



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2012 MARKET SEGMENTATION –

OCTOBER 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. 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:
 - Family/FITs
 - Golden Miss
 - Group Travelers
 - English Language Tour
 - Honeymooner
 - Wedding
 - Special Interest Trvl
 - Incentive Market
 - 18-35
 - 36-55
 - Traveling with children
 - FITs
 - Seniors
 - Sports competition/spectator
 - 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

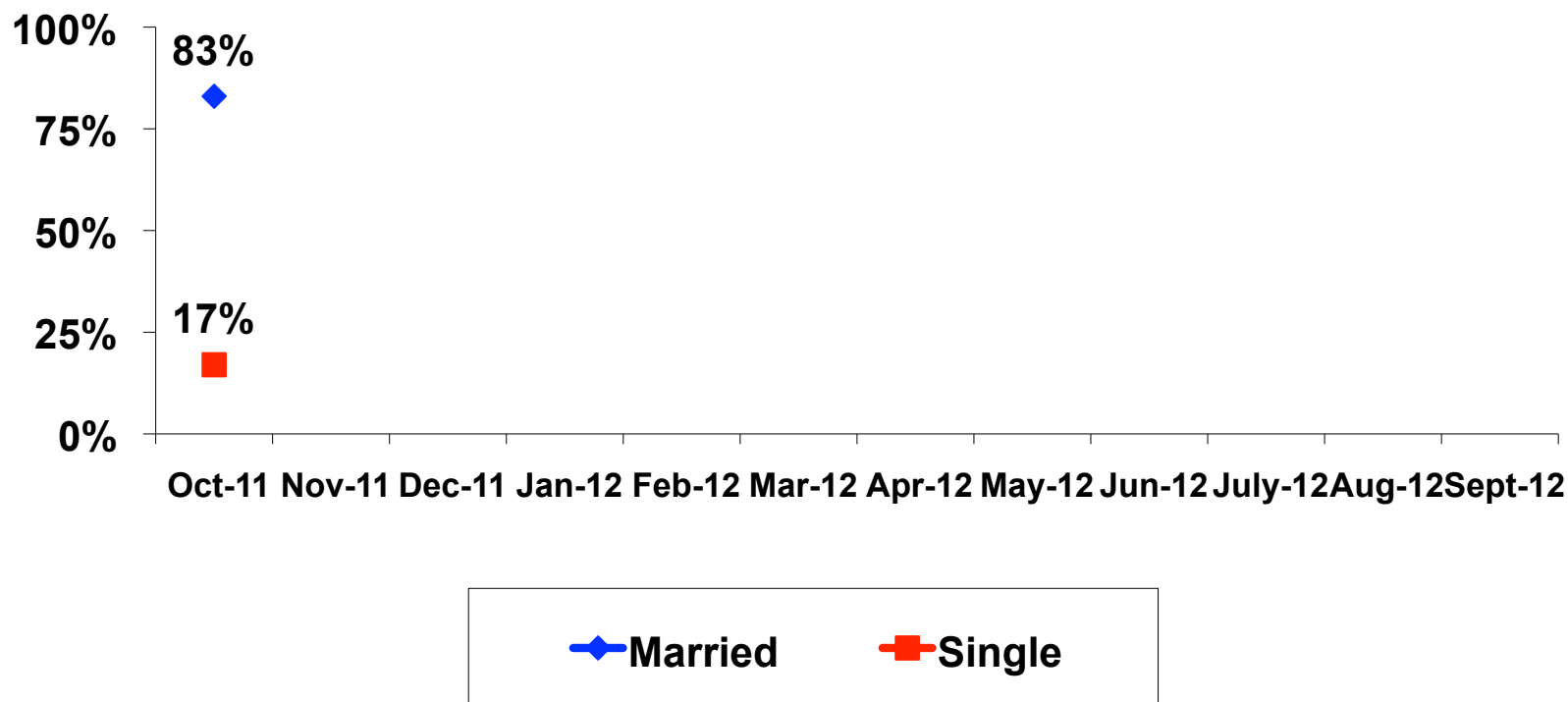
Parameters

- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QD/ Q.31
- Group Travelers – Q.7
- English Language Tour – Q.5/ Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.D
- 36-55 – Q.D
- Traveling with children – Q.6
- FITs – Q.7
- Seniors – Q.D
- Sports comp/spectator – Q.5/Q.18/Q.19/Q.26

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SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status Tracking



Marital Status Segmentation

			TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPEC IAL INT RVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
B	Married	Count	293	7		2	1	102	5	3	12	188	103	97	16	1	196	47
		Col %	83%	88%		67%	100%	100%	56%	100%	75%	79%	91%	97%	73%	100%	84%	78%
	Single	Count	59	1	7	1			4		4	49	10	3	6		37	13
		Col %	17%	13%	100%	33%			44%		25%	21%	9%	3%	27%		16%	22%
Total	Count		352	8	7	3	1	102	9	3	16	237	113	100	22	1	233	60

Average Age Tracking



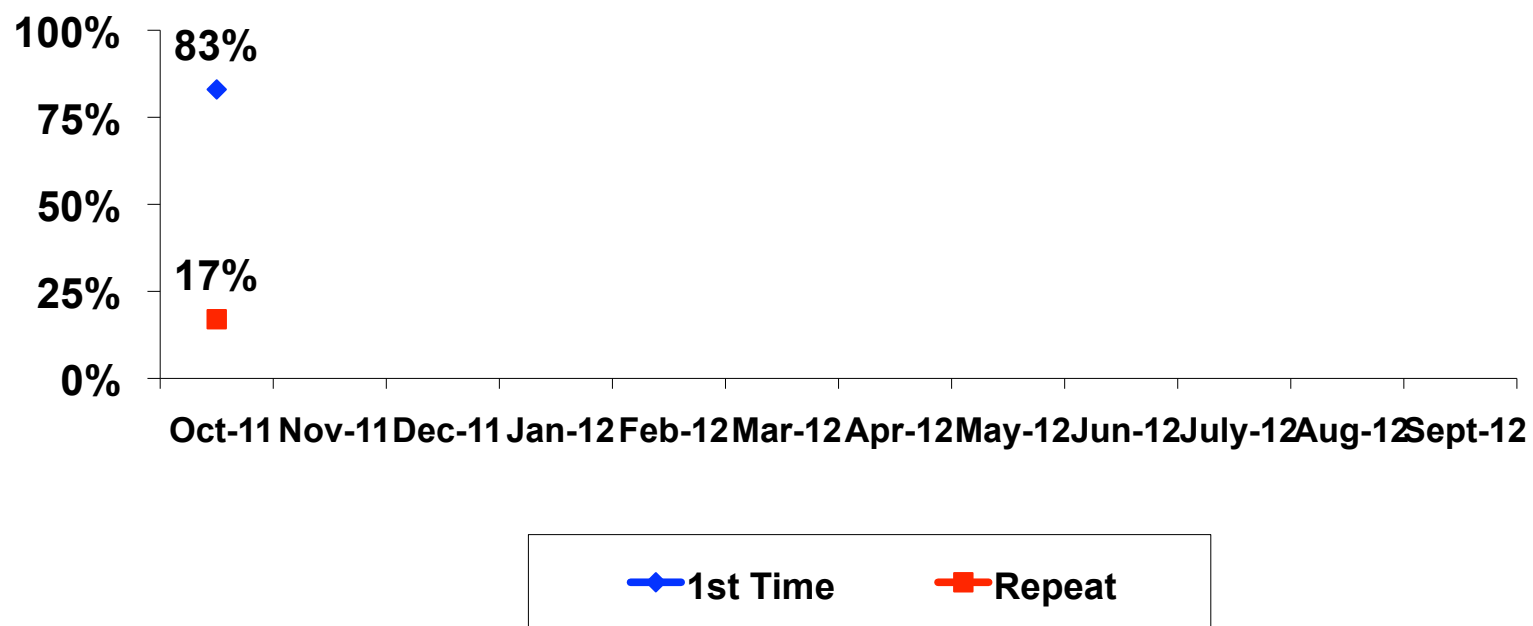
Age Segmentation

		TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPEC IAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
D.	18-34	Count	216	2	3	1	93	6	2	5	216		30	12		143	30
		Col %	61%	25%	43%	100%	91%	67%	67%	31%	91%		30%	55%		61%	50%
	35-54	Count	133	5	4	3	9	2	1	11	21	112	69	8		88	27
		Col %	38%	63%	57%	100%	9%	22%	33%	69%	9%	99%	69%	36%		38%	45%
	55+	Count	3	1				1				1	1	2	1	2	3
		Col %	1%	13%				11%				1%	1%	9%	100%	1%	5%
Total	Count	352	8	7	3	1	102	9	3	16	237	113	100	22	1	233	60
C	Mean	33.5	39.6	35.6	38.3	34.0	30.0	34.2	38.7	37.0	29.9	40.4	37.1	36.0	62.0	33.4	36.1
	Median	32	40	36	39	34	30	31	34	37	30	40	37	31	62	32	35

Income Segmentation

			TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPEC IAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIO R	SPORTS	REPEAT
Q.31	Less than KW12 million	Count	6					2	2			6			2		3	2
		Col %	2%					2%	25%			3%			10%		1%	4%
	KW12M-KW24M	Count	17					6				15	2	2	2		10	3
		Col %	5%					6%				7%	2%	2%	10%		4%	5%
	KW24M-KW36M	Count	73					31	2		3	62	11	6	1		47	8
		Col %	21%					31%	25%		19%	27%	10%	6%	5%		21%	14%
	KW36M-KW48M	Count	58	1	4			21	1		1	42	16	14	4		45	6
		Col %	17%	14%	57%			21%	13%		6%	18%	14%	14%	20%		20%	11%
	KW48M-KW60M	Count	66	2	2	1		15	3	1	6	40	26	22	3		43	9
		Col %	19%	29%	29%	33%		15%	38%	33%	38%	17%	23%	22%	15%		19%	16%
	KW60M-KW72M	Count	35	1		1		9			1	21	14	19	1		21	6
		Col %	10%	14%		33%		9%			6%	9%	13%	19%	5%		9%	11%
	KW72M+	Count	74	3	1	1		9		1	5	32	41	34	7		47	18
		Col %	22%	43%	14%	33%		9%		33%	31%	14%	37%	35%	35%		21%	32%
	No Income	Count	14				1	6		1		12	2	1			11	4
		Col %	4%				100%	6%		33%		5%	2%	1%			5%	7%
Total Count			343	7	7	3	1	99	8	3	16	230	112	98	20		227	56

Prior Trips to Guam Tracking



Prior Trips to Guam Segmentation

	TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPEC IAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
Q.3A Yes	Count	290	4	5	2	1	95	6	3	15	203	87	74	10	203	
	Col %	83%	50%	71%	67%	100%	94%	67%	100%	94%	86%	77%	74%	45%	88%	
No	Count	60	4	2	1		6	3		1	32	26	26	12	28	60
	Col %	17%	50%	29%	33%		6%	33%		6%	14%	23%	26%	55%	100%	100%
Total	Count	350	8	7	3	1	101	9	3	16	235	113	100	22	231	60

Average Length of Stay Tracking



Average Length of Stay Segmentation

	TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPEC IAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
Q.8 Mean	4.0	5.0	3.1	3.3	3.0	3.3	3.0	3.3	3.1	3.7	4.6	3.4	13.1	14.0	3.7	7.0
Median	3	4	3	3	3	3	3	3	3	3	3	3	4	14	3	3
Minimum	1	3	2	3	3	3	2	3	1	1	1	2	1	14	1	1
Maximum	75	14	4	4	3	7	4	4	5	66	75	14	75	14	66	75

SECTION 2 **TRAVEL PLANNING**

Travel Planning Segmentation

			TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPEC IAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
Q.7	Full package tours	Count	211		4		1	80	5	2	5	139	72	62			156	22
		Col %	60%		57%		100%	78%	56%	67%	31%	59%	64%	62%			67%	37%
	Free-time package tours	Count	106		3			20	3	1	2	78	28	31			57	23
		Col %	30%		43%			20%	33%	33%	13%	33%	25%	31%			24%	38%
	Individually arranged travel	Count	22	8				2	1		1	13	7	7	22	1	13	12
		Col %	6%	100%				2%	11%		6%	6%	6%	7%	100%	100%	6%	20%
	Group tour	Count	3			3					1	1	2				2	1
		Col %	1%			100%					6%	0%	2%				1%	2%
	Other	Count	2									2						2
		Col %	1%									1%						3%
	Company paid travel	Count	7								7	3	4				5	
		Col %	2%								44%	1%	4%				2%	
Total	Count		351	8	7	3	1	102	9	3	16	236	113	100	22	1	233	60

Travel Motivation Segmentation

		TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPECIAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
Q.5	Just to relax	51%	75%	86%			35%	56%	33%	31%	49%	57%	60%	50%		52%	52%
	Beautiful seas, beaches, tropical climate	40%	25%	43%	33%	100%	30%	22%	67%	44%	39%	42%	43%	41%	100%	44%	37%
	Honeymoon	29%				100%	100%	33%	33%		40%	6%	1%	9%		33%	10%
	Short travel time	26%	38%	14%	33%		21%	33%			28%	22%	29%	36%		26%	23%
	It is a safe place to spend a vacation	20%		14%	33%		14%			13%	19%	23%	33%	14%		20%	28%
	Recommendation of friend, relative, travel agency	17%	13%	14%	33%		16%				15%	20%	23%	9%		18%	3%
	Shopping	17%	13%	14%			15%	11%		6%	21%	9%	15%	18%		16%	18%
	Water sports	11%	50%	14%			6%	22%			9%	15%	18%	18%		17%	12%
	A previous visit	7%	13%				1%	11%			5%	12%	15%	23%		5%	43%
	Pleasure	7%	13%	14%			7%		33%		8%	5%	8%	5%	100%	9%	10%
	Price of the tour package	5%	25%				6%				5%	5%	3%	14%		6%	7%
	To visit friends or relatives	4%	13%	14%			2%	22%			5%	2%	3%	23%	100%	4%	13%
	My company sponsored me	4%	13%		33%					81%	3%	6%	2%	5%		3%	2%
	To get married or Attend wedding	3%		14%			3%	100%	33%		3%	3%	1%	5%		3%	5%
	SCUBA diving	2%					2%	22%		6%	2%	3%	1%	5%		3%	5%
	Company or Business trip	2%								13%	1%	4%				2%	2%
	Organized Sporting Activity	1%						11%			2%	1%	4%			2%	2%
	Promotional materials from GVB	1%					1%	11%			1%	3%	4%			2%	
	Other	1%									0%	3%	3%			0%	3%
	Career certification or testing	1%									1%			9%		0%	3%
	Special promotion	1%			33%						1%	1%				1%	
	To golf	0%										1%	1%			0%	
Total	Cases	352	8	7	3	1	102	9	3	16	237	113	100	22	1	233	60

Information Sources Segmentation

		TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPEC IAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
Q.1	Internet	82%	88%	86%	100%	100%	82%	78%	67%	88%	83%	81%	84%	77%		81%	73%
	Travel agent brochure	43%		43%	33%		55%	22%	33%	56%	44%	41%	40%			45%	12%
	Friend or relative	24%	13%	29%			28%	44%	33%	19%	23%	25%	22%	36%	100%	27%	18%
	I have been to Guam before	17%	50%	29%	33%		6%	33%		6%	14%	23%	26%	55%	100%	12%	100%
	Company travel department	16%	25%	29%			17%	33%		25%	17%	16%	19%	18%		18%	12%
	Guam promo activities	9%	25%		33%		7%	11%	33%	6%	9%	8%	10%	14%		10%	10%
	TV	7%		29%	33%		6%	11%		19%	7%	5%	3%			6%	7%
	Travel guide book at bookstores	7%	13%				7%	11%			10%	1%	5%	14%		5%	3%
	Magazine	3%			33%		2%			6%	3%	5%	1%			3%	2%
	Newspaper	3%			33%		1%			6%	3%	4%	3%	9%		1%	3%
	Pod casts	0%									0%						
Total	Cases	352	8	7	3	1	102	9	3	16	237	113	100	22	1	233	60

SECTION 3 **EXPENDITURES**

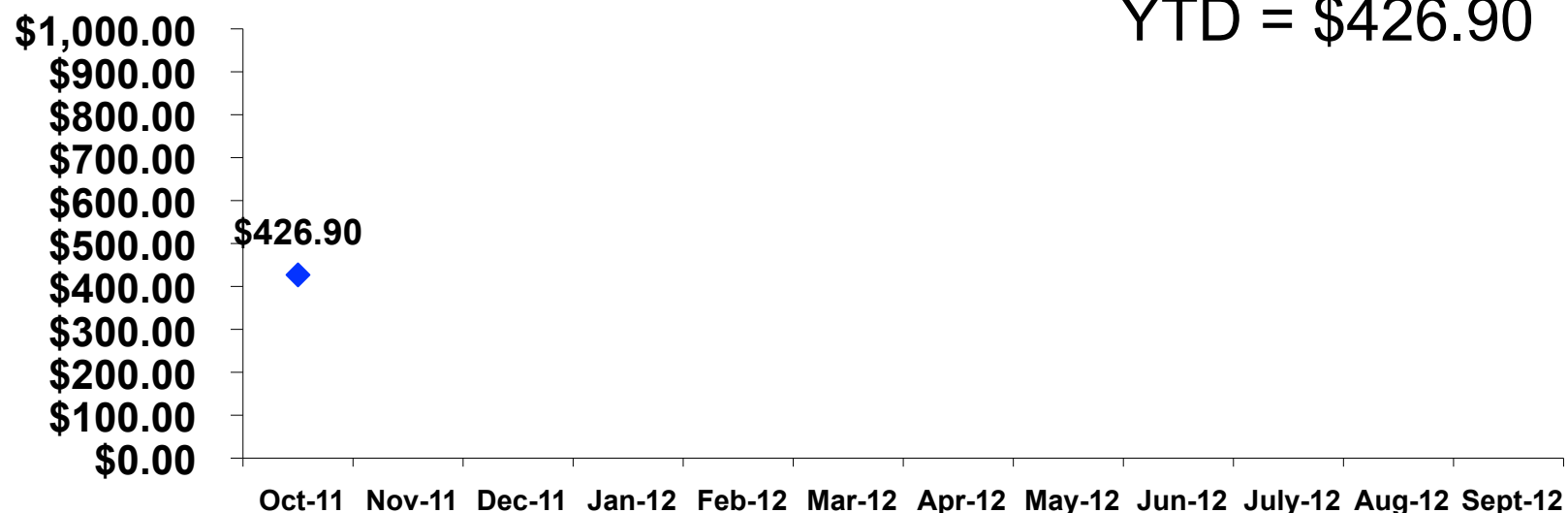
Prepaid Expenditures Tracking



Prepaid Expenditures Per Person Segmentation

		TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPEC IAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
Prepaid	Mean	\$892.27	\$347.93	\$976.00	\$570.36	\$1,539.96	\$1,170.74	\$525.68	\$869.79	\$301.93	\$962.19	\$754.00	\$731.92	\$515.40	\$216.85	\$933.25	\$598.03
per	Median	\$916	\$108	\$1,112	\$0	\$1,540	\$1,283	\$0	\$1,069	\$0	\$1,027	\$856	\$828	\$492	\$217	\$962	\$759
person	Minimum	\$0.00	\$0.00	\$0.00	\$0.00	\$1,539.96	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$216.85	\$0.00	\$0.00
converted to \$	Maximum	\$3,849.91	\$1,112.19	\$1,359.44	\$1,711.07	\$1,539.96	\$3,079.92	\$1,711.07	\$1,539.96	\$1,154.97	\$3,849.91	\$2,395.50	\$1,711.07	\$2,138.84	\$216.85	\$3,849.91	\$2,395.50

On-Island Expenditures Tracking



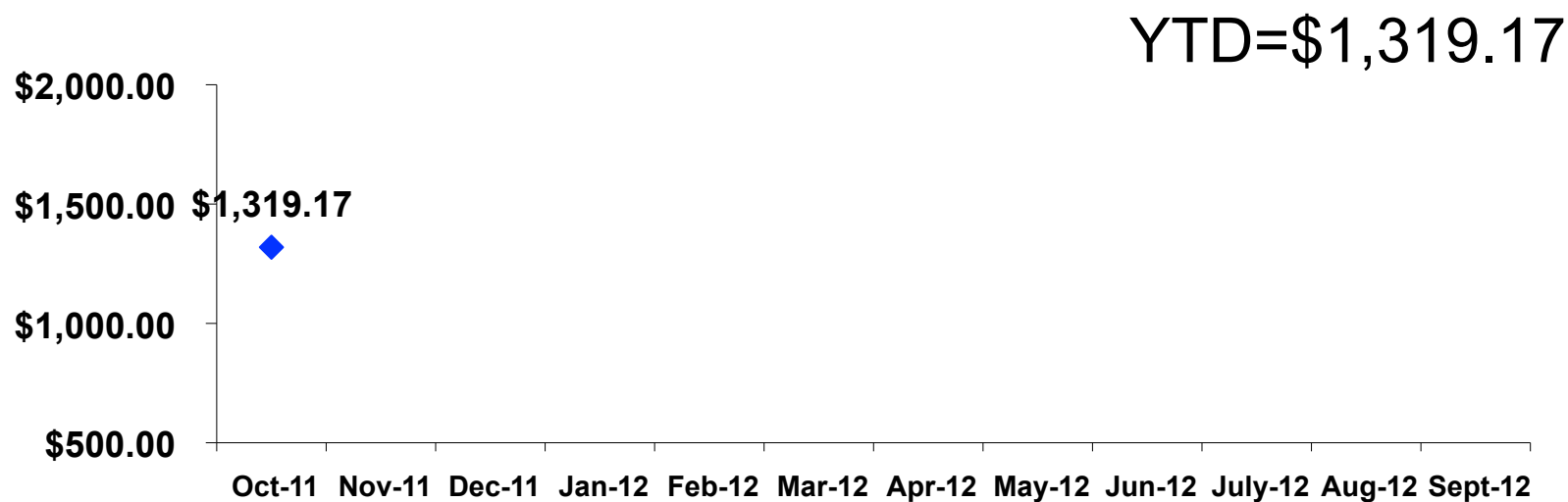
On-Island Expenditures Per Person Segmentation

		TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPEC IAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
Per person on-island exp	Mean	\$426.90	\$310.00	\$244.88	\$140.00	\$400.00	\$517.71	\$625.37	\$683.33	\$500.64	\$465.09	\$350.81	\$268.58	\$458.09	\$0.00	\$452.08	\$451.38
	Median	\$275	\$275	\$300	\$120	\$400	\$400	\$325	\$400	\$203	\$300	\$200	\$169	\$400	\$0	\$274	\$300
	Minimum	\$0.00	\$0.00	\$50.00	\$0.00	\$400.00	\$0.00	\$133.33	\$150.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Maximum	\$5,000.00	\$750.00	\$400.00	\$300.00	\$400.00	\$3,000.00	\$3,000.00	\$1,500.00	\$5,000.00	\$5,000.00	\$2,500.00	\$1,750.00	\$2,000.00	\$0.00	\$5,000.00	\$2,500.00

On-Island Expense Breakdown

		TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPECIAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
F&B-HOTEL	Mean	\$36.35	\$347.75	\$19.86	\$0.00	\$0.00	\$7.56	\$2.22	\$0.00	\$13.69	\$9.72	\$92.84	\$95.18	\$133.18	\$0.00	\$43.08	\$139.05
	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	\$0.00	\$0.00	\$0.00	\$0.00
F&B-FF REST/CONV	Mean	\$24.56	\$0.00	\$0.00	\$0.00	\$70.00	\$15.97	\$0.00	\$23.33	\$7.63	\$24.23	\$25.68	\$35.05	\$8.64	\$0.00	\$24.93	\$53.50
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$70.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
F&B-OUT- SIDE HOTEL/REST	Mean	\$32.13	\$0.00	\$56.29	\$0.00	\$0.00	\$18.83	\$33.33	\$0.00	\$12.19	\$33.29	\$30.27	\$40.93	\$59.77	\$0.00	\$31.08	\$31.33
	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	\$0.00	\$0.00	\$0.00	\$0.00
OPTIONAL TOUR	Mean	\$104.43	\$75.00	\$139.29	\$0.00	\$180.00	\$158.59	\$0.00	\$60.00	\$18.13	\$97.91	\$119.95	\$103.91	\$61.36	\$0.00	\$125.38	\$74.25
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$180.00	\$5.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
GIFT/ SOUV-SELF	Mean	\$216.23	\$60.63	\$154.29	\$0.00	\$0.00	\$218.57	\$77.78	\$0.00	\$139.75	\$232.91	\$183.32	\$193.10	\$213.41	\$0.00	\$219.43	\$231.17
	Median	\$0.00	\$0.00	\$30.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$92.50	\$0.00	\$0.00	\$0.00
GIFT/ SOUV- F&F AT HOME	Mean	\$112.45	\$90.38	\$76.43	\$40.00	\$0.00	\$181.86	\$107.78	\$0.00	\$9.38	\$123.24	\$90.04	\$106.51	\$116.95	\$0.00	\$123.32	\$110.80
	Median	\$0.00	\$0.00	\$15.00	\$0.00	\$0.00	\$0.00	\$70.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
LOCAL TRANS	Mean	\$20.25	\$27.50	\$10.14	\$0.00	\$0.00	\$18.18	\$8.89	\$0.00	\$4.38	\$19.60	\$21.97	\$26.52	\$36.36	\$0.00	\$15.95	\$43.17
	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	\$0.00	\$0.00	\$0.00	\$0.00
OTHER EXP	Mean	\$364.28	\$585.00	\$53.71	\$100.00	\$550.00	\$304.05	\$566.67	\$3,783.33	\$435.88	\$322.15	\$459.09	\$445.30	\$295.91	\$0.00	\$404.75	\$251.83
	Median	\$30.00	\$185.00	\$30.00	\$0.00	\$550.00	\$20.00	\$300.00	\$550.00	\$0.00	\$30.00	\$30.00	\$1.50	\$0.00	\$0.00	\$24.00	\$0.00

Total Expenditures Tracking



Total Expenditures Per Person Segmentation

		TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPEC IAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
TOTPP	Mean	\$1,319.17	\$657.93	\$1,220.88	\$710.36	\$1,939.96	\$1,688.45	\$1,151.05	\$1,553.13	\$802.57	\$1,427.28	\$1,104.81	\$1,000.50	\$973.49	\$216.85	\$1,385.33	\$1,149.41
	Median	1258.02	508.33	1230.64	300.00	1939.96	1740.24	500.00	1939.96	325.00	1412.19	1059.97	993.22	925.18	216.85	1355.53	1014.18
	Minimum	.00	.00	320.00	120.00	1939.96	.00	150.00	150.00	.00	.00	.00	.00	.00	216.85	.00	.00
	Maximum	5000.00	1862.19	1689.44	1711.07	1939.96	4211.07	3752.87	2569.42	5000.00	5000.00	3425.41	2819.42	2526.64	216.85	5000.00	3386.24

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, October 2011	
Drivers:	rank
Cleanliness of beaches & parks	2
Ease of getting around	
Safety walking around at night	
Quality of daytime tours	
Variety of daytime tours	3
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	53.0%
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 2011 Period, by rank order they are:
 - **Quality of hotel accommodations,**
 - **Cleanliness of beaches and parks, and**
 - **Variety of daytime tours.**
- With all three factors the overall r^2 is .530 meaning that **53.0% of overall satisfaction is accounted for by these three factors.**

Drivers of Per Person On Island Expenditures, Oct 2011	
Drivers:	rank
Cleanliness of beaches & parks	
Ease of getting around	1
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 2011 Period, that is:
 - **Ease of getting around.**
- This factor has an r^2 of .018 meaning that **1.8 % of per person on island expenditure is accounted for by this factor.**