



GUAM VISITORS BUREAU

Philippine Visitor Tracker Exit Profile

FY2016

4TH QTR (JUL~SEPT 2016)



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 Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **107** departing China 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 **107** is +/- 9.4 percentage points with a 95% confidence level. That is, if all China 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 +/- 9.4 percentage points.

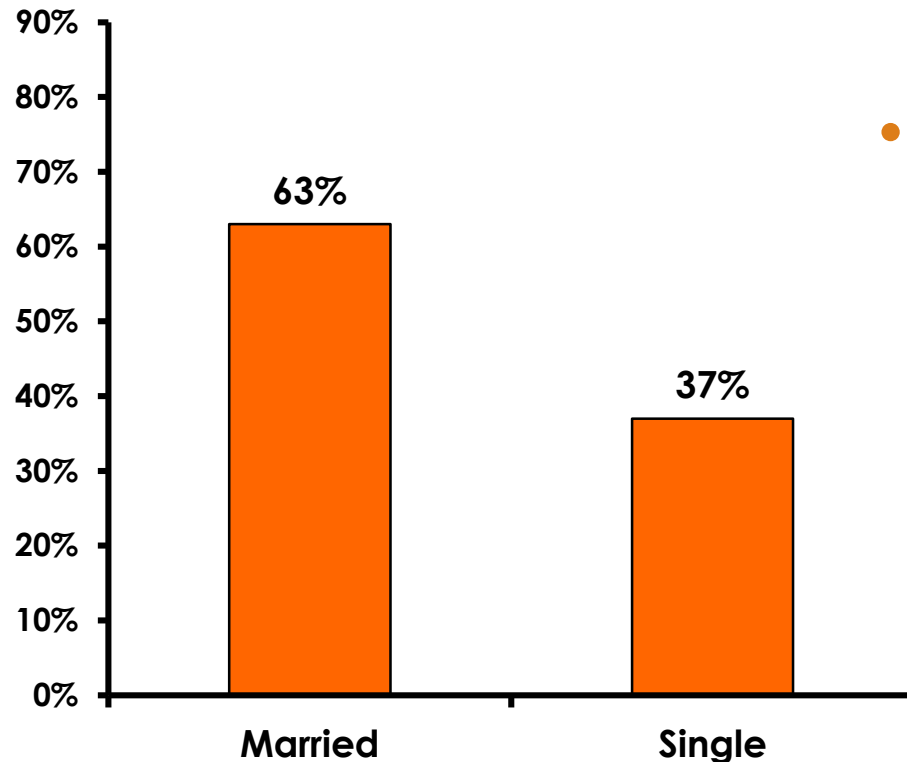
OBJECTIVES

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

SECTION 1

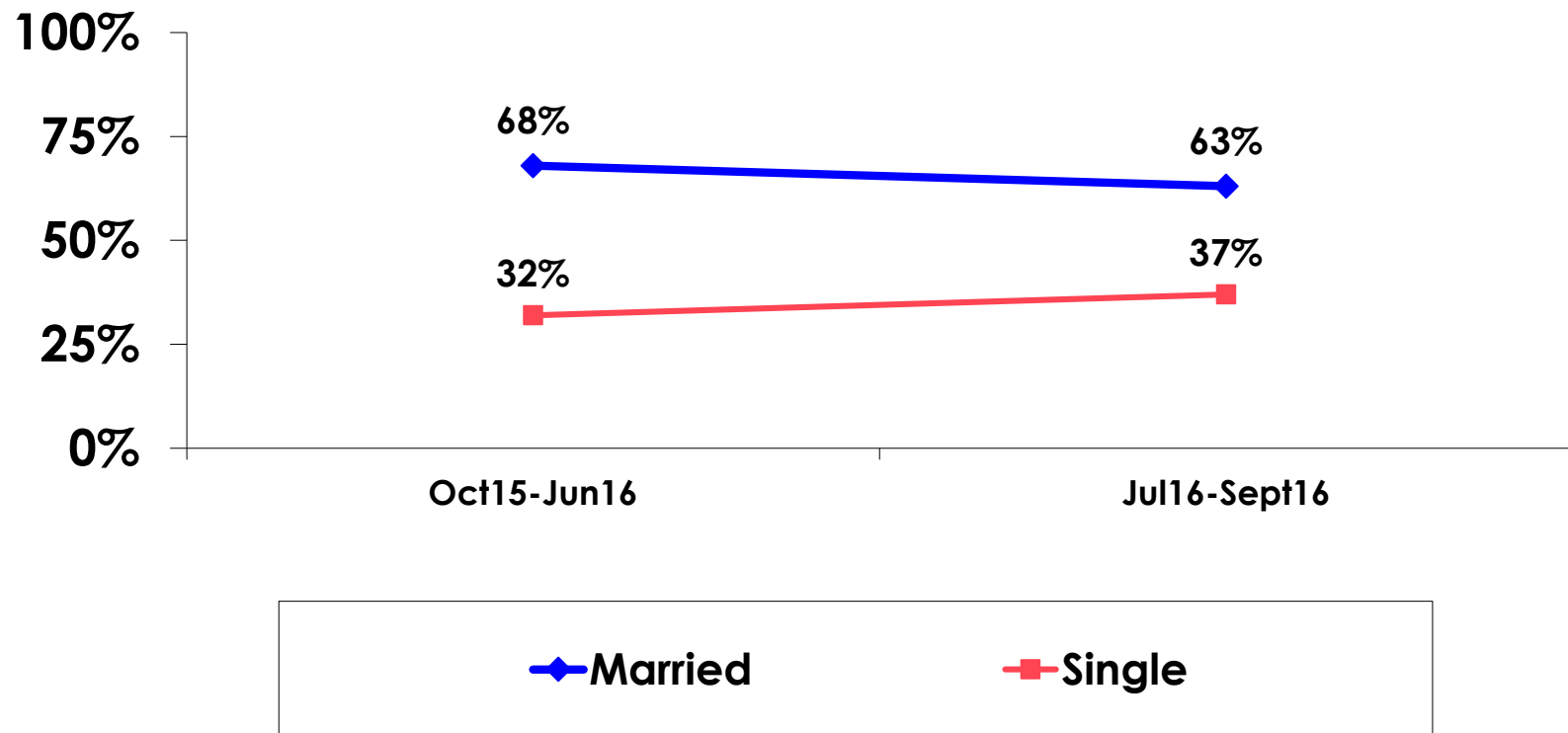
PROFILE OF RESPONDENTS

Marital Status - Overall

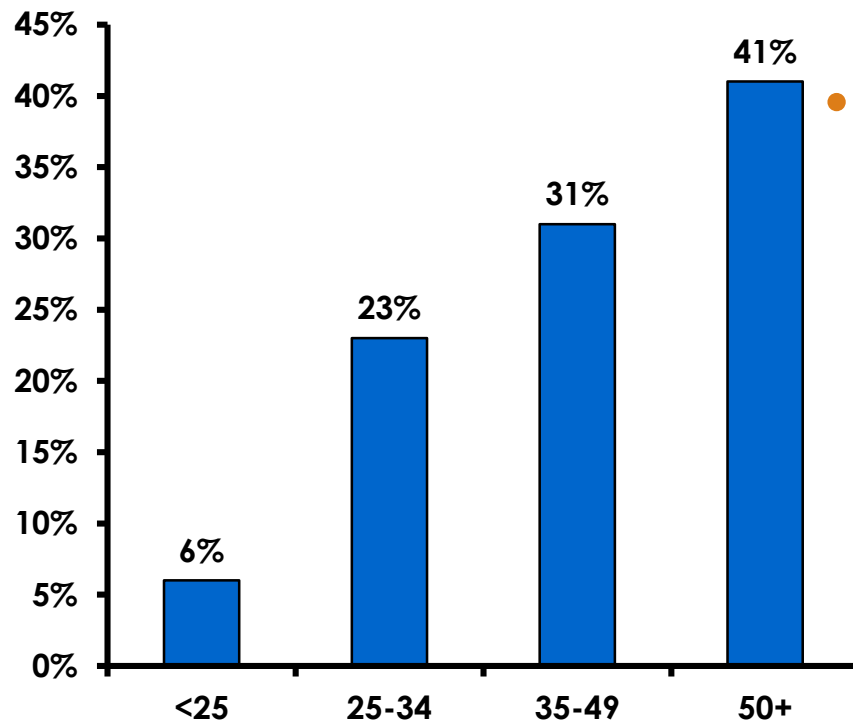


- Majority of visitors are married.

MARITAL STATUS

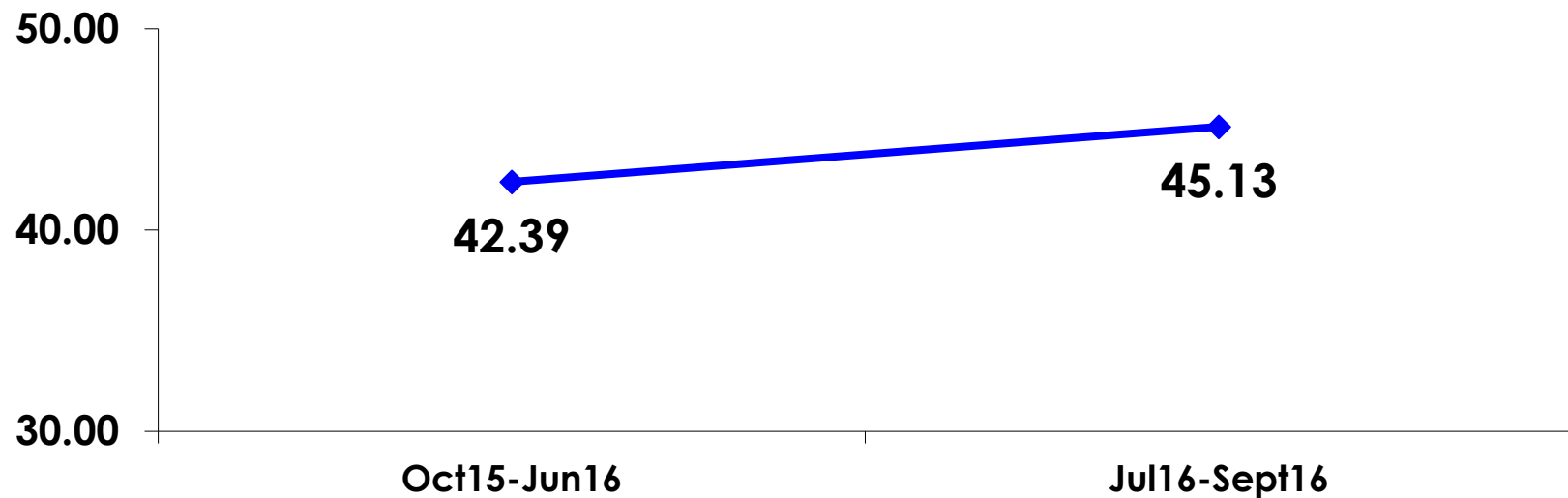


Age - Overall

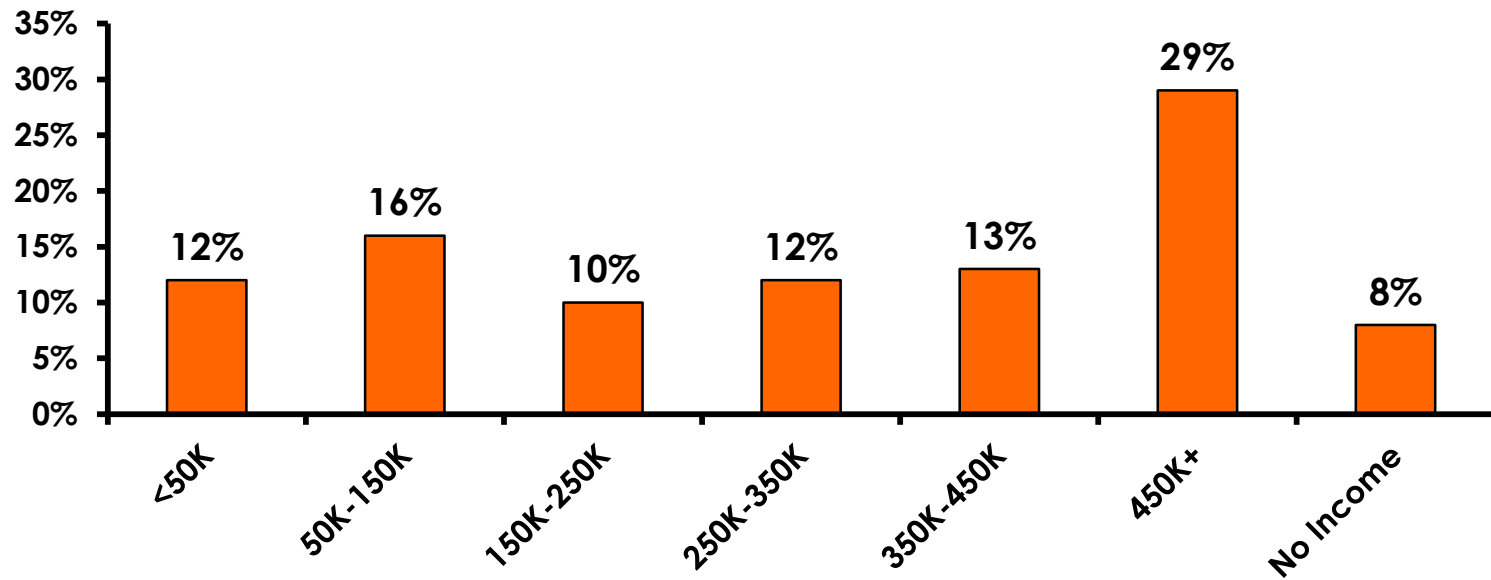


- The average age of the respondents is 45.13 years of age.

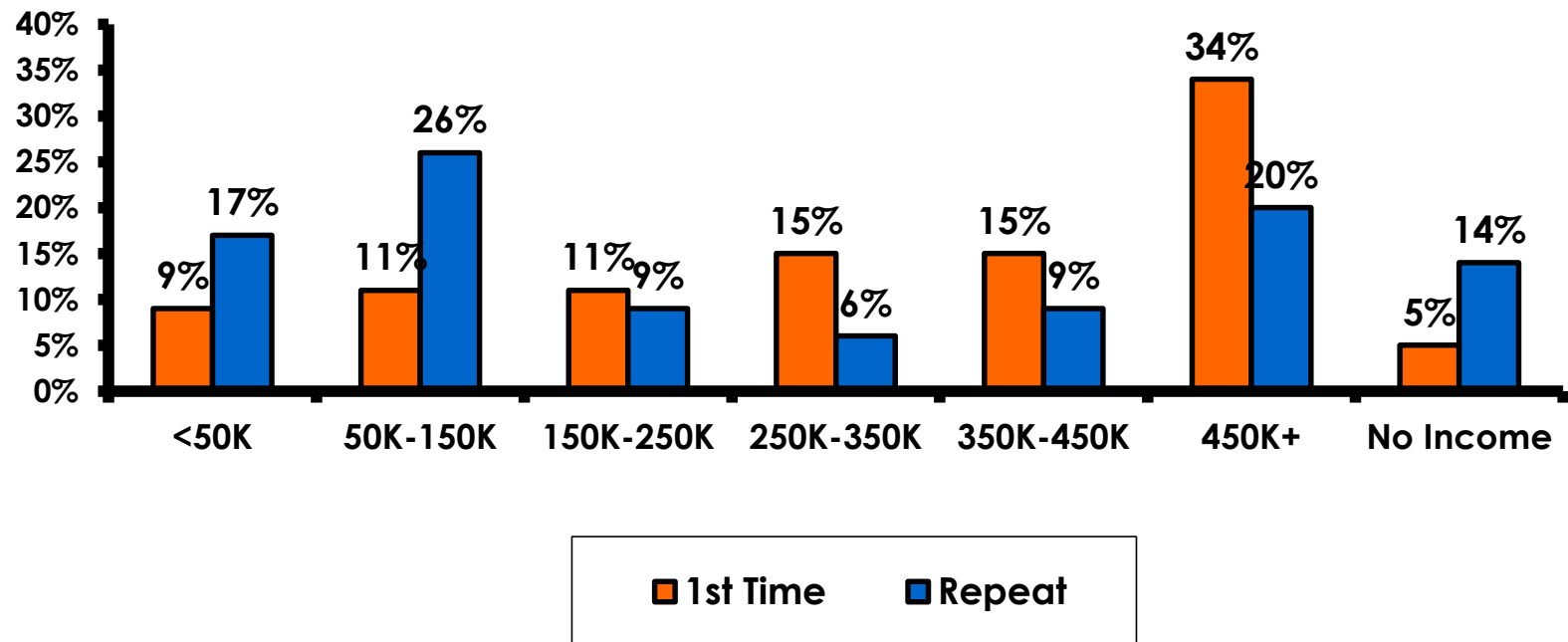
AVERAGE - AGE



Personal Income



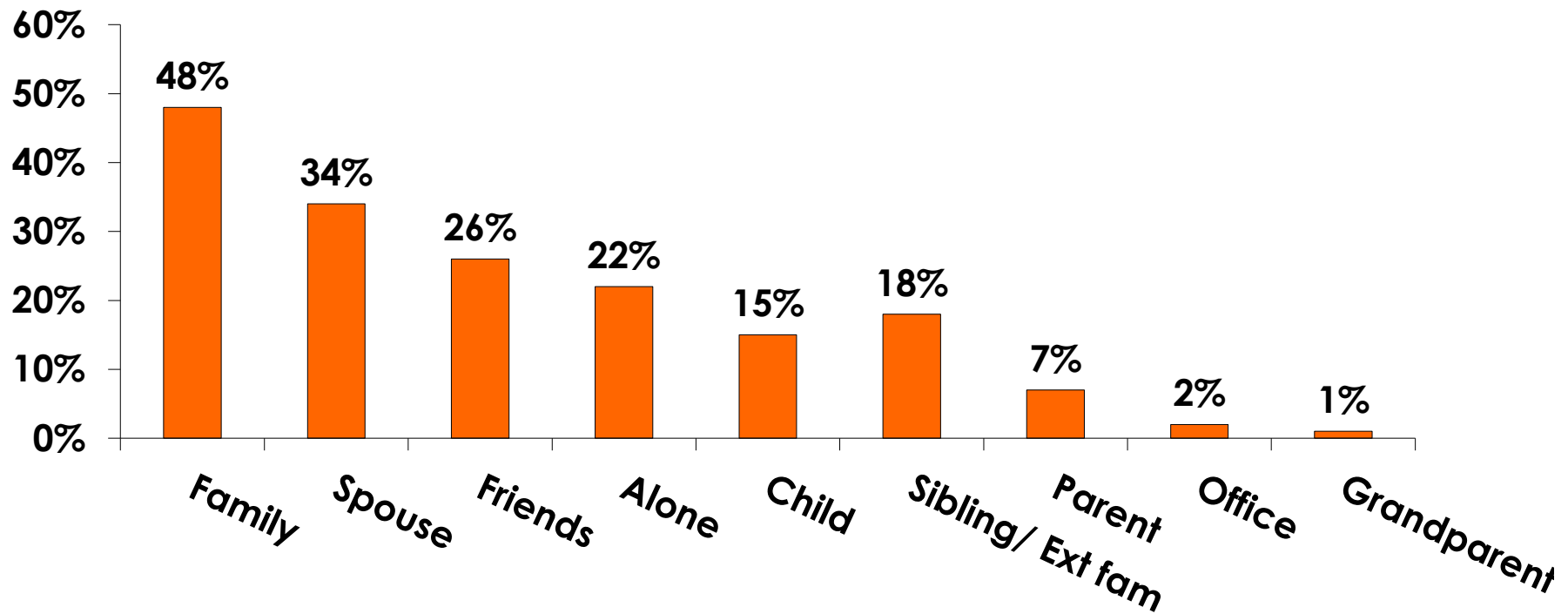
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<=50K	Count	12	6	6	1	4	2	5
		Column N %	12%	12%	12%	20%	17%	6%	13%
	50K-150K	Count	16	6	10	1	2	4	9
		Column N %	16%	12%	20%	20%	9%	13%	23%
	150K-250K	Count	10	5	5		4	3	3
		Column N %	10%	10%	10%		17%	10%	8%
	250K-350K	Count	12	7	5		2	3	7
		Column N %	12%	14%	10%		9%	10%	18%
	350K-450K	Count	13	5	8		2	4	7
		Column N %	13%	10%	16%		9%	13%	18%
	450K+	Count	29	17	12	2	7	14	6
		Column N %	29%	33%	24%	40%	30%	45%	15%
	No Income	Count	8	5	3	1	2	1	3
		Column N %	8%	10%	6%	20%	9%	3%	8%
	Total	Count	100	51	49	5	23	31	40

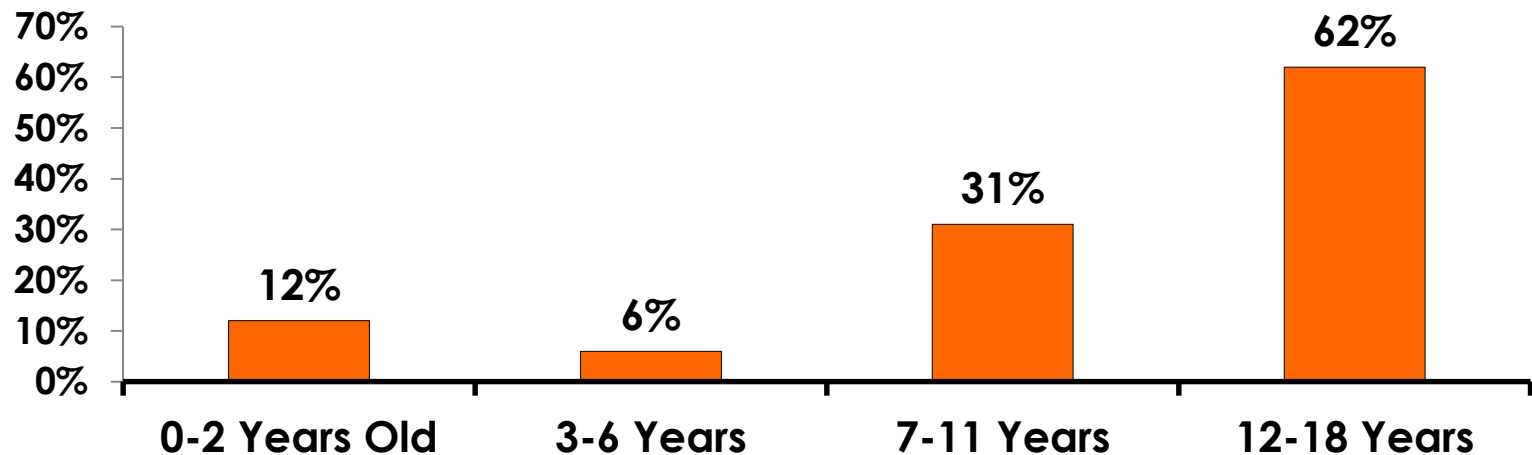
Travel Companions



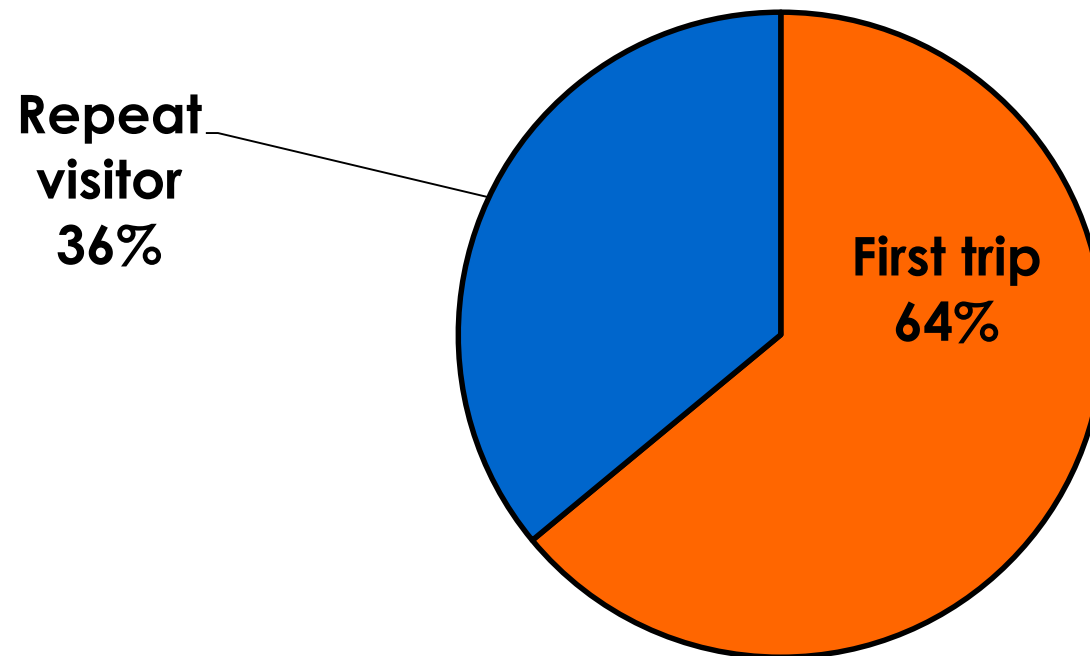
Number of Children Travel Party

N=16 total respondents traveling with children.

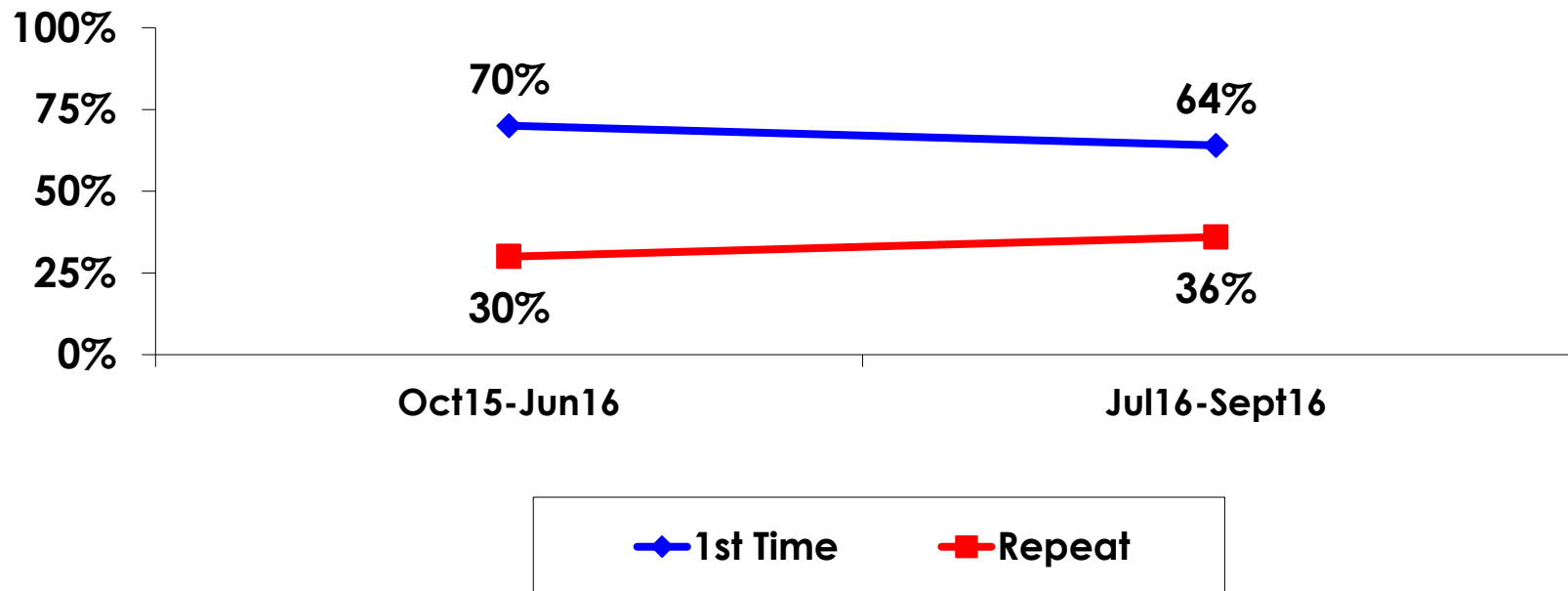
(Of those N=16 respondents, there is a total of 20 children 18 years or younger)



Prior Trips to Guam



PRIOR TRIPS TO GUAM

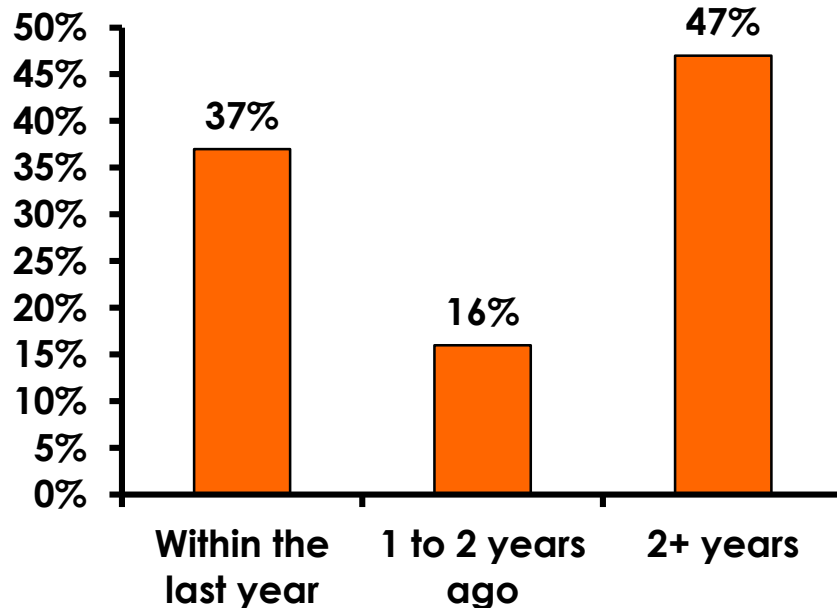


Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
			-	1st	Repeat
GENDER	Male	Count	53	37	16
		Column N %	50%	54%	42%
	Female	Count	54	32	22
		Column N %	50%	46%	58%
AGE	Total	Count	107	69	38
	18-24	Count	6	5	1
		Column N %	6%	7%	3%
	25-34	Count	24	14	10
		Column N %	23%	21%	26%
	35-49	Count	33	26	7
		Column N %	31%	38%	18%
	50+	Count	43	23	20
		Column N %	41%	34%	53%
	Total	Count	106	68	38

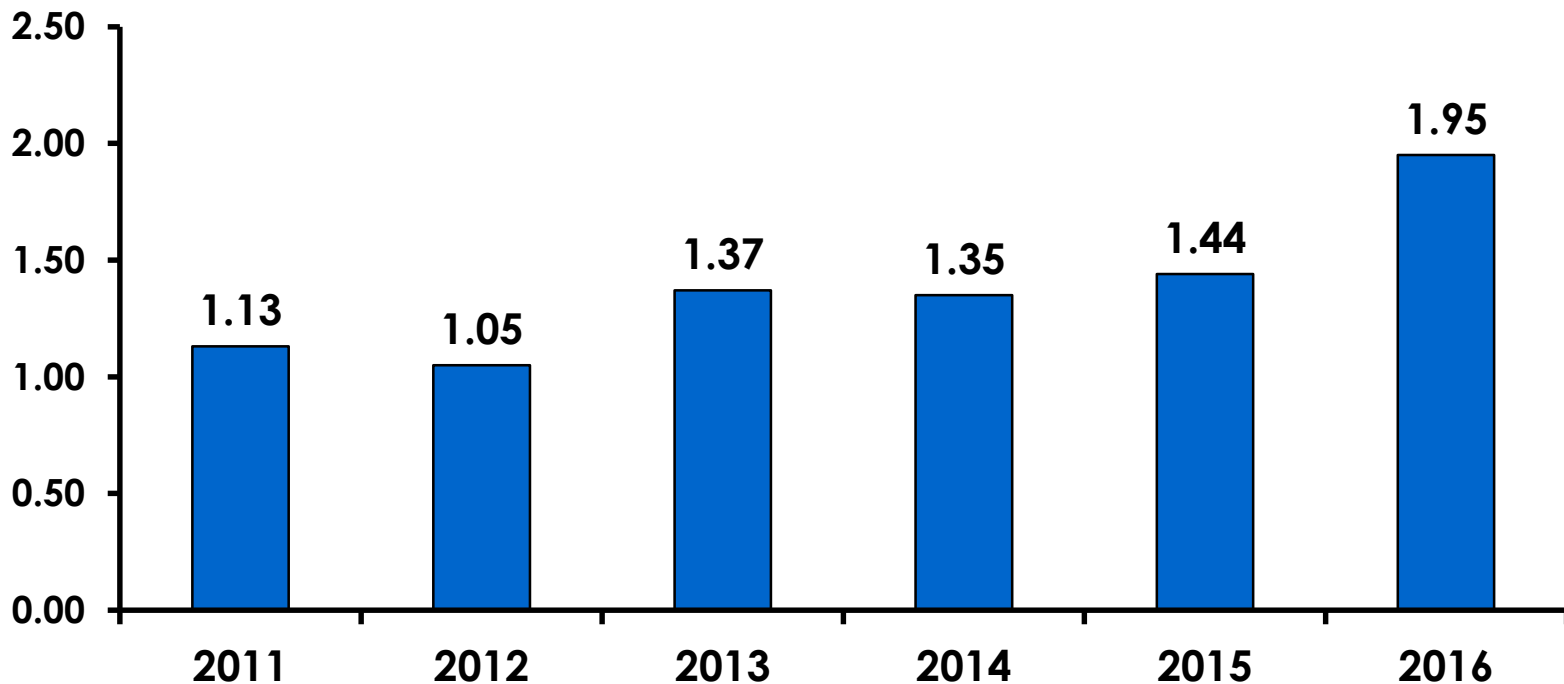
Repeat Visitors Last Trip

n = 38



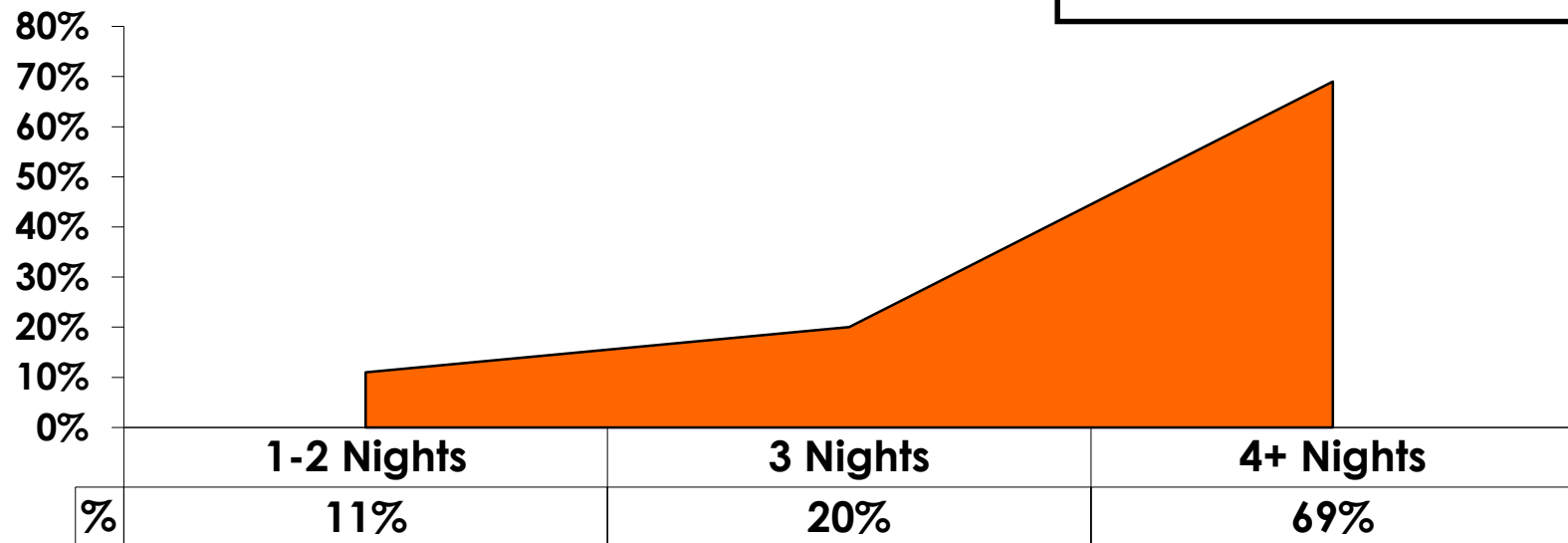
- The average repeat visitor has been to Guam 3.29 times.

Average Number Overnight Trips (2011-2016) (2 nights or more)

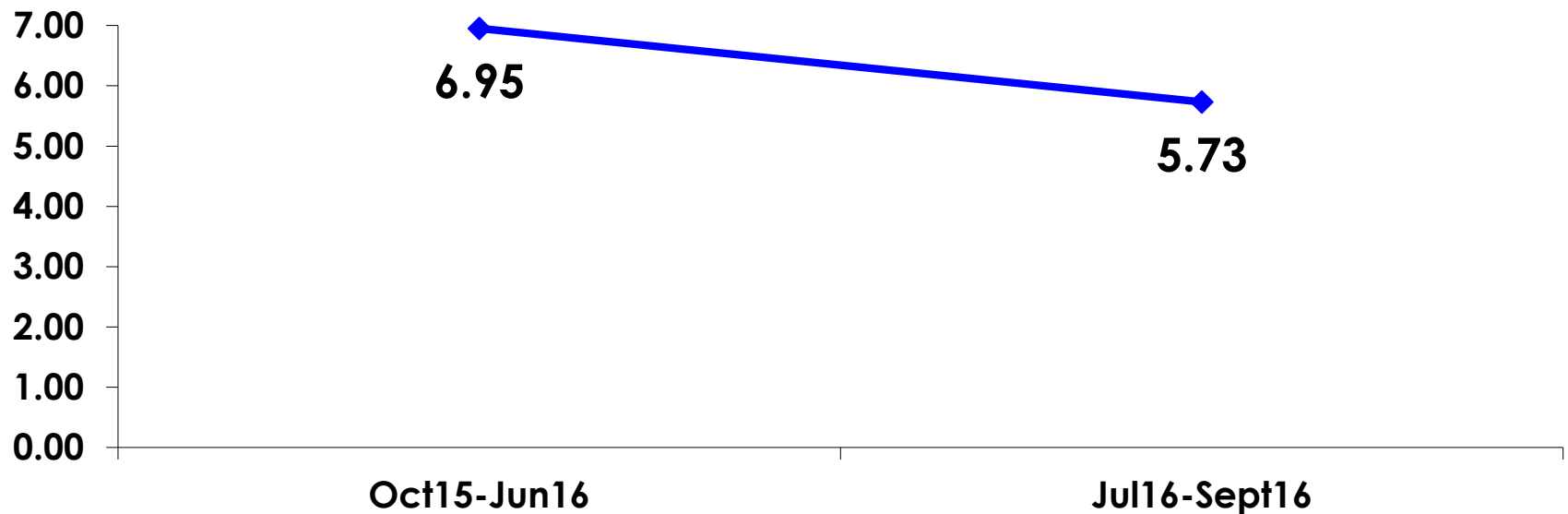


Length of Stay

Mean = 5.73 Days
Median = 4.0 Days



AVG LENGTH OF STAY

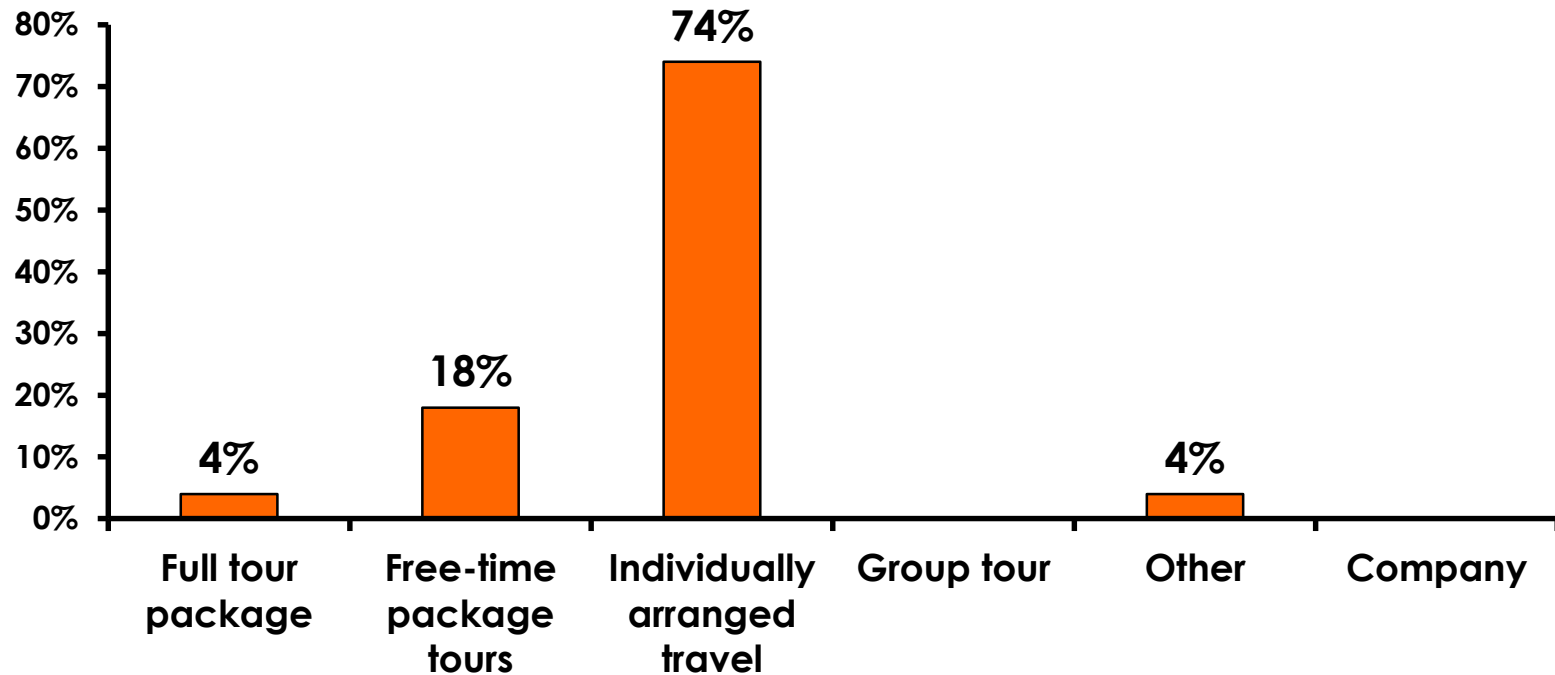


Occupation by Income

		TOTAL	Q26						
		-	<=50K	50K-150K	150K-250K	250K-350K	350K-450K	450K+	No Income
Q25	Self-employed	27%	33%	47%	20%	42%	8%	29%	
	Private: Manager	13%		7%	10%		15%	29%	
	Retired	12%	8%	20%	10%	17%	8%	4%	29%
	Professional/ Specialist	9%	8%	7%	10%	25%	8%	4%	14%
	Teacher	7%	17%		30%		15%		
	Private: Office/ non-mgr	6%	8%		10%		8%	11%	
	Other	4%				8%	15%	4%	
	Student	3%	8%						14%
	Homemaker	3%		7%	10%				14%
	Private: Exec	3%						11%	
	Private: Sales	3%		7%			8%	4%	
	Unemployed	2%							29%
	Skilled worker	2%		7%		8%			
	Govt: Manager	2%					8%	4%	
	Govt: Office/ Non-mgr	2%					8%		
	Private: Engineer	2%	17%						
	Govt: Executive	1%						4%	
	Total	Count	102	12	15	10	12	13	28

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

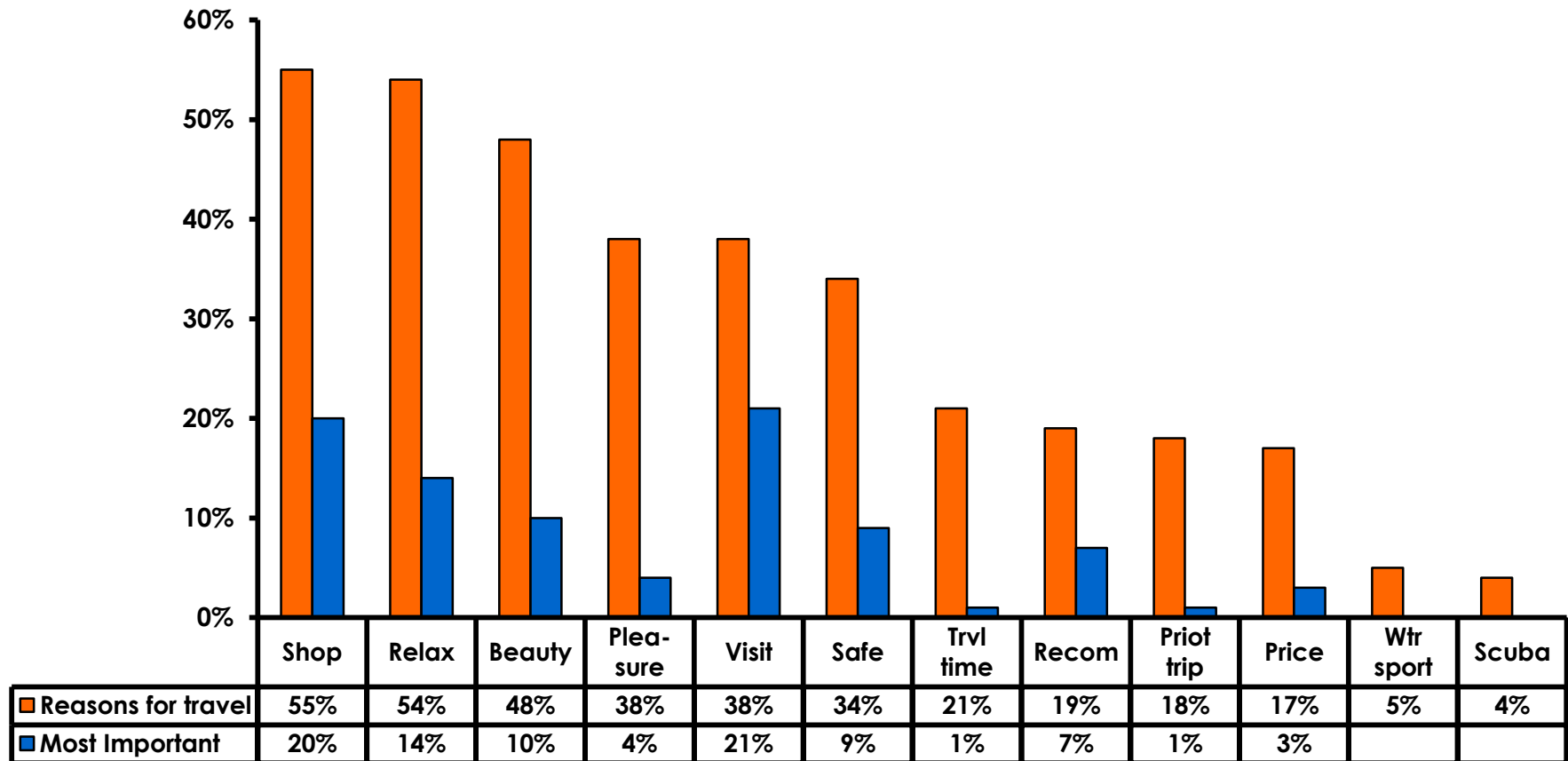


Accommodation by Income

Average length of stay: 5.73 days

		TOTAL	Q26						
		-	<=50K	50K-150K	150K-250K	250K-350K	350K-450K	450K+	No Income
Q9	Home stay/ friend/ relative	25%	42%	50%	20%	17%	8%	10%	38%
	Tumon Bay Capital Hotel	9%	17%	13%		8%	8%	10%	13%
	Holiday Resort Guam	8%		6%	10%	8%		17%	
	Guam Plaza Hotel	8%					23%	10%	
	Other	5%		6%	10%			7%	13%
	Days Inn (Maite)	5%	8%		10%	8%	8%		13%
	Westin Resort Guam	5%	17%			8%		3%	
	Guam Reef & Olive Spa	5%		6%				14%	
	Pacific Bay Hotel	4%				17%	8%		13%
	Outrigger Guam Resort	4%	8%				8%	7%	
	Days Inn (Tamuning)	3%				17%		3%	
	Hilton Guam Resort	3%			10%	8%		3%	
	Royal Orchid Guam	3%			10%		15%		
	Oceanview Hotel	3%		6%			8%	3%	
	Bayview Hotel	3%		6%	10%		8%		
	Hotel Santa Fe	2%		6%	10%				
	Apartment	2%						7%	
	Onward Beach Resort	1%					8%		
	Sheraton Laguna Guam	1%						8%	
	Grand Plaza Hotel	1%							13%
	Leo Palace Resort	1%	8%						
	Pacific Star Resort & Spa	1%			10%				
	PIC Club	1%						3%	
	Total	Count	106	12	16	10	12	13	29

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Visit friends/ family
- Shopping
- Relaxation

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	55%	50%	57%	64%	50%	53%	58%
	Relax	54%	67%	57%	70%	38%	60%	48%
	Natural beauty	48%	83%	52%	64%	29%	49%	46%
	Pleasure	38%	83%	30%	39%	36%	43%	33%
	Visit friends/ Relatives	38%	50%	35%	33%	43%	43%	33%
	Safe	34%	33%	17%	39%	40%	42%	27%
	Short travel time	21%	50%	9%	24%	21%	28%	13%
	Recomm- friend/family/trvl agnt	19%	17%	22%	21%	17%	26%	12%
	Previous trip	18%		17%	15%	24%	21%	15%
	Price	17%	33%	9%	18%	19%	23%	12%
	Other	9%	17%	4%	9%	10%	8%	10%
	Water sports	5%		9%	9%		8%	2%
	Scuba	4%		4%	6%	2%	4%	4%
	Company/ Business Trip	3%			6%	2%	4%	2%
	Organized sports	2%		4%	3%		2%	2%
	Honeymoon	2%		4%	3%		2%	2%
	Convention/ Trade/ Conference	2%		4%	3%			4%
	Company Sponsored	2%			6%		2%	2%
	Married/ Attn wedding	1%		4%				2%
	Golf	1%		4%				2%
	Total Count	105	6	23	33	42	53	52

Motivation by Income

		TOTAL	Q26						
		-	<=50K	50K-150K	150K-250K	250K-350K	350K-450K	450K+	No Income
Q5A	Shopping	55%	55%	50%	33%	42%	62%	69%	63%
	Relax	54%	36%	56%	33%	58%	46%	72%	63%
	Natural beauty	48%	55%	44%	67%	25%	62%	45%	38%
	Pleasure	38%	36%	44%	11%	33%	15%	55%	38%
	Visit friends/ Relatives	38%	64%	56%	22%	25%	23%	28%	63%
	Safe	34%	36%	56%	22%	8%	62%	28%	38%
	Short travel time	21%	27%	25%		8%	8%	38%	25%
	Recomm- friend/family/trvl agnt	19%	27%	6%	11%	17%	8%	24%	50%
	Previous trip	18%	36%	13%	22%	8%	23%	14%	38%
	Price	17%	18%	19%	22%	17%	15%	14%	38%
	Other	9%	9%	6%		8%	8%	17%	
	Water sports	5%			22%			7%	13%
	Scuba	4%		6%	11%		8%	3%	
	Company/ Business Trip	3%	9%				8%	3%	
	Organized sports	2%						3%	13%
	Honeymoon	2%						7%	
	Convention/ Trade/ Conference	2%					8%	3%	
	Company Sponsored	2%	9%				8%		
	Married/ Attn wedding	1%		6%					
	Golf	1%						3%	
Total	Count	105	11	16	9	12	13	29	8

SECTION 3 **EXPENDITURES**

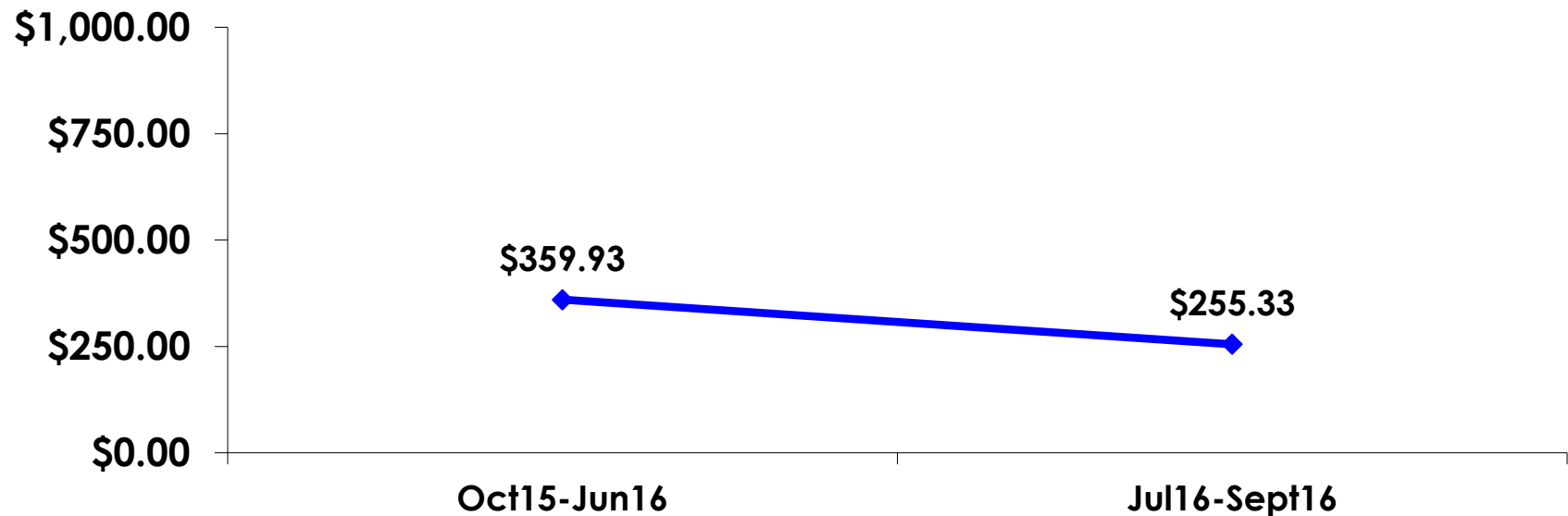
Prepaid Expenditures

Peso Varies/US\$1

- \$432.94 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$2,565 = maximum (highest amount recorded for the entire sample)
- \$255.33 = overall mean average per person prepaid expenditures

PREPAID EXPENDITURES

Per Person



Breakdown of Prepaid Expenditures

Peso Varies=\$1

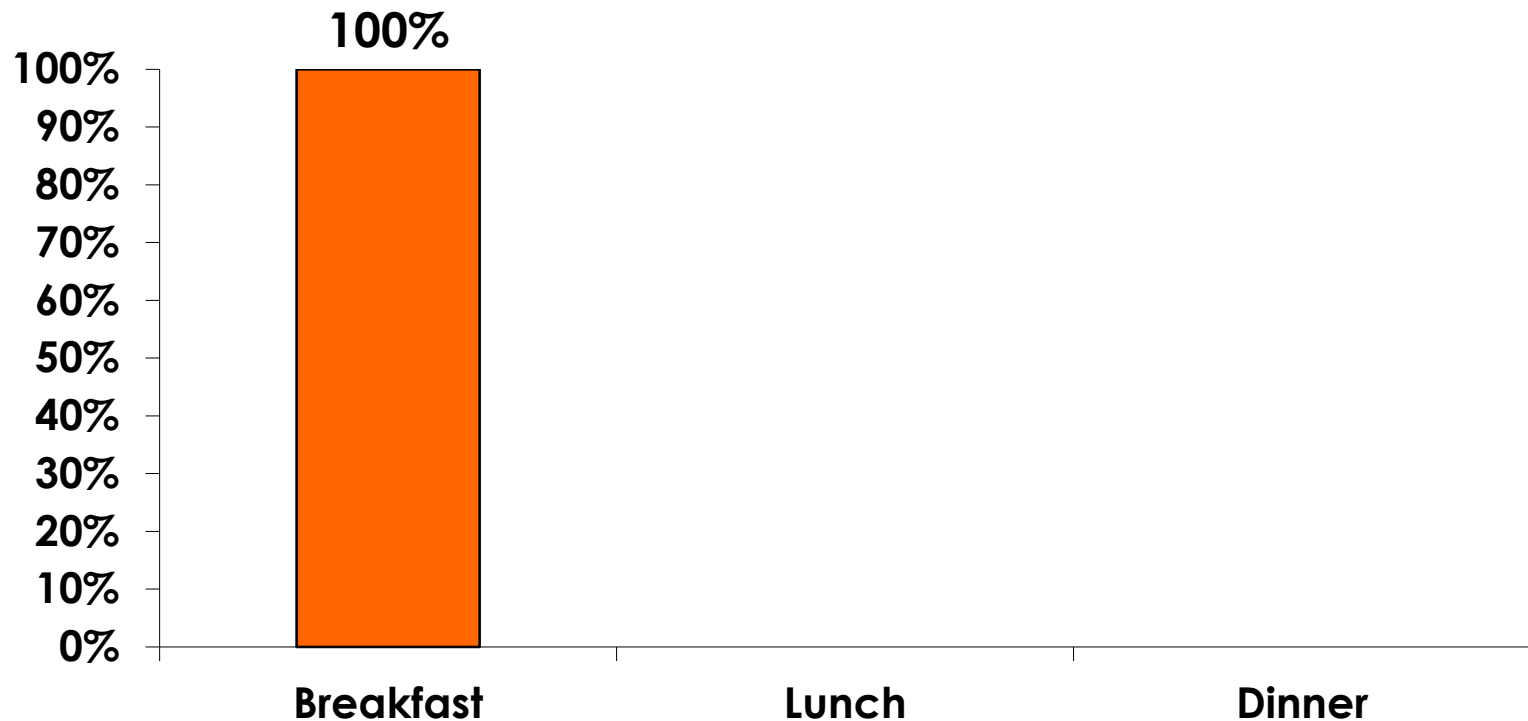
(Filter: Only those who responded/
Per Travel Party)

	MEAN \$
Air & Accommodation package only	\$668.76
Air & Accommodation w/ daily meal package	\$737.24
Air only	\$342.61
Accommodation only	\$446.47
Accommodation w/ daily meal only	\$224.45
Food & Beverages in Hotel	\$320.65
Ground transportation – P.I.	\$40.56
Ground transportation – Guam	\$165.88
Optional tours/ activities	\$10.69
Other expenses	\$342.80
Total Prepaid	\$432.94

PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n= 2

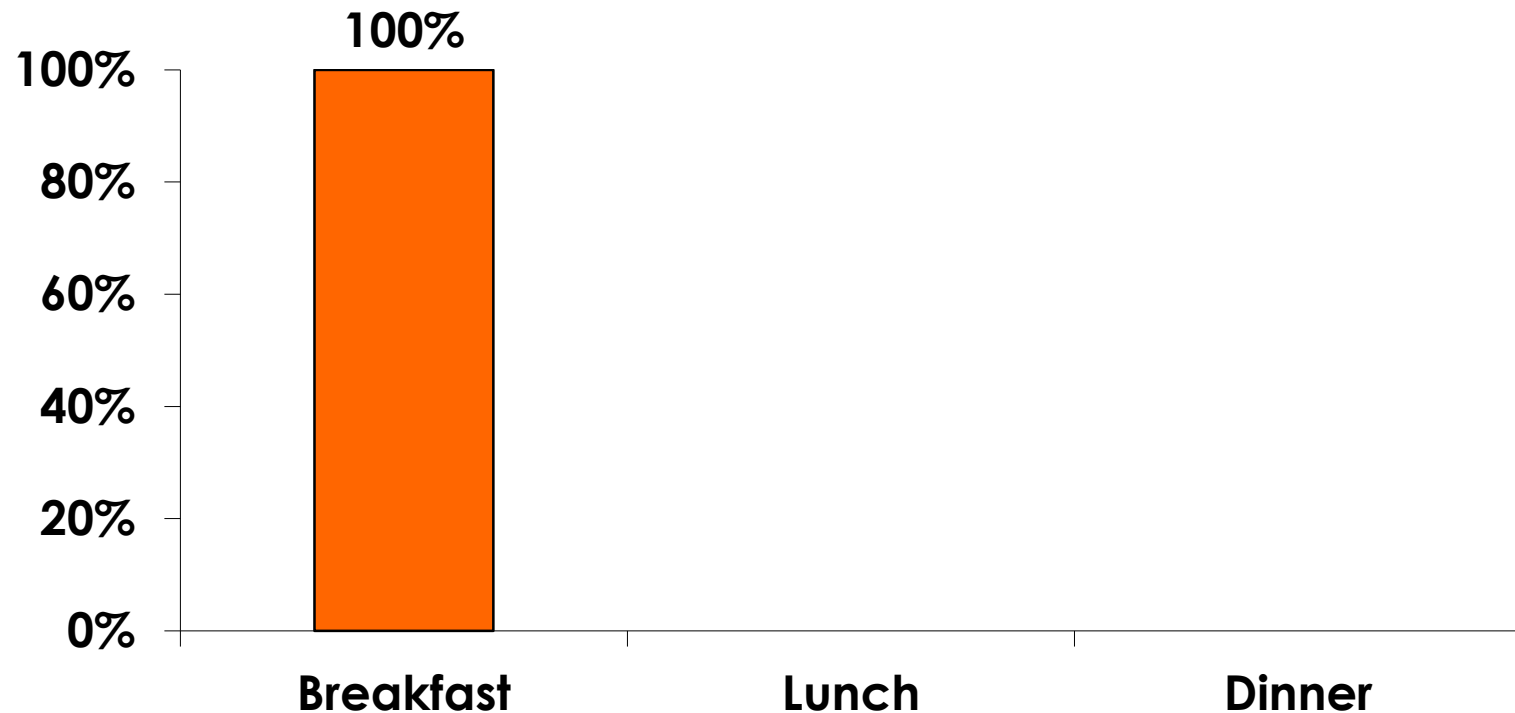


Mean=\$737.24 per travel party

PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

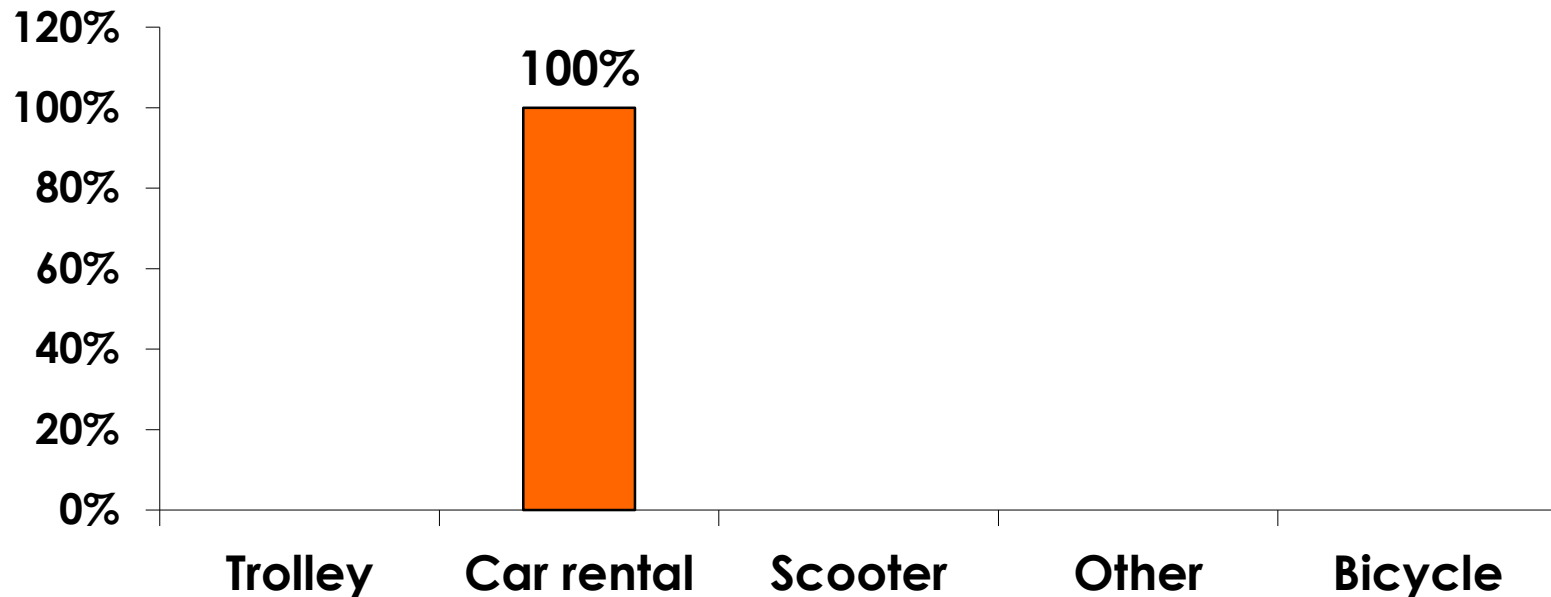
n= 2



Mean=\$224.45 per travel party

PREPAID GROUND TRANSPORTATION

n= 3



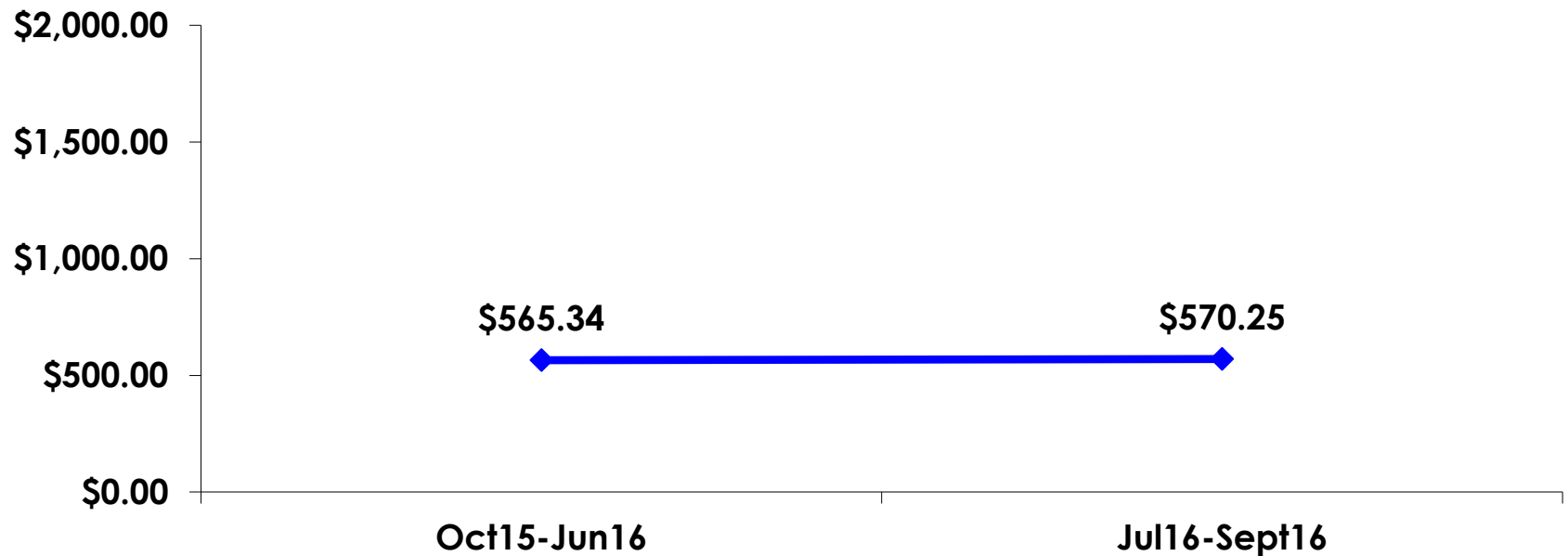
Mean=\$165.88 per travel party

On-Island Expenditures

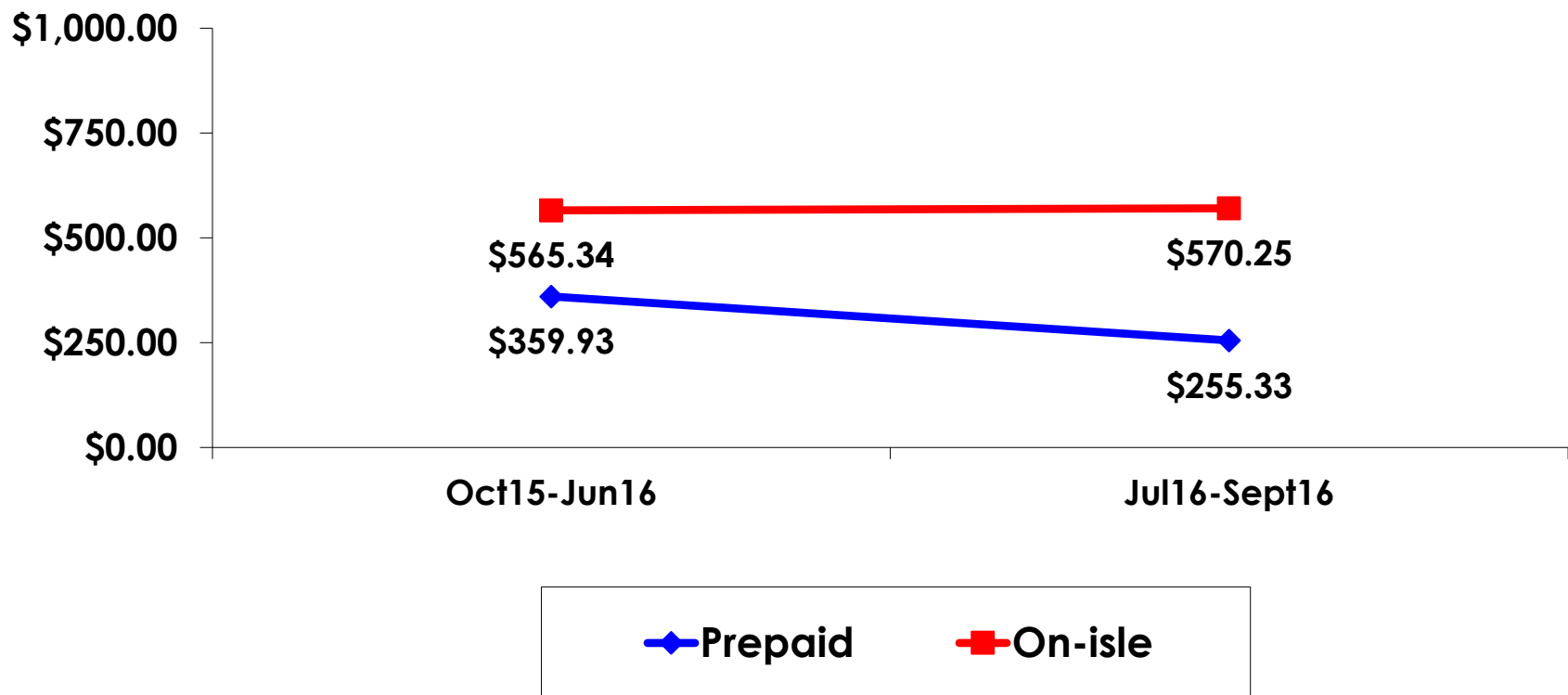
- \$890.57 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$7,000 = Maximum (highest amount recorded for the entire sample)
- \$570.25 = overall mean average per person on-island expenditure

ON-ISLAND EXPENDITURES

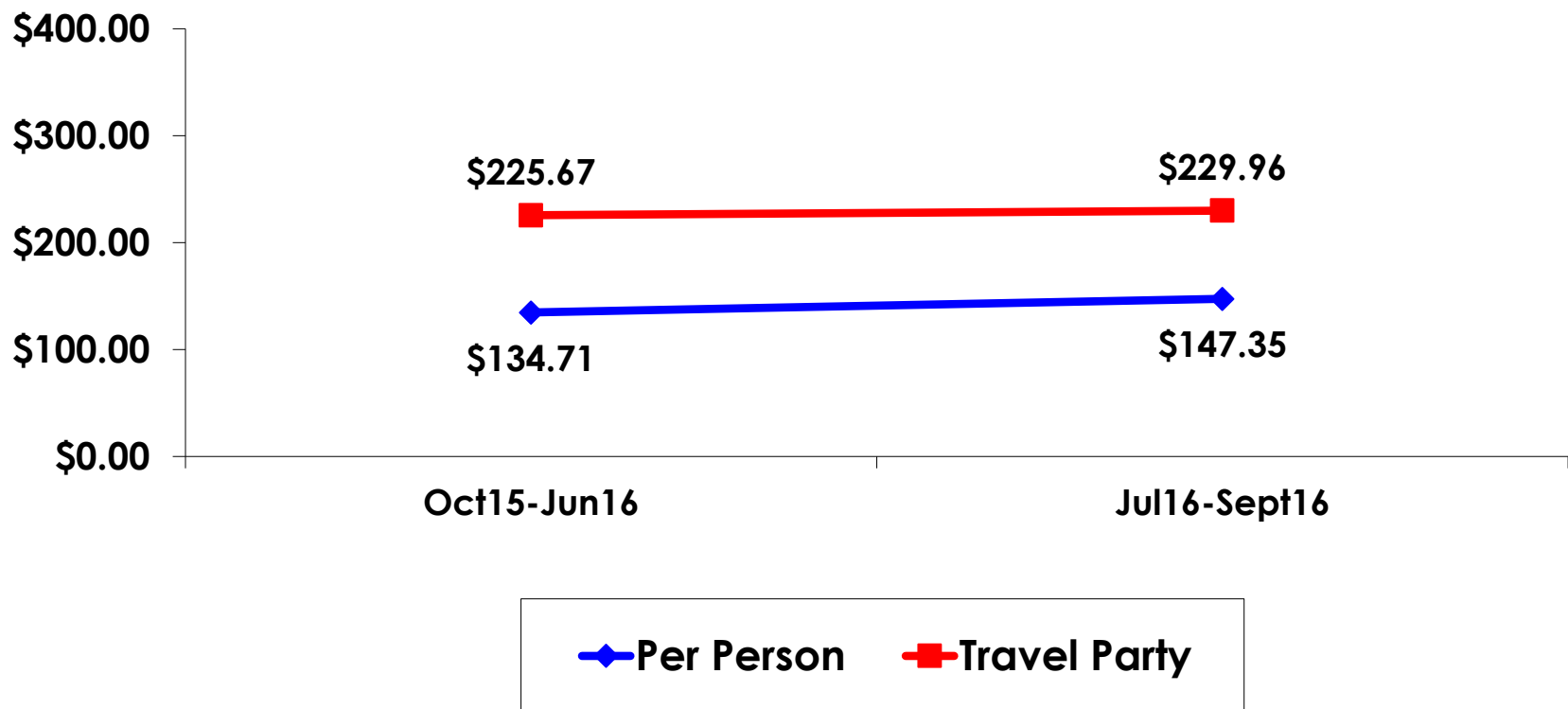
Per Person



PREPAID/ ON-ISLE EXPENDITURES – Per Person



ON-ISLE EXPENDITURES – Per DAY



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	\$570.25	\$486.50	\$652.45	\$400.00	\$577.73	\$496.80	\$442.24	\$452.17	\$753.46	\$904.33	\$477.98
	Median	\$450	\$427	\$463	\$480	\$500	\$490	\$300	\$450	\$500	\$500	\$463
	Minimum	\$0	\$0	\$0	\$200	\$0	\$0	\$0	\$407	\$0	\$0	\$0
	Maximum	\$3,550	\$1,750	\$3,550	\$520	\$1,200	\$1,087	\$1,750	\$500	\$2,500	\$3,550	\$1,875

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$17.45	\$18.96	\$15.96	\$75.00	\$25.00	\$11.82	\$9.93
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$107.22	\$153.26	\$62.04	\$125.00	\$35.83	\$86.97	\$162.63
	Median	\$0	\$0	\$0	\$100	\$0	\$10	\$0
F&B RESTRNT	Mean	\$66.36	\$80.30	\$52.69	\$202.50	\$60.42	\$88.79	\$35.02
	Median	\$0	\$0	\$0	\$83	\$0	\$0	\$0
OPT TOUR	Mean	\$25.50	\$15.62	\$35.20	\$55.00	\$16.79	\$30.85	\$22.74
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$186.80	\$183.92	\$189.63	\$240.00	\$153.83	\$318.03	\$101.42
	Median	\$40	\$85	\$0	\$185	\$29	\$100	\$0
GIFT- OTHER	Mean	\$158.16	\$165.91	\$150.56	\$141.67	\$114.71	\$234.39	\$129.88
	Median	\$0	\$0	\$0	\$125	\$0	\$100	\$0
TRANS	Mean	\$60.31	\$71.43	\$49.39	\$99.67	\$48.21	\$58.82	\$64.12
	Median	\$0	\$0	\$0	\$30	\$0	\$40	\$0
OTHER	Mean	\$268.76	\$239.89	\$297.09	\$100.00	\$480.42	\$174.24	\$252.95
	Median	\$0	\$0	\$0	\$0	\$8	\$0	\$25
TOTAL	Mean	\$890.57	\$929.30	\$852.56	\$1,038.83	\$935.21	\$1,003.91	\$778.70
	Median	\$520	\$700	\$500	\$667	\$548	\$800	\$500

On-Island Expenditures

First Timers & Repeaters

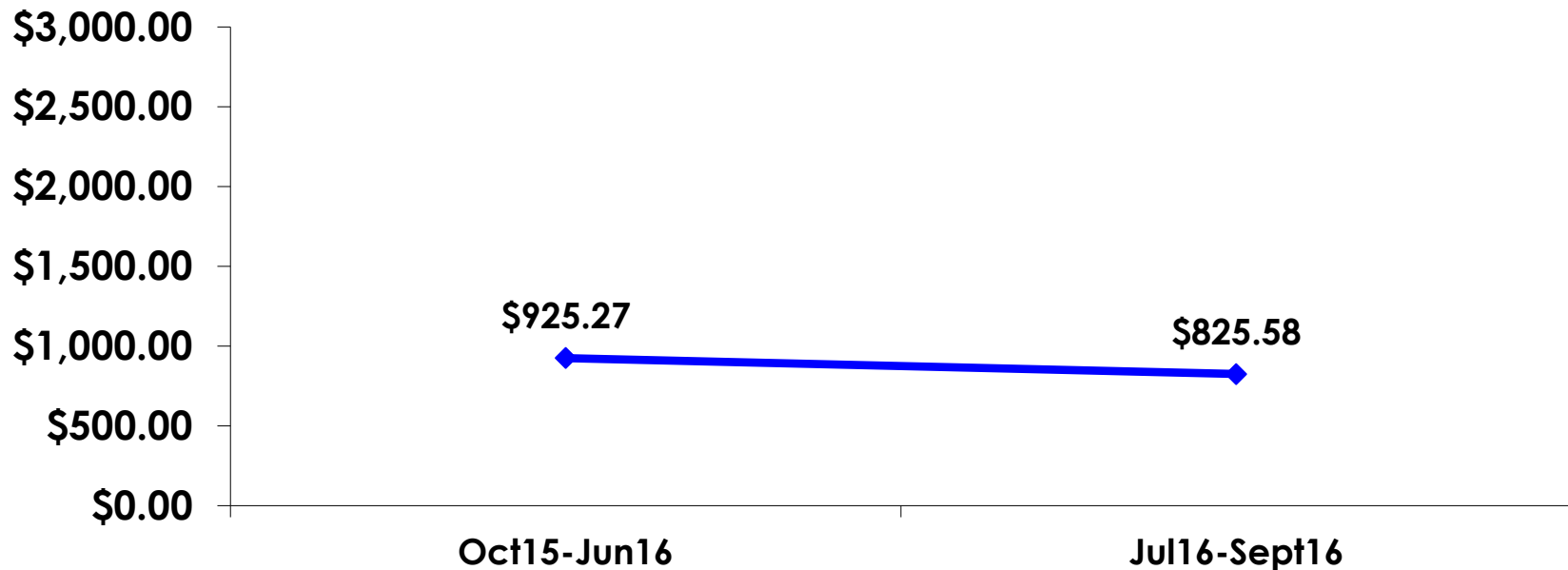
		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$17.45	\$17.78	\$16.84
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$107.22	\$104.17	\$112.76
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$66.36	\$65.80	\$67.39
	Median	\$0	\$0	\$0
OPT TOUR	Mean	\$25.50	\$27.96	\$21.05
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$186.80	\$187.07	\$186.32
	Median	\$40	\$70	\$0
GIFT- OTHER	Mean	\$158.16	\$134.75	\$200.66
	Median	\$0	\$0	\$0
TRANS	Mean	\$60.31	\$65.19	\$51.45
	Median	\$0	\$0	\$0
OTHER	Mean	\$268.76	\$236.26	\$327.76
	Median	\$0	\$0	\$0
TOTAL	Mean	\$890.57	\$838.99	\$984.24
	Median	\$520	\$520	\$548

Total Expenditures Per Person (Prepaid & On-Island)

- \$825.58 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$3,990 = Maximum (highest amount recorded for the entire sample)

TOTAL EXPENDITURES

Per Person

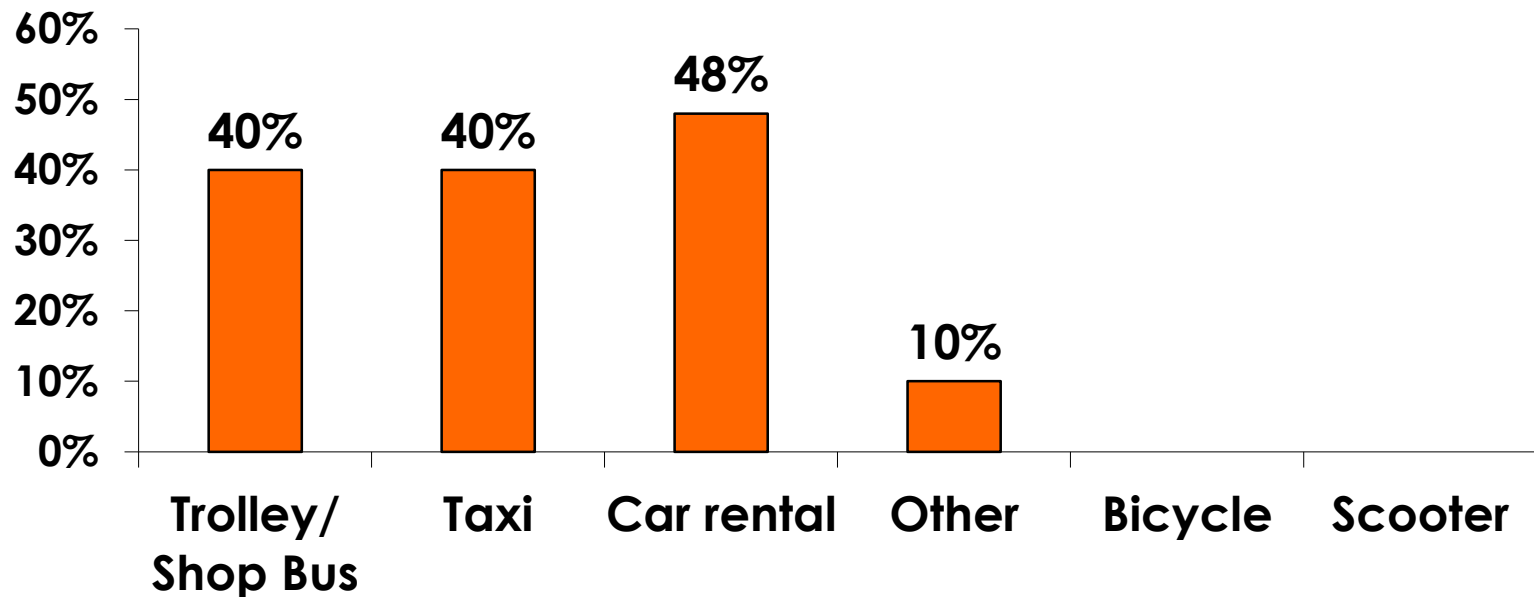


Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$17.45
Food & beverage in fast food restaurant/convenience store	\$107.22
Food & beverage at restaurants or drinking establishments outside a hotel	\$66.36
Optional tours and activities	\$25.50
Gifts/ souvenirs for yourself/companions	\$186.80
Gifts/ souvenirs for friends/family at home	\$158.16
Local transportation	\$60.31
Other expenses not covered	\$268.76
Average Total	\$890.57

Local Transportation

n= 42



Mean=\$60.31 per travel party

Guam Airport Expenditures

- \$73.80 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$1,215 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

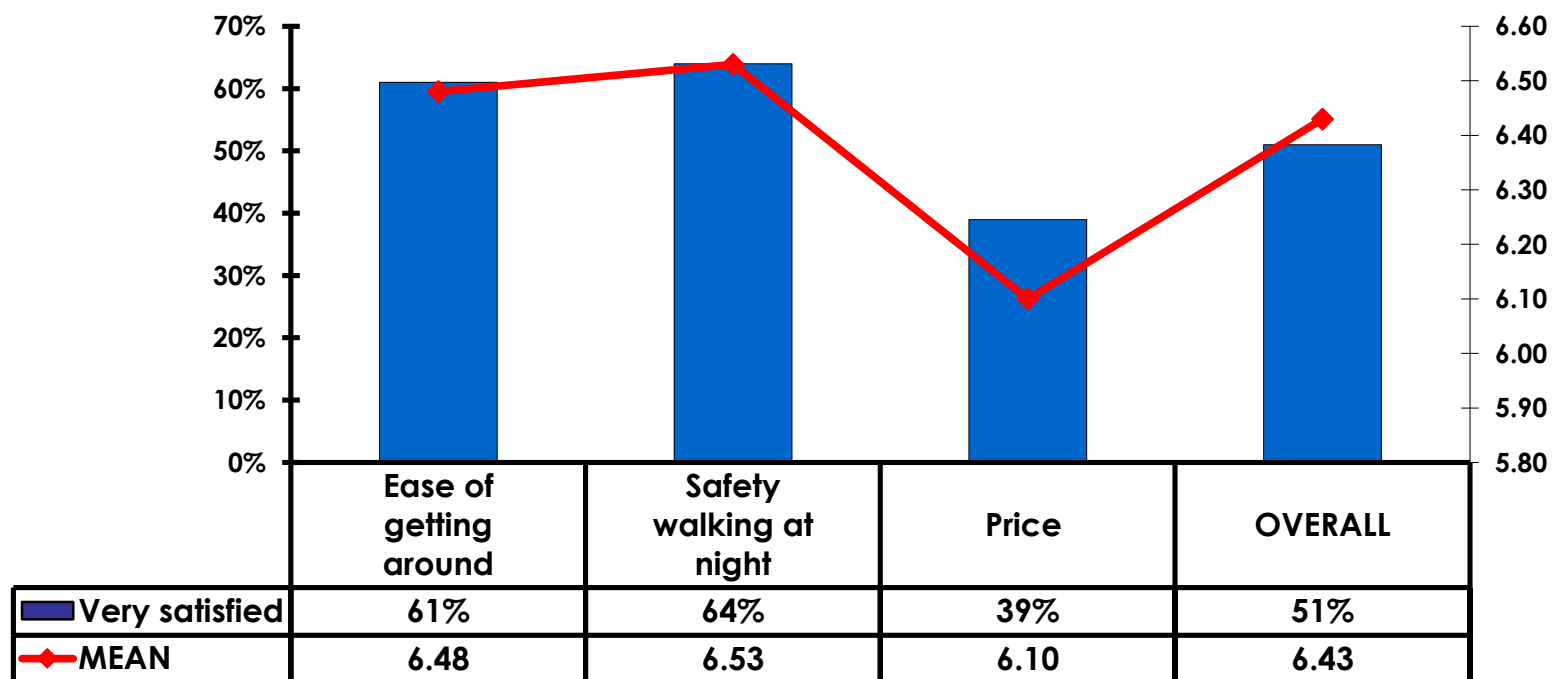
	MEAN \$
Food & Beverages	\$27.35
Gifts/Souvenirs Self	\$17.48
Gifts/Souvenirs Others	\$28.98
Total	\$73.80

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

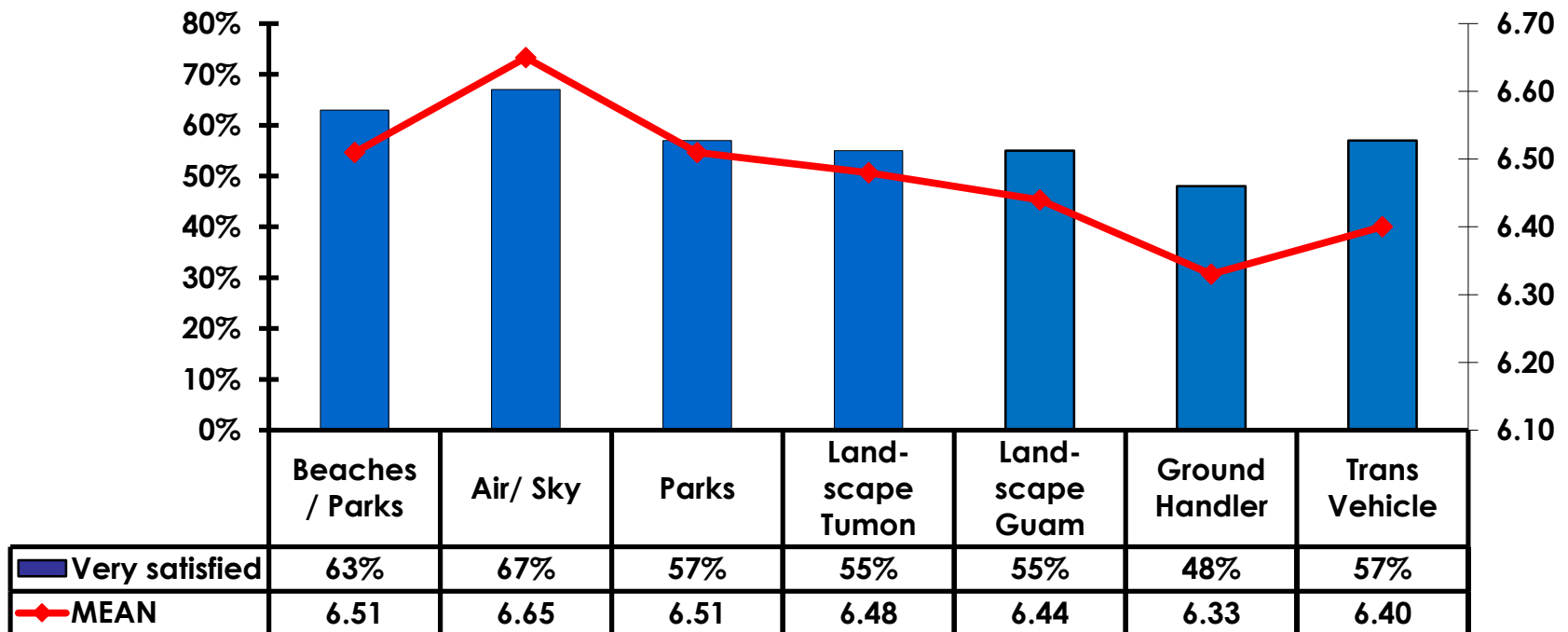
7=Very Satisfied/1=Very Dissatisfied



Satisfaction Quality/ Cleanliness

7pt Rating Scale

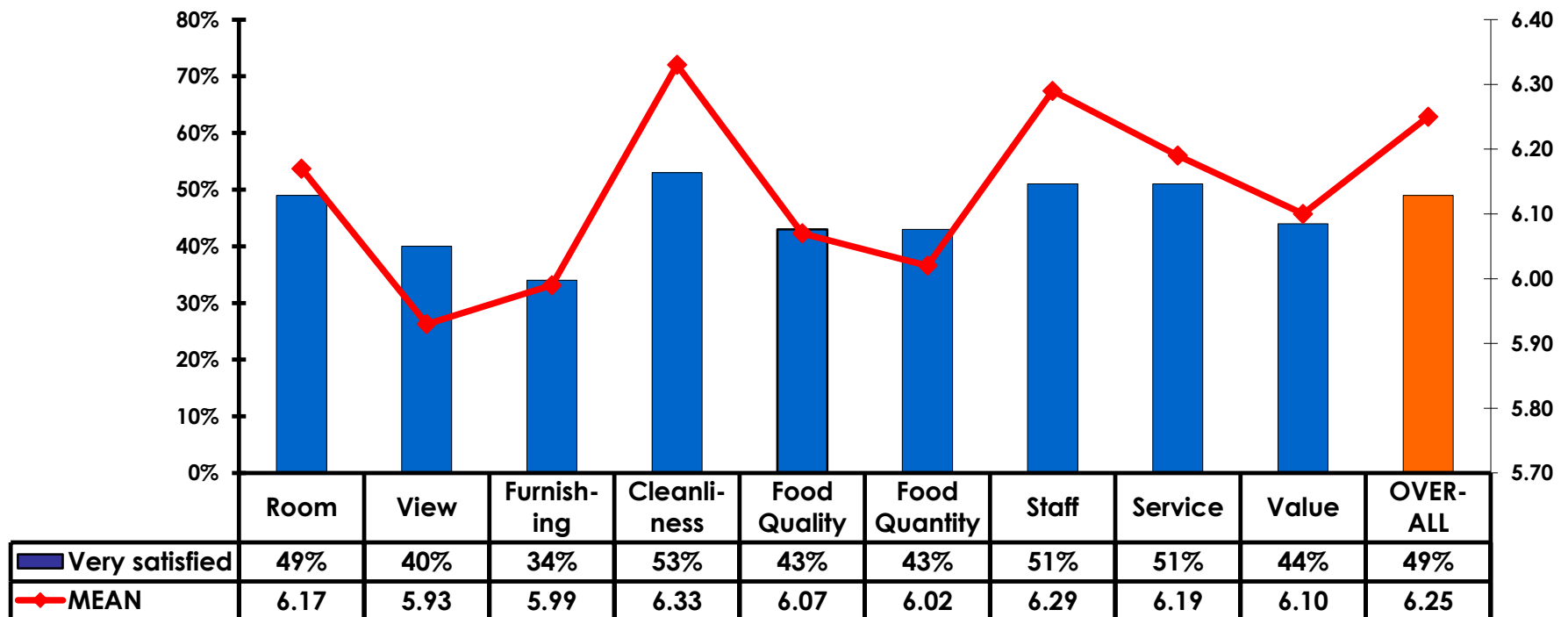
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

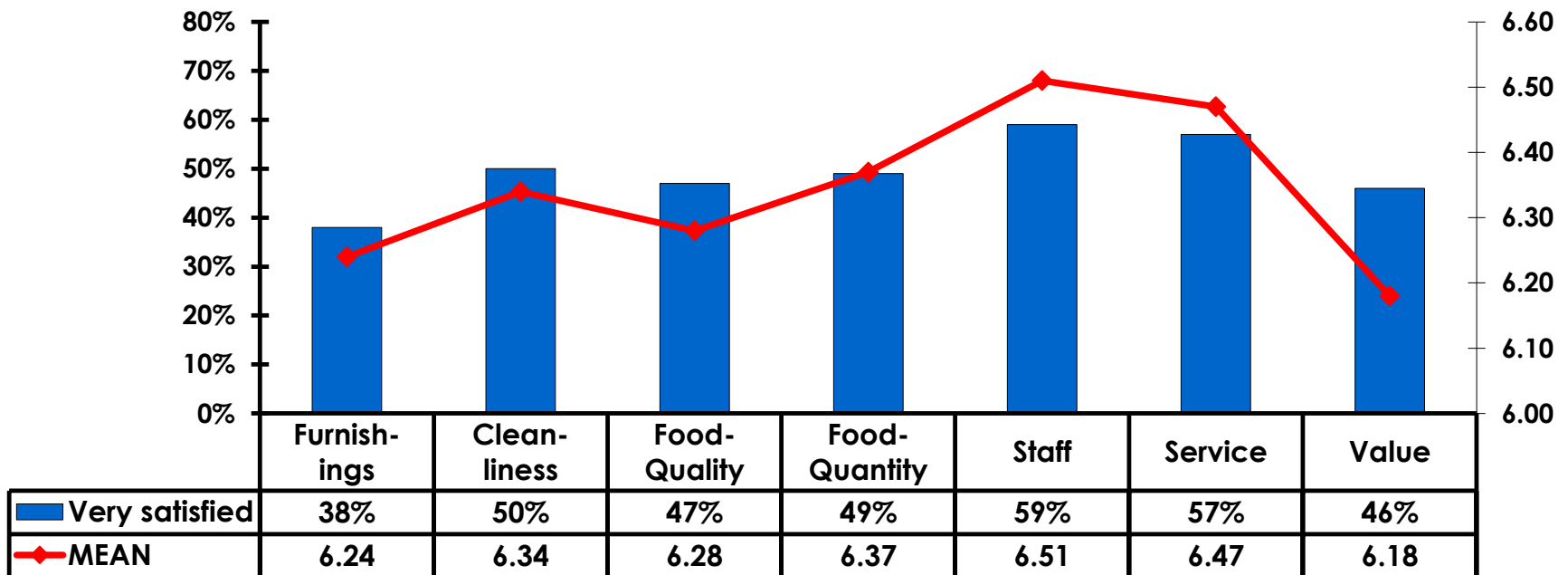
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

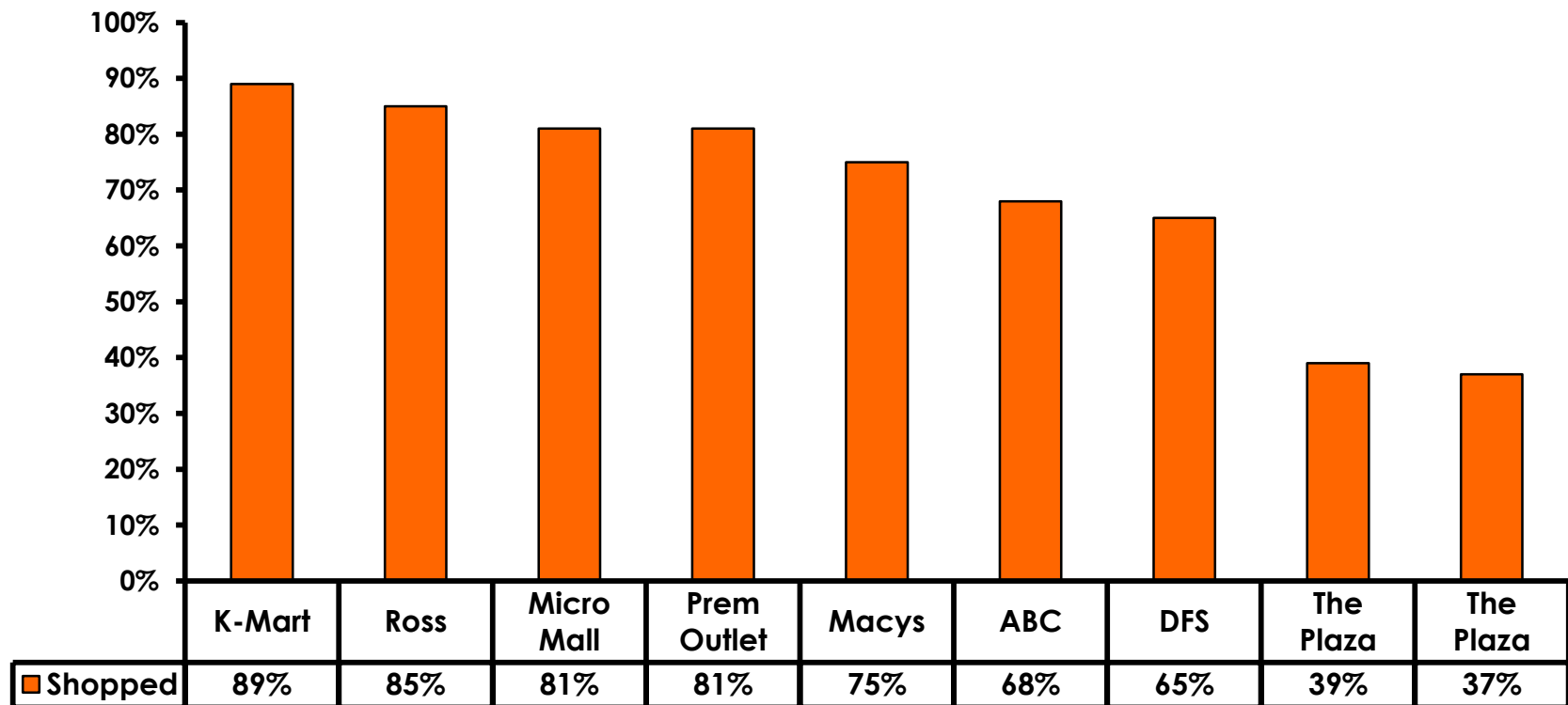
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



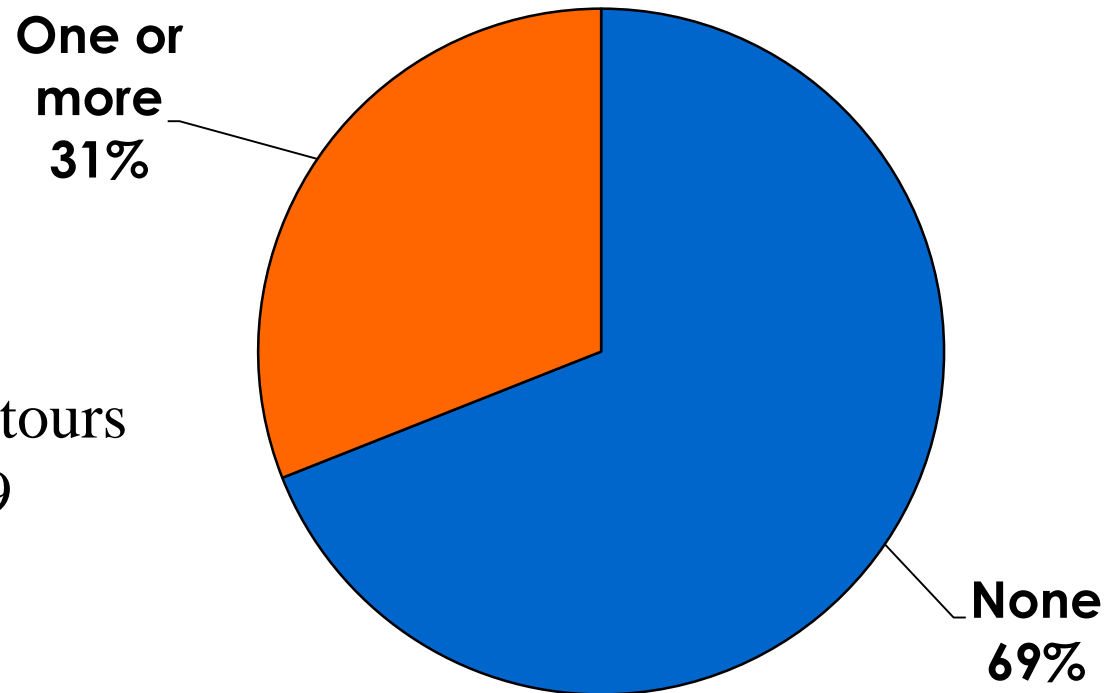
Satisfaction with Shopping

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 95%	Score of 6 to 7 = 87%
Score of 4 to 5 = 3%	Score of 4 to 5 = 13%
Score 1 to 3 = 2%	Score 1 to 3 = 0%
MEAN = 6.59	MEAN = 6.34

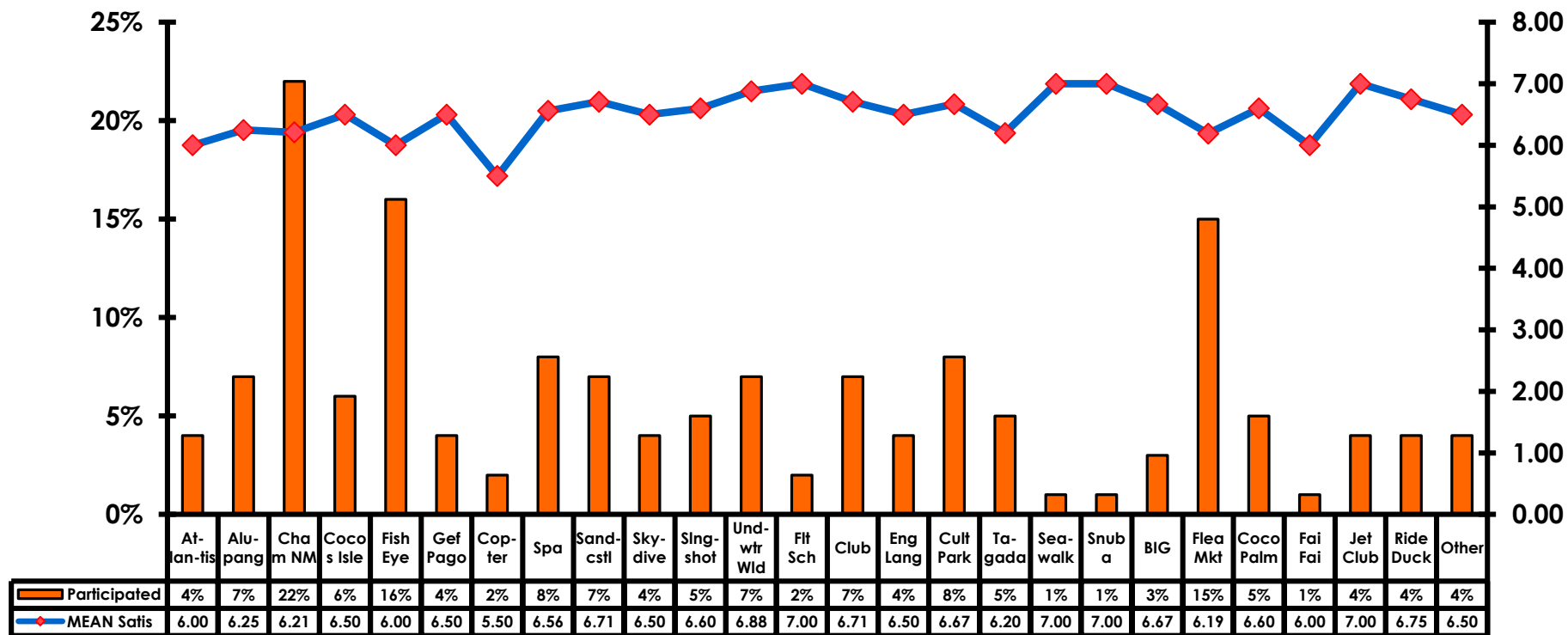
Optional Tour Participation



- Average number of tours participated in is .59

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 = 86%	Score of 6 to 7 = 85%
Score of 4 to 5 = 14%	Score of 4 to 5 = 13%
Score 1 to 3 = -%	Score 1 to 3 = 1%
MEAN = 6.34	MEAN = 6.25

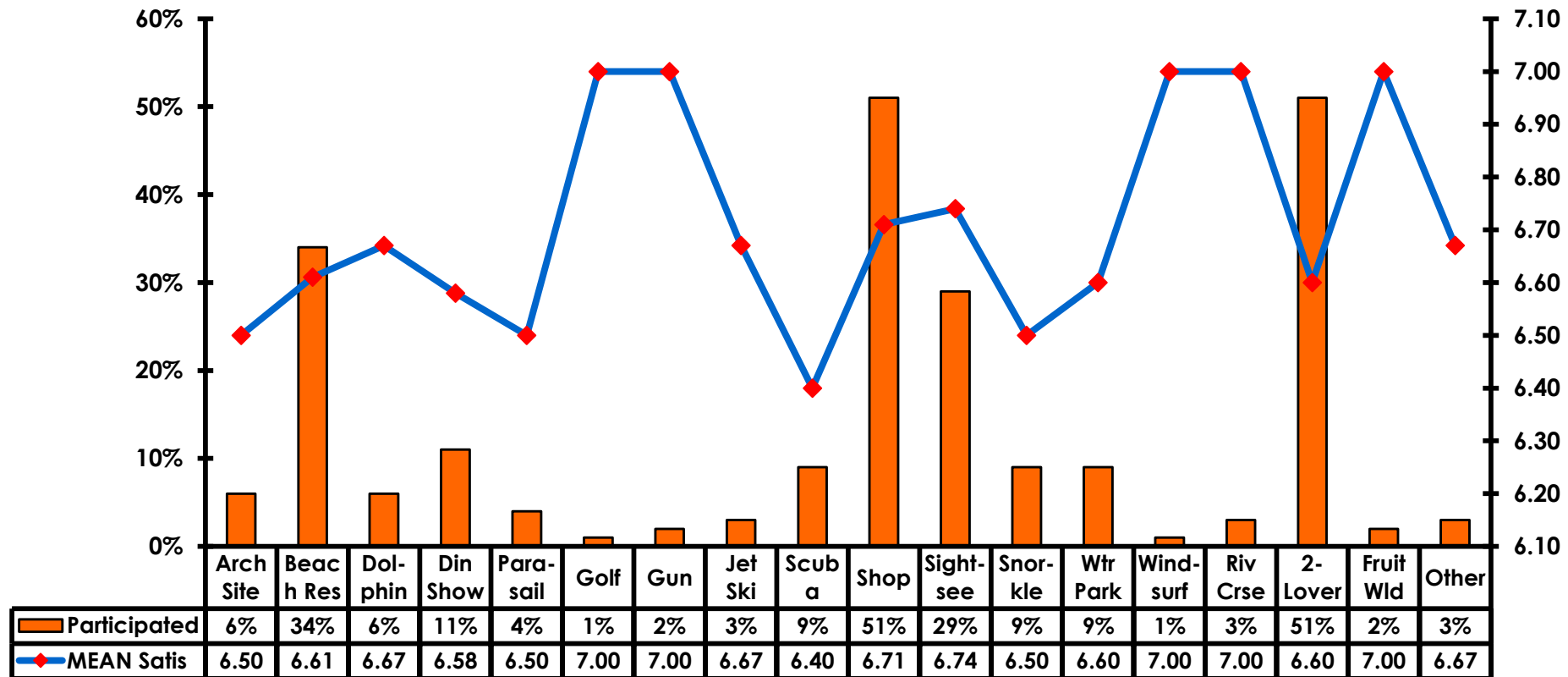
Night Tours Satisfaction

7pt Rating Scale

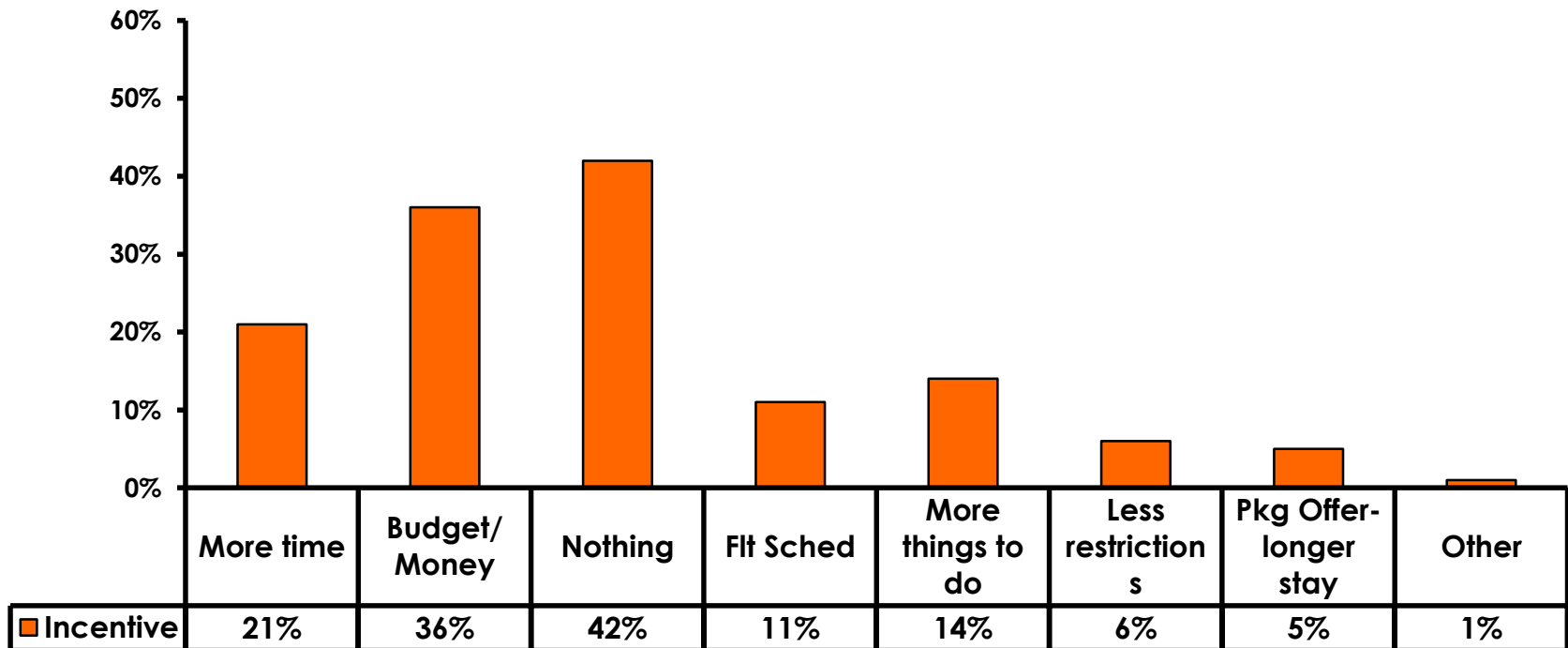
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 80%	Score of 6 to 7 = 81%
Score of 4 to 5 = 20%	Score of 4 to 5 = 18%
Score 1 to 3 = -%	Score 1 to 3 = 1%
MEAN = 6.13	MEAN = 6.13

Satisfaction with Other Activities



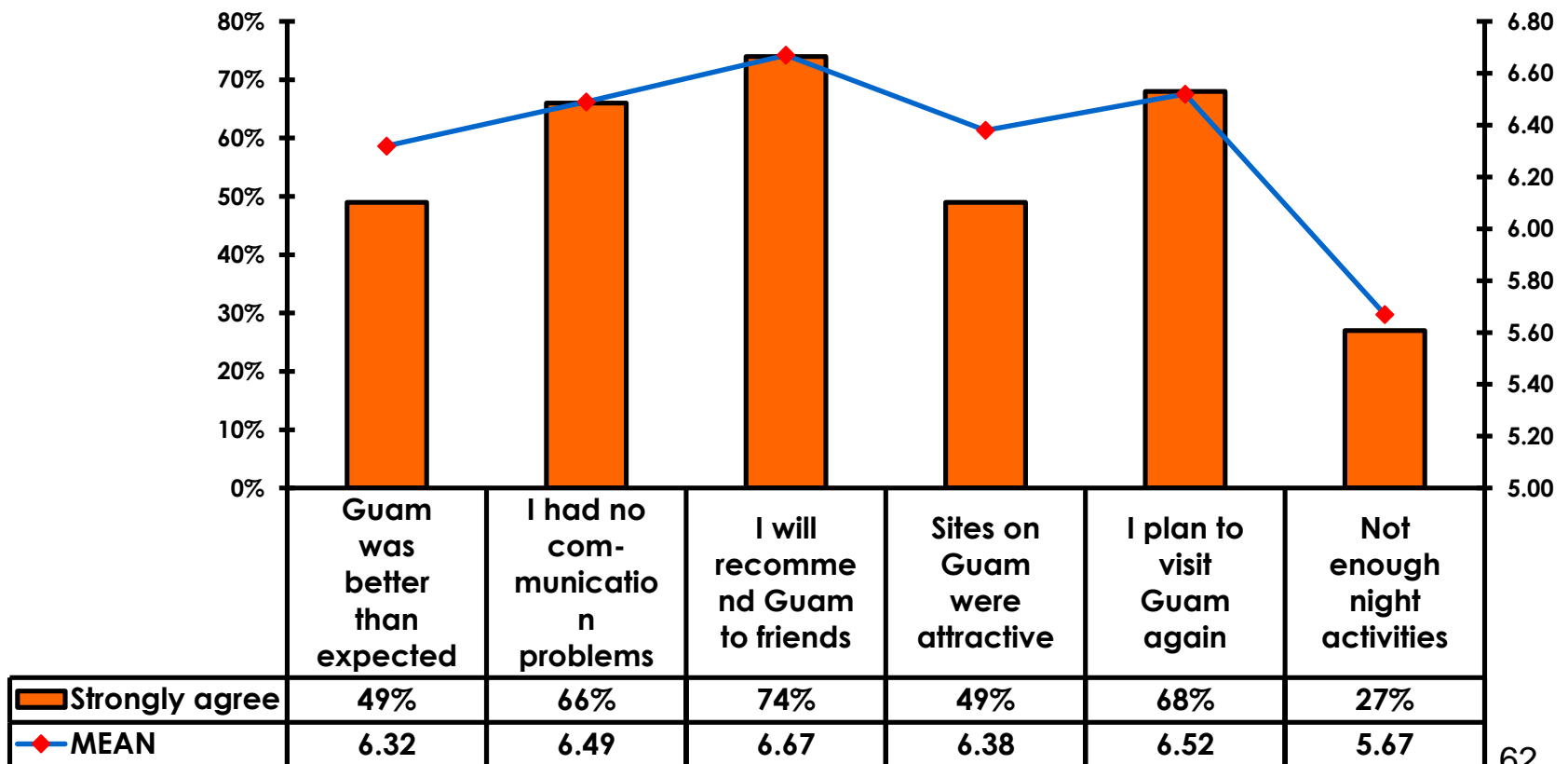
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

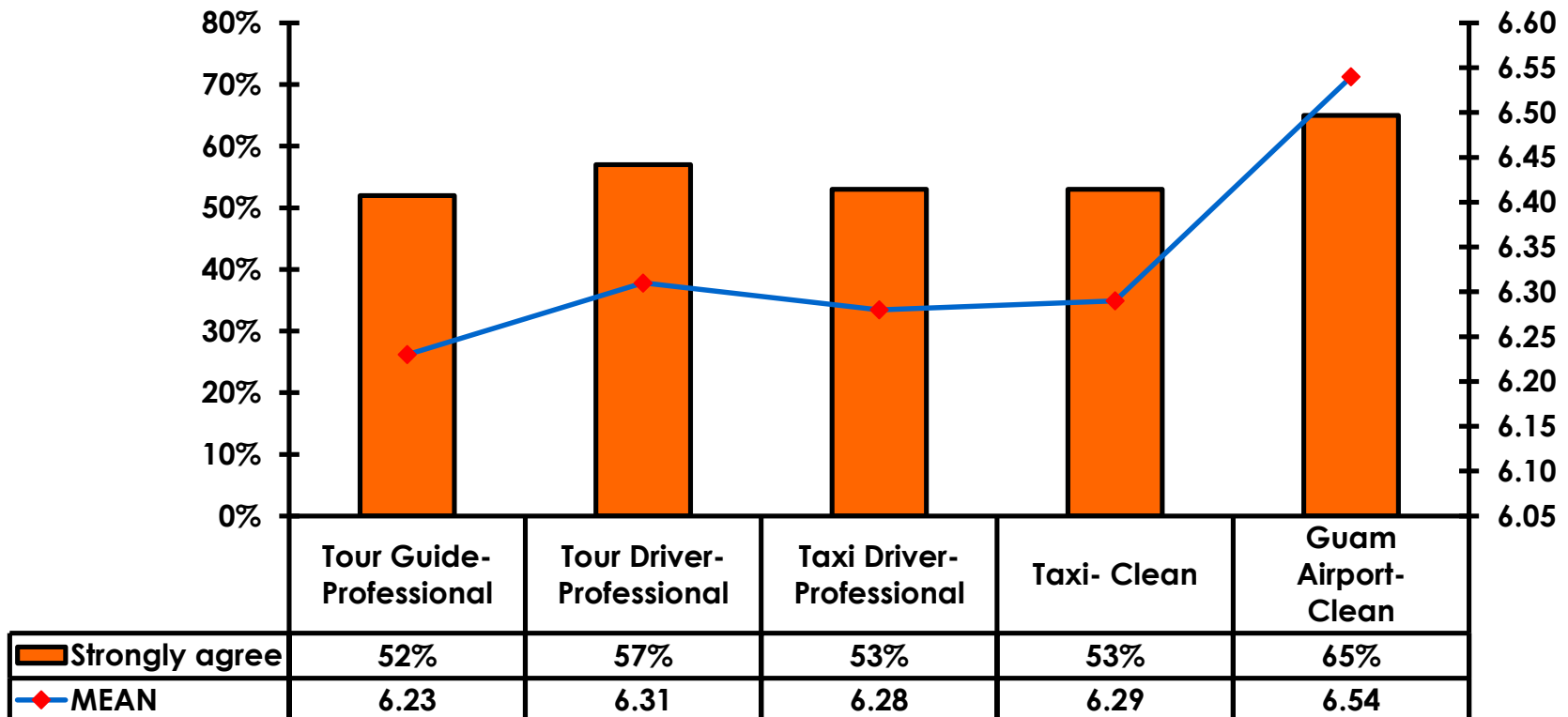
7=Very Satisfied/ 1=Very Dissatisfied



On-Island Perceptions

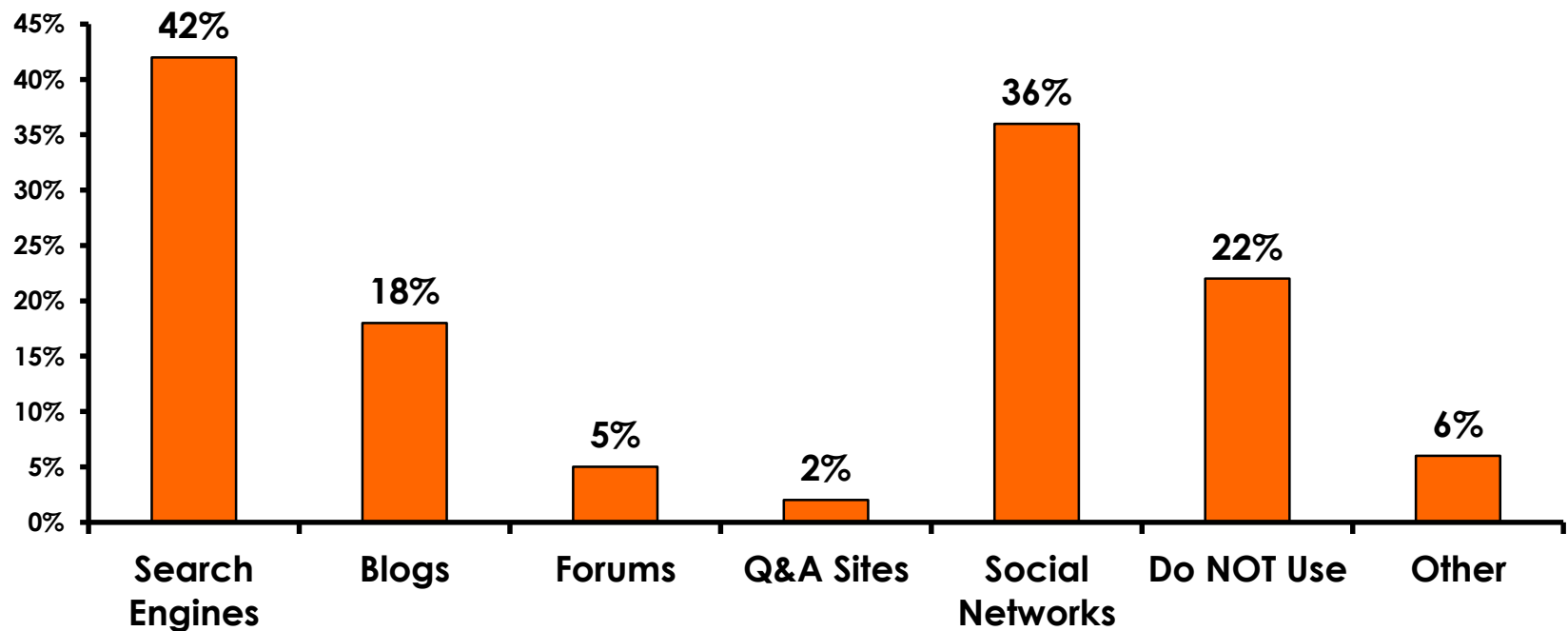
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



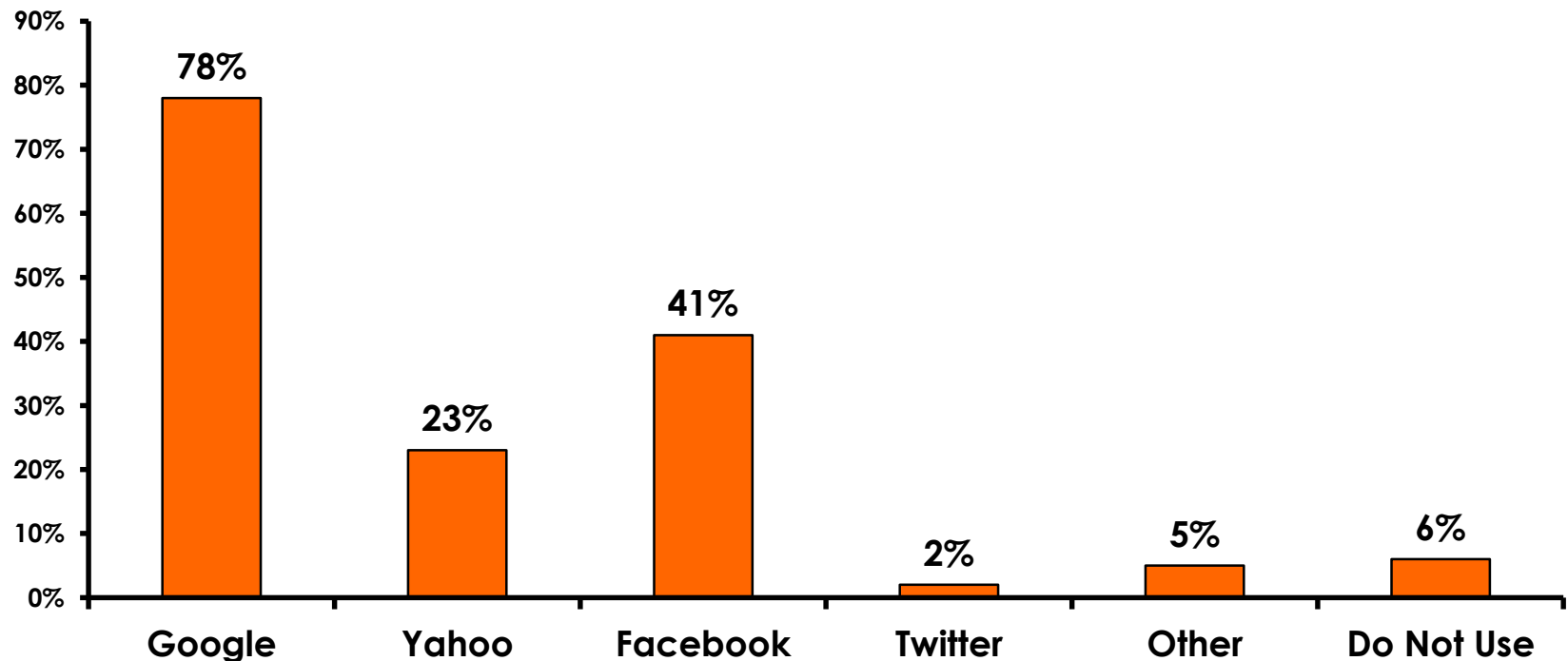
SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

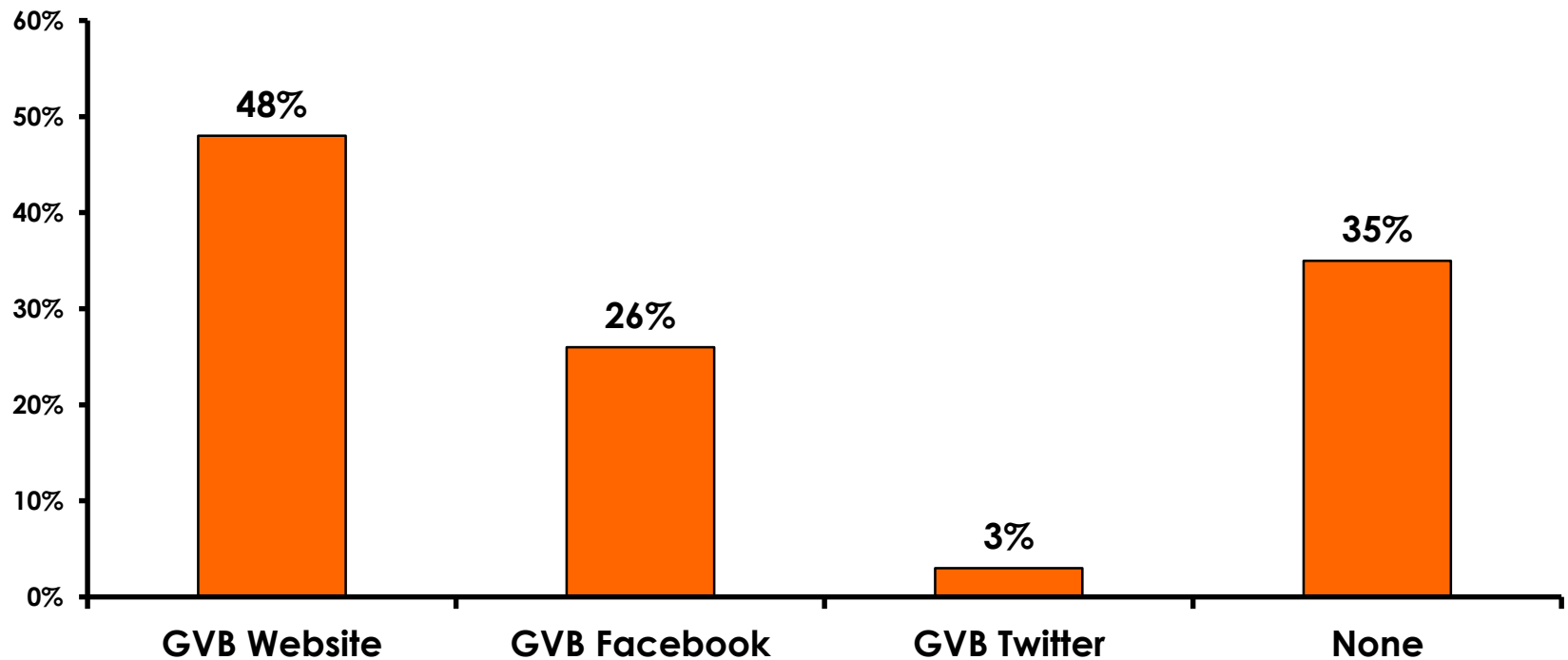


Internet- Things To Do

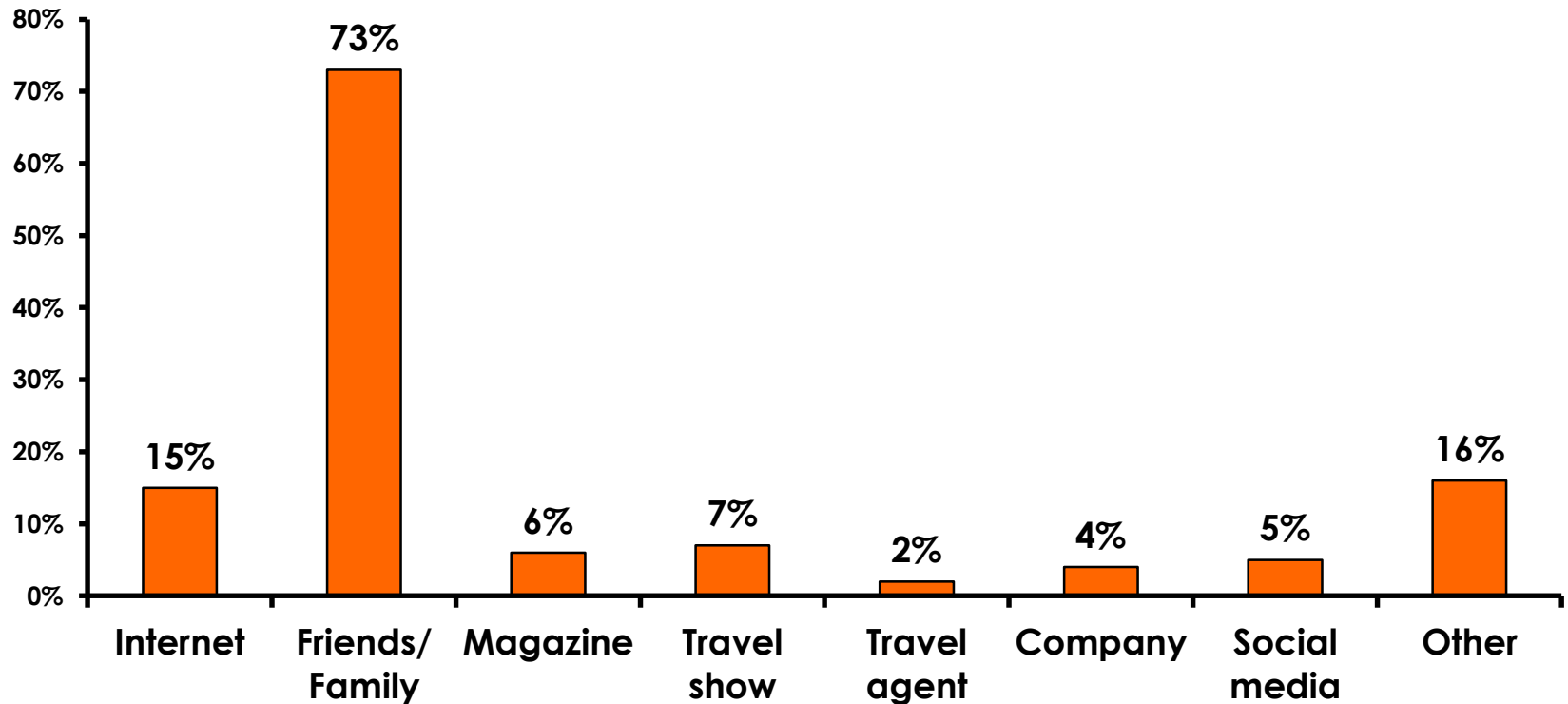
Sources of Info



Internet- GVB Sources

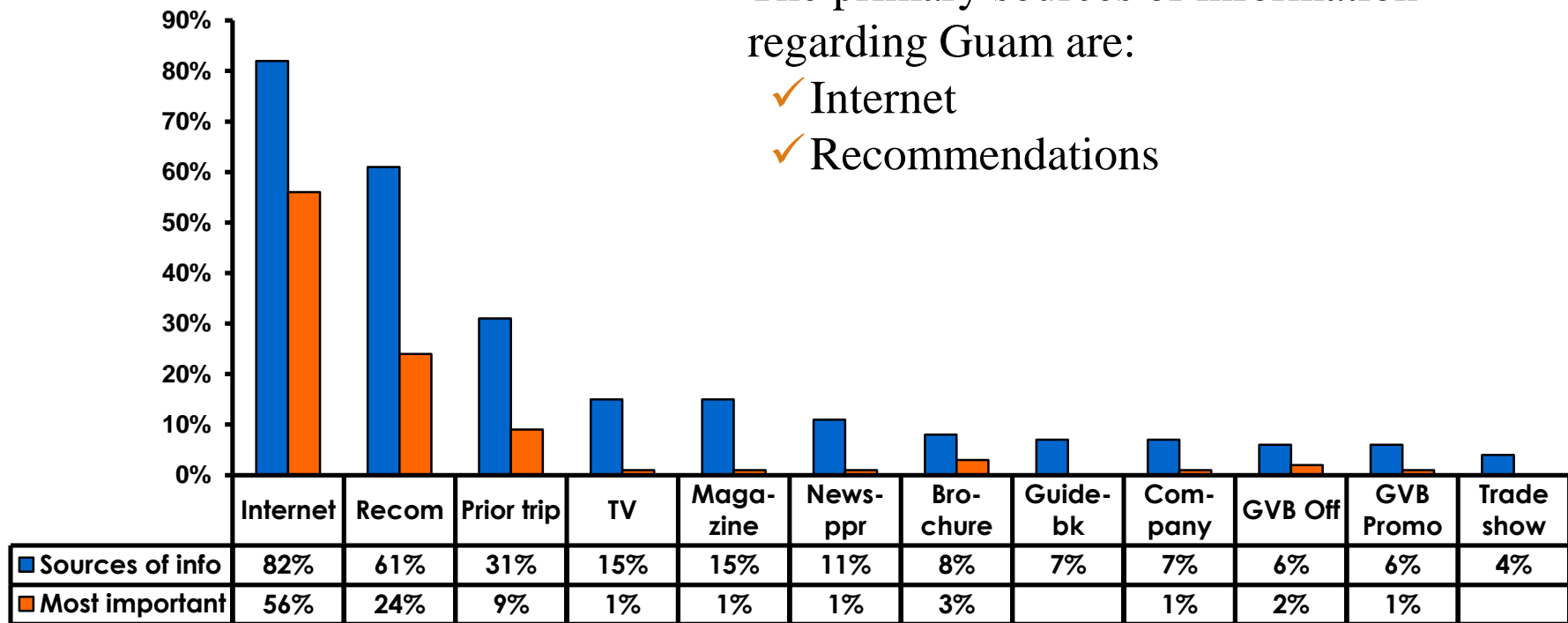


Travel Motivation- Info Sources



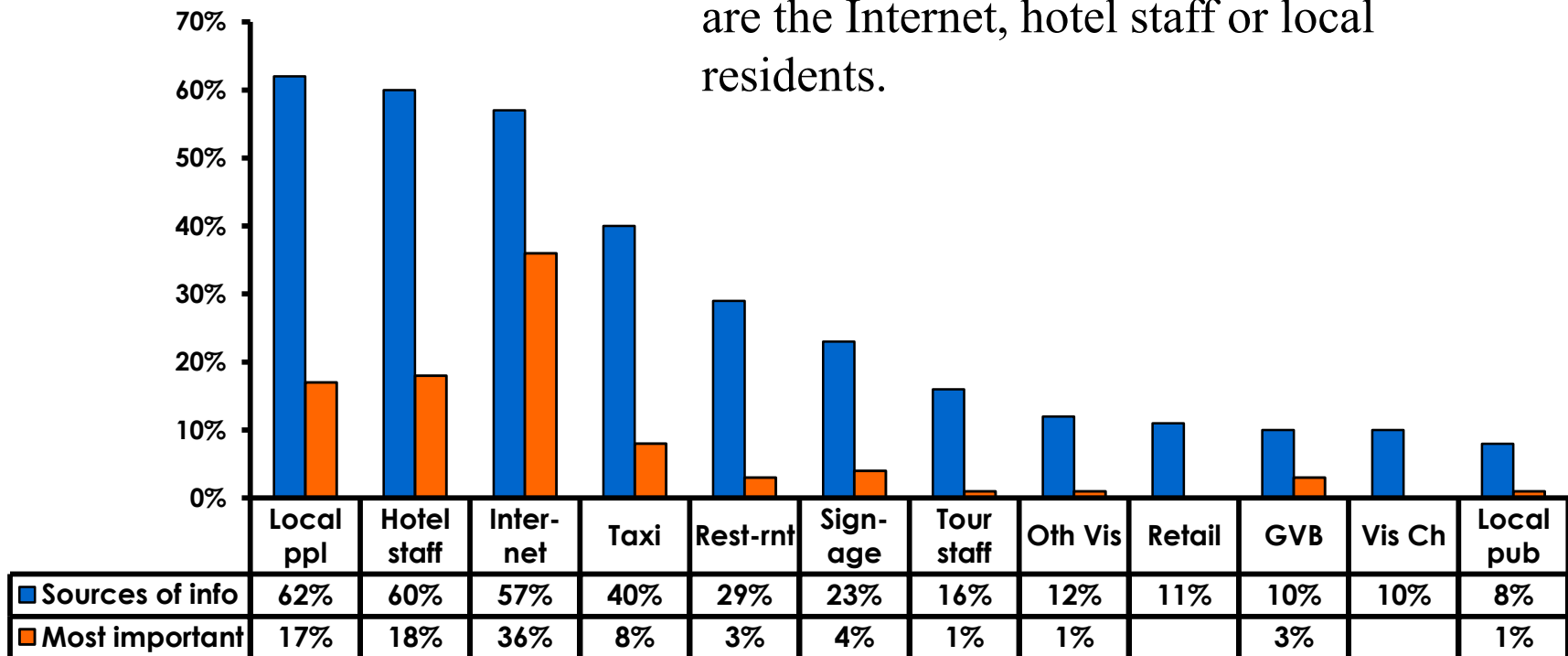
Sources of Information Pre-arrival

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



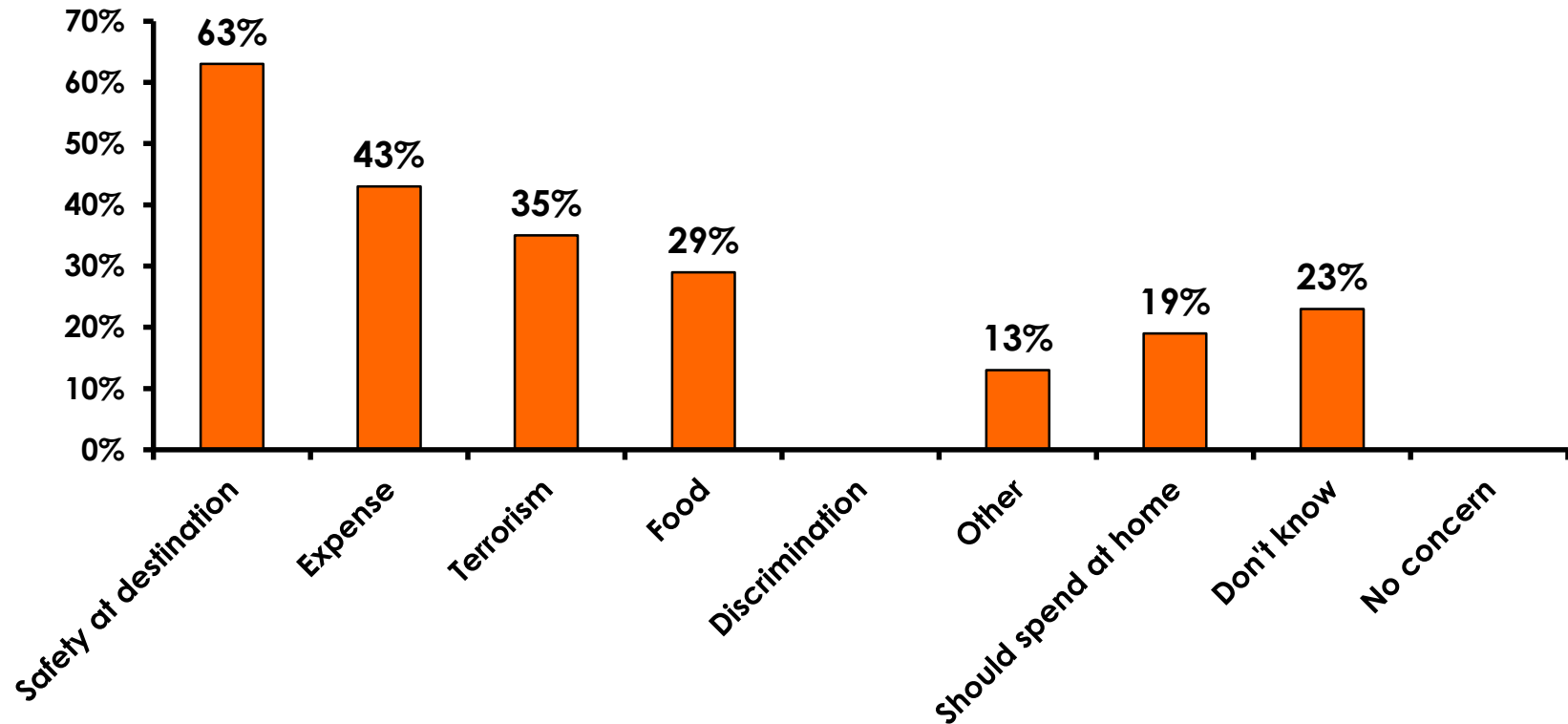
Sources of Information Post-arrival

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



SECTION 6 **OTHER ISSUES**

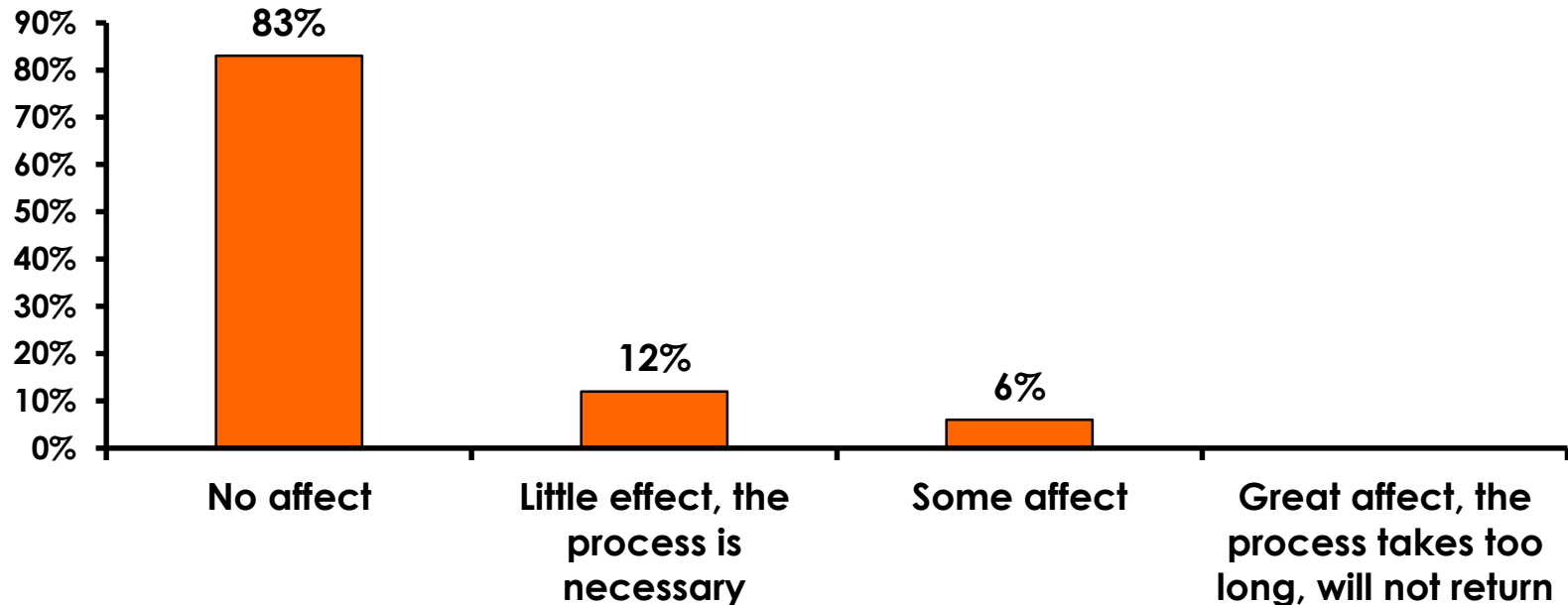
Concerns about travel outside of Philippines - Overall



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	63%	83%	61%	61%	63%	42%	63%	60%	73%	50%	76%	50%
	Expense	43%	67%	43%	36%	44%	25%	38%	60%	27%	33%	55%	50%
	Terrorism	35%	33%	35%	42%	29%	42%	31%	30%	18%	25%	41%	25%
	Food	29%	50%	22%	30%	29%	33%	44%	30%	18%		28%	25%
	Don't know	23%	17%	22%	33%	17%	17%	25%	20%		8%	31%	50%
	Should spend at home	19%	50%	26%	21%	10%	17%	13%	20%			28%	25%
	Other	13%		17%	21%	7%	17%	6%	10%	18%	42%	7%	13%
	Total Count	104	6	23	33	41	12	16	10	11	12	29	8

Security Screening/ Immigration Process at Guam International Airport



Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree

