



GUAM VISITORS BUREAU

Russia Visitor Tracker Exit Profile

FY2016

1ST QTR. (OCT~DEC 2015)



Prepared by: QMark Research

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Background & Methodology

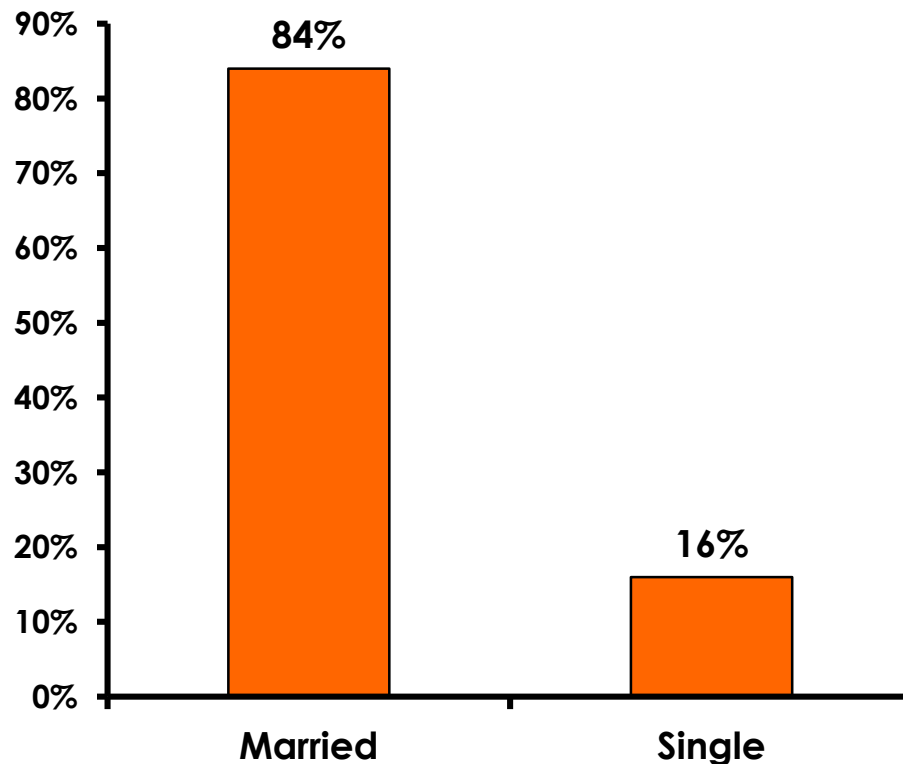
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **150** departing 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 +/- 8.00 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.

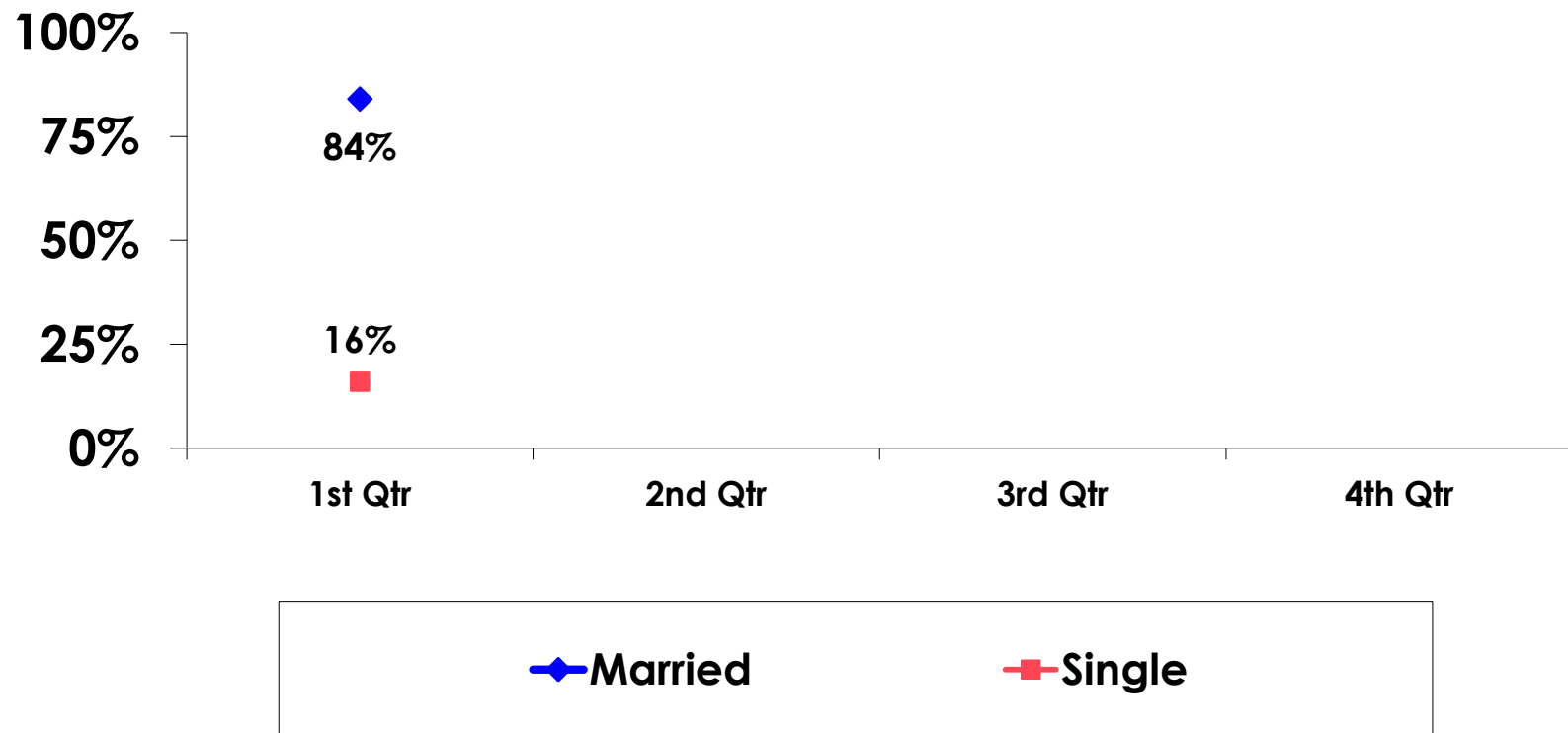
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

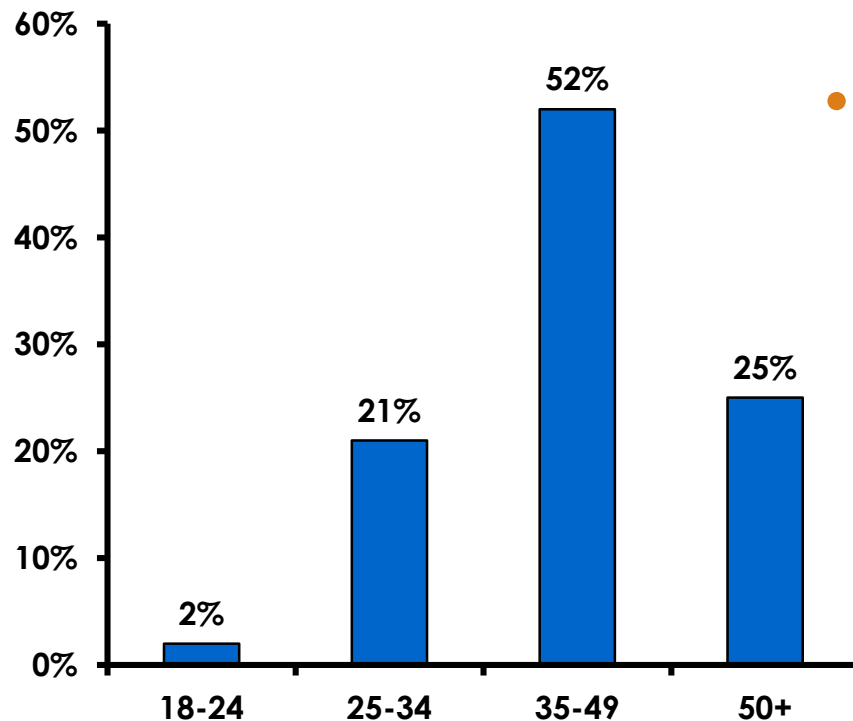


- Majority of Russian visitors are married.

MARITAL STATUS

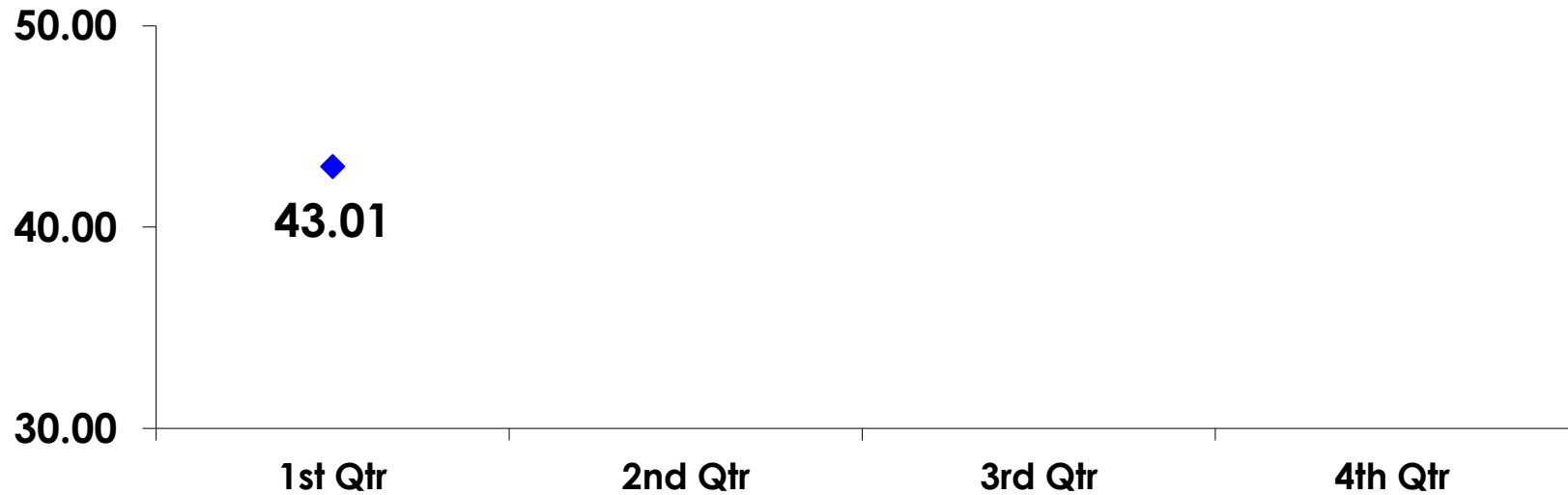


Age - Overall

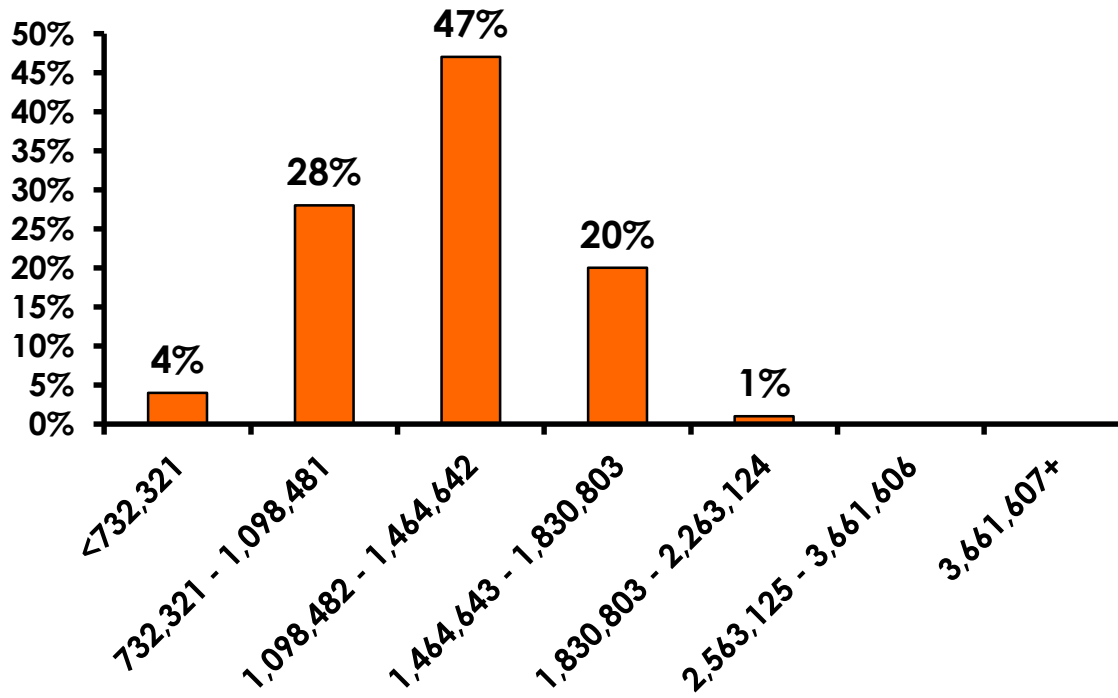


- The average age of the respondents is 43.01 years of age.

AVERAGE - AGE

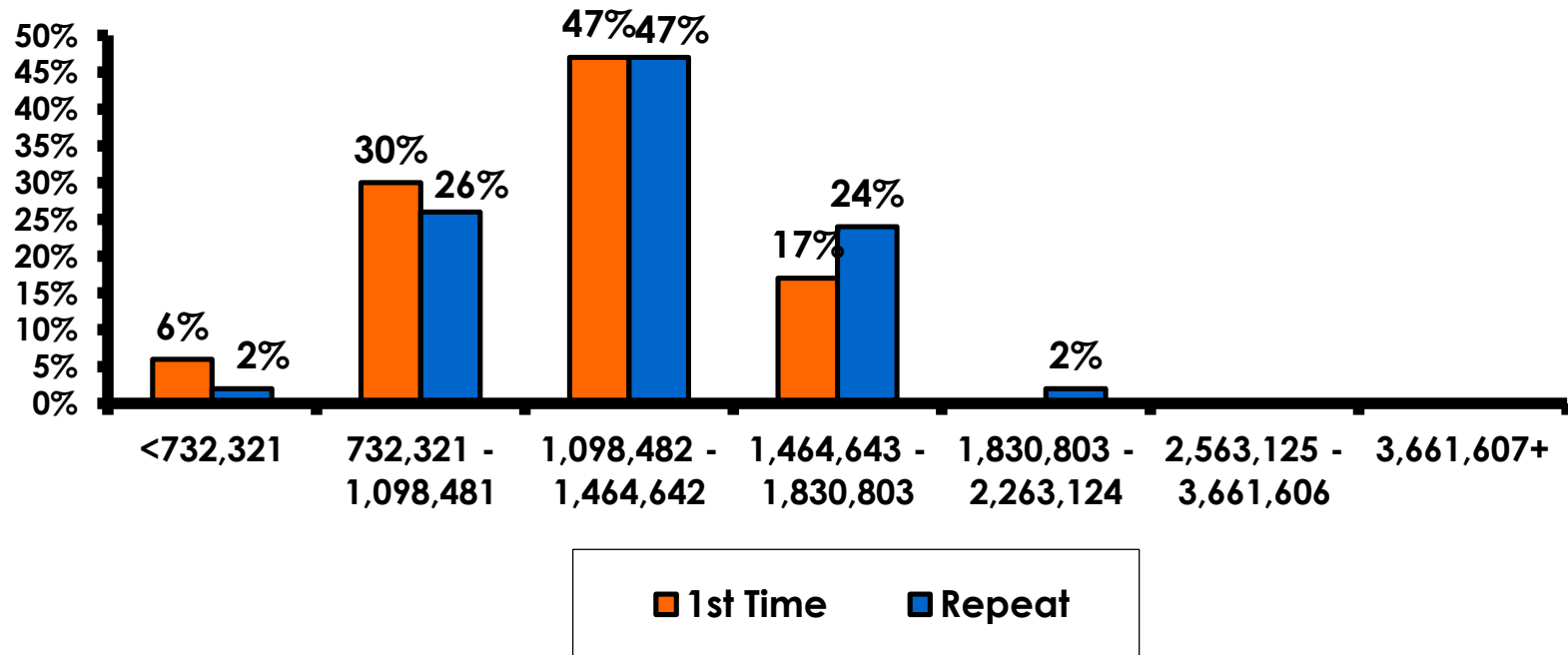


Personal Income



- Ruble
66.80=\$1

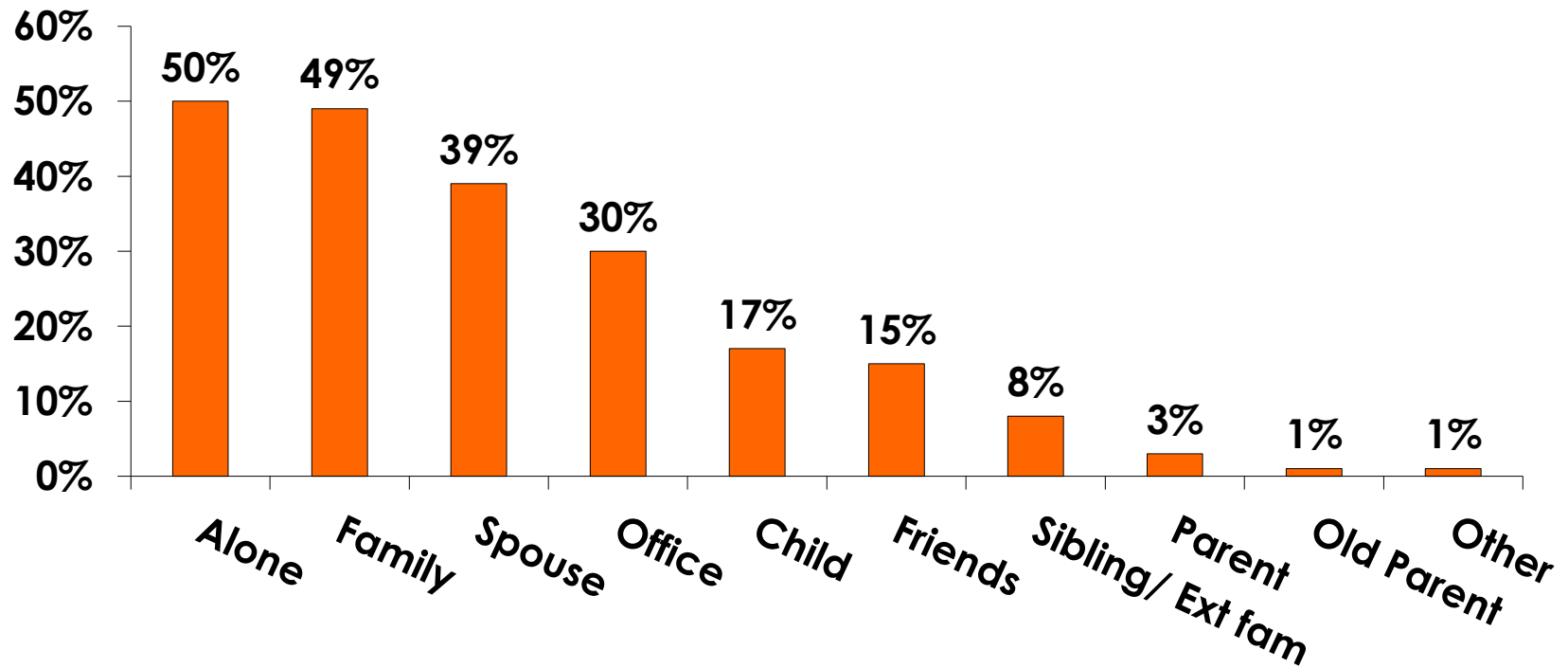
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q27	<732,321	Count	6	2	4	2		1	3
		Column N %	4%	3%	5%	67%		1%	8%
	732,321-1,098,481	Count	42	17	25	1	15	17	9
		Column N %	28%	23%	33%	33%	48%	22%	24%
	1,098,482-1,464,642	Count	70	39	31		9	41	20
		Column N %	47%	53%	41%		29%	53%	53%
	1,464,643-1,830,803	Count	30	15	15		7	18	5
		Column N %	20%	20%	20%		23%	23%	13%
	1,830,803-2,263,124	Count	1	1					1
		Column N %	1%	1%					3%
	Total	Count	149	74	75	3	31	77	38

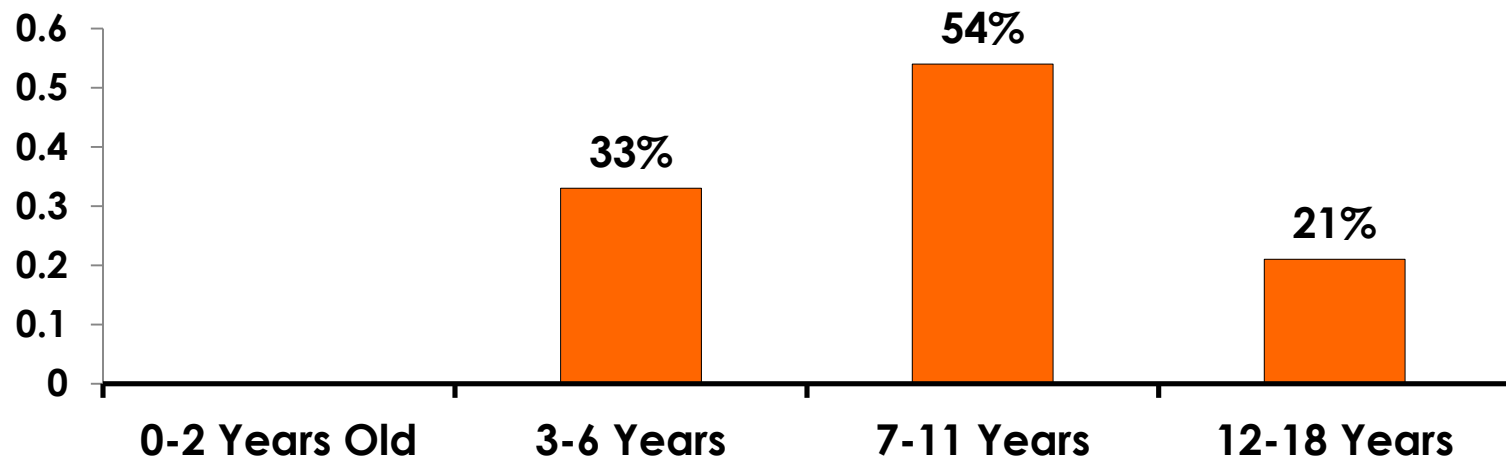
Travel Companions



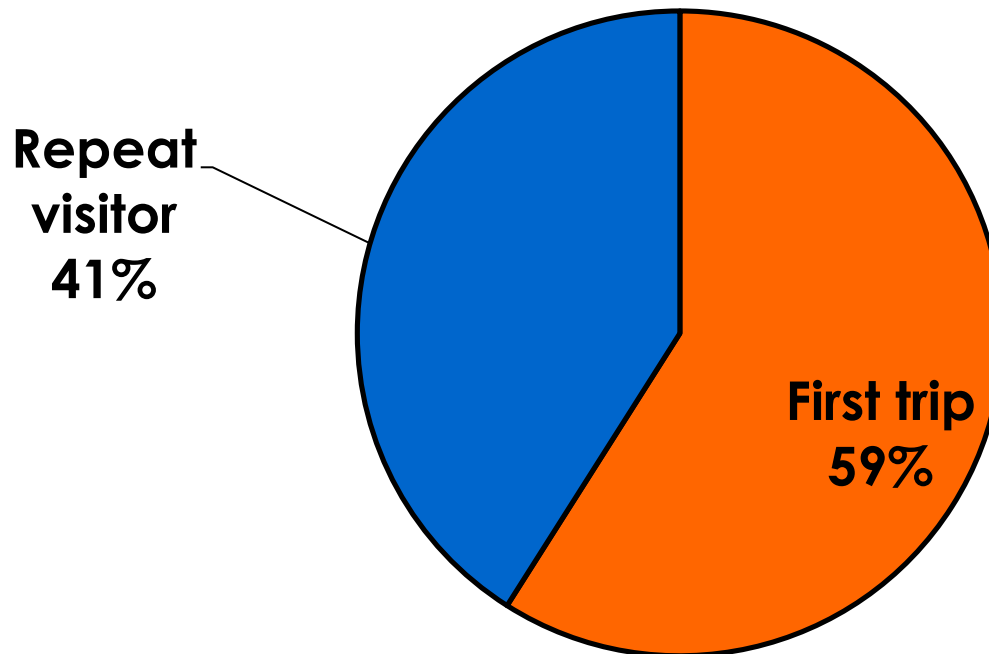
Number of Children Travel Party

N=24 total respondents traveling with children.

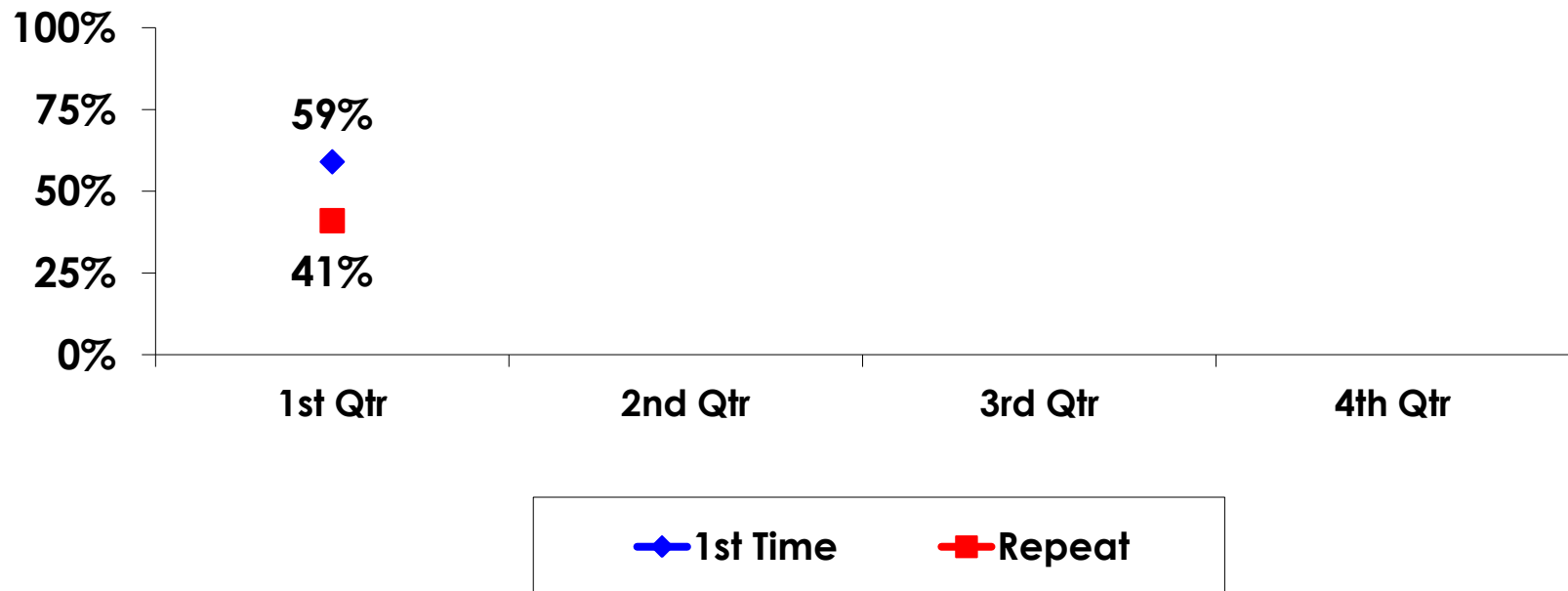
(Of those N=24 respondents, there is a total of 27 children 18 years or younger)



Prior Trips to Guam



PRIOR TRIPS TO GUAM

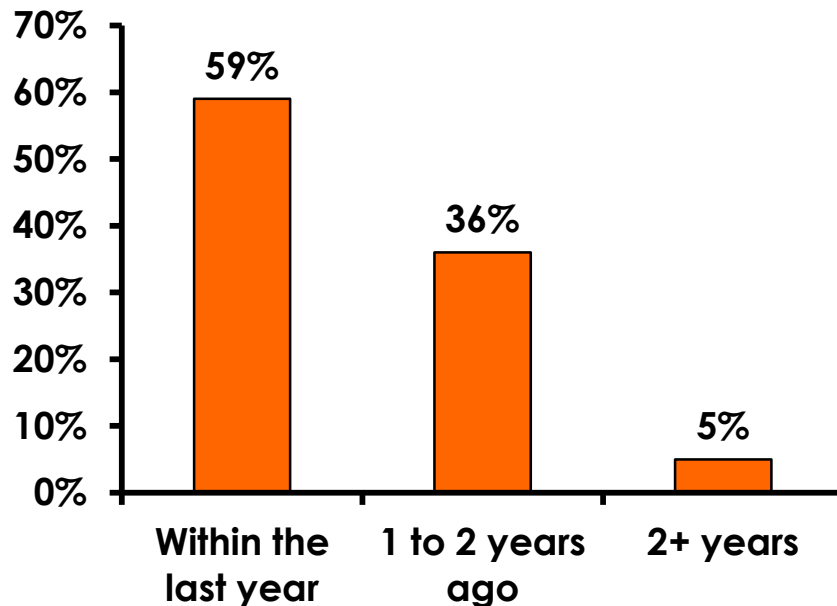


Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
			-	1st	Repeat
GENDER	Male	Count	75	45	30
		Column N %	50%	51%	48%
	Female	Count	75	43	32
		Column N %	50%	49%	52%
AGE	Total	Count	150	88	62
	18-24	Count	3	2	1
		Column N %	2%	2%	2%
	25-34	Count	31	15	16
		Column N %	21%	17%	26%
	35-49	Count	78	48	30
		Column N %	52%	55%	48%
	50+	Count	38	23	15
		Column N %	25%	26%	24%
	Total	Count	150	88	62

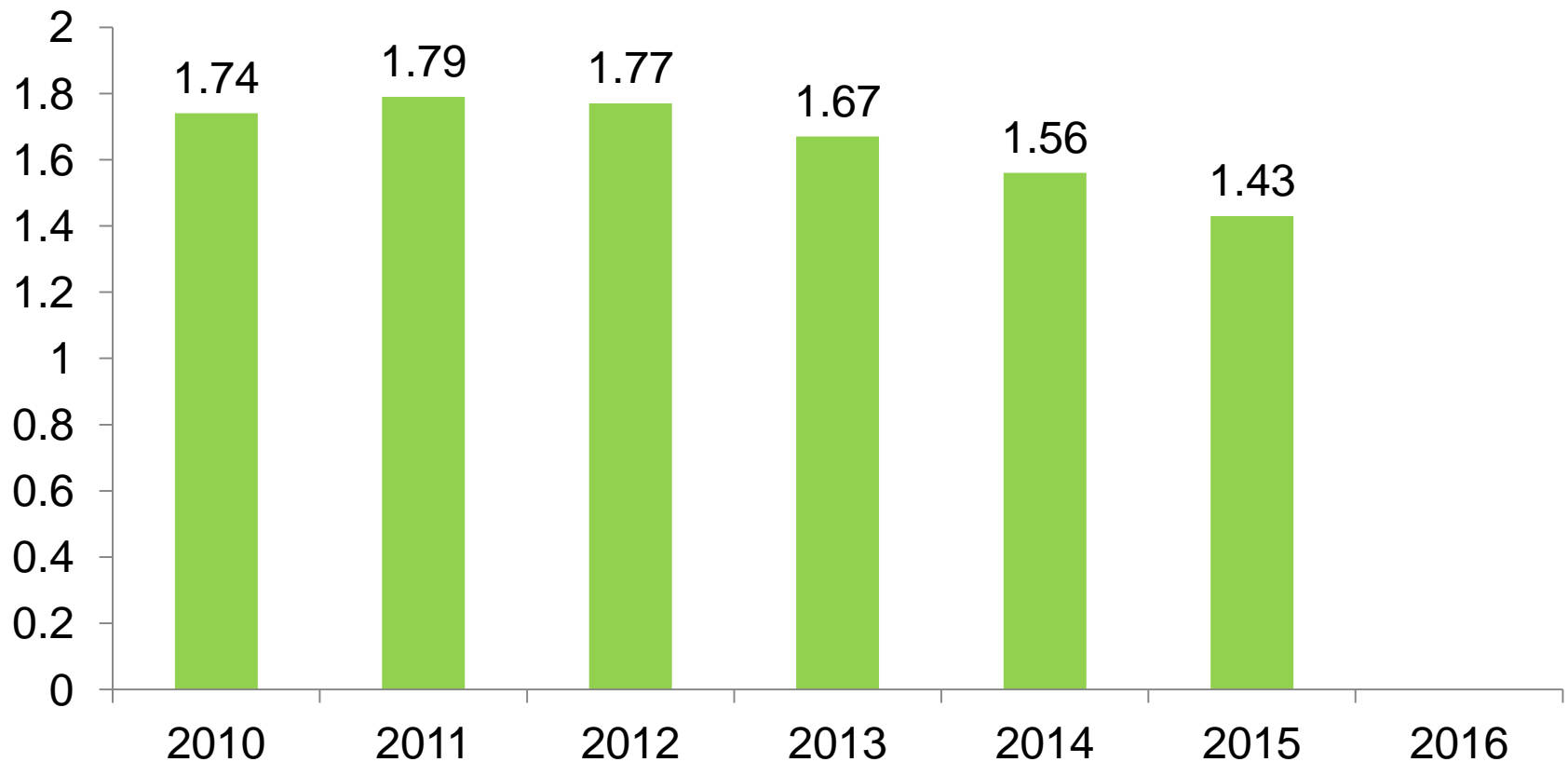
Repeat Visitors Last Trip

n = 61



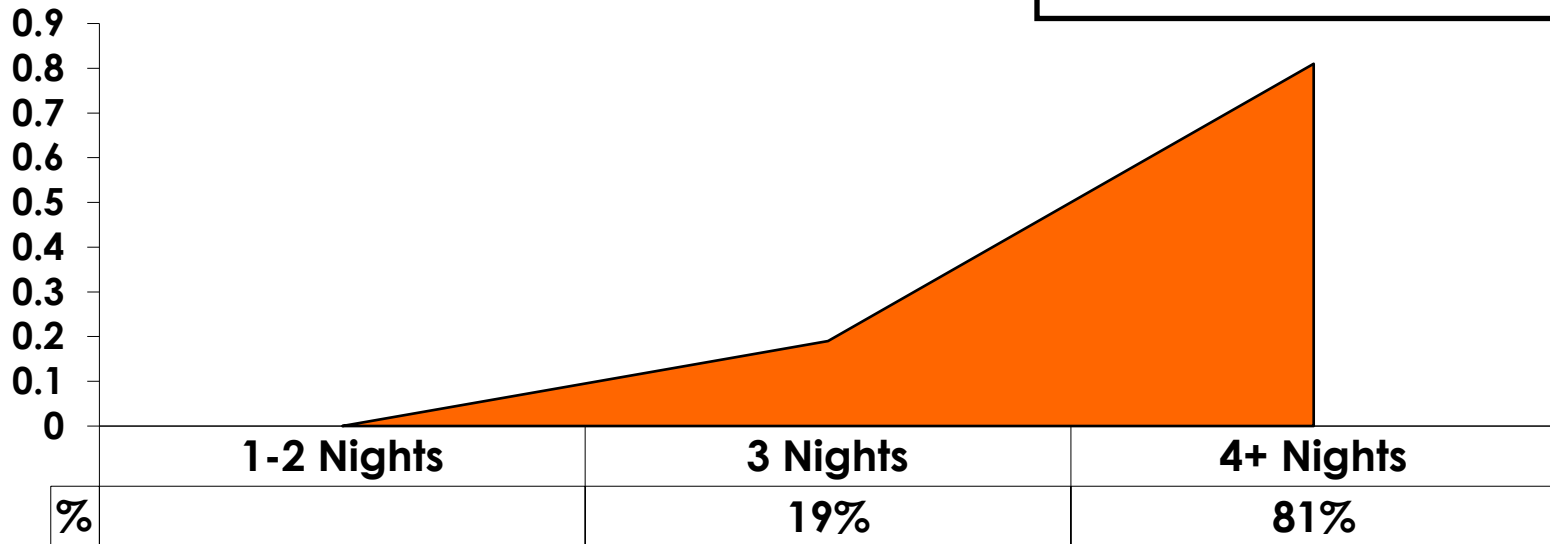
- The average repeat visitor has been to Guam 1.74 times.
- A majority of the repeat visitors have been to Guam within the last year.

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

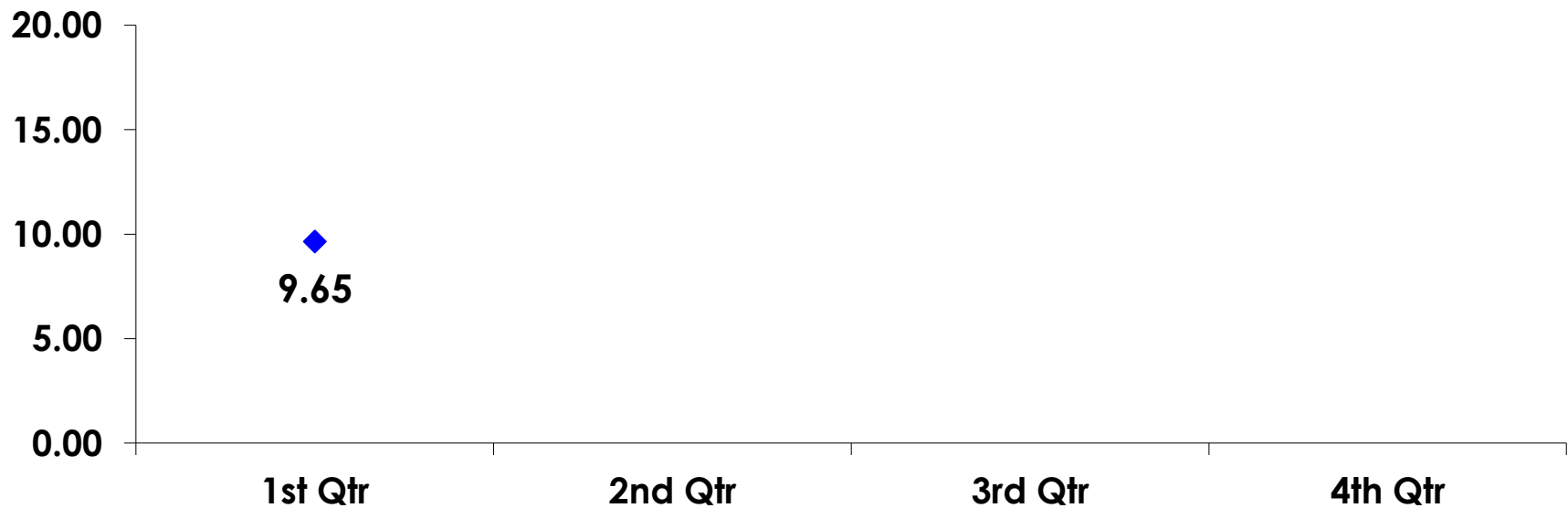


Length of Stay

Mean = 9.65 Days
Median = 10 Days



AVG LENGTH OF STAY

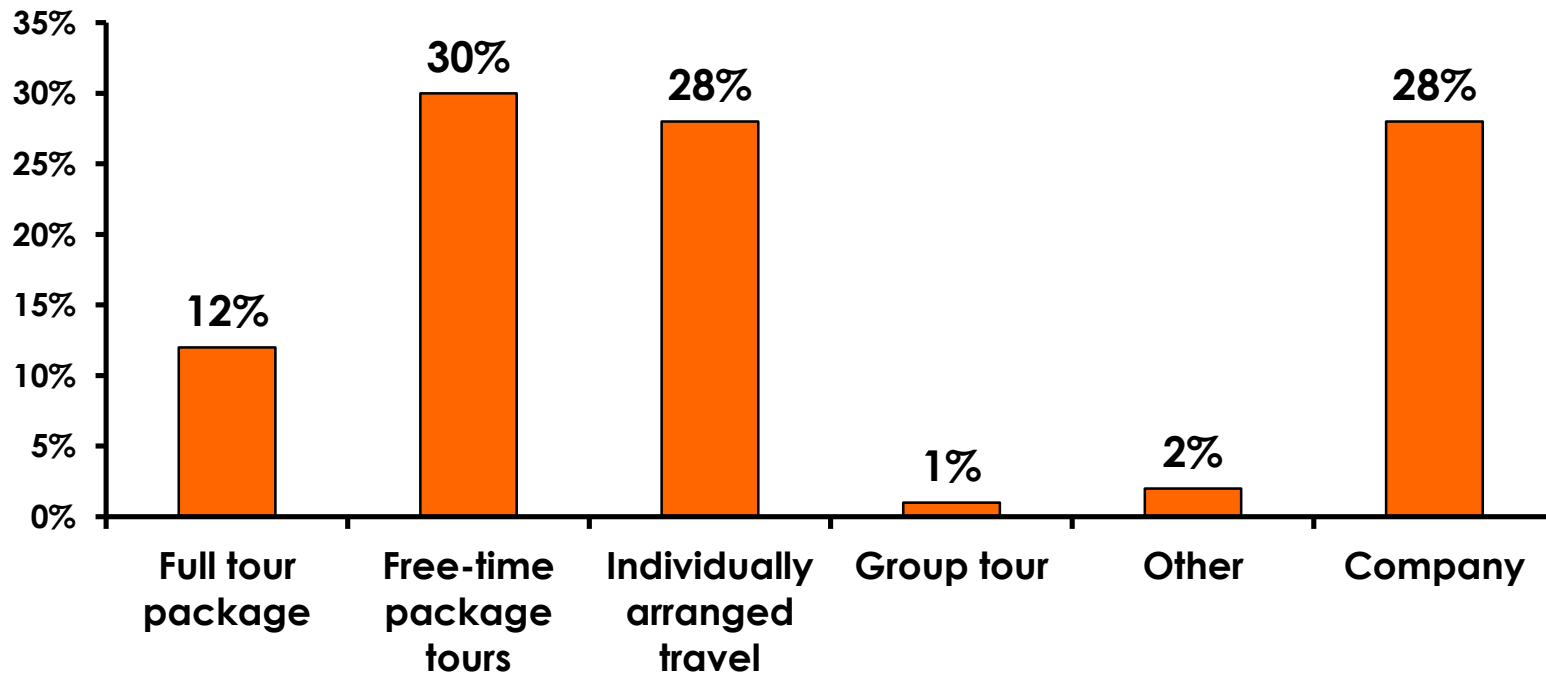


Occupation by Income

		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	Self-employed	27%		14%	21%	57%	100%			
	Professional/ Specialist	19%		36%	17%	7%				
	Company: Exec	17%			26%	23%				
	Company: Manager	11%		26%	9%					
	Company: Engineer	8%		5%	10%	10%				
	Company: Office/ Non-Mgr	7%	17%	5%	11%					
	Retired	3%	50%	2%						
	Teacher	3%		2%	4%					
	Homemaker	2%		2%	1%	3%				
	Student	1%	17%	2%						
	Freelancer	1%		5%						
	Company: Salesperson	1%	17%							
	Total	Count	150	6	42	70	30	1		

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

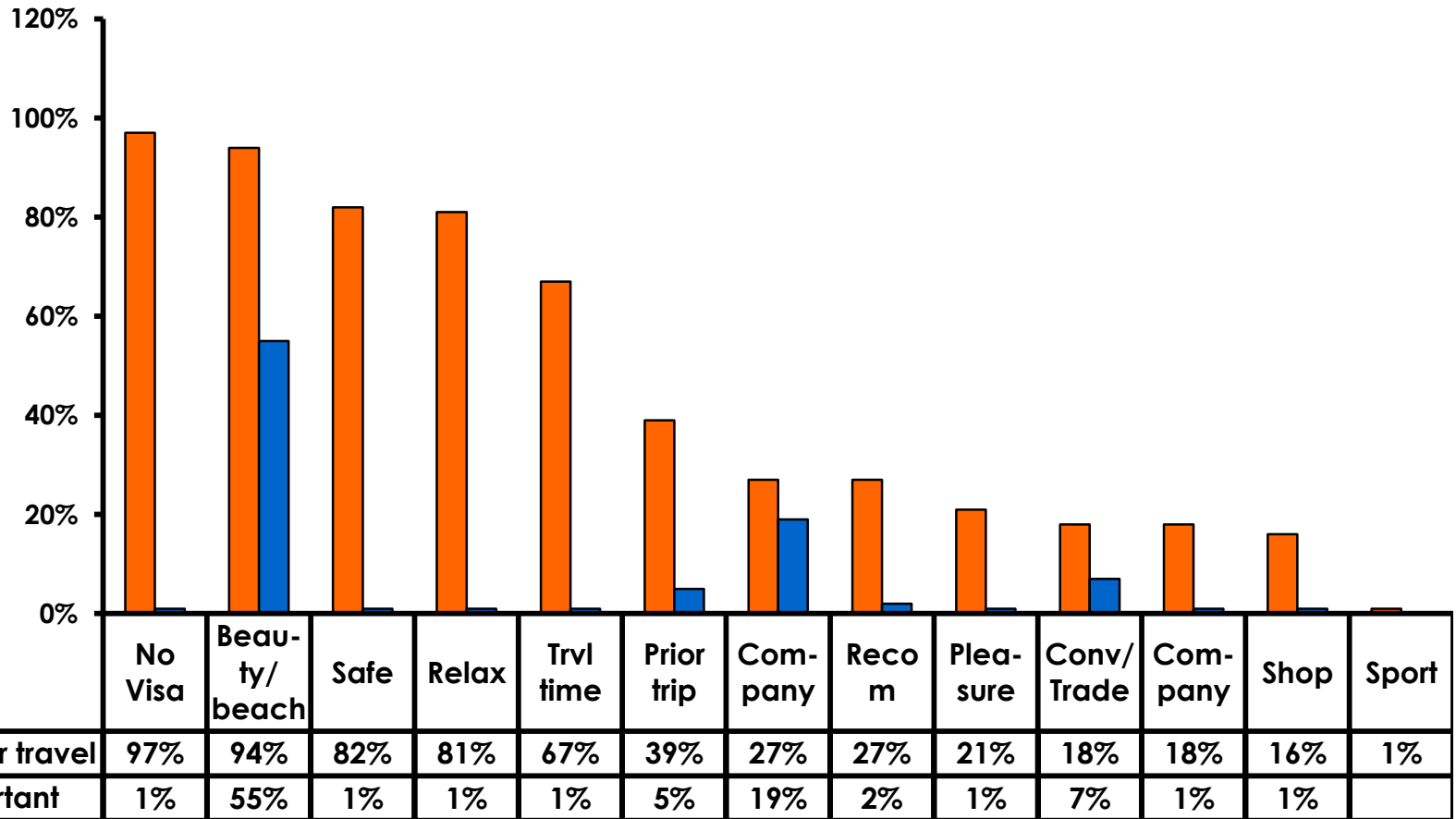


Accommodation by Income

Average length of stay: 9.65 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	33%	17%	24%	40%	33%					
Fiesta Resort Guam	13%	33%	19%	10%	10%					
Hilton Guam Resort	13%		10%	14%	17%					
Bayview Hotel	10%	17%	17%	9%	3%					
PIC Club	10%	17%	7%	11%	10%					
Guam Reef & Olive Spa	6%	17%		6%	10%					
Lotte Hotel Guam	5%		2%	1%	13%	100%				
Holiday Resort Guam	4%		10%	3%						
Outrigger Guam Resort	3%		2%	4%						
Home stay/ friend/ relative	1%		2%	1%						
Tumon Bay Capital Hotel	1%		2%							
Condo	1%		2%							
Hyatt Regency Guam	1%				3%					
Pacific Star Resort & Spa	1%		2%							
Total	Count	150	6	42	70	30	1			

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Guam's natural beauty/ beaches
 - Business trip
 - Convention/ Trade Show/ Conference
- 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	No Visa required	97%	100%	94%	99%	95%	93%	100%
	Natural beauty	94%	100%	87%	94%	100%	91%	97%
	Safe	82%	100%	71%	87%	79%	75%	89%
	Relax	81%	100%	58%	82%	95%	80%	81%
	Short travel time	67%	100%	74%	62%	68%	59%	75%
	Previous trip	39%	33%	45%	36%	39%	36%	41%
	Company/ Business Trip	27%		23%	31%	26%	35%	20%
	Recomm- friend/family/trvl agnt	27%	67%	29%	26%	24%	25%	28%
	Pleasure	21%		23%	19%	24%	21%	20%
	Convention/ Trade/ Conference	18%		3%	22%	24%	17%	19%
	Company Sponsored	18%		6%	21%	24%	17%	19%
	Shopping	16%		13%	23%	5%	8%	24%
	Other	7%	33%	16%	4%	3%	5%	8%
	Organized sports	1%			1%		1%	
	Scuba	1%			1%			1%
	Visit friends/ Relatives	1%		3%				1%
	Price	1%			1%			1%
	Total	Count	150	3	31	78	38	75

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	2,263,125-3,661,606	3,661,607+	No Income
Q5A	No Visa required	97%	100%	100%	94%	97%	100%			
	Natural beauty	94%	100%	95%	94%	90%	100%			
	Safe	82%	100%	86%	79%	80%	100%			
	Relax	81%	100%	81%	77%	83%	100%			
	Short travel time	67%	100%	69%	61%	70%	100%			
	Previous trip	39%	17%	36%	39%	47%	100%			
	Company/ Business Trip	27%		21%	36%	23%				
	Recomm- friend/family/trvl agnt	27%	50%	38%	19%	23%				
	Pleasure	21%		31%	14%	23%	100%			
	Convention/ Trade/ Conference	18%		12%	26%	13%				
	Company Sponsored	18%		14%	24%	13%				
	Shopping	16%		14%	16%	23%				
	Other	7%		12%	4%	7%				
	Organized sports	1%			1%					
	Scuba	1%				3%				
	Visit friends/ Relatives	1%		2%						
	Price	1%		2%						
	Total	Count	150	6	42	70	30	1		

SECTION 3 **EXPENDITURES**

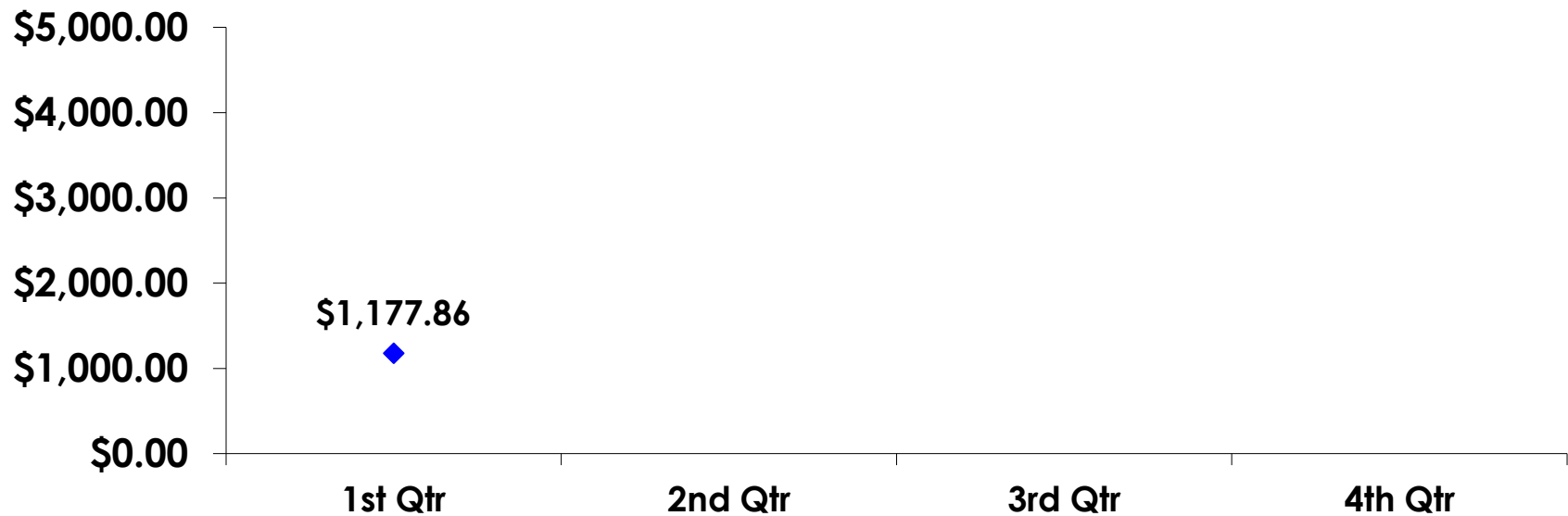
Prepaid Expenditures

Ruble 66.80 /US\$1

- \$2,325.15 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$5,988 = maximum (highest amount recorded for the entire sample)
- \$1,177.86 = overall mean average per person prepaid expenditures

PREPAID EXPENDITURES

Per Person



YTD=\$1,177.86

Breakdown of Prepaid Expenditures

Rub 66.80=\$1

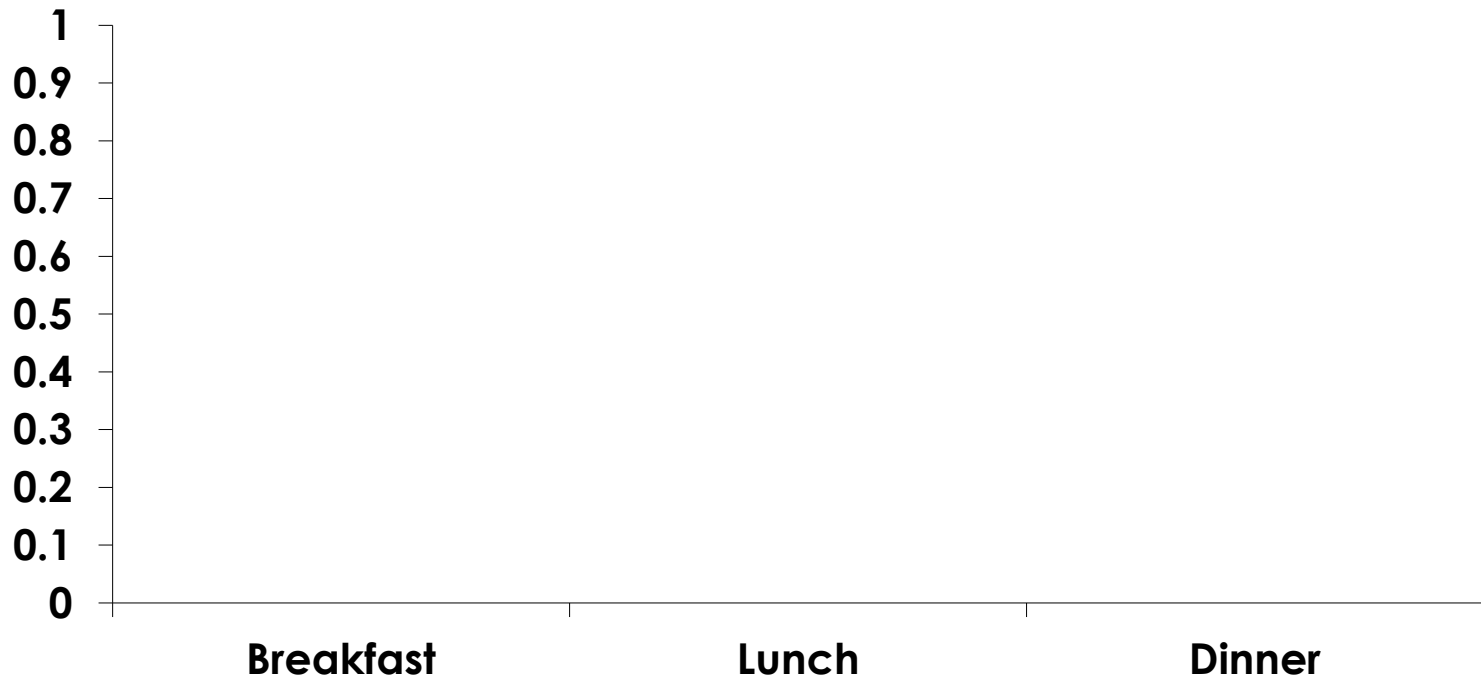
**(Filter: Only those who responded/
Per Travel Party)**

	MEAN \$
Air & Accommodation package only	\$2,857.14
Air & Accommodation w/ daily meal package	\$4,524.35
Air only	\$932.42
Accommodation only	\$818.36
Accommodation w/ daily meal only	\$-
Food & Beverages in Hotel	\$-
Ground transportation – Russia	\$-
Ground transportation – Guam	\$-
Optional tours/ activities	\$-
Other expenses	\$-
Total Prepaid	\$2,325.15

PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n= (none recorded)

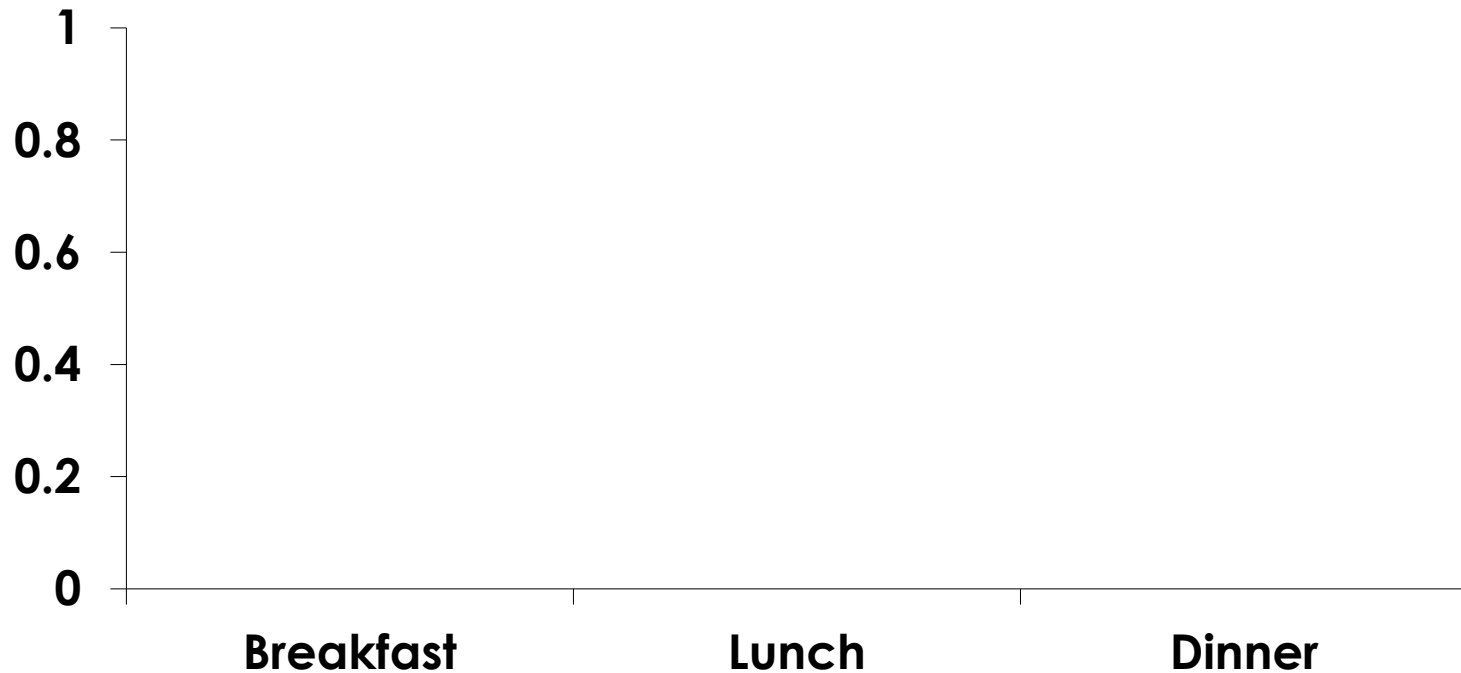


Mean=\$4,524.35 per travel party

PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

n=x



Mean=\$x per travel party

PREPAID GROUND TRANSPORTATION

n=x



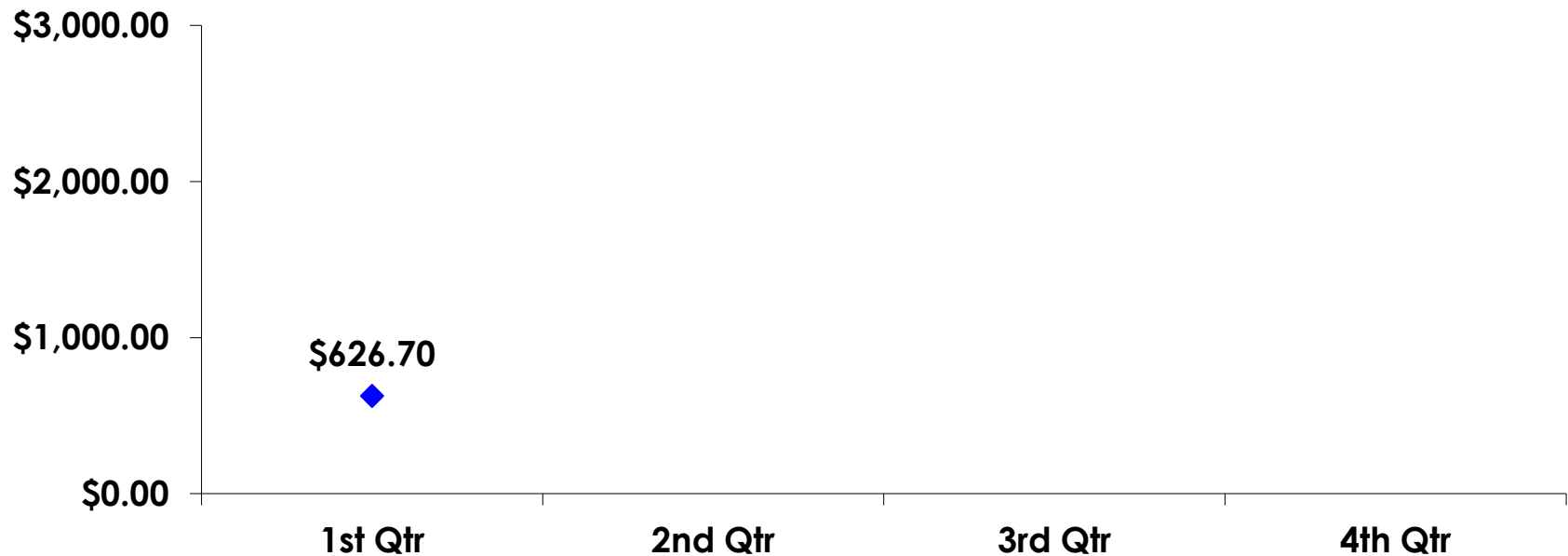
Mean=\$xxx per travel party

On-Island Expenditures

- \$914.21 = overall mean average on-island expense (for entire travel party size) by respondent
- \$200 = Minimum (lowest amount recorded for the entire sample)
- \$3,800 = Maximum (highest amount recorded for the entire sample)
- \$626.70 = overall mean average per person on-island expenditure

ON-ISLAND EXPENDITURES

Per Person



YTD = \$626.70

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	\$626.70	\$490.60	\$762.81	\$315.00	\$449.74	\$481.27	\$526.66	\$360.00	\$806.06	\$767.73	\$678.33
	Median	\$500	\$425	\$645	\$315	\$410	\$440	\$500	\$360	\$805	\$600	\$600
	Minimum	\$133	\$210	\$133	\$210	\$340	\$233	\$225	\$360	\$170	\$133	\$200
	Maximum	\$2,020	\$1,570	\$2,020	\$420	\$640	\$1,115	\$1,570	\$360	\$1,700	\$2,020	\$1,550

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$40.93	\$40.92	\$40.93	\$33.33	\$47.90	\$36.09	\$45.76
	Median	\$30	\$30	\$30	\$0	\$50	\$30	\$40
F&B FF/STORE	Mean	\$66.03	\$67.80	\$64.27	\$46.67	\$78.71	\$64.62	\$60.13
	Median	\$50	\$50	\$50	\$50	\$90	\$48	\$0
F&B RESTRNT	Mean	\$107.01	\$95.20	\$118.81	\$50.00	\$111.77	\$110.46	\$100.53
	Median	\$100	\$75	\$120	\$30	\$125	\$110	\$78
OPT TOUR	Mean	\$96.47	\$99.20	\$93.75	\$66.67	\$68.71	\$100.01	\$114.21
	Median	\$35	\$40	\$0	\$60	\$0	\$40	\$15
GIFT- SELF	Mean	\$351.60	\$284.67	\$418.53	\$83.33	\$440.97	\$346.03	\$311.32
	Median	\$250	\$220	\$300	\$100	\$250	\$265	\$255
GIFT- OTHER	Mean	\$189.87	\$146.40	\$233.33	\$50.00	\$169.52	\$188.91	\$219.47
	Median	\$150	\$100	\$200	\$50	\$150	\$150	\$135
TRANS	Mean	\$65.23	\$67.27	\$63.20	\$0.00	\$46.52	\$71.74	\$72.29
	Median	\$22	\$20	\$30	\$0	\$0	\$28	\$40
OTHER	Mean	\$9.73	\$9.20	\$10.27	\$0.00	\$6.13	\$10.32	\$12.24
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	Mean	\$914.21	\$810.65	\$1,017.76	\$330.00	\$973.45	\$928.18	\$883.32
	Median	\$820	\$736	\$1,000	\$360	\$850	\$865	\$738

On-Island Expenditures

First Timers & Repeaters

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$40.93	\$34.77	\$49.66
	Median	\$30	\$30	\$40
F&B FF/STORE	Mean	\$66.03	\$62.44	\$71.13
	Median	\$50	\$40	\$75
F&B RESTRNT	Mean	\$107.01	\$93.59	\$126.05
	Median	\$100	\$65	\$125
OPT TOUR	Mean	\$96.47	\$100.12	\$91.29
	Median	\$35	\$40	\$0
GIFT- SELF	Mean	\$351.60	\$281.82	\$450.65
	Median	\$250	\$200	\$375
GIFT- OTHER	Mean	\$189.87	\$155.34	\$238.87
	Median	\$150	\$110	\$200
TRANS	Mean	\$65.23	\$46.88	\$91.29
	Median	\$22	\$0	\$50
OTHER	Mean	\$9.73	\$8.64	\$11.29
	Median	\$0	\$0	\$0
TOTAL	Mean	\$914.21	\$783.60	\$1,099.58
	Median	\$820	\$600	\$1,030

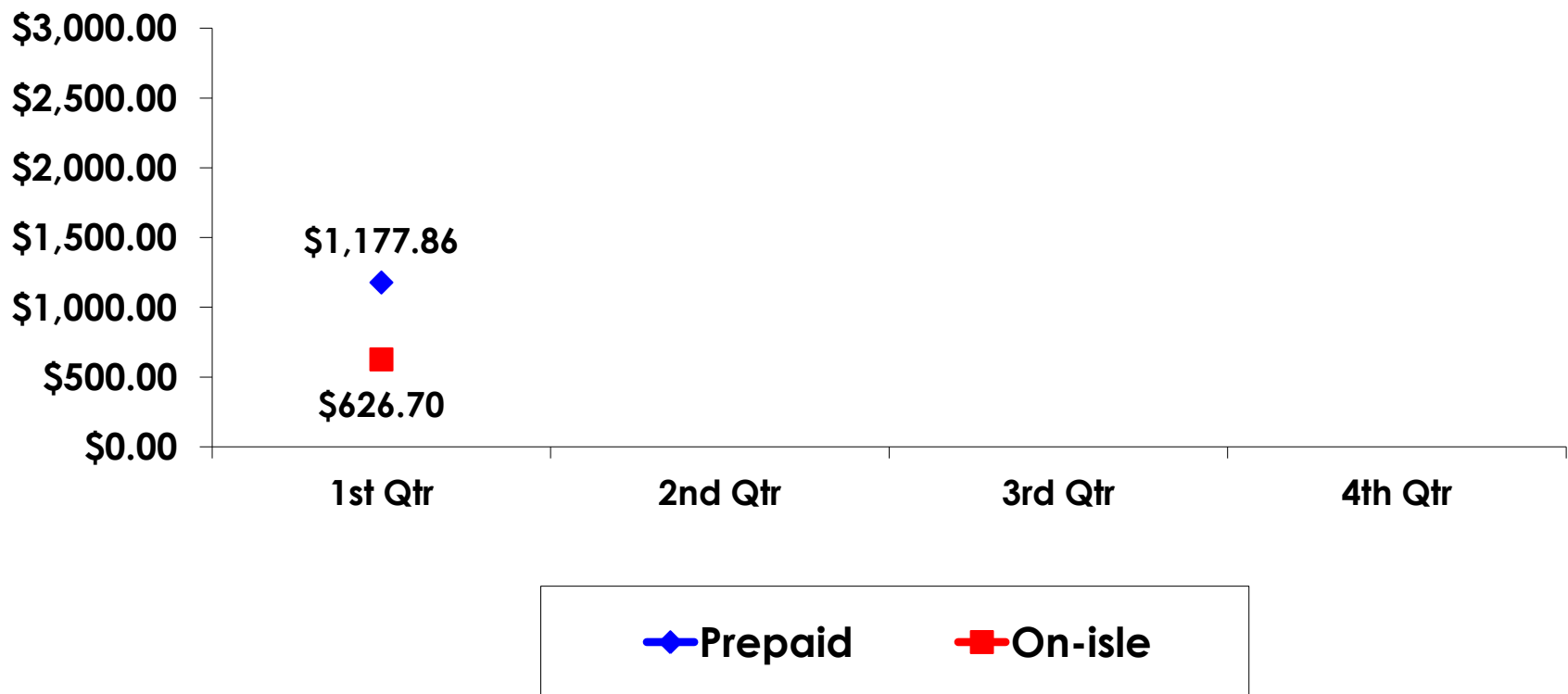
ON-ISLE EXPENDITURES – Per Day

Travel Party YTD = \$104.21 Per Person YTD = \$80.18



PREPAID/ ON-ISLE EXPENDITURES – Per Person

Prepaid YTD = \$1,177.86 On-Isle YTD = \$626.70

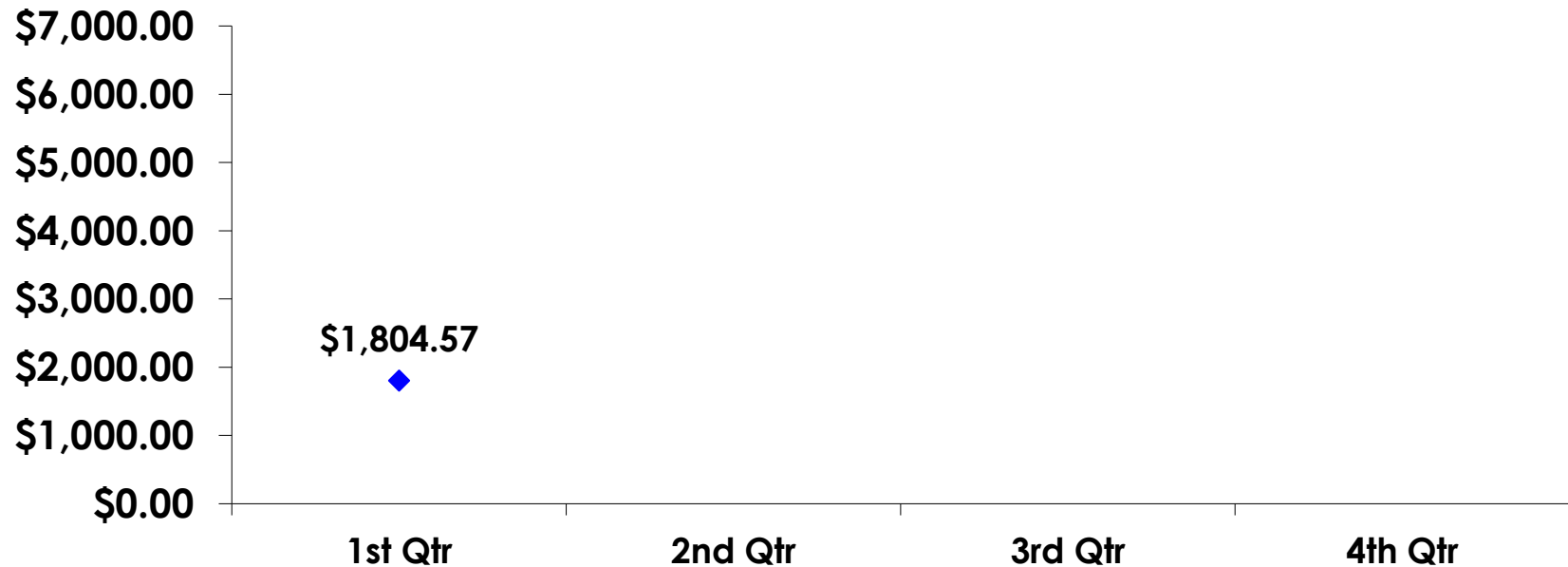


Total Expenditures Per Person (Prepaid & On-Island)

- \$1,804.57 = overall average
- \$200 = Minimum (lowest amount recorded for the entire sample)
- \$4,445 = Maximum (highest amount recorded for the entire sample)

TOTAL EXPENDITURES

Per Person



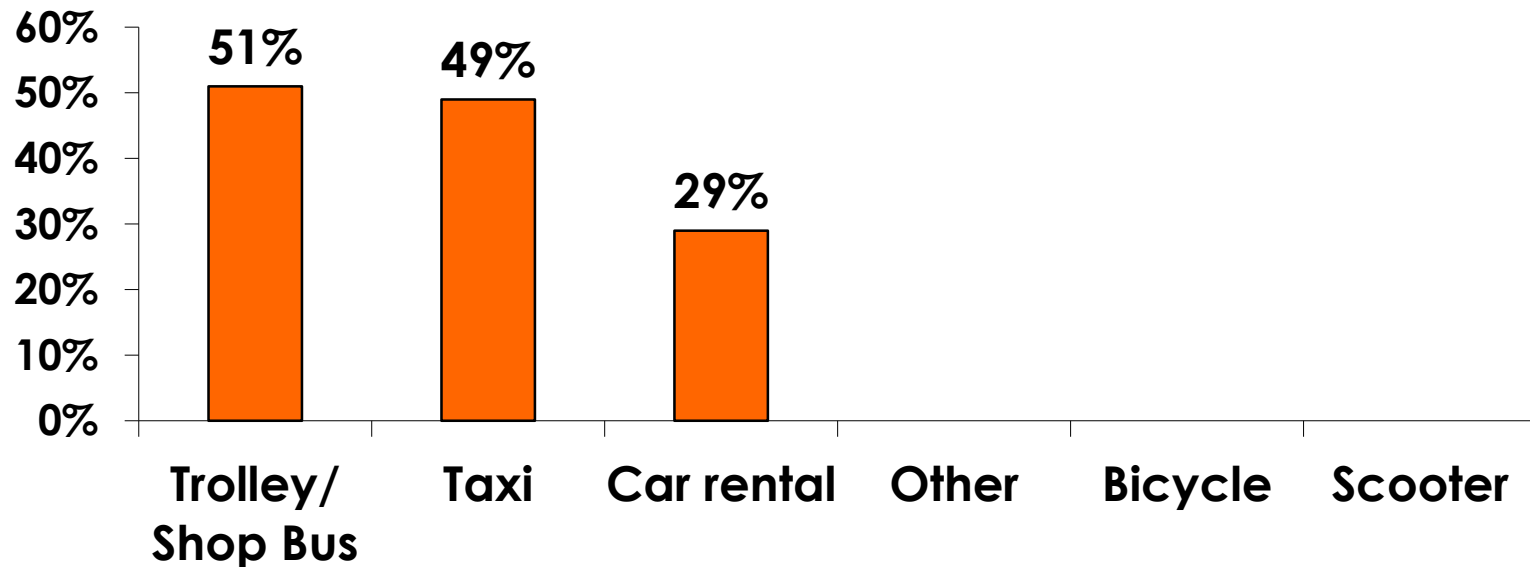
YTD=\$1,804.57

Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$40.93
Food & beverage in fast food restaurant/convenience store	\$66.03
Food & beverage at restaurants or drinking establishments outside a hotel	\$107.01
Optional tours and activities	\$96.47
Gifts/ souvenirs for yourself/companions	\$351.60
Gifts/ souvenirs for friends/family at home	\$189.87
Local transportation	\$65.23
Other expenses not covered	\$9.73
Average Total	\$914.21

Local Transportation

n=78



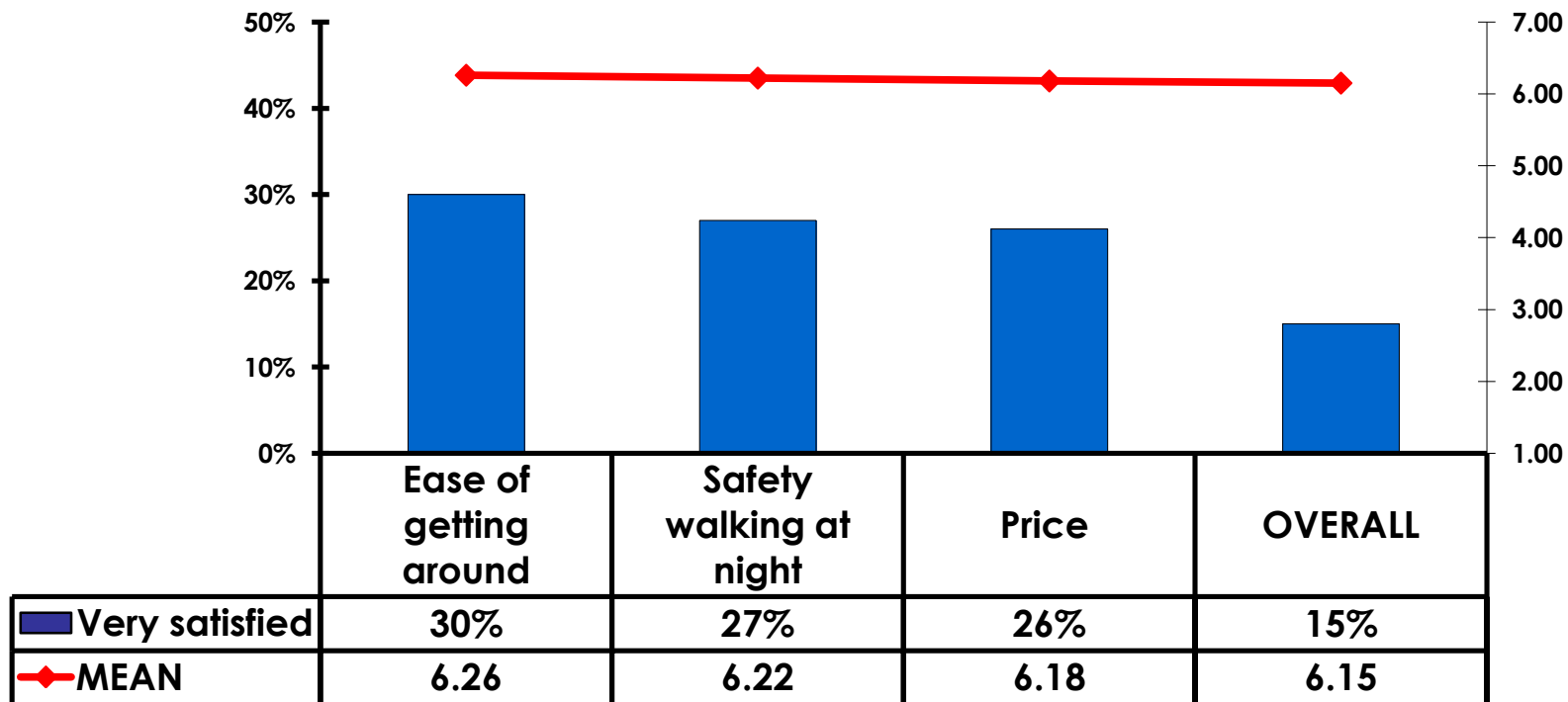
Mean=\$65.23 per travel party

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

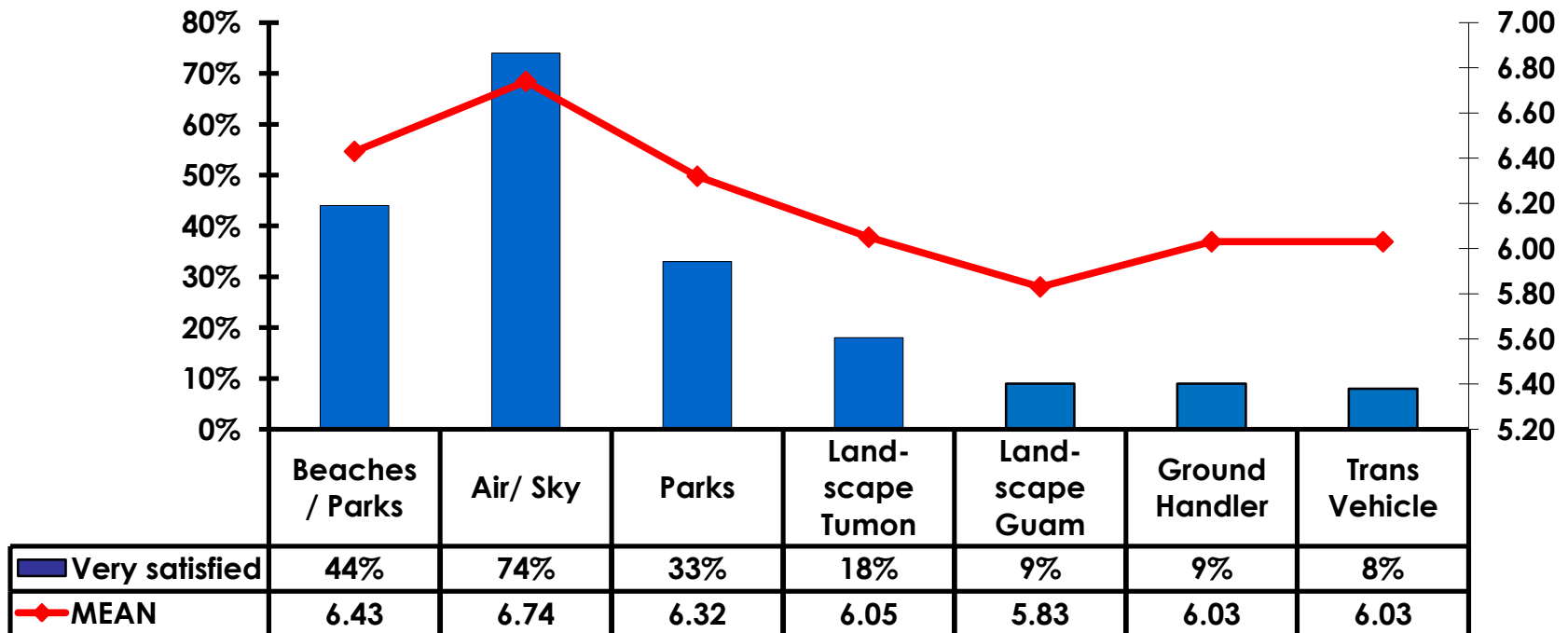
7=Very Satisfied/1=Very Dissatisfied



Satisfaction Quality/ Cleanliness

7pt Rating Scale

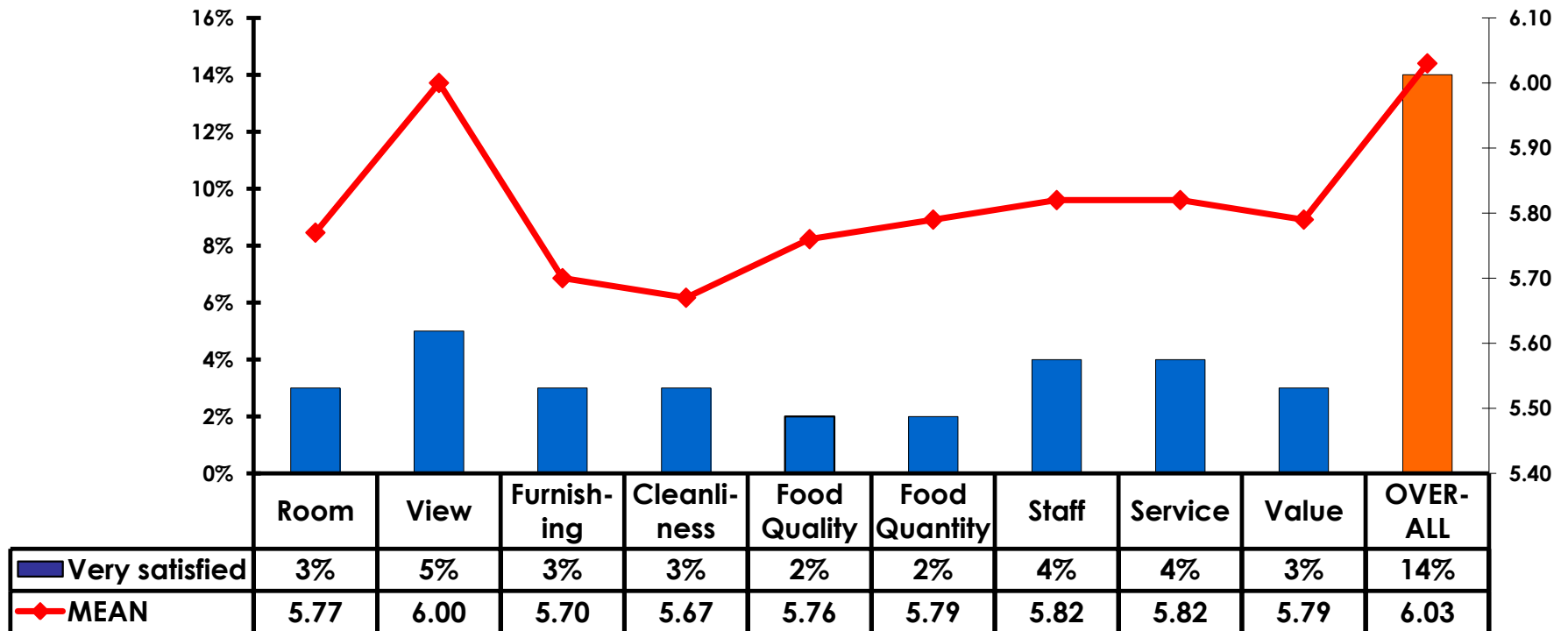
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

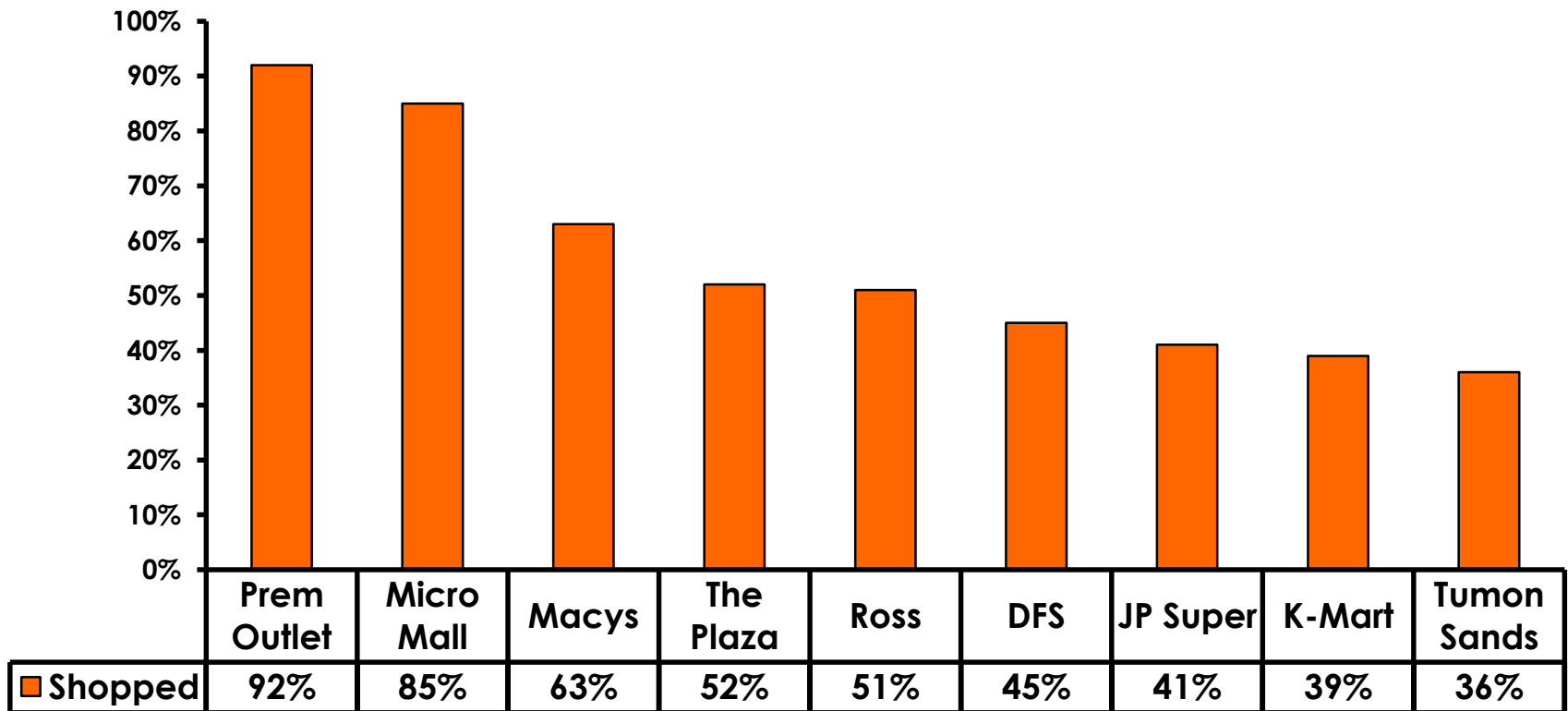
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

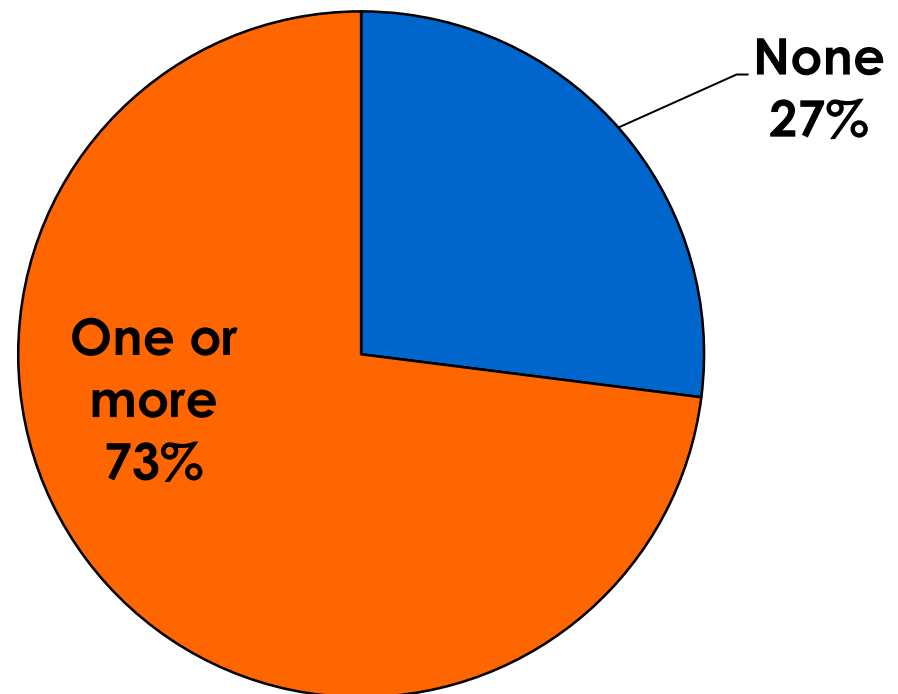
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

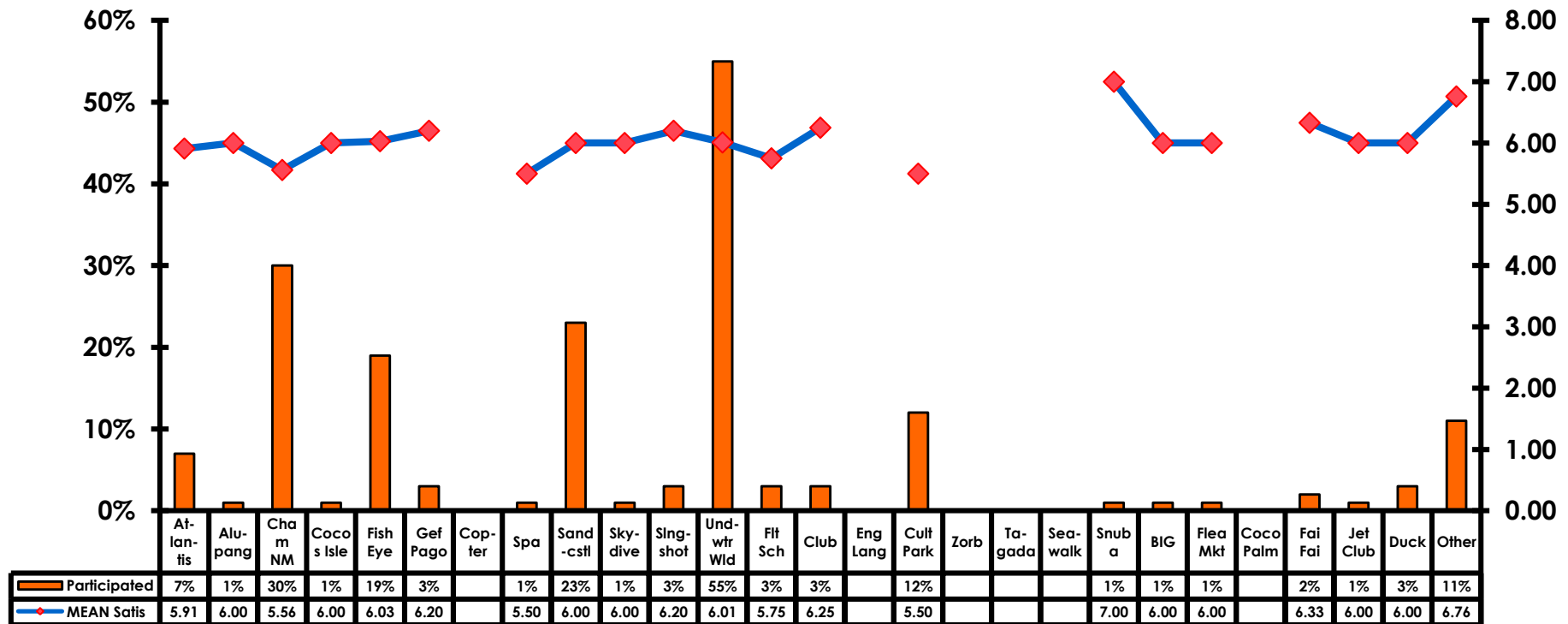
Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 88%	Score of 6 to 7 = 63%
Score of 4 to 5 = 12%	Score of 4 to 5 = 37%
Score 1 to 3 = -%	Score 1 to 3 = -%
MEAN = 6.10	MEAN = 5.79

Optional Tour Participation

- Average number of tours participated in is 2.31



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 = 91%	Score of 6 to 7 = 63%
Score of 4 to 5 = 8%	Score of 4 to 5 = 38%
Score 1 to 3 = -%	Score 1 to 3 = -%
MEAN = 6.13	MEAN = 5.77

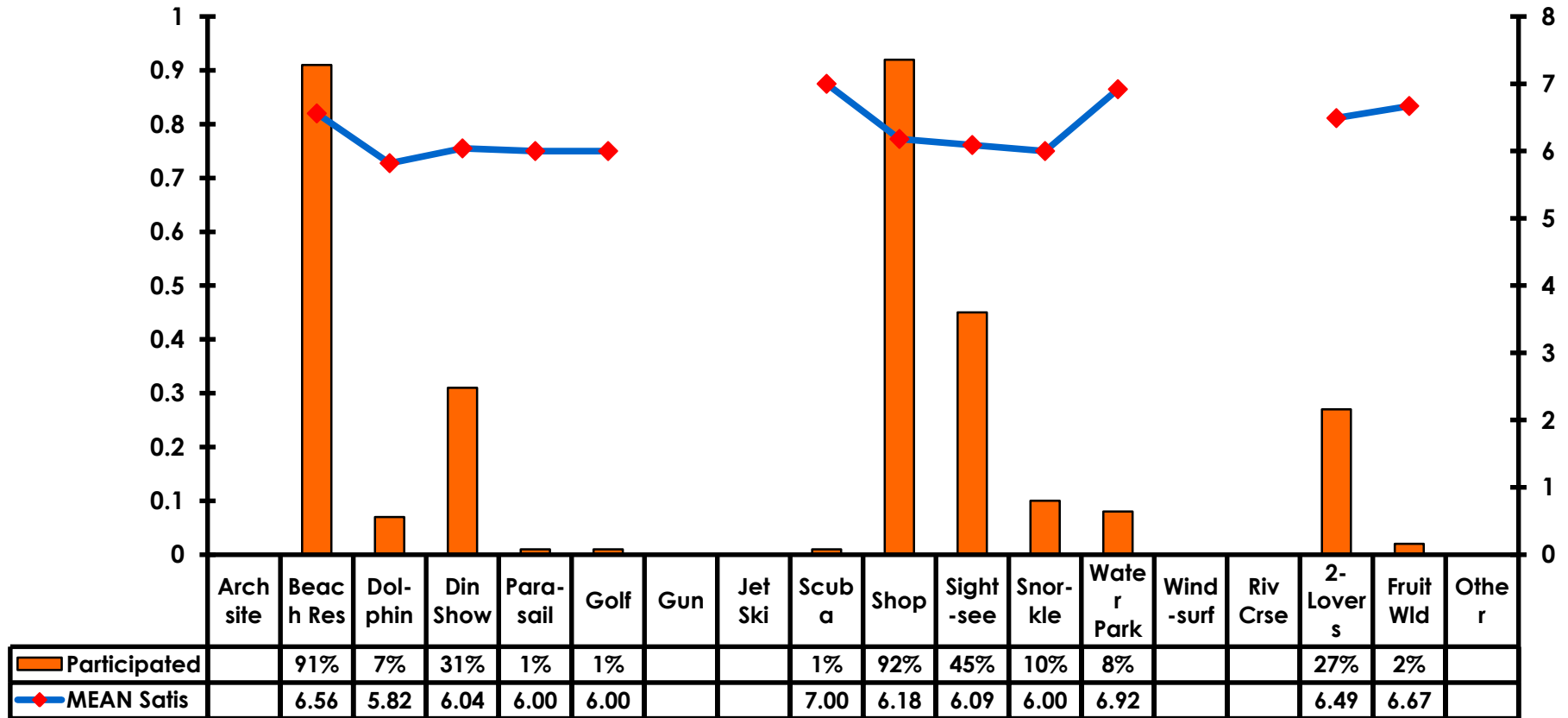
Night Tours Satisfaction

7pt Rating Scale

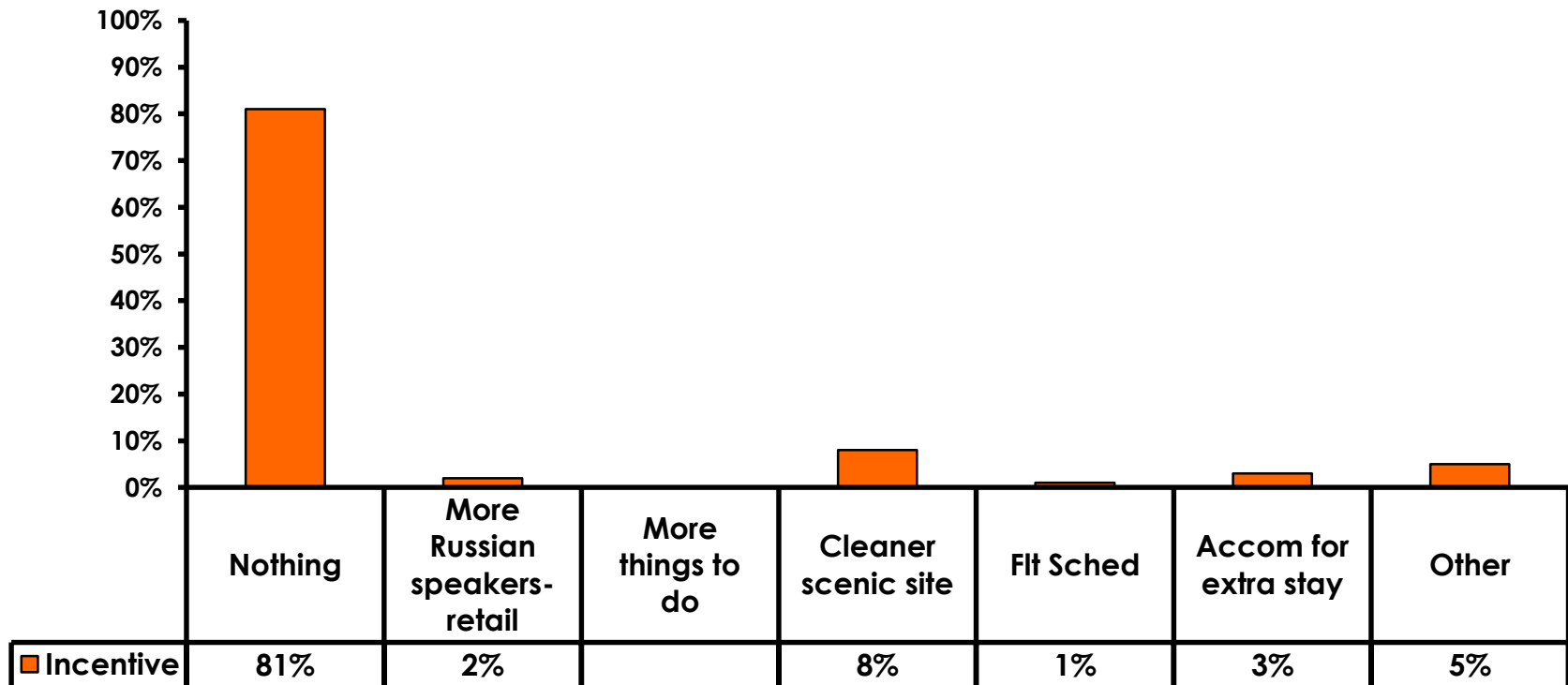
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 74%	Score of 6 to 7 = 46%
Score of 4 to 5 = 26%	Score of 4 to 5 = 55%
Score 1 to 3 = -%	Score 1 to 3 = -%
MEAN = 5.87	MEAN = 5.51

Satisfaction with Other Activities



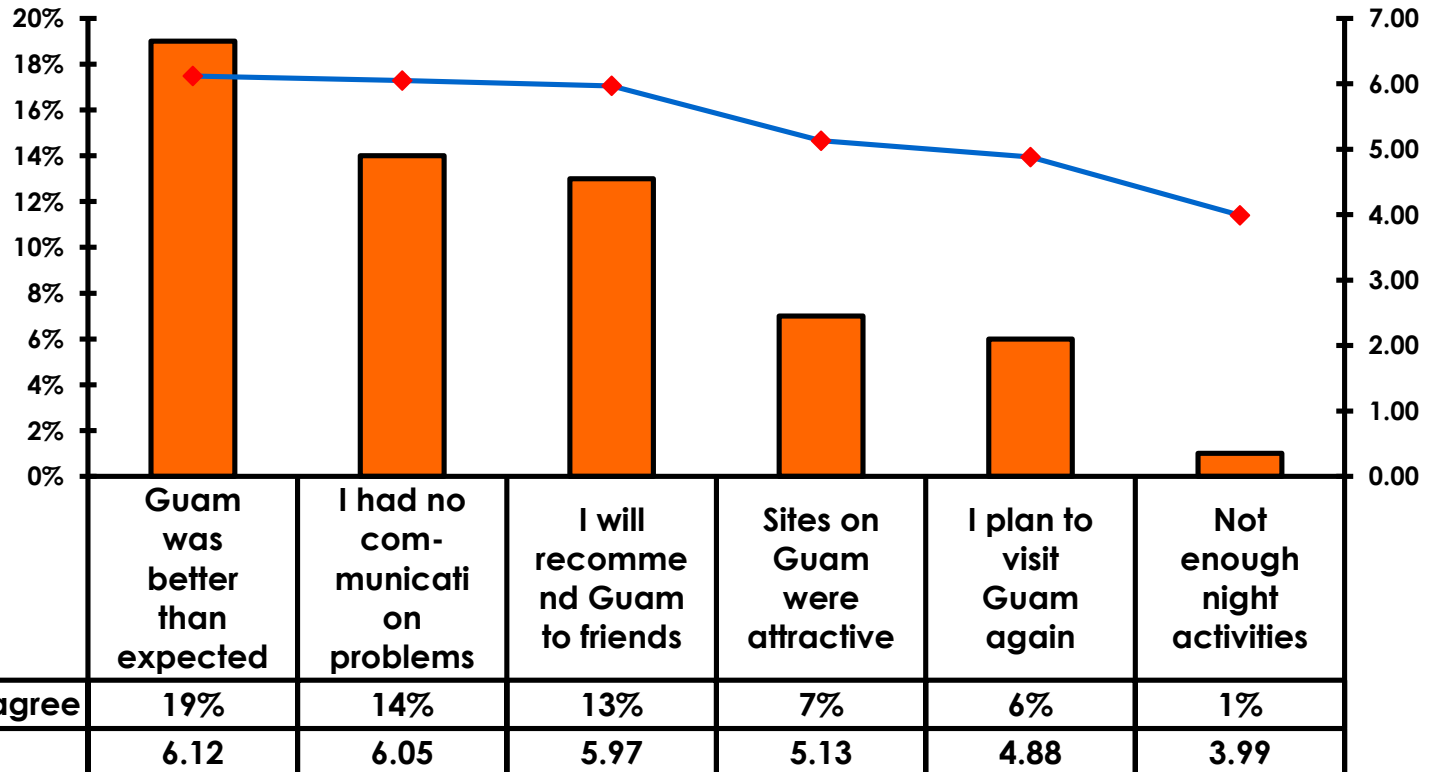
What would it take to make Guam more enjoyable for families?



On-Island Perceptions

7pt Rating Scale

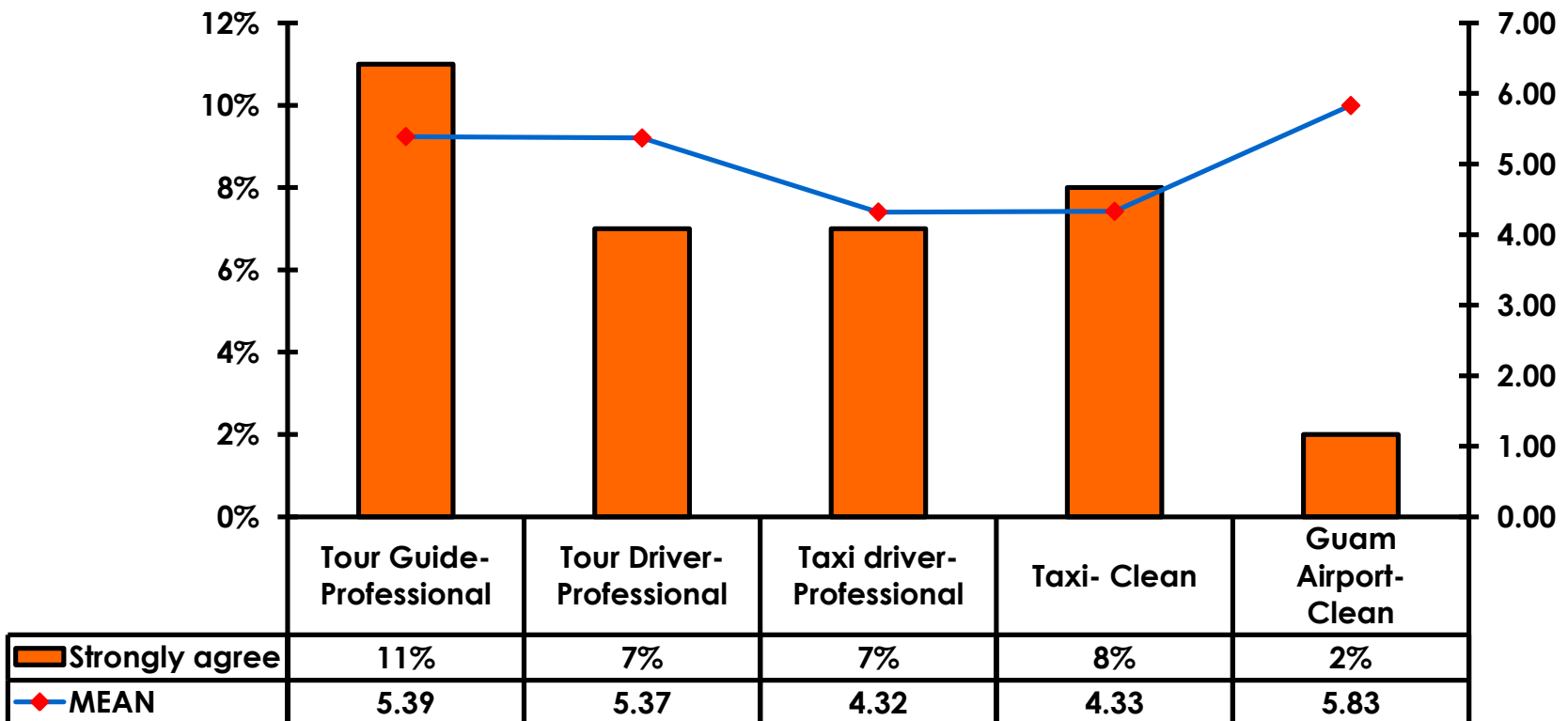
7=Very Satisfied/ 1=Very Dissatisfied



Transportation

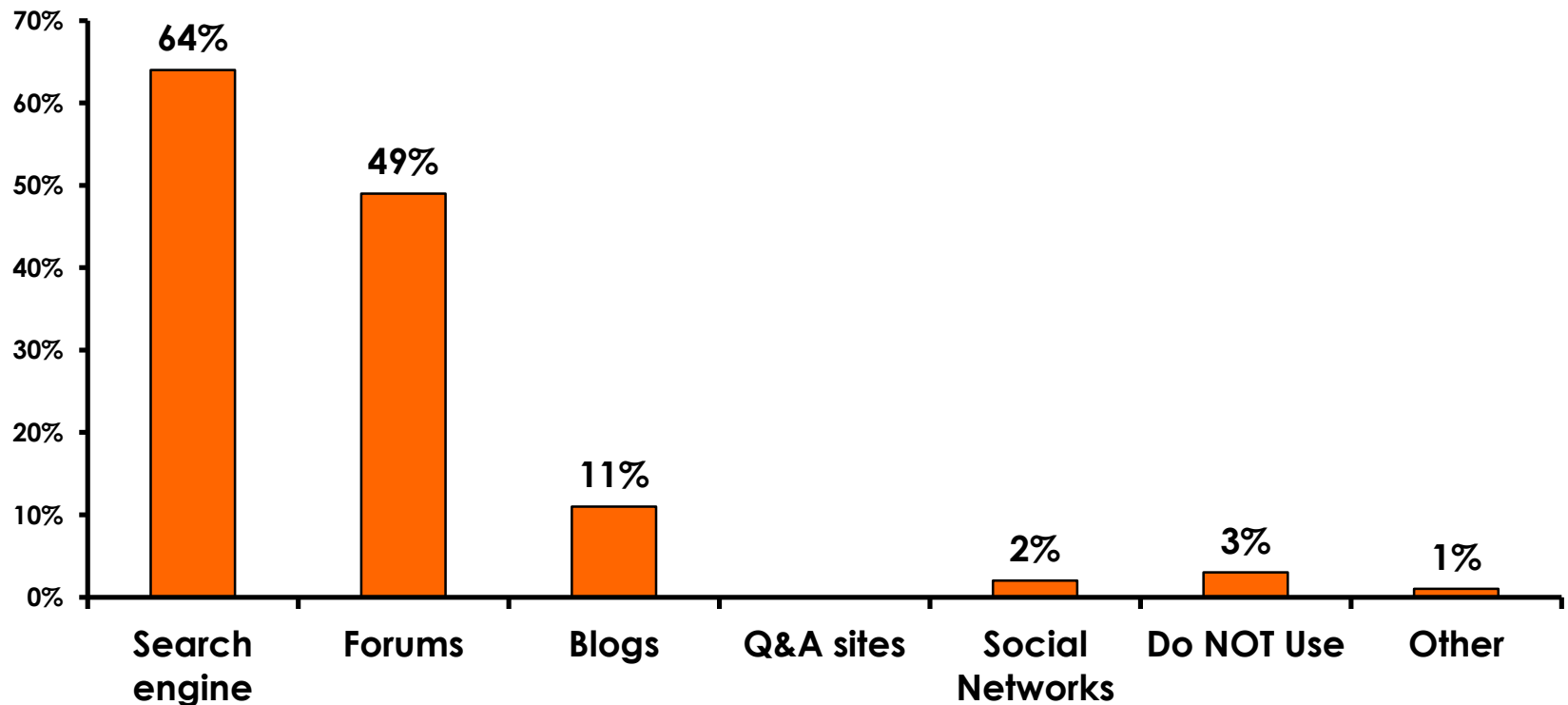
7pt Rating Scale

7=Strongly agree/ 1=Strongly disagree



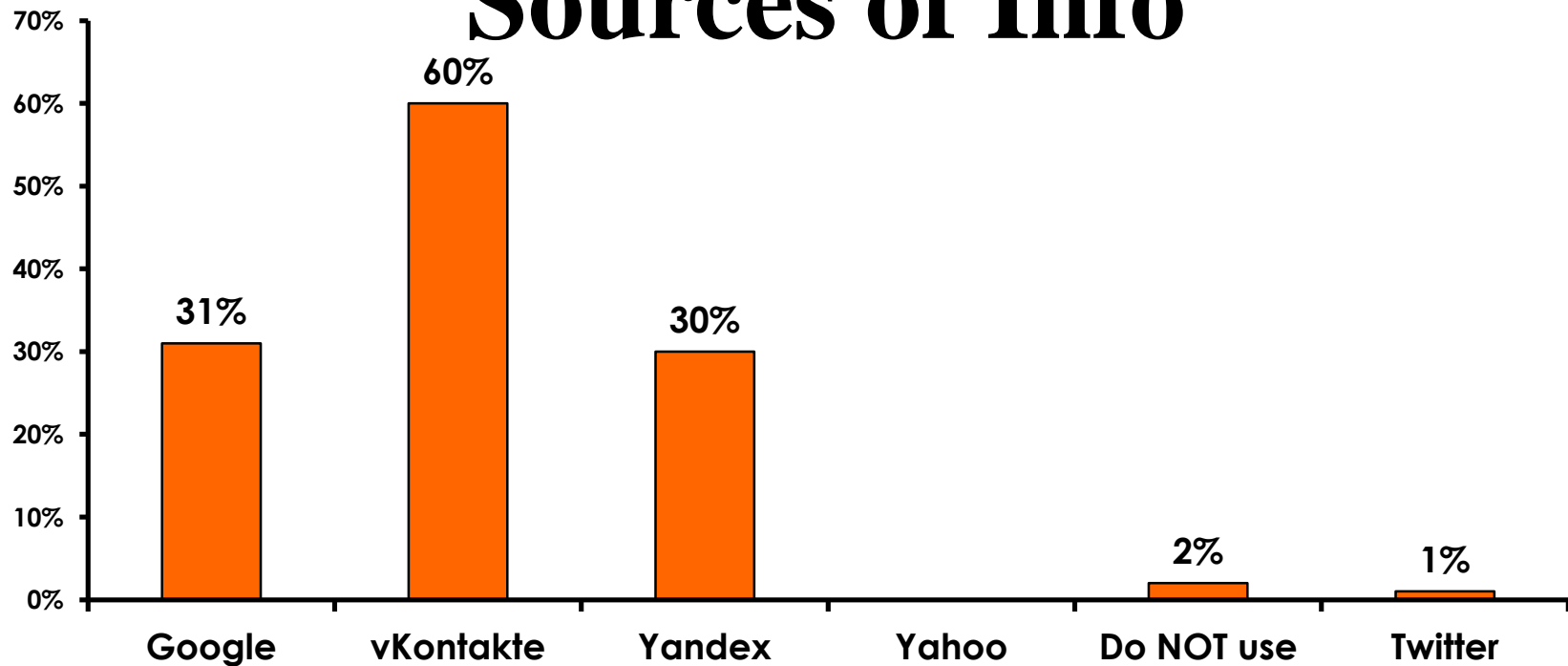
SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

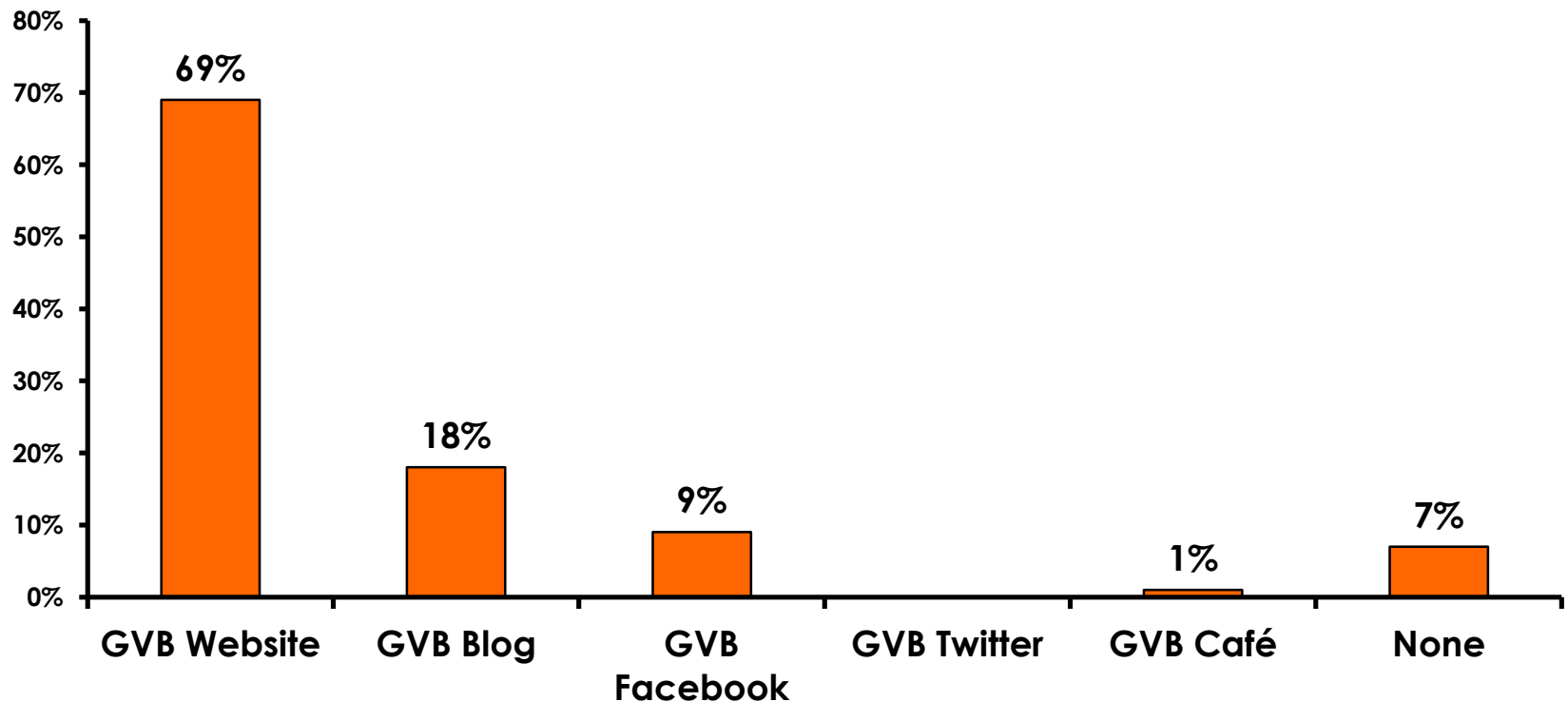


Internet- Things To Do

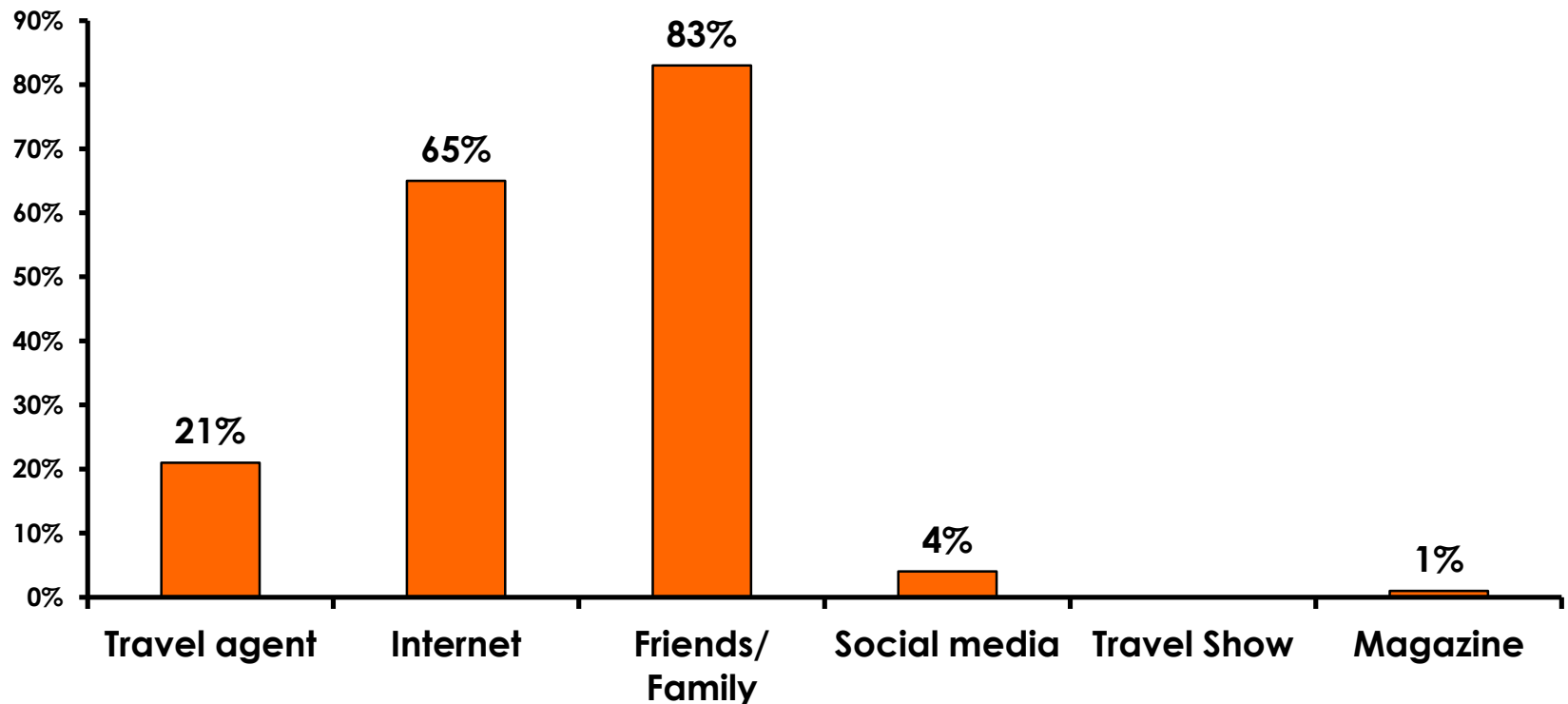
Sources of Info



Internet- GVB Sources

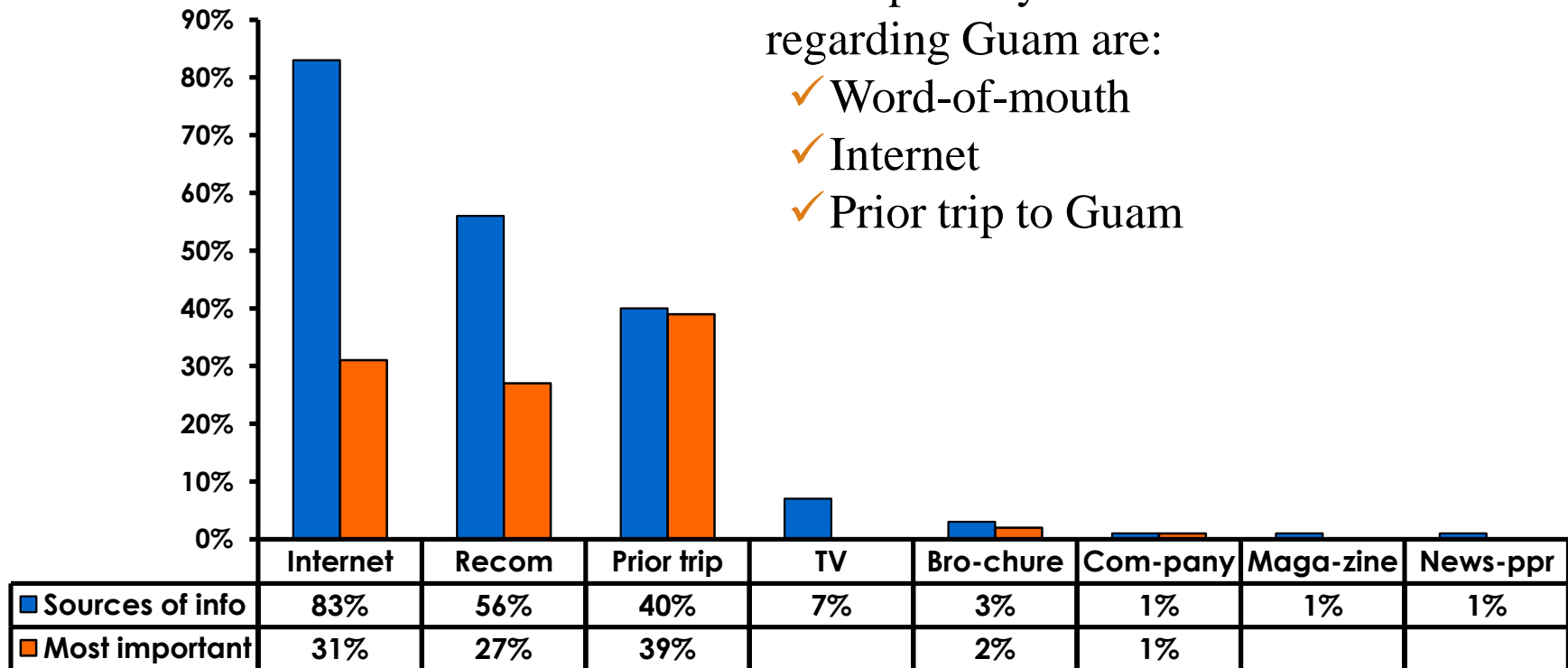


Travel Motivation- Info Sources



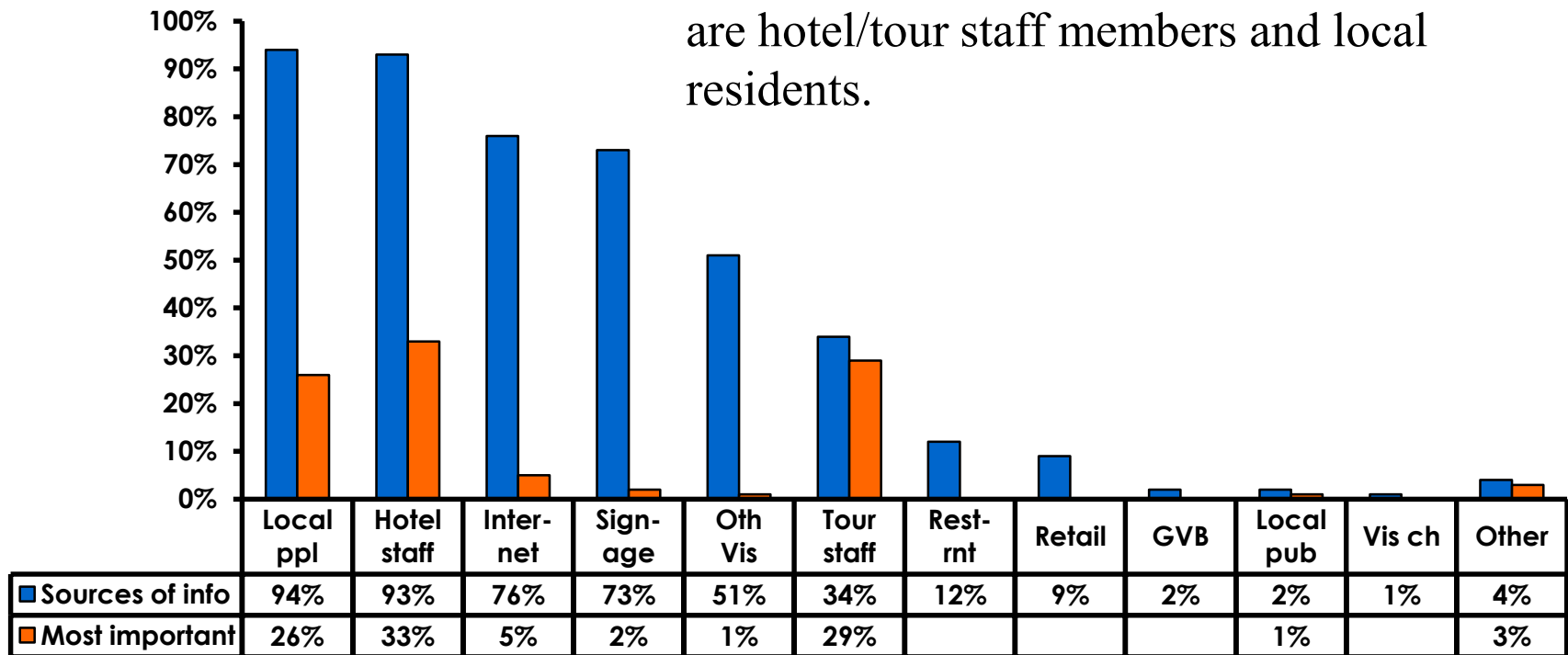
Sources of Information Pre-arrival

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



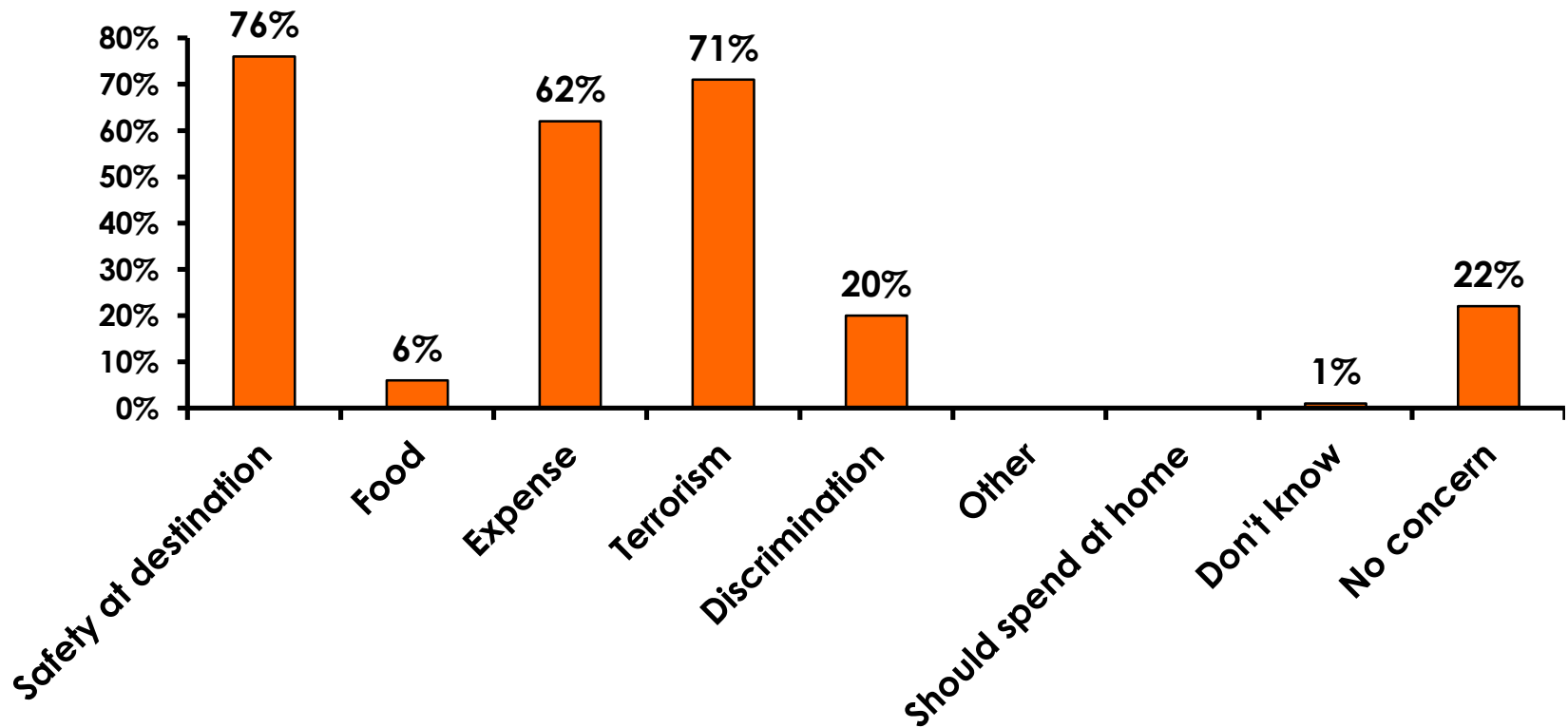
Sources of Information Post-arrival

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



SECTION 6 **OTHER ISSUES**

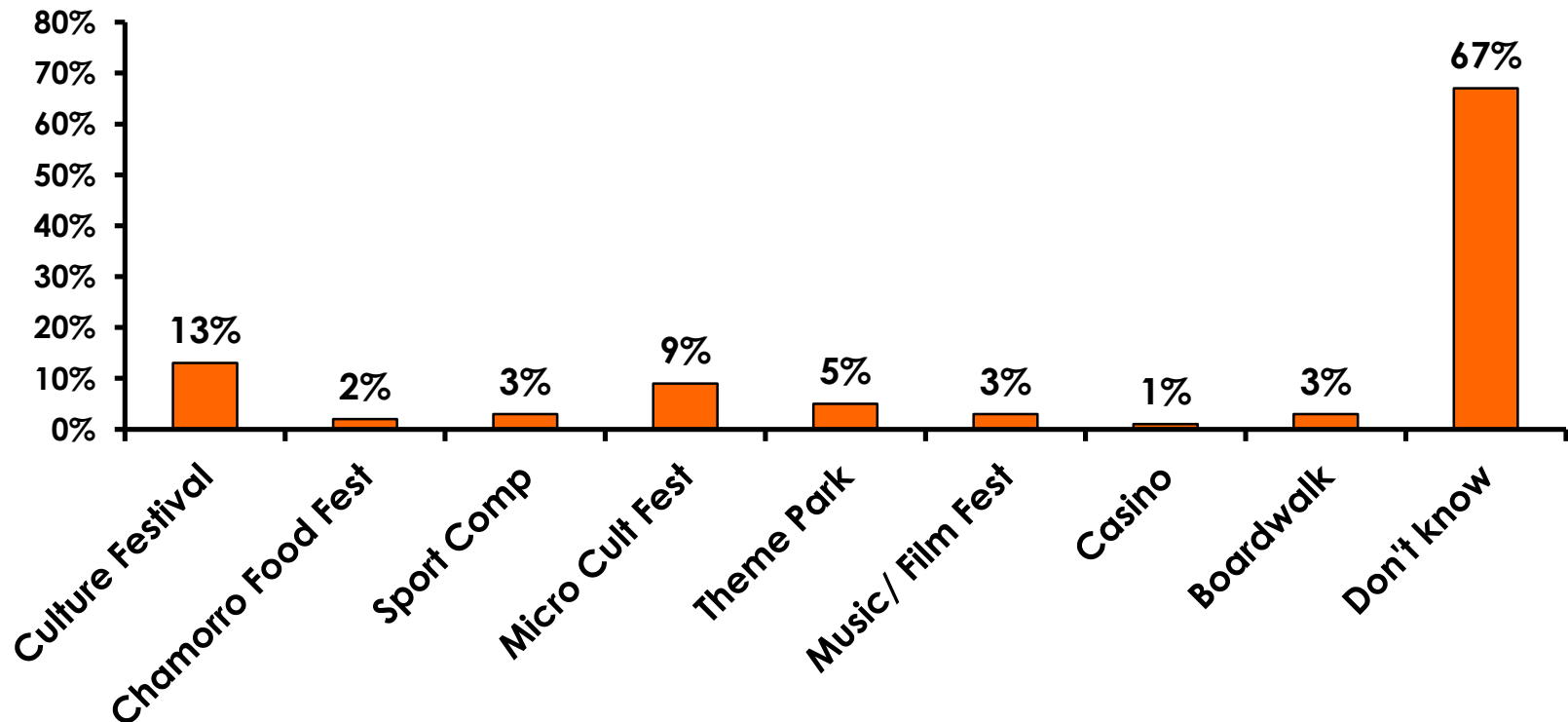
Concerns about travel outside of Russia - Overall



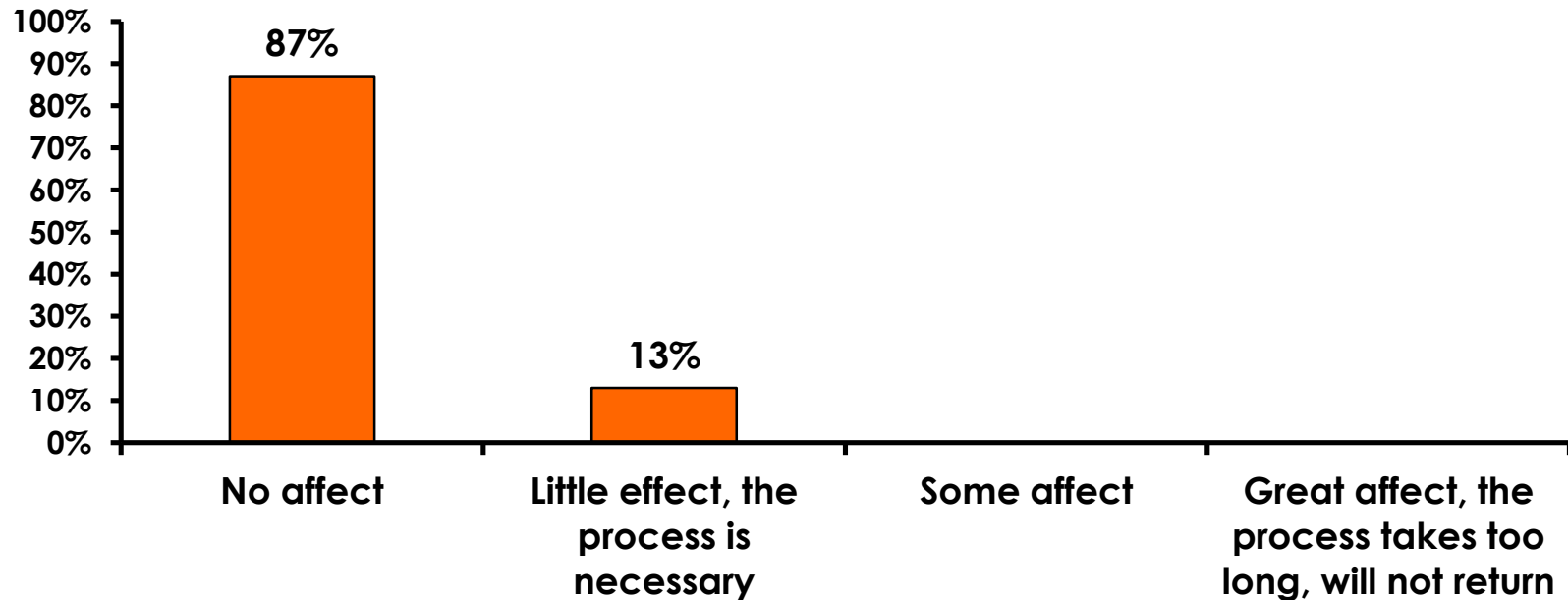
Concerns about travel outside of Russia - By Age & Income

		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	2,563,125-3,661,606	3,661,607+	No Income
Q21	Safety	76%	100%	77%	73%	79%	83%	86%	77%	60%				
	Terrorism	71%	67%	74%	66%	79%	67%	81%	71%	57%	100%			
	Expense	62%	67%	74%	61%	55%	67%	79%	64%	40%				
	No concerns	22%		23%	26%	16%	17%	10%	23%	40%				
	Discrimination against Russians	20%		19%	23%	16%	17%	21%	17%	23%				
	Food	6%		10%	6%	3%	17%	7%	6%	3%				
	Don't know	1%				3%		2%						
	Total	Count	149	3	31	77	38	6	42	69	30	1		

Activities/ Attractions- Appeal



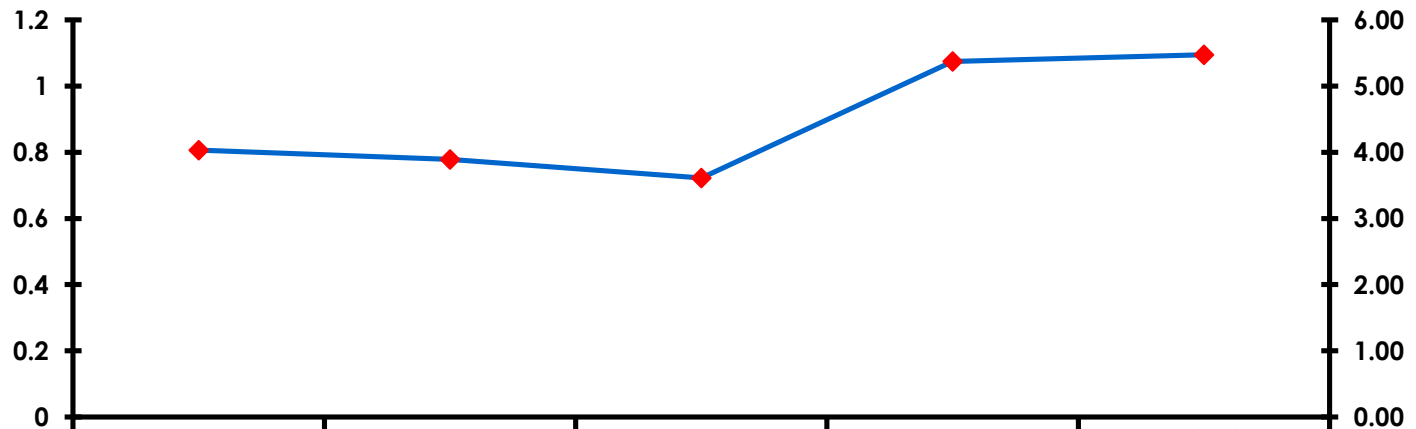
Security Screening/ Immigration Process at Guam International Airport



Airport Arrival Experience

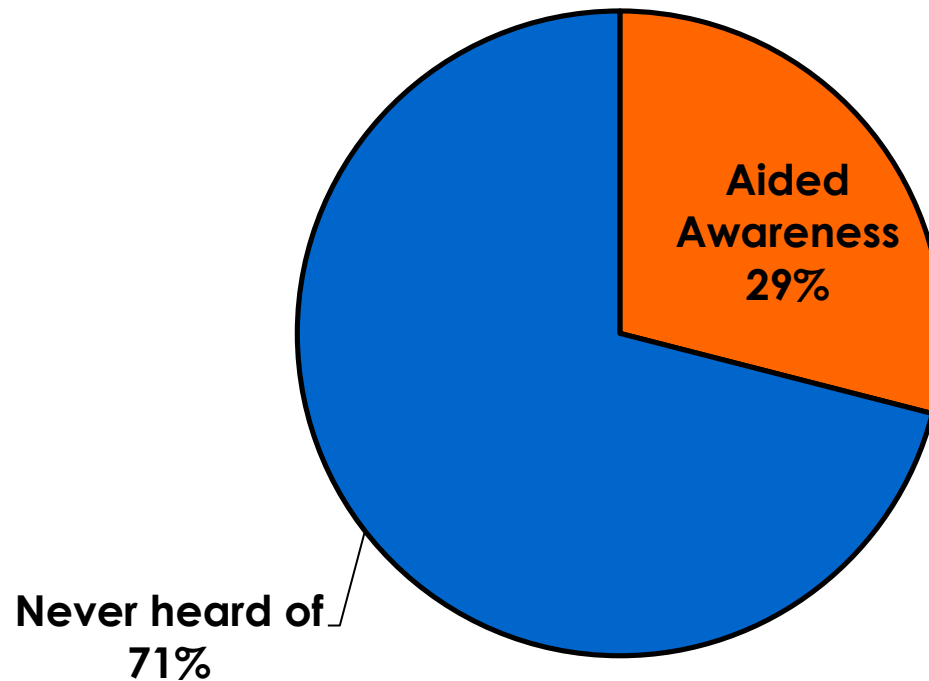
7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



	More Russian speakers	More immigration officers	Friendlier airport officials	Facilities clean/appeal	Facilities need better maintenance
Strongly agree					
MEAN	4.03	3.89	3.61	5.37	5.47

Shop Guam Festival



Shop Guam Festival - Impact

n=43

