



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2014

DECEMBER 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 **351** 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 **351** 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.

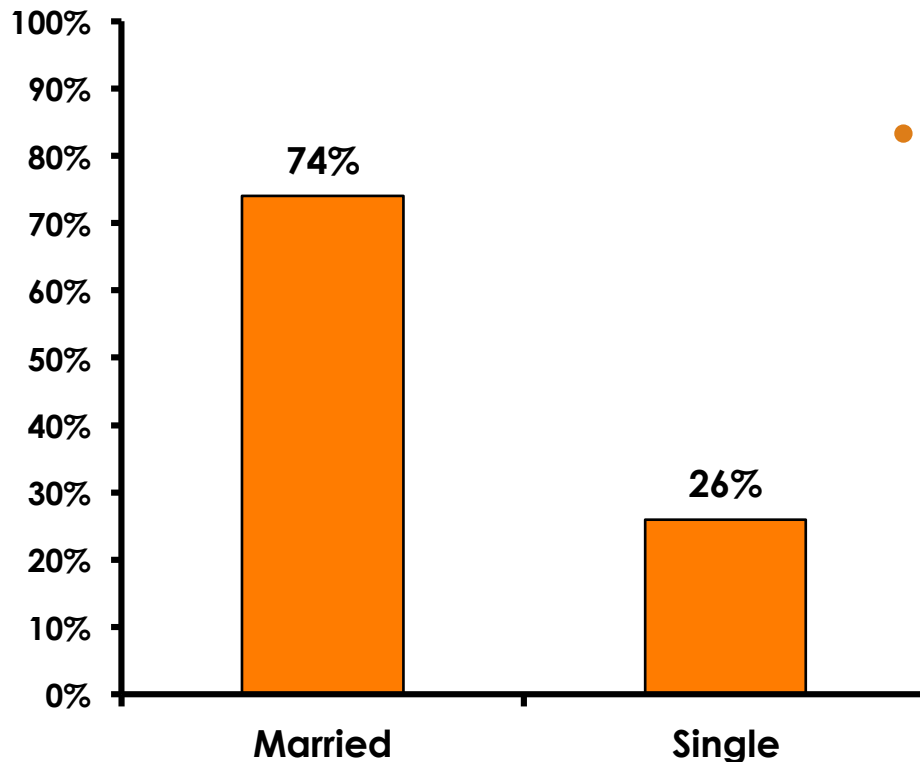
Objectives

- 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

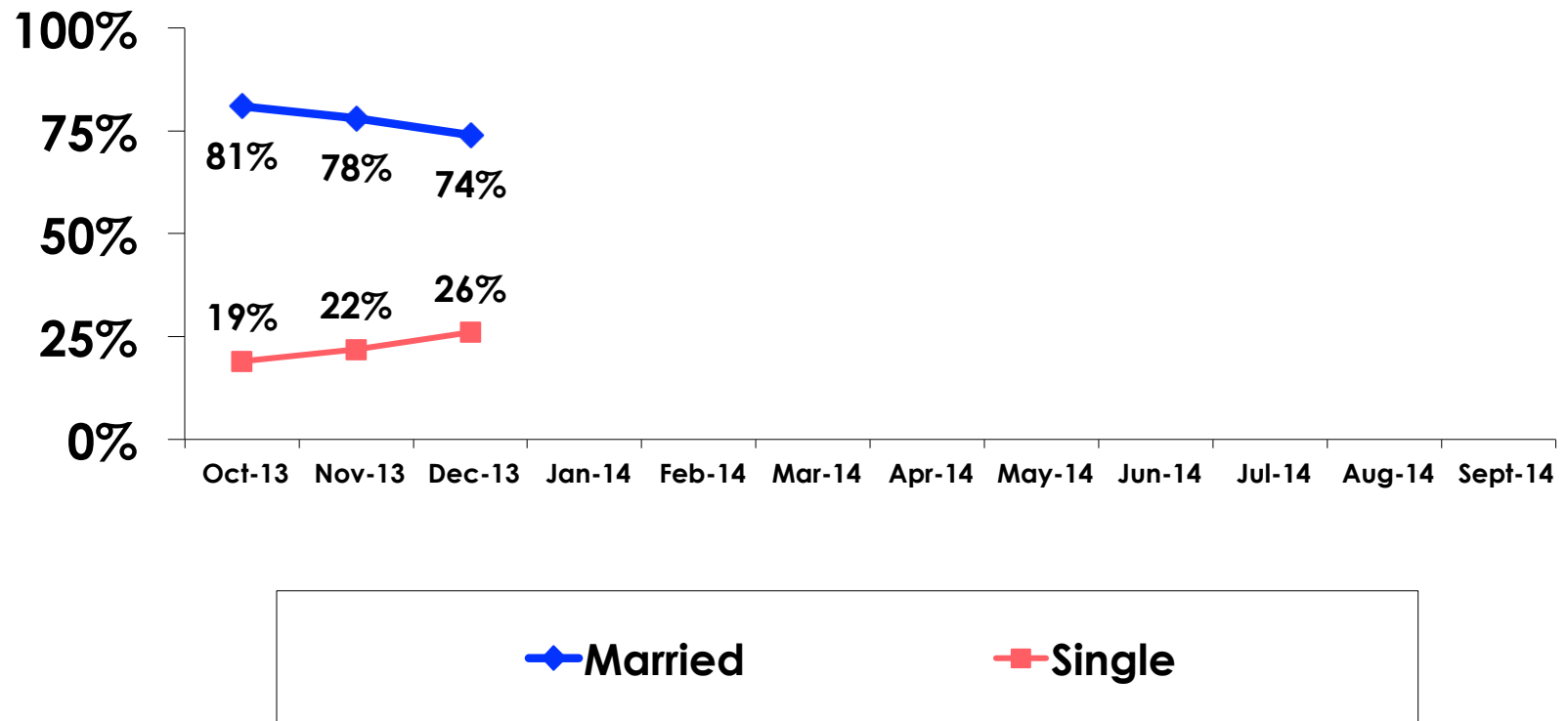
PROFILE OF RESPONDENTS

Marital Status - Overall

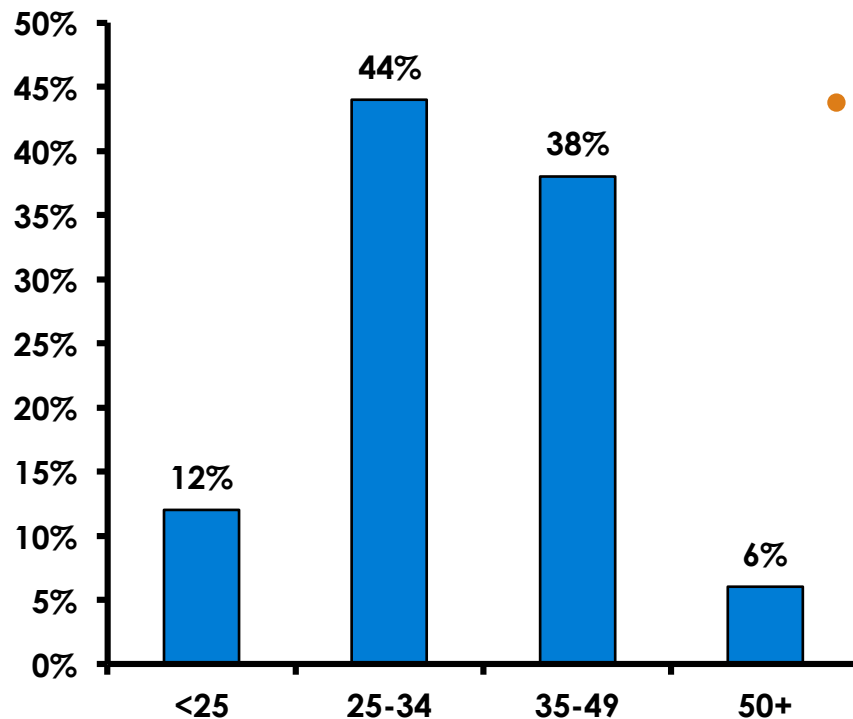


- Majority of Korean visitors are married.

Marital Status

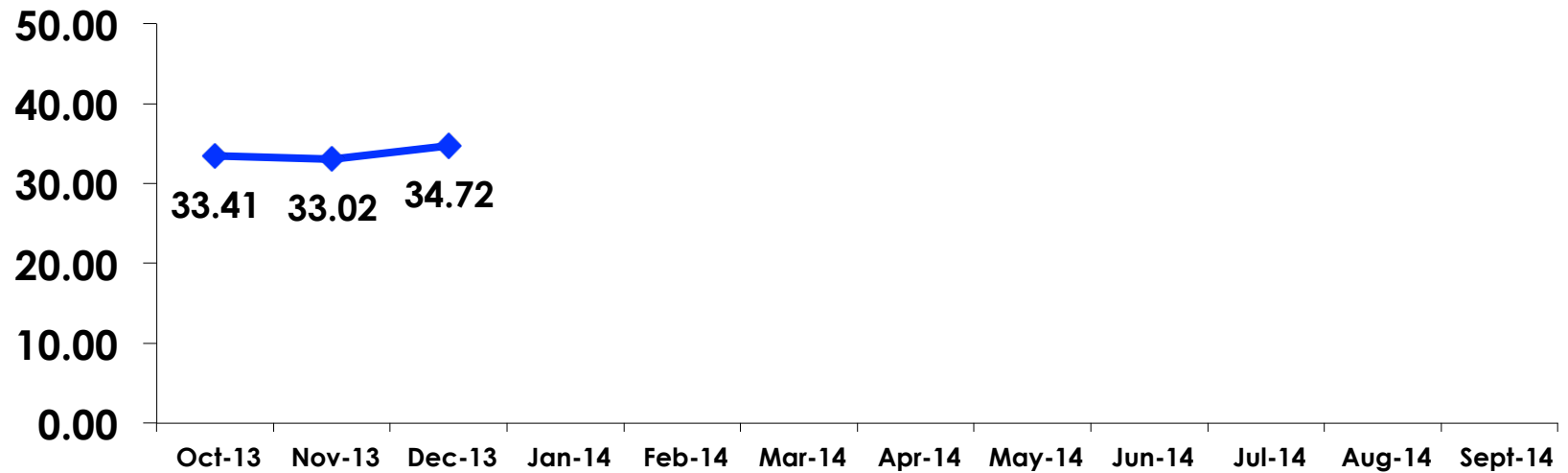


Age - Overall

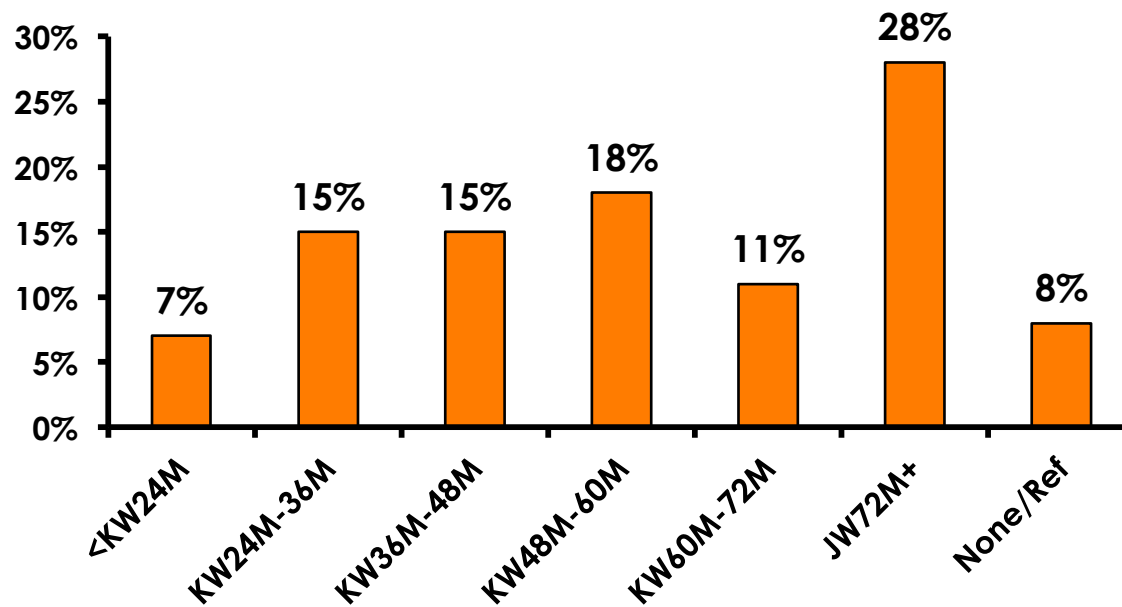


- The average age of the respondents is 34.72 years of age.

Average Age

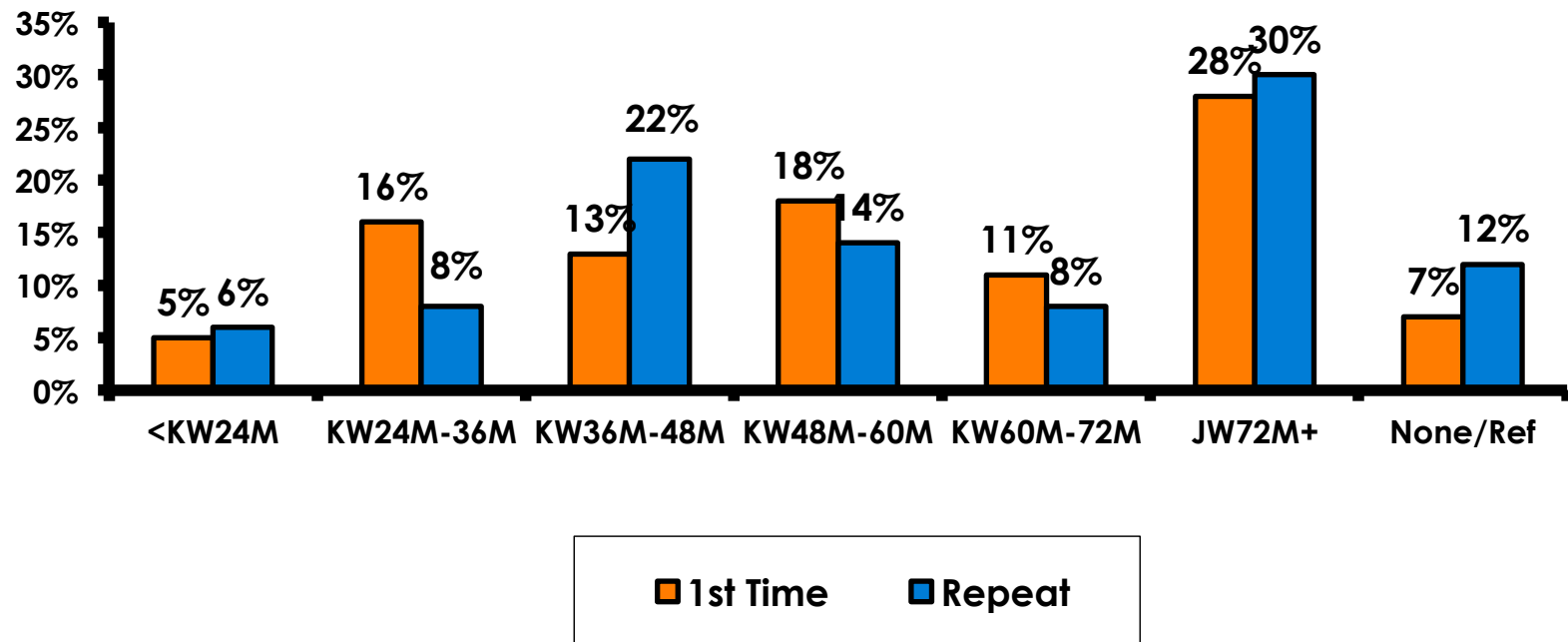


Personal Income



• KW1,065.33=\$1

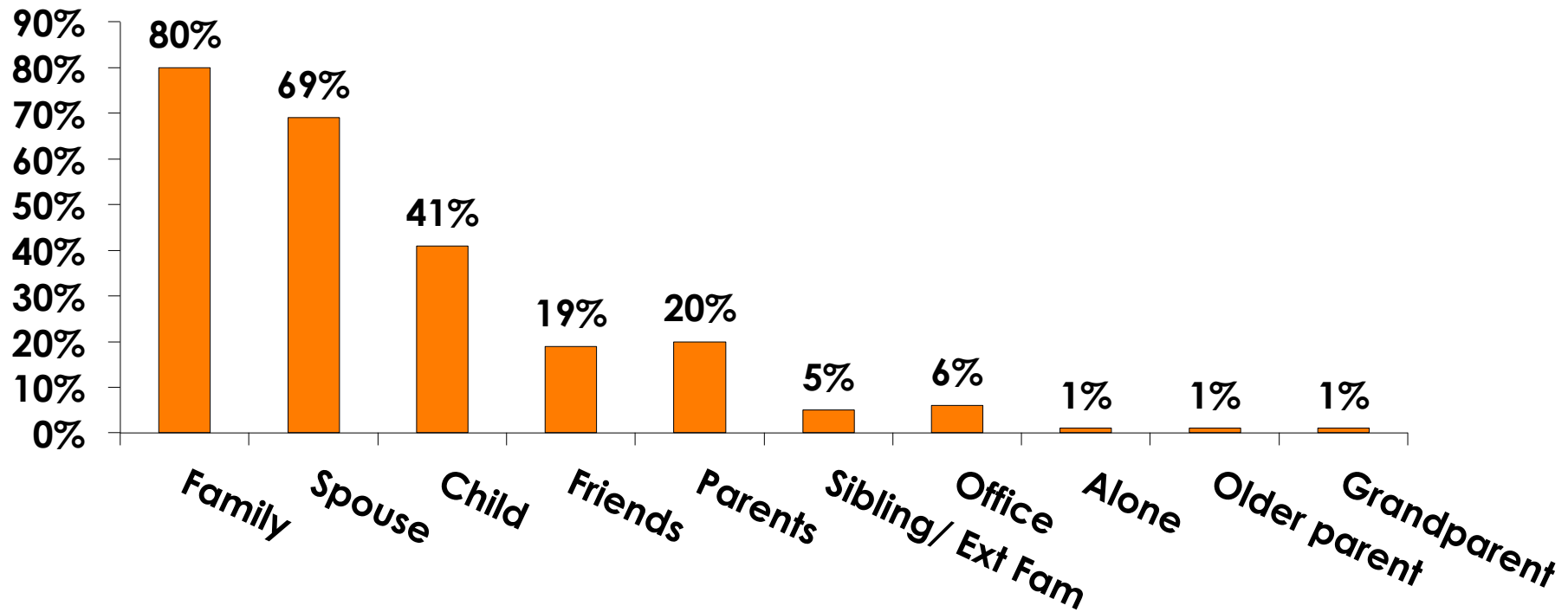
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<KW12.0M	Count	5	1	4	1	1	3	
		Column N %	2%	1%	2%	3%	1%	2%	
	KW12.0M-KW24.0M	Count	15	1	14	5	6	2	1
		Column N %	5%	1%	8%	14%	4%	2%	6%
	KW24.0M-KW36.0M	Count	47	22	25	5	35	4	2
		Column N %	15%	14%	15%	14%	24%	3%	13%
	KW36.0M-KW48.0M	Count	47	24	23		20	23	2
		Column N %	15%	15%	14%		14%	19%	13%
	KW48.0M-KW60.0M	Count	57	37	20	4	25	26	2
		Column N %	18%	24%	12%	11%	17%	21%	13%
	KW60.0M-KW72.0M	Count	35	15	20	2	17	15	1
		Column N %	11%	10%	12%	6%	12%	12%	6%
	KW72.0M+	Count	91	51	40	9	31	44	7
		Column N %	28%	32%	24%	25%	22%	36%	44%
No Income	Count	26	6	20	10	9	5	1	
	Column N %	8%	4%	12%	28%	6%	4%	6%	
Total		Count	323	157	166	36	144	122	16

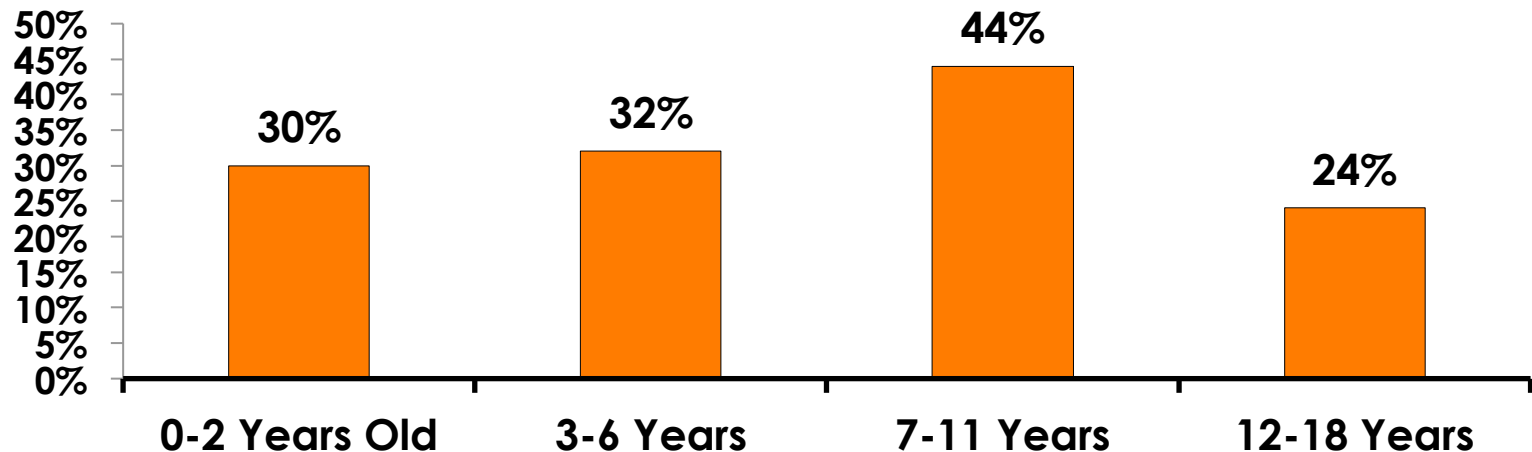
Travel Companions



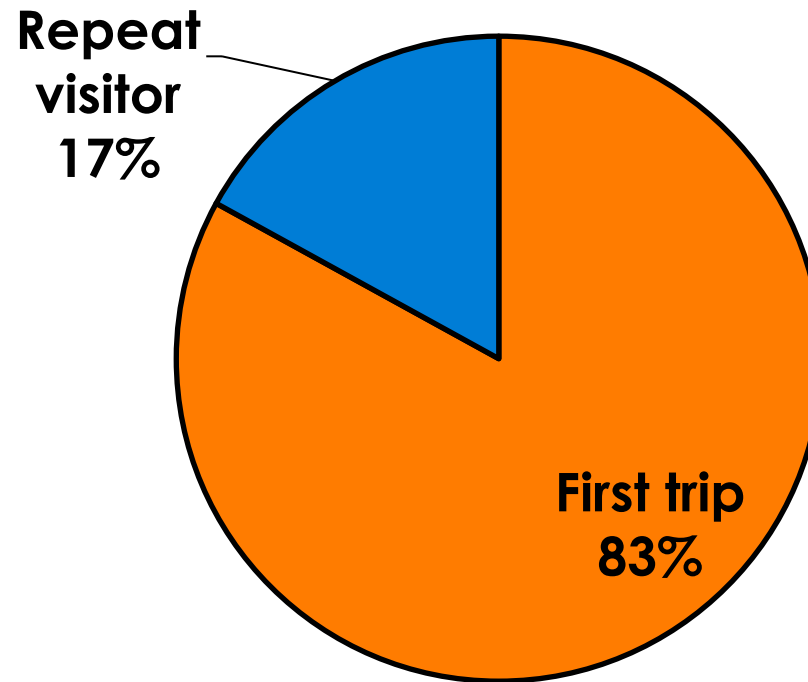
Number of Children Travel Party

N=144 total respondents traveling with children.

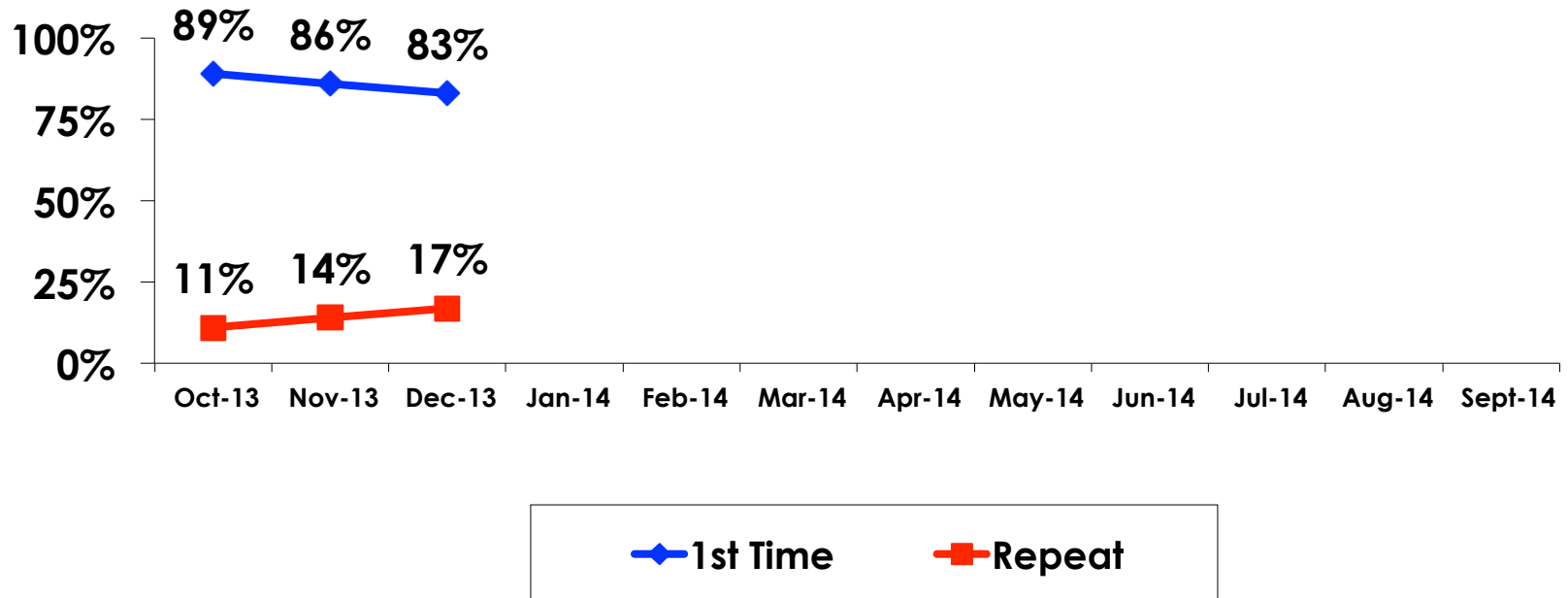
(Of those N=144 respondents, there is a total of 214 children 18 years or younger)



Prior Trips to Guam



Prior Trips to Guam



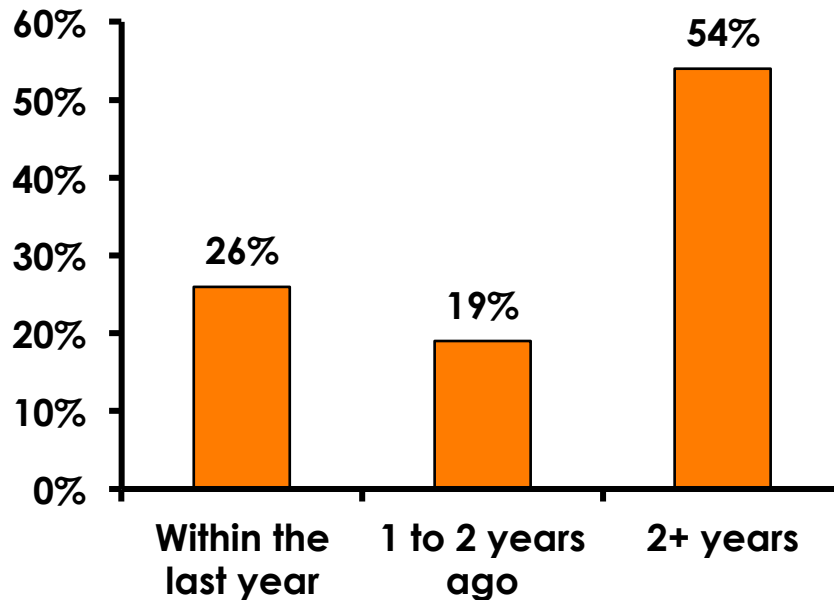
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
			-	1st	Repeat
GENDER	Male	Count	175	145	29
		Column N %	50%	50%	49%
	Female	Count	175	145	30
		Column N %	50%	50%	51%
AGE	Total	Count	350	290	59
	18-24	Count	41	36	5
		Column N %	12%	13%	8%
	25-34	Count	150	135	15
		Column N %	44%	48%	25%
	35-49	Count	132	97	35
		Column N %	38%	34%	59%
	50+	Count	20	16	4
		Column N %	6%	6%	7%
	Total	Count	343	284	59

- 1ST time visitors tend to be younger on average

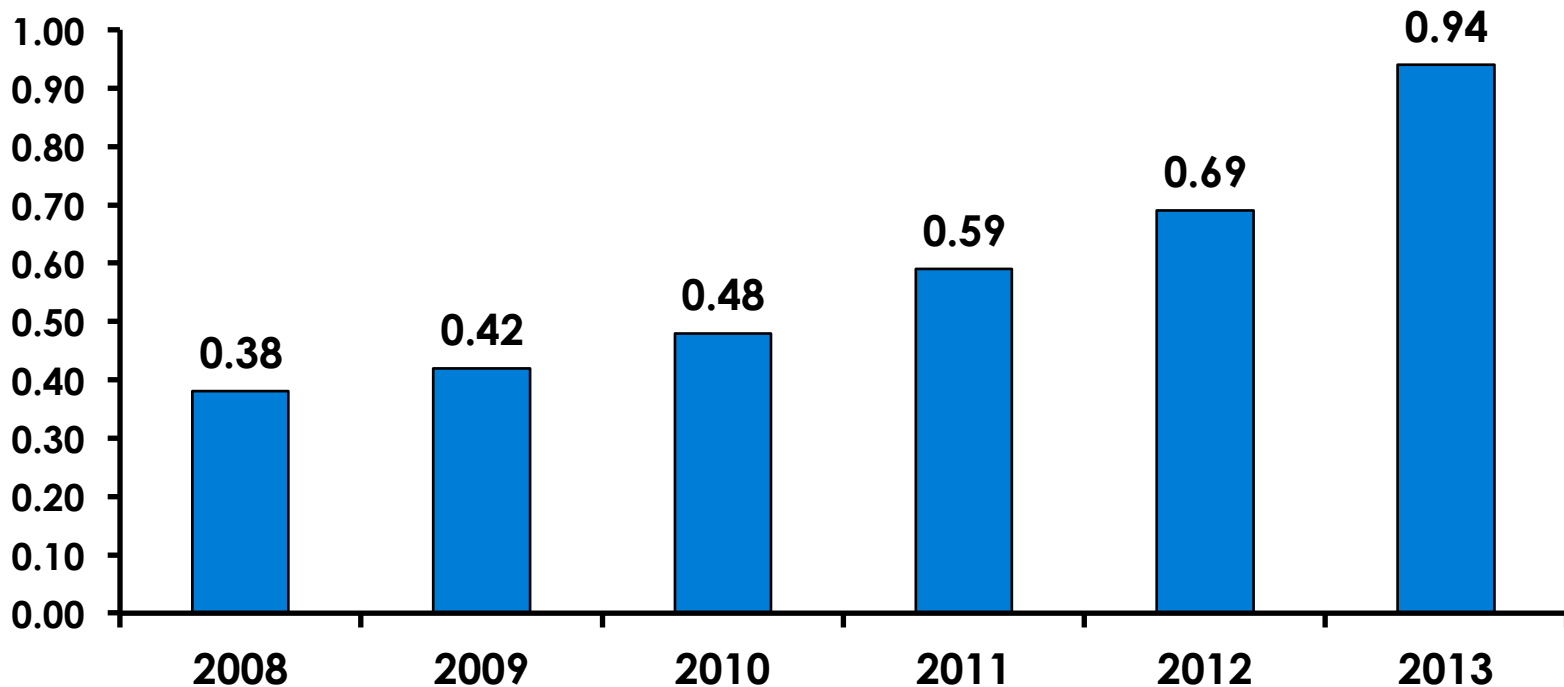
Repeat Visitors Last Trip

n = 57



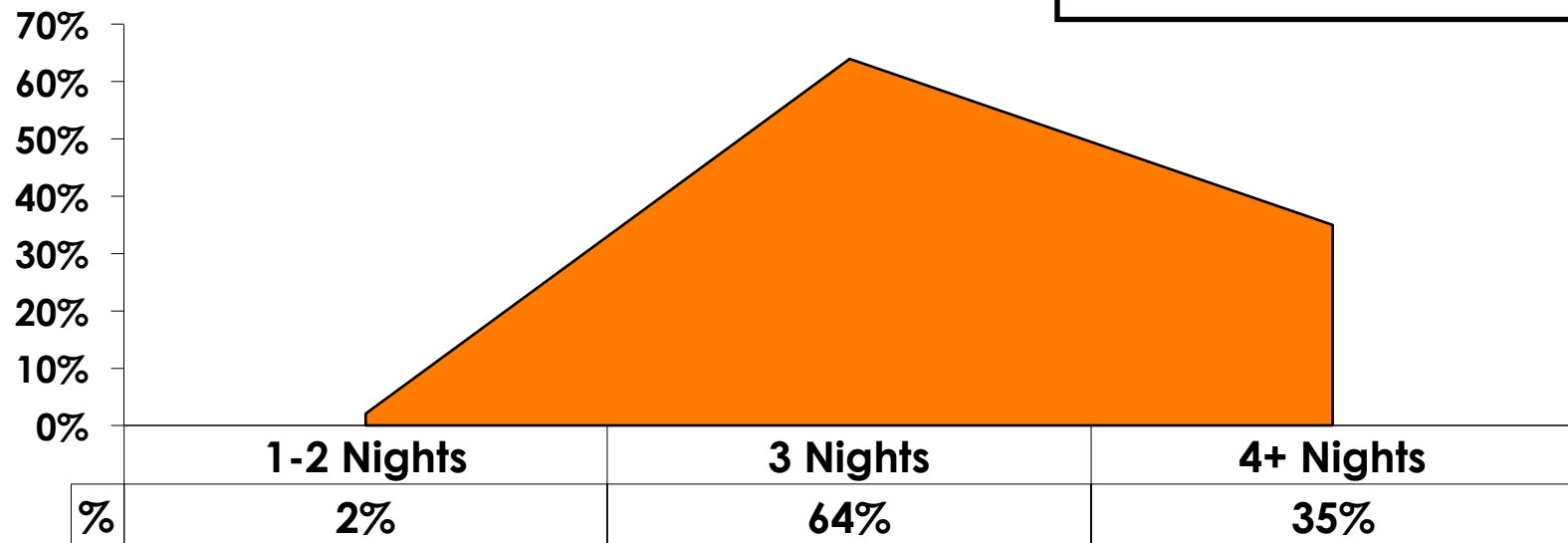
- The average repeat visitor has been to Guam 2.45 times.
- Half of repeat visitors have been here within the last year.

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

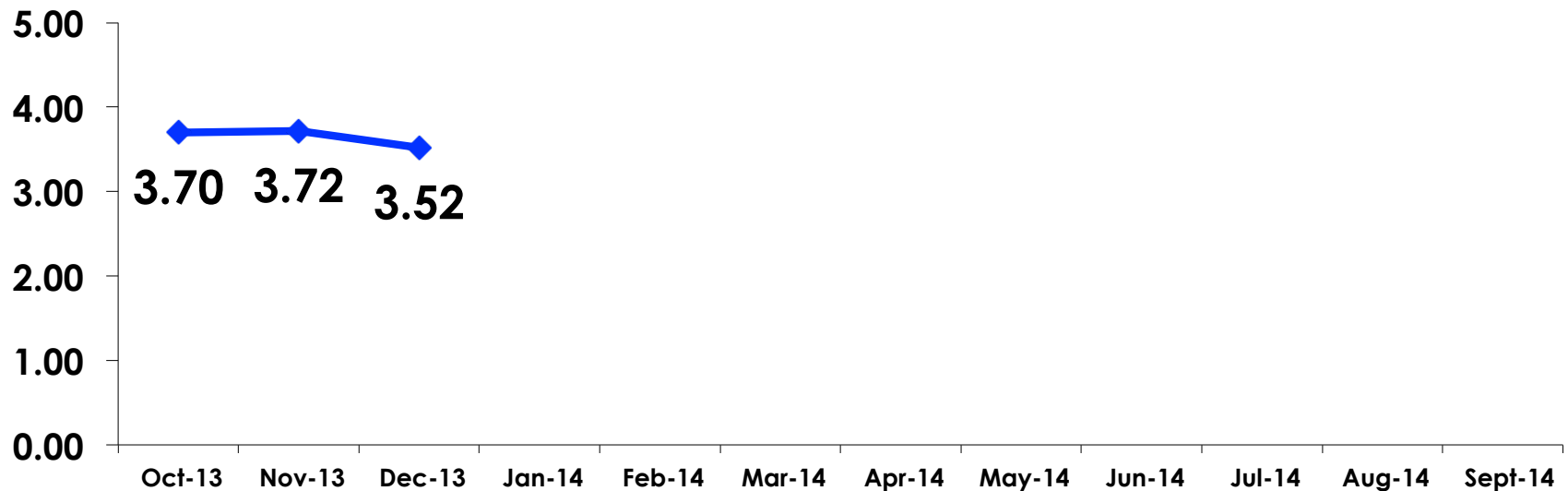


Length of Stay

Mean = 3.52 Days
Median = 3.0 Days



Average Length of Stay

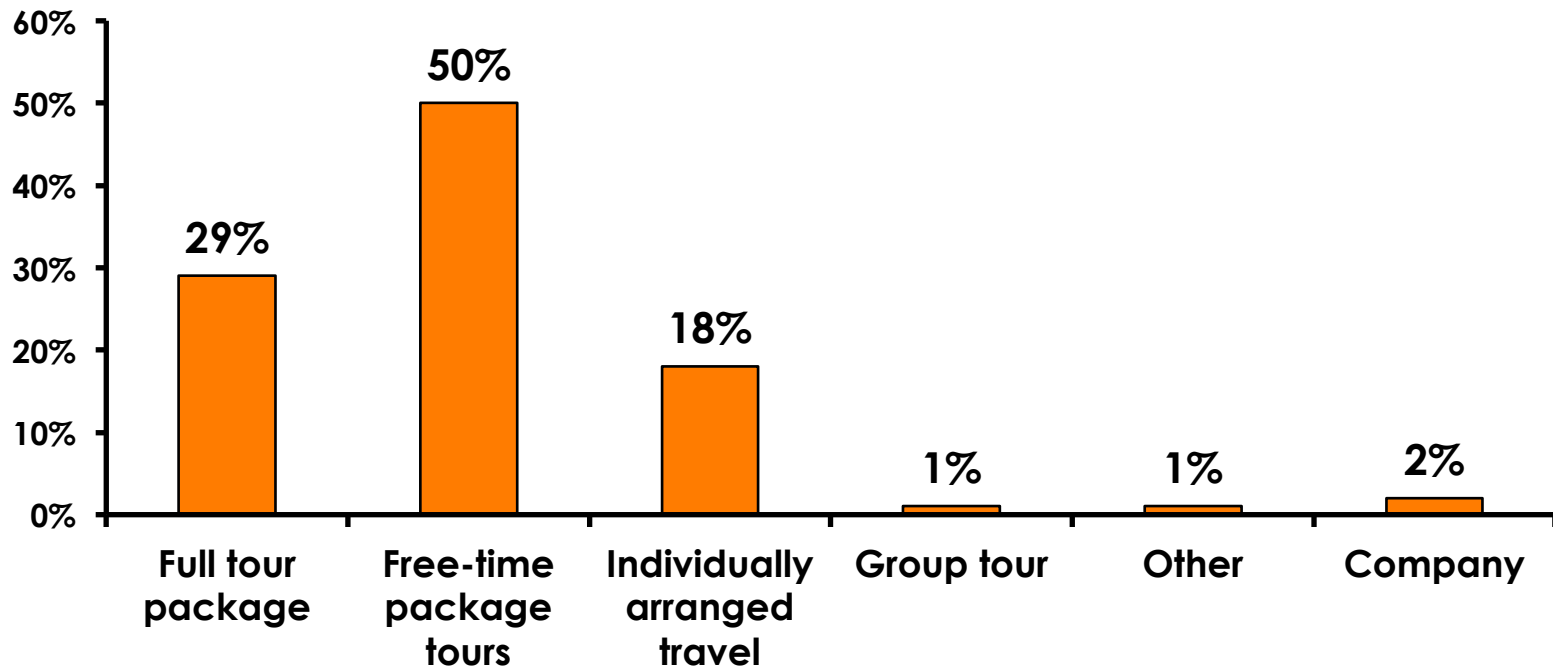


Occupation by Income

		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	26%	20%	20%	30%	24%	35%	29%	31%	
	Professional/ Specialist/ Tech	14%		13%	19%	15%	11%	20%	17%	
	Self-employed	14%	20%	7%	4%	15%	25%	29%	11%	
	Student	12%	20%	13%	6%	4%	5%	3%	11%	52%
	Housewife/ Homemaker	12%	40%	13%	9%	15%	5%	9%	7%	32%
	Professor/ Teacher/ After-school	8%		7%	15%	13%	9%	9%	7%	
	Service worker/ Private hse worker	3%		7%	4%	4%			4%	
	Unemployed	2%					2%		1%	16%
	Sales worker/ Clerical	2%			4%		4%		3%	
	Other	1%		7%	2%				2%	
	Govt- office worker non-mgr	1%			4%				1%	
	Manager/ Admin	1%				4%	2%		1%	
	Skilled worker	1%				2%	4%			
	Freelancer	1%			2%			3%		
	Judicial	1%							2%	
	Govt- Executive	1%				2%			1%	
	Farmer/ Forestry/ Fisherman	0%		7%						
	Govt- Manager	0%		7%						
	Total Count	335	5	15	47	46	57	35	90	25

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

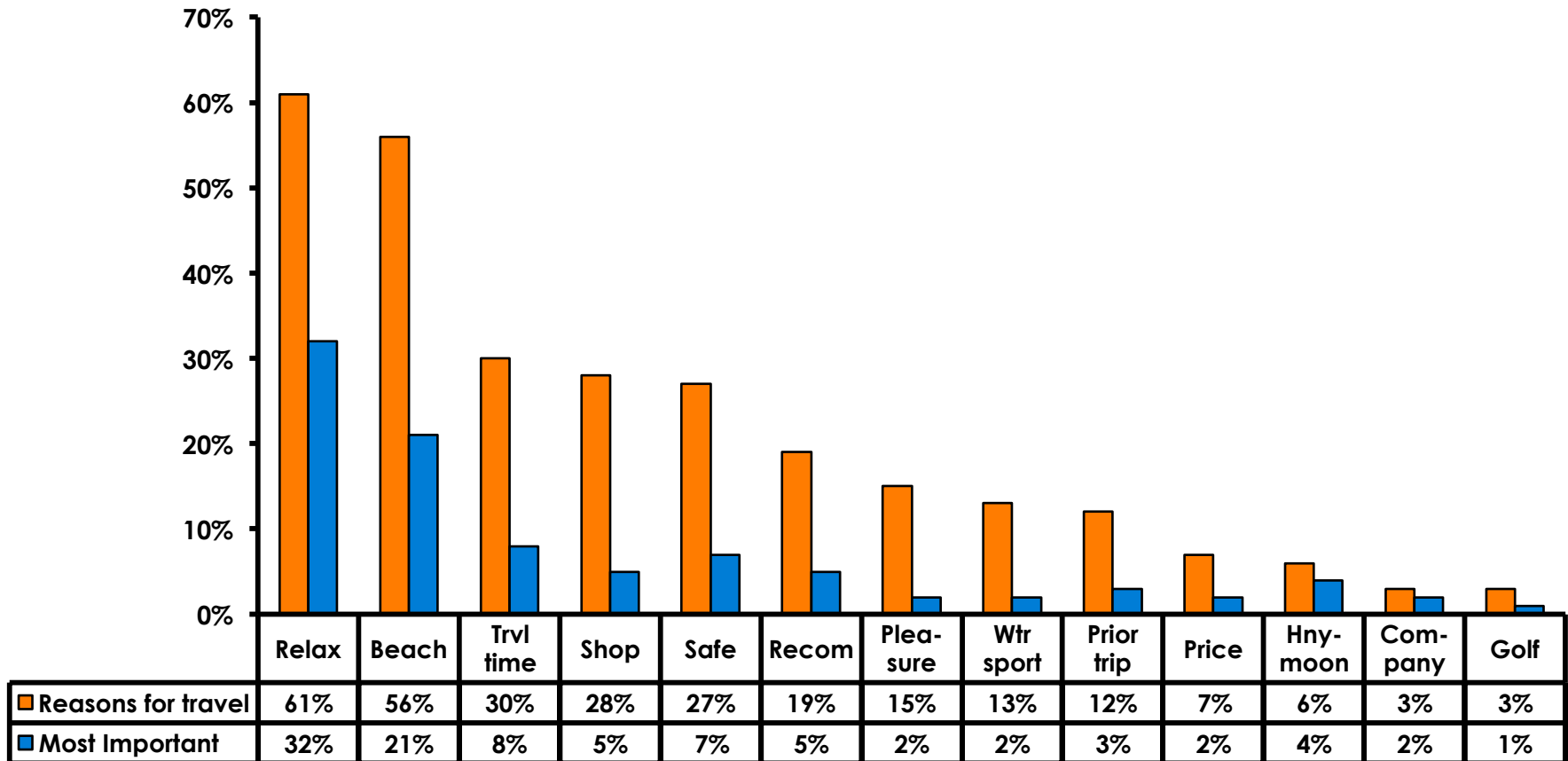


Accommodation by Income

Average length of stay: 3.52 days

		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	32%	60%	20%	21%	30%	32%	40%	38%	19%
	Sheraton Laguna Guam	12%	20%	7%	28%	15%	11%	11%	7%	12%
	Hyatt Regency Guam	11%		7%	9%	21%	9%	14%	13%	8%
	Hilton Guam Resort	9%		33%	6%	4%	14%	9%	8%	4%
	Hotel Nikko Guam	8%		7%	6%	11%	4%	6%	7%	19%
	Holiday Resort Guam	5%			2%	4%	5%	6%	5%	4%
	Outrigger Guam Resort	3%			2%	4%	5%	3%	4%	
	Westin Resort Guam	3%			6%	2%	2%		3%	
	Onward Beach Resort	2%					4%		4%	4%
	Leo Palace Resort	2%					2%	6%	2%	4%
	Home stay/ friend/ relative	2%	20%	13%			2%		2%	4%
	Other	2%		7%	2%		2%		2%	4%
	Royal Orchid Guam	2%			4%			3%		8%
	Grand Plaza Hotel	1%			2%	2%				8%
	Guam Reef & Olive Spa	1%			4%	4%				
	Guam Marriott Resort	1%					4%		1%	
	Tumon Bay Capital Hotel	1%			2%		4%			
	Condo	1%			4%				1%	
	Ramada Suites Guam	1%				2%				4%
	Fiesta Resort Guam	1%		7%			2%			
	Guam Plaza Hotel	1%					2%	3%		
	Oceanview Hotel	0%							1%	
	Total	Count	351	5	15	47	47	57	35	91

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Relaxation,
- Guam's natural beauty/ beaches and
- 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	61%	66%	62%	60%	60%	56%	67%
	Natural beauty	56%	68%	53%	59%	45%	50%	61%
	Short travel time	30%	24%	33%	33%	10%	30%	31%
	Shopping	28%	27%	35%	23%	10%	29%	28%
	Safe	27%	34%	25%	29%	30%	25%	29%
	Recomm- friend/family/trvl agnt	19%	20%	17%	20%	35%	17%	21%
	Pleasure	15%	17%	12%	16%	20%	15%	13%
	Water sports	13%	10%	9%	17%	10%	10%	15%
	Previous trip	12%	10%	7%	19%	10%	12%	12%
	Price	7%	15%	8%	3%		3%	10%
	Honeymoon	6%	2%	12%	2%		8%	5%
	Company Sponsored	3%	2%	3%	4%	10%	3%	3%
	Golf	3%		1%	3%	15%	2%	3%
	Visit friends/ Relatives	2%	2%	2%	3%		2%	3%
	Scuba	2%	2%	2%	2%		1%	3%
	Organized sports	2%	5%	1%	2%		2%	2%
	Other	1%		2%	1%		2%	1%
	Company/ Business Trip	1%		1%	2%	5%	3%	
	Career Cert/ Testing	1%		3%			1%	1%
	Married/ Attn wedding	0%		1%			1%	
	Convention/ Trade/ Conference	0%				5%	1%	
Total	Count	351	41	150	132	20	175	175

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	61%	80%	60%	64%	66%	68%	60%	57%	54%
	Natural beauty	56%	60%	53%	62%	47%	56%	60%	59%	50%
	Short travel time	30%	40%	27%	32%	21%	39%	37%	35%	19%
	Shopping	28%	40%	33%	43%	30%	19%	29%	31%	15%
	Safe	27%	40%	13%	23%	23%	28%	37%	25%	38%
	Recomm- friend/family/trvl agnt	19%		27%	11%	17%	12%	26%	22%	19%
	Pleasure	15%	20%	7%	11%	21%	21%	9%	8%	12%
	Water sports	13%		13%	9%	6%	21%	9%	15%	15%
	Previous trip	12%	40%	7%	6%	17%	7%	6%	12%	12%
	Price	7%	20%	7%	4%	4%	5%	14%	3%	12%
	Honeymoon	6%	20%	13%	13%	13%	9%			4%
	Company Sponsored	3%		7%		9%	4%	3%	3%	4%
	Golf	3%	20%						5%	4%
	Visit friends/ Relatives	2%		7%	4%	4%		3%	1%	
	Scuba	2%	20%			2%	4%			4%
	Organized sports	2%				2%	2%	3%	2%	4%
	Other	1%			4%	2%			1%	
	Company/ Business Trip	1%					7%		1%	
	Career Cert/ Testing	1%				2%	2%	3%		4%
	Married/ Attn wedding	0%				2%				
	Convention/ Trade/ Conference	0%							1%	
	Total Count	351	5	15	47	47	57	35	91	26

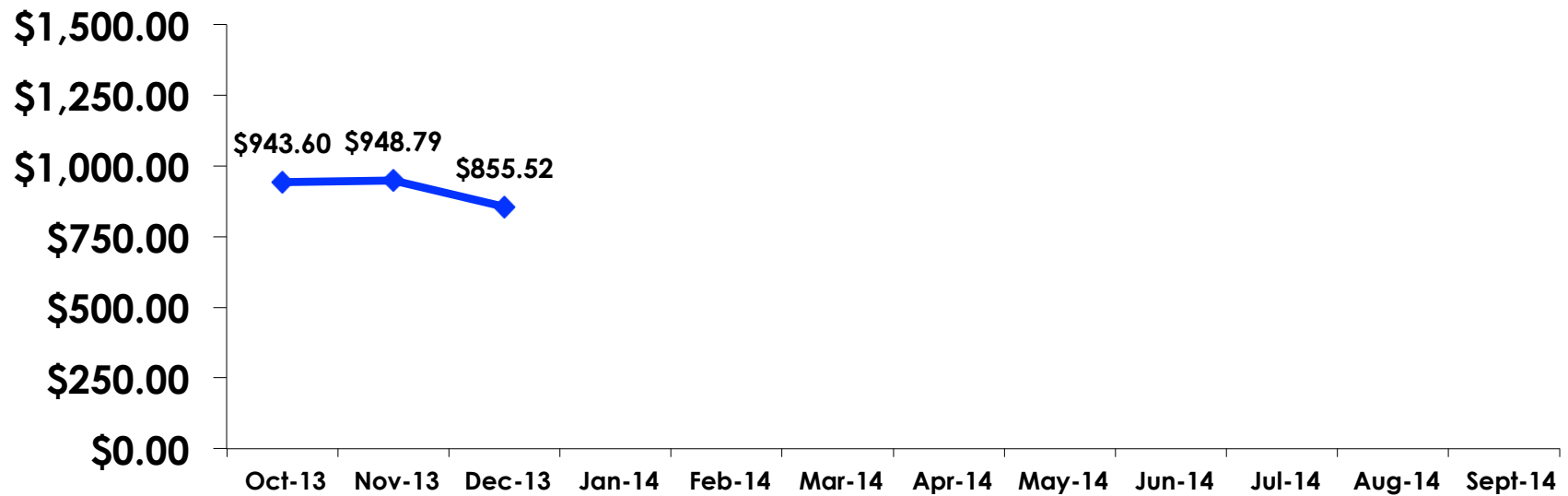
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

KW 1,065.33/US\$1

- \$2,183.03 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$9,387 = maximum (highest amount recorded for the entire sample)
- \$855.52 = overall mean average per person prepaid expenditures

Prepaid Expenditures Per Person



YTD=\$915.85

Breakdown of Prepaid Expenditures

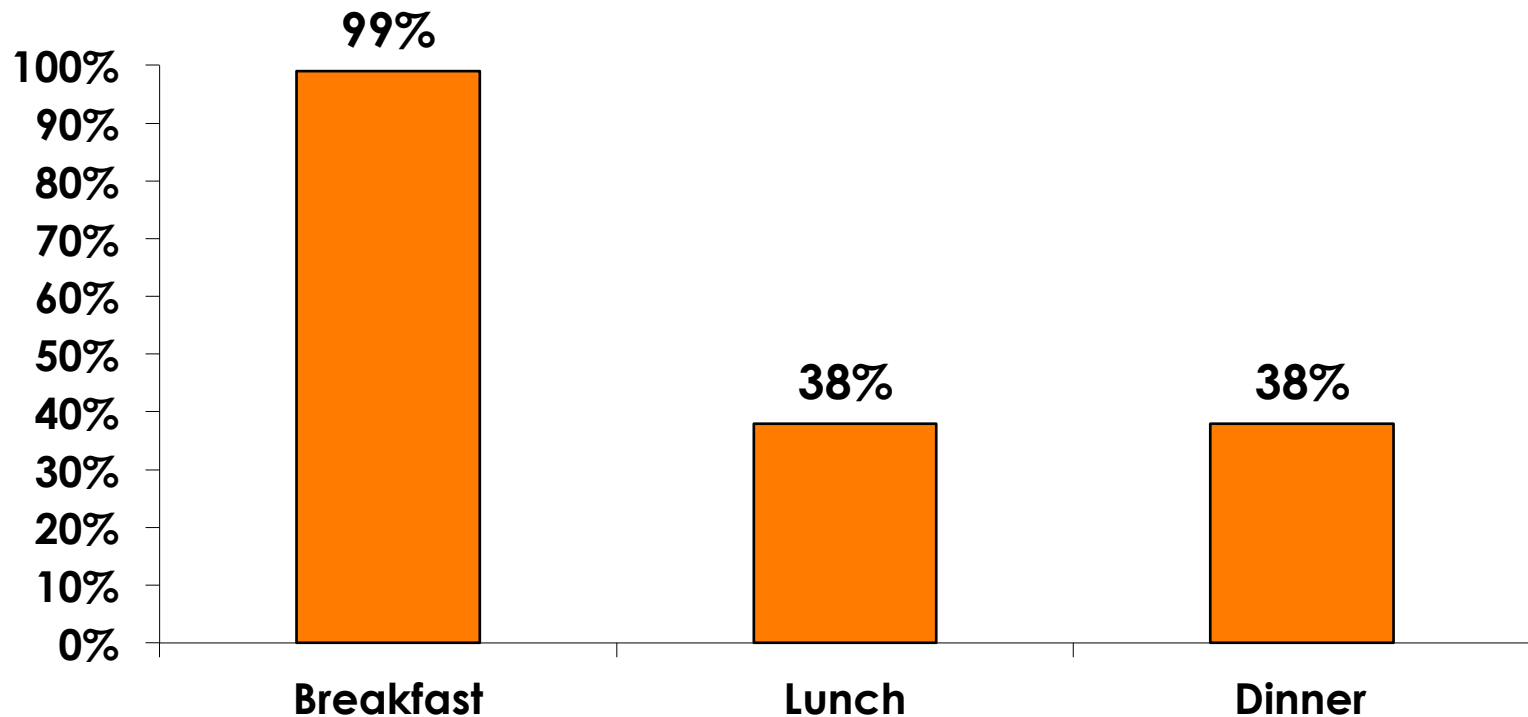
KW 1,065.33=\$1

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

	MEAN \$
Air & Accommodation package only	\$2,296.79
Air & Accommodation w/ daily meal package	\$3,092.64
Air only	\$1,343.40
Accommodation only	\$802.68
Accommodation w/ daily meal only	\$1,094.73
Food & Beverages in Hotel	\$287.86
Ground transportation – Korea	\$103.47
Ground transportation – Guam	\$161.55
Optional tours/ activities	\$263.19
Other expenses	\$411.24
Total Prepaid	\$2,183.03

Prepaid Meal Breakdown

Air/ Accommodations with Daily Meal Package
n=160

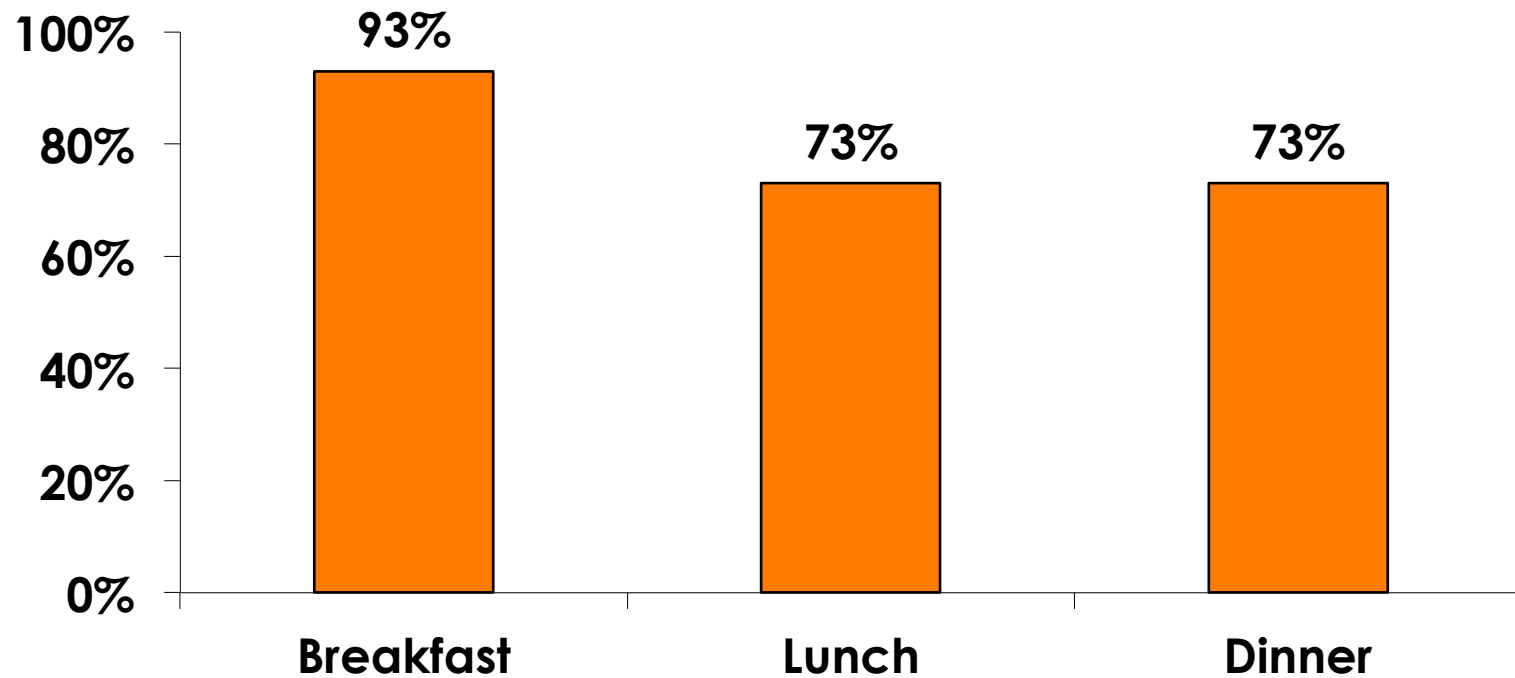


Mean=\$3,092.64 per travel party

Prepaid Meal Breakdown

Accommodations with Daily Meal Package

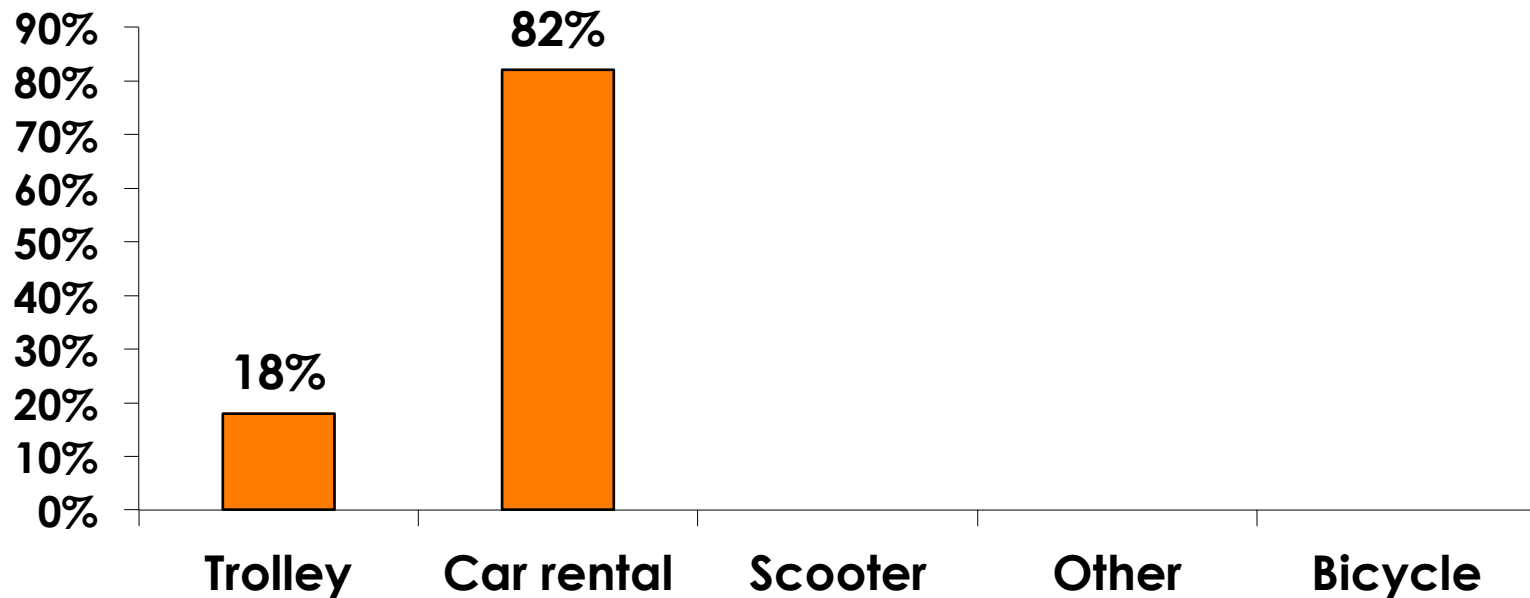
N=15



Mean=\$1,094.73 per travel party

Prepaid Ground Transportation

n=17

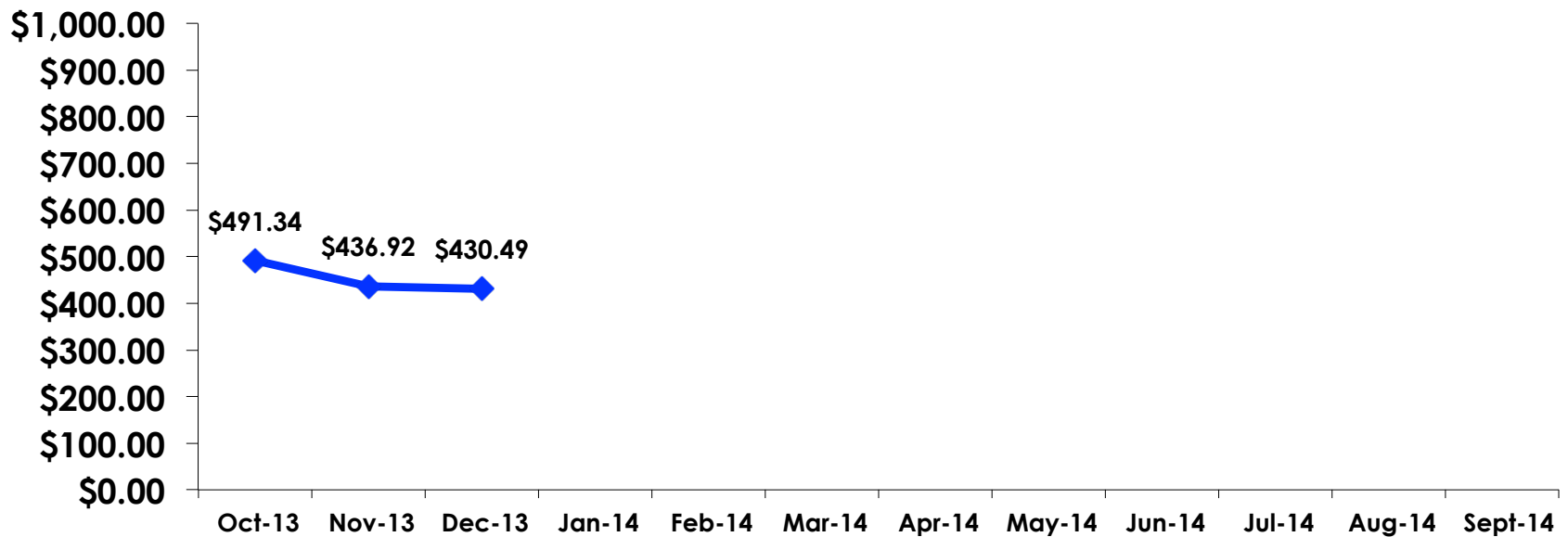


Mean=\$161.55 per travel party

On-Island Expenditures Per Trip

- \$1,044.07 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$10,000 = Maximum (highest amount recorded for the entire sample)
- \$430.49 = overall mean average per person on-island expenditure

On-Island Expenditures Per Person

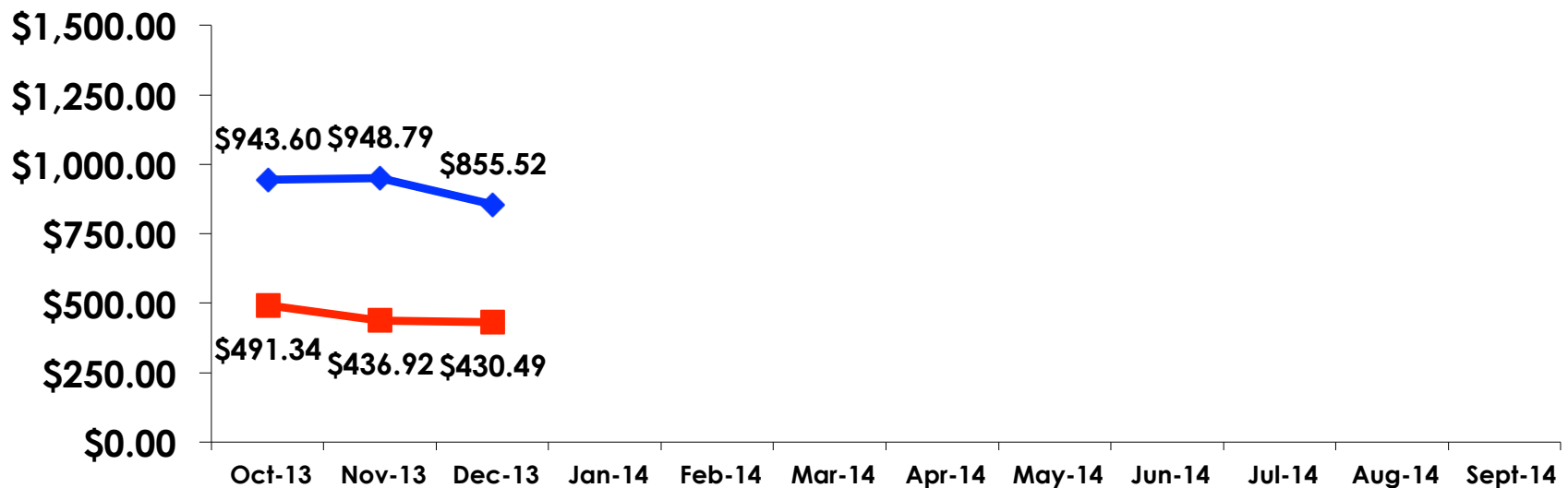


YTD = \$452.89

Prepaid/ On-Island Expenditures Per Person

Prepaid YTD = \$915.85

On-Isle YTD = \$452.89



◆ Prepaid

■ On-isle

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	\$430.49	\$451.25	\$410.76	\$287.04	\$537.27	\$353.54	\$730.13	\$404.90	\$410.96	\$426.49	\$387.50
	Median	\$251	\$250	\$267	\$50	\$288	\$250	\$250	\$267	\$250	\$260	\$325
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$5,500	\$5,500	\$3,000	\$1,250	\$5,000	\$1,667	\$5,500	\$2,000	\$3,000	\$2,375	\$1,000

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$37.35	\$39.13	\$35.54	\$54.56	\$30.08	\$48.02	\$23.08
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$26.80	\$29.68	\$23.88	\$19.91	\$26.81	\$31.08	\$19.23
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B RESTRNT	Mean	\$70.10	\$66.14	\$74.10	\$82.21	\$69.20	\$69.57	\$79.23
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPT TOUR	Mean	\$94.34	\$104.67	\$83.89	\$70.44	\$101.37	\$95.47	\$72.31
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$229.58	\$263.52	\$195.24	\$91.76	\$258.15	\$252.80	\$57.69
	Median	\$0	\$0	\$1	\$0	\$0	\$50	\$0
GIFT- OTHER	Mean	\$157.66	\$177.61	\$137.48	\$50.79	\$191.50	\$146.10	\$84.62
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TRANS	Mean	\$42.06	\$35.63	\$48.55	\$68.82	\$37.95	\$47.06	\$7.69
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$263.90	\$275.29	\$252.38	\$217.15	\$281.68	\$244.42	\$168.46
	Median	\$0	\$0	\$6	\$0	\$5	\$7	\$0
TOTAL	Mean	\$919.38	\$991.54	\$846.39	\$655.65	\$992.35	\$934.58	\$512.31
	Median	\$700	\$780	\$585	\$400	\$800	\$700	\$440

On-Island Expenditures

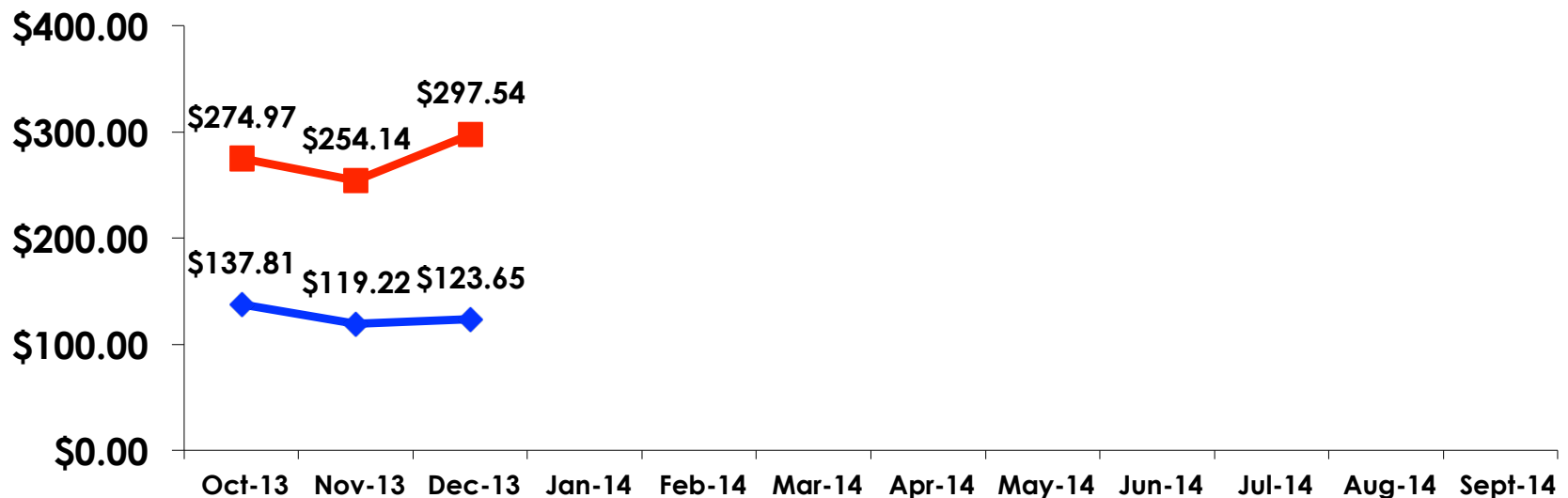
First Time vs. Repeat

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$80.08	\$59.37	\$183.61
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$36.72	\$36.11	\$40.34
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$94.74	\$83.04	\$154.07
	Median	\$0	\$0	\$0
OPT TOUR	Mean	\$98.25	\$112.26	\$30.85
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$228.31	\$231.26	\$217.63
	Median	\$0	\$0	\$0
GIFT- OTHER	Mean	\$126.40	\$139.50	\$63.90
	Median	\$0	\$0	\$0
TRANS	Mean	\$57.07	\$48.30	\$101.29
	Median	\$0	\$0	\$0
OTHER	Mean	\$321.73	\$296.91	\$449.61
	Median	\$0	\$0	\$0
TOTAL	Mean	\$1,044.07	\$1,007.70	\$1,241.15
	Median	\$700	\$700	\$600

On-Island Expenditures Per Day

Per Person = \$126.89

Travel Party = \$275.59

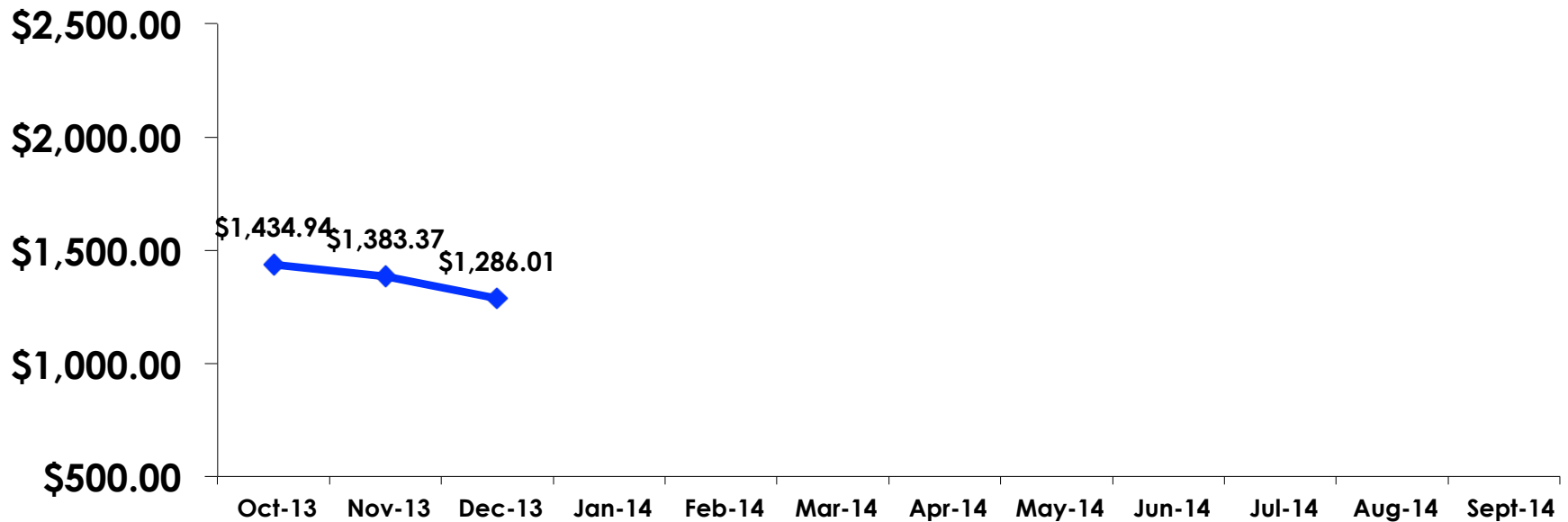


◆ Per person ■ Trvl party

Total Expenditures Per Person (Prepaid & On-Island)

- \$1,286.04 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$7,347 = Maximum (highest amount recorded for the entire sample)

Total Expenditures Per Person



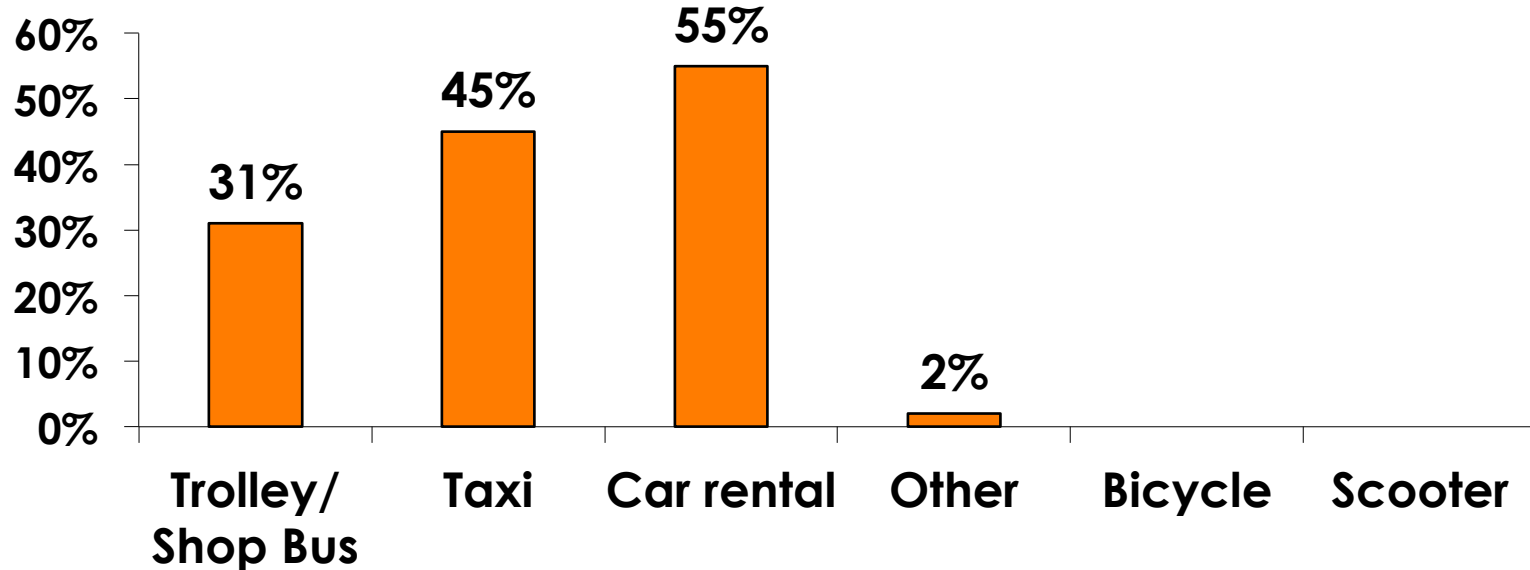
YTD=\$1,368.00

Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$80.08
Food & beverage in fast food restaurant/ convenience store	\$36.72
Food & beverage at restaurants or drinking establishments outside a hotel	\$94.74
Optional tours and activities	\$98.25
Gifts/ souvenirs for yourself/companions	\$228.31
Gifts/ souvenirs for friends/family at home	\$126.40
Local transportation	\$57.07
Other expenses not covered	\$321.73
Average Total	\$1,044.07

Local Transportation

n=143



Mean=\$57.07 per travel party

Guam Airport Expenditures

- \$53.00 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$2,000 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

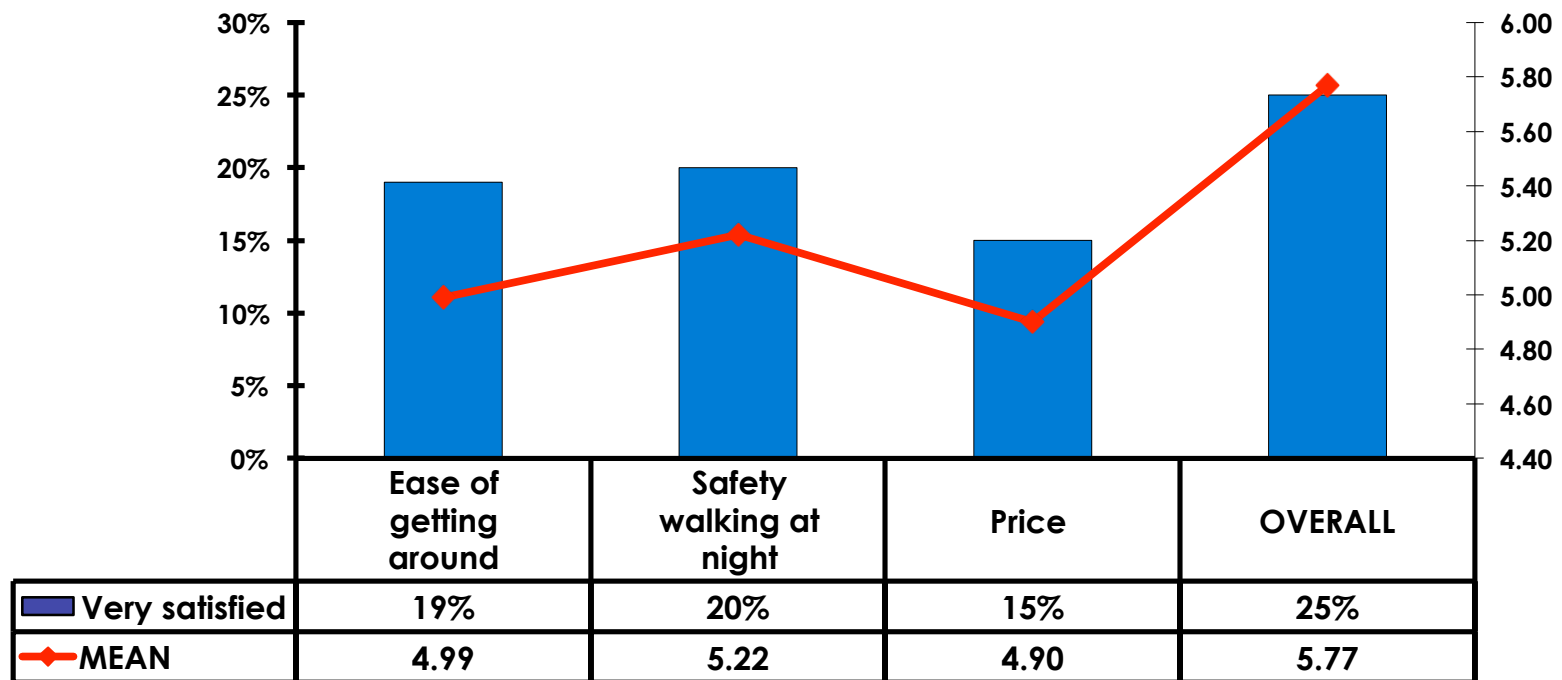
	MEAN \$
Food & Beverages	\$9.61
Gifts/Souvenirs Self	\$21.68
Gifts/Souvenirs Others	\$21.72
Total	\$53.00

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

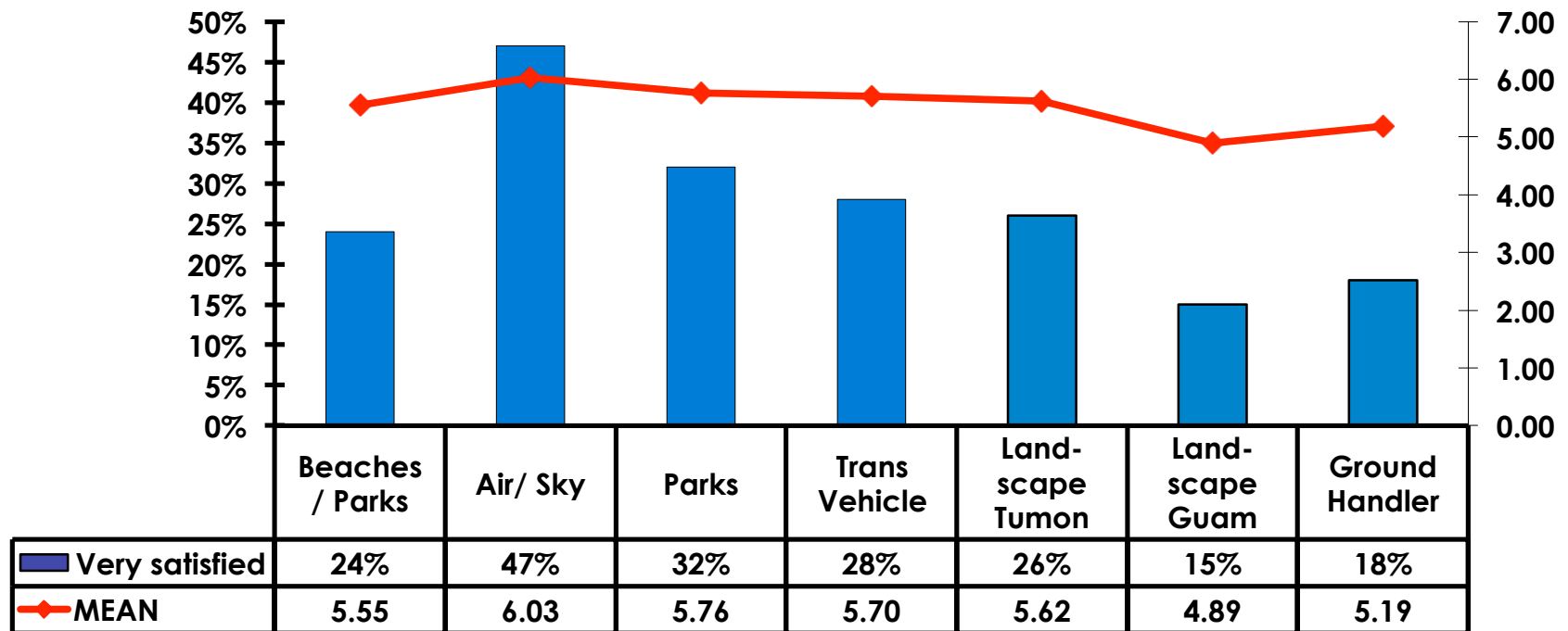
7=Very Satisfied/1=Very Dissatisfied



Satisfaction Quality/ Cleanliness

7pt Rating Scale

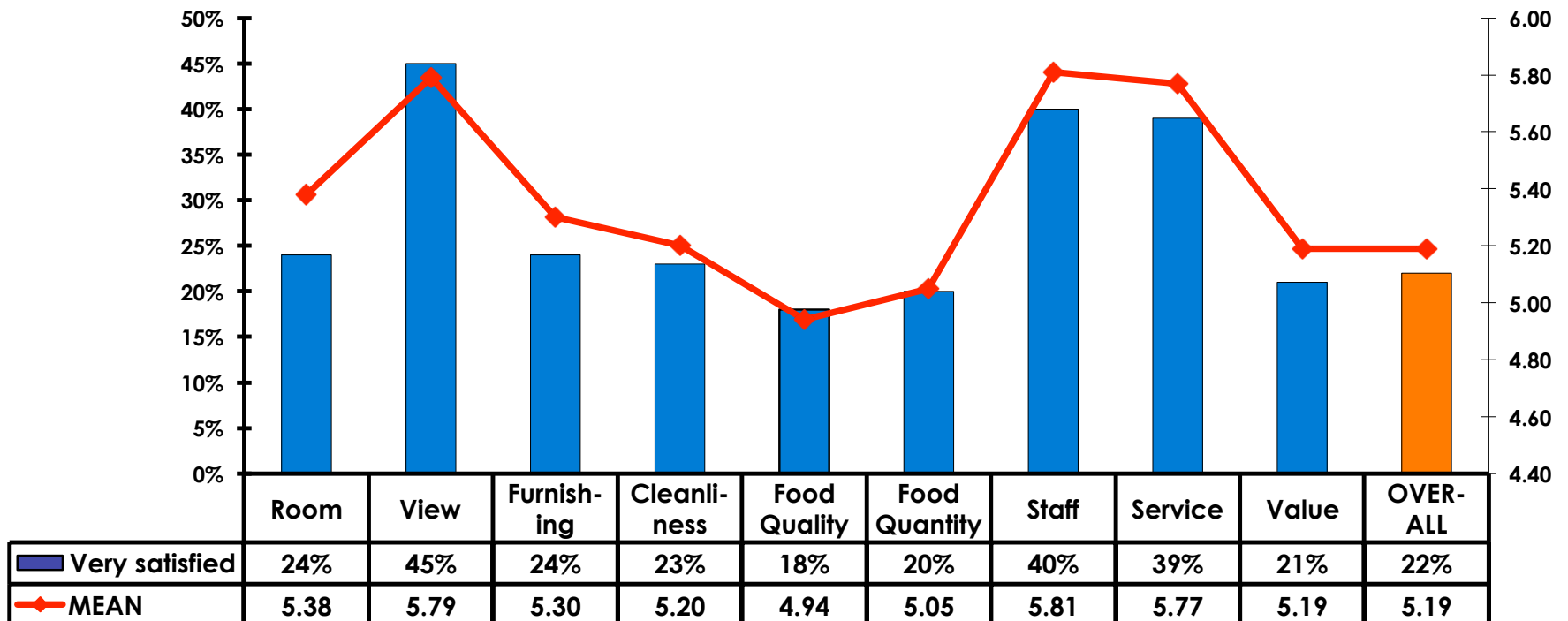
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

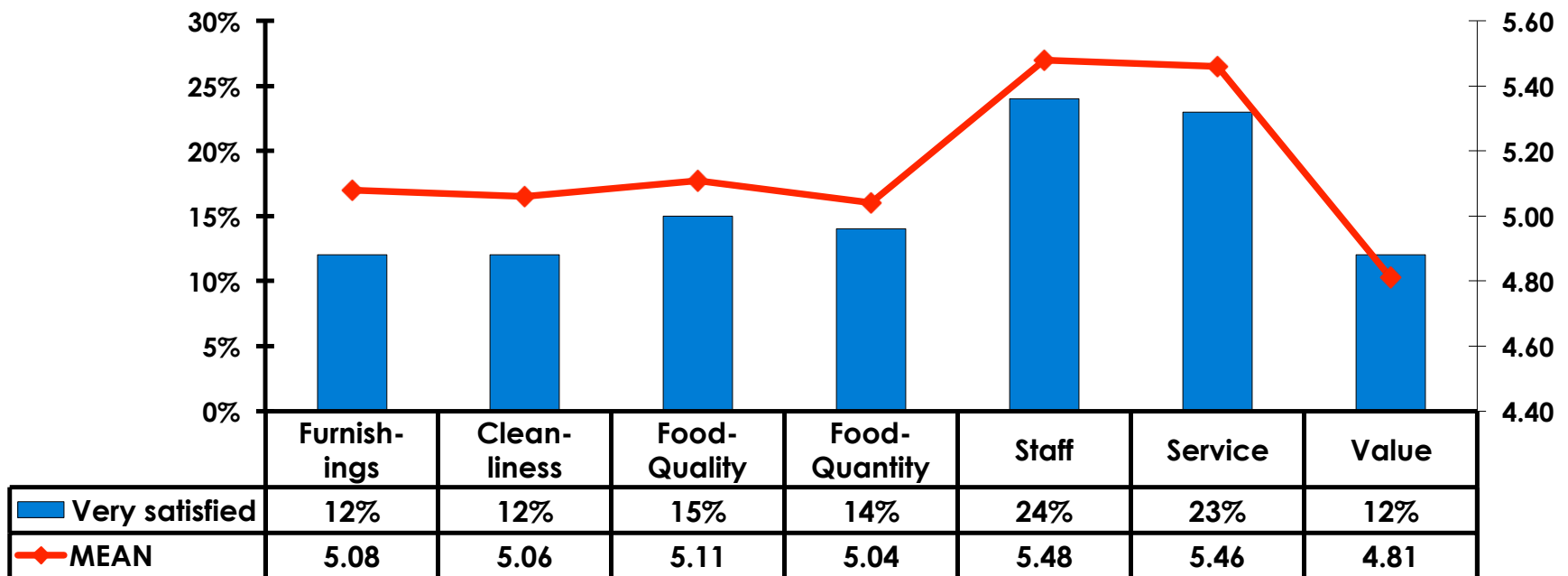
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

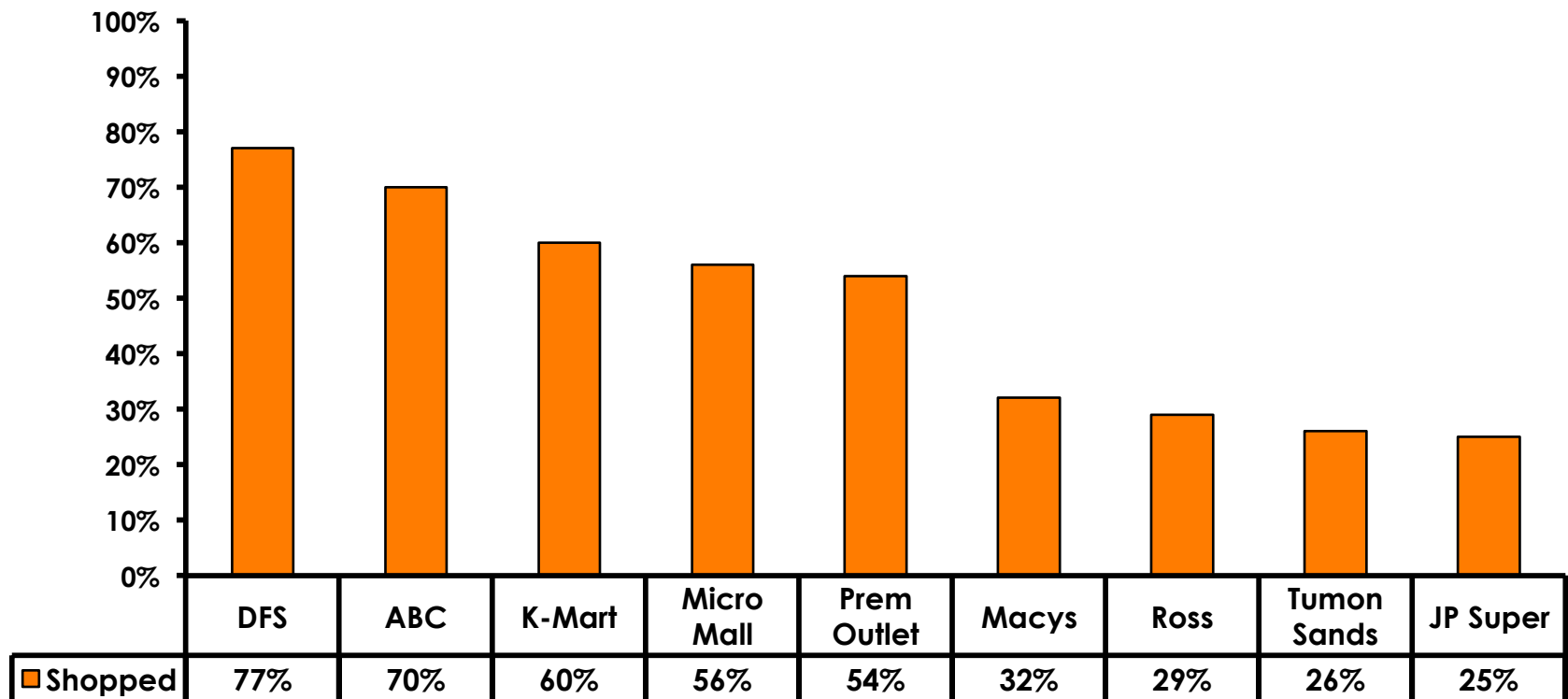
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

7pt Rating Scale

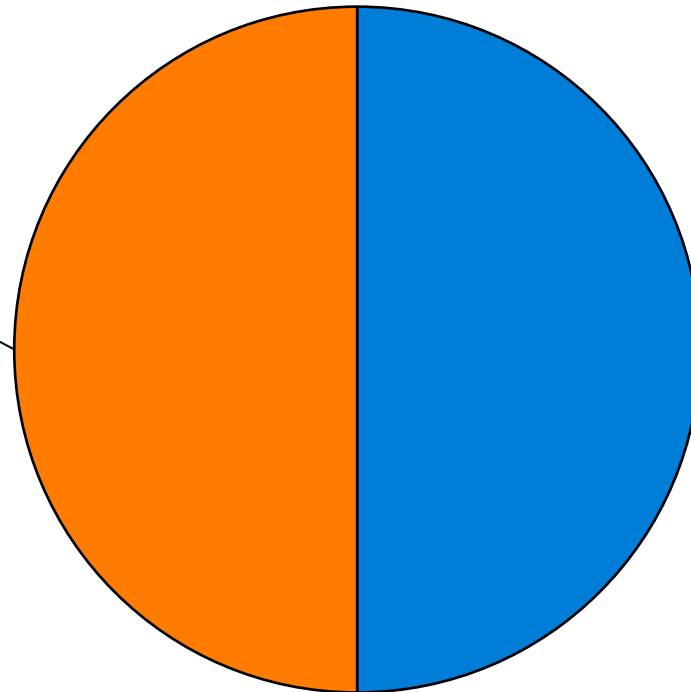
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 53%	Score of 6 to 7 = 50%
Score of 4 to 5 = 28%	Score of 4 to 5 = 39%
Score 1 to 3 = 8%	Score 1 to 3 = 11%
MEAN = 5.37	MEAN = 5.25

Optional Tour Participation

- Average number of tours participated in is .95

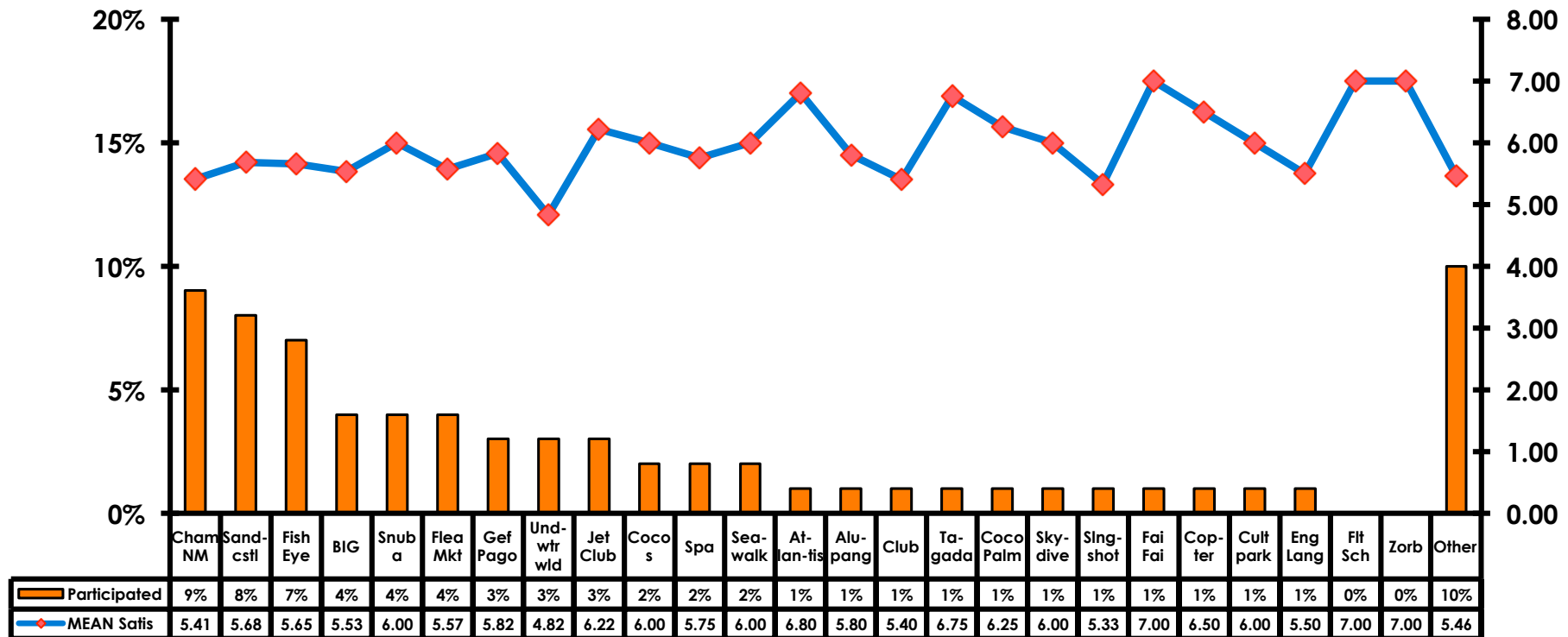
**One or
more
50%**



**None
50%**

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 = 46%	Score of 6 to 7 = 39%
Score of 4 to 5 = 51%	Score of 4 to 5 = 53%
Score 1 to 3 = 4%	Score 1 to 3 = 9%
MEAN = 5.20	MEAN = 4.98

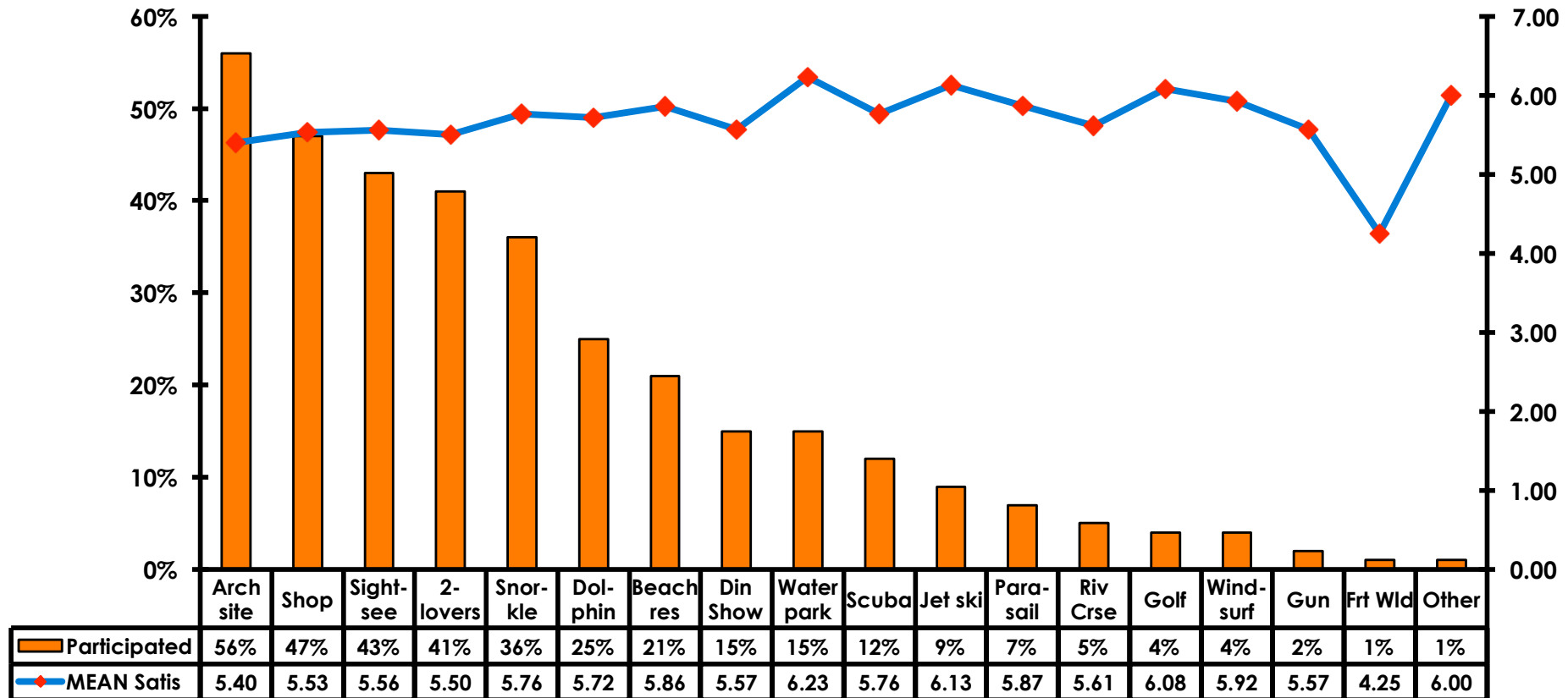
Night Tours Satisfaction

7pt Rating Scale

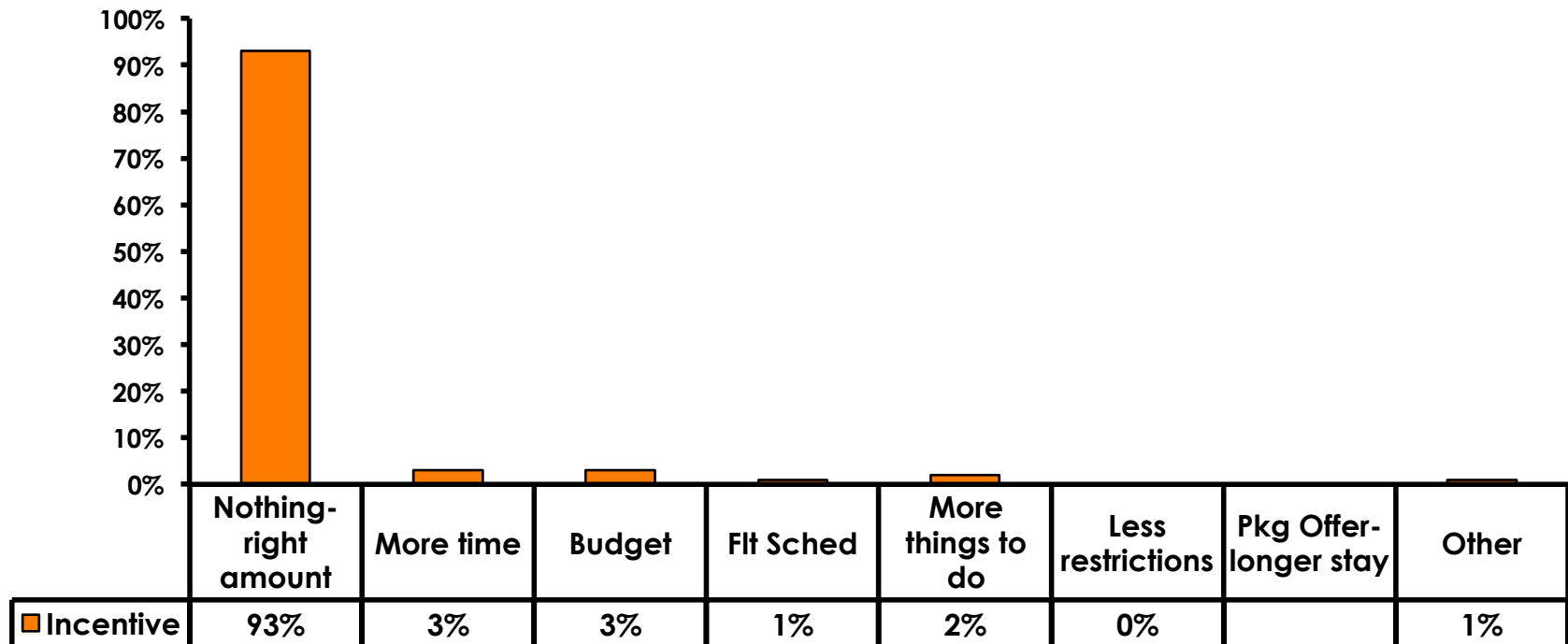
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 32%	Score of 6 to 7 = 33%
Score of 4 to 5 = 61%	Score of 4 to 5 = 57%
Score 1 to 3 = 10%	Score 1 to 3 = 11%
MEAN = 4.88	MEAN = 4.79

Satisfaction with Other Activities



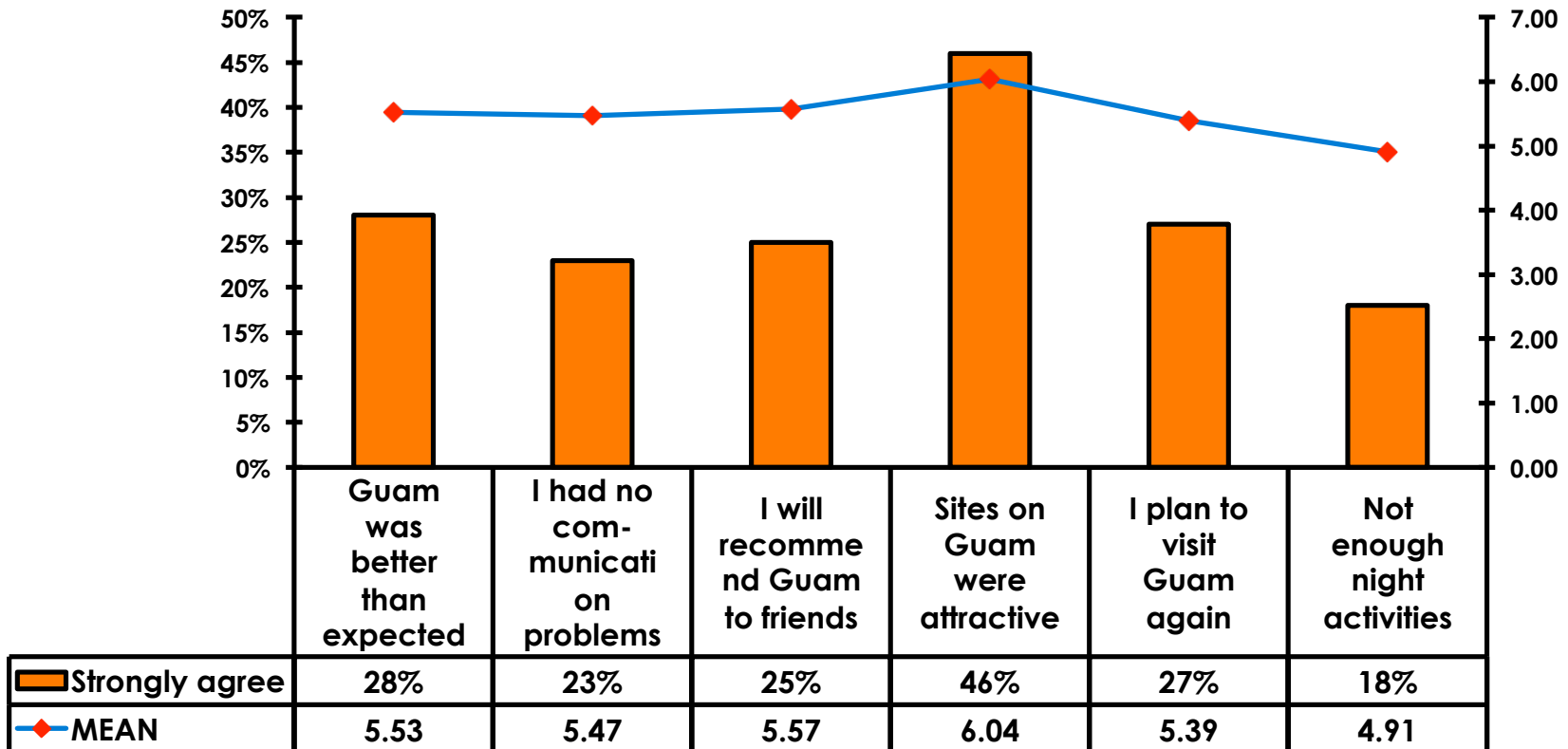
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

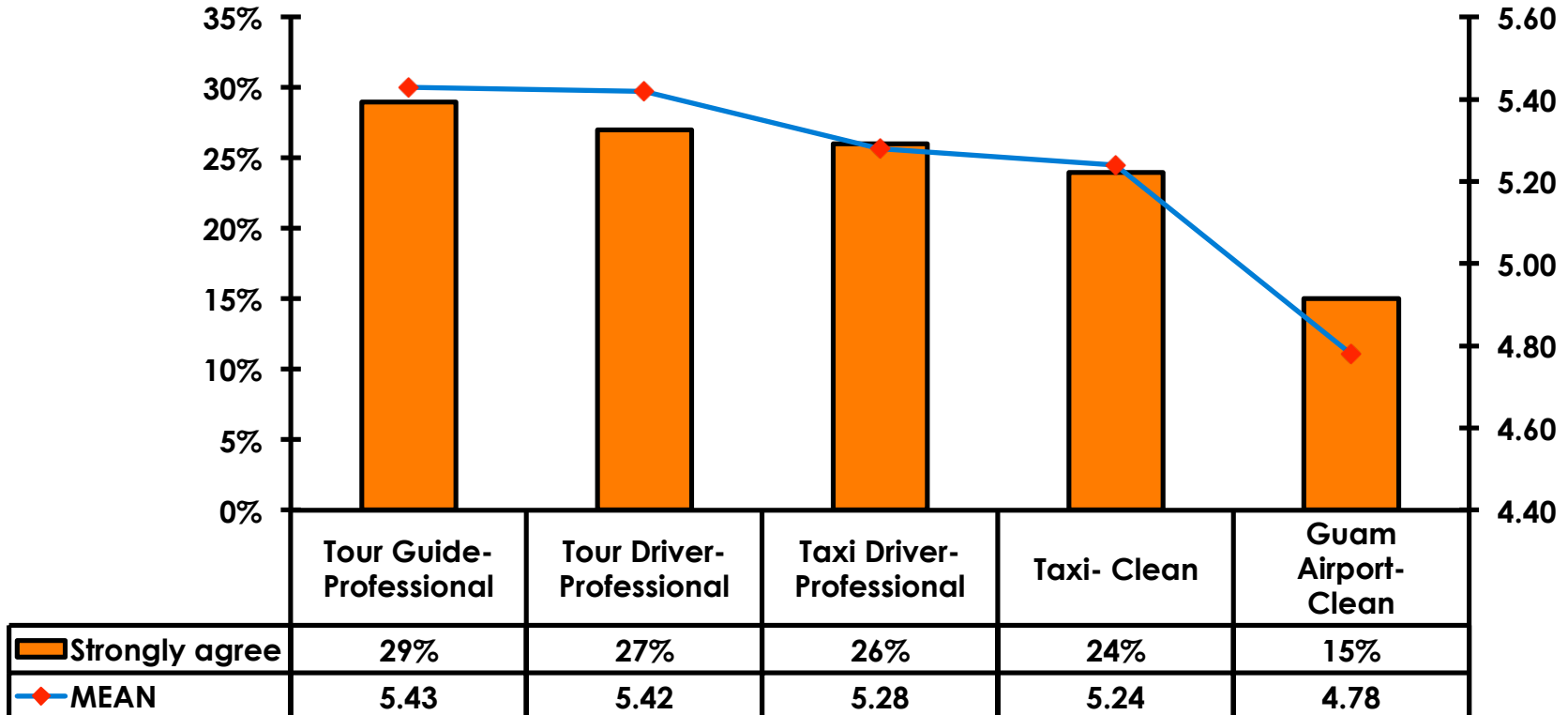
7=Very Satisfied/ 1=Very Dissatisfied



On-Island Perceptions

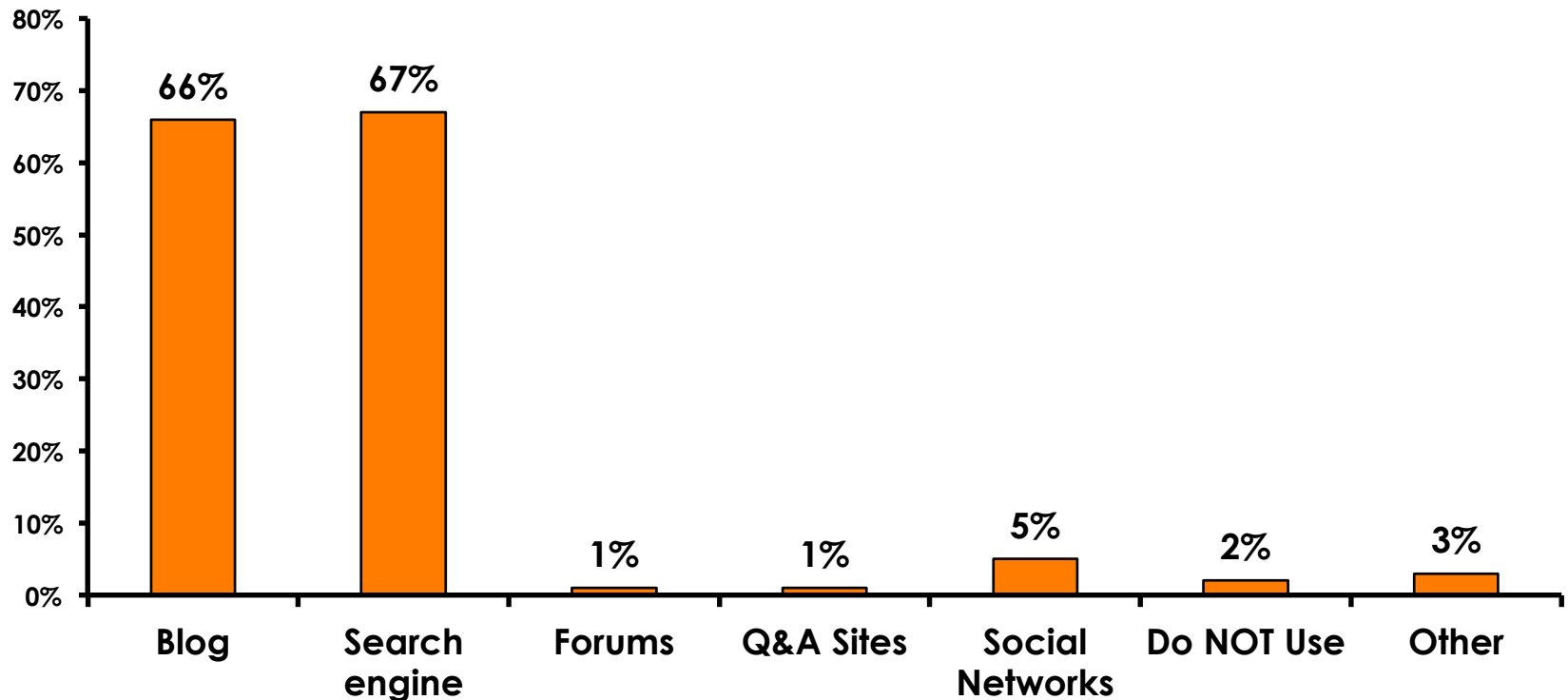
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



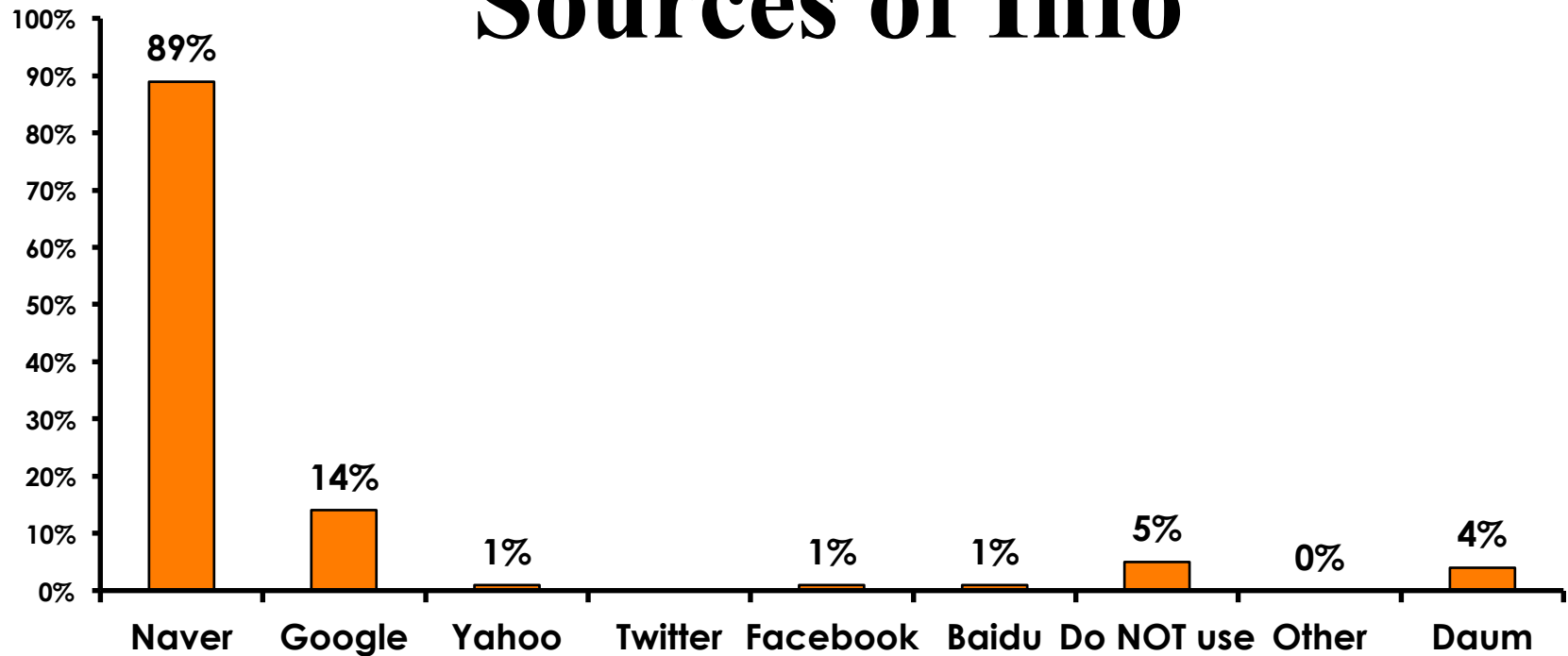
SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

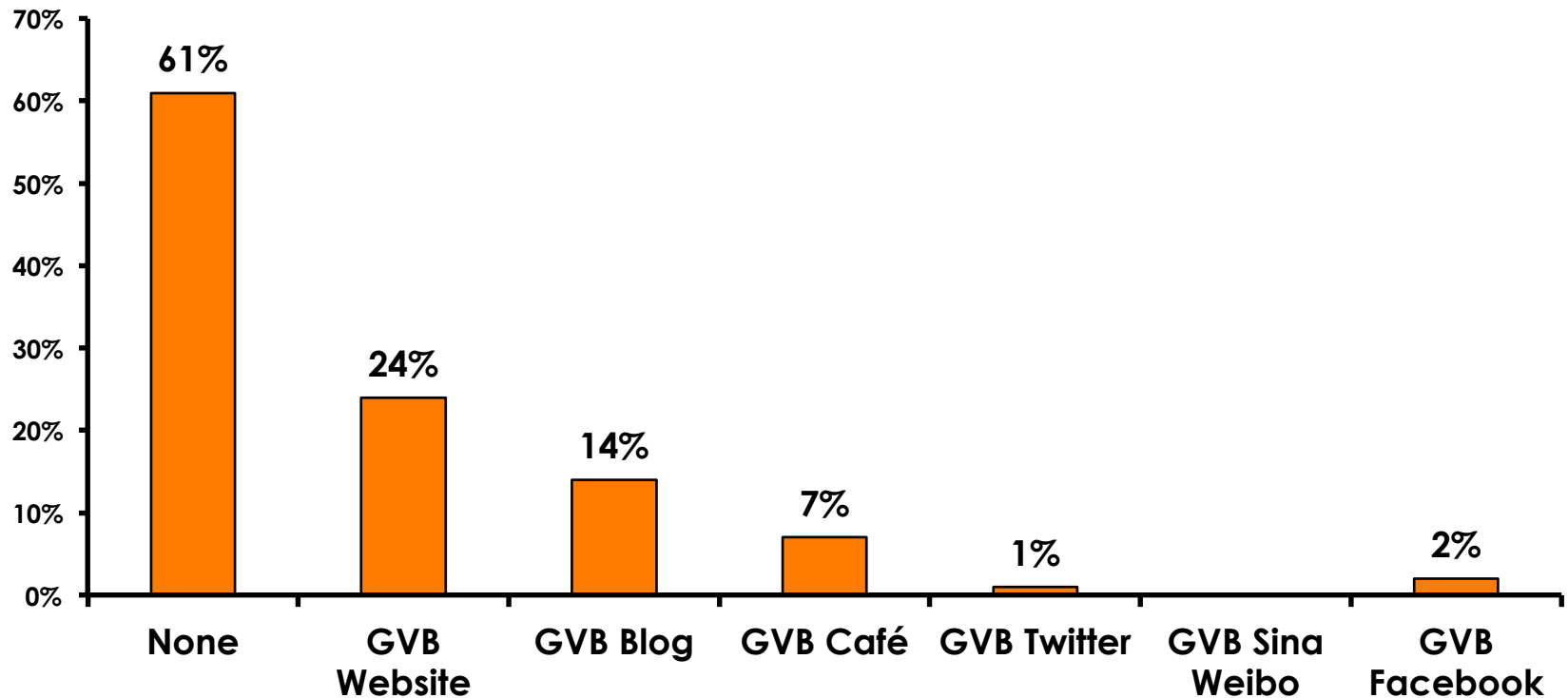


Internet- Things To Do

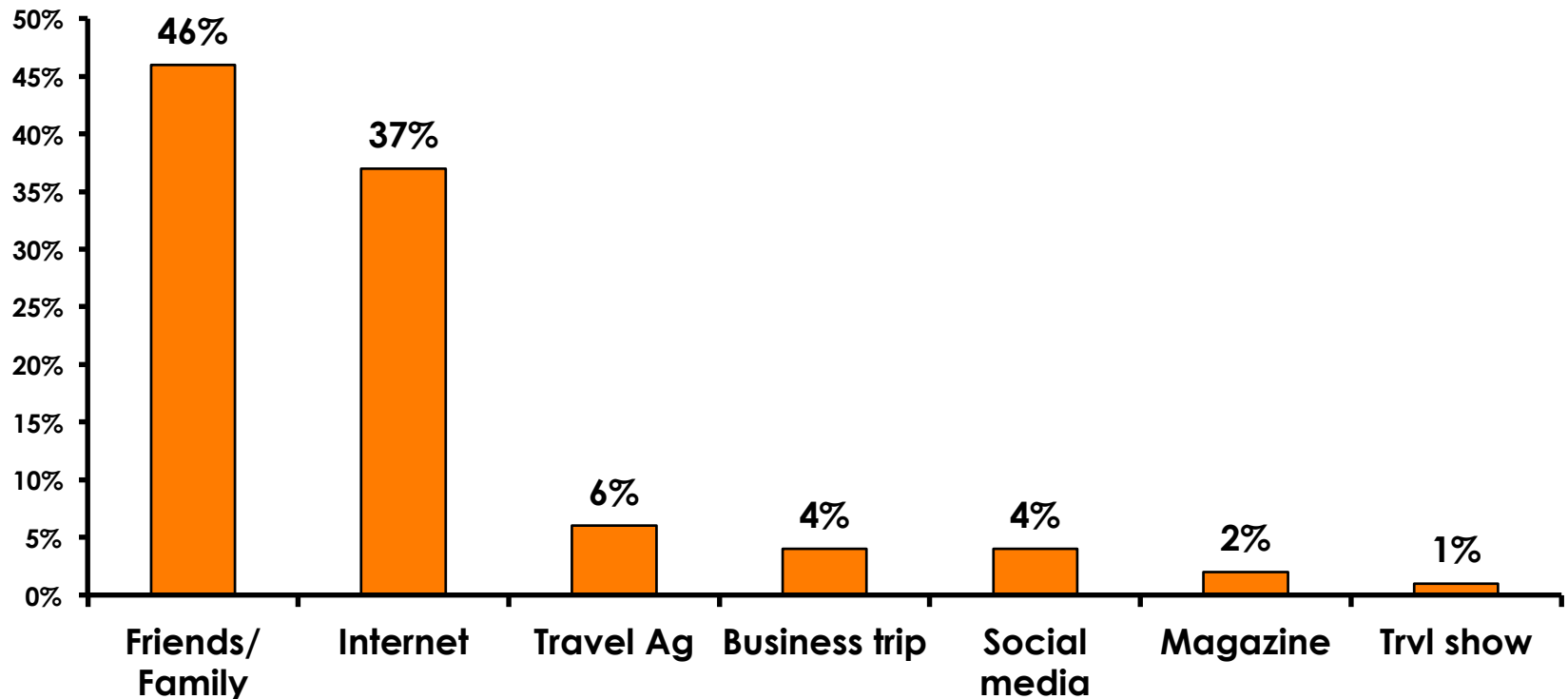
Sources of Info



Internet- GVB Sources

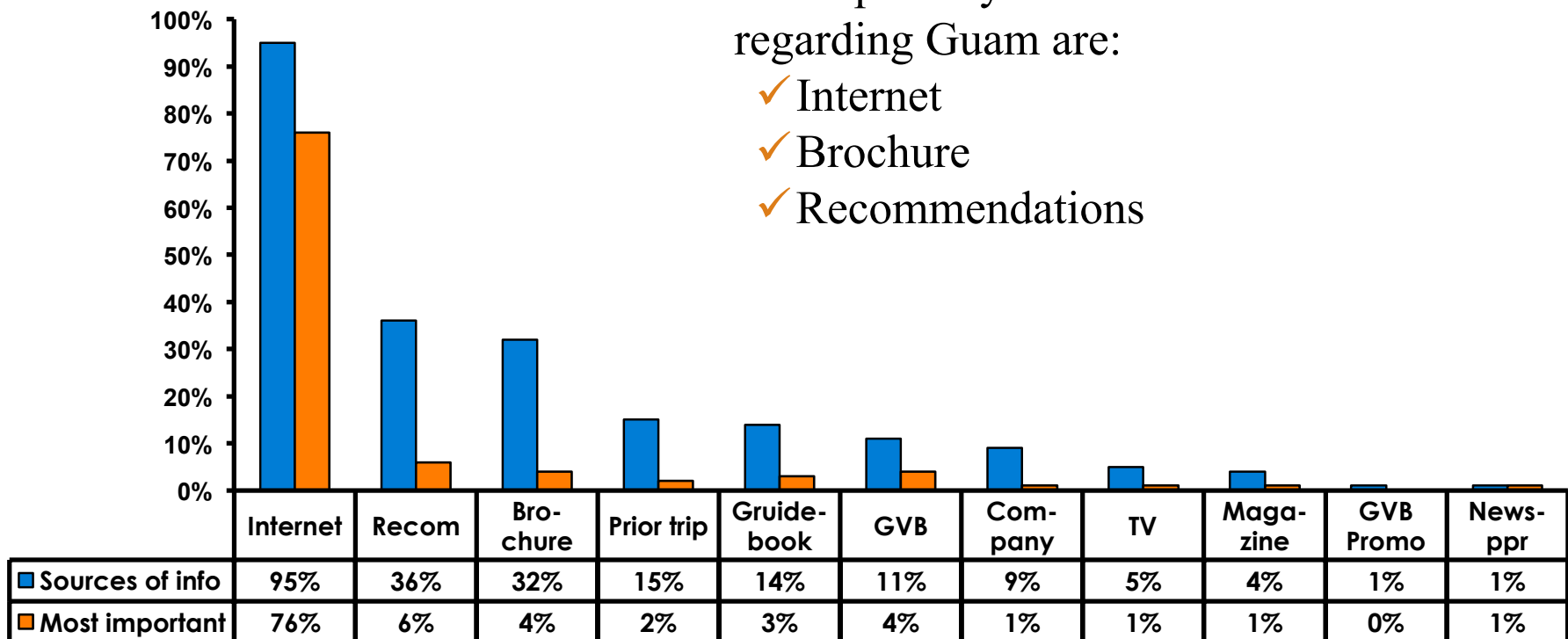


Travel Motivation- Info Sources



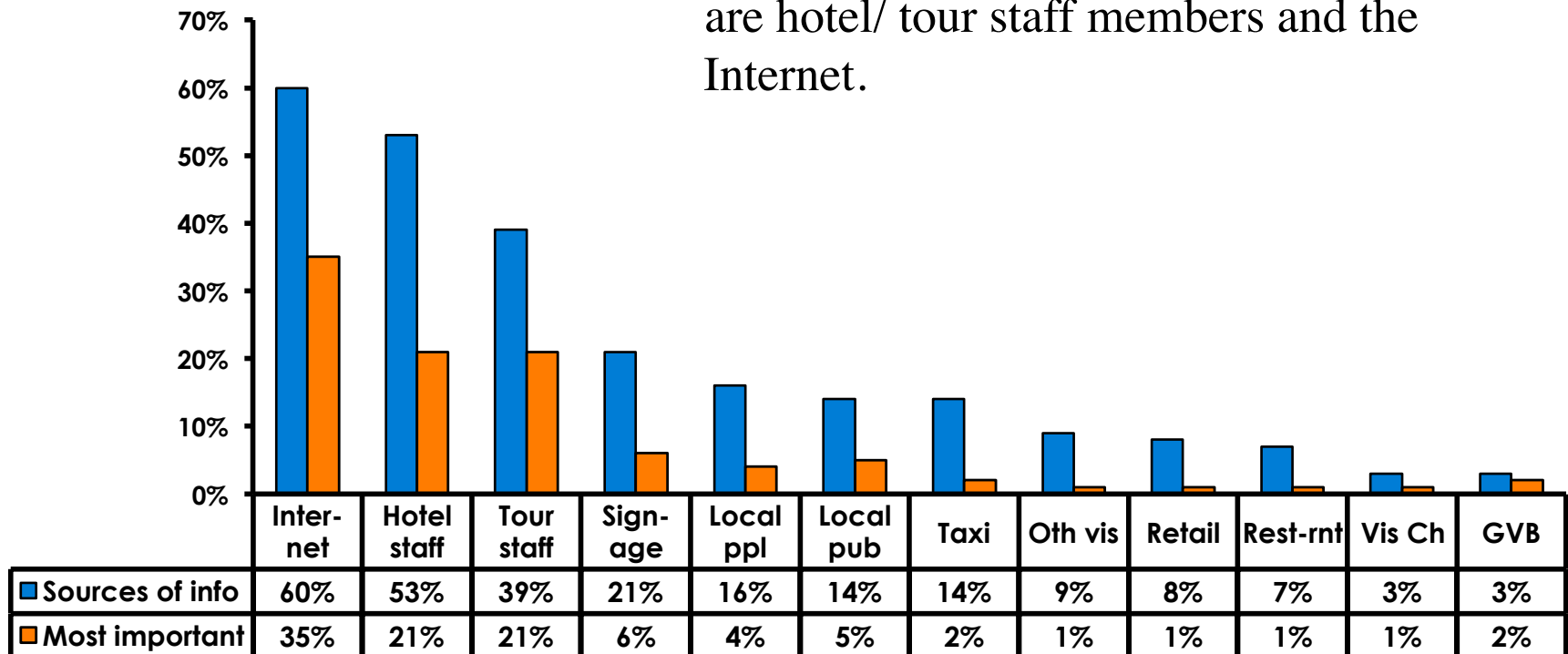
Sources of Information Pre-arrival

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



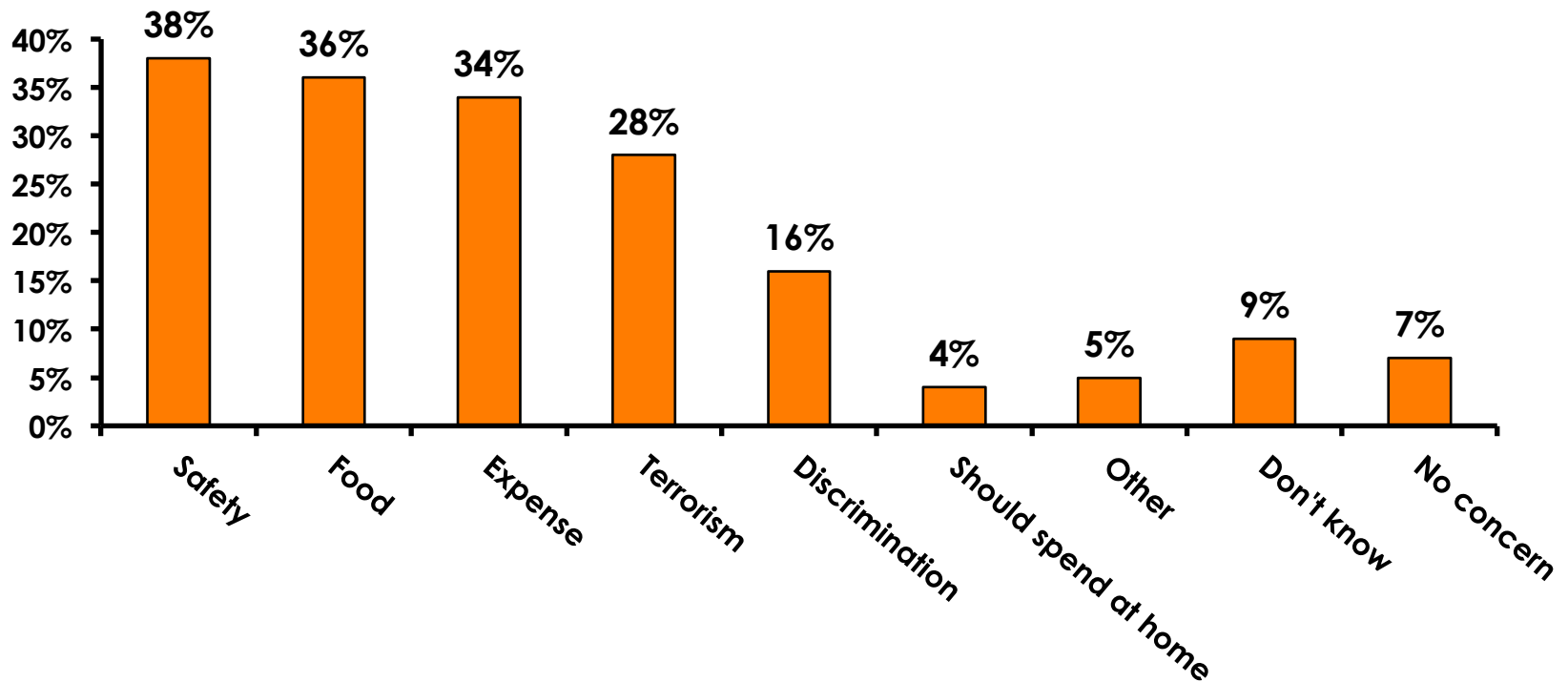
Sources of Information Post-Arrival

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



SECTION 6 **OTHER ISSUES**

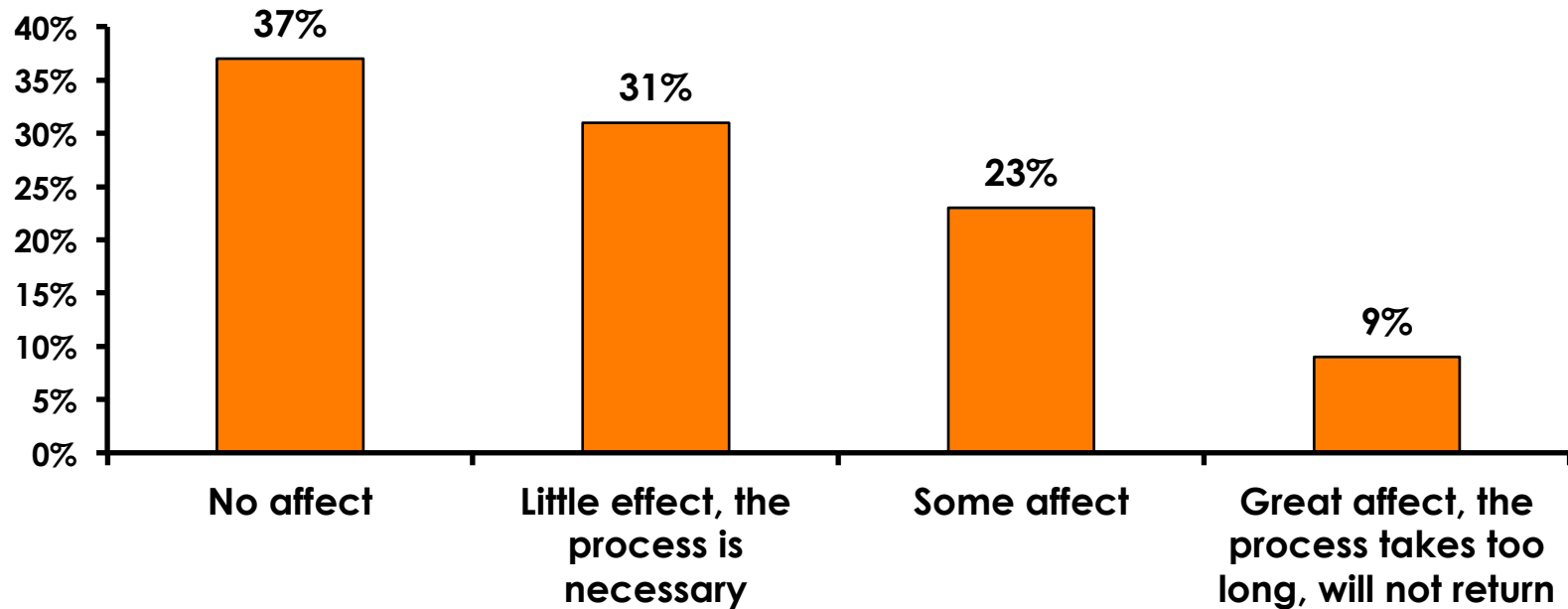
Concerns about travel outside of Korea - Overall



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	Safety	38%	32%	41%	40%	30%	40%	33%	36%	43%	33%	43%	45%	38%
	Food	36%	37%	36%	36%	30%	60%	40%	30%	38%	42%	37%	30%	42%
	Expense	34%	54%	31%	33%	30%	20%	33%	34%	40%	44%	34%	30%	42%
	Terrorism	28%	34%	29%	26%	20%	20%	27%	23%	30%	23%	20%	40%	27%
	Discrimination against Koreans	16%	22%	16%	13%	15%	40%		23%	11%	18%	14%	16%	12%
	Don't know	9%	7%	6%	11%	15%	20%	13%	11%	2%	11%		1%	12%
	No concerns	7%	7%	9%	5%	10%		20%	2%	13%	7%	6%	5%	8%
	Other	5%	12%	6%	2%			7%	9%	6%	5%	11%	1%	8%
	Should spend at home	4%	5%	5%	3%	5%	20%	7%	9%	6%	2%		3%	4%
	Total	Count	351	41	150	132	20	5	15	47	47	57	35	91

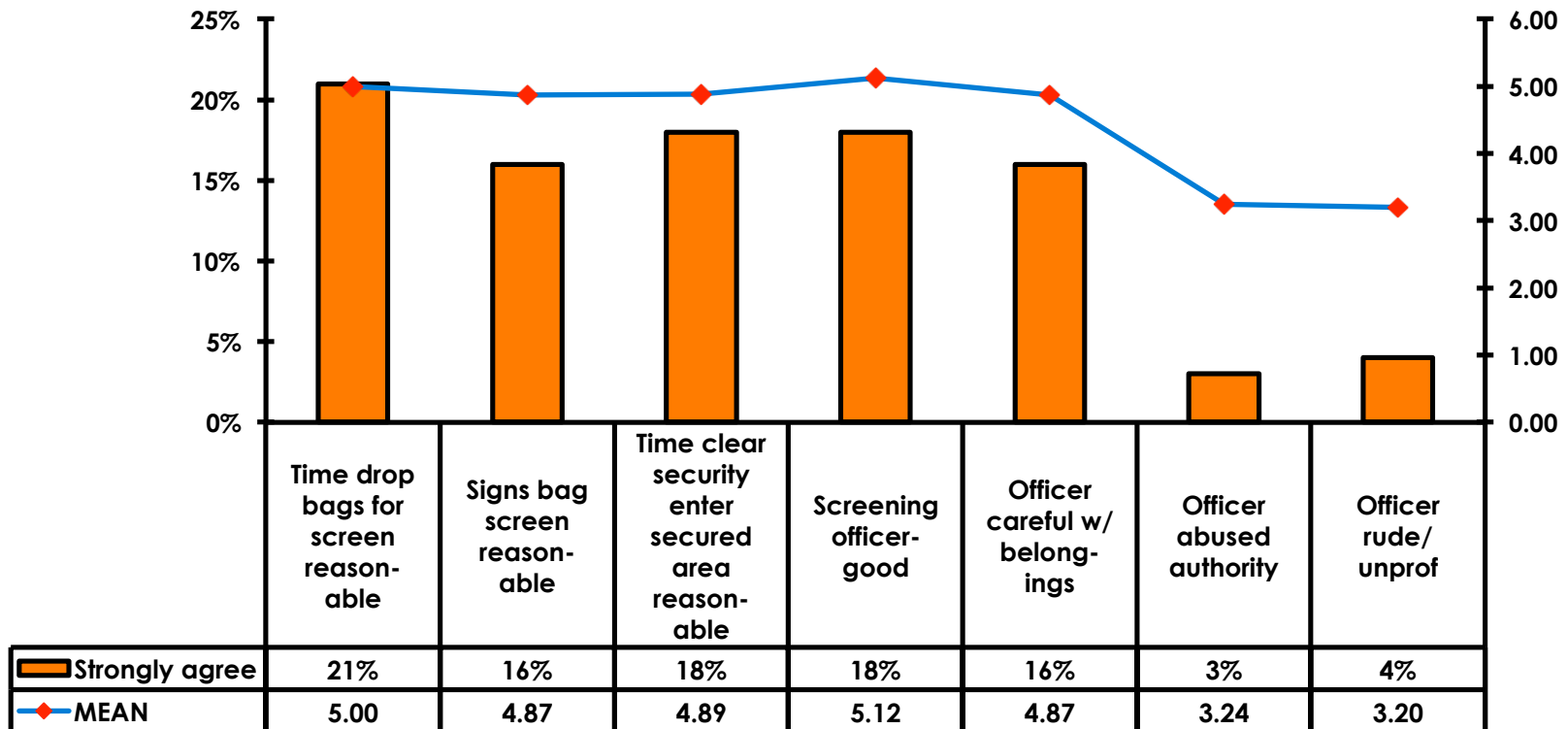
Security Screening/ Immigration Process at Guam International Airport



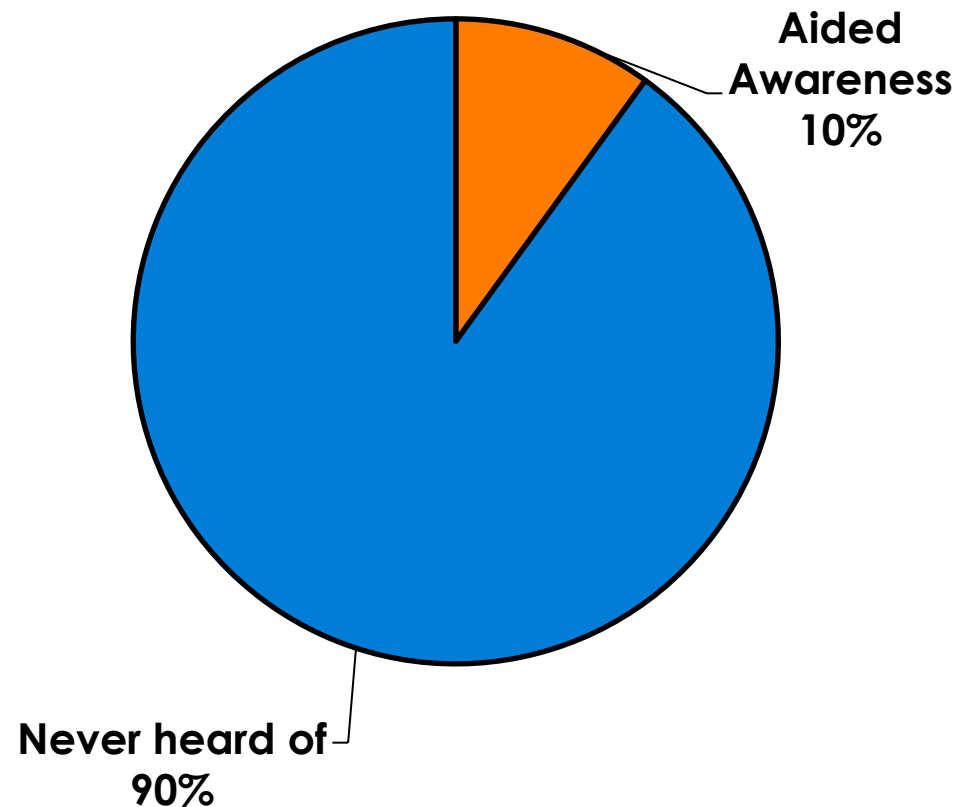
Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



Shop Guam Festival



Shop Guam Festival - Impact

n=33

