



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2015

MAY 2015



Prepared by: QMark Research

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Background & Methodology

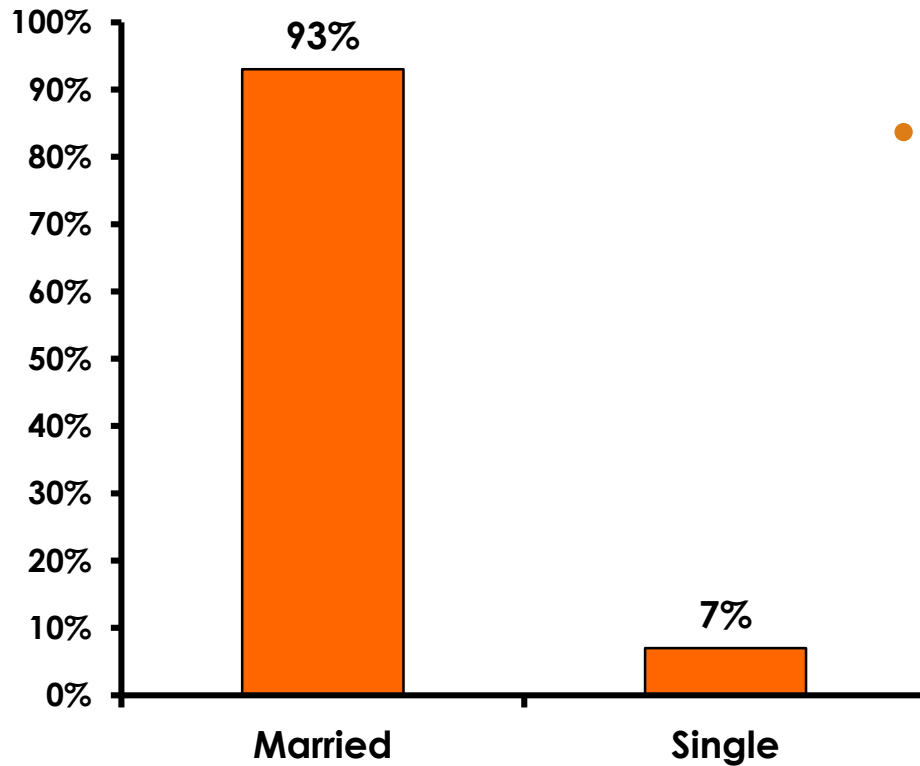
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **350** departing 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 **350** 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.

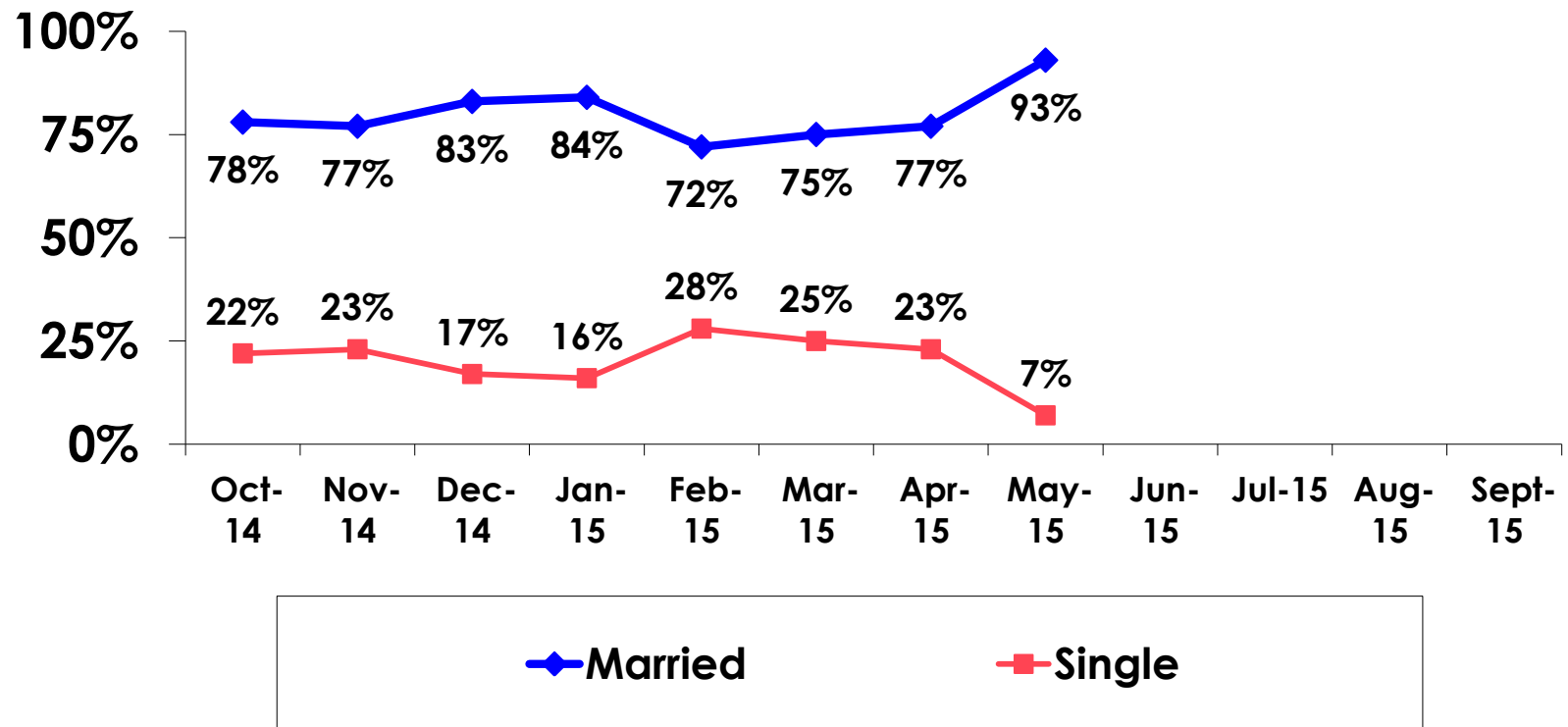
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

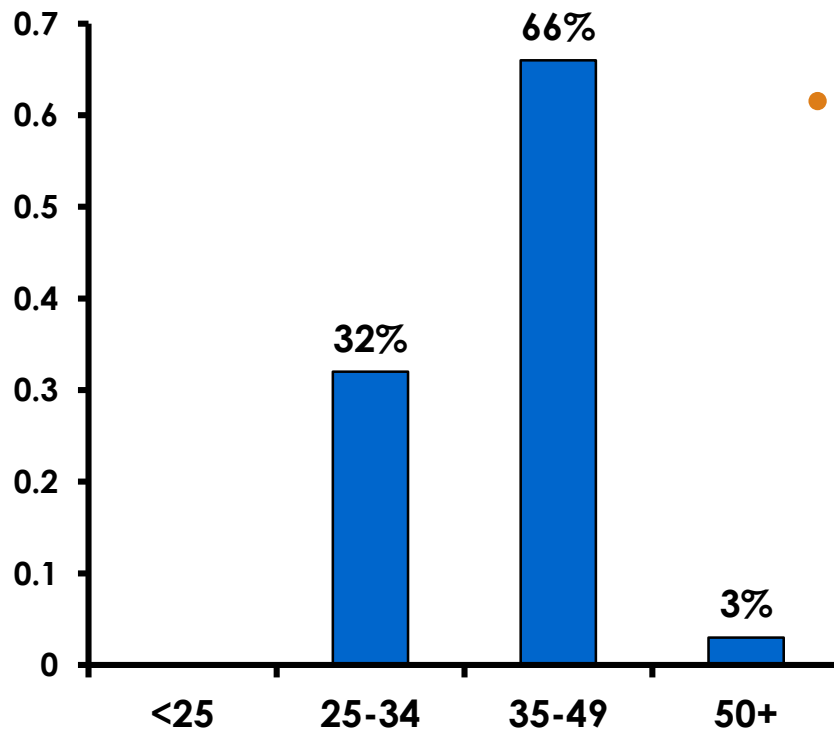


- Majority of Korean visitors are married.

MARITAL STATUS

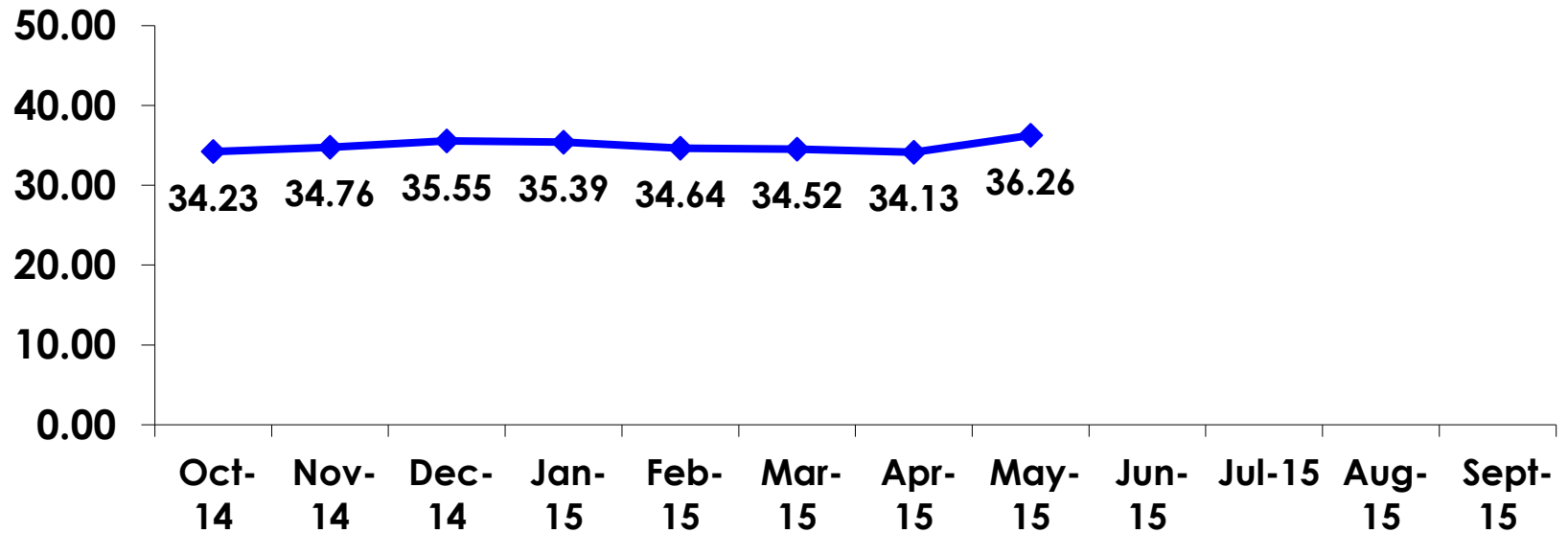


Age - Overall

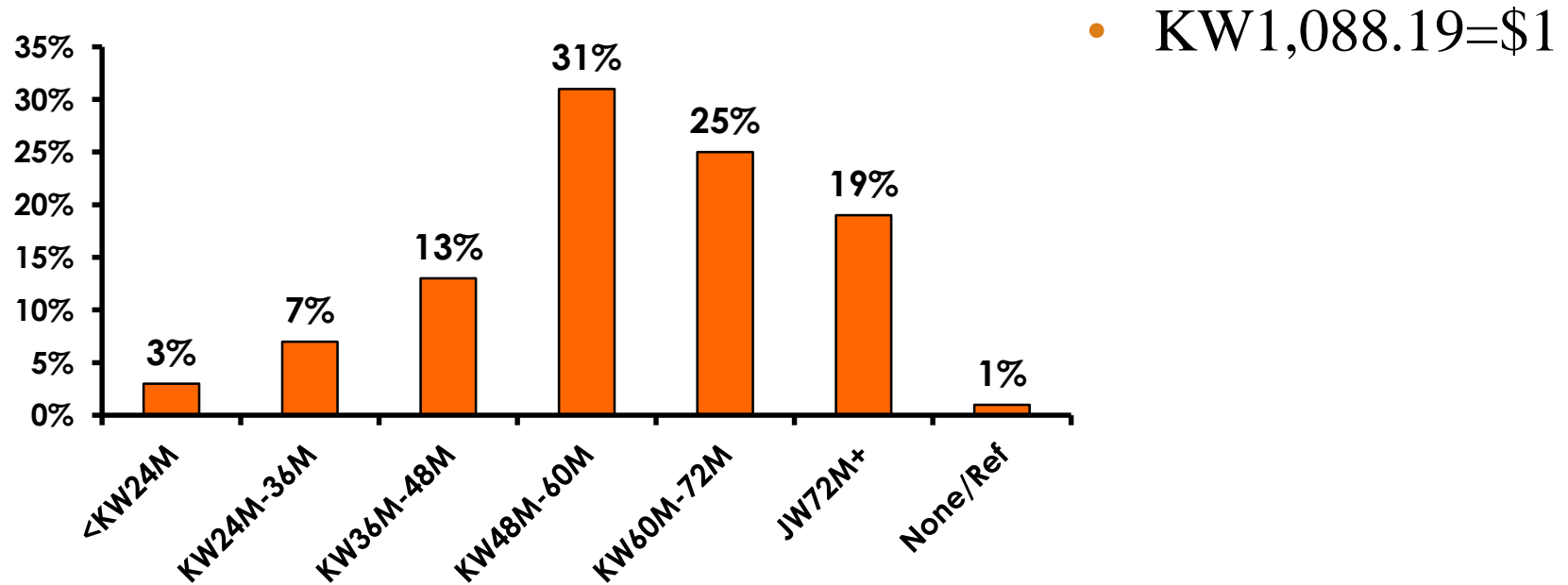


- The average age of the respondents is 36.26 years of age.

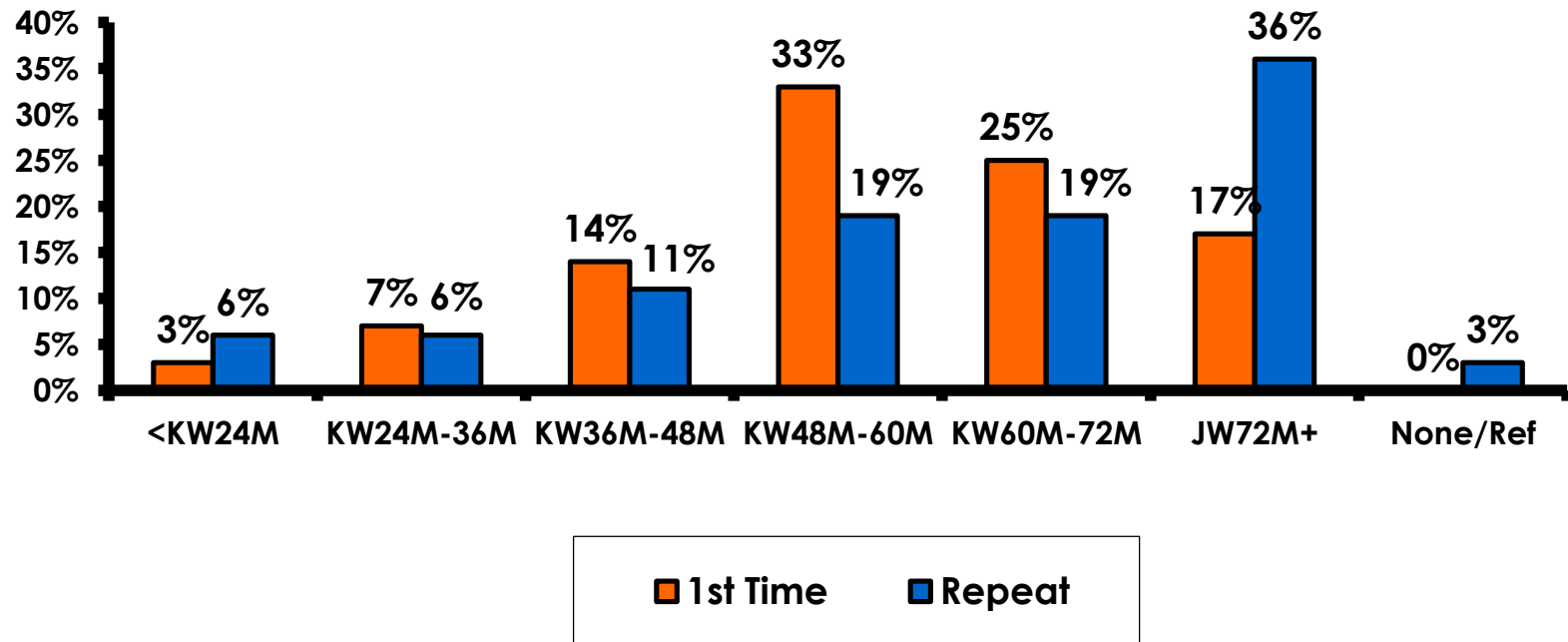
AVERAGE - AGE



Personal Income



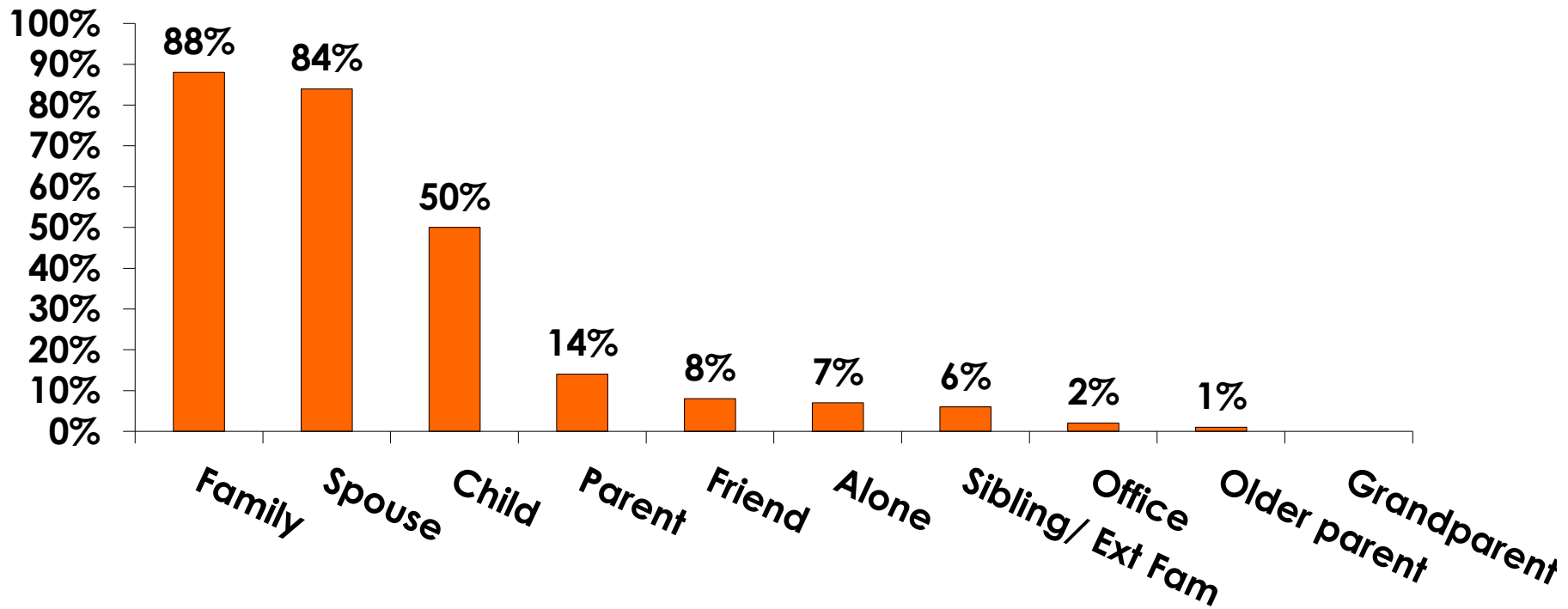
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE		
			-	Male	Female	25-34	35-49	50+
Q26	<KW12.0M	Count	1	1			1	
		Column N %	0%	1%			0%	
	KW12.0M-KW24.0M	Count	10	5	5	6	4	
		Column N %	3%	3%	4%	7%	2%	
	KW24.0M-KW36.0M	Count	22	5	17	17	4	1
		Column N %	7%	3%	13%	18%	2%	13%
	KW36.0M-KW48.0M	Count	41	14	26	9	32	
		Column N %	13%	8%	19%	10%	16%	
	KW48.0M-KW60.0M	Count	95	54	41	26	68	1
		Column N %	31%	32%	31%	28%	33%	13%
	KW60.0M-KW72.0M	Count	75	50	25	19	52	4
		Column N %	25%	29%	19%	21%	25%	50%
	KW72.0M+	Count	59	39	20	14	43	2
		Column N %	19%	23%	15%	15%	21%	25%
	No Income	Count	2	2		1	1	
		Column N %	1%	1%		1%	0%	
	Total	Count	305	170	134	92	205	8

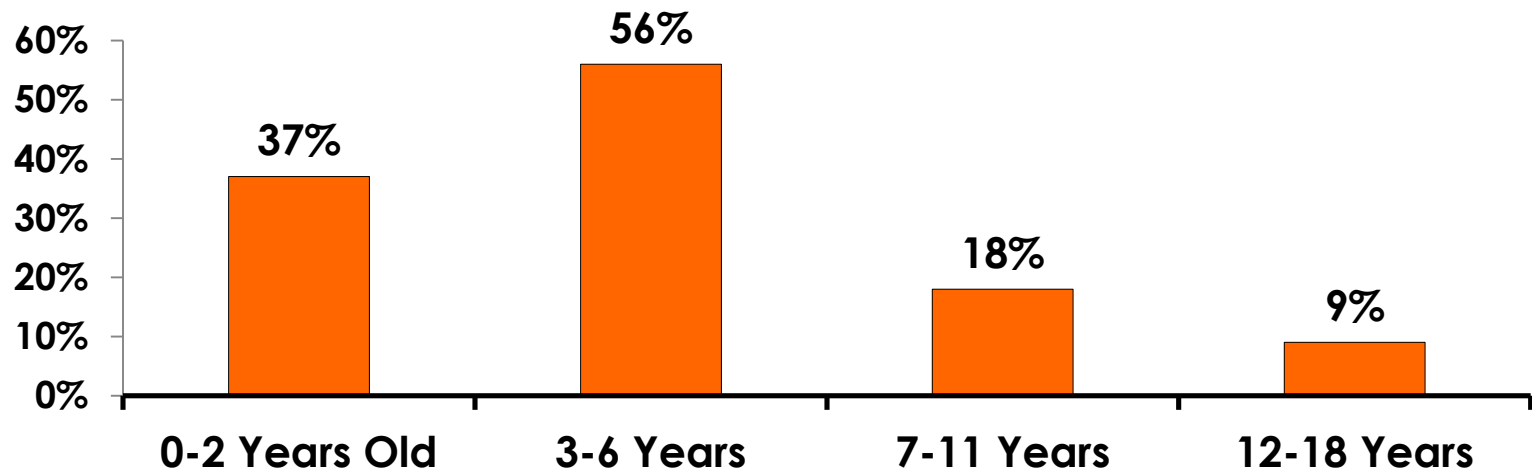
Travel Companions



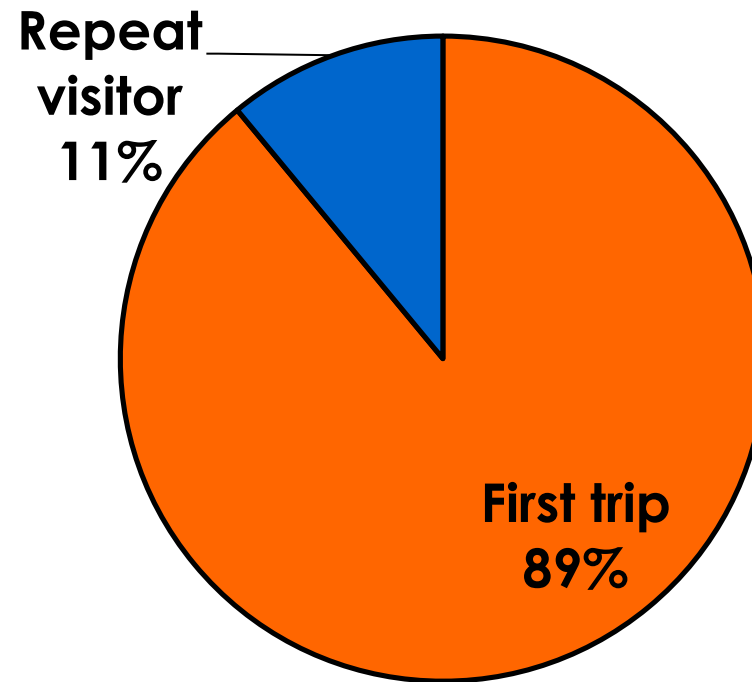
Number of Children Travel Party

N=174 total respondents traveling with children.

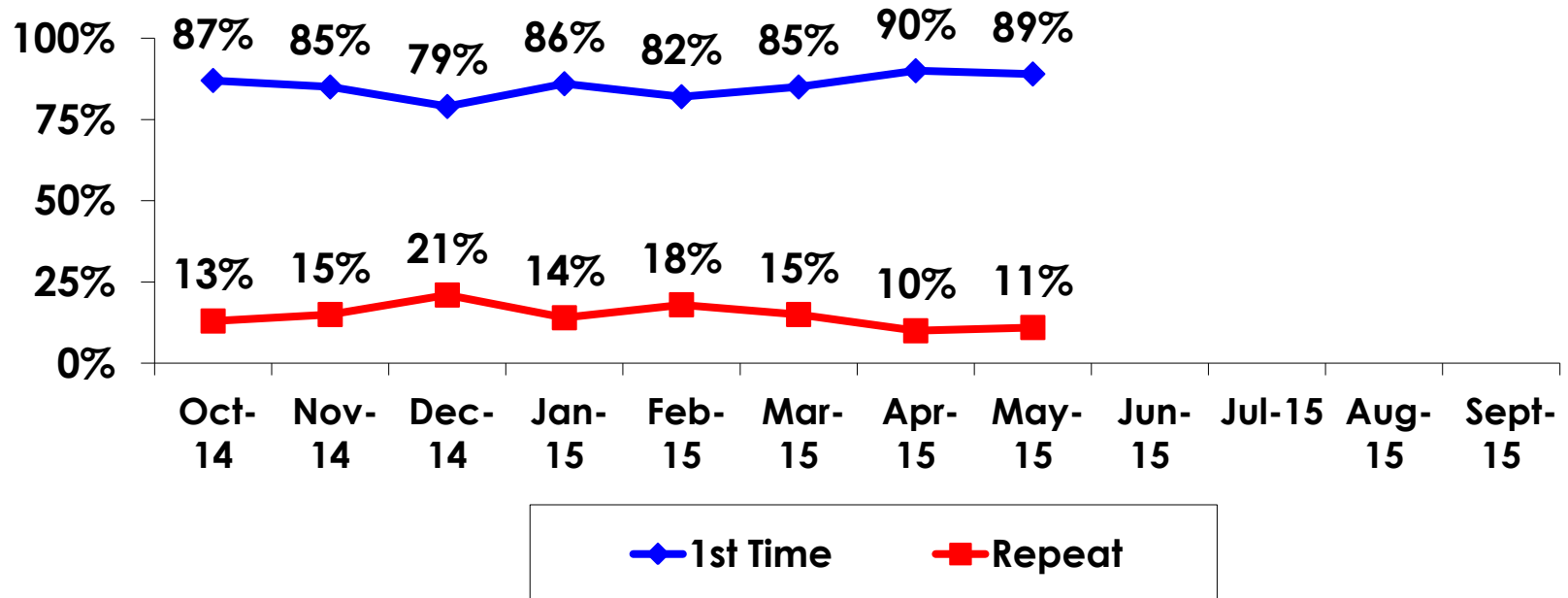
(Of those N=174 respondents, there is a total of 230 children 18 years or younger)



Prior Trips to Guam



PRIOR TRIPS TO GUAM

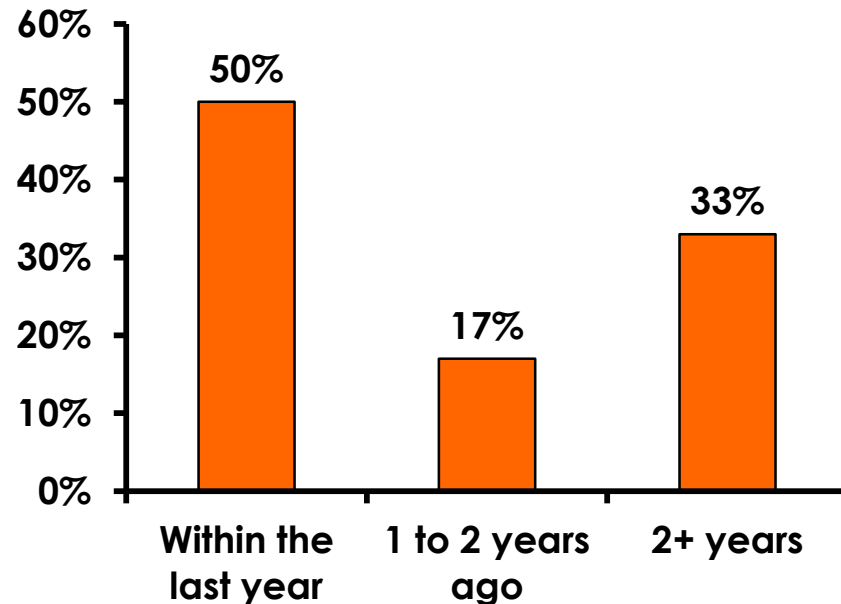


Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
			-	1st	Repeat
GENDER	Male	Count	175	151	24
		Column N %	50%	48%	65%
	Female	Count	174	161	13
		Column N %	50%	52%	35%
	Total	Count	349	312	37
AGE	25-34	Count	111	99	12
		Column N %	32%	32%	32%
	35-49	Count	230	207	23
		Column N %	66%	66%	62%
	50+	Count	9	7	2
		Column N %	3%	2%	5%
	Total	Count	350	313	37

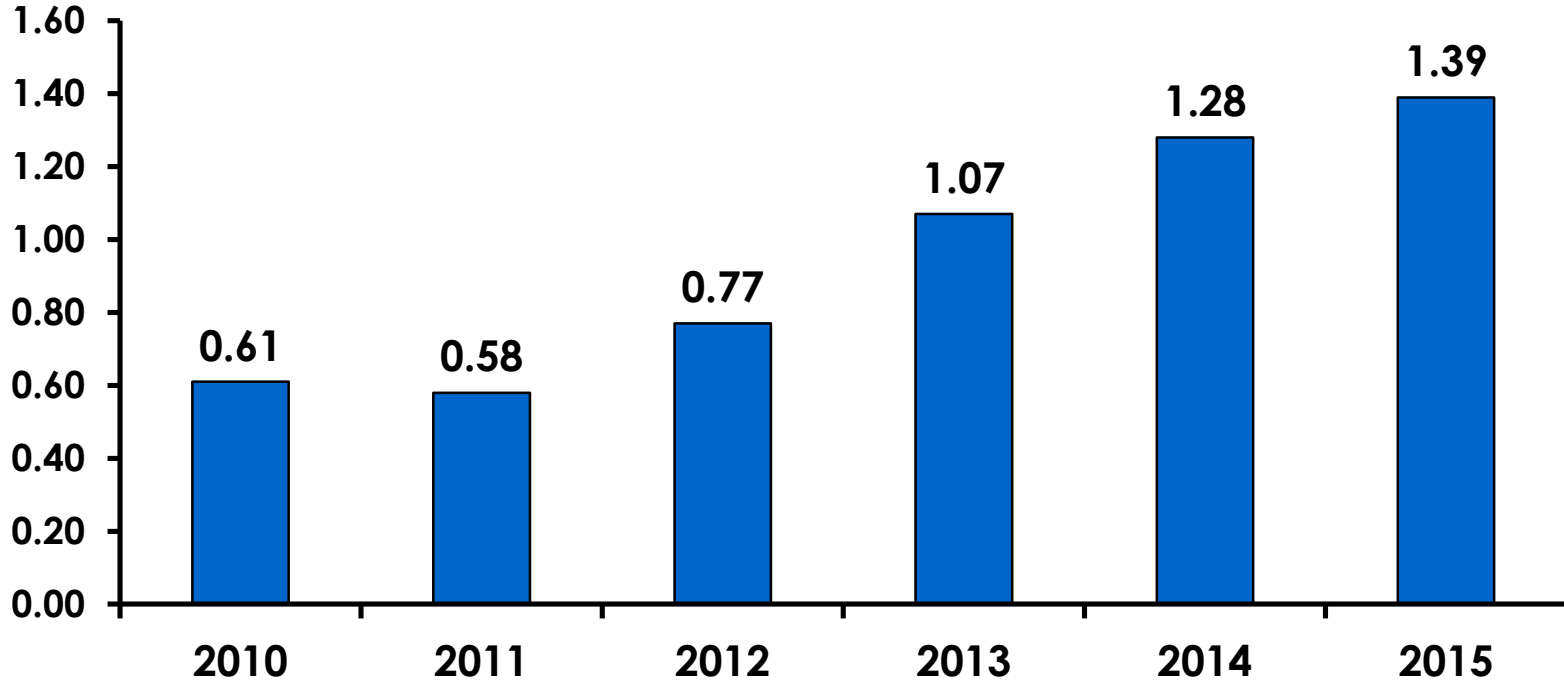
Repeat Visitors Last Trip

n = 36



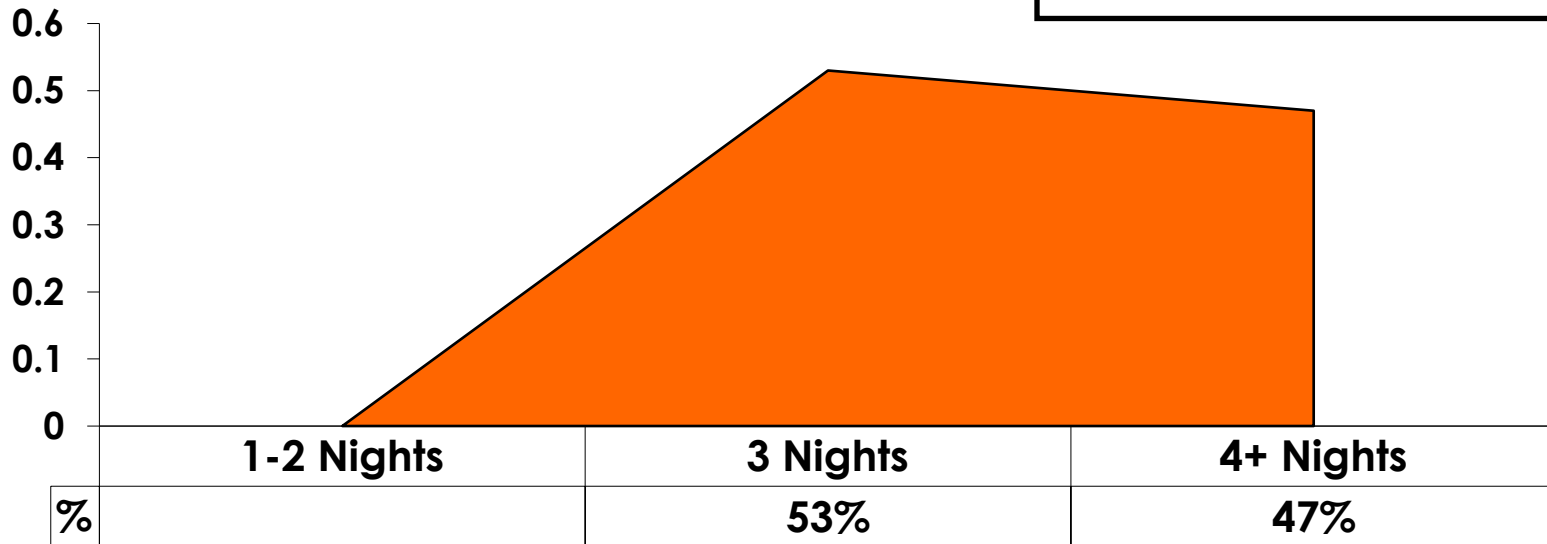
- The average repeat visitor has been to Guam 2.41 times.

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

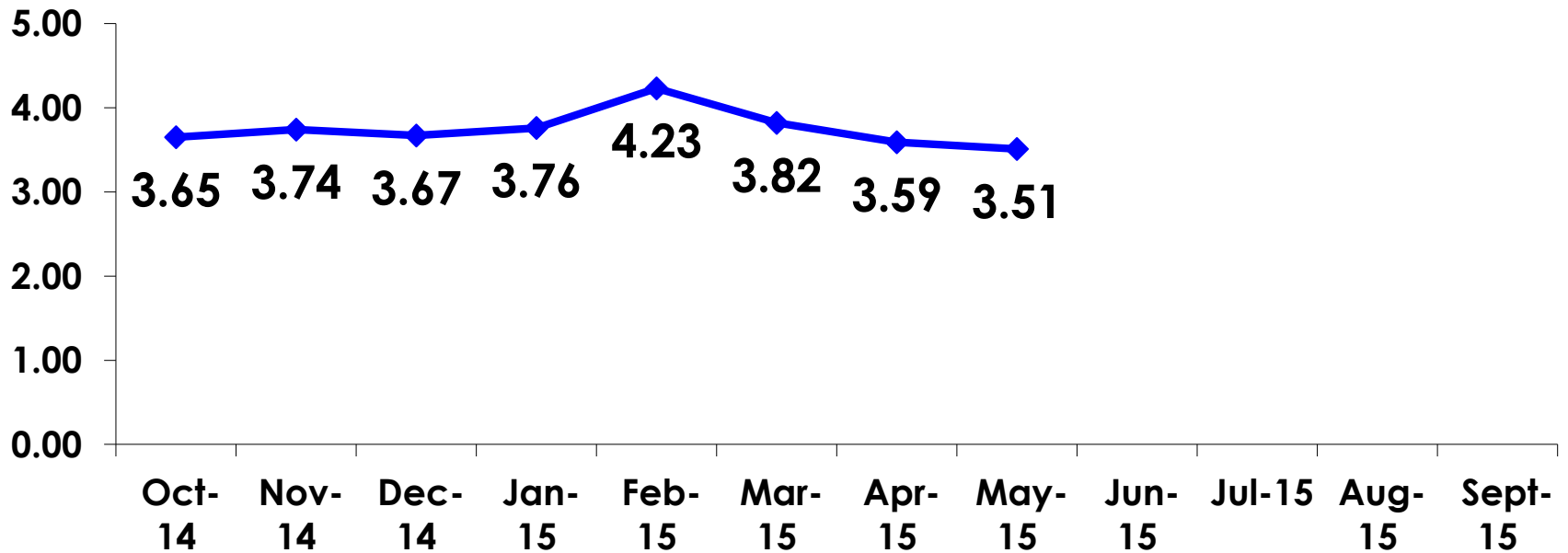


Length of Stay

Mean = 3.51 Days
Median = 3.0 Days



AVG LENGTH OF STAY

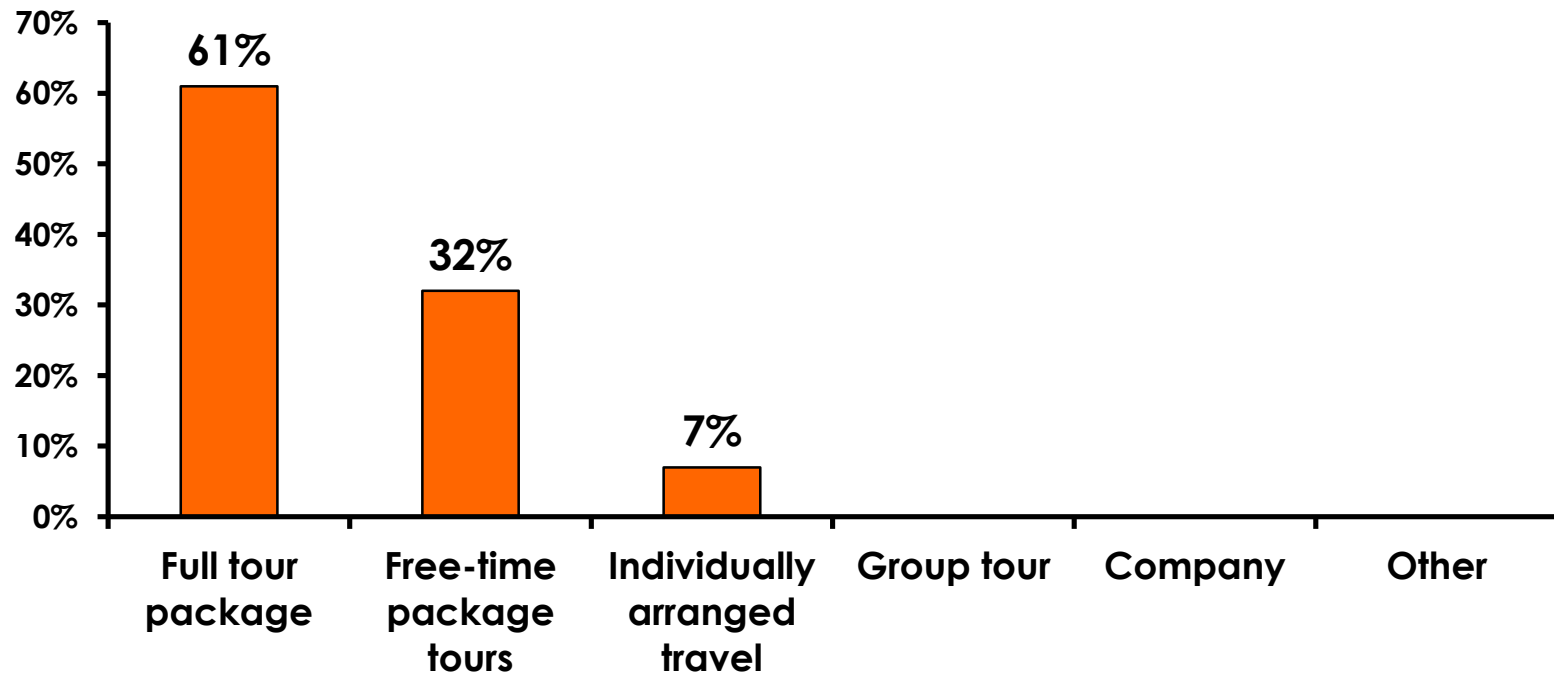


Occupation by Income

		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	Self-employed	25%	100%	20%	14%	27%	35%	32%	19%		
	White Collar Office Worker	24%		30%	64%	34%	18%	15%	34%	50%	
	Housewife/ Homemaker	10%			5%		4%	3%	3%		
	Service worker/ Private hse worker	9%		50%		7%	17%	9%	2%		
	Professional/ Specialist/ Tech	8%					8%	16%	14%		
	Sales worker/ Clerical	4%			18%	15%	4%		2%		
	Student	4%							2%	50%	
	Farmer/ Forestry/ Fisherman	3%					5%	9%			
	Professor/ Teacher/ After-school	3%					1%	7%	8%		
	Govt- Executive	2%				2%	1%	4%	5%		
	Freelancer	1%					3%	1%	2%		
	Govt- Manager	1%				2%	1%	1%	3%		
	Govt- office worker non-mgr	1%				10%		1%			
	Manager/ Admin	1%					2%	1%	2%		
	Unemployed	1%				2%			2%		
	Judicial	0%							2%		
	Skilled worker	0%							2%		
	Total	Count	344	1	10	22	41	95	75	59	2

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

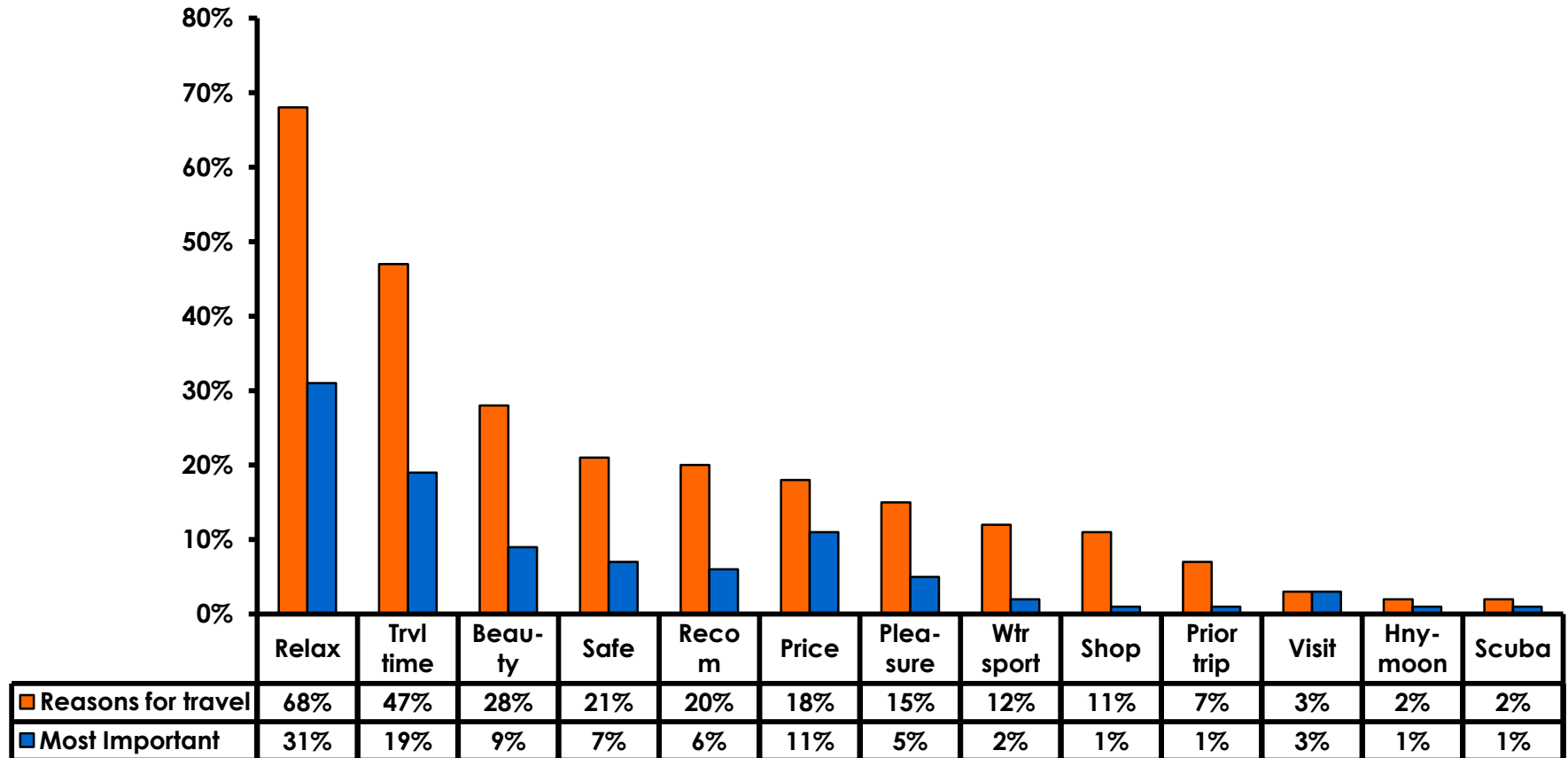


Accommodation by Income

Average length of stay: 3.51 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	36%		40%	23%	32%	42%	40%	36%	50%	
	Lotte Hotel Guam	10%	100%		18%	10%	11%	8%	5%		
	Hyatt Regency Guam	10%			5%	12%	3%	15%	12%		
	Hotel Nikko Guam	8%		20%	14%	2%	8%	7%	5%		
	Westin Resort Guam	7%			14%	10%	9%	4%	7%		
	Sheraton Laguna Guam	6%		30%	9%	5%	8%	3%	5%		
	Hilton Guam Resort	5%				5%	8%	5%			
	Outrigger Guam Resort	3%		10%	5%	5%	1%	4%	5%		
	Leo Palace Resort	3%				2%		7%	7%	50%	
	Fiesta Resort Guam	2%			9%	2%			3%		
	Onward Beach Resort	2%				2%	1%	1%	7%		
	Guam Reef & Olive Spa	2%			5%	2%		4%	2%		
	Pacific Star Resort & Spa	1%				2%		1%	3%		
	Home stay/ friend/ relative	1%				2%	1%				
	Verona Resort & Spa	1%				2%	2%				
	Guam Plaza Hotel	1%									
	Holiday Resort Guam	1%				2%	2%				
	Royal Orchid Guam	1%							2%		
	Bayview Hotel	1%					1%		2%		
	Other	0%						1%			
	Oceanview Hotel	0%					1%				
	Total	Count	350	1	10	22	41	95	75	59	2

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Relaxation,
- Short travel time,
- Price/costs

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	68%		59%	72%	67%	66%	70%
	Short travel time	47%		42%	50%	33%	48%	47%
	Natural beauty	28%		34%	24%	44%	29%	26%
	Safe	21%		19%	21%	44%	22%	20%
	Recomm- friend/family/trvl agnt	20%		20%	21%		19%	21%
	Price	18%		11%	22%		18%	18%
	Pleasure	15%		15%	14%	33%	14%	16%
	Water sports	12%		14%	10%	11%	12%	11%
	Shopping	11%		18%	7%	11%	13%	8%
	Previous trip	7%		5%	7%	22%	8%	5%
	Visit friends/ Relatives	3%		6%	1%	11%	2%	4%
	Golf	3%		1%	3%	22%	3%	3%
	Honeymoon	2%		5%	0%		2%	2%
	Scuba	2%		5%	0%		1%	2%
	Company/ Business Trip	1%			2%	11%	1%	2%
	Organized sports	1%		2%	0%			2%
	Married/ Attn wedding	1%		2%				1%
	Other	0%		1%			1%	
	Career Cert/ Testing	0%			0%		1%	
	Convention/ Trade/ Conference	0%			0%			1%
	Total	Count	349	111	229	9	174	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	68%		30%	55%	66%	68%	80%	75%	100%	
	Short travel time	47%	100%	10%	68%	27%	55%	61%	34%	50%	
	Natural beauty	28%		40%	18%	29%	22%	22%	51%	50%	
	Safe	21%		30%	18%	12%	23%	15%	34%	50%	
	Recomm- friend/family/trvl agnt	20%		40%	23%	20%	17%	14%	25%		
	Price	18%			14%	17%	24%	23%	8%		
	Pleasure	15%		30%	14%	20%	9%	12%	17%	50%	
	Water sports	12%	100%		27%	10%	11%	9%	10%		
	Shopping	11%			5%	7%	11%	8%	22%		
	Previous trip	7%			9%	7%	3%	7%	15%		
	Visit friends/ Relatives	3%		10%		2%	2%	3%			
	Golf	3%				2%	2%	5%	3%		
	Honeymoon	2%			5%	5%		4%	2%		
	Scuba	2%			9%		2%	3%			
	Company/ Business Trip	1%			5%	5%	2%				
	Organized sports	1%		10%	5%			1%			
	Married/ Attn wedding	1%									
	Other	0%							2%		
	Career Cert/ Testing	0%							2%		
	Convention/ Trade/ Conference	0%				2%					
	Total	Count	349	1	10	22	41	95	74	59	2

SECTION 3 **EXPENDITURES**

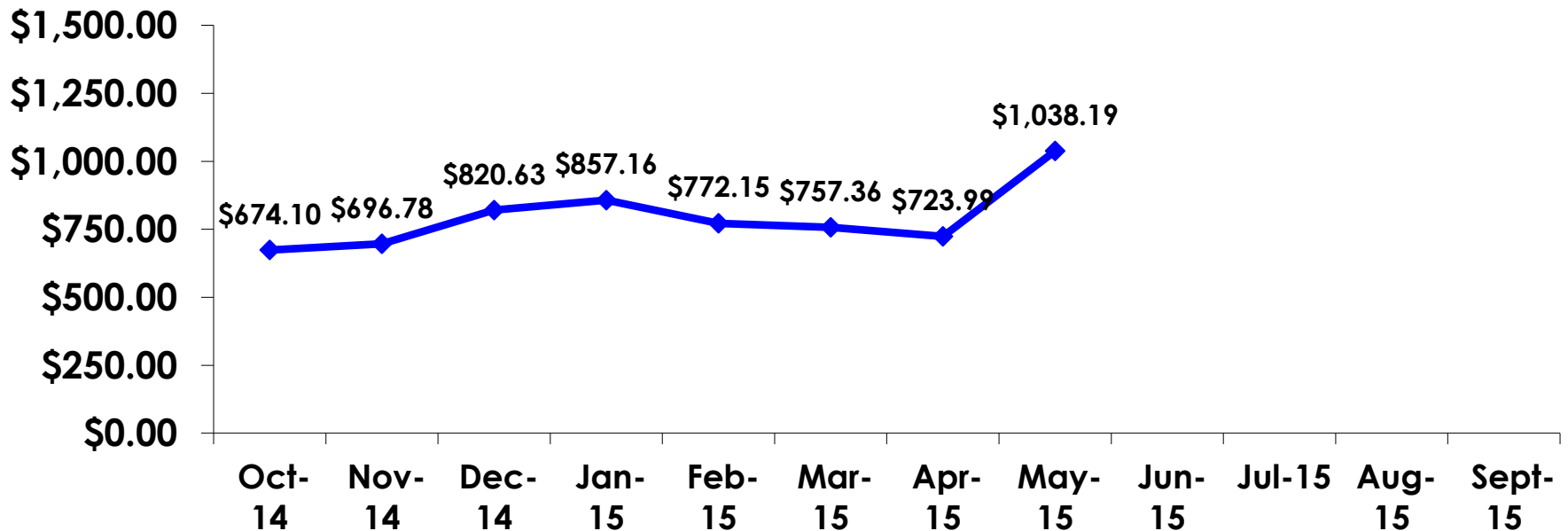
Prepaid Expenditures

KW 1,088.19/US\$1

- \$3,099.25 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$18,379 = maximum (highest amount recorded for the entire sample)
- \$1,038.19 = overall mean average per person prepaid expenditures

PREPAID EXPENDITURES

Per Person



YTD=\$792.54

Breakdown of Prepaid Expenditures

KW 1,088.19=\$1

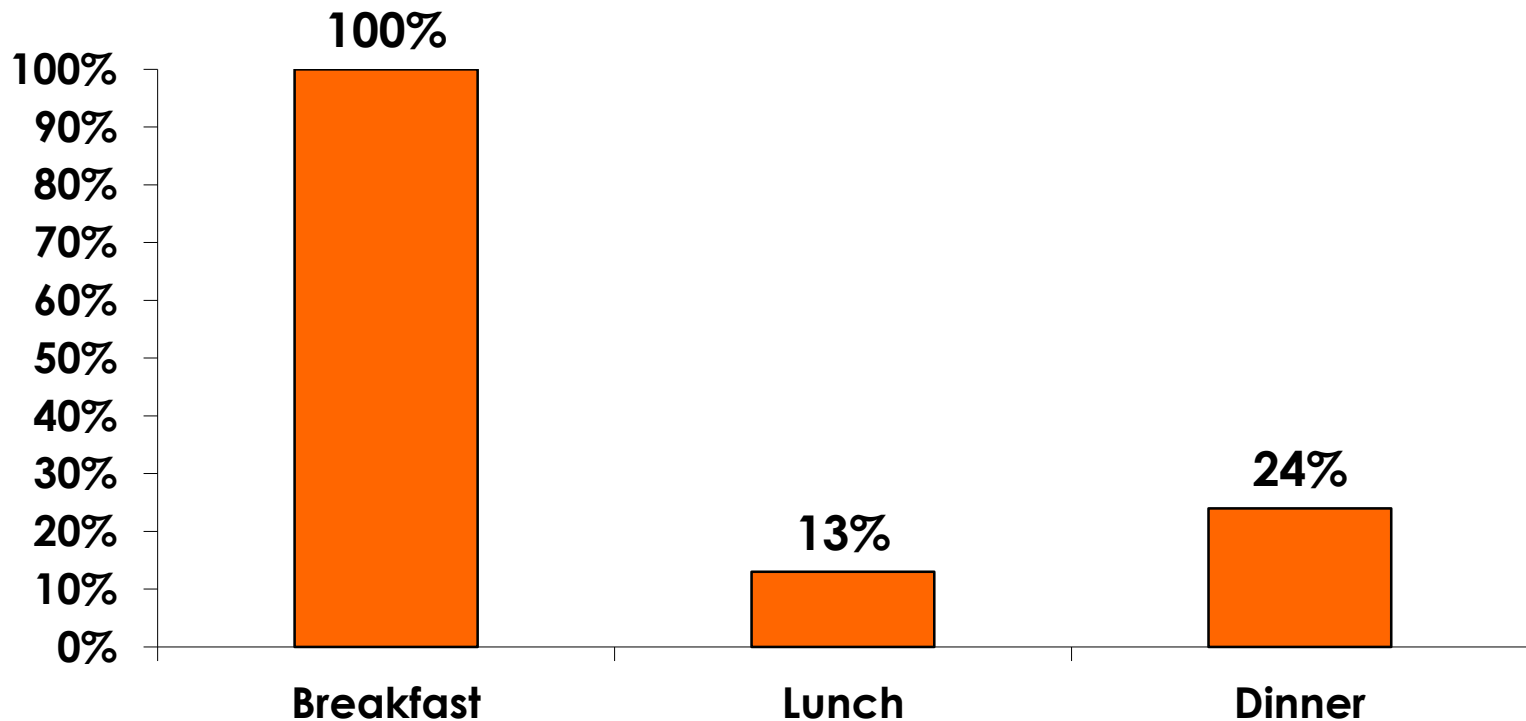
(Filter: Only those who responded/
Per Travel Party)

	MEAN \$
Air & Accommodation package only	\$2,538.78
Air & Accommodation w/ daily meal package	\$3,748.52
Air only	\$1,810.69
Accommodation only	\$922.24
Accommodation w/ daily meal only	\$1,072.12
Food & Beverages in Hotel	\$-
Ground transportation – Korea	\$133.42
Ground transportation – Guam	\$671.99
Optional tours/ activities	\$187.47
Other expenses	\$91.39
Total Prepaid	\$3,099.25

PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n=219

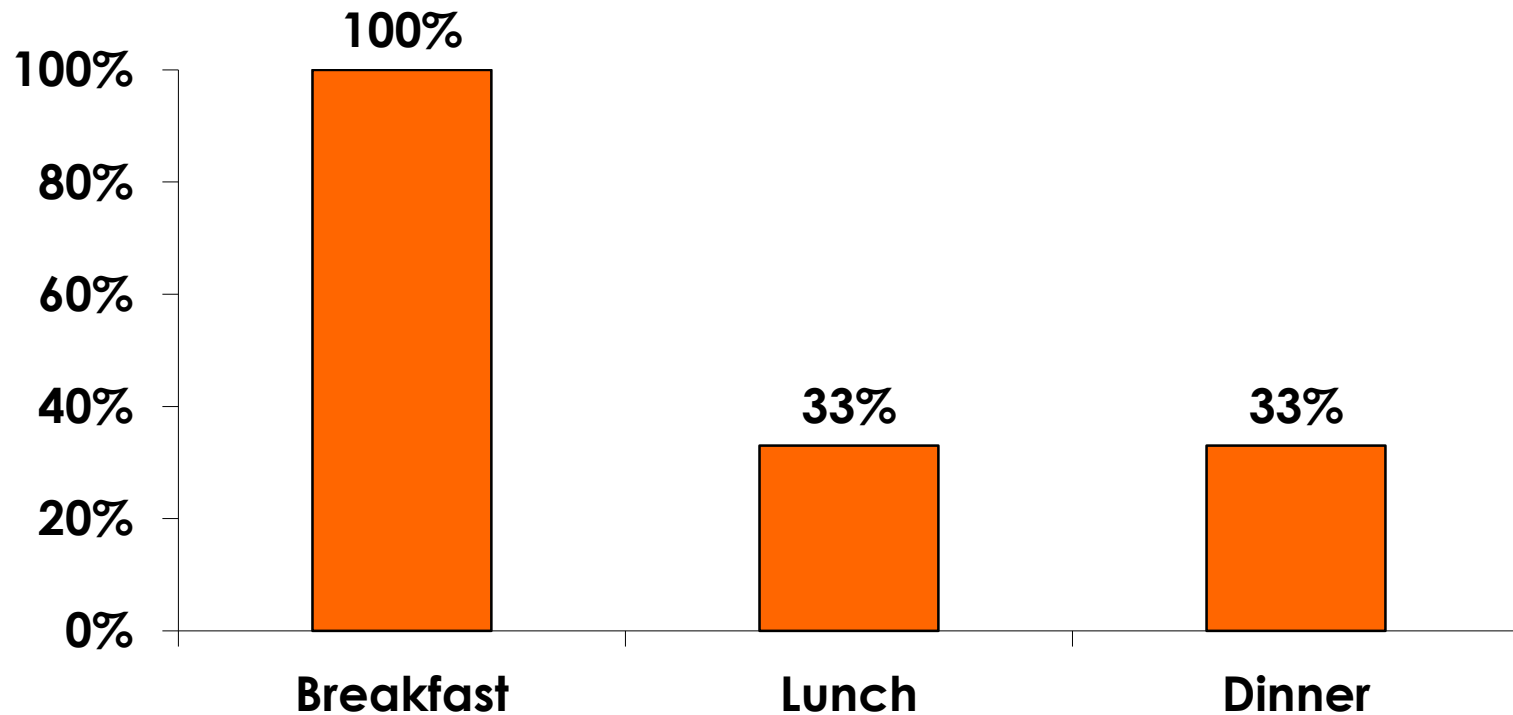


Mean=\$3,748.52 per travel party

PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

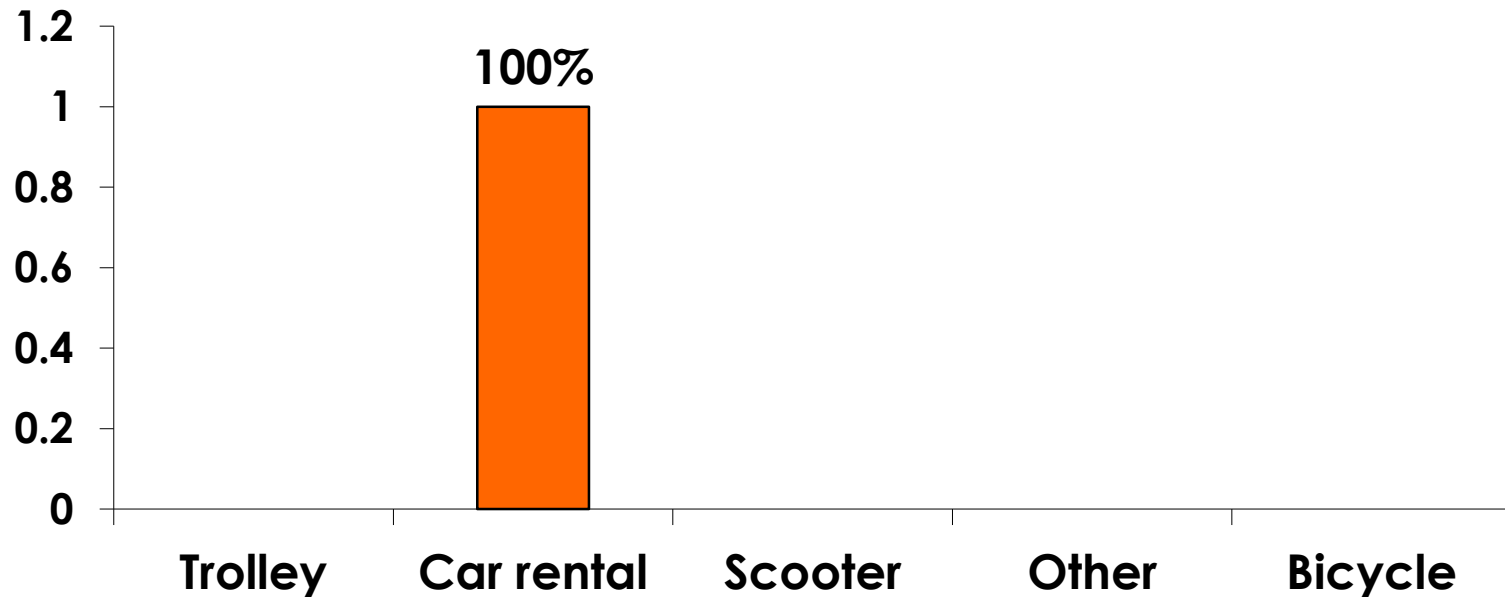
N=3



Mean=\$1,072.12 per travel party

PREPAID GROUND TRANSPORTATION

n=3



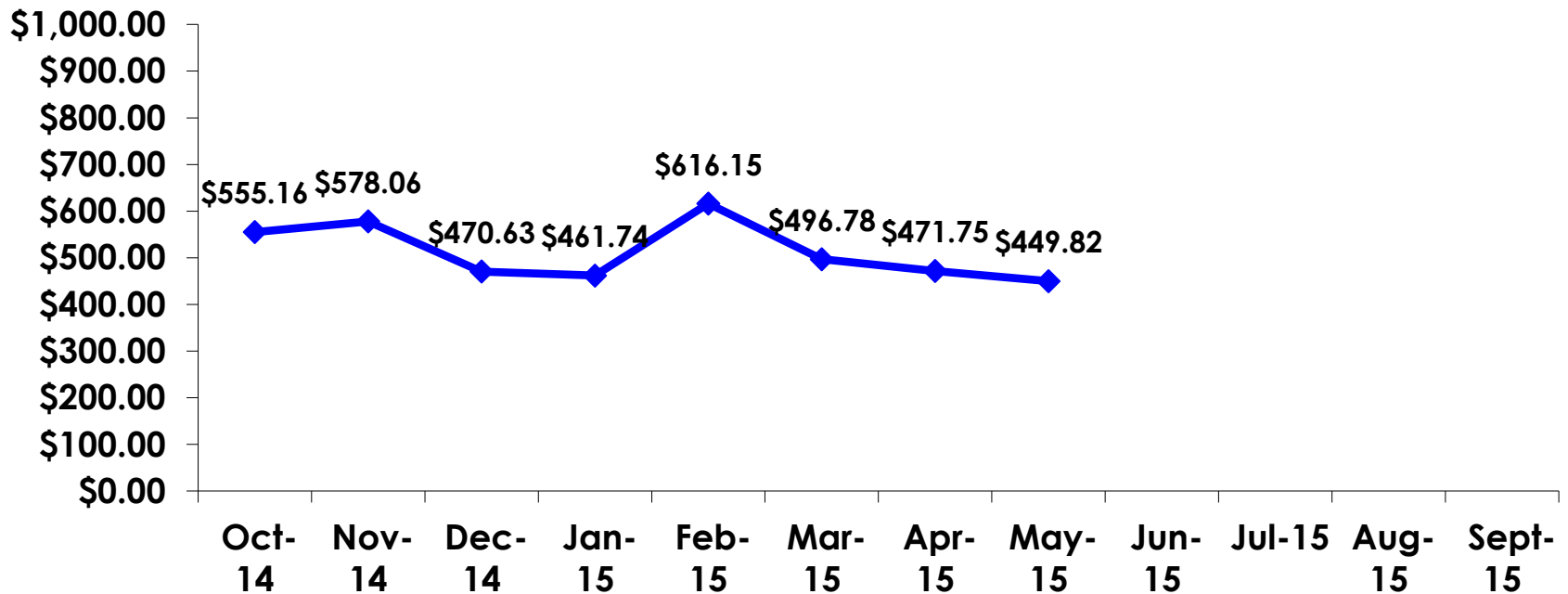
Mean=\$671.99 per travel party

On-Island Expenditures

- \$1,299.50 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$10,800 = Maximum (highest amount recorded for the entire sample)
- \$449.82 = overall mean average per person on-island expenditure

ON-ISLAND EXPENDITURES

Per Person

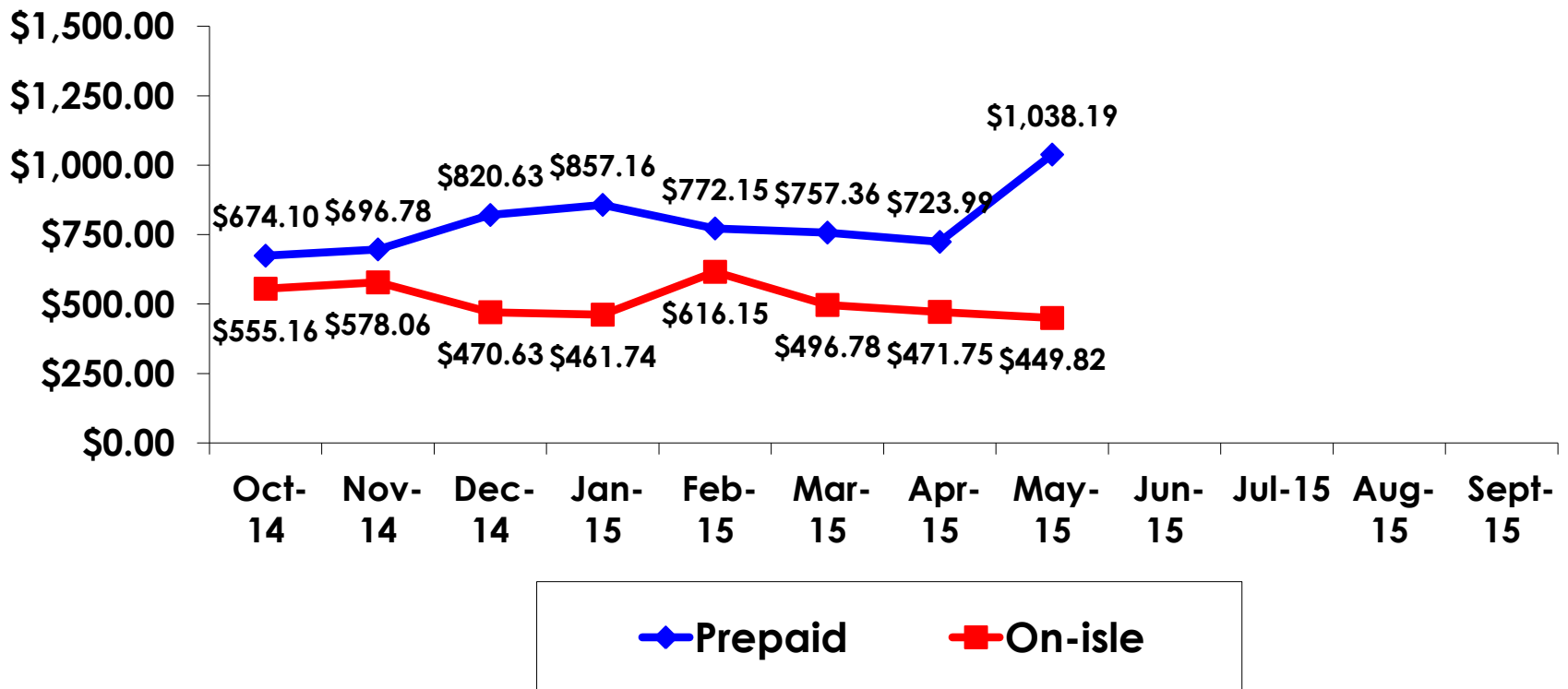


YTD = \$512.50

PREPAID/ ON-ISLE EXPENDITURES – Per Person

Prepaid YTD = \$792.54

On-Isle YTD = \$512.50



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	\$449.82	\$483.99	\$414.98	.	\$515.72	\$466.15	\$595.00	.	\$448.52	\$392.16	\$525.00
	Median	\$420	\$450	\$400	.	\$500	\$423	\$500	.	\$450	\$390	\$600
	Minimum	\$0	\$0	\$0	.	\$0	\$0	\$0	.	\$0	\$0	\$250
	Maximum	\$3,000	\$3,000	\$1,500	.	\$1,167	\$3,000	\$1,500	.	\$1,500	\$1,300	\$650

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$44.89	\$65.66	\$24.25	.	\$89.91	\$23.39	\$38.89
	Median	\$0	\$0	\$0	.	\$0	\$0	\$0
F&B FF/STORE	Mean	\$22.43	\$22.86	\$22.13	.	\$18.74	\$24.22	\$22.22
	Median	\$0	\$0	\$0	.	\$0	\$0	\$0
F&B RESTRNT	Mean	\$89.11	\$103.71	\$71.49	.	\$115.59	\$77.96	\$47.78
	Median	\$0	\$0	\$0	.	\$0	\$0	\$0
OPT TOUR	Mean	\$180.53	\$174.29	\$187.84	.	\$165.45	\$185.74	\$233.33
	Median	\$0	\$0	\$75	.	\$100	\$0	\$0
GIFT- SELF	Mean	\$178.03	\$187.43	\$166.15	.	\$191.08	\$175.87	\$72.22
	Median	\$0	\$0	\$0	.	\$0	\$0	\$0
GIFT- OTHER	Mean	\$130.59	\$150.74	\$109.92	.	\$146.49	\$125.85	\$55.56
	Median	\$0	\$0	\$0	.	\$0	\$0	\$0
TRANS	Mean	\$69.33	\$77.09	\$60.77	.	\$68.74	\$70.15	\$55.56
	Median	\$0	\$0	\$0	.	\$0	\$0	\$50
OTHER	Mean	\$582.20	\$631.74	\$535.72	.	\$377.84	\$676.13	\$702.22
	Median	\$100	\$60	\$100	.	\$50	\$100	\$100
TOTAL	Mean	\$1,299.90	\$1,421.34	\$1,176.03	.	\$1,177.52	\$1,361.78	\$1,227.78
	Median	\$1,100	\$1,200	\$1,000	.	\$1,000	\$1,200	\$950

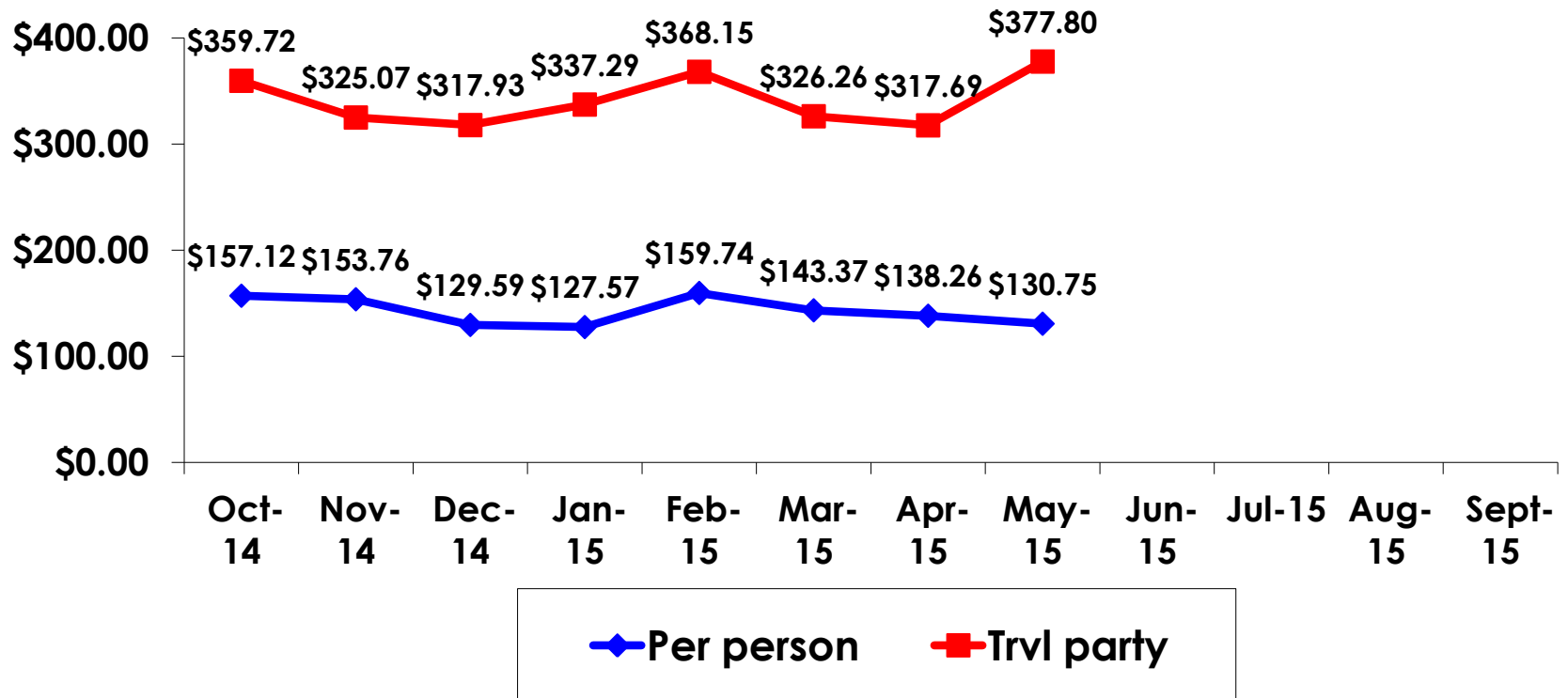
On-Island Expenditures

First time vs. Repeat

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$44.89	\$24.31	\$218.92
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$22.43	\$23.16	\$16.22
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$89.11	\$84.28	\$130.00
	Median	\$0	\$0	\$0
OPT TOUR	Mean	\$180.53	\$191.77	\$85.41
	Median	\$0	\$100	\$0
GIFT- SELF	Mean	\$178.03	\$172.91	\$221.35
	Median	\$0	\$0	\$0
GIFT- OTHER	Mean	\$130.59	\$133.47	\$106.22
	Median	\$0	\$0	\$0
TRANS	Mean	\$69.33	\$67.84	\$81.89
	Median	\$0	\$0	\$0
OTHER	Mean	\$582.20	\$585.97	\$550.27
	Median	\$100	\$100	\$50
TOTAL	Mean	\$1,299.90	\$1,286.85	\$1,410.27
	Median	\$1,100	\$1,100	\$1,060

ON-ISLE EXPENDITURES – By Day

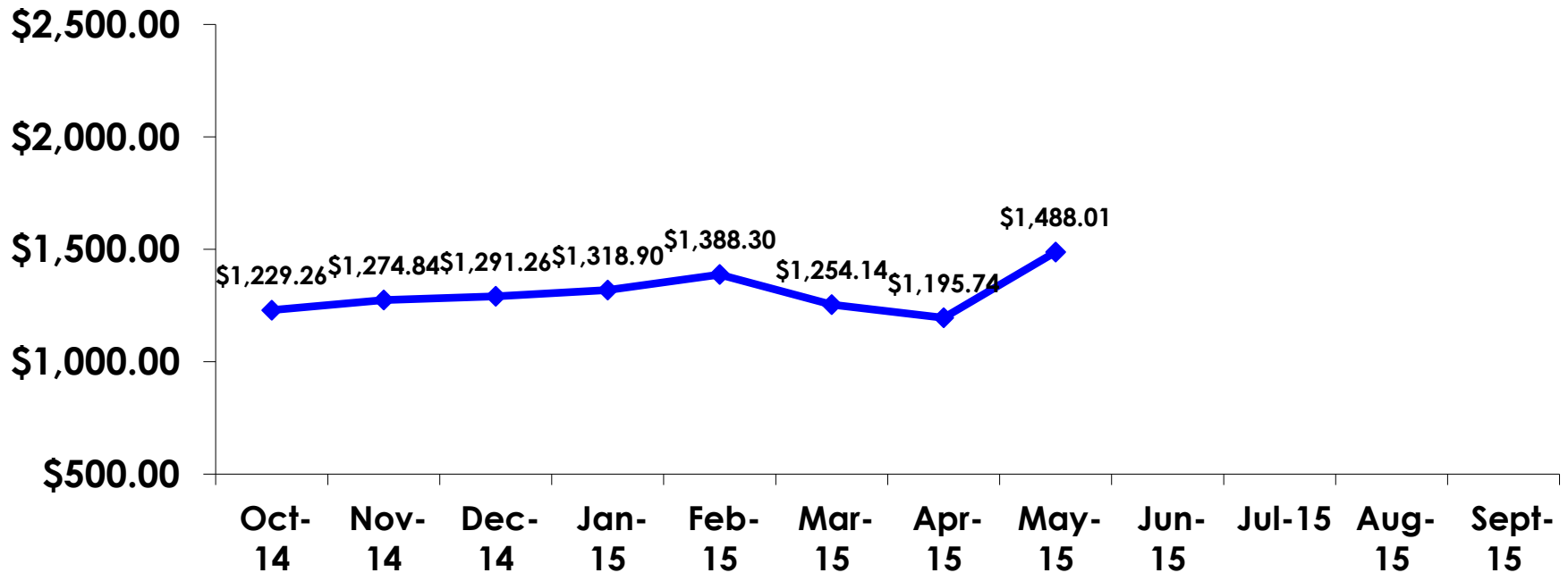
YTD Per Person = \$142.48 YTD Travel Party = \$341.20



Total Expenditures Per Person (Prepaid & On-Island)

- \$1,488.01 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$4,608 = Maximum (highest amount recorded for the entire sample)

TOTAL EXPENDITURES Per Person



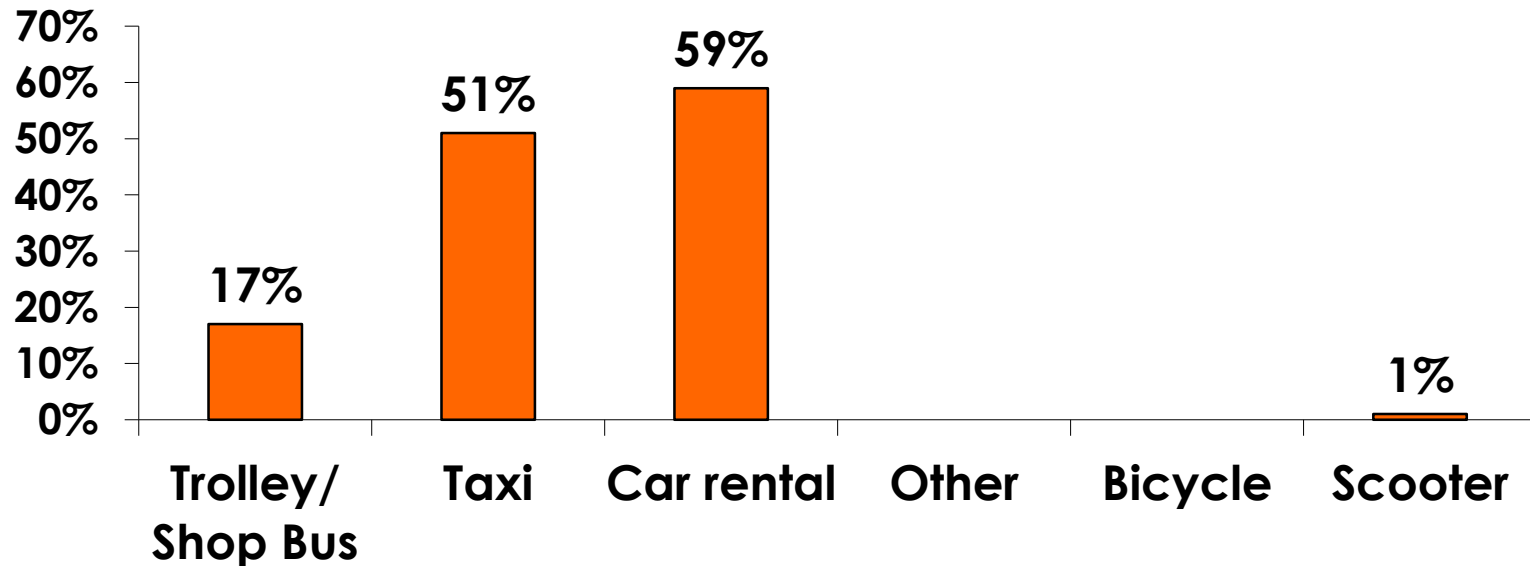
YTD=\$1,305.04

Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$44.89
Food & beverage in fast food restaurant/convenience store	\$22.43
Food & beverage at restaurants or drinking establishments outside a hotel	\$89.11
Optional tours and activities	\$180.53
Gifts/ souvenirs for yourself/companions	\$178.03
Gifts/ souvenirs for friends/family at home	\$130.59
Local transportation	\$69.33
Other expenses not covered	\$582.20
Average Total	\$1,299.90

Local Transportation

n=152



Mean=\$69.33 per travel party

Guam Airport Expenditures

- \$51.71 = 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

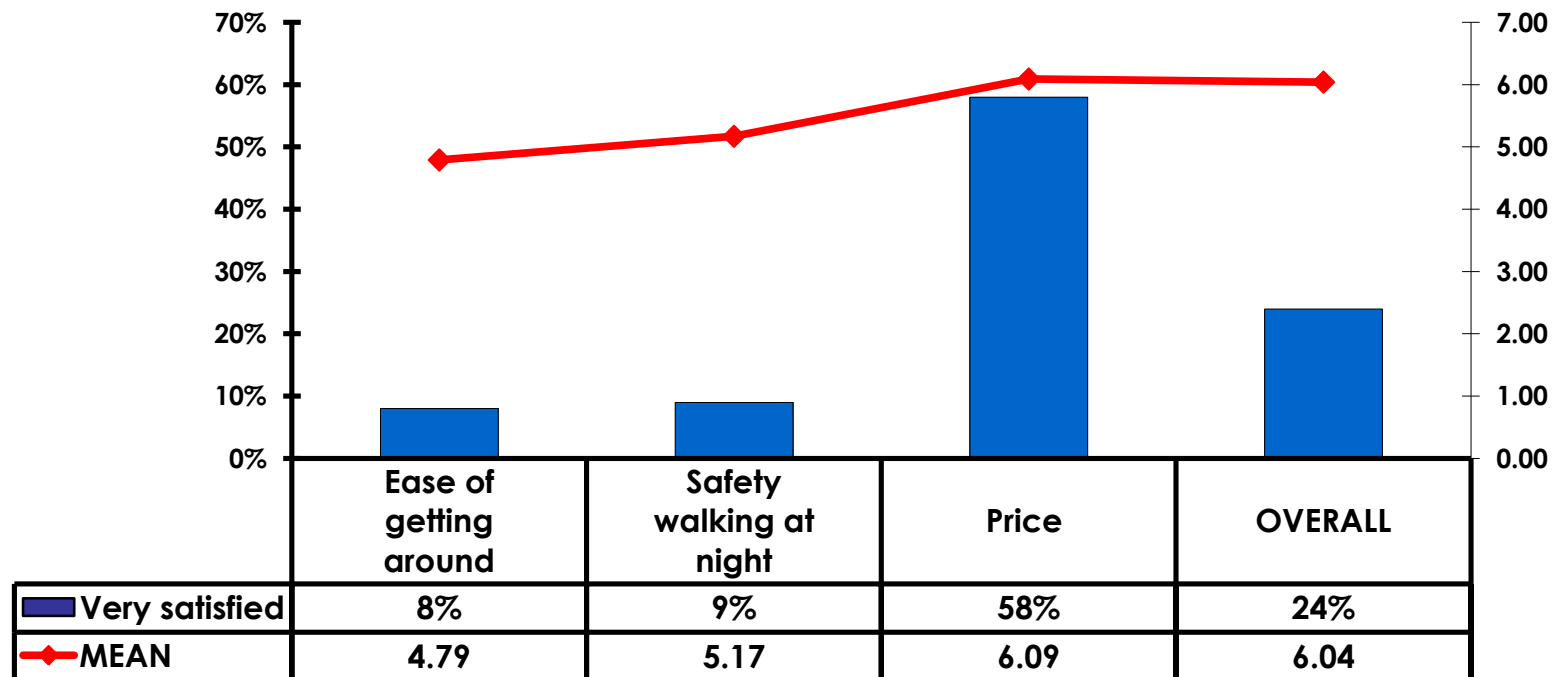
	MEAN \$
Food & Beverages	\$14.97
Gifts/Souvenirs Self	\$16.77
Gifts/Souvenirs Others	\$20.26
Total	\$51.71

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

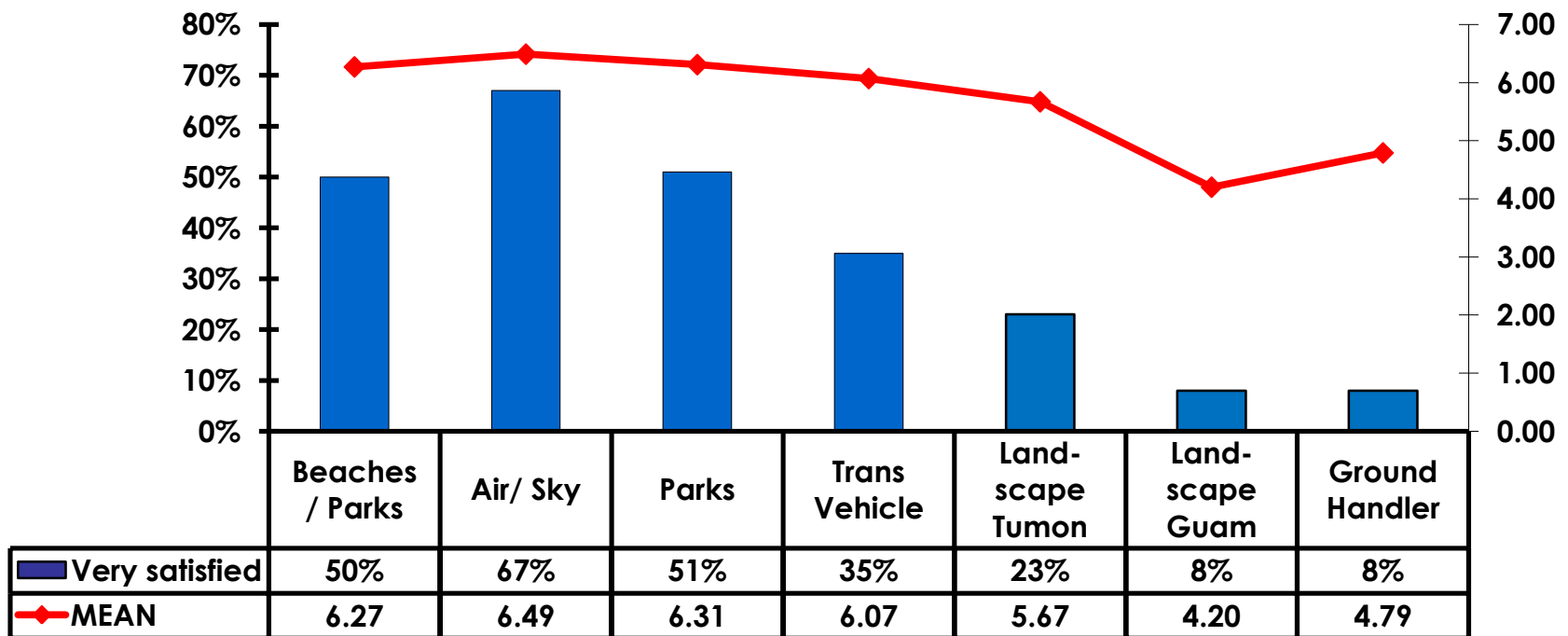
7=Very Satisfied/1=Very Dissatisfied



Satisfaction Quality/ Cleanliness

7pt Rating Scale

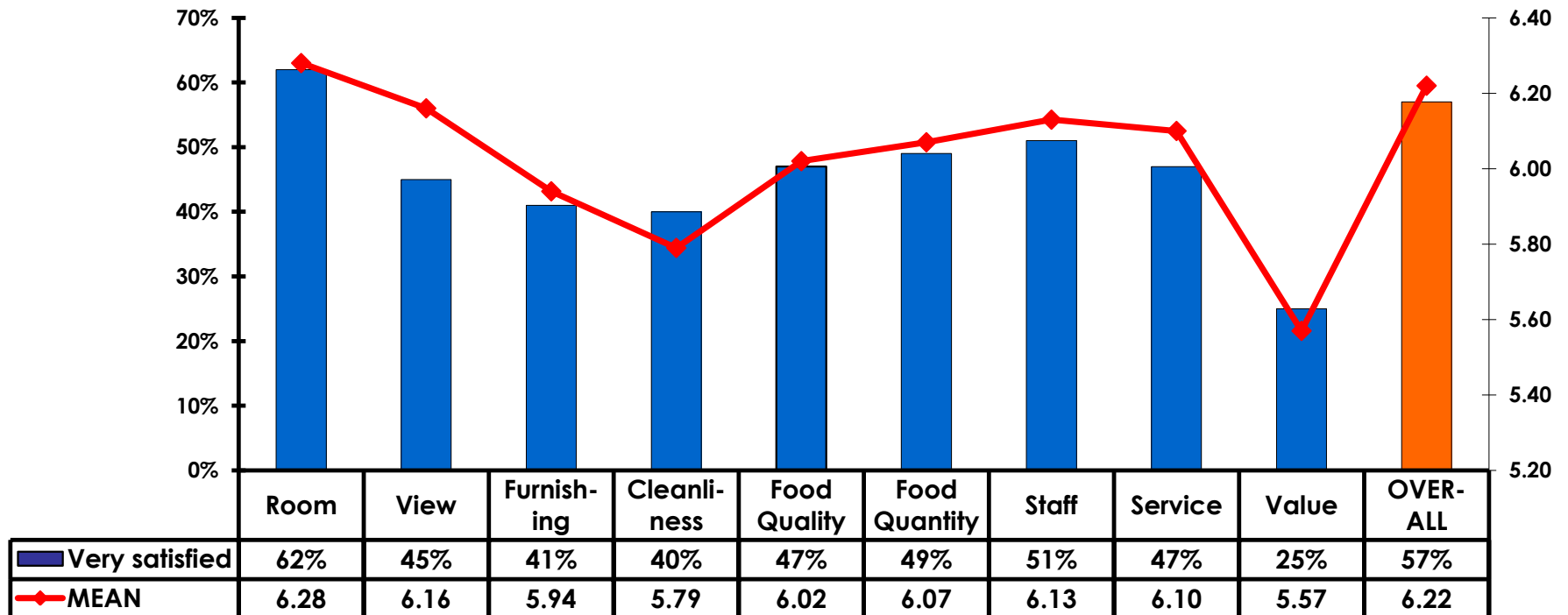
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

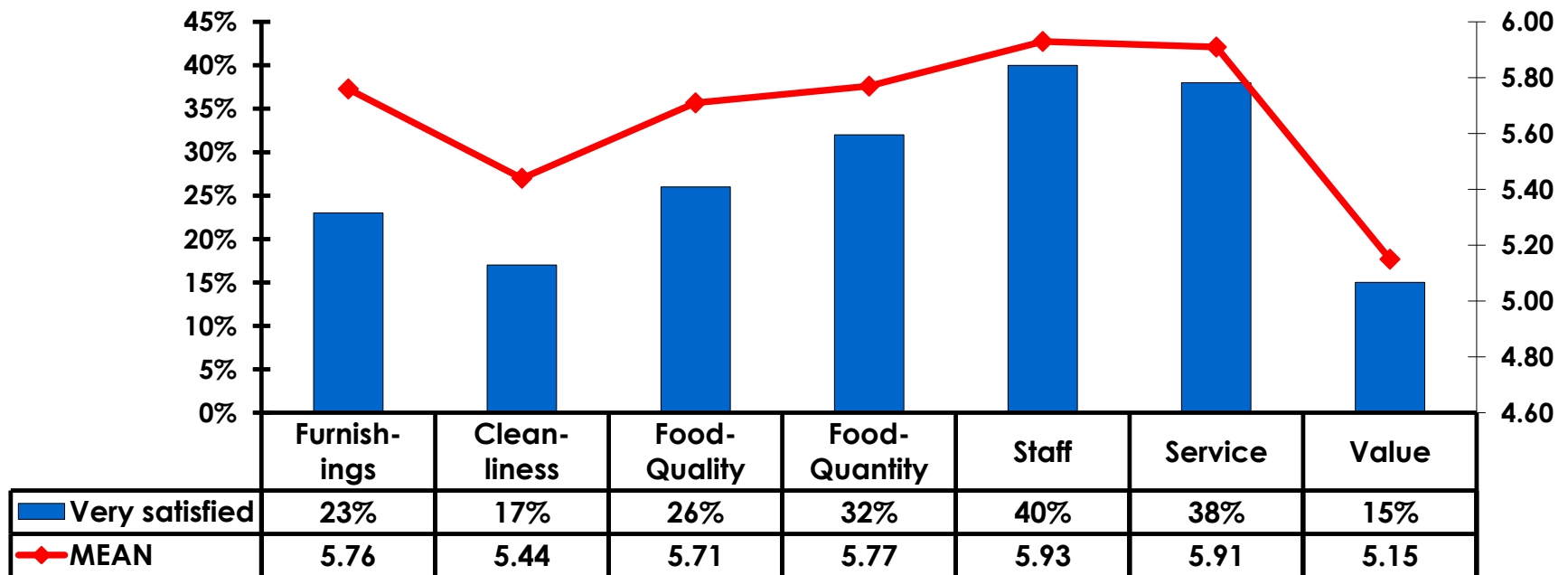
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

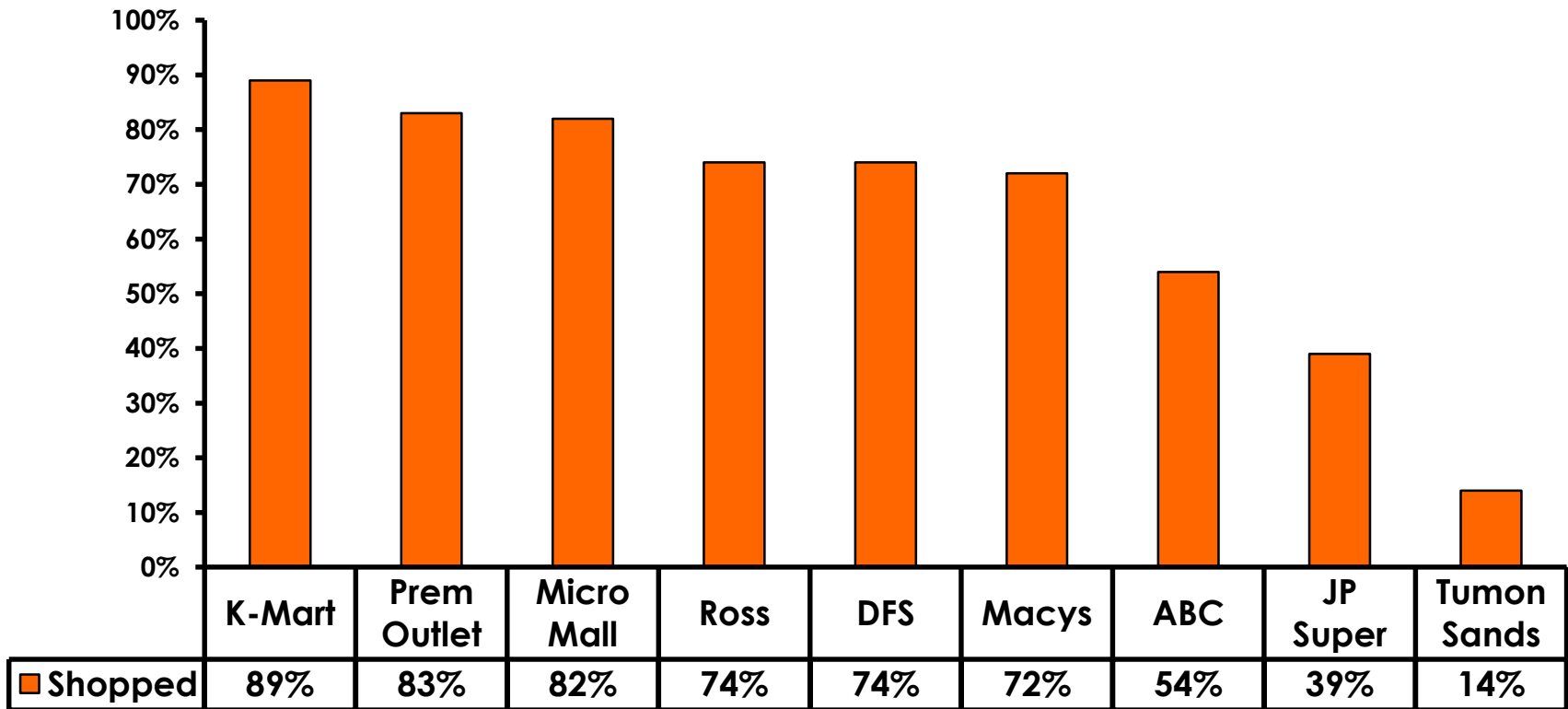
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

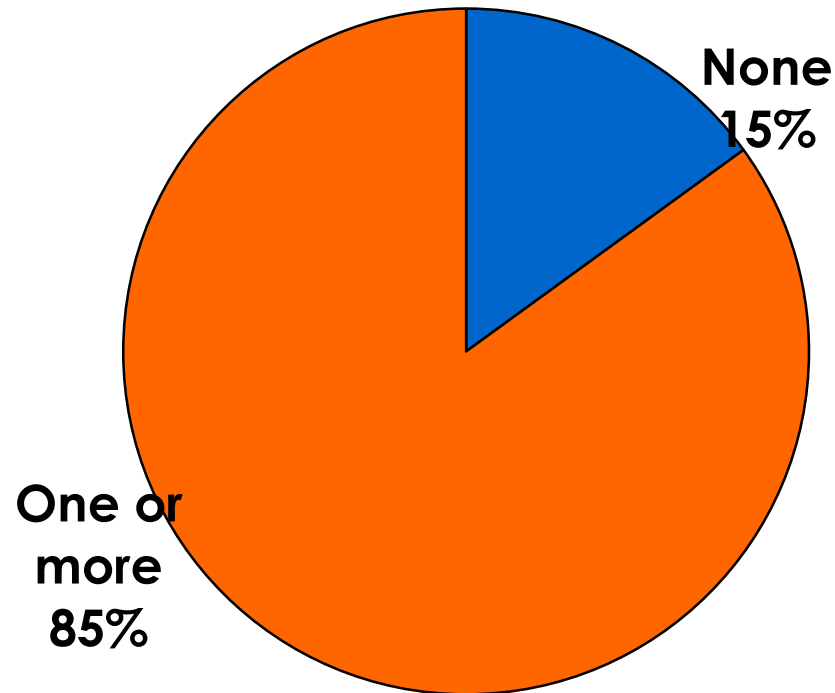
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 86%	Score of 6 to 7 = 84%
Score of 4 to 5 = 13%	Score of 4 to 5 = 14%
Score 1 to 3 = 2%	Score 1 to 3 = 2%
MEAN = 6.47	MEAN = 6.38

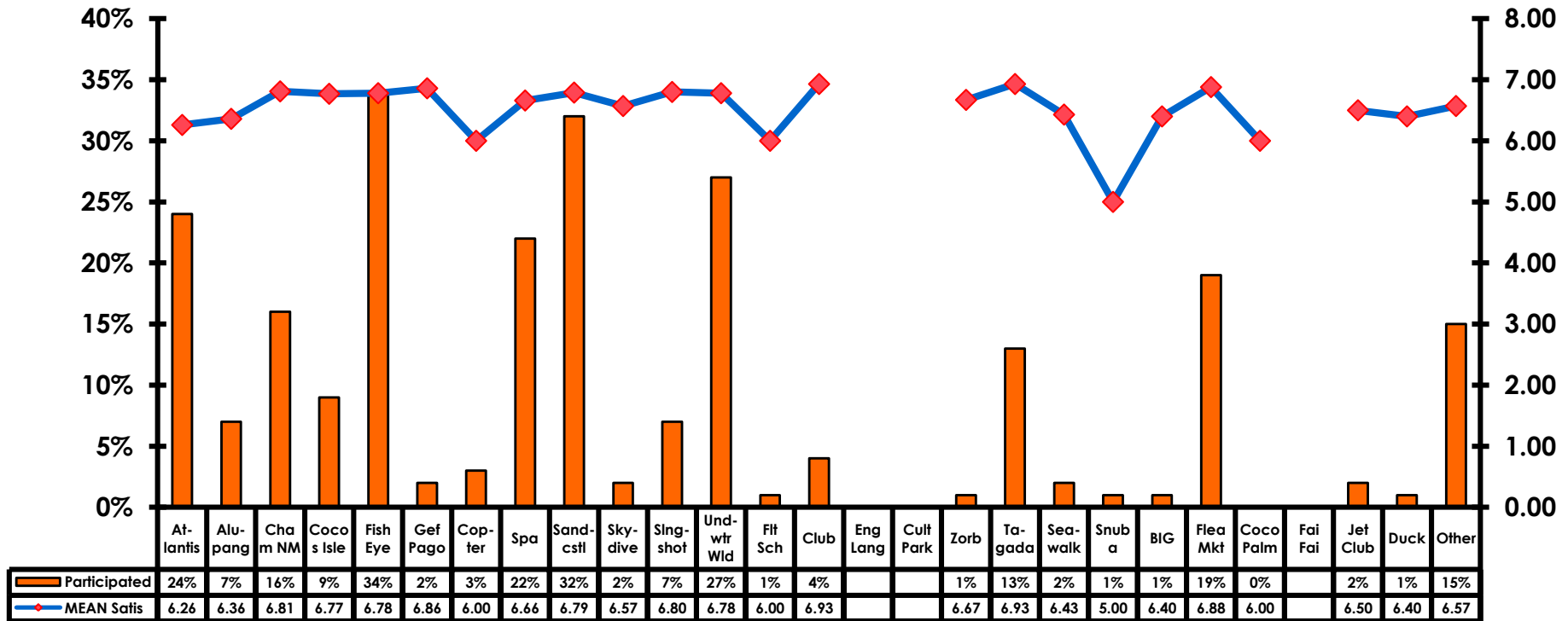
Optional Tour Participation

- Average number of tours participated in is 2.67



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 = 59%	Score of 6 to 7 = 63%
Score of 4 to 5 = 40%	Score of 4 to 5 = 35%
Score 1 to 3 = 2%	Score 1 to 3 = 3%
MEAN = 5.56	MEAN = 5.64

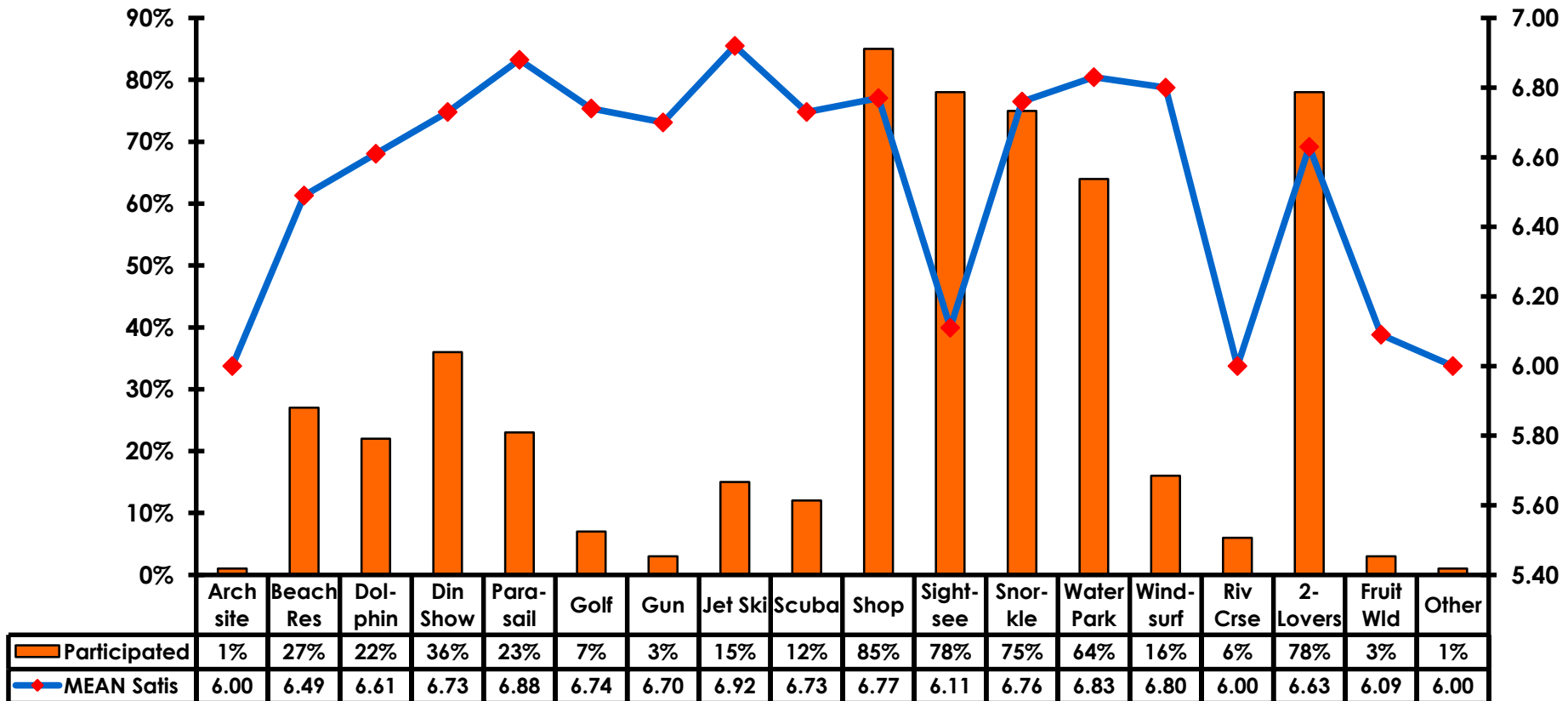
Night Tours Satisfaction

7pt Rating Scale

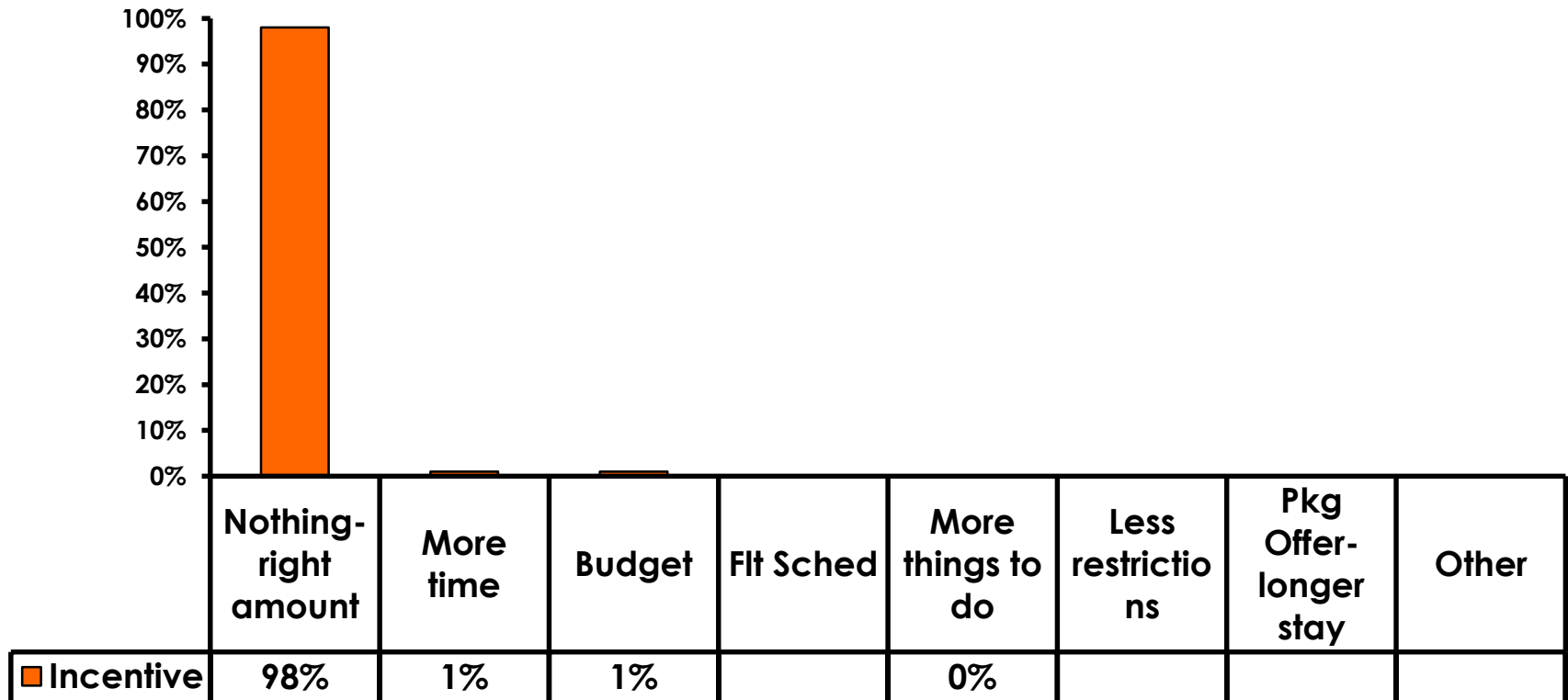
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 44%	Score of 6 to 7 = 43%
Score of 4 to 5 = 52%	Score of 4 to 5 = 51%
Score 1 to 3 = 4%	Score 1 to 3 = 5%
MEAN = 5.23	MEAN = 5.22

Satisfaction with Other Activities



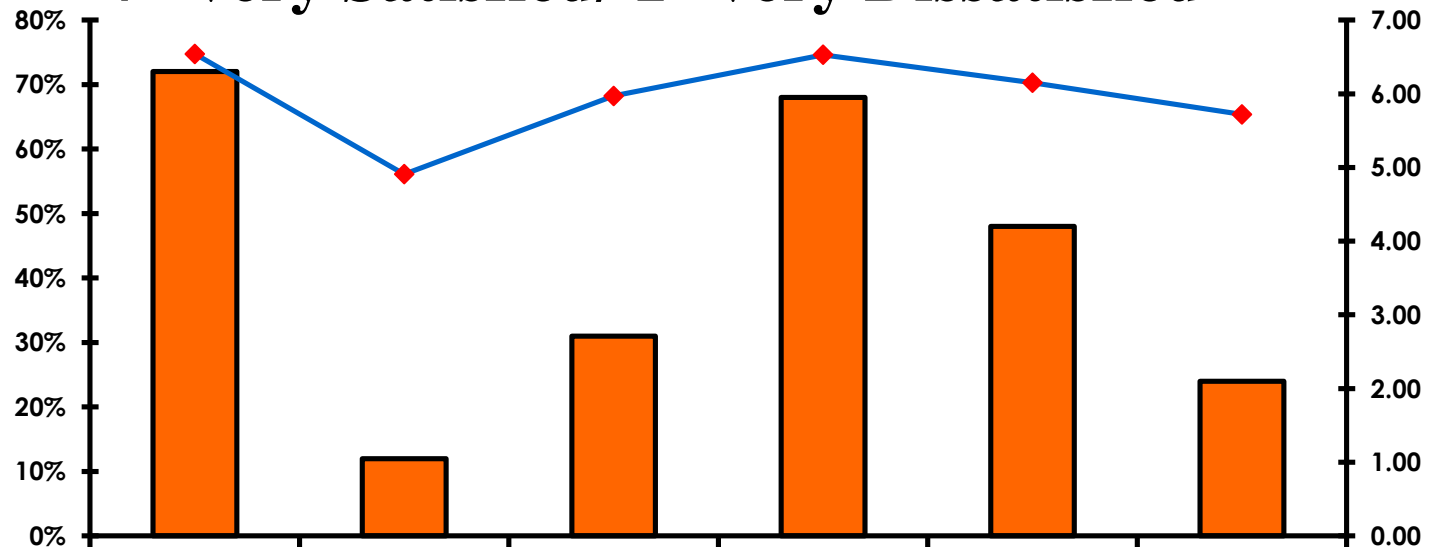
What would it take to make you want to stay an extra day in Guam?





On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

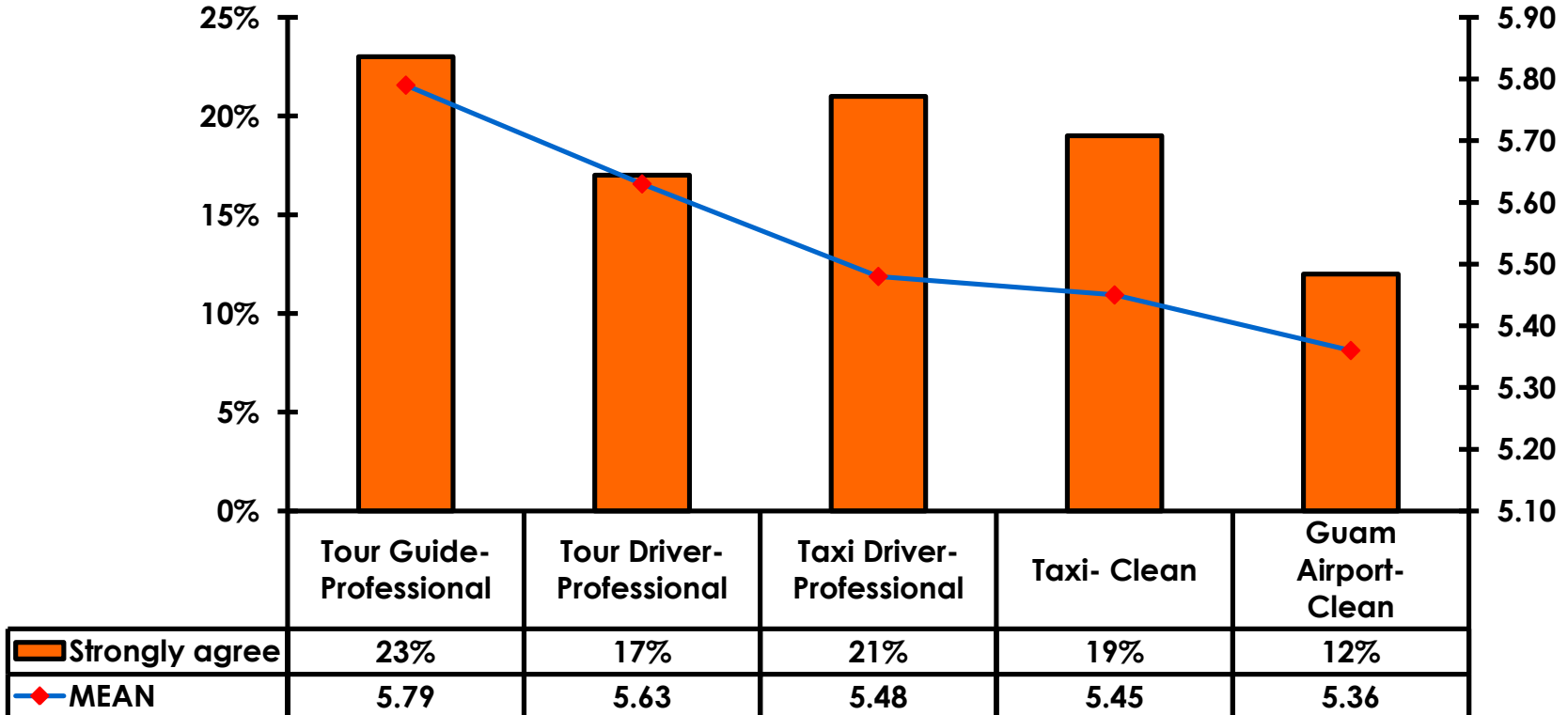


 Strongly agree	72%	12%	31%	68%	48%	24%
 MEAN	6.54	4.91	5.97	6.53	6.15	5.72

On-Island Perceptions

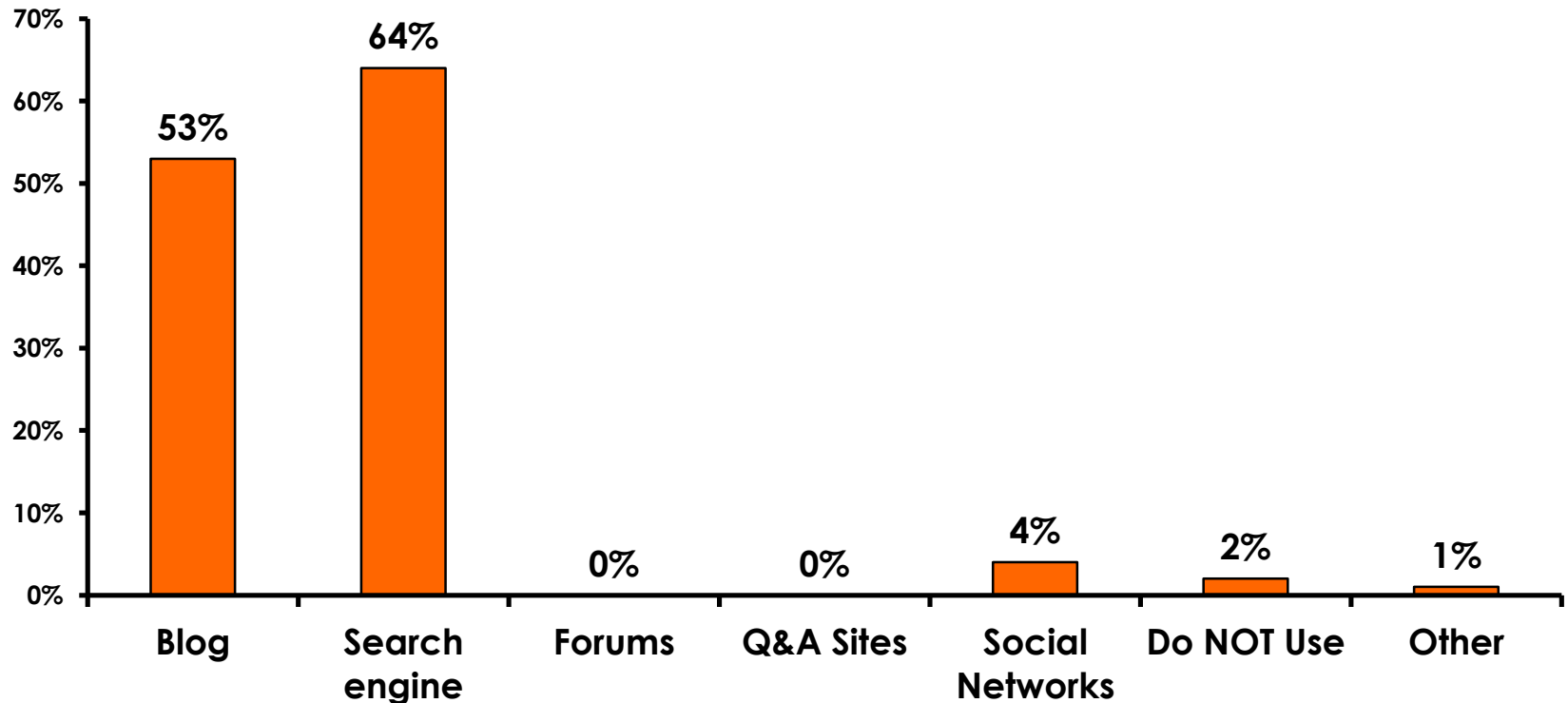
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



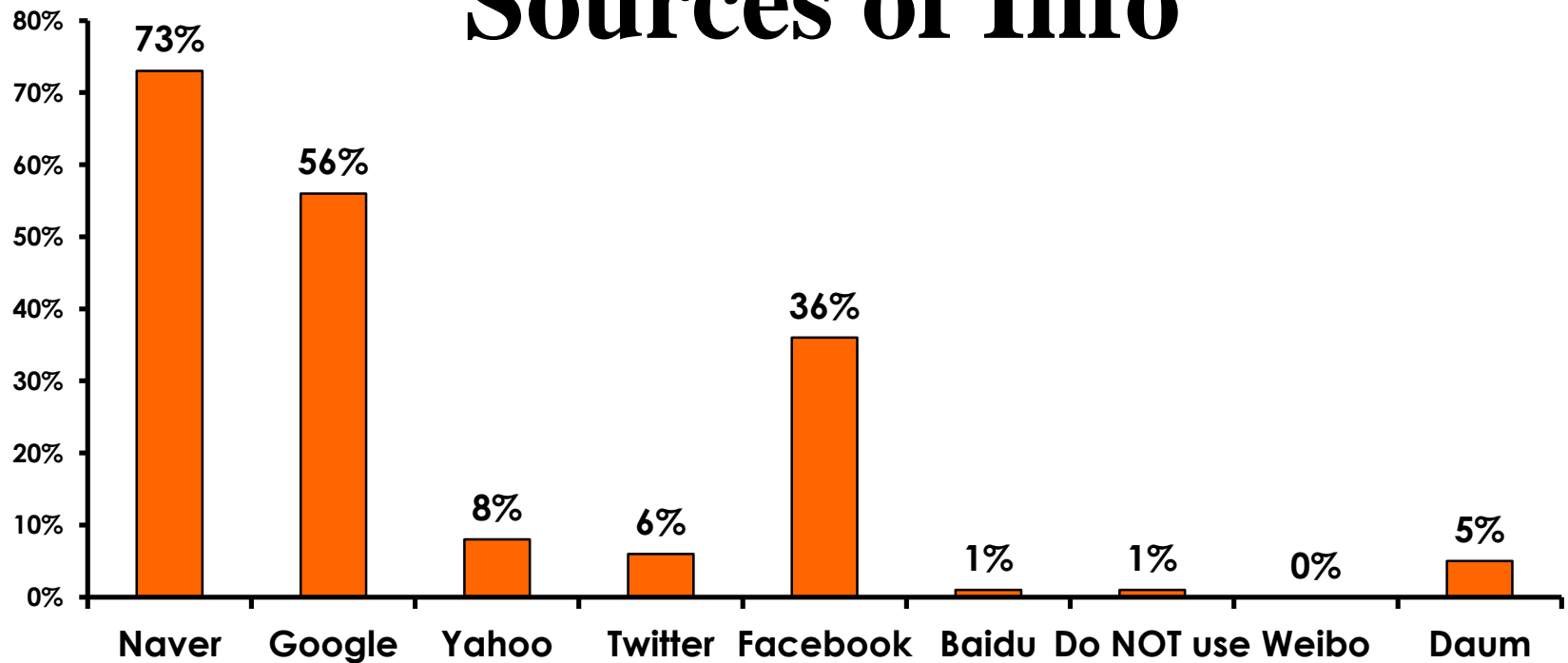
SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

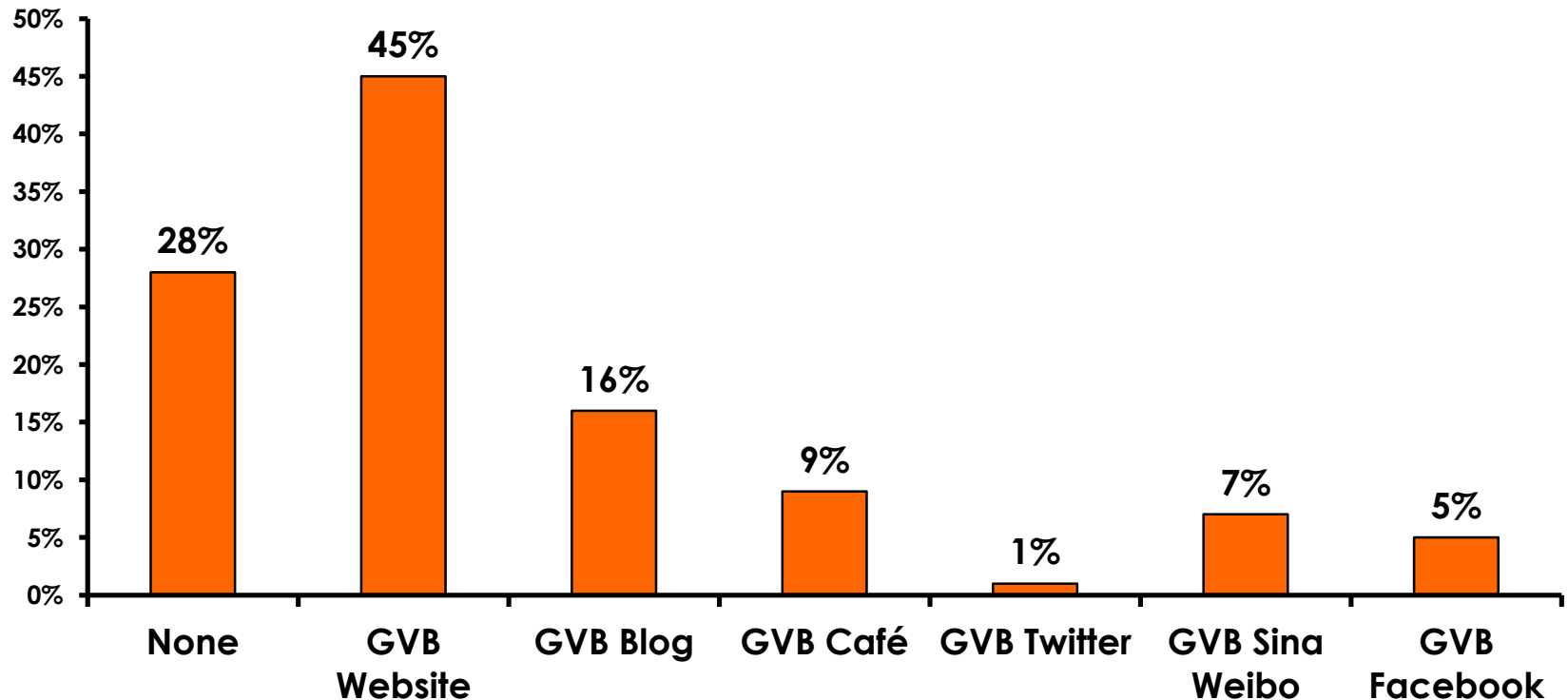


Internet- Things To Do

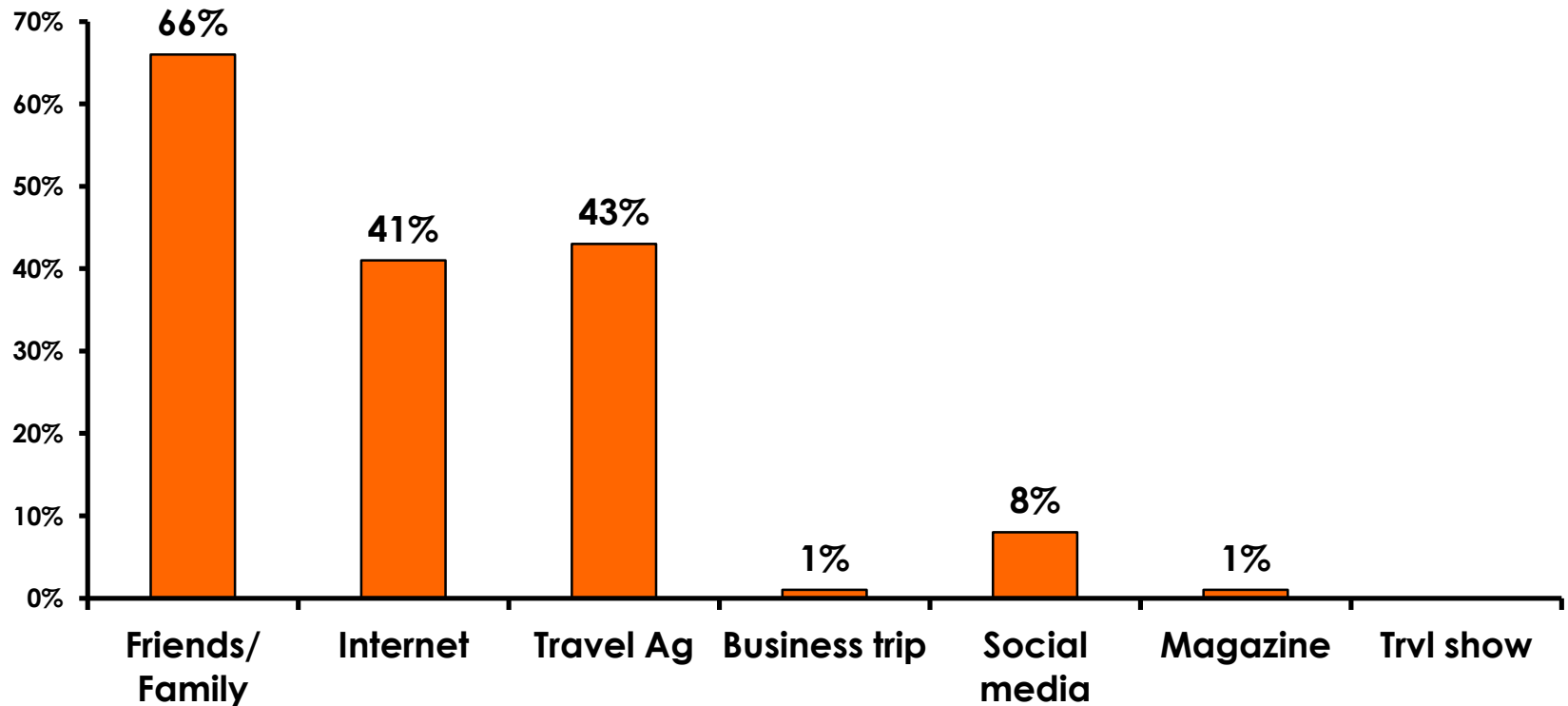
Sources of Info



Internet- GVB Sources

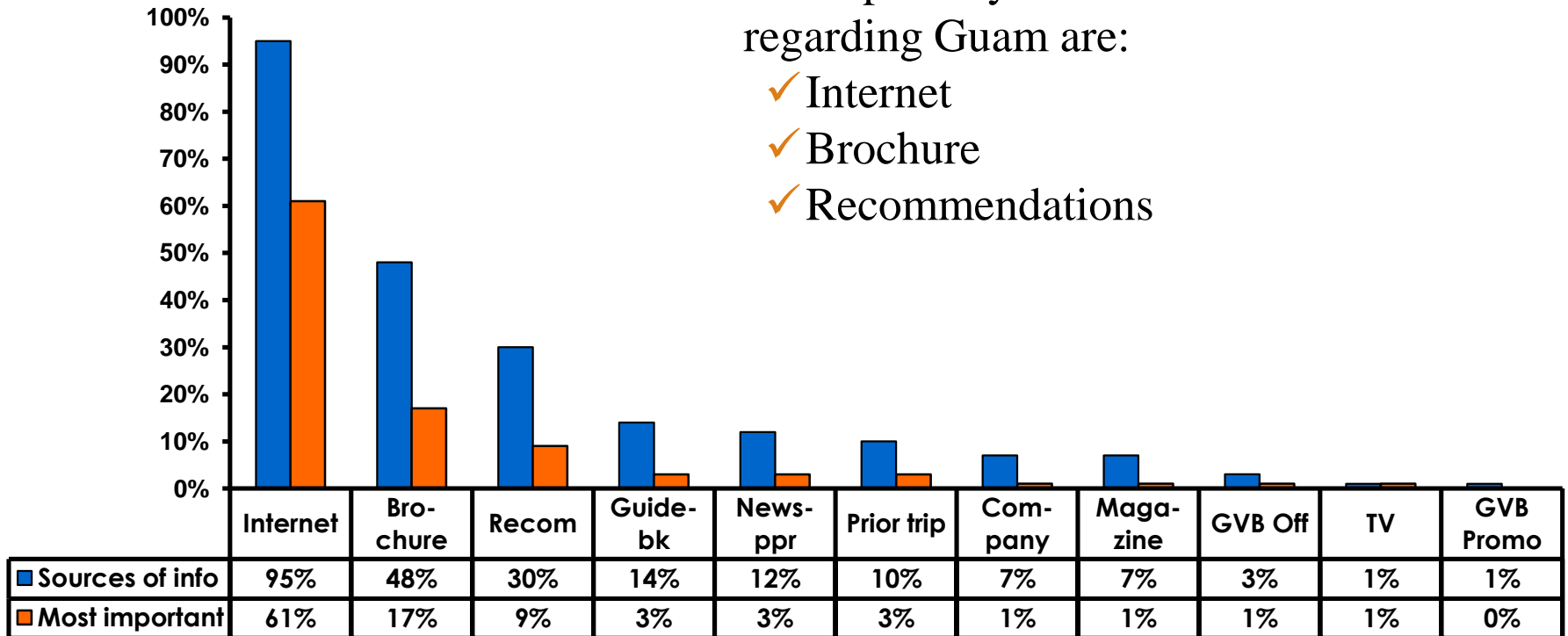


Travel Motivation- Info Sources



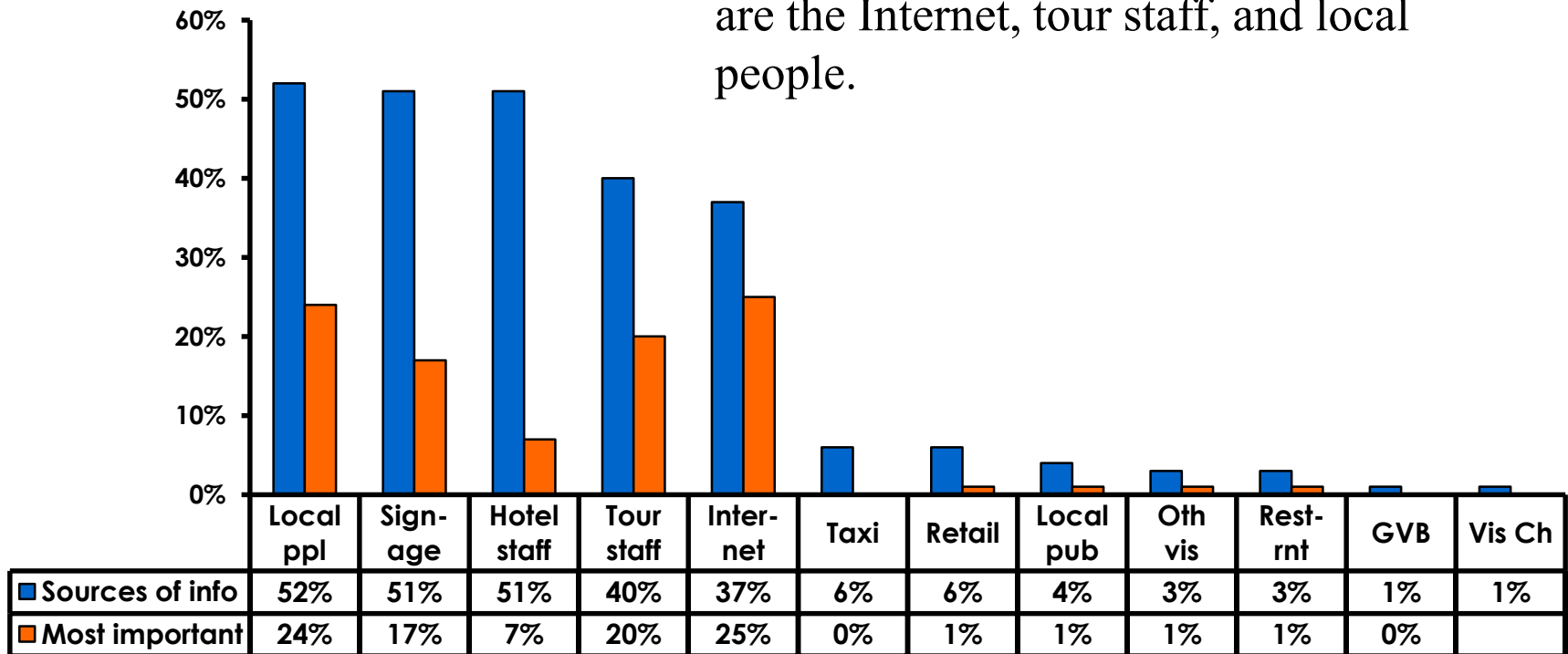
Sources of Information Pre-arrival

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



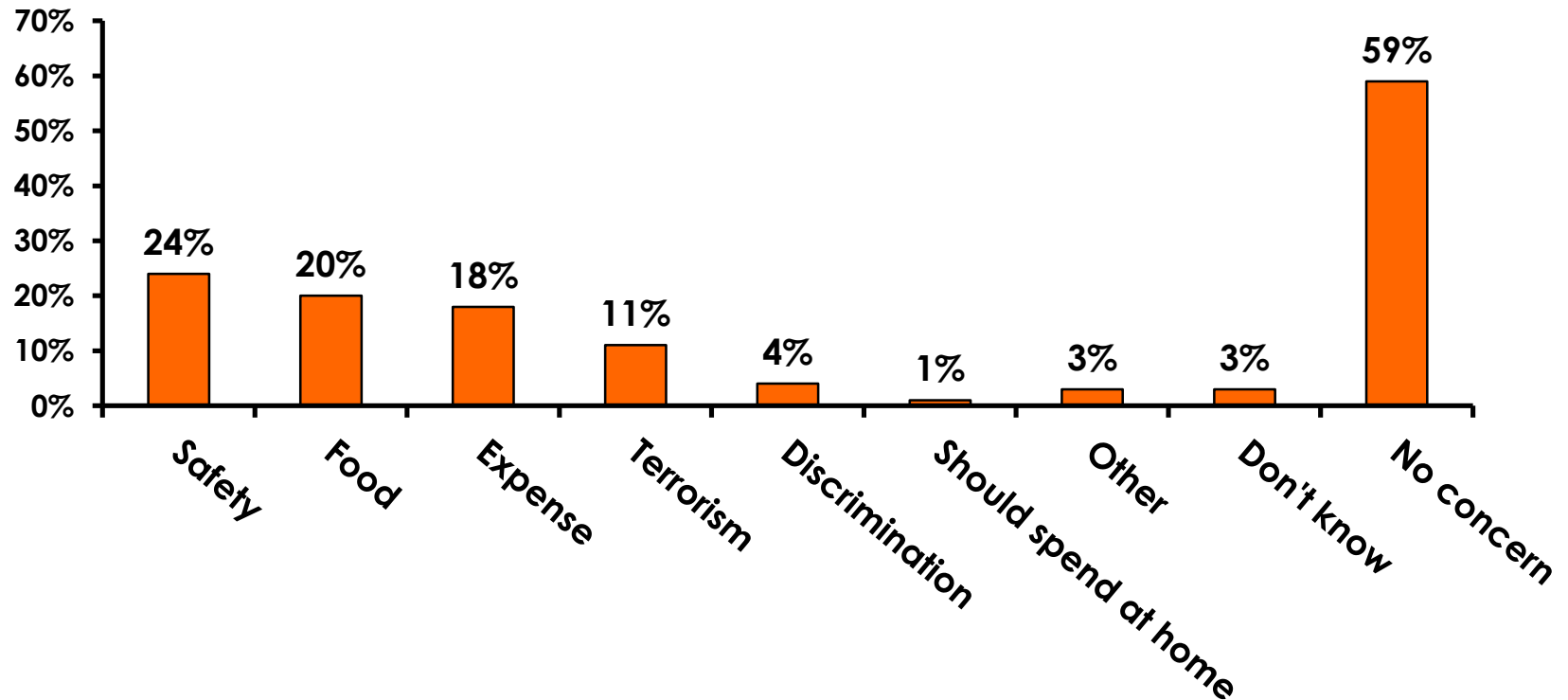
Sources of Information Post-arrival

- The primary local source of information are the Internet, tour staff, and local people.



SECTION 6 **OTHER ISSUES**

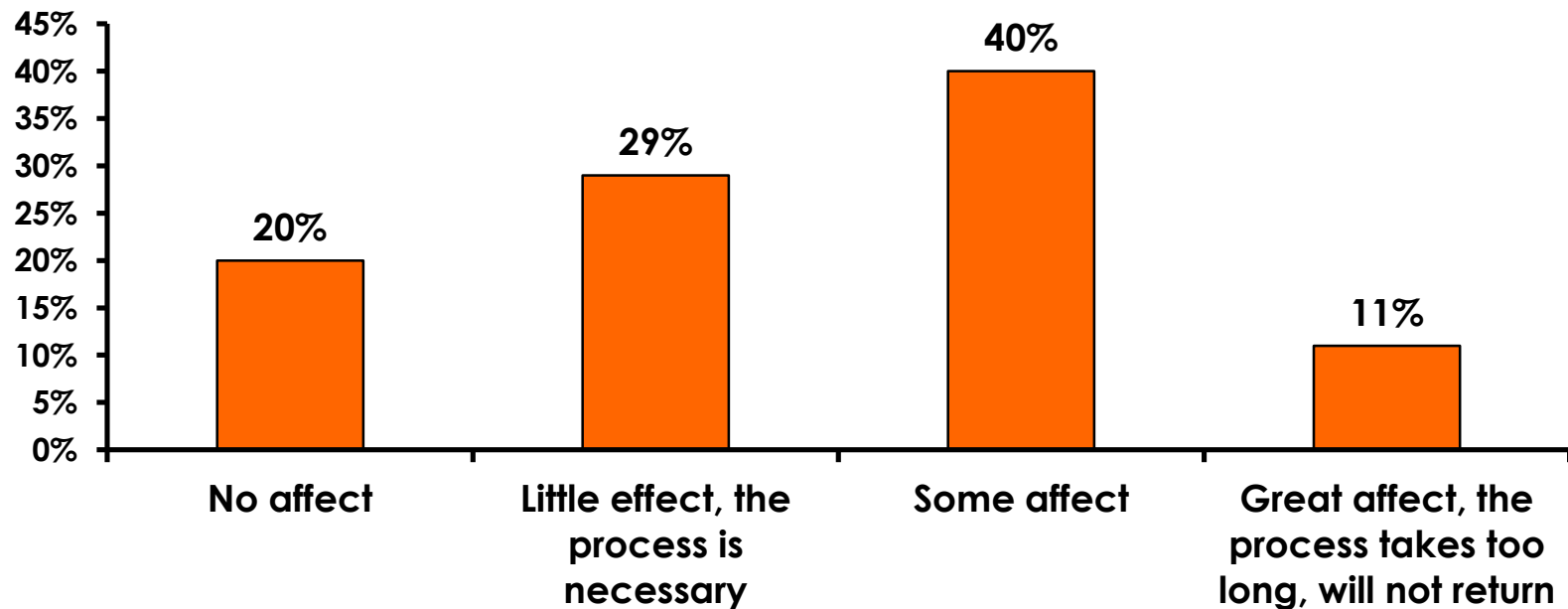
Concerns about travel outside of Korea - Overall



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 No concerns	59%		58%	60%	56%	100%	40%	55%	68%	68%	59%	32%	
Safety	24%		23%	24%	22%		30%	32%	22%	24%	20%	34%	50%
Food	20%		20%	20%	22%		20%	18%	12%	20%	23%	29%	100%
Expense	18%		24%	15%	11%		20%	36%	10%	21%	19%	22%	
Terrorism	11%		11%	10%	22%			14%	7%	11%	5%	25%	
Discrimination against Koreans	4%		2%	4%	22%			9%	7%	1%	1%	12%	
Other	3%		5%	3%			10%		2%	1%	5%	5%	
Don't know	3%		2%	3%					2%	1%	1%	5%	
Should spend at home	1%		3%	0%			10%			1%	3%		
Total	Count	348	109	230	9	1	10	22	41	95	74	59	2

Security Screening/ Immigration Process at Guam International Airport



Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree

