



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2014

SEPTEMBER 2014



Prepared by: QMark Research

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Background & Methodology

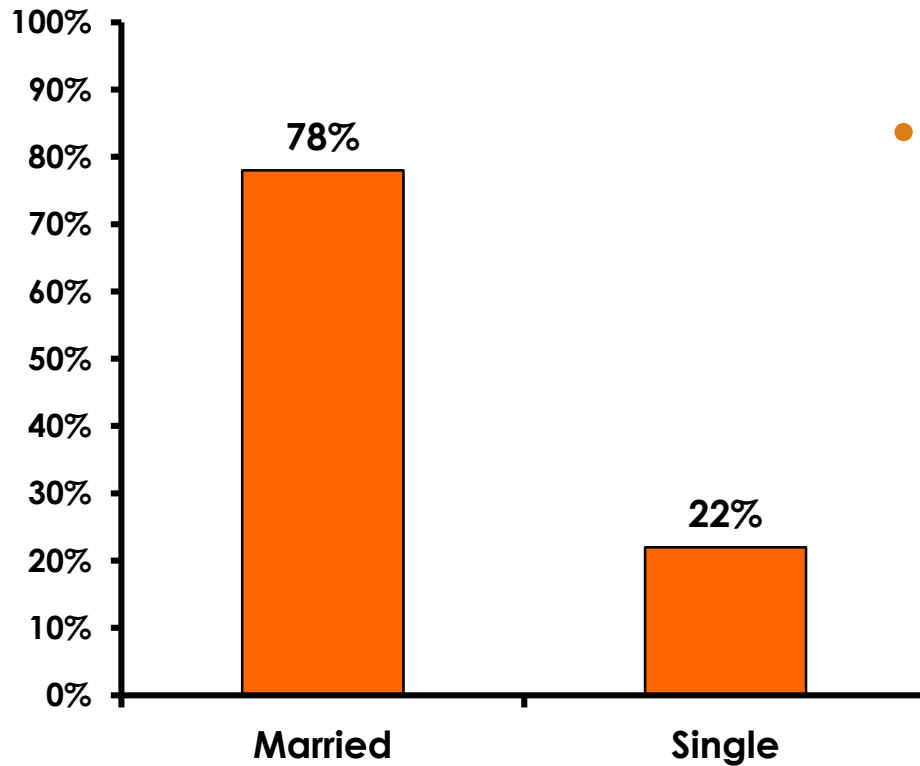
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **352** departing 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 **352** 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.

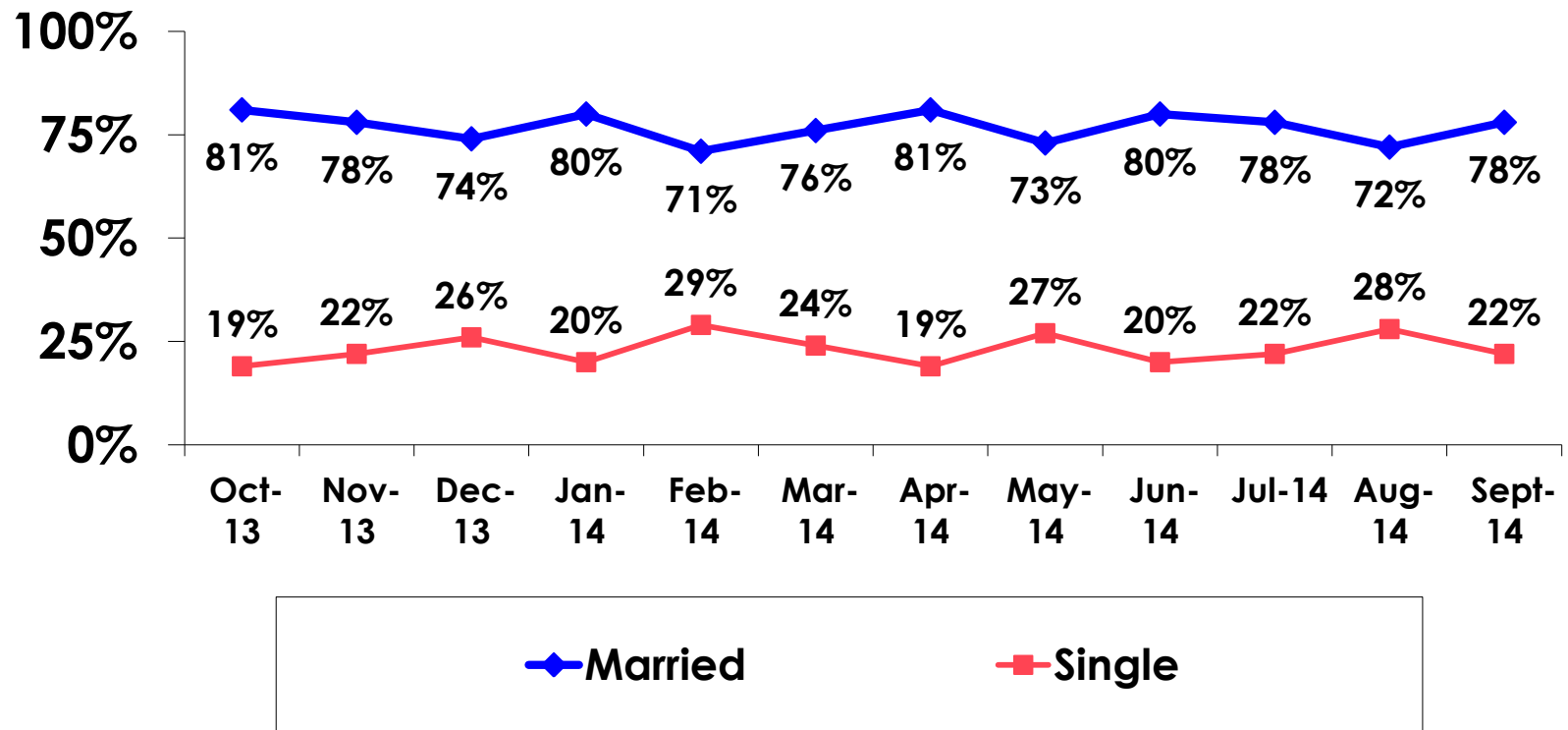
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

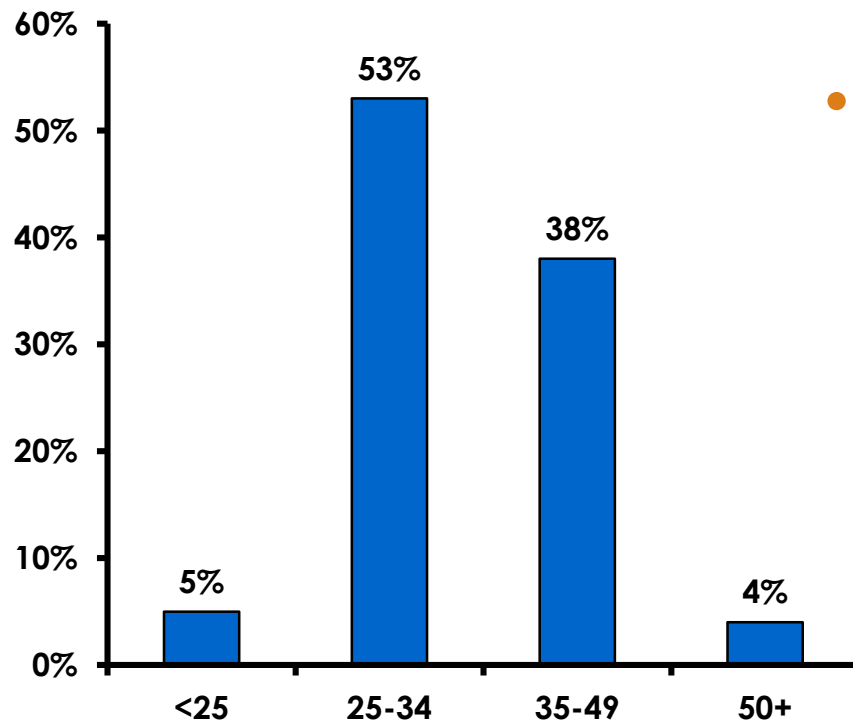


- Majority of Korean visitors are married.

MARITAL STATUS

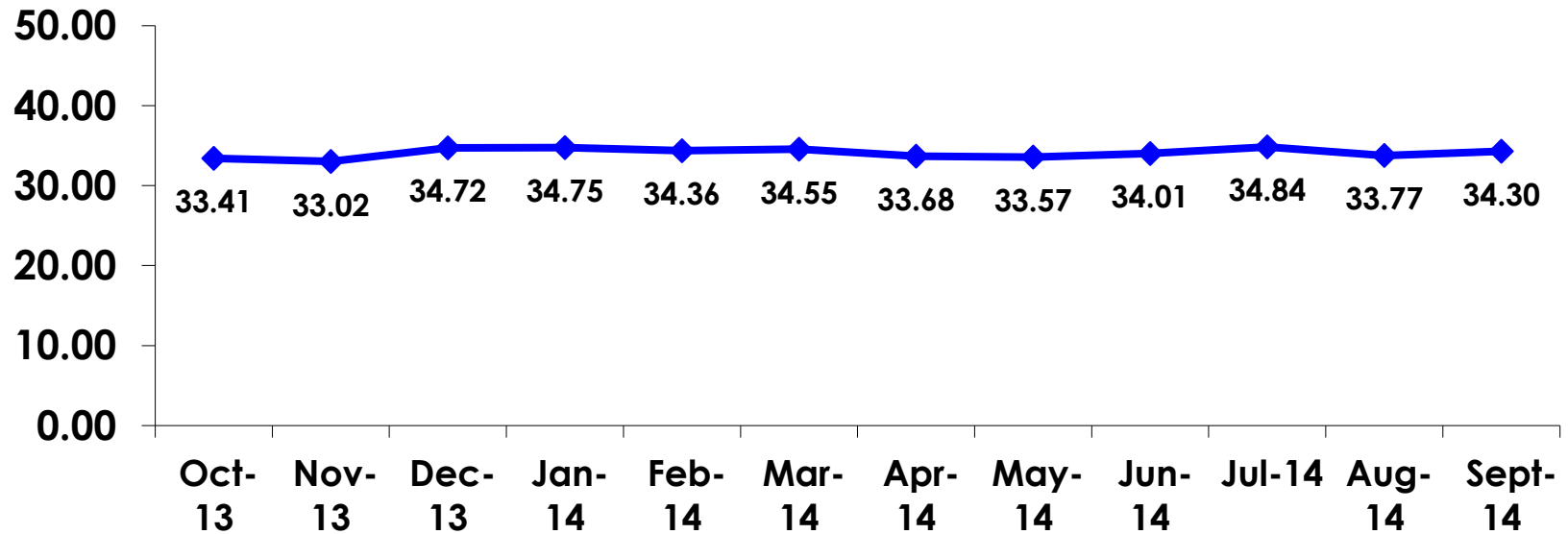


Age - Overall

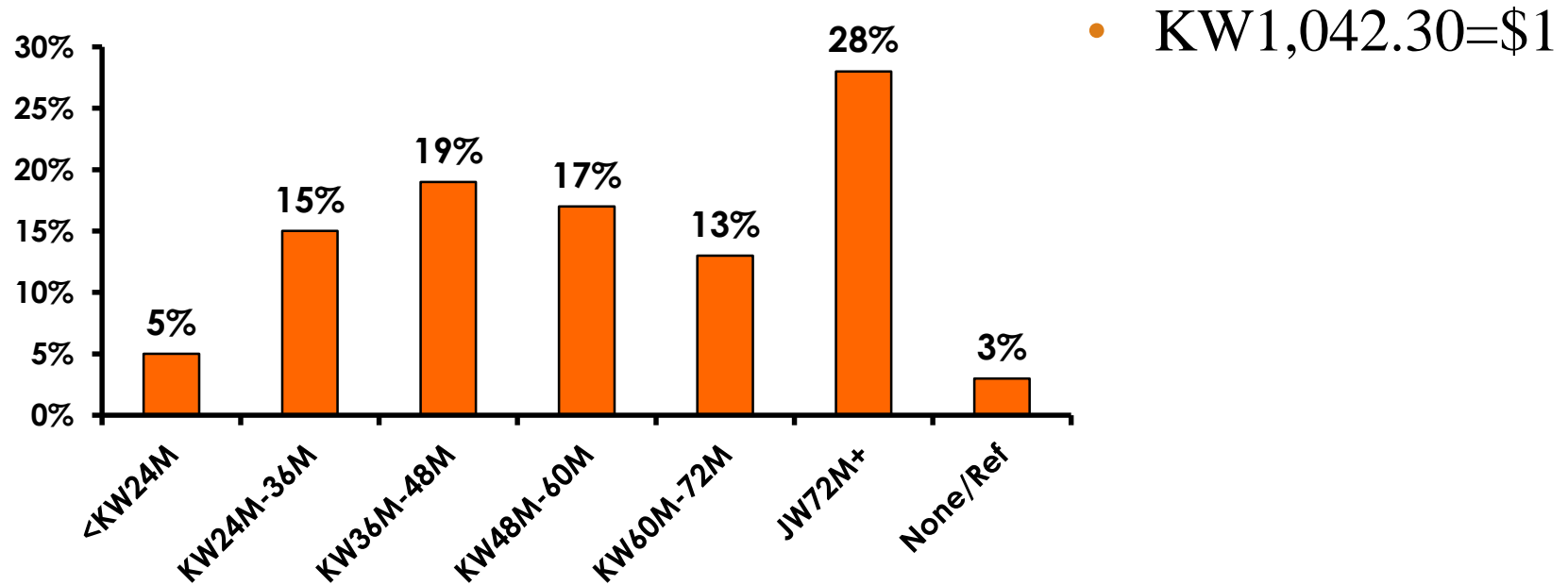


- The average age of the respondents is 34.30 years of age.

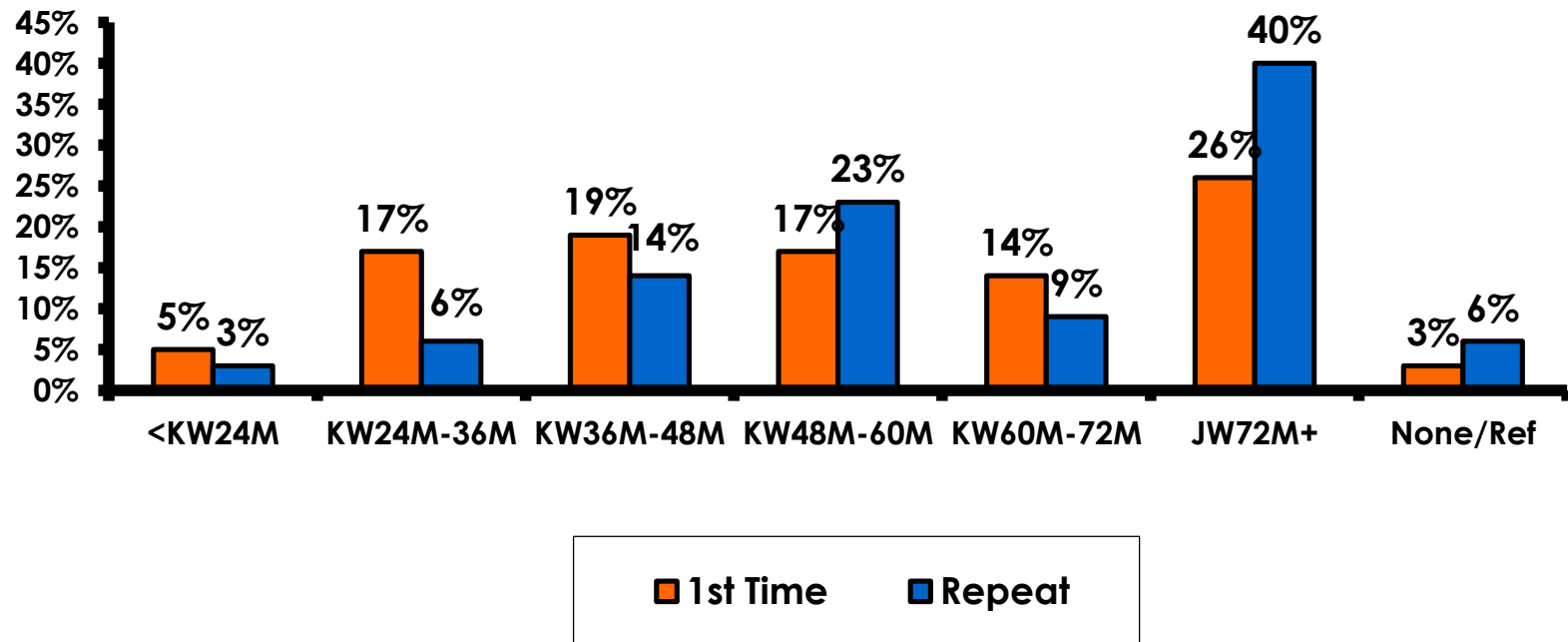
AVERAGE - AGE



Personal Income



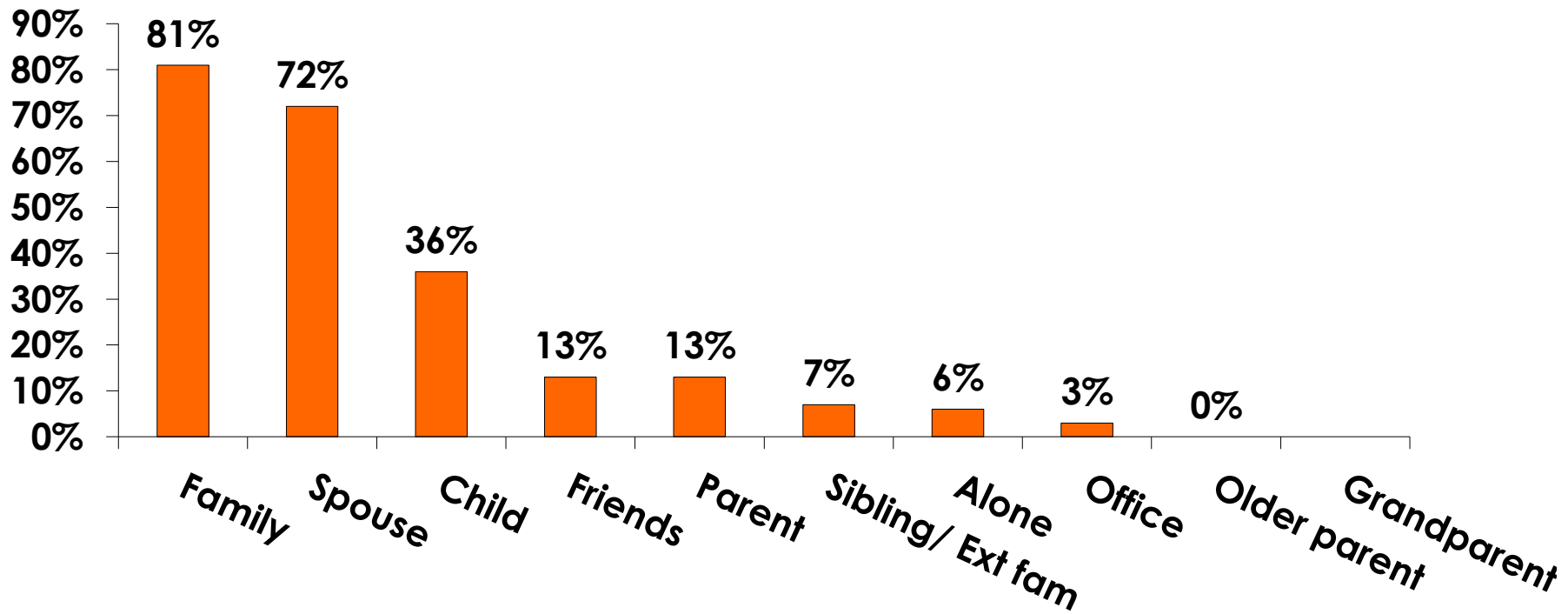
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<KW12.0M	Count	6	3	3	1	3		1
		Column N %	2%	2%	2%	7%	2%		10%
	KW12.0M-KW24.0M	Count	8	3	5	1	6	1	
		Column N %	3%	2%	4%	7%	4%	1%	
	KW24.0M-KW36.0M	Count	46	20	25	1	38	6	1
		Column N %	15%	12%	18%	7%	25%	5%	10%
	KW36.0M-KW48.0M	Count	56	34	21	2	36	17	1
		Column N %	19%	21%	15%	14%	23%	14%	10%
	KW48.0M-KW60.0M	Count	52	29	23	3	24	22	2
		Column N %	17%	18%	17%	21%	15%	18%	20%
	KW60.0M-KW72.0M	Count	40	20	20	3	16	19	1
		Column N %	13%	12%	14%	21%	10%	16%	10%
	KW72.0M+	Count	84	50	34	1	28	52	3
		Column N %	28%	31%	24%	7%	18%	43%	30%
	No Income	Count	10	2	8	2	4	3	1
		Column N %	3%	1%	6%	14%	3%	3%	10%
	Total	Count	302	161	139	14	155	120	10

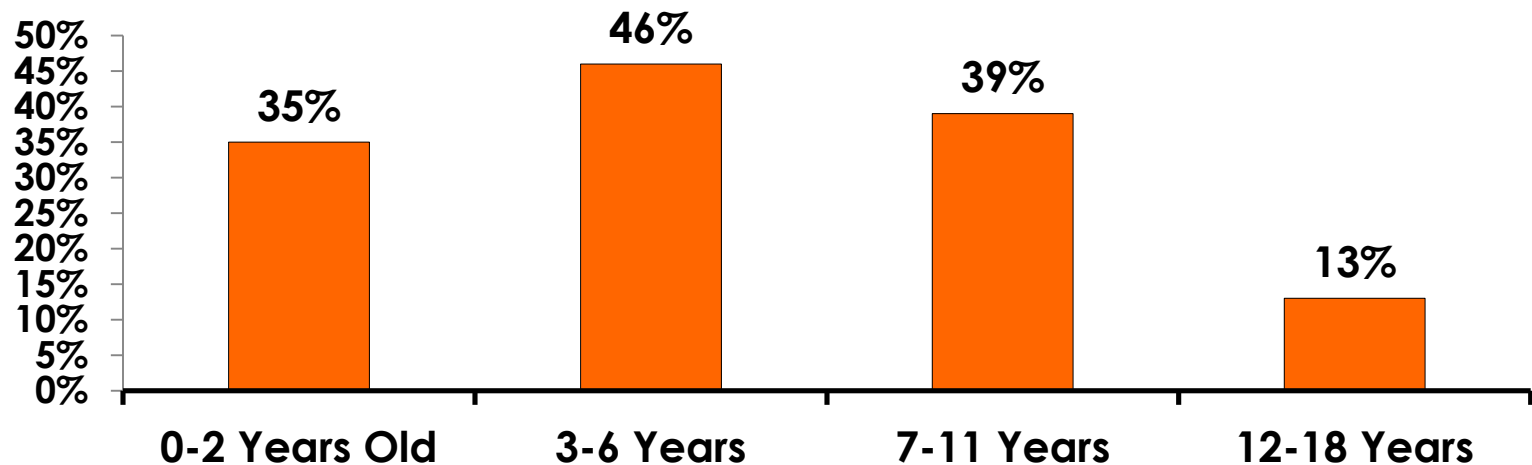
Travel Companions



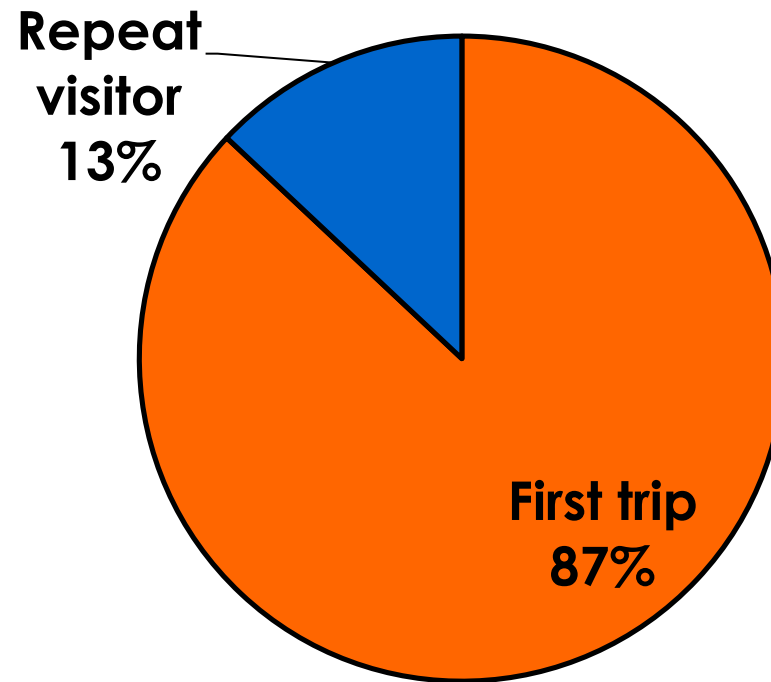
Number of Children Travel Party

N=127 total respondents traveling with children.

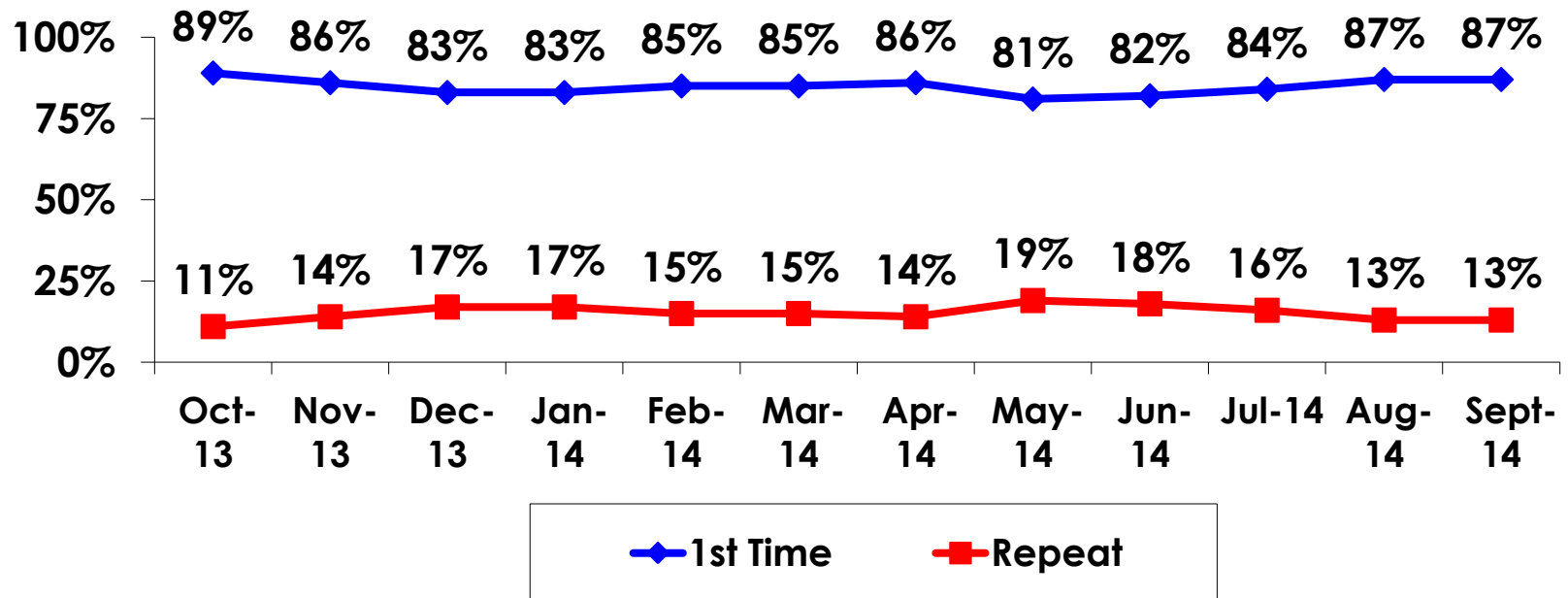
(Of those N=127 respondents, there is a total of 196 children 18 years or younger)



Prior Trips to Guam



PRIOR TRIPS TO GUAM

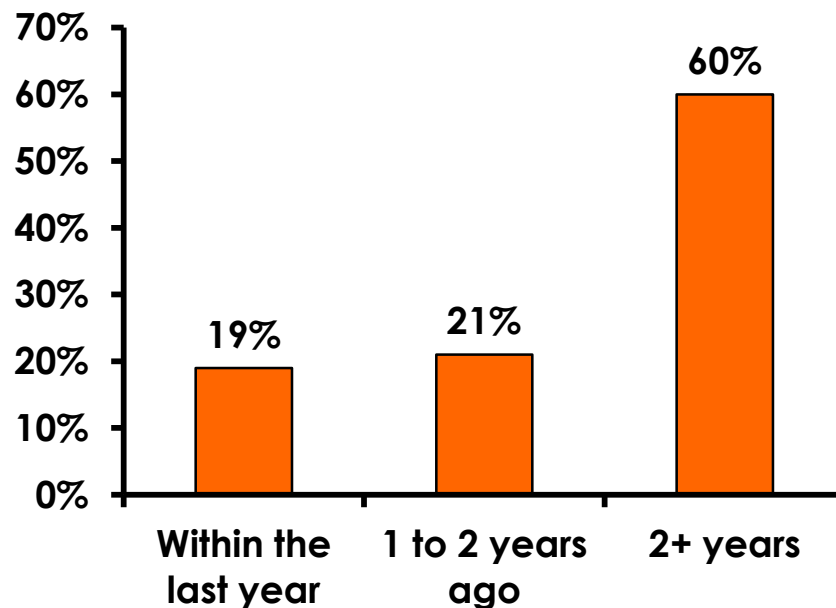


Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
			-	1st	Repeat
GENDER	Male	Count	178	155	23
		Column N %	51%	51%	52%
	Female	Count	172	150	21
		Column N %	49%	49%	48%
	Total	Count	350	305	44
AGE	18-24	Count	17	15	2
		Column N %	5%	5%	5%
	25-34	Count	183	167	16
		Column N %	53%	55%	37%
	35-49	Count	133	110	22
		Column N %	38%	36%	51%
	50+	Count	14	11	3
		Column N %	4%	4%	7%
	Total	Count	347	303	43

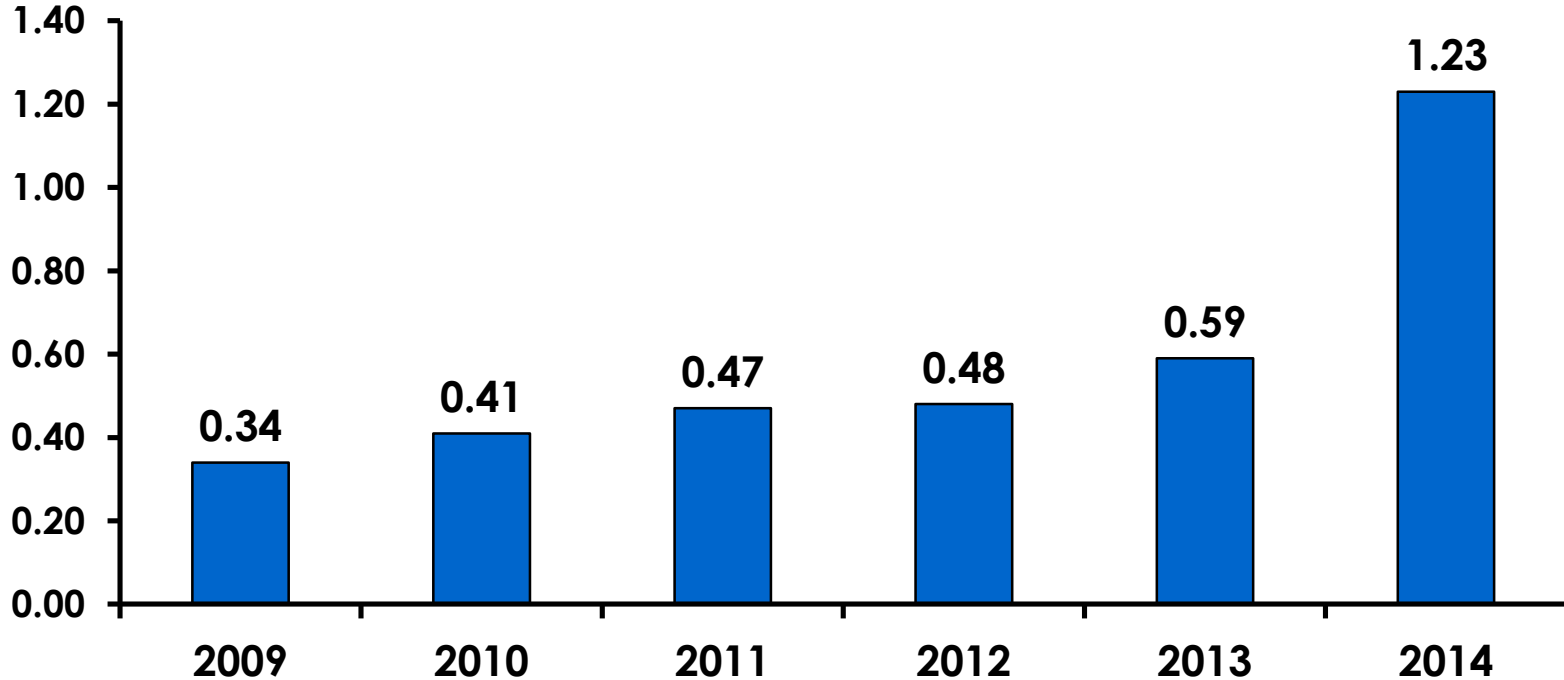
Repeat Visitors Last Trip

n = 43



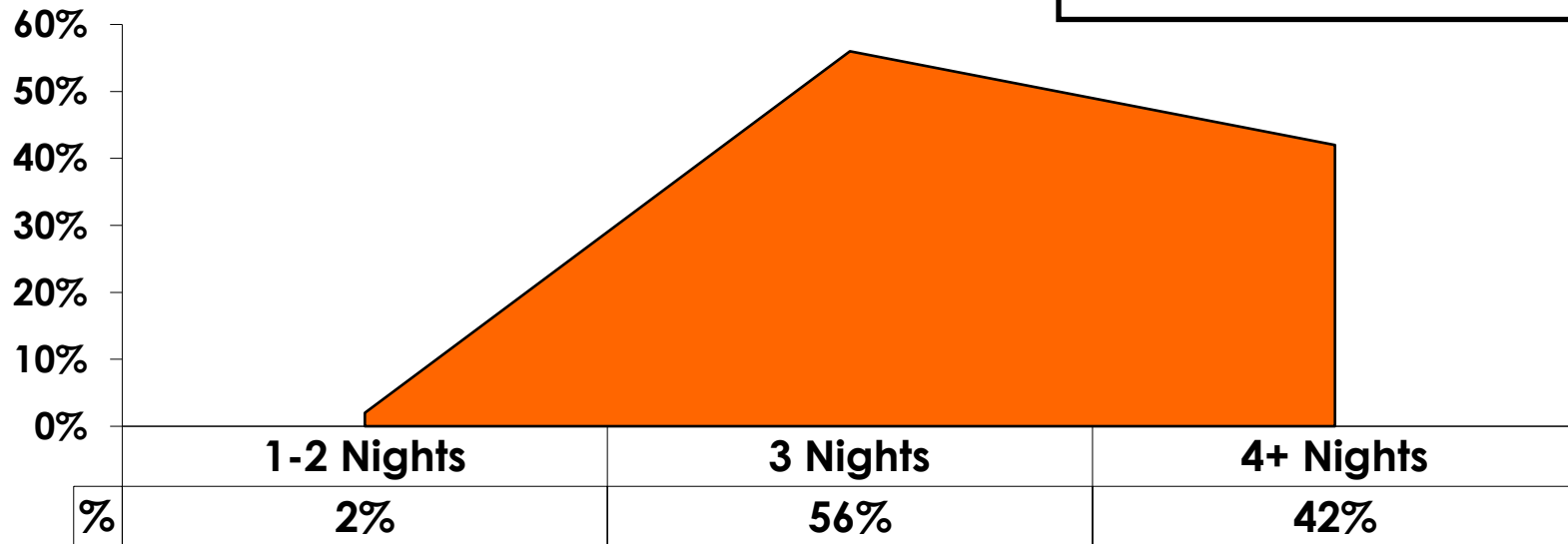
- The average repeat visitor has been to Guam 2.28 times.
- Less than half of repeat visitors have been here within the last year.

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

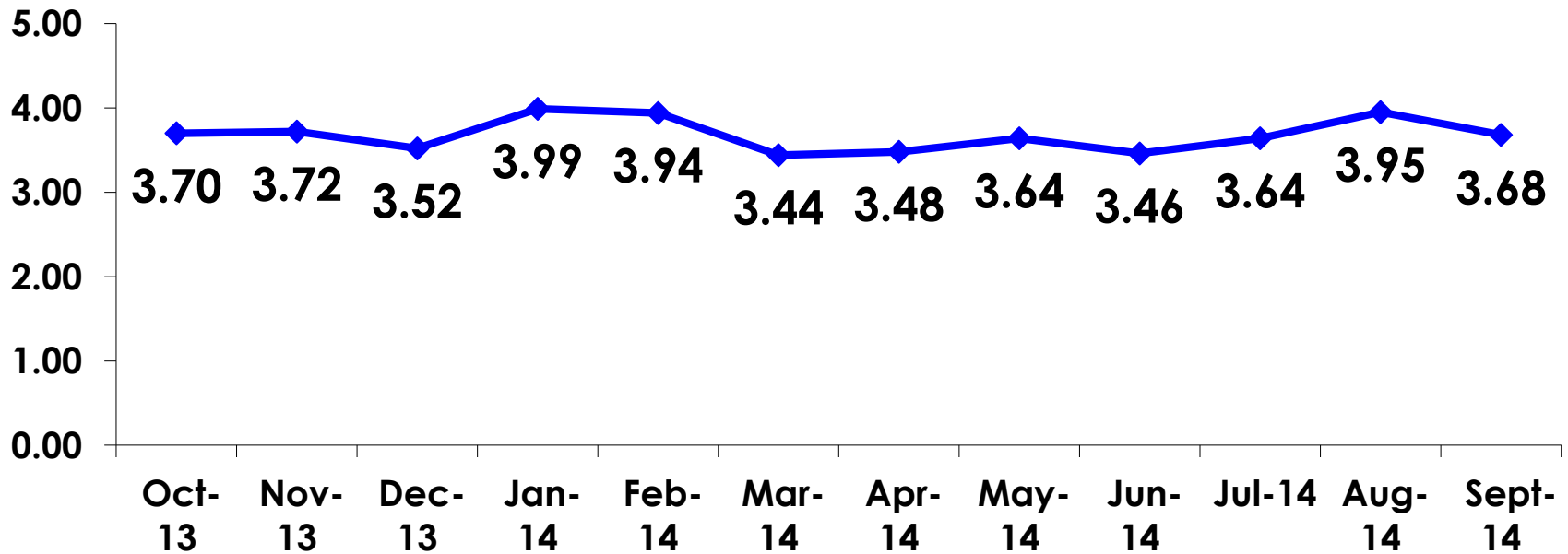


Length of Stay

Mean = 3.68 Days
Median = 3.0 Days



AVG LENGTH OF STAY

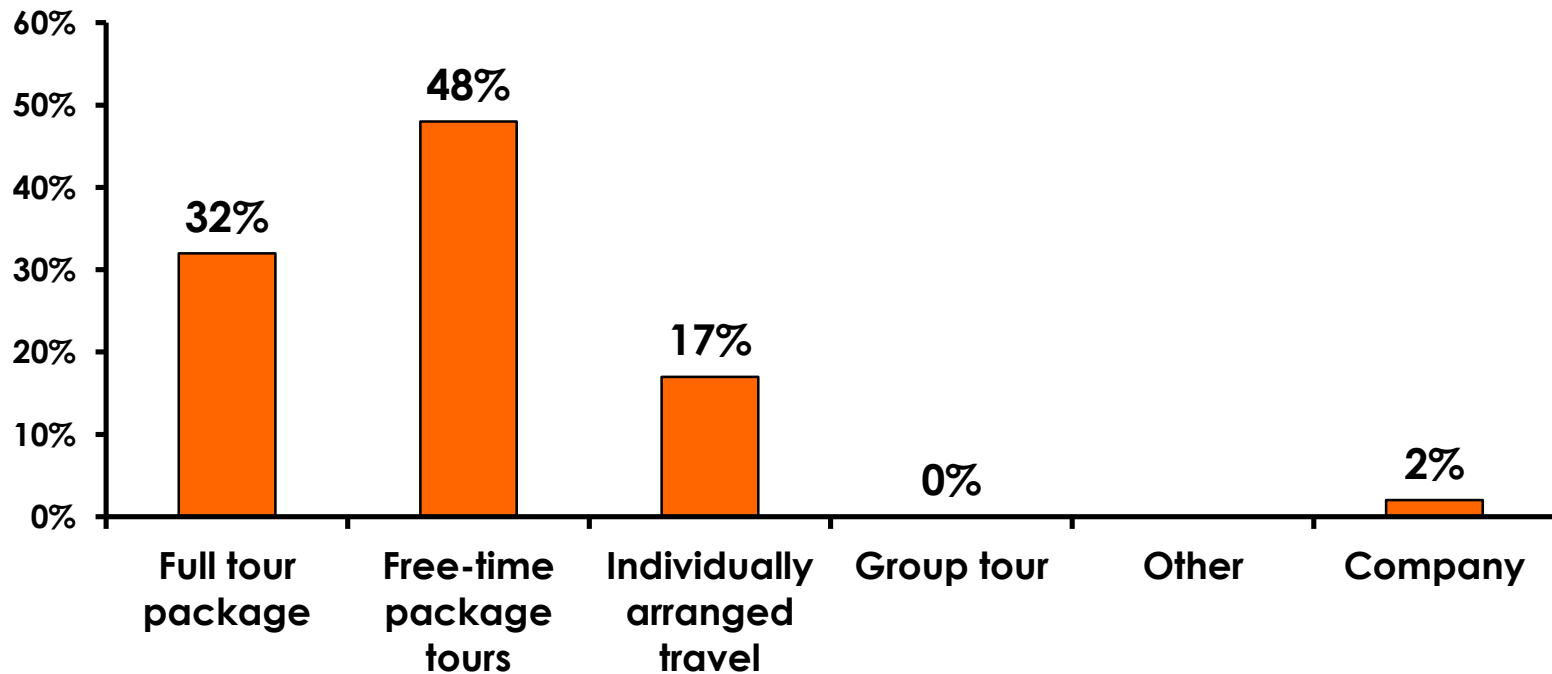


Occupation by Income

		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	31%	17%	14%	28%	27%	37%	38%	38%		
	Self-employed	14%	17%	14%	13%	18%	13%	15%	14%		
	Professional/ Specialist/ Tech	13%		43%	13%	13%	10%	10%	14%	10%	
	Housewife/ Homemaker	12%	33%		7%	7%	12%	21%	8%	60%	
	Service worker/ Private hse worker	6%	17%	14%	13%	4%	10%	5%	2%		
	Skilled worker	4%				14%	2%	5%			
	Professor/ Teacher/ After-school	3%			9%	4%	4%		2%		
	Sales worker/ Clerical	3%				2%	4%		4%		
	Other	3%			2%	4%	6%		2%		
	Student	3%					2%	3%	1%	30%	
	Manager/ Admin	3%		14%	2%	5%		3%	4%		
	Freelancer	2%	17%		4%				1%		
	Govt- Manager	2%			4%		2%		2%		
	Govt- Executive	1%				4%			2%		
	Unemployed	1%			4%						
	Govt- office worker non-mgr	1%							2%		
	Judicial	0%							1%		
	Total	Count	329	6	7	46	56	52	39	84	10

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

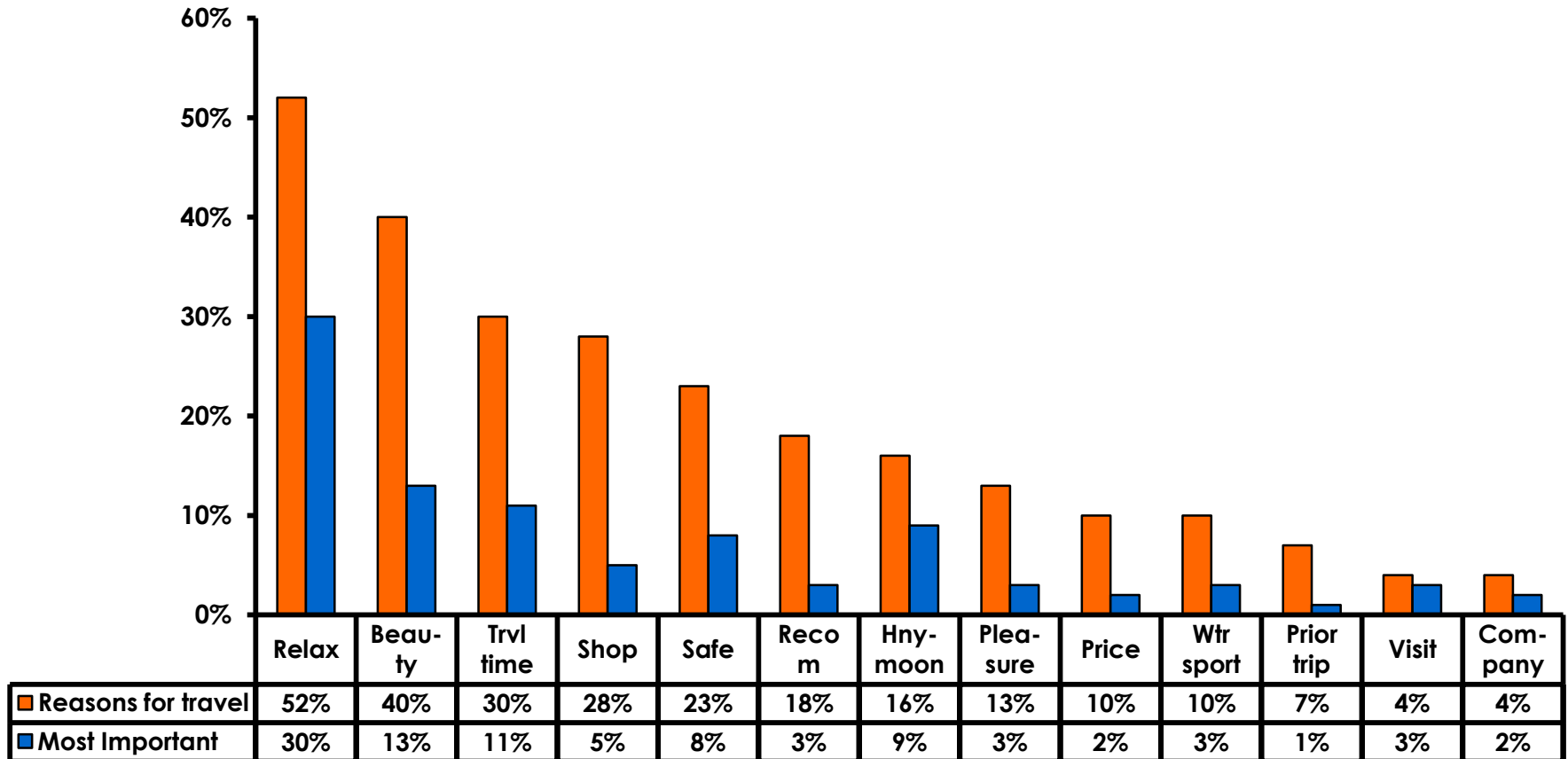


Accommodation by Income

Average length of stay: 3.68 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	32%	17%	13%	20%	34%	29%	40%	43%	30%	
	Hyatt Regency Guam	13%		25%	20%	9%	12%	10%	15%		
	Hotel Nikko Guam	10%	50%	13%	17%	7%	15%	10%	5%	10%	
	Sheraton Laguna Guam	7%	17%	25%	4%	11%	10%	5%	5%		
	Westin Resort Guam	5%			7%	9%	6%	3%	4%	10%	
	Outrigger Guam Resort	5%		13%	7%	5%	8%	10%	2%	10%	
	Hilton Guam Resort	5%			2%	9%	4%		6%		
	Guam Aurora Resort	5%			2%	5%	4%	8%	6%	10%	
	Onward Beach Resort	4%			9%	4%	6%	5%	2%	10%	
	Home stay/ friend/ relative	3%	17%		2%	2%	2%	3%	2%	20%	
	Holiday Resort Guam	2%		13%	2%	2%	2%	3%	2%		
	Other	1%			4%	2%					
	Leo Palace Resort	1%						3%	1%		
	Condo	1%							2%		
	Guam Reef & Olive Spa	1%			4%				1%		
	Royal Orchid Guam	1%							1%		
	Guam Plaza Hotel	1%				2%		3%			
	Oceanview Hotel	1%									
	Guam Marriott Resort	1%							1%		
	Tumon Bay Capital Hotel	0%					2%				
	Apartment	0%									
	Pacific Bay Hotel	0%									
	Grand Plaza Hotel	0%									
	Bayview Hotel	0%					2%				
	Total	Count	352	6	8	46	56	52	40	84	10

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

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

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	52%	47%	53%	55%	43%	52%	52%	
	Natural beauty	40%	41%	37%	44%	36%	39%	41%	
	Short travel time	30%	12%	36%	28%	14%	28%	33%	
	Shopping	28%	18%	31%	28%		27%	29%	
	Safe	23%	29%	18%	29%	29%	25%	21%	
	Recomm- friend/family/trvl agnt	18%	12%	16%	22%		16%	20%	
	Honeymoon	16%	35%	22%	7%		19%	13%	
	Pleasure	13%	18%	12%	12%	21%	10%	15%	
	Price	10%	12%	13%	8%		10%	11%	
	Water sports	10%	12%	8%	13%	7%	13%	6%	
	Previous trip	7%	6%	6%	9%	7%	7%	7%	
	Other	4%		4%	5%		4%	4%	
	Visit friends/ Relatives	4%	12%	4%	3%	14%	2%	6%	
	Company Sponsored	4%		3%	5%	14%	5%	3%	
	Scuba	4%	6%	3%	4%	7%	4%	3%	
	Company/ Business Trip	3%		2%	5%	7%	4%	2%	
	Organized sports	2%		2%	2%		2%	1%	
	Golf	2%		2%	2%		2%	1%	
	Married/ Attn wedding	1%		1%			1%	1%	
	Career Cert/ Testing	1%	6%	1%				1%	
	Total	Count	351	17	182	133	14	178	171

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	52%	33%	50%	59%	59%	60%	50%	58%	20%	
	Natural beauty	40%	33%	38%	22%	45%	56%	43%	46%	20%	
	Short travel time	30%	33%		41%	25%	27%	25%	39%	10%	
	Shopping	28%	33%	38%	17%	32%	40%	30%	31%	20%	
	Safe	23%	67%		20%	21%	23%	18%	28%	10%	
	Recomm- friend/family/trvl agnt	18%	17%	25%	28%	18%	12%	23%	16%	10%	
	Honeymoon	16%	50%	38%	37%	25%	13%	5%	1%	10%	
	Pleasure	13%		13%	13%	7%	17%	18%	12%		
	Price	10%	17%		15%	9%	10%	10%	11%	10%	
	Water sports	10%		13%	4%	5%	10%	8%	19%	10%	
	Previous trip	7%		13%	2%	5%	10%	5%	7%	20%	
	Other	4%	17%		2%	7%		8%	4%	10%	
	Visit friends/ Relatives	4%	17%			2%	4%	3%	6%	10%	
	Company Sponsored	4%				2%		3%	7%		
	Scuba	4%			2%		6%	3%	4%	10%	
	Company/ Business Trip	3%				4%		5%	6%		
	Organized sports	2%			2%		2%		2%		
	Golf	2%						3%	5%		
	Married/ Attn wedding	1%					2%				
	Career Cert/ Testing	1%				2%					
	Total	Count	351	6	8	46	56	52	40	83	10

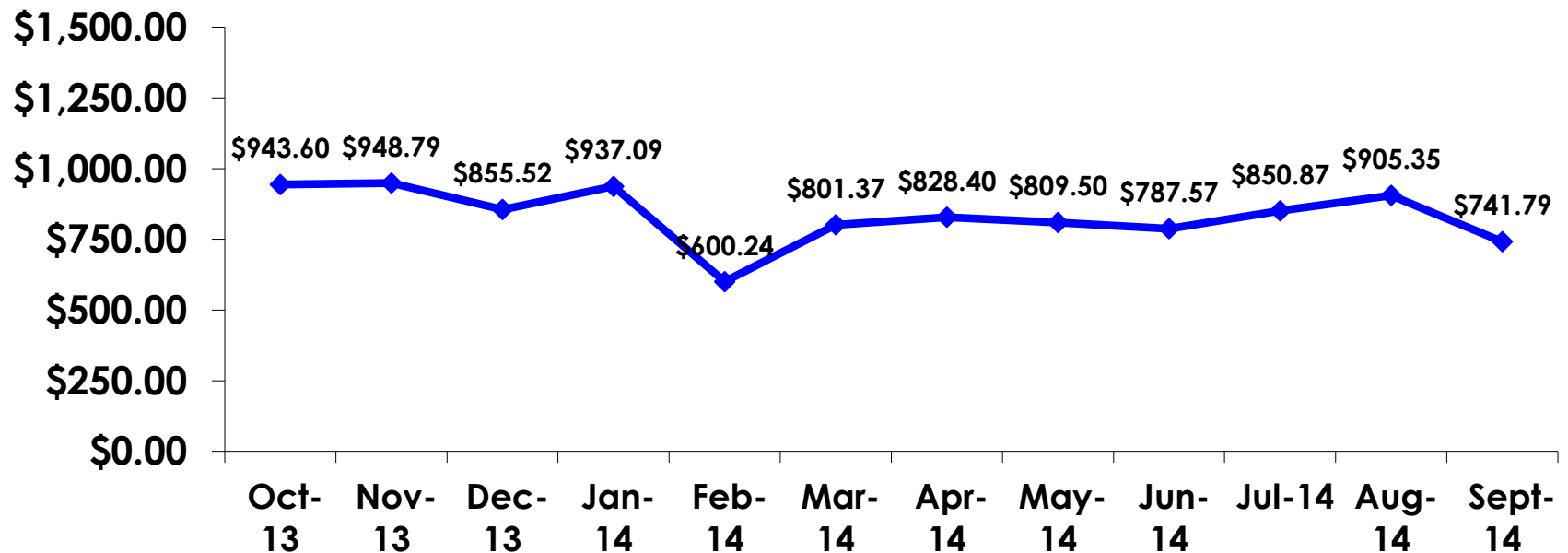
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

KW 1,042.30/US\$1

- \$1,855.89 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$9,594 = maximum (highest amount recorded for the entire sample)
- \$741.79 = overall mean average per person prepaid expenditures

PREPAID EXPENDITURES Per Person



YTD=\$833.74

Breakdown of Prepaid Expenditures

KW 1,042.30=\$1

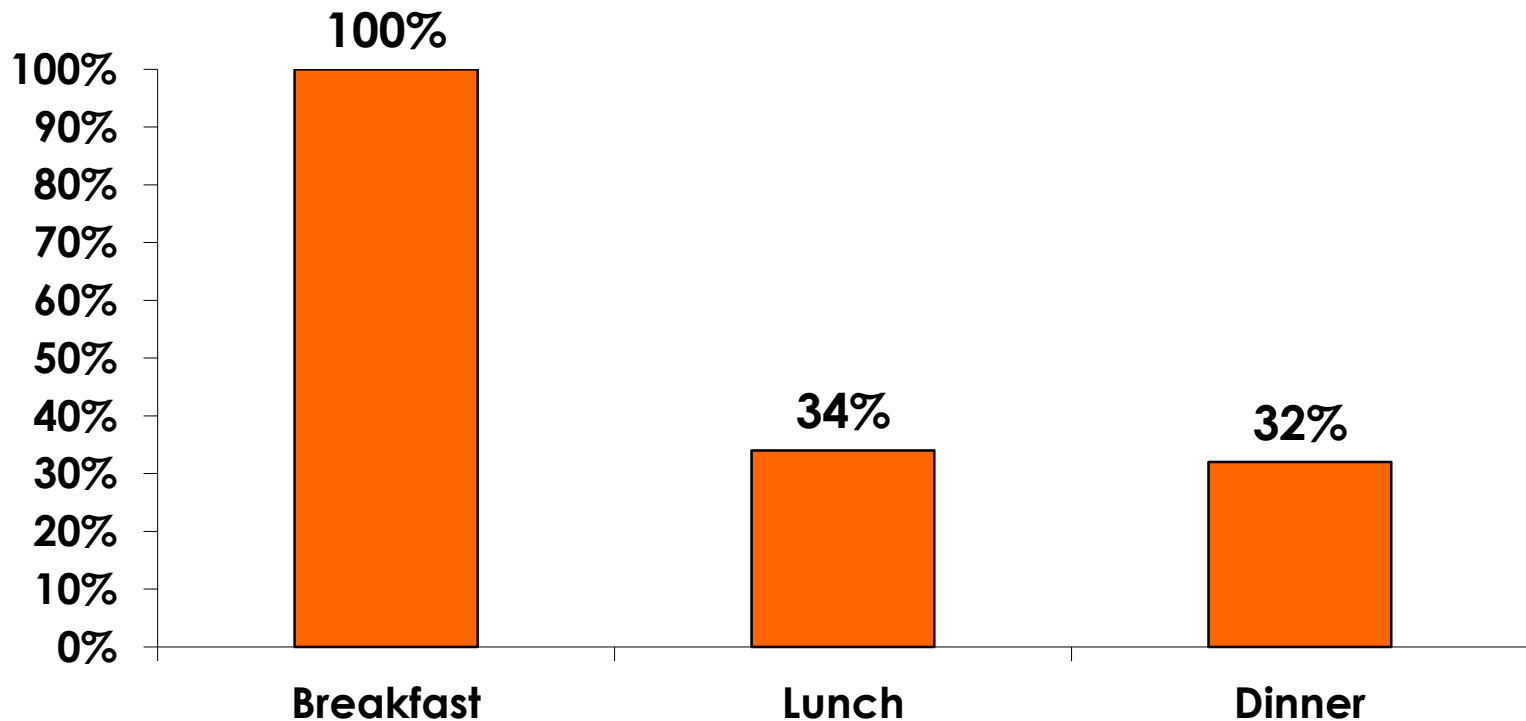
(Filter: Only those who responded/
Per Travel Party)

	MEAN \$
Air & Accommodation package only	\$2,217.80
Air & Accommodation w/ daily meal package	\$2,692.70
Air only	\$1,088.33
Accommodation only	\$700.18
Accommodation w/ daily meal only	\$1,069.51
Food & Beverages in Hotel	\$14.39
Ground transportation – Korea	\$83.18
Ground transportation – Guam	\$176.05
Optional tours/ activities	\$403.78
Other expenses	\$590.52
Total Prepaid	\$1,855.89

PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n=161

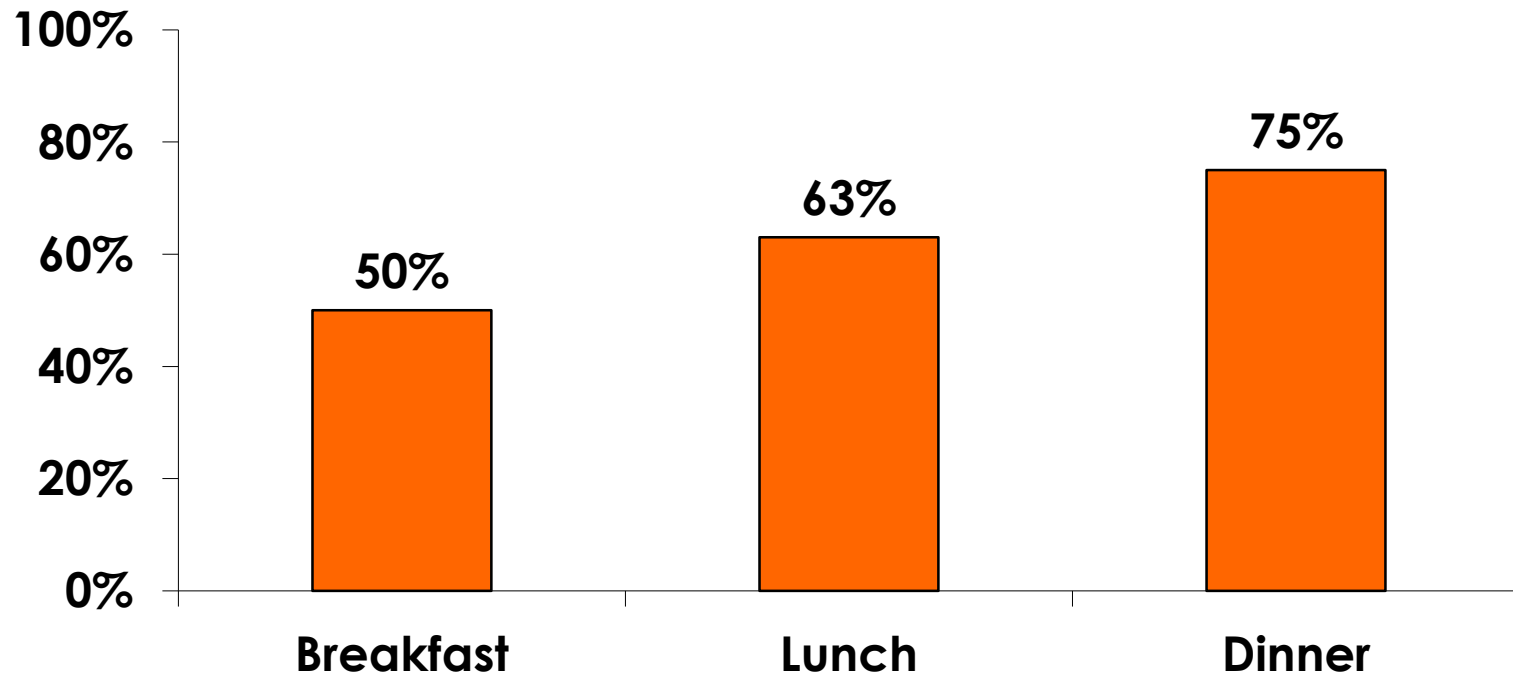


Mean=\$2,692.70 per travel party

PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

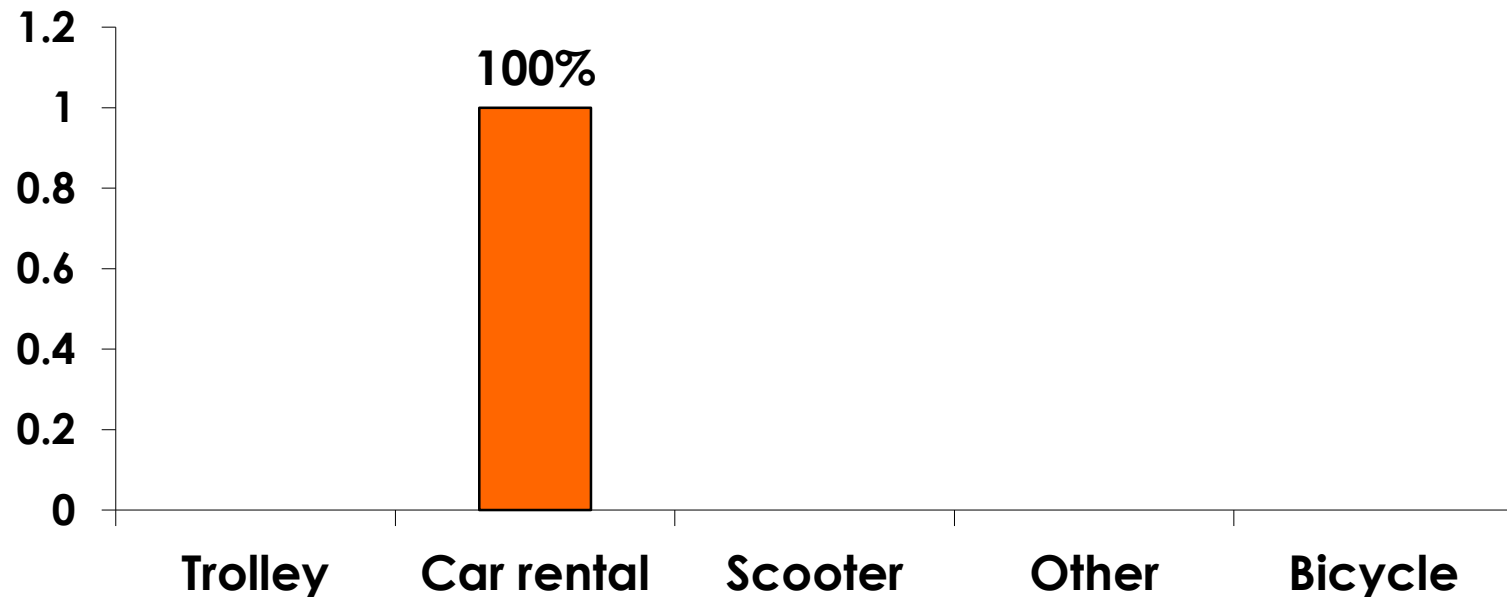
N=8



Mean=\$1,069.51 per travel party

PREPAID GROUND TRANSPORTATION

n=9



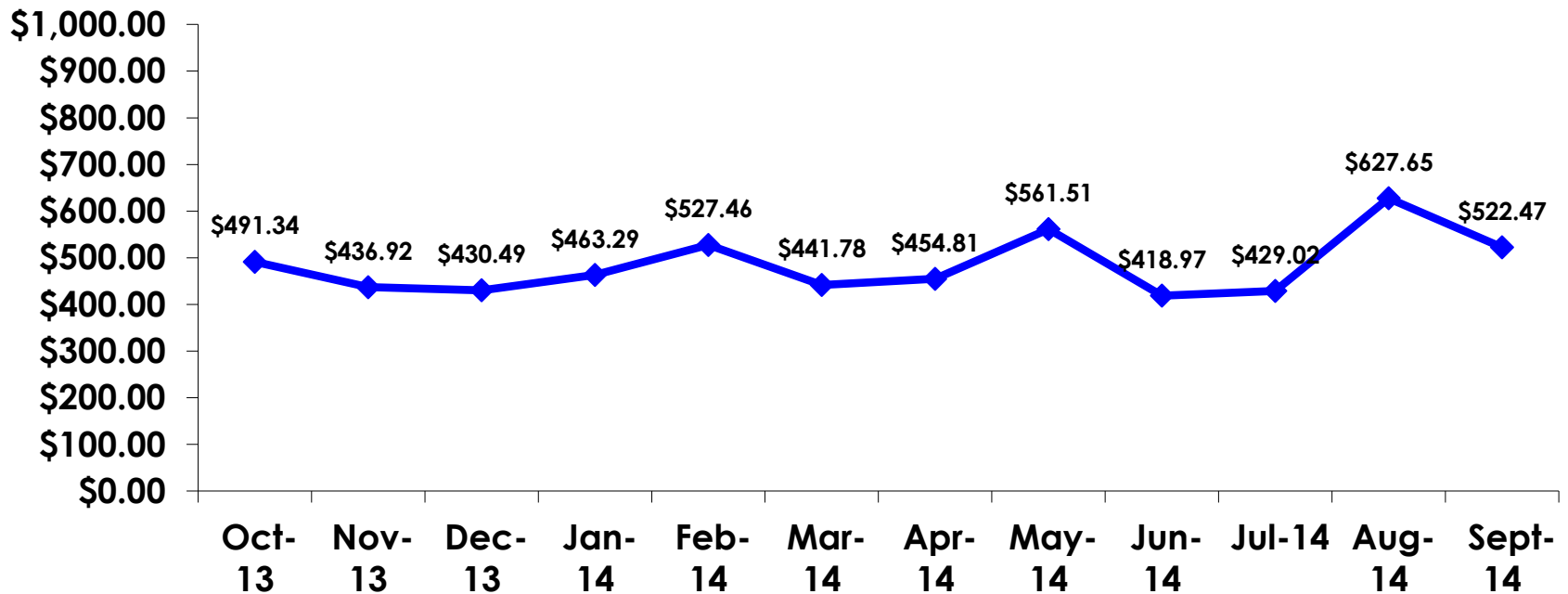
Mean=\$176.05 per travel party

On-Island Expenditures

- \$1,070.99 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$9,000 = Maximum (highest amount recorded for the entire sample)
- \$522.47 = overall mean average per person on-island expenditure

ON-ISLAND EXPENDITURES

Per Person

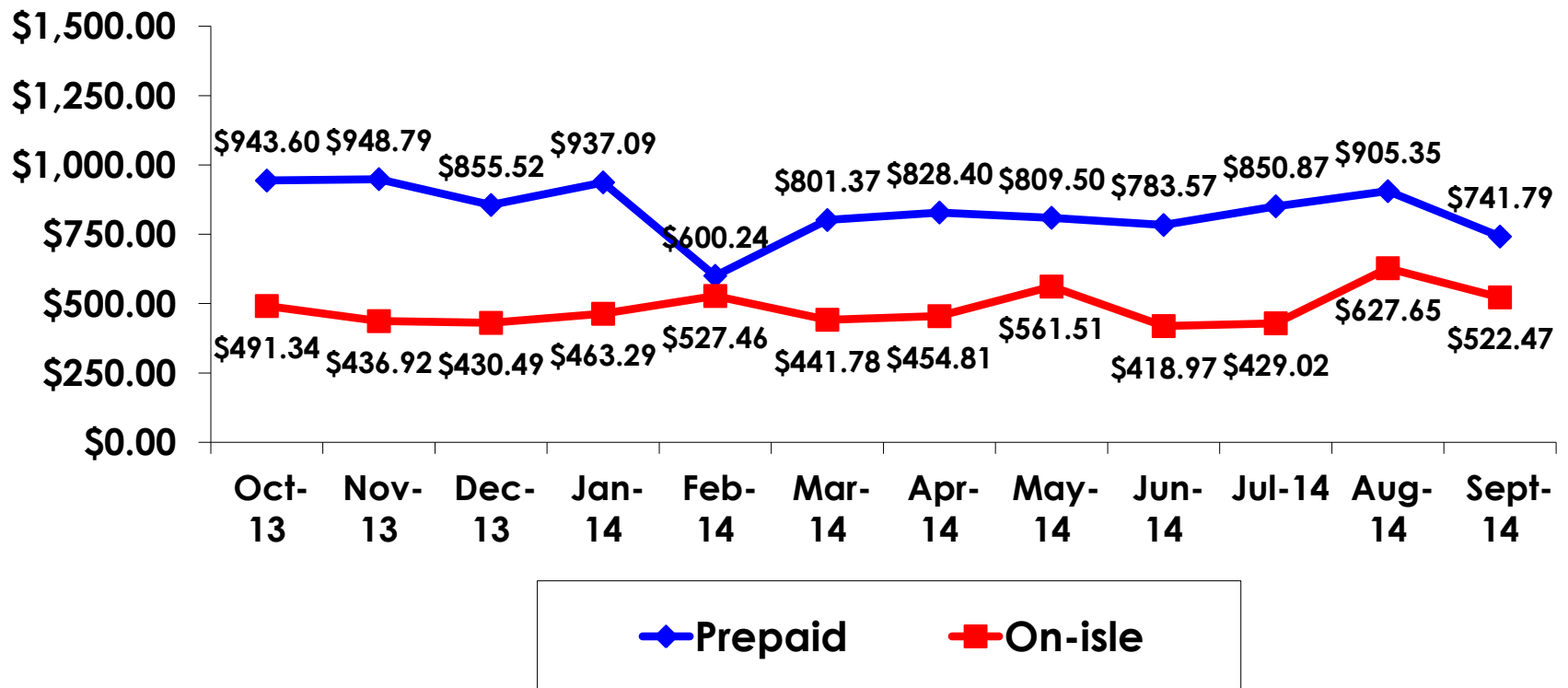


YTD = \$483.79

PREPAID/ ON-ISLE EXPENDITURES – Per Person

Prepaid YTD = \$833.74

On-Isle YTD = \$483.79



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	\$522.47	\$506.88	\$533.06	\$1,033.00	\$465.86	\$526.85	\$325.00	\$241.67	\$600.60	\$488.46	\$505.65
	Median	\$300	\$350	\$263	\$670	\$350	\$333	\$313	\$65	\$300	\$250	\$332
	Minimum	\$0	\$0	\$0	\$500	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$9,000	\$5,000	\$9,000	\$2,000	\$1,550	\$5,000	\$700	\$1,500	\$9,000	\$3,000	\$1,270

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$50.31	\$63.70	\$36.45	\$20.00	\$34.02	\$77.82	\$39.57
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$30.97	\$40.48	\$20.84	\$65.59	\$24.76	\$29.89	\$20.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B RESTRNT	Mean	\$79.26	\$100.92	\$52.81	\$57.06	\$83.49	\$82.35	\$35.50
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPT TOUR	Mean	\$83.89	\$82.36	\$85.06	\$89.41	\$74.23	\$87.71	\$125.71
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$202.86	\$269.90	\$133.28	\$113.53	\$174.66	\$267.25	\$97.86
	Median	\$0	\$50	\$0	\$0	\$0	\$0	\$0
GIFT- OTHER	Mean	\$166.00	\$140.87	\$192.13	\$70.59	\$160.90	\$172.45	\$289.29
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$100
TRANS	Mean	\$63.90	\$71.60	\$54.94	\$30.00	\$70.89	\$63.08	\$39.79
	Median	\$0	\$10	\$0	\$0	\$0	\$10	\$0
OTHER	Mean	\$399.28	\$334.81	\$461.06	\$493.24	\$390.80	\$424.08	\$176.07
	Median	\$16	\$0	\$41	\$0	\$20	\$30	\$8
TOTAL	Mean	\$1,070.99	\$1,099.04	\$1,031.17	\$939.41	\$1,006.72	\$1,199.80	\$823.79
	Median	\$800	\$845	\$740	\$630	\$800	\$800	\$825

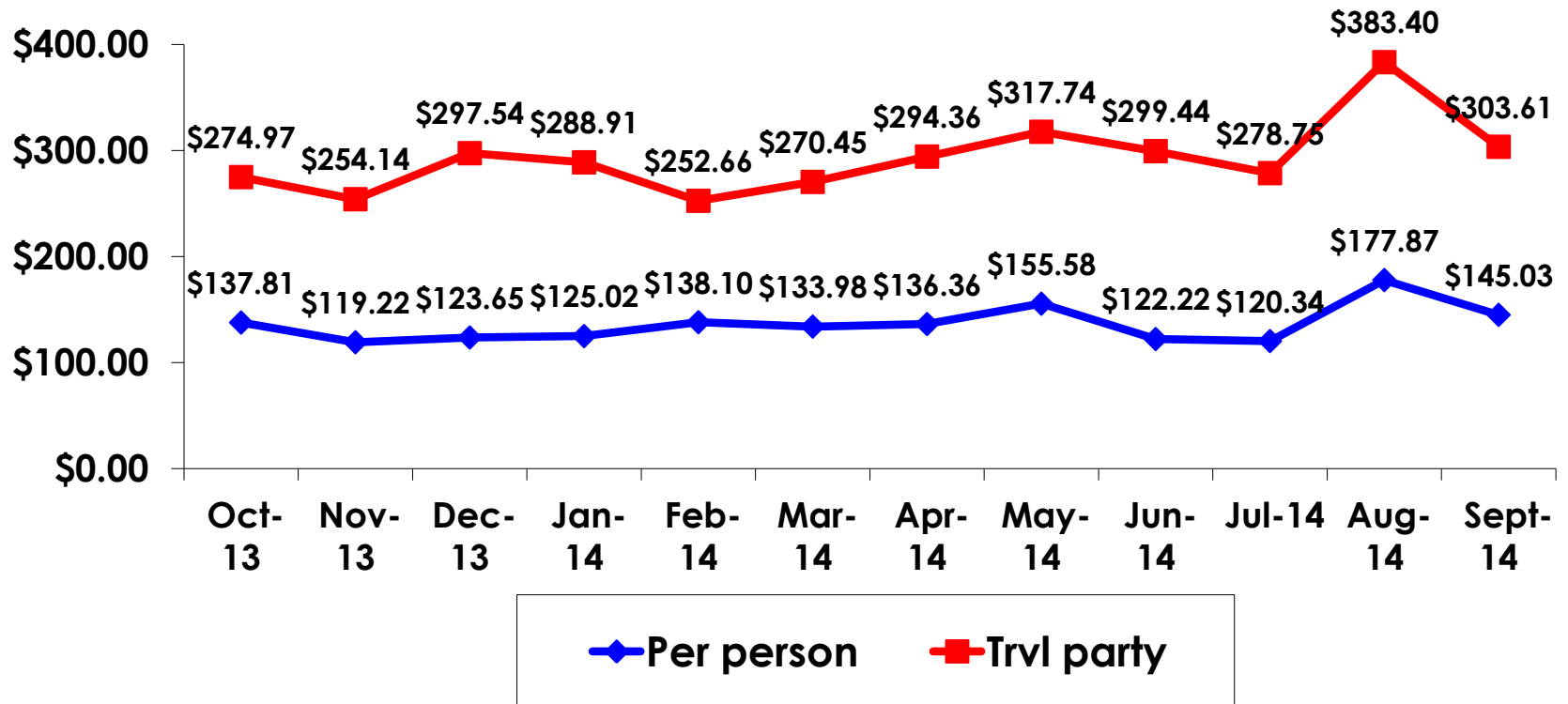
On-Island Expenditures

First time vs Repeat

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$50.31	\$49.77	\$55.23
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$30.97	\$33.00	\$17.50
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$79.26	\$80.09	\$61.59
	Median	\$0	\$0	\$0
OPT TOUR	Mean	\$83.89	\$85.37	\$75.45
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$202.86	\$197.45	\$245.23
	Median	\$0	\$0	\$0
GIFT- OTHER	Mean	\$166.00	\$147.70	\$292.91
	Median	\$0	\$0	\$0
TRANS	Mean	\$63.90	\$64.68	\$59.93
	Median	\$0	\$0	\$0
OTHER	Mean	\$399.28	\$406.20	\$360.14
	Median	\$16	\$20	\$0
TOTAL	Mean	\$1,070.99	\$1,058.30	\$1,165.70
	Median	\$800	\$800	\$950

ON-ISLE EXPENDITURES – By Day

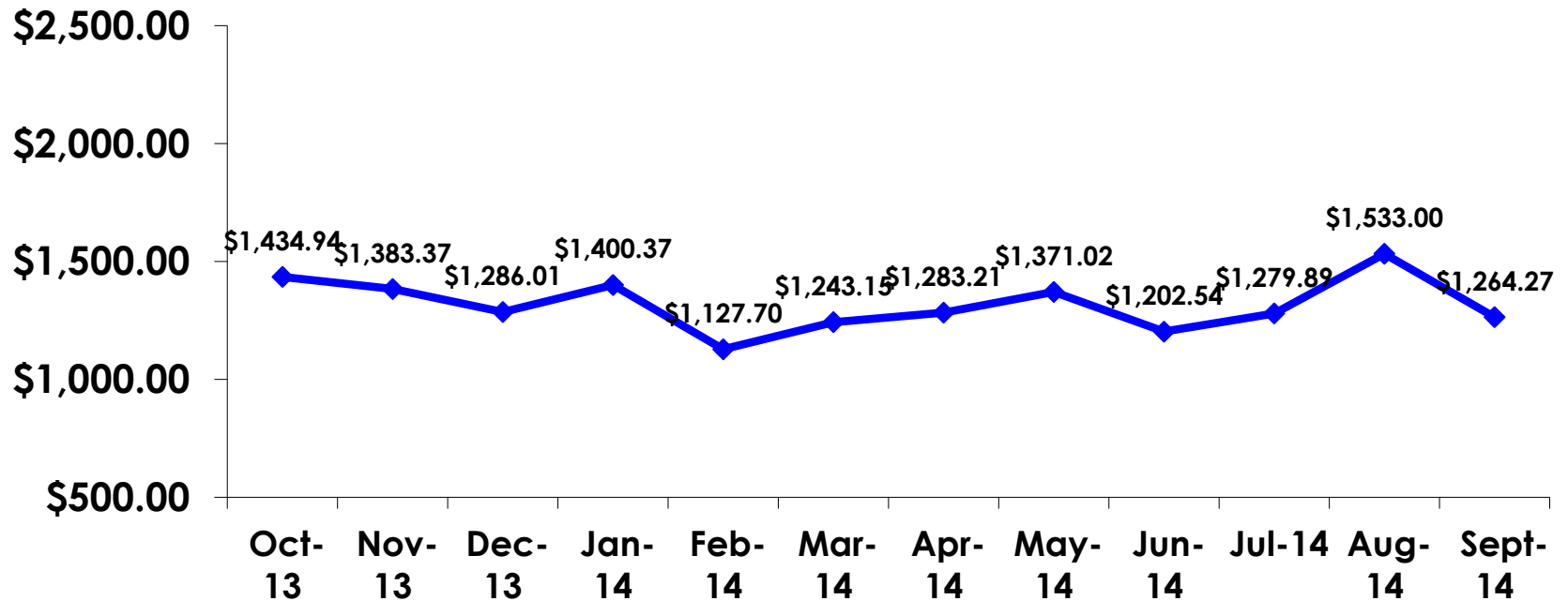
YTD Per Person = \$136.26 YTD Travel Party = \$293.02



Total Expenditures Per Person (Prepaid & On-Island)

- \$1,264.27 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$9,000 = Maximum (highest amount recorded for the entire sample)

TOTAL EXPENDITURES Per Person



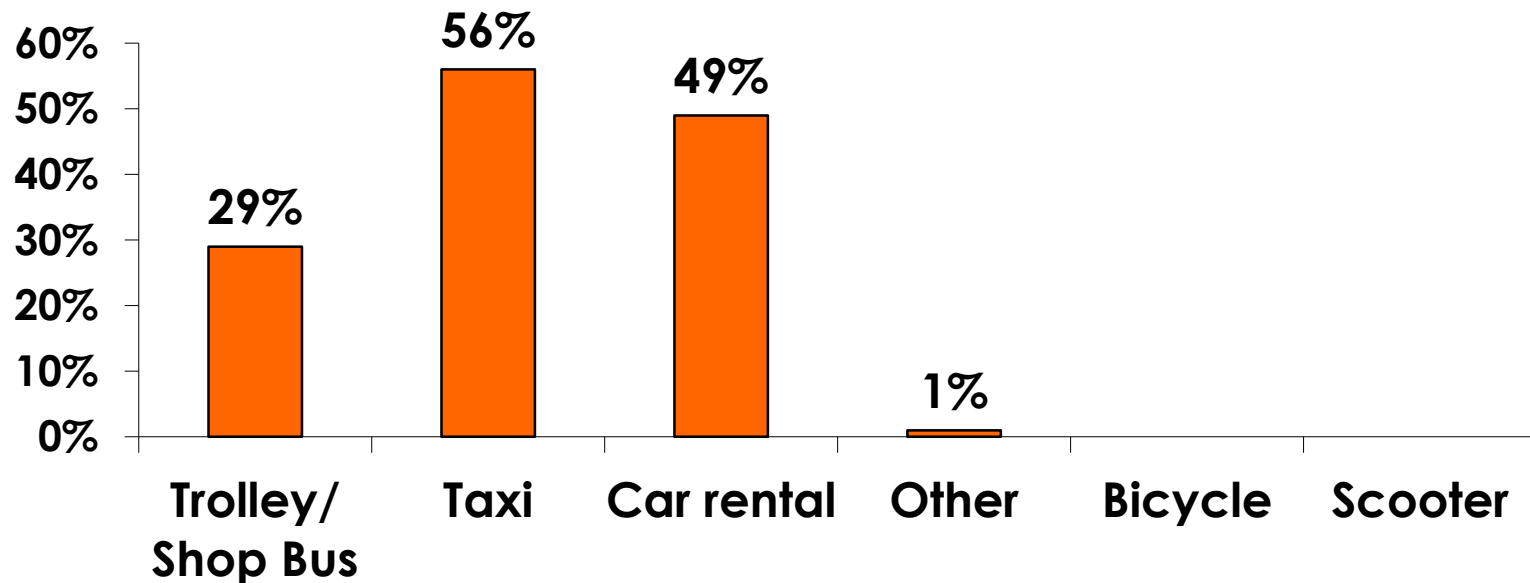
YTD=\$1,317.36

Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$50.31
Food & beverage in fast food restaurant/convenience store	\$30.97
Food & beverage at restaurants or drinking establishments outside a hotel	\$79.26
Optional tours and activities	\$83.89
Gifts/ souvenirs for yourself/companions	\$202.86
Gifts/ souvenirs for friends/family at home	\$166.00
Local transportation	\$63.90
Other expenses not covered	\$399.28
Average Total	\$1,070.99

Local Transportation

n=160



Mean=\$63.90 per travel party

Guam Airport Expenditures

- \$82.46 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$1,100 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

	MEAN \$
Food & Beverages	\$12.91
Gifts/Souvenirs Self	\$36.28
Gifts/Souvenirs Others	\$33.12
Total	\$82.46

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

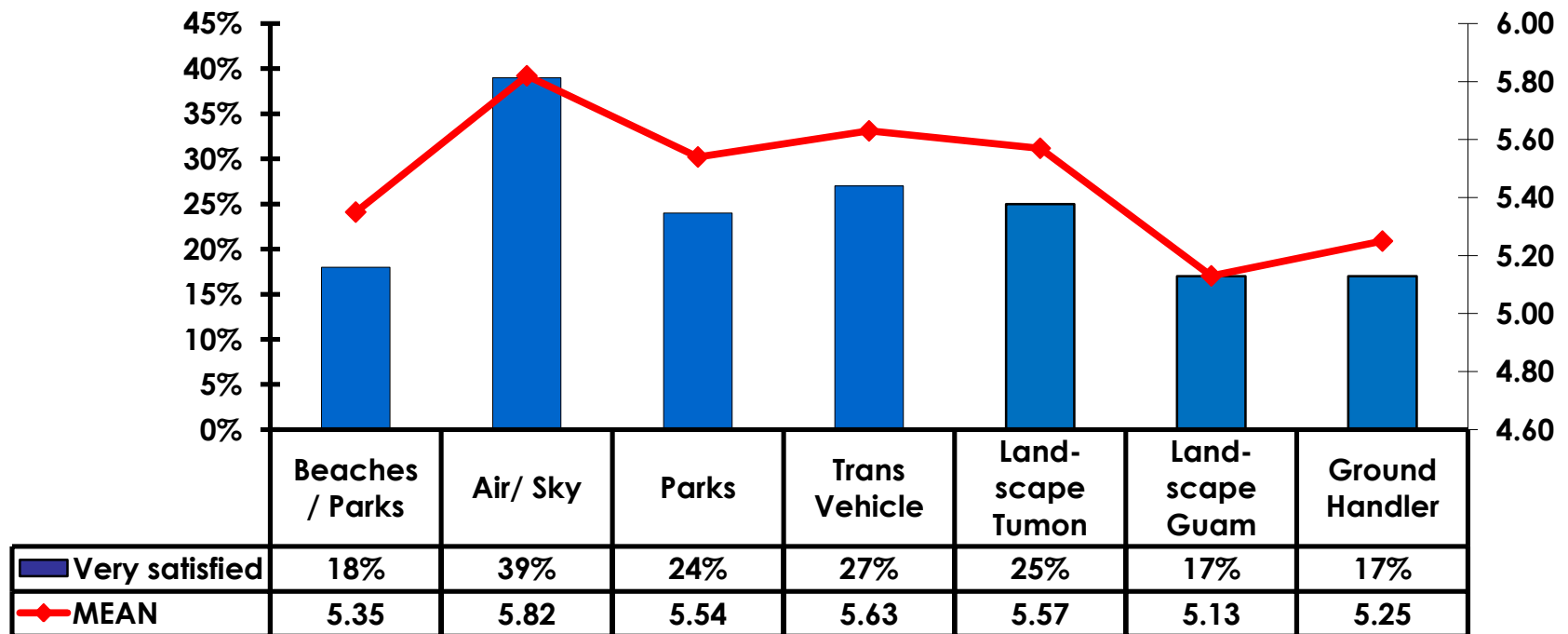
7=Very Satisfied/1=Very Dissatisfied



Satisfaction Quality/ Cleanliness

7pt Rating Scale

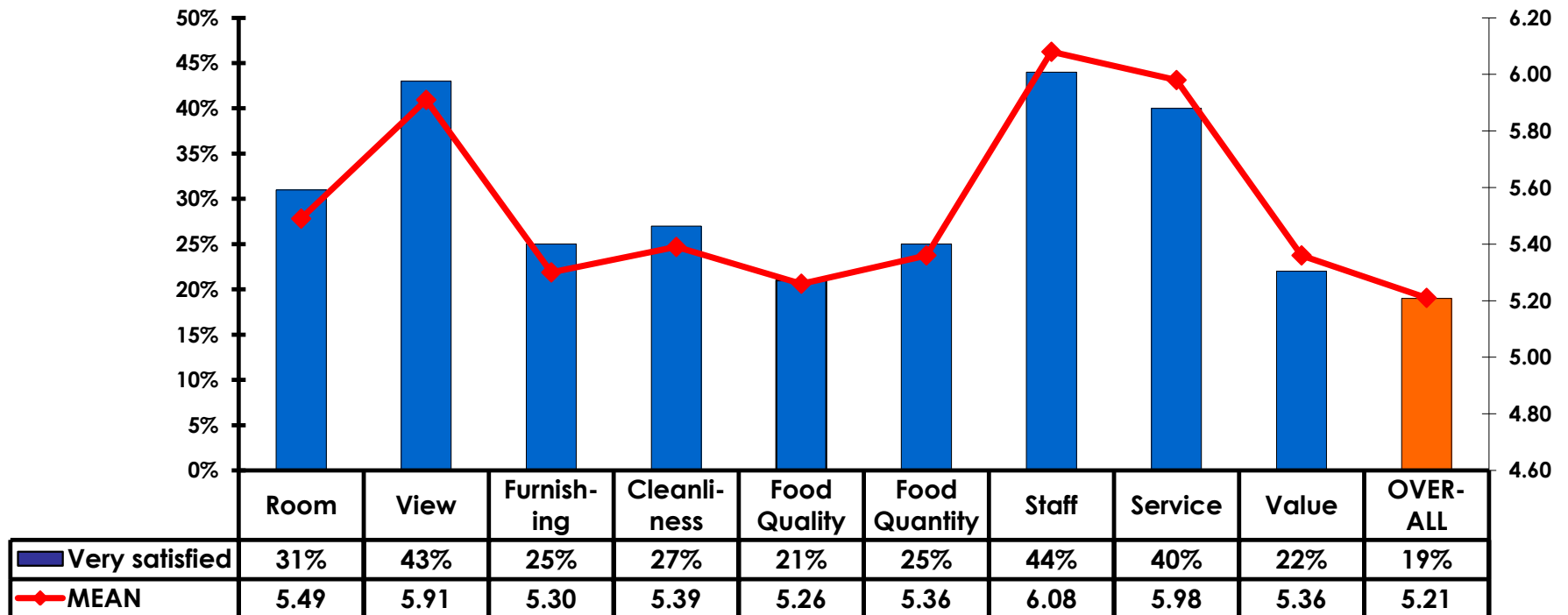
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

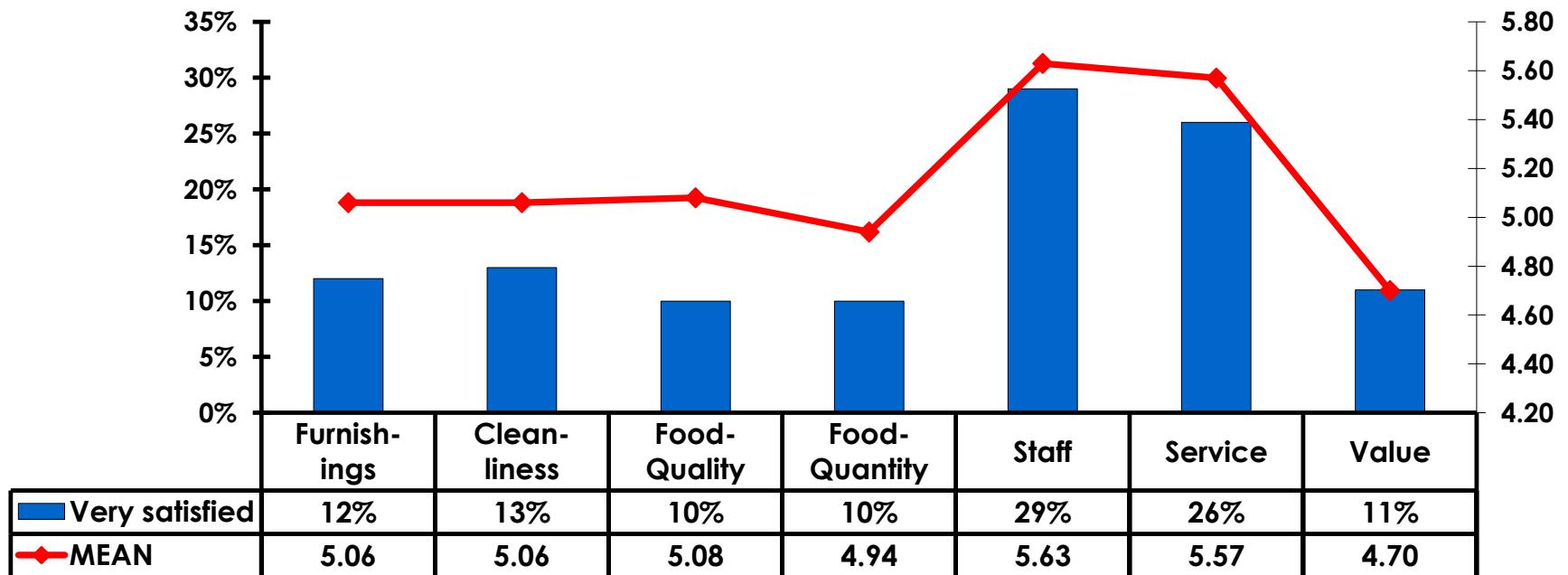
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

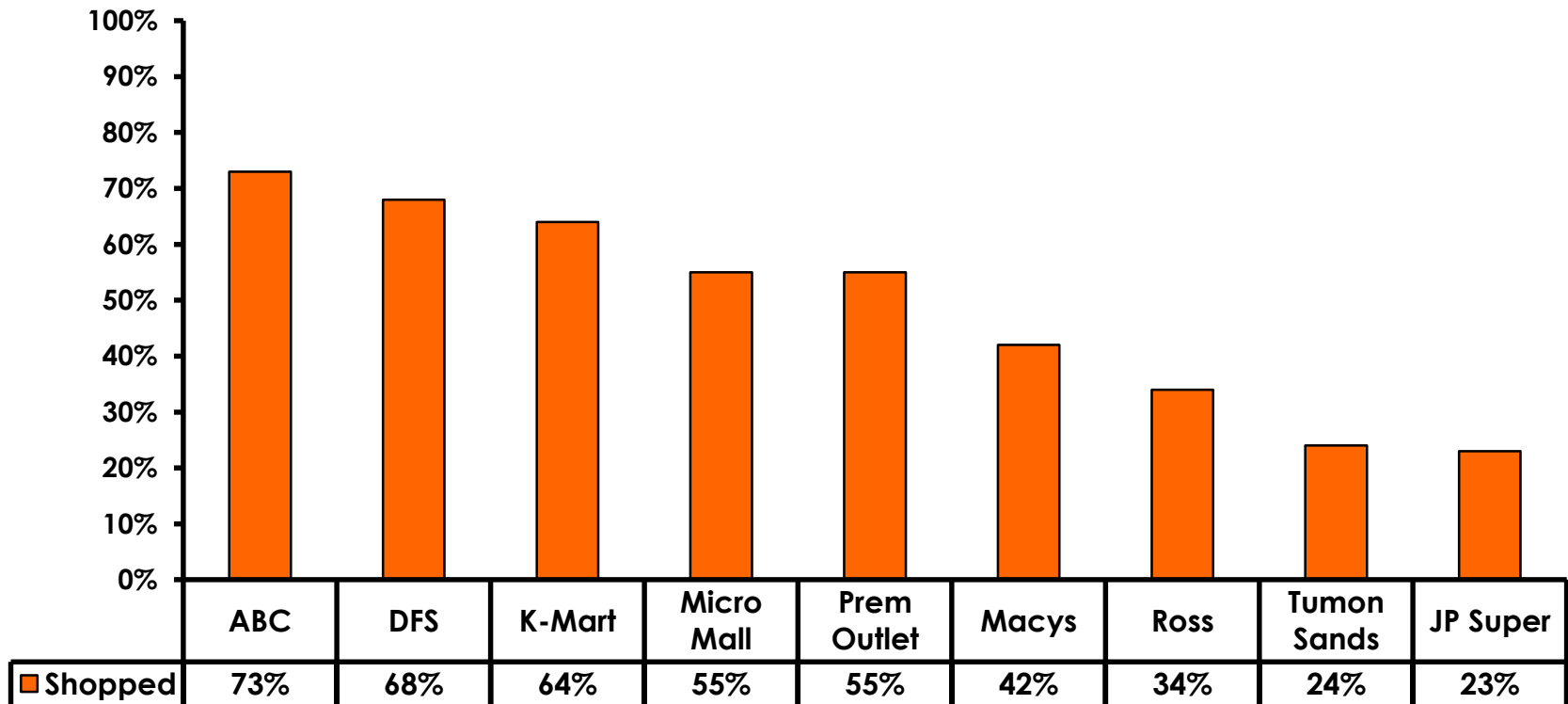
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

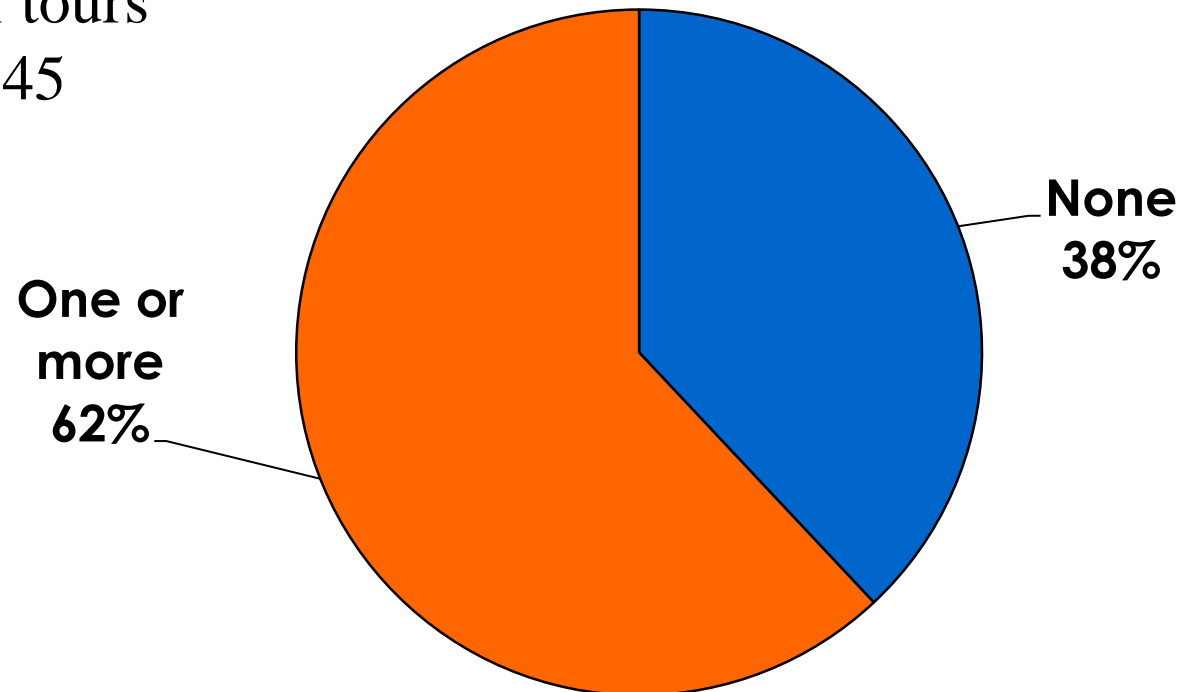
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 55%	Score of 6 to 7 = 49%
Score of 4 to 5 = 37%	Score of 4 to 5 = 40%
Score 1 to 3 = 7%	Score 1 to 3 = 12%
MEAN = 5.34	MEAN = 5.21

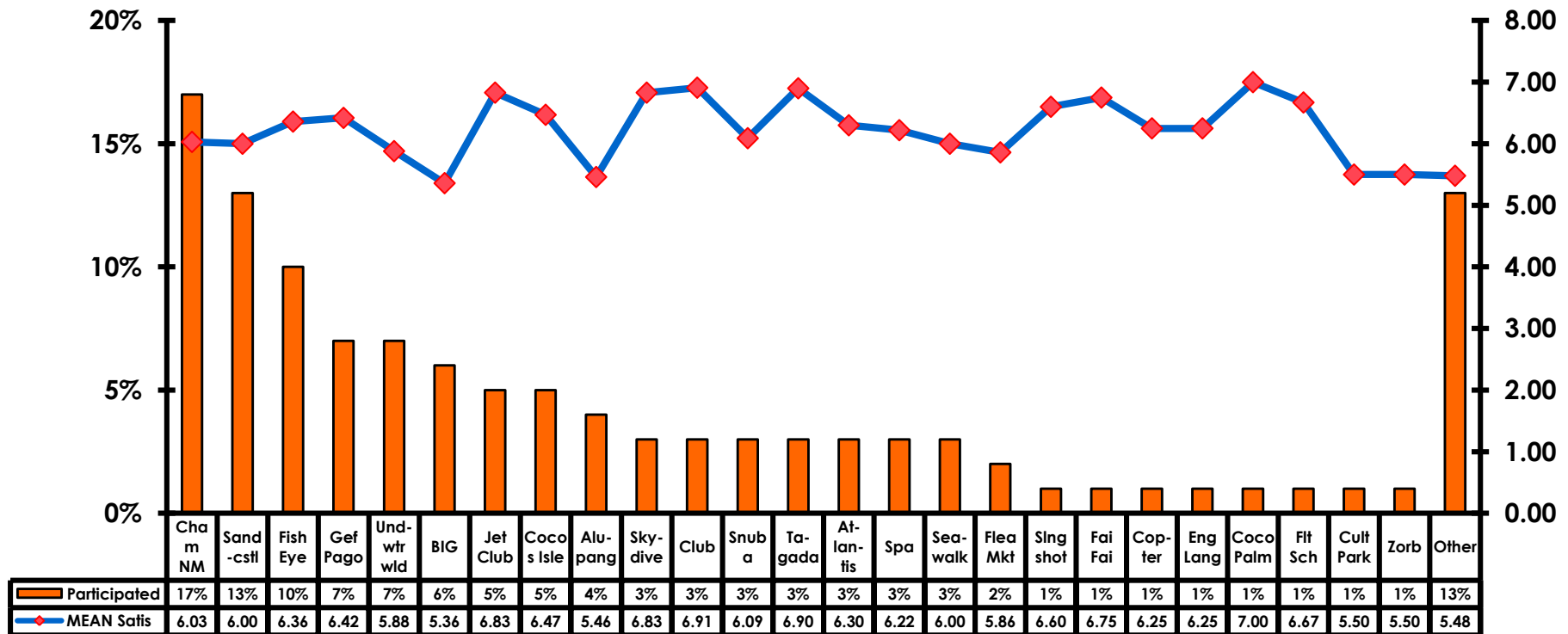
Optional Tour Participation

- Average number of tours participated in is 1.45



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 = 44%	Score of 6 to 7 = 39%
Score of 4 to 5 = 52%	Score of 4 to 5 = 49%
Score 1 to 3 = 4%	Score 1 to 3 = 11%
MEAN = 5.15	MEAN = 4.93

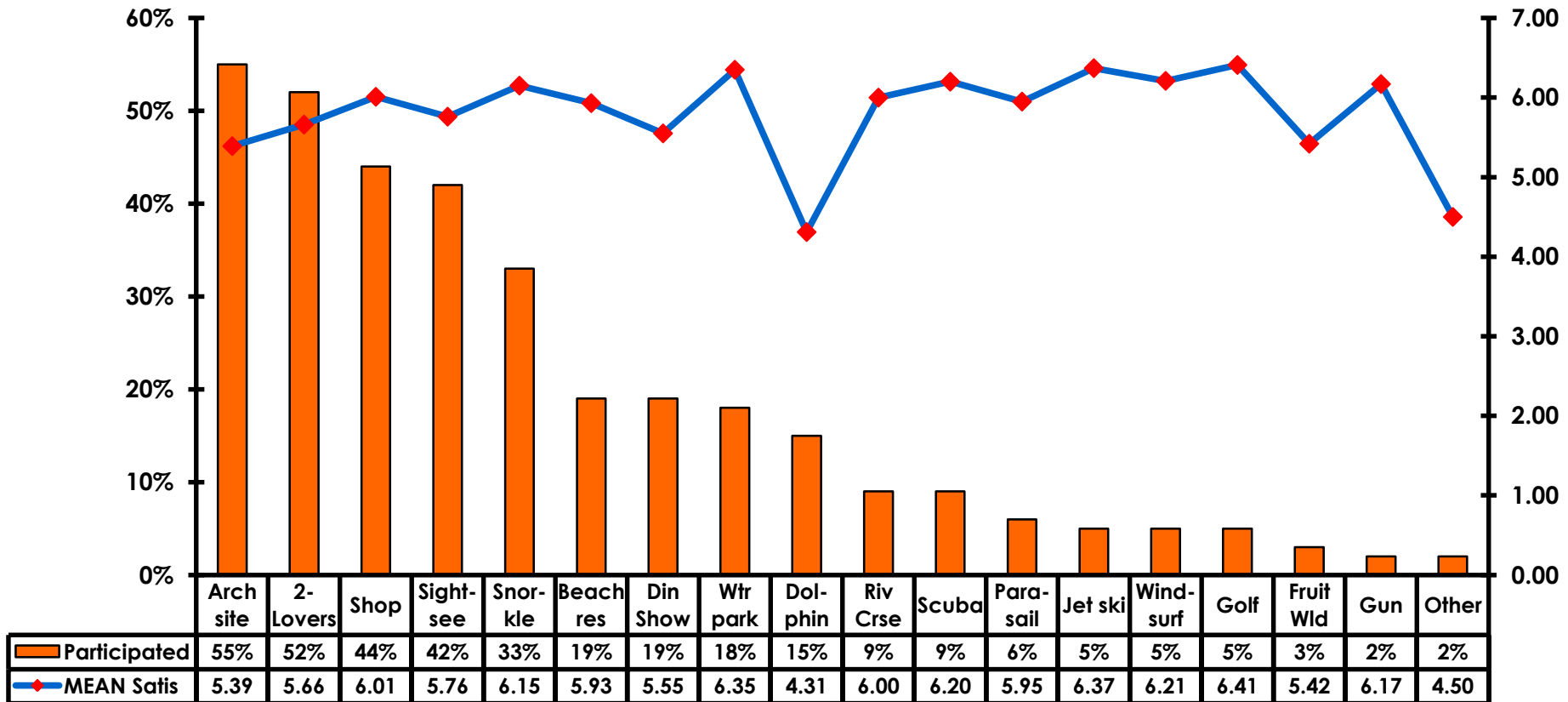
Night Tours Satisfaction

7pt Rating Scale

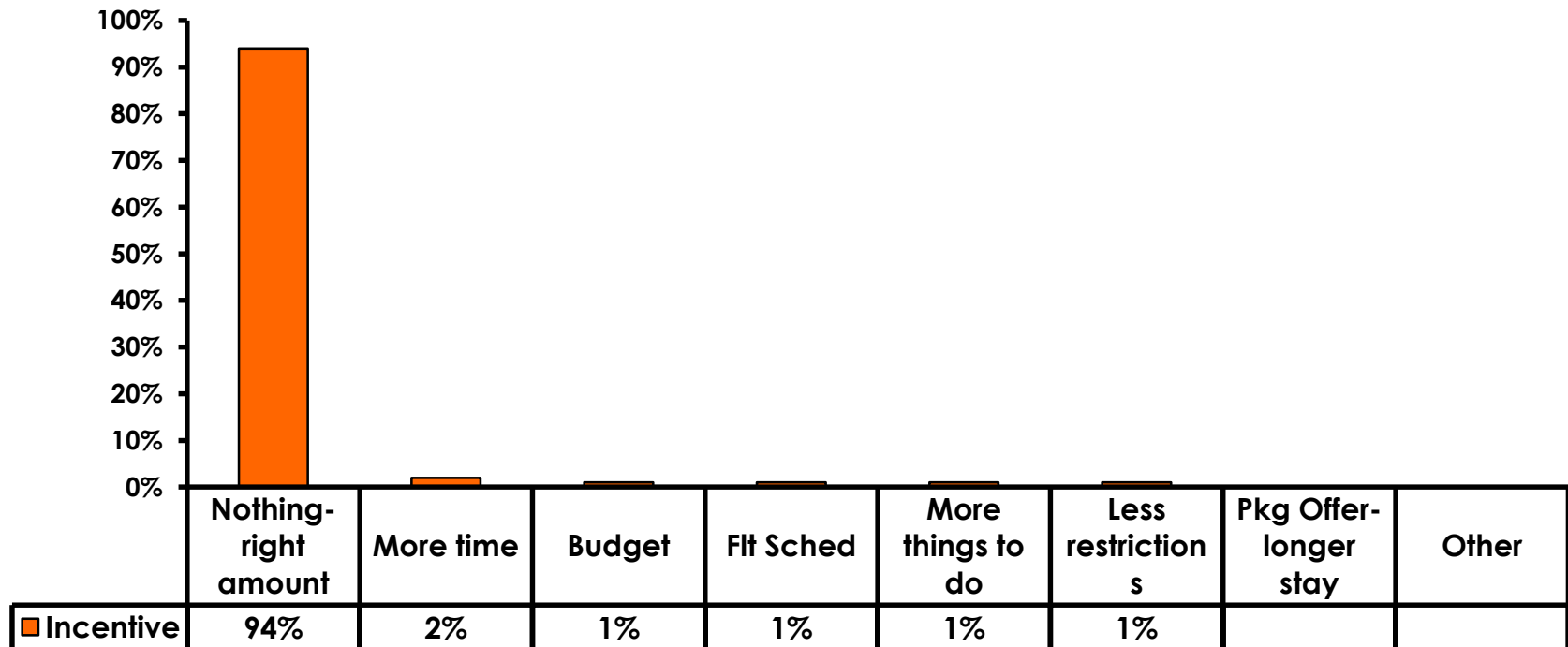
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 23%	Score of 6 to 7 = 25%
Score of 4 to 5 = 64%	Score of 4 to 5 = 60%
Score 1 to 3 = 12%	Score 1 to 3 = 14%
MEAN = 4.62	MEAN = 4.60

Satisfaction with Other Activities



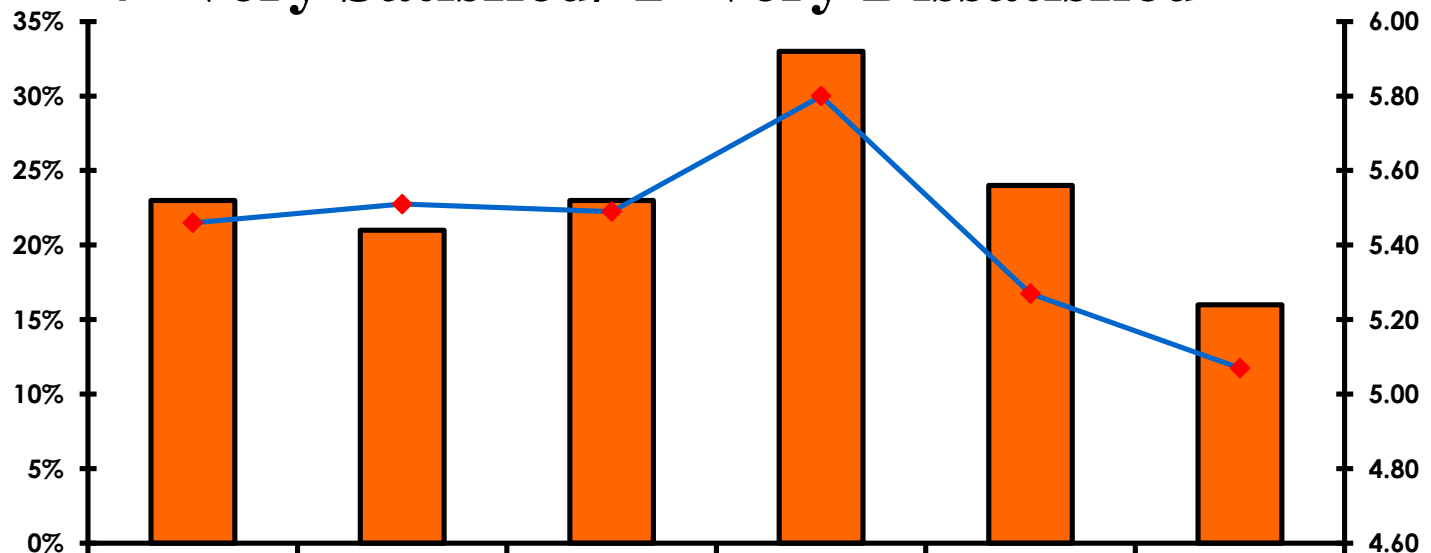
What would it take to make you want to stay an extra day in Guam?





On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

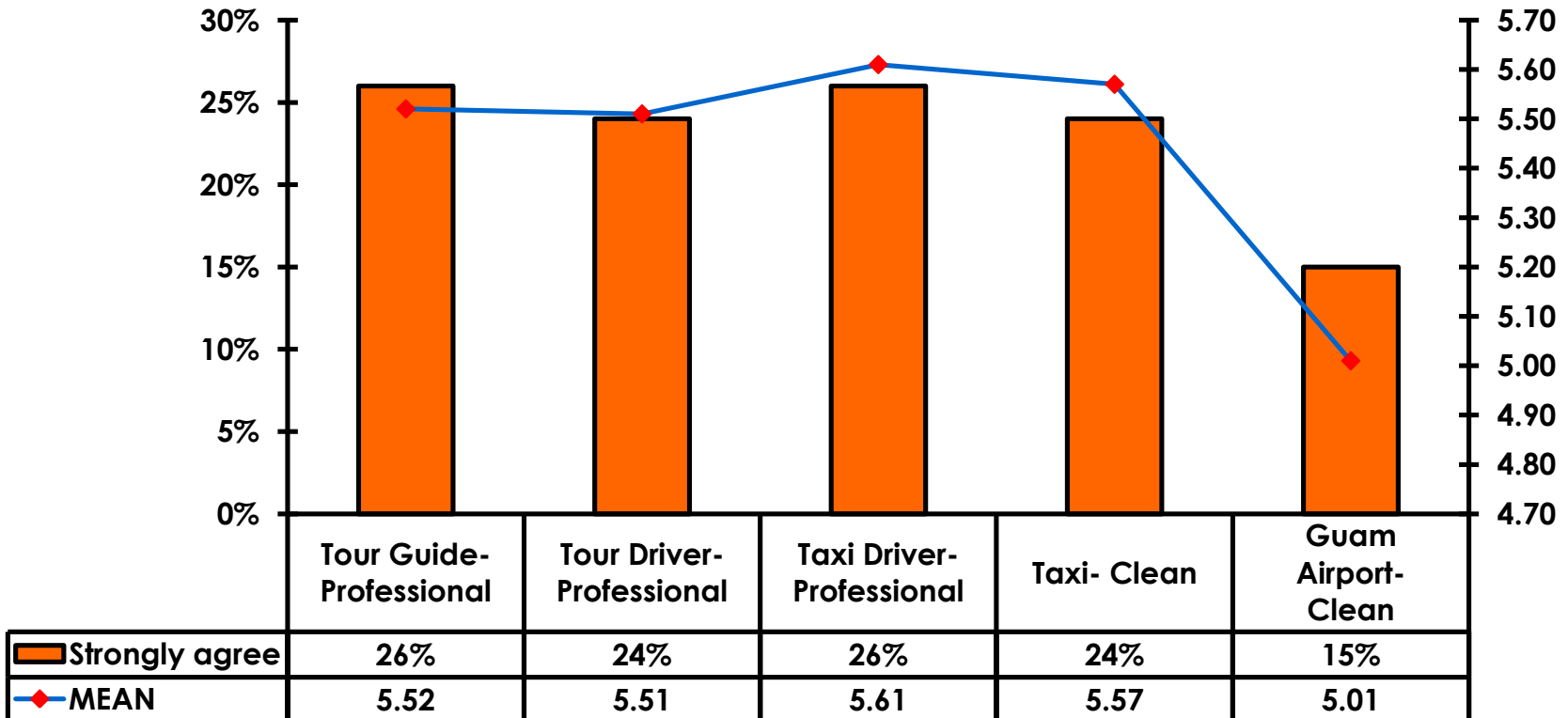


 Strongly agree	23%	21%	23%	33%	24%	16%
 MEAN	5.46	5.51	5.49	5.80	5.27	5.07

On-Island Perceptions

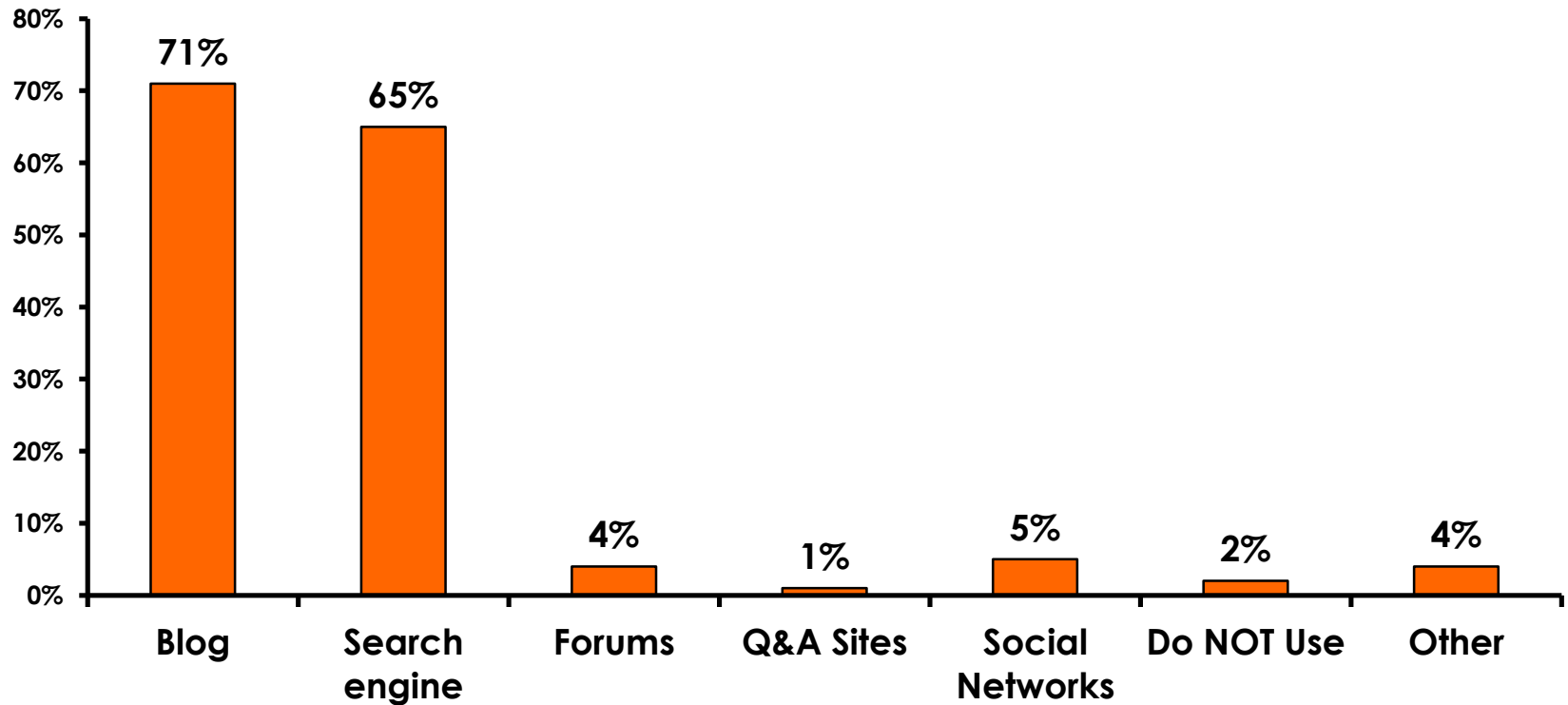
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



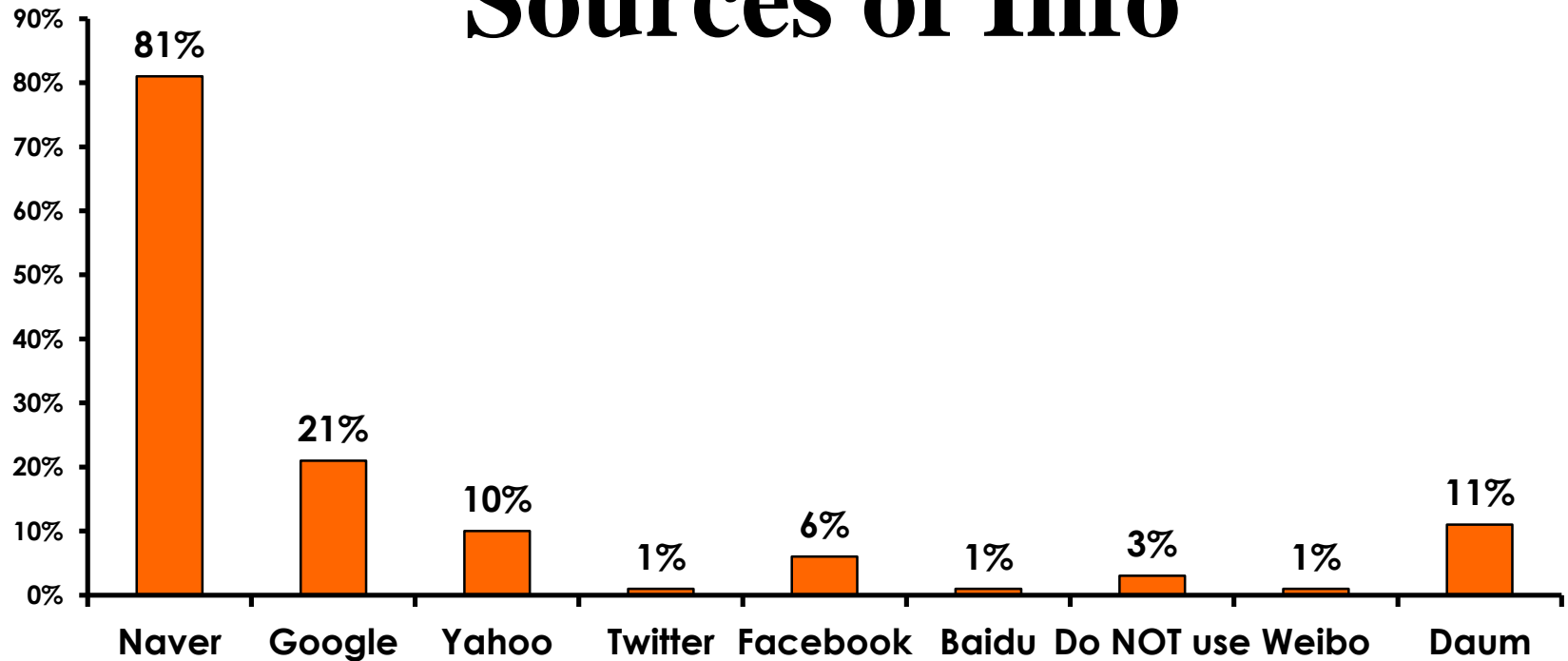
SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

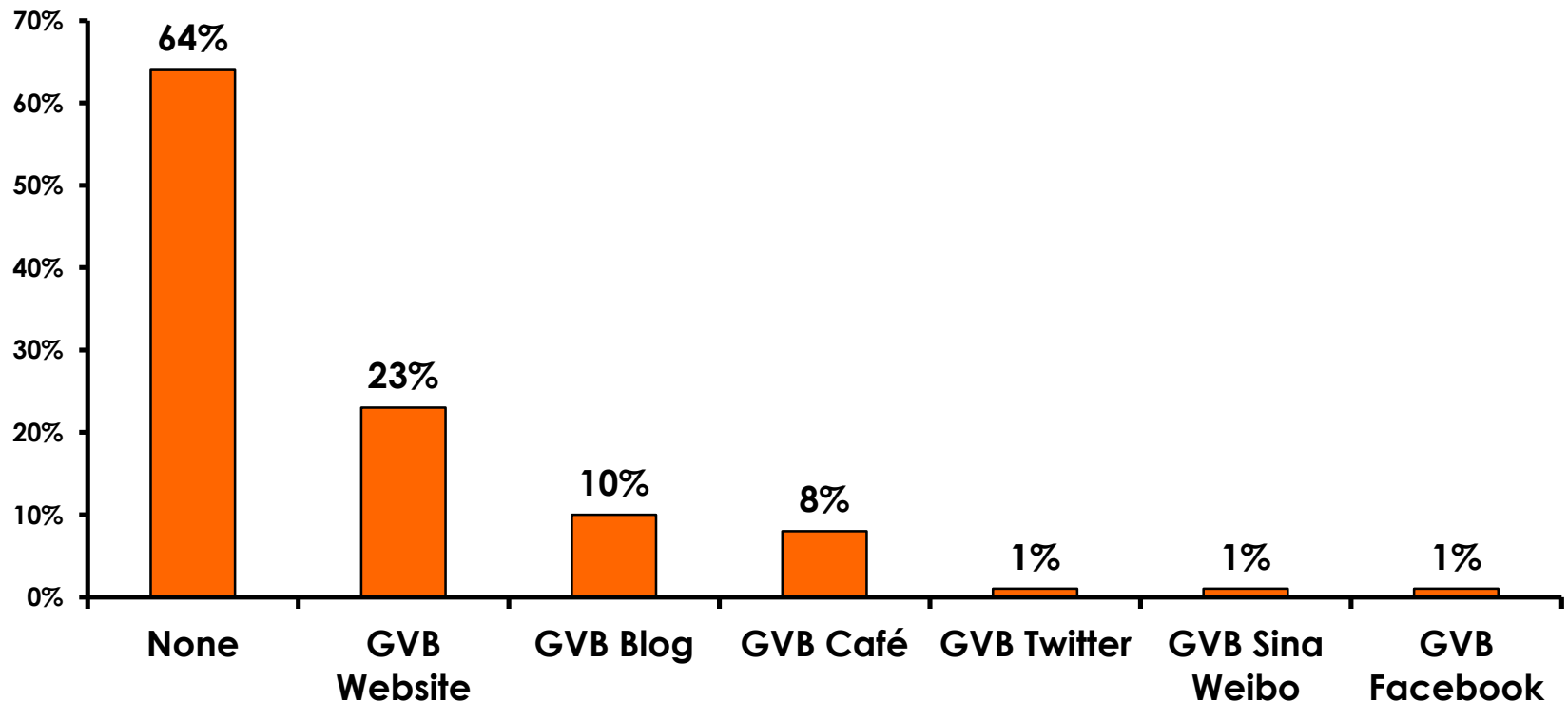


Internet- Things To Do

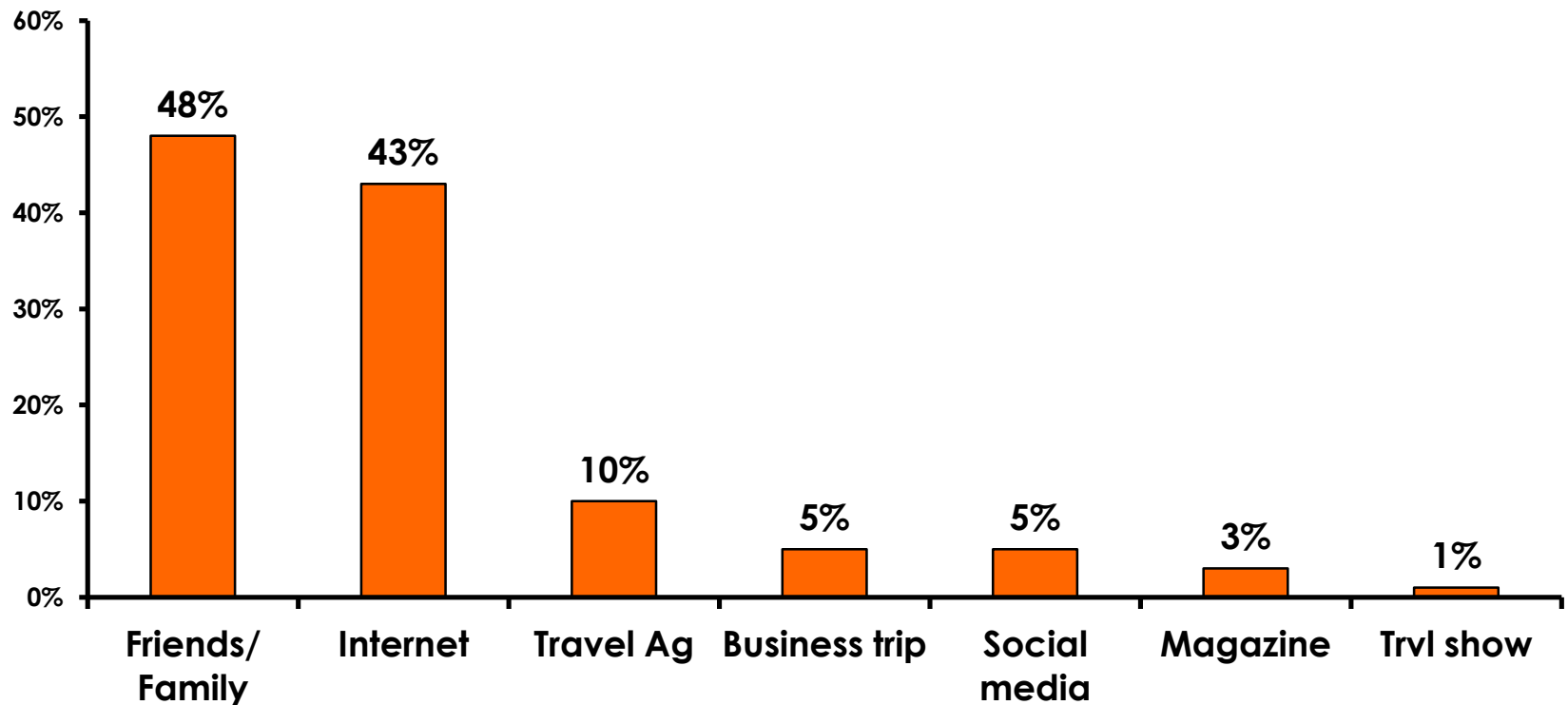
Sources of Info



Internet- GVB Sources

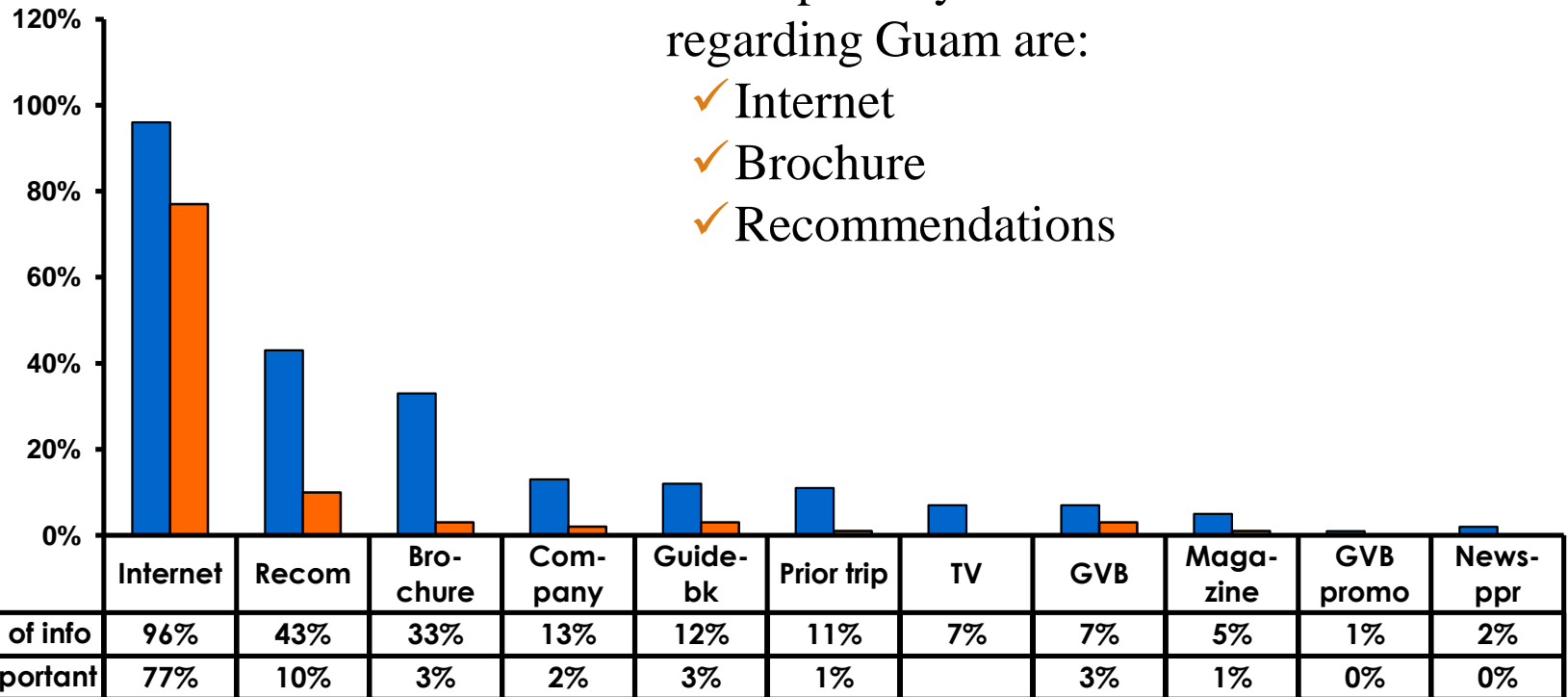


Travel Motivation- Info Sources



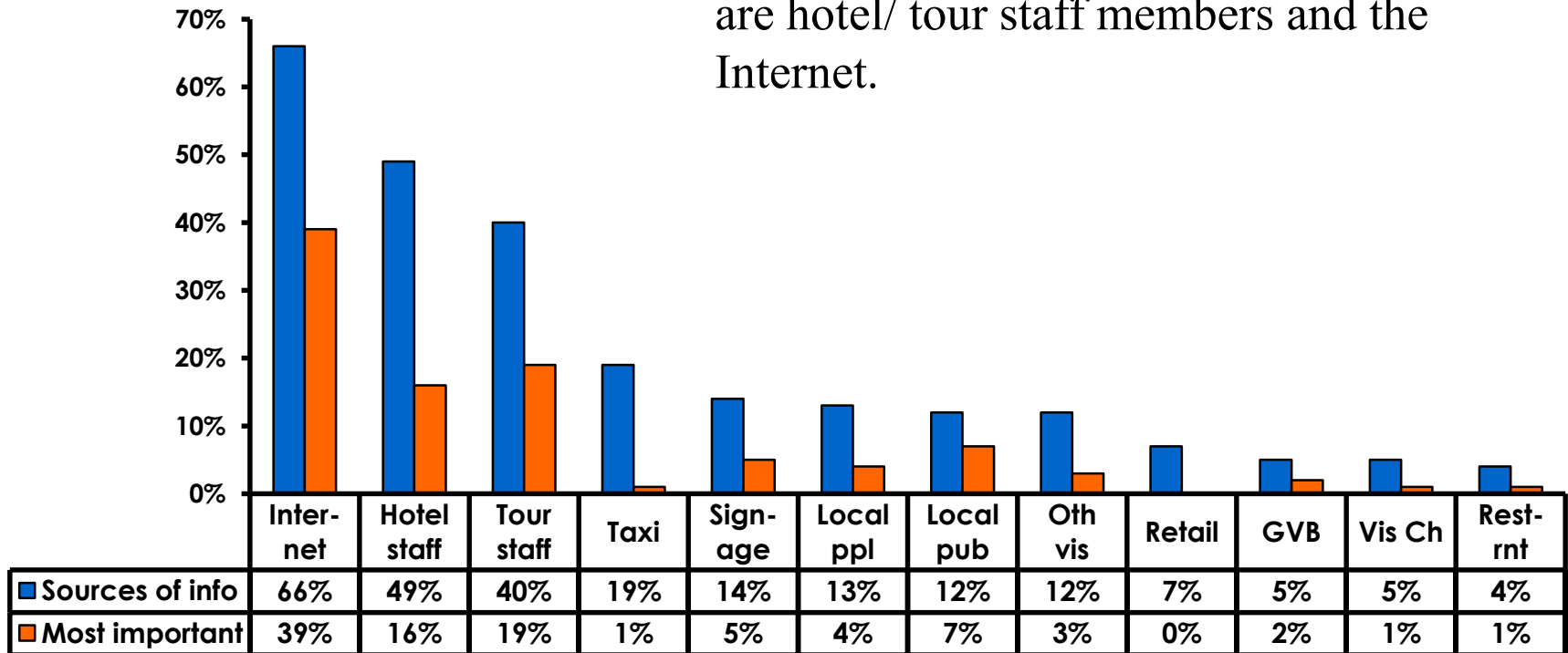
Sources of Information Pre-arrival

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



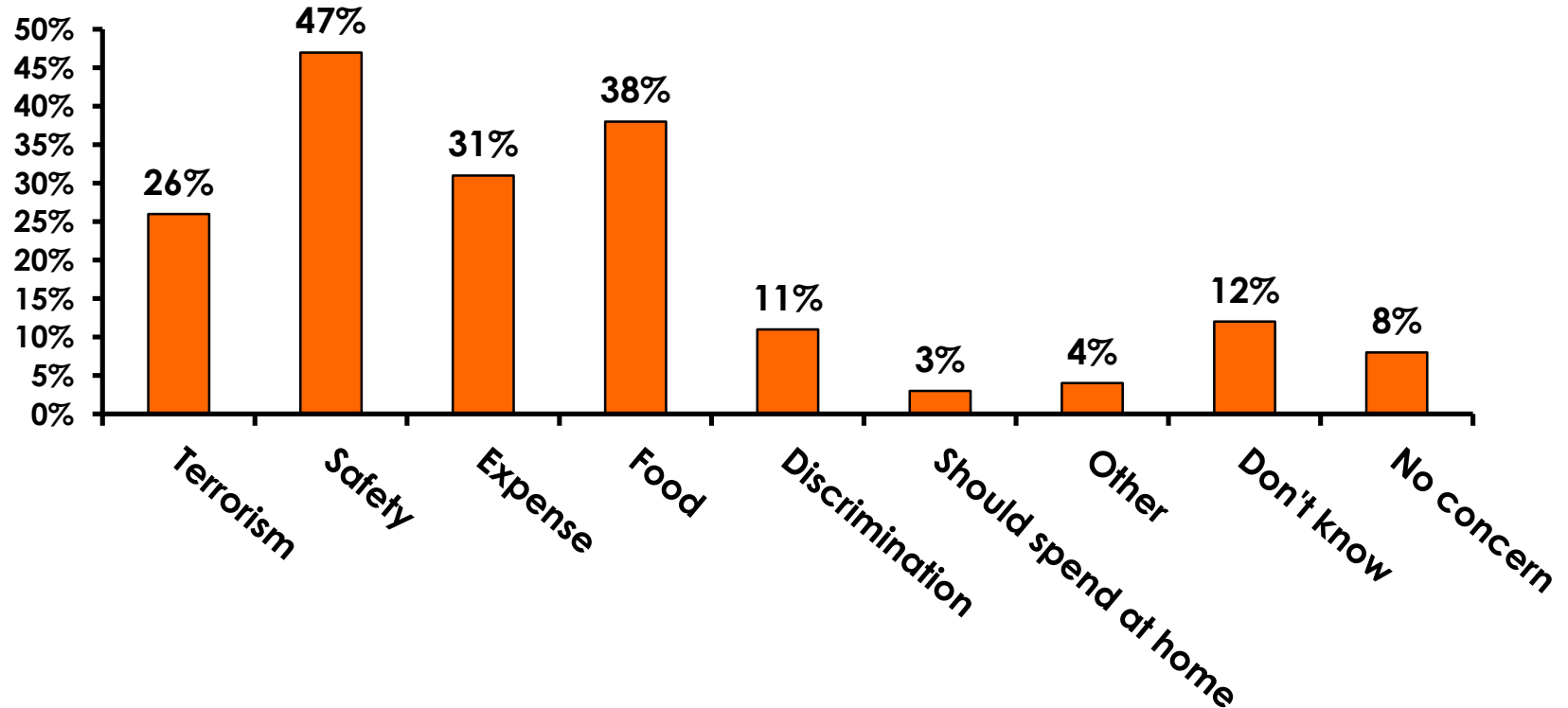
Sources of Information Post-arrival

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



SECTION 6 **OTHER ISSUES**

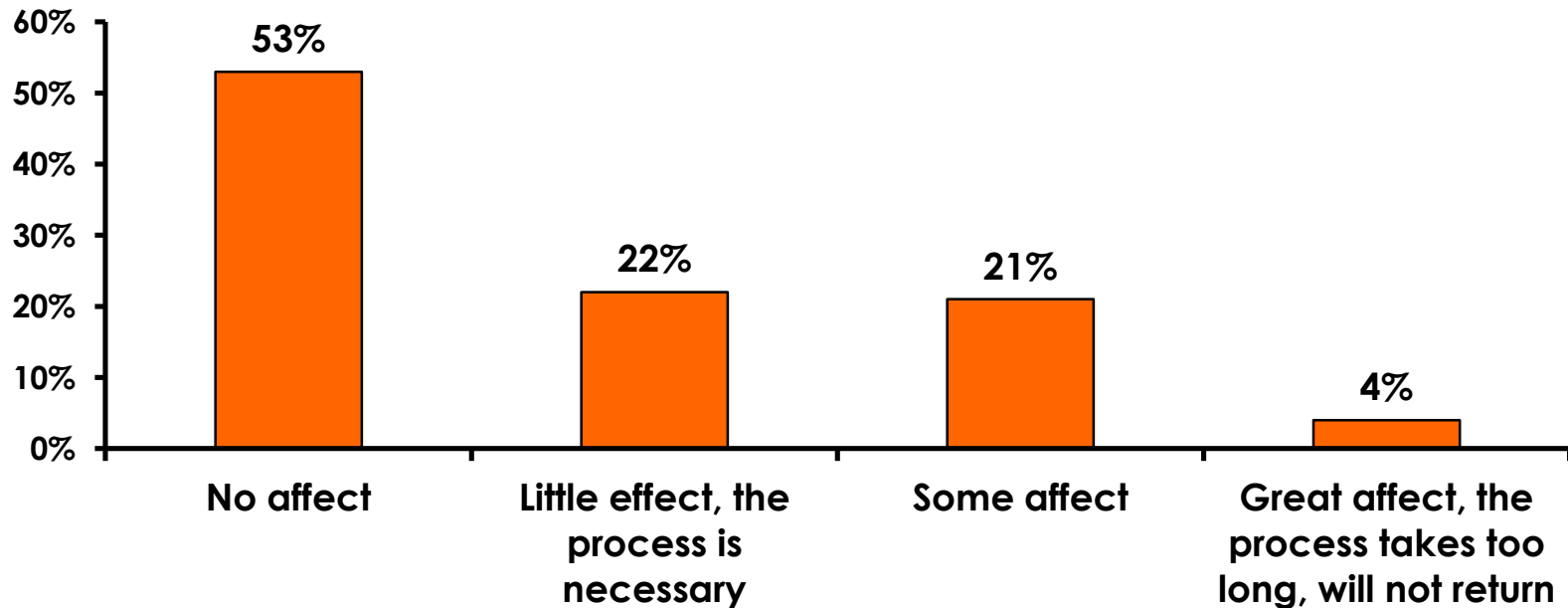
Concerns about travel outside of Korea - Overall



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	47%	31%	49%	51%	23%	50%	29%	57%	58%	61%	45%	50%	22%	
	Food	38%	25%	41%	38%	23%	33%	14%	35%	51%	53%	42%	39%	11%	
	Expense	31%	38%	28%	35%	23%	33%	29%	33%	38%	41%	29%	35%	11%	
	Terrorism	26%	13%	27%	26%	38%		57%	30%	18%	20%	34%	32%	11%	
	Don't know	12%	13%	13%	11%	8%			7%	5%	2%	8%	10%	67%	
	Discrimination against Koreans	11%	13%	11%	11%	8%			4%	25%	8%	13%	13%	11%	
	No concerns	8%	13%	6%	9%	23%			7%	5%	4%	5%	11%		
	Other	4%		6%	3%		17%		11%	4%	2%	3%	5%		
	Should spend at home	3%	25%	3%	1%			29%	4%	2%	4%	5%	1%		
	Total	Count	340	16	178	128	13	6	7	46	55	51	38	84	9

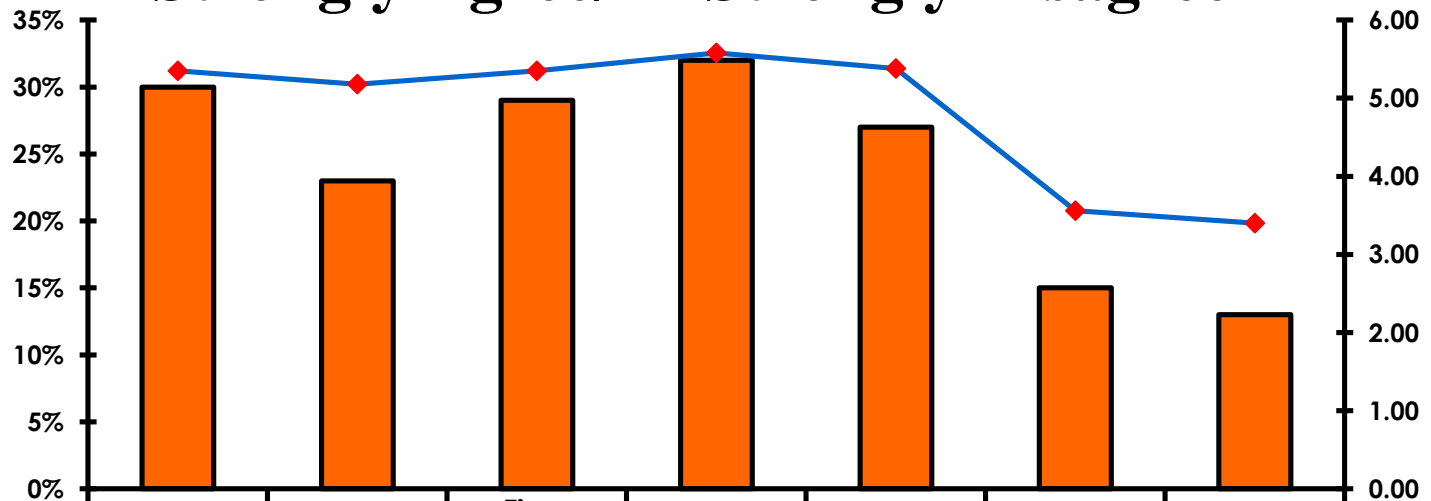
Security Screening/ Immigration Process at Guam International Airport





Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



 Strongly agree	30%	23%	29%	32%	27%	15%	13%
 MEAN	5.35	5.18	5.35	5.58	5.38	3.56	3.40