



GUAM VISITORS BUREAU

Hong Kong Visitor Tracker Exit Profile

FY2014

1st Qtr (OCT~DEC 2013)



Prepared by: QMark Research

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Background & Methodology

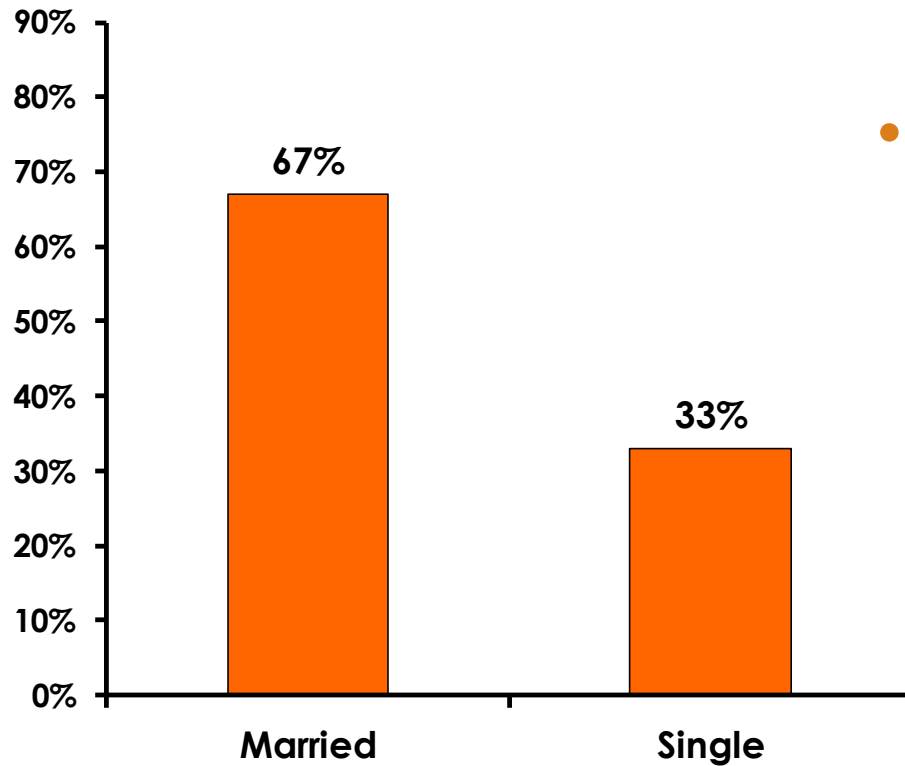
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **150** departing 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.

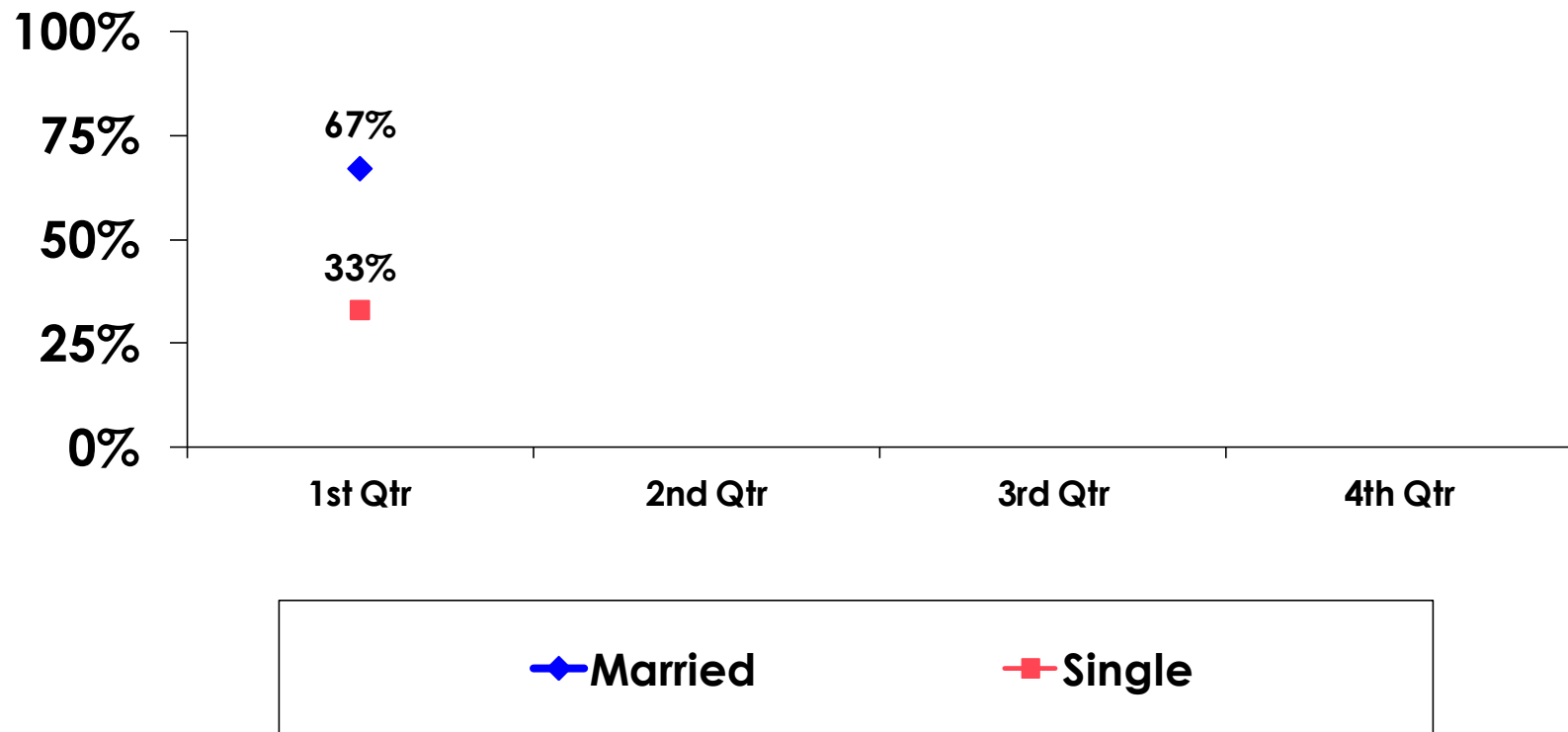
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

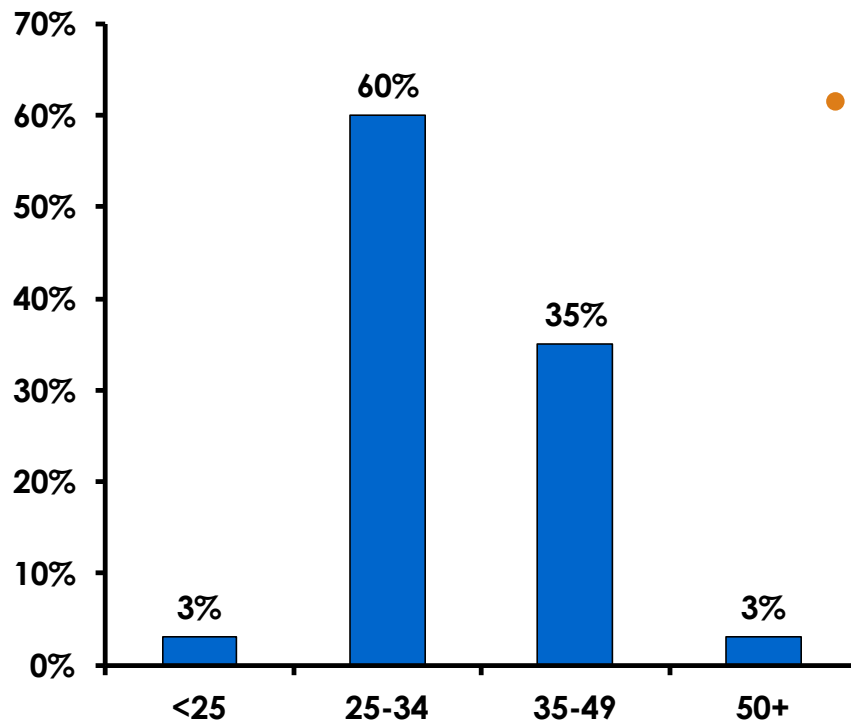


- Majority of visitors are married.

MARITAL STATUS

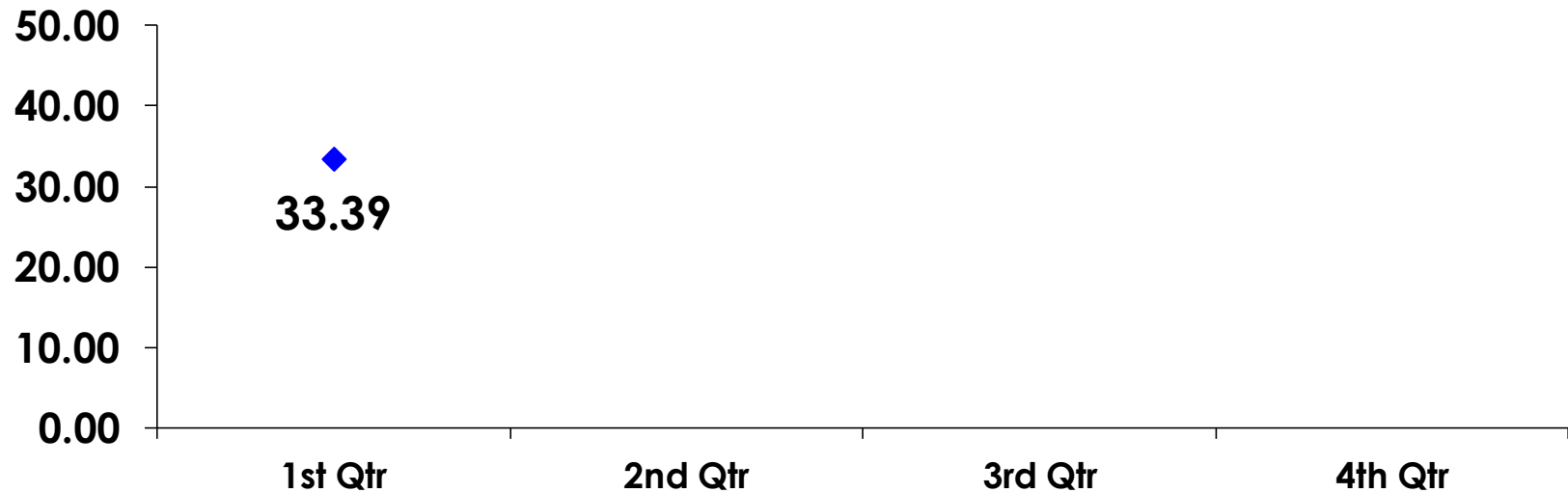


Age - Overall

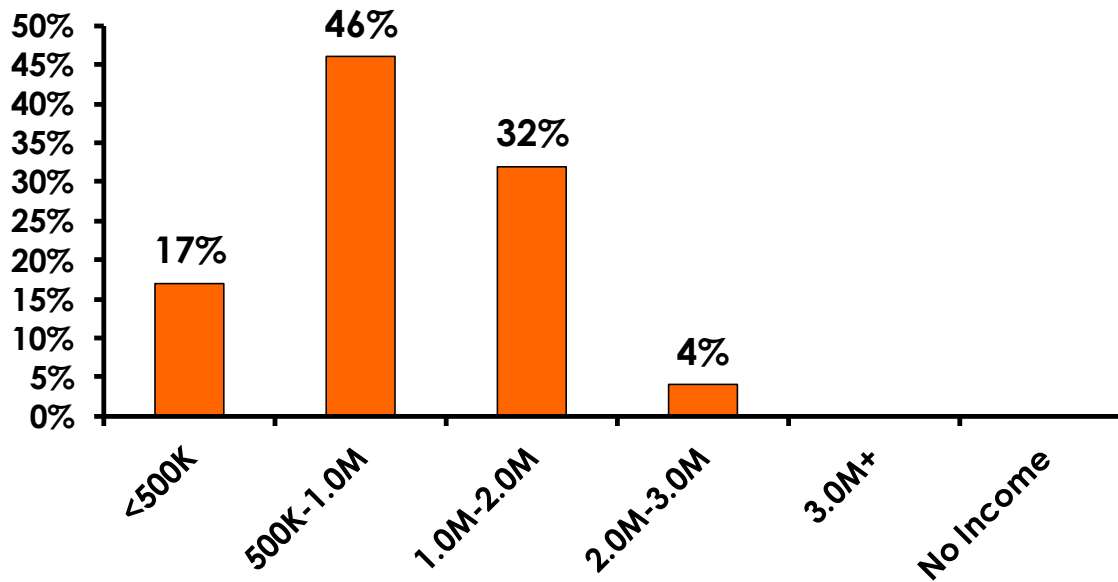


- The average age of the respondents is 33.39 years of age.

AVERAGE - AGE

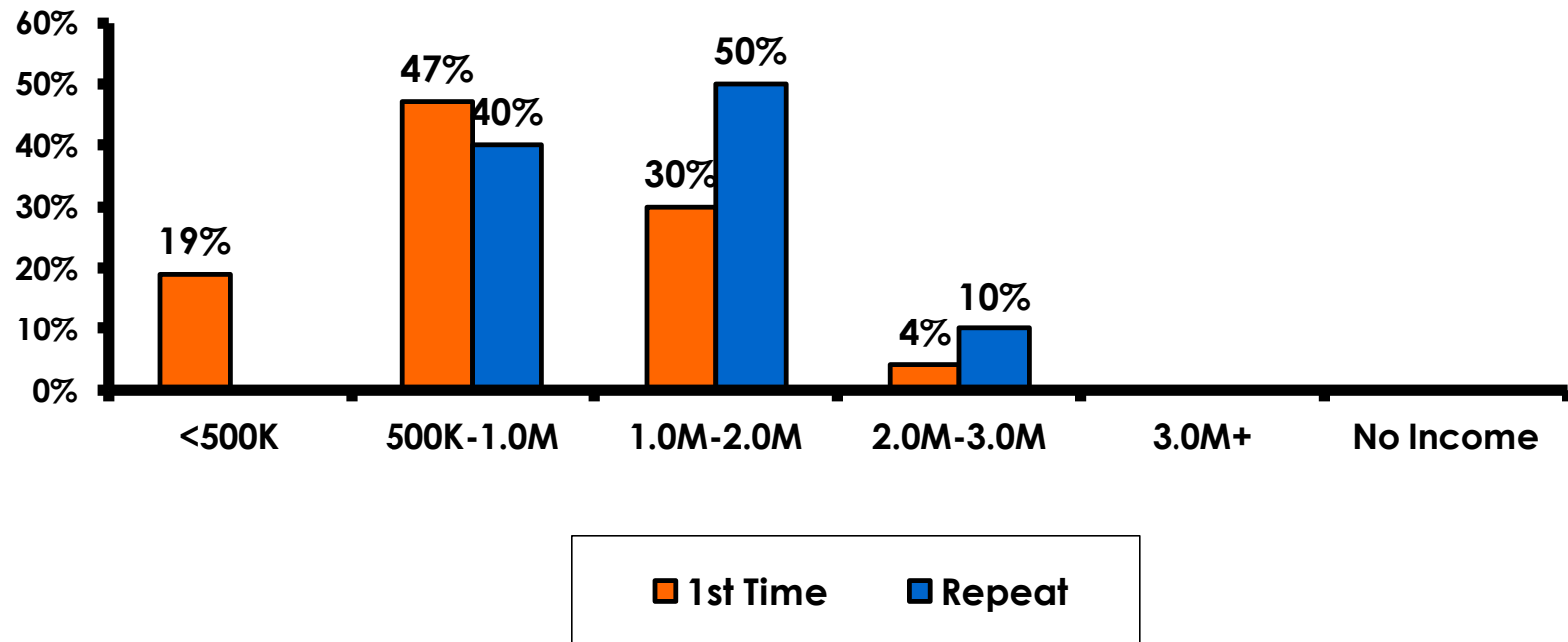


Personal Income



- HKD7.75=\$1

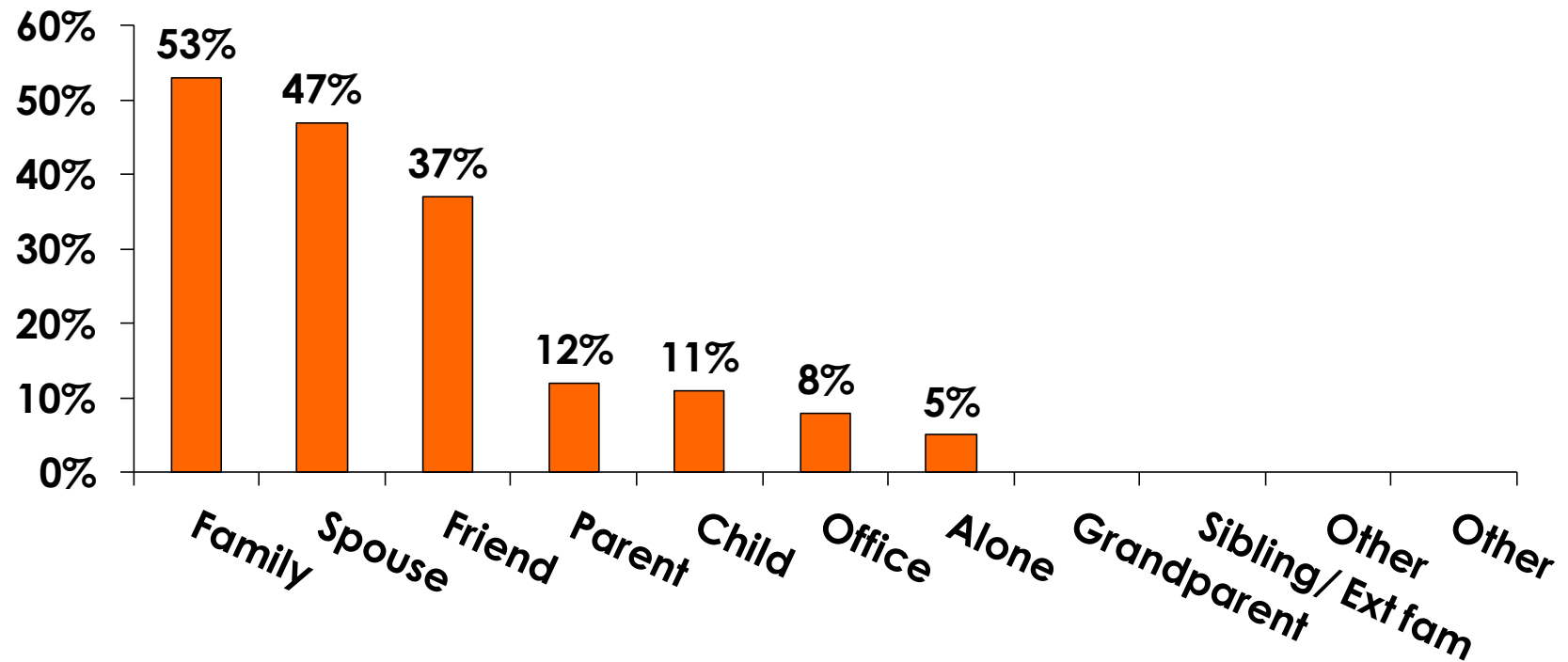
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE		
			-	Male	Female	25-34	35-49	50+
Q26	<=HKD120K	Count	1		1		1	
		Column N %	1%		3%		3%	
	HKD120K-HKD240K	Count	4		4	2	1	
		Column N %	4%		10%	4%	3%	
	HKD240K-HKD500K	Count	11	8	3	9	1	
		Column N %	12%	15%	8%	18%	3%	
	HKD500K-HKD1.0M	Count	43	27	16	27	15	
		Column N %	46%	51%	40%	55%	38%	
	HKD1.0M-HKD2.0M	Count	30	17	13	11	17	2
		Column N %	32%	32%	33%	22%	44%	100%
	HKD2.0M-HKD3.0M	Count	4	1	3		4	
		Column N %	4%	2%	8%		10%	
Total		Count	93	53	40	49	39	2

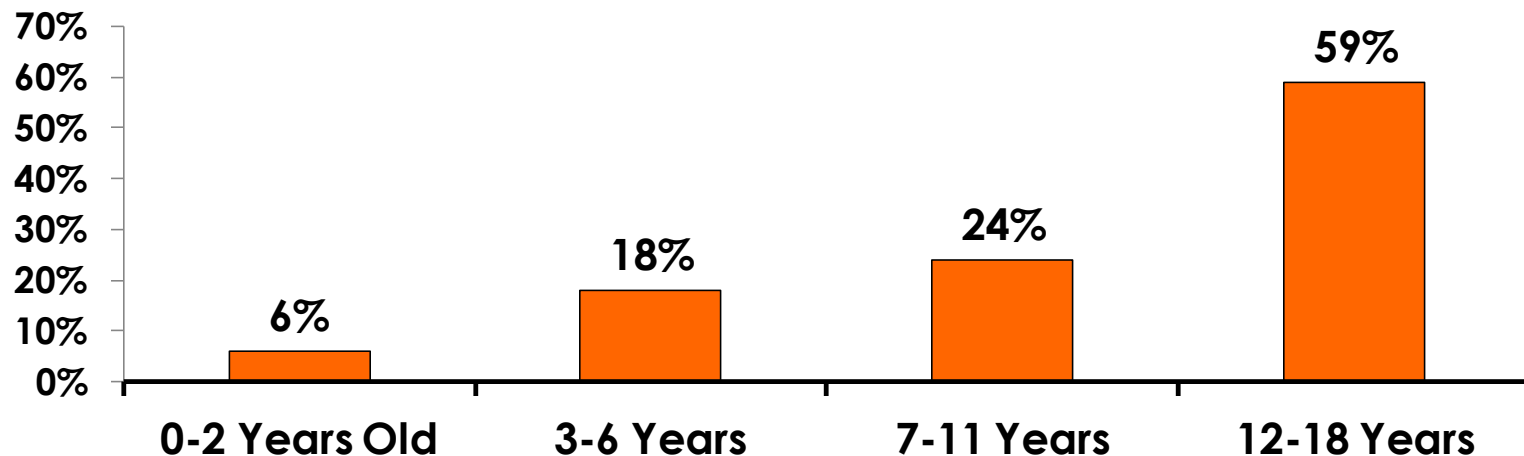
Travel Companions



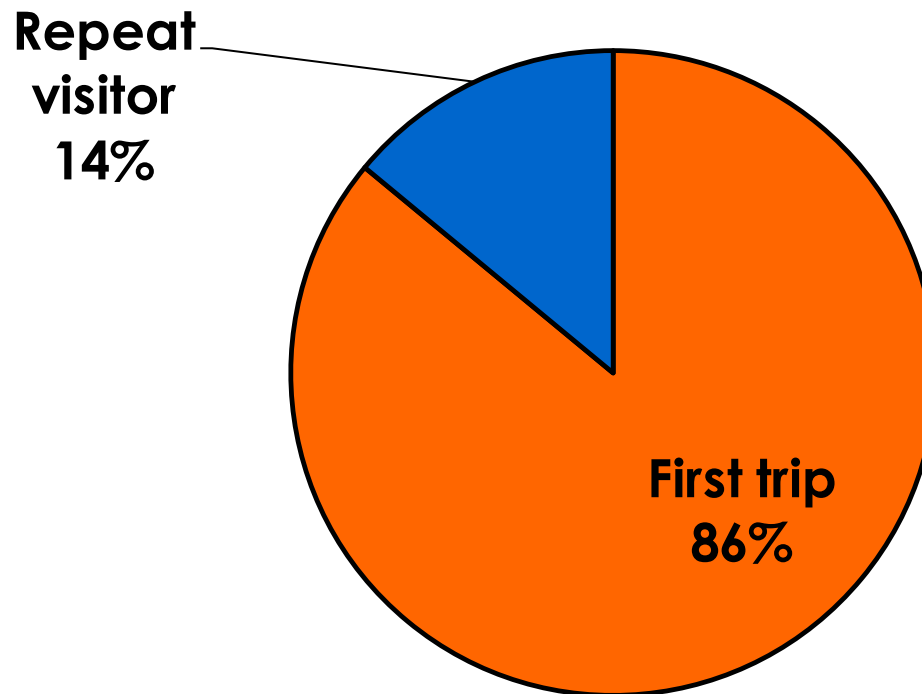
Number of Children Travel Party

N=17 total respondents traveling with children.

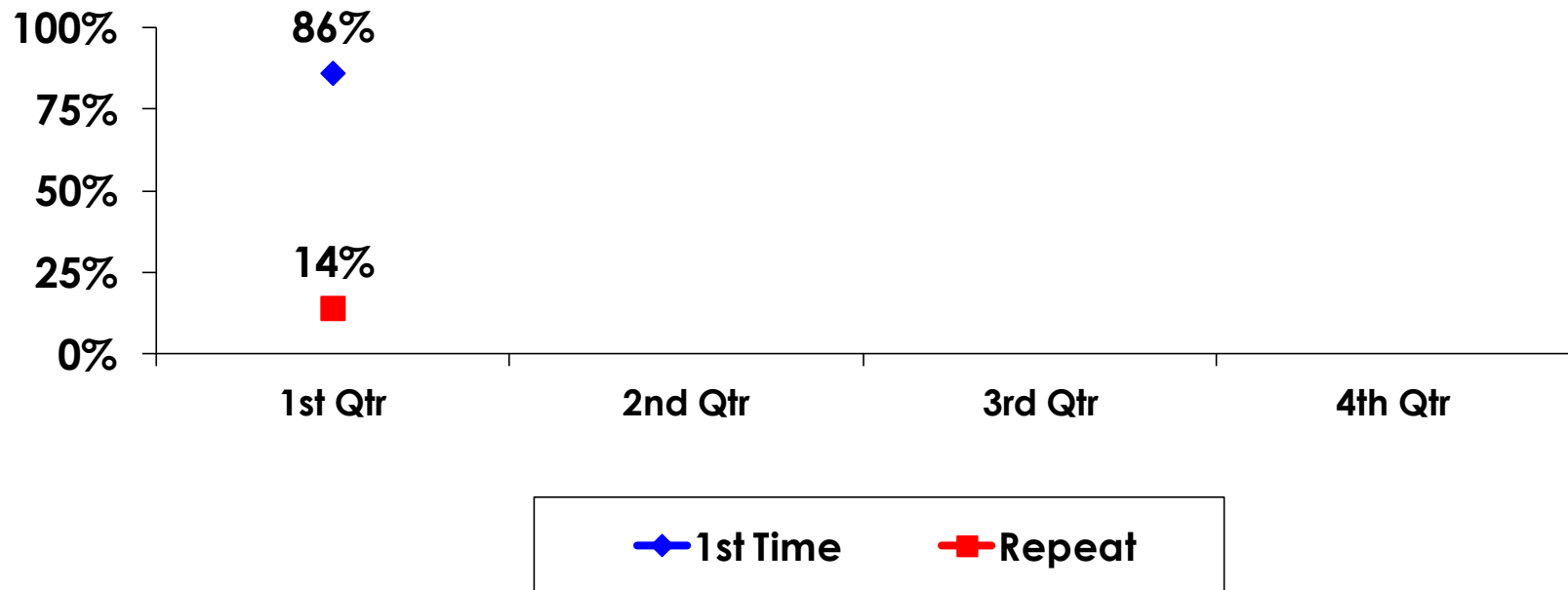
(Of those N=17 respondents, there is a total of 18 children 18 years or younger)



Prior Trips to Guam



PRIOR TRIPS TO GUAM



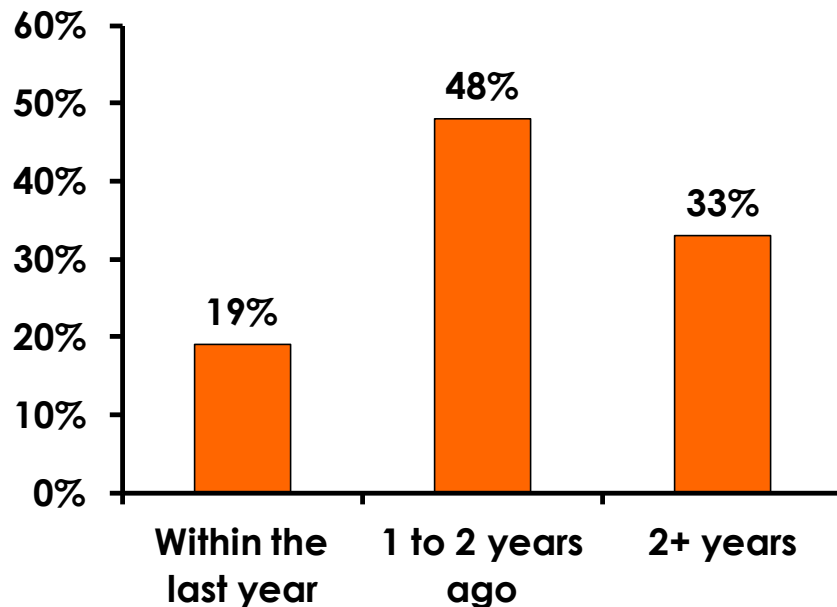
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM		
			-	1st	Repeat	
GENDER	Male	Count	80	72	8	
		Column N %	53%	56%	38%	
	Female	Count	70	57	13	
		Column N %	47%	44%	62%	
Total		Count	150	129	21	
AGE	18-24	Count	4	4		
		Column N %	3%	3%		
	25-34	Count	87	76	11	
		Column N %	60%	61%	52%	
	35-49	Count	51	42	9	
		Column N %	35%	34%	43%	
	50+	Count	4	3	1	
		Column N %	3%	2%	5%	
	Total		Count	146	125	21

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

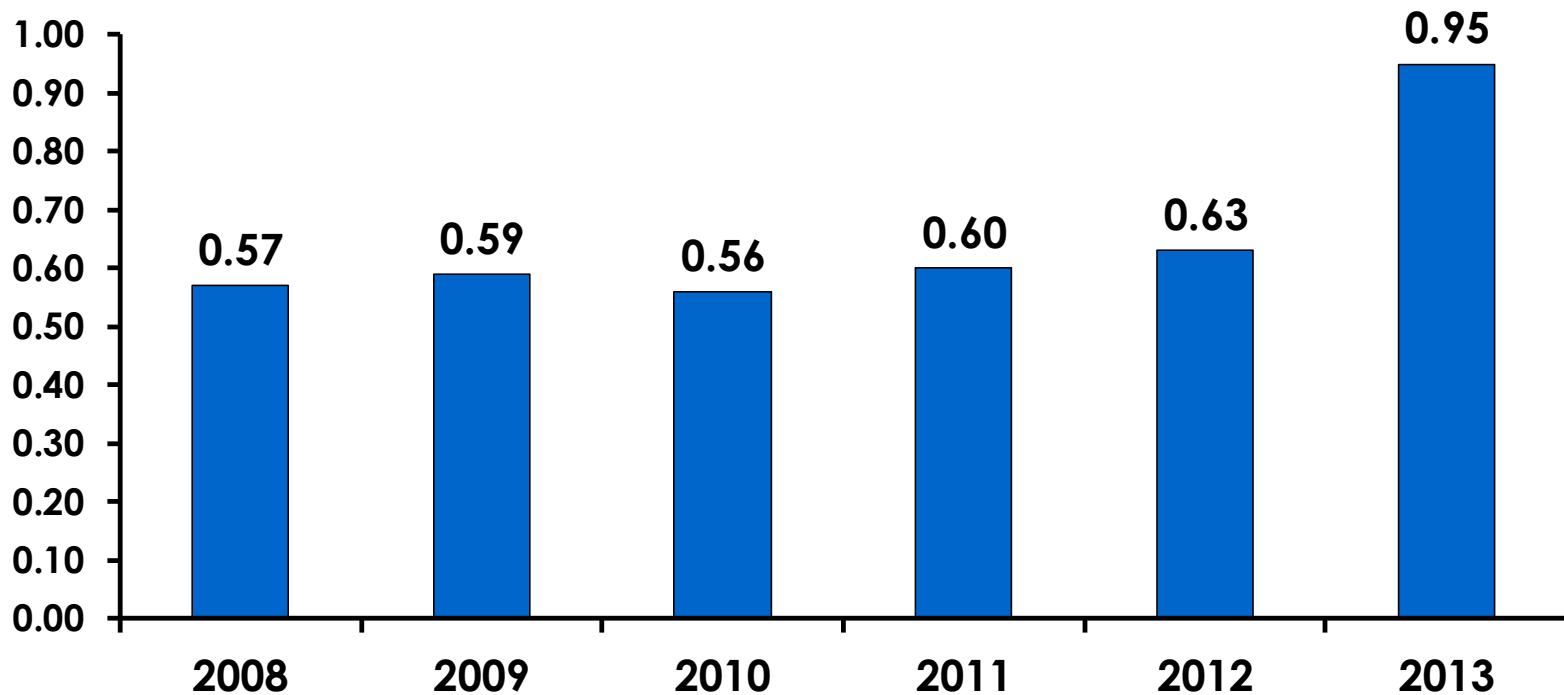
Repeat Visitors Last Trip

n = 21



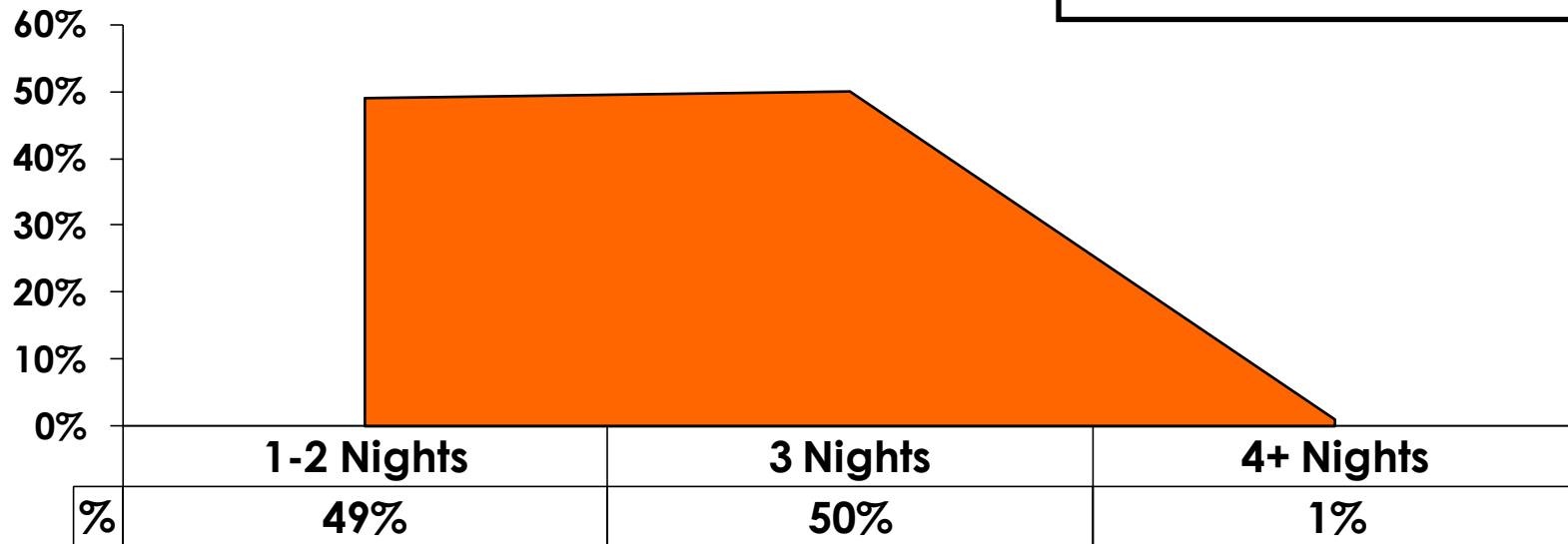
- The average repeat visitor has been to Guam 1.00 time.

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

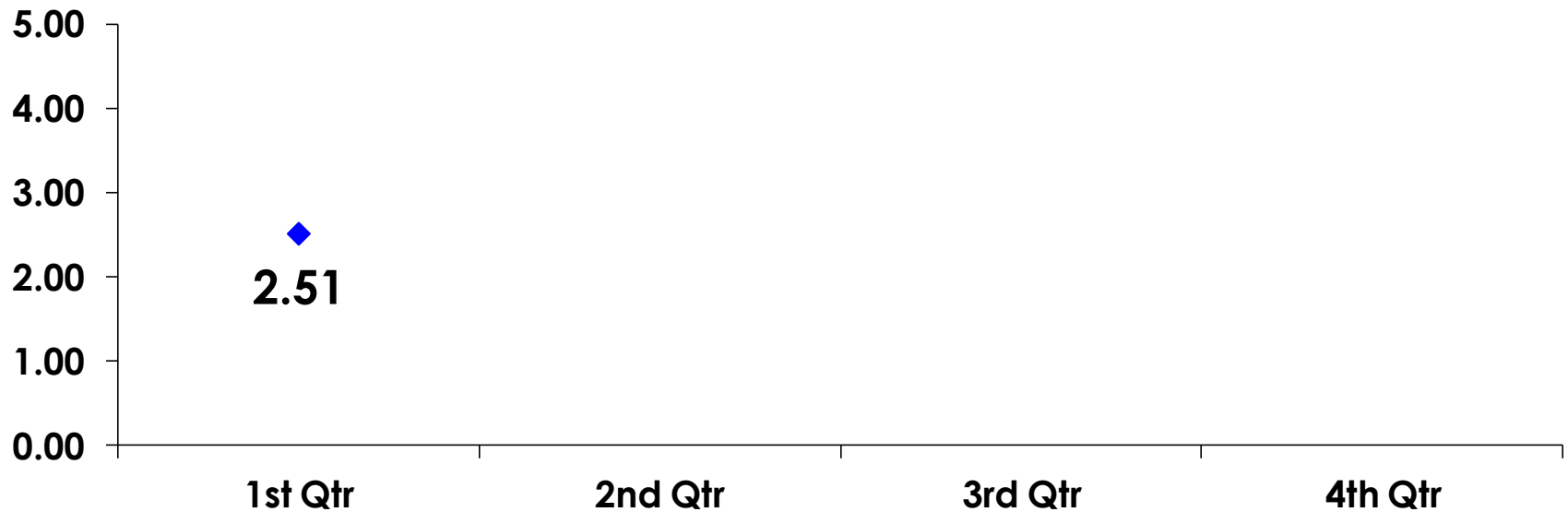


Length of Stay

Mean = 2.51 Days
Median = 3.0 Days



AVG LENGTH OF STAY

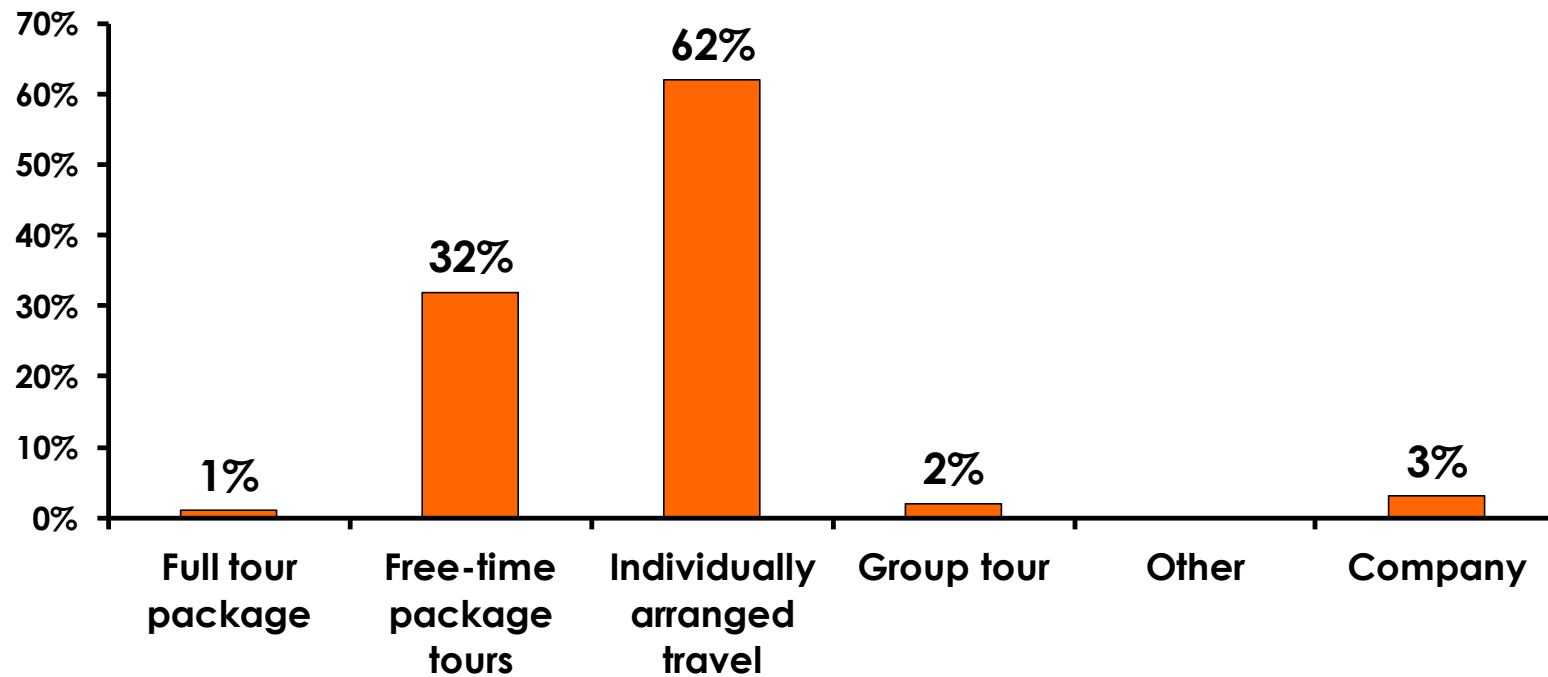


Occupation by Income

		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	57%		50%	45%	60%	70%	25%		
	Company: Salesperson	25%			55%	28%	17%	25%		
	Skilled worker	4%				2%		50%		
	Prof-specialist	3%				5%				
	Govt- Executive	3%				5%	3%			
	Other	2%	100%	25%						
	Freelancer	2%					3%			
	Govt- Mgr/ Exec	2%		25%			3%			
	Govt- Office non-mgr	2%					3%			
	Student	1%								
	Retired	1%								
	Total	Count	110	1	4	11	43	30	4	

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

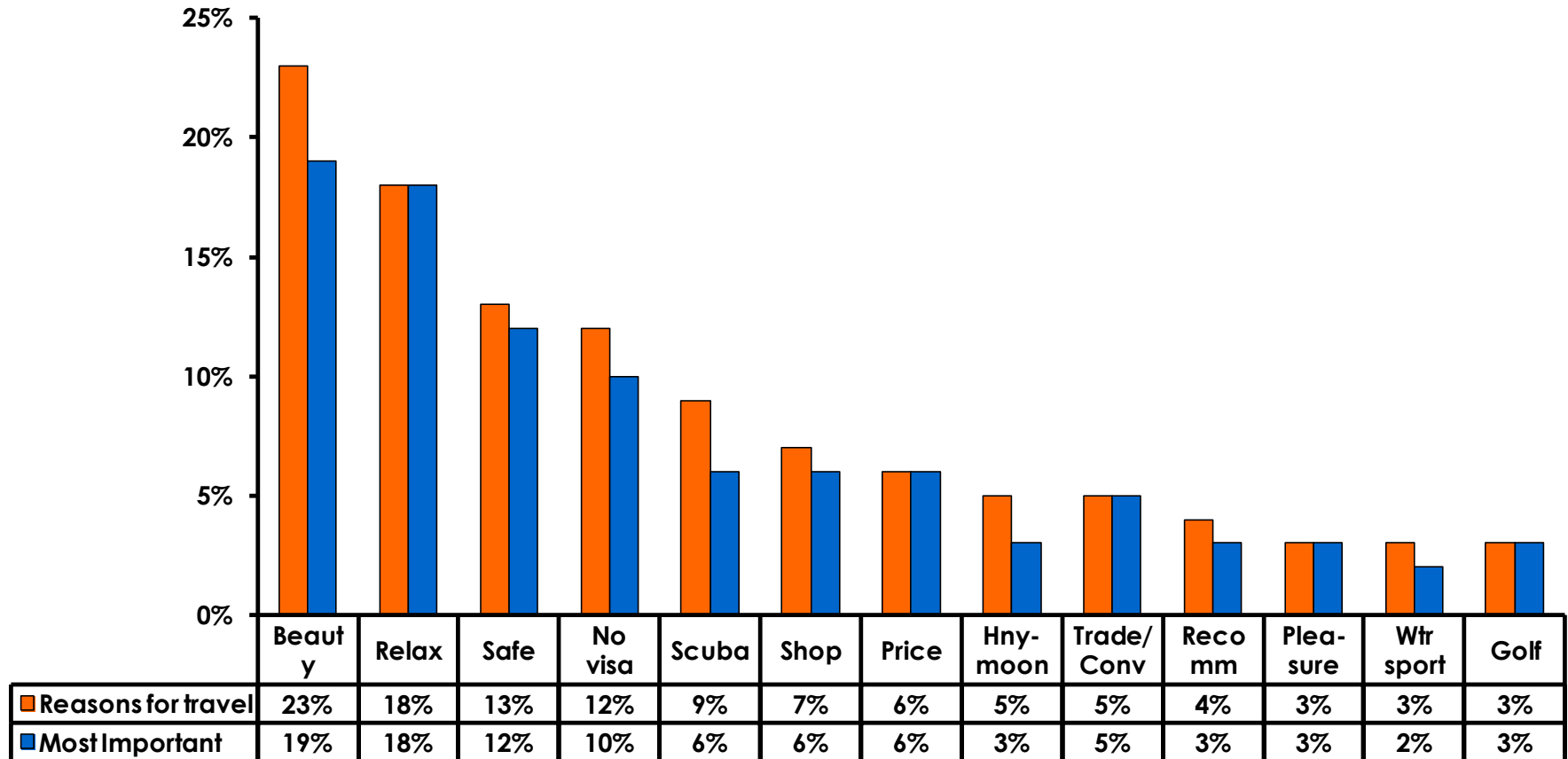


Accommodation by Income

Average length of stay: 2.51 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	27%				36%	26%	34%	25%		
Royal Orchid Guam	14%		25%		27%	16%	10%			
Hotel Nikko Guam	12%				9%	7%	14%			
PIC Club	10%	100%			9%	9%	3%	50%		
Sheraton Laguna Guam	9%		25%		18%	9%	10%			
Westin Resort Guam	7%					7%	3%	25%		
Hyatt Regency Guam	6%					12%				
Outrigger Guam Resort	3%					2%	10%			
Fiesta Resort Guam	2%					5%				
Onward Beach Resort	2%						7%			
Holiday Resort Guam	2%					2%	3%			
Home stay/ friend/ relative	1%		25%				3%			
Bayview Hotel	1%		25%							
Apartment	1%									
Oceanview Hotel	1%					2%				
Guam Reef & Olive Spa Resort	1%					2%				
Total	Count	149	1	4	11	43	29	4		

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Guam's natural beauty/ beaches,
- Relaxing atmosphere and
- 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	23%	25%	23%	22%	50%	25%	21%
	Relax	18%	25%	21%	14%		16%	20%
	Safe	13%	25%	11%	14%		10%	16%
	No visa requirement	12%		14%	10%		9%	16%
	Scuba	9%		8%	12%		9%	9%
	Shopping	7%		3%	16%		8%	7%
	Price	6%		7%	6%		9%	3%
	Honeymoon	5%		7%	4%		4%	7%
	Convention/ Trade/ Conference	5%		2%	10%		5%	4%
	Recomm- friend/family/trvl agnt	4%		5%		25%	4%	4%
	Pleasure	3%		3%	4%		4%	3%
	Water sports	3%	25%	3%	2%		3%	4%
	Golf	3%		2%	4%		3%	3%
	Company Sponsored	2%		2%	2%		3%	1%
	Married/ Attn wedding	1%			2%	25%		3%
	Previous trip	1%		1%	2%			3%
	Career Cert/ Testing	1%		1%				1%
	Company/ Business Trip	1%			2%		1%	
	Short travel time	1%		1%				1%
	Visit friends/ Relatives	1%		1%				1%
	Total	Count	4	87	51	4	80	70

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	23%	100%	75%	27%	30%	13%	25%		
	Relax	18%		75%	9%	19%	20%			
	Safe	13%		25%		9%	10%	25%		
	No visa requirement	12%		25%	36%	7%	7%	25%		
	Scuba	9%			9%	12%	13%			
	Shopping	7%	100%	50%		7%	10%			
	Price	6%				9%	7%			
	Honeymoon	5%		25%	9%	2%	3%			
	Convention/ Trade/ Conference	5%					10%			
	Recomm- friend/family/trvl agnt	4%		25%	18%	2%	3%			
	Pleasure	3%				5%	3%			
	Water sports	3%		25%		5%				
	Golf	3%				2%	3%			
	Company Sponsored	2%				2%				
	Married/ Attn wedding	1%			9%					
	Previous trip	1%					3%			
	Career Cert/ Testing	1%								
	Company/ Business Trip	1%						25%		
	Short travel time	1%								
	Visit friends/ Relatives	1%				2%				
	Total	Count	1	4	11	43	30	4		

SECTION 3 **EXPENDITURES**

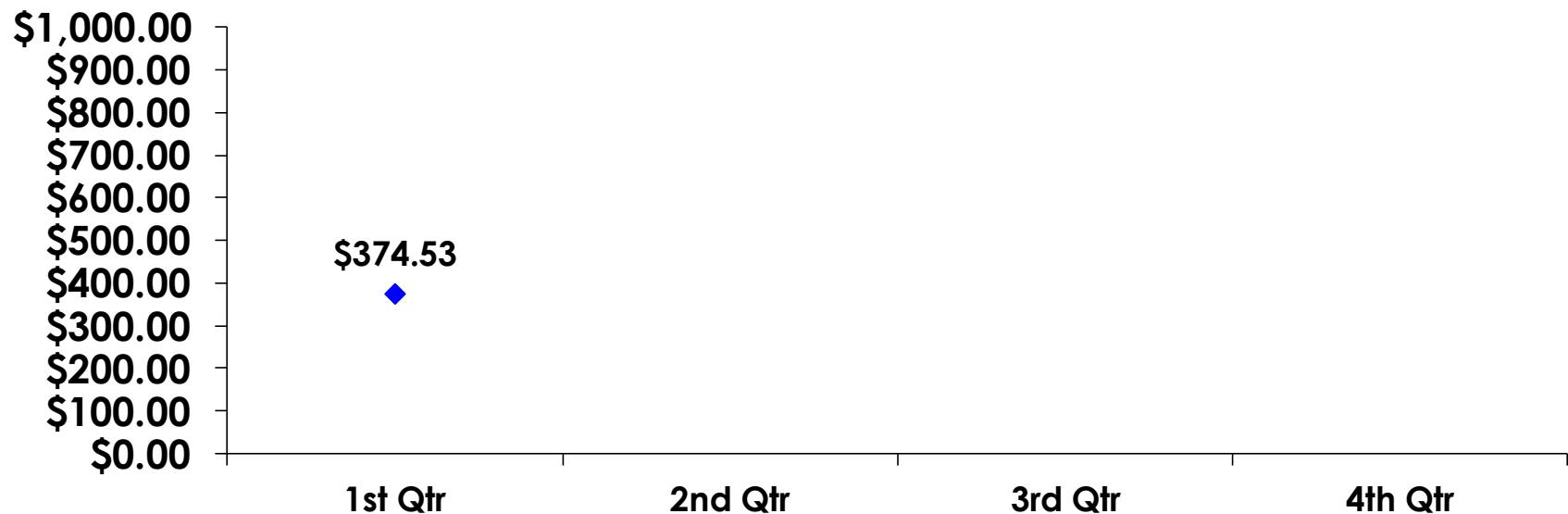
Prepaid Expenditures

HKD7.75/US\$1

- \$602.65 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$2,836 = maximum (highest amount recorded for the entire sample)
- \$374.53 = overall mean average per person prepaid expenditures

PREPAID EXPENDITURES

Per Person



YTD=\$374.53

Breakdown of Prepaid Expenditures

HKD7.75=\$1

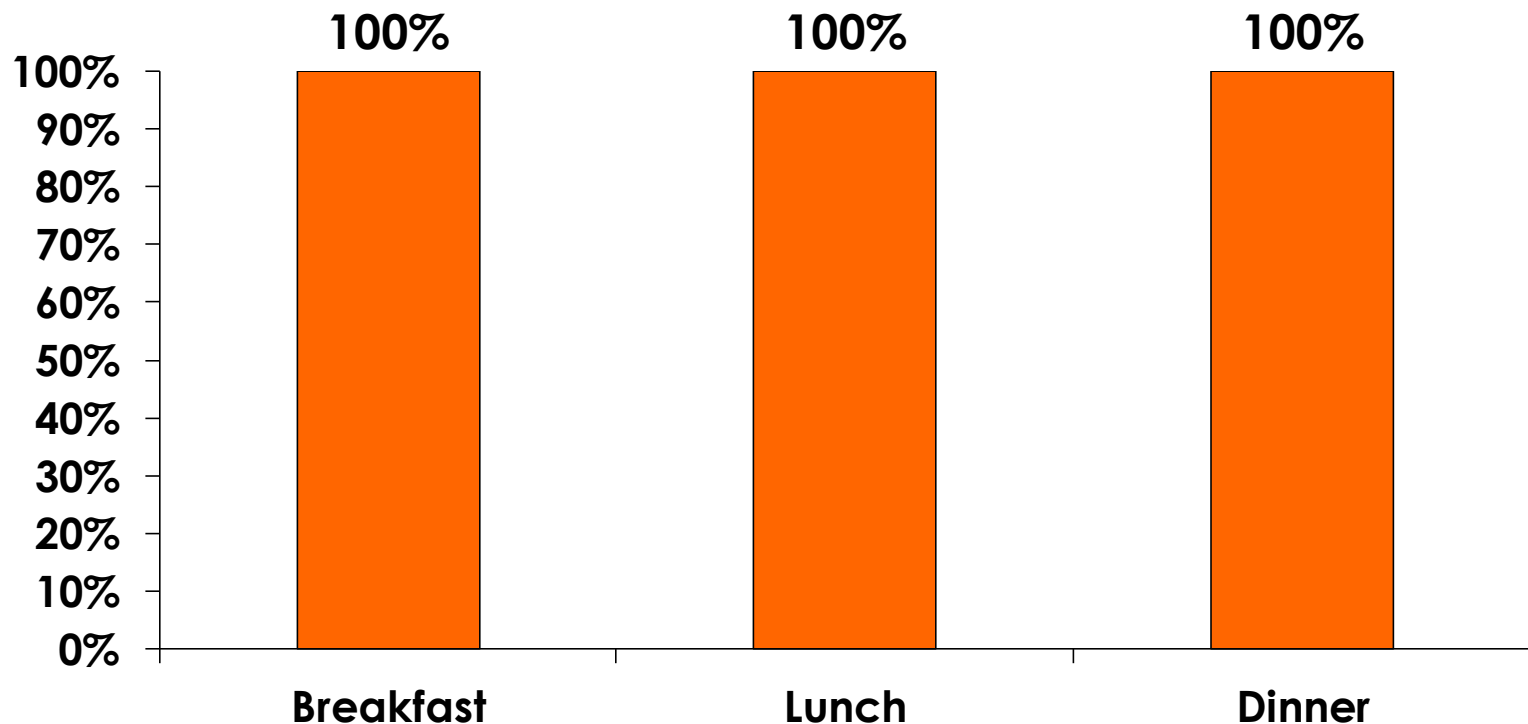
**(Filter: Only those who responded/
Per Travel Party)**

	MEAN \$
Air & Accommodation package only	\$868.15
Air & Accommodation w/ daily meal package	\$1,436.68
Air only	\$1,671.72
Accommodation only	\$-
Accommodation w/ daily meal only	\$99.92
Food & Beverages in Hotel	\$25.78
Ground transportation – Hong Kong	\$120.22
Ground transportation – Guam	\$38.68
Optional tours/ activities	\$135.98
Other expenses	\$812.48
Total Prepaid	\$602.65

PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n= 1

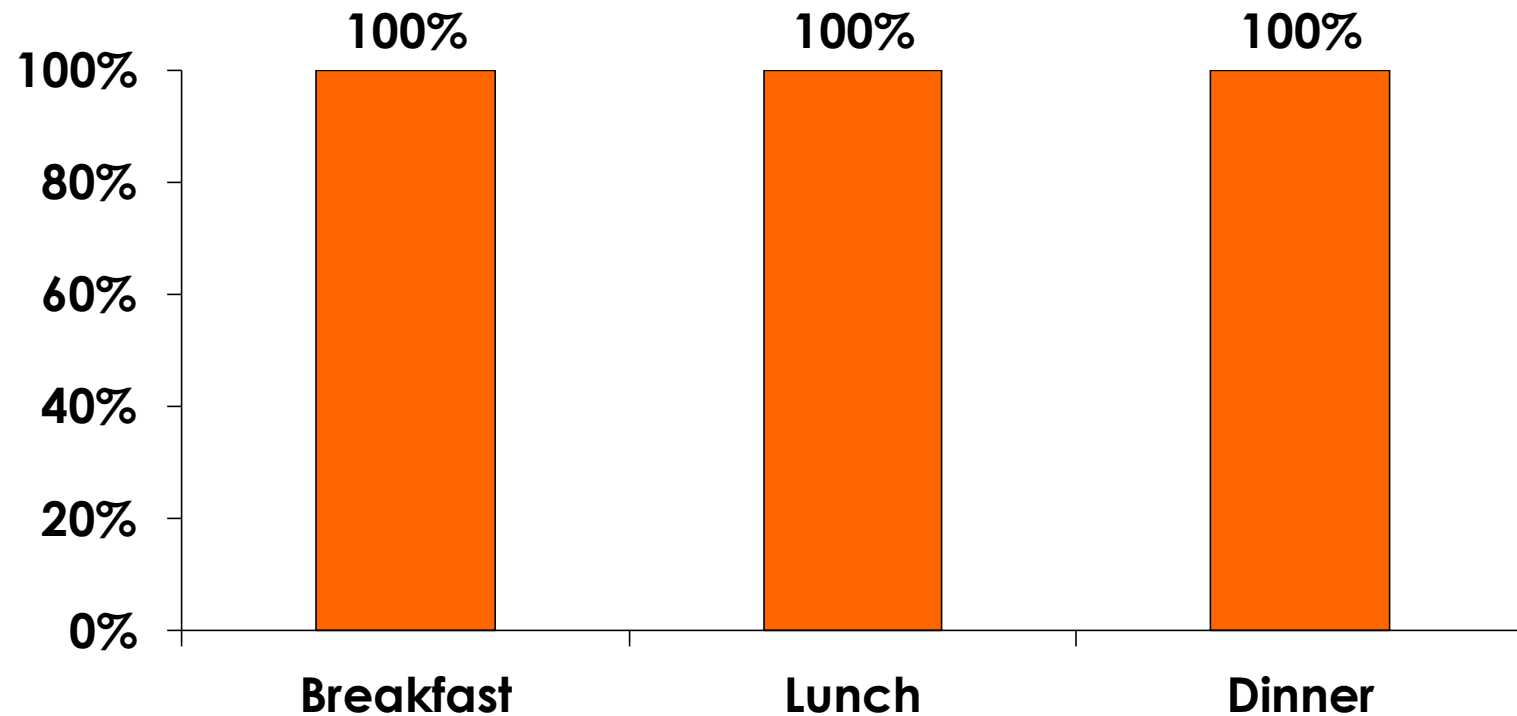


Mean=\$1,957.76 per travel party

PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

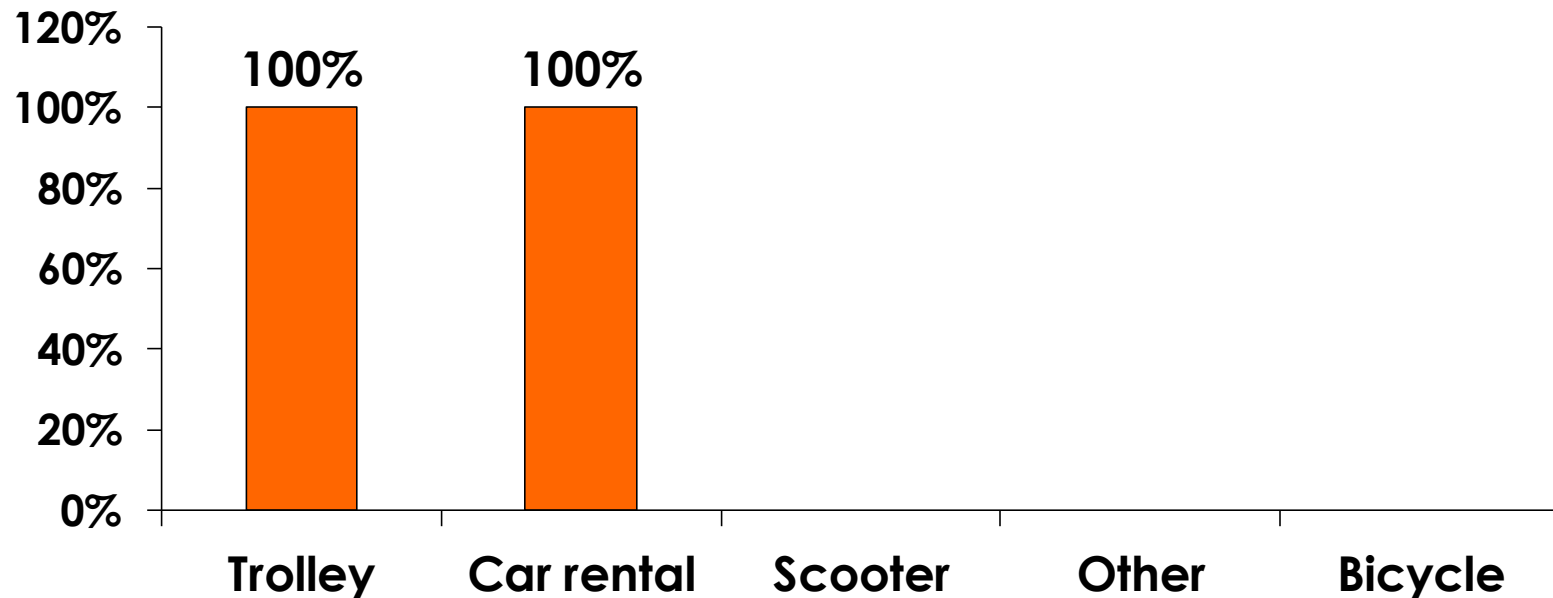
n= 1



Mean=\$99.92 per travel party

PREPAID GROUND TRANSPORTATION

n= 1



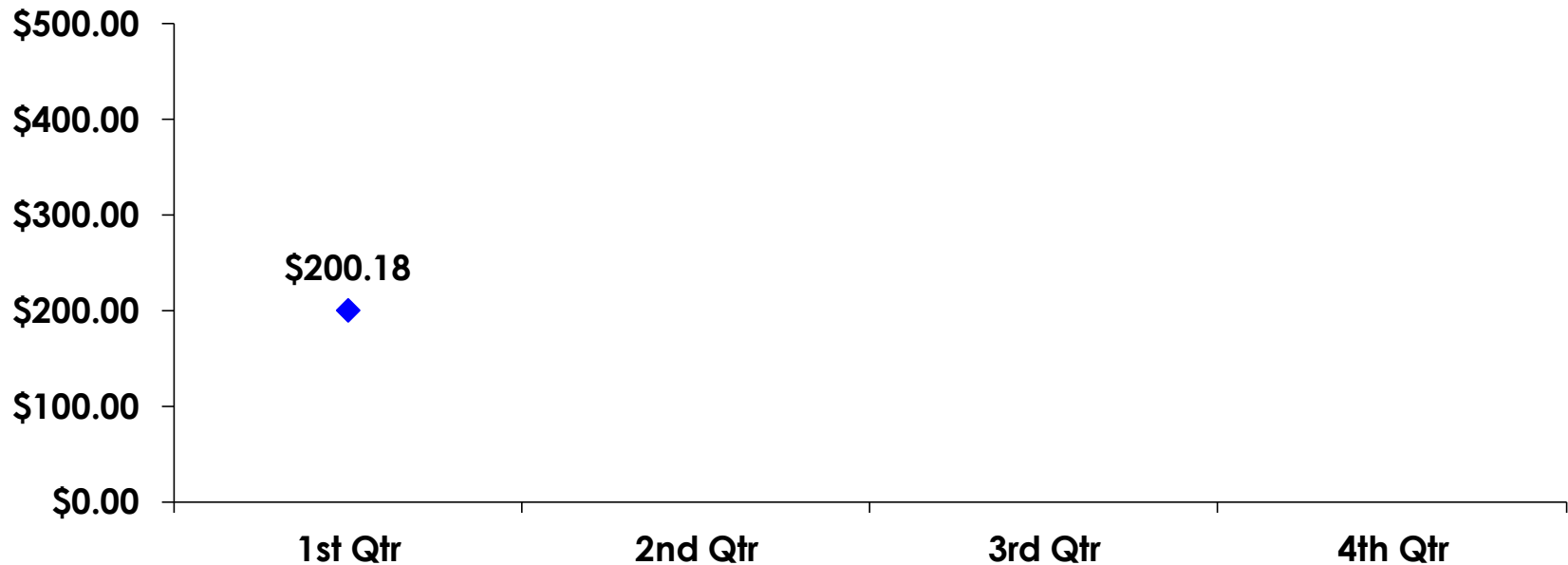
Mean=\$38.68 per travel party

On-Island Expenditures

- \$316.45 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$4,050 = Maximum (highest amount recorded for the entire sample)
- \$200.18 = overall mean average per person on-island expenditure

ON-ISLAND EXPENDITURES

Per Person

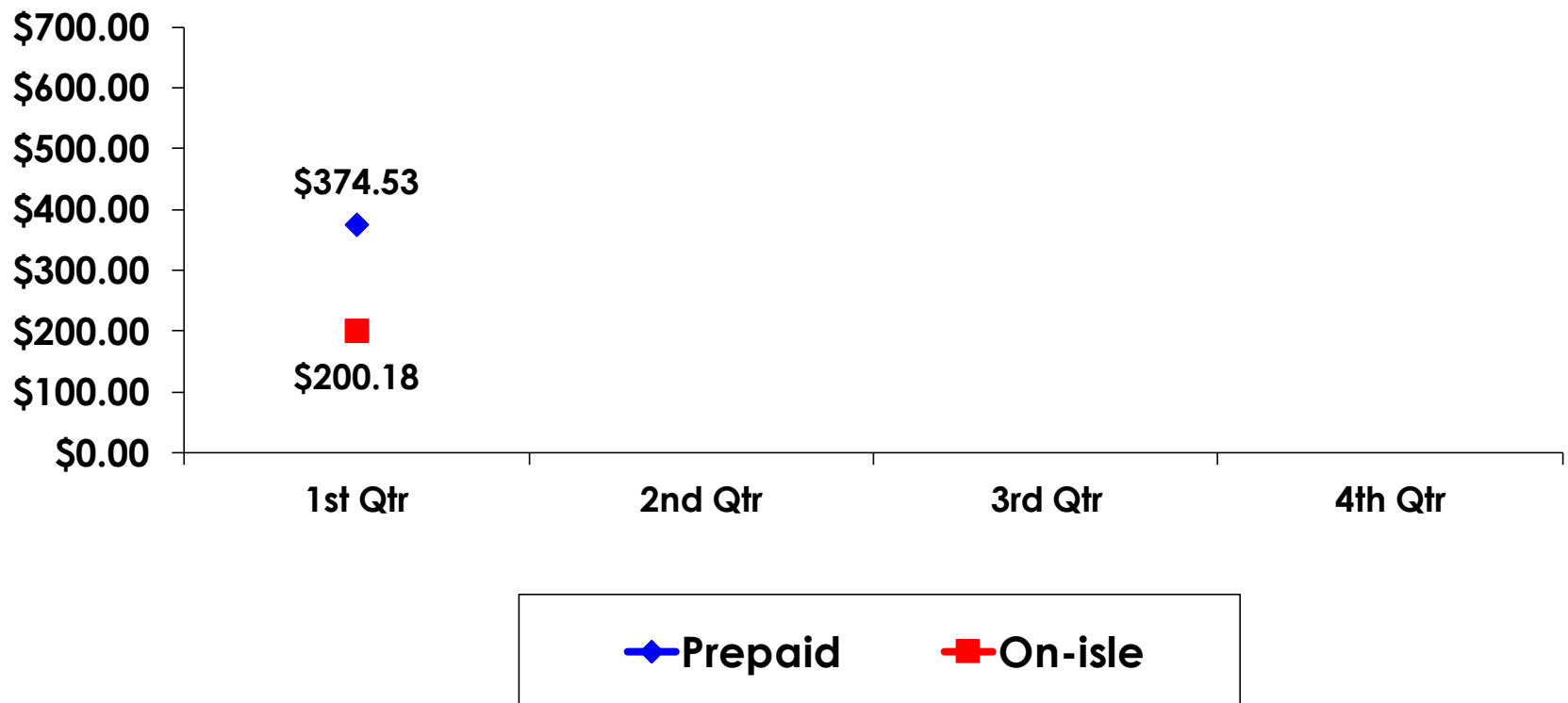


YTD = \$200.18

PREPAID/ ON-ISLE EXPENDITURES – Per Person

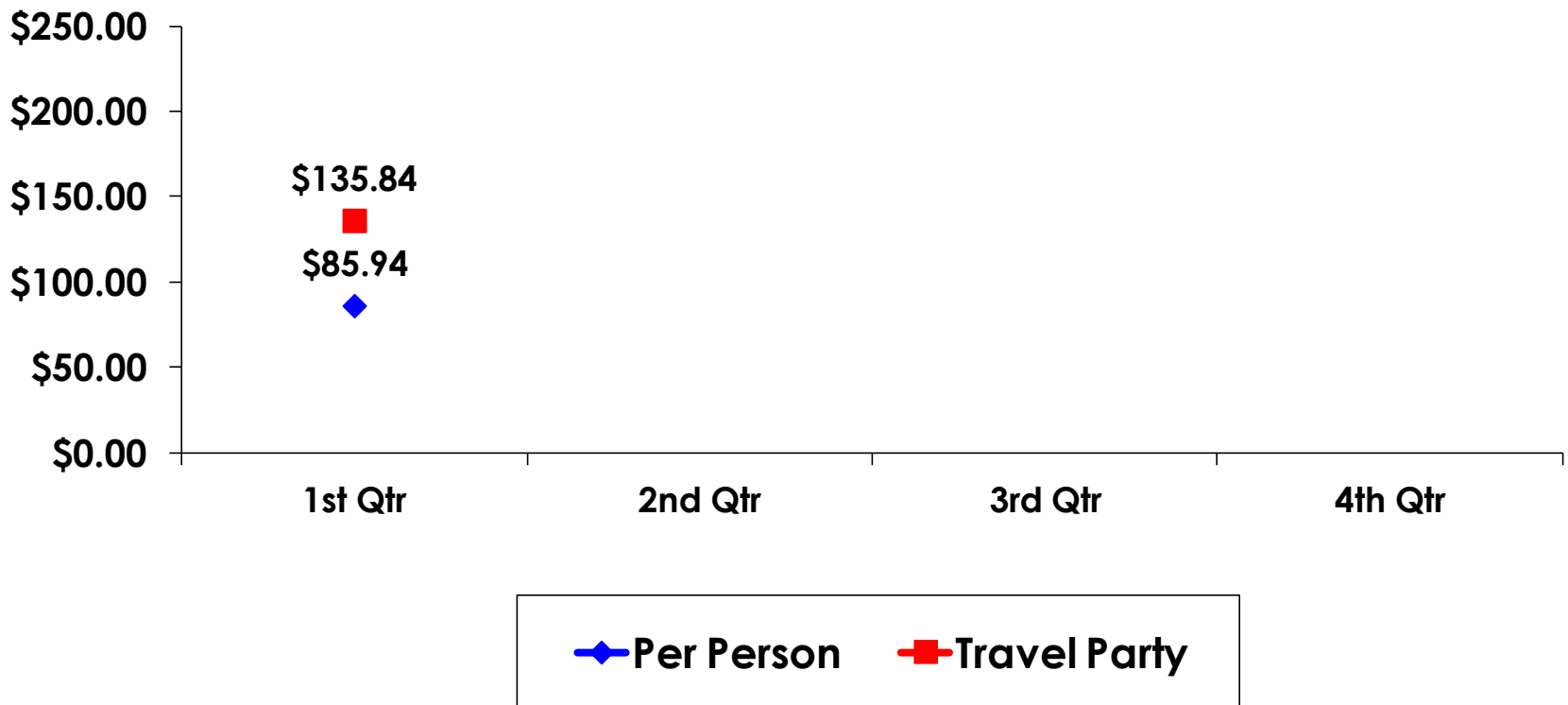
Prepaid YTD = \$374.53

On-Isle YTD = \$200.18



ON-ISLE EXPENDITURES – Per Day

Per Person YTD= \$85.94 Travel Party YTD= \$135.84



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	\$200.18	\$216.05	\$182.04	\$0.00	\$215.40	\$236.56	\$0.00	\$260.00	\$148.67	\$252.63	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$380	\$0	\$44	\$0
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$1,800	\$1,800	\$1,780	\$0	\$1,800	\$1,350	\$0	\$400	\$1,780	\$1,780	\$0

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$6.24	\$8.08	\$4.14	\$0.00	\$4.90	\$10.00	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$4.65	\$2.40	\$7.23	\$0.00	\$4.67	\$4.90	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B RESTRNT	Mean	\$8.67	\$11.81	\$5.07	\$0.00	\$7.76	\$12.25	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPT TOUR	Mean	\$13.45	\$14.13	\$12.69	\$0.00	\$15.26	\$13.53	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$89.81	\$125.18	\$49.40	\$0.00	\$70.30	\$136.39	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- OTHER	Mean	\$37.92	\$56.10	\$17.14	\$50.00	\$25.72	\$63.73	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TRANS	Mean	\$3.73	\$1.44	\$6.36	\$0.00	\$2.24	\$3.24	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$151.97	\$153.21	\$150.54	\$145.00	\$125.25	\$218.00	\$0.00
	Median	\$0	\$0	\$0	\$100	\$0	\$0	\$0
TOTAL	Mean	\$316.45	\$372.34	\$252.57	\$195.00	\$256.10	\$462.04	\$0.00
	Median	\$0	\$0	\$0	\$190	\$0	\$0	\$0

On-Island Expenditures

First Timers & Repeaters

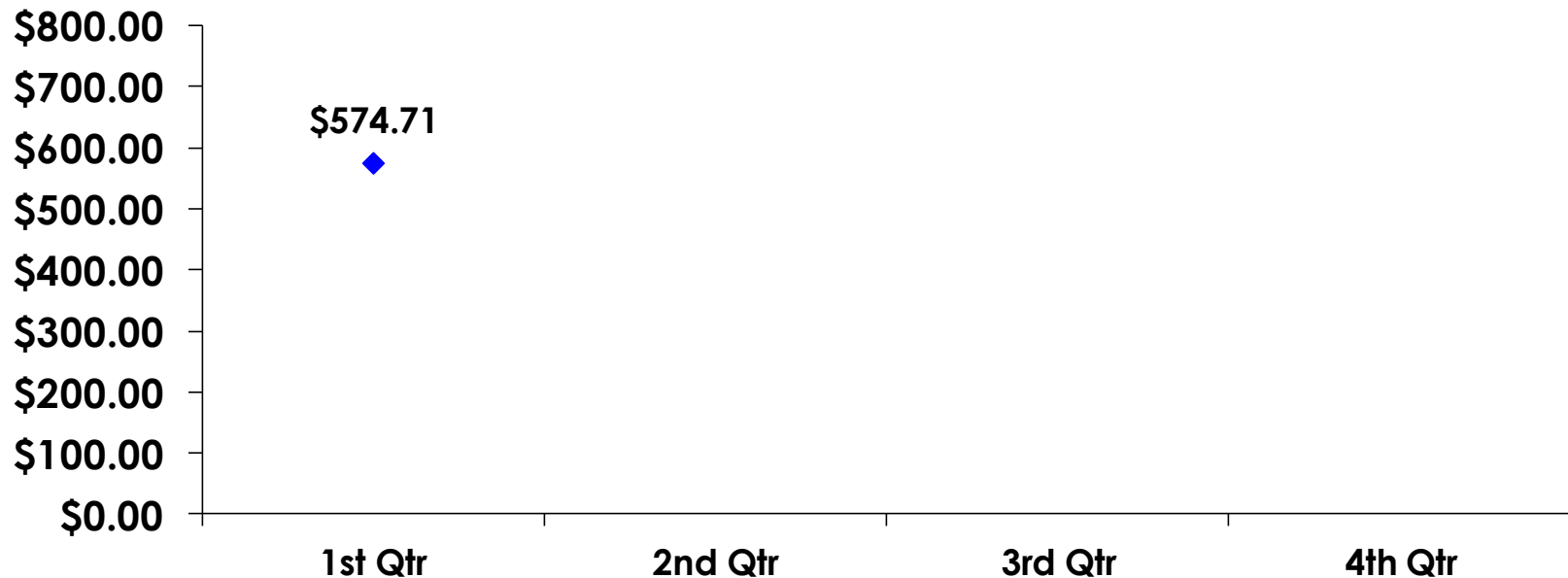
		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$6.24	\$6.25	\$6.19
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$4.65	\$4.74	\$4.10
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$8.67	\$9.50	\$3.57
	Median	\$0	\$0	\$0
OPT TOUR	Mean	\$13.45	\$15.64	\$0.00
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$89.81	\$97.50	\$42.57
	Median	\$0	\$0	\$0
GIFT- OTHER	Mean	\$37.92	\$42.54	\$9.52
	Median	\$0	\$0	\$0
TRANS	Mean	\$3.73	\$4.34	\$0.00
	Median	\$0	\$0	\$0
OTHER	Mean	\$151.97	\$136.24	\$248.57
	Median	\$0	\$0	\$0
TOTAL	Mean	\$316.45	\$316.76	\$314.52
	Median	\$0	\$0	\$0

Total Expenditures Per Person (Prepaid & On-Island)

- \$574.71 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$2,767 = Maximum (highest amount recorded for the entire sample)

TOTAL EXPENDITURES

Per Person



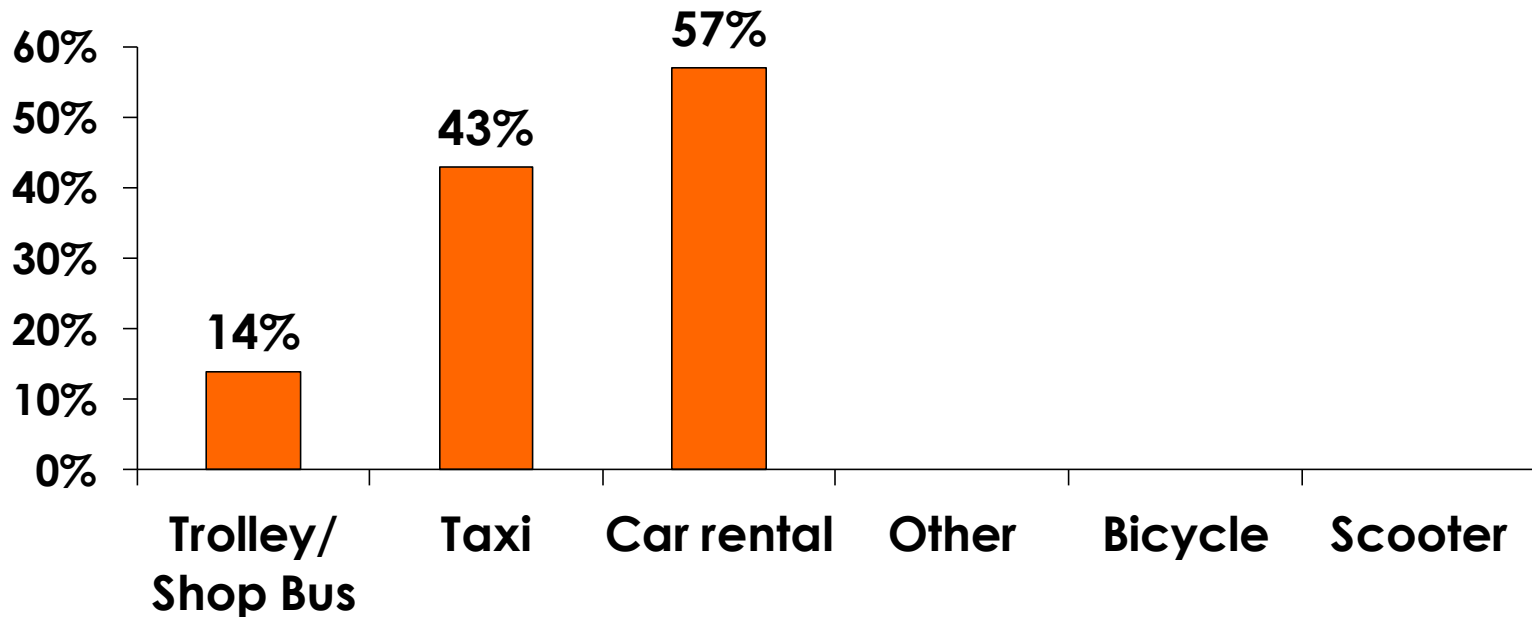
YTD=\$574.71

Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$6.24
Food & beverage in fast food restaurant/convenience store	\$4.65
Food & beverage at restaurants or drinking establishments outside a hotel	\$8.67
Optional tours and activities	\$13.45
Gifts/ souvenirs for yourself/companions	\$89.81
Gifts/ souvenirs for friends/family at home	\$37.92
Local transportation	\$3.73
Other expenses not covered	\$151.97
Average Total	\$316.45

Local Transportation

n= 7



Mean=\$3.73 per travel party

Guam Airport Expenditures

- \$10.54 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$360 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

	MEAN \$
Food & Beverages	\$.97
Gifts/Souvenirs Self	\$4.73
Gifts/Souvenirs Others	\$4.85
Total	\$10.54

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

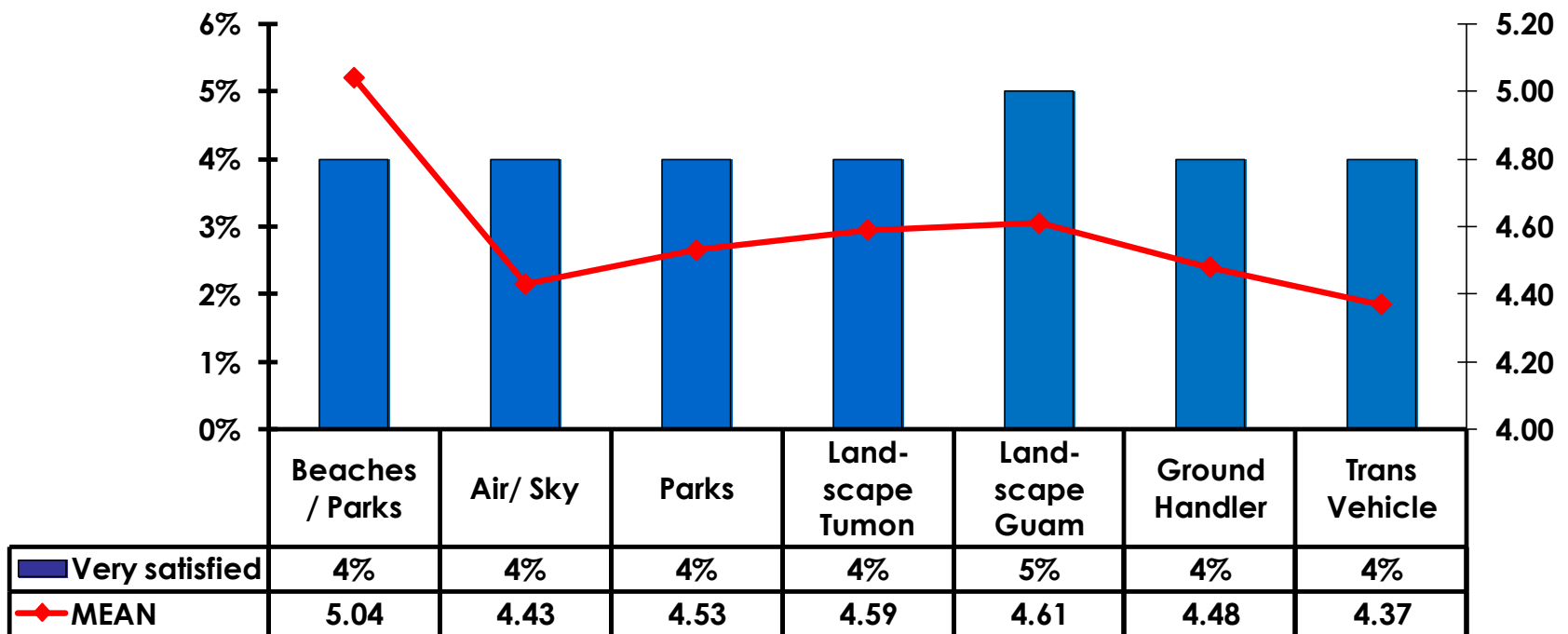
7=Very Satisfied/1=Very Dissatisfied



Satisfaction Quality/ Cleanliness

7pt Rating Scale

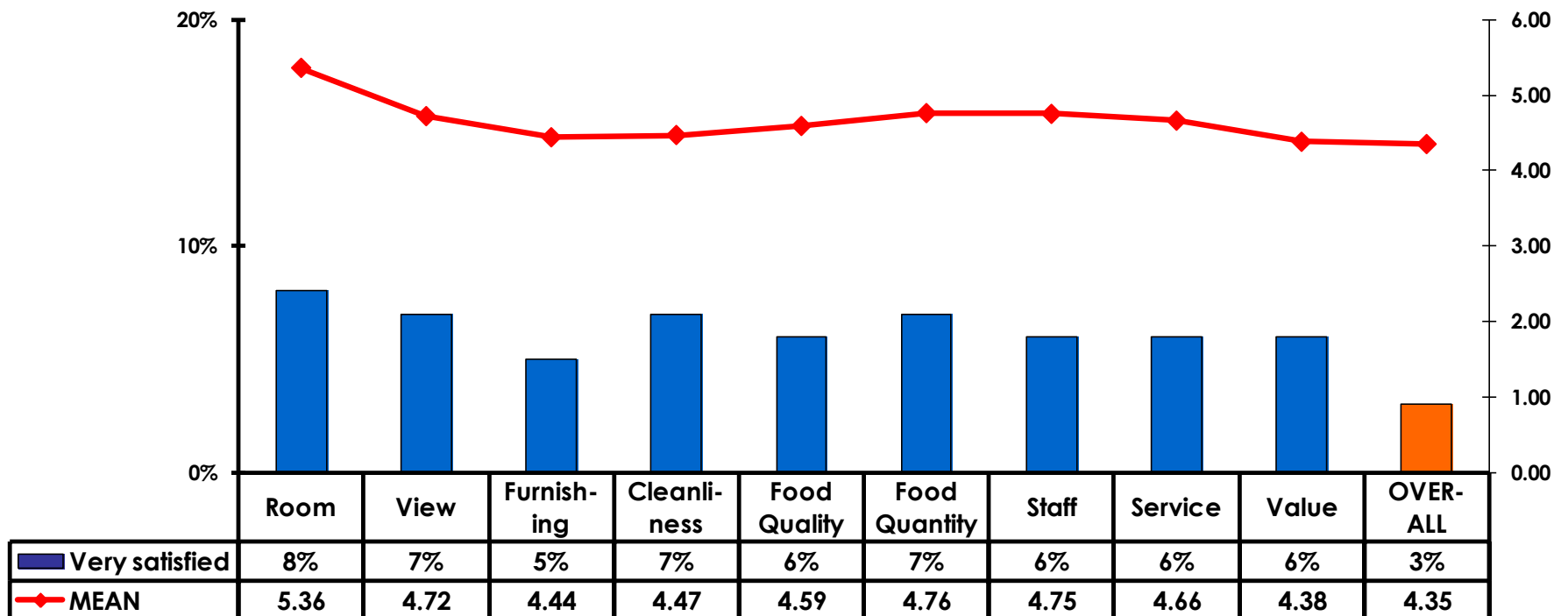
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

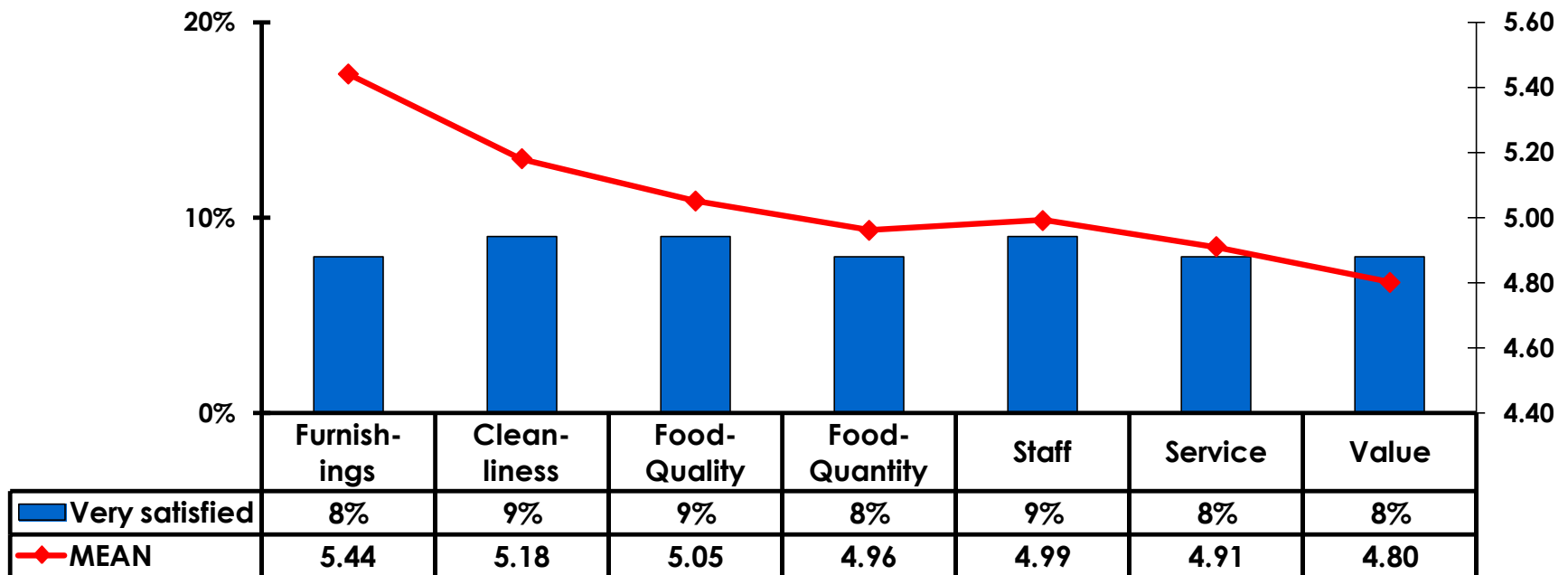
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

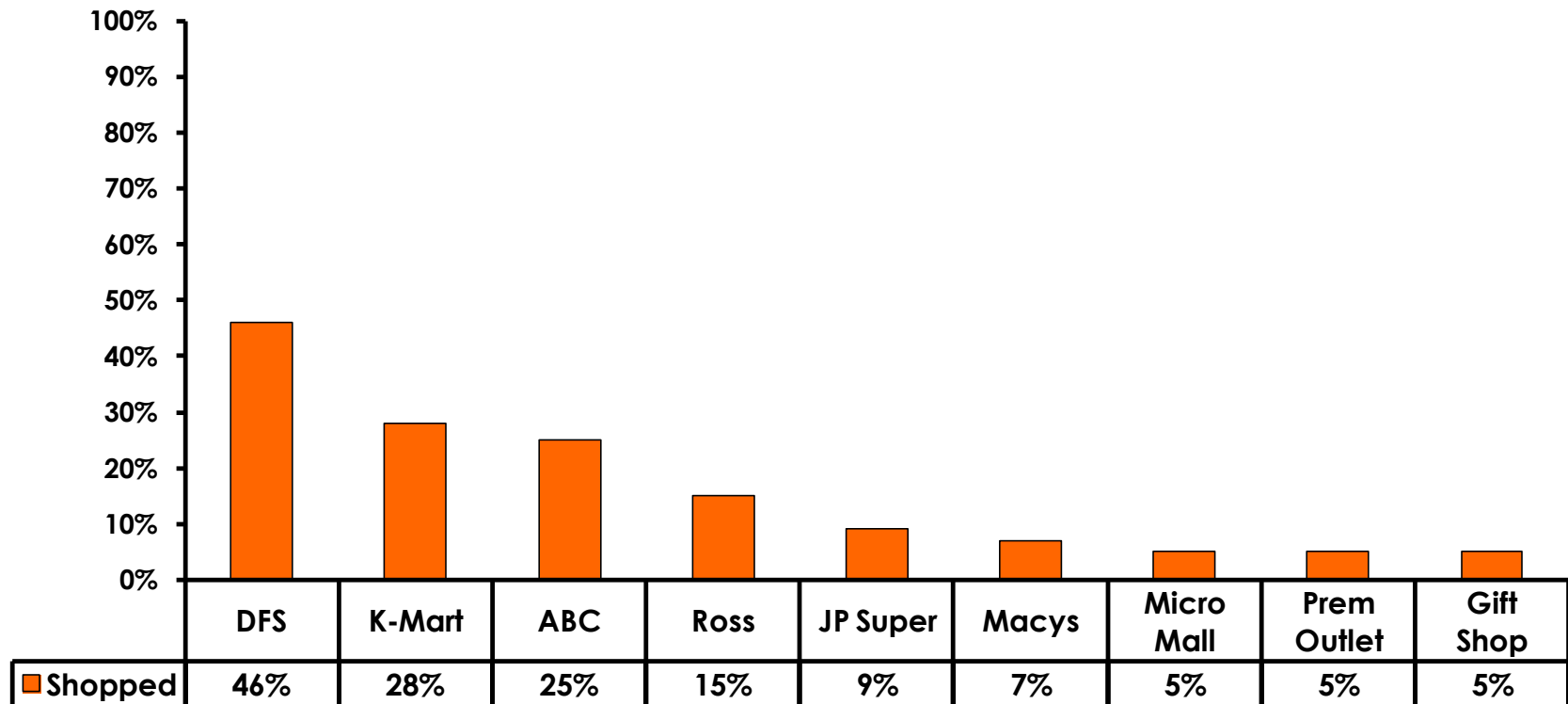
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



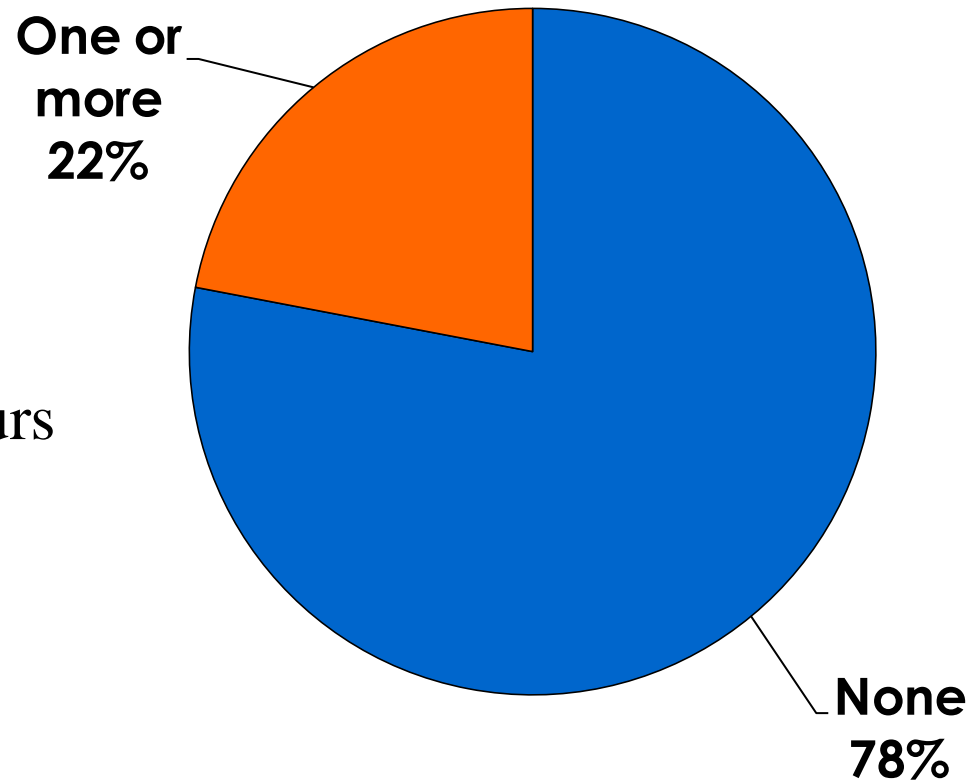
Satisfaction with Shopping

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

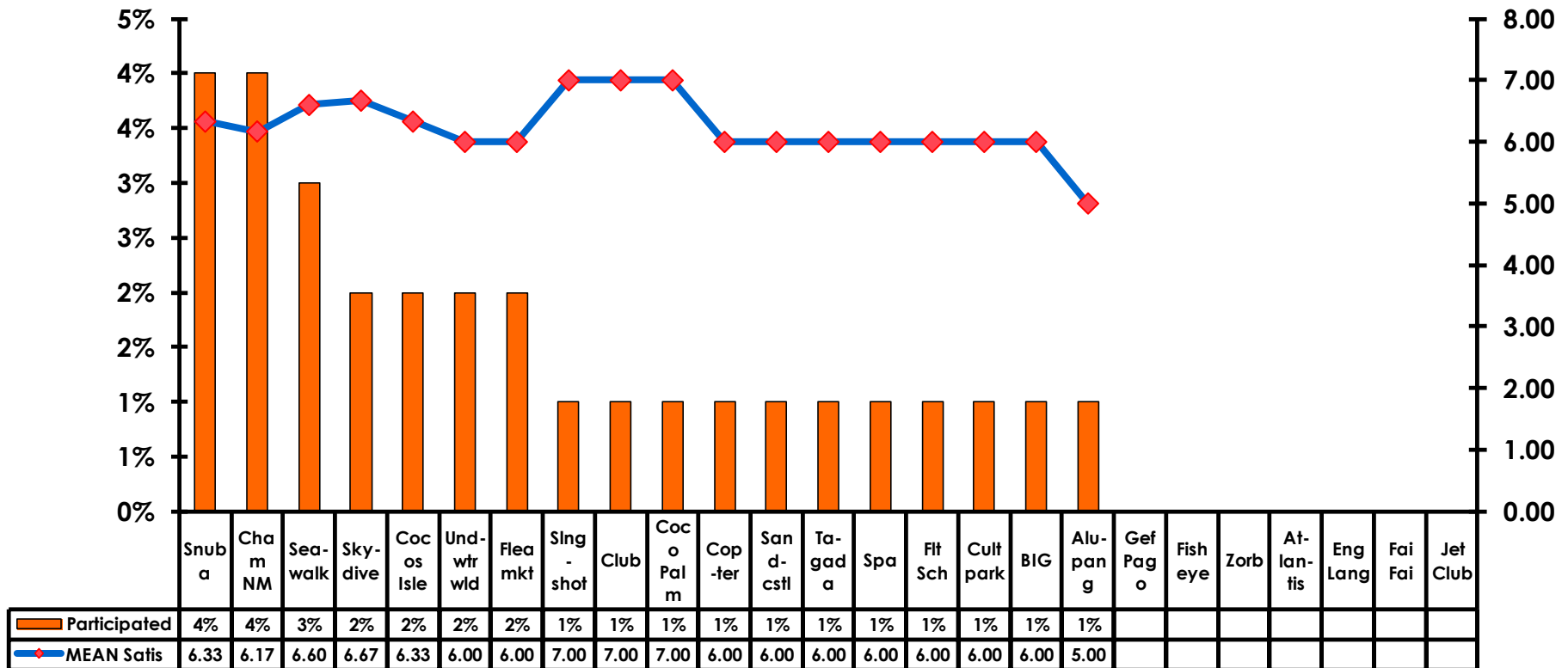
Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 17%	Score of 6 to 7 = 12%
Score of 4 to 5 = 76%	Score of 4 to 5 = 77%
Score 1 to 3 = 8%	Score 1 to 3 = 11%
MEAN = 4.60	MEAN = 4.45

Optional Tour Participation



- Average number of tours participated in is .27

Optional Tours Participation & Satisfaction



Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Day Tour	Variety of Day Tour
Score of 6 to 7 = 6%	Score of 6 to 7 = 9%
Score of 4 to 5 = 72%	Score of 4 to 5 = 72%
Score 1 to 3 = 22%	Score 1 to 3 = 19%
MEAN = 4.11	MEAN = 4.27

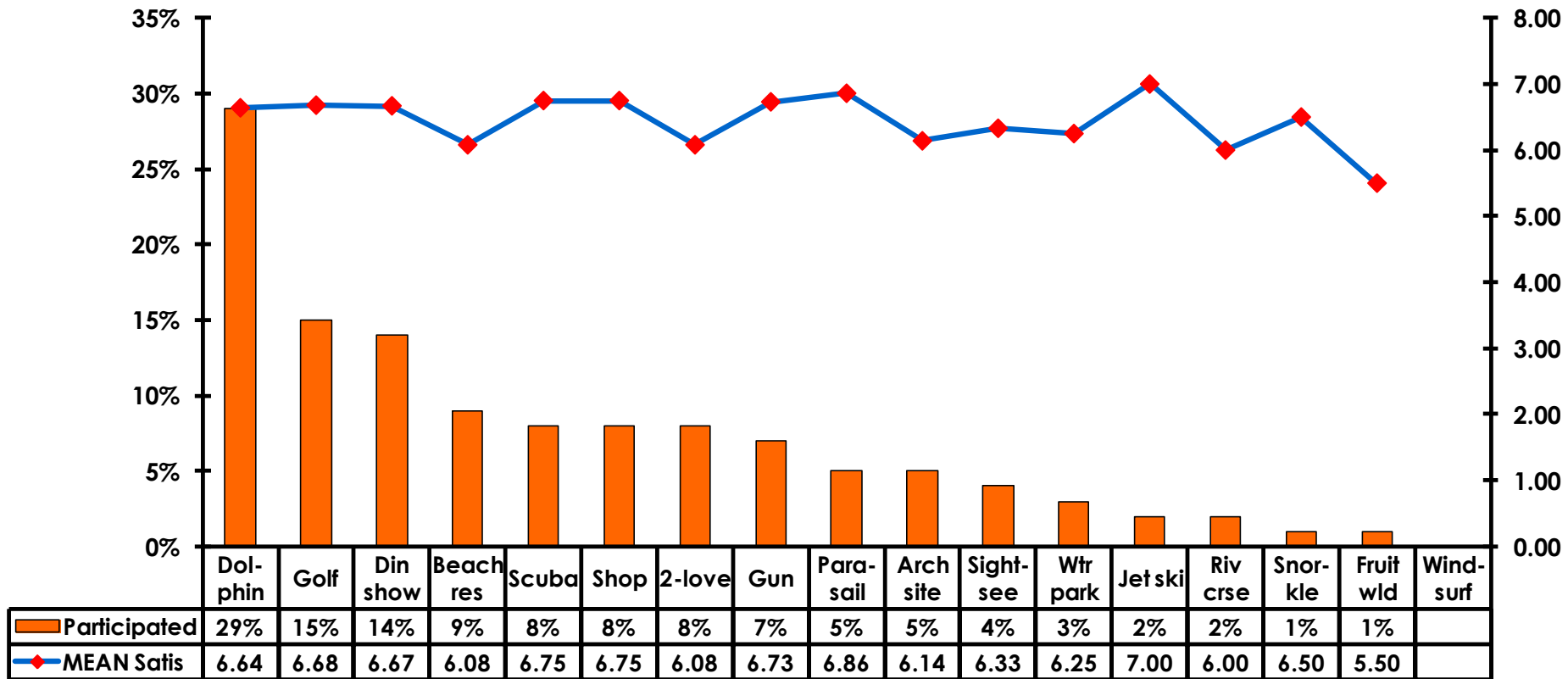
Night Tours Satisfaction

7pt Rating Scale

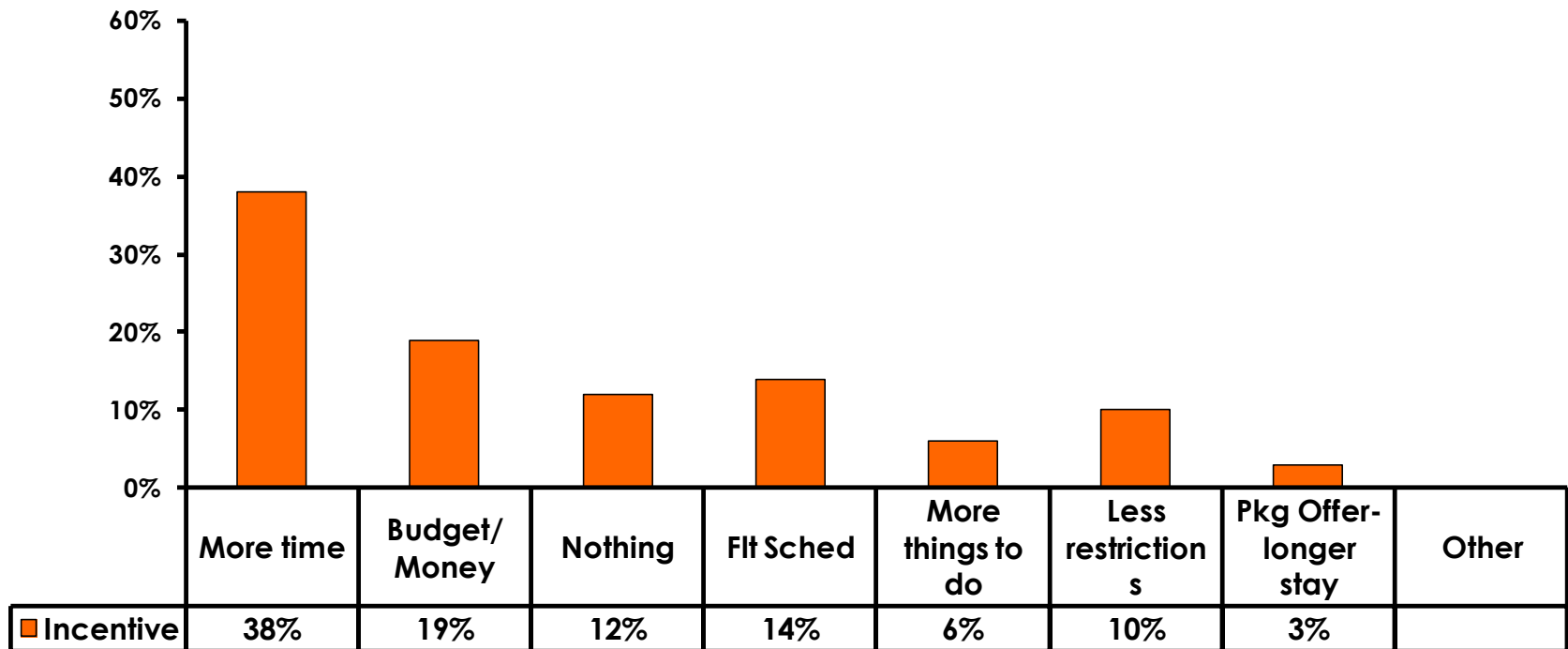
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 17%	Score of 6 to 7 = 14%
Score of 4 to 5 = 74%	Score of 4 to 5 = 79%
Score 1 to 3 = 10%	Score 1 to 3 = 7%
MEAN = 4.58	MEAN = 4.65

Satisfaction with Other Activities



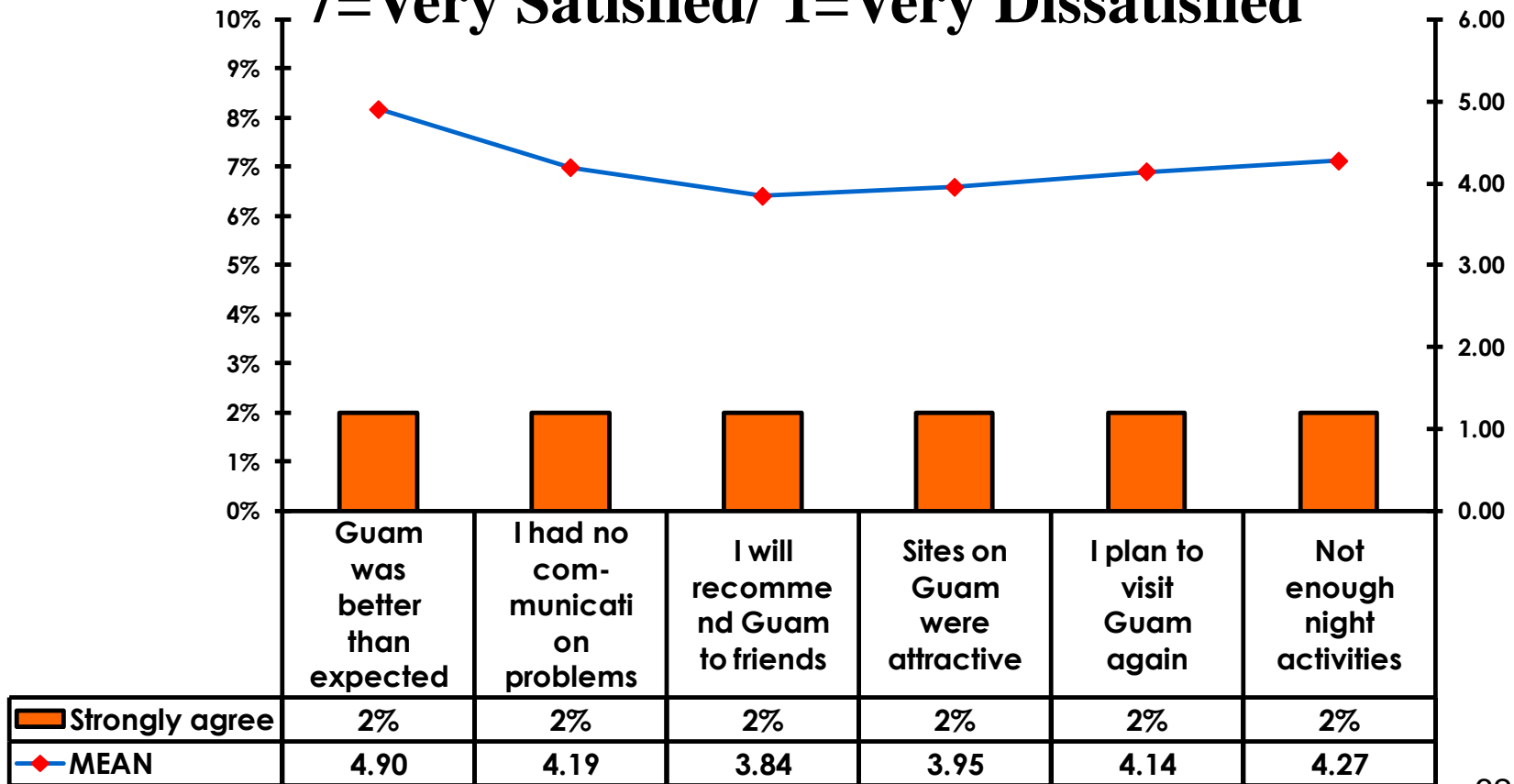
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

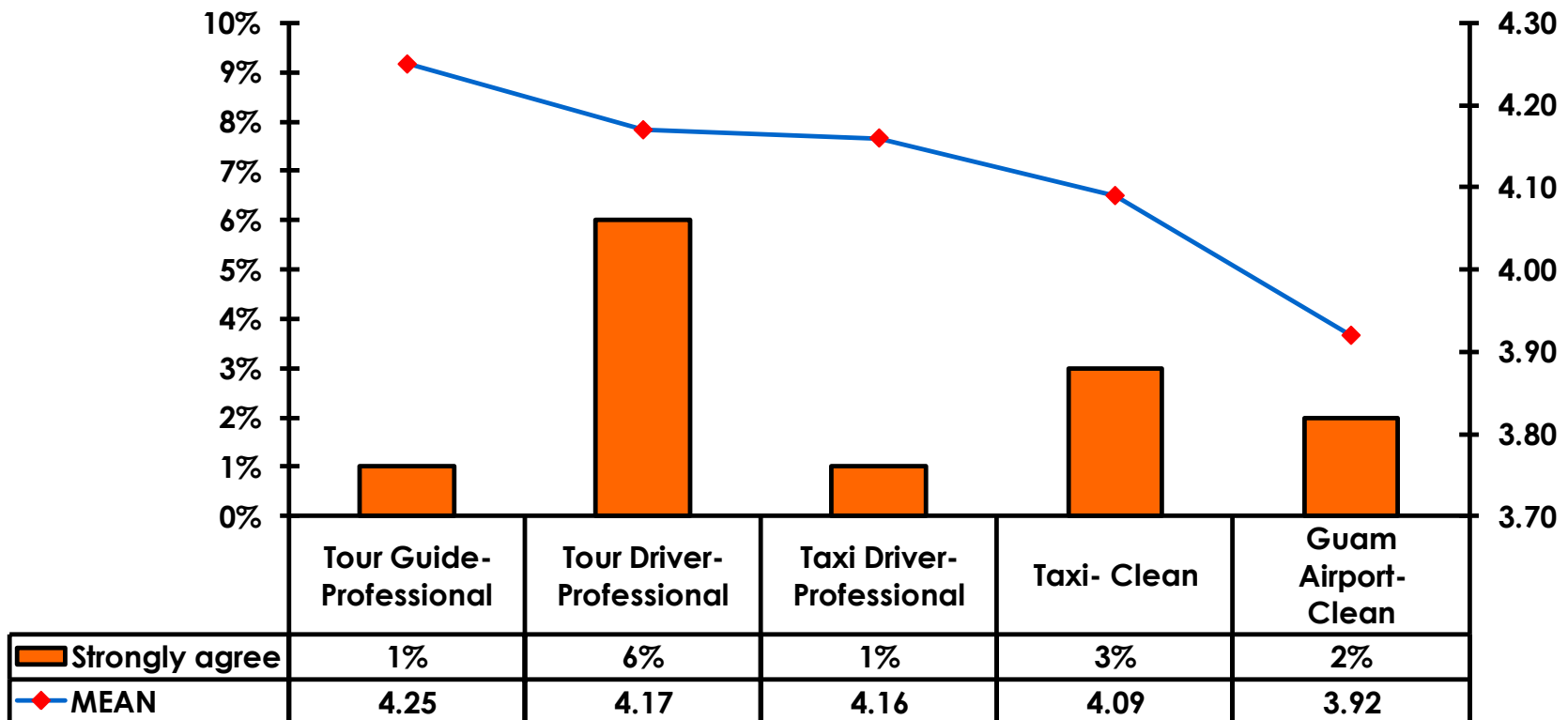
7=Very Satisfied/ 1=Very Dissatisfied



On-Island Perceptions

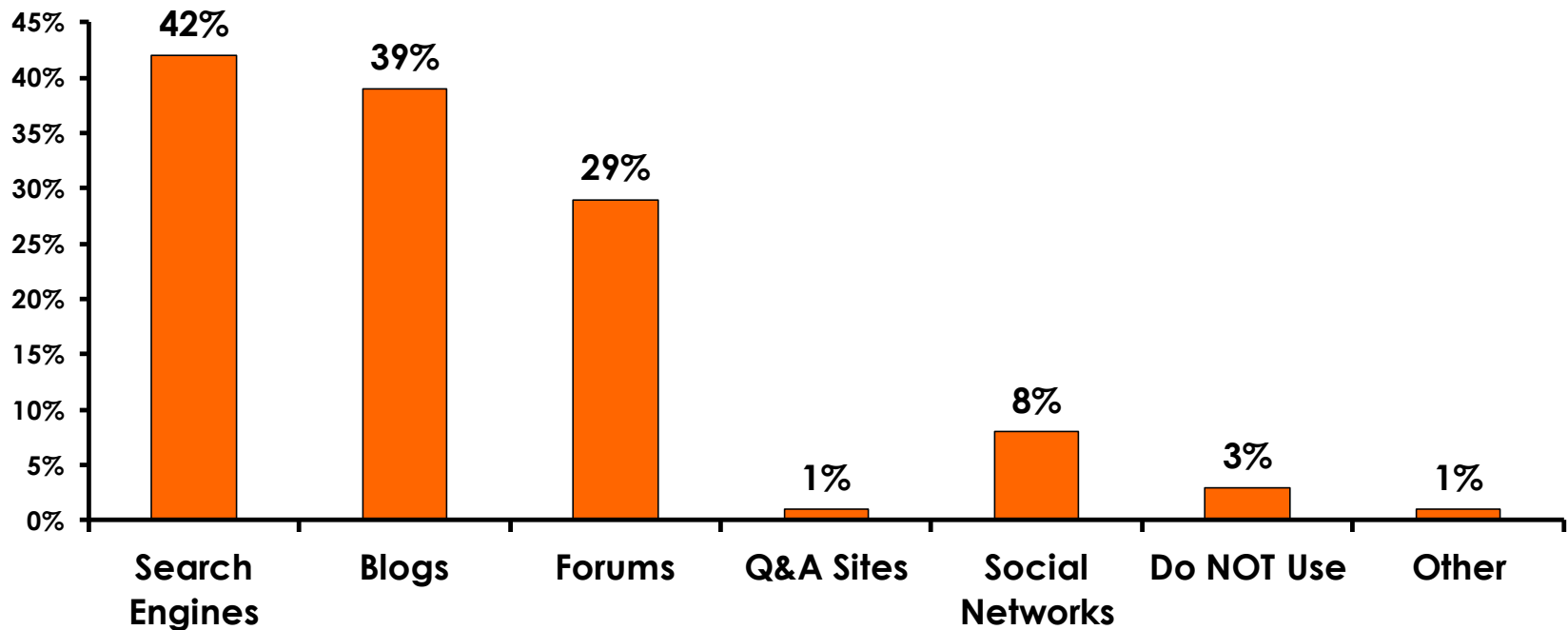
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



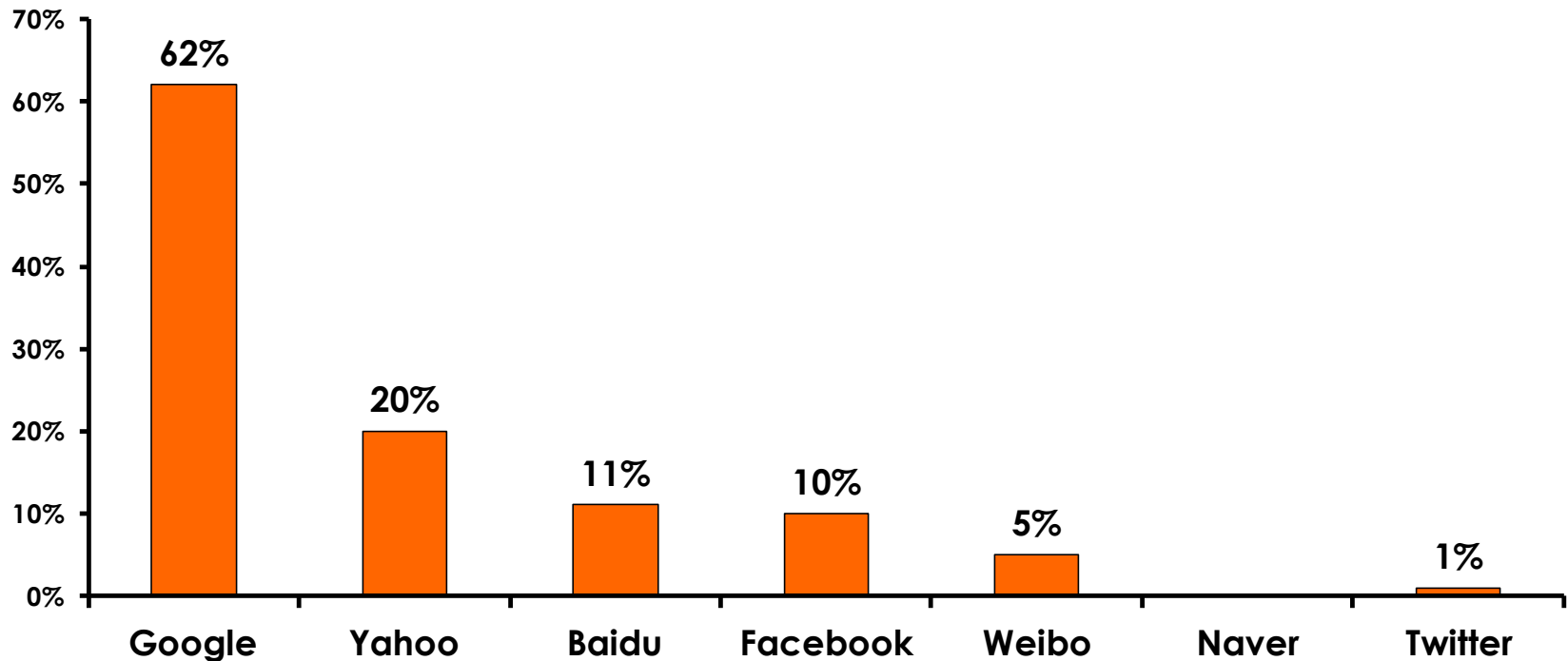
SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

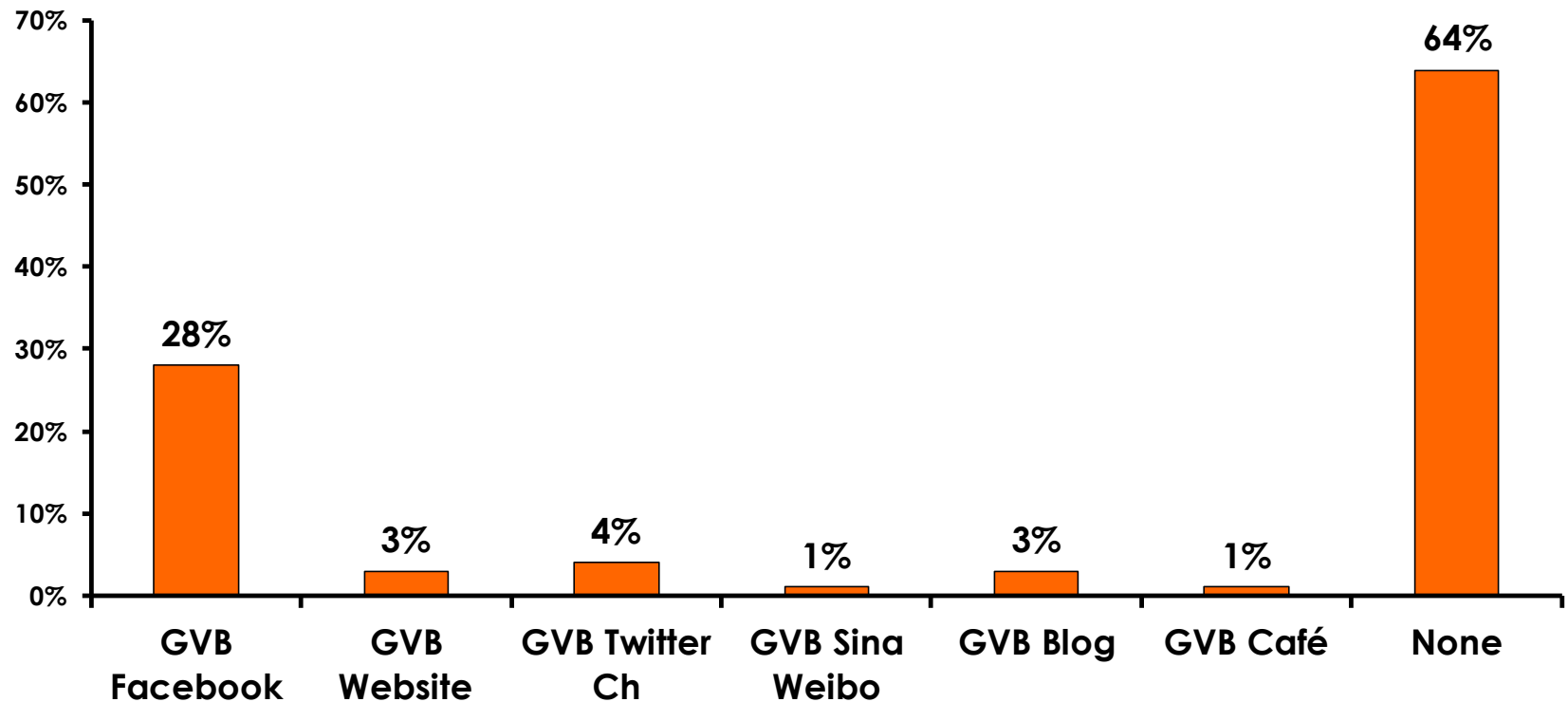


Internet- Things To Do

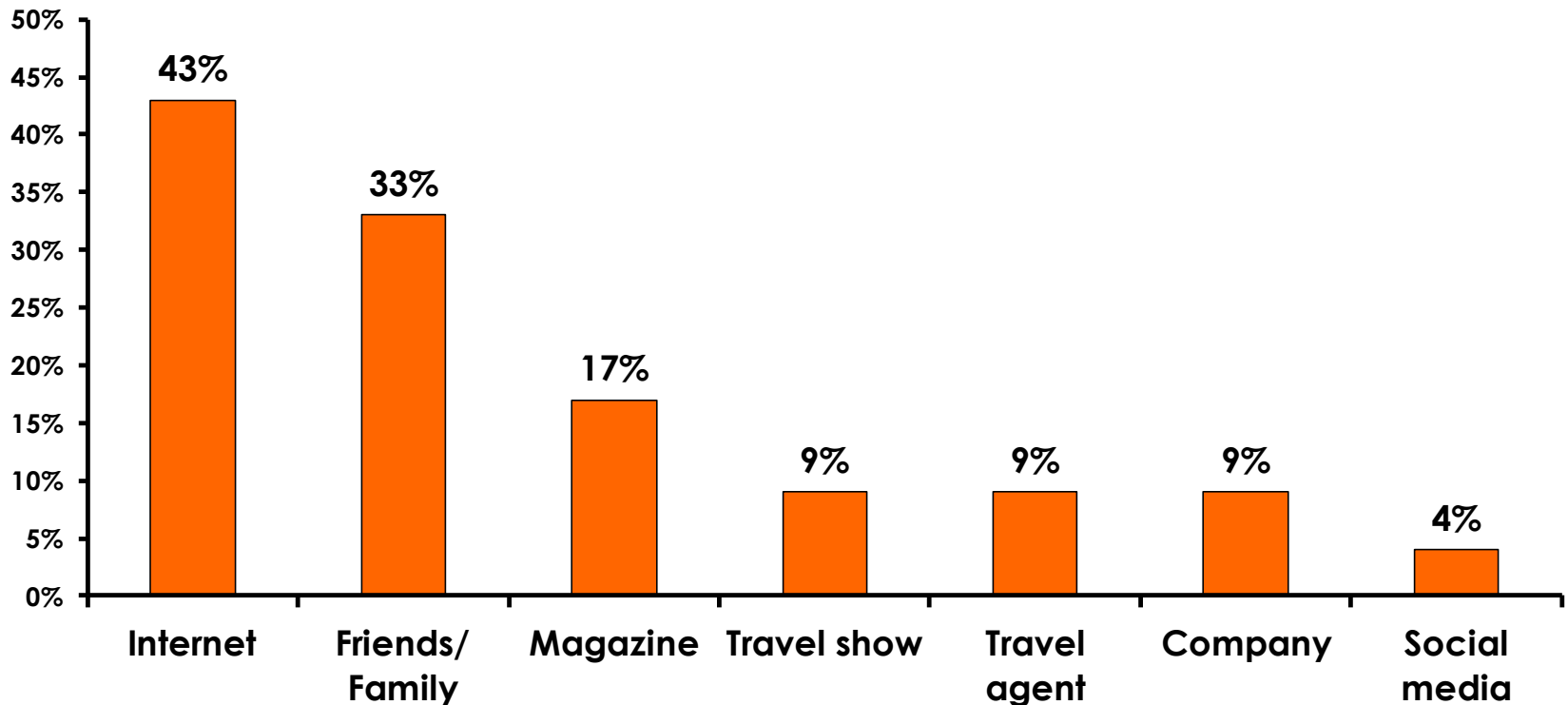
Sources of Info



Internet- GVB Sources

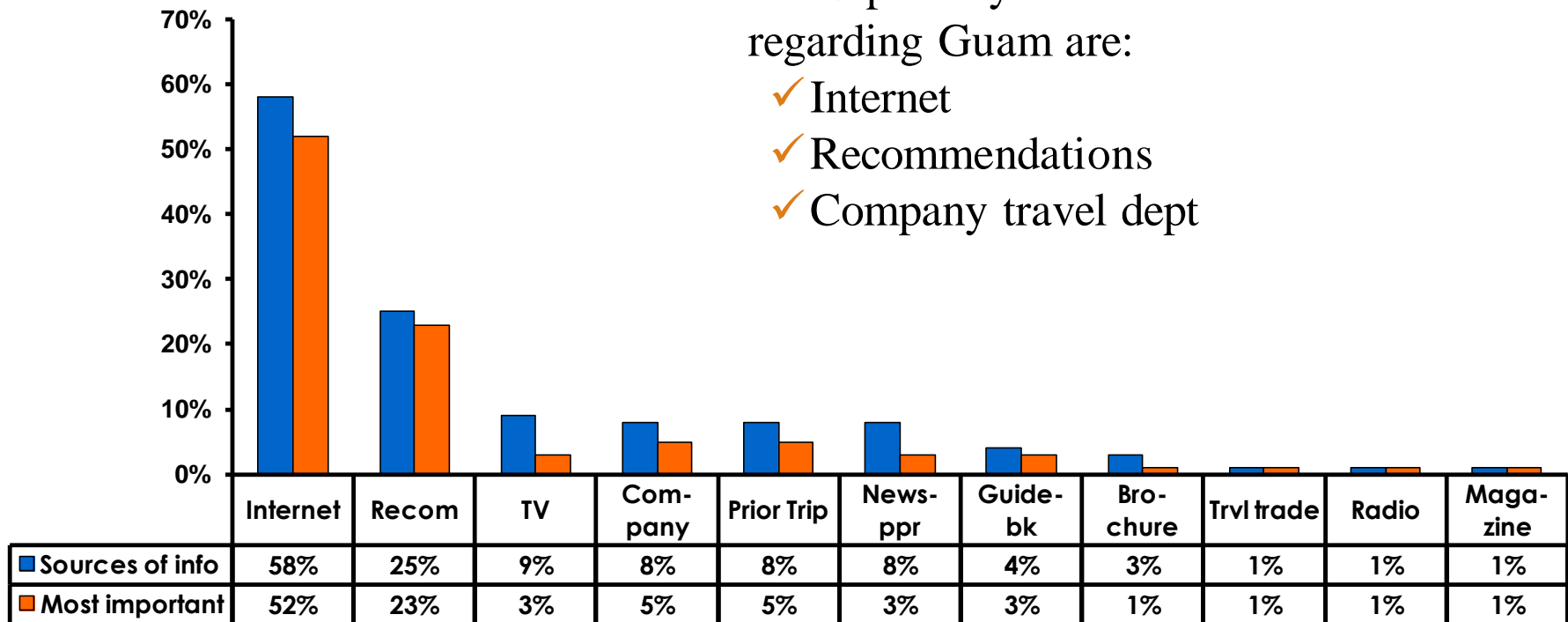


Travel Motivation- Info Sources



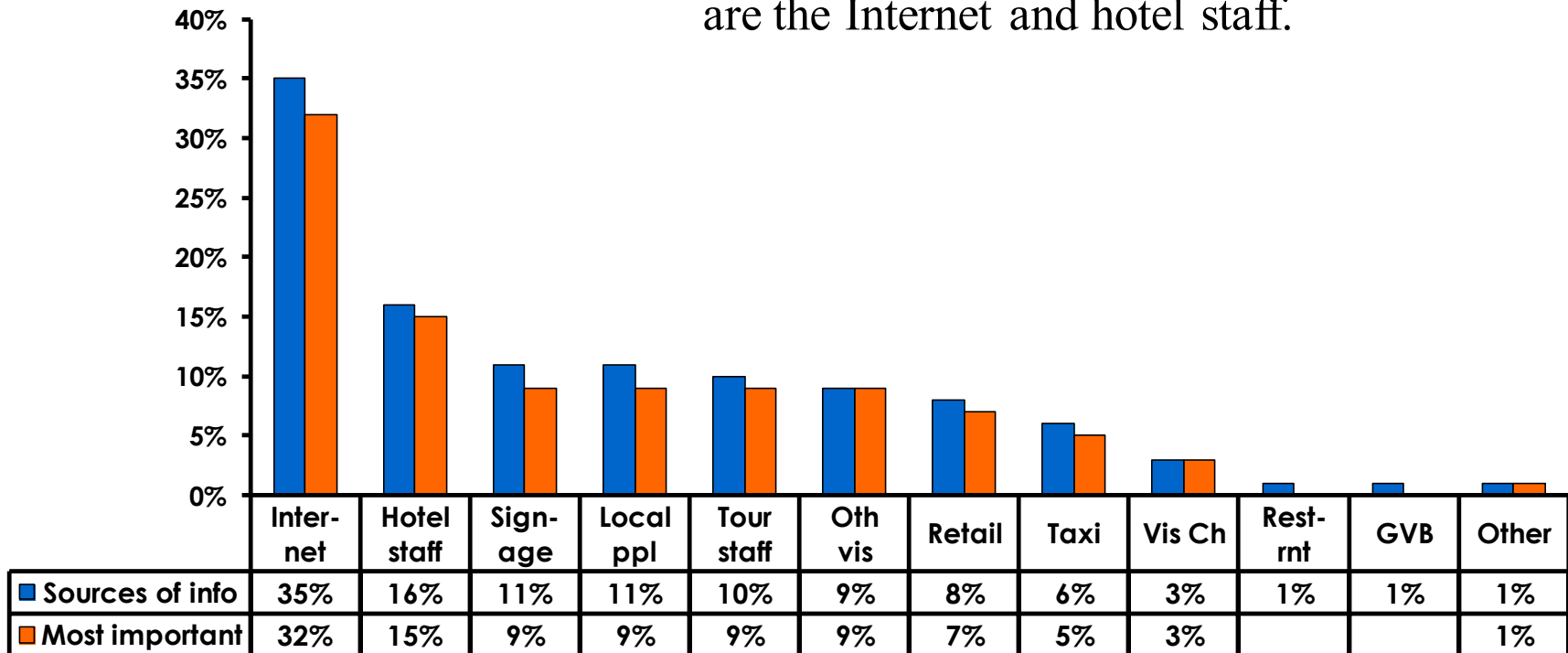
Sources of Information Pre-arrival

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



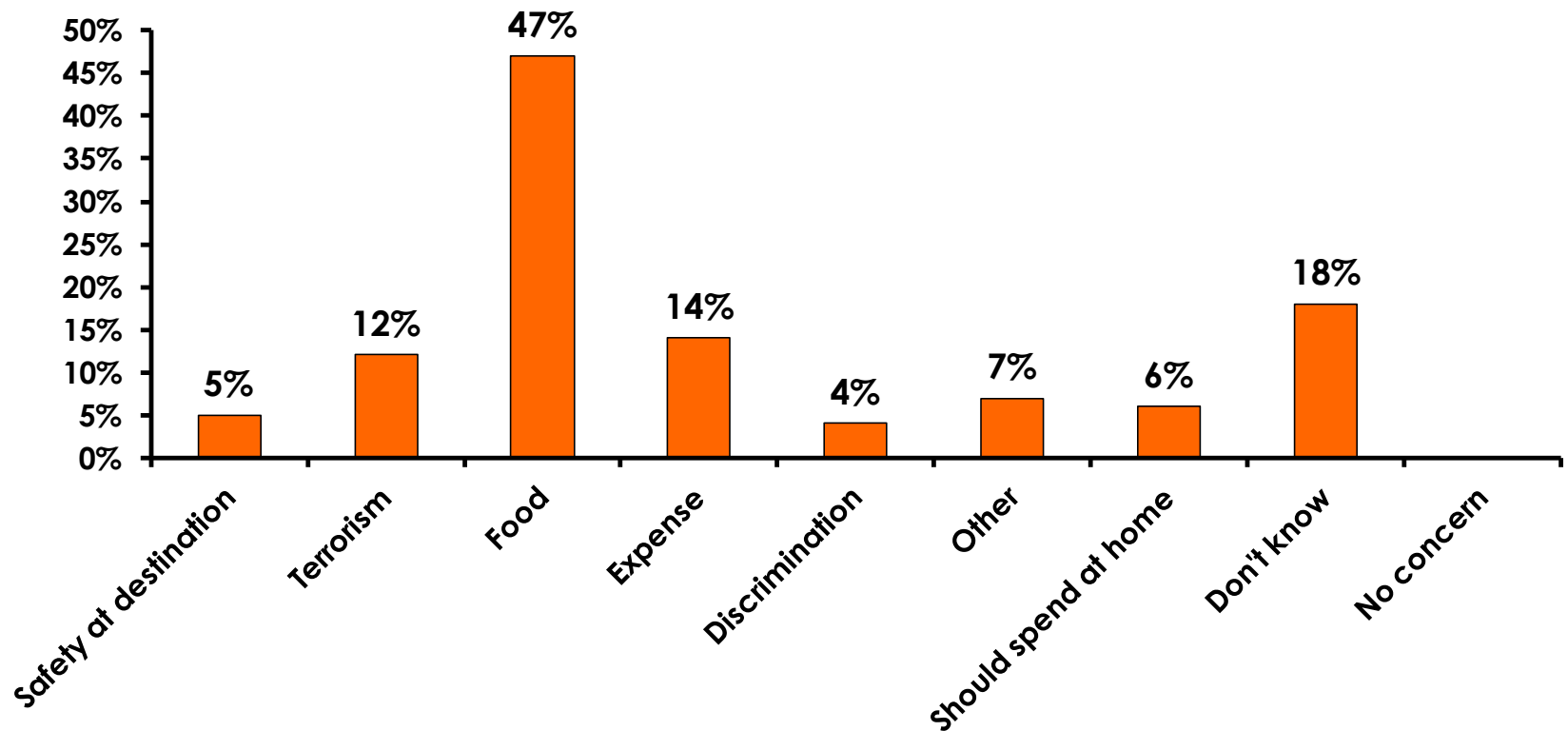
Sources of Information Post-arrival

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



SECTION 6 **OTHER ISSUES**

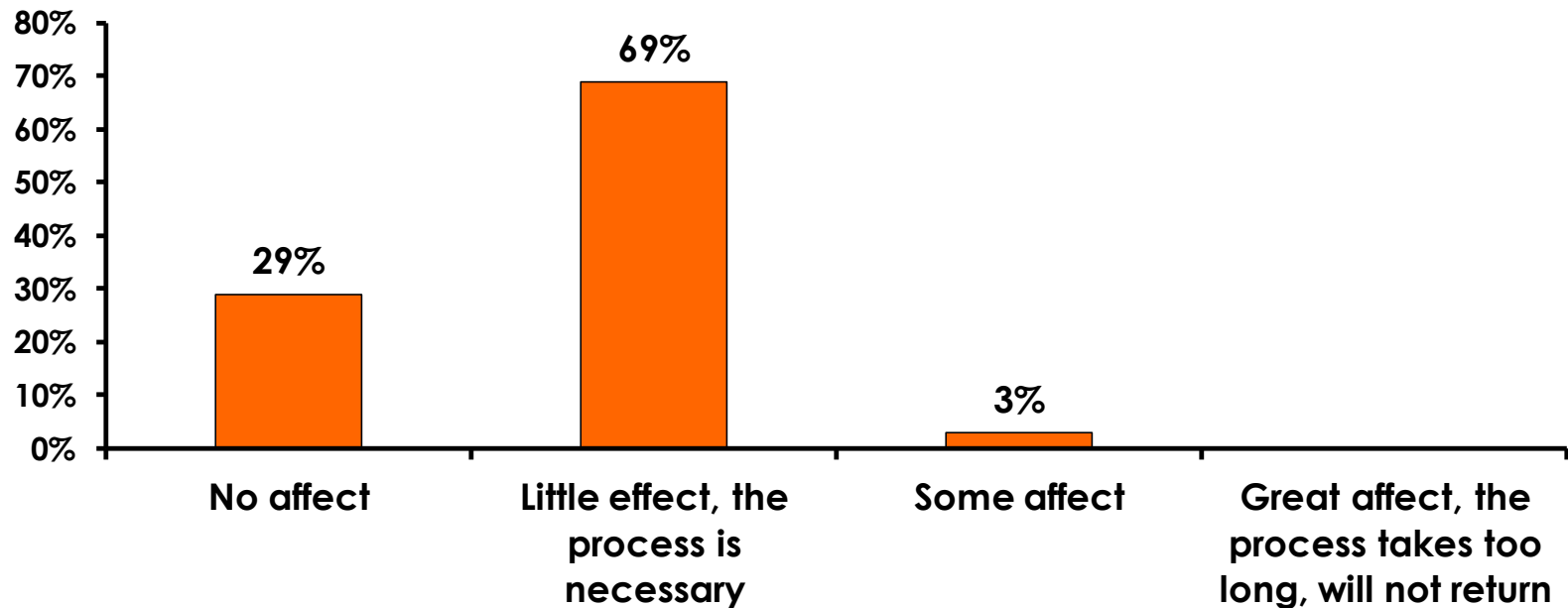
Concerns about travel outside of Hong Kong - Overall



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	47%		43%	59%	50%		50%	55%	47%	70%	75%		
	Don't know	18%	33%	22%	10%	25%			36%	19%	10%	25%		
	Expense	14%		15%	12%			100%		14%	7%	25%		
	Terrorism	12%	33%	10%	14%	25%		25%	9%	5%	17%			
	Other	7%	33%	7%	4%				18%	9%	3%			
	Should spend at home	6%		6%	6%					12%				
	Safety	5%		6%	6%		100%	75%	9%		3%			
	Discrimination against Chinese	4%		3%	4%	25%				2%				
	Total	Count	146	3	86	49	4	1	4	11	43	30	4	

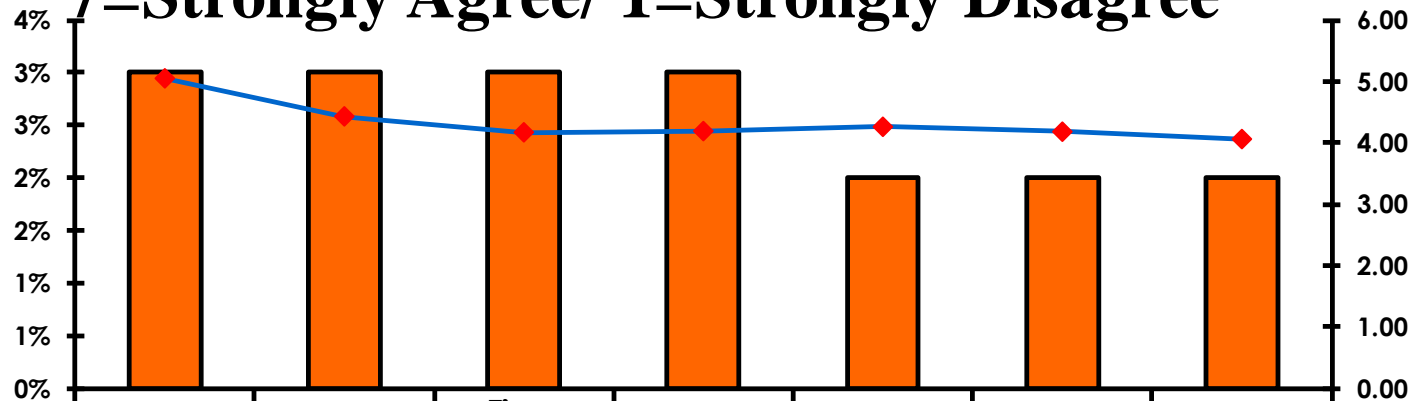
Security Screening/ Immigration Process at Guam International Airport





Airport Screening

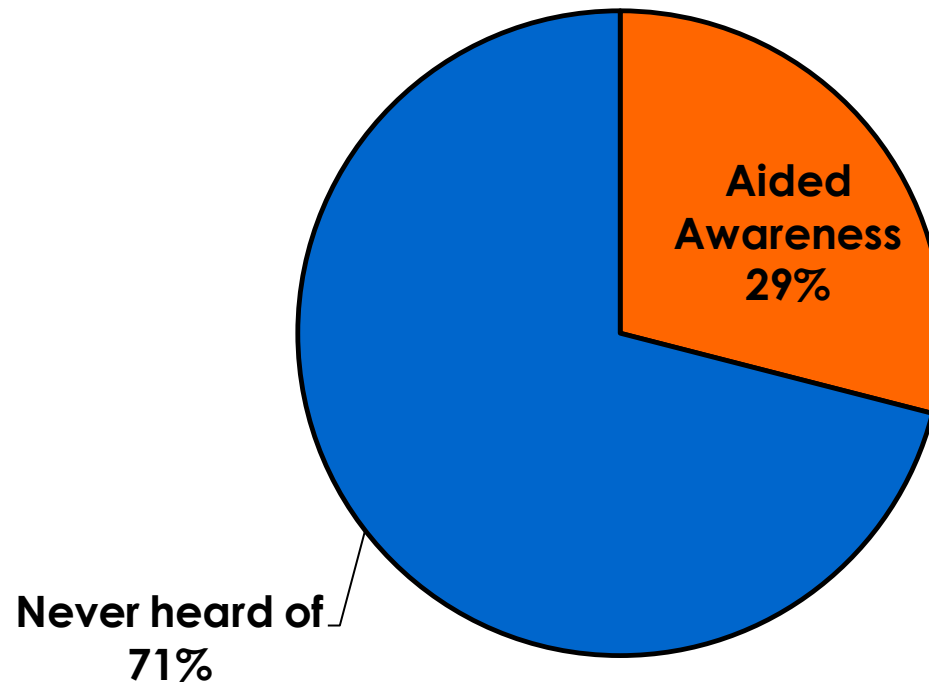
7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



 Strongly agree	3%	3%	3%	3%	2%	2%	2%
 MEAN	5.05	4.43	4.17	4.19	4.26	4.18	4.06

Shop Guam Festival



Shop Guam Festival - Impact

n=41

