



GUAM VISITORS BUREAU

Taiwan Visitor Tracker Exit Profile

FY2012 MARKET SEGMENTATION –

2nd 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

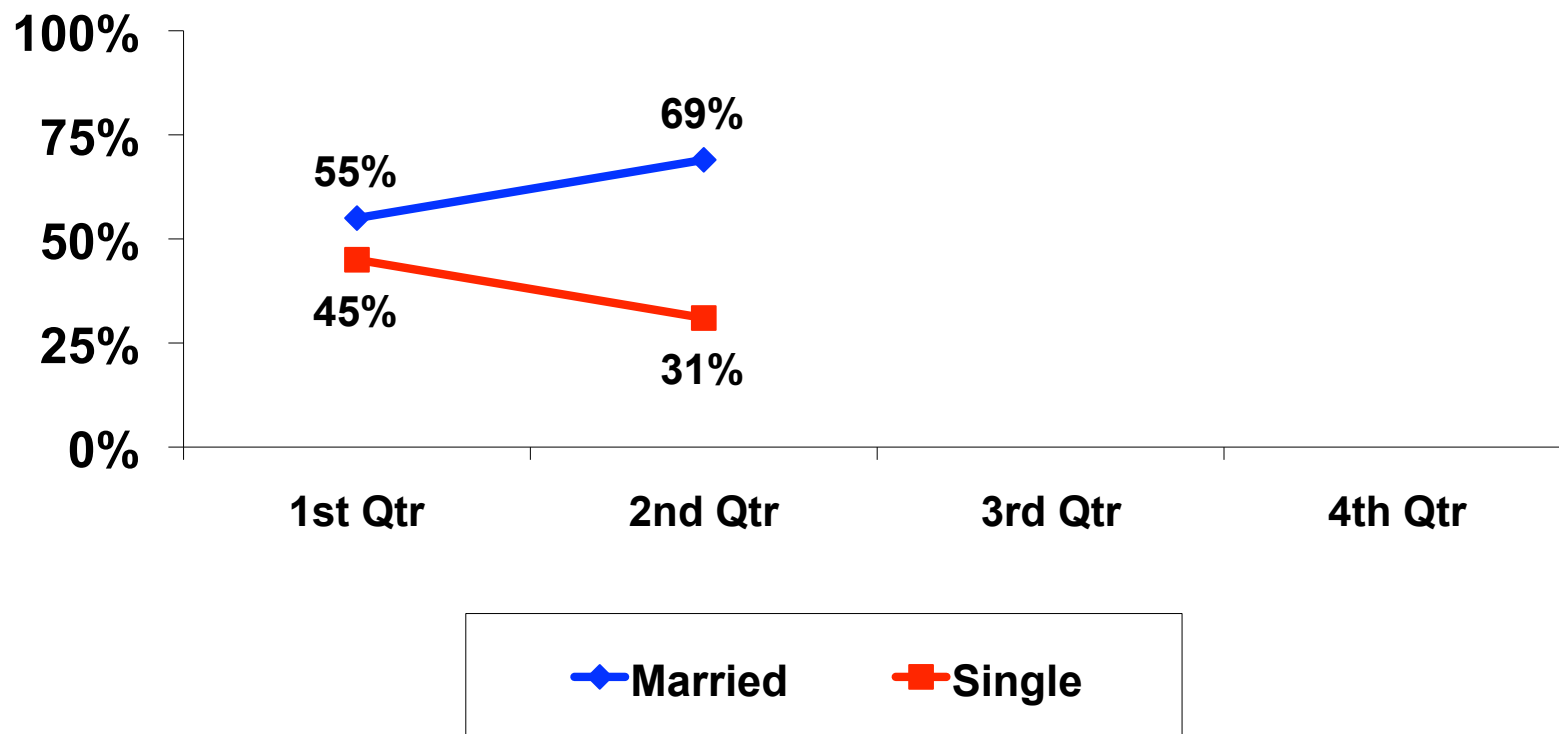
- General leisure group – Q.5A
- Family and/or Child – Q.6
- Special interest group – Q.18
- Incentive market – Q.5A/Q.7
- 20-40 year old – Q.E
- Mid-high level income – Q.35
- White-collar – Q.33
- W/child – Q.6
- Wedding/ Honeymoon – Q.5A/ Q.13
- Student – Q.18/ Q.33

Highlighted Segments

	1 st QTR	2 nd QTR	3 rd QTR	4 th QTR
General leisure group	55%	29%		
Child	3%	12%		
Special interest group	3%	1%		
Incentive market	3%	4%		
Male 20-40	53%	41%		
Female 20-40	38%	36%		
Mid-high level income	7%	4%		
White collar	71%	47%		
Families and/or child	12%	25%		
Wedding/ Honeymooner	35%	20%		
Student	3%	2%		
TOTAL	154	154		

SECTION 1 **PROFILE OF RESPONDENTS**

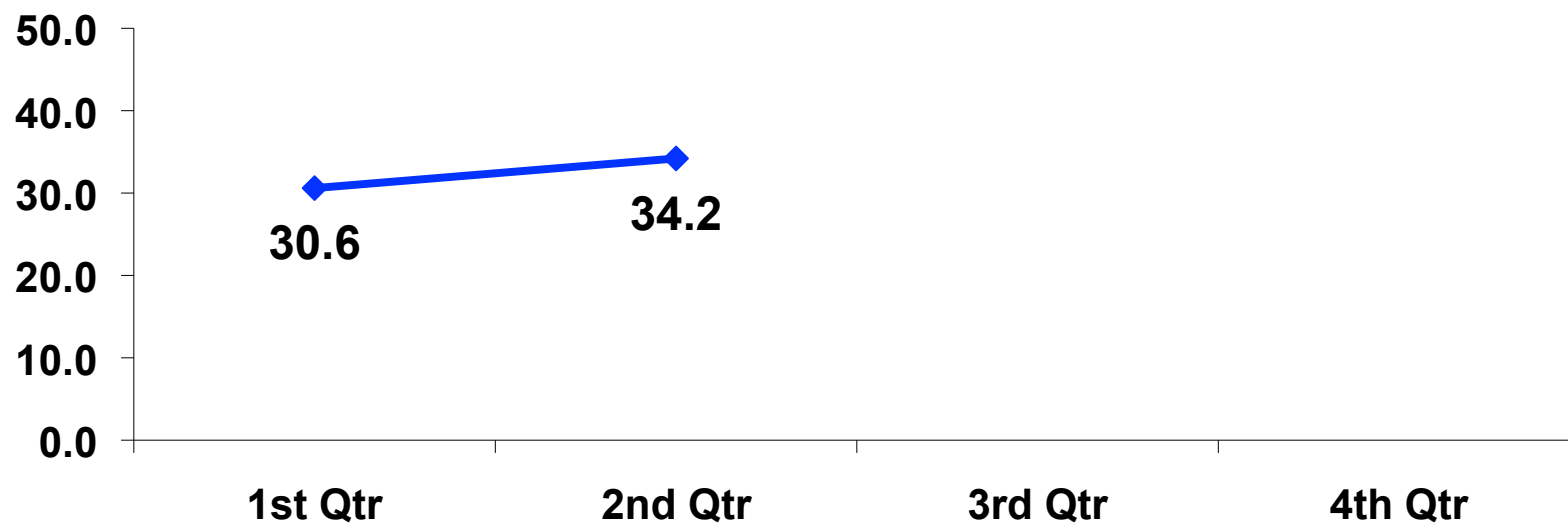
Marital Status Tracking



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	105	27	18	3	45	30	45	31	23		6
		Col %	69%	63%	95%	50%	71%	54%	63%	82%	79%		100%
	Single	Count	47	16	1	3	18	26	26	7	6	3	
		Col %	31%	37%	5%	50%	29%	46%	37%	18%	21%	100%	
Total	Count		152	43	19	6	63	56	71	38	29	3	6

Average Age Tracking



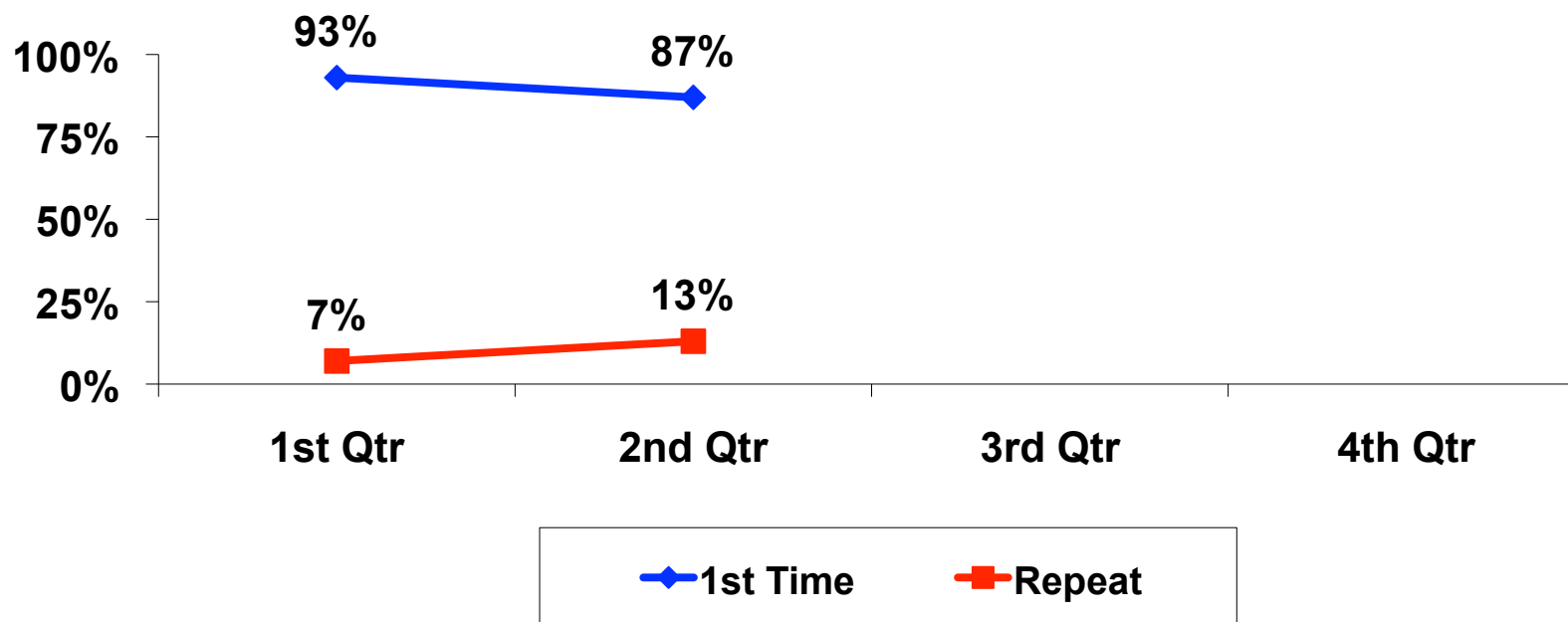
Age Segmentation

			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	79	27	3	3	1	40	39	39	14	23	3	1
		Col %	53%	64%	16%	50%	100%	63%	70%	56%	38%	79%	100%	17%
	35-54	Count	65	14	15	3		23	17	30	21	6		5
		Col %	44%	33%	79%	50%		37%	30%	43%	57%	21%		83%
	55+	Count	4	1	1					1	2			
		Col %	3%	2%	5%					1%	5%			
Total	Count		148	42	19	6	1	63	56	70	37	29	3	6
E	Mean		34.2	33.5	38.9	36.0	21.0	32.1	30.3	33.0	36.9	30.8	21.3	38.7
	Median		34	32	38	34	21	32	30	32	37	30	21	39

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	9	4	3	2			6	7	4	1		
	NT476K	Col %	10%	15%	19%	40%			16%	12%	15%	6%		
	476K-595K	Count	9	6		1	1	1	5	7	1	5	1	
		Col %	10%	22%		20%	100%	3%	13%	12%	4%	28%	100%	
	595K-1,189K	Count	40	12	5	2		20	18	31	8	6		
		Col %	45%	44%	31%	40%		63%	47%	53%	30%	33%		
	1,189K-1,784K	Count	20	2	3			8	6	12	7	5		
		Col %	23%	7%	19%			25%	16%	20%	26%	28%		
	1,784K-2,379K	Count	4	1	2			2	1	1	2			4
		Col %	5%	4%	13%			6%	3%	2%	7%			67%
	2,379K-2,973K	Count	2	1	2				1		2	1		2
		Col %	2%	4%	13%				3%		7%	6%		33%
	2,973K+	Count	4	1	1			1	1	1	3			
		Col %	5%	4%	6%			3%	3%	2%	11%			
Total	Count		88	27	16	5	1	32	38	59	27	18	1	6

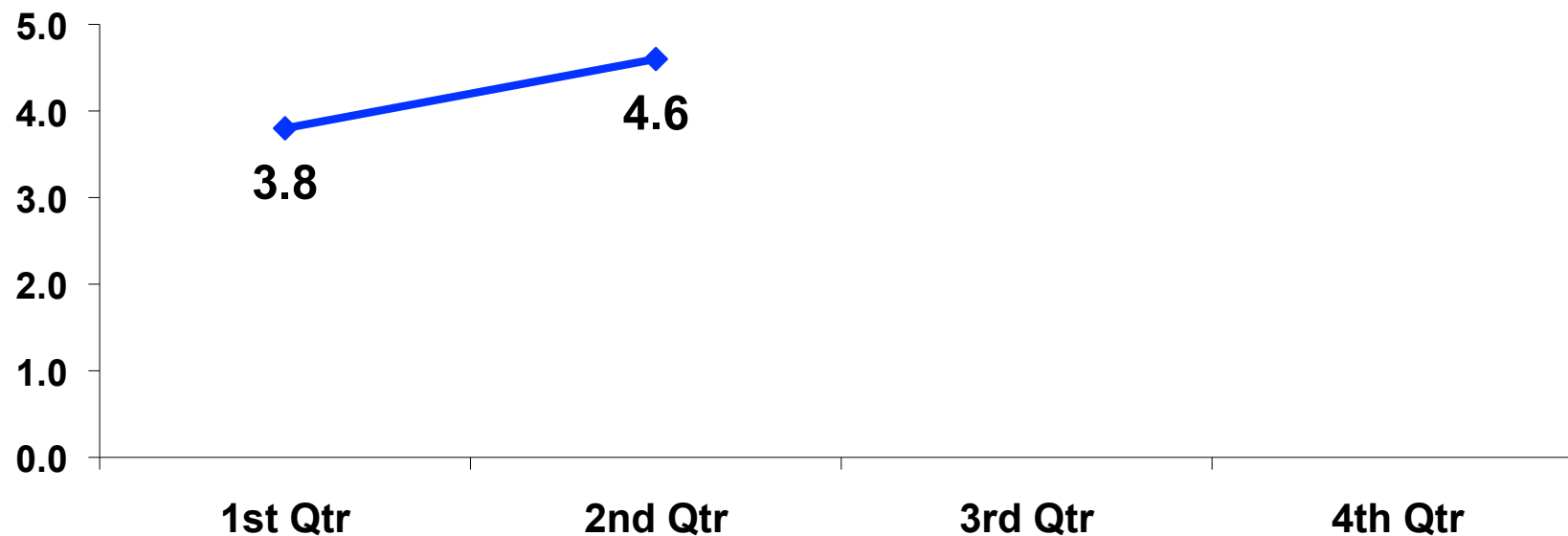
Prior Trips to Guam Tracking



Prior Trips to Guam 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	133	39	14	5	1	55	51	62	31	28	3	4
		Col %	87%	91%	74%	83%	100%	89%	91%	87%	82%	93%	100%	67%
	No	Count	20	4	5	1		7	5	9	7	2		2
		Col %	13%	9%	26%	17%		11%	9%	13%	18%	7%		33%
Total	Count		153	43	19	6	1	62	56	71	38	30	3	6

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	4.6	4.3	4.5	4.0	15.0	4.5	4.6	4.4	4.5	4.4	8.3	4.0
	Median	4	4	4	4	15	4	4	4	4	4	6	4
	Minimum	4	4	4	4	15	4	4	4	4	4	4	4
	Maximum	15	6	8	4	15	10	15	6	8	10	15	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	27	7	5	2		10	9	13	9	10		2
	tours	Col %	18%	16%	26%	33%		16%	16%	18%	24%	33%		33%
	Free-time	Count	75	26	9			28	31	34	20	15	1	2
	package tours	Col %	49%	59%	47%			44%	55%	47%	53%	50%	33%	33%
	Individually	Count	43	7	5		1	22	14	21	9	4	2	2
	arranged travel	Col %	28%	16%	26%		100%	35%	25%	29%	24%	13%	67%	33%
	Group tour	Count	6	3		2		2	2	3		1		
		Col %	4%	7%		33%		3%	4%	4%		3%		
	Company paid	Count	2	1		2		1		1				
	travel	Col %	1%	2%		33%		2%		1%				
Total	Count		153	44	19	6	1	63	56	72	38	30	3	6

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	53%	59%	68%	33%	100%	48%	68%	58%	63%	60%	100%	100%
	Just to relax	27%	93%	16%	50%		22%	30%	31%	21%	33%		17%
	It is a safe place to spend a vacation	21%	32%	32%	17%		14%	32%	28%	29%	27%		33%
	Shopping	18%	14%	26%			22%	14%	21%	16%	17%		17%
	Recommendation of friend, relative, travel agency	14%	14%	5%		100%	13%	18%	17%	16%	27%	33%	33%
	Honeymoon	11%	18%	5%			13%	13%	11%	5%	57%		17%
	Water sports	10%	18%	16%	33%		6%	11%	11%	11%	13%		17%
	SCUBA diving	12%	9%	16%	33%		10%	9%	10%	13%	10%		
	Price of the tour package	8%	14%	11%			11%	7%	7%	13%	13%		17%
	A previous visit	8%	5%	26%	17%		6%	5%	7%	16%			33%
	Pleasure	4%	14%	11%			5%	4%	4%	5%	10%		17%
	Short travel time	4%	2%	5%			3%	5%	4%	5%	3%		17%
	To get married or Attend wedding	3%	2%				2%	5%	1%	3%	17%		
	To golf	4%	2%				5%	2%	1%	3%			
	Promotional materials from GVB	2%	5%					4%	3%	3%	7%		
	To visit friends or relatives	2%	2%				2%	2%	1%	3%	3%		
	My company sponsored me	1%			33%			4%	3%				
	Organized Sporting Activity	1%	2%	5%				2%		3%			17%
	Other	1%	2%				2%	2%					
Total	Cases	154	44	19	6	1	63	56	72	38	30	3	6

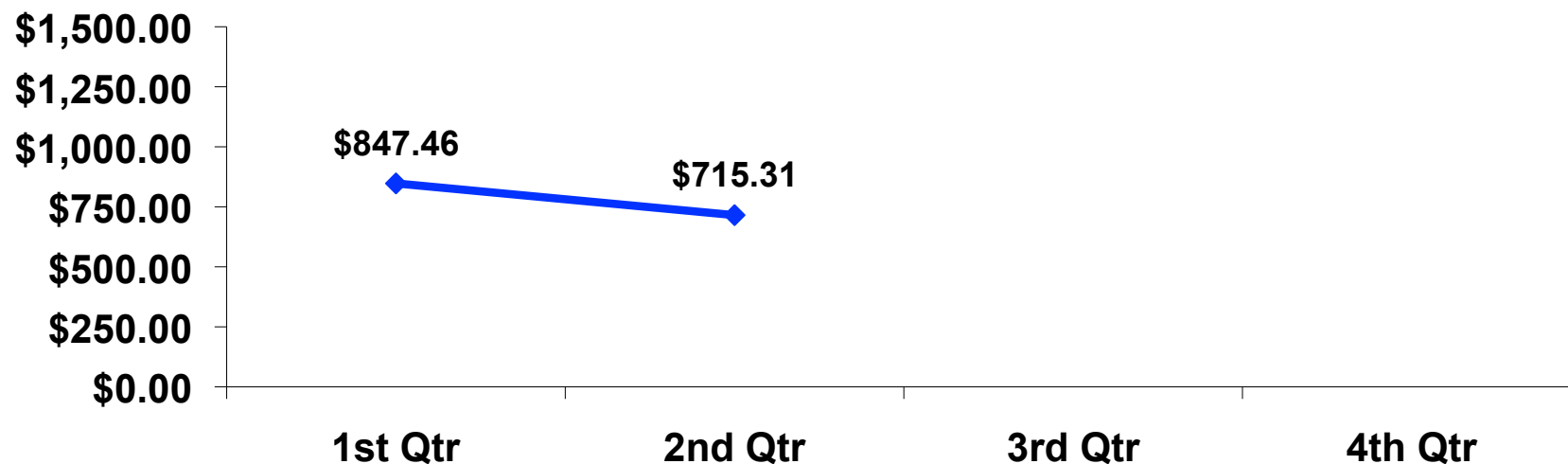
Information Sources

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	64%	70%	68%	83%		65%	77%	68%	58%	67%	67%	33%
	Travel agent brochure	22%	30%	16%	33%		14%	23%	22%	21%	30%		33%
	Friend or relative	14%	18%	32%		100%	10%	14%	14%	26%	33%	33%	17%
	TV	14%	11%	11%		100%	13%	13%	8%	8%	20%	33%	
	Travel guide book at bookstores	11%	23%	5%			10%	14%	13%	8%	17%		17%
	Company travel department	9%	14%	16%	17%		6%	14%	14%	16%	10%		17%
	I have been to Guam before	6%	7%	26%	17%		2%	5%	6%	18%	3%		33%
	Newspaper	7%	5%	5%	17%		3%	5%	8%	8%	3%		
	Guam promo activities	5%	7%	5%			5%	5%	4%	5%	13%		33%
	Magazine	5%		5%			8%	2%	4%	3%	7%		
Total	Cases	154	44	19	6	1	63	56	72	38	30	3	6

SECTION 3 **EXPENDITURES**

Prepaid Expenditures Tracking

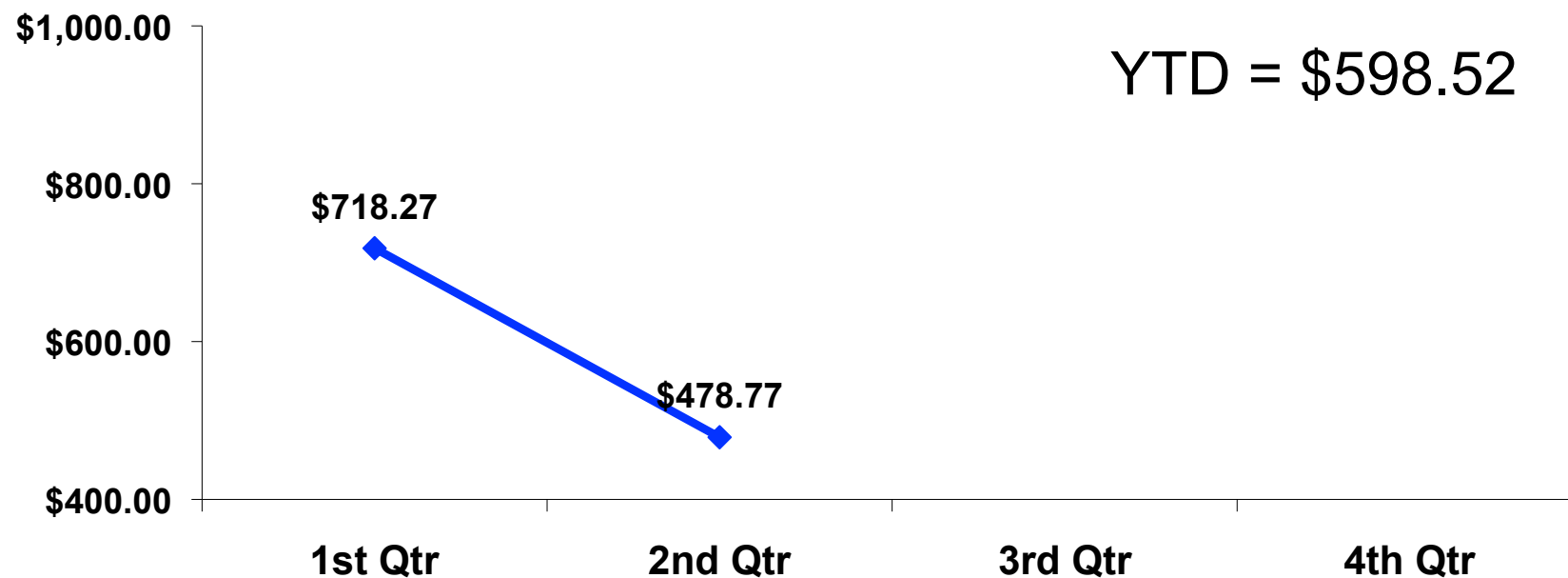


YTD=\$781.39

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	Mean	\$715.31	\$802.49	\$816.97	\$373.16	\$0.00	\$694.50	\$780.27	\$747.56	\$880.56	\$1,065.62	\$367.23	\$1,629.00
per	Median	\$763	\$938	\$686	\$0	\$0	\$814	\$780	\$780	\$801	\$1,060	\$0	\$1,610
person	Minimum	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$960.45
converted to \$	Maximum	\$3,610.17	\$1,949.15	\$2,542.37	\$1,649.15	\$0.00	\$3,610.17	\$2,033.90	\$2,203.39	\$3,610.17	\$3,610.17	\$1,101.69	\$2,203.39

On-Island Expenditures Per Person



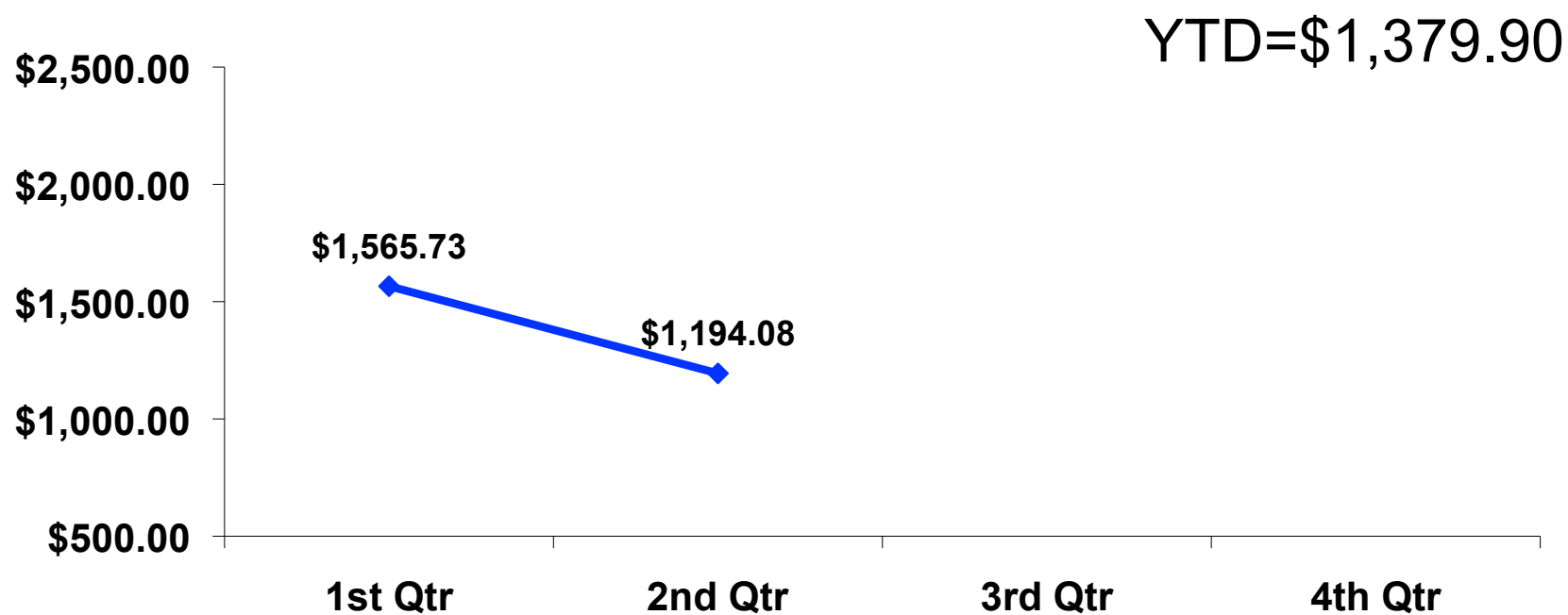
On-Island Expenditures Per Person Segmentation

		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	\$478.77	\$577.92	\$408.75	\$761.33	\$660.00	\$469.96	\$467.04	\$497.32	\$469.11	\$704.28	\$553.33	\$769.78
	Median	\$406	\$500	\$333	\$675	\$660	\$425	\$352	\$470	\$363	\$500	\$660	\$739
	Minimum	\$.00	\$.00	\$.00	\$270.00	\$660.00	\$.00	\$.00	\$.00	\$.00	\$.00	\$.00	\$250.00
	Maximum	\$2,900.00	\$2,000.00	\$1,666.67	\$1,398.00	\$660.00	\$2,350.00	\$1,690.00	\$2,900.00	\$2,300.00	\$2,900.00	\$1,000.00	\$1,666.67

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	\$51.47	\$51.05	\$77.42	\$63.33	\$0.00	\$59.13	\$38.32	\$33.61	\$54.50	\$43.20	\$0.00	\$51.83
	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	\$31.03	\$42.34	\$72.26	\$15.00	\$0.00	\$25.27	\$24.80	\$34.26	\$70.95	\$24.67	\$0.00	\$27.17
REST/CONV	Median	\$0.00	\$0.00	\$20.00	\$10.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$16.50
F&B-OUT- SIDE	Mean	\$34.10	\$91.11	\$147.32	\$8.33	\$0.00	\$17.98	\$64.96	\$19.01	\$90.74	\$104.40	\$0.00	\$437.50
HOTEL/ REST	Median	\$0.00	\$0.00	\$0.00	\$5.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$59.50
OPTIONAL	Mean	\$72.33	\$68.86	\$126.32	\$99.17	\$0.00	\$68.79	\$63.43	\$55.26	\$89.21	\$63.23	\$0.00	\$0.00
TOUR	Median	\$0.00	\$0.00	\$0.00	\$37.50	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
GIFT/	Mean	\$113.96	\$182.60	\$122.58	\$175.83	\$40.00	\$84.40	\$116.22	\$146.74	\$184.97	\$148.38	\$13.33	\$86.50
SOUV-SELF	Median	\$0.00	\$79.00	\$0.00	\$172.50	\$40.00	\$0.00	\$0.00	\$0.00	\$25.00	\$0.00	\$0.00	\$39.50
GIFT/SOUV-	Mean	\$70.24	\$59.78	\$60.47	\$93.00	\$40.00	\$50.10	\$46.84	\$72.18	\$81.55	\$133.94	\$13.33	\$79.83
F&F AT HOME	Median	\$0.00	\$0.00	\$0.00	\$100.00	\$40.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$40.00
LOCAL TRANS	Mean	\$11.20	\$18.80	\$10.37	\$7.00	\$0.00	\$10.78	\$9.79	\$12.39	\$15.45	\$21.03	\$0.00	\$8.50
	Median	\$0.00	\$0.00	\$0.00	\$1.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$5.50
OTHER EXP	Mean	\$351.82	\$267.79	\$462.11	\$299.67	\$580.00	\$379.41	\$293.76	\$307.88	\$325.34	\$479.92	\$526.67	\$1,111.50
	Median	\$0.00	\$0.00	\$0.00	\$224.00	\$580.00	\$0.00	\$0.00	\$15.00	\$0.00	\$37.00	\$580.00	\$9.50

Total Expenditures Tracking



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	\$1,194.08	\$1,380.41	\$1,225.72	\$1,134.50	\$660.00	\$1,164.46	\$1,247.31	\$1,244.88	\$1,349.68	\$1,769.90	\$920.56	\$2,398.78
	Median	1186.10	1546.31	1019.21	1069.92	660.00	1313.56	1218.64	1258.90	1057.27	1561.08	660.00	2061.17
	Minimum	.00	.00	.00	270.00	660.00	.00	.00	.00	.00	.00	.00	1855.42
	Maximum	5910.17	3781.36	3531.07	2199.15	660.00	5910.17	3033.90	4425.42	5910.17	5910.17	2101.69	3531.07

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 and 2nd Quarter 2012 and Overall 2012			
Drivers:	1st Qtr 2012	2nd Qtr 2012	Overall 2012
Cleanliness of beaches & parks			
Ease of getting around		2	
Safety walking around at night			
Quality of daytime tours			3
Variety of daytime tours			
Quality of nighttime tours			
Variety of nighttime tours			
Quality of shopping			
Variety of shopping	2	1	2
Price of things on Guam	4		5
Quality of hotel accommodations			
Quality/cleanliness of air - sky			
Quality/cleanliness of parks			
Quality of landscape	3		4
Quality of ground handler	1		1
Quality of transportation vehicles	5		6
% of Overall Satisfaction Accounted For	71.3%	48.6%	61,7%
NOTE: Only significant drivers are included.			

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Taiwan visitor's experience on Guam is driven by two significant factors in the second quarter 2012 Period. By rank order they are:
 - **Variety of shopping, and**
 - **Ease of getting around.**
- With these two factors the overall r^2 is .486 meaning that **48.6% of overall satisfaction is accounted for by these two factors.**

Drivers of Per Person On Island Expenditures, 1st & 2nd Quarter 2012 & Overall 2012			
Drivers:	1st Qtr 2012	2nd Qtr 2012	Overall 2012
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		1	
Quality of shopping			
Variety of shopping			1
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%	2,7%	2.6%
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 one significant factor in the second quarter 2012 Period. That factor is:
 - **Variety of night time tours.**
- With this factor the overall r^2 is .027 meaning that **2.7% of per person on island expenditures is accounted for by this factor.**