



GUAM VISITORS BUREAU

Philippine Visitor Tracker Exit Profile

FY2016

1ST~3RD QTR. (OCT.'15~JUN.'16)



Prepared by: QMark Research

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Background & Methodology

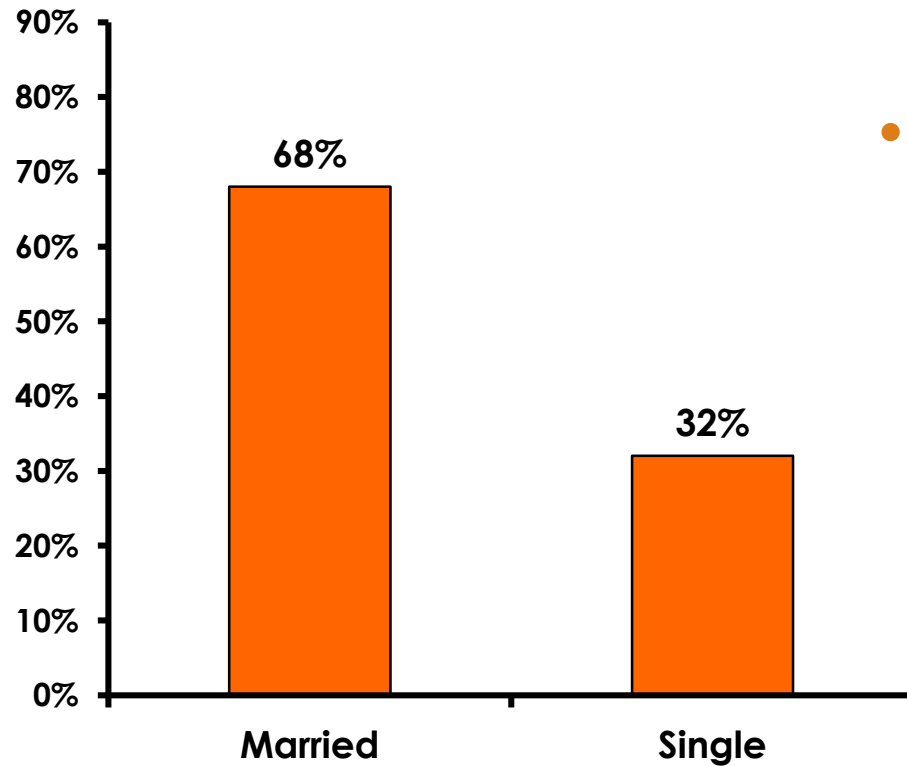
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **127** departing 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 **127** is +/- 8.63 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 +/- 8.63 percentage points.

OBJECTIVES

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

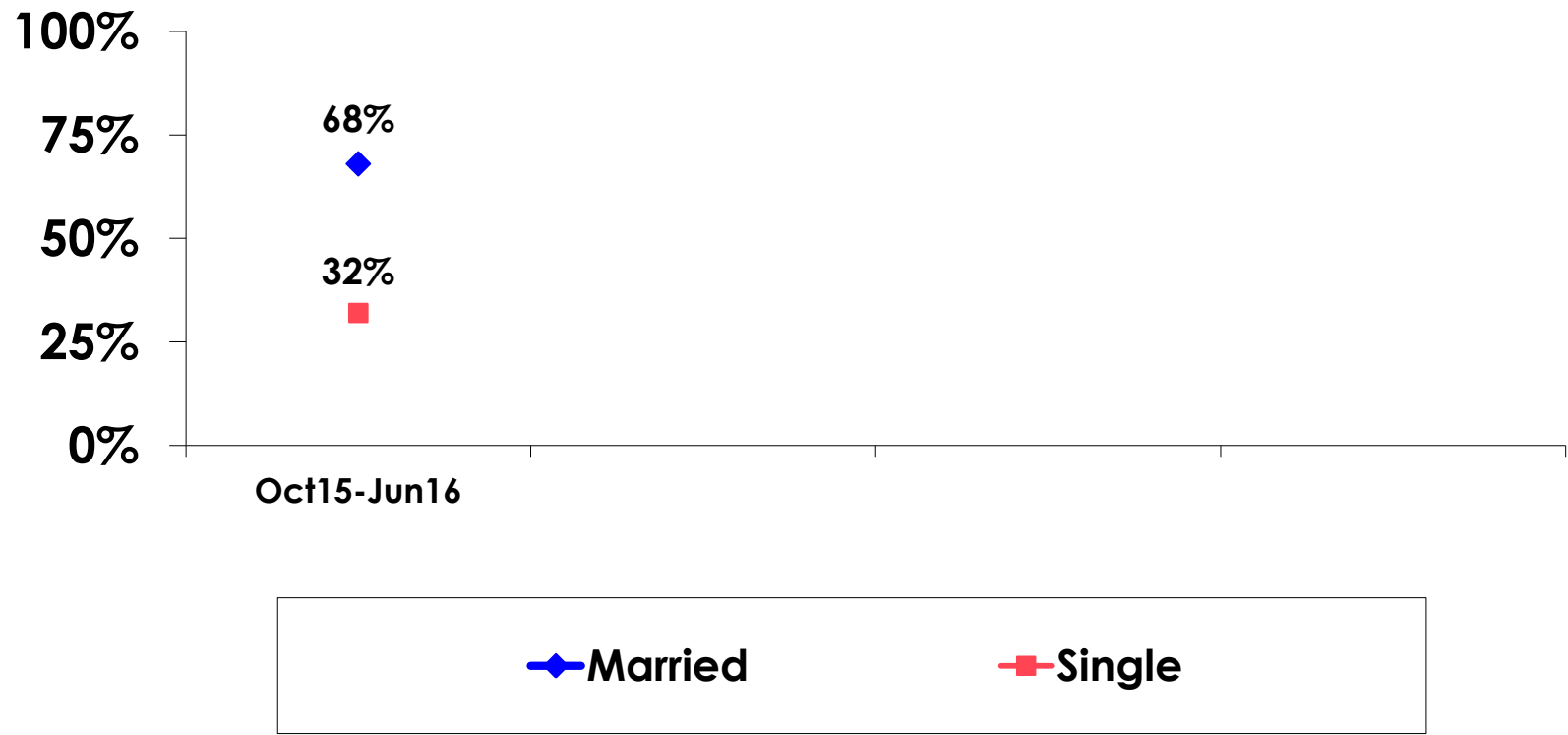
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

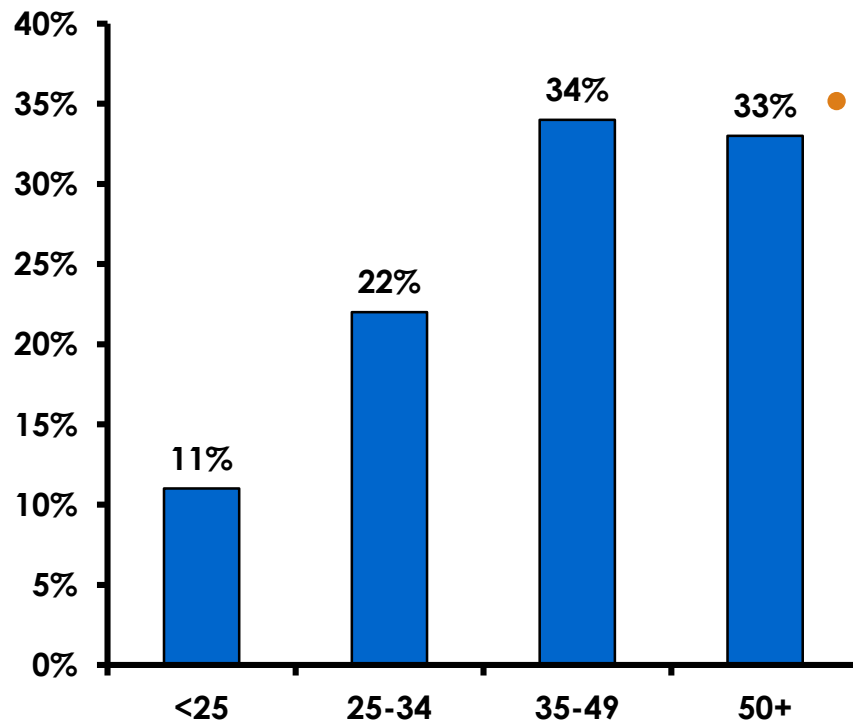


- Majority of visitors are married.

MARITAL STATUS

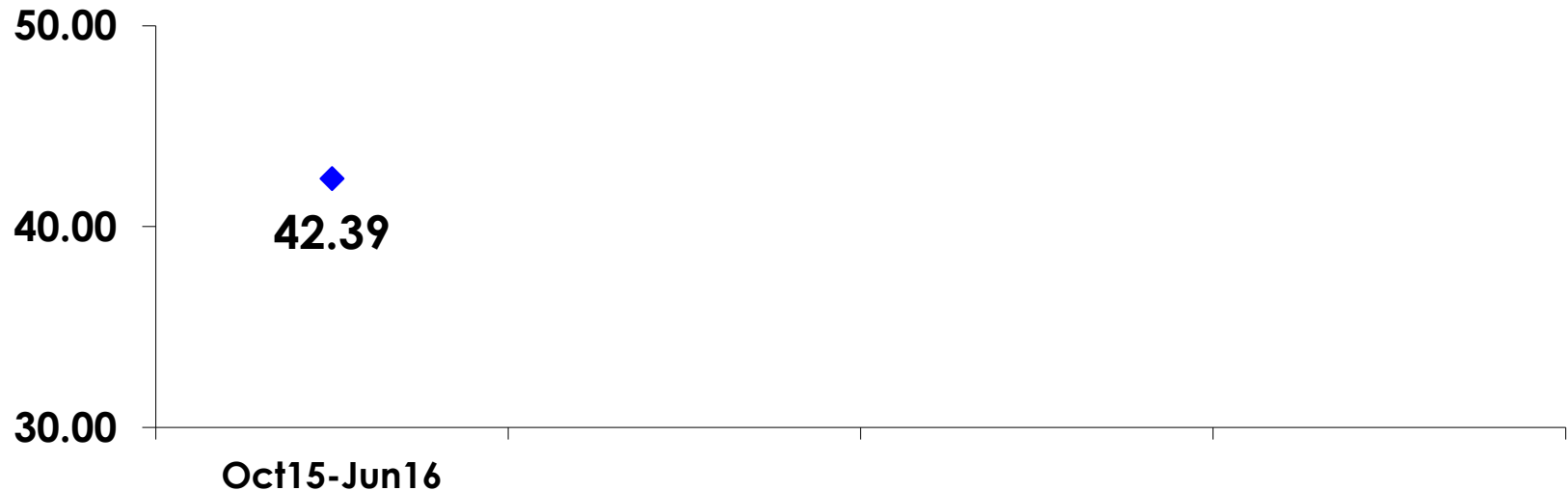


Age - Overall

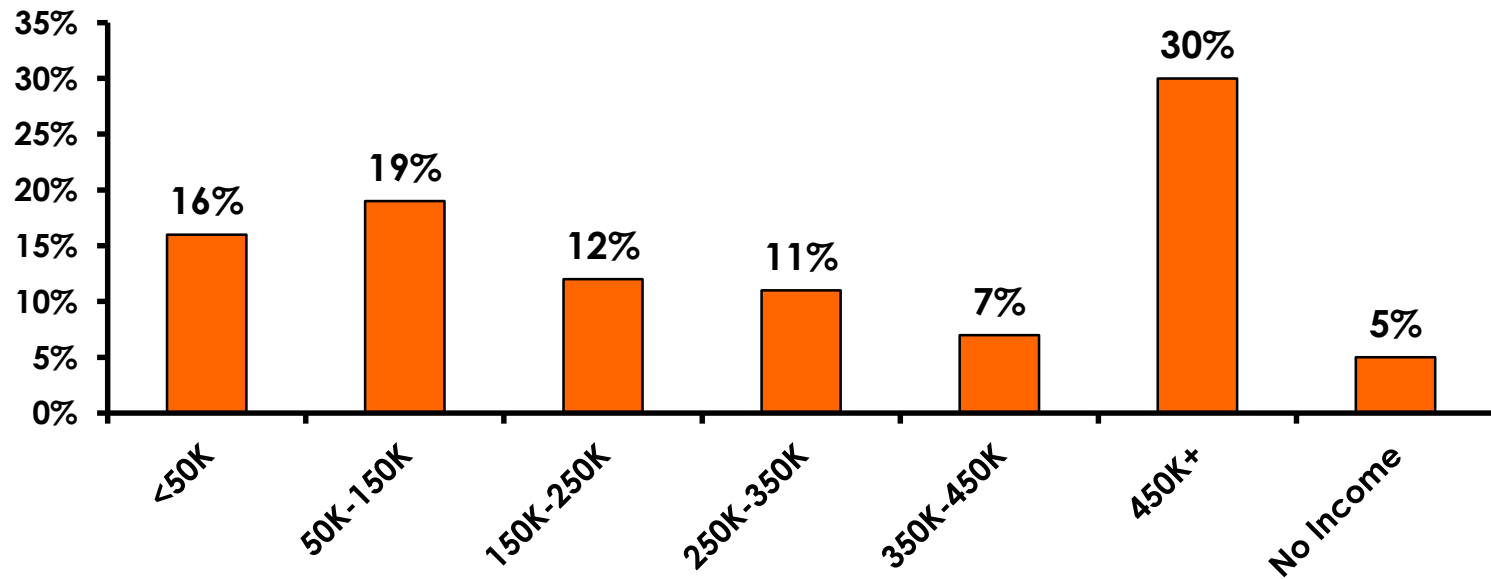


- The average age of the respondents is 42.39 years of age.

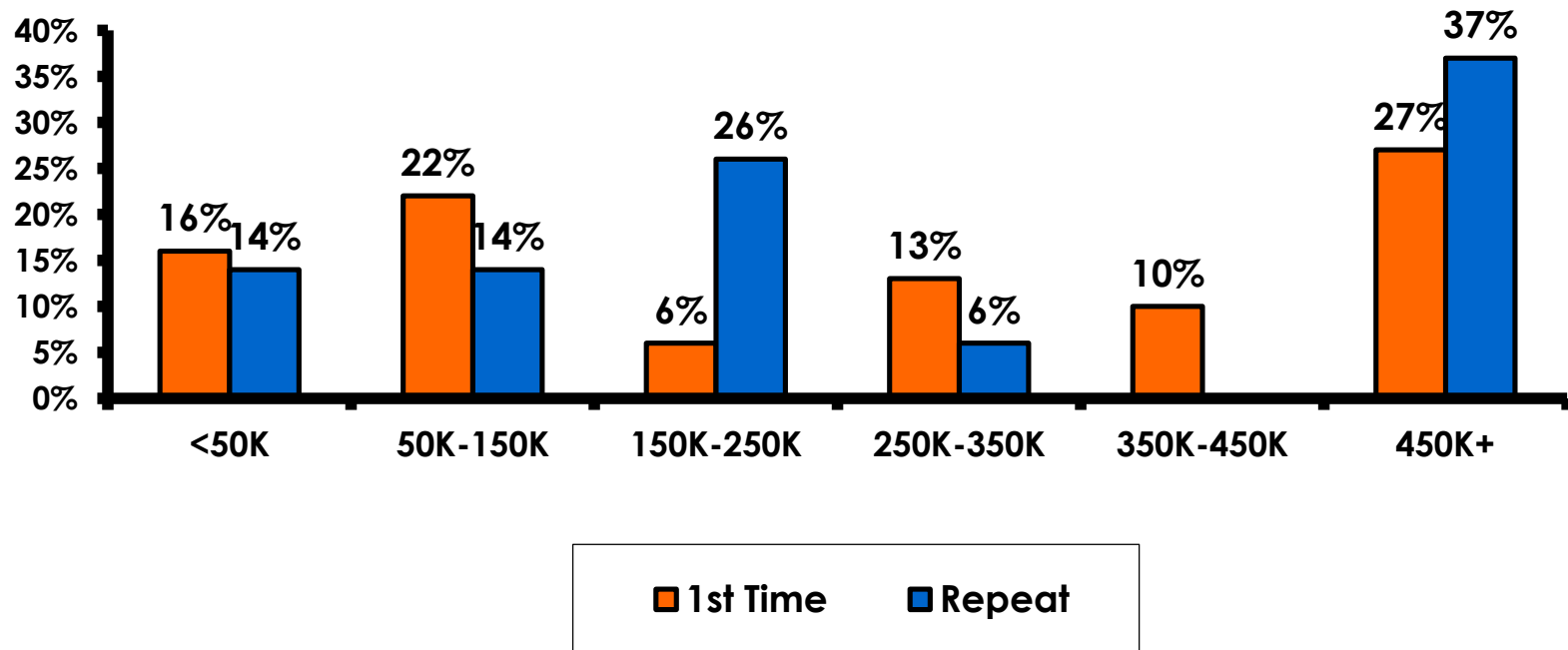
AVERAGE - AGE



Personal Income



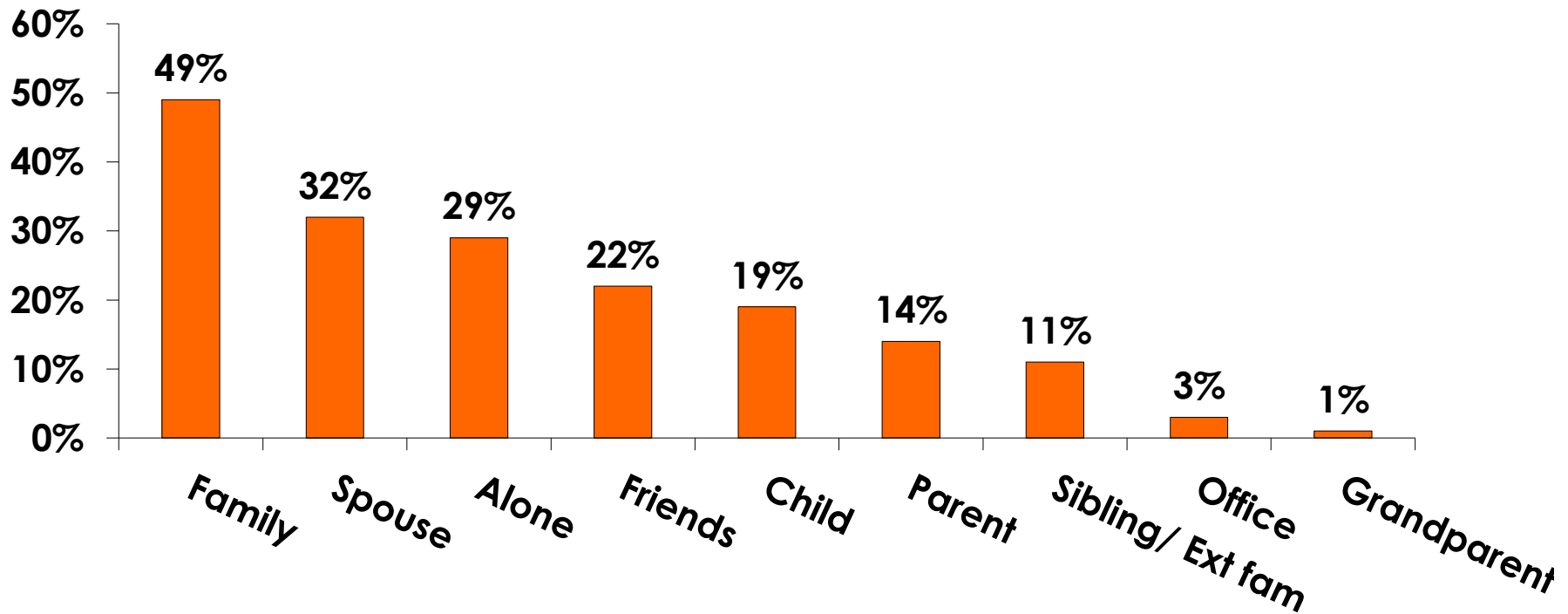
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<=50K	Count	18	10	8	2	5	9	2
		Column N %	16%	17%	14%	14%	19%	21%	6%
	50K-150K	Count	22	12	10		7	5	10
		Column N %	19%	21%	18%		26%	12%	32%
	150K-250K	Count	14	7	7	3	2	5	3
		Column N %	12%	12%	12%	21%	7%	12%	10%
	250K-350K	Count	13	5	8		3	6	4
		Column N %	11%	9%	14%		11%	14%	13%
	350K-450K	Count	8	4	4	1	1	2	4
		Column N %	7%	7%	7%	7%	4%	5%	13%
	450K+	Count	34	17	17	4	9	14	7
		Column N %	30%	29%	30%	29%	33%	33%	23%
	No Income	Count	6	3	3	4		1	1
		Column N %	5%	5%	5%	29%		2%	3%
	Total	Count	115	58	57	14	27	42	31

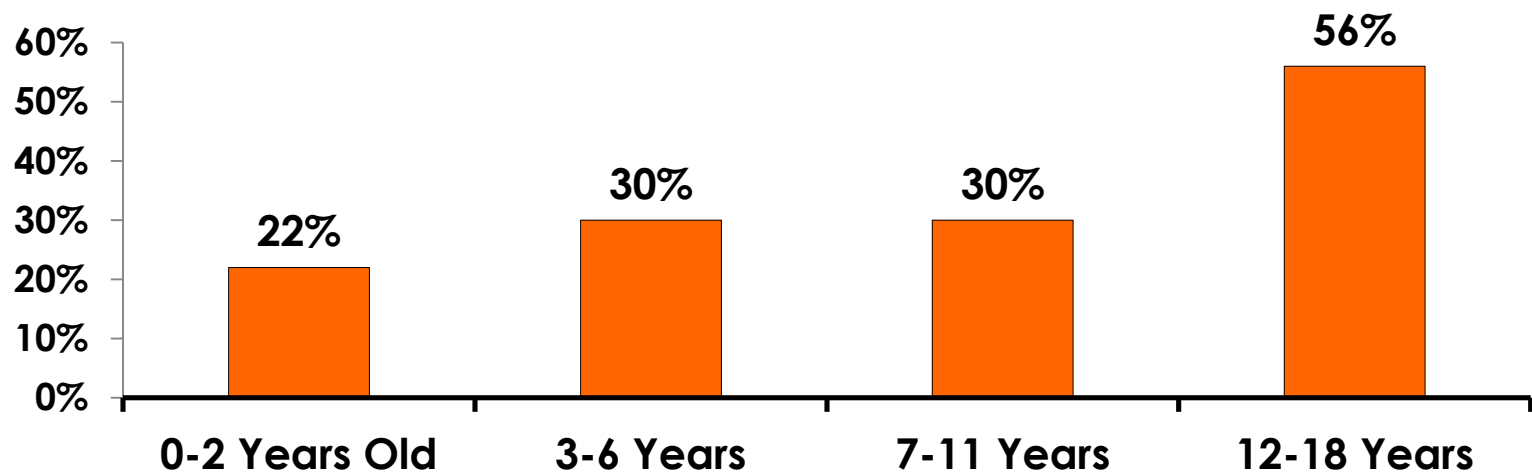
Travel Companions



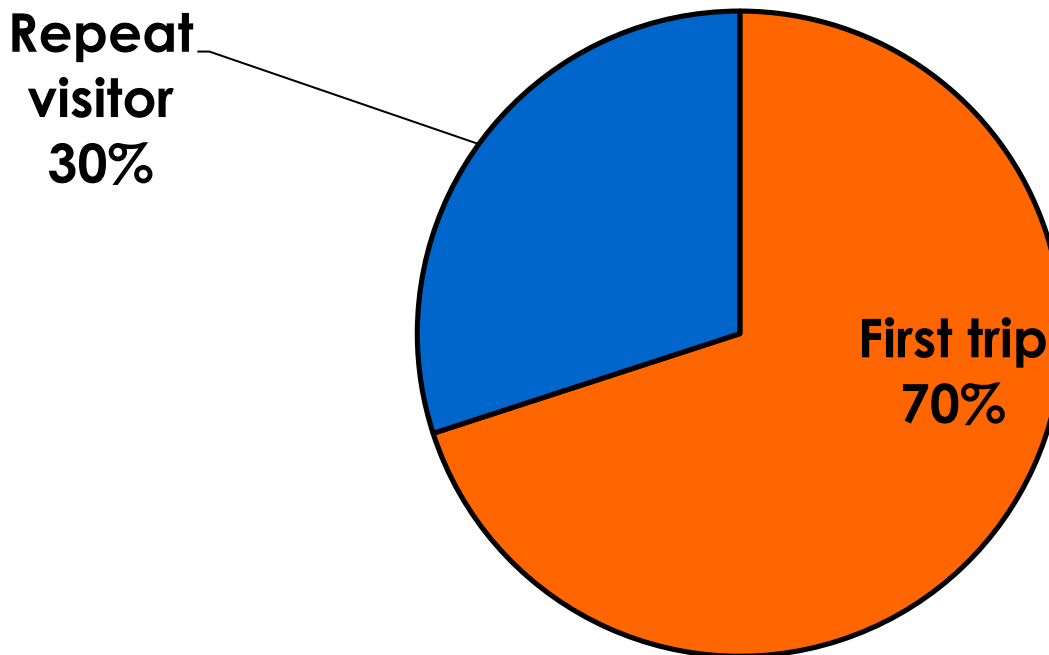
Number of Children Travel Party

N=23 total respondents traveling with children.

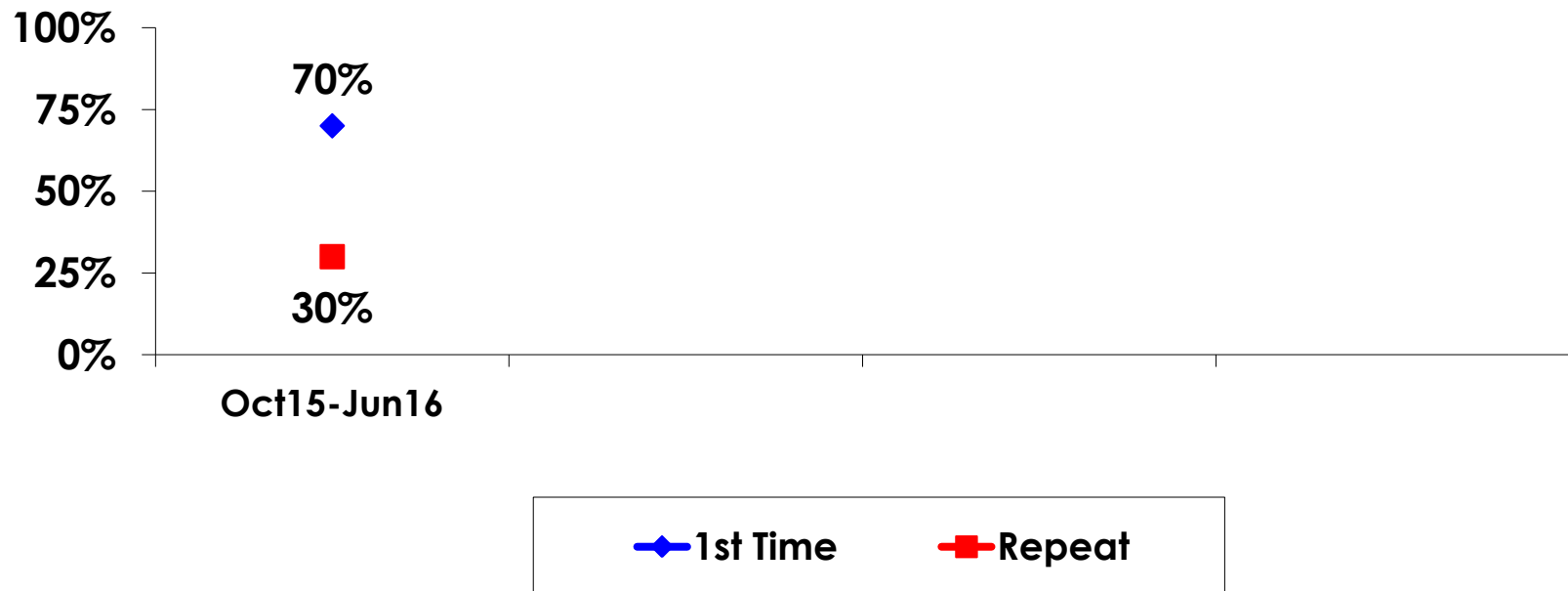
(Of those N=23 respondents, there is a total of 36 children 18 years or younger)



Prior Trips to Guam



PRIOR TRIPS TO GUAM

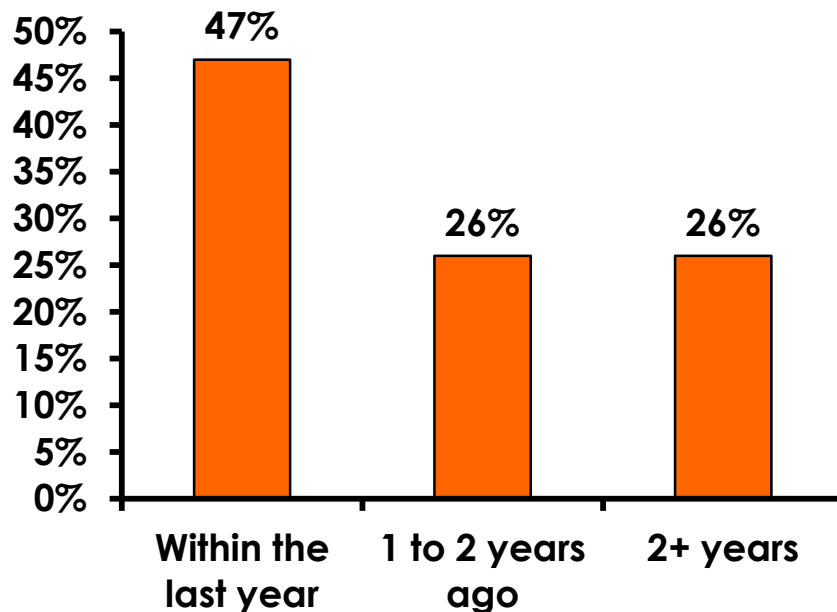


Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
			-	1st	Repeat
GENDER	Male	Count	62	44	18
		Column N %	49%	50%	47%
	Female	Count	65	44	20
		Column N %	51%	50%	53%
	Total	Count	127	88	38
AGE	18-24	Count	14	11	3
		Column N %	11%	13%	8%
	25-34	Count	28	22	6
		Column N %	22%	25%	16%
	35-49	Count	43	30	12
		Column N %	34%	34%	32%
	50+	Count	41	25	16
		Column N %	33%	28%	43%
	Total	Count	126	88	37

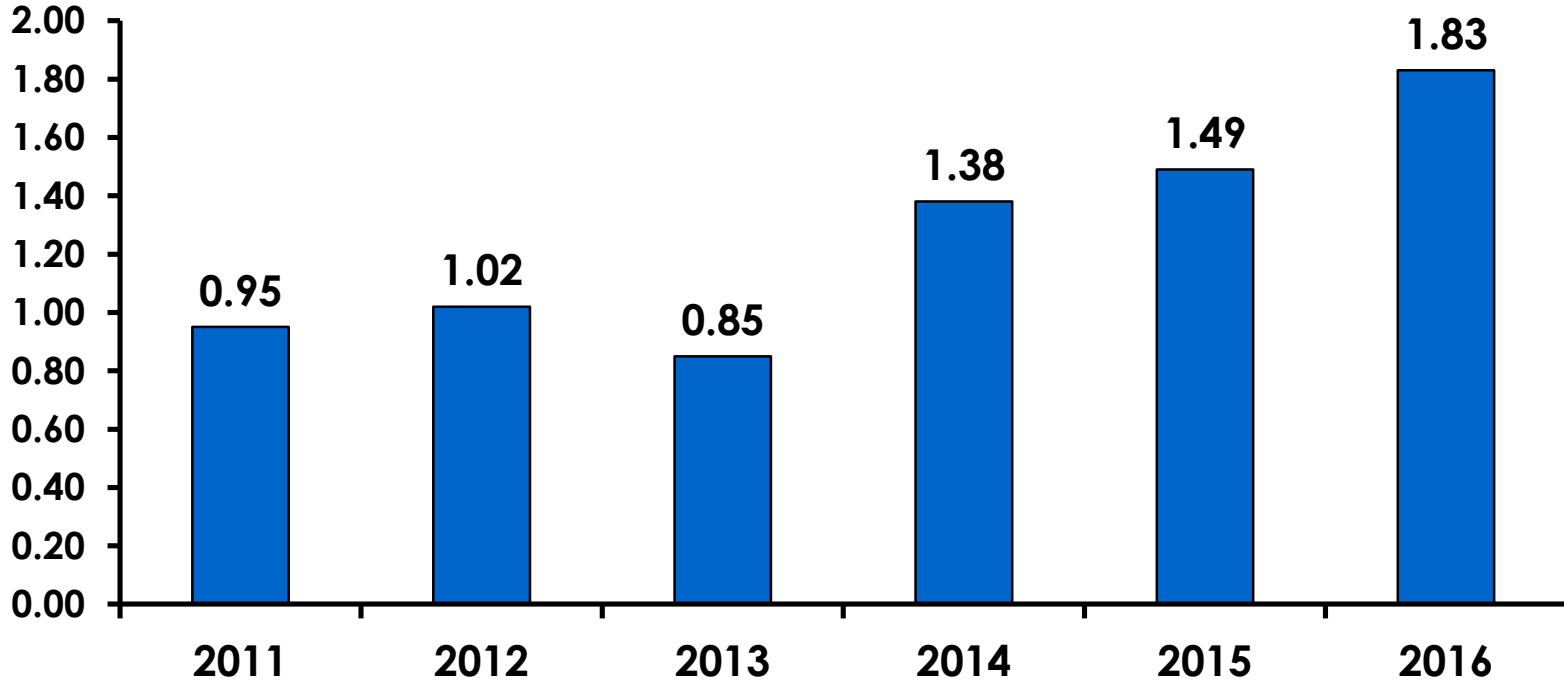
Repeat Visitors Last Trip

n = 38



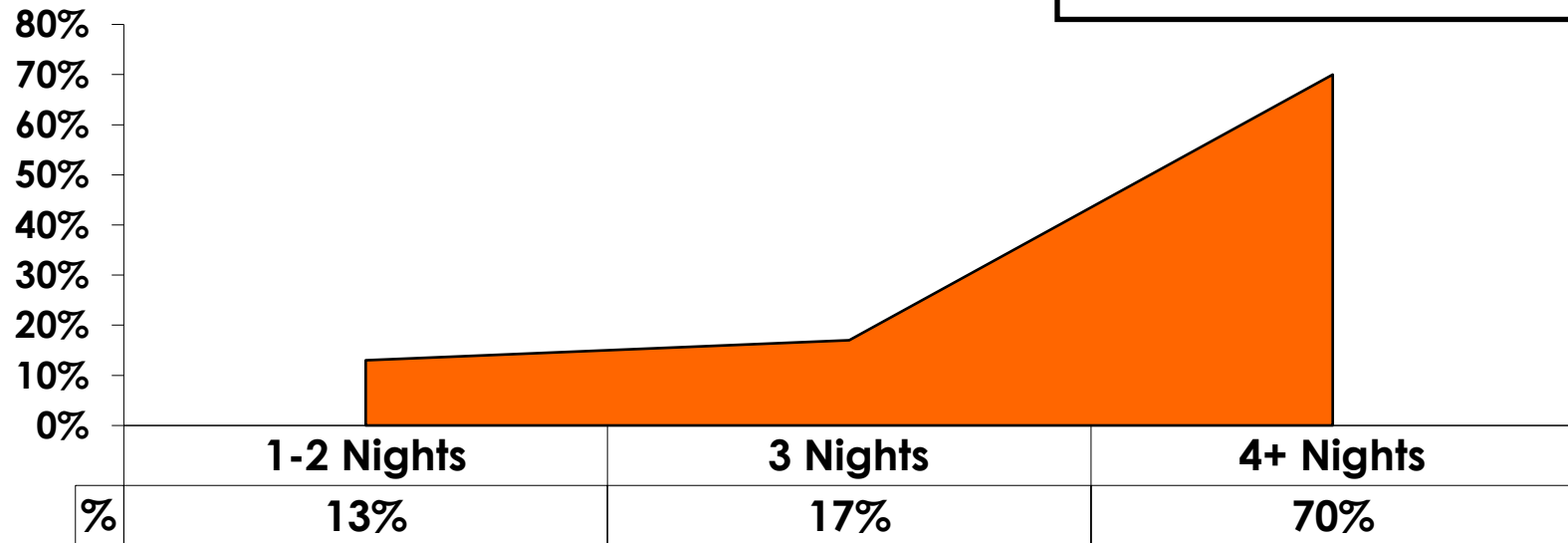
- The average repeat visitor has been to Guam 4.37 time.

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

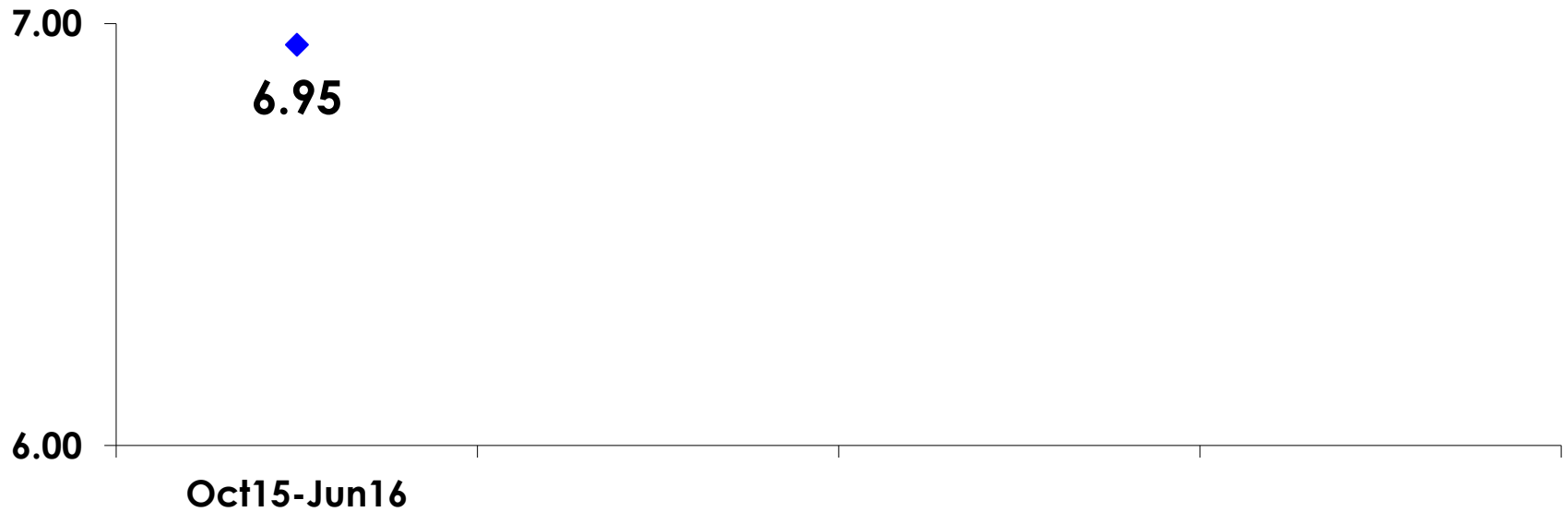


Length of Stay

Mean = 6.95 Days
Median = 4.0 Days



AVG LENGTH OF STAY

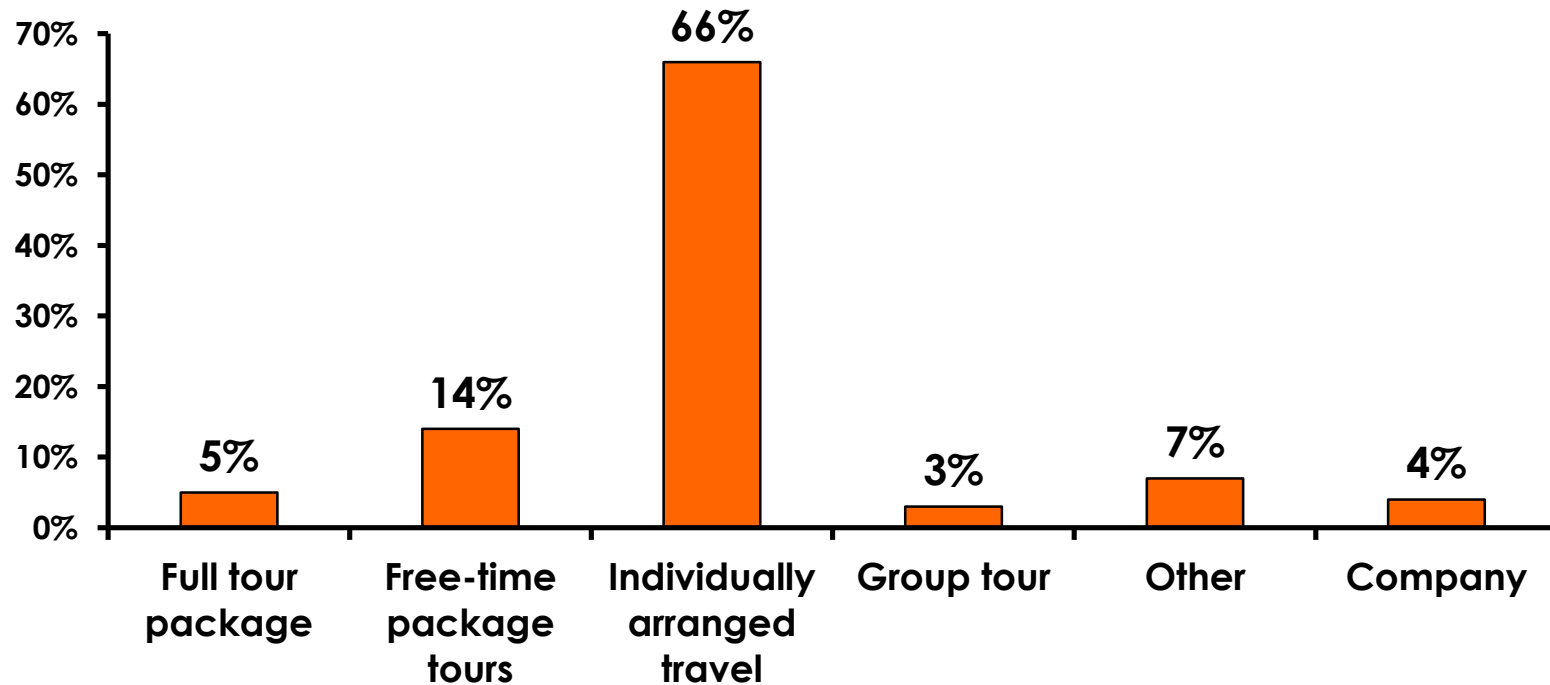


Occupation by Income

		TOTAL	Q26							
		-	<=50K	50K-150K	150K-250K	250K-350K	350K-450K	450K+	No Income	
Q25	Self-employed	28%	33%	32%	43%	38%	38%	18%		
	Retired	10%	11%	14%	7%			9%	33%	
	Professional/ Specialist	10%	11%	5%	7%	23%		15%		
	Private: Manager	10%	6%	14%	7%		13%	15%		
	Student	8%	11%					15%	50%	
	Homemaker	6%	11%	9%	7%	15%				
	Other	6%	6%	5%	14%	8%	13%	3%		
	Unemployed	3%			7%			3%	17%	
	Govt: Office/ Non-mgr	3%					13%	6%		
	Private: Exec	3%						12%		
	Private: Sales	3%		5%	7%		13%	3%		
	Private: Engineer	3%	6%	5%		8%				
	Teacher	2%		5%		8%	13%			
	Private: Office/ non-mgr	2%		9%						
	Freelancer	1%	6%							
	Govt: Executive	1%						3%		
	Total	Count	124	18	22	14	13	8	34	6

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

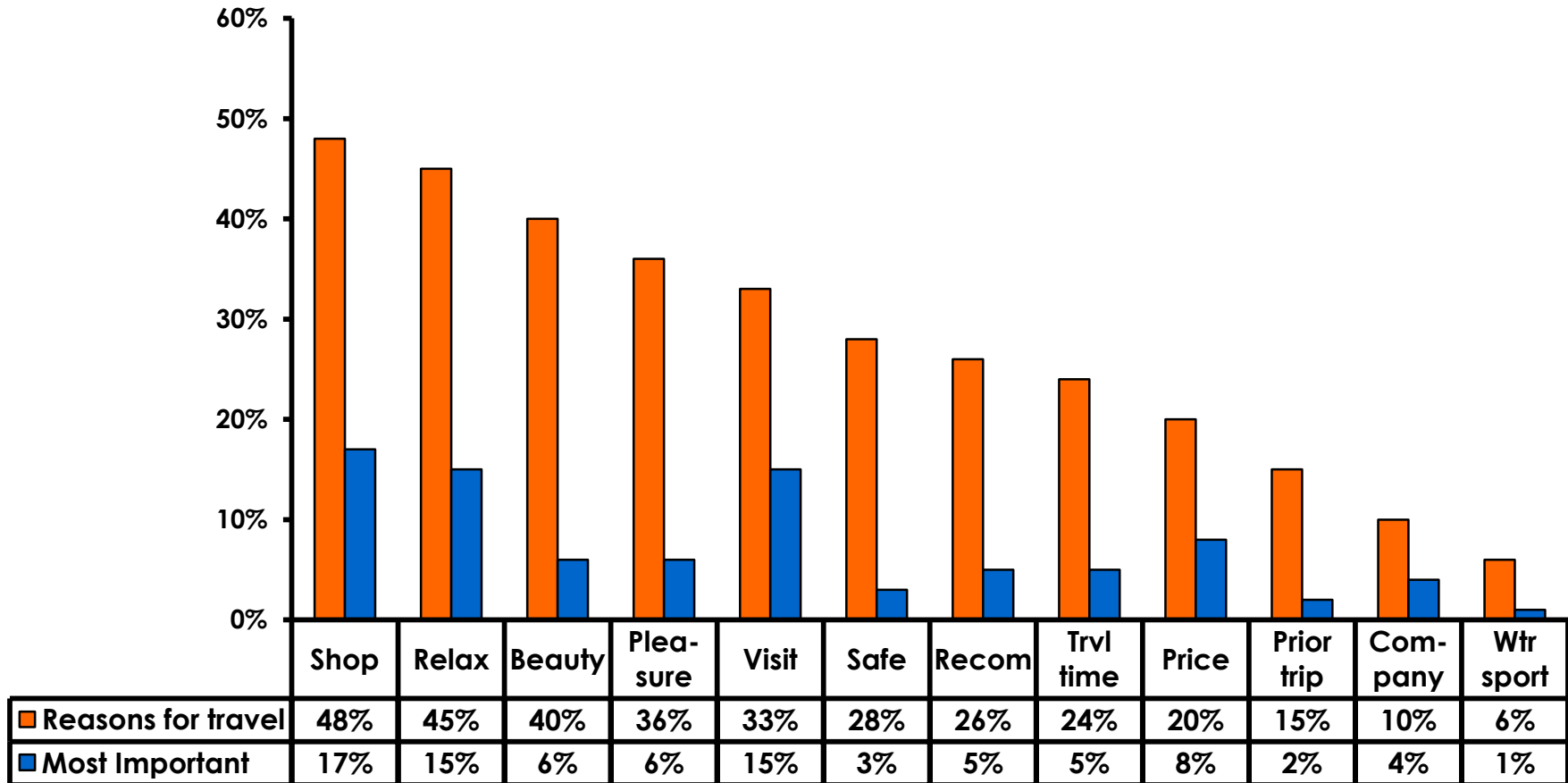


Accommodation by Income

Average length of stay: 6.95 days

		TOTAL	Q26							
		-	<=50K	50K-150K	150K-250K	250K-350K	350K-450K	450K+	No Income	
Q9	Home stay/ friend/ relative	27%	22%	32%	36%	31%	25%	21%	50%	
	Tumon Bay Capital Hotel	18%	33%	36%	14%	15%	13%	9%		
	Bayview Hotel	8%		9%	14%			18%		
	Days Inn (Tamuning)	7%	6%		7%			6%	33%	
	Fiesta Resort Guam	5%					13%	12%		
	Apartment	5%	11%	5%	7%	15%				
	Hilton Guam Resort	5%	6%	5%				12%		
	Outrigger Guam Resort	4%	6%		14%	8%		3%		
	Pacific Bay Hotel	3%	6%	5%				6%		
	Westin Resort Guam	3%			7%	15%			17%	
	Grand Plaza Hotel	2%		5%				3%		
	Verona Resort & Spa	2%				15%				
	Other	2%								
	Hotel Santa Fe	2%					13%	3%		
	Pacific Star Resort & Spa	2%		5%			25%			
	Aqua Suites	1%								
	Days Inn (Maite)	1%								
	Condo	1%	6%							
	Onward Beach Resort	1%								
	Royal Orchid Guam	1%								
	Guam Plaza Hotel	1%								
	Oceanview Hotel	1%	6%				13%			
	Hyatt Regency Guam	1%						3%		
	Holiday Resort Guam	1%						3%		
	Total	Count	127	18	22	14	13	8	34	6

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Visit friends/ family
- Shop
- Relax

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	48%	50%	39%	49%	54%	43%	53%	
	Relax	45%	50%	57%	39%	41%	43%	47%	
	Natural beauty	40%	57%	43%	37%	36%	34%	45%	
	Pleasure	36%	57%	21%	37%	38%	23%	48%	
	Visit friends/ Relatives	33%	36%	25%	22%	49%	34%	31%	
	Safe	28%	57%	14%	20%	36%	18%	37%	
	Recomm- friend/family/trvl agnt	26%	36%	29%	27%	21%	23%	29%	
	Short travel time	24%	21%	18%	27%	26%	18%	29%	
	Price	20%	21%	21%	22%	15%	25%	15%	
	Previous trip	15%	14%	7%	17%	18%	11%	18%	
	Other	12%	36%	11%	15%		10%	15%	
	Company/ Business Trip	10%		21%	5%	10%	11%	8%	
	Water sports	6%	14%		2%	10%	7%	5%	
	Scuba	4%	14%	7%	2%			8%	
	Organized sports	2%	7%		2%	3%		5%	
	Golf	2%				8%	3%	2%	
	Honeymoon	2%		4%	2%		2%	2%	
	Company Sponsored	2%		7%			2%	2%	
	Career Cert/ Testing	1%			2%			2%	
	Total	Count	123	14	28	41	39	61	62

Motivation by Income

		TOTAL	Q26							
		-	<=50K	50K-150K	150K-250K	250K-350K	350K-450K	450K+	No Income	
Q5A	Shopping	48%	29%	36%	36%	77%	88%	47%	40%	
	Relax	45%	29%	50%	50%	54%	38%	44%	40%	
	Natural beauty	40%	35%	36%	36%	69%	25%	35%	40%	
	Pleasure	36%	12%	36%	36%	46%	38%	41%	40%	
	Visit friends/ Relatives	33%	29%	45%	36%	54%	25%	21%	20%	
	Safe	28%	18%	23%	21%	46%	38%	21%	40%	
	Recomm- friend/family/trvl agnt	26%	18%	27%	21%	54%	38%	24%	20%	
	Short travel time	24%	6%	23%	21%	54%	13%	18%		
	Price	20%	18%	23%	14%	31%	38%	15%		
	Previous trip	15%	6%	5%	29%	15%		21%	20%	
	Other	12%	35%		14%			9%	60%	
	Company/ Business Trip	10%	12%	18%	7%	15%		6%		
	Water sports	6%		14%		8%		6%		
	Scuba	4%	18%			8%		3%		
	Organized sports	2%				8%		6%		
	Golf	2%		5%						
	Honeymoon	2%			7%					
	Company Sponsored	2%		5%		8%				
	Career Cert/ Testing	1%				8%				
	Total	Count	123	17	22	14	13	8	34	5

SECTION 3 **EXPENDITURES**

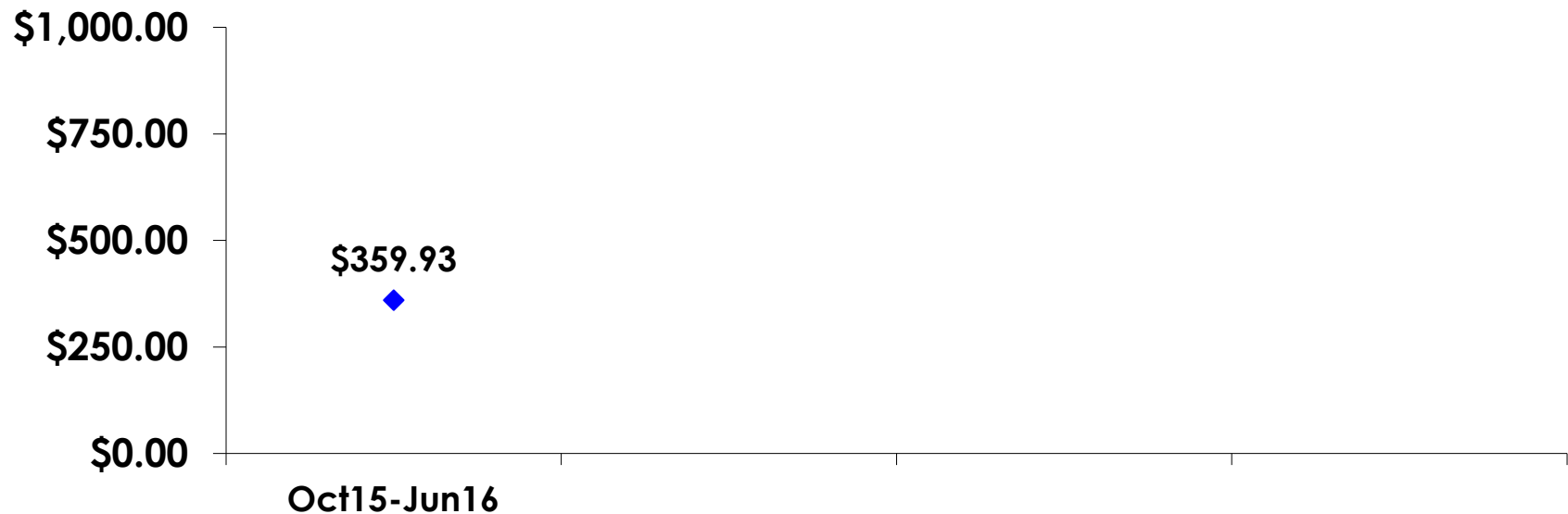
Prepaid Expenditures

Peso Varies/US\$1

- \$653.10 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$8,536 = maximum (highest amount recorded for the entire sample)
- \$359.93 = overall mean average per person prepaid expenditures

PREPAID EXPENDITURES

Per Person



Breakdown of Prepaid Expenditures

Peso Varies=\$1

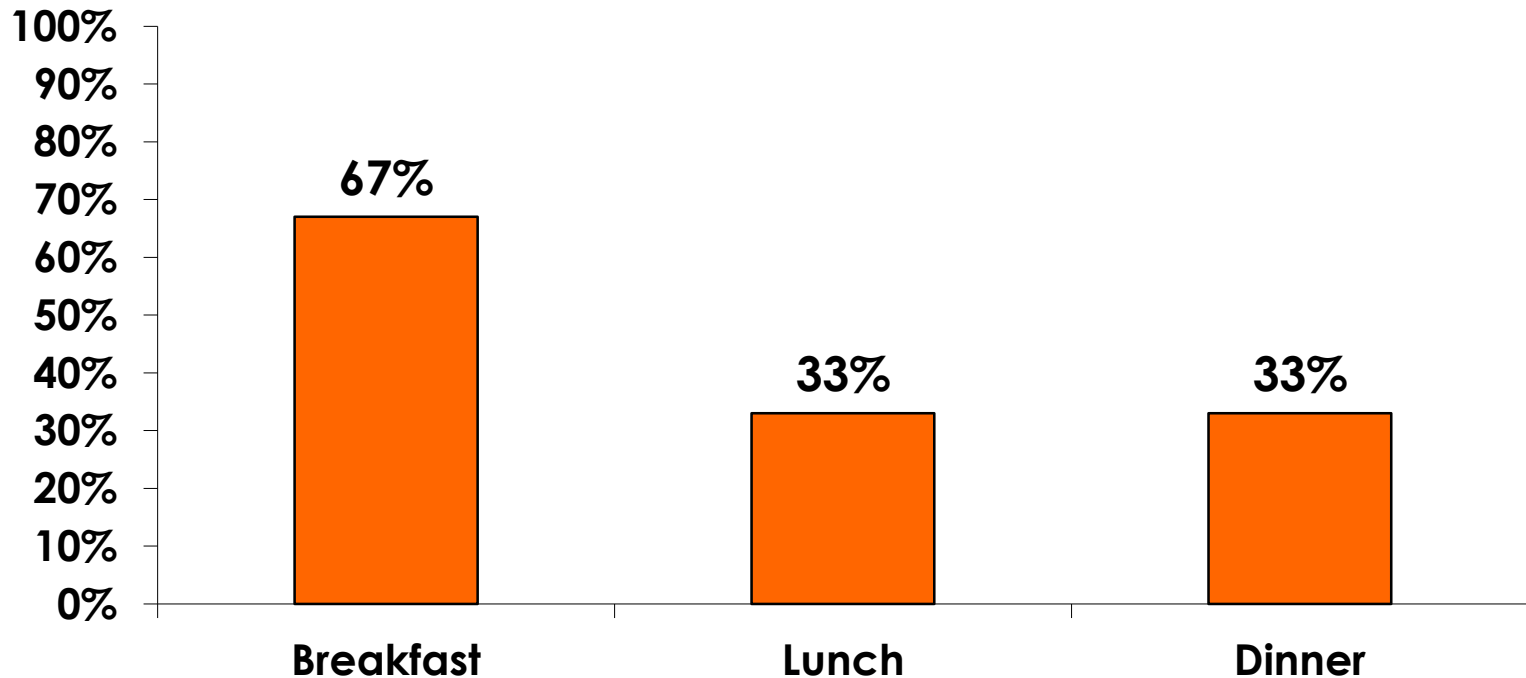
(Filter: Only those who responded/
Per Travel Party)

	MEAN \$
Air & Accommodation package only	\$796.97
Air & Accommodation w/ daily meal package	\$830.53
Air only	\$627.13
Accommodation only	\$466.61
Accommodation w/ daily meal only	\$335.75
Food & Beverages in Hotel	\$158.50
Ground transportation – Philippine	\$47.24
Ground transportation – Guam	\$105.85
Optional tours/ activities	\$495.09
Other expenses	\$365.73
Total Prepaid	\$653.10

PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n= 3

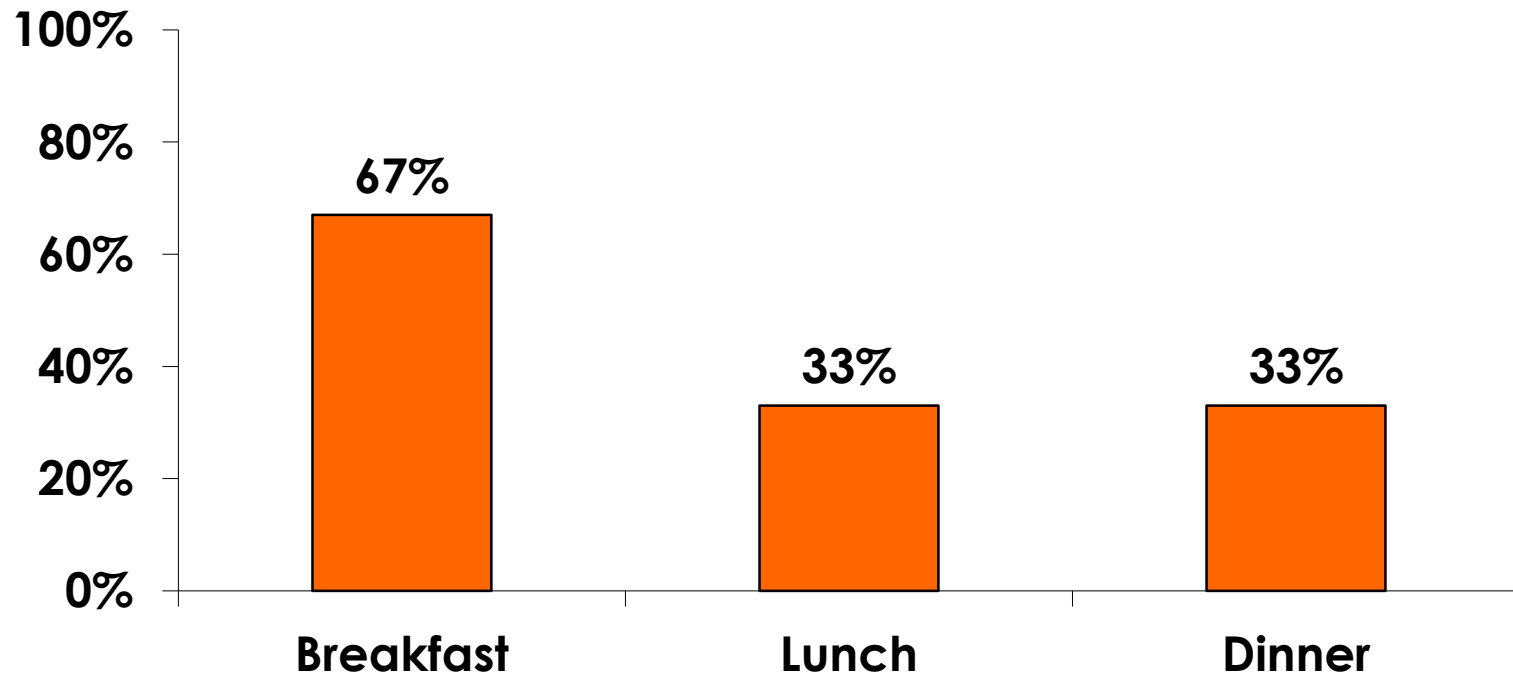


Mean=\$830.53 per travel party

PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

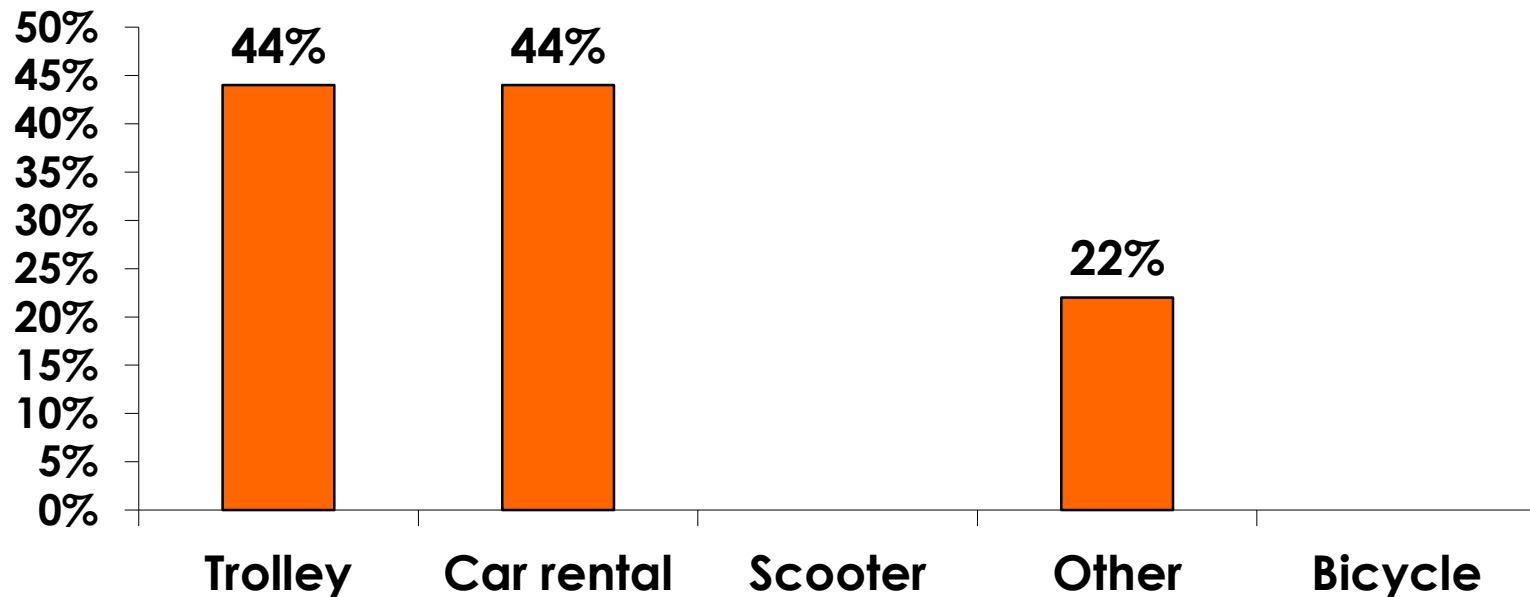
n= 3



Mean=\$335.75 per travel party

PREPAID GROUND TRANSPORTATION

n= 9

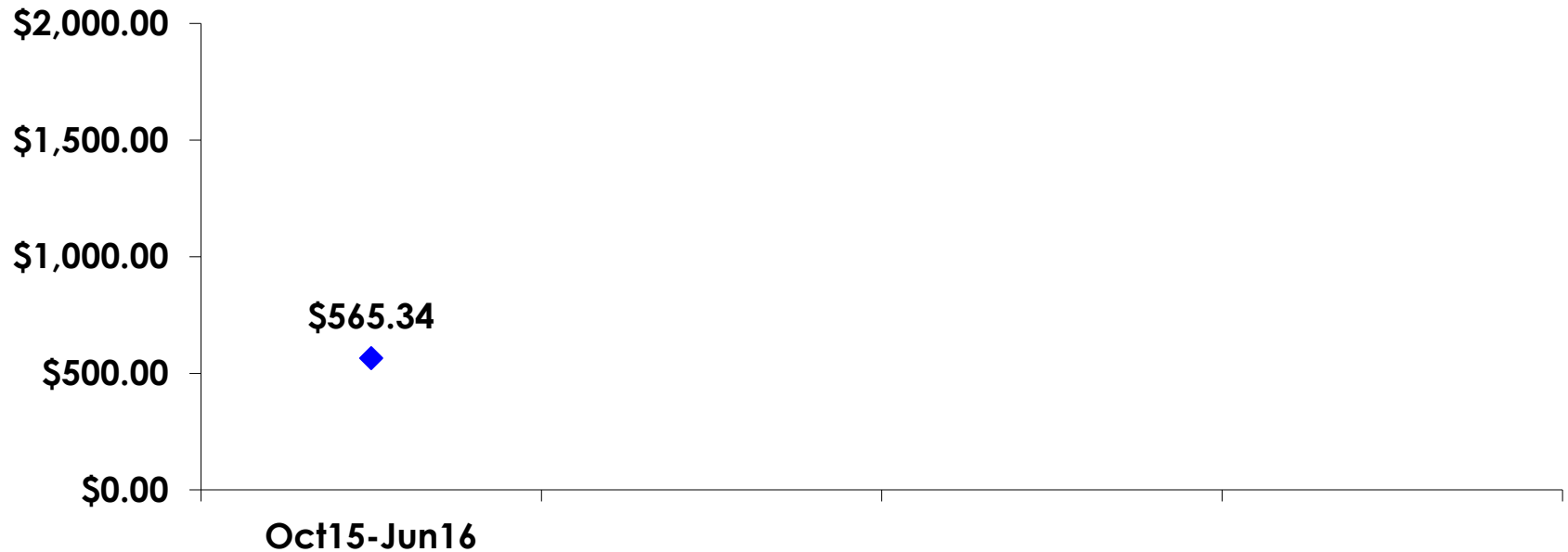


Mean=\$105.85 per travel party

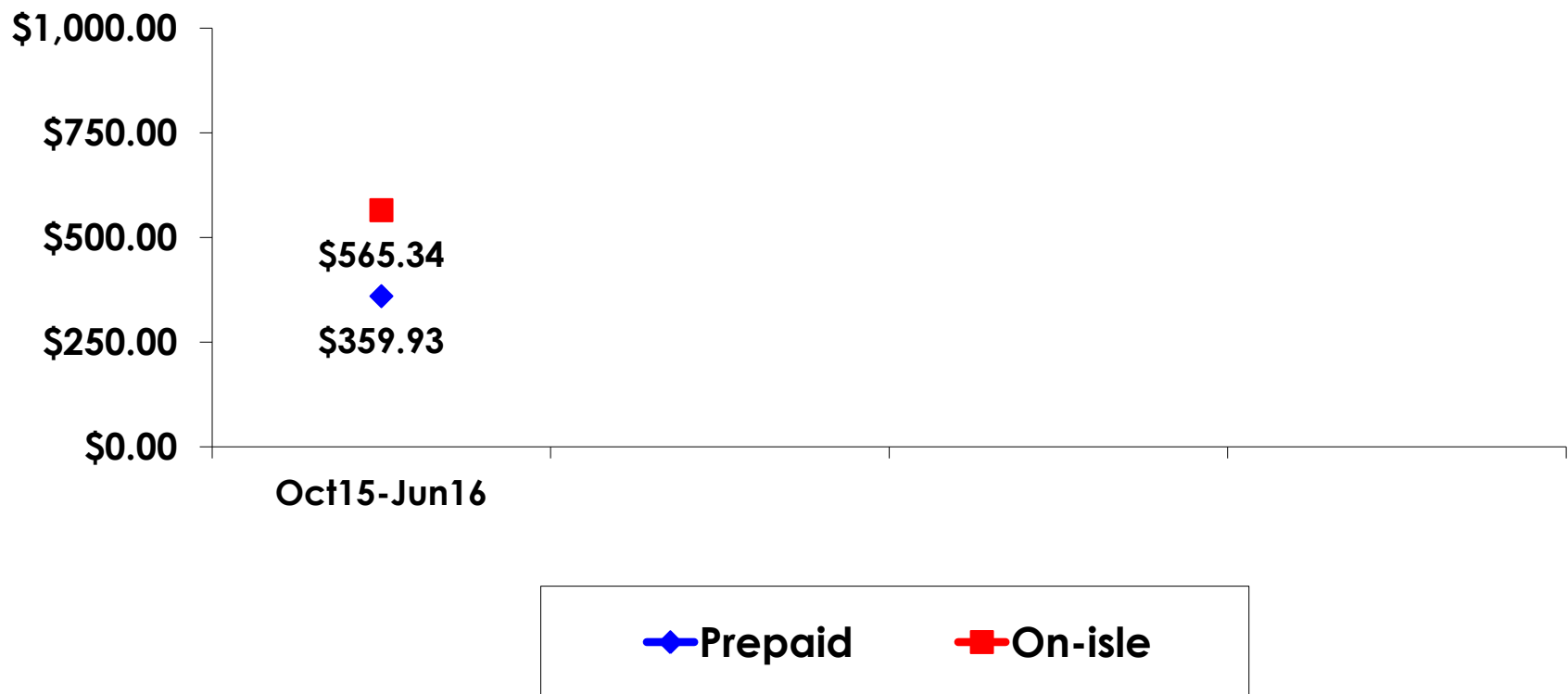
On-Island Expenditures

- \$981.53 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$6,250 = Maximum (highest amount recorded for the entire sample)
- \$565.34 = overall mean average per person on-island expenditure

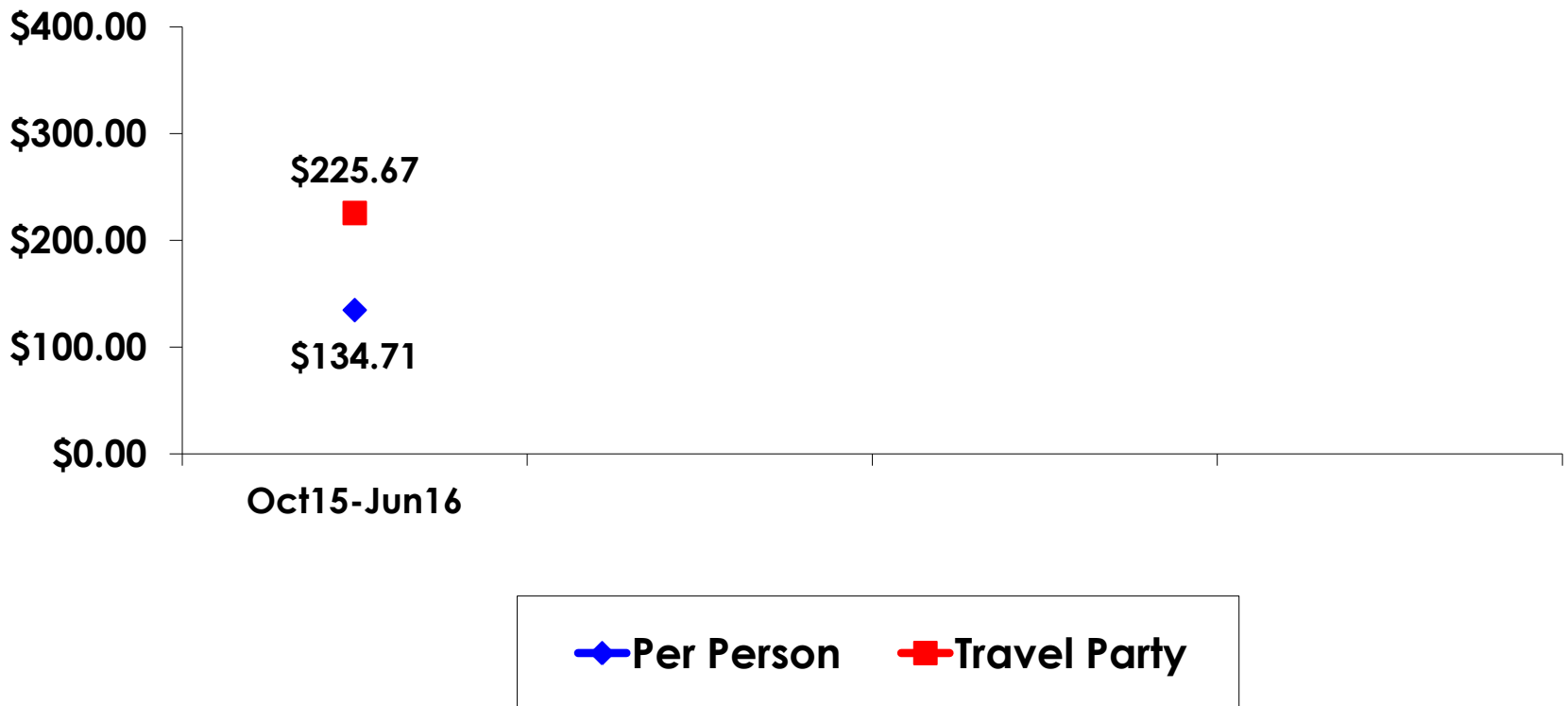
ON-ISLAND EXPENDITURES Per Person



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	\$565.34	\$508.81	\$619.26	\$150.05	\$542.33	\$303.95	\$665.44	\$224.17	\$478.28	\$767.65	\$686.82
	Median	\$333	\$375	\$320	\$165	\$495	\$167	\$500	\$125	\$200	\$650	\$400
	Minimum	\$0	\$0	\$0	\$0	\$33	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$5,000	\$2,400	\$5,000	\$350	\$1,400	\$1,200	\$2,250	\$1,000	\$1,850	\$5,000	\$3,125

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$91.05	\$114.60	\$68.58	\$40.00	\$99.32	\$39.30	\$42.24
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$101.13	\$89.56	\$112.15	\$77.71	\$102.68	\$107.21	\$104.15
	Median	\$0	\$10	\$0	\$0	\$45	\$30	\$0
F&B RESTRNT	Mean	\$63.86	\$47.74	\$79.23	\$35.71	\$50.36	\$80.23	\$67.07
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPT TOUR	Mean	\$45.59	\$38.52	\$52.34	\$35.71	\$57.79	\$29.79	\$58.32
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$230.87	\$138.34	\$319.12	\$61.43	\$144.39	\$357.91	\$220.17
	Median	\$0	\$0	\$0	\$0	\$30	\$0	\$0
GIFT- OTHER	Mean	\$180.39	\$190.24	\$171.00	\$75.00	\$190.18	\$178.60	\$215.98
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TRANS	Mean	\$55.24	\$43.15	\$66.77	\$9.43	\$112.68	\$49.09	\$39.44
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$213.41	\$217.81	\$209.22	\$56.86	\$166.46	\$95.79	\$427.49
	Median	\$0	\$0	\$0	\$0	\$3	\$0	\$10
TOTAL	Mean	\$981.53	\$879.95	\$1,078.42	\$391.86	\$923.86	\$937.93	\$1,174.85
	Median	\$580	\$520	\$640	\$180	\$500	\$600	\$800

On-Island Expenditures

First Timers & Repeaters

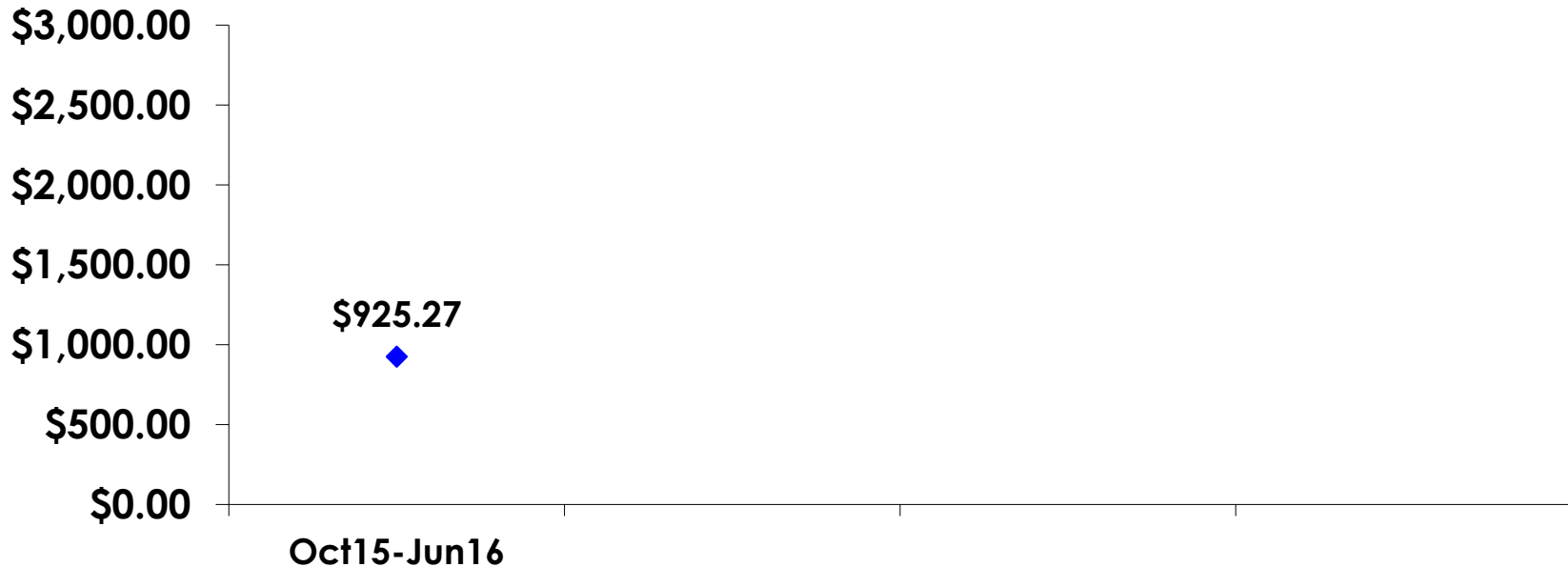
		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$91.05	\$63.27	\$157.76
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$101.13	\$98.56	\$108.42
	Median	\$0	\$10	\$0
F&B RESTRNT	Mean	\$63.86	\$58.07	\$78.95
	Median	\$0	\$0	\$0
OPT TOUR	Mean	\$45.59	\$58.75	\$15.00
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$230.87	\$224.57	\$251.53
	Median	\$0	\$0	\$0
GIFT- OTHER	Mean	\$180.39	\$145.51	\$261.97
	Median	\$0	\$0	\$0
TRANS	Mean	\$55.24	\$65.25	\$33.50
	Median	\$0	\$0	\$0
OTHER	Mean	\$213.41	\$242.31	\$152.11
	Median	\$0	\$0	\$0
TOTAL	Mean	\$981.53	\$956.28	\$1,059.24
	Median	\$580	\$560	\$610

Total Expenditures Per Person (Prepaid & On-Island)

- \$925.27 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$7,134 = Maximum (highest amount recorded for the entire sample)

TOTAL EXPENDITURES

Per Person

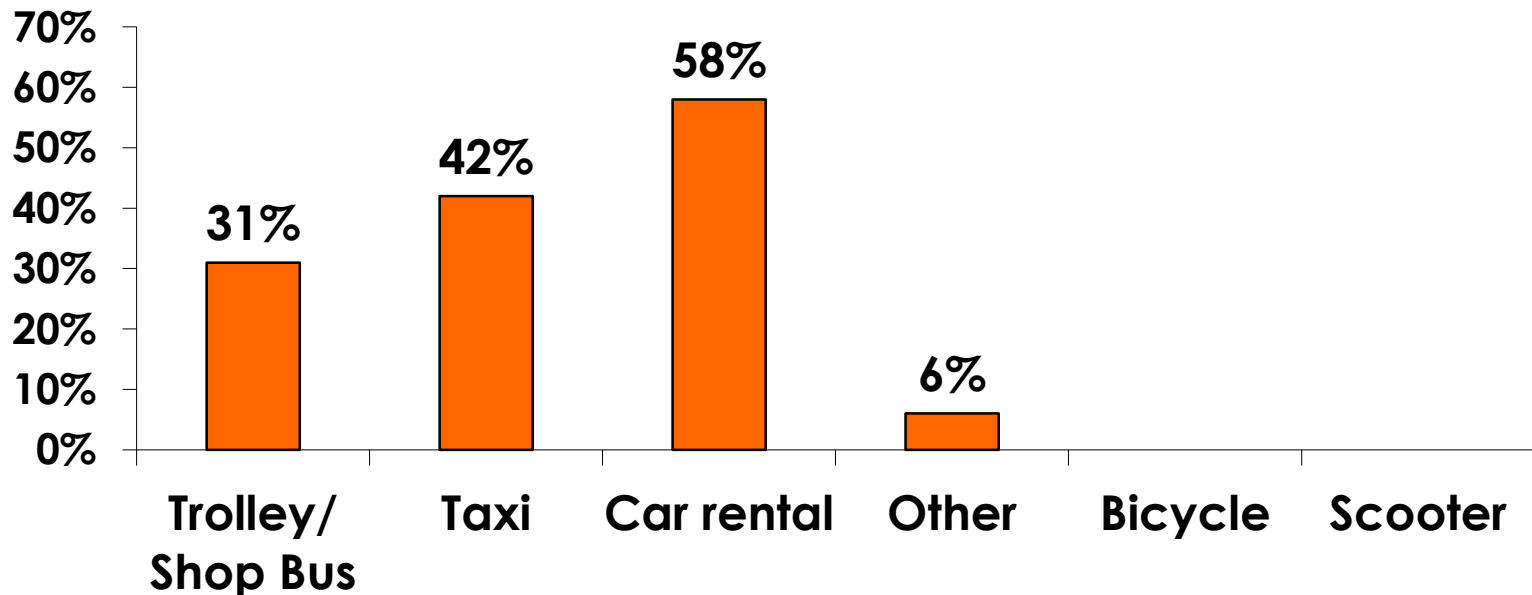


Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$91.05
Food & beverage in fast food restaurant/convenience store	\$101.13
Food & beverage at restaurants or drinking establishments outside a hotel	\$63.86
Optional tours and activities	\$45.59
Gifts/ souvenirs for yourself/companions	\$230.87
Gifts/ souvenirs for friends/family at home	\$180.39
Local transportation	\$55.24
Other expenses not covered	\$213.41
Average Total	\$981.53

Local Transportation

n= 36



Mean=\$55.24 per travel party

Guam Airport Expenditures

- \$46.06 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$800 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

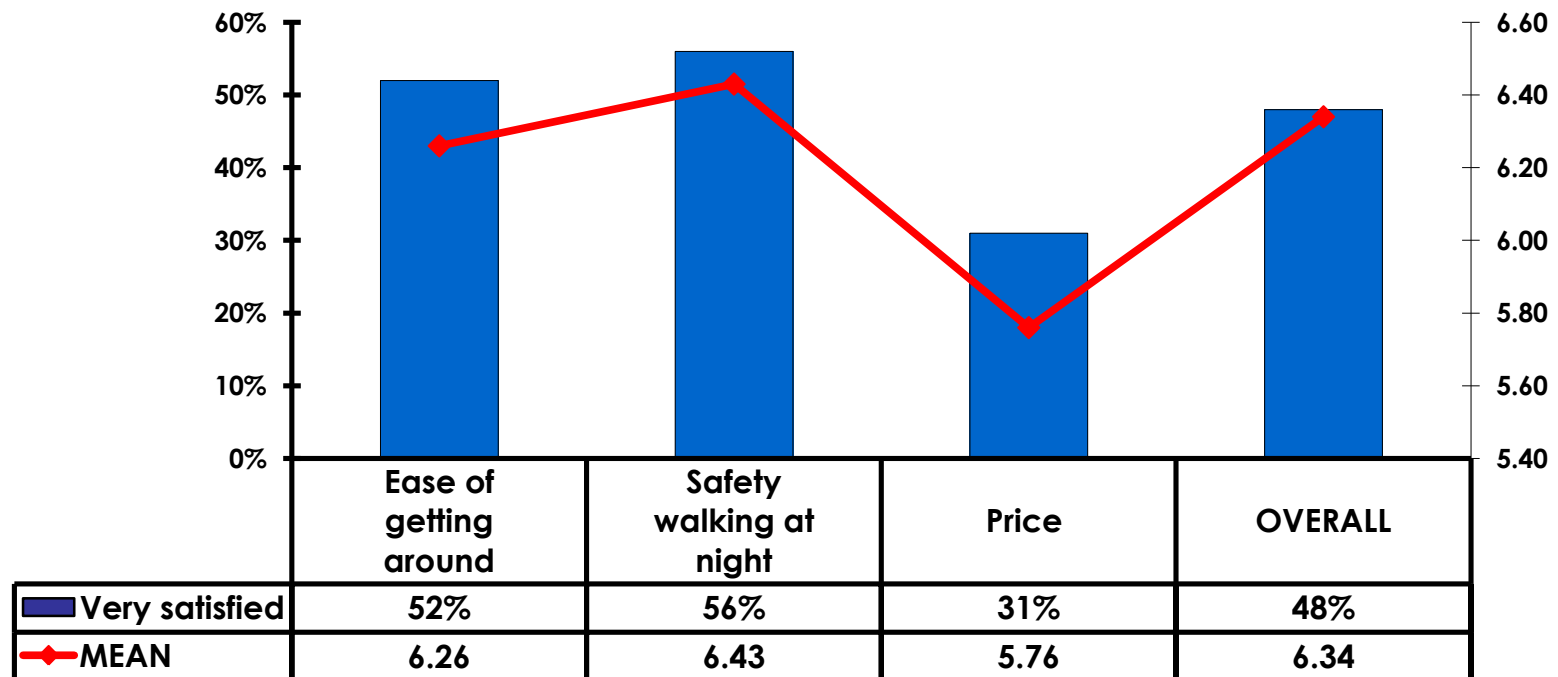
	MEAN \$
Food & Beverages	\$10.46
Gifts/Souvenirs Self	\$13.94
Gifts/Souvenirs Others	\$21.66
Total	\$46.06

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

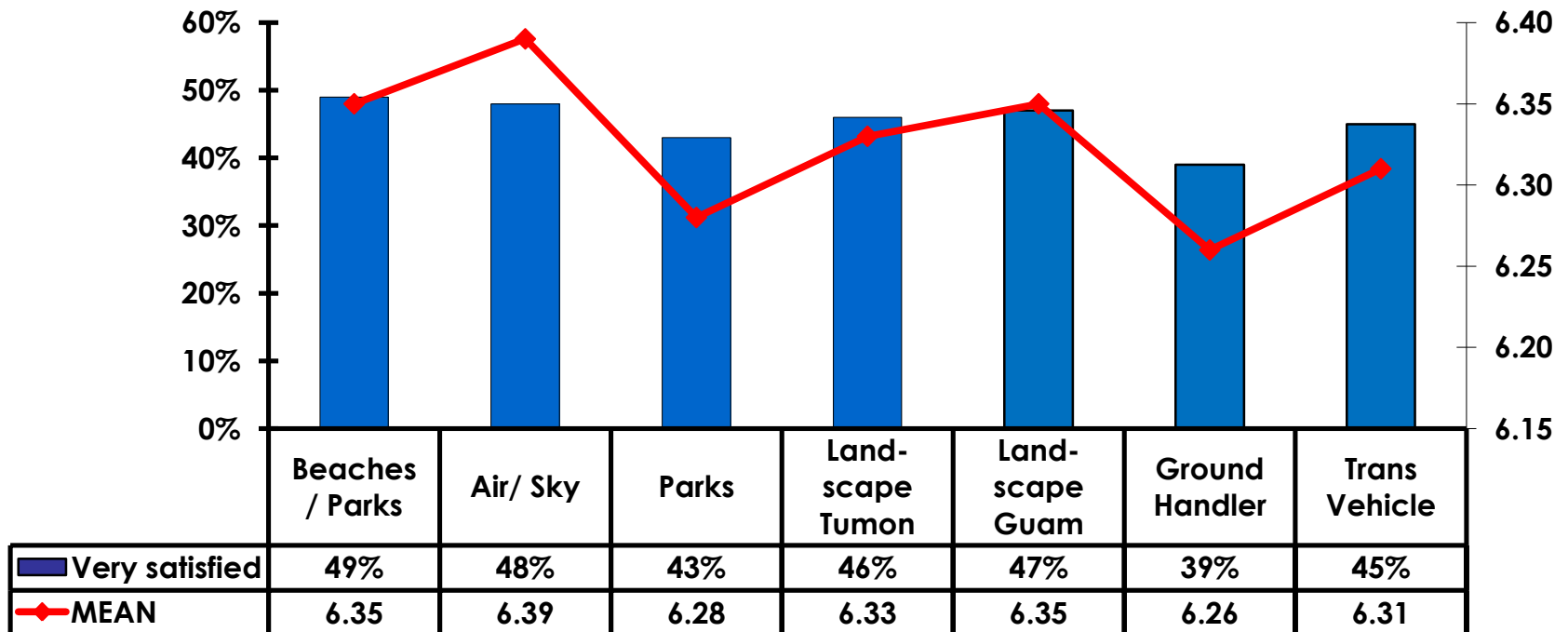
7=Very Satisfied/1=Very Dissatisfied



Satisfaction Quality/ Cleanliness

7pt Rating Scale

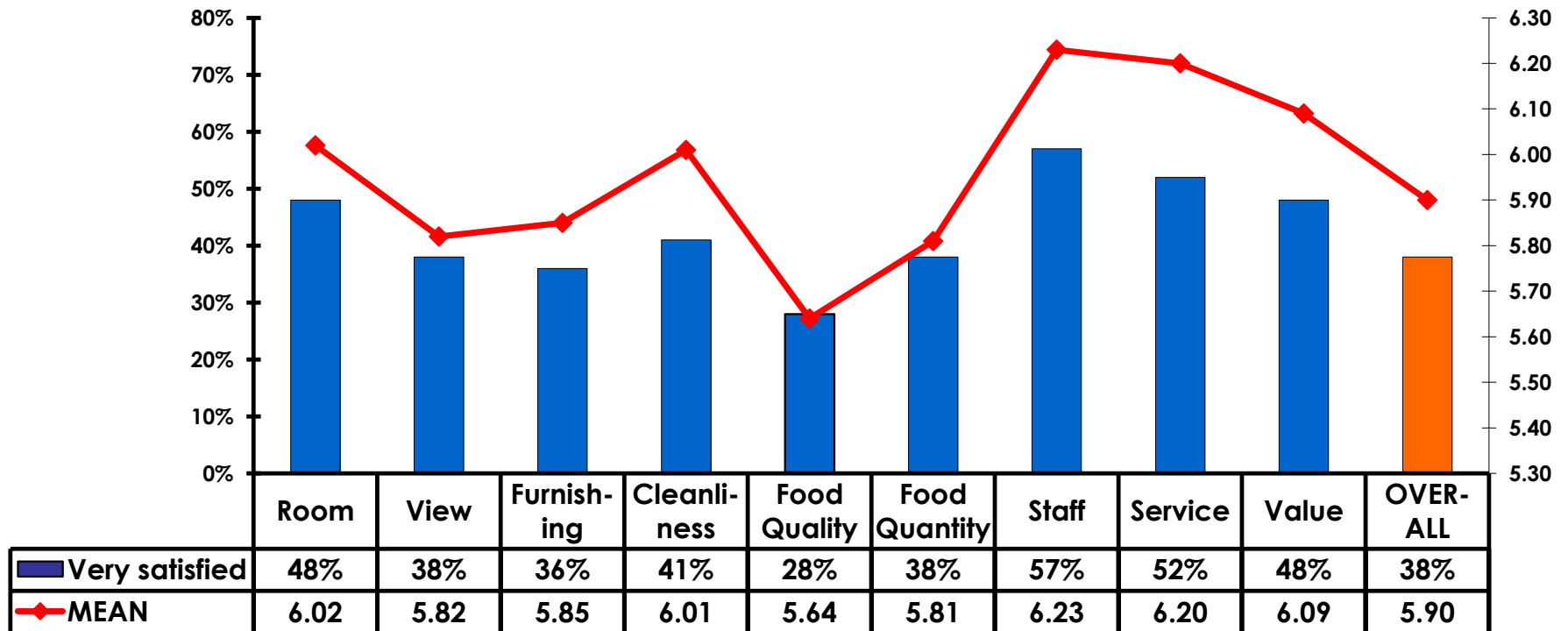
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

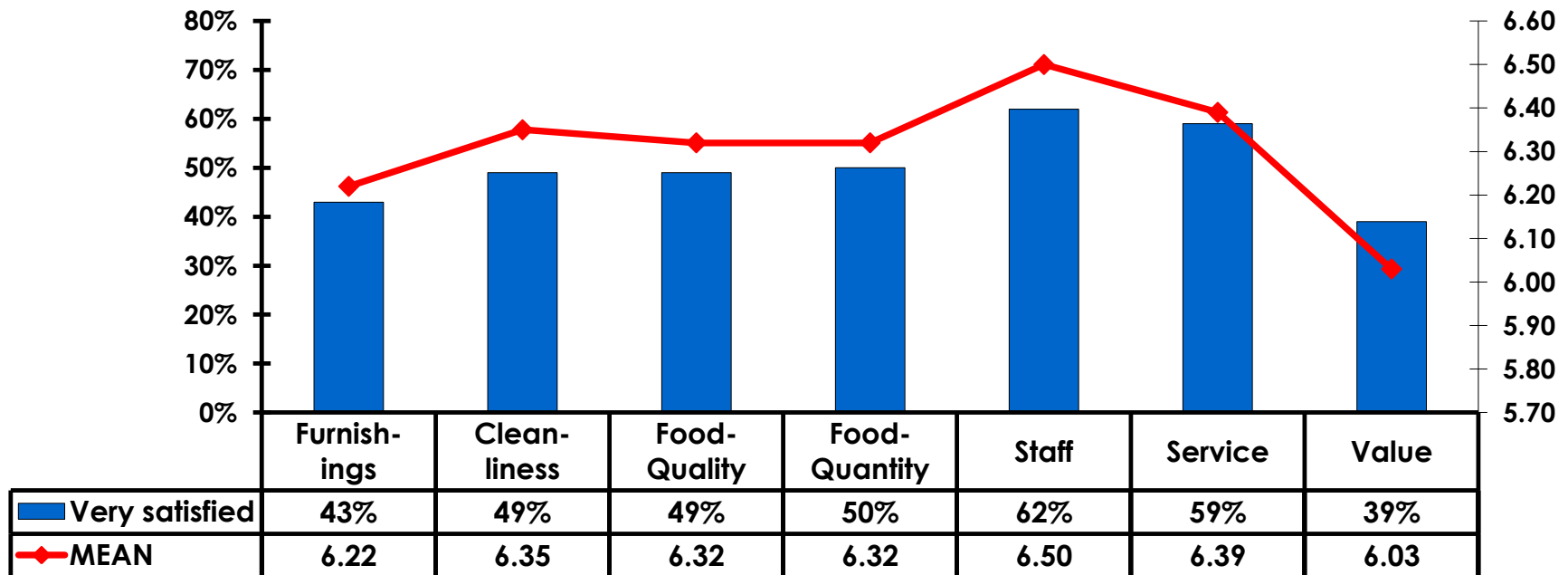
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

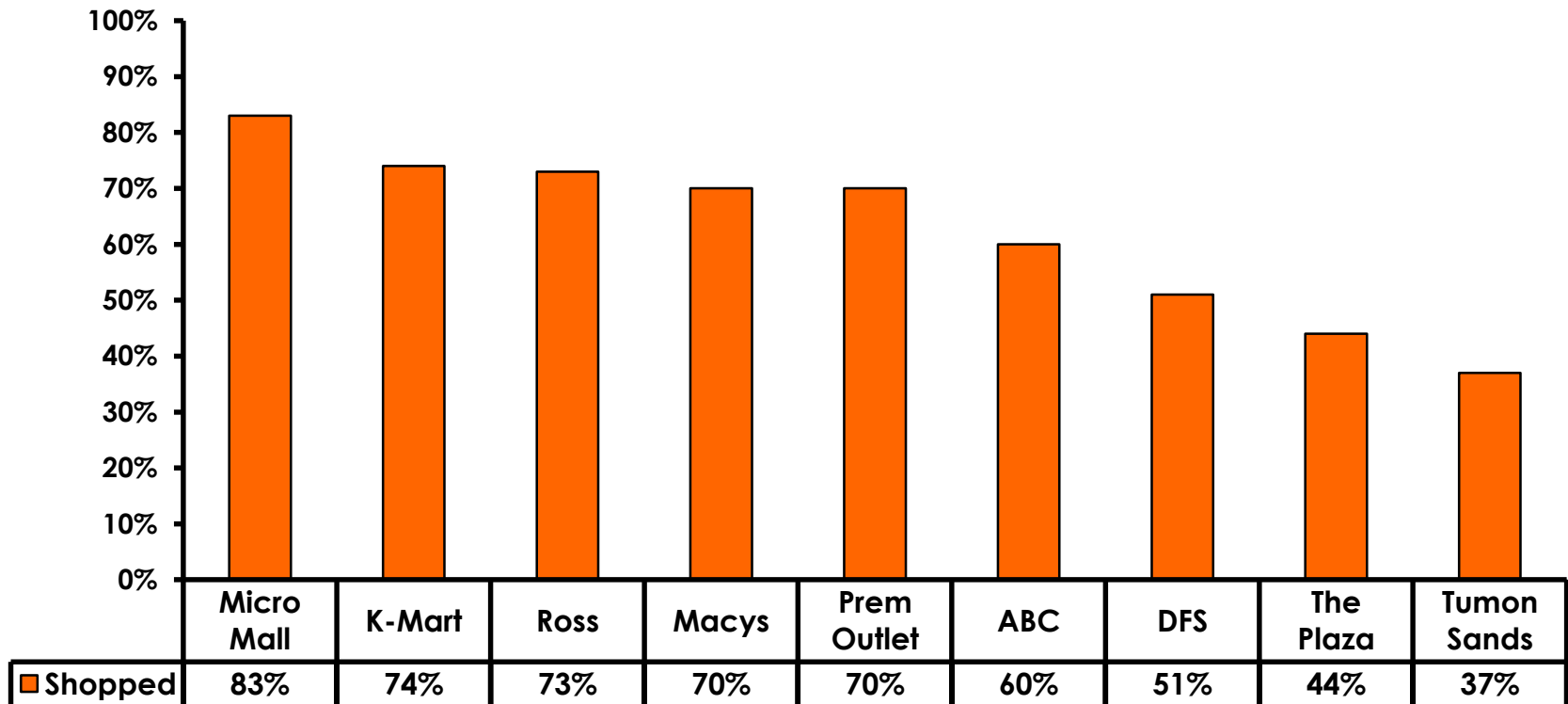
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



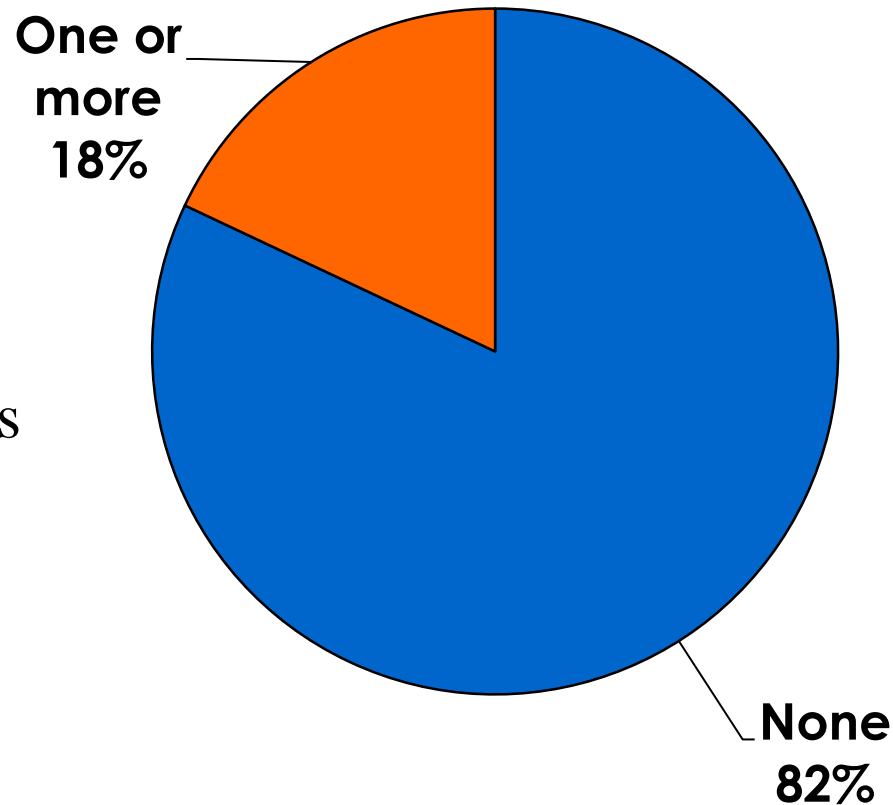
Satisfaction with Shopping

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

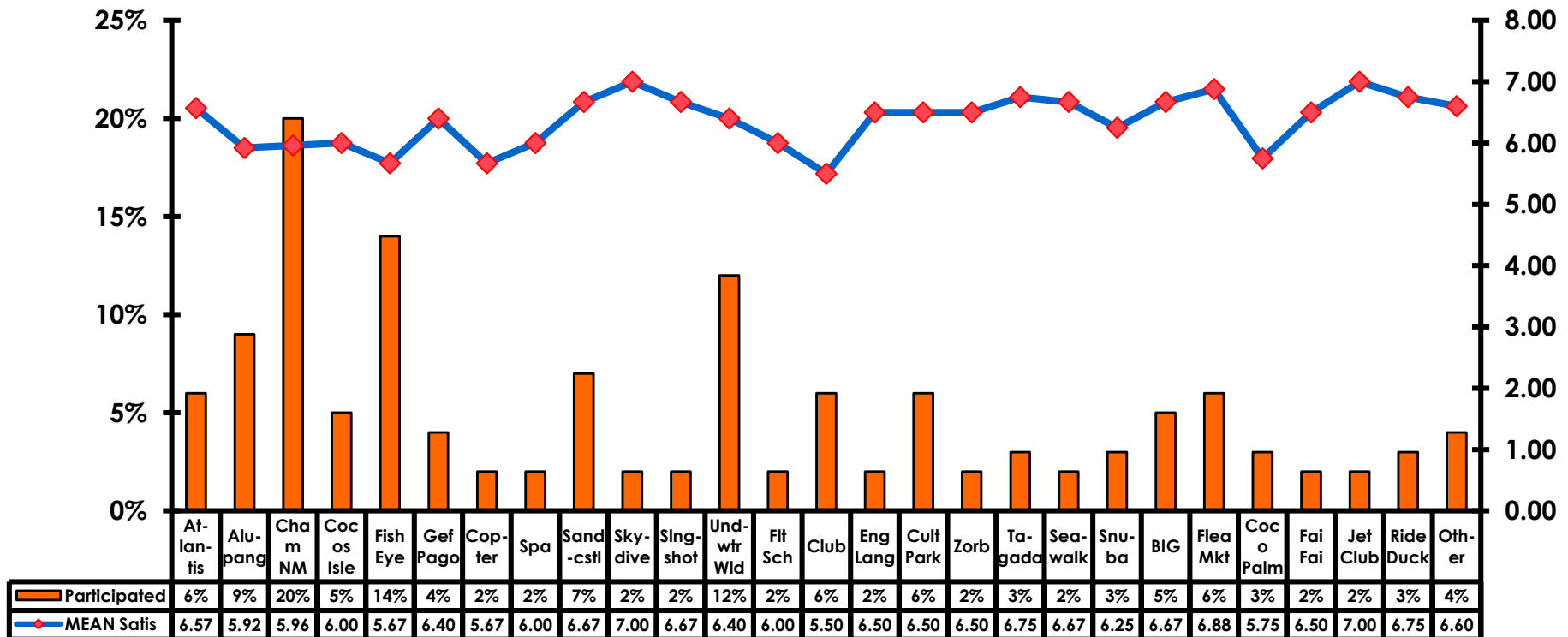
Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 86%	Score of 6 to 7 = 80%
Score of 4 to 5 = 12%	Score of 4 to 5 = 15%
Score 1 to 3 = 2%	Score 1 to 3 = 6%
MEAN = 6.24	MEAN = 6.05

Optional Tour Participation



- Average number of tours participated in is .32

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 = 83%	Score of 6 to 7 = 82%
Score of 4 to 5 = 16%	Score of 4 to 5 = 17%
Score 1 to 3 = 1%	Score 1 to 3 = 1%
MEAN = 6.19	MEAN = 6.07

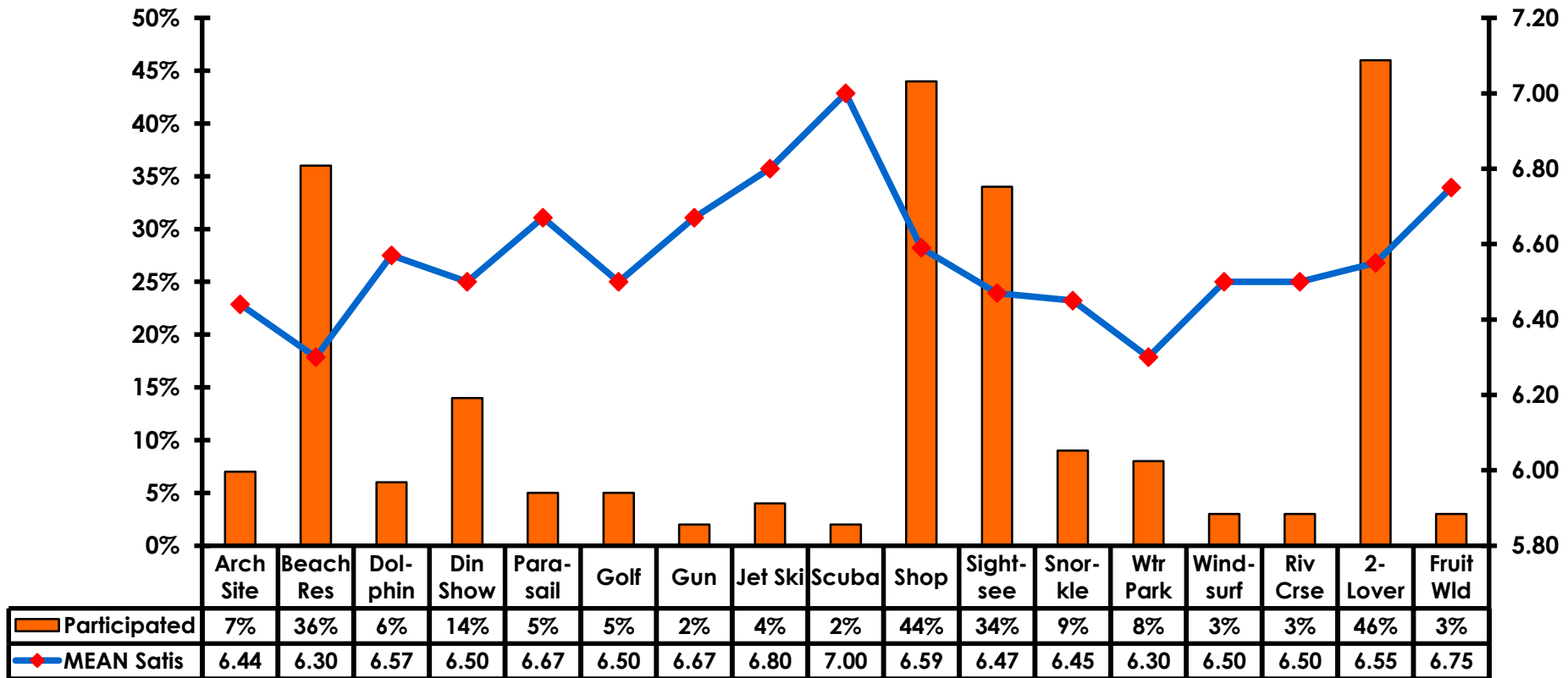
Night Tours Satisfaction

7pt Rating Scale

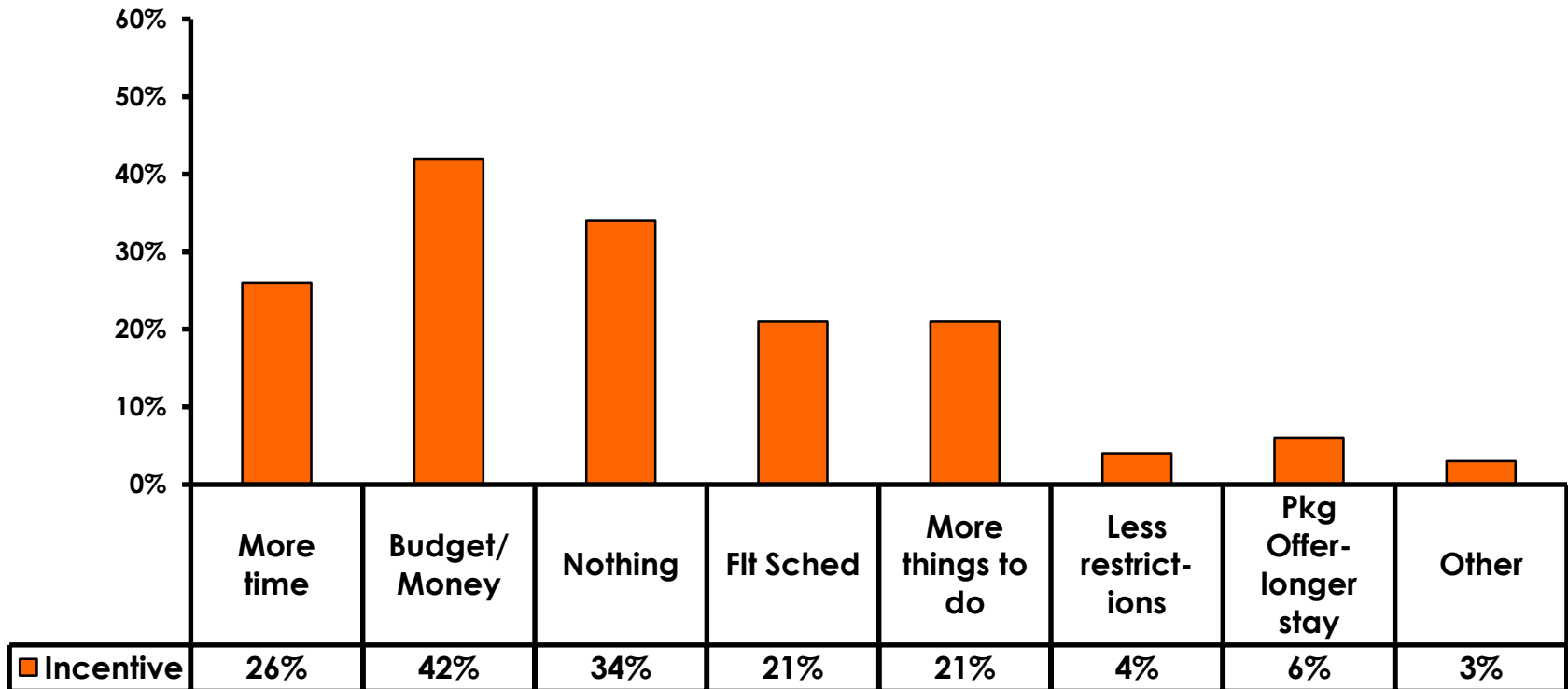
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 78%	Score of 6 to 7 = 78%
Score of 4 to 5 = 21%	Score of 4 to 5 = 21%
Score 1 to 3 = 1%	Score 1 to 3 = 1%
MEAN = 6.03	MEAN = 6.03

Satisfaction with Other Activities



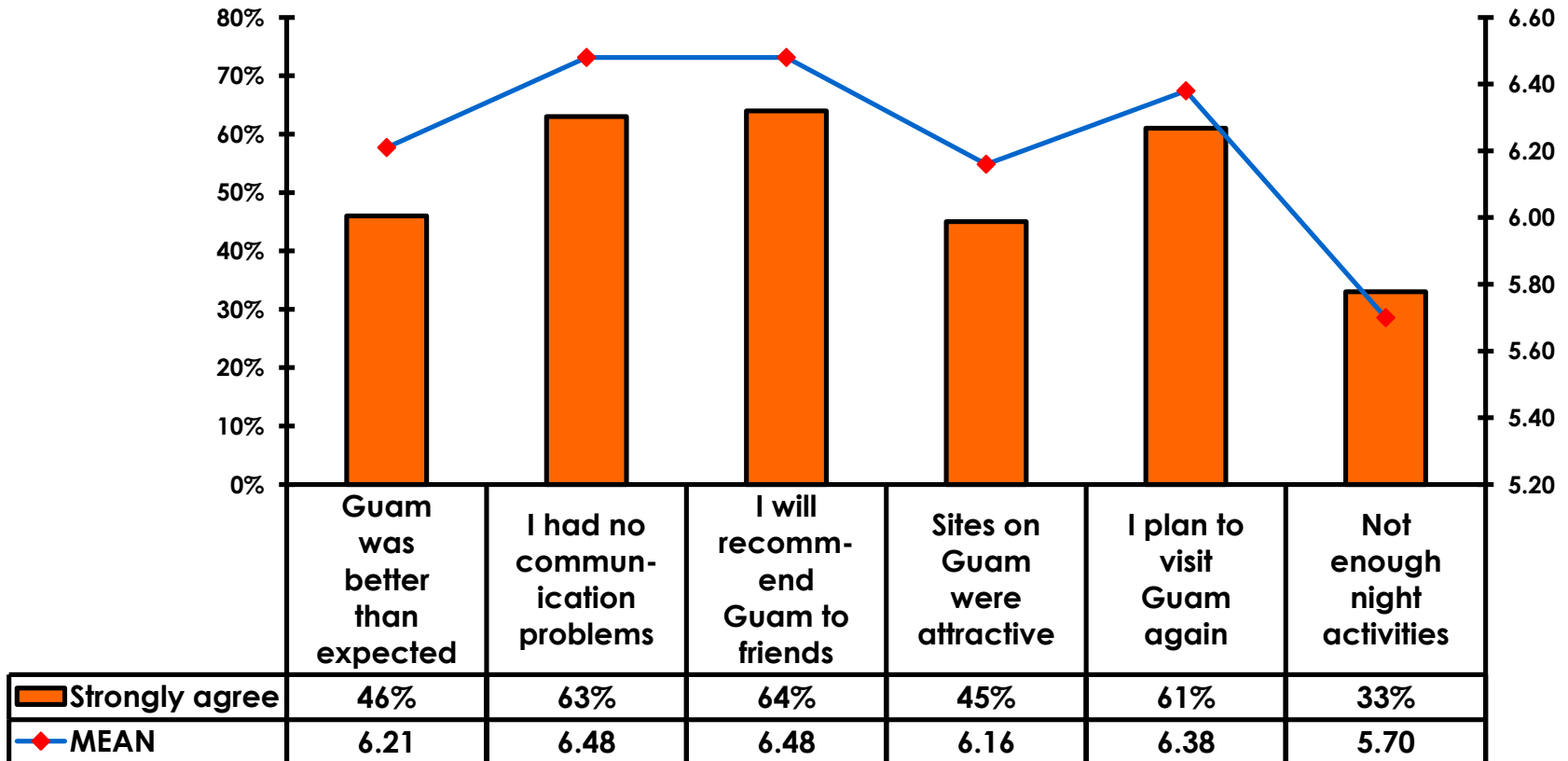
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

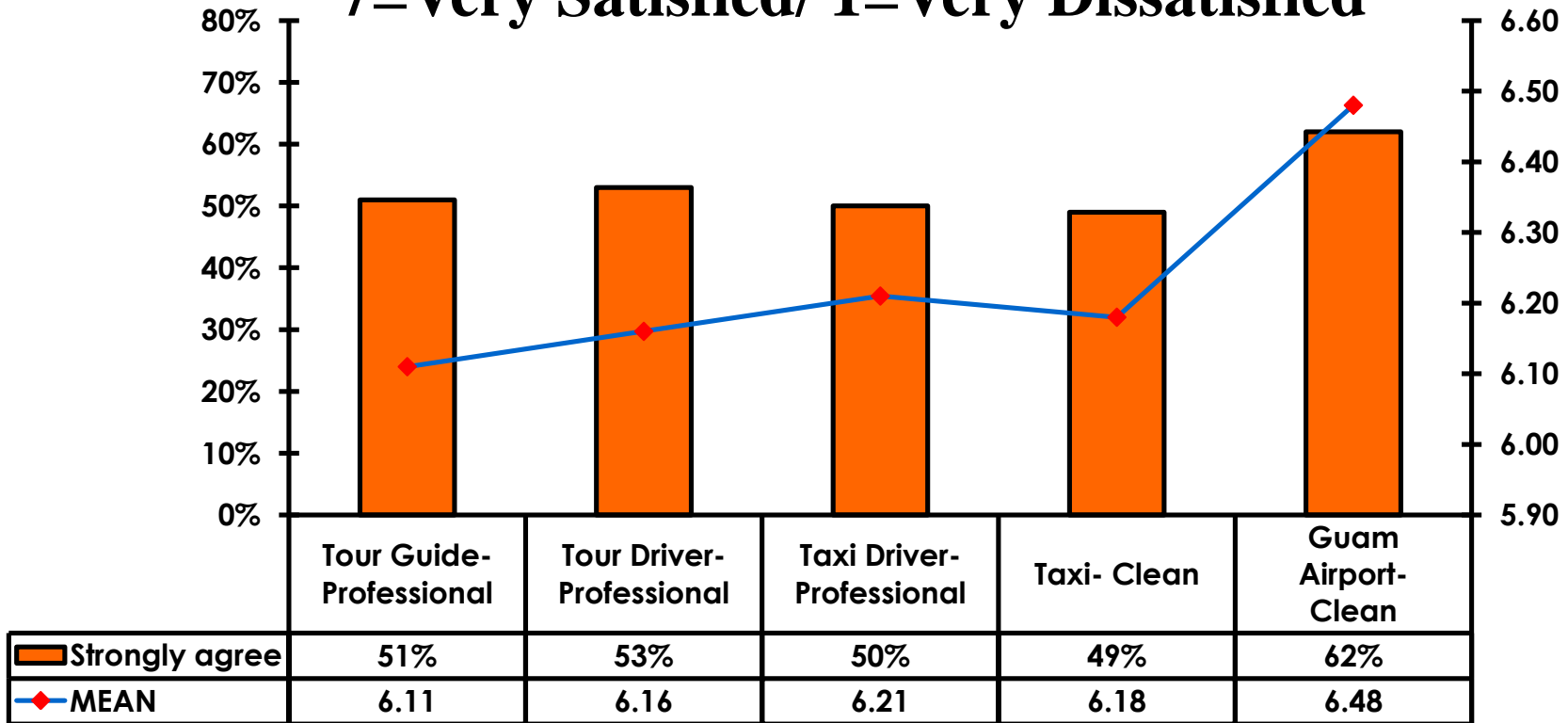
7=Very Satisfied/ 1=Very Dissatisfied



On-Island Perceptions

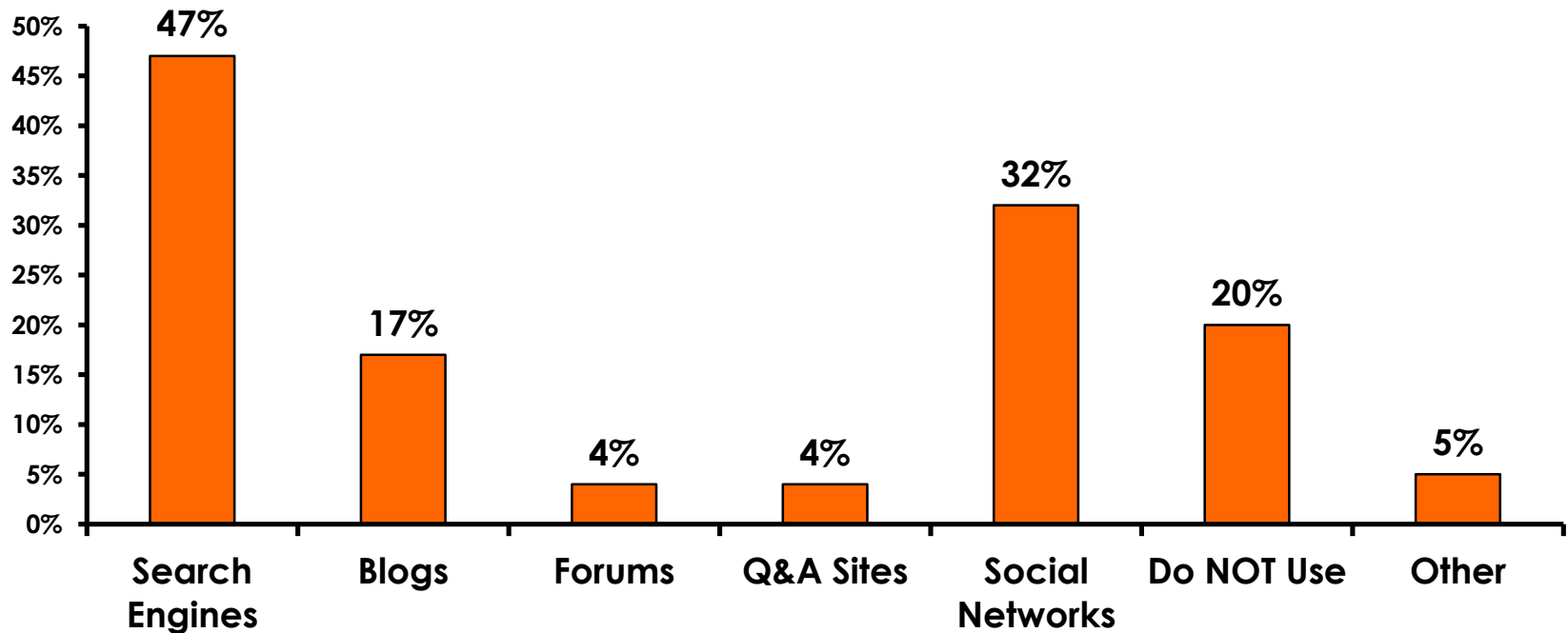
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



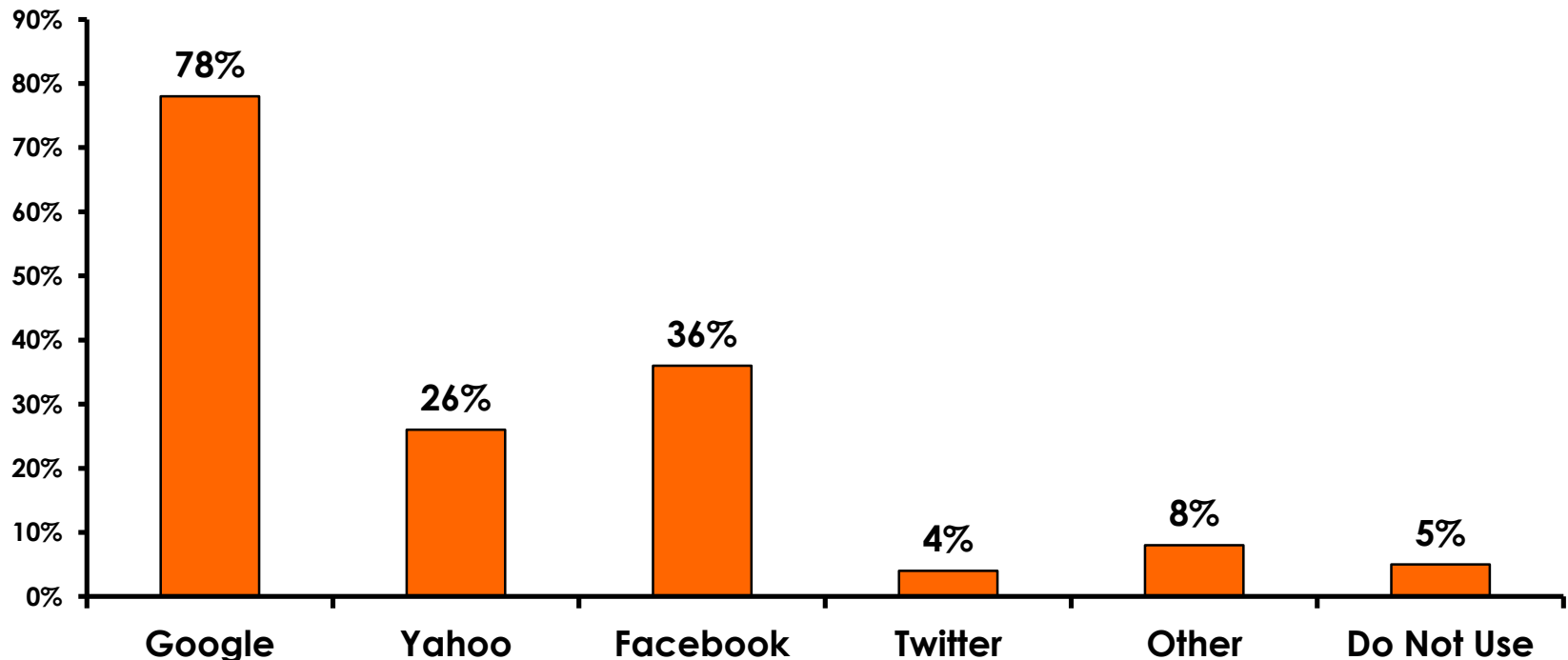
SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

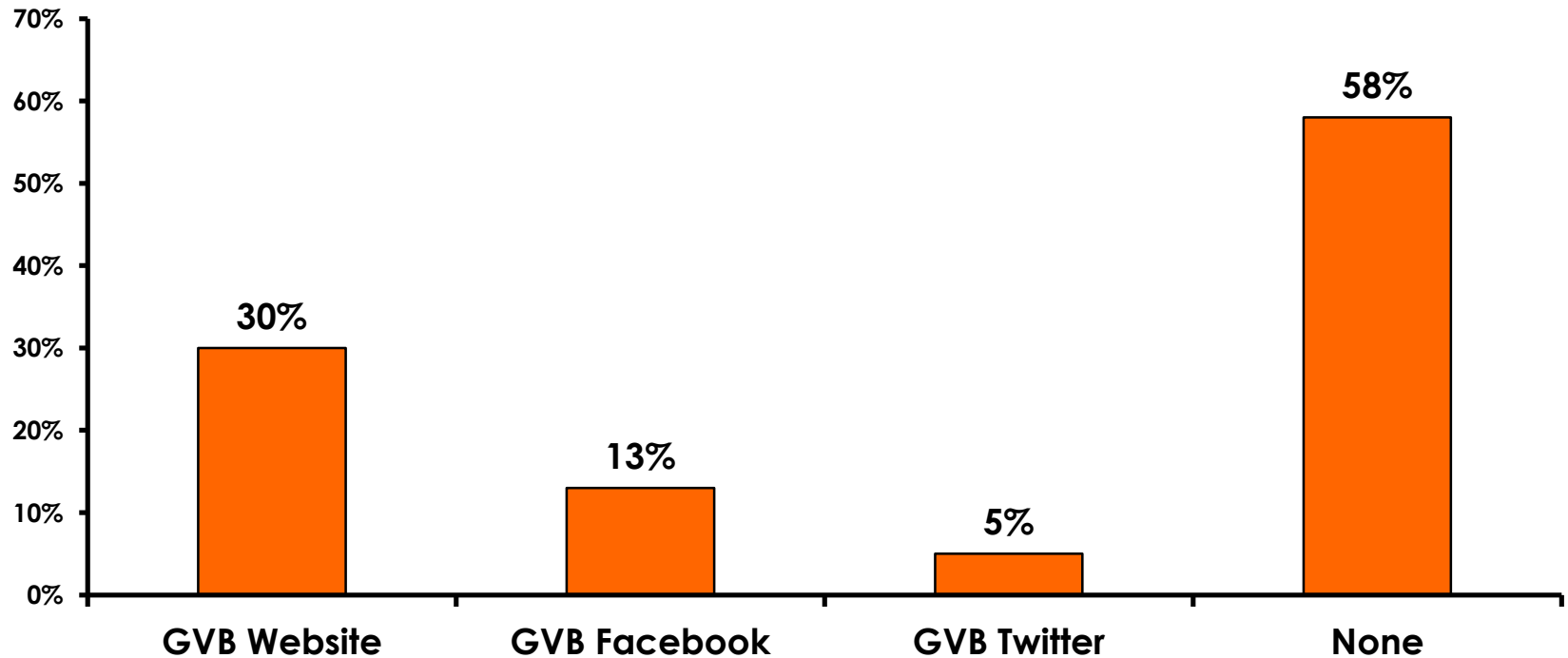


Internet- Things To Do

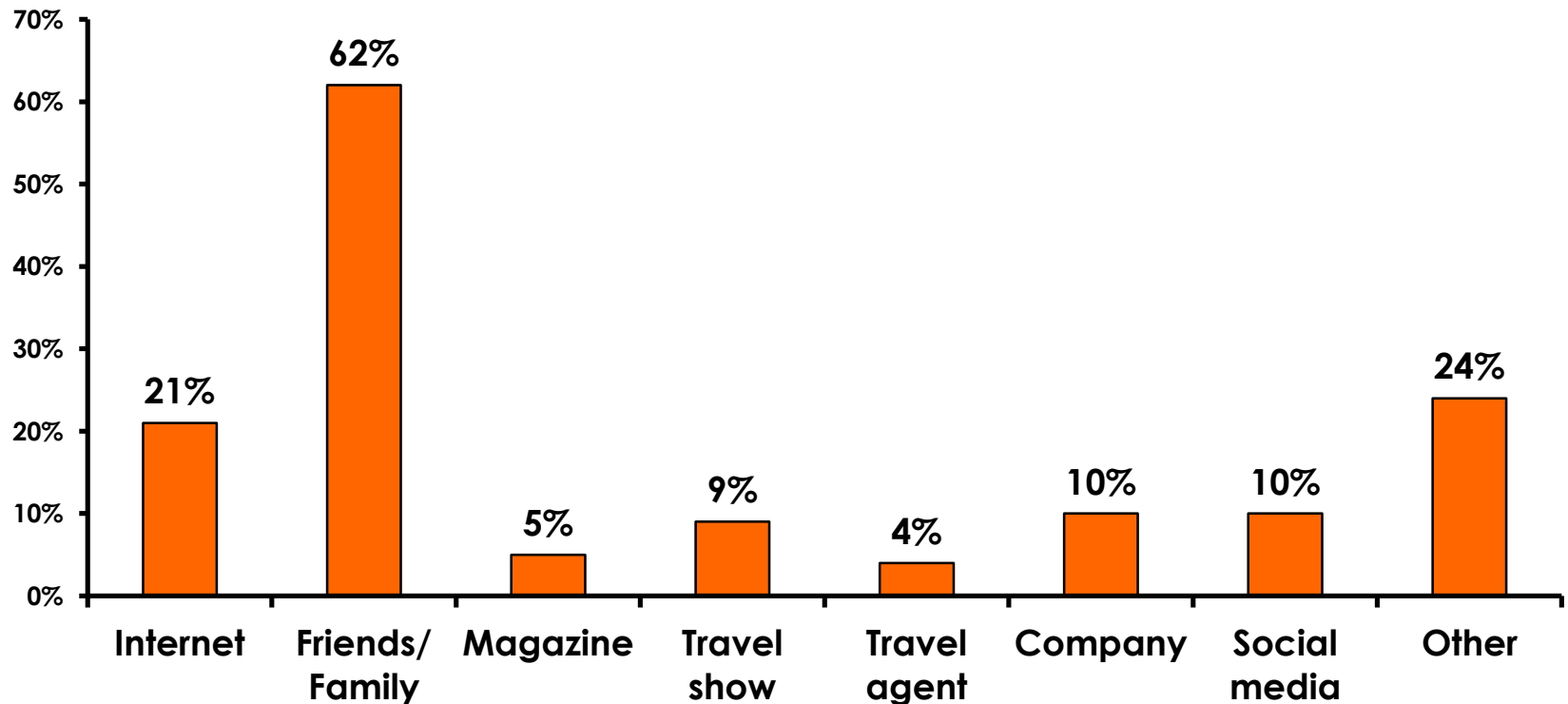
Sources of Info



Internet- GVB Sources

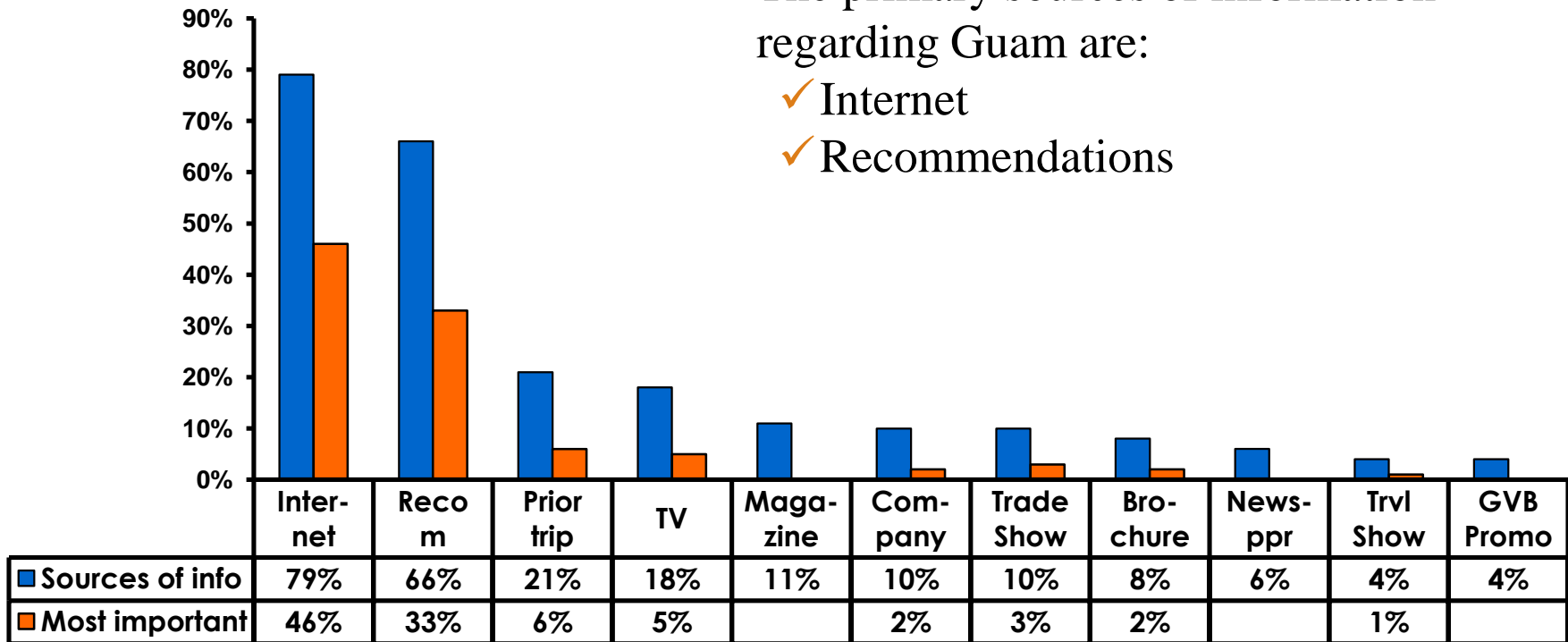


Travel Motivation- Info Sources



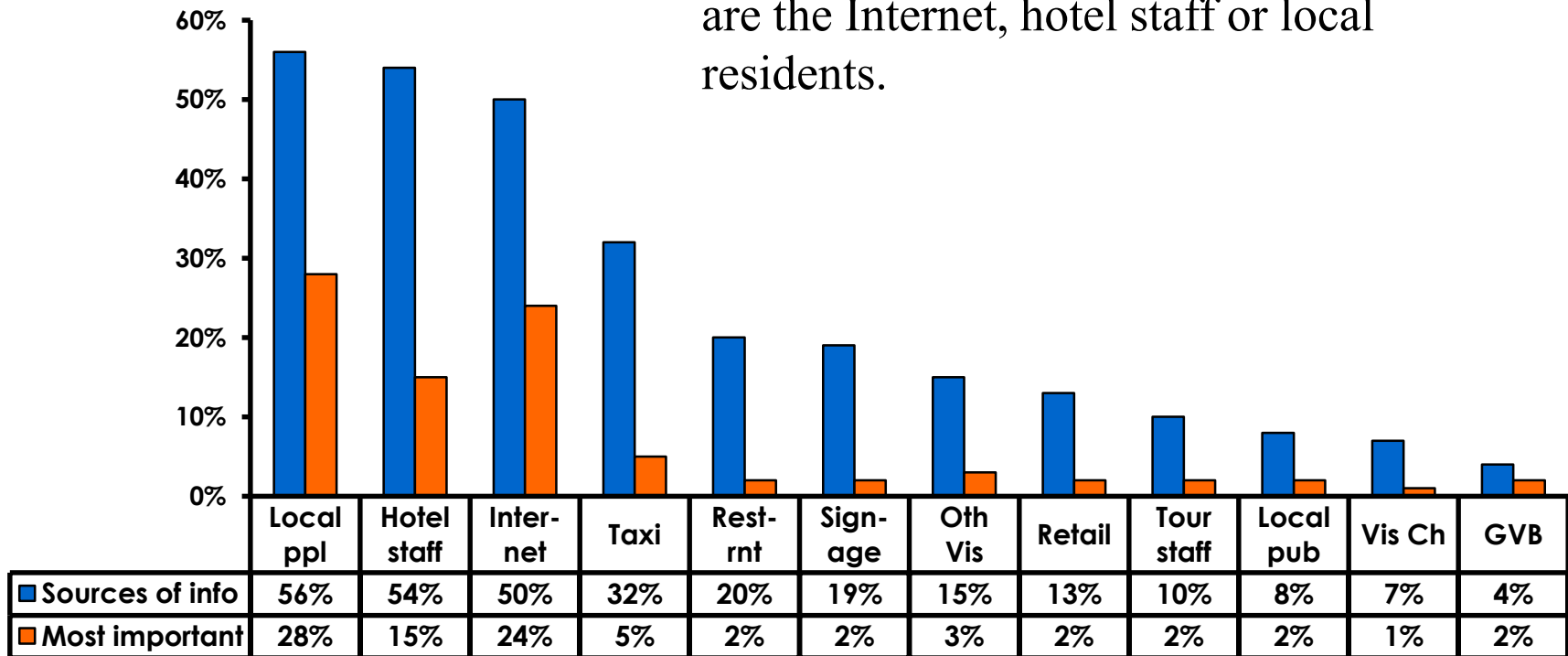
Sources of Information Pre-arrival

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



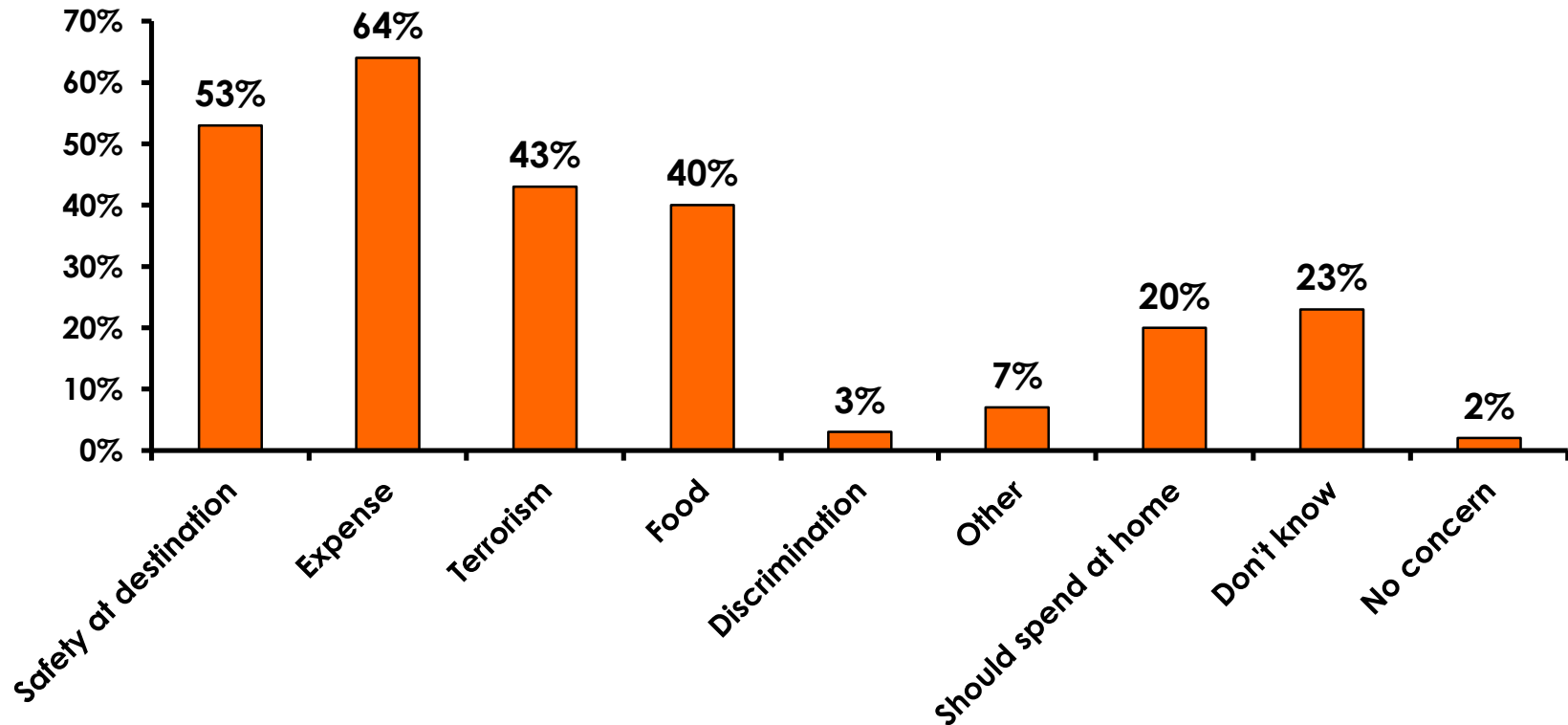
Sources of Information Post-arrival

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



SECTION 6 **OTHER ISSUES**

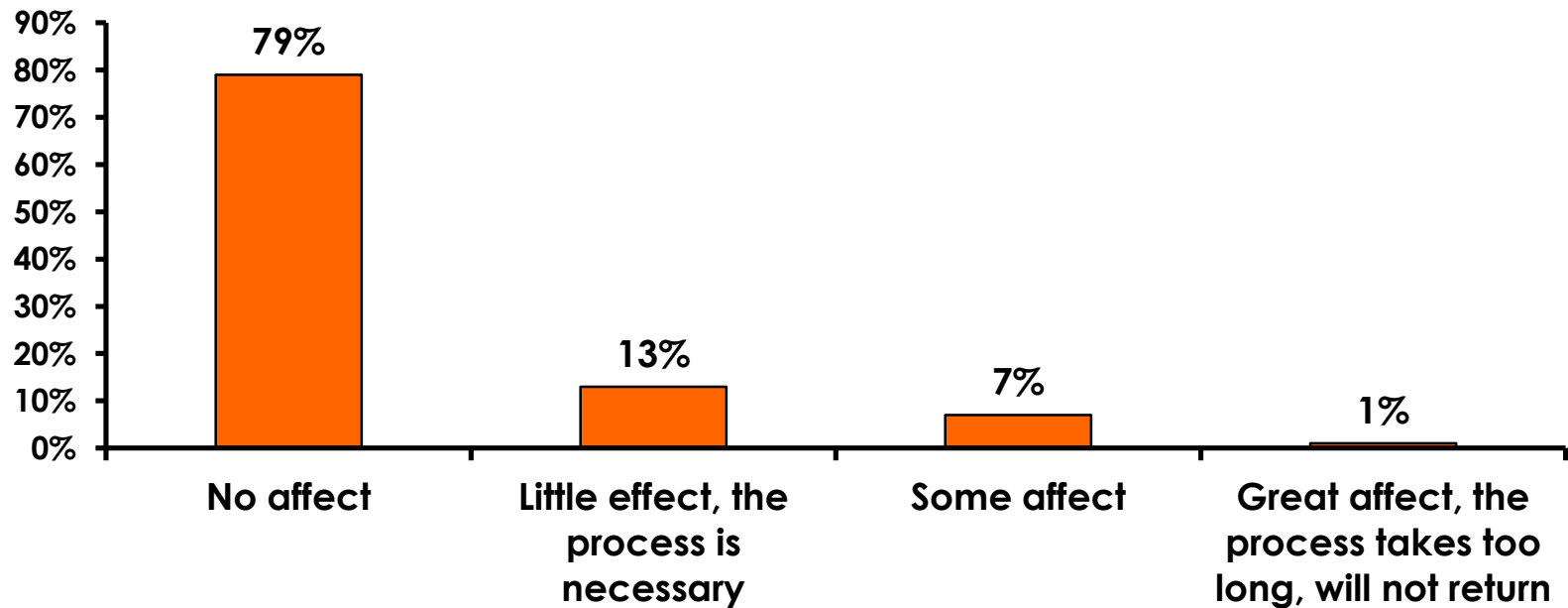
Concerns about travel outside of Philippines - Overall



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	Expense	64%	100%	75%	63%	46%	53%	60%	50%	69%	63%	79%	67%	
	Safety	53%	43%	43%	63%	54%	65%	60%	43%	69%	63%	44%	50%	
	Terrorism	43%	21%	25%	51%	57%	41%	55%	57%	54%	38%	32%	33%	
	Food	40%	36%	43%	46%	35%	47%	35%	36%	54%	63%	38%	33%	
	Don't know	23%	36%	14%	24%	24%	24%	20%	29%	23%	25%	26%	17%	
	Should spend at home	20%	14%	18%	24%	19%	29%	30%	7%	31%	13%	21%		
	Other	7%		4%	5%	16%	6%		7%	8%		9%	17%	
	Discrimination against Filipinos	3%		11%	2%		12%	10%						
	No concerns	2%		4%	2%		6%		7%	8%				
	Total	Count	121	14	28	41	37	17	20	14	13	8	34	6

Security Screening/ Immigration Process at Guam International Airport



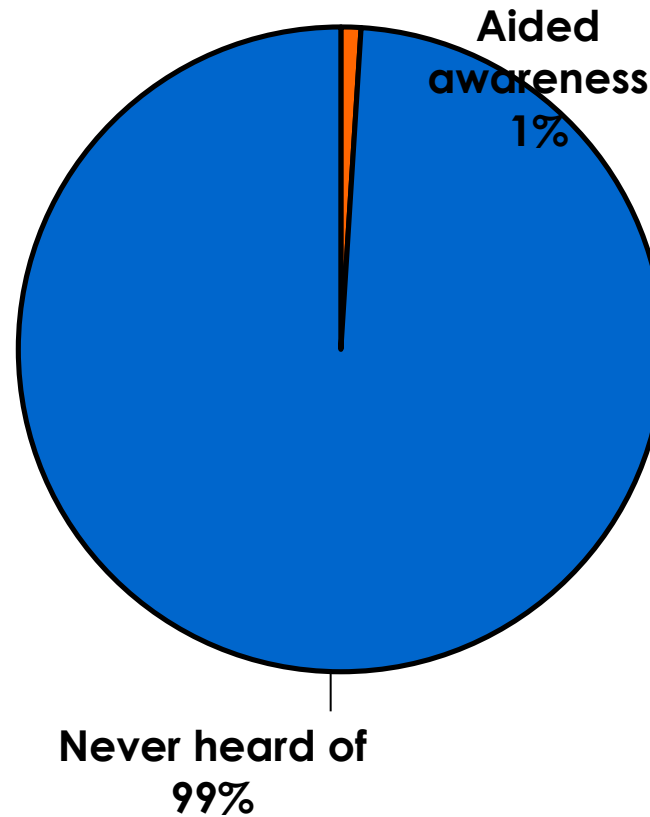
Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



SHOP GUAM FESTIVAL



Shop Guam Festival Impact

n=1

