



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2015

JANUARY 2015



Prepared by: QMark Research

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Background & Methodology

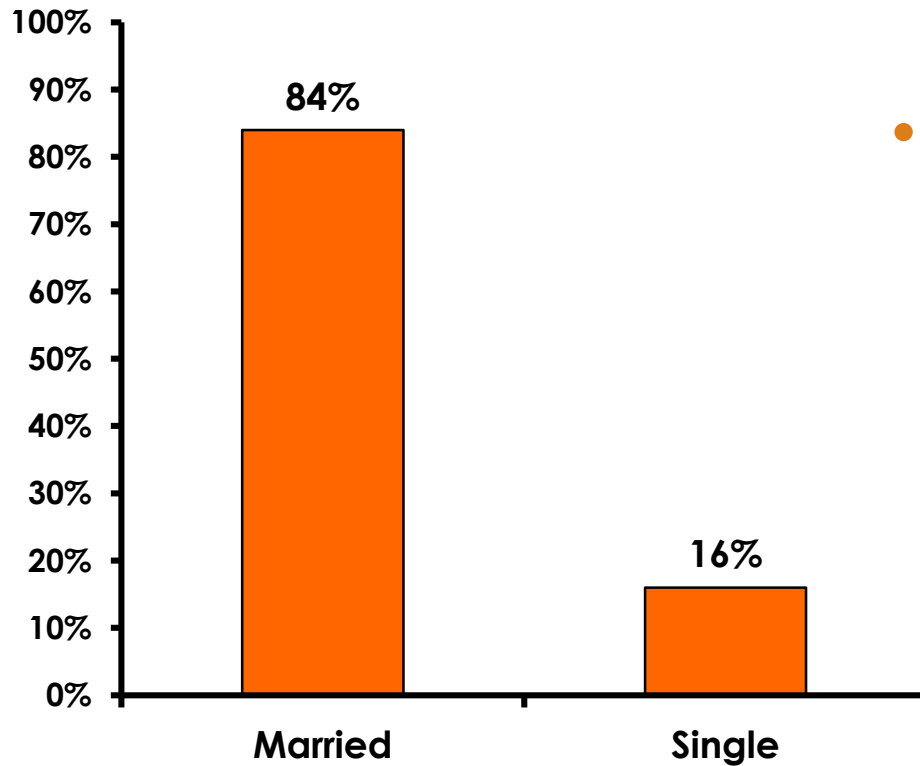
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **353** departing Korean 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 **353** is +/- 5.23 percentage points with a 95% confidence level. That is, if all Korean 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 +/- 5.23 percentage points.

OBJECTIVES

- To monitor the effectiveness of the Korean seasonal campaigns in attracting Korean visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Korea marketing plan.
- Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.

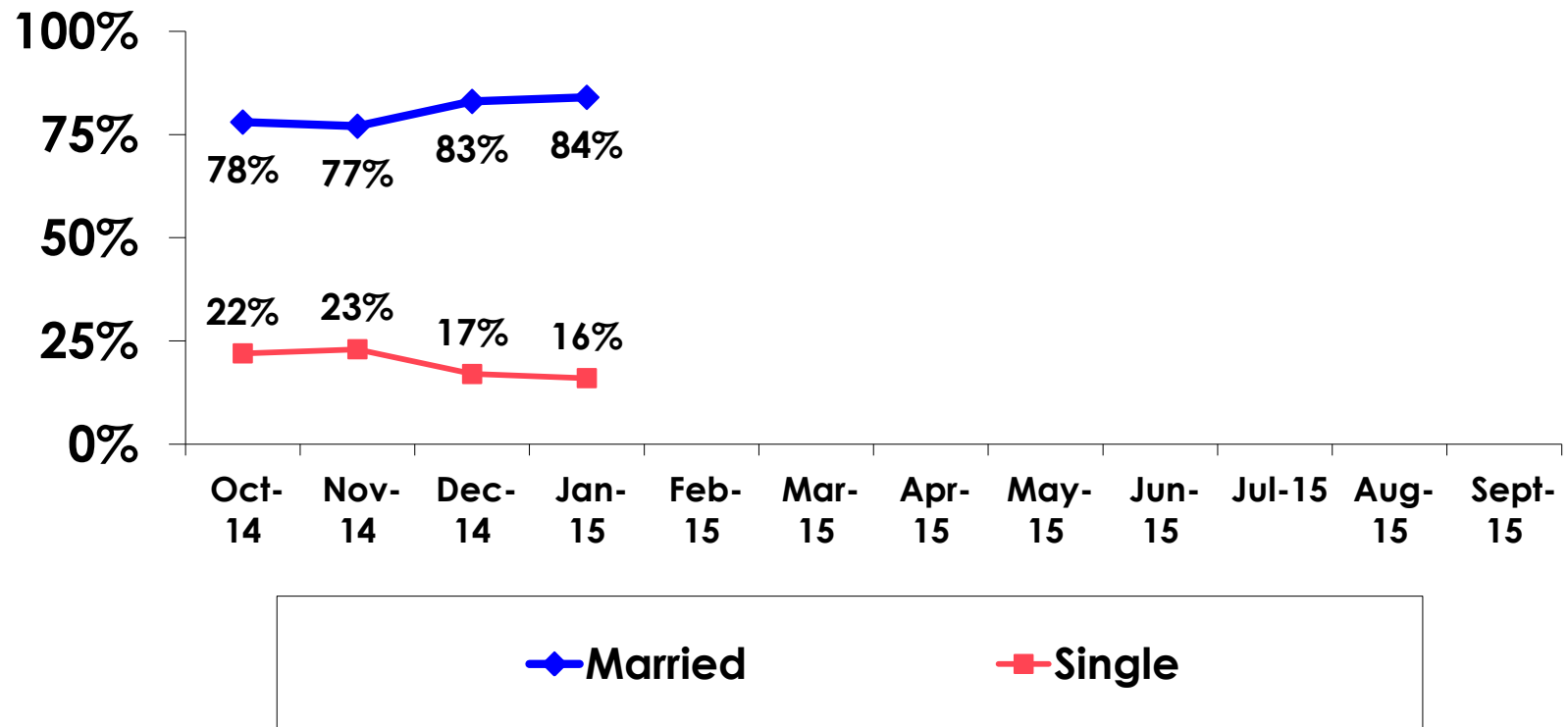
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

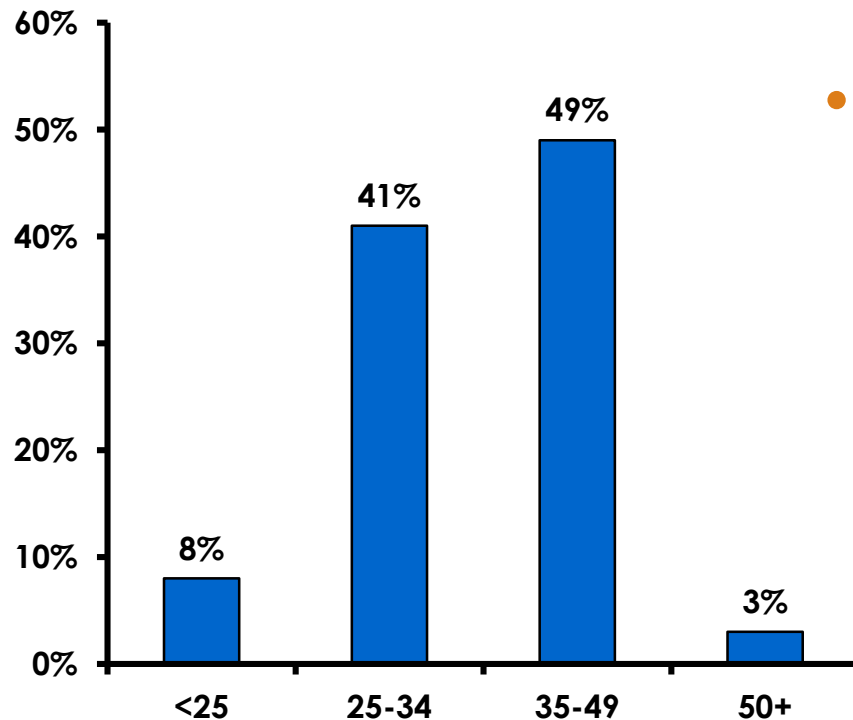


- Majority of Korean visitors are married.

MARITAL STATUS

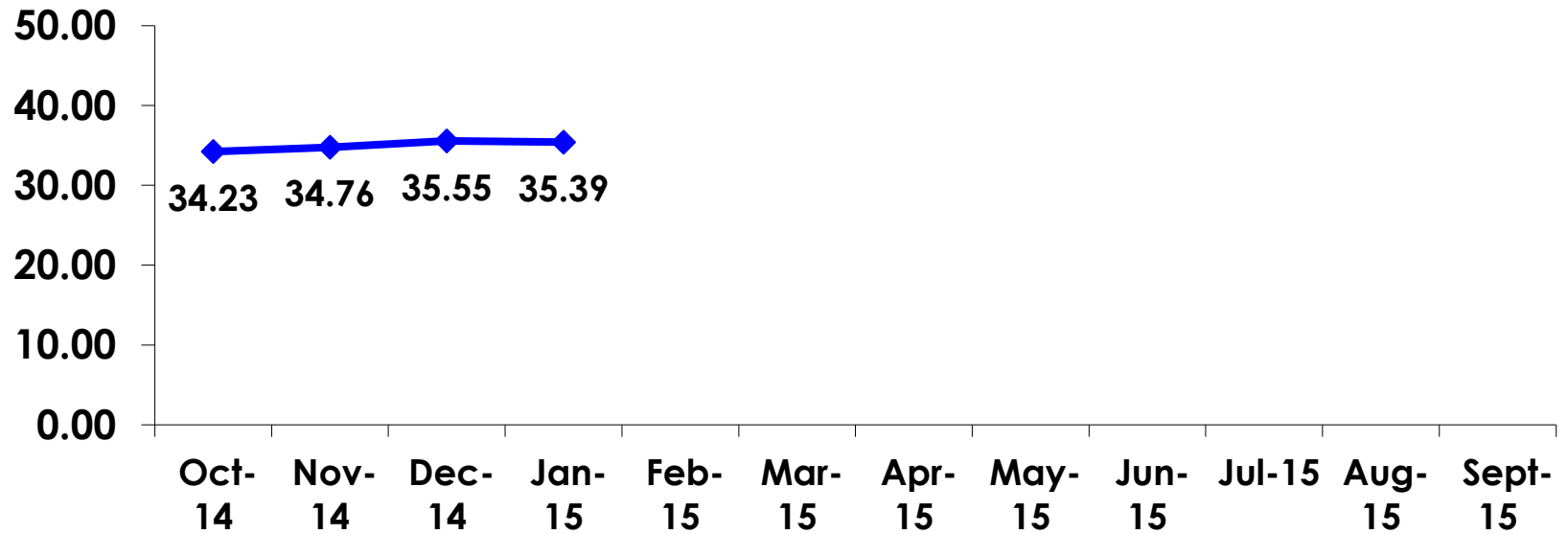


Age - Overall

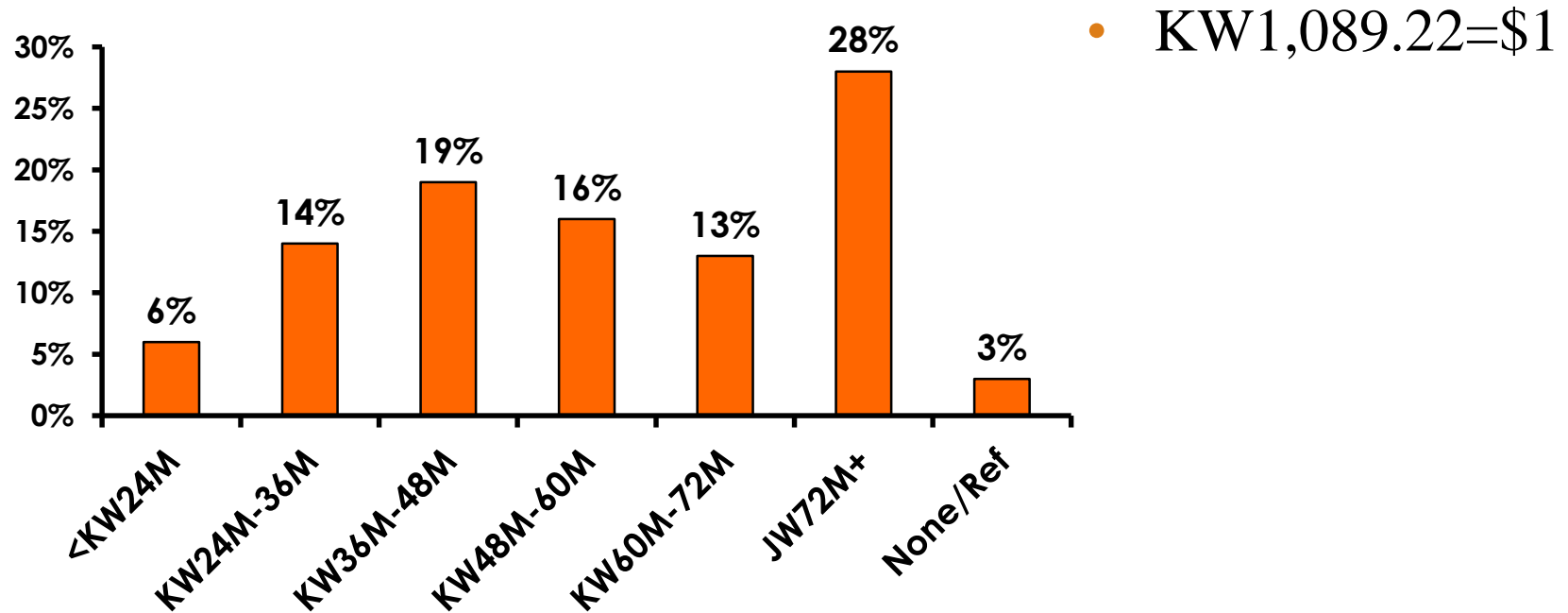


- The average age of the respondents is 35.39 years of age.

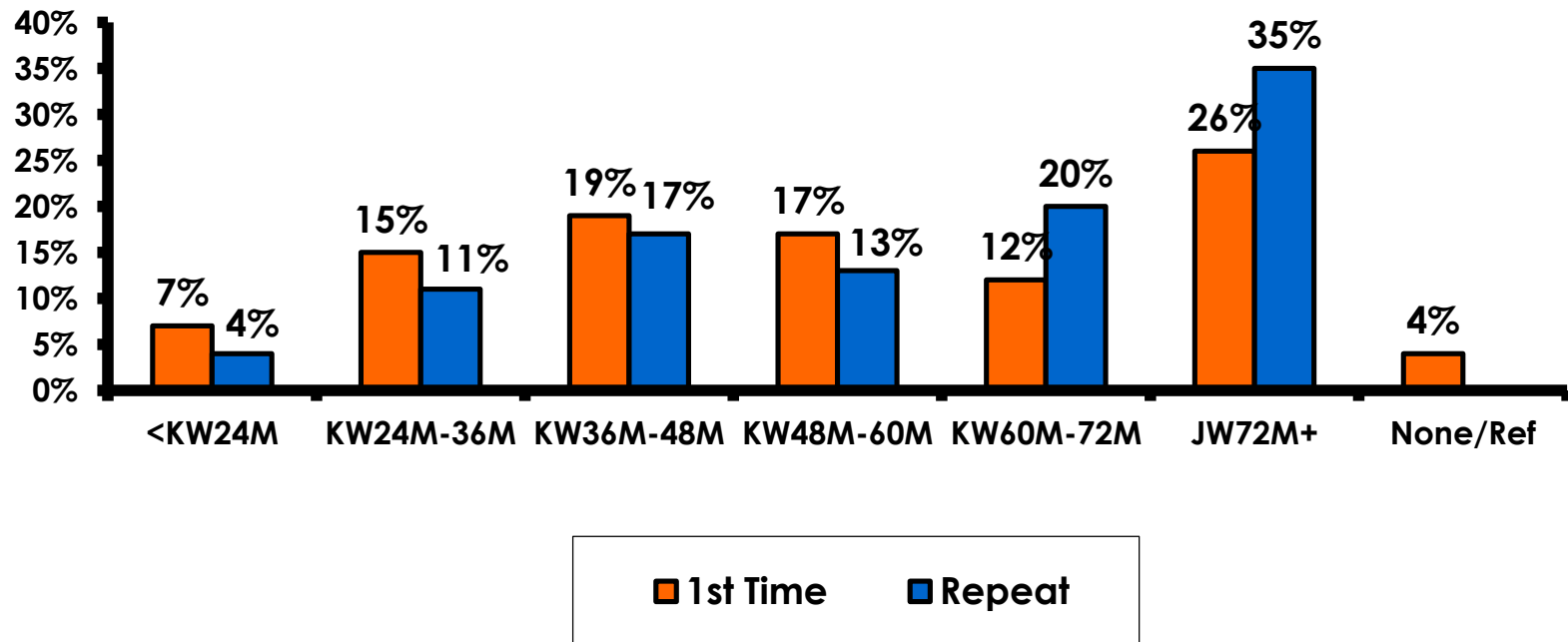
AVERAGE - AGE



Personal Income



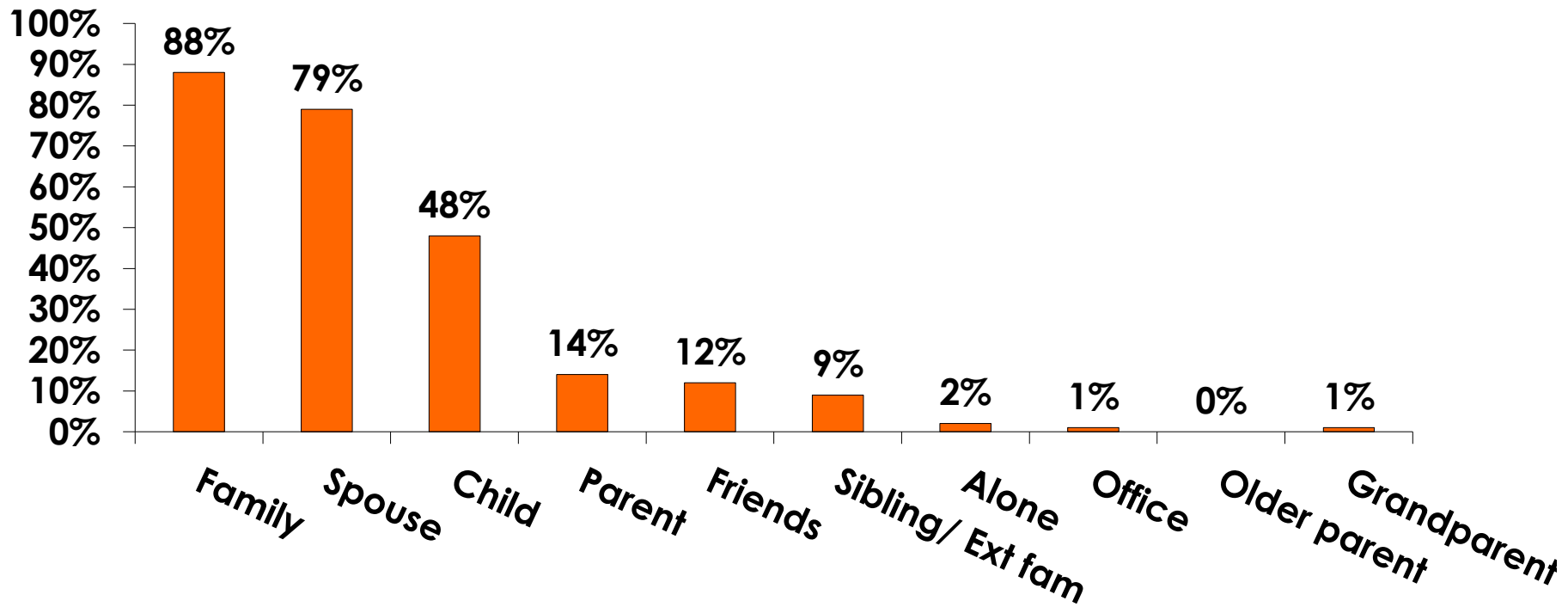
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<KW12.0M	Count	7	2	5		6	1	
		Column N %	2%	1%	3%		4%	1%	
	KW12.0M-KW24.0M	Count	13	4	9		8	5	
		Column N %	4%	2%	6%		6%	3%	
	KW24.0M-KW36.0M	Count	45	16	29	6	29	9	1
		Column N %	14%	10%	19%	26%	21%	6%	11%
	KW36.0M-KW48.0M	Count	61	36	25	4	31	26	
		Column N %	19%	22%	16%	17%	23%	17%	
	KW48.0M-KW60.0M	Count	52	26	25	2	18	29	3
		Column N %	16%	16%	16%	9%	13%	19%	33%
	KW60.0M-KW72.0M	Count	42	26	16	2	15	23	2
		Column N %	13%	16%	10%	9%	11%	15%	22%
	KW72.0M+	Count	89	48	41	7	23	57	2
		Column N %	28%	29%	27%	30%	17%	37%	22%
	No Income	Count	11	7	4	2	5	3	1
		Column N %	3%	4%	3%	9%	4%	2%	11%
	Total	Count	320	165	154	23	135	153	9

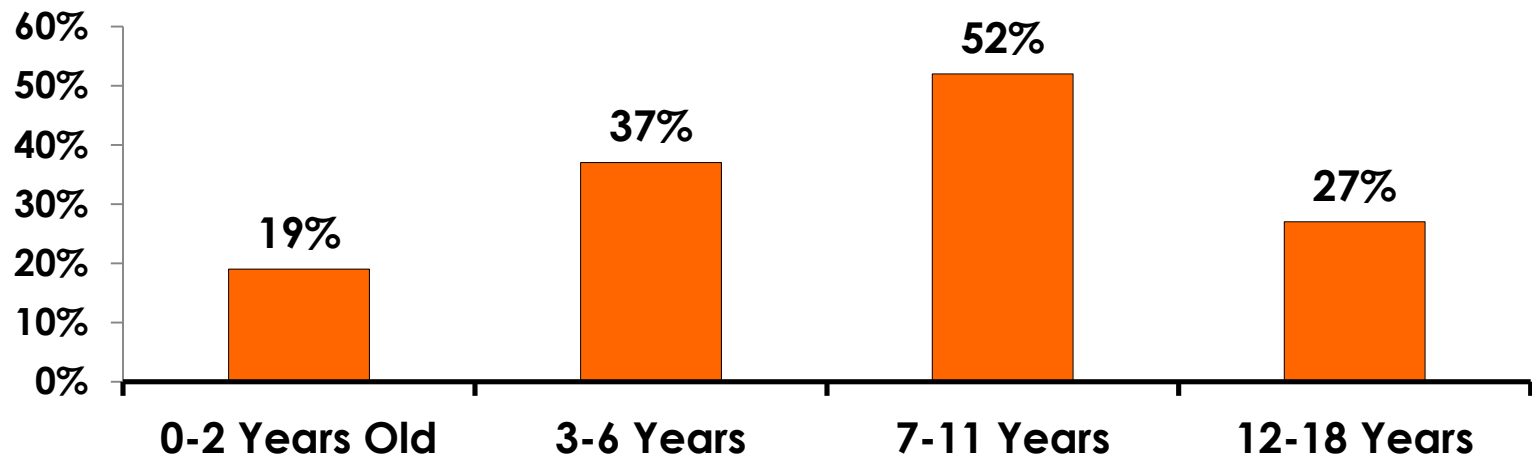
Travel Companions



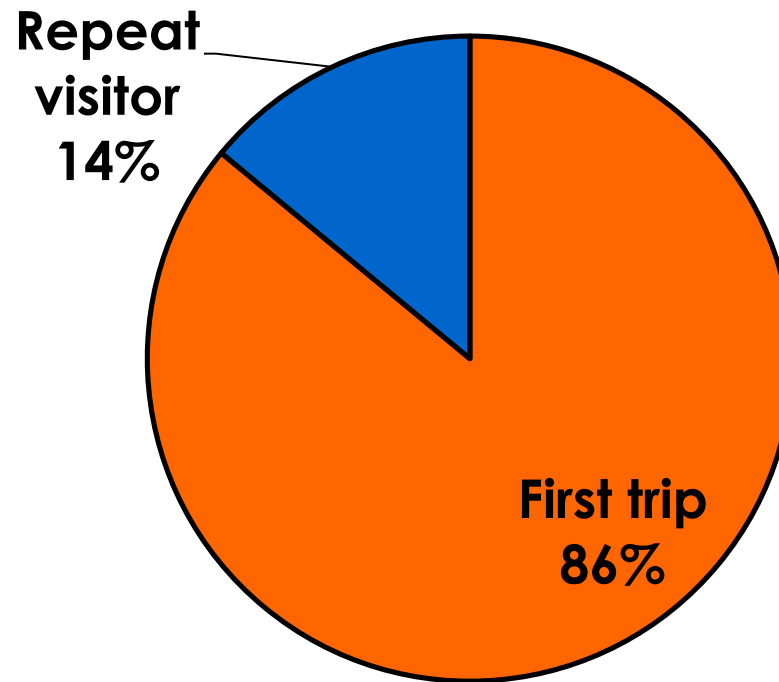
Number of Children Travel Party

N=170 total respondents traveling with children.

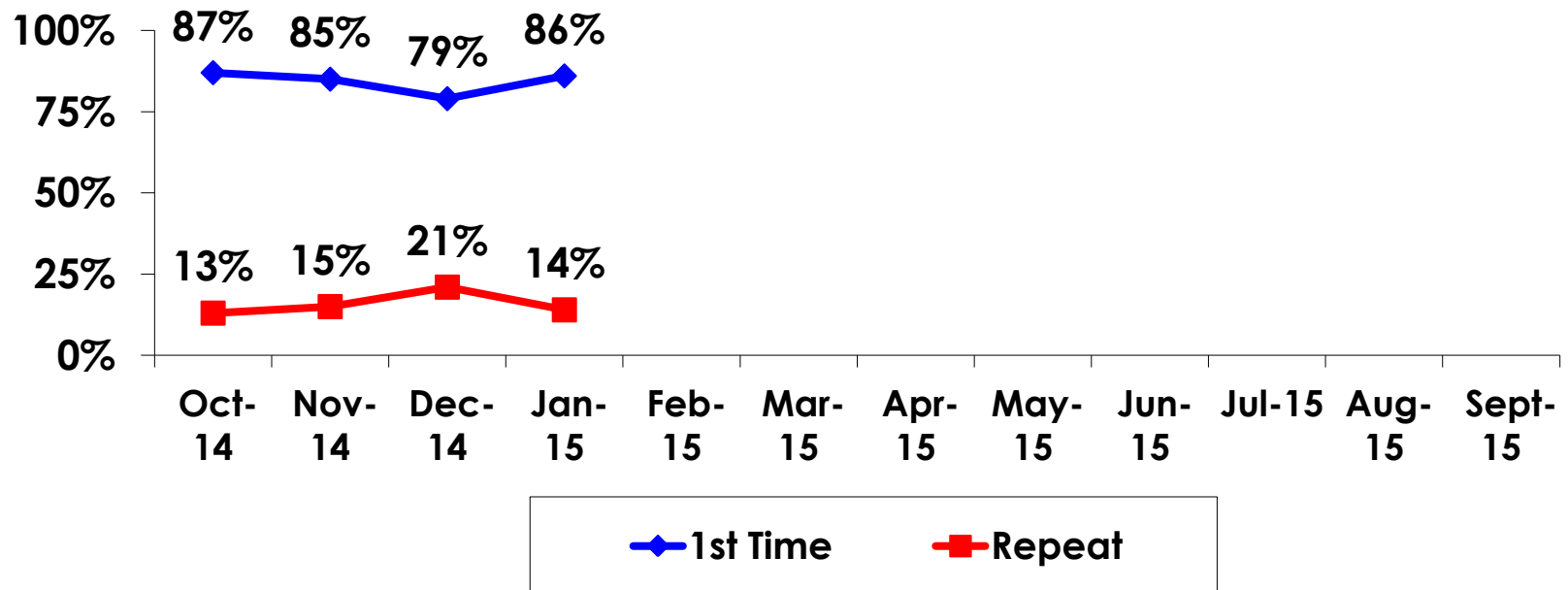
(Of those N=170 respondents, there is a total of 276 children 18 years or younger)



Prior Trips to Guam



PRIOR TRIPS TO GUAM

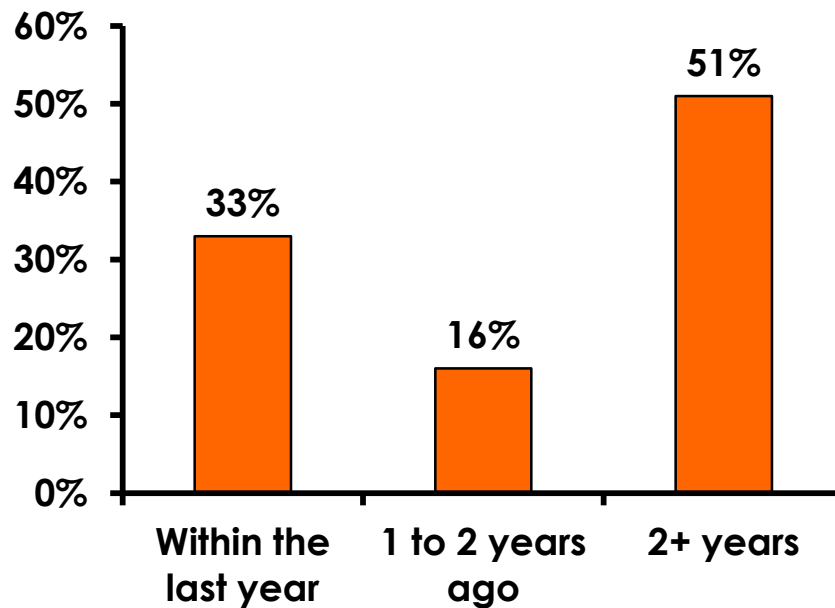


Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM		
			-	1st	Repeat	
GENDER	Male	Count	174	145	28	
		Column N %	49%	48%	57%	
	Female	Count	178	156	21	
		Column N %	51%	52%	43%	
	Total	Count	352	301	49	
AGE	18-24	Count	27	24	3	
		Column N %	8%	8%	6%	
	25-34	Count	145	135	10	
		Column N %	41%	45%	20%	
	35-49	Count	172	136	34	
		Column N %	49%	45%	69%	
	50+	Count	9	7	2	
		Column N %	3%	2%	4%	
		Total	Count	353	302	49

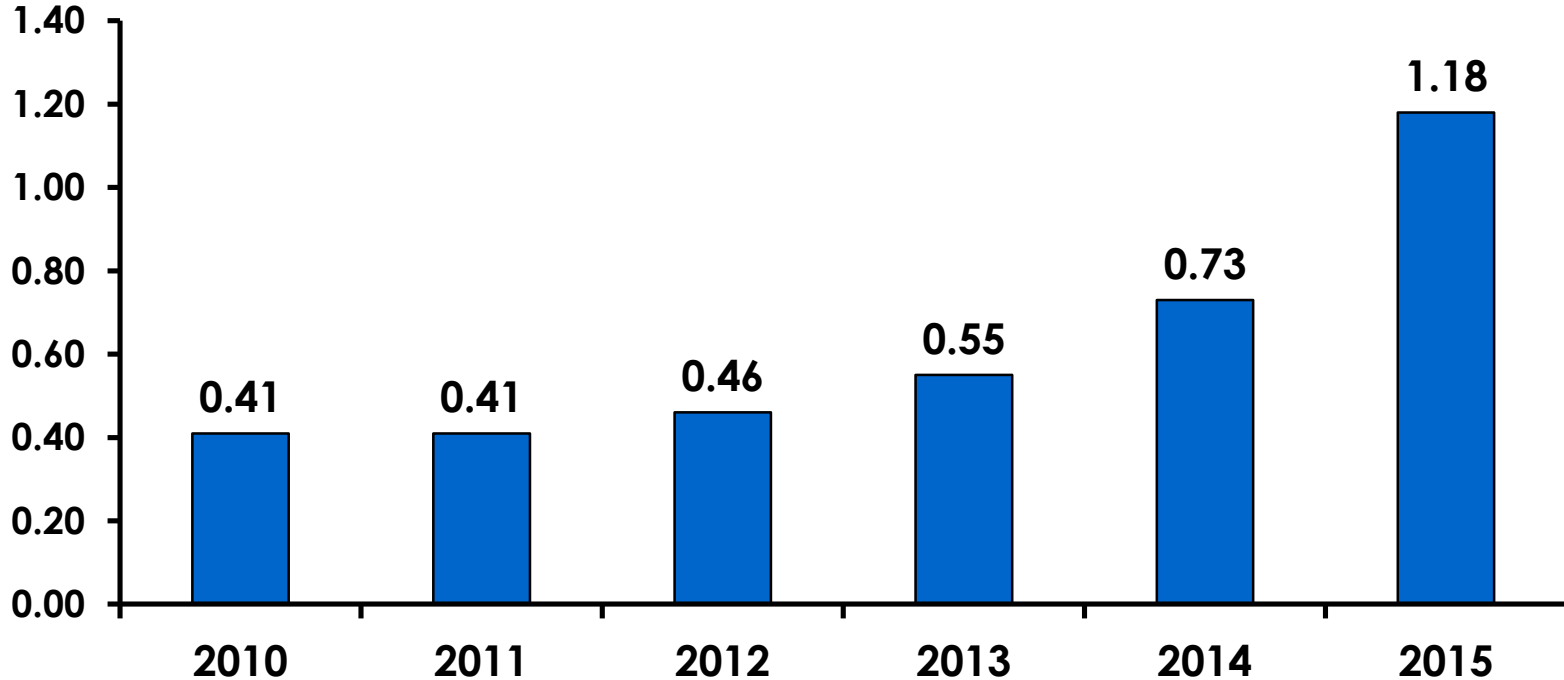
Repeat Visitors Last Trip

n = 49



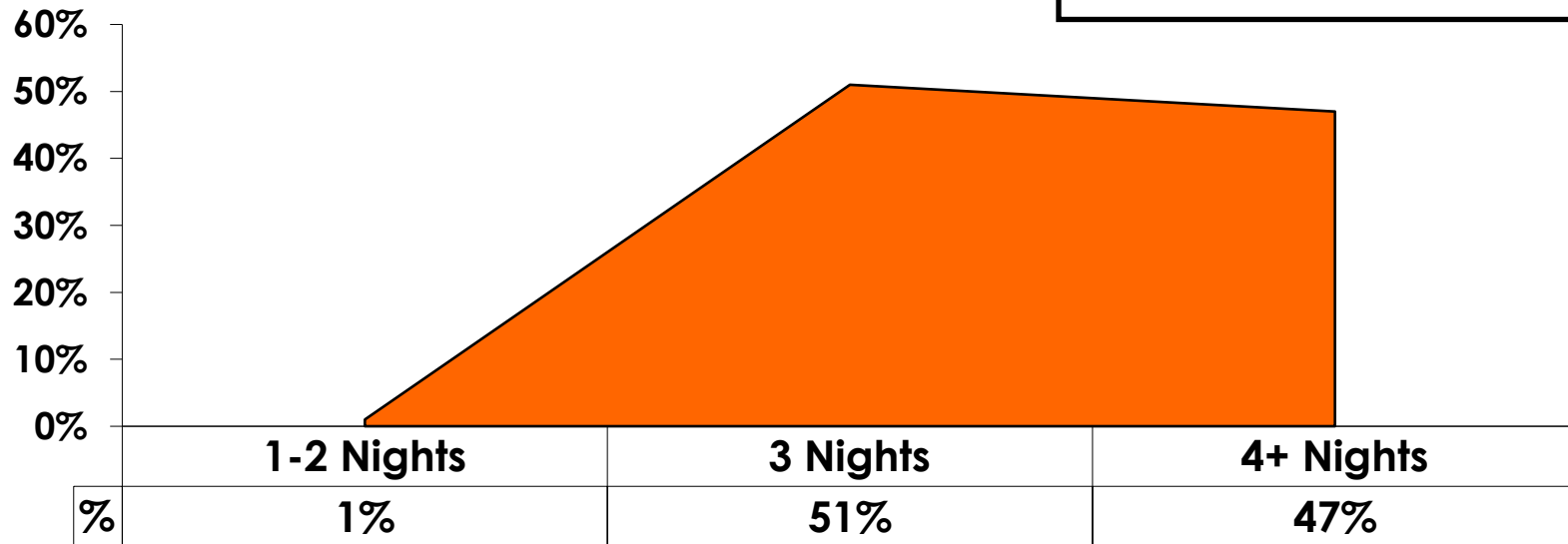
- The average repeat visitor has been to Guam 2.57 times.

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

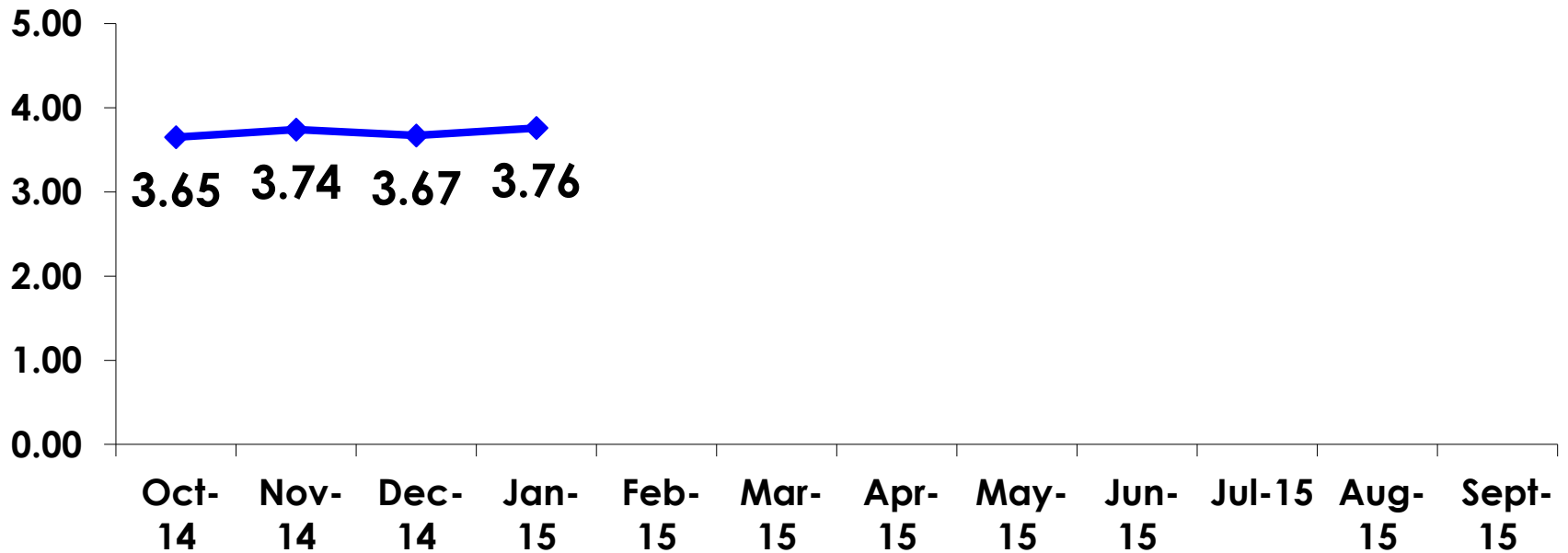


Length of Stay

Mean = 3.76 Days
Median = 3.0 Days



AVG LENGTH OF STAY

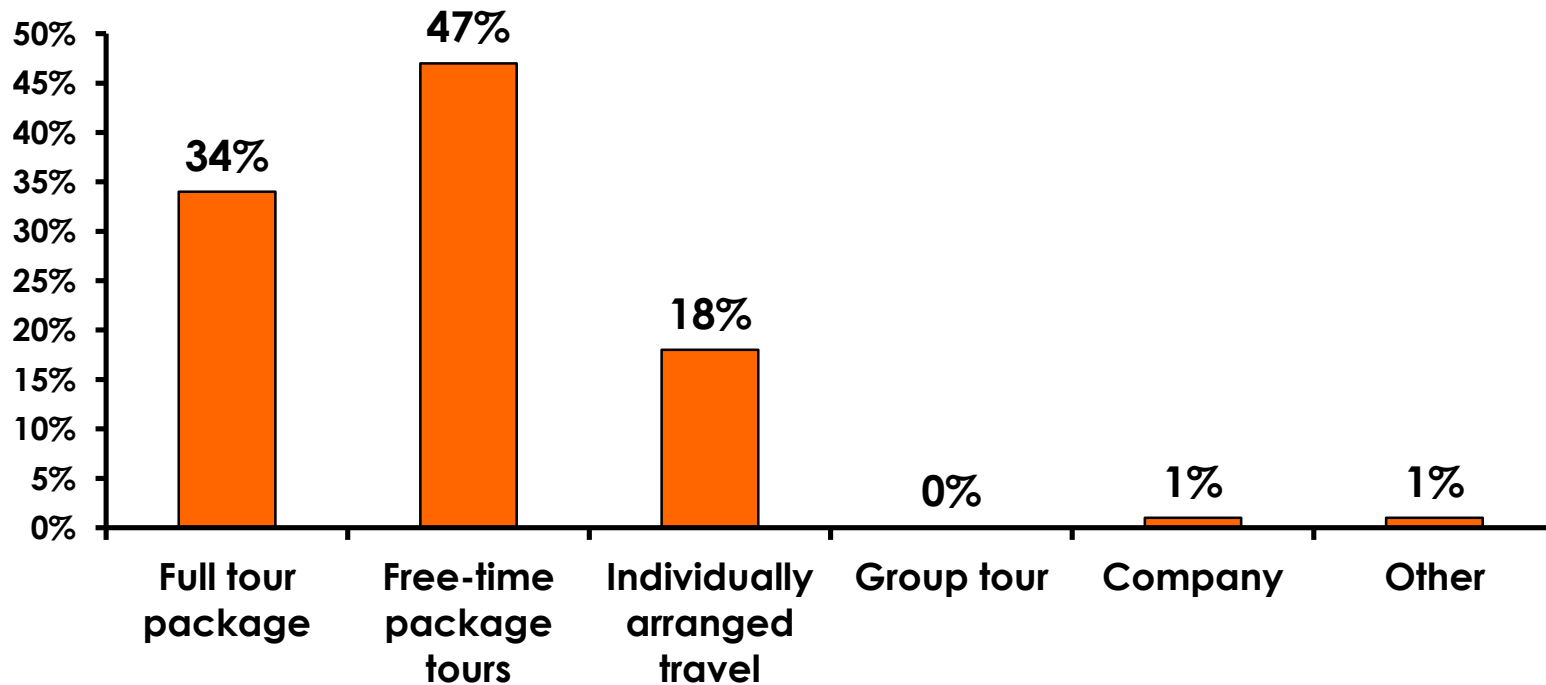


Occupation by Income

		TOTAL	Q26							No Income	
		-	<KW12.0M	KW12.0M-KW24.0M	KW24.0M-KW36.0M	KW36.0M-KW48.0M	KW48.0M-KW60.0M	KW60.0M-KW72.0M	KW72.0M+		
Q25	White Collar Office Worker	21%		23%	16%	19%	31%	20%	22%	9%	
	Professor/ Teacher/ After-school	19%	33%	15%	25%	19%	21%	22%	17%	9%	
	Self-employed	14%	17%		2%	19%	19%	20%	15%	9%	
	Housewife/ Homemaker	13%	17%	31%	14%	12%	8%	15%	11%	9%	
	Professional/ Specialist/ Tech	12%		15%	16%	12%	6%	12%	16%		
	Student	5%			5%	7%		5%	7%	27%	
	Unemployed	2%			2%					27%	
	Sales worker/ Clerical	2%			5%	3%		2%	1%		
	Manager/ Admin	2%		8%	5%	3%	2%				
	Freelancer	2%	17%	8%			4%				
	Service worker/ Private hse worker	2%			5%		2%		2%		
	Govt- office worker non-mgr	2%			2%	2%	2%	2%	1%		
	Other	1%				2%	2%		1%	9%	
	Govt- Executive	1%	17%				2%		2%		
	Govt- Manager	1%			2%		2%		2%		
	Skilled worker	1%			2%	3%					
	Judicial	1%							2%		
	Retired	0%						2%			
	Total	Count	328	6	13	44	59	52	41	89	11

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

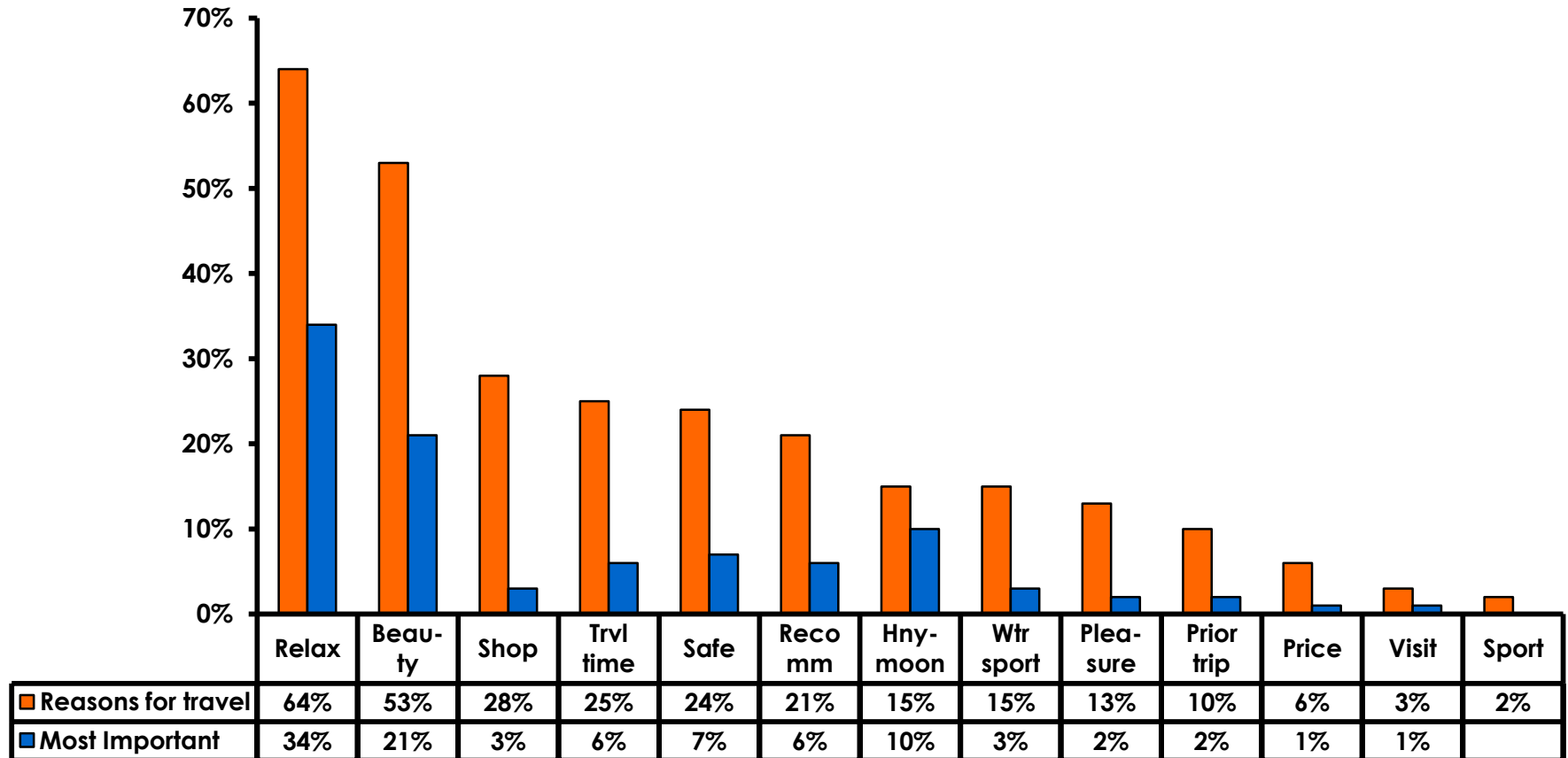


Accommodation by Income

Average length of stay: 3.76 days

		TOTAL	Q26							No Income	
		-	<KW12.0M	KW12.0M-KW24.0M	KW24.0M-KW36.0M	KW36.0M-KW48.0M	KW48.0M-KW60.0M	KW60.0M-KW72.0M	KW72.0M+		
Q9	PIC Club	33%	14%	15%	22%	30%	25%	29%	48%	27%	
	Hyatt Regency Guam	10%	14%	8%	4%	11%	13%	14%	10%	9%	
	Hotel Nikko Guam	8%		15%	20%	10%	6%	7%	7%		
	Sheraton Laguna Guam	7%		8%	2%	8%	12%	7%	7%	18%	
	Lotte Hotel Guam	6%	14%	8%	11%	7%	8%	5%	3%		
	Hilton Guam Resort	6%			7%	7%	4%	2%	7%	18%	
	Outrigger Guam Resort	6%		15%	2%	5%	8%	7%	4%		
	Onward Beach Resort	4%		8%	4%	5%	2%	7%	4%		
	Westin Resort Guam	4%			9%	3%	6%	5%	2%		
	Holiday Resort Guam	3%			4%	7%	6%		1%		
	Home stay/ friend/ relative	2%		8%	2%	2%		7%		18%	
	Guam Reef & Olive Spa	2%	14%		9%			2%	1%		
	Verona Resort & Spa	2%	43%	8%			2%				
	Leo Palace Resort	1%					4%		2%		
	Aqua Suites	1%			2%	2%		2%			
	Fiesta Resort Guam	1%		8%			2%		1%		
	Pacific Bay Hotel	1%					2%			9%	
	Pacific Star Resort & Spa	1%						5%			
	Apartment	0%				2%					
	Condo	0%							1%		
	Royal Orchid Guam	0%				2%					
	Grand Plaza Hotel	0%					2%				
	Bayview Hotel	0%				2%					
	Total	Count	353	7	13	45	61	52	42	89	11

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Relaxation,
- Guam's natural beauty/ beaches,
- Honeymoon

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	Relax	64%	81%	61%	63%	67%	63%	64%	
	Natural beauty	53%	73%	47%	55%	67%	53%	53%	
	Shopping	28%	19%	35%	25%		26%	30%	
	Short travel time	25%	27%	28%	23%	22%	23%	28%	
	Safe	24%	15%	23%	24%	44%	27%	20%	
	Recomm- friend/family/trvl agnt	21%	27%	12%	28%		20%	21%	
	Honeymoon	15%	15%	28%	5%		15%	15%	
	Water sports	15%	19%	17%	13%	11%	13%	17%	
	Pleasure	13%	31%	10%	12%	11%	17%	9%	
	Previous trip	10%	12%	5%	13%	22%	12%	7%	
	Price	6%		10%	4%		7%	5%	
	Other	3%		5%	3%		3%	4%	
	Visit friends/ Relatives	3%	4%	1%	3%	11%	2%	3%	
	Organized sports	2%		1%	3%		2%	2%	
	Golf	2%		1%	3%		1%	3%	
	Company/ Business Trip	1%		1%	2%		2%	1%	
	Married/ Attn wedding	1%		3%			1%	2%	
	Scuba	1%		1%	2%		2%		
	Company Sponsored	1%	4%		1%			2%	
	Total	Count	352	26	145	172	9	173	178

Motivation by Income

		TOTAL	Q26								
		-	<KW12.0M	KW12.0M- KW24.0M	KW24.0M- KW36.0M	KW36.0M- KW48.0M	KW48.0M- KW60.0M	KW60.0M- KW72.0M	KW72.0M+	No Income	
Q5A	Relax	64%	86%	54%	60%	66%	58%	69%	65%	60%	
	Natural beauty	53%	43%	31%	58%	48%	60%	74%	49%	30%	
	Shopping	28%		15%	38%	38%	33%	26%	25%		
	Short travel time	25%	14%	15%	24%	28%	21%	29%	37%	10%	
	Safe	24%	14%		20%	30%	17%	43%	30%	20%	
	Recomm- friend/family/trvl agnt	21%		8%	24%	18%	15%	17%	25%	30%	
	Honeymoon	15%	14%	46%	24%	20%	17%	14%	3%	10%	
	Water sports	15%	57%	8%	11%	11%	19%	19%	17%		
	Pleasure	13%	14%		11%	16%	13%	14%	15%	30%	
	Previous trip	10%		8%	11%	10%	8%	14%	10%		
	Price	6%		8%	9%	5%	6%	5%	6%		
	Other	3%			7%	5%	2%	2%	3%		
	Visit friends/ Relatives	3%		8%	2%	3%	2%	2%	1%	10%	
	Organized sports	2%				2%	2%	2%	4%		
	Golf	2%	14%	8%		3%	2%		1%		
	Company/ Business Trip	1%				3%		7%			
	Married/ Attn wedding	1%		8%	2%	3%					
	Scuba	1%			2%		2%		1%		
	Company Sponsored	1%						2%	1%		
	Total	Count	352	7	13	45	61	52	42	89	10

SECTION 3 **EXPENDITURES**

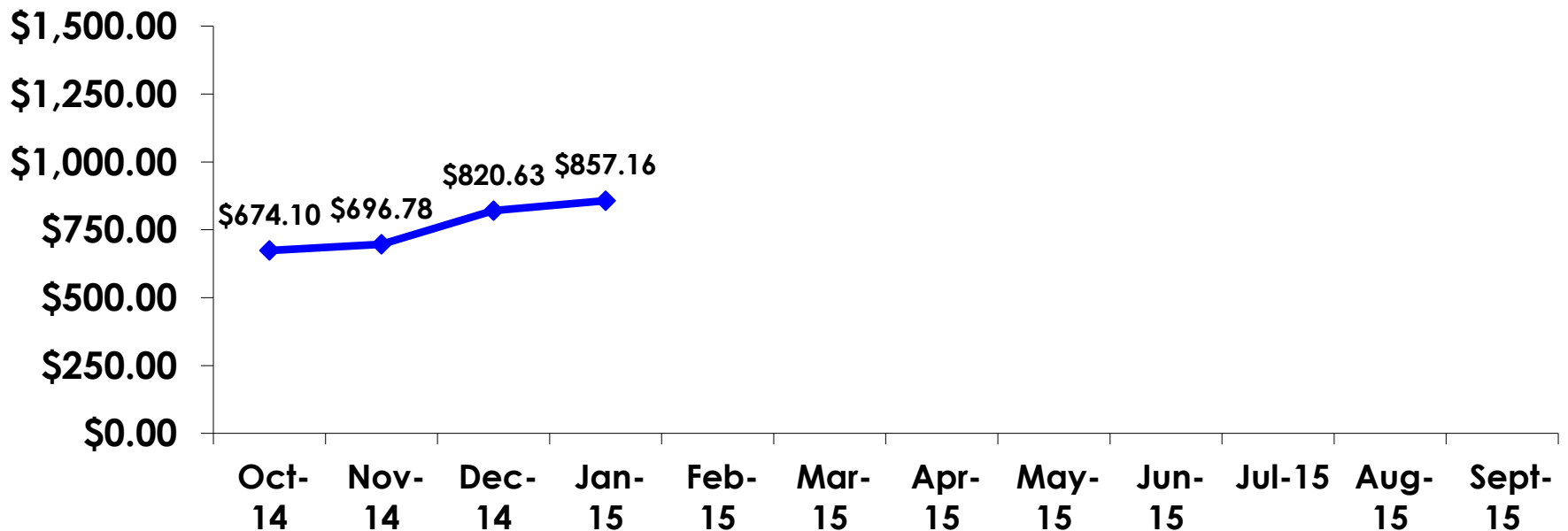
Prepaid Expenditures

KW 1,089.22/US\$1

- \$2,360.04 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$18,362 = maximum (highest amount recorded for the entire sample)
- \$857.16 = overall mean average per person prepaid expenditures

PREPAID EXPENDITURES

Per Person



YTD=\$762.31

Breakdown of Prepaid Expenditures

KW 1,089.22=\$1

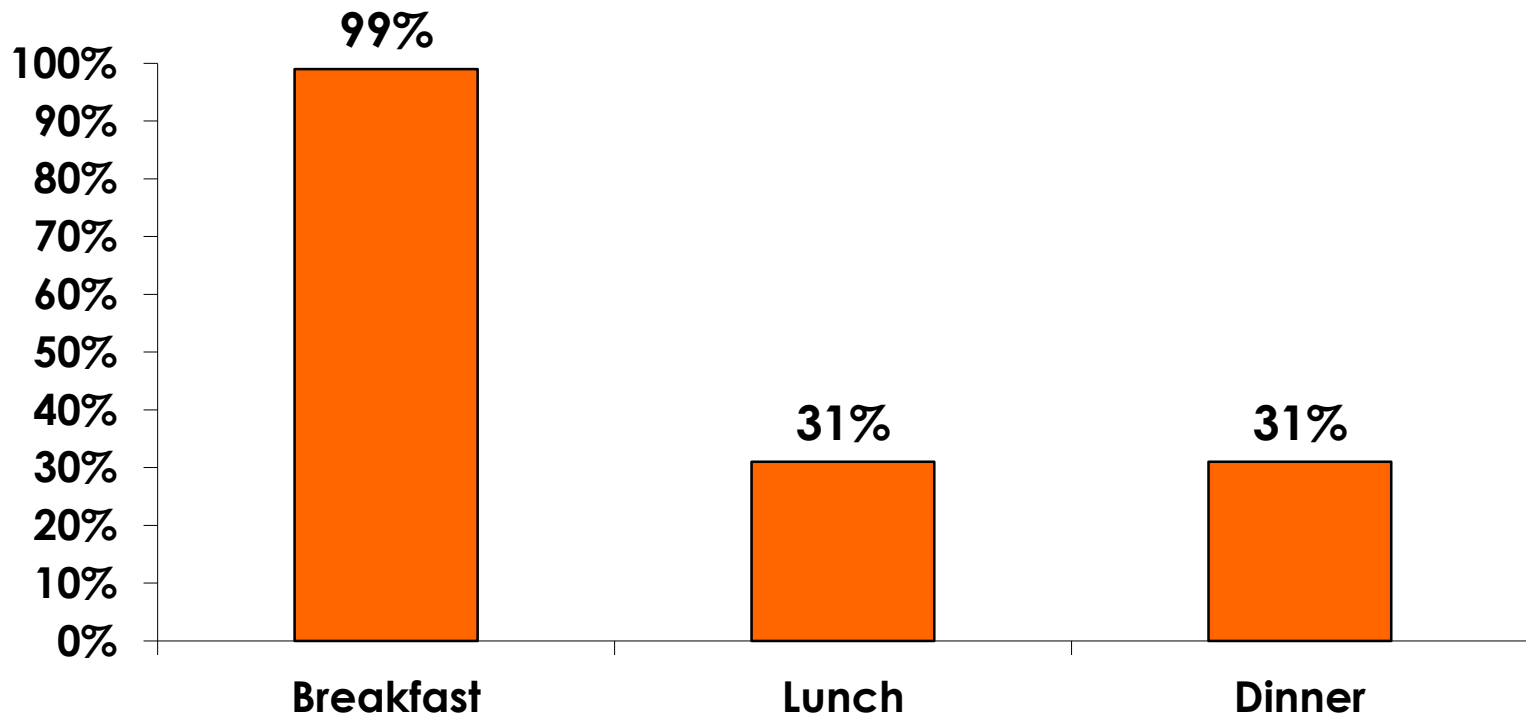
(Filter: Only those who responded/
Per Travel Party)

	MEAN \$
Air & Accommodation package only	\$2,878.57
Air & Accommodation w/ daily meal package	\$3,209.26
Air only	\$1,472.16
Accommodation only	\$788.74
Accommodation w/ daily meal only	\$1,364.28
Food & Beverages in Hotel	\$36.72
Ground transportation – Korea	\$133.27
Ground transportation – Guam	\$181.70
Optional tours/ activities	\$495.77
Other expenses	\$1,100.98
Total Prepaid	\$2,360.04

PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n=167

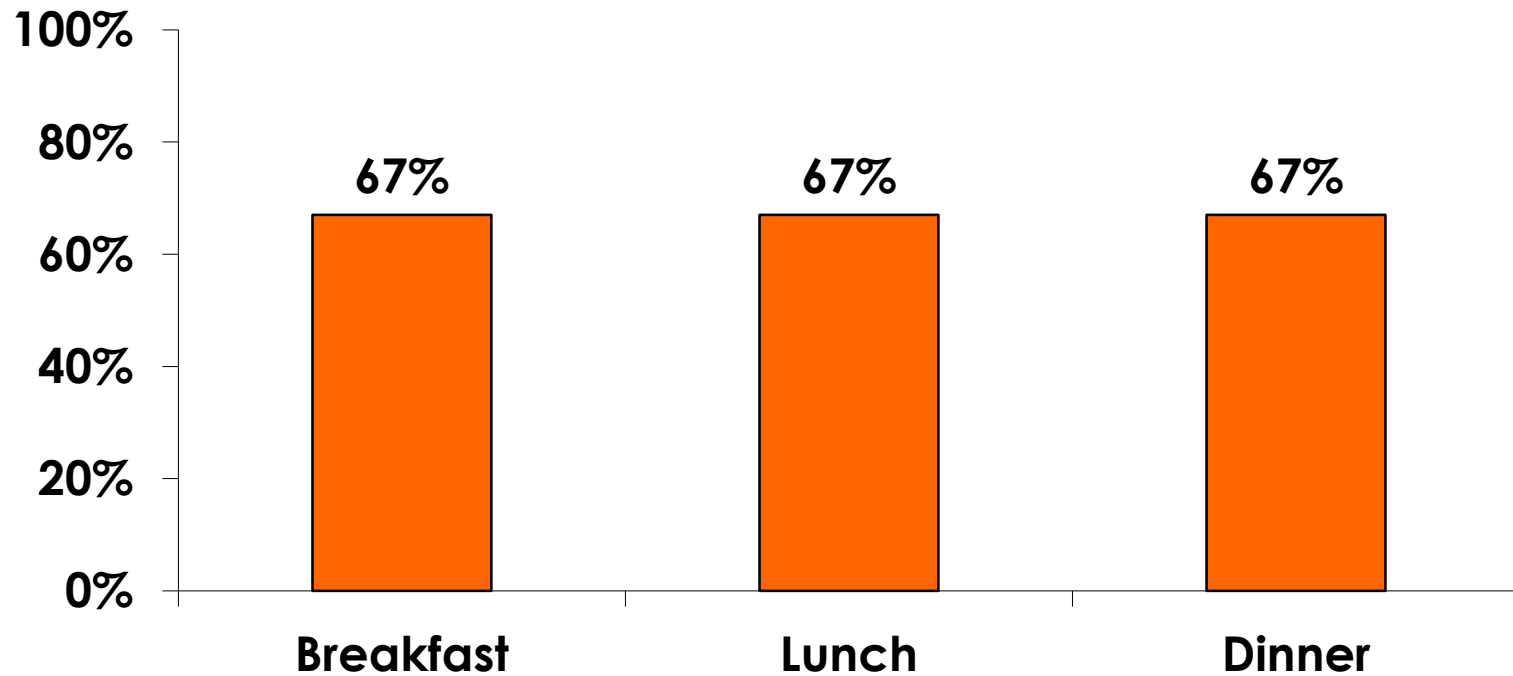


Mean=\$3,209.26 per travel party

PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

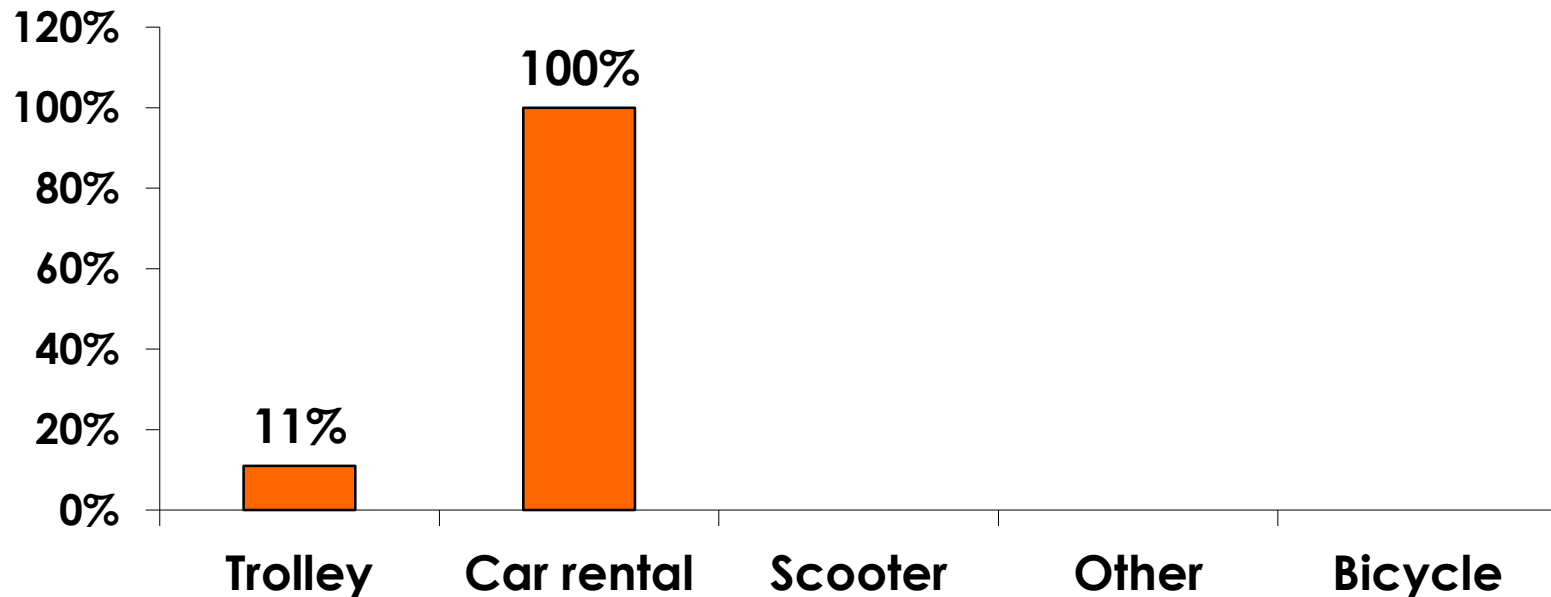
N=6



Mean=\$1,364.28 per travel party

PREPAID GROUND TRANSPORTATION

n=9



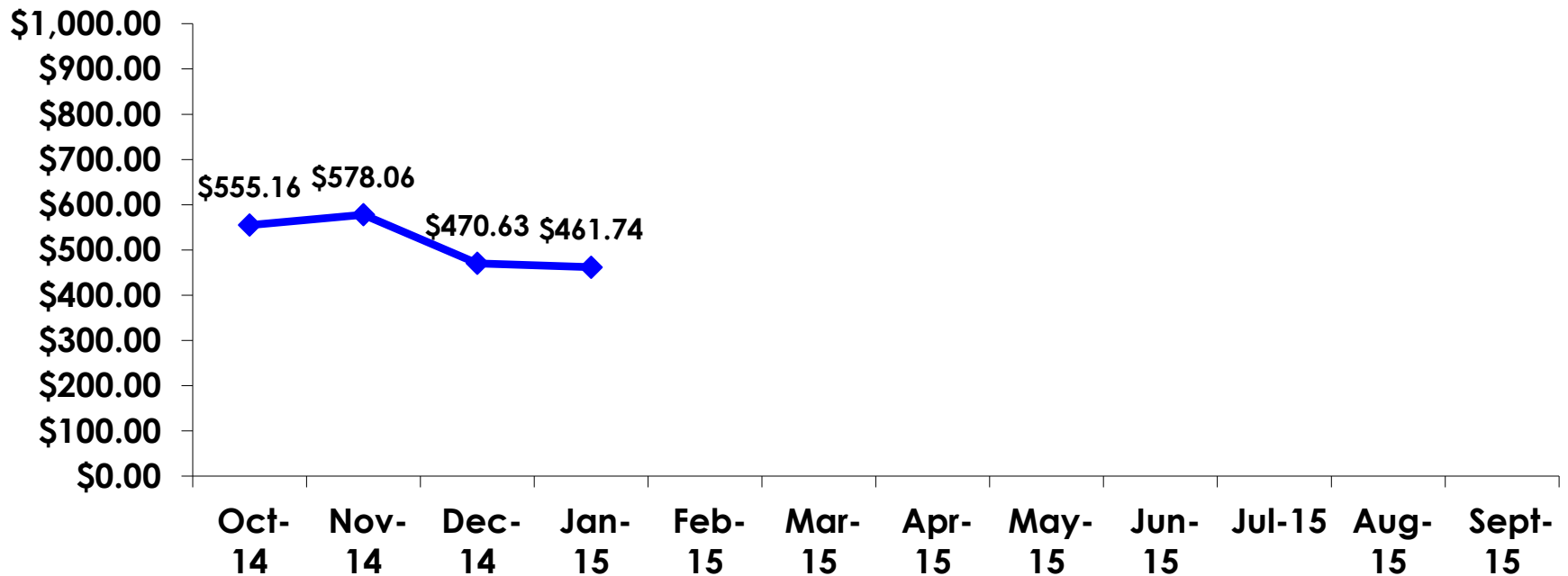
Mean=\$181.70 per travel party

On-Island Expenditures

- \$1,221.57 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$8,150 = Maximum (highest amount recorded for the entire sample)
- \$461.74 = overall mean average per person on-island expenditure

ON-ISLAND EXPENDITURES

Per Person

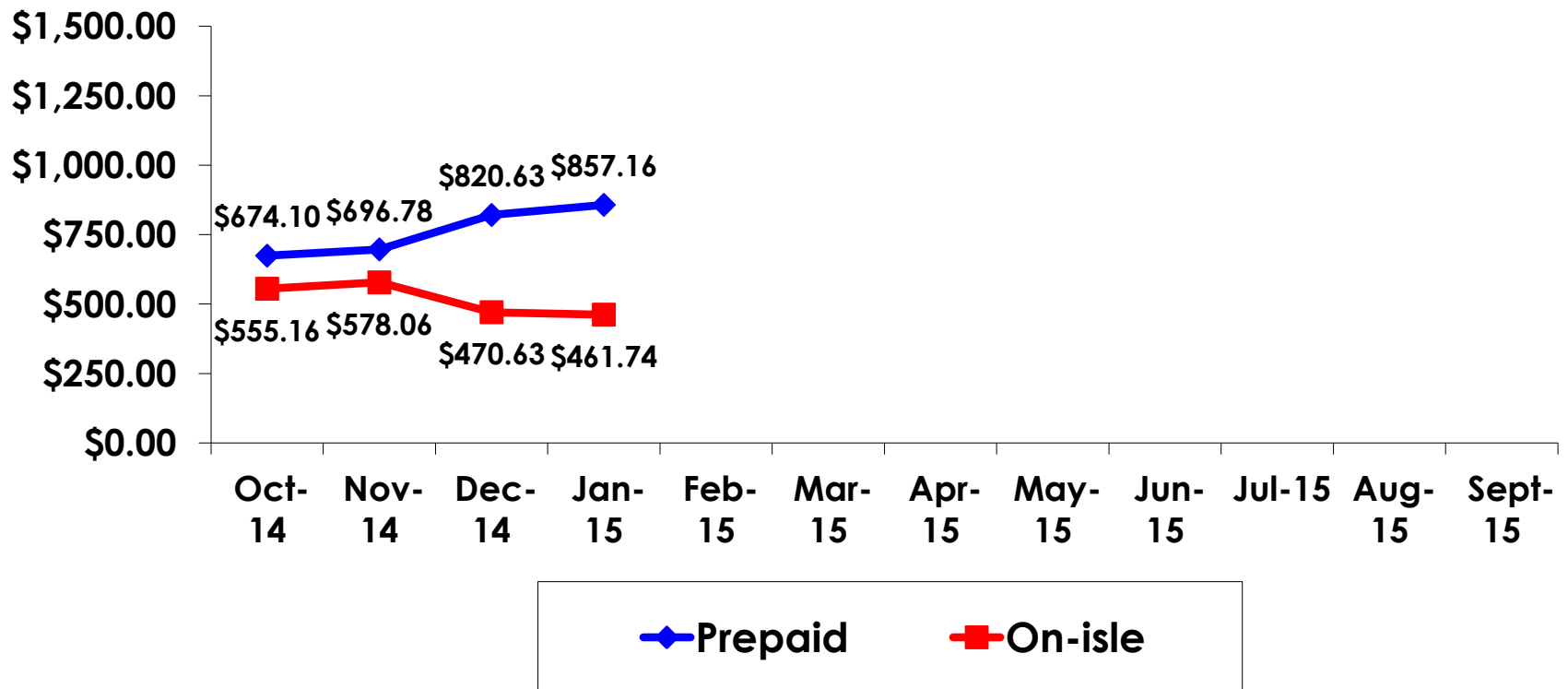


YTD = \$516.31

PREPAID/ ON-ISLE EXPENDITURES – Per Person

Prepaid YTD = \$762.31

On-Isle YTD = \$516.31



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+
PER PERSON	Mean	\$461.74	\$435.96	\$485.73	\$331.67	\$522.67	\$394.56	\$387.78	\$492.52	\$612.08	\$319.21	\$630.28
	Median	\$300	\$300	\$326	\$333	\$417	\$250	\$280	\$400	\$400	\$200	\$583
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$558
	Maximum	\$4,075	\$4,075	\$3,000	\$750	\$4,075	\$1,830	\$1,267	\$2,150	\$3,000	\$2,000	\$750

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$89.16	\$90.37	\$88.39	\$23.15	\$40.97	\$140.17	\$88.89
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$41.64	\$37.41	\$45.89	\$21.15	\$37.14	\$49.55	\$24.44
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B RESTRNT	Mean	\$115.90	\$123.45	\$107.48	\$106.85	\$163.78	\$76.01	\$133.89
	Median	\$0	\$0	\$0	\$0	\$30	\$0	\$0
OPT TOUR	Mean	\$126.87	\$123.39	\$130.30	\$65.00	\$118.03	\$138.75	\$227.78
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$100
GIFT- SELF	Mean	\$280.66	\$220.94	\$340.62	\$106.48	\$366.54	\$227.91	\$427.78
	Median	\$0	\$0	\$5	\$0	\$100	\$0	\$0
GIFT- OTHER	Mean	\$158.84	\$141.67	\$172.58	\$90.19	\$170.30	\$164.20	\$77.78
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TRANS	Mean	\$70.38	\$80.08	\$60.17	\$44.89	\$79.81	\$67.91	\$42.22
	Median	\$20	\$22	\$16	\$0	\$50	\$12	\$0
OTHER	Mean	\$341.37	\$388.49	\$297.23	\$573.15	\$269.04	\$365.69	\$346.67
	Median	\$0	\$0	\$0	\$25	\$0	\$0	\$0
TOTAL	Mean	\$1,221.57	\$1,193.91	\$1,247.85	\$1,030.85	\$1,245.61	\$1,223.50	\$1,369.44
	Median	\$850	\$800	\$858	\$1,000	\$900	\$767	\$1,500

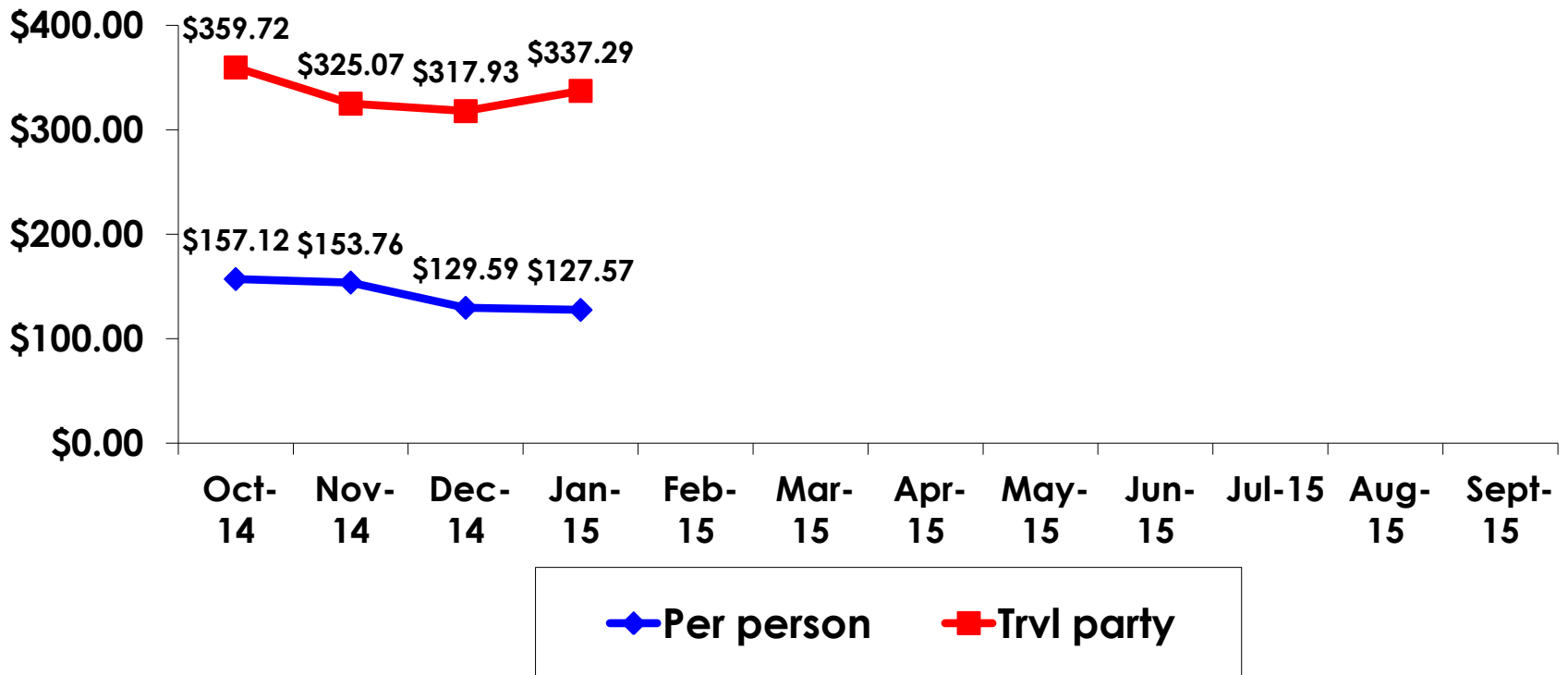
On-Island Expenditures

First time vs. Repeat

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$89.16	\$83.26	\$128.37
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$41.64	\$43.53	\$31.69
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$115.90	\$110.45	\$154.18
	Median	\$0	\$0	\$0
OPT TOUR	Mean	\$126.87	\$132.10	\$89.59
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$280.66	\$299.46	\$149.39
	Median	\$0	\$5	\$0
GIFT- OTHER	Mean	\$158.84	\$160.00	\$129.59
	Median	\$0	\$0	\$0
TRANS	Mean	\$70.38	\$66.19	\$93.16
	Median	\$20	\$17	\$20
OTHER	Mean	\$341.37	\$298.49	\$619.59
	Median	\$0	\$0	\$0
TOTAL	Mean	\$1,221.57	\$1,196.60	\$1,352.92
	Median	\$850	\$853	\$800

ON-ISLE EXPENDITURES – Per Day

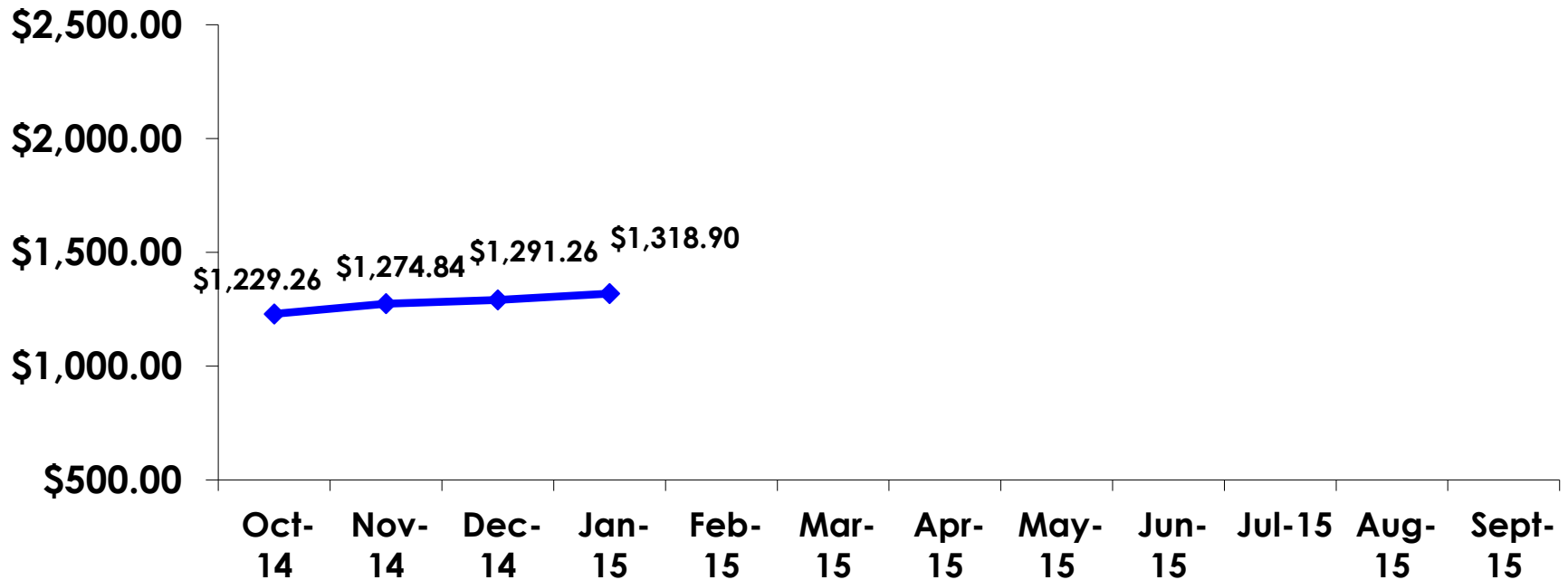
YTD Per Person = \$141.96 YTD Travel Party = \$334.95



Total Expenditures Per Person (Prepaid & On-Island)

- \$1,318.90 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$6,268 = Maximum (highest amount recorded for the entire sample)

TOTAL EXPENDITURES Per Person



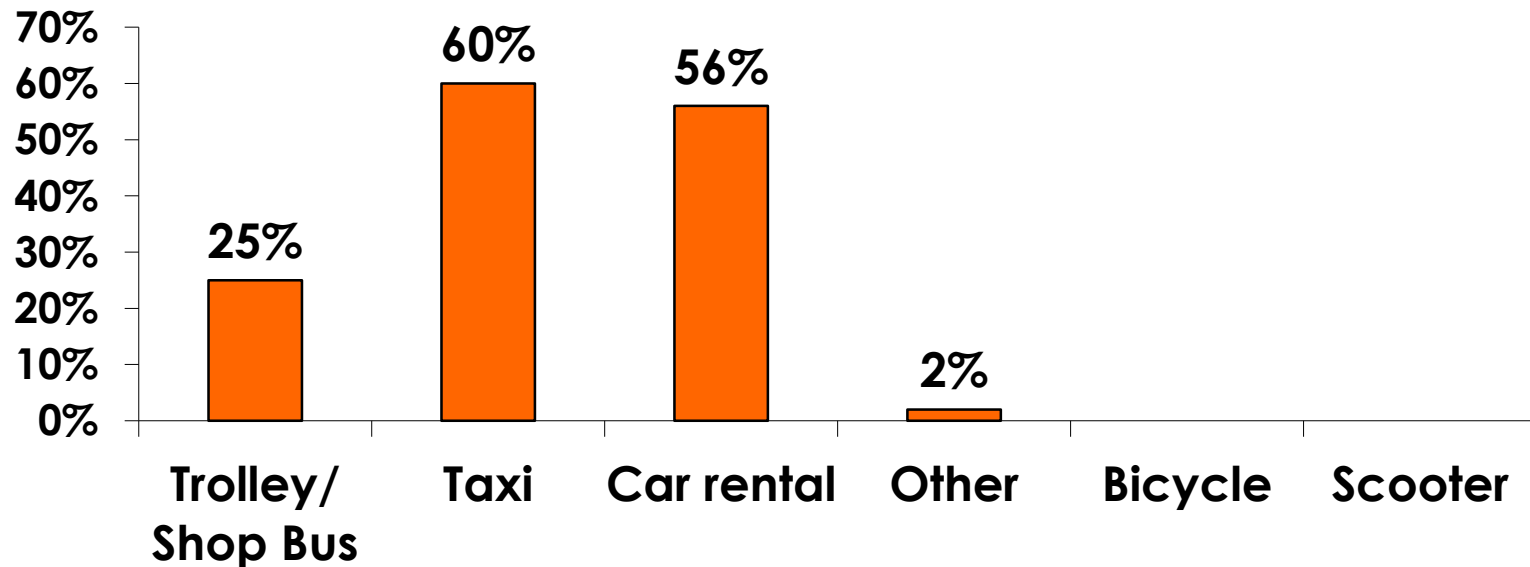
YTD=\$1,278.62

Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$89.16
Food & beverage in fast food restaurant/convenience store	\$41.64
Food & beverage at restaurants or drinking establishments outside a hotel	\$115.90
Optional tours and activities	\$126.87
Gifts/ souvenirs for yourself/companions	\$280.66
Gifts/ souvenirs for friends/family at home	\$158.84
Local transportation	\$70.38
Other expenses not covered	\$341.37
Average Total	\$1,221.57

Local Transportation

n=179



Mean=\$70.38 per travel party

Guam Airport Expenditures

- \$67.51 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$1,000 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

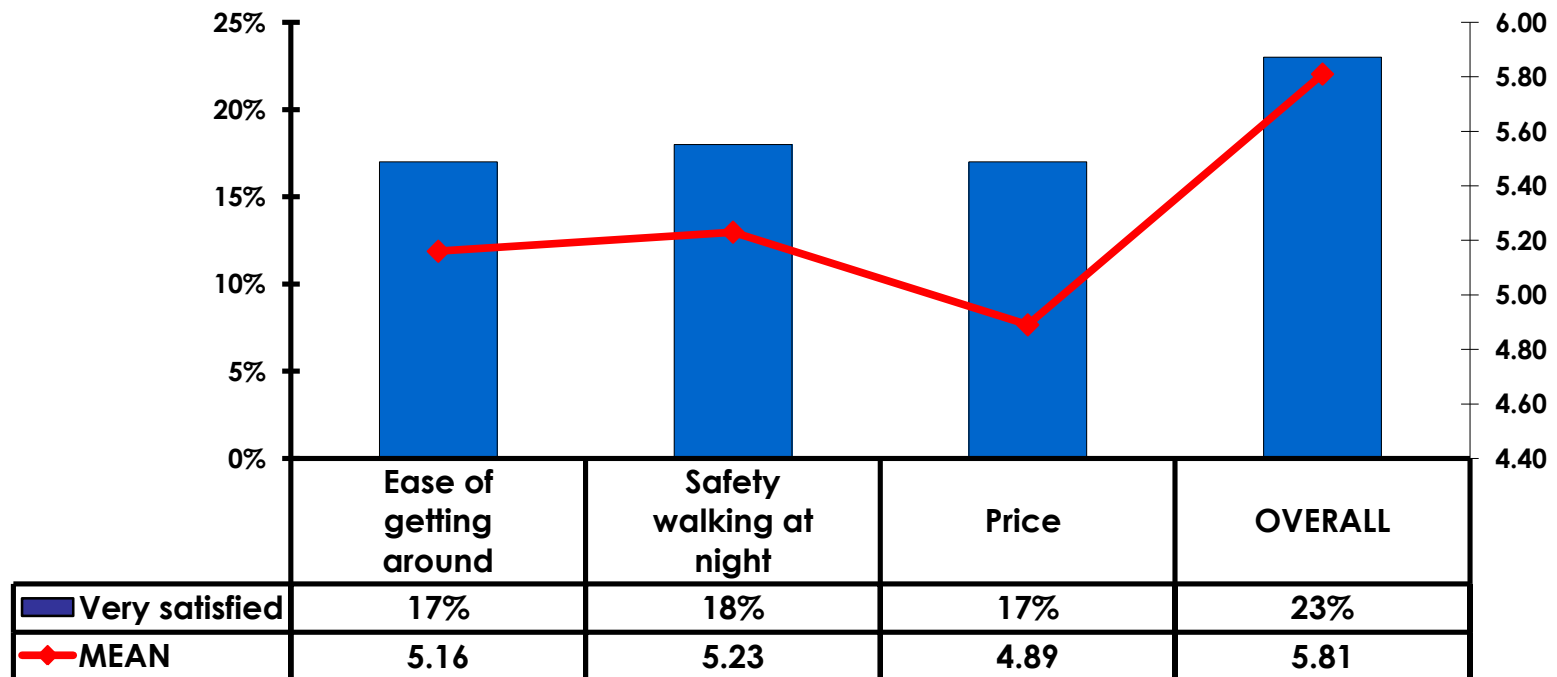
	MEAN \$
Food & Beverages	\$13.11
Gifts/Souvenirs Self	\$30.26
Gifts/Souvenirs Others	\$24.13
Total	\$67.51

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

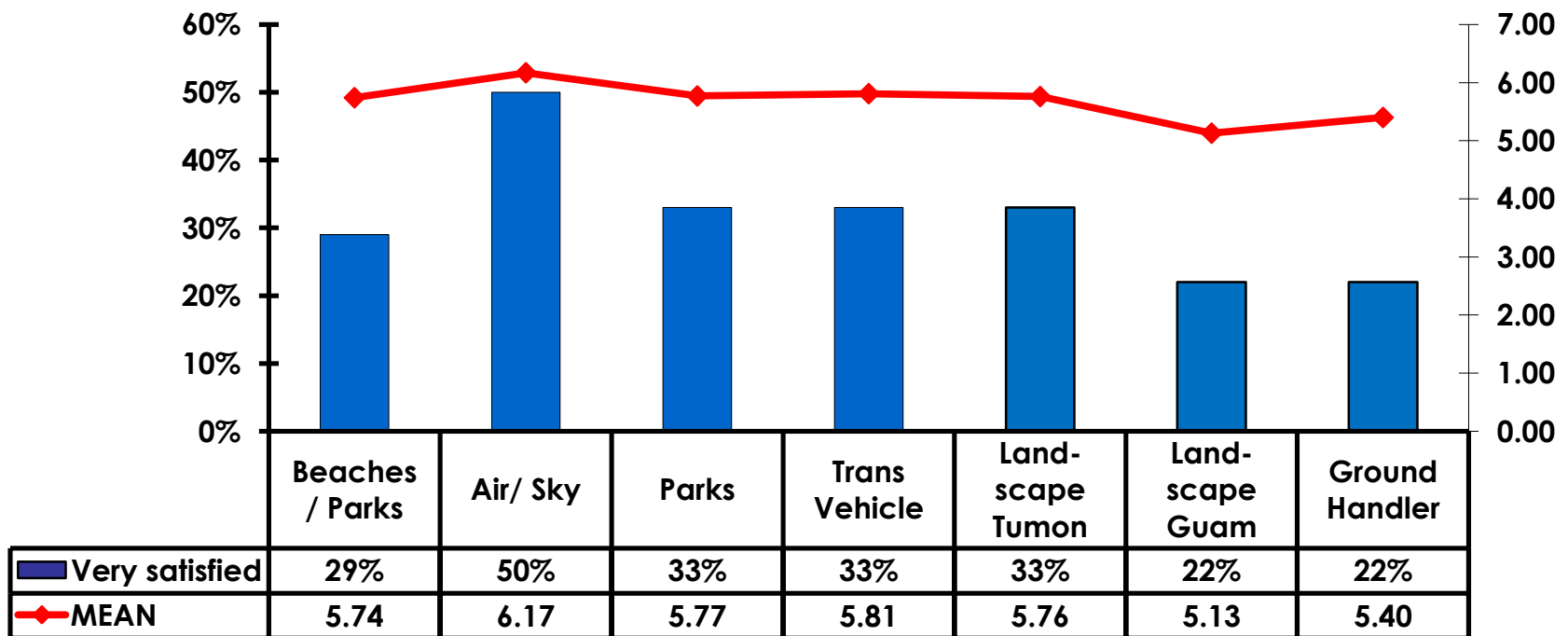
7=Very Satisfied/1=Very Dissatisfied



Satisfaction Quality/ Cleanliness

7pt Rating Scale

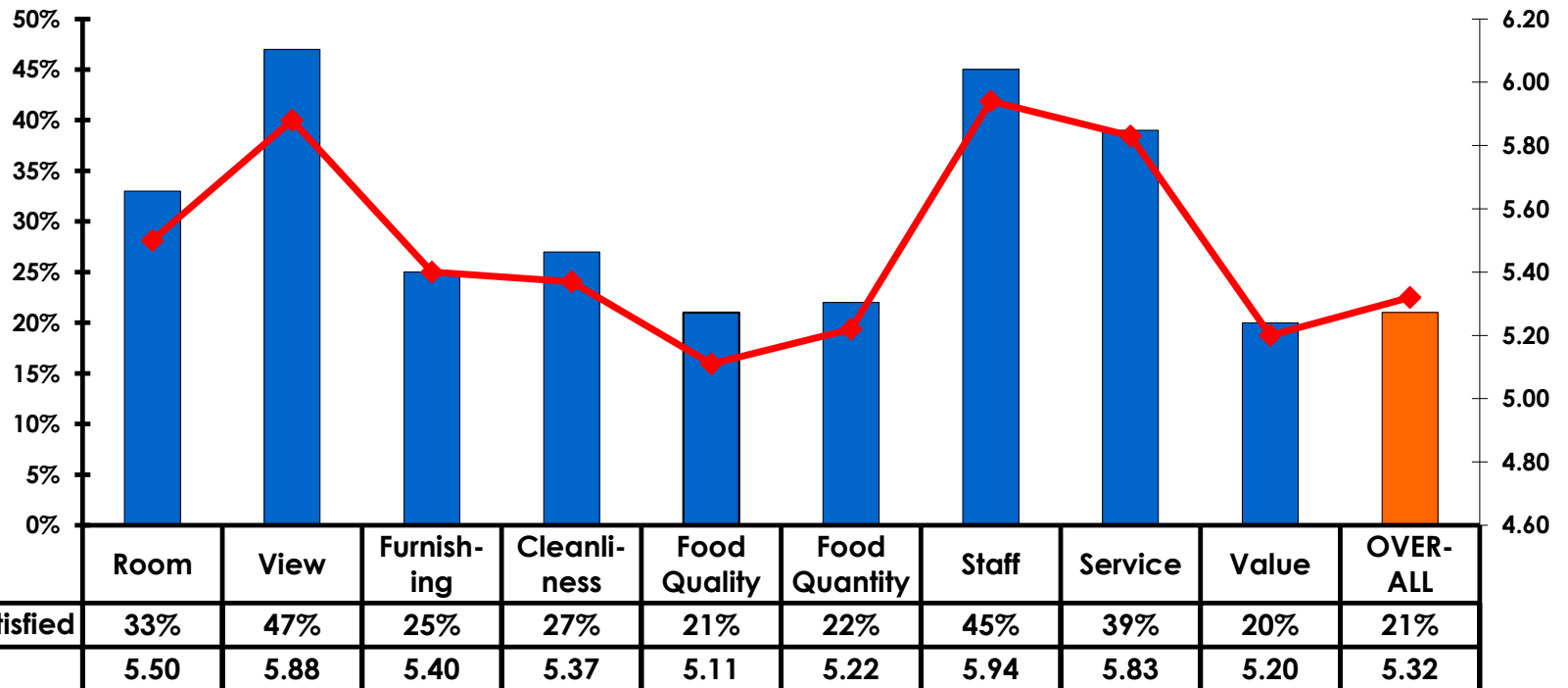
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

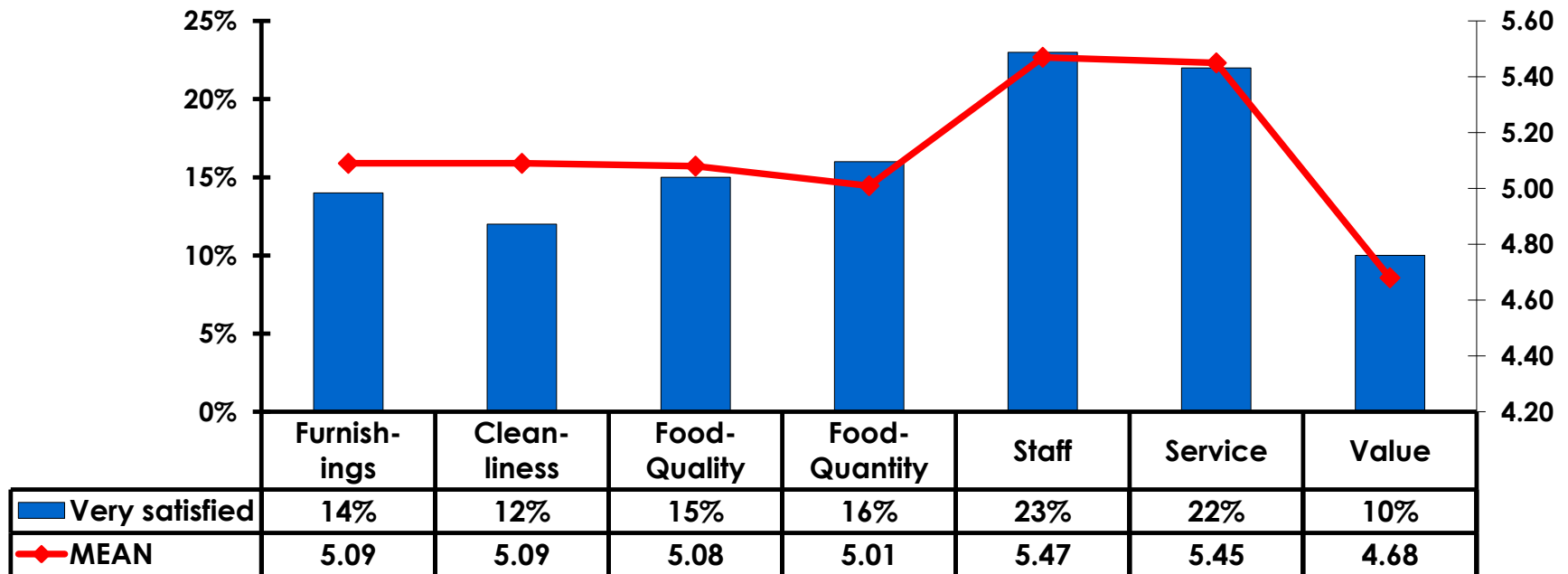
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

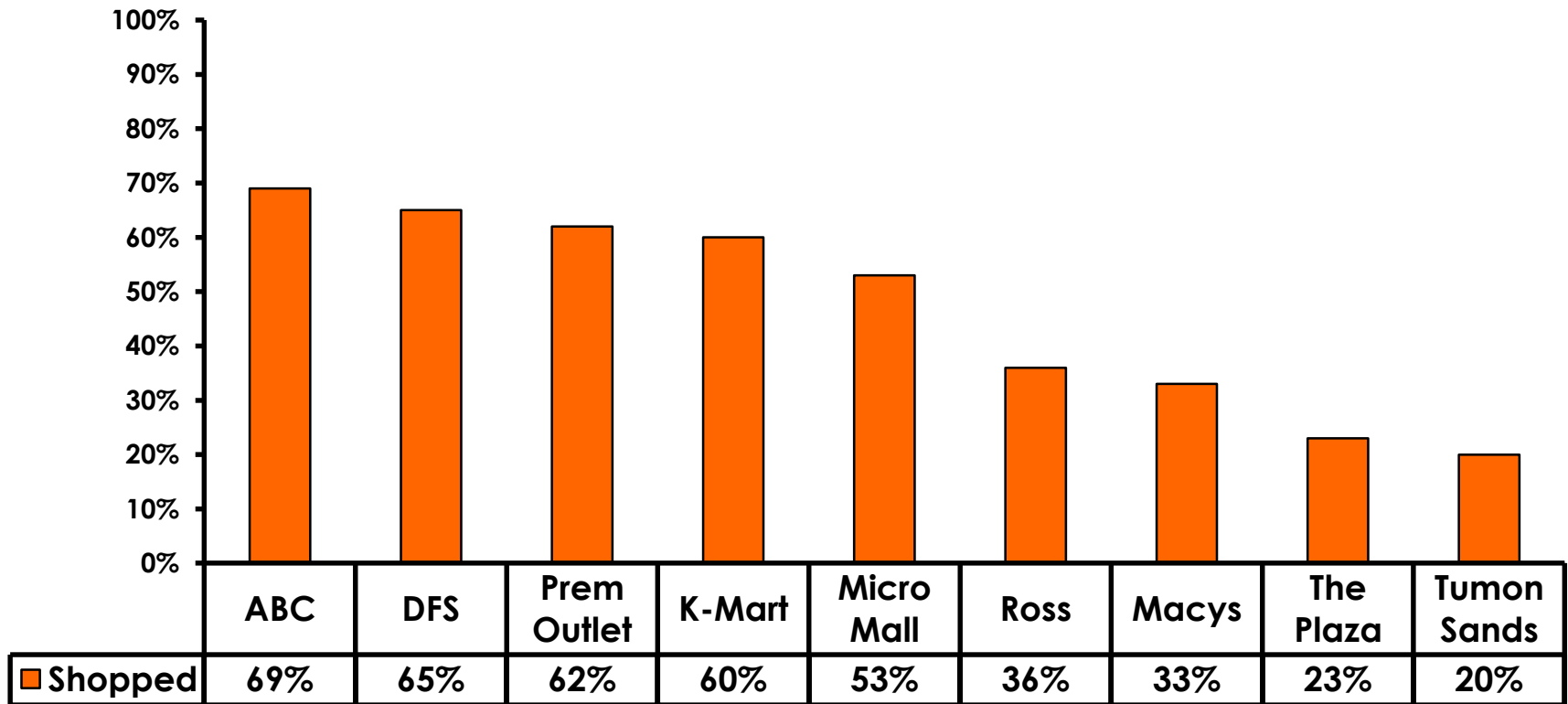
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

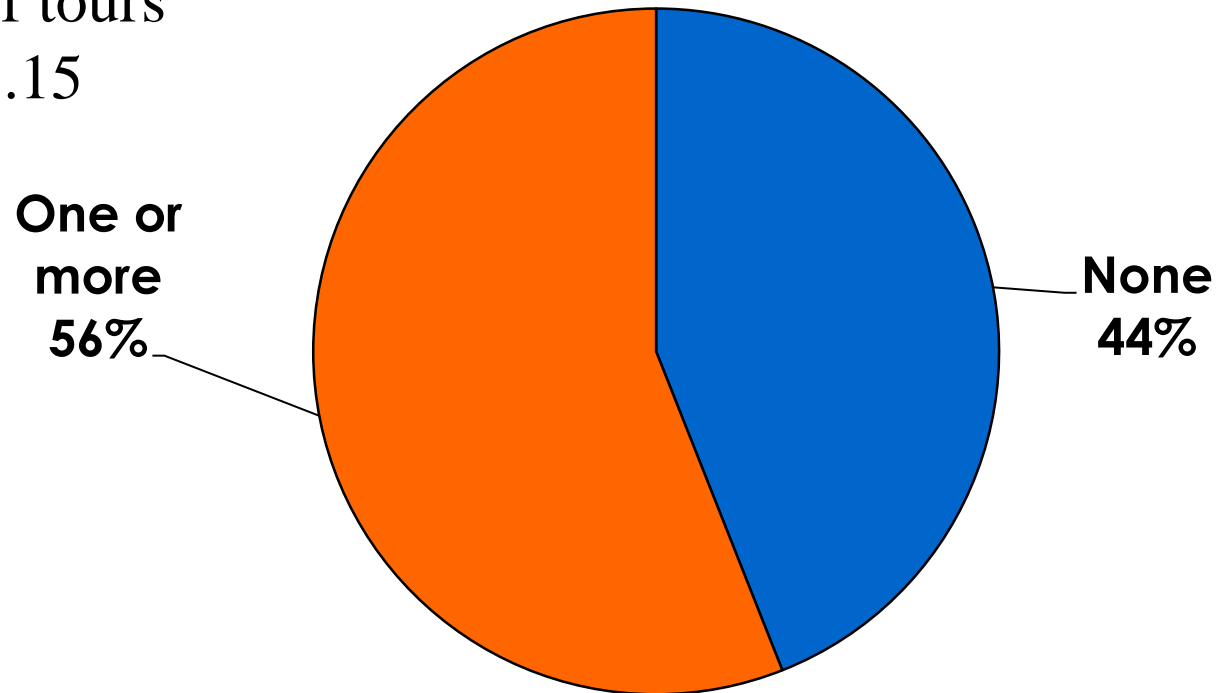
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 63%	Score of 6 to 7 = 60%
Score of 4 to 5 = 31%	Score of 4 to 5 = 30%
Score 1 to 3 = 6%	Score 1 to 3 = 10%
MEAN = 5.61	MEAN = 5.52

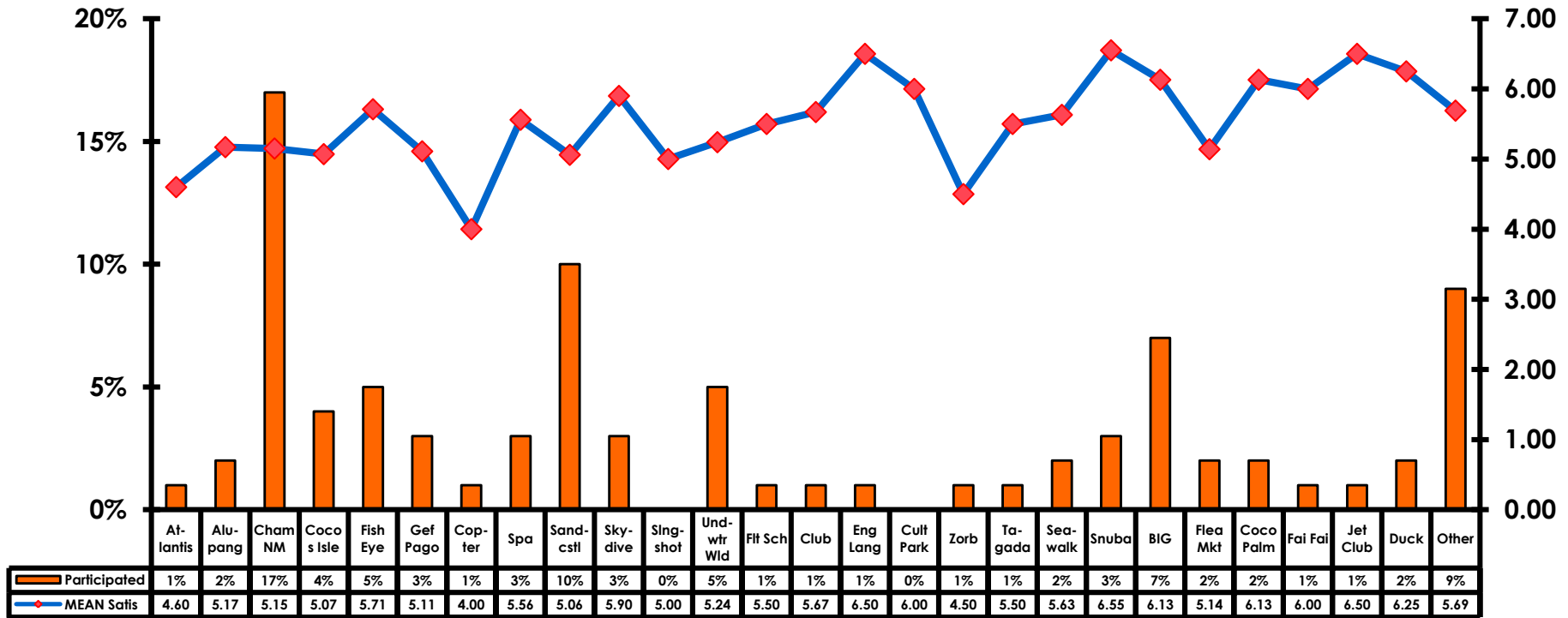
Optional Tour Participation

- Average number of tours participated in is 1.15



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 = 54%	Score of 6 to 7 = 43%
Score of 4 to 5 = 41%	Score of 4 to 5 = 50%
Score 1 to 3 = 4%	Score 1 to 3 = 8%
MEAN = 5.38	MEAN = 5.12

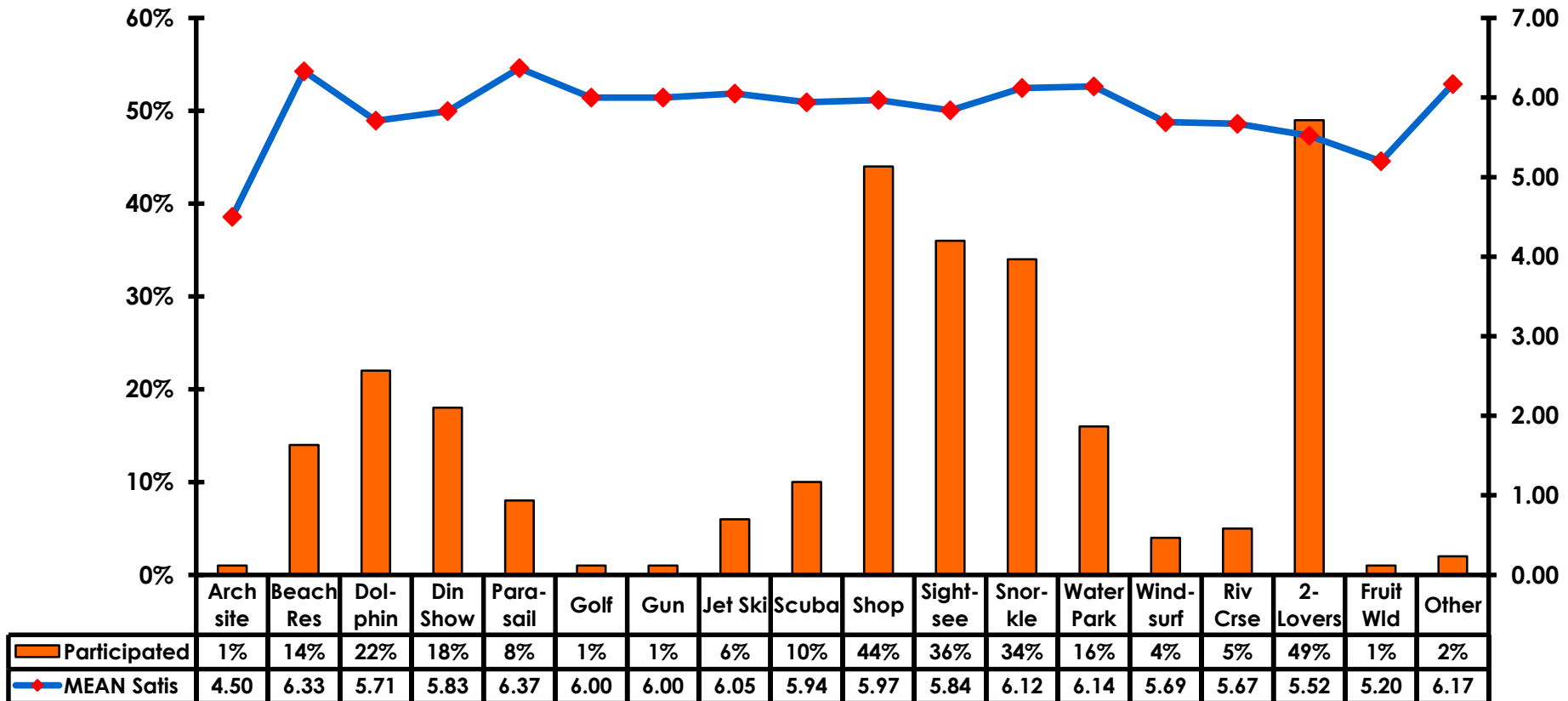
Night Tours Satisfaction

7pt Rating Scale

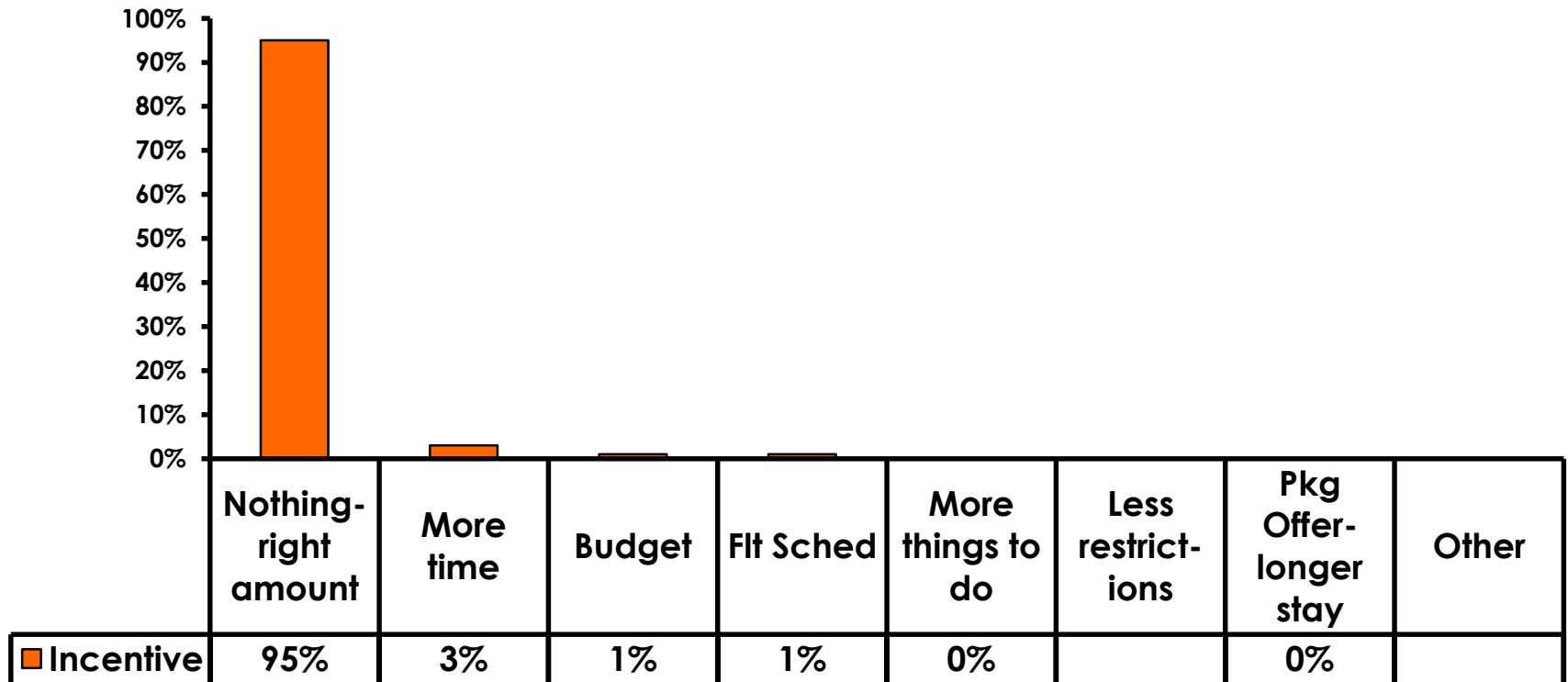
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 38%	Score of 6 to 7 = 38%
Score of 4 to 5 = 49%	Score of 4 to 5 = 50%
Score 1 to 3 = 12%	Score 1 to 3 = 12%
MEAN = 4.90	MEAN = 4.87

Satisfaction with Other Activities



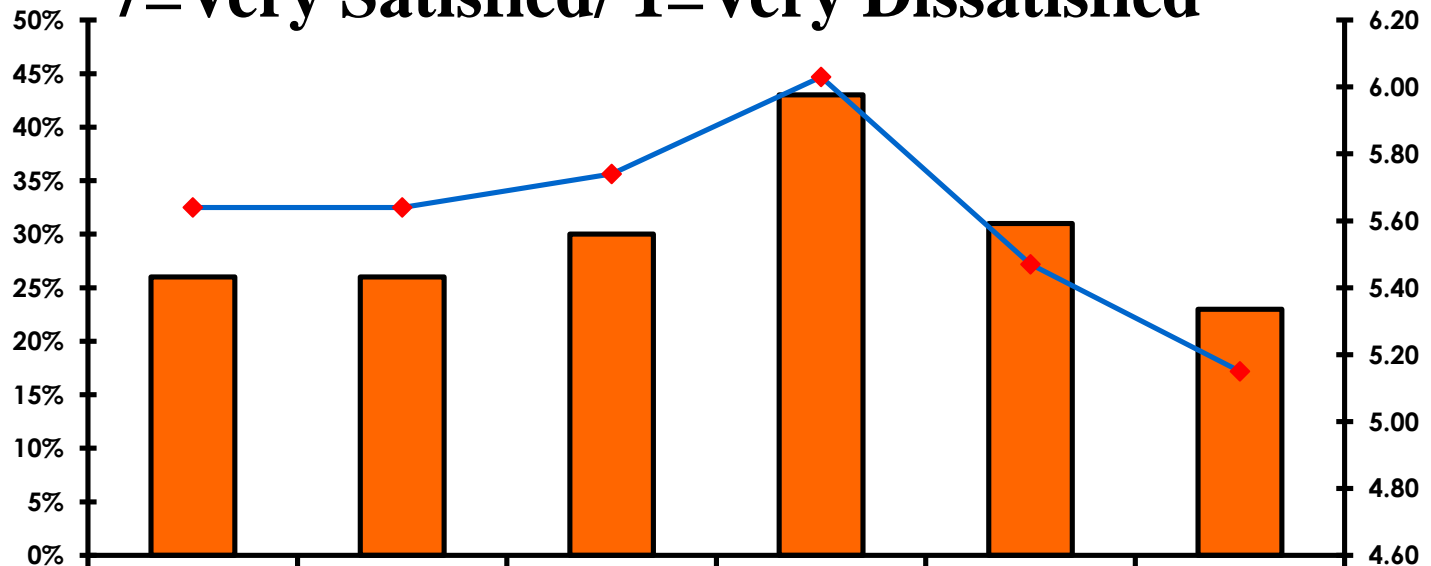
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

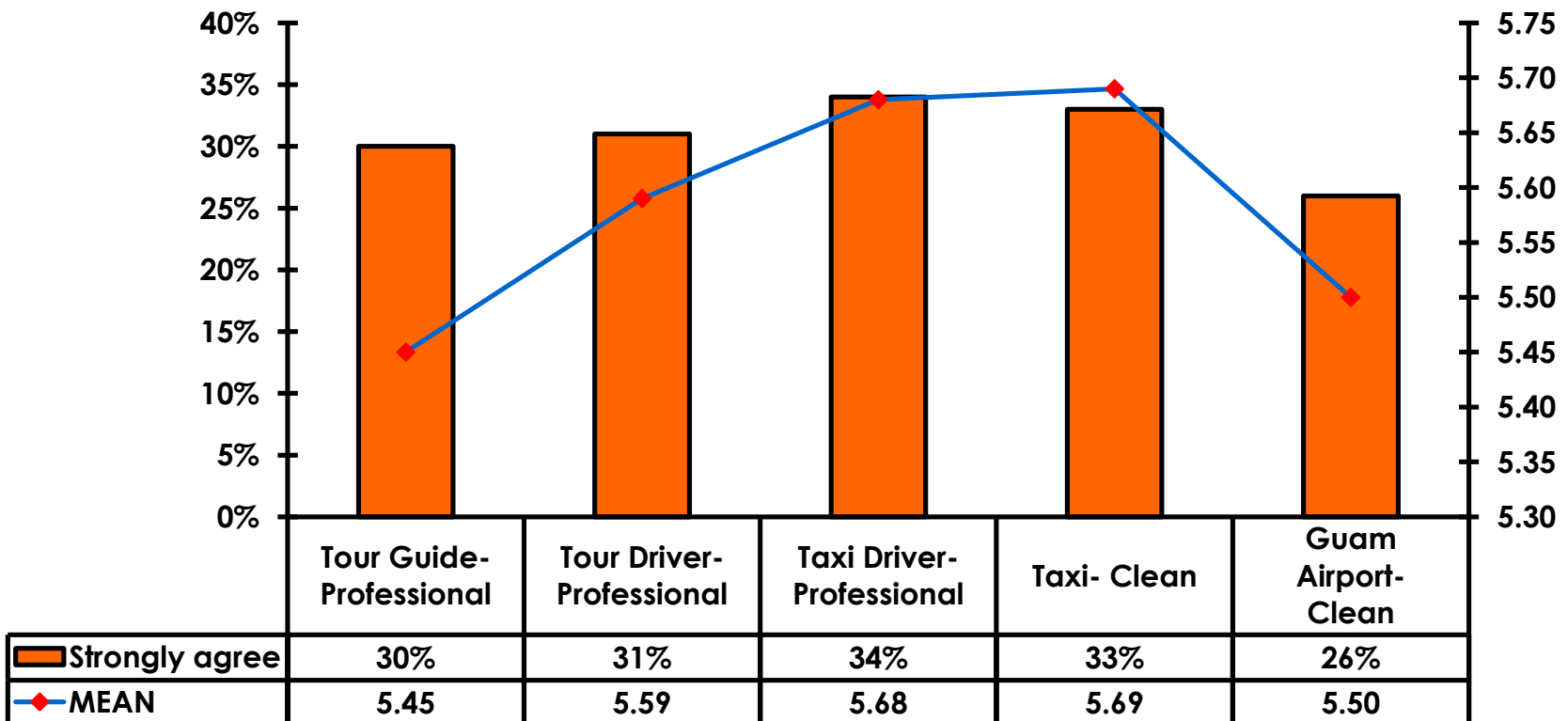


	Guam was better than expected	I had no communication problems	I will recommend Guam to friends	Sites on Guam were attractive	I plan to visit Guam again	Not enough night activities
Strongly agree	26%	26%	30%	43%	31%	23%
MEAN	5.64	5.64	5.74	6.03	5.47	5.15

On-Island Perceptions

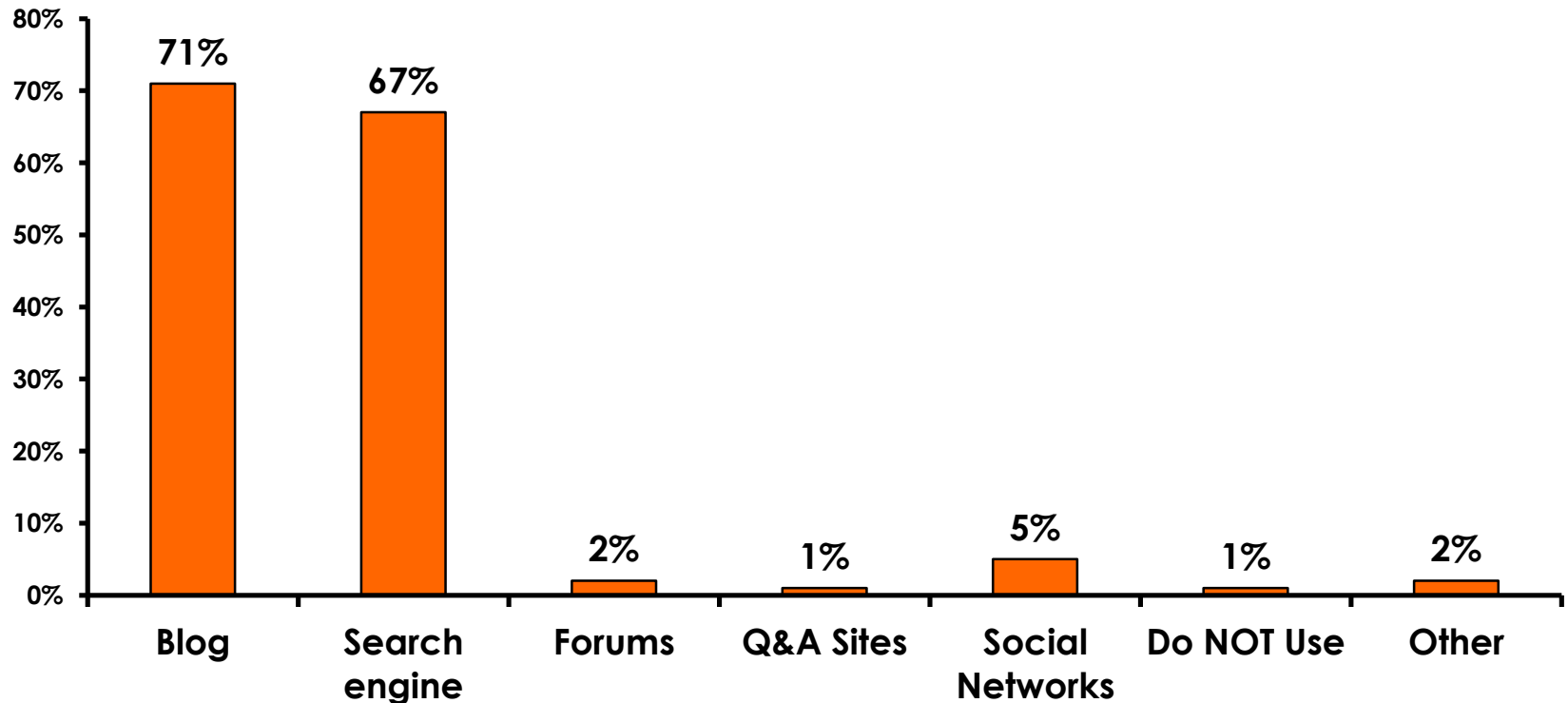
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



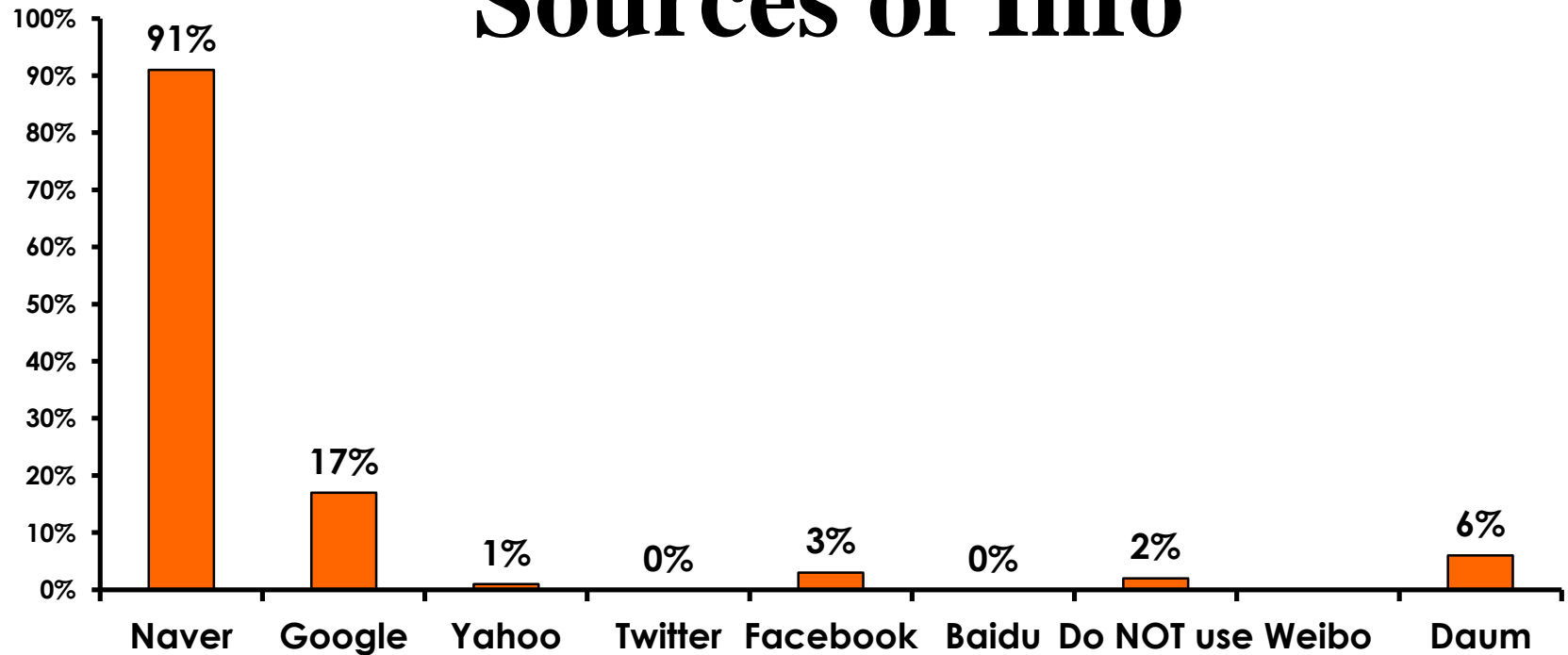
SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

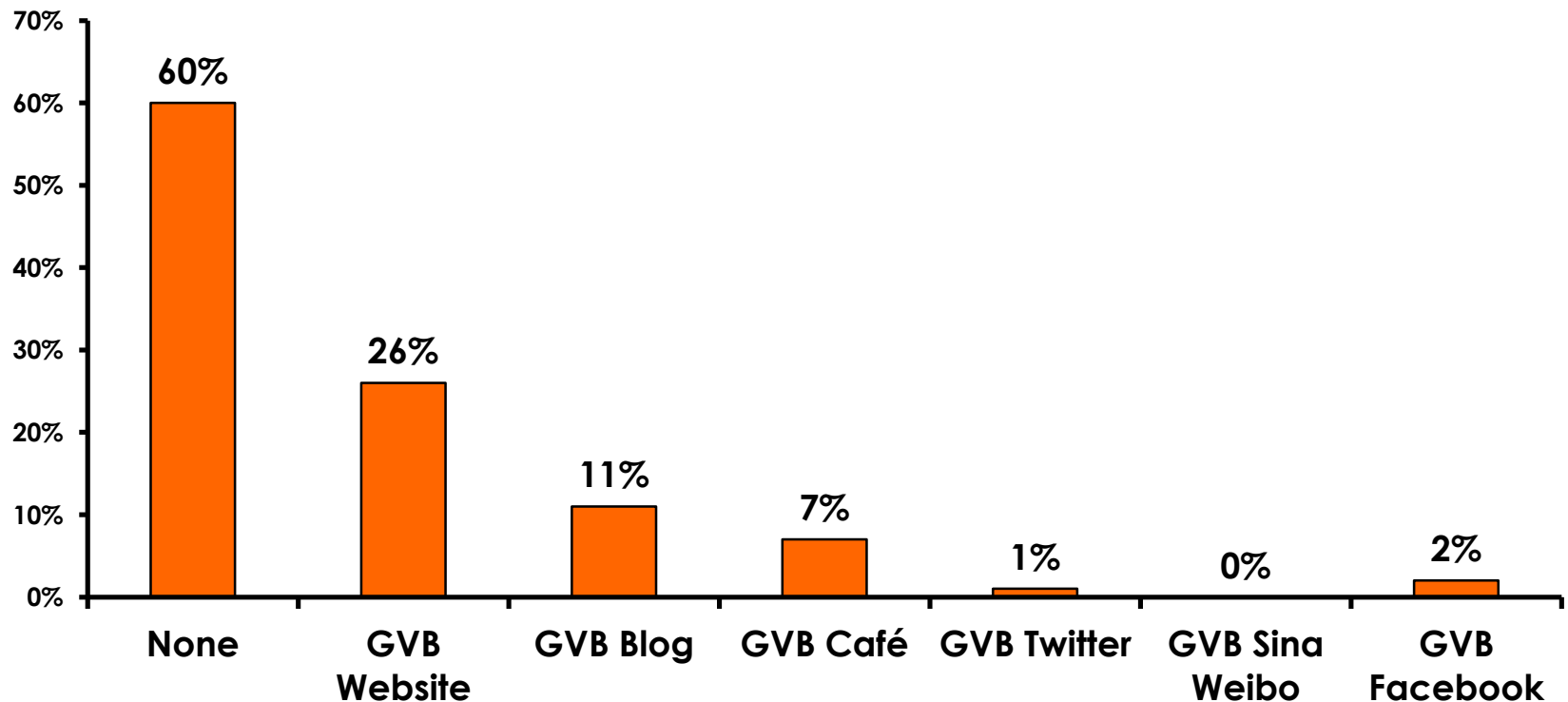


Internet- Things To Do

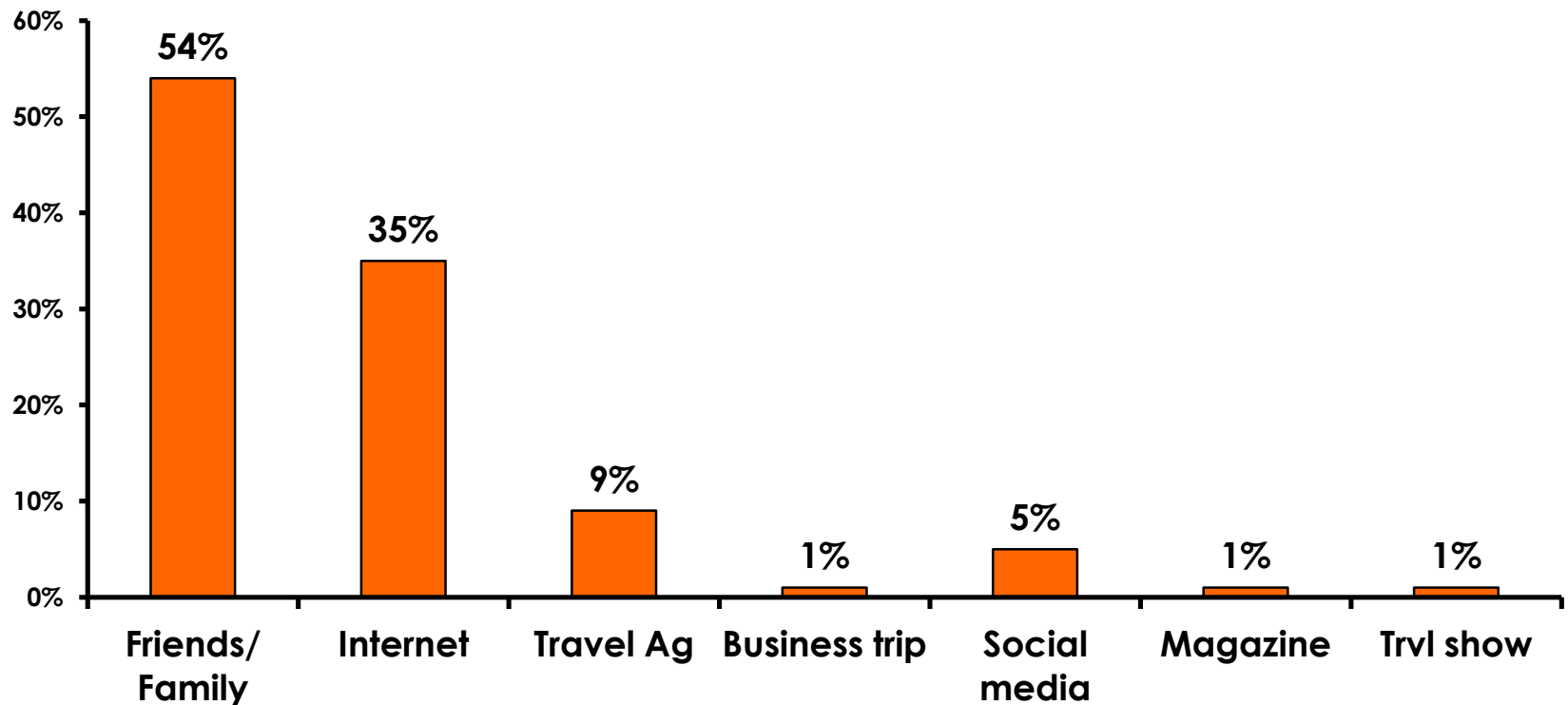
Sources of Info



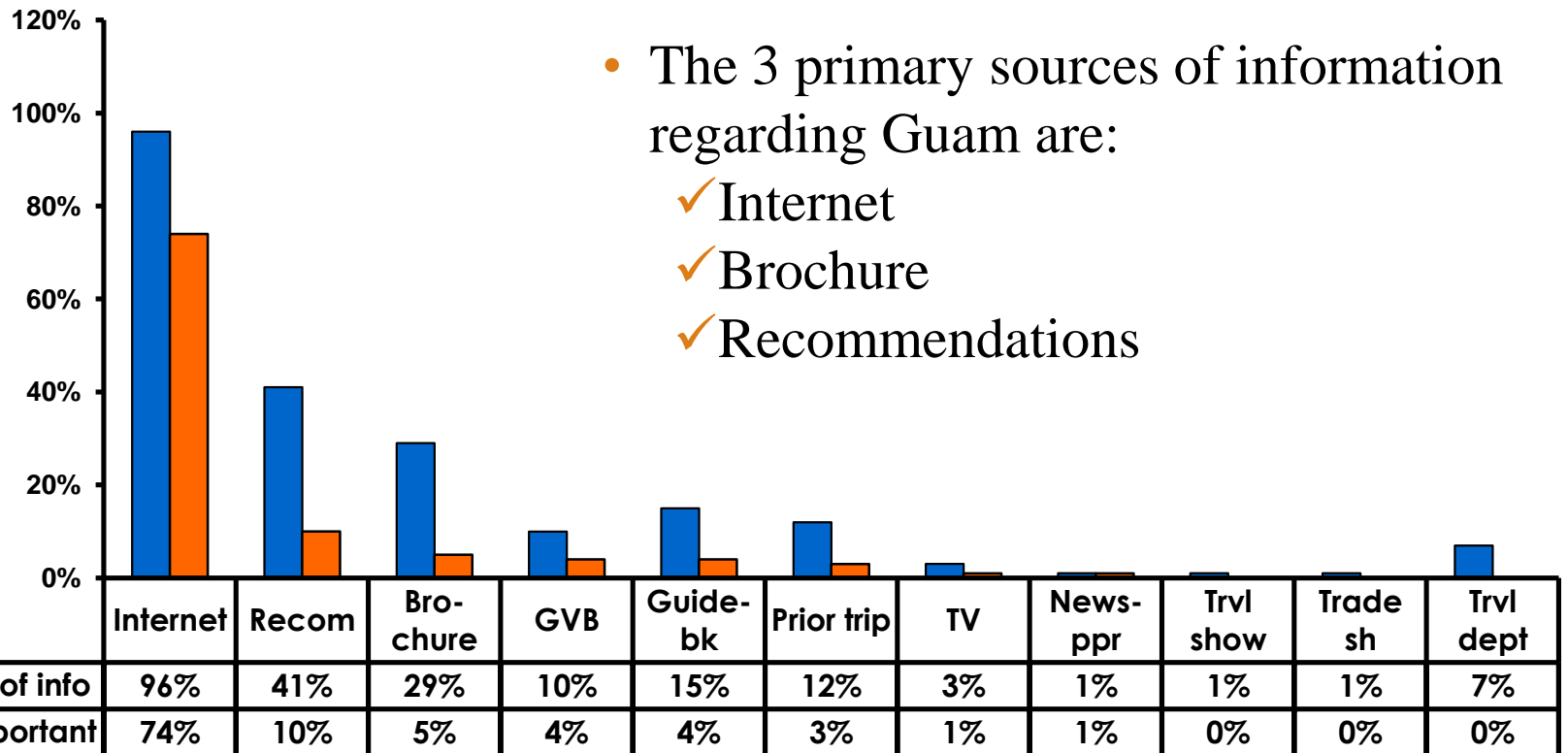
Internet- GVB Sources



Travel Motivation- Info Sources

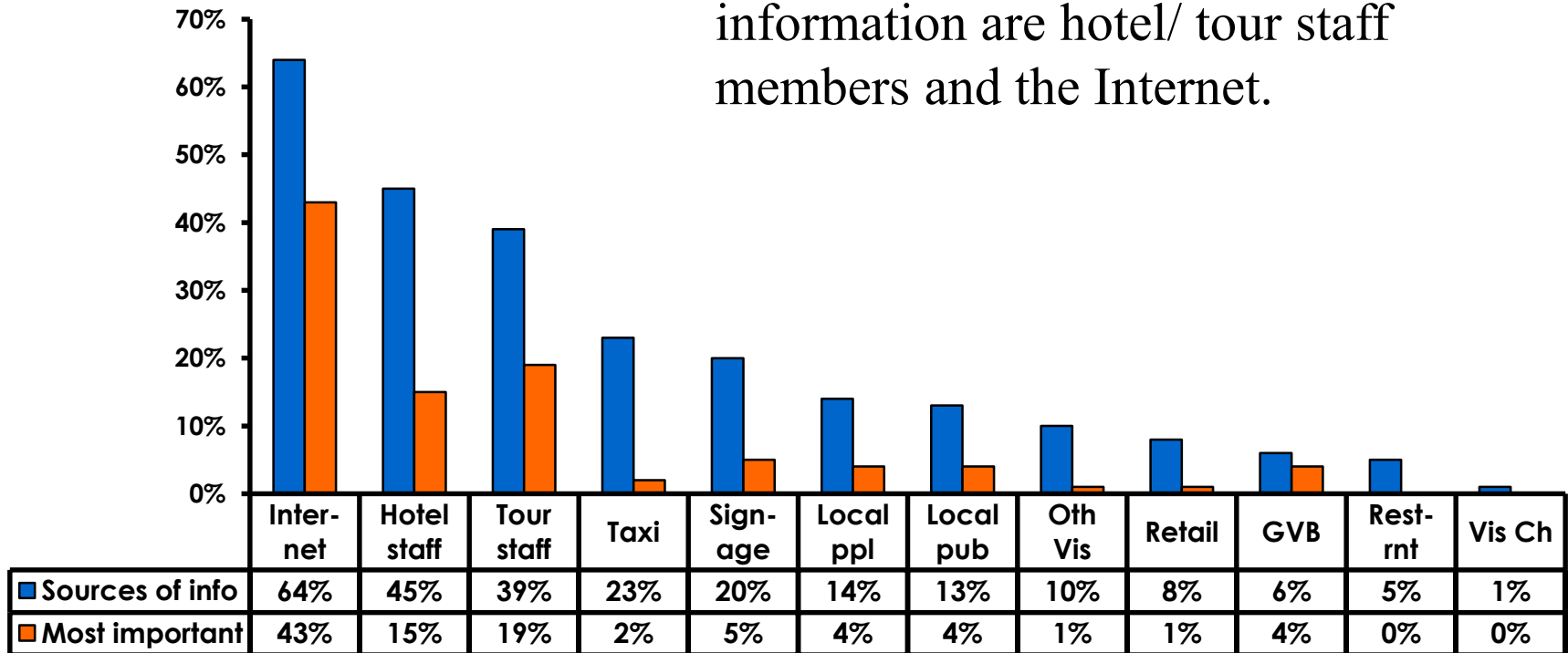


Sources of Information Pre-arrival



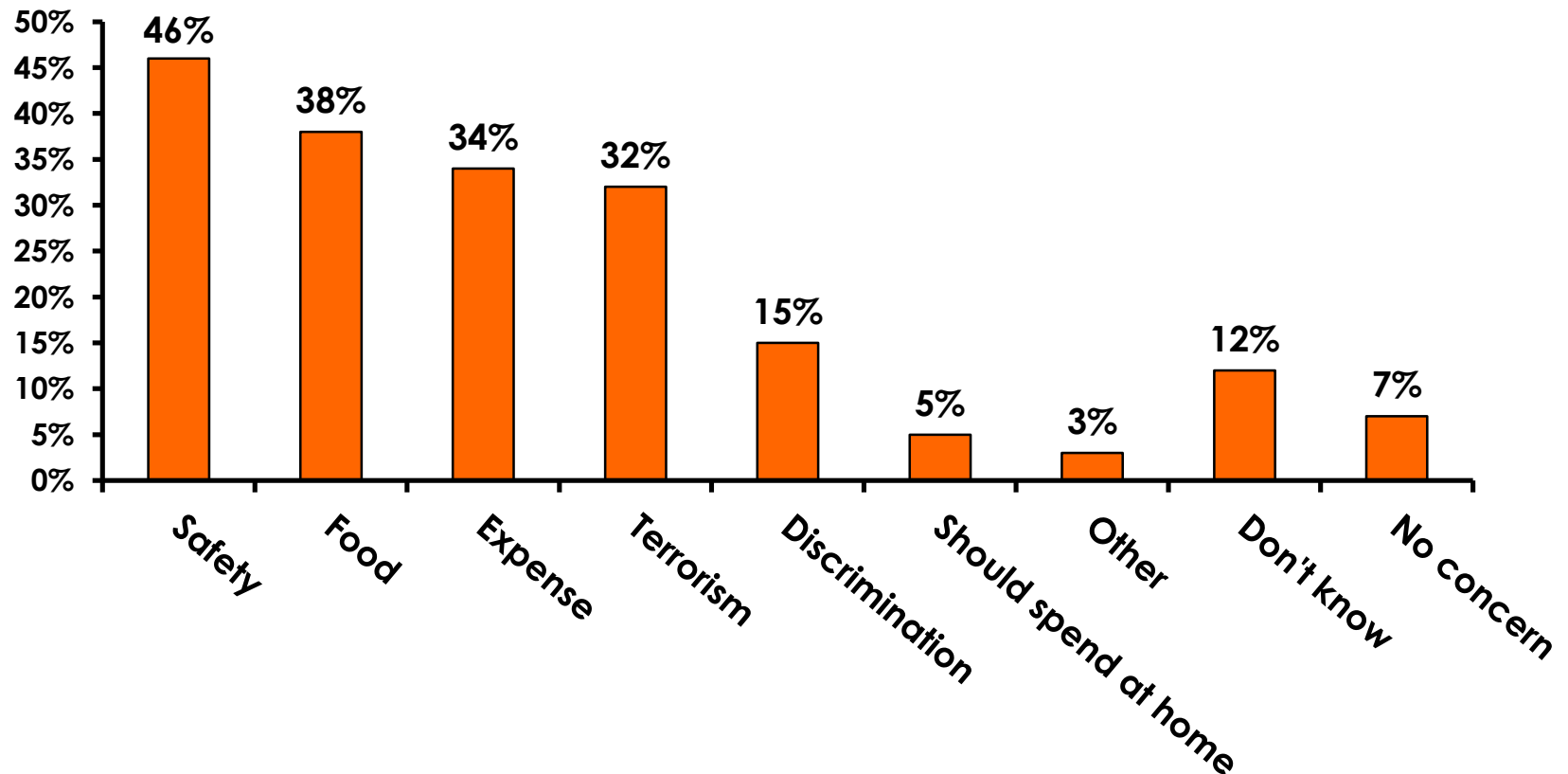
Sources of Information Post-arrival

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



SECTION 6 **OTHER ISSUES**

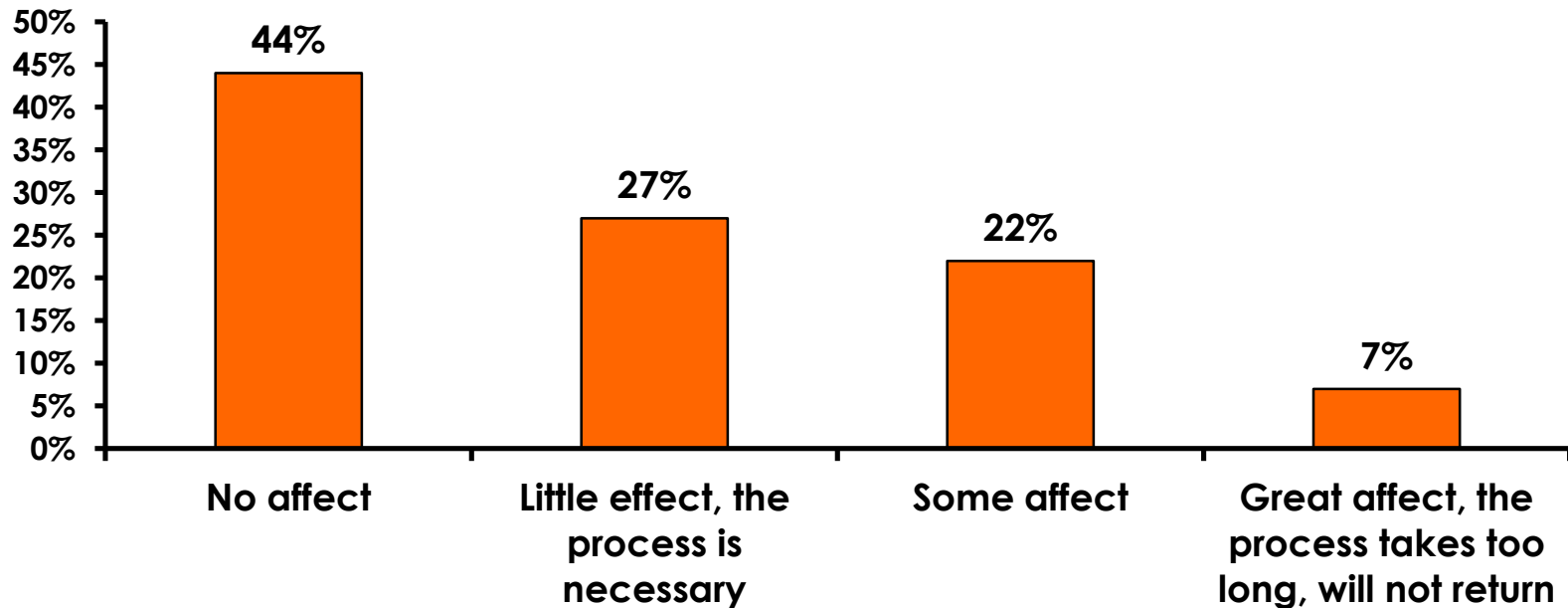
Concerns about travel outside of Korea - Overall



Concerns about travel outside of Korea - By Age & Income

	TOTAL	AGE				Q26								
		-	18-24	25-34	35-49	50+	<KW12.0M	KW12.0M-KW24.0M	KW24.0M-KW36.0M	KW36.0M-KW48.0M	KW48.0M-KW60.0M	KW60.0M-KW72.0M	KW72.0M+	No Income
Q21 Safety	46%	33%	42%	50%	56%	29%	23%	44%	44%	48%	69%	50%	36%	
Food	38%	56%	42%	32%	44%	29%	62%	42%	44%	29%	40%	43%	36%	
Expense	34%	52%	42%	25%	33%	14%	46%	53%	36%	35%	43%	27%	36%	
Terrorism	32%	41%	30%	32%	56%		15%	42%	26%	37%	43%	35%	45%	
Discrimination against Koreans	15%	30%	15%	13%		29%	15%	22%	11%	15%	21%	15%		
Don't know	12%	4%	12%	13%	22%		23%	7%	7%	8%	5%	8%		
No concerns	7%	7%	11%	5%		43%		11%	8%	10%	2%	5%	9%	
Should spend at home	5%	4%	8%	2%			8%	13%	5%	4%		5%		
Other	3%	7%	3%	2%			8%	9%	3%	4%				
Total	Count	351	27	144	171	9	7	13	45	61	52	42	88	11

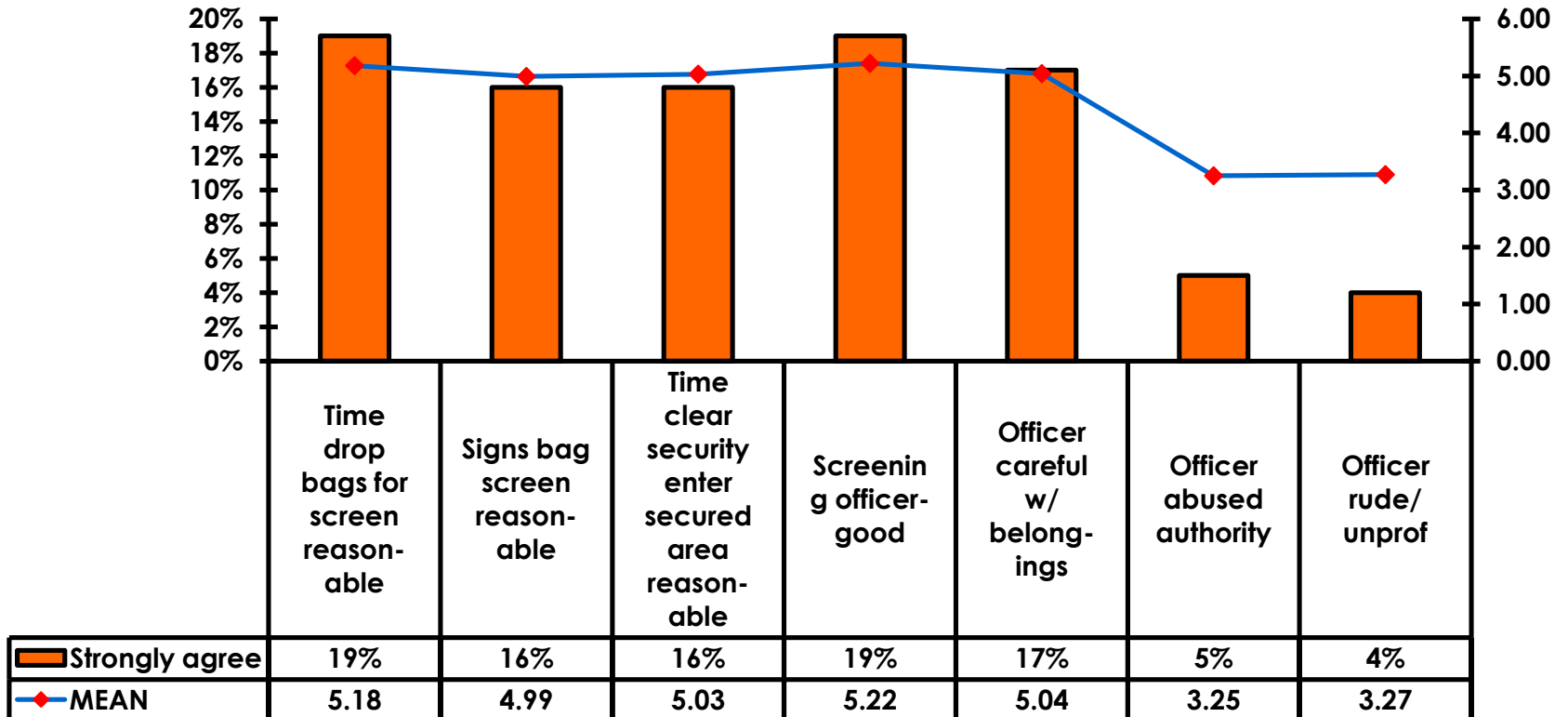
Security Screening/ Immigration Process at Guam International Airport



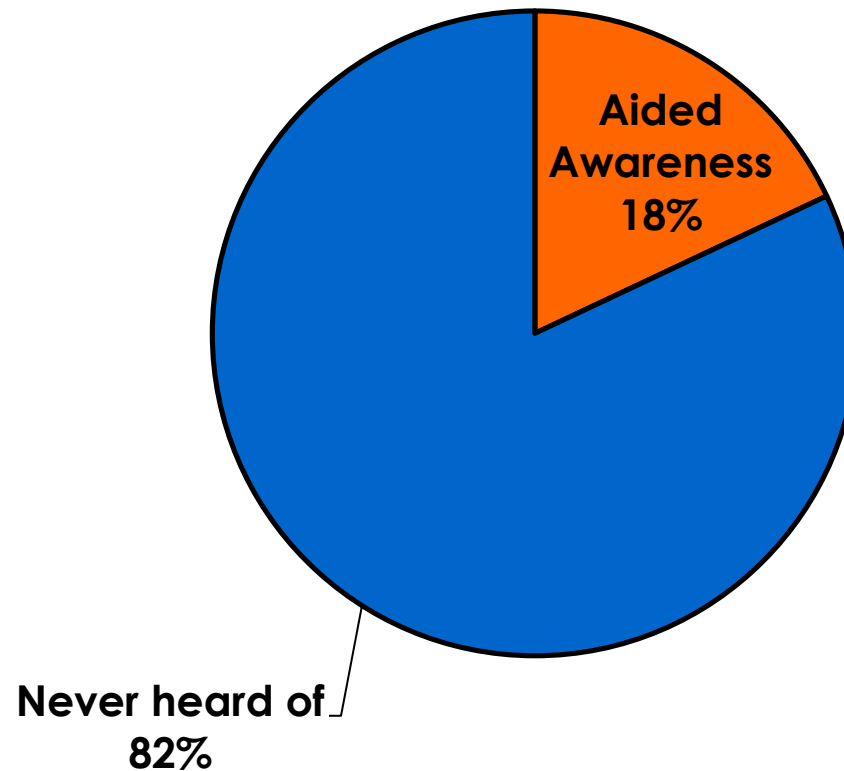
Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



Shop Guam Festival



Shop Guam Festival - Impact

n=57

