



GUAM VISITORS BUREAU

Philippine Visitor Tracker Exit Profile

FY2015

OCT 2014~MAR 2015



Prepared by: QMark Research

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Background & Methodology

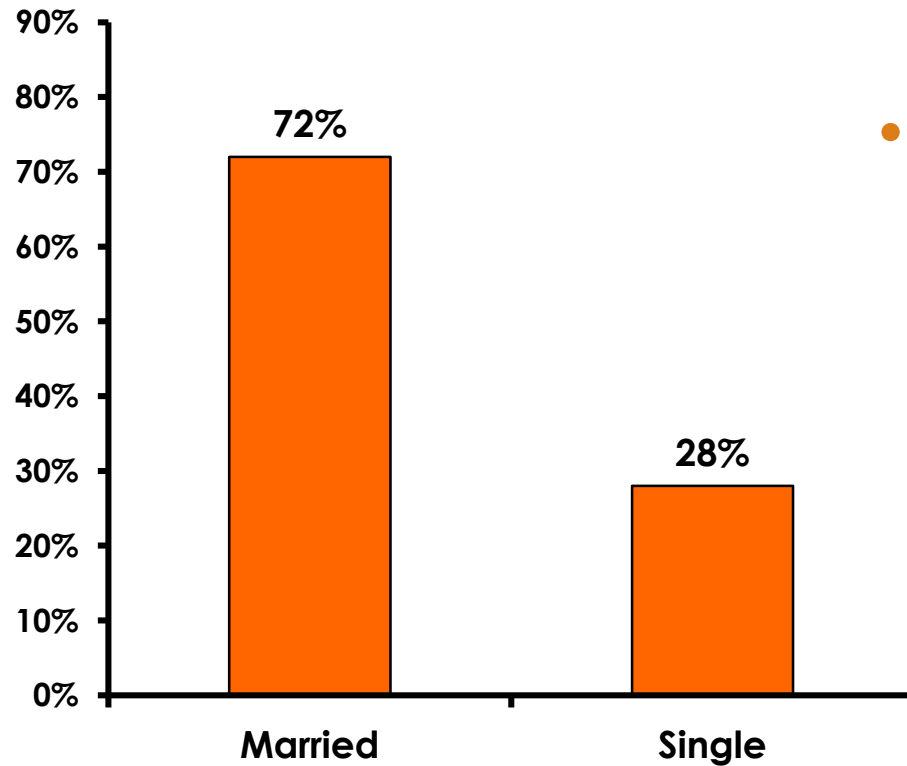
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **85** departing Philippine visitors were randomly interviewed at the Guam A.B. Wonpat International Airport's departure and waiting areas.
- The margin of error for a sample of **85** is +/- 10.63 percentage points with a 95% confidence level. That is, if all Philippine 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 +/- 10.63 percentage points.

OBJECTIVES

- To monitor the effectiveness of the Philippine seasonal campaigns in attracting Philippine visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Philippine marketing plan.
- Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.

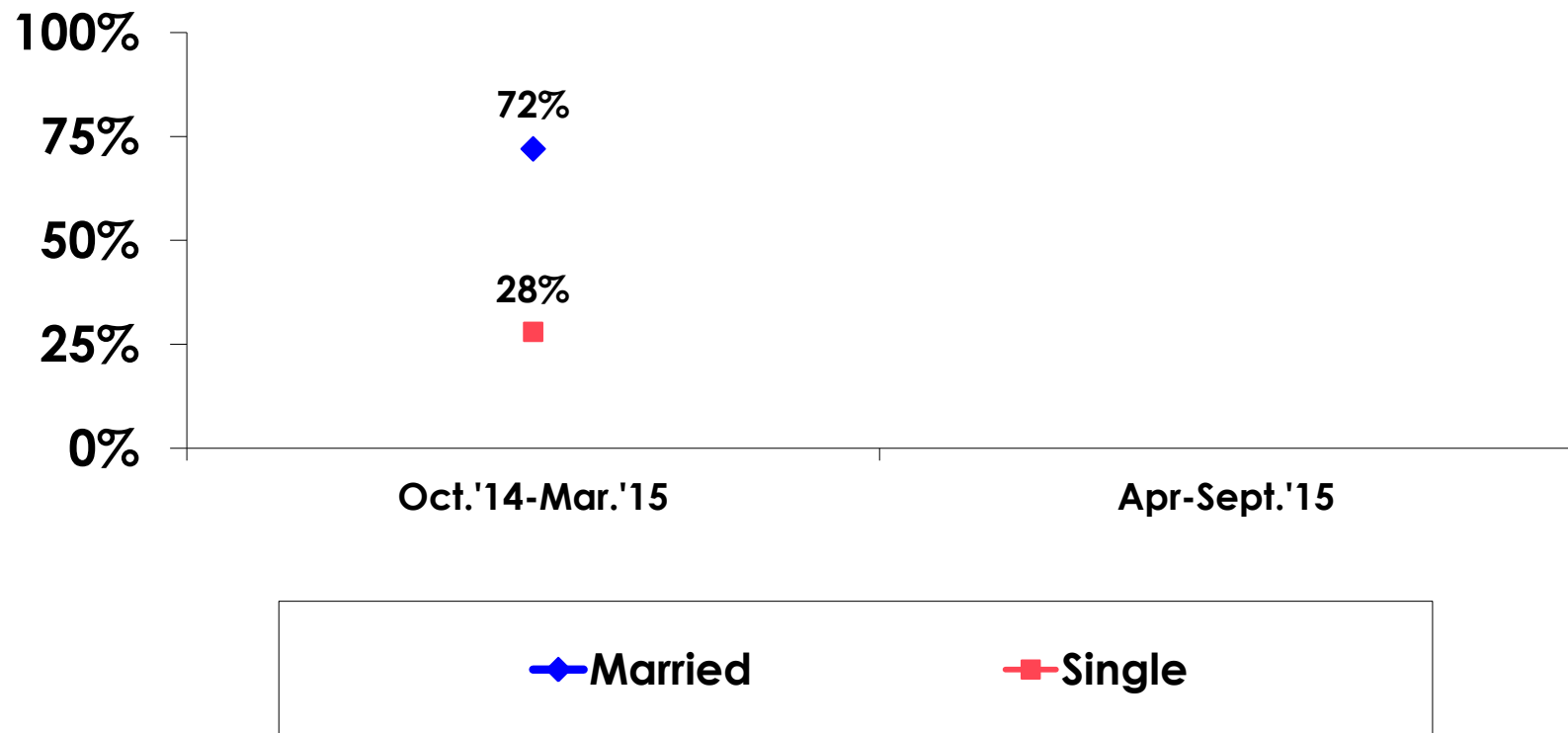
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

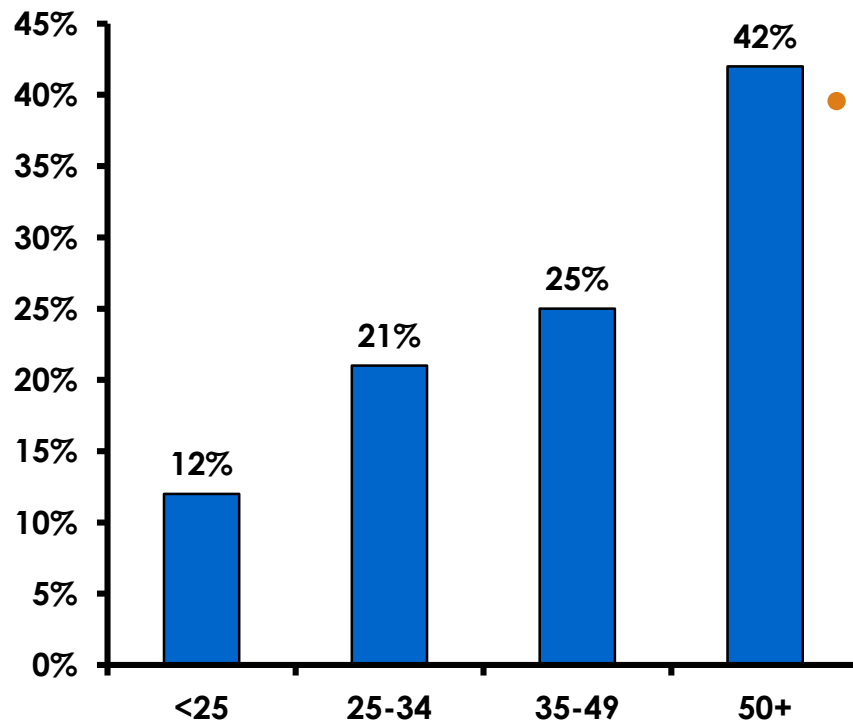


- Majority of visitors are married.

MARITAL STATUS

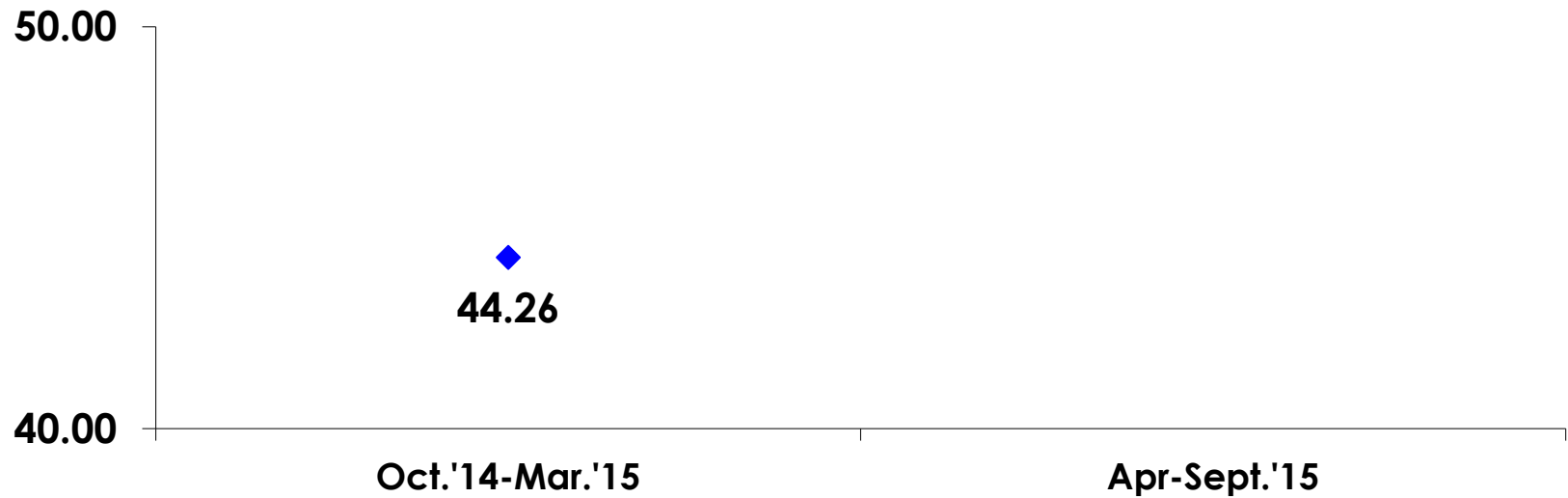


Age - Overall

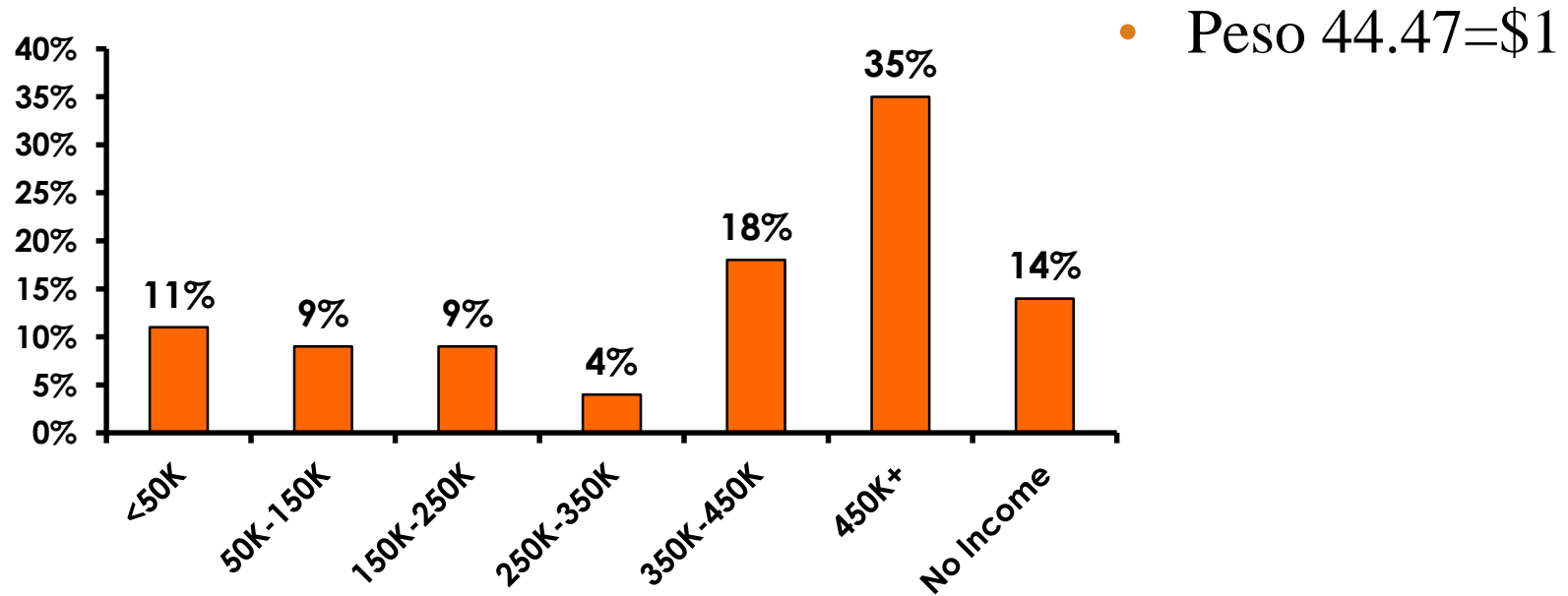


- The average age of the respondents is 44.26 years of age.

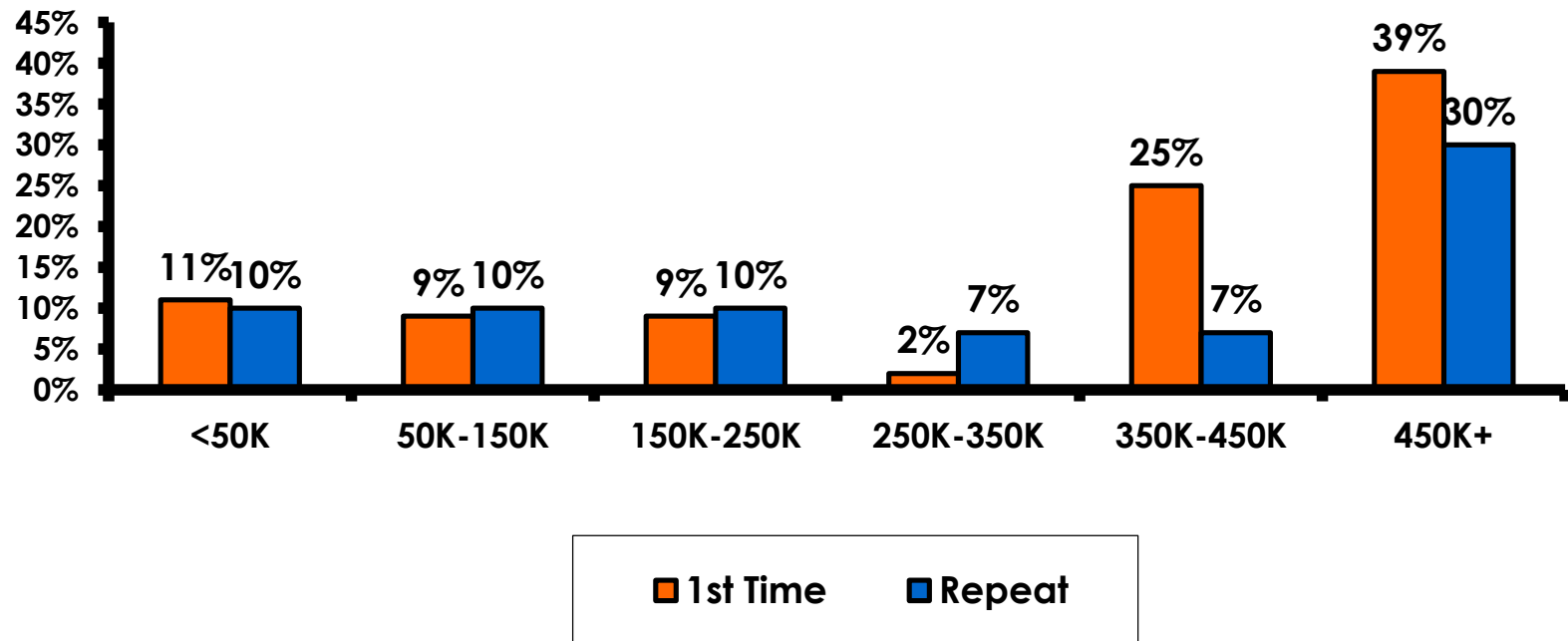
AVERAGE - AGE



Personal Income



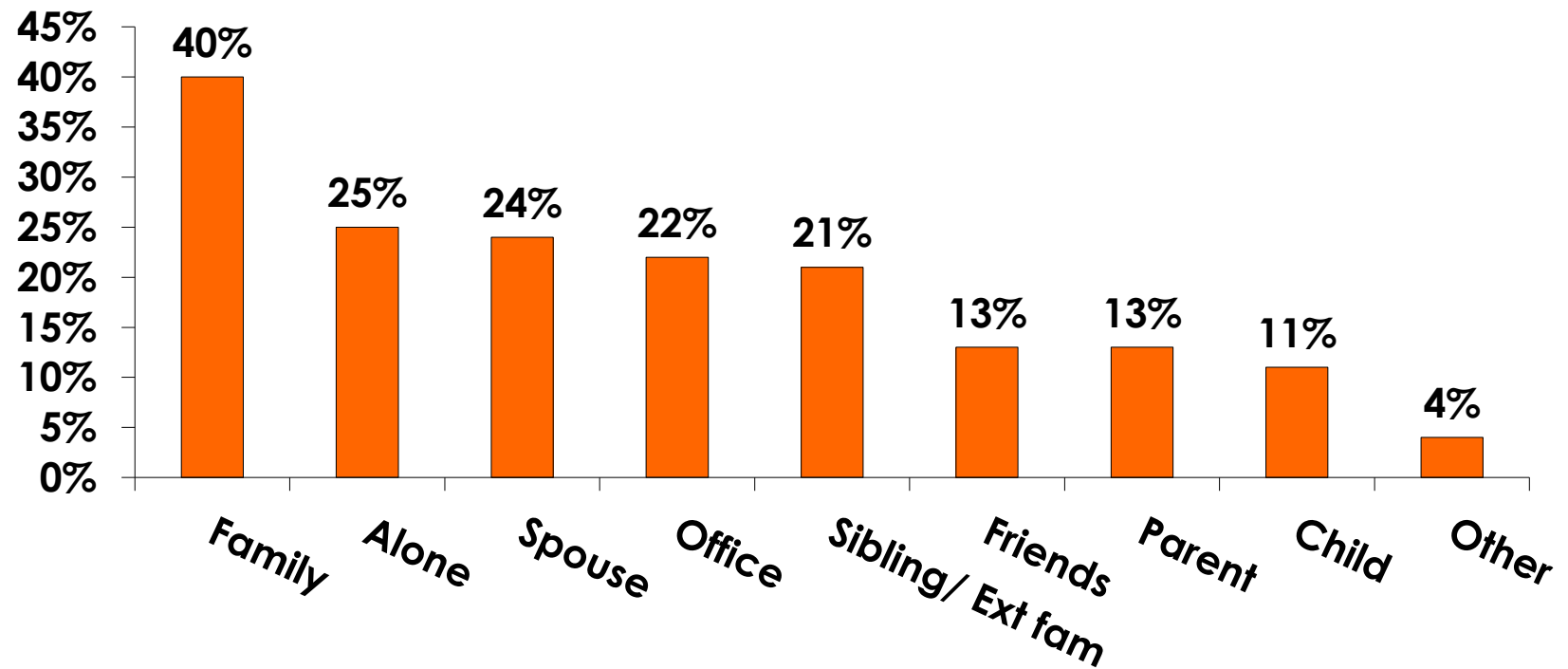
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<=50K	Count	8	1	7	1	2	2	3
		Column N %	11%	6%	13%	10%	13%	10%	11%
	50K-150K	Count	7	2	5			2	5
		Column N %	9%	11%	9%			10%	18%
	150K-250K	Count	7	2	5	2	1	2	2
		Column N %	9%	11%	9%	20%	7%	10%	7%
	250K-350K	Count	3	1	2			2	1
		Column N %	4%	6%	4%			10%	4%
	350K-450K	Count	13	3	10	1	3	5	4
		Column N %	18%	17%	18%	10%	20%	24%	14%
	450K+	Count	26	6	20		6	7	13
		Column N %	35%	33%	36%		40%	33%	46%
	No Income	Count	10	3	7	6	3	1	
		Column N %	14%	17%	13%	60%	20%	5%	
	Total	Count	74	18	56	10	15	21	28

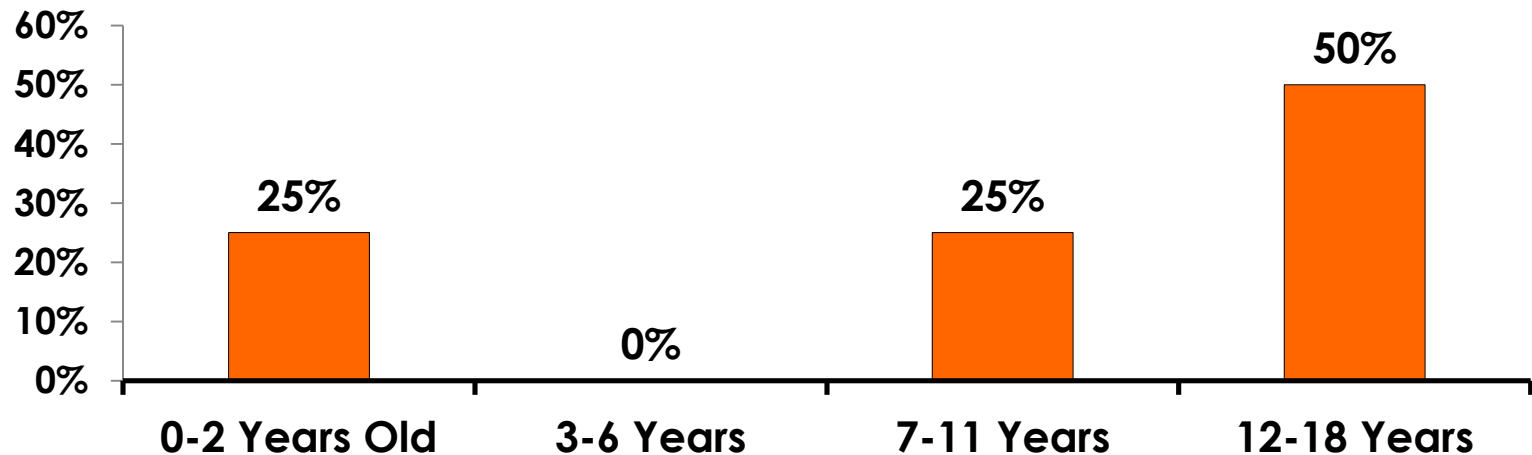
Travel Companions



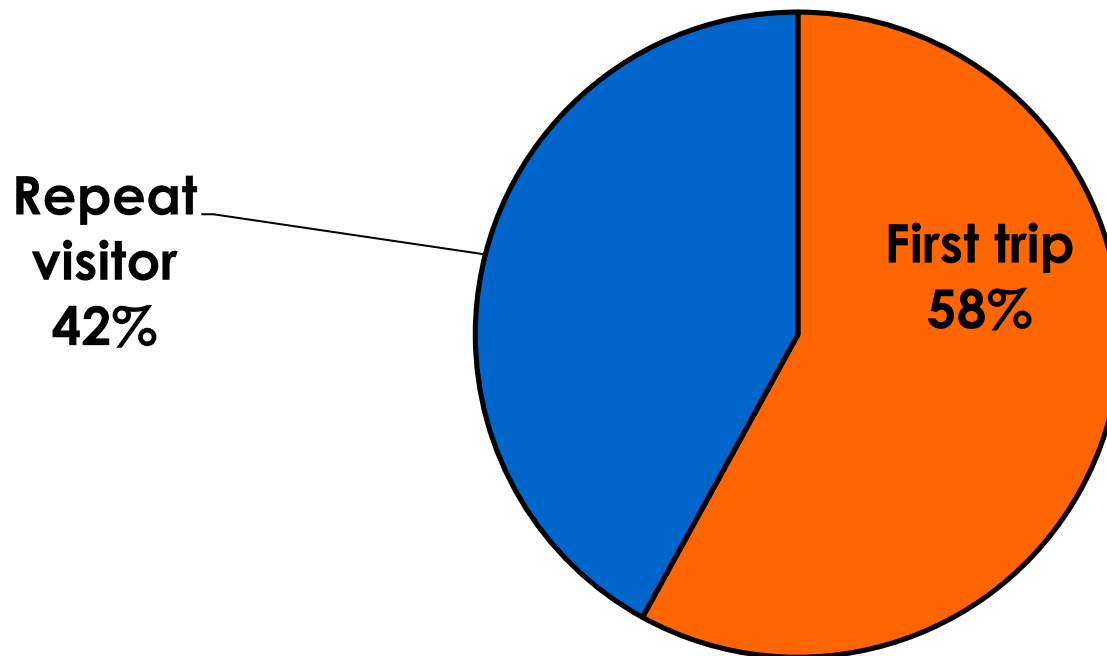
Number of Children Travel Party

N=9 total respondents traveling with children.

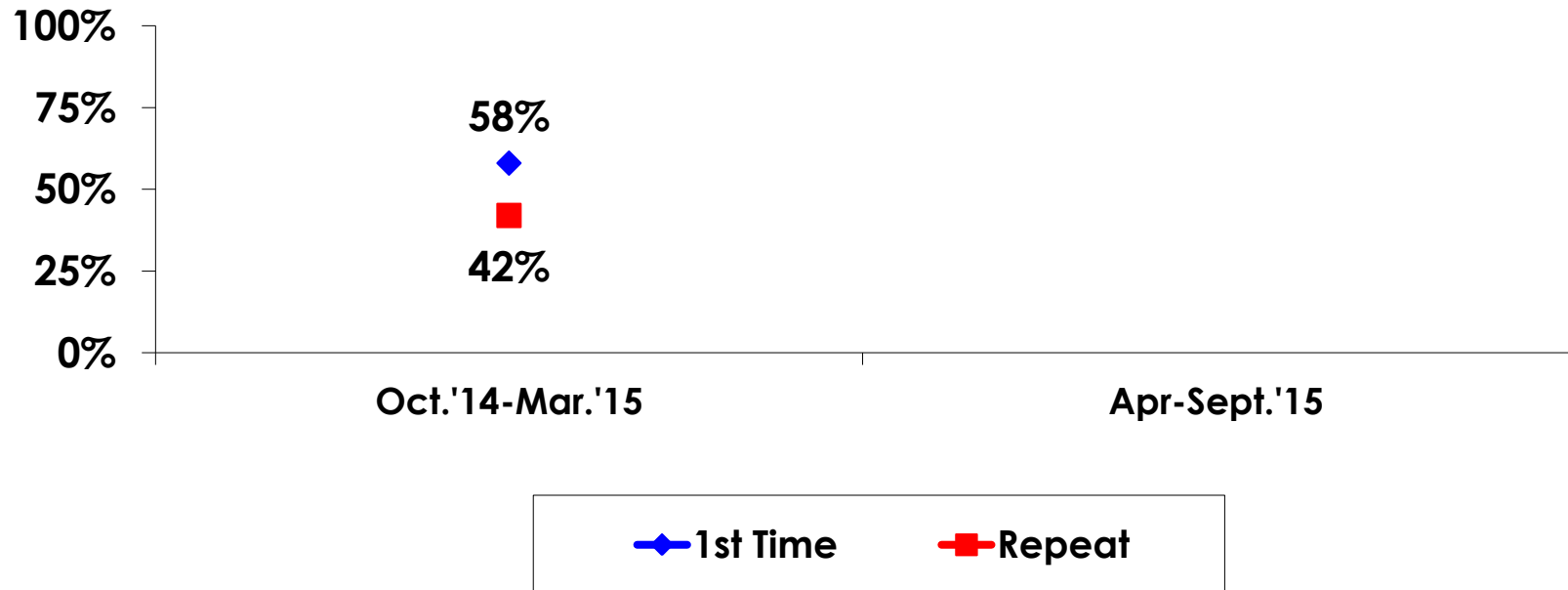
(Of those N=9 respondents, there is a total of 8 children 18 years or younger)



Prior Trips to Guam



PRIOR TRIPS TO GUAM

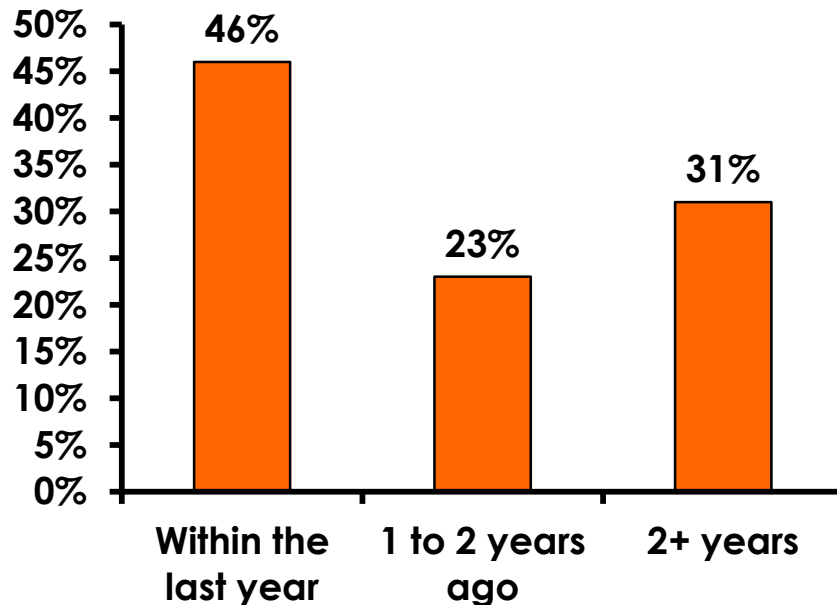


Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM		
			-	1st	Repeat	
GENDER	Male	Count	23	14	9	
		Column N %	27%	29%	25%	
	Female	Count	62	35	27	
		Column N %	73%	71%	75%	
	Total	Count	85	49	36	
AGE	18-24	Count	10	3	7	
		Column N %	12%	6%	19%	
	25-34	Count	18	13	5	
		Column N %	21%	27%	14%	
	35-49	Count	21	13	8	
		Column N %	25%	27%	22%	
	50+	Count	36	20	16	
		Column N %	42%	41%	44%	
		Total	Count	85	49	36

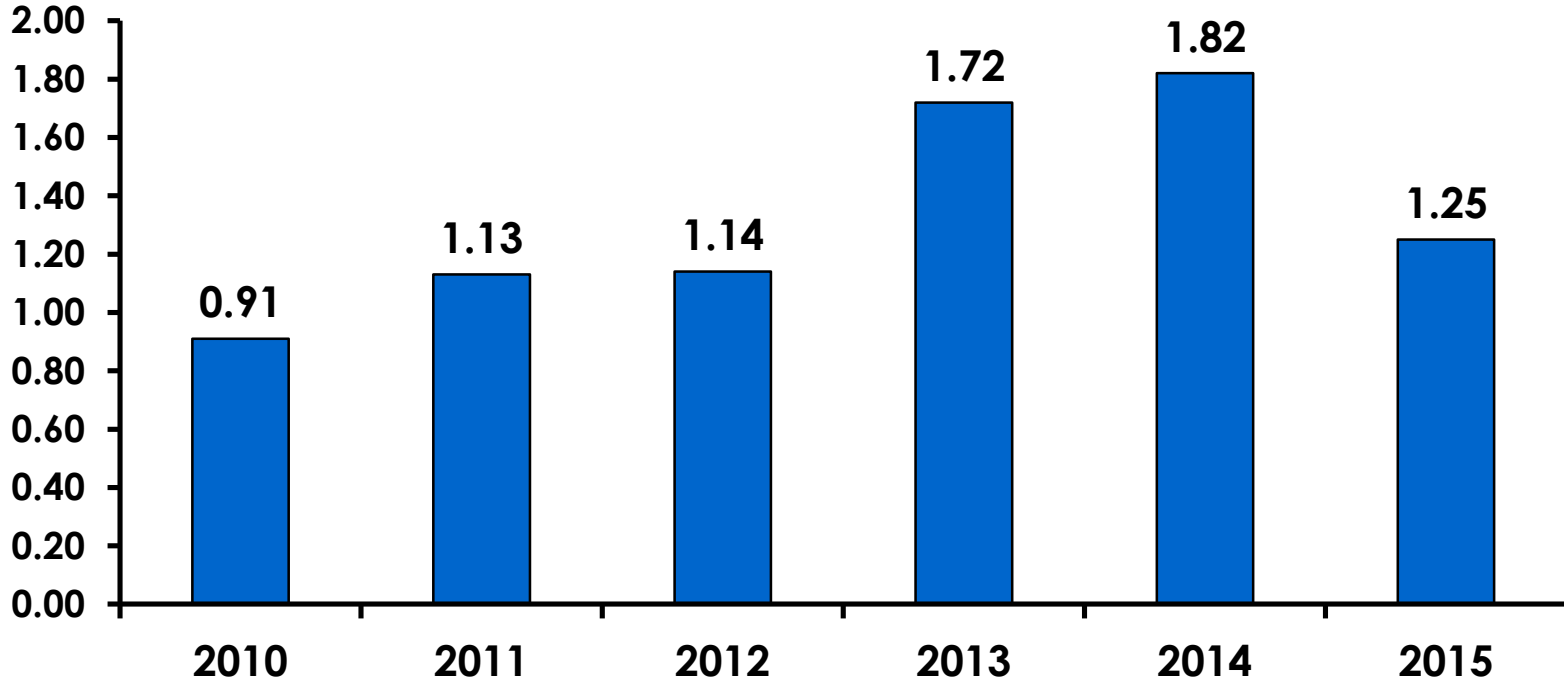
Repeat Visitors Last Trip

n = 35



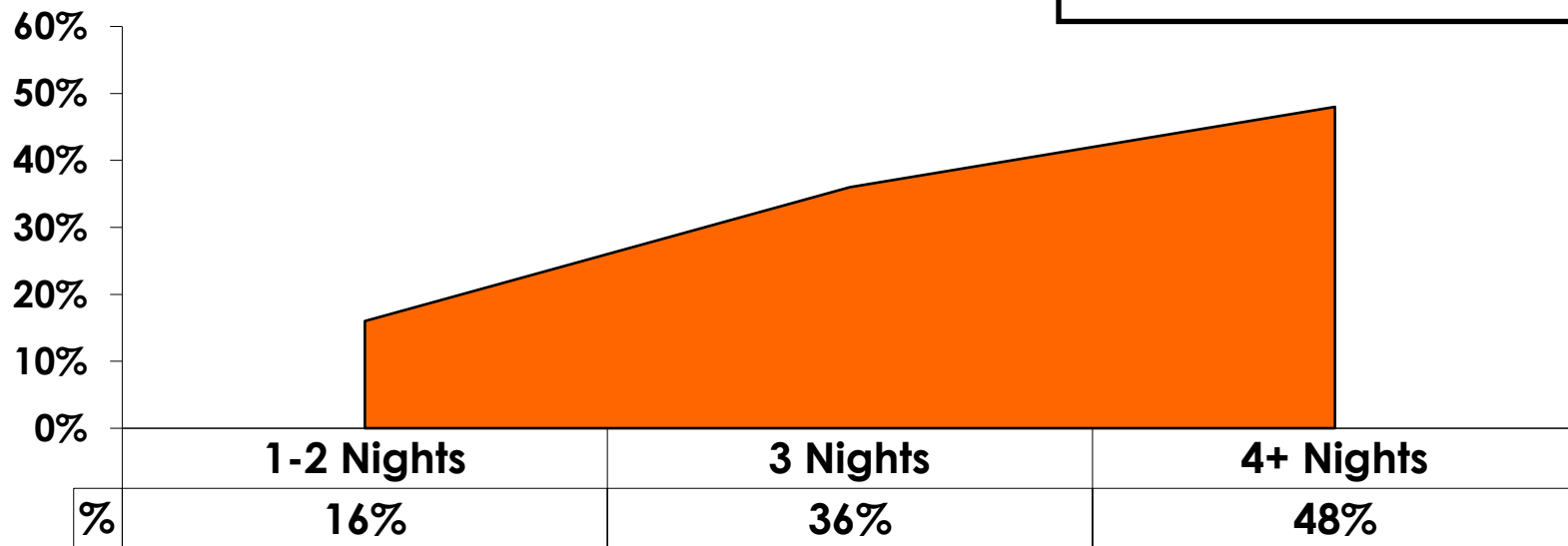
- The average repeat visitor has been to Guam 4.06 time.

Average Number Overnight Trips (2010-2015) (2 nights or more)

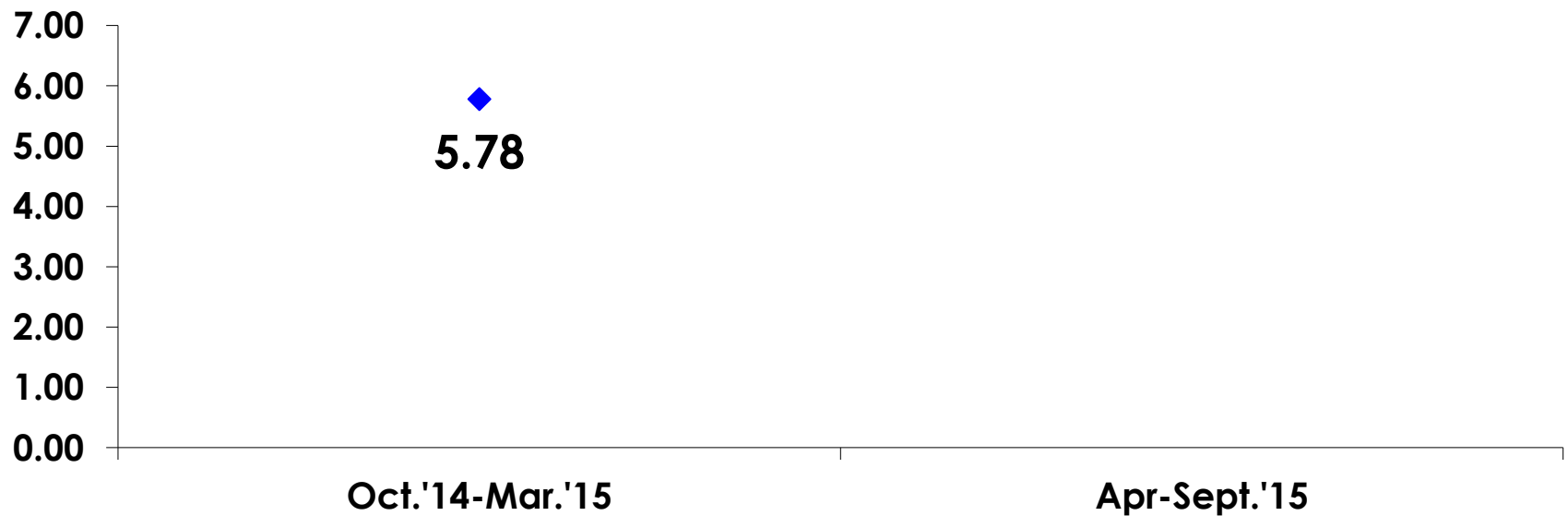


Length of Stay

Mean = 5.78 Days
Median = 3.0 Days



AVG LENGTH OF STAY

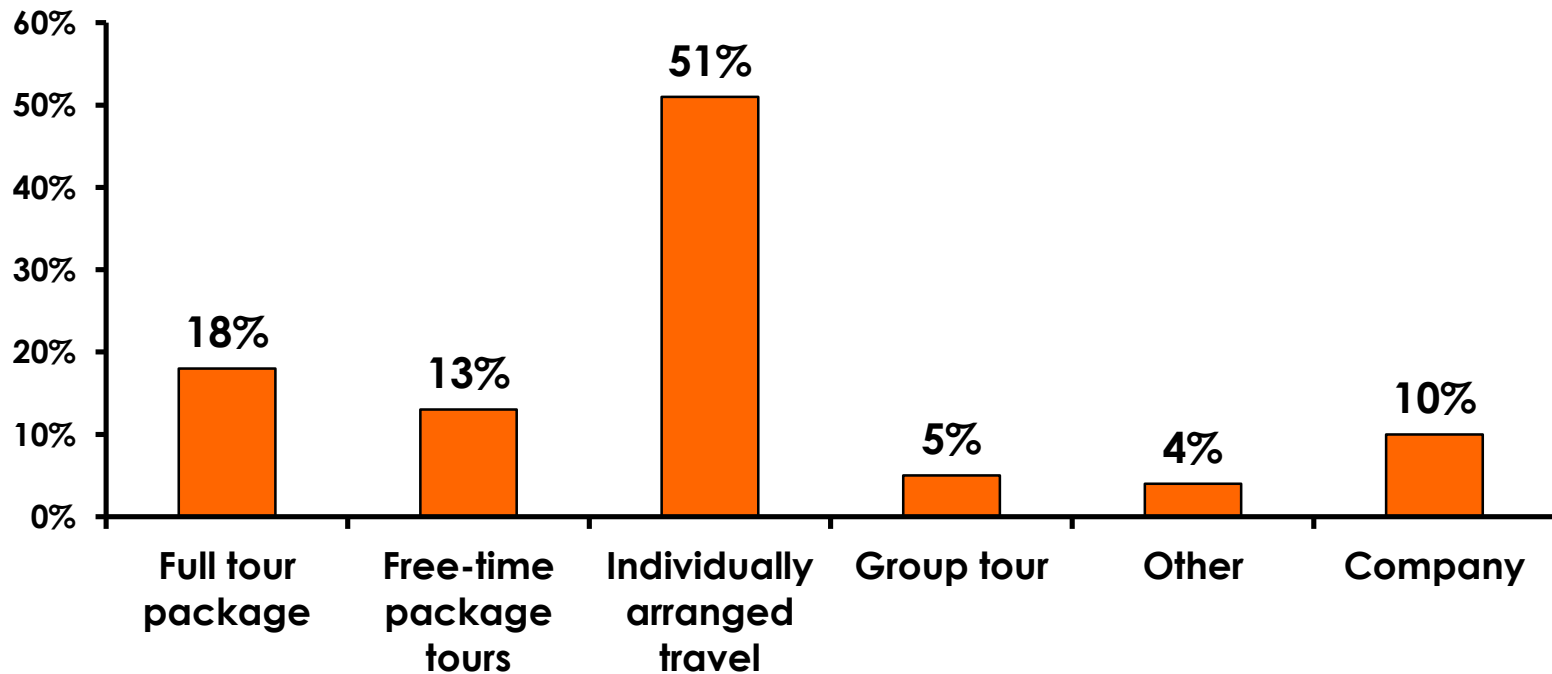


Occupation by Income

		TOTAL	Q26							
		-	<=50K	50K-150K	150K-250K	250K-350K	350K-450K	450K+	No Income	
Q25	Self-employed	25%		14%	14%	33%	62%	27%	10%	
	Private: Manager	16%	13%	14%		67%	8%	35%		
	Retired	13%	25%	29%	14%			12%		
	Student	9%	13%						70%	
	Other	8%	13%					12%	10%	
	Private: Office/ non-mgr	7%	25%	14%			8%	8%		
	Professional/ Specialist	6%			29%		8%	4%		
	Skilled worker	2%								
	Teacher	2%			14%					
	Govt: Executive	2%		14%					10%	
	Private: Sales	2%	13%				8%			
	Unemployed	1%					8%			
	Homemaker	1%		14%						
	Freelancer	1%			14%					
	Govt: Manager	1%			14%					
	Private: Exec	1%						4%		
	Total	Count	85	8	7	7	3	13	26	10

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

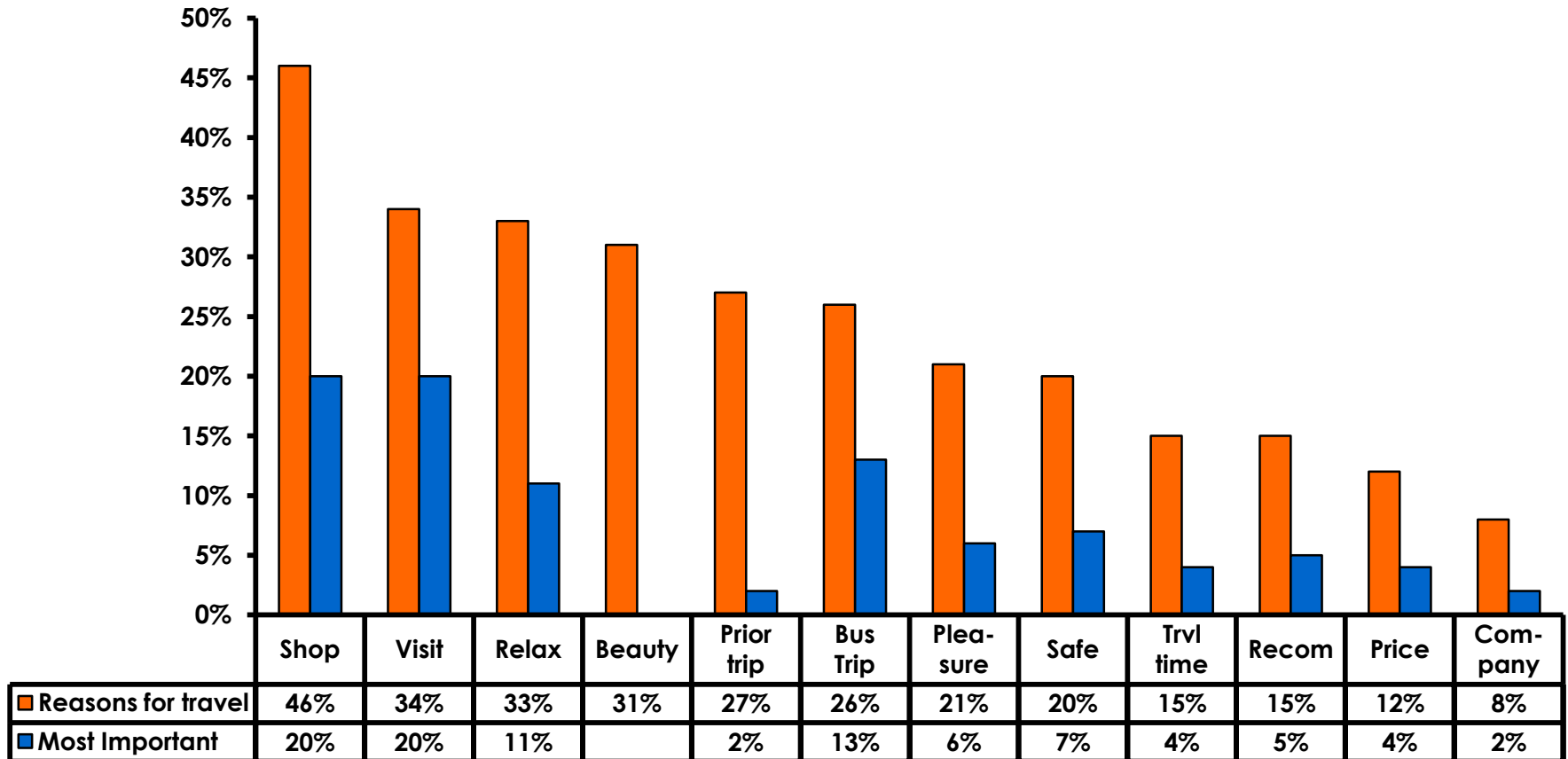


Accommodation by Income

Average length of stay: 5.78 days

		TOTAL	Q26							
		-	<=50K	50K-150K	150K-250K	250K-350K	350K-450K	450K+	No Income	
Q9	Westin Resort Guam	32%	38%	29%	14%		46%	50%		
	Home stay/ friend/ relative	29%	25%	57%	29%	67%	15%	12%	60%	
	Bayview Hotel	6%						4%	10%	
	Holiday Resort Guam	6%	13%		29%		8%	4%		
	Condo	5%	13%	14%			8%	4%		
	Tumon Bay Capital Hotel	2%	13%					4%		
	Hilton Guam Resort	2%			14%			4%		
	Onward Beach Resort	2%				33%		4%		
	Sheraton Laguna Guam	2%					8%			
	Royal Orchid Guam	2%			14%					
	Guam Plaza Hotel	2%							20%	
	Other	1%						4%		
	Hotel Santa Fe	1%						4%		
	Fiesta Resort Guam	1%						4%		
	Grand Plaza Hotel	1%							10%	
	Lotte Hotel Guam	1%						4%		
	Outrigger Guam Resort	1%					8%			
	Hyatt Regency Guam	1%					8%			
	Total	Count	85	8	7	7	3	13	26	10

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Shopping
- Visit friends/ family
- Business trip

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	Shopping	46%	60%	33%	52%	44%	22%	55%	
	Visit friends/ Relatives	34%	60%	17%	33%	36%	30%	35%	
	Relax	33%	30%	44%	48%	19%	26%	35%	
	Natural beauty	31%	50%	39%	33%	19%	13%	37%	
	Previous trip	27%	60%	22%	29%	19%	26%	27%	
	Company/ Business Trip	26%	10%	28%	29%	28%	22%	27%	
	Pleasure	21%	40%	33%	24%	8%	13%	24%	
	Safe	20%	20%	28%	10%	22%	30%	16%	
	Short travel time	15%		28%	24%	8%	9%	18%	
	Recomm- friend/family/trvl agnt	15%	30%	33%	10%	6%	22%	13%	
	Price	12%	30%		14%	11%	13%	11%	
	Company Sponsored	8%	10%	11%	5%	8%	4%	10%	
	Other	5%	10%		10%	3%	4%	5%	
	Convention/ Trade/ Conference	5%		6%		8%	4%	5%	
	Water sports	4%	20%	6%				5%	
	Scuba	2%		6%	5%			3%	
	Honeymoon	1%			5%			2%	
	Married/ Attn wedding	1%		6%				2%	
	Career Cert/ Testing	1%		6%			4%		
	Golf	1%				3%	4%		
	Total	Count	85	10	18	21	36	23	62

Motivation by Income

		TOTAL	Q26							
		-	<=50K	50K-150K	150K-250K	250K-350K	350K-450K	450K+	No Income	
Q5A	Shopping	46%	38%	43%	57%	100%	38%	50%	50%	
	Visit friends/ Relatives	34%	38%	43%	43%	33%	8%	23%	70%	
	Relax	33%	50%	43%	43%	100%	23%	27%	30%	
	Natural beauty	31%	38%	29%	57%	33%	31%	23%	50%	
	Previous trip	27%	25%	14%	29%		15%	19%	70%	
	Company/ Business Trip	26%	25%	29%	14%		38%	38%		
	Pleasure	21%	13%	14%	43%	33%	15%	23%	40%	
	Safe	20%	13%	29%	14%		23%	15%	30%	
	Short travel time	15%	13%	14%	29%		31%	12%		
	Recomm- friend/family/trvl agnt	15%	13%	14%	14%	33%	15%	4%	50%	
	Price	12%			14%		15%	8%	30%	
	Company Sponsored	8%	13%				15%	12%		
	Other	5%				33%		8%	10%	
	Convention/ Trade/ Conference	5%	13%				8%	8%		
	Water sports	4%					8%		20%	
	Scuba	2%			14%		8%			
	Honeymoon	1%						4%		
	Married/ Attn wedding	1%					8%			
	Career Cert/ Testing	1%							10%	
	Golf	1%								
	Total	Count	85	8	7	7	3	13	26	10

SECTION 3 **EXPENDITURES**

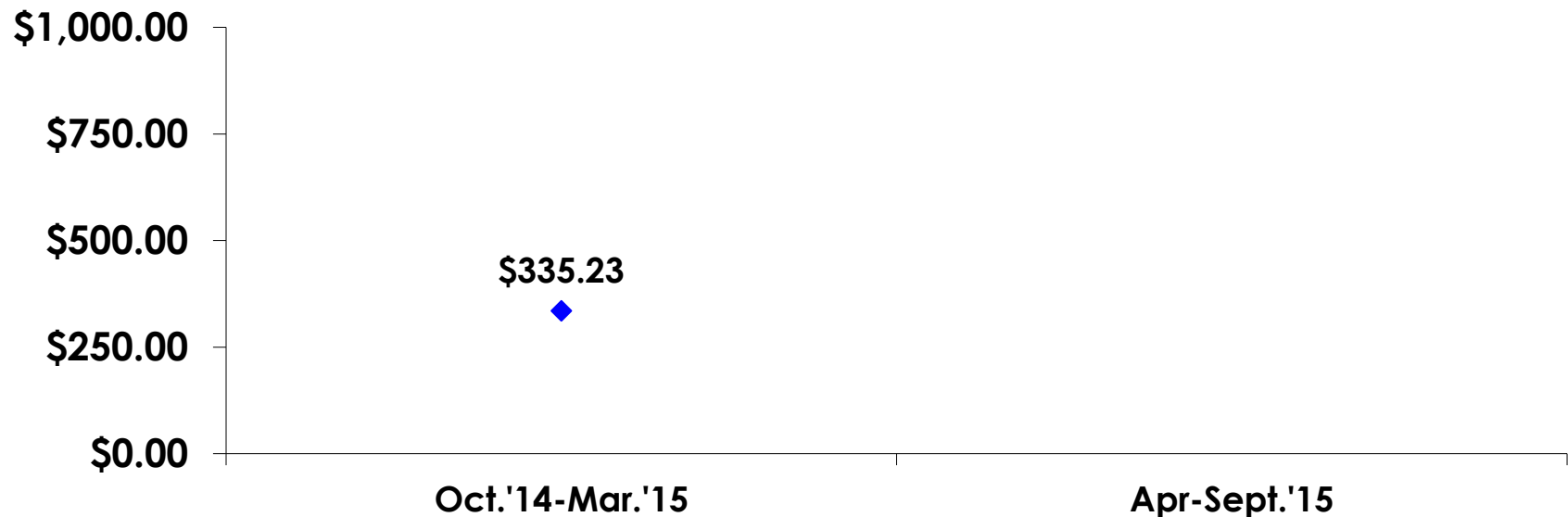
Prepaid Expenditures

Peso 44.47/US\$1

- \$440.86 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$2,856 = maximum (highest amount recorded for the entire sample)
- \$335.23 = overall mean average per person prepaid expenditures

PREPAID EXPENDITURES

Per Person



YTD=\$335.23

Breakdown of Prepaid Expenditures

Peso 44.47=\$1

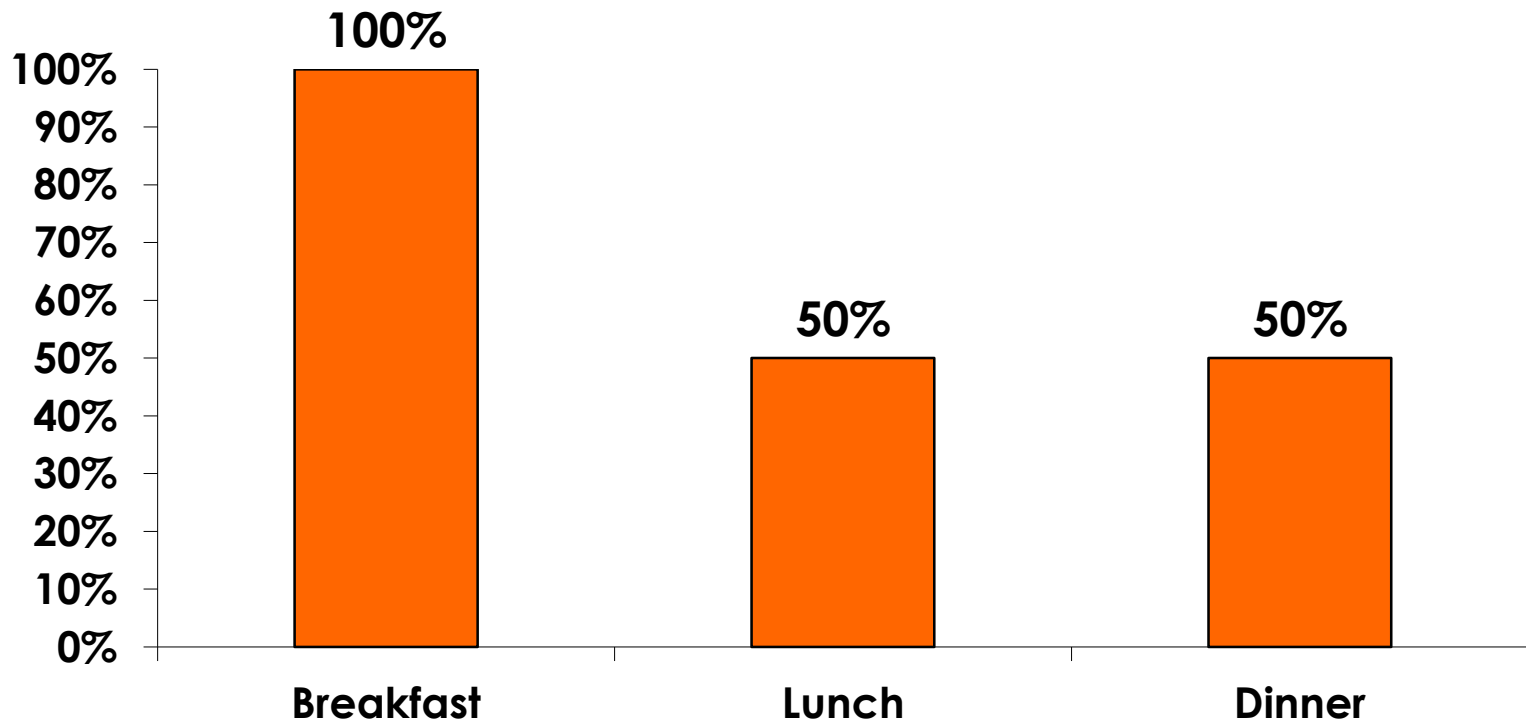
(Filter: Only those who responded/
Per Travel Party)

	MEAN \$
Air & Accommodation package only	\$948.95
Air & Accommodation w/ daily meal package	\$1,164.43
Air only	\$632.76
Accommodation only	\$375.25
Accommodation w/ daily meal only	\$202.38
Food & Beverages in Hotel	\$61.84
Ground transportation – Philippine	\$20.24
Ground transportation – Guam	\$202.38
Optional tours/ activities	\$-
Other expenses	\$769.38
Total Prepaid	\$440.86

PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n= 2

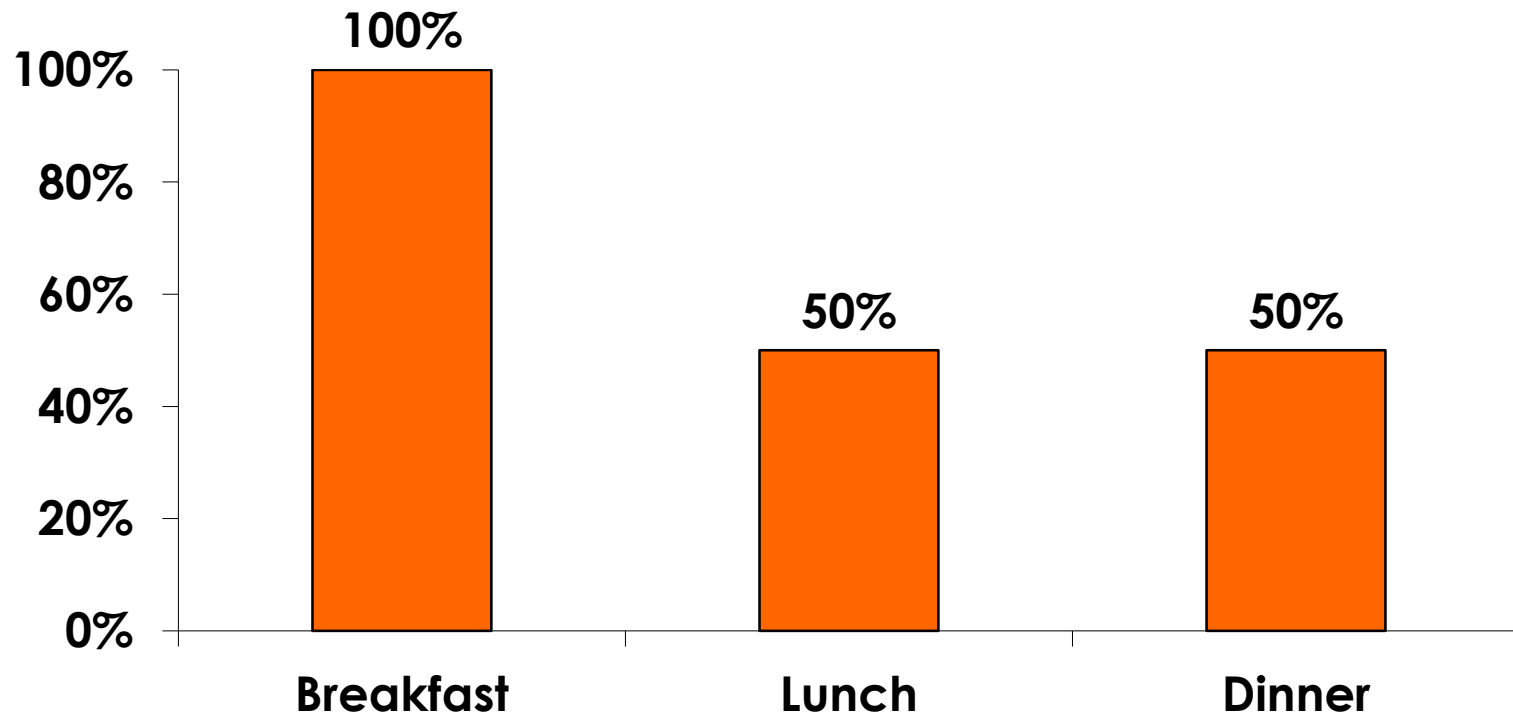


Mean=\$1,164.43 per travel party

PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

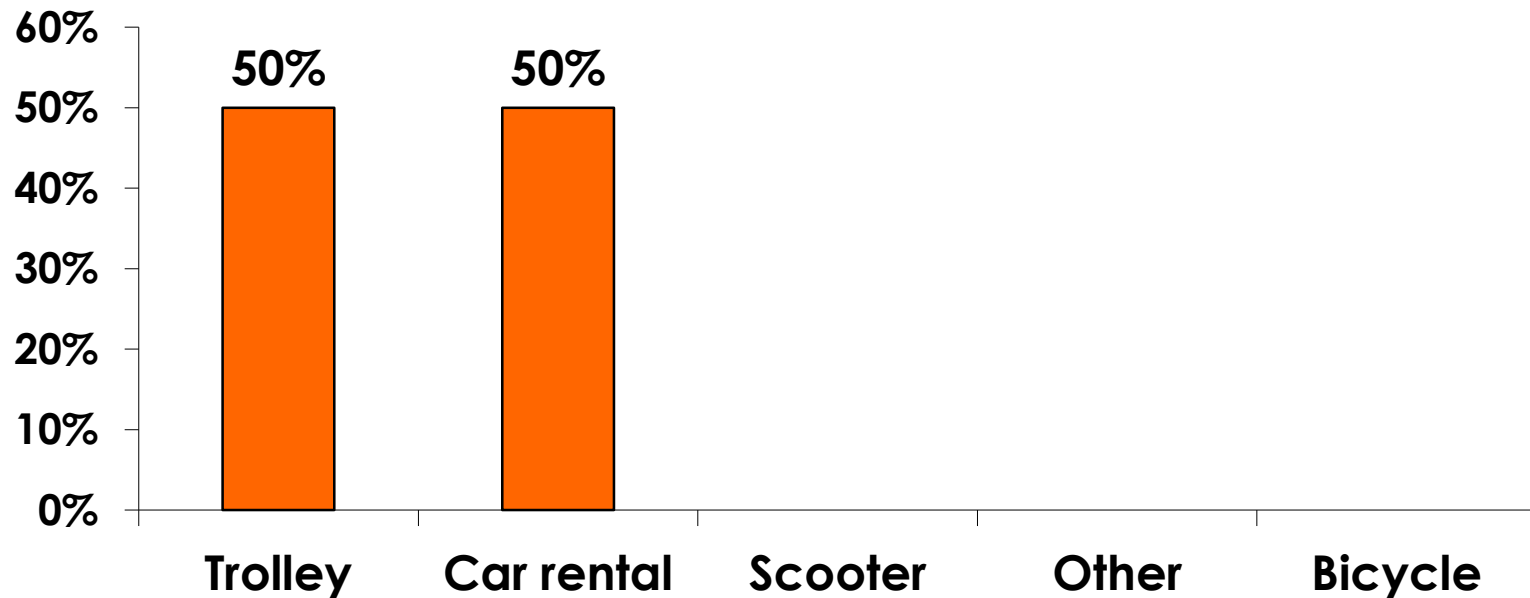
n= 2



Mean=\$202.38 per travel party

PREPAID GROUND TRANSPORTATION

n= 2

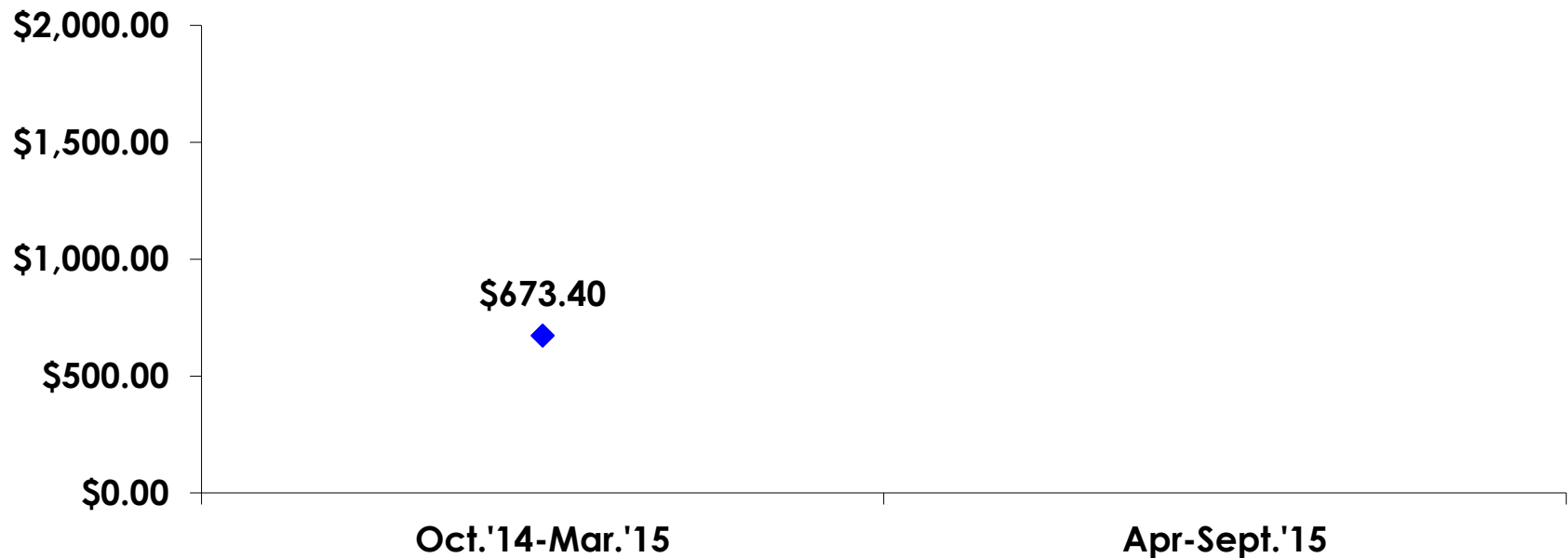


Mean=\$202.38 per travel party

On-Island Expenditures

- \$772.32 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$5,000 = Maximum (highest amount recorded for the entire sample)
- \$673.40 = overall mean average per person on-island expenditure

ON-ISLAND EXPENDITURES Per Person

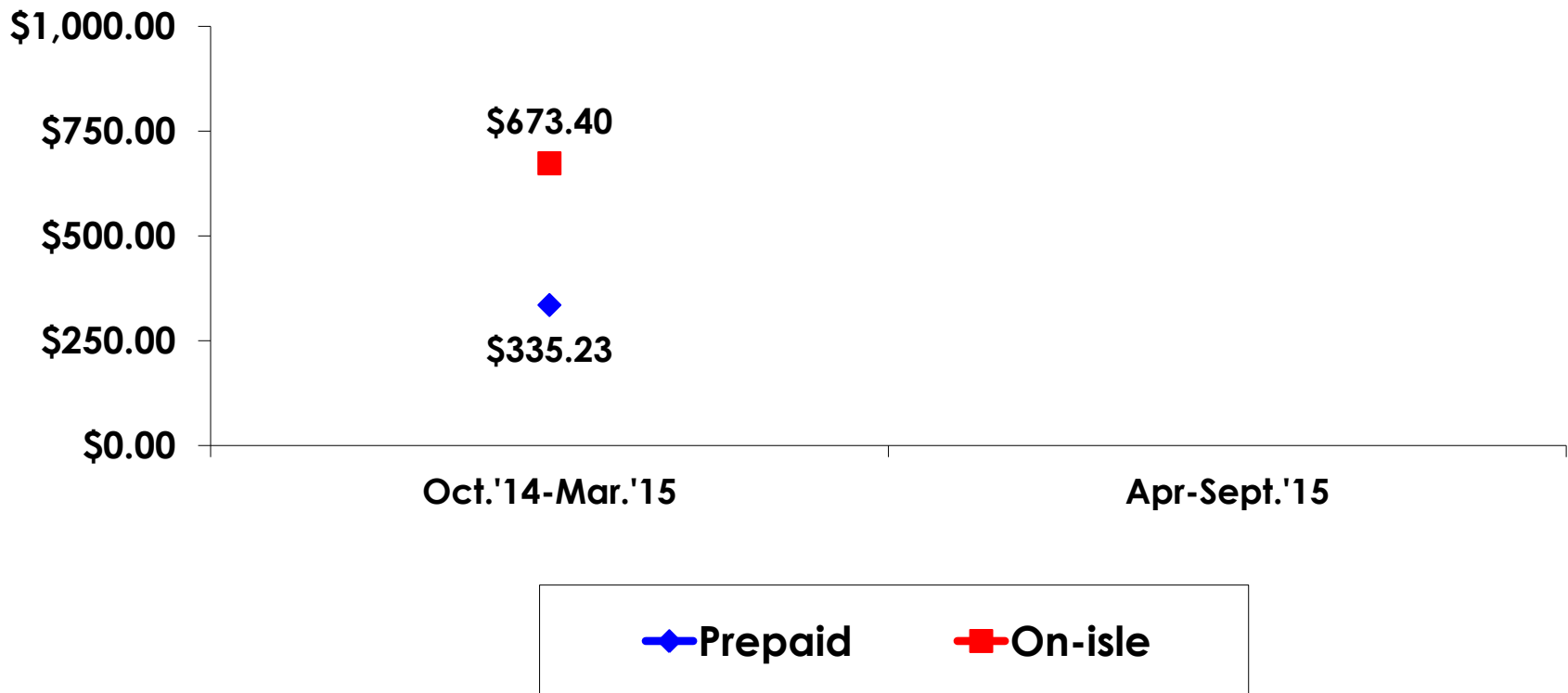


YTD = \$673.40

PREPAID/ ON-ISLE EXPENDITURES – Per Person

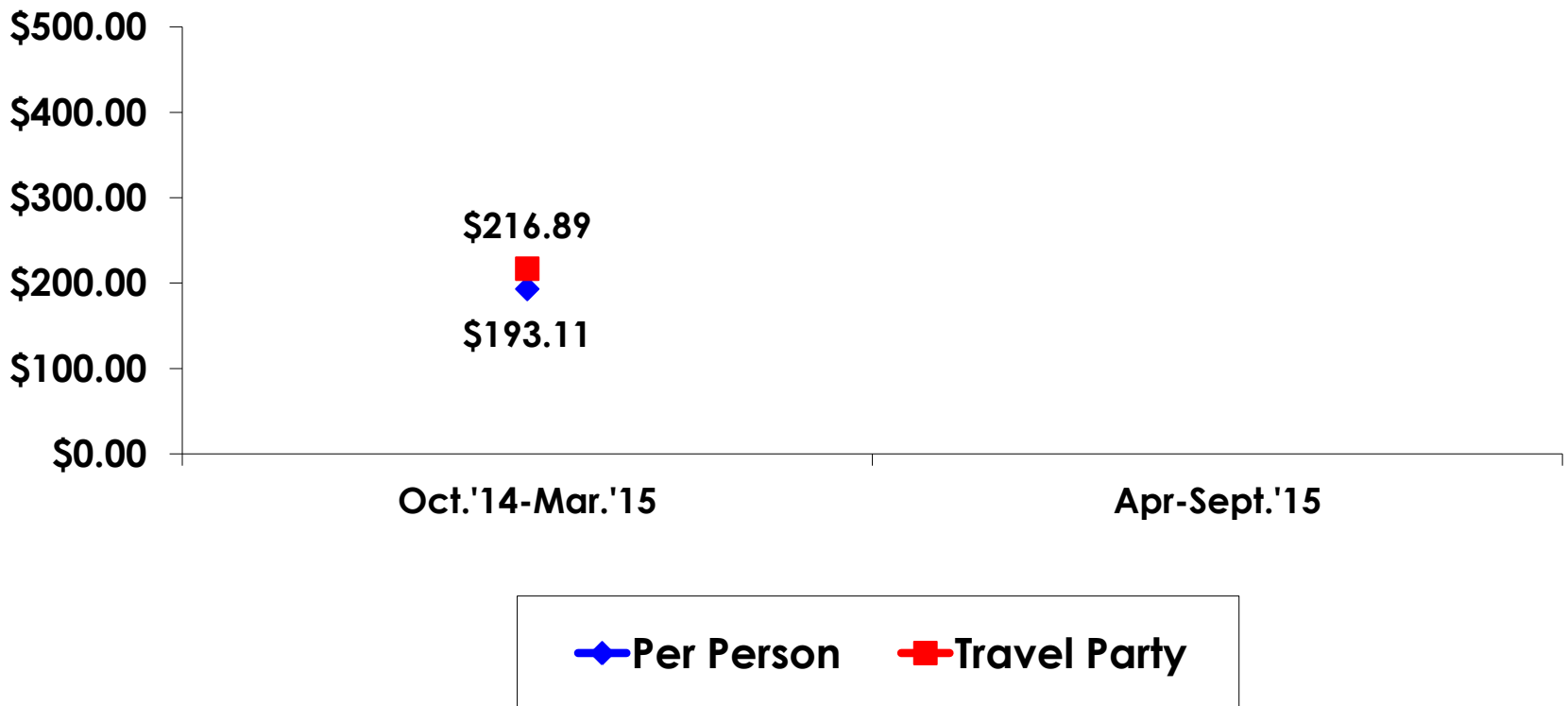
Prepaid YTD = \$335.23

On-Isle YTD = \$673.40



ON-ISLE EXPENDITURES – Per DAY

Per Person YTD= \$193.11 Travel Party YTD= \$216.89



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	\$673.40	\$564.02	\$713.97		\$411.43	\$464.29	\$760.28	\$333.50	\$569.97	\$783.93	\$877.28
	Median	\$380	\$300	\$400		\$200	\$300	\$230	\$213	\$405	\$400	\$840
	Minimum	\$0	\$0	\$0		\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$4,200	\$4,200	\$3,000		\$1,000	\$1,500	\$4,200	\$1,000	\$2,700	\$3,000	\$3,000

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$46.29	\$136.04	\$13.00	\$0.00	\$17.44	\$7.19	\$96.39
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$39.75	\$49.17	\$36.26	\$13.00	\$39.22	\$30.48	\$52.86
	Median	\$0	\$0	\$0	\$0	\$15	\$20	\$0
F&B RESTRNT	Mean	\$36.07	\$11.09	\$45.34	\$10.00	\$23.06	\$35.95	\$49.89
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPT TOUR	Mean	\$14.87	\$0.00	\$20.39	\$51.00	\$32.50	\$8.05	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$104.80	\$60.43	\$121.26	\$87.00	\$60.72	\$98.10	\$135.69
	Median	\$0	\$0	\$20	\$0	\$25	\$5	\$0
GIFT- OTHER	Mean	\$191.88	\$68.91	\$237.50	\$100.00	\$74.44	\$213.57	\$263.47
	Median	\$0	\$0	\$50	\$0	\$0	\$0	\$25
TRANS	Mean	\$30.92	\$65.87	\$17.95	\$0.00	\$10.56	\$40.95	\$43.83
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$297.08	\$262.17	\$310.03	\$110.00	\$324.17	\$371.90	\$291.86
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	Mean	\$772.32	\$653.70	\$816.32	\$371.00	\$582.39	\$806.19	\$959.00
	Median	\$500	\$400	\$500	\$300	\$325	\$500	\$620

On-Island Expenditures

First Timers & Repeaters

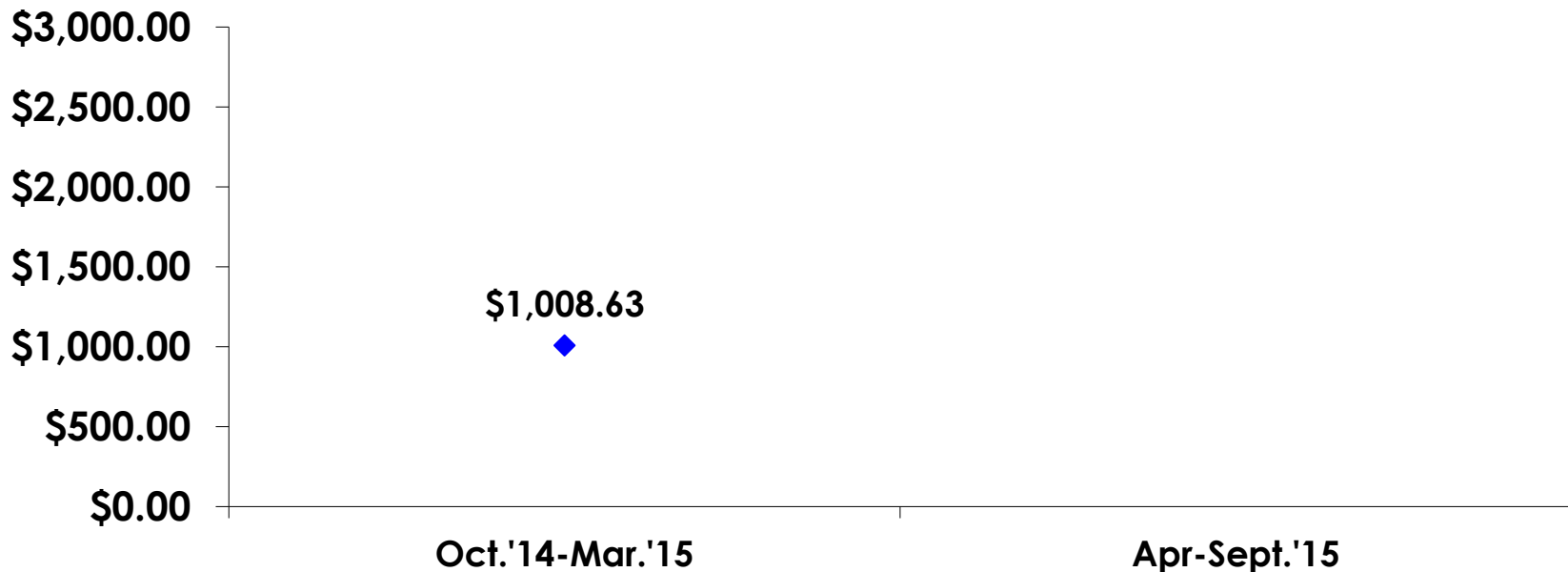
		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$46.29	\$8.29	\$98.03
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$39.75	\$34.90	\$46.36
	Median	\$0	\$15	\$0
F&B RESTRNT	Mean	\$36.07	\$17.35	\$61.56
	Median	\$0	\$0	\$0
OPT TOUR	Mean	\$14.87	\$25.08	\$0.97
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$104.80	\$118.94	\$85.56
	Median	\$0	\$0	\$0
GIFT- OTHER	Mean	\$191.88	\$208.98	\$168.61
	Median	\$0	\$0	\$0
TRANS	Mean	\$30.92	\$21.08	\$44.31
	Median	\$0	\$0	\$0
OTHER	Mean	\$297.08	\$338.51	\$240.69
	Median	\$0	\$0	\$0
TOTAL	Mean	\$772.32	\$791.59	\$746.08
	Median	\$500	\$500	\$400

Total Expenditures Per Person (Prepaid & On-Island)

- \$1,008.63 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$5,856 = Maximum (highest amount recorded for the entire sample)

TOTAL EXPENDITURES

Per Person



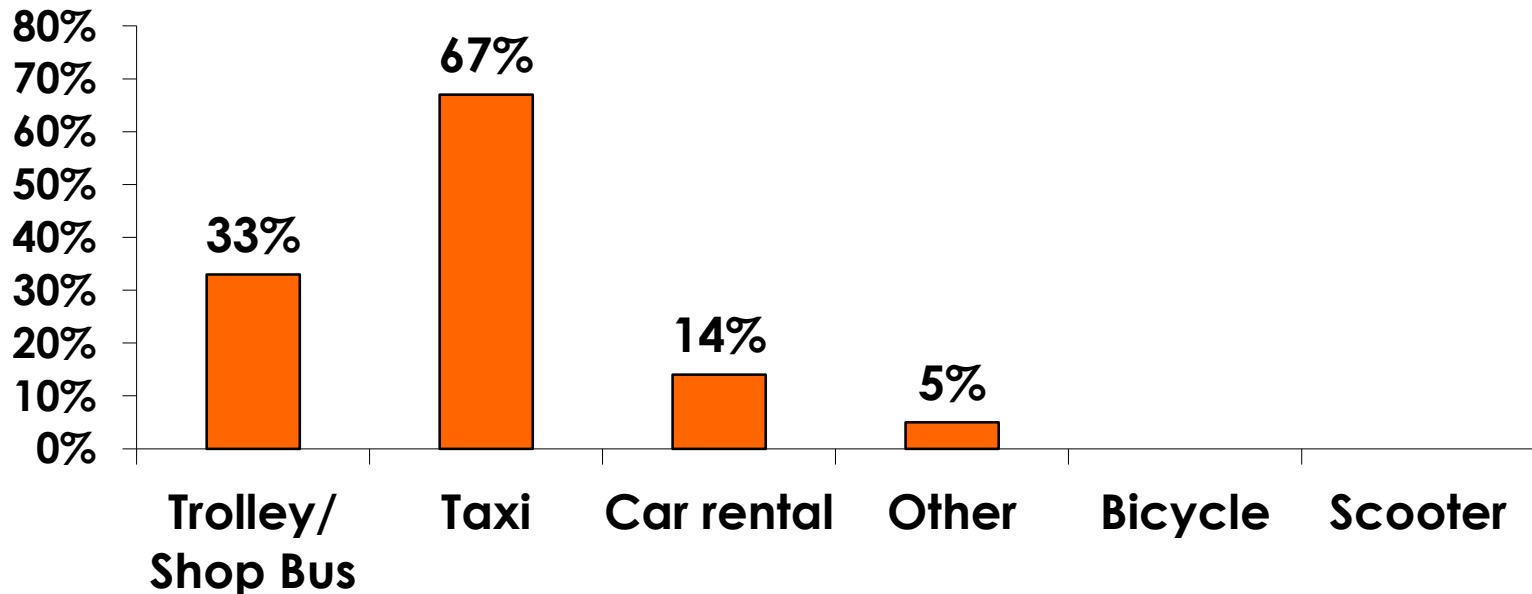
YTD=\$1,008.63

Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$46.29
Food & beverage in fast food restaurant/convenience store	\$39.75
Food & beverage at restaurants or drinking establishments outside a hotel	\$36.08
Optional tours and activities	\$14.87
Gifts/ souvenirs for yourself/companions	\$104.80
Gifts/ souvenirs for friends/family at home	\$191.88
Local transportation	\$30.92
Other expenses not covered	\$297.08
Average Total	\$772.32

Local Transportation

n= 21



Mean=\$30.92 per travel party

Guam Airport Expenditures

- \$101.31 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$1,750 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

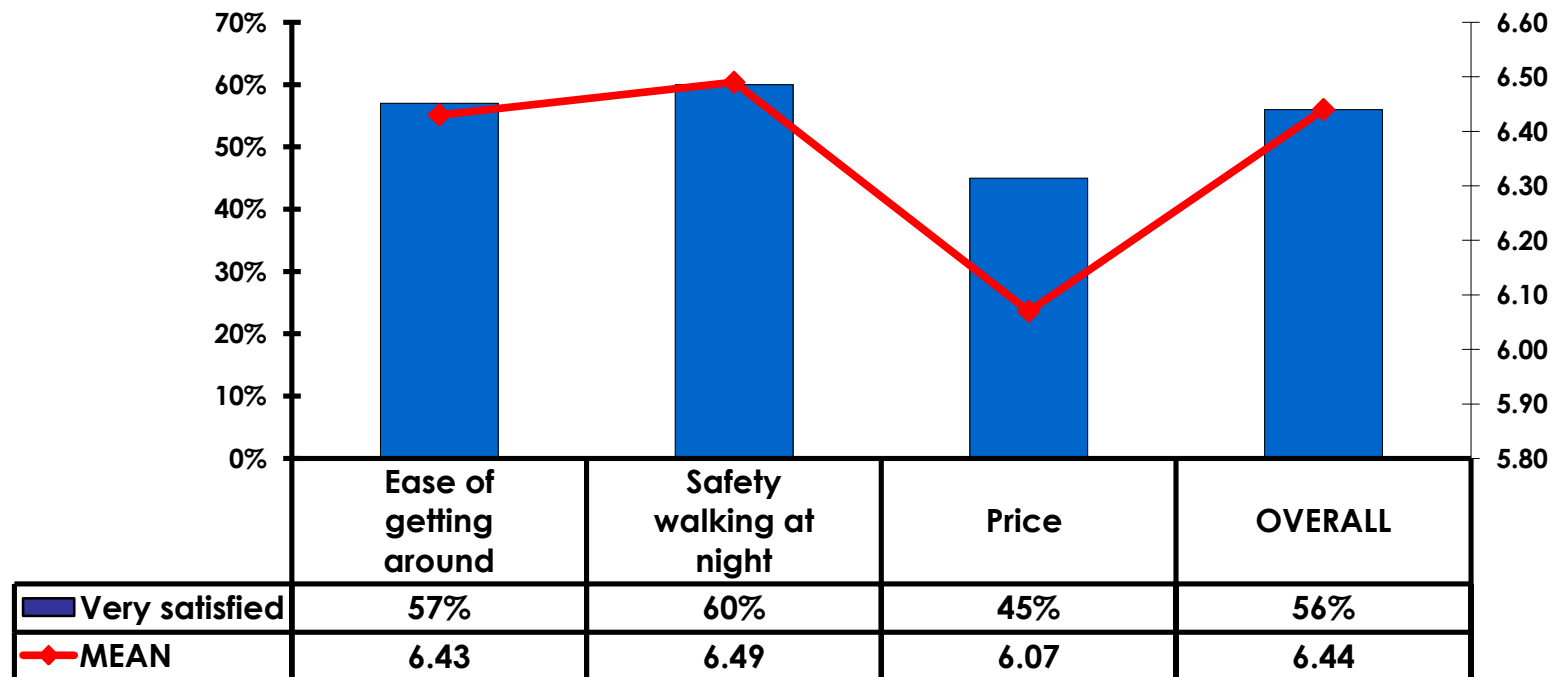
	MEAN \$
Food & Beverages	\$14.22
Gifts/Souvenirs Self	\$46.00
Gifts/Souvenirs Others	\$41.08
Total	\$101.31

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

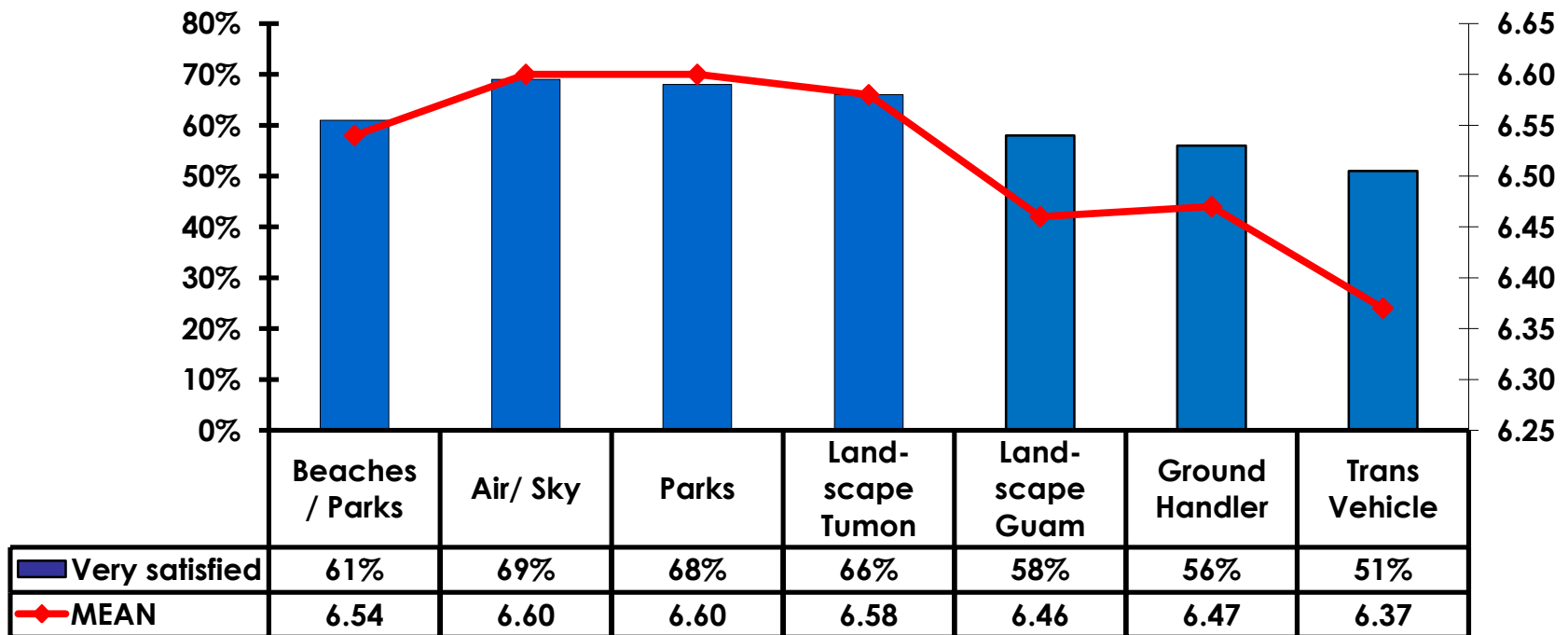
7=Very Satisfied/1=Very Dissatisfied



Satisfaction Quality/ Cleanliness

7pt Rating Scale

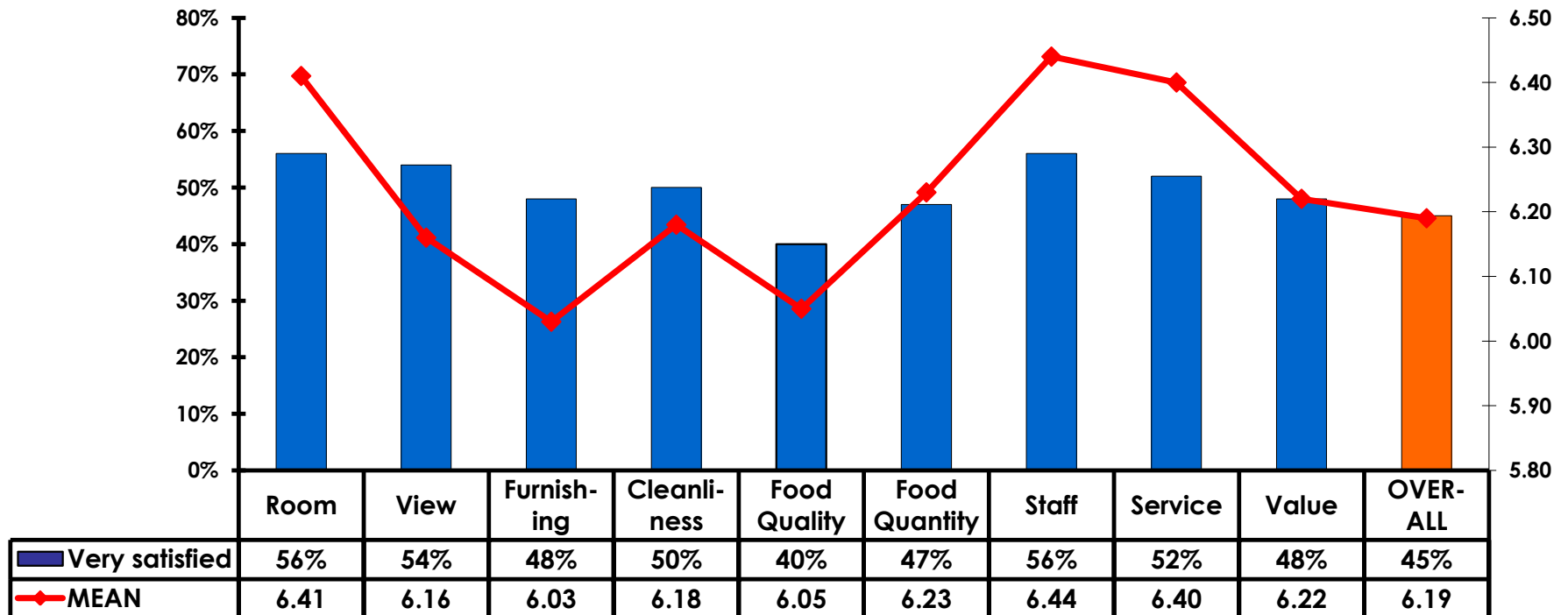
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

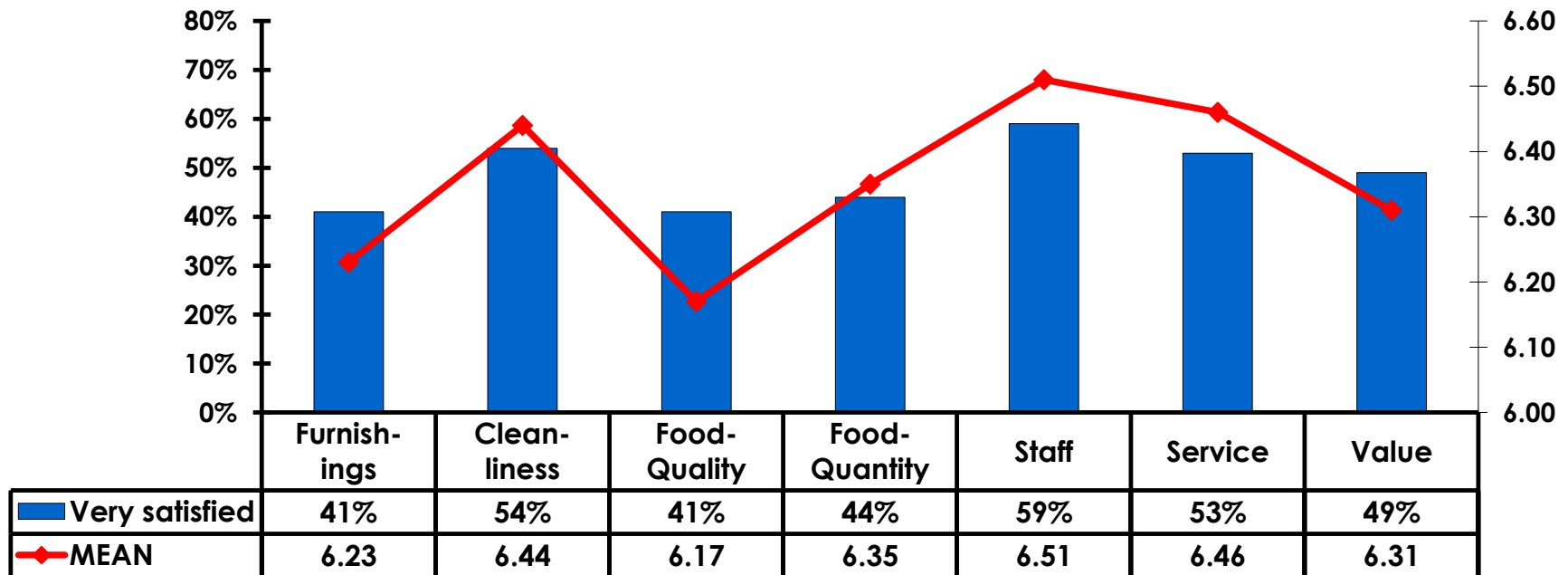
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

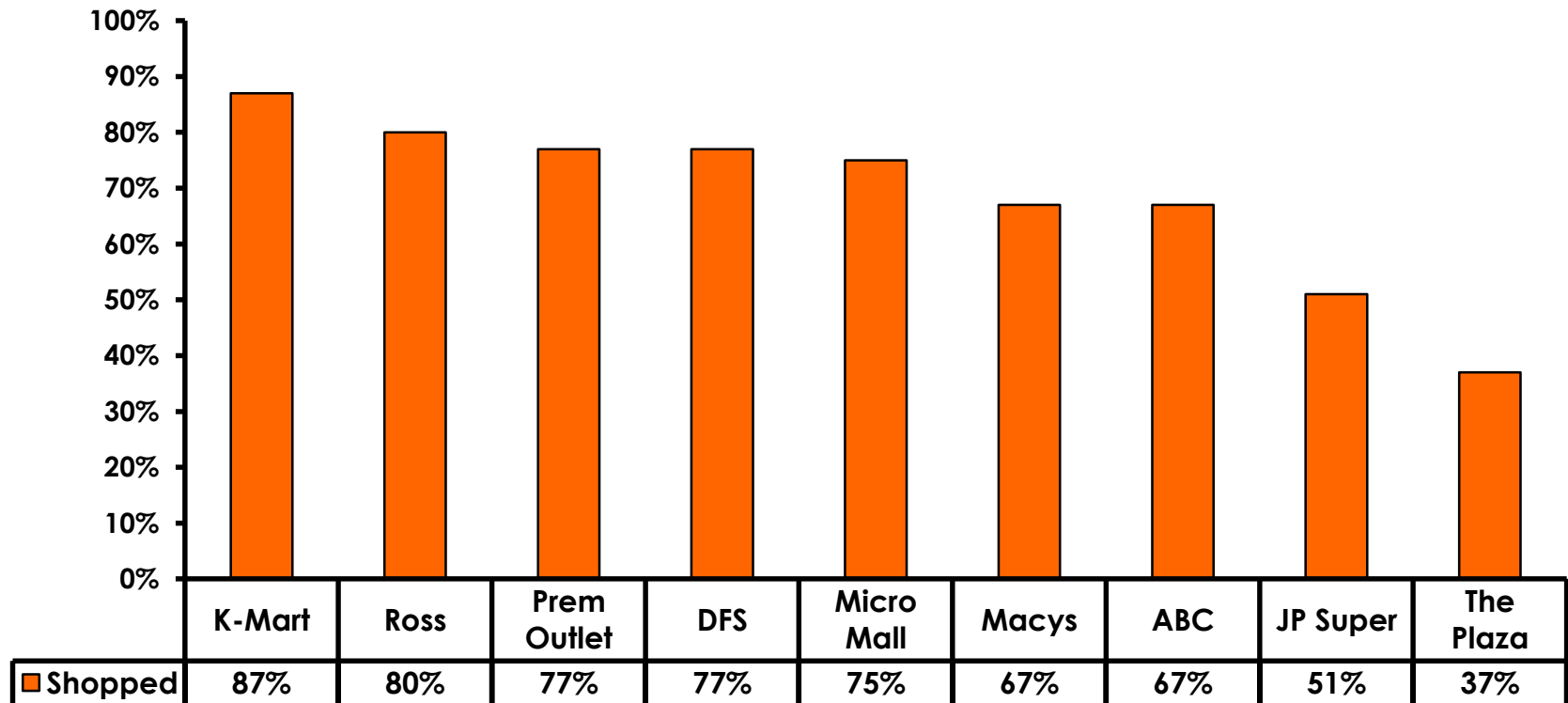
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



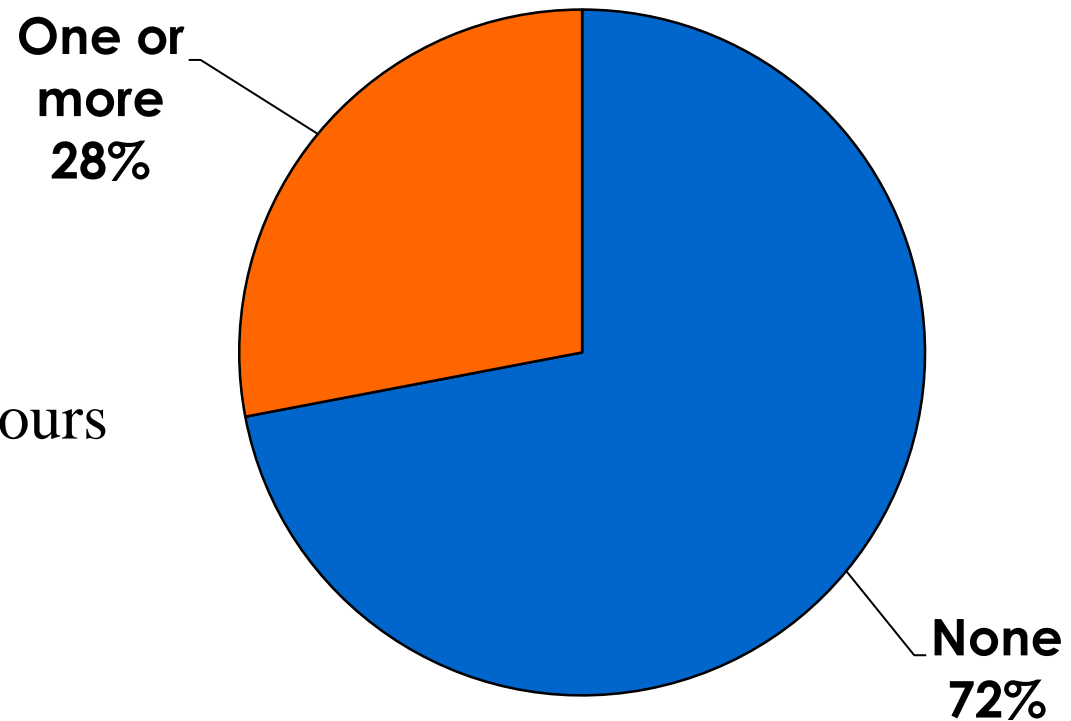
Satisfaction with Shopping

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 88%	Score of 6 to 7 = 81%
Score of 4 to 5 = 12%	Score of 4 to 5 = 13%
Score 1 to 3 = -%	Score 1 to 3 = 5%
MEAN = 6.38	MEAN = 6.13

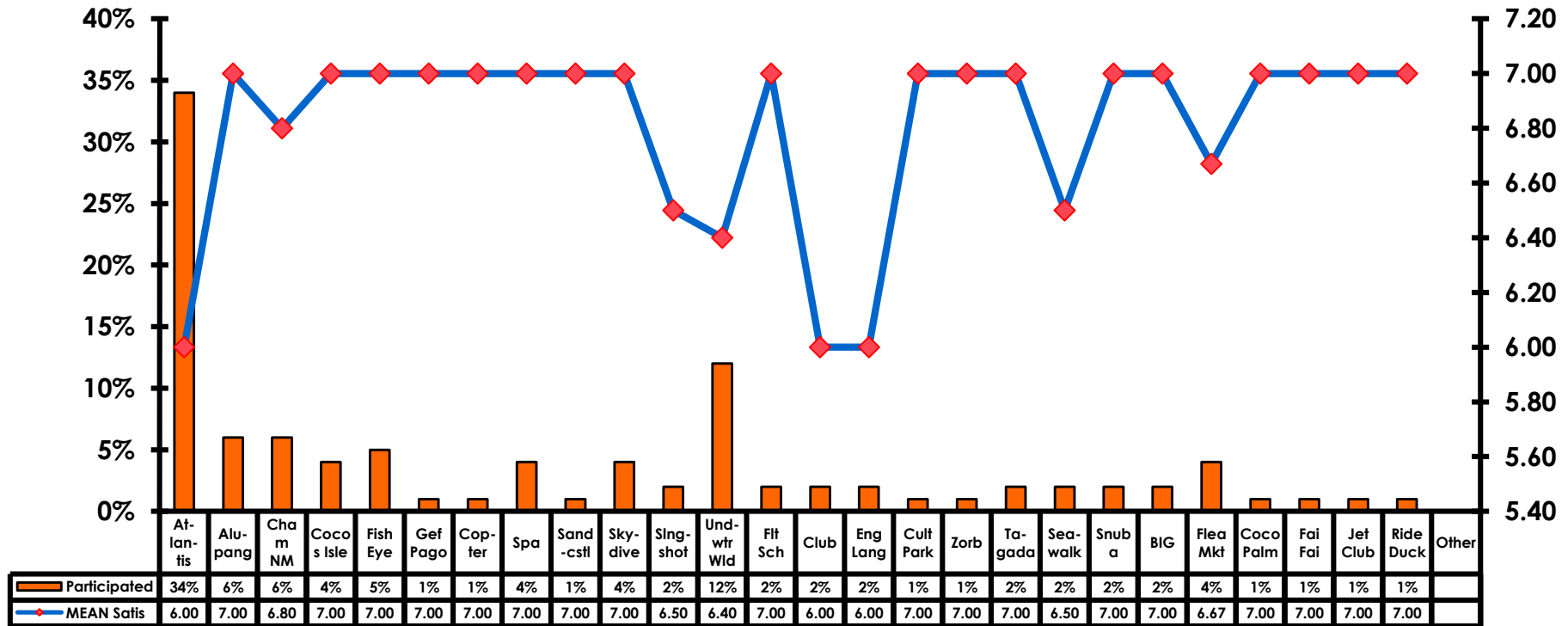
Optional Tour Participation



- Average number of tours participated in is .55

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 = 87%	Score of 6 to 7 = 77%
Score of 4 to 5 = 13%	Score of 4 to 5 = 20%
Score 1 to 3 = -%	Score 1 to 3 = 1%
MEAN = 6.29	MEAN = 6.04

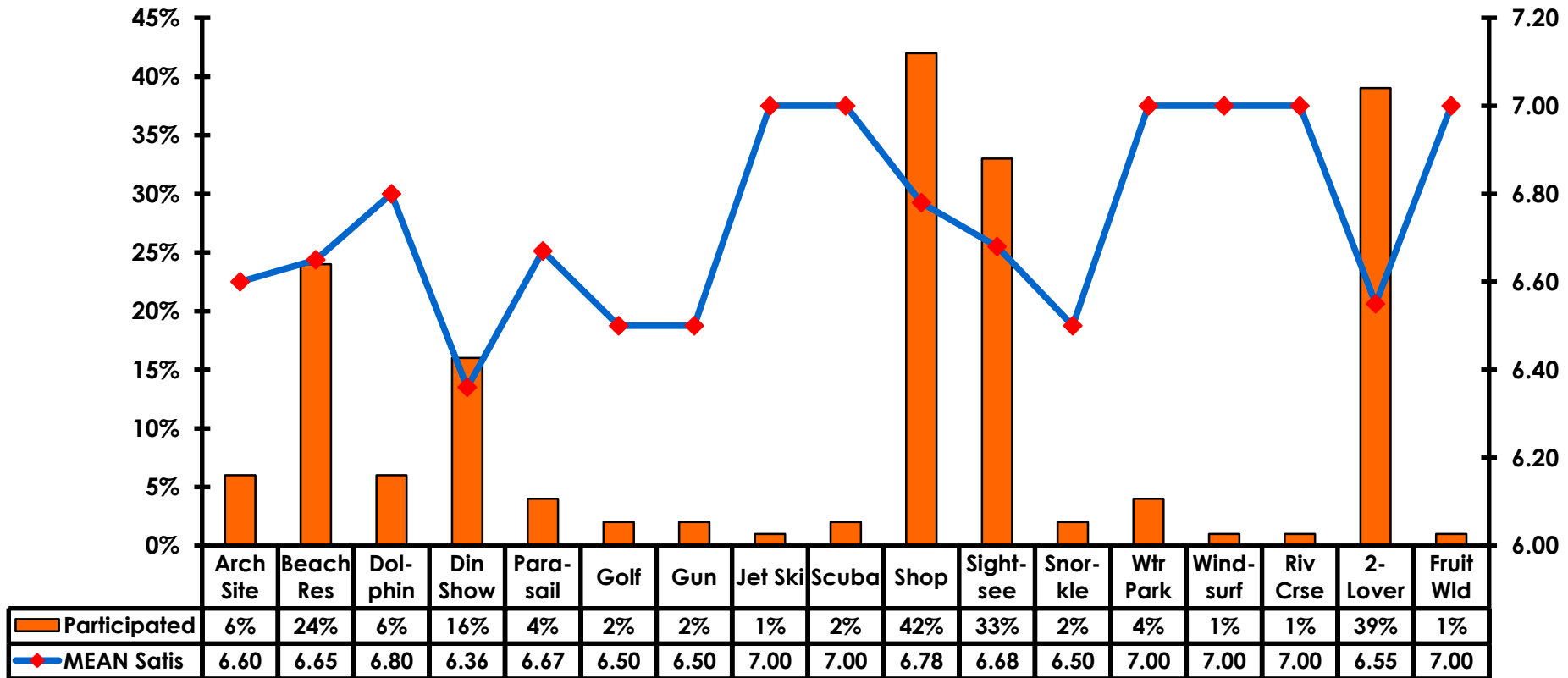
Night Tours Satisfaction

7pt Rating Scale

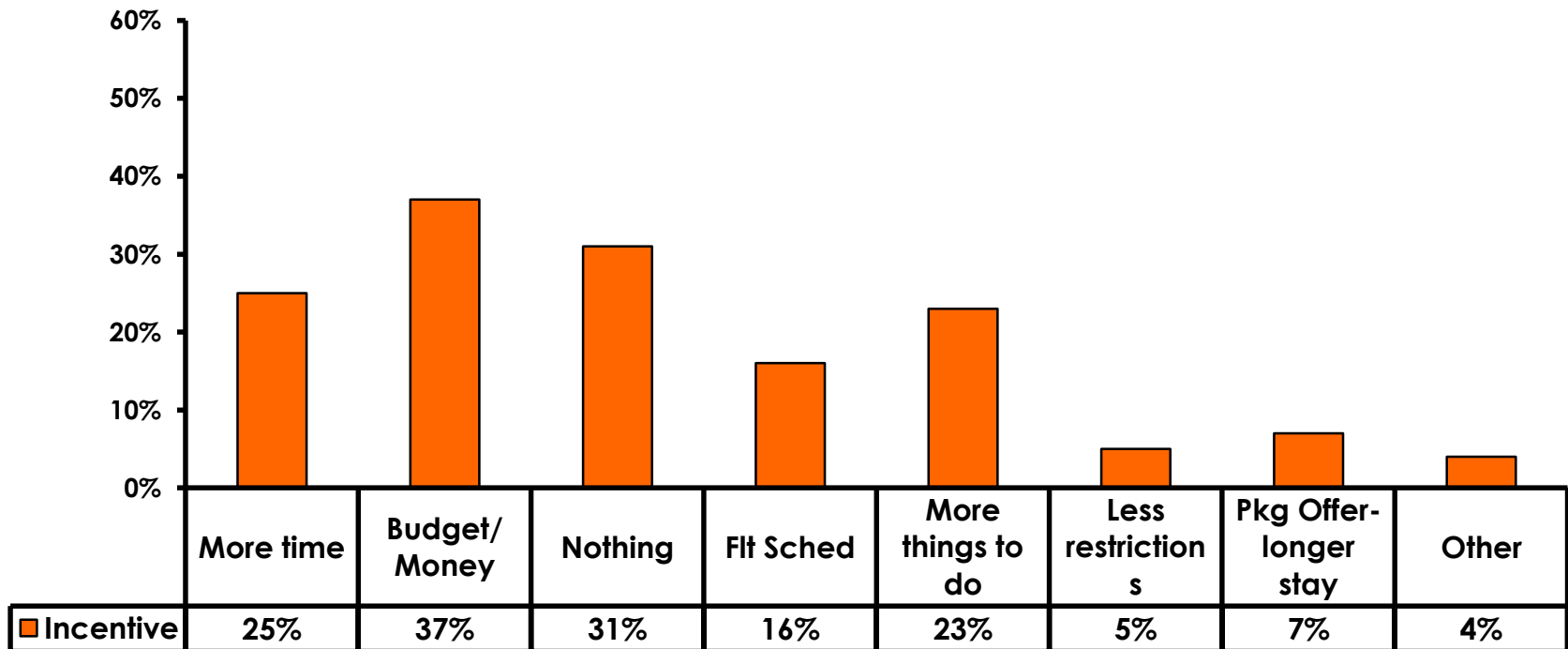
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 82%	Score of 6 to 7 = 79%
Score of 4 to 5 = 16%	Score of 4 to 5 = 19%
Score 1 to 3 = 2%	Score 1 to 3 = 2%
MEAN = 6.05	MEAN = 6.02

Satisfaction with Other Activities



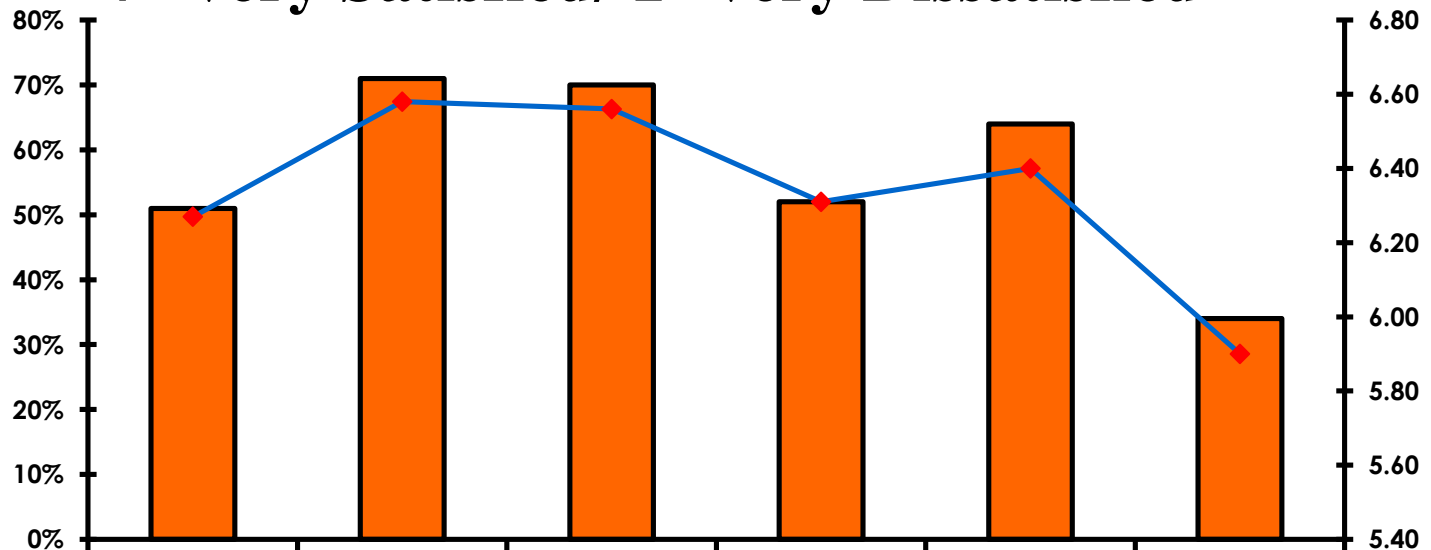
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

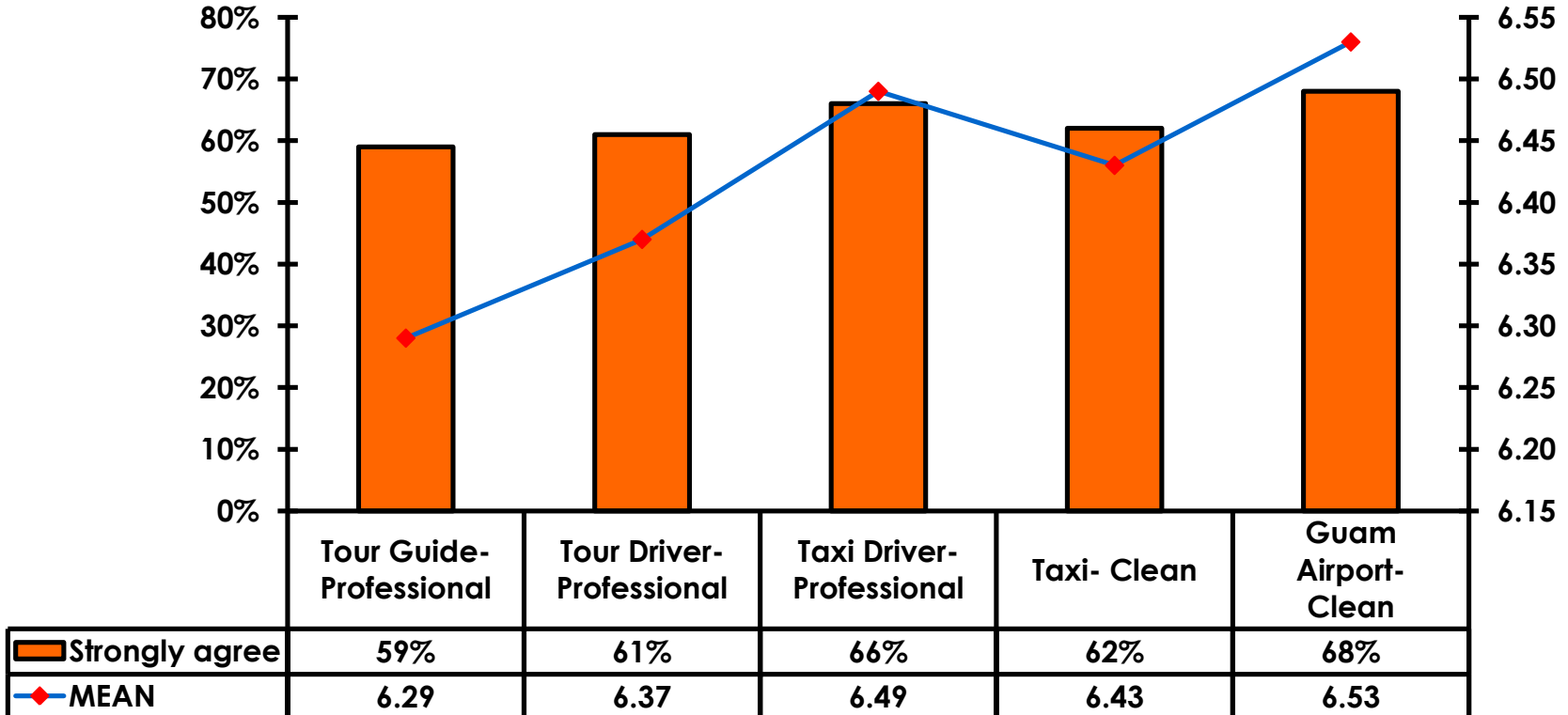


	Guam was better than expected	I had no communication problems	I will recommend Guam to friends	Sites on Guam were attractive	I plan to visit Guam again	Not enough night activities
Strongly agree	51%	71%	70%	52%	64%	34%
MEAN	6.27	6.58	6.56	6.31	6.40	5.90

On-Island Perceptions

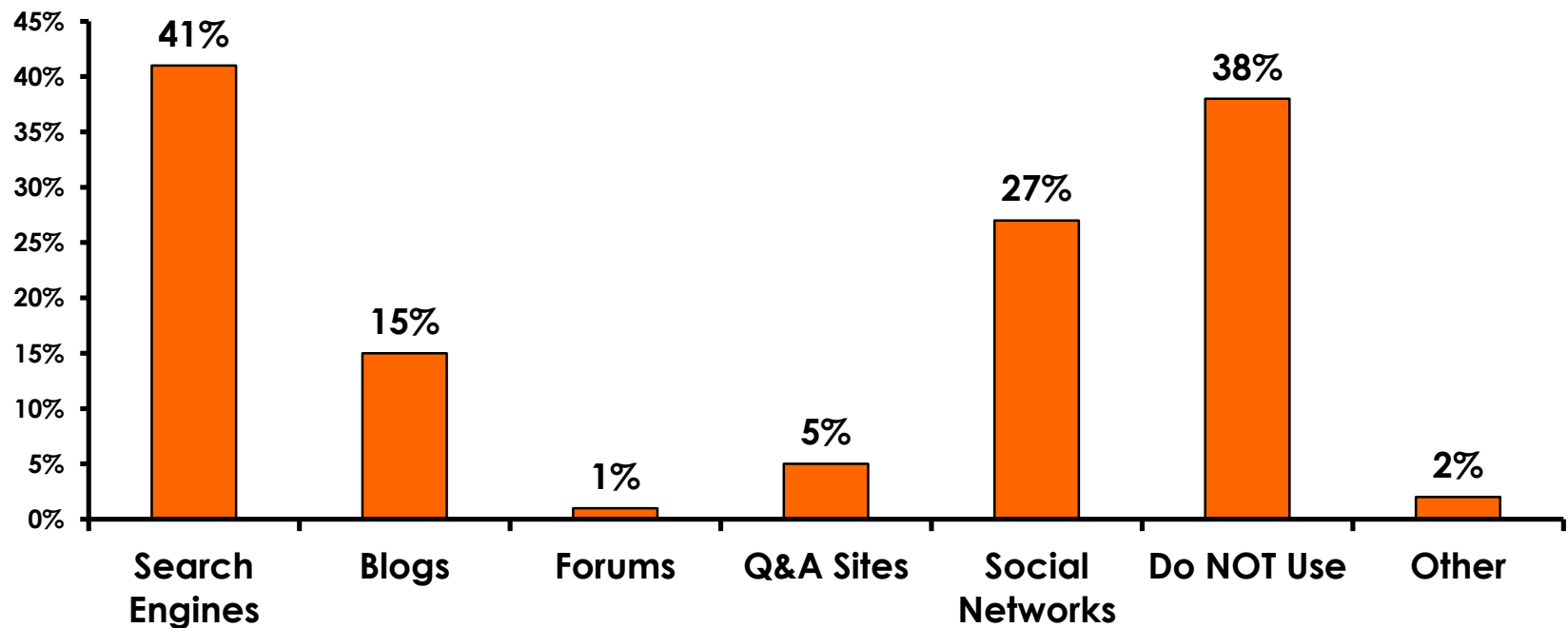
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



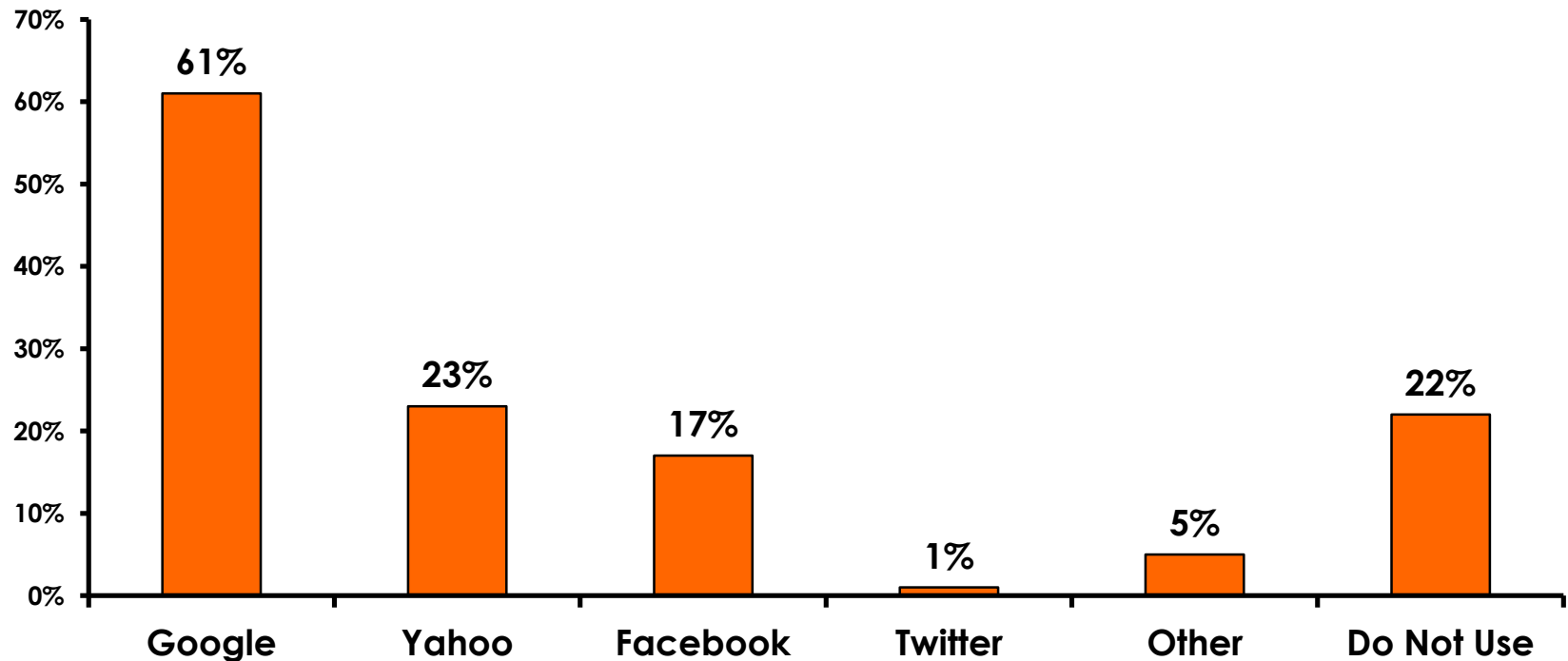
SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

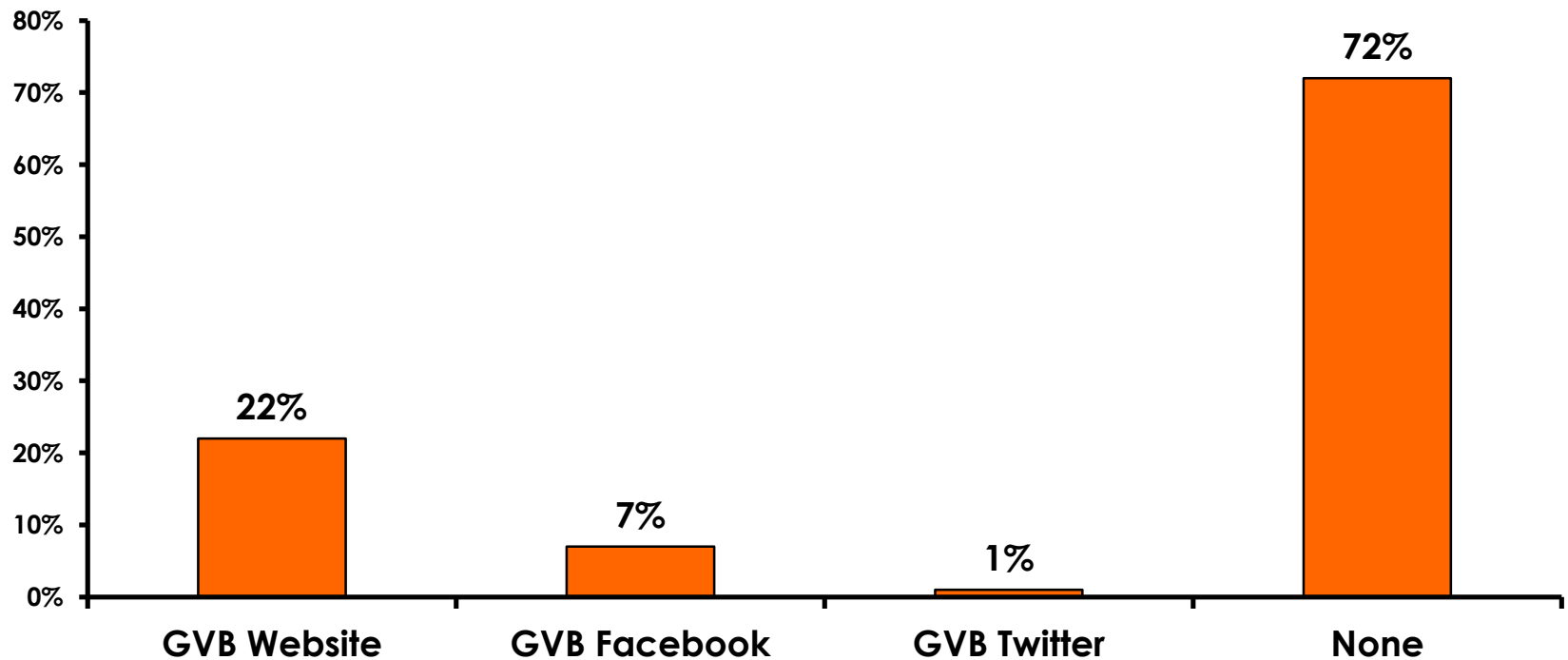


Internet- Things To Do

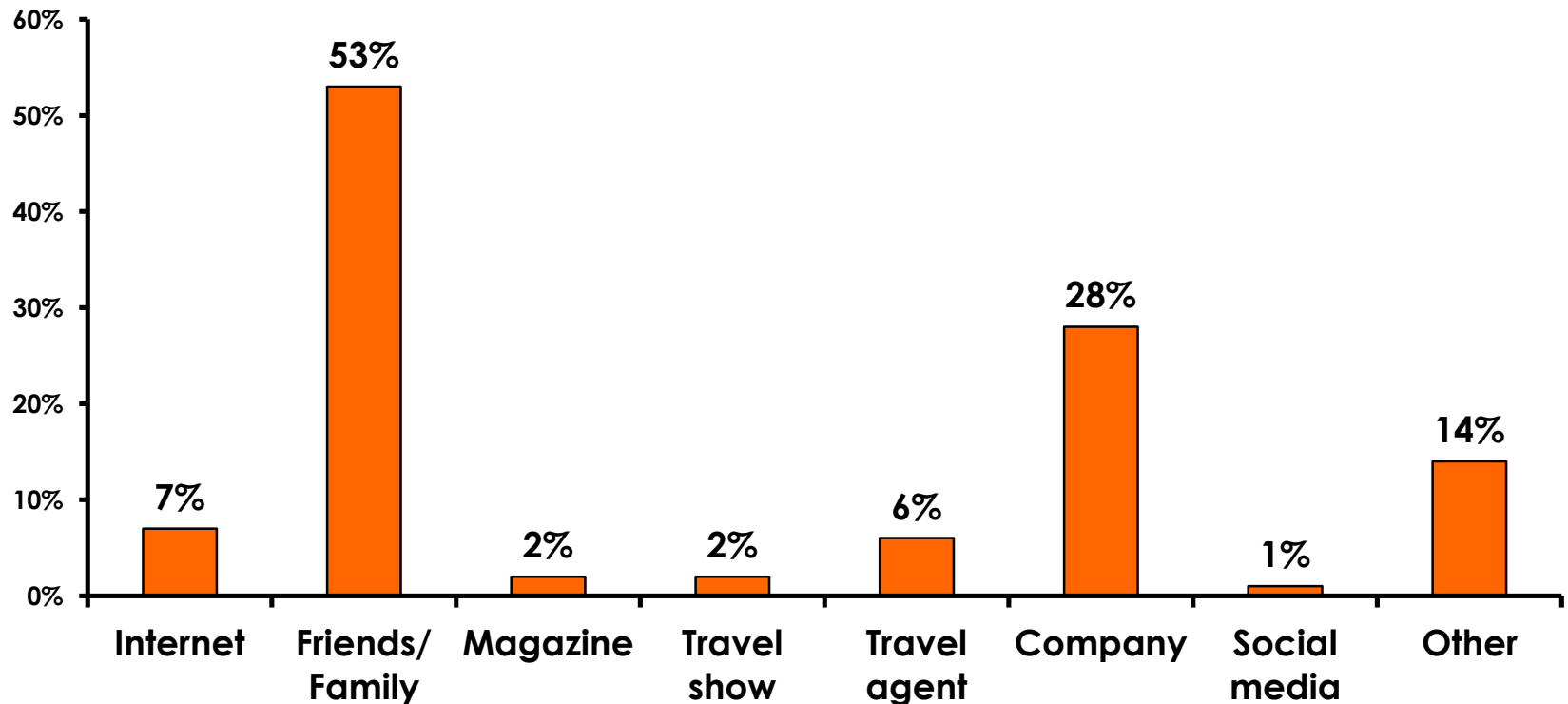
Sources of Info



Internet- GVB Sources

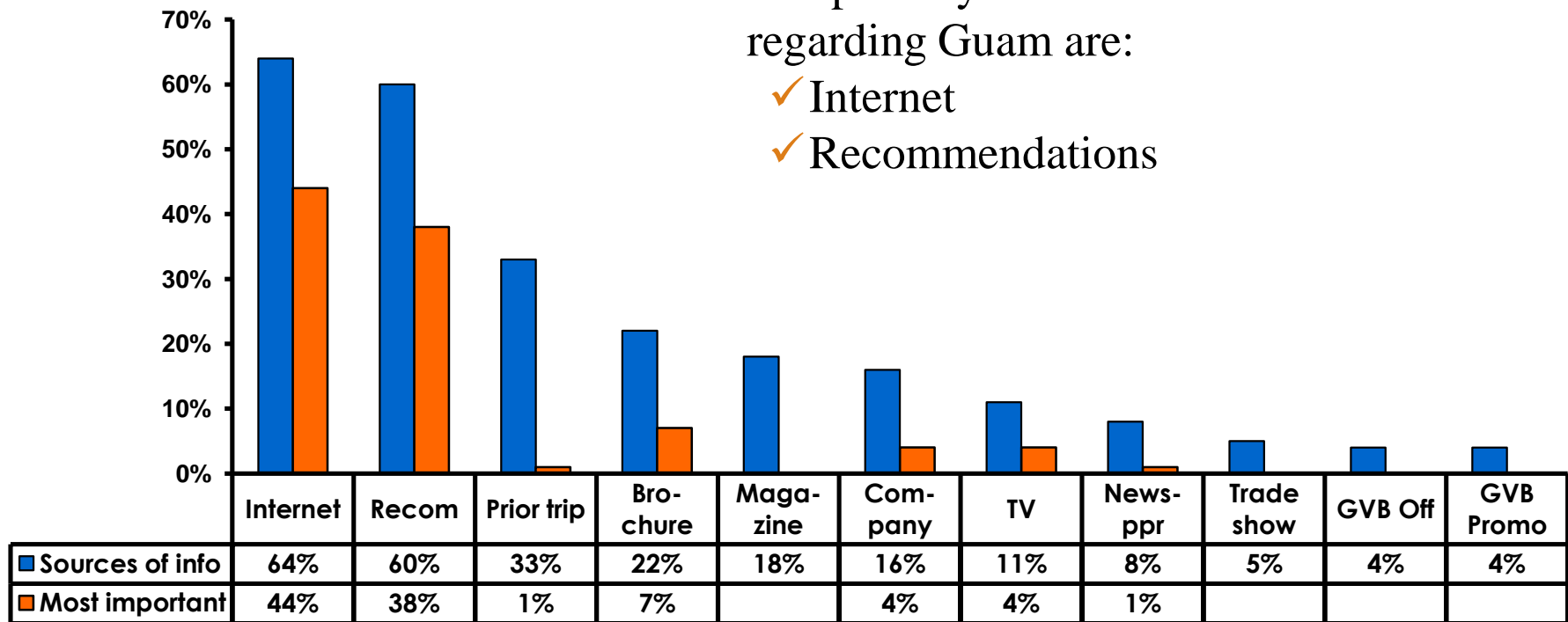


Travel Motivation- Info Sources



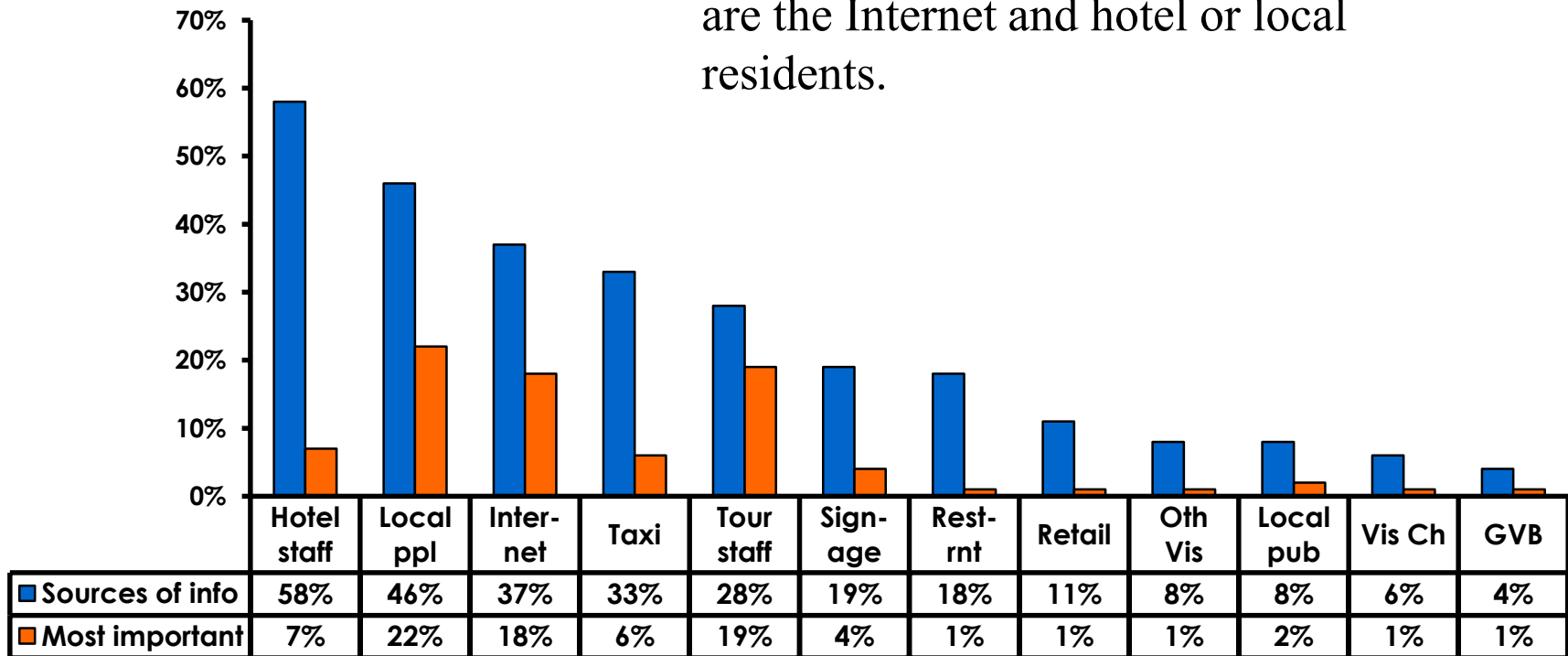
Sources of Information Pre-arrival

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



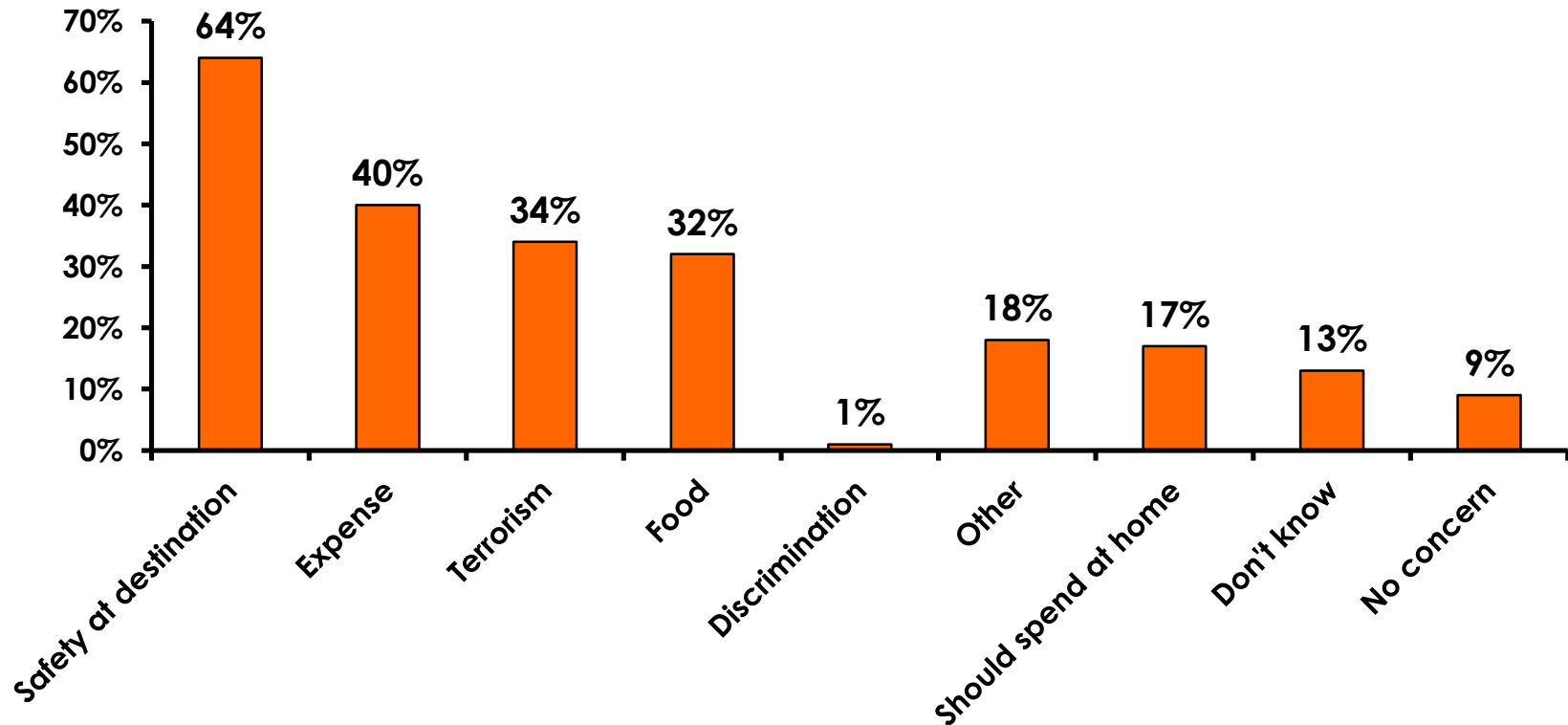
Sources of Information Post-arrival

- The primary local source of information are the Internet and hotel or local residents.



SECTION 6 **OTHER ISSUES**

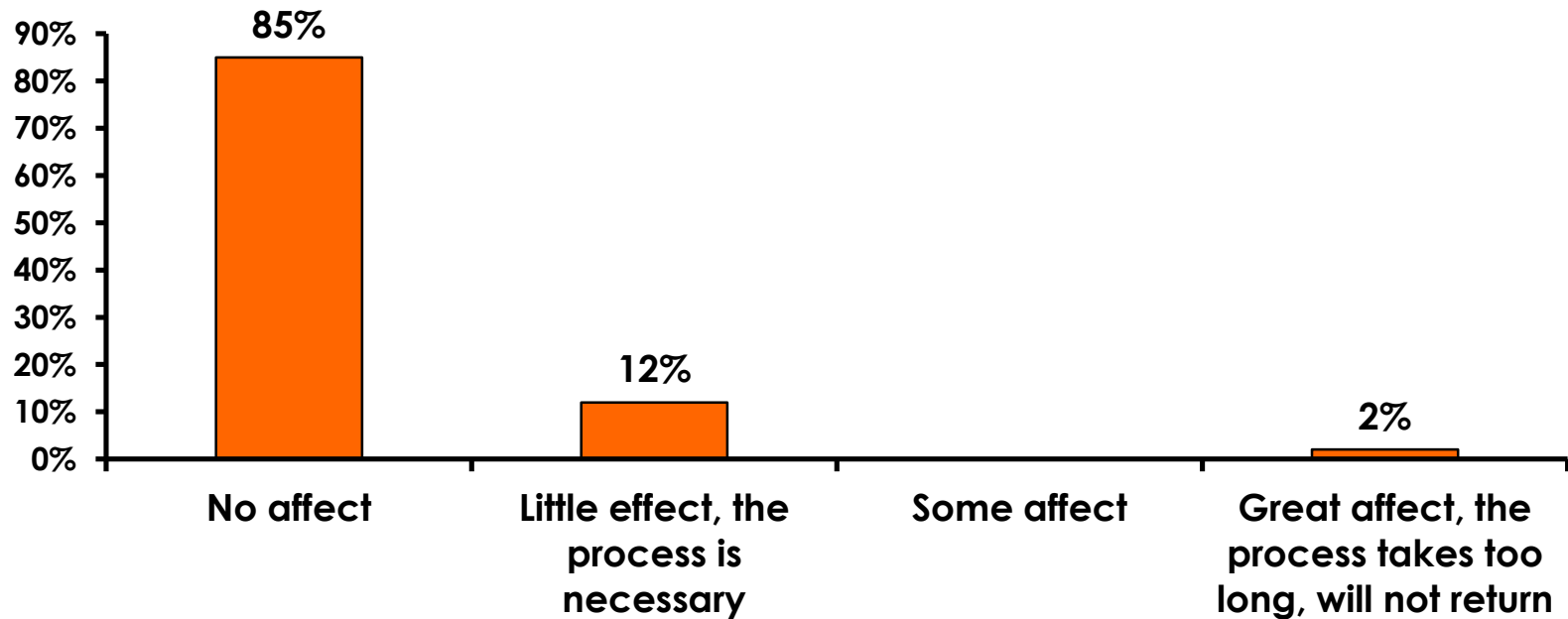
Concerns about travel outside of Philippines - Overall



Concerns about travel outside of Philippines - By Age & Income

		TOTAL	AGE				Q26							
		-	18-24	25-34	35-49	50+	<=50K	50K-150K	150K-250K	250K-350K	350K-450K	450K+	No Income	
Q21	Safety	64%	25%	67%	58%	75%	67%	50%	57%		83%	83%	11%	
	Expense	40%	38%	56%	42%	31%	67%		71%	67%	50%	46%	22%	
	Terrorism	34%	13%	33%	53%	28%	33%		43%	33%	58%	42%	11%	
	Food	32%	25%	50%	37%	22%	17%	33%	57%		67%	33%	11%	
	Other	18%	63%	6%	21%	13%		17%	43%	33%		8%	56%	
	Should spend at home	17%	25%	28%	11%	13%	50%		14%		17%	17%	22%	
	Don't know	13%			16%	22%				33%	8%	29%		
	No concerns	9%	25%	11%	5%	6%		33%		33%	17%		22%	
	Discrimination against Filipinos	1%		6%								4%		
	Total	Count	77	8	18	19	32	6	6	7	3	12	24	9

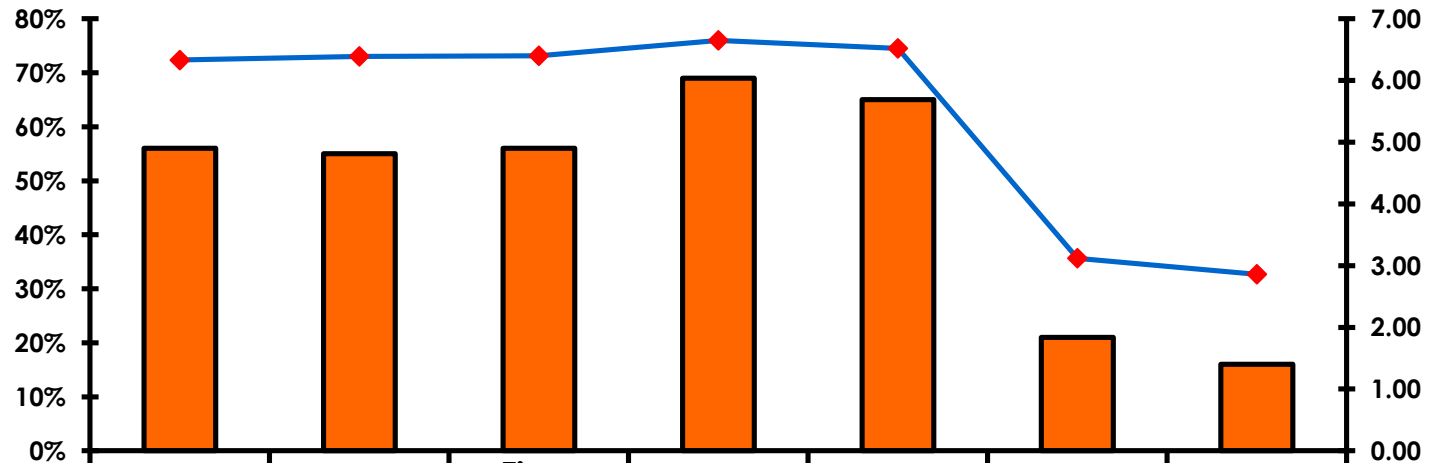
Security Screening/ Immigration Process at Guam International Airport





Airport Screening

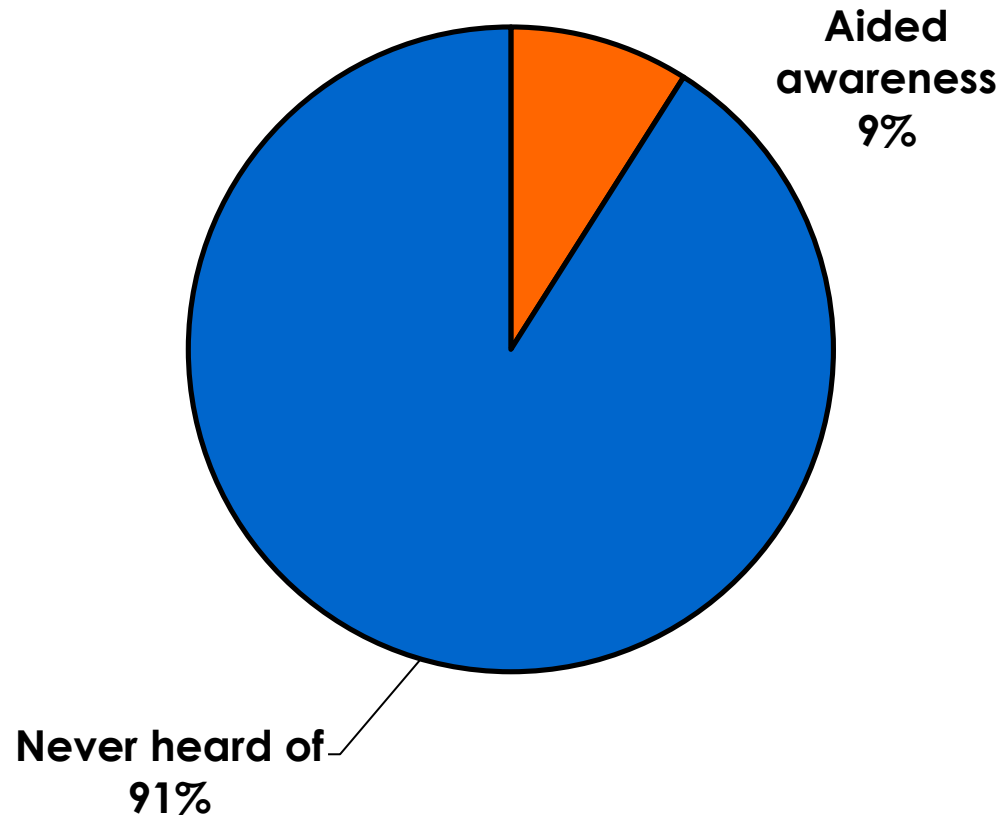
7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



 Strongly agree	56%	55%	56%	69%	65%	21%	16%
 MEAN	6.33	6.39	6.40	6.65	6.52	3.12	2.86

SHOP GUAM FESTIVAL



Shop Guam Festival Impact

n=8

