



GUAM VISITORS BUREAU

Taiwan Visitor Tracker Exit Profile

FY2013 Market Segmentation

1st Qtr. (OCT~DEC 2012)



Prepared by: QMark Research

*Information contained herein is the property of the Guam Visitors Bureau.
The use of this information, in part or in whole, shall require written permission from the Guam Visitors Bureau.*

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 **150** 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 **150** 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 Taiwanese visitors) the most important determinants of on-island spending; and
 - To identify the most significant factors affecting overall visitor satisfaction.

Highlighted Segments Parameters

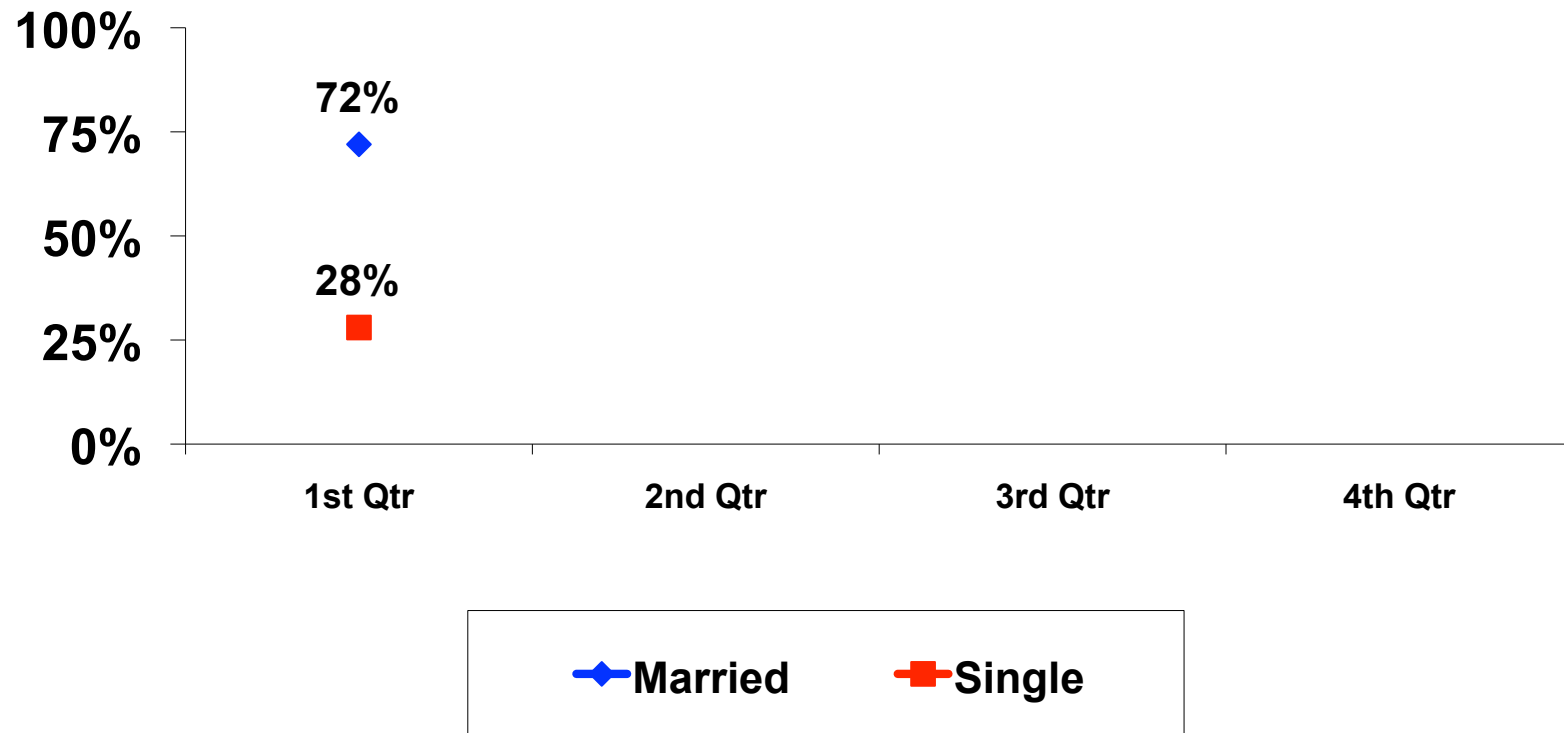
- General leisure group – Q.5A
- Family and/or Child – Q.6
- Special interest group – Q.18/Q7
- Incentive market – Q.5A/Q.7
- 20-40 year old – Q.F
- Mid-high level income – Q.26
- White-collar – Q.25
- W/child – Q.6
- Wedding/ Honeymoon – Q.5A/ Q.13
- Student –Q.25

Highlighted Segments

	1 st QTR	2 nd QTR	3 rd QTR	4 th QTR
General leisure group	23%			
Child	9%			
Incentive market	3%			
Male 20-40	39%			
Female 20-40	39%			
White collar	49%			
Wedding/ Honeymooner	9%			
Student	2%			
Mid-High income	26%			
TOTAL	154			

SECTION 1
PROFILE OF RESPONDENTS

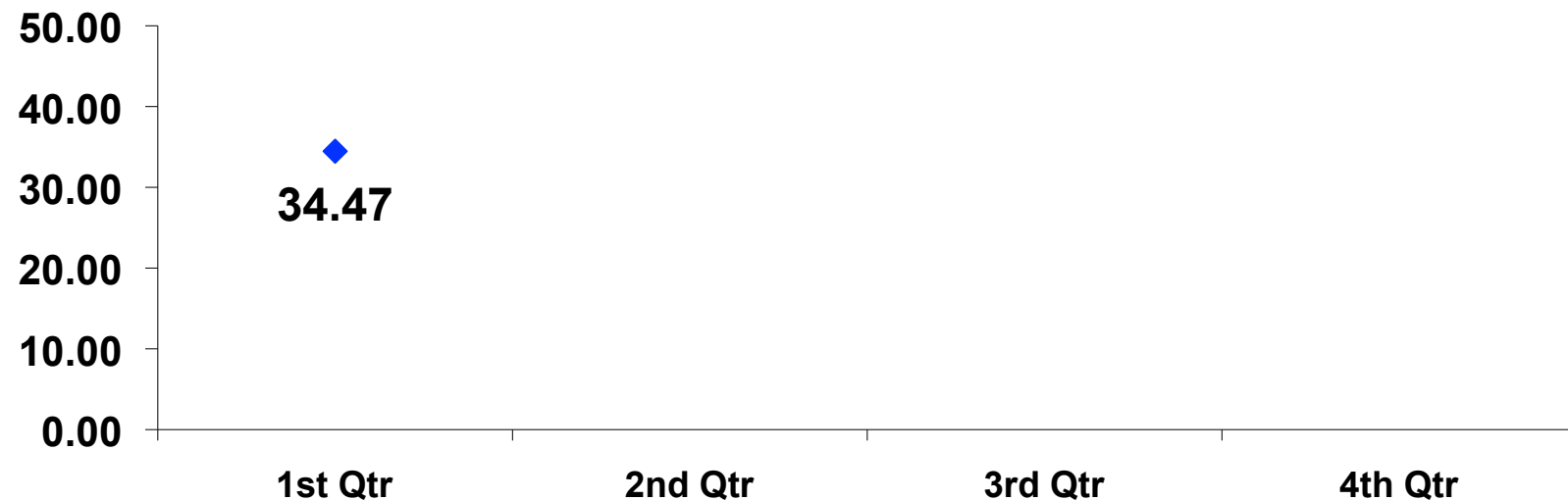
Marital Status Tracking



Marital Status Segmentation

			TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/HNYMOON	STUDENT	MID INCOME
			-	-	-	-	-	-	-	-	-	-
QE	Married	Count	108	25	14	3	35	41	52	13	0	29
		Column N %	72%	71%	100%	75%	60%	71%	71%	100%	0%	74%
	Single	Count	42	10	0	1	23	17	21	0	3	10
		Column N %	28%	29%	0%	25%	40%	29%	29%	0%	100%	26%
Total		Count	150	35	14	4	58	58	73	13	3	39

AVERAGE AGE - TRACKING



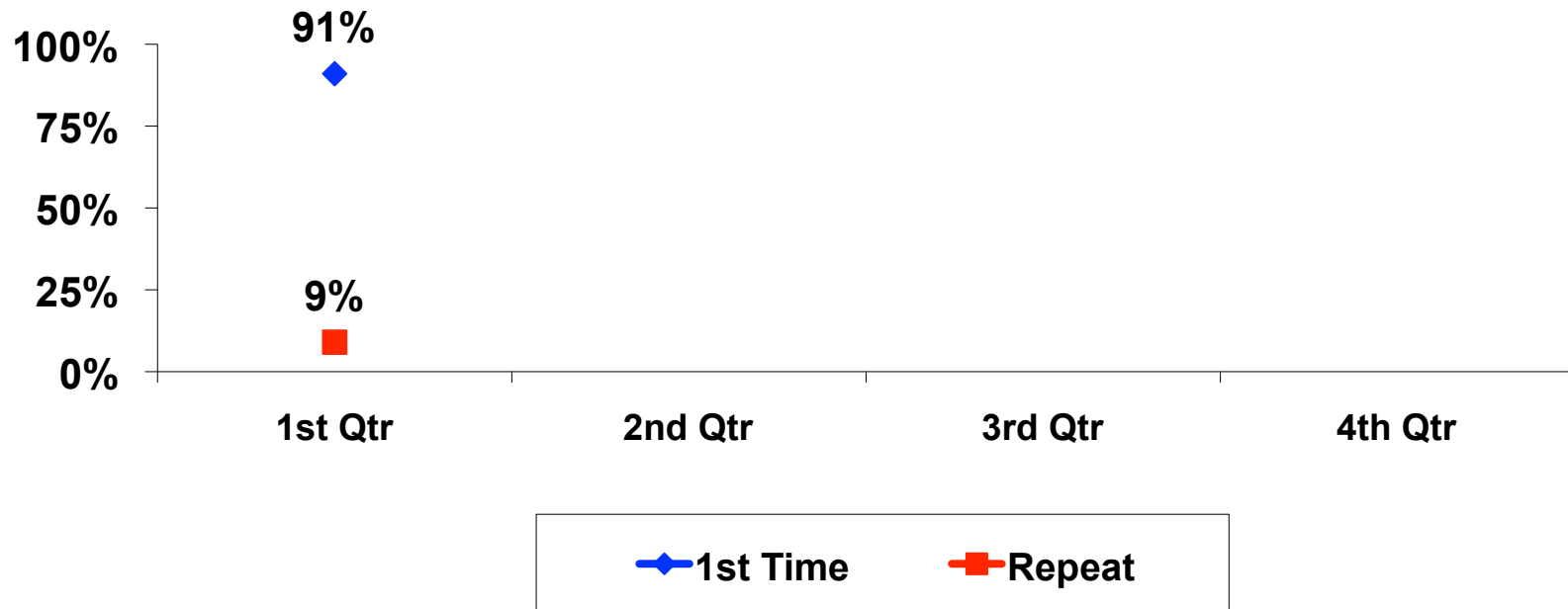
AGE- SEGMENTATION

			TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
			-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	14	3	0	0	10	4	3	2	1	3
		Column N %	10%	9%	0%	0%	17%	7%	4%	15%	33%	8%
	25-34	Count	70	18	2	2	32	38	36	10	2	21
		Column N %	48%	51%	14%	50%	55%	66%	50%	77%	67%	55%
	35-49	Count	50	13	12	2	16	16	28	0	0	13
		Column N %	34%	37%	86%	50%	28%	28%	39%	0%	0%	34%
	50+	Count	12	1	0	0	0	0	5	1	0	1
		Column N %	8%	3%	0%	0%	0%	0%	7%	8%	0%	3%
Total		Count	146	35	14	4	58	58	72	13	3	38
QF	Mean		34.47	34.03	40.71	34.50	31.00	31.02	34.94	29.85	25.33	33.97
	Median		32	34	42	34	31	31	34	27	26	32

INCOME - SEGMENTATION

			TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/HNYMOON	STUDENT	MID INCOME
			-	-	-	-	-	-	-	-	-	-
Q26	<=NT160K	Count	4	2	0	0	2	2	0	1	0	0
		Column N %	4%	8%	0%	0%	6%	5%	0%	10%	0%	0%
	NT160K-NT200K	Count	1	0	0	0	1	0	0	0	0	0
		Column N %	1%	0%	0%	0%	3%	0%	0%	0%	0%	0%
	NT200K-NT400K	Count	2	1	0	0	1	1	1	0	0	0
		Column N %	2%	4%	0%	0%	3%	2%	2%	0%	0%	0%
	NT400K-NT600K	Count	7	2	0	0	2	5	6	1	0	7
		Column N %	7%	8%	0%	0%	6%	12%	9%	10%	0%	18%
	NT600K-NT800K	Count	32	9	2	0	11	14	27	3	1	32
		Column N %	33%	35%	18%	0%	33%	34%	41%	30%	100%	82%
	NT800K-NT1.0M	Count	29	7	6	2	6	13	19	5	0	0
		Column N %	30%	27%	55%	100%	18%	32%	29%	50%	0%	0%
	NT1.0M+	Count	21	5	3	0	10	6	13	0	0	0
		Column N %	22%	19%	27%	0%	30%	15%	20%	0%	0%	0%
Total	Count	96	26	11	2	33	41	66	10	1	39	

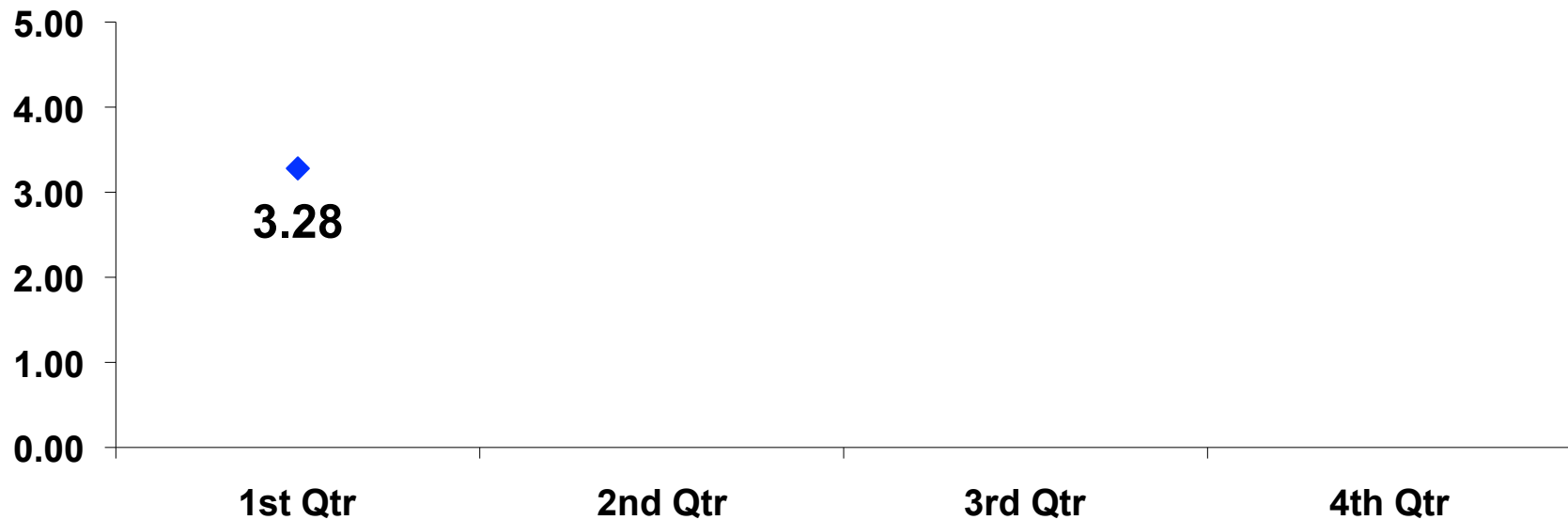
PRIOR TRIPS TO GUAM - TRACKING



PRIOR TRIPS TO GUAM - SEGMENTATION

			TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20- 40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
			-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	136	30	12	4	51	55	68	13	2	35
		Column N %	91%	88%	86%	100%	89%	95%	94%	100%	67%	90%
	No	Count	13	4	2	0	6	3	4	0	1	4
		Column N %	9%	12%	14%	0%	11%	5%	6%	0%	33%	10%
	Total	Count	149	34	14	4	57	58	72	13	3	39

AVG LENGTH OF STAY - TRACKING



AVG LENGTH OF STAY - SEGMENTATION

		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20- 40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
		-	-	-	-	-	-	-	-	-	-
Q8	Mean	3.28	3.46	3.00	3.00	3.28	3.40	3.29	3.46	3.33	3.23
	Median	3	3	3	3	3	3	3	3	3	3

SECTION 2 **TRAVEL PLANNING**

TRAVEL PLANNING - SEGMENTATION

			TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
			-	-	-	-	-	-	-	-	-	-
Q7	Full package tour	Count	23	7	1	0	11	8	11	6	0	4
		Column N %	16%	20%	8%	0%	19%	14%	15%	46%	0%	11%
	Free-time package tour	Count	45	12	7	0	20	19	25	4	2	10
		Column N %	31%	34%	54%	0%	35%	34%	35%	31%	67%	27%
	Individually arranged travel (FIT)	Count	72	15	5	1	24	27	34	3	1	23
		Column N %	50%	43%	38%	25%	42%	48%	48%	23%	33%	62%
	Group tour	Count	1	1	0	0	1	0	0	0	0	0
		Column N %	1%	3%	0%	0%	2%	0%	0%	0%	0%	0%
	Company paid travel	Count	3	0	0	3	1	2	1	0	0	0
		Column N %	2%	0%	0%	75%	2%	4%	1%	0%	0%	0%
	Total	Count	144	35	13	4	57	56	71	13	3	37

TRAVEL MOTIVATION - SEGMENTATION

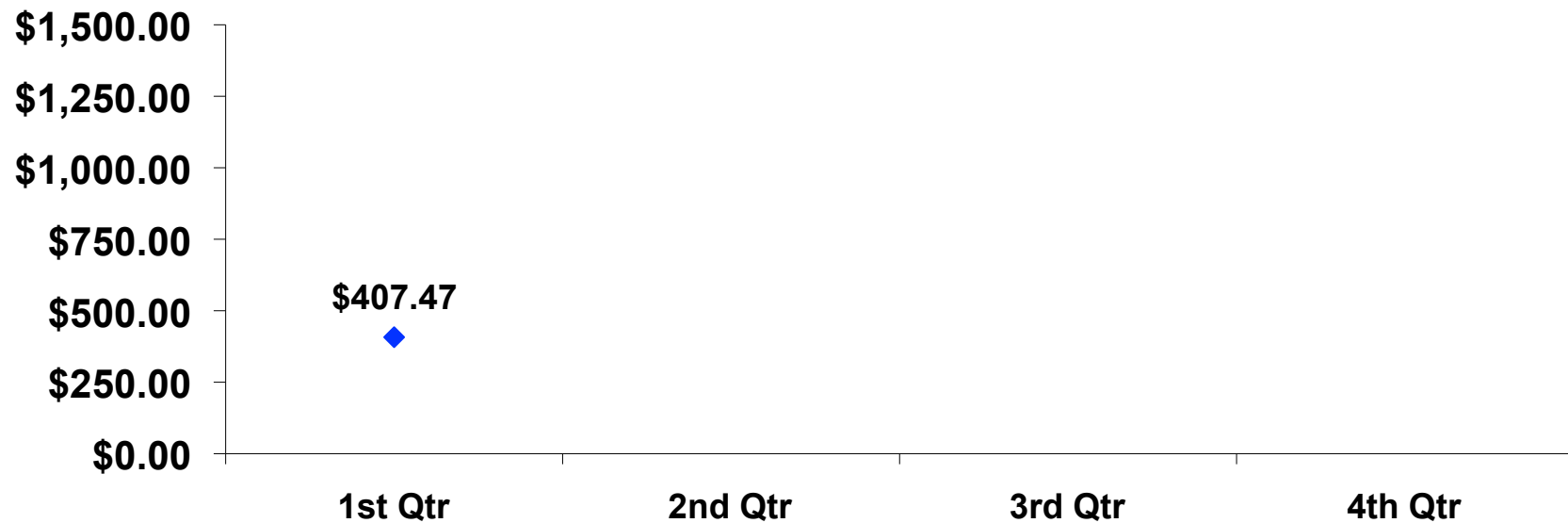
		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME	
		-	-	-	-	-	-	-	-	-	-	
Q5A	Previous trip	3%	3%	14%	0%	5%	0%	3%	0%	0%	3%	
	Price	7%	9%	21%	0%	7%	7%	5%	15%	0%	5%	
	Recomm- friend/family/trvl agnt	14%	20%	7%	0%	14%	14%	16%	8%	33%	18%	
	Scuba	13%	3%	0%	0%	17%	10%	14%	15%	67%	13%	
	Water sports	9%	3%	14%	25%	5%	12%	5%	8%	67%	5%	
	Short travel time	5%	6%	7%	0%	5%	5%	4%	0%	33%	3%	
	Golf	4%	3%	7%	0%	3%	3%	7%	8%	0%	0%	
	Relax	22%	94%	14%	0%	24%	26%	25%	15%	0%	26%	
	Company/ Business Trip	3%	6%	0%	50%	5%	2%	3%	0%	0%	0%	
	Company Sponsored	1%	0%	0%	25%	0%	0%	0%	0%	0%	0%	
	Safe	11%	14%	21%	0%	9%	14%	12%	8%	0%	8%	
	Natural beauty	35%	31%	36%	0%	33%	40%	36%	31%	33%	33%	
	Shopping	12%	14%	7%	0%	7%	21%	11%	8%	33%	13%	
	Married/ Attn wedding	1%	0%	0%	0%	0%	0%	0%	8%	0%	0%	
	Honeymoon	8%	6%	0%	0%	9%	12%	7%	92%	0%	10%	
	Pleasure	1%	6%	7%	0%	0%	2%	3%	0%	0%	3%	
	Organized sports	1%	3%	0%	0%	2%	0%	0%	0%	0%	0%	
	No Visa requirement	9%	14%	14%	0%	3%	10%	7%	0%	33%	8%	
	Total	Count	150	35	14	4	58	58	73	13	3	39

INFORMATION SOURCES - SEGMENTATION

		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
		-	-	-	-	-	-	-	-	-	-
Q1	Internet	67%	71%	71%	100%	65%	81%	60%	85%	100%	55%
	Friend/ Relative	27%	26%	36%	0%	21%	33%	32%	23%	33%	32%
	Co-Worker/ Company Trvl Dept	11%	14%	14%	25%	11%	9%	15%	8%	0%	11%
	TV	11%	17%	21%	0%	14%	10%	11%	31%	0%	11%
	Travel Agent Brochure	10%	17%	7%	0%	7%	12%	10%	23%	33%	8%
	Prior Trip	8%	11%	14%	0%	9%	5%	6%	0%	33%	11%
	Magazine (Consumer)	7%	3%	14%	0%	11%	5%	8%	15%	0%	8%
	Newspaper	6%	0%	14%	0%	11%	2%	7%	15%	0%	8%
	Travel Guidebook- Bookstore	4%	6%	0%	0%	4%	3%	4%	15%	0%	11%
	GVB Promo	3%	6%	0%	0%	2%	3%	3%	0%	33%	0%
	Consumer Trvl Show	2%	9%	7%	0%	5%	0%	1%	8%	0%	3%
	Travel Trade Show	1%	0%	0%	0%	0%	2%	0%	8%	0%	0%
	Theater Ad	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Radio	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Total	Count	149	35	14	4	57	58	72	13	38

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING

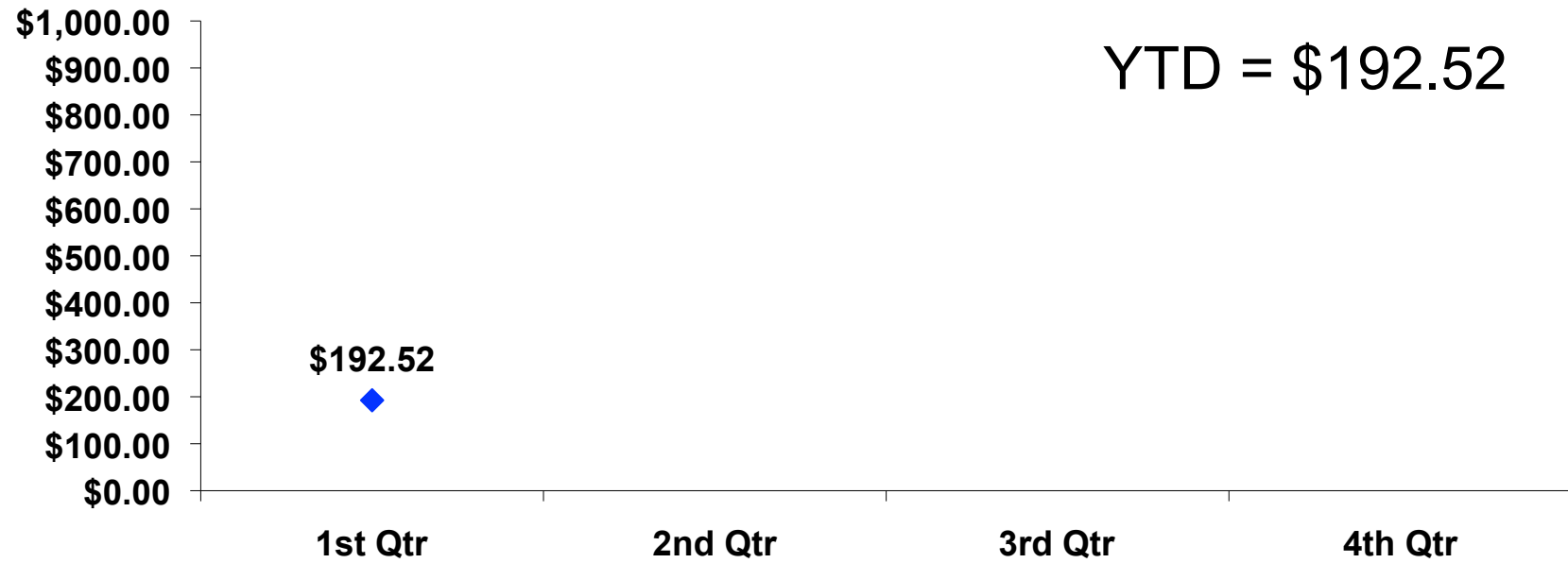


YTD=\$407.47

PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20- 40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
		-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$407.47	\$549.82	\$425.23	\$155.11	\$444.13	\$415.55	\$441.99	\$910.76	\$597.45	\$420.47
	Median	\$0	\$620	\$461	\$0	\$13	\$0	\$534	\$862	\$414	\$414
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$2,861	\$1,861	\$1,149	\$620	\$1,861	\$2,861	\$1,723	\$2,861	\$1,379	\$1,293

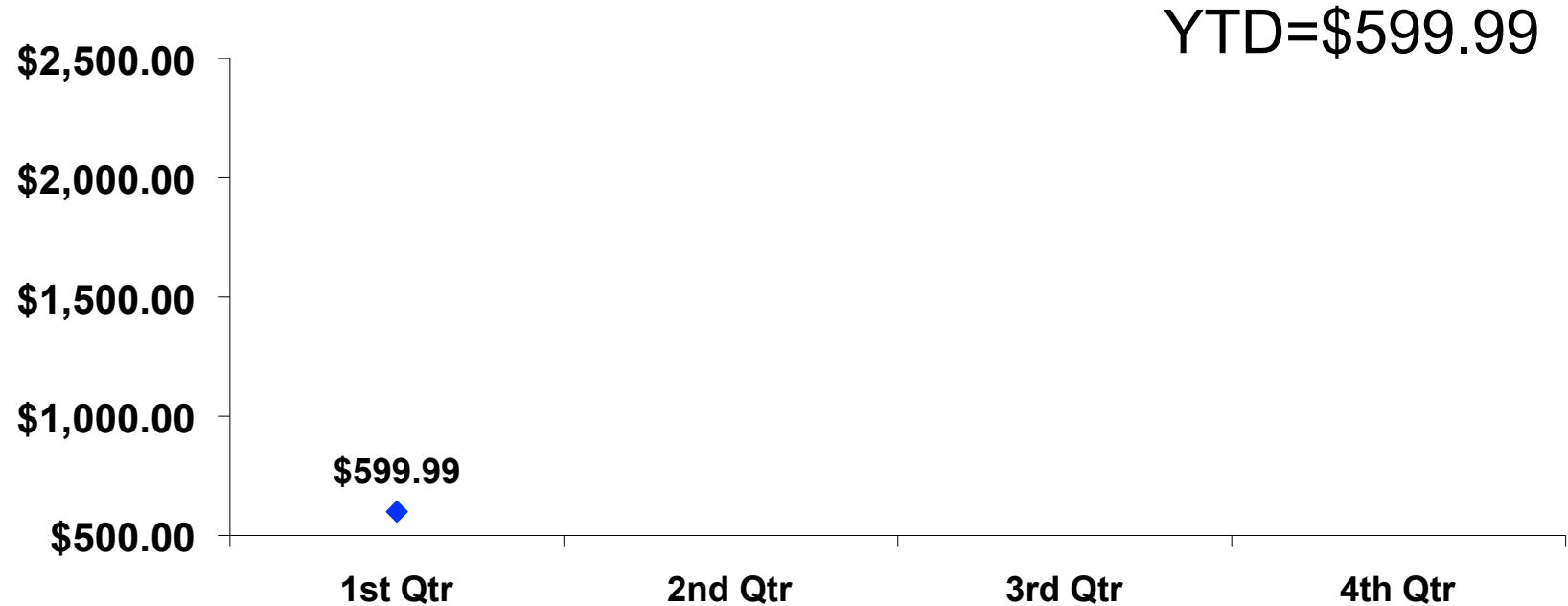
ON-ISLAND EXPENDITURES - TRACKING



ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
		-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$192.52	\$222.94	\$131.69	\$243.75	\$188.22	\$233.28	\$241.44	\$399.23	\$450.83	\$217.76
	Median	\$0	\$100	\$0	\$288	\$0	\$0	\$0	\$345	\$493	\$162
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$200	\$0
	Maximum	\$2,500	\$1,100	\$625	\$400	\$1,026	\$2,500	\$2,500	\$1,000	\$660	\$1,000

TOTAL EXPENDITURES – TRACKING



TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/HNYMOON	STUDENT	MID INCOME
		-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$599.99	\$772.76	\$556.93	\$398.86	\$632.34	\$648.83	\$683.43	\$1,309.99	\$1,048.29	\$638.23
	Median	\$238	\$620	\$461	\$288	\$250	\$138	\$534	\$1,456	\$1,074	\$517
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$200	\$0
	Maximum	\$3,362	\$2,887	\$1,452	\$1,020	\$2,887	\$3,362	\$3,362	\$3,206	\$1,871	\$1,904

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 2013	
Drivers:	rank
Quality & Cleanliness of beaches & parks	2
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	1
Quality of hotel accommodations	
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	32,4%
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 First Quarter 2013 Period. By rank order they are:
 - **Price of things on Guam, and**
 - **Cleanliness of beaches and parks.**
- With these two factors the overall r^2 is .324 meaning that **32.4% of overall satisfaction is accounted for by these factors.**

Drivers of Per Person On Island Expenditures, 1st Qtr 2013	
Drivers:	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	
Variety of nighttime tours	
Quality of shopping	1
Variety of shopping	
Price of things on Guam	2
Quality of hotel accommodations	
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	9.6%
NOTE: Only significant drivers are included.	

Drivers of Per Person On Island Expenditure

- **Per person on island expenditure** of the Taiwan visitor's on Guam is driven by two significant factors in the First Quarter 2013 Period. By rank order they are:
 - **Quality of shopping, and**
 - **Price of things on Guam.**
- With these two factors the overall r^2 is .096 meaning that **9.6% of per person on island expenditure is accounted for by these factors.**