



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2010 MARKET SEGMENTATION –

OCTOBER 2009



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. Wonpat 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.

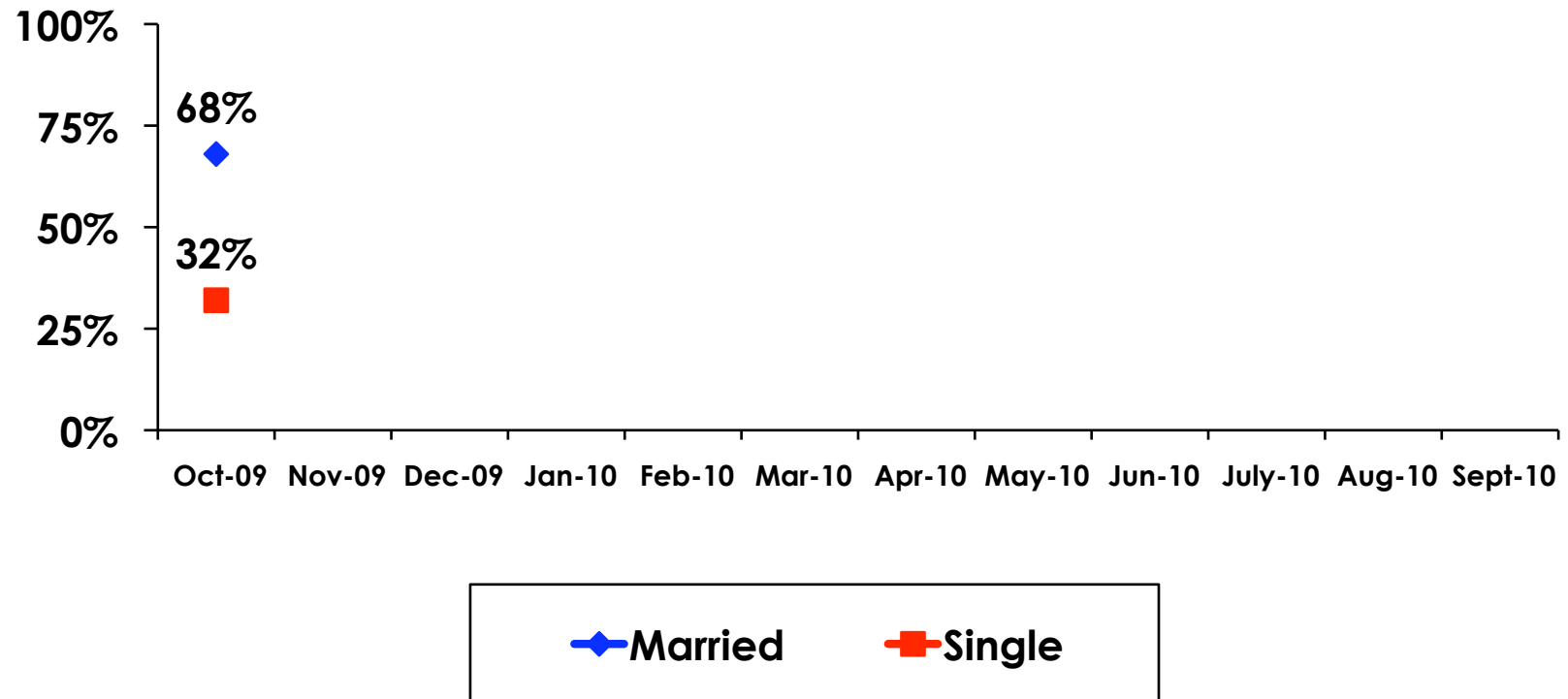
Highlighted Segments

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

SECTION 1 **PROFILE OF RESPONDENTS**

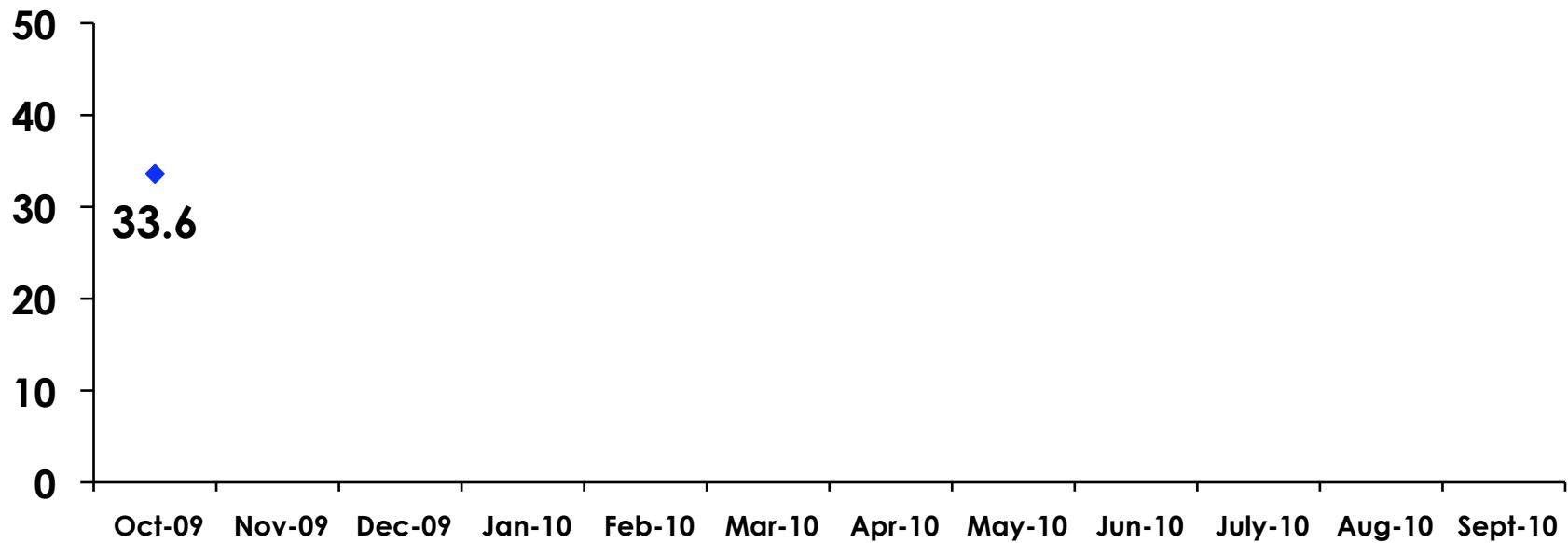
Marital Status Tracking



Marital Status Segmentation

		TOTAL	FAMILY	REPEAT	SHOPPER	OFFICE LADY	GROUP	STUDENT	GOLF	WEDDING	HONEYMOON	DIVE	SENIOR	
B	Married	Count	240	77	63	124	17	14	8	19	4	59	41	9
		Col %	68%	79%	72%	69%	45%	88%	67%	76%	80%	98%	59%	100%
	Single	Count	112	20	24	56	21	2	4	6	1	1	28	
		Col %	32%	21%	28%	31%	55%	13%	33%	24%	20%	2%	41%	
Total		Count	352	97	87	180	38	16	12	25	5	60	69	9

Average Age Tracking



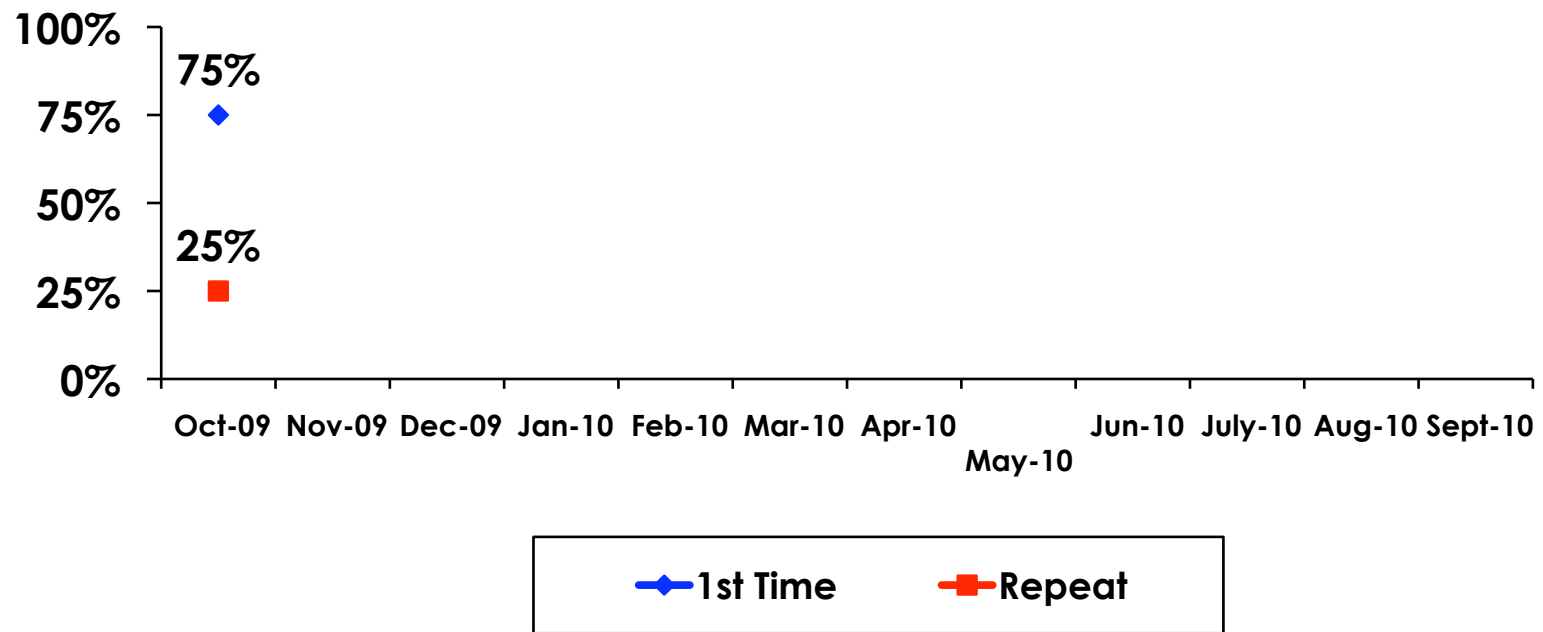
Age Segmentation

		TOTAL	FAMILY	REPEAT	SHOPPER	OFFICE LADY	GROUP	STUDENT	GOLF	WEDDING	HONEYMOON	DIVE	SENIOR	
D.	18-34	Count	202	35	30	102	32	6	9	10	3	48	51	
		Col %	57%	36%	34%	57%	84%	38%	75%	40%	60%	80%	74%	
	35-54	Count	145	62	52	77	6	10	2	15	2	12	18	4
		Col %	41%	64%	60%	43%	16%	63%	17%	60%	40%	20%	26%	44%
	55+	Count	5		5	1			1					5
		Col %	1%		6%	1%			8%					56%
Total	Count	352	97	87	180	38	16	12	25	5	60	69	9	
C	Mean	33.6	35.6	37.0	33.4	30.2	36.6	33.3	36.4	33.4	30.7	30.9	56.3	
	Median	32	36	37	33	30	37	29	37	31	30	30	55	

Income Segmentation

			TOTAL	FAMILY	REPEAT	SHOPPER	OFFICE LADY	GROUP	STUDENT	GOLF	WEDDING	HONEYMOON	DIVE	SENIOR
Q.31	Less than KW12 million	Count	8	1	1	4			1		1	1	4	
		Col %	2%	1%	1%	2%			8%		20%	2%	6%	
	KW12M-KW24M	Count	28	5	6	9	2	2				8	4	2
		Col %	8%	5%	7%	5%	5%	13%				14%	6%	22%
	KW24M-KW36M	Count	62	14	9	43	10	1	2	3	1	12	13	
		Col %	18%	15%	10%	24%	26%	7%	17%	12%	20%	21%	19%	
	KW36M-KW48M	Count	58	6	13	29	8	3	2	4		14	15	
		Col %	17%	6%	15%	16%	21%	20%	17%	16%		25%	22%	
	KW48M-KW60M	Count	55	11	13	29	5	3	1	2	1	12	13	1
		Col %	16%	12%	15%	16%	13%	20%	8%	8%	20%	21%	19%	11%
	KW60M-KW72M	Count	38	16	12	15	3	3		5		3	7	
		Col %	11%	17%	14%	8%	8%	20%		20%		5%	10%	
	KW72M+	Count	85	39	29	45	10	2		11	1	6	12	5
		Col %	25%	42%	34%	25%	26%	13%		44%	20%	11%	18%	56%
	No Income	Count	10	1	3	3		1	6		1	1		1
		Col %	3%	1%	3%	2%		7%	50%		20%	2%		11%
Total	Count	344	93	86	177	38	15	12	25	5	57	68	9	

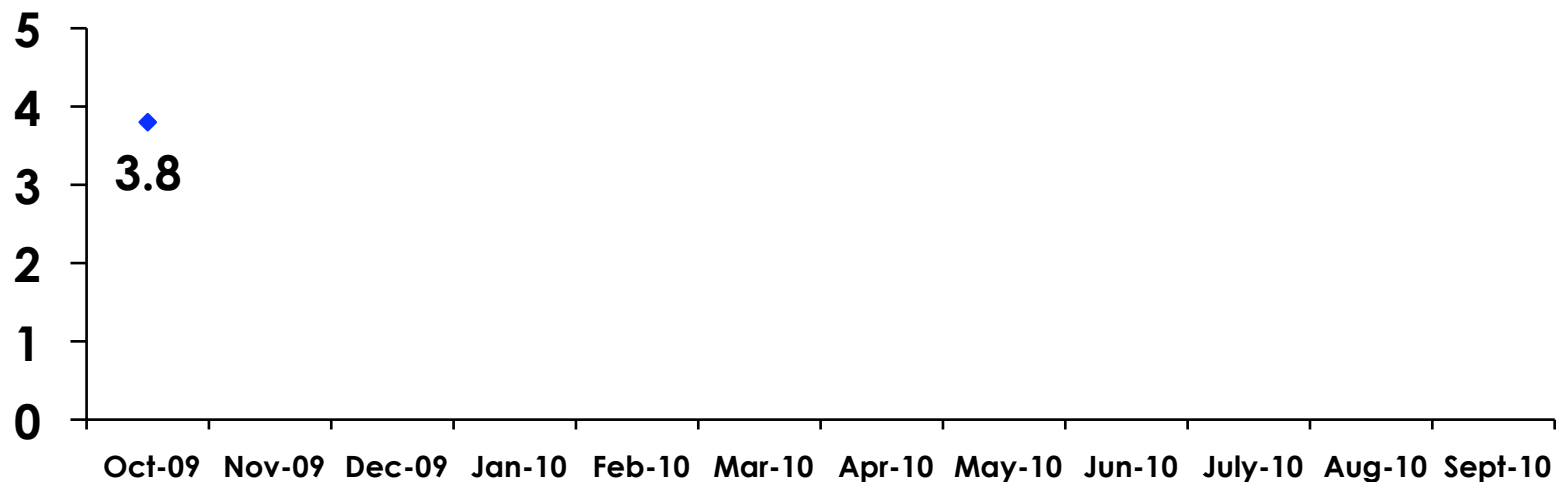
Prior Trips to Guam Tracking



Prior Trips to Guam Segmentation

			TOTAL	FAMILY	REPEAT	SHOPPER	OFFICE LADY	GROUP	STUDENT	GOLF	WEDDING	HONEYMOON	DIVE	SENIOR
Q.3A	Yes	Count	265	61		145	29	11	9	17	4	57	61	3
		Col %	75%	63%		81%	76%	69%	75%	68%	80%	95%	88%	33%
	No	Count	87	36	87	35	9	5	3	8	1	3	8	6
		Col %	25%	37%	100%	19%	24%	31%	25%	32%	20%	5%	12%	67%
Total		Count	352	97	87	180	38	16	12	25	5	60	69	9

Average Length of Stay Tracking



Average Length of Stay Segmentation

	TOTAL	FAMILY	REPEAT	SHOPPER	OFFICE LADY	GROUP	STUDENT	GOLF	WEDDING	HONEYMOON	DIVE	SENIOR
Q 8 Mean	3.8	3.9	4.4	3.4	3.3	3.2	3.5	4.4	3.4	3.4	3.5	5.1
Median	3	3	3	3	3	3	3	3	3	3	3	4
Minimum	1	1	1	1	2	2	2	2	3	3	2	3
Maximum	50	30	50	12	6	4	5	12	4	5	6	14

SECTION 2 **TRAVEL PLANNING**

Travel Planning Segmentation

			TOTAL	FAMILY	REPEAT	SHOPPER	OFFICE LADY	GROUP	STUDENT	GOLF	WEDDING	HONEYMOON	DIVE	SENIOR
Q.7 Full package tours	Count		187	62	31	110	17		8	11	4	51	42	3
	Col %		53%	64%	36%	61%	45%		67%	44%	80%	85%	61%	33%
Free-time package tours	Count		108	27	28	55	15		3	5	1	5	21	
	Col %		31%	28%	32%	31%	39%		25%	20%	20%	8%	30%	
Individually arranged travel	Count		38	5	23	8	3		1	6		1	4	5
	Col %		11%	5%	26%	4%	8%		8%	24%		2%	6%	56%
Group tour	Count		16	2	5	5	2	16		3		2	1	1
	Col %		5%	2%	6%	3%	5%	100%		12%		3%	1%	11%
Other	Count		2	1		1	1					1	1	
	Col %		1%	1%		1%	3%					2%	1%	
Total	Count		351	97	87	179	38	16	12	25	5	60	69	9

Travel Motivation Segmentation

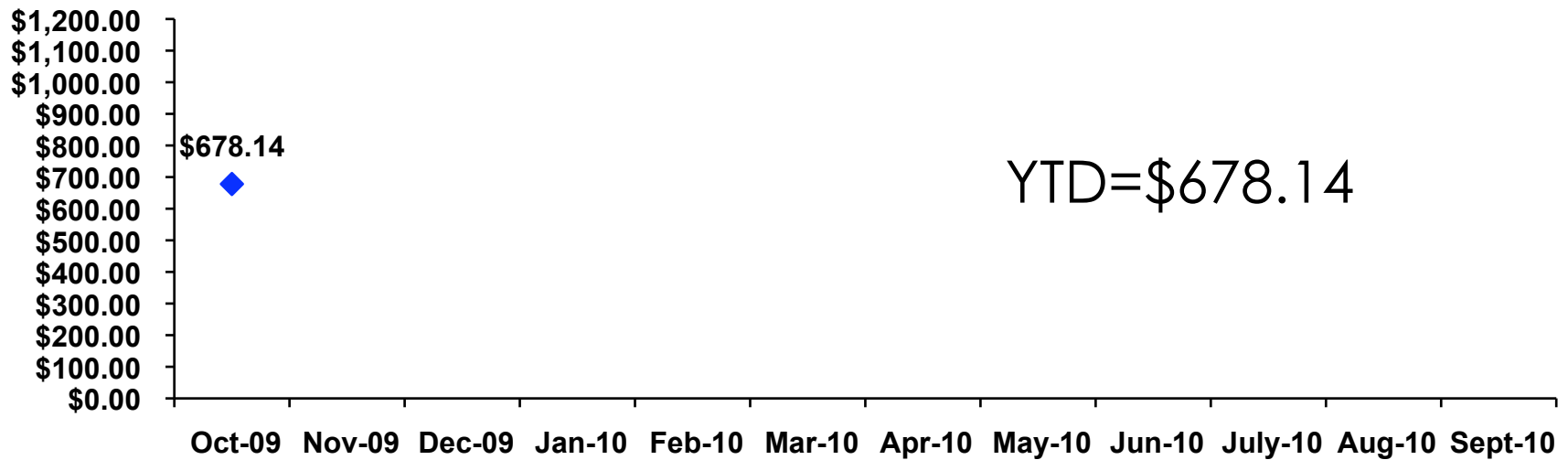
	TOTAL	FAMILY	REPEAT	SHOPPER	OFFICE LADY	GROUP	STUDENT	GOLF	WEDDING	HONEYMOON	DIVE	SENIOR
Q.5 Just to relax	46%	67%	46%	51%	53%	13%	33%	32%	20%	27%	41%	33%
Beautiful seas, beaches, tropical climate	42%	48%	43%	46%	42%	38%	33%	52%	40%	30%	46%	67%
Short travel time	24%	30%	32%	32%	24%	6%	17%	16%	20%	22%	23%	33%
It is a safe place to spend a vacation	22%	35%	29%	26%	18%	13%	17%	24%		17%	14%	33%
Honeymoon	17%	2%	3%	21%	11%	13%	25%	4%	60%	100%	23%	
A previous visit	12%	22%	47%	11%	13%	6%	17%	12%		3%	6%	22%
Shopping	15%	11%	22%	18%	16%	6%	17%	8%		10%	13%	
Recommendation of friend, relative, travel agency	12%	19%	3%	15%	11%	6%		12%	20%	8%	16%	11%
Price of the tour package	10%	11%	13%	12%	13%	6%	17%		20%	8%	10%	11%
Pleasure	9%	15%	21%	8%	8%		8%	8%			4%	22%
Water sports	8%	6%	8%	11%	16%	6%		24%		2%	10%	
My company sponsored me	8%		3%	9%	3%	56%		12%		2%	12%	
Career certification or testing	8%	2%	14%	3%	13%	19%				2%	4%	
To visit friends or relatives	5%	6%	11%	2%	8%		8%	8%			1%	56%
To golf	3%		6%	3%	3%	6%	8%	32%	20%	2%		22%
Organized Sporting Activity	3%	4%	2%	4%		6%		8%		2%	4%	
Company or Business trip	3%		6%	3%				12%			1%	
Other	2%	4%	3%	2%	3%		8%	8%			1%	11%
SCUBA diving	2%		1%	3%	3%			4%			7%	
To get married or Attend wedding	1%	1%	1%	1%			8%		100%	5%		
Promotional materials from GVB	1%	1%	1%	2%	3%	6%					1%	
Special promotion	1%	1%	2%	1%	3%							
Convention, Conference, Trade show	1%		1%									
Total Cases	352	97	87	180	38	16	12	25	5	60	69	9

Information Sources Segmentation

	TOTAL	FAMILY	REPEAT	SHOPPER	OFFICE LADY	GROUP	STUDENT	GOLF	WEDDING	HONEYMOON	DIVE	SENIOR
Q.1												
Internet	78%	82%	74%	77%	79%	88%	92%	84%	80%	78%	74%	56%
Travel agent brochure	40%	44%	23%	46%	45%	50%	25%	20%	40%	50%	54%	22%
I have been to Guam before	20%	30%	82%	17%	18%	31%	17%	28%		5%	7%	44%
Friend or relative	19%	23%	14%	19%	13%			28%		13%	22%	56%
Company travel department	17%	7%	15%	20%	24%	6%	25%	12%	20%	18%	26%	11%
TV	10%	9%	8%	12%	5%		17%	8%		5%	7%	22%
Guam promo activities	6%	2%	6%	7%	13%	13%		20%		2%	7%	
Newspaper	5%	6%	7%	6%		13%				10%	1%	11%
Magazine	6%	4%	5%	6%	5%	6%		4%		2%	4%	
Travel guide book at bookstores	4%	1%	6%	2%				4%		2%	1%	
Pod casts	1%	1%	2%	2%						3%	1%	
Total	352	97	87	180	38	16	12	25	5	60	69	9

SECTION 3 **EXPENDITURES**

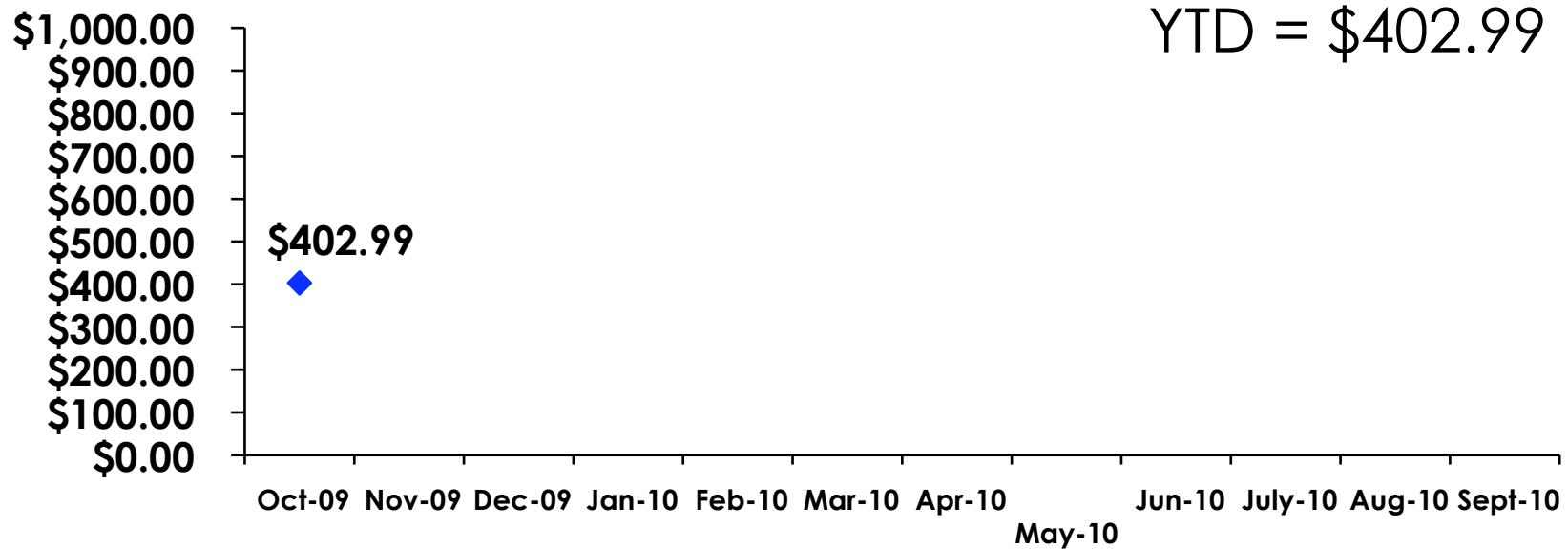
Prepaid Expenditures Tracking



Prepaid Expenditures Per Person Segmentation

		TOTAL	FAMILY	REPEAT	SHOPPER	OFFICE LADY	GROUP	STUDENT	GOLF	WEDDING	HONEYMOON	DIVE	SENIOR
Prepaid per person converted to \$	Mean	\$678.14	\$527.72	\$550.61	\$730.93	\$663.35	\$233.21	\$749.90	\$628.69	\$816.60	\$1,166.69	\$852.75	\$413.03
	Median	\$672	\$612	\$595	\$723	\$655	\$0	\$723	\$638	\$681	\$1,276	\$766	\$357
	Minimum	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Maximum	\$3,402.52	\$1,417.72	\$2,807.08	\$3,027.39	\$1,701.26	\$850.63	\$1,361.01	\$3,027.39	\$1,998.98	\$3,317.45	\$3,027.39	\$1,105.82

On-Island Expenditures Tracking



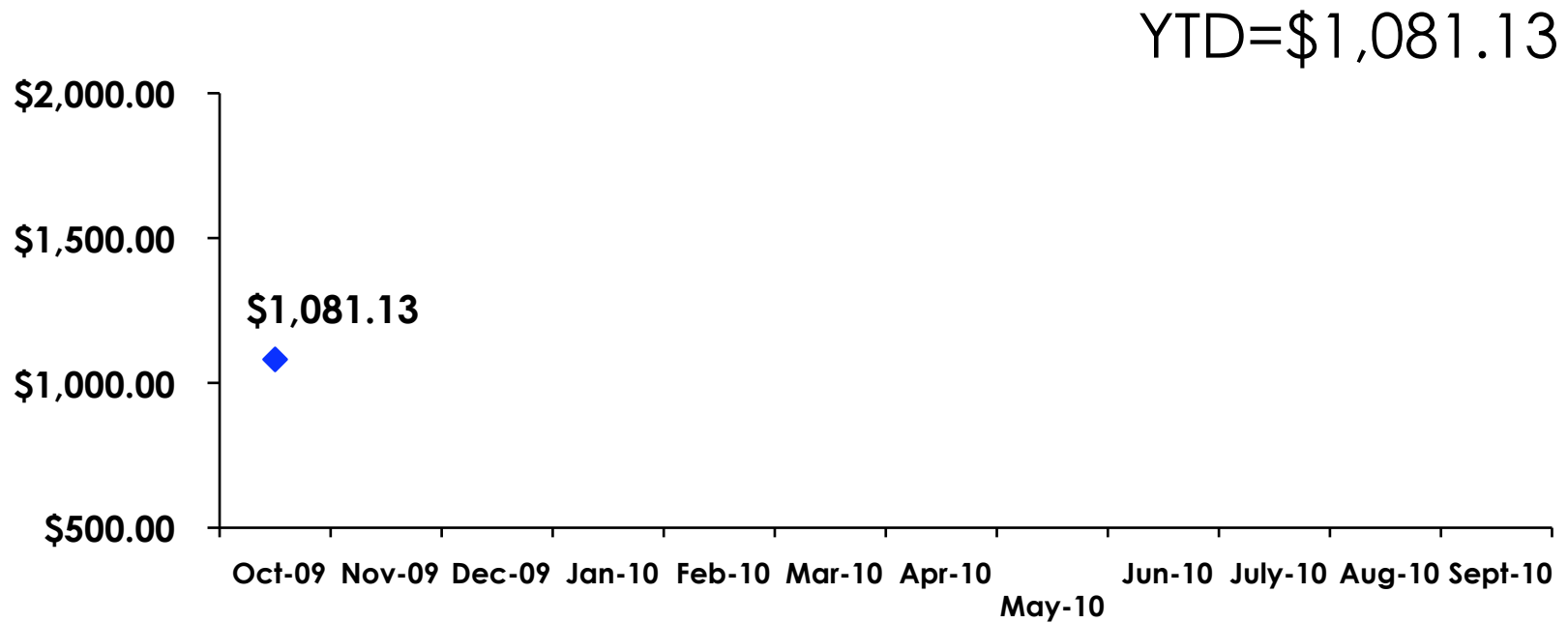
On-Island Expenditures Per Person Segmentation

		TOTAL	FAMILY	REPEAT	SHOPPER	OFFICE LADY	GROUP	STUDENT	GOLF	WEDDING	HONEYMOON	DIVE	SENIOR
Per person on-island exp	Mean	\$402.99	\$303.61	\$466.62	\$402.53	\$385.71	\$140.66	\$548.61	\$583.13	\$549.40	\$441.24	\$388.36	\$421.89
	Median	\$293	\$225	\$333	\$300	\$304	\$107	\$363	\$300	\$275	\$350	\$300	\$150
	Minimum	\$0.00	\$0.00	\$0.00	\$0.00	\$20.00	\$0.00	\$150.00	\$0.00	\$222.00	\$0.00	\$0.00	\$0.00
	Maximum	\$3,000.00	\$1,535.00	\$2,000.00	\$2,500.00	\$1,500.00	\$400.00	\$2,000.00	\$2,500.00	\$1,500.00	\$2,500.00	\$2,125.00	\$2,000.00

On-Island Expenditure Breakdown

		TOTAL	FAMILY	REPEAT	SHOPPER	OFFICE LADY	GROUP	STUDENT	GOLF	WEDDING	HONEYMOON	DIVE	SENIOR
F&B-HOTEL	Mean	\$23.66	\$20.91	\$34.60	\$21.70	\$13.68	\$16.88	\$12.08	\$42.44	\$0.00	\$10.73	\$26.80	\$35.89
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
F&B-FF REST/CONV	Mean	\$23.06	\$29.24	\$39.37	\$27.62	\$18.68	\$6.25	\$39.17	\$23.20	\$4.00	\$22.12	\$22.68	\$25.11
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$20.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
F&B-OUT- SIDE HOTEL/ REST	Mean	\$36.33	\$23.76	\$57.24	\$29.64	\$45.66	\$15.00	\$4.58	\$63.20	\$0.00	\$8.51	\$43.77	\$17.78
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$2.50	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
OPTIONAL TOUR	Mean	\$90.19	\$94.92	\$71.46	\$133.77	\$72.37	\$52.19	\$74.17	\$301.60	\$0.00	\$101.02	\$206.38	\$33.33
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$90.00	\$0.00
GIFT/ SOUV-SELF	Mean	\$186.78	\$281.67	\$303.31	\$232.43	\$168.97	\$21.25	\$203.00	\$140.40	\$0.00	\$319.24	\$165.14	\$32.22
	Median	\$0.00	\$50.00	\$0.00	\$40.00	\$17.50	\$0.00	\$88.00	\$0.00	\$0.00	\$45.00	\$80.00	\$0.00
GIFT/SOUV- F&F AT HOME	Mean	\$87.01	\$87.55	\$107.01	\$107.57	\$61.58	\$27.19	\$175.00	\$52.72	\$220.00	\$115.47	\$82.65	\$55.56
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$25.00	\$0.00	\$0.00	\$0.00	\$40.00	\$0.00
LOCAL TRANS	Mean	\$29.42	\$30.44	\$45.54	\$34.23	\$22.11	\$63	\$7.42	\$55.92	\$14.40	\$9.81	\$36.20	\$9.67
	Median	\$0.00	\$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	\$344.25	\$386.21	\$306.78	\$327.44	\$192.50	\$52.06	\$576.25	\$851.28	\$816.00	\$319.33	\$288.46	\$364.44
	Median	\$37.50	\$80.00	\$50.00	\$60.00	\$18.50	\$1.50	\$77.50	\$100.00	\$500.00	\$60.00	\$60.00	\$100.00

Total Expenditures Tracking



Total Expenditures Per Person Segmentation

	TOTAL	FAMILY	REPEAT	SHOPPER	OFFICE LADY	GROUP	STUDENT	GOLF	WEDDING	HONEYMOON	DIVE	SENIOR
TOTPP Mean	\$1,081.13	\$831.33	\$1,017.22	\$1,133.47	\$1,049.07	\$373.87	\$1,298.51	\$1,211.82	\$1,366.00	\$1,607.93	\$1,241.11	\$834.92
Median	989.01	825.31	950.63	1060.39	950.63	223.83	1200.63	800.98	1180.50	1600.94	1173.51	857.26
Minimum	.00	.00	.00	16.67	200.00	.00	462.66	.00	902.50	.00	.00	.00
Maximum	5152.39	2231.54	3257.08	5152.39	3201.26	996.76	2065.57	5152.39	2273.98	4201.26	5152.39	2000.00

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.

Drivers of Overall Satisfaction, Oct 2009	
Drivers:	rank
Cleanliness of beaches & parks	3
Ease of getting around	
Safety walking around at night	
Quality of daytime tours	2
Variety of daytime tours	4
Quality of nighttime tours	
Variety of nighttime tours	
Quality of shopping	
Variety of shopping	
Price of things on Guam	
Quality of hotel accommodations	1
% of Overall Satisfaction Accounted For	43.7%
NOTE: Only significant drivers are included.	

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by four significant factors in the October 2009 Period by rank order they are:
 - **Quality of hotel accommodations,**
 - **Quality of daytime tours,**
 - **Cleanliness of beaches and parks, and**
 - **Variety of daytime tours**
- With all four factors the overall r^2 is .437 meaning that **43.7% of overall satisfaction is accounted for by these four factors.**

Drivers of Per Person On Island Expenditures, Oct 2009	
Drivers:	rank
Cleanliness of beaches & parks	
Ease of getting around	
Safety walking around at night	
Quality of daytime tours	
Variety of daytime tours	
Quality of nighttime tours	
Variety of nighttime tours	
Quality of shopping	
Variety of shopping	
Price of things on Guam	
Quality of hotel accommodations	1
% of Per Person On Island Expenditures Accounted For	1.5%
NOTE: Only significant drivers are included.	

Drivers of Per Person On Island Expenditure

- **Per Person On Island Expenditure** is driven by one significant factor in the October 2009 Period, it is:
 - **Quality of hotel accommodations**
- **1.5% of overall satisfaction is accounted for by this factor.**