



# *Guam Visitors Bureau*

## Hong Kong Visitor Tracker Exit Profile & Market Segmentation Report

FY2019 - QTR.2 (JAN-MAR 2019)

[ANTHOLOGY®]  
RESEARCH



# Background and Methodology

- All surveys were partially interviewer administered. Upon completion of the surveys, Anthology's professional Hong Kong speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent was present.
- A total of 107 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 107 is +/- 9.4 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 +/- 9.4 percentage points.

# Objectives

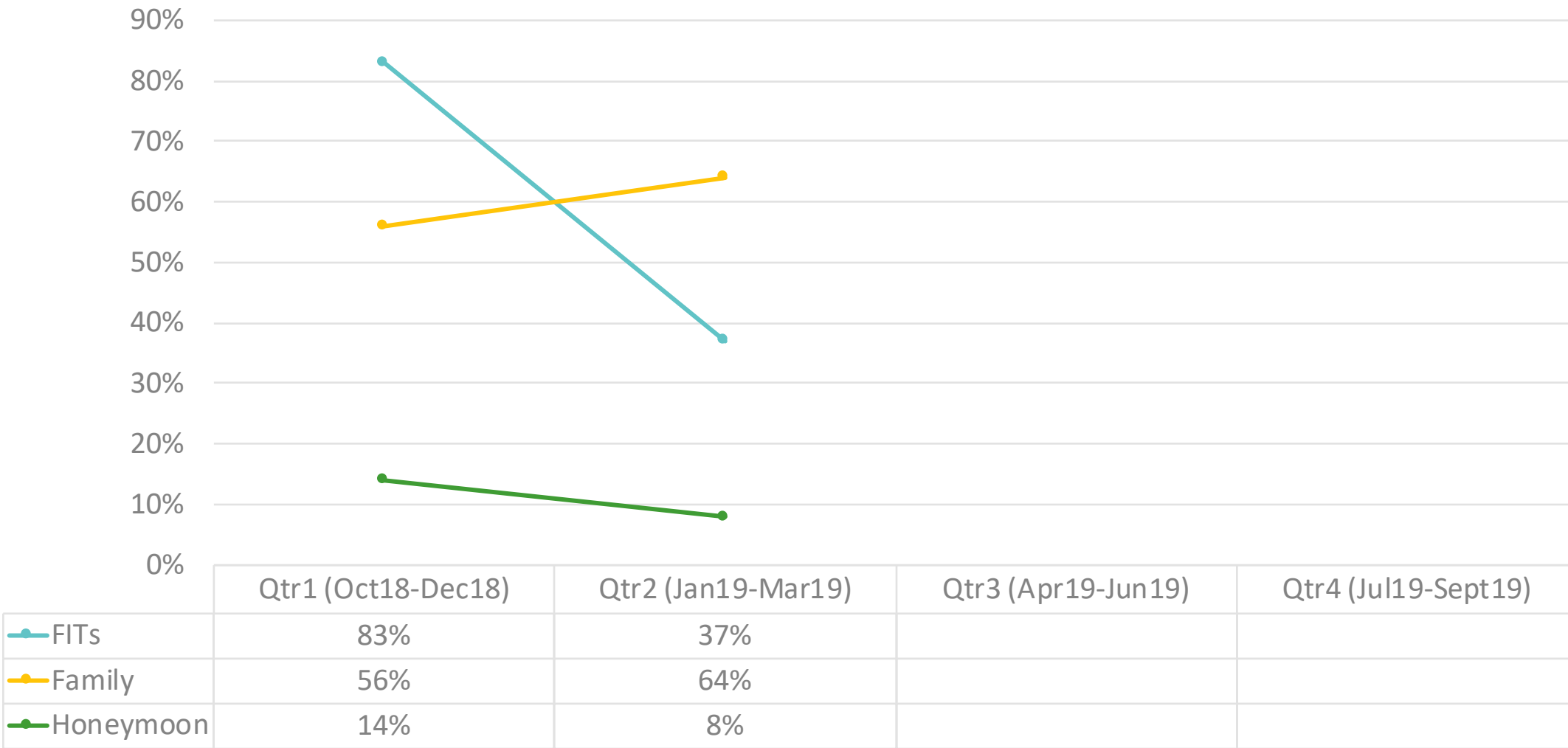
- To monitor the effectiveness of the Hong Kong seasonal campaigns in attracting Hong Kong visitors, refresh certain baseline data, to better understand the nature and economic value or impact of each of the targeted segments in the Hong Kong marketing plan.
- Identify significant determinants of visitor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

# Key Highlighted Segments

- The specific objectives were:
  - To determine the relative size and expenditure behavior of the following market segments:
    - FITs (Q12 Not on Organized Group Tour & Q14 Direct booking w/ airline, hotel)
    - Honeymoon (Q8)
    - Family (Q11)
  - To identify the most significant factors affecting overall visitor satisfaction.
  - To identify (for all visitors from Hong Kong) the most important determinants of on-island spending.



# Key Highlighted Segments

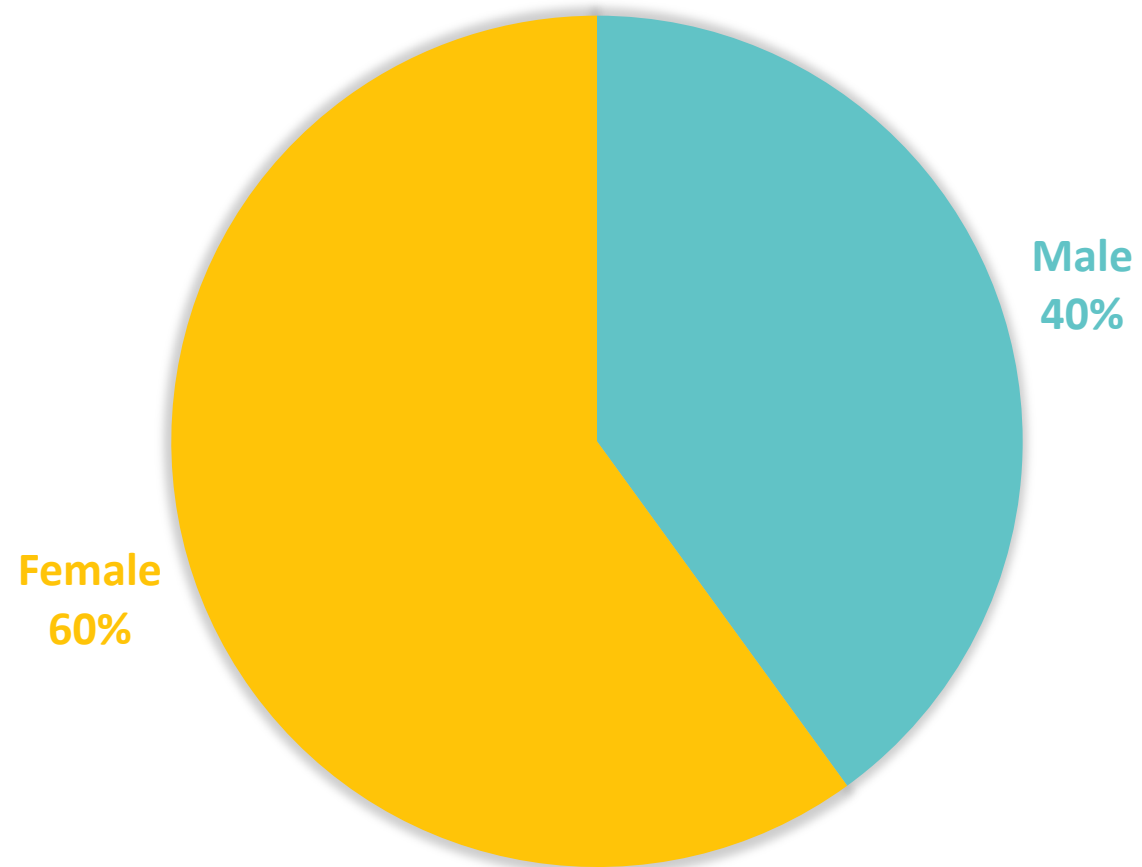




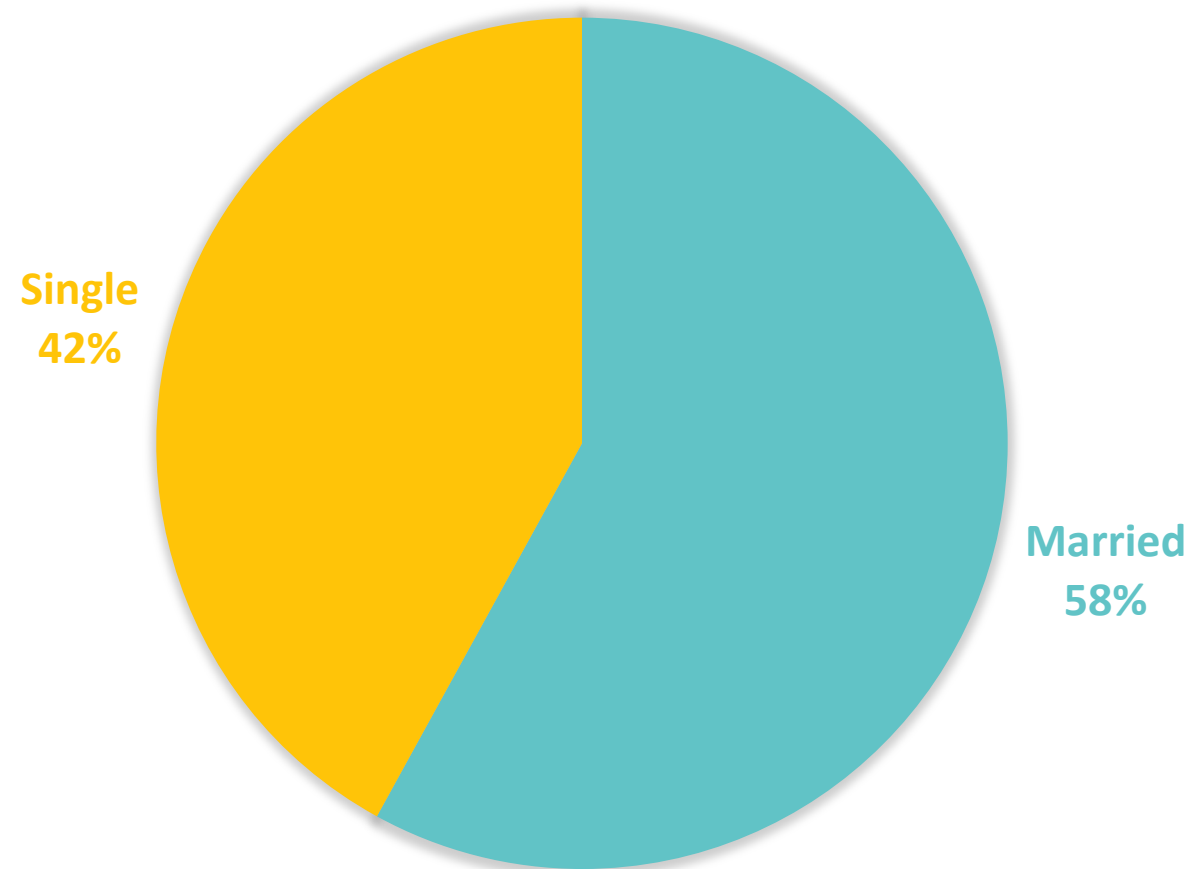
SECTION 1

# PROFILE OF RESPONDENTS

# GENDER

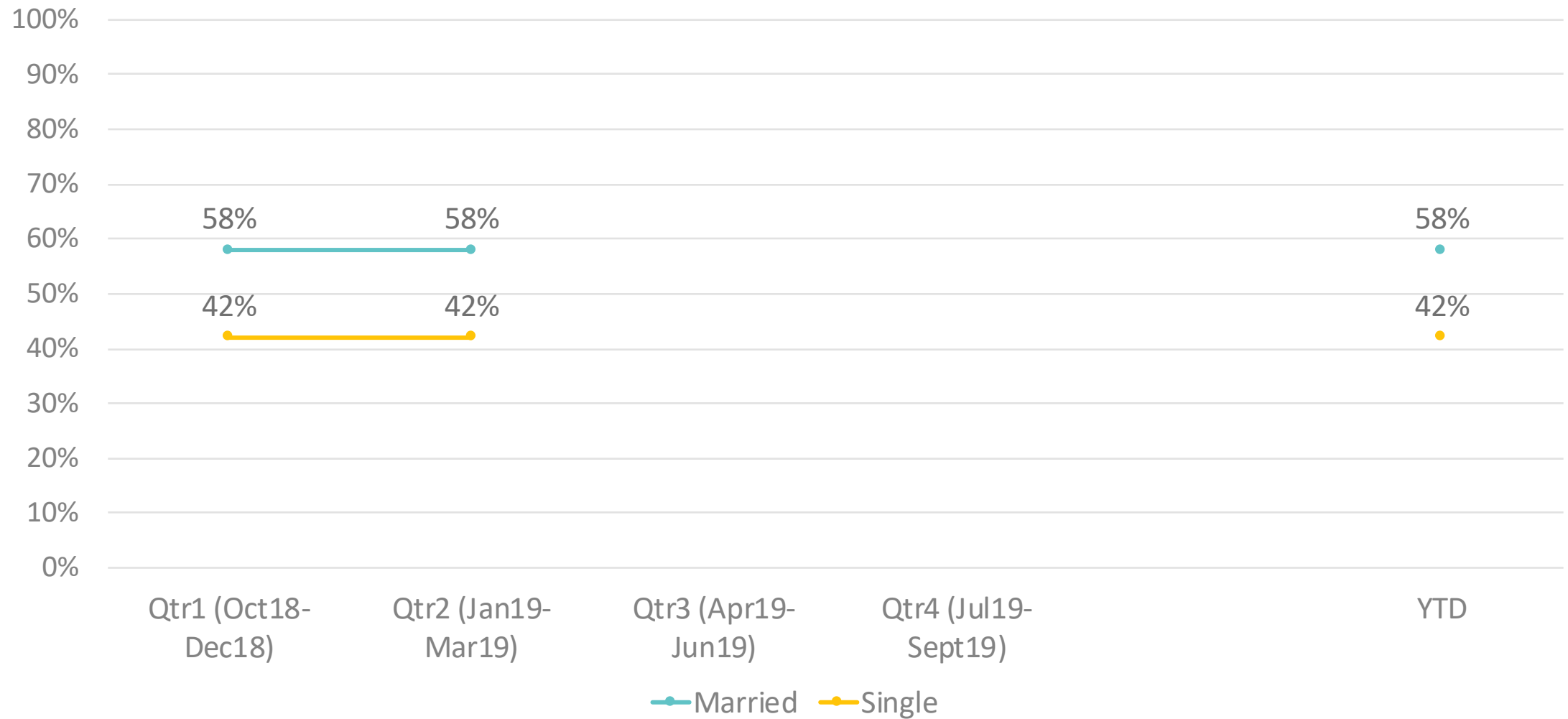


# MARITAL STATUS





# MARITAL STATUS – TRACKING



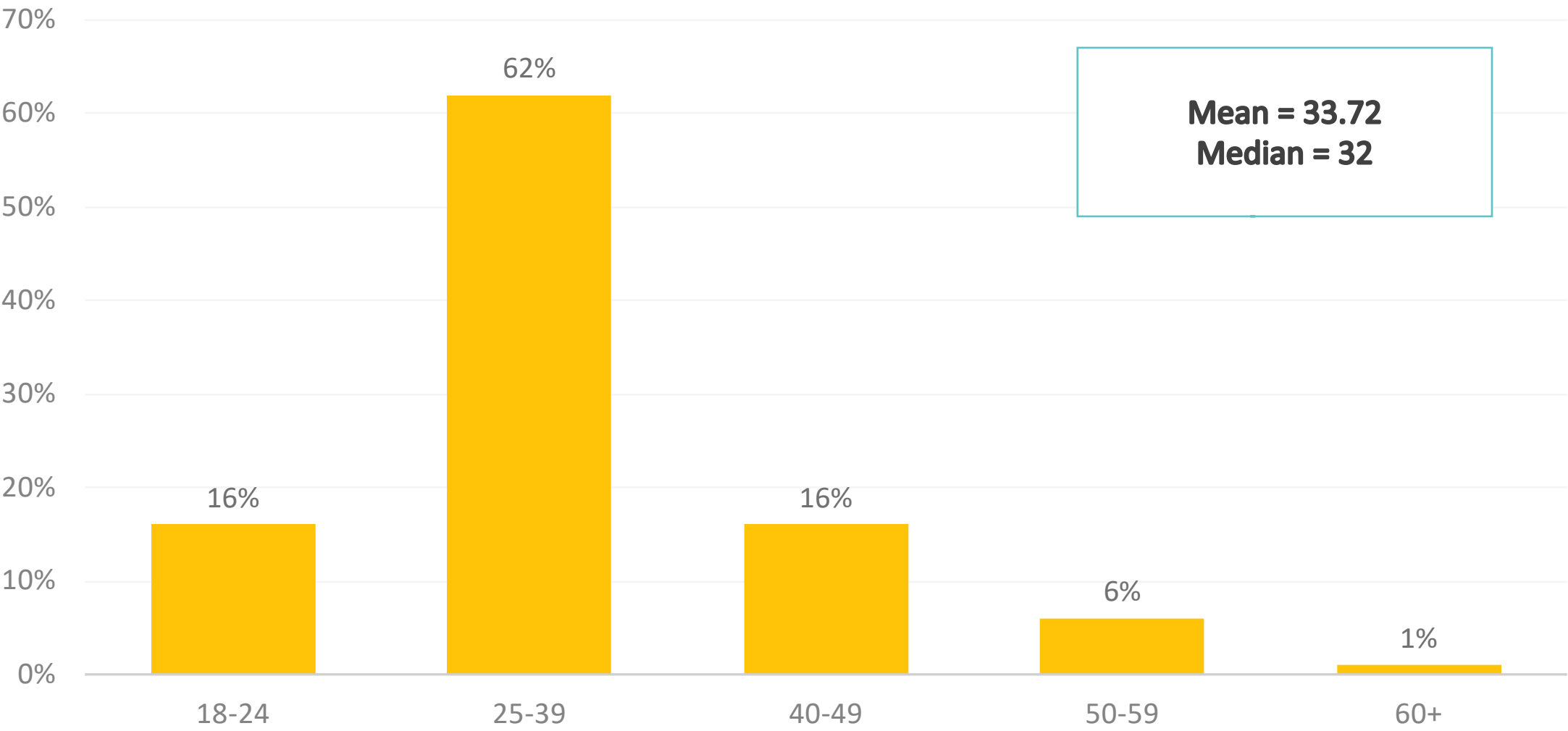
# MARITAL STATUS – SEGMENTATION

**GVB VISITOR SATISFACTION STUDY**  
**QE Are you married or single?**

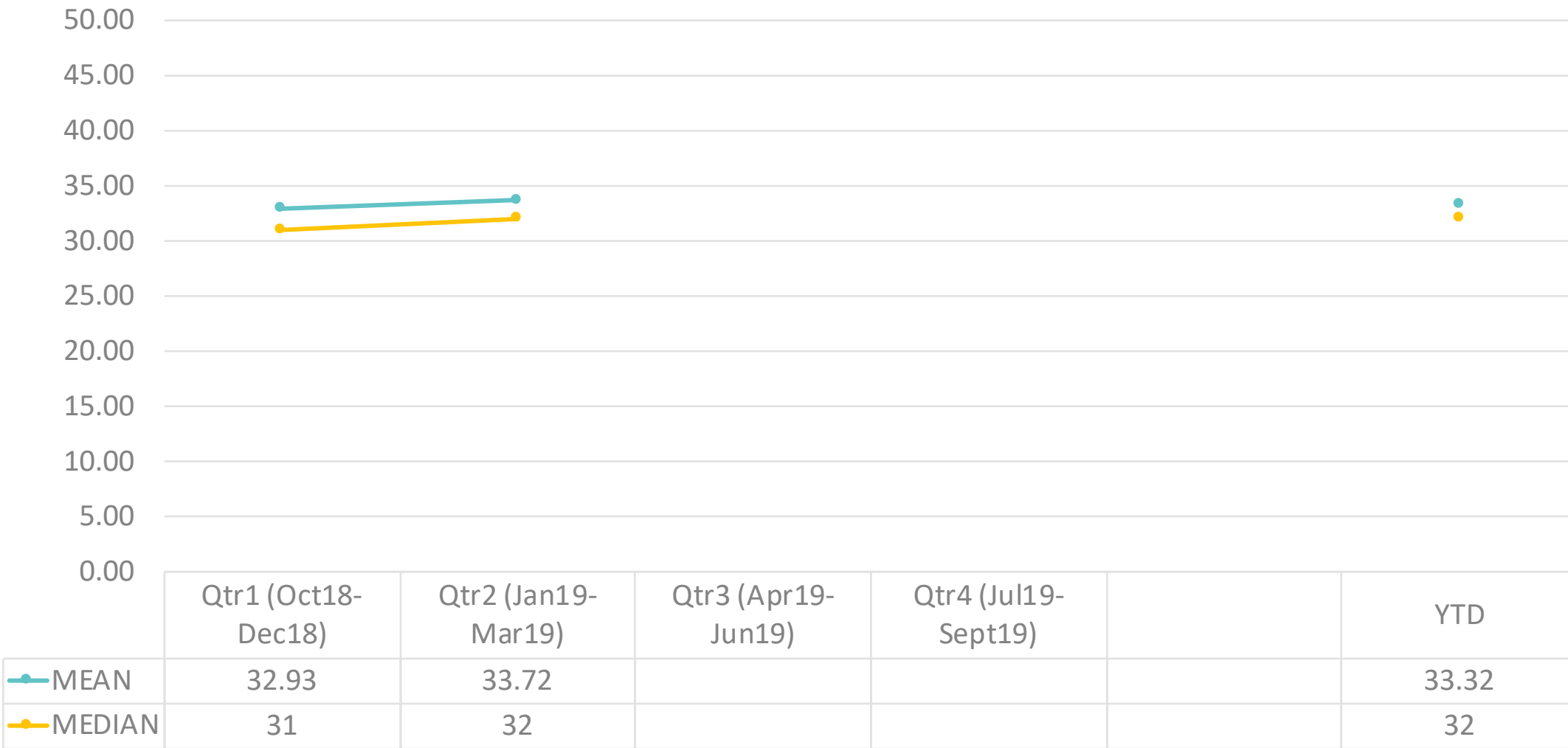
		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
QE	Married	58%	53%	75%	100%
	Single	42%	48%	25%	
	Total	107	40	68	9

\*Prepared by Anthology Research\*

# AGE



# AGE – TRACKING





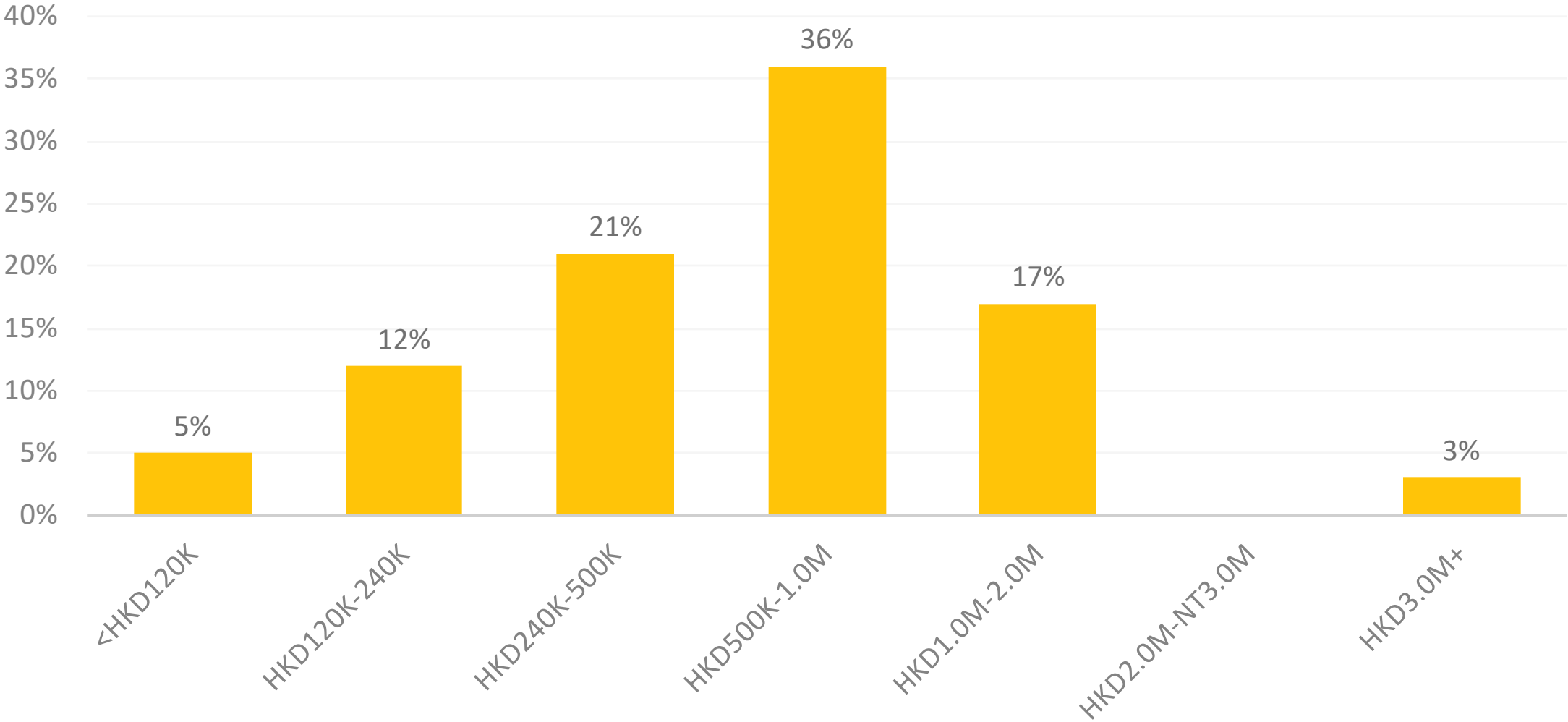
# AGE – SEGMENTATION

**GVB VISITOR SATISFACTION STUDY**  
**QF What was your age on your last birthday?**

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
QF	18-24	16%	15%	16%	22%
	25-39	62%	65%	59%	78%
	40-49	16%	15%	16%	
	50-59	6%	5%	7%	
	60+	1%		1%	
	Total	107	40	68	9
QF	Mean	33.72	33.27	34.06	28.67
	Median	32	33	32	30

\*Prepared by Anthology Research\*

# HOUSEHOLD INCOME



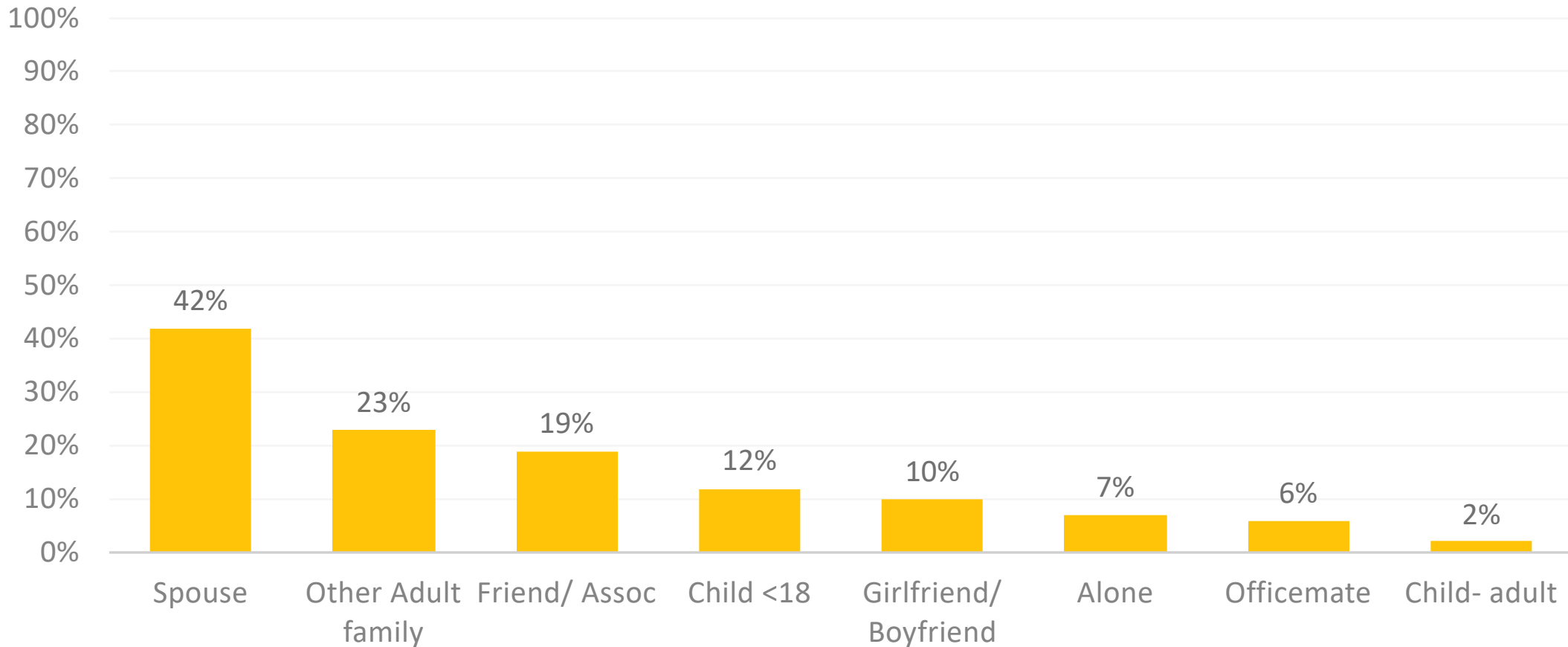
# HOUSEHOLD INCOME – SEGMENTATION

**GVB VISITOR SATISFACTION STUDY**  
**D2 What is your approximate annual household income, before taxes?**

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
D2	< HKD120K	5%	3%	3%	
	HKD120K-240K	12%	8%	13%	33%
	HKD240K-500K	21%	18%	16%	22%
	HKD500K-1.0M	36%	48%	40%	22%
	HKD1.0M-2.0M	17%	20%	16%	22%
	HKD3.0M+	3%		4%	
	No income	7%	5%	7%	
	Total	107	40	68	9

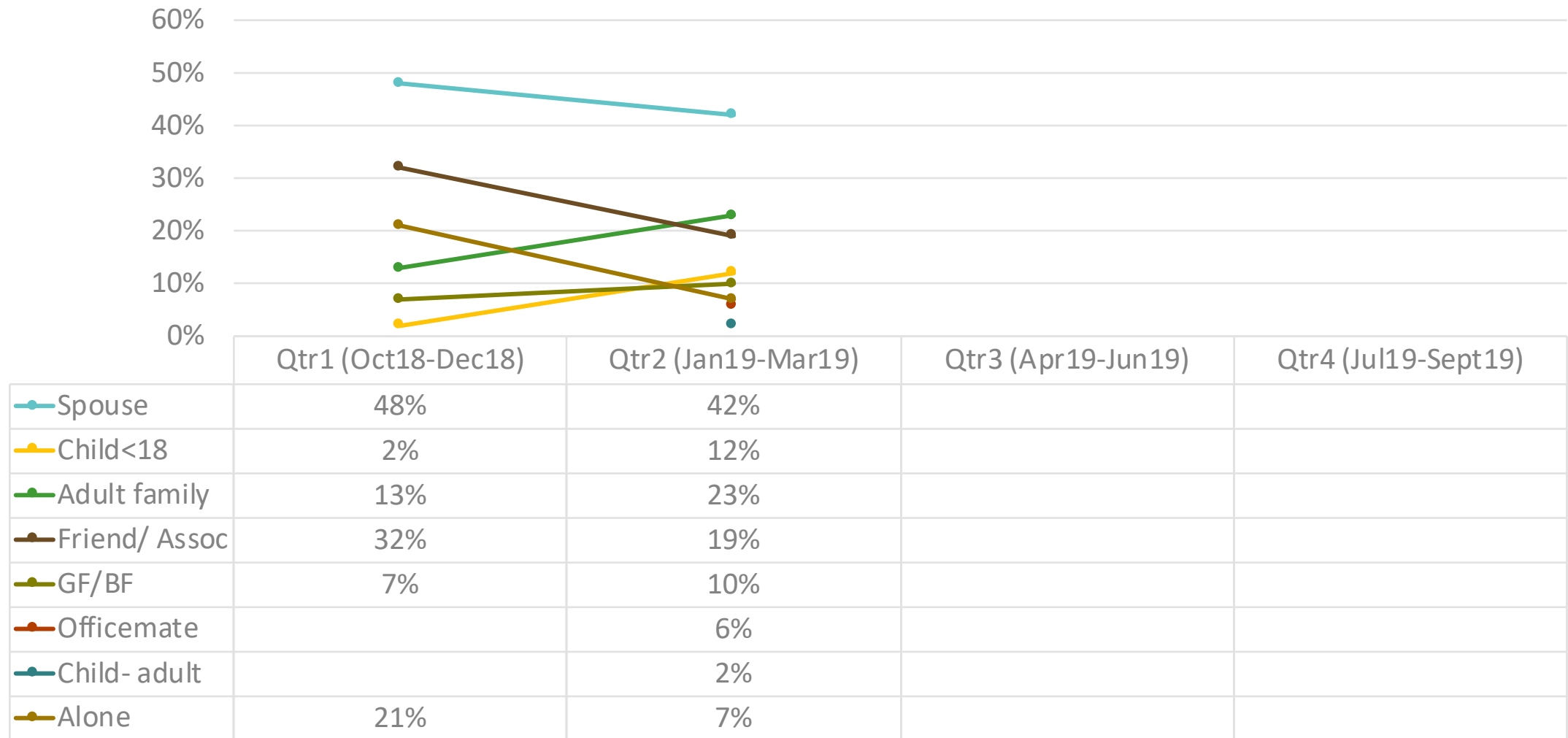
\*Prepared by Anthology Research\*

# TRAVEL PARTY

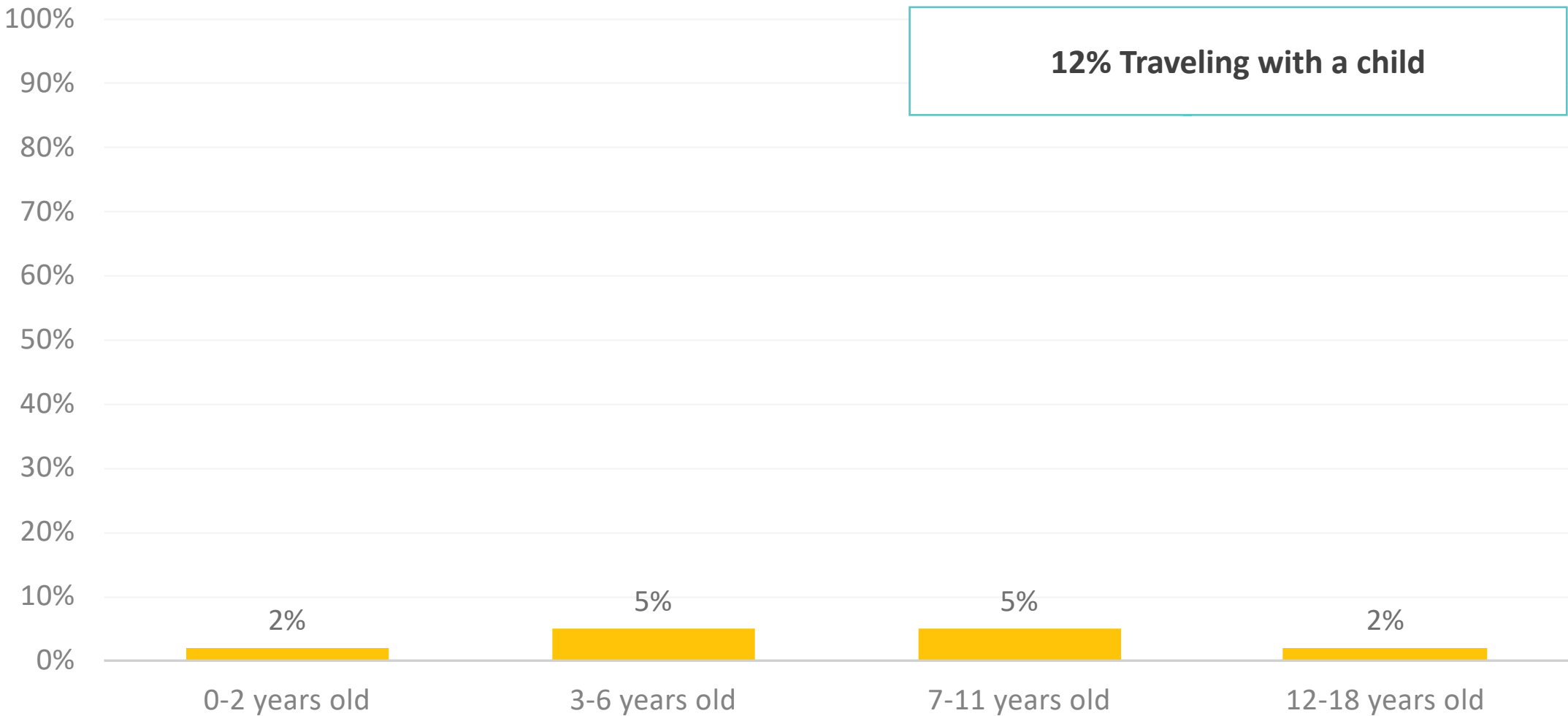




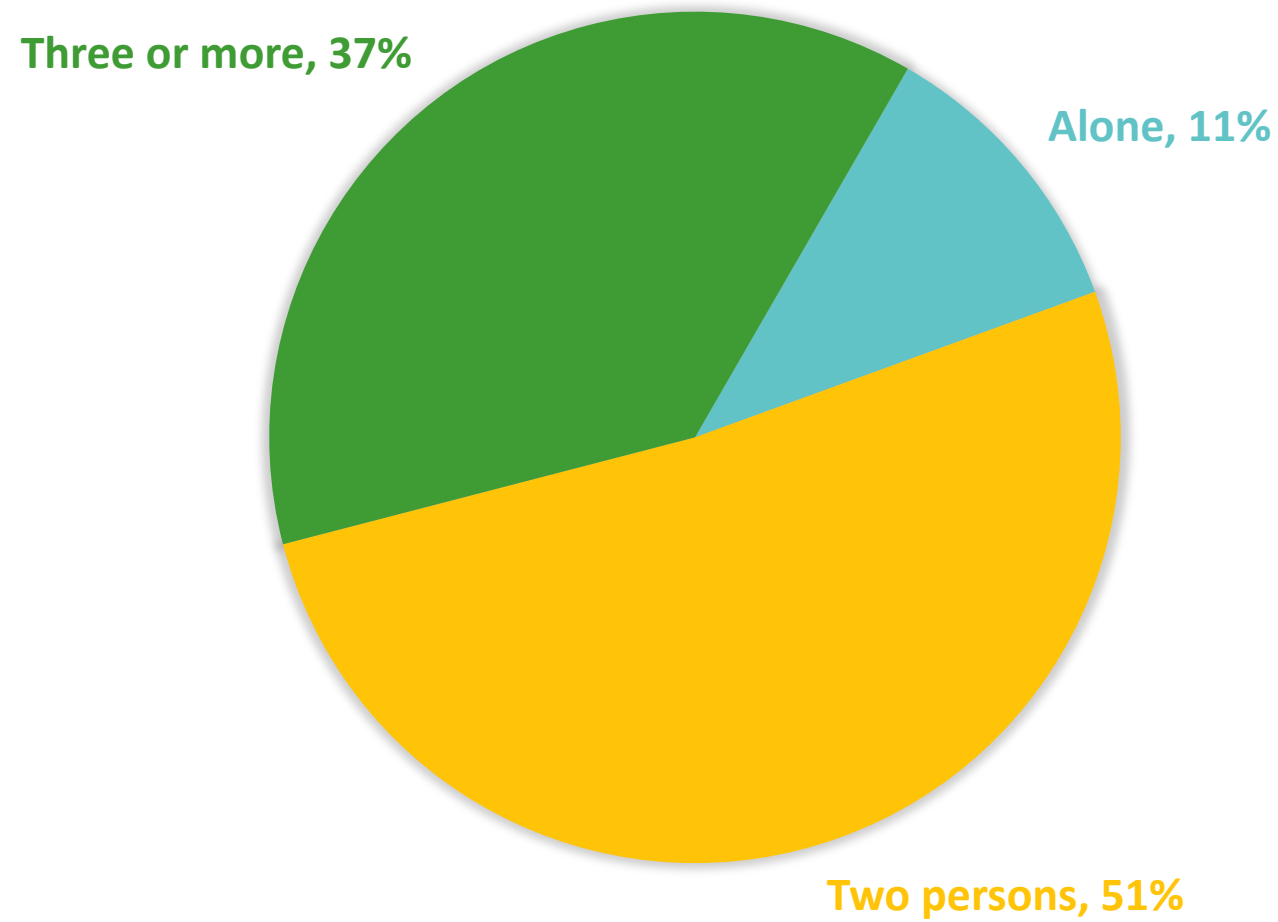
# TRAVEL PARTY – TRACKING



# TRAVEL PARTY – CHILD UNDER 18

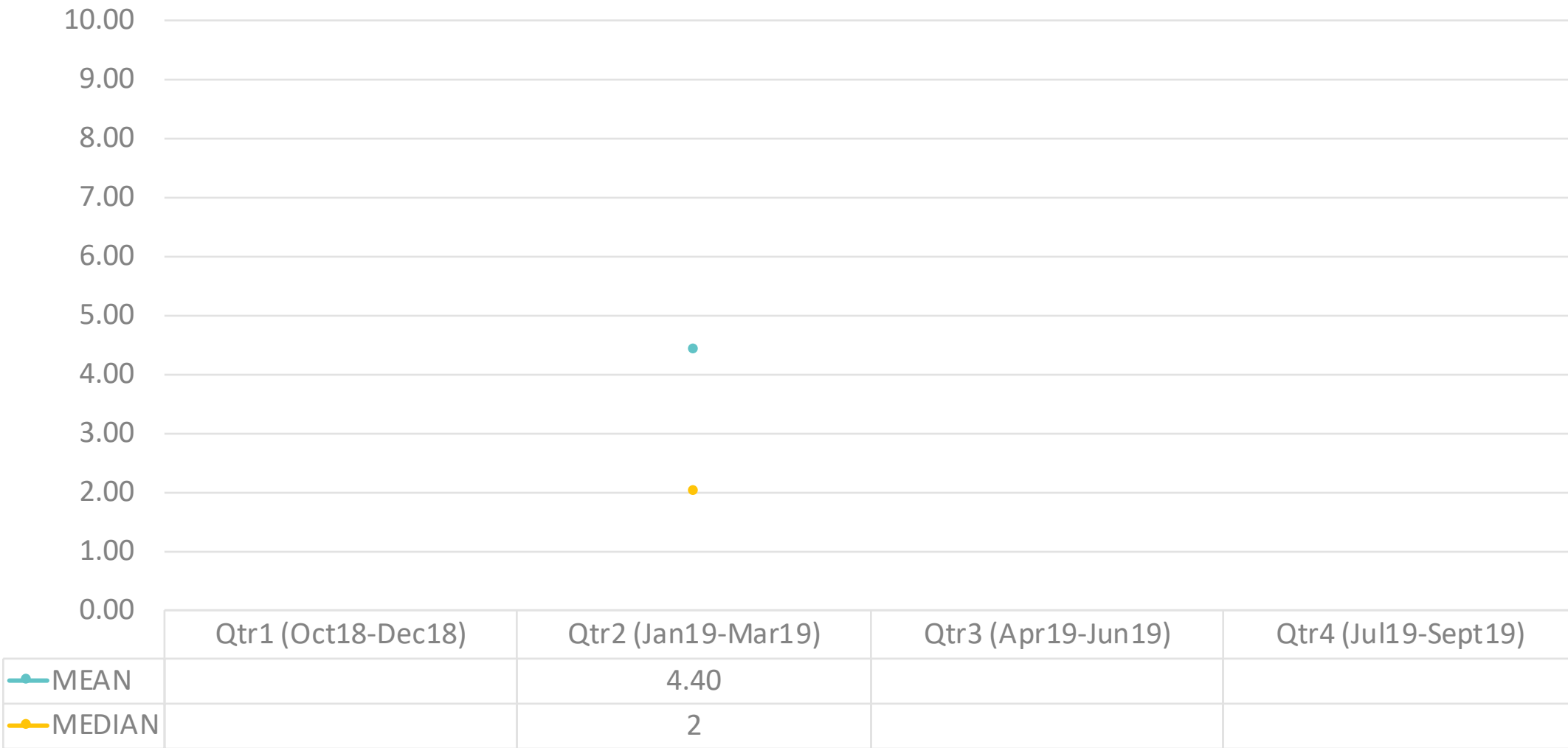


# TRAVEL PARTY SIZE



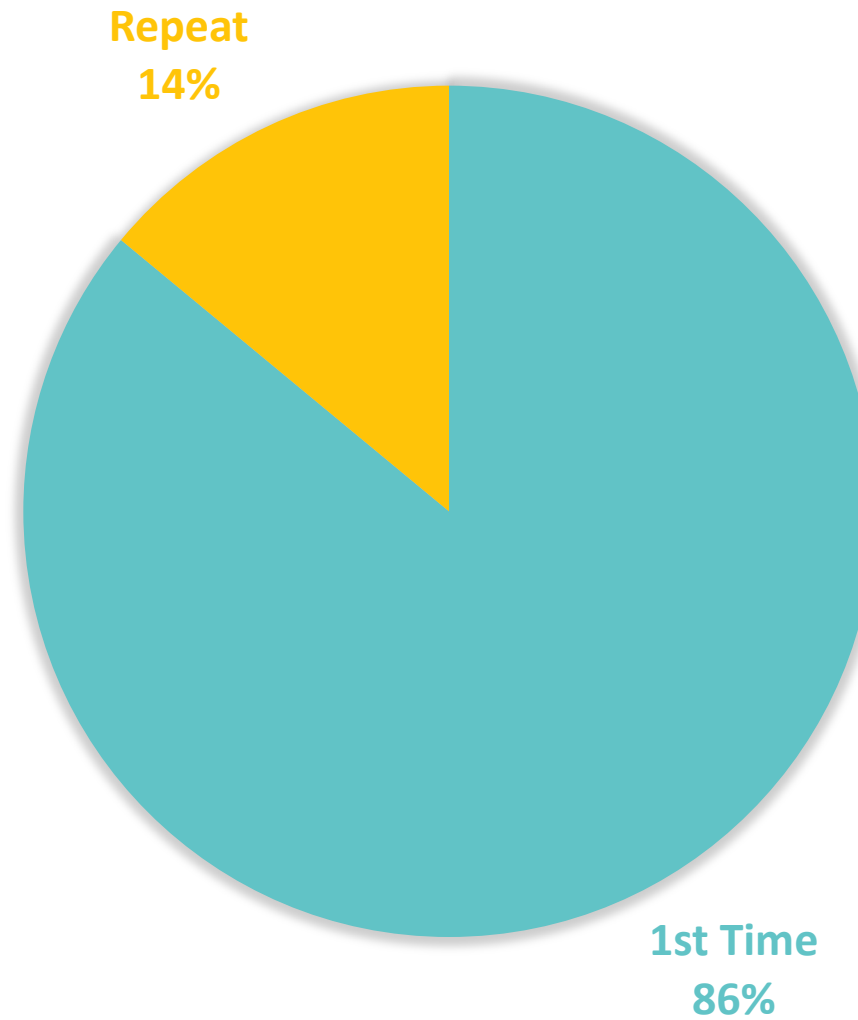
Mean = 4.40  
Median = 2

# TRAVEL PARTY SIZE – TRACKING



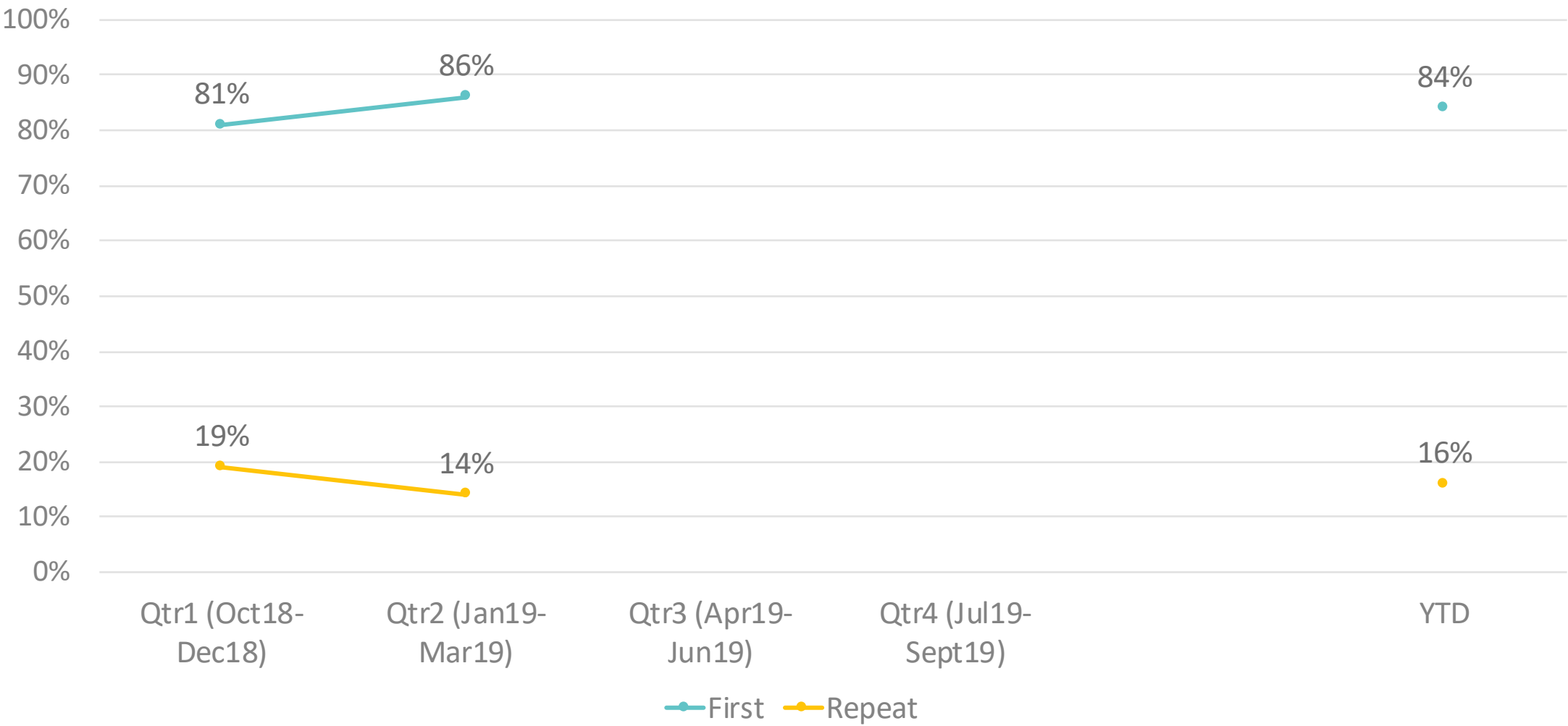


# TRIPS TO GUAM



Mean = 1.28  
Median = 1

# TRIPS TO GUAM – TRACKING



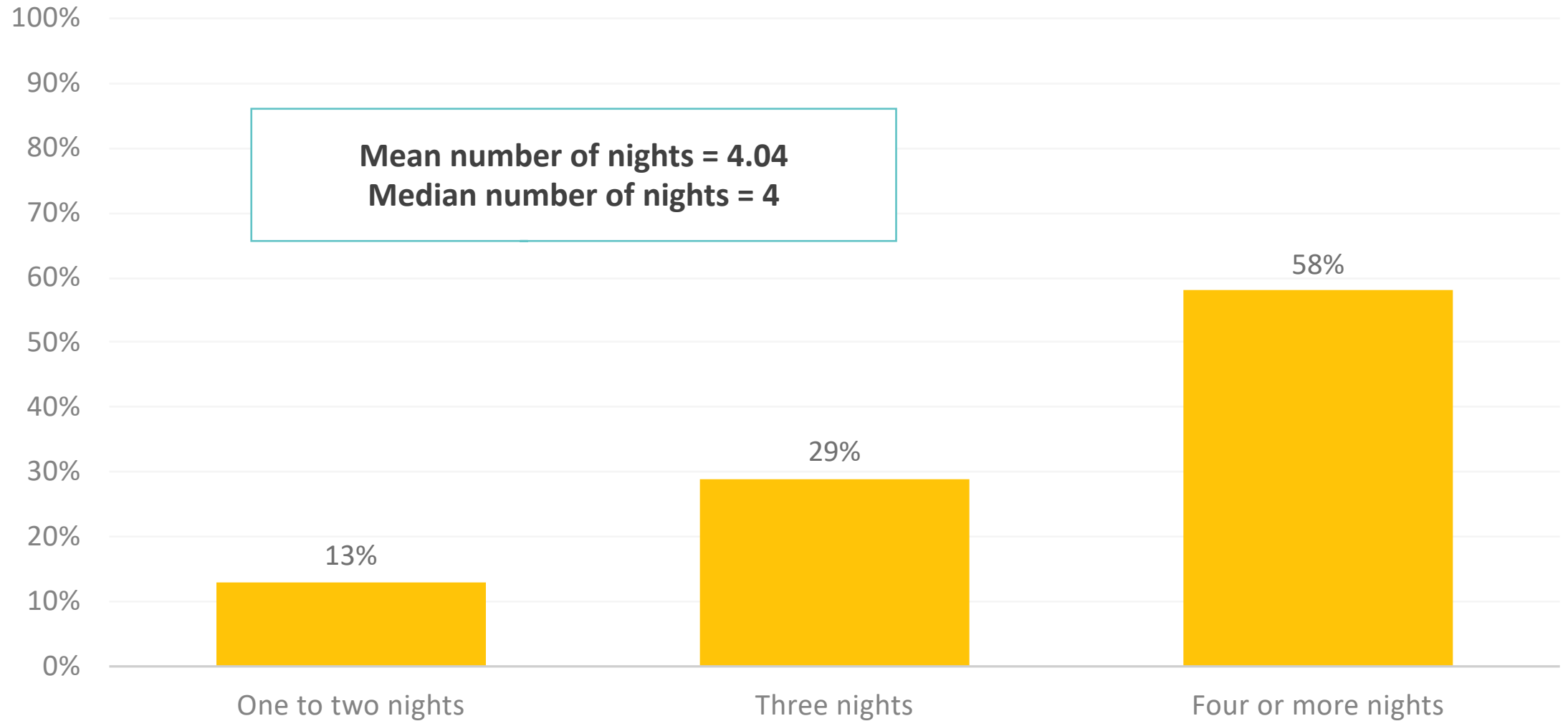
# TRIPS TO GUAM – SEGMENTATION

**GVB VISITOR SATISFACTION STUDY**  
**Q9 Including this trip, how many times have you been to Guam?**

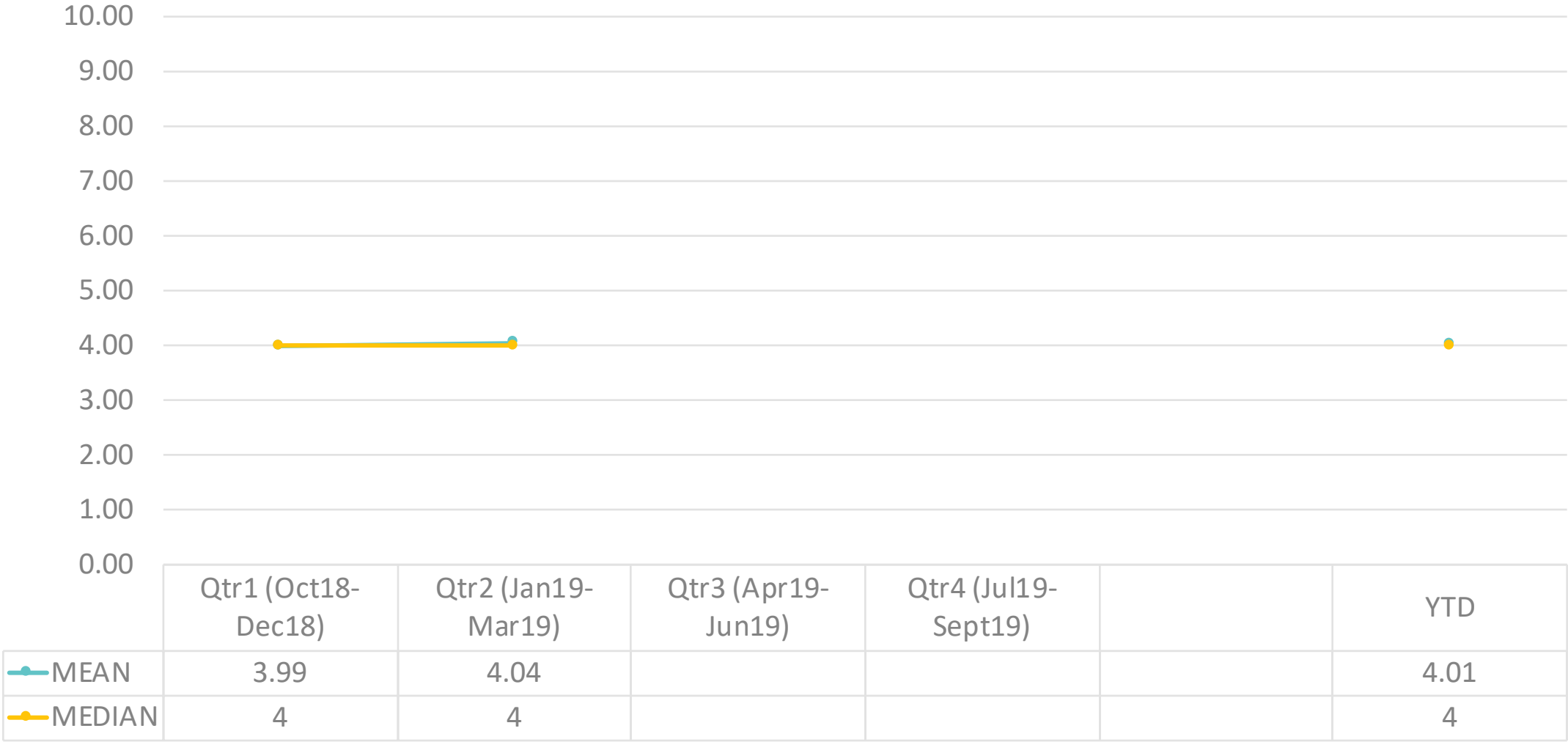
		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
Q9	1st time	86%	88%	85%	89%
	Repeat	14%	13%	15%	11%
	Total	107	40	68	9
Q9	Mean	1.28	1.20	1.29	1.22
	Median	1	1	1	1

\*Prepared by Anthology Research\*

# LENGTH OF STAY



# LENGTH OF STAY – TRACKING



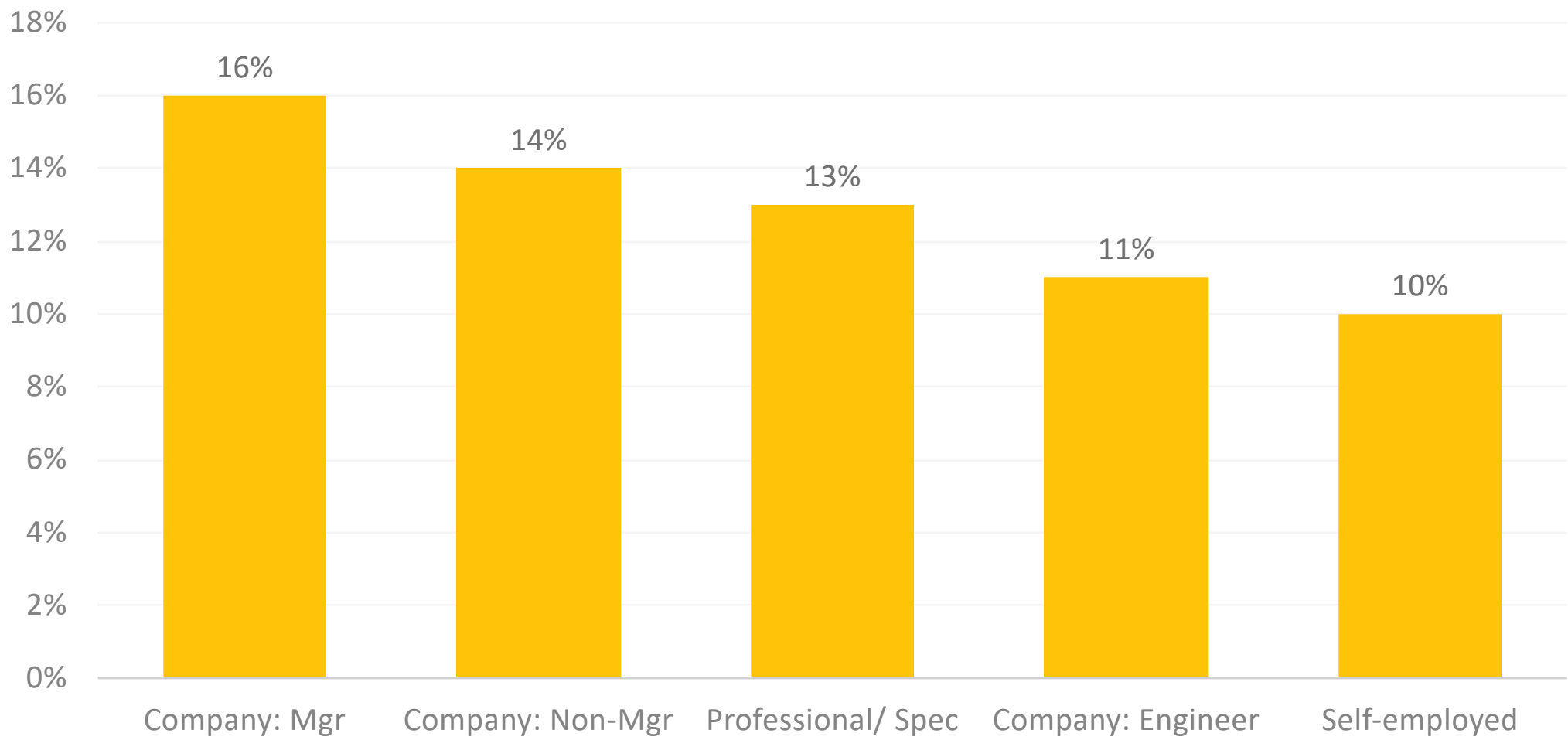
# LENGTH OF STAY – SEGMENTATION

**GVB VISITOR SATISFACTION STUDY**  
**SA How many nights did you stay on Guam?**

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
SA	1-2 nights	13%	8%	9%	11%
	3 nights	29%	40%	32%	11%
	4+	58%	53%	59%	78%
	Total	107	40	68	9
SA	Mean	4.04	4.20	4.15	4.44
	Median	4	4	4	4

\*Prepared by Anthology Research\*

# OCCUPATION – Top Responses (10%+)





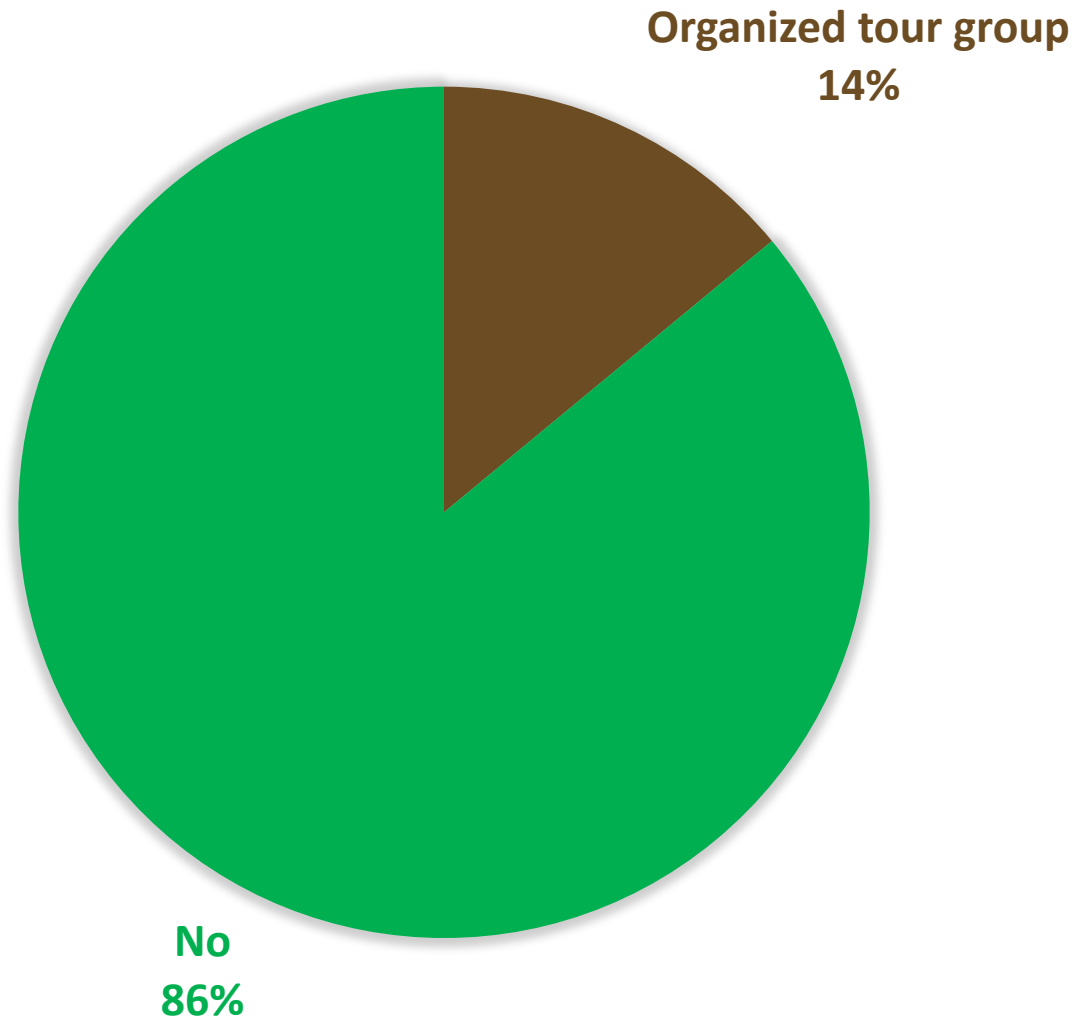
SECTION 2

TRAVEL PLANNING

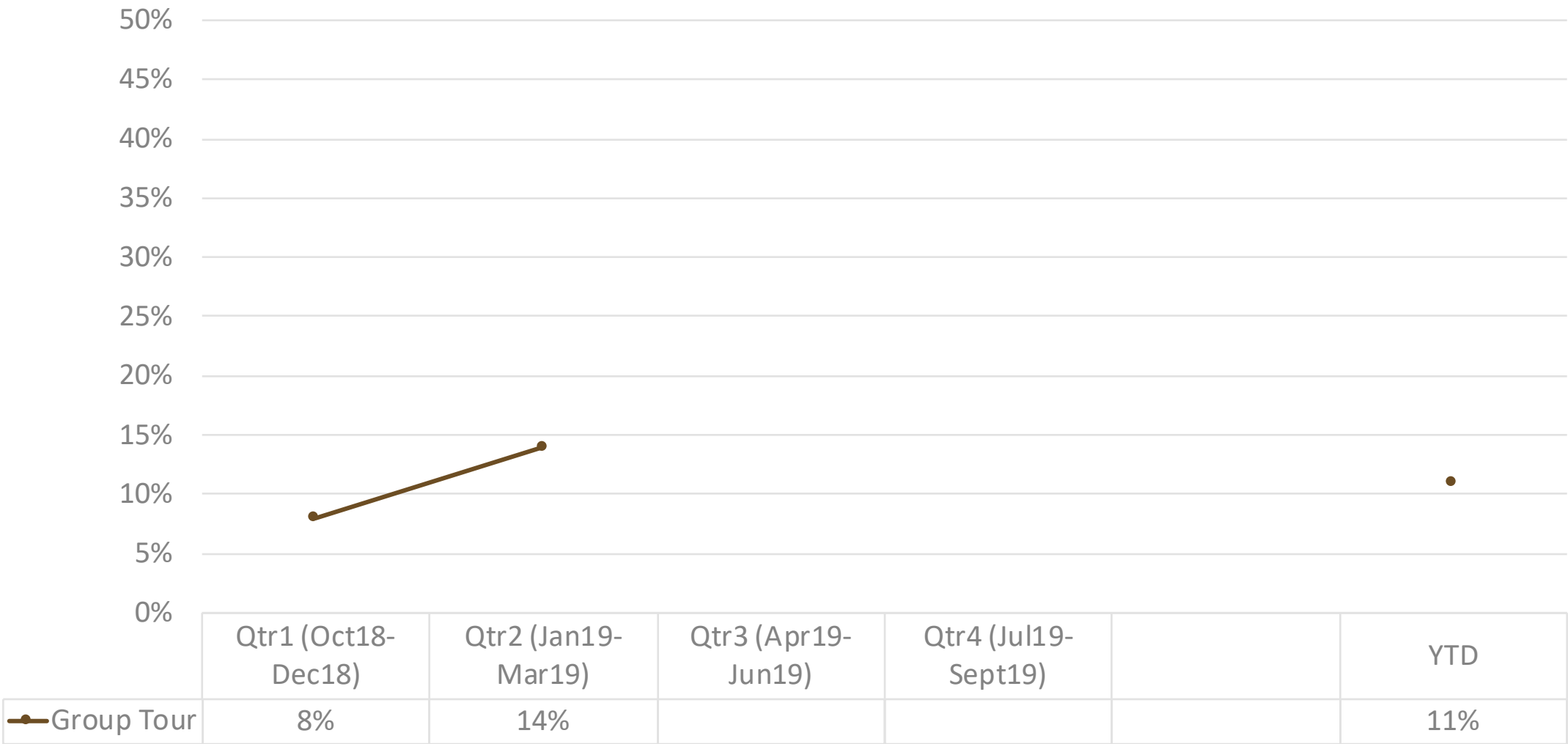




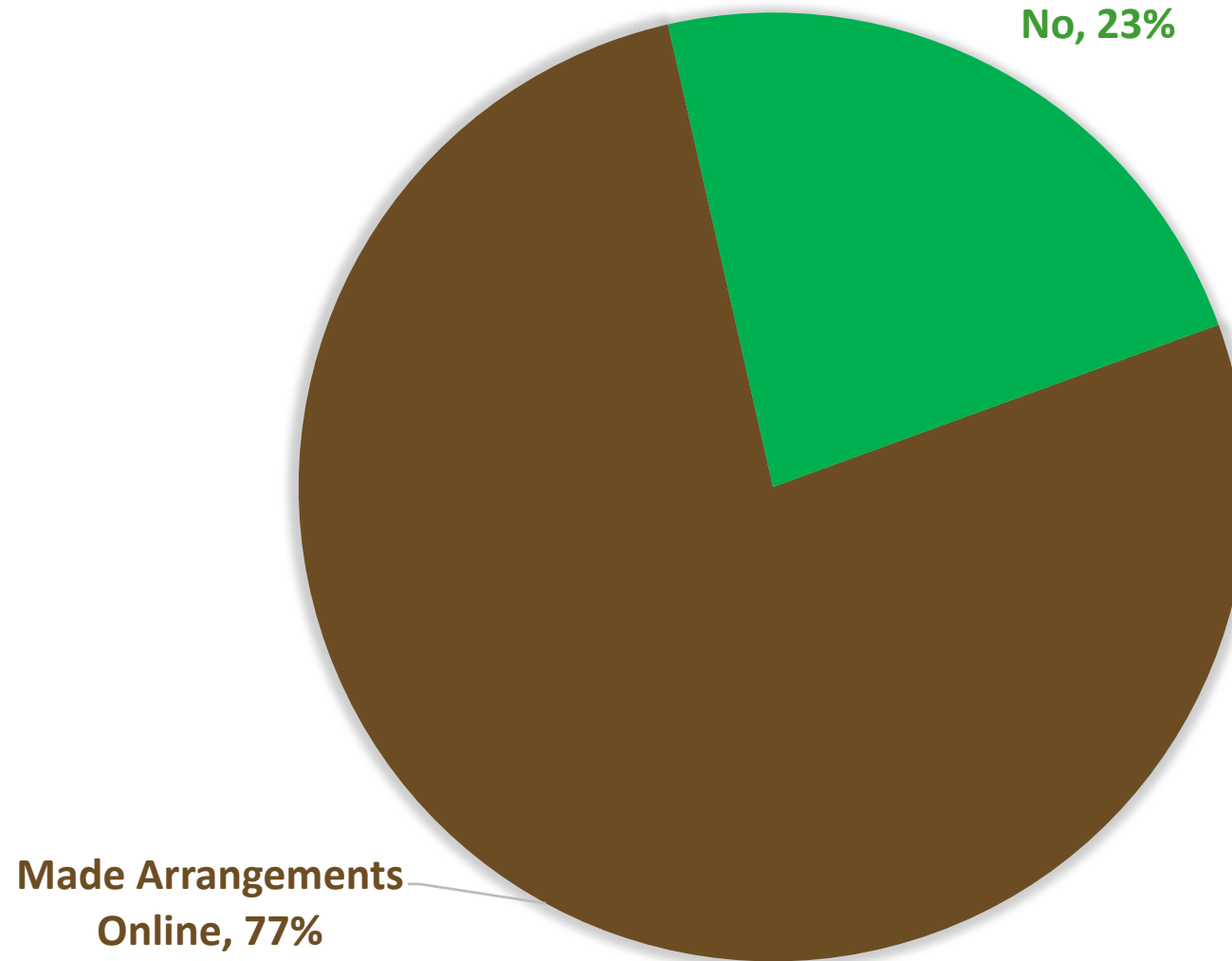
# ORGANIZED TOUR GROUP



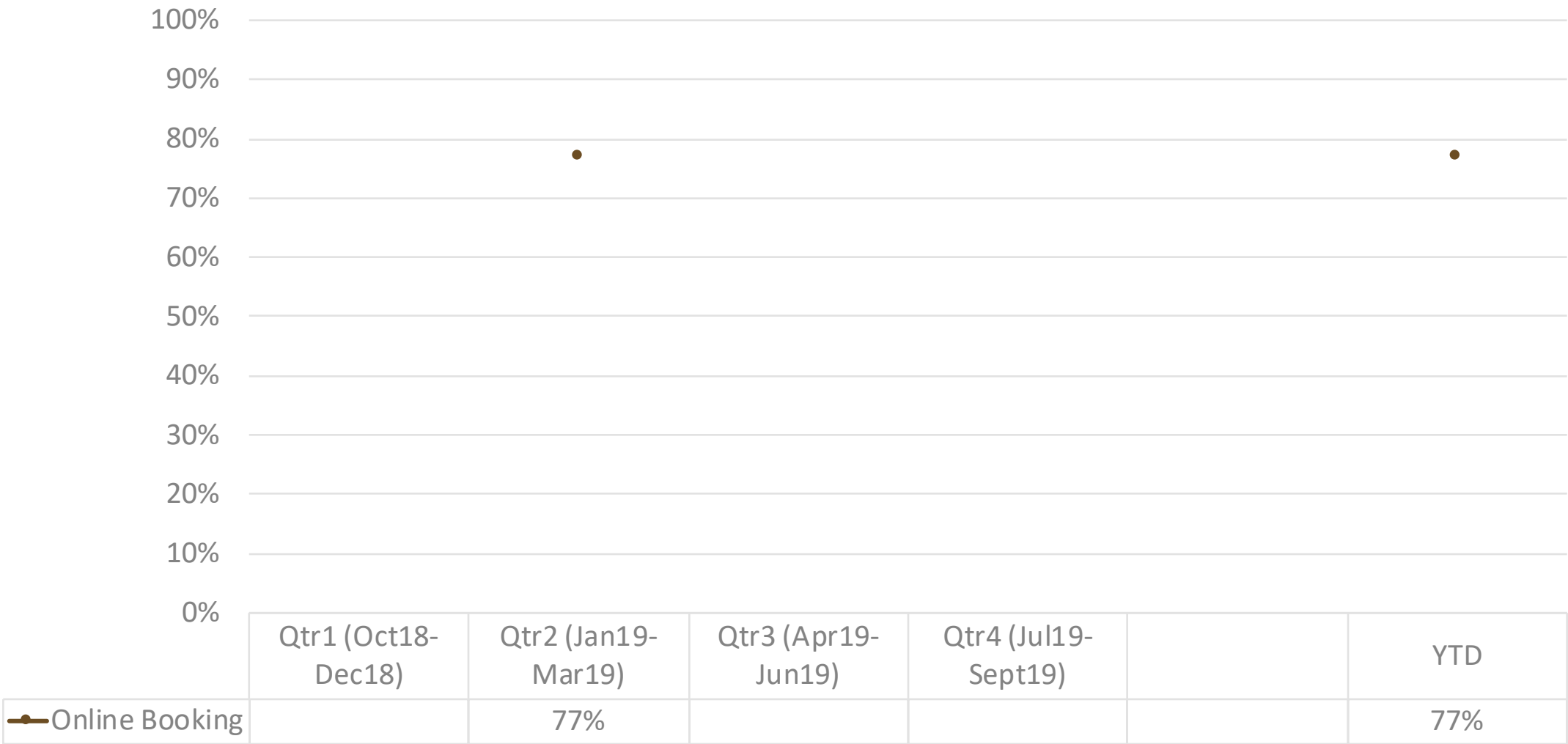
# ORGANIZED TOUR GROUP – TRACKING



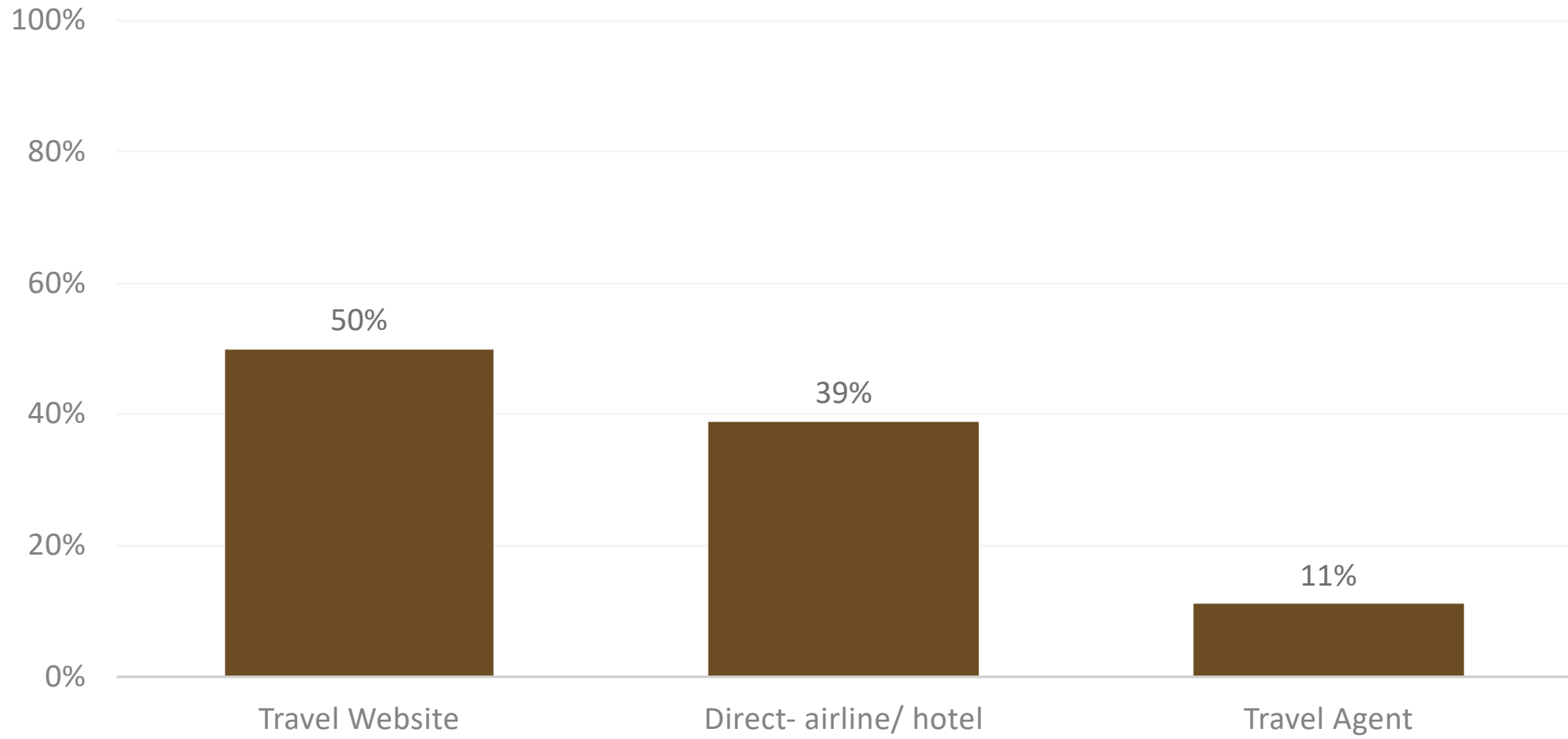
# ONLINE BOOKING



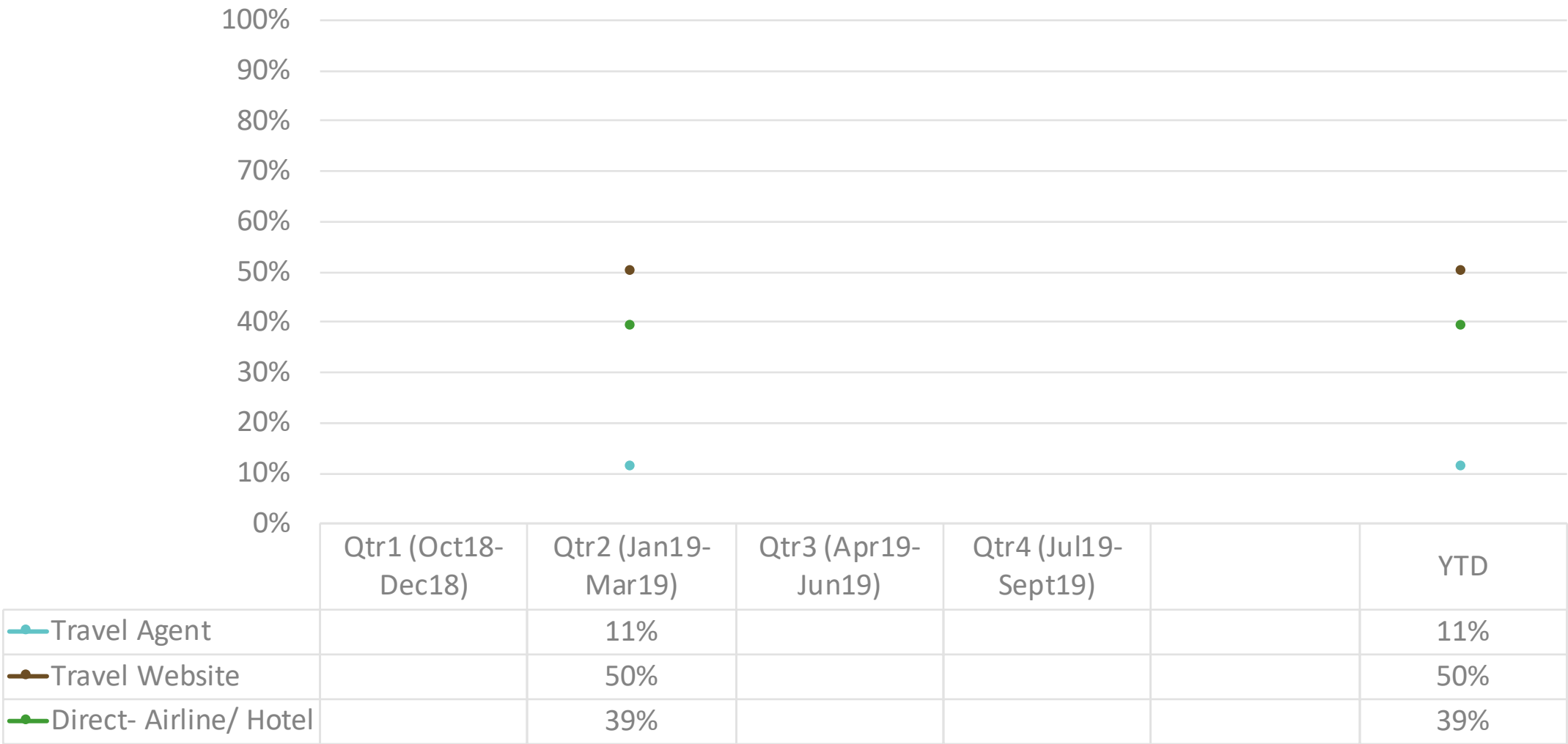
# ONLINE BOOKING – TRACKING



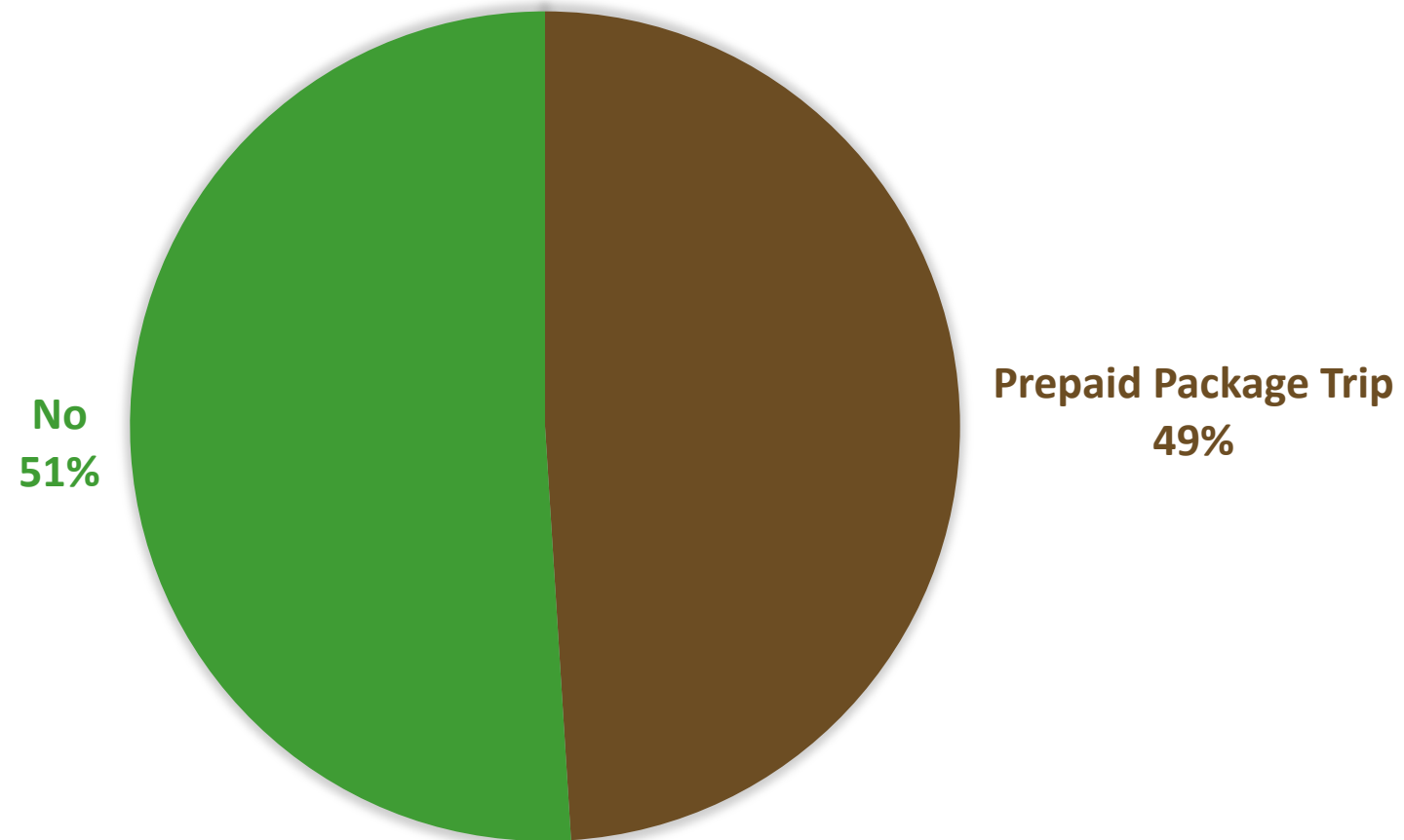
# TRAVEL ARRANGEMENTS



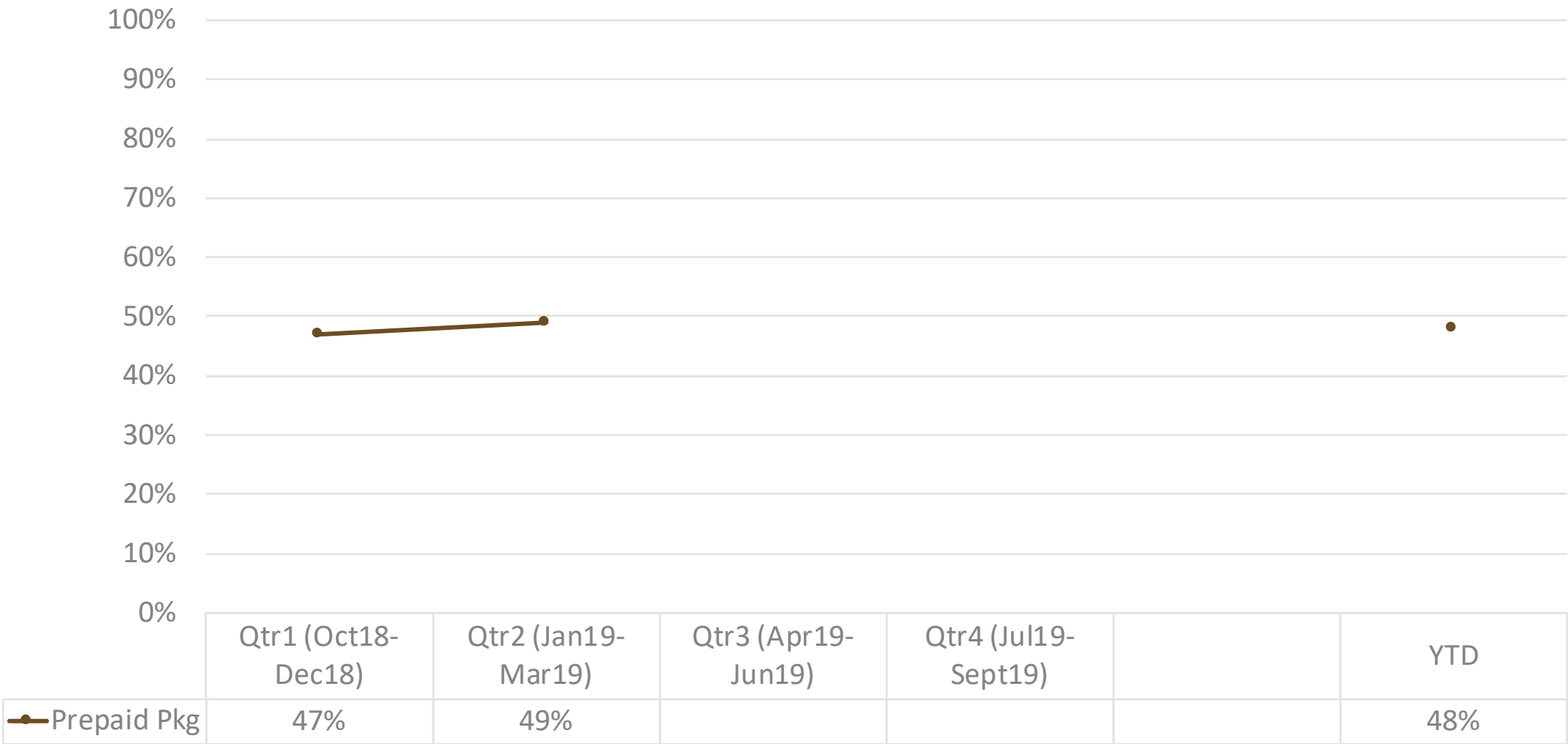
# TRAVEL ARRANGEMENTS – TRACKING



# PREPAID PACKAGE TRIP

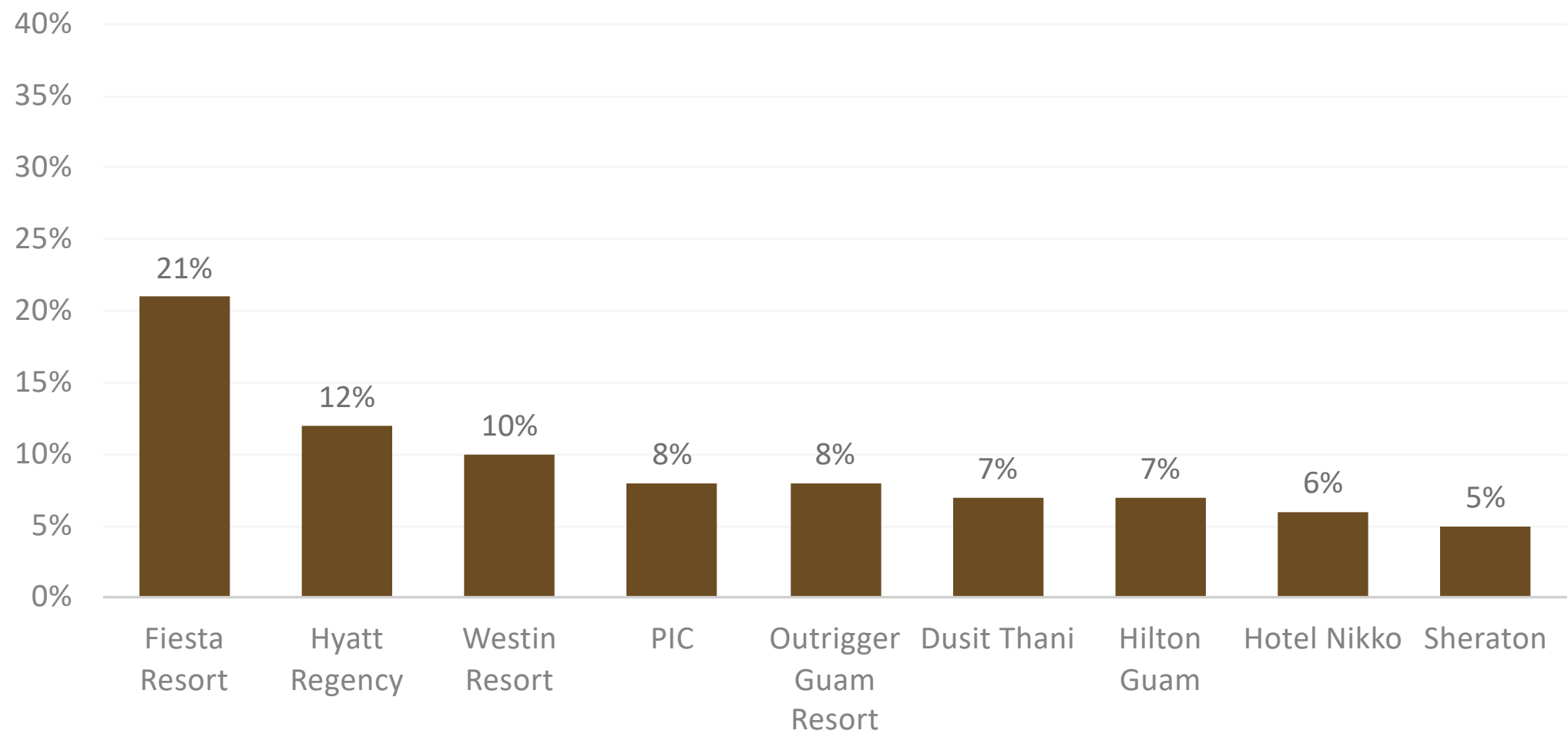


# PREPAID PACKAGE TRIP

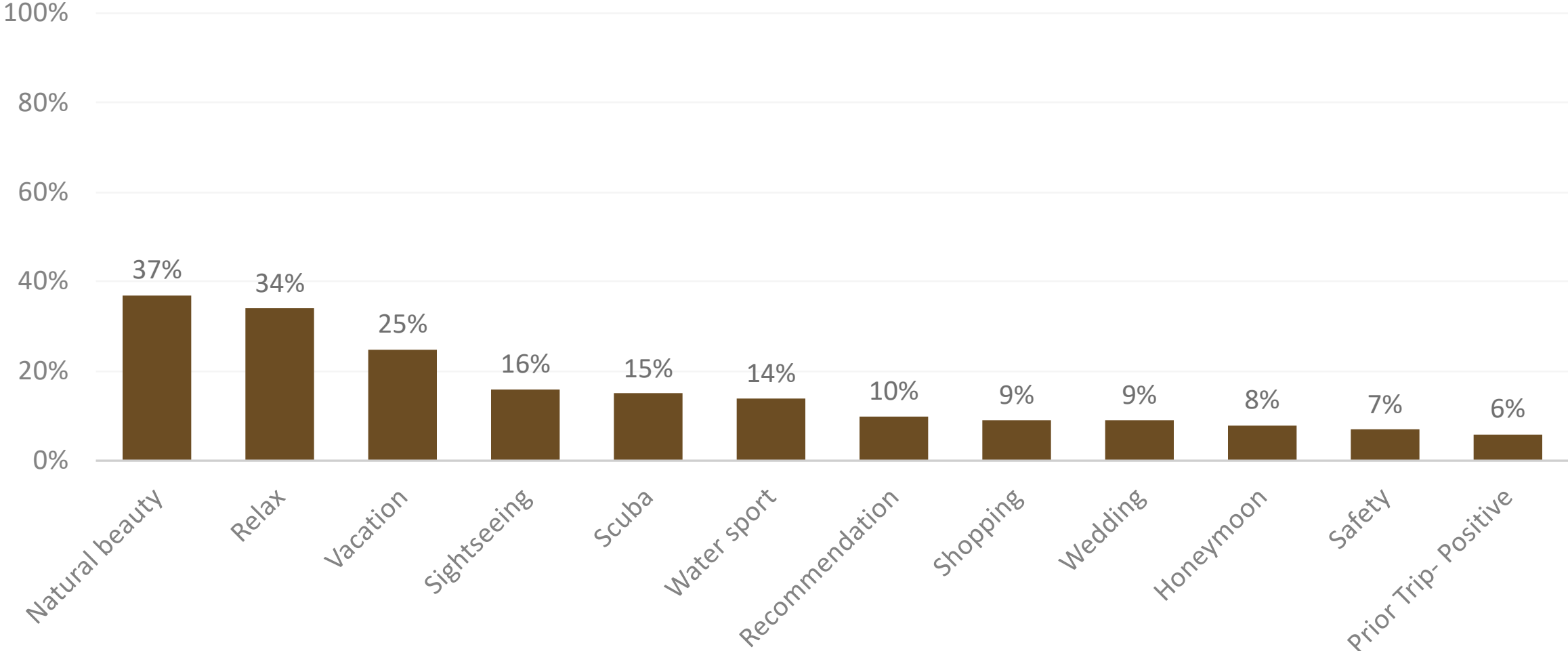




# ACCOMMODATIONS (5%+)



# TRAVEL MOTIVATIONS (10%+)



[A]



# TRAVEL MOTIVATIONS – SEGMENTATION

**GVB VISITOR SATISFACTION STUDY**  
**Q8 What top three reasons motivated you to travel to Guam on this trip?**

	TOTAL	FIT	FAMILY	HONEYMOON
	-	-	-	-
Q8 Beautiful seas, beaches, tropical climate	37%	33%	40%	22%
Just to relax	34%	45%	31%	11%
Vacation	25%	30%	25%	11%
Sightseeing/ visiting tourist spots	16%	25%	22%	11%
Scuba diving	15%	3%	10%	22%
Water sports (snorkeling, windsurfing, parasailing)	14%	18%	15%	11%
Recommendation of friend/ relative/ travel agency	10%	15%	10%	
Shopping	9%	13%	10%	
To Get Married/ attend Wedding	9%	5%	12%	33%
Honeymoon	8%	3%	12%	100%
It is a safe place to spend a vacation	7%	5%	9%	
A previous visit	6%	5%	9%	
Short travel time (not too far from home)	6%	10%	7%	
Price of the tour package	5%		4%	
Career certification/ testing	4%	3%	4%	
Company/ business trip	2%	3%		
Incentive trip	2%			
Adventure	2%	3%	1%	
Shop Guam e-Festival	2%	3%	3%	
To visit friends or relatives	1%	3%	1%	
Convention/ conference/ trade show/ meeting	1%			
Medical	1%			
Social Media networks	1%			11%
Total	107	40	68	9

\*Prepared by Anthology Research\*



SECTION 3

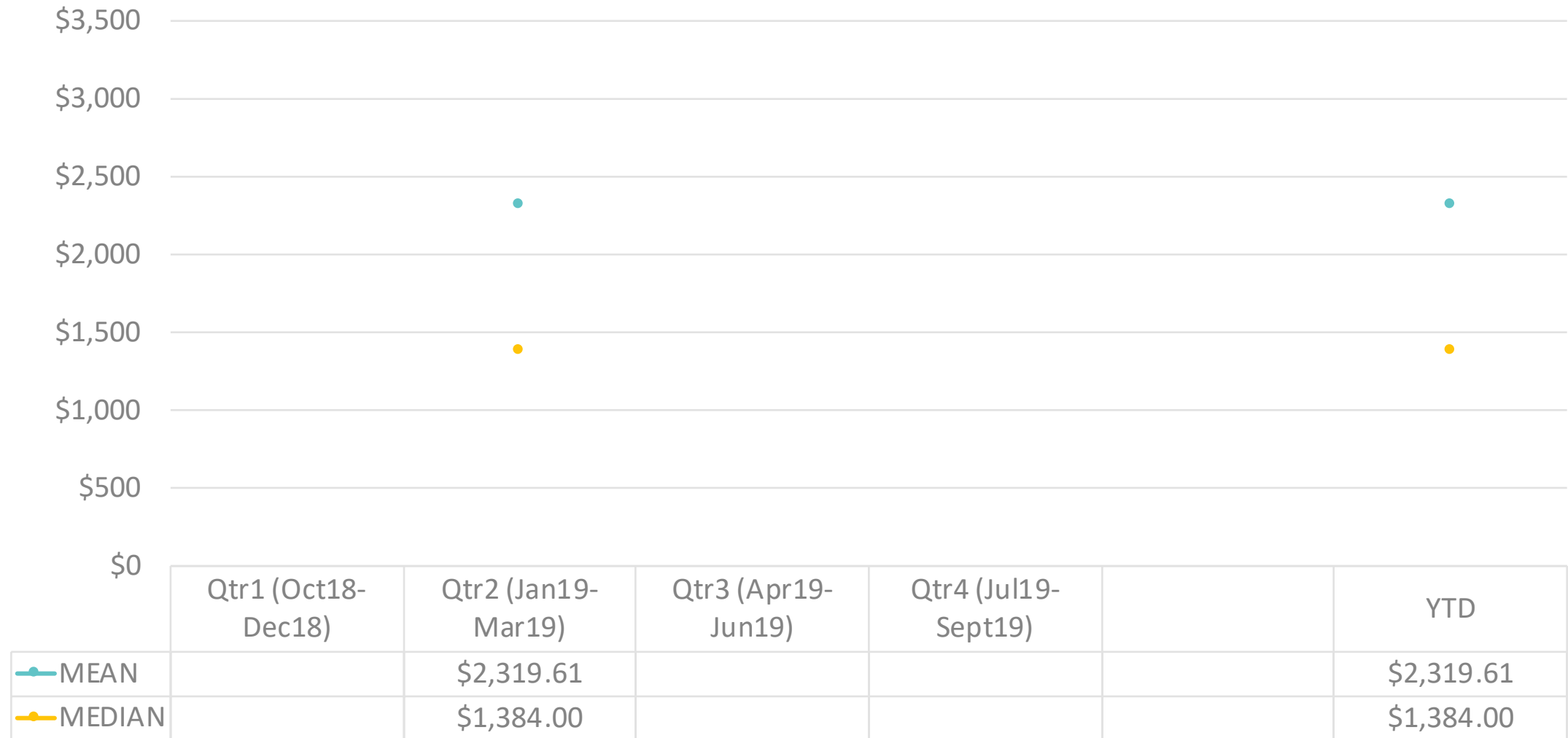
EXPENDITURES



# PREPAID PACKAGE EXPENDITURES

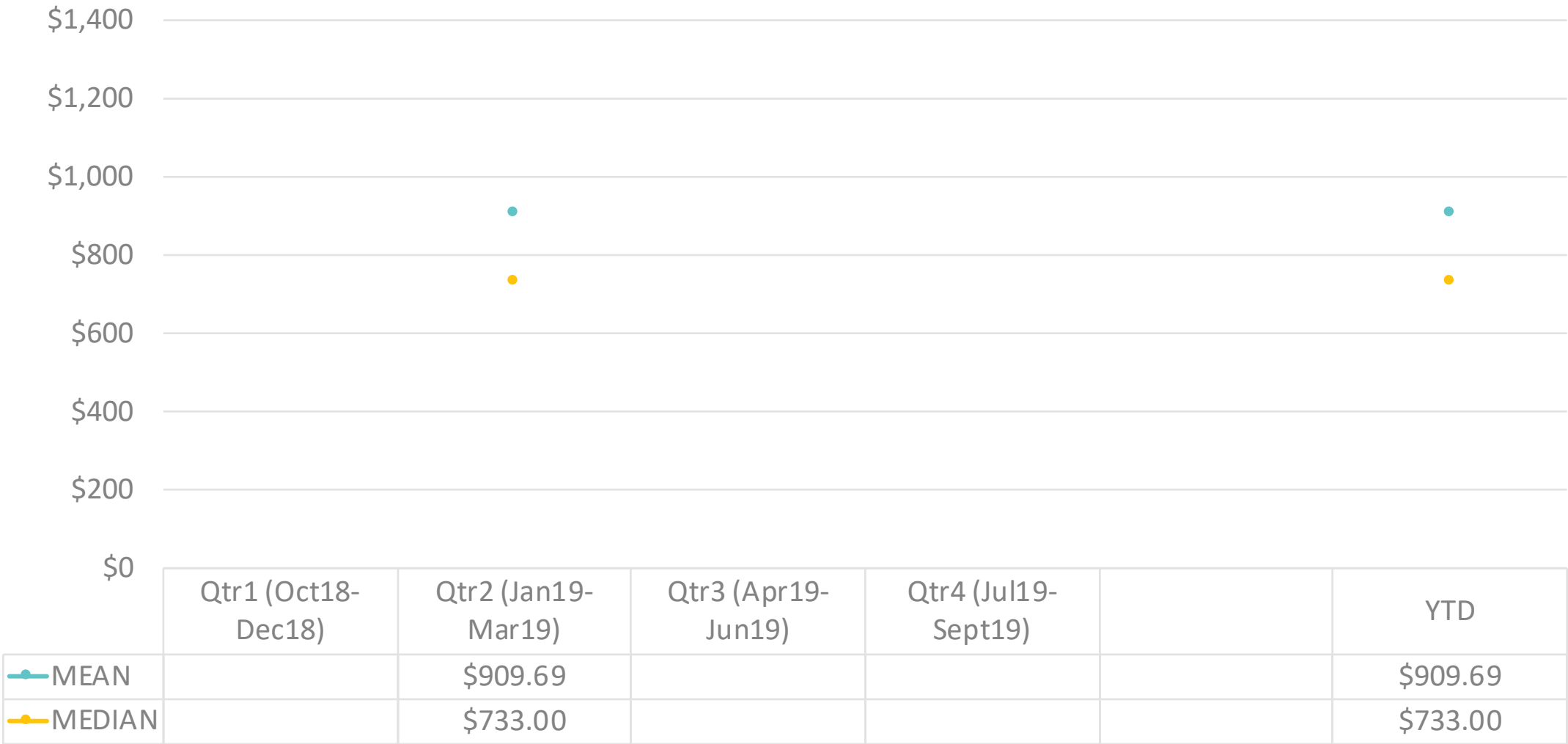
- \$2,319.61 = overall mean average prepaid package expense (for entire travel party) by respondent
- \$909.69 = overall mean average **per person** prepaid package expenditures

# PREPAID PACKAGE – TRAVEL PARTY EXPENSE TRACKING





# PREPAID PACKAGE – PER PERSON EXPENSE TRACKING



# PREPAID PACKAGE – PER PERSON EXPENSE SEGMENTATION

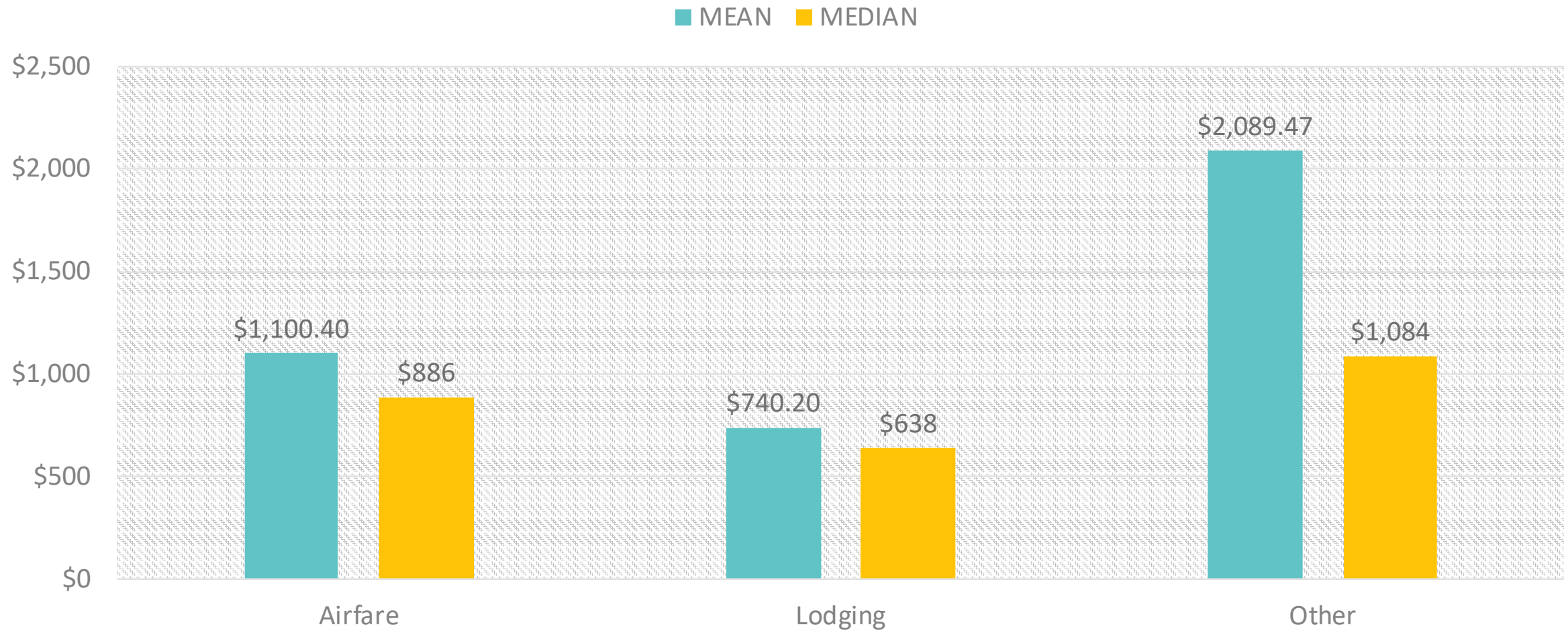
**GVB VISITOR SATISFACTION STUDY**  
**Q20 How much did the total prepaid package trip cost for you and other members of your covered travel party? PER PERSON**

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
PREPAID PKG PER PERSON	Mean	\$909.69	\$682.73	\$971.83	\$1,811.22
	Median	\$733	\$625	\$791	\$1,849

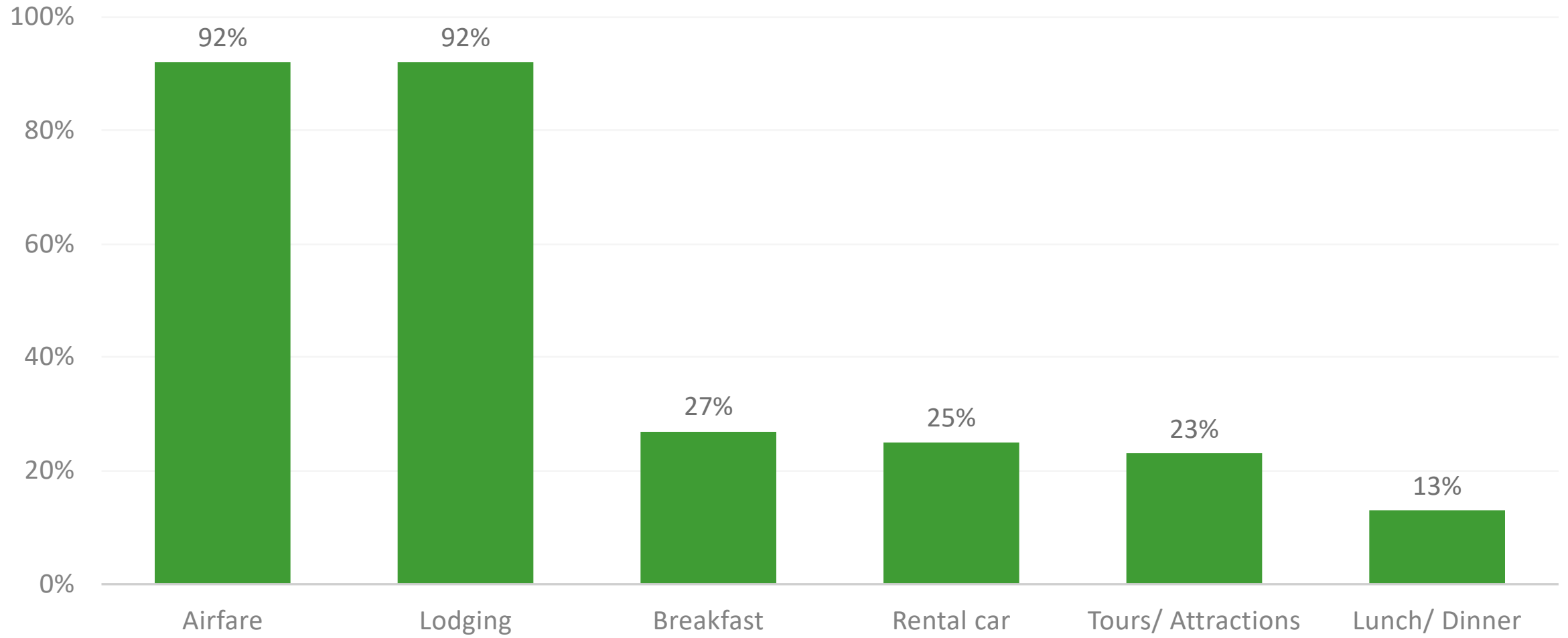
\*Prepared by Anthology Research\*



# PREPAID PACKAGE – BREAKDOWN



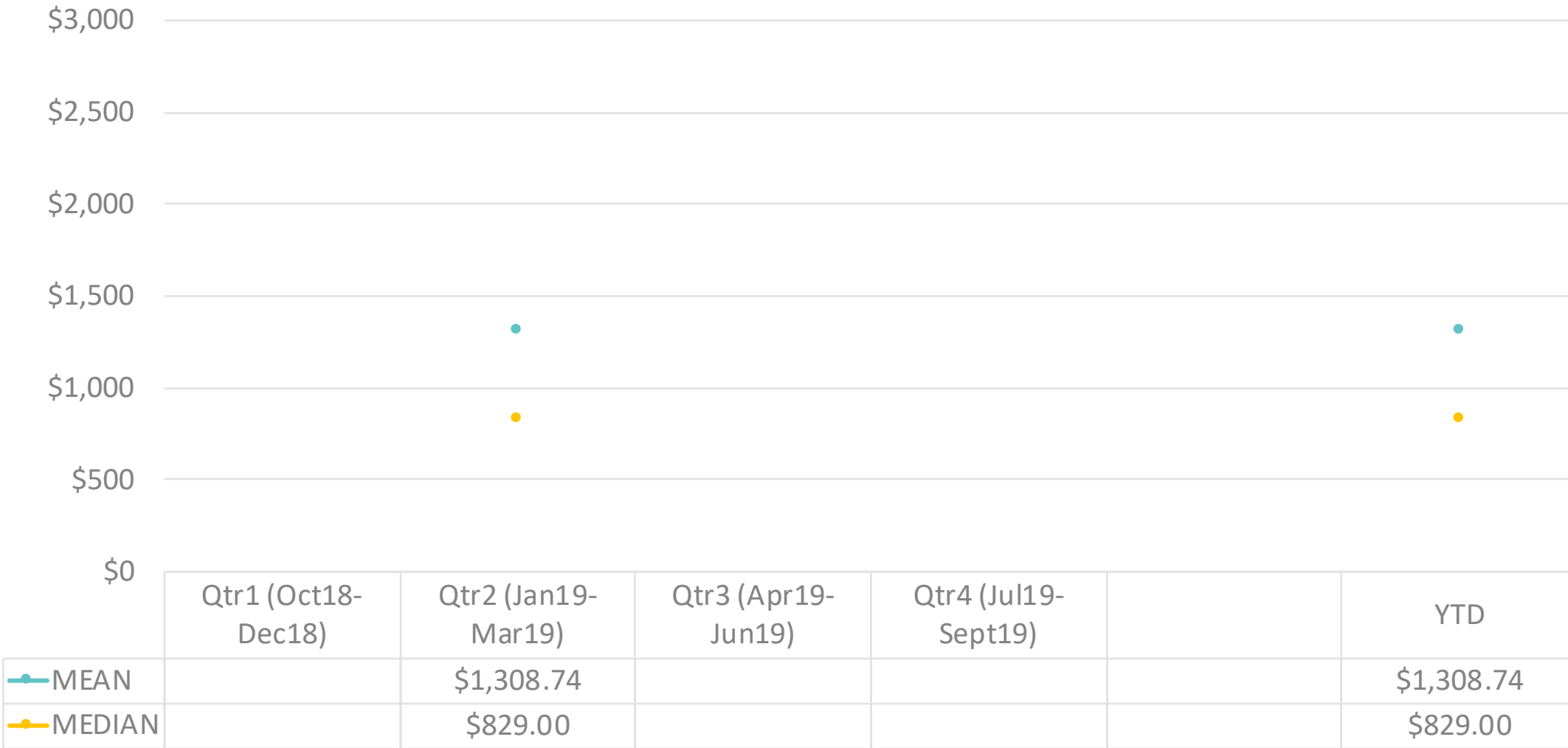
# PREPAID PACKAGE – BREAKDOWN



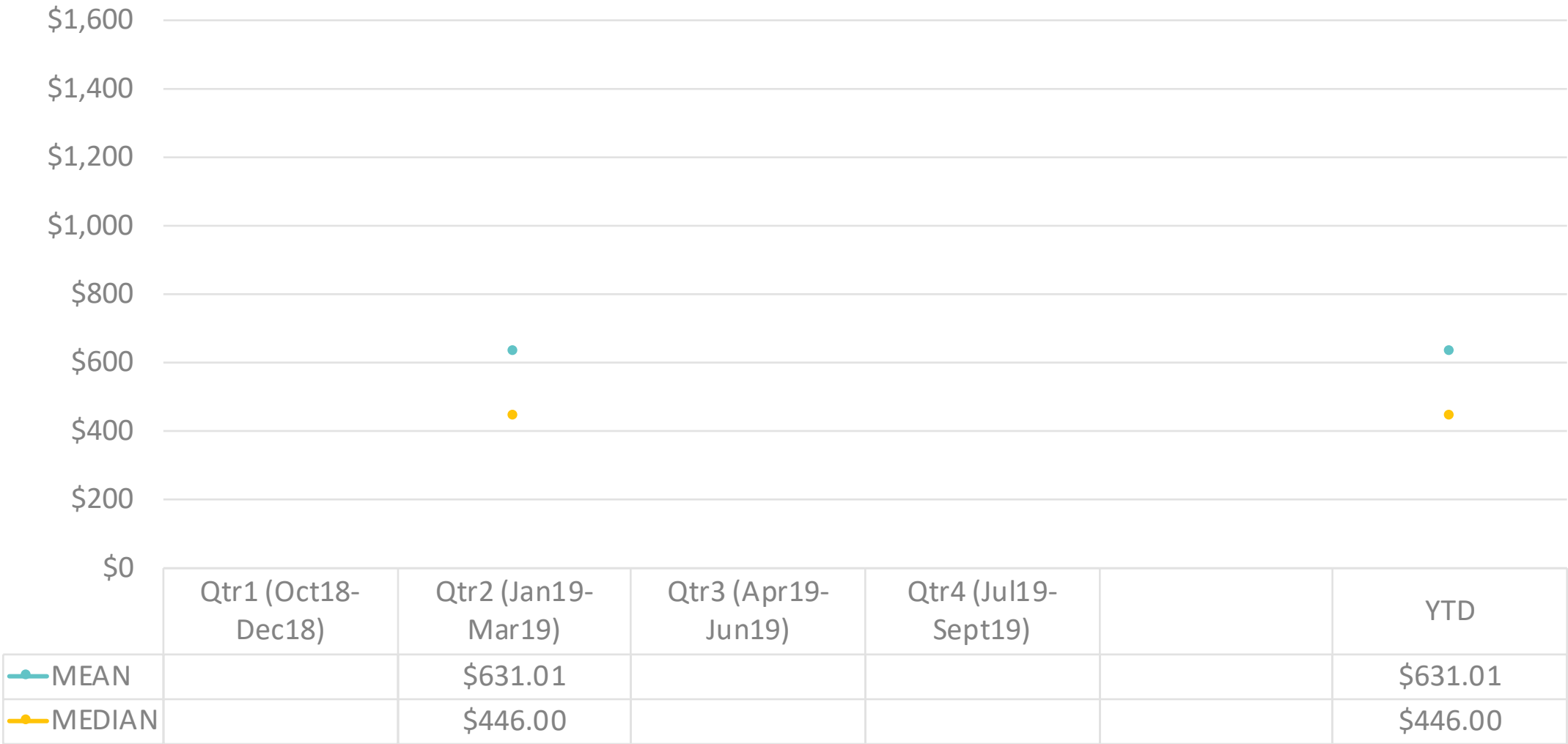
# AIRFARE – FIT TRAVELER

- \$1,308.74 = overall mean average airfare expense (for entire travel party) by respondent
- \$631.01 = overall mean average **per person** airfare expenditures

# AIRFARE – FIT TRAVELER (GROUP) TRACKING



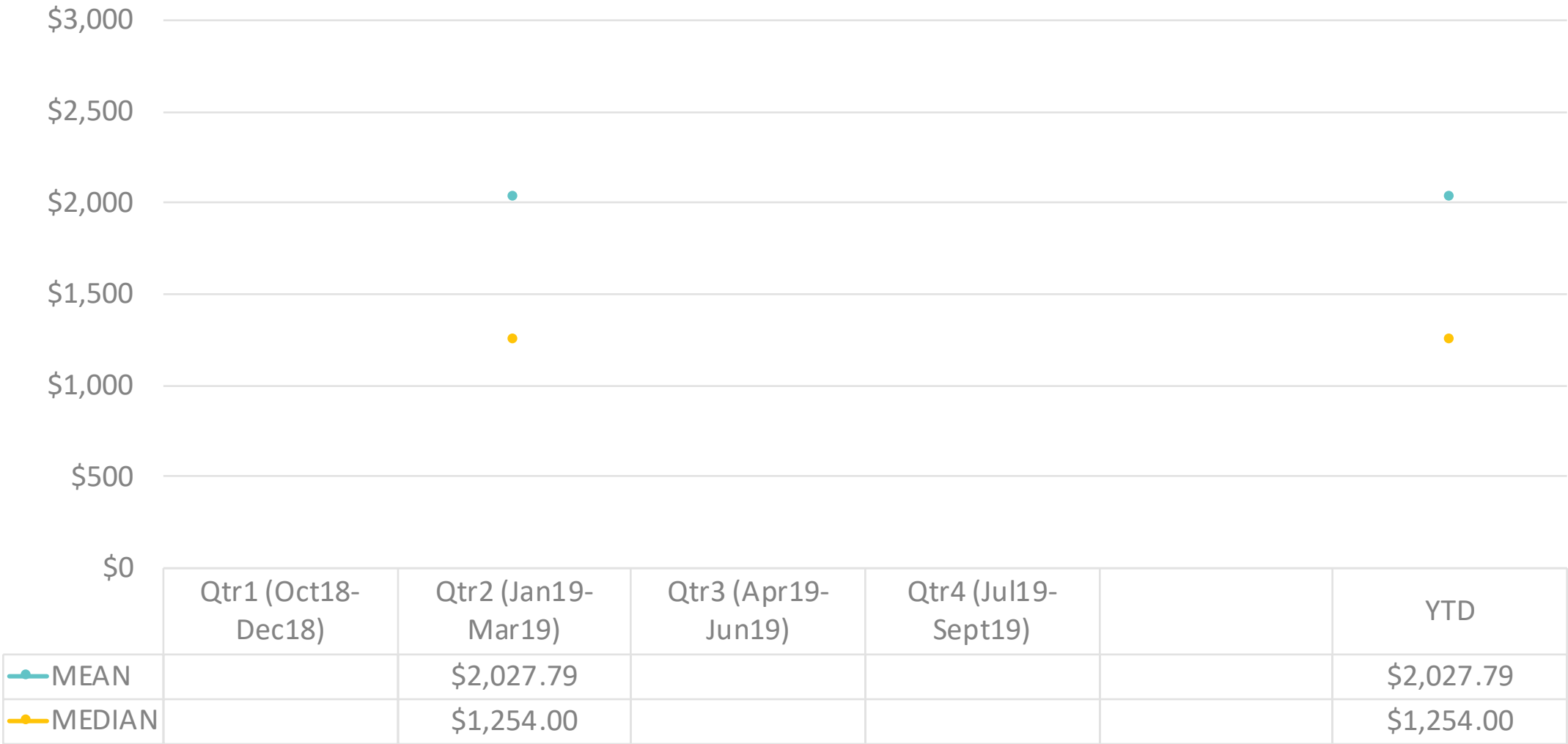
# AIRFARE – FIT TRAVELER (Per Person) TRACKING



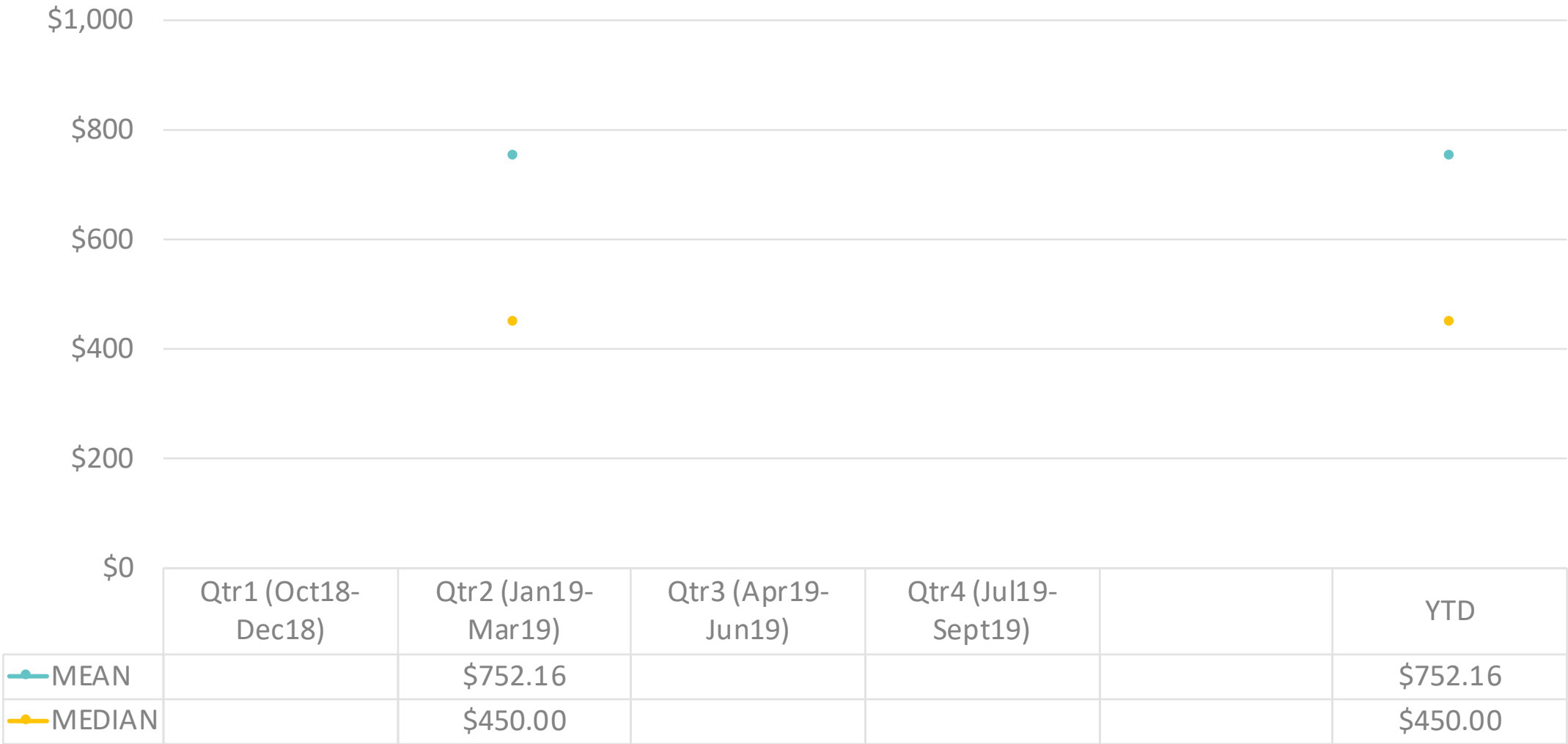
# ONISLE EXPENDITURES

- \$2,027.79 = overall mean average expense (for entire travel party) by respondent
- \$752.16 = overall mean average **per person** expenditures

# ONISLE – TRAVEL PARTY TRACKING

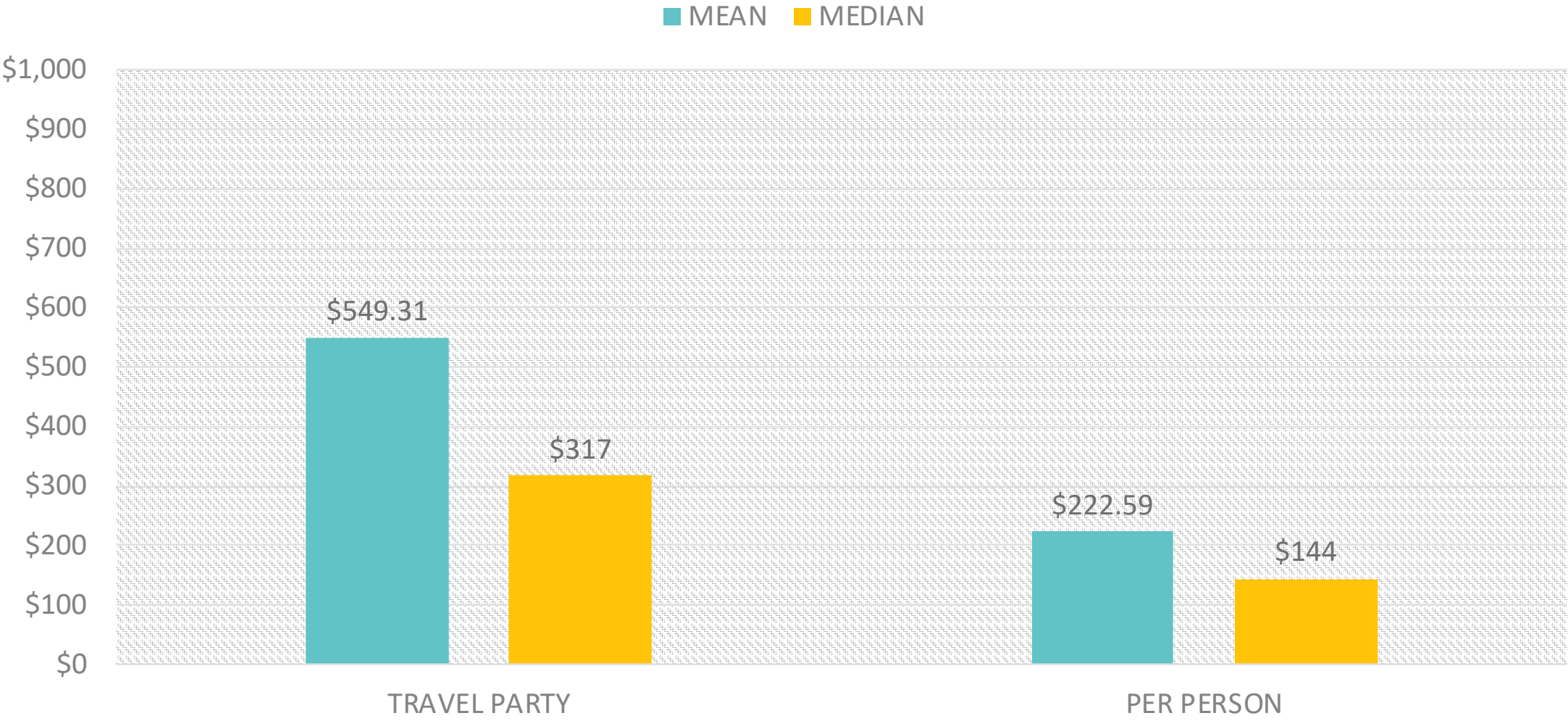


# ONISLE – PER PERSON TRACKING

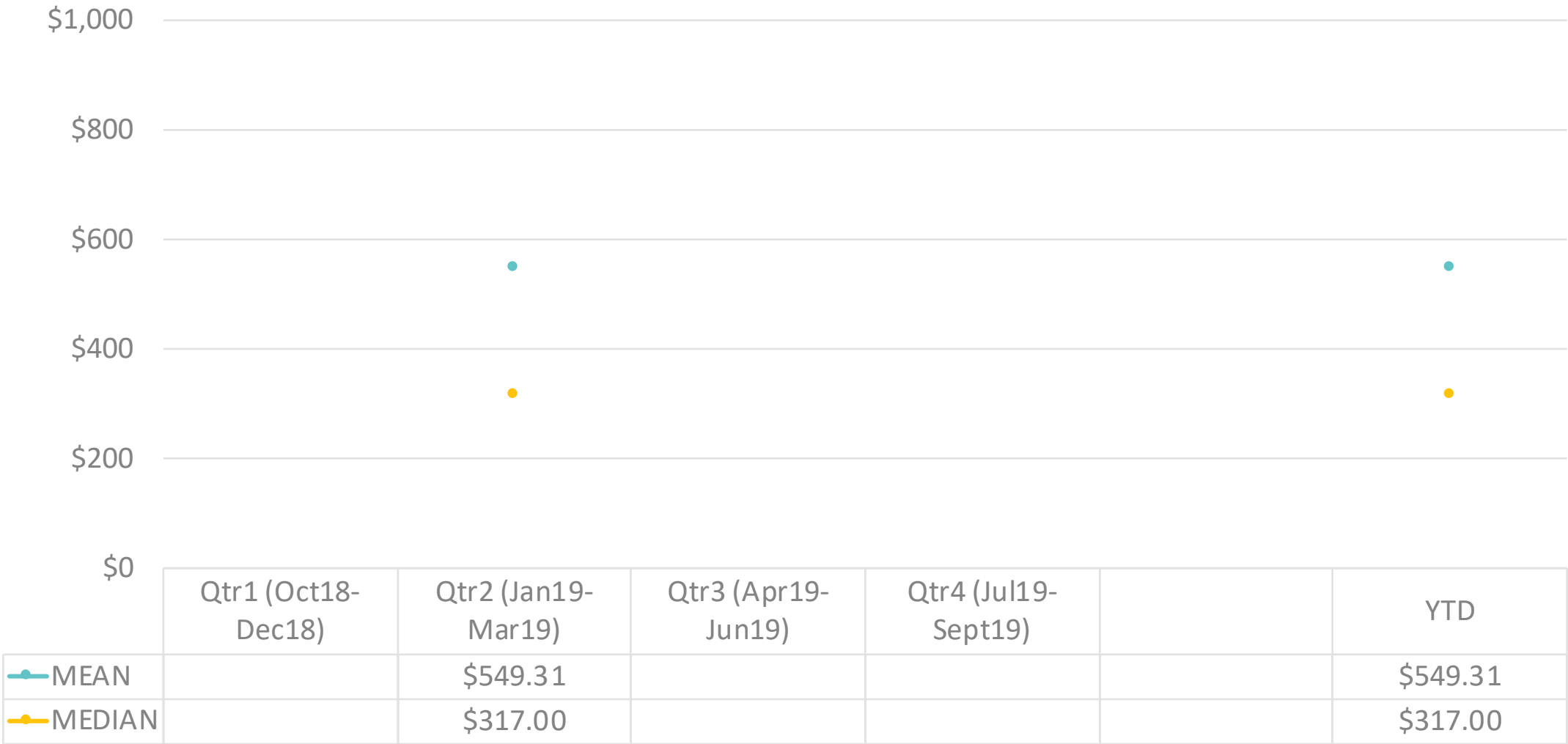




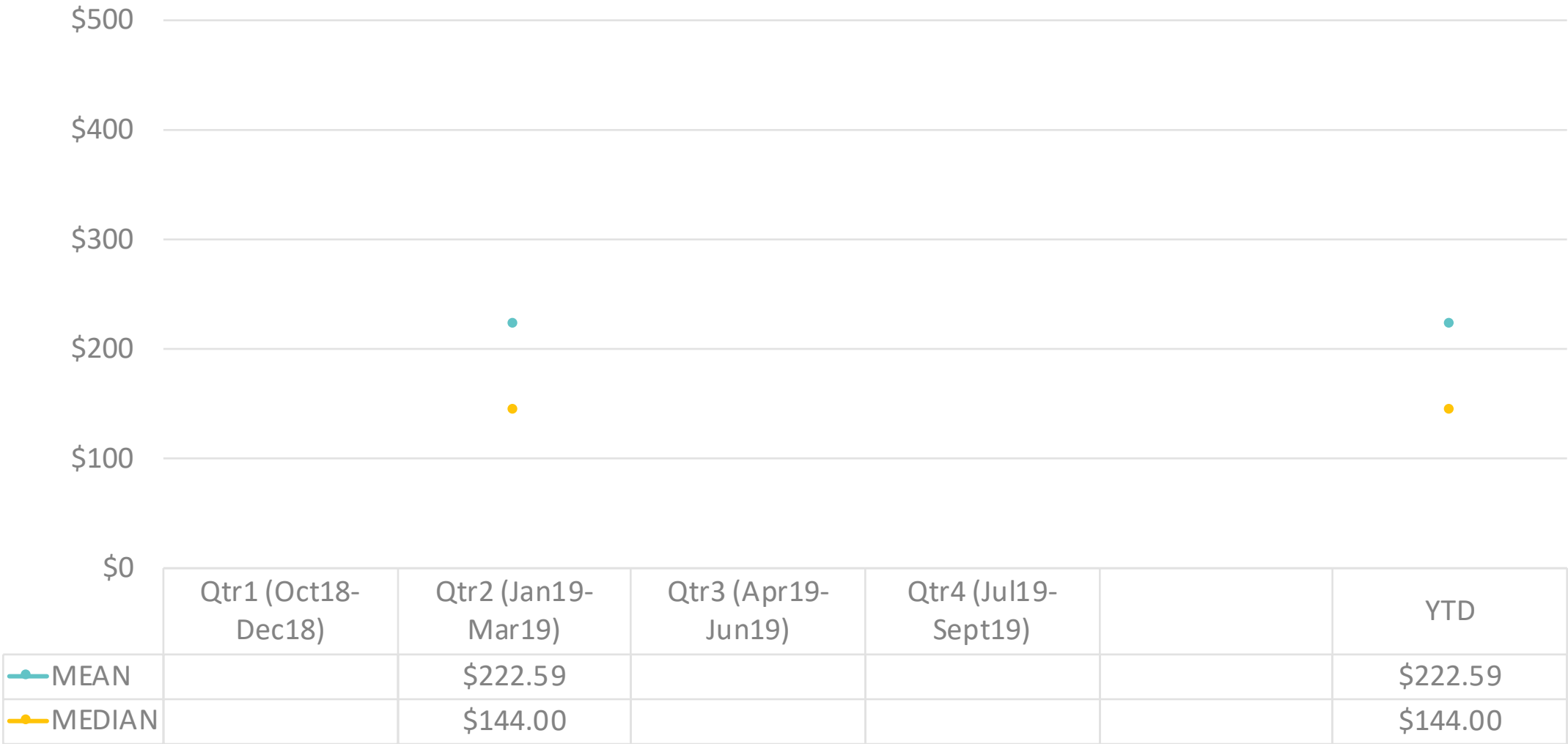
# ONISLE – PER DAY SPENDING



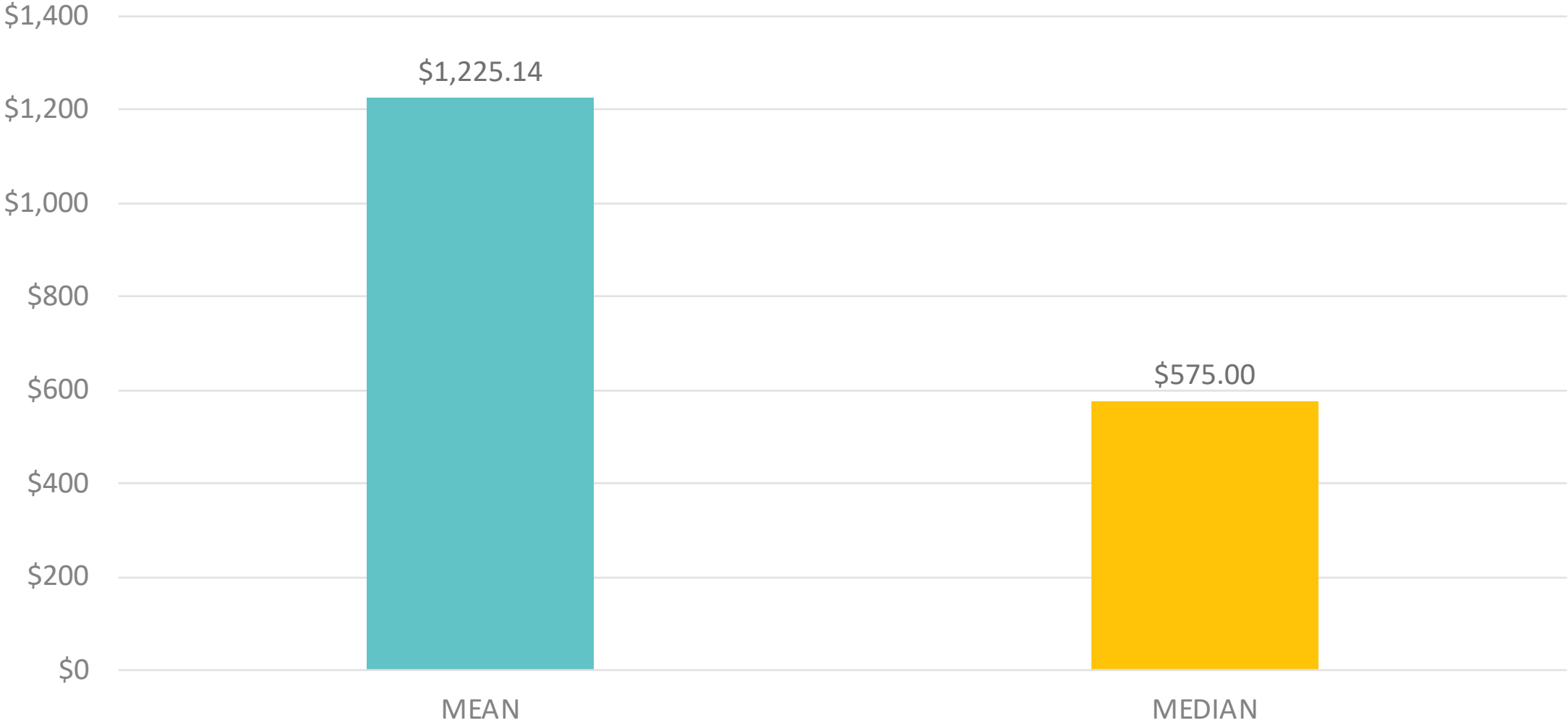
# ONISLE – TRAVEL PARTY/ PER DAY TRACKING



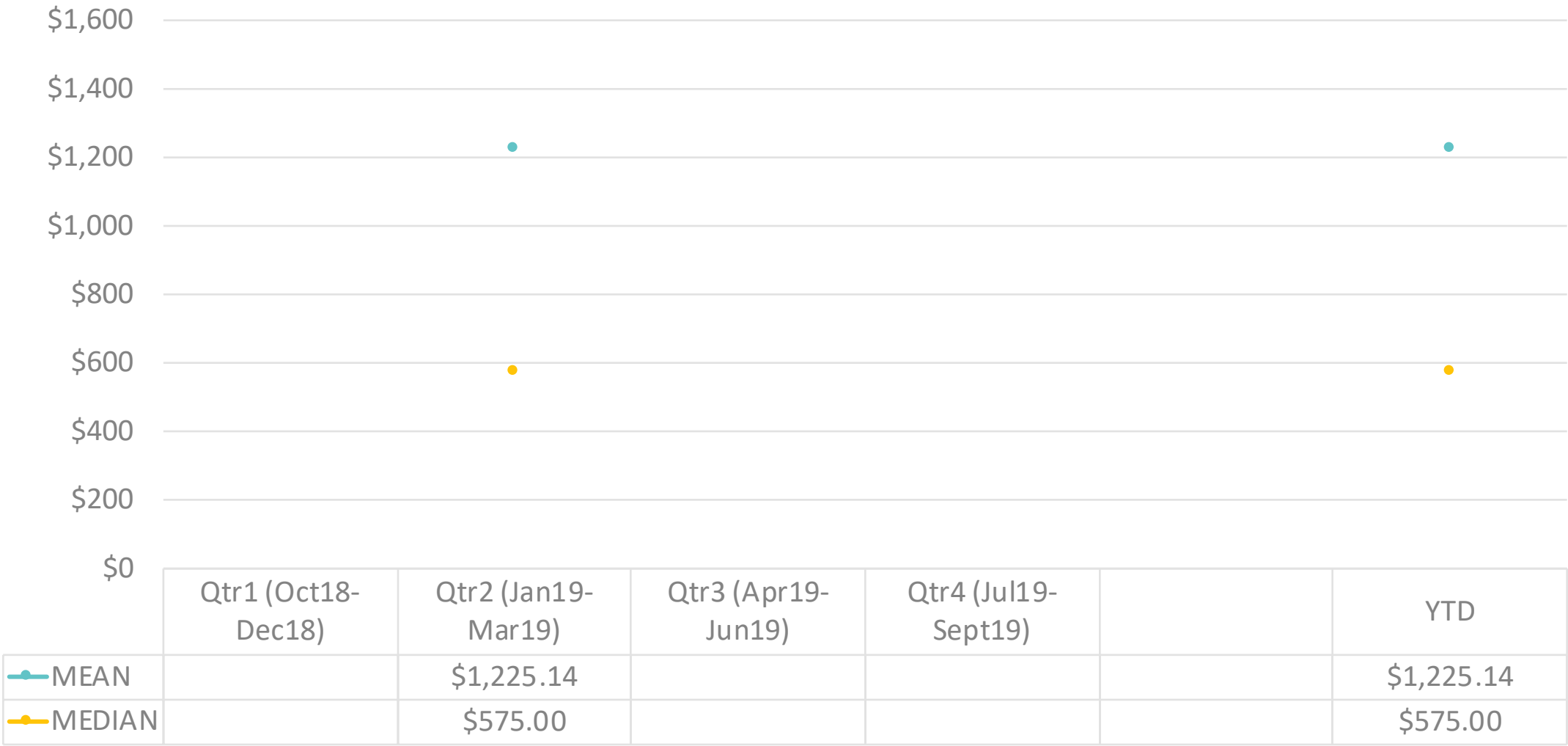
# ONISLE – PER PERSON/ PER DAY TRACKING



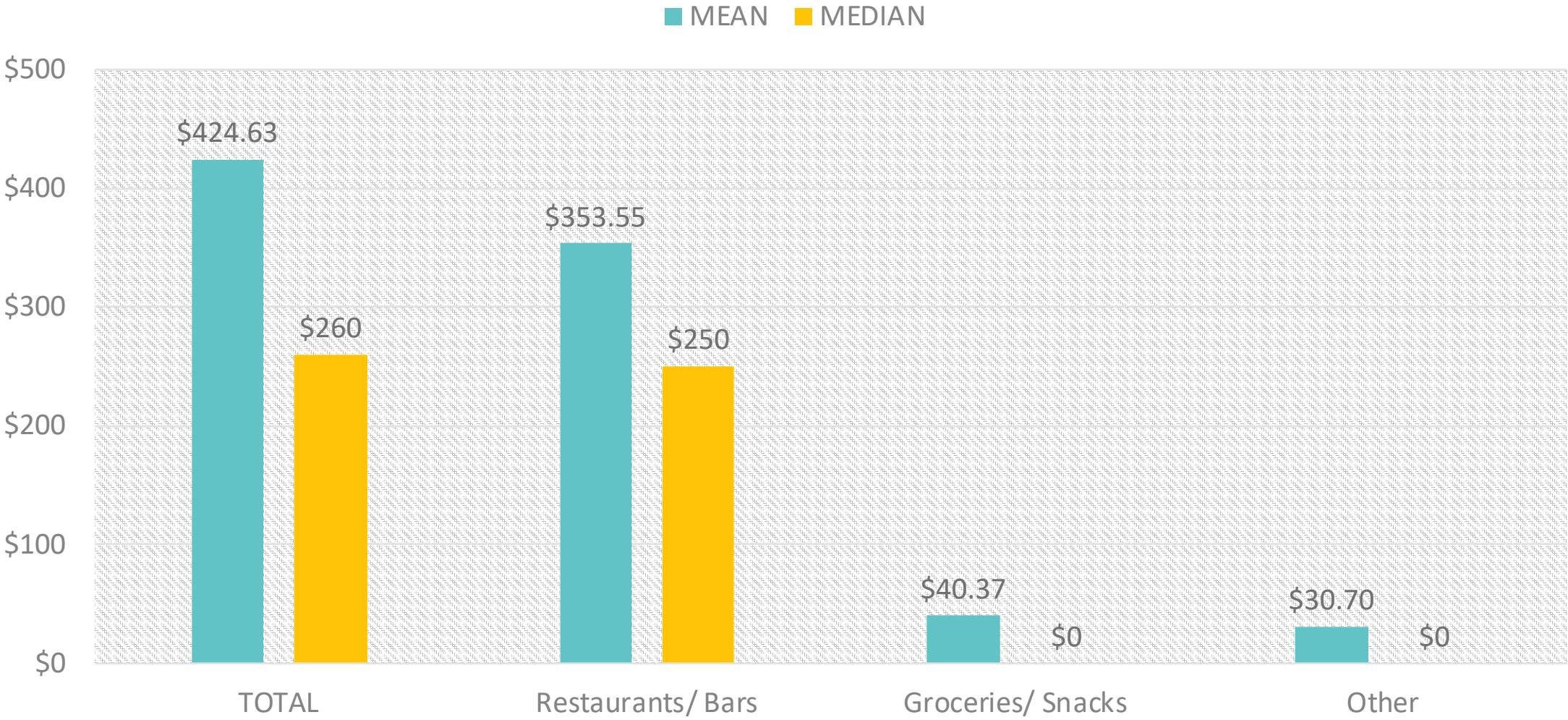
# ONISLE – ACCOMMODATIONS



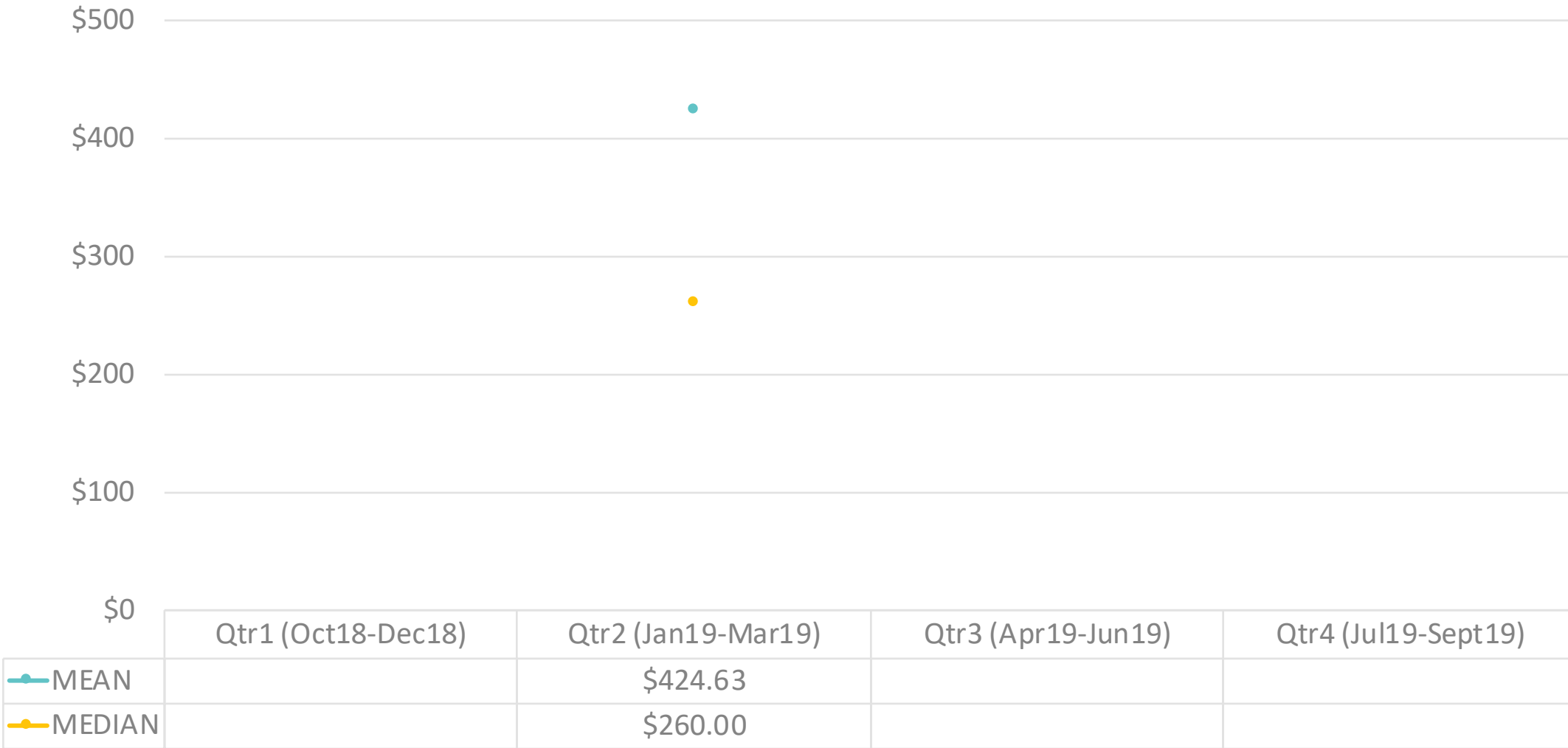
# ONISLE – ACCOMMODATIONS TRACKING



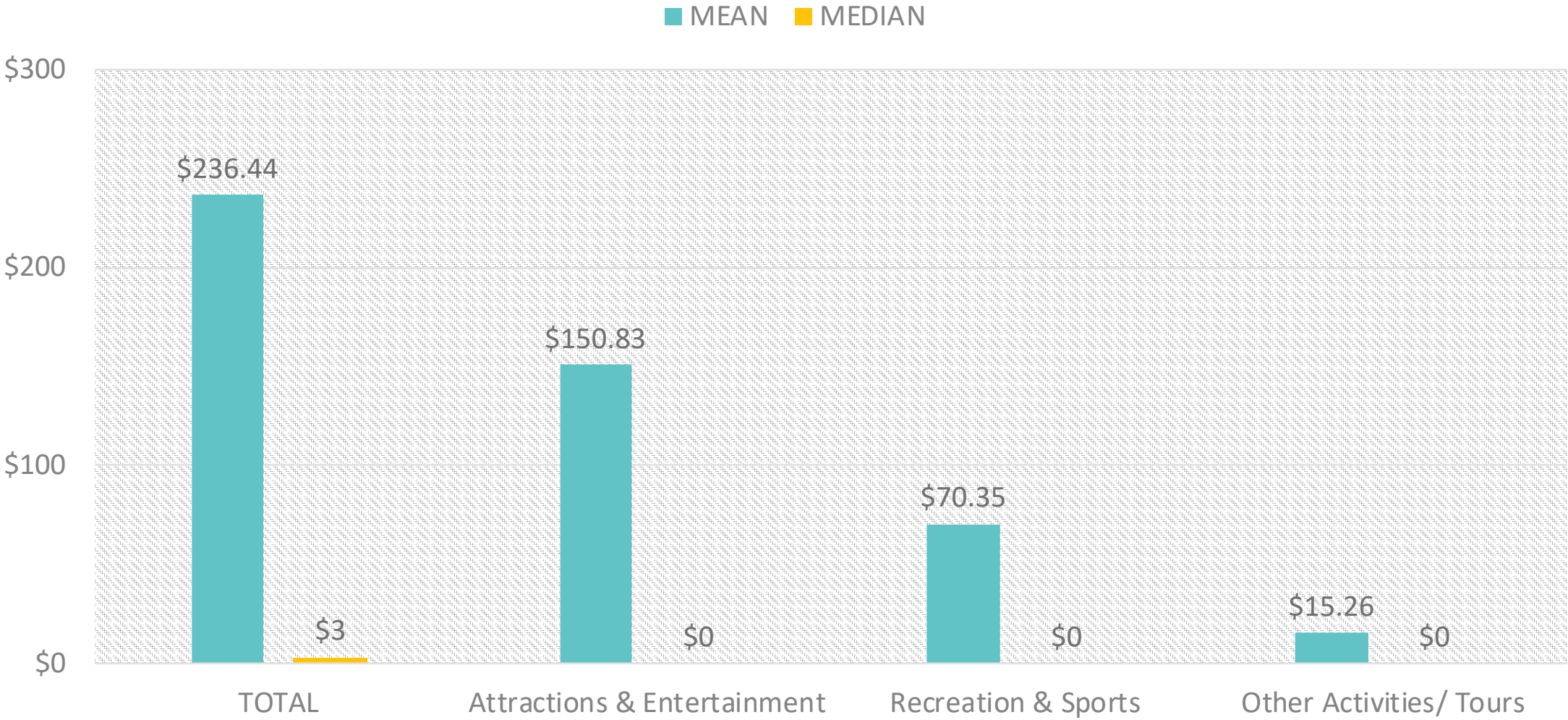
# ONISLE – FOOD & BEVERAGE



# ONISLE – TOTAL FOOD & BEVERAGE TRACKING

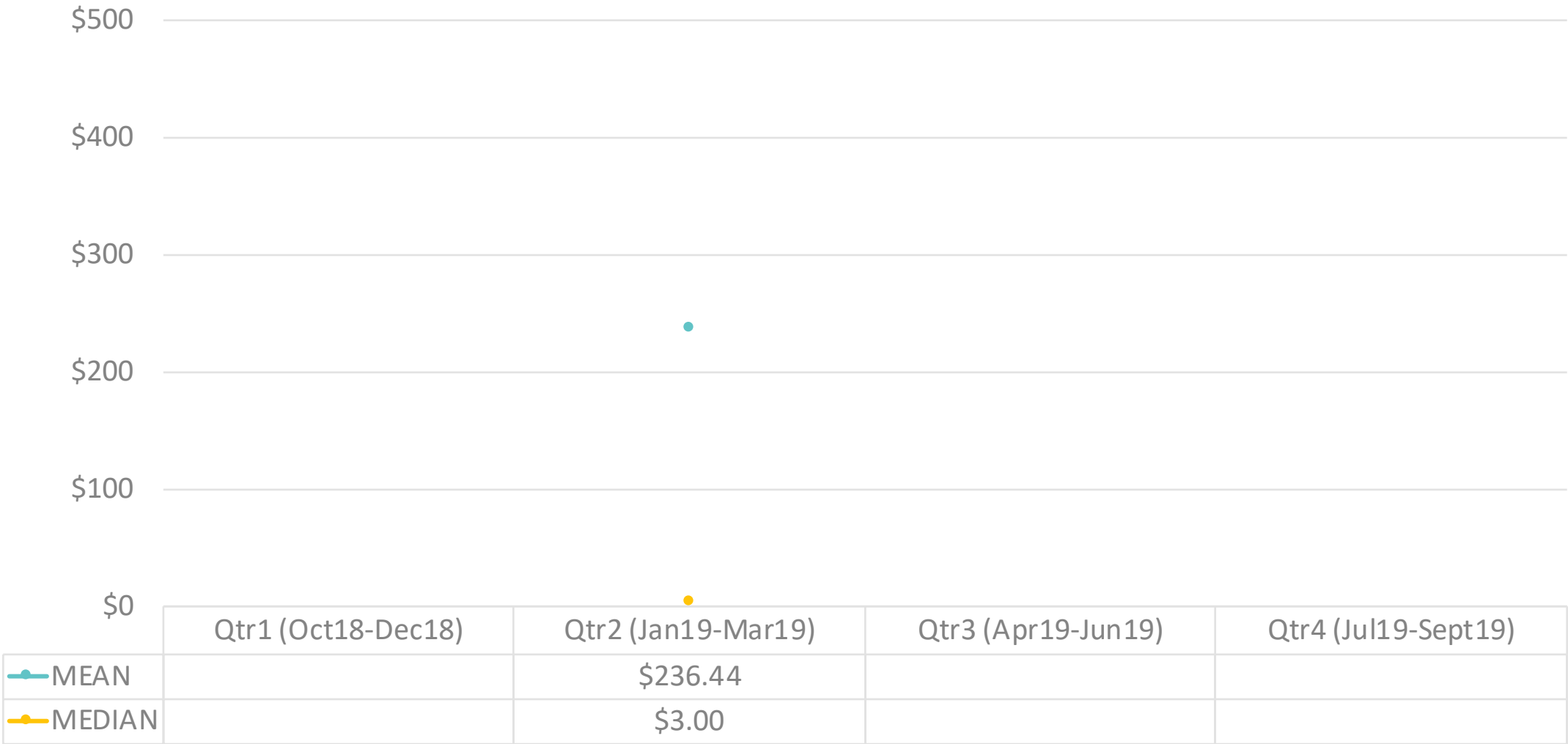


# ONISLE – ENTERTAINMENT & RECREATION

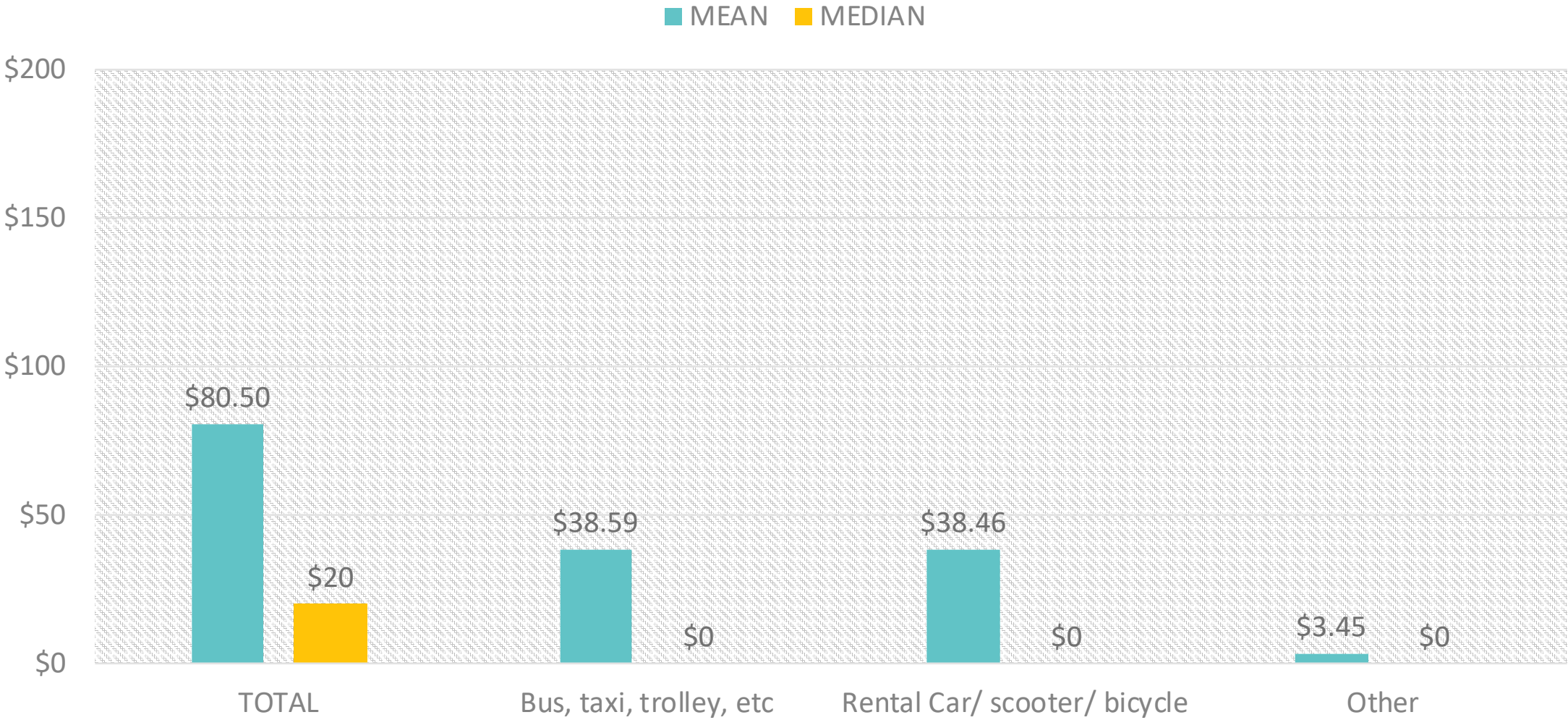




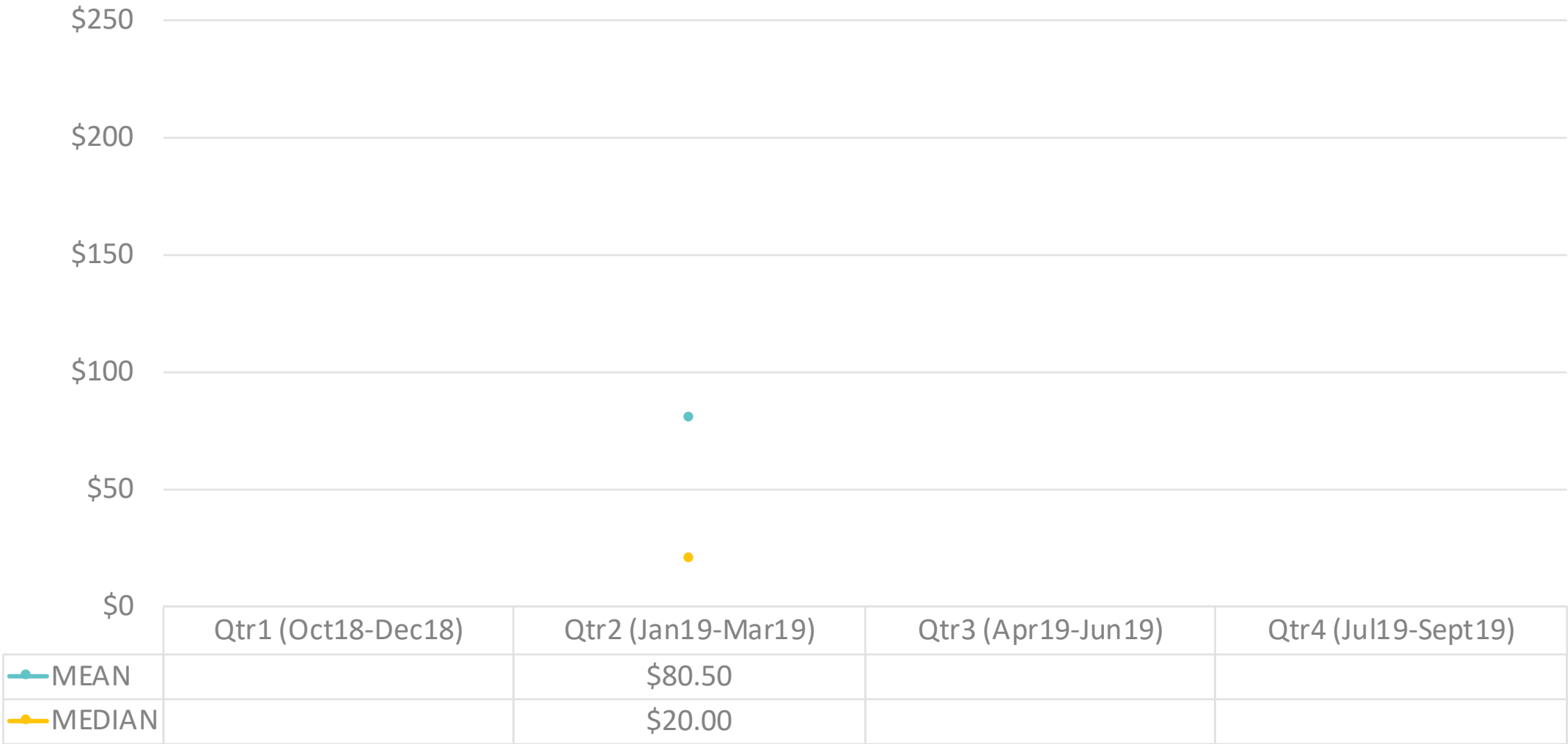
# ONISLE – TOTAL ENTERTAINMENT & RECREATION TRACKING



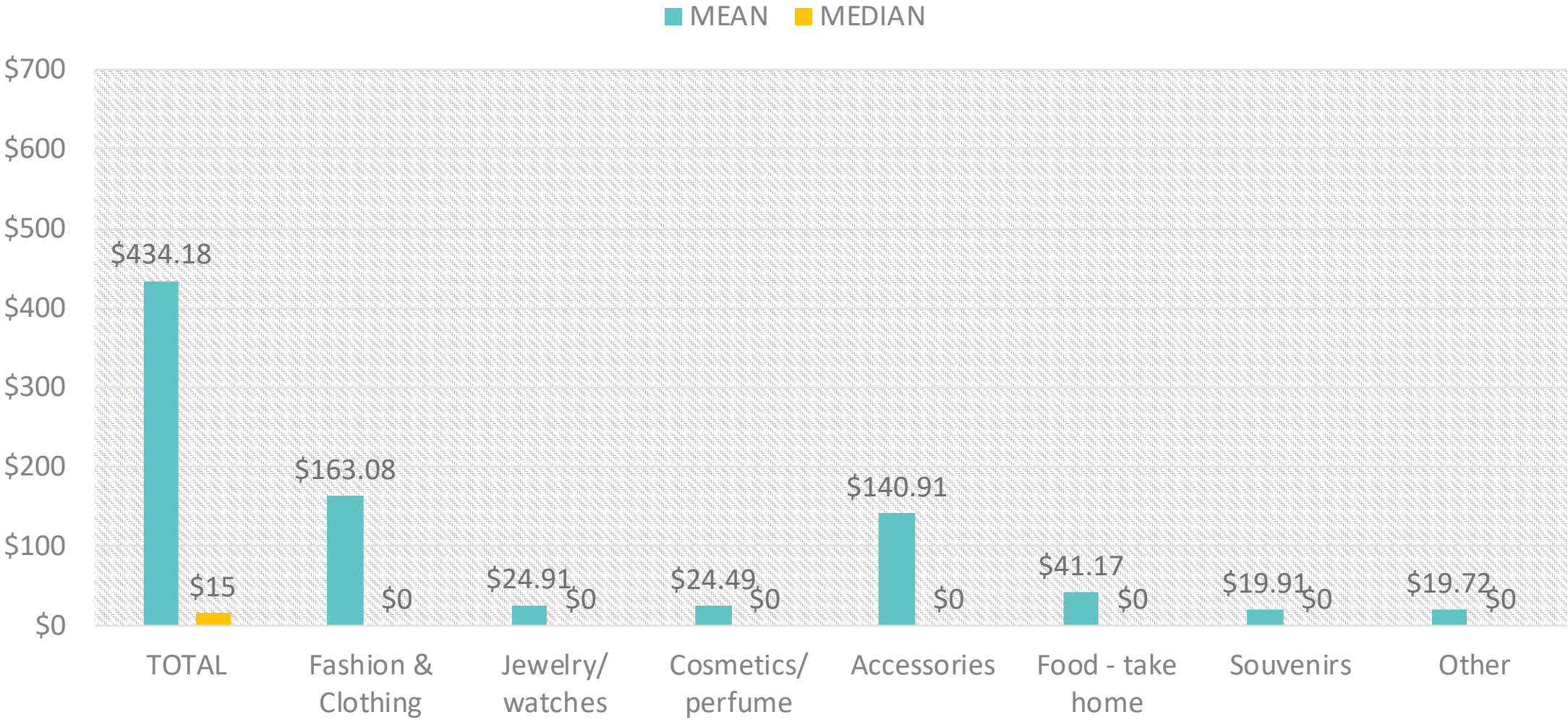
# ONISLE – TRANSPORTATION



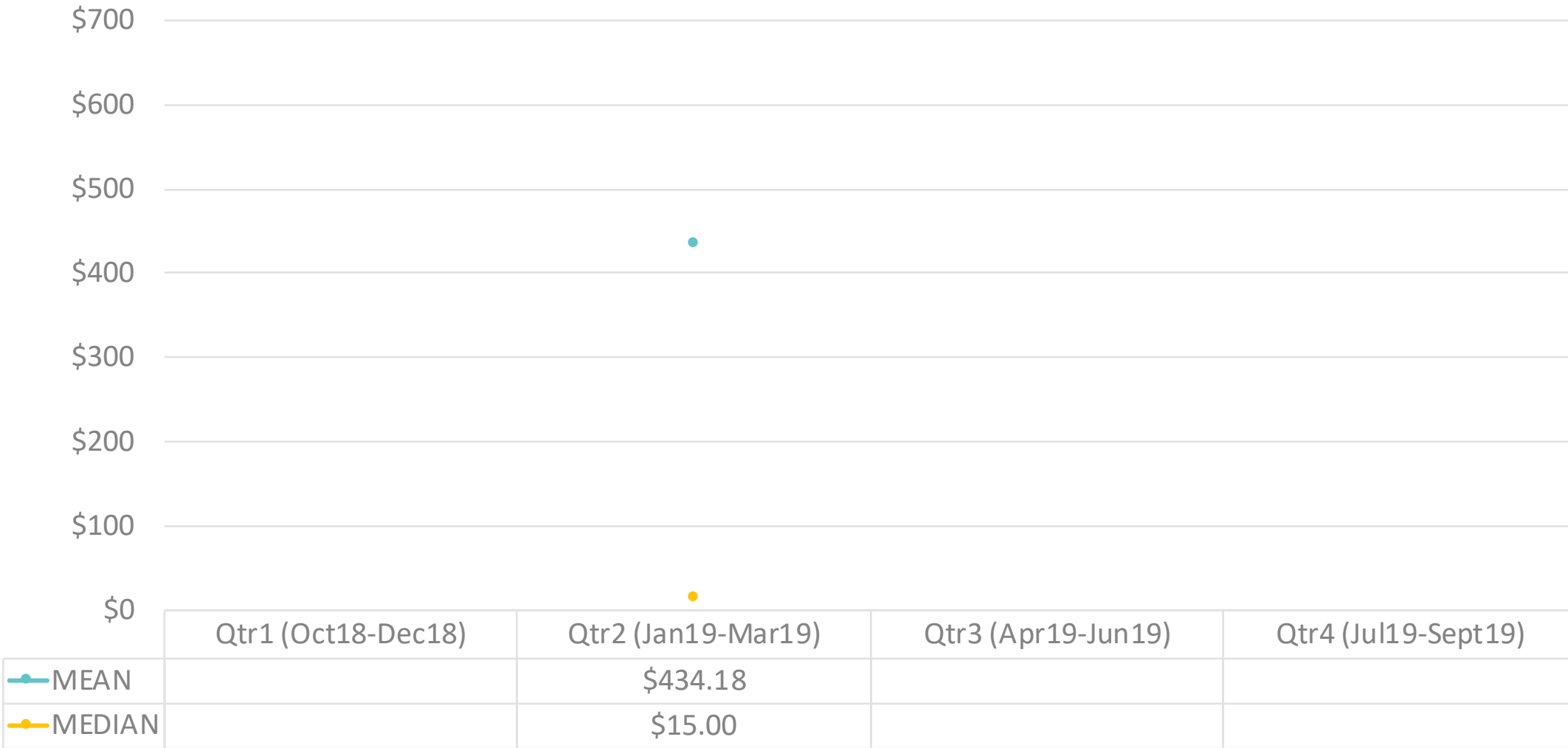
# ONISLE – TOTAL TRANSPORTATION TRACKING



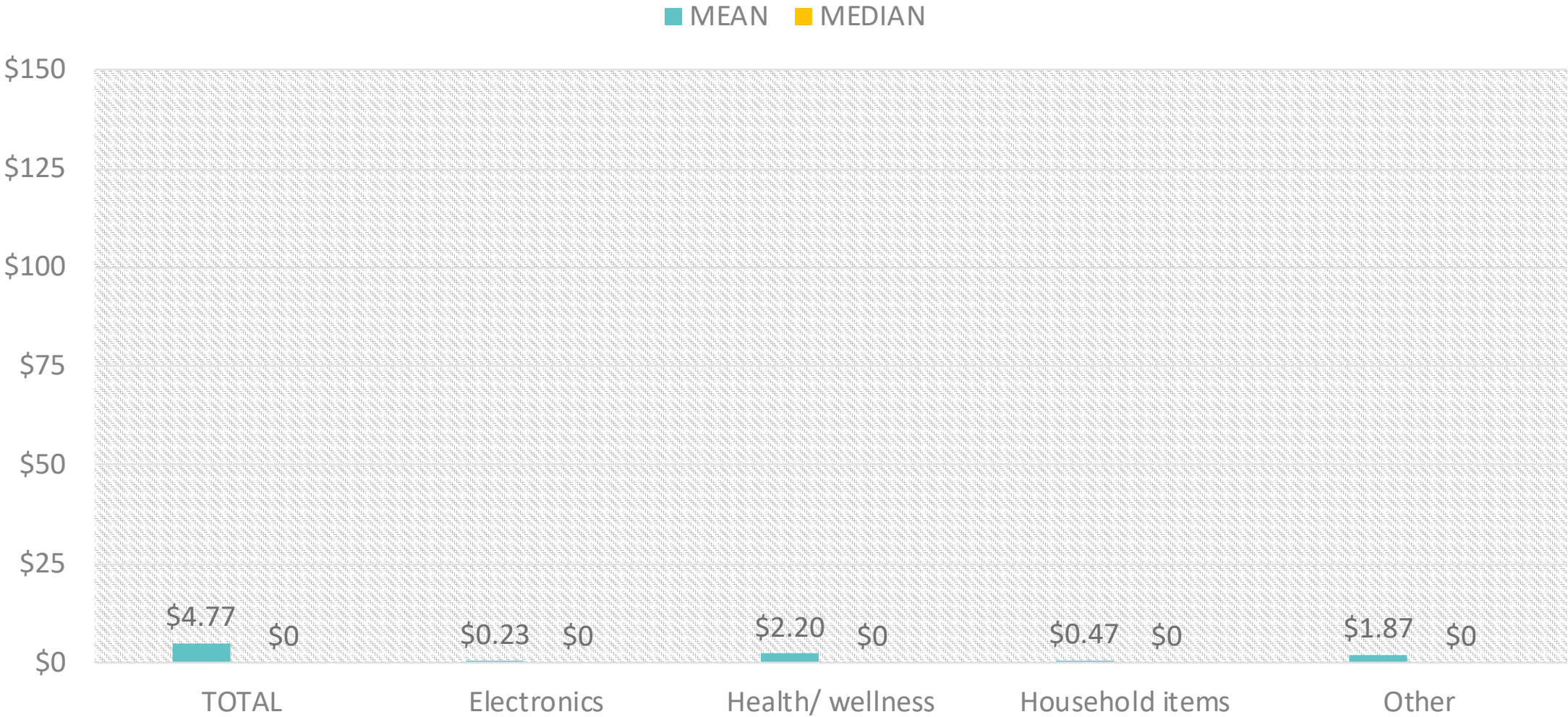
# ONISLE – SHOPPING



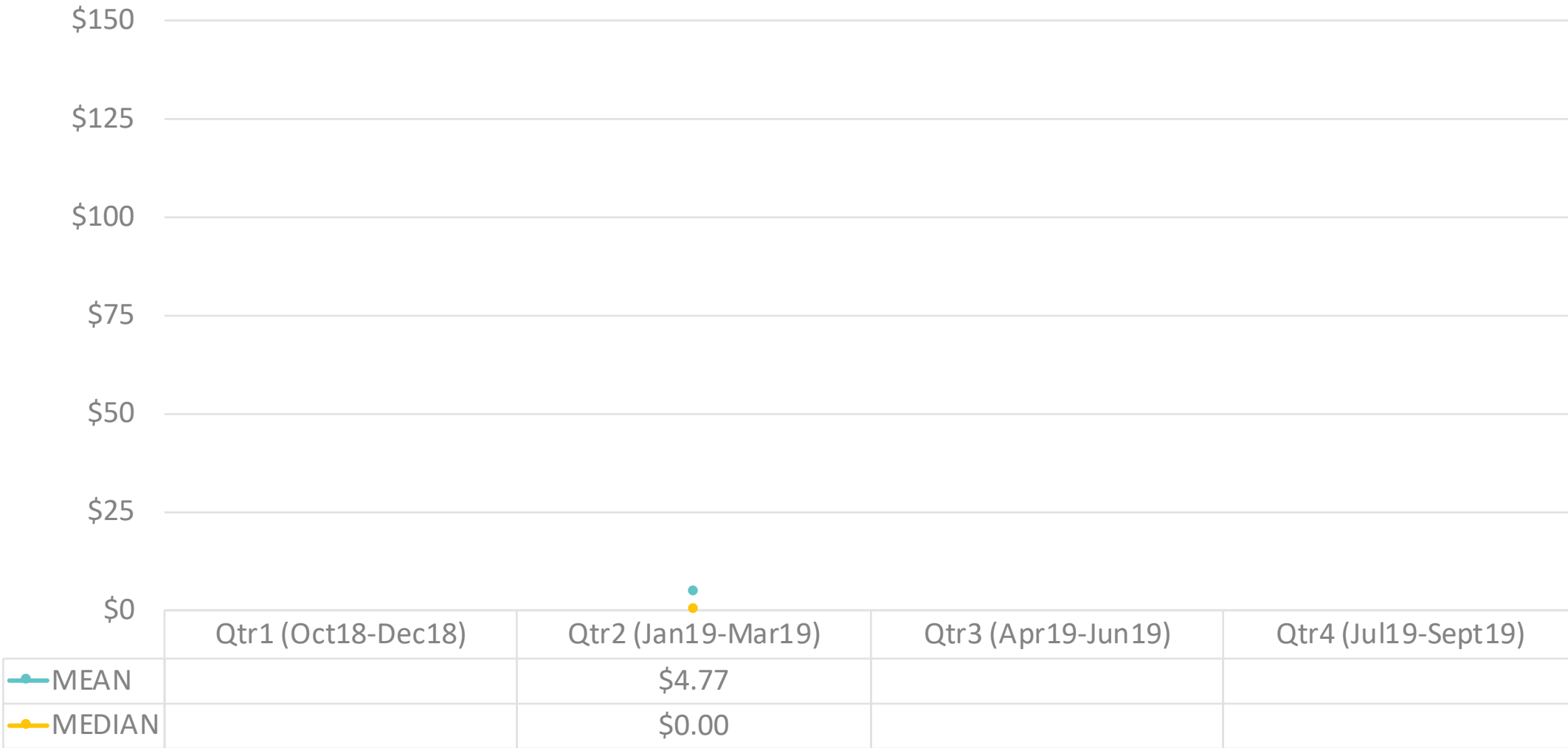
# ONISLE – TOTAL SHOPPING TRACKING



# ONISLE – MISCELLANEOUS



# ONISLE – MISCELLANEOUS TRACKING

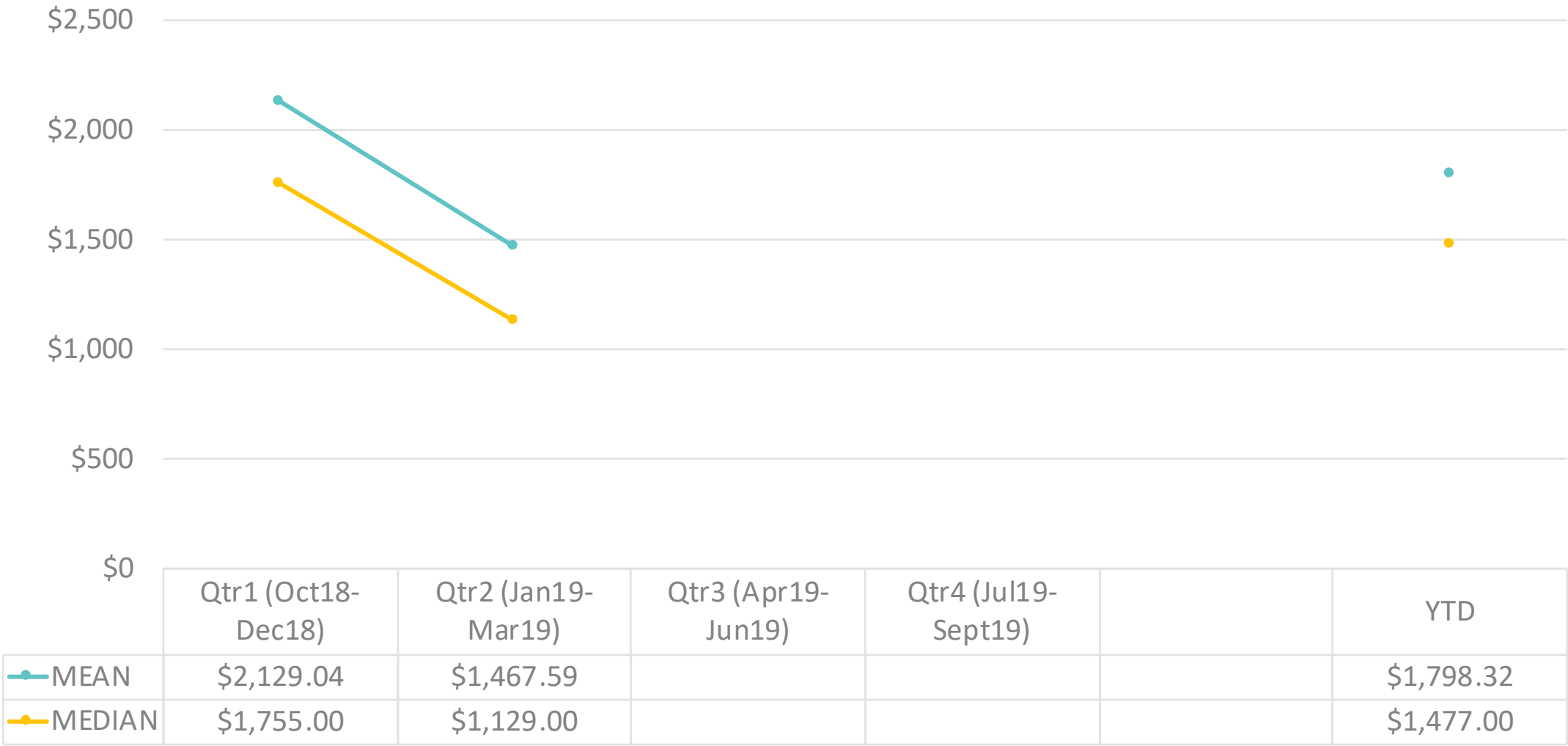


# TOTAL EXPENDITURES PER PERSON (ONISLE + PREPAID)

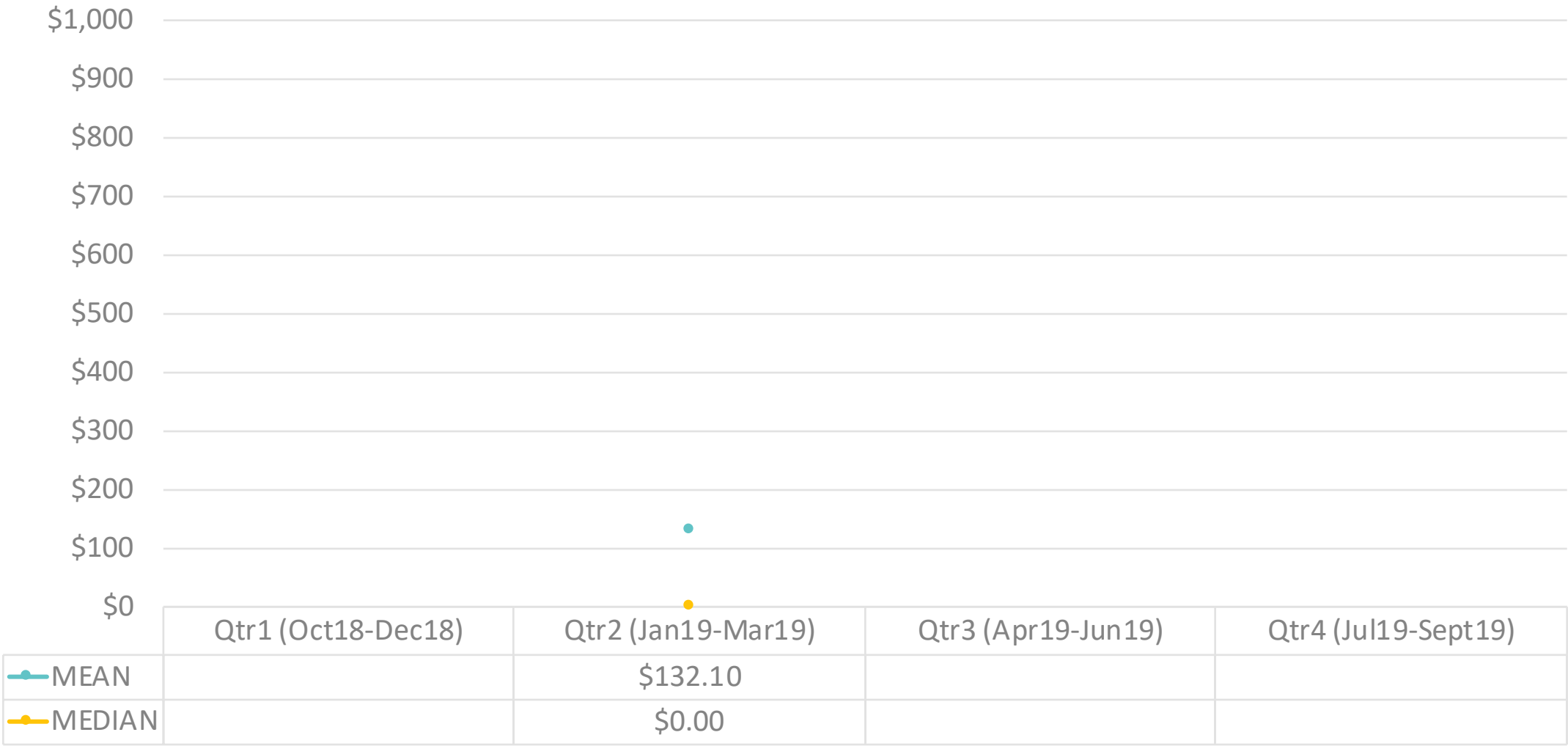
- \$1,467.59 = Mean average per person
- \$1,129.00 = Median amount spent per person



# TOTAL EXPENDITURES PER PERSON TRACKING



# GUAM AIRPORT EXPENDITURE TRACKING

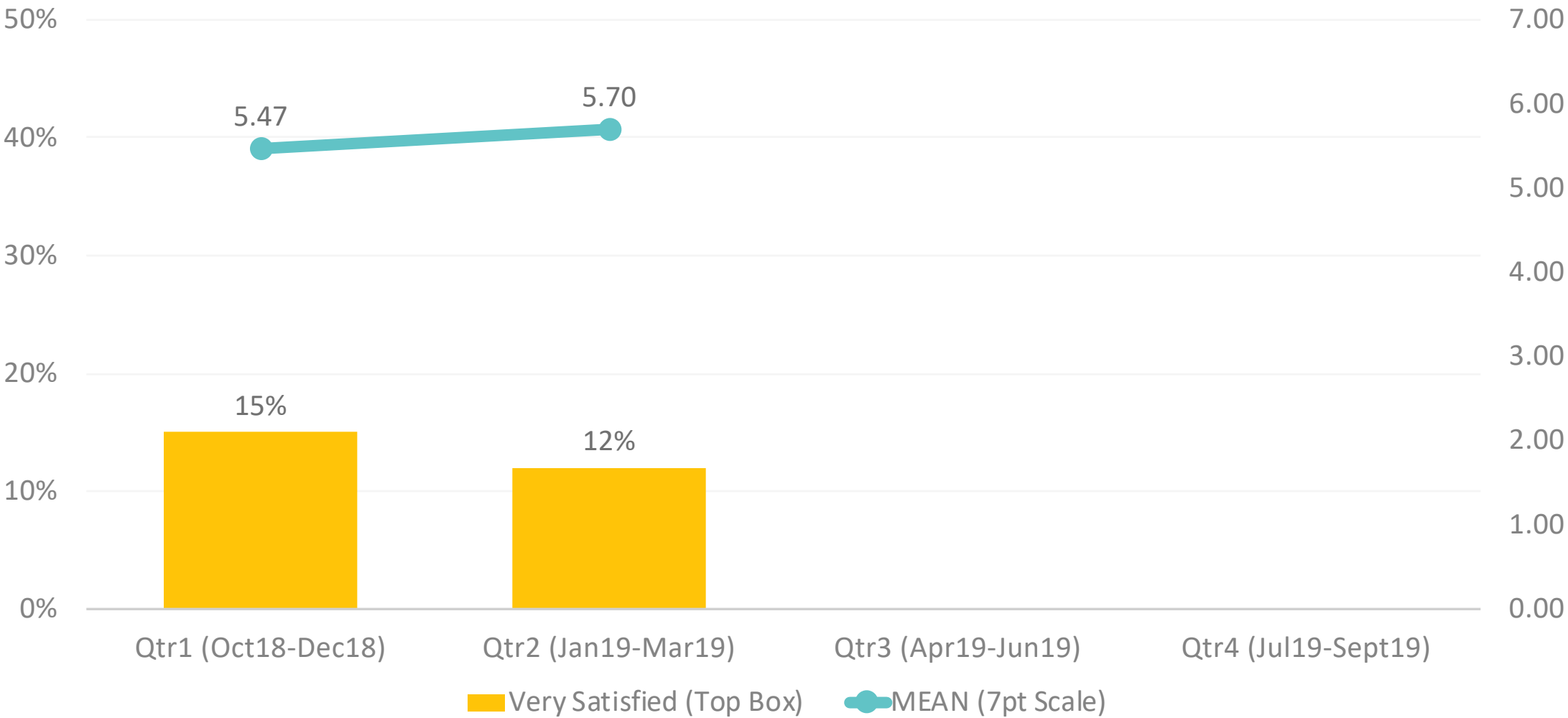




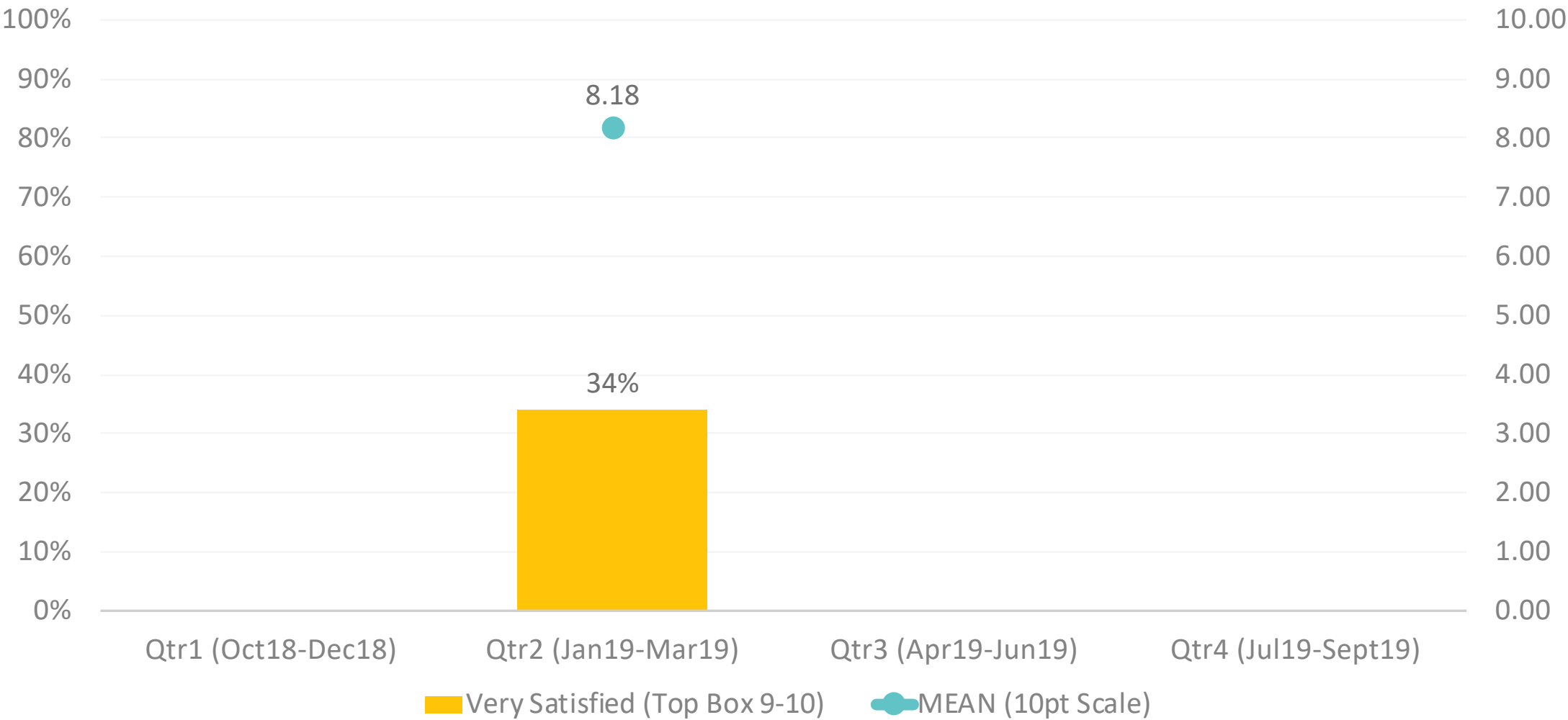
SECTION 4

# VISITOR SATISFACTION

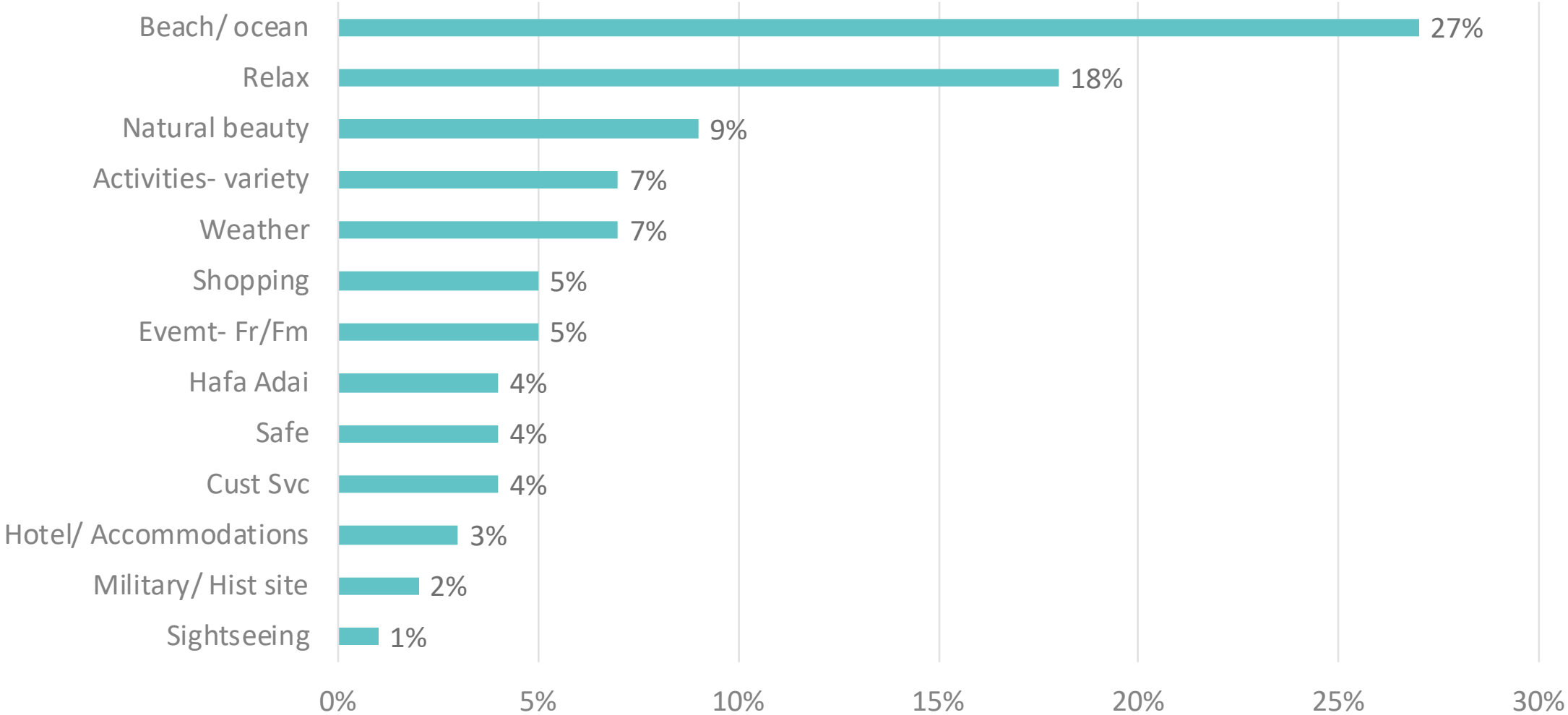
# OVERALL SATISFACTION – 7PT SCALE



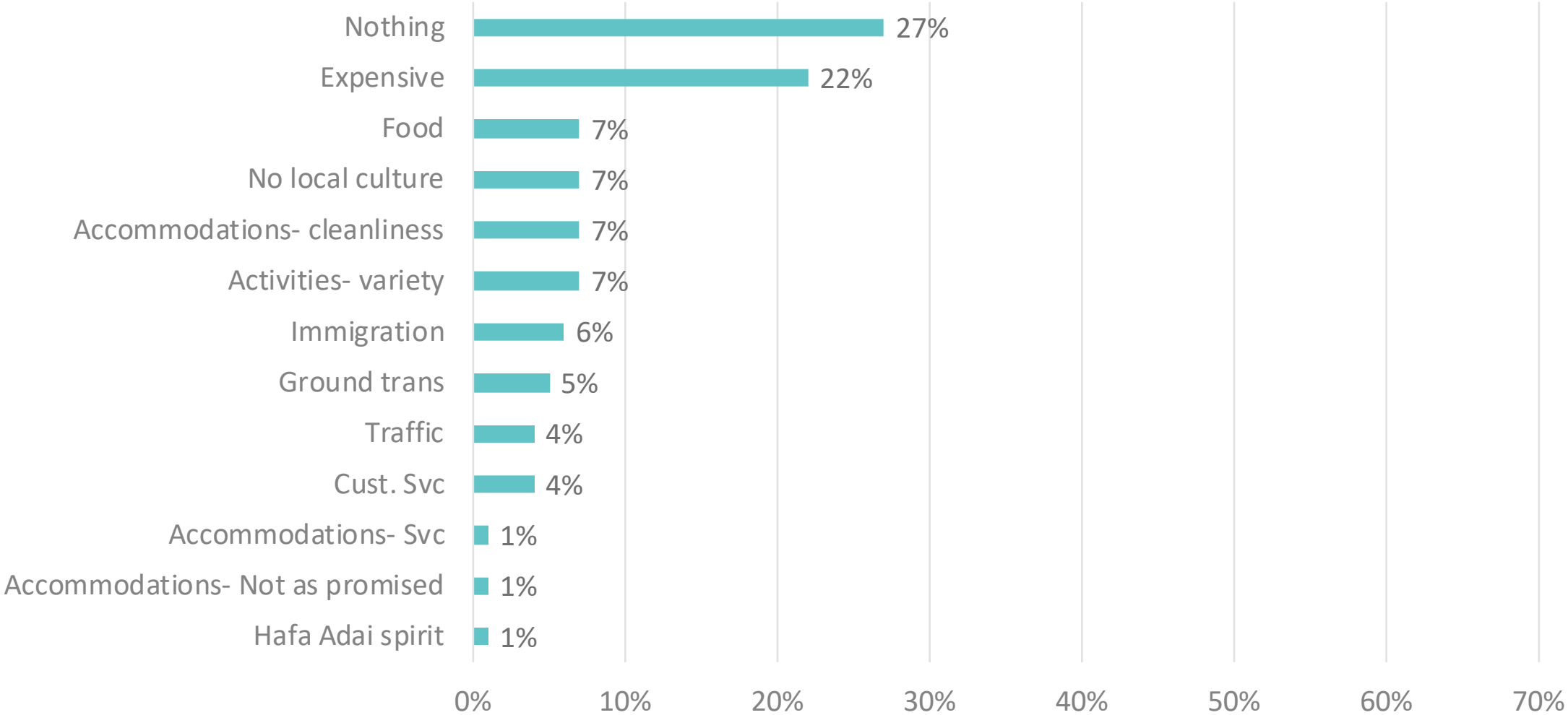
# OVERALL SATISFACTION – 10PT SCALE



# SWOT – POSITIVE ASPECT OF TRIP

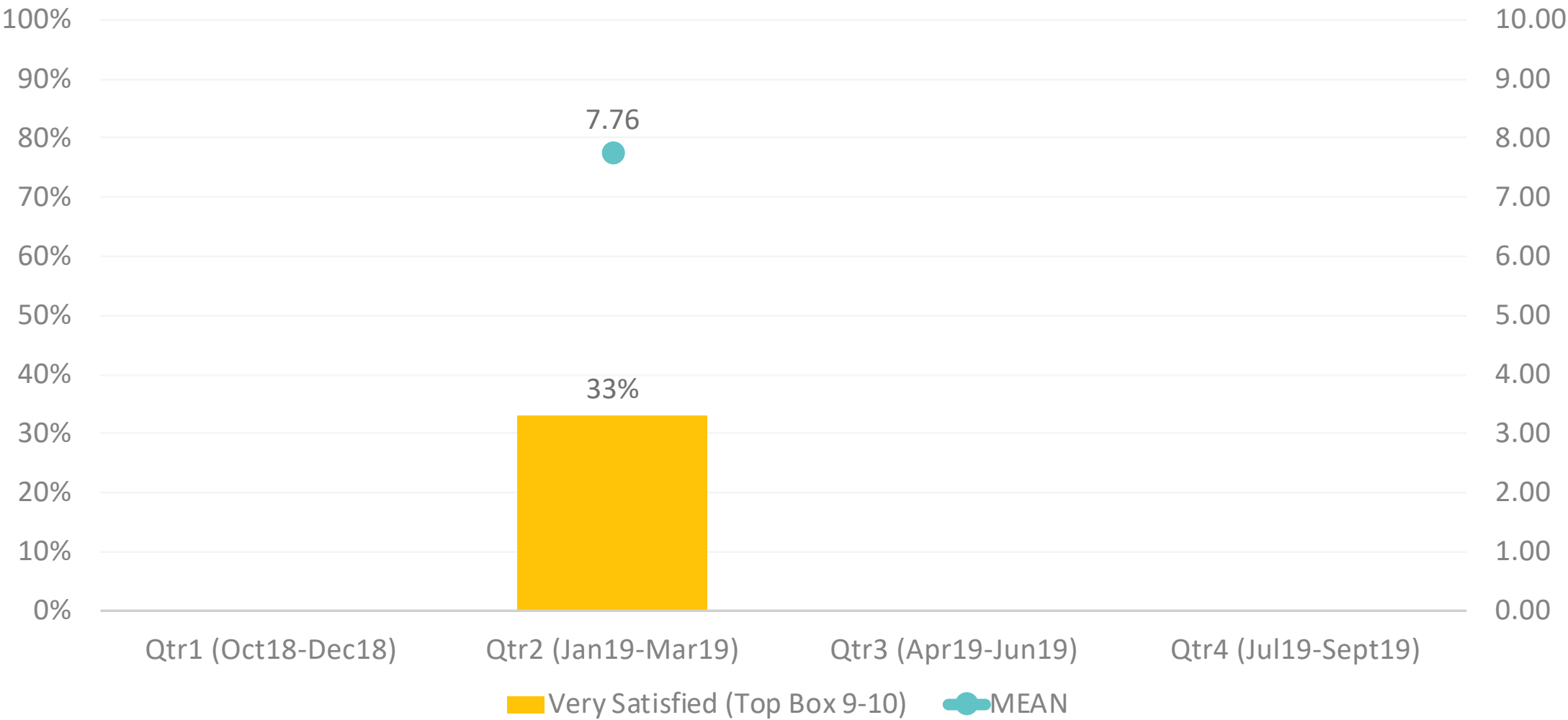


# SWOT – NEGATIVE ASPECT OF TRIP



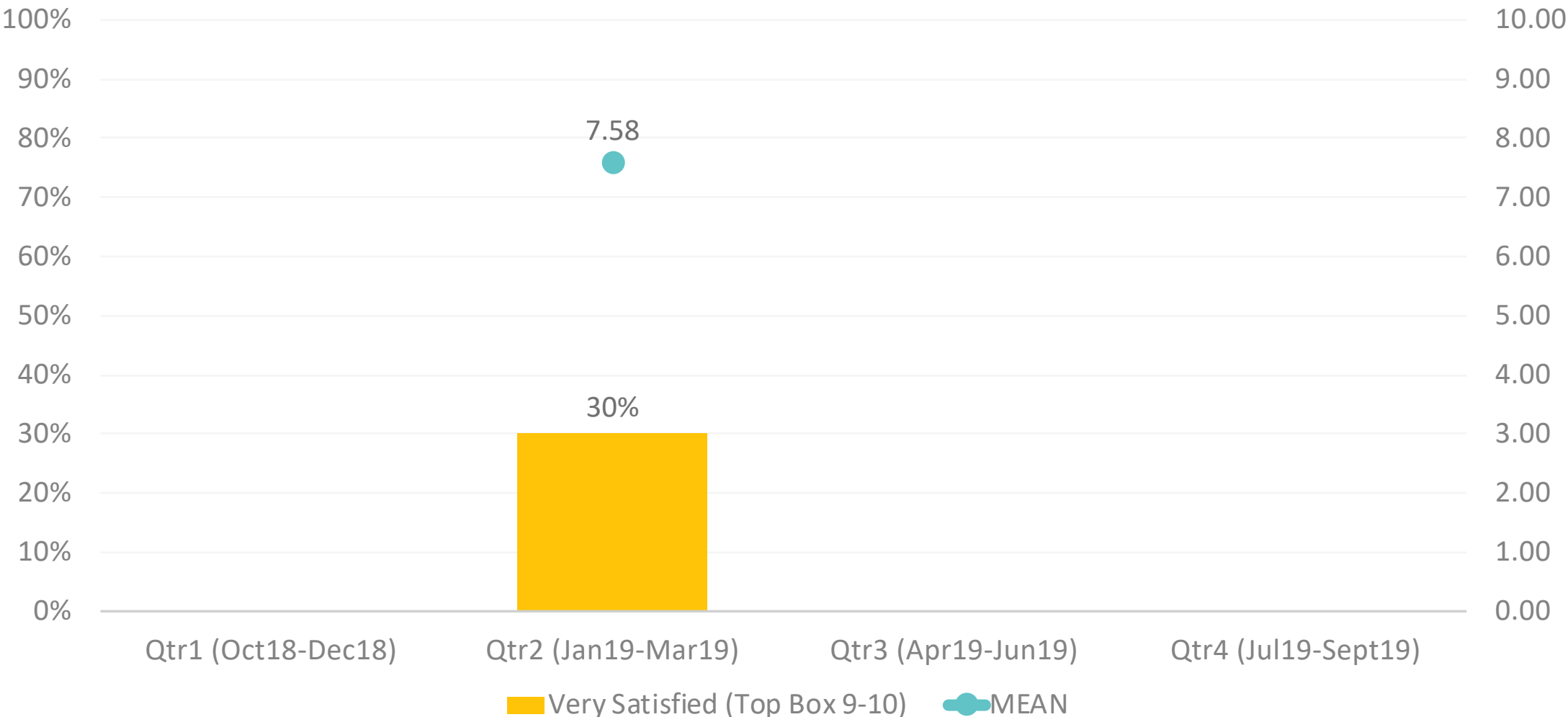


# SATISFACTION – ENTERTAINMENT

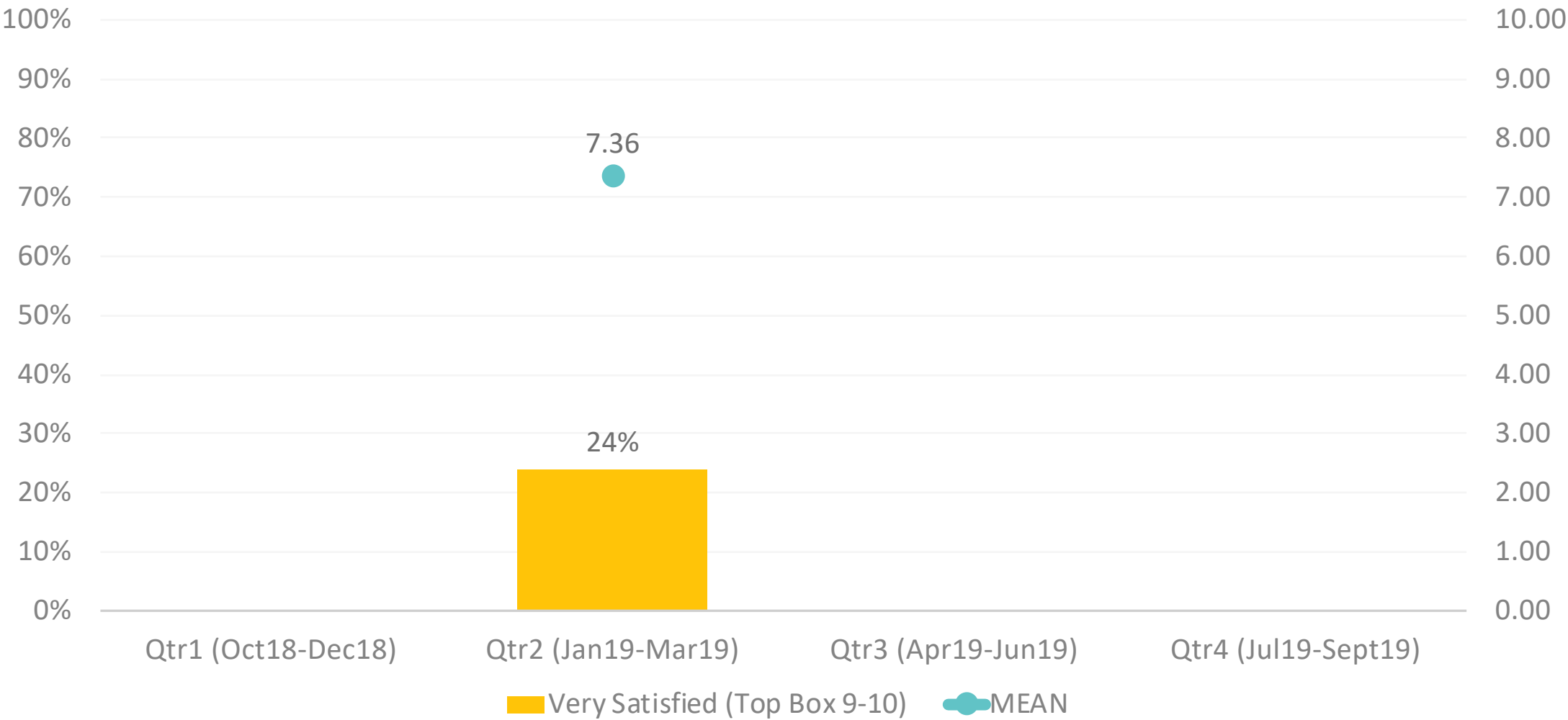




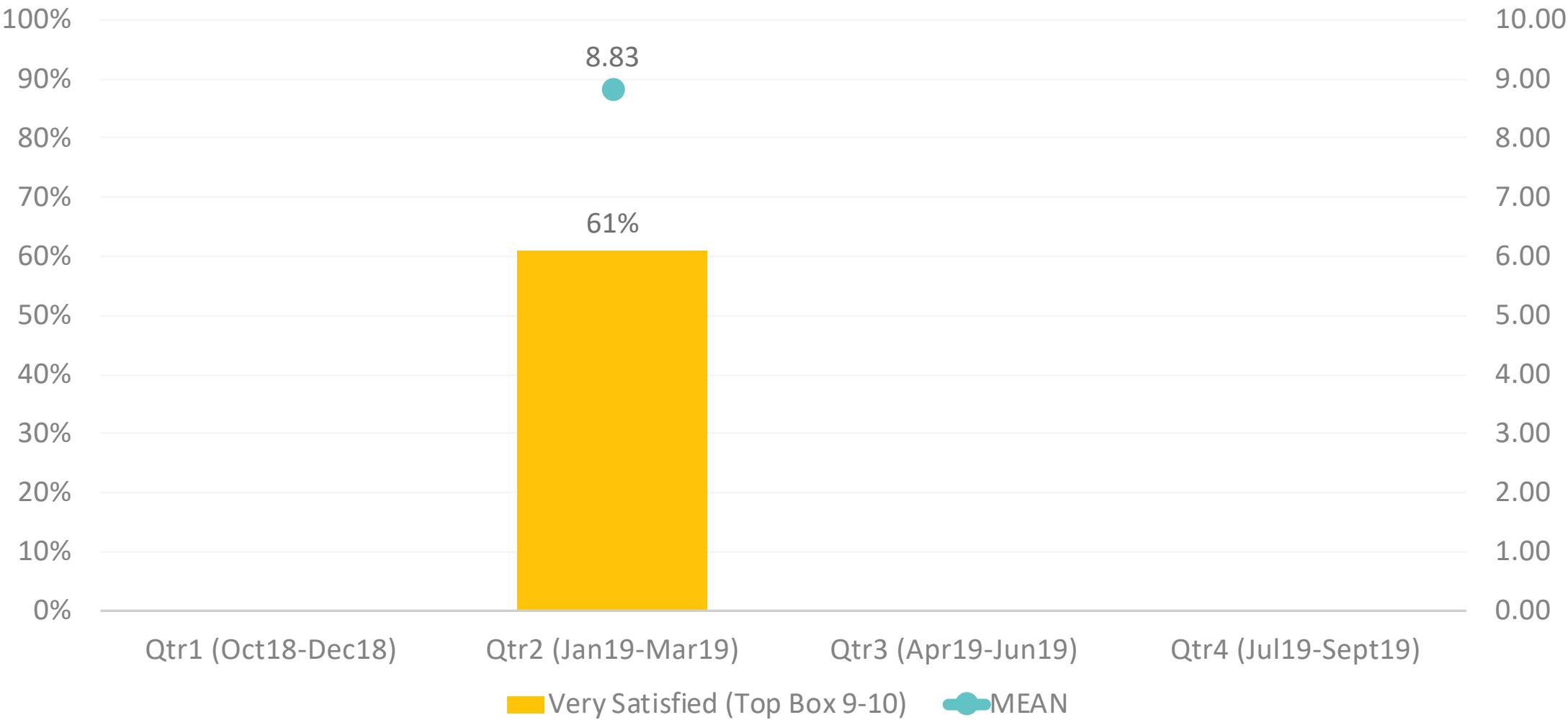
# SATISFACTION – SHOPPING



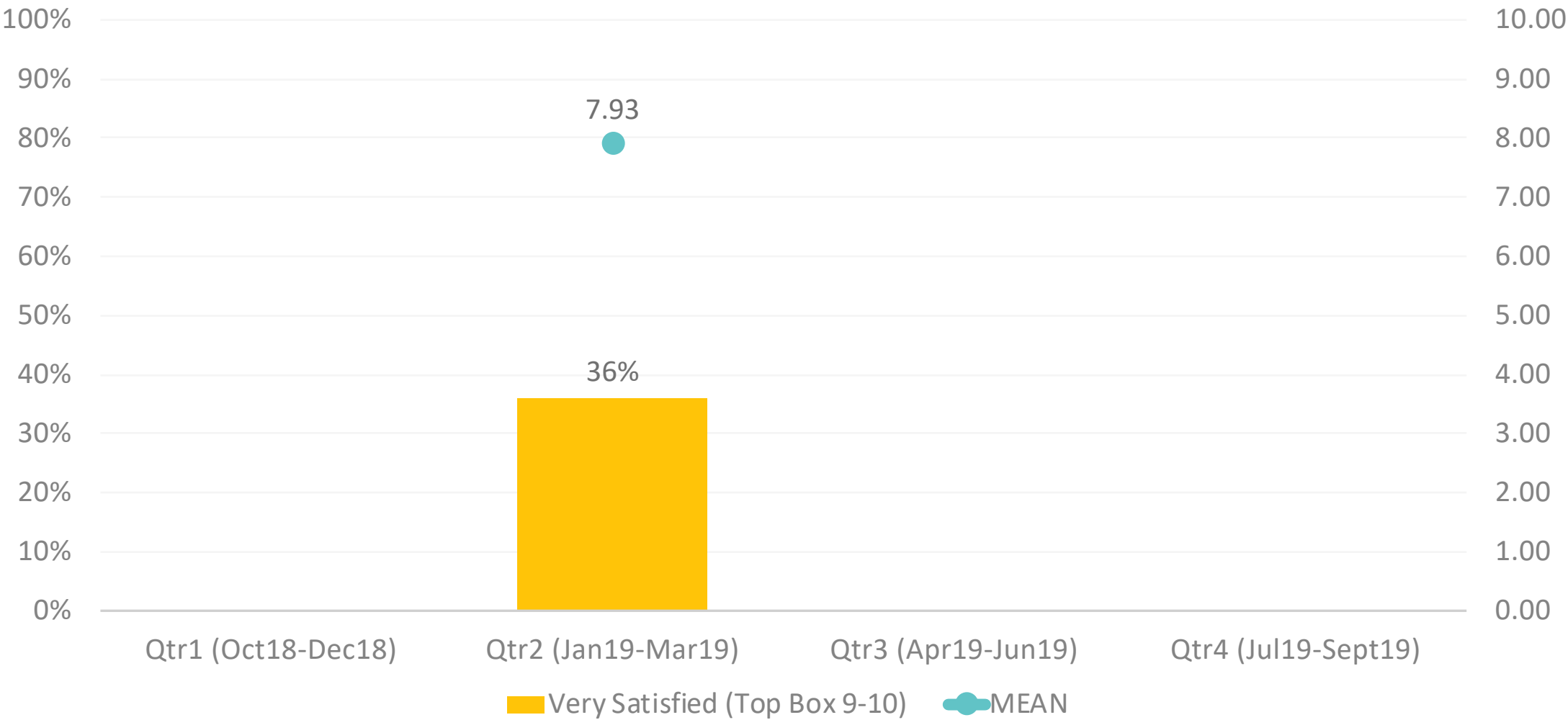
# SATISFACTION – DINING



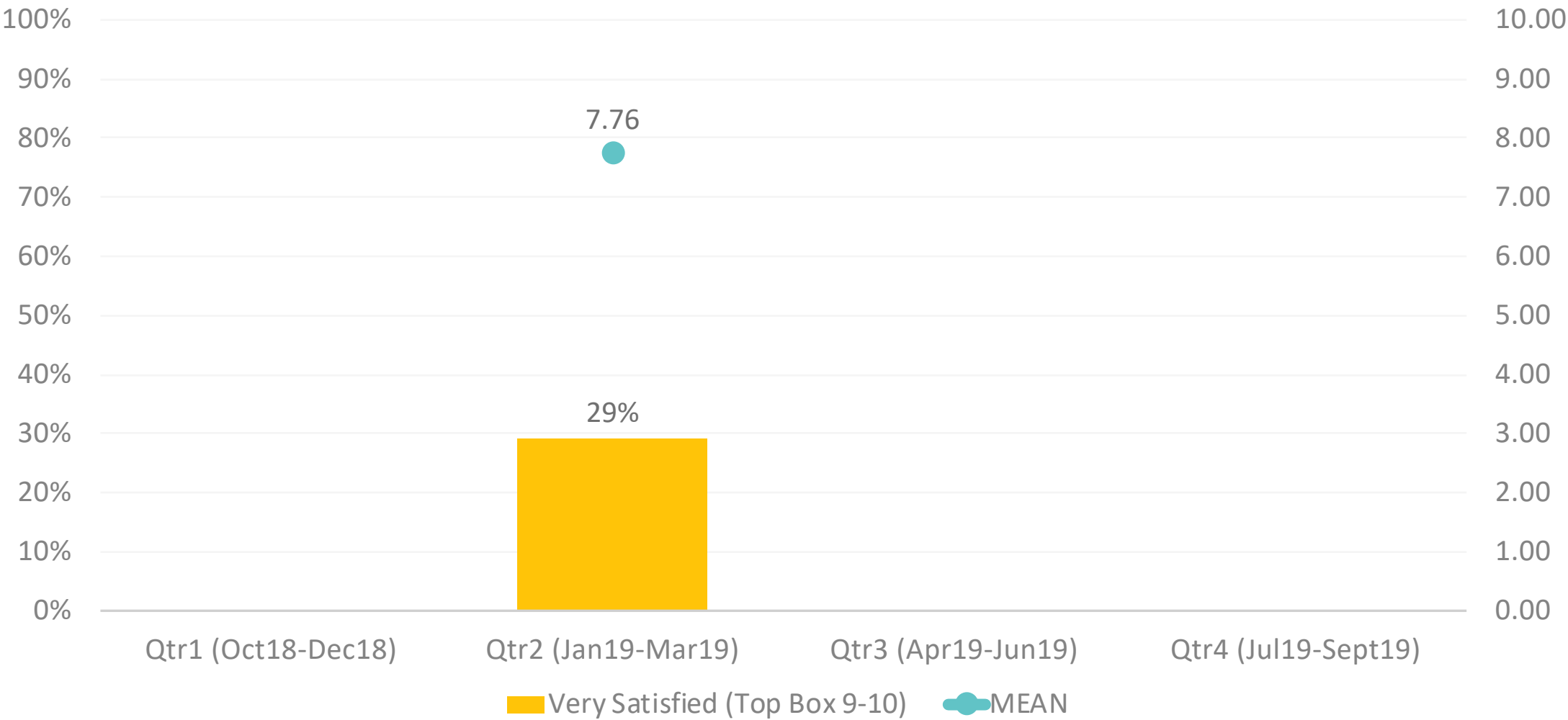
# SATISFACTION – BEACHES



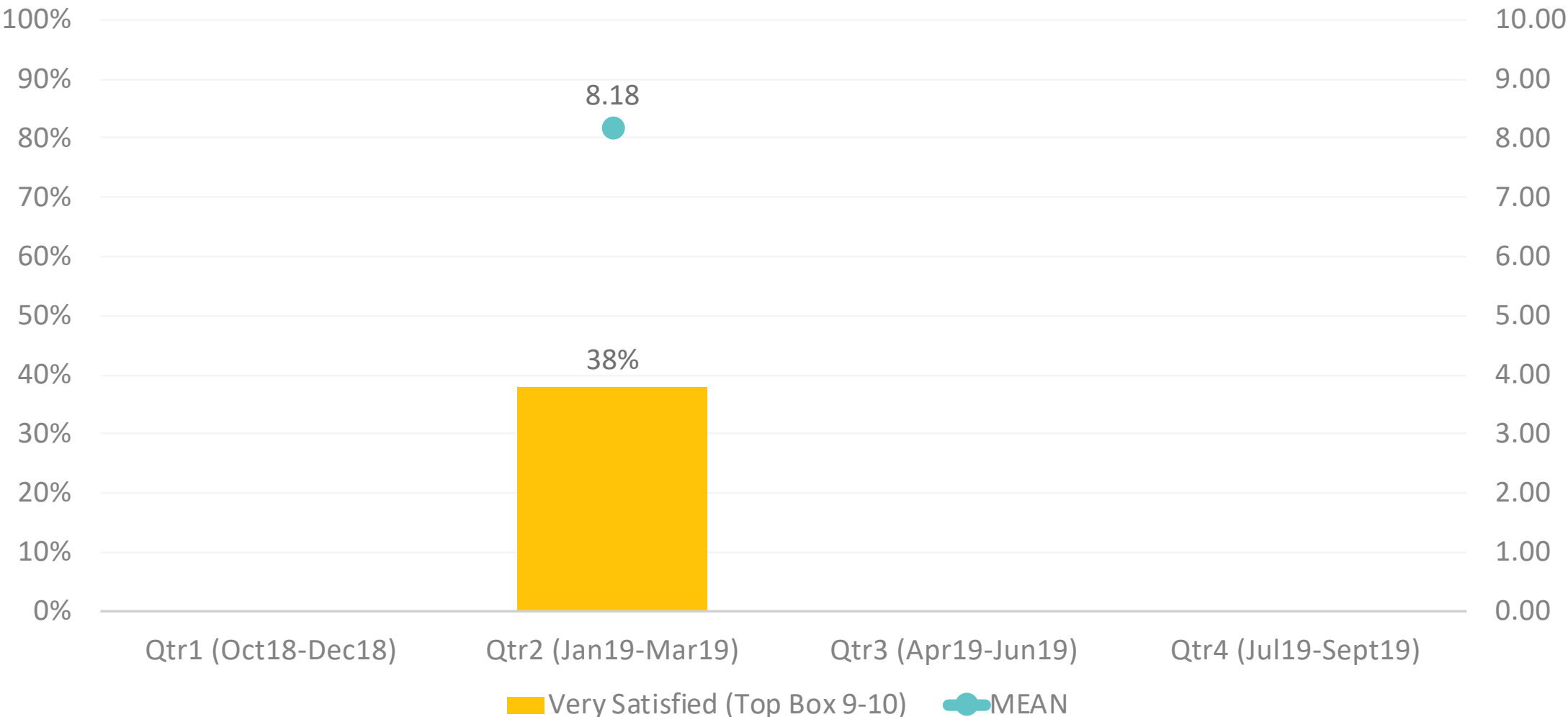
# SATISFACTION – PARKS



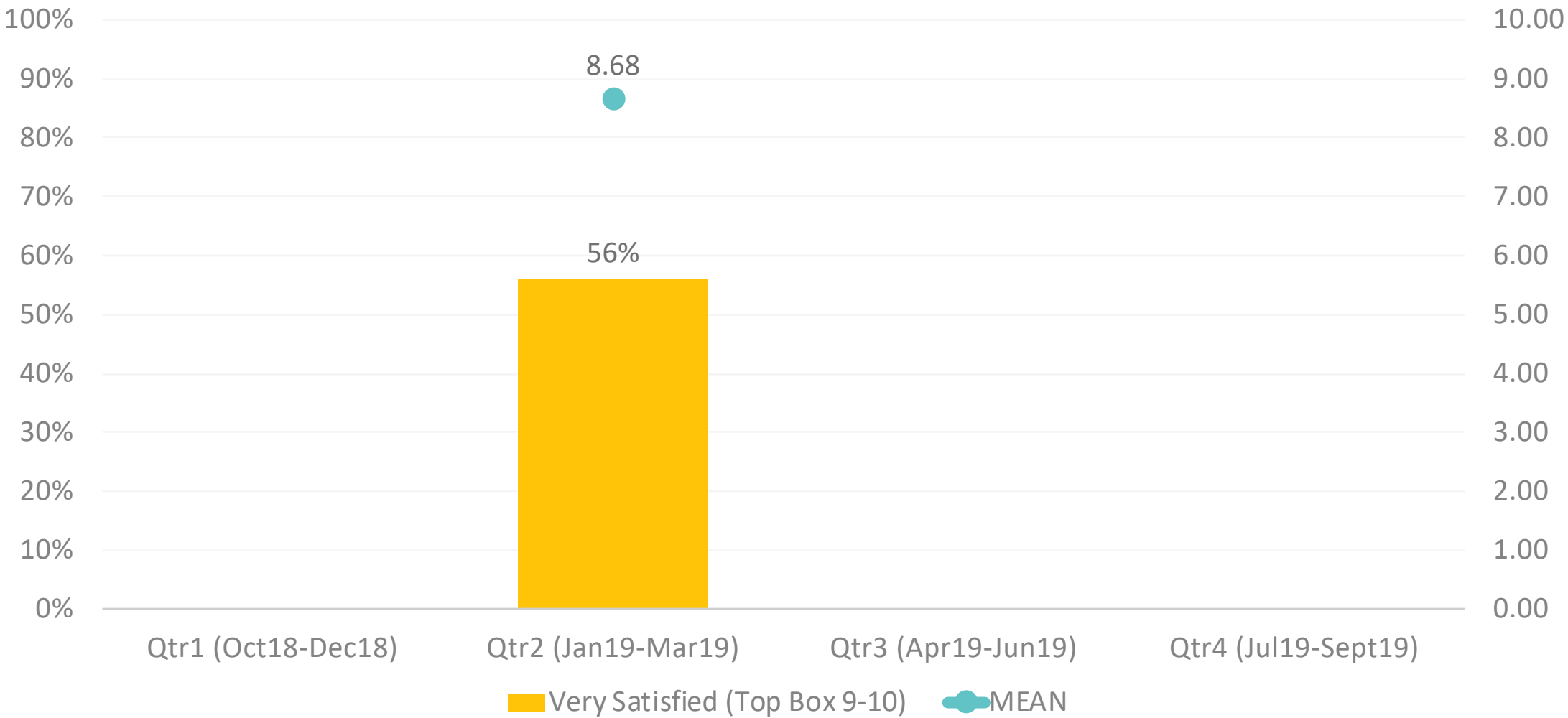
# SATISFACTION – ROADS



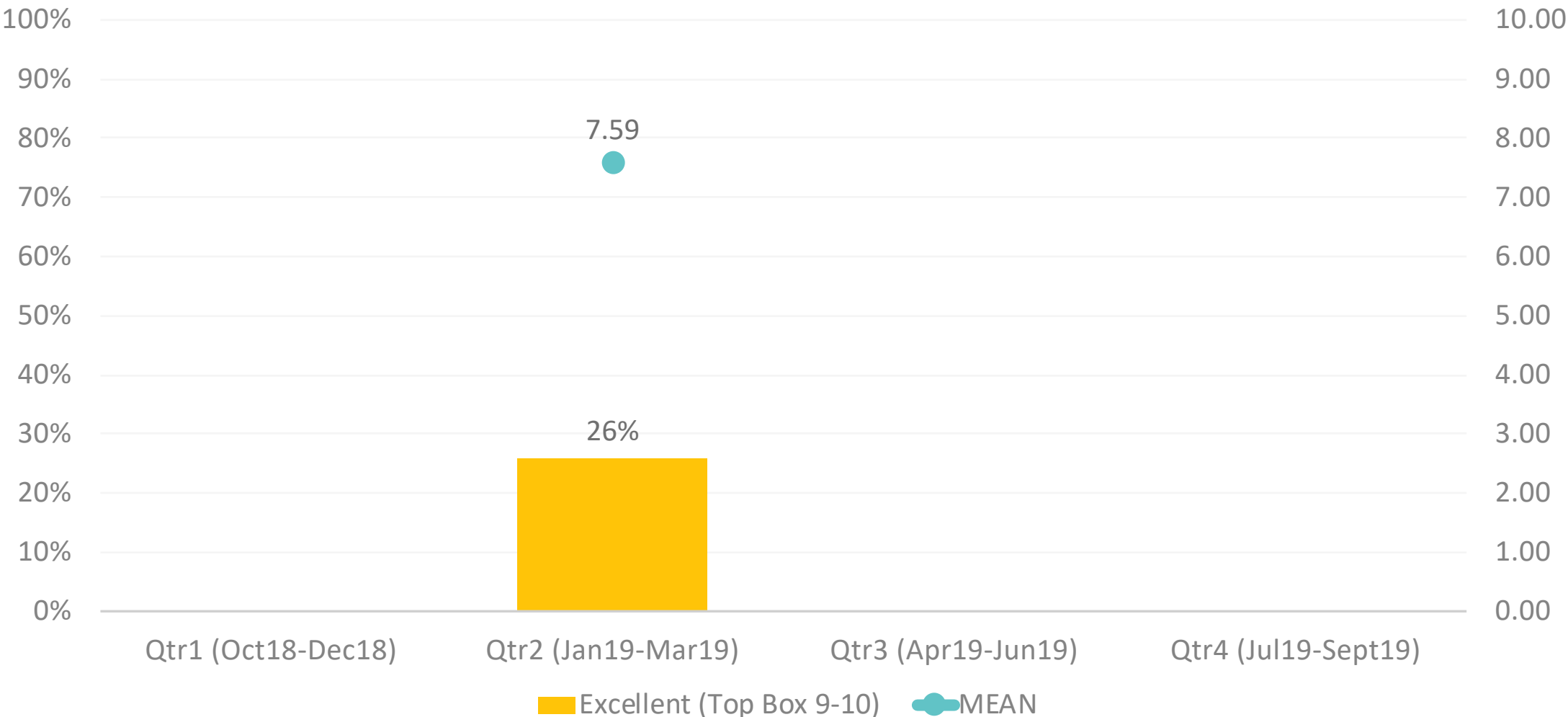
# SATISFACTION – SIGHTSEEING AREAS



# SATISFACTION – SAFETY & SECURITY

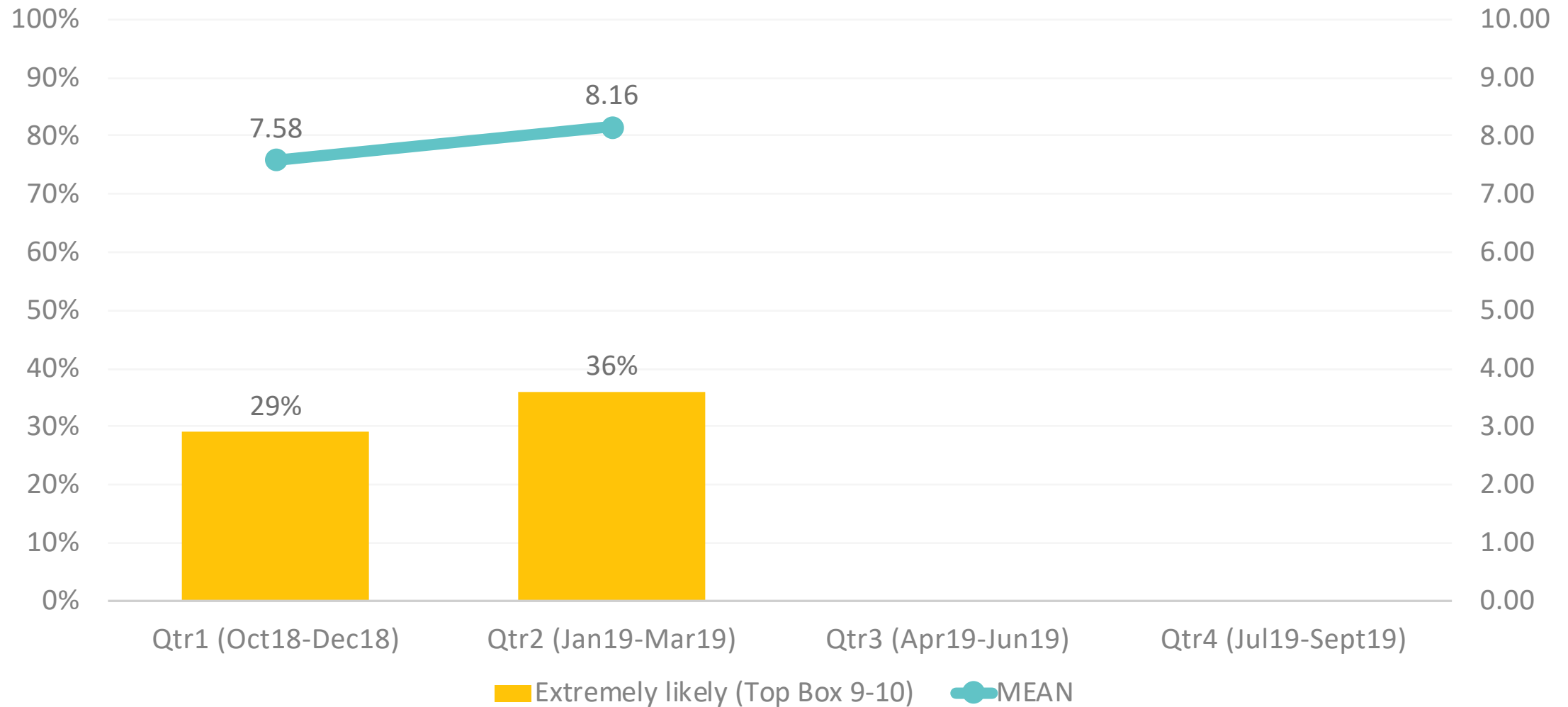


# SATISFACTION – ACCOMMODATIONS

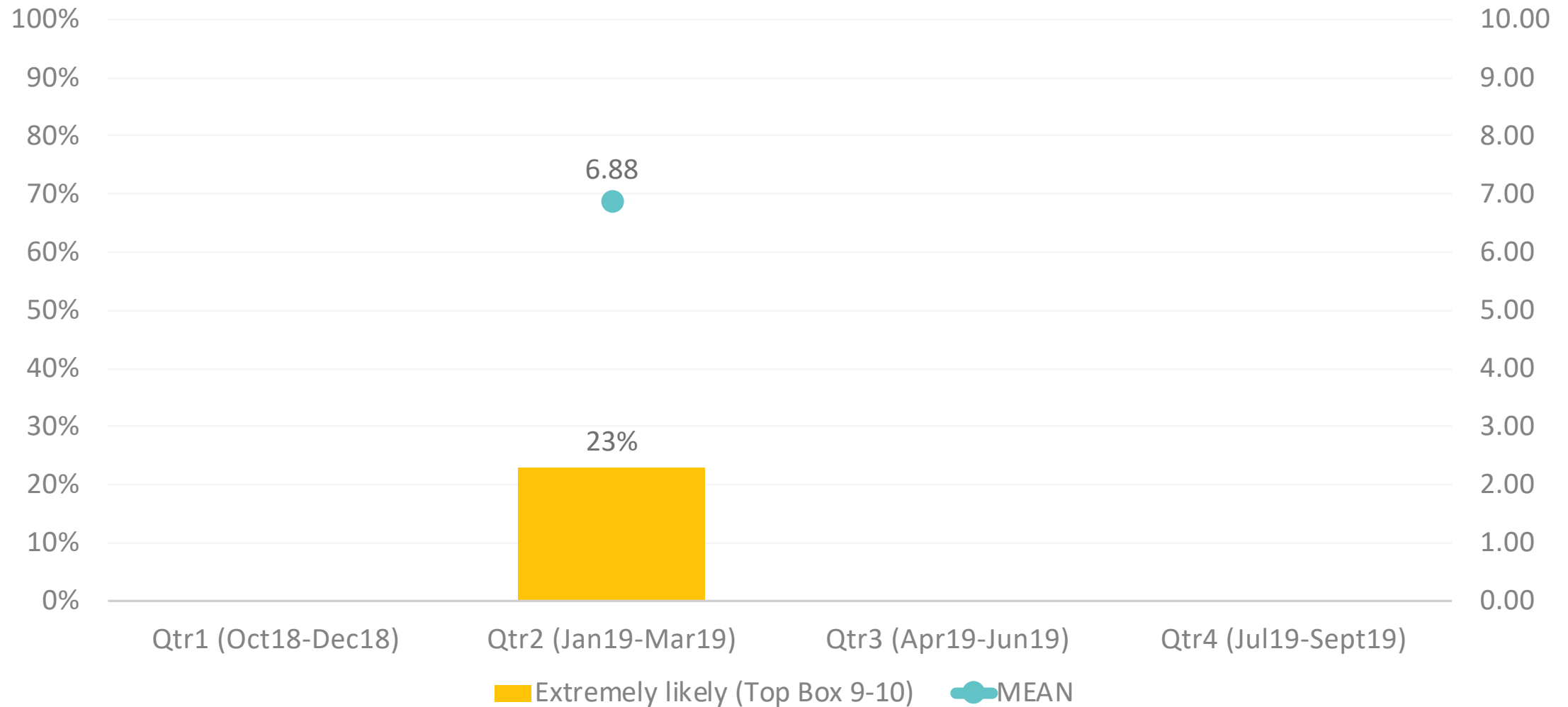




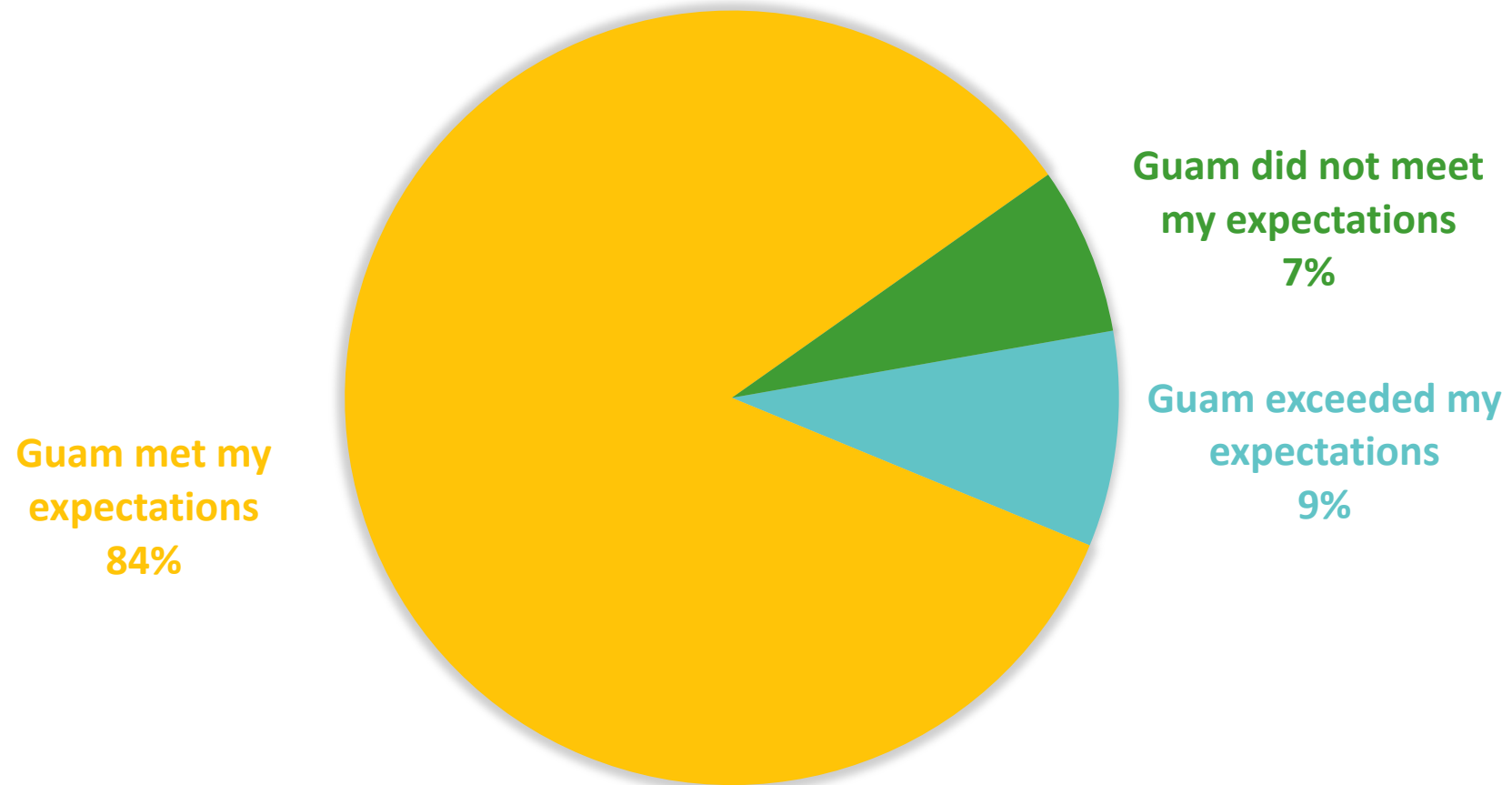
# BRAND ADVOCACY



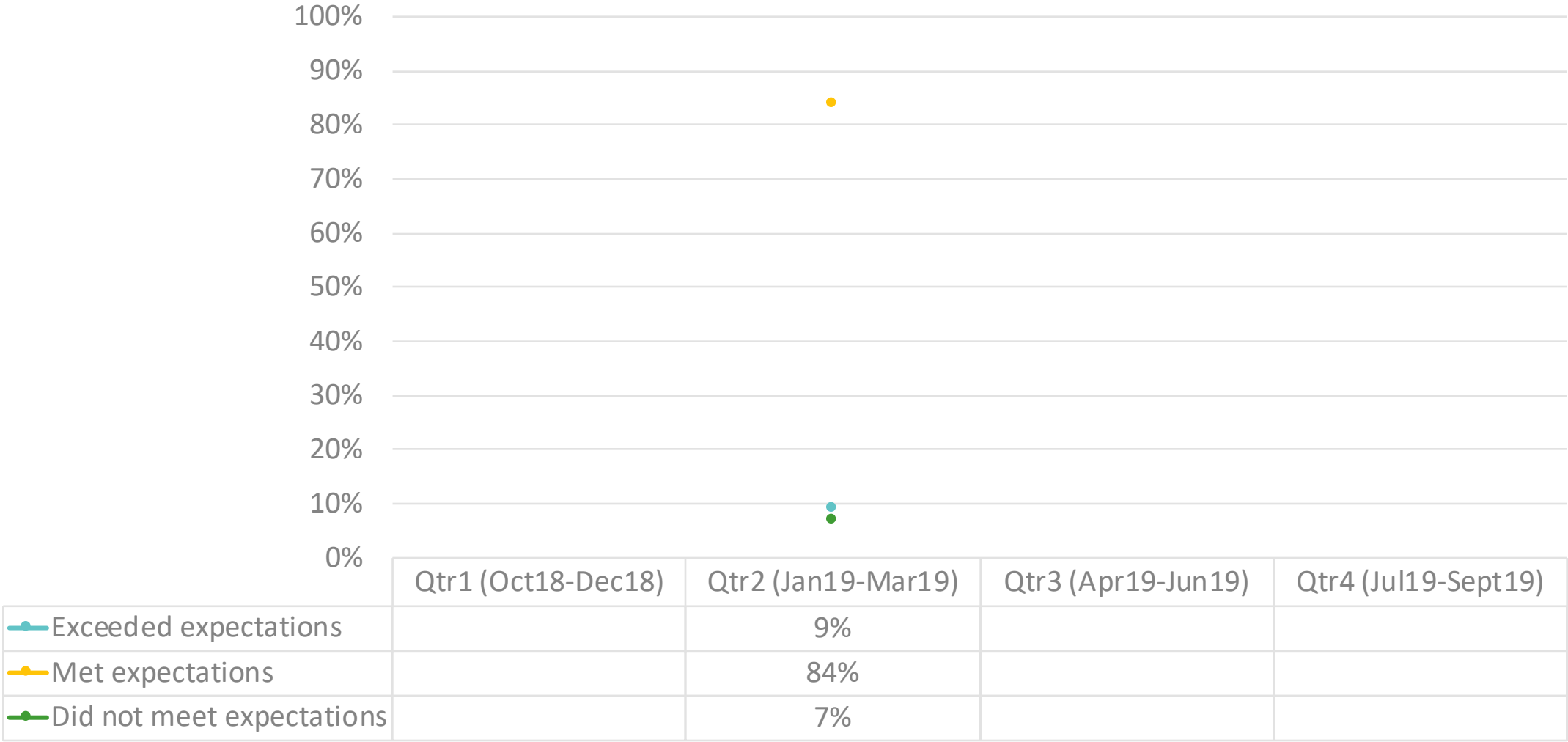
# BRAND LOYALTY



# TRIP EXPECTATIONS



# TRIP EXPECTATIONS – TRACKING



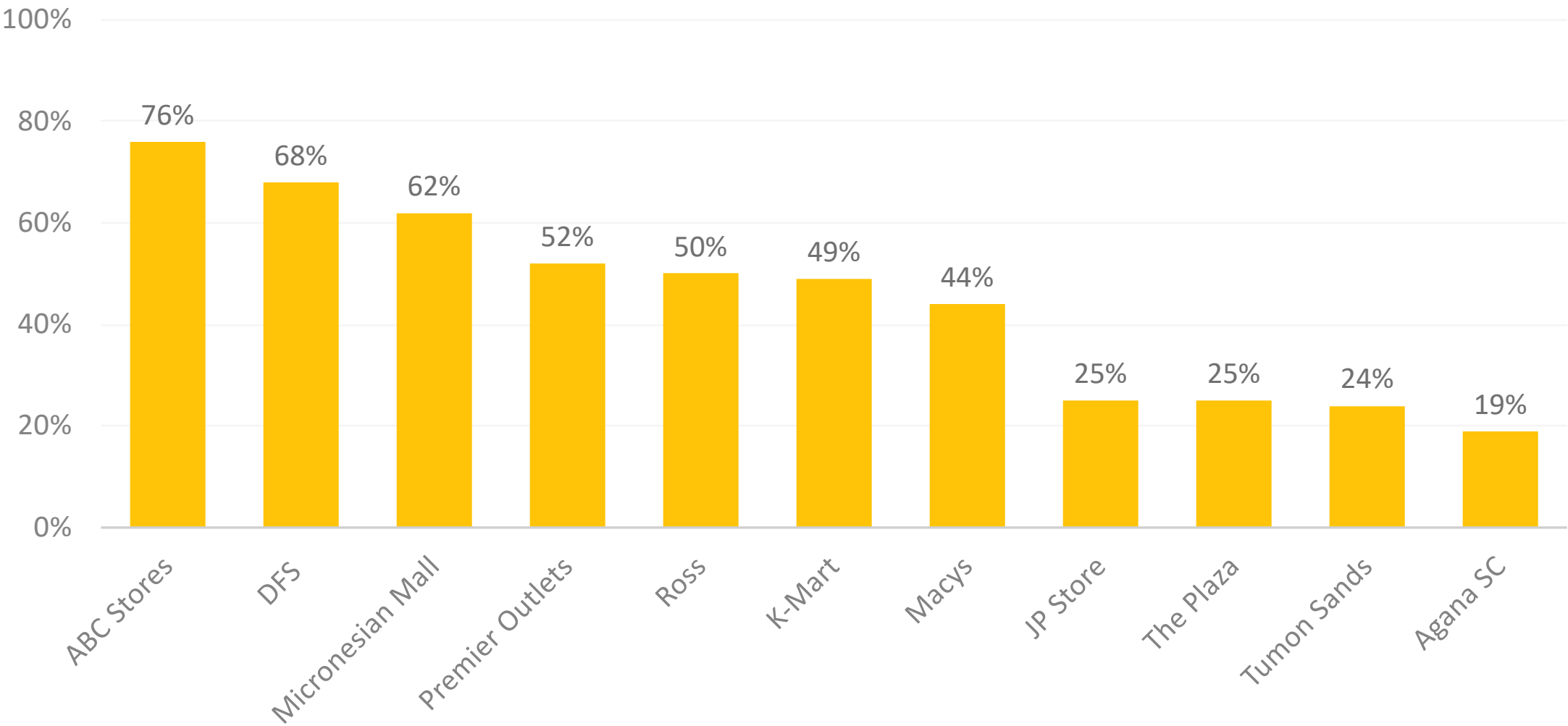


SECTION 5

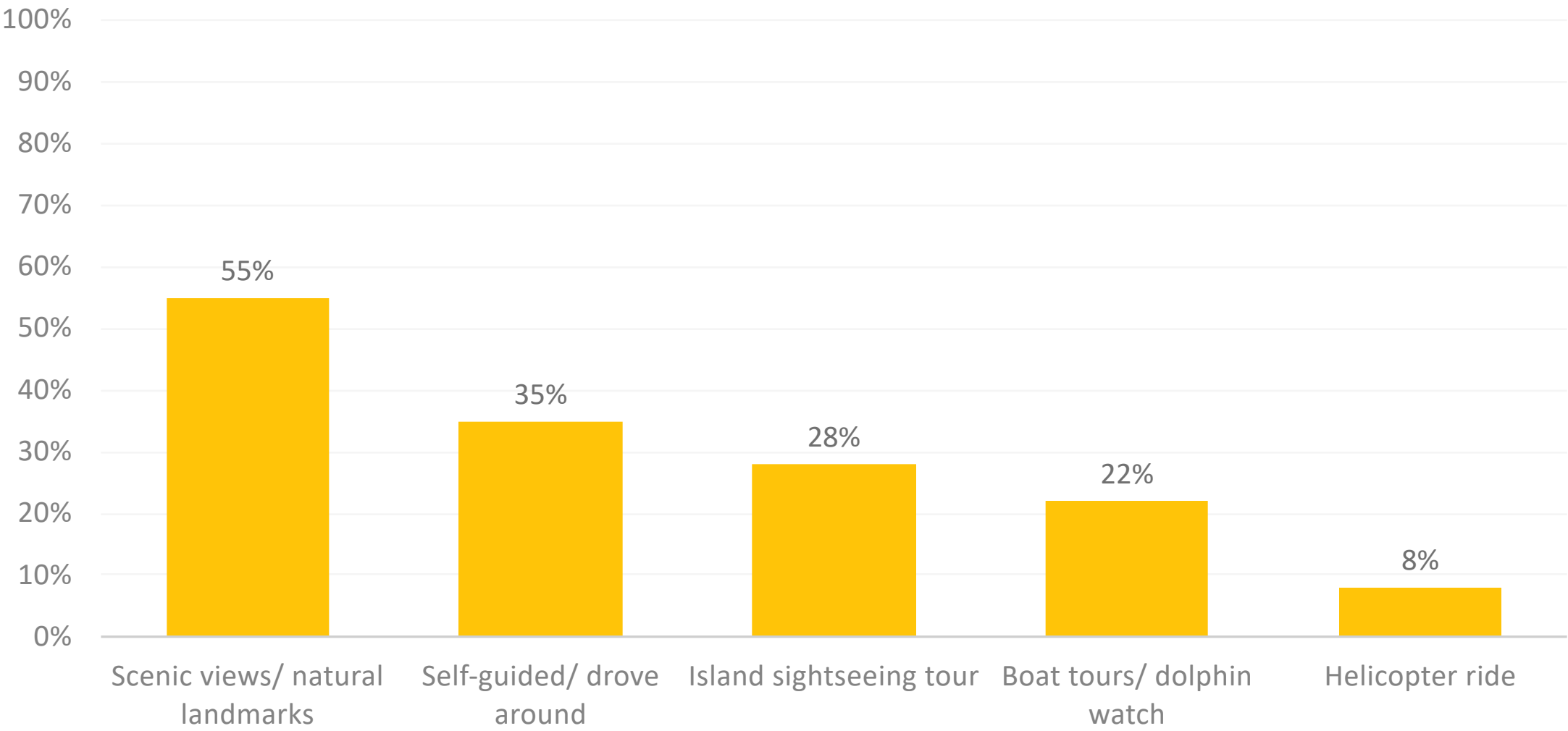
# VISITOR ACTIVITIES



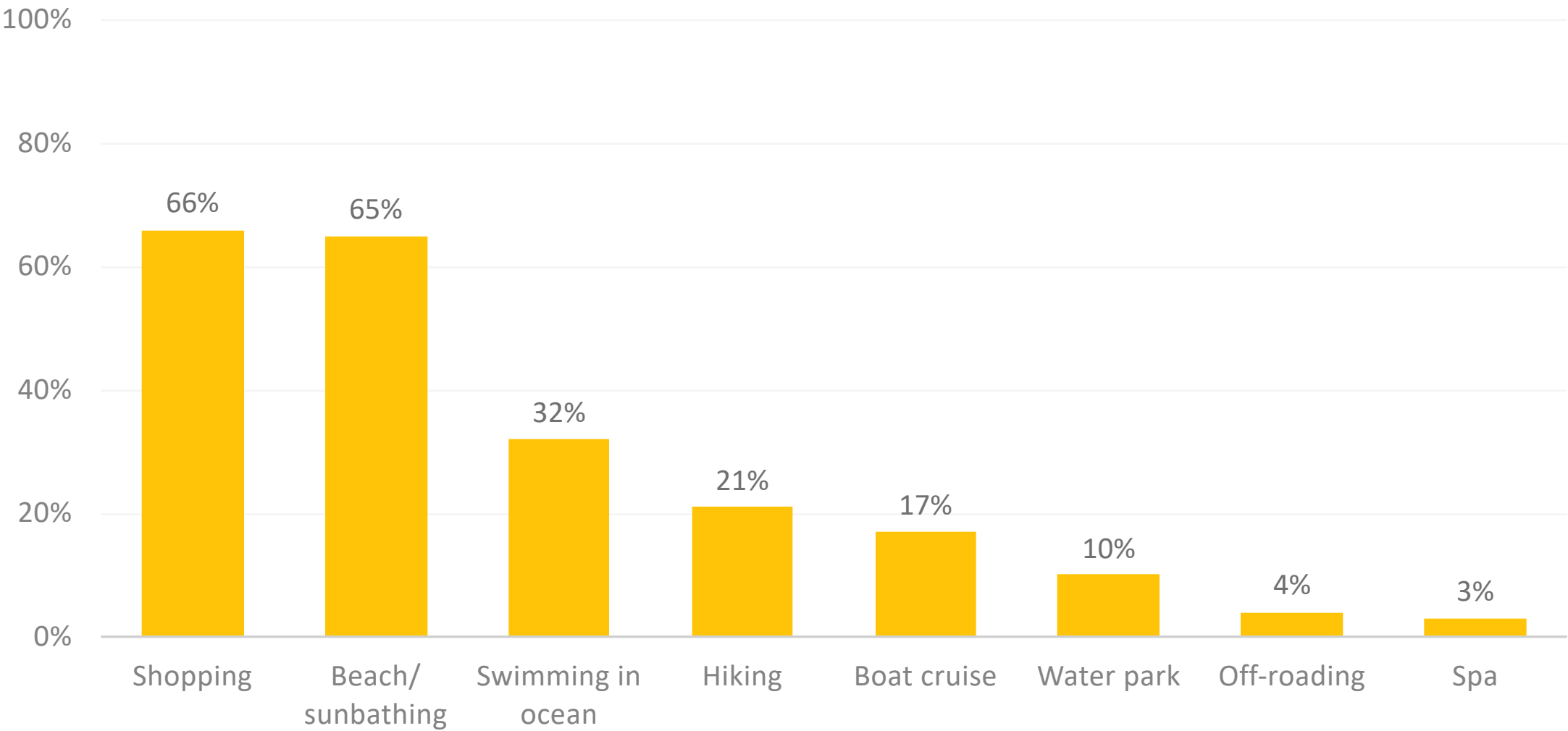
# SHOPPING AREAS – PENETRATION



# ACTIVITIES – SIGHTSEEING

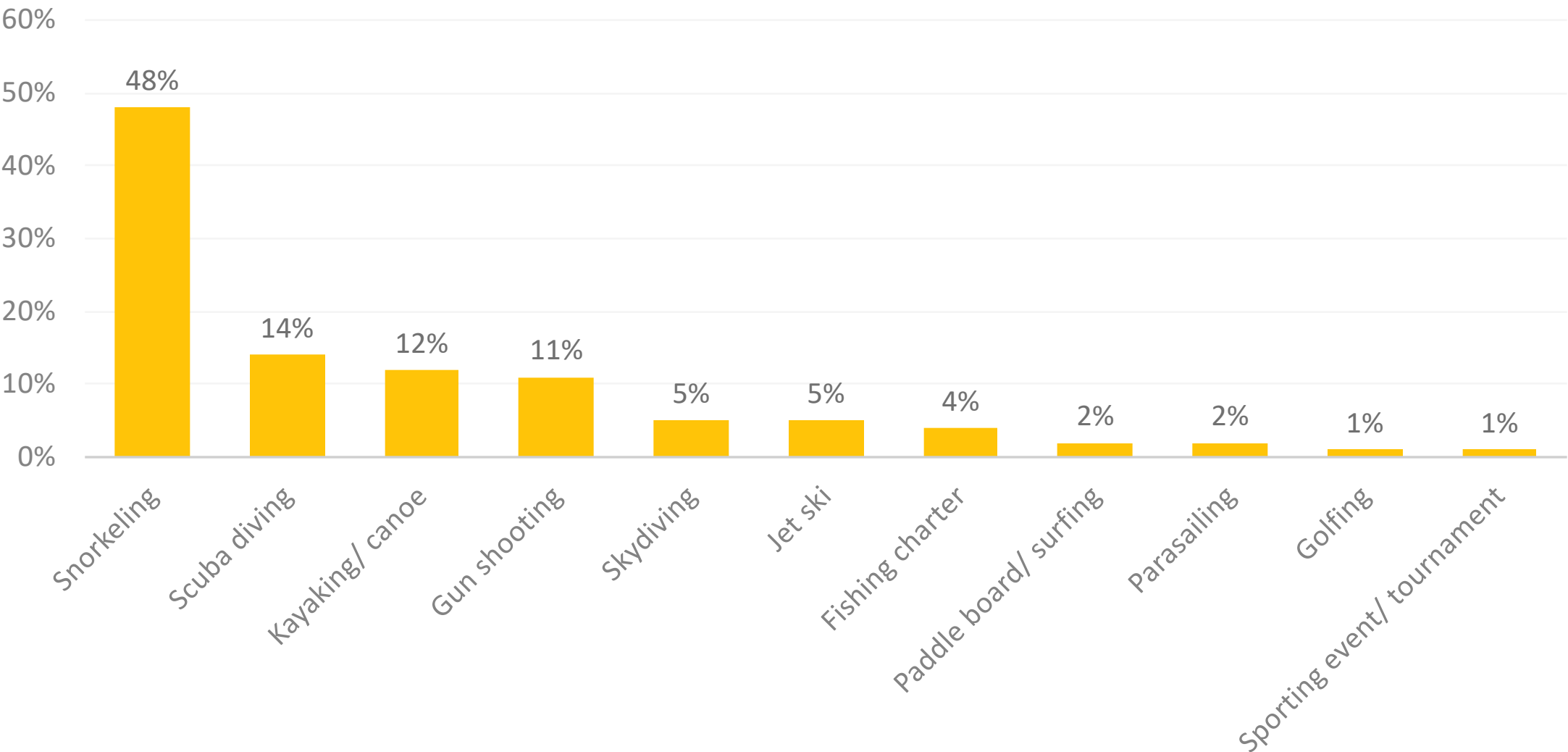


# ACTIVITIES – RECREATION

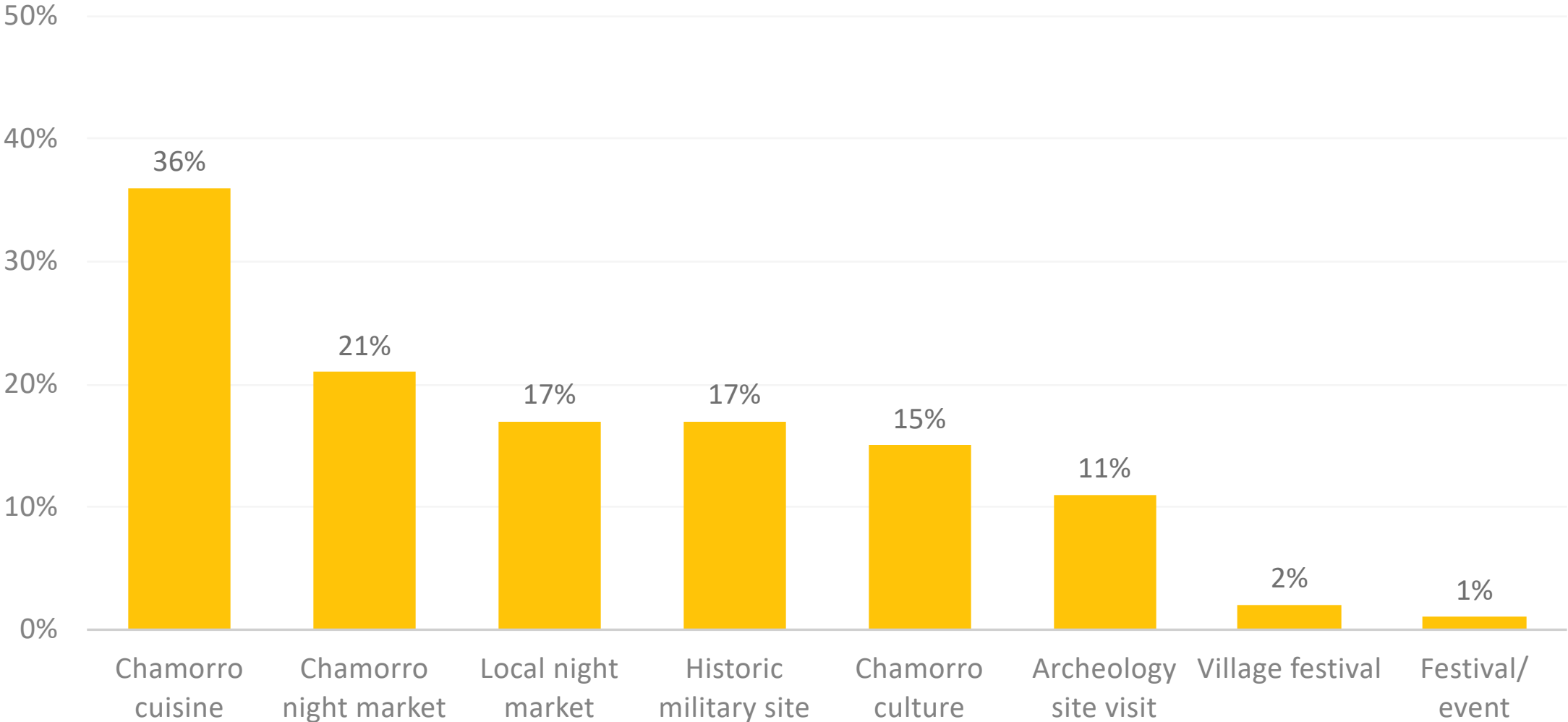




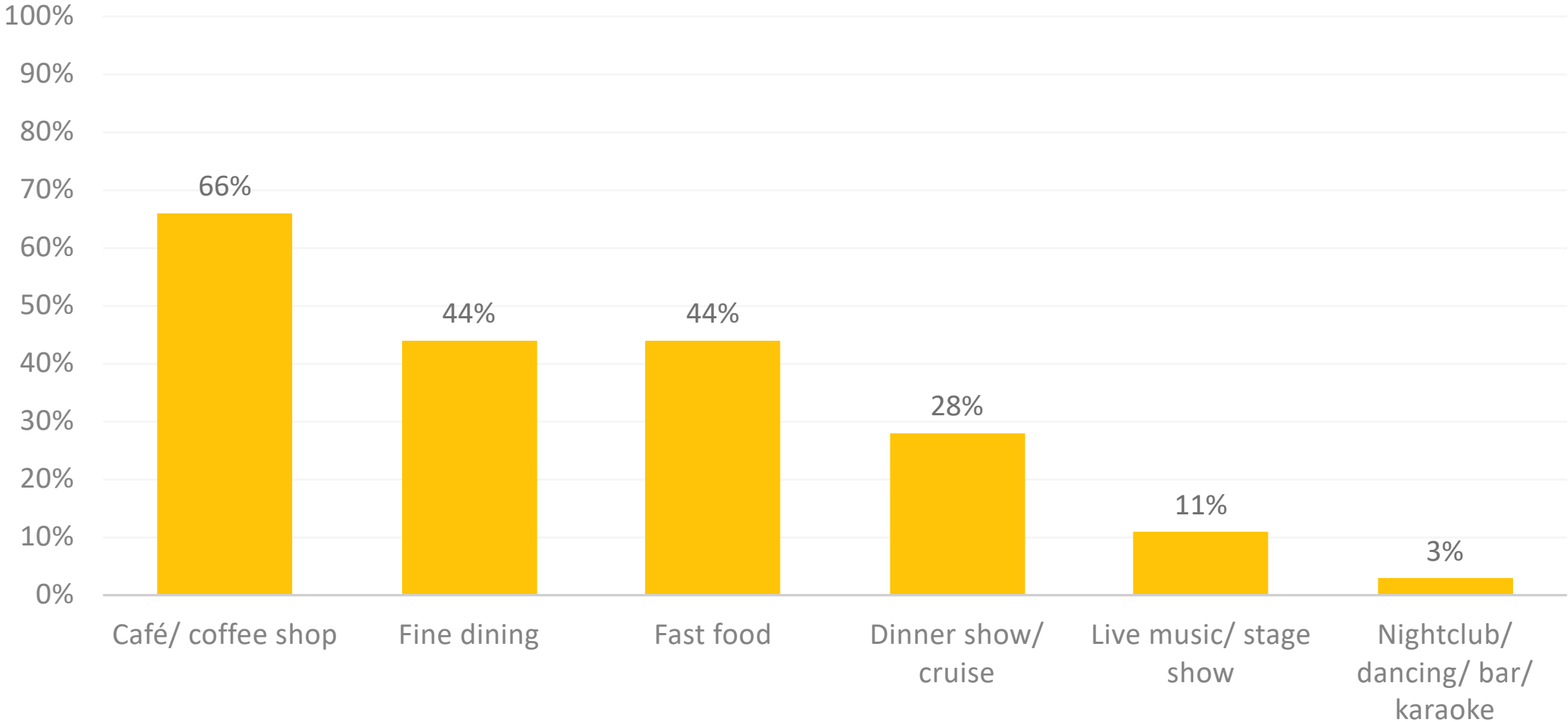
# ACTIVITIES – SPORTS



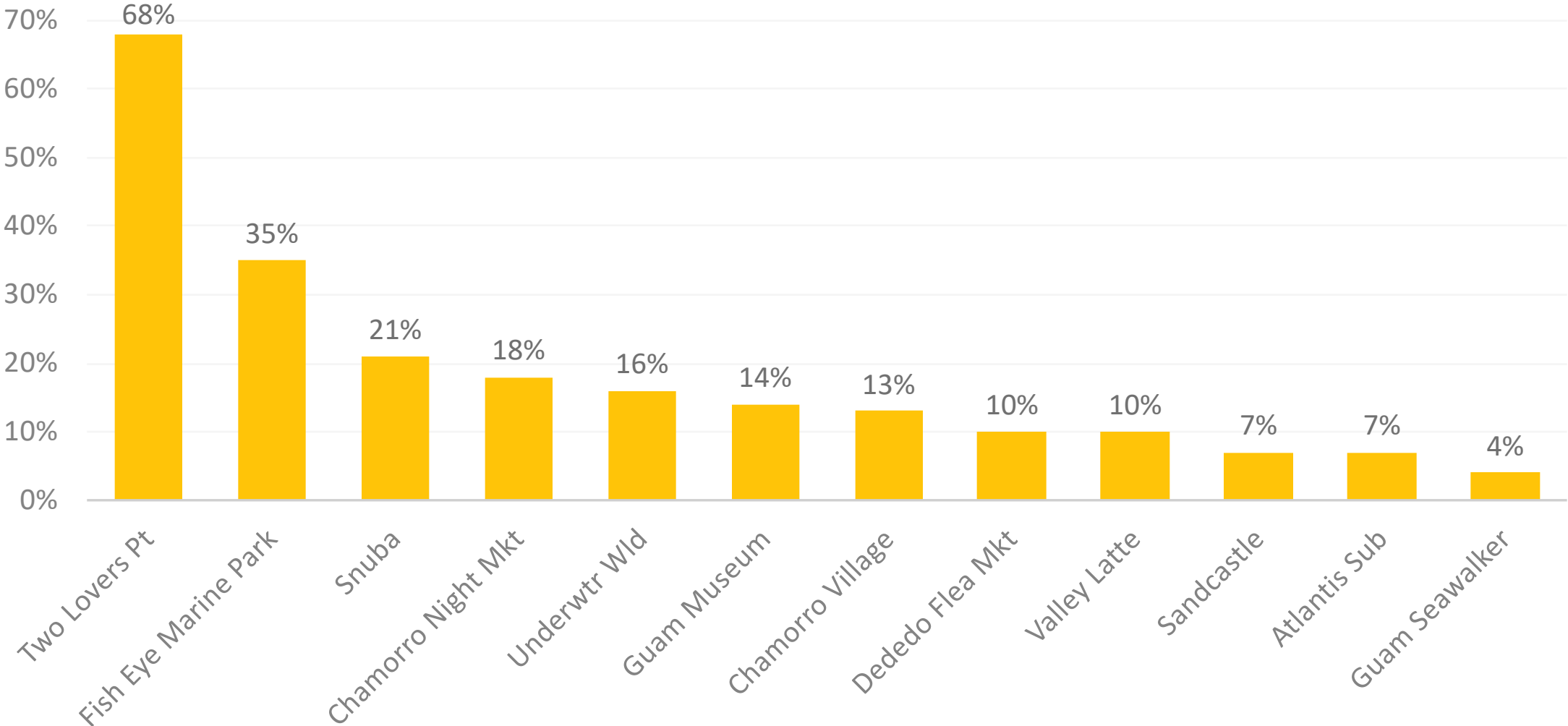
# ACTIVITIES – HISTORY, CULTURE, ARTS



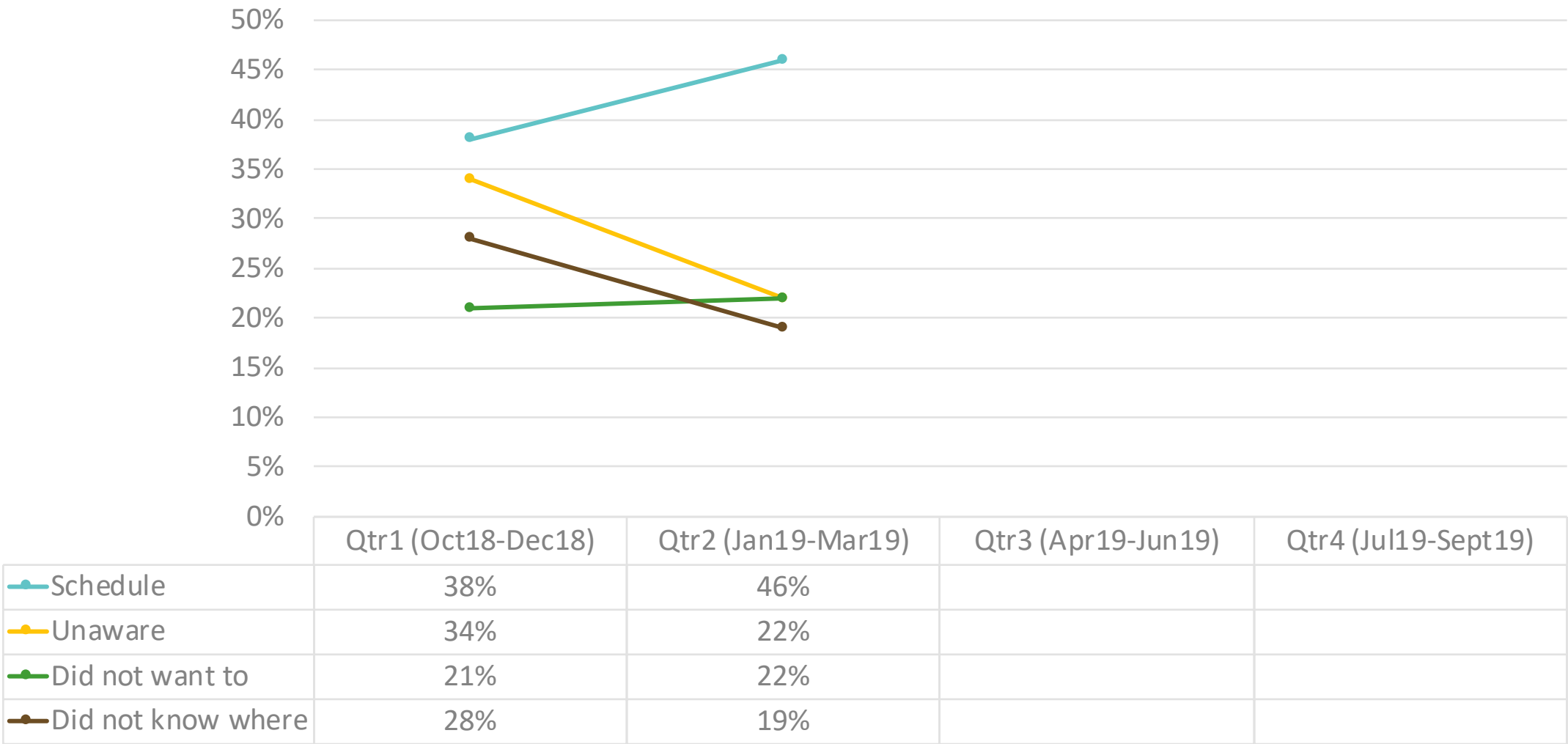
# ACTIVITIES – ENTERTAINMENT & DINING



# LOCAL ATTRACTIONS – TOP RESPONSES (5%+)



# LOCAL CULTURE – OBSTACLES





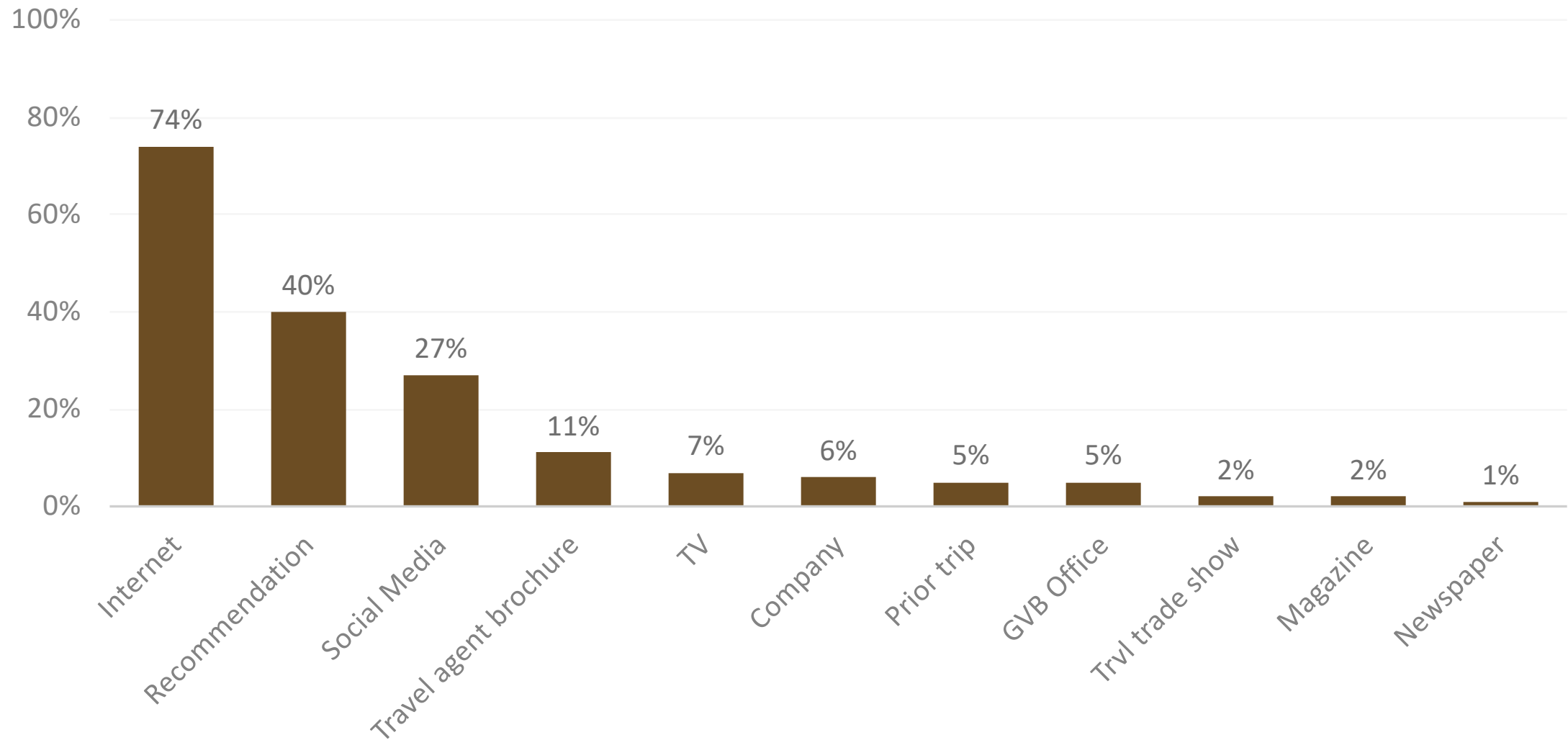
SECTION 6

# SOURCES OF INFORMATION





# PRE-ARRIVAL SOURCES OF INFORMATION



# PRE-ARRIVAL SOURCES OF INFORMATION - SEGMENTATION

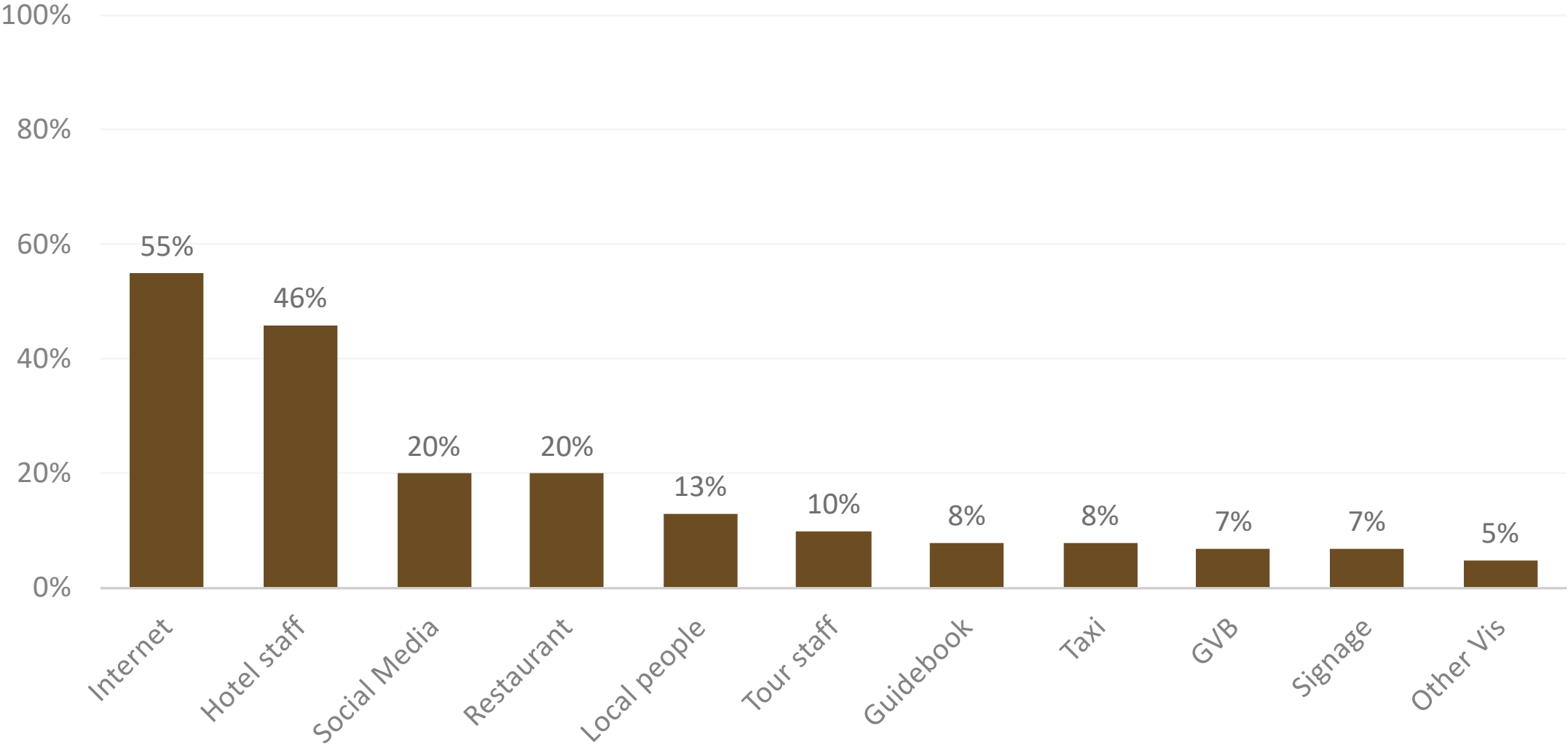
**GVB VISITOR SATISFACTION STUDY**  
**Q5 Please select the top three sources of information you used to find out about Guam before your trip**

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
Q5	Internet/Mobile App	74%	68%	74%	100%
	Friend or relative	40%	55%	44%	33%
	Social media	27%	28%	26%	56%
	Travel agent brochure	11%	18%	15%	
	Guam Visitors Bureau promotional activities	9%	8%	10%	22%
	TV	7%	3%	9%	11%
	Co-worker/ company travel department	6%	3%	1%	
	I have been to Guam before	5%	5%	4%	
	Guam Visitors Bureau office	5%	8%	6%	
	Magazine (consumer)	2%	3%	3%	
	Travel trade shows	2%	3%	1%	11%
	Newspaper	1%	3%	1%	
	Travel guide book at bookstores	1%		1%	
	Total	107	40	68	9

\*Prepared by Anthology Research\*



# ONISLE SOURCES OF INFORMATION



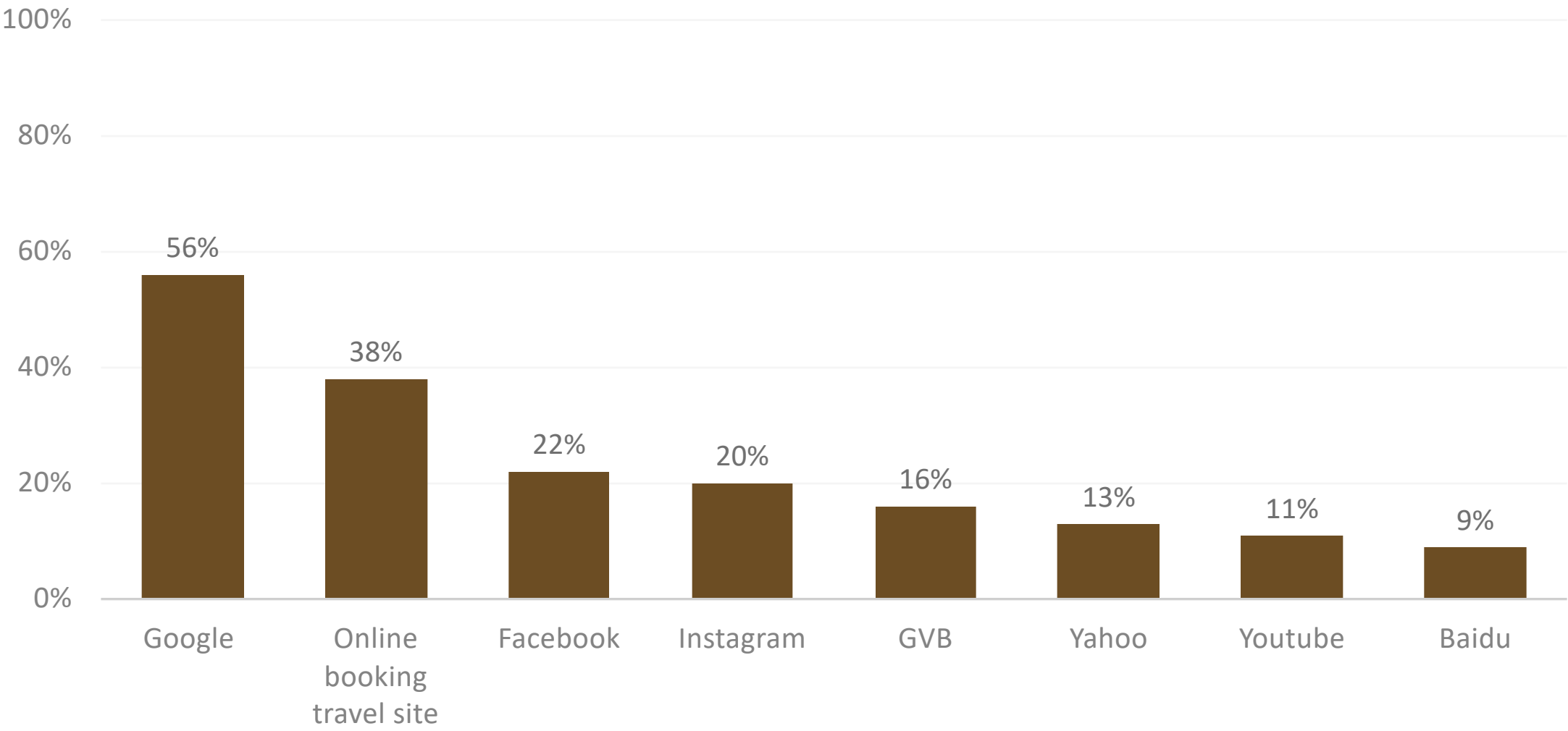
# ONISLE SOURCES OF INFORMATION

**GVB VISITOR SATISFACTION STUDY**  
**Q6 Please select the top three sources of information you used to find out about Guam while you were here**

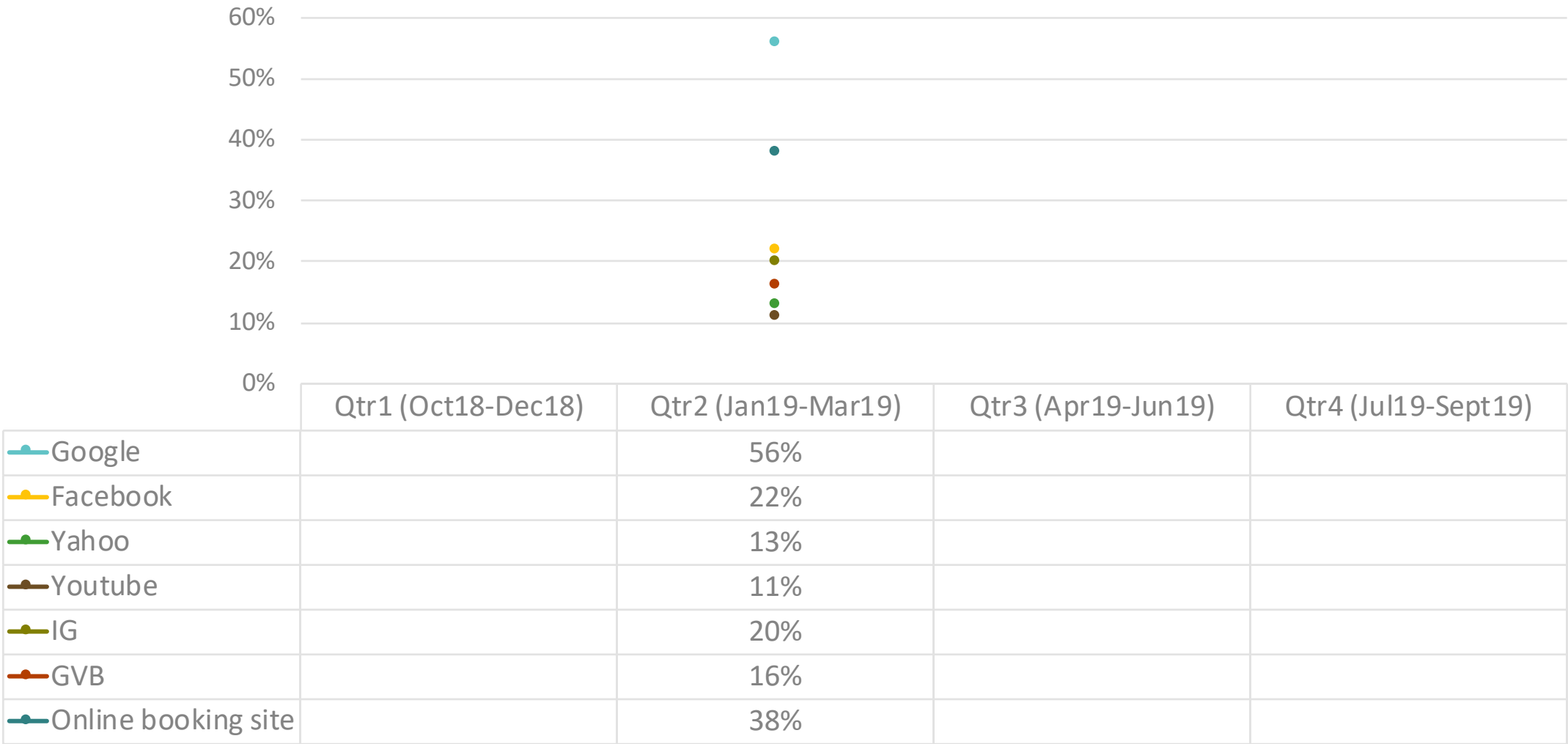
		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
Q6	Internet/ Mobile App	55%	43%	65%	67%
	Hotel staff	46%	63%	47%	44%
	Restaurant staff (outside hotel)	20%	35%	21%	
	Social Media	20%	15%	15%	33%
	Local people	13%	10%	12%	11%
	Tour staff	10%	3%	9%	22%
	Taxi drivers	8%	10%	7%	
	Guide books I brought with me	8%	10%	10%	22%
	Signs/ advertisement	7%	10%	10%	
	Guam Visitors Bureau	7%	5%	6%	11%
	Other visitors	5%	10%	4%	
	Retail staff	4%	5%	4%	
	Local publication	2%	5%	1%	
	Visitors channel	1%	3%	1%	
	Total	107	40	68	9

\*Prepared by Anthology Research\*

# ONLINE SOURCES OF INFORMATION



# ONLINE SOURCES OF INFORMATION



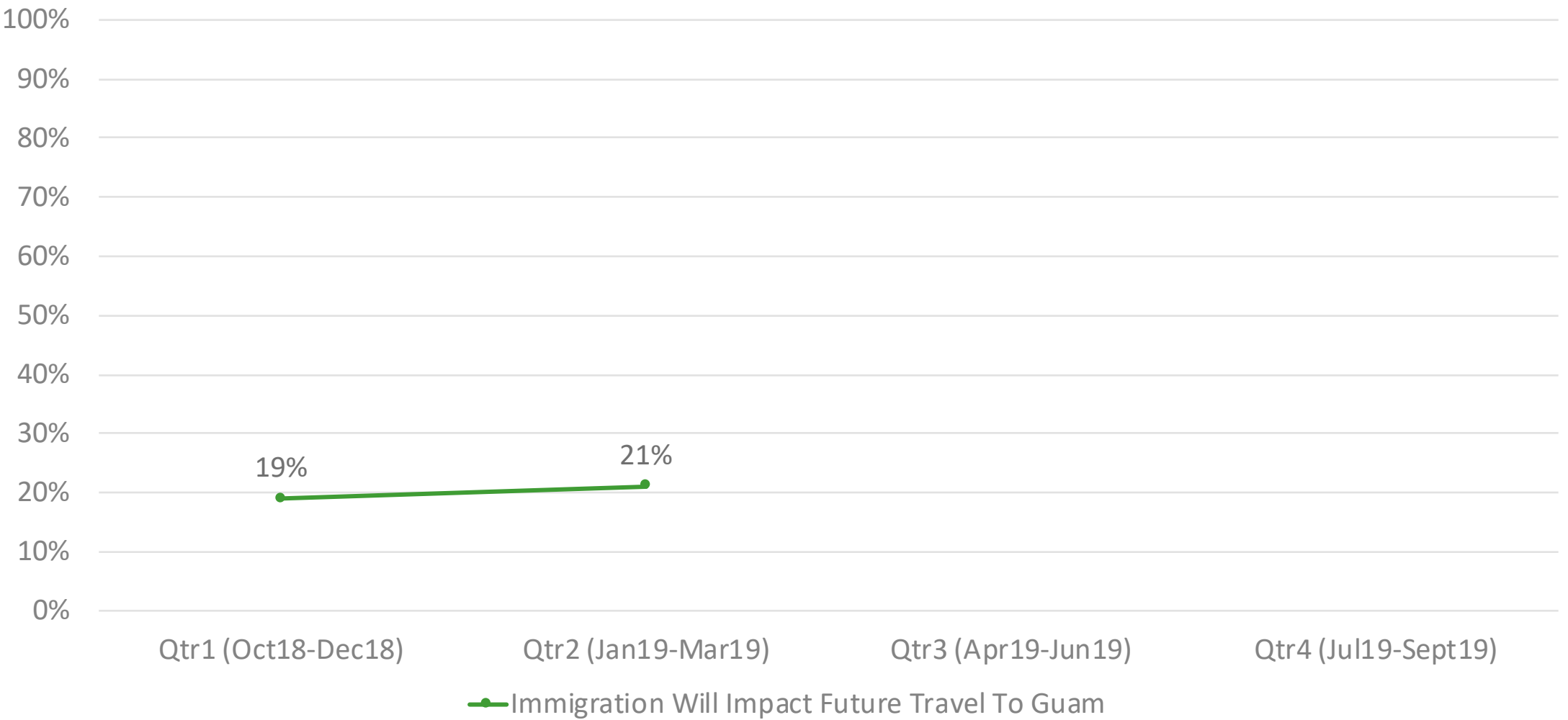


SECTION 7

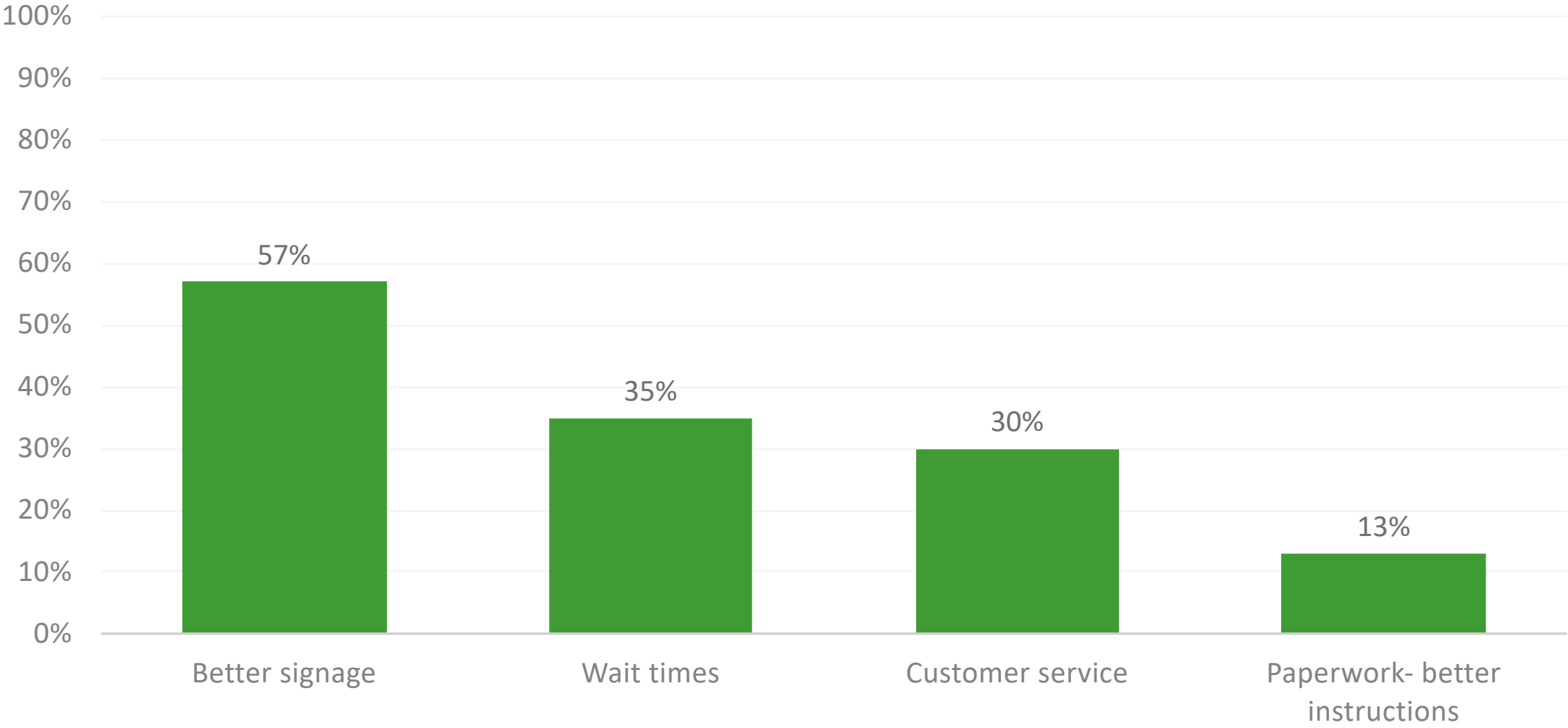
IMMIGRATION



# IMPACT OF AIRPORT IMMIGRATION SVC ON FUTURE TRAVEL TO GUAM



# AIRPORT – SECURITY/ IMMIGRATION ISSUES







SECTION 8

# ADVANCED STATS



# 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 ( $p \leq .05$ ) drivers and the percentage of the dependent variables accounted for by each significant predictor and by all of them combined.
- The predictor variables (drivers) are ranked on the percentage they account for the dependent variable. The top two ranked independent variables generally account for the largest percentages of the dependent variable and are thus the best predictors (drivers) of the dependent variable.

# DRIVERS – OVERALL SATISFACTION

Comparison of Drivers of Overall Satisfaction 2nd Qtr. 2019	
	2nd Qtr. 2019
Drivers:	rank
Entertainment	
Shopping	2
Dining	3
Beaches	
Parks	
Roads	
Sightseeing Areas	
Being a safe and secure destination	1
% of Overall Satisfaction Accounted For	39.9%
NOTE: Only significant drivers are included.	

# DRIVERS – OVERALL SATISFACTION

- **Overall satisfaction** with the Hong Kong visitor's experience on Guam is driven by three significant factors in the 2<sup>nd</sup> Quarter 2019 Period. By rank order they are:
  - **Being a safe & secure destination,**
  - **Shopping, and**
  - **Dining.**
- With these factors the overall  $r^2$  is .399 meaning that **39.9% of overall satisfaction is accounted for by these factors.**

# DRIVERS – ONISLE EXPENDITURES

Comparison of Drivers of Per Person On Island Expenditures 2nd Qtr. 2019	
	2nd Qtr. 2019 rank
Drivers:	
Entertainment	
Shopping	
Dining	
Beaches	
Parks	
Roads	
Sightseeing Areas	
Being a safe and secure destination	
% of Overall Satisfaction Accounted For	0.0%
NOTE: Only significant drivers are included.	

# DRIVERS – ONISLE EXPENDITURES

- **Per Person On Island Expenditure** of Hong Kong visitors on Guam is driven by no significant factor in the 2<sup>nd</sup> Quarter 2019 Period.