



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2013

DECEMBER 2012



Prepared by: QMark Research

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Background & Methodology

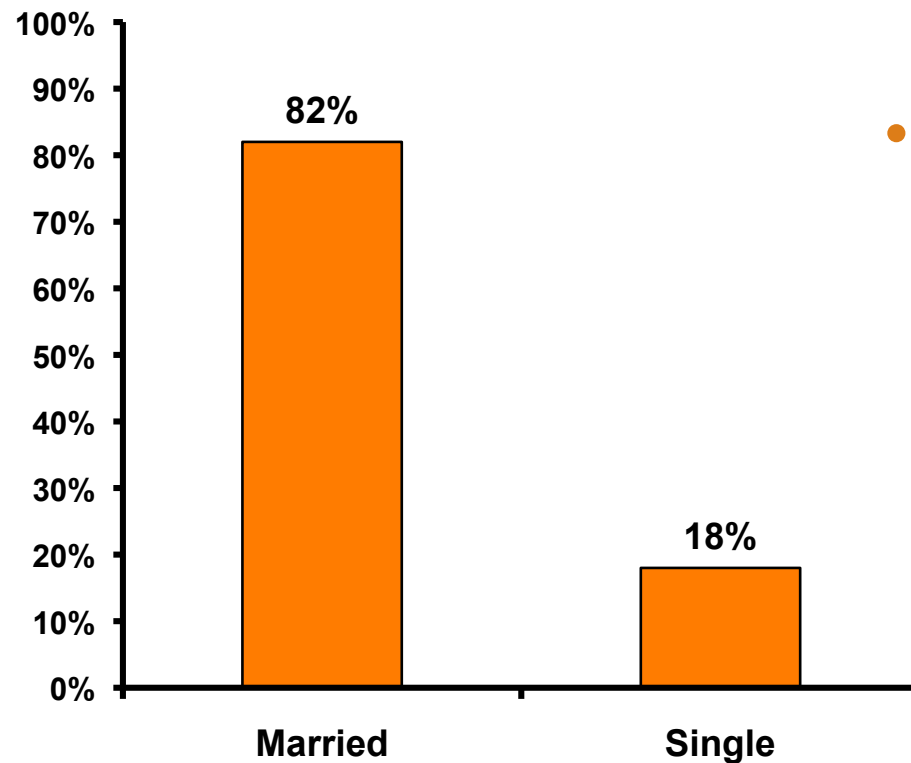
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Korean speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **350** departing Korean 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 **350** is +/- 5.23 percentage points with a 95% confidence level. That is, if all Korean 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 +/- 5.23 percentage points.

Objectives

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

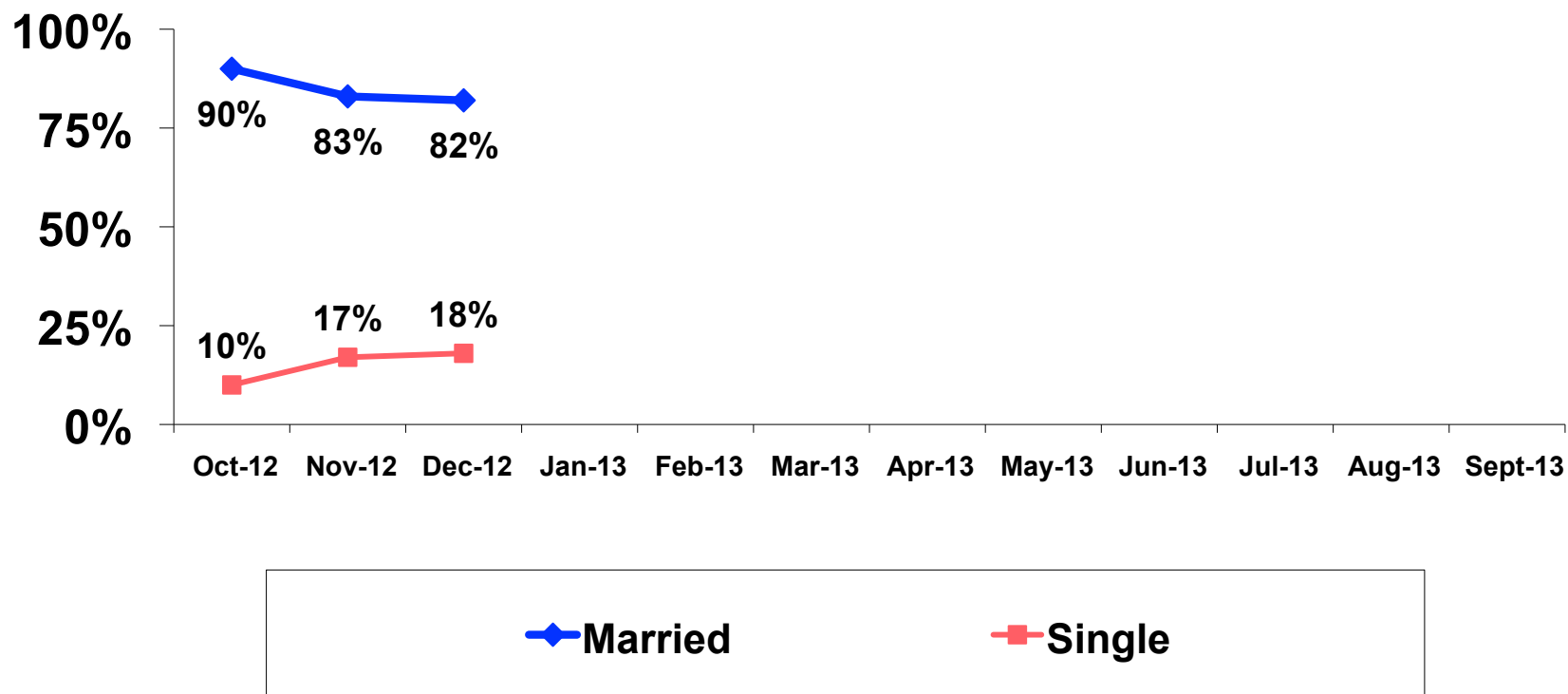
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

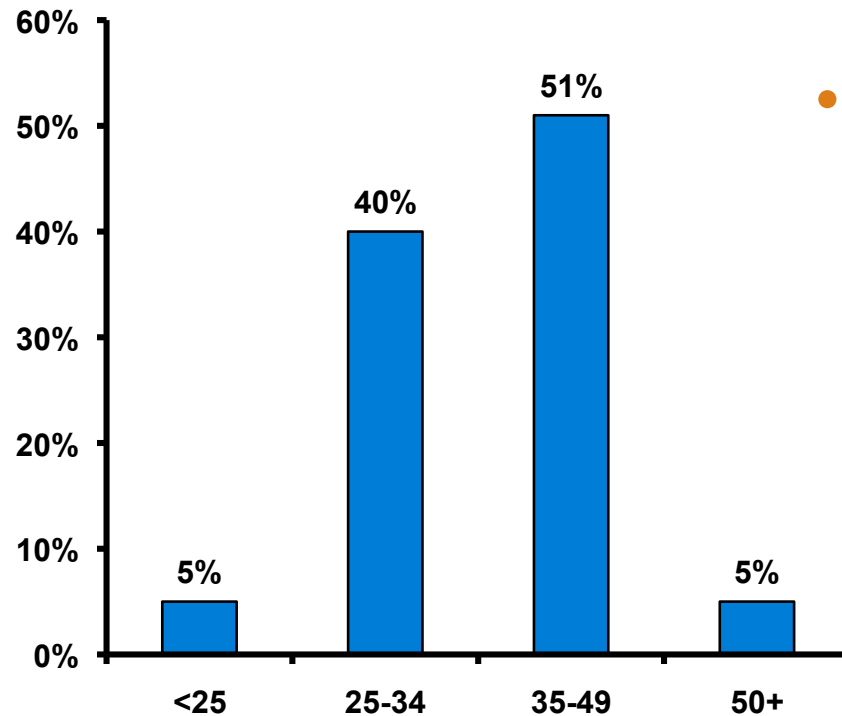


- Majority of Korean visitors are married.

Marital Status

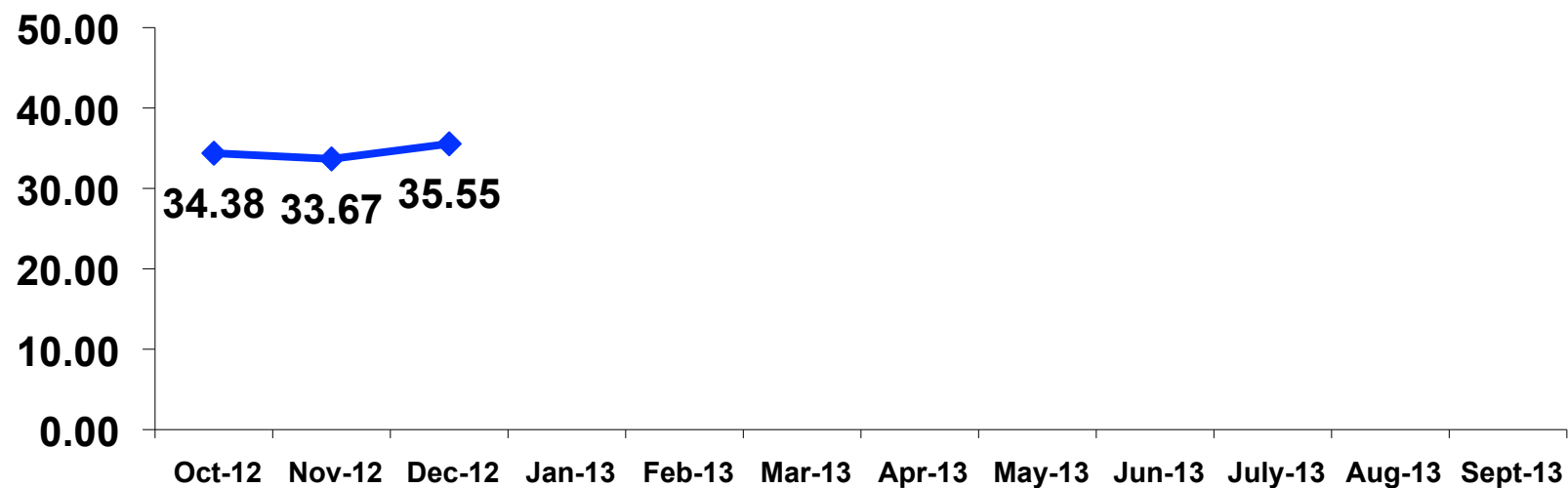


Age - Overall

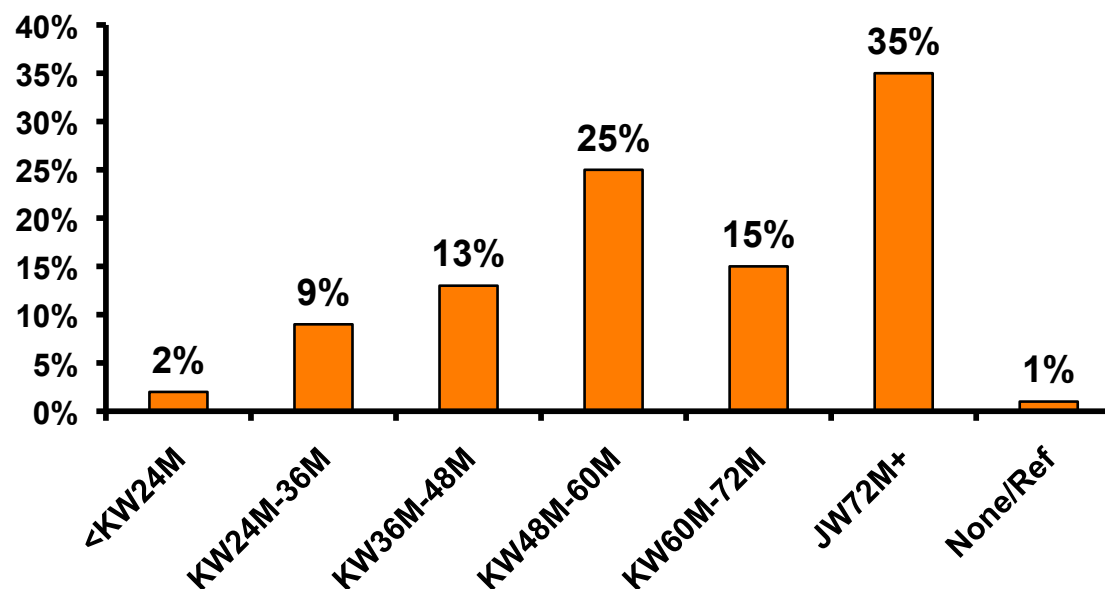


- The average age of the respondents is 35.55 years of age.

Average Age

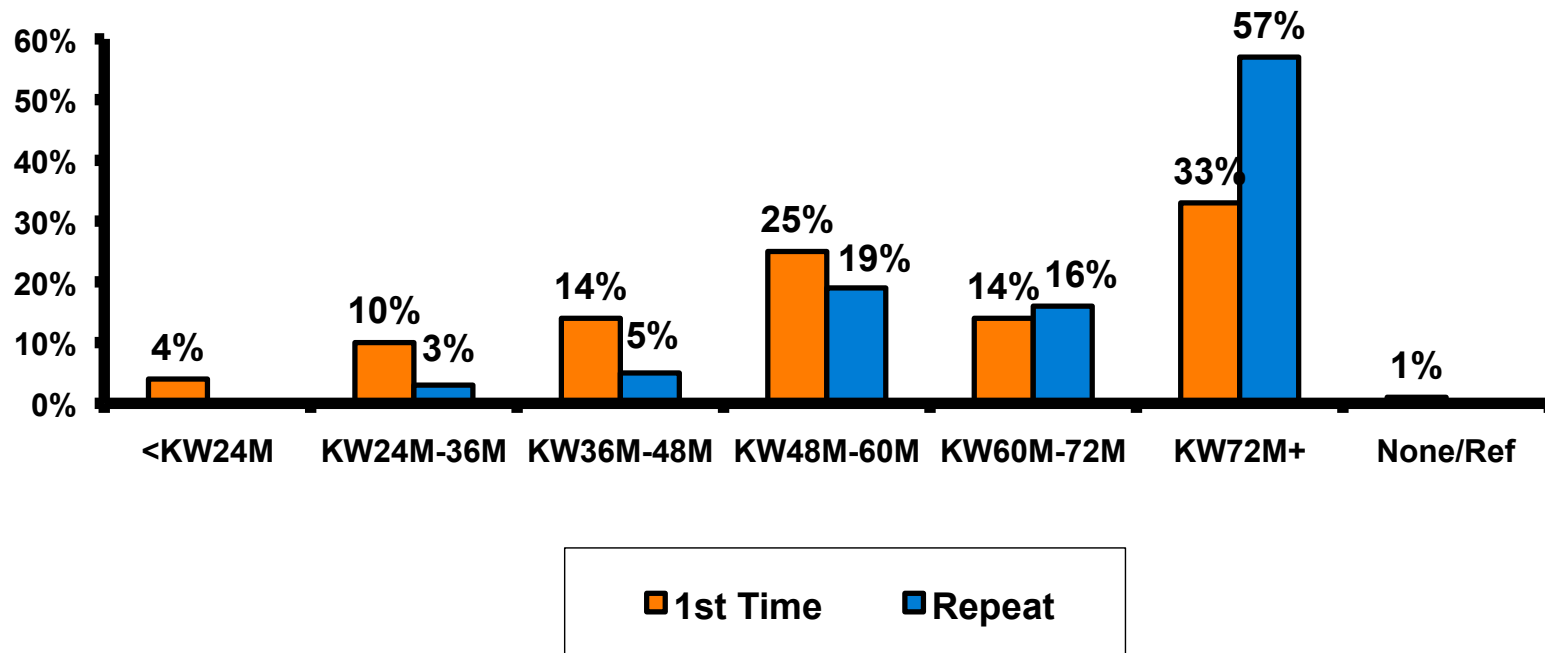


Personal Income



- KW1069.83=\$1

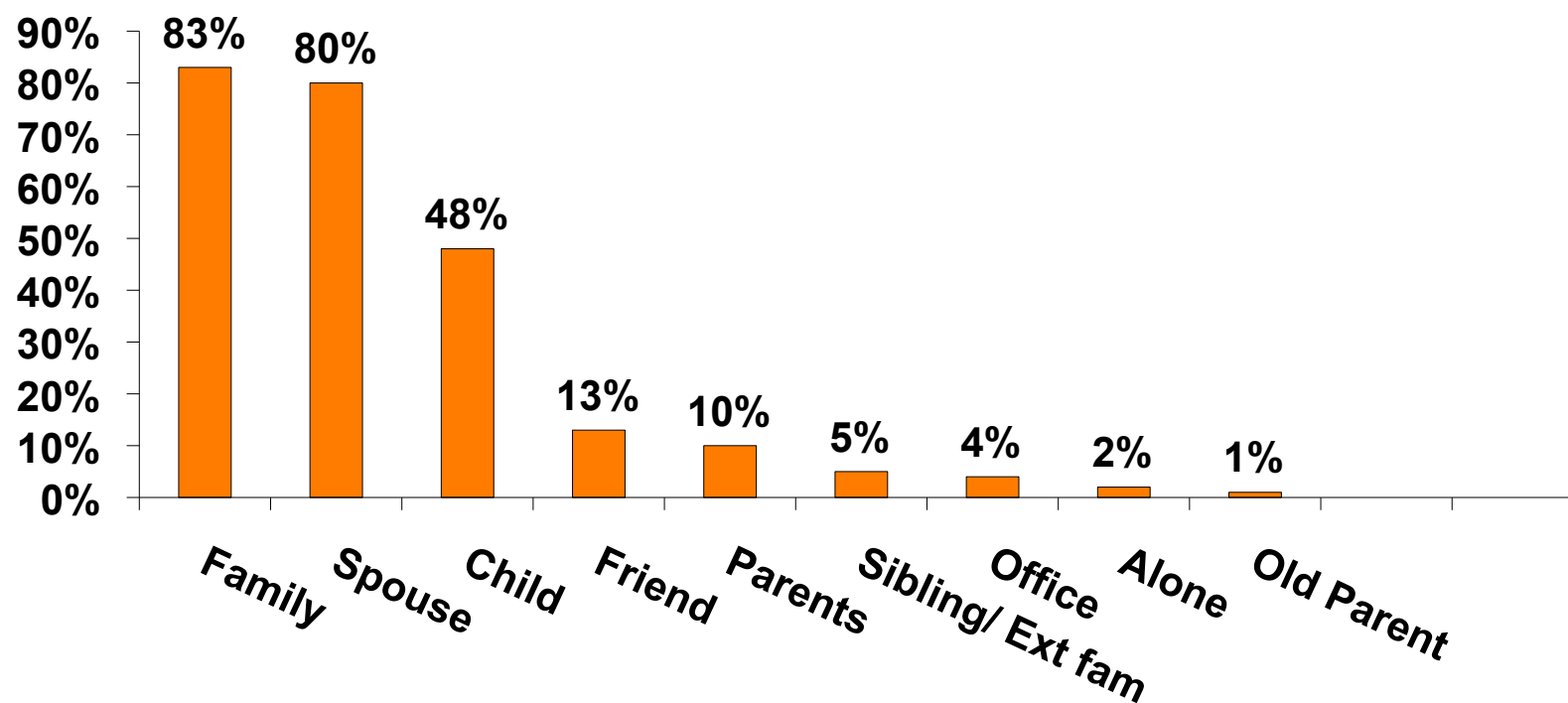
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<KW12.0M	Count	4	3	1		2	2	
		Column N %	1%	2%	1%		2%	1%	
	KW12.0M-KW24.0M	Count	4	1	3		4		
		Column N %	1%	1%	2%		4%		
	KW24.0M-KW36.0M	Count	25	10	15	3	19	3	
		Column N %	9%	7%	10%	20%	18%	2%	
	KW36.0M-KW48.0M	Count	36	12	24	4	18	10	3
		Column N %	13%	9%	16%	27%	17%	7%	23%
	KW48.0M-KW60.0M	Count	73	30	43	2	34	31	2
		Column N %	25%	21%	29%	13%	32%	22%	15%
	KW60.0M-KW72.0M	Count	42	25	17	1	8	28	2
		Column N %	15%	18%	12%	7%	8%	20%	15%
	KW72.0M+	Count	101	59	42	4	20	69	6
		Column N %	35%	42%	29%	27%	19%	48%	46%
	No Income	Count	2	1	1	1	1		
		Column N %	1%	1%	1%	7%	1%		
	Total	Count	287	141	146	15	106	143	13

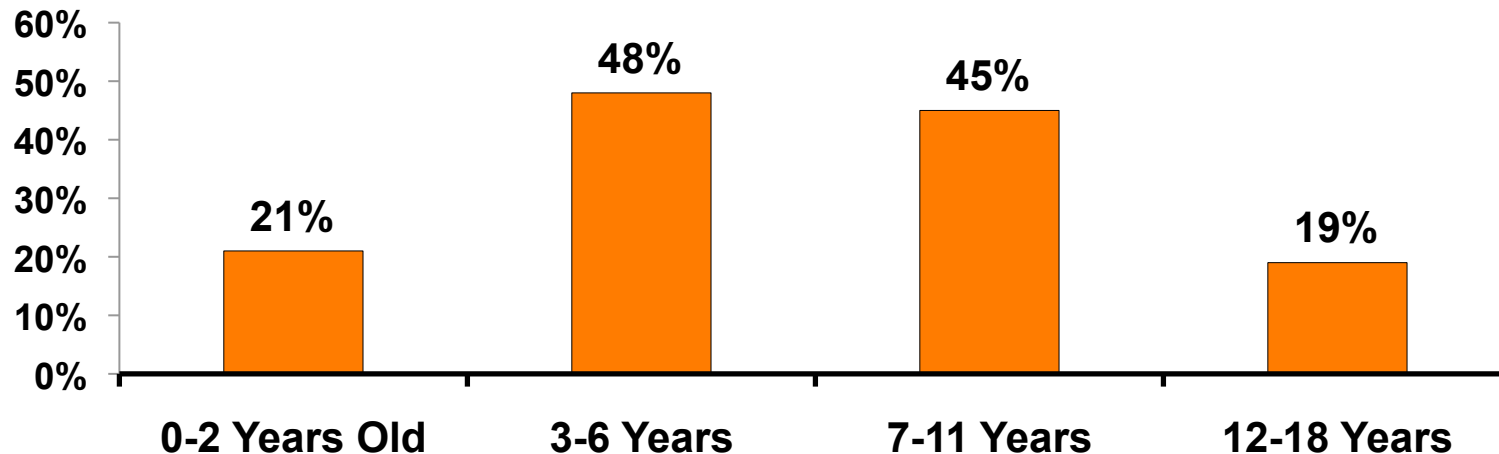
Travel Companions



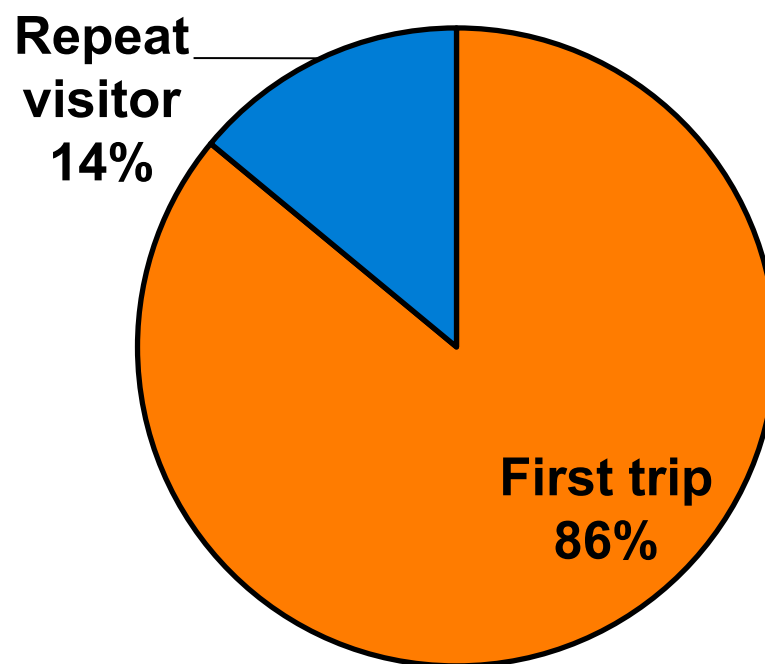
Number of Children Travel Party

N=166 total respondents traveling with children.

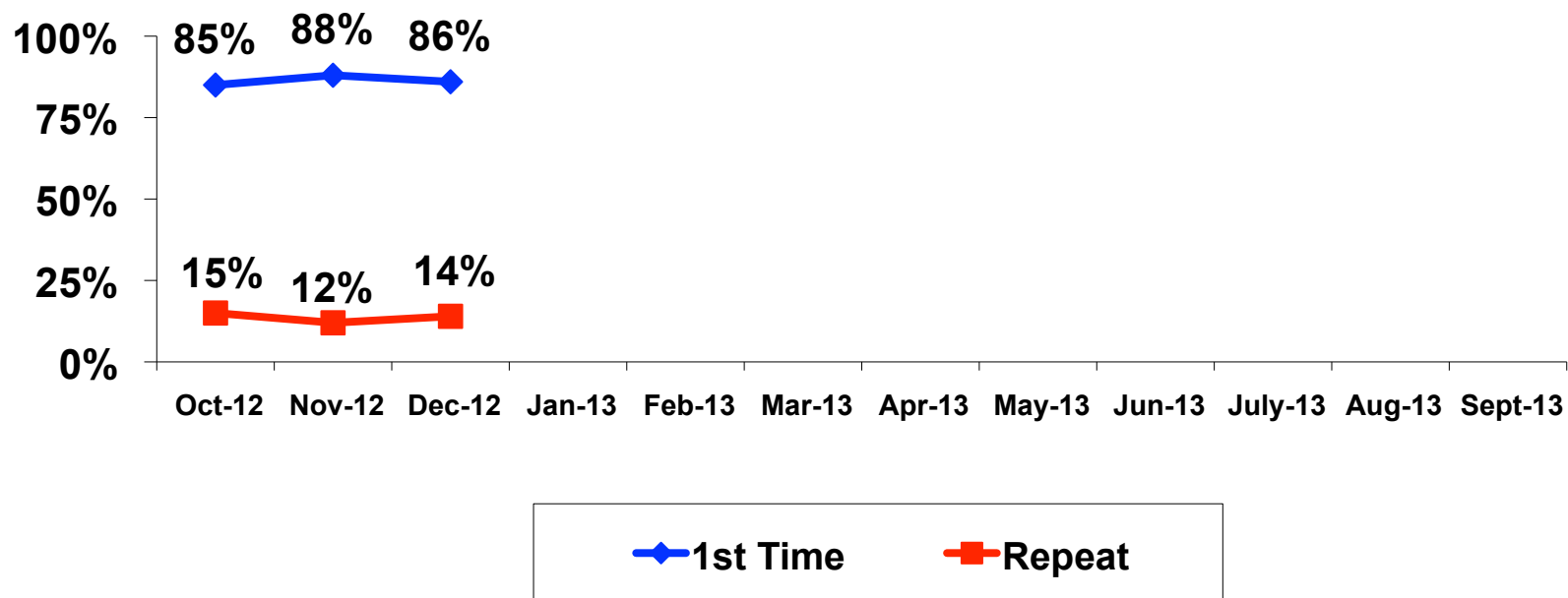
(Of those N=166 respondents, there is a total of 274 children 18 years or younger)



Prior Trips to Guam



Prior Trips To Guam



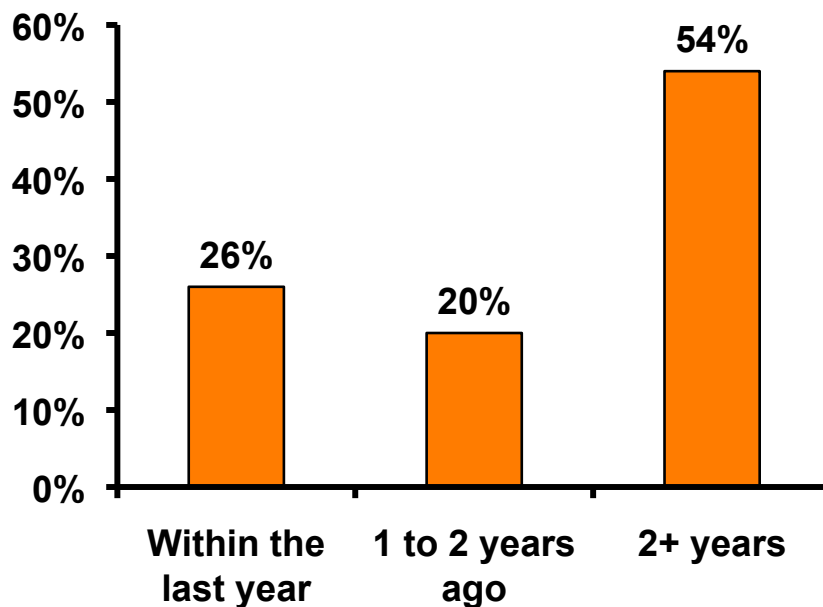
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
			-	1st	Repeat
GENDER	Male	Count	171	142	26
		Column N %	49%	48%	55%
	Female	Count	179	153	21
		Column N %	51%	52%	45%
AGE	Total	Count	350	295	47
	18-24	Count	17	16	1
		Column N %	5%	6%	2%
	25-34	Count	132	118	10
		Column N %	40%	42%	23%
	35-49	Count	168	135	30
		Column N %	51%	48%	70%
	50+	Count	15	13	2
		Column N %	5%	5%	5%
	Total	Count	332	282	43

- First-time visitors tend to be younger than repeat visitors to Guam.

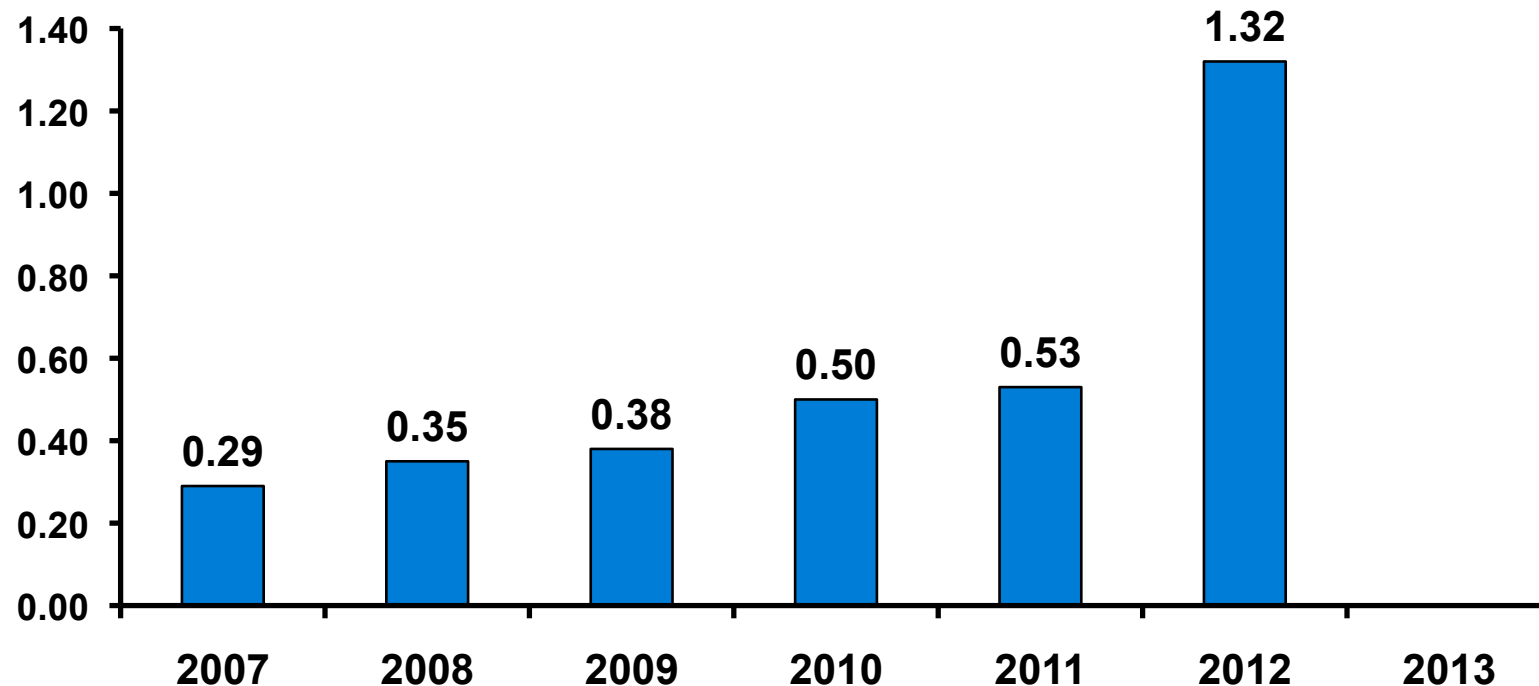
Repeat Visitors Last Trip

n = 46



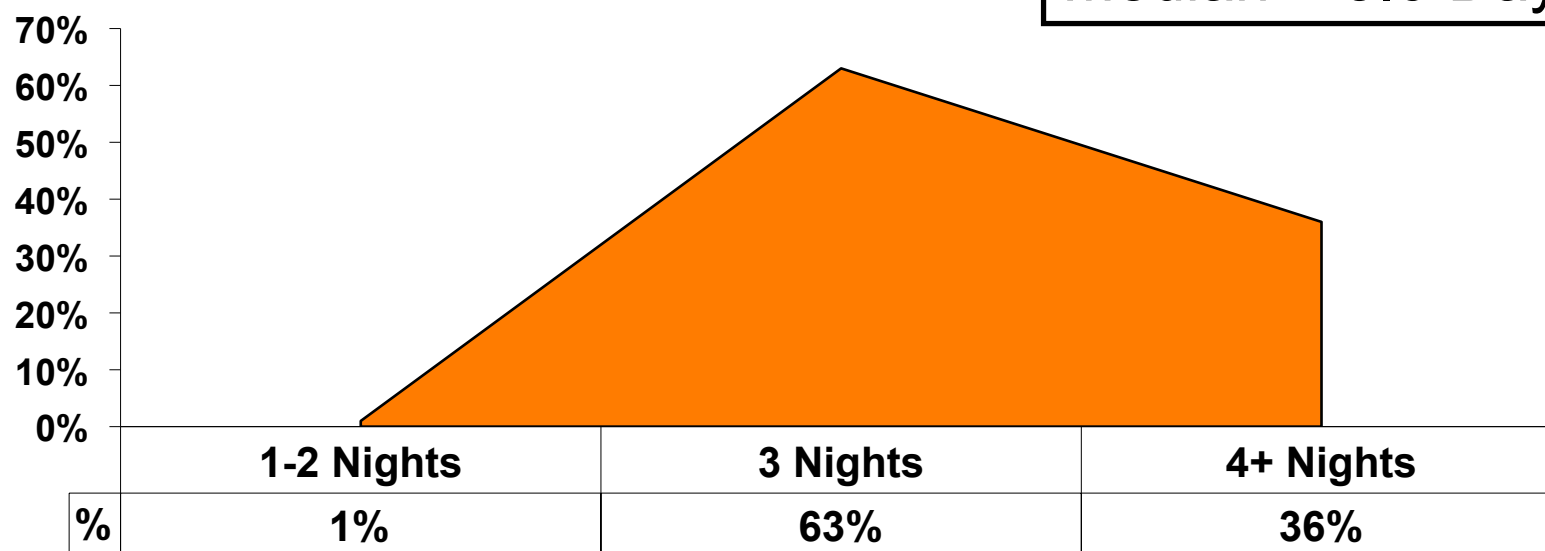
- The average repeat visitor has been to Guam 2.00 times.
- Half the repeat visitors have been here within the last year.

Average Number Overnight Trips (2007-2013) (2 nights or more)

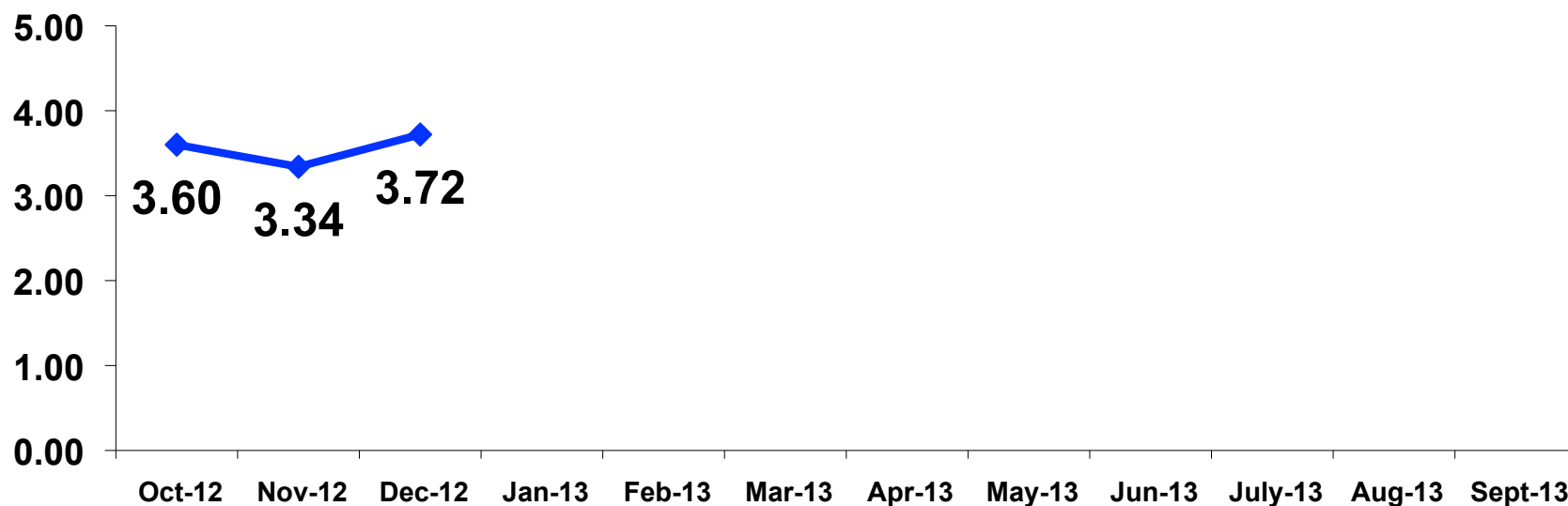


Length of Stay

Mean = 3.72 Days
Median = 3.0 Days



Average Length of Stay

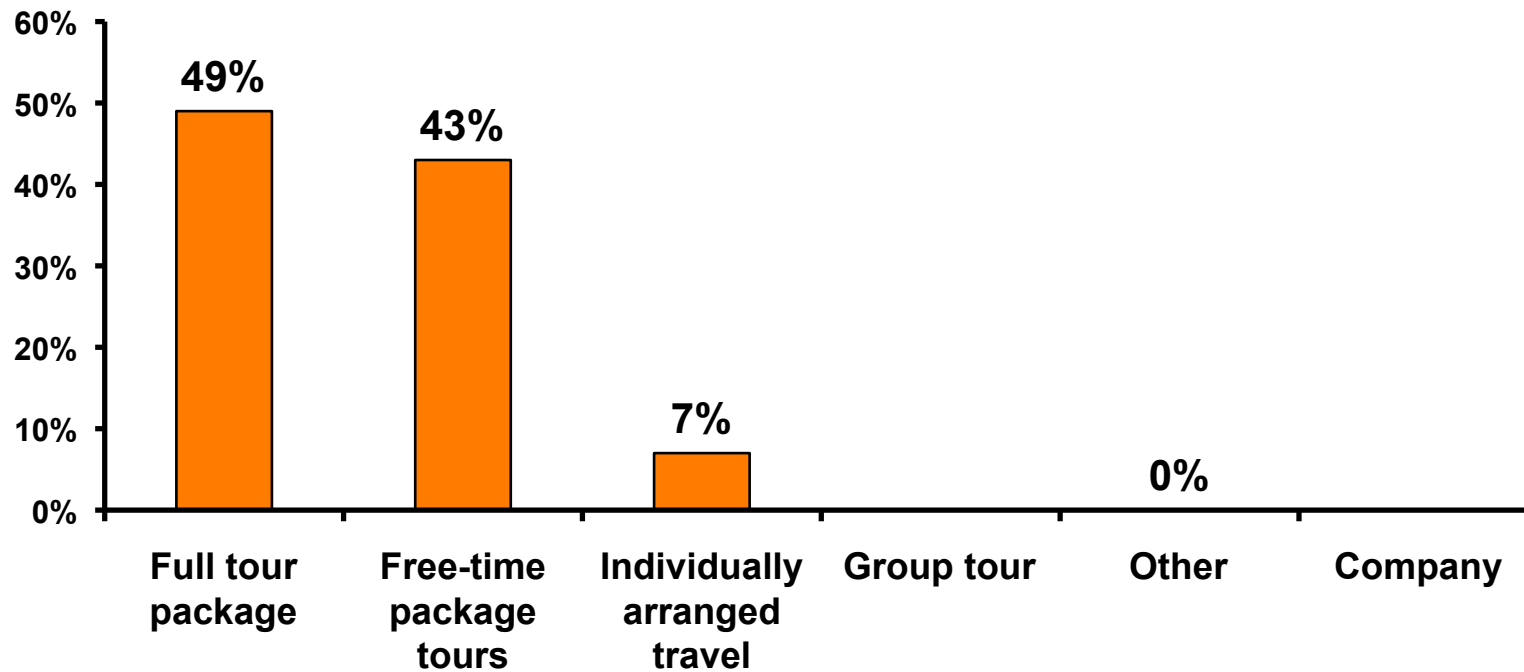


Occupation by Income

		TOTAL	Q26								
		-	<KW12.0M	KW12.0M-KW24.0M	KW24.0M-KW36.0M	KW36.0M-KW48.0M	KW48.0M-KW60.0M	KW60.0M-KW72.0M	KW72.0M+	No Income	
Q25	White Collar Office Worker	24%	25%	25%	28%	31%	20%	17%	31%		
	Self-employed	16%		25%	12%	14%	9%	28%	19%		
	Housewife/ Homemaker	16%			12%	23%	23%	8%	12%		
	Professor/ Teacher/ After-school	13%	25%	50%	12%	6%	14%	14%	14%		
	Professional/ Specialist/ Tech	9%			8%	9%	6%	11%	14%		
	Manager/ Admin	3%					5%	6%	4%	50%	
	Student	3%	25%				5%	3%	1%		
	Freelancer	2%				3%	2%	8%	1%		
	Service worker/ Private hse worker	2%			4%	6%	5%				
	Govt- office worker non-mgr	2%			16%		3%				
	Unemployed	2%	25%			3%				50%	
	Skilled worker	2%			4%	3%	5%				
	Sales worker/ Clerical	1%				3%	2%	3%	1%		
	Govt- Manager	1%					2%	3%	1%		
	Govt- Executive	1%			4%				1%		
	Other	0%							1%		
	Retired	0%					2%				
	Total	Count	287	4	4	25	35	65	36	100	2

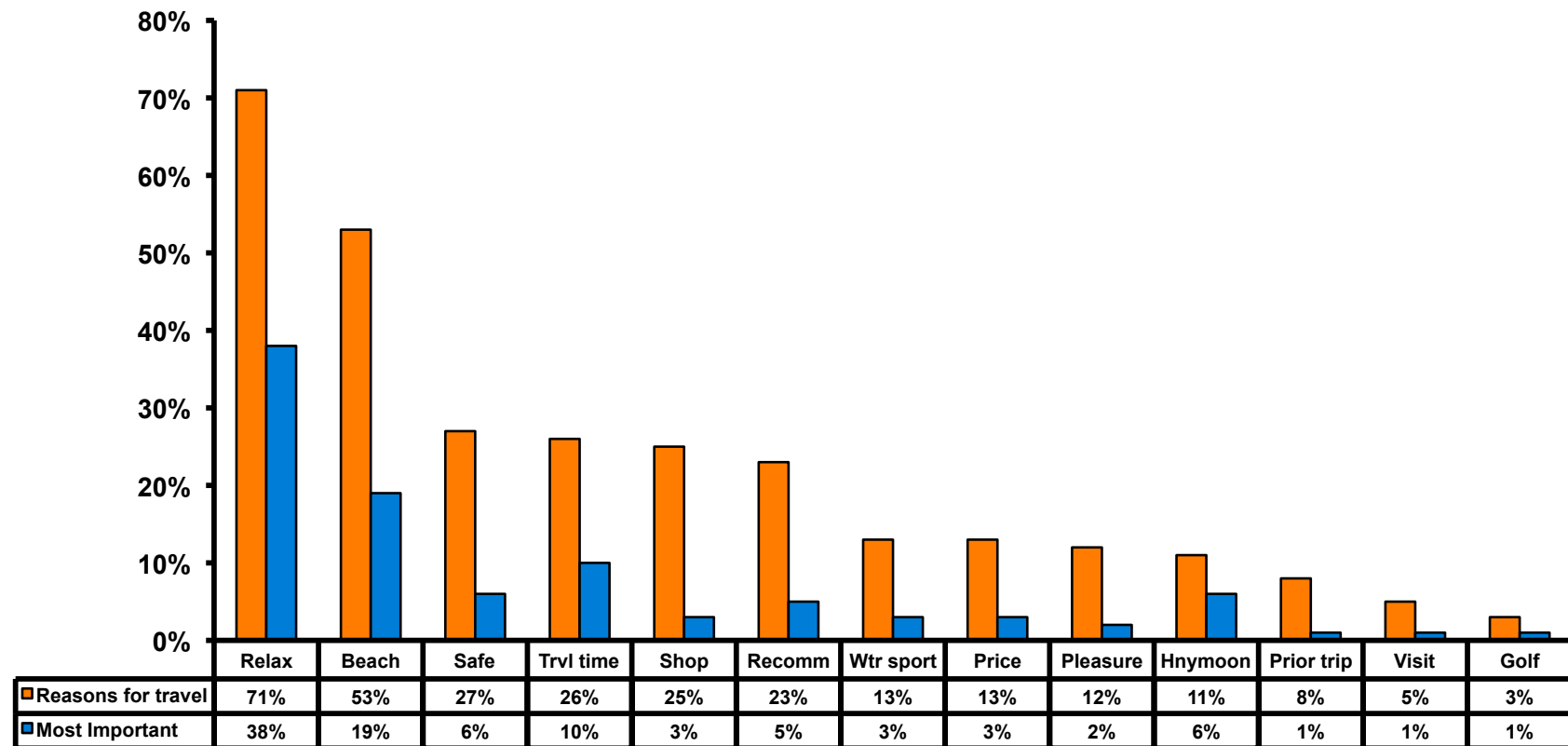
SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall



		TOTAL	Q26							
		-	<KW12.0M	KW12.0M-KW24.0M	KW24.0M-KW36.0M	KW36.0M-KW48.0M	KW48.0M-KW60.0M	KW60.0M-KW72.0M	KW72.0M+	No Income
Q9	PIC Club	52%	33%	50%	36%	44%	47%	55%	59%	100%
	Sheraton Laguna Guam	16%			24%	17%	19%	19%	16%	
	Hyatt Regency Guam	6%	33%		4%	11%	8%	7%	2%	
	Outrigger Guam Resort	4%					7%		1%	
	Hilton Guam Resort	3%			12%	3%	3%		3%	
	Onward Beach Resort	3%			4%	8%	4%	2%	1%	
	Other	2%			4%		1%		4%	
	Holiday Resort Guam	2%			8%		3%	2%	2%	
	Oceanview Hotel	2%				6%	1%	2%	2%	
	Westin Resort Guam	1%				6%			2%	
	Leo Palace Resort	1%	33%			3%		5%	1%	
	Hotel Nikko Guam	1%							4%	
	Guam Marriott Resort	1%			8%				1%	
	Fiesta Resort Guam	1%					4%			
	Pacific Bay Hotel	1%		25%					1%	
	Days Inn (Tamuning)	1%					1%	2%		
	Royal Orchid Guam	1%					1%	2%		
	Guam Plaza Hotel	1%				3%				
	Hotel Santa Fe	0%								
	Ramada Suites Guam	0%		25%						
	Home stay/ friend/ relative	0%							1%	
	Grand Plaza Hotel	0%								
	Bayview Hotel	0%								
	Guam Aurora Resort	0%						2%		
	Total	Count	348	3	4	25	36	73	42	101

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Relaxation,
- Guam's natural beauty/ beaches
- Short travel time

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	71%	71%	66%	74%	60%	73%	70%
	Natural beauty	53%	76%	53%	51%	27%	50%	56%
	Safe	27%	18%	28%	30%		23%	31%
	Short travel time	26%	12%	37%	21%	13%	23%	29%
	Shopping	25%	29%	37%	15%	7%	22%	29%
	Recomm- friend/family/trvl agnt	23%	24%	15%	29%	20%	22%	24%
	Water sports	13%	18%	15%	13%		8%	17%
	Price	13%	12%	14%	12%	7%	13%	12%
	Pleasure	12%	29%	12%	8%	27%	12%	12%
	Honeymoon	11%		25%	2%		15%	7%
	Previous trip	8%	6%	5%	11%	7%	9%	7%
	Visit friends/ Relatives	5%	24%	2%	4%	13%	5%	4%
	Golf	3%		2%	3%	20%	4%	2%
	Scuba	2%	6%	2%	1%		2%	2%
	Company Sponsored	2%	12%	1%	2%		2%	2%
	Organized sports	1%	6%	2%	1%		1%	2%
	Other	0%			1%			1%
	Married/ Attn wedding	0%			1%			1%
	Convention/ Trade/ Conference	0%		1%				1%
	Company/ Business Trip	0%				7%	1%	
Total Count		349	17	131	168	15	171	178

Motivation by Income

		TOTAL	Q26							
		-	<KW12.0M	KW12.0M-KW24.0M	KW24.0M-KW36.0M	KW36.0M-KW48.0M	KW48.0M-KW60.0M	KW60.0M-KW72.0M	KW72.0M+	No Income
Q5A	Relax	71%	50%	50%	68%	67%	63%	90%	71%	
	Natural beauty	53%	25%	50%	56%	47%	56%	52%	50%	50%
	Safe	27%		25%	28%	22%	34%	21%	32%	50%
	Short travel time	26%	25%	50%	20%	33%	29%	21%	30%	50%
	Shopping	25%			28%	39%	34%	29%	11%	
	Recomm- friend/family/trvl agnt	23%		50%	16%	25%	18%	36%	23%	
	Water sports	13%		25%	20%	11%	11%	10%	17%	
	Price	13%		25%	8%	14%	19%	17%	6%	
	Pleasure	12%		25%	12%	11%	7%	14%	12%	
	Honeymoon	11%	50%	25%	40%	19%	7%	2%	6%	
	Previous trip	8%			4%	3%	4%	10%	15%	
	Visit friends/ Relatives	5%				3%	5%	5%	7%	
	Golf	3%	25%			3%		5%	5%	
	Scuba	2%		25%		3%			4%	
	Company Sponsored	2%			8%			5%	2%	
	Organized sports	1%					1%	2%		
	Other	0%							1%	
	Married/ Attn wedding	0%					1%			
	Convention/ Trade/ Conference	0%						2%		
	Company/ Business Trip	0%								
	Total Count	349	4	4	25	36	73	42	101	2

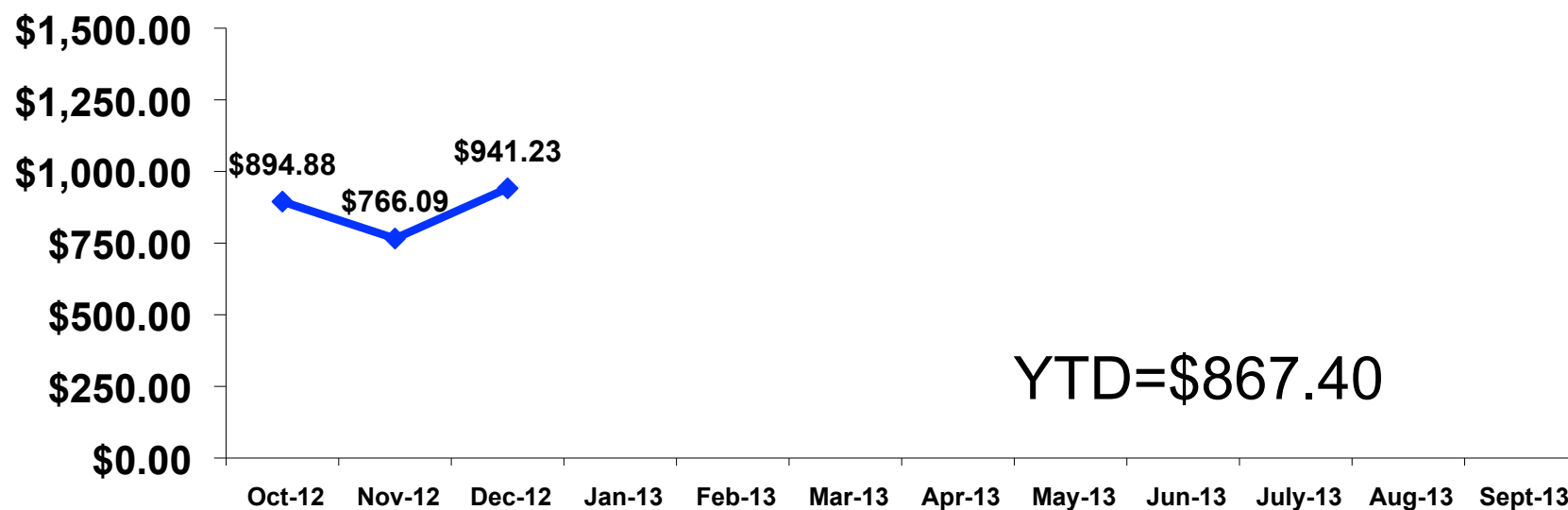
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

KW 1,069.83/US\$1

- \$2,278.12 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$20,564 = maximum (highest amount recorded for the entire sample)
- \$941.23 = overall mean average per person prepaid expenditures

Prepaid Expenditures Per Person



Breakdown of Prepaid Expenditures

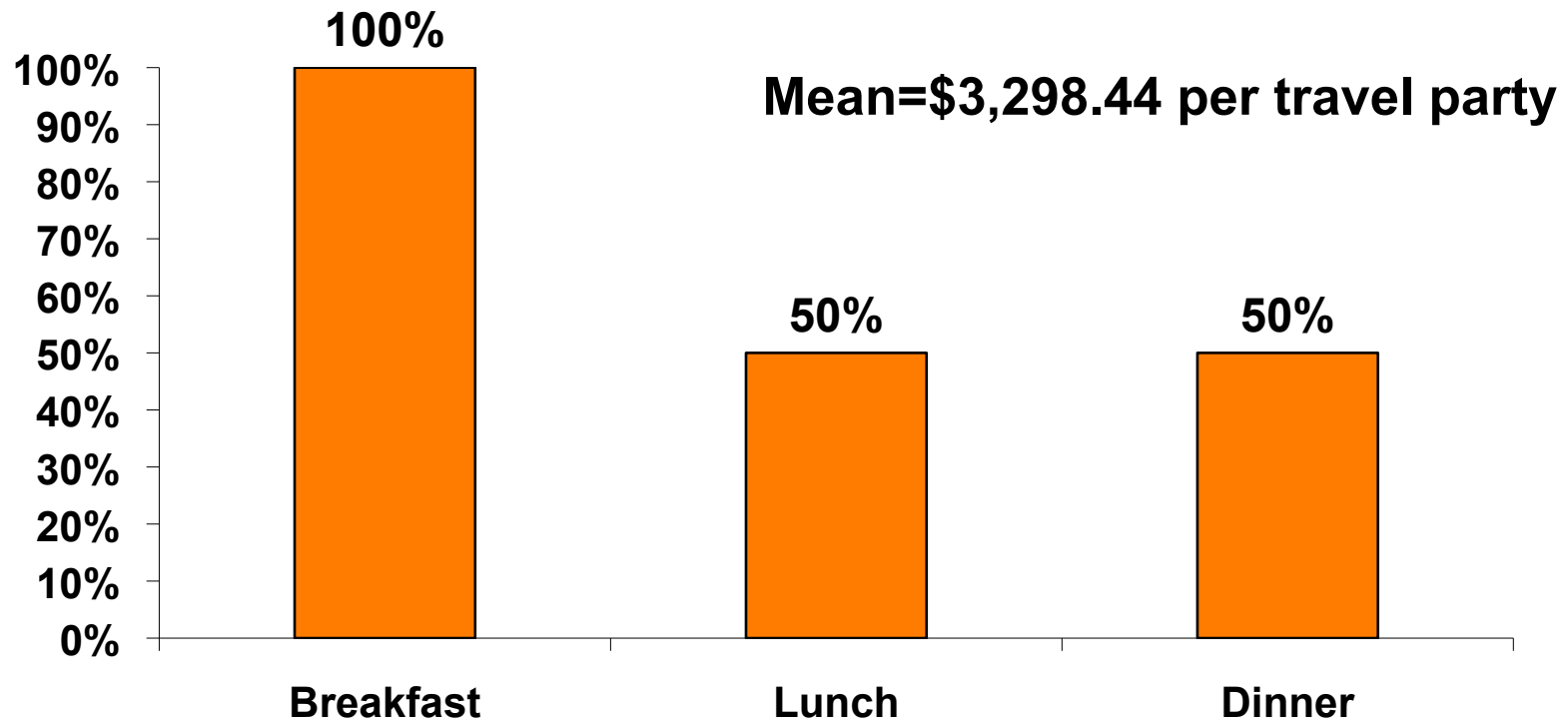
KW 1,069.83=\$1

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

	MEAN \$
Air & Accommodation package only	\$2,036.84
Air & Accommodation w/ daily meal package	\$3,298.44
Air only	\$1,087.36
Accommodation only	\$-
Accommodation w/ daily meal only	\$1,238.51
Food & Beverages in Hotel	\$327.15
Ground transportation- Korea	\$112.17
Ground transportation- Guam	\$121.51
Optional tours/ activities	\$84.13
Other expenses	\$313.13
Total Prepaid	\$2,278.12

Prepaid Meal Breakdown

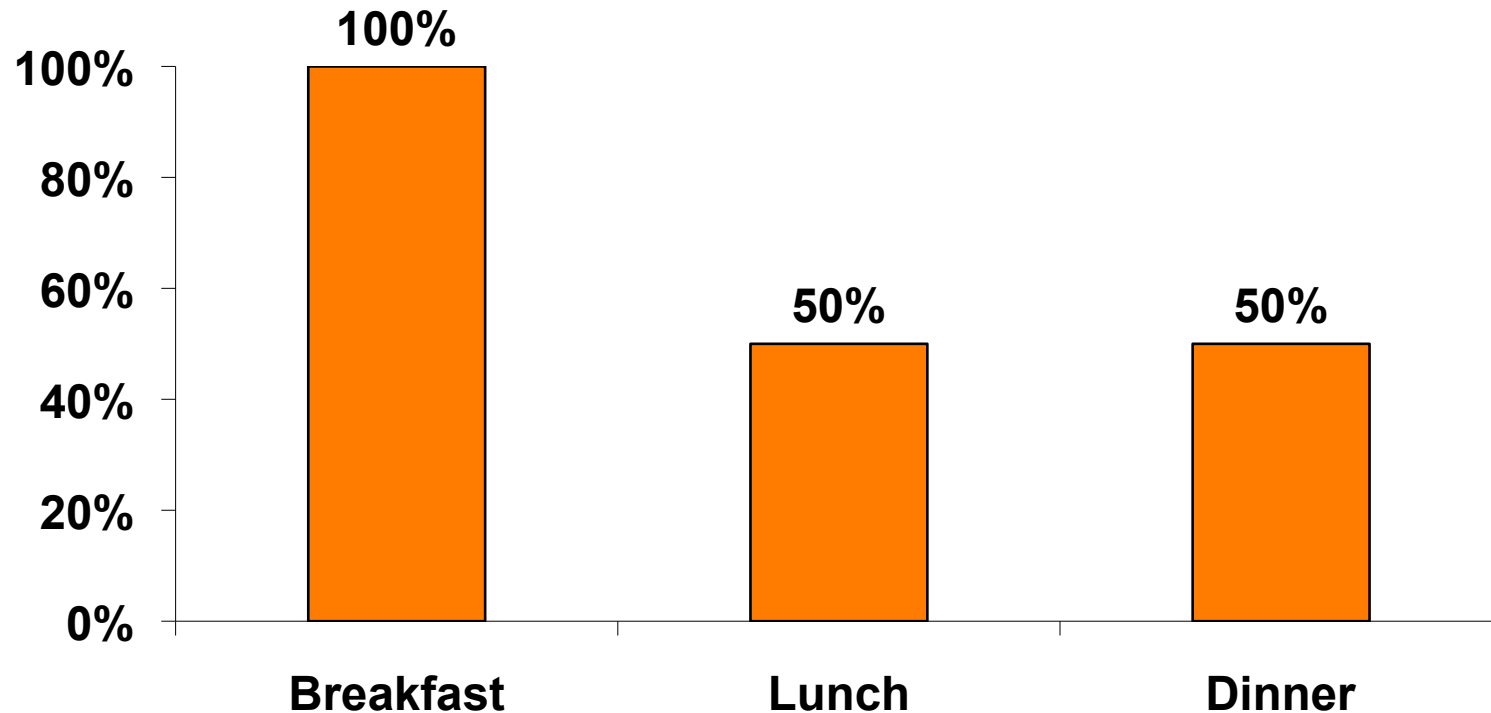
Air/ Accommodations with Daily Meal Package
n=2



Prepaid Meal Breakdown

Accommodations with Daily Meal Package

n=2

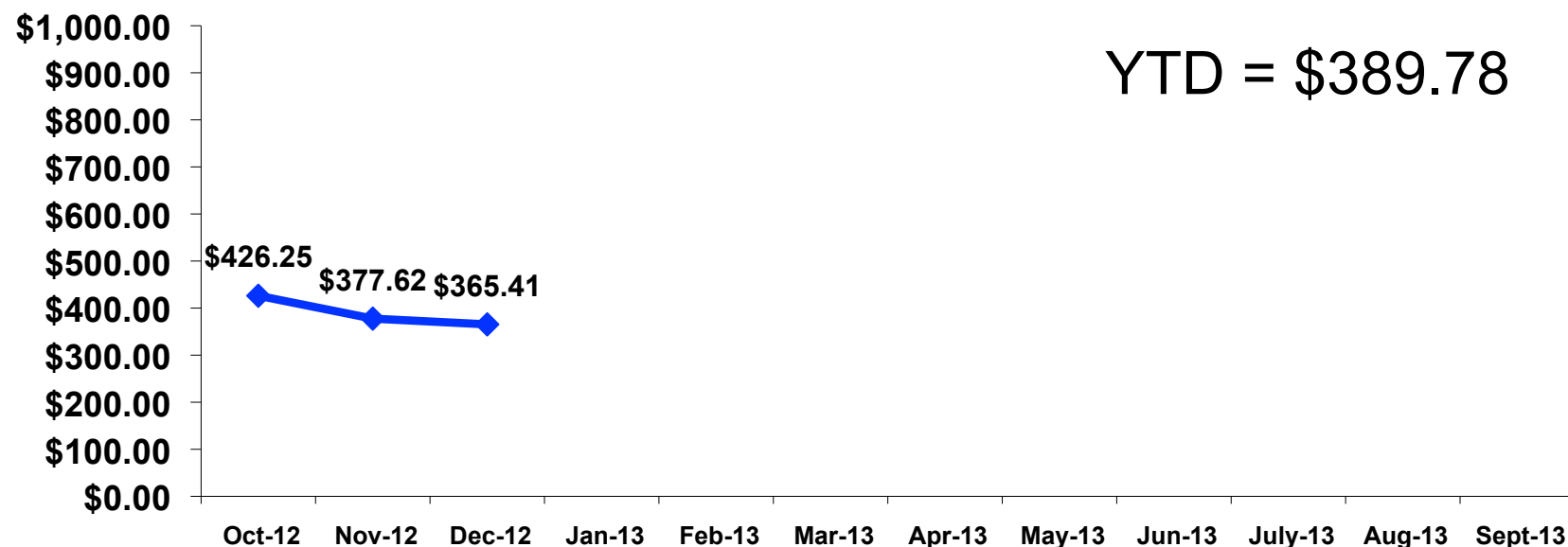


Mean=\$1,238.51 per travel party

On-Island Expenditures

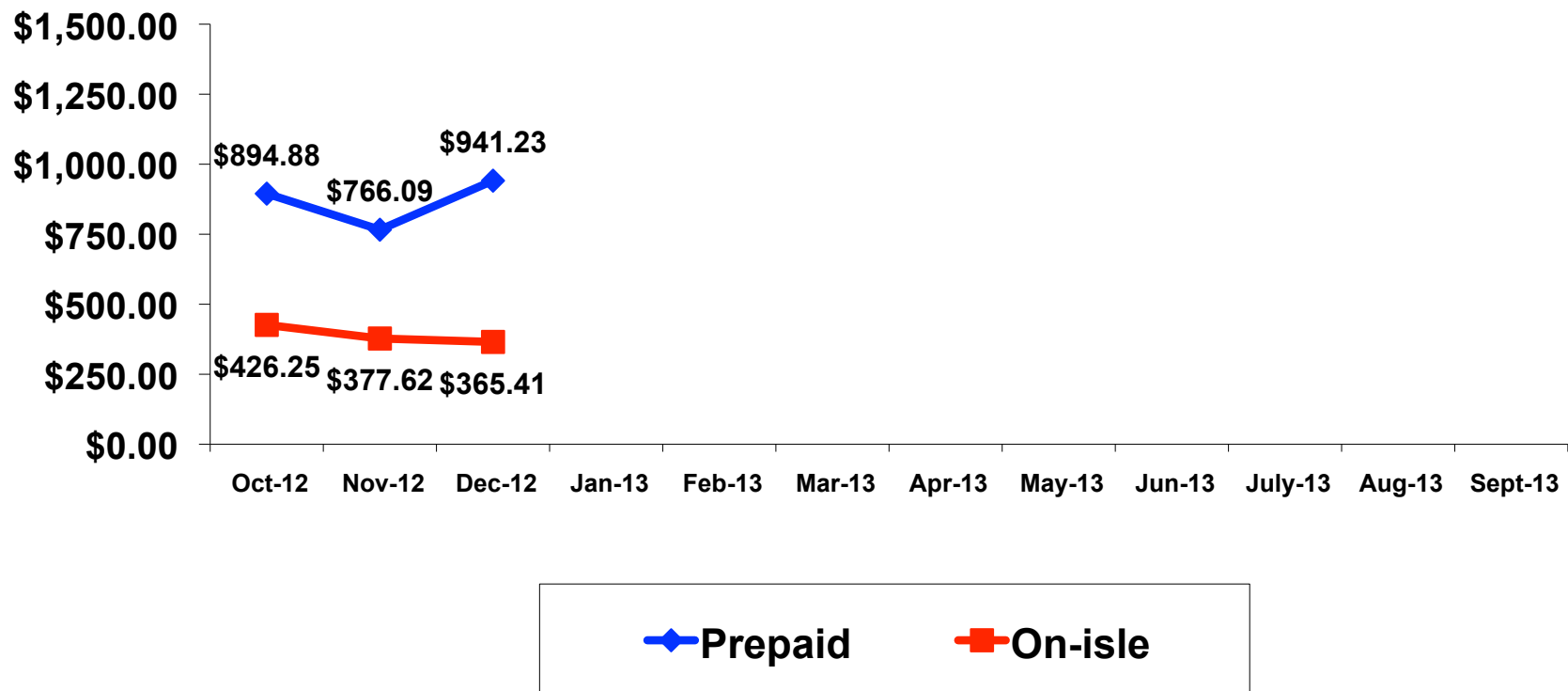
- \$787.11 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$8,000 = Maximum (highest amount recorded for the entire sample)
- \$365.41 = overall mean average per person on-island expenditure

On-Island Expenditures Per Person



Prepaid/ On-Island Expenditures Per Person

Prepaid YTD = \$867.40 On-Island YTD = \$389.78



Total On-Island Expenditure by Gender & Age

		TOTAL	GENDER		GENDER							
					Male				Female			
					AGE				AGE			
		-	Male	Female	18-24	25-34	35-49	50+	18-24	25-34	35-49	50+
PER PERSON	Mean	\$365.41	\$386.50	\$345.26	\$117.92	\$481.45	\$332.25	\$518.44	\$387.63	\$520.41	\$211.11	\$103.89
	Median	\$235	\$250	\$200	\$118	\$425	\$243	\$142	\$141	\$331	\$130	\$75
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$4,000	\$4,000	\$3,040	\$231	\$1,800	\$1,500	\$4,000	\$3,040	\$3,000	\$1,500	\$237

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$34.03	\$24.07	\$43.55	\$5.88	\$30.92	\$43.04	\$13.33
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$27.19	\$25.27	\$29.02	\$0.88	\$32.77	\$30.10	\$8.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B RESTRNT	Mean	\$45.16	\$47.87	\$42.57	\$7.94	\$74.02	\$32.08	\$27.33
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPT TOUR	Mean	\$70.15	\$75.49	\$65.05	\$97.65	\$76.52	\$70.49	\$50.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$180.72	\$189.27	\$172.55	\$267.35	\$232.55	\$155.95	\$67.33
	Median	\$0	\$0	\$0	\$40	\$0	\$0	\$0
GIFT- OTHER	Mean	\$117.53	\$105.16	\$129.34	\$102.35	\$112.39	\$140.63	\$8.87
	Median	\$0	\$0	\$0	\$20	\$0	\$0	\$0
TRANS	Mean	\$25.08	\$23.88	\$26.22	\$5.59	\$32.84	\$22.66	\$28.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$299.45	\$435.98	\$169.01	\$34.65	\$287.76	\$303.59	\$718.67
	Median	\$6	\$0	\$10	\$0	\$35	\$0	\$10
TOTAL	Mean	\$787.11	\$932.05	\$648.66	\$522.29	\$885.21	\$769.05	\$919.53
	Median	\$500	\$620	\$500	\$210	\$644	\$500	\$150

On-Island Expenditures

First Timers & Repeaters

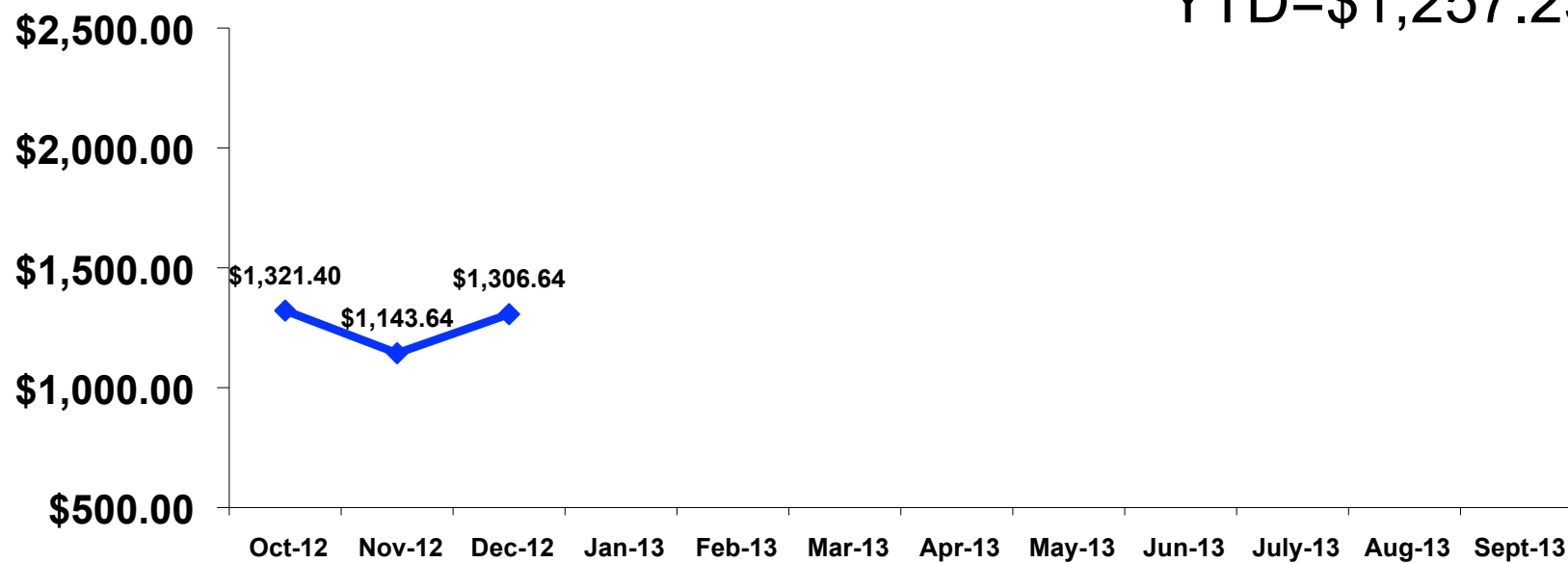
		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$34.03	\$33.40	\$40.36
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$27.19	\$27.67	\$27.98
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$45.16	\$48.81	\$26.70
	Median	\$0	\$0	\$0
OPT TOUR	Mean	\$70.15	\$77.23	\$36.38
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$180.72	\$187.46	\$152.15
	Median	\$0	\$0	\$0
GIFT- OTHER	Mean	\$117.53	\$108.42	\$180.85
	Median	\$0	\$0	\$0
TRANS	Mean	\$25.08	\$25.39	\$25.57
	Median	\$0	\$0	\$0
OTHER	Mean	\$299.45	\$292.87	\$267.66
	Median	\$6	\$2	\$30
TOTAL	Mean	\$787.11	\$786.80	\$757.66
	Median	\$500	\$500	\$500

Total Expenditures Per Person (Prepaid & On-Island)

- \$1,306.64 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$4,981 = Maximum (highest amount recorded for the entire sample)

Total Expenditures Per Person

YTD=\$1,257.23

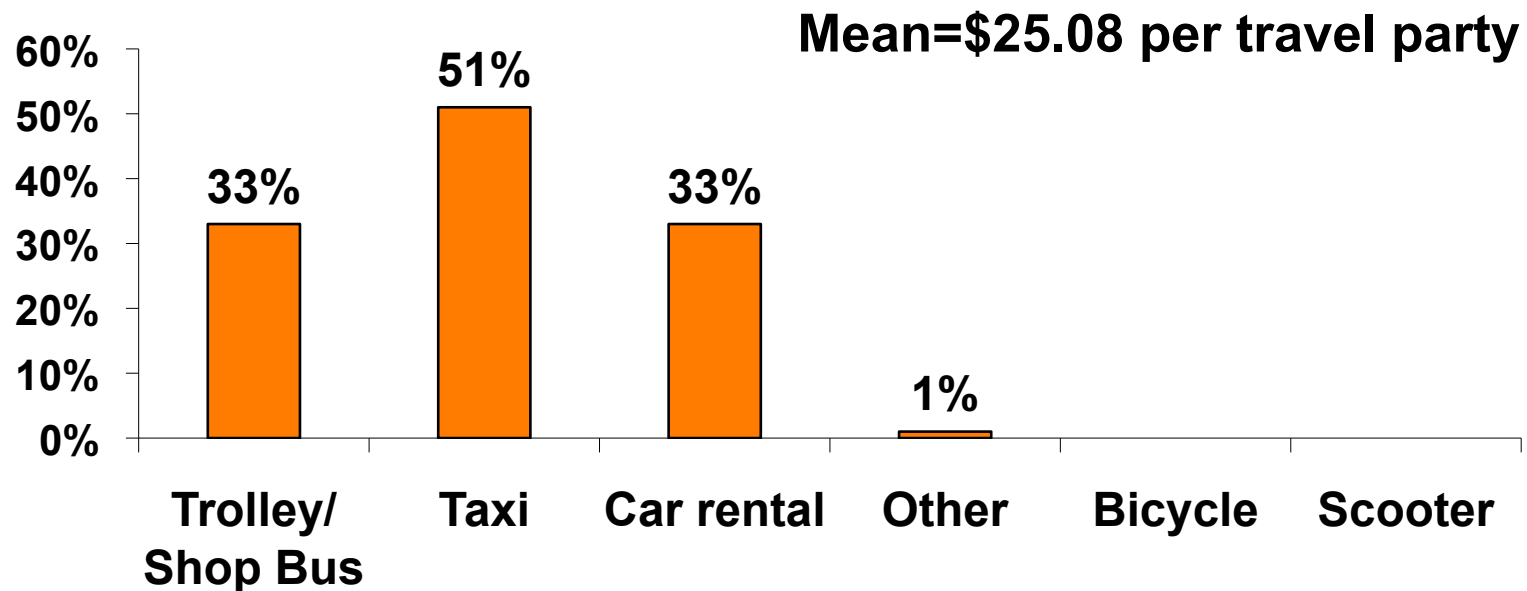


Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$34.03
Food & beverage in fast food restaurant/ convenience store	\$27.19
Food & beverage at restaurants or drinking establishments outside a hotel	\$45.16
Optional tours and activities	\$70.15
Gifts/ souvenirs for yourself/companions	\$180.72
Gifts/ souvenirs for friends/family at home	\$117.53
Local transportation	\$25.08
Other expenses not covered	\$299.45
Average Total	\$787.11

Local Transportation

n=103



Guam Airport Expenditures

- \$73.16 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$1,200 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

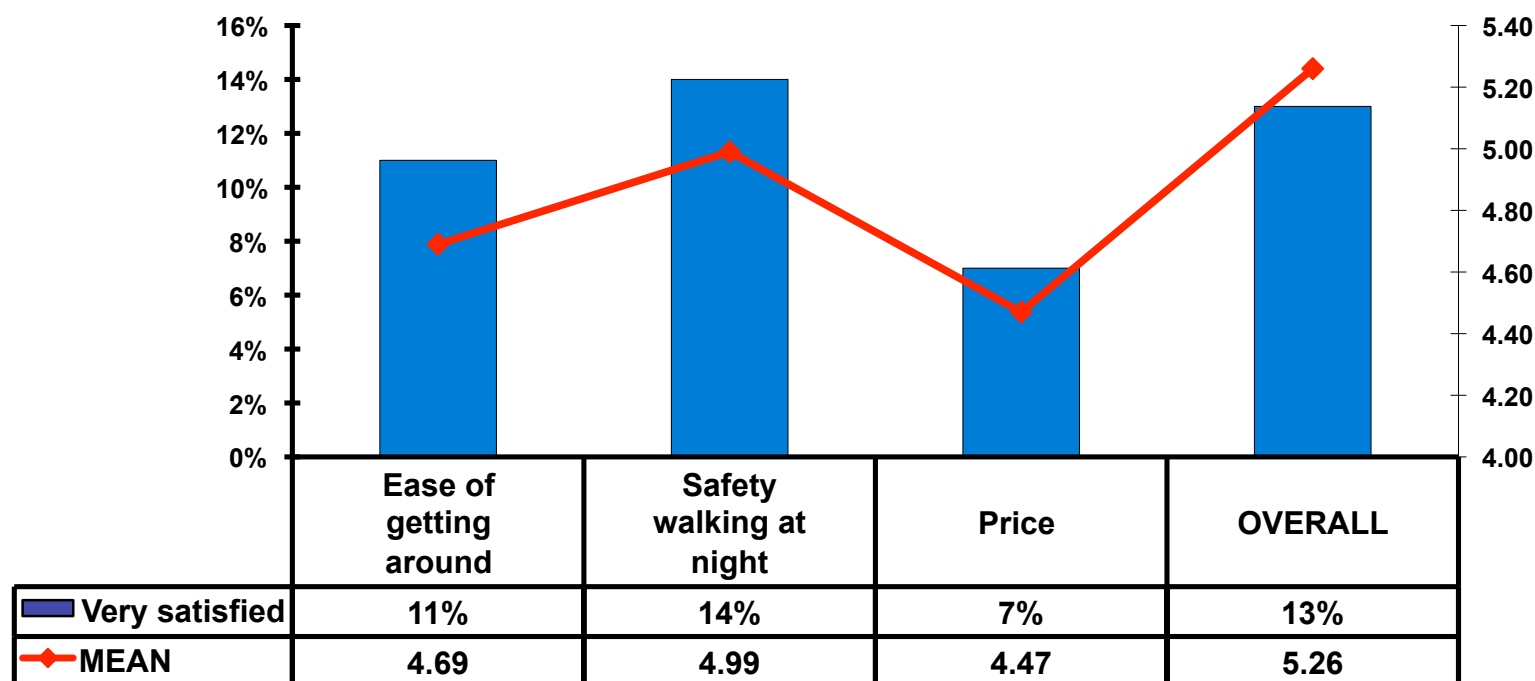
	MEAN \$
Food & Beverages	\$6.41
Gifts/Souvenirs Self	\$36.89
Gifts/Souvenirs Others	\$29.86
Total	\$73.16

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

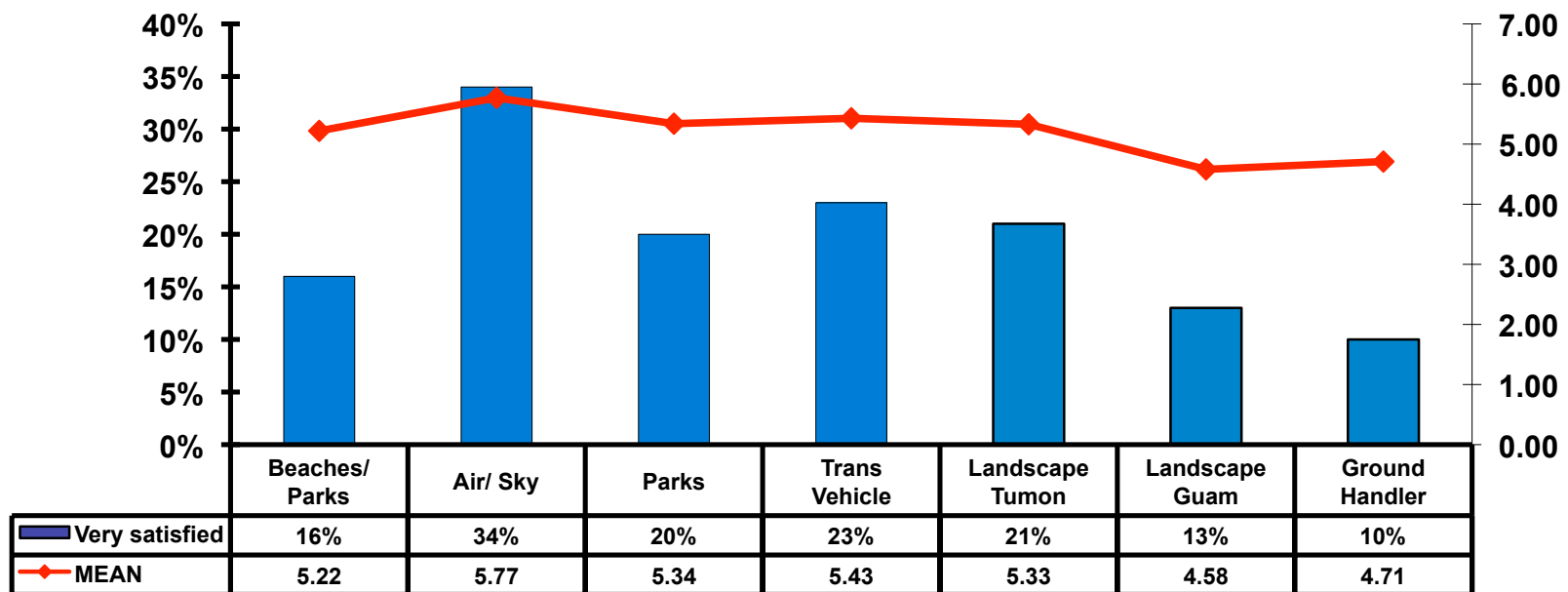
7=Very Satisfied/1=Very Dissatisfied



Satisfaction Quality/ Cleanliness

7pt Rating Scale

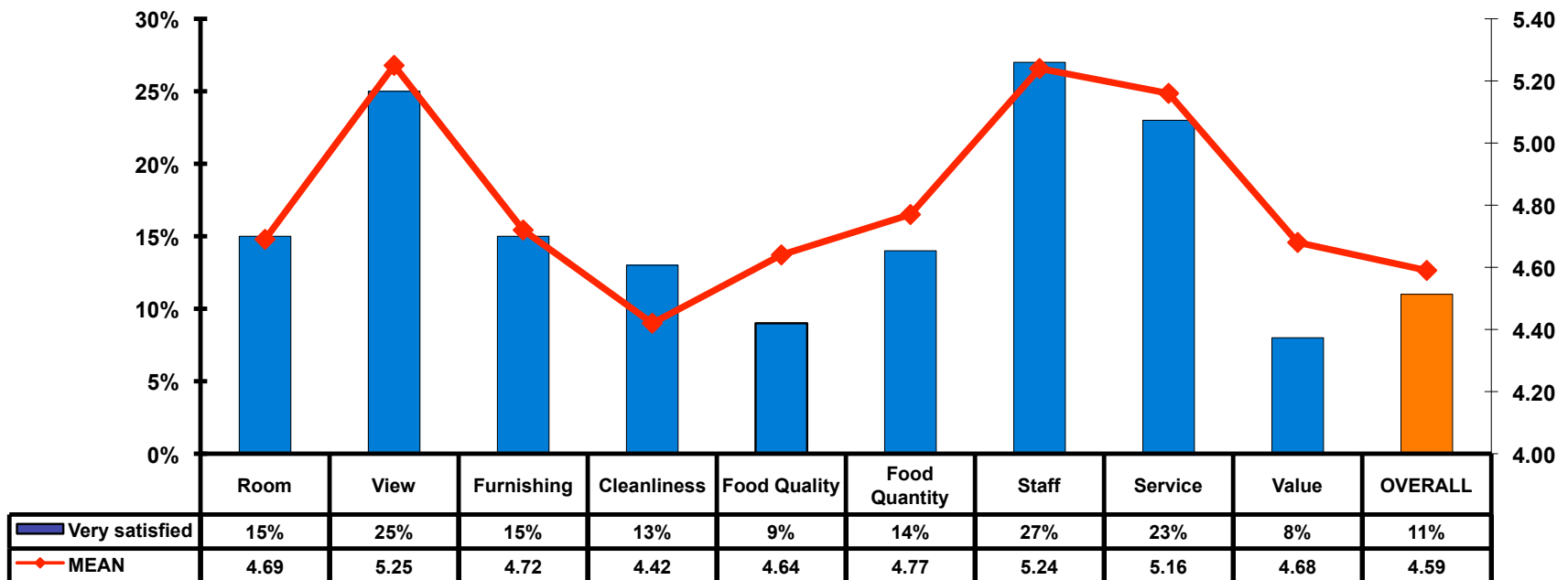
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

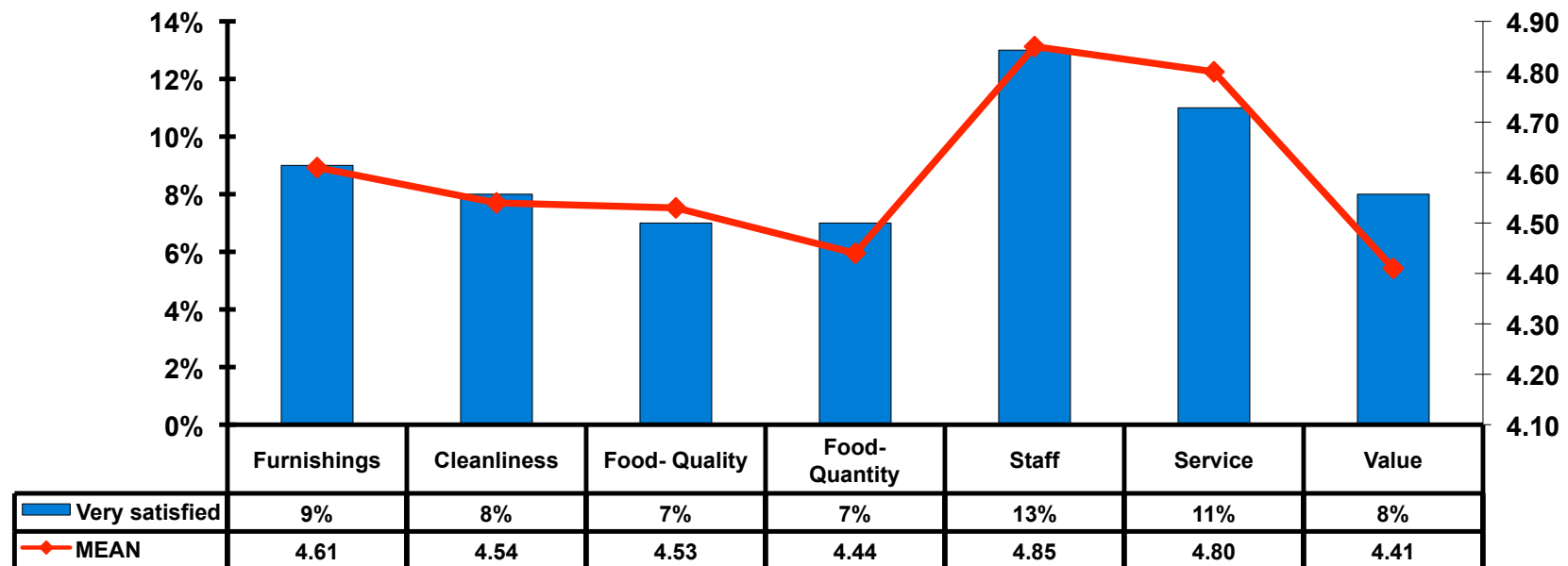
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

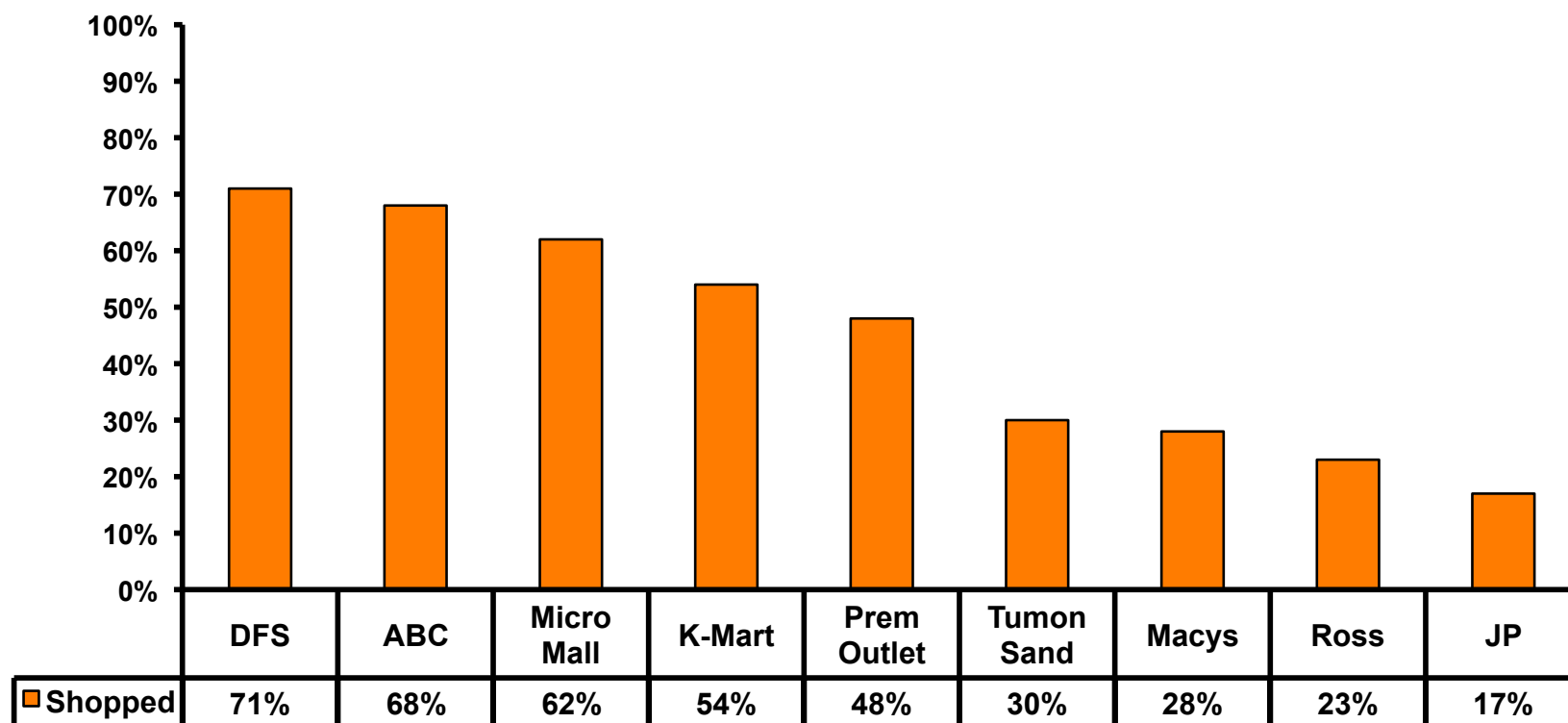
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

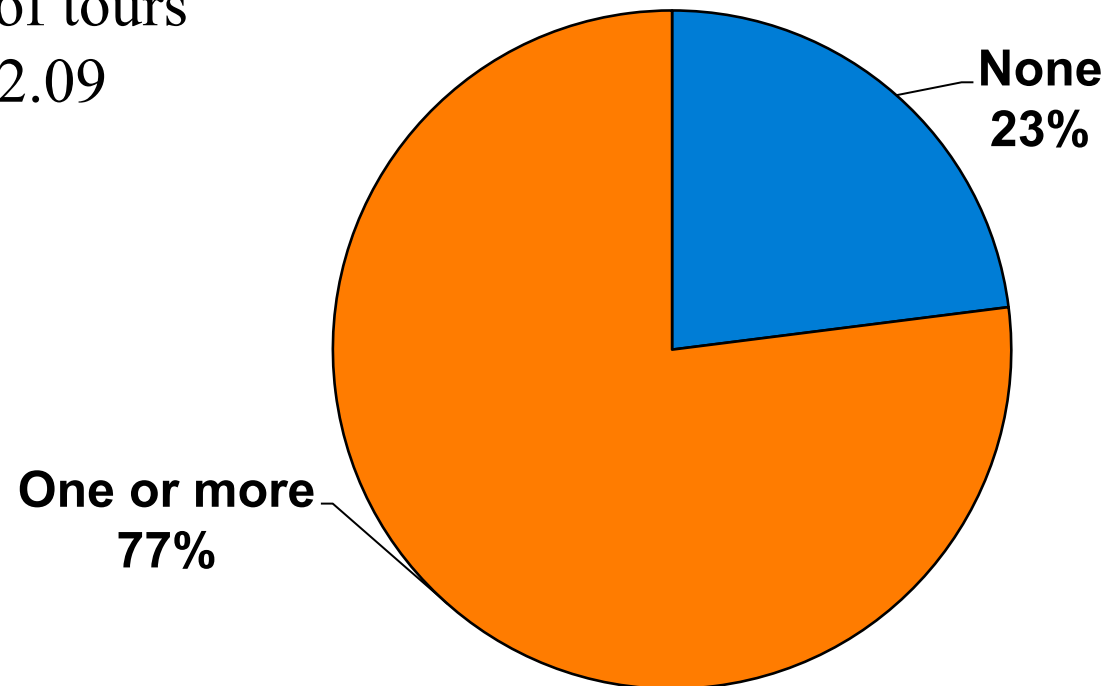
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 34%	Score of 6 to 7 = 30%
Score of 4 to 5 = 57%	Score of 4 to 5 = 59%
Score 1 to 3 = 9%	Score 1 to 3 = 12%
MEAN = 5.01	MEAN = 4.83

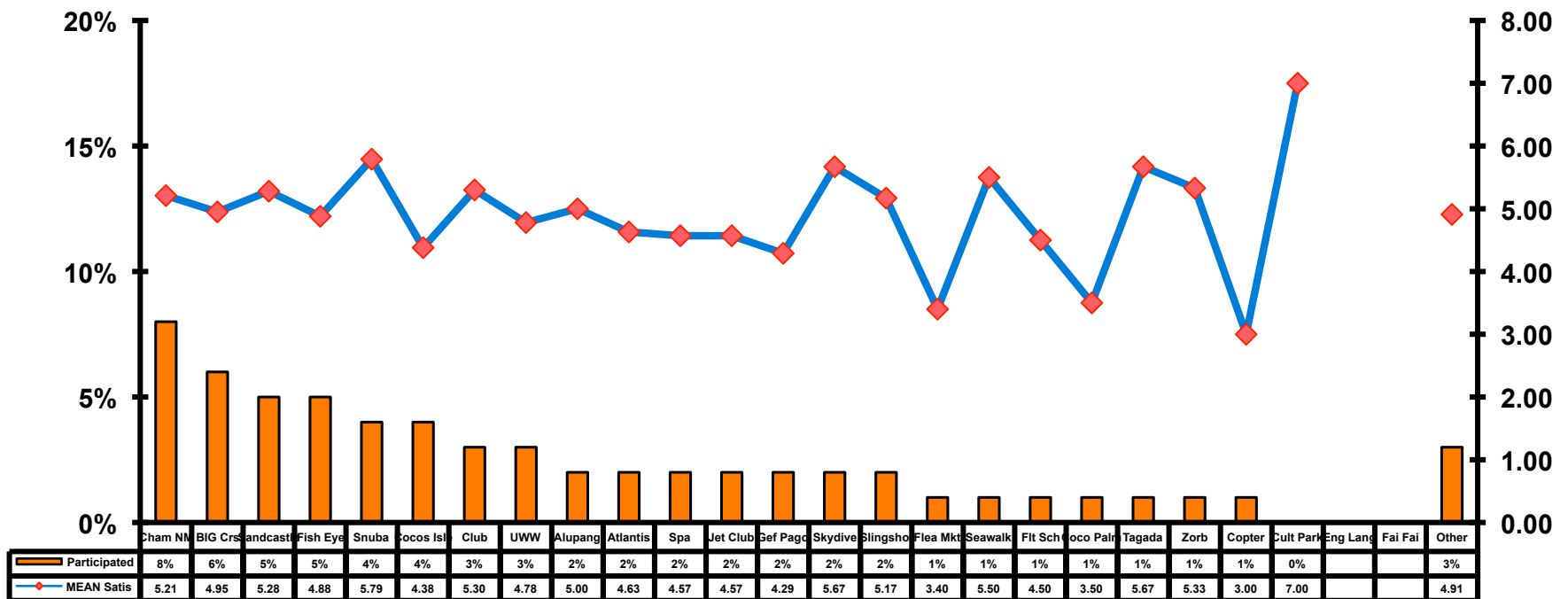
Optional Tour Participation

- Average number of tours participated in is 2.09



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 = 32%	Score of 6 to 7 = 27%
Score of 4 to 5 = 63%	Score of 4 to 5 = 63%
Score 1 to 3 = 6%	Score 1 to 3 = 11%
MEAN = 4.92	MEAN = 4.70

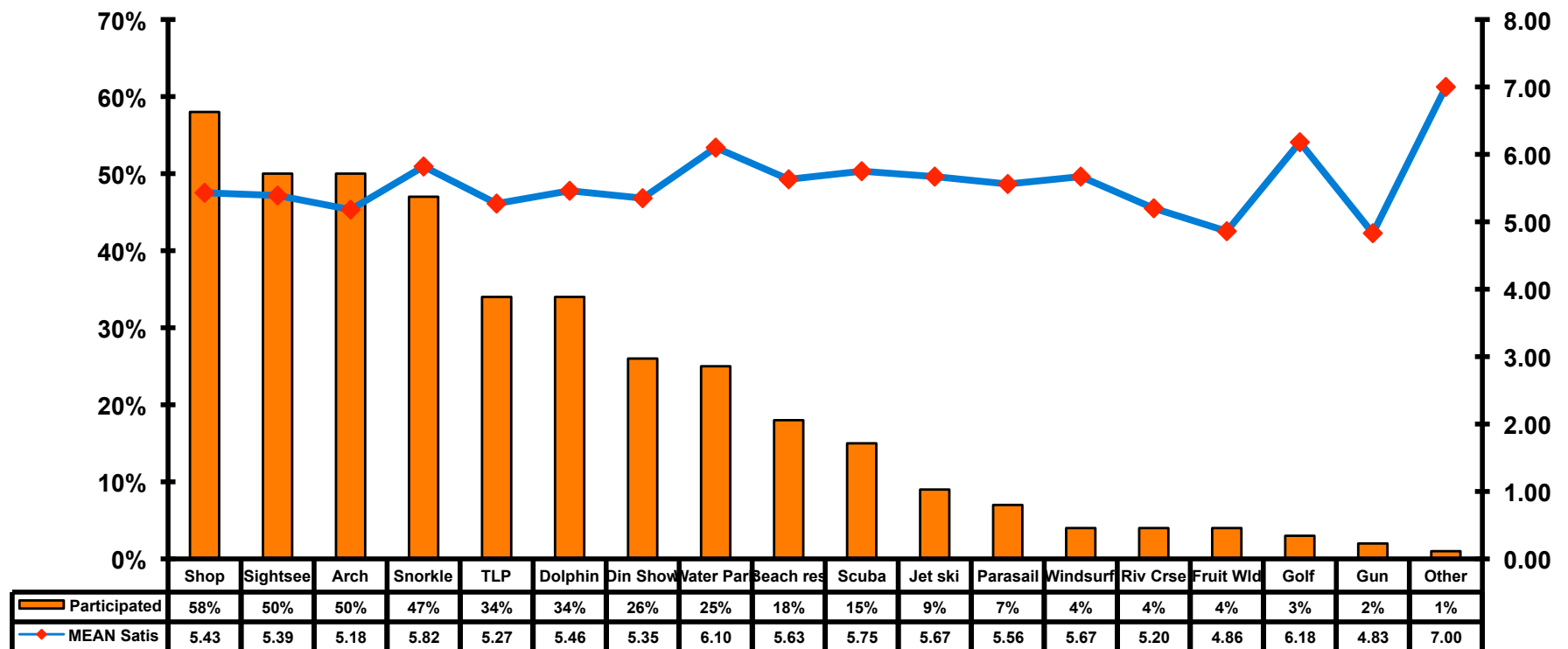
Night Tours Satisfaction

7pt Rating Scale

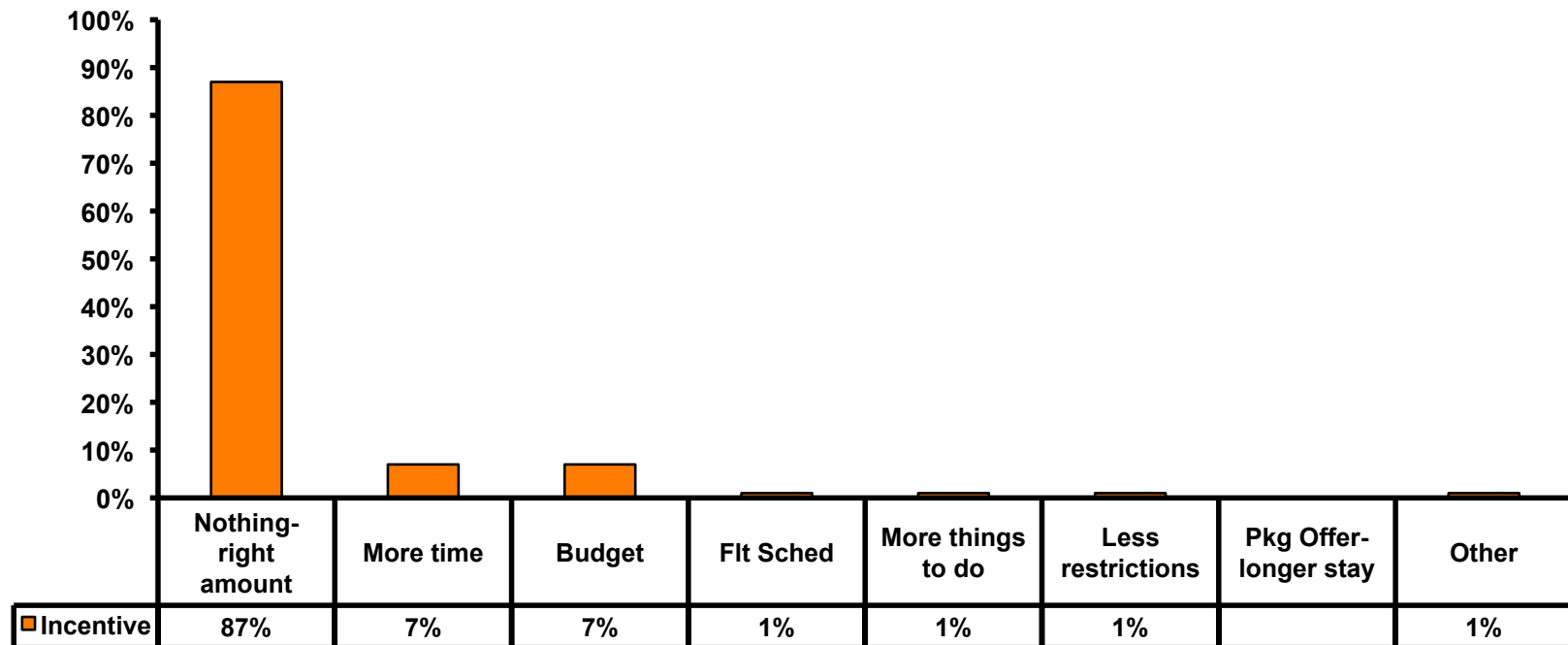
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 20%	Score of 6 to 7 = 20%
Score of 4 to 5 = 67%	Score of 4 to 5 = 67%
Score 1 to 3 = 12%	Score 1 to 3 = 14%
MEAN = 4.51	MEAN = 4.47

Satisfaction with Other Activities



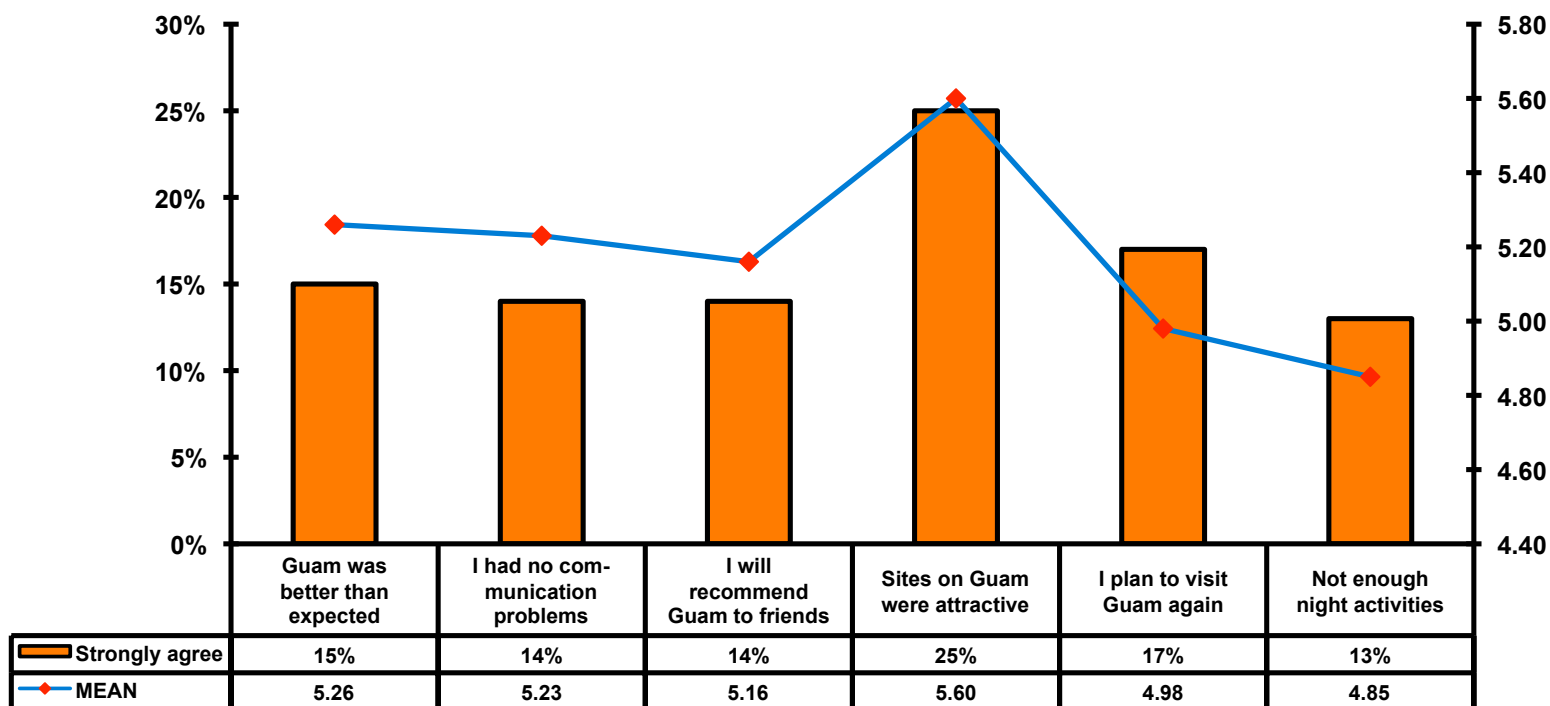
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

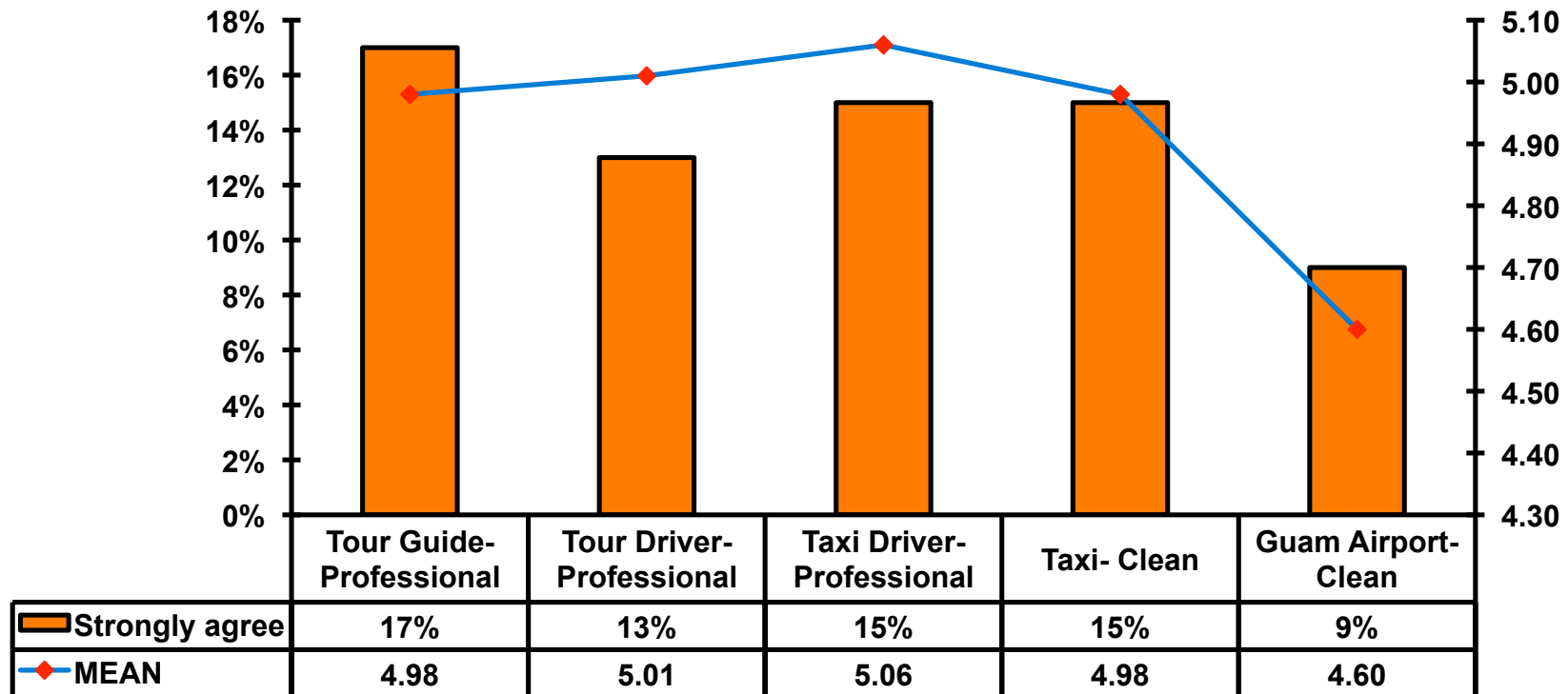
7=Very Satisfied/ 1=Very Dissatisfied



On-Island Perceptions

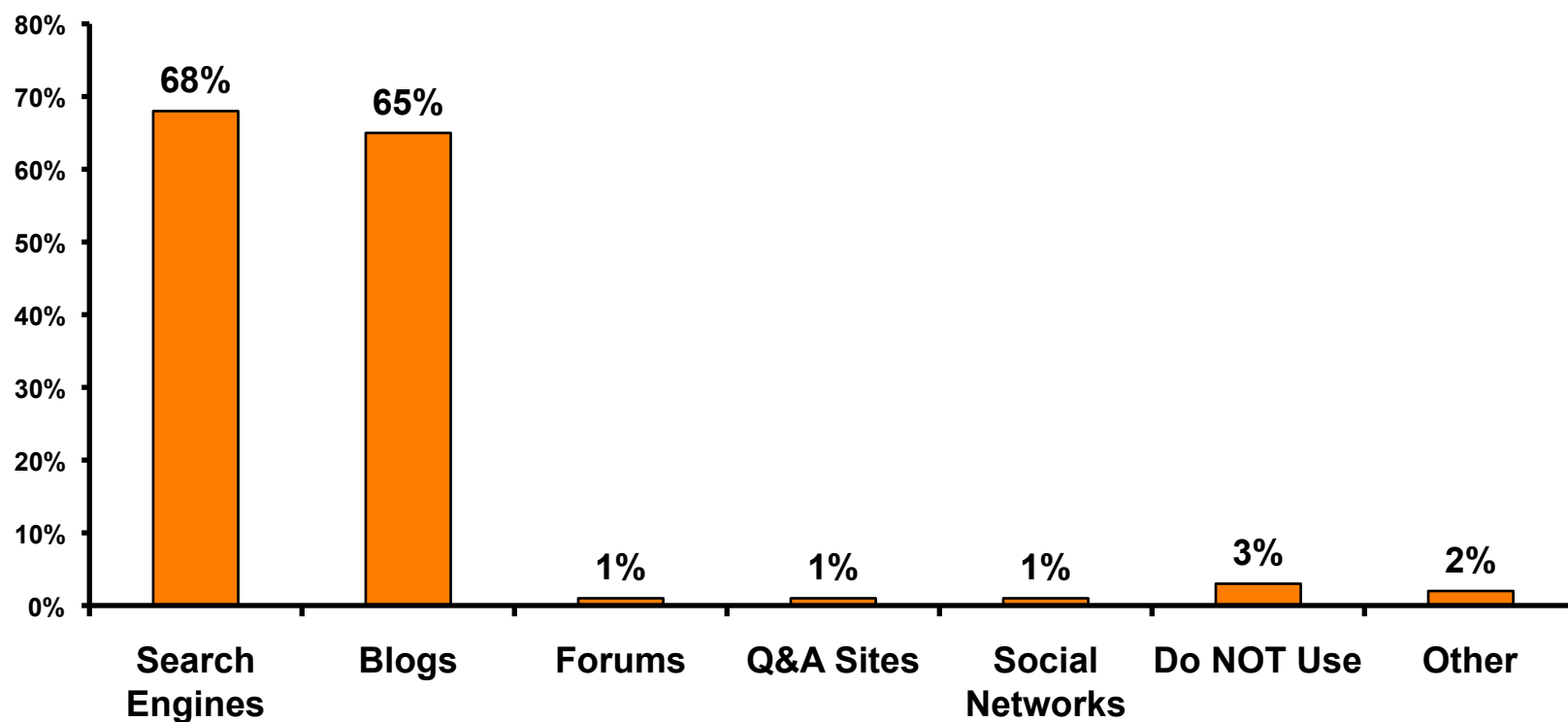
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



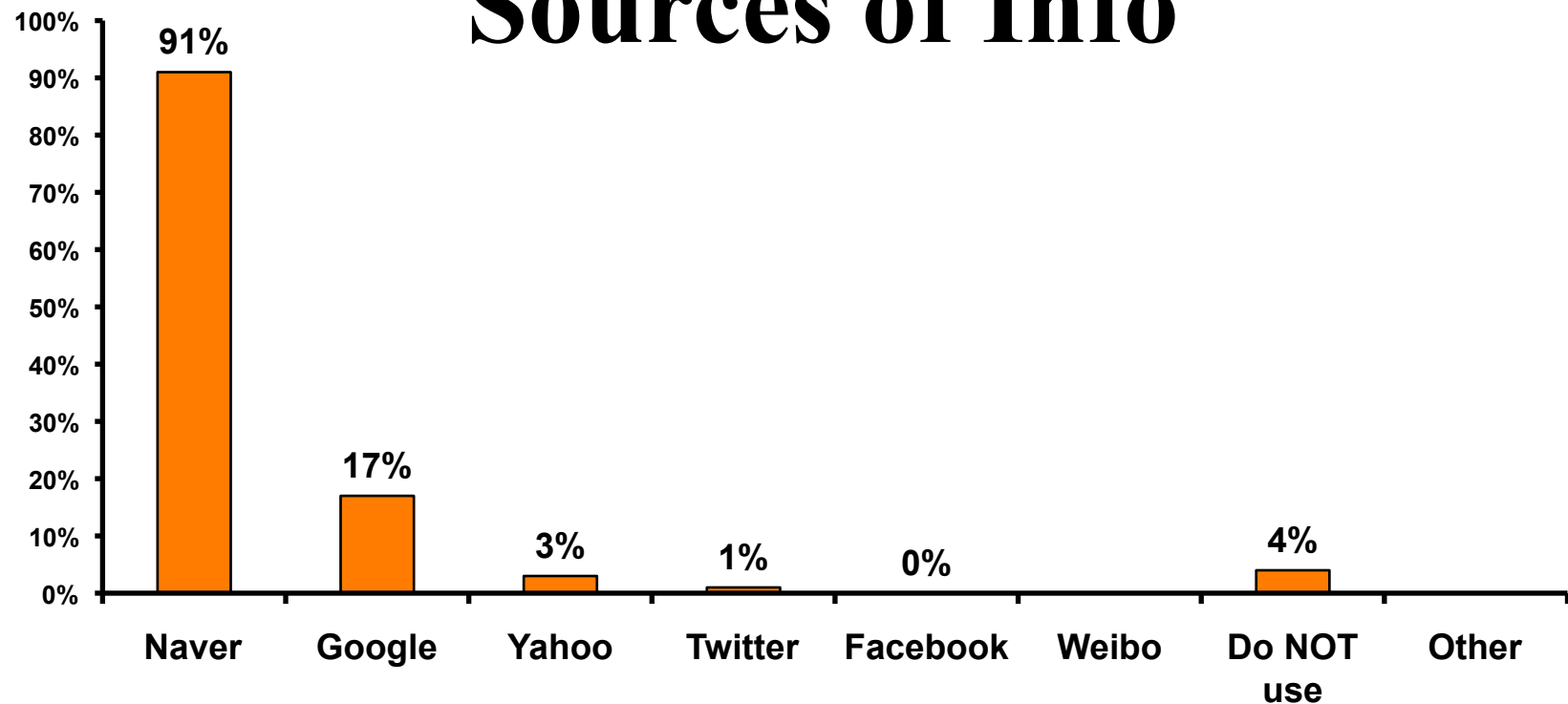
SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

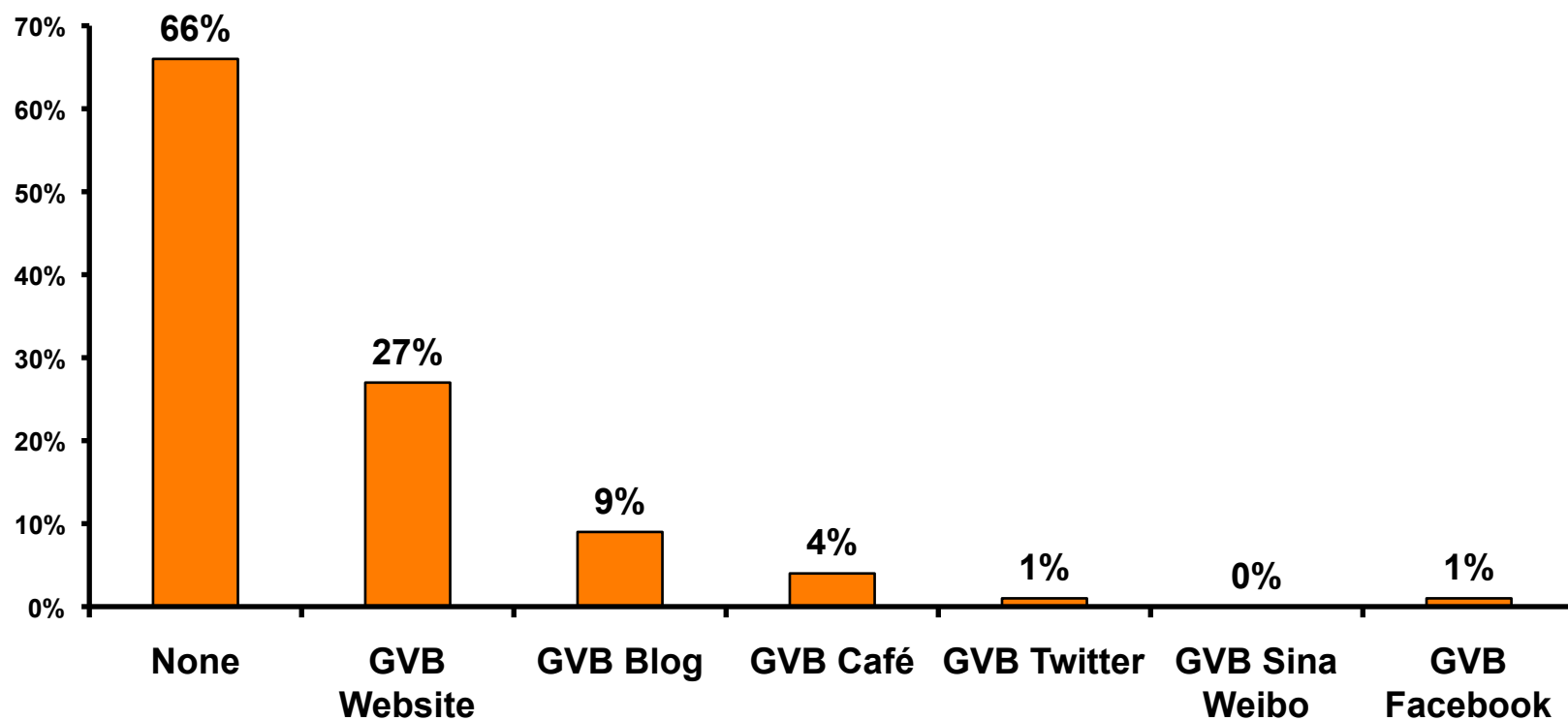


Internet- Things To Do

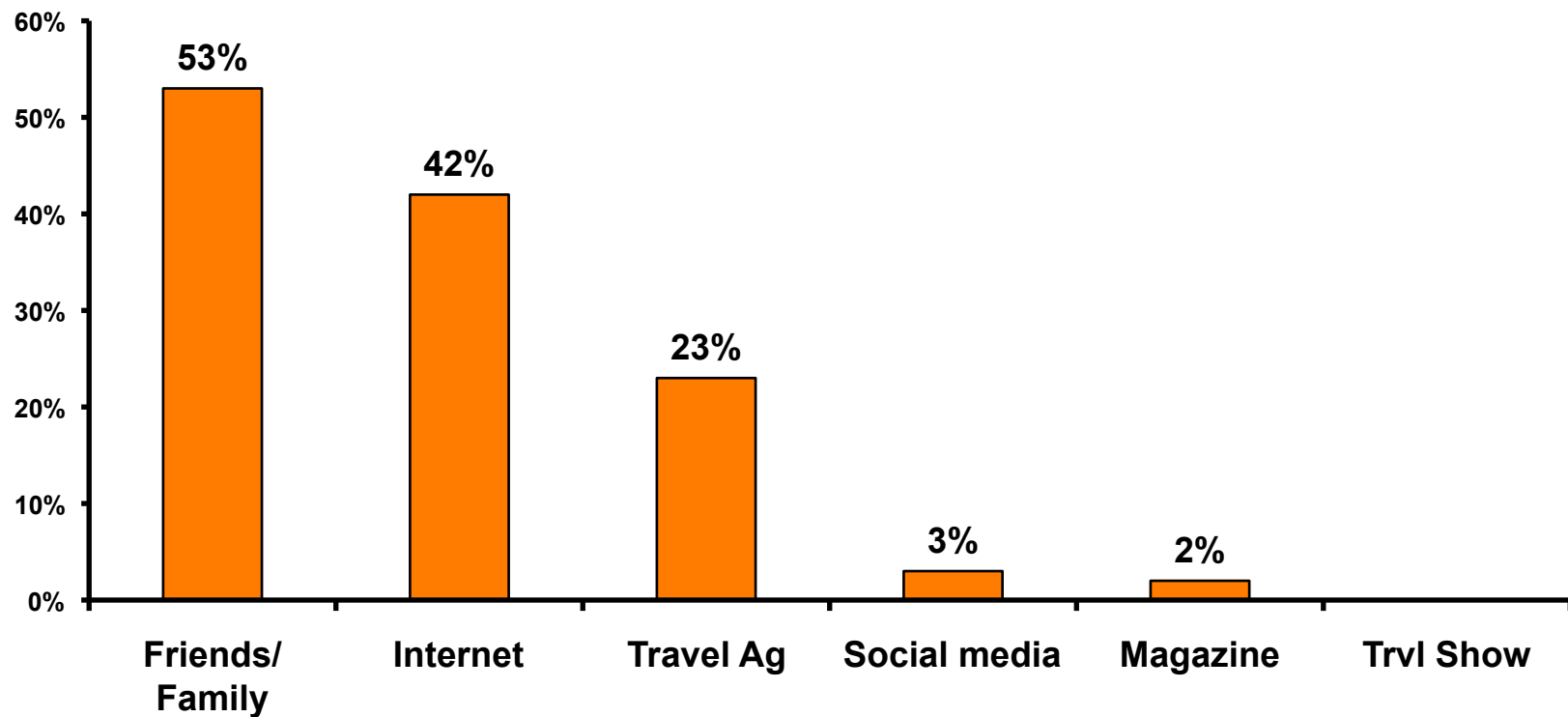
Sources of Info



Internet- GVB Sources

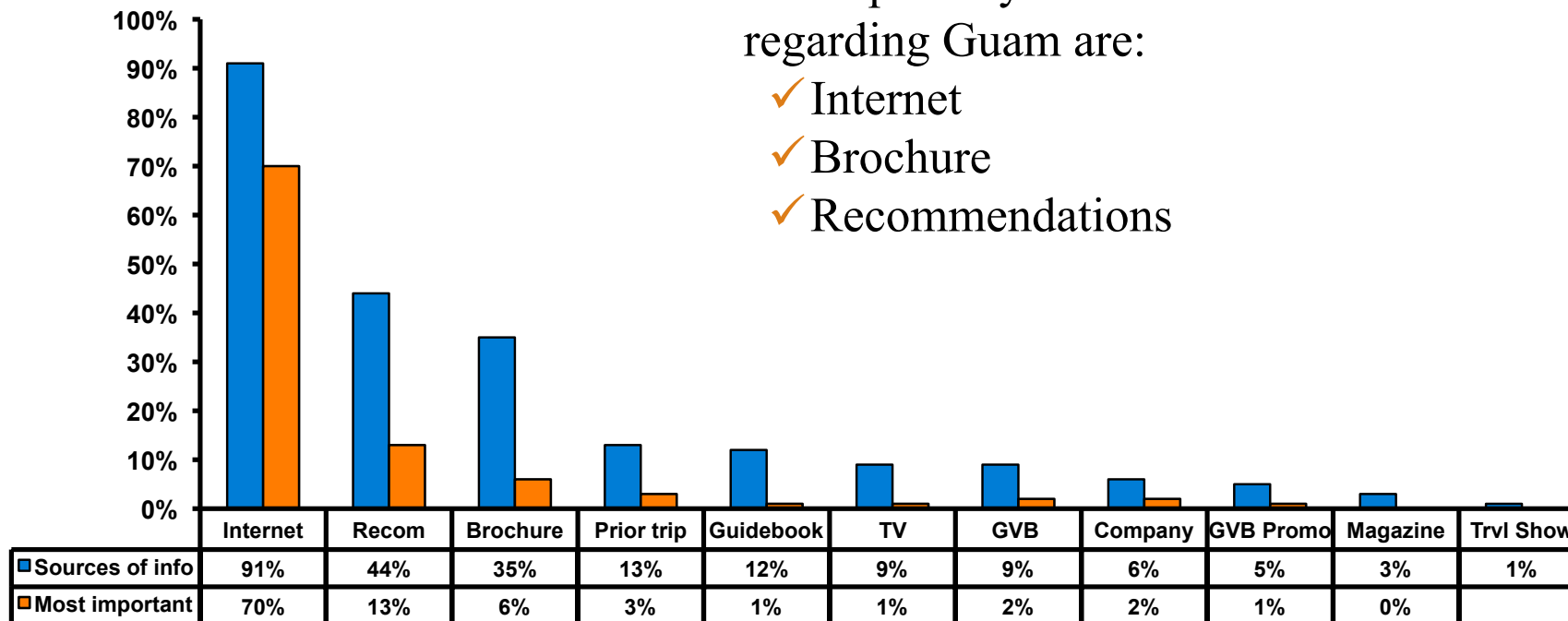


Travel Motivation- Info Sources



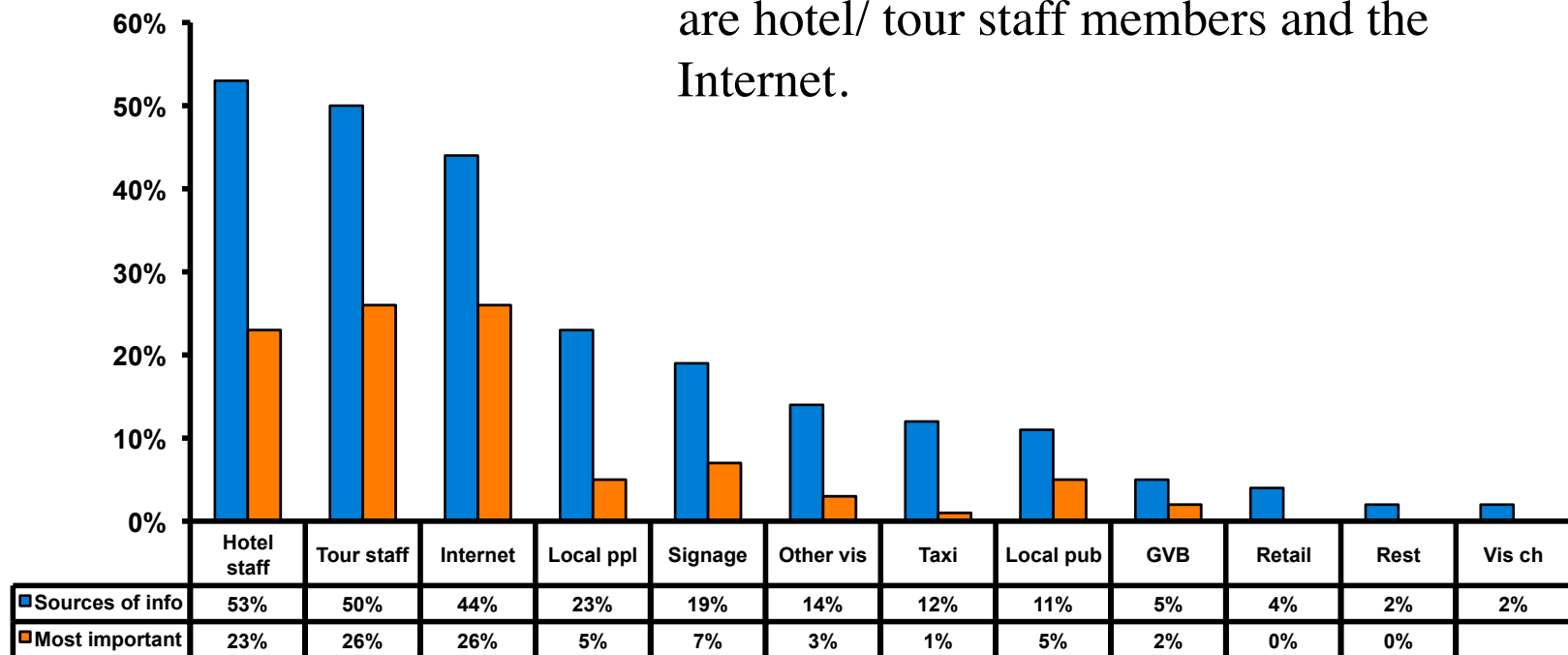
Sources of Information Pre-arrival

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



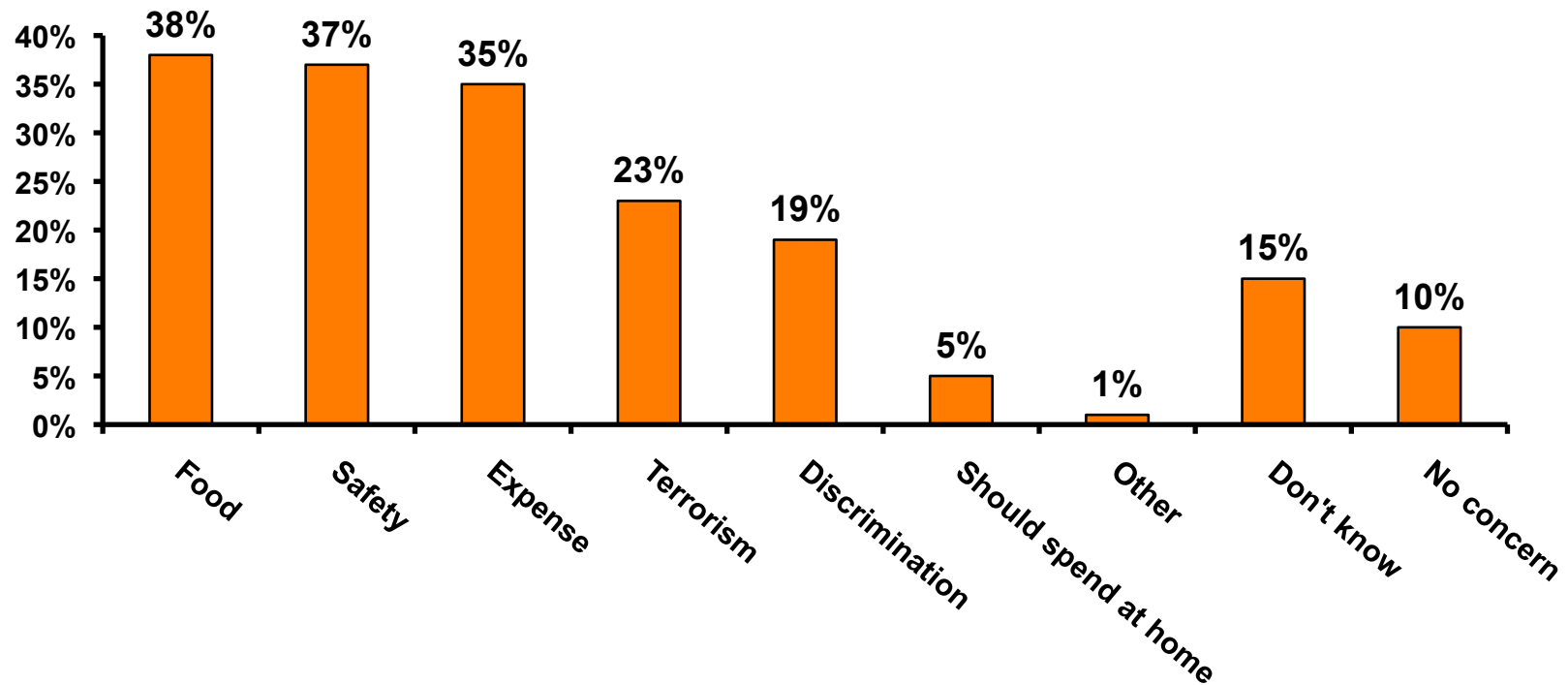
Sources of Information Post-arrival

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



SECTION 6 **OTHER ISSUES**

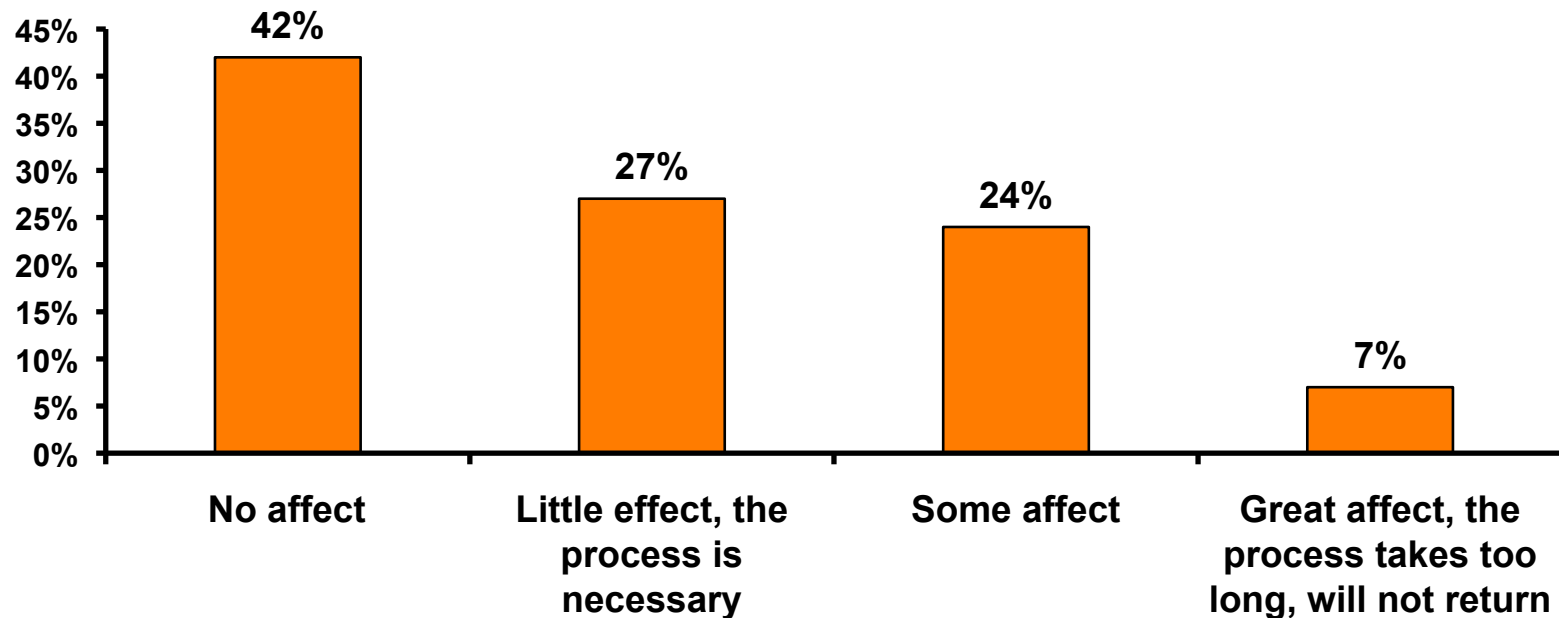
Concerns about travel outside of Korea - Overall



Concerns about travel outside of Korea - By Age & Income

		TOTAL	AGE				Q26							
		-	18-24	25-34	35-49	50+	<KW12.0M	KW12.0M-KW24.0M	KW24.0M-KW36.0M	KW36.0M-KW48.0M	KW48.0M-KW60.0M	KW60.0M-KW72.0M	KW72.0M+	No Income
Q21	Food	38%	18%	36%	41%	33%	25%	25%	40%	42%	36%	45%	41%	50%
	Safety	37%	24%	35%	42%	27%		50%	40%	47%	33%	40%	47%	
	Expense	35%	35%	39%	34%	13%	25%	50%	56%	36%	45%	29%	28%	100%
	Terrorism	23%	24%	25%	25%	13%			24%	31%	22%	31%	25%	
	Discrimination against Koreans	19%		22%	18%	7%			8%	17%	27%	21%	17%	
	Don't know	15%	12%	13%	17%	27%			8%	14%	10%	17%	9%	
	No concerns	10%	18%	14%	6%		50%	25%	16%	8%	10%	7%	12%	
	Should spend at home	5%		6%	4%			25%	8%		4%	5%	5%	
	Other	1%	6%	2%					4%		1%		1%	
	Total	Count	350	17	132	168	15	4	4	25	36	73	42	101

Security Screening/ Immigration Process at Guam International Airport



Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree

