



# **GUAM VISITORS BUREAU**

## **Hong Kong Visitor Tracker Exit Profile**

### **FY2013**

### **3rd Qtr (APR~JUN 2013)**



**Prepared by: QMark Research**

*Information contained herein is the property of the Guam Visitors Bureau.*

*The use of this information, in part or in whole, shall require written permission from the Guam Visitors Bureau.*

# 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.

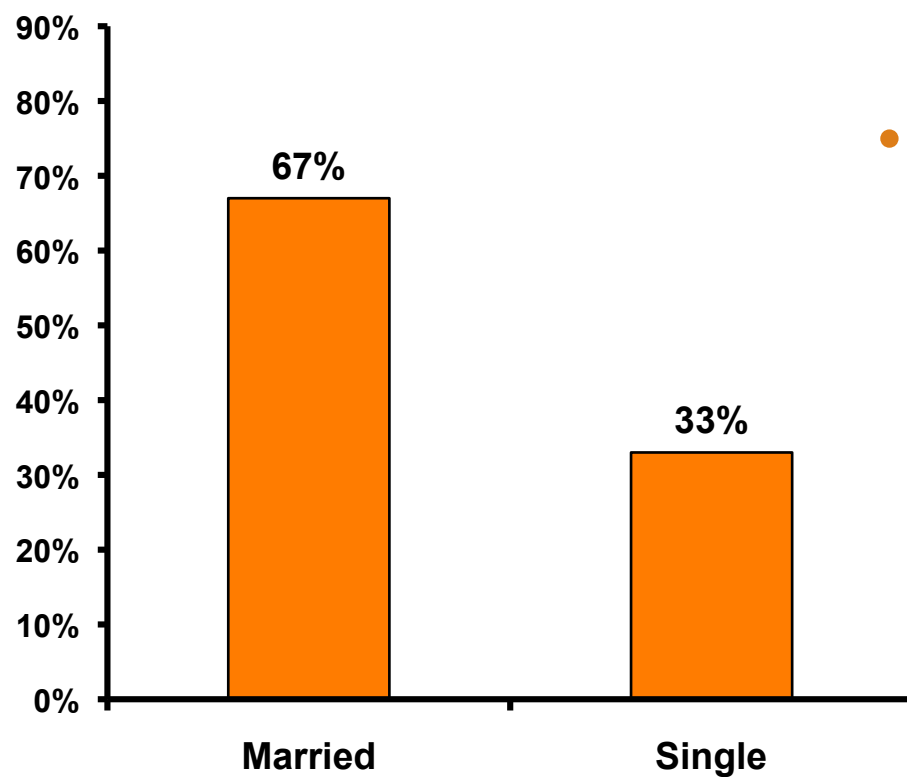
# Objectives

- 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

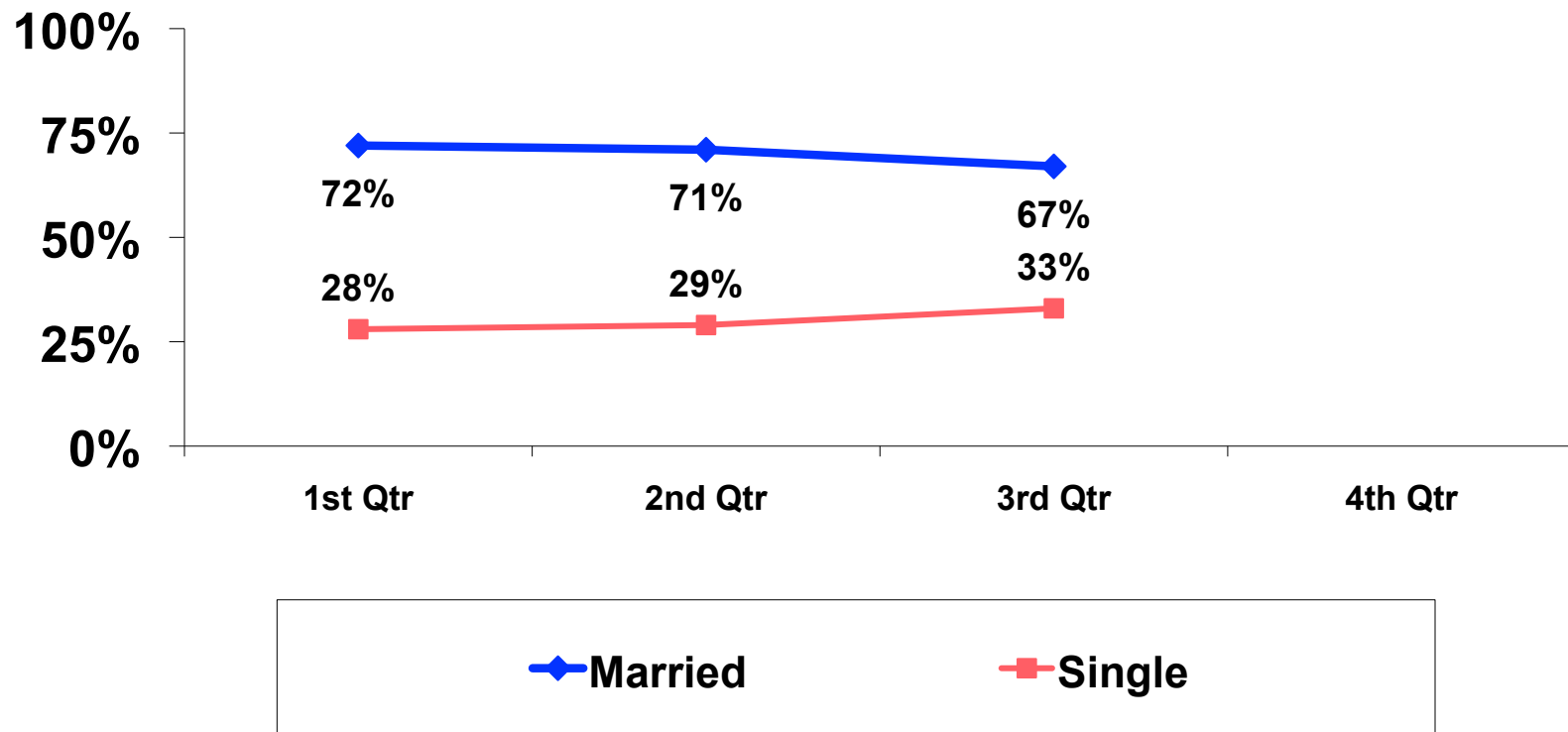
## **PROFILE OF RESPONDENTS**

# Marital Status - Overall

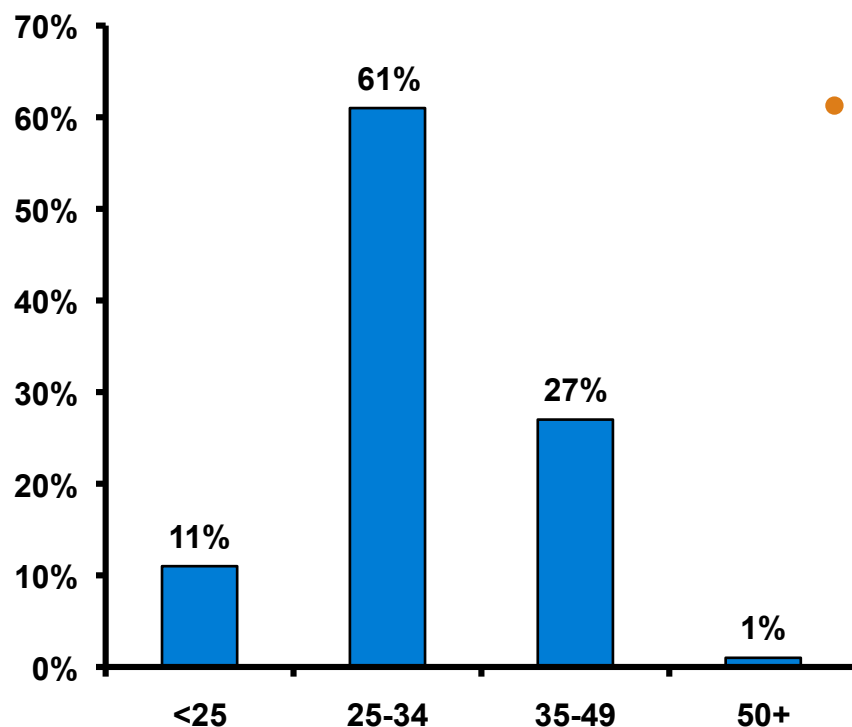


- Majority of visitors are married.

# Marital Status

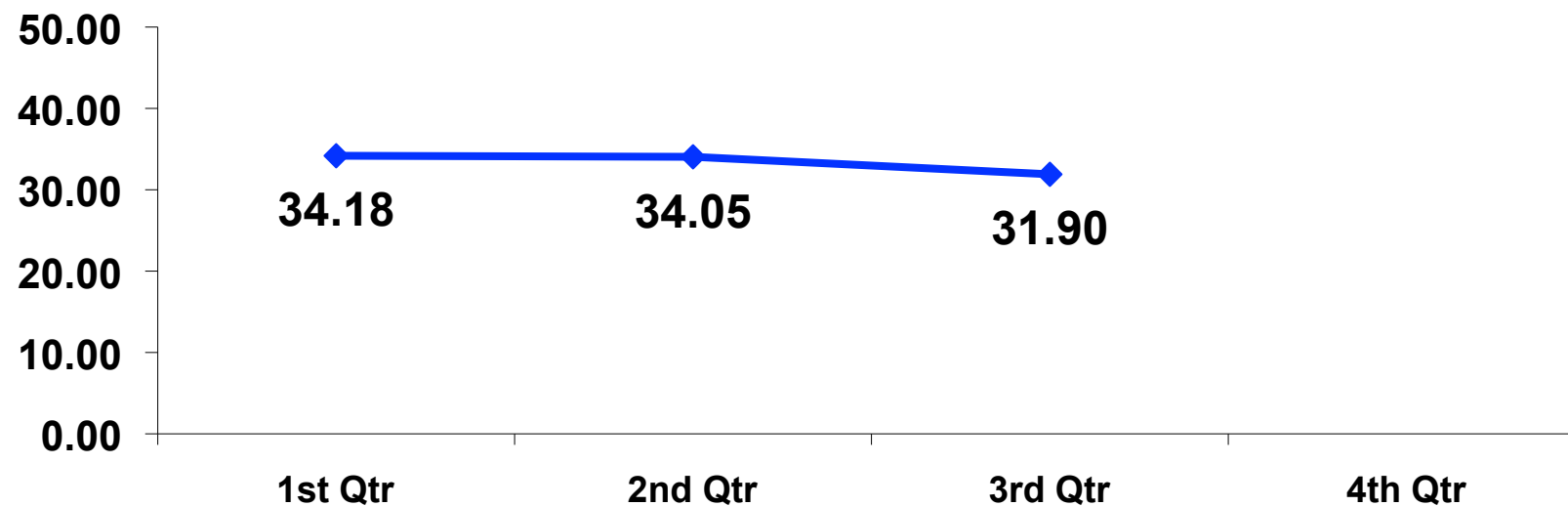


# Age - Overall



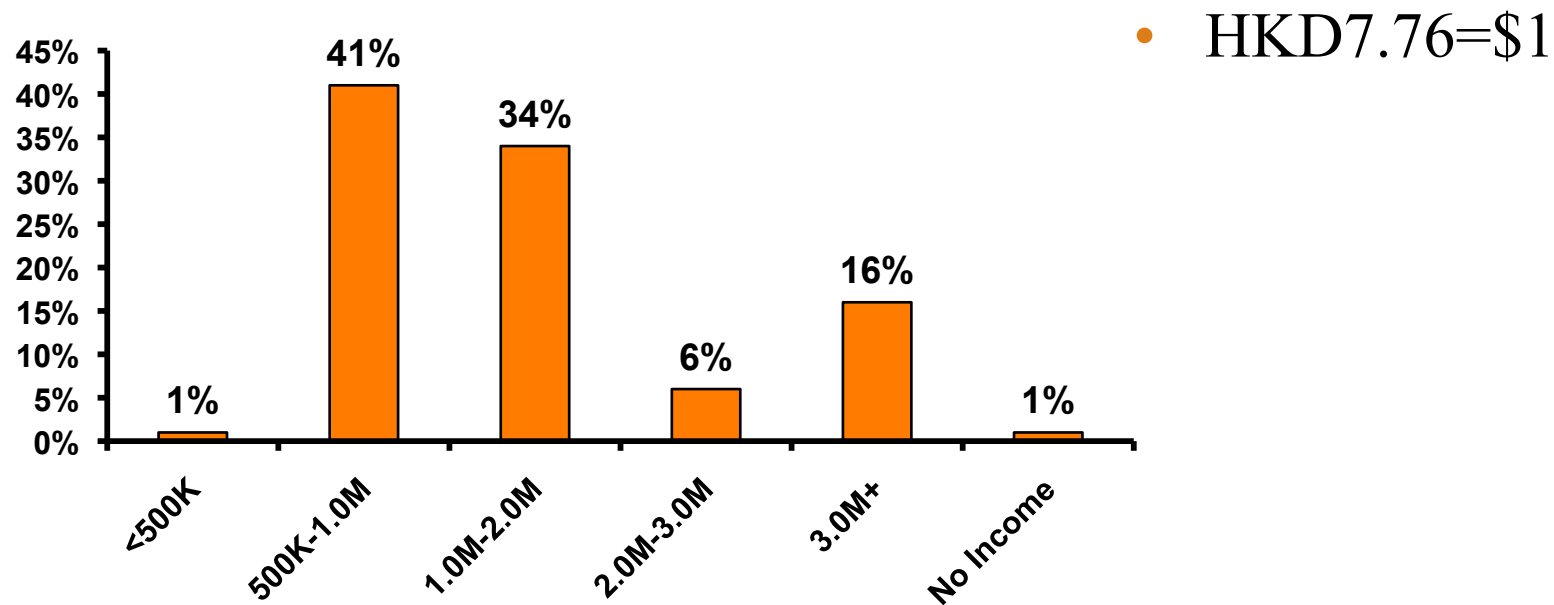
- The average age of the respondents is 31.90 years of age.

# Average Age

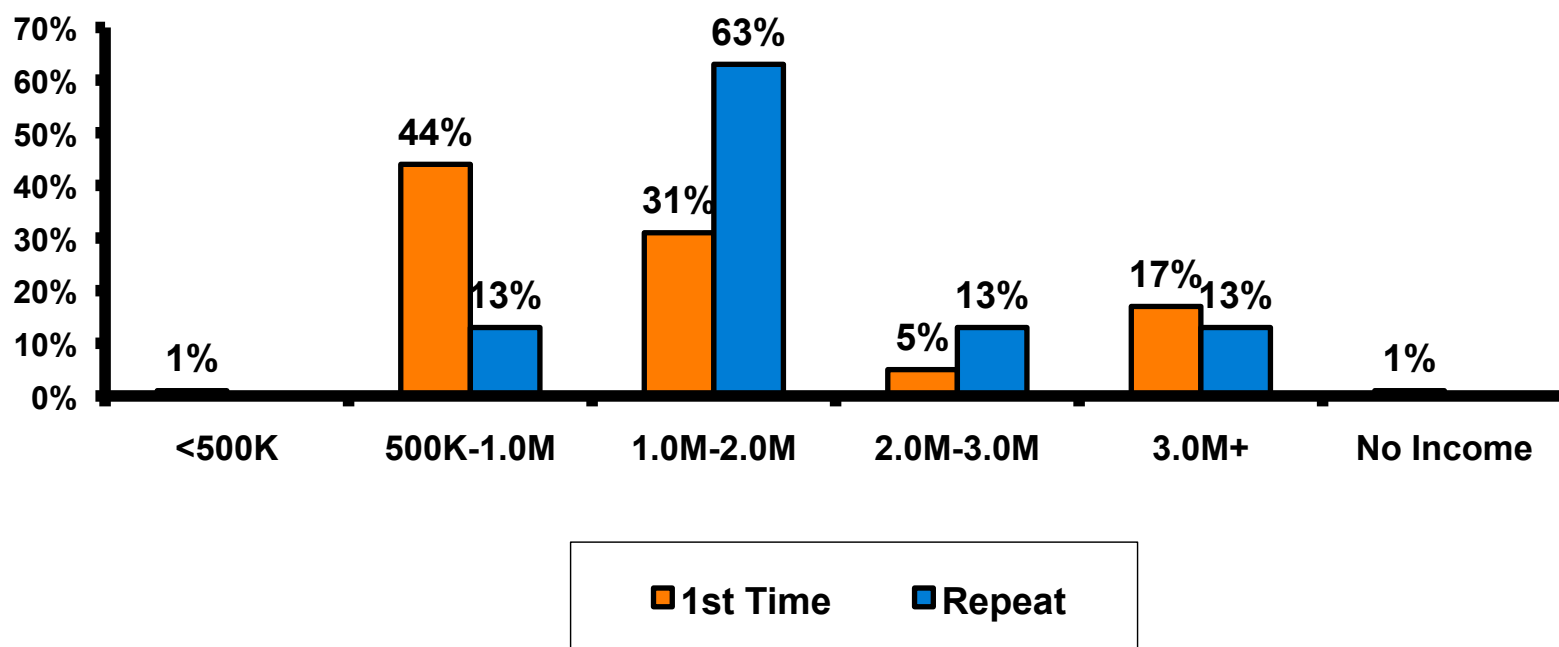




# Personal Income



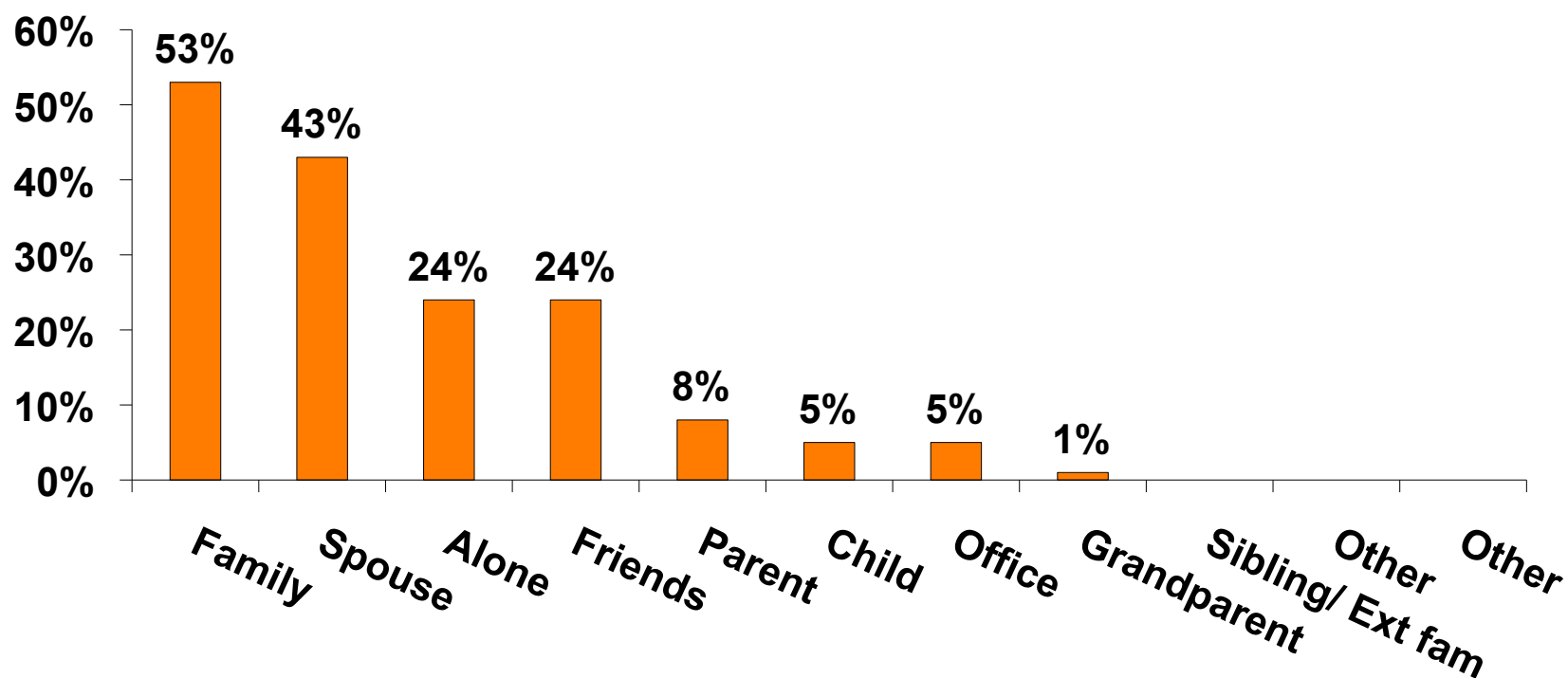
# Personal Income – 1st time vs. repeat



# Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	HKD240K-HKD500K	Count	1		1		1		
		Column N %	1%		2%		2%		
	HKD500K-HKD1.0M	Count	35	18	17	5	24	5	
		Column N %	41%	46%	37%	71%	48%	23%	
	HKD1.0M-HKD2.0M	Count	29	11	18	2	11	11	1
		Column N %	34%	28%	39%	29%	22%	50%	100%
	HKD2.0M-HKD3.0M	Count	5	3	2		3	2	
		Column N %	6%	8%	4%		6%	9%	
	HKD3.0M+	Count	14	6	8		10	4	
		Column N %	16%	15%	17%		20%	18%	
	No Income	Count	1	1			1		
		Column N %	1%	3%			2%		
Total	Count	85	39	46	7	50	22	1	

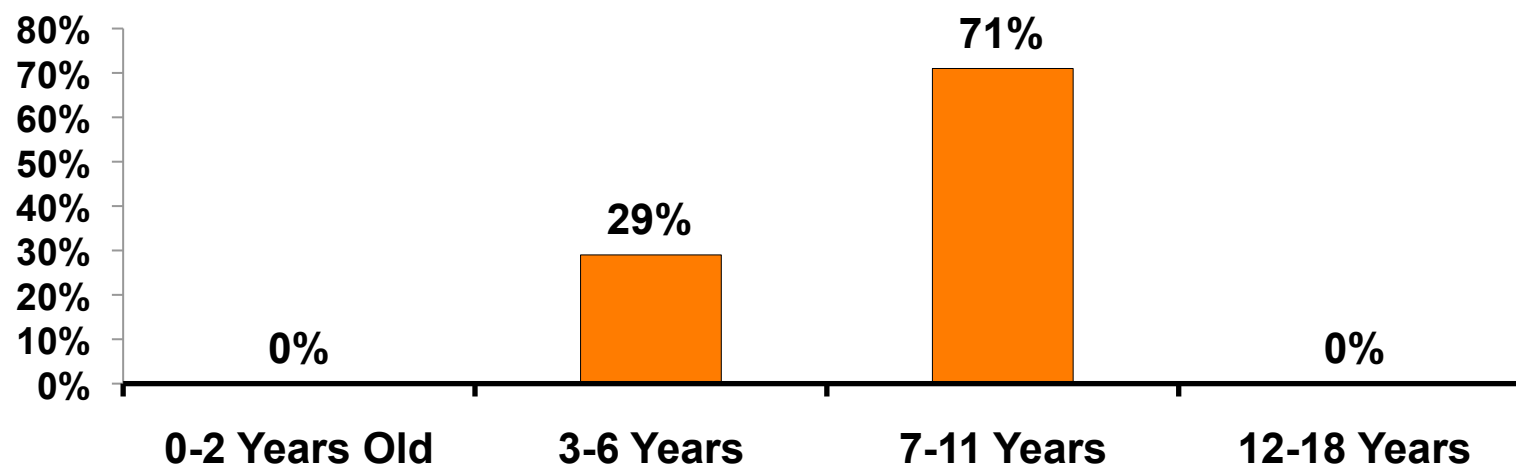
# Travel Companions



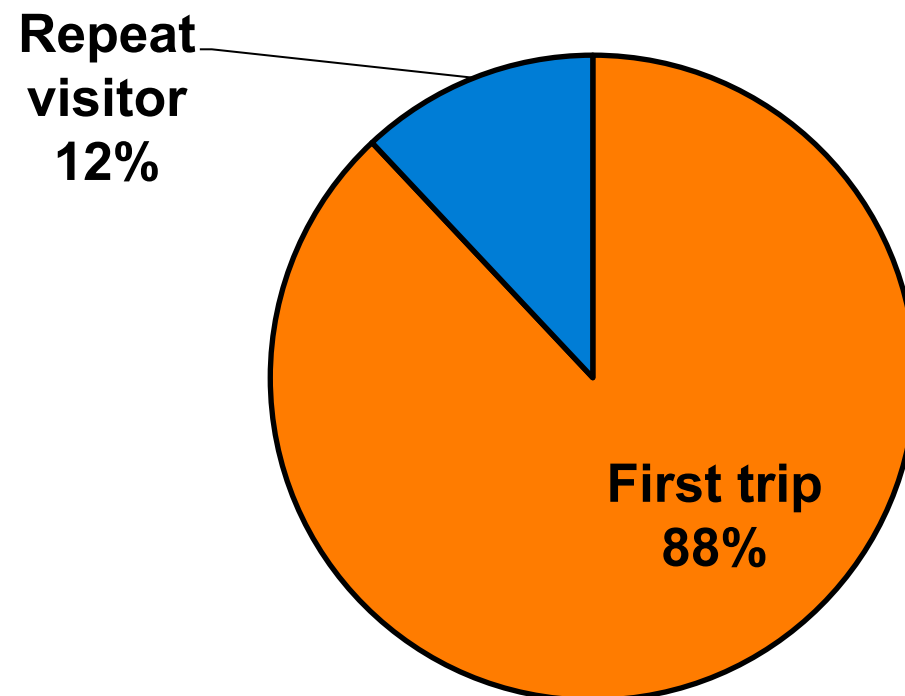
# Number of Children Travel Party

N=7 total respondents traveling with children.

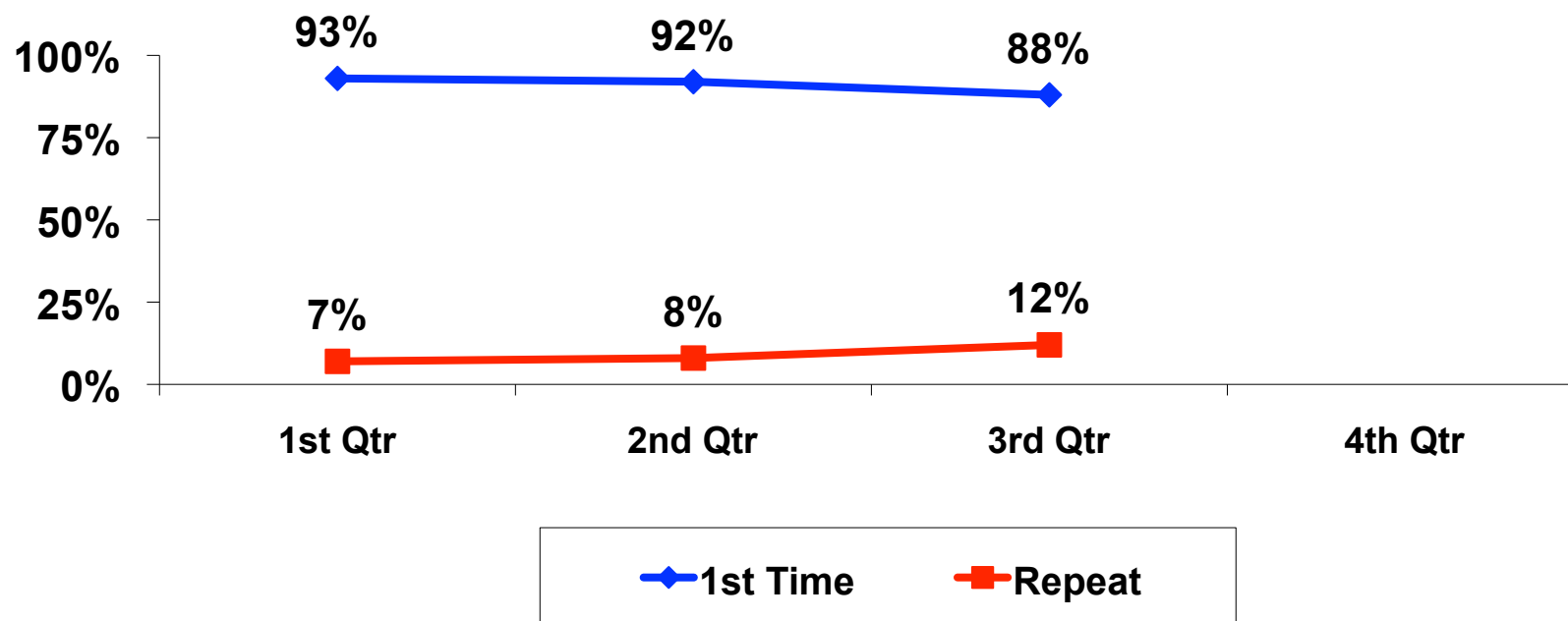
(Of those N=7 respondents, there is a total of 7 children 18 years or younger)



# Prior Trips to Guam



# Prior Trips to Guam



# Trips to Guam by Age & Gender

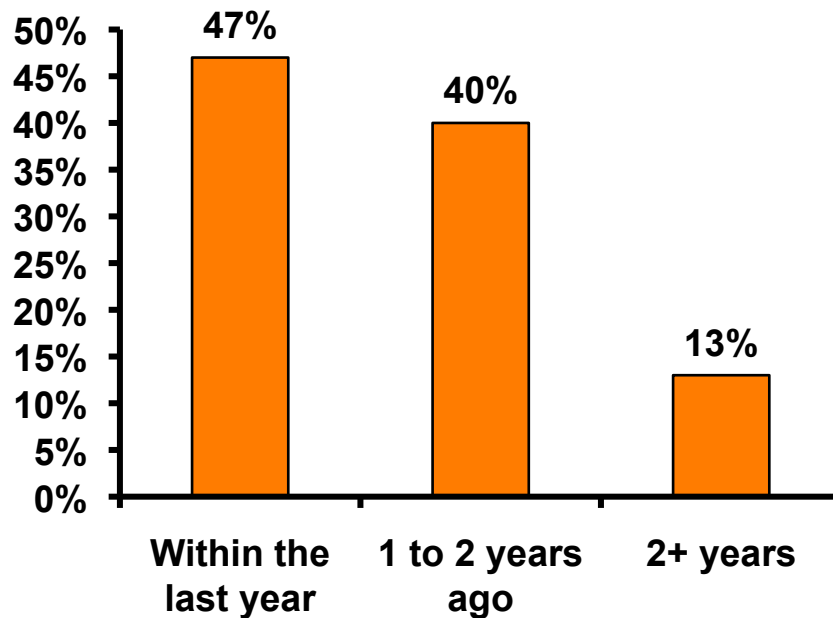
			TOTAL	TRIPS TO GUAM	
			-	1st	Repeat
GENDER	Male	Count	76	68	8
		Column N %	51%	52%	44%
	Female	Count	74	64	10
		Column N %	49%	48%	56%
AGE	Total	Count	150	132	18
	18-24	Count	15	15	
		Column N %	11%	12%	
	25-34	Count	86	77	9
		Column N %	61%	61%	60%
	35-49	Count	39	33	6
		Column N %	27%	26%	40%
	50+	Count	2	2	
		Column N %	1%	2%	
	Total	Count	142	127	15

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



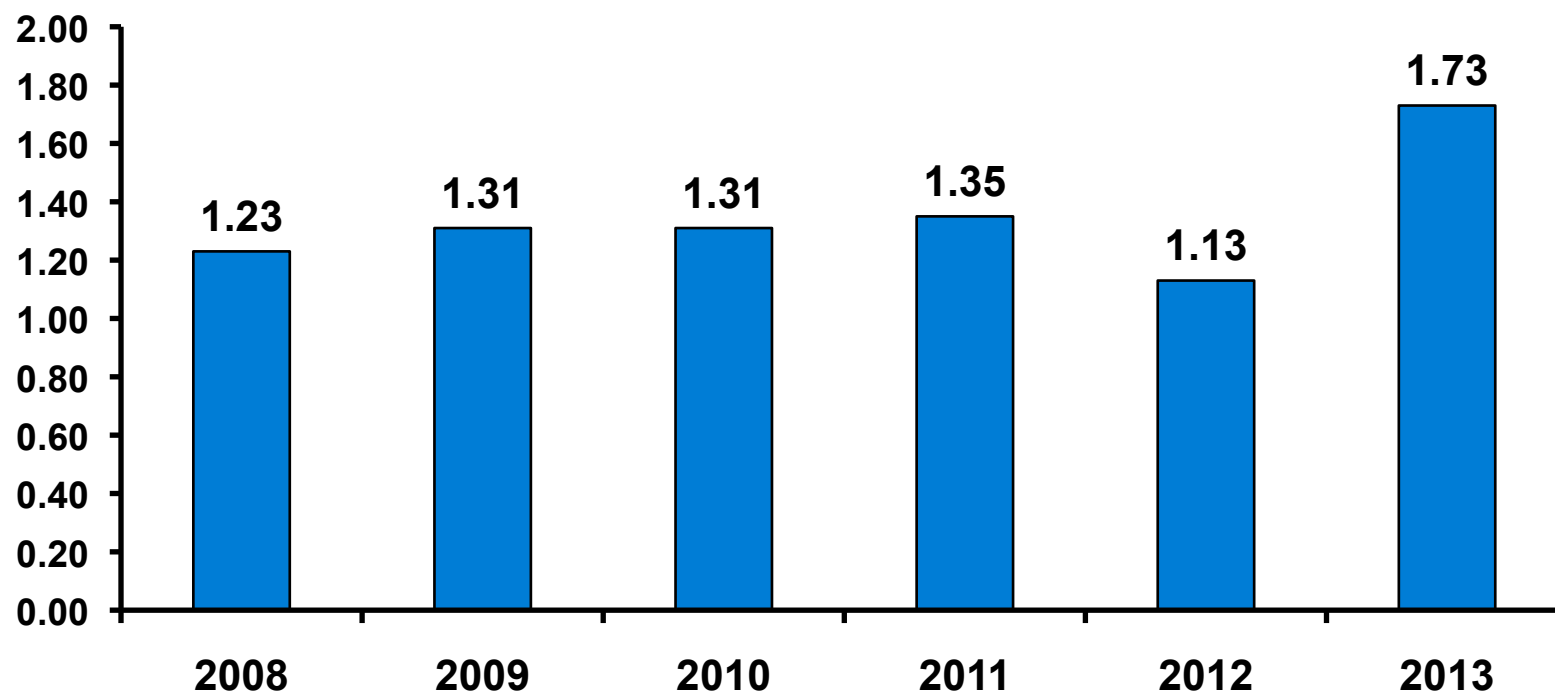
# Repeat Visitors Last Trip

n = 15



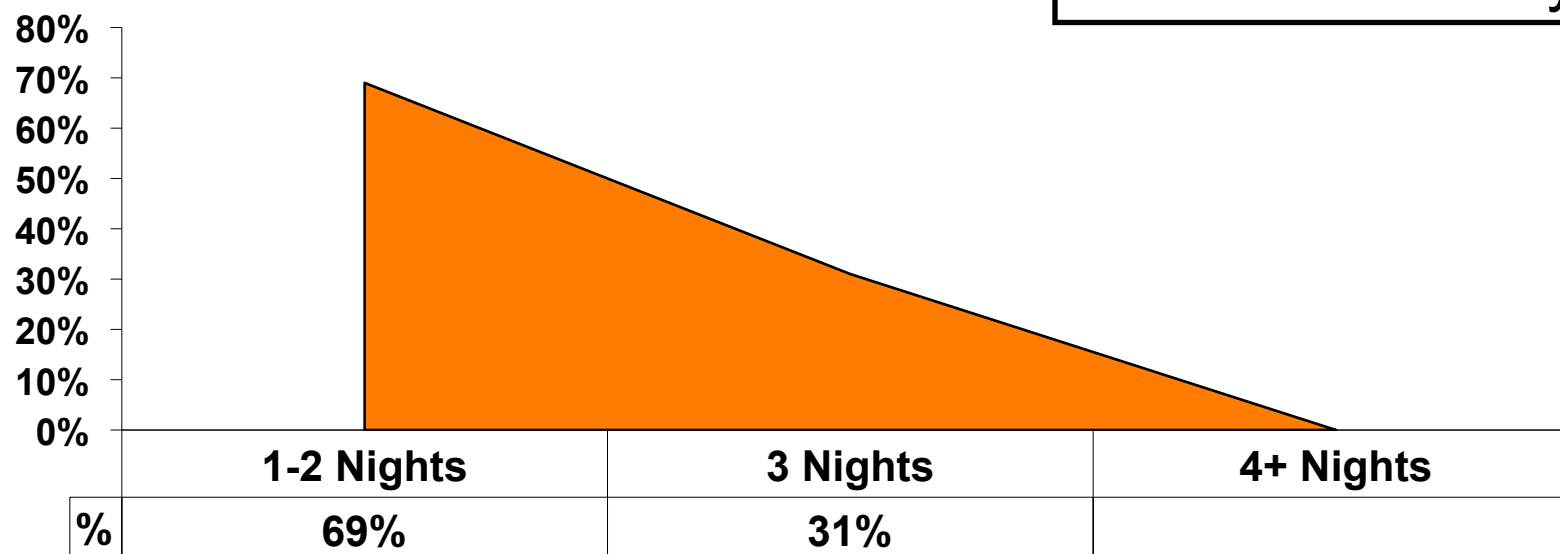
- The average repeat visitor has been to Guam 1.00 time.

# Average Number Overnight Trips (2008-2013) (2 nights or more)

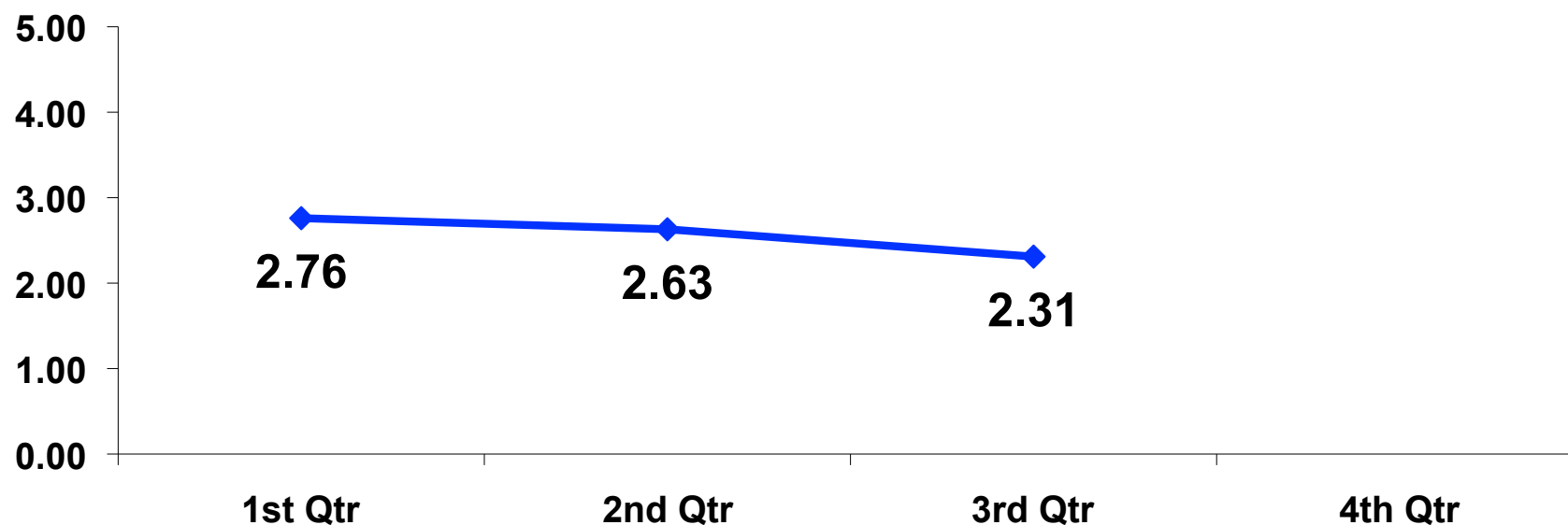


# Length of Stay

Mean = 2.31 Days  
Median = 2.0 Days



# Average Length of Stay

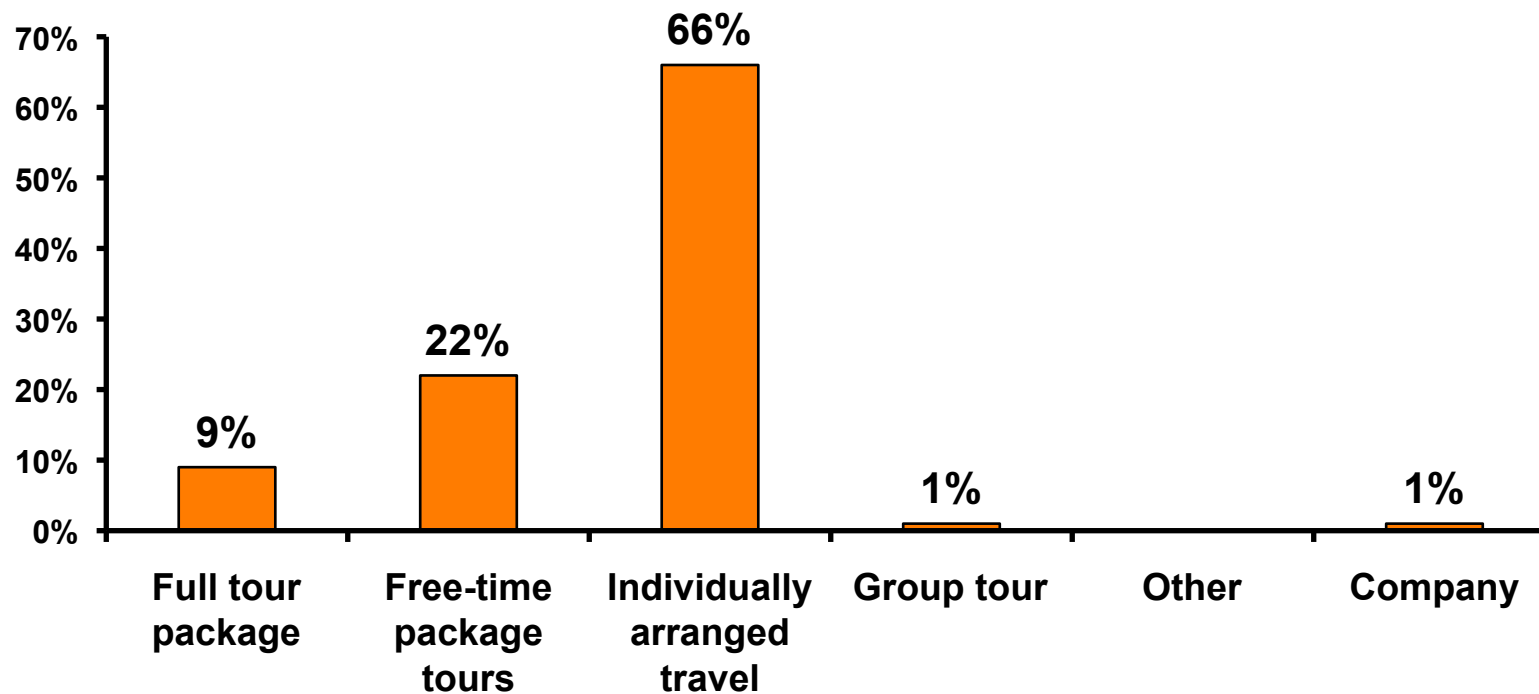


# Occupation by Income

		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	62%			100%	79%	76%	20%	
	Skilled worker	10%				6%	14%	40%	100%
	Company: Salesperson	10%				12%		20%	14%
	Prof-specialist	6%				3%	3%		36%
	Freelancer	5%						20%	14%
	Student	3%							
	Govt- Mgr/ Exec	2%							14%
	Govt- Office non-mgr	2%					3%		7%
	Retired	1%					3%		
	Govt- Executive	1%							7%
	Total Count	115			1	34	29	5	14

# SECTION 2 **TRAVEL PLANNING**

# Travel Planning - Overall



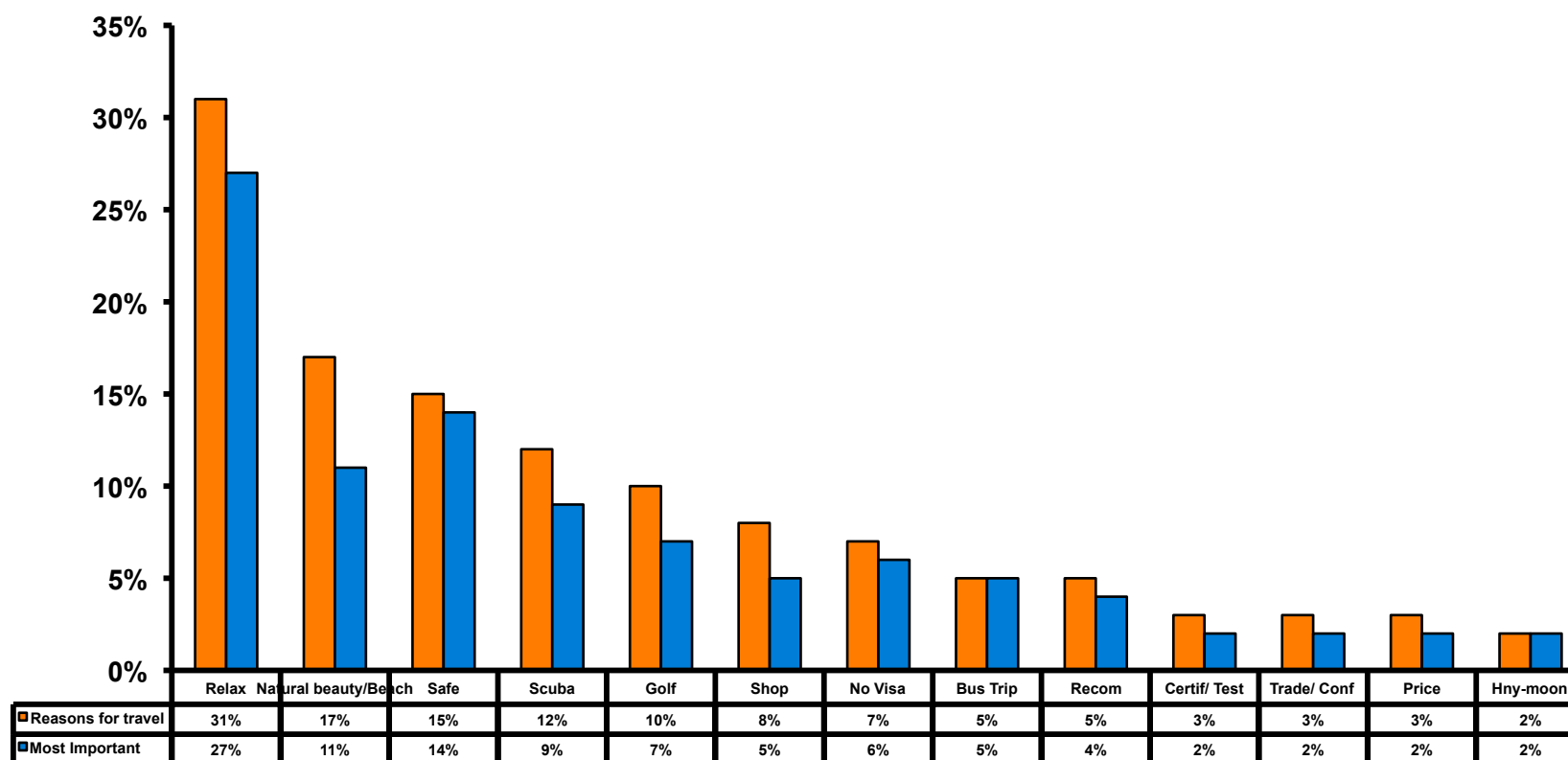
# Accommodation by Income

Average length of stay: 2.31 days

		TOTAL	Q26						
		-	<=HKD120K	HKD120K- HKD240K	HKD240K- HKD500K	HKD500K- HKD1.0M	HKD1.0M- HKD2.0M	HKD2.0M- HKD3.0M	HKD3.0M+ No Income
Q9	Hilton Guam Resort	21%			100%	31%	17%		7%
	Hotel Nikko Guam	17%				23%	14%	20%	
	Sheraton Laguna Guam	9%				11%		40%	14%
	Hyatt Regency Guam	9%				9%	14%		36%
	Royal Orchid Guam	8%				3%	7%		
	Westin Resort Guam	8%					14%		14%
	PIC Club	8%				9%	21%		
	Outrigger Guam Resort	4%				3%		20%	14%
	Holiday Resort Guam	4%					7%		
	Onward Beach Resort	3%				6%			
	Fiesta Resort Guam	2%				3%		20%	
	Oceanview Hotel	1%							7%
	Bayview Hotel	1%				3%			
	Guam Reef & Olive Spa Resort	1%					3%		
	Hotel Santa Fe	1%							
	Home stay/ friend/ relative	1%					3%		
	Pacific Bay Hotel	1%							7%
	Total	Count	149		1	35	29	5	14
									1



# Travel Motivation - Top Responses



# Most Important Reason for Choosing Guam

- Relaxation,
  - Safety and
  - Guam's natural beauty/ beaches
- 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	Relax	31%	33%	37%	21%		32%	31%
	Natural beauty	17%	40%	14%	18%		12%	22%
	Safe	15%		17%	18%		14%	16%
	Scuba	12%	13%	10%	13%		8%	16%
	Golf	10%		8%	21%		13%	7%
	Shopping	8%	7%	10%	3%		8%	8%
	No visa requirement	7%	7%	5%	10%	50%	9%	4%
	Company/ Business Trip	5%		5%	8%		7%	4%
	Recomm- friend/family/trvl agnt	5%	13%	5%	3%		3%	7%
	Career Cert/ Testing	3%	7%	3%			4%	1%
	Convention/ Trade/ Conference	3%		1%	8%		4%	1%
	Price	3%		2%	5%		3%	3%
	Honeymoon	2%		3%			1%	3%
	Short travel time	2%		1%	3%	50%	1%	3%
	Pleasure	1%		1%			1%	1%
	Company Sponsored	1%		1%	3%		1%	1%
	Previous trip	1%		2%			1%	1%
	Married/ Attn wedding	1%		1%			1%	
	Total	Count	150	15	86	39	2	76

# 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	Relax	31%			100%	40%	28%	20%	21%
	Natural beauty	17%				17%	21%	20%	14%
	Safe	15%				17%	7%	60%	36%
	Scuba	12%				9%	21%		
	Golf	10%				11%	17%		
	Shopping	8%				9%	3%		29%
	No visa requirement	7%				6%	3%		
	Company/ Business Trip	5%				6%	10%		
	Recomm- friend/family/trvl agnt	5%				6%	3%	20%	
	Career Cert/ Testing	3%							
	Convention/ Trade/ Conference	3%					7%		
	Price	3%					3%		
	Honeymoon	2%					3%		
	Short travel time	2%							
	Pleasure	1%					3%		
	Company Sponsored	1%					3%	20%	
	Previous trip	1%					3%		
	Married/ Attn wedding	1%							
	Total	Count	150		1	35	29	5	14
									1

# SECTION 3 **EXPENDITURES**

---

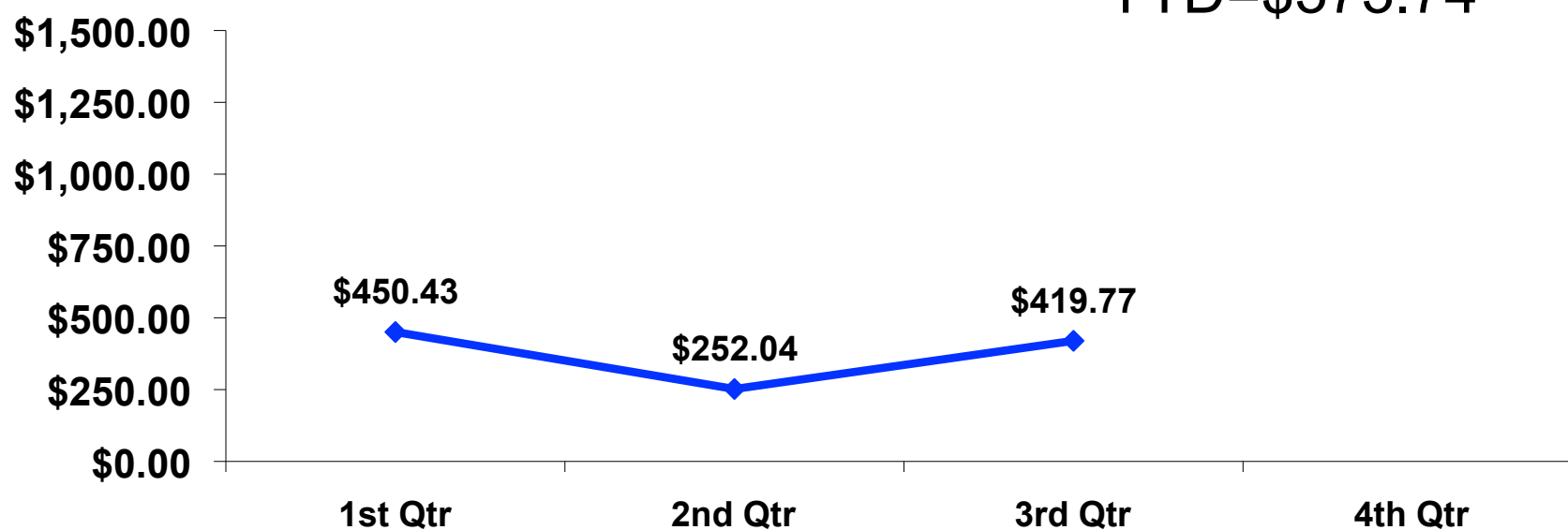
# Prepaid Expenditures

## HKD7.76/US\$1

- \$662.27 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$3,299 = maximum (highest amount recorded for the entire sample)
- \$419.77 = overall mean average per person prepaid expenditures

# Prepaid Expenditures Per Person

YTD=\$373.74



# Breakdown of Prepaid Expenditures

**HKD7.76=\$1**

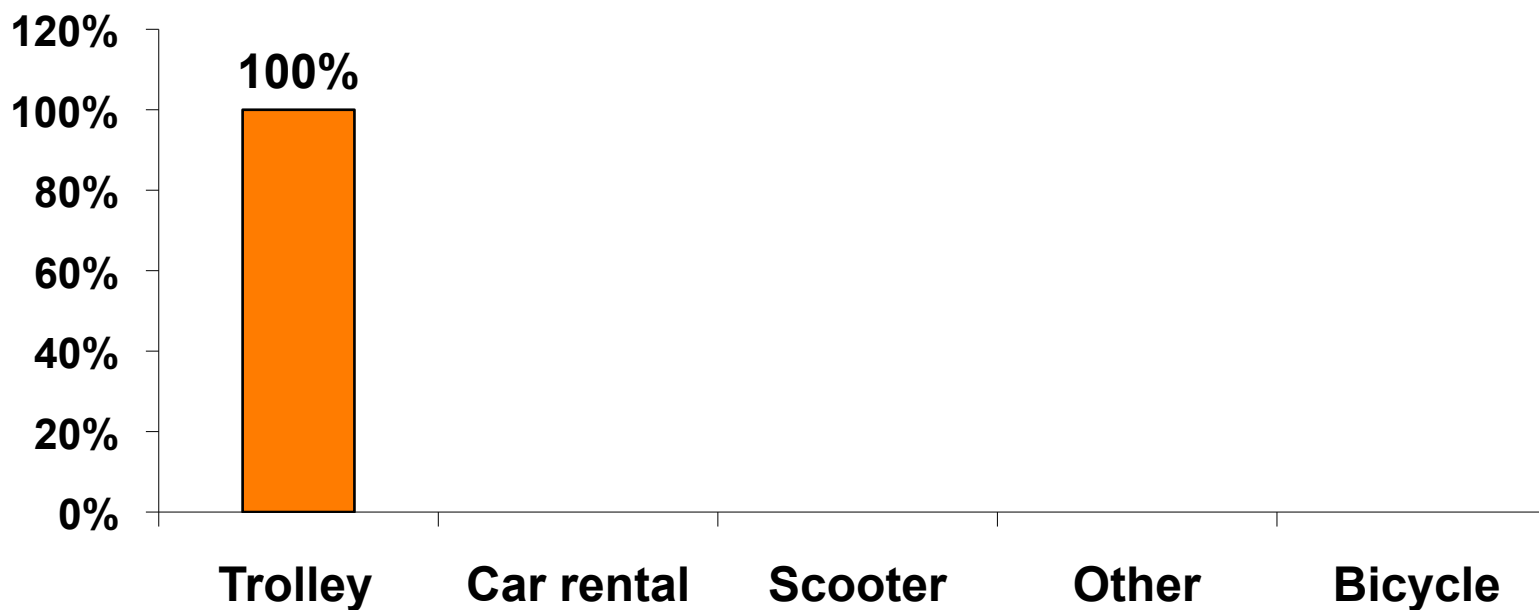
**(Filter: Only those who responded/  
Per Travel Party)**

	MEAN \$
Air & Accommodation package only	\$863.52
Air & Accommodation w/ daily meal package	\$1,543.47
Air only	\$1,974.23
Accommodation only	\$3,298.97
Accommodation w/ daily meal only	\$-
Food & Beverages in Hotel	\$127.58
Ground transportation - Hong Kong	\$139.42
Ground transportation - Guam	\$24.81
Optional tours/ activities	\$381.44
Other expenses	\$916.49
Total Prepaid	\$662.27



# Prepaid Ground Transportation

n= 2

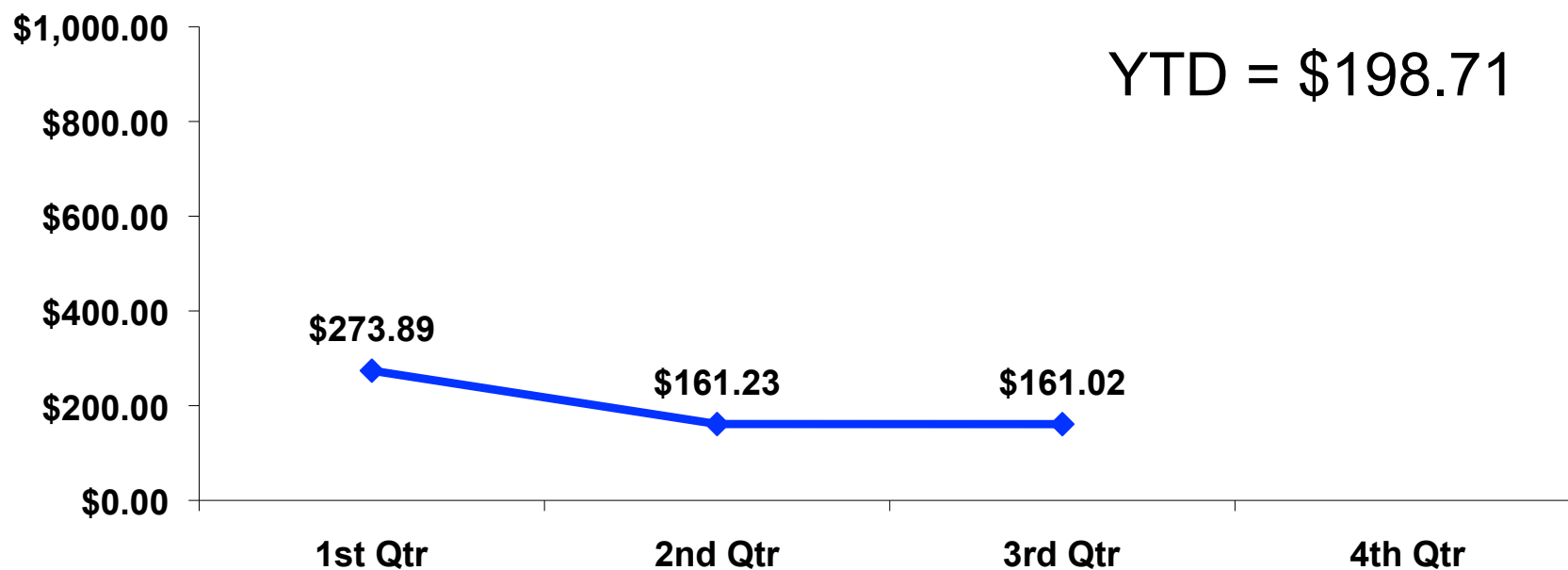


Mean=\$24.81 per travel party

# On-Island Expenditures

- \$270.80 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$2,000 = Maximum (highest amount recorded for the entire sample)
- \$161.02 = overall mean average per person on-island expenditure

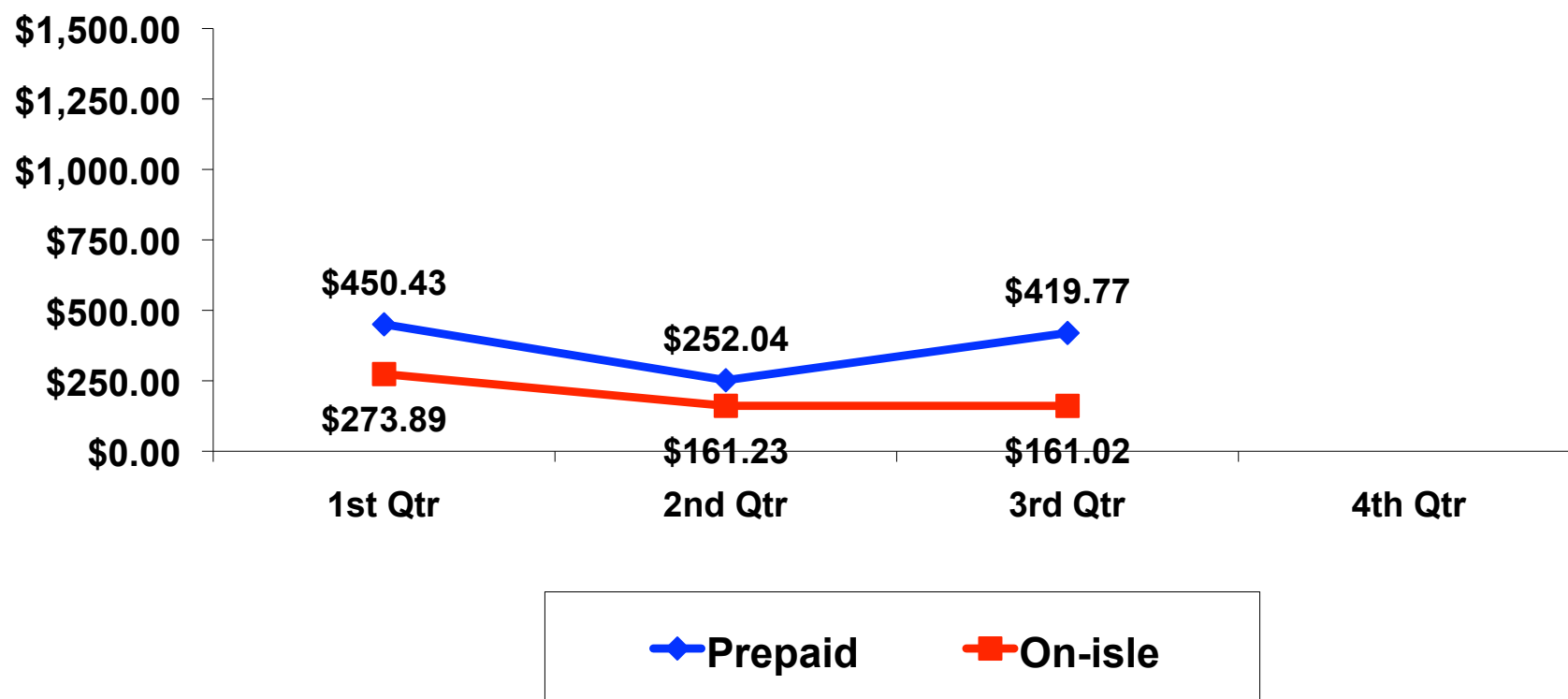
# On-Island Expenditures Per Person



# Prepaid/ On-Island Expenditures Per Person

Prepaid YTD = \$373.74

On-Island YTD = \$198.71



# 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	\$161.02	\$162.61	\$159.38	\$203.33	\$110.16	\$246.49	.	\$33.33	\$172.50	\$163.15	\$180.00
	Median	\$0	\$0	\$0	\$150	\$0	\$300	.	\$0	\$0	\$100	\$180
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	.	\$0	\$0	\$0	\$0
	Maximum	\$1,000	\$780	\$1,000	\$780	\$650	\$680	.	\$200	\$1,000	\$600	\$360

# On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$16.31	\$14.58	\$18.09	\$10.00	\$17.55	\$20.21	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$7.58	\$9.50	\$5.61	\$0.00	\$5.20	\$9.23	\$90.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$90
F&B RESTRNT	Mean	\$9.46	\$9.87	\$9.04	\$0.00	\$8.48	\$14.62	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPT TOUR	Mean	\$27.00	\$25.66	\$28.38	\$13.33	\$24.42	\$44.87	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$52.25	\$49.03	\$55.55	\$13.33	\$49.45	\$69.33	\$140.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$140
GIFT- OTHER	Mean	\$40.46	\$40.70	\$40.22	\$0.00	\$49.09	\$42.23	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TRANS	Mean	\$0.37	\$0.72	\$0.00	\$0.00	\$0.00	\$1.41	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$117.33	\$120.74	\$113.84	\$125.33	\$95.79	\$159.03	\$130.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$130
TOTAL	Mean	\$270.80	\$270.87	\$270.73	\$162.00	\$250.05	\$360.92	\$360.00
	Median	\$0	\$0	\$0	\$0	\$0	\$200	\$360

# On-Island Expenditures

## First Timers & Repeaters

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$16.31	\$17.78	\$5.56
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$7.58	\$8.61	\$0.00
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$9.46	\$10.75	\$0.00
	Median	\$0	\$0	\$0
OPT TOUR	Mean	\$27.00	\$29.17	\$11.11
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$52.25	\$49.41	\$73.06
	Median	\$0	\$0	\$0
GIFT- OTHER	Mean	\$40.46	\$44.46	\$11.11
	Median	\$0	\$0	\$0
TRANS	Mean	\$0.37	\$0.42	\$0.00
	Median	\$0	\$0	\$0
OTHER	Mean	\$117.33	\$128.94	\$32.22
	Median	\$0	\$0	\$0
TOTAL	Mean	\$270.80	\$289.58	\$133.06
	Median	\$0	\$0	\$58

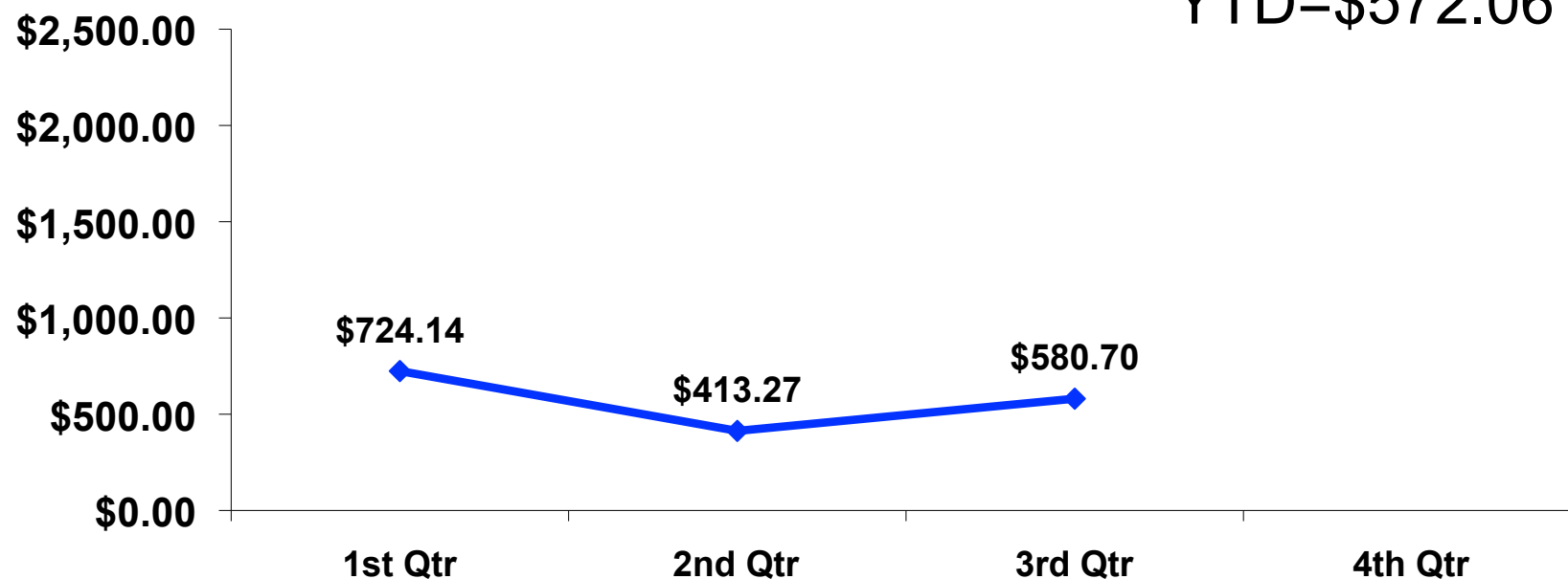
# **Total Expenditures Per Person (Prepaid & On-Island)**

- \$580.78 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$3,255 = Maximum (highest amount recorded for the entire sample)



# Total Expenditures Per Person

YTD=\$572.06



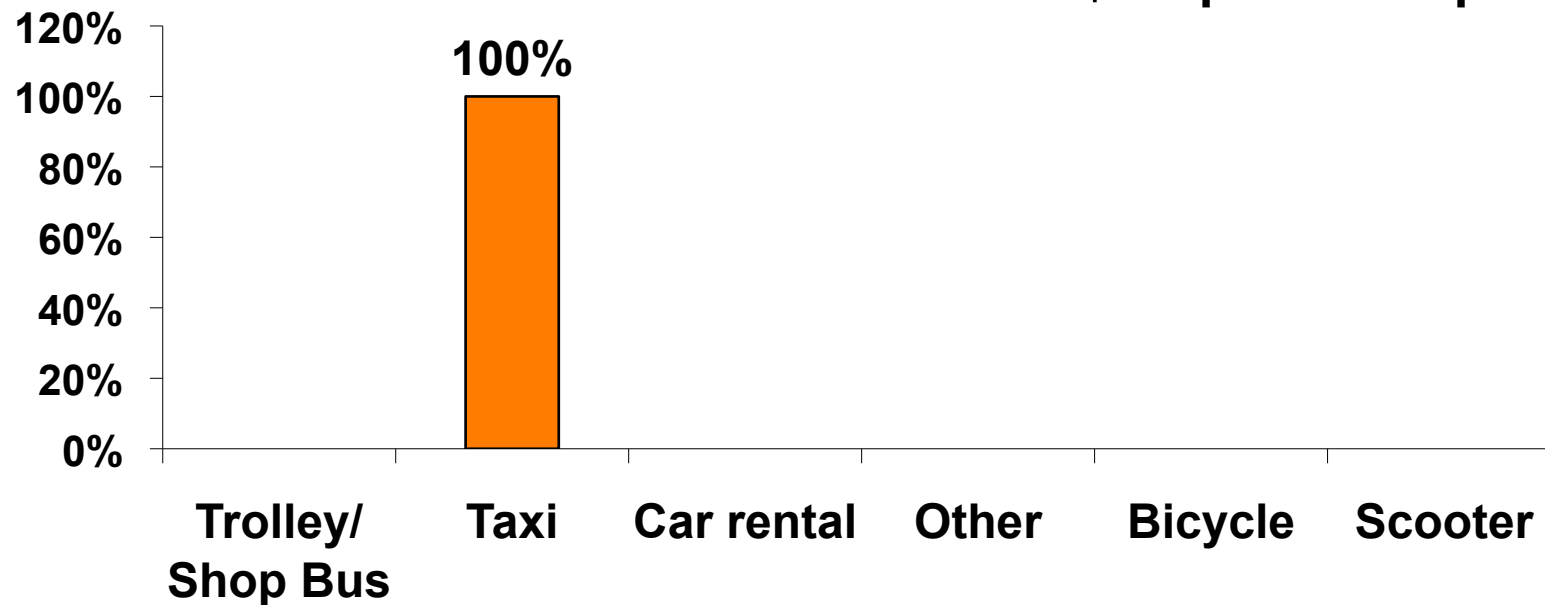
# Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$16.31
Food & beverage in fast food restaurant/ convenience store	\$7.58
Food & beverage at restaurants or drinking establishments outside a hotel	\$9.46
Optional tours and activities	\$27.00
Gifts/ souvenirs for yourself/companions	\$52.25
Gifts/ souvenirs for friends/family at home	\$40.46
Local transportation	\$.37
Other expenses not covered	\$117.33
<b>Average Total</b>	<b>\$270.80</b>

# Local Transportation

n=1

Mean=\$.37 per travel party



# Guam Airport Expenditures

- \$2.93 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$150 = Maximum (highest amount recorded for the entire sample)

---

# Breakdown of Airport Expenditures

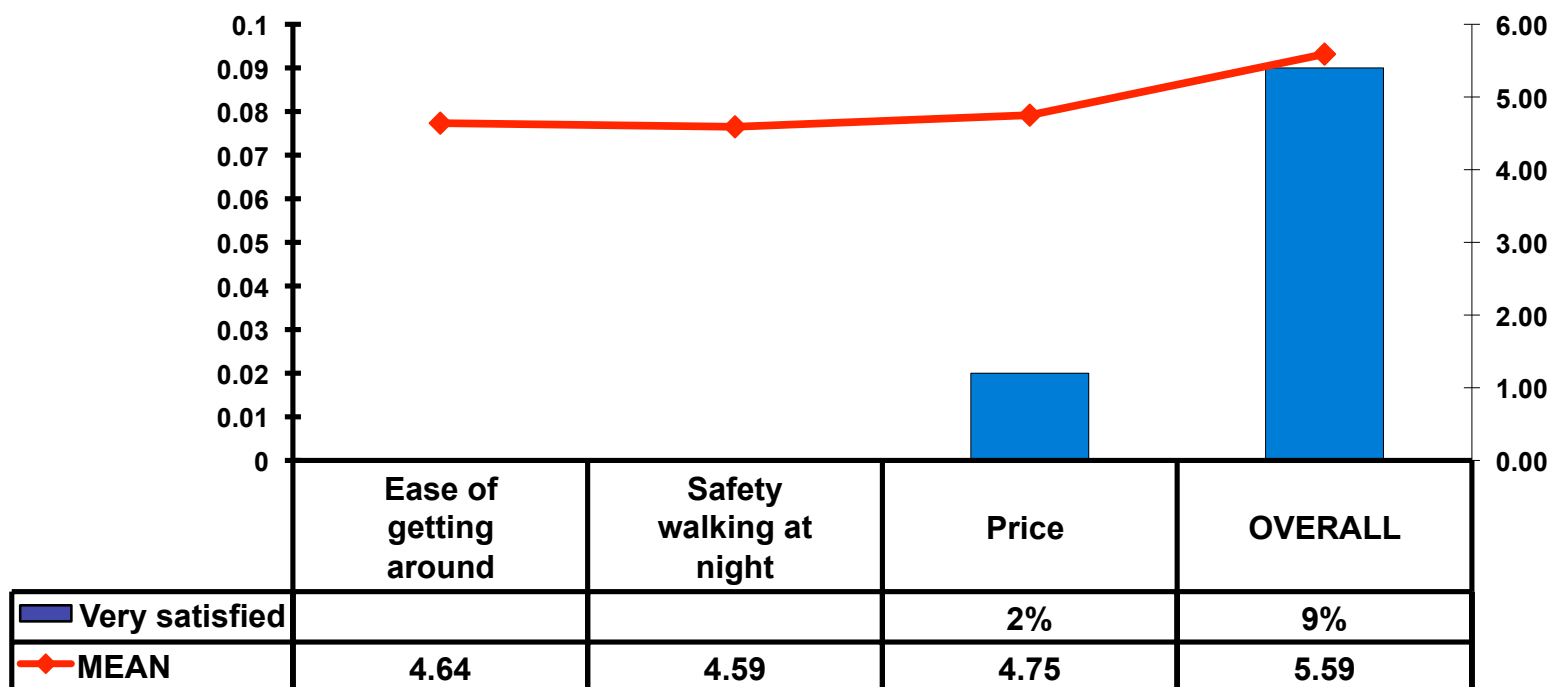
	MEAN \$
<b>Food &amp; Beverages</b>	\$1.02
<b>Gifts/Souvenirs Self</b>	\$1.92
<b>Gifts/Souvenirs Others</b>	\$-
<b>Total</b>	<b>\$2.93</b>

# SECTION 4 **VISITOR SATISFACTION**

# Satisfaction Scores Overall

7pt Rating Scale

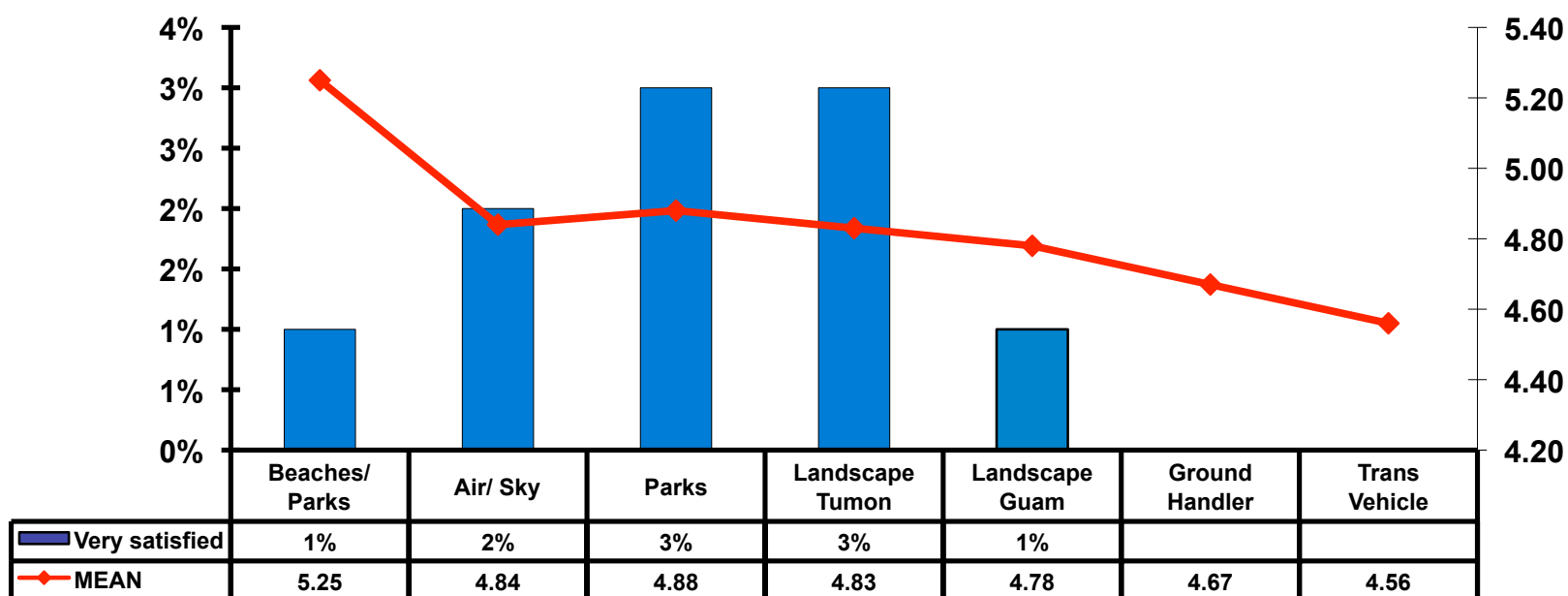
7=Very Satisfied/1=Very Dissatisfied



# Satisfaction Quality/ Cleanliness

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied

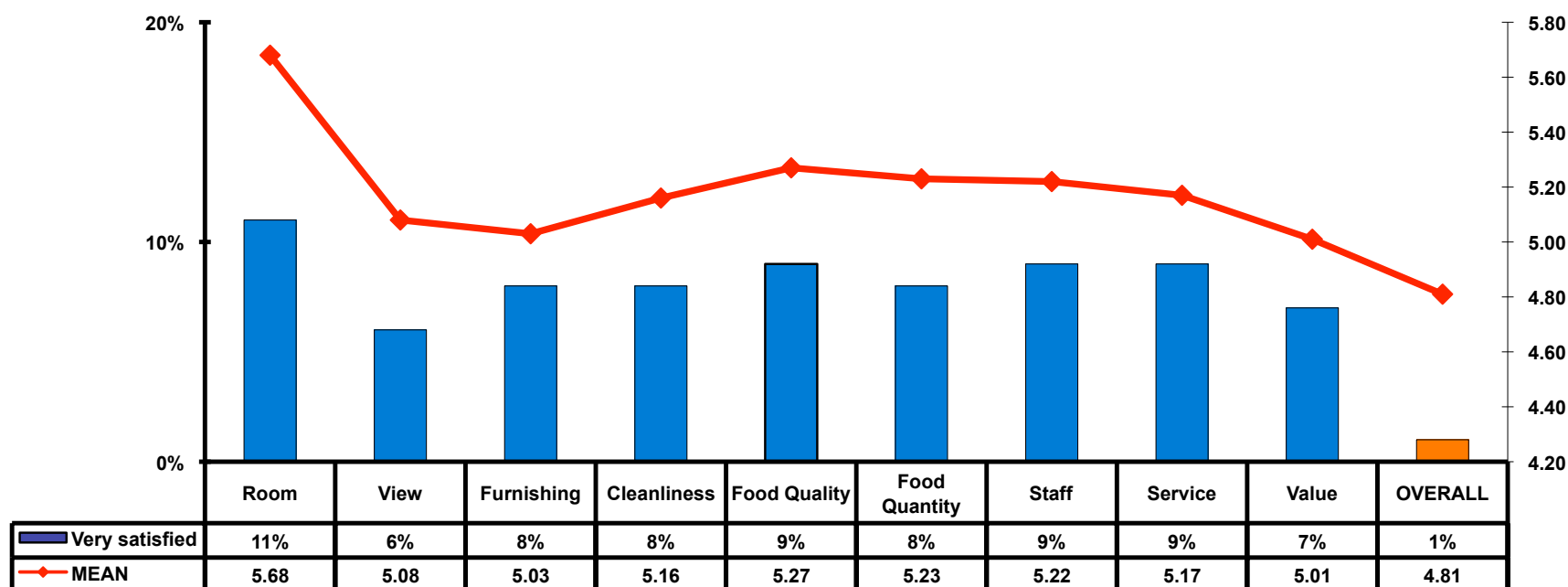




# Quality of Accommodations

7pt Rating Scale

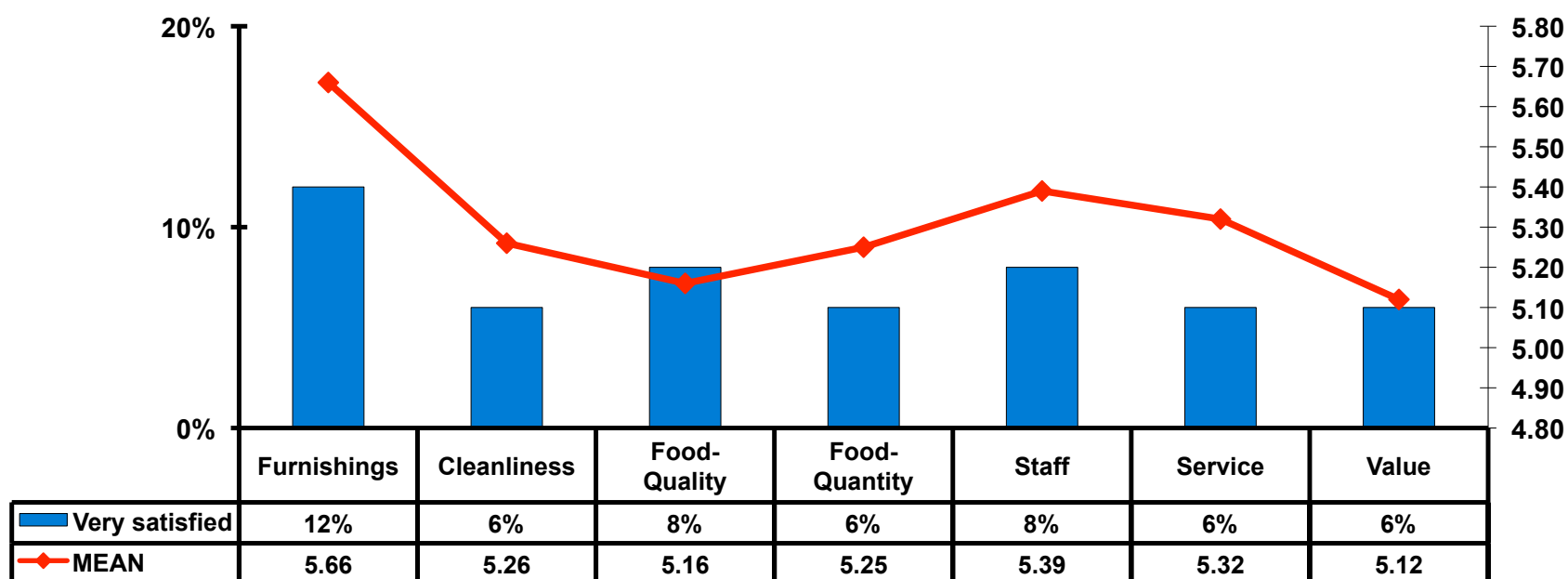
7=Very Satisfied/1=Very Dissatisfied



# Quality of Dining Experience

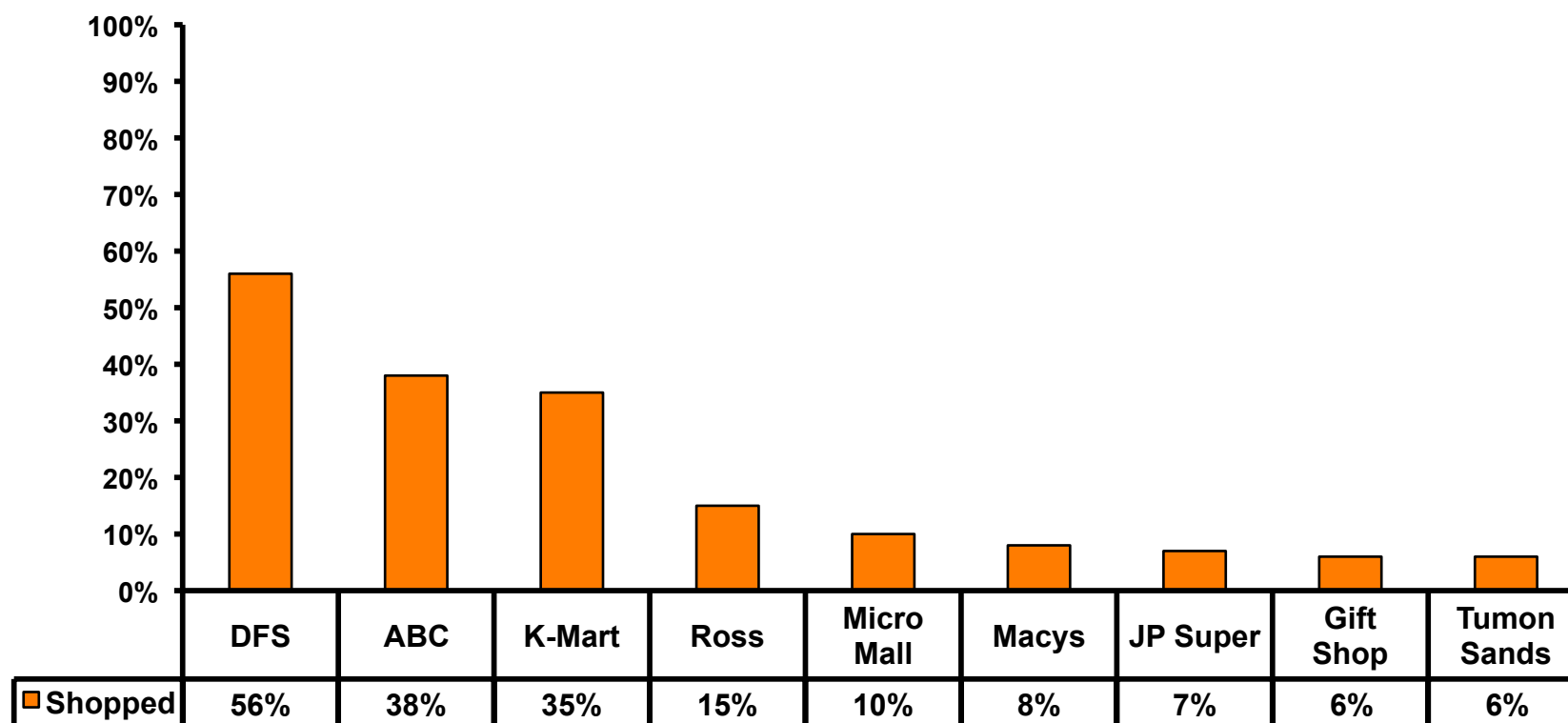
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Visits to Shopping Centers/Malls on Guam

## Top responses



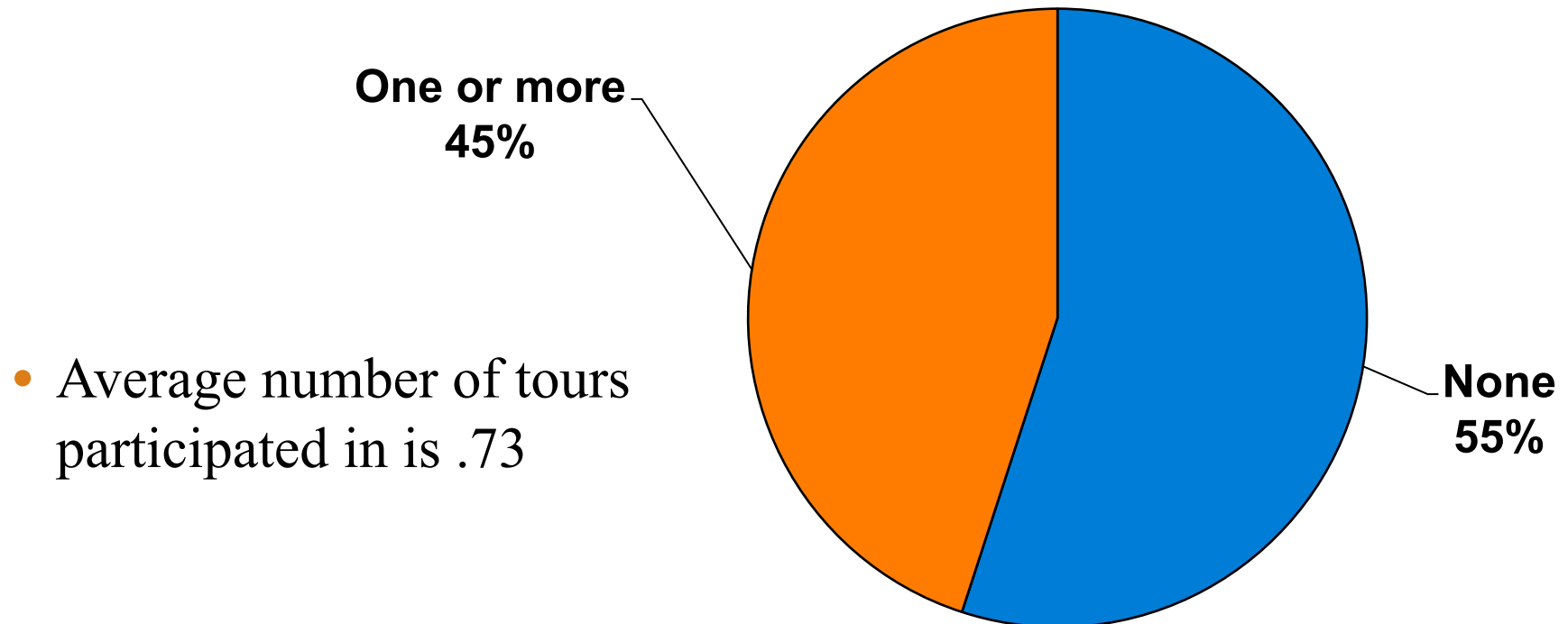
# Satisfaction with Shopping

**7pt Rating Scale**

**7=Very Satisfied/ 1=Very Dissatisfied**

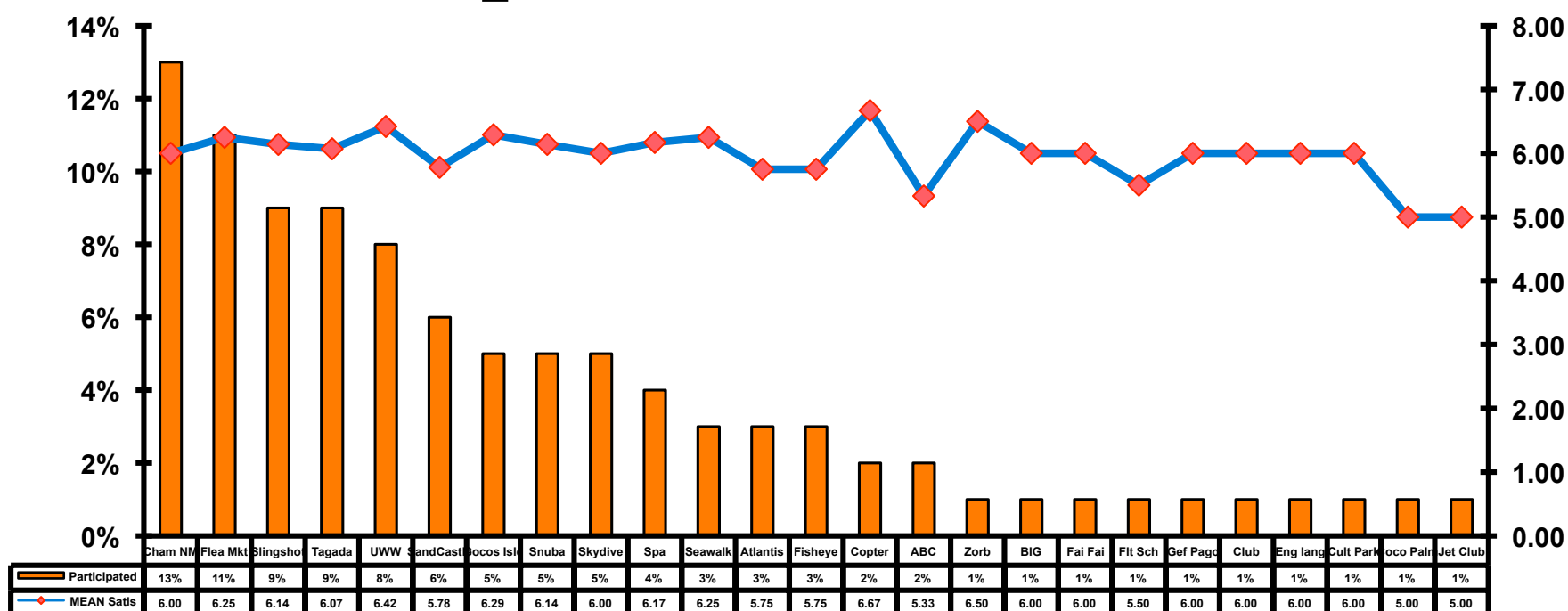
<b>Quality of Shopping</b>	<b>Variety of Shopping</b>
Score of 6 to 7 = <b>12%</b>	Score of 6 to 7 = <b>14%</b>
Score of 4 to 5 = <b>77%</b>	Score of 4 to 5 = <b>76%</b>
Score 1 to 3 = <b>10%</b>	Score 1 to 3 = <b>10%</b>
<b>MEAN = 4.56</b>	<b>MEAN = 4.66</b>

# 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>16%</b>	Score of 6 to 7 = <b>-%</b>
Score of 4 to 5 = <b>81%</b>	Score of 4 to 5 = <b>73%</b>
Score 1 to 3 = <b>3%</b>	Score 1 to 3 = <b>28%</b>
<b>MEAN = 4.78</b>	<b>MEAN = 4.88</b>

# Night Tours Satisfaction

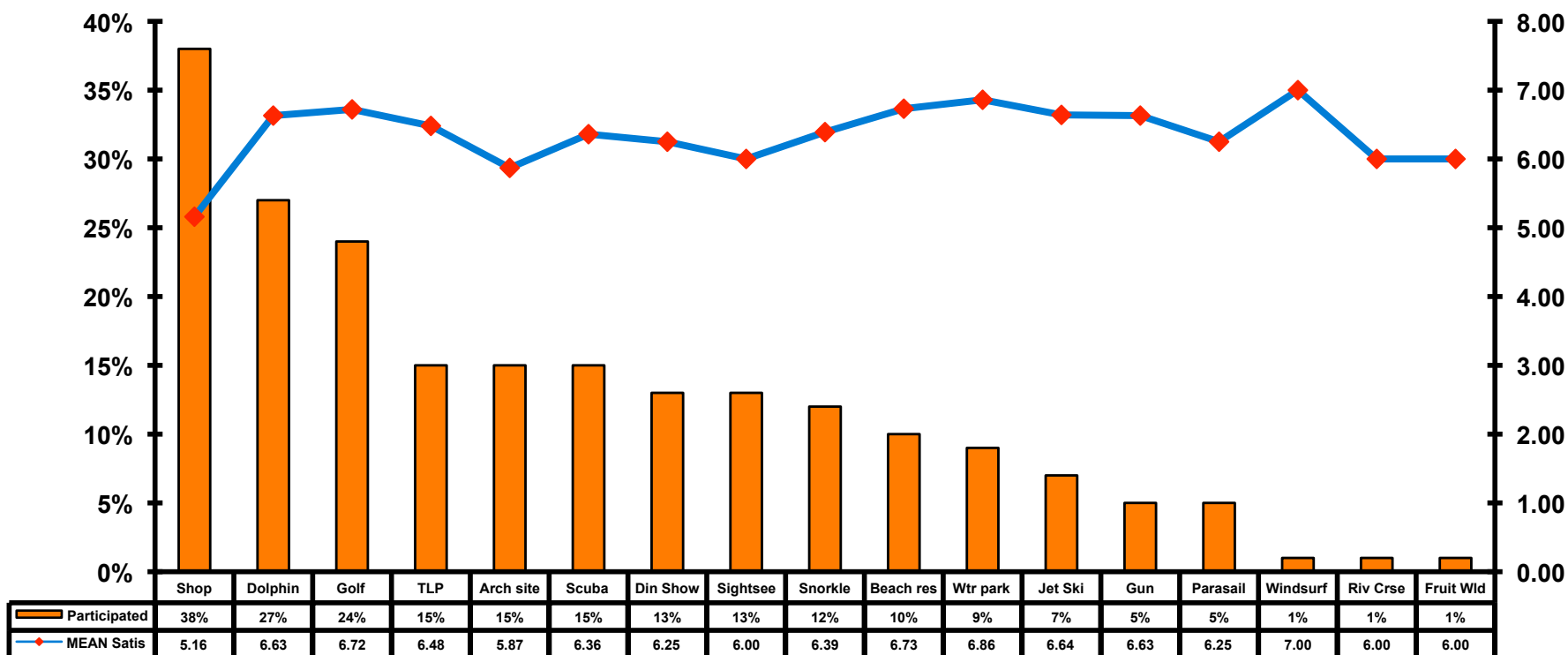
**7pt Rating Scale**

**7=Very Satisfied/ 1=Very Dissatisfied**

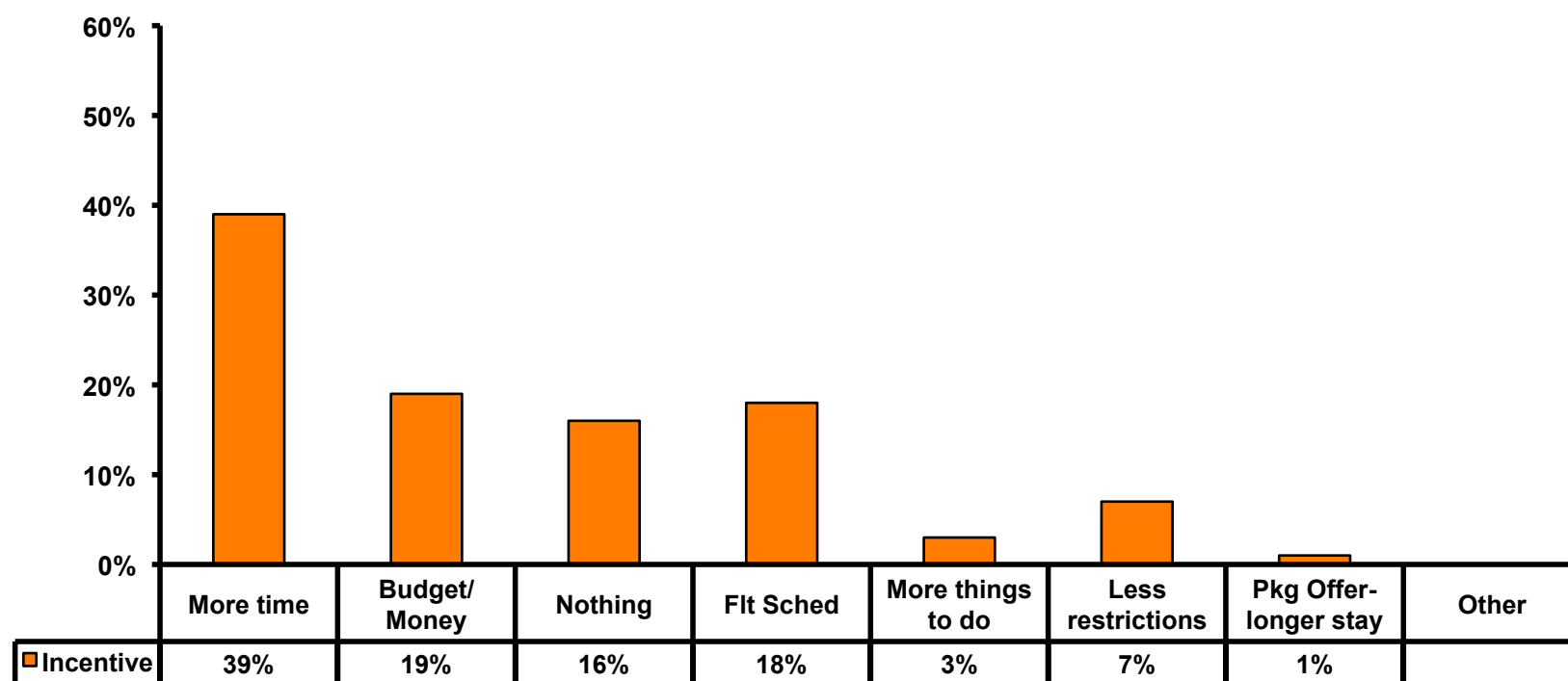
<b>Quality of Night Tour</b>	<b>Variety of Night Tour</b>
Score of 6 to 7 = <b>18%</b>	Score of 6 to 7 = <b>16%</b>
Score of 4 to 5 = <b>78%</b>	Score of 4 to 5 = <b>80%</b>
Score 1 to 3 = <b>4%</b>	Score 1 to 3 = <b>4%</b>
<b>MEAN = 4.78</b>	<b>MEAN = 4.70</b>



# Satisfaction with Other Activities



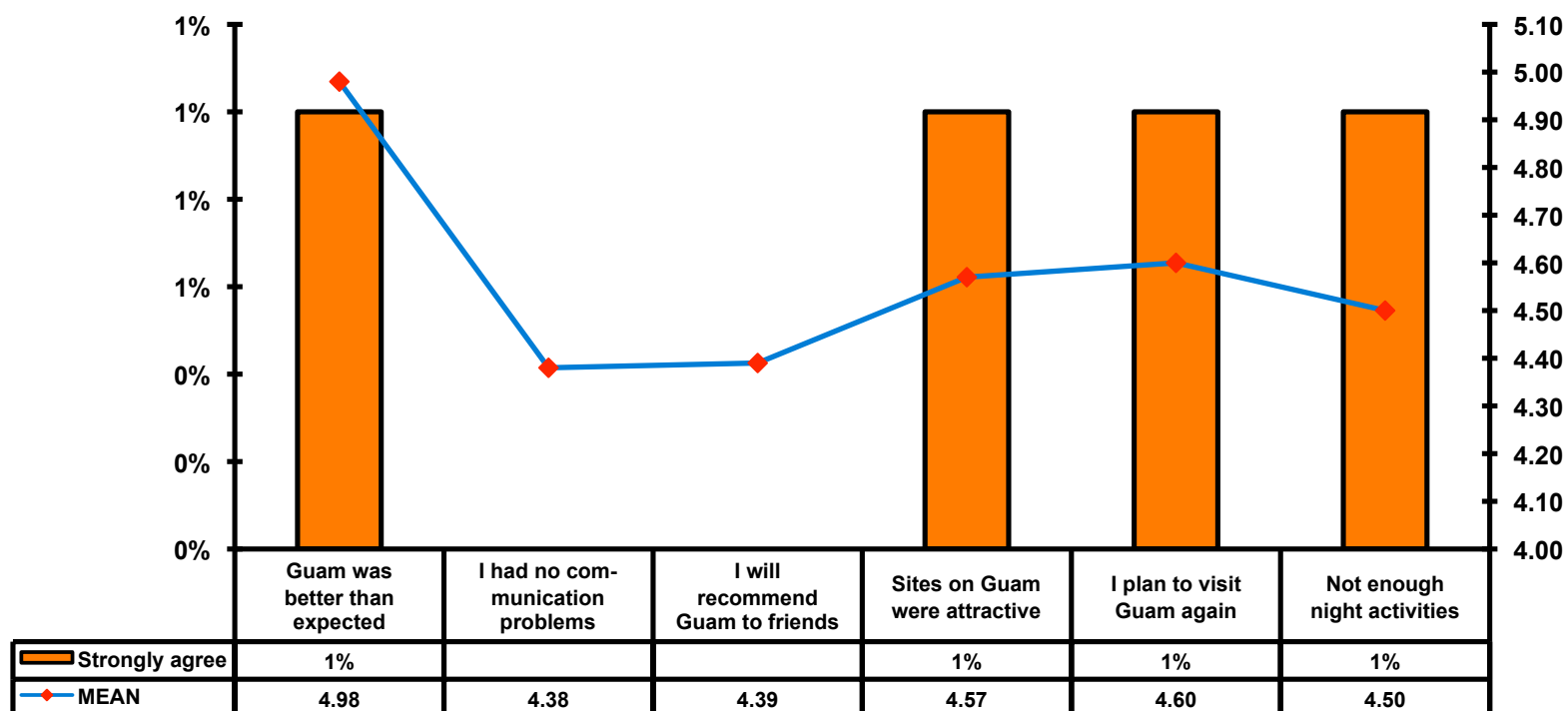
# What would it take to make you want to stay an extra day in Guam?



# On-Island Perceptions

7pt Rating Scale

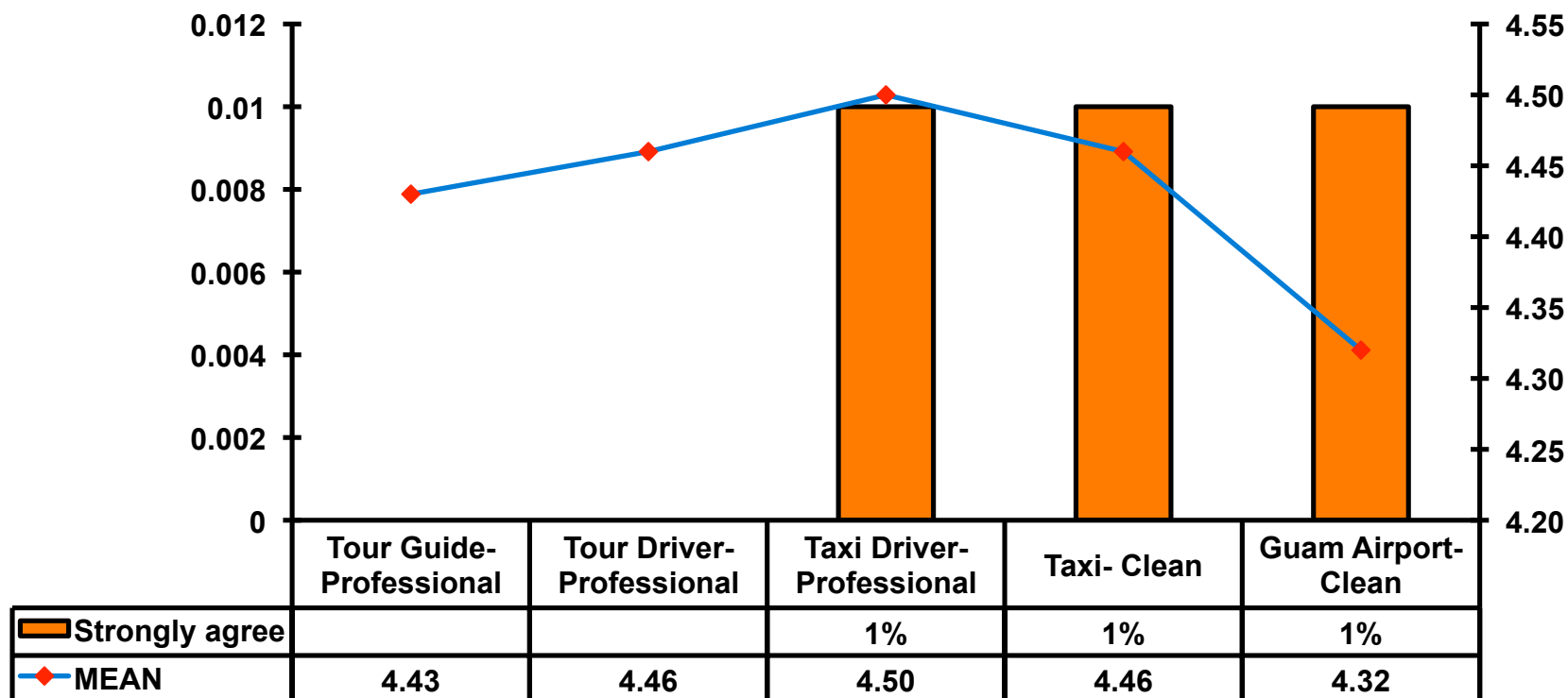
7=Very Satisfied/ 1=Very Dissatisfied



# On-Island Perceptions

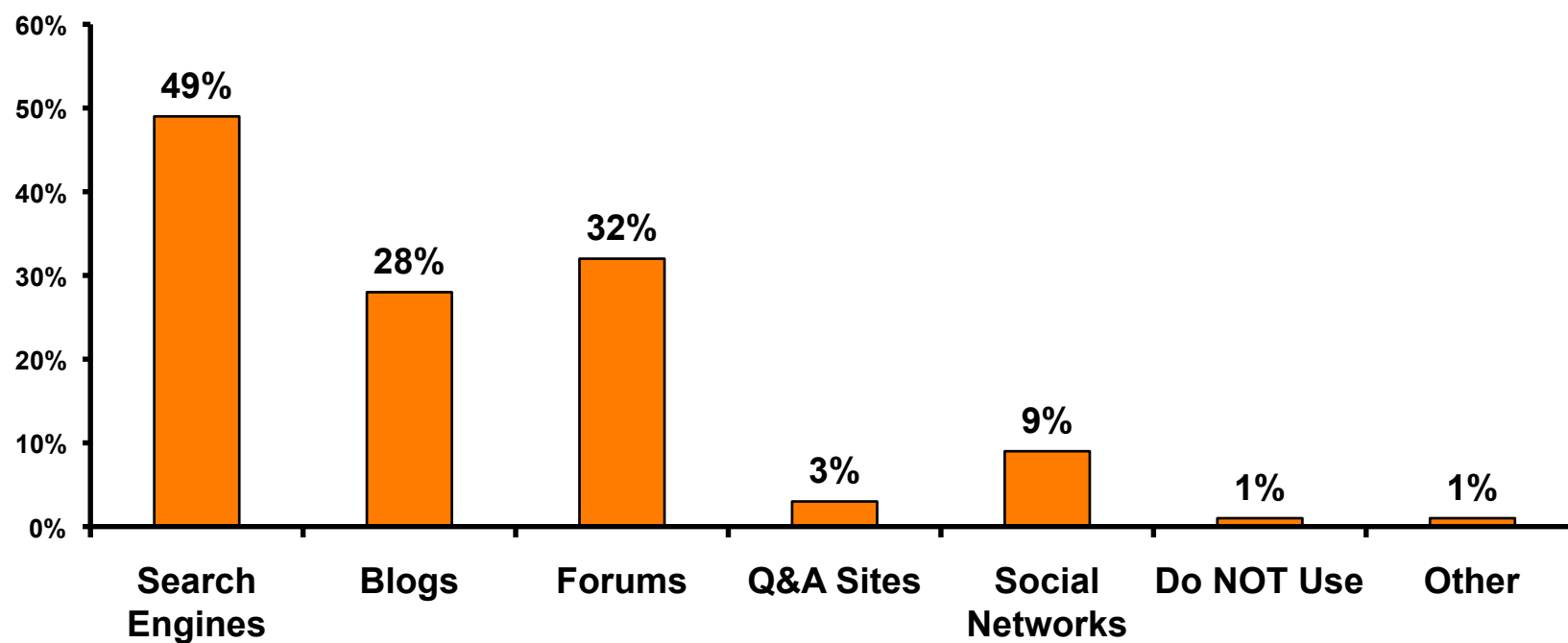
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



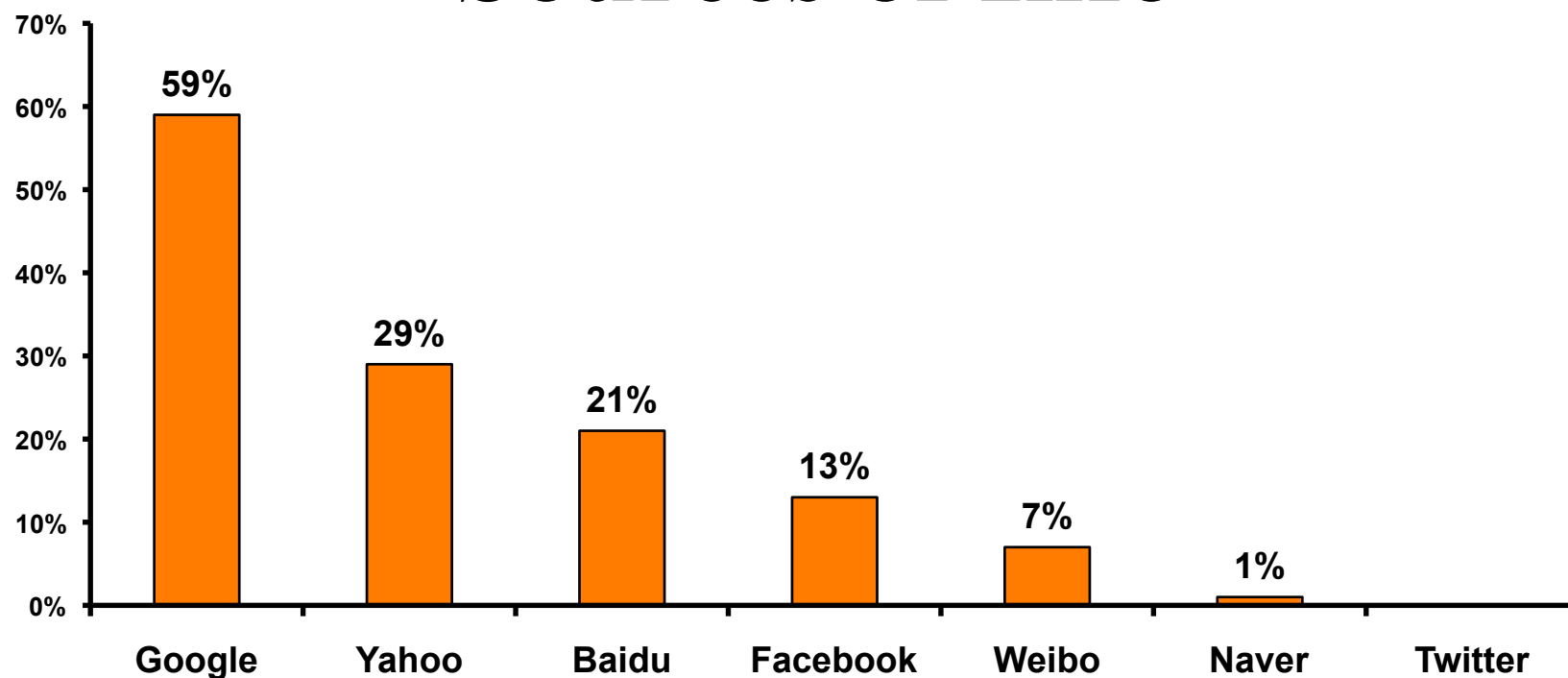
# SECTION 5 **PROMOTIONS**

# Internet- Guam Sources of Info

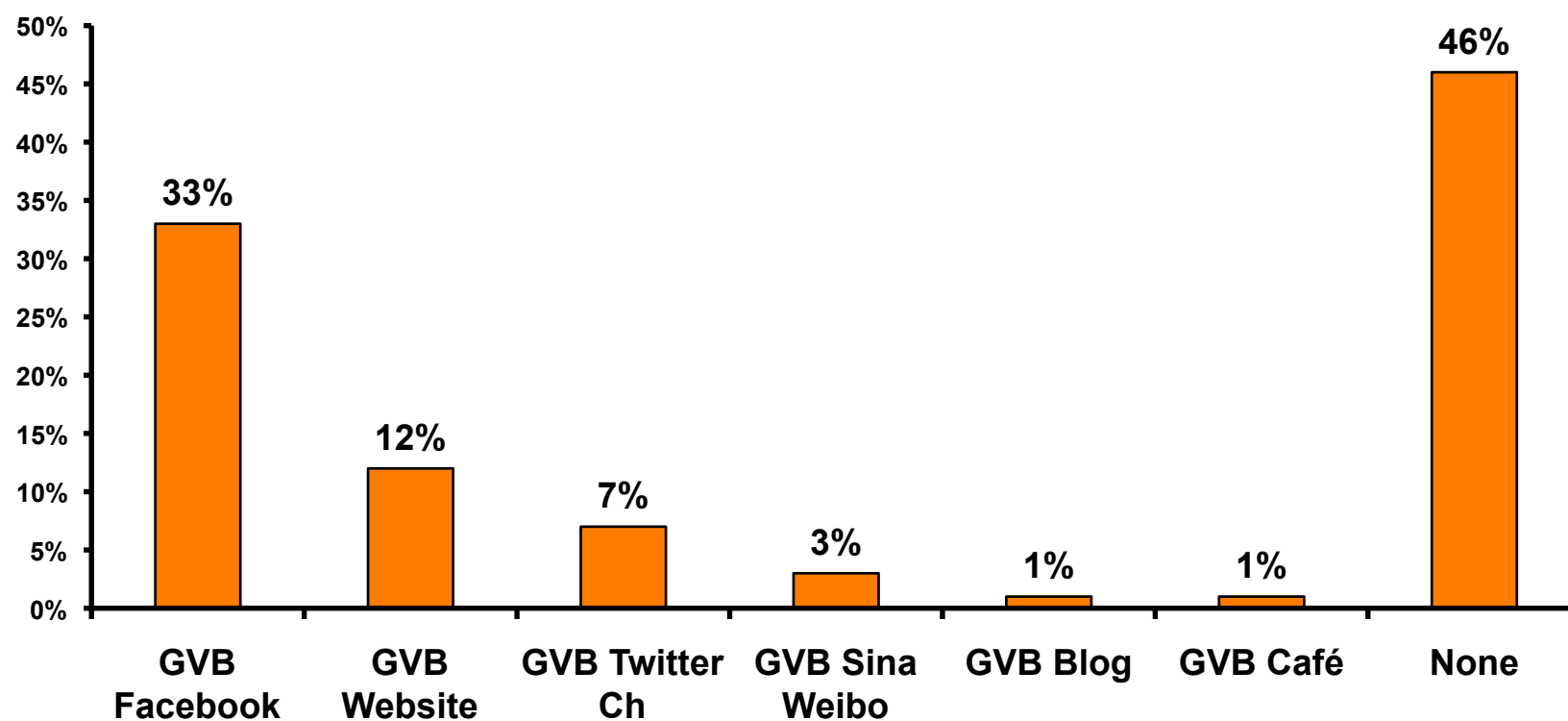


# Internet- Things To Do

## Sources of Info

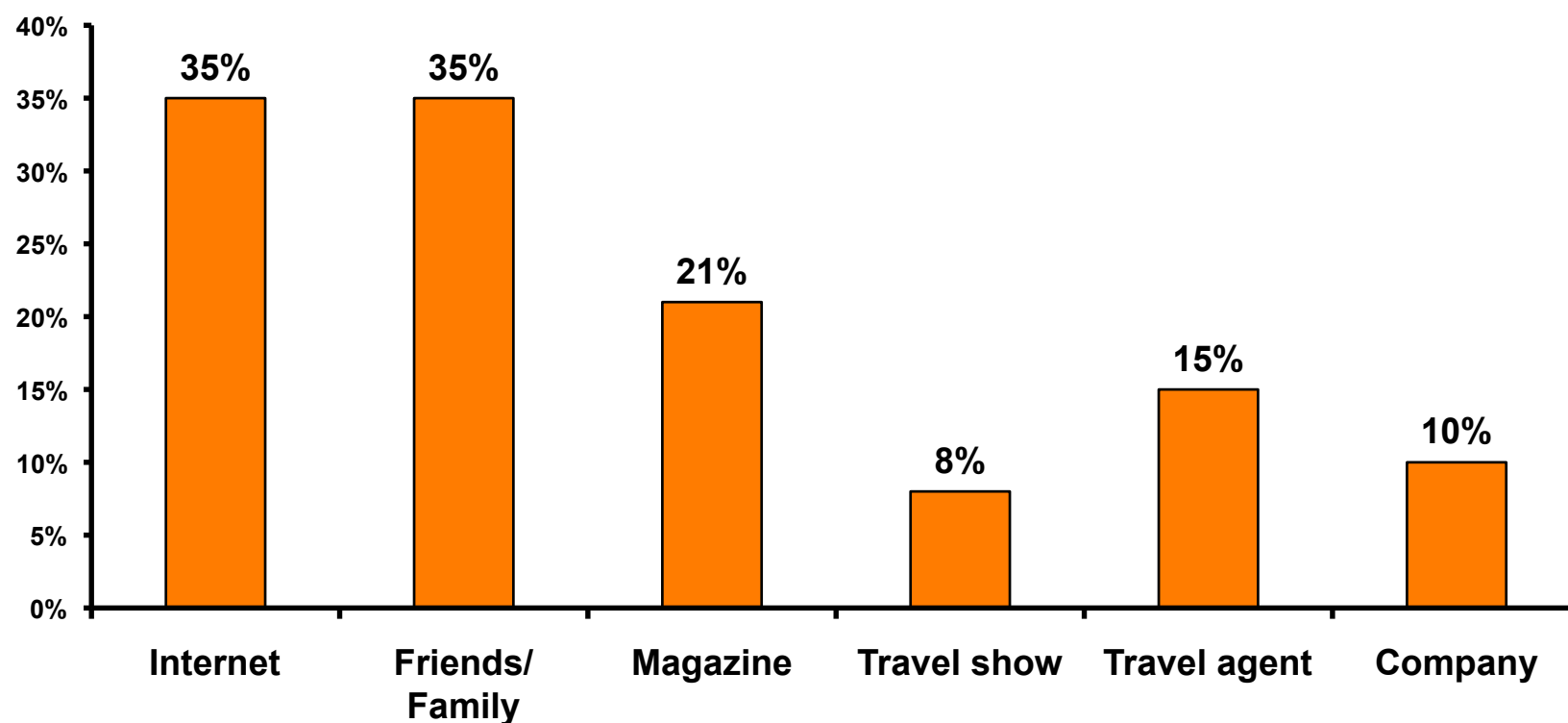


# Internet- GVB Sources



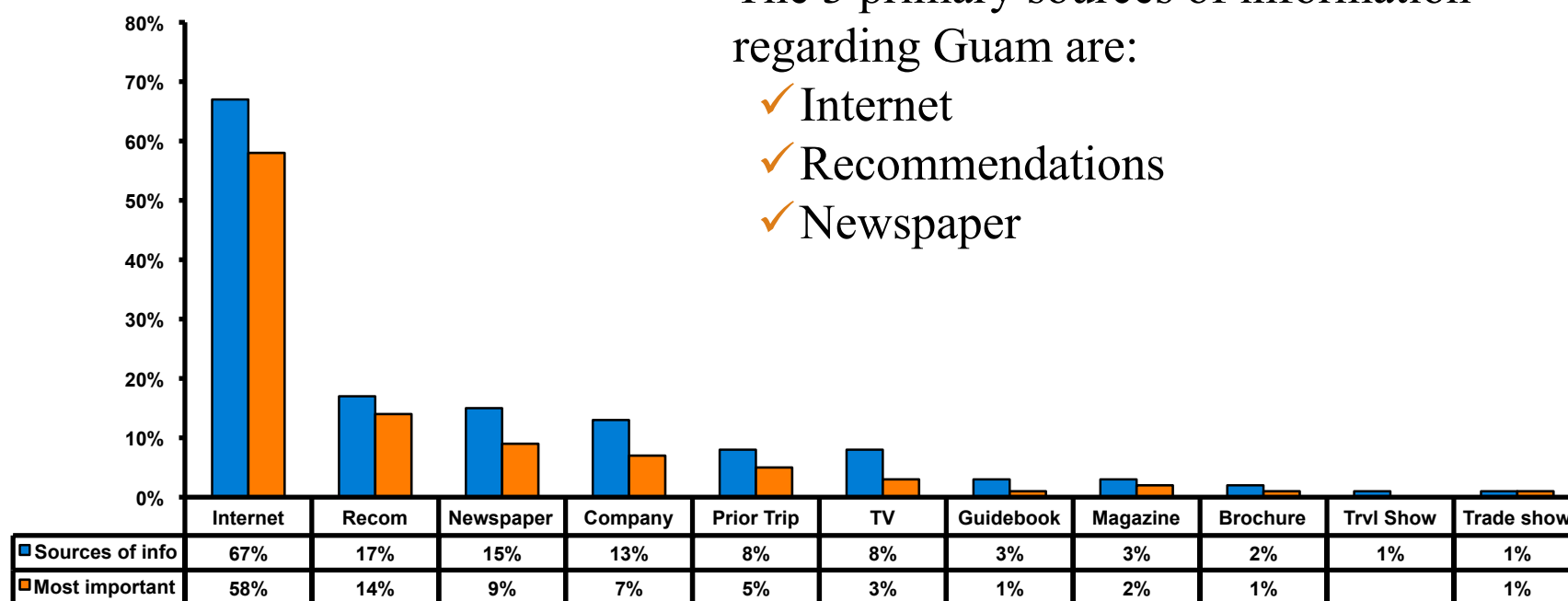


# Travel Motivation- Info Sources



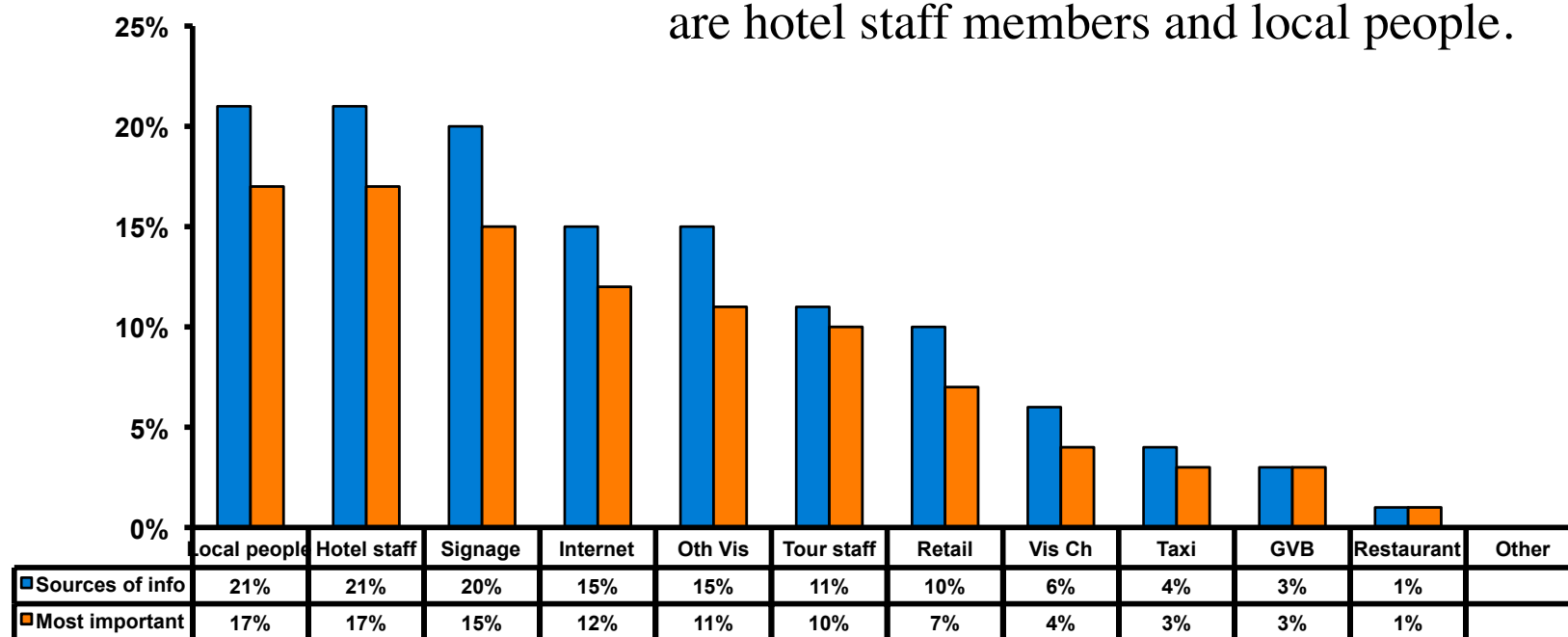
# Sources of Information Pre-arrival

- The 3 primary sources of information regarding Guam are:
  - ✓ Internet
  - ✓ Recommendations
  - ✓ Newspaper



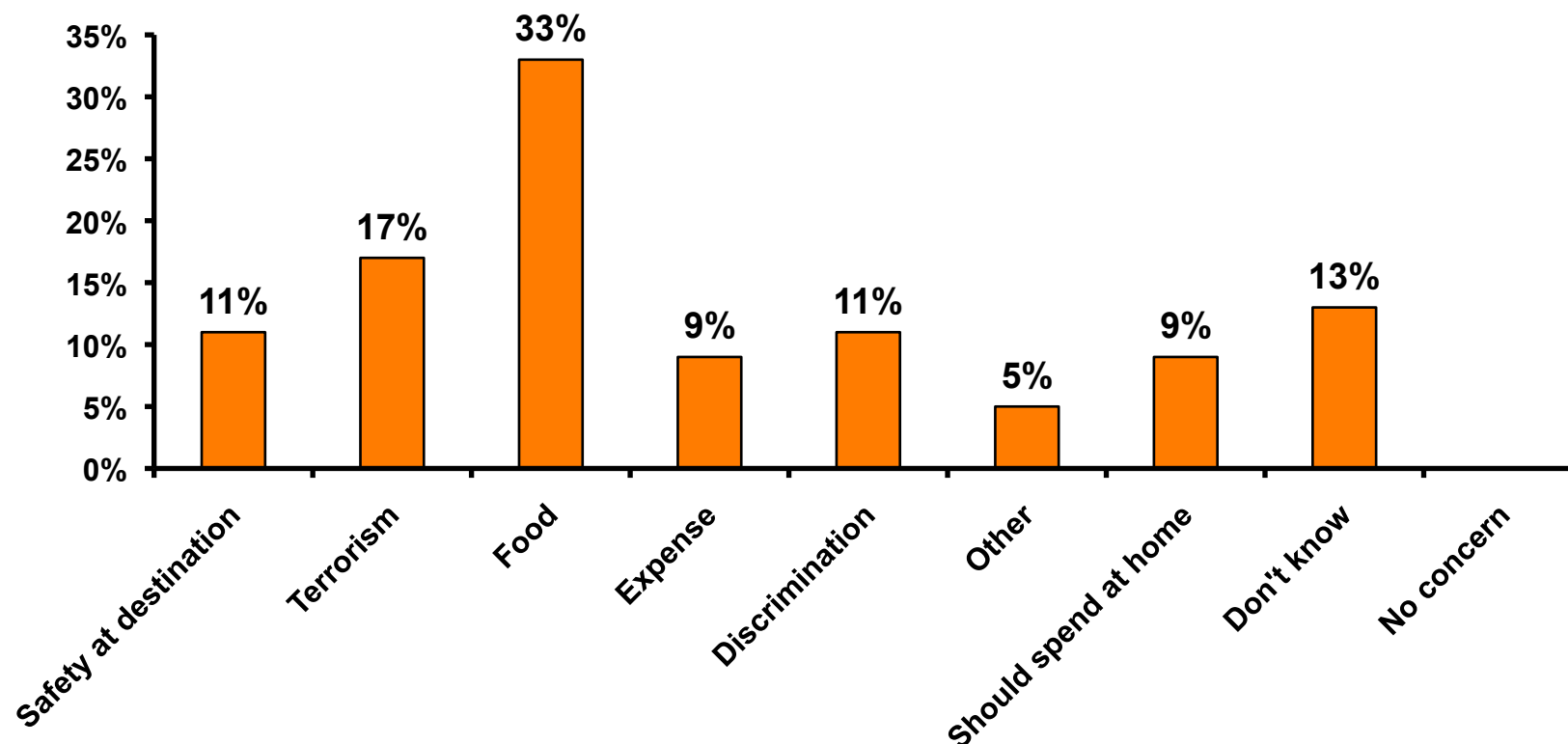
# Sources of Information Post-arrival

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



# SECTION 6 **OTHER ISSUES**

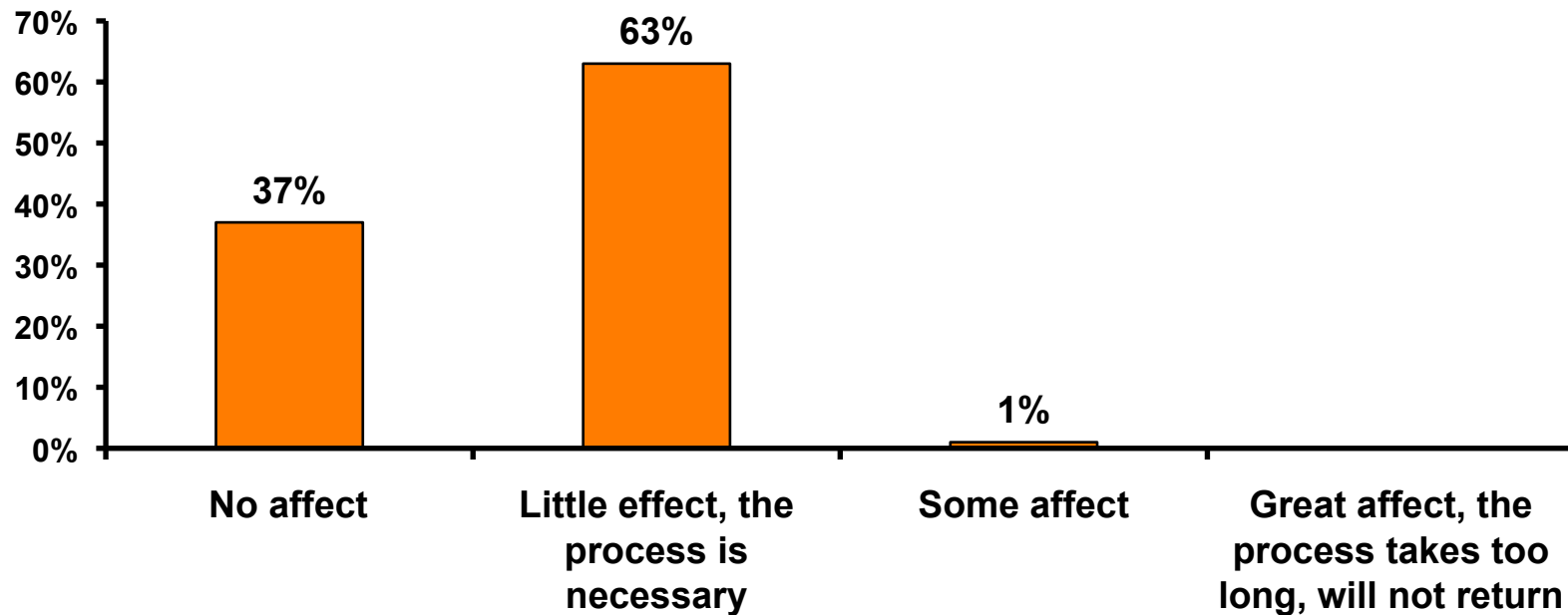
# Concerns about travel outside of Hong Kong - Overall



# 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	Food	33%	53%	31%	36%				100%	49%	46%	20%	
	Terrorism	17%	33%	11%	21%	50%				23%	18%	20%	
	Don't know	13%	13%	15%	8%					3%	4%		57%
	Discrimination against Chinese	11%		12%	15%					6%	7%		
	Safety	11%		13%	13%	50%				6%	7%	20%	43%
	Should spend at home	9%		12%	5%	50%				9%	11%	20%	
	Expense	9%	13%	7%	8%					14%	11%	20%	
	Other	5%	7%	6%	3%					9%	11%		
	Total Count	149	15	85	39	2			1	35	28	5	14
													1

# Security Screening/ Immigration Process at Guam International Airport



# Airport Screening

## 7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree

