



GUAM VISITORS BUREAU

Hong Kong Visitor Tracker Exit Profile

FY2013 Market Segmentation

2nd Qtr. (JAN~MAR 2013)



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

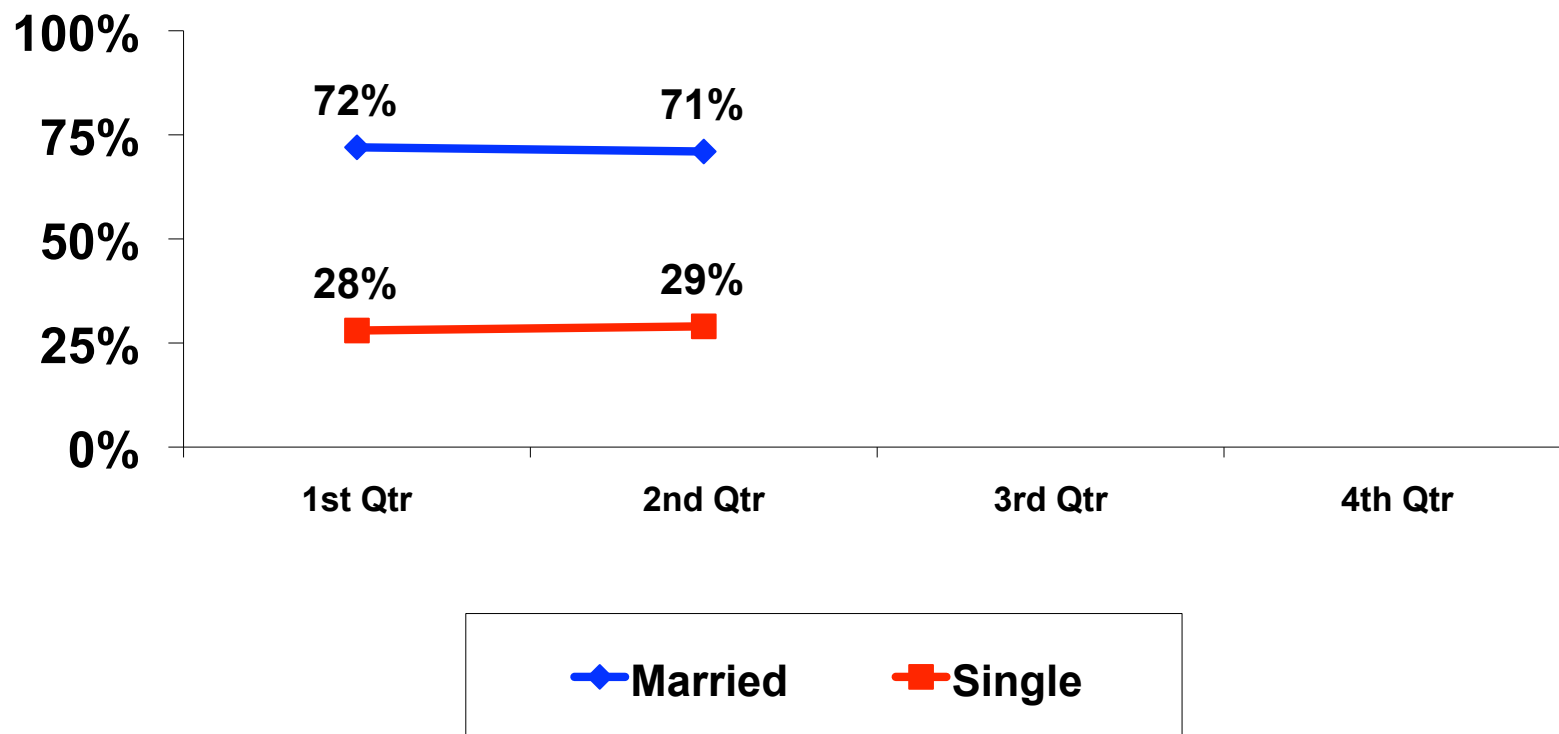
- Families – Q.6
- Wedding/ Honeymoon – Q.5A
- Couple – Q.6
- Office Lady – Q.33/ female
- Divers – Q.5A/ Q.19
- Student – Q.33/ Q.7
- 18-35 – Q.D
- 25-55 – Q.D
- Child – Q.6
- FITs – Q.7

Highlighted Segments

	1 st QTR	2 nd QTR	3 rd QTR	4 th QTR
Families	59%	53%		
Wedding/ Honeymoon	9%	4%		
Couples	58%	33%		
Ol's	25%	27%		
Diver	29%	30%		
Student	3%	1%		
M 18-35	25%	29%		
F 18-35	29%	30%		
M 25-55	44%	43%		
F 25-55	41%	45%		
Child	17%	3%		
FITs	82%	66%		
TOTAL	150	150		

SECTION 1 **PROFILE OF RESPONDENTS**

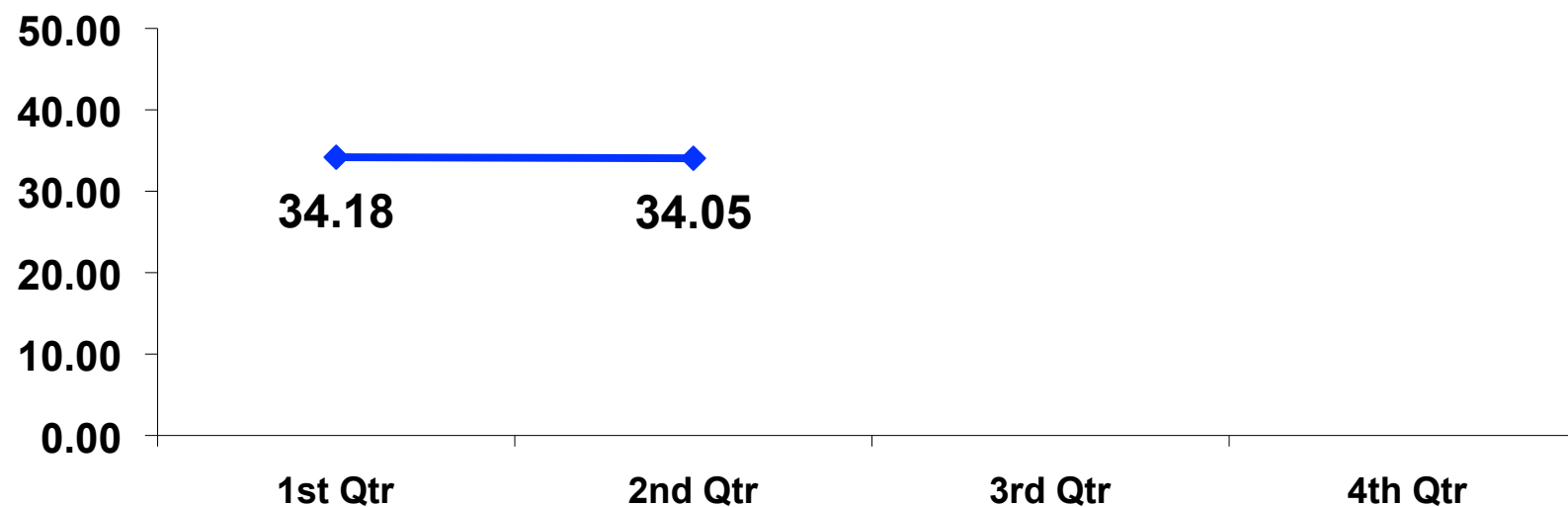
Marital Status Tracking



Marital Status Segmentation

			TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18- 35	CHILD	FEMALE 25- 55	FIT
			-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	107	80	6	50	35	32	0	21	24	5	51	72
		Column N %	71%	100%	100%	100%	88%	71%	0%	49%	53%	100%	76%	73%
	Single	Count	43	0	0	0	5	13	2	22	21	0	16	27
		Column N %	29%	0%	0%	0%	13%	29%	100%	51%	47%	0%	24%	27%
	Total	Count	150	80	6	50	40	45	2	43	45	5	67	99

Average Age Tracking



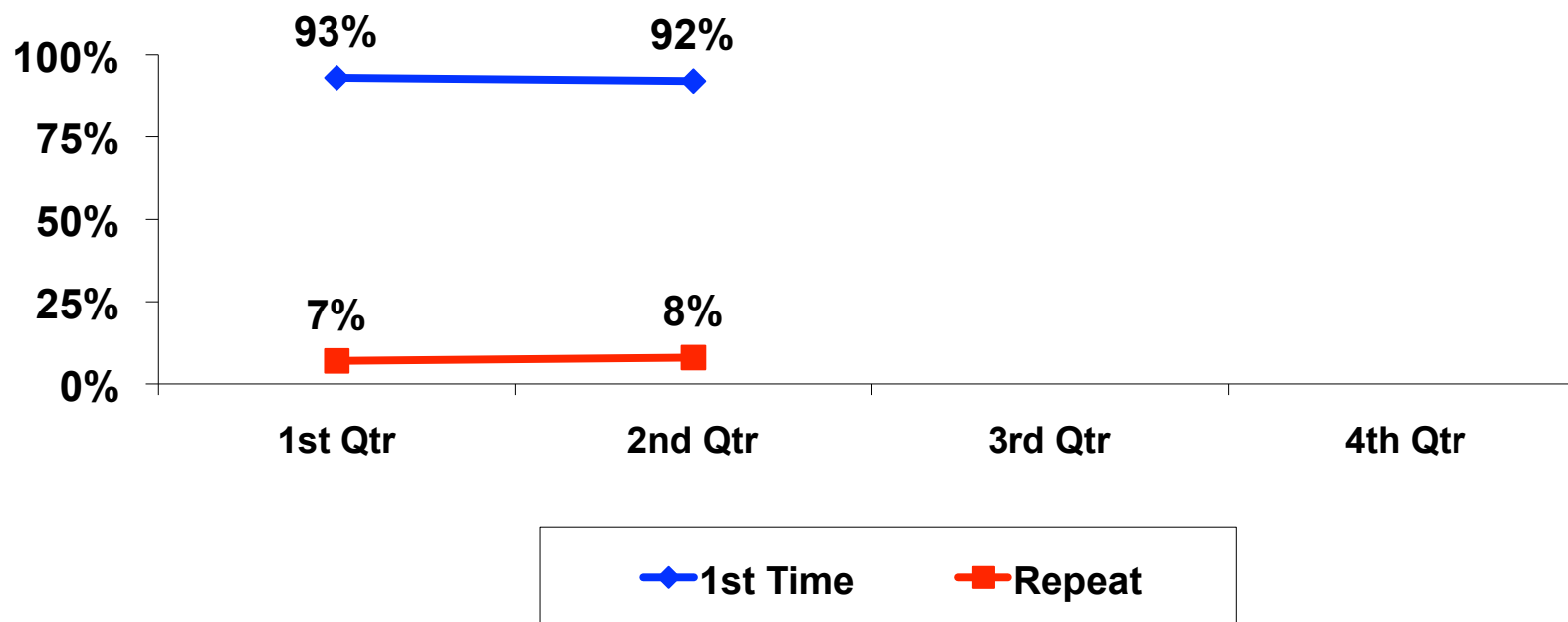
Age Segmentation

			TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT	
			-	-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	13	0	0	0	0	4	2	7	6	0	0	9	
		Column N %	9%	0%	0%	0%	0%	9%	100%	16%	13%	0%	0%	9%	
	25-34	Count	75	29	6	23	20	19	0	35	39	0	39	45	
		Column N %	50%	36%	100%	46%	51%	42%	0%	81%	87%	0%	58%	46%	
	35-49	Count	51	41	0	20	18	21	0	1	0	5	26	38	
		Column N %	34%	51%	0%	40%	46%	47%	0%	2%	0%	100%	39%	39%	
	50+	Count	10	10	0	7	1	1	0	0	0	0	2	6	
		Column N %	7%	13%	0%	14%	3%	2%	0%	0%	0%	0%	3%	6%	
	Total		Count	149	80	6	50	39	45	2	43	45	5	67	98
	QF	Mean		34.05	38.26	29.00	37.82	35.03	34.49	21.50	28.95	27.98	40.40	34.00	34.34
Median		32	37	28	36	34	34	22	29	27	42	32	32		

Income Segmentation

			TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT	
			-	-	-	-	-	-	-	-	-	-	-	
Q26	HKD240K-HKD500K	Count	3	0	0	0	2	0	1	1	0	2	2	
		Column N %	3%	0%	0%	0%	6%	0%	3%	3%	0%	4%	3%	
	HKD500K-HKD1.0M	Count	33	17	1	13	14	7	12	14	1	17	25	
		Column N %	31%	30%	50%	42%	39%	21%	39%	45%	20%	33%	38%	
	HKD1.0M-HKD2.0M	Count	23	15	1	8	13	8	3	5	1	12	20	
		Column N %	21%	26%	50%	26%	36%	24%	10%	16%	20%	24%	30%	
	HKD2.0M-HKD3.0M	Count	12	8	0	5	6	7	1	1	3	7	10	
		Column N %	11%	14%	0%	16%	17%	21%	3%	3%	60%	14%	15%	
	HKD3.0M+	Count	29	15	0	5	1	9	13	6	0	10	7	
		Column N %	27%	26%	0%	16%	3%	27%	42%	19%	0%	20%	11%	
	No Income	Count	7	2	0	0	0	2	1	4	0	3	2	
		Column N %	7%	4%	0%	0%	0%	6%	3%	13%	0%	6%	3%	
	Total		Count	107	57	2	31	36	33	31	31	5	51	66

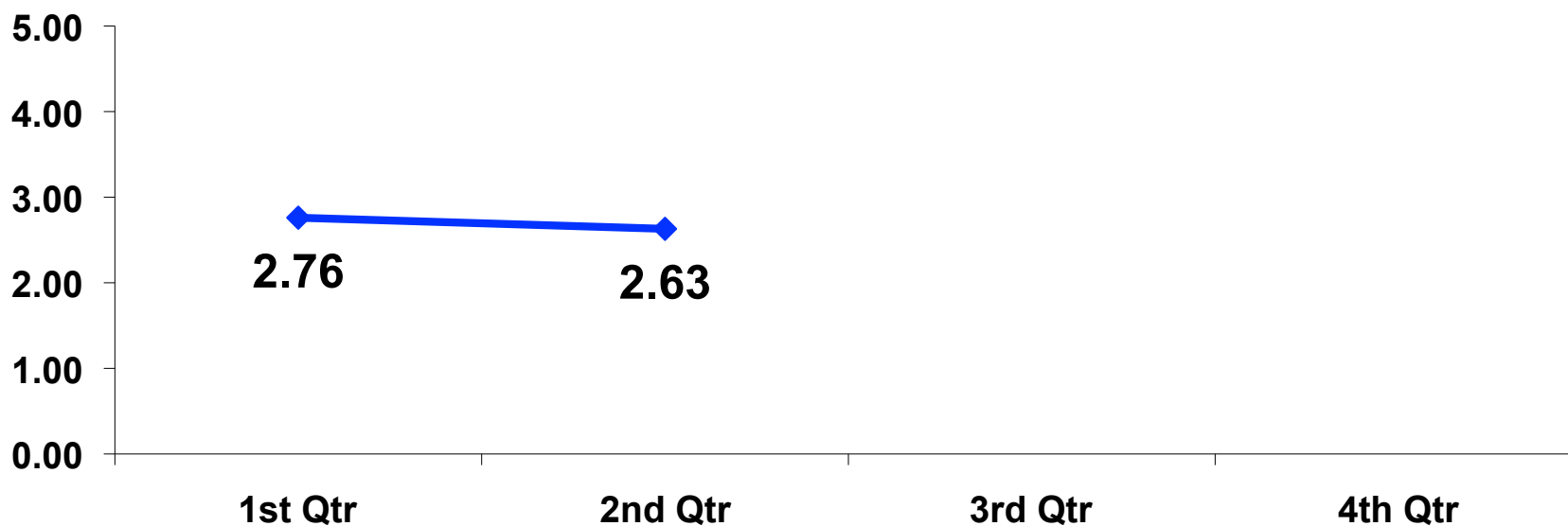
Prior Trips to Guam Tracking



Prior Trips to Guam Segmentation

			TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18- 35	CHILD	FEMALE 25- 55	FIT
			-	-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	138	72	6	44	39	43	2	43	41	4	61	94
		Column N %	92%	90%	100%	88%	98%	96%	100%	100%	91%	80%	91%	95%
	No	Count	12	8	0	6	1	2	0	0	4	1	6	5
		Column N %	8%	10%	0%	12%	3%	4%	0%	0%	9%	20%	9%	5%
	Total	Count	150	80	6	50	40	45	2	43	45	5	67	99

Average Length of Stay Tracking



Average Length of Stay Segmentation

		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18- 35	CHILD	FEMALE 25- 55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
Q8	Mean	2.63	2.76	2.50	3.02	2.58	2.44	2.50	2.53	2.51	2.80	2.55	2.66
	Median	3	3	3	3	3	2	3	3	3	3	3	2

SECTION 2 **TRAVEL PLANNING**

Travel Planning Segmentation

			TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-	-
Q7	Full package tour	Count	20	13	0	6	5	3	0	5	6	0	10	0
		Column N %	14%	17%	0%	13%	13%	7%	0%	13%	15%	0%	16%	0%
	Free-time package tour	Count	17	10	2	6	4	3	0	5	5	0	9	0
		Column N %	12%	13%	33%	13%	10%	7%	0%	13%	13%	0%	15%	0%
	Individually arranged travel (FIT)	Count	99	52	4	36	30	35	2	27	28	5	42	99
		Column N %	72%	69%	67%	75%	75%	85%	100%	71%	70%	100%	68%	100%
	Company paid travel	Count	2	0	0	0	1	0	0	1	1	0	1	0
		Column N %	1%	0%	0%	0%	3%	0%	0%	3%	3%	0%	2%	0%
	Total		Count	138	75	6	48	40	41	2	38	40	5	62

Travel Motivation Segmentation

		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	3%	1%	0%	2%	0%	0%	0%	0%	7%	0%	5%	0%
	Price	1%	3%	0%	2%	0%	0%	0%	2%	0%	0%	0%	0%
	Visit friends/ Relatives	1%	1%	0%	2%	0%	0%	0%	0%	0%	0%	0%	1%
	Recomm- friend/family/trvl agnt	4%	1%	0%	2%	5%	11%	50%	7%	4%	0%	3%	4%
	Scuba	11%	14%	0%	10%	21%	38%	0%	7%	7%	40%	12%	16%
	Water sports	3%	4%	0%	6%	3%	0%	0%	5%	4%	0%	3%	3%
	Short travel time	2%	4%	17%	6%	5%	2%	0%	0%	7%	0%	5%	2%
	Golf	7%	9%	0%	14%	8%	4%	0%	2%	4%	0%	5%	10%
	Relax	17%	15%	17%	14%	13%	9%	0%	19%	18%	0%	17%	15%
	Company/ Business Trip	1%	0%	0%	0%	3%	0%	0%	2%	0%	0%	0%	2%
	Company Sponsored	1%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	1%
	Convention/ Trade/ Conference	3%	0%	0%	0%	3%	4%	0%	2%	4%	0%	3%	3%
	Safe	9%	6%	0%	6%	18%	7%	50%	7%	18%	0%	12%	9%
	Natural beauty	34%	36%	17%	38%	36%	36%	50%	28%	24%	60%	38%	37%
	Shopping	11%	18%	0%	18%	13%	9%	0%	12%	4%	40%	11%	10%
	Honeymoon	4%	8%	100%	6%	5%	0%	0%	5%	9%	0%	6%	4%
	Pleasure	1%	1%	0%	2%	0%	0%	0%	2%	2%	0%	2%	2%
	No visa requirement	5%	6%	0%	6%	5%	9%	0%	12%	2%	0%	3%	6%
	Total Count	149	80	6	50	39	45	2	43	45	5	66	99

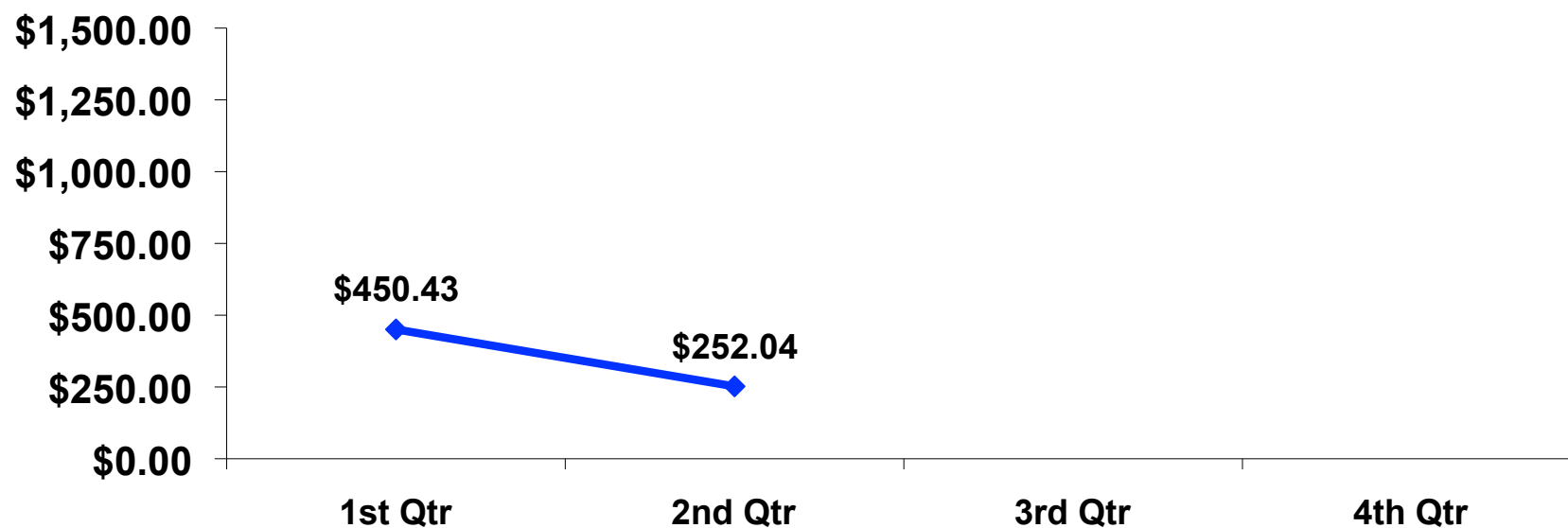
Information Sources

Segmentation

		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
Q1	Internet	75%	73%	83%	72%	80%	84%	100%	79%	80%	100%	81%	76%
	Friend/ Relative	17%	16%	17%	20%	20%	13%	0%	23%	18%	20%	19%	19%
	Co-Worker/ Company Trvl Dept	9%	11%	0%	14%	15%	11%	0%	7%	9%	80%	10%	13%
	Travel Agent Brochure	8%	14%	0%	10%	0%	7%	0%	7%	2%	0%	1%	8%
	Prior Trip	3%	5%	0%	6%	0%	2%	0%	0%	2%	0%	1%	2%
	Newspaper	3%	6%	0%	8%	3%	4%	0%	2%	2%	20%	1%	5%
	TV	3%	5%	0%	6%	5%	2%	0%	0%	2%	0%	3%	3%
	Travel Guidebook-Bookstore	2%	4%	0%	6%	5%	2%	0%	0%	2%	0%	4%	3%
	Travel Trade Show	1%	0%	0%	0%	3%	0%	0%	2%	0%	0%	0%	2%
	Theater Ad	1%	1%	0%	0%	0%	4%	0%	0%	2%	0%	1%	0%
	Magazine (Consumer)	1%	1%	0%	2%	3%	0%	0%	0%	2%	0%	3%	2%
	Consumer Trvl Show	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%
	Radio	1%	0%	0%	0%	3%	0%	0%	0%	2%	0%	1%	1%
	Total Count	150	80	6	50	40	45	2	43	45	5	67	99

SECTION 3 **EXPENDITURES**

Prepaid Expenditures Tracking

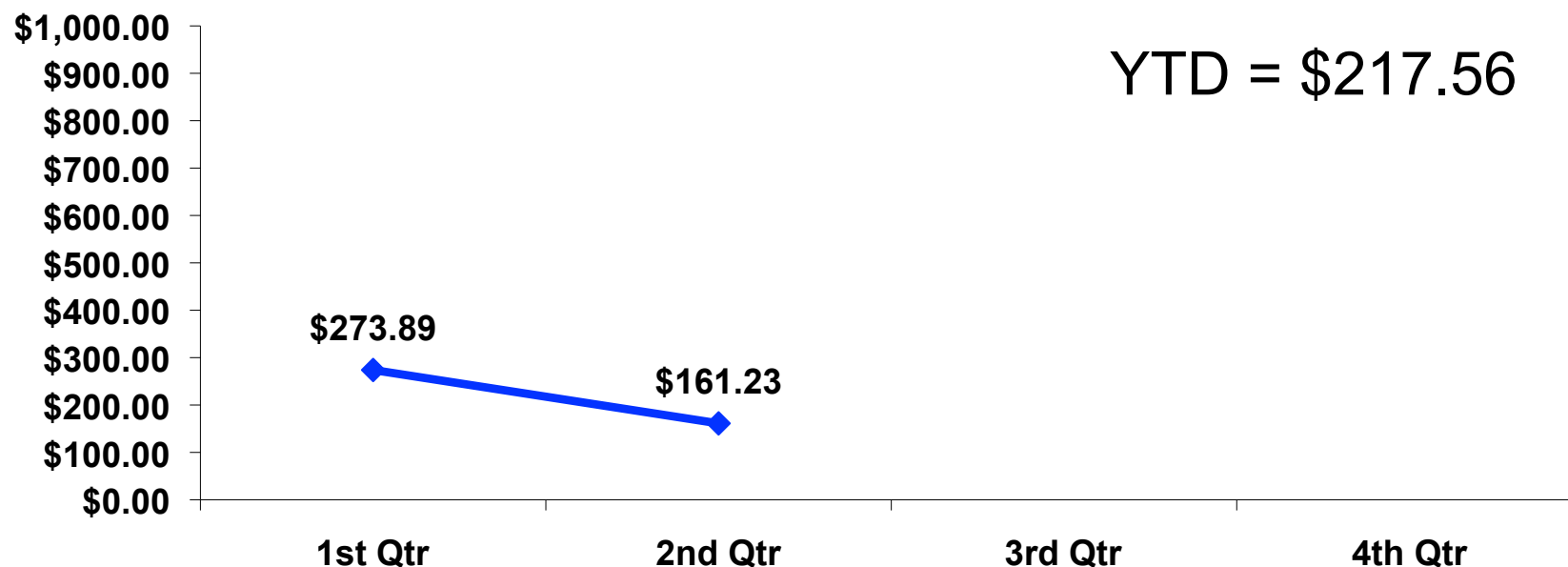


YTD=\$350.57

Prepaid Expenditures Per Person Segmentation

		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$252.04	\$253.93	\$129.03	\$297.85	\$349.82	\$327.96	\$0.00	\$217.75	\$243.25	\$357.85	\$262.38	\$282.66
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$430	\$0	\$0
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$2,452	\$1,290	\$774	\$1,152	\$2,452	\$1,677	\$0	\$2,323	\$1,677	\$688	\$2,452	\$2,323

On-Island Expenditures Tracking



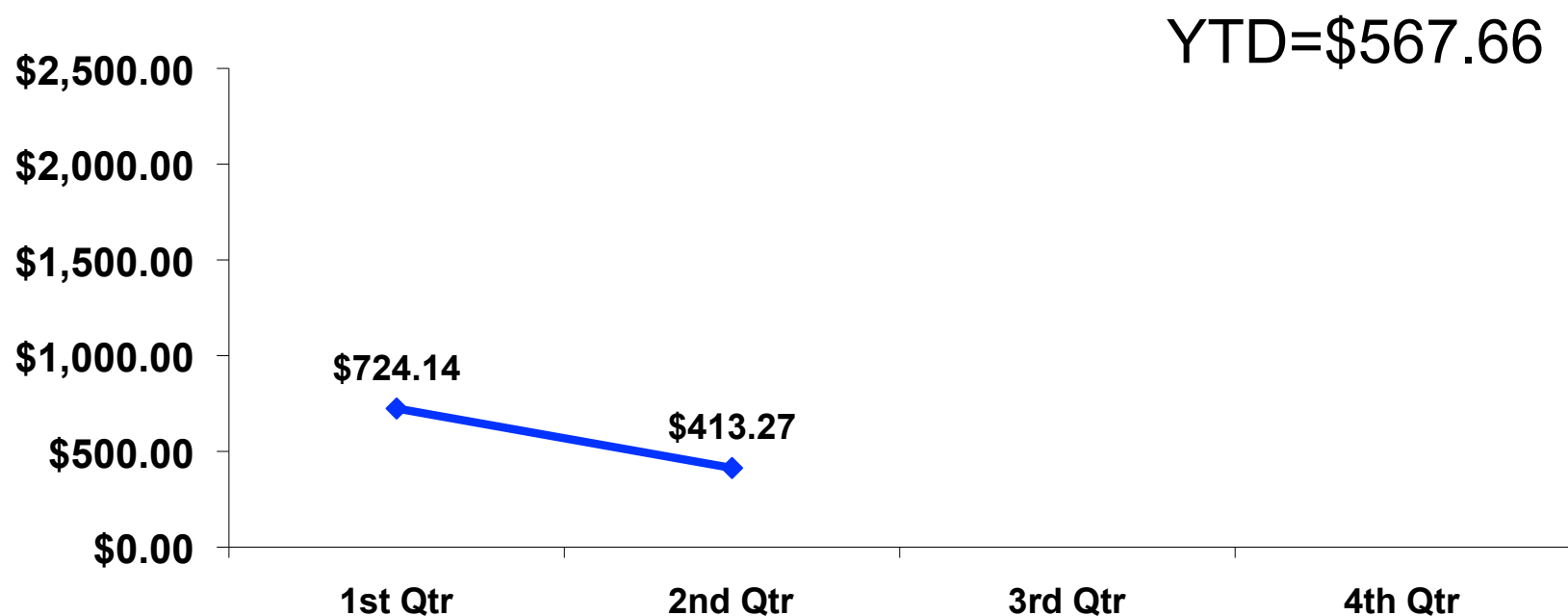
On-Island Expenditures Per Person Segmentation

		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18- 35	CHILD	FEMALE 25- 55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$161.23	\$172.28	\$833.33	\$187.85	\$270.73	\$202.55	\$100.00	\$162.47	\$186.94	\$160.00	\$180.58	\$184.15
	Median	\$0	\$0	\$1,000	\$0	\$200	\$200	\$100	\$0	\$0	\$0	\$0	\$0
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$1,250	\$1,250	\$1,250	\$1,000	\$1,200	\$1,200	\$200	\$1,250	\$1,200	\$400	\$1,200	\$1,250

On-Island Expense Breakdown

		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
AIR & HOTEL	Mean	\$1,092.47	\$709.68	.	\$709.68	.	\$954.84	.	\$1,117.42	.	.	.	\$1,156.13
	Median	\$955	\$710	.	\$710	.	\$955	.	\$942	.	.	.	\$968
	Minimum	\$645	\$645	.	\$645	.	\$942	.	\$645	.	.	.	\$645
	Maximum	\$2,194	\$774	.	\$774	.	\$968	.	\$2,194	.	.	.	\$2,194
AIR/ HOTEL/ MEAL	Mean	\$1,351.40	\$1,382.63	\$1,548.39	\$1,402.93	\$1,372.04	\$1,365.90	.	\$2,064.52	\$1,372.04	.	\$1,335.48	\$1,254.48
	Median	\$1,290	\$1,290	\$1,548	\$1,342	\$1,342	\$1,290	.	\$2,065	\$1,342	.	\$1,316	\$1,290
	Minimum	\$1,006	\$1,032	\$1,548	\$1,032	\$1,252	\$1,032	.	\$2,065	\$1,006	.	\$1,006	\$1,006
	Maximum	\$2,065	\$2,065	\$1,548	\$2,065	\$1,652	\$2,065	.	\$2,065	\$1,652	.	\$1,652	\$1,548
AIR ONLY	Mean	\$1,954.55	\$1,965.28	.	\$1,958.67	\$2,315.42	\$2,141.94	.	\$1,858.06	.	\$1,789.25	\$2,315.42	\$1,954.55
	Median	\$2,024	\$2,036	.	\$2,024	\$2,323	\$2,065	.	\$1,858	.	\$2,013	\$2,323	\$2,024
	Minimum	\$1,290	\$1,290	.	\$1,290	\$2,036	\$1,858	.	\$1,858	.	\$1,290	\$2,036	\$1,290
	Maximum	\$2,581	\$2,581	.	\$2,581	\$2,581	\$2,581	.	\$1,858	.	\$2,065	\$2,581	\$2,581
HOTEL ONLY	Mean	\$1,548.39	\$1,548.39	.	\$1,548.39
	Median	\$1,548	\$1,548	.	\$1,548
	Minimum	\$1,548	\$1,548	.	\$1,548
	Maximum	\$1,548	\$1,548	.	\$1,548
HOTEL & MEAL	Mean
	Median
	Minimum
	Maximum
F&B HOTEL	Mean
	Median
	Minimum
	Maximum
TRANS- KOREA	Mean
	Median
	Minimum
	Maximum
TRANS- GUAM	Mean	\$77.42	\$77.42	.	\$77.42	.	.	.	\$77.42
	Median	\$77	\$77	.	\$77	.	.	.	\$77
	Minimum	\$77	\$77	.	\$77	.	.	.	\$77
	Maximum	\$77	\$77	.	\$77	.	.	.	\$77
OPT TOURS	Mean	\$709.68	\$1,161.29	.	\$1,161.29	.	\$709.68	.	\$258.06	.	.	.	\$709.68
	Median	\$710	\$1,161	.	\$1,161	.	\$710	.	\$258	.	.	.	\$710
	Minimum	\$258	\$1,161	.	\$1,161	.	\$258	.	\$258	.	.	.	\$258
	Maximum	\$1,161	\$1,161	.	\$1,161	.	\$1,161	.	\$258	.	.	.	\$1,161
OTHER	Mean	\$1,520.10	\$1,467.10	.	\$1,280.65	\$3,010.75	\$1,172.90	.	\$1,006.45	\$1,326.88	.	\$1,935.48	\$1,263.80
	Median	\$1,252	\$1,935	.	\$1,281	\$2,452	\$774	.	\$1,006	\$1,142	.	\$1,355	\$1,252
	Minimum	\$110	\$110	.	\$110	\$1,677	\$110	.	\$723	\$774	.	\$774	\$110
	Maximum	\$4,903	\$2,581	.	\$2,452	\$4,903	\$2,581	.	\$1,290	\$2,452	.	\$4,903	\$2,581
TOTAL	Mean	\$461.19	\$589.08	\$258.06	\$677.49	\$766.06	\$608.89	\$0.00	\$275.77	\$359.86	\$1,073.55	\$510.89	\$499.87
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,290	\$0	\$0
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$4,903	\$2,581	\$1,548	\$2,581	\$4,903	\$2,581	\$0	\$2,323	\$2,452	\$2,065	\$4,903	\$2,581

Total Expenditures Tracking



Total Expenditures Per Person Segmentation

		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18- 35	CHILD	FEMALE 25- 55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$413.27	\$426.21	\$962.37	\$485.70	\$620.54	\$530.51	\$100.00	\$380.23	\$430.19	\$517.85	\$442.97	\$466.81
	Median	\$0	\$0	\$1,000	\$291	\$254	\$200	\$100	\$0	\$0	\$430	\$0	\$200
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$3,052	\$1,890	\$1,774	\$1,774	\$3,052	\$2,877	\$200	\$2,523	\$2,877	\$1,088	\$3,052	\$2,877

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 Qtr 2012, 2nd Qtr 2013 and Overall 1st Qtr 2012, 2nd Qtr 2013

	1st Qtr 2012 rank	2nd Qtr 2013 rank	Combined 1st Qtr 2012 & 2nd Qtr 2013 rank
Drivers:			
Quality & Cleanliness of beaches & parks		1	1
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	1		
Quality of landscape in Tumon			
Quality of landscape in Guam			
Quality of ground handler			2
Quality/cleanliness of transportation vehicles			
% of Per Person On Island Expenditures Accounted For	16.8%	25.2%	18.9%
NOTE: Only significant drivers are included.			

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Hong Kong visitor's experience on Guam is driven by one significant factor in the Second Quarter 2013 Period. It is:
 - **Quality & Cleanliness of beaches & parks**
- With this factor the overall r^2 is .252 meaning that **25.2% of overall satisfaction is accounted for by this factor.**

Comparison of Drivers of Per Person On-Island Expenditures, 1st Qtr 2012, 2nd Qtr 2013 and Overall 1st Qtr 2012 and 2nd Qtr 2013

	1st Qtr 2012 rank	2nd Qtr 2013 rank	Combined 1st Qtr 2012 & 2nd Qtr 2013 rank
Drivers:			
Quality & Cleanliness of beaches & parks		1	
Ease of getting around			
Safety walking around at night		2	
Quality of daytime tours	2		3
Variety of daytime tours			
Quality of nighttime tours	1		
Variety of nighttime tours			1
Quality of shopping			
Variety of shopping			
Price of things on Guam			
Quality of hotel accommodations	4		
Quality/cleanliness of air, sky			
Quality/cleanliness of parks			
Quality of landscape in Tumon	3		2
Quality of landscape in Guam			
Quality of ground handler			
Quality/cleanliness of transportation vehicles			
% of Per Person On Island Expenditures Accounted For	27.9%	12.8%	19.1%

NOTE: Only significant drivers are included.

Drivers of Per Person On-Island Expenditure

- **Per person on-island expenditure** of Hong Kong visitor's on Guam is driven by two significant factors in the Second Quarter 2013 Period. By rank order they are:
 - **Quality & cleanliness of beaches & parks, and**
 - **Safety walking around at night.**
- With these two factors the overall r^2 is .128 meaning that **12.8% of per person on island expenditure is accounted for by these factors.**