



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2014

JUNE 2014



Prepared by: QMark Research

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Background & Methodology

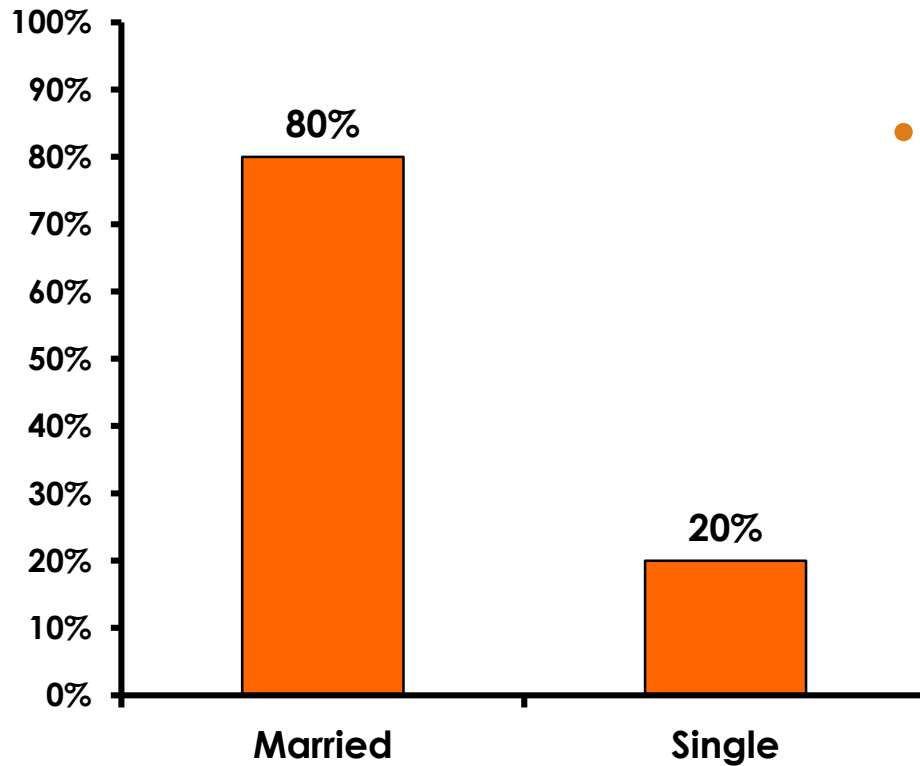
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **350** departing 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.

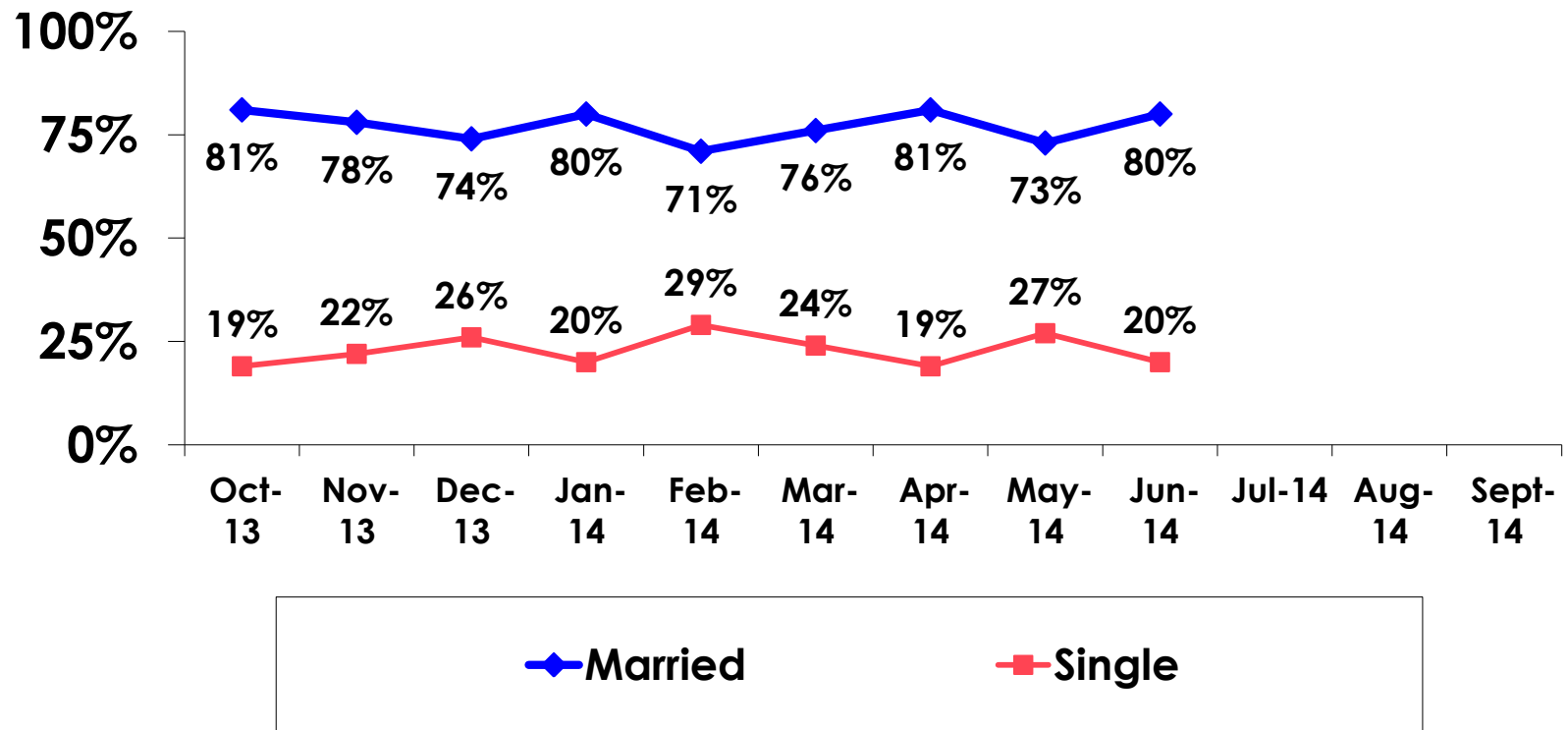
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

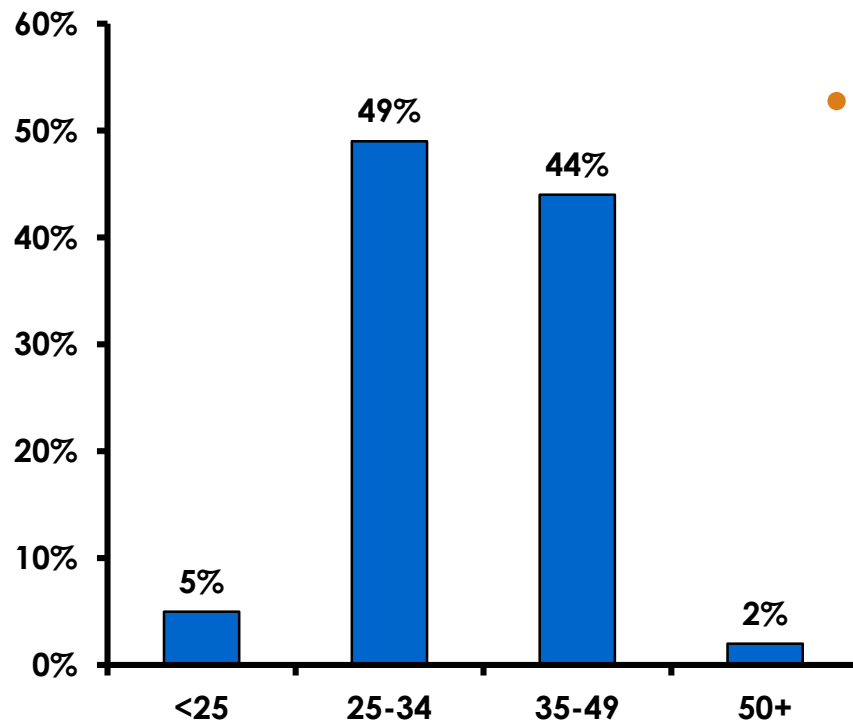


- Majority of Korean visitors are married.

MARITAL STATUS

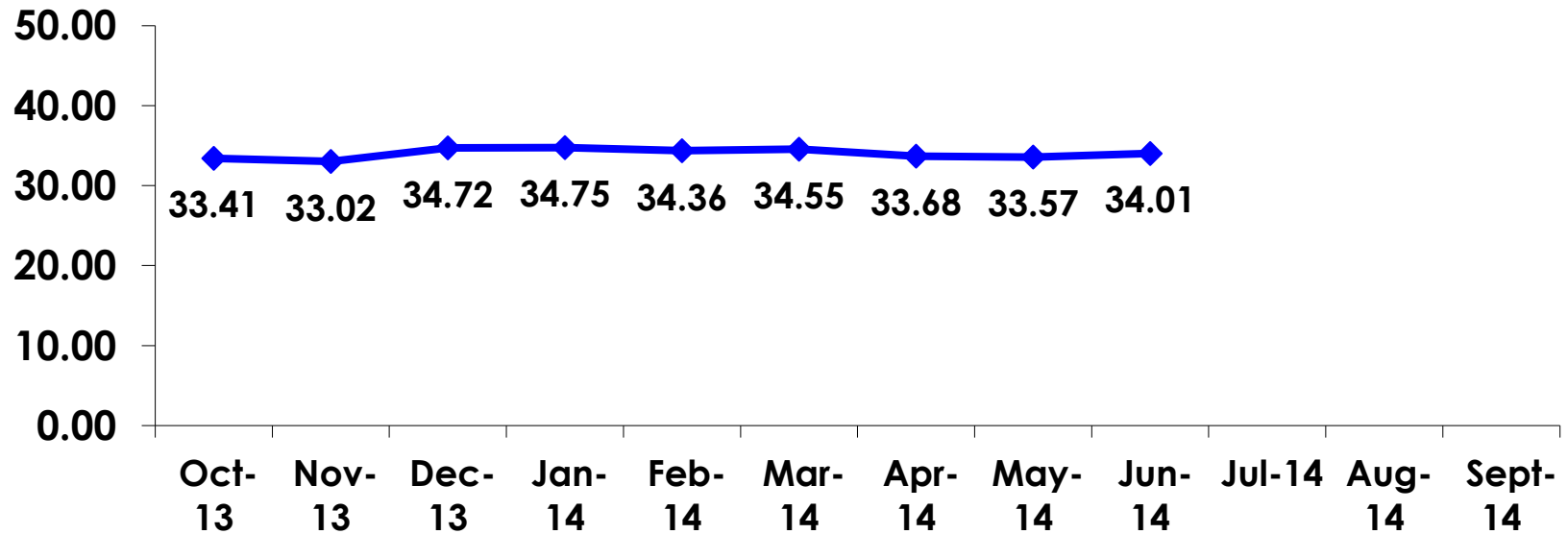


Age - Overall

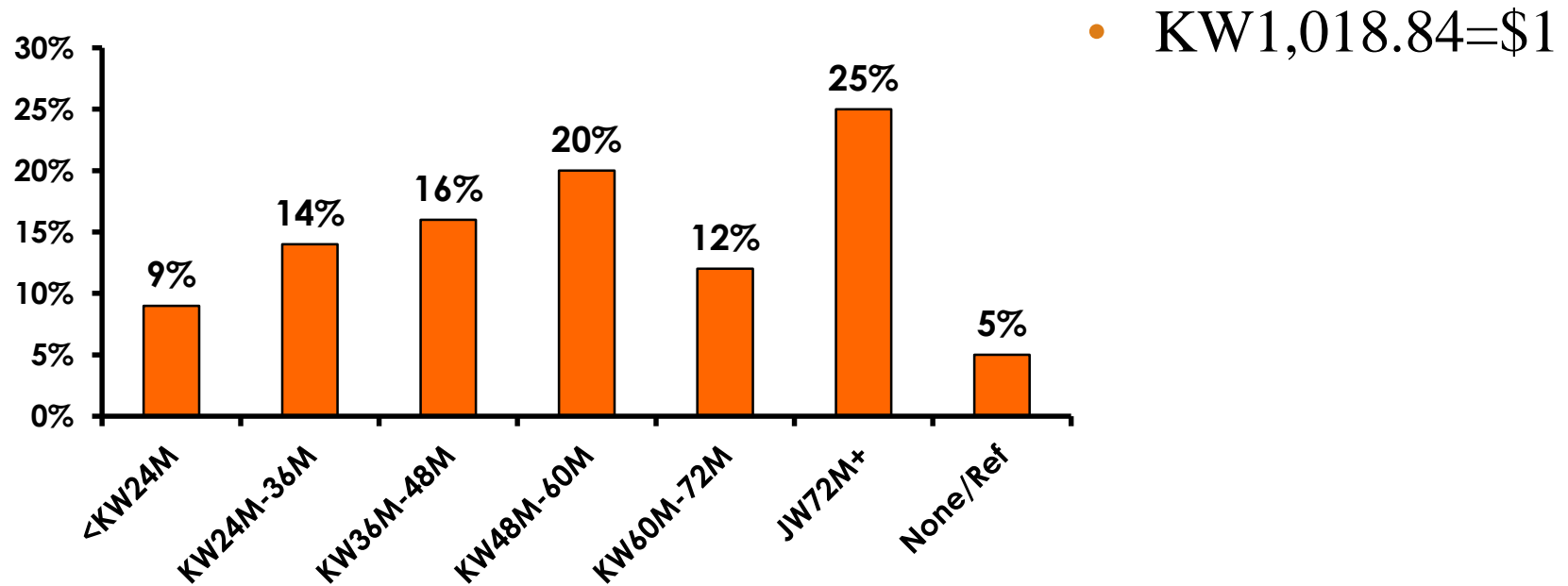


- The average age of the respondents is 34.01 years of age.

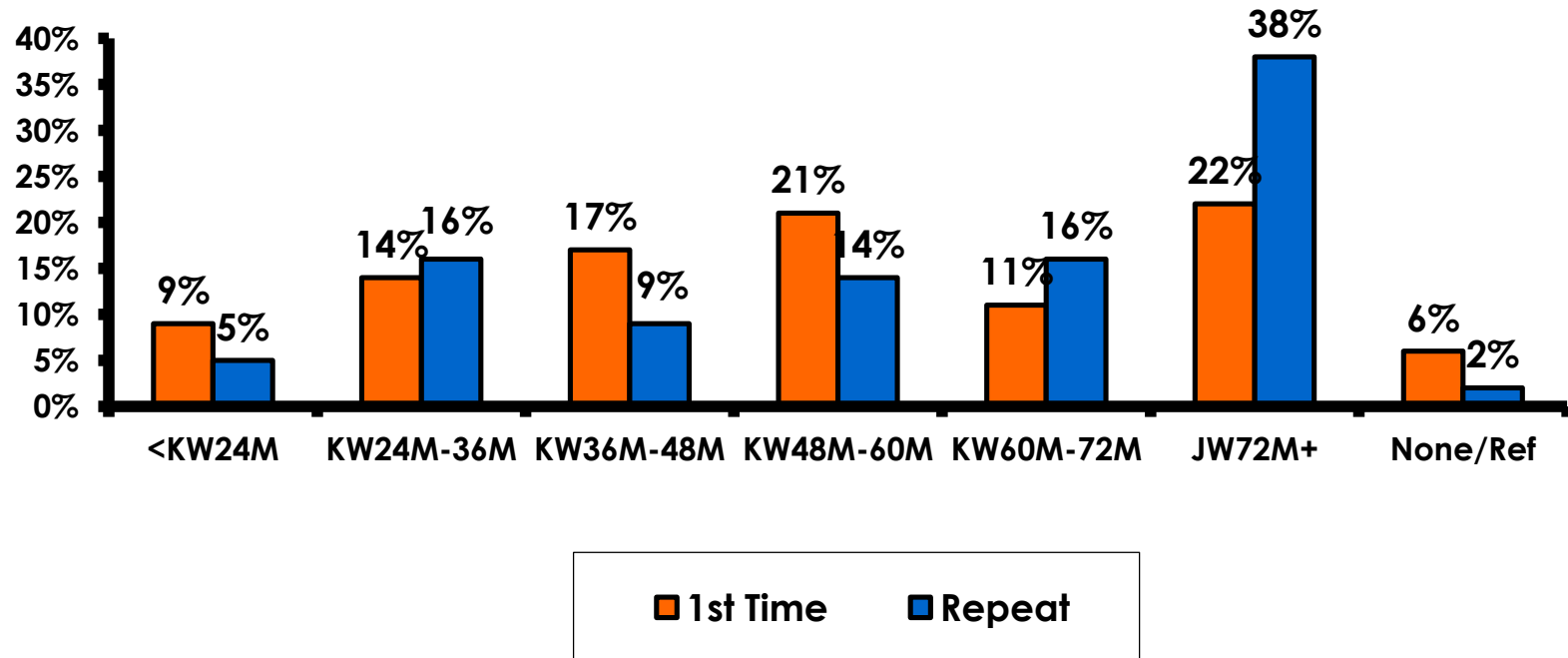
AVERAGE - AGE



Personal Income



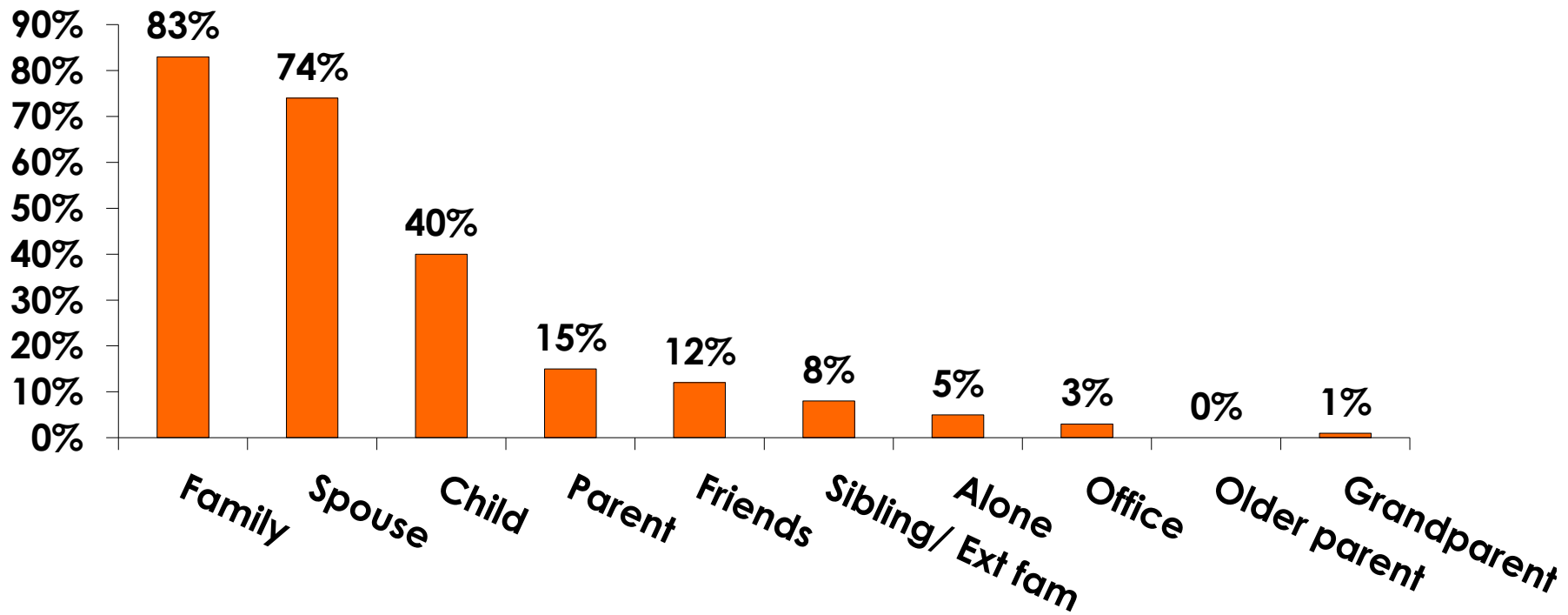
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<KW12.0M	Count	6	2	4		2	3	1
		Column N %	2%	1%	2%		1%	2%	20%
	KW12.0M-KW24.0M	Count	22	14	8	4	15	2	1
		Column N %	7%	9%	5%	27%	10%	1%	20%
	KW24.0M-KW36.0M	Count	45	18	27	2	34	7	
		Column N %	14%	11%	17%	13%	22%	5%	
	KW36.0M-KW48.0M	Count	50	25	25	1	27	21	
		Column N %	16%	16%	15%	7%	18%	15%	
	KW48.0M-KW60.0M	Count	63	31	31	3	25	33	1
		Column N %	20%	20%	19%	20%	16%	23%	20%
	KW60.0M-KW72.0M	Count	38	18	20		15	22	
		Column N %	12%	11%	12%		10%	16%	
	KW72.0M+	Count	79	43	36	2	25	50	2
		Column N %	25%	27%	22%	13%	16%	35%	40%
	No Income	Count	17	6	11	3	10	3	
		Column N %	5%	4%	7%	20%	7%	2%	
	Total	Count	320	157	162	15	153	141	5

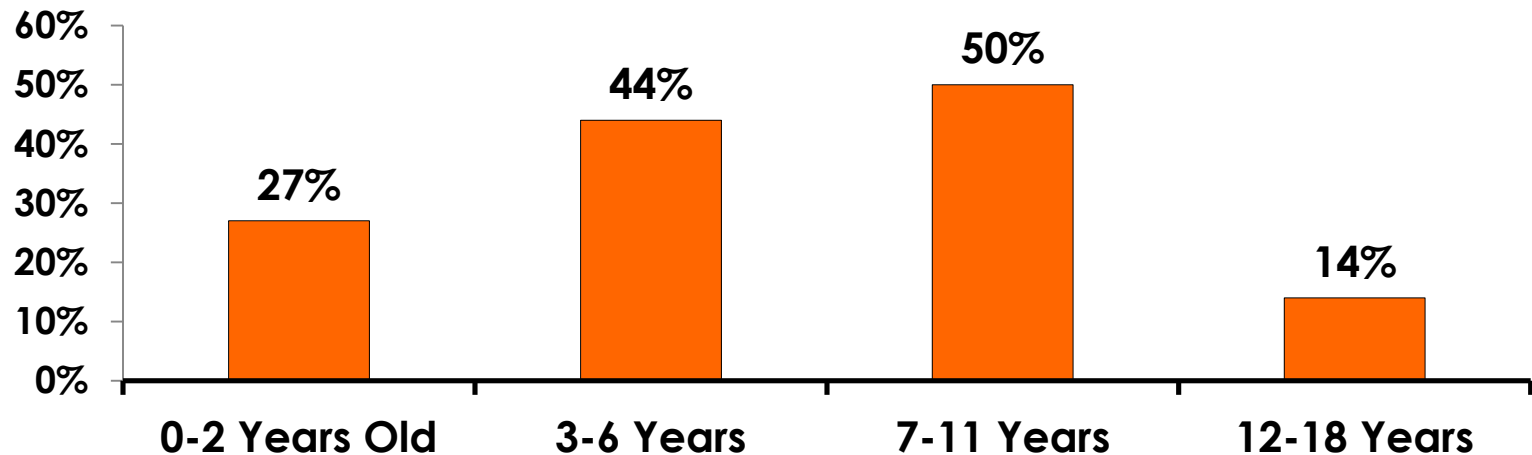
Travel Companions



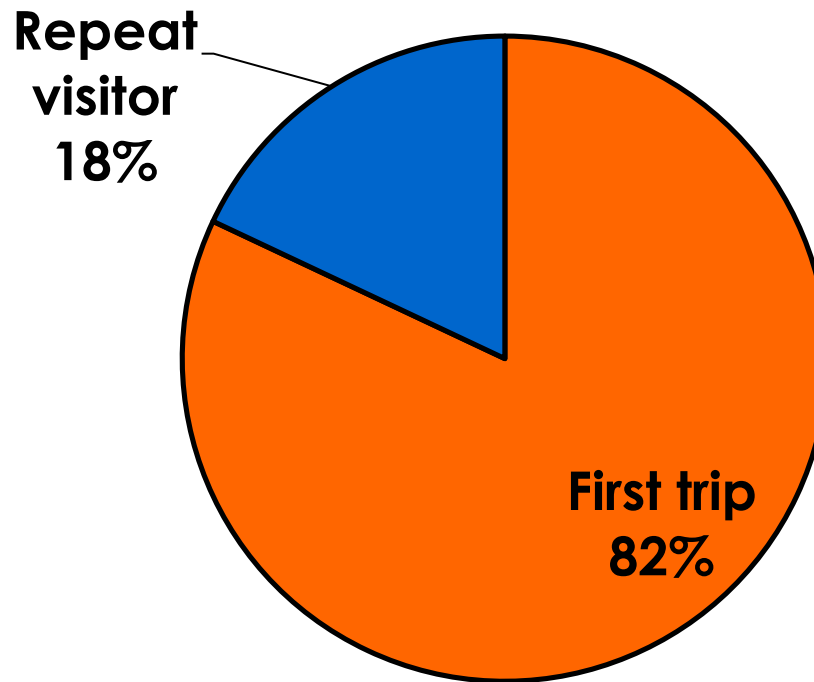
Number of Children Travel Party

N=139 total respondents traveling with children.

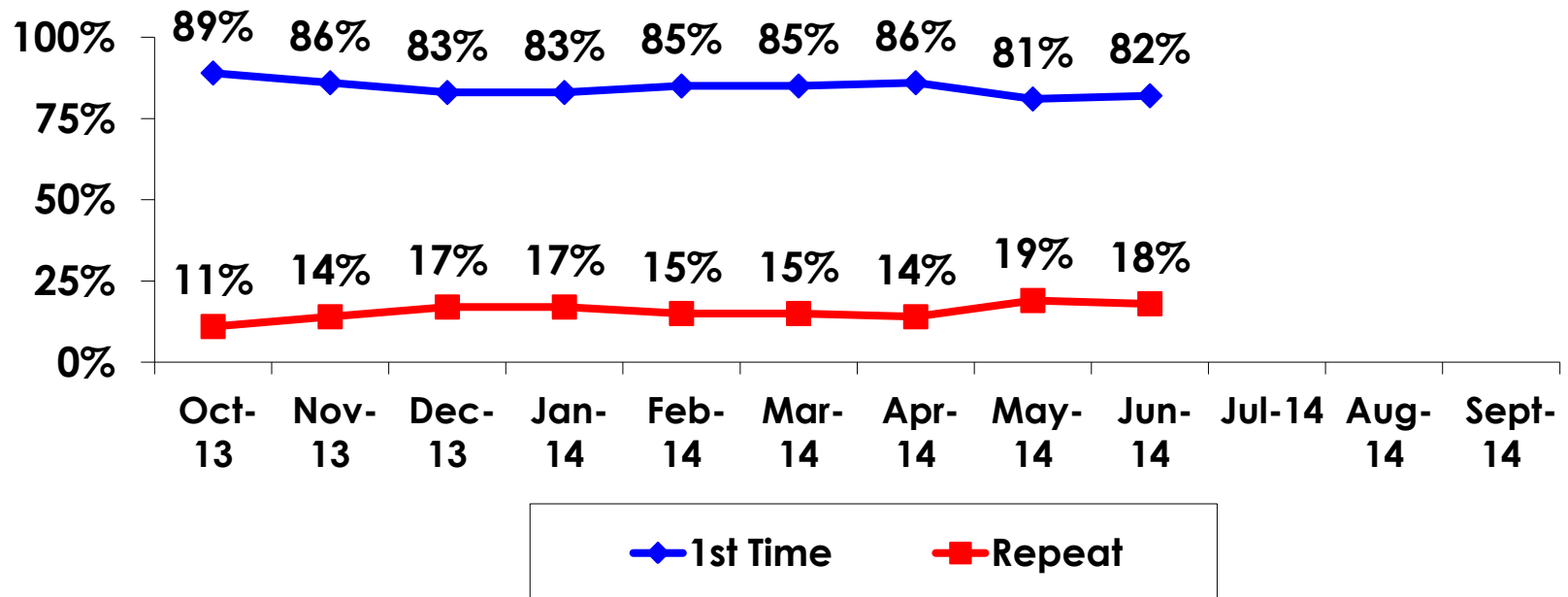
(Of those N=139 respondents, there is a total of 212 children 18 years or younger)



Prior Trips to Guam



PRIOR TRIPS TO GUAM

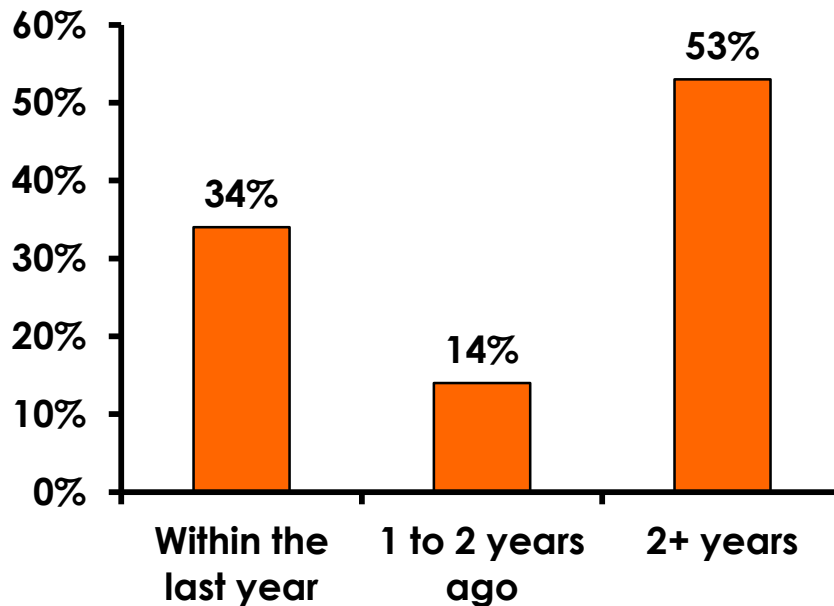


Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM		
			-	1st	Repeat	
GENDER	Male	Count	169	141	28	
		Column N %	48%	50%	44%	
	Female	Count	180	143	36	
		Column N %	52%	50%	56%	
	Total	Count	349	284	64	
AGE	18-24	Count	16	14	2	
		Column N %	5%	5%	3%	
	25-34	Count	169	150	19	
		Column N %	49%	54%	30%	
	35-49	Count	151	109	41	
		Column N %	44%	39%	64%	
	50+	Count	7	5	2	
		Column N %	2%	2%	3%	
		Total	Count	343	278	64

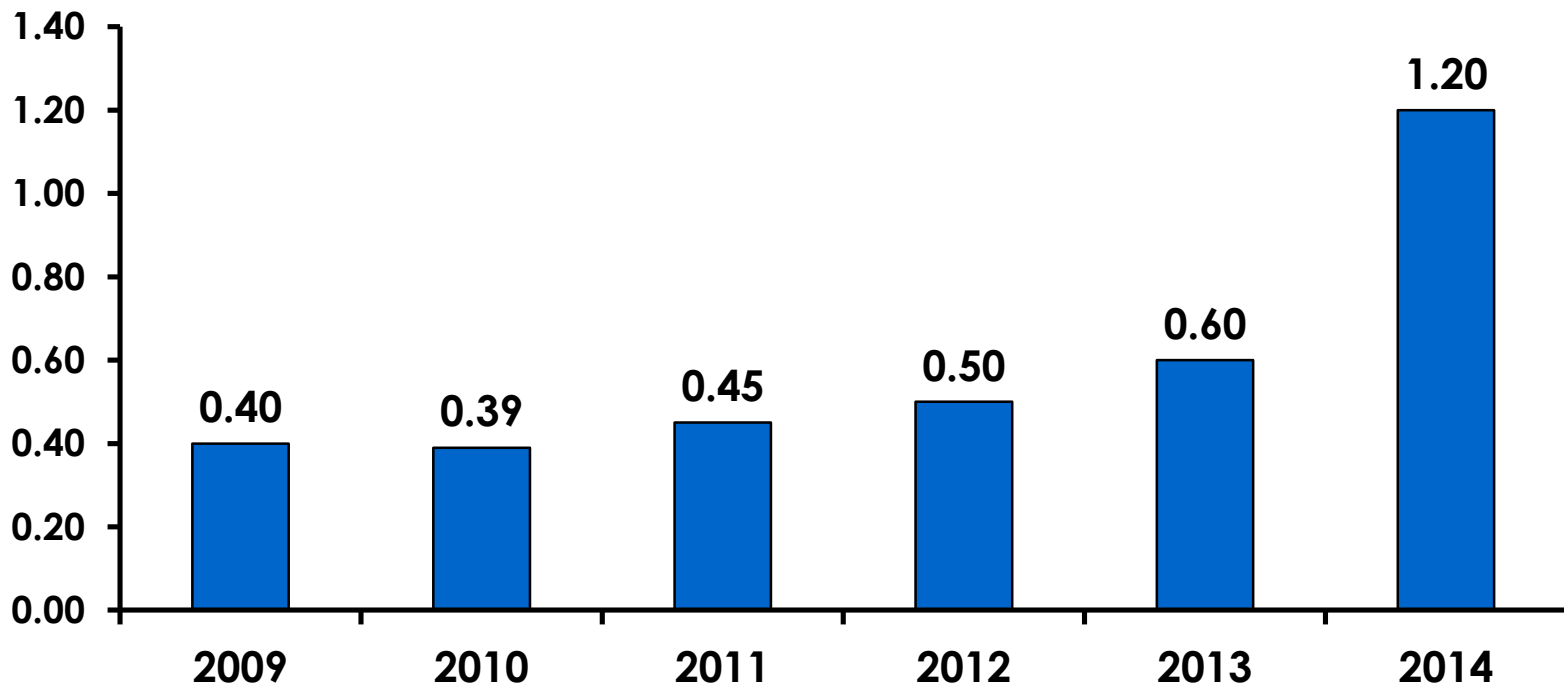
Repeat Visitors Last Trip

n = 59



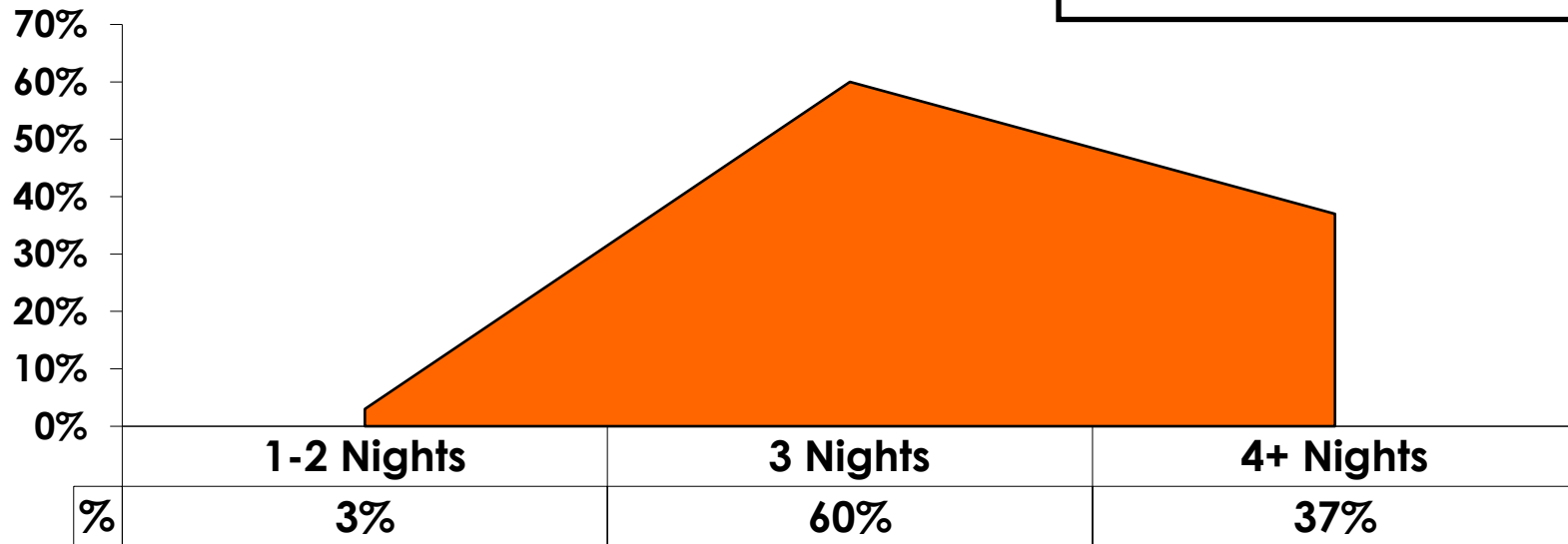
- The average repeat visitor has been to Guam 2.18 times.
- Half of repeat visitors have been here within the last year.

Average Number Overnight Trips (2009-2014) (2 nights or more)

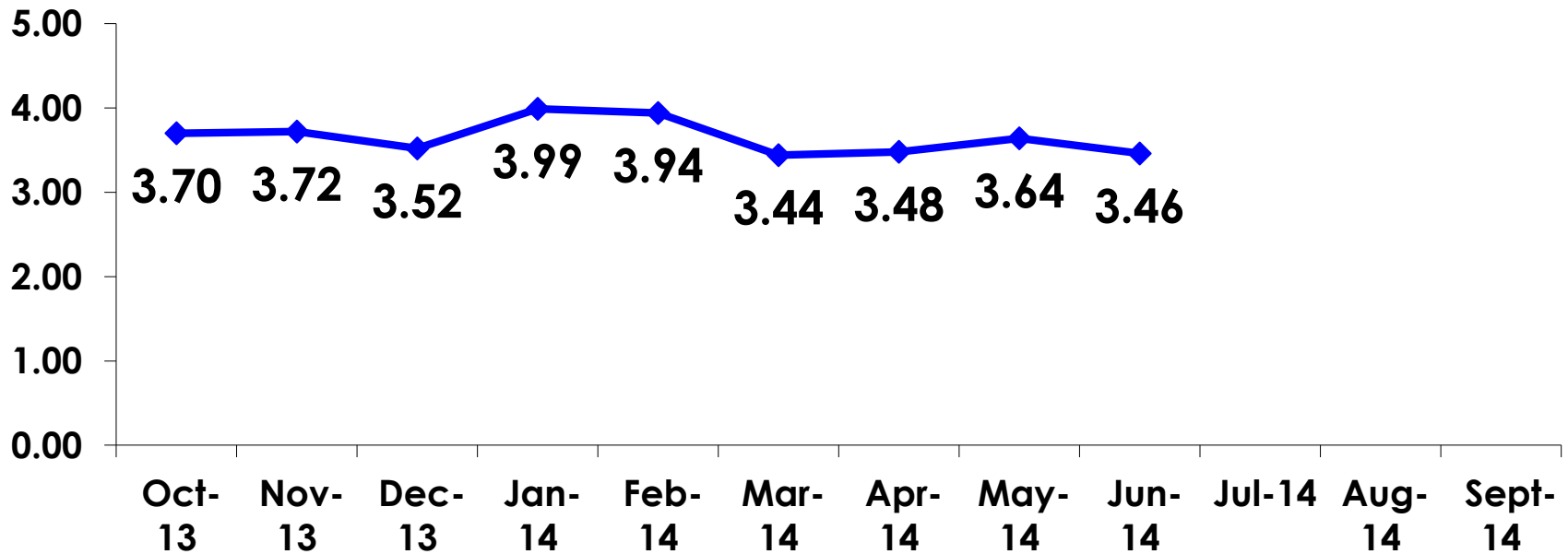


Length of Stay

Mean = 3.46 Days
Median = 3.0 Days



AVG LENGTH OF STAY

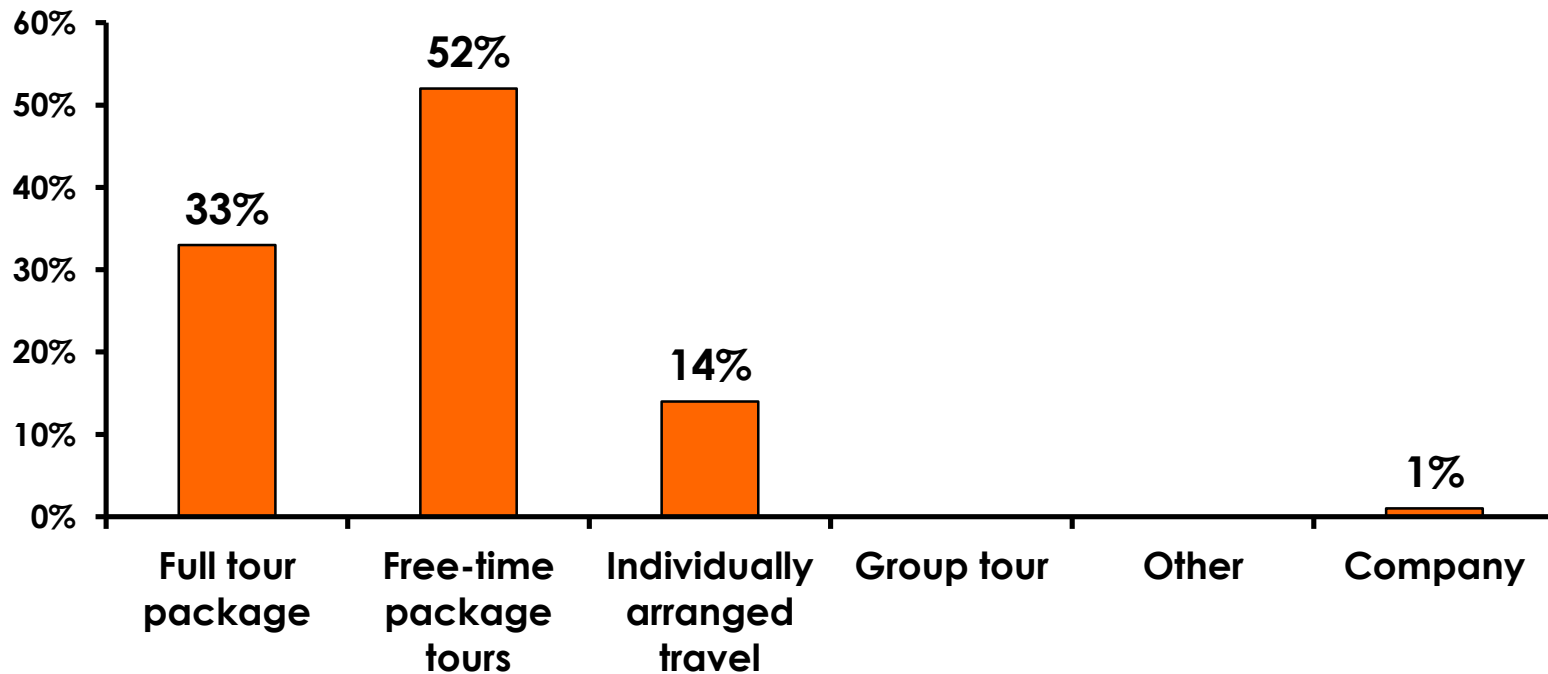


Occupation by Income

		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+		
Q25	White Collar Office Worker	33%		40%	40%	39%	38%	24%	39%	6%	
	Self-employed	15%		10%	11%	18%	14%	8%	24%		
	Housewife/ Homemaker	12%			7%	8%	10%	13%	11%	25%	
	Professional/ Specialist/ Tech	10%	20%	5%	13%	16%	5%	18%	9%		
	Manager/ Admin	5%	20%	5%	11%		3%	3%	5%		
	Service worker/ Private hse worker	4%	20%	5%	7%	6%	5%	3%	1%	6%	
	Professor/ Teacher/ After-school	4%		5%	4%	4%	5%	5%	3%	6%	
	Student	3%	20%				3%			31%	
	Sales worker/ Clerical	3%		5%			6%	11%			
	Other	3%		5%			3%	3%	5%	6%	
	Skilled worker	3%		10%	2%	2%	2%	8%	1%		
	Unemployed	2%	20%	5%		2%	2%			19%	
	Govt- office worker non-mgr	1%			4%			3%	1%		
	Govt- Executive	1%				2%	3%				
	Freelancer	1%		5%			2%				
	Govt- Manager	1%				2%		3%			
	Judicial	0%									
	Retired	0%									
	Total	Count	331	5	20	45	49	63	38	79	16

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

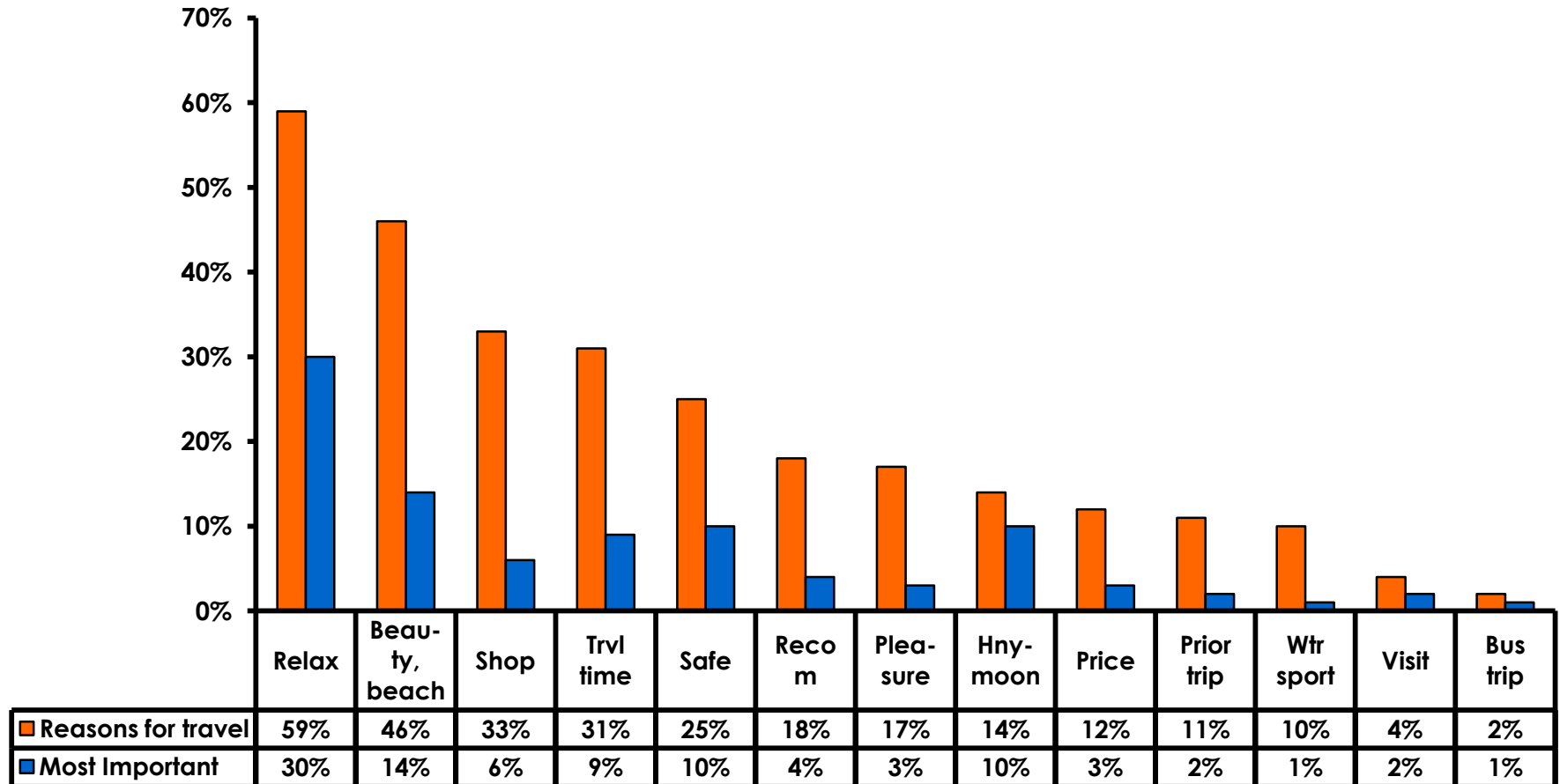


Accommodation by Income

Average length of stay: 3.46 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	39%	33%	5%	24%	36%	43%	50%	52%	50%	
	Hotel Nikko Guam	11%		14%	16%	12%	11%	11%	8%	6%	
	Hyatt Regency Guam	11%		14%	22%	10%	11%	8%	9%	13%	
	Sheraton Laguna Guam	9%	17%	27%	7%	16%	8%	5%	3%	6%	
	Outrigger Guam Resort	5%			7%	6%	6%	8%	5%		
	Westin Resort Guam	5%		14%	7%	2%	3%	8%	4%	13%	
	Hilton Guam Resort	5%	17%	9%	4%	4%	2%	5%	5%	6%	
	Guam Reef & Olive Spa	3%	17%	9%	2%	2%		3%	4%		
	Holiday Resort Guam	3%	17%			6%	3%		4%		
	Onward Beach Resort	3%		5%		2%	5%	3%	1%	6%	
	Tumon Bay Capital Hotel	1%			2%	2%	3%				
	Oceanview Hotel	1%					3%		1%		
	Home stay/ friend/ relative	1%							3%		
	Royal Orchid Guam	1%			4%				1%		
	Hotel Santa Fe	1%			2%	2%					
	Fiesta Resort Guam	1%		5%	2%						
	Apartment	0%							1%		
	Condo	0%					2%				
	Pacific Bay Hotel	0%									
	Guam Plaza Hotel	0%									
	Total	Count	349	6	22	45	50	63	38	79	16

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Relaxation,
- Guam's natural beauty/ beaches,
- Safety/ Honeymoon

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%	44%	63%	56%	57%	58%	60%	
	Natural beauty	46%	44%	47%	46%	43%	43%	49%	
	Shopping	33%	19%	38%	28%	14%	31%	35%	
	Short travel time	31%	19%	34%	31%	14%	25%	36%	
	Safe	25%	19%	21%	32%		22%	28%	
	Recomm- friend/family/trvl agnt	18%	38%	12%	22%	43%	20%	16%	
	Pleasure	17%	19%	15%	18%	29%	15%	18%	
	Honeymoon	14%	19%	20%	7%		19%	9%	
	Price	12%	6%	10%	15%		14%	10%	
	Previous trip	11%		7%	17%	29%	11%	12%	
	Water sports	10%	6%	8%	12%		9%	11%	
	Visit friends/ Relatives	4%		3%	5%	43%	4%	4%	
	Company/ Business Trip	2%	13%	3%	1%		1%	4%	
	Other	2%		2%	1%	29%	2%	2%	
	Company Sponsored	2%	6%	1%	2%		2%	2%	
	Scuba	2%		1%	2%		2%	2%	
	Golf	1%		1%	3%		2%	1%	
	Career Cert/ Testing	1%	6%	1%			1%	1%	
	Married/ Attn wedding	1%		1%	1%		1%	1%	
	Convention/ Trade/ Conference	1%	6%	1%			1%	1%	
	Organized sports	0%			1%			1%	
	Total	Count	350	16	169	151	7	169	180

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	59%	50%	50%	78%	60%	54%	63%	58%	47%	
	Natural beauty	46%	17%	32%	62%	42%	52%	47%	46%	47%	
	Shopping	33%	50%	23%	42%	24%	32%	45%	35%	29%	
	Short travel time	31%	33%	23%	38%	32%	25%	47%	25%	24%	
	Safe	25%	33%	27%	20%	26%	25%	37%	29%	12%	
	Recomm- friend/family/trvl agnt	18%	33%	18%	13%	20%	22%	8%	18%	24%	
	Pleasure	17%	17%	5%	18%	14%	13%	16%	24%	12%	
	Honeymoon	14%	17%	50%	16%	12%	8%	8%	10%	18%	
	Price	12%	17%	5%	7%	14%	11%	18%	13%		
	Previous trip	11%		9%	13%	6%	6%	16%	18%		
	Water sports	10%	17%	5%	11%	4%	24%	5%	8%		
	Visit friends/ Relatives	4%	17%	5%	4%	4%	2%	3%	6%		
	Company/ Business Trip	2%		9%	2%		2%		3%	6%	
	Other	2%		5%		6%	3%	3%			
	Company Sponsored	2%			4%	2%	3%				
	Scuba	2%	17%			2%	2%	3%	3%		
	Golf	1%			2%			5%	3%		
	Career Cert/ Testing	1%			2%		2%				
	Married/ Attn wedding	1%				2%		3%	1%		
	Convention/ Trade/ Conference	1%				2%	2%				
	Organized sports	0%						3%			
	Total	Count	350	6	22	45	50	63	38	79	17

SECTION 3 **EXPENDITURES**

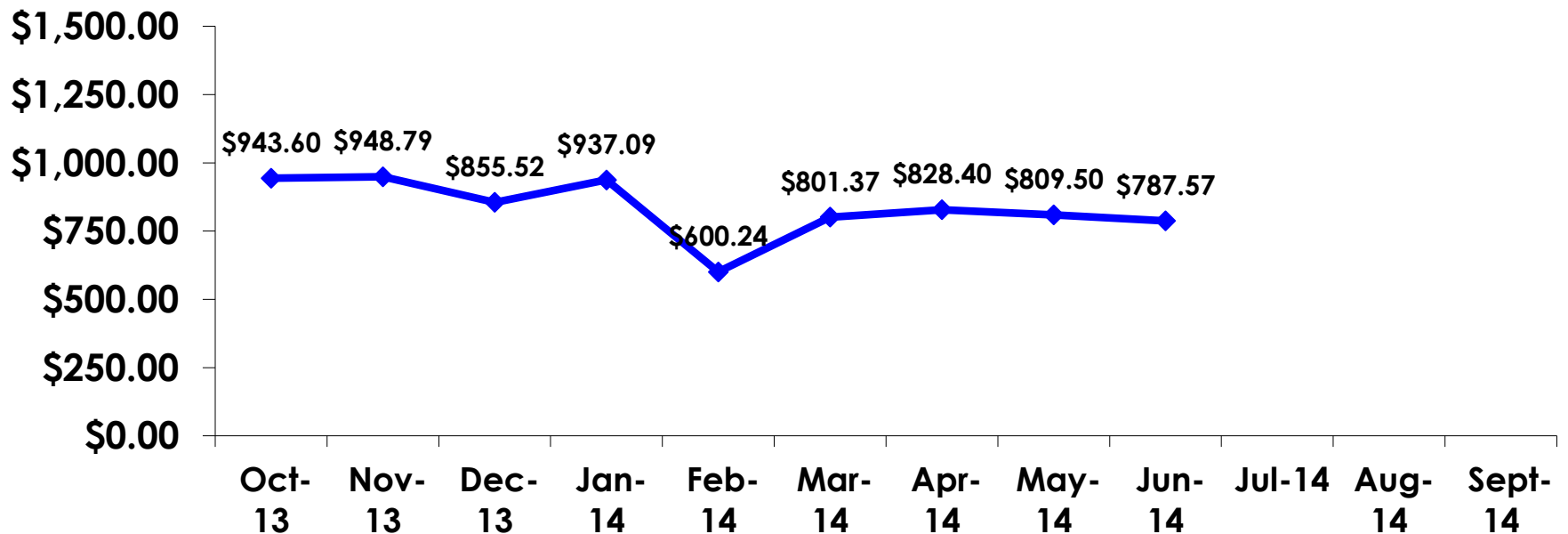
Prepaid Expenditures

KW 1,018.84/US\$1

- \$2,096.28 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$19,630 = maximum (highest amount recorded for the entire sample)
- \$787.57 = overall mean average per person prepaid expenditures

PREPAID EXPENDITURES

Per Person



YTD=\$834.15

Breakdown of Prepaid Expenditures

KW 1,018.84=\$1

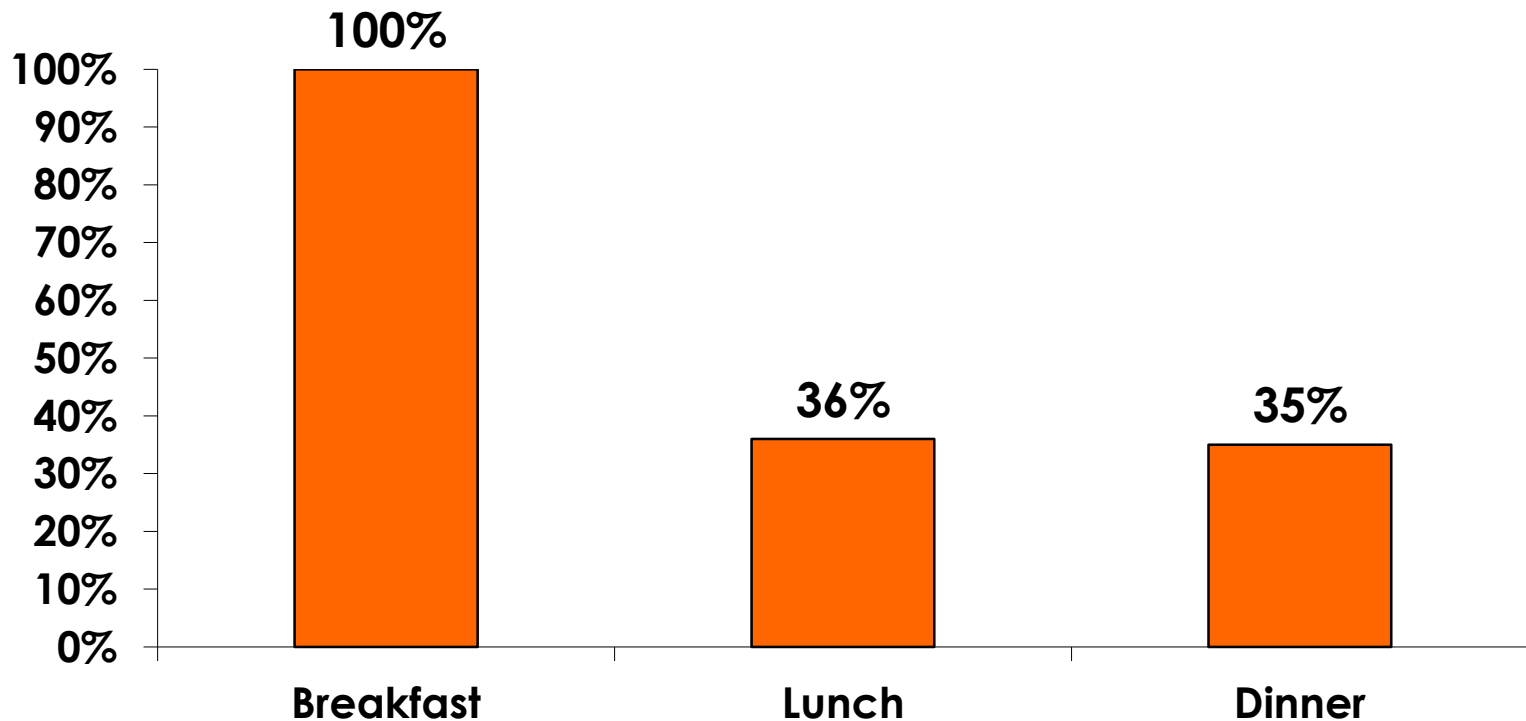
(Filter: Only those who responded/
Per Travel Party)

	MEAN \$
Air & Accommodation package only	\$1,988.78
Air & Accommodation w/ daily meal package	\$2,842.12
Air only	\$1,171.62
Accommodation only	\$851.70
Accommodation w/ daily meal only	\$952.06
Food & Beverages in Hotel	\$276.79
Ground transportation – Korea	\$119.31
Ground transportation – Guam	\$115.98
Optional tours/ activities	\$444.36
Other expenses	\$402.25
Total Prepaid	\$2,096.28

PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n=165

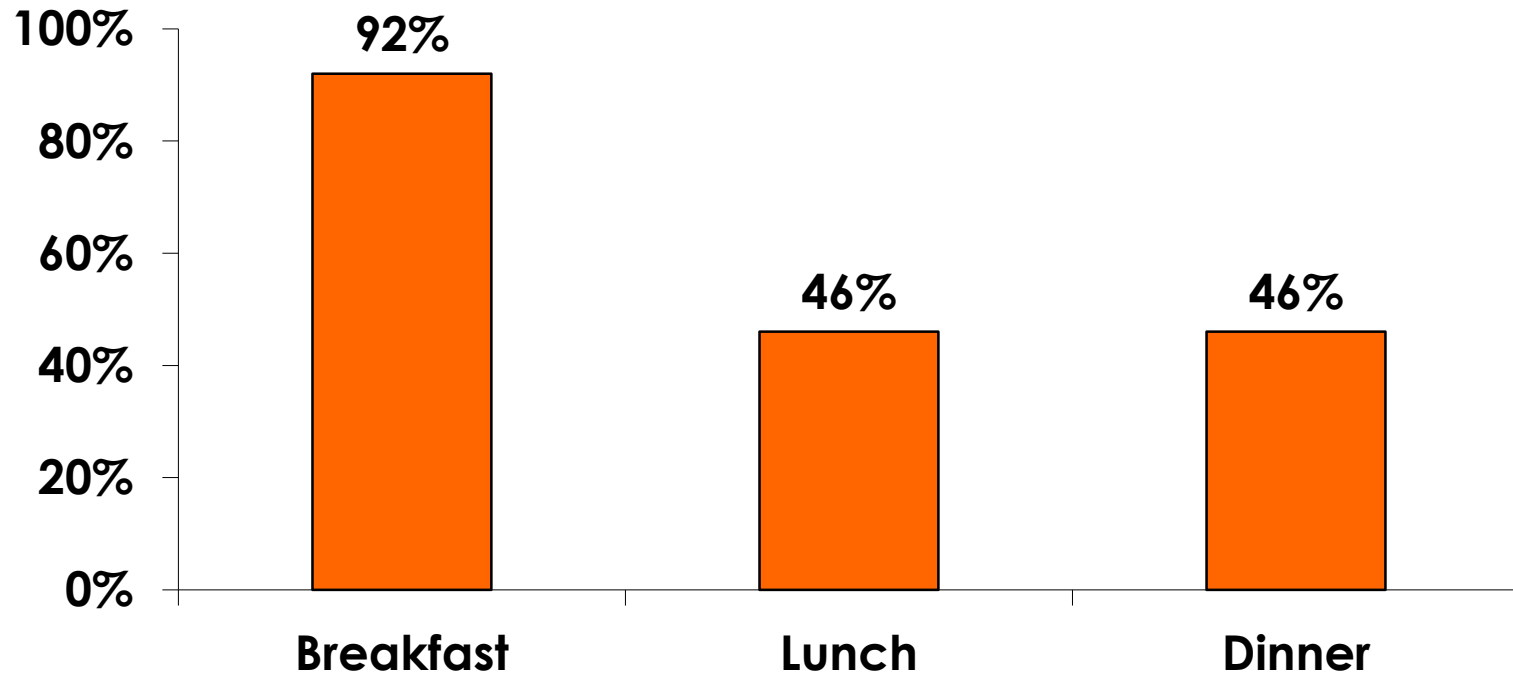


Mean=\$2,842.12 per travel party

PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

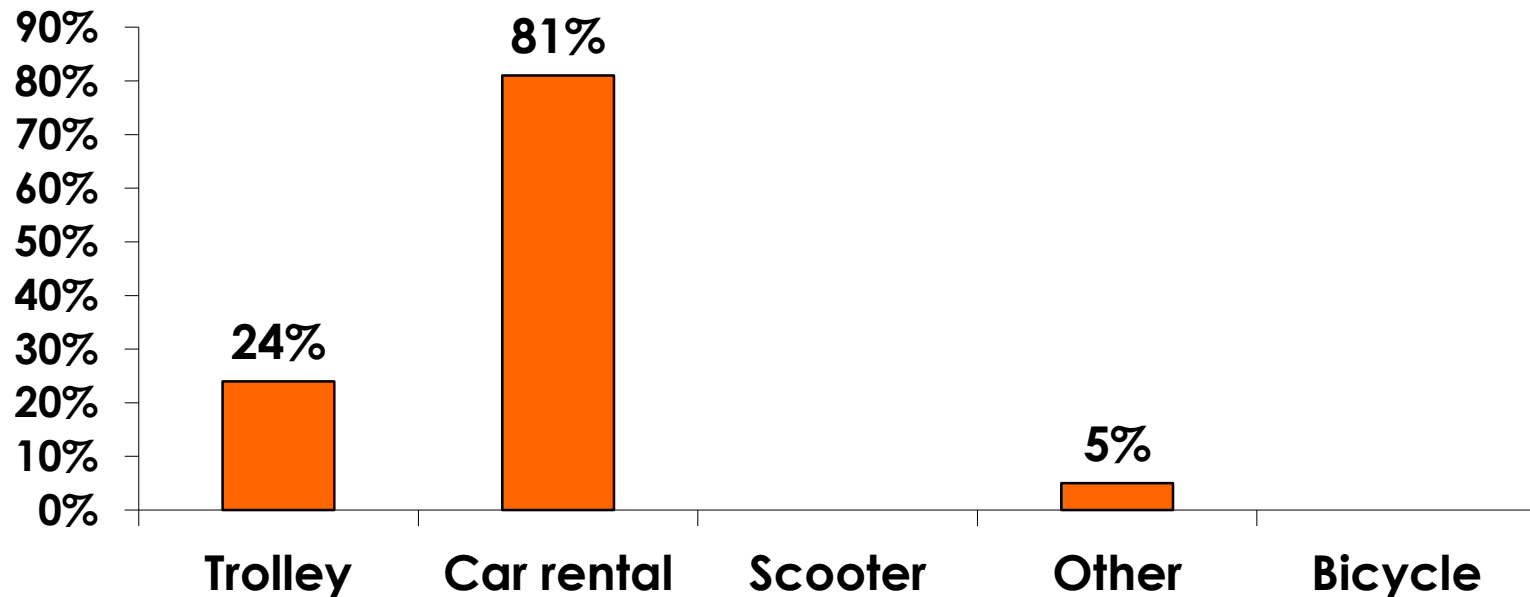
N=13



Mean=\$952.06 per travel party

PREPAID GROUND TRANSPORTATION

n=21



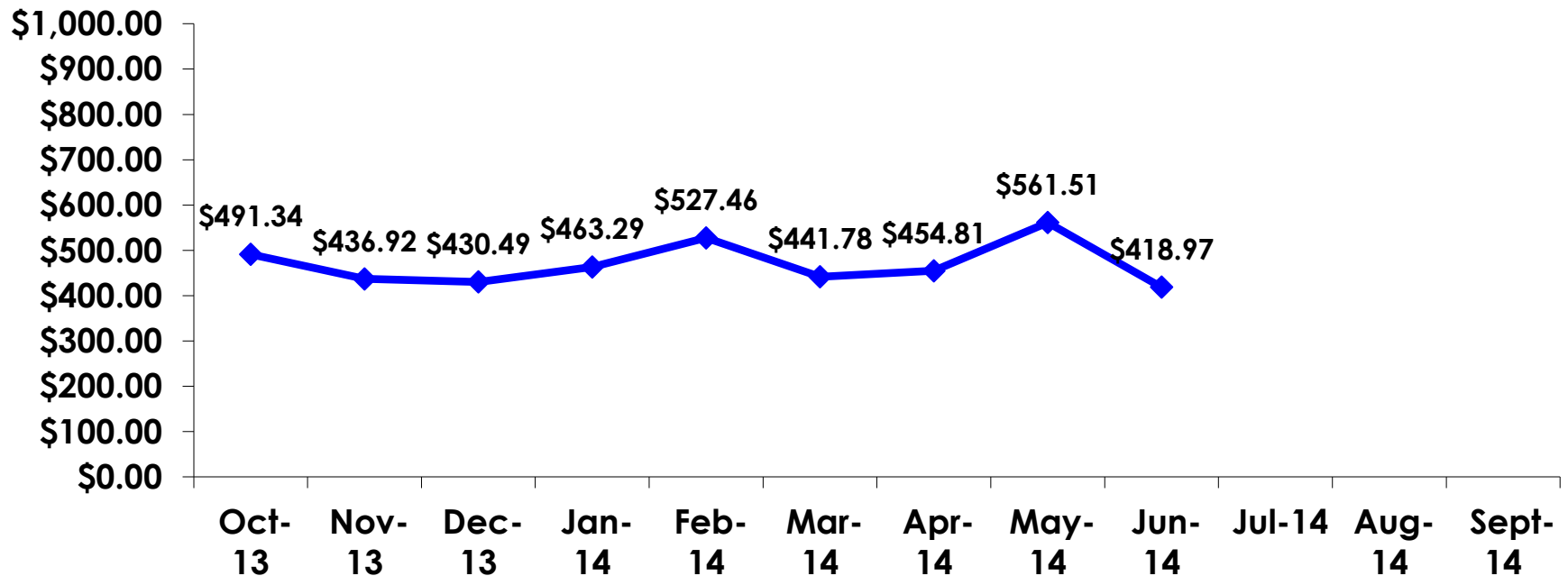
Mean=\$115.98 per travel party

On-Island Expenditures

- \$1,015.97 = 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)
- \$418.97 = overall mean average per person on-island expenditure

ON-ISLAND EXPENDITURES

Per Person

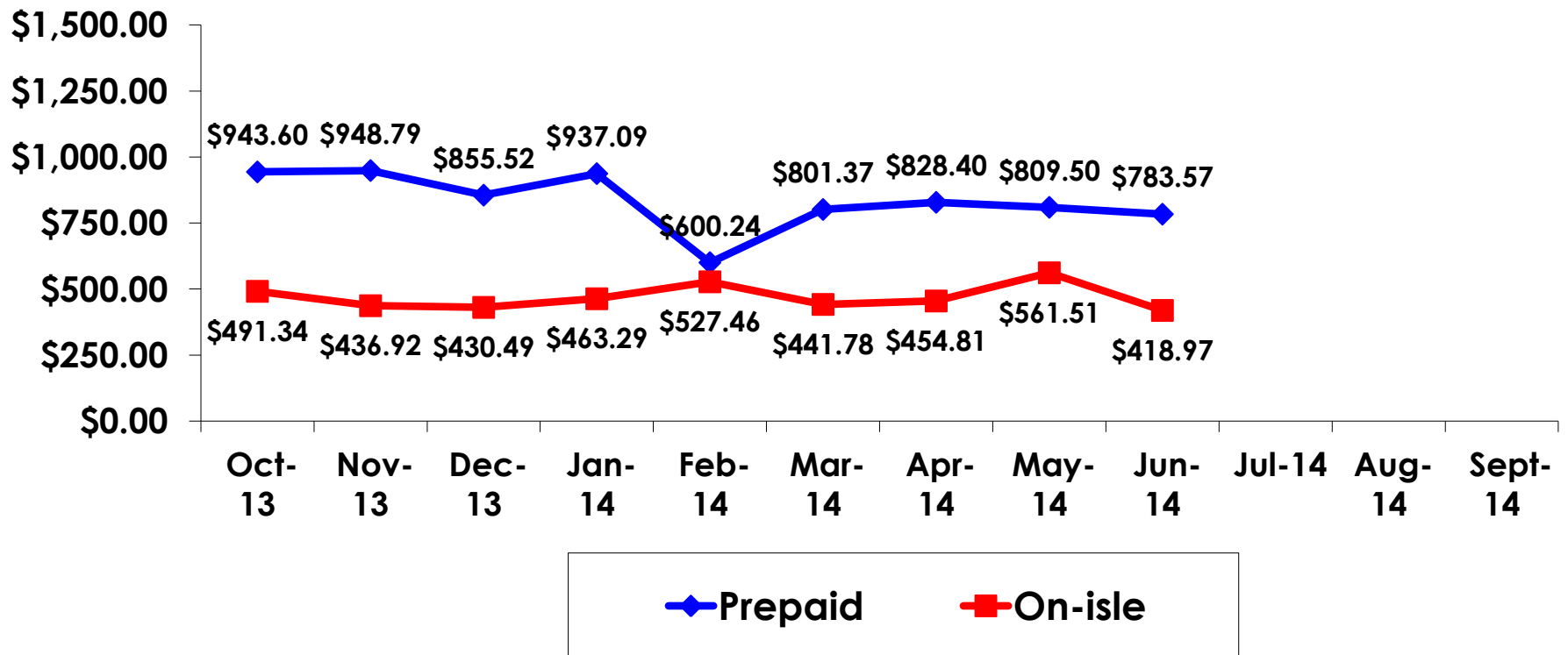


YTD = \$469.59

PREPAID/ ON-ISLE EXPENDITURES – Per Person

Prepaid YTD = \$834.15

On-Isle YTD = \$469.59



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	\$418.97	\$418.83	\$419.95	\$178.57	\$507.00	\$365.28	\$290.42	\$784.03	\$406.24	\$391.56	\$366.67
	Median	\$300	\$310	\$282	\$157	\$425	\$250	\$191	\$316	\$293	\$290	\$500
	Minimum	\$0	\$0	\$0	\$100	\$0	\$0	\$80	\$0	\$0	\$0	\$0
	Maximum	\$5,000	\$2,500	\$5,000	\$300	\$2,500	\$1,500	\$700	\$5,000	\$1,800	\$1,672	\$600

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$68.93	\$62.05	\$75.77	\$29.06	\$77.49	\$62.25	\$157.14
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$34.37	\$35.83	\$33.19	\$41.50	\$39.92	\$27.95	\$28.57
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B RESTRNT	Mean	\$83.70	\$105.59	\$61.95	\$38.44	\$97.05	\$73.28	\$128.57
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPT TOUR	Mean	\$94.75	\$107.26	\$83.54	\$71.88	\$67.29	\$128.92	\$143.57
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$200
GIFT- SELF	Mean	\$235.44	\$246.07	\$223.99	\$496.25	\$235.92	\$206.52	\$28.57
	Median	\$0	\$0	\$0	\$0	\$0	\$30	\$0
GIFT- OTHER	Mean	\$116.48	\$117.44	\$116.23	\$194.69	\$98.05	\$135.32	\$71.43
	Median	\$0	\$0	\$0	\$33	\$0	\$0	\$0
TRANS	Mean	\$57.16	\$71.21	\$44.28	\$49.13	\$59.25	\$56.89	\$45.00
	Median	\$0	\$20	\$0	\$0	\$0	\$0	\$50
OTHER	Mean	\$328.57	\$280.02	\$375.97	\$222.31	\$310.44	\$383.89	\$135.71
	Median	\$10	\$10	\$12	\$52	\$0	\$20	\$0
TOTAL	Mean	\$1,015.97	\$1,026.60	\$1,007.20	\$1,143.25	\$984.70	\$1,067.87	\$738.57
	Median	\$800	\$900	\$700	\$665	\$760	\$900	\$550

On-Island Expenditures

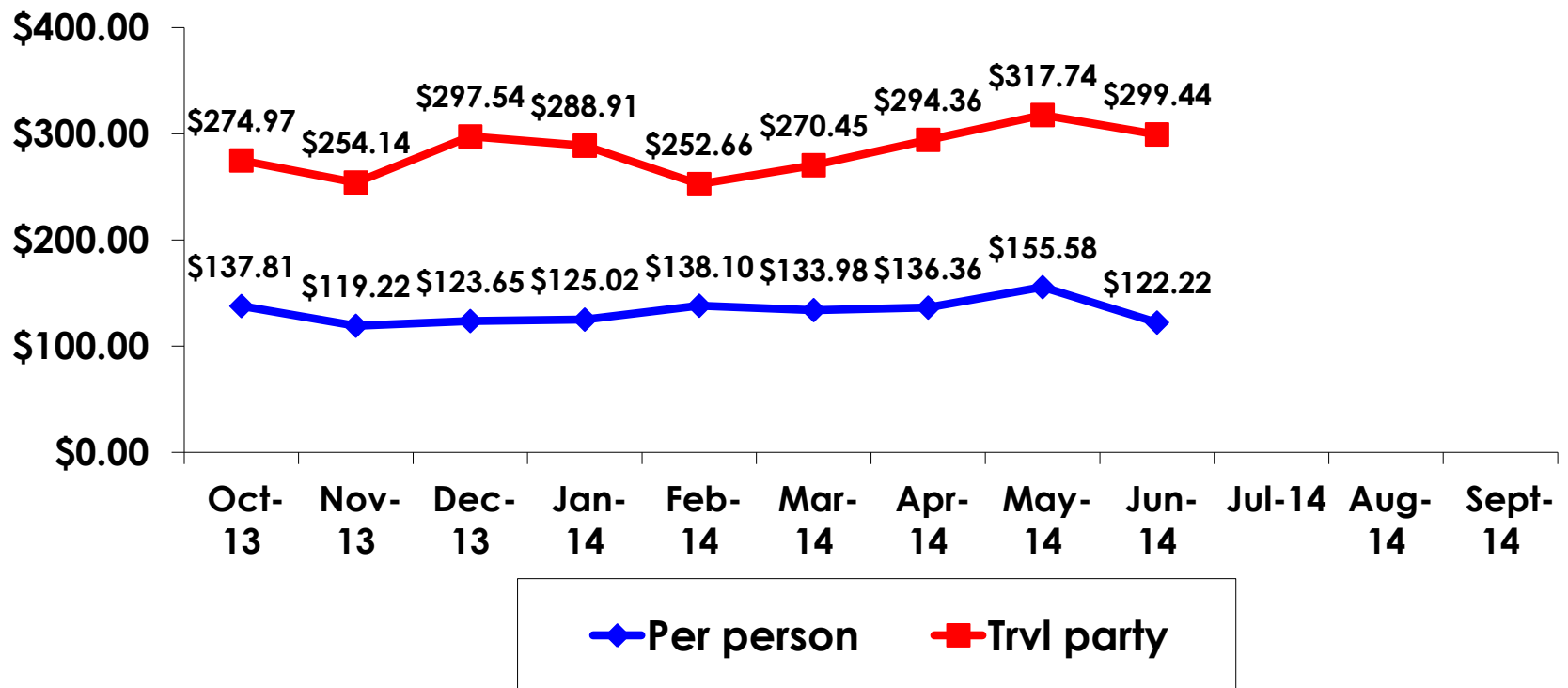
First time vs. Repeat

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$68.93	\$69.87	\$65.80
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$34.37	\$34.33	\$34.45
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$83.70	\$85.47	\$77.11
	Median	\$0	\$0	\$0
OPT TOUR	Mean	\$94.75	\$99.38	\$75.63
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$235.44	\$236.26	\$230.78
	Median	\$0	\$0	\$50
GIFT- OTHER	Mean	\$116.48	\$116.70	\$116.56
	Median	\$0	\$0	\$0
TRANS	Mean	\$57.16	\$54.16	\$71.25
	Median	\$0	\$0	\$5
OTHER	Mean	\$328.57	\$322.47	\$360.88
	Median	\$10	\$0	\$66
TOTAL	Mean	\$1,015.97	\$1,013.00	\$1,038.86
	Median	\$800	\$730	\$1,000

ON-ISLE EXPENDITURES – Per Day

YTD Per Person = \$132.40

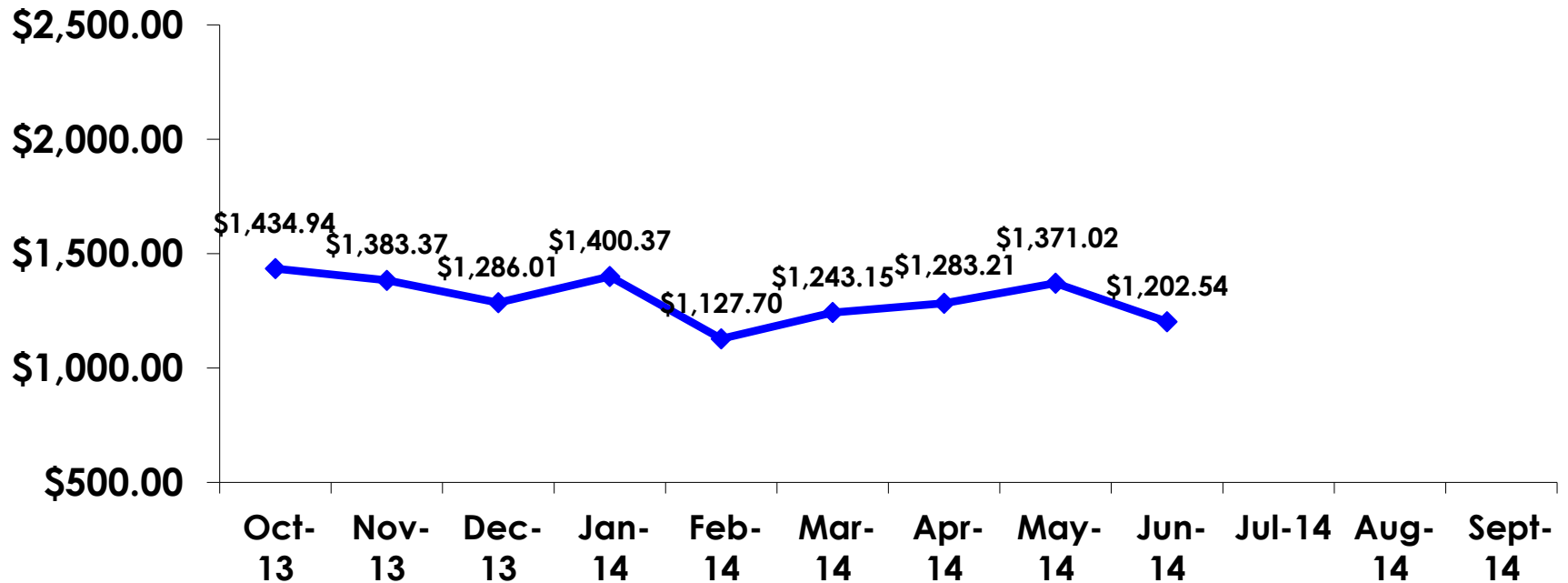
YTD Travel Party = \$283.34



Total Expenditures Per Person (Prepaid & On-Island)

- \$1,202.54 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$5,445 = Maximum (highest amount recorded for the entire sample)

TOTAL EXPENDITURES Per Person



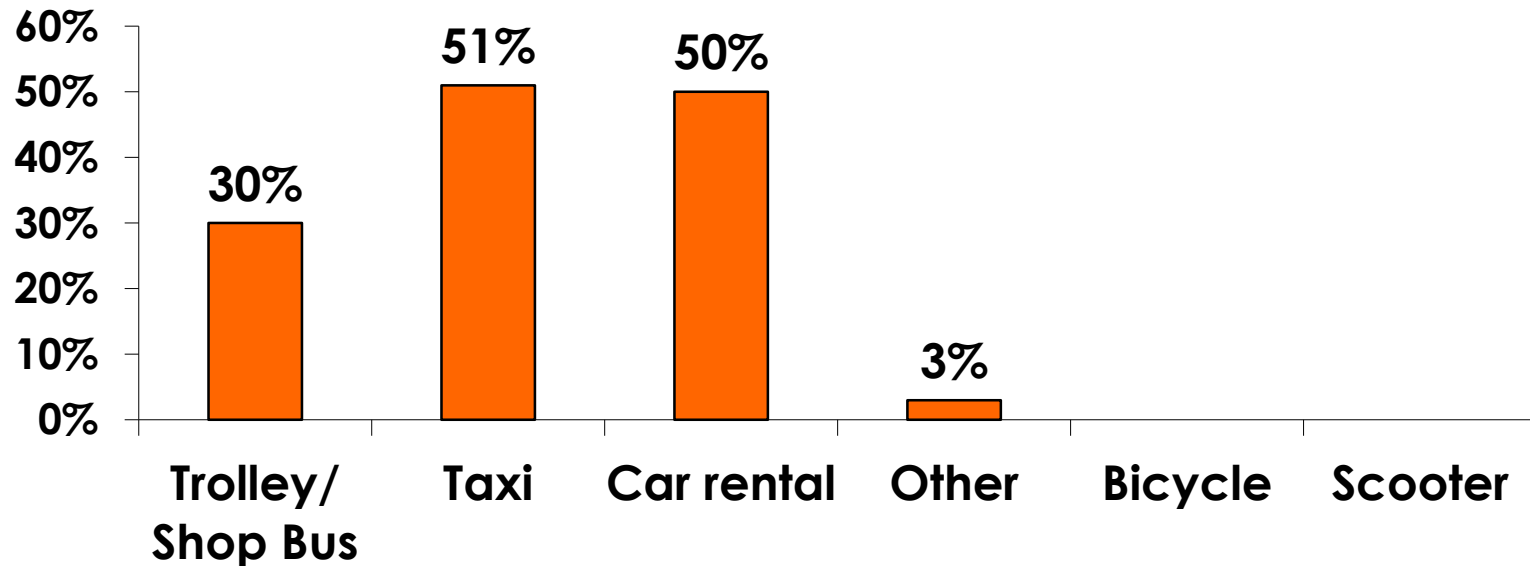
YTD=\$1,303.50

Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$68.93
Food & beverage in fast food restaurant/convenience store	\$34.37
Food & beverage at restaurants or drinking establishments outside a hotel	\$83.70
Optional tours and activities	\$94.75
Gifts/ souvenirs for yourself/companions	\$235.44
Gifts/ souvenirs for friends/family at home	\$116.48
Local transportation	\$57.16
Other expenses not covered	\$328.57
Average Total	\$1,015.97

Local Transportation

n=166



Mean=\$57.16 per travel party

Guam Airport Expenditures

- \$67.83 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$2,500 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

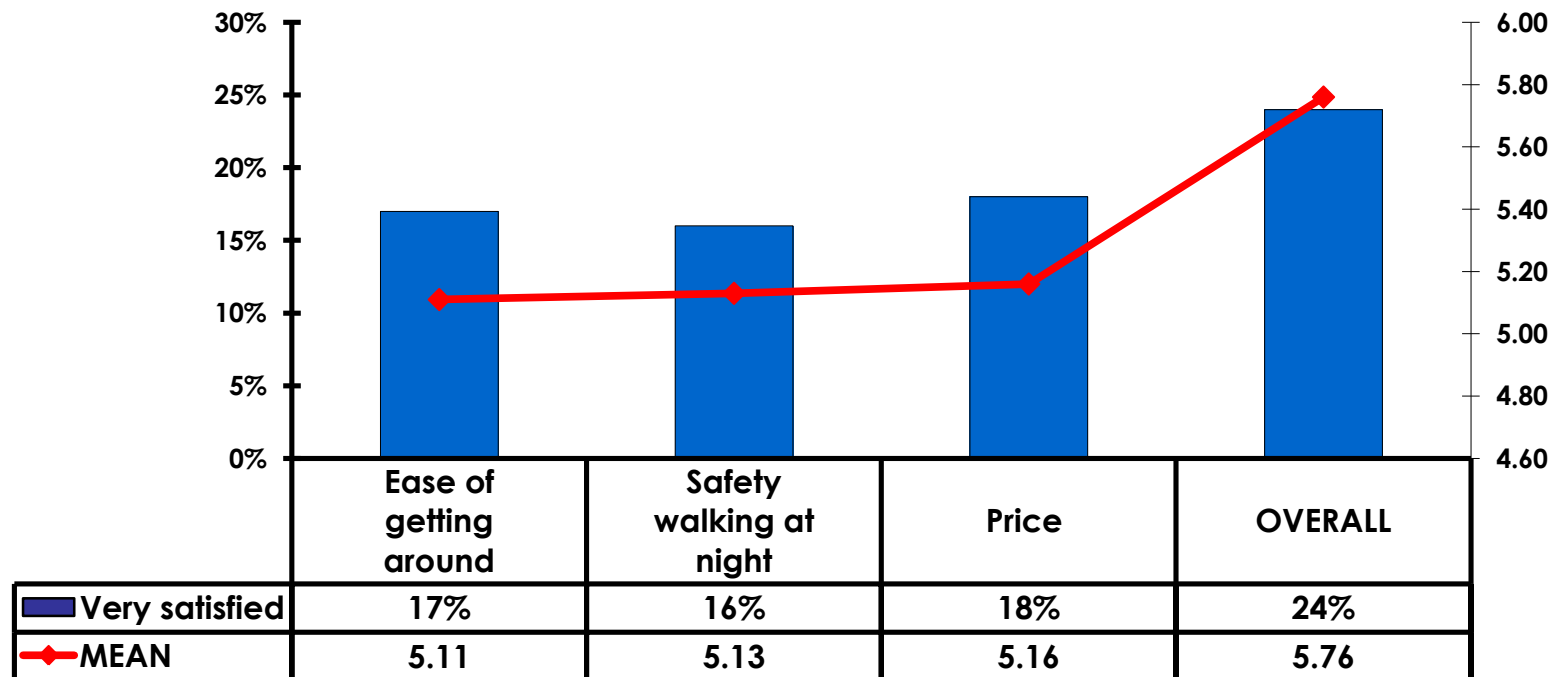
	MEAN \$
Food & Beverages	\$8.87
Gifts/Souvenirs Self	\$42.06
Gifts/Souvenirs Others	\$16.91
Total	\$67.83

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

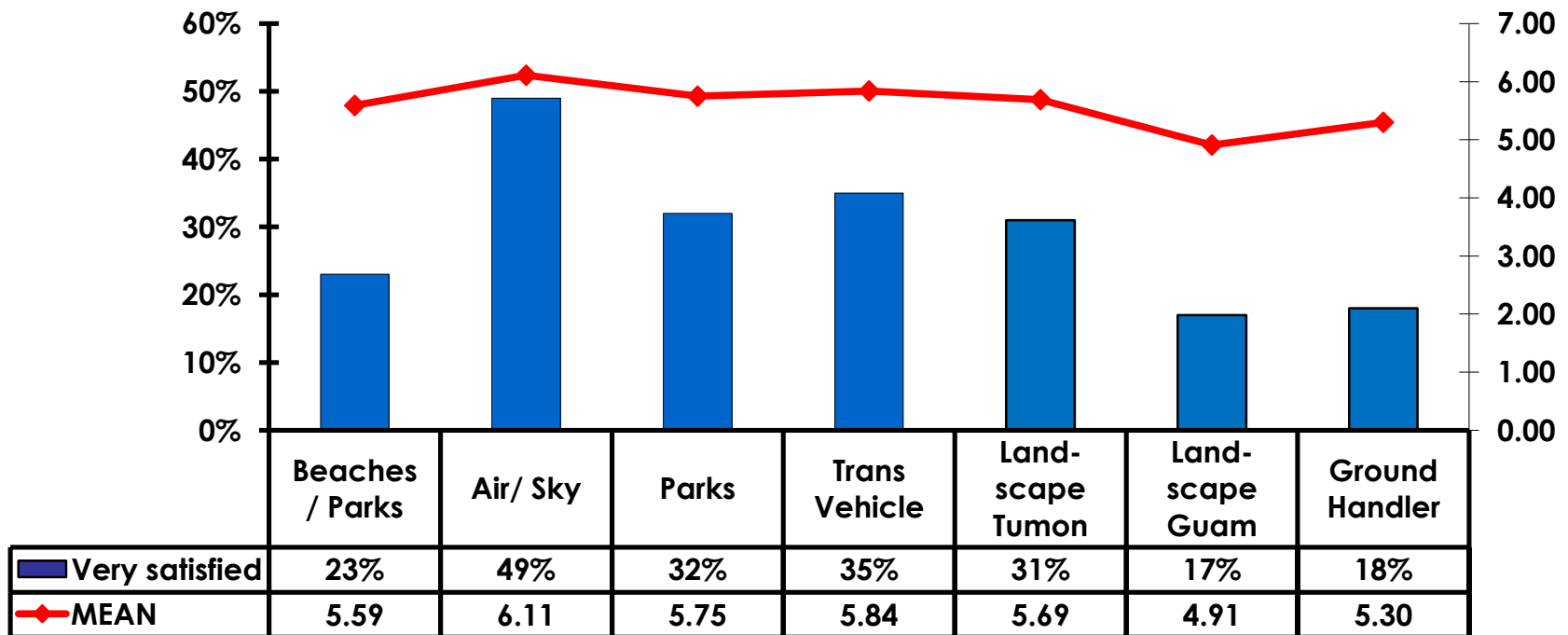
7=Very Satisfied/1=Very Dissatisfied



Satisfaction Quality/ Cleanliness

7pt Rating Scale

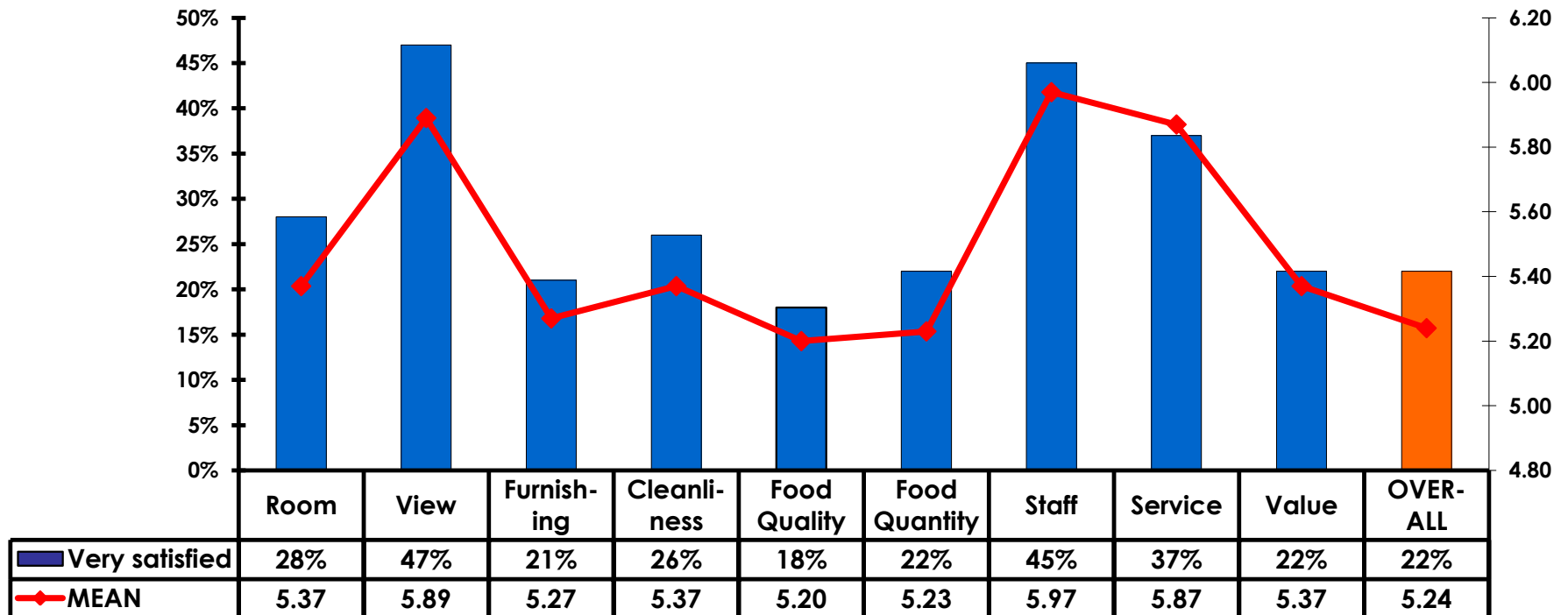
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

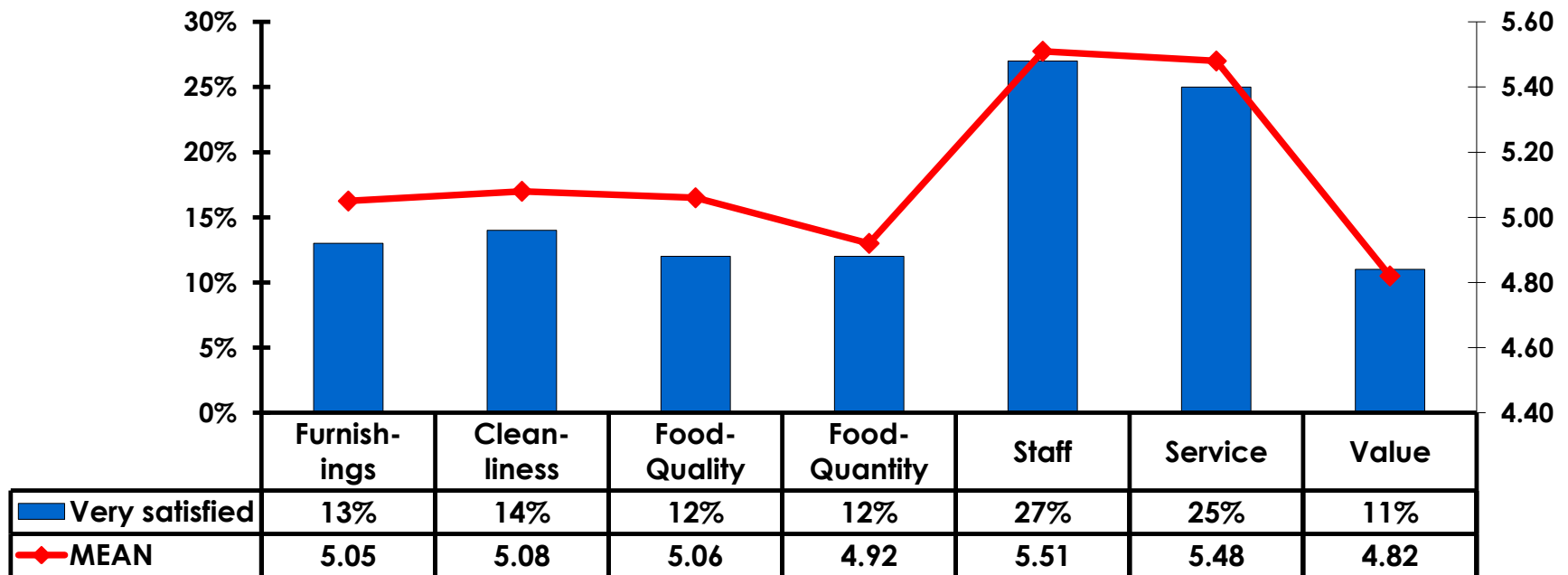
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

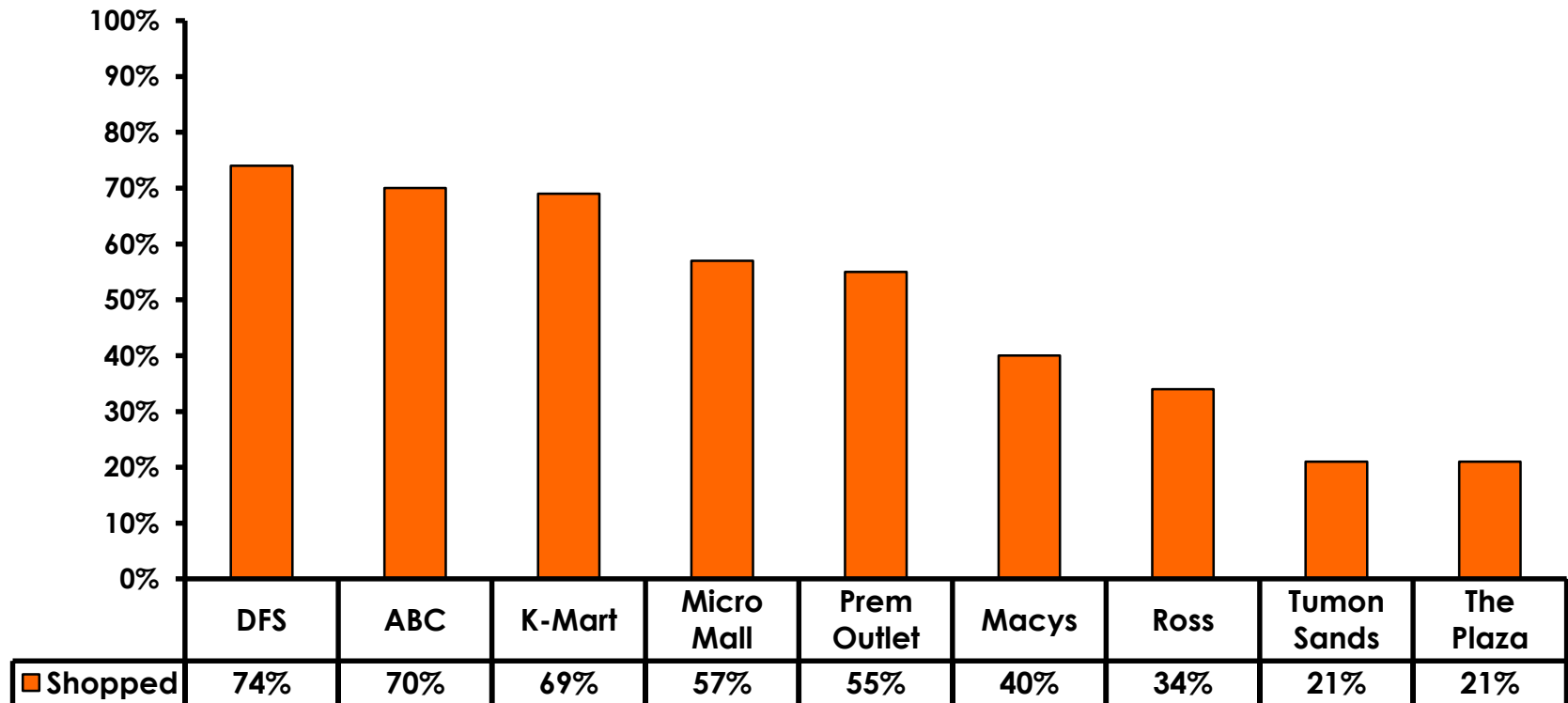
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

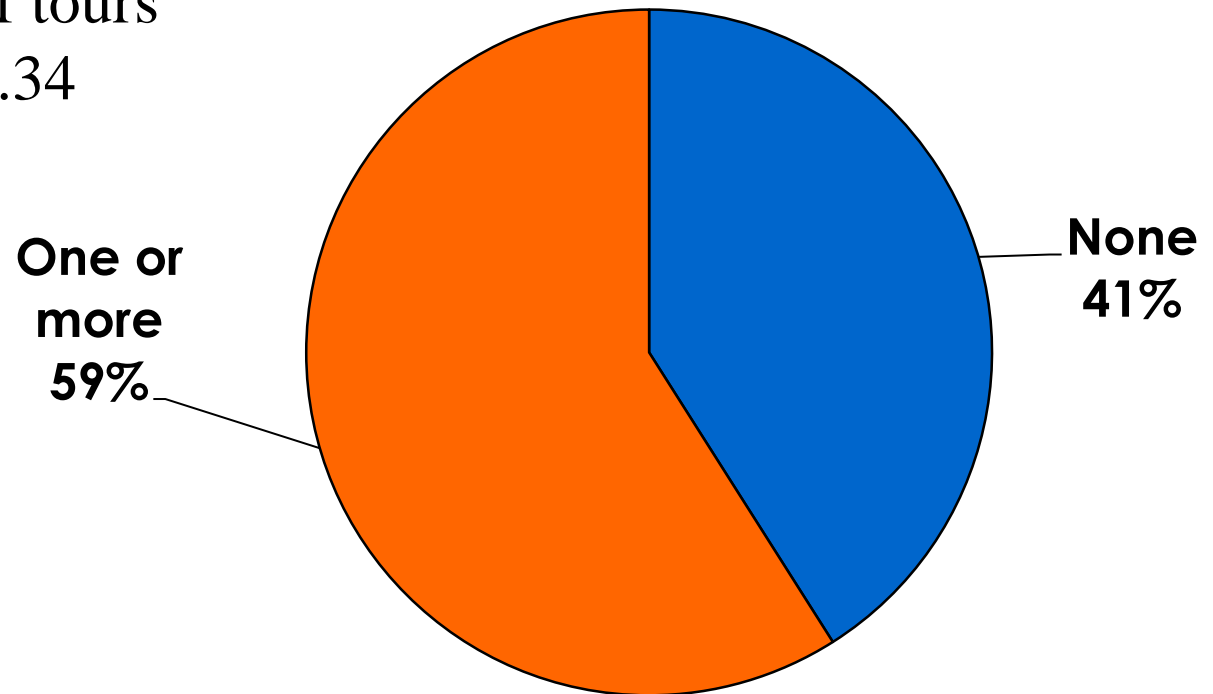
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

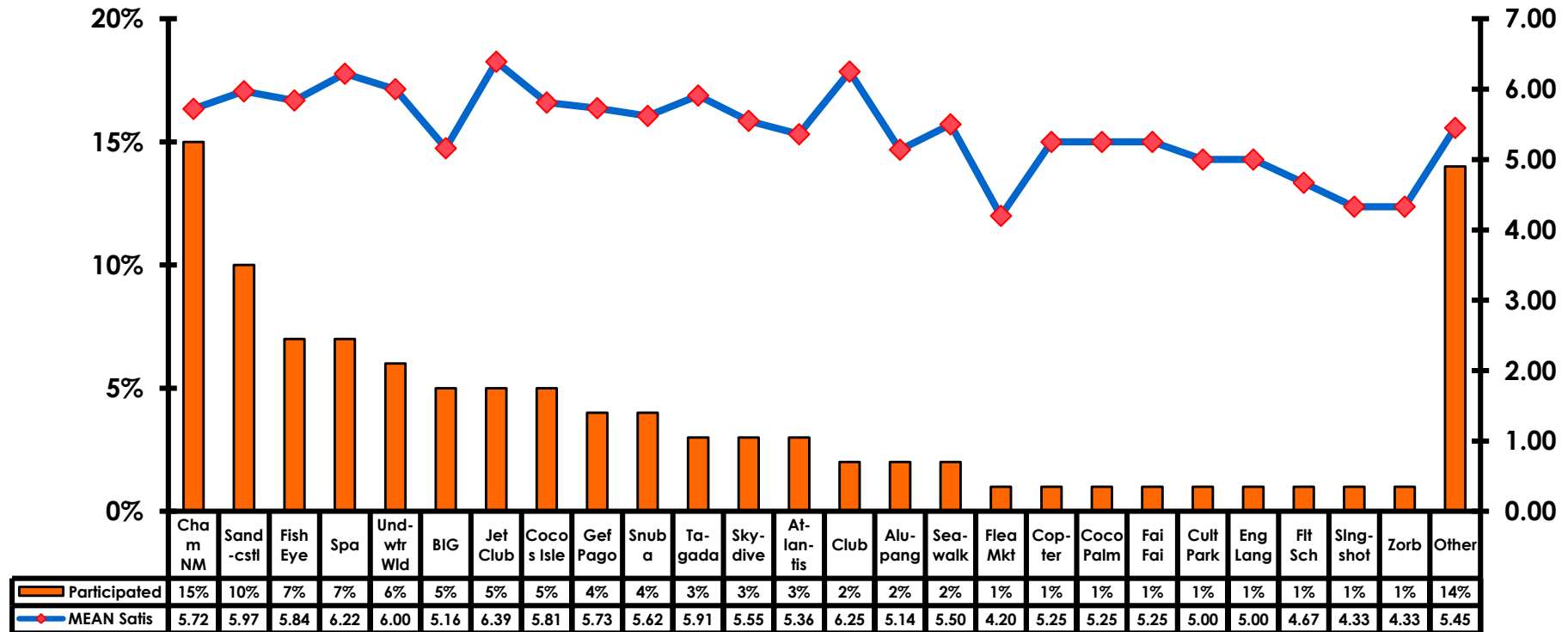
Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 60%	Score of 6 to 7 = 53%
Score of 4 to 5 = 35%	Score of 4 to 5 = 37%
Score 1 to 3 = 5%	Score 1 to 3 = 10%
MEAN = 5.52	MEAN = 5.30

Optional Tour Participation

- Average number of tours participated in is 1.34



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 = 42%	Score of 6 to 7 = 39%
Score of 4 to 5 = 54%	Score of 4 to 5 = 51%
Score 1 to 3 = 4%	Score 1 to 3 = 9%
MEAN = 5.16	MEAN = 4.95

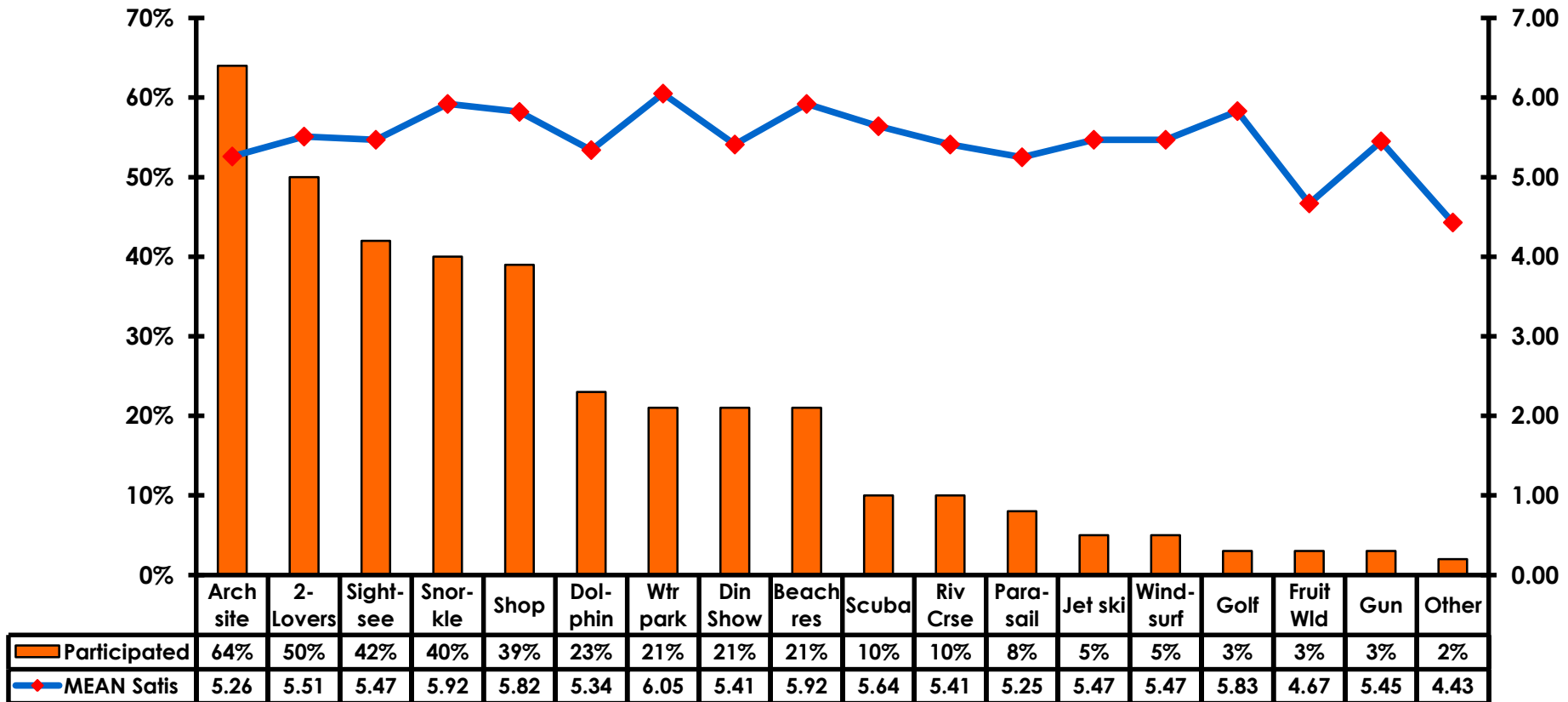
Night Tours Satisfaction

7pt Rating Scale

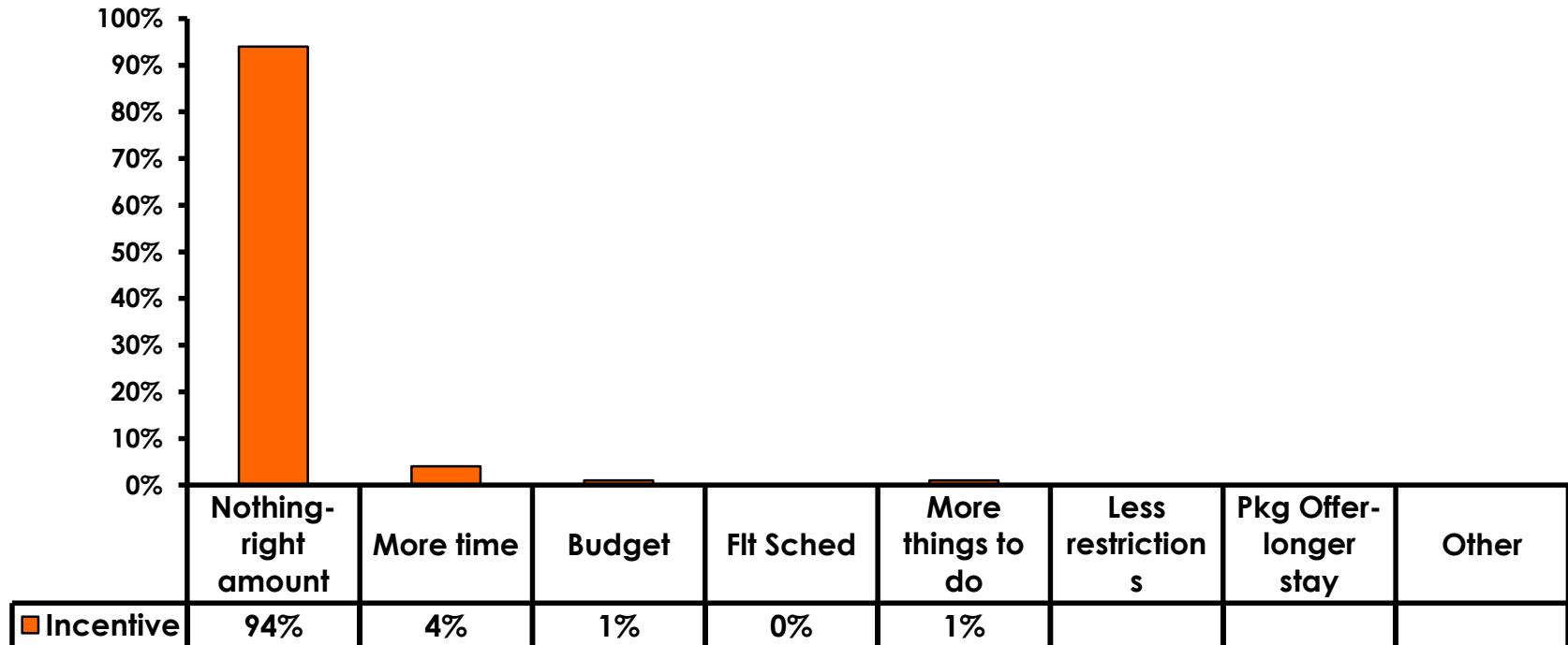
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 29%	Score of 6 to 7 = 30%
Score of 4 to 5 = 60%	Score of 4 to 5 = 57%
Score 1 to 3 = 11%	Score 1 to 3 = 11%
MEAN = 4.68	MEAN = 4.70

Satisfaction with Other Activities



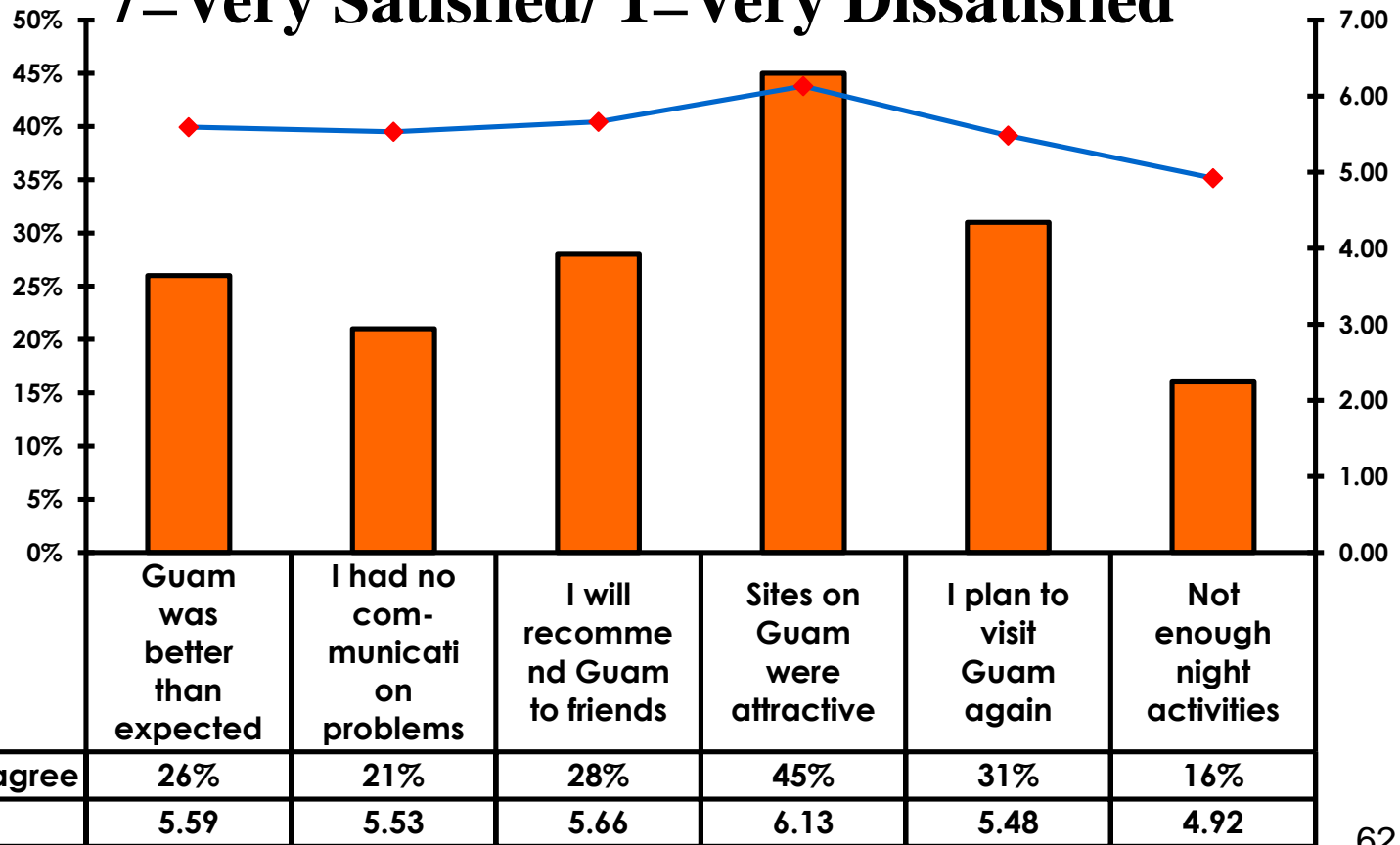
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

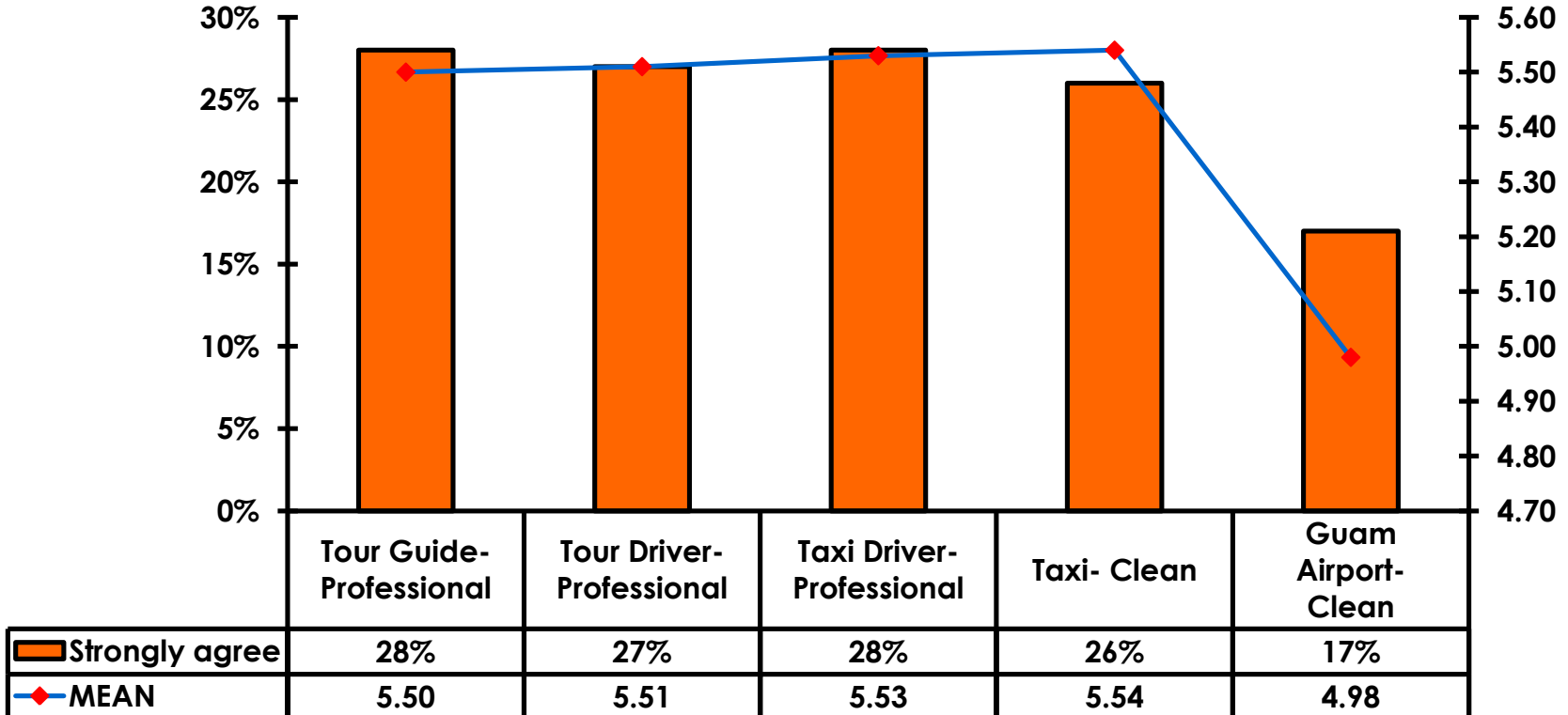
7=Very Satisfied/ 1=Very Dissatisfied



On-Island Perceptions

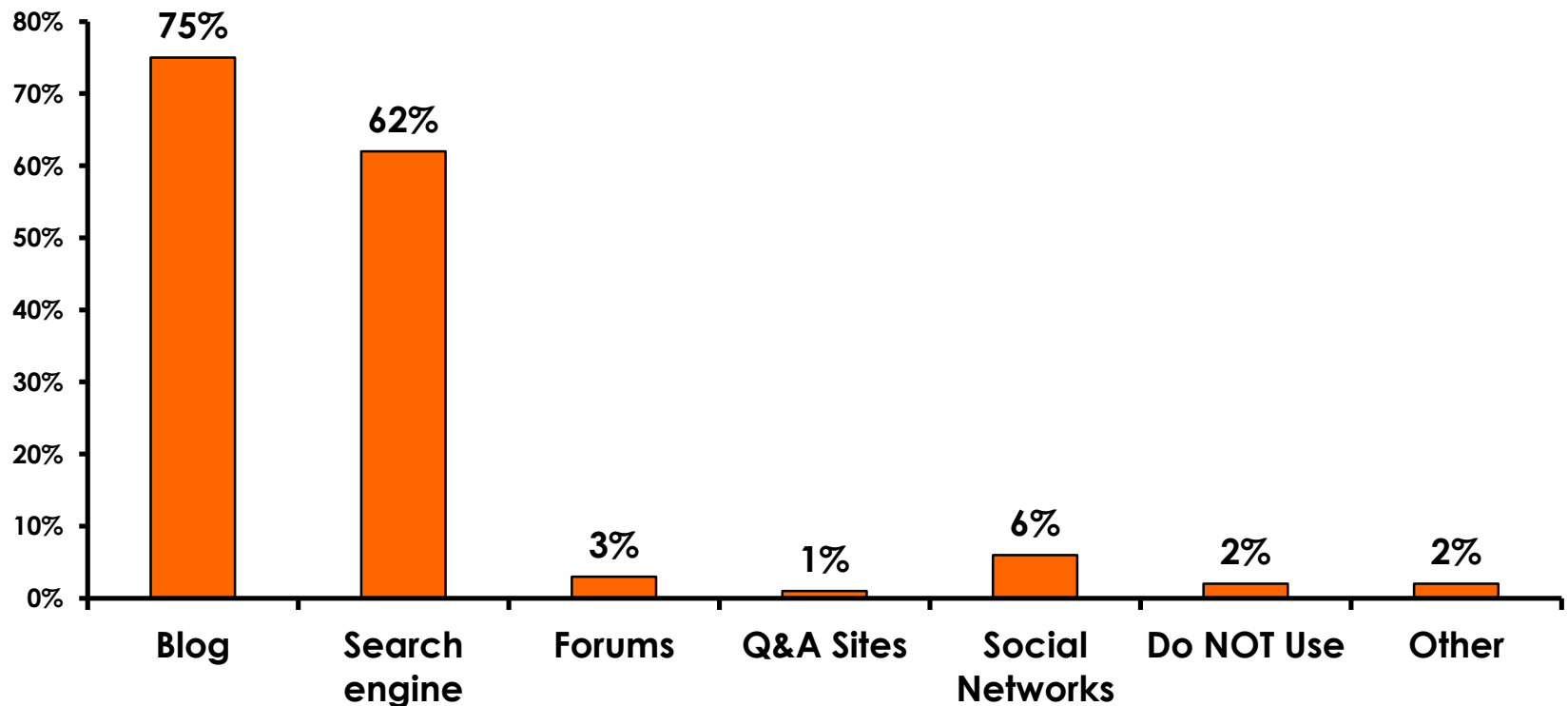
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



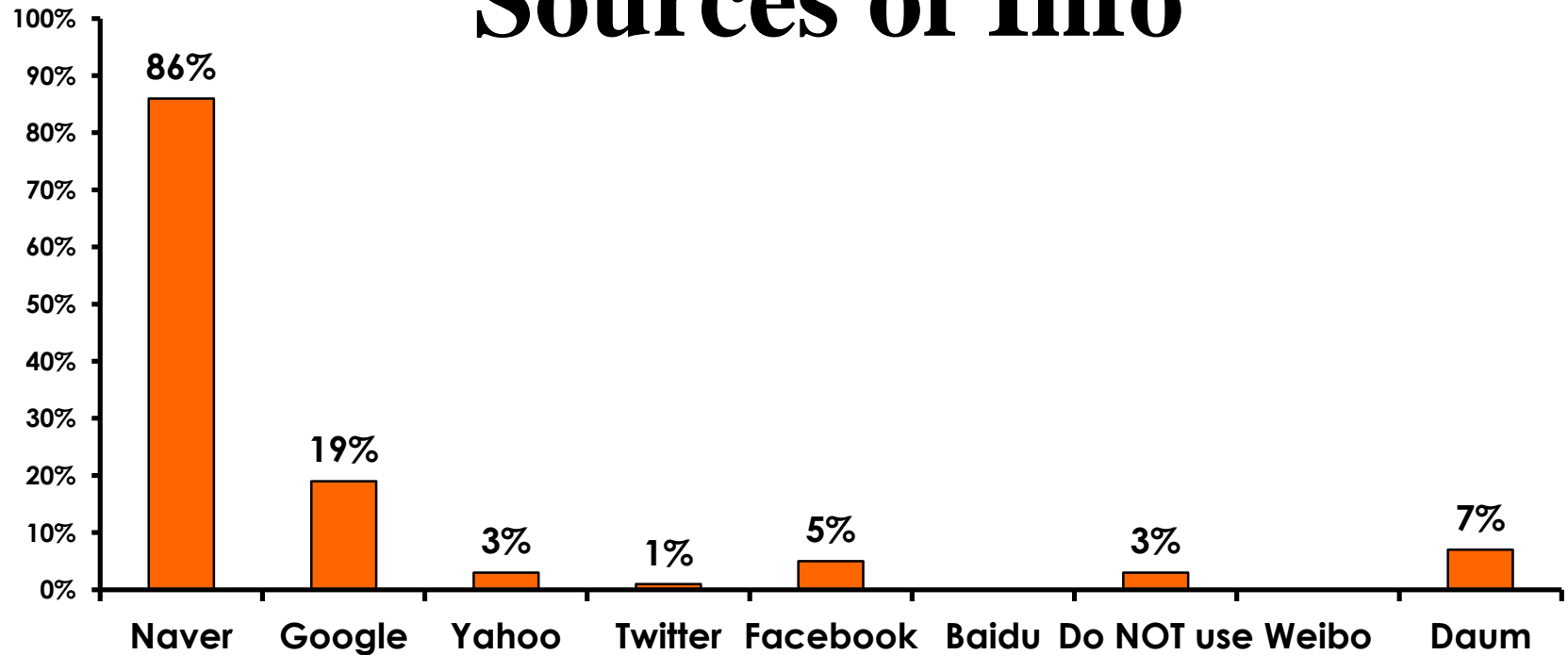
SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

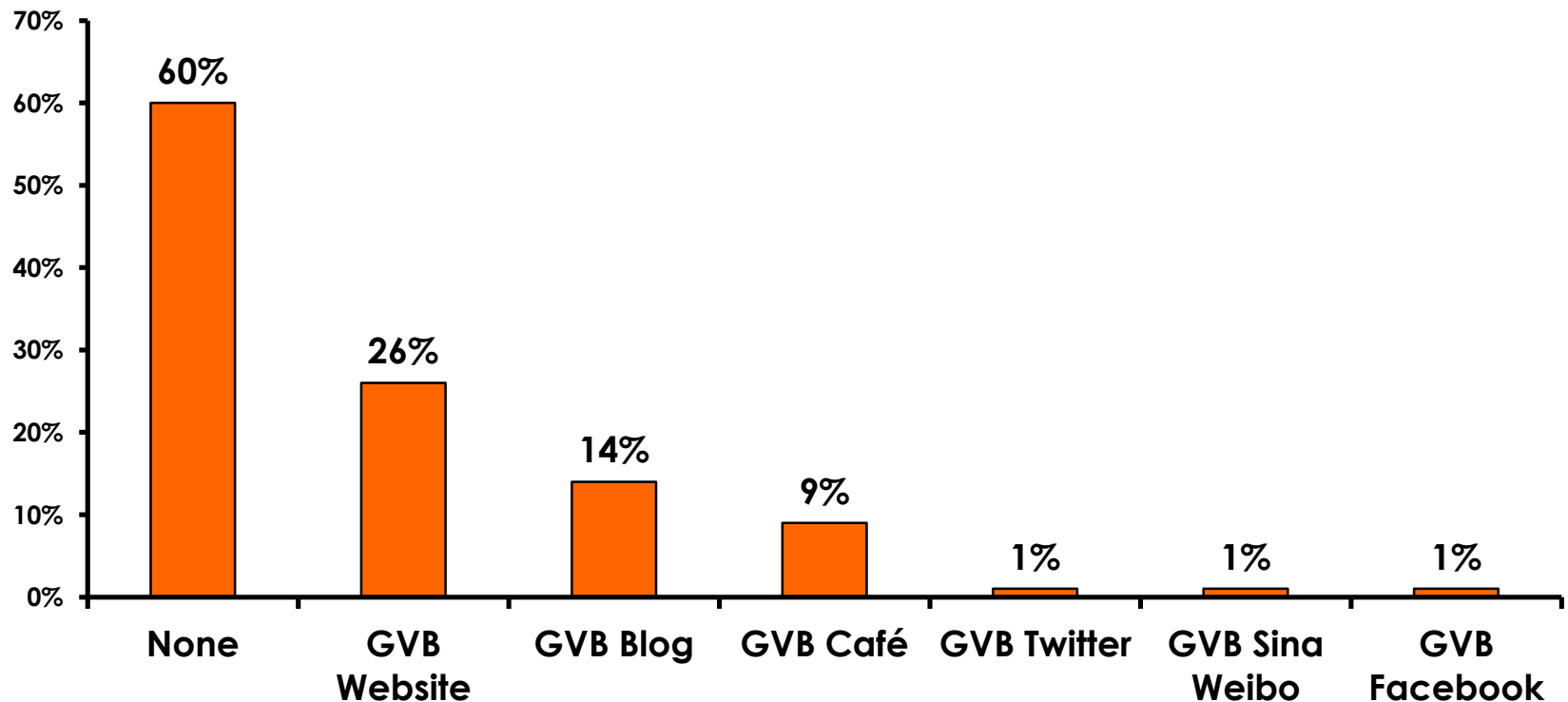


Internet- Things To Do

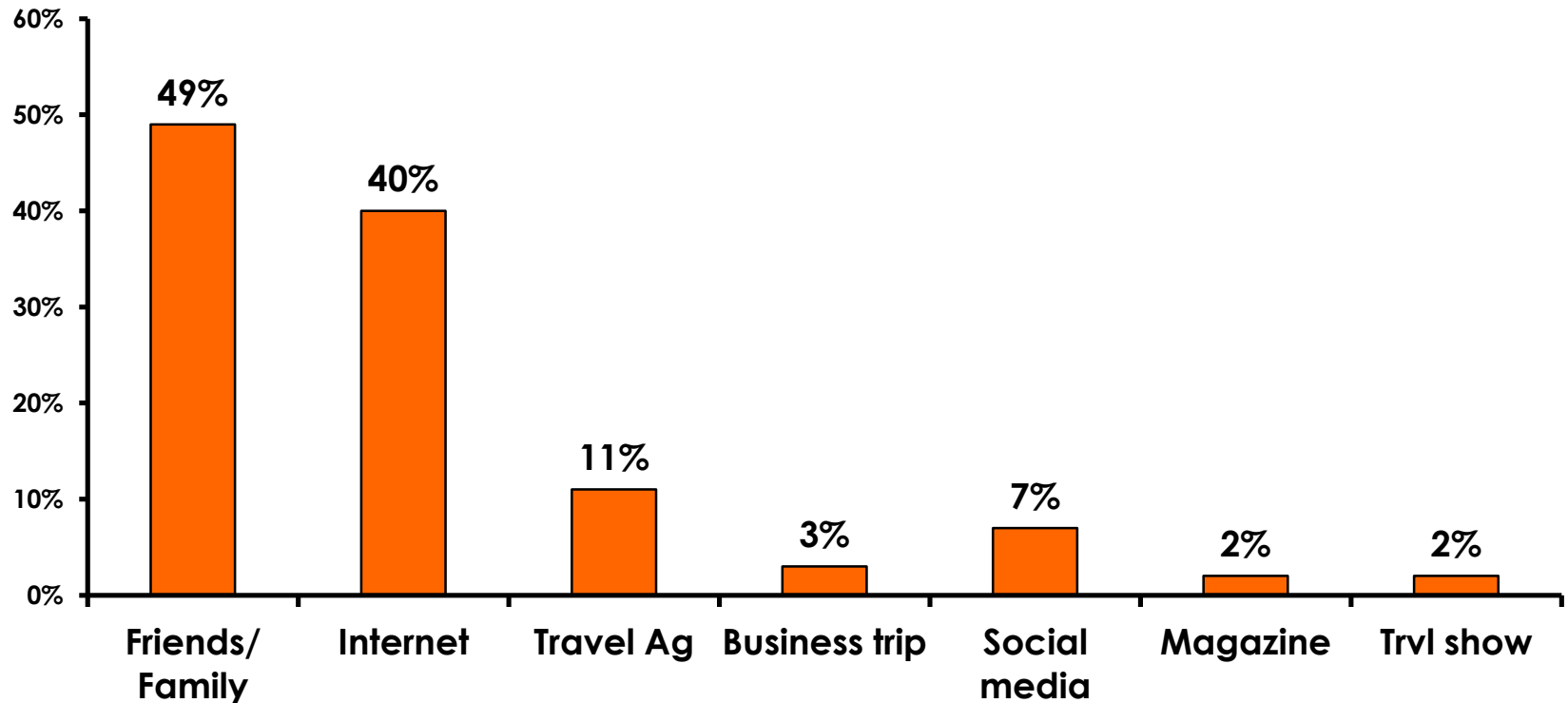
Sources of Info



Internet- GVB Sources

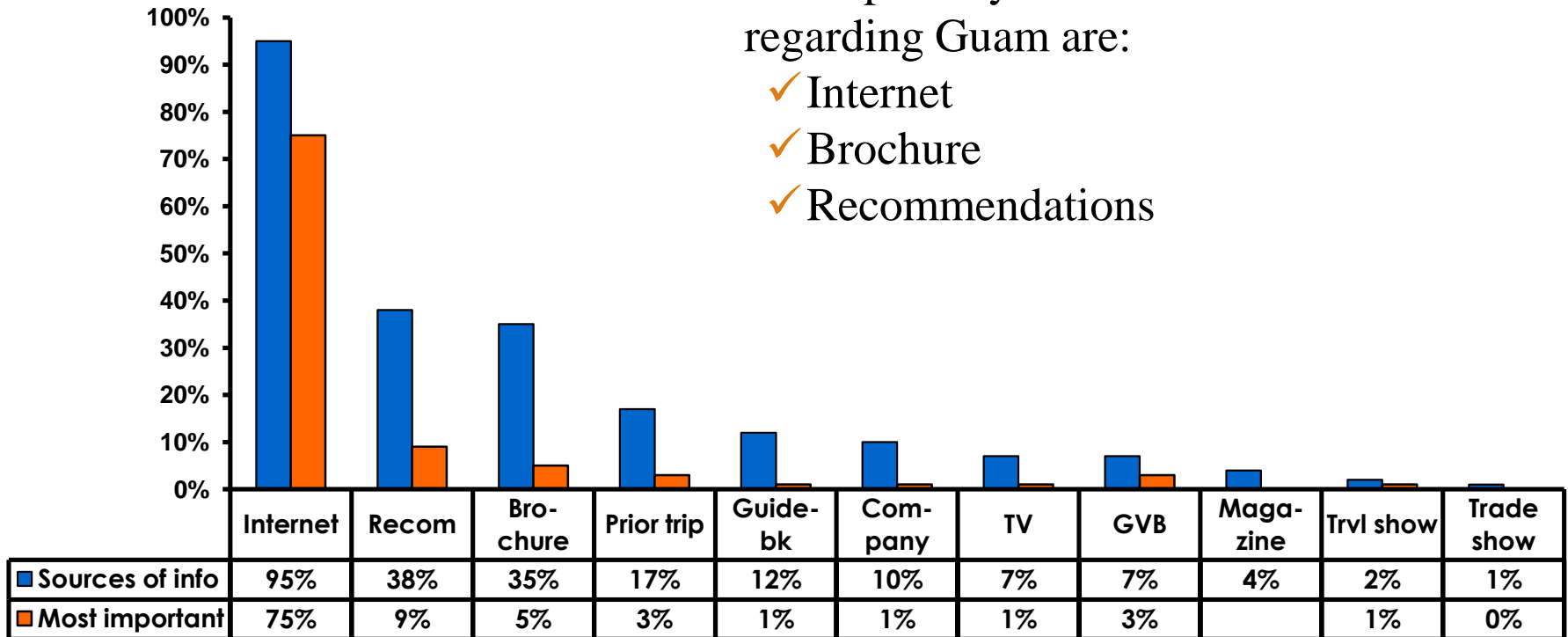


Travel Motivation- Info Sources



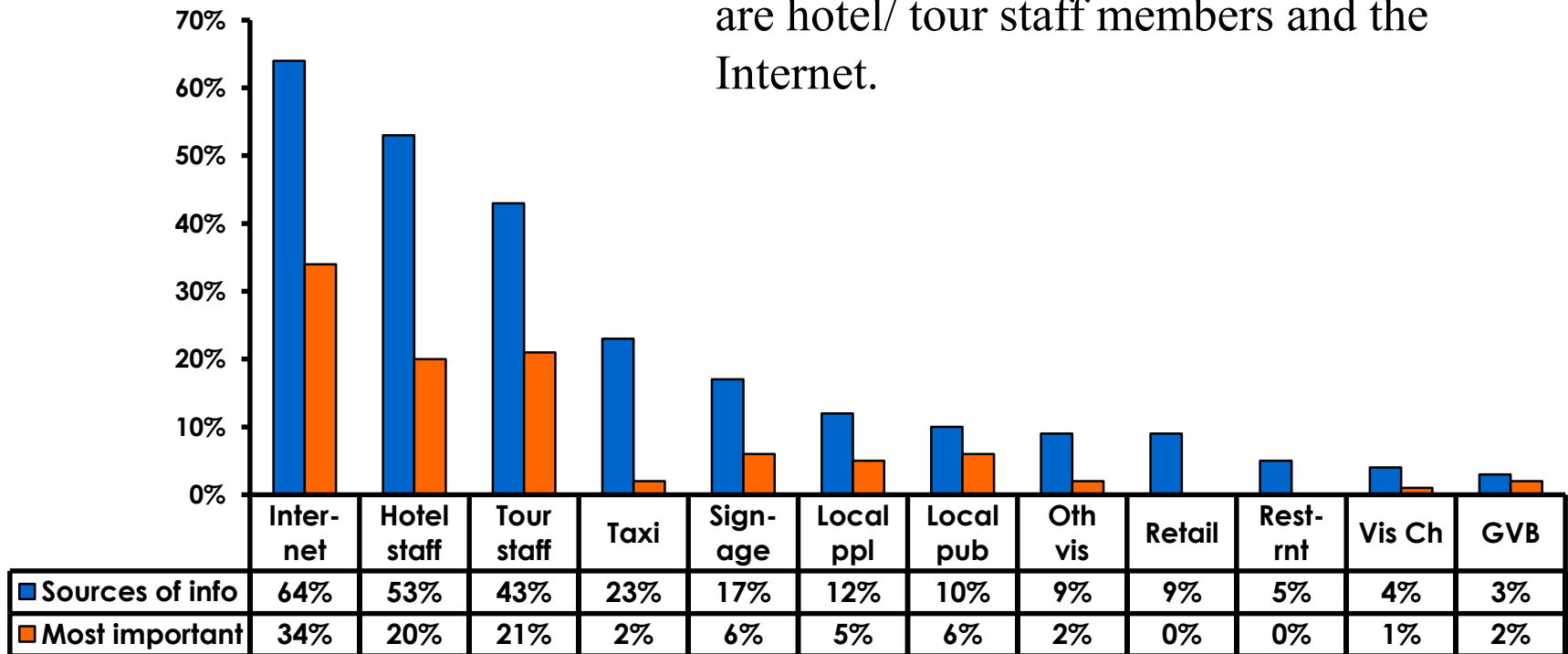
Sources of Information Pre-arrival

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



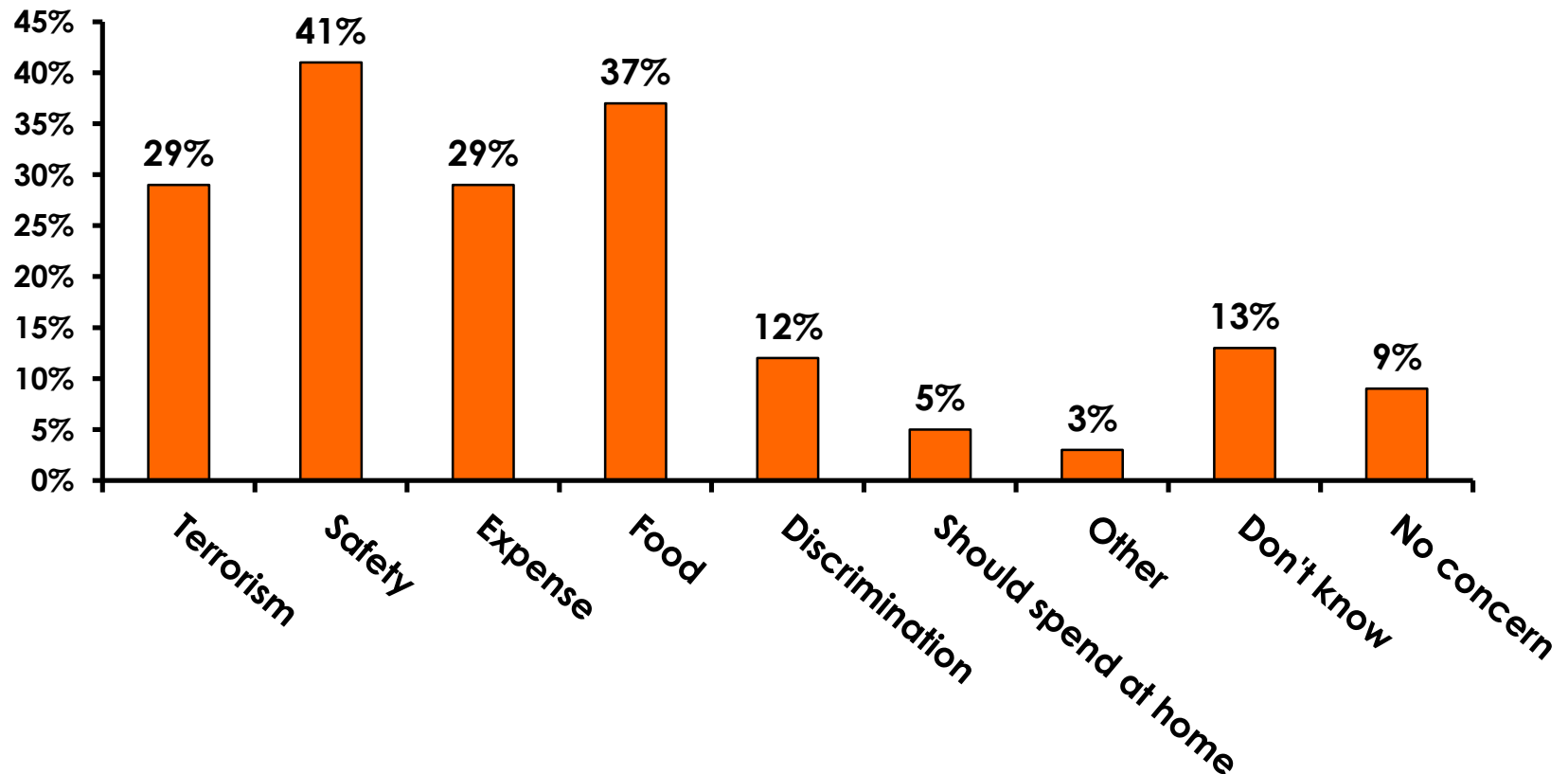
Sources of Information Post-arrival

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



SECTION 6 **OTHER ISSUES**

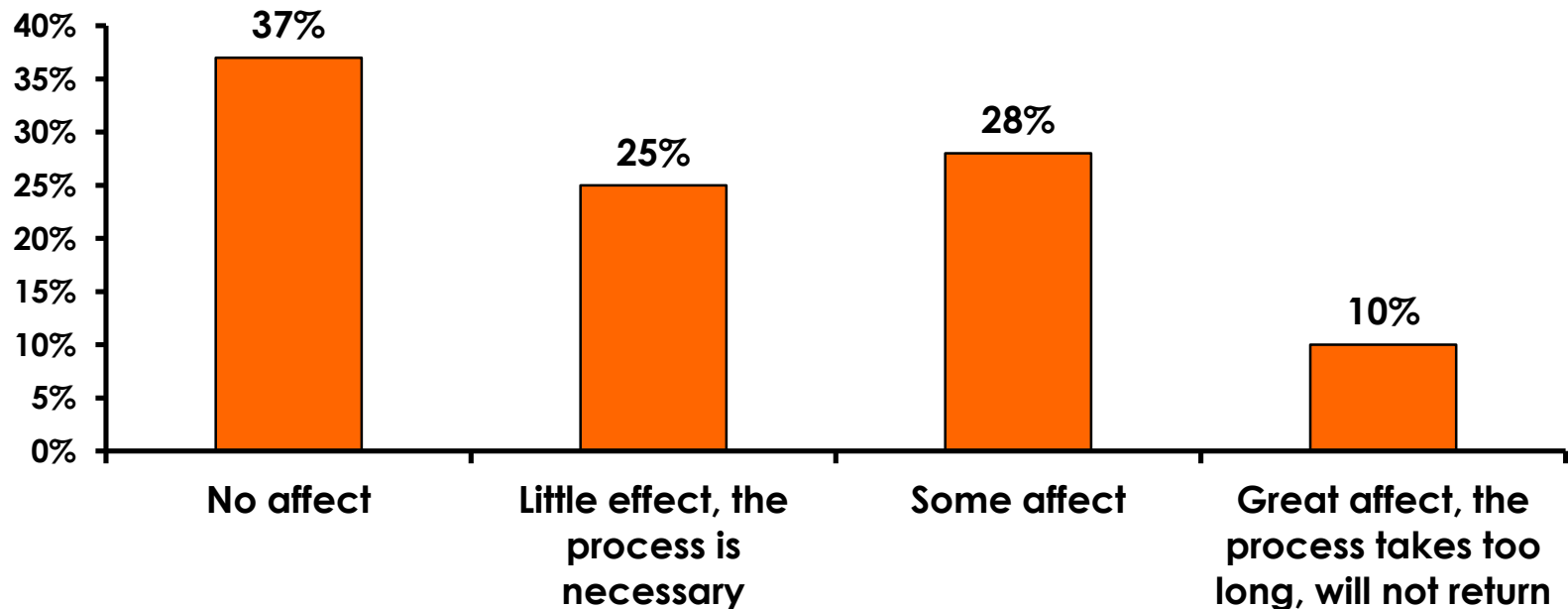
Concerns about travel outside of Korea - Overall



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	41%	38%	36%	46%	43%	17%	41%	59%	44%	43%	50%	42%	6%	
	Food	37%	25%	34%	41%	71%	33%	50%	41%	36%	48%	45%	33%	18%	
	Expense	29%	50%	30%	26%	29%	17%	36%	36%	22%	37%	21%	32%	12%	
	Terrorism	29%	31%	29%	29%	14%	17%	32%	32%	36%	24%	37%	29%	18%	
	Don't know	13%	19%	14%	11%	43%	17%	5%	7%	4%	11%	5%	14%	18%	
	Discrimination against Koreans	12%	19%	10%	14%	14%	17%	18%	18%	10%	5%	16%	15%	6%	
	No concerns	9%	6%	10%	9%		33%	5%	2%	12%	6%	5%	9%	35%	
	Should spend at home	5%	13%	5%	3%		17%	5%	5%	8%	5%	8%	1%	6%	
	Other	3%	13%	4%	2%			5%	2%		3%	5%	4%	12%	
	Total	Count	348	16	168	150	7	6	22	44	50	63	38	78	17

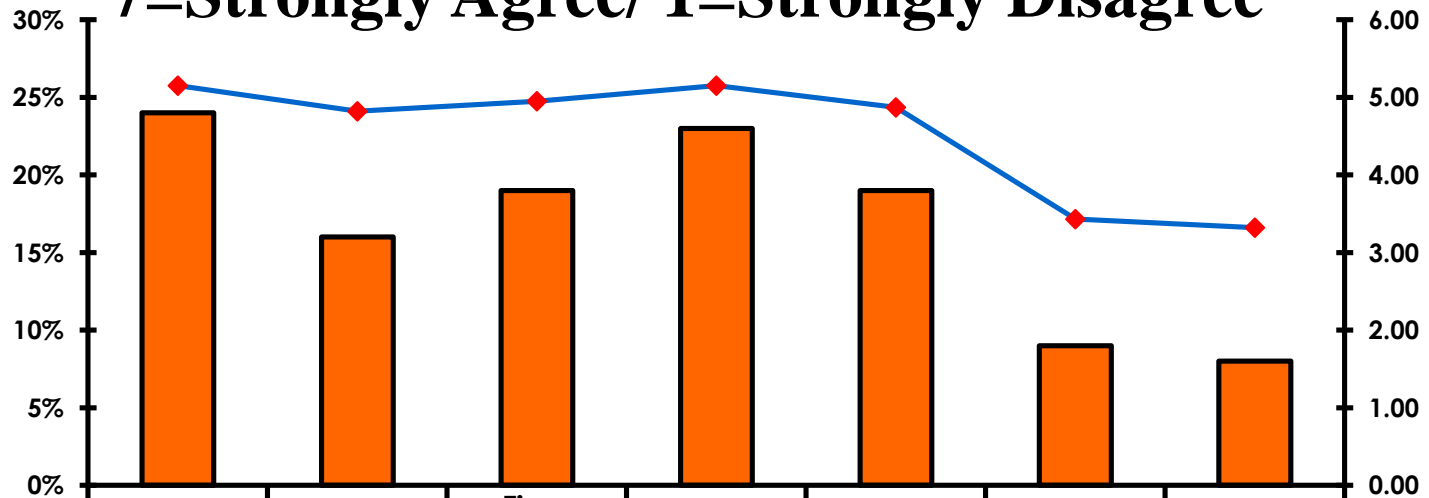
Security Screening/ Immigration Process at Guam International Airport





Airport Screening

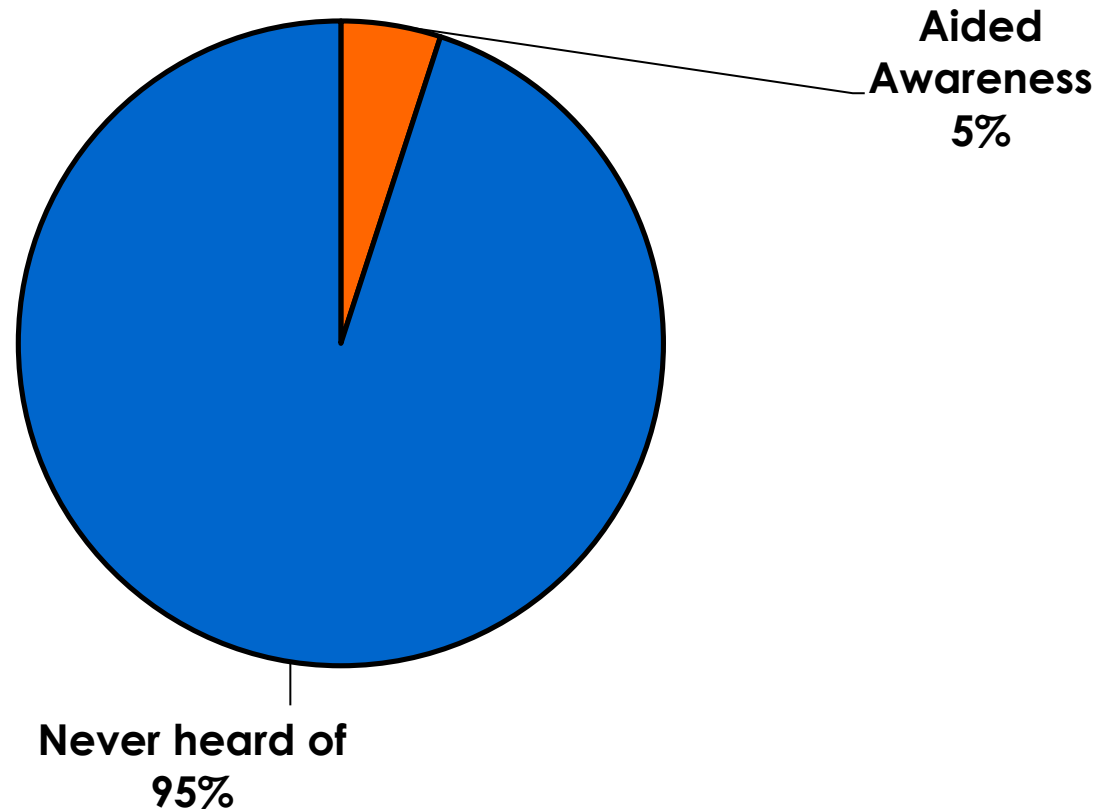
7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



 Strongly agree	24%	16%	19%	23%	19%	9%	8%
 MEAN	5.15	4.82	4.95	5.15	4.87	3.43	3.32

Shop Guam Festival



Shop Guam Festival - Impact

n=16

