GUAM VISITORS BUREAU
Russia Visitor Tracker Exit Profile
FY2013 Market Segmentation
2nd Qtr. (JAN~MAR 2013)

Prepared by: QMark Research

Background & Methodology

• All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.

• A total of **151** departing Russian visitors were randomly interviewed and was coordinated with the Russian tour agents to be interviewed by QMark interviewers before departing the island.

• The margin of error for a sample of **151** is +/- 8.0 percentage points with a 95% confidence level. That is, if all Russian 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 +/- 8.0 percentage points.

Objectives

- **The specific objectives of the analysis were:**
  - To determine the relative size and expenditure behavior of the following market segments:
    - Families
    - Adventure traveler
    - Wives
    - MICE
    - 18-35
    - 36-55
    - Child
    - Wedding/ Honeymoon
    - Seniors
    - Sports competition
  - To identify (for all Russian visitors) the most important   determinants of on-island spending; and
  - To identify the most significant factors affecting overall visitor satisfaction.

Highlighted Segments Parameters

- Families – Q.6
- Adventure traveler – Q.18/19/23
- Wife – Q.E/ Gender
- MICE (meetings, incentives, conference, exhibition)– Q.5A
- 18-35 – Q.F
- 36-55 – Q.F
- Child – Q.6
- Wedding/ Honeymoon – Q.5A
- Senior – Q.F
- Sports competition – Q.5A

Highlighted Segments

	1st QTR	2nd QTR	3rd QTR	4th QTR
Families	72%	89%		
Adventure traveler	89%	68%		
Wives	39%	33%		
MICE	-	-		
18-35	34%	27%		
36-55	59%	66%		
Child	29%	23%		
Wedding/ Honeymoon	-	1%		
Seniors (60+)	2%	3%		
Sports Competition	6%	1%		
TOTAL	**150**	**151**		

SECTION 1
PROFILE OF RESPONDENTS

Marital Status Tracking
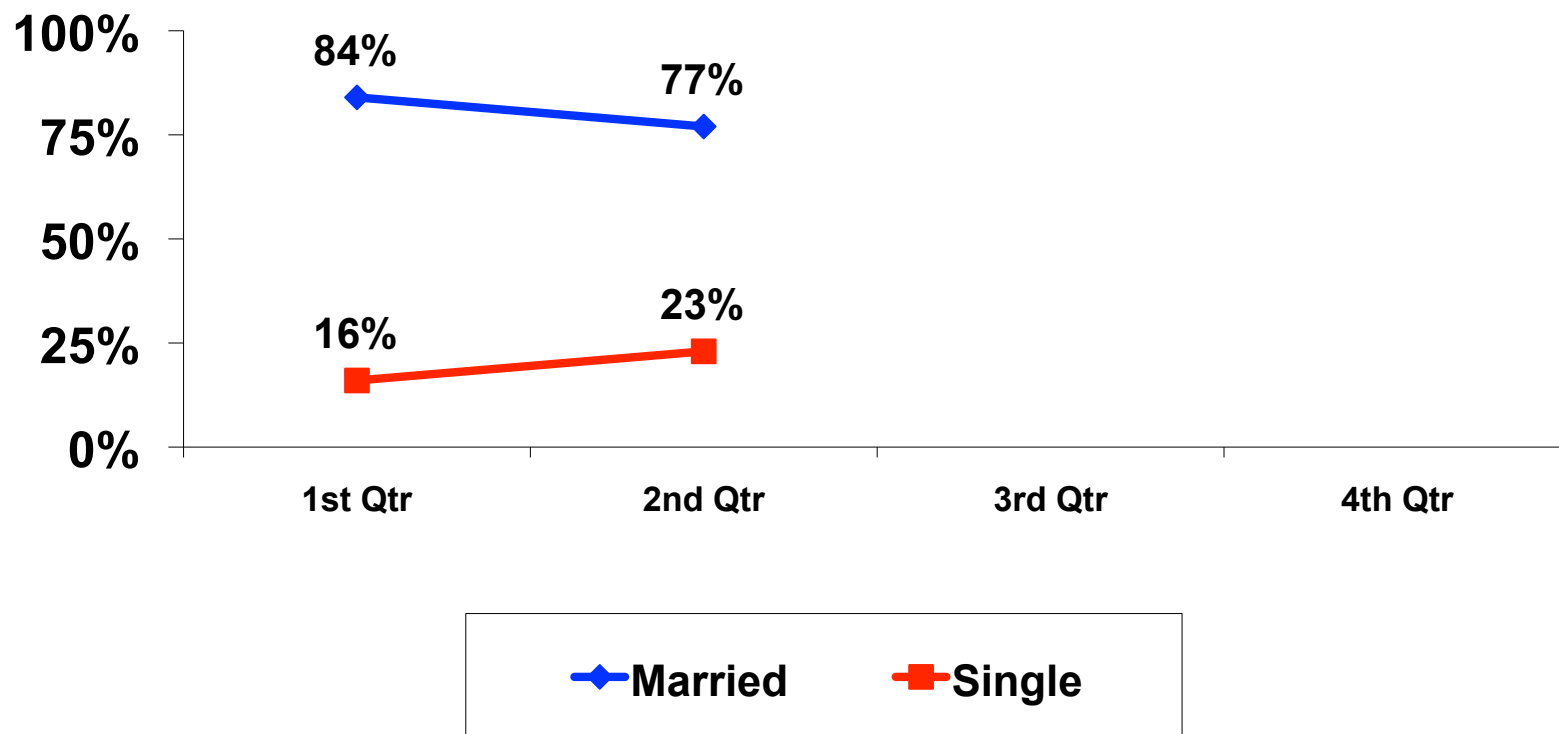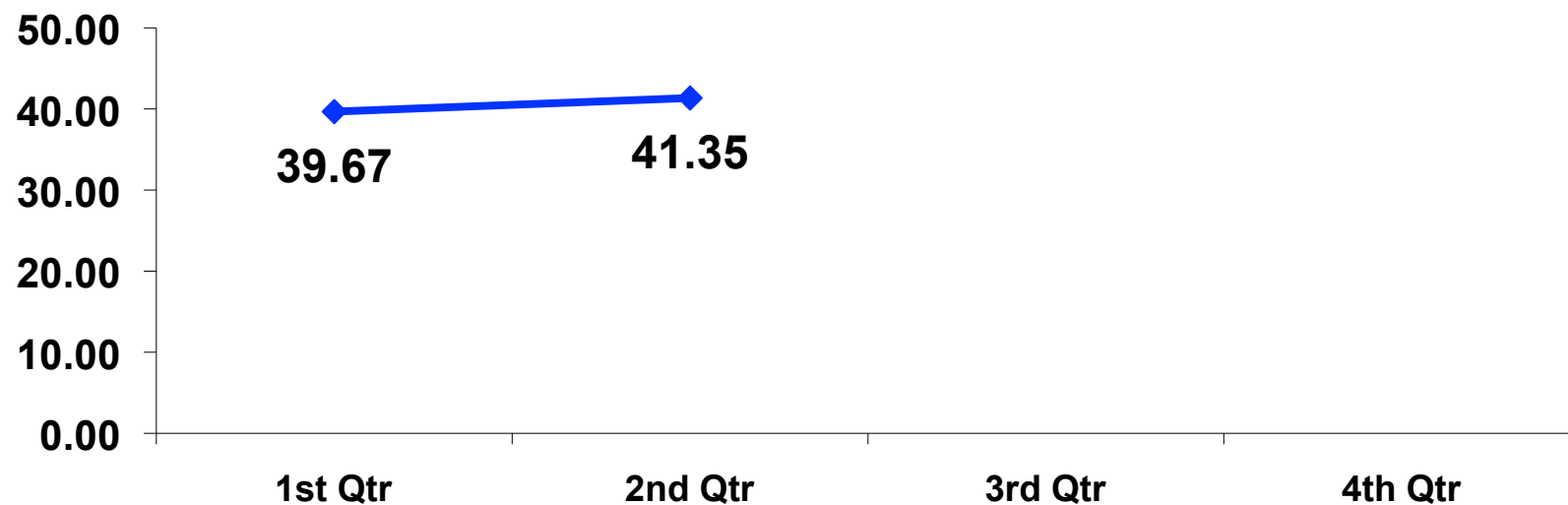
Marital Status Segmentation

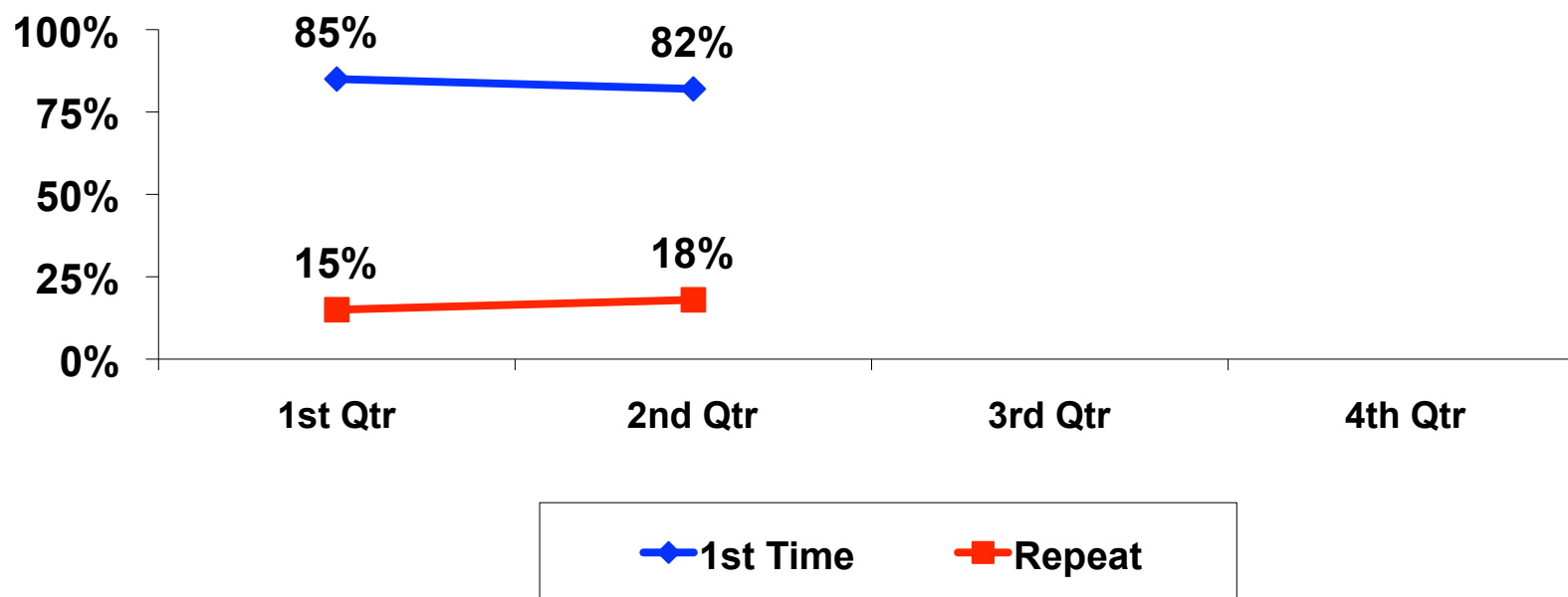|			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	116	107	84	49		30	77	27	1	5	1
		Column N %	77%	80%	82%	100%		73%	78%	79%	100%	100%	100%
	Single	Count	34	27	19			11	22	7			
		Column N %	23%	20%	18%			27%	22%	21%			
	Total	Count	150	134	103	49		41	99	34	1	5	1

Age Segmentation

			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	1		1			1					
		Column N %	1%		1%			2%					
	25-34	Count	32	29	22	10		32		14			
		Column N %	21%	22%	22%	20%		78%		42%			
	35-49	Count	89	79	61	34		8	81	18	1		
		Column N %	59%	59%	60%	69%		20%	81%	55%	100%		
	50+	Count	28	26	18	5			19	1		5	1
		Column N %	19%	19%	18%	10%			19%	3%		100%	100%
	Total	Count	150	134	102	49		41	100	33	1	5	1
QF	Mean		41.35	41.54	40.83	39.84	.	31.68	43.60	36.12	37.00	63.20	54.00

Income Segmentation

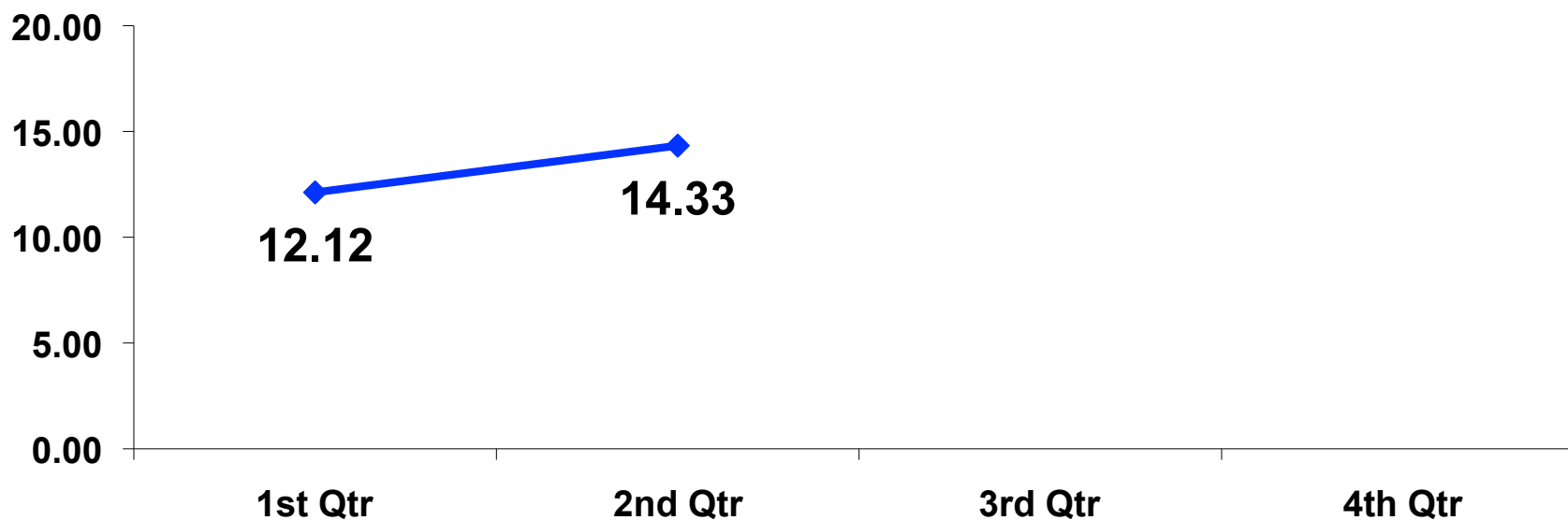|			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
Q27	<732,321	Count	25	18	21	9		8	13	3		2	1
		Column N %	17%	14%	21%	18%		20%	13%	9%		40%	100%
	732,321-1,098,481	Count	77	70	53	26		17	55	14	1	2	
		Column N %	52%	53%	52%	53%		43%	57%	44%	100%	40%	
	1,098,482-1,464,642	Count	20	18	12	7		8	12	7			
		Column N %	14%	14%	12%	14%		20%	12%	22%			
	1,464,643-1,830,803	Count	13	13	10	6		4	9	4			
		Column N %	9%	10%	10%	12%		10%	9%	13%			
	1,830,803-2,263,124	Count	8	8	4	1		3	5	4			
		Column N %	5%	6%	4%	2%		8%	5%	13%			
	2,563,125-3,661,606	Count	3	3	1				2			1	
		Column N %	2%	2%	1%				2%			20%	
	3,661,607+	Count	1	1					1				
		Column N %	1%	1%					1%				
	Total	Count	147	131	101	49		40	97	32	1	5	1

Prior Trips to Guam Tracking

Prior Trips to Guam Segmentation

			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	124	109	87	41		32	82	24	1	5	1
		Column N %	82%	81%	84%	84%		78%	82%	71%	100%	100%	100%
	No	Count	27	26	16	8		9	18	10			
		Column N %	18%	19%	16%	16%		22%	18%	29%			
	Total	Count	151	135	103	49		41	100	34	1	5	1

Average Length of Stay Tracking

Average Length of Stay Segmentation

			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
Q8	1-2	Count	1	1	1	1			1				
		Column N %	1%	1%	1%	2%			1%				
	4+	Count	149	133	101	48		41	98	34	1	5	1
		Column N %	99%	99%	99%	98%		100%	99%	100%	100%	100%	100%
	Total	Count	150	134	102	49		41	99	34	1	5	1
Q8	Mean		14.33	14.63	14.31	13.98	.	14.68	14.25	16.18	20.00	14.20	25.00
	Median		14	14	14	14	.	14	14	14	20	13	25

SECTION 2
TRAVEL PLANNING

Travel Planning Segmentation

			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
Q7	Full package tour	Count	48	46	30	13		15	29	15		1	
		Column N %	32%	34%	29%	27%		37%	29%	44%		20%	
	Free-time package tour	Count	57	56	40	19		11	45	13	1		1
		Column N %	38%	41%	39%	39%		27%	45%	38%	100%		100%
	Individually arranged travel (FIT)	Count	46	33	33	17		15	26	6		4	
		Column N %	30%	24%	32%	35%		37%	26%	18%		80%	
	Total	Count	151	135	103	49		41	100	34	1	5	1

Travel Motivation Segmentation

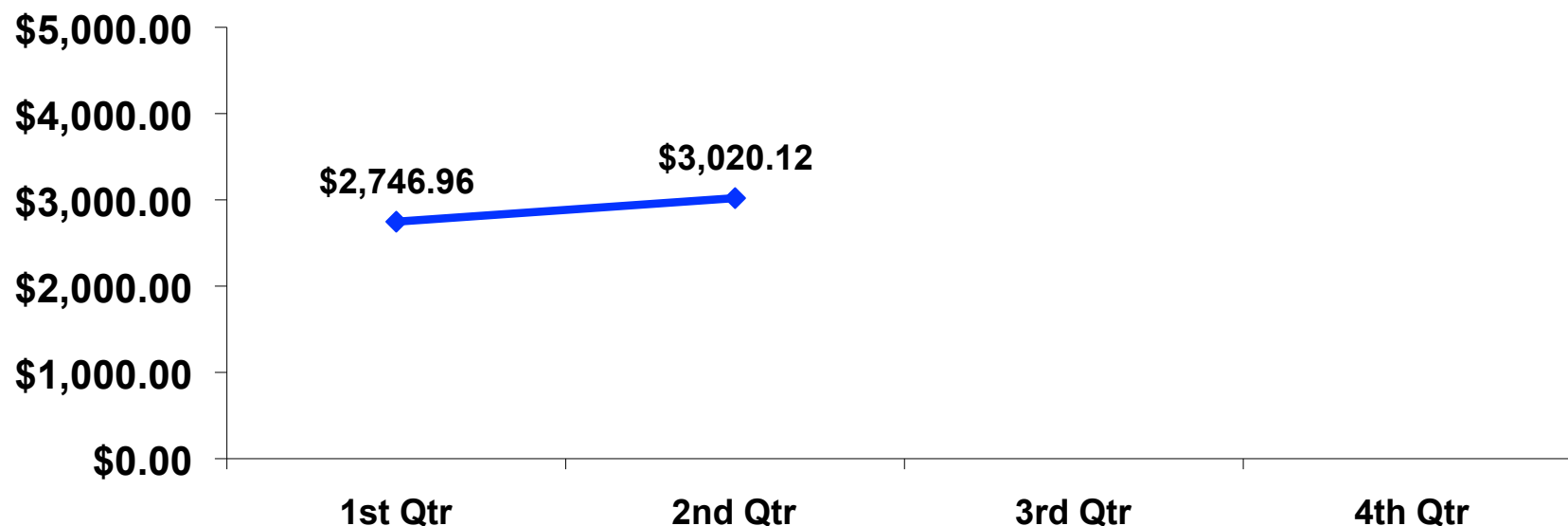|			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
Q5A	Natural beauty	Count	141	126	97	47		38	93	31	1	5	1
		Column N %	93%	93%	94%	96%		93%	93%	91%	100%	100%	100%
	No Visa required	Count	141	126	98	46		38	94	30	1	4	1
		Column N %	93%	93%	95%	94%		93%	94%	88%	100%	80%	100%
	Relax	Count	85	77	60	27		20	62	18	1	2	1
		Column N %	56%	57%	58%	55%		49%	62%	53%	100%	40%	100%
	Short travel time	Count	53	50	38	24		15	33	17	1	2	
		Column N %	35%	37%	37%	49%		37%	33%	50%	100%	40%	
	Pleasure	Count	45	42	29	12		8	34	7	1	1	
		Column N %	30%	31%	28%	24%		20%	34%	21%	100%	20%	
	Shopping	Count	40	37	28	13		10	26	12		1	1
		Column N %	26%	27%	27%	27%		24%	26%	35%		20%	100%
	Safe	Count	37	37	27	9		11	22	11		2	1
		Column N %	25%	27%	26%	18%		27%	22%	32%		40%	100%
	Previous trip	Count	24	23	14	7		8	16	9			
		Column N %	16%	17%	14%	14%		20%	16%	26%			
	Recomm- friend/family/trvl agnt	Count	21	20	16	5		5	13	3		1	1
		Column N %	14%	15%	16%	10%		12%	13%	9%		20%	100%
	Other	Count	8	8	5	2		2	5	5		1	
		Column N %	5%	6%	5%	4%		5%	5%	15%		20%	
	Visit friends/ Relatives	Count	6	5	3			3	3				
		Column N %	4%	4%	3%			7%	3%				
	Water sports	Count	5	2	4	1		2	3				
		Column N %	3%	1%	4%	2%		5%	3%				
	Scuba	Count	2	1	2	1			2				
		Column N %	1%	1%	2%	2%			2%				
	Organized sports	Count	1	1	1				1	1			1
		Column N %	1%	1%	1%				1%	3%			100%
	Married/ Attn wedding	Count	1	1	1				1		1		
		Column N %	1%	1%	1%				1%		100%		
	Company Sponsored	Count	1	1	1				1	1			1
		Column N %	1%	1%	1%				1%	3%			100%
	Company/ Business Trip	Count	1	1	1	1			1				
		Column N %	1%	1%	1%	2%			1%				
	Price	Count	1	1	1				1	1			1
		Column N %	1%	1%	1%				1%	3%			100%
	Total	Count	151	135	103	49		41	100	34	1	5	1

Information Sources Segmentation

			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
Q1	Internet	Count	134	120	98	44		39	87	31	1	3	1
		Column N %	89%	89%	95%	90%		95%	88%	91%	100%	60%	100%
	Friend/ Relative	Count	99	89	71	31		26	66	23		4	1
		Column N %	66%	66%	69%	63%		63%	67%	68%		80%	100%
	TV	Count	81	72	61	31		16	61	14		1	
		Column N %	54%	53%	59%	63%		39%	62%	41%		20%	
	Travel Agent Brochure	Count	62	56	46	24		12	49	10			
		Column N %	41%	41%	45%	49%		29%	49%	29%			
	Magazine (Consumer)	Count	29	25	26	14		7	22	6			
		Column N %	19%	19%	25%	29%		17%	22%	18%			
	Prior Trip	Count	22	21	11	7		9	13	9			
		Column N %	15%	16%	11%	14%		22%	13%	26%			
	Newspaper	Count	7	7	6	4		2	5	2			
		Column N %	5%	5%	6%	8%		5%	5%	6%			
	GVB Promo	Count	6	5	5	2		2	3			1	
		Column N %	4%	4%	5%	4%		5%	3%			20%	
	Other	Count	3	3	2	1		2	1				
		Column N %	2%	2%	2%	2%		5%	1%				
	Consumer Trvl Show	Count	3	2	3	2			3				
		Column N %	2%	1%	3%	4%			3%				
	Co-Worker/ Company Trvl Dept	Count	3	3	2			1	2	1			
		Column N %	2%	2%	2%			2%	2%	3%			
	Travel Guidebook-Bookstore	Count	2	2	2				2				
		Column N %	1%	1%	2%				2%				
	Travel Trade Show	Count	1		1	1			1				
		Column N %	1%		1%	2%			1%				
	Radio	Count	1	1	1				1				
		Column N %	1%	1%	1%				1%				
	Total	Count	150	135	103	49		41	99	34	1	5	1

SECTION 3
EXPENDITURES

Prepaid Expenditures Tracking

YTD=$2,885.37

Prepaid Expenditures
Per Person Segmentation

		TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
		-	-	-	-	-	-	-	-	-	-	-
RUB$	Mean	$3,020.12	$2,987.41	$2,957.95	$3,246.73	.	$2,386.47	$3,276.93	$2,317.11	$2,968.34	$2,985.49	$0.00
	Median	$2,803	$2,833	$2,721	$2,968	.	$2,474	$3,106	$2,545	$2,968	$2,474	$0

On-Island Expenditures
Per Person Segmentation

		TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
		-	-	-	-	-	-	-	-	-	-	-
ONISLE	Mean	$1,621.85	$1,559.91	$1,729.08	$1,534.34	.	$1,465.71	$1,710.31	$1,338.36	$2,730.00	$1,516.00	$1,500.00
	Median	$1,500	$1,475	$1,595	$1,417	.	$1,365	$1,555	$1,177	$2,730	$1,568	$1,500

On-Island Expense Breakdown

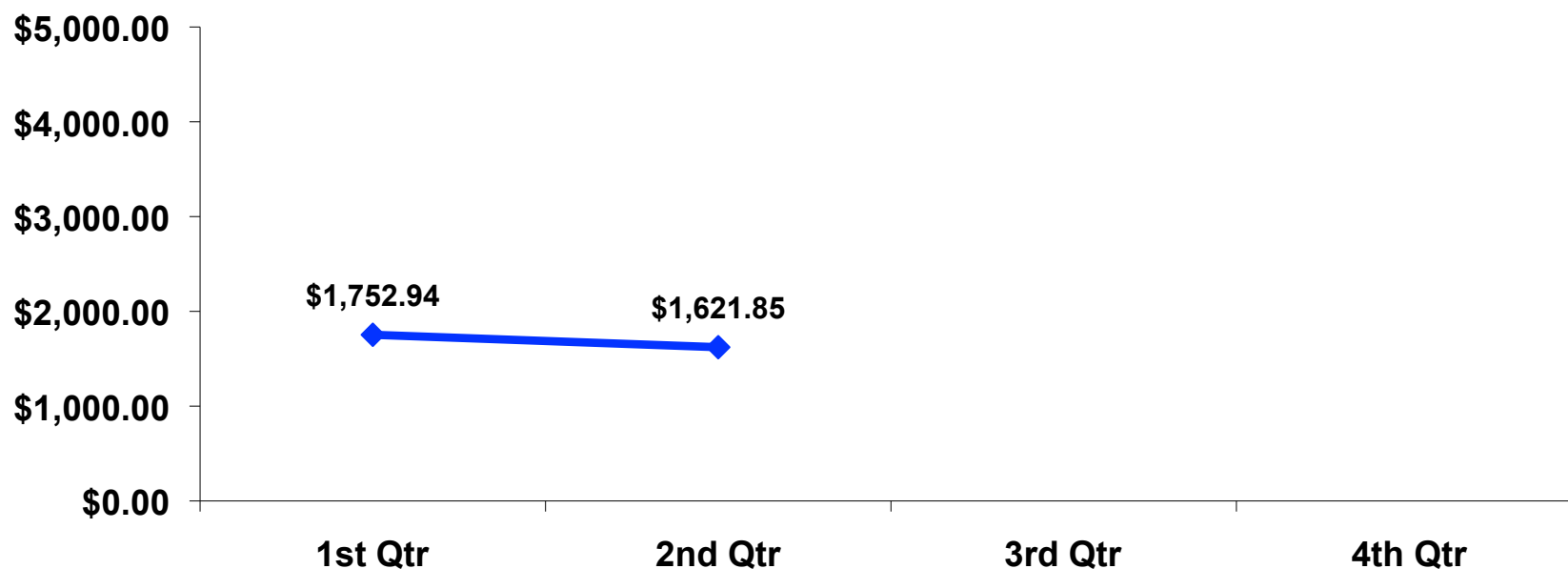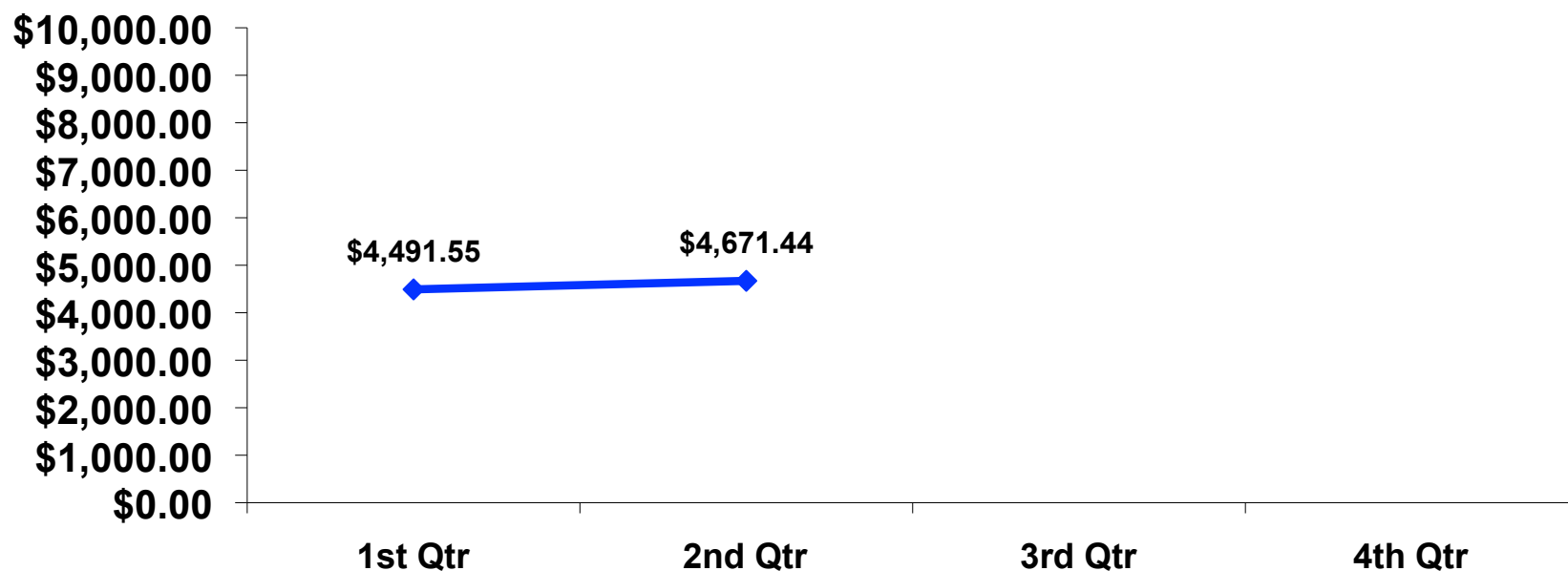|		TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
		-	-	-	-	-	-	-	-	-	-	-
F&B HOTEL	Mean	$292.91	$310.59	$290.00	$336.53	.	$219.02	$310.50	$292.06	$700.00	$700.00	$200.00
	Median	$250	$300	$250	$300	.	$150	$300	$225	$700	$500	$200
F&B FF/STORE	Mean	$43.07	$38.43	$59.22	$45.92	.	$72.20	$30.30	$57.35	$0.00	$100.00	$0.00
	Median	$0	$0	$0	$0	.	$0	$0	$0	$0	$0	$0
F&B RESTRNT	Mean	$671.42	$696.26	$647.82	$657.35	.	$896.95	$588.00	$1,007.35	$250.00	$520.00	$1,000.00
	Median	$580	$600	$600	$500	.	$680	$530	$765	$250	$500	$1,000
OPT TOUR	Mean	$423.25	$434.30	$485.34	$323.47	.	$273.90	$488.00	$390.29	$1,000.00	$344.00	$400.00
	Median	$300	$300	$320	$250	.	$300	$310	$300	$1,000	$320	$400
GIFT- SELF	Mean	$1,060.46	$1,103.04	$1,144.76	$1,089.80	.	$944.15	$1,135.00	$1,311.76	$2,000.00	$740.00	$3,000.00
	Median	$1,000	$1,000	$1,000	$1,000	.	$1,000	$1,000	$1,050	$2,000	$800	$3,000
GIFT- OTHER	Mean	$553.05	$565.41	$584.85	$556.33	.	$576.59	$569.90	$727.35	$1,000.00	$300.00	$800.00
	Median	$400	$400	$450	$400	.	$400	$400	$550	$1,000	$200	$800
TRANS	Mean	$222.85	$230.04	$241.12	$231.33	.	$220.12	$231.65	$233.38	$410.00	$164.00	$500.00
	Median	$160	$180	$190	$150	.	$135	$180	$150	$410	$150	$500
OTHER	Mean	$163.18	$174.52	$170.68	$147.24	.	$294.51	$110.35	$210.88	$100.00	$164.00	$100.00
	Median	$100	$100	$100	$100	.	$100	$100	$100	$100	$100	$100
TOTAL	Mean	$3,390.89	$3,521.04	$3,574.08	$3,234.69	.	$3,455.00	$3,421.90	$4,152.50	$5,460.00	$3,032.00	$6,000.00
	Median	$3,090	$3,180	$3,200	$3,000	.	$2,880	$3,215	$3,590	$5,460	$3,135	$6,000

Total Expenditures Tracking

YTD=$4,582.10

Total Expenditures Per Person Segmentation

		TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
		-	-	-	-	-	-	-	-	-	-	-
TOTPP	Mean	$4,671.44	$4,579.85	$4,699.87	$4,781.07	.	$3,870.61	$5,020.34	$3,748.76	$5,698.34	$4,501.49	$1,500.00
	Median	$4,471	$4,503	$4,426	$4,558	.	$3,877	$4,789	$3,720	$5,698	$4,274	$1,500

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 ($p = <.05$)drivers and the percentage of the dependent variables accounted for by each significant predictor and by all of them combined.

Comparison of Drivers of Overall Satisfaction, 1st Qtr 2012, 2nd Qtr 2013 and Overall 1st Qtr 2012, 2nd Qtr 2013			
Drivers:	1st Qtr 2012 rank	**2nd Qtr 2013 rank**	Combined 1st Qtr 2012 & 2nd Qtr 2013 rank
Quality & Cleanliness of beaches & parks	1		1
Ease of getting around		**3**	
Safety walking around at night	5		
Quality of daytime tours			
Variety of daytime tours	3		5
Quality of nighttime tours			
Variety of nighttime tours		**5**	
Quality of shopping		**1**	
Variety of shopping			3
Price of things on Guam			
Quality of hotel accommodations	2	**2**	2
Quality/cleanliness of air, sky			
Quality/cleanliness of parks			
Quality of landscape in Tumon	4	**6**	4
Quality of landscape in Guam			
Quality of ground handler			
Quality/cleanliness of transportation vehicles		**4**	
% of Per Person On Island Expenditures Accounted For	62.4%	**75.8%**	63.7%
NOTE: Only significant drivers are included.			

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Russian visitor's experience on Guam is driven by six significant factors in the Second Quarter 2013 Period. By rank order they are:
  - **Quality of shopping,**
  - **Quality of hotel accommodations,**
  - **Ease of getting around,**
  - **Quality/cleanliness of transportation vehicles**
  - **Variety of night time tours, and**
  - **Quality of landscape in Tumon**
- With all six factors the overall r^2 is .758 meaning that **75.8% of overall satisfaction is accounted for by these six factors.**

Comparison of Drivers of Per Person On-Island Expenditures, 1st Qtr 2012, 2nd Qtr 2013 and Overall 1st Qtr 2012 and 2nd Qtr 2013			
	1st Qtr 2012	**2nd Qtr 2013**	Combined 1st Qtr 2012 & 2nd Qtr 2013
Drivers:	rank	**rank**	rank
Quality & Cleanliness of beaches & parks			
Ease of getting around	1		
Safety walking around at night			
Quality of daytime tours		**1**	
Variety of daytime tours		**3**	3
Quality of nighttime tours			
Variety of nighttime tours			
Quality of shopping			
Variety of shopping			
Price of things on Guam			
Quality of hotel accommodations			
Quality/cleanliness of air, sky			
Quality/cleanliness of parks			2
Quality of landscape in Tumon			
Quality of landscape in Guam		**2**	1
Quality of ground handler			
Quality/cleanliness of transportation vehicles			
% of Per Person On Island Expenditures Accounted For	3.8%	**19.0%**	11.1%
NOTE: Only significant drivers are included.			

Drivers of Per Person On-Island Expenditure

- **Per Person On Island Expenditure** of Russian visitors on Guam is driven by three significant factors in the second quarter 2013 Period. Those factors are:

    - **Quality of day time tours,**
    - **Quality of landscape in Guam, and**
    - **Variety of day time tours.**

- With these three factors the overall r^2 is .19 meaning that **19.0% of per person on island expenditure is accounted for by these factors.**