



GUAM VISITORS BUREAU

Russia Visitor Tracker Exit Profile

FY2016 Market Segmentation

1ST Qtr. (OCT~DEC 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 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	49%			
Adventure traveler	23%			
Wives	39%			
MICE	18%			
18-35	24%			
36-55	63%			
Child	17%			
Wedding/ Honeymoon	-%			
Seniors (60+)	7%			
Sports Competition	1%			
TOTAL	150			

SECTION 1 **PROFILE OF RESPONDENTS**

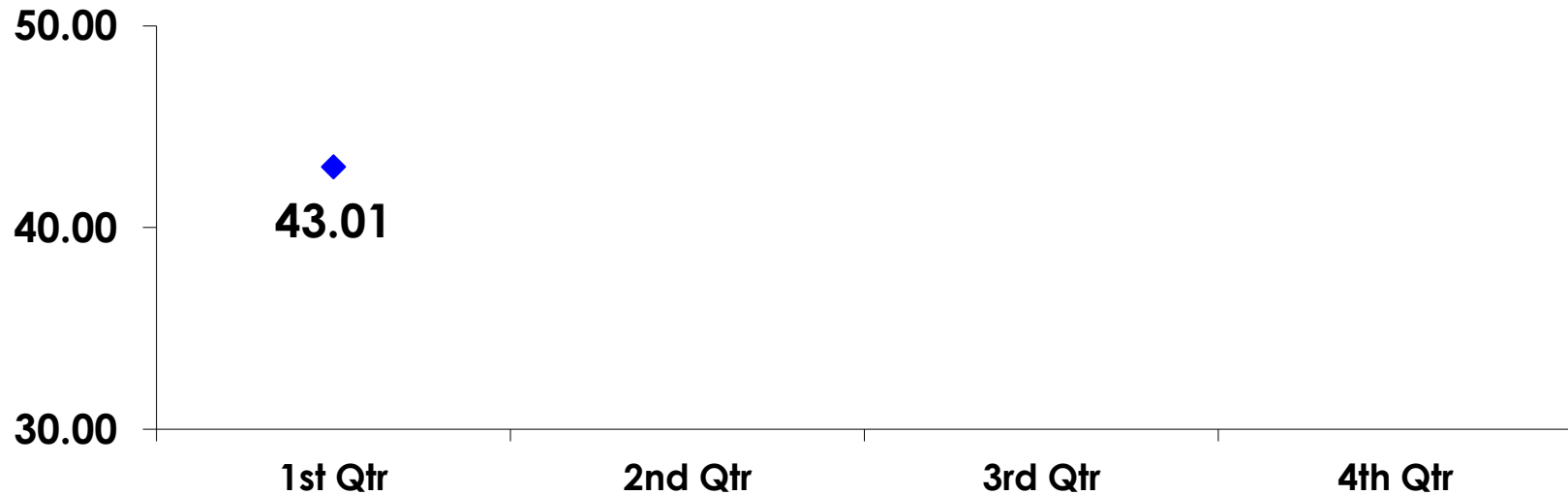
MARITAL STATUS - TRACKING



MARITAL STATUS- SEGMENTATION

			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	126	69	30	59	25	27	85	24		5	1
		Column N %	84%	95%	88%	100%	93%	75%	89%	96%		50%	100%
	Single	Count	24	4	4		2	9	10	1		5	
		Column N %	16%	5%	12%		7%	25%	11%	4%		50%	
	Total	Count	150	73	34	59	27	36	95	25		10	1

AVERAGE AGE - TRACKING



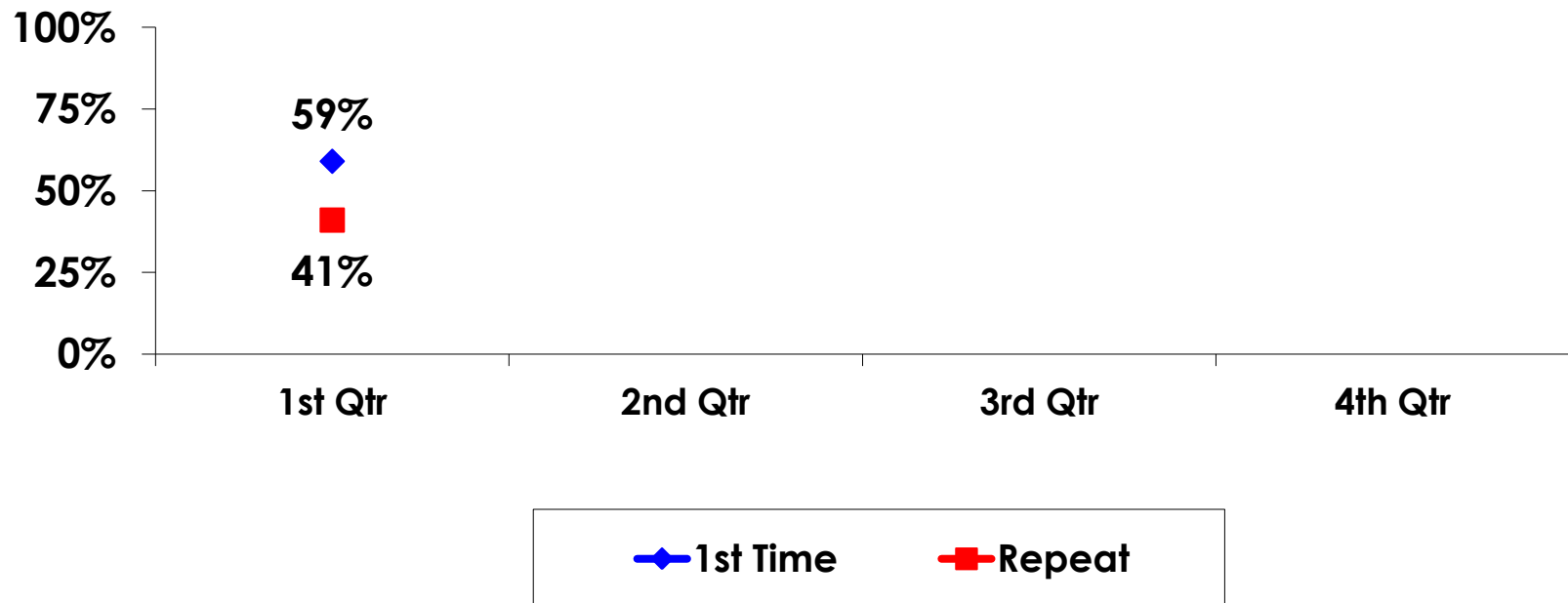
AGE- SEGMENTATION

			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	3		1			3					
		Column N %	2%		3%			8%					
	25-34	Count	31	11	2	16	1	31		10			
		Column N %	21%	15%	6%	27%	4%	86%		40%			
	35-49	Count	78	39	23	37	17	2	76	12			1
		Column N %	52%	53%	68%	63%	63%	6%	80%	48%			100%
	50+	Count	38	23	8	6	9		19	3		10	
		Column N %	25%	32%	24%	10%	33%		20%	12%		100%	
	Total	Count	150	73	34	59	27	36	95	25		10	1
QF	Mean		43.01	45.30	43.29	39.27	46.41	30.11	44.24	38.88		65.10	46.00

INCOME - SEGMENTATION

			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
Q27	<732,321	Count	6	2		1		2	1	1		2	
		Column N %	4%	3%		2%		6%	1%	4%		20%	
	732,321-1,098,481	Count	42	15	9	16	5	17	22	3		3	
		Column N %	28%	21%	27%	27%	19%	47%	23%	12%		30%	
	1,098,482-1,464,642	Count	70	33	16	27	18	10	51	12		5	1
		Column N %	47%	46%	48%	46%	67%	28%	54%	48%		50%	100%
	1,464,643-1,830,803	Count	30	21	8	15	4	7	20	8			
		Column N %	20%	29%	24%	25%	15%	19%	21%	32%			
	1,830,803-2,263,124	Count	1	1						1			
		Column N %	1%	1%						4%			
	Total	Count	149	72	33	59	27	36	94	25		10	1

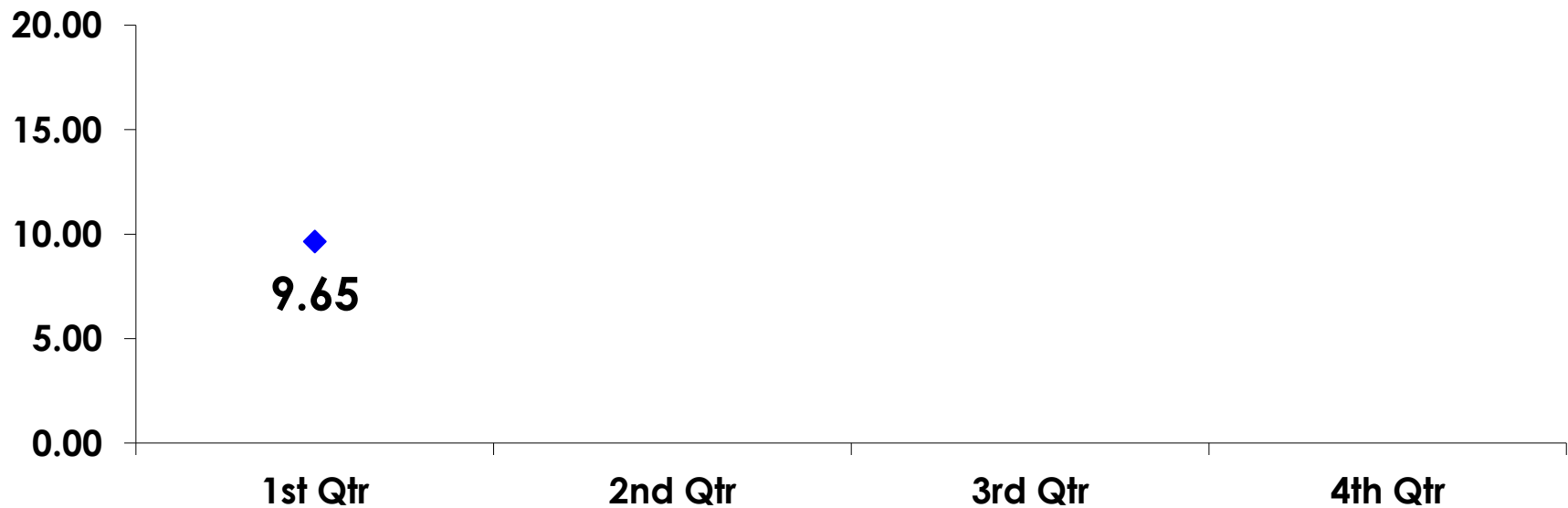
PRIOR TRIPS TO GUAM - TRACKING



PRIOR TRIPS TO GUAM - SEGMENTATION

			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	88	30	27	35	27	18	58	5		7	1
		Column N %	59%	41%	79%	59%	100%	50%	61%	20%		70%	100%
	No	Count	62	43	7	24		18	37	20		3	
		Column N %	41%	59%	21%	41%		50%	39%	80%		30%	
	Total	Count	150	73	34	59	27	36	95	25		10	1

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	3	Count	29		17	14	27	3	21			2	
		Column N %	19%		50%	24%	100%	8%	22%			20%	
	4+	Count	121	73	17	45		33	74	25		8	1
		Column N %	81%	100%	50%	76%		92%	78%	100%		80%	100%
	Total	Count	150	73	34	59	27	36	95	25		10	1
Q8		Mean	9.65	12.21	8.24	9.42	3.00	9.17	9.64	11.72		11.00	20.00
		Median	10	13	5	10	3	10	10	12		14	20

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	18	17	5	8		4	12	7		2	
		Column N %	12%	24%	15%	14%		11%	13%	28%		20%	
	Free-time package tour	Count	45	31	6	19		10	30	10		2	1
		Column N %	30%	43%	18%	32%		28%	32%	40%		20%	100%
	Individually arranged travel (FIT)	Count	41	22	6	17		11	24	7		4	
		Column N %	28%	31%	18%	29%		31%	26%	28%		40%	
	Group tour	Count	1		1	1		1					
		Column N %	1%		3%	2%		3%					
	Company paid travel	Count	41		15	13	27	9	27			2	
		Column N %	28%		45%	22%	100%	25%	29%			20%	
	Other	Count	3	2		1		1	1	1			
		Column N %	2%	3%		2%		3%	1%	4%			
	Total	Count	149	72	33	59	27	36	94	25		10	1

TRAVEL MOTIVATION - SEGMENTATION

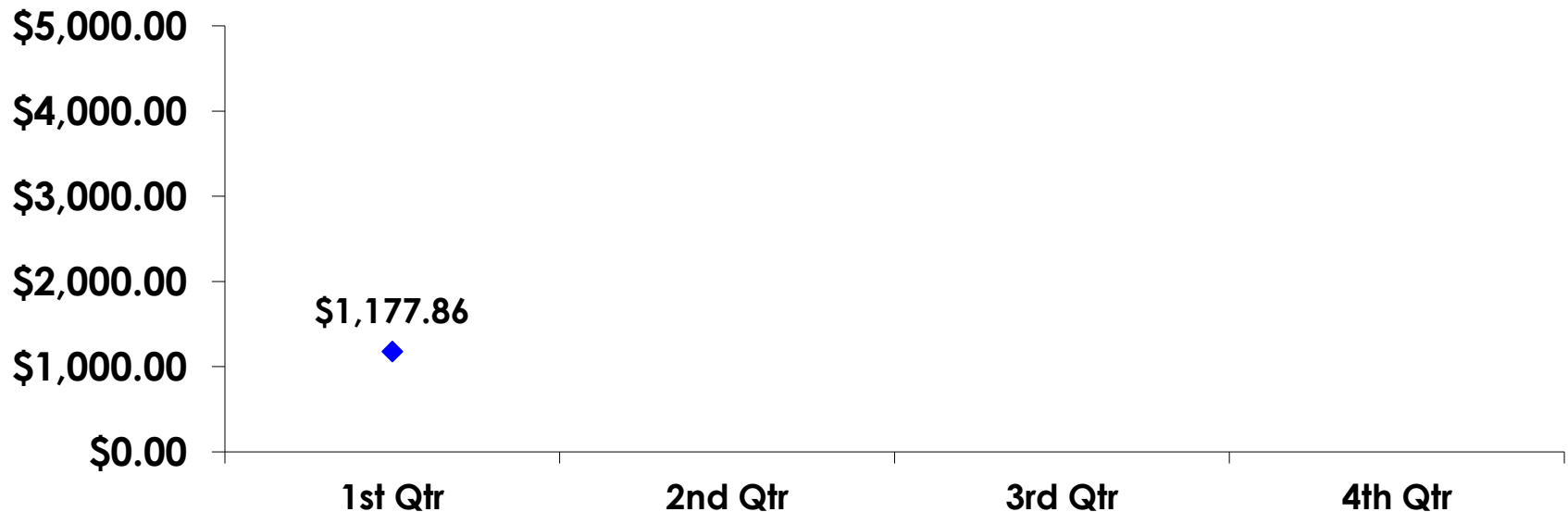
			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
Q5A	No Visa required	Count	145	73	34	59	26	34	94	25		8	1
		Column N %	97%	100%	100%	100%	96%	94%	99%	100%		80%	100%
	Natural beauty	Count	141	73	32	57	26	32	90	25		10	1
		Column N %	94%	100%	94%	97%	96%	89%	95%	100%		100%	100%
	Safe	Count	123	65	33	53	26	27	82	22		6	1
		Column N %	82%	89%	97%	90%	96%	75%	86%	88%		60%	100%
	Relax	Count	121	65	33	49	24	23	80	22		9	1
		Column N %	81%	89%	97%	83%	89%	64%	84%	88%		90%	100%
	Short travel time	Count	100	68	16	45	3	28	60	25		5	1
		Column N %	67%	93%	47%	76%	11%	78%	63%	100%		50%	100%
	Previous trip	Count	58	41	6	23		16	35	19		3	
		Column N %	39%	56%	18%	39%		44%	37%	76%		30%	
	Company/ Business Trip	Count	41	1	16	14	27	7	29			2	
		Column N %	27%	1%	47%	24%	100%	19%	31%			20%	
	Recomm- friend/family/trvl agnt	Count	40	23	11	13	1	12	26	6		1	1
		Column N %	27%	32%	32%	22%	4%	33%	27%	24%		10%	100%
	Pleasure	Count	31	20	7	10		7	22	5			
		Column N %	21%	27%	21%	17%		19%	23%	20%			
	Convention/ Trade/ Conference	Count	27		15	13	27	1	21			2	
		Column N %	18%		44%	22%	100%	3%	22%			20%	
	Company Sponsored	Count	27		15	12	26	2	20			2	
		Column N %	18%		44%	20%	96%	6%	21%			20%	
	Shopping	Count	24	12	5	14		4	20	4			1
		Column N %	16%	16%	15%	24%		11%	21%	16%			100%
	Other	Count	10	8	2	6		6	4	7			
		Column N %	7%	11%	6%	10%		17%	4%	28%			
	Organized sports	Count	1	1	1				1				1
		Column N %	1%	1%	3%				1%				100%
	Scuba	Count	1	1		1			1				
		Column N %	1%	1%		2%			1%				
	Visit friends/ Relatives	Count	1					1					
		Column N %	1%					3%					
	Price	Count	1			1		1					
		Column N %	1%			2%		3%					
	Total	Count	150	73	34	59	27	36	95	25		10	1

INFORMATION SOURCES - SEGMENTATION

			TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
			-	-	-	-	-	-	-	-	-	-	-
Q1	Internet	Count	125	56	32	54	27	34	80	22		4	1
		Column N %	83%	77%	94%	92%	100%	94%	84%	88%		40%	100%
	Friend/ Relative	Count	84	54	18	38	1	23	52	17		5	1
		Column N %	56%	74%	53%	64%	4%	64%	55%	68%		50%	100%
	Prior Trip	Count	60	41	7	23		18	35	19		3	
		Column N %	40%	56%	21%	39%		50%	37%	76%		30%	
	TV	Count	10	8	3	3		2	5	2			
		Column N %	7%	11%	9%	5%		6%	5%	8%			
	Travel Agent Brochure	Count	5	5	2	2			5	1			
		Column N %	3%	7%	6%	3%			5%	4%			
	Co-Worker/ Company Trvl Dept	Count	2			1		2					
		Column N %	1%			2%		6%					
	Magazine (Consumer)	Count	2	2					2				
		Column N %	1%	3%					2%				
	Newspaper	Count	1	1		1			1	1			
		Column N %	1%	1%		2%			1%	4%			
	Total	Count	150	73	34	59	27	36	95	25		10	1

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING



YTD=\$1,177.86

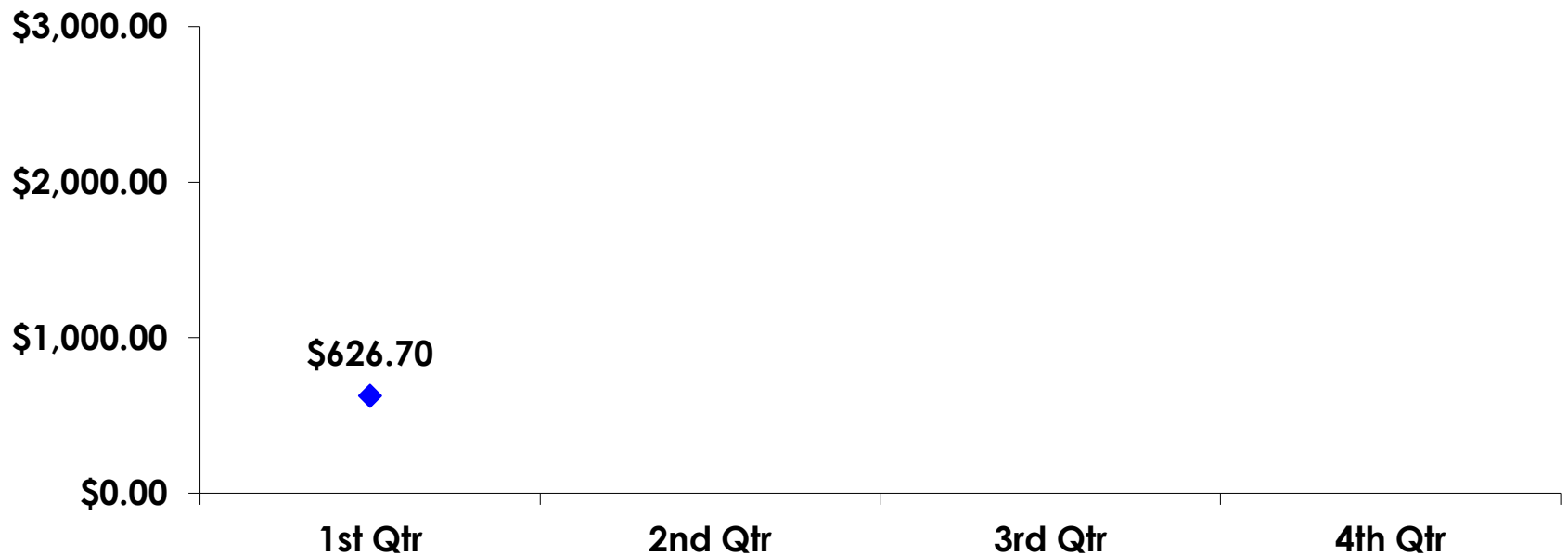
PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
		-	-	-	-	-	-	-	-	-	-	-
RUB\$	Mean	\$1,177.86	\$1,758.03	\$928.07	\$1,217.23	\$0.00	\$960.23	\$1,248.50	\$1,508.98	.	\$1,240.02	\$1,721.56
	Median	\$1,290	\$1,771	\$0	\$1,385	\$0	\$1,123	\$1,310	\$1,597	.	\$1,447	\$1,722

PREPAID EXPENSE- BREAKDOWN

		TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
		-	-	-	-	-	-	-	-	-	-	-
AIR/ HOTEL	Mean	\$2,857.14	\$3,132.07	\$3,555.39	\$2,986.53	.	\$2,889.22	\$2,822.18	\$4,266.47	.	\$2,594.81	\$3,443.11
	Median	\$2,544.91	\$3,053.89	\$3,667.66	\$2,679.64	.	\$2,769.46	\$2,544.91	\$4,266.47	.	\$2,245.51	\$3,443.11
AIR/ HOTEL/ MEAL	Mean	\$4,524.35	\$4,502.40	\$4,798.74	\$4,587.97	.	\$4,103.16	\$4,642.00	\$4,385.55	.	\$3,542.91	.
AIR	Mean	\$932.42	\$1,796.41	\$703.59	\$1,026.95	.	\$890.72	\$949.10
	Median	\$778.44	\$1,796.41	\$703.59	\$883.23	.	\$890.72	\$778.44
HOTEL	Mean	\$818.36	\$1,796.41	.	\$818.36	.	.	\$818.36
	Median	\$329.34	\$1,796.41	.	\$329.34	.	.	\$329.34
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	\$2,325.15	\$3,905.34	\$1,918.37	\$2,470.31	\$0.00	\$1,945.28	\$2,469.27	\$4,200.60	.	\$1,841.32	\$3,443.11
	Median	\$2,507.49	\$4,191.62	\$0.00	\$2,544.91	\$0.00	\$1,773.95	\$2,544.91	\$4,491.02	.	\$2,245.51	\$3,443.11

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$626.70

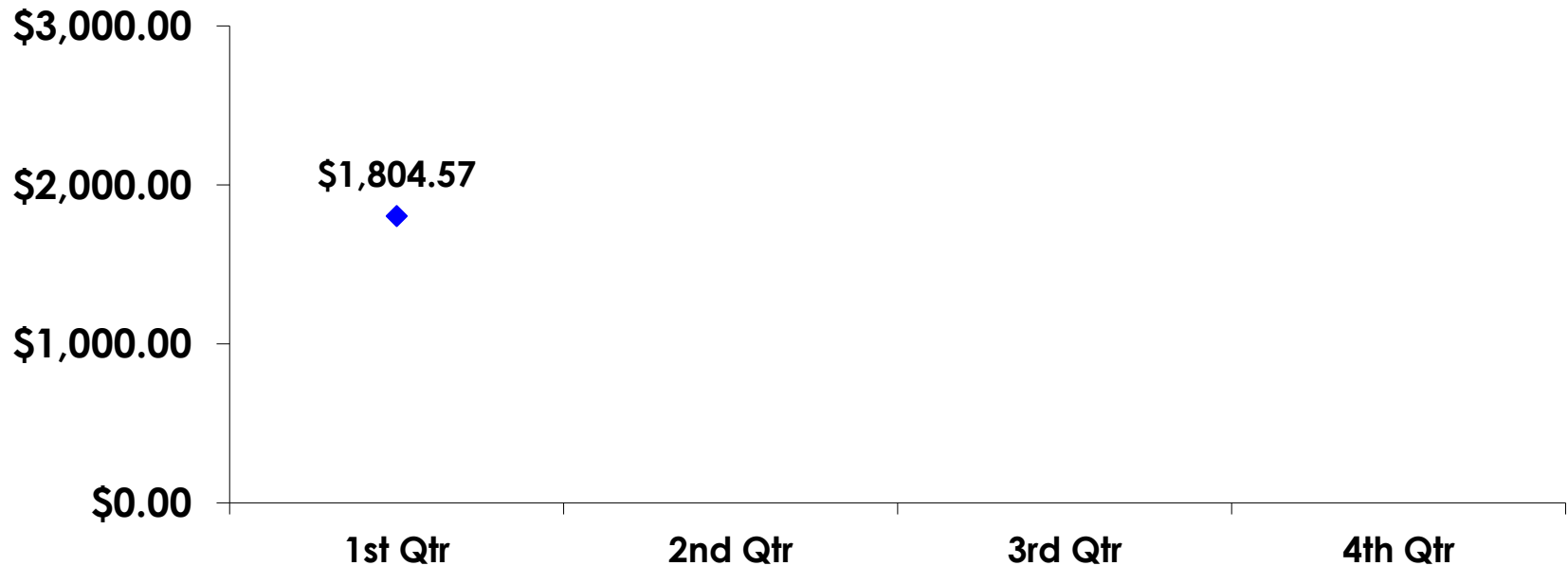
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
		-	-	-	-	-	-	-	-	-	-	-
ONISLE	Mean	\$626.70	\$513.54	\$529.00	\$702.30	\$430.22	\$671.23	\$610.07	\$415.91	.	\$681.00	\$765.00
	Median	\$500	\$500	\$500	\$550	\$410	\$540	\$500	\$343	.	\$508	\$765

ON-ISLAND EXPENSE- BREAKDOWN

		TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
		-	-	-	-	-	-	-	-	-	-	-
F&B HOTEL	Mean	\$40.93	\$47.11	\$30.00	\$41.86	\$30.56	\$48.47	\$38.46	\$44.80	.	\$38.00	\$60.00
F&B FF/STORE	Mean	\$66.03	\$68.56	\$55.00	\$53.73	\$13.15	\$77.78	\$61.11	\$80.00	.	\$125.00	\$60.00
F&B RESTRNT	Mean	\$107.01	\$127.47	\$99.15	\$121.46	\$37.44	\$107.36	\$114.64	\$101.20	.	\$24.00	\$270.00
OPT TOUR	Mean	\$96.47	\$145.22	\$101.47	\$96.97	\$0.00	\$69.44	\$102.85	\$109.60	.	\$108.00	\$400.00
GIFT- SELF	Mean	\$351.60	\$407.47	\$312.21	\$419.32	\$197.59	\$401.94	\$333.05	\$449.60	.	\$261.00	\$500.00
GIFT- OTHER	Mean	\$189.87	\$208.97	\$139.71	\$244.24	\$139.44	\$151.53	\$184.26	\$275.60	.	\$164.00	\$200.00
TRANS	Mean	\$65.23	\$109.71	\$47.79	\$74.58	\$7.78	\$53.39	\$65.24	\$121.68	.	\$24.50	\$40.00
OTHER	Mean	\$9.73	\$11.16	\$7.06	\$6.44	\$4.26	\$5.28	\$9.95	\$10.00	.	\$19.00	\$0.00
TOTAL	Mean	\$914.21	\$1,098.27	\$792.38	\$1,026.39	\$430.22	\$917.97	\$909.57	\$1,112.48	.	\$763.50	\$1,530.00

TOTAL EXPENDITURES – TRACKING



YTD=\$1,804.57

TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	ADV TRAVELER	WIFE	MICE	18-35	36-55	CHILD	WEDDING/ HNY	SENIOR	SPORT COMP
		-	-	-	-	-	-	-	-	-	-	-
TOTPP	Mean	\$1,804.57	\$2,271.57	\$1,457.07	\$1,919.53	\$430.22	\$1,631.46	\$1,858.57	\$1,924.89	.	\$1,921.02	\$2,486.56
	Median	\$1,884	\$2,179	\$720	\$2,020	\$410	\$1,733	\$1,980	\$2,015	.	\$1,697	\$2,487

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 2016	
Drivers:	rank
Quality & Cleanliness of beaches & parks	
Ease of getting around	
Safety walking around at night	
Quality of daytime tours	3
Variety of daytime tours	
Quality of nighttime tours	
Variety of nighttime tours	4
Quality of shopping	
Variety of shopping	1
Price of things on Guam	
Quality of hotel accommodations	2
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 Overall Satisfaction Accounted For	65.9%
NOTE: Only significant drivers are included.	

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Russian visitor's experience on Guam is driven by four significant factors in the First Quarter 2016 Period. By rank order they are:
 - **Variety of shopping,**
 - **Quality of hotel accommodations,**
 - **Quality of daytime tours, and**
 - **Variety of night time tours.**
- With these factors, the overall r^2 is .659 meaning that **65.9% of overall satisfaction is accounted for by these factors.**

Drivers of Per Person On Island Expenditures, 1st Qtr 2016	
Drivers:	rank
Quality & Cleanliness of beaches & parks	
Ease of getting around	
Safety walking around at night	
Quality of daytime tours	
Variety of daytime tours	1
Quality of nighttime tours	
Variety of nighttime tours	2
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	4
Quality of landscape in Guam	
Quality of ground handler	
Quality/cleanliness of transportation vehicles	3
% of Per Person On Island Expenditures Accounted For	34.8%
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 2016 Period. By rank order they are:
 - **Variety of daytime tours,**
 - **Variety of nighttime tours,**
 - **Quality/cleanliness of transportation vehicles, and**
 - **Quality of landscape in Tumon.**
- With these factors, the overall r^2 is .348 meaning that **34.8%** of per person on island expenditure is accounted for by these factors.