	5%		3%		7%		5%			
	3.0M+	Count	1		1	1						1			1
		Col %	1%		10%	2%						3%			2%
	Total	Count	72	13	10	43	8	31	1	29	18	38	26	10	62

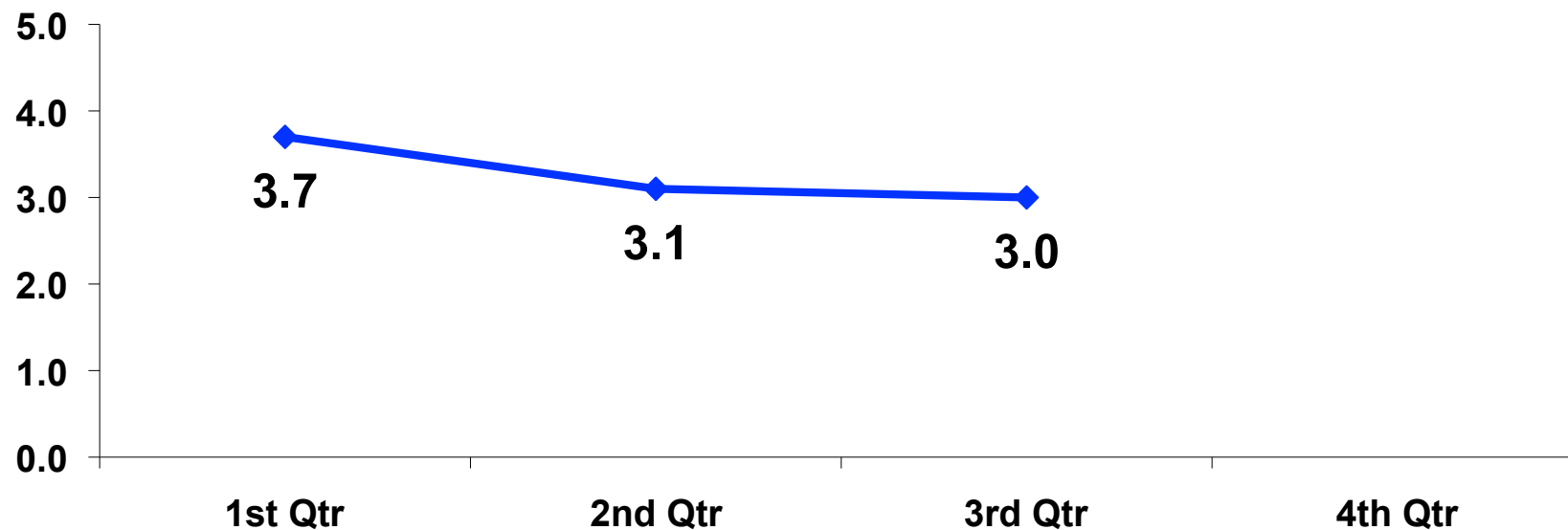
Prior Trips To Guam Tracking



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	134	20	20	75	12	63	2	47	39	66	48	13	104
		Col %	89%	83%	95%	85%	92%	90%	100%	94%	100%	84%	96%	87%	90%
	No	Count	17	4	1	13	1	7		3		13	2	2	11
		Col %	11%	17%	5%	15%	8%	10%		6%		16%	4%	13%	10%
Total	Count		151	24	21	88	13	70	2	50	39	79	50	15	115

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	3.0	3.2	3.1	3.0	3.0	3.1	3.0	3.0	3.0	3.1	3.0	3.2	3.0
	Median	3	3	3	3	3	3	3	3	3	3	3	3	3
	Minimum	1	3	3	3	3	3	3	1	3	3	3	3	1
	Maximum	6	6	6	3	3	6	3	5	3	6	3	6	6

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 tours	Count	4		1	1	2	4		1	3	1	2		
		Col %	3%		5%	1%	15%	6%		2%	8%	1%	4%		
	Free-time package tours	Count	21	10	6	7		10		7	2	15	3	7	
		Col %	14%	43%	29%	8%		15%		14%	5%	19%	6%	44%	
	Individually arranged travel	Count	116	13	13	73	10	54	1	40	32	58	43	9	116
		Col %	79%	57%	62%	86%	77%	79%	100%	82%	82%	74%	86%	56%	100%
	Group tour	Count	3		1	3				1		3			
		Col %	2%		5%	4%				2%		4%			
	Company paid travel	Count	3			1	1				2	1	2		
		Col %	2%			1%	8%				5%	1%	4%		
Total	Count		147	23	21	85	13	68	1	49	39	78	50	16	116

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	49%	56%	48%	51%	23%	49%	50%	58%	33%	59%	39%	63%	45%
SCUBA diving	16%	28%	14%	9%	15%	34%		20%	15%	16%	16%	25%	12%
Shopping	17%	16%	10%	19%	23%	9%		18%	13%	23%	12%	19%	21%
Just to relax	15%	28%	10%	8%	15%	17%		12%	18%	10%	22%	38%	14%
To golf	11%	4%		11%	31%	10%		4%	20%	5%	20%	6%	13%
It is a safe place to spend a vacation	9%	16%	19%	6%	8%	9%		10%	8%	11%	8%	19%	8%
Honeymoon	7%	4%	52%	10%	8%	7%	50%	14%	8%	10%	4%		5%
To get married or Attend wedding	8%	16%	57%	7%		10%		8%		13%	2%	6%	6%
Price of the tour package	8%		14%	10%	8%	7%		10%	5%	8%	8%		6%
Water sports	8%	20%	14%	3%		4%		10%	5%	10%	4%	31%	3%
A previous visit	8%	12%	5%	10%	8%	7%		2%		10%	4%	6%	7%
Recommendation of friend, relative, travel agency	7%	16%		3%		9%		10%	5%	10%	4%	19%	6%
Short travel time	5%	4%	5%	2%		4%		10%	5%	5%	2%	6%	5%
To visit friends or relatives	3%			3%		4%		2%		3%	2%		3%
Pleasure	2%	4%	5%	1%		3%	50%		3%	3%		6%	2%
Promotional materials from GVB	1%	4%				1%				1%	2%	6%	1%
Total Cases	152	25	21	88	13	70	2	50	40	79	51	16	116

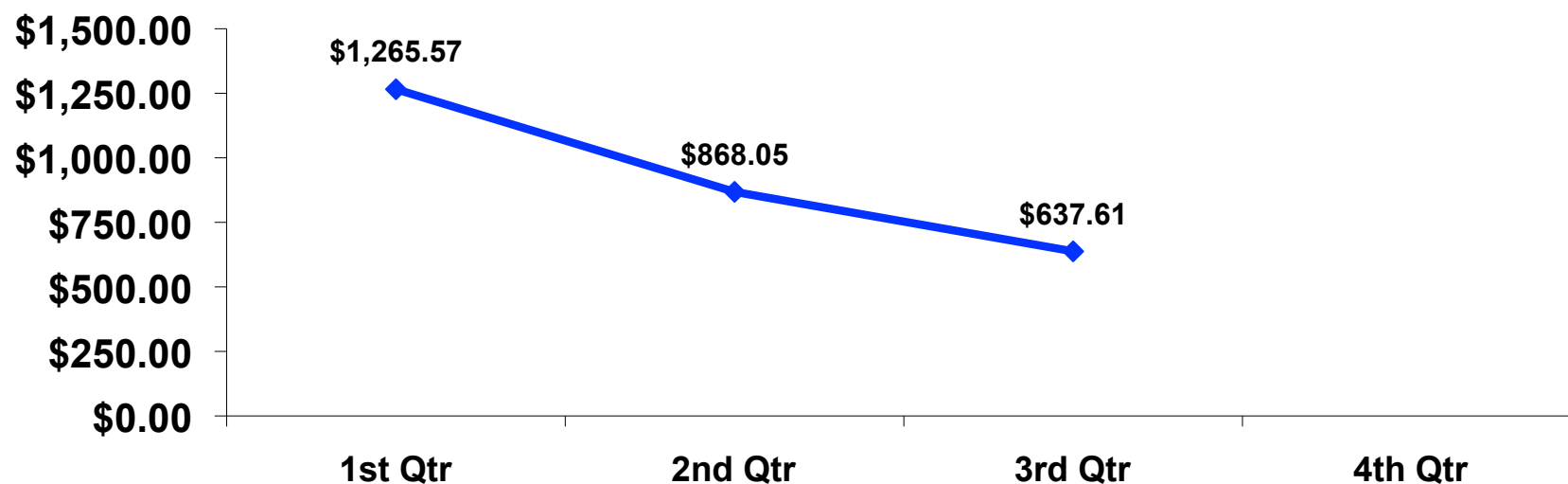
Information Sources

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	78%	76%	81%	75%	77%	79%	100%	90%	78%	78%	75%	75%	78%
	Company travel department	13%	16%	19%	13%	8%	14%		10%	15%	14%	14%	19%	12%
	TV	12%	16%	14%	13%	15%	11%		8%	10%	16%	10%	13%	11%
	Magazine	11%	16%	14%	14%	8%	11%		2%	5%	13%	12%	6%	10%
	Friend or relative	11%	20%	24%	3%		11%	50%	10%	13%	10%	10%	25%	5%
	Newspaper	10%	12%	14%	11%	8%	10%		6%	3%	9%	12%	13%	9%
	Travel agent brochure	9%	28%	19%	6%	8%	11%		6%	8%	8%	12%	19%	6%
	Travel guide book at bookstores	9%	12%	14%	7%		11%		6%	5%	13%	6%	13%	6%
	I have been to Guam before	7%	12%	5%	9%		7%		2%		9%	2%	6%	5%
	Podcast	4%	4%	14%	5%	8%	1%		2%	5%	5%	4%		2%
Total	Cases	152	25	21	88	13	70	2	50	40	79	51	16	116

SECTION 3 **EXPENDITURES**

Prepaid Expenditures Tracking

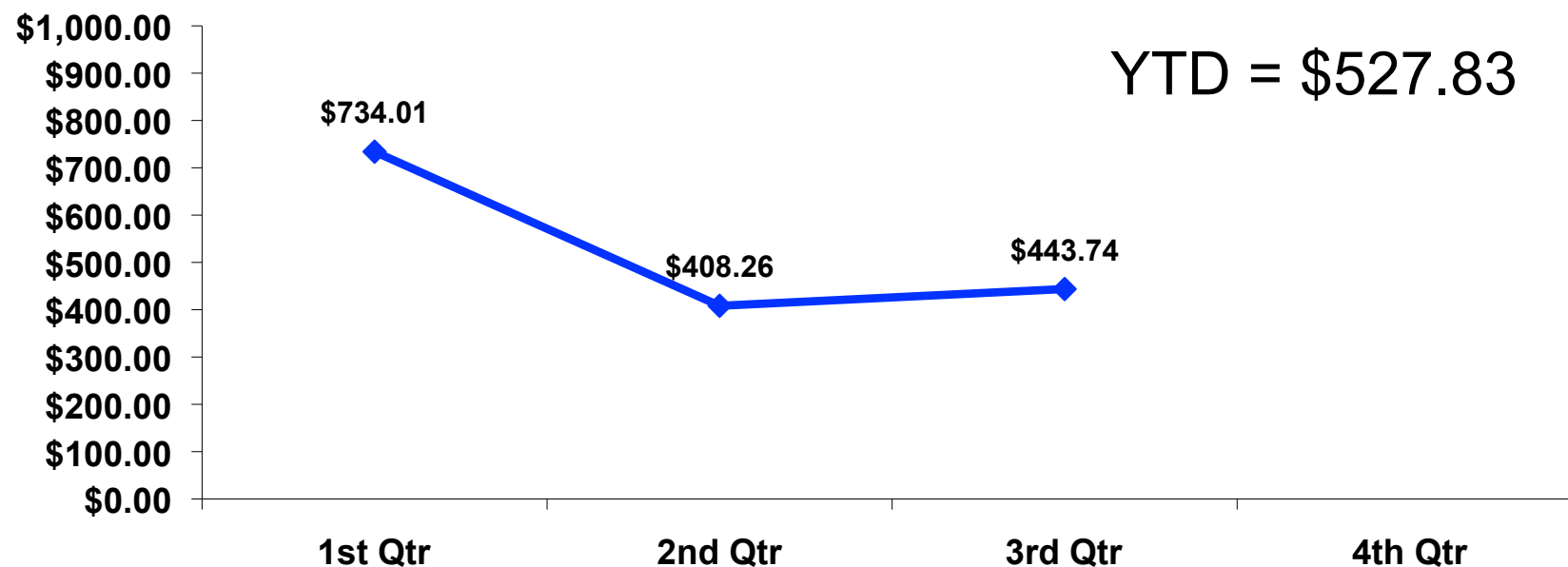


YTD=\$921.45

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	F.T
Prepaid	Mean	\$637.61	\$491.45	\$817.53	\$607.92	\$512.29	\$661.15	\$0.00	\$516.25	\$854.35	\$554.24	\$758.73	\$574.56	\$612.87
per	Median	\$619	\$564	\$535	\$670	\$0	\$670	\$0	\$425	\$773	\$540	\$722	\$591	\$619
person	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
converted to \$	Maximum	\$3,608.25	\$1,288.66	\$3,608.25	\$3,608.25	\$3,360.82	\$3,360.82	\$0.00	\$2,728.09	\$3,360.82	\$3,608.25	\$3,360.82	\$1,288.66	\$3,608.25

On-Island Expenditures Tracking



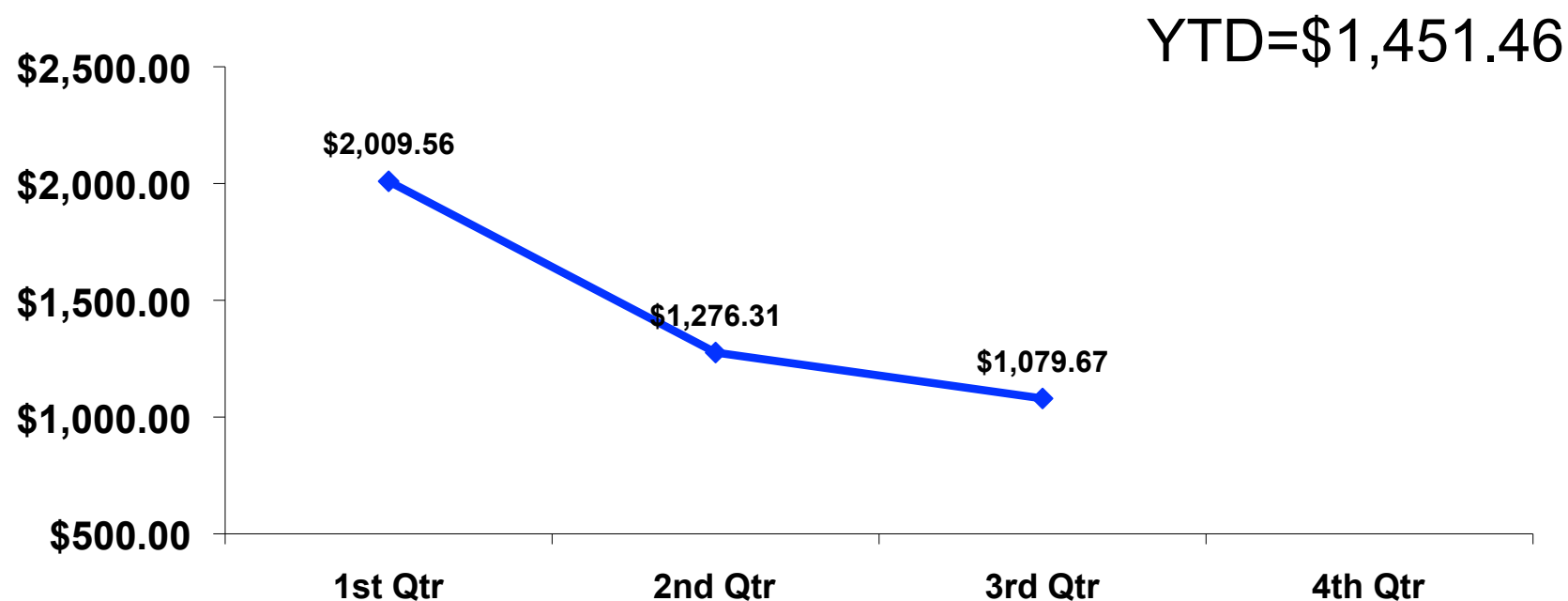
On-Island Expenditures Per Person Segmentation

		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	\$443.74	\$328.12	\$798.25	\$377.56	\$294.10	\$516.42	\$0	\$452.94	\$409.34	\$506.58	\$429.14	\$247.94	\$418.70
	Median	\$339	\$325	\$800	\$364	\$0	\$420	\$0	\$393	\$363	\$341	\$390	\$229	\$333
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$6,390.00	\$1,020.00	\$1,870.00	\$1,870.00	\$1,500.00	\$6,390.00	\$0	\$2,500.00	\$2,250.00	\$6,390.00	\$2,375.00	\$1,000.00	\$6,390.00

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	\$69.52	\$65.34	\$66.67	\$82.67	\$31.54	\$65.75	\$0.00	\$69.20	\$73.78	\$75.19	\$69.87	\$47.41	\$75.45
	Median	\$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
F&B-FF REST/CONV	Mean	\$9.04	\$8.10	\$12.38	\$7.19	\$23.08	\$12.39	\$0.00	\$9.56	\$11.13	\$8.83	\$12.70	\$12.66	\$7.81
	Median	\$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
F&B-OUT- SIDE HOTEL/ REST	Mean	\$17.84	\$21.00	\$54.29	\$17.77	\$23.08	\$16.64	\$0.00	\$21.96	\$6.75	\$24.16	\$15.25	\$32.81	\$13.79
	Median	\$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
OPTIONAL TOUR	Mean	\$106.85	\$110.00	\$154.76	\$121.10	\$103.85	\$118.29	\$0.00	\$121.90	\$100.50	\$125.45	\$102.40	\$128.13	\$107.04
	Median	\$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
GIFT/ SOUV-SELF	Mean	\$134.79	\$65.72	\$223.33	\$110.00	\$130.77	\$173.86	\$0.00	\$93.70	\$82.75	\$174.26	\$115.20	\$69.88	\$144.82
	Median	\$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
GIFT/ SOUV- F&F AT HOME	Mean	\$43.95	\$56.80	\$34.76	\$40.37	\$30.77	\$52.29	\$0.00	\$58.84	\$30.50	\$54.55	\$34.31	\$75.00	\$43.25
	Median	\$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
LOCAL TRANS	Mean	\$13.78	\$25.18	\$40.71	\$11.80	\$5.77	\$7.68	\$0.00	\$11.10	\$1.75	\$22.17	\$5.10	\$38.09	\$13.40
	Median	\$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
OTHER EXP	Mean	\$389.66	\$531.28	\$919.05	\$392.94	\$280.38	\$475.31	\$0.00	\$360.20	\$423.85	\$437.40	\$402.79	\$400.13	\$277.50
	Median	\$0.00	\$110.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$30.00	\$0.00	\$60.00	\$0.00	\$75.00	\$0.00

Total Expenditures Tracking



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	\$1,079.67	\$819.56	\$1,630.69	\$981.01	\$806.39	\$1,177.56	\$0.00	\$968.24	\$1,257.78	\$1,060.91	\$1,183.66	\$822.50	\$1,028.91
	Median	1020.10	928.77	1284.79	1073.76	400.00	1115.10	.00	1073.20	1130.93	1026.29	1038.43	822.12	1006.83
	Minimum	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	Maximum	7361.65	2288.66	4860.82	4860.82	4860.82	7361.65	.00	3158.66	4860.82	7361.65	4952.32	2288.66	7361.65

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 and 3rd Qtr 2012, and Overall 1st - 3rd Qtr 2012				
	1st Qtr 2012	2nd Qtr 2012	3rd Qtr 2012	Combined 1st - 3rd Qtr 2012
Independent Variables:	rank	rank	rank	rank
Cleanliness of beaches & parks	3			
Ease of getting around	2			4
Safety walking around at night			1	
Quality of daytime tours		1		1
Variety of daytime tours				
Quality of nighttime tours				
Variety of nighttime tours				
Quality of shopping	4			2
Variety of shopping				
Price of things on Guam				
Quality of hotel accommodations	1			3
% of Overall Satisfaction Accounted For	57.2%	36.1%	15.2%	35.9%
NOTE: Only significant variables are ranked.				

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Hong Kong visitor's experience on Guam is driven by one significant factor in the Third Quarter 2012 Period. It is:
 - **Safety walking around at night.**
- With this factor the overall r^2 is .152 meaning that **15.2% of overall satisfaction is accounted for by this factor.**

Comparison of Drivers of Per Person On-Island Expenditures, 1st, 2nd and 3rd Qtr 2012 and Overall 1st - 3rd Qtr 2012				
	1st Qtr 2012	2nd Qtr 2012	3rd Qtr 2012	Combined 1st - 3rd Qtr 2012
Independent Variables:	rank	rank	rank	rank
Cleanliness of beaches & parks			1	1
Ease of getting around				
Safety walking around at night			3	
Quality of daytime tours			4	
Variety of daytime tours		1		
Quality of nighttime tours				
Variety of nighttime tours			2	
Quality of shopping				
Variety of shopping				
Price of things on Guam				
Quality of hotel accommodations				
% of Overall Satisfaction Accounted For	0.0%	6.7%	30.4%	1.4%
NOTE: Only significant variables are ranked.				

Drivers of Per Person On Island Expenditure

- **Per Person On Island Expenditure** of Hong Kong visitors on Guam is driven by four significant factors in the third quarter 2012 Period. By rank order these factors are:
 - **Cleanliness of beaches and parks,**
 - **Variety of nighttime tours,**
 - **Safety walking around at night, and**
 - **Quality of daytime tours.**
- With these four factors the overall r^2 is .304 meaning that **30.4% of per person on island expenditures is accounted for by these factors.**