



GUAM VISITORS BUREAU

Russia Visitor Tracker Exit Profile

FY2015

3RD QTR. (APR~JUN 2015)



Prepared by: QMark Research

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Background & Methodology

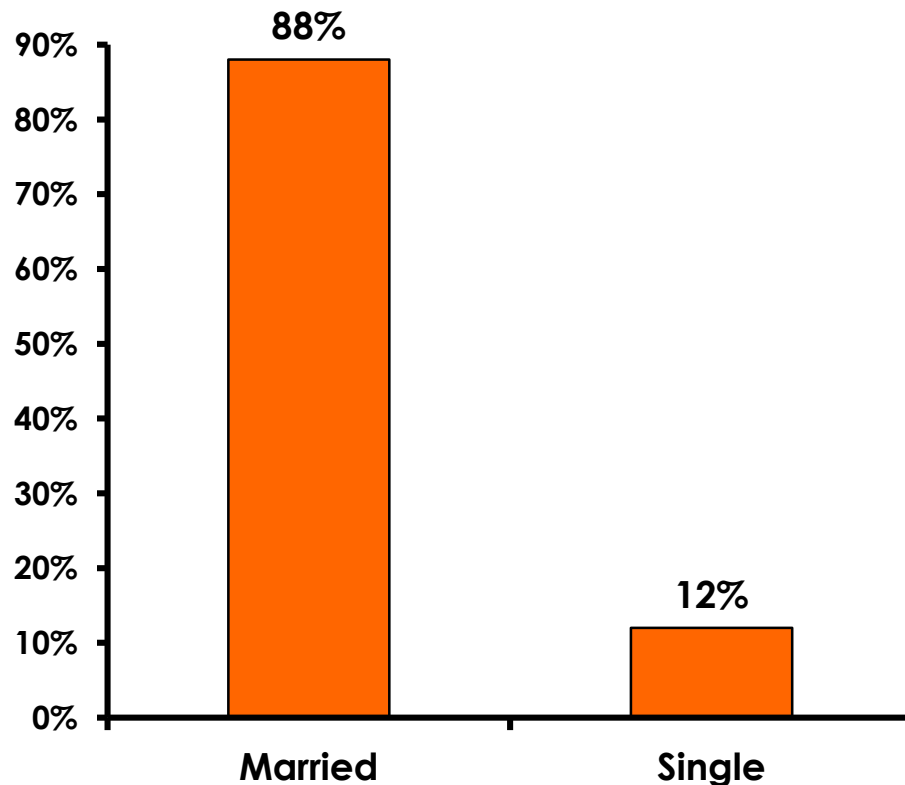
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **152** departing 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 **152** is +/- 8.00 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 +/- 8.00 percentage points.

OBJECTIVES

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

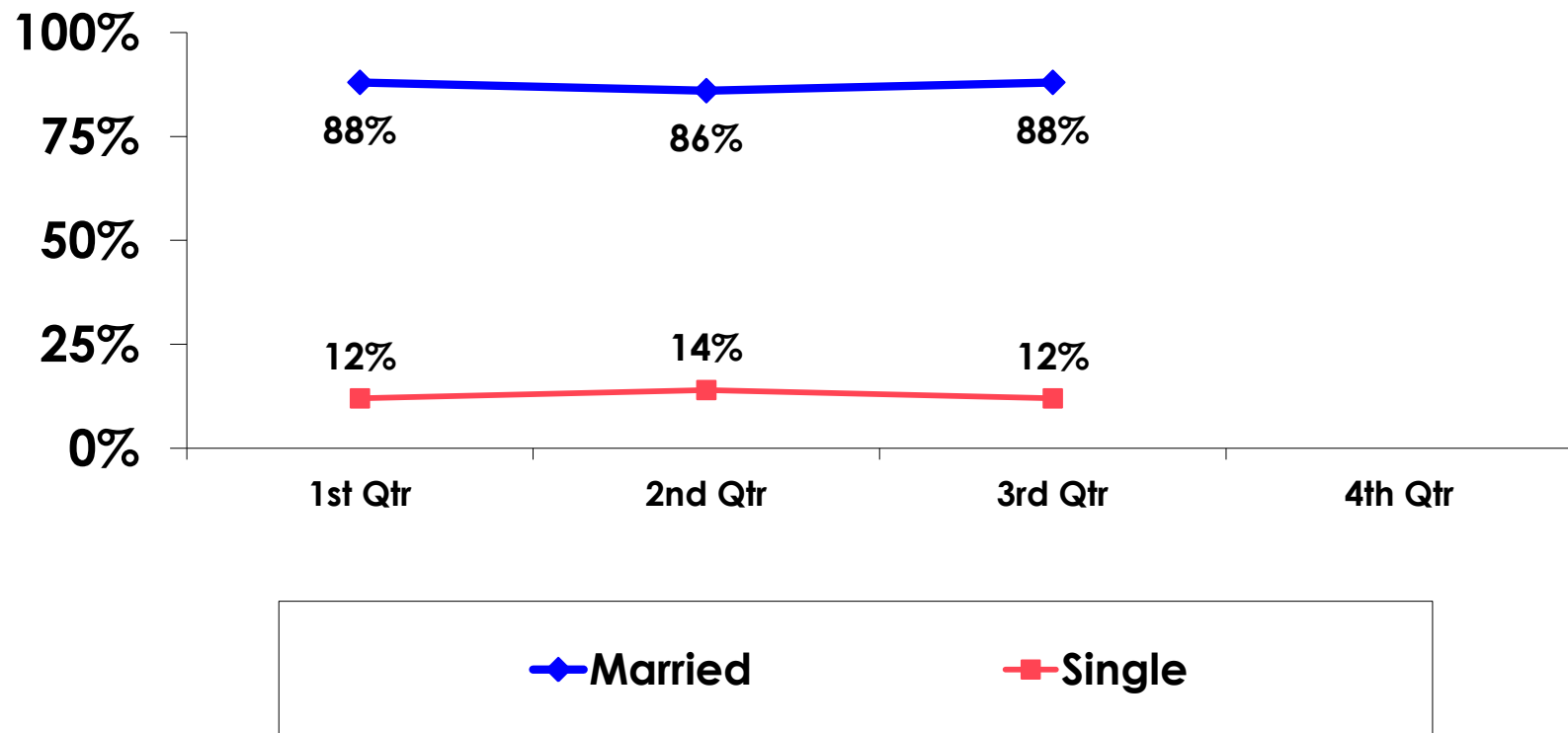
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

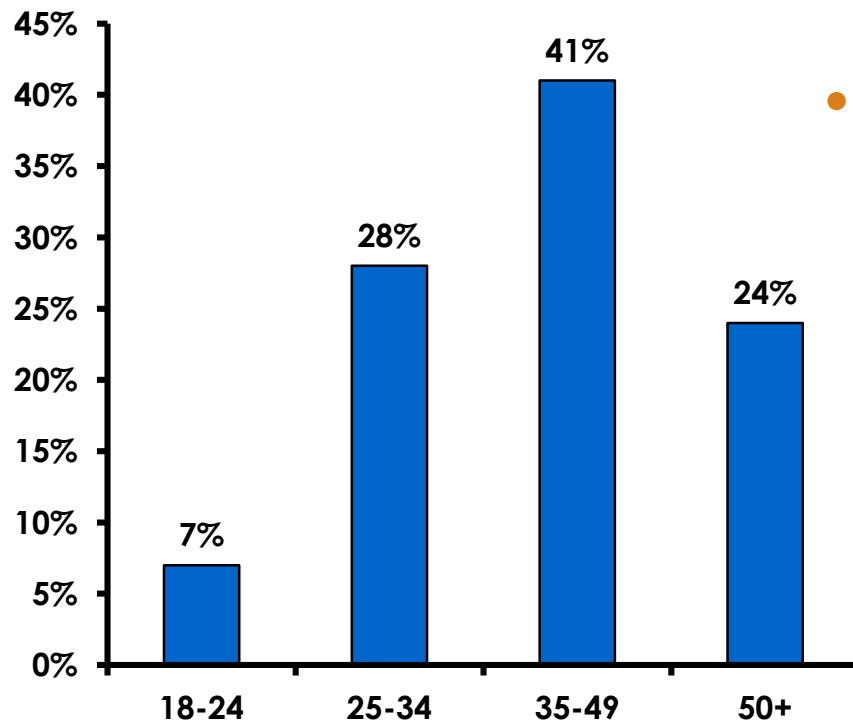


- Majority of Russian visitors are married.

MARITAL STATUS

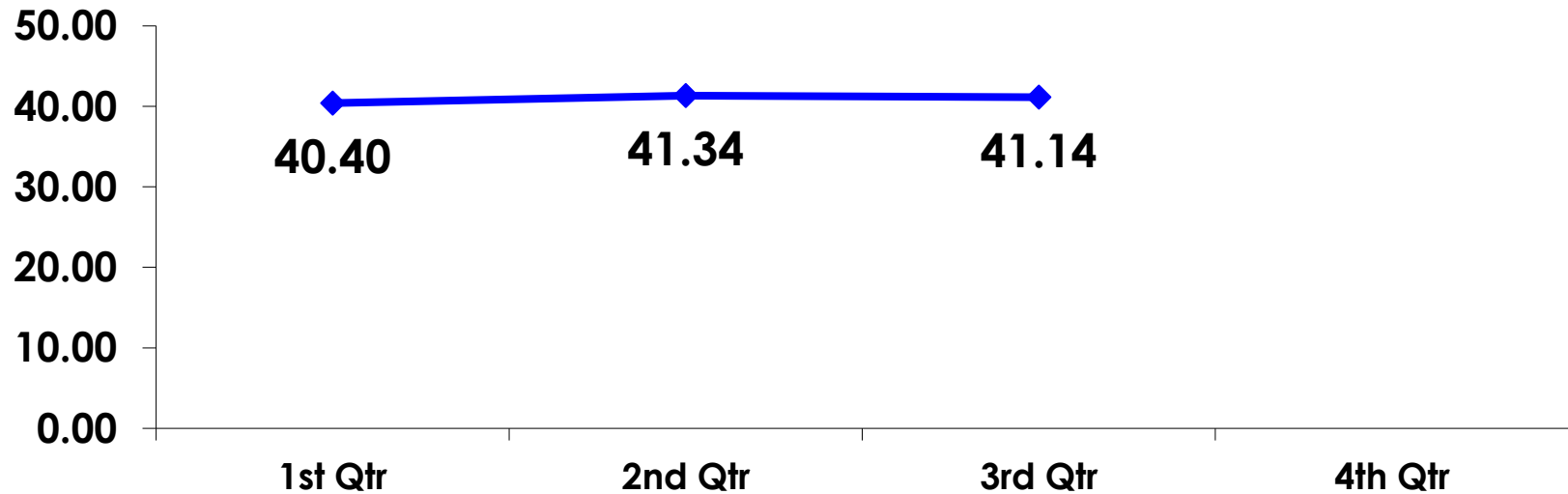


Age - Overall

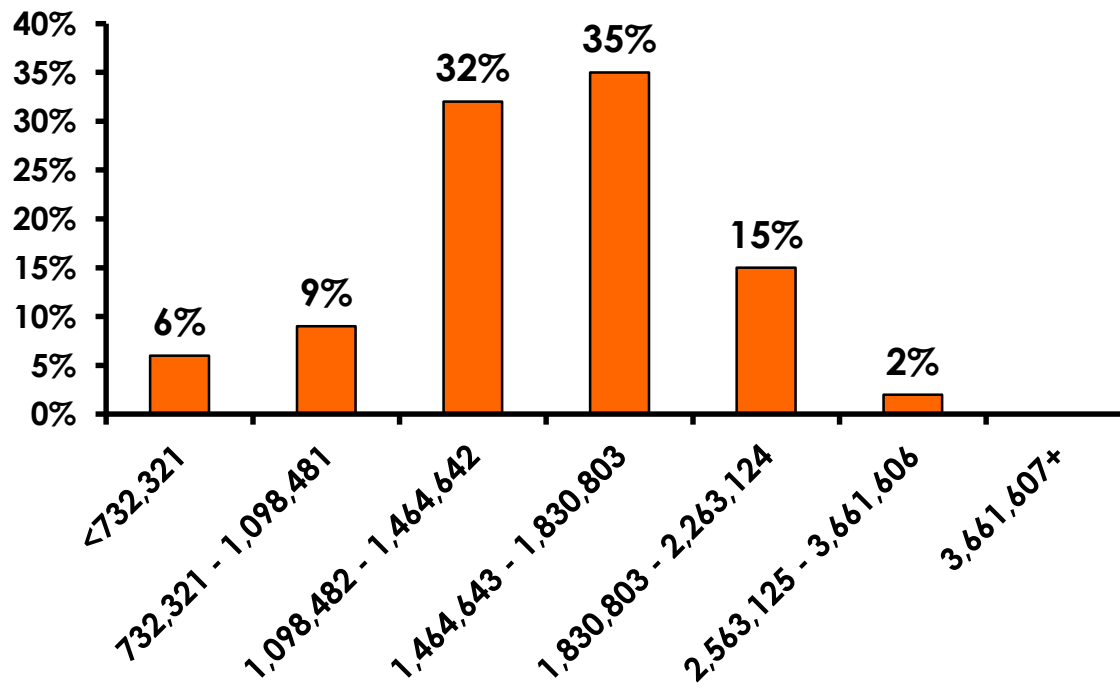


- The average age of the respondents is 41.14 years of age.

AVERAGE - AGE

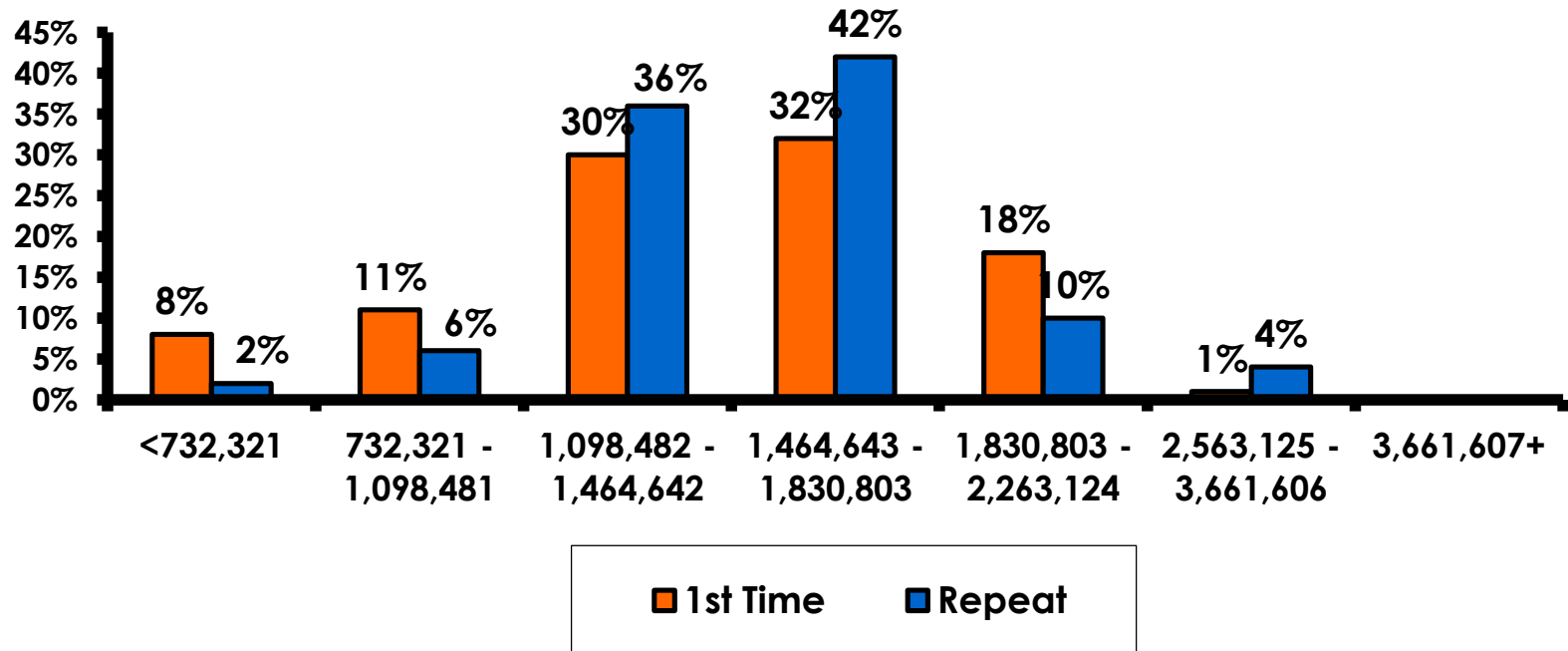


Personal Income



- Ruble
52.72=\$1

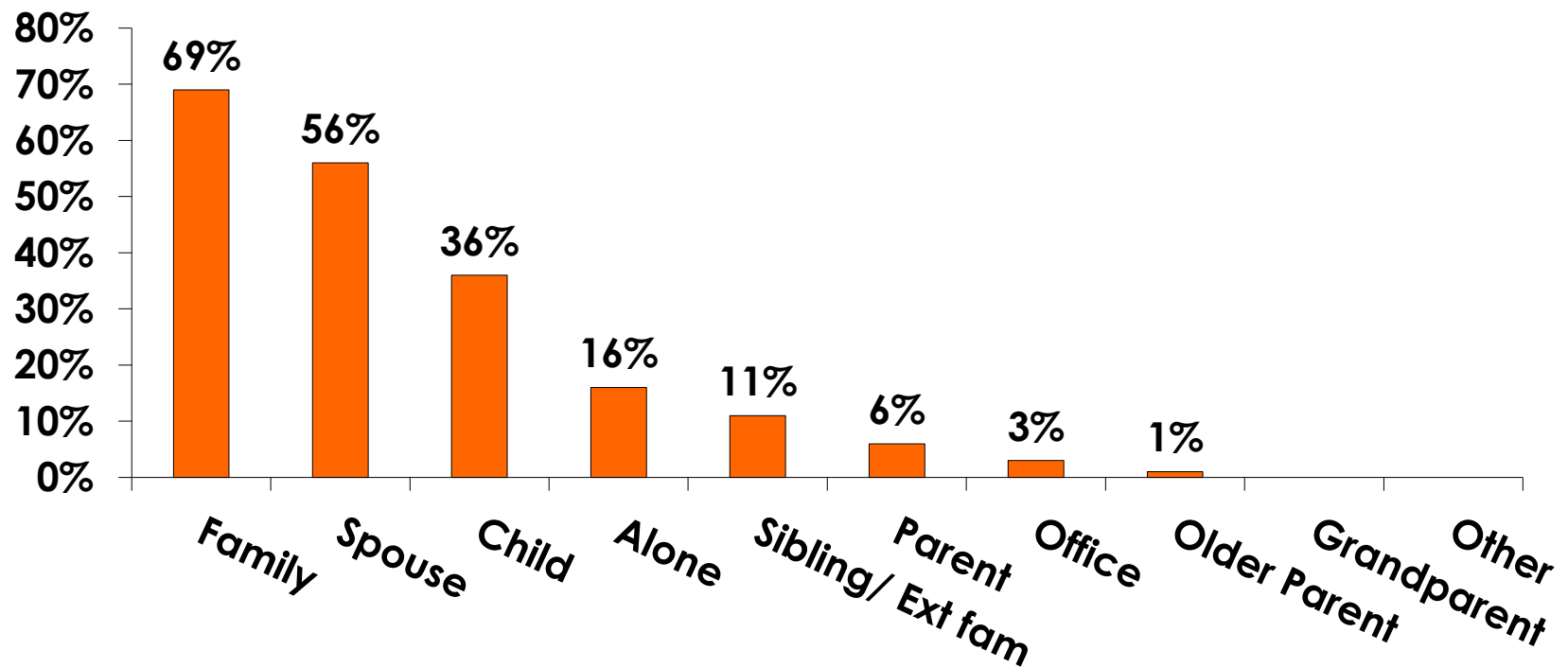
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q27	<732,321	Count	9	1	8	2	2		5
		Column N %	6%	1%	11%	20%	5%		14%
	732,321-1,098,481	Count	14	5	9	4	4	1	5
		Column N %	9%	7%	12%	40%	10%	2%	14%
	1,098,482-1,464,642	Count	49	22	27	1	11	21	13
		Column N %	32%	29%	36%	10%	27%	34%	36%
	1,464,643-1,830,803	Count	53	34	19	3	15	27	8
		Column N %	35%	45%	25%	30%	37%	44%	22%
	1,830,803-2,263,124	Count	23	10	13		8	10	5
		Column N %	15%	13%	17%		20%	16%	14%
	2,563,125-3,661,606	Count	3	3			1	2	
		Column N %	2%	4%			2%	3%	
Total		Count	151	75	76	10	41	61	36

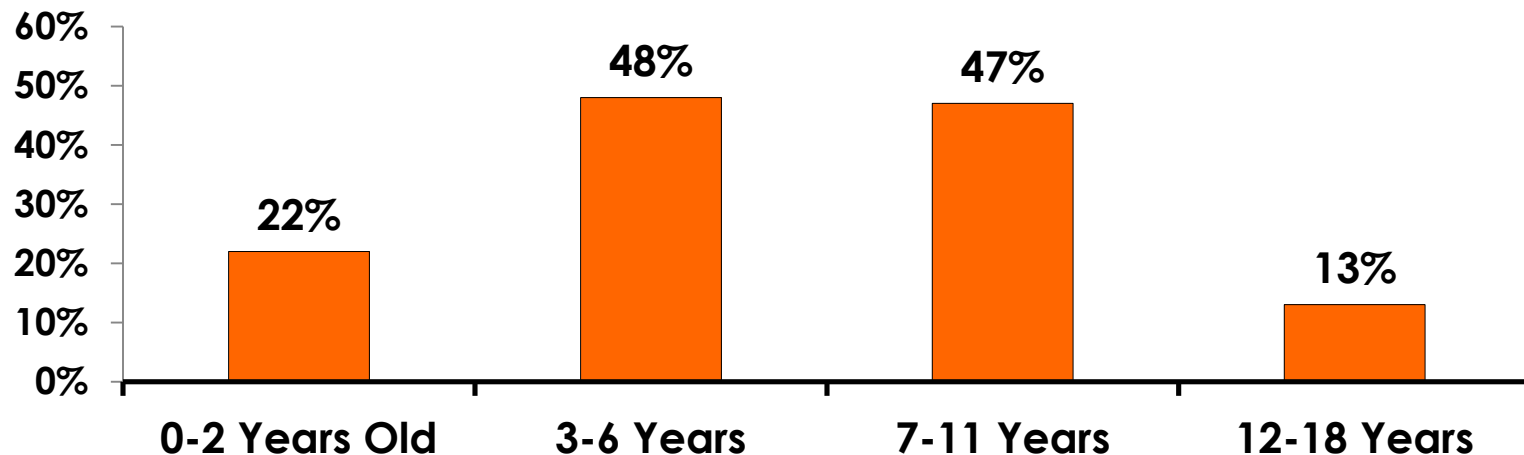
Travel Companions



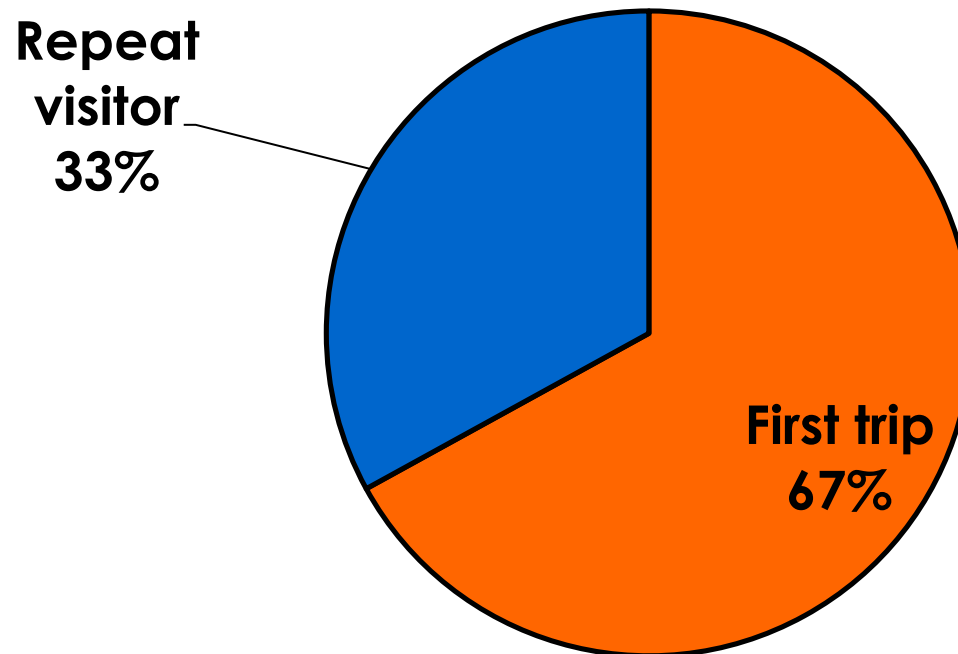
Number of Children Travel Party

N=55 total respondents traveling with children.

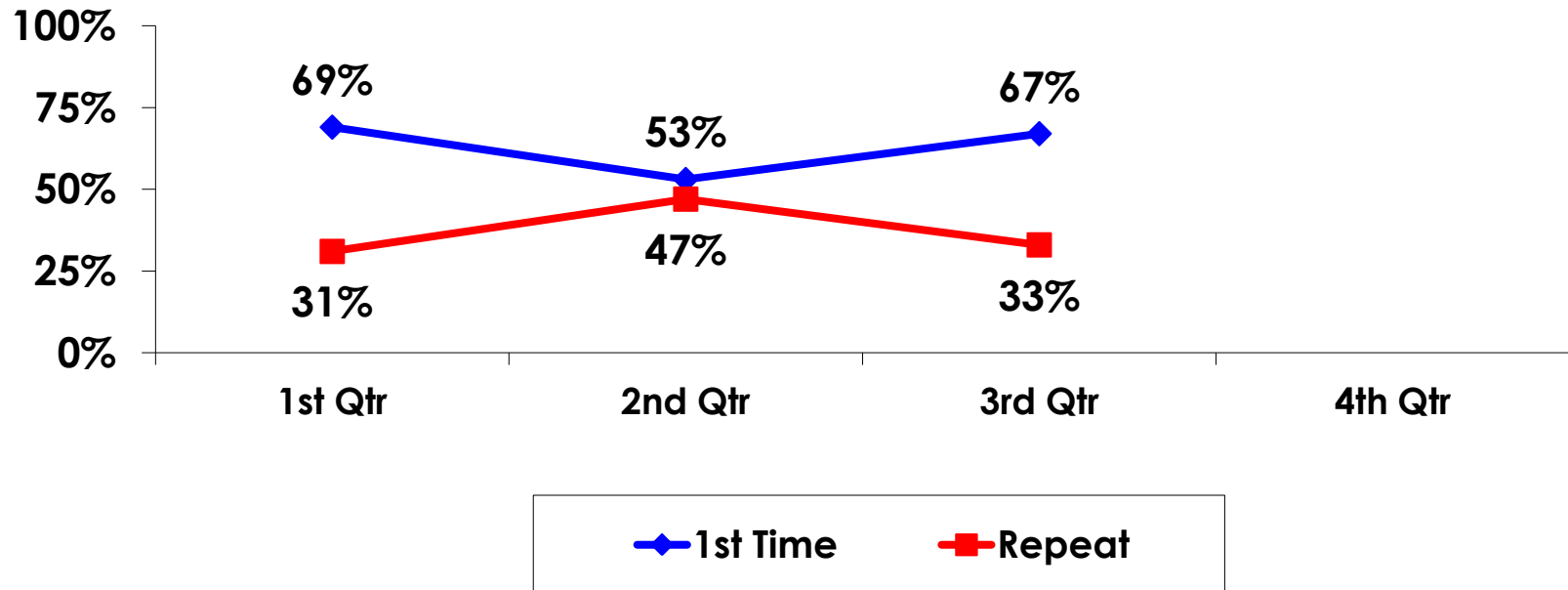
(Of those N=55 respondents, there is a total of 70 children 18 years or younger)



Prior Trips to Guam



PRIOR TRIPS TO GUAM

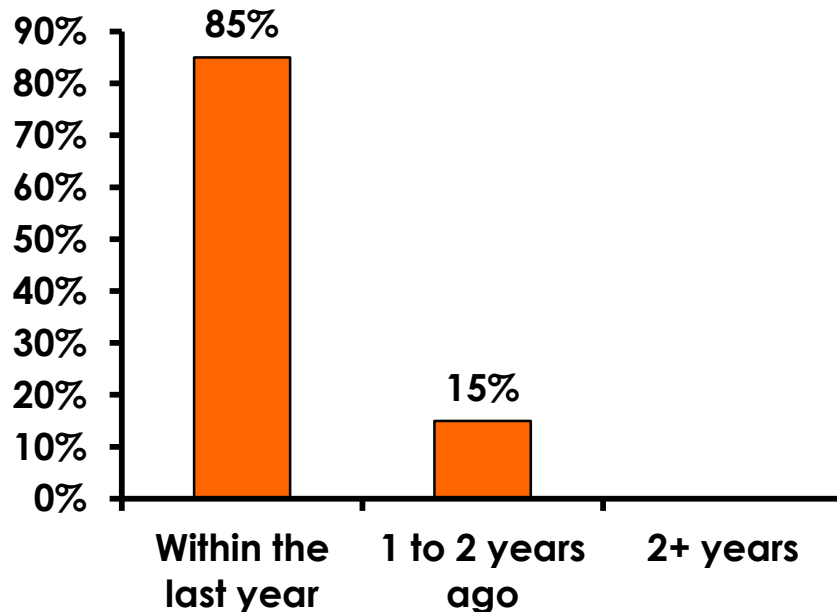


Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM		
			-	1st	Repeat	
GENDER	Male	Count	75	50	25	
		Column N %	50%	50%	50%	
	Female	Count	76	50	25	
		Column N %	50%	50%	50%	
	Total	Count	151	100	50	
AGE	18-24	Count	10	9	1	
		Column N %	7%	9%	2%	
	25-34	Count	41	25	16	
		Column N %	28%	26%	33%	
	35-49	Count	61	35	25	
		Column N %	41%	36%	51%	
	50+	Count	36	29	7	
		Column N %	24%	30%	14%	
		Total	Count	148	98	49

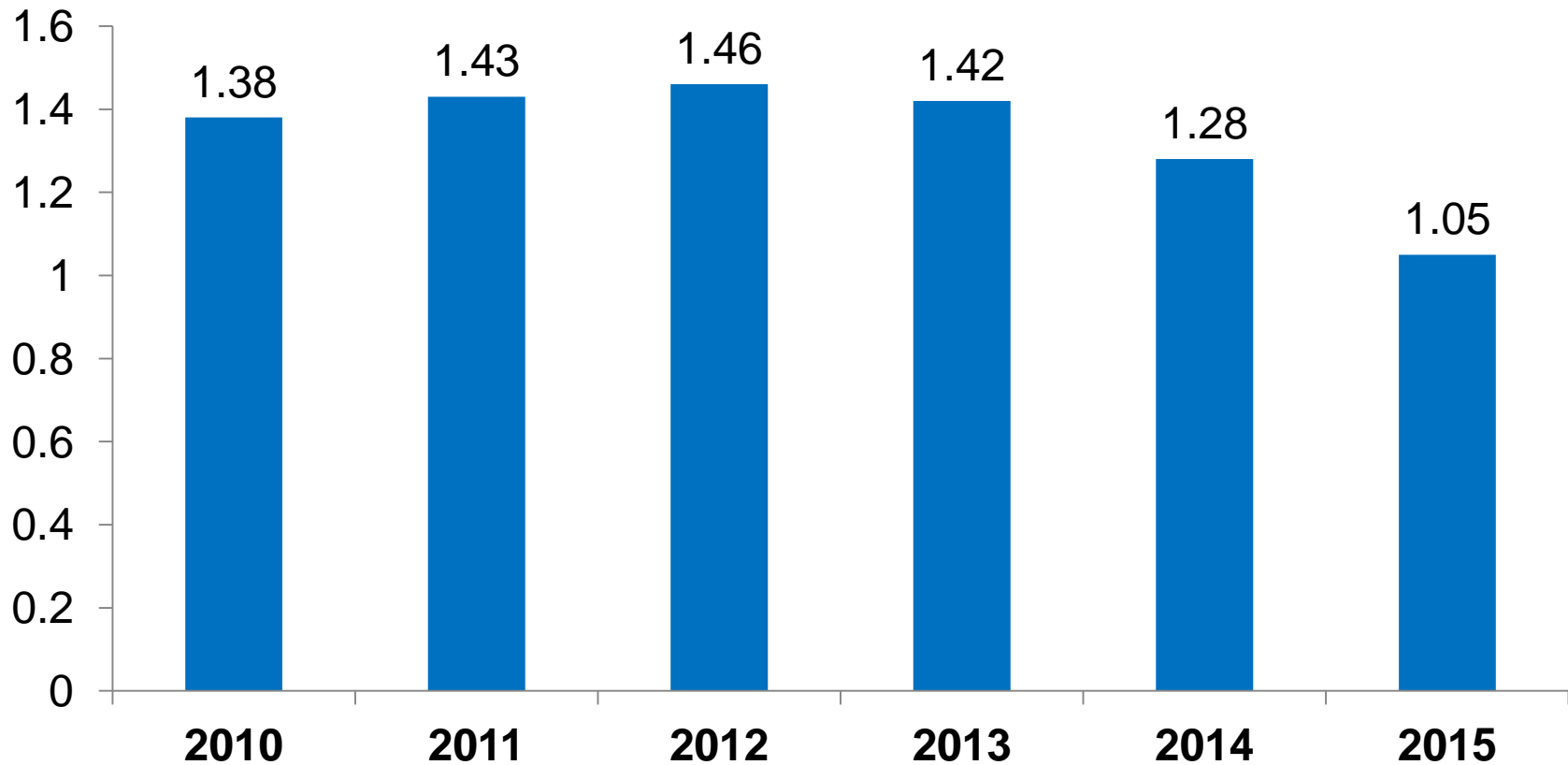
Repeat Visitors Last Trip

n = 47



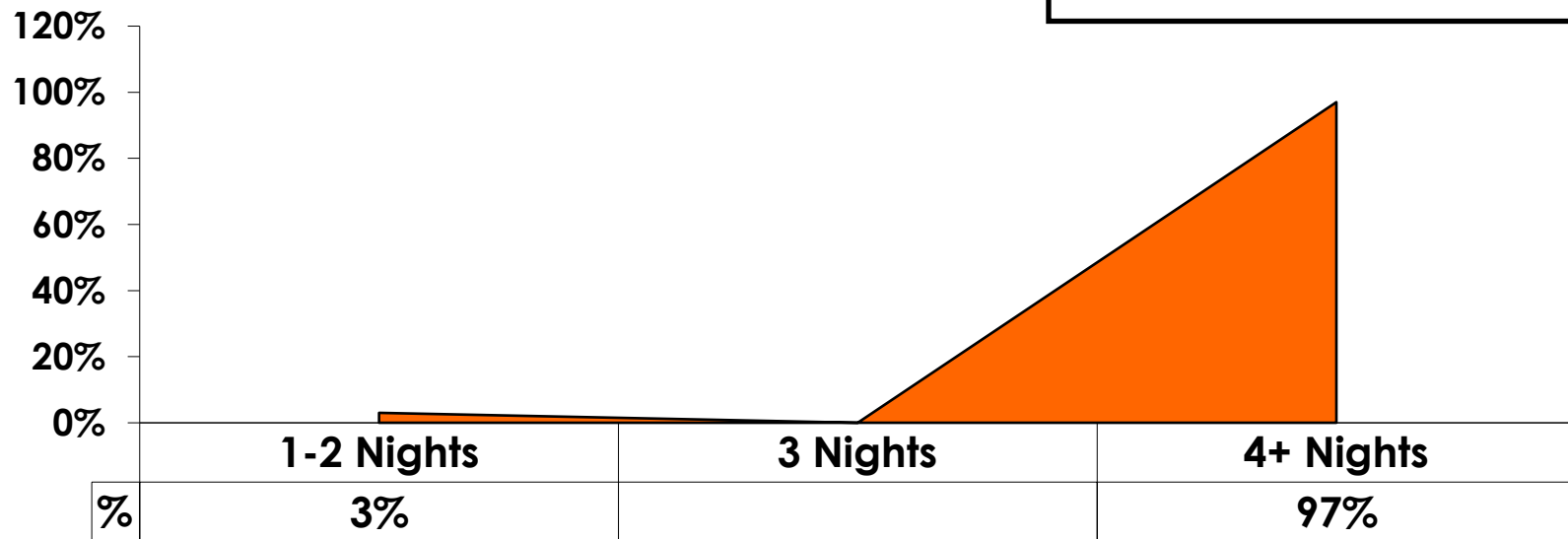
- The average repeat visitor has been to Guam 1.55 times.
- A majority of the repeat visitors have been to Guam within the last year.

Average Number Overnight Trips (2010-2015) (2 nights or more)

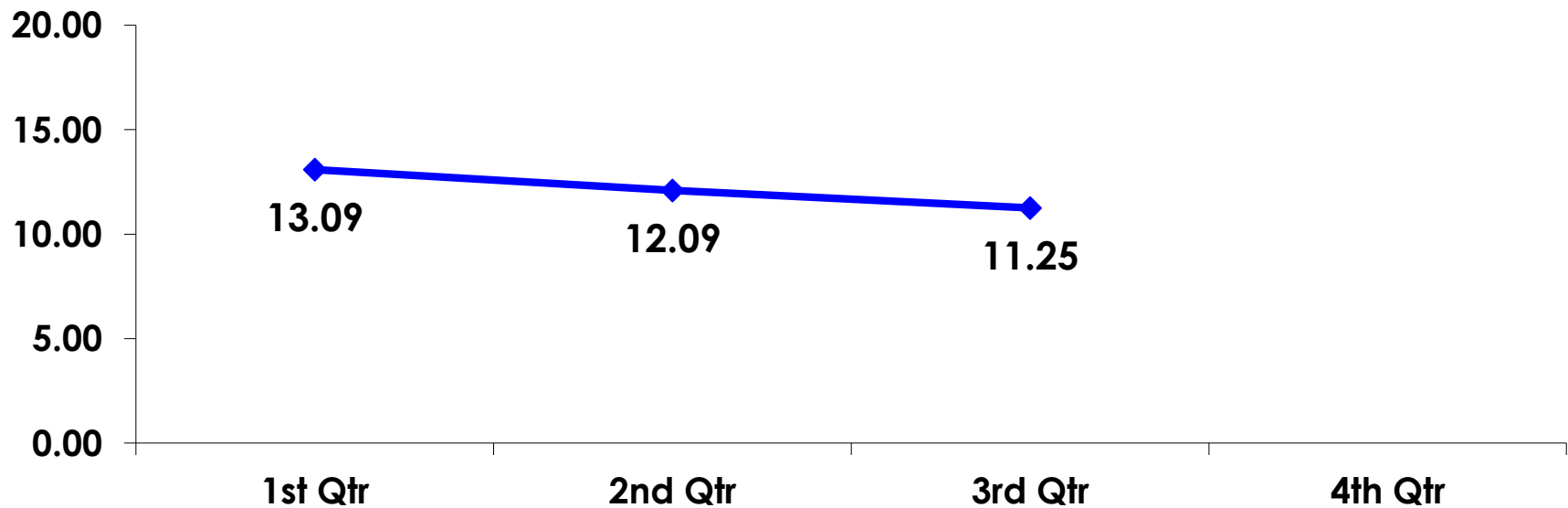


Length of Stay

Mean = 11.25 Days
Median = 12.0 Days



AVG LENGTH OF STAY

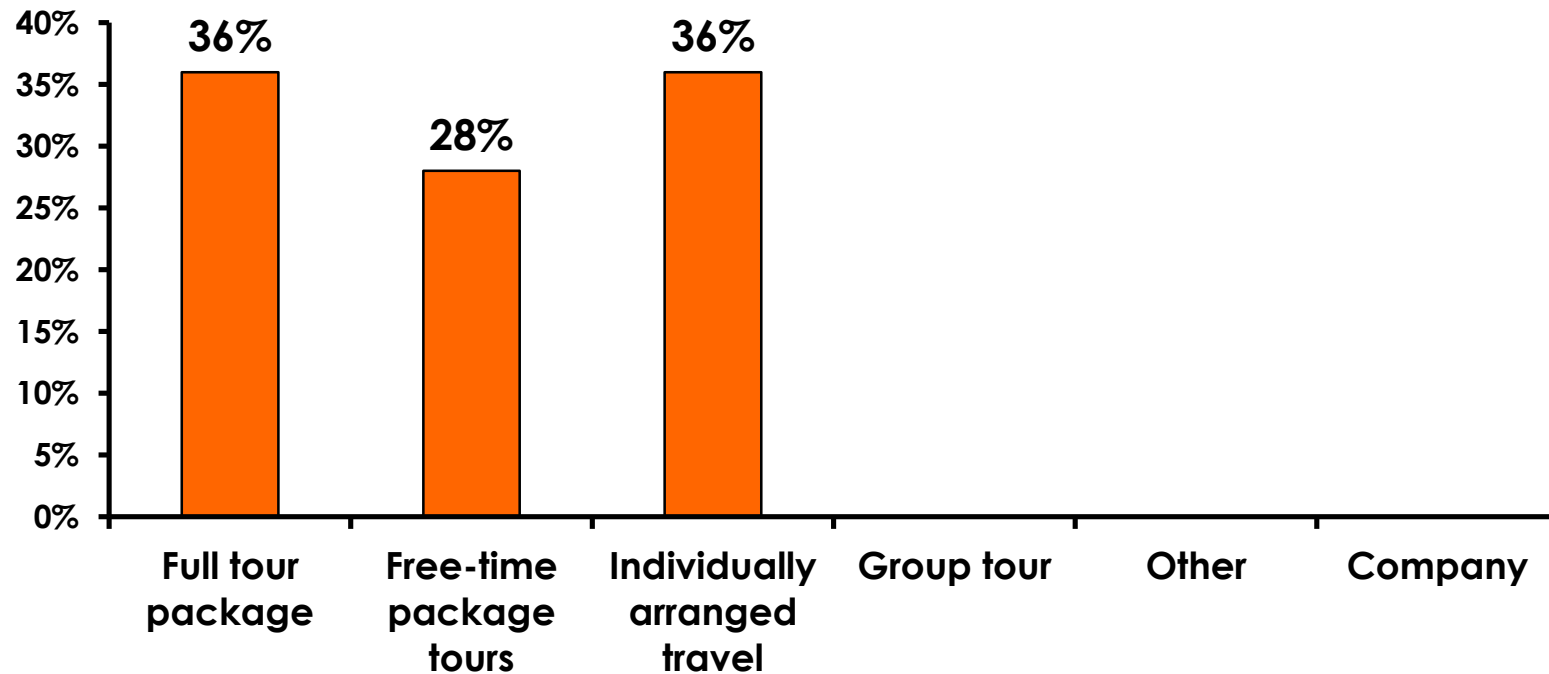


Occupation by Income

		TOTAL	Q27							
		-	<732,321	732,321-1,098,481	1,098,482-1,464,642	1,464,643-1,830,803	1,830,803-2,263,124	2,563,125-3,661,606	3,661,607+	No Income
Q26	Professional/ Specialist	25%		14%	45%	23%	4%			
	Self-employed	20%			10%	30%	26%	100%		
	Retired	13%	56%	36%	16%	4%				
	Company: Exec	10%				15%	30%			
	Homemaker	9%			4%	8%	30%			
	Company: Manager	6%	11%		6%	8%	4%			
	Student	5%	11%	29%		6%				
	Company: Office/ Non-Mgr	5%	22%	7%	10%					
	Company: Engineer	5%		7%	8%	2%	4%			
	Freelancer	1%		7%		2%				
	Other	1%				2%				
	Teacher	1%				2%				
	Total	Count	151	9	14	49	53	23	3	

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

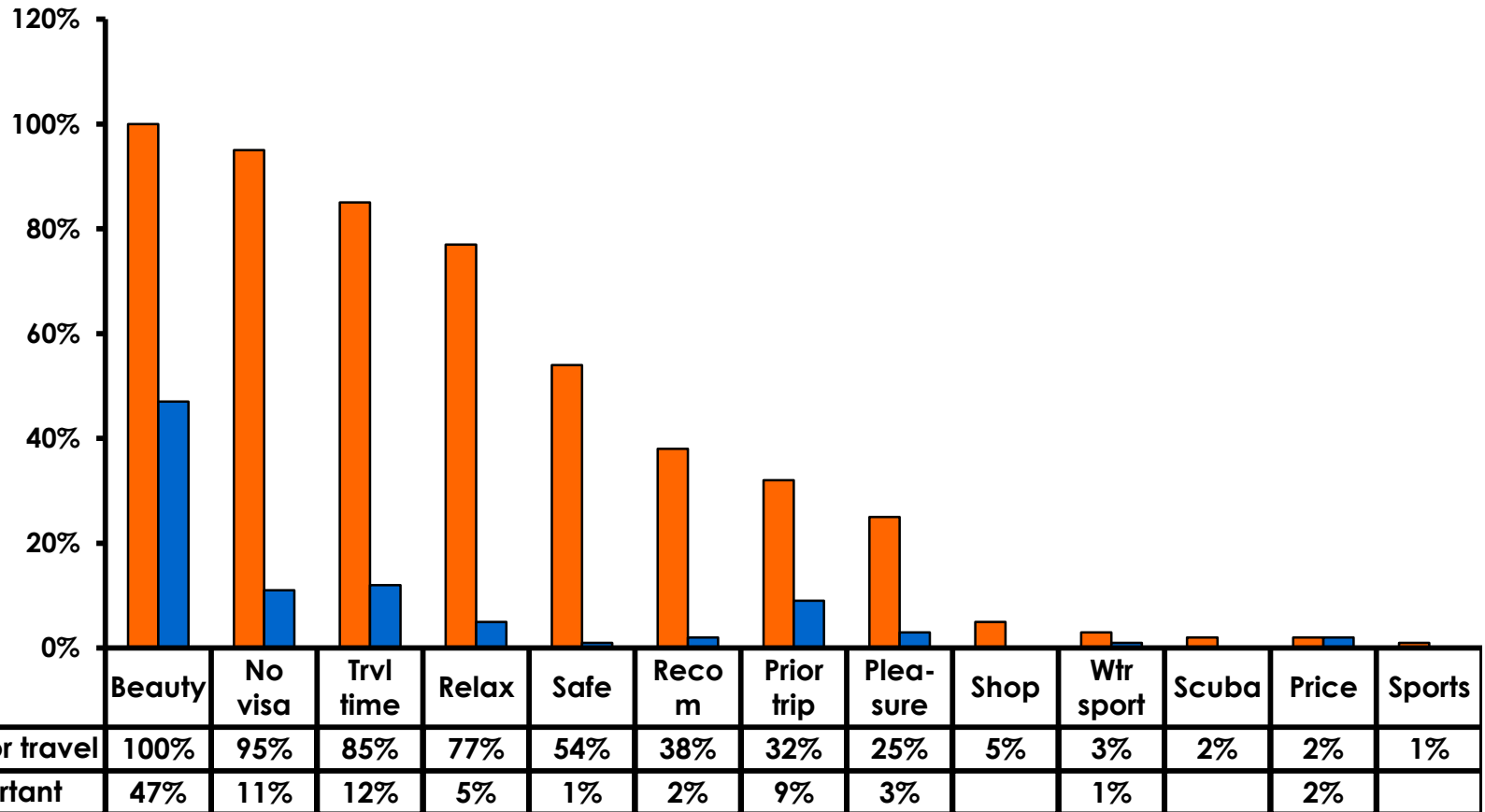


Accommodation by Income

Average length of stay: 11.25 days

		TOTAL	Q27							
		-	<732,321	732,321-1,098,481	1,098,482-1,464,642	1,464,643-1,830,803	1,830,803-2,263,124	2,563,125-3,661,606	3,661,607+	No Income
Q9	Westin Resort Guam	27%	33%	7%	30%	26%	39%			
	PIC Club	14%	11%	7%	17%	10%	22%			
	Fiesta Resort Guam	13%	11%		11%	20%	13%			
	Hilton Guam Resort	12%	11%	14%	13%	8%	13%	33%		
	Apartment	7%		29%	4%	8%				
	Lotte Hotel Guam	6%			4%	12%	4%			
	Outrigger Guam Resort	5%		21%	6%	4%				
	Bayview Hotel	4%		7%	4%	4%		33%		
	Hyatt Regency Guam	3%			2%	6%		33%		
	Tumon Bay Capital Hotel	3%	22%	7%	2%					
	Holiday Resort Guam	2%	11%			2%	4%			
	Pacific Star Resort & Spa	1%			2%		4%			
	Pacific Bay Hotel	1%		7%						
	Oceanview Hotel	1%			2%					
	Guam Reef & Olive Spa	1%			2%					
	Total	Count	146	9	14	47	50	23	3	

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Guam's natural beauty/ beaches,
- Short travel time,
- No visa requirement

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	Natural beauty	100%	100%	100%	100%	100%	100%	100%	
	No Visa required	95%	100%	98%	92%	94%	95%	95%	
	Short travel time	85%	40%	93%	82%	94%	81%	89%	
	Relax	77%	40%	83%	82%	72%	76%	78%	
	Safe	54%	20%	61%	61%	44%	59%	50%	
	Recomm- friend/family/trvl agnt	38%	80%	37%	30%	42%	33%	43%	
	Previous trip	32%	10%	37%	41%	19%	33%	32%	
	Pleasure	25%	40%	15%	23%	36%	24%	25%	
	Other	13%		24%	13%	6%	9%	17%	
	Shopping	5%		12%	3%	3%	5%	5%	
	Water sports	3%	40%		2%		3%	4%	
	Company/ Business Trip	3%	10%	5%		3%	1%	4%	
	Scuba	2%	10%	2%	2%		3%	1%	
	Price	2%	20%	2%			1%	3%	
	Organized sports	1%		2%	2%		1%	1%	
	Company Sponsored	1%		2%		3%	1%	1%	
	Visit friends/ Relatives	1%		2%				1%	
	Total	Count	151	10	41	61	36	75	76

Motivation by Income

		TOTAL	Q27							
		-	<732,321	732,321-1,098,481	1,098,482-1,464,642	1,464,643-1,830,803	1,830,803-2,263,124	2,563,125-3,661,606	3,661,607+	No Income
Q5A	Natural beauty	100%	100%	100%	100%	100%	100%	100%		
	No Visa required	95%	100%	100%	90%	96%	96%	100%		
	Short travel time	85%	78%	79%	86%	83%	96%	100%		
	Relax	77%	89%	57%	84%	75%	74%	67%		
	Safe	54%	44%	43%	47%	57%	74%	67%		
	Recomm- friend/family/trvl agnt	38%	56%	50%	37%	34%	43%			
	Previous trip	32%	11%	21%	37%	40%	17%	67%		
	Pleasure	25%		43%	22%	25%	26%	33%		
	Other	13%	11%		14%	11%	26%			
	Shopping	5%	22%	7%	2%	8%				
	Water sports	3%	22%	14%		2%				
	Company/ Business Trip	3%	11%	14%			4%			
	Scuba	2%		7%	2%	2%				
	Price	2%		7%	2%		4%			
	Organized sports	1%			2%	2%				
	Company Sponsored	1%			2%		4%			
	Visit friends/ Relatives	1%					4%			
	Total	Count	151	9	14	49	53	23	3	

SECTION 3 **EXPENDITURES**

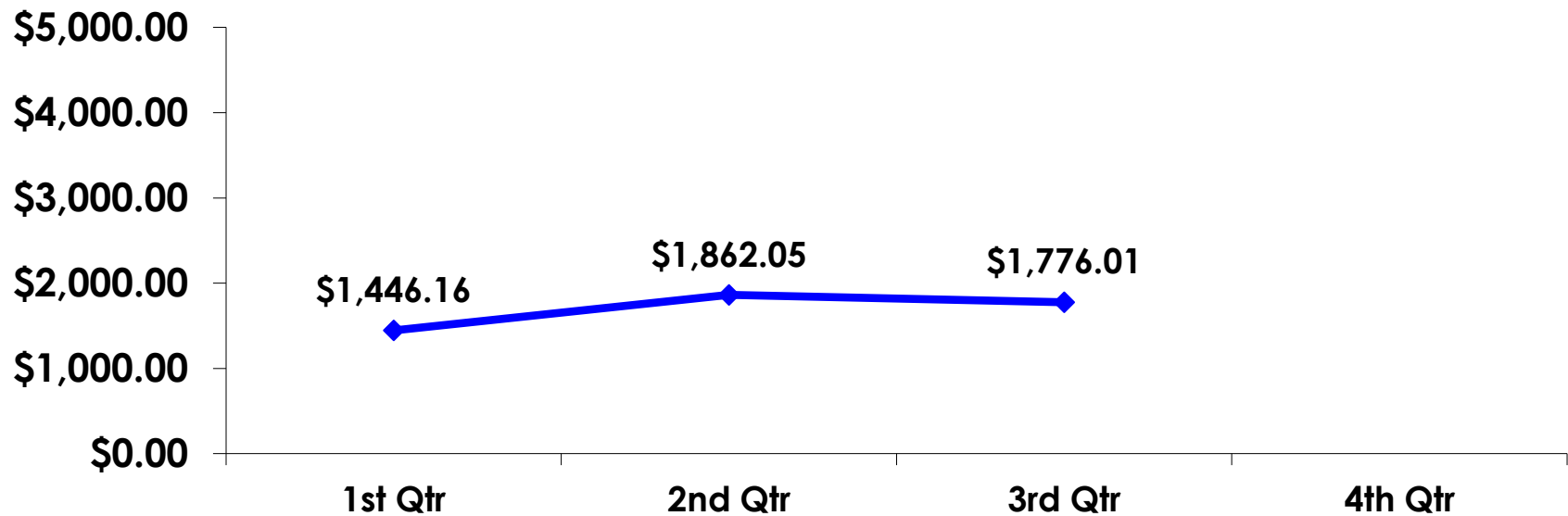
Prepaid Expenditures

Ruble 52.72 /US\$1

- \$3,766.31 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$9,484 = maximum (highest amount recorded for the entire sample)
- \$1,776.01 = overall mean average per person prepaid expenditures

PREPAID EXPENDITURES

Per Person



YTD=\$1,694.92

Breakdown of Prepaid Expenditures

Rub 52.72=\$1

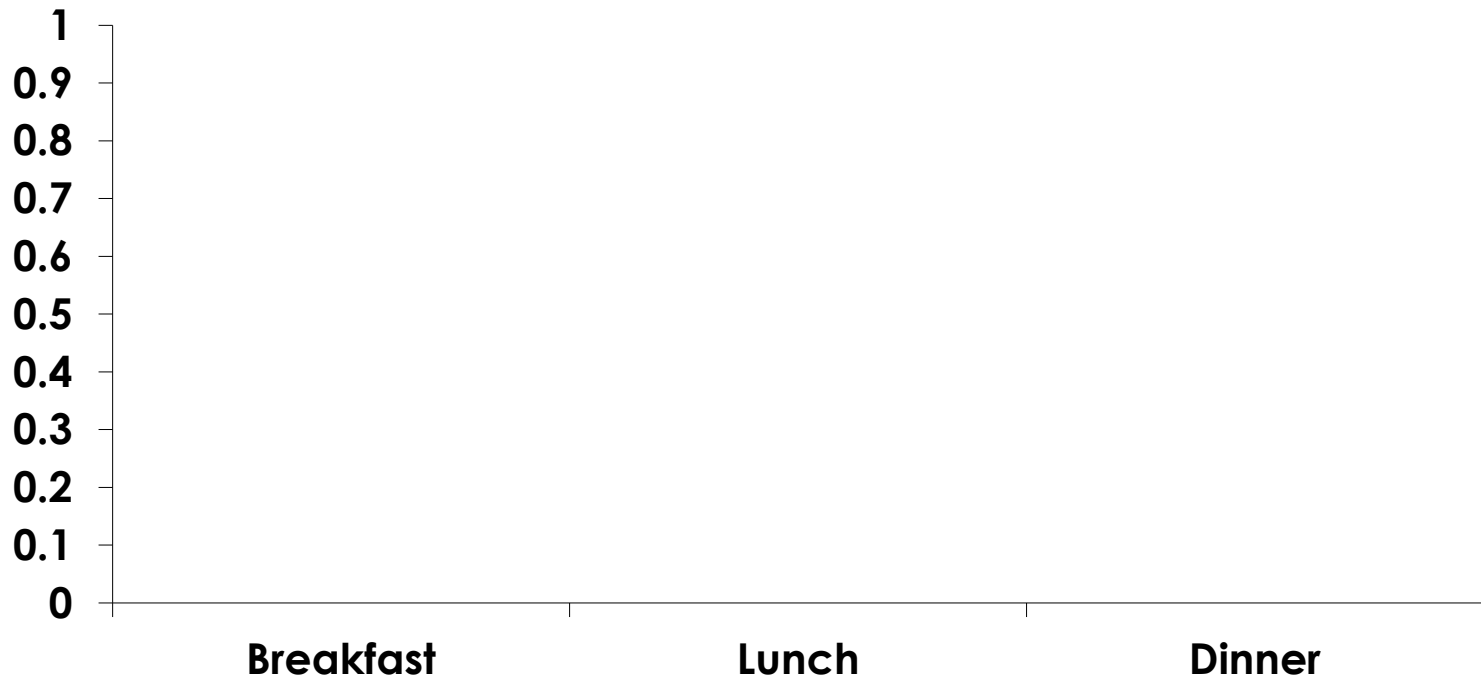
**(Filter: Only those who responded/
Per Travel Party)**

	MEAN \$
Air & Accommodation package only	\$4,561.38
Air & Accommodation w/ daily meal package	\$5,526.14
Air only	\$1,184.83
Accommodation only	\$1,521.18
Accommodation w/ daily meal only	\$1,896.81
Food & Beverages in Hotel	\$-
Ground transportation – Russia	\$-
Ground transportation – Guam	\$-
Optional tours/ activities	\$-
Other expenses	\$-
Total Prepaid	\$3,766.31

PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n= x

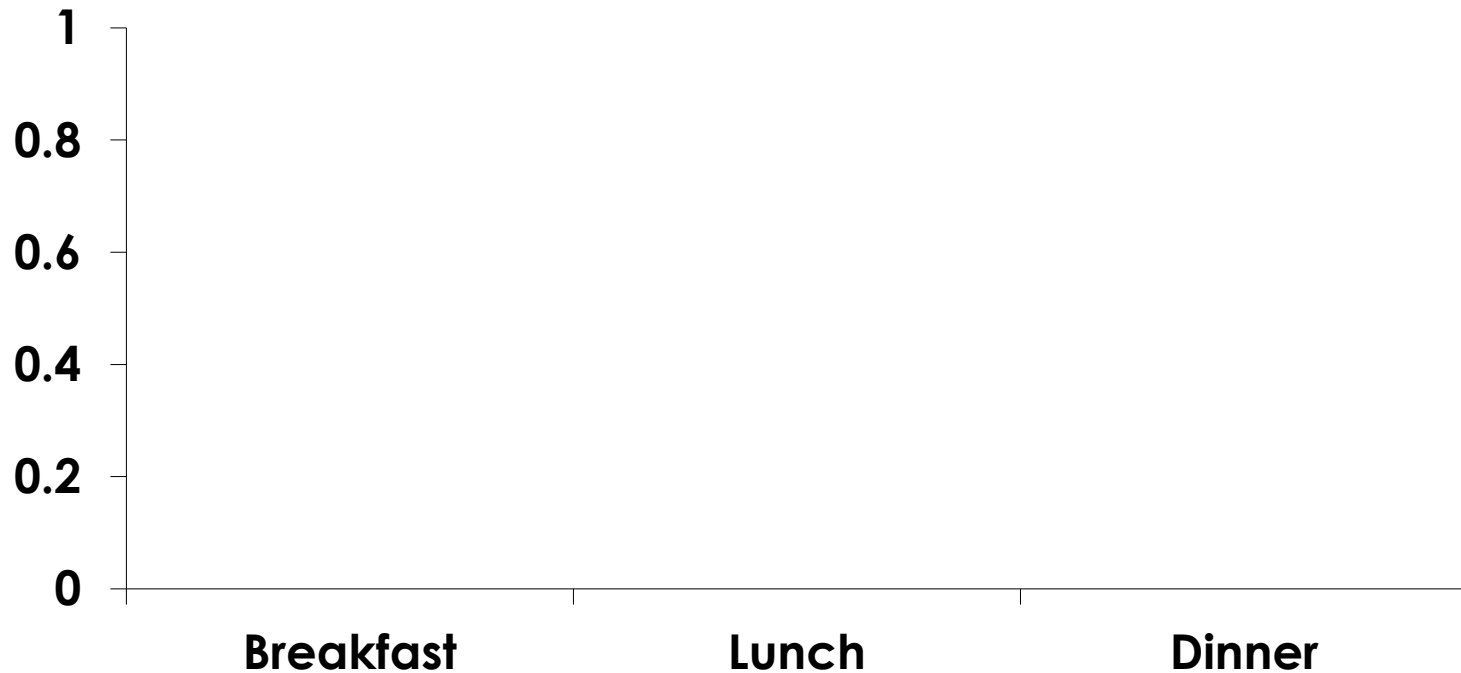


Mean=\$5,526.14 per travel party

PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

n=X (none recorded)



Mean=\$1,896.81 per travel party

PREPAID GROUND TRANSPORTATION

n=x

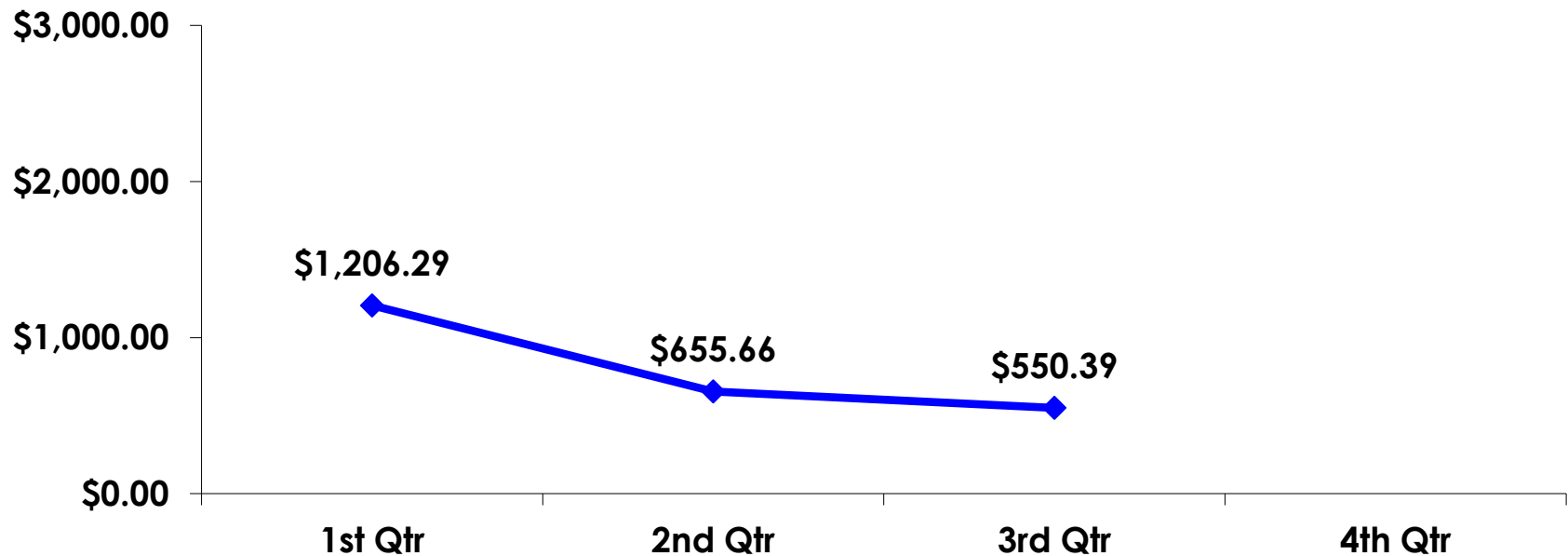


Mean=\$xxx per travel party

On-Island Expenditures

- \$959.45 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$2,450 = Maximum (highest amount recorded for the entire sample)
- \$550.39 = overall mean average per person on-island expenditure

ON-ISLAND EXPENDITURES Per Person



YTD = \$803.55

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+
ONISLE	Mean	\$550.39	\$535.63	\$564.95	\$652.50	\$496.20	\$540.90	\$568.71	\$643.13	\$531.35	\$438.88	\$690.84
	Median	\$500	\$415	\$500	\$653	\$343	\$413	\$526	\$690	\$453	\$371	\$616
	Minimum	\$0	\$178	\$0	\$620	\$178	\$223	\$350	\$500	\$0	\$131	\$258
	Maximum	\$1,750	\$1,650	\$1,750	\$685	\$1,575	\$1,650	\$1,240	\$735	\$1,500	\$1,105	\$1,750

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$71.95	\$86.73	\$57.37	\$2.50	\$65.12	\$81.05	\$89.61
	Median	\$50	\$100	\$0	\$0	\$50	\$60	\$80
F&B FF/STORE	Mean	\$102.81	\$115.87	\$89.93	\$90.00	\$101.95	\$102.97	\$105.94
	Median	\$100	\$100	\$100	\$125	\$100	\$100	\$100
F&B RESTRNT	Mean	\$158.90	\$172.99	\$145.00	\$231.00	\$149.76	\$159.57	\$144.17
	Median	\$170	\$180	\$150	\$225	\$150	\$160	\$150
OPT TOUR	Mean	\$139.50	\$142.80	\$136.25	\$79.00	\$133.90	\$152.54	\$143.89
	Median	\$120	\$120	\$120	\$60	\$120	\$130	\$145
GIFT- SELF	Mean	\$184.57	\$180.60	\$188.49	\$77.50	\$213.41	\$179.10	\$189.44
	Median	\$150	\$150	\$150	\$88	\$200	\$150	\$150
GIFT- OTHER	Mean	\$154.67	\$163.20	\$146.25	\$49.00	\$164.02	\$165.57	\$153.89
	Median	\$130	\$100	\$150	\$50	\$200	\$100	\$150
TRANS	Mean	\$123.45	\$144.47	\$102.71	\$90.00	\$110.83	\$160.77	\$85.00
	Median	\$60	\$70	\$60	\$135	\$60	\$80	\$45
OTHER	Mean	\$21.56	\$23.53	\$19.61	\$24.00	\$29.02	\$15.74	\$24.03
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	Mean	\$959.45	\$1,029.48	\$890.34	\$645.00	\$971.93	\$1,025.30	\$920.42
	Median	\$920	\$1,000	\$845	\$685	\$1,000	\$1,000	\$885

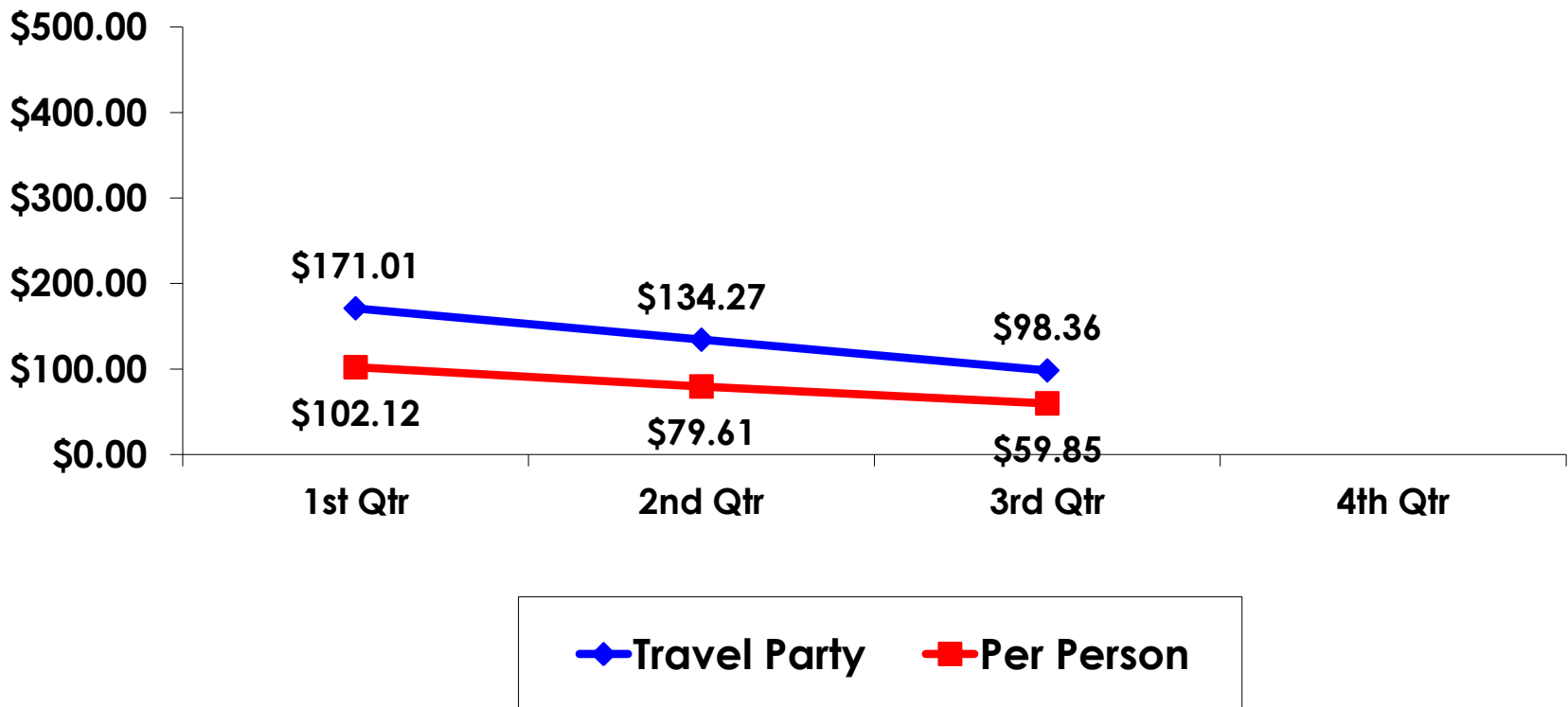
On-Island Expenditures

First Timers & Repeaters

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$71.95	\$74.13	\$64.64
	Median	\$50	\$50	\$0
F&B FF/STORE	Mean	\$102.81	\$95.10	\$120.30
	Median	\$100	\$100	\$110
F&B RESTRNT	Mean	\$158.90	\$167.00	\$142.88
	Median	\$170	\$180	\$150
OPT TOUR	Mean	\$139.50	\$157.30	\$106.70
	Median	\$120	\$150	\$100
GIFT- SELF	Mean	\$184.57	\$175.85	\$203.70
	Median	\$150	\$150	\$150
GIFT- OTHER	Mean	\$154.67	\$159.20	\$146.70
	Median	\$130	\$150	\$110
TRANS	Mean	\$123.45	\$110.94	\$150.14
	Median	\$60	\$60	\$65
OTHER	Mean	\$21.56	\$21.05	\$23.00
	Median	\$0	\$0	\$0
TOTAL	Mean	\$959.45	\$967.37	\$950.60
	Median	\$920	\$885	\$995

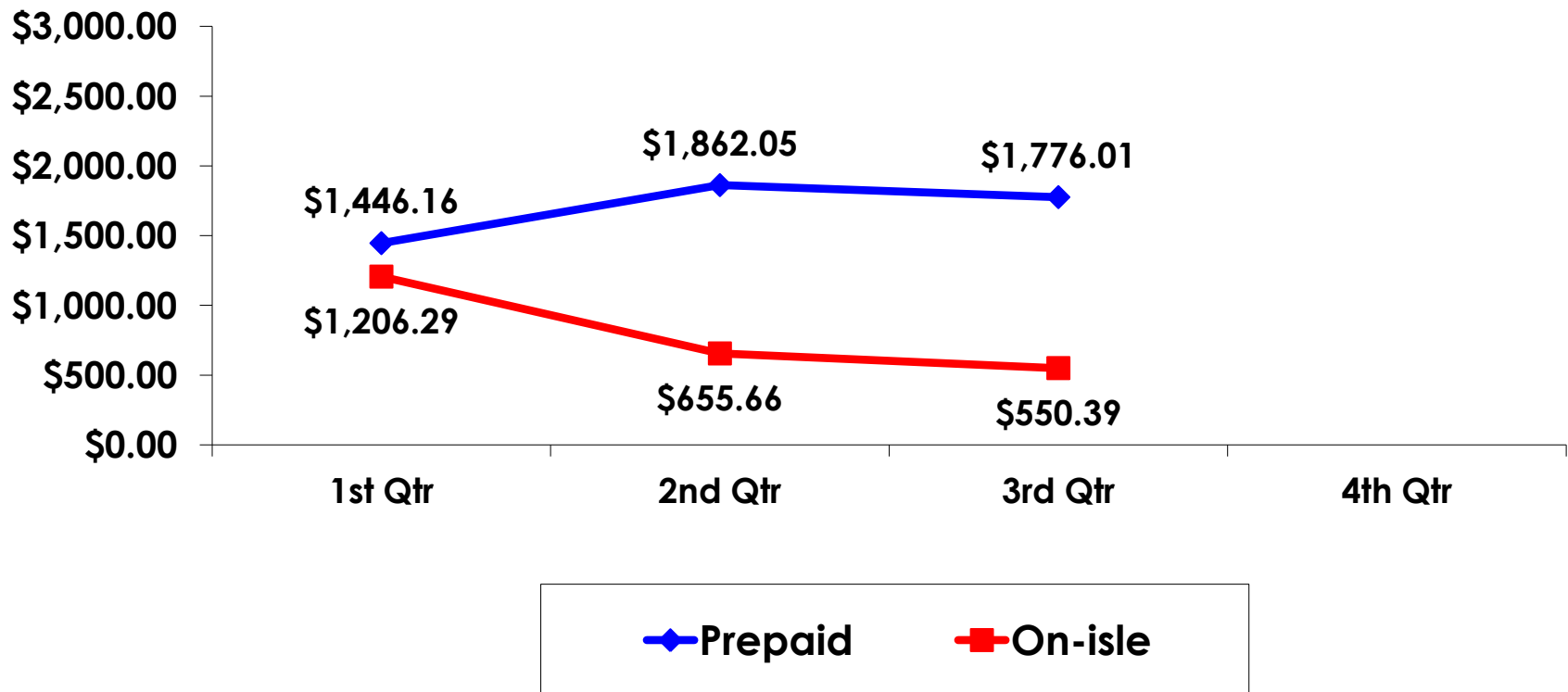
ON-ISLE EXPENDITURES – Per Day

Travel Party YTD = \$134.47 Per Person YTD = \$80.48



PREPAID/ ON-ISLE EXPENDITURES – Per Person

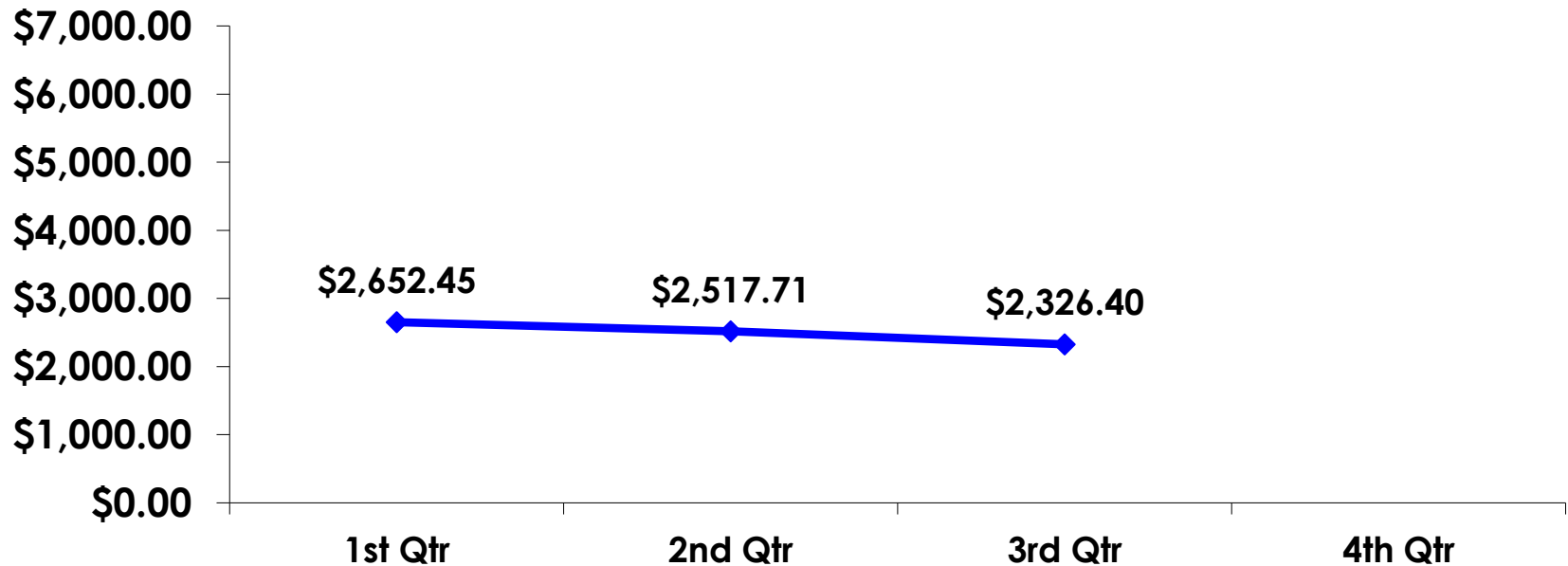
Prepaid YTD = \$1,694.92 On-Isle YTD = \$803.55



Total Expenditures Per Person (Prepaid & On-Island)

- \$2,326.40 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$6,480 = Maximum (highest amount recorded for the entire sample)

TOTAL EXPENDITURES Per Person



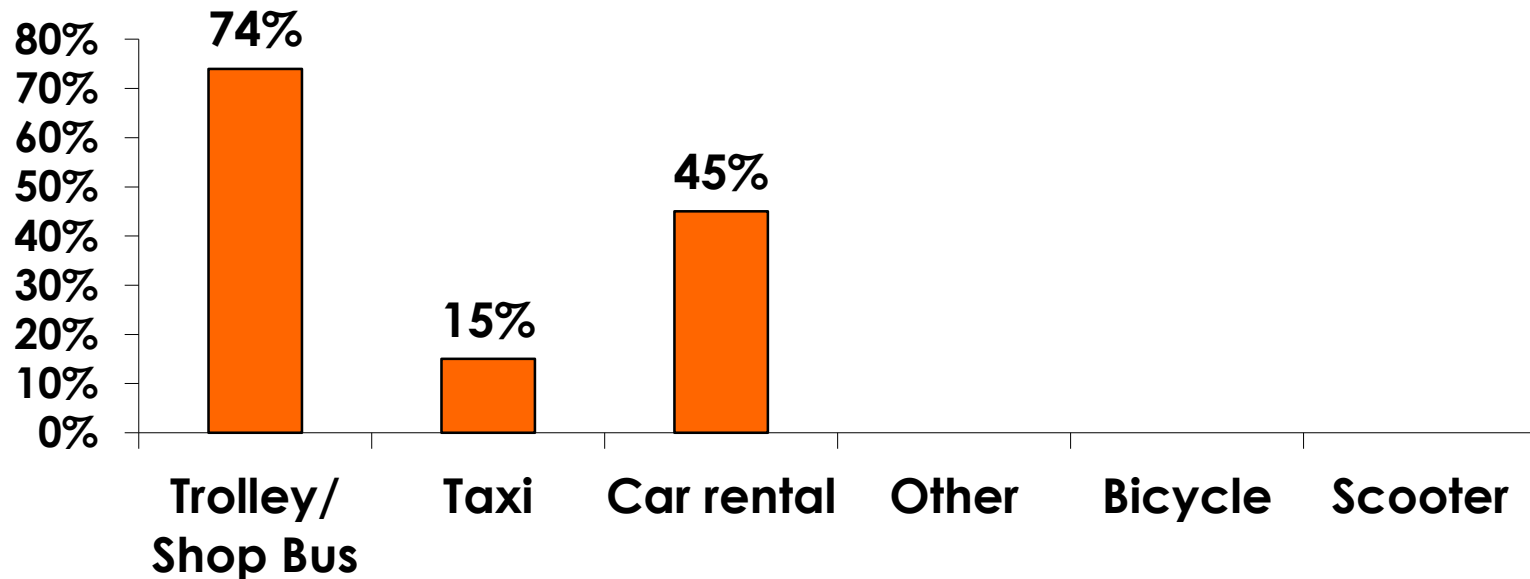
YTD=\$2,498.47

Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$71.95
Food & beverage in fast food restaurant/convenience store	\$102.81
Food & beverage at restaurants or drinking establishments outside a hotel	\$158.90
Optional tours and activities	\$139.50
Gifts/ souvenirs for yourself/companions	\$184.57
Gifts/ souvenirs for friends/family at home	\$154.67
Local transportation	\$123.45
Other expenses not covered	\$21.56
Average Total	\$959.45

Local Transportation

n=110



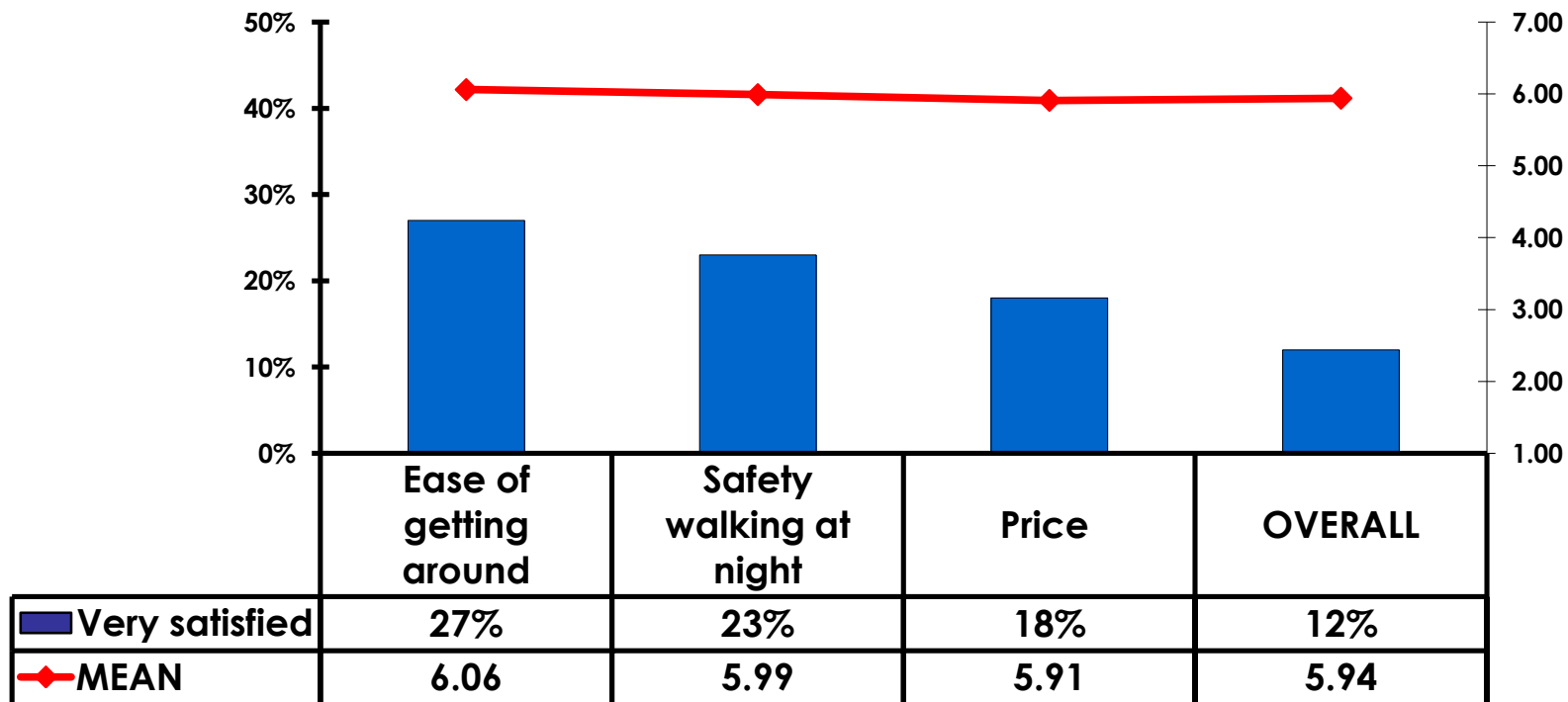
Mean=\$123.45 per travel party

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

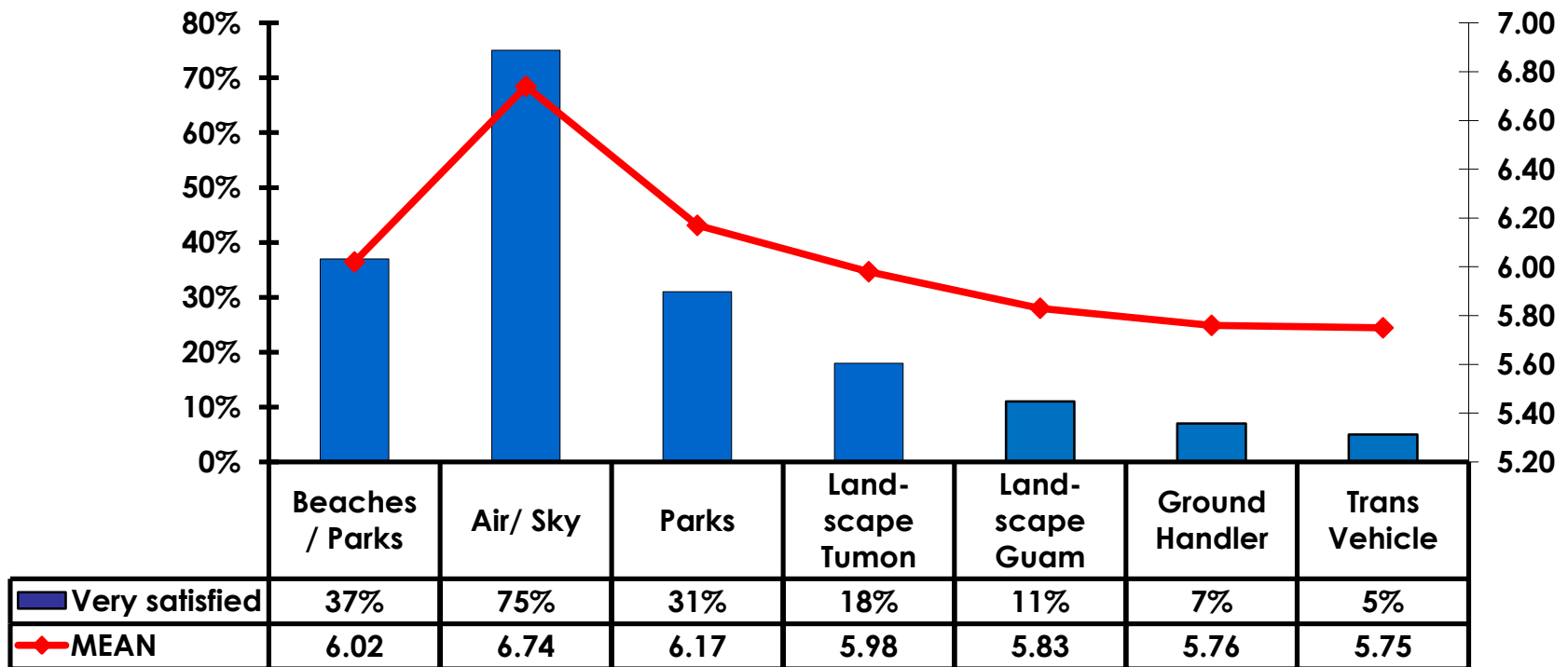
7=Very Satisfied/1=Very Dissatisfied



Satisfaction Quality/ Cleanliness

7pt Rating Scale

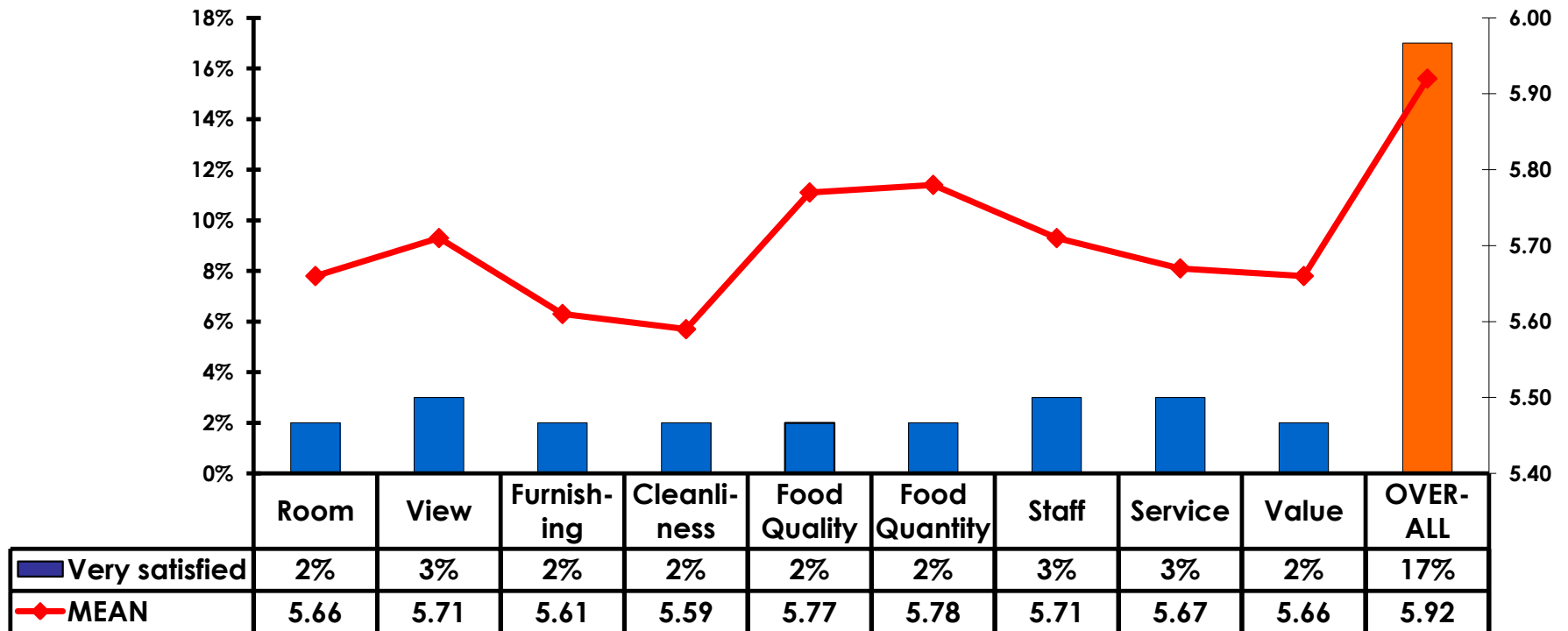
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

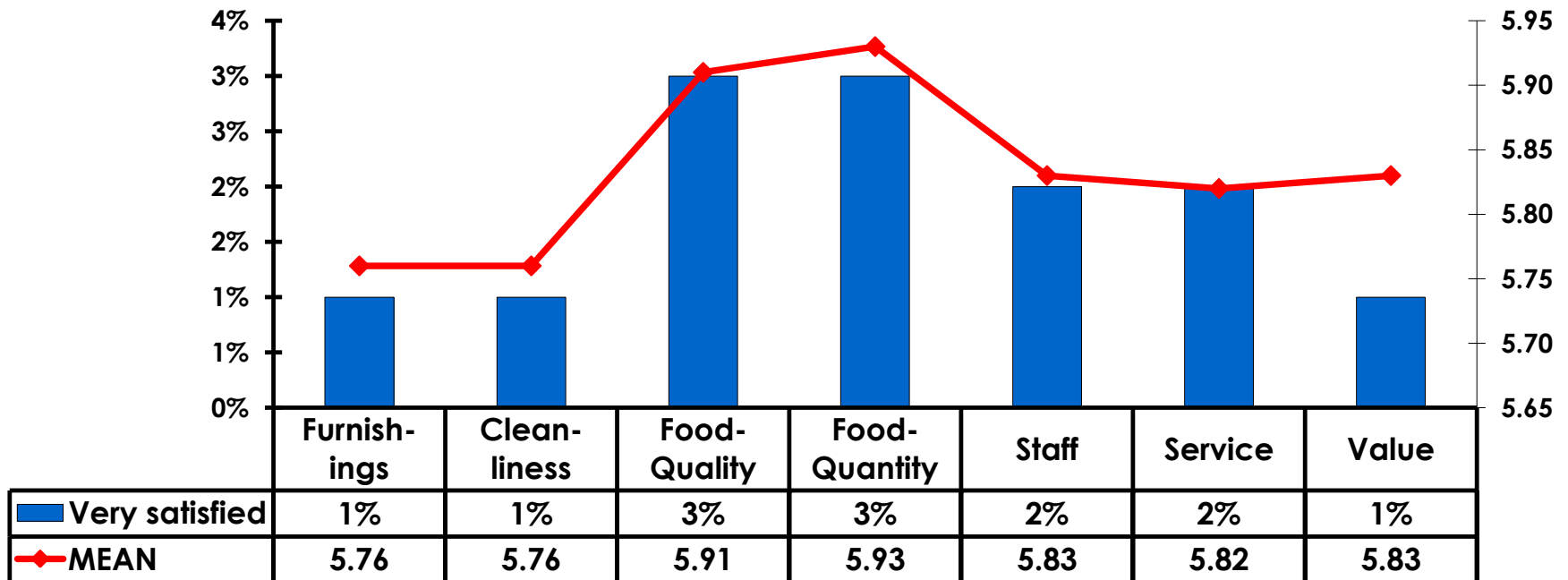
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

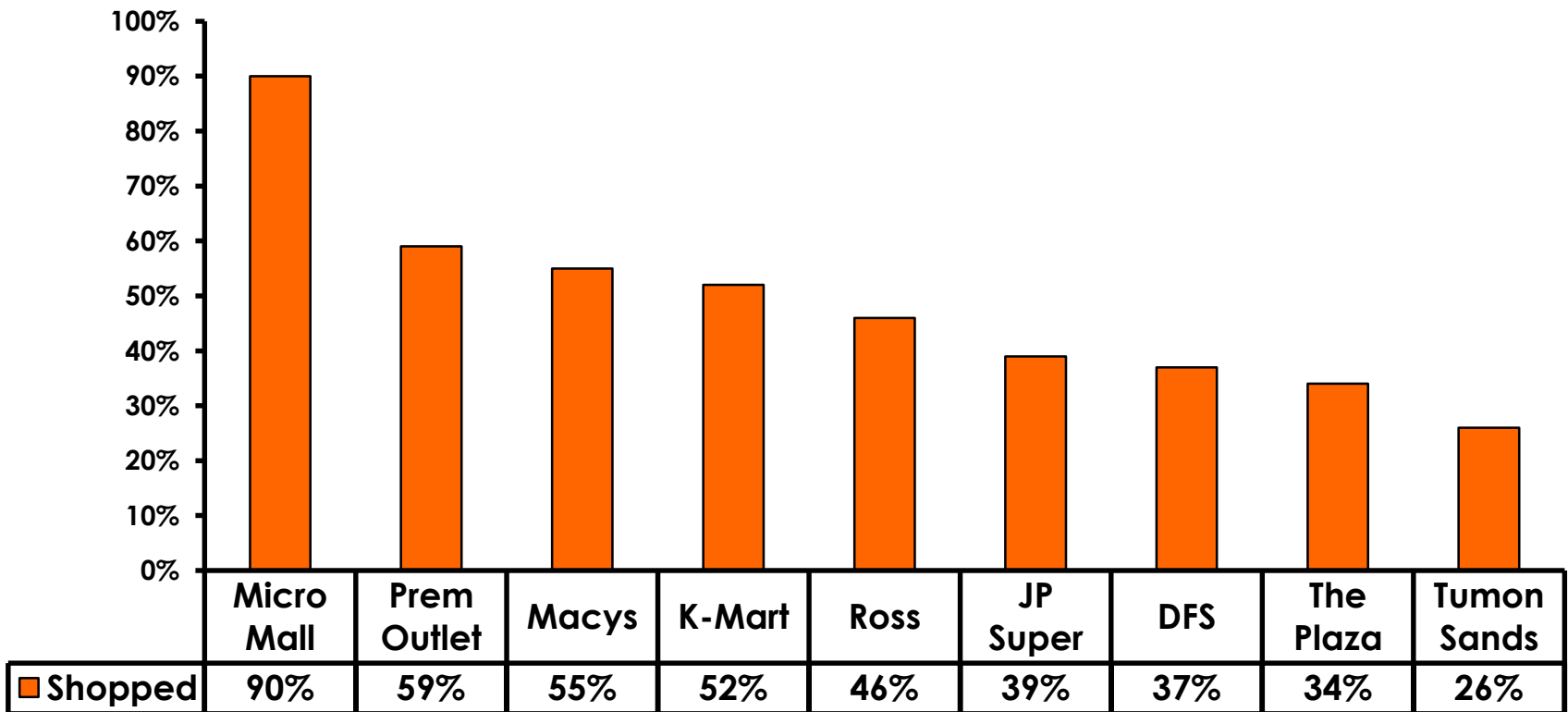
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

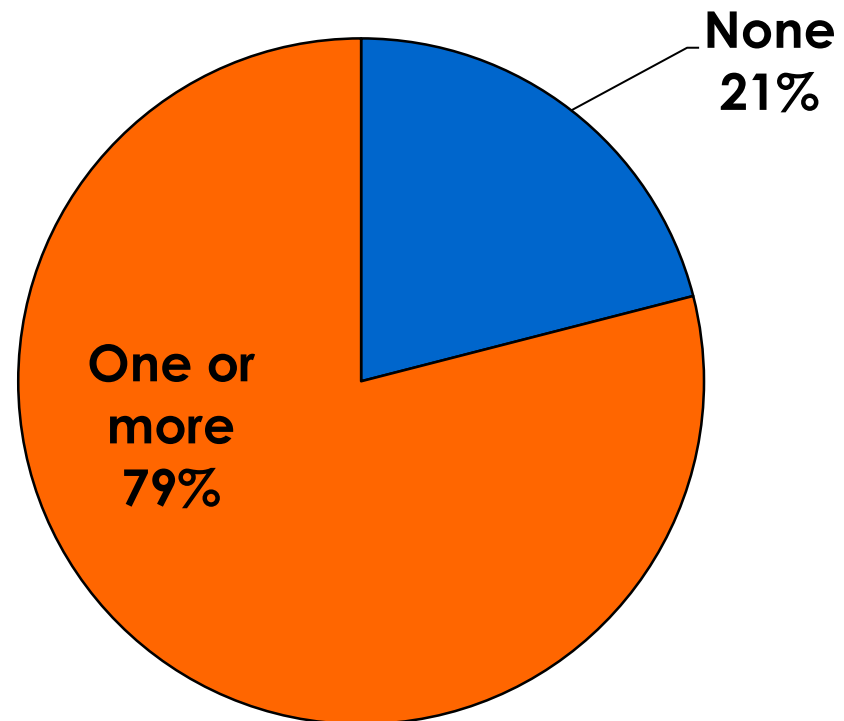
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

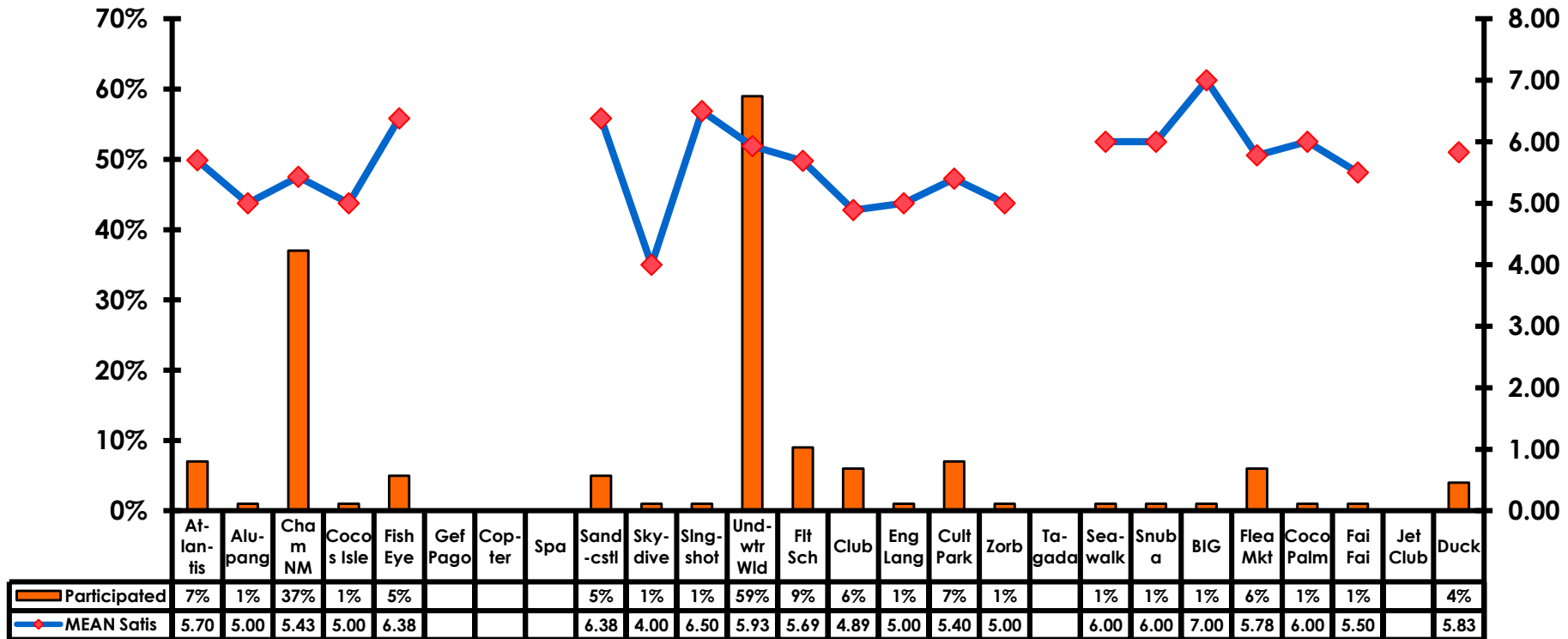
Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 68%	Score of 6 to 7 = 68%
Score of 4 to 5 = 30%	Score of 4 to 5 = 30%
Score 1 to 3 = 2%	Score 1 to 3 = 2%
MEAN = 5.65	MEAN = 5.67

Optional Tour Participation

- Average number of tours participated in is 2.28



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 = 78%	Score of 6 to 7 = 58%
Score of 4 to 5 = 23%	Score of 4 to 5 = 39%
Score 1 to 3 = -%	Score 1 to 3 = 3%
MEAN = 5.91	MEAN = 5.55

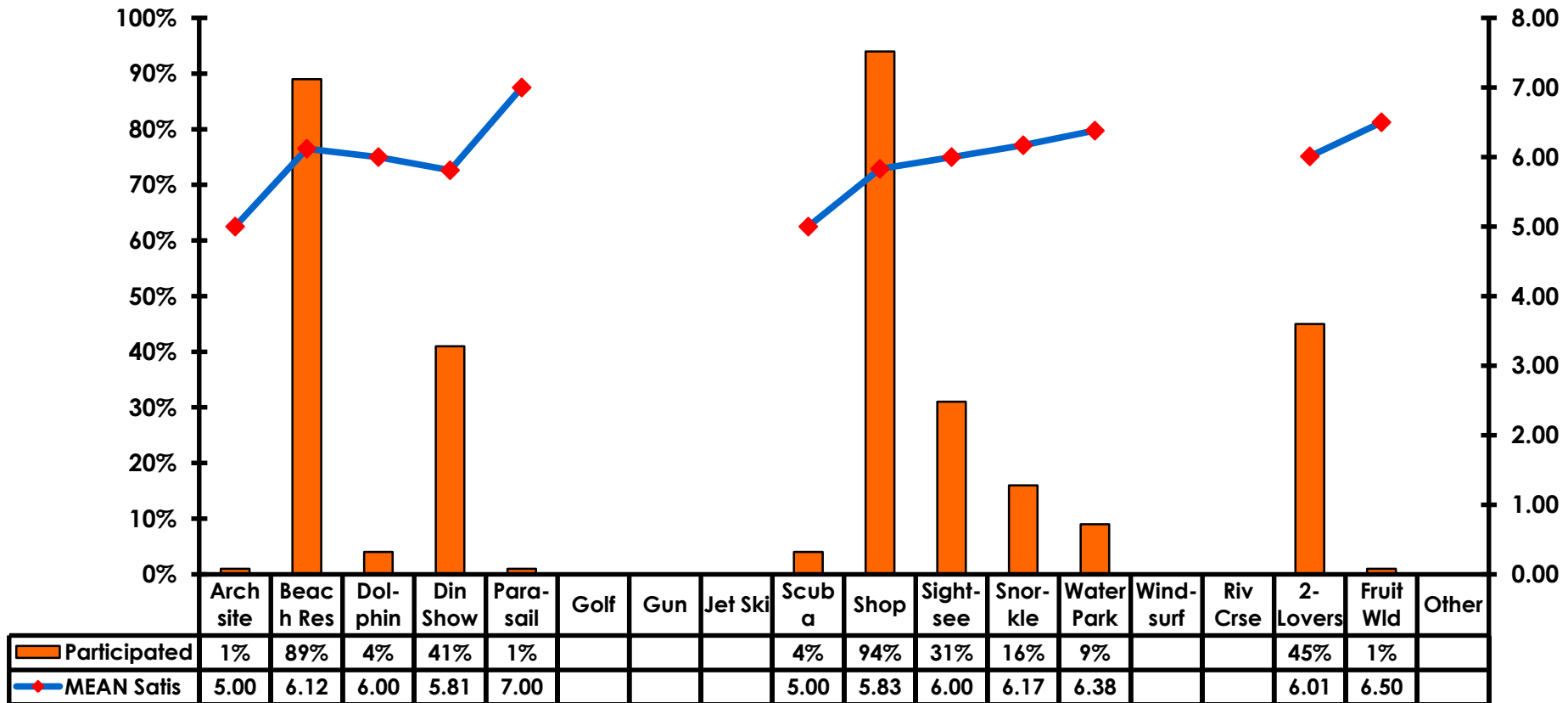
Night Tours Satisfaction

7pt Rating Scale

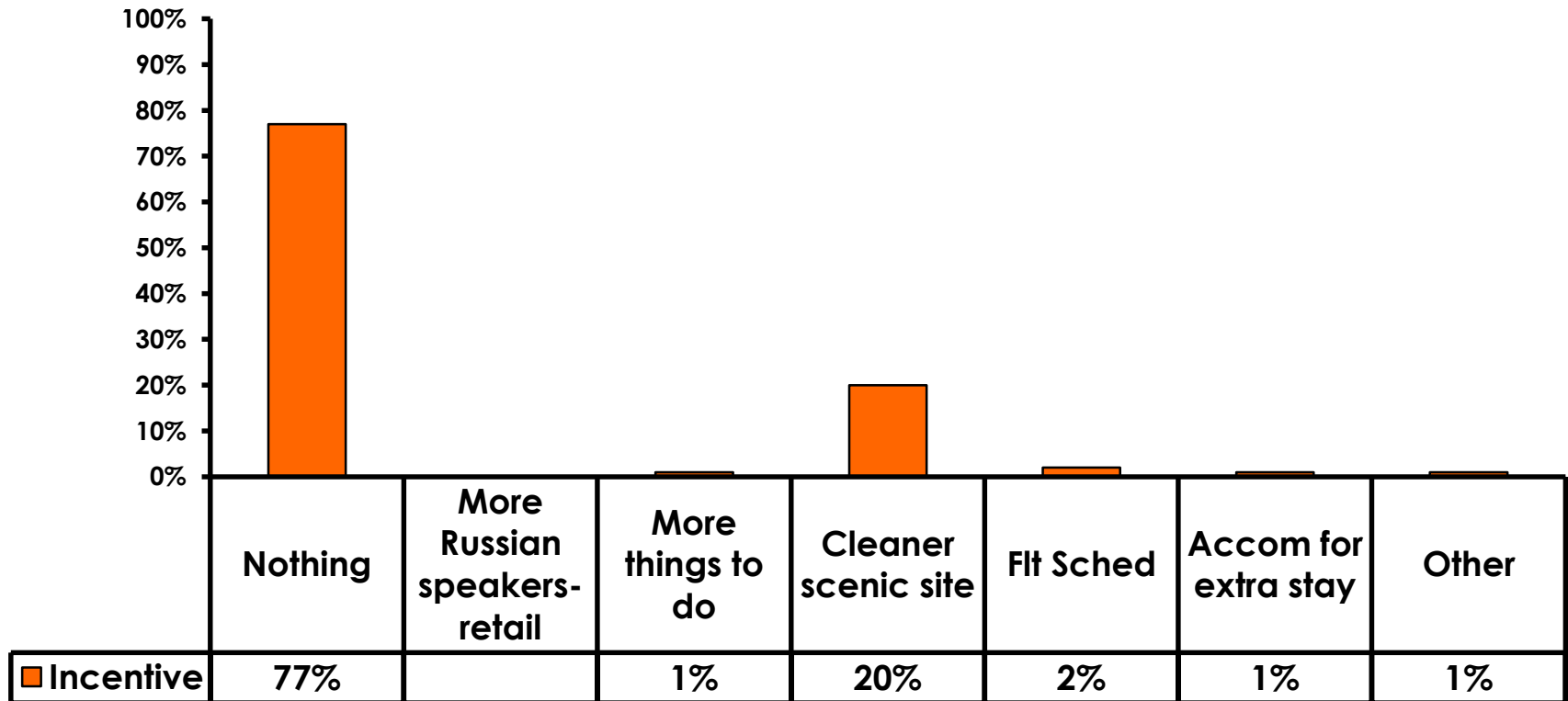
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 38%	Score of 6 to 7 = 43%
Score of 4 to 5 = 41%	Score of 4 to 5 = 43%
Score 1 to 3 = 21%	Score 1 to 3 = 14%
MEAN = 4.86	MEAN = 5.06

Satisfaction with Other Activities



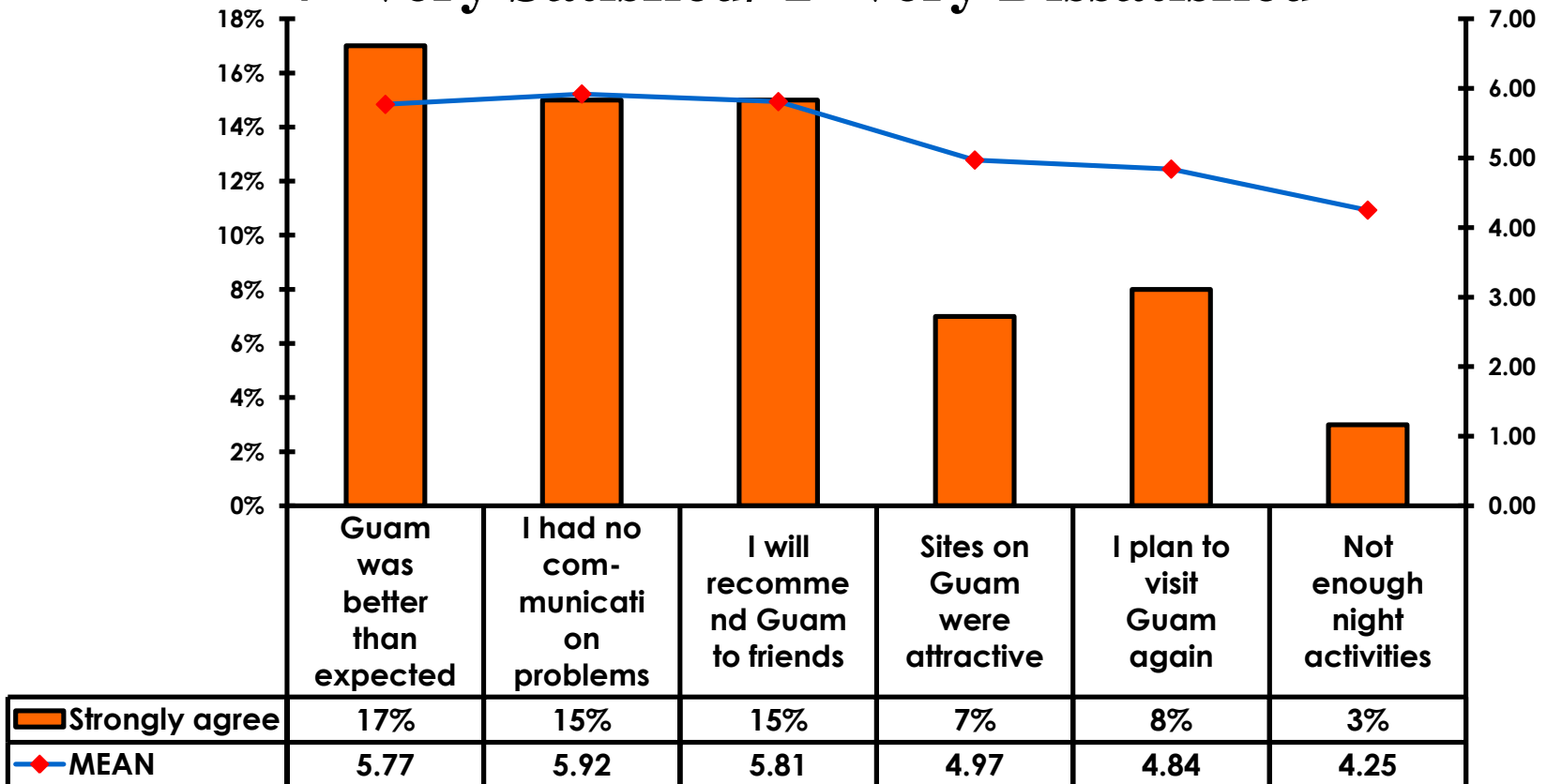
What would it take to make Guam more enjoyable for families?



On-Island Perceptions

7pt Rating Scale

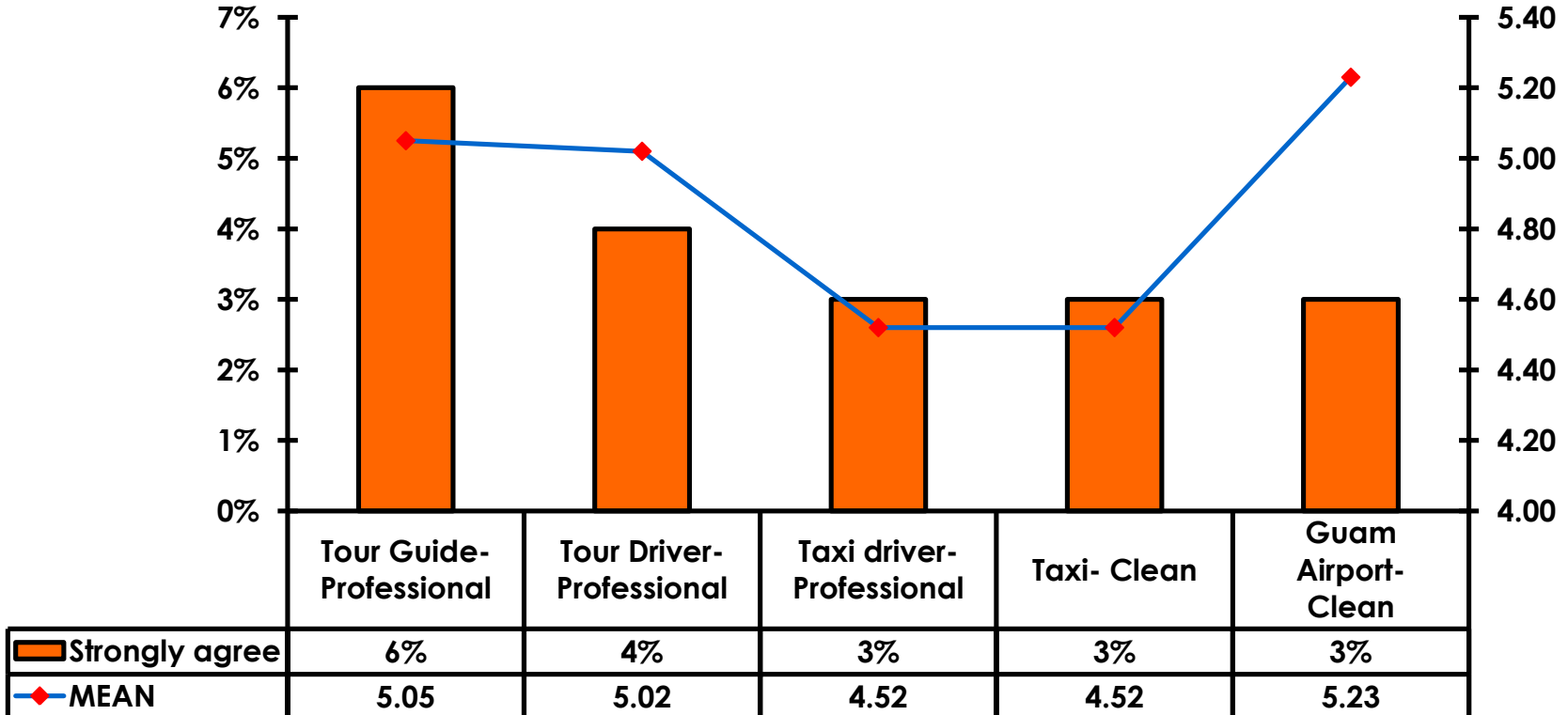
7=Very Satisfied/ 1=Very Dissatisfied



Transportation

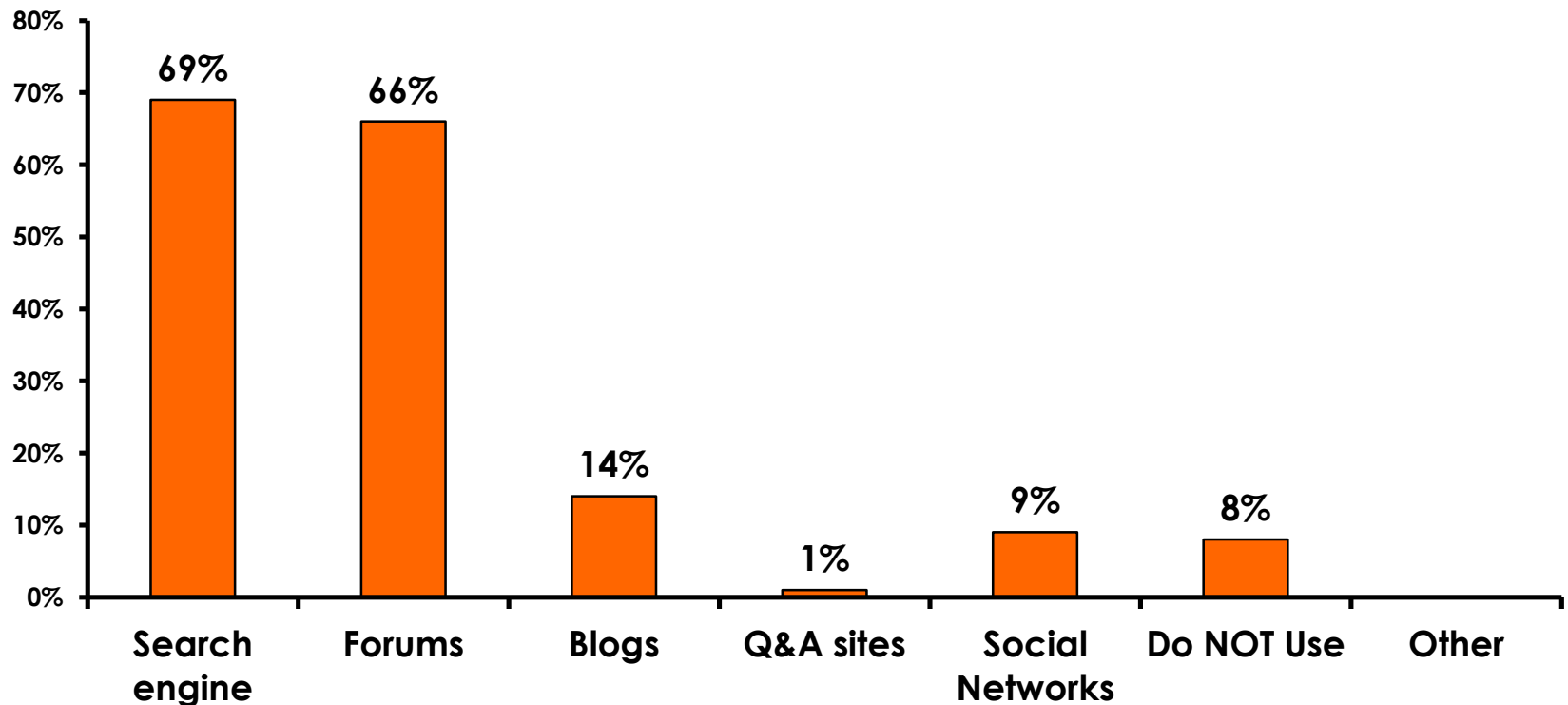
7pt Rating Scale

7=Strongly agree/ 1=Strongly disagree



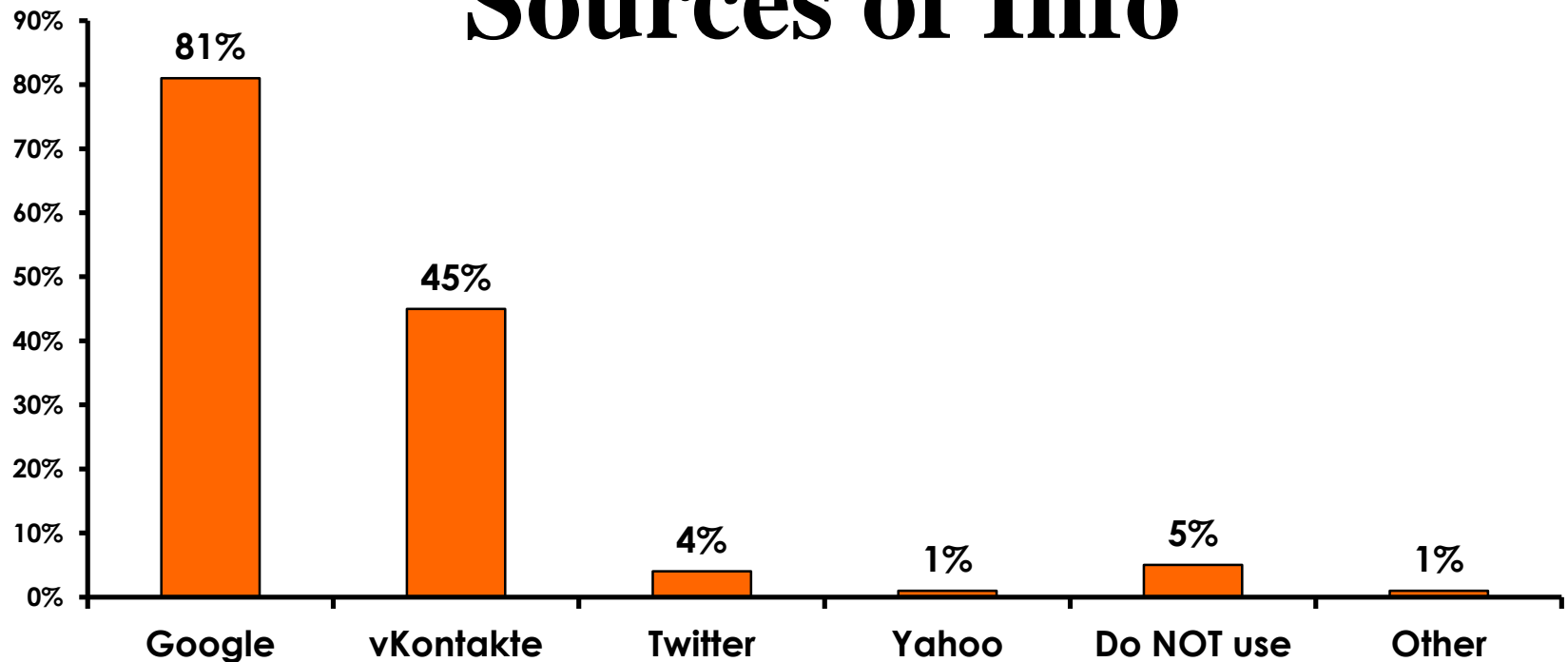
SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

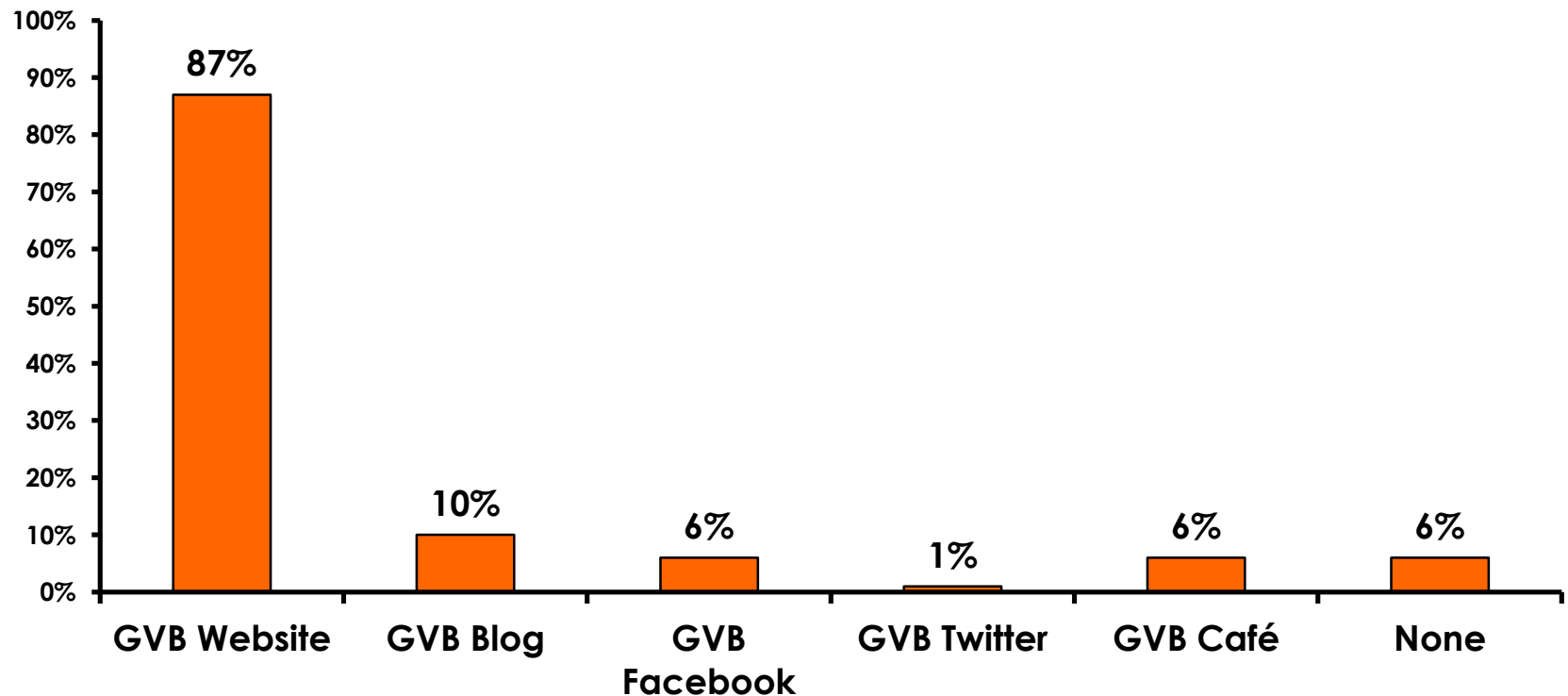


Internet- Things To Do

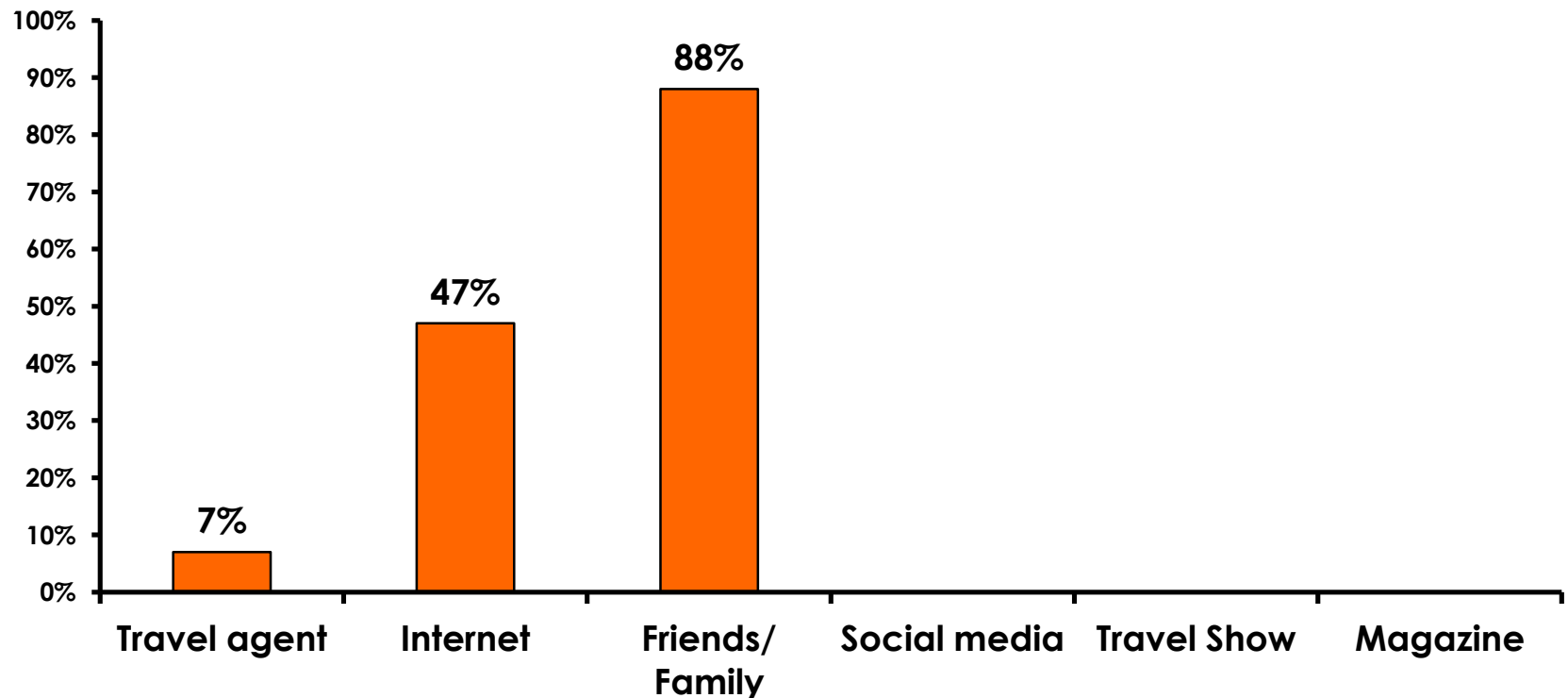
Sources of Info



Internet- GVB Sources

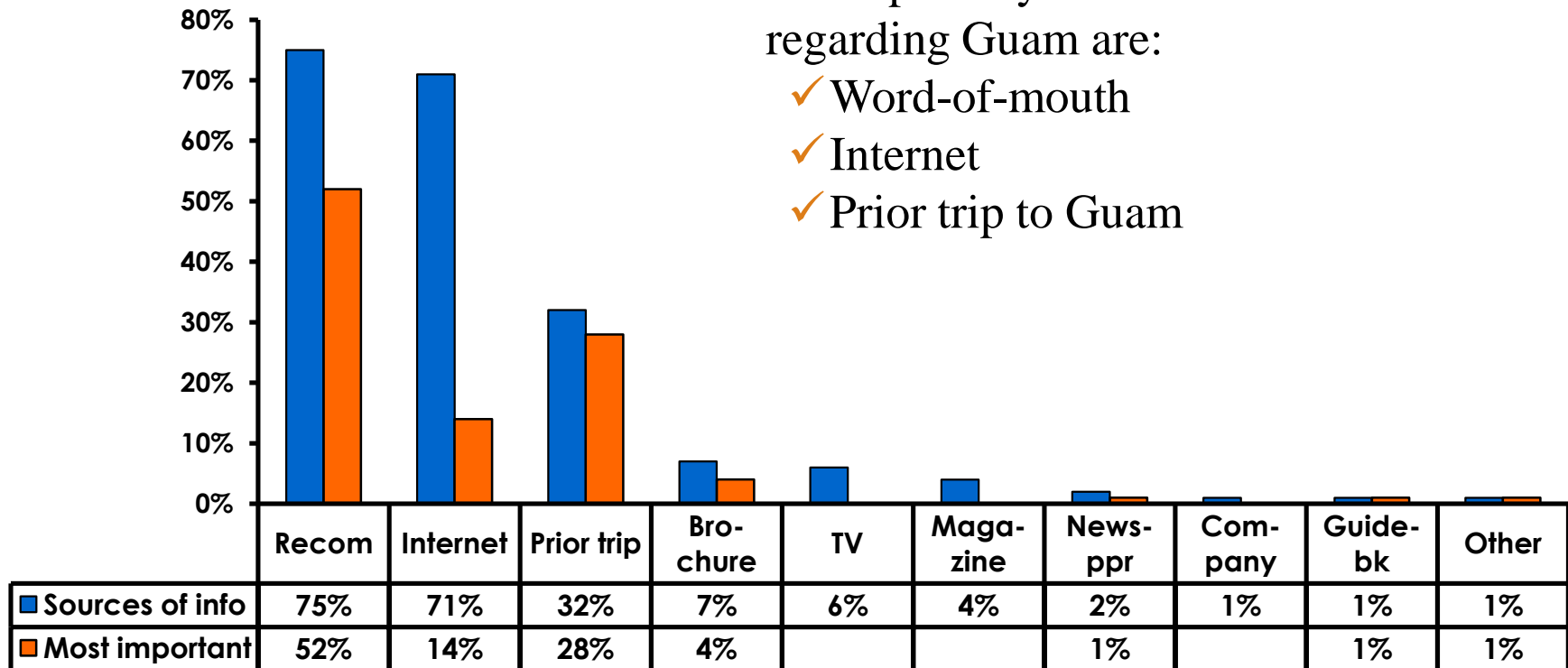


Travel Motivation- Info Sources



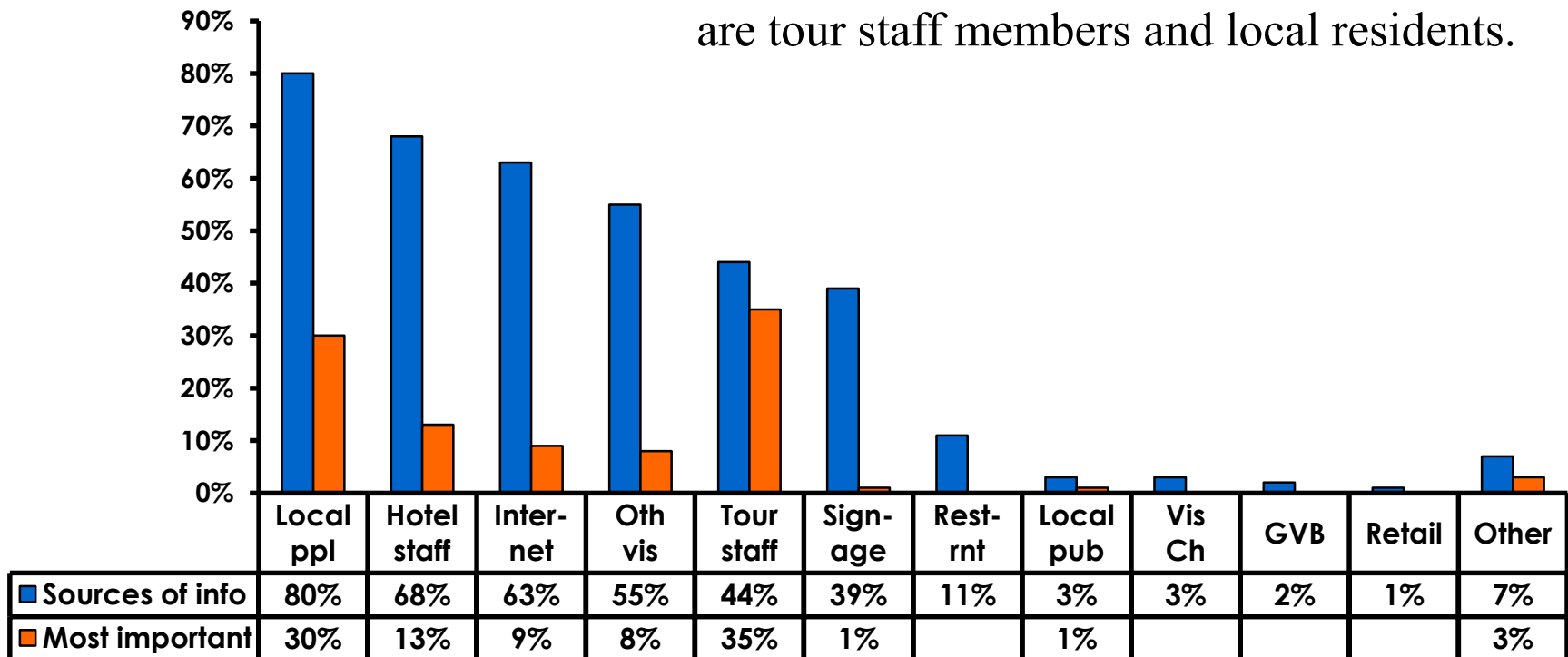
Sources of Information Pre-arrival

- The 3 primary sources of information regarding Guam are:
 - ✓ Word-of-mouth
 - ✓ Internet
 - ✓ Prior trip to Guam



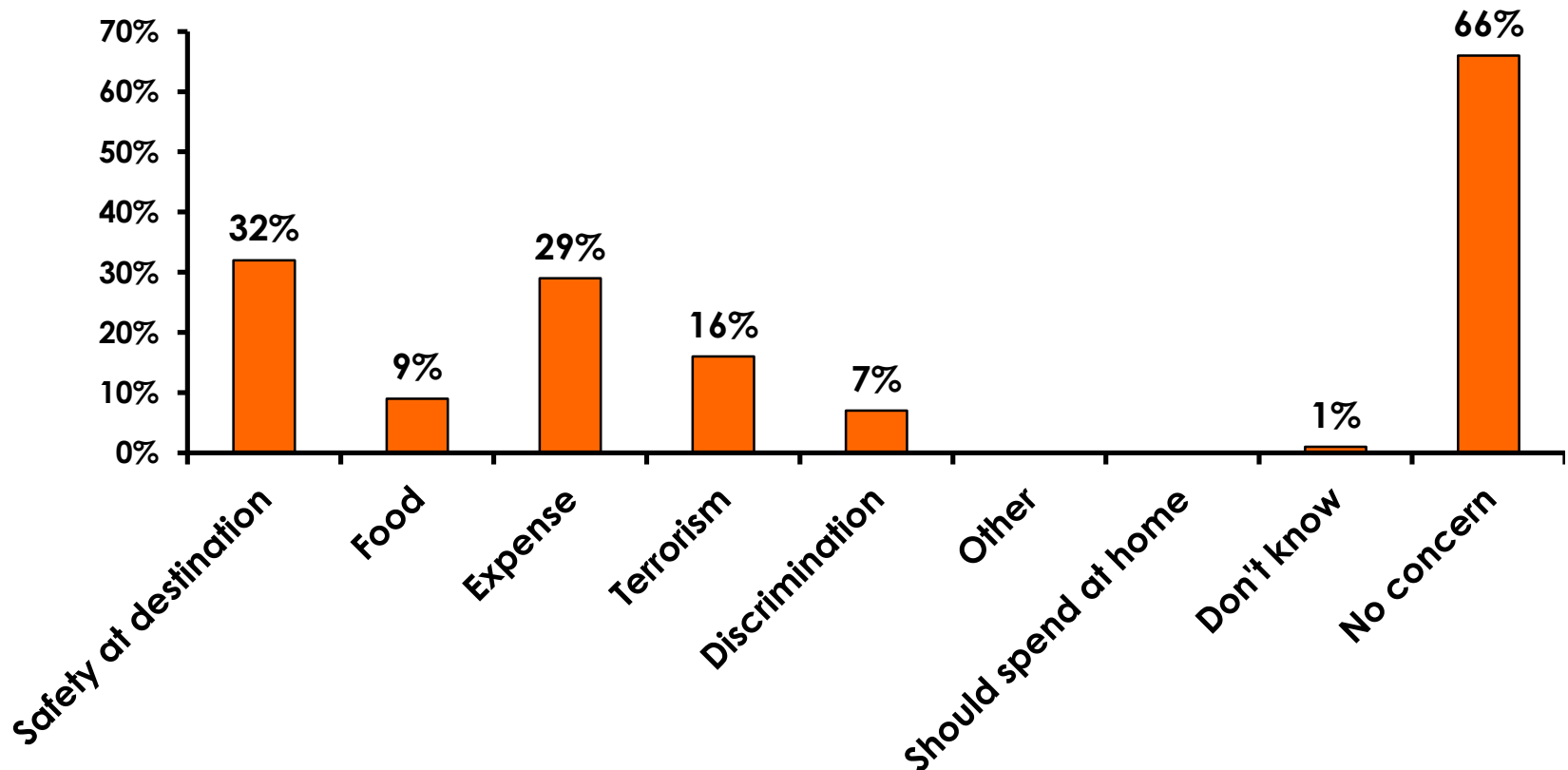
Sources of Information Post-arrival

- The primary local source of information are tour staff members and local residents.



SECTION 6 **OTHER ISSUES**

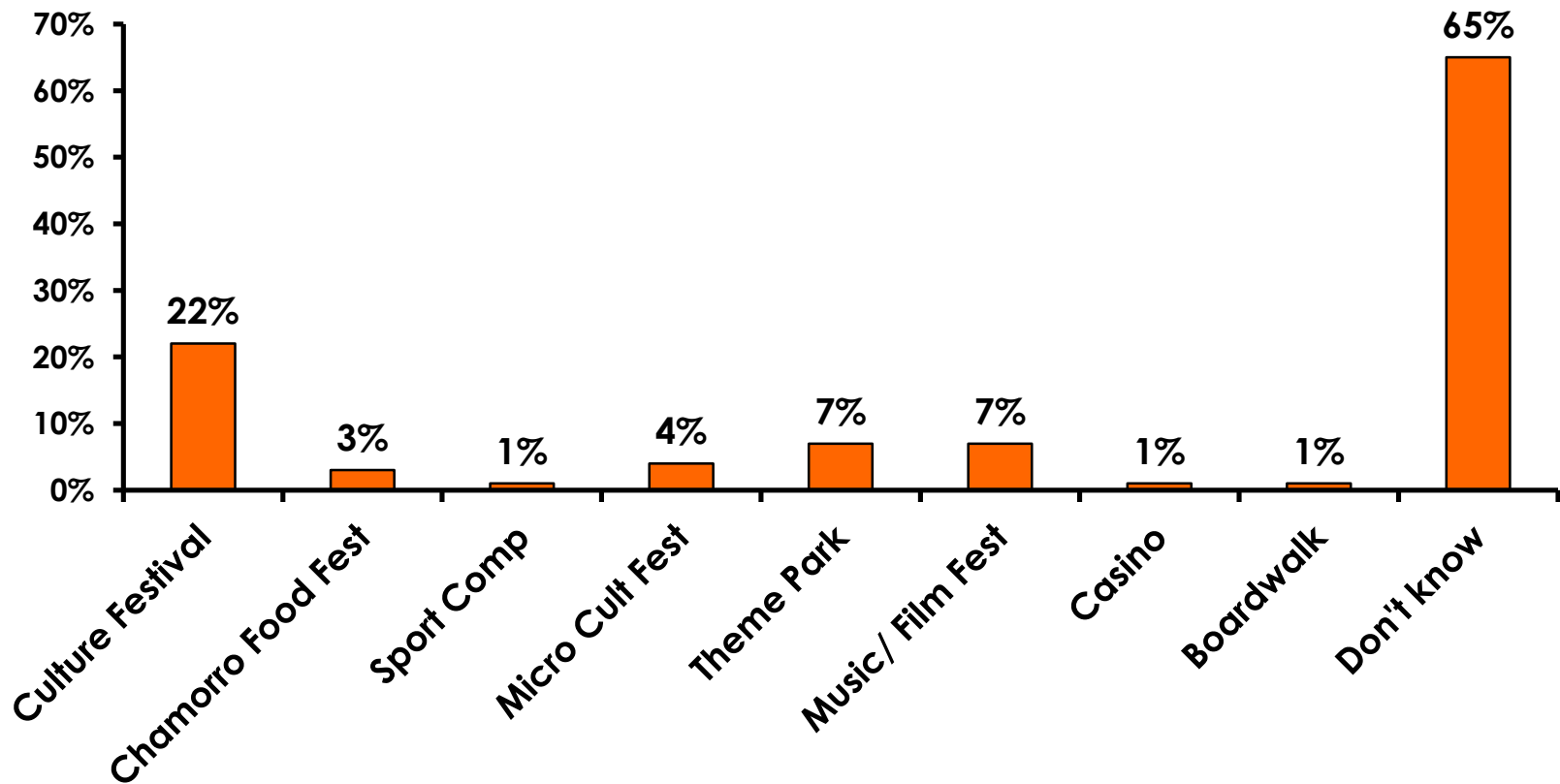
Concerns about travel outside of Russia - Overall



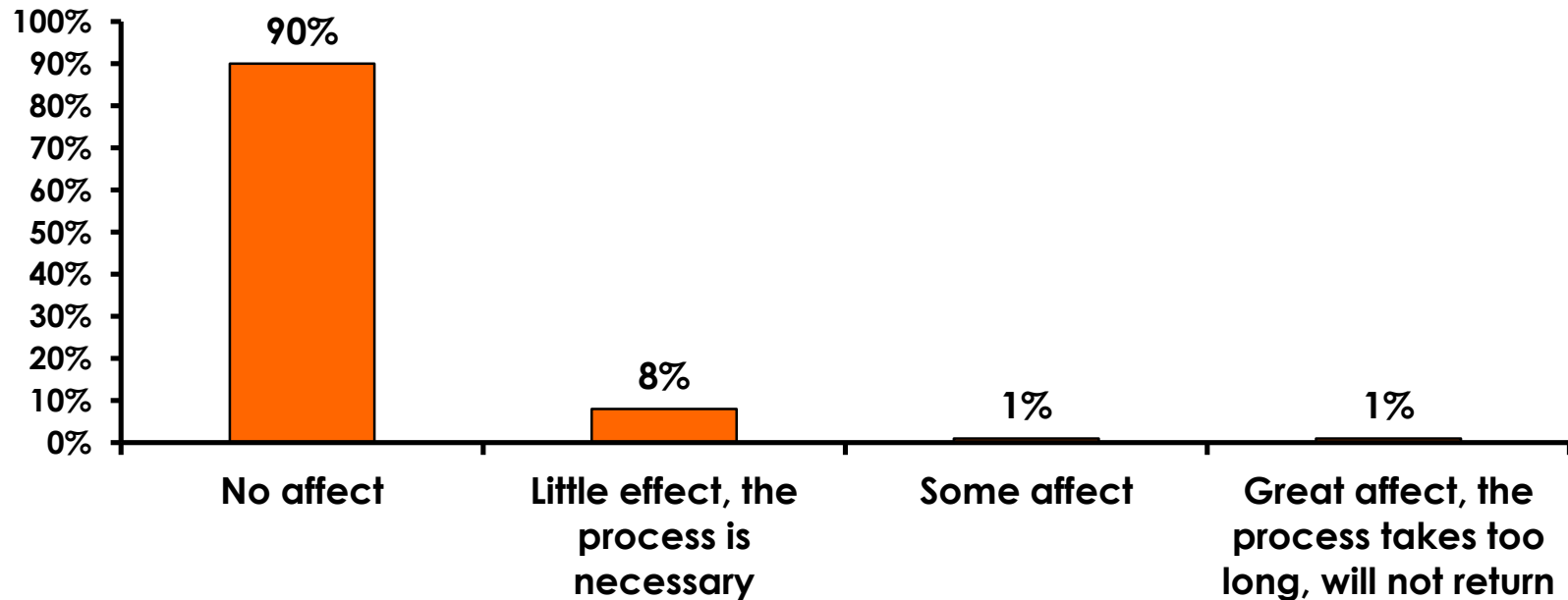
Concerns about travel outside of Russia - By Age & Income

		TOTAL	AGE				Q27							
		-	18-24	25-34	35-49	50+	<732,321	732,321-1,098,481	1,098,482-1,464,642	1,464,643-1,830,803	1,830,803-2,263,124	2,263,125-3,661,606	3,661,607+	No Income
Q21	No concerns	66%	50%	73%	66%	61%	78%	50%	57%	64%	87%	100%		
	Safety	32%	50%	24%	33%	36%	22%	50%	41%	34%	9%			
	Expense	29%	50%	24%	31%	25%	22%	43%	39%	30%	4%			
	Terrorism	16%	30%	10%	20%	11%		29%	20%	19%				
	Food	9%		12%	5%	14%	11%	14%	14%	6%	4%			
	Discrimination against Russians	7%	10%	2%	5%	14%	11%	14%	4%	4%	13%			
	Don't know	1%				3%				2%				
	Total	Count	151	10	41	61	36	9	14	49	53	23	3	

Activities/ Attractions- Appeal



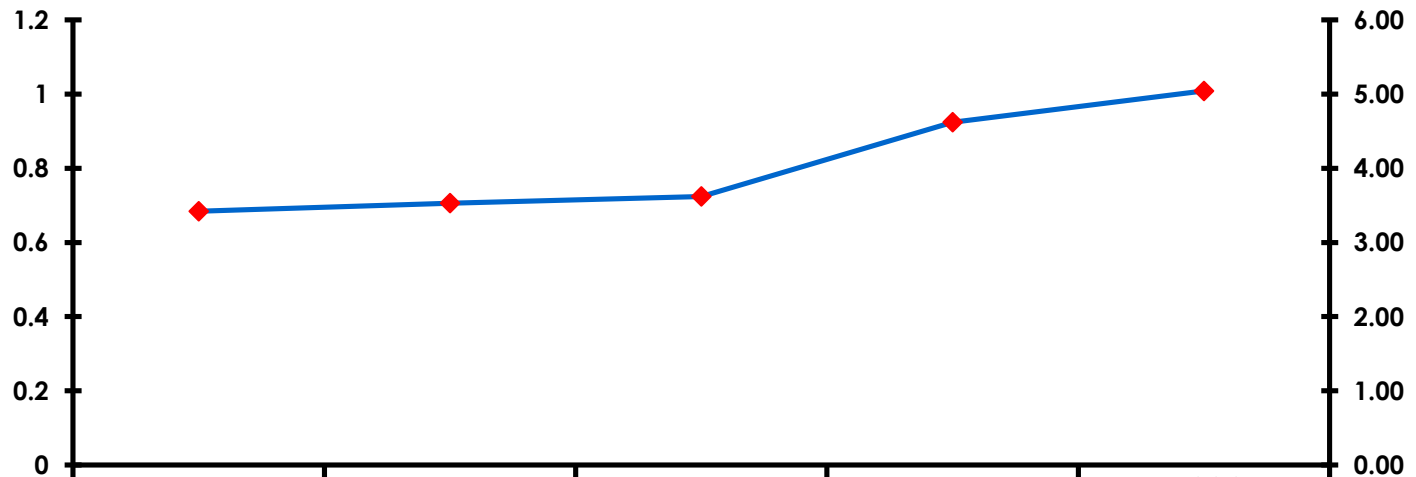
Security Screening/ Immigration Process at Guam International Airport





Airport Arrival Experience

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



 Strongly agree					
 MEAN	3.42	3.53	3.62	4.62	5.04