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 353 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 353 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
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PROFILE OF RESPONDENTS
Marital Status Tracking


- Married
- Single
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Prior Trips to Guam Tracking


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◊ 1st Time  ■ Repeat
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0  1  2  3  3.4  4  5
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TRAVEL PLANNING
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SECTION 3
EXPENDITURES
Travel Expenditures Tracking


YTD=$793.13
# Prepaid Expenditures Per Person Segmentation

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<th>FAMILY</th>
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<th>GROUP</th>
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<th>GOLF</th>
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<th>HONEYMOON</th>
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On-Island Expenditures Tracking


YTD = $326.78
On-Island Expenditures
Per Person Segmentation

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Qmark Research
Total Expenditures Tracking

YTD=$1,119.91

# Total Expenditures Per Person Segmentation

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<th>WEDDING</th>
<th>HONEYMOON</th>
<th>DIVE</th>
<th>SENIOR</th>
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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 ($p=\leq .05$) 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 2010

Drivers:  
Cleanliness of beaches & parks 3  
Ease of getting around  
Safety walking around at night  
Quality of daytime tours  
Variety of daytime tours 2  
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 54.5%  

NOTE: Only significant drivers are included.
Drivers of Overall Satisfaction

- **Overall satisfaction** with the Korean visitor’s experience on Guam is driven by three significant factors in the October 2010 Period, by rank order they are:
  - Quality of hotel accommodations,
  - Variety of day time tours, and
  - Cleanliness of beaches and parks.
- With all three factors the overall $r^2$ is .545 meaning that 54.5% of overall satisfaction is accounted for by these three factors.
Drivers of Per Person On Island Expenditures, Oct 2010

Drivers:  

Cleanliness of beaches & parks  rank 1
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

% of Per Person On Island Expenditures Accounted For 1.8%

NOTE: Only significant drivers are included.
Drivers of Per Person On Island Expenditure

• **Per Person On-Island Expenditure** of Korean visitors on Guam is driven by one significant factor in the October 2010 Period, that is:
  - Quality of shopping.
• This factor has an $r^2$ of .018 meaning that **1.8 % of per person on island expenditure is accounted for by this factor.**