



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2016

JANUARY 2016



Prepared by: QMark Research

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Background & Methodology

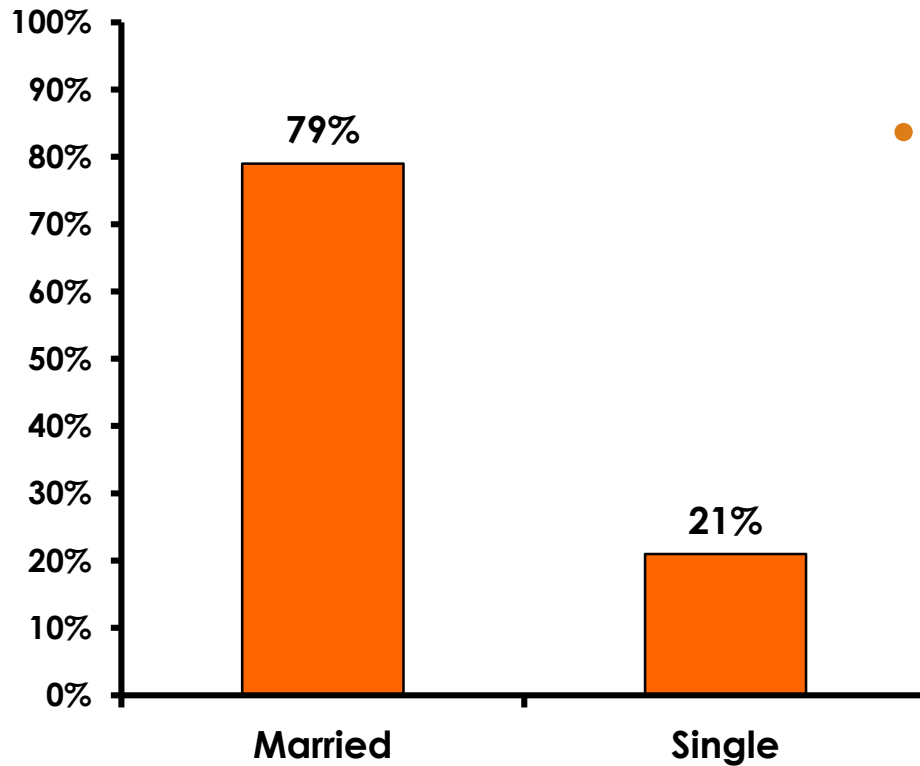
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **353** departing 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.

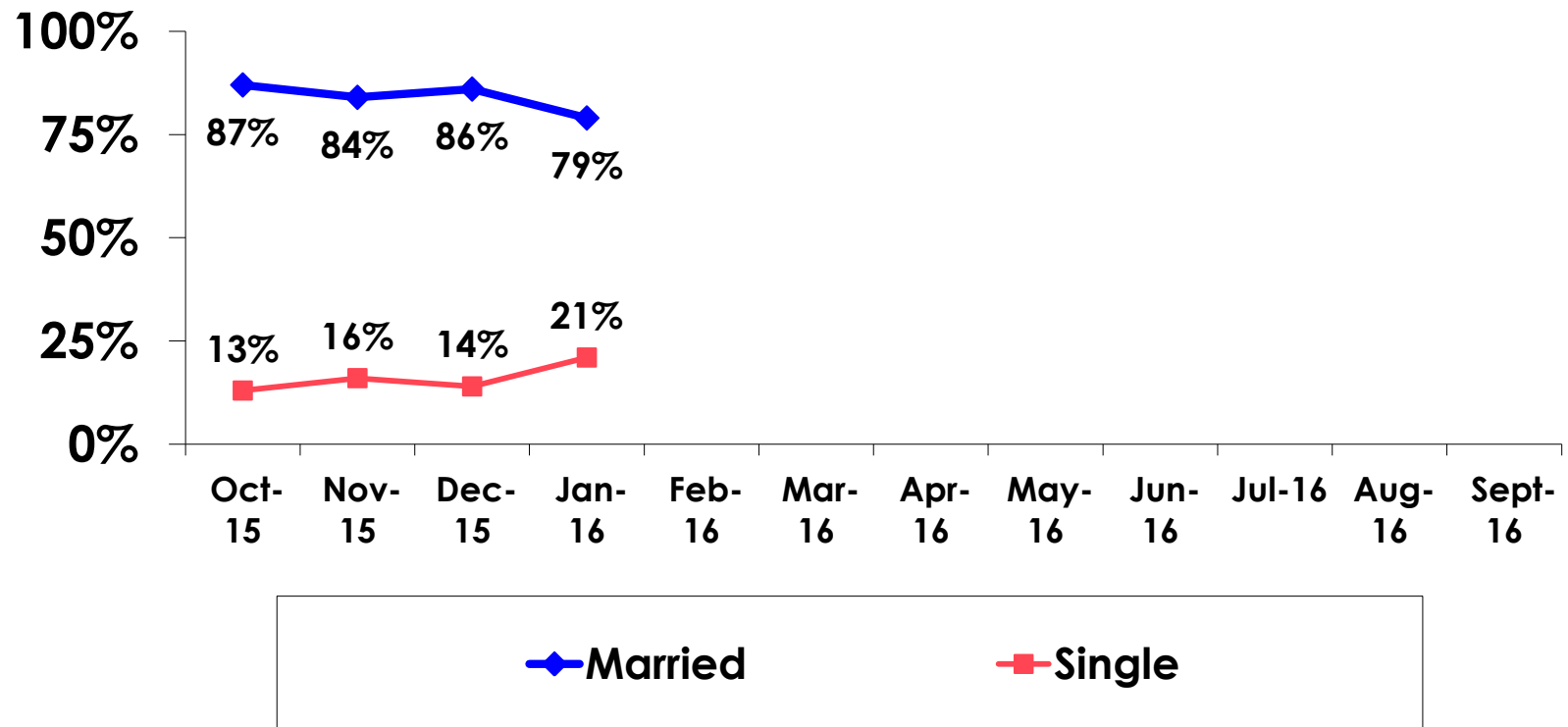
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

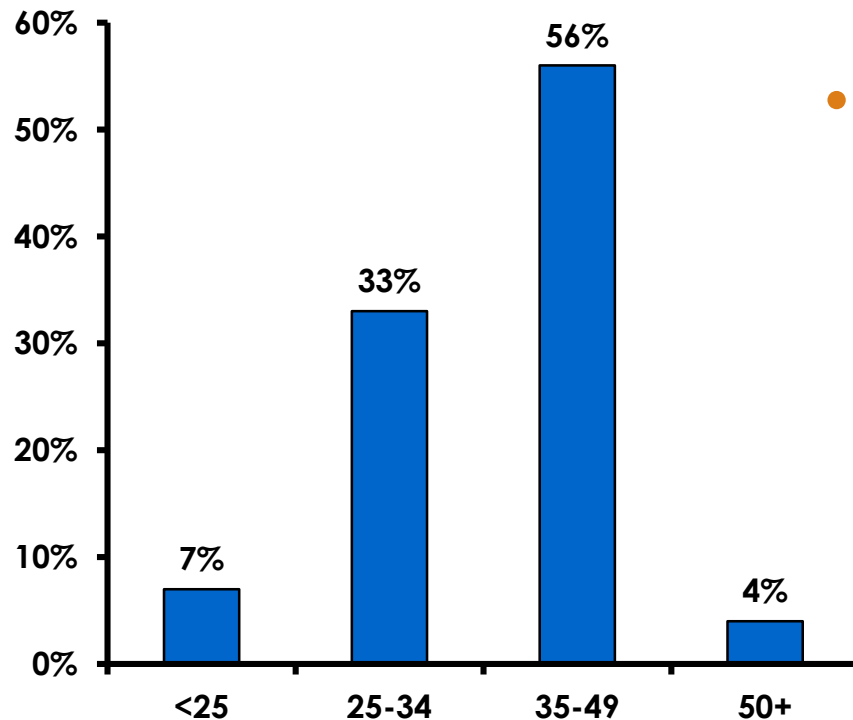


- Majority of Korean visitors are married.

MARITAL STATUS

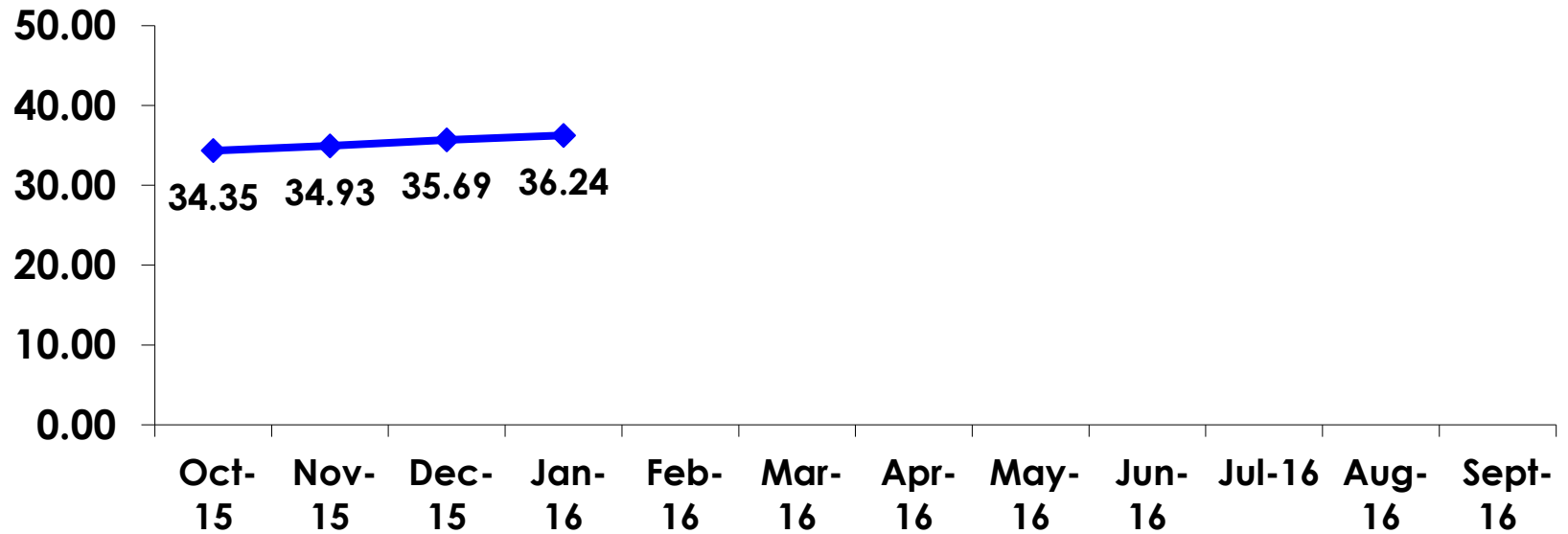


Age - Overall

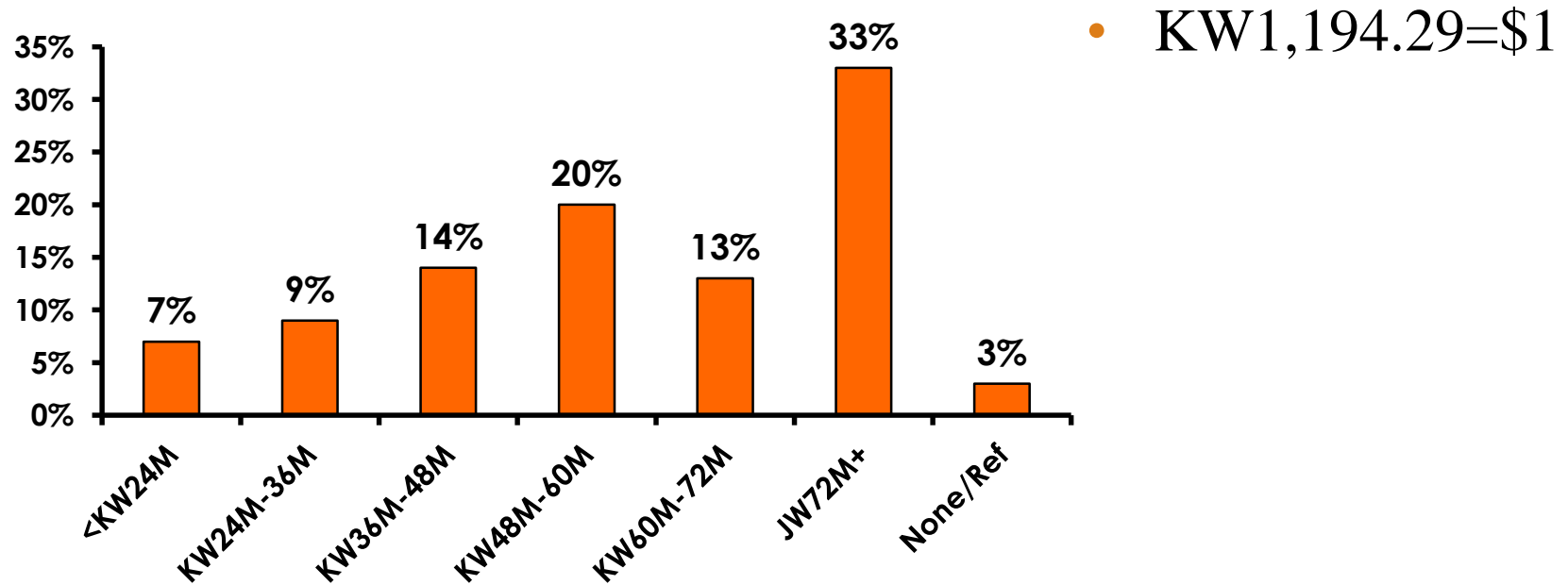


- The average age of the respondents is 36.24 years of age.

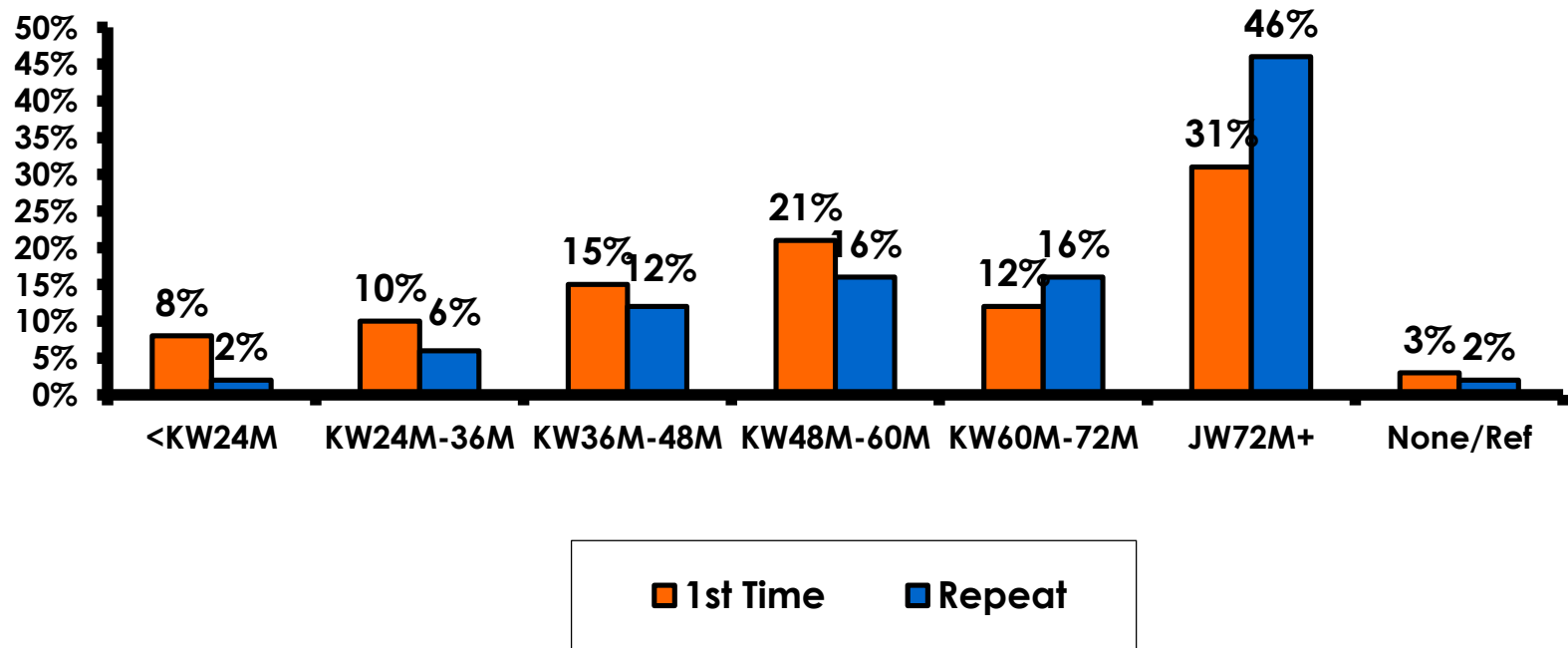
AVERAGE - AGE



Personal Income



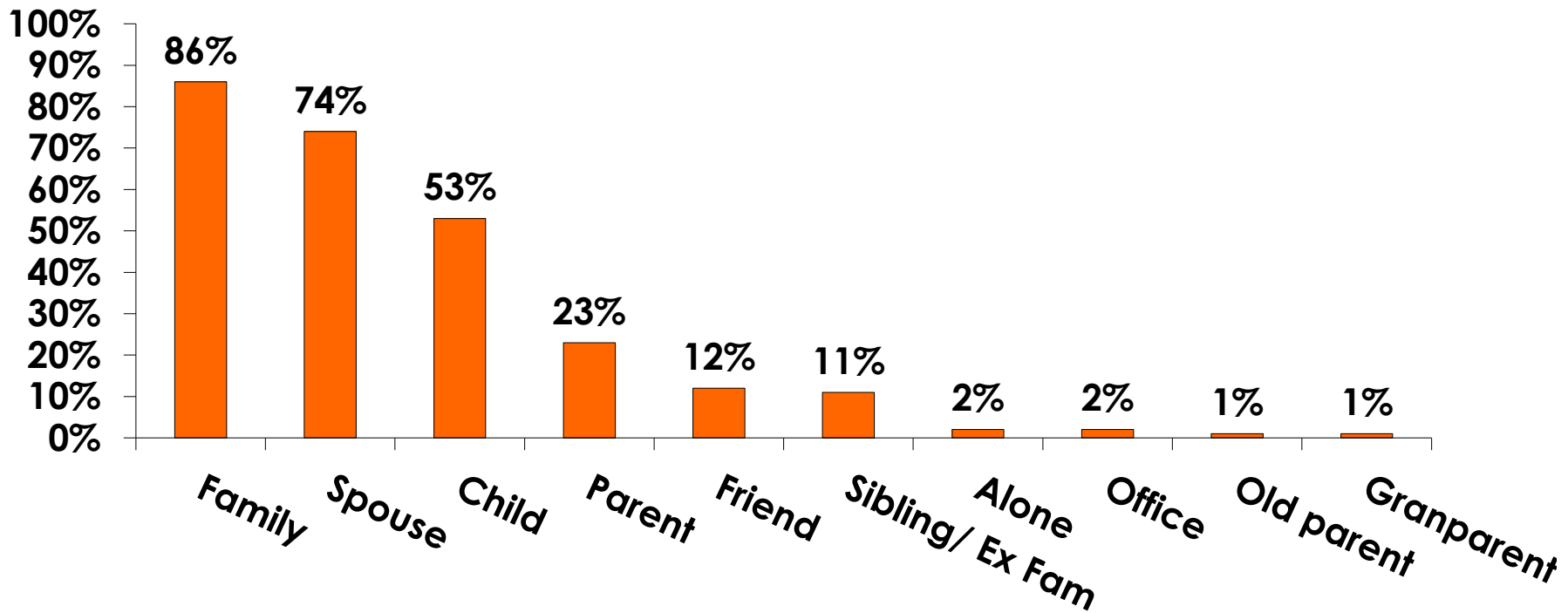
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<KW12.0M	Count	11	2	9	2	5	4	
		Column N %	3%	1%	6%	11%	5%	2%	
	KW12.0M-KW24.0M	Count	12	3	9	1	8	3	
		Column N %	4%	2%	6%	5%	8%	2%	
	KW24.0M-KW36.0M	Count	30	11	19	3	20	7	
		Column N %	9%	7%	12%	16%	20%	4%	
	KW36.0M-KW48.0M	Count	46	22	24	1	23	19	2
		Column N %	14%	13%	15%	5%	23%	10%	17%
	KW48.0M-KW60.0M	Count	64	42	22		18	44	2
		Column N %	20%	26%	14%		18%	23%	17%
	KW60.0M-KW72.0M	Count	42	21	21		5	36	1
		Column N %	13%	13%	13%		5%	19%	8%
	KW72.0M+	Count	108	59	48	8	15	78	7
		Column N %	33%	36%	30%	42%	15%	40%	58%
	No Income	Count	10	4	6	4	4	2	
		Column N %	3%	2%	4%	21%	4%	1%	
	Total	Count	323	164	158	19	98	193	12

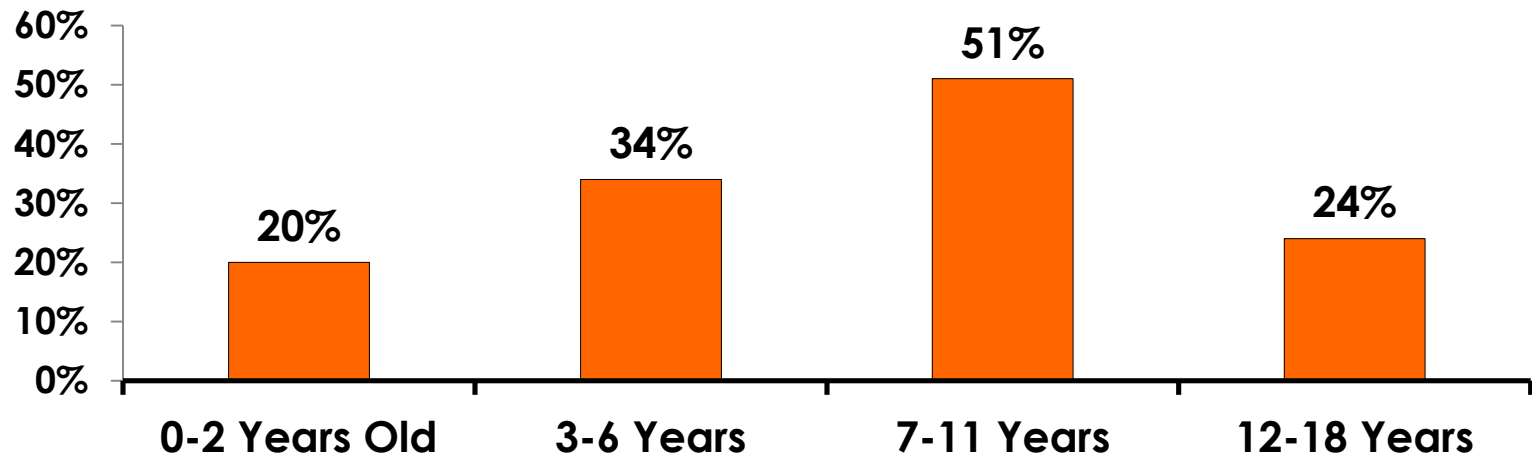
Travel Companions



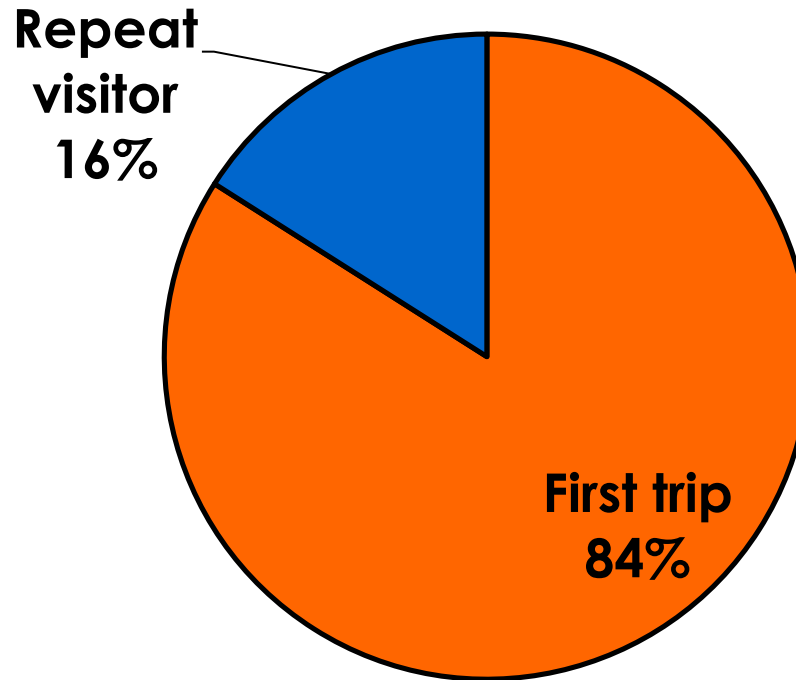
Number of Children Travel Party

N=186 total respondents traveling with children.

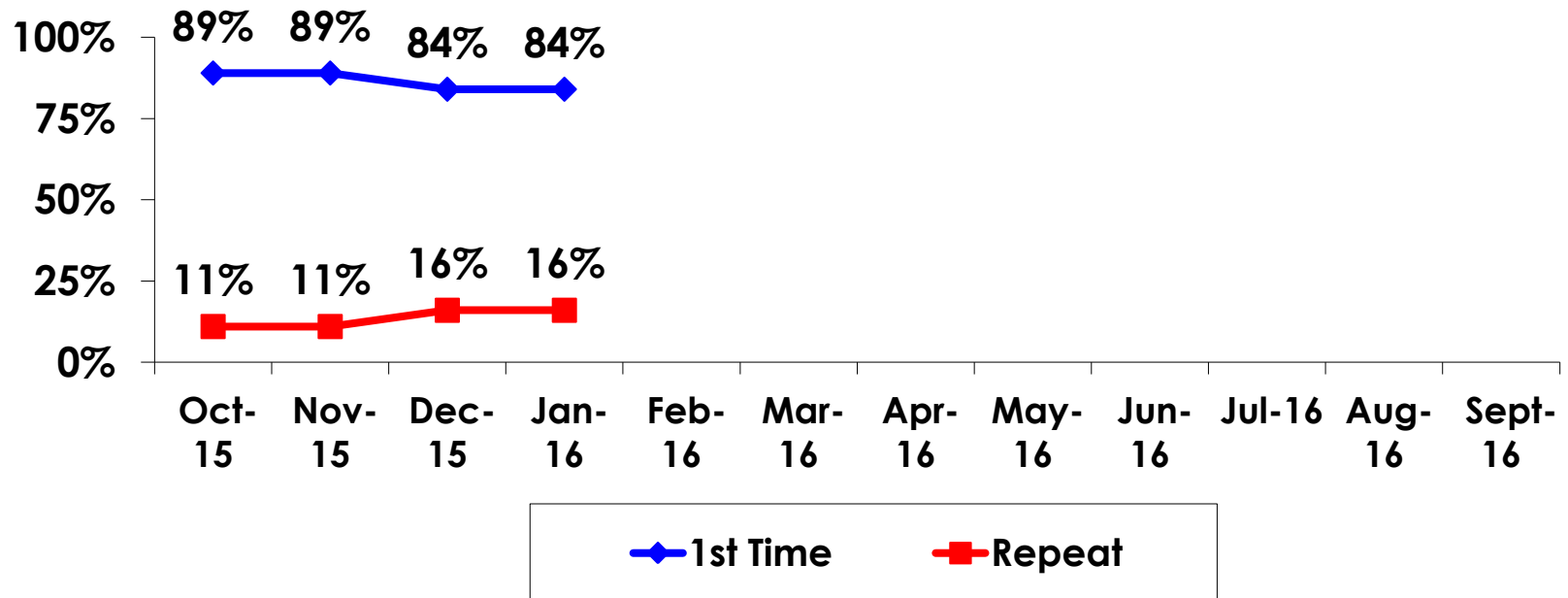
(Of those N=186 respondents, there is a total of 285 children 18 years or younger)



Prior Trips to Guam



PRIOR TRIPS TO GUAM

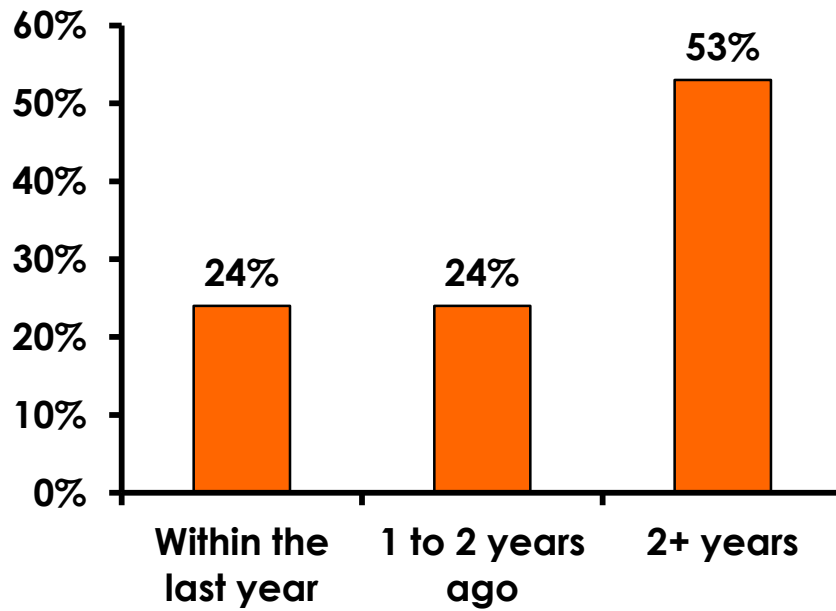


Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM		
			-	1st	Repeat	
GENDER	Male	Count	176	142	34	
		Column N %	50%	48%	62%	
	Female	Count	175	154	21	
		Column N %	50%	52%	38%	
	Total	Count	351	296	55	
AGE	18-24	Count	24	23	1	
		Column N %	7%	8%	2%	
	25-34	Count	116	103	13	
		Column N %	33%	35%	24%	
	35-49	Count	197	158	39	
		Column N %	56%	53%	71%	
	50+	Count	15	13	2	
		Column N %	4%	4%	4%	
		Total	Count	352	297	55

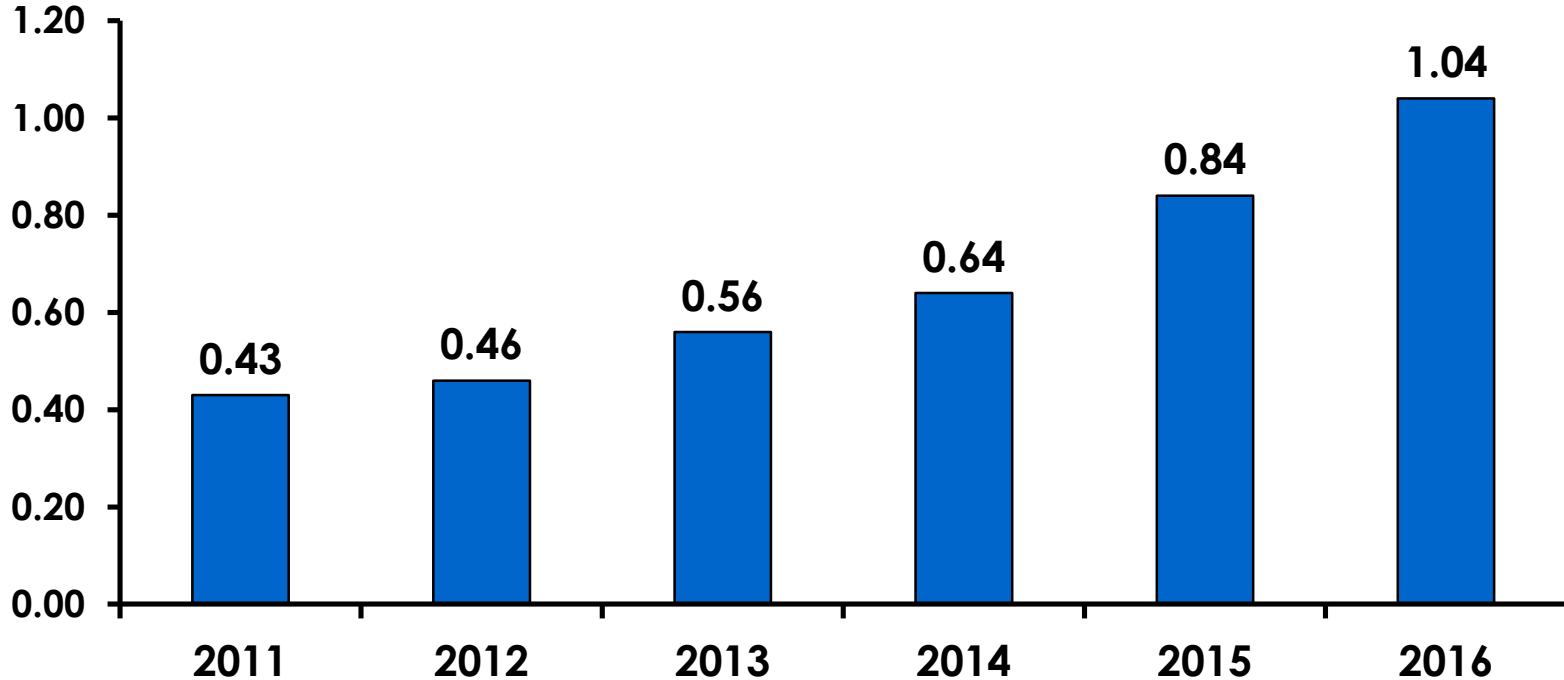
Repeat Visitors Last Trip

n = 55



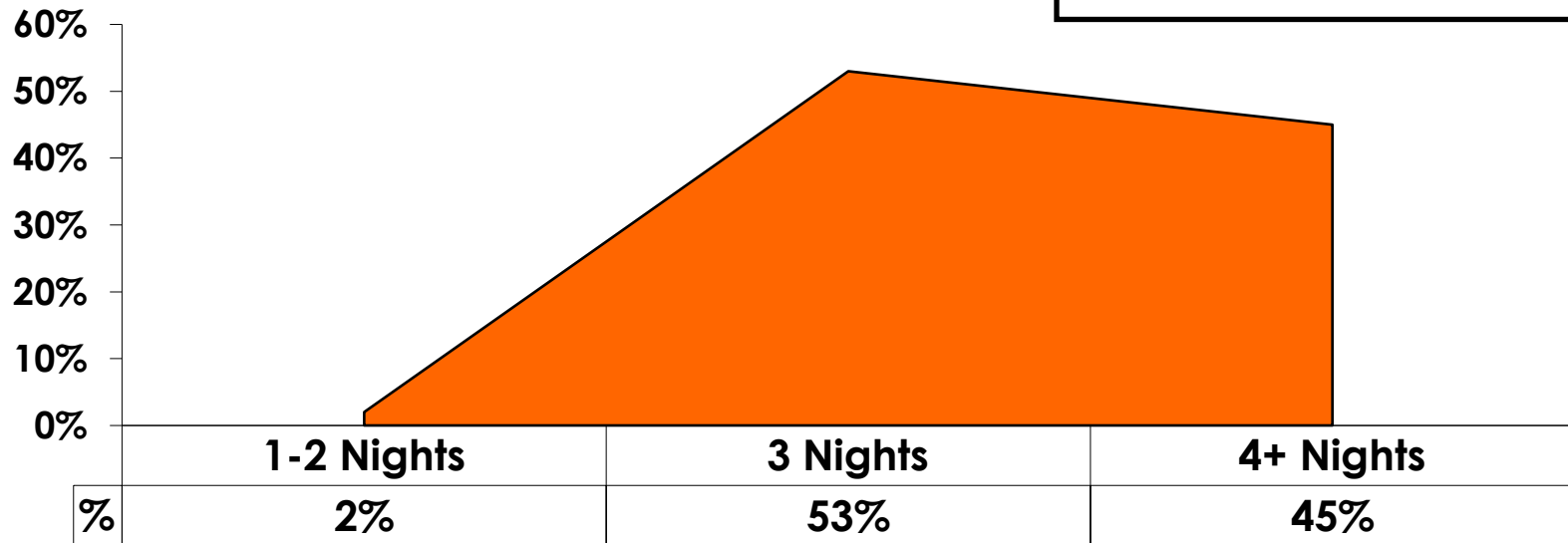
- The average repeat visitor has been to Guam 2.44 times.

Average Number Overnight Trips (2011-2016) (2 nights or more)

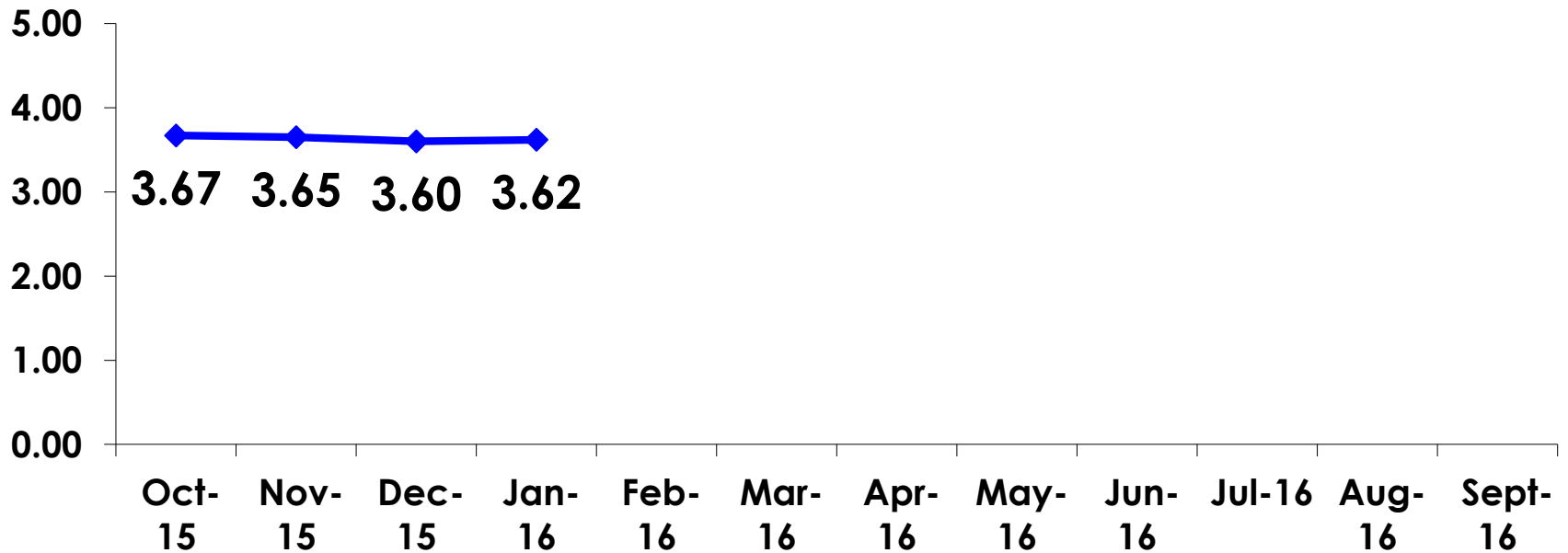


Length of Stay

Mean = 3.62 Days
Median = 3.0 Days



AVG LENGTH OF STAY

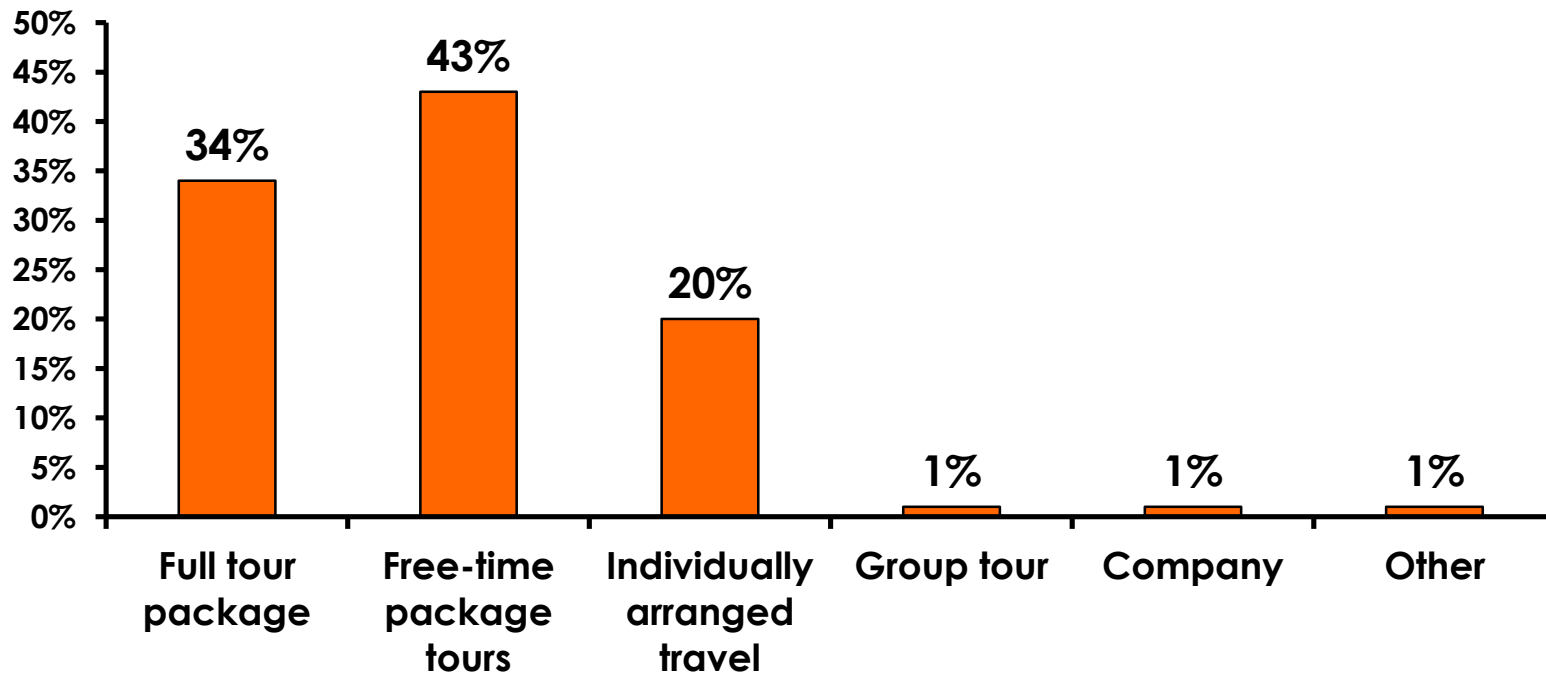


Occupation by Income

		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	26%	27%	33%	38%	33%	33%	17%	23%		
	Self-employed	14%	9%	8%	3%	7%	22%	26%	17%	10%	
	Professor/ Teacher/ After-school	12%	9%	17%	14%	16%	11%	5%	19%		
	Housewife/ Homemaker	12%	18%		10%	16%		19%	10%		
	Professional/ Specialist/ Tech	8%		17%	10%	9%	9%	7%	9%	10%	
	Student	7%		17%	3%	2%			7%	60%	
	Service worker/ Private hse worker	6%	27%	8%	3%	2%	11%	12%	1%		
	Manager/ Admin	2%			3%		3%	2%	4%		
	Unemployed	2%						2%	2%	20%	
	Govt- office worker non-mgr	2%	9%			2%	3%		2%		
	Other	1%				2%			4%		
	Govt- Executive	1%				2%	3%	2%			
	Govt- Manager	1%			7%	2%		2%	1%		
	Sales worker/ Clerical	1%				4%	2%		2%		
	Skilled worker	1%				2%	2%	2%			
	Judicial	1%			3%		2%				
	Freelancer	0%			3%						
	Retired	0%									
	Farmer/ Forestry/ Fisherman	0%						2%			
	Total	Count	349	11	12	29	45	64	42	108	10

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

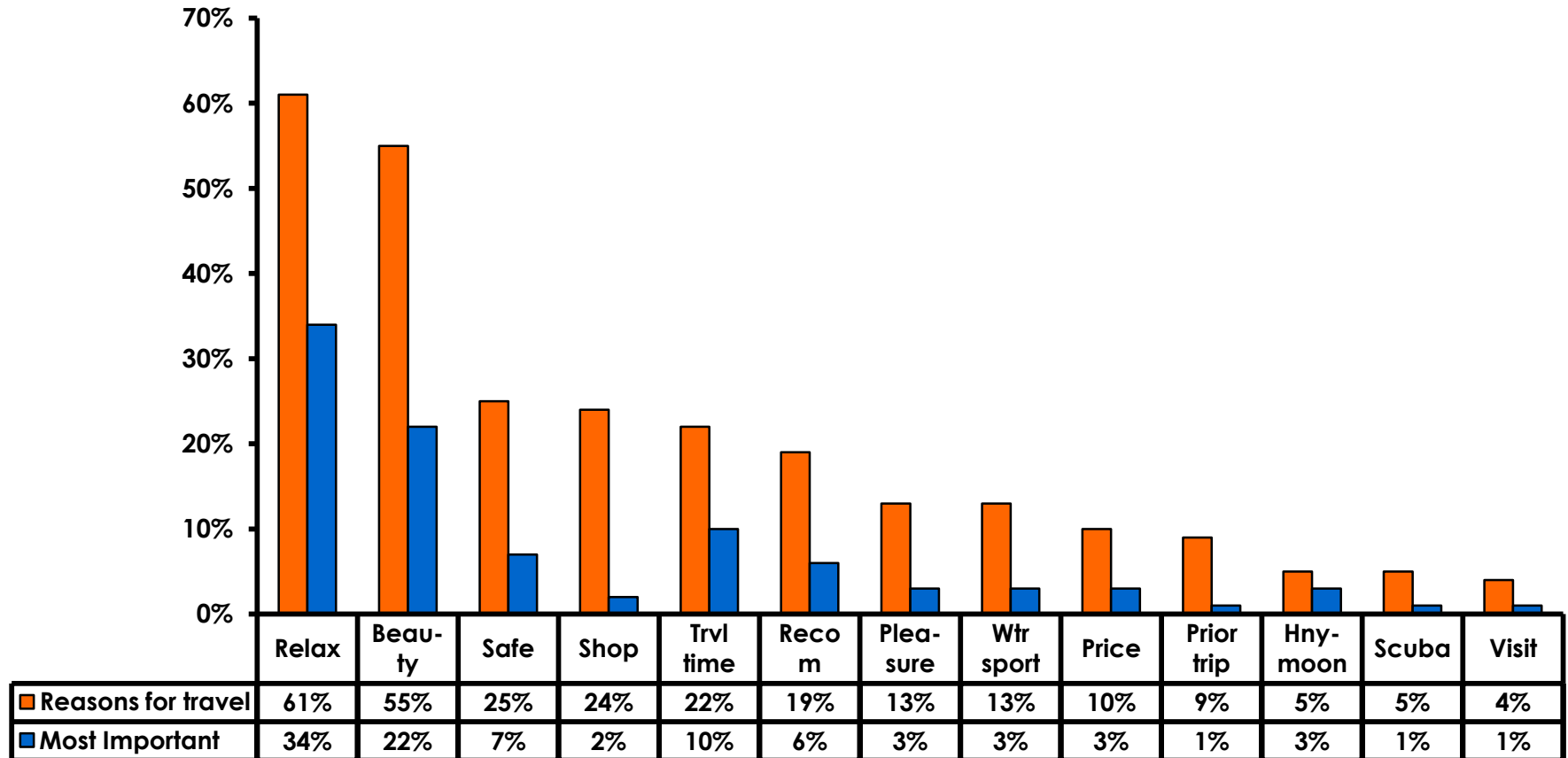


Accommodation by Income

Average length of stay: 3.62 days

		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	
Q9	PIC Club	31%	27%		13%	28%	31%	43%	36%	50%	
	Hyatt Regency Guam	9%		17%	10%	17%	8%	5%	6%		
	Hilton Guam Resort	7%		8%	17%	2%	6%	2%	10%		
	Hotel Nikko Guam	6%	9%	8%	7%	4%	5%	2%	5%		
	Dusit Thani Guam Resort	5%		8%	7%		8%	10%	6%		
	Lotte Hotel Guam	5%	9%		7%	4%	13%	7%	3%		
	Onward Beach Resort	4%	9%	17%		4%	3%	5%	5%		
	Home stay/ friend/ relative	3%			7%	9%	3%		3%	10%	
	Westin Resort Guam	3%	18%		3%	7%	3%		4%		
	Guam Reef & Olive Spa	3%	9%				3%	2%	5%		
	Outrigger Guam Resort	3%		8%	7%		3%	2%	2%	10%	
	Leo Palace Resort	3%		8%	3%	2%	2%	7%	3%		
	Sheraton Laguna Guam	3%		8%	3%	2%	5%	2%	2%		
	Holiday Resort Guam	2%			3%	4%	2%		2%		
	Other	2%	9%	8%	3%	4%		2%			
	Pacific Star Resort & Spa	2%		8%	3%	2%	2%	2%	1%		
	Fiesta Resort Guam	1%			7%			2%		20%	
	Royal Orchid Guam	1%						2%	4%		
	Oceanview Hotel	1%				4%	2%	2%	1%		
	Bayview Hotel	1%	9%						3%	10%	
	Verona Resort & Spa	1%					2%		1%		
	Aqua Suites	1%				4%					
	Hotel Santa Fe	0%							1%		
	Grand Plaza Hotel	0%					2%				
	Total	Count	353	11	12	30	46	64	42	108	10

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Relaxation,
- Natural beauty,
- Short travel time

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	61%	75%	57%	63%	47%	60%	63%	
	Natural beauty	55%	46%	55%	55%	60%	58%	51%	
	Safe	25%	21%	19%	29%	27%	27%	23%	
	Shopping	24%	21%	32%	20%	13%	24%	24%	
	Short travel time	22%	17%	24%	22%	20%	22%	22%	
	Recomm- friend/family/trvl agnt	19%	29%	22%	16%	20%	15%	24%	
	Pleasure	13%	17%	12%	14%	7%	16%	11%	
	Water sports	13%	13%	16%	13%	7%	14%	13%	
	Price	10%	13%	16%	6%		8%	11%	
	Previous trip	9%		8%	12%		12%	7%	
	Honeymoon	5%	8%	12%	1%		5%	6%	
	Scuba	5%	17%	8%	2%		2%	7%	
	Visit friends/ Relatives	4%	4%	3%	3%	20%	5%	3%	
	Other	3%	4%	3%	3%		3%	3%	
	Golf	3%	8%		4%	7%	2%	3%	
	Organized sports	2%	17%	1%	1%		2%	2%	
	Company Sponsored	1%	4%	1%	2%		2%	1%	
	Company/ Business Trip	1%		1%	1%		1%	1%	
	Career Cert/ Testing	0%			1%		1%		
	Convention/ Trade/ Conference	0%	4%				1%		
	Total	Count	352	24	116	196	15	176	174

Motivation 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+		
Q5A	Relax	61%	64%	67%	33%	48%	67%	71%	72%	90%	
	Natural beauty	55%	64%	50%	53%	46%	53%	52%	60%	60%	
	Safe	25%	18%	17%	23%	15%	17%	36%	37%	20%	
	Shopping	24%	18%	8%	17%	20%	22%	38%	26%	20%	
	Short travel time	22%	18%	25%	17%	20%	30%	26%	24%	10%	
	Recomm- friend/family/trvl agnt	19%	45%	17%	13%	17%	17%	17%	18%	20%	
	Pleasure	13%	9%		17%	9%	9%	21%	11%	20%	
	Water sports	13%	36%	17%	10%	15%	16%	7%	8%	30%	
	Price	10%	27%	8%	20%	15%	3%	12%	7%		
	Previous trip	9%	9%		3%	4%	11%	14%	11%	10%	
	Honeymoon	5%	9%	8%	23%	2%	2%	2%	3%		
	Scuba	5%		8%	13%	7%		2%	4%		
	Visit friends/ Relatives	4%	9%		3%	13%	5%		1%	10%	
	Other	3%				2%	5%		5%		
	Golf	3%					3%	7%	5%		
	Organized sports	2%				2%	3%		3%	10%	
	Company Sponsored	1%	9%		3%	2%			2%		
	Company/ Business Trip	1%			3%	2%		2%			
	Career Cert/ Testing	0%							1%		
	Convention/ Trade/ Conference	0%							1%		
	Total	Count	352	11	12	30	46	64	42	107	10

SECTION 3 **EXPENDITURES**

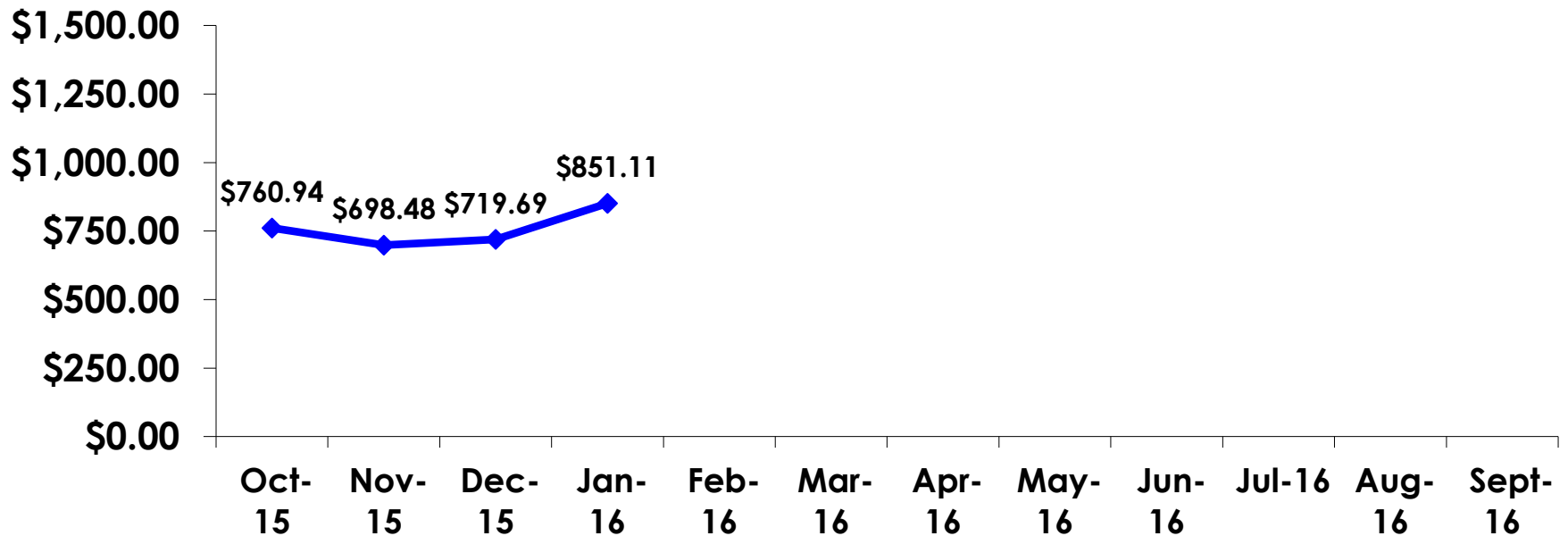
Prepaid Expenditures

KW 1,194.29/US\$1

- \$2,784.62 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$77,033 = maximum (highest amount recorded for the entire sample)
- \$851.11 = overall mean average per person prepaid expenditures

PREPAID EXPENDITURES

Per Person



YTD=\$756.66

Breakdown of Prepaid Expenditures

KW 1,194.29=\$1

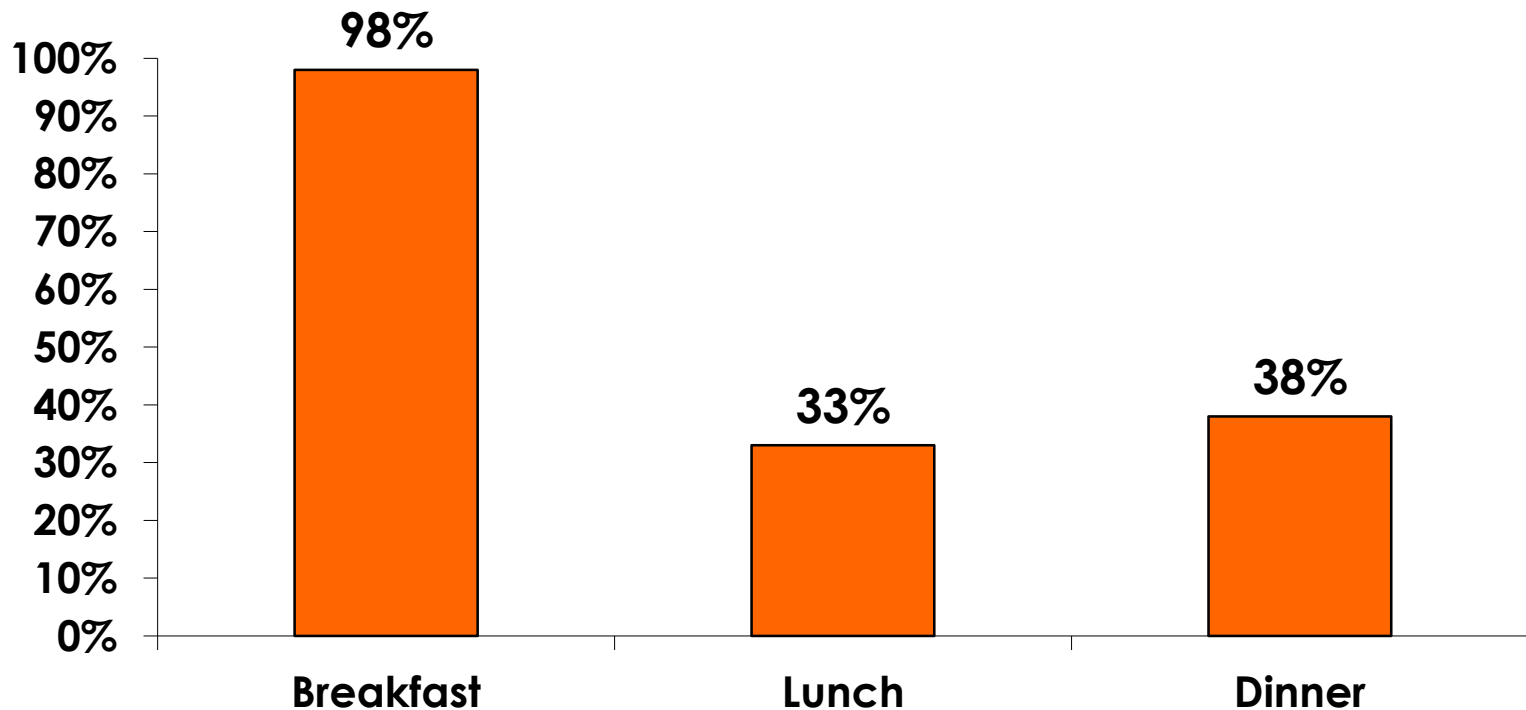
(Filter: Only those who responded/
Per Travel Party)

	MEAN \$
Air & Accommodation package only	\$3,013.23
Air & Accommodation w/ daily meal package	\$4,010.96
Air only	\$1,305.16
Accommodation only	\$980.22
Accommodation w/ daily meal only	\$958.73
Food & Beverages in Hotel	\$-
Ground transportation – Korea	\$82.06
Ground transportation – Guam	\$223.40
Optional tours/ activities	\$206.94
Other expenses	\$627.09
Total Prepaid	\$2,784.62

PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n=129

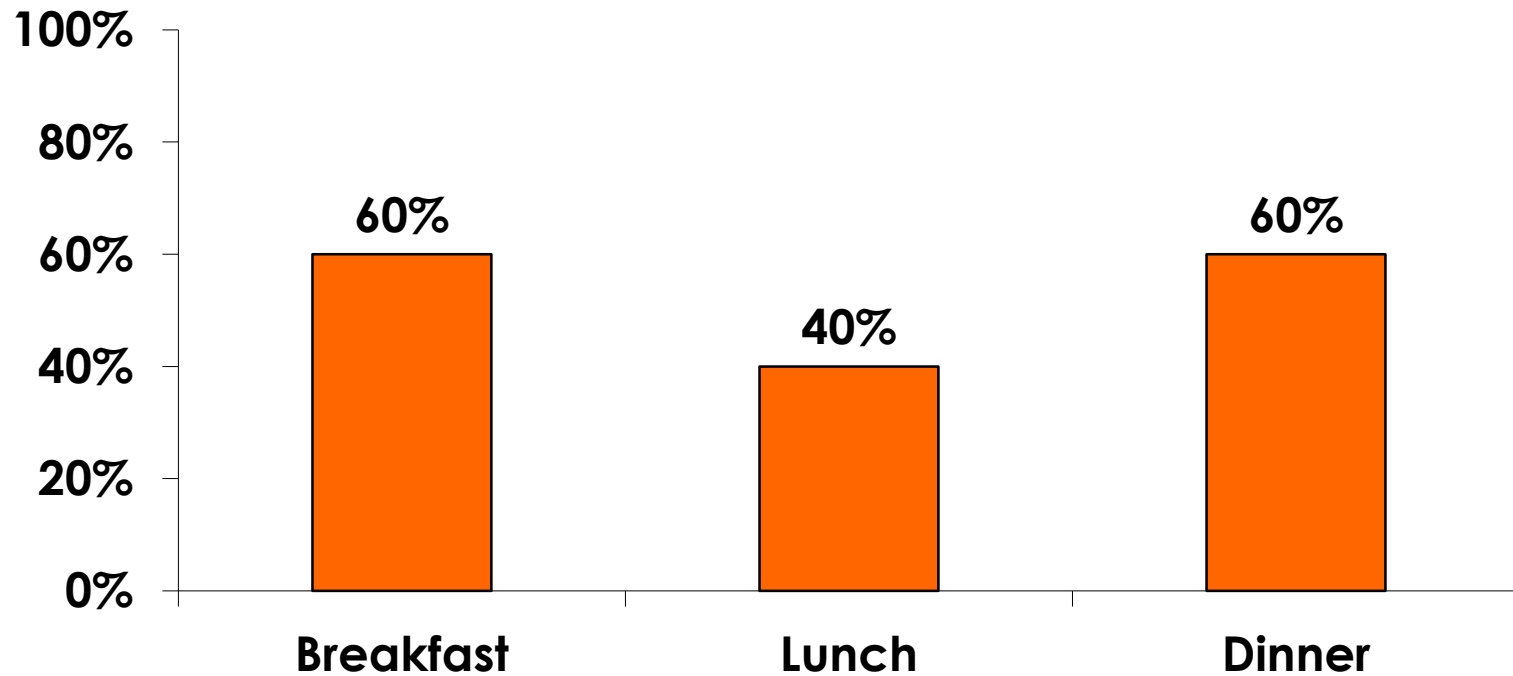


Mean=\$4,010.96 per travel party

PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

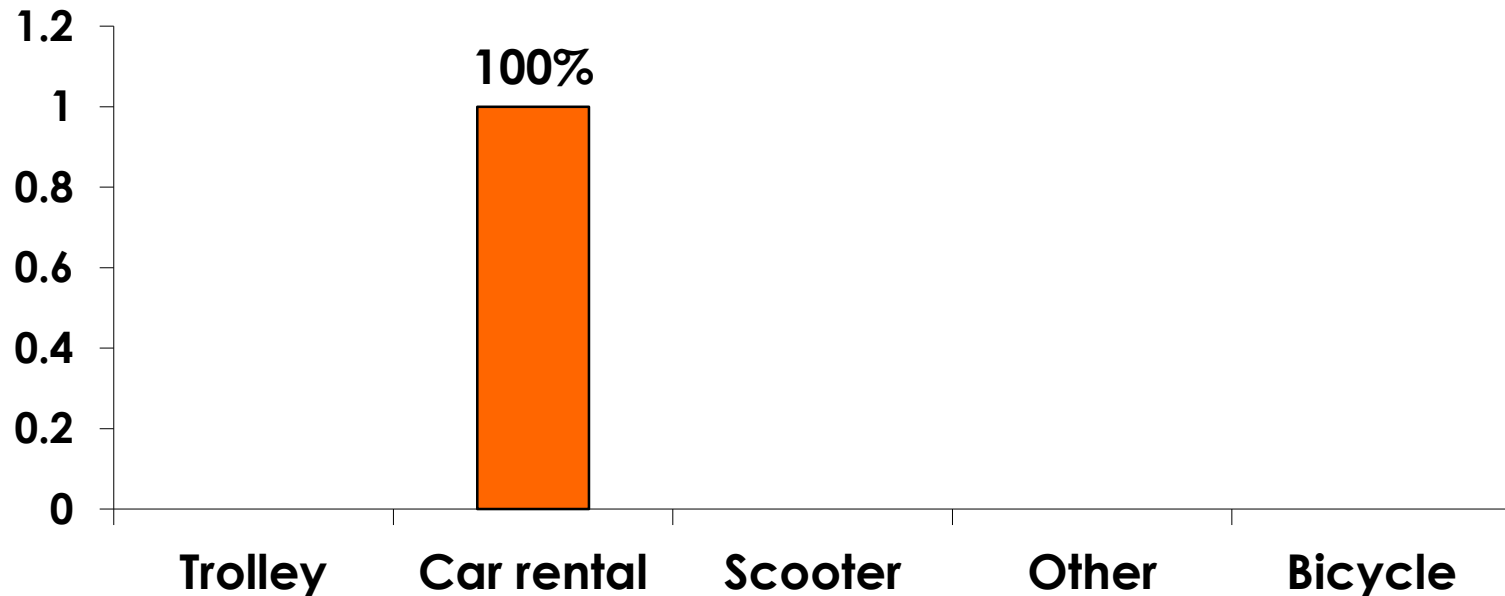
N=5



Mean=\$958.73 per travel party

PREPAID GROUND TRANSPORTATION

n=9



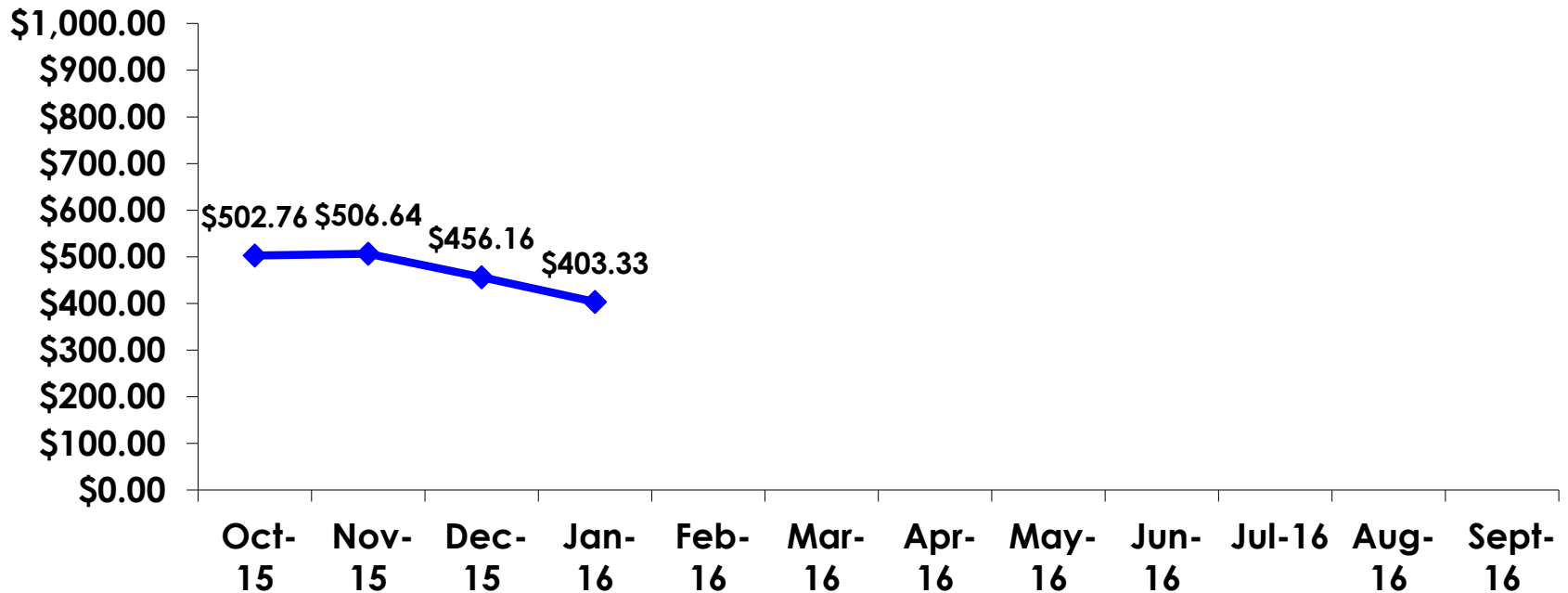
Mean=\$223.40 per travel party

On-Island Expenditures

- \$1,194.61 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$12,000 = Maximum (highest amount recorded for the entire sample)
- \$403.33 = overall mean average per person on-island expenditure

ON-ISLAND EXPENDITURES

Per Person

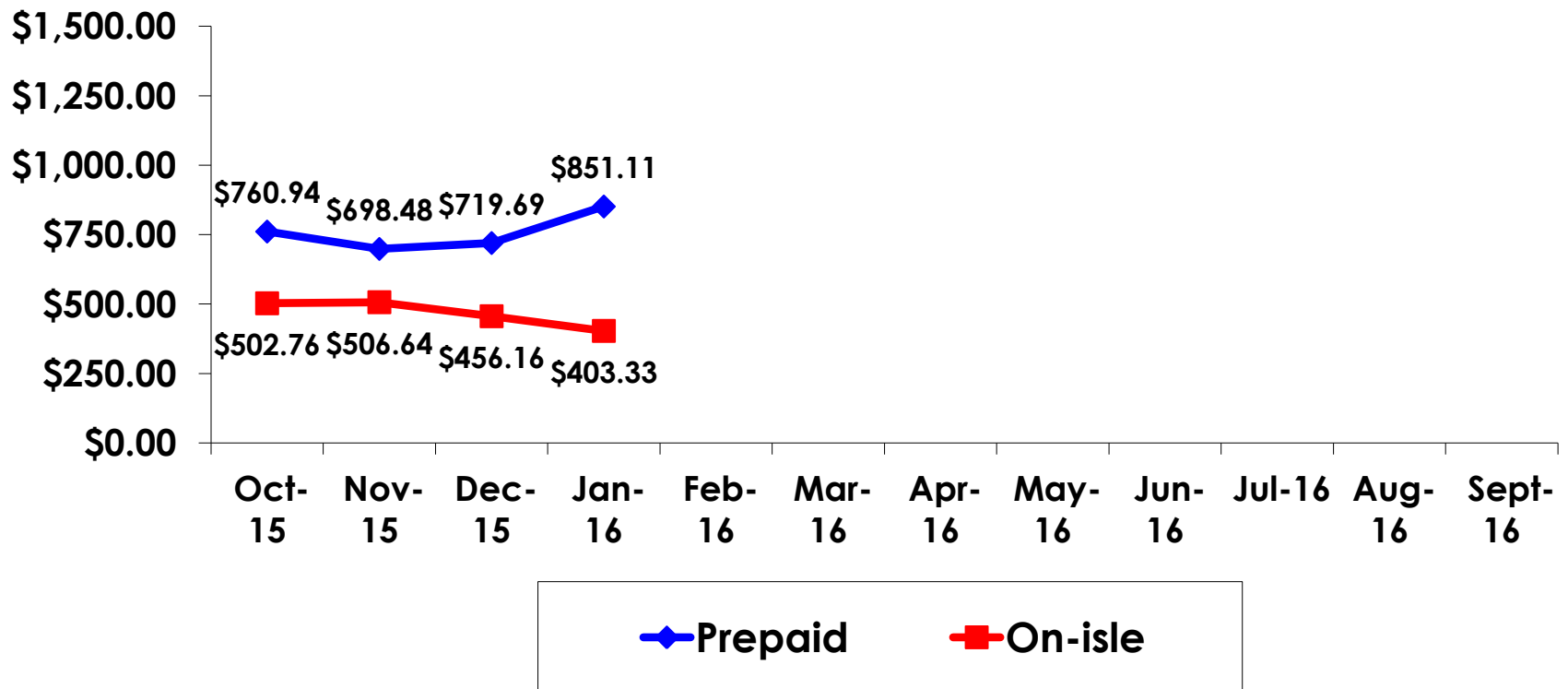


YTD = \$467.39

PREPAID/ ON-ISLE EXPENDITURES – Per Person

Prepaid YTD = \$756.66

On-Isle YTD = \$467.39



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	\$403.33	\$428.50	\$380.76	\$412.50	\$453.40	\$375.63	\$965.60	\$433.17	\$413.52	\$336.52	\$485.50
	Median	\$286	\$300	\$278	\$0	\$350	\$273	\$559	\$372	\$334	\$190	\$128
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$91	\$0	\$0	\$0	\$0
	Maximum	\$3,500	\$3,500	\$1,667	\$2,500	\$2,000	\$1,714	\$3,500	\$1,150	\$1,500	\$1,667	\$1,650

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$91.99	\$94.89	\$90.11	\$65.33	\$46.58	\$126.50	\$38.67
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$27.65	\$35.36	\$19.93	\$33.33	\$17.86	\$30.50	\$56.67
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$10
F&B RESTRNT	Mean	\$100.44	\$119.76	\$80.43	\$52.50	\$93.50	\$108.21	\$135.33
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$20
OPT TOUR	Mean	\$98.69	\$114.20	\$84.04	\$170.63	\$70.19	\$99.31	\$202.33
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$130.43	\$123.78	\$136.32	\$67.71	\$148.72	\$129.01	\$116.67
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- OTHER	Mean	\$100.67	\$109.49	\$92.67	\$12.92	\$99.81	\$83.86	\$475.33
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$130
TRANS	Mean	\$72.78	\$77.50	\$68.02	\$21.54	\$86.90	\$72.01	\$59.33
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$571.96	\$678.48	\$471.37	\$590.63	\$436.41	\$659.77	\$475.33
	Median	\$0	\$0	\$0	\$6	\$0	\$0	\$0
TOTAL	Mean	\$1,194.61	\$1,353.47	\$1,042.90	\$1,014.58	\$999.97	\$1,309.17	\$1,559.67
	Median	\$840	\$975	\$800	\$900	\$800	\$850	\$1,080

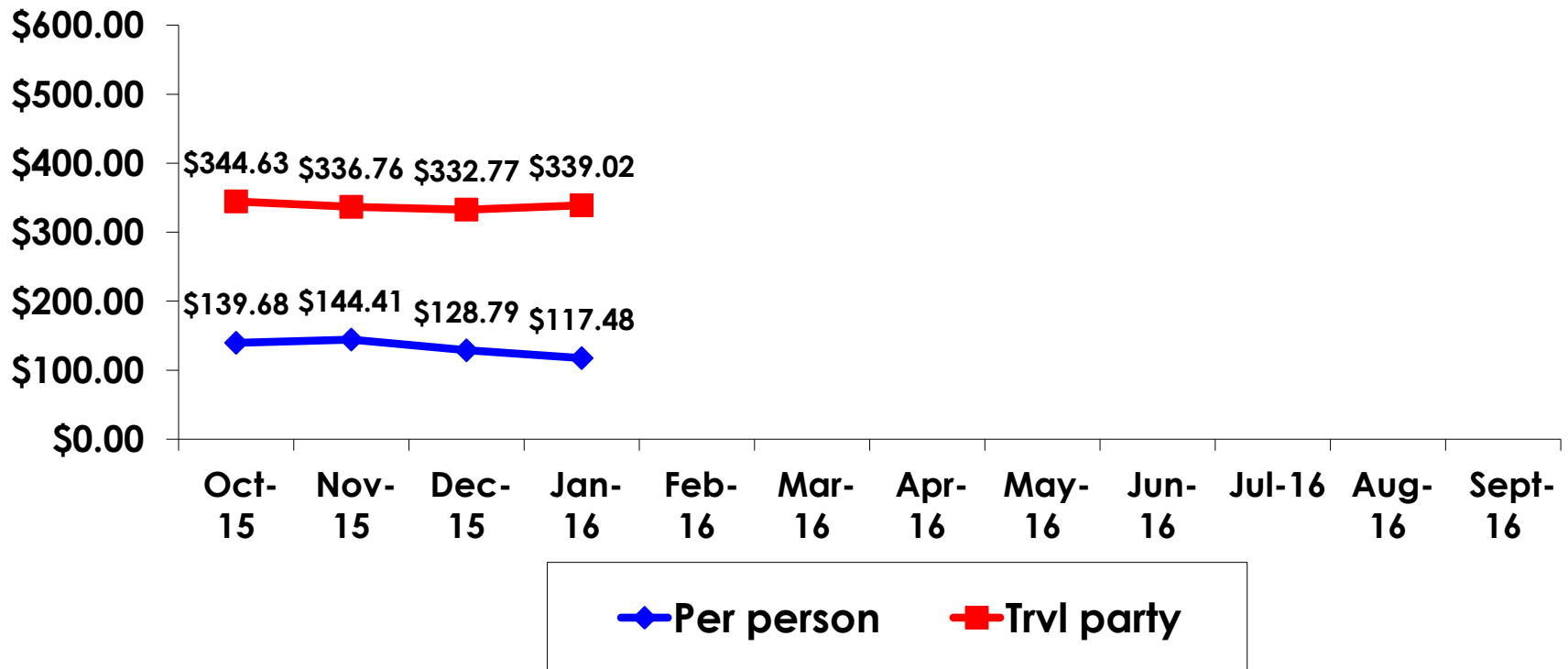
On-Island Expenditures

First time vs. Repeat

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$91.99	\$86.11	\$123.82
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$27.65	\$26.58	\$33.45
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$100.44	\$87.70	\$169.45
	Median	\$0	\$0	\$0
OPT TOUR	Mean	\$98.69	\$104.38	\$67.82
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$130.43	\$131.52	\$124.55
	Median	\$0	\$0	\$0
GIFT- OTHER	Mean	\$100.67	\$102.39	\$91.40
	Median	\$0	\$0	\$0
TRANS	Mean	\$72.78	\$73.66	\$68.05
	Median	\$0	\$0	\$0
OTHER	Mean	\$571.96	\$573.73	\$562.36
	Median	\$0	\$0	\$0
TOTAL	Mean	\$1,194.61	\$1,186.06	\$1,240.91
	Median	\$840	\$855	\$800

ON-ISLE EXPENDITURES – Per Day

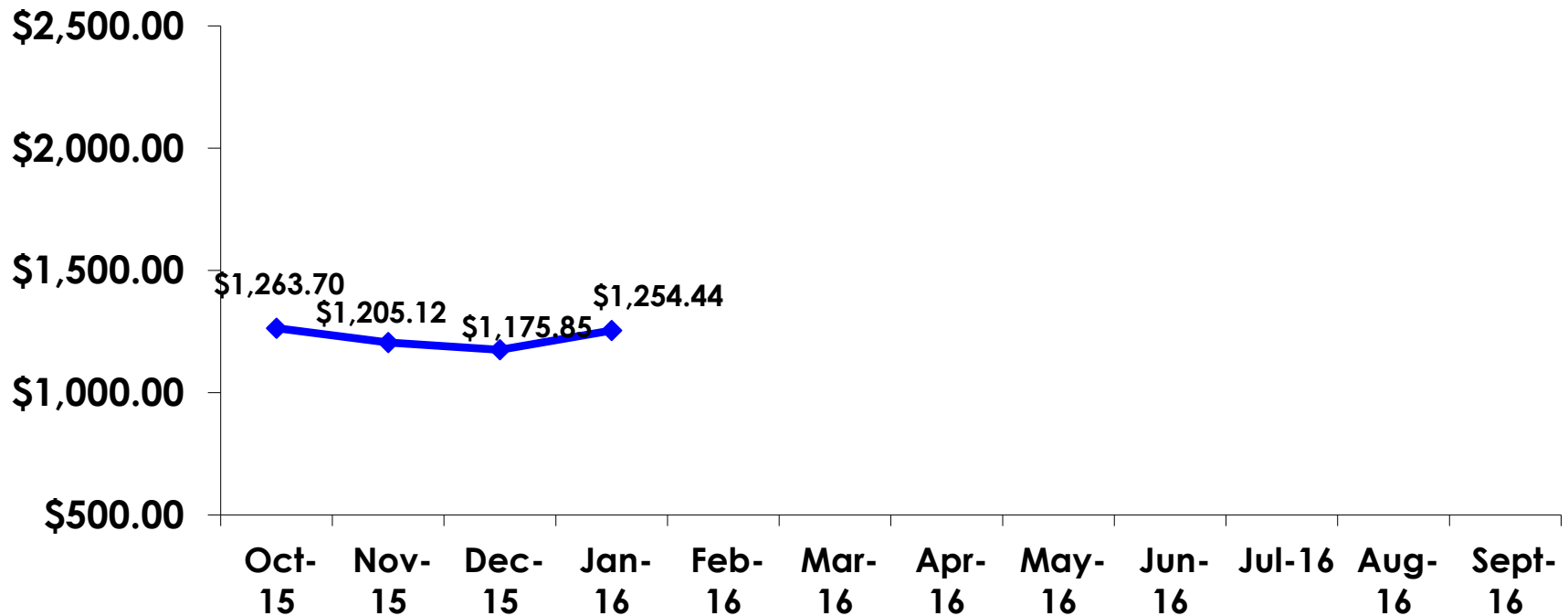
YTD Per Person = \$132.65 YTD Travel Party = \$338.21



Total Expenditures Per Person (Prepaid & On-Island)

- \$1,254.44 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$11,159 = Maximum (highest amount recorded for the entire sample)

TOTAL EXPENDITURES Per Person



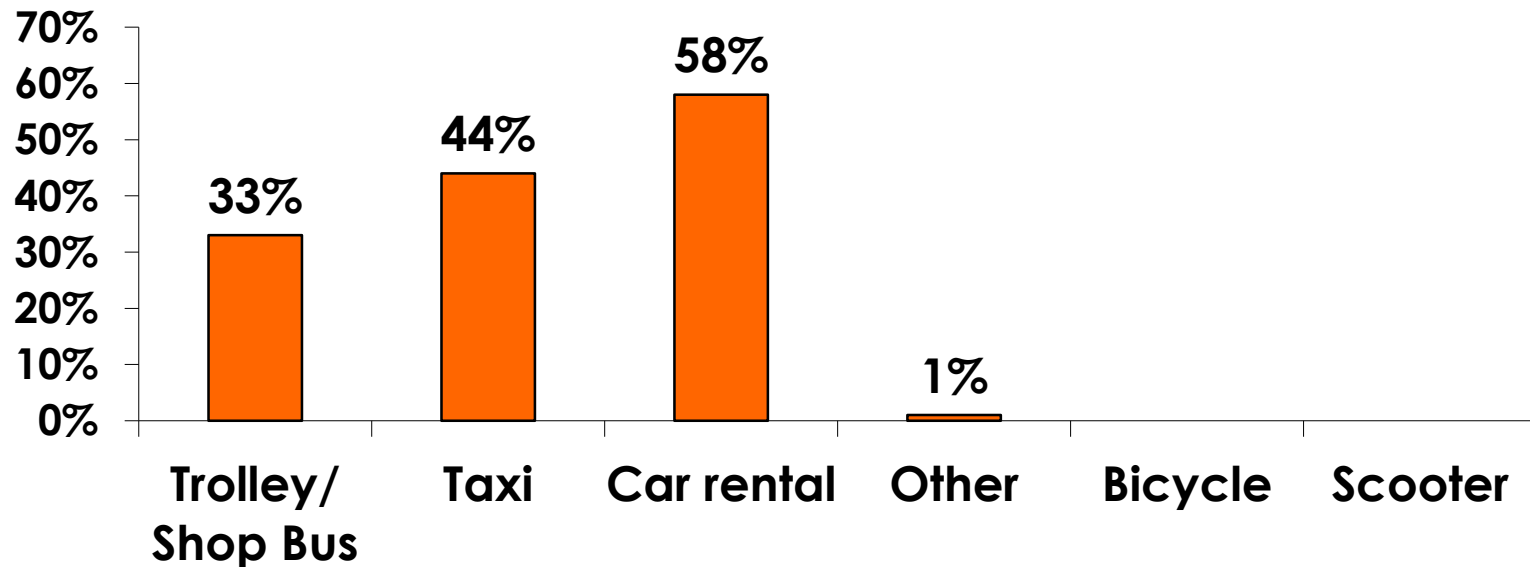
YTD=\$1,224.05

Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$91.99
Food & beverage in fast food restaurant/convenience store	\$27.65
Food & beverage at restaurants or drinking establishments outside a hotel	\$100.44
Optional tours and activities	\$98.69
Gifts/ souvenirs for yourself/companions	\$130.43
Gifts/ souvenirs for friends/family at home	\$100.67
Local transportation	\$72.78
Other expenses not covered	\$571.96
Average Total	\$1,194.61

Local Transportation

n=141



Mean=\$72.78 per travel party

Guam Airport Expenditures

- \$73.34 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$3,400 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

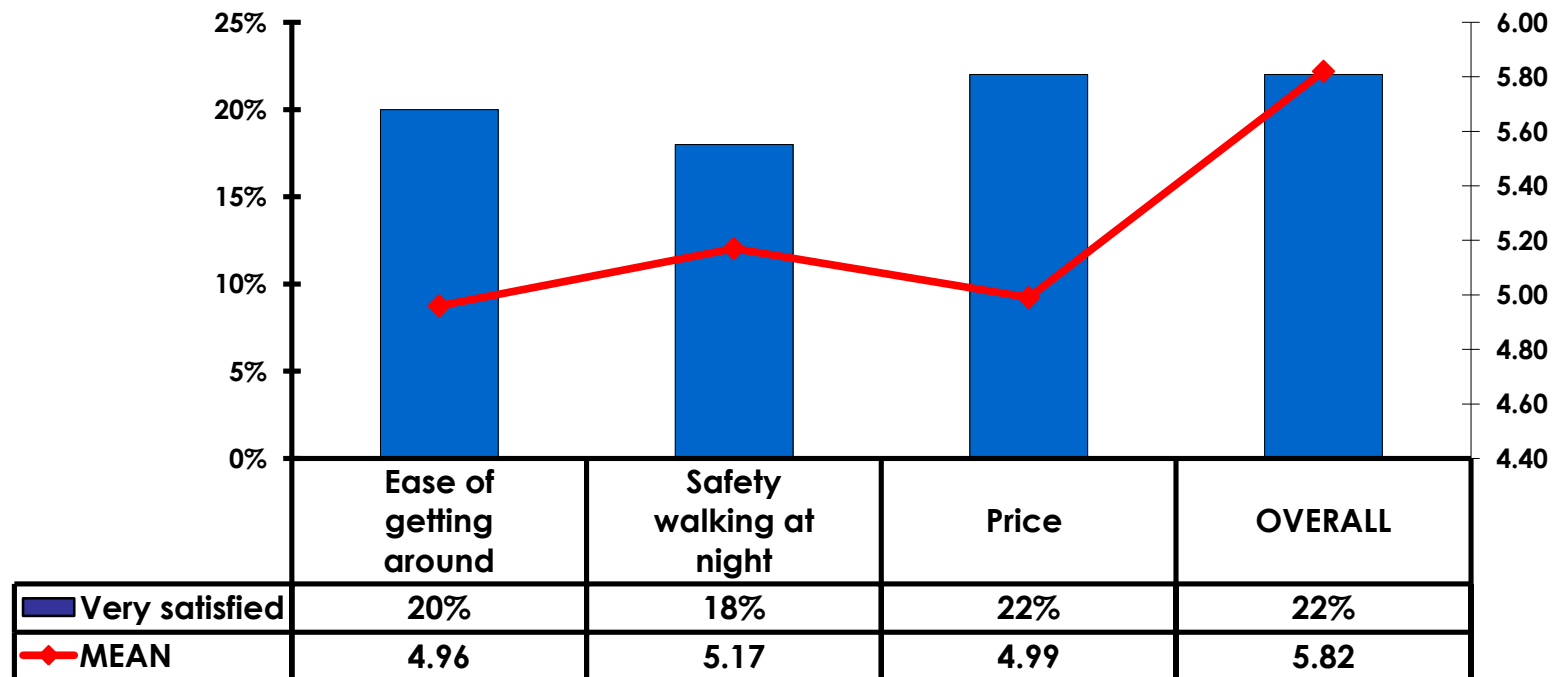
	MEAN \$
Food & Beverages	\$10.10
Gifts/Souvenirs Self	\$27.27
Gifts/Souvenirs Others	\$35.97
Total	\$73.34

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

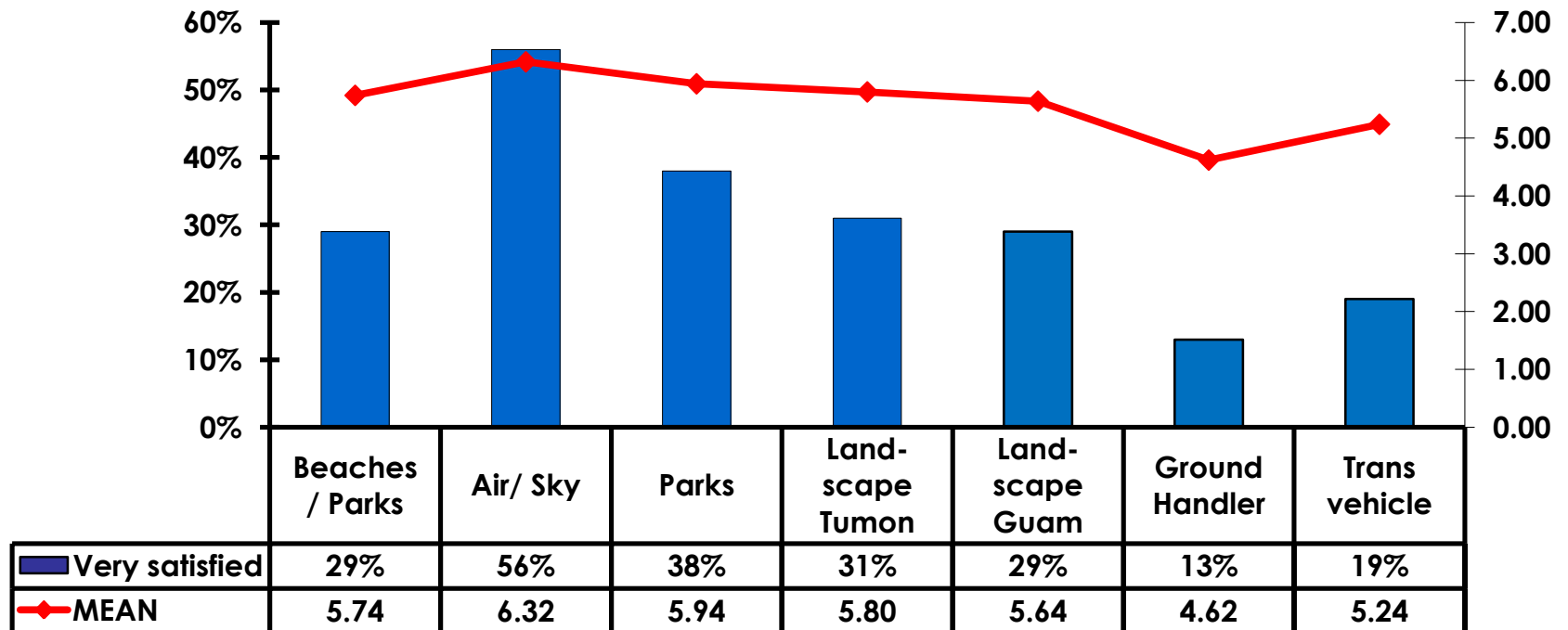
7=Very Satisfied/1=Very Dissatisfied



Satisfaction Quality/ Cleanliness

7pt Rating Scale

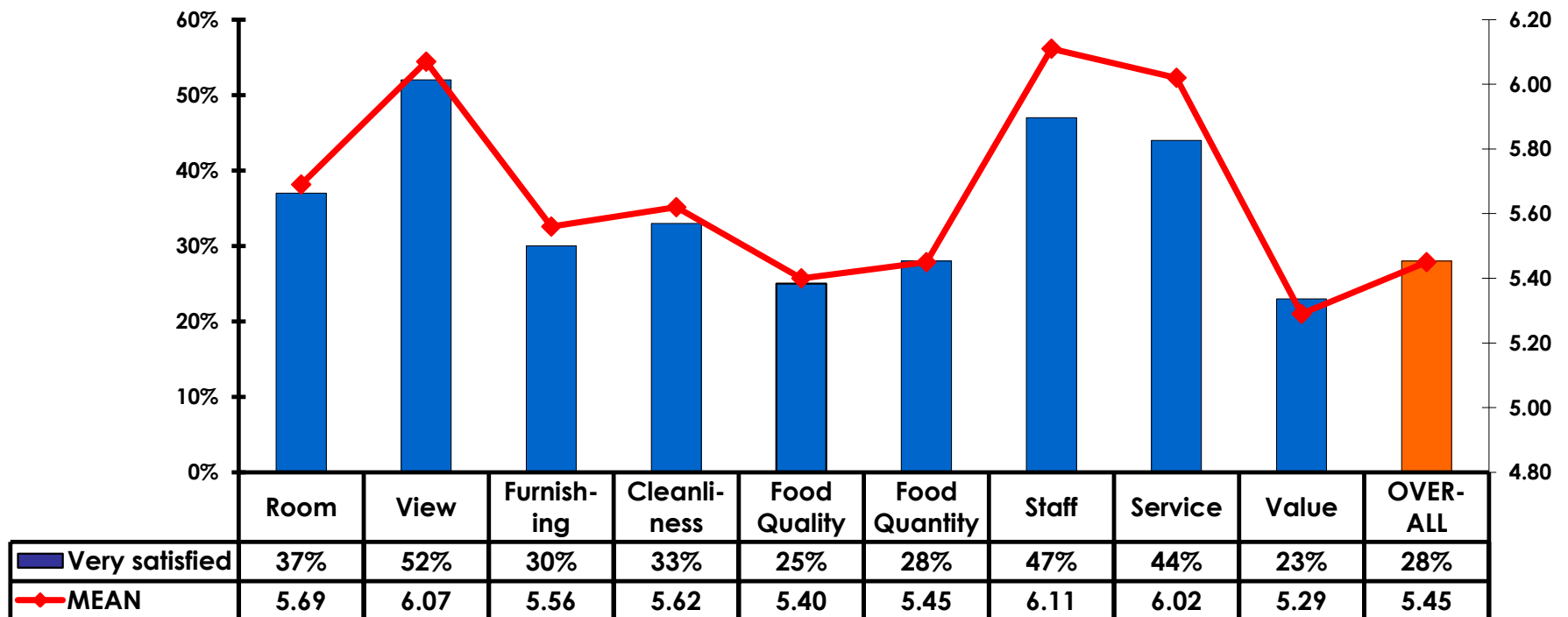
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

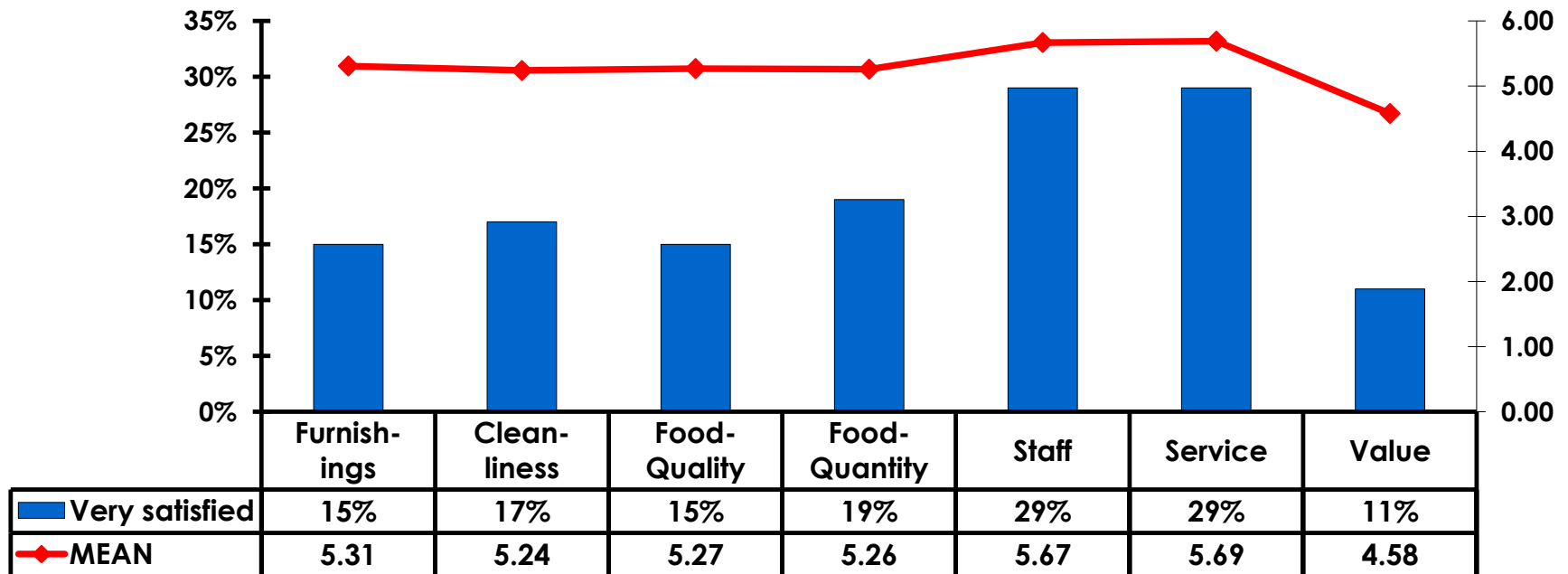
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

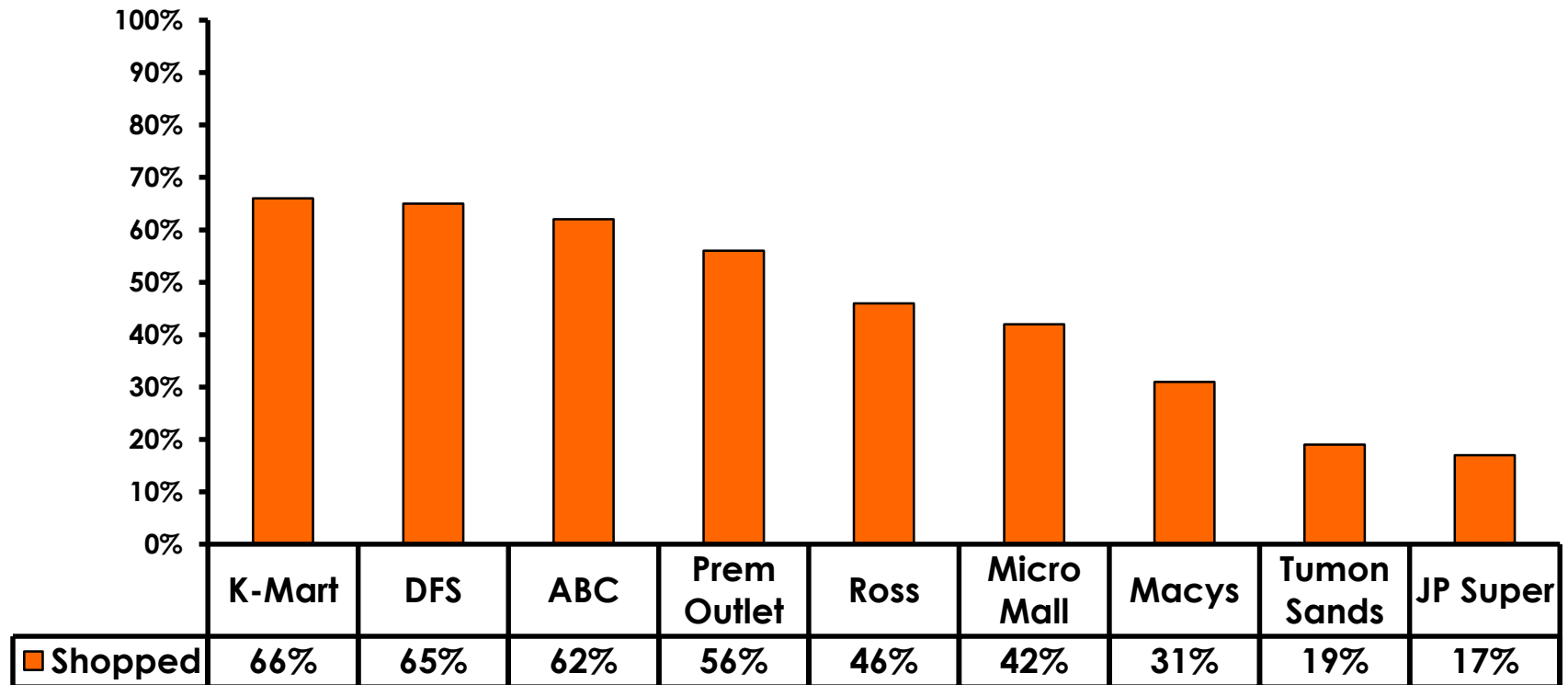
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

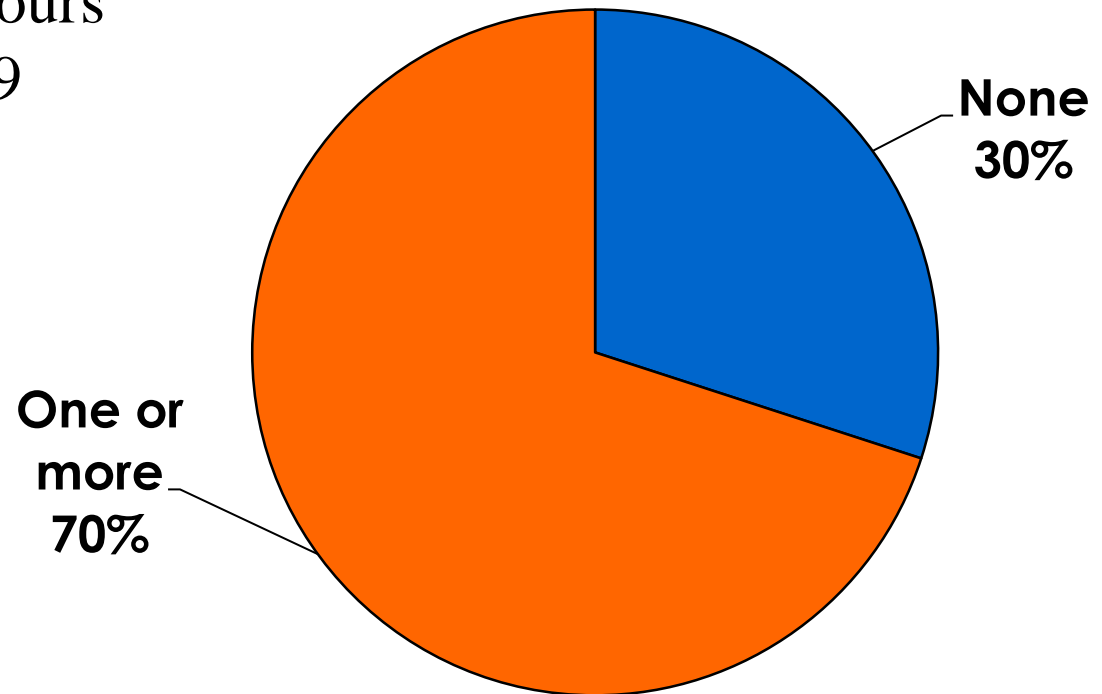
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

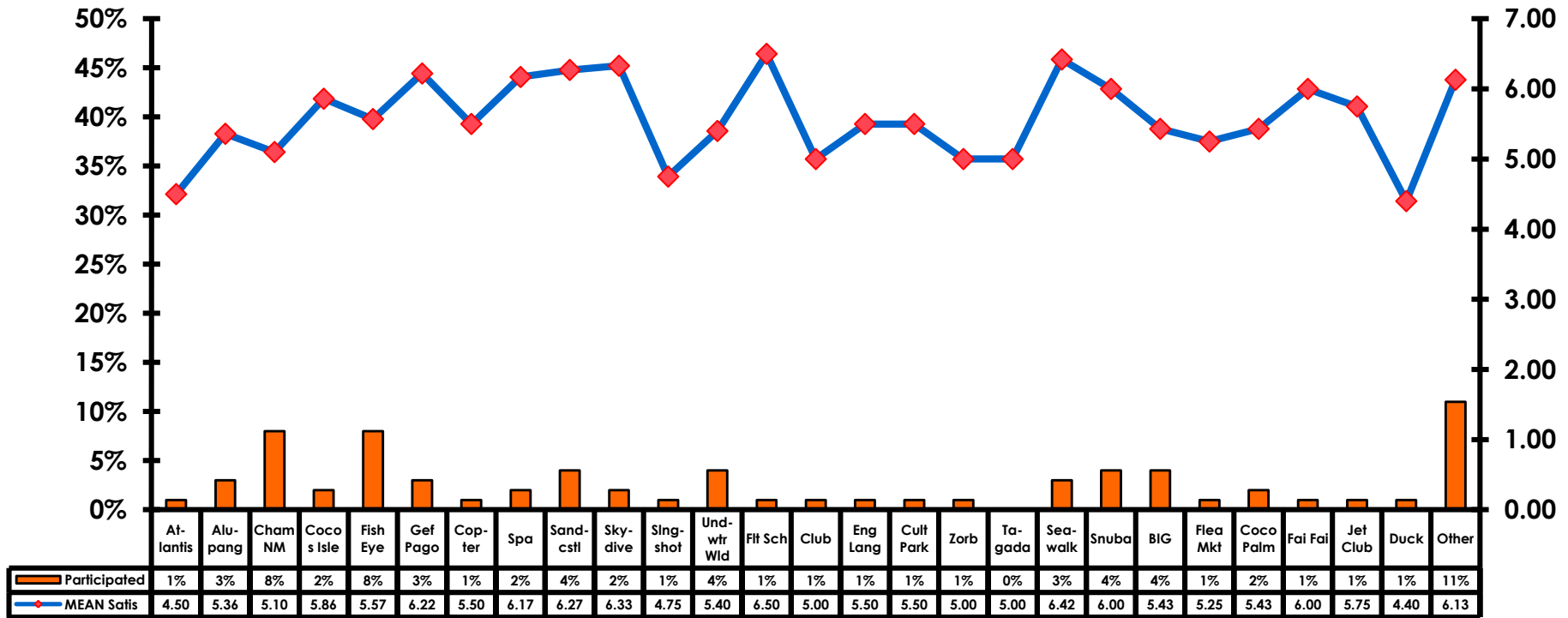
Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 59%	Score of 6 to 7 = 58%
Score of 4 to 5 = 34%	Score of 4 to 5 = 34%
Score 1 to 3 = 6%	Score 1 to 3 = 8%
MEAN = 5.54	MEAN = 5.49

Optional Tour Participation

- Average number of tours participated in is 1.49



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 = 49%
Score of 4 to 5 = 43%	Score of 4 to 5 = 45%
Score 1 to 3 = 3%	Score 1 to 3 = 7%
MEAN = 5.42	MEAN = 5.29

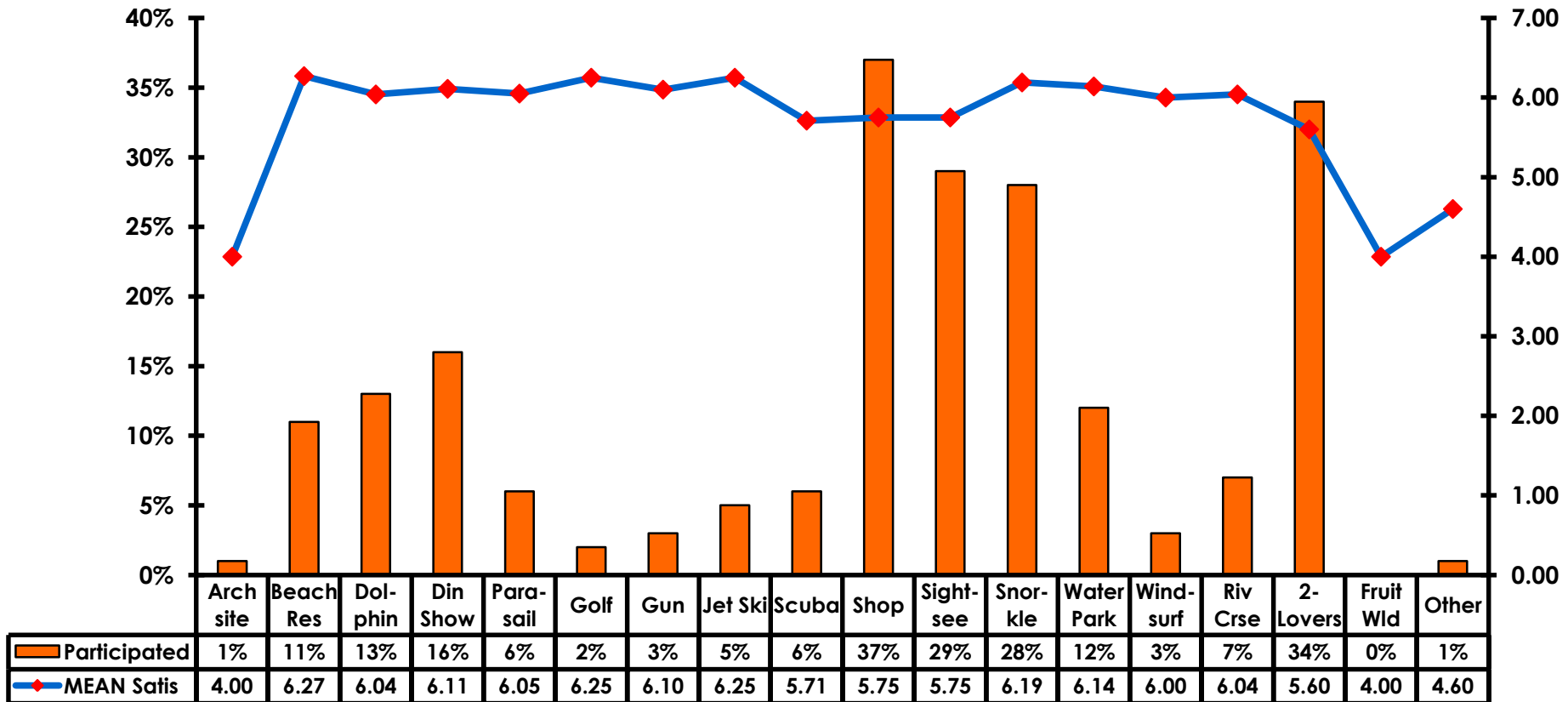
Night Tours Satisfaction

7pt Rating Scale

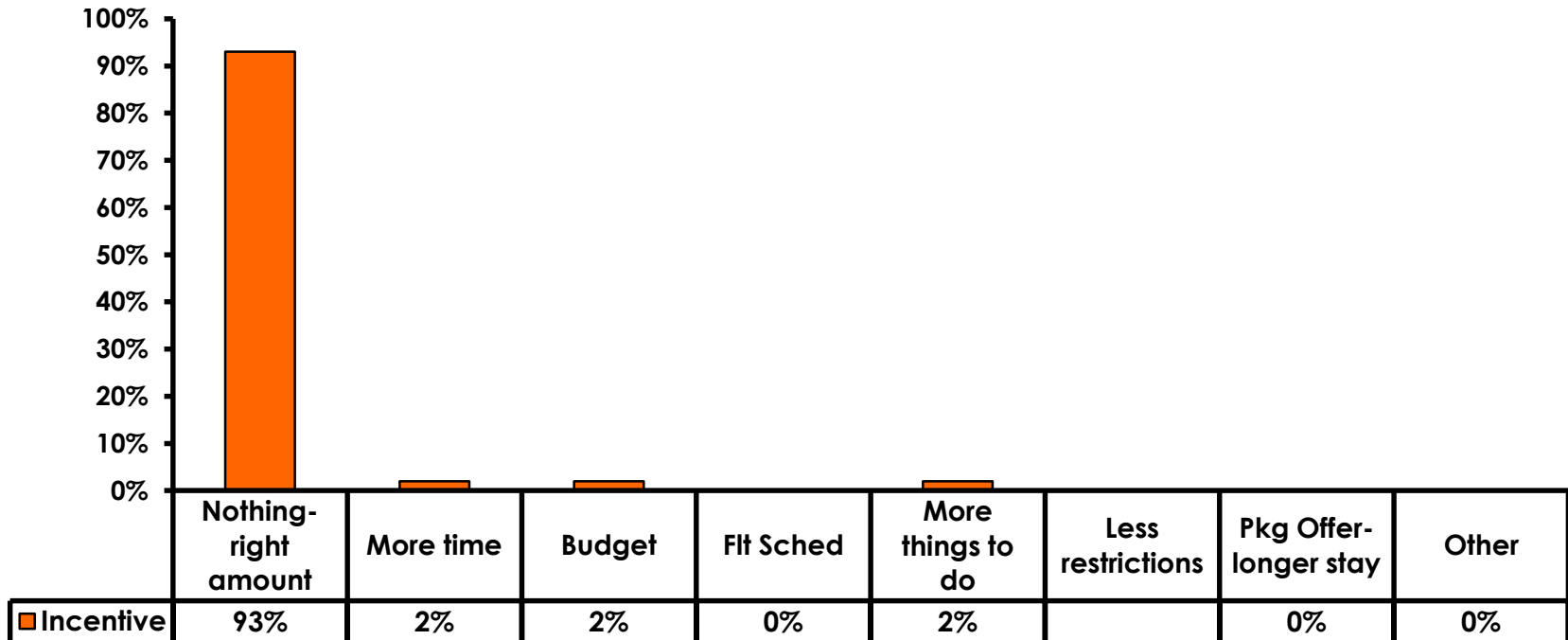
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 39%	Score of 6 to 7 = 35%
Score of 4 to 5 = 52%	Score of 4 to 5 = 49%
Score 1 to 3 = 9%	Score 1 to 3 = 15%
MEAN = 5.00	MEAN = 4.83

Satisfaction with Other Activities



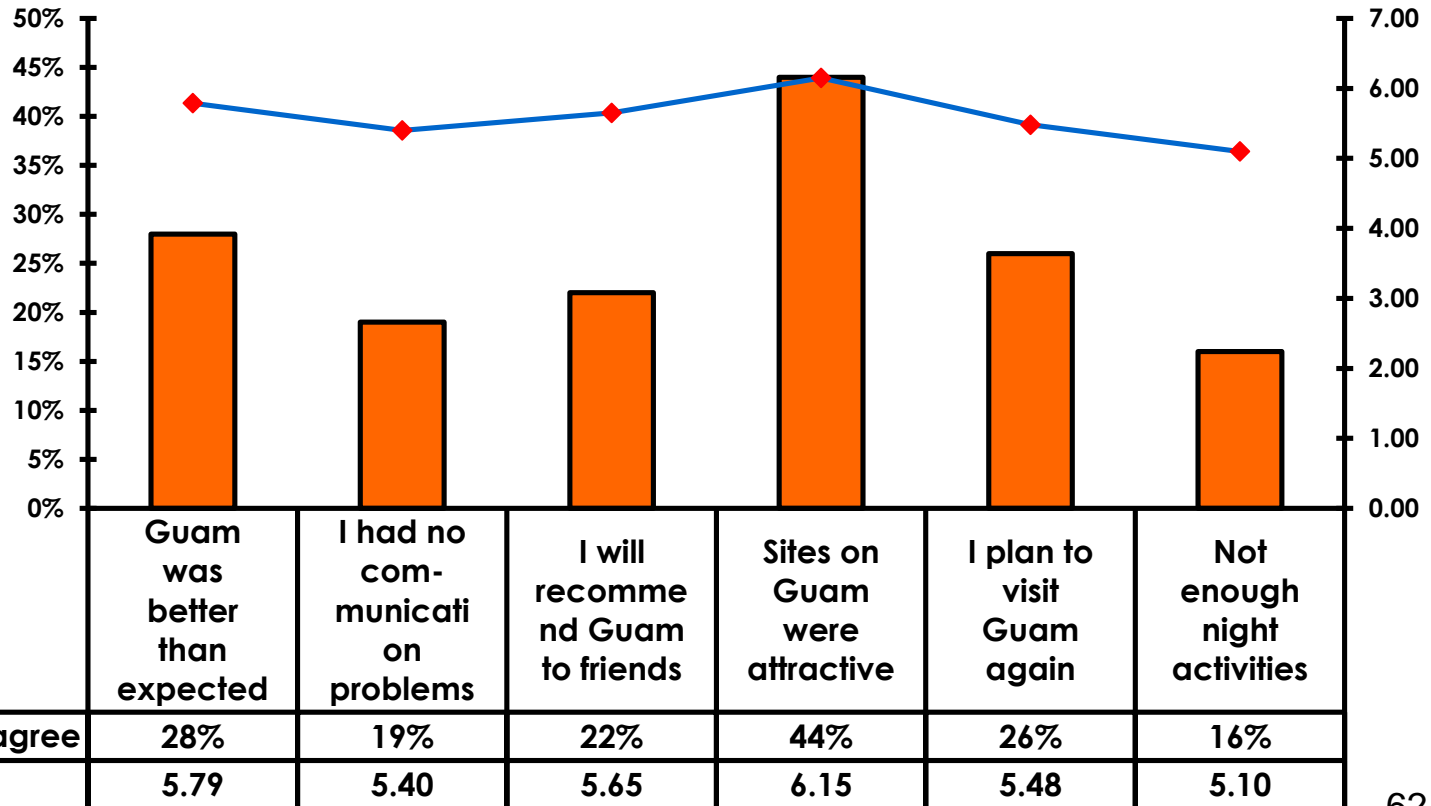
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

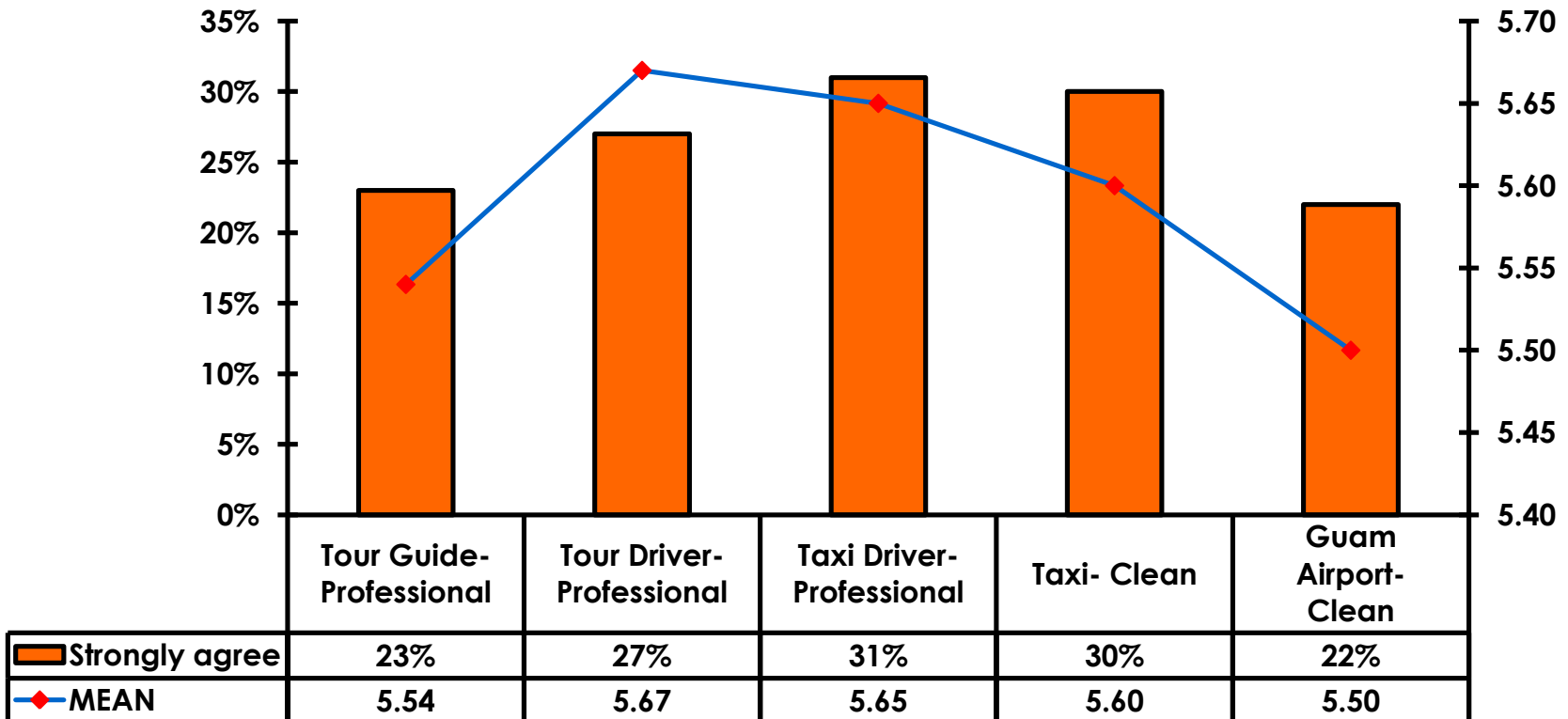
7=Very Satisfied/ 1=Very Dissatisfied



On-Island Perceptions

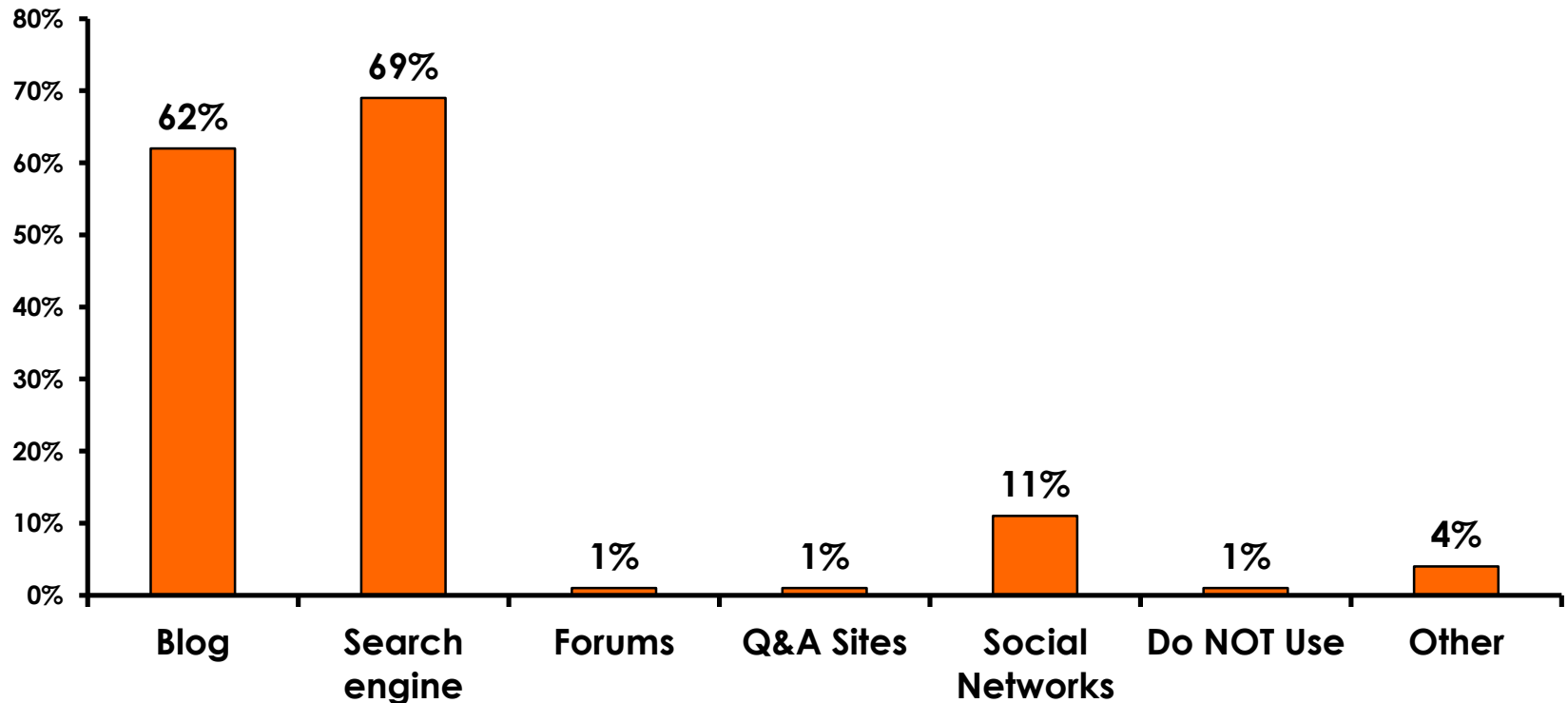
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



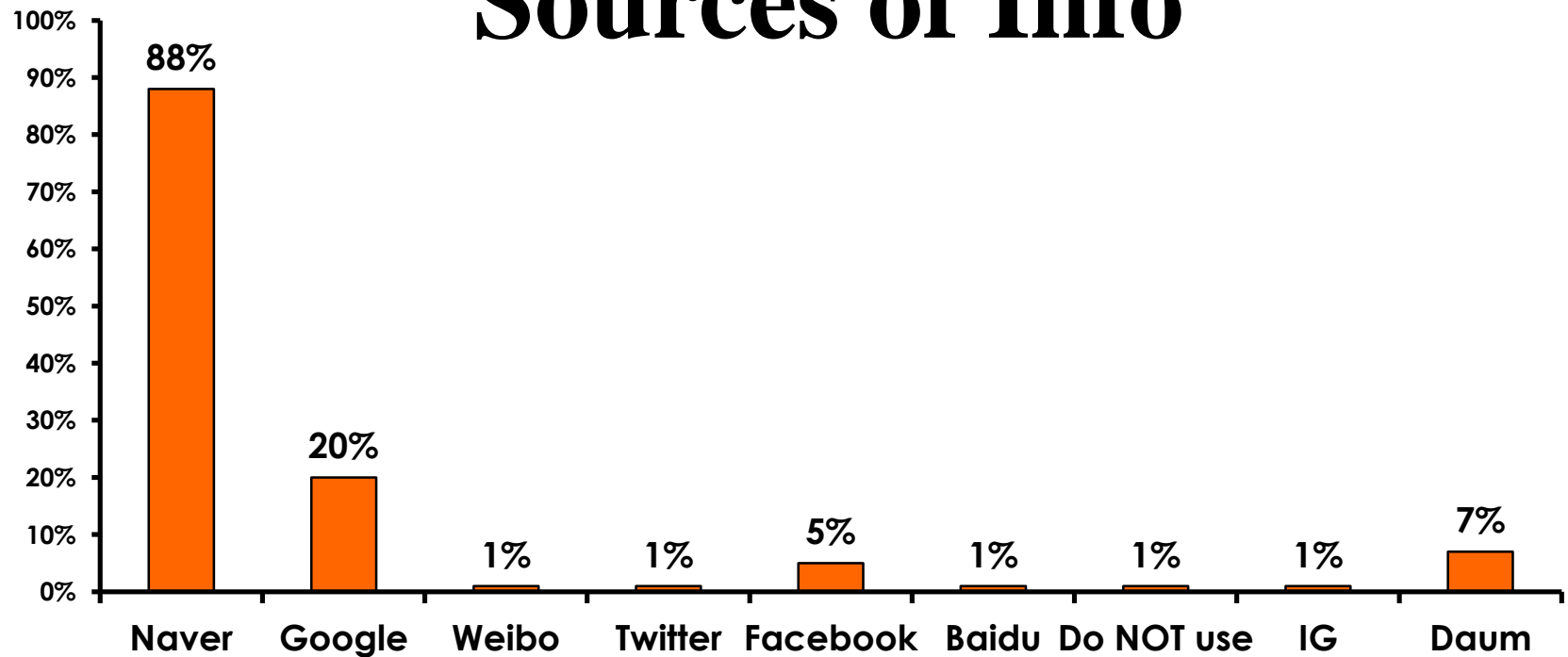
SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

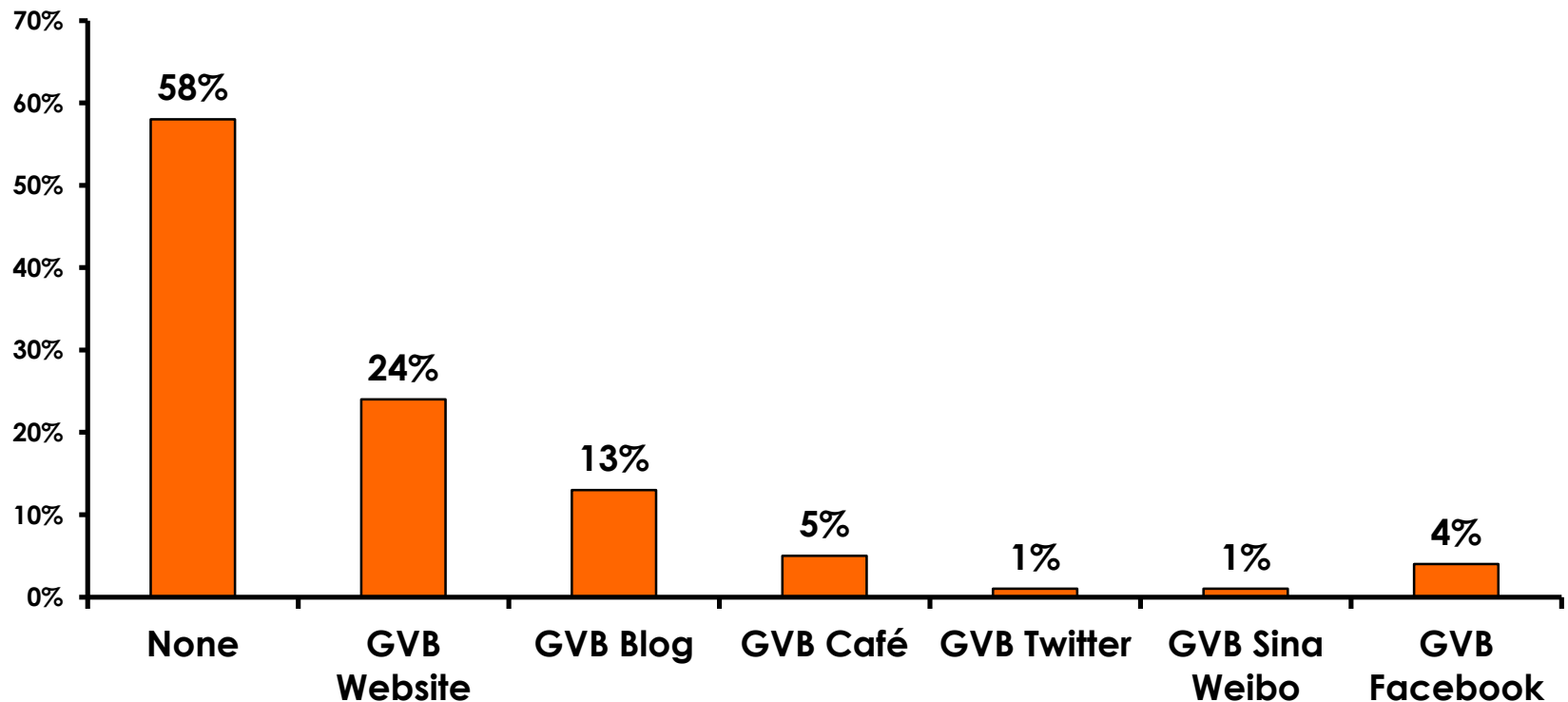


Internet- Things To Do

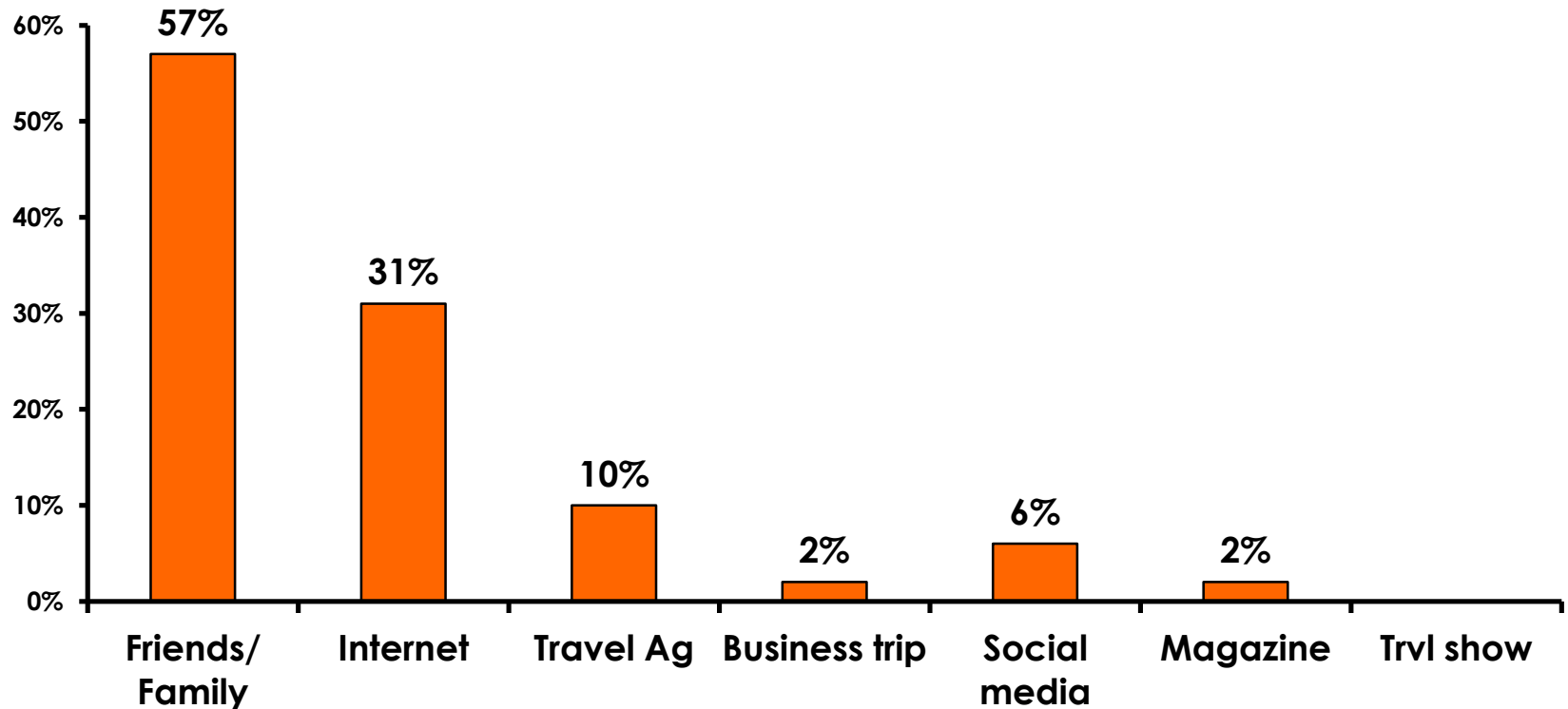
Sources of Info



Internet- GVB Sources

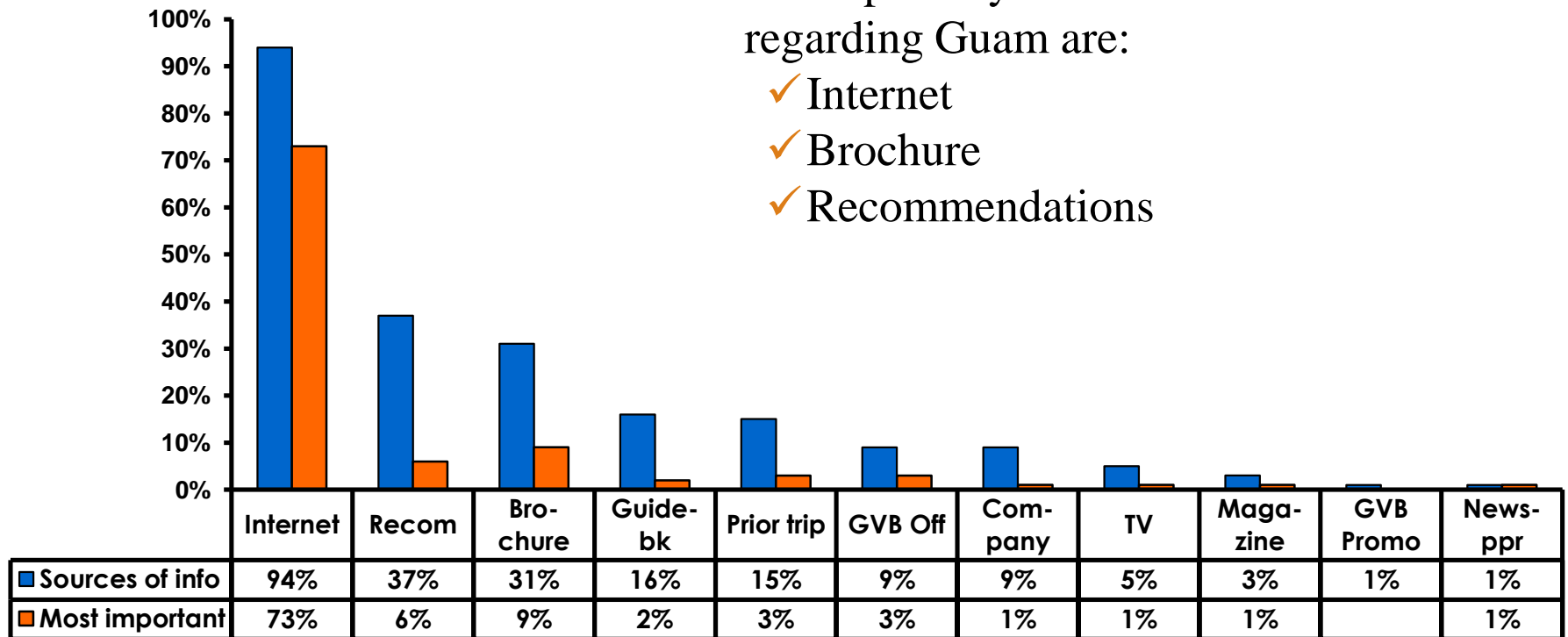


Travel Motivation- Info Sources



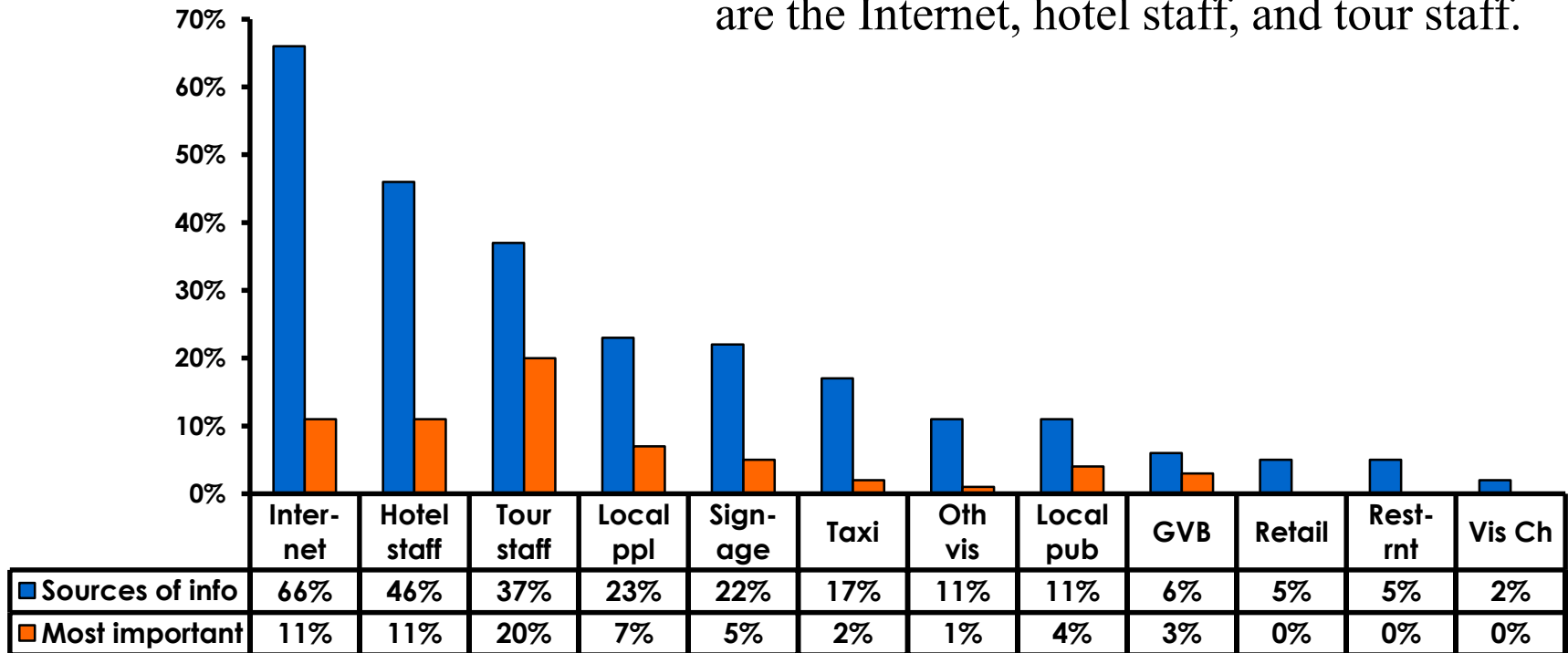
Sources of Information Pre-arrival

- The 3 primary sources of information regarding Guam are:
 - ✓ Internet
 - ✓ Brochure
 - ✓ Recommendations



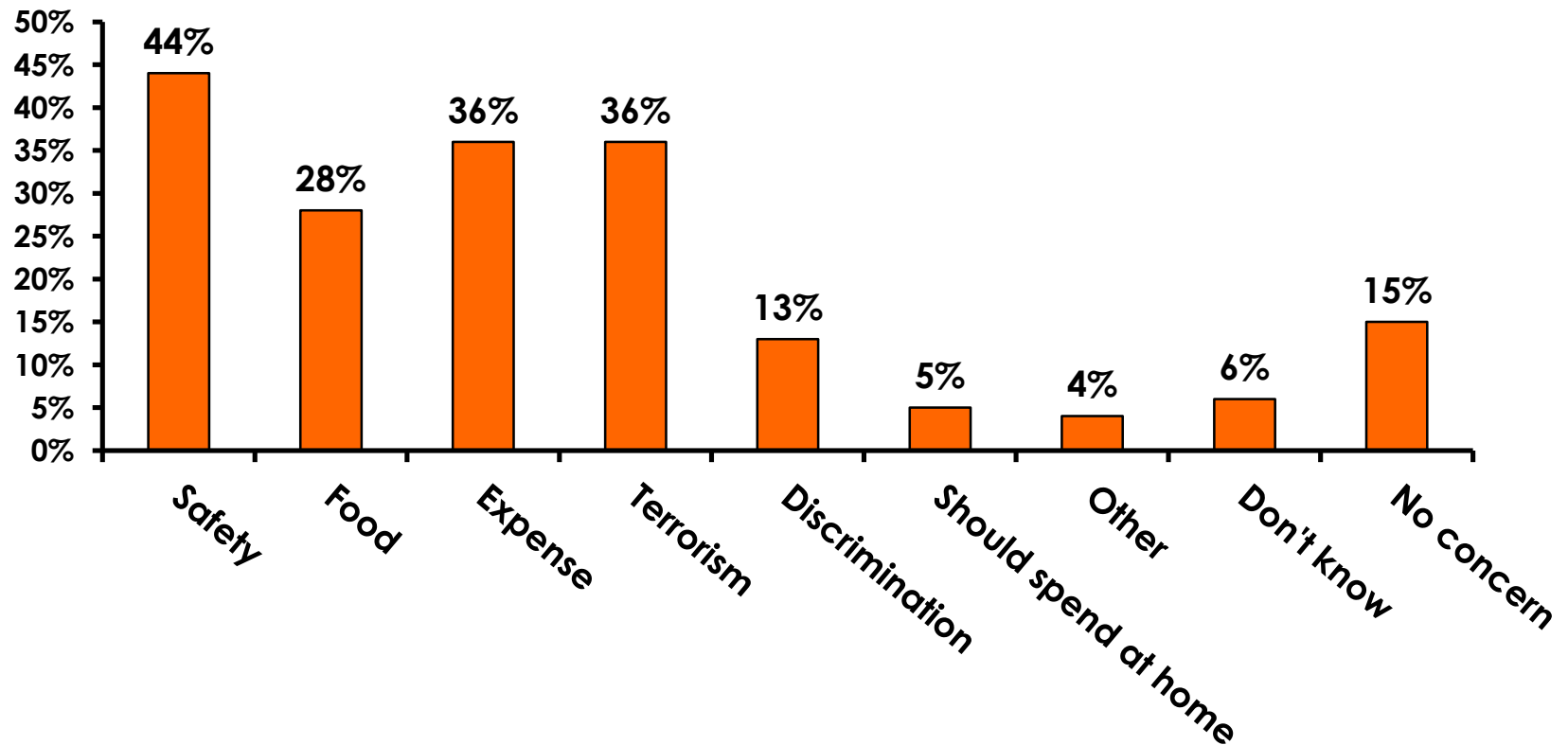
Sources of Information Post-arrival

- The primary local sources of information are the Internet, hotel staff, and tour staff.



SECTION 6 **OTHER ISSUES**

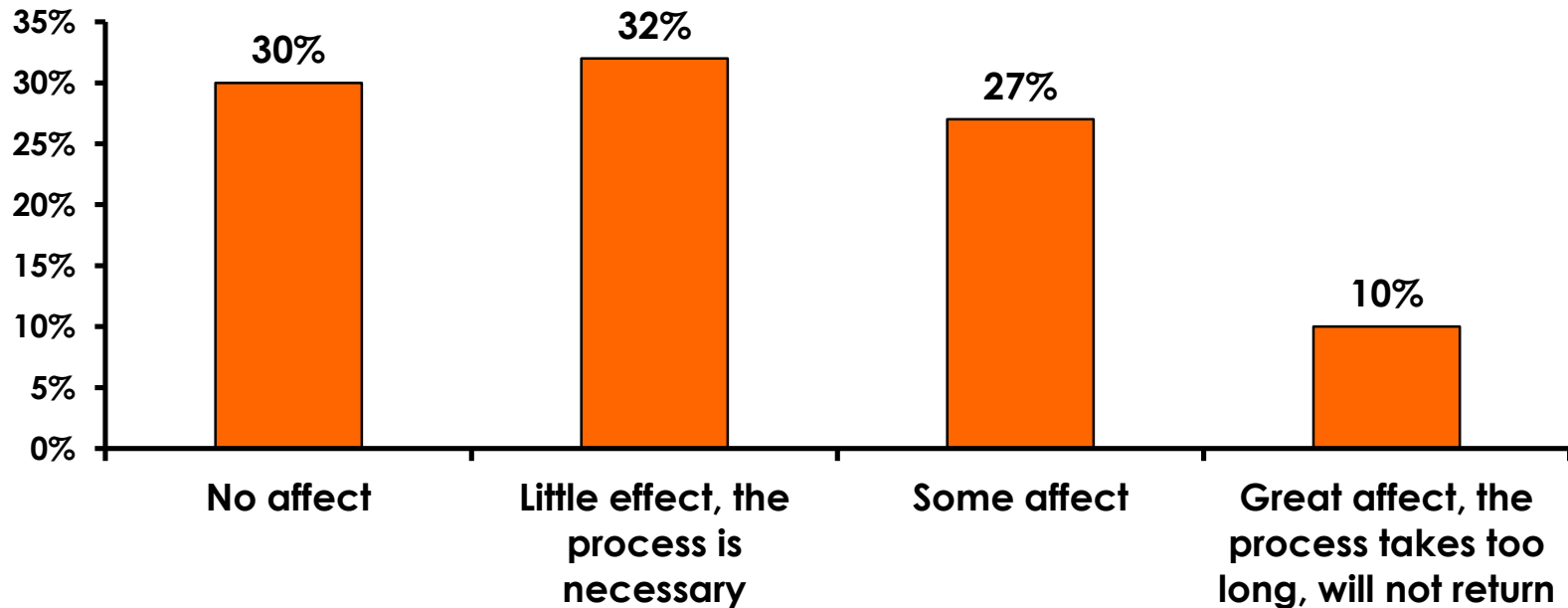
Concerns about travel outside of Korea - Overall



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+
Q21 Safety	44%	38%	43%	44%	60%	55%	50%	43%	33%	41%	50%	50%	10%
Expense	36%	46%	44%	30%	33%	36%	33%	47%	42%	34%	40%	28%	50%
Terrorism	36%	29%	32%	40%	13%	27%	33%	40%	27%	27%	29%	51%	40%
Food	28%	17%	27%	31%	20%	64%	50%	40%	22%	22%	33%	28%	20%
No concerns	15%	21%	13%	14%	33%		17%	7%	18%	14%	17%	13%	10%
Discrimination against Koreans	13%	13%	11%	15%	7%	9%	17%	13%	4%	11%	14%	18%	20%
Don't know	6%	8%	8%	6%		9%		10%	2%	8%	7%	5%	10%
Should spend at home	5%	8%	8%	4%		18%		7%	4%	6%	7%	4%	10%
Other	4%	4%	5%	3%	7%		17%	3%	7%	6%	2%	2%	
Total Count	351	24	115	196	15	11	12	30	45	64	42	107	10

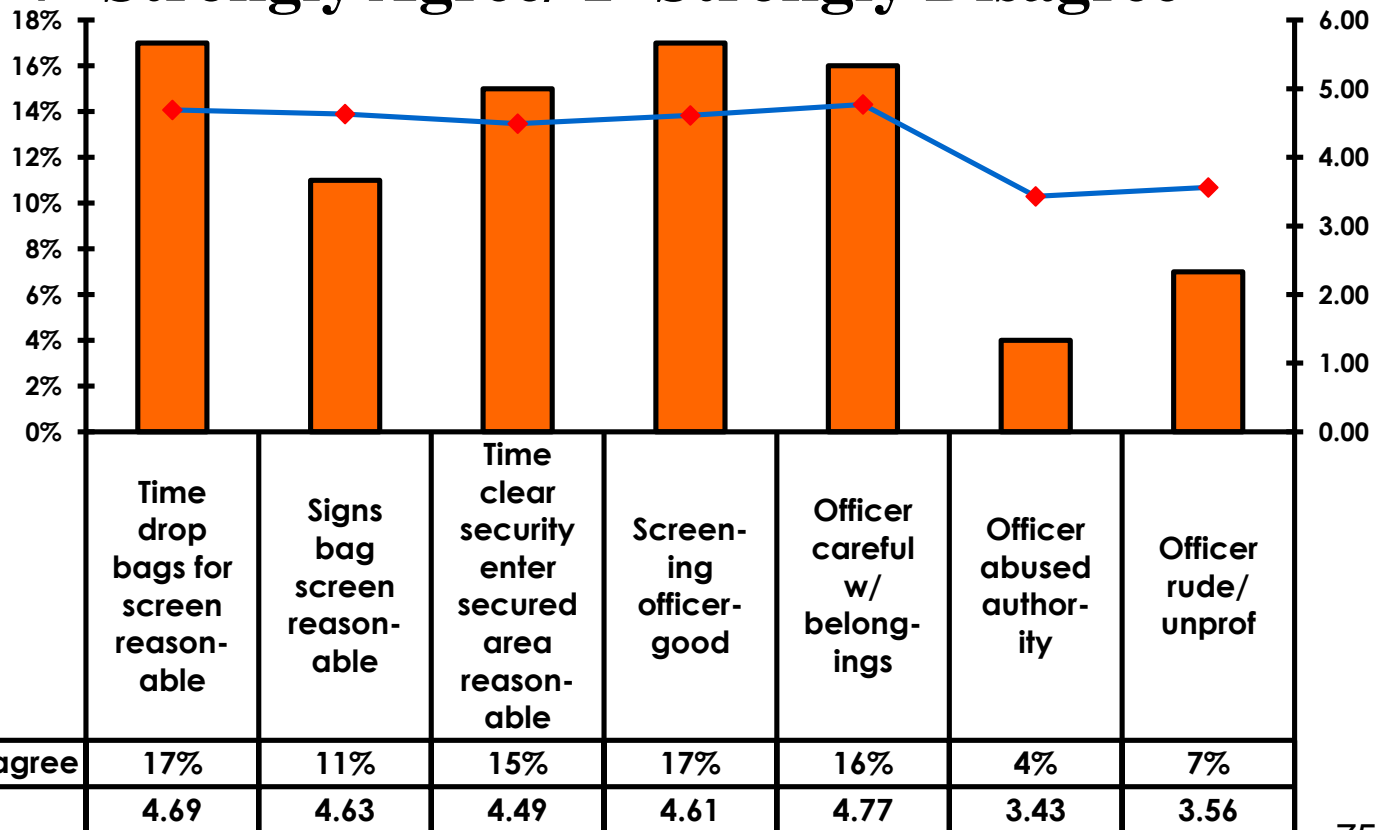
Security Screening/ Immigration Process at Guam International Airport



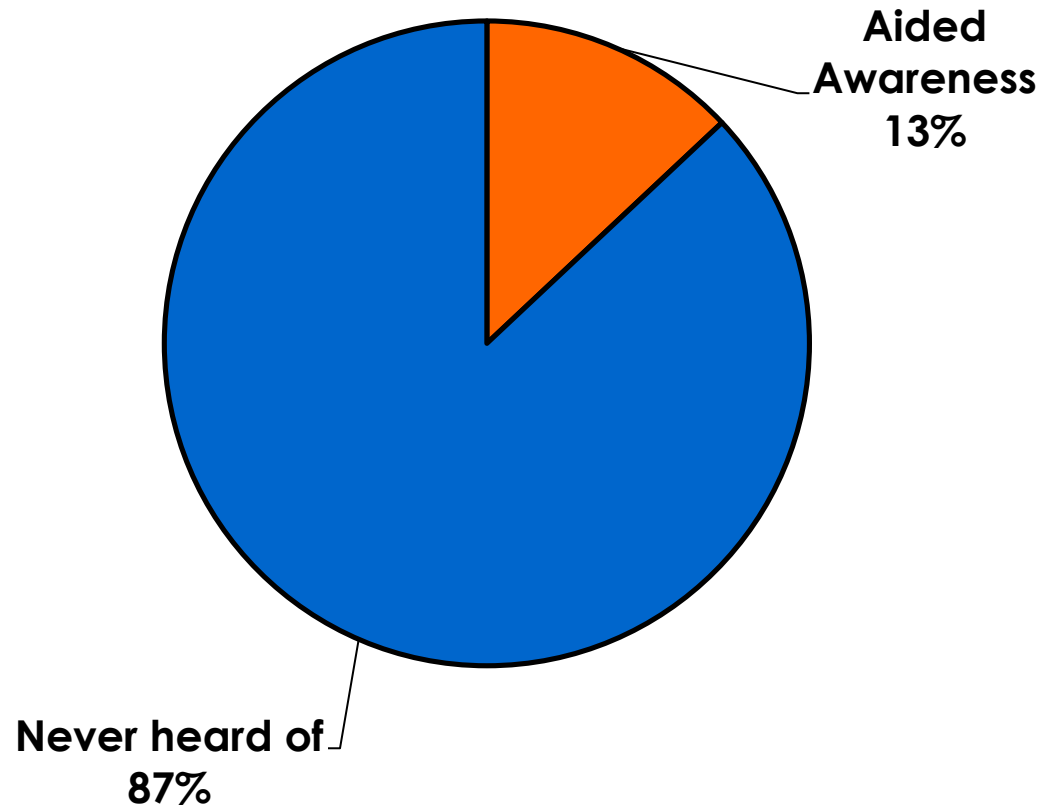
Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



Shop Guam Festival



Shop Guam Festival - Impact

n=41

