



GUAM VISITORS BUREAU

Russia Visitor Tracker Exit Profile

FY2015 Market Segmentation

1ST QTR. (OCT~DEC 2014)



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 Russian speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **150** 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 **150** 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

	1 st QTR	2 nd QTR	3 rd QTR	4 th QTR
Families	73%			
Adventure traveler	67%			
Wives	41%			
MICE	1%			
18-35	29%			
36-55	63%			
Child	29%			
Wedding/ Honeymoon	1%			
Seniors (60+)	3%			
Sports Competition	2%			
TOTAL	150			

SECTION 1 **PROFILE OF RESPONDENTS**

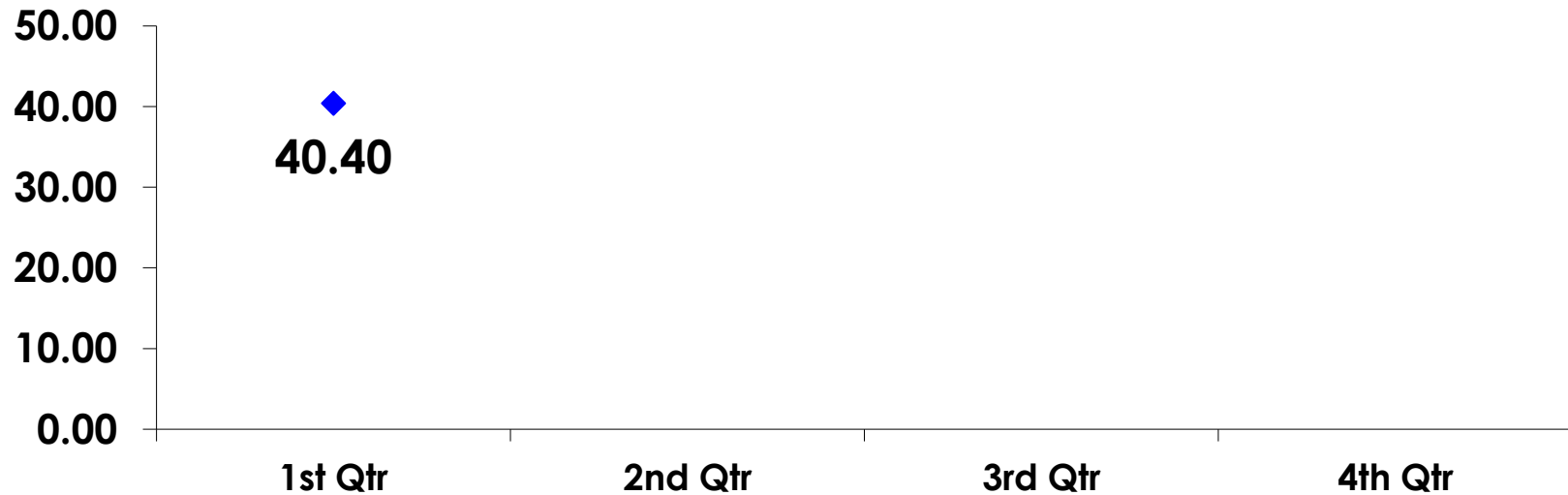
MARITAL STATUS - TRACKING



MARITAL STATUS- SEGMENTATION

			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	129	104	85	61	1	36	84	43	2	3	3
		Column N %	88%	96%	87%	100%	100%	82%	91%	98%	100%	75%	100%
	Single	Count	18	4	13			8	8	1		1	
		Column N %	12%	4%	13%			18%	9%	2%		25%	
	Total	Count	147	108	98	61	1	44	92	44	2	4	3

AVERAGE AGE - TRACKING



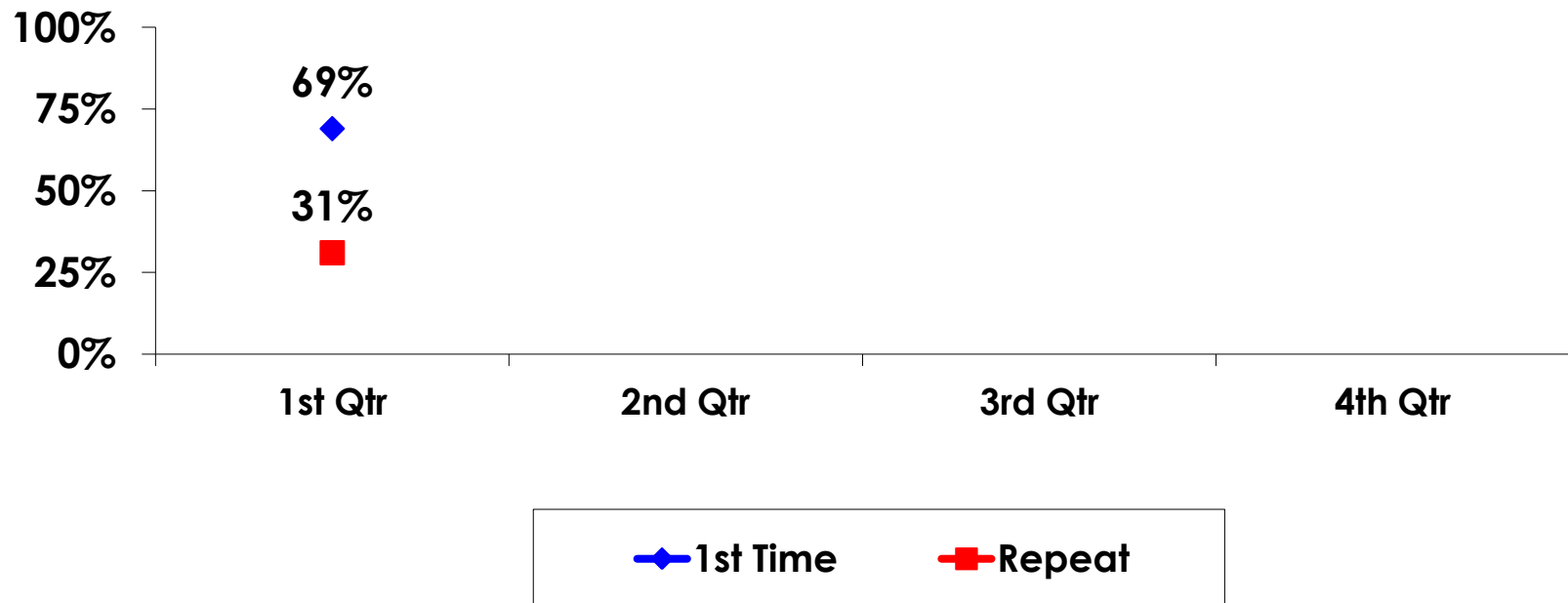
AGE- SEGMENTATION

			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	6	2	5	3		6		1			
		Column N %	4%	2%	5%	5%		14%		2%			
	25-34	Count	31	22	23	14		31		15			1
		Column N %	21%	21%	24%	23%		70%		35%			33%
	35-49	Count	83	60	52	38	1	7	76	24	1		1
		Column N %	57%	57%	54%	63%	100%	16%	81%	56%	100%		33%
	50+	Count	25	22	17	5			18	3		4	1
		Column N %	17%	21%	18%	8%			19%	7%		100%	33%
	Total	Count	145	106	97	60	1	44	94	43	1	4	3
QF	Mean		40.40	41.27	39.71	38.48	46.00	29.91	43.74	37.53	46.00	64.50	41.00

INCOME - SEGMENTATION

			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
Q27	<732,321	Count	6		5	2		5					
		Column N %	4%		5%	3%		12%					
	732,321-1,098,481	Count	38	20	24	15		12	23	6	1	1	1
		Column N %	26%	19%	25%	25%		29%	25%	14%	50%	33%	50%
	1,098,482-1,464,642	Count	56	42	37	26	1	10	42	22	1	1	1
		Column N %	38%	40%	38%	44%	100%	24%	45%	52%	50%	33%	50%
	1,464,643-1,830,803	Count	27	26	16	10		10	15	9		1	
		Column N %	18%	25%	16%	17%		24%	16%	21%		33%	
	1,830,803-2,263,124	Count	13	12	10	6		3	9	4			
		Column N %	9%	11%	10%	10%		7%	10%	10%			
	2,563,125-3,661,606	Count	4	4	4			1	3				
		Column N %	3%	4%	4%			2%	3%				
	3,661,607+	Count	2	2	1			1	1	1			
		Column N %	1%	2%	1%			2%	1%	2%			
	Total	Count	146	106	97	59	1	42	93	42	2	3	2

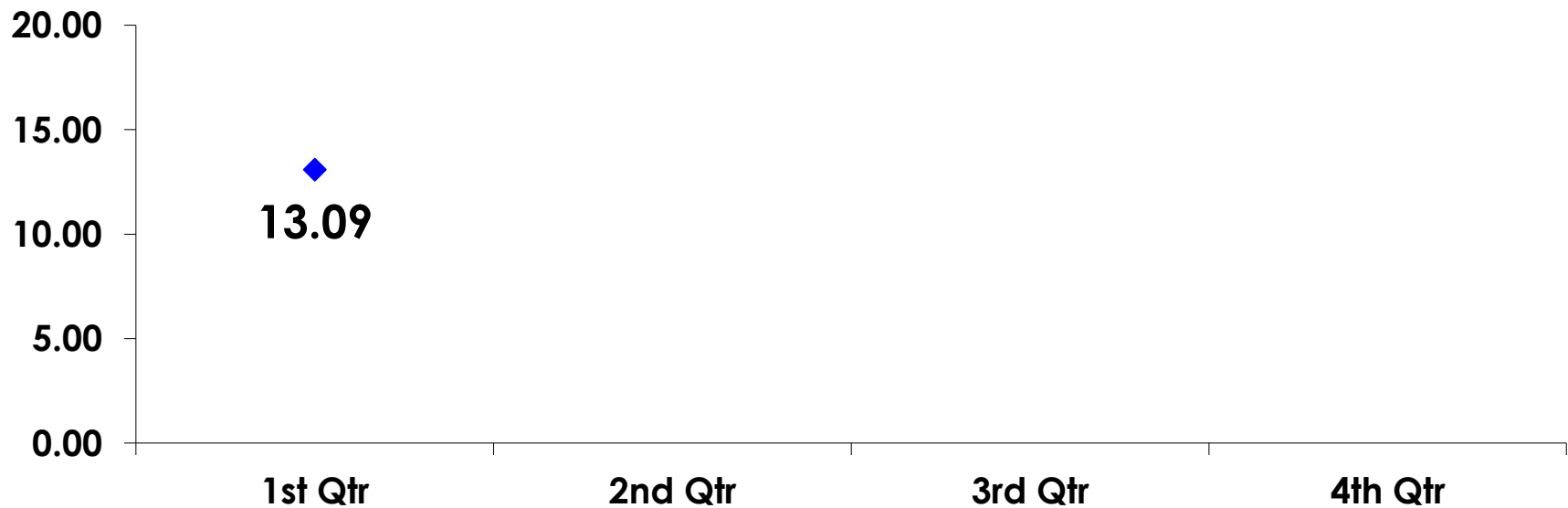
PRIOR TRIPS TO GUAM - TRACKING



PRIOR TRIPS TO GUAM - SEGMENTATION

			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	103	70	73	46	1	34	63	30	2	3	1
		Column N %	69%	64%	73%	75%	100%	77%	67%	68%	100%	75%	33%
	No	Count	47	40	27	15		10	31	14		1	2
		Column N %	31%	36%	27%	25%		23%	33%	32%		25%	67%
	Total	Count	150	110	100	61	1	44	94	44	2	4	3

AVG LENGTH OF STAY - TRACKING



AVG LENGTH OF STAY - SEGMENTATION

			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
Q8	4+	Count	150	110	100	61	1	44	94	44	2	4	3
		Column N %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		Total Count	150	110	100	61	1	44	94	44	2	4	3
Q8		Mean	13.09	13.48	12.94	12.97	6.00	11.66	13.33	14.77	12.00	23.50	18.33
		Median	13	13	13	13	6	13	13	14	12	23	18

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	29	24	20	14		6	19	14	1	2	
		Column N %	19%	22%	20%	23%		14%	20%	32%	50%	50%	
	Free-time package tour	Count	71	59	49	28		20	47	20			1
		Column N %	47%	54%	49%	46%		45%	50%	45%			33%
	Individually arranged travel (FIT)	Count	39	26	24	14		12	24	10		1	2
		Column N %	26%	24%	24%	23%		27%	26%	23%		25%	67%
	Company paid travel	Count	5		3	3	1	3	2		1		
		Column N %	3%		3%	5%	100%	7%	2%		50%		
	Other	Count	6	1	4	2		3	2			1	
		Column N %	4%	1%	4%	3%		7%	2%			25%	
	Total	Count	150	110	100	61	1	44	94	44	2	4	3

TRAVEL MOTIVATION - SEGMENTATION

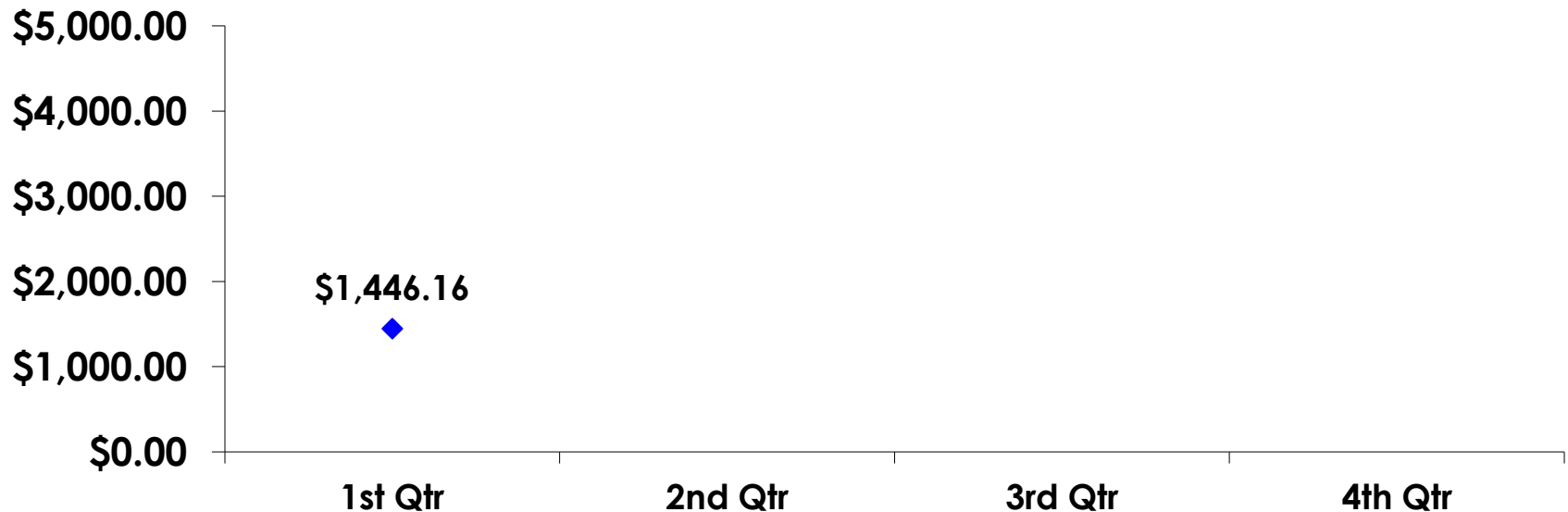
			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
Q5A	Natural beauty	Count	150	110	100	61	1	44	94	44	2	4	3
		Column N %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	No Visa required	Count	149	109	99	61	1	43	94	44	2	4	3
		Column N %	99%	99%	99%	100%	100%	98%	100%	100%	100%	100%	100%
	Short travel time	Count	144	108	97	57	1	42	90	43	2	4	3
		Column N %	96%	98%	97%	93%	100%	95%	96%	98%	100%	100%	100%
	Relax	Count	116	85	77	46	1	33	73	34	1	4	2
		Column N %	77%	77%	77%	75%	100%	75%	78%	77%	50%	100%	67%
	Safe	Count	105	73	74	40	1	32	68	26	2	2	2
		Column N %	70%	66%	74%	66%	100%	73%	72%	59%	100%	50%	67%
	Pleasure	Count	81	62	56	29		20	58	20		1	1
		Column N %	54%	56%	56%	48%		45%	62%	45%		25%	33%
	Recomm- friend/family/trvl agnt	Count	50	37	33	20		17	30	18		1	1
		Column N %	33%	34%	33%	33%		39%	32%	41%		25%	33%
	Shopping	Count	42	20	30	17	1	13	29	6	1		
		Column N %	28%	18%	30%	28%	100%	30%	31%	14%	50%		
	Previous trip	Count	39	32	22	12		10	24	11		1	1
		Column N %	26%	29%	22%	20%		23%	26%	25%		25%	33%
	Other	Count	23	18	14	13		10	10	14		2	
		Column N %	15%	16%	14%	21%		23%	11%	32%		50%	
	Scuba	Count	18	17	12	6		4	12	7			1
		Column N %	12%	15%	12%	10%		9%	13%	16%			33%
	Water sports	Count	10	9	8	5		2	6	2			
		Column N %	7%	8%	8%	8%		5%	6%	5%			
	Visit friends/ Relatives	Count	10	6	8	4		5	4	2			
		Column N %	7%	5%	8%	7%		11%	4%	5%			
	Company/ Business Trip	Count	5		3	3	1	3	2		1		
		Column N %	3%		3%	5%	100%	7%	2%		50%		
	Company Sponsored	Count	4		3	2	1	2	2		1		
		Column N %	3%		3%	3%	100%	5%	2%		50%		
	Price	Count	4	1	2	1		1	2				
		Column N %	3%	1%	2%	2%		2%	2%				
	Organized sports	Count	3	3	1			1	2	2			3
		Column N %	2%	3%	1%			2%	2%	5%			100%
	Married/ Attn wedding	Count	2		2	2	1		1		2		
		Column N %	1%		2%	3%	100%		1%		100%		
	Convention/ Trade/ Conference	Count	1		1	1	1		1		1		
		Column N %	1%		1%	2%	100%		1%		50%		
	Total	Count	150	110	100	61	1	44	94	44	2	4	3

INFORMATION SOURCES - SEGMENTATION

			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
Q1	Internet	Count	134	101	93	54	1	42	84	42	2	3	3
		Column N %	89%	92%	93%	89%	100%	95%	89%	95%	100%	75%	100%
	Friend/ Relative	Count	125	93	82	51	1	37	80	39	1	3	3
		Column N %	83%	85%	82%	84%	100%	84%	85%	89%	50%	75%	100%
TV		Count	89	67	62	33		27	55	30	1	2	2
		Column N %	59%	61%	62%	54%		61%	59%	68%	50%	50%	67%
Magazine (Consumer)		Count	42	27	29	17	1	13	26	12	1		1
		Column N %	28%	25%	29%	28%	100%	30%	28%	27%	50%		33%
Prior Trip		Count	41	34	23	14		9	27	10		1	1
		Column N %	27%	31%	23%	23%		20%	29%	23%		25%	33%
Travel Agent Brochure		Count	28	25	20	11		6	21	10			1
		Column N %	19%	23%	20%	18%		14%	22%	23%			33%
Newspaper		Count	26	18	16	10		10	15	9			1
		Column N %	17%	16%	16%	16%		23%	16%	20%			33%
Co-Worker/ Company Trvl Dept		Count	10	6	8	4	1	3	7	1	1		
		Column N %	7%	5%	8%	7%	100%	7%	7%	2%	50%		
Radio		Count	5	5	5			1	4	2			1
		Column N %	3%	5%	5%			2%	4%	5%			33%
Other		Count	2	2	1	2		1	1	1			
		Column N %	1%	2%	1%	3%		2%	1%	2%			
GVB Office		Count	2		2	1	1	1	1		1		
		Column N %	1%		2%	2%	100%	2%	1%		50%		
GVB Promo		Count	2	1	1	2	1		2		1		
		Column N %	1%	1%	1%	3%	100%		2%		50%		
Travel Trade Show		Count	1		1				1				
		Column N %	1%		1%				1%				
Travel Guidebook- Bookstore		Count	1	1	1	1			1	1			
		Column N %	1%	1%	1%	2%			1%	2%			
Total	Count	150	110	100	61	1	44	94	44	2	4	3	

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING

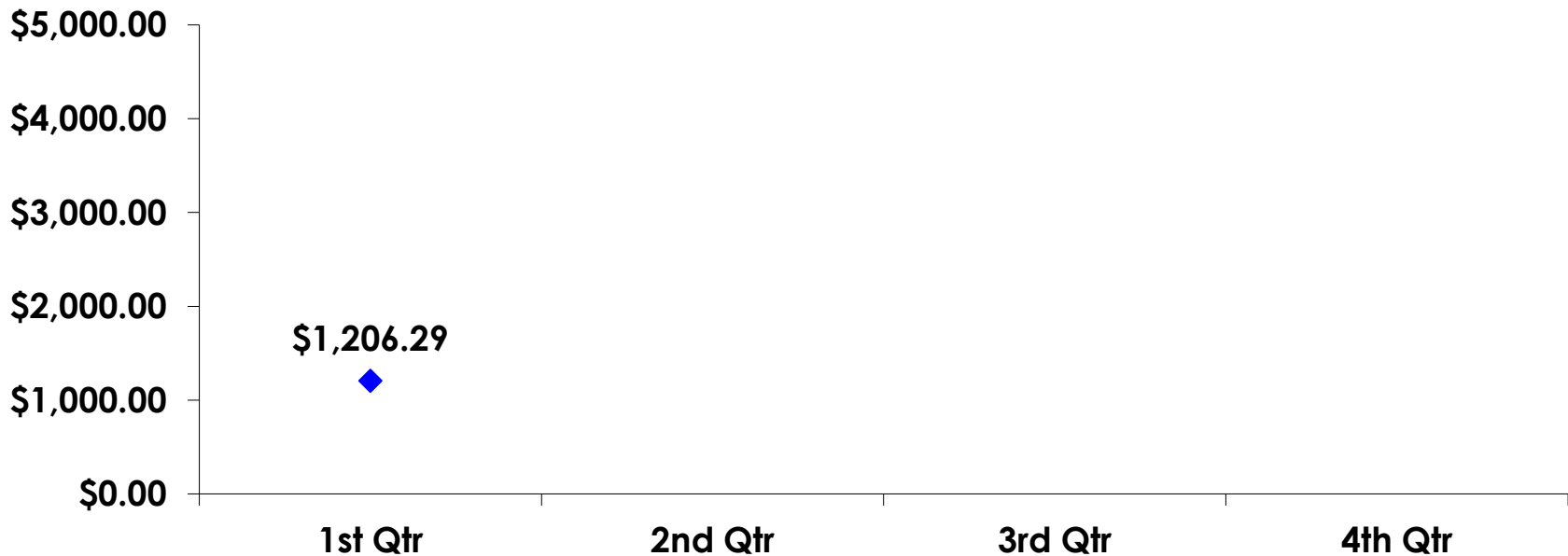


YTD=\$1,446.16

PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
		-	-	-	-	-	-	-	-	-	-	-
RUB\$	Mean	\$1,446.16	\$1,584.12	\$1,487.71	\$1,349.25	\$0.00	\$1,206.56	\$1,524.25	\$1,401.55	\$1,022.73	\$1,747.95	\$1,130.05
	Median	\$1,420	\$1,496	\$1,430	\$1,420	\$0	\$1,247	\$1,496	\$1,294	\$1,023	\$2,194	\$1,136

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$1,206.29

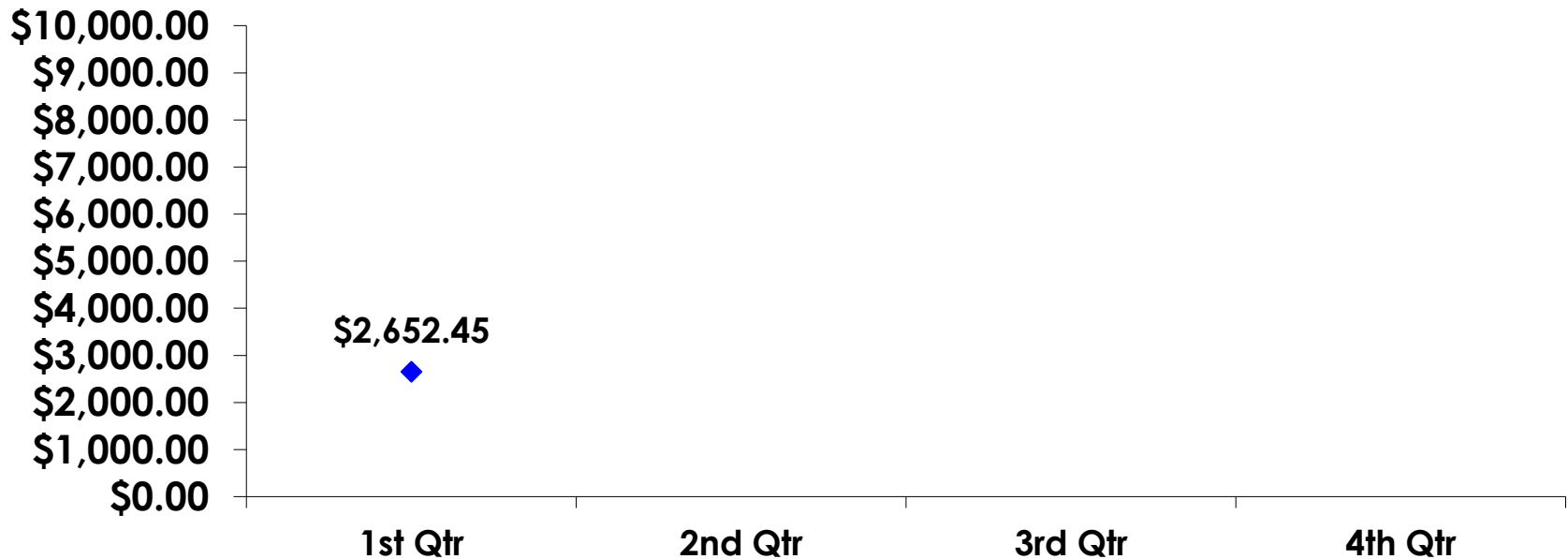
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
		-	-	-	-	-	-	-	-	-	-	-
ONISLE	Mean	\$1,206.29	\$995.17	\$1,270.57	\$1,347.68	\$1,050.00	\$1,156.33	\$1,266.02	\$693.14	\$1,275.00	\$1,105.42	\$567.50
	Median	\$1,000	\$805	\$1,081	\$1,135	\$1,050	\$1,038	\$1,000	\$500	\$1,275	\$1,093	\$600

ON-ISLAND EXPENSE- BREAKDOWN

		TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
		-	-	-	-	-	-	-	-	-	-	-
F&B HOTEL	Mean	\$213.53	\$258.32	\$246.20	\$144.51	\$0.00	\$159.89	\$234.95	\$367.73	\$200.00	\$237.50	\$150.00
	Median	\$150	\$200	\$150	\$150	\$0	\$150	\$150	\$175	\$200	\$250	\$150
F&B FF/STORE	Mean	\$75.13	\$74.36	\$69.35	\$71.56	\$0.00	\$56.02	\$86.01	\$99.09	\$0.00	\$75.00	\$150.00
	Median	\$60	\$60	\$60	\$75	\$0	\$60	\$65	\$100	\$0	\$50	\$150
F&B RESTRNT	Mean	\$329.83	\$350.64	\$337.70	\$342.62	\$100.00	\$309.09	\$342.07	\$372.27	\$350.00	\$340.00	\$350.00
	Median	\$300	\$300	\$300	\$300	\$100	\$275	\$300	\$325	\$350	\$340	\$400
OPT TOUR	Mean	\$267.20	\$273.18	\$293.00	\$269.51	\$0.00	\$259.32	\$266.81	\$218.41	\$250.00	\$297.50	\$33.33
	Median	\$250	\$250	\$290	\$250	\$0	\$250	\$250	\$200	\$250	\$335	\$0
GIFT- SELF	Mean	\$569.60	\$571.27	\$609.90	\$629.02	\$250.00	\$576.59	\$589.57	\$383.41	\$375.00	\$425.00	\$366.67
	Median	\$400	\$300	\$375	\$400	\$250	\$400	\$400	\$250	\$375	\$250	\$400
GIFT- OTHER	Mean	\$431.37	\$436.86	\$470.35	\$497.13	\$350.00	\$421.36	\$450.16	\$403.41	\$425.00	\$425.00	\$316.67
	Median	\$300	\$300	\$300	\$350	\$350	\$300	\$300	\$250	\$425	\$250	\$300
TRANS	Mean	\$174.83	\$198.77	\$197.45	\$153.11	\$0.00	\$156.14	\$187.55	\$178.52	\$230.00	\$200.00	\$273.33
	Median	\$150	\$200	\$200	\$100	\$0	\$100	\$185	\$150	\$230	\$195	\$320
OTHER	Mean	\$84.47	\$95.86	\$86.70	\$103.28	\$350.00	\$103.86	\$74.36	\$104.09	\$195.00	\$130.00	\$66.67
	Median	\$55	\$95	\$85	\$100	\$350	\$83	\$50	\$100	\$195	\$100	\$0
TOTAL	Mean	\$2,091.87	\$2,185.50	\$2,232.50	\$2,215.66	\$1,050.00	\$2,030.91	\$2,150.48	\$1,936.02	\$2,025.00	\$2,130.00	\$1,706.67
	Median	\$1,745	\$1,795	\$1,925	\$1,740	\$1,050	\$1,655	\$1,915	\$1,632	\$2,025	\$1,925	\$1,470

TOTAL EXPENDITURES – TRACKING



YTD=\$2,652.45

TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
		-	-	-	-	-	-	-	-	-	-	-
TOTPP	Mean	\$2,652.45	\$2,579.29	\$2,758.28	\$2,696.93	\$1,050.00	\$2,362.89	\$2,790.27	\$2,094.69	\$2,297.73	\$2,853.36	\$1,697.55
	Median	\$2,526	\$2,412	\$2,665	\$2,852	\$1,050	\$2,348	\$2,618	\$1,891	\$2,298	\$3,268	\$1,749

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	
Ease of getting around	1
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	
Quality of landscape in Guam	2
Quality of ground handler	
Quality/cleanliness of transportation vehicles	
% of Overall Satisfaction Accounted For	38.8%
NOTE: Only significant drivers are included.	

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Russian visitor's experience on Guam is driven by two significant factors in the First Quarter 2014 Period. By rank order they are:
 - **Ease of getting around, and**
 - **Quality of landscape in Guam.**
- With these factors, the overall r^2 is .388 meaning that **38.8% of overall satisfaction is accounted for by these factors.**

**Drivers of Per Person On Island Expenditures,
1st Qtr 2014**

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	
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	
Quality of landscape in Tumon	
Quality of landscape in Guam	
Quality of ground handler	
Quality/cleanliness of transportation vehicles	
% of Per Person On Island Expenditures Accounted For	20.4%
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 one significant factor in the First Quarter 2014 Period. It is:
 - **Quality of shopping.**
- With this factor, the overall r^2 is .204 meaning that **20.4% of per person on island expenditure is accounted for by this factor.**