



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2013

FEBRUARY 2013



Prepared by: QMark Research

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Background & Methodology

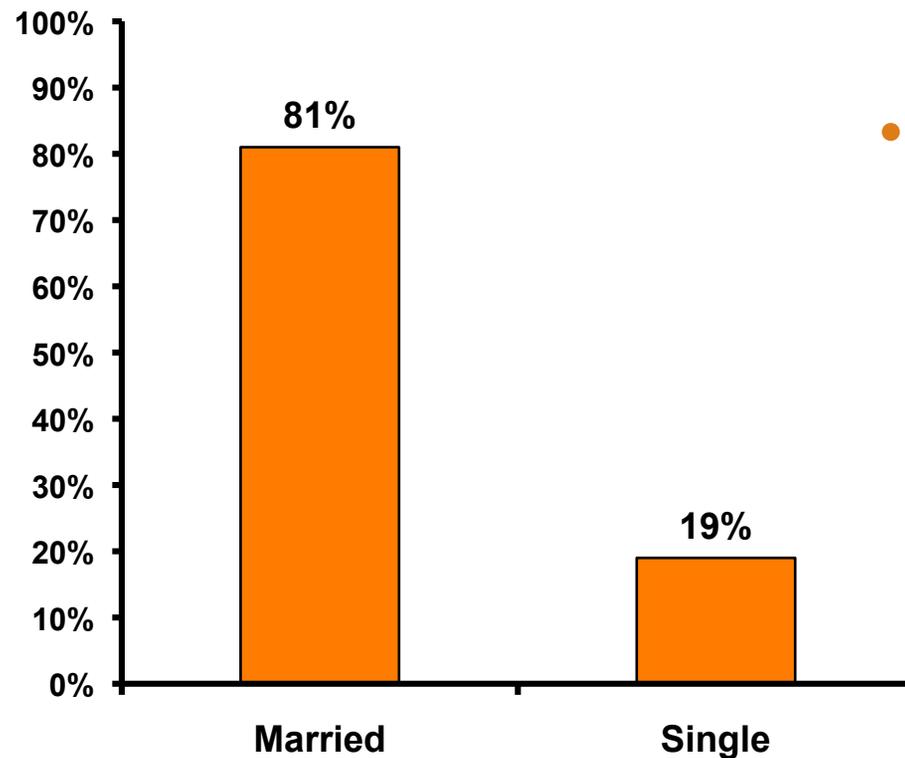
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **351** departing 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.

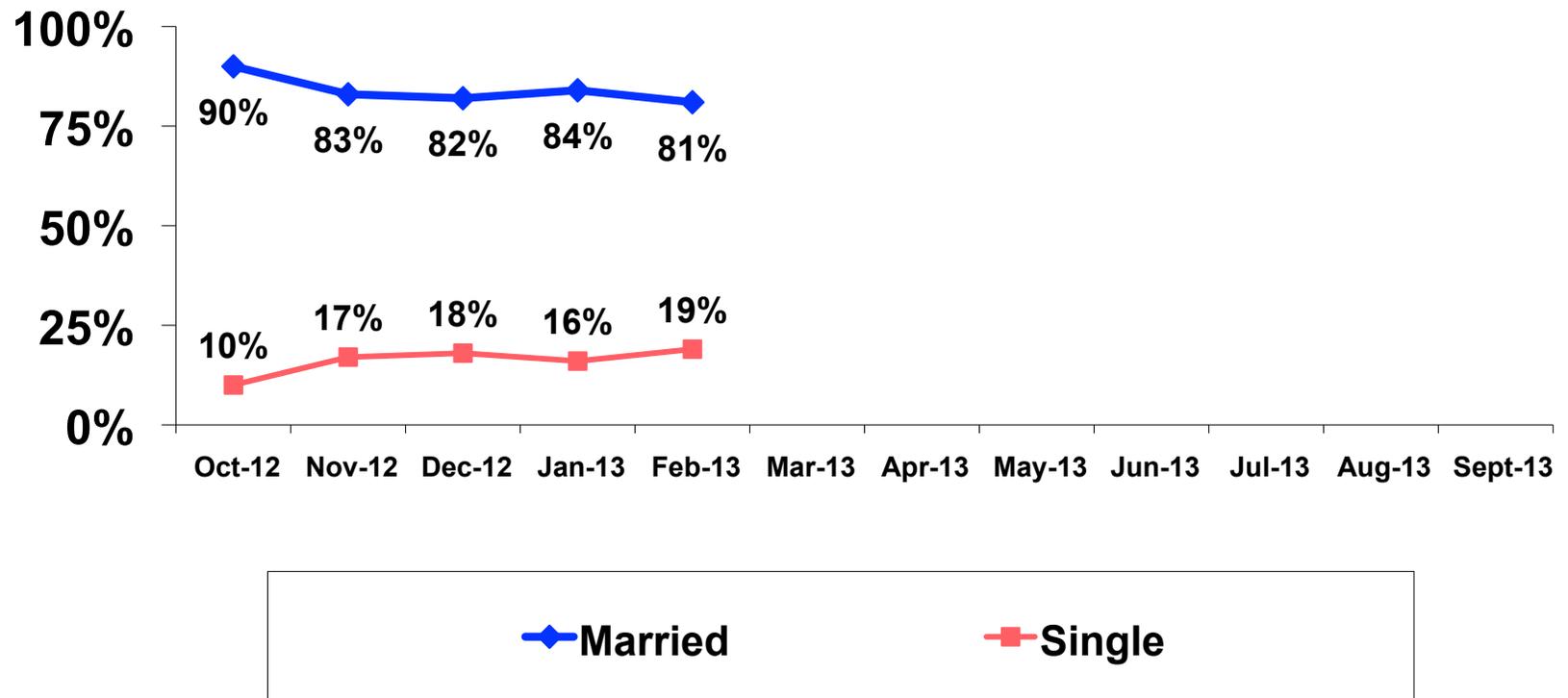
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

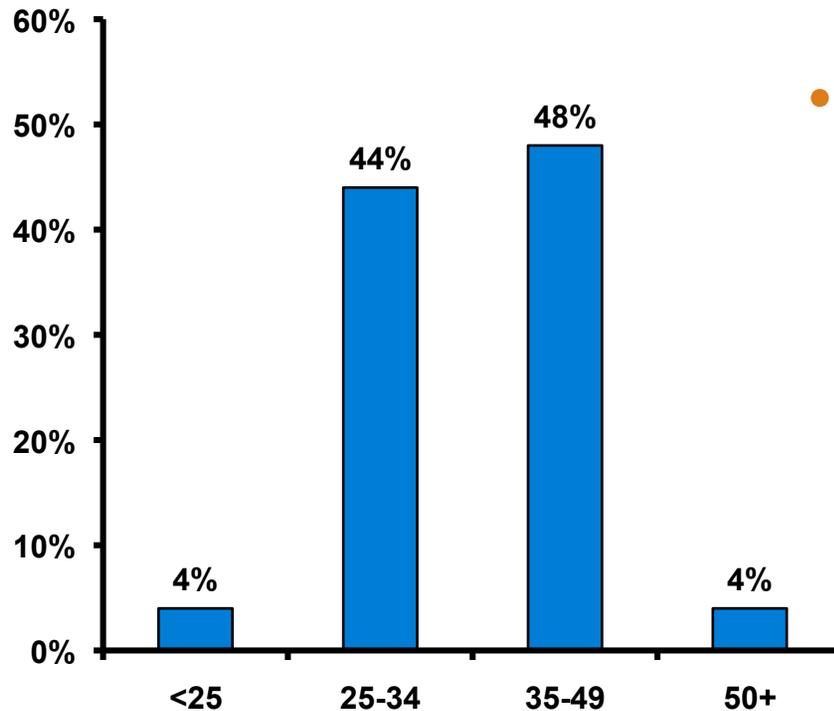


- Majority of Korean visitors are married.

Marital Status

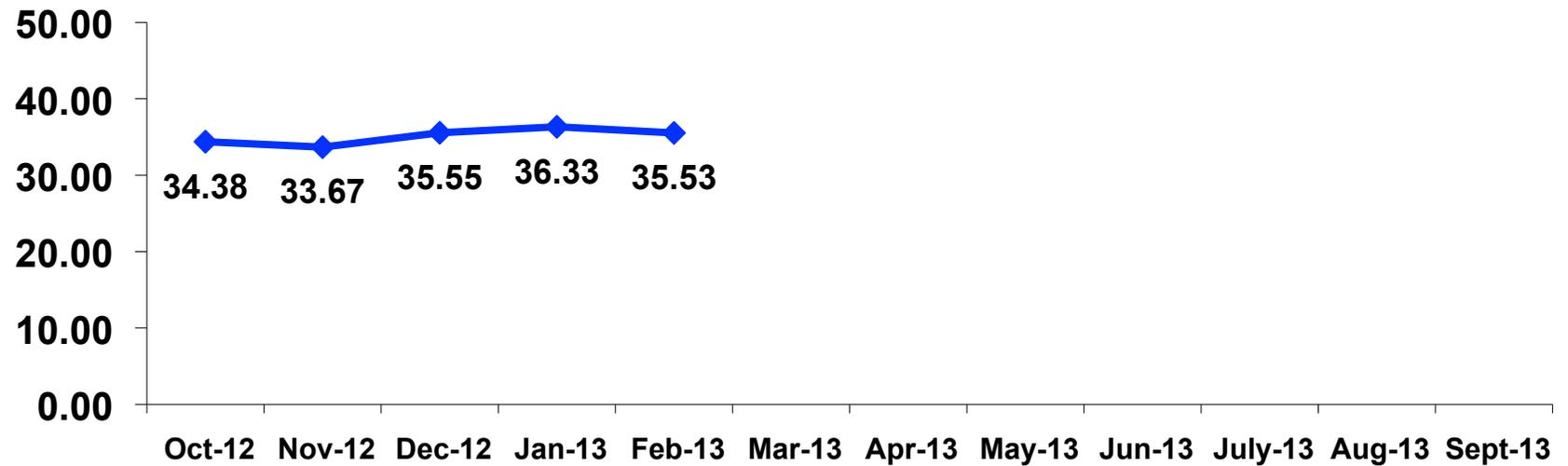


Age - Overall

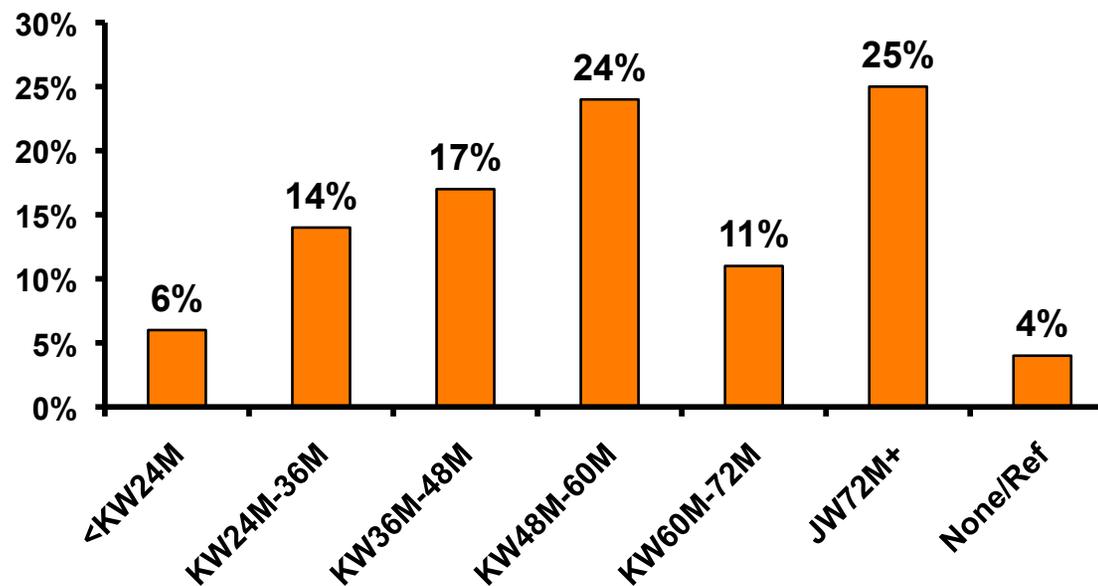


- The average age of the respondents is 35.53 years of age.

Average Age

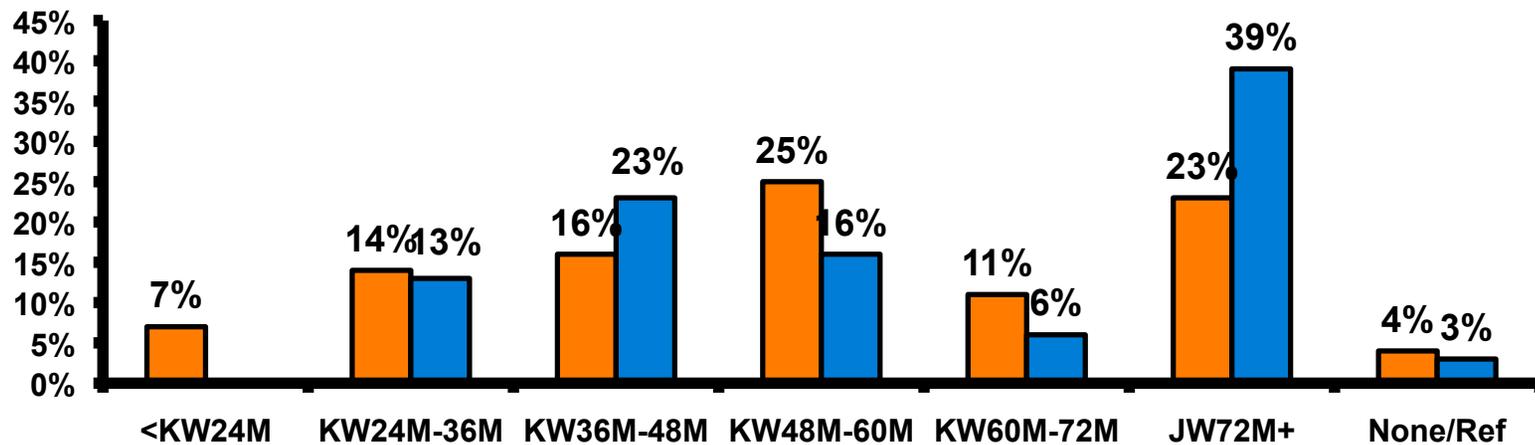


Personal Income



- KW1079.14=\$1

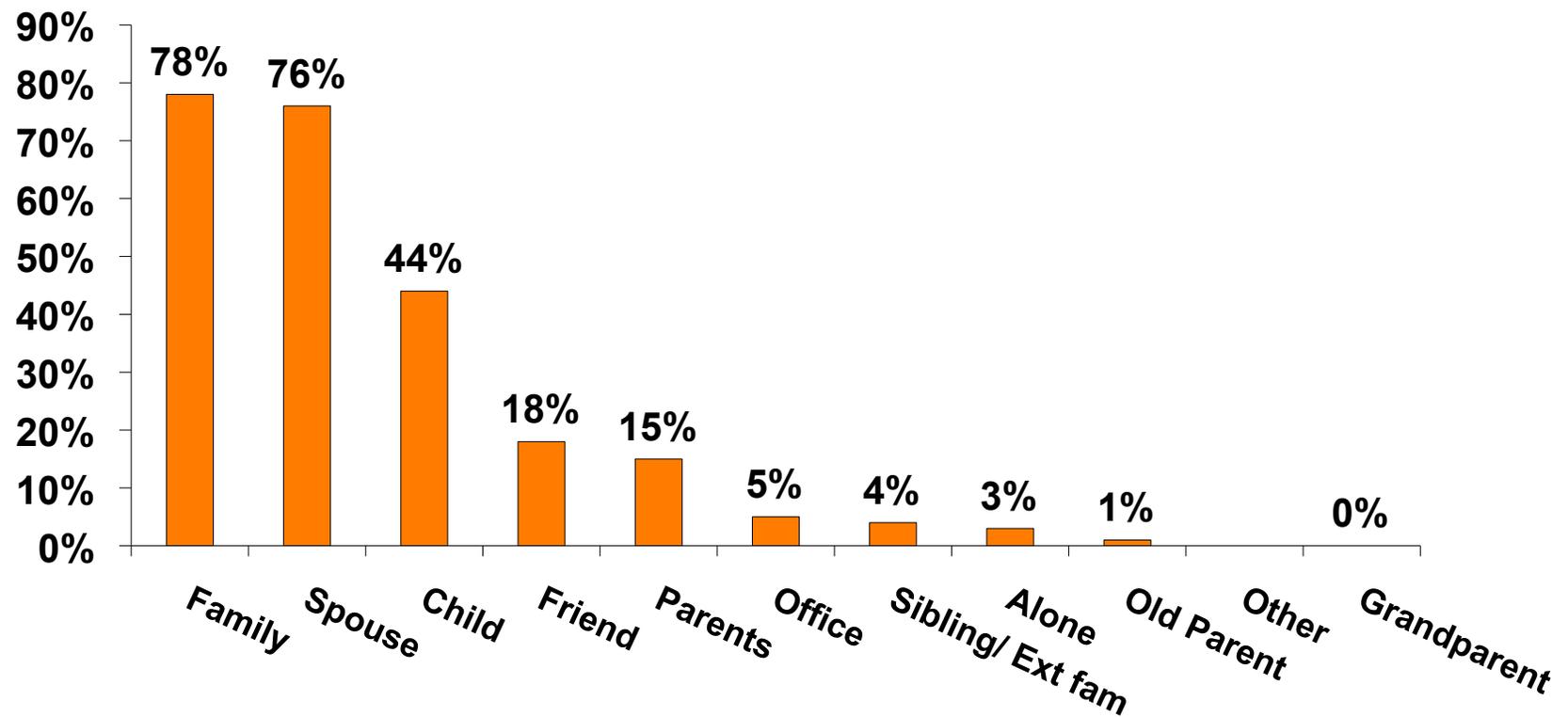
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<KW12.0M	Count	3	1	2		3		
		Column N %	1%	1%	1%		2%		
	KW12.0M-KW24.0M	Count	15	5	10	1	11	3	
		Column N %	5%	3%	7%	9%	8%	2%	
	KW24.0M-KW36.0M	Count	41	20	21	2	26	10	1
		Column N %	14%	13%	14%	18%	20%	7%	10%
	KW36.0M-KW48.0M	Count	49	24	25	1	28	17	3
		Column N %	17%	16%	17%	9%	21%	13%	30%
	KW48.0M-KW60.0M	Count	70	39	31	2	31	31	3
		Column N %	24%	26%	21%	18%	23%	23%	30%
	KW60.0M-KW72.0M	Count	32	21	11		10	20	1
		Column N %	11%	14%	8%		8%	15%	10%
	KW72.0M+	Count	73	37	36	3	18	48	2
		Column N %	25%	25%	25%	27%	14%	36%	20%
	No Income	Count	13	4	9	2	5	6	
		Column N %	4%	3%	6%	18%	4%	4%	
Total		Count	296	151	145	11	132	135	10

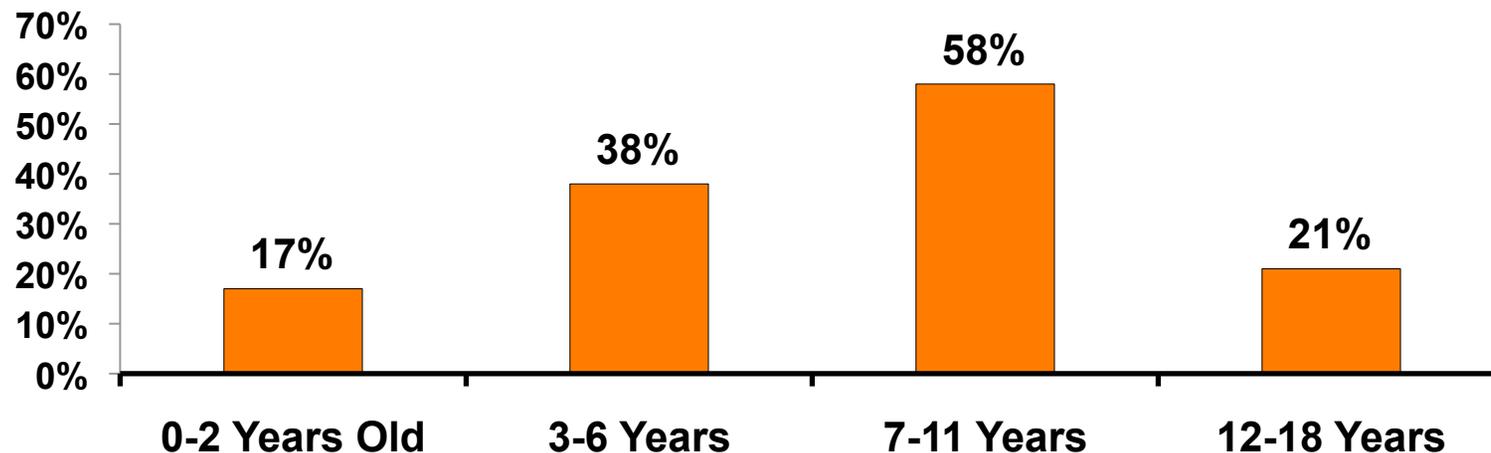
Travel Companions



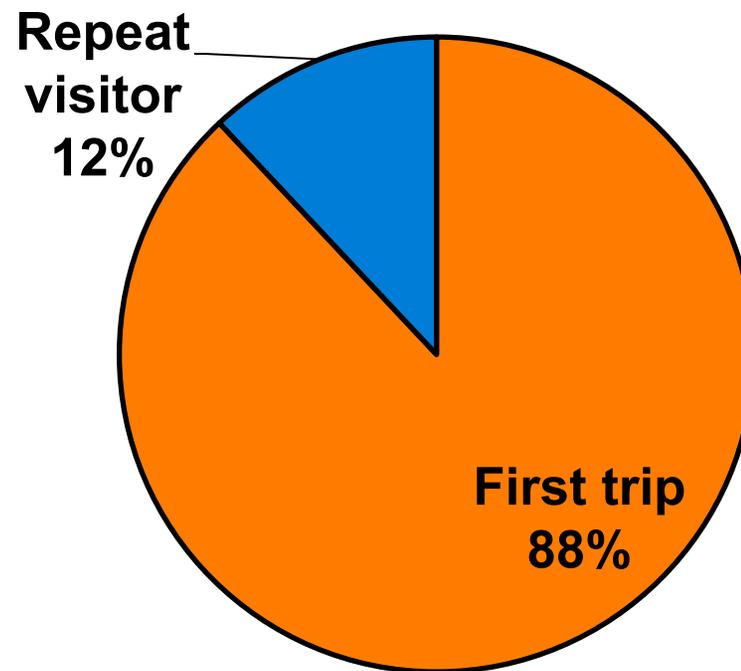
Number of Children Travel Party

N=154 total respondents traveling with children.

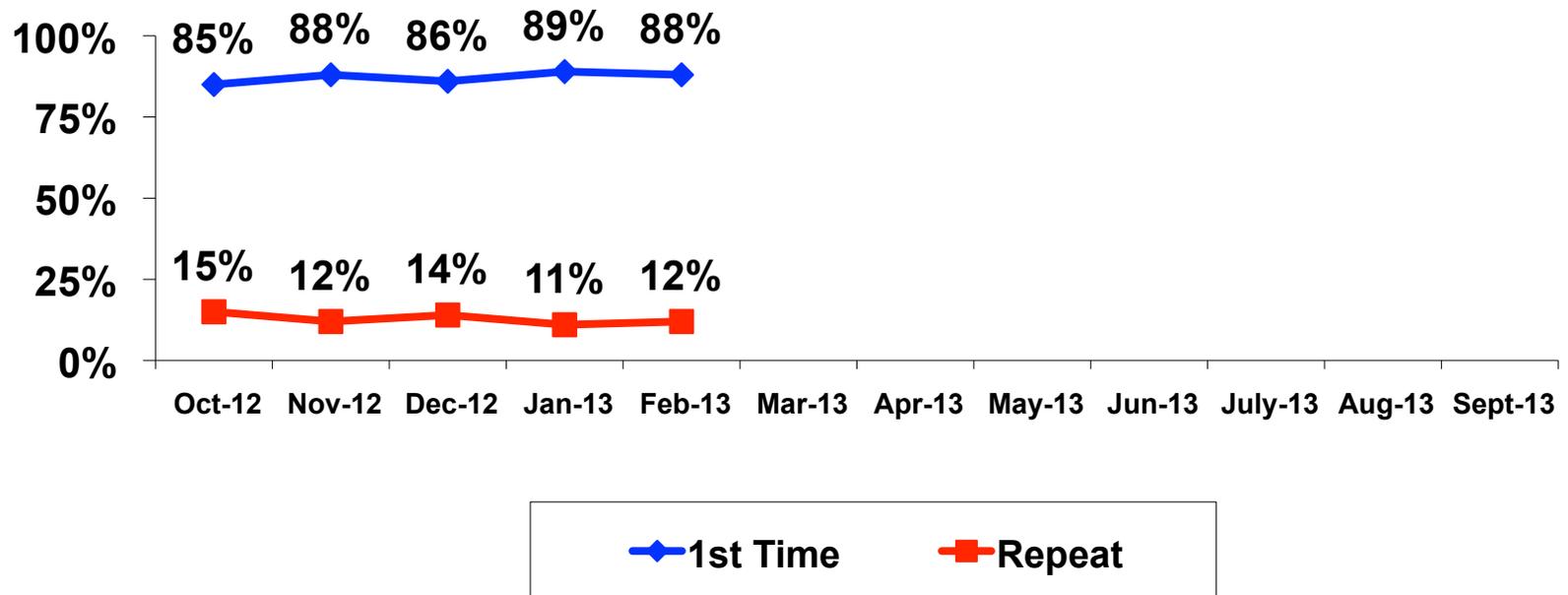
(Of those N=154 respondents, there is a total of 243 children 18 years or younger)



Prior Trips to Guam



Prior Trips to Guam



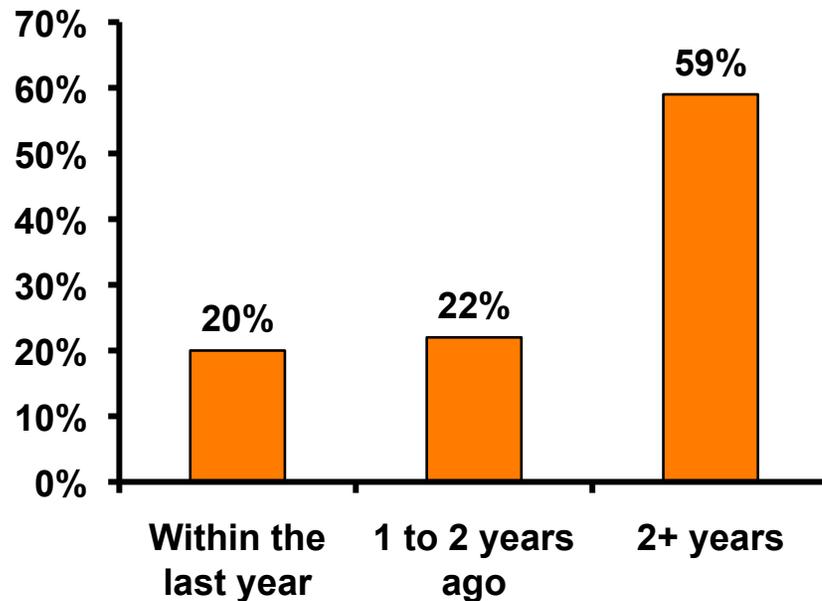
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
			-	1st	Repeat
GENDER	Male	Count	176	154	22
		Column N %	50%	50%	54%
	Female	Count	175	154	19
		Column N %	50%	50%	46%
	Total	Count	351	308	41
AGE	18-24	Count	14	12	2
		Column N %	4%	4%	5%
	25-34	Count	148	134	14
		Column N %	44%	45%	35%
	35-49	Count	163	139	22
		Column N %	48%	47%	55%
	50+	Count	14	12	2
		Column N %	4%	4%	5%
	Total	Count	339	297	40

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

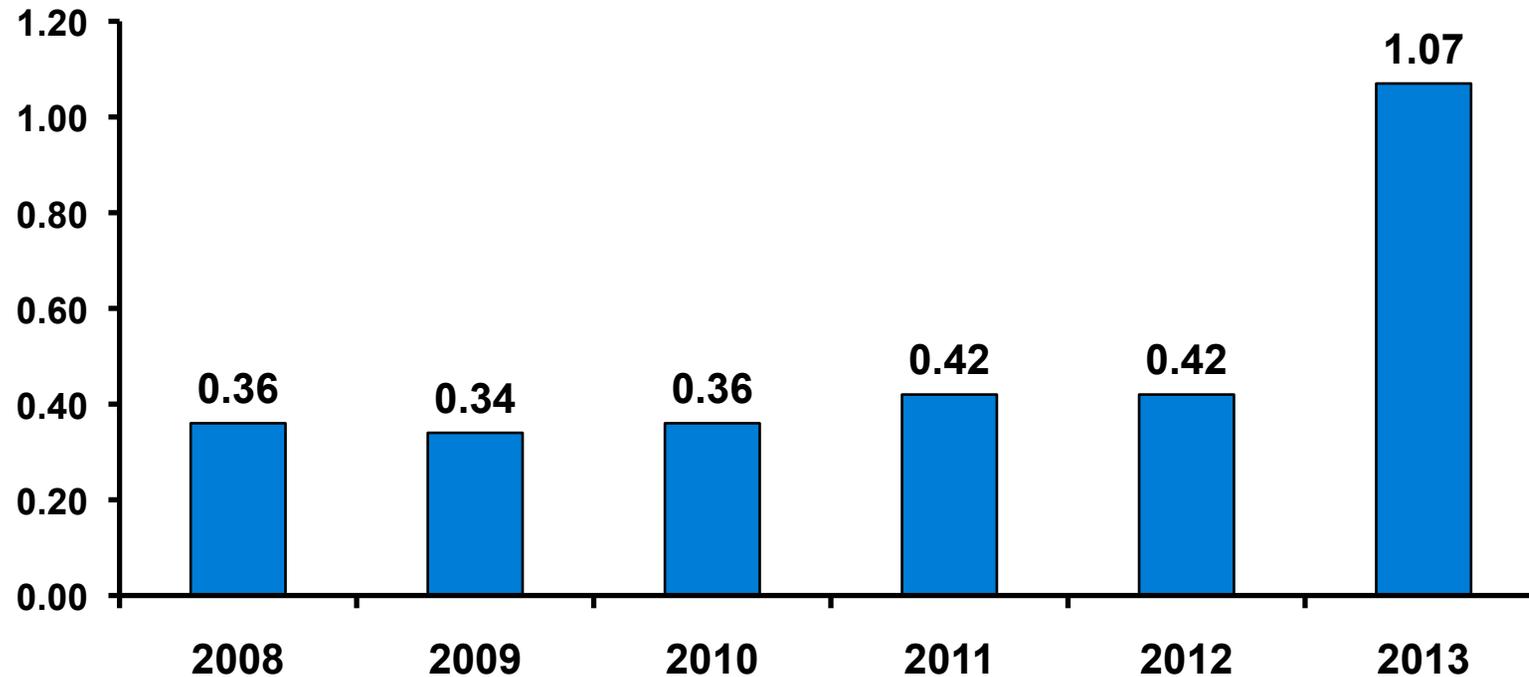
Repeat Visitors Last Trip

n = 41



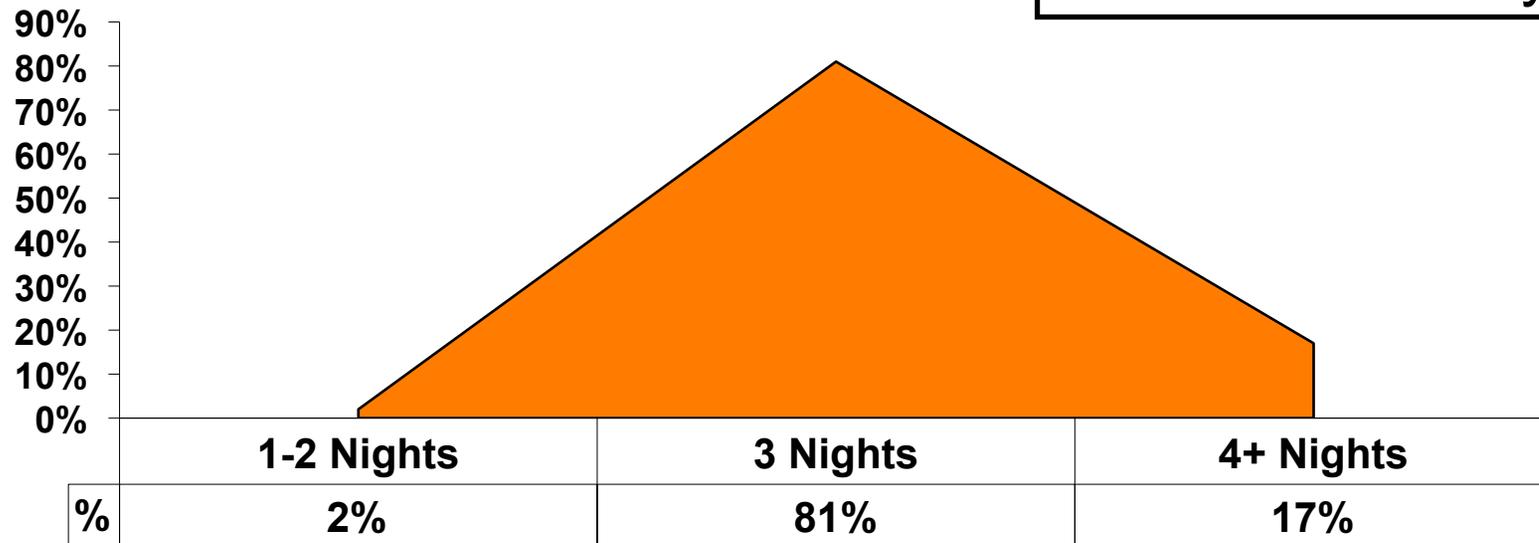
- The average repeat visitor has been to Guam 2.29 times.
- Roughly half the repeat visitors have been here within the last year.

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

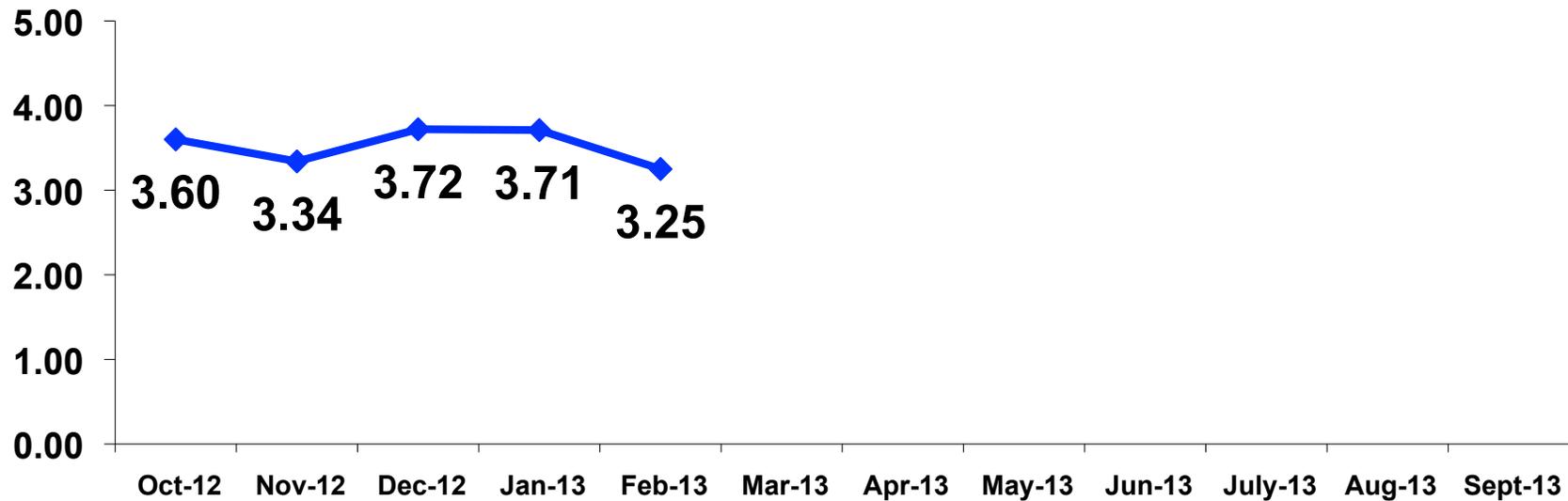


Length of Stay

Mean = 3.25 Days
Median = 3.0 Days



Average Length of Stay

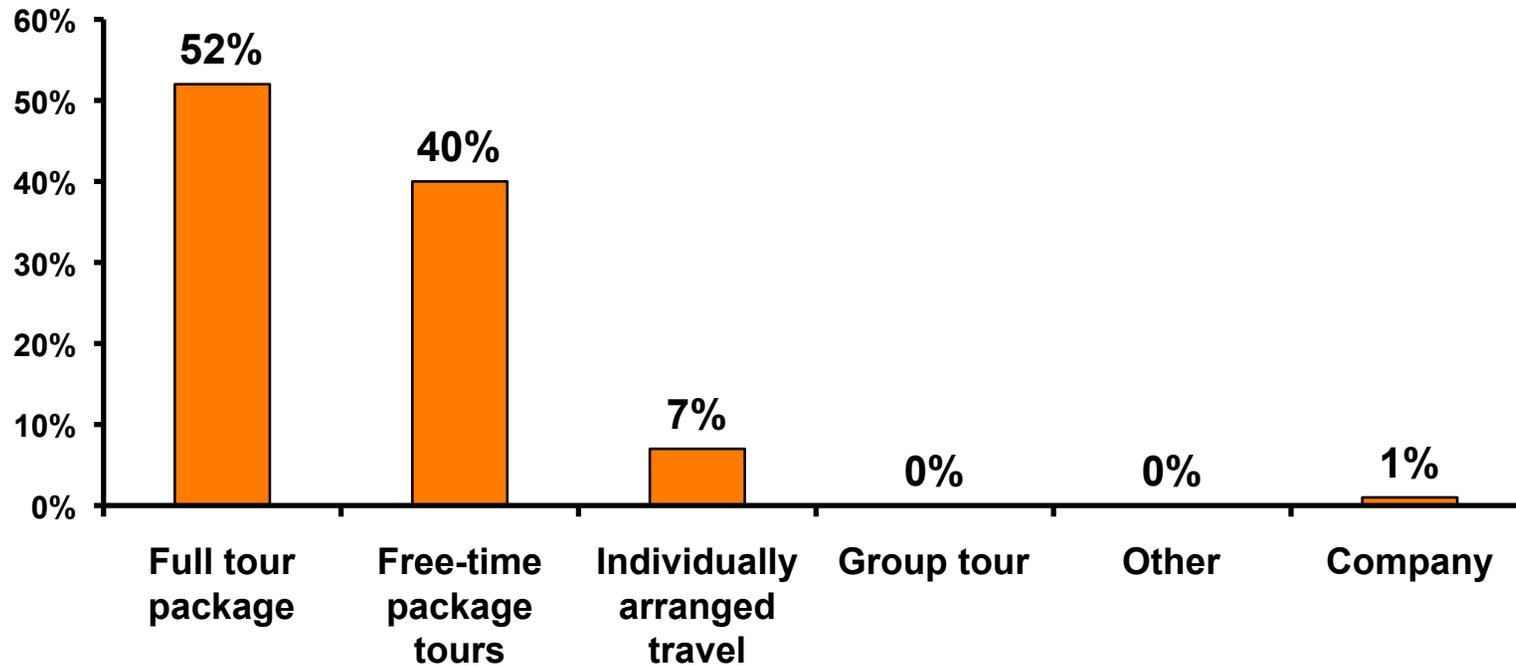


Occupation by Income

	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	22%		33%	16%	17%	20%	29%	30%	8%	
Self-employed	19%	33%	7%	13%	19%	24%	23%	14%	8%	
Housewife/ Homemaker	13%		13%	11%	9%	9%	16%	12%	50%	
Professor/ Teacher/ After-school	12%	33%	13%	18%	11%	11%	10%	11%	8%	
Professional/ Specialist/ Tech	11%			11%	6%	9%	10%	22%		
Student	4%		7%	8%	6%	3%		3%		
Service worker/ Private hse worker	4%				9%	3%	3%	4%	8%	
Skilled worker	3%		7%		4%	6%				
Manager/ Admin	3%			5%	4%	4%	3%	1%		
Freelancer	2%			3%	2%	4%			8%	
Judicial	2%				4%	1%	6%			
Govt- office worker non-mgr	2%			8%	4%					
Other	1%	33%	7%		2%			1%		
Retired	1%		7%			3%		1%		
Govt- Manager	1%			5%	2%					
Unemployed	1%					1%			8%	
Govt- Executive	1%		7%	3%						
Farmer/ Forestry/ Fisherman	0%					1%				
Total	Count	312	3	15	38	47	70	31	73	12

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

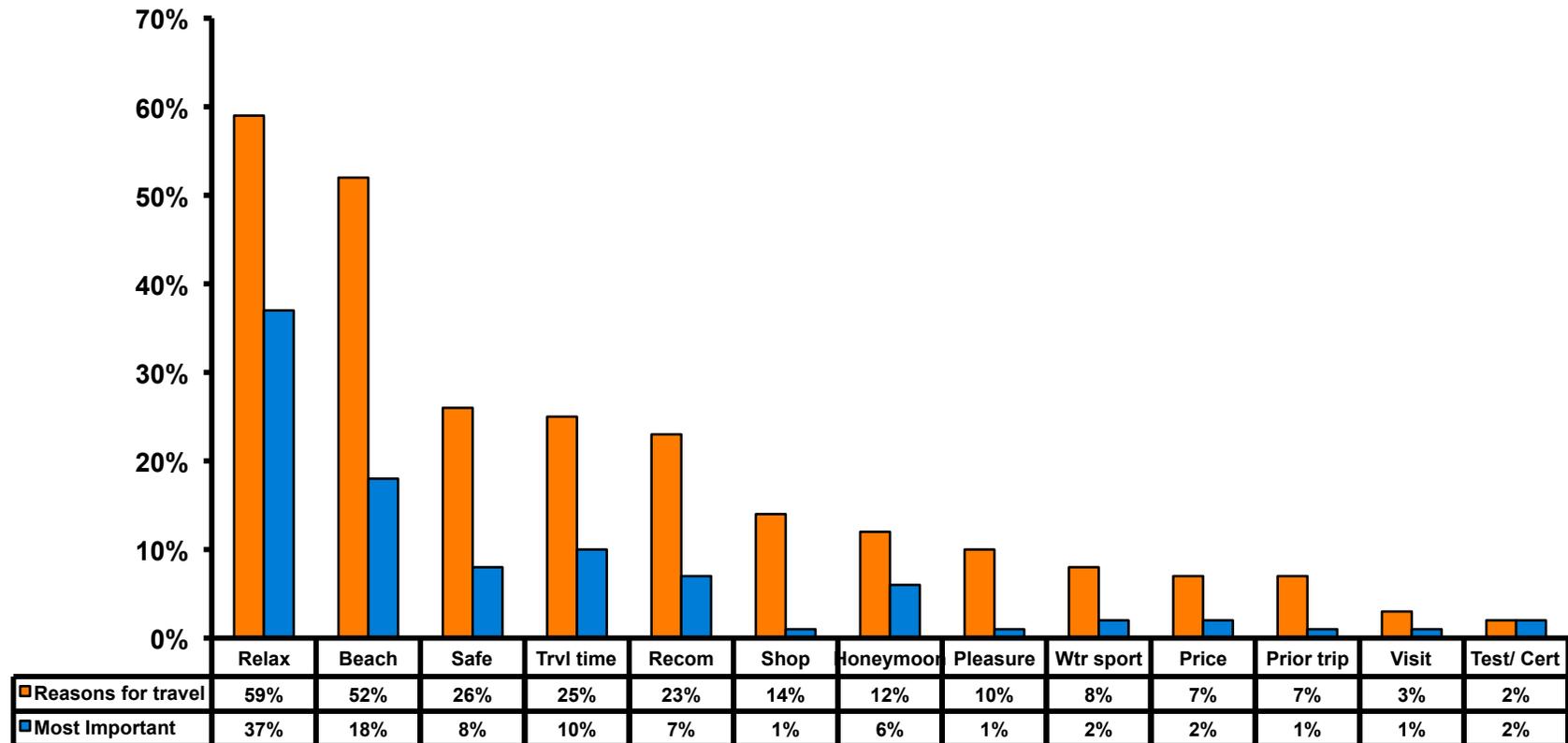


Accommodation by Income

Average length of stay: 3.25 days

		TOTAL	Q26							No Income	
		-	<KW12.0M	KW12.0M- KW24.0M	KW24.0M- KW36.0M	KW36.0M- KW48.0M	KW48.0M- KW60.0M	KW60.0M- KW72.0M	KW72.0M+		
Q9	PIC Club	55%		47%	41%	49%	56%	53%	77%	58%	
	Hyatt Regency Guam	11%	33%	7%	20%	12%	13%	16%	4%		
	Sheraton Laguna Guam	10%	33%	40%	15%	14%	6%	9%	3%	25%	
	Hilton Guam Resort	6%		7%	2%	6%	4%	3%	10%	8%	
	Outrigger Guam Resort	5%			10%	4%	6%	6%	3%		
	Hotel Nikko Guam	4%			2%	4%	6%			8%	
	Onward Beach Resort	2%					1%	6%			
	Holiday Resort Guam	2%			7%	2%					
	Other	1%	33%			2%		3%			
	Royal Orchid Guam	1%					3%				
	Leo Palace Resort	1%			2%	4%					
	Condo	1%					3%				
	Westin Resort Guam	1%					1%	3%			
	Ramada Suites Guam	0%							1%		
	Home stay/ friend/ relative	0%									
	Pacific Bay Hotel	0%					1%				
	Oceanview Hotel	0%							1%		
	Guam Aurora Resort	0%				2%					
	Guam Reef Hotel	0%									
	Total	Count	347	3	15	41	49	70	32	71	12

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	59%	43%	54%	63%	71%	57%	60%
	Natural beauty	52%	36%	47%	56%	79%	52%	52%
	Safe	26%	21%	26%	28%	14%	18%	33%
	Short travel time	25%	21%	28%	25%	21%	23%	27%
	Recomm- friend/family/trvl agnt	23%	7%	24%	23%	36%	21%	26%
	Shopping	14%	14%	16%	13%		13%	15%
	Honeymoon	12%	14%	22%	4%	7%	14%	11%
	Pleasure	10%	21%	6%	11%	14%	10%	9%
	Water sports	8%		6%	11%	14%	5%	12%
	Price	7%	7%	9%	6%	7%	4%	11%
	Previous trip	7%	7%	3%	11%	7%	5%	9%
	Visit friends/ Relatives	3%		3%	3%	7%	2%	3%
	Organized sports	2%		1%	3%		3%	1%
	Career Cert/ Testing	2%	14%	3%	1%		3%	1%
	Golf	2%		1%	3%	7%	3%	1%
	Company Sponsored	1%		2%	1%	7%	1%	2%
	Company/ Business Trip	1%	7%	1%	1%		1%	1%
	Scuba	1%		1%	2%		2%	1%
	Other	1%		1%	1%		1%	
	Married/ Attn wedding	1%		1%			1%	1%
	Total	Count	14	145	160	14	174	171

Motivation by Income

		TOTAL	Q26							No Income
		-	<KW12.0M	KW12.0M- KW24.0M	KW24.0M- KW36.0M	KW36.0M- KW48.0M	KW48.0M- KW60.0M	KW60.0M- KW72.0M	KW72.0M+	
Q5A	Relax	59%	33%	60%	59%	53%	75%	74%	46%	38%
	Natural beauty	52%	33%	60%	46%	53%	45%	39%	65%	54%
	Safe	26%		20%	10%	22%	22%	32%	46%	38%
	Short travel time	25%		27%	31%	22%	23%	26%	33%	23%
	Recomm- friend/family/trvl agnt	23%	33%	33%	21%	27%	25%	16%	25%	31%
	Shopping	14%		20%	5%	20%	13%	13%	14%	15%
	Honeymoon	12%	33%	7%	41%	18%	6%	3%	4%	23%
	Pleasure	10%		13%		16%	9%	6%	14%	15%
	Water sports	8%		33%	3%	6%	4%	3%	13%	8%
	Price	7%	33%	13%	3%	10%	3%	6%	7%	8%
	Previous trip	7%				8%	4%	3%	13%	8%
	Visit friends/ Relatives	3%			3%	2%		3%	7%	
	Organized sports	2%		7%	3%	2%	1%		1%	8%
	Career Cert/ Testing	2%			3%	4%			4%	
	Golf	2%					3%		3%	
	Company Sponsored	1%			3%		3%	3%		
	Company/ Business Trip	1%		7%		2%	3%			
	Scuba	1%			3%	2%			3%	
	Other	1%							1%	8%
	Married/ Attn wedding	1%		7%	3%					
	Total	Count	3	15	39	49	69	31	72	13

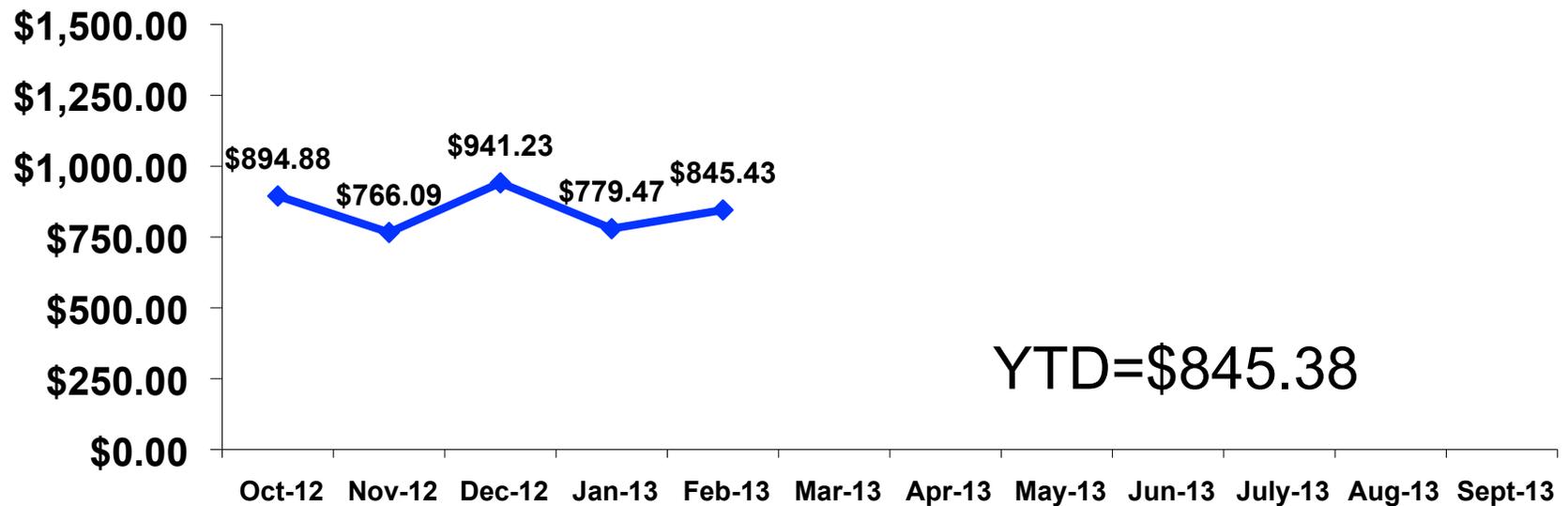
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

KW 1,079.14/US\$1

- \$1,984.18 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$11,305 = maximum (highest amount recorded for the entire sample)
- \$845.43 = overall mean average per person prepaid expenditures

Prepaid Expenditures Per Person



Breakdown of Prepaid Expenditures

KW 1,079.14=\$1

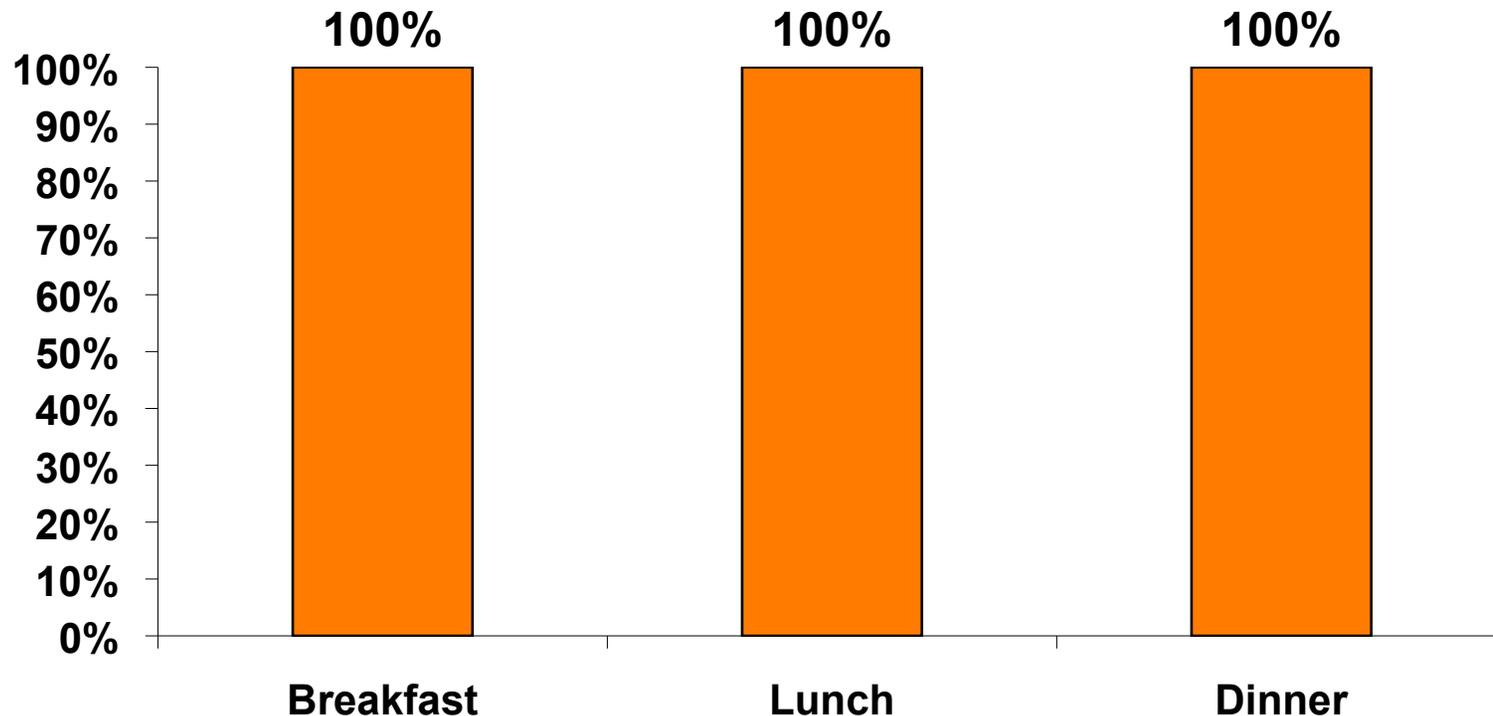
(Filter: Only those who responded/
Per Travel Party)

	MEAN \$
Air & Accommodation package only	\$1,710.39
Air & Accommodation w/ daily meal package	\$2,696.76
Air only	\$1,555.25
Accommodation only	\$-
Accommodation w/ daily meal only	\$1,862.59
Food & Beverages in Hotel	\$333.60
Ground transportation - Korea	\$65.45
Ground transportation - Guam	\$137.05
Optional tours/ activities	\$426.27
Other expenses	\$719.38
Total Prepaid	\$1,984.18

Prepaid Meal Breakdown

Air/ Accommodations with Daily Meal Package

n=2

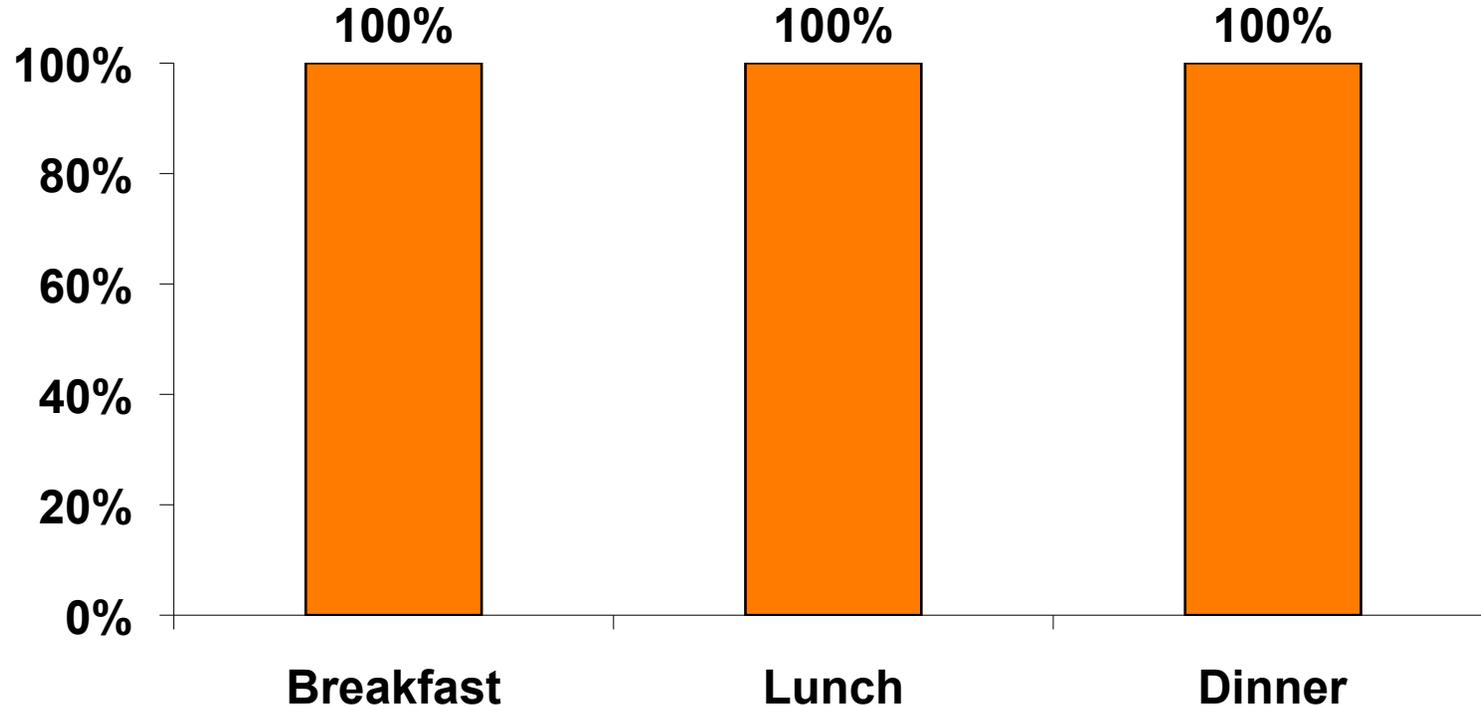


Mean=\$2,696.76 per travel party

Prepaid Meal Breakdown

Accommodations with Daily Meal Package

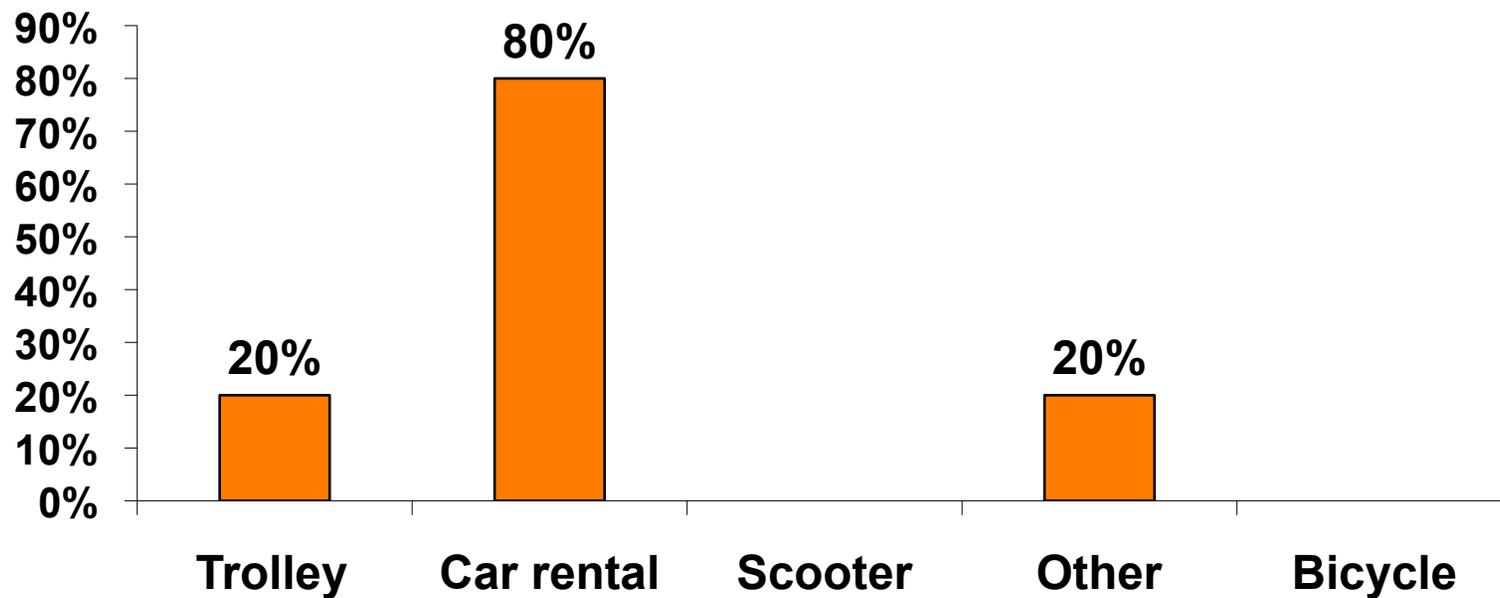
n=2



Mean=\$1,862.59 per travel party

Prepaid Ground Transportation

n=5

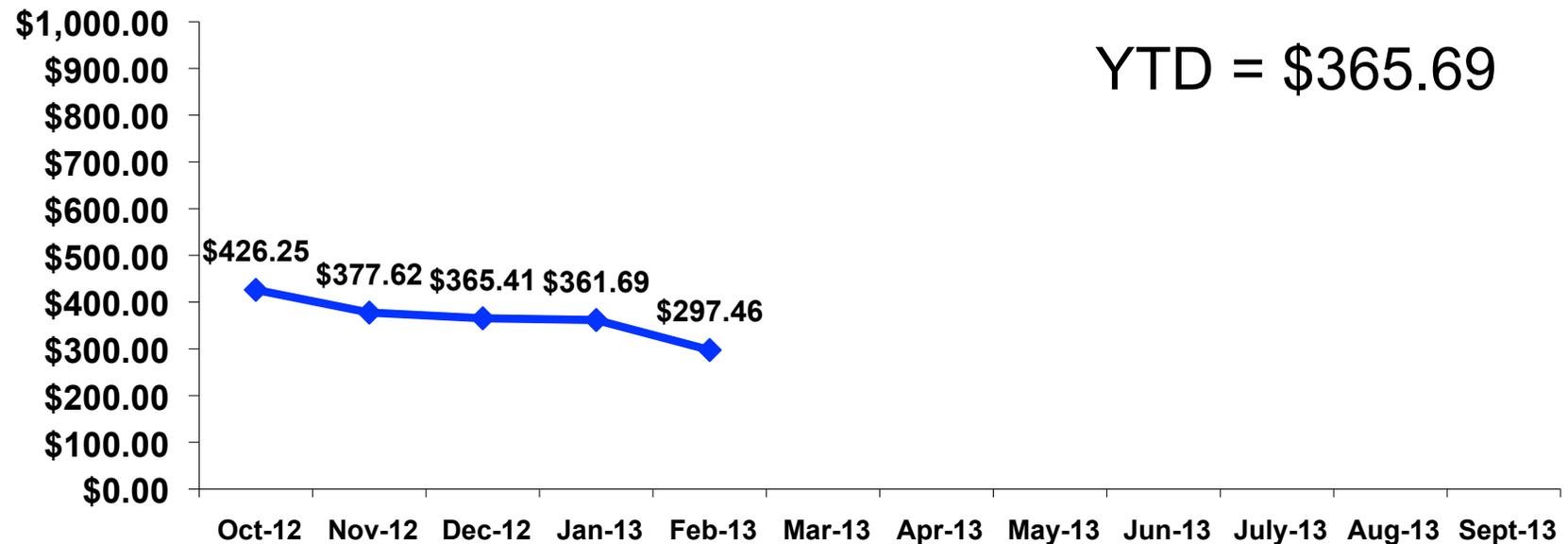


Mean=\$137.05 per travel party

On-Island Expenditures

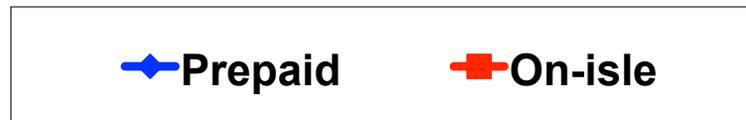
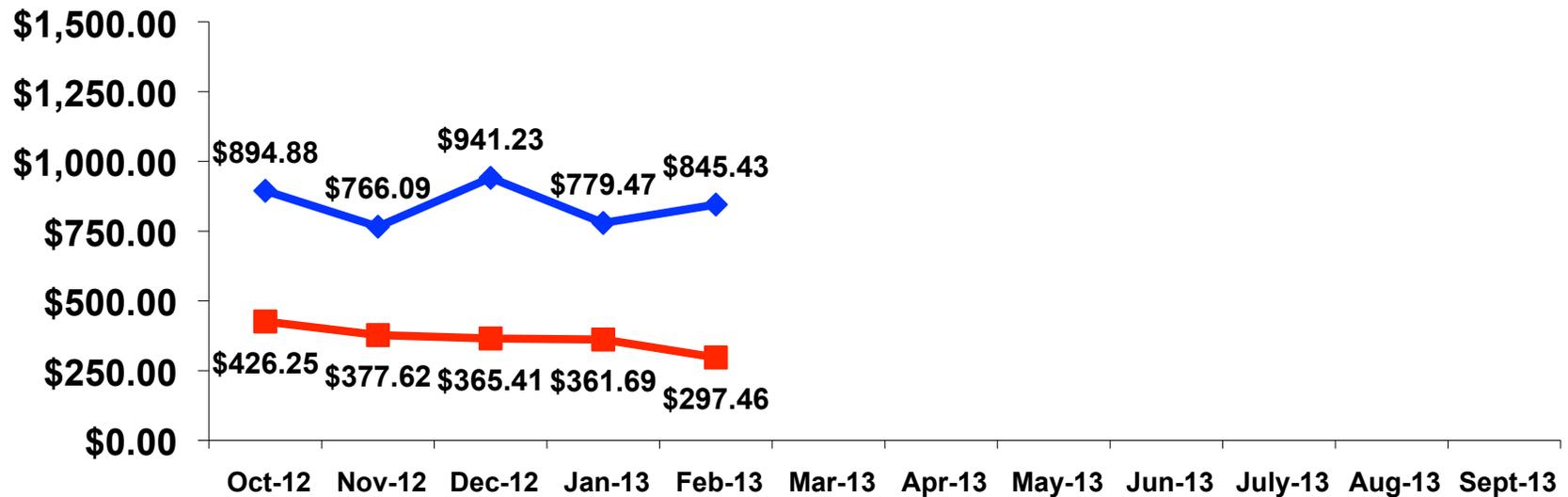
- \$695.07 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$6,000 = Maximum (highest amount recorded for the entire sample)
- \$297.46 = overall mean average per person on-island expenditure

On-Island Expenditures Per Person



Prepaid/ On-Island Expenditures Per Person

Prepaid YTD = \$845.38 On-Island YTD = \$365.69



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	\$297.46	\$302.83	\$292.07	\$432.33	\$381.40	\$261.86	\$187.54	\$790.83	\$311.73	\$234.74	\$377.33
	Median	\$200	\$245	\$174	\$271	\$260	\$225	\$130	\$98	\$230	\$150	\$132
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$4,000	\$3,000	\$4,000	\$1,667	\$3,000	\$1,000	\$650	\$4,000	\$1,000	\$1,710	\$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	\$41.91	\$43.77	\$40.03	\$25.43	\$41.63	\$47.99	\$26.43
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$24.44	\$23.74	\$25.14	\$24.29	\$26.52	\$24.60	\$18.93
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B RESTRNT	Mean	\$38.24	\$48.73	\$27.68	\$107.50	\$50.72	\$21.25	\$35.36
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPT TOUR	Mean	\$75.52	\$82.13	\$68.86	\$118.57	\$63.72	\$83.56	\$101.43
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$122.62	\$119.73	\$125.53	\$90.00	\$89.66	\$169.88	\$44.29
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- OTHER	Mean	\$86.15	\$87.10	\$85.20	\$105.36	\$100.34	\$80.30	\$37.50
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TRANS	Mean	\$26.13	\$30.19	\$22.05	\$39.71	\$33.97	\$20.80	\$1.71
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$280.72	\$309.10	\$252.17	\$536.71	\$295.49	\$249.39	\$299.64
	Median	\$50	\$25	\$51	\$75	\$10	\$58	\$60
TOTAL	Mean	\$695.07	\$745.92	\$643.93	\$1,047.57	\$705.49	\$693.23	\$565.29
	Median	\$500	\$500	\$420	\$395	\$500	\$500	\$382

On-Island Expenditures

First Timers & Repeaters

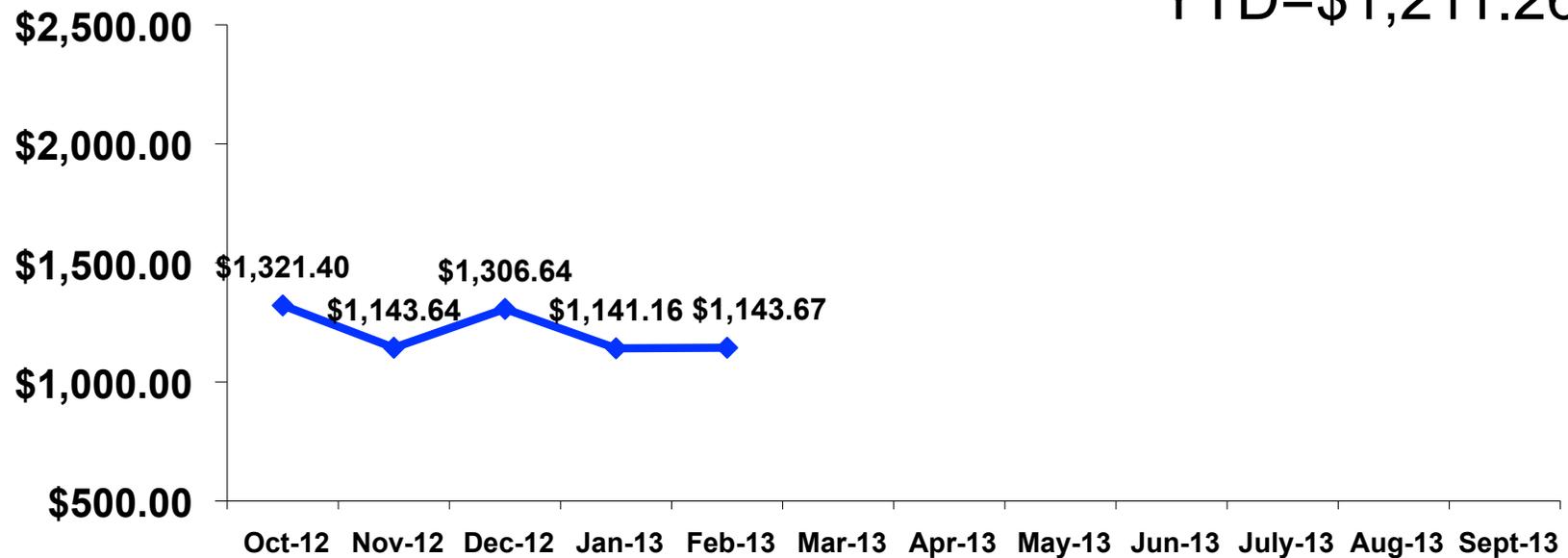
		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$41.91	\$42.68	\$37.85
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$24.44	\$22.92	\$33.41
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$38.24	\$36.85	\$50.49
	Median	\$0	\$0	\$0
OPT TOUR	Mean	\$75.52	\$76.19	\$66.83
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$122.62	\$118.59	\$134.51
	Median	\$0	\$0	\$0
GIFT- OTHER	Mean	\$86.15	\$86.81	\$85.37
	Median	\$0	\$0	\$0
TRANS	Mean	\$26.13	\$25.72	\$29.02
	Median	\$0	\$0	\$0
OTHER	Mean	\$280.72	\$289.91	\$225.37
	Median	\$50	\$50	\$30
TOTAL	Mean	\$695.07	\$699.91	\$655.54
	Median	\$500	\$500	\$500

Total Expenditures Per Person (Prepaid & On-Island)

- \$1,143.67 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$7,707 = Maximum (highest amount recorded for the entire sample)

Total Expenditures Per Person

YTD=\$1,211.26

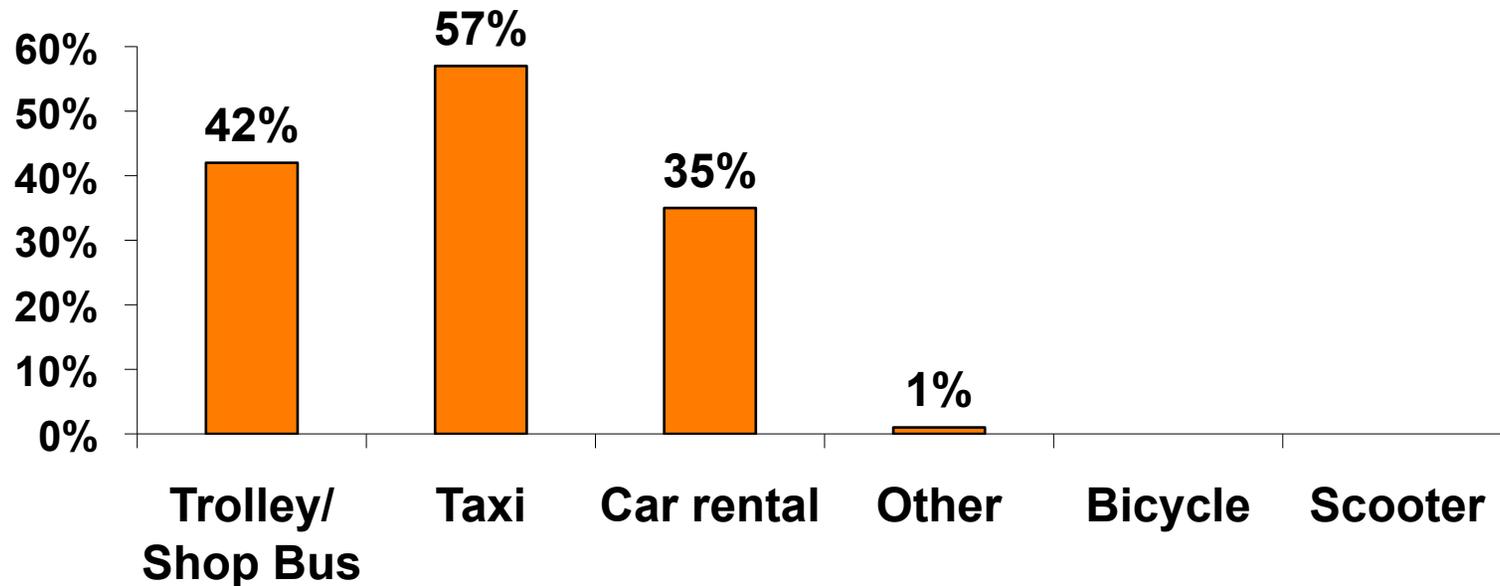


Breakdown of On-Island Expenditures for Entire Travel Party

	MEAN \$
Food & beverage in a hotel	\$41.91
Food & beverage in fast food restaurant/ convenience store	\$24.44
Food & beverage at restaurants or drinking establishments outside a hotel	\$38.24
Optional tours and activities	\$75.52
Gifts/ souvenirs for yourself/companions	\$122.62
Gifts/ souvenirs for friends/family at home	\$86.15
Local transportation	\$26.13
Other expenses not covered	\$280.72
Average Total	\$695.07

Local Transportation

n=115



Mean=\$26.13 per travel party

Guam Airport Expenditures

- \$59.94 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$3,500 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

	MEAN \$
Food & Beverages	\$6.03
Gifts/Souvenirs Self	\$31.44
Gifts/Souvenirs Others	\$21.64
Total	\$59.94

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

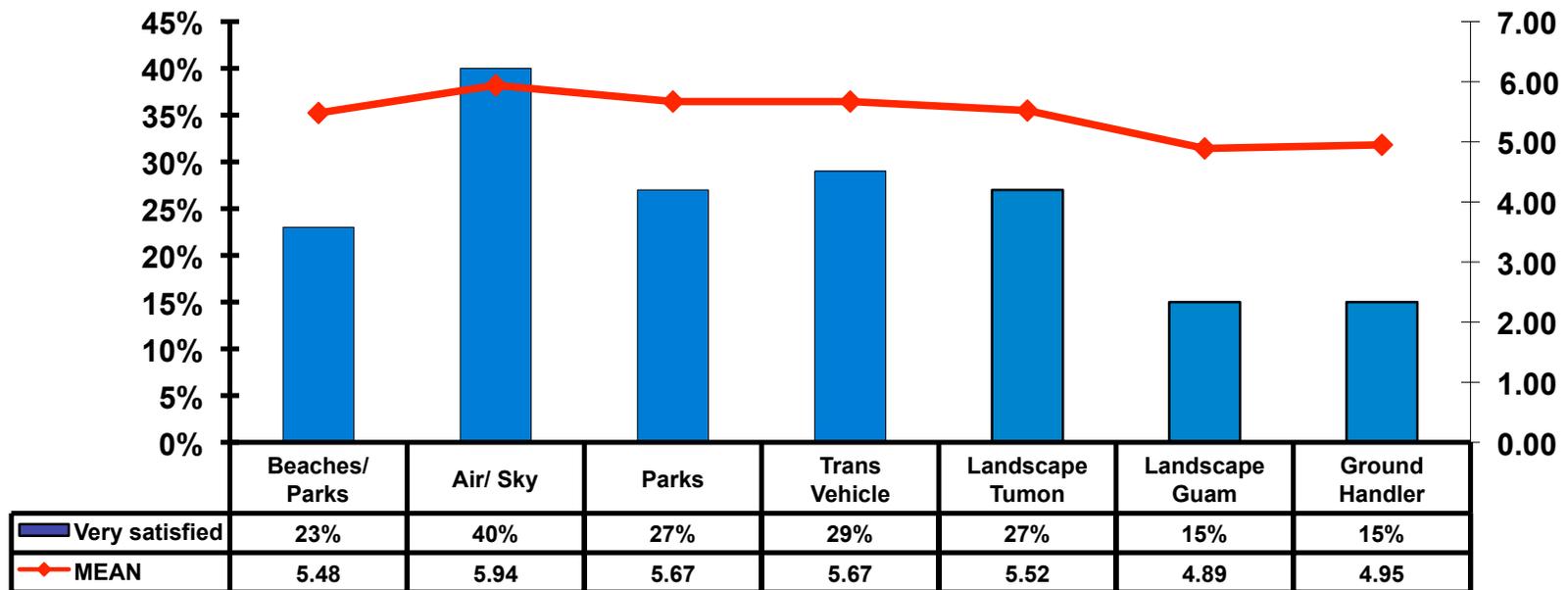
7=Very Satisfied/1=Very Dissatisfied



Satisfaction Quality/ Cleanliness

7pt Rating Scale

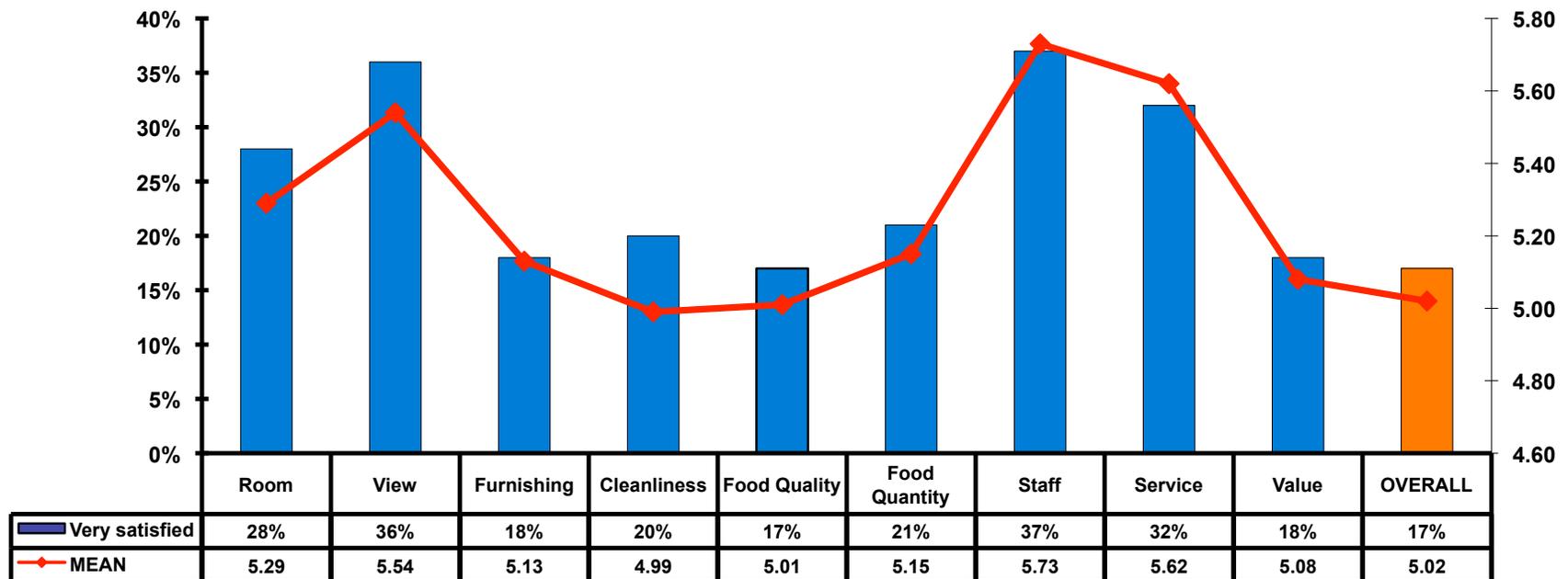
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

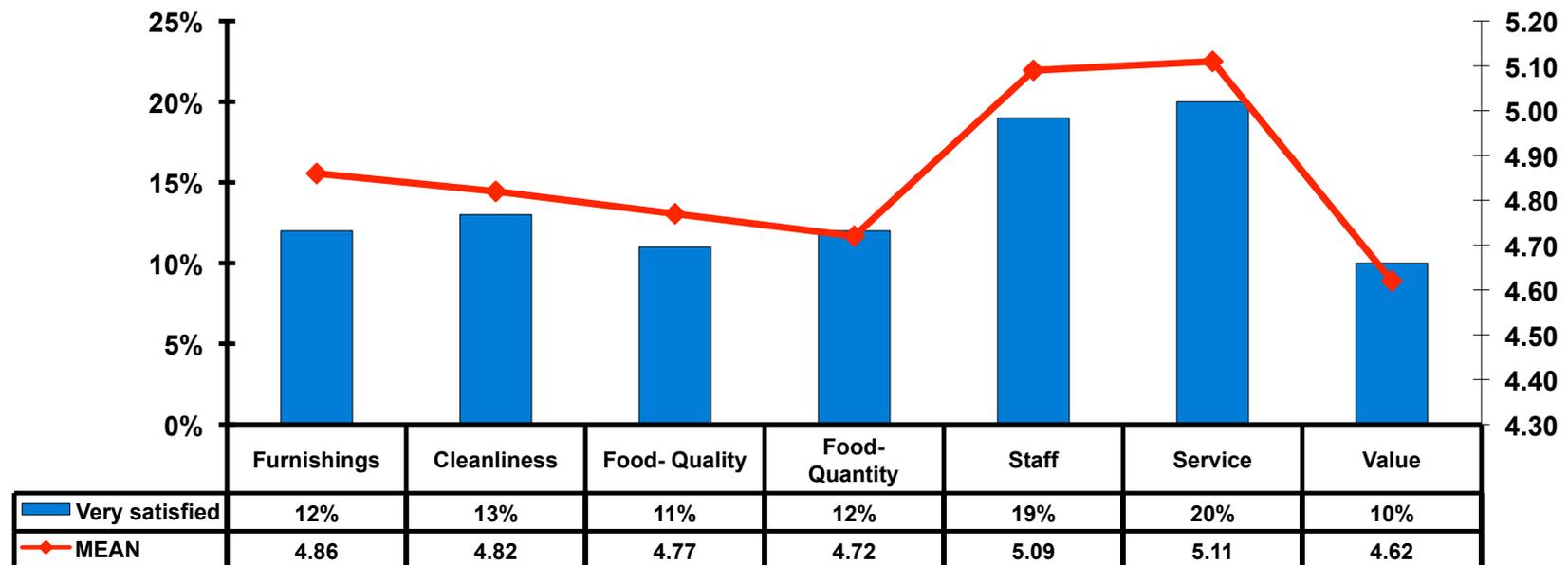
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

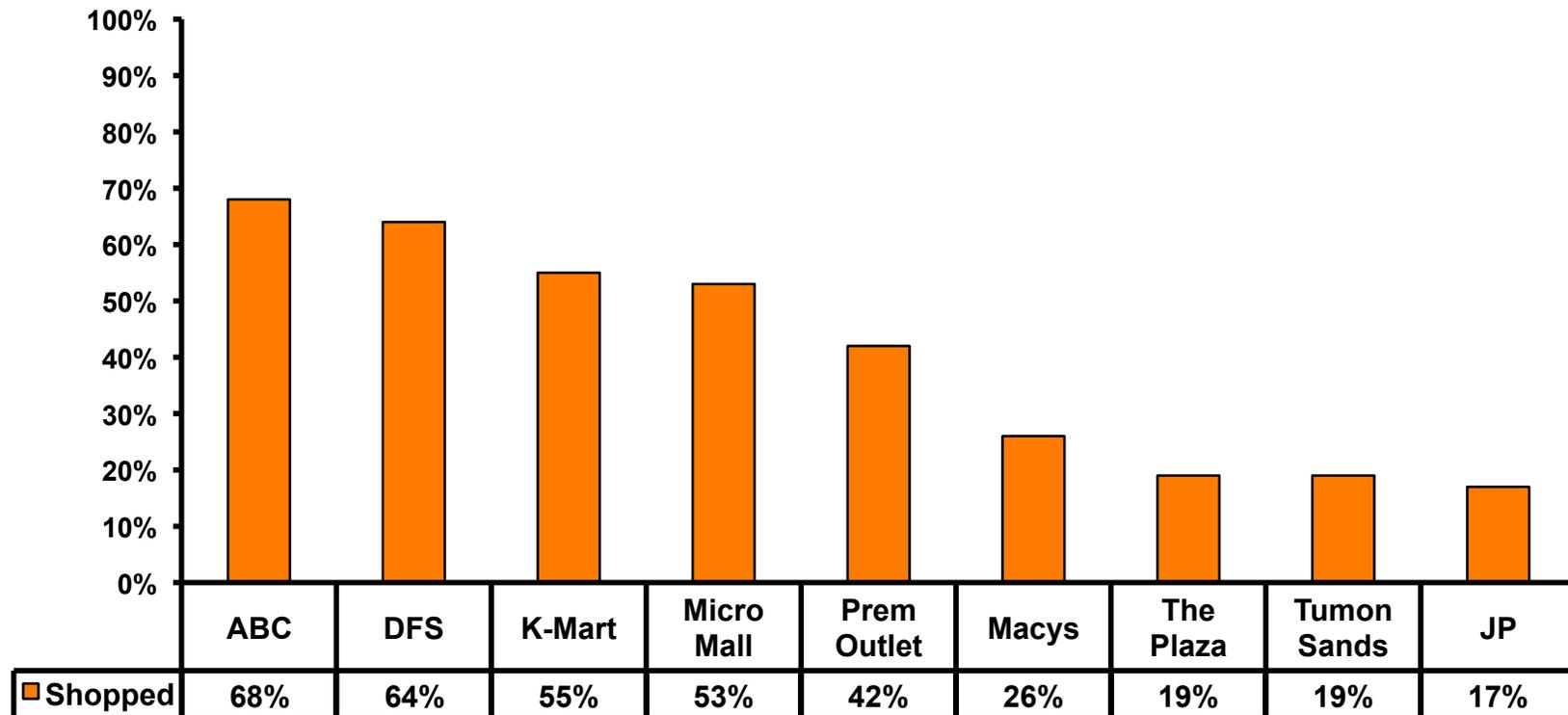
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

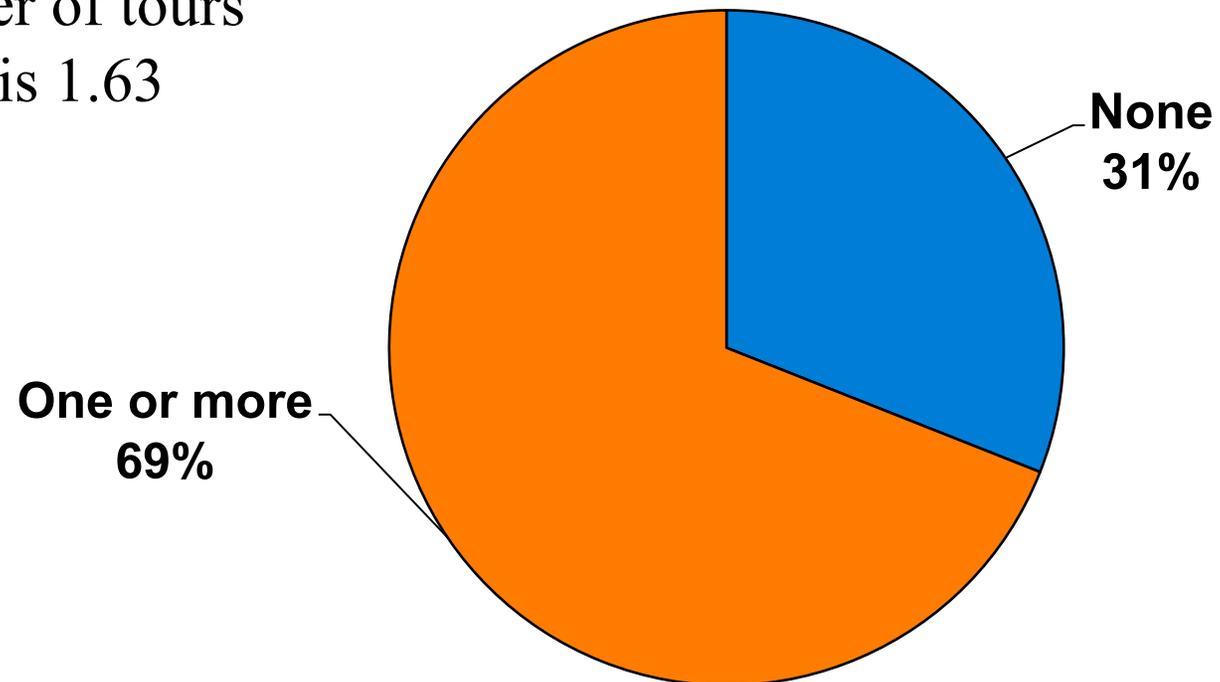
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

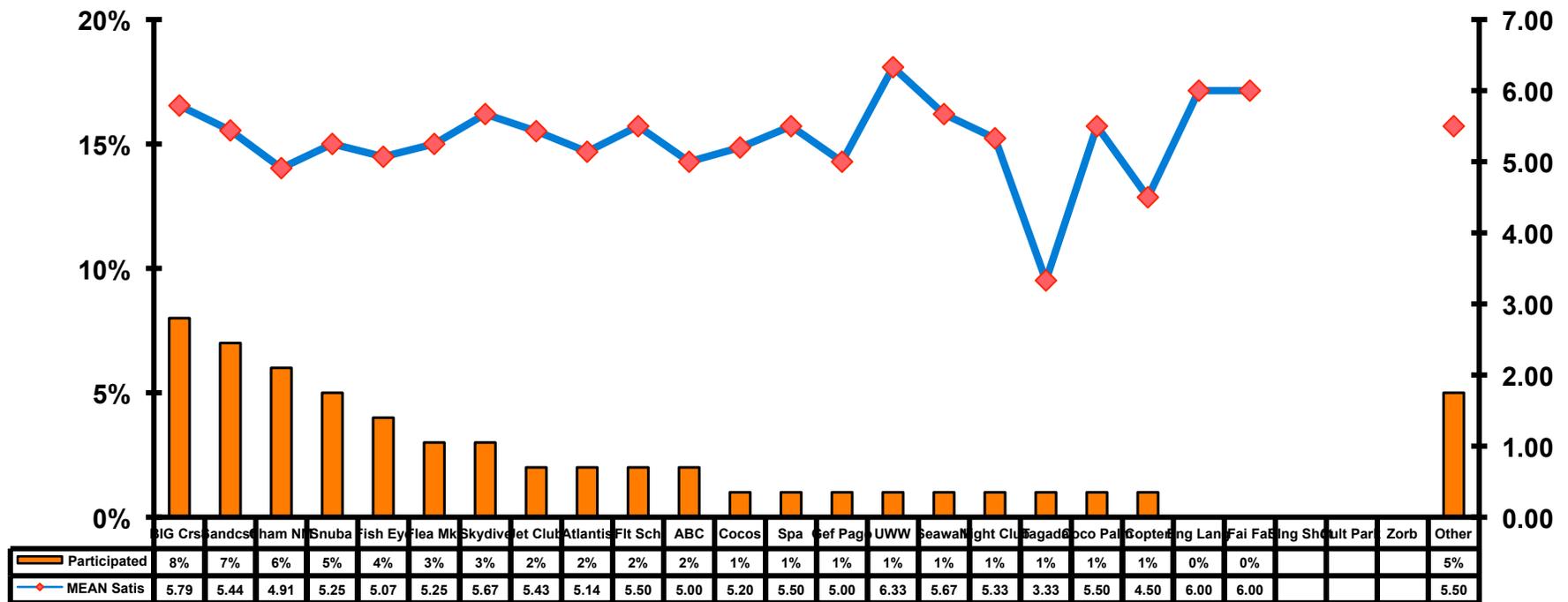
Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 49%	Score of 6 to 7 = 44%
Score of 4 to 5 = 43%	Score of 4 to 5 = 43%
Score 1 to 3 = 8%	Score 1 to 3 = 13%
MEAN = 5.18	MEAN = 4.99

Optional Tour Participation

- Average number of tours participated in is 1.63



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 = 40%	Score of 6 to 7 = 36%
Score of 4 to 5 = 55%	Score of 4 to 5 = 54%
Score 1 to 3 = 6%	Score 1 to 3 = 10%
MEAN = 5.05	MEAN = 4.88

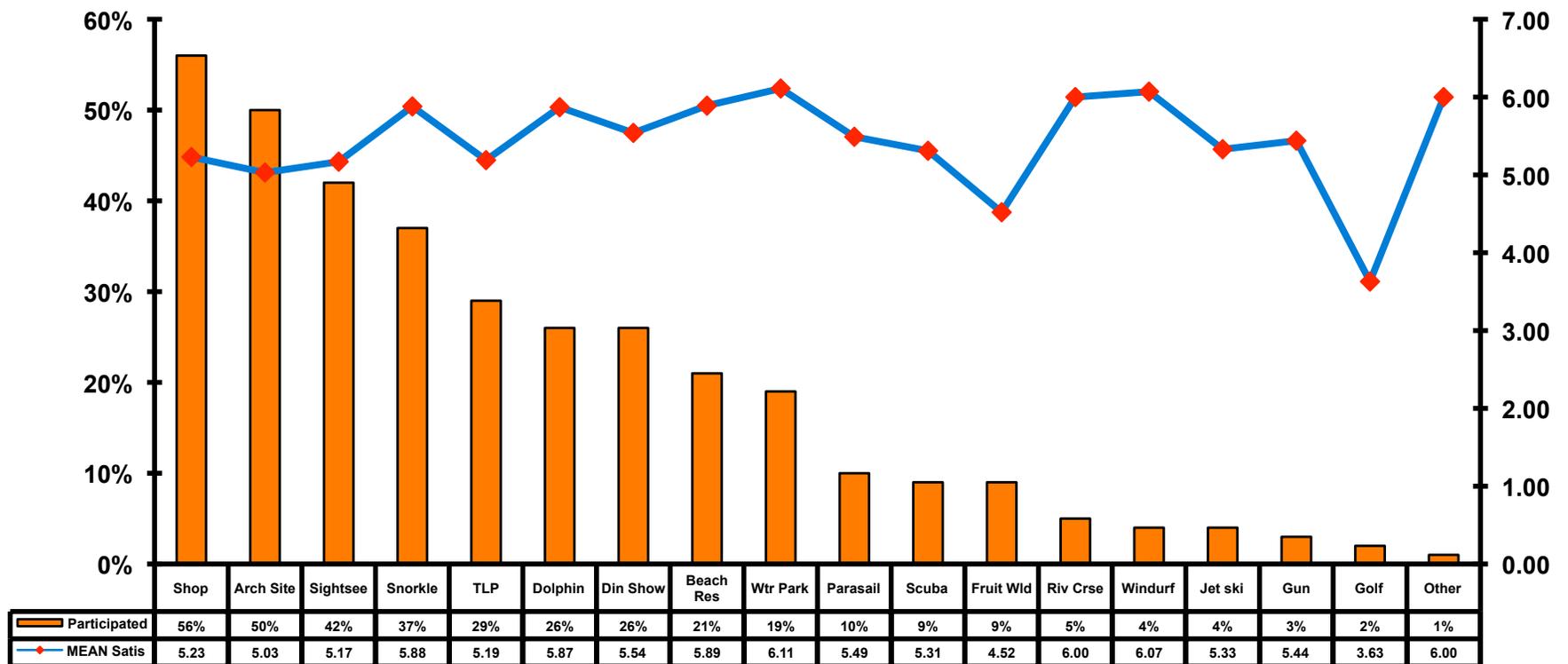
Night Tours Satisfaction

7pt Rating Scale

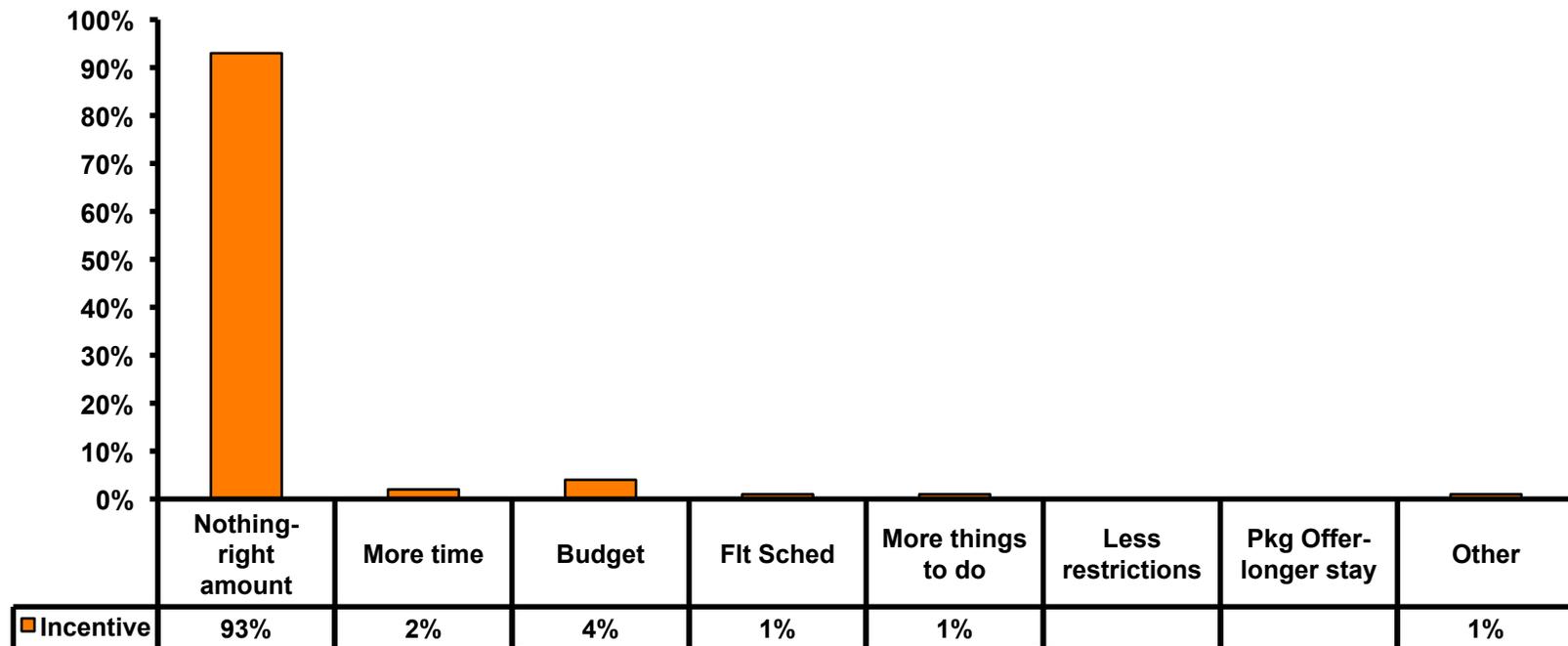
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 29%	Score of 6 to 7 = 29%
Score of 4 to 5 = 63%	Score of 4 to 5 = 60%
Score 1 to 3 = 8%	Score 1 to 3 = 11%
MEAN = 4.78	MEAN = 4.75

Satisfaction with Other Activities



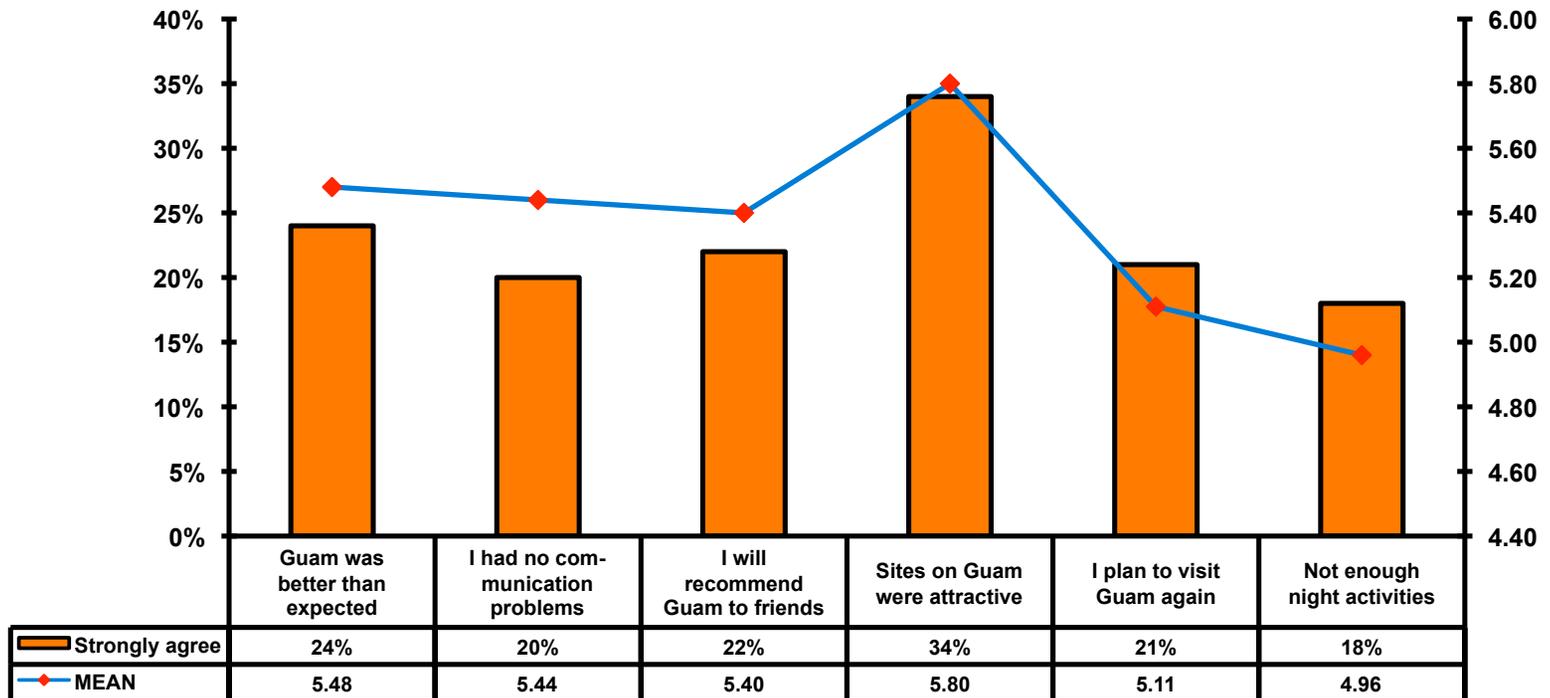
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

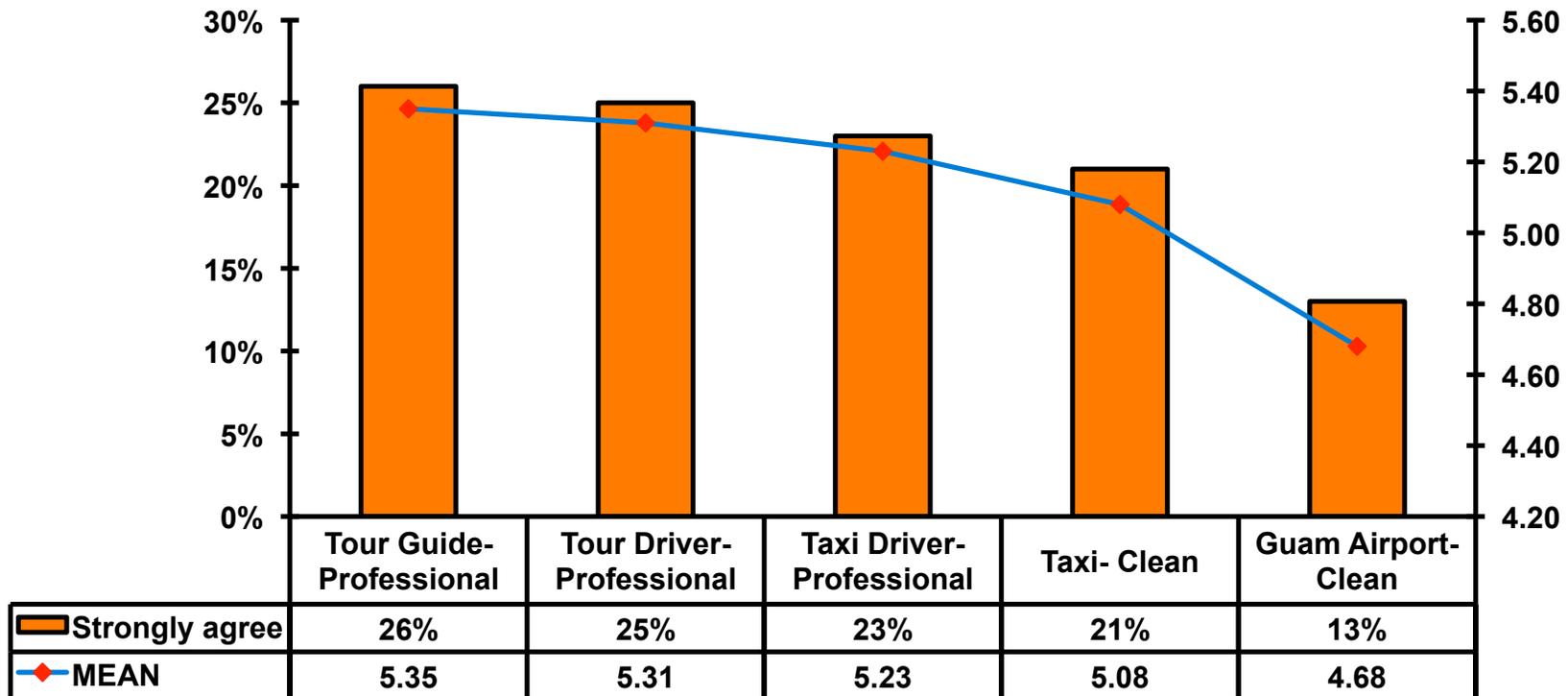
7=Very Satisfied/ 1=Very Dissatisfied



On-Island Perceptions

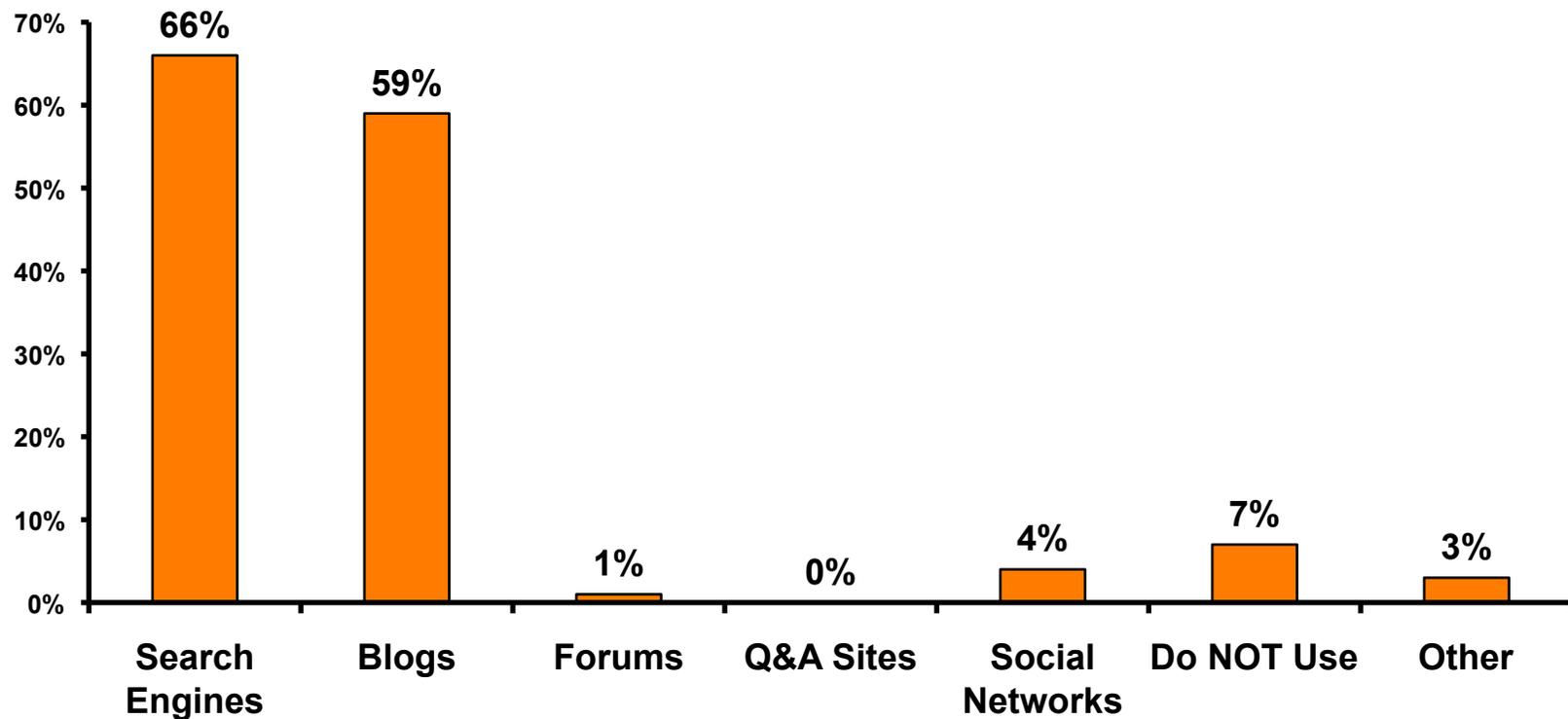
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



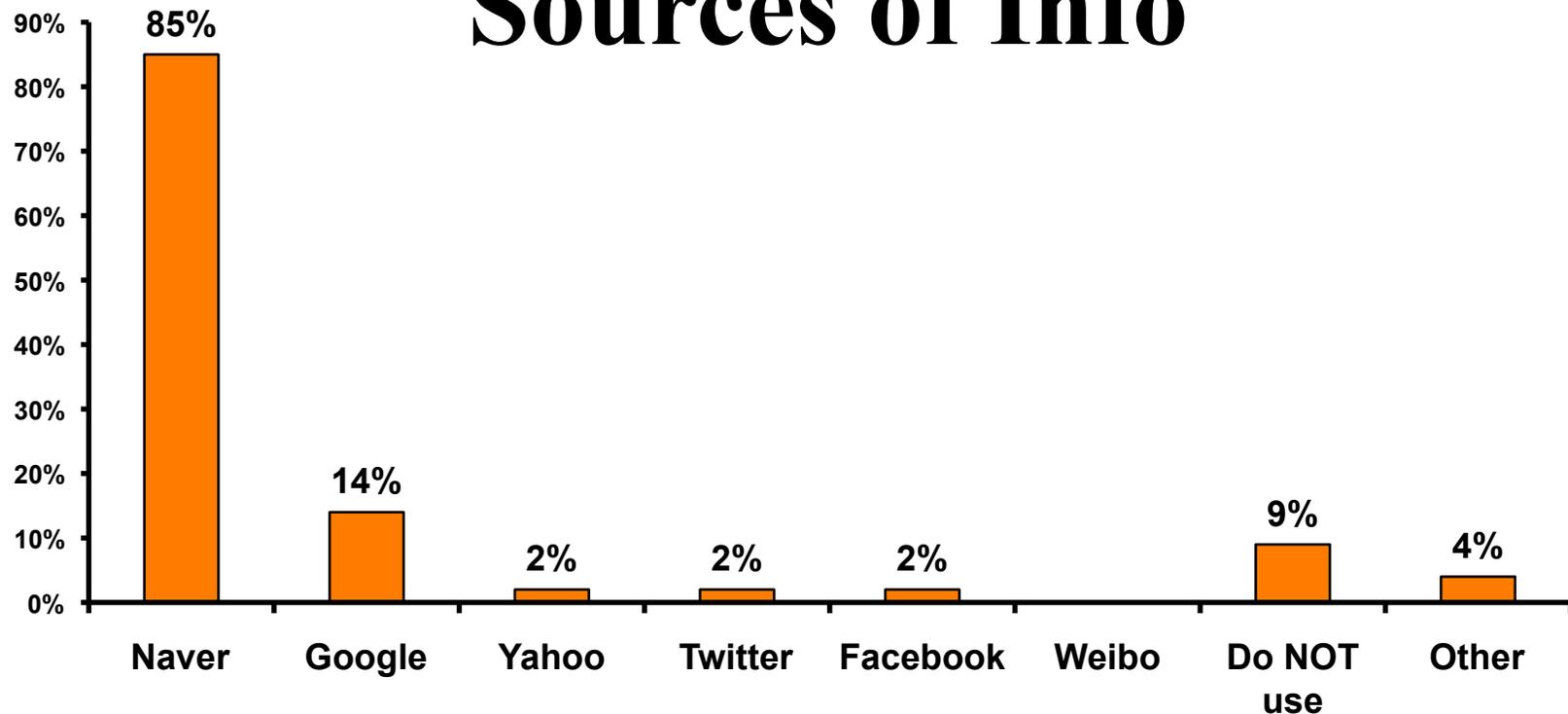
SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

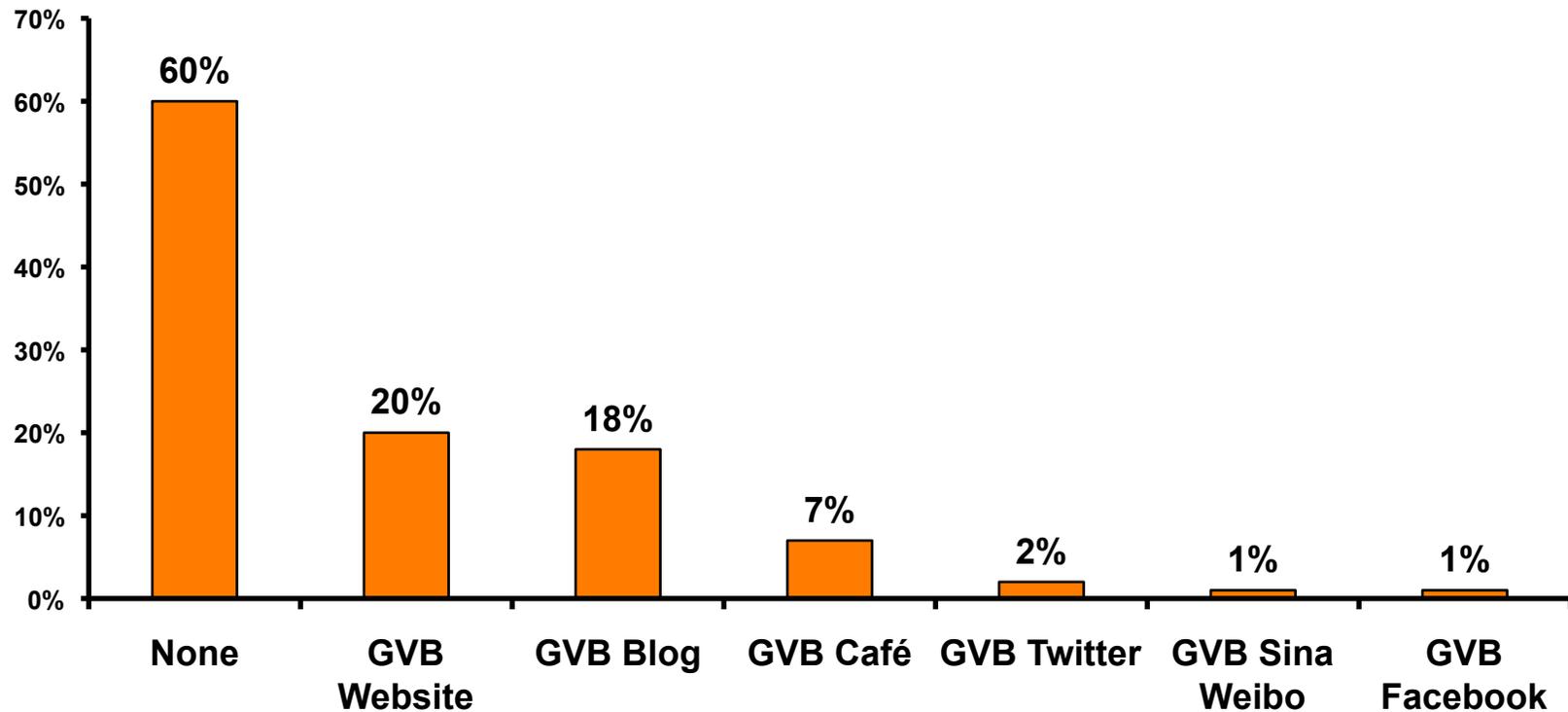


Internet- Things To Do

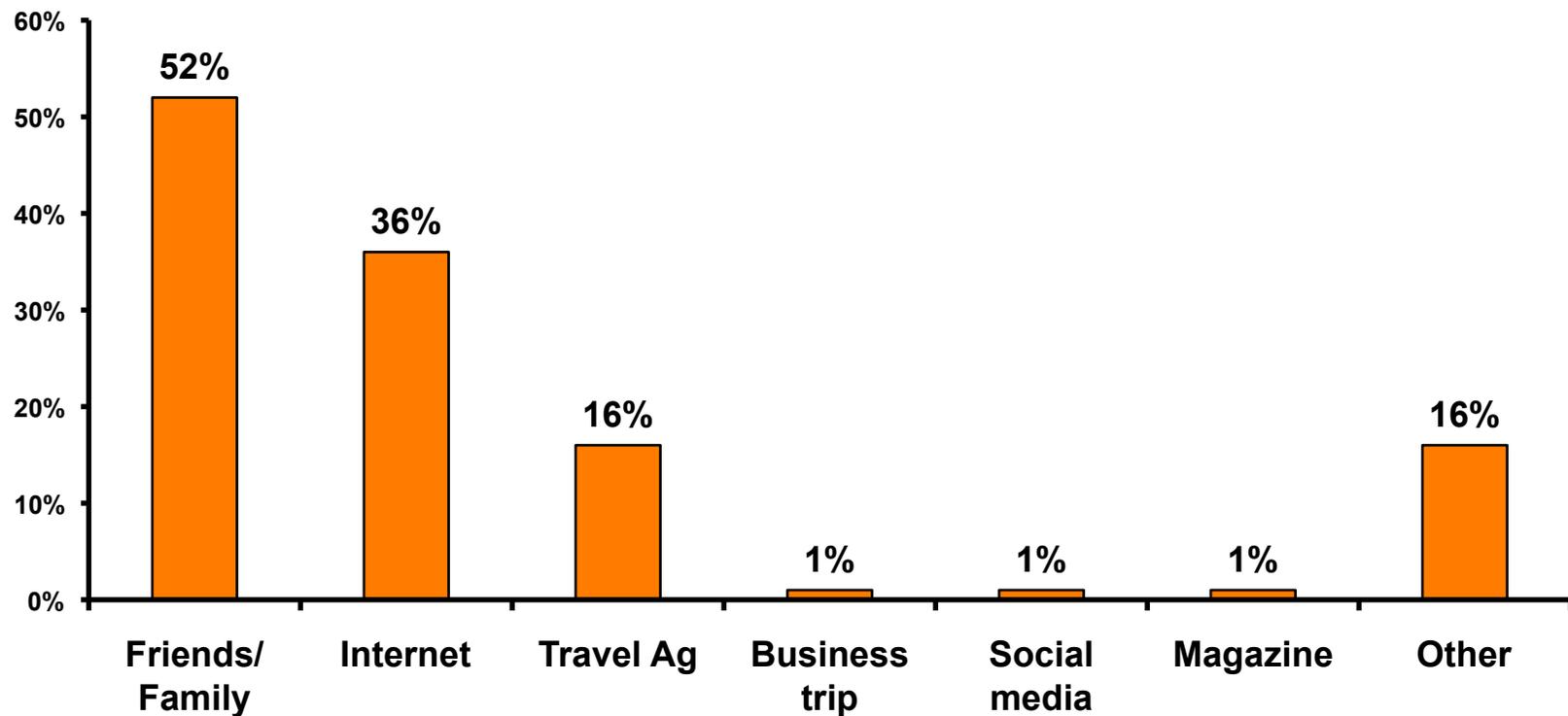
Sources of Info



Internet- GVB Sources

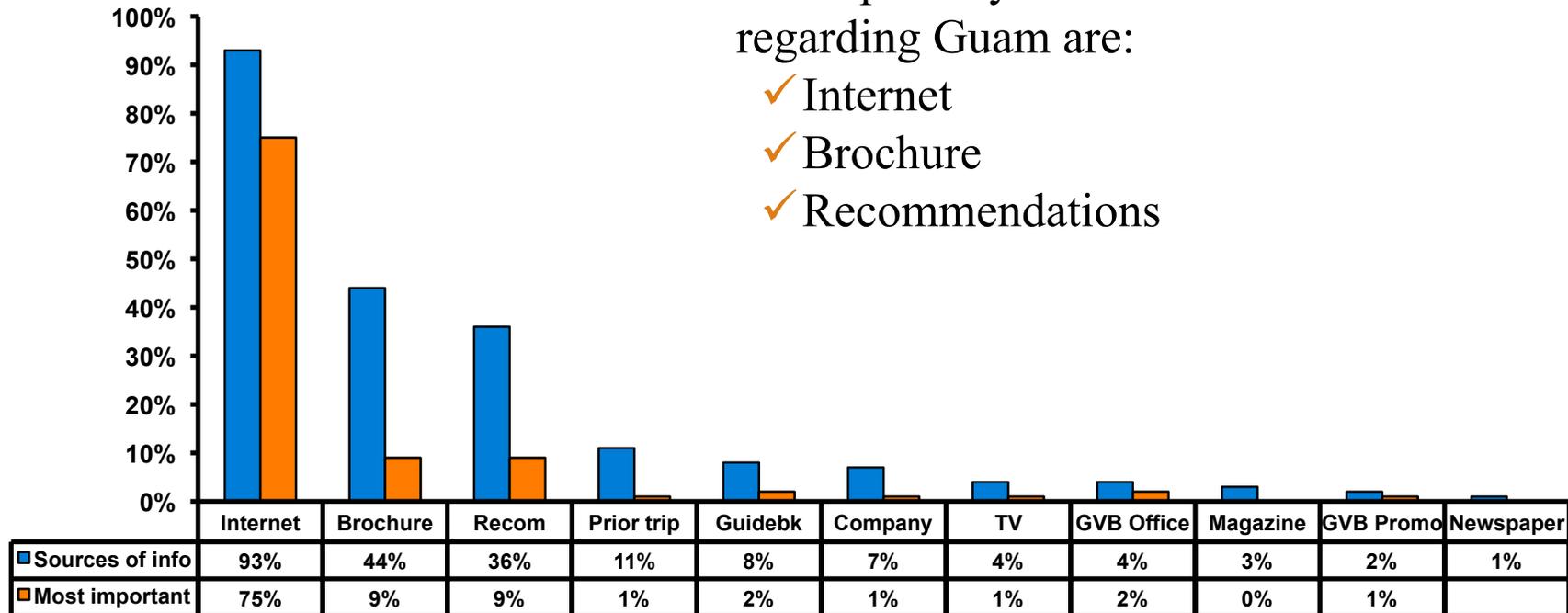


Travel Motivation- Info Sources



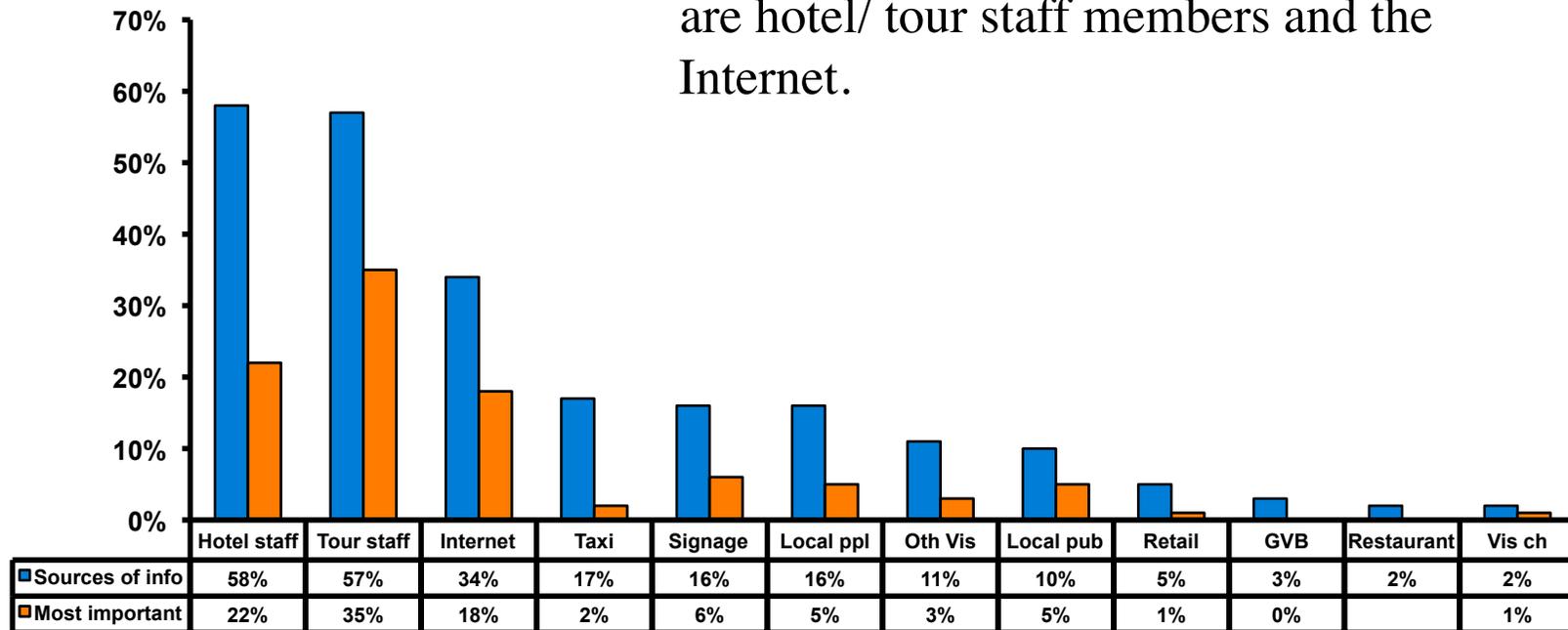
Sources of Information Pre-arrival

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



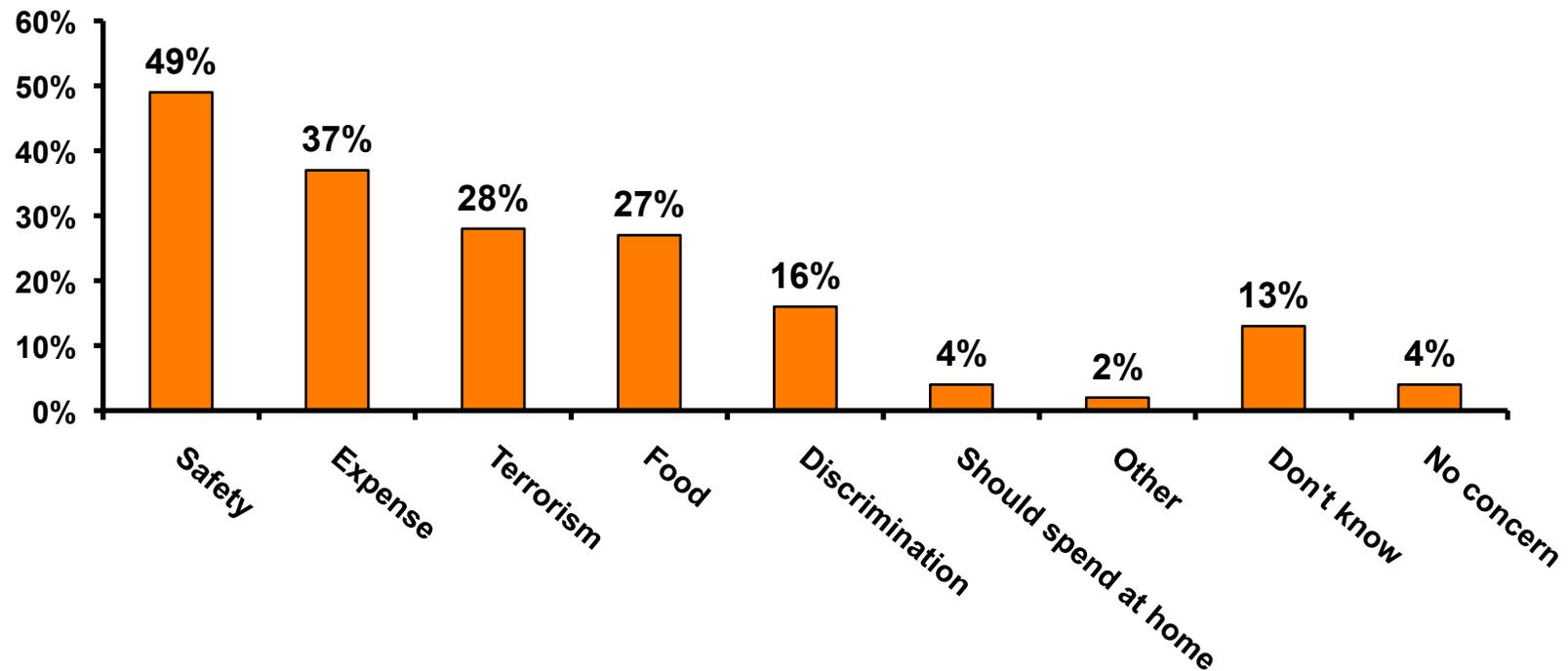
Sources of Information Post-arrival

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



SECTION 6 **OTHER ISSUES**

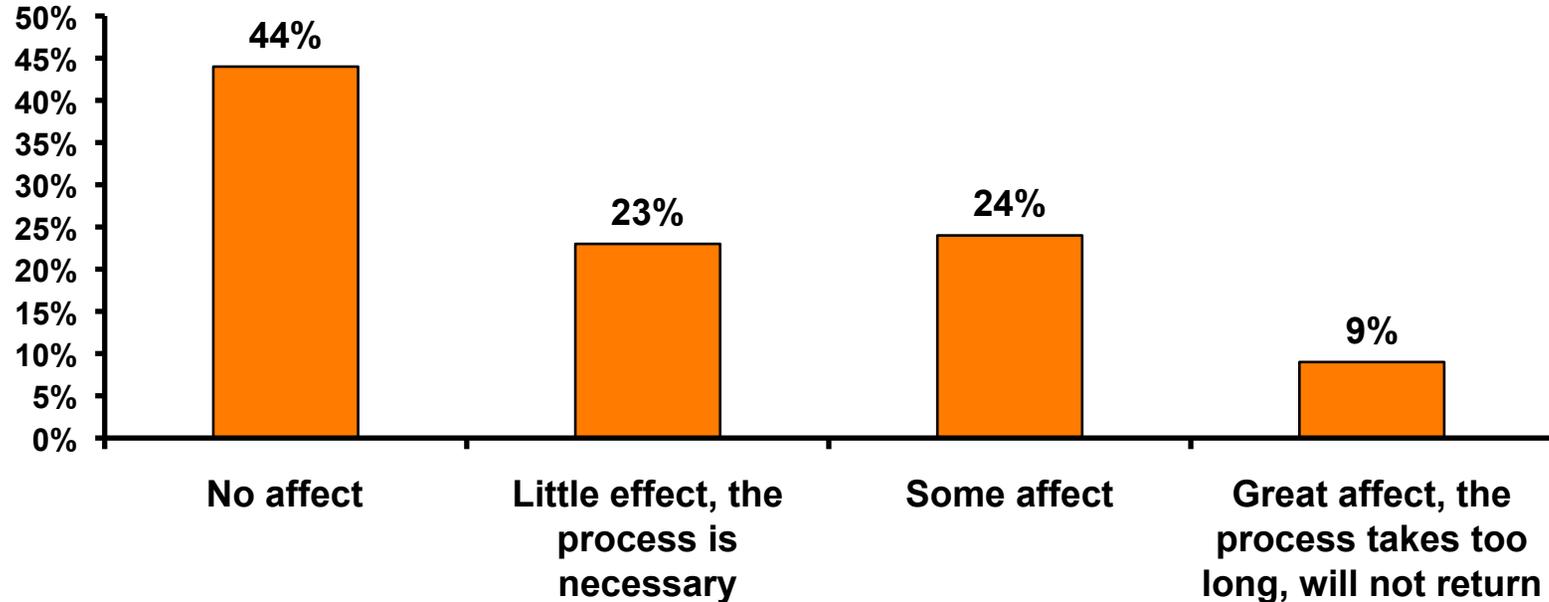
Concerns about travel outside of Korea - Overall



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	49%	29%	51%	52%	36%	67%	47%	56%	47%	50%	41%	59%	46%	
	Expense	37%	50%	41%	32%	29%	100%	53%	46%	29%	44%	34%	38%	23%	
	Terrorism	28%	7%	34%	26%	36%		47%	32%	22%	27%	44%	32%	23%	
	Food	27%	43%	25%	26%	29%		33%	29%	20%	27%	34%	30%	31%	
	Discrimination against Koreans	16%	14%	16%	18%	7%		13%	22%	10%	17%	25%	19%	15%	
	Don't know	13%	7%	10%	15%	36%		13%	5%	22%	10%		7%	23%	
	No concerns	4%	14%	3%	4%				2%	6%	3%	6%	4%	8%	
	Should spend at home	4%		5%	4%		33%		5%	4%	6%	3%	5%		
	Other	2%	7%	1%	3%			7%		4%	3%		1%		
	Total	Count	351	14	148	163	14	3	15	41	49	70	32	73	13

Security Screening/ Immigration Process at Guam International Airport



Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree

