



GUAM VISITORS BUREAU

Taiwan Visitor Tracker Exit Profile

FY2012 MARKET SEGMENTATION

1st QTR



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 Chinese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **154** departing Taiwanese visitors were randomly interviewed at the Guam A.B. Wonpat International Airport's departure and waiting areas.
- The margin of error for a sample of **154** is +/- 8.0 percentage points with a 95% confidence level. That is, if all Taiwanese 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:
 - General leisure group
 - Family and/or Child
 - Special interest group
 - Incentive market
 - 20-40 year old
 - Mid-high level income
 - White-collar
 - w/ child
 - Wedding/ Honeymoon
 - Student
 - To identify (for all Hong Kong visitors) the most important determinants of on-island spending; and
 - To identify the most significant factors affecting overall visitor satisfaction.

Highlighted Segments Parameters

- General leisure group – Q.5A
- Family and/or Child – Q.6
- Special interest group – Q.18
- Incentive market – Q.5A/Q.7
- 20-40 year old – Q.E
- Mid-high level income – Q.35
- White-collar – Q.33
- W/child – Q.6
- Wedding/ Honeymoon – Q.5A/ Q.13
- Student – Q.18/ Q.33

Highlighted Segments

	1 st QTR	2 nd QTR	3 rd QTR	4 th QTR
General leisure group	55%			
Child	3%			
Special interest group	3%			
Incentive market	3%			
Male 20-40	53%			
Female 20-40	38%			
Mid-high level income	7%			
White collar	71%			
Families and/or child	12%			
Wedding/ Honeymooner	35%			
Student	3%			
TOTAL	154			

SECTION 1 **PROFILE OF RESPONDENTS**

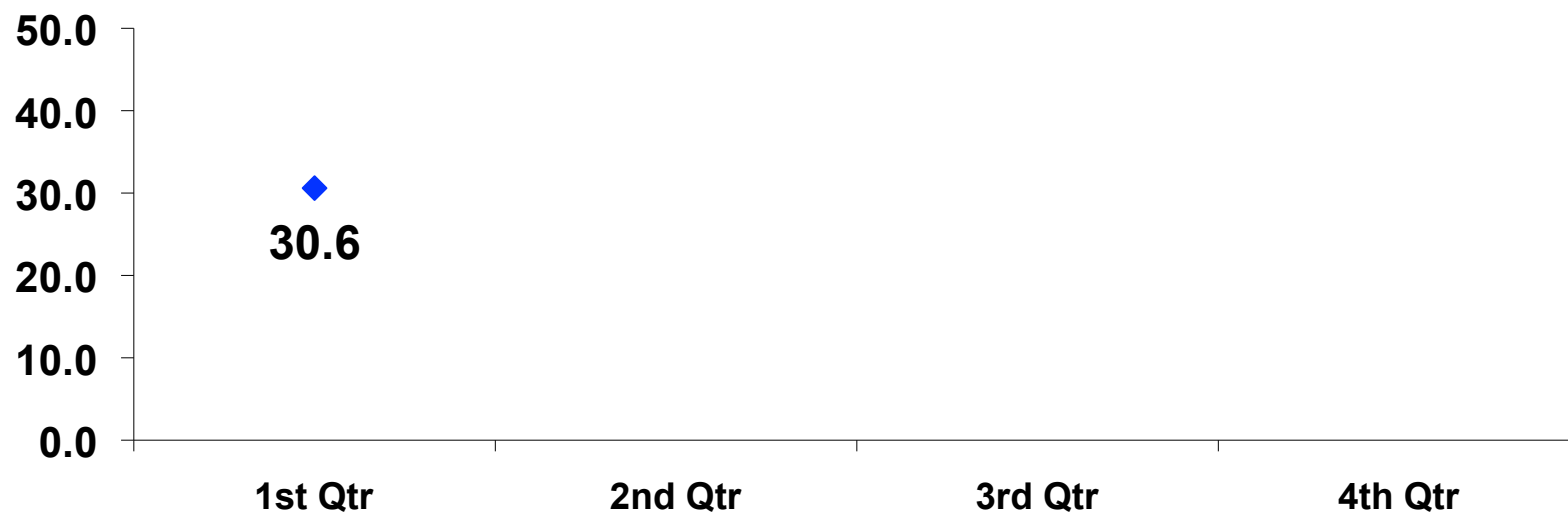
Marital Status Tracking



Marital Status Segmentation

			TOTAL	GEN LEISURE GRP	TRVL CHILD	INCENTIVE MKT	SPEC INT GRP	MALE 20-40	FEMALE 20-40	WHITE COLLAR	FAMILY/ CHILD	WEDDING/HM	STUDENT	MID INCOME
D	Married	Count	85	44	4	1	3	47	27	60	12	41	3	5
		Col %	55%	52%	80%	25%	75%	58%	46%	55%	67%	76%	75%	50%
	Single	Count	69	41	1	3	1	34	32	50	6	13	1	5
		Col %	45%	48%	20%	75%	25%	42%	54%	45%	33%	24%	25%	50%
Total	Count		154	85	5	4	4	81	59	110	18	54	4	10

Average Age Tracking



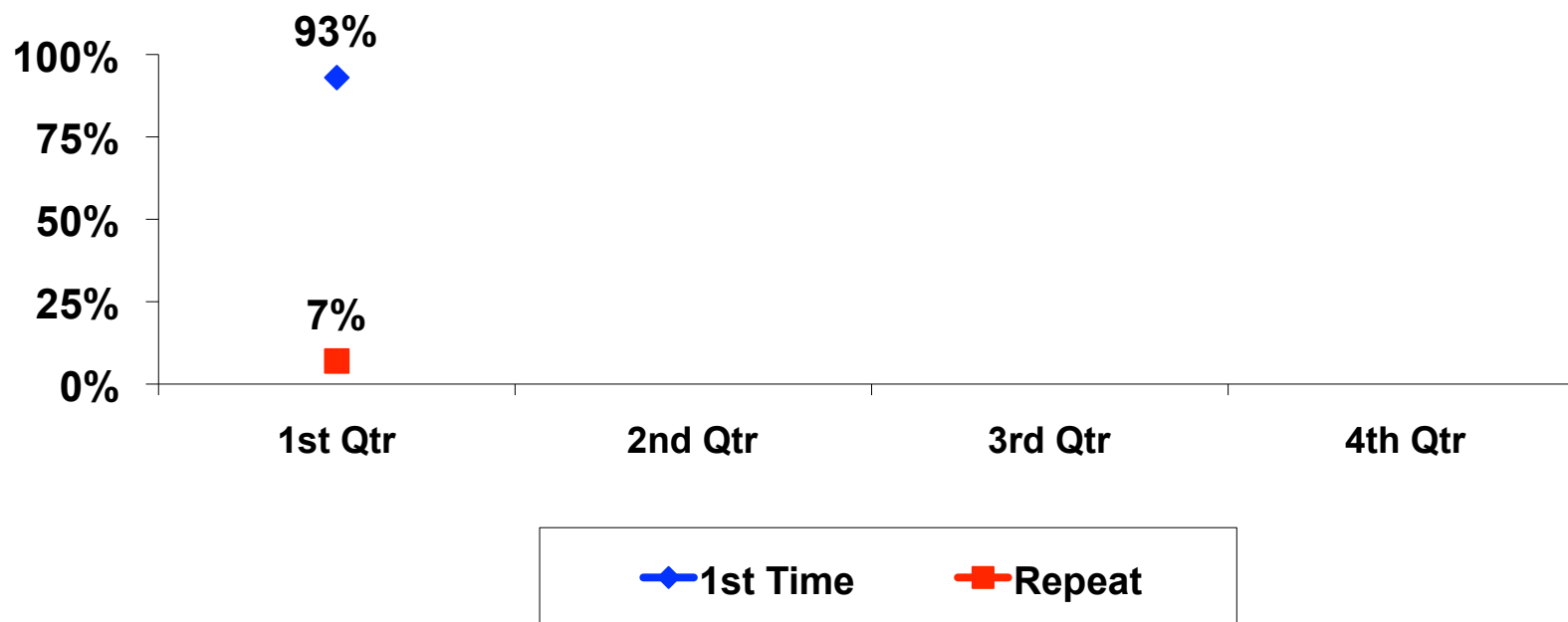
Age Segmentation

			TOTAL	GEN LEISURE GRP	TRVL CHILD	INCENTIVE MKT	SPEC INT GRP	MALE 20-40	FEMALE 20-40	WHITE COLLAR	FAMILY/ CHILD	WEDDING/HM	STUDENT	MID INCOME
E	18-34	Count	124	67	3	4	2	71	52	89	11	49	2	7
		Col %	81%	80%	60%	100%	67%	88%	88%	82%	61%	91%	67%	70%
	35-54	Count	28	17	2		1	10	7	20	6	4	1	3
		Col %	18%	20%	40%		33%	12%	12%	18%	33%	7%	33%	30%
	55+	Count	1								1	1		
		Col %	1%								6%	2%		
Total	Count		153	84	5	4	3	81	59	109	18	54	3	10
E	Mean		30.6	30.8	31.8	26.3	35.7	29.5	29.4	30.4	35.4	29.6	35.7	31.9
	Median		30	30	29	27	29	30	29	29	33	29	29	31

Income Segmentation

			TOTAL	GEN LEISURE GRP	TRVL CHILD	INCENTIVE MKT	SPEC INT GRP	MALE 20-40	FEMALE 20-40	WHITE COLLAR	FAMILY/ CHILD	WEDDING/HM	STUDENT	MID INCOME
Q.35	Less than	Count	14	5				11	3	11	1	11		
	NT476K	Col %	10%	7%				14%	6%	11%	6%	21%		
	476K-595K	Count	23	13				11	12	16	2	8		
		Col %	17%	17%				14%	24%	15%	13%	15%		
	595K-1,189K	Count	52	28	1		3	28	18	46	4	24	3	
		Col %	38%	37%	25%		100%	37%	35%	44%	25%	45%	100%	
	1,189K-1,784K	Count	13	7	1			8	4	10	3	4		
		Col %	9%	9%	25%			11%	8%	10%	19%	8%		
	1,784K-2,379K	Count	6	4	1	2		3	2	4	2	1		6
		Col %	4%	5%	25%	50%		4%	4%	4%	13%	2%		60%
	2,379K-2,973K	Count	4	2				1	2	2		1		4
		Col %	3%	3%				1%	4%	2%		2%		40%
	2,973K+	Count	25	17	1	2		14	10	15	4	4		
		Col %	18%	22%	25%	50%		18%	20%	14%	25%	8%		
Total	Count		137	76	4	4	3	76	51	104	16	53	3	10

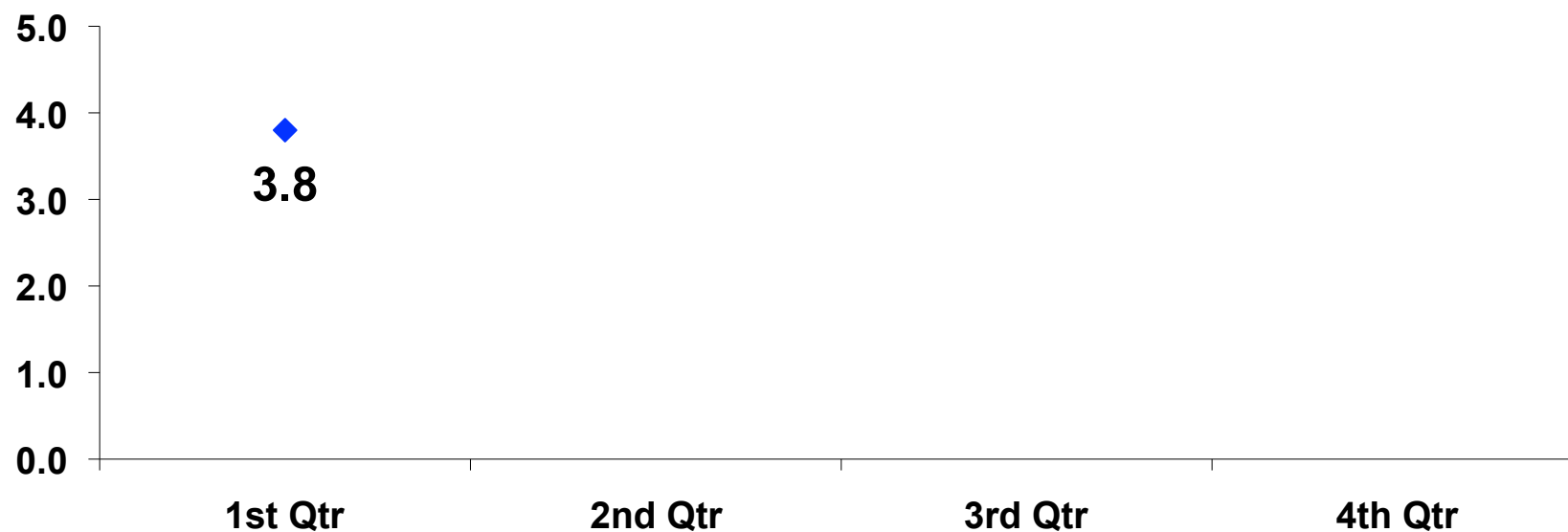
Prior Trips to Guam Tracking



Average Length of Stay Segmentation

			TOTAL	GEN LEISURE GRP	TRVL CHILD	INCENTIVE MKT	SPEC INT GRP	MALE 20-40	FEMALE 20-40	WHITE COLLAR	FAMILY/ CHILD	WEDDING/HM	STUDENT	MID INCOME
Q.3A	Yes	Count	143	78	4	4	4	75	55	103	15	50	4	8
		Col %	93%	92%	80%	100%	100%	93%	93%	94%	83%	93%	100%	80%
	No	Count	11	7	1			6	4	7	3	4		2
		Col %	7%	8%	20%			7%	7%	6%	17%	7%		20%
Total	Count		154	85	5	4	4	81	59	110	18	54	4	10

Average Length of Stay Tracking



Average Length of Stay Segmentation

		TOTAL	GEN LEISURE GRP	TRVL CHILD	INCENTIVE MKT	SPEC INT GRP	MALE 20-40	FEMALE 20-40	WHITE COLLAR	FAMILY/ CHILD	WEDDING/HM	STUDENT	MID INCOME
Q.8	Mean	3.8	3.8	3.8	4.0	3.8	3.9	3.8	3.8	3.8	3.9	3.8	3.4
	Median	4	4	4	4	4	4	4	4	4	4	4	3
	Minimum	3	3	3	4	3	3	3	3	3	3	3	3
	Maximum	5	5	4	4	4	5	4	5	4	4	4	4

SECTION 2 **TRAVEL PLANNING**

Travel Planning Segmentation

			TOTAL	GEN LEISURE GRP	TRVL CHILD	INCENTIVE MKT	SPEC INT GRP	MALE 20-40	FEMALE 20-40	WHITE COLLAR	FAMILY/ CHILD	WEDDING/HM	STUDENT	MID INCOME
Q.7	Full package	Count	56	25		1	2	35	16	42	2	30	2	4
	tours	Col %	38%	30%		25%	50%	44%	30%	40%	12%	58%	50%	40%
	Free-time	Count	72	47	3		2	37	27	49	11	14	2	3
	package tours	Col %	49%	57%	75%		50%	46%	51%	47%	65%	27%	50%	30%
	Individually	Count	11	6				7	3	7	2	5		1
	arranged travel	Col %	7%	7%				9%	6%	7%	12%	10%		10%
	Group tour	Count	5	3				1	4	4	1	3		1
		Col %	3%	4%				1%	8%	4%	6%	6%		10%
	Company paid	Count	3	1	1	3			3	3	1			1
	travel	Col %	2%	1%	25%	75%			6%	3%	6%			10%
Total	Count		147	82	4	4	4	80	53	105	17	52	4	10

Travel Motivation Segmentation

		TOTAL	GEN LEISURE GRP	TRVL CHILD	INCENTIVE MKT	SPEC INT GRP	MALE 20-40	FEMALE 20-40	WHITE COLLAR	FAMILY/ CHILD	WEDDING/HM	STUDENT	MID INCCME
Q.5	Beautiful seas, beaches, tropical climate	66%	61%	60%	25%	50%	73%	64%	63%	83%	74%	50%	60%
	Just to relax	53%	95%	60%	25%	50%	54%	46%	50%	44%	41%	50%	50%
	It is a safe place to spend a vacation	29%	38%	60%		50%	27%	31%	26%	39%	28%	50%	30%
	Shopping	27%	21%	20%	25%	25%	31%	22%	26%	33%	24%	25%	10%
	Honeymoon	20%	16%			50%	26%	17%	18%		57%	50%	10%
	SCUBA diving	18%	18%	20%			20%	19%	16%	17%	13%		
	Price of the tour package	13%	11%			25%	19%	7%	13%	11%	17%	25%	10%
	Water sports	10%	14%				14%	8%	10%	11%	9%		30%
	Recommendation of friend, relative, travel agency	9%	6%			25%	10%	8%	11%		17%	25%	
	To get married or Attend wedding	6%	1%				9%	2%	5%	22%	17%		10%
	Pleasure	6%	11%	20%	25%		7%	3%	5%	6%	4%		10%
	Promotional materials from GVB	5%	1%				5%	5%	5%		9%		
	A previous visit	4%	5%	20%			2%	5%	4%	6%	2%		10%
	Other	4%	4%		25%		1%	8%	3%	6%	6%		
	To golf	4%	6%				2%	3%	3%	11%	4%		
	Short travel time	3%	4%				1%	5%	2%	6%	4%		10%
	To visit friends or relatives	3%					2%	3%	3%		6%		10%
	Company or Business trip	2%	2%		25%			2%	3%		2%		10%
	My company sponsored me	1%	1%		25%				1%				10%
	Special promotion	1%						2%	1%	6%			
	Career certification or testing	1%					1%	2%					
	Organized Sporting Activity	1%	1%				1%		1%				
Total	Cases	154	85	5	4	4	81	59	110	18	54	4	10

Information Sources

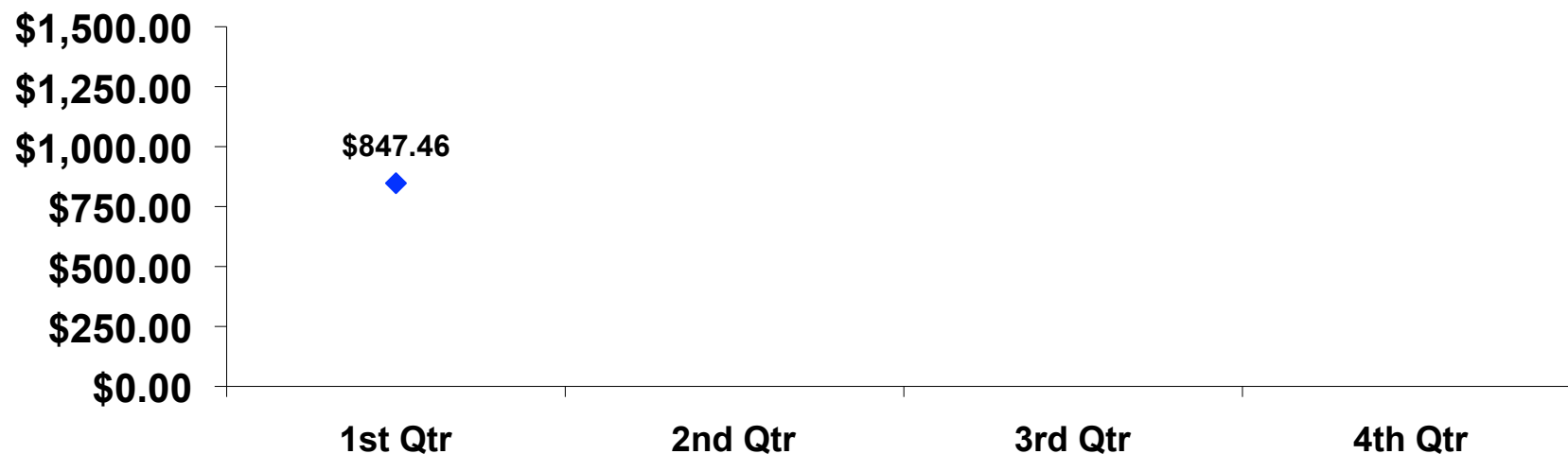
Segmentation

		TOTAL	GEN LEISURE GRP	TRVL CHILD	INCENTIVE MKT	SPEC INT GRP	MALE 20-40	FEMALE 20-40	WHITE COLLAR	FAMILY/ CHILD	WEDDING/HM	STUDENT	MID INCCME
Q.1	Internet	61%	62%	20%	25%	100%	57%	69%	61%	56%	59%	100%	50%
	Travel agent brochure	32%	35%	20%	50%	25%	32%	34%	24%	22%	33%	25%	30%
	Friend or relative	23%	21%			25%	31%	17%	22%	33%	31%	25%	30%
	Travel guide book at bookstores	21%	22%	40%		25%	27%	12%	19%	28%	24%	25%	30%
	TV	20%	18%	20%			20%	17%	19%	28%	28%		20%
	Company travel department	18%	15%		50%		19%	17%	17%	6%	20%		10%
	Magazine	11%	9%	20%			11%	12%	9%	6%	22%		30%
	Guam promo activities	10%	11%				9%	12%	8%	17%	17%		20%
	Newspaper	8%	9%	20%			11%	3%	5%	11%	9%		10%
	I have been to Guam before	5%	6%	20%			5%	5%	5%	11%	6%		20%
	Other	1%			25%			2%	1%				
Total	Cases	153	85	5	4	4	81	58	109	18	54	4	10

SECTION 3 **EXPENDITURES**

Prepaid Expenditures Tracking

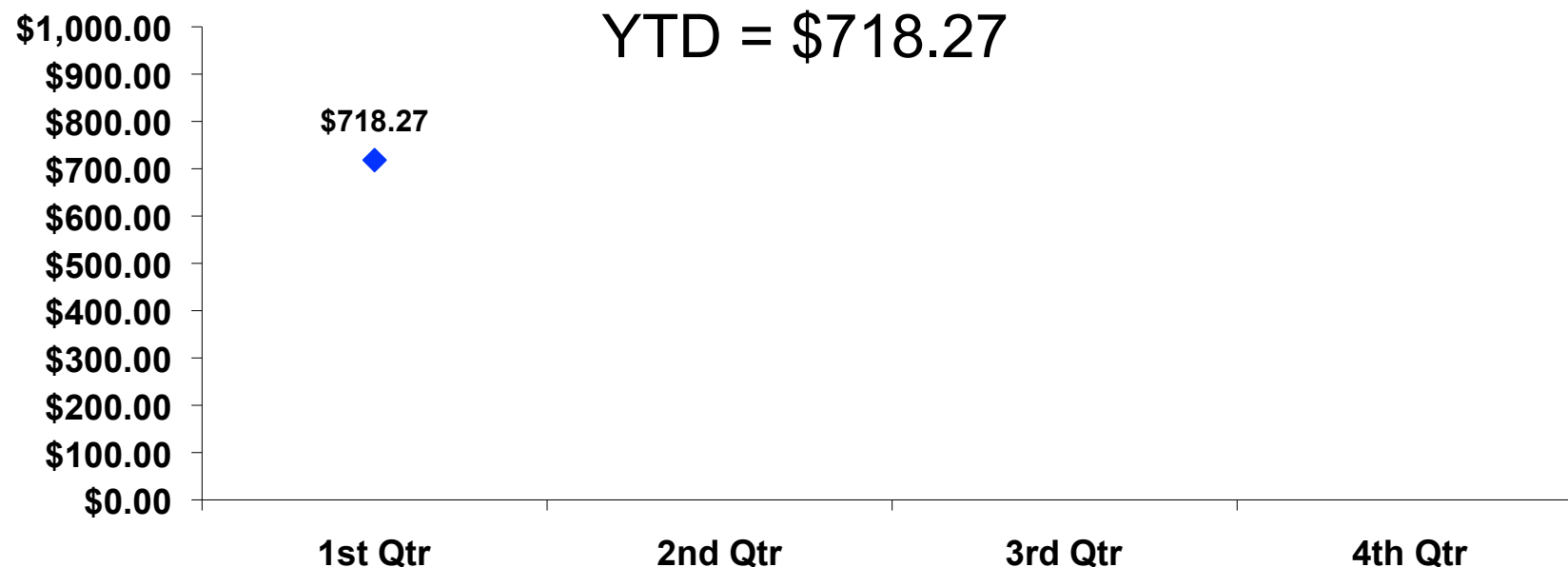
YTD=\$847.46



Prepaid Expenditures Per Person Segmentation

		TOTAL	GEN LEISURE GRP	TRVL CHILD	INCENTIVE MKT	SPEC INT GRP	MALE 20-40	FEMALE 20-40	WHITE COLLAR	FAMILY/ CHILD	WEDDING/HM	STUDENT	MID INCOME
Prepaid per person converted to \$	Mean	\$847.46	\$833.33	\$272.02	\$337.79	\$994.98	\$903.81	\$810.05	\$850.88	\$637.43	\$1,028.23	\$994.98	\$573.23
	Median	\$824	\$759	\$0	\$8	\$1,028	\$860	\$773	\$824	\$657	\$1,104	\$1,028	\$757
	Minimum	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Maximum	\$3,344.48	\$3,344.48	\$858.42	\$1,334.45	\$1,923.08	\$2,341.14	\$2,675.59	\$3,344.48	\$1,505.02	\$2,675.59	\$1,923.08	\$1,003.34

On-Island Expenditures Per Person Tracking



On-Island Expenditures Per Person Segmentation

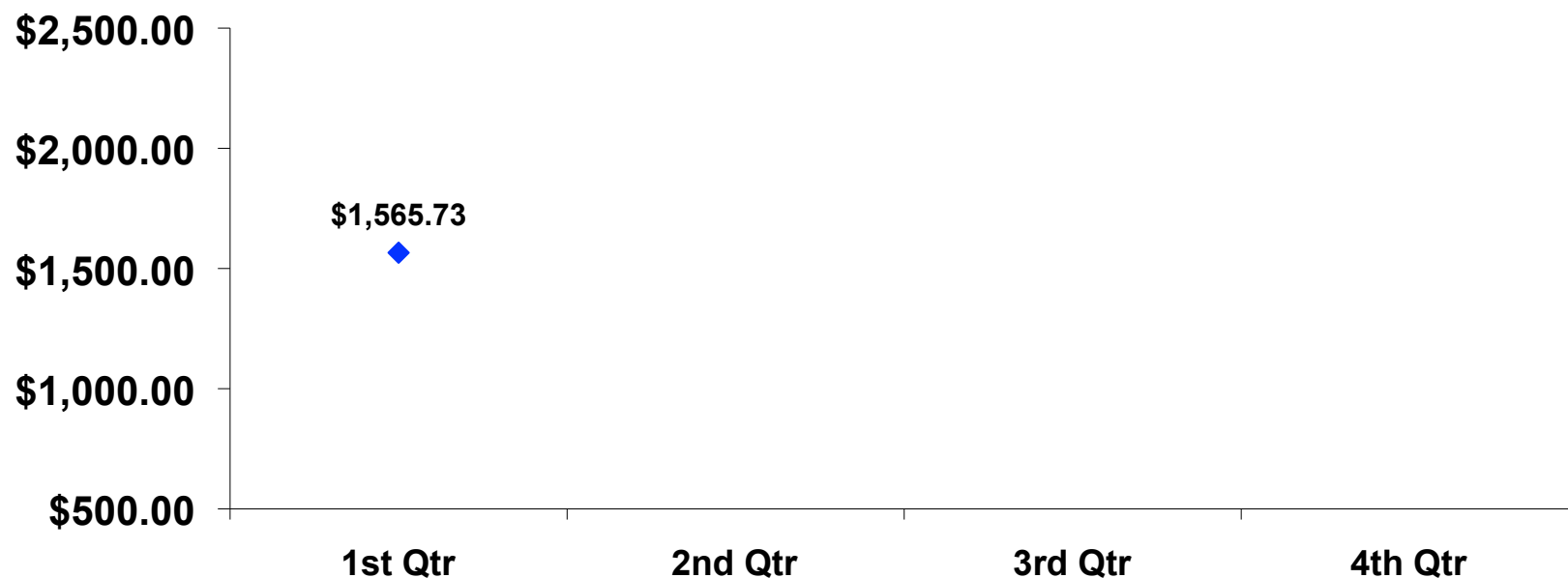
		TOTAL	GEN LEISURE GRP	TRVL CHILD	INCENTIVE MKT	SPEC INT GRP	MALE 20-40	FEMALE 20-40	WHITE COLLAR	FAMILY/ CHILD	WEDDING/HM	STUDENT	MID INCOME
Per person on-island exp	Mean	\$718.27	\$576.67	\$635.03	\$497.35	\$499.38	\$709.15	\$818.76	\$760.29	\$527.05	\$768.18	\$499.38	\$298.51
	Median	\$516	\$500	\$527	\$495	\$599	\$528	\$659	\$530	\$410	\$516	\$599	\$297
	Minimum	\$.00	\$.00	\$.00	\$.00	\$.00	\$.00	\$.00	\$.00	\$.00	\$.00	\$.00	\$.00
	Maximum	\$3,000.00	\$2,500.00	\$1,648.50	\$1,000.00	\$800.00	\$2,500.00	\$3,000.00	\$3,000.00	\$1,648.50	\$3,000.00	\$800.00	\$659.40

On-Island Expense Breakdown

		TOTAL	GEN LEISURE GRP	TRVL CHILD	INCENTIVE MKT	SPEC INT GRP	MALE 20-40	FEMALE 20-40	WHITE COLLAR	FAMILY/ CHILD	WEDDING/HM	STUDENT	MID INCOME
F&B-HOTEL	Mean	\$37.90	\$41.86	\$26.00	\$0.00	\$2.50	\$37.96	\$37.32	\$40.27	\$31.72	\$26.50	\$2.50	\$15.00
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
F&B-FF	Mean	\$39.90	\$37.39	\$45.00	\$0.00	\$16.25	\$39.95	\$44.03	\$34.73	\$57.94	\$59.67	\$16.25	\$32.30
REST/CONV	Median	\$14.00	\$10.00	\$25.00	\$0.00	\$0.00	\$20.00	\$0.00	\$3.00	\$20.00	\$20.00	\$0.00	\$15.50
F&B-OUT- SIDE HOTEL/ REST	Mean	\$36.10	\$41.41	\$130.00	\$0.00	\$127.50	\$39.52	\$36.83	\$27.89	\$55.50	\$52.89	\$127.50	\$11.50
	Median	\$0.00	\$0.00	\$50.00	\$0.00	\$105.00	\$0.00	\$0.00	\$0.00	\$17.00	\$0.00	\$105.00	\$0.00
OPTIONAL TOUR	Mean	\$92.56	\$93.13	\$40.00	\$0.00	\$71.25	\$87.30	\$113.44	\$62.38	\$44.06	\$112.09	\$71.25	\$19.30
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$42.50	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$42.50	\$0.00
GIFT/ SOUV-SELF	Mean	\$243.12	\$174.01	\$116.00	\$0.00	\$281.00	\$282.54	\$218.81	\$270.05	\$165.06	\$340.74	\$281.00	\$149.00
	Median	\$100.00	\$100.00	\$0.00	\$0.00	\$250.00	\$146.00	\$100.00	\$110.00	\$135.50	\$120.50	\$250.00	\$82.50
GIFT/SOUV- F&F AT HOME	Mean	\$145.70	\$123.59	\$450.00	\$0.00	\$86.25	\$172.43	\$118.30	\$144.41	\$209.83	\$151.52	\$86.25	\$35.35
	Median	\$50.00	\$30.00	\$0.00	\$0.00	\$22.50	\$100.00	\$50.00	\$50.00	\$28.00	\$90.00	\$22.50	\$13.00
LOCAL TRANS	Mean	\$26.45	\$24.33	\$44.40	\$0.00	\$14.00	\$32.05	\$20.42	\$22.22	\$34.22	\$30.35	\$14.00	\$19.60
	Median	\$4.50	\$3.00	\$2.00	\$0.00	\$13.00	\$20.00	\$0.00	\$1.00	\$20.00	\$20.00	\$13.00	\$0.00
OTHER EXP	Mean	\$418.47	\$349.56	\$724.00	\$497.35	\$202.50	\$402.50	\$499.92	\$474.22	\$347.88	\$409.60	\$202.50	\$153.07
	Median	\$147.00	\$113.37	\$0.00	\$494.70	\$5.00	\$113.37	\$200.00	\$180.00	\$0.00	\$171.50	\$5.00	\$47.28

Total Expenditures Tracking

YTD=\$1,565.73



Total Expenditures Per Person Segmentation

		TOTAL	GEN LEISURE GRP	TRVL CHILD	INCENTIVE MKT	SPEC INT GRP	MALE 20-40	FEMALE 20-40	WHITE COLLAR	FAMILY/ CHILD	WEDDING/HM	STUDENT	MID INCOME
TOTPP	Mean	\$1,565.73	\$1,410.00	\$907.05	\$835.14	\$1,494.36	\$1,612.97	\$1,628.81	\$1,611.18	\$1,164.49	\$1,796.41	\$1,494.36	\$871.74
	Median	1465.33	1370.20	1028.34	673.36	1694.68	1502.40	1466.12	1487.46	1180.60	1519.15	1694.68	1078.96
	Minimum	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	Maximum	4807.69	4807.69	1858.42	1993.85	2588.08	4807.69	4365.59	4365.59	2656.59	4807.69	2588.08	1508.34

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 Quarter 2012	
Drivers:	rank
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	
Variety of shopping	2
Price of things on Guam	4
Quality of hotel accommodations	
Quality/cleanliness of air - sky	
Quality/cleanliness of parks	
Quality of landscape	3
Quality of ground handler	1
Quality of transportation vehicles	5
% of Overall Satisfaction Accounted For	71.3%
NOTE: Only significant drivers are included.	

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Taiwan visitor's experience on Guam is driven by five significant factors in the first quarter 2012 Period. By rank order they are:
 - **Quality of ground handler,**
 - **Variety of shopping,**
 - **Quality of landscape,**
 - **Price of things on Guam, and**
 - **Quality of transportation vehicles.**
- With all five factors the overall r^2 is .713 meaning that **71.3% of overall satisfaction is accounted for by these five factors.**

Drivers of Per Person On Island Expenditures, 1st Quarter 2012	
Drivers:	rank
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	
Variety of shopping	
Price of things on Guam	
Quality of hotel accommodations	
Quality/cleanliness of air - sky	
Quality/cleanliness of parks	
Quality of landscape	
Quality of ground handler	
Quality of transportation vehicles	
% of Per Person On Island Expenditures Accounted For	0.0%
NOTE: Only significant drivers are included.	

Drivers of Per Person On Island Expenditure

- **Per Person On Island Expenditure** of Taiwan visitors on Guam is driven by no significant factors in the first quarter 2012 Period.