



# GUAM VISITORS BUREAU

## Hong Kong Visitor Tracker Exit Profile

### FY2013

### 2<sup>nd</sup> Qtr (JAN~MAR 2013)



**Prepared by: QMark Research**

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# Background & Methodology

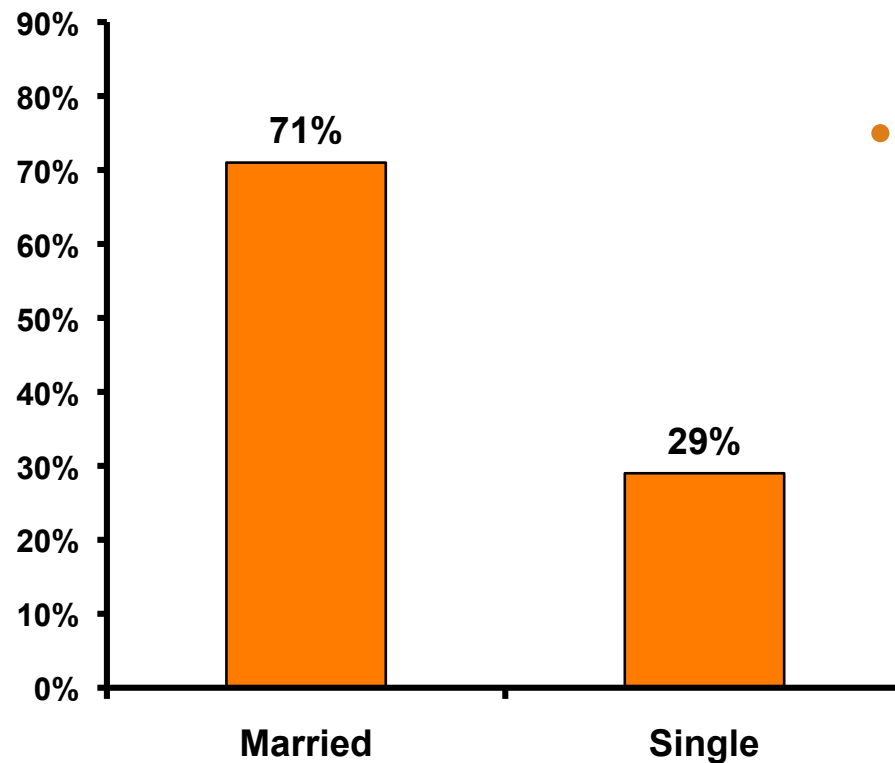
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **150** departing Hong Kong 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 +/- 8.00 percentage points with a 95% confidence level. That is, if all Hong Kong 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 +/- 8.00 percentage points.

# Objectives

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

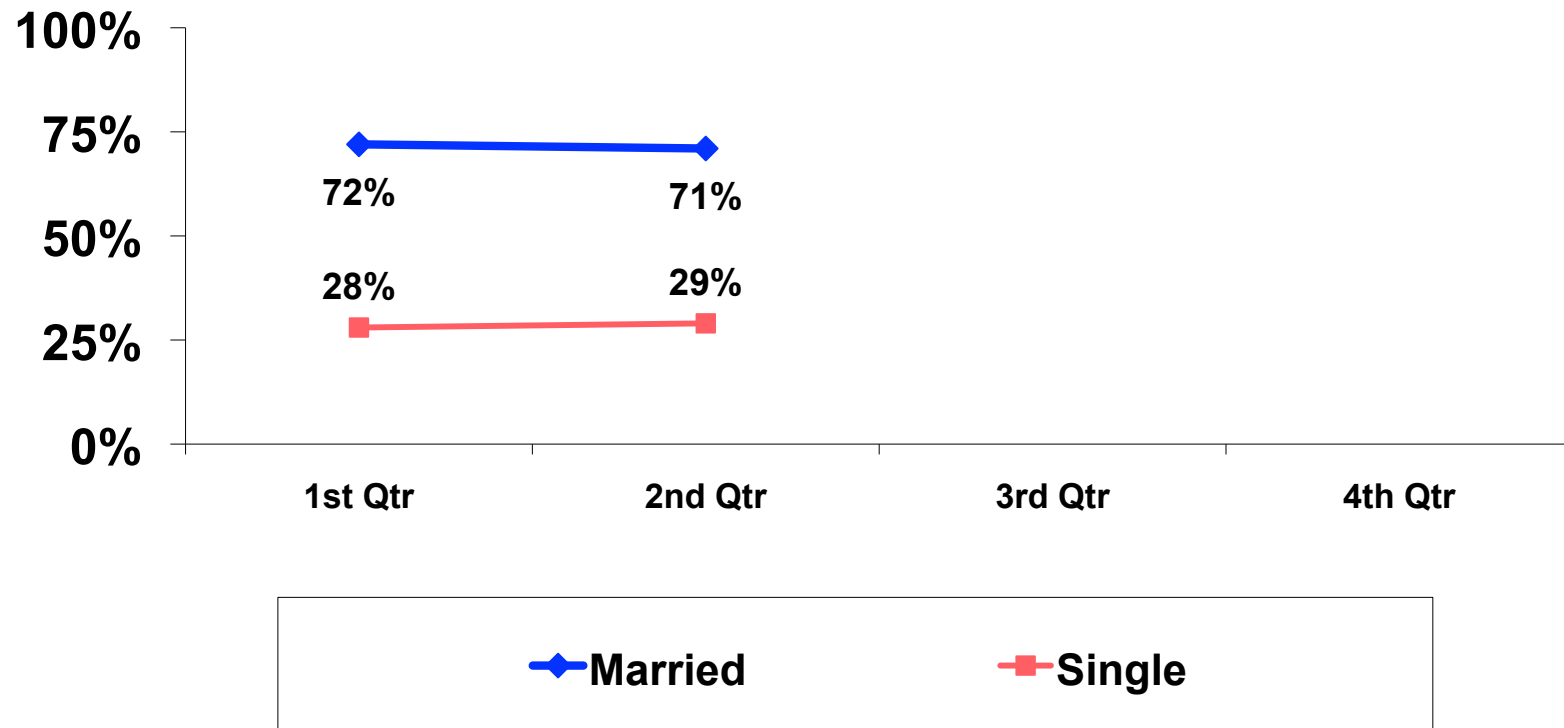
# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status - Overall

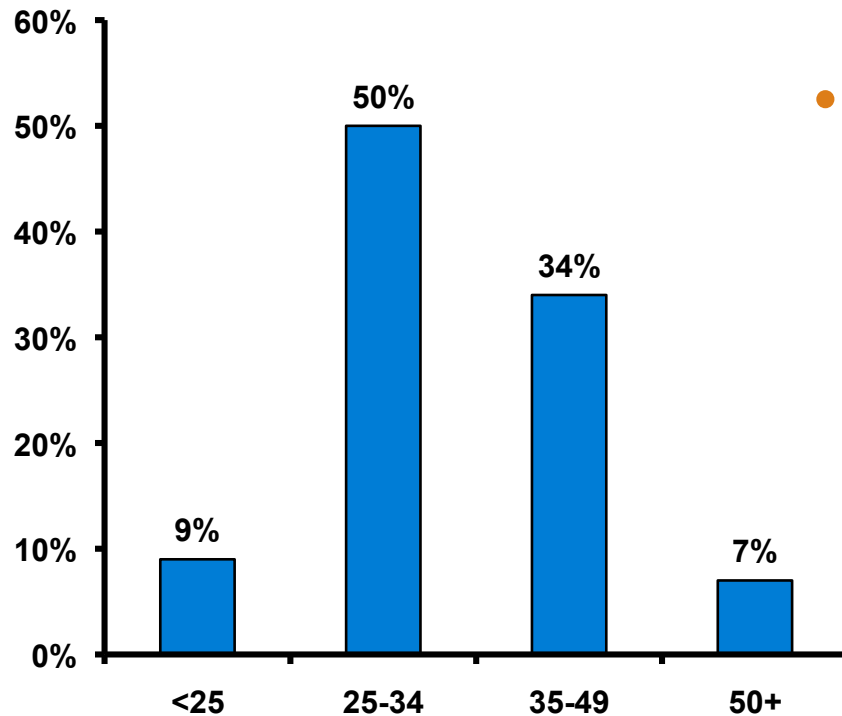


- Majority of visitors are married.

# Marital Status

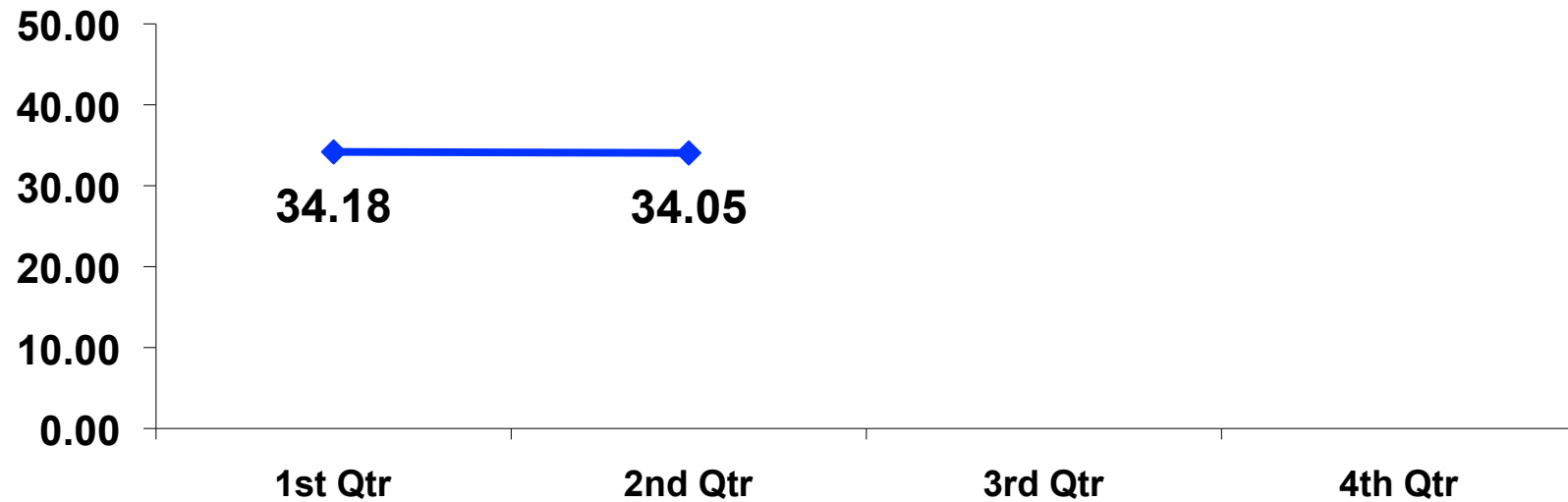


# Age Overall



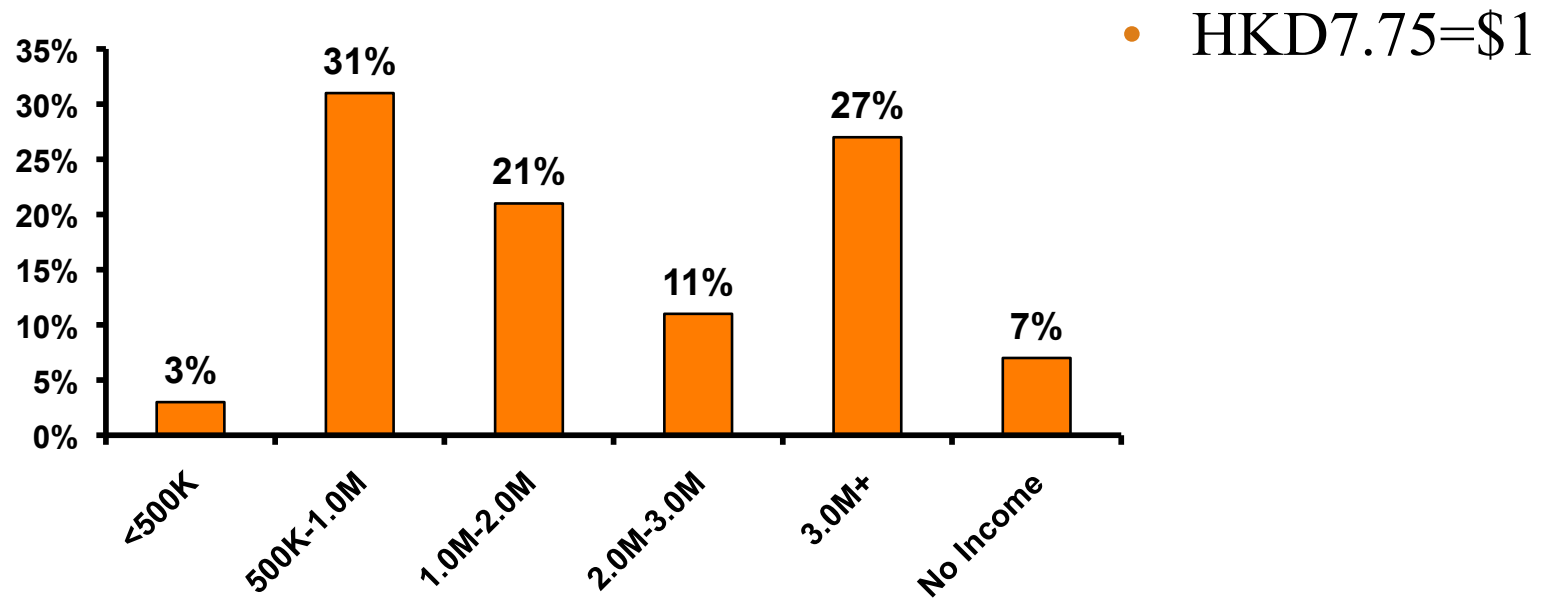
- The average age of the respondents is 34.05 years of age.

# Average Age

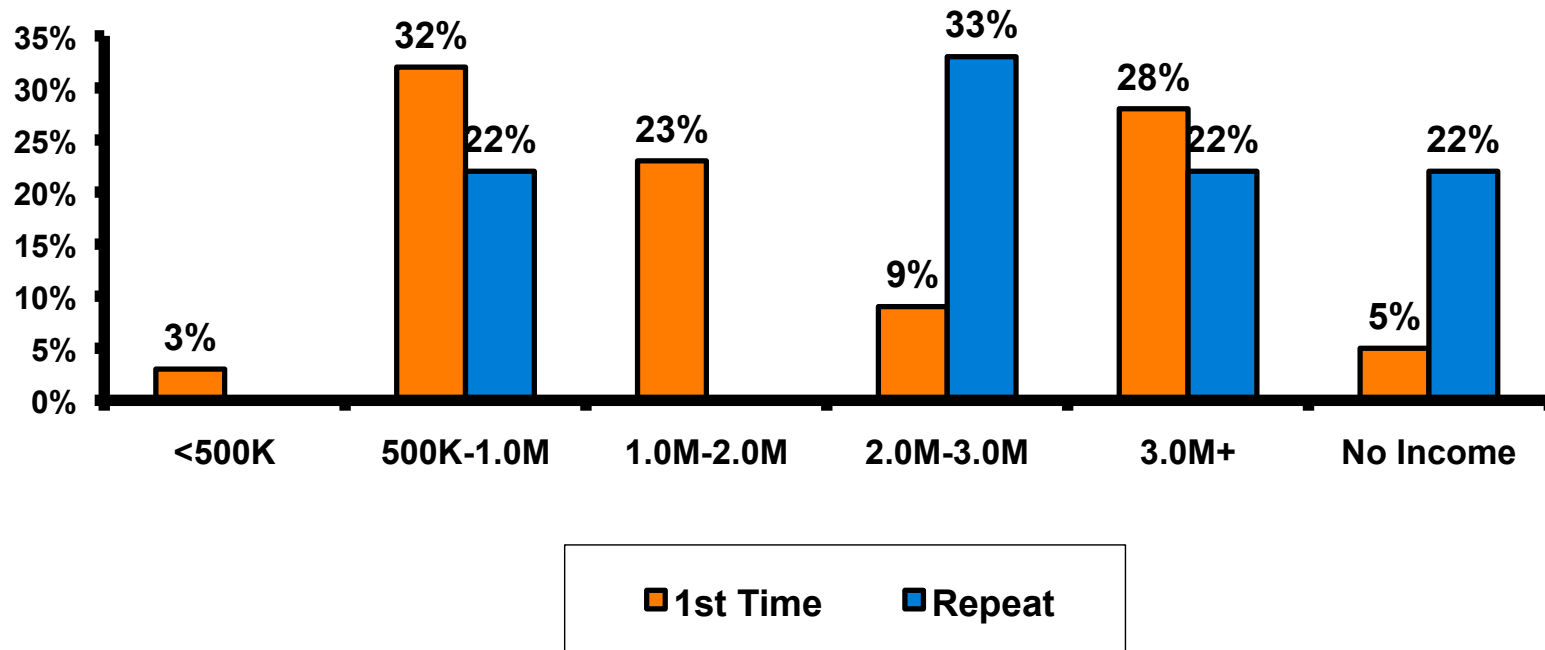




# Personal Income



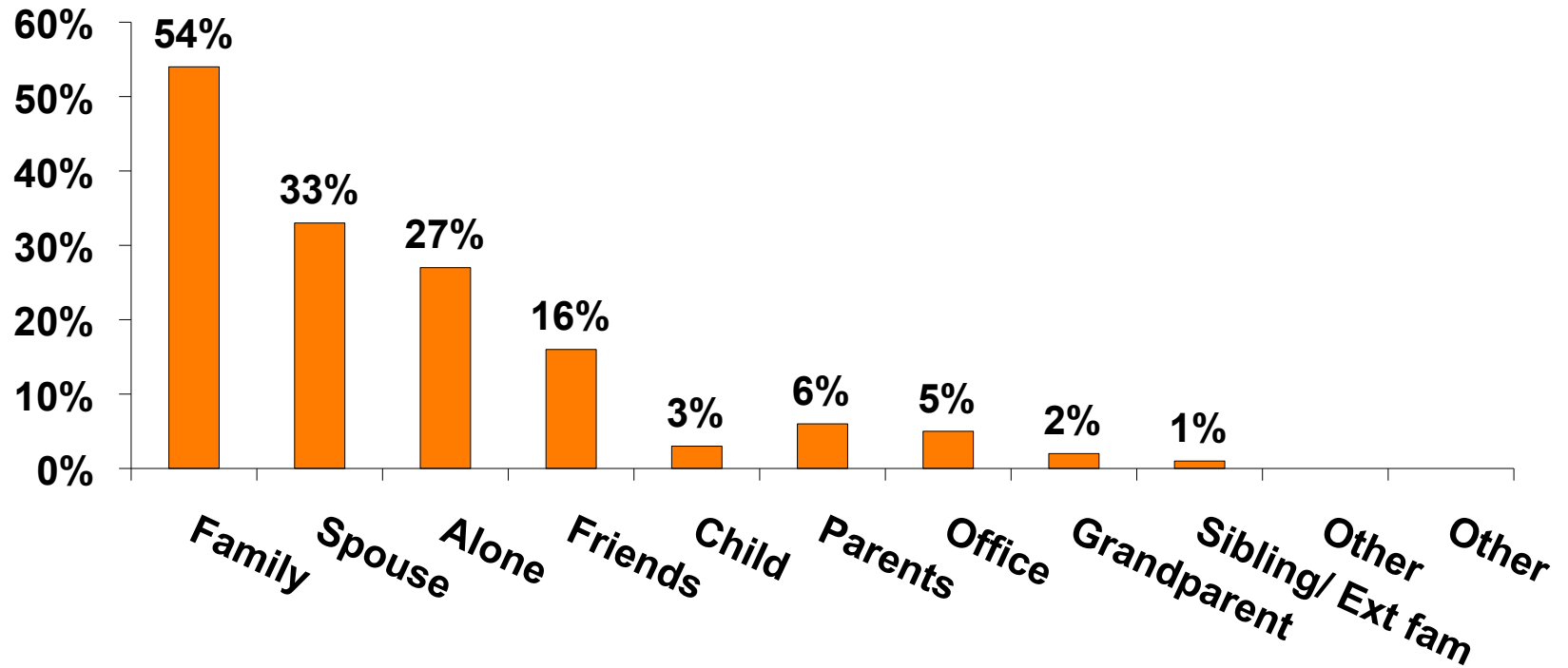
# Personal Income – 1st time vs. repeat



# Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	HKD240K-HKD500K	Count	3	1	2		2	1	
		Column N %	3%	2%	4%		4%	2%	
	HKD500K-HKD1.0M	Count	33	16	17		26	6	1
		Column N %	31%	31%	31%		48%	15%	25%
	HKD1.0M-HKD2.0M	Count	23	10	13		7	14	1
		Column N %	21%	19%	24%		13%	34%	25%
	HKD2.0M-HKD3.0M	Count	12	5	7		2	8	2
		Column N %	11%	10%	13%		4%	20%	50%
	HKD3.0M+	Count	29	18	11	4	15	10	
		Column N %	27%	35%	20%	57%	28%	24%	
	No Income	Count	7	2	5	3	2	2	
		Column N %	7%	4%	9%	43%	4%	5%	
	Total	Count	107	52	55	7	54	41	4

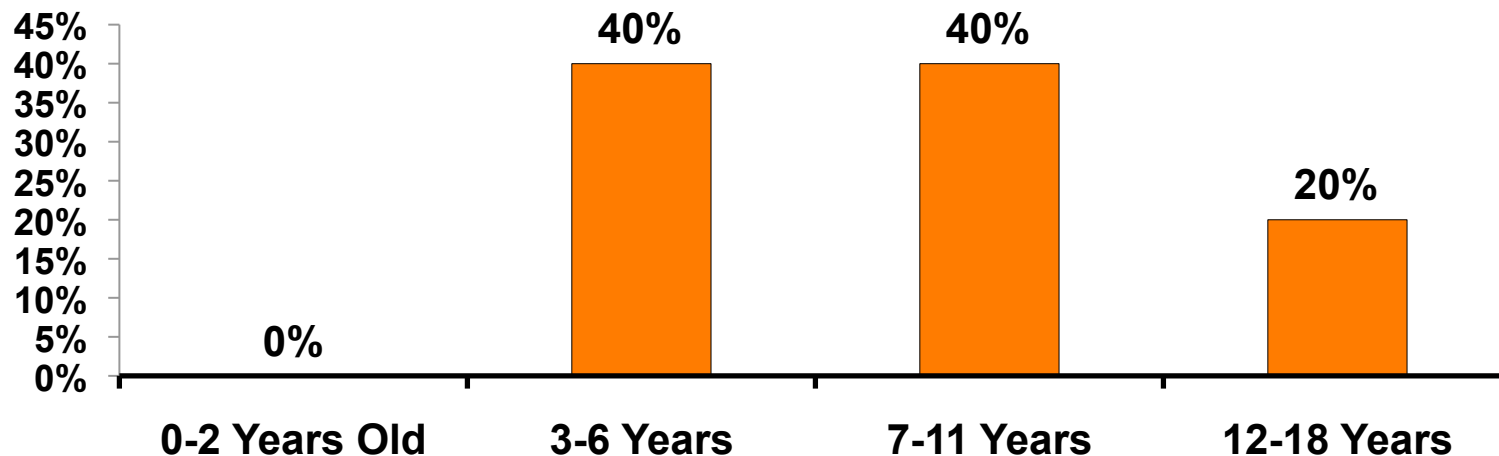
# Travel Companions



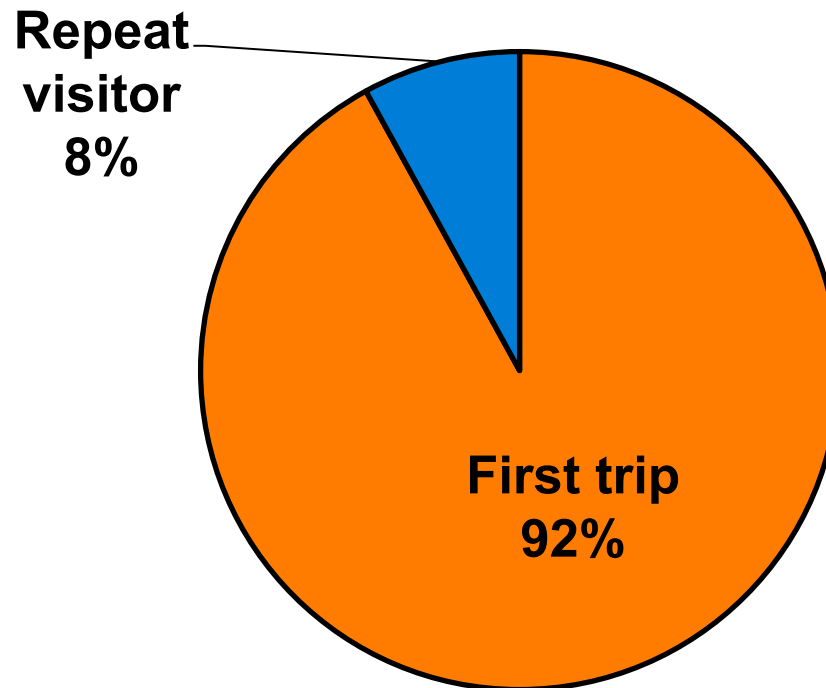
# Number of Children Travel Party

N=5 total respondents traveling with children.

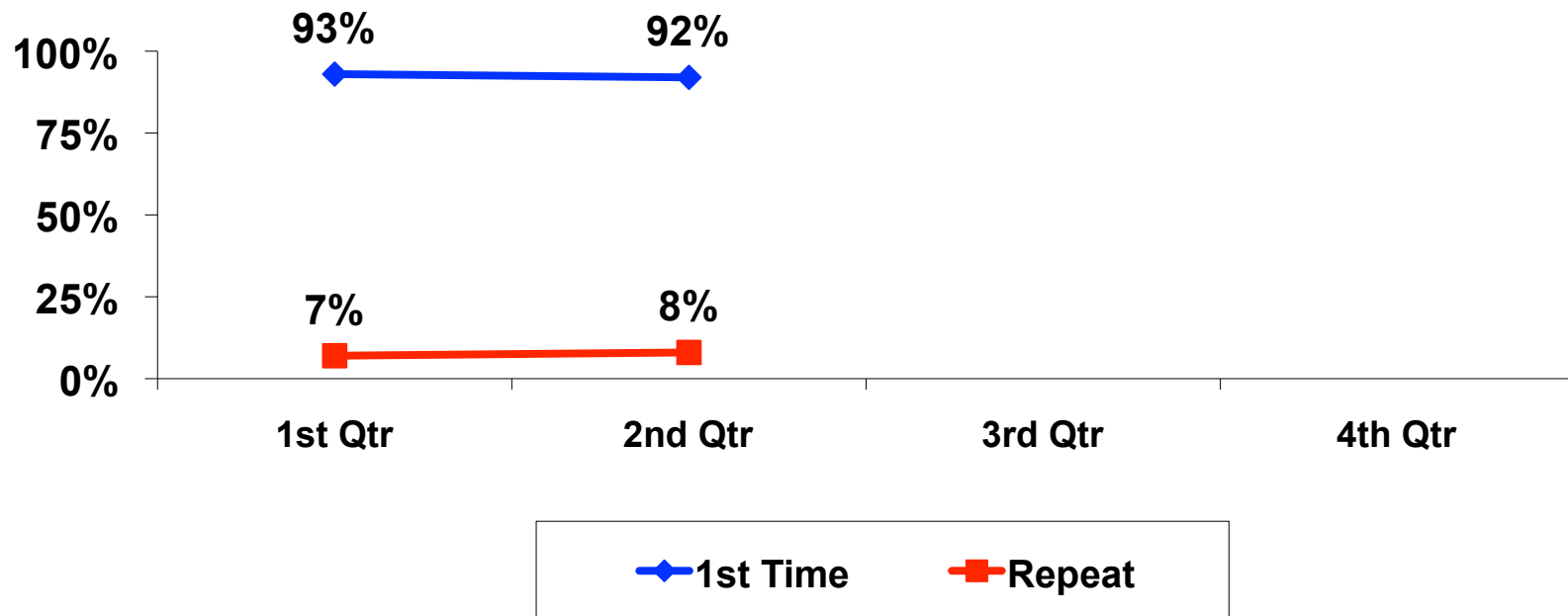
(Of those N=5 respondents, there is a total of 5 children 18 years or younger)



# Prior Trips to Guam



# Prior Trips to Guam



# Trips to Guam by Age & Gender

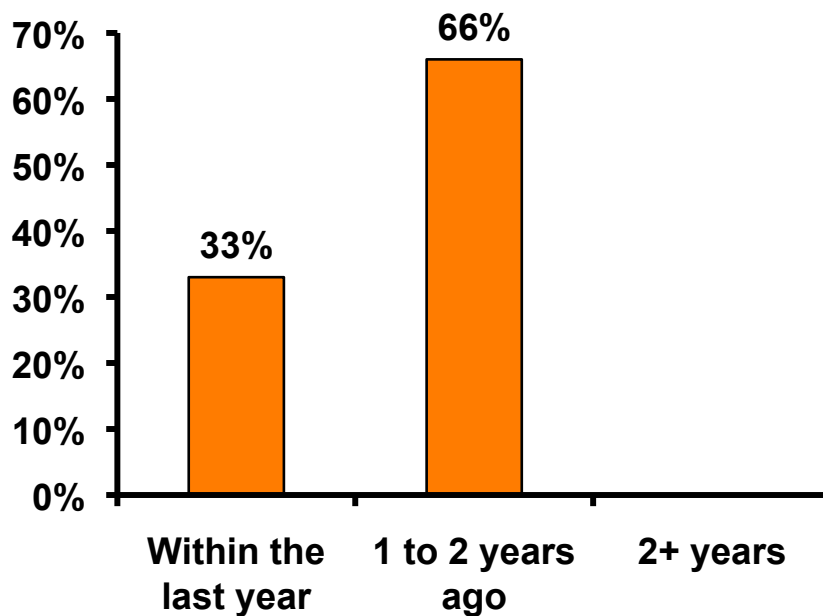
			TOTAL	TRIPS TO GUAM		
			-	1st	Repeat	
GENDER	Male	Count	74	70	4	
		Column N %	50%	51%	33%	
	Female	Count	75	67	8	
		Column N %	50%	49%	67%	
	Total	Count	149	137	12	
AGE	18-24	Count	13	12	1	
		Column N %	9%	9%	8%	
	25-34	Count	75	72	3	
		Column N %	50%	53%	25%	
	35-49	Count	51	46	5	
		Column N %	34%	34%	42%	
	50+	Count	10	7	3	
		Column N %	7%	5%	25%	
		Total	Count	149	137	12

- Most from Hong Kong are first-time visitors to Guam.



# Repeat Visitors Last Trip

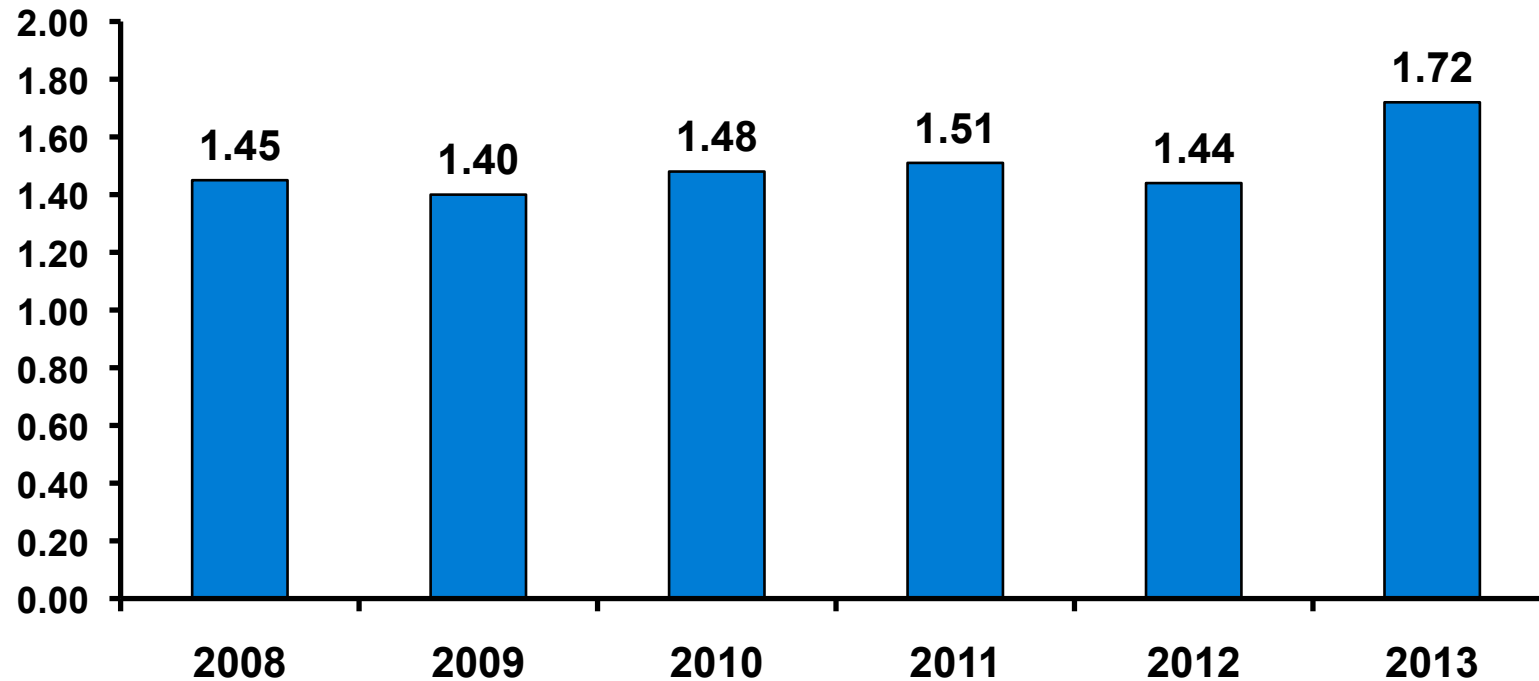
n = 6



- The average repeat visitor has been to Guam 1.00 time.

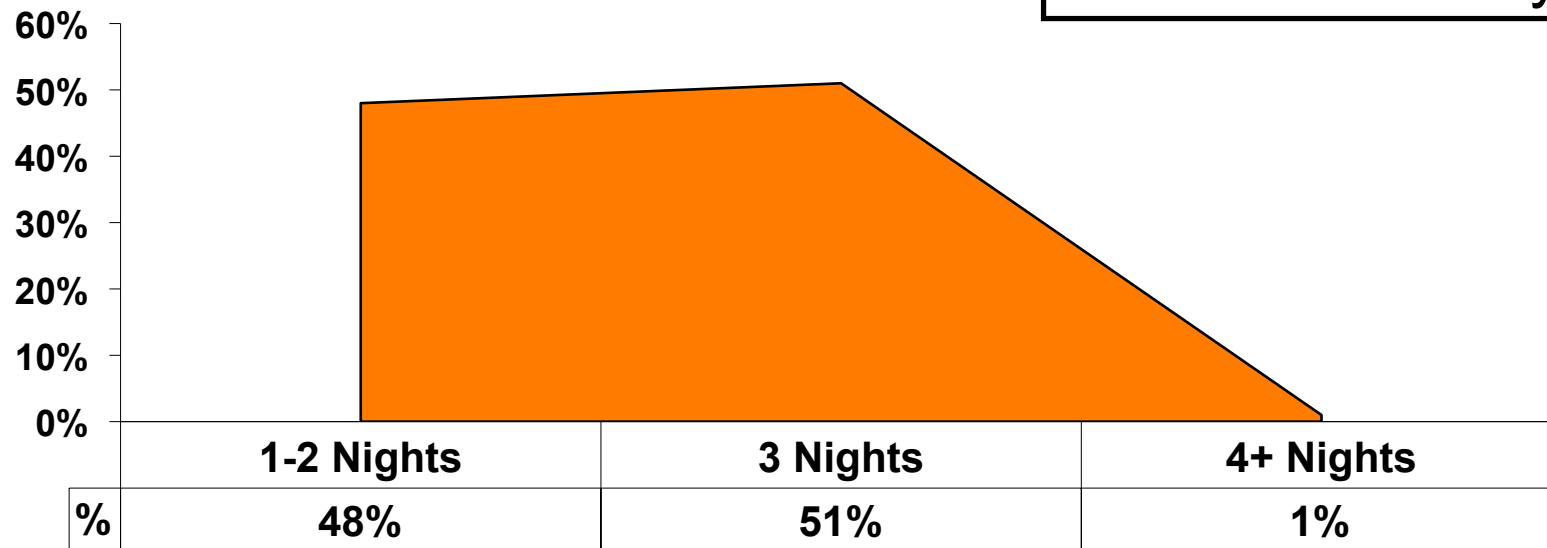
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# Average Number Overnight Trips (2008-2012) (2 nights or more)

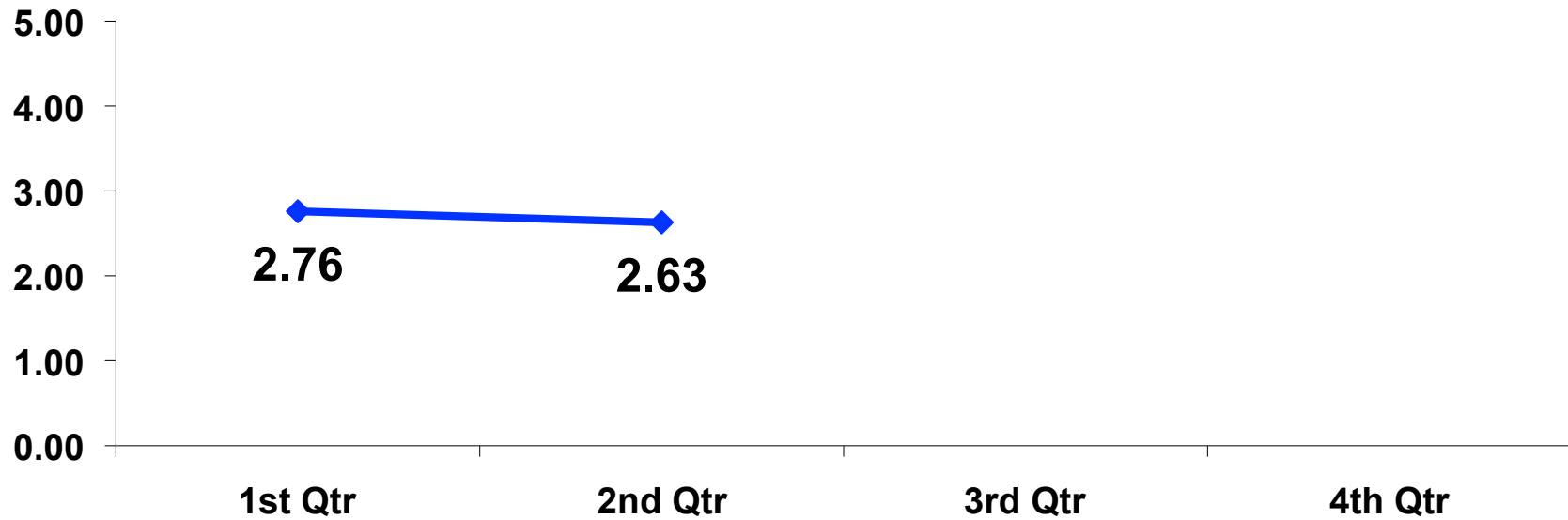


# Length of Stay

Mean = 2.63 Days  
Median = 3.0 Days



# Average Length of Stay

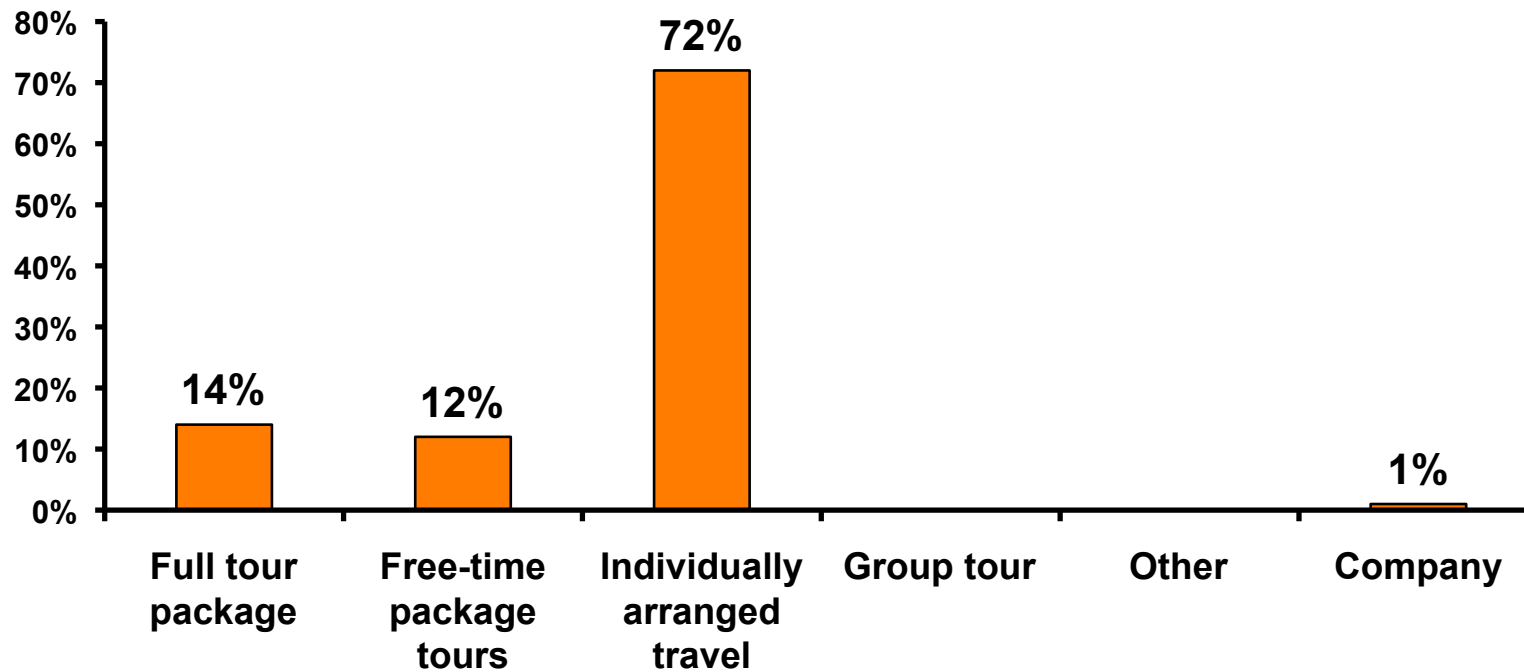


# Occupation by Income

		TOTAL	Q26							
		-	<=HKD120K	HKD120K- HKD240K	HKD240K- HKD500K	HKD500K- HKD1.0M	HKD1.0M- HKD2.0M	HKD2.0M- HKD3.0M	HKD3.0M+	No Income
Q25	Company: Office non-mgr	53%			100%	85%	83%	58%		
	Company: Salesperson	21%				12%			55%	57%
	Govt- Mgr/ Exec	7%							28%	14%
	Prof-specialist	6%					4%	17%	10%	14%
	Skilled worker	4%					9%	17%	3%	
	Retired	3%				3%				
	Freelancer	2%					4%			14%
	Student	2%								
	Govt- Office non-mgr	2%						8%	3%	
	Total	Count	121		3	33	23	12	29	7

# SECTION 2 **TRAVEL PLANNING**

# Travel Planning - Overall



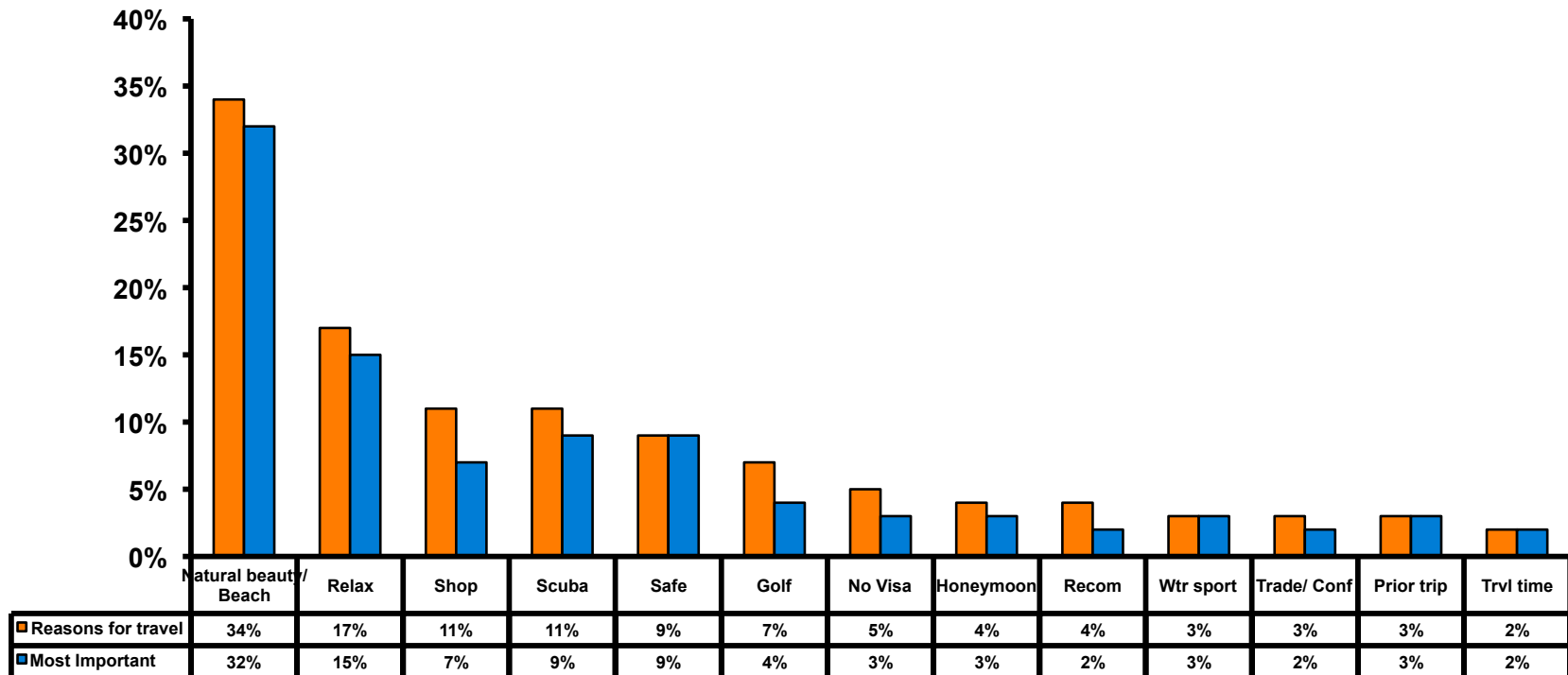
# Accommodation by Income

Average length of stay: 2.63 days

	TOTAL	Q26								
		-	<=HKD120K	HKD120K- HKD240K	HKD240K- HKD500K	HKD500K- HKD1.0M	HKD1.0M- HKD2.0M	HKD2.0M- HKD3.0M	HKD3.0M+	No Income
Q9 Hyatt Regency Guam	20%			33%	9%	9%	8%	41%	57%	
Sheraton Laguna Guam	14%				3%	4%		45%	29%	
Royal Orchid Guam	14%					21%	33%			
Hilton Guam Resort	11%					21%	9%		14%	
PIC Club	10%				18%	13%	17%			
Hotel Nikko Guam	9%			33%	3%	26%	17%			
Fiesta Resort Guam	3%			33%	3%					
Westin Resort Guam	3%				3%	4%		3%		
Outrigger Guam Resort	3%				6%			10%		
Holiday Resort Guam	3%				6%		8%			
Onward Beach Resort	3%					9%				
Guam Reef Hotel	1%				3%		8%			
Days Inn (Tamuning)	1%				3%					
Days Inn (Maite)	1%									
Home stay/ friend/ relative	1%						8%			
Oceanview Hotel	1%									
Bayview Hotel	1%									
Guam Aurora Resort	1%									
Guam Marriott Resort	1%									
Total	Count	148			3	33	23	12	29	7



# Travel Motivation - Top Responses



# Most Important Reason for Choosing Guam

- Guam's natural beauty/ beaches
- Relaxation
- Scuba/ Safety

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	34%	31%	25%	46%	50%	34%	35%	
	Relax	17%	15%	19%	20%		19%	16%	
	Shopping	11%	8%	8%	20%		14%	9%	
	Scuba	11%	8%	7%	22%		11%	12%	
	Safe	9%	23%	11%	4%	10%	5%	14%	
	Golf	7%		4%	6%	40%	8%	5%	
	No visa requirement	5%	8%	7%	2%		7%	3%	
	Honeymoon	4%		8%			3%	5%	
	Recomm- friend/family/trvl agnt	4%	15%	4%	2%		4%	4%	
	Water sports	3%		7%			3%	3%	
	Convention/ Trade/ Conference	3%	8%	3%	2%		1%	4%	
	Previous trip	3%		4%		10%	1%	4%	
	Short travel time	2%		4%				4%	
	Pleasure	1%		1%	2%		1%	1%	
	Company/ Business Trip	1%		1%			1%	1%	
	Price	1%		1%		10%	3%		
	Company Sponsored	1%			2%		1%		
	Visit friends/ Relatives	1%				10%	1%		
	Total	Count	149	13	75	50	10	74	74

# Motivation by Income

		TOTAL	Q26							
		-	<=HKD120K	HKD120K- HKD240K	HKD240K- HKD500K	HKD500K- HKD1.0M	HKD1.0M- HKD2.0M	HKD2.0M- HKD3.0M	HKD3.0M+	No Income
Q5A	Natural beauty	34%			50%	27%	35%	50%	24%	29%
	Relax	17%			100%	12%	13%		34%	29%
	Shopping	11%				12%	9%	8%	28%	
	Scuba	11%				12%	22%	25%		14%
	Safe	9%				21%	4%		7%	
	Golf	7%			50%	6%	4%	8%		
	No visa requirement	5%				12%	4%			
	Honeymoon	4%				3%	4%			
	Recomm- friend/family/trvl agnt	4%				3%	4%	8%	3%	14%
	Water sports	3%				9%				
	Convention/ Trade/ Conference	3%				3%	4%			
	Previous trip	3%				3%			3%	14%
	Short travel time	2%				3%				
	Pleasure	1%				3%	4%			
	Company/ Business Trip	1%					4%	8%		
	Price	1%					4%			
	Company Sponsored	1%						8%		
	Visit friends/ Relatives	1%								
	Total	Count	149		2	33	23	12	29	7

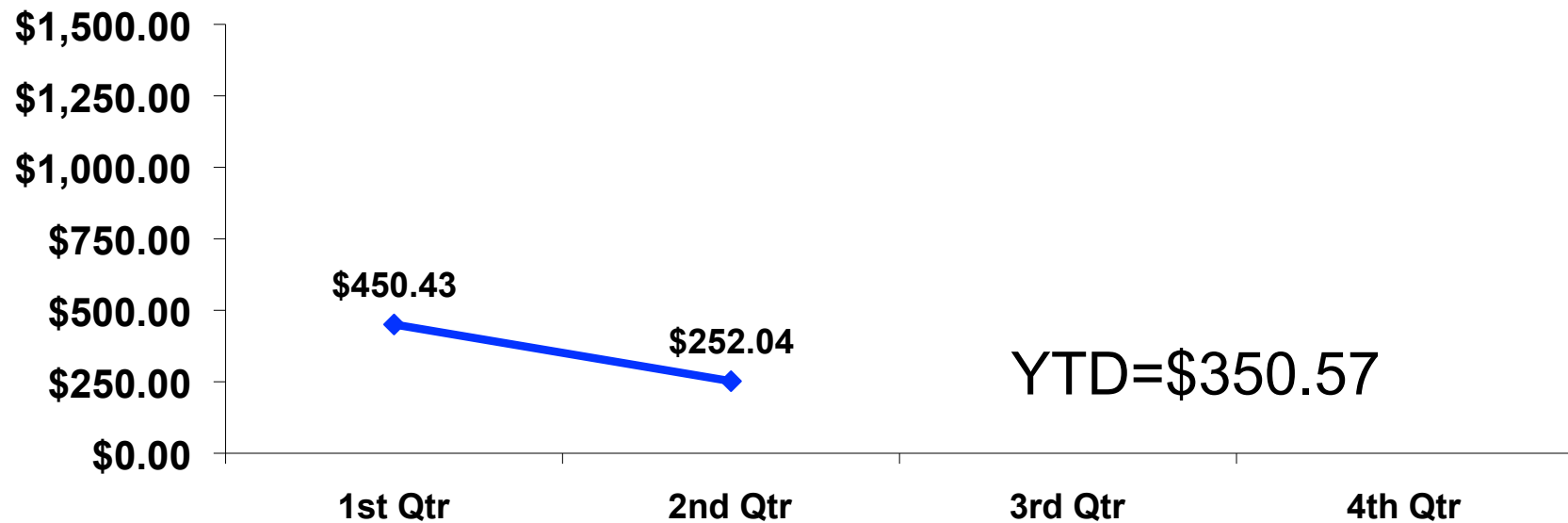
# SECTION 3 **EXPENDITURES**

# Prepaid Expenditures

HKD7.75/US\$1

- \$461.19 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$4,903 = maximum (highest amount recorded for the entire sample)
- \$252.04 = overall mean average per person prepaid expenditures

# Prepaid Expenditures Per Person



# Breakdown of Prepaid Expenditures

**HKD7.75=\$1**

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

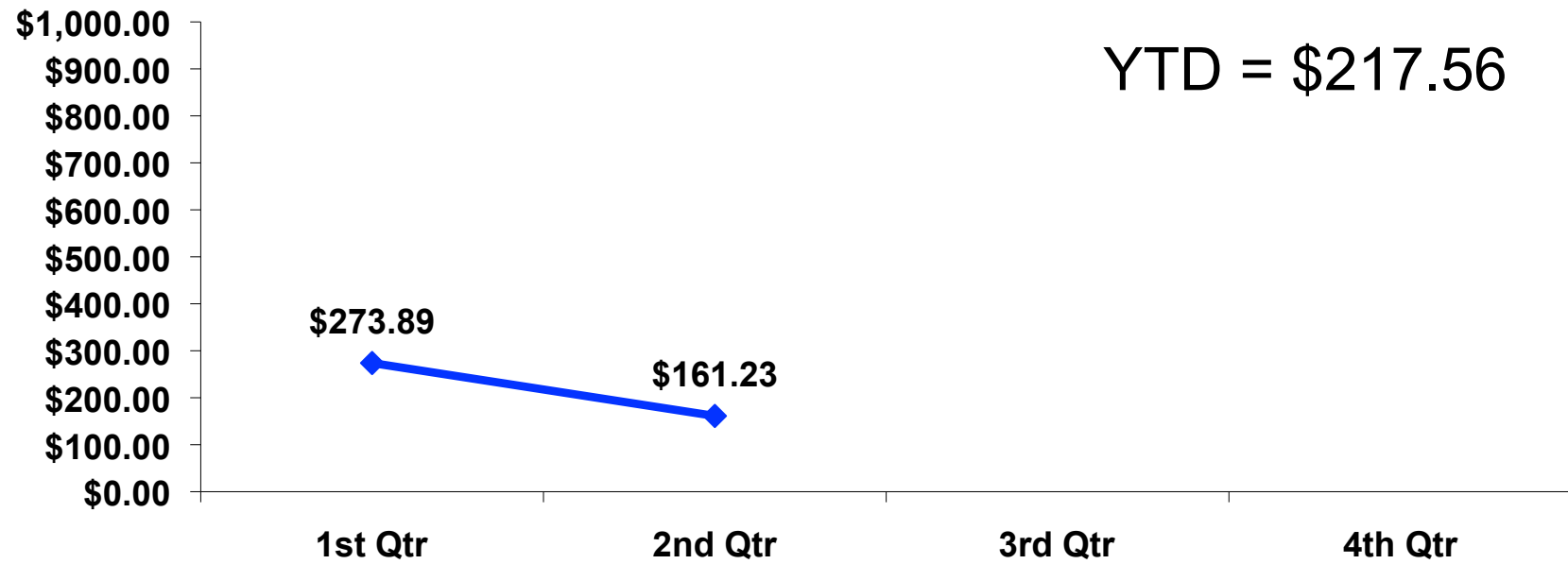
	MEAN \$
Air & Accommodation package only	\$1,092.47
Air & Accommodation w/ daily meal package	\$1,351.40
Air only	\$1,954.55
Accommodation only	\$1,548.39
Accommodation w/ daily meal only	\$-
Food & Beverages in Hotel	\$-
Ground transportation- Hong Kong	\$-
Ground transportation- Guam	\$77.42
Optional tours/ activities	\$709.68
Other expenses	\$1,520.10
<b>Total Prepaid</b>	<b>\$461.19</b>



# On-Island Expenditures

- \$300.29 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$2,500 = Maximum (highest amount recorded for the entire sample)
- \$161.23 = overall mean average per person on-island expenditure

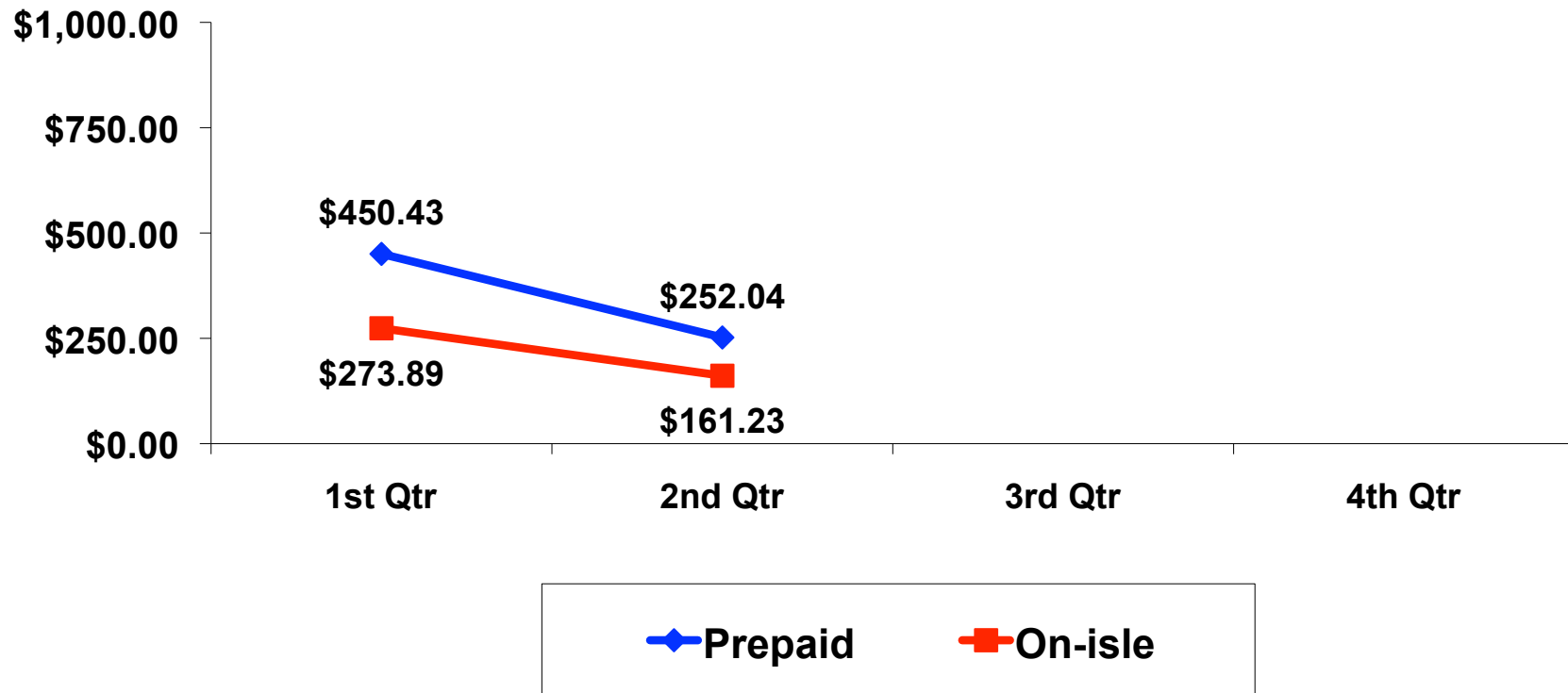
# On-Island Expenditures Per Person



# Prepaid/ On-Island Expenditures Per Person

Prepaid YTD = \$350.57

On-Island YTD = \$217.56



# 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+
PER PERSON	Mean	\$161.23	\$146.41	\$175.99	\$191.43	\$161.32	\$153.93	\$0.00	\$33.33	\$210.58	\$149.49	\$100.00
	Median	\$0	\$0	\$0	\$250	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$1,250	\$1,250	\$1,200	\$420	\$1,250	\$600	\$0	\$200	\$1,200	\$600	\$300

# On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$28.83	\$30.74	\$25.73	\$28.46	\$29.33	\$34.41	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$8.20	\$3.72	\$9.40	\$0.00	\$13.40	\$4.41	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B RESTRNT	Mean	\$0.13	\$0.00	\$0.27	\$0.00	\$0.00	\$0.39	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPT TOUR	Mean	\$37.33	\$29.73	\$42.67	\$0.00	\$41.33	\$45.10	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$62.93	\$54.19	\$72.40	\$38.46	\$55.20	\$86.27	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- OTHER	Mean	\$14.67	\$8.11	\$21.33	\$0.00	\$14.00	\$22.55	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TRANS	Mean	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$142.19	\$125.99	\$159.67	\$51.54	\$159.91	\$158.14	\$60.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	Mean	\$300.29	\$252.47	\$343.47	\$118.46	\$325.17	\$351.27	\$60.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0

# On-Island Expenditures

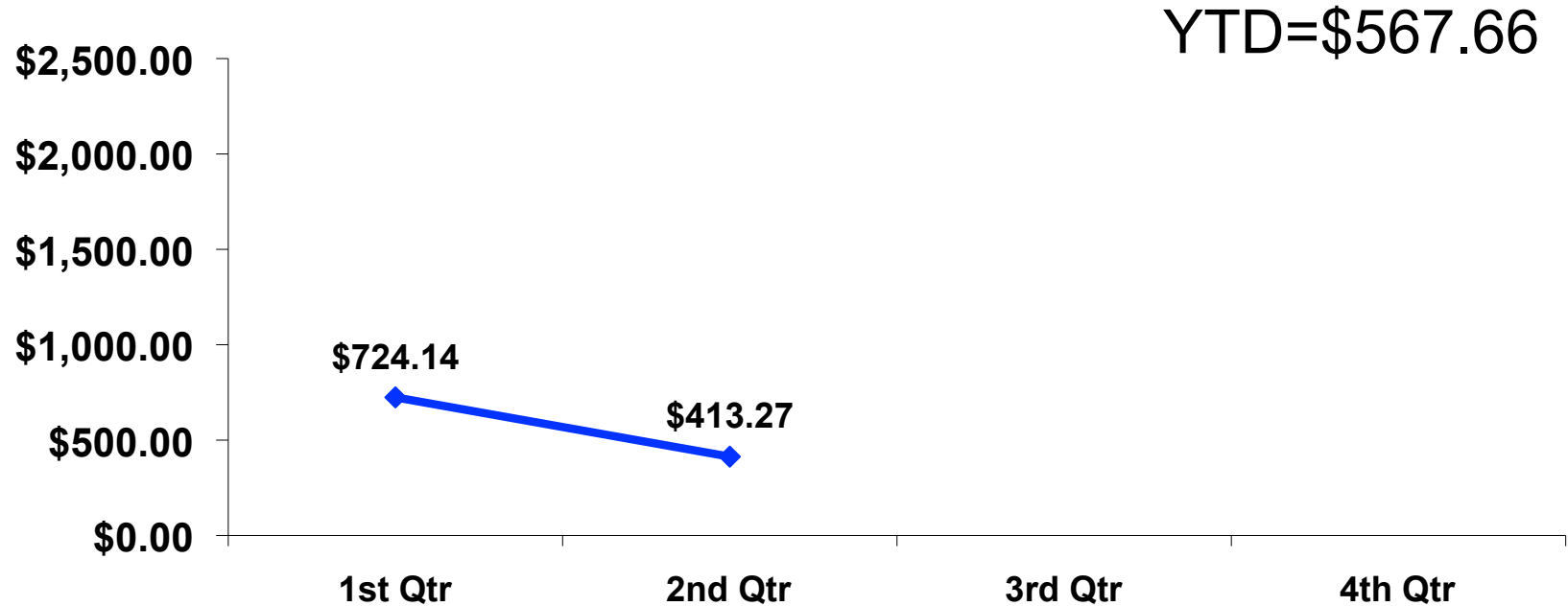
## First Timers & Repeaters

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$28.83	\$29.89	\$16.67
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$8.20	\$8.91	\$0.00
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$0.13	\$0.14	\$0.00
	Median	\$0	\$0	\$0
OPT TOUR	Mean	\$37.33	\$39.13	\$16.67
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$62.93	\$68.41	\$0.00
	Median	\$0	\$0	\$0
GIFT- OTHER	Mean	\$14.67	\$14.86	\$12.50
	Median	\$0	\$0	\$0
TRANS	Mean	\$0.00	\$0.00	\$0.00
	Median	\$0	\$0	\$0
OTHER	Mean	\$142.19	\$132.45	\$254.17
	Median	\$0	\$0	\$0
TOTAL	Mean	\$300.29	\$300.31	\$300.00
	Median	\$0	\$0	\$0

# Total Expenditures Per Person (Prepaid & On-Island)

- \$413.27 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$3,052 = Maximum (highest amount recorded for the entire sample)

# Total Expenditures Per Person





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# Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$28.83
Food & beverage in fast food restaurant/ convenience store	\$8.20
Food & beverage at restaurants or drinking establishments outside a hotel	\$.13
Optional tours and activities	\$37.33
Gifts/ souvenirs for yourself/companions	\$62.93
Gifts/ souvenirs for friends/family at home	\$14.67
Local transportation	\$-
Other expenses not covered	\$142.19
<b>Average Total</b>	<b>\$300.29</b>

# Guam Airport Expenditures

- \$3.65 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$410 = Maximum (highest amount recorded for the entire sample)

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# Breakdown of Airport Expenditures

	<b>MEAN \$</b>
<b>Food &amp; Beverages</b>	<b>\$.92</b>
<b>Gifts/Souvenirs Self</b>	<b>\$2.73</b>
<b>Gifts/Souvenirs Others</b>	<b>\$-</b>
<b>Total</b>	<b>\$3.65</b>

# SECTION 4 **VISITOR SATISFACTION**

# Satisfaction Scores Overall

7pt Rating Scale

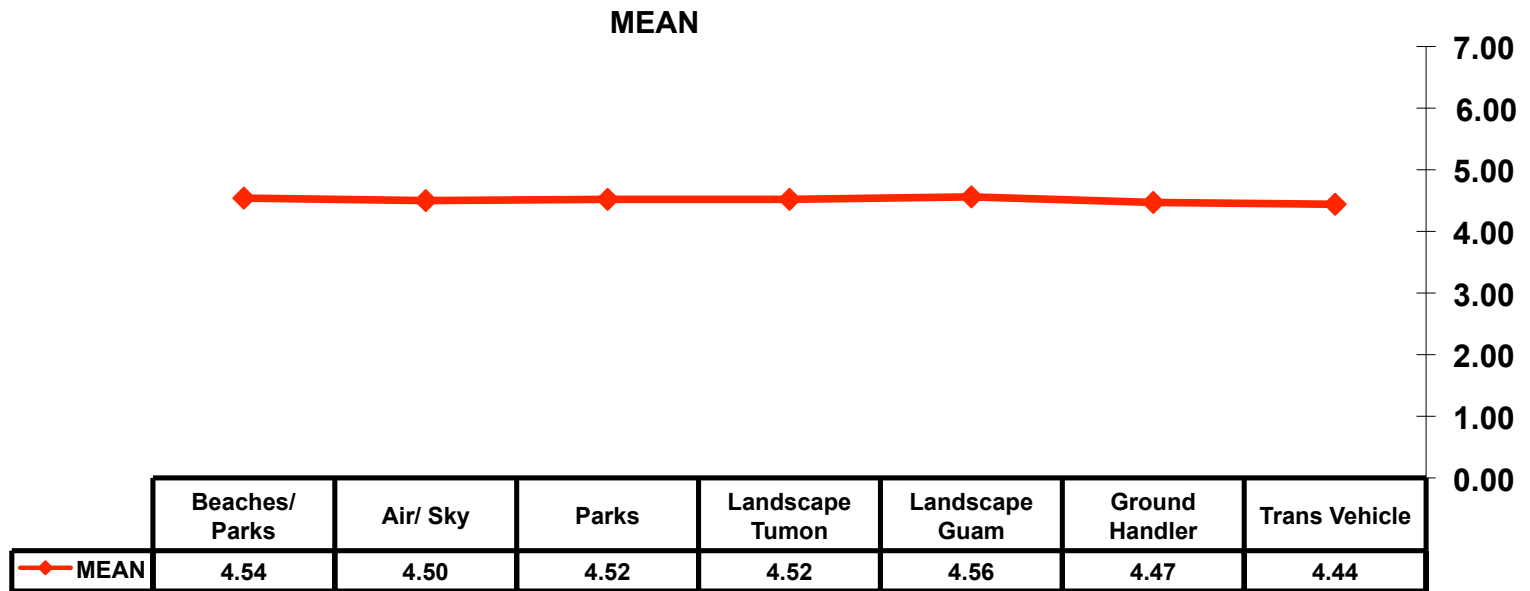
7=Very Satisfied/1=Very Dissatisfied



# Satisfaction Quality/ Cleanliness

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied

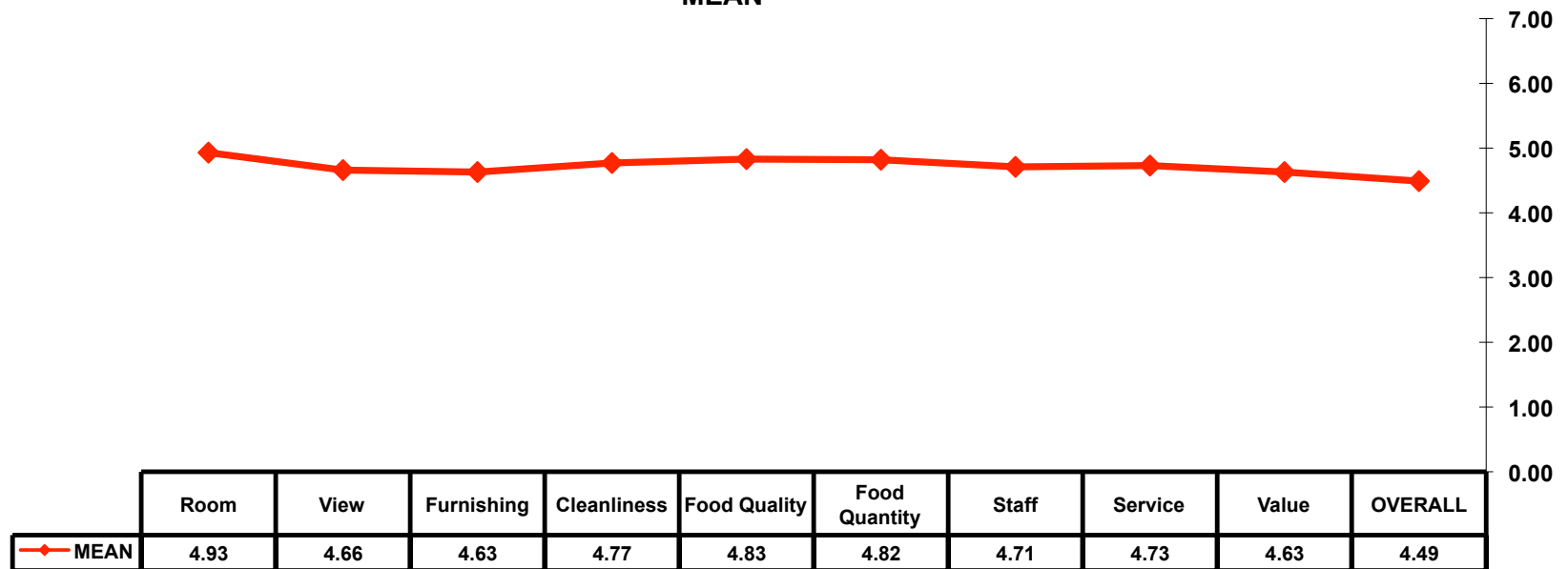


# Quality of Accommodations

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied

MEAN

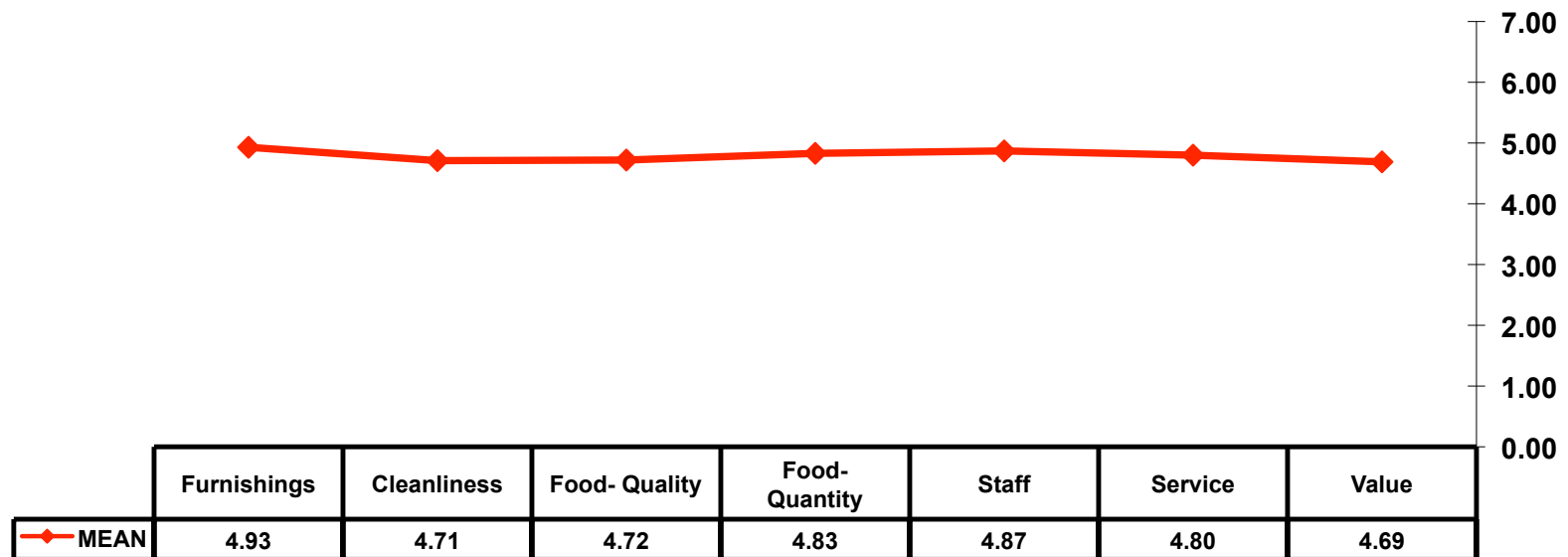


# Quality of Dining Experience

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied

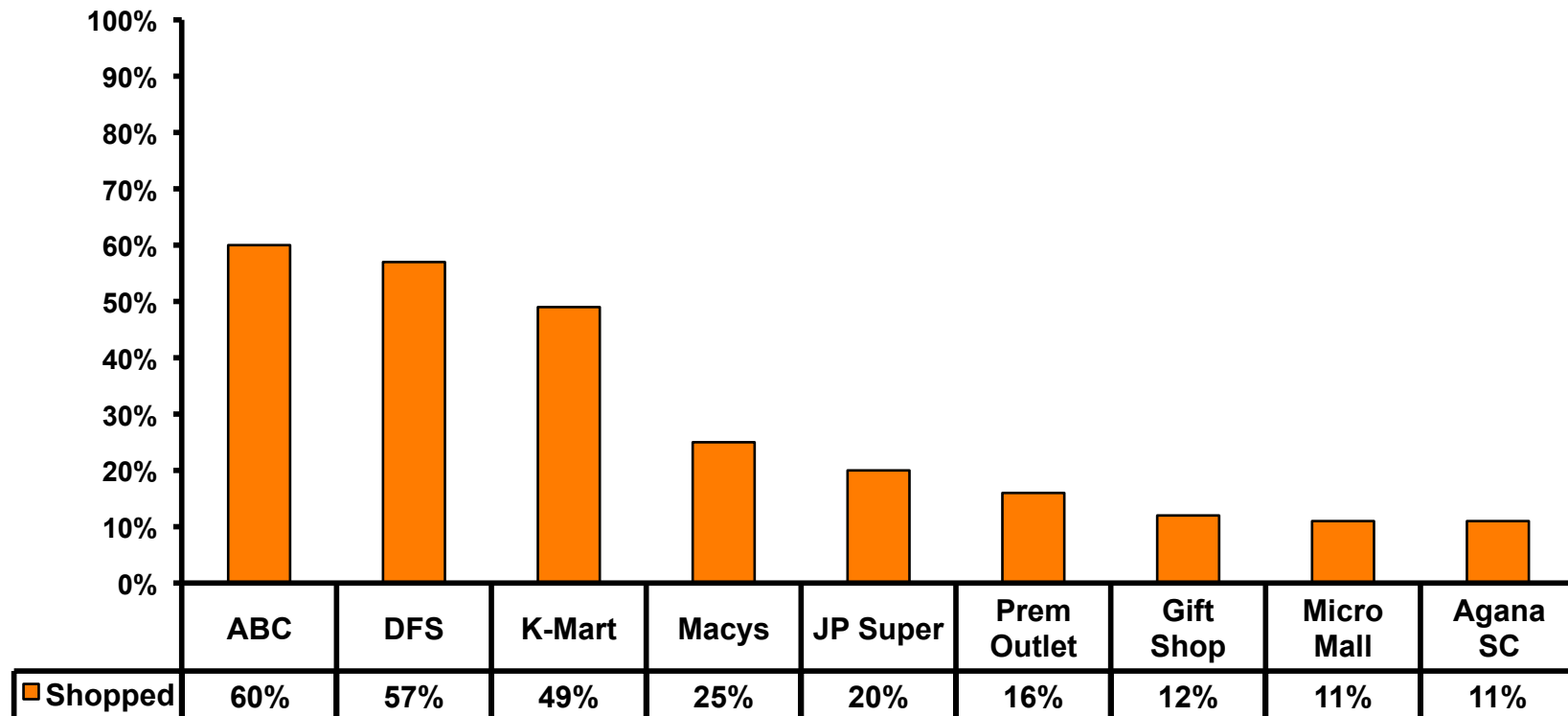
MEAN





# Visits to Shopping Centers/Malls on Guam

## Top responses



# Satisfaction with Shopping

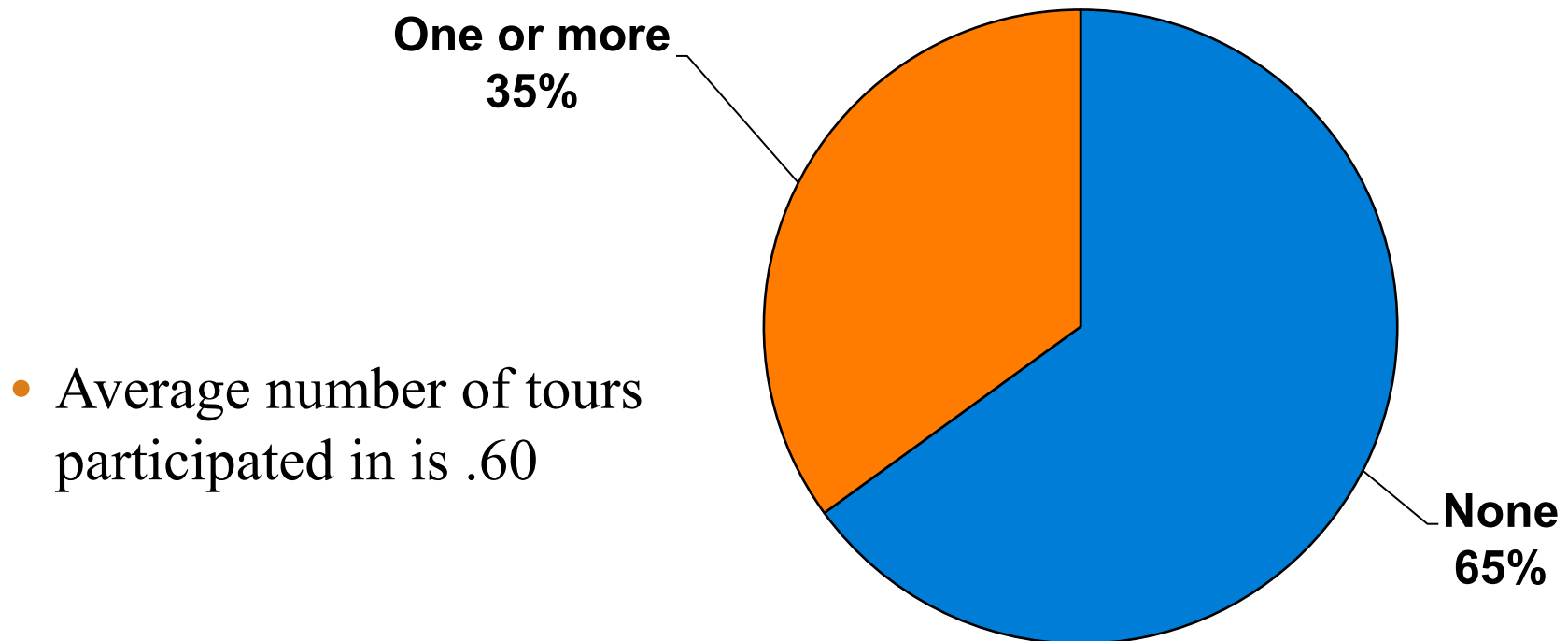
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

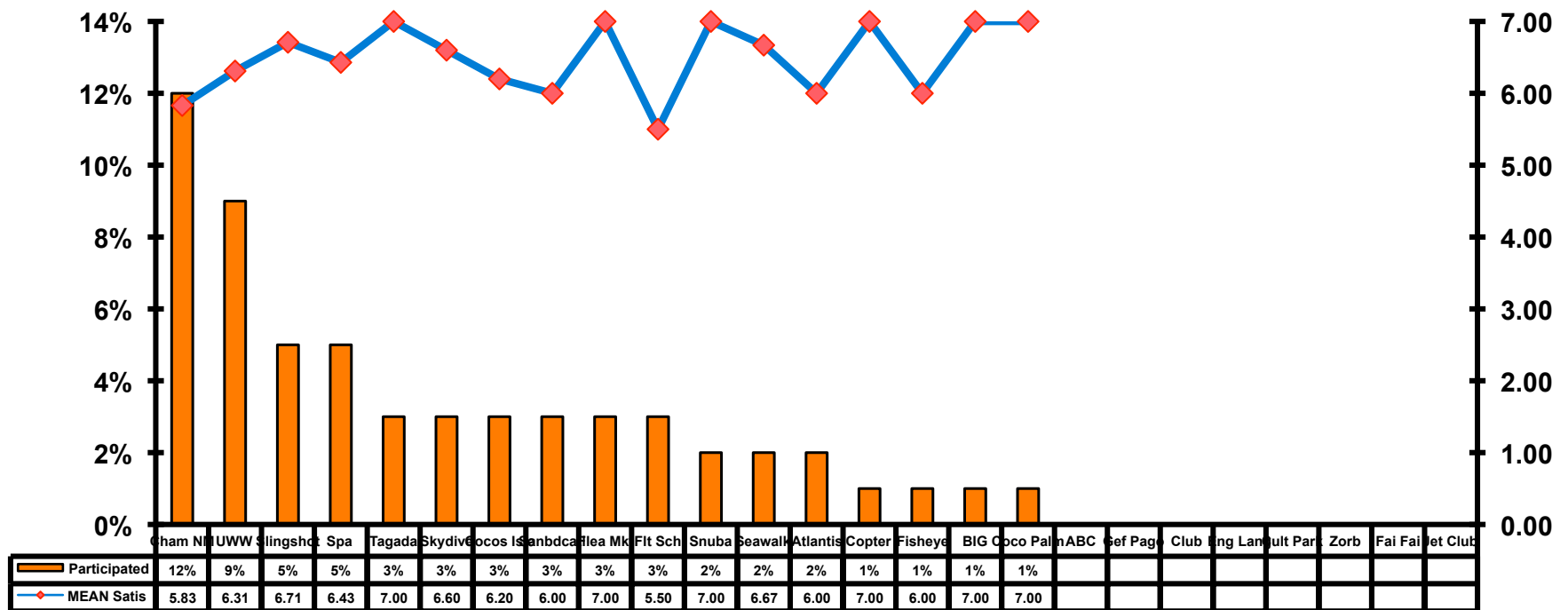
<b>Quality of Shopping</b>	<b>Variety of Shopping</b>
Score of 6 to 7 = <b>2%</b>	Score of 6 to 7 = <b>2%</b>
Score of 4 to 5 = <b>97%</b>	Score of 4 to 5 = <b>96%</b>
Score 1 to 3 = <b>2%</b>	Score 1 to 3 = <b>3%</b>
<b>MEAN = 4.53</b>	<b>MEAN = 4.49</b>

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# Optional Tour Participation



# Optional Tours Participation & Satisfaction



# Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

<b>Quality of Day Tour</b>	<b>Variety of Day Tour</b>
Score of 6 to 7 = <b>1%</b>	Score of 6 to 7 = <b>3%</b>
Score of 4 to 5 = <b>99%</b>	Score of 4 to 5 = <b>97%</b>
Score 1 to 3 = <b>-%</b>	Score 1 to 3 = <b>1%</b>
<b>MEAN = 4.52</b>	<b>MEAN = 4.61</b>

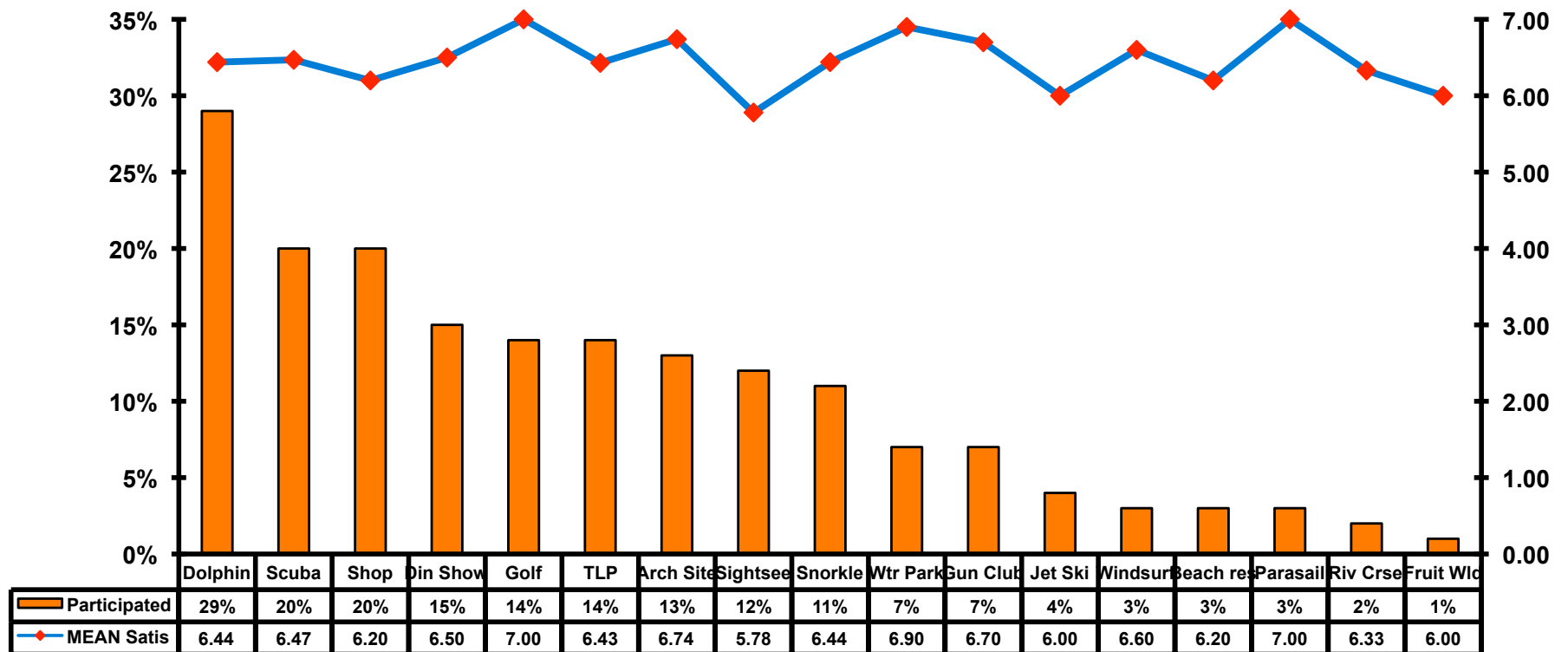
# Night Tours Satisfaction

7pt Rating Scale

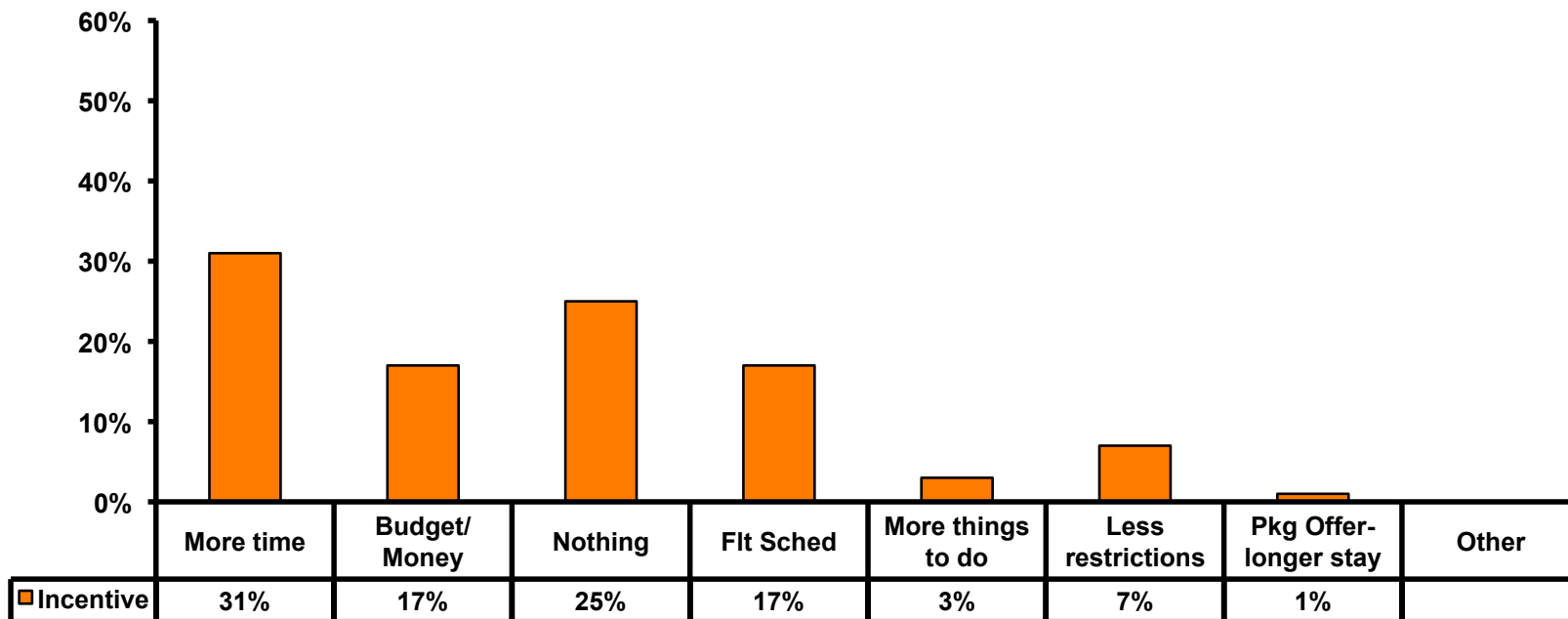
7=Very Satisfied/ 1=Very Dissatisfied

<b>Quality of Night Tour</b>	<b>Variety of Night Tour</b>
Score of 6 to 7 = <b>4%</b>	Score of 6 to 7 = <b>2%</b>
Score of 4 to 5 = <b>95%</b>	Score of 4 to 5 = <b>98%</b>
Score 1 to 3 = <b>1%</b>	Score 1 to 3 = <b>1%</b>
<b>MEAN = 4.57</b>	<b>MEAN = 4.52</b>

# Satisfaction with Other Activities



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



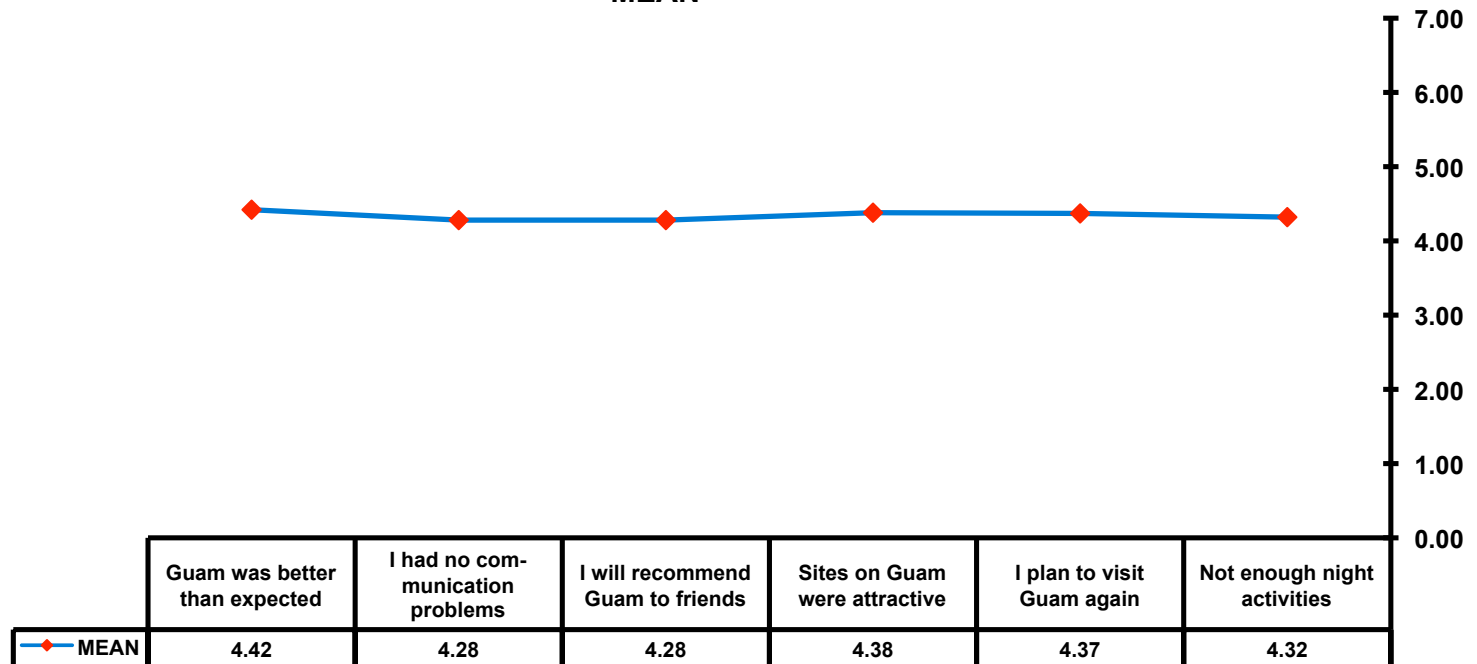


# On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

MEAN

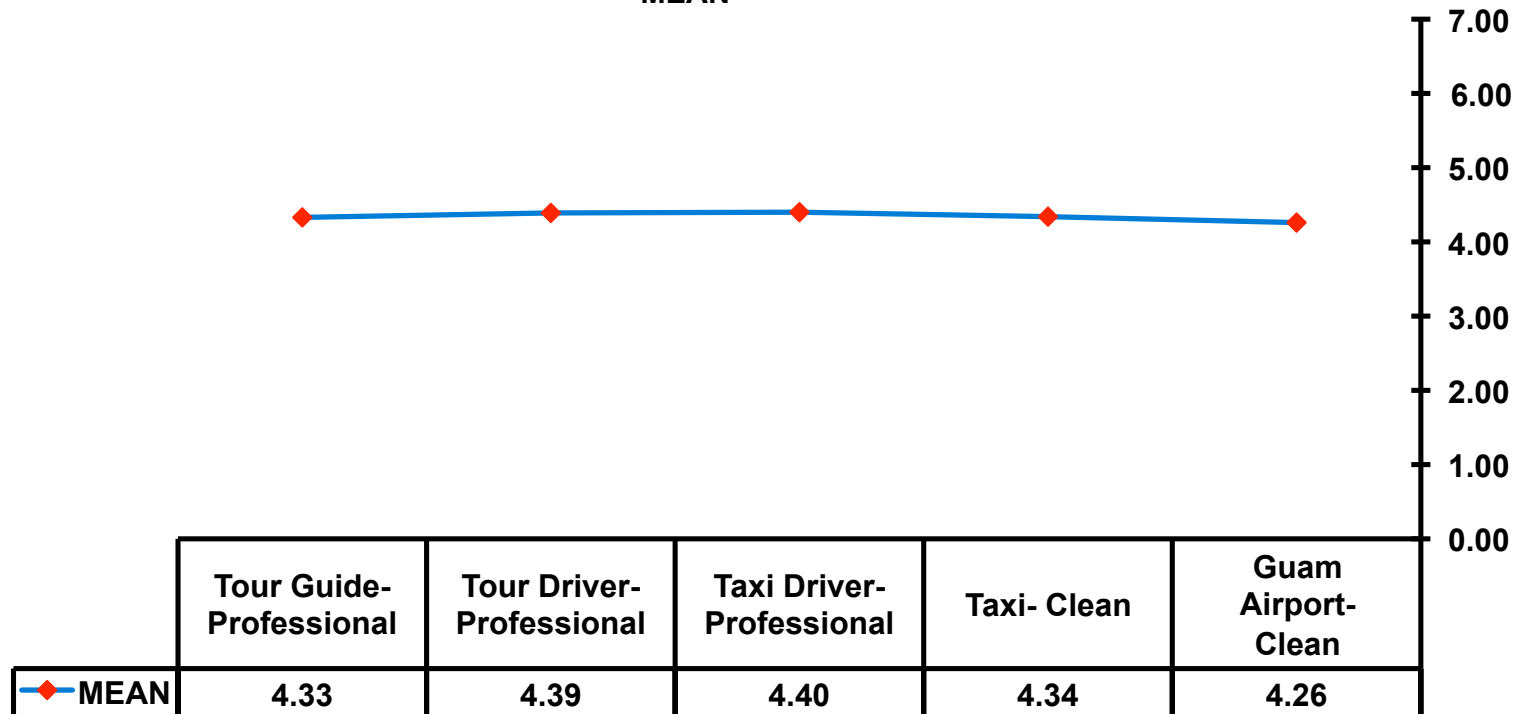


# On-Island Perceptions

7pt Rating Scale

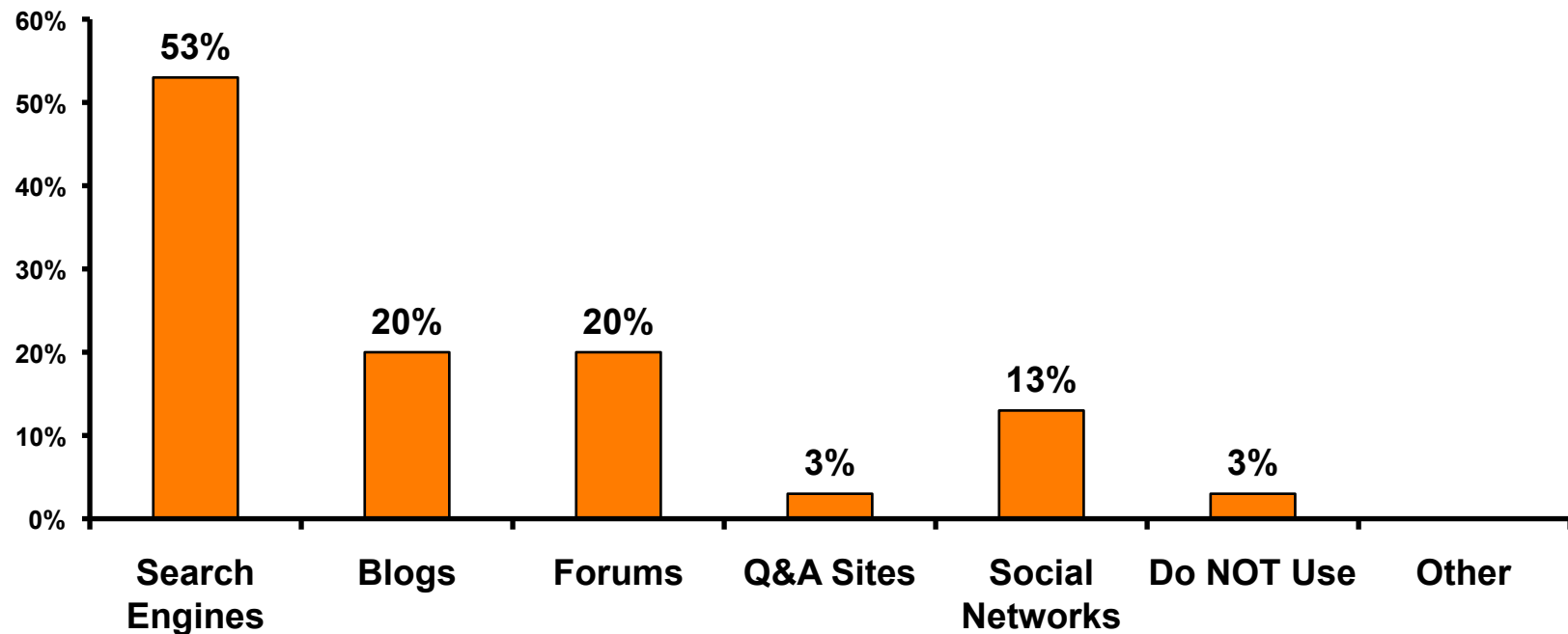
7=Very Satisfied/ 1=Very Dissatisfied

MEAN



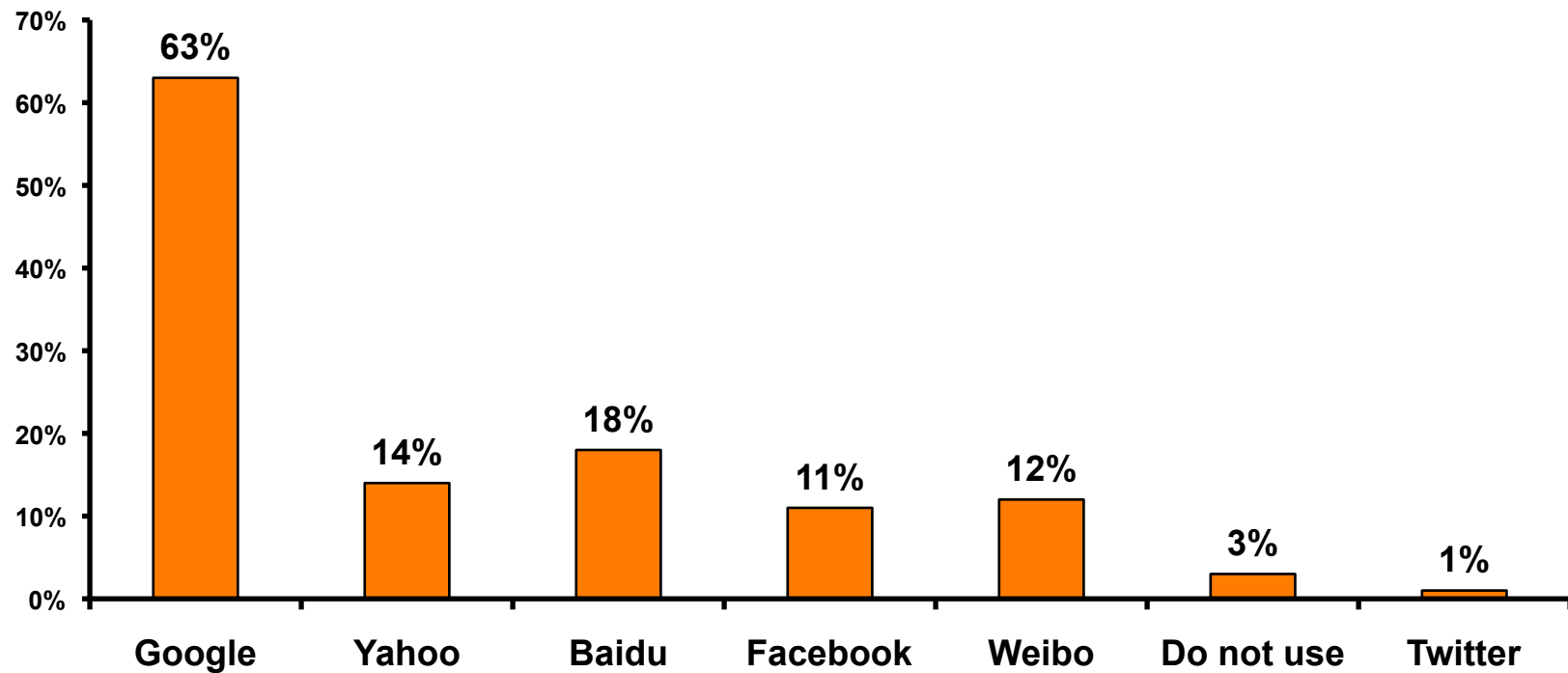
# SECTION 5 **PROMOTIONS**

# Internet- Guam Sources of Info

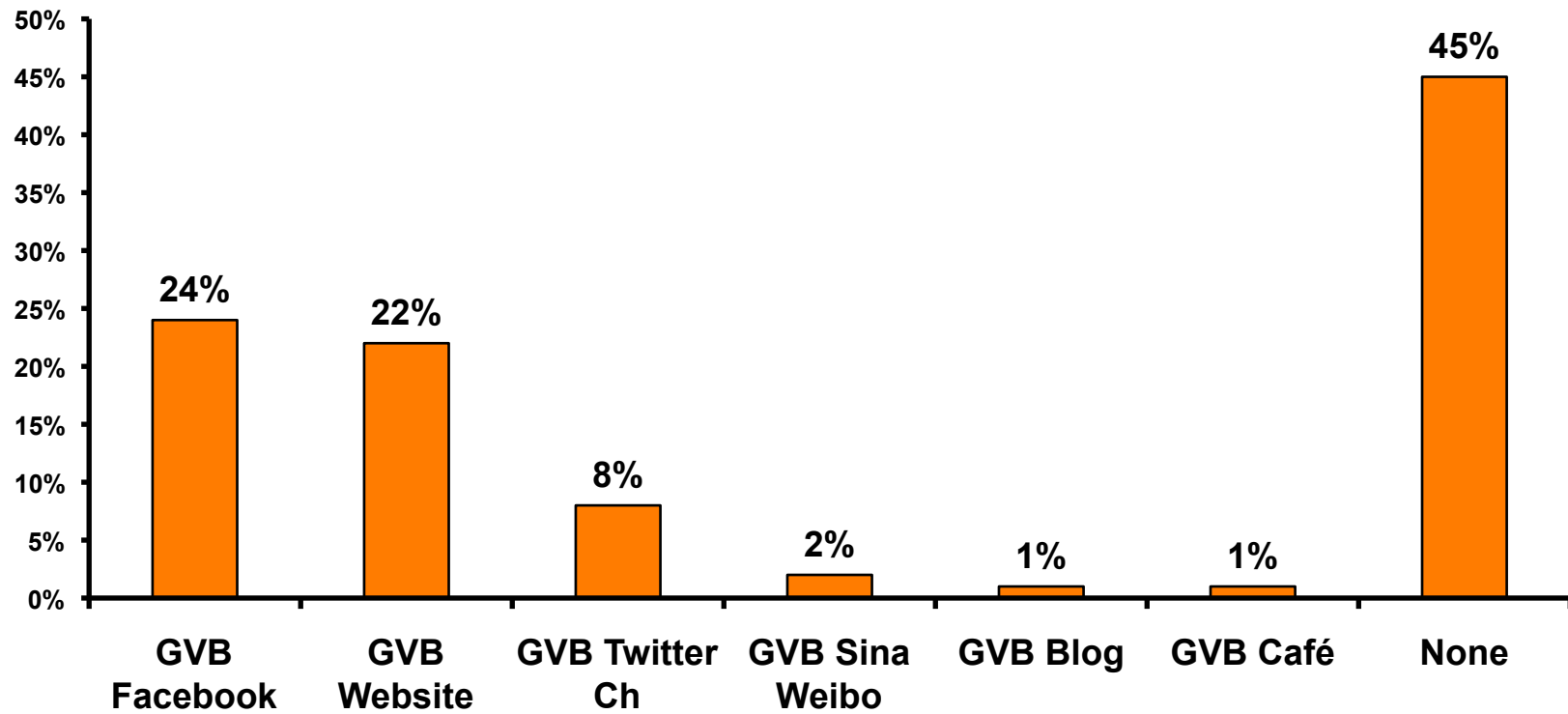


# Internet- Things To Do

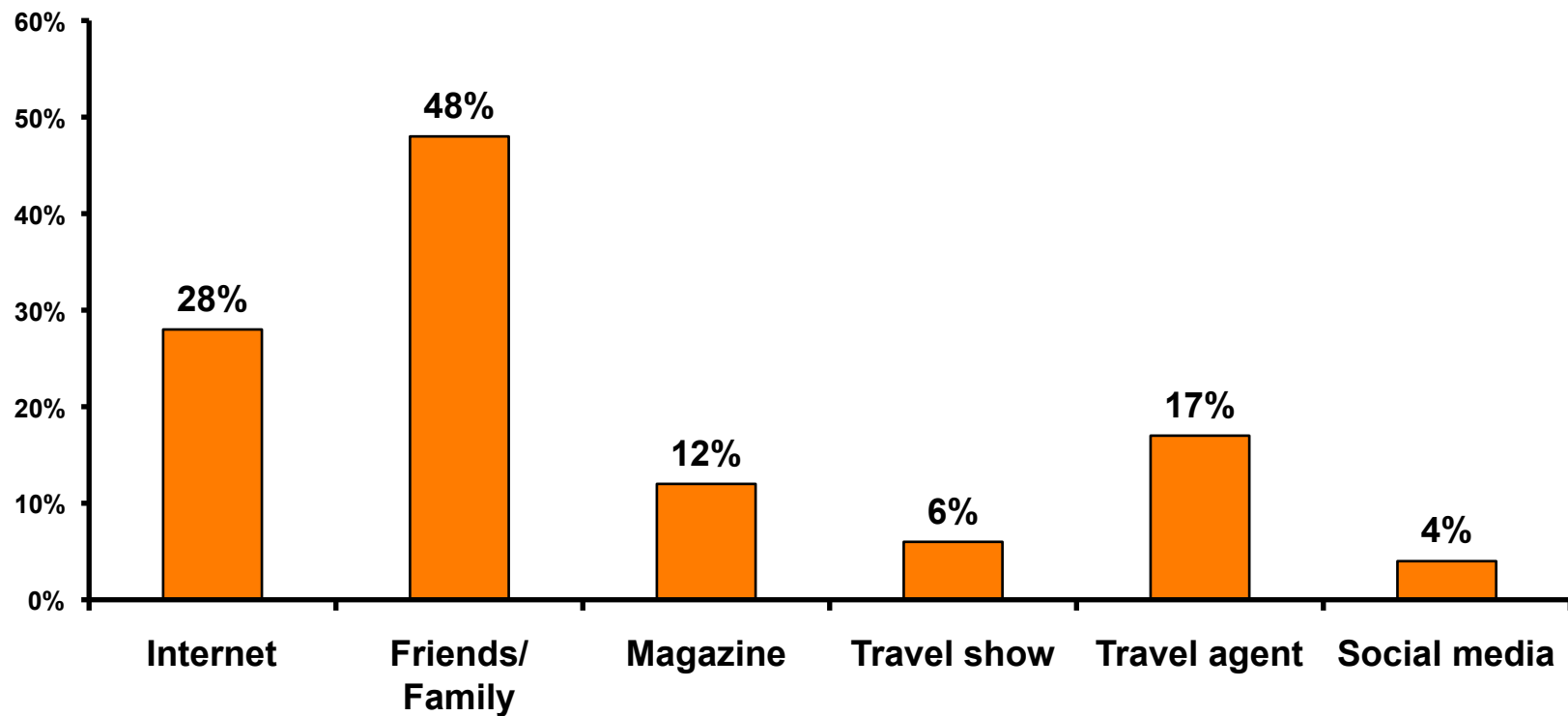
## Sources of Info



# Internet- GVB Sources

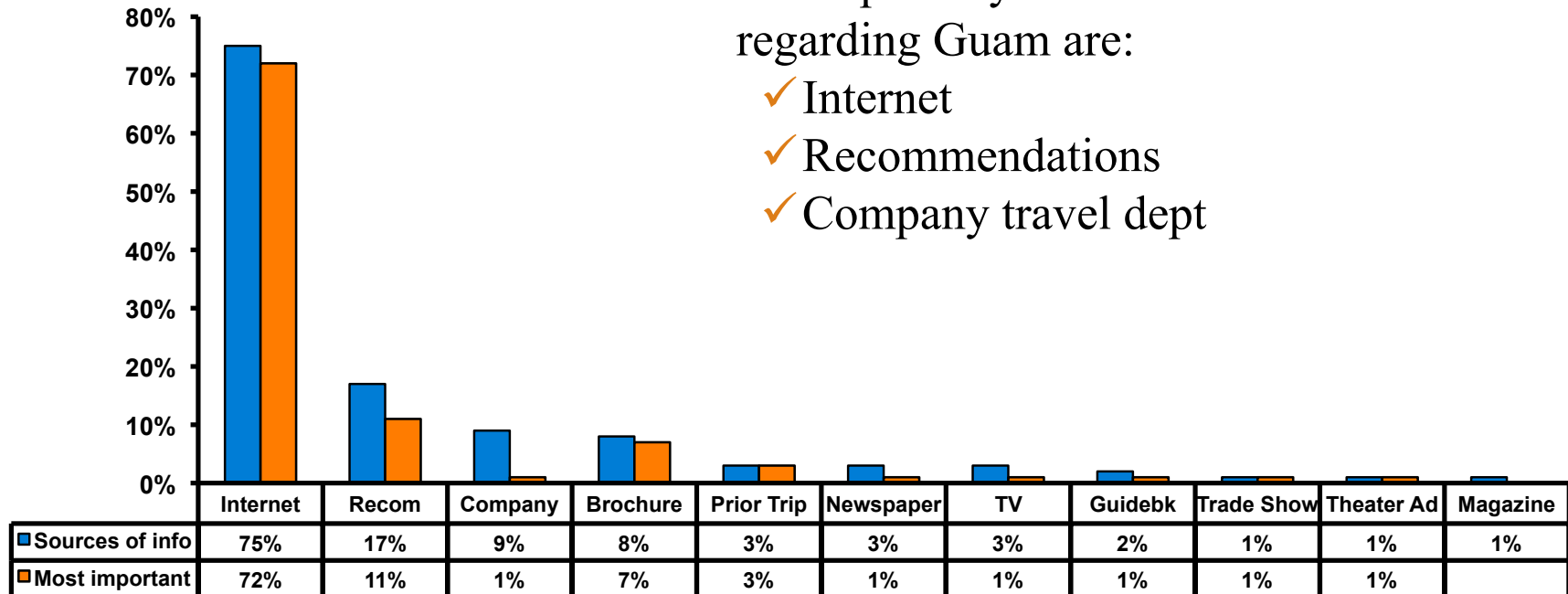


# Travel Motivation- Info Sources



# Sources of Information Pre-arrival

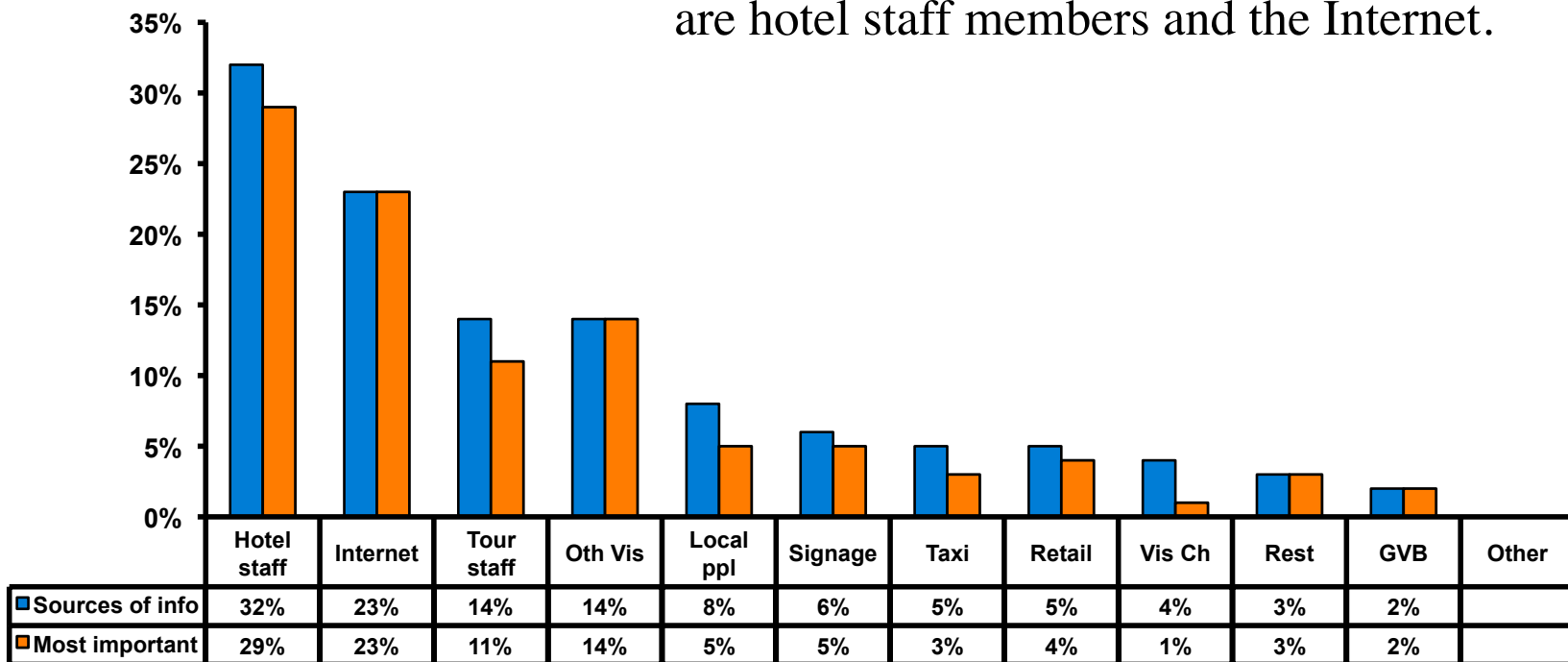
- The 3 primary sources of information regarding Guam are:
  - ✓ Internet
  - ✓ Recommendations
  - ✓ Company travel dept





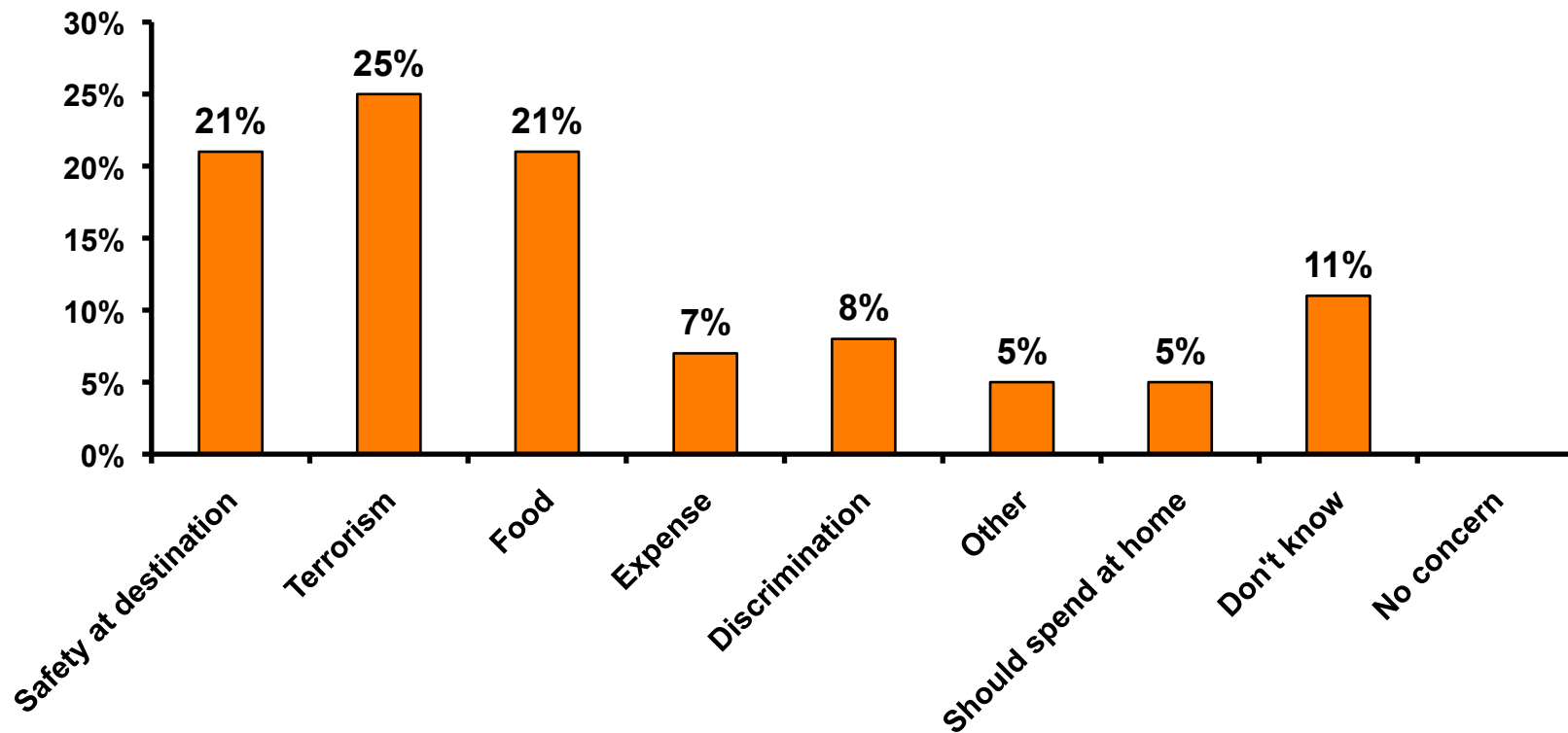
# Sources of Information Post-arrival

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



SECTION 6  
**OTHER ISSUES**

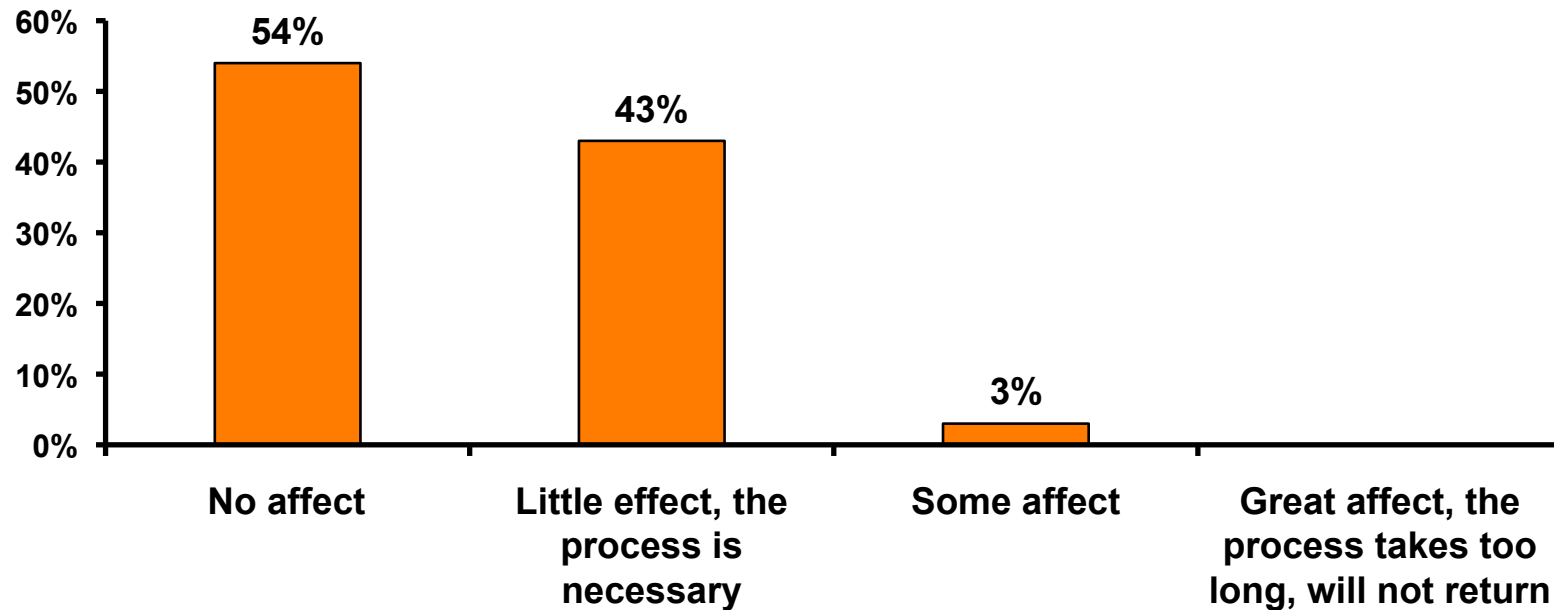
# Concerns about travel outside of Hong Kong - Overall



# Concerns about travel outside of Hong Kong - By Age & Income

		TOTAL	AGE					Q26							
		-	18-24	25-34	35-49	50+	<=HKD120K	HKD120K- HKD240K	HKD240K- HKD500K	HKD500K- HKD1.0M	HKD1.0M- HKD2.0M	HKD2.0M- HKD3.0M	HKD3.0M+	No Income	
Q21	Terrorism	25%	8%	26%	27%	30%				33%	35%	58%			
	Food	21%	15%	22%	25%	10%			33%	30%	35%	33%			
	Safety	21%	46%	16%	24%	10%			67%	12%	17%		59%	57%	
	Don't know	11%	15%	12%	10%								38%	43%	
	Discrimination against Chinese	8%	15%	8%	6%	10%				3%					
	Expense	7%		8%	8%	10%				9%	17%		3%		
	Other	5%		5%	6%	10%				9%	4%	8%			
	Should spend at home	5%		5%		30%				6%	4%				
	Total	Count	149	13	74	51	10			3	33	23	12	29	7

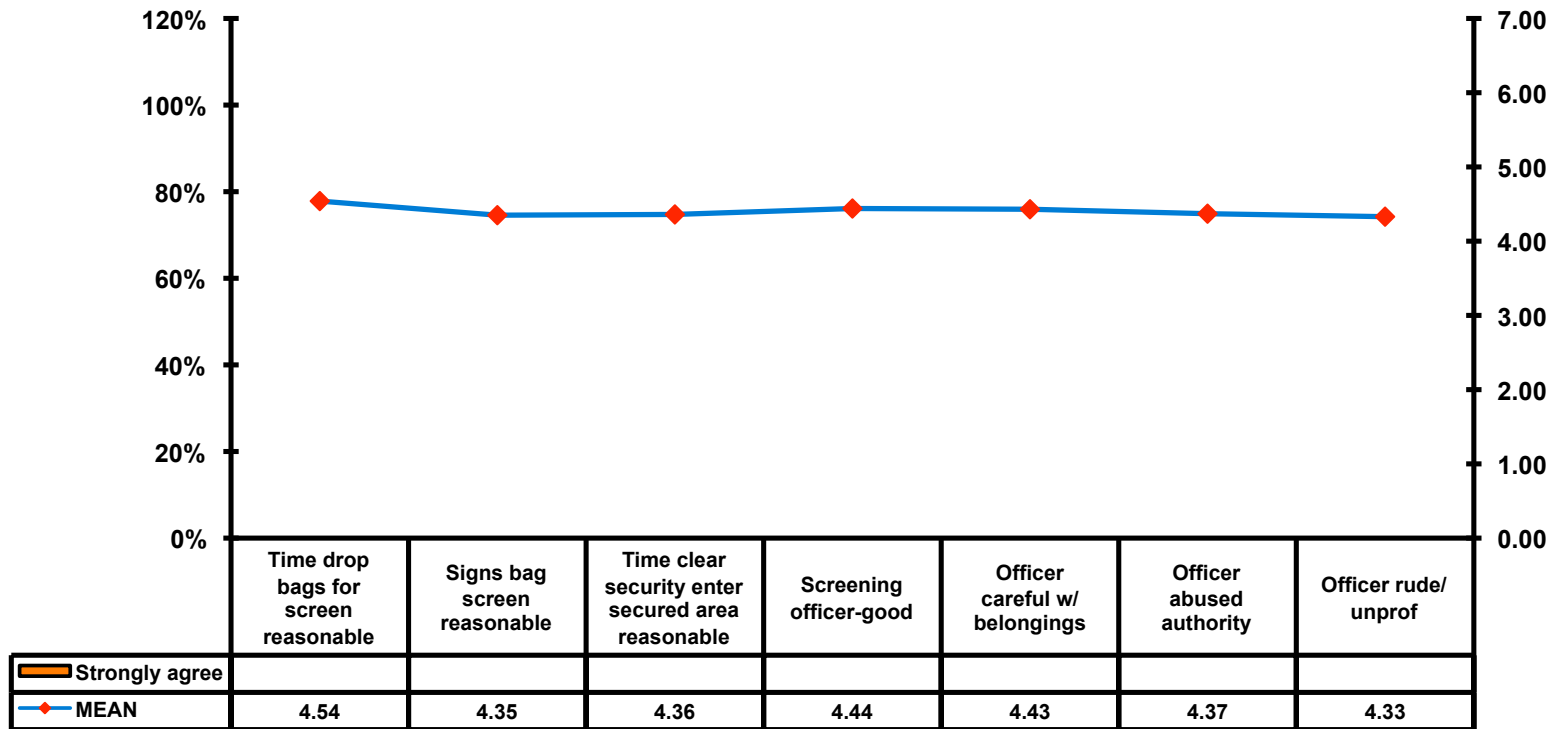
# Security Screening/ Immigration Process at Guam International Airport



# Airport Screening

## 7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



Scores for "Strongly Agree" were 2 and below.