



GUAM VISITORS BUREAU
Korean Visitor Tracker Exit Profile
FY2011 MARKET SEGMENTATION –
JUNE 2011



Prepared by: QMark Research

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Background & Methodology

- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Korean speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **352** departing Korean visitors were randomly interviewed at the Guam A.B. Won Pat International Airport's departure and waiting areas.
- The margin of error for a sample of **352** is +/- 5.22 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 +/- 5.22 percentage points.

Objectives

- **The specific objectives of the analysis were:**
 - To determine the relative size and expenditure behavior of the following market segments:
 - Divers
 - Families
 - Golfers
 - Group Travelers
 - OL's/ salary women
 - Seniors
 - Shoppers
 - Repeat Visitors
 - Students
 - Visitors coming to Guam for a wedding
 - Honeymooners
 - To identify (for all Korean visitors) the most important determinants of on-island spending; and
 - To identify the most significant factors affecting overall visitor satisfaction.

Highlighted Segments

Parameters

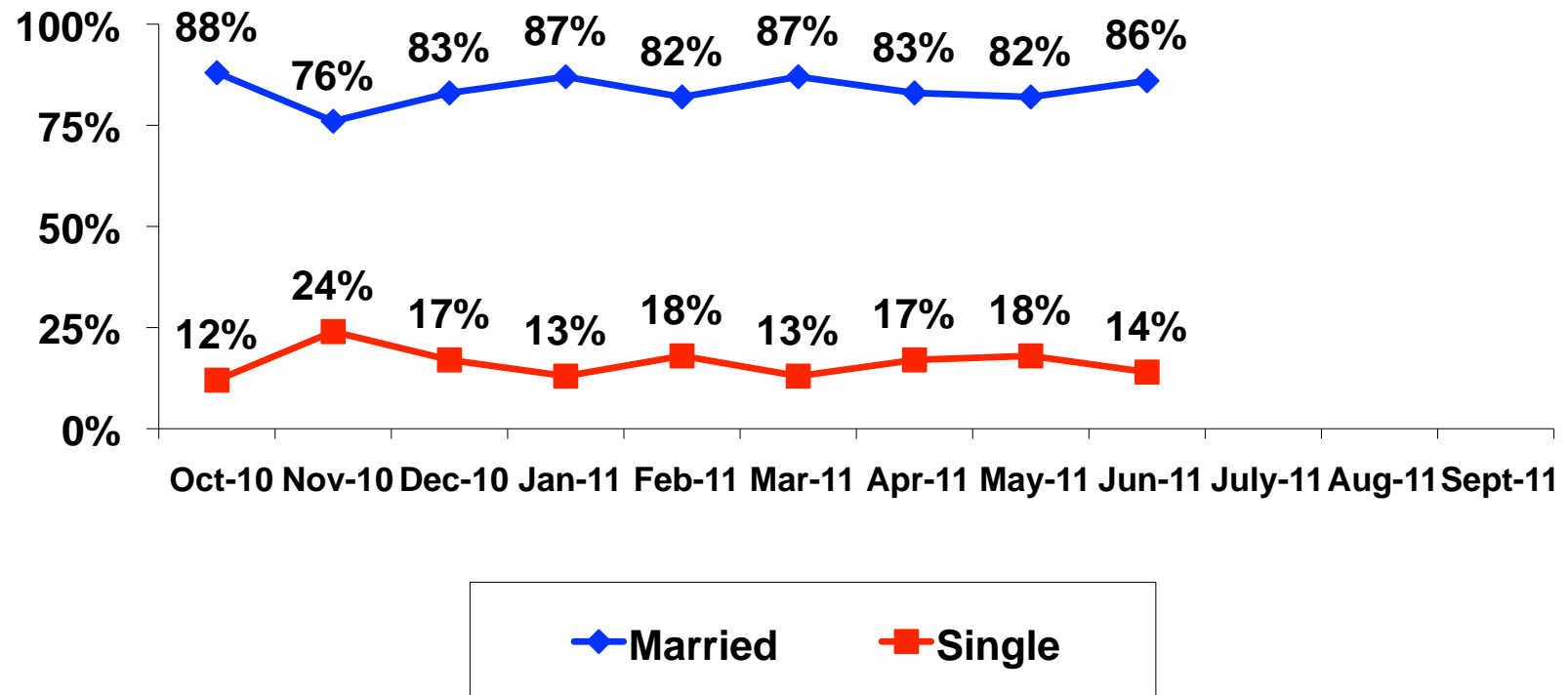
- Families – Q.6
- Repeaters – Q.3A
- Shoppers – Q.19
- Seniors – Q.D/ 51+
- OL/Salary Woman – Q.29/female
- Group Travelers – Q.7
- Students – Q.29
- Golfers – Q.19
- Wedding – Q.5A
- Divers – Q.19
- Honeymooners – Q.5A

Highlighted Segments

	Oct 10	Nov 10	Dec 10	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sept 11
Families	41%	42%	31%	48%	58%	26%	28%	44%	44%			
Repeaters	14%	17%	18%	12%	23%	16%	16%	19%	21%			
Shoppers	54%	62%	57%	56%	53%	61%	62%	64%	59%			
Seniors	4%	5%	6%	9%	6%	5%	3%	5%	3%			
OL/Salary woman	10%	11%	16%	7%	9%	12%	16%	15%	13%			
Group Travelers	5%	6%	2%	3%	1%	1%	1%	1%	2%			
Students	1%	2%	2%	1%	1%	1%	2%	2%	3%			
Golfers	5%	7%	9%	8%	8%	4%	5%	5%	4%			
Wedding	1%	1%	1%	1%	0%	1%	1%	0%	-			
Divers	17%	24%	17%	18%	16%	14%	18%	17%	11%			
Honey-mooner	25%	13%	28%	16%	7%	38%	31%	19%	20%			
TOTAL	353	352	354	353	353	353	353	352	352			5

SECTION 1 **PROFILE OF RESPONDENTS**

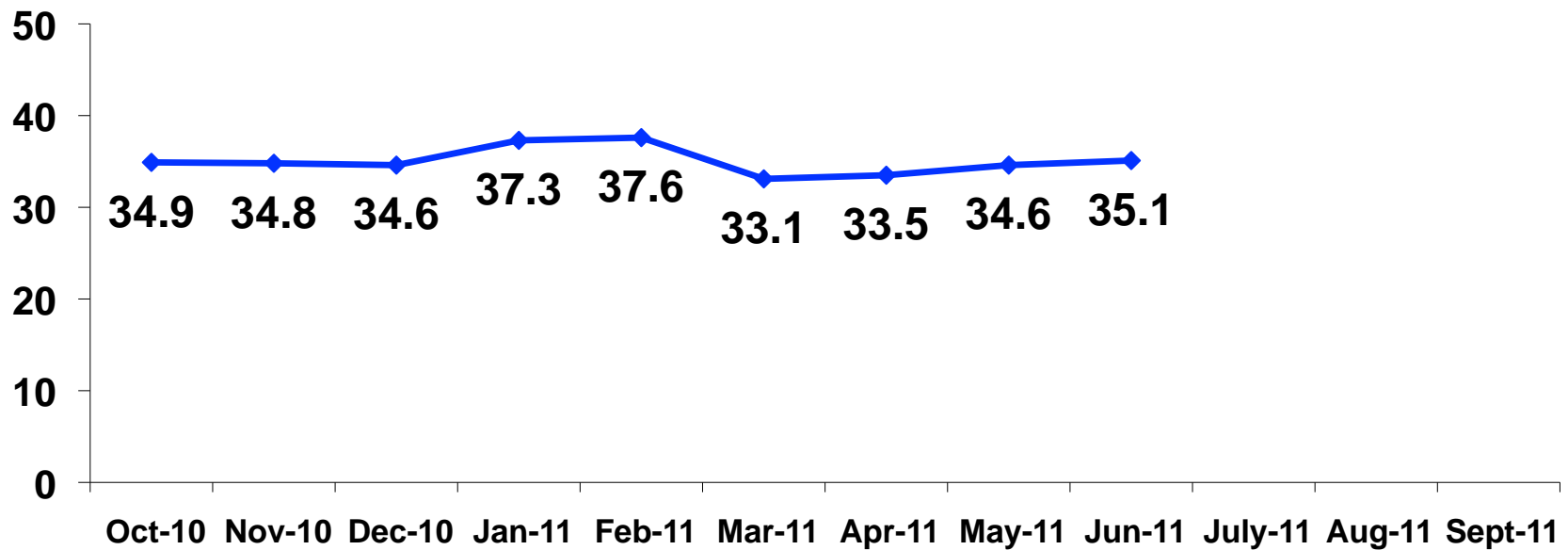
Marital Status Tracking



Marital Status Segmentation

			TOTAL	FAMILY	REPEAT	SHOPPER	OFFICE LADY	GROUP	STUDENT	GOLF	WED DING	HONEYMOON	DIVE	SENIOR
B	Married	Count	301	142	64	175	32	4	6	13		69	36	9
		Col %	86%	92%	88%	85%	71%	57%	60%	93%		99%	92%	90%
	Single	Count	51	12	9	32	13	3	4	1		1	3	1
		Col %	14%	8%	12%	15%	29%	43%	40%	7%		1%	8%	10%
Total		Count	352	154	73	207	45	7	10	14		70	39	10

Average Age Tracking



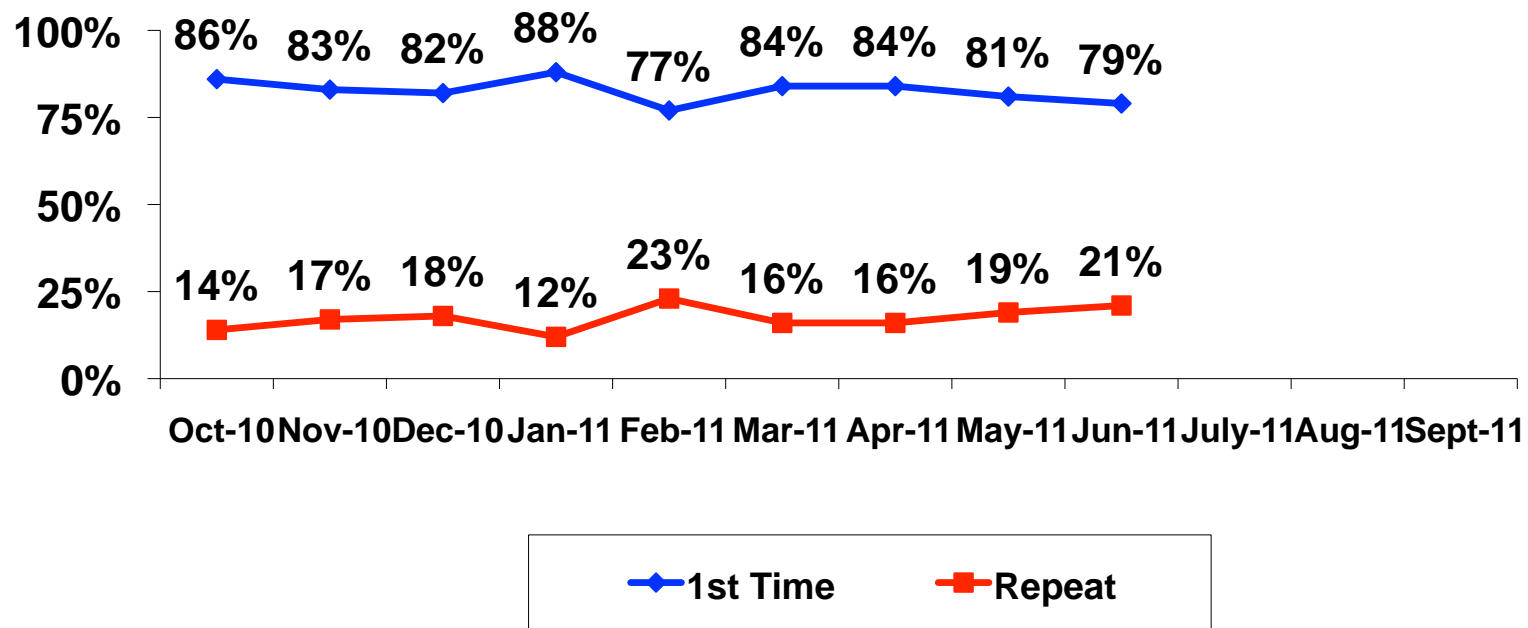
Age Segmentation

			TOTAL	FAMILY	REPEAT	SHOPPER	OFFICE LADY	GROUP	STUDENT	GOLF	WED DING	HONEYMOON	DIVE	SENIOR
D.	18-34	Count	167	43	21	108	30	4	9	3		57	19	
		Col %	47%	28%	29%	52%	67%	57%	90%	21%		81%	49%	
	35-54	Count	178	108	49	97	15	3	1	10		13	20	3
		Col %	51%	70%	67%	47%	33%	43%	10%	71%		19%	51%	30%
	55+	Count	7	3	3	2				1				7
		Col %	2%	2%	4%	1%				7%				70%
Total	Count		352	154	73	207	45	7	10	14		70	39	10
C	Mean		35.1	37.1	37.8	34.2	31.7	33.4	30.7	39.9		30.8	34.4	56.5
	Median		35	37	38	34	30	30	31	39		30	35	56

Income Segmentation

			TOTAL	FAMILY	REPEAT	SHOPPER	OFFICE LADY	GROUP	STUDENT	GOLF	WED DING	HONEYMOON	DIVE	SENIOR
Q.31	Less than KW12 million	Count	11	1	1	8		1	1			4	2	
		Col %	3%	1%	1%	4%		14%	10%			6%	6%	
KW12M-KW24M		Count	24	3	5	12	8					7	3	1
		Col %	7%	2%	7%	6%	18%					10%	8%	11%
KW24M-KW36M		Count	52	14	12	34	8	3	1	1		23	3	2
		Col %	15%	10%	18%	17%	18%	43%	10%	8%		33%	8%	22%
KW36M-KW48M		Count	58	27	13	33	6		2	2		12	7	2
		Col %	17%	19%	19%	17%	14%		20%	15%		17%	19%	22%
KW48M-KW60M		Count	63	27	5	40	7	2	1	2		14	7	1
		Col %	19%	19%	7%	20%	16%	29%	10%	15%		20%	19%	11%
KW60M-KW72M		Count	41	17	8	20	6		1	3		6	7	1
		Col %	12%	12%	12%	10%	14%		10%	23%		9%	19%	11%
KW72M+		Count	83	52	24	52	9	1		5		3	7	2
		Col %	25%	36%	35%	26%	20%	14%		38%		4%	19%	22%
No Income		Count	4	2		1			4					
		Col %	1%	1%		1%			40%					
Total	Count	336	143	68	200	44	7	10	13			69	36	9

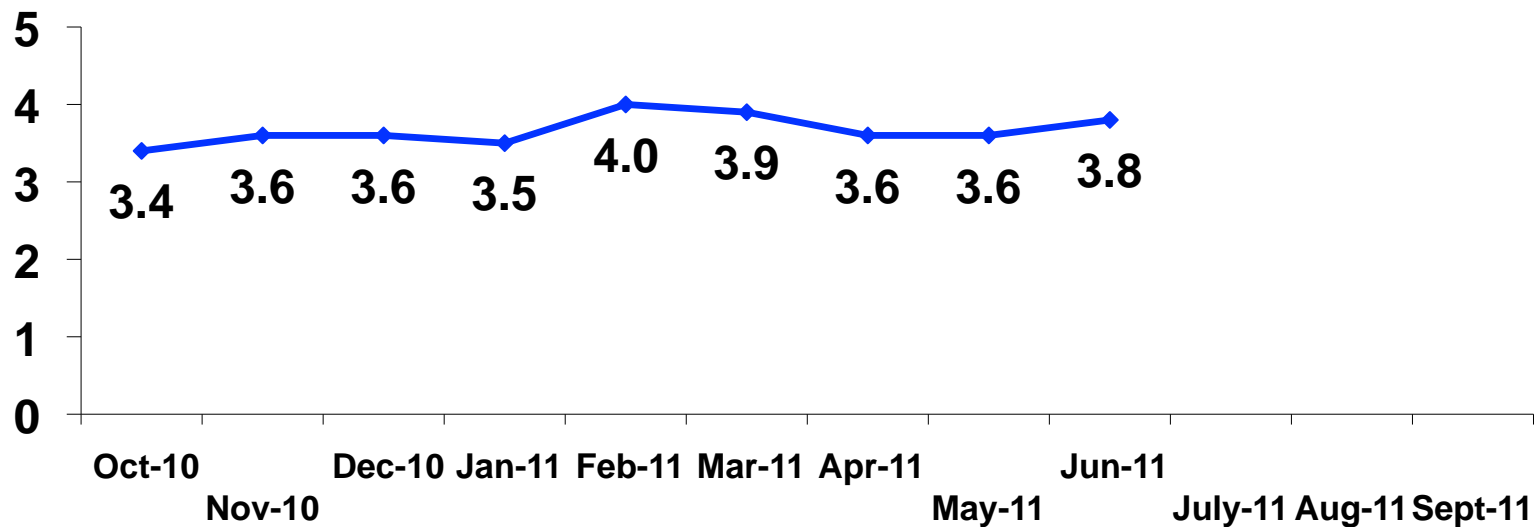
Prior Trips to Guam Tracking



Prior Trips to Guam Segmentation

			TOTAL	FAMILY	REPEAT	SHOPPER	OFFICE LADY	GROUP	STUDENT	GOLF	WED DING	HONEYMOON	DIVE	SENIOR
Q.3A Yes	Count		278	117		165	40	5	9	8		63	33	6
	Col %		79%	76%		80%	89%	71%	90%	57%		90%	85%	60%
No	Count		73	36	73	42	5	2	1	6		7	6	4
	Col %		21%	24%	100%	20%	11%	29%	10%	43%		10%	15%	40%
Total	Count		351	153	73	207	45	7	10	14		70	39	10

Average Length of Stay Tracking



Average Length of Stay Segmentation

		TOTAL	FAMILY	REPEAT	SHOPPER	OFFICE LADY	GROUP	STUDENT	GOLF	WED DING	HONEYMOON	DIVE	SENIOR
Q.8	Mean	3.8	3.5	4.4	3.8	3.3	9.0	4.1	5.2	.	3.5	3.8	4.3
	Median	3	3	3	3	3	11	3	4	.	3	3	4
	Minimum	1	2	1	1	2	3	3	3	.	3	3	3
	Maximum	15	14	15	14	6	12	11	14	.	11	11	9

SECTION 2 **TRAVEL PLANNING**

Travel Planning Segmentation

			TOTAL	FAMILY	REPEAT	SHOPPER	OFFICE LADY	GROUP	STUDENT	GOLF	WED DING	HONEYMOON	DIVE	SENIOR
Q.7	Full package tours	Count	188	97	24	109	21		5	6		49	28	2
		Col %	53%	63%	33%	53%	47%		50%	43%		70%	72%	20%
	Free-time package tours	Count	116	46	32	70	20		3	4		19	7	4
		Col %	33%	30%	44%	34%	44%		30%	29%		27%	18%	40%
	Individually arranged travel	Count	26	7	13	17	3		1	2		1	2	3
		Col %	7%	5%	18%	8%	7%		10%	14%		1%	5%	30%
	Group tour	Count	7	2	2	4	1	7				1		
		Col %	2%	1%	3%	2%	2%	100%				1%		
	Company paid travel	Count	15	2	2	7			1	2			2	1
		Col %	4%	1%	3%	3%			10%	14%			5%	10%
Total	Count		352	154	73	207	45	7	10	14		70	39	10

Travel Motivation Segmentation

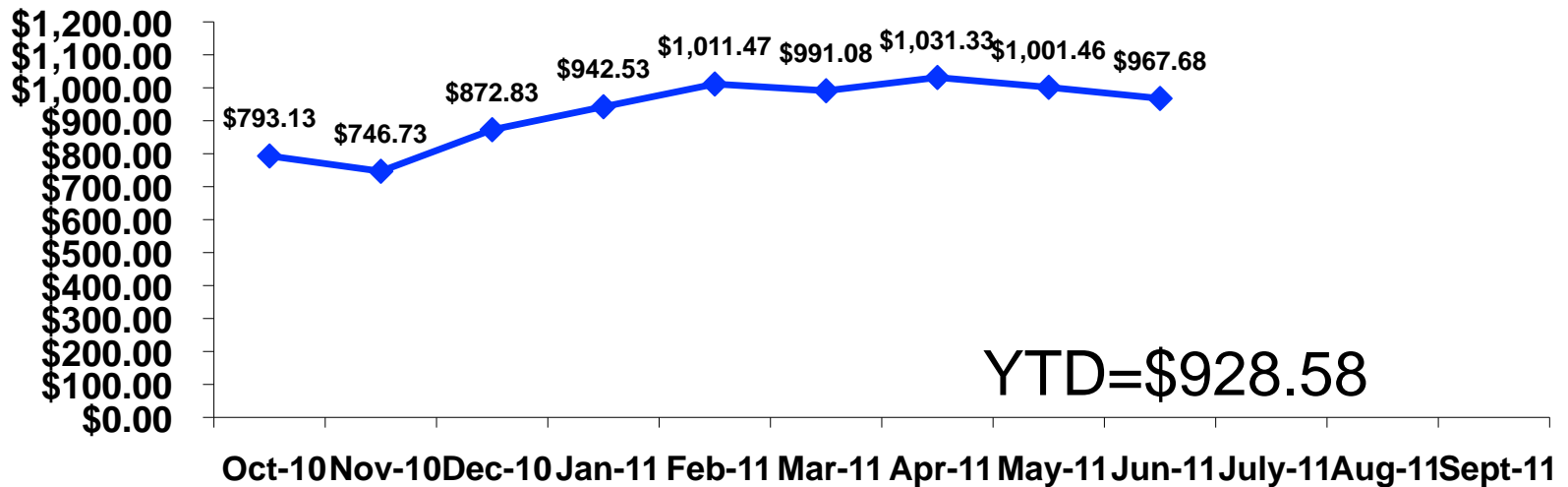
		TOTAL	FAMILY	REPEAT	SHOPPER	OFFICE LADY	GROUP	STUDENT	GOLF	WED DING	HONEYMOON	DIVE	SENIOR
Q.5	Just to relax	59%	69%	51%	57%	64%	29%	60%	57%		36%	56%	50%
	Beautiful seas, beaches, tropical climate	44%	54%	40%	45%	53%		30%	29%		30%	38%	90%
	Short travel time	25%	30%	32%	25%	27%		20%	29%		16%	21%	
	It is a safe place to spend a vacation	25%	33%	29%	25%	24%		40%	7%		11%	23%	10%
	Honeymoon	20%	2%	10%	23%	16%	14%	20%			100%	41%	
	Shopping	17%	19%	21%	20%	16%		10%			16%	8%	
	Recommendation of friend, relative, travel agency	15%	17%	7%	19%	27%	14%	10%	14%		10%	13%	
	A previous visit	9%	11%	45%	9%	4%			7%		4%	8%	30%
	Pleasure	9%	13%	19%	9%	4%	14%	20%	14%			5%	
	Price of the tour package	9%	8%	11%	9%	9%		10%			9%	8%	
	Water sports	8%	10%	8%	7%	2%			14%		7%	10%	
	My company sponsored me	5%	3%	1%	4%	4%	14%		7%		1%	3%	10%
	Company or Business trip	4%	1%	8%	4%		43%	10%	21%		1%		
	To visit friends or relatives	2%	2%	10%	2%				14%			3%	20%
	To golf	2%	2%	7%	2%			10%	21%		1%	3%	
	Promotional materials from GVB	2%	3%	1%	2%	2%					1%	3%	
	Other	2%	3%	3%	2%				7%			5%	10%
	Special promotion	1%	1%	3%	1%			20%					
	Organized Sporting Activity	1%	1%		1%								
	SCUBA diving	1%			0%				7%		1%	3%	
	Career certification or testing	1%	1%		0%						1%		
Total	Cases	349	154	73	205	45	7	10	14		70	39	10

Information Sources Segmentation

		TOTAL	FAMILY	REPEAT	SHOPPER	OFFICE LADY	GROUP	STUDENT	GOLF	WED DING	HONEYMOON	DIVE	SENIOR
Q.1	Internet	84%	86%	77%	84%	91%	57%	90%	64%		77%	72%	70%
	Travel agent brochure	45%	50%	32%	45%	59%	14%	30%	57%		50%	56%	40%
	I have been to Guam before	21%	24%	99%	20%	11%	29%	10%	43%		10%	15%	40%
	Friend or relative	20%	18%	12%	23%	23%		20%	29%		26%	33%	20%
	Company travel department	14%	9%	7%	15%	9%	14%		7%		21%	15%	10%
	TV	13%	11%	14%	11%	5%	29%	20%	7%		13%	3%	
	Guam promo activities	9%	10%	8%	10%	11%		20%	7%		4%		
	Travel guide book at bookstores	6%	3%	3%	6%		14%	10%	14%		7%	10%	10%
	Newspaper	3%	3%	1%	2%			10%			3%	3%	
	Magazine	2%	1%		1%						4%	3%	10%
	Pod casts	1%			0%								
Total	Cases	351	153	73	207	44	7	10	14		70	39	10

SECTION 3 **EXPENDITURES**

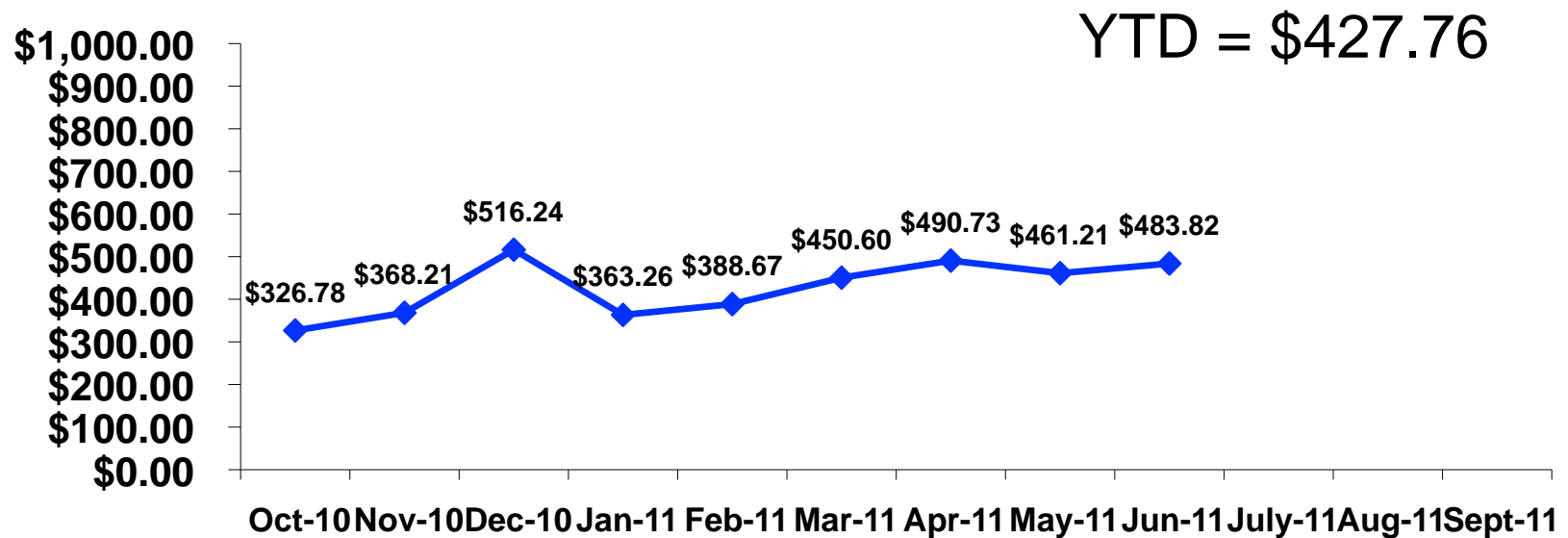
Prepaid Expenditures Tracking



Prepaid Expenditures Per Person Segmentation

		TOTAL	FAMILY	REPEAT	SHOPPER	OFFICE LADY	GROUP	STUDENT	GOLF	WED DING	HONEYMOON	DIVE	SENIOR
Prepaid per person converted to \$	Mean	\$967.68	\$864.50	\$986.78	\$1,012.72	\$928.07	\$316.89	\$849.46	\$1,073.75	.	\$1,376.45	\$1,094.98	\$1,010.35
	Median	\$924	\$917	\$887	\$970	\$924	\$0	\$736	\$863	.	\$1,386	\$1,048	\$1,155
	Minimum	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	.	\$0.00	\$0.00	\$0.00
	Maximum	\$6,931.99	\$4,621.33	\$5,083.46	\$6,931.99	\$2,232.10	\$1,386.40	\$2,772.80	\$4,621.33	.	\$6,931.99	\$3,697.06	\$1,716.49

On-Island Expenditures Tracking



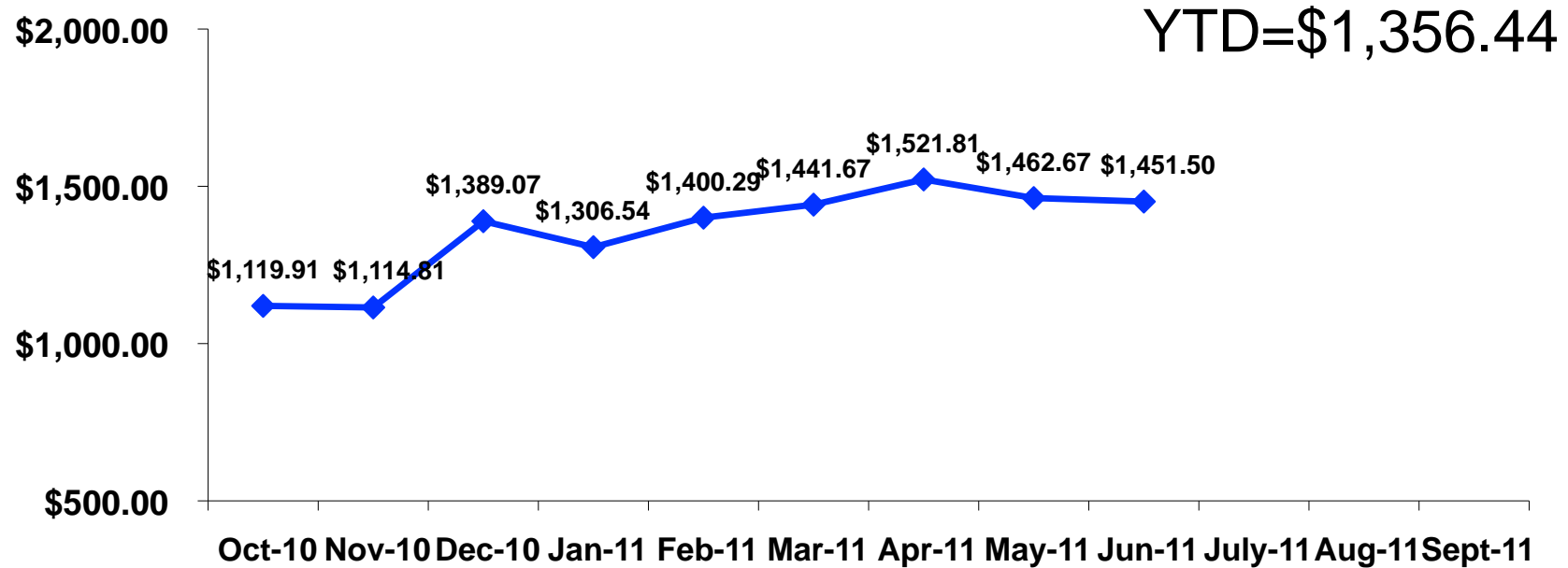
On-Island Expenditures Per Person Segmentation

		TOTAL	FAMILY	REPEAT	SHOPPER	OFFICE LADY	GROUP	STUDENT	GOLF	WED DING	HONEYMOON	DIVE	SENIOR
Per person on-island exp	Mean	\$483.82	\$336.87	\$550.90	\$566.26	\$363.91	\$268.81	\$619.33	\$560.17	.	\$706.80	\$657.91	\$684.57
	Median	\$271	\$168	\$320	\$333	\$250	\$150	\$400	\$367	.	\$500	\$450	\$235
	Minimum	\$00	\$00	\$00	\$00	\$00	\$20.00	\$00	\$100.00	.	\$00	\$00	\$00
	Maximum	\$4,000.00	\$3,500.00	\$3,500.00	\$4,000.00	\$1,750.00	\$700.00	\$1,500.00	\$1,600.00	.	\$4,000.00	\$4,000.00	\$3,500.00

On-Island Expense Breakdown Segmentation

		TOTAL	FAMILY	REPEAT	SHOPPER	OFFICE LADY	GROUP	STUDENT	GOLF	WED DING	HONEYMOON	DIVE	SENIOR
F&B-HOTEL	Mean	\$41.93	\$65.19	\$45.56	\$29.95	\$42.96	\$0.00	\$40.00	\$110.71	.	\$13.64	\$13.21	\$53.00
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$25.00	.	\$0.00	\$0.00	\$0.00
F&B-FF REST/CONV	Mean	\$34.41	\$29.06	\$49.59	\$41.61	\$29.91	\$7.14	\$20.00	\$120.00	.	\$40.33	\$43.46	\$152.50
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$10.00	.	\$0.00	\$0.00	\$0.00
F&B-OUT- SIDE HOTEL/ REST	Mean	\$40.68	\$39.24	\$72.88	\$47.25	\$29.98	\$0.00	\$11.00	\$89.29	.	\$28.81	\$16.72	\$0.00
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	.	\$0.00	\$0.00	\$0.00
OPTIONAL TOUR	Mean	\$88.73	\$74.43	\$52.81	\$89.16	\$78.33	\$36.43	\$52.00	\$35.71	.	\$169.77	\$118.46	\$53.00
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	.	\$35.00	\$0.00	\$0.00
GIFT/ SOUV-SELF	Mean	\$257.81	\$216.36	\$195.48	\$291.25	\$176.58	\$14.29	\$355.00	\$143.57	.	\$425.63	\$366.36	\$50.00
	Median	\$0.00	\$0.00	\$0.00	\$60.00	\$0.00	\$0.00	\$0.00	\$50.00	.	\$0.00	\$0.00	\$0.00
GIFT/SOUV- F&F AT HOME	Mean	\$159.01	\$132.51	\$129.25	\$219.31	\$142.96	\$27.57	\$111.00	\$176.43	.	\$254.00	\$184.36	\$230.00
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$60.00	\$0.00	\$0.00	\$100.00	.	\$15.00	\$0.00	\$0.00
LOCAL TRANS	Mean	\$21.11	\$17.29	\$34.64	\$25.61	\$23.93	\$1.71	\$24.00	\$16.43	.	\$13.63	\$12.33	\$0.00
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	.	\$0.00	\$0.00	\$0.00
OTHER EXP	Mean	\$370.16	\$482.34	\$503.84	\$383.08	\$228.78	\$252.14	\$753.00	\$198.57	.	\$352.25	\$483.08	\$413.50
	Median	\$20.00	\$50.00	\$0.00	\$40.00	\$20.00	\$155.00	\$265.00	\$0.00	.	\$13.00	\$50.00	\$0.00

Total Expenditures Tracking



Total Expenditures Per Person Segmentation

		TOTAL	FAMILY	REPEAT	SHOPPER	OFFICE LADY	GROUP	STUDENT	GOLF	WED DING	HONEYMOON	DIVE	SENIOR
TOTPP	Mean	\$1,451.50	\$1,201.37	\$1,537.67	\$1,578.98	\$1,291.98	\$585.70	\$1,468.80	\$1,633.92	.	\$2,083.25	\$1,752.88	\$1,694.93
	Median	1292.75	1134.29	1287.30	1405.33	1322.45	500.00	1304.37	1235.09	.	1926.55	1551.76	1494.05
	Minimum	.00	.00	.00	.00	.00	20.00	.00	100.00	.	9.17	.00	.00
	Maximum	10931.99	5244.66	8283.46	10931.99	3127.16	1536.40	4272.80	5244.66	.	10931.99	5478.83	5216.49

SECTION 4
ADVANCED STATISTICS

Analysis Technique

- Dependent variables: total per person on island expenditure and overall satisfaction (numeric)
- Independent variables are satisfaction with different aspects of trip to Guam (numeric).
- Use of linear stepwise regression to derive predictors (drivers) of on-island expenditure and overall satisfaction, Since both the independent and dependent variables are numeric.
- This determines the significant ($p < .05$) drivers and the percentage of the dependent variables accounted for by each significant predictor and by all of them combined.

Comparison of Drivers of Overall Satisfaction, Oct, Nov, Dec 2010, Jan, Feb, Mar, Apr, May, June 2011 and Overall Oct 2010 - June 2011

	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Combined Oct 2010 - Jun 2011
Independent Variables:	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank
Cleanliness of beaches & parks	3	3	2	4	3		3	2	2	3
Ease of getting around				2	4					6
Safety walking around at night										
Quality of daytime tours		1				3	1			2
Variety of daytime tours	2		4	5	2	2		3	3	5
Quality of nighttime tours						4	5			
Variety of nighttime tours										
Quality of shopping			3	3			4	4	4	4
Variety of shopping				6						
Price of things on Guam										7
Quality of hotel accommodations	1	2	1	1	1	1	2	1	1	1
% of Overall Satisfaction Accounted For	54.5%	38.5%	57.9%	50.4%	53.7%	43.6%	42.9%	47.5%	47.5%	47.8%
NOTE: Only significant variables are ranked.										

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by four significant factors in the June 2011 Period, by rank order they are:
 - **Quality of hotel accommodations,**
 - **Cleanliness of beaches & parks,**
 - **Variety of daytime tours, and**
 - **Quality of shopping.**
- With all four factors the overall r^2 is .475 meaning that **47.5% of overall satisfaction is accounted for by these four factors.**

Comparison of Drivers of Overall Satisfaction, Oct, Nov, Dec 2010, Jan, Feb, Mar, Apr, May, June 2011 and Overall Oct 2010 - June 2011										
	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Combined Oct 2010 - June 2011
Independent Variables:	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank
Cleanliness of beaches & parks										
Ease of getting around										3
Safety walking around at night								1		
Quality of daytime tours										
Variety of daytime tours										
Quality of nighttime tours										
Variety of nighttime tours				1					1	1
Quality of shopping	1									2
Variety of shopping								2	2	
Price of things on Guam										
Quality of hotel accommodations										
% of Overall Satisfaction Accounted For	1.8%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	4.2%	3.8%	1.6%

NOTE: Only significant variables are ranked.

Drivers of Per Person On Island Expenditure

- **Per Person On Island Expenditure** with the Korean visitors on Guam is driven by two significant factors in the June 2011 Period, by rank order they are:
 - **Variety of night time tours, and**
 - **Variety of shopping.**
- With these two factors the overall r^2 is .038 meaning that **3.8% of per person on island expenditure is accounted for by these two factors.**