GUAM VISITORS BUREAU
Russia Visitor Tracker Exit Profile
FY2014 Market Segmentation
1ST Qtr. (OCT~DEC 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 professional Russian speaking 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– 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	68%			
Adventure traveler	66%			
Wives	38%			
MICE	-			
18-35	26%			
36-55	56%			
Child	21%			
Wedding/ Honeymoon	-			
Seniors (60+)	10%			
Sports Competition	2%			
TOTAL	**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	128	96	81	58		27	75	31		15	3
		Column N %	85%	94%	81%	100%		69%	89%	97%		100%	100%
	Single	Count	23	6	19			12	9	1			
		Column N %	15%	6%	19%			31%	11%	3%			
	Total	Count	151	102	100	58		39	84	32		15	3

Average Age Tracking
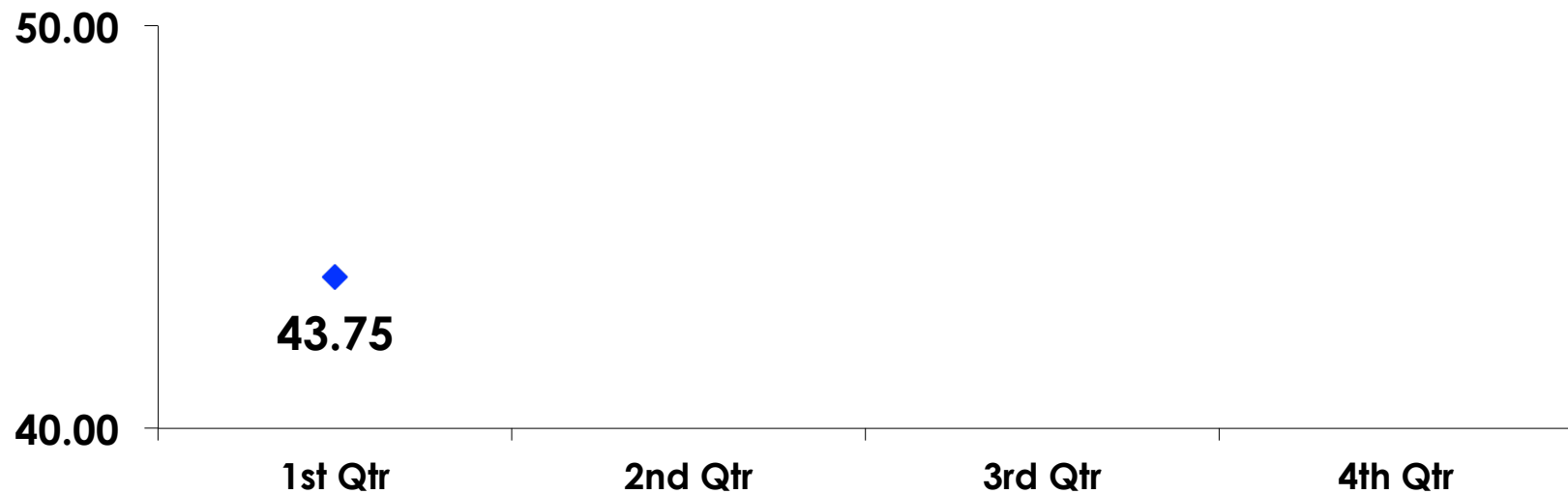
	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr
50.00				
	43.75			
40.00				

Age Segmentation

QF			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	6	2	6	1		6					
		Column N %	4%	2%	6%	2%		15%					
	25-34	Count	29	18	19	11		29		11			1
		Column N %	20%	18%	20%	19%		74%		37%			33%
	35-49	Count	63	44	43	23		4	59	17			
		Column N %	43%	44%	44%	40%		10%	70%	57%			
	50+	Count	49	35	29	22			25	2		15	2
		Column N %	33%	35%	30%	39%			30%	7%		100%	67%
	Total	Count	147	99	97	57		39	84	30		15	3
QF	Mean		43.75	45.21	42.87	44.68	.	29.21	45.40	37.73	.	64.07	47.33

Income Segmentation

Q27			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
Q27	<732,321	Count	35	17	18	19		13	11	4		8	
		Column N %	23%	17%	18%	33%		34%	13%	13%		57%	
	732,321-1,098,481	Count	52	37	37	17		13	30	10		2	1
		Column N %	35%	37%	37%	30%		34%	36%	32%		14%	33%
	1,098,482-1,464,642	Count	20	14	12	8		7	10	6		2	1
		Column N %	13%	14%	12%	14%		18%	12%	19%		14%	33%
	1,464,643-1,830,803	Count	15	11	11	5		3	12	3			
		Column N %	10%	11%	11%	9%		8%	14%	10%			
	1,830,803-2,263,124	Count	17	13	14	5			14	6		2	1
		Column N %	11%	13%	14%	9%			17%	19%		14%	33%
	2,563,125-3,661,606	Count	7	5	5			1	6				
		Column N %	5%	5%	5%			3%	7%				
	3,661,607+	Count	3	3	2	3		1	1	2			
		Column N %	2%	3%	2%	5%		3%	1%	6%			
	Total	Count	149	100	99	57		38	84	31		14	3

Prior Trips to Guam Tracking
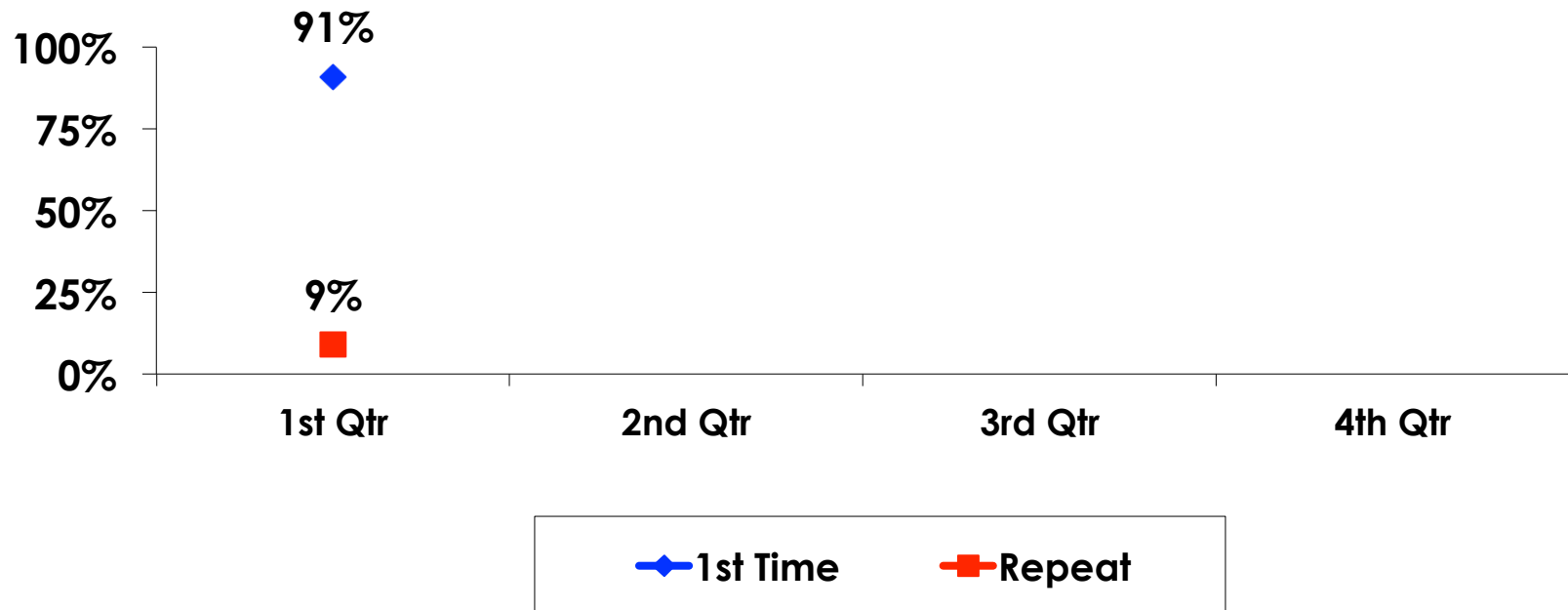
Prior Trips to Guam Segmentation

			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	138	90	90	55		35	77	27		15	2
		Column N %	91%	88%	90%	95%		90%	92%	84%		100%	67%
	No	Count	13	12	10	3		4	7	5			1
		Column N %	9%	12%	10%	5%		10%	8%	16%			33%
	Total	Count	151	102	100	58		39	84	32		15	3

Average Leverage of Stay Tracking

11.80

20.00
15.00
10.00
5.00
0.00

1st Qtr   2nd Qtr   3rd Qtr   4th Qtr
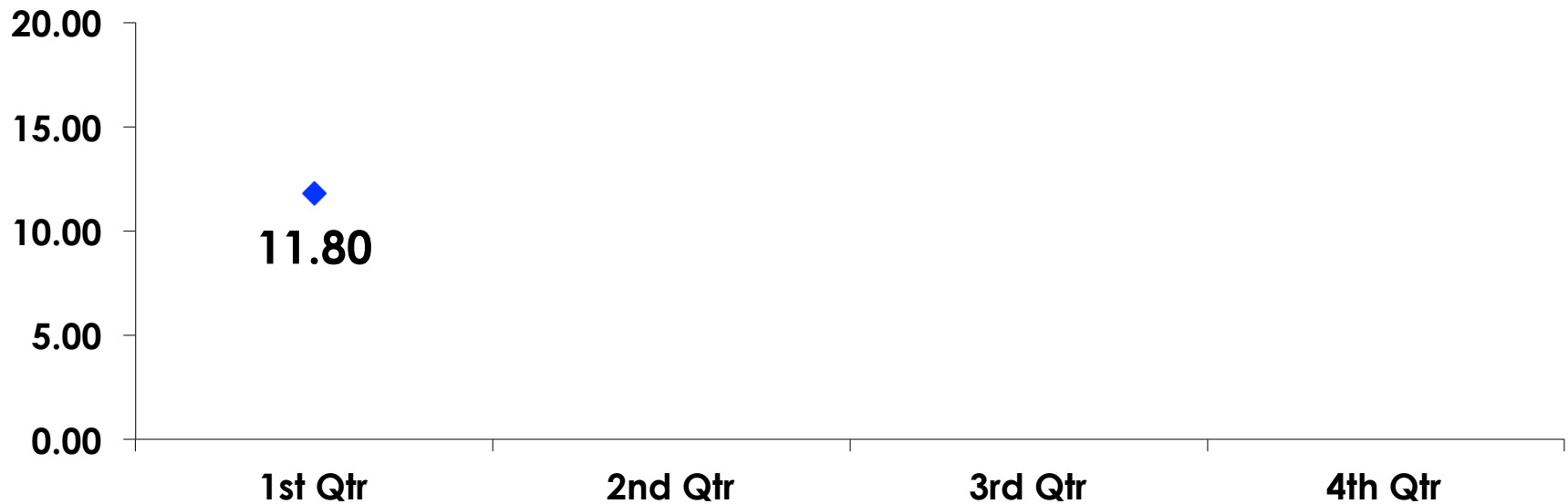
Average Length of Stay Segmentation

			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
Q8	1-2	Count	9	4	5	3		1	8	2			
		Column N %	6%	4%	5%	5%		3%	10%	6%			
	4+	Count	141	98	94	55		37	76	30		15	3
		Column N %	94%	96%	95%	95%		97%	90%	94%		100%	100%
	Total	Count	150	102	99	58		38	84	32		15	3
Q8	Mean		11.80	12.39	11.90	11.10	.	12.53	11.32	11.94	.	11.53	11.67
	Median		14	14	14	13	.	14	14	14	.	13	13

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	51	40	32	22		10	28	14		9	2
		Column N %	34%	39%	32%	38%		26%	33%	44%		60%	67%
	Free-time package tour	Count	77	54	52	27		20	43	15		6	1
		Column N %	51%	53%	52%	47%		51%	51%	47%		40%	33%
	Individually arranged travel (FIT)	Count	8	5	4	1		6	2	2			
		Column N %	5%	5%	4%	2%		15%	2%	6%			
	Company paid travel	Count	14	2	11	8		2	11	1			
		Column N %	9%	2%	11%	14%		5%	13%	3%			
	Other	Count	1	1	1			1					
		Column N %	1%	1%	1%			3%					
	Total	Count	151	102	100	58		39	84	32		15	3

Travel Motivation Segmentation

			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
Q5A	Natural beauty	Count	140	96	94	51		38	78	30		13	3
		Column N %	93%	95%	95%	88%		97%	93%	94%		93%	100%
	No Visa required	Count	131	91	88	44		36	74	30		12	3
		Column N %	87%	90%	89%	76%		92%	88%	94%		86%	100%
	Short travel time	Count	101	78	62	37		25	60	29		8	3
		Column N %	67%	77%	63%	64%		64%	71%	91%		57%	100%
	Relax	Count	92	69	59	33		23	51	18		11	
		Column N %	61%	68%	60%	57%		59%	61%	56%		79%	
	Recomm- friend/family/trvl agnt	Count	77	56	54	32		21	45	18		4	1
		Column N %	51%	55%	55%	55%		54%	54%	56%		29%	33%
	Pleasure	Count	68	50	48	20		22	37	17		5	1
		Column N %	45%	50%	48%	34%		56%	44%	53%		36%	33%
	Safe	Count	65	45	42	26		18	37	19		5	2
		Column N %	43%	45%	42%	45%		46%	44%	59%		36%	67%
	Price	Count	53	31	27	20		14	30	12		6	1
		Column N %	35%	31%	27%	34%		36%	36%	38%		43%	33%
	Shopping	Count	46	28	32	18		15	22	9		4	1
		Column N %	31%	28%	32%	31%		38%	26%	28%		29%	33%
	Company/ Business Trip	Count	14	3	9	9		1	11	1			
		Column N %	9%	3%	9%	16%		3%	13%	3%			
	Previous trip	Count	9	8	6	2		2	5	3			
		Column N %	6%	8%	6%	3%		5%	6%	9%			
	Other	Count	7	5	5	2		3	1	1		2	
		Column N %	5%	5%	5%	3%		8%	1%	3%		14%	
	Company Sponsored	Count	6	1	4	3			5				
		Column N %	4%	1%	4%	5%			6%				
	Water sports	Count	4	3	3	1		2	2	1			
		Column N %	3%	3%	3%	2%		5%	2%	3%			
	Scuba	Count	4	3	4			2	2				
		Column N %	3%	3%	4%			5%	2%				
	Visit friends/ Relatives	Count	4	3	3	2		2		1			
		Column N %	3%	3%	3%	3%		5%		3%			
	Organized sports	Count	3	1	2	2		1	1	1		1	3
		Column N %	2%	1%	2%	3%		3%	1%	3%		7%	100%
	Total	Count	150	101	99	58		39	84	32		14	3

Information Sources Segmentation

			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
Q1	Internet	Count	118	80	77	44		37	67	28		5	2
		Column N %	79%	80%	78%	76%		95%	81%	88%		33%	67%
	Friend/ Relative	Count	104	75	70	41		30	54	23		10	2
		Column N %	70%	75%	71%	71%		77%	65%	72%		67%	67%
	TV	Count	63	44	37	26		18	33	16		4	1
		Column N %	42%	44%	37%	45%		46%	40%	50%		27%	33%
	Travel Agent Brochure	Count	51	34	31	20		13	31	8		3	1
		Column N %	34%	34%	31%	34%		33%	37%	25%		20%	33%
	GVB Promo	Count	16	9	13	4		4	10	2			
		Column N %	11%	9%	13%	7%		10%	12%	6%			
	Magazine (Consumer)	Count	14	9	7	3		2	9	3		1	
		Column N %	9%	9%	7%	5%		5%	11%	9%		7%	
	Newspaper	Count	10	9	5	4		2	7	3			
		Column N %	7%	9%	5%	7%		5%	8%	9%			
	Prior Trip	Count	9	8	7	2		2	6	3			
		Column N %	6%	8%	7%	3%		5%	7%	9%			
	Other	Count	6	1	3	2		4	2	1			1
		Column N %	4%	1%	3%	3%		10%	2%	3%			33%
	Theater Ad	Count	5	4	3	2		1	3	2			
		Column N %	3%	4%	3%	3%		3%	4%	6%			
	Radio	Count	5	5	3	1		1	4	2			
		Column N %	3%	5%	3%	2%		3%	5%	6%			
	GVB Office	Count	4	3	3	4			3	1		1	
		Column N %	3%	3%	3%	7%			4%	3%		7%	
	Co-Worker/ Company Trvl Dept	Count	4	2	3	3		1	3	1			
		Column N %	3%	2%	3%	5%		3%	4%	3%			
	Consumer Trvl Show	Count	2	2	1	1			2				
		Column N %	1%	2%	1%	2%			2%				
	Travel Guidebook-Bookstore	Count	2	1	1			1					
		Column N %	1%	1%	1%			3%					
	Total	Count	149	100	99	58		39	83	32		15	3

SECTION 3
EXPENDITURES

Prepaid Expenditures Tracking
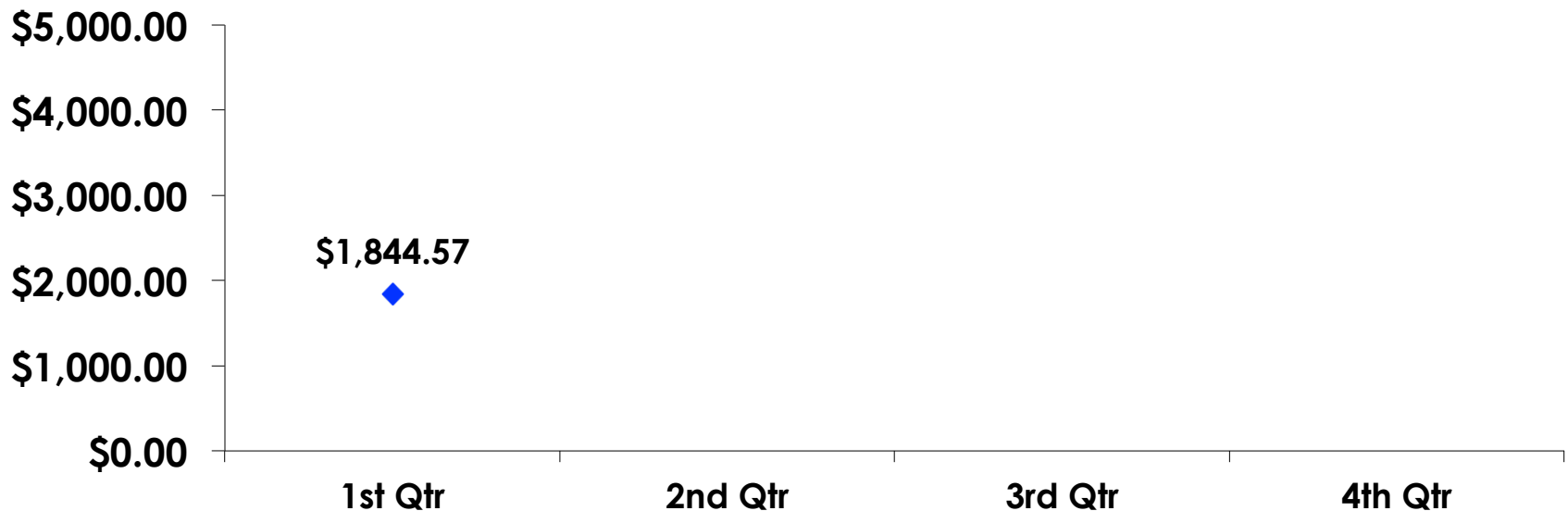
YTD=$1,844.57

Prepaid Expenditures
Per Person Segmentation

		TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
		-	-	-	-	-	-	-	-	-	-	-
RUB$	Mean	$1,844.57	$2,031.44	$1,923.58	$1,668.24	.	$1,840.19	$1,729.82	$2,012.01	.	$2,148.33	$2,702.52
	Median	$1,847	$2,001	$2,001	$1,524	.	$1,693	$1,693	$1,950	.	$2,053	$1,950

On-Island Expenditures Tracking
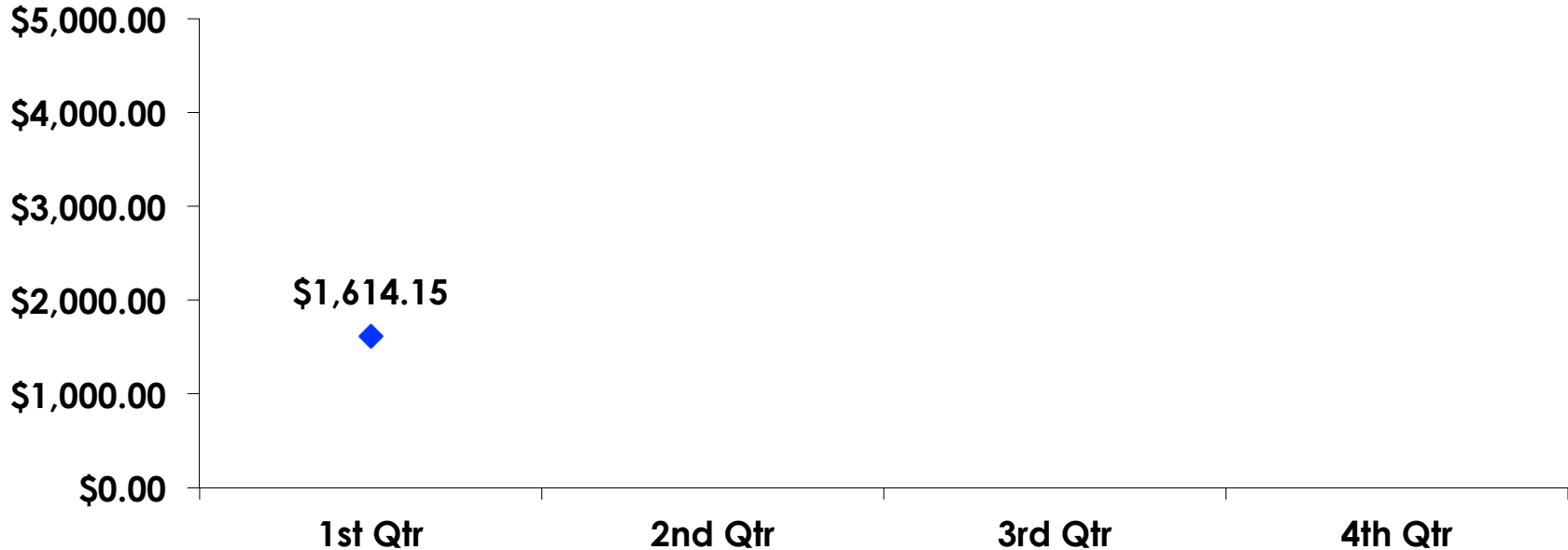
YTD = $1,614.15

On-Island Expenditures Per Person Segmentation

		TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
		-	-	-	-	-	-	-	-	-	-	-
ONISLE	Mean	$1,614.15	$1,464.85	$1,699.92	$1,611.85	.	$1,777.72	$1,592.28	$1,537.24	.	$1,346.11	$1,666.67
	Median	$1,440	$1,250	$1,542	$1,370	.	$1,310	$1,490	$1,128	.	$1,350	$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	$230.63	$278.28	$234.30	$199.14	.	$216.67	$206.90	$226.88	.	$213.00	$100.00
	Median	$100	$200	$100	$15	.	$40	$63	$0	.	$25	$0
F&B FF/STORE	Mean	$65.89	$56.47	$50.50	$61.90	.	$40.51	$71.55	$48.44	.	$124.00	$216.67
	Median	$0	$0	$0	$0	.	$0	$0	$0	.	$0	$0
F&B RESTRNT	Mean	$433.44	$479.22	$458.40	$426.72	.	$509.23	$423.33	$594.69	.	$332.00	$633.33
	Median	$350	$400	$375	$300	.	$400	$300	$500	.	$250	$900
OPT TOUR	Mean	$327.13	$370.78	$375.17	$274.40	.	$353.10	$323.88	$397.19	.	$383.33	$650.00
	Median	$300	$300	$300	$240	.	$300	$300	$300	.	$300	$450
GIFT- SELF	Mean	$955.83	$1,035.39	$1,051.00	$844.48	.	$1,106.41	$995.24	$1,101.88	.	$528.67	$1,043.33
	Median	$500	$500	$600	$500	.	$500	$550	$930	.	$400	$1,230
GIFT- OTHER	Mean	$372.25	$395.93	$387.84	$416.81	.	$375.64	$370.29	$473.44	.	$287.00	$473.33
	Median	$270	$300	$300	$235	.	$200	$300	$250	.	$200	$270
TRANS	Mean	$113.91	$141.86	$133.40	$91.03	.	$121.28	$117.98	$191.88	.	$96.67	$66.67
	Median	$60	$100	$100	$35	.	$50	$85	$140	.	$0	$100
OTHER	Mean	$191.92	$227.65	$256.60	$339.83	.	$85.90	$135.36	$346.88	.	$373.33	$100.00
	Median	$100	$100	$100	$50	.	$60	$100	$55	.	$0	$100
TOTAL	Mean	$2,714.77	$2,996.18	$2,964.31	$2,672.93	.	$2,832.59	$2,685.95	$3,385.94	.	$2,350.00	$3,283.33
	Median	$2,200	$2,500	$2,500	$2,000	.	$2,500	$2,200	$2,985	.	$1,860	$4,050

Total Expenditures Tracking
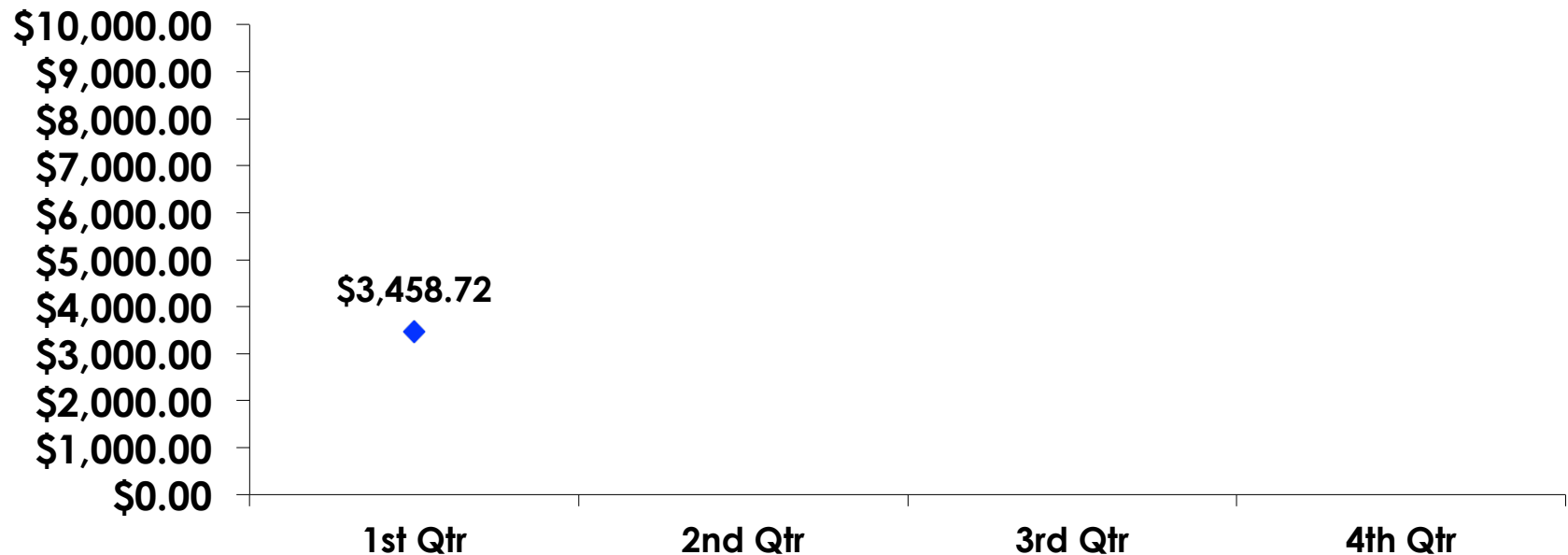
YTD=$3,458.72

Total Expenditures Per Person Segmentation

		TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
		-	-	-	-	-	-	-	-	-	-	-
TOTPP	Mean	$3,458.72	$3,496.29	$3,623.50	$3,280.09	.	$3,617.90	$3,322.10	$3,549.25	.	$3,494.44	$4,369.18
	Median	$3,097	$3,220	$3,298	$2,751	.	$3,248	$2,904	$3,220	.	$3,054	$3,300

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.

Drivers of Overall Satisfaction, 1st Qtr 2014	
Drivers:	rank
Quality & Cleanliness of beaches & parks	3
Ease of getting around	
Safety walking around at night	
Quality of daytime tours	
Variety of daytime tours	
Quality of nighttime tours	
Variety of nighttime tours	
Quality of shopping	
Variety of shopping	
Price of things on Guam	
Quality of hotel accommodations	
Quality/cleanliness of air, sky	
Quality/cleanliness of parks	
Quality of landscape in Tumon	1
Quality of landscape in Guam	
Quality of ground handler	2
Quality/cleanliness of transportation vehicles	
% of Overall Satisfaction Accounted For	77.5%
NOTE: Only significant drivers are included.	

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Russian visitor's experience on Guam is driven by three significant factors in the First Quarter 2014 Period. By rank order they are:
  - **Quality of landscape in Tumon,**
  - **Quality of ground handler, and**
  - **Quality & cleanliness of beaches & parks.**
- With all three factors the overall r^2 is .775 meaning that **77.5% of overall satisfaction is accounted for by these factors.**

Drivers of Per Person On Island Expenditures, Oct 2013	
Drivers:	rank
Quality & Cleanliness of beaches & parks	
Ease of getting around	
Safety walking around at night	
Quality of daytime tours	
Variety of daytime tours	
Quality of nighttime tours	
Variety of nighttime tours	2
Quality of shopping	1
Variety of shopping	
Price of things on Guam	
Quality of hotel accommodations	
Quality/cleanliness of air, sky	
Quality/cleanliness of parks	3
Quality of landscape in Tumon	4
Quality of landscape in Guam	
Quality of ground handler	
Quality/cleanliness of transportation vehicles	
% of Per Person On Island Expenditures Accounted For	38.5%
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 four significant factors in the First Quarter 2014 Period. By rank order they are:
  - **Quality of shopping,**
  - **Variety of night time tours,**
  - **Quality & cleanliness of parks, and**
  - **Quality of landscape in Tumon.**
- With all four factors the overall r^2 is .385 meaning that **38.5% of per person on island expenditure is accounted for by these factors.**