



GUAM VISITORS BUREAU

Russia Visitor Tracker Exit Profile

FY2015 Market Segmentation

4th Qtr. (JUL-SEPT'15)



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

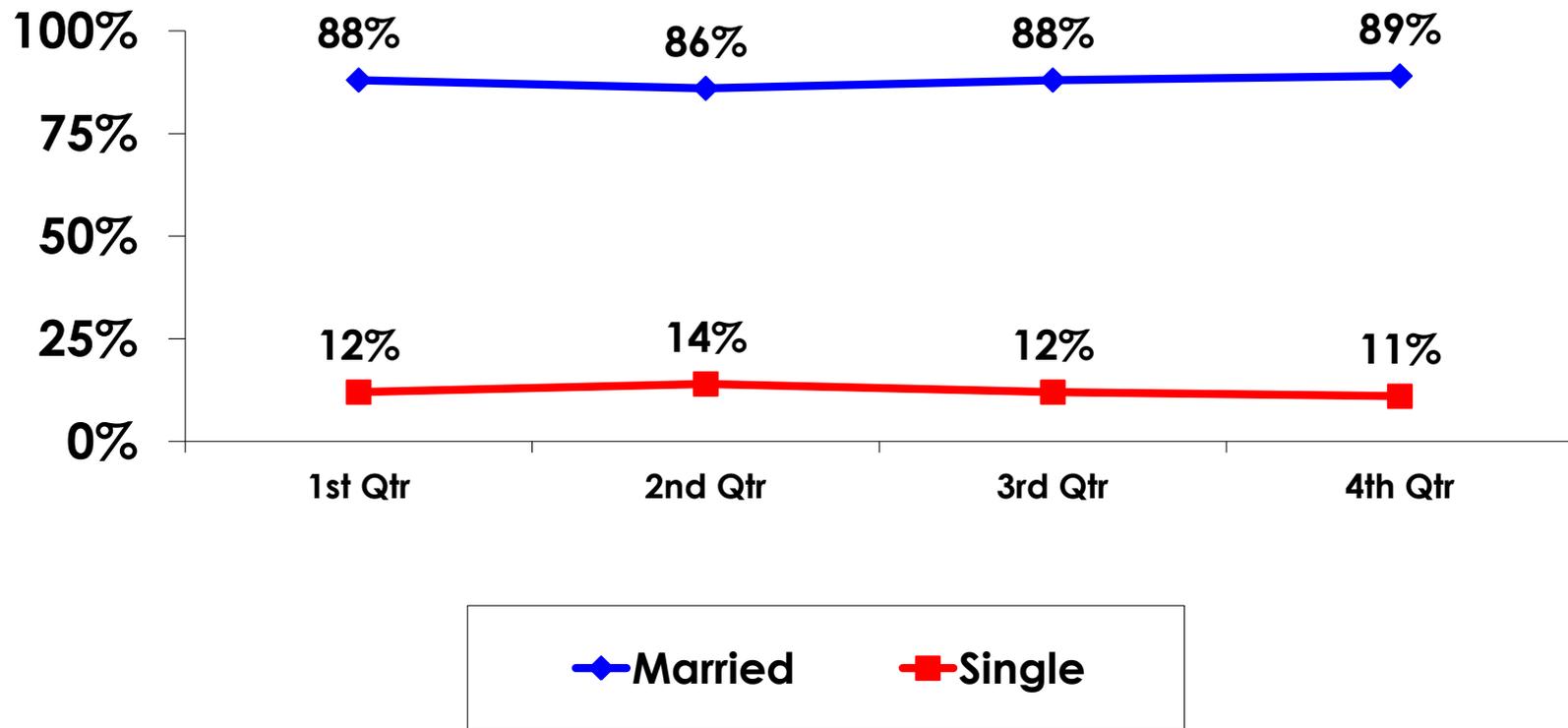
- Families – Q.6
- Adventure traveler – Q.18/19/23
- Wife – Q.E/ Gender
- MICE– Q.5A
- 18-35 – Q.F
- 36-55 – Q.F
- Child – Q.6
- Wedding/ Honeymoon – Q.5A
- Senior – Q.F
- Sports competition – Q.5A

Highlighted Segments

	1 st QTR	2 nd QTR	3 rd QTR	4 th QTR
Families	73%	75%	69%	71%
Adventure traveler	67%	51%	34%	29%
Wives	41%	35%	39%	38%
MICE	1%	-	-	-
18-35	29%	36%	37%	43%
36-55	63%	47%	42%	45%
Child	29%	43%	36%	37%
Wedding/ Honeymoon	1%	7%	-	1%
Seniors (60+)	3%	7%	13%	3%
Sports Competition	2%	-	1%	-
TOTAL	150	150	152	150

SECTION 1 **PROFILE OF RESPONDENTS**

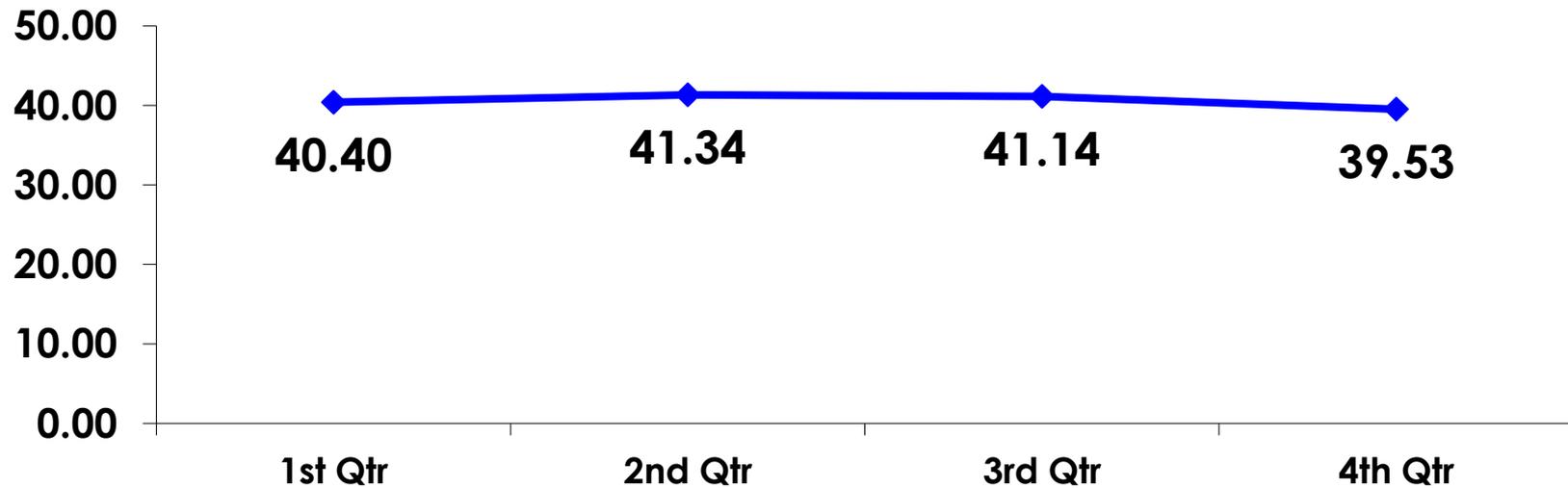
MARITAL STATUS - TRACKING



MARITAL STATUS- SEGMENTATION

			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	131	105	40	57		56	62	54	2	3	
		Column N %	89%	99%	95%	100%		86%	93%	98%	100%	75%	
	Single	Count	16	1	2			9	5	1		1	
		Column N %	11%	1%	5%			14%	7%	2%		25%	
	Total	Count	147	106	42	57		65	67	55	2	4	

AVERAGE AGE - TRACKING



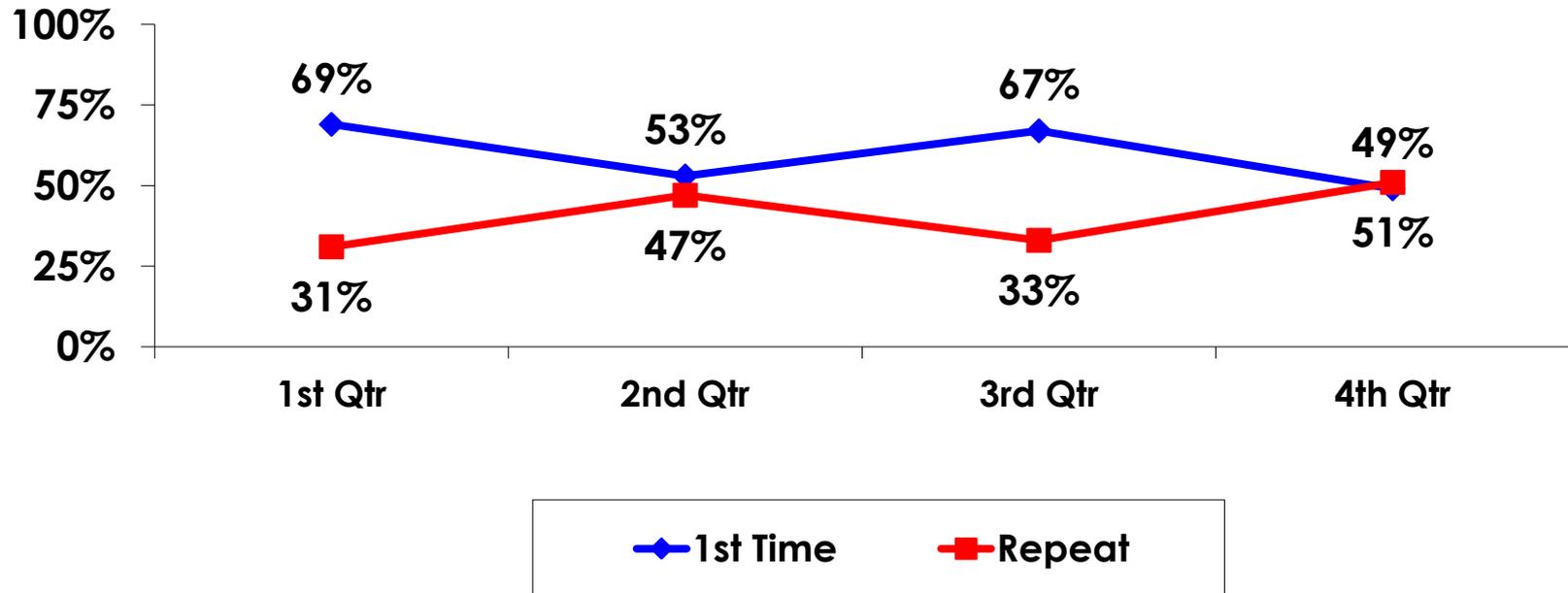
AGE- SEGMENTATION

			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	11	4	3	4		11		3			
		Column N %	8%	4%	8%	7%		17%		5%			
	25-34	Count	46	32	13	30		46		27			
		Column N %	32%	31%	33%	53%		71%		49%			
	35-49	Count	53	43	14	11		8	45	20	2		
		Column N %	36%	41%	35%	19%		12%	66%	36%	100%		
	50+	Count	36	25	10	12			23	5		5	
		Column N %	25%	24%	25%	21%			34%	9%		100%	
	Total	Count	146	104	40	57		65	68	55	2	5	
QF	Mean		39.53	40.75	38.68	36.54		29.69	44.94	36.04	37.00	66.40	

INCOME - SEGMENTATION

			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
Q27	<732,321	Count	6	1	1			1	1			2	
		Column N %	4%	1%	2%			2%	1%			40%	
	732,321-1,098,481	Count	44	23	13	21		22	19	9		1	
		Column N %	30%	22%	31%	38%		36%	28%	17%		20%	
	1,098,482-1,464,642	Count	52	40	15	19		20	24	19		1	
		Column N %	36%	38%	36%	35%		33%	35%	35%		20%	
	1,464,643-1,830,803	Count	26	24	11	10		11	14	16			
		Column N %	18%	23%	26%	18%		18%	21%	30%			
	1,830,803-2,263,124	Count	10	10	1	2		4	6	4	1		
		Column N %	7%	10%	2%	4%		7%	9%	7%	50%		
	2,563,125-3,661,606	Count	7	6		3		3	3	5	1	1	
		Column N %	5%	6%		5%		5%	4%	9%	50%	20%	
	3,661,607+	Count	1	1	1				1	1			
		Column N %	1%	1%	2%				1%	2%			
Total		Count	146	105	42	55		61	68	54	2	5	

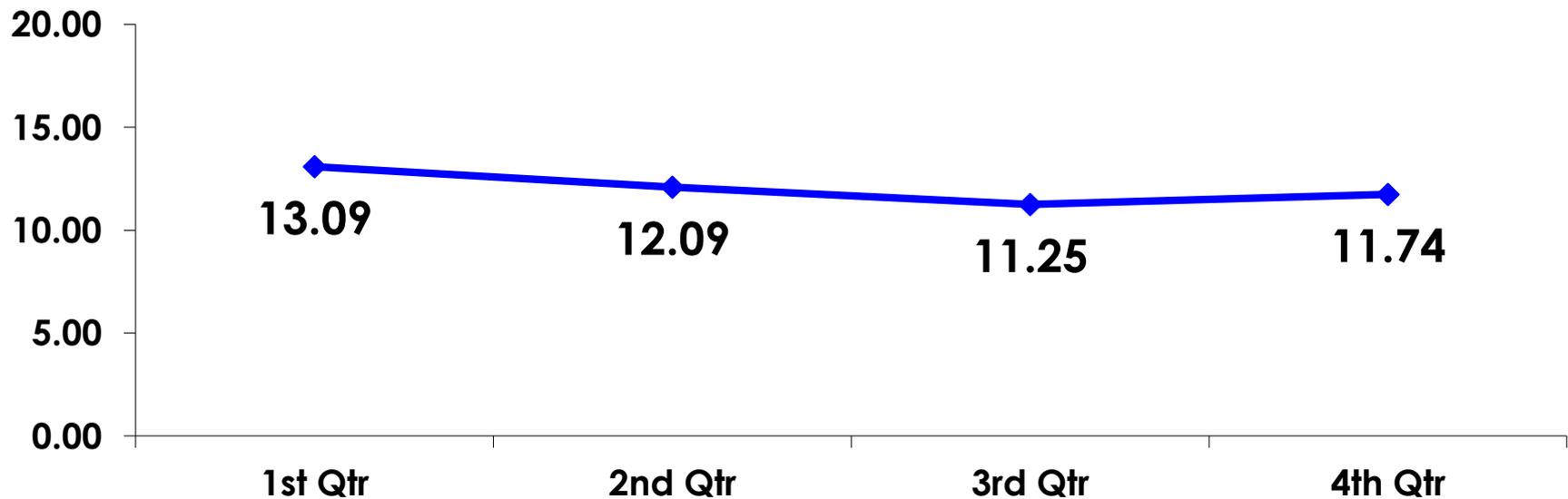
PRIOR TRIPS TO GUAM - TRACKING



PRIOR TRIPS TO GUAM - SEGMENTATION

			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	73	51	25	26		31	35	25	2	4	
		Column N %	49%	48%	58%	46%		48%	51%	45%	100%	80%	
	No	Count	77	56	18	31		34	33	30		1	
		Column N %	51%	52%	42%	54%		52%	49%	55%		20%	
	Total	Count	150	107	43	57		65	68	55	2	5	

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	107	43	57		65	68	55	2	5	
		Column N %	100%	100%	100%	100%		100%	100%	100%	100%	100%	
		Total Count	150	107	43	57		65	68	55	2	5	
Q8		Mean	11.74	12.50	11.88	12.09		11.29	11.90	13.22	12.00	13.60	
		Median	12	13	12	13		13	12	14	12	14	

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	53	47	18	27		27	23	31	2	2	
		Column N %	36%	44%	42%	47%		42%	34%	56%	100%	40%	
	Free-time package tour	Count	36	30	12	10		9	19	13		2	
		Column N %	24%	28%	28%	18%		14%	28%	24%		40%	
	Individually arranged travel (FIT)	Count	49	30	11	15		21	22	11		1	
		Column N %	33%	28%	26%	26%		33%	32%	20%		20%	
	Company paid travel	Count	10		2	5		7	3				
		Column N %	7%		5%	9%		11%	4%				
	Other	Count	1						1				
		Column N %	1%						1%				
	Total	Count	149	107	43	57		64	68	55	2	5	

TRAVEL MOTIVATION - SEGMENTATION

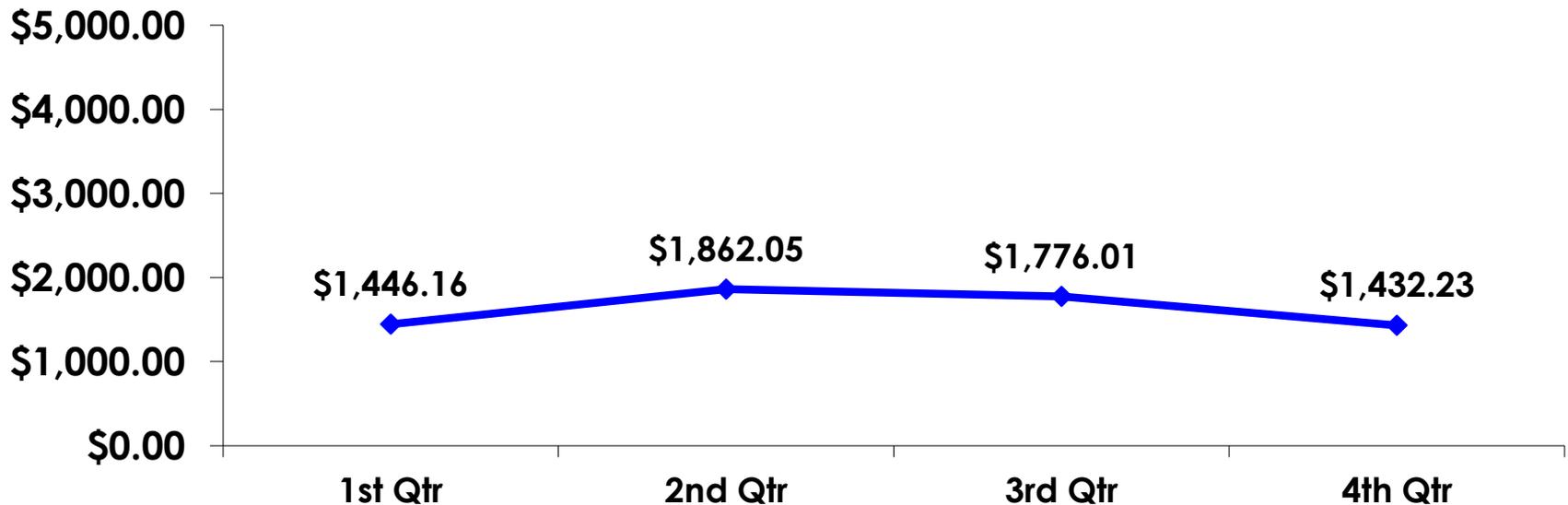
			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
Q5A	No Visa required	Count	149	107	43	57		64	68	55	2	5	
		Column N %	100%	100%	100%	100%		100%	100%	100%	100%	100%	
	Natural beauty	Count	146	106	43	56		61	68	54	2	5	
		Column N %	98%	99%	100%	98%		95%	100%	98%	100%	100%	
	Short travel time	Count	138	104	42	55		59	62	53	2	5	
		Column N %	93%	97%	98%	96%		92%	91%	96%	100%	100%	
	Relax	Count	114	86	36	40		46	56	41	1	4	
		Column N %	77%	80%	84%	70%		72%	82%	75%	50%	80%	
	Safe	Count	91	71	23	28		39	40	38	2	4	
		Column N %	61%	66%	53%	49%		61%	59%	69%	100%	80%	
	Previous trip	Count	73	54	17	29		31	33	28		1	
		Column N %	49%	50%	40%	51%		48%	49%	51%		20%	
	Recomm- friend/family/trvl agnt	Count	31	22	13	11		13	14	12	1	2	
		Column N %	21%	21%	30%	19%		20%	21%	22%	50%	40%	
	Pleasure	Count	30	24	13	10		10	17	12			
		Column N %	20%	22%	30%	18%		16%	25%	22%			
	Other	Count	17	15	1	10		12	3	15		1	
		Column N %	11%	14%	2%	18%		19%	4%	27%		20%	
	Company/ Business Trip	Count	10		2	6		7	3				
		Column N %	7%		5%	11%		11%	4%				
	Shopping	Count	7	6	4	1		1	6	3			
		Column N %	5%	6%	9%	2%		2%	9%	5%			
	Company Sponsored	Count	4		1	4		4					
		Column N %	3%		2%	7%		6%					
	Honeymoon	Count	2	2				1	1		2		
		Column N %	1%	2%				2%	1%		100%		
	Visit friends/ Relatives	Count	2	2					1	2		1	
		Column N %	1%	2%					1%	4%		20%	
	Price	Count	2	1		1		1	1	1			
		Column N %	1%	1%		2%		2%	1%	2%			
	Scuba	Count	1						1				
		Column N %	1%						1%				
	Total	Count	149	107	43	57		64	68	55	2	5	

INFORMATION SOURCES - SEGMENTATION

			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
Q1	Internet	Count	112	77	33	45		55	49	43	2	1	
		Column N %	75%	72%	77%	79%		85%	72%	78%	100%	20%	
	Friend/ Relative	Count	105	78	31	41		45	50	39	2	4	
		Column N %	70%	73%	72%	72%		69%	74%	71%	100%	80%	
	Prior Trip	Count	77	56	18	31		34	33	30		1	
		Column N %	51%	52%	42%	54%		52%	49%	55%		20%	
	Travel Agent Brochure	Count	17	13	9	5		9	8	6	2		
		Column N %	11%	12%	21%	9%		14%	12%	11%	100%		
	Magazine (Consumer)	Count	9	4	2	5		5	3	2		1	
		Column N %	6%	4%	5%	9%		8%	4%	4%		20%	
	TV	Count	9	3	2	6		6	3	2			
		Column N %	6%	3%	5%	11%		9%	4%	4%			
	Co-Worker/ Company Trvl Dept	Count	6		1	6		4	2				
		Column N %	4%		2%	11%		6%	3%				
	GVB Promo	Count	5	1	1	5		4	1				
		Column N %	3%	1%	2%	9%		6%	1%				
	Newspaper	Count	4		1	4		4					
		Column N %	3%		2%	7%		6%					
	Other	Count	2	1		1		1	1	1			
		Column N %	1%	1%		2%		2%	1%	2%			
	Travel Trade Show	Count	1			1		1					
		Column N %	1%			2%		2%					
	Travel Guidebook-Bookstore	Count	1		1	1		1					
		Column N %	1%		2%	2%		2%					
	Total	Count	150	107	43	57		65	68	55	2	5	

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING



YTD=\$1,629.36

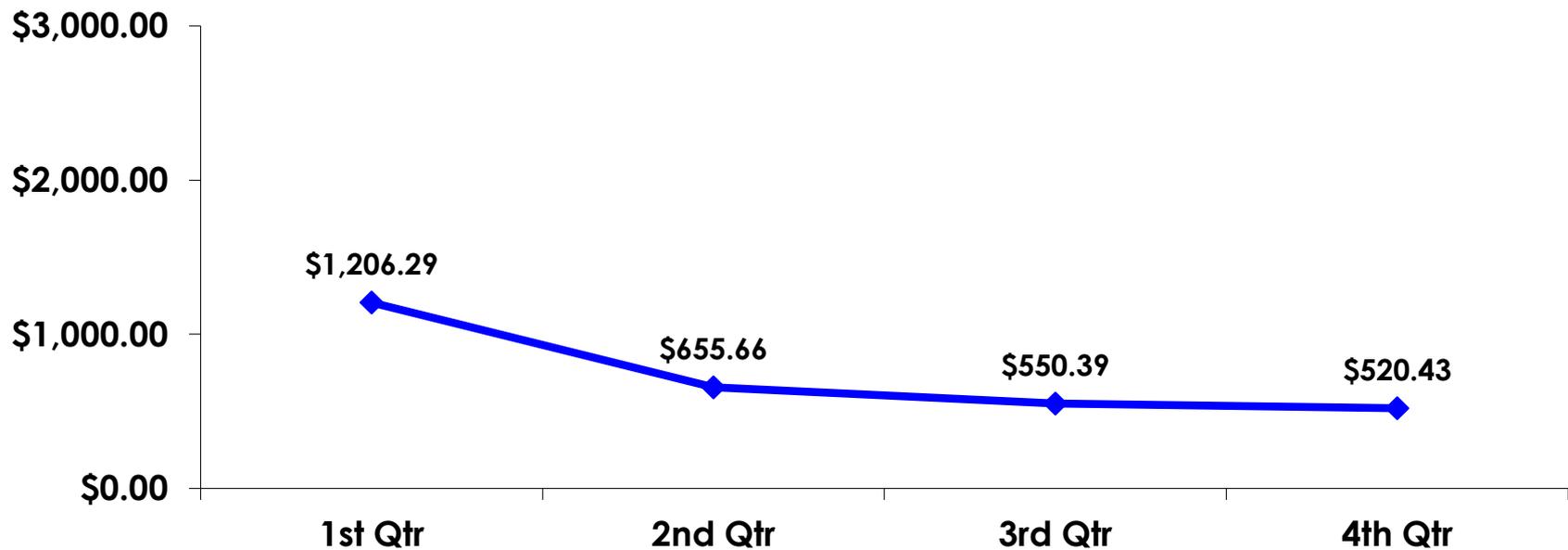
PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
		-	-	-	-	-	-	-	-	-	-	-
RUB\$	Mean	\$1,432.23	\$1,757.64	\$1,568.75	\$1,312.01	.	\$1,165.40	\$1,771.92	\$1,565.58	\$2,516.38	\$798.85	.
	Median	\$1,568	\$1,864	\$1,837	\$1,518	.	\$1,385	\$1,851	\$1,598	\$2,516	\$0	.

PREPAID EXPENSE- BREAKDOWN

		TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
		-	-	-	-	-	-	-	-	-	-	-
AIR/ HOTEL	Mean	\$2,950.99	\$3,325.50	\$3,022.85	\$2,677.74	.	\$2,540.34	\$3,166.26	\$4,114.08	.	\$3,195.40	.
	Median	\$2,636.20	\$3,195.40	\$2,915.80	\$1,517.81	.	\$1,517.81	\$3,514.94	\$4,393.67	.	\$3,195.40	.
AIR/ HOTEL/ MEAL	Mean	\$5,304.03	\$5,349.86	\$5,060.19	\$5,340.88	.	\$5,594.70	\$5,299.04	\$5,714.85	\$5,032.75	\$4,793.10	.
AIR	Mean	\$655.06	.	\$958.62	\$798.85	.	\$734.94	\$615.11
	Median	\$511.26	.	\$958.62	\$958.62	.	\$734.94	\$511.26
HOTEL	Mean	\$479.31	.	.	\$575.17	.	\$447.36	\$489.96
	Median	\$447.36	.	.	\$575.17	.	\$447.36	\$447.36
HOTEL/ MEAL	Mean
	Median
F&B HOTEL	Mean
	Median
TRANS RUSSIA	Mean
	Median
TRANS GUAM	Mean
	Median
OPT TOUR	Mean
	Median
OTHER	Mean
	Median
TOTAL	Mean	\$3,402.35	\$4,396.06	\$3,620.83	\$3,145.51	.	\$3,111.83	\$3,924.47	\$4,800.36	\$5,032.75	\$1,597.70	.
	Median	\$3,994.25	\$4,793.10	\$4,074.13	\$3,674.71	.	\$3,195.40	\$4,034.19	\$5,432.18	\$5,032.75	\$0.00	.

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$732.89

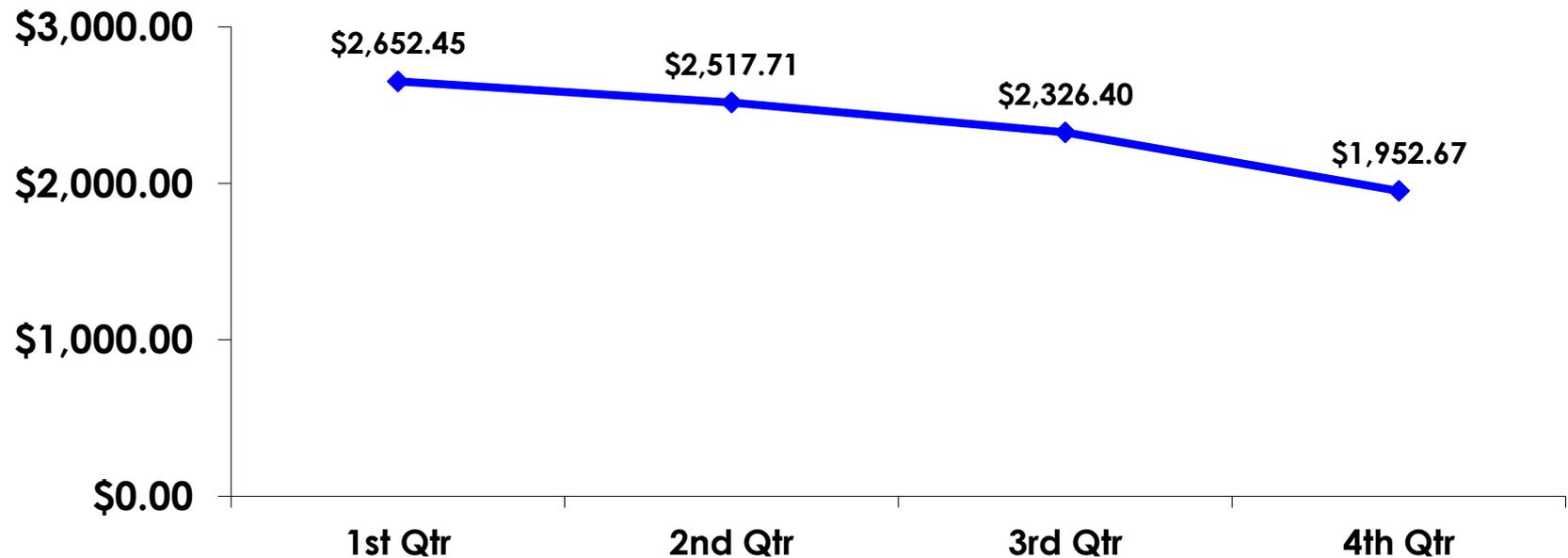
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
		-	-	-	-	-	-	-	-	-	-	-
ONISLE	Mean	\$520.43	\$465.63	\$544.88	\$539.42	.	\$466.31	\$575.85	\$368.26	\$1,650.00	\$400.00	.
	Median	\$471	\$380	\$500	\$450	.	\$380	\$500	\$300	\$1,650	\$370	.

ON-ISLAND EXPENSE- BREAKDOWN

		TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
		-	-	-	-	-	-	-	-	-	-	-
F&B HOTEL	Mean	\$72.57	\$77.24	\$66.05	\$73.86	.	\$68.46	\$73.01	\$94.82	\$0.00	\$64.00	.
F&B FF/STORE	Mean	\$102.20	\$108.74	\$98.26	\$119.56	.	\$96.62	\$108.38	\$131.64	\$120.00	\$112.00	.
F&B RESTRNT	Mean	\$161.03	\$178.60	\$141.98	\$149.82	.	\$137.23	\$191.40	\$144.45	\$380.00	\$126.00	.
OPT TOUR	Mean	\$141.03	\$163.69	\$177.21	\$92.37	.	\$101.00	\$177.21	\$153.55	\$1,500.00	\$60.00	.
GIFT- SELF	Mean	\$231.47	\$242.15	\$269.07	\$231.40	.	\$222.77	\$251.62	\$259.45	\$750.00	\$180.00	.
GIFT- OTHER	Mean	\$146.83	\$144.11	\$151.05	\$165.88	.	\$147.00	\$149.12	\$141.64	\$200.00	\$160.00	.
TRANS	Mean	\$104.81	\$134.79	\$127.67	\$71.23	.	\$60.23	\$149.22	\$115.27	\$50.00	\$24.00	.
OTHER	Mean	\$23.77	\$25.37	\$19.65	\$35.61	.	\$22.46	\$22.28	\$36.45	\$50.00	\$30.00	.
TOTAL	Mean	\$969.18	\$1,071.14	\$1,050.93	\$908.16	.	\$828.08	\$1,116.65	\$1,077.27	\$3,300.00	\$756.00	.

TOTAL EXPENDITURES – TRACKING



YTD=\$2,362.24

TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
		-	-	-	-	-	-	-	-	-	-	-
TOTPP	Mean	\$1,952.67	\$2,223.28	\$2,113.63	\$1,851.42	.	\$1,631.71	\$2,347.77	\$1,933.83	\$4,166.38	\$1,198.85	.
	Median	\$1,998	\$2,266	\$2,187	\$1,859	.	\$1,774	\$2,369	\$2,081	\$4,166	\$720	.

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,2nd,3rd,4th Qtr and Overall 1-4 Qtr 2015					
	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Combin ed 1-4 Qtr 2015
Drivers:	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks				3	
Ease of getting around	1				4
Safety walking around at night		2	1		
Quality of daytime tours			3		
Variety of daytime tours					
Quality of nighttime tours					
Variety of nighttime tours					
Quality of shopping				2	
Variety of shopping					
Price of things on Guam					
Quality of hotel accommodations					1
Quality/cleanliness of air, sky					5
Quality/cleanliness of parks		1			
Quality of landscape in Tumon					
Quality of landscape in Guam	2				3
Quality of ground handler			2		2
Quality/cleanliness of transportation vehicles				1	
% of Per Person On Island Expenditures Accounted For	38.8%	44.9%	91.1%	69.6%	55.3%
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 Fourth Quarter 2015 Period. By rank order they are:
 - **Quality/cleanliness of transportation vehicles,**
 - **Quality of shopping, and**
 - **Quality & cleanliness of beaches & parks.**
- With these factors, the overall r^2 is .696 meaning that **69.6% of overall satisfaction is accounted for by these factors.**

Comparison of Drivers of Per Person On-Island Expenditures, 1st,2nd,3rd,4th Qtrs. 2015, and Overall 1-4th Qtrs. 2015					
	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Combin ed 1-4 Qtr 2015
Drivers:	rank	rank	rank	rank	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					2
Variety of nighttime tours					
Quality of shopping	1			1	1
Variety of shopping					
Price of things on Guam					
Quality of hotel accommodations			1		
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%	0.0%	10.8%	24.9%	13.4%
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 Fourth Quarter 2015 Period. It is:
 - **Quality of shopping.**
- With this factor, the overall r^2 is .249 meaning that **24.9% of per person on island expenditure is accounted for by this factor.**