



GUAM VISITORS BUREAU

Hong Kong Visitor Tracker Exit Profile

FY2014 Market Segmentation

1ST Qtr. (OCT~DEC 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	53%			
Wedding/ Honeymoon	6%			
Couples	47%			
Ol's	18%			
Diver	15%			
Student	1%			
M 18-35	33%			
F 18-35	28%			
M 25-55	51%			
F 25-55	42%			
Child	11%			
FITs	62%			
TOTAL	150			

SECTION 1 **PROFILE OF RESPONDENTS**

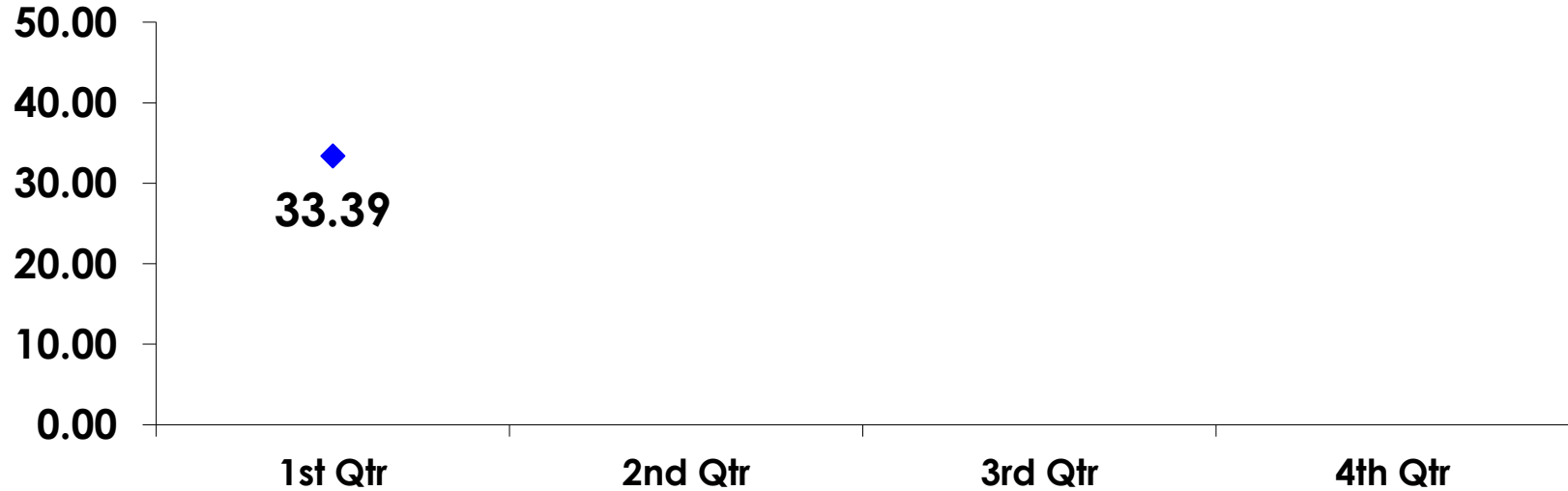
MARITAL STATUS - TRACKING



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	101	78	8	69	20	16	0	31	20	16	42	55
		Column N %	67%	98%	89%	97%	74%	73%	0%	62%	48%	94%	67%	59%
	Single	Count	49	2	1	2	7	6	1	19	22	1	21	38
		Column N %	33%	3%	11%	3%	26%	27%	100%	38%	52%	6%	33%	41%
Total		Count	150	80	9	71	27	22	1	50	42	17	63	93

AVERAGE AGE - TRACKING



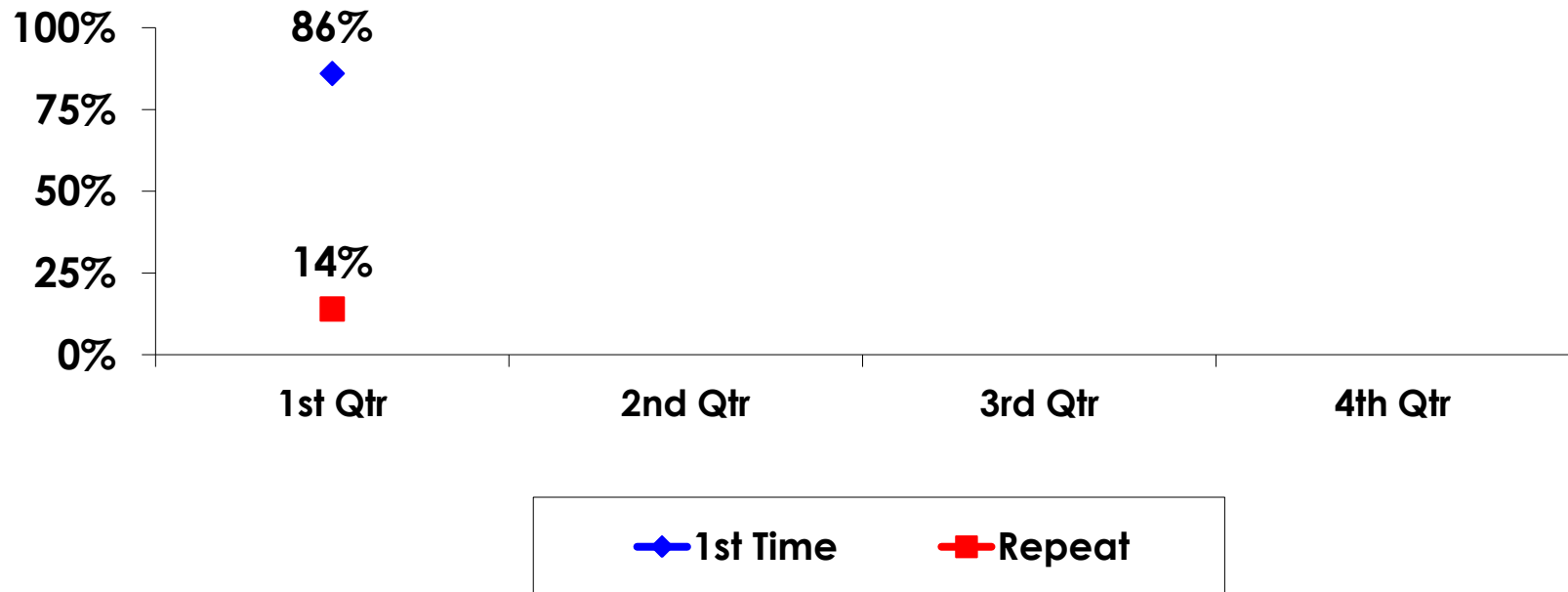
AGE- SEGMENTATION

			TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	4	1	0	0	0	0	0	1	3	0	0	2
		Column N %	3%	1%	0%	0%	0%	0%	0%	2%	7%	0%	0%	2%
25-34	Count	87	41	6	37	10	11	1	49	38	5	38	57	
		Column N %	60%	52%	67%	53%	40%	50%	100%	98%	90%	29%	60%	63%
35-49	Count	51	33	2	29	14	11	0	0	1	11	24	29	
		Column N %	35%	42%	22%	41%	56%	50%	0%	0%	2%	65%	38%	32%
50+	Count	4	4	1	4	1	0	0	0	0	1	1	3	
		Column N %	3%	5%	11%	6%	4%	0%	0%	0%	0%	6%	2%	3%
Total		Count	146	79	9	70	25	22	1	50	42	17	63	91
QF	Mean		33.39	35.24	34.22	35.66	35.52	34.59	26.00	28.86	28.57	39.88	33.73	33.11
	Median		31	34	31	34	36	35	26	29	29	39	31	31

INCOME - SEGMENTATION

			TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	MALE 18-35	FEMALE 18- 35	CHILD	FEMALE 25- 55	FIT
			-	-	-	-	-	-	-	-	-	-	-
Q26 <=HKD120K	Count		1	0	0	0	0	0	0	1	0	1	1
	Column N %		1%	0%	0%	0%	0%	0%	0%	5%	0%	3%	2%
HKD120K-HKD240K	Count		4	2	1	2	2	1	0	2	0	3	3
	Column N %		4%	4%	25%	4%	9%	6%	0%	10%	0%	8%	5%
HKD240K-HKD500K	Count		11	4	1	4	1	2	7	2	1	3	8
	Column N %		12%	7%	25%	8%	5%	12%	23%	10%	7%	8%	14%
HKD500K-HKD1.0M	Count		43	24	1	18	9	7	15	12	2	16	21
	Column N %		46%	42%	25%	36%	41%	41%	50%	60%	14%	42%	36%
HKD1.0M-HKD2.0M	Count		30	24	1	23	10	7	8	3	9	12	21
	Column N %		32%	42%	25%	46%	45%	41%	27%	15%	64%	32%	36%
HKD2.0M-HKD3.0M	Count		4	3	0	3	0	0	0	0	2	3	4
	Column N %		4%	5%	0%	6%	0%	0%	0%	0%	14%	8%	7%
Total	Count		93	57	4	50	22	17	30	20	14	38	58

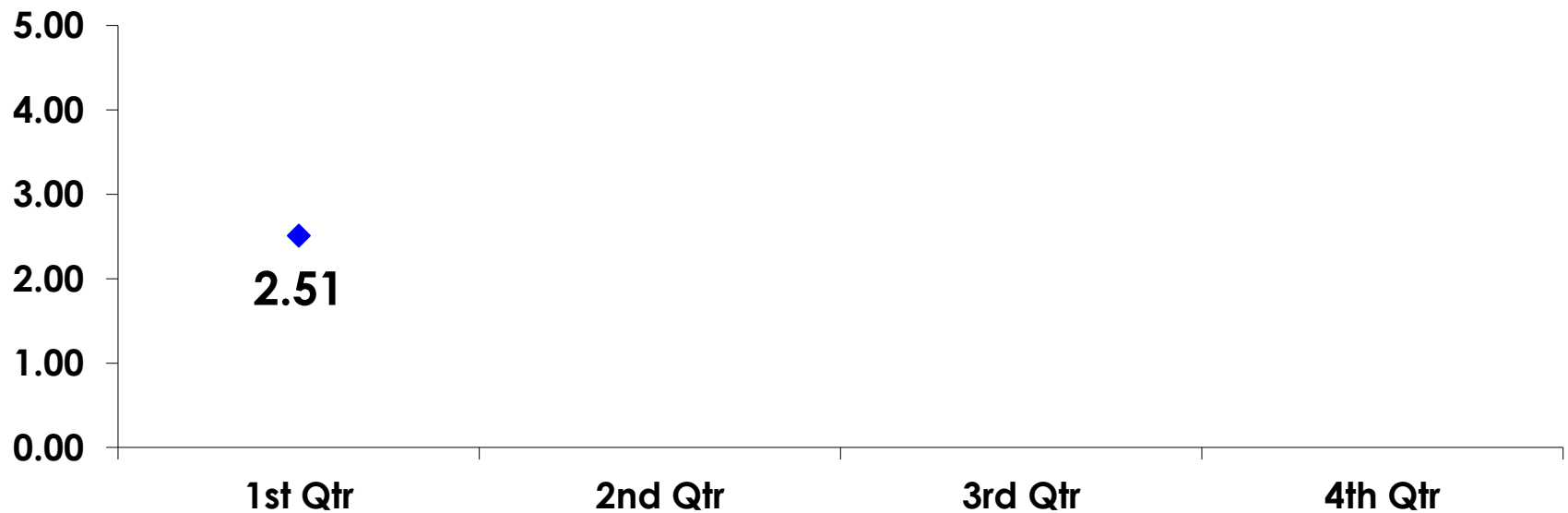
PRIOR TRIPS TO GUAM - TRACKING



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	129	73	9	65	24	20	1	46	35	13	50	76
		Column N %	86%	91%	100%	92%	89%	91%	100%	92%	83%	76%	79%	82%
	No	Count	21	7	0	6	3	2	0	4	7	4	13	17
		Column N %	14%	9%	0%	8%	11%	9%	0%	8%	17%	24%	21%	18%
Total	Count	150	80	9	71	27	22	1	50	42	17	63	93	

AVG LENGTH OF STAY - TRACKING



AVG 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	2.51	2.54	2.56	2.58	2.59	2.55	2.00	2.54	2.45	2.53	2.43	2.49
	Median	3	3	3	3	3	3	2	3	2	3	2	3

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	1	1	1	1	0	0	0	0	0	1	0	0
		Column N %	1%	1%	11%	1%	0%	0%	0%	0%	0%	0%	6%	0%
	Free-time package tour	Count	47	31	3	27	8	10	0	20	9	6	15	0
		Column N %	32%	39%	33%	38%	30%	48%	0%	40%	21%	35%	24%	0%
	Individually arranged travel (FIT)	Count	93	45	5	41	19	10	1	27	33	10	47	93
		Column N %	62%	57%	56%	58%	70%	48%	100%	54%	79%	59%	75%	100%
	Group tour	Count	3	2	0	2	0	0	0	2	0	0	0	0
		Column N %	2%	3%	0%	3%	0%	0%	0%	4%	0%	0%	0%	0%
	Company paid travel	Count	5	0	0	0	0	1	0	1	0	0	1	0
		Column N %	3%	0%	0%	0%	0%	5%	0%	2%	0%	0%	2%	0%
	Total	Count	149	79	9	71	27	21	1	50	42	17	63	93

TRAVEL MOTIVATION - SEGMENTATION

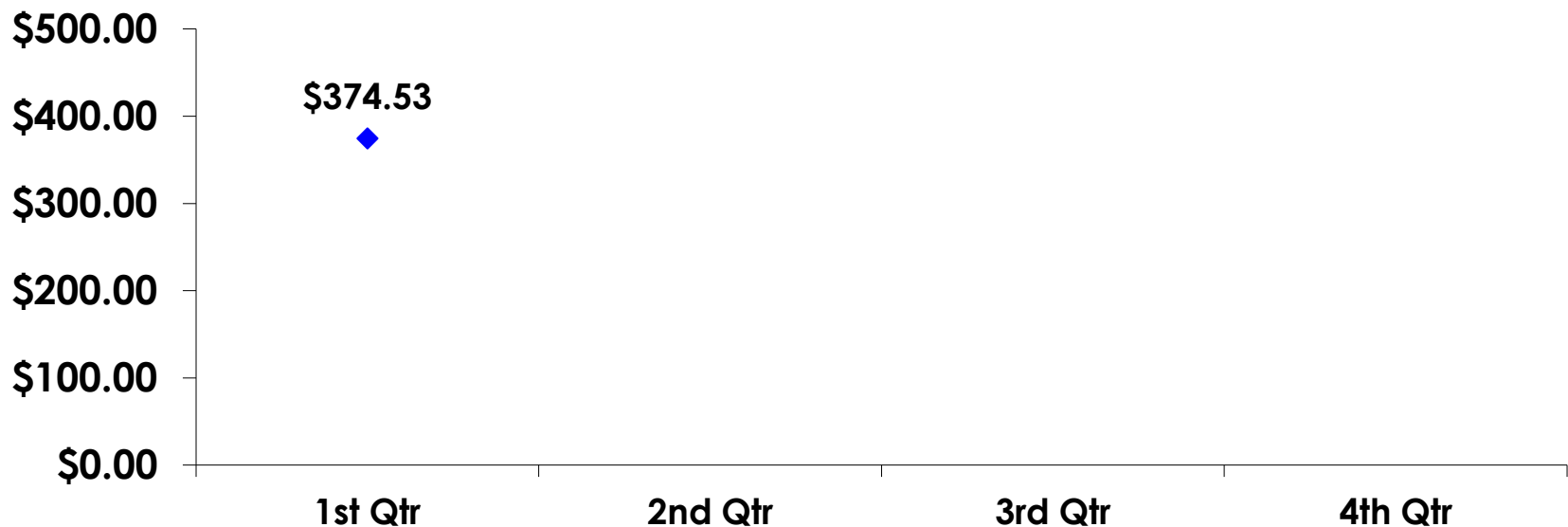
		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT	
		-	-	-	-	-	-	-	-	-	-	-	-	
Q5A	Previous trip	1%	1%	0%	1%	4%	0%	0%	0%	2%	6%	3%	1%	
	Price	6%	6%	11%	7%	0%	5%	0%	8%	5%	0%	3%	5%	
	Visit friends/ Relatives	1%	0%	0%	0%	0%	5%	0%	0%	2%	0%	2%	1%	
	Recomm- friend/family/trvl agnt	4%	3%	0%	3%	4%	14%	0%	4%	5%	0%	3%	4%	
	Scuba	9%	13%	0%	11%	15%	59%	0%	6%	10%	12%	10%	4%	
	Water sports	3%	5%	11%	3%	7%	5%	0%	4%	5%	6%	5%	2%	
	Short travel time	1%	1%	0%	1%	0%	0%	0%	0%	2%	6%	2%	1%	
	Golf	3%	5%	0%	6%	4%	5%	0%	2%	2%	0%	3%	4%	
	Relax	18%	21%	11%	21%	26%	23%	0%	22%	19%	24%	19%	18%	
	Company/ Business Trip	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	
	Company Sponsored	2%	0%	0%	0%	0%	0%	0%	4%	0%	0%	2%	1%	
	Convention/ Trade/ Conference	5%	0%	0%	0%	4%	5%	0%	2%	2%	0%	5%	4%	
	Safe	13%	14%	11%	14%	22%	0%	0%	12%	12%	12%	14%	14%	
	Natural beauty	23%	24%	11%	25%	15%	9%	0%	22%	26%	24%	22%	25%	
	Shopping	7%	8%	0%	7%	7%	5%	0%	2%	7%	0%	8%	9%	
	Career Cert/ Testing	1%	0%	0%	0%	0%	0%	100%	0%	2%	0%	2%	1%	
	Married/ Attn wedding	1%	3%	22%	3%	4%	0%	0%	0%	0%	12%	2%	0%	
	Honeymoon	5%	8%	89%	7%	11%	0%	0%	6%	7%	6%	8%	5%	
	Pleasure	3%	4%	11%	1%	0%	0%	0%	2%	5%	0%	3%	4%	
	No visa requirement	12%	14%	11%	14%	11%	9%	0%	12%	14%	12%	16%	11%	
	Total	Count	150	80	9	71	27	22	1	50	42	17	63	93

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	58%	61%	56%	62%	56%	50%	100%	58%	60%	59%	56%	61%	
	Friend/ Relative	25%	24%	22%	24%	22%	41%	0%	26%	24%	35%	25%	25%	
	TV	9%	9%	11%	10%	11%	5%	0%	10%	5%	12%	8%	10%	
	Co-Worker/ Company Trvl Dept	8%	5%	0%	6%	4%	14%	0%	8%	14%	0%	11%	9%	
	Prior Trip	8%	8%	0%	7%	7%	9%	0%	8%	7%	24%	11%	12%	
	Newspaper	8%	6%	22%	7%	4%	5%	0%	8%	12%	0%	10%	8%	
	Travel Guidebook-Bookstore	4%	6%	22%	7%	15%	0%	0%	0%	2%	12%	6%	3%	
	Travel Agent Brochure	3%	5%	11%	4%	4%	5%	0%	0%	2%	6%	3%	1%	
	Travel Trade Show	1%	1%	0%	1%	0%	5%	0%	0%	2%	0%	2%	0%	
	Radio	1%	1%	0%	1%	0%	0%	0%	2%	0%	0%	2%	0%	
	Magazine (Consumer)	1%	1%	0%	0%	0%	5%	0%	2%	0%	0%	0%	0%	
	Total	Count	150	80	9	71	27	22	1	50	42	17	63	93

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING

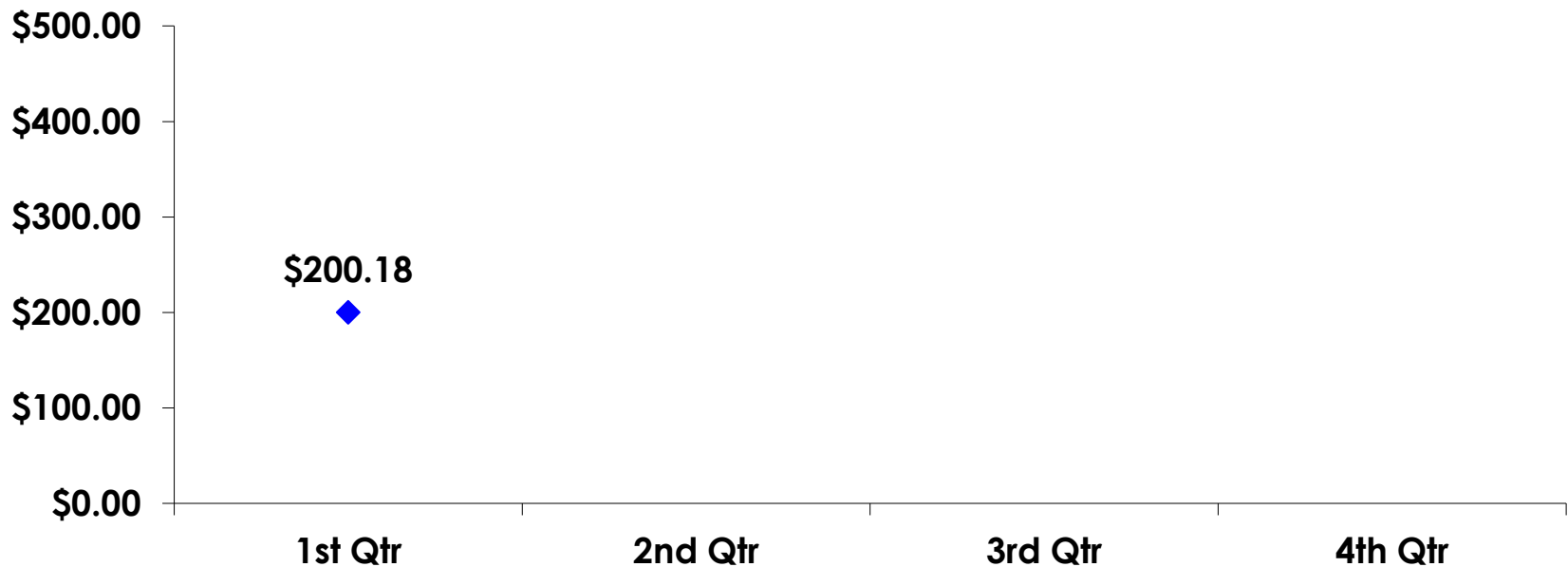


YTD=\$374.53

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	\$374.53	\$377.20	\$708.37	\$373.45	\$402.29	\$358.00	\$0.00	\$302.46	\$545.09	\$339.15	\$451.03	\$401.41
	Median	\$0	\$0	\$761	\$0	\$0	\$242	\$0	\$0	\$622	\$0	\$0	\$0
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$2,578	\$1,934	\$1,934	\$1,934	\$1,934	\$967	\$0	\$967	\$2,578	\$1,934	\$2,578	\$2,578

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$200.18

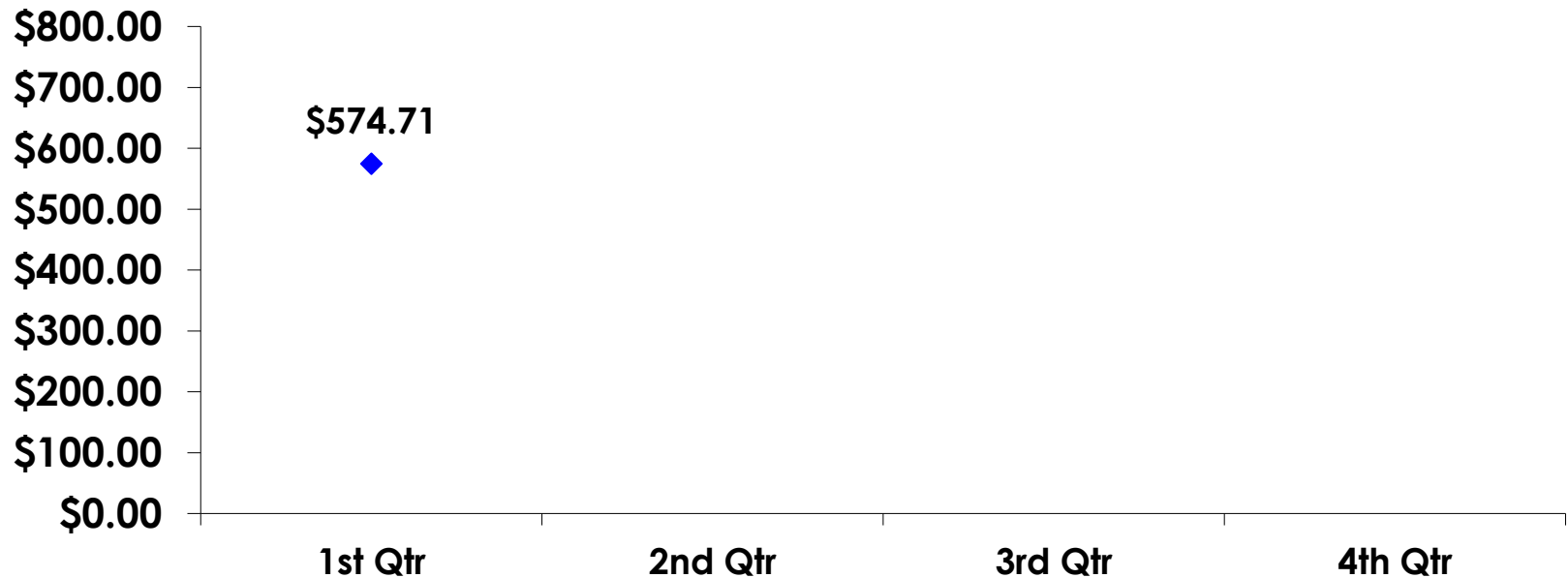
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$200.18	\$166.80	\$278.61	\$177.45	\$144.25	\$137.26	\$0.00	\$211.09	\$165.35	\$196.62	\$185.92	\$201.49
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$1,800	\$1,500	\$1,500	\$1,500	\$1,500	\$900	\$0	\$1,800	\$1,780	\$1,350	\$1,780	\$1,800

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	\$868.15	\$1,701.80	\$1,740.48	\$1,701.80	\$1,740.48	\$1,368.74	.	\$704.79	\$787.61	\$1,804.94	\$973.91	\$750.71
	Median	\$645	\$1,547	\$1,740	\$1,547	\$1,740	\$1,547	.	\$709	\$625	\$1,934	\$670	\$645
	Minimum	\$387	\$1,547	\$1,547	\$1,547	\$1,547	\$625	.	\$387	\$516	\$1,547	\$516	\$387
	Maximum	\$1,934	\$1,934	\$1,934	\$1,934	\$1,934	\$1,934	.	\$967	\$1,547	\$1,934	\$1,934	\$1,547
AIR/ HOTEL/ MEAL	Mean	\$1,436.68	\$1,383.02	\$1,521.30	\$1,342.56	\$1,475.26	\$1,178.37	.	\$1,190.40	\$1,698.11	\$1,191.26	\$1,589.63	\$1,529.33
	Median	\$1,289	\$1,289	\$1,521	\$1,289	\$1,057	\$1,354	.	\$1,289	\$1,612	\$1,191	\$1,528	\$1,405
	Minimum	\$645	\$645	\$1,109	\$645	\$645	\$645	.	\$645	\$967	\$1,191	\$645	\$645
	Maximum	\$2,836	\$2,295	\$1,934	\$2,295	\$2,836	\$1,483	.	\$1,519	\$2,578	\$1,191	\$2,578	\$2,836
AIR ONLY	Mean	\$1,671.72	\$1,991.88	.	\$1,991.88	\$2,011.22	.	.	\$1,972.54	\$1,031.39	\$1,991.88	\$1,521.30	\$1,521.30
	Median	\$1,973	\$1,992	.	\$1,992	\$2,011	.	.	\$1,973	\$1,031	\$1,992	\$1,521	\$1,521
	Minimum	\$1,031	\$1,973	.	\$1,973	\$2,011	.	.	\$1,973	\$1,031	\$1,973	\$1,031	\$1,031
	Maximum	\$2,011	\$2,011	.	\$2,011	\$2,011	.	.	\$1,973	\$1,031	\$2,011	\$2,011	\$2,011
HOTEL ONLY	Mean
	Median
	Minimum
	Maximum
HOTEL & MEAL	Mean	\$99.92	\$99.92	.	\$99.92	\$99.92
	Median	\$100	\$100	.	\$100	\$100
	Minimum	\$100	\$100	.	\$100	\$100
	Maximum	\$100	\$100	.	\$100	\$100
F&B HOTEL	Mean	\$25.78	\$25.78	\$25.78	\$25.78	\$25.78	\$25.78	\$25.78
	Median	\$26	\$26	\$26	\$26	\$26	\$26	\$26
	Minimum	\$26	\$26	\$26	\$26	\$26	\$26	\$26
	Maximum	\$26	\$26	\$26	\$26	\$26	\$26	\$26
TRANS- HK	Mean	\$120.22	\$77.35	.	\$77.35	\$163.09	\$77.35	\$163.09	\$120.22
	Median	\$120	\$77	.	\$77	\$163	\$77	\$163	\$120
	Minimum	\$77	\$77	.	\$77	\$163	\$77	\$163	\$77
	Maximum	\$163	\$77	.	\$77	\$163	\$77	\$163	\$163
TRANS- GUAM	Mean	\$38.68	\$38.68	\$38.68	\$38.68	\$38.68	\$38.68	\$38.68
	Median	\$39	\$39	\$39	\$39	\$39	\$39	\$39
	Minimum	\$39	\$39	\$39	\$39	\$39	\$39	\$39
	Maximum	\$39	\$39	\$39	\$39	\$39	\$39	\$39
OPT TOURS	Mean	\$135.98	\$141.17	\$128.92	\$141.17	\$128.92	\$152.13	.	\$141.82	\$121.96	\$128.92	\$135.06	\$125.87
	Median	\$141	\$141	\$129	\$141	\$129	\$152	.	\$142	\$152	\$129	\$152	\$129
	Minimum	\$36	\$129	\$129	\$129	\$129	\$152	.	\$129	\$36	\$129	\$36	\$36
	Maximum	\$180	\$155	\$129	\$155	\$129	\$152	.	\$155	\$178	\$129	\$180	\$178
OTHER	Mean	\$812.48	\$1,269.90	\$1,366.60	\$994.86	\$1,052.88	\$1,246.27	.	\$715.53	\$972.06	\$1,933.86	\$980.50	\$819.02
	Median	\$645	\$1,405	\$1,521	\$838	\$645	\$967	.	\$516	\$762	\$1,934	\$762	\$580
	Minimum	\$129	\$258	\$322	\$258	\$322	\$838	.	\$193	\$129	\$1,934	\$129	\$129
	Maximum	\$2,256	\$2,256	\$2,256	\$2,192	\$2,192	\$1,934	.	\$1,521	\$2,256	\$1,934	\$2,256	\$2,256
TOTAL	Mean	\$602.65	\$761.34	\$1,201.86	\$745.63	\$710.04	\$634.83	\$0.00	\$501.26	\$785.26	\$748.82	\$676.53	\$609.78
	Median	\$0	\$0	\$1,521	\$0	\$0	\$313	\$0	\$0	\$645	\$0	\$0	\$0
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$2,836	\$2,295	\$2,256	\$2,295	\$2,836	\$1,934	\$0	\$1,973	\$2,578	\$2,011	\$2,578	\$2,836

TOTAL EXPENDITURES – TRACKING



YTD=\$574.71

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	\$574.71	\$544.00	\$986.98	\$550.90	\$546.54	\$495.26	\$0.00	\$513.55	\$710.44	\$535.76	\$636.94	\$602.90
	Median	\$413	\$413	\$1,062	\$438	\$290	\$619	\$0	\$165	\$692	\$516	\$516	\$500
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$2,767	\$2,531	\$2,531	\$2,531	\$2,531	\$1,674	\$0	\$2,767	\$2,658	\$1,934	\$2,658	\$2,767

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 Qtr 2014	
Drivers:	rank
Quality & Cleanliness of beaches & parks	2
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	
Quality of landscape in Tumon	
Quality of landscape in Guam	1
Quality of ground handler	
Quality/cleanliness of transportation vehicles	
% of Overall Satisfaction Accounted For	31.0%
NOTE: Only significant drivers are included.	

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Hong Kong visitor's experience on Guam is driven by two significant factors in the First Quarter 2014 Period. They are, in rank order:
 - **Quality of landscape in Guam, and**
 - **Quality & Cleanliness of Beaches & Parks**
- With these factors the overall r^2 is .32 meaning that **31.0% of overall satisfaction is accounted for by these factors.**

Drivers of Per Person On Island Expenditures, 1st Qtr 2014

Drivers:	rank
Quality & 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	
Quality/cleanliness of air, sky	
Quality/cleanliness of parks	
Quality of landscape in Tumon	
Quality of landscape in Guam	
Quality of ground handler	
Quality/cleanliness of transportation vehicles	
% 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 visitor's on Guam is driven by no significant factor in the First Quarter 2014 Period.