



GUAM VISITORS BUREAU

Taiwan 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 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	51%			
Child	9%			
Incentive market	4%			
Male 20-40	42%			
Female 20-40	41%			
White collar	50%			
Wedding/ Honeymooner	22%			
Student	3%			
Mid-High income	38%			
TOTAL	150			

SECTION 1 **PROFILE OF RESPONDENTS**

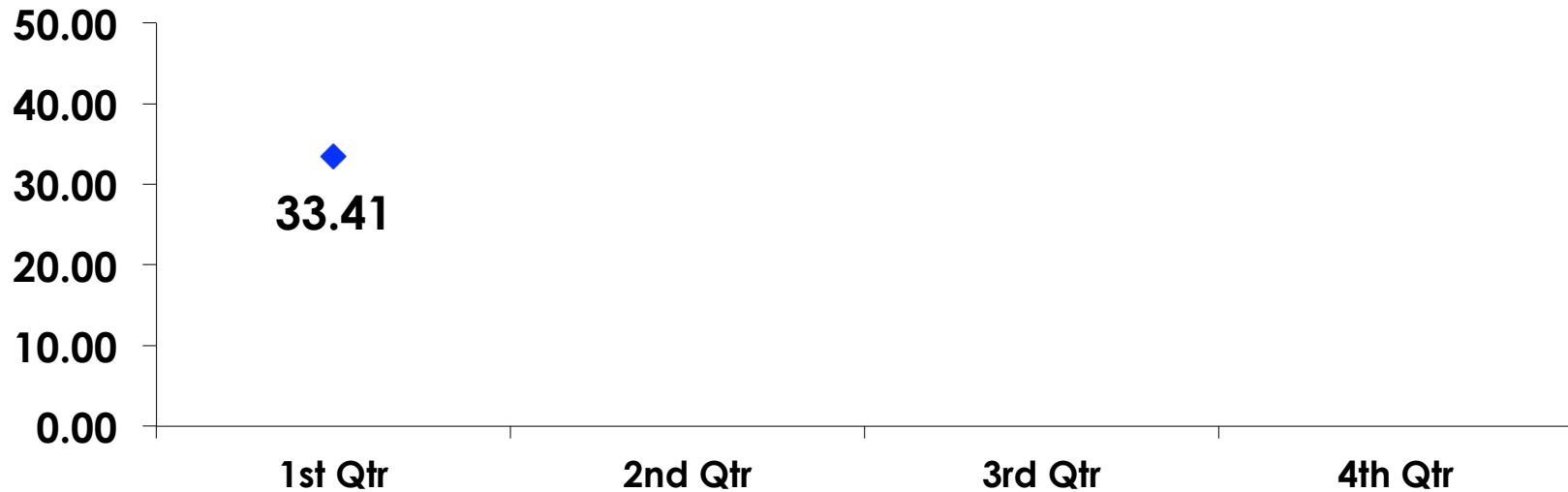
MARITAL STATUS - TRACKING



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	74	37	13	3	29	23	36	27	0	24
		Column N %	49%	49%	93%	50%	46%	38%	48%	82%	0%	42%
	Single	Count	76	39	1	3	34	38	39	6	4	33
		Column N %	51%	51%	7%	50%	54%	62%	52%	18%	100%	58%
Total		Count	150	76	14	6	63	61	75	33	4	57

AVERAGE AGE - TRACKING



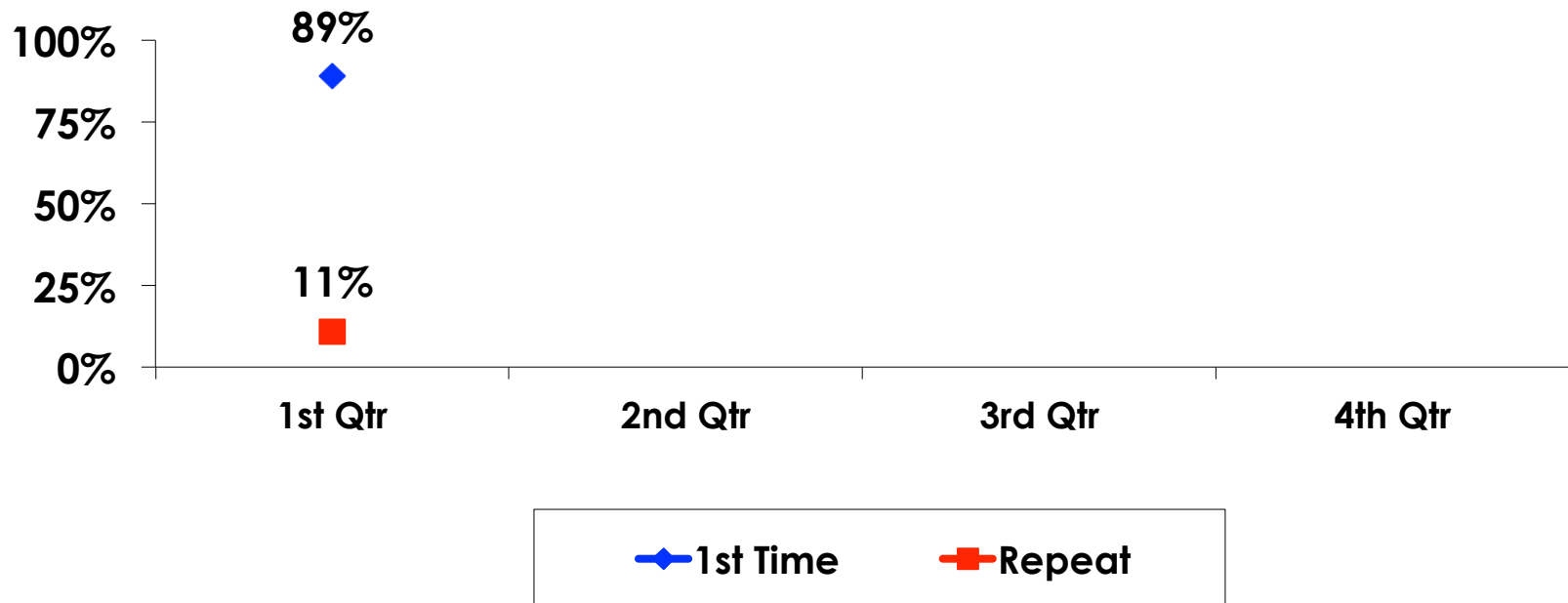
AGE- SEGMENTATION

			TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
			-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	17	5	0	1	5	9	4	6	4	7
		Column N %	11%	7%	0%	17%	8%	15%	5%	18%	100%	12%
	25-34	Count	89	48	8	3	43	46	53	21	0	35
		Column N %	59%	63%	57%	50%	68%	75%	71%	64%	0%	61%
	35-49	Count	31	19	6	2	15	6	15	4	0	11
		Column N %	21%	25%	43%	33%	24%	10%	20%	12%	0%	19%
	50+	Count	13	4	0	0	0	0	3	2	0	4
		Column N %	9%	5%	0%	0%	0%	0%	4%	6%	0%	7%
	Total	Count	150	76	14	6	63	61	75	33	4	57
QF	Mean		33.41	33.47	35.79	33.00	31.29	29.51	32.17	30.58	20.75	32.74
	Median		31	32	34	30	31	29	30	29	21	30

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		14	6	1	1	2	7	8	1	1	0
	Column N %		9%	8%	7%	17%	3%	12%	11%	3%	33%	0%
NT160K-NT200K	Count		5	2	0	0	1	3	1	2	1	0
	Column N %		3%	3%	0%	0%	2%	5%	1%	6%	33%	0%
NT200K-NT400K	Count		23	12	1	1	7	11	11	5	0	0
	Column N %		15%	16%	7%	17%	11%	18%	15%	15%	0%	0%
NT400K-NT600K	Count		27	15	0	3	10	13	12	5	0	27
	Column N %		18%	20%	0%	50%	16%	22%	16%	15%	0%	47%
NT600K-NT800K	Count		30	14	6	0	15	12	15	6	0	30
	Column N %		20%	19%	43%	0%	24%	20%	20%	18%	0%	53%
NT800K-NT1.0M	Count		21	9	2	1	9	10	13	6	0	0
	Column N %		14%	12%	14%	17%	14%	17%	17%	18%	0%	0%
NT1.0M+	Count		26	15	4	0	18	2	13	7	1	0
	Column N %		17%	20%	29%	0%	29%	3%	17%	21%	33%	0%
No Income	Count		3	2	0	0	1	2	2	1	0	0
	Column N %		2%	3%	0%	0%	2%	3%	3%	3%	0%	0%
Total	Count		149	75	14	6	63	60	75	33	3	57

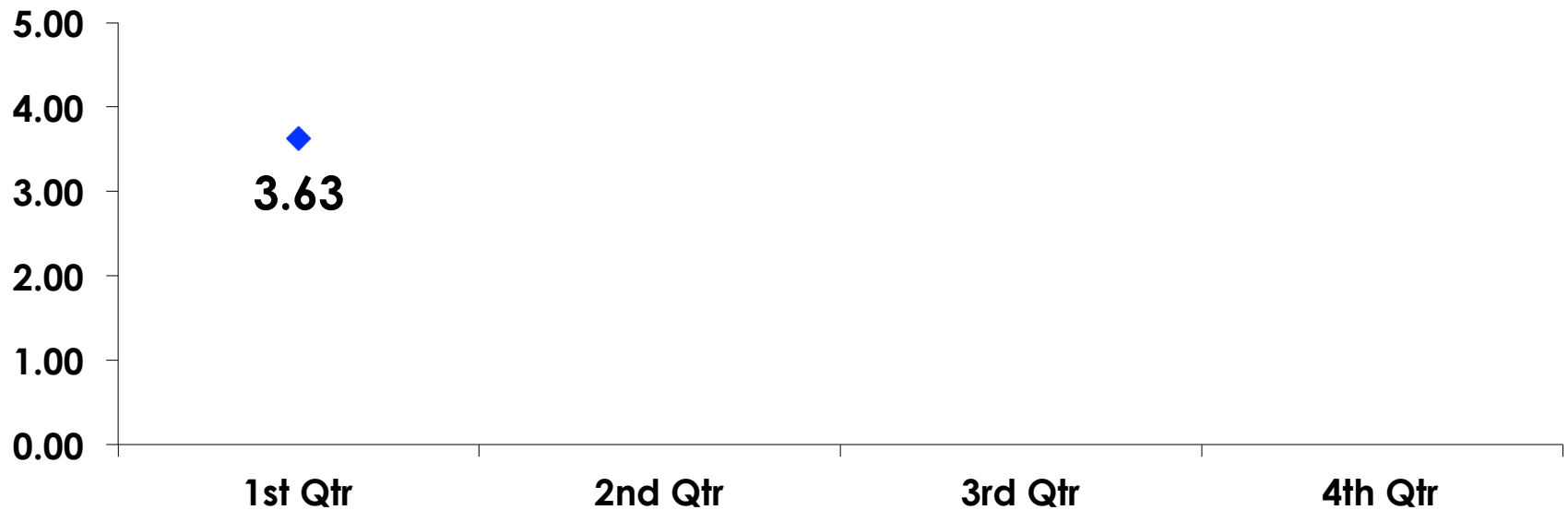
PRIOR TRIPS TO GUAM - TRACKING



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	132	68	11	5	55	56	63	29	4	51
		Column N %	89%	89%	79%	83%	89%	92%	85%	88%	100%	89%
	No	Count	17	8	3	1	7	5	11	4	0	6
		Column N %	11%	11%	21%	17%	11%	8%	15%	12%	0%	11%
Total		Count	149	76	14	6	62	61	74	33	4	57

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	3.63	3.64	3.79	3.40	3.63	3.55	3.55	3.53	3.33	3.70
	Median	3	3	4	3	4	3	3	3	3	4

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	52	22	5	0	19	22	26	11	2	20
		Column N %	35%	29%	36%	0%	30%	36%	35%	33%	50%	35%
	Free-time package tour	Count	70	36	6	0	32	29	41	19	1	27
		Column N %	47%	47%	43%	0%	51%	48%	55%	58%	25%	47%
	Individually arranged travel (FIT)	Count	16	10	2	0	6	7	6	2	1	4
		Column N %	11%	13%	14%	0%	10%	11%	8%	6%	25%	7%
	Group tour	Count	4	2	0	0	1	2	0	1	0	2
		Column N %	3%	3%	0%	0%	2%	3%	0%	3%	0%	4%
	Company paid travel	Count	6	4	1	6	3	1	2	0	0	3
		Column N %	4%	5%	7%	100%	5%	2%	3%	0%	0%	5%
	Other	Count	2	2	0	0	2	0	0	0	0	1
		Column N %	1%	3%	0%	0%	3%	0%	0%	0%	0%	2%
	Total	Count	150	76	14	6	63	61	75	33	4	57

TRAVEL MOTIVATION - SEGMENTATION

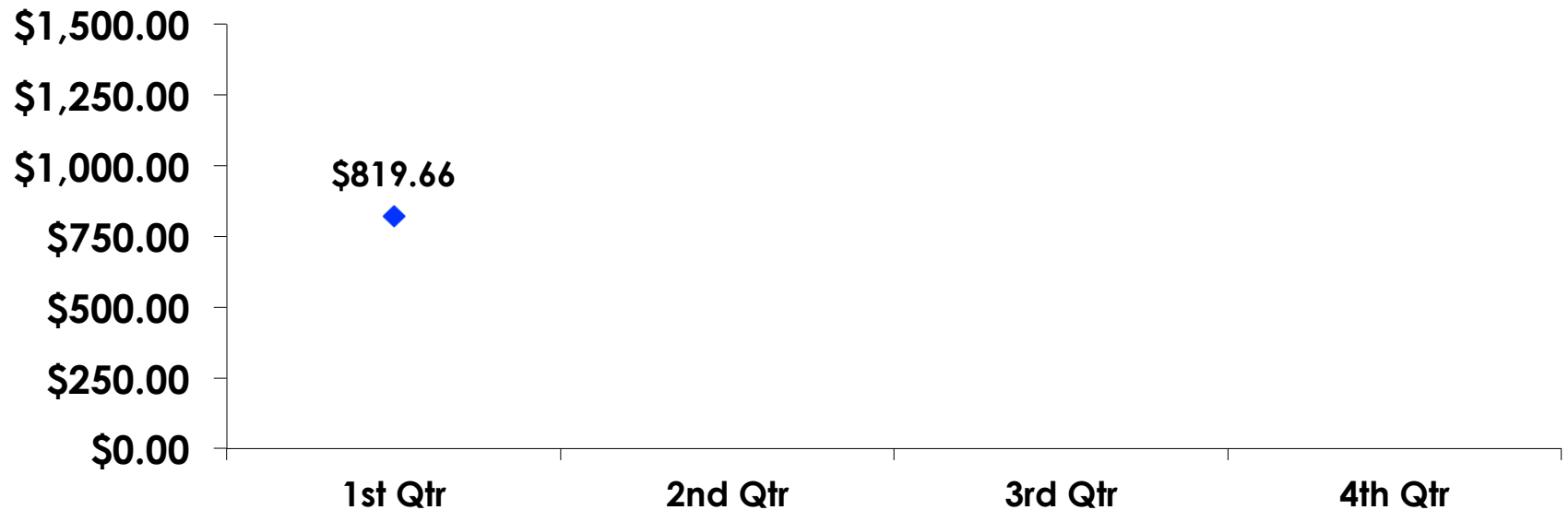
		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME	
		-	-	-	-	-	-	-	-	-	-	
Q5A	Previous trip	6%	5%	7%	17%	3%	5%	8%	9%	0%	5%	
	Price	13%	11%	21%	0%	10%	18%	13%	21%	33%	16%	
	Visit friends/ Relatives	4%	5%	7%	17%	6%	0%	3%	0%	0%	9%	
	Recomm-friend/family/trvl agnt	28%	28%	14%	17%	21%	33%	25%	18%	0%	35%	
	Scuba	27%	37%	14%	33%	30%	30%	28%	33%	67%	26%	
	Water sports	26%	33%	36%	33%	32%	25%	27%	27%	67%	23%	
	Short travel time	10%	12%	21%	0%	10%	8%	5%	3%	0%	11%	
	Golf	1%	1%	0%	0%	0%	2%	0%	0%	0%	0%	
	Relax	48%	95%	50%	50%	46%	52%	48%	42%	33%	47%	
	Company/ Business Trip	2%	1%	0%	0%	3%	2%	3%	0%	0%	0%	
	Safe	29%	45%	29%	33%	24%	30%	28%	30%	33%	21%	
	Natural beauty	77%	84%	86%	33%	73%	85%	77%	85%	67%	86%	
	Shopping	44%	54%	57%	33%	38%	48%	41%	48%	67%	40%	
	Career Cert/ Testing	1%	1%	0%	0%	2%	2%	3%	0%	0%	4%	
	Married/ Attn wedding	7%	3%	0%	0%	3%	10%	5%	30%	0%	7%	
	Honeymoon	17%	17%	0%	0%	16%	20%	17%	79%	0%	14%	
	Pleasure	9%	17%	7%	17%	10%	10%	9%	9%	0%	4%	
	Organized sports	1%	1%	0%	17%	2%	0%	1%	0%	0%	0%	
	No Visa requirement	32%	39%	50%	0%	29%	32%	27%	36%	33%	30%	
	Other	2%	0%	0%	17%	3%	0%	1%	3%	0%	2%	
	Total	Count	149	76	14	6	63	60	75	33	3	57

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	54%	59%	36%	67%	67%	49%	66%	61%	25%	51%
	Friend/ Relative	46%	45%	50%	33%	43%	46%	42%	58%	50%	46%
	Travel Agent Brochure	32%	37%	29%	67%	27%	30%	31%	42%	25%	32%
	TV	22%	30%	7%	17%	14%	34%	20%	30%	25%	21%
	Travel Guidebook- Bookstore	16%	17%	21%	0%	17%	18%	18%	15%	0%	12%
	Magazine (Consumer)	15%	20%	21%	17%	16%	16%	16%	15%	0%	14%
	GVB Promo	14%	16%	14%	33%	11%	15%	12%	15%	0%	9%
	Co-Worker/ Company Trvl Dept	12%	8%	29%	17%	16%	8%	12%	6%	0%	16%
	Prior Trip	11%	11%	21%	17%	11%	8%	15%	12%	0%	11%
	Travel Trade Show	9%	11%	7%	0%	10%	11%	9%	9%	0%	9%
	Newspaper	8%	11%	0%	17%	5%	13%	9%	12%	0%	9%
	Consumer Trvl Show	7%	9%	7%	17%	10%	5%	7%	6%	0%	9%
	GVB Office	5%	5%	0%	0%	2%	7%	5%	3%	0%	7%
	Other	1%	3%	0%	0%	2%	2%	1%	0%	0%	2%
	Theater Ad	1%	1%	0%	0%	0%	2%	0%	0%	0%	0%
	Radio	1%	0%	0%	0%	2%	0%	1%	0%	0%	2%
	Total	Count 149	76	14	6	63	61	74	33	4	57

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING



YTD=\$819.66

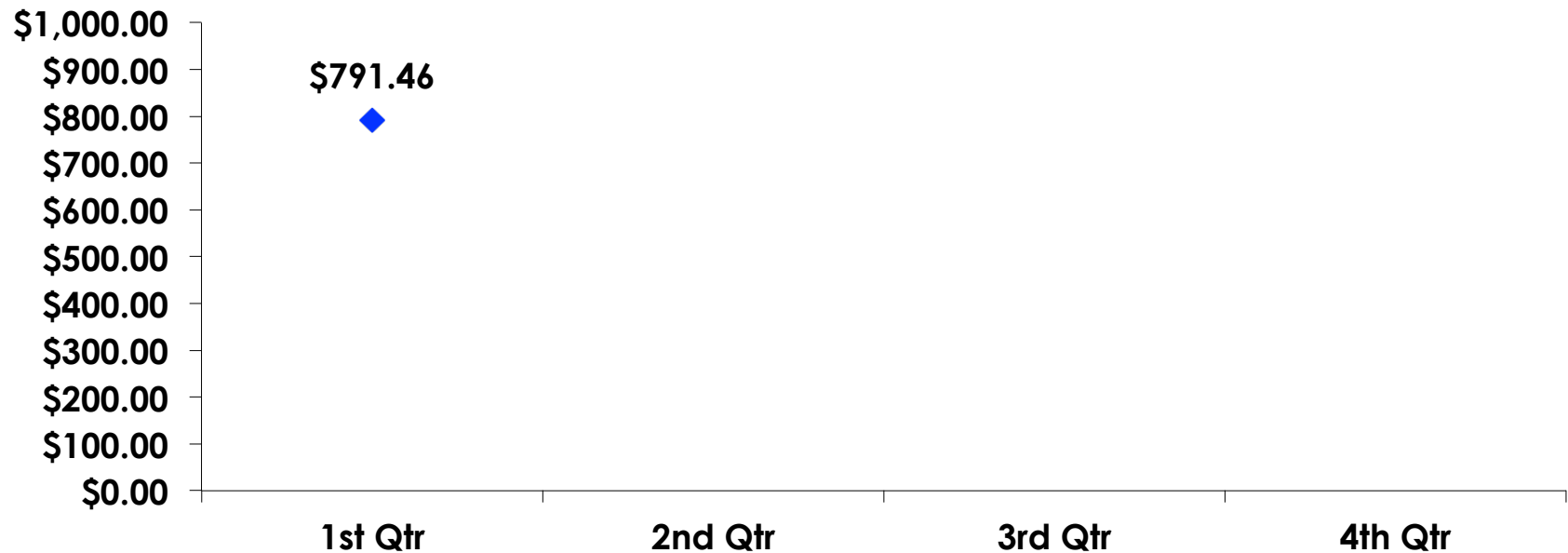
PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/HNYMOON	STUDENT	MID INCOME
		-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$819.66	\$873.75	\$1,105.88	\$554.36	\$989.66	\$663.17	\$784.62	\$1,022.11	\$889.84	\$822.47
	Median	\$767	\$828	\$726	\$782	\$890	\$644	\$767	\$828	\$1,135	\$767
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$6,137	\$6,137	\$6,137	\$902	\$6,137	\$1,810	\$6,137	\$4,603	\$1,289	\$3,682

PREPAID EXPENDITURES

		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
		-	-	-	-	-	-	-	-	-	-
AIR & HOTEL	Mean	\$1,719.28	\$1,906.71	\$5,676.59	\$782.45	\$2,181.49	\$1,186.16	\$1,804.28	\$2,084.57	.	\$1,073.22
	Minimum	\$71	\$71	\$921	\$767	\$307	\$347	\$307	\$347	.	\$71
	Maximum	\$18,411	\$18,411	\$18,411	\$798	\$18,411	\$3,068	\$18,411	\$9,205	.	\$3,068
AIR/ HOTEL/ MEAL	Mean	\$1,526.88	\$1,552.77	\$2,981.49	\$2,684.87	\$1,885.85	\$1,042.64	\$1,410.36	\$1,707.09	\$1,564.90	\$1,442.56
	Minimum	\$307	\$307	\$767	\$859	\$614	\$307	\$491	\$614	\$921	\$491
	Maximum	\$4,909	\$4,909	\$4,909	\$4,511	\$4,909	\$2,056	\$4,603	\$4,603	\$2,577	\$4,909
AIR ONLY	Mean	\$924.62	\$1,534.21	\$472.54	.	\$1,003.38	\$767.11	.	\$1,534.21	.	\$767.11
	Minimum	\$473	\$1,534	\$473	.	\$473	\$767	.	\$1,534	.	\$767
	Maximum	\$1,534	\$1,534	\$473	.	\$1,534	\$767	.	\$1,534	.	\$767
HOTEL ONLY	Mean
	Minimum
	Maximum
HOTEL & MEAL	Mean
	Minimum
	Maximum
F&B HOTEL	Mean
	Minimum
	Maximum
TRANS- TAIWAN	Mean	\$59.97	\$61.37	.	.	\$40.91	\$97.17	\$44.11	.	.	\$64.44
	Minimum	\$15	\$15	.	.	\$15	\$46	\$15	.	.	\$15
	Maximum	\$184	\$184	.	.	\$61	\$184	\$61	.	.	\$184
TRANS- GUAM	Mean	\$36.82	\$36.82	.	.
	Minimum	\$37	\$37	.	.
	Maximum	\$37	\$37	.	.
OPT TOURS	Mean	\$1,851.28	.	\$1,841.06	.	\$1,856.40	\$1,841.06	\$1,841.06	.	.	\$1,841.06
	Minimum	\$1,841	.	\$1,841	.	\$1,841	\$1,841	\$1,841	.	.	\$1,841
	Maximum	\$1,872	.	\$1,841	.	\$1,872	\$1,841	\$1,841	.	.	\$1,841
OTHER	Mean	\$685.20	\$789.51	.	.	\$457.71	\$459.04	\$411.17	\$587.60	\$153.42	\$1,010.02
	Minimum	\$46	\$46	.	.	\$245	\$46	\$46	\$562	\$153	\$368
	Maximum	\$2,731	\$2,731	.	.	\$614	\$921	\$614	\$614	\$153	\$2,731
TOTAL	Mean	\$1,402.70	\$1,490.65	\$4,007.36	\$1,155.77	\$1,856.18	\$955.01	\$1,382.80	\$1,760.95	\$1,212.03	\$1,268.74
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$18,411	\$18,411	\$18,411	\$4,511	\$18,411	\$4,909	\$18,411	\$9,205	\$2,577	\$4,909

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$791.46

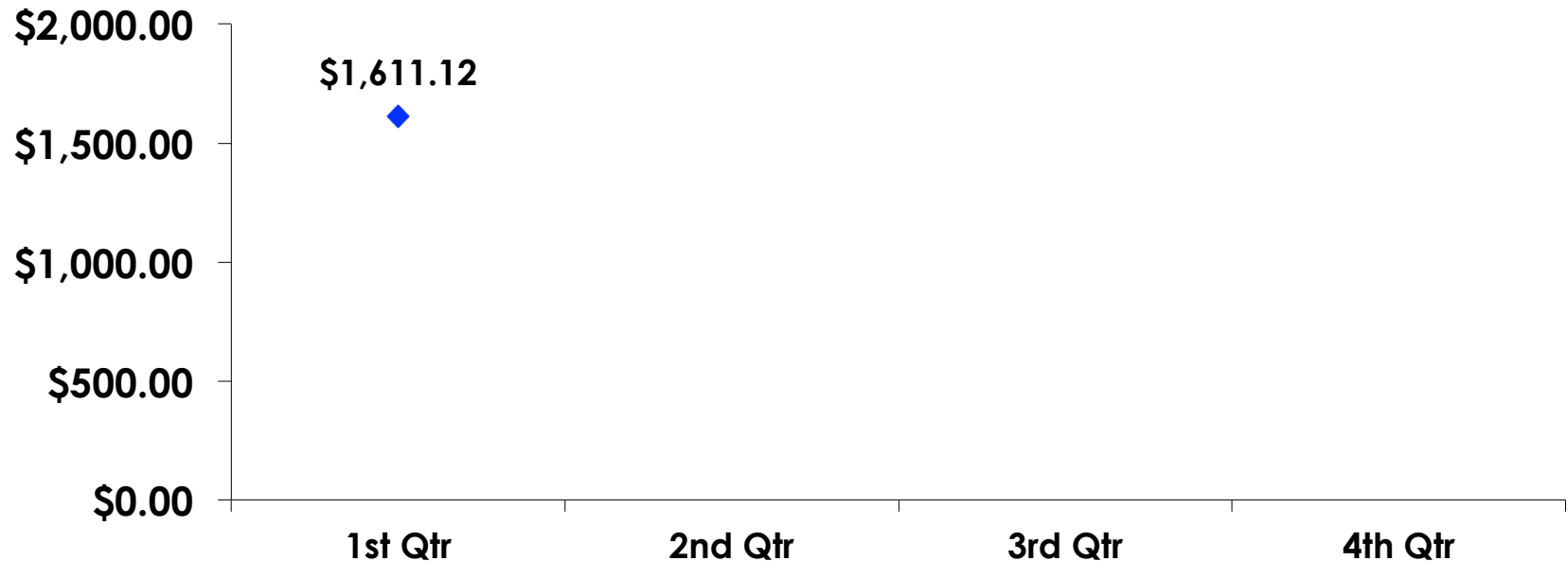
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/HNYMOON	STUDENT	MID INCOME
		-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$791.46	\$773.52	\$400.72	\$1,582.94	\$848.71	\$792.05	\$584.45	\$796.73	\$1,025.00	\$919.99
	Median	\$450	\$458	\$202	\$499	\$470	\$460	\$443	\$500	\$1,250	\$400
	Minimum	\$0	\$0	\$20	\$0	\$0	\$0	\$0	\$0	\$50	\$0
	Maximum	\$7,000	\$3,830	\$2,500	\$7,000	\$7,000	\$6,000	\$3,000	\$6,000	\$1,550	\$7,000

ON-ISLAND EXPENSE- BREAKDOWN

	TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
	-	-	-	-	-	-	-	-	-	-
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
F&B HOTEL	\$30.27	\$36.58	\$101.43	\$0.00	\$29.84	\$22.95	\$26.80	\$42.42	\$0.00	\$20.18
F&B FF/STORE	\$65.70	\$48.61	\$42.57	\$34.17	\$36.68	\$90.41	\$32.83	\$158.79	\$5.00	\$53.12
F&B RESTRNT	\$101.96	\$131.50	\$402.93	\$16.67	\$145.59	\$51.80	\$58.09	\$69.30	\$25.00	\$66.89
OPT TOUR	\$91.35	\$98.16	\$120.93	\$88.33	\$134.41	\$56.31	\$79.44	\$54.39	\$0.00	\$108.88
GIFT- SELF	\$276.61	\$380.16	\$879.29	\$266.67	\$345.40	\$229.54	\$218.56	\$134.55	\$325.00	\$150.00
GIFT- OTHER	\$123.19	\$123.86	\$47.21	\$50.00	\$117.35	\$145.66	\$115.80	\$231.52	\$137.50	\$105.02
TRANS	\$97.41	\$63.32	\$41.00	\$1,184.67	\$161.43	\$39.85	\$34.48	\$46.61	\$7.50	\$190.77
OTHER	\$377.49	\$340.97	\$141.71	\$8.33	\$361.52	\$393.28	\$307.91	\$515.76	\$912.50	\$423.40
TOTAL	\$1,165.99	\$1,227.09	\$1,798.50	\$1,648.83	\$1,336.98	\$1,029.80	\$873.91	\$1,253.33	\$1,412.50	\$1,123.53

TOTAL EXPENDITURES – TRACKING



YTD=\$1,611.12

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	\$1,611.12	\$1,647.26	\$1,506.60	\$2,137.31	\$1,838.36	\$1,455.23	\$1,369.07	\$1,818.84	\$1,914.84	\$1,742.46
	Median	\$1,296	\$1,451	\$1,083	\$1,300	\$1,474	\$1,172	\$1,180	\$1,474	\$1,910	\$1,302
	Minimum	\$0	\$0	\$256	\$0	\$0	\$0	\$0	\$300	\$1,000	\$0
	Maximum	\$7,859	\$7,232	\$6,337	\$7,859	\$7,859	\$7,074	\$6,337	\$7,074	\$2,839	\$7,859

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 ($p \leq .05$) 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	4
Quality of daytime tours	1
Variety of daytime tours	
Quality of nighttime tours	
Variety of nighttime tours	
Quality of shopping	
Variety of shopping	3
Price of things on Guam	
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	2
Quality/cleanliness of transportation vehicles	
% of Overall Satisfaction Accounted For	59.4%
NOTE: Only significant drivers are included.	

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Taiwan visitor's experience on Guam is driven by four significant factors in the First Quarter 2016 Period. By rank order they are:
 - **Quality of daytime tours,**
 - **Quality of ground handler,**
 - **Variety of shopping, and**
 - **Safety walking around at night.**
- With these four factors the overall r^2 is .594 meaning that **59.4% 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	
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 in Tumon	
Quality of landscape in Guam	
Quality of ground handler	
Quality/cleanliness 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 2016 Period.