

Guam Visitors Bureau

Japan Visitor Tracker Exit Profile & Market Segmentation Report

FY2017

QTR.1 (OCTOBER – DECEMBER 2016)

Prepared by: Anthology Research

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Background and Methodology

- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, Anthology's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **1,052** departing Japanese 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 **1,052** is +/- 3.02 percentage points with a 95% confidence level. That is, if all Japanese 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 +/- 3.02 percentage points.

Objectives

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

Key Highlighted Segments

- **The specific objectives were:**
 - To determine the relative size and expenditure behavior of the following market segments:
 - Families (Q6)
 - Office Lady/ Salary Woman (Gender/ Q25 Office worker- non-managerial)
 - Group Tour (Q7)
 - MICE (Q5A Convention/ Conference/ Trade Show/ Company sponsored)
 - Silver (QF Age 60+)
 - Wedding (Q5A)
 - Repeat Visitor (Q3A)
 - To identify the most significant factors affecting overall visitor satisfaction.
 - To identify (for all Japan visitors) the most important determinants of on-island spending

Key Highlighted Segments

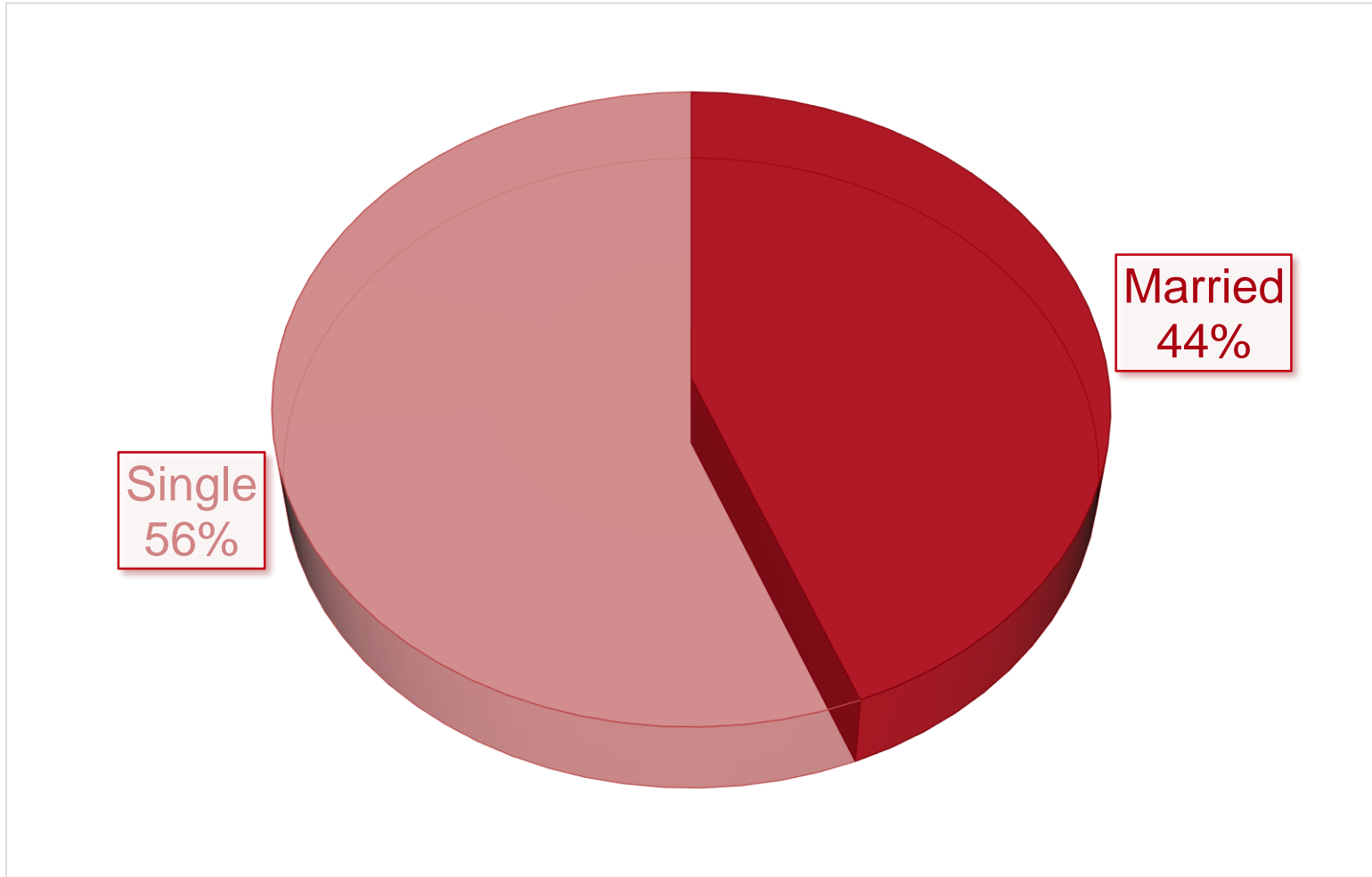


	QTR1 (Oct17- Dec17)	QTR2 (Jan17- Mar17)	QTR3 (Apr17- Jun17)	QTR4 (Jul17- Sept17)
Family	41%			
Repeat	41%			
Office Lady	11%			
Wedding	6%			
Silver	5%			
Group	3%			
MICE	4%			

SECTION 1

PROFILE OF RESPONDENTS

Marital Status



Marital status – FY2017 Tracking



Marital status – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

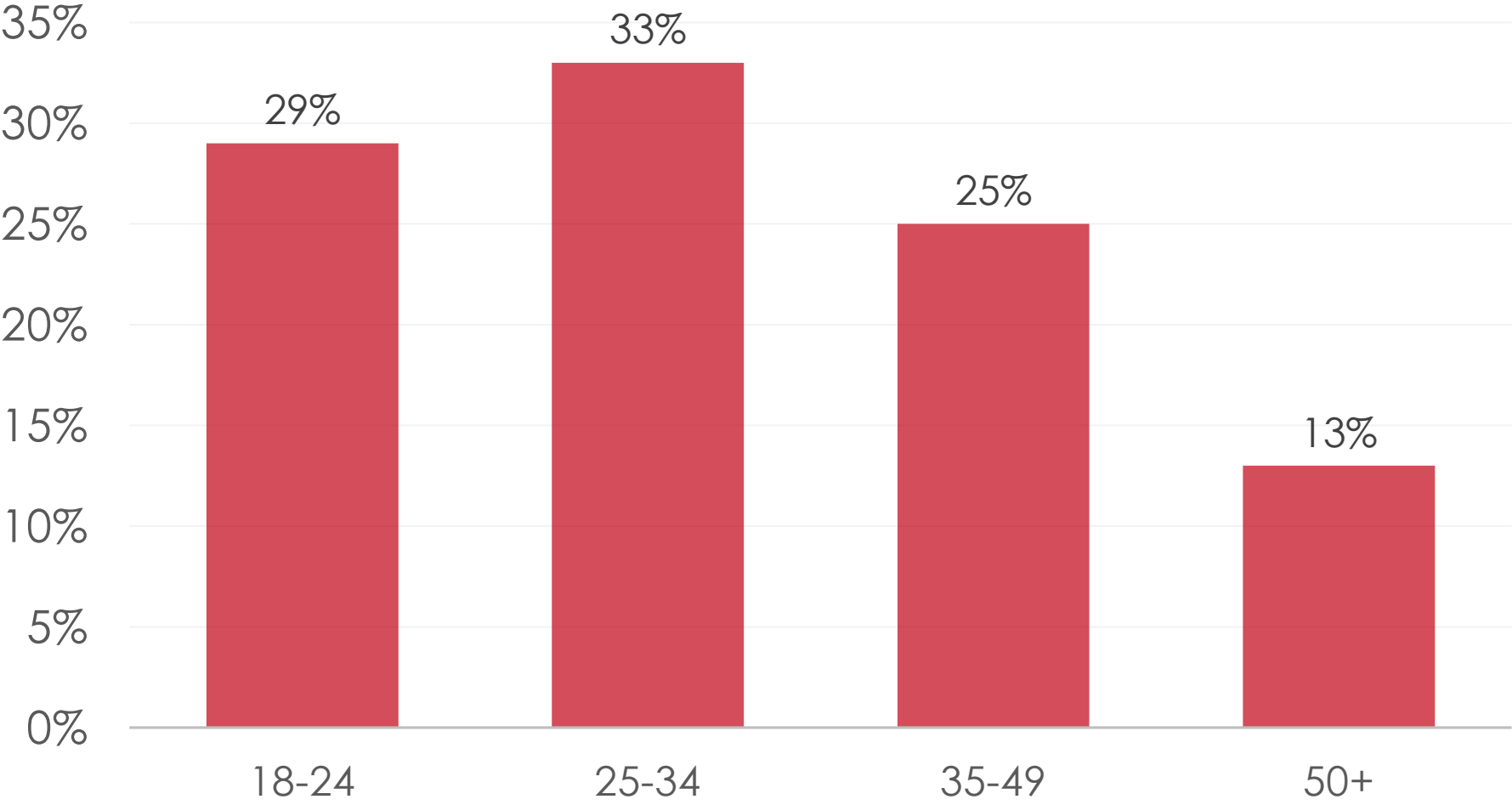
QE Are you married or single?

		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
QE	Married	44%	85%	20%	41%	92%	67%	59%	48%
	Single	56%	15%	80%	59%	8%	33%	41%	53%
	Total	1049	428	119	32	50	60	433	40

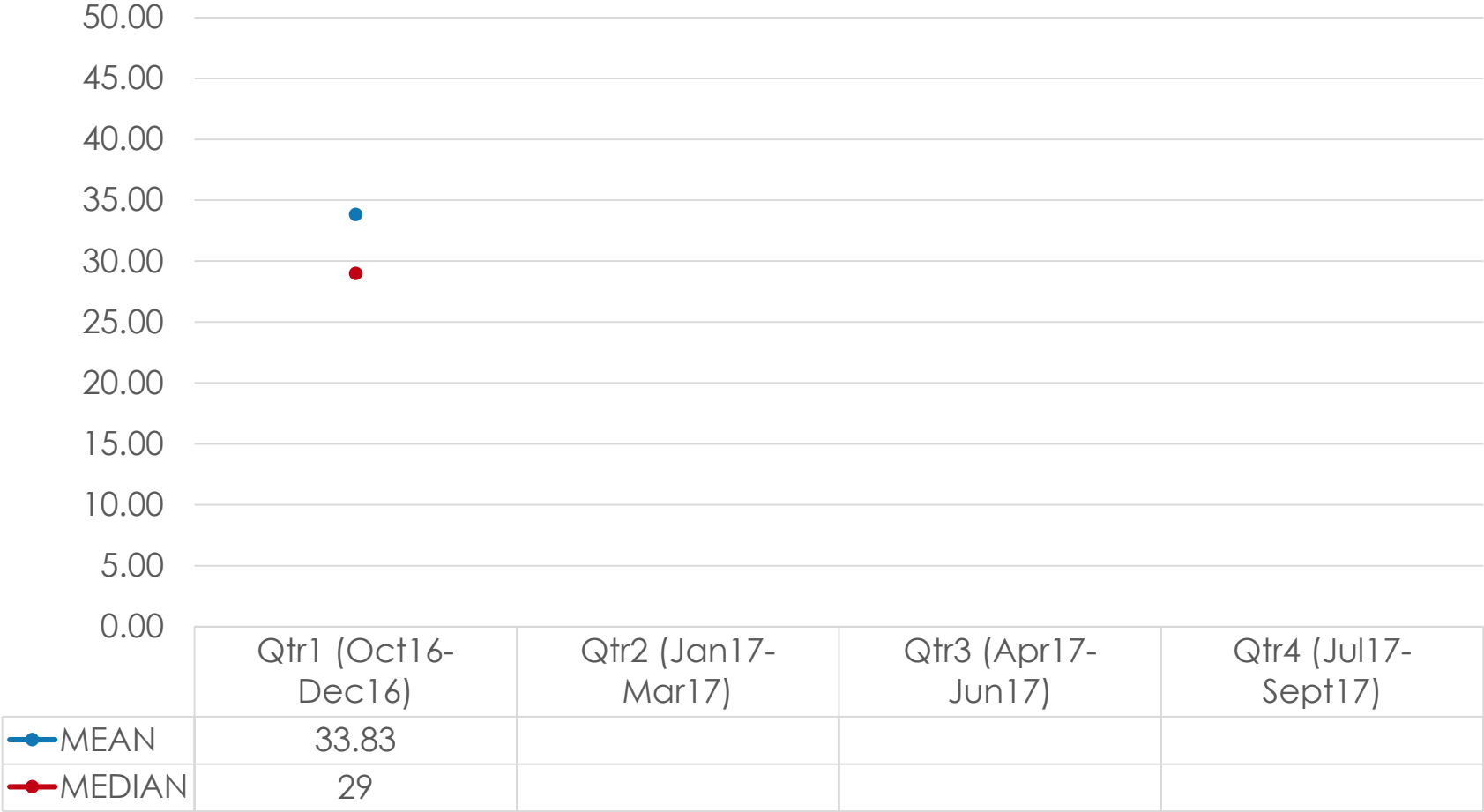
Prepared by QMark Research

Age

MEAN = 33.83
MEDIAN = 29



Age – FY2017 Tracking



Age – Key Segments

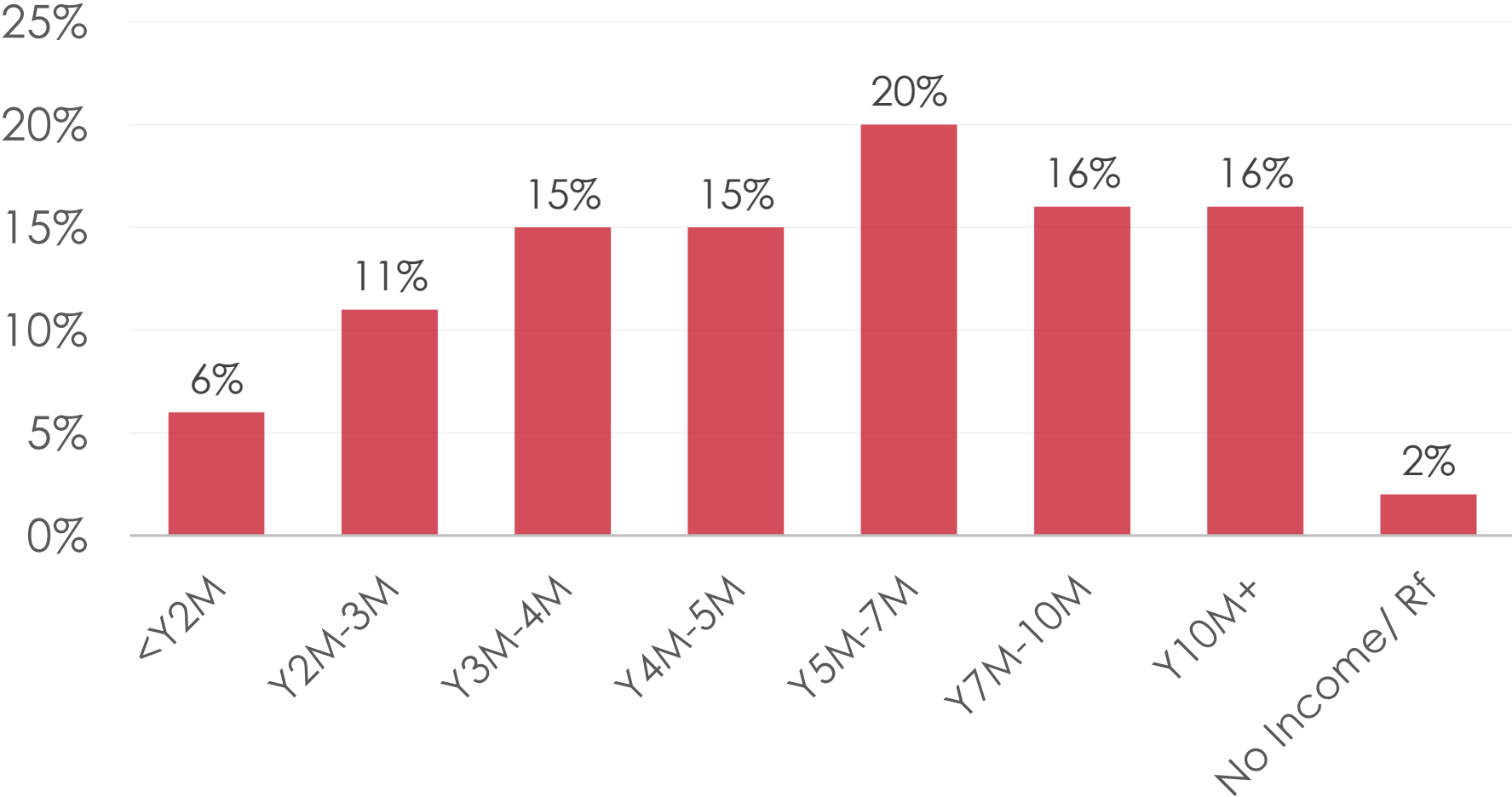
GUAM VISITORS BUREAU - EXIT SURVEY

QF And what was your age on your last birthday?

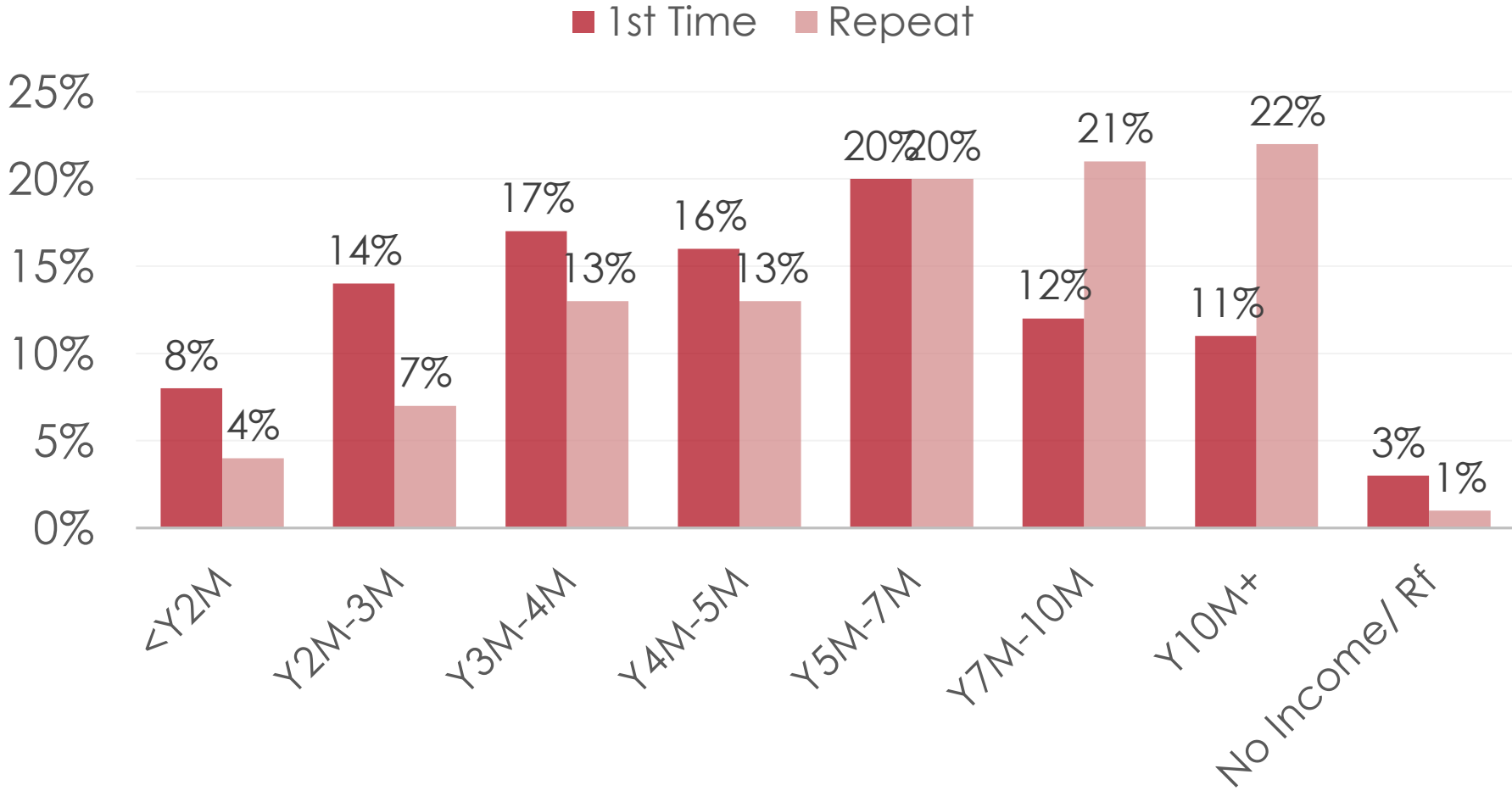
		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
QF	18-24	29%	7%	24%	22%		7%	14%	13%
	24-34	33%	32%	46%	34%		57%	28%	40%
	35-49	25%	40%	24%	34%		12%	39%	28%
	50+	13%	21%	5%	9%	100%	25%	20%	20%
	Total	1042	425	119	32	50	60	431	40
QF	Mean	33.83	39.79	31.39	35.34	64.70	38.15	38.83	37.05
	Median	29	40	28	32	65	32	39	33

Prepared by QMark Research

Annual Household Income



Annual Household Income



Annual Household Income – Key Segments

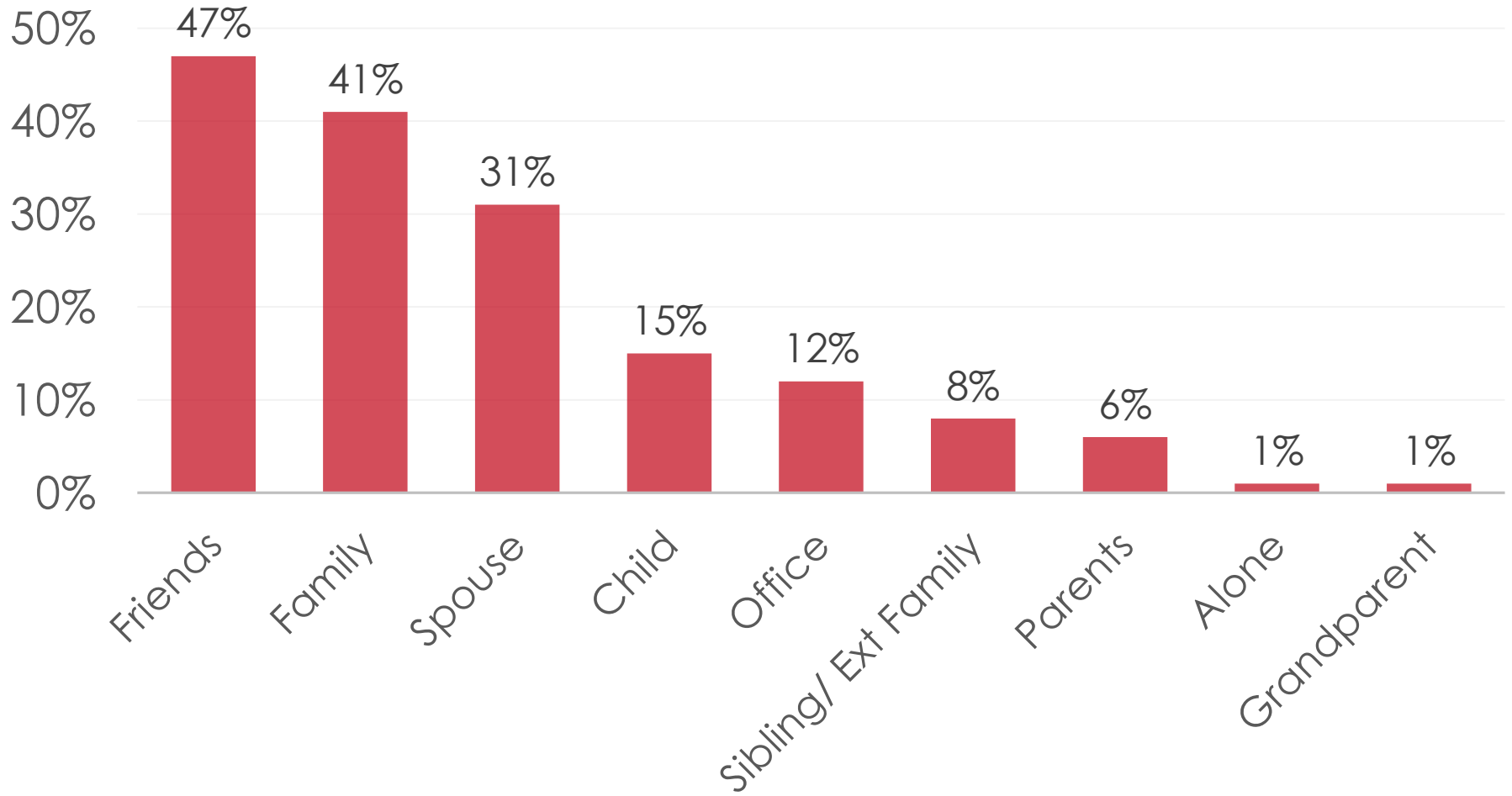
GUAM VISITORS BUREAU - EXIT SURVEY

Q26 What is your approximate annual household income before taxes?

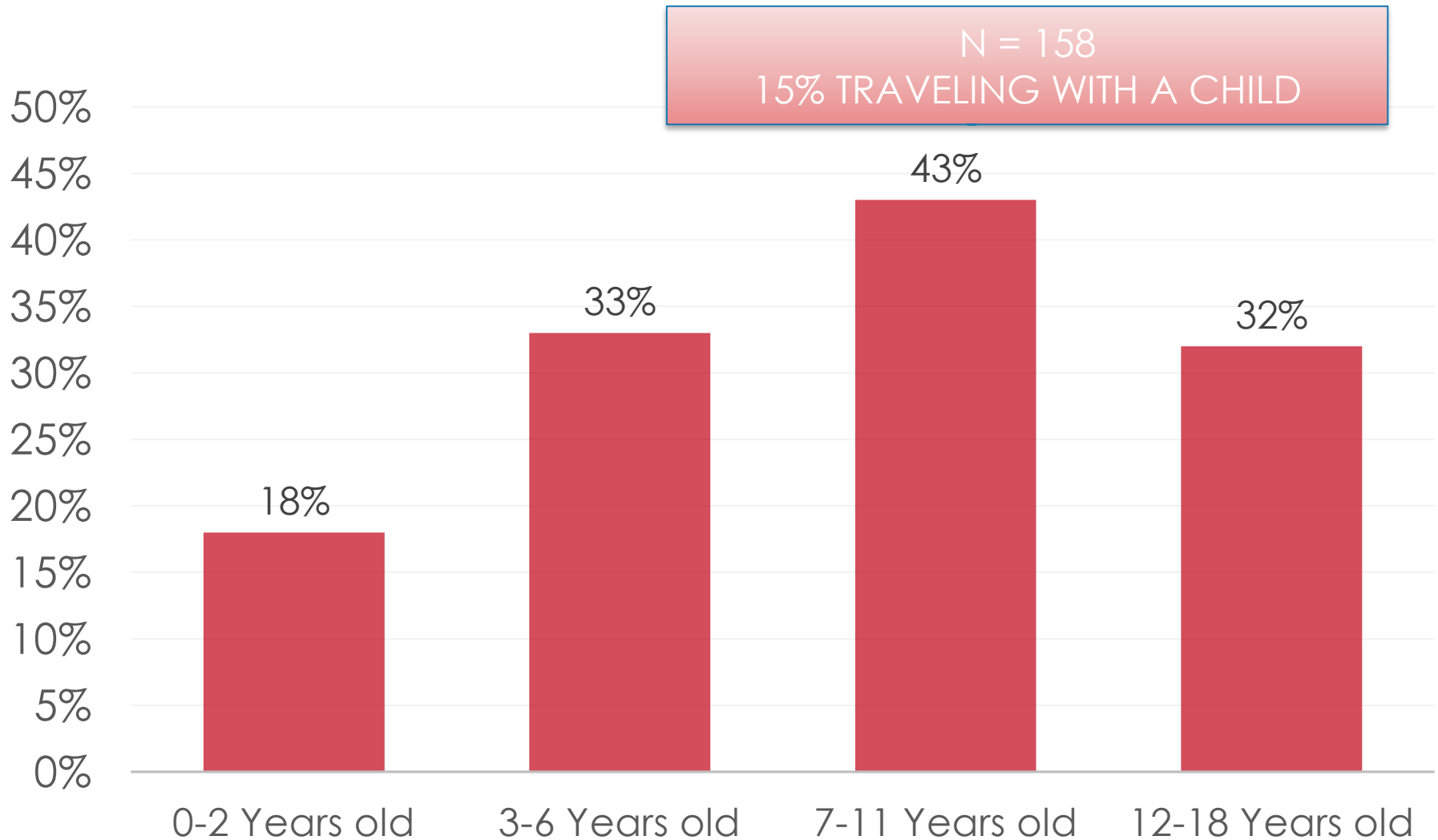
	TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
	-	-	-	-	-	-	-	-
Q26 <Y2.0 million	6%	2%	8%	12%	2%	4%	4%	3%
Y2.0M-Y3.0M	11%	5%	24%	4%	11%	11%	7%	3%
Y3.0M-Y4.0M	15%	11%	21%	24%	16%	17%	13%	25%
Y4.0M-Y5.0M	15%	13%	8%	4%	16%	21%	13%	17%
Y5.0M-Y7.0M	20%	26%	16%	36%	27%	15%	20%	25%
Y7.0M-Y10.0M	16%	23%	13%	8%	11%	17%	21%	6%
Y10.0M+	16%	21%	10%	12%	14%	15%	22%	22%
No Income	2%	0%			2%		1%	
Total	921	391	106	25	44	53	390	36

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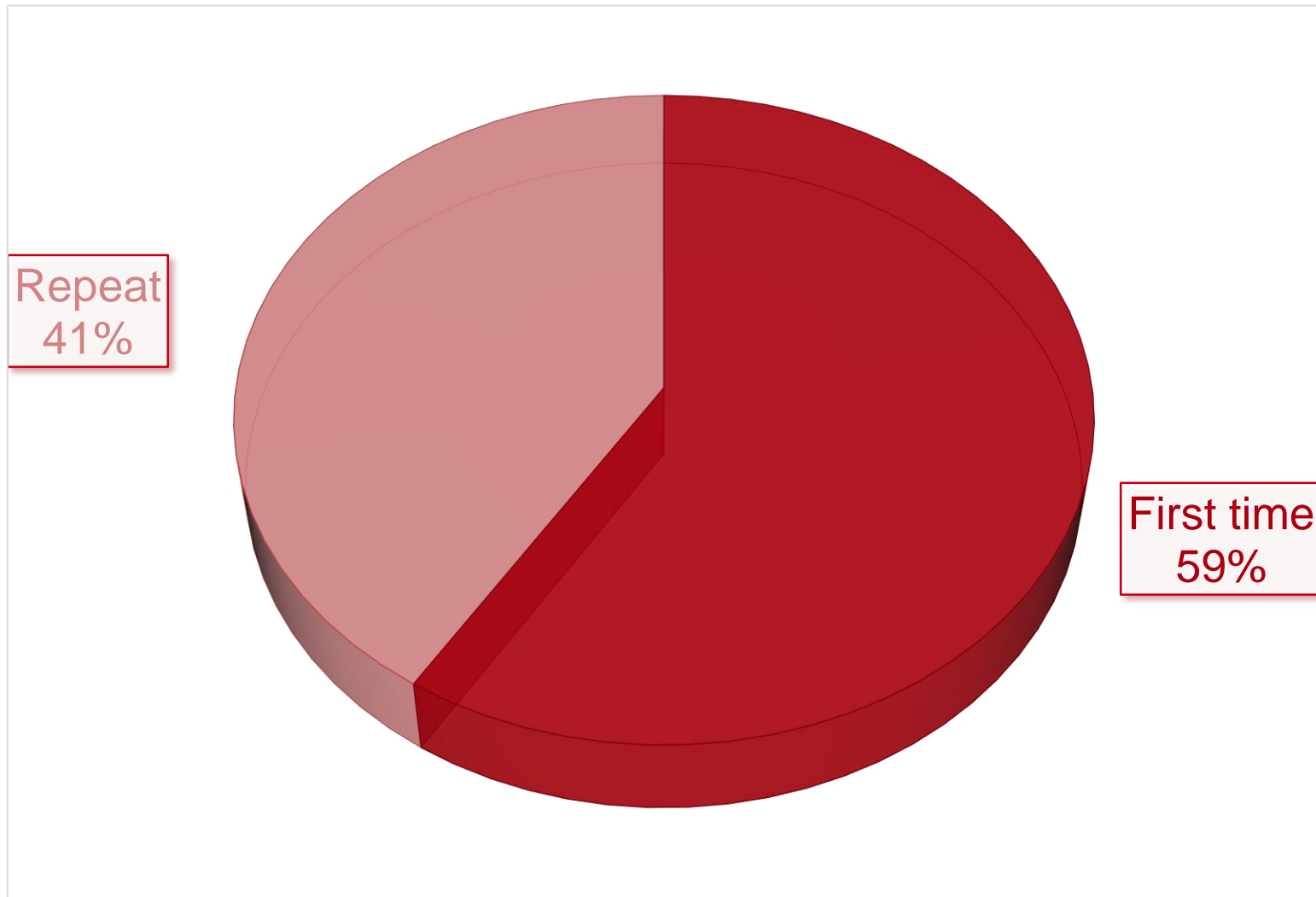
Travel Party



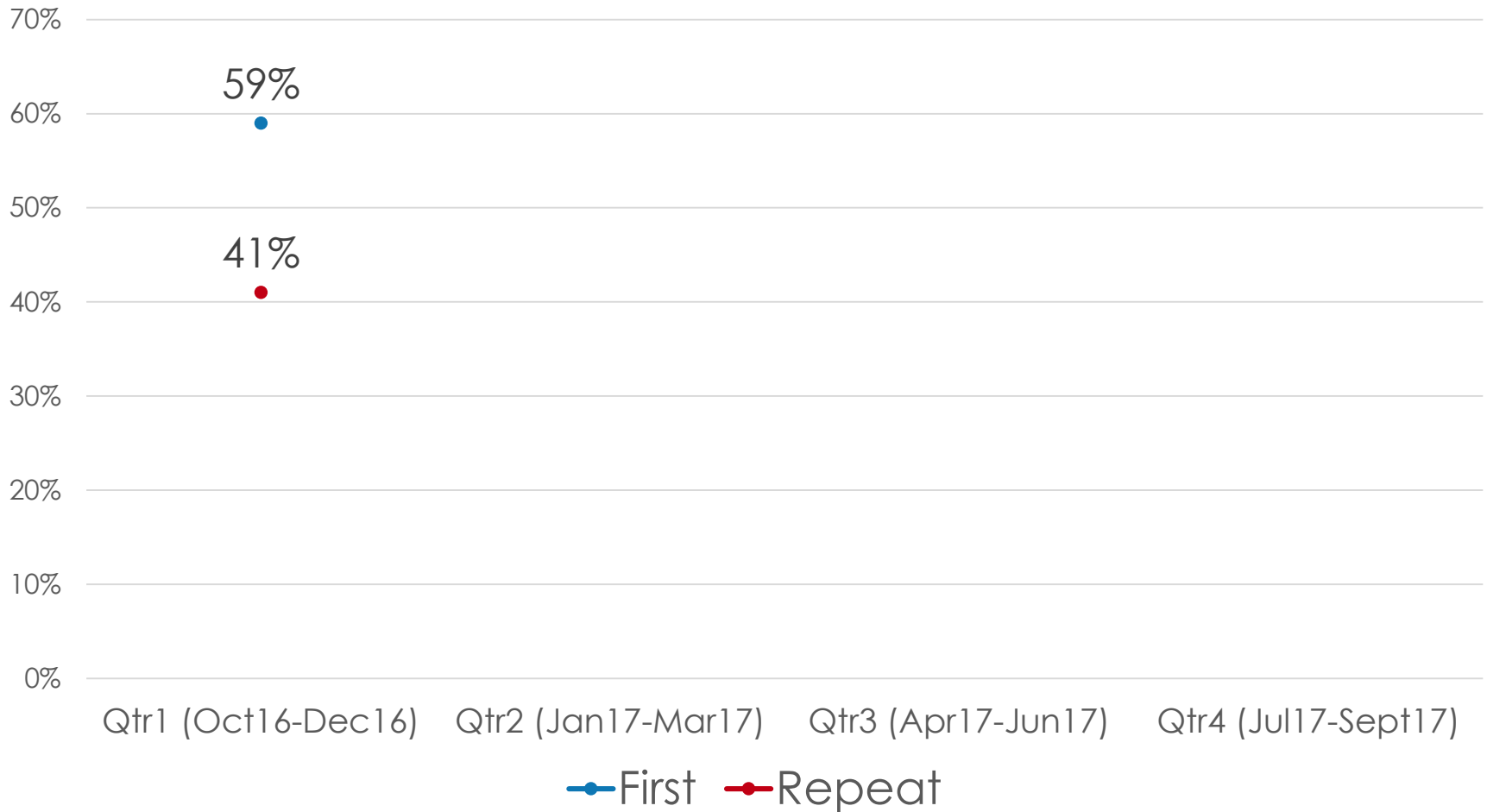
Travel Party - Children



Trips to Guam



Trips to Guam – FY2017 Tracking



Trips to Guam – Key Segments

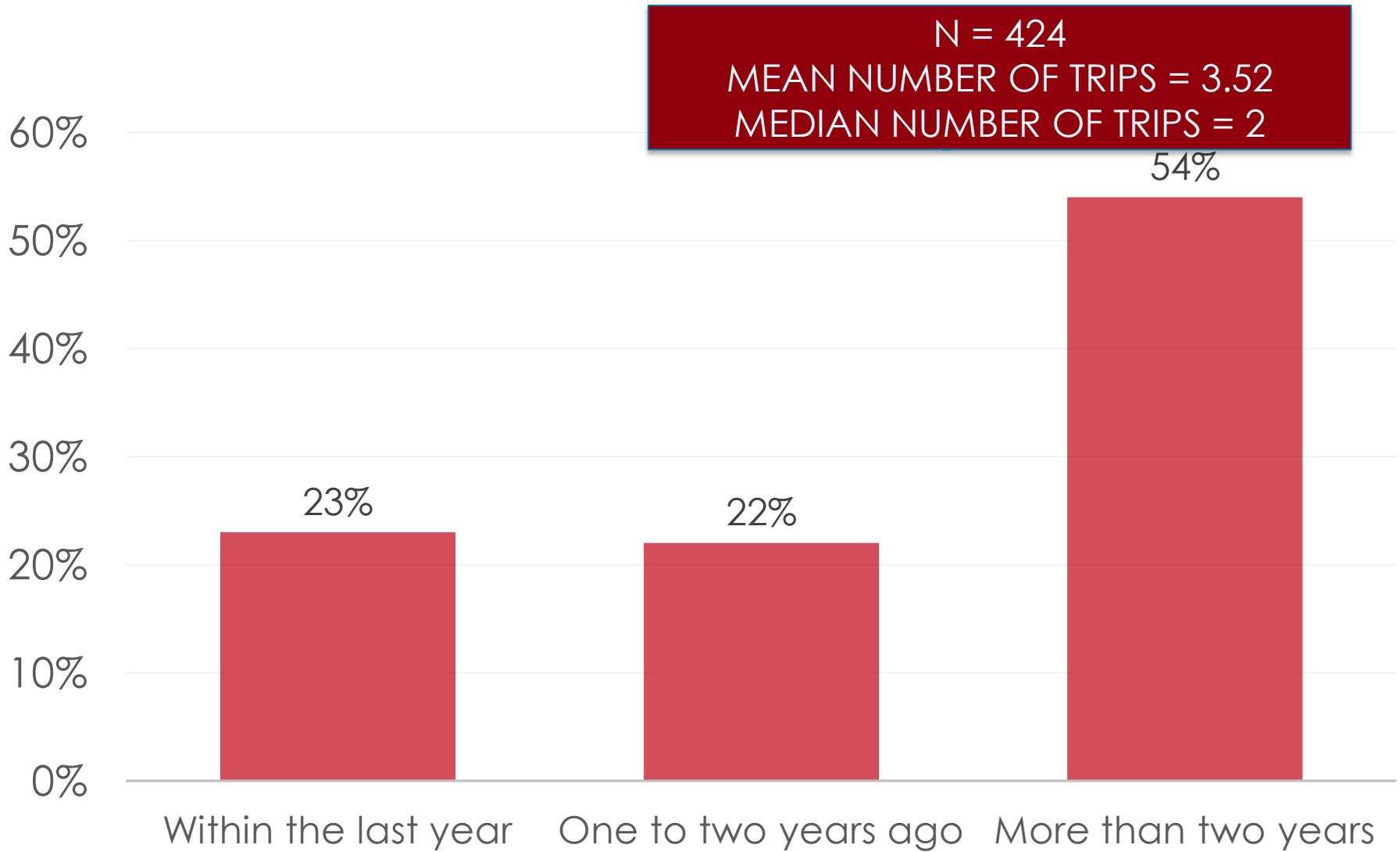
GUAM VISITORS BUREAU - EXIT SURVEY

Q3A Is this your first trip to Guam?

		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
q3a	Yes	59%	47%	58%	47%	40%	78%		40%
	No	41%	53%	42%	53%	60%	22%	100%	60%
	Total	1051	428	120	32	50	60	434	40

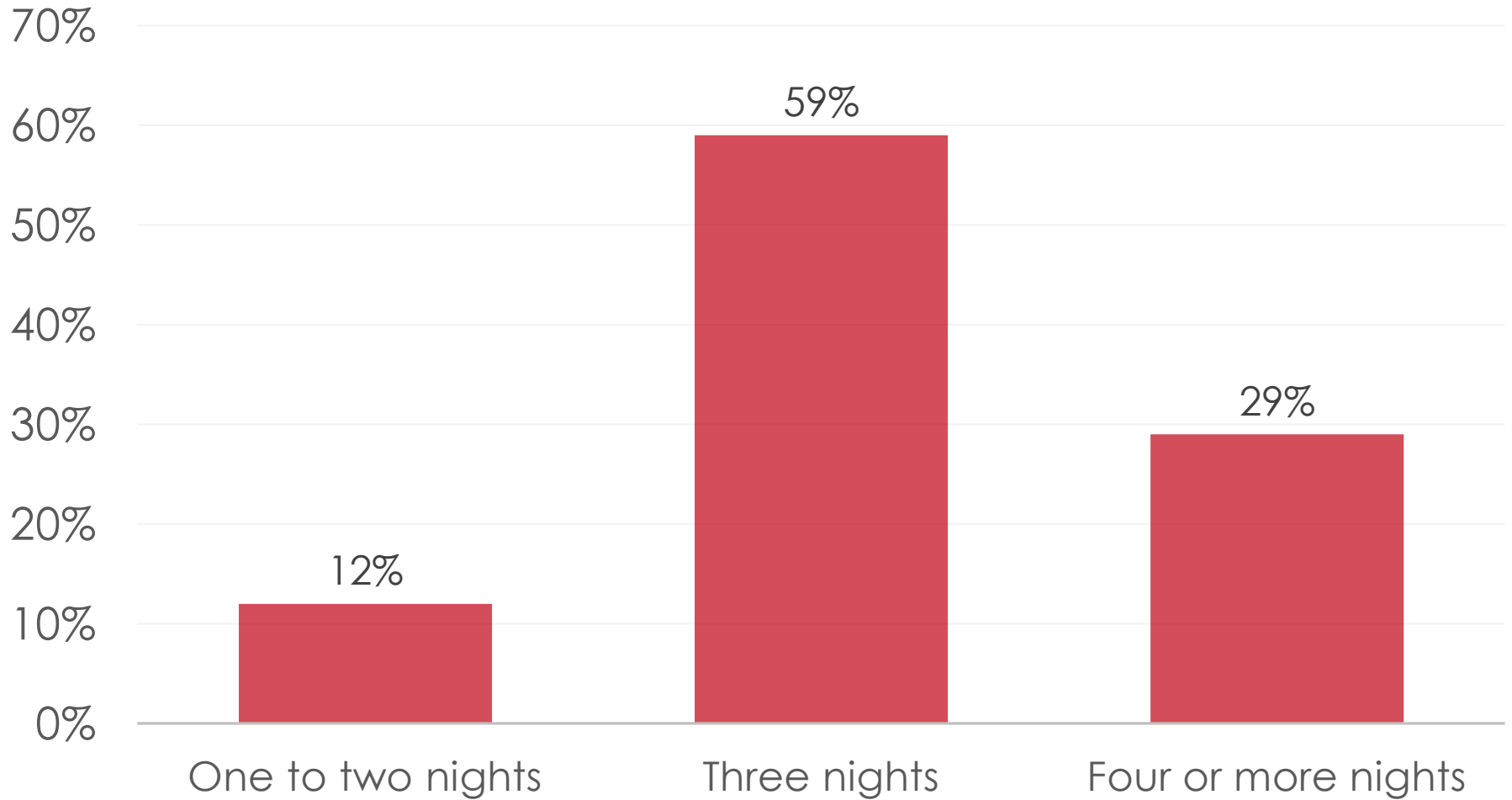
Prepared by QMark Research

Repeat Visitor- Most Recent Trip



Length of Stay

MEAN NUMBER OF NIGHTS = 3.28
MEDIAN NUMBER OF NIGHTS = 3



Length of Stay – FY2017 Tracking



	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	3.28			
MEDIAN	3			

Length of Stay – Key Segments

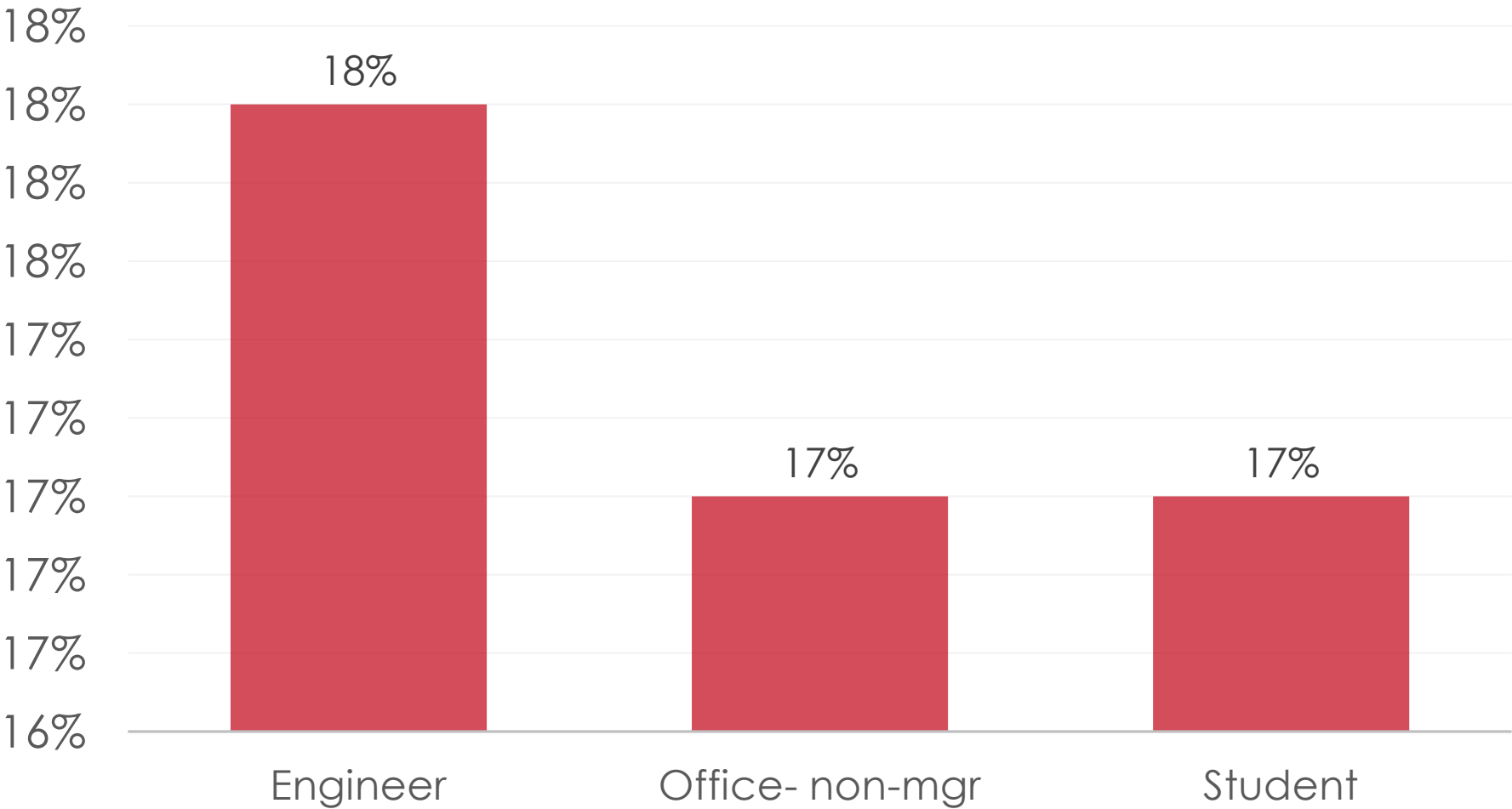
GUAM VISITORS BUREAU - EXIT SURVEY

Q8 How many nights did you stay on Guam?

		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
Q8	1-2	12%	8%	10%	10%	20%	11%	11%	18%
	3	59%	51%	64%	77%	51%	55%	59%	77%
	4+	29%	41%	26%	13%	29%	35%	30%	5%
	Total	994	402	111	31	45	55	414	39
Q8	Mean	3.28	3.50	3.22	3.39	3.22	3.31	3.38	2.90
	Median	3	3	3	3	3	3	3	3

Prepared by QMark Research

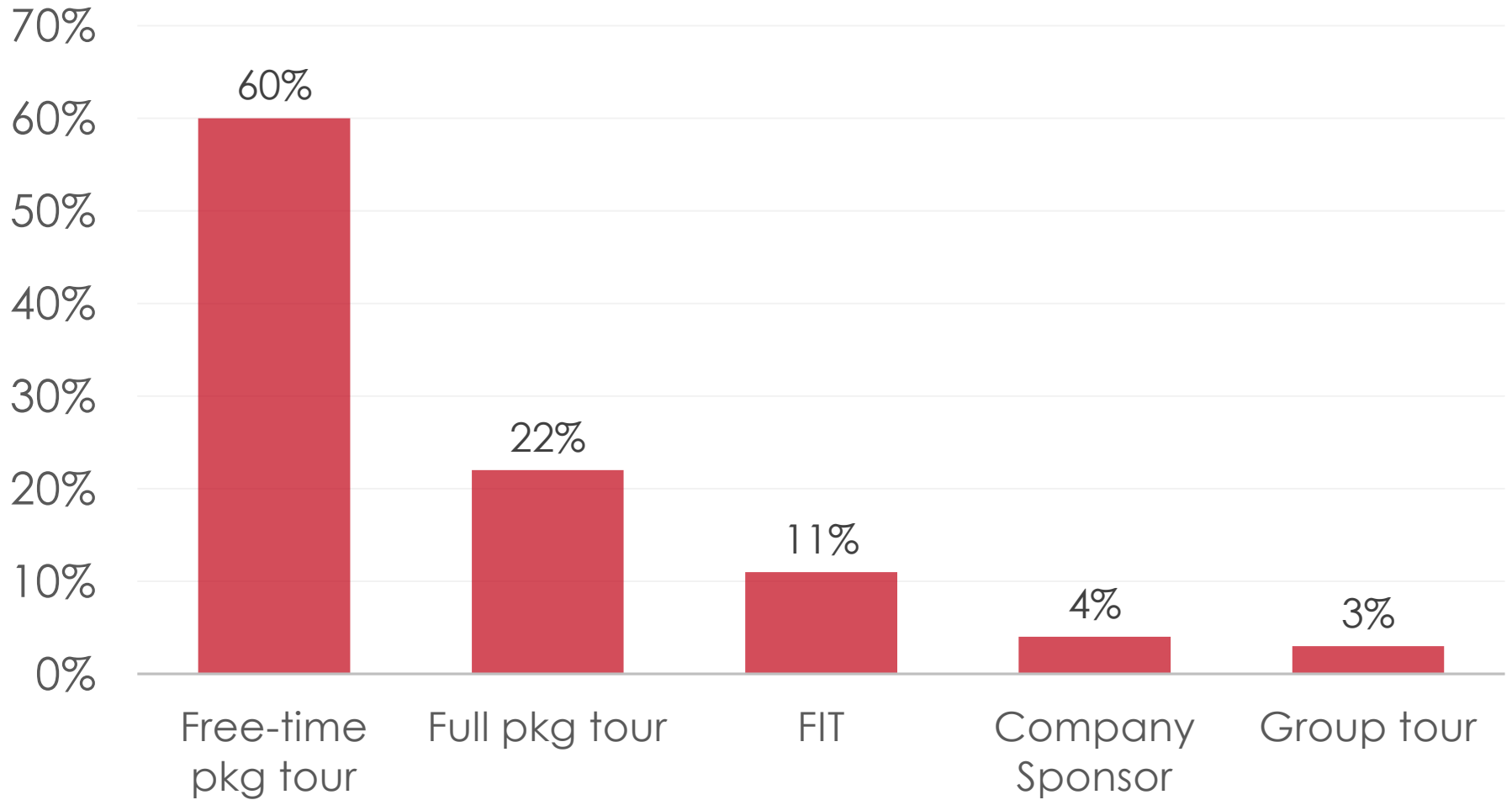
Occupation – Top Responses (10%+)



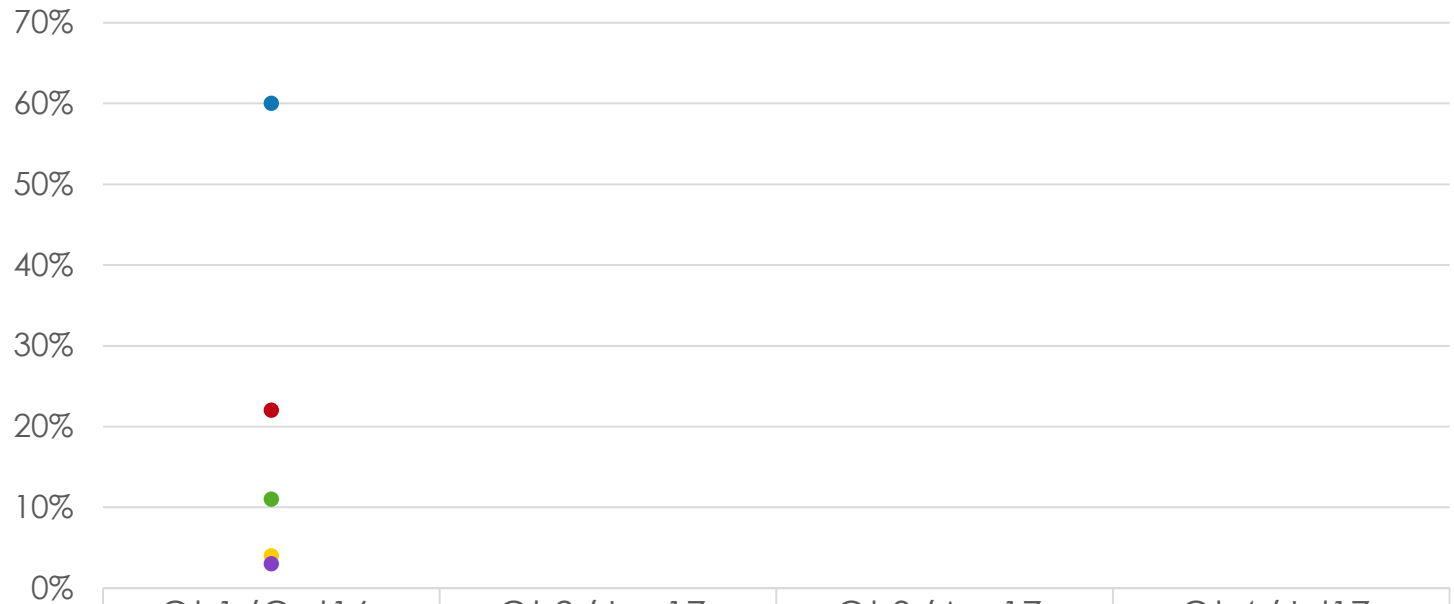
SECTION 2

TRAVEL PLANNING

Travel Planning



Travel Planning – FY2017 Tracking



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
Free-time pkg tour	60%			
Full pkg tour	22%			
FIT	11%			
Company	4%			
Group	3%			

Travel Planning – Key Segments

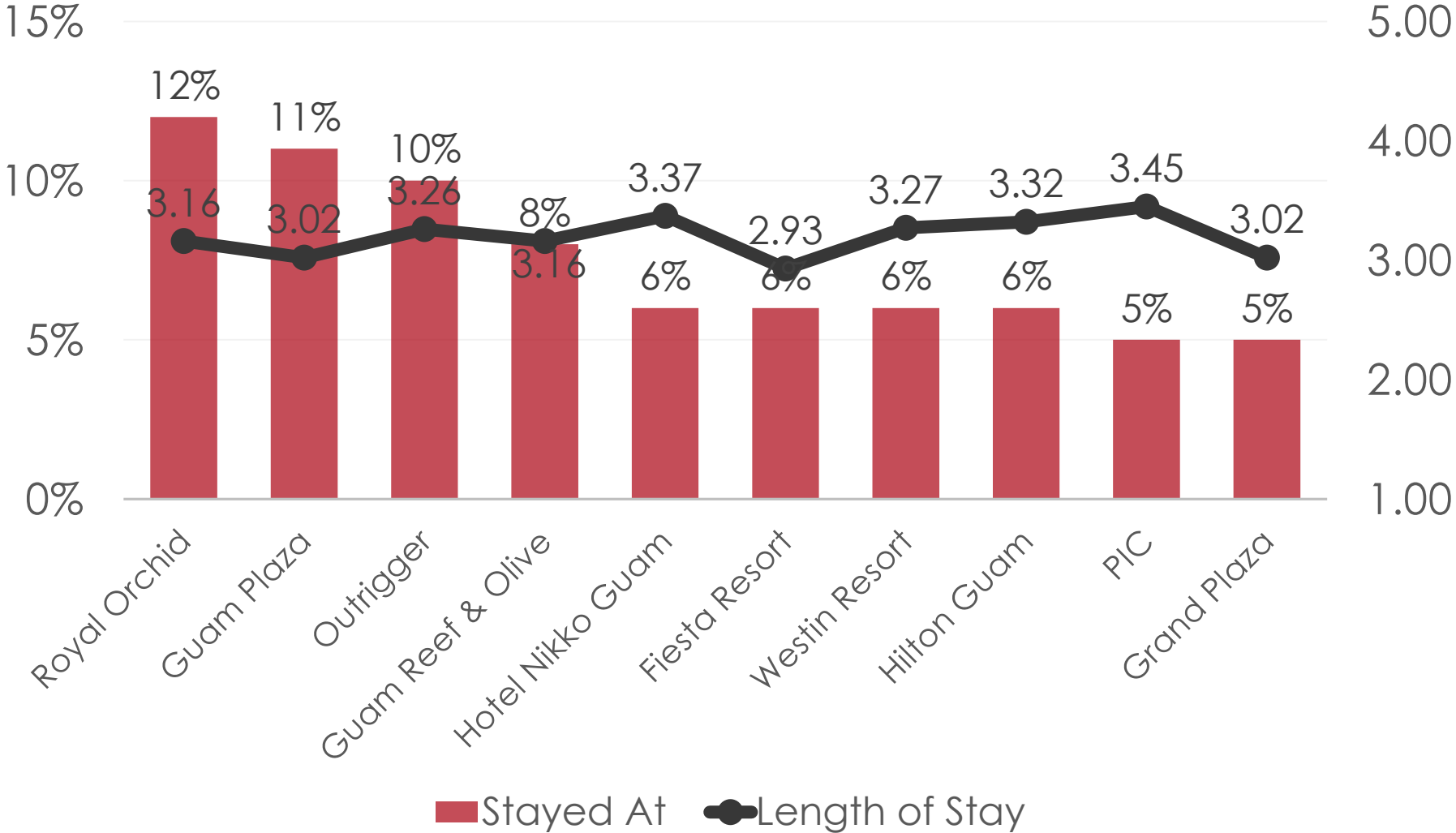
GUAM VISITORS BUREAU - EXIT SURVEY

Q7 Please describe your travel arrangements to Guam?

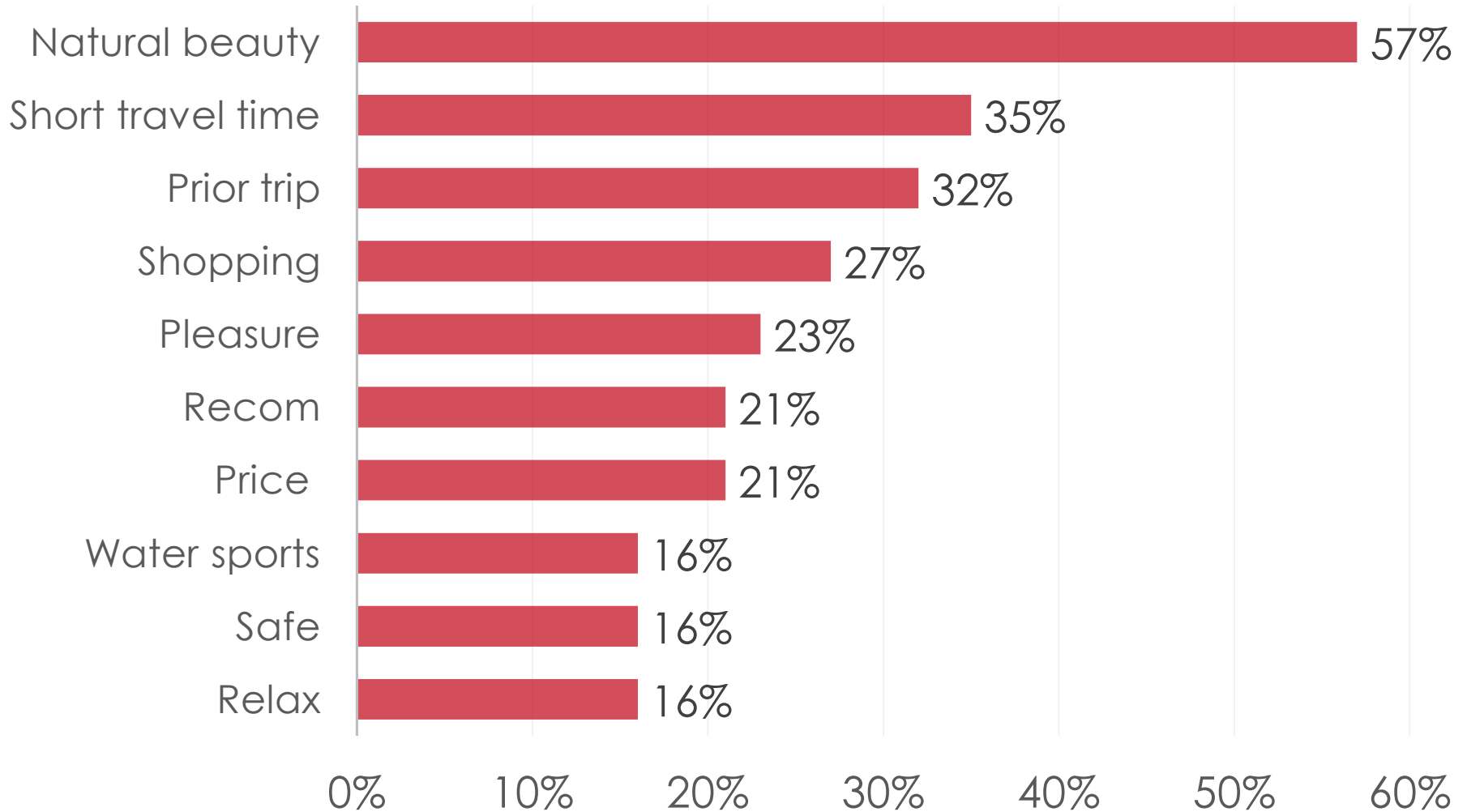
		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
Q7	Free-time package tour	60%	58%	57%		41%	71%	56%	30%
	Full package tour	22%	24%	29%		29%	25%	18%	5%
	Individually arranged travel (FIT)	11%	16%	8%		16%	2%	17%	3%
	Company paid travel	4%	1%	3%		4%		4%	33%
	Group tour	3%	1%	4%	100%	6%		4%	28%
	Other	1%	1%			4%	2%	1%	3%
	Total	1041	422	120	32	49	56	434	40

Prepared by QMark Research

Accommodations (Top Responses)



Travel Motivation (Top Responses)



Travel Motivation – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

Q5A Please select the top 3 reasons that motivated you to travel to Guam?

		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
Q5A	Natural beauty	57%	57%	59%	34%	38%	27%	50%	25%
	Short travel time	35%	46%	30%	13%	38%	18%	36%	13%
	Previous trip	32%	41%	32%	47%	46%	15%	76%	50%
	Shopping	27%	23%	36%	25%	28%	8%	24%	10%
	Pleasure	23%	19%	27%	19%	14%	8%	19%	10%
	Recomm- friend/family/trvl agnt	21%	13%	19%	16%	12%	10%	12%	15%
	Price	21%	19%	18%	9%	4%	3%	17%	5%
	Water sports	16%	15%	23%	3%	16%		14%	3%
	Safe	16%	17%	14%	13%	26%	2%	16%	10%
	Relax	16%	17%	17%	13%	14%	5%	20%	10%
	Honeymoon	6%	14%	4%			18%	2%	
	Company/ Business Trip	6%	2%	5%	31%	8%		6%	25%
	Married/ Attn wedding	6%	9%	7%		18%	100%	3%	
	Scuba	4%	4%	4%		6%	5%	4%	3%
	Company Sponsored	4%	2%	3%	34%	4%		5%	95%
	Other	3%	3%	2%		2%	2%	2%	
	Visit friends/ Relatives	3%	3%	3%		4%		4%	
	Golf	2%	3%	1%	9%	10%	2%	3%	5%
	Organized sports	1%	0%		9%			1%	
	Convention/ Trade/ Conference	0%	0%					0%	5%
	Career Cert/ Testing	0%	0%					0%	
	Total	1044	427	118	32	50	60	434	40

Prepared by QMark Research

SECTION 3

EXPENDITURES

Prepaid Expenditures

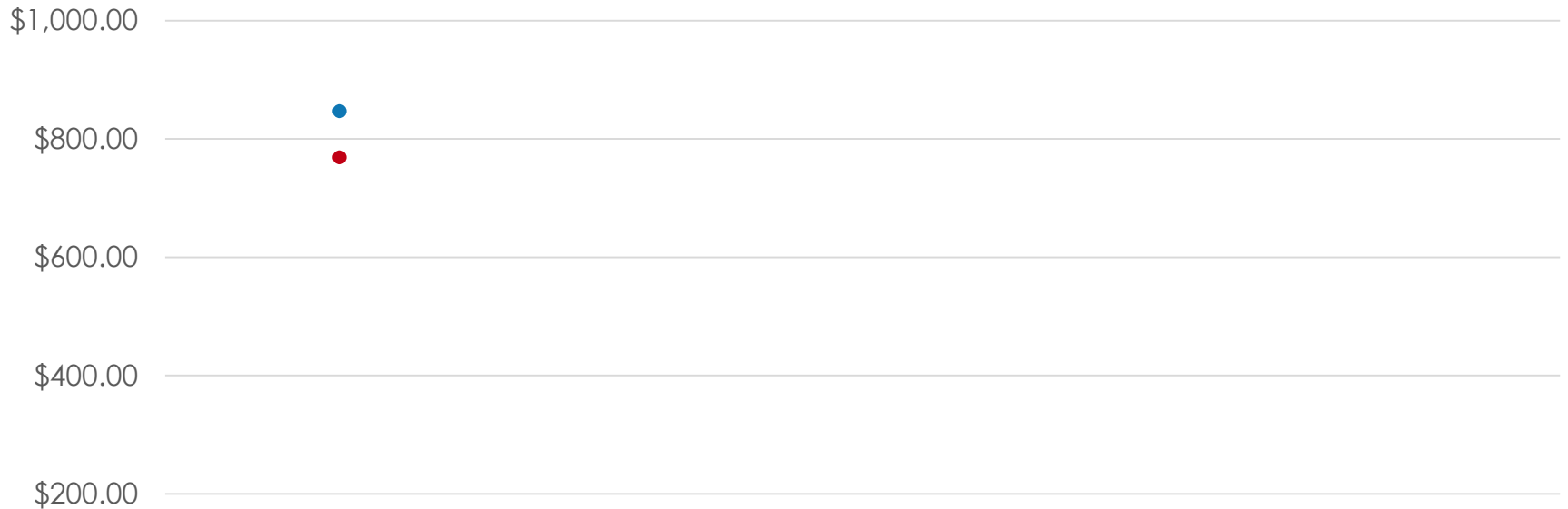
- \$1,678.12 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$846.66 = overall mean average per person prepaid expenditures

Prepaid Entire Travel Party – FY2017 Tracking



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
● MEAN	\$1,678.12			
● MEDIAN	\$1,065.00			

Prepaid Per Person– FY2017 Tracking



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
● MEAN	\$846.66			
● MEDIAN	\$769.00			

Prepaid Per Person– Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

Q10A How much did you pay in Japan before coming to Guam for the tour package, your airfare, lodging meals, and transportation?

PER PERSON

		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
PREPAID PP	Mean	\$846.66	\$971.48	\$863.00	\$446.55	\$942.99	\$838.54	\$849.82	\$317.58
	Median	\$769	\$887	\$860	\$14	\$1,022	\$746	\$839	\$0

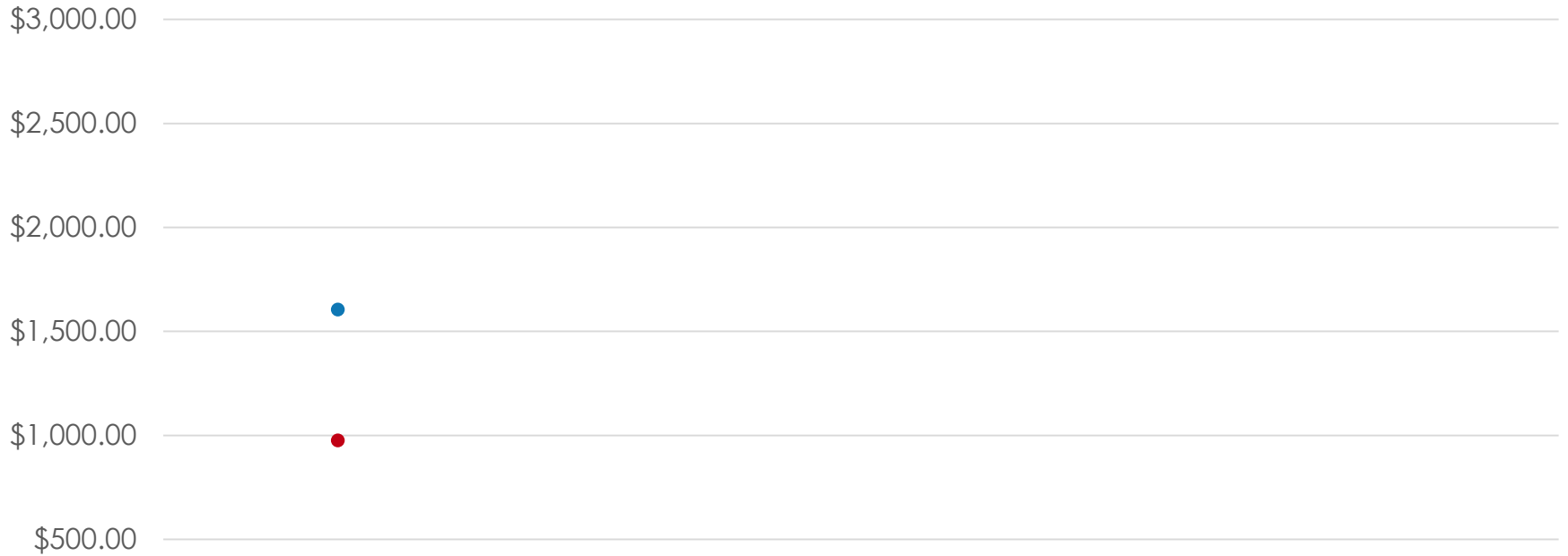
Prepared by QMark Research

Prepaid Expenses by Category – MEAN Entire Travel Party



Prepaid– FY2017 Tracking

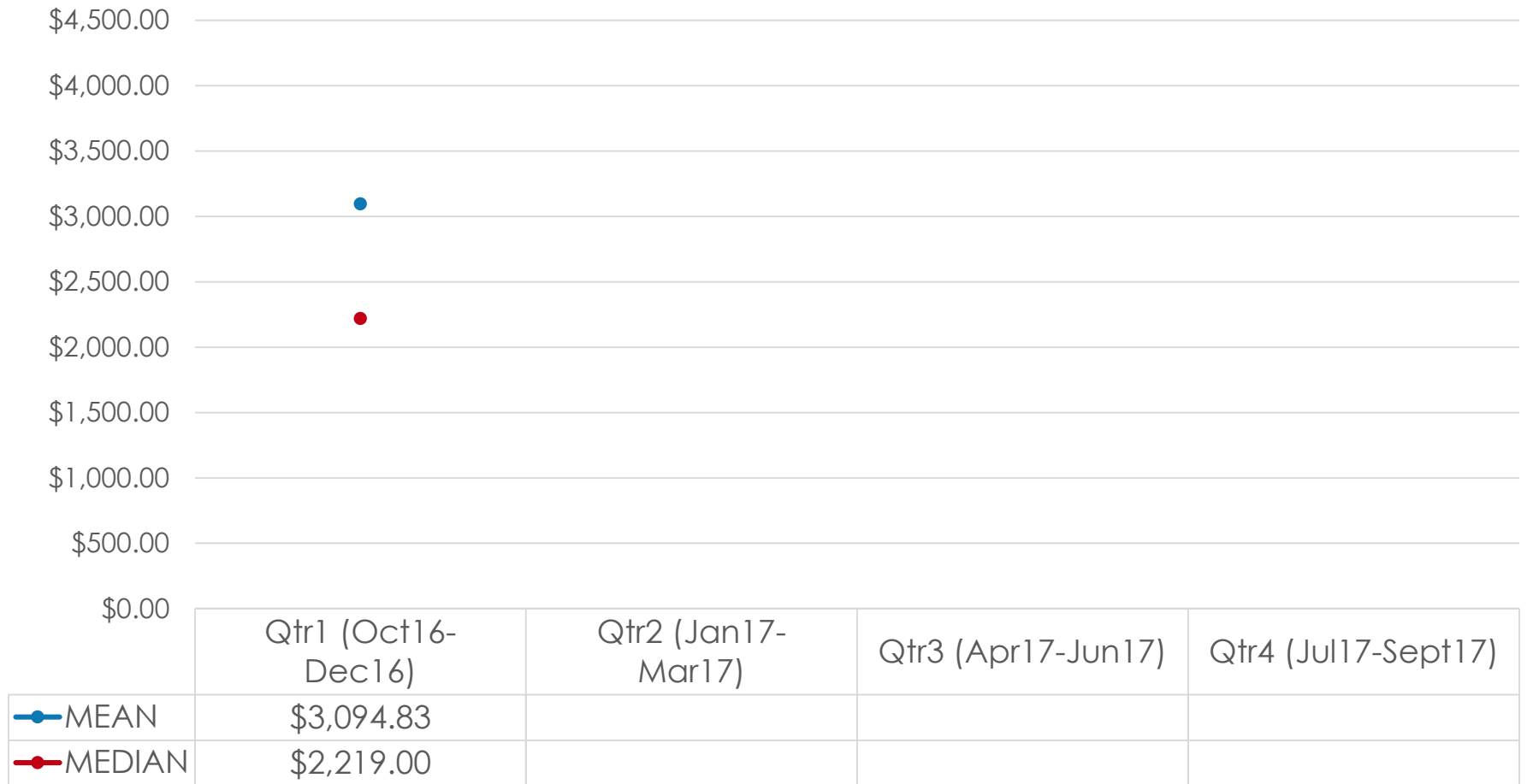
Airfare & Accommodation Packages



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
● MEAN	\$1,605.02			
● MEDIAN	\$976.00			

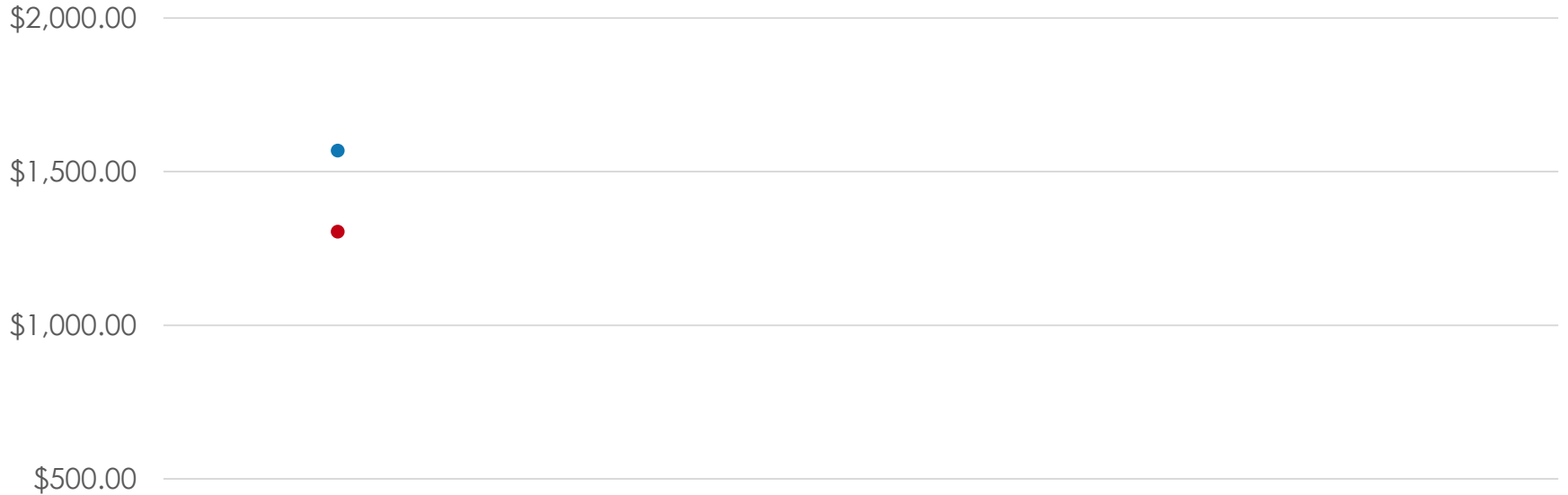
Prepaid– FY2017 Tracking

Airfare & Accommodation W/ Meal Packages



Prepaid– FY2017 Tracking

Airfare Only



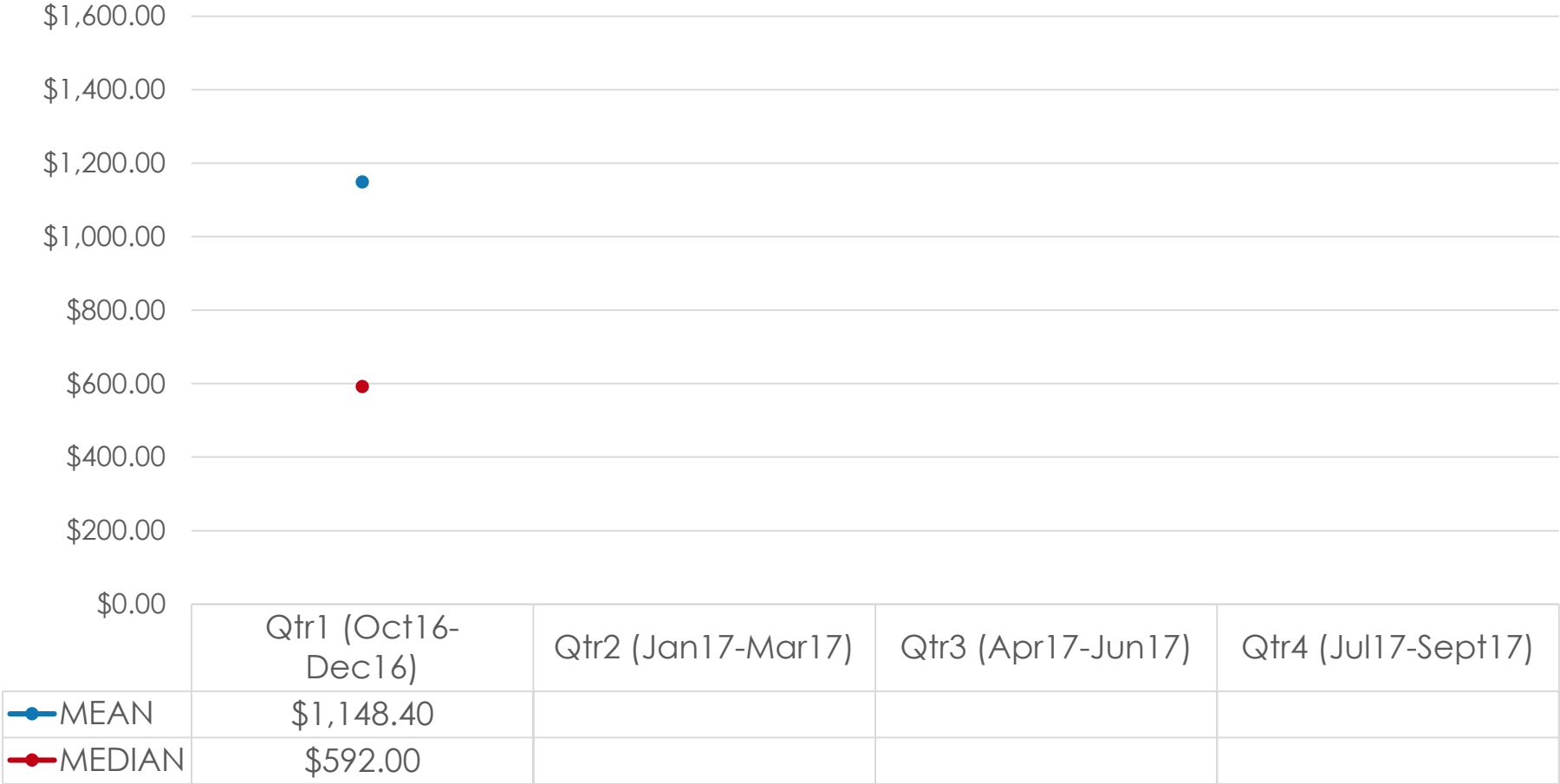
	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
● MEAN	\$1,568.99			
● MEDIAN	\$1,305.00			

Prepaid– FY2017 Tracking Accommodations Only



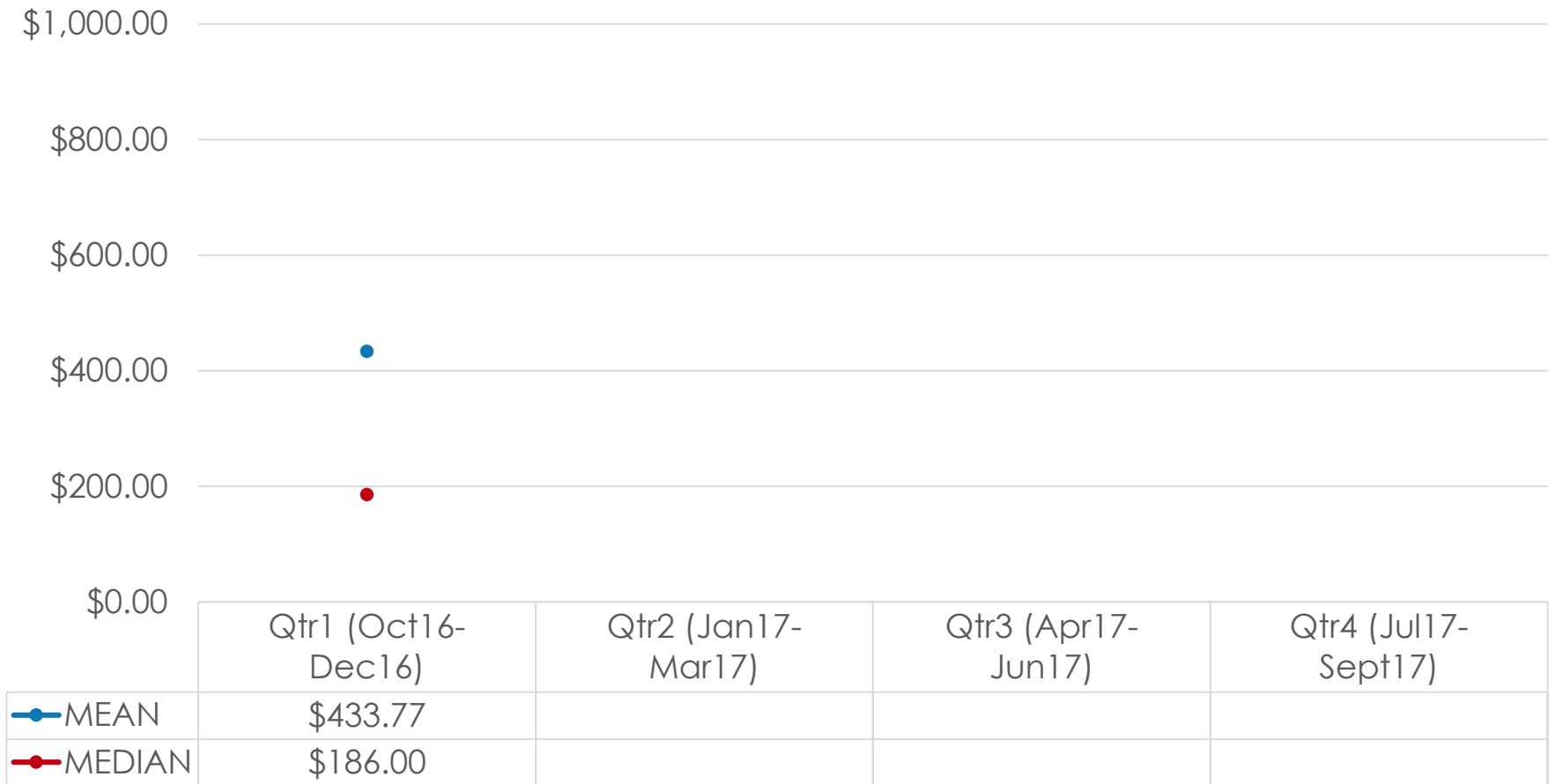
	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
● MEAN	\$750.17			
● MEDIAN	\$515.00			

Prepaid- FY2017 Tracking Accommodations w/ Meal Only



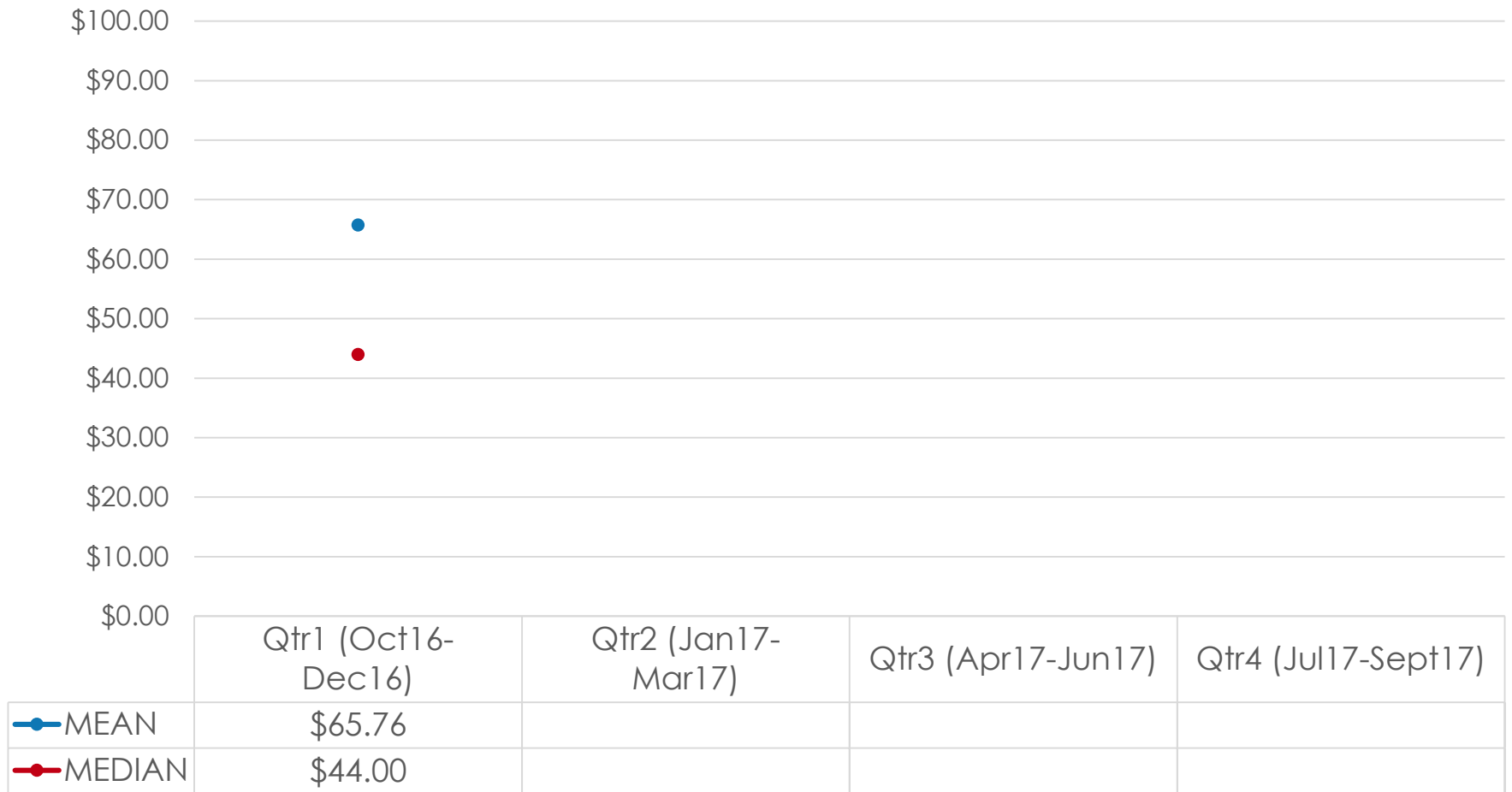
Prepaid– FY2017 Tracking

Food & Beverage in Hotel



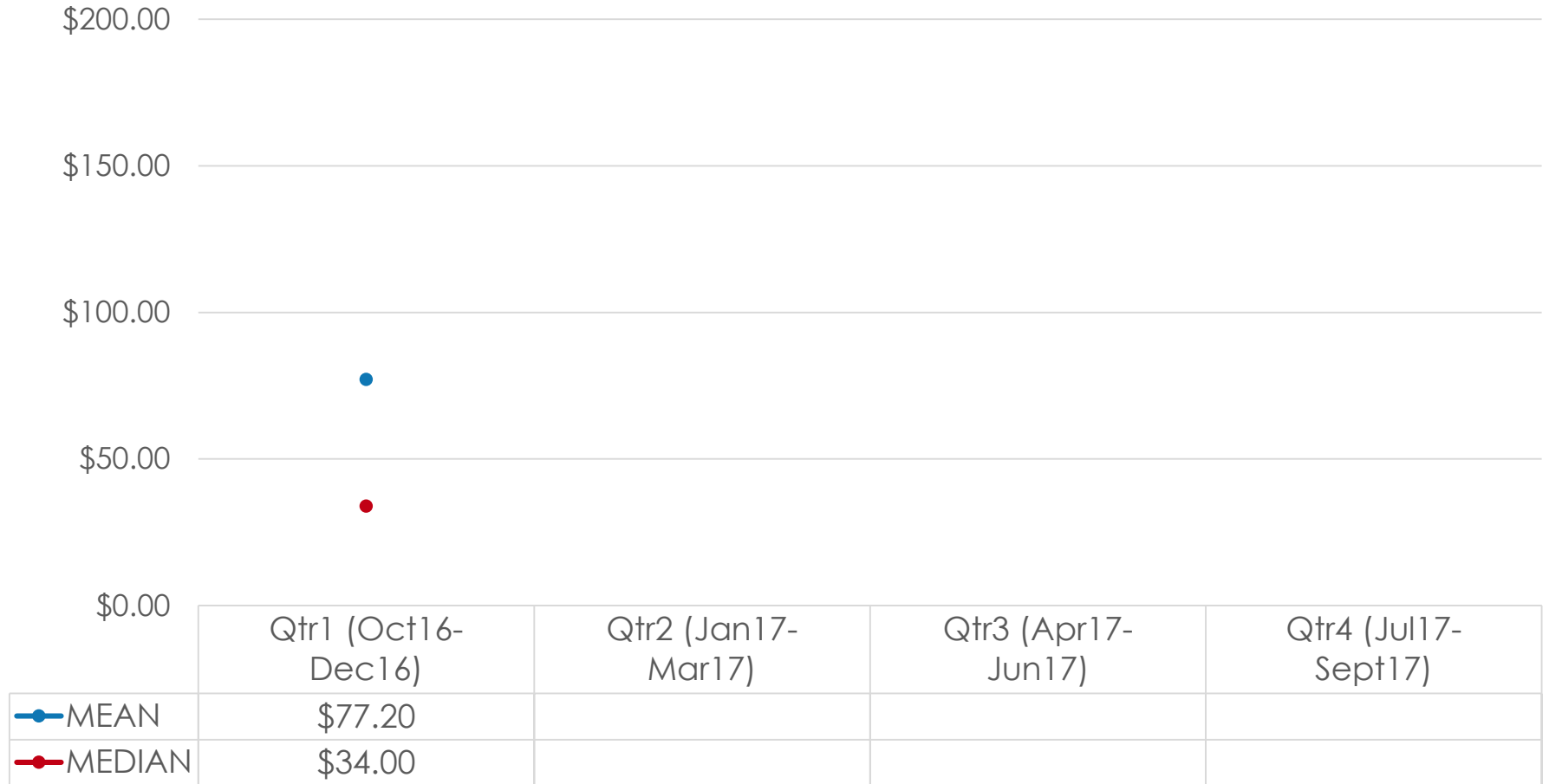
Prepaid– FY2017 Tracking

Ground Transportation - Japan



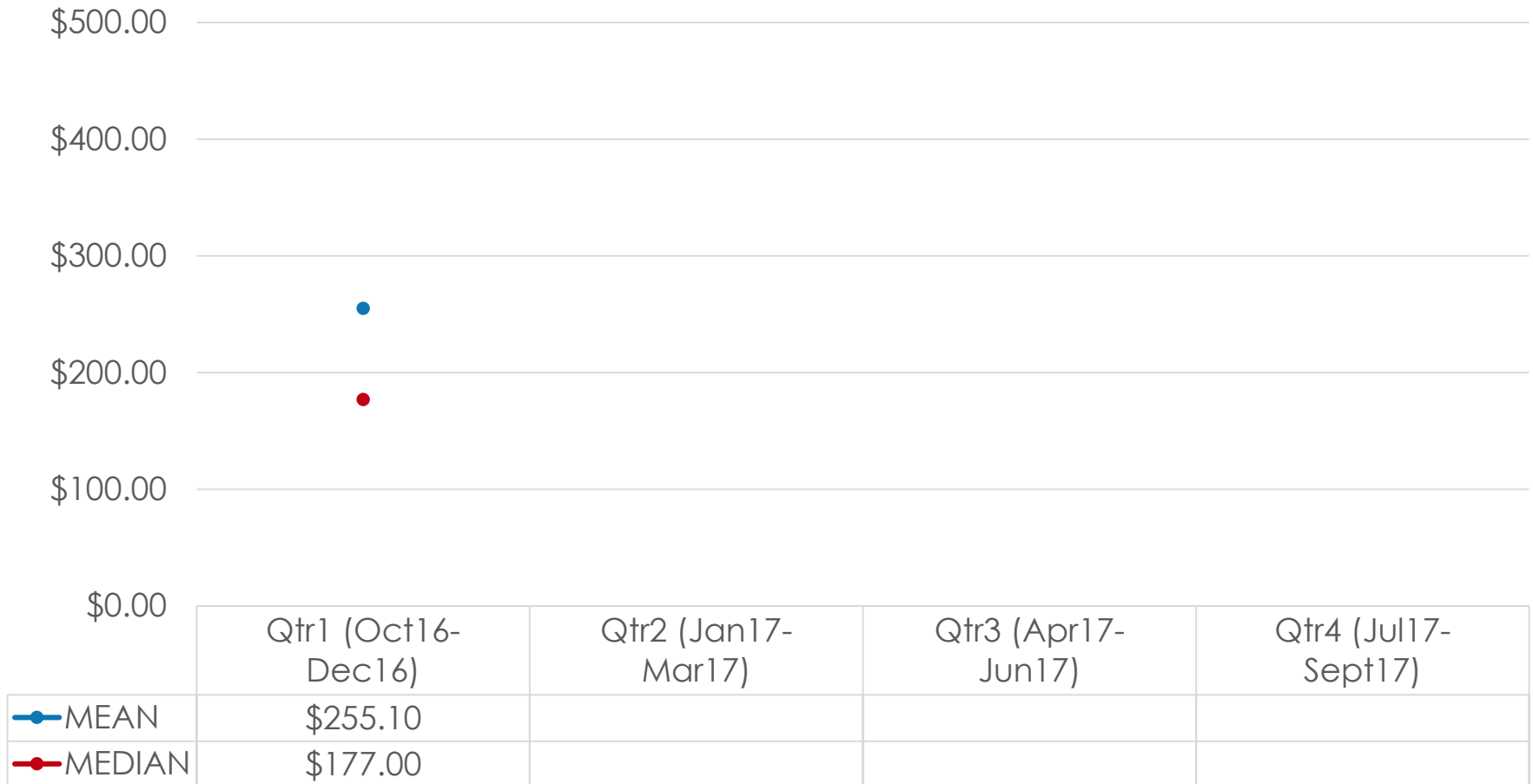
Prepaid- FY2017 Tracking

Ground Transportation - Guam



Prepaid– FY2017 Tracking

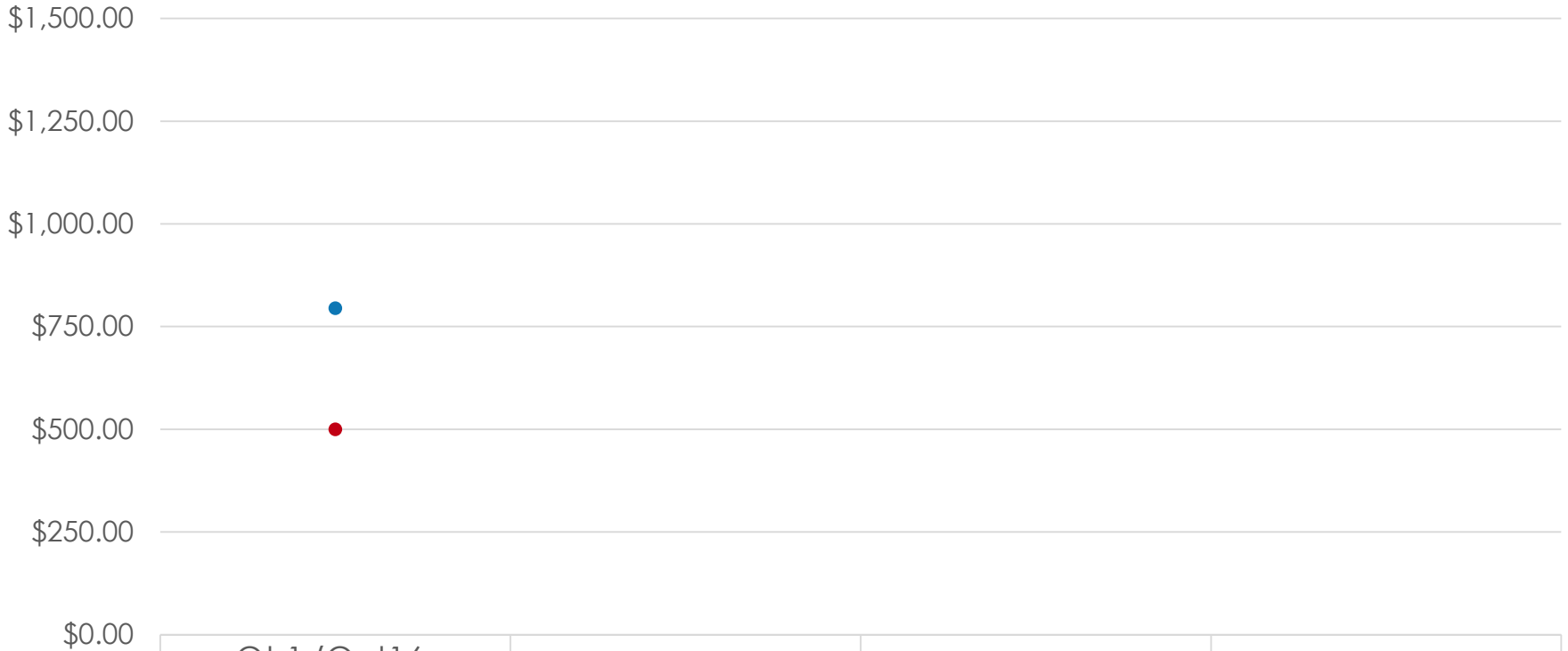
Optional tours/ Activities



On-Island Expenditures

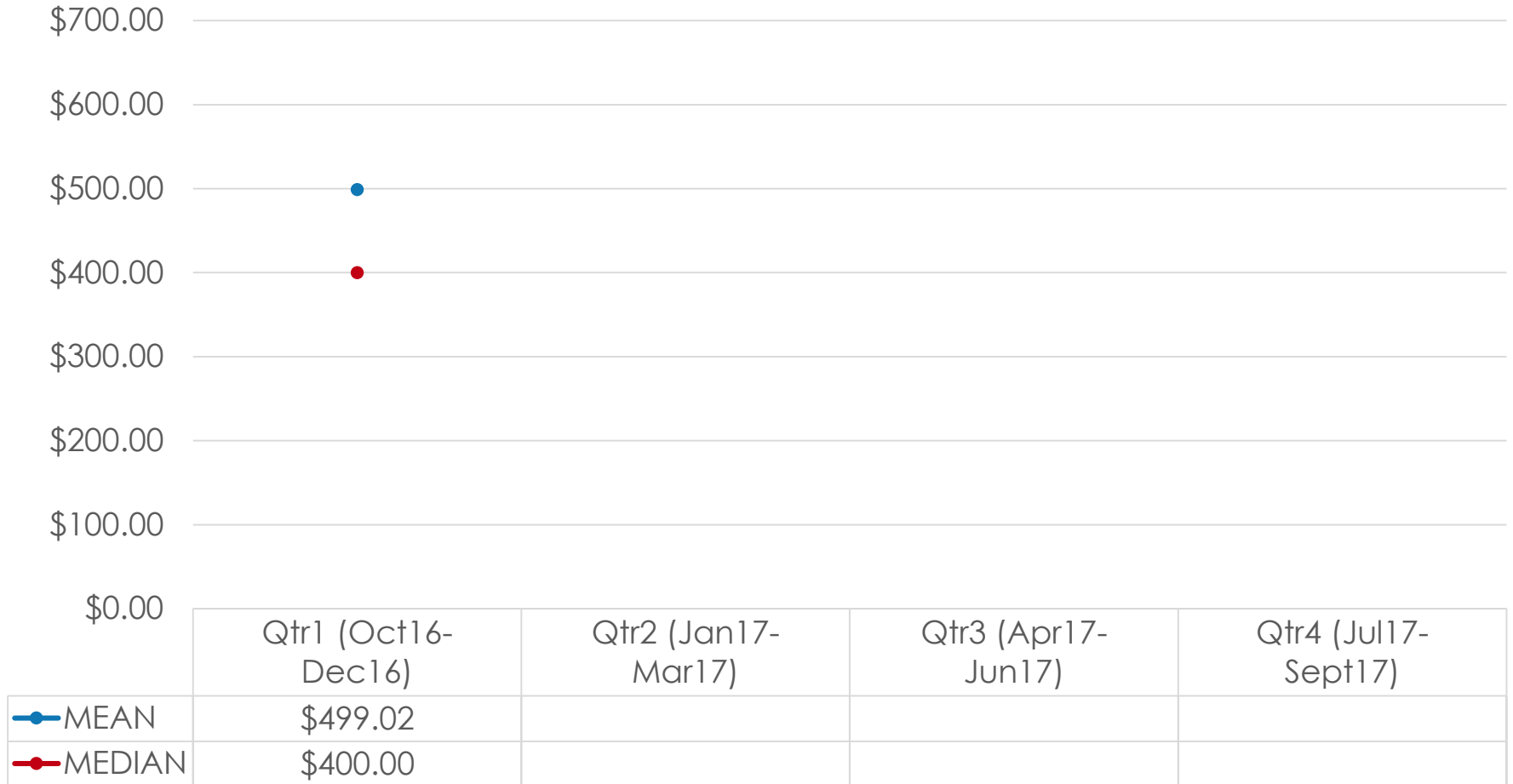
- \$794.42 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$499.02 = overall mean average per person prepaid expenditures

On-Island Entire Travel Party – FY2017 Tracking



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
● MEAN	\$794.42			
● MEDIAN	\$500.00			

On-Island Per Person – FY2017 Tracking



On-Island Per Person – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

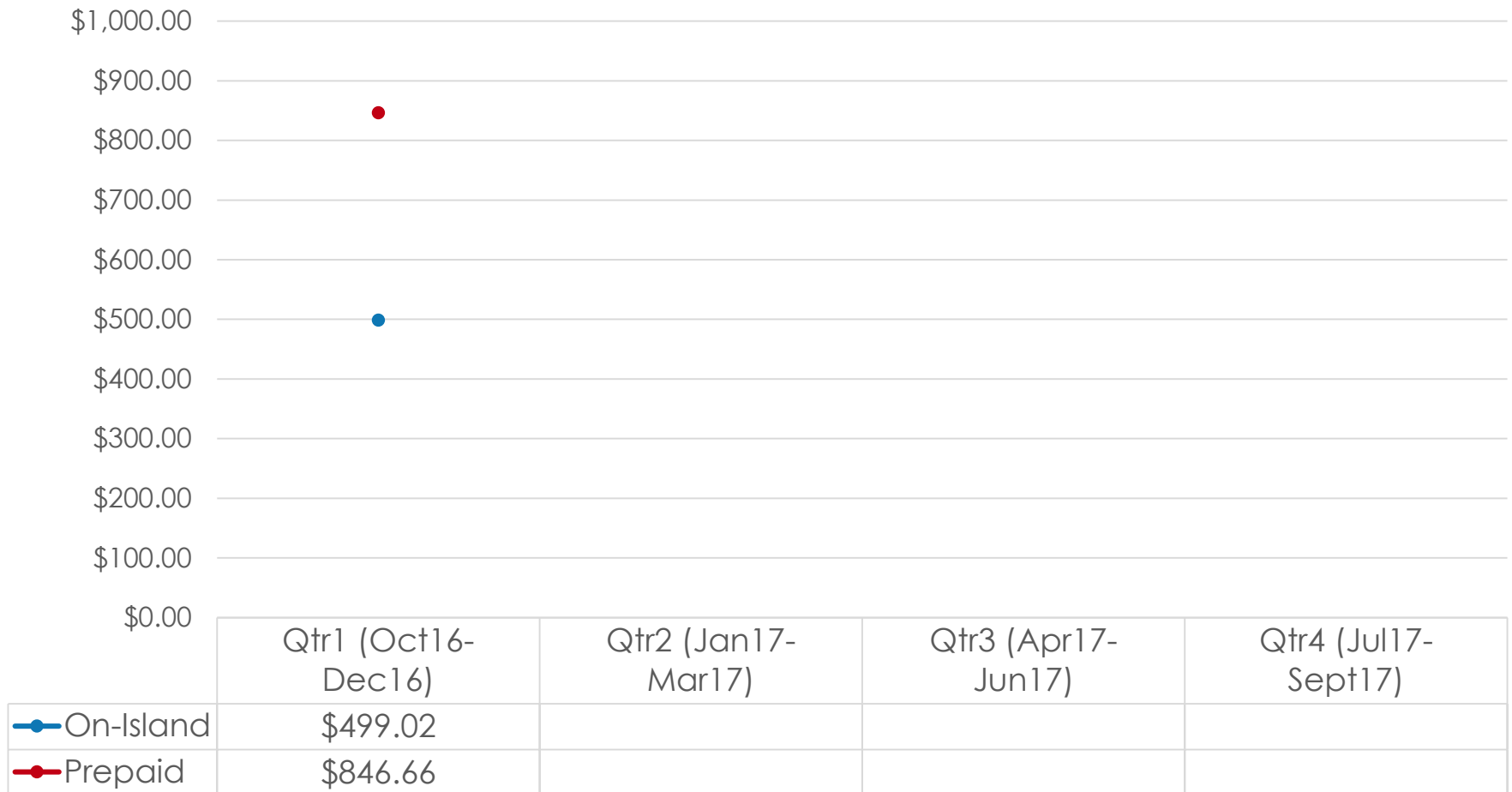
Q11A How much in total did you spend while on Guam during this trip?

PER PERSON

		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
ONISLE PP	Mean	\$499.02	\$500.85	\$483.83	\$449.09	\$821.68	\$499.63	\$534.75	\$496.02
	Median	\$400	\$400	\$407	\$330	\$500	\$400	\$400	\$385

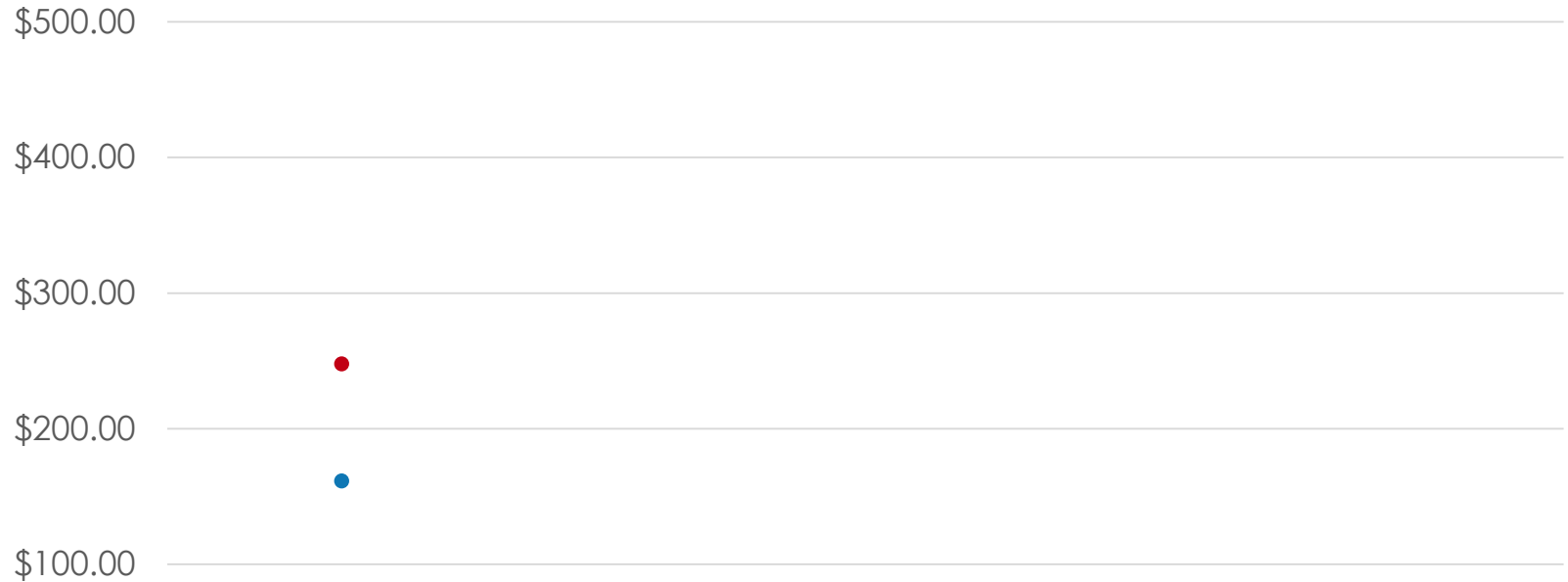
Prepared by QMark Research

Per Person MEAN expenditures – FY2017 Tracking On-Island/ Prepaid



On-Island Per Day Spending – FY2017 Tracking

MEAN



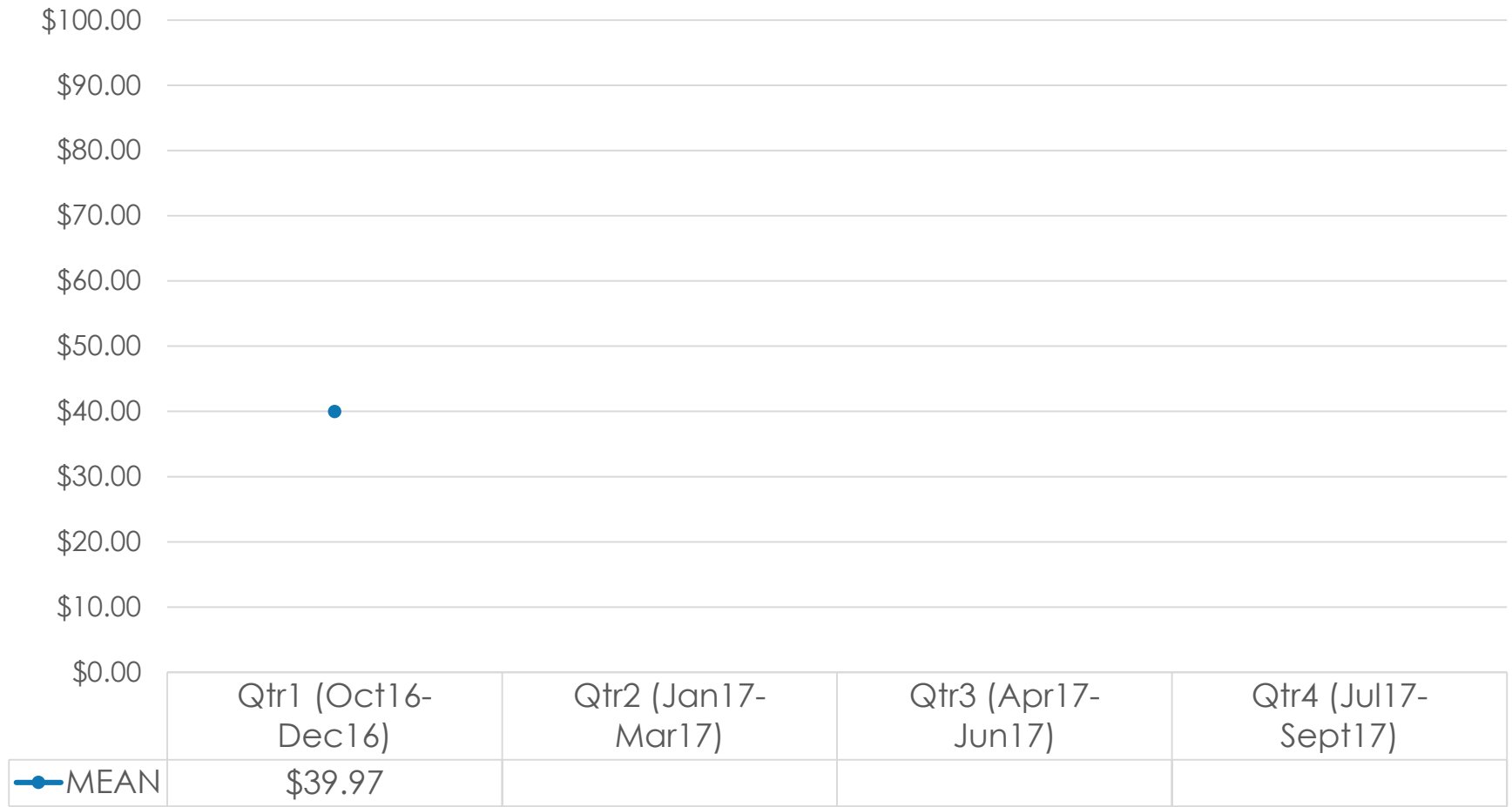
	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
● Per Person	\$161.51			
● Travel Party	\$247.75			

On-Island Expenses by Category – MEAN Entire Travel Party



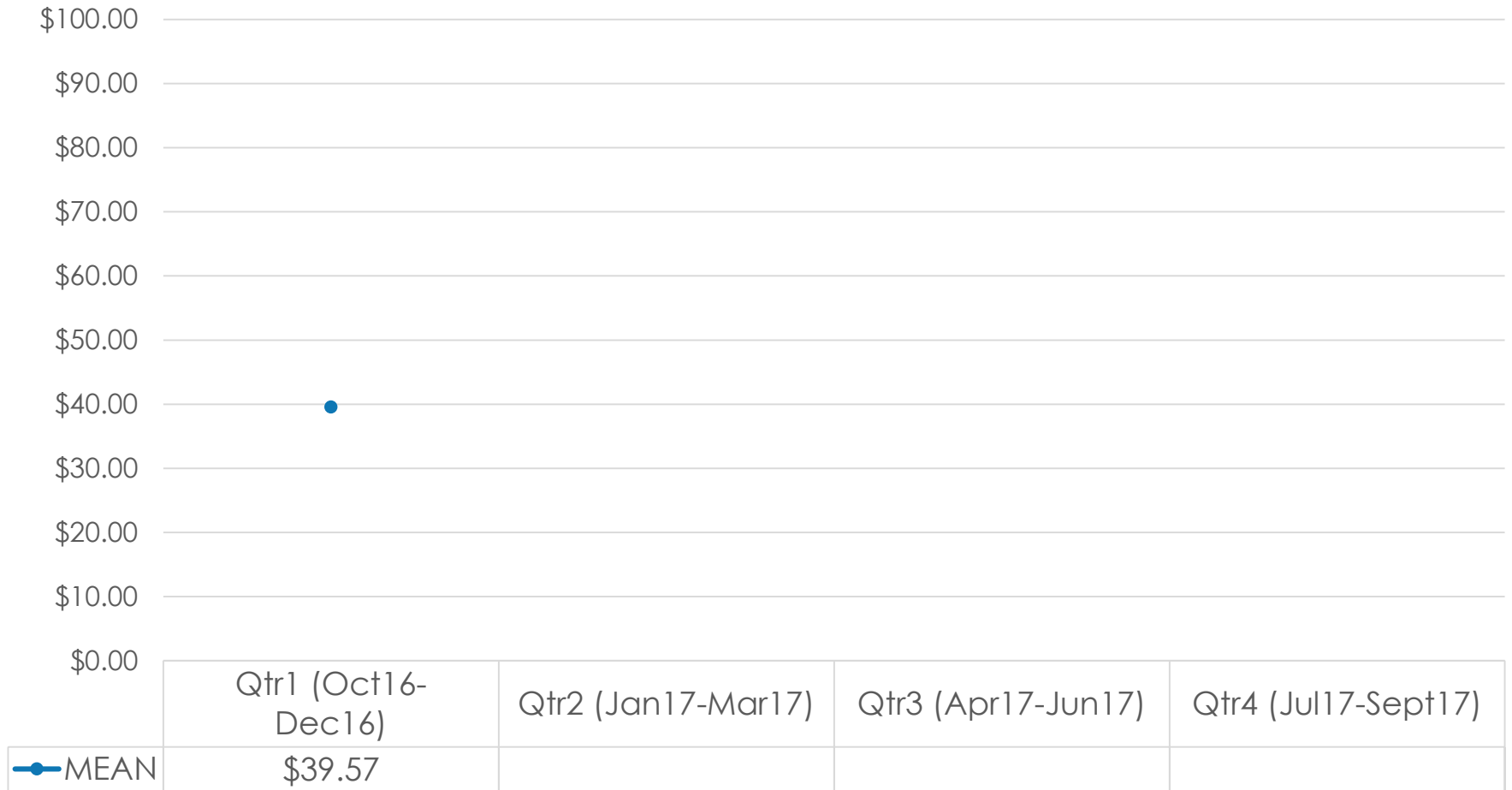
On-Island – FY2017 Tracking

Food & Beverage - Hotel



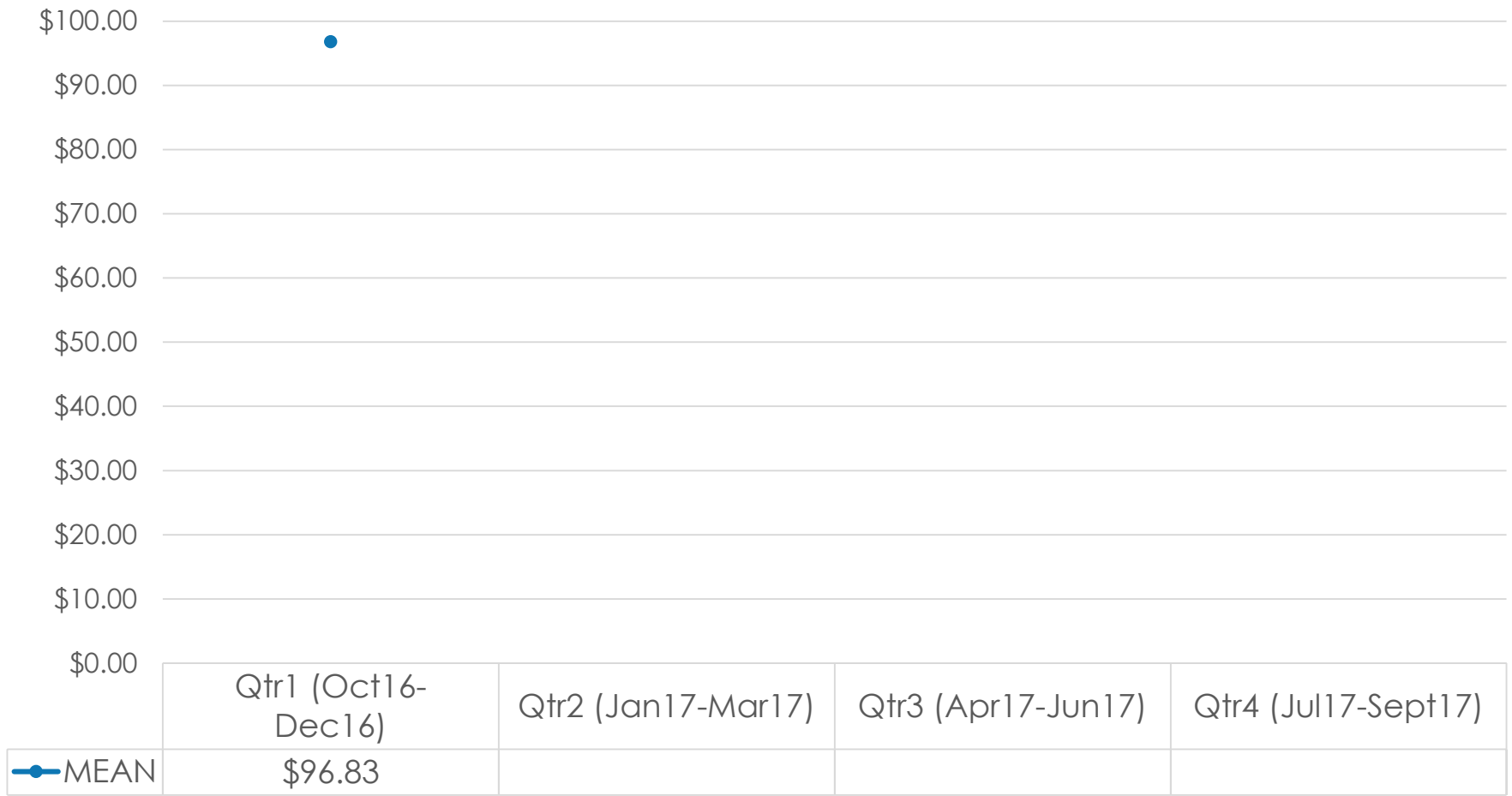
On-Island – FY2017 Tracking

Food & Beverage – Fast Food/ Convenience Store



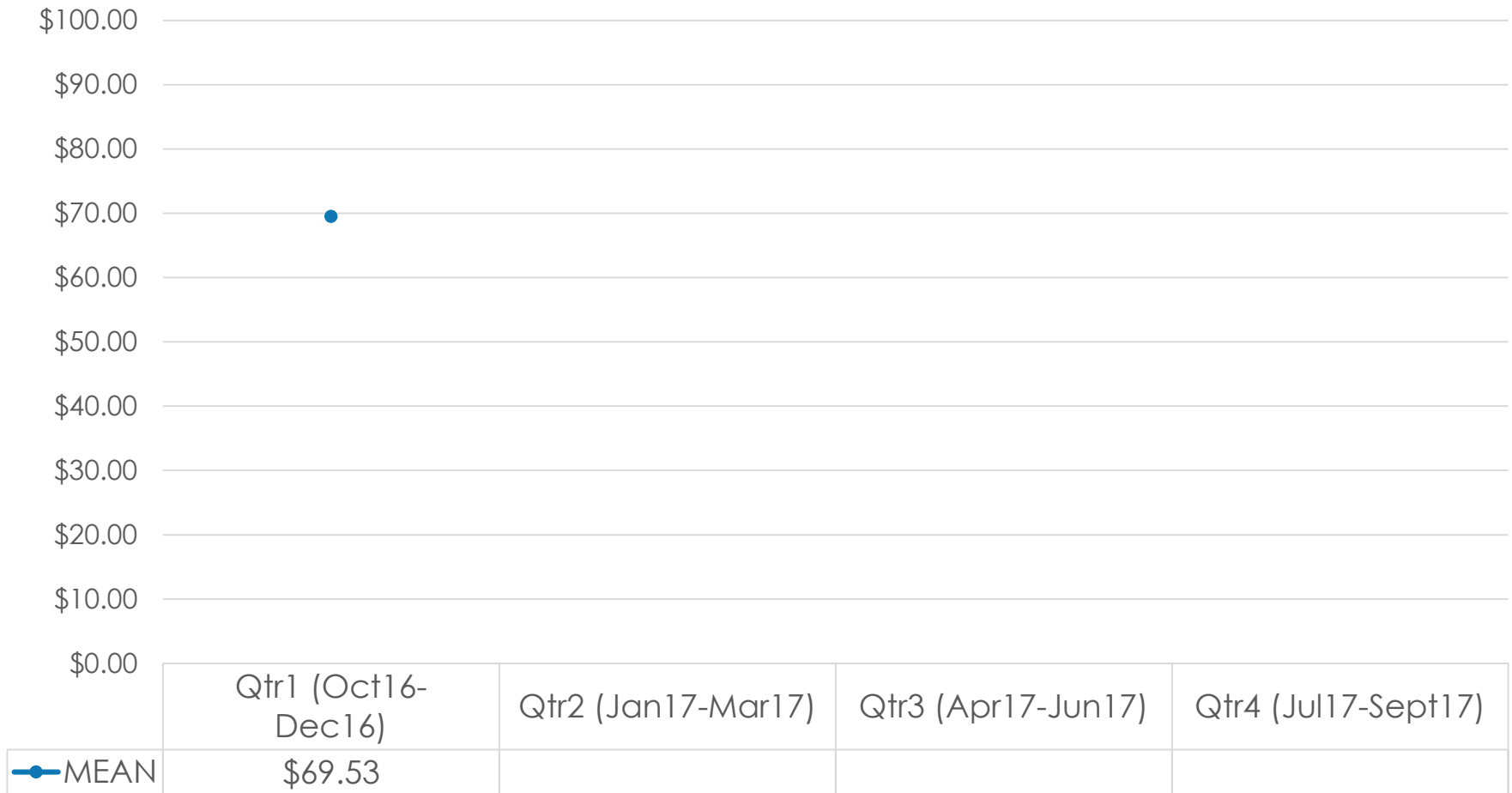
On-Island – FY2017 Tracking

Food & Beverage – Restaurant/ Drinking Est Outside Hotel



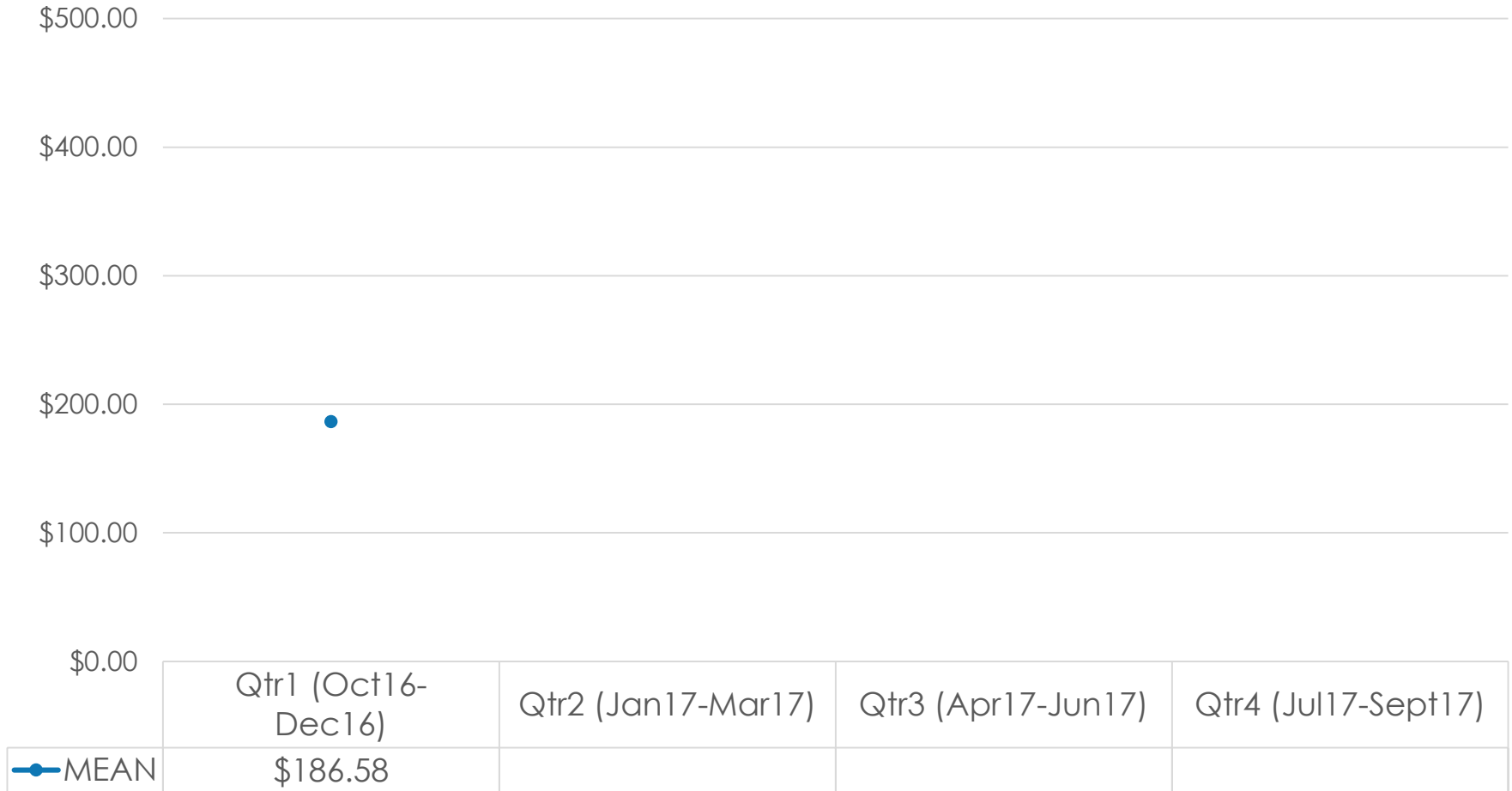
On-Island – FY2017 Tracking

Optional tour/ Activities



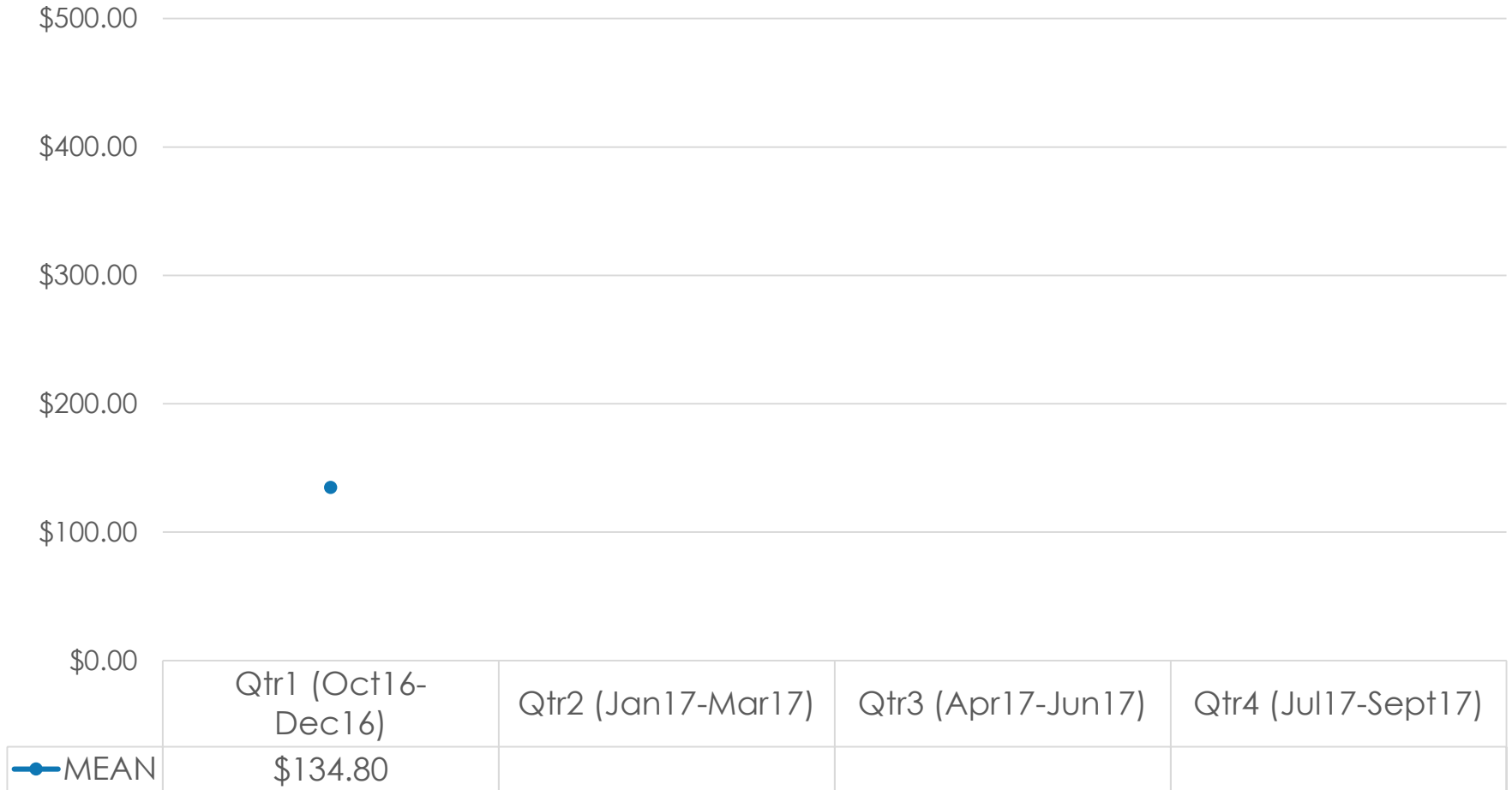
On-Island – FY2017 Tracking

Gift/ Souvenir – Self/ Companion



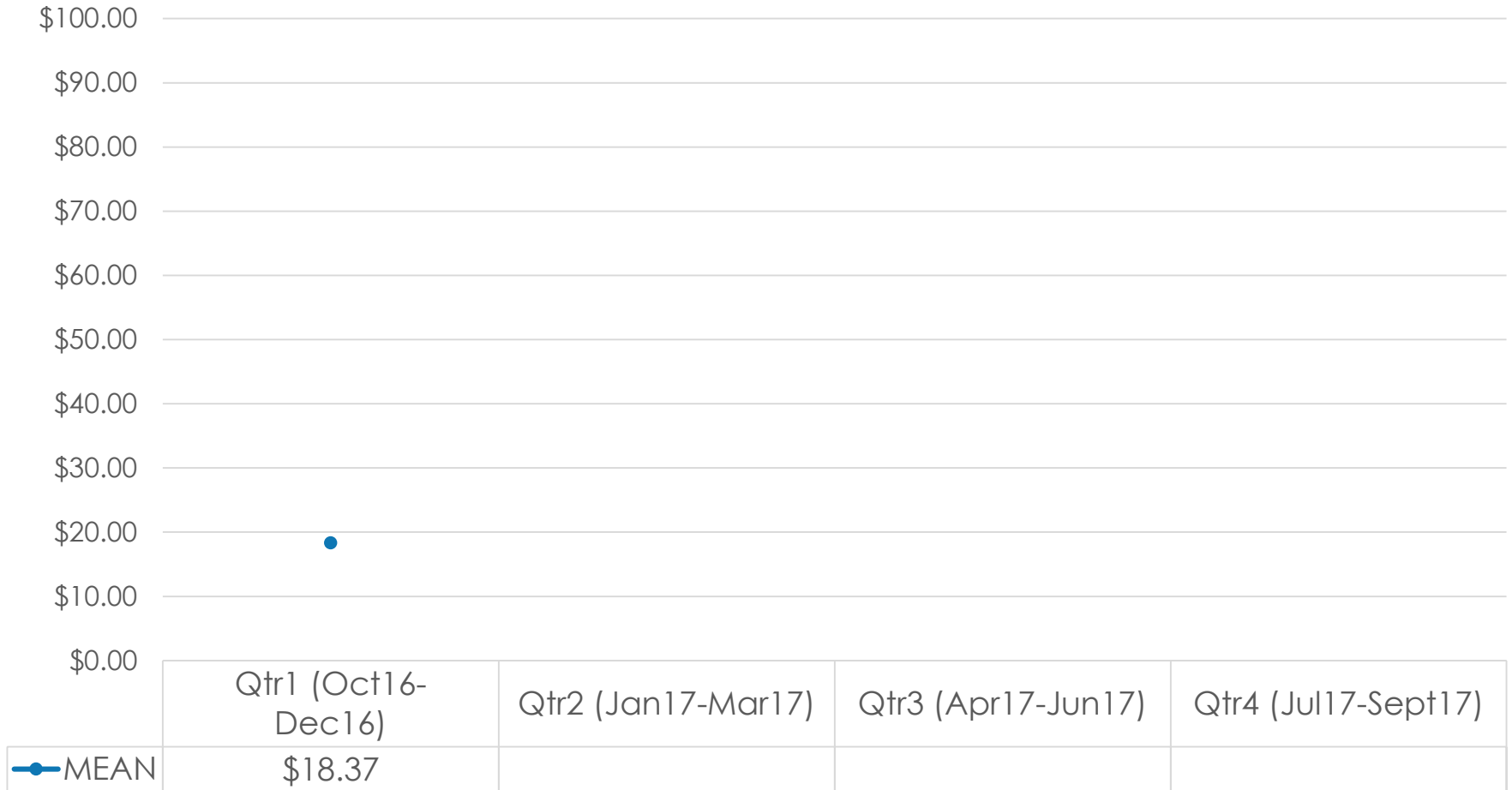
On-Island – FY2017 Tracking

Gift/ Souvenir – Friends/ Family



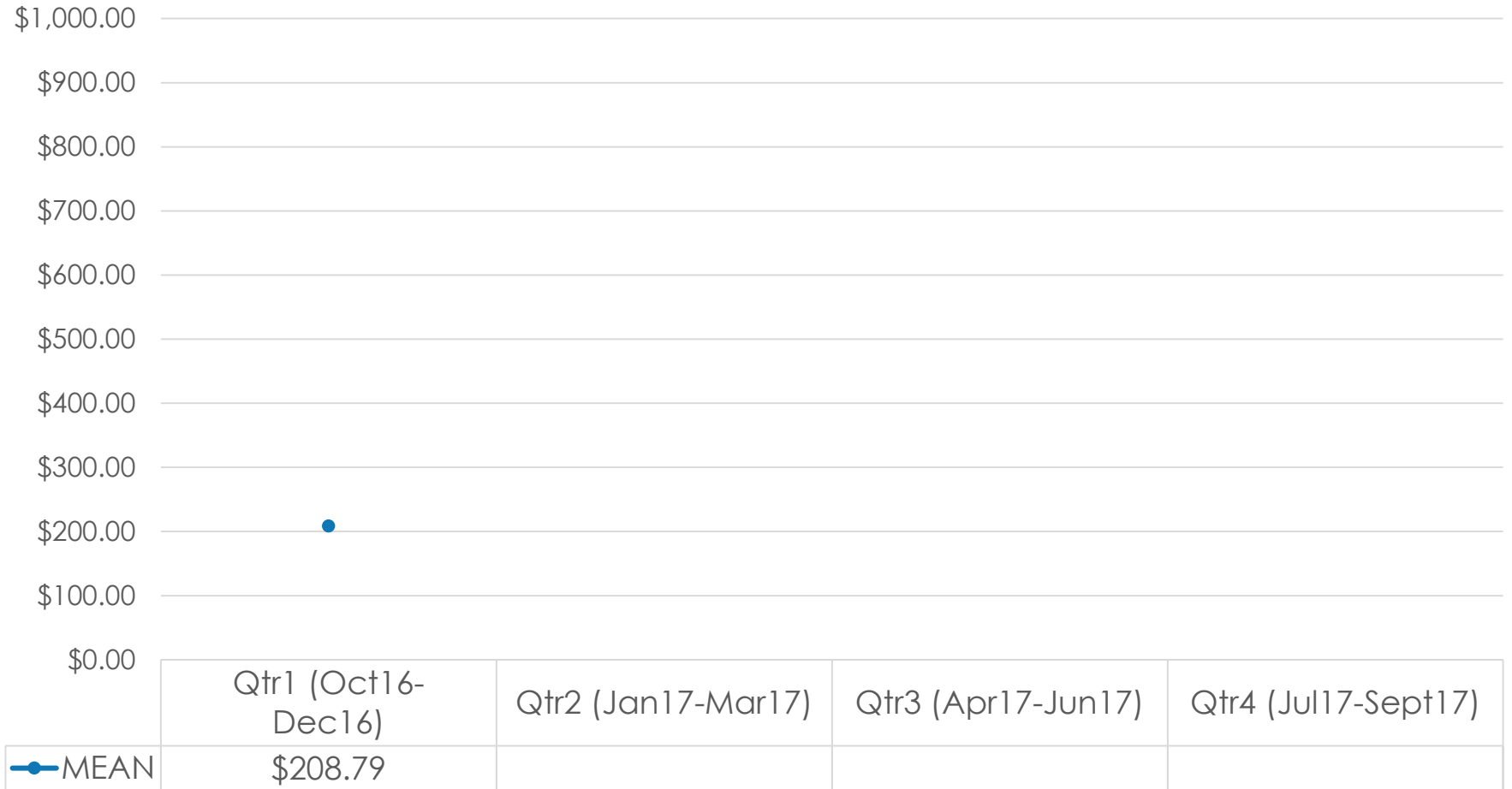
On-Island – FY2017 Tracking

Local Transportation



On-Island – FY2017 Tracking

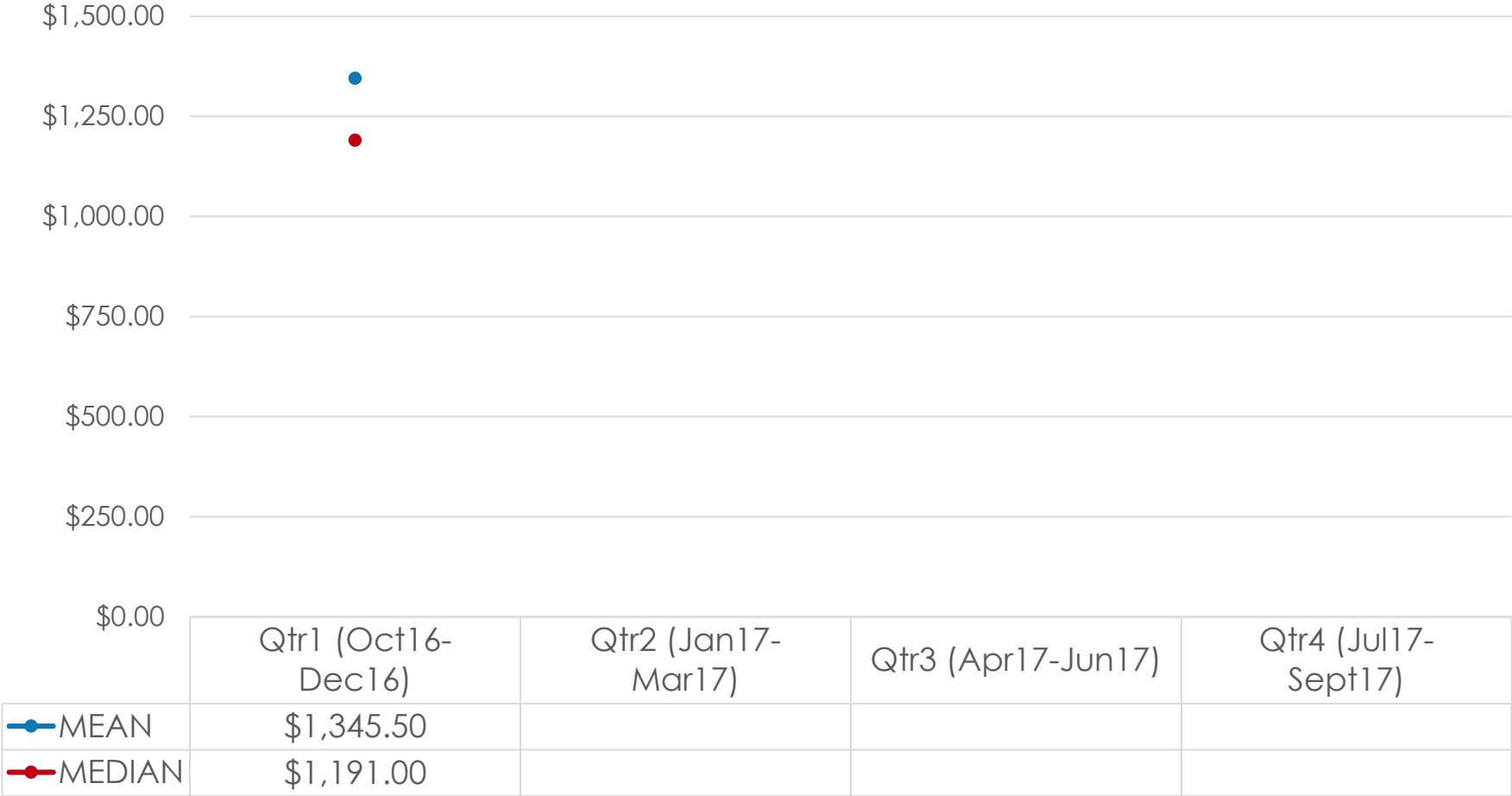
Other Not Included



TOTAL (On-Isle + Prepaid) Expenditures Per Person

- \$1,345.50 = overall mean average prepaid & on-isle expense by respondent

TOTAL Per Person Expenditures – FY2017 Tracking



TOTAL Per Person Expenditures – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

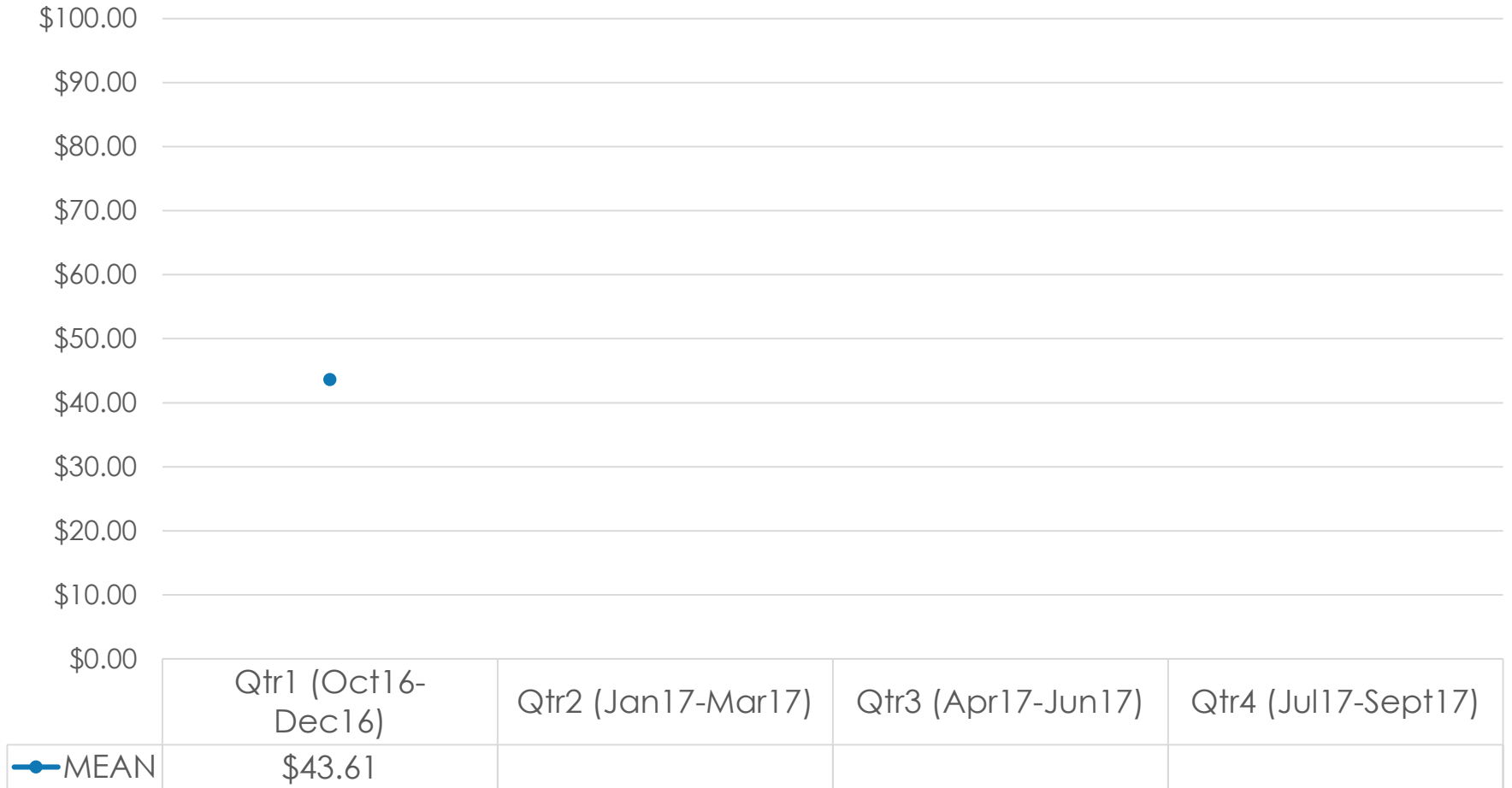
TOTAL EXPENDITURES (On-Isle / Prepaid)

PER PERSON

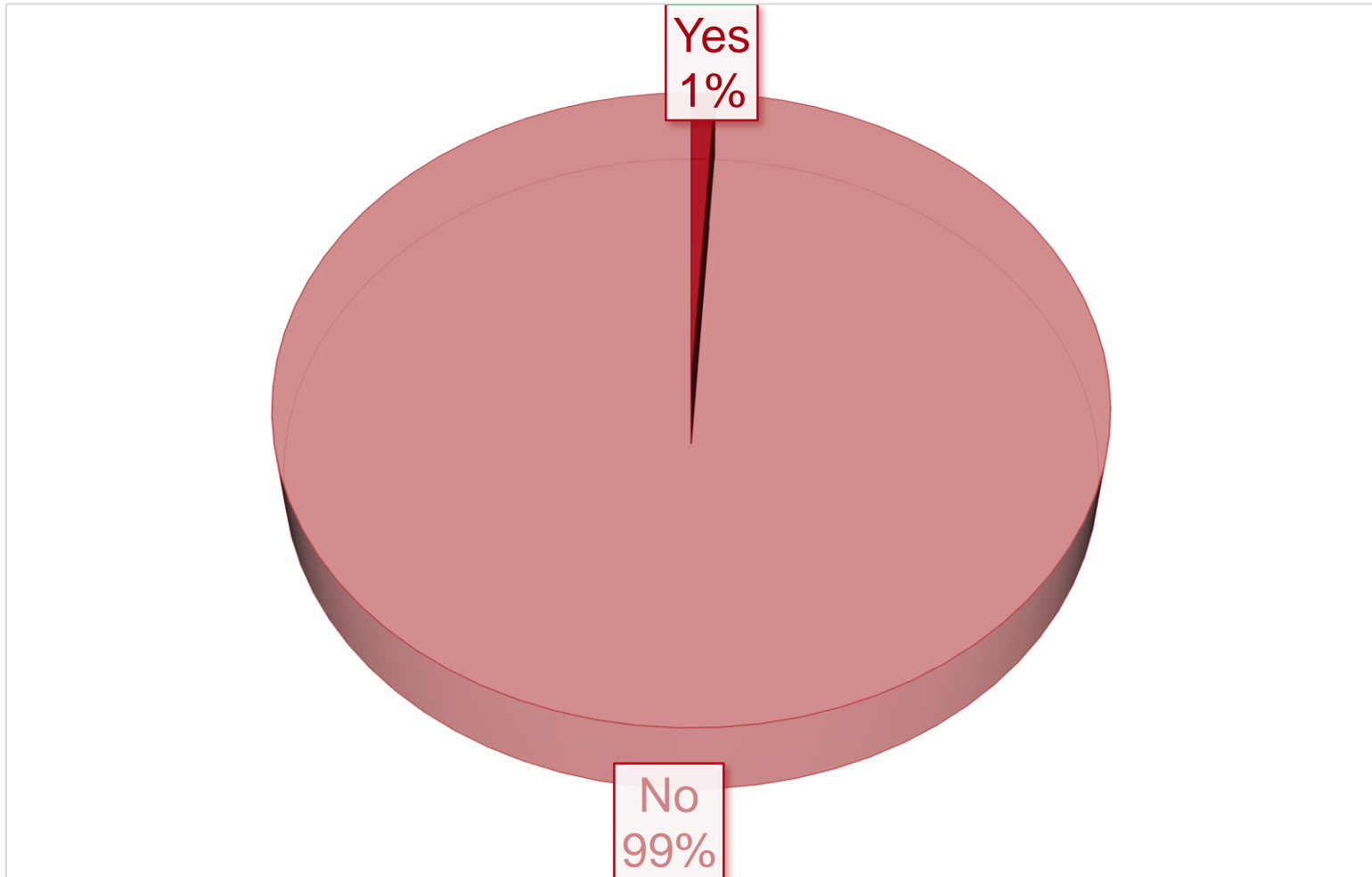
		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
TOTAL PP	Mean	\$1,345.50	\$1,472.33	\$1,346.83	\$895.65	\$1,764.67	\$1,338.17	\$1,384.16	\$813.59
	Median	\$1,191	\$1,332	\$1,288	\$728	\$1,666	\$1,254	\$1,226	\$700

Prepared by QMark Research

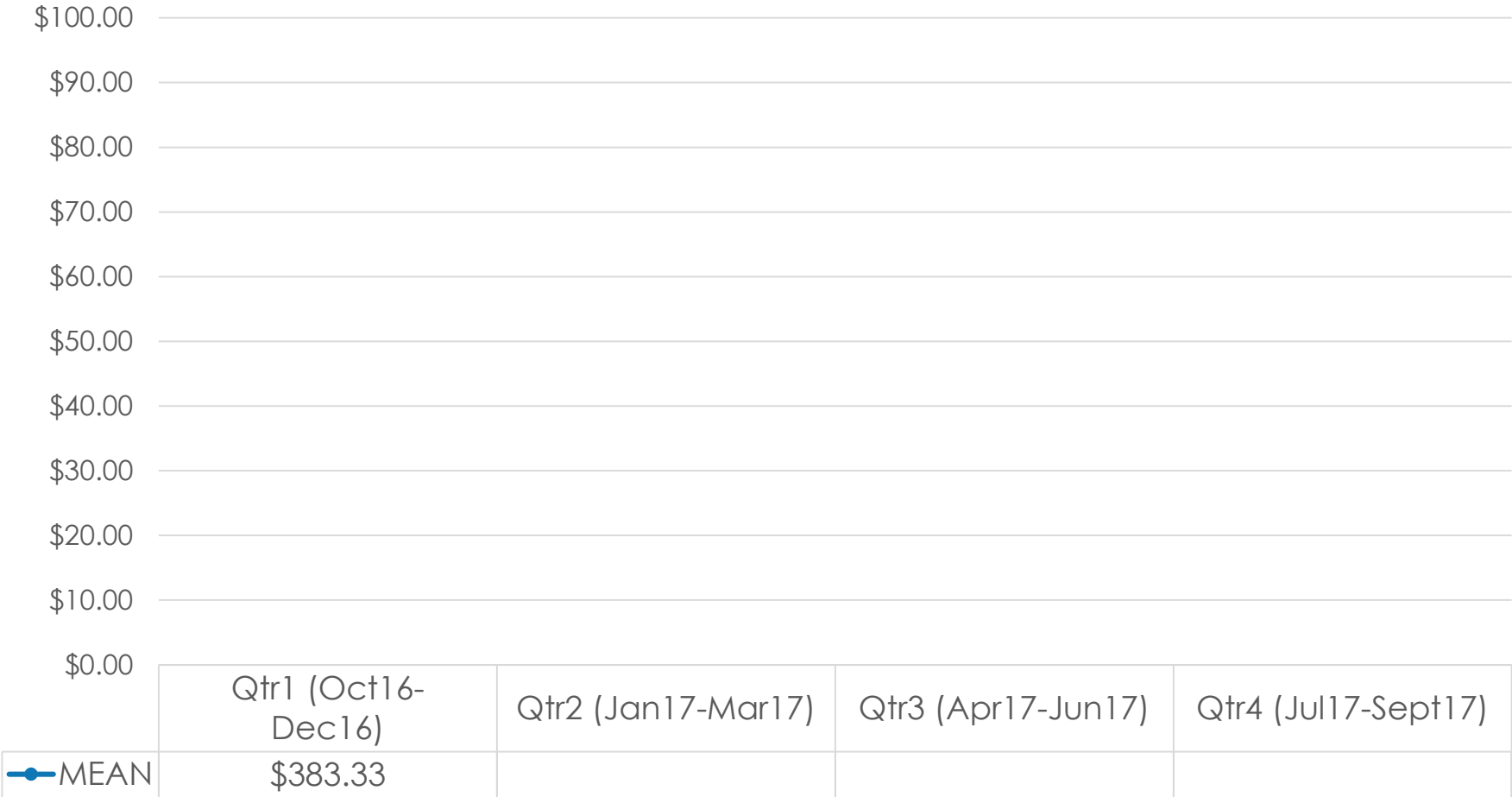
GUAM AIRPORT EXPENDITURE – FY2017 Tracking



PARTICIPATED IN SHOP GUAM e-FESTIVAL



SHOP GUAM E-FESTIVAL SPENDING – FY2017 Tracking

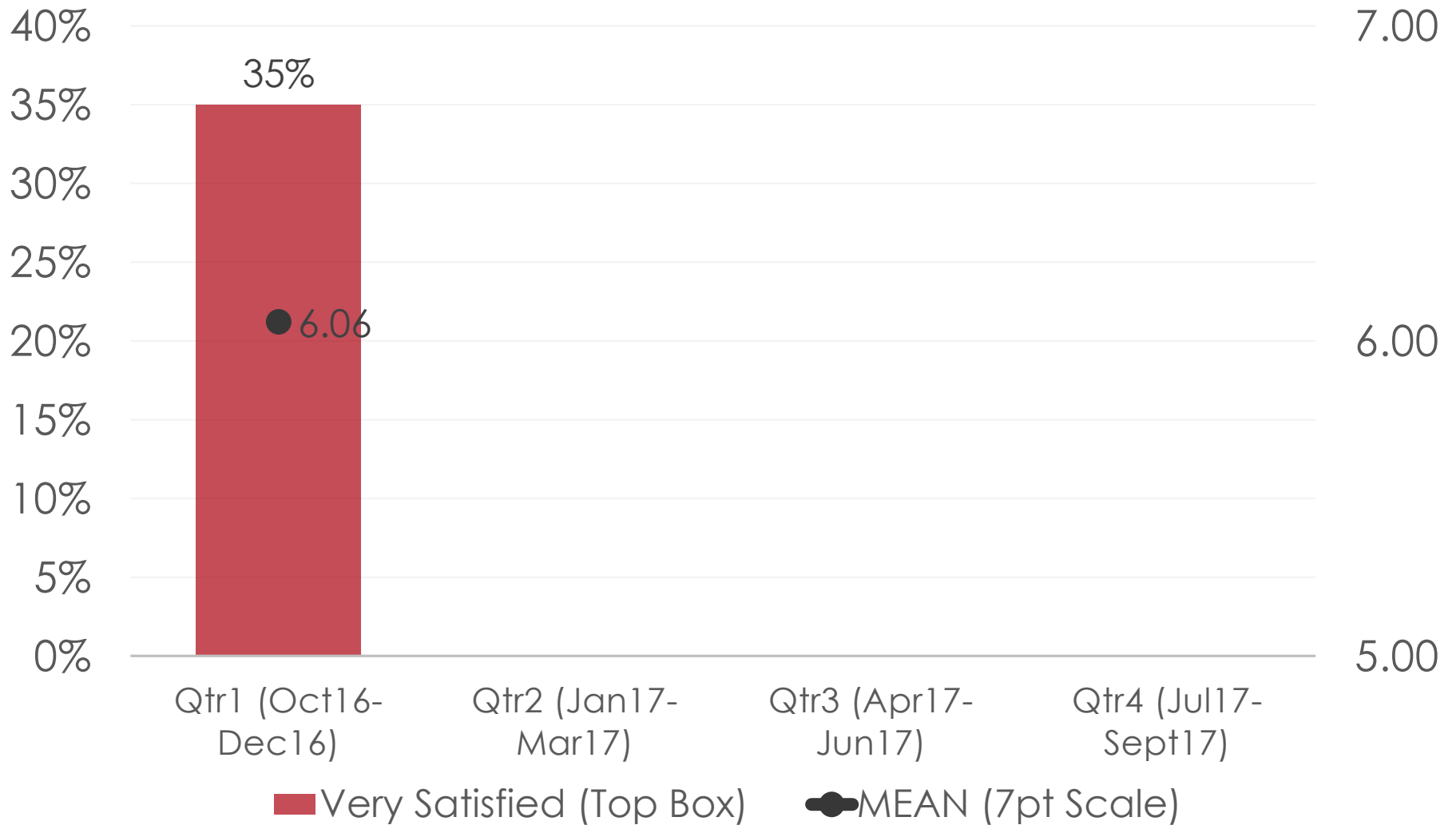


SECTION 4

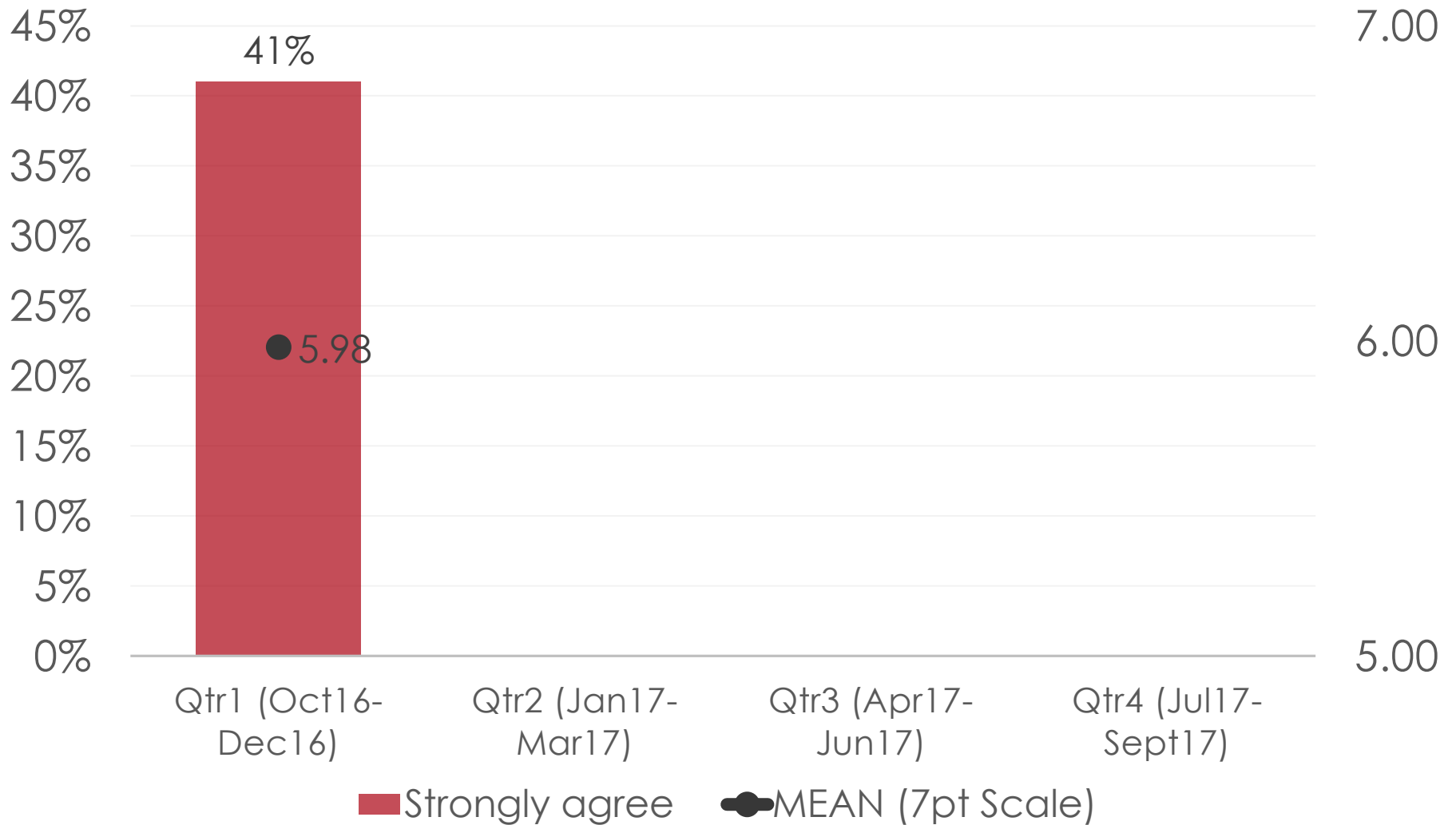
VISITOR SATISFACTION

BEHAVIOR

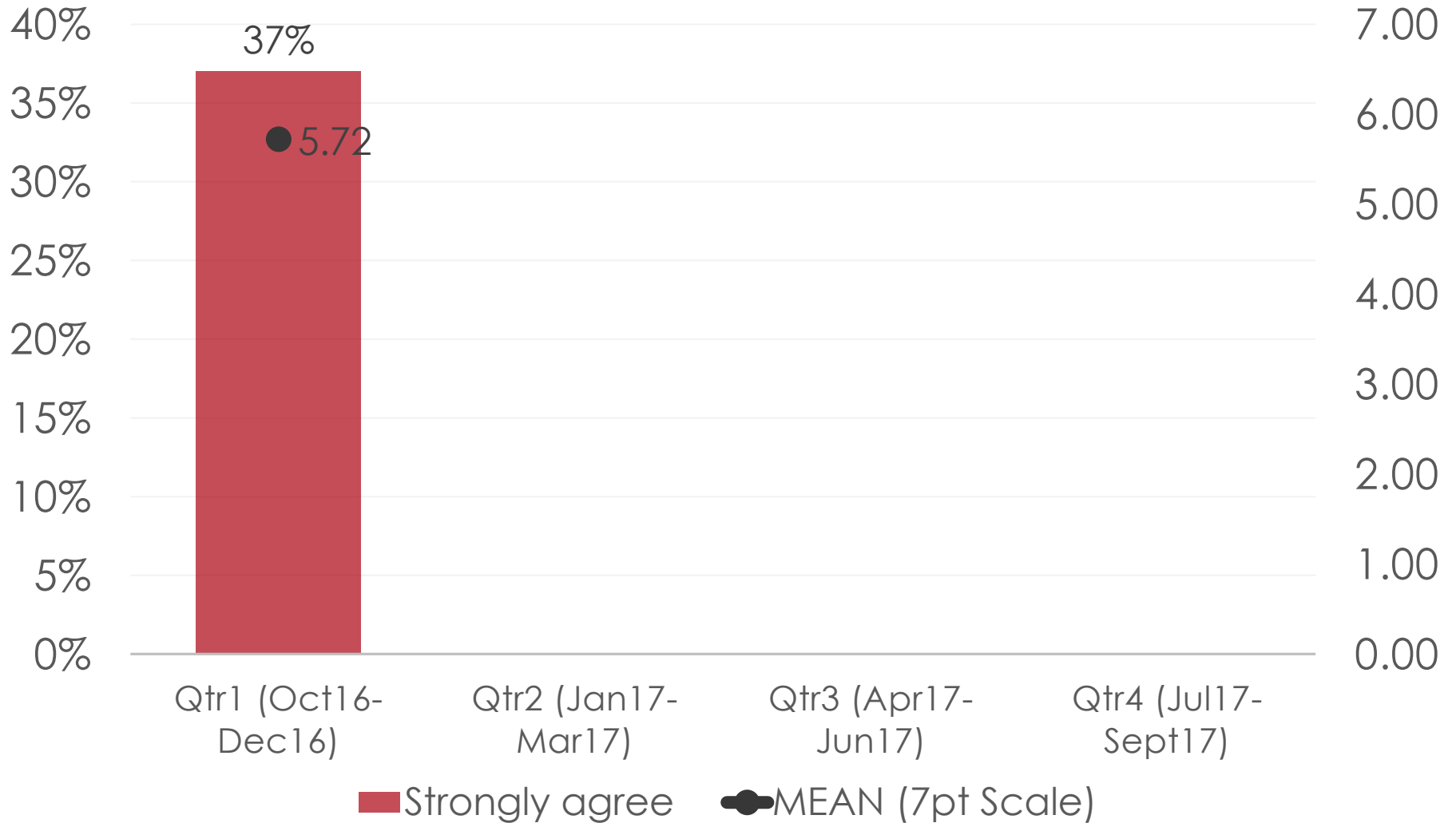
OVERALL SATISFACTION



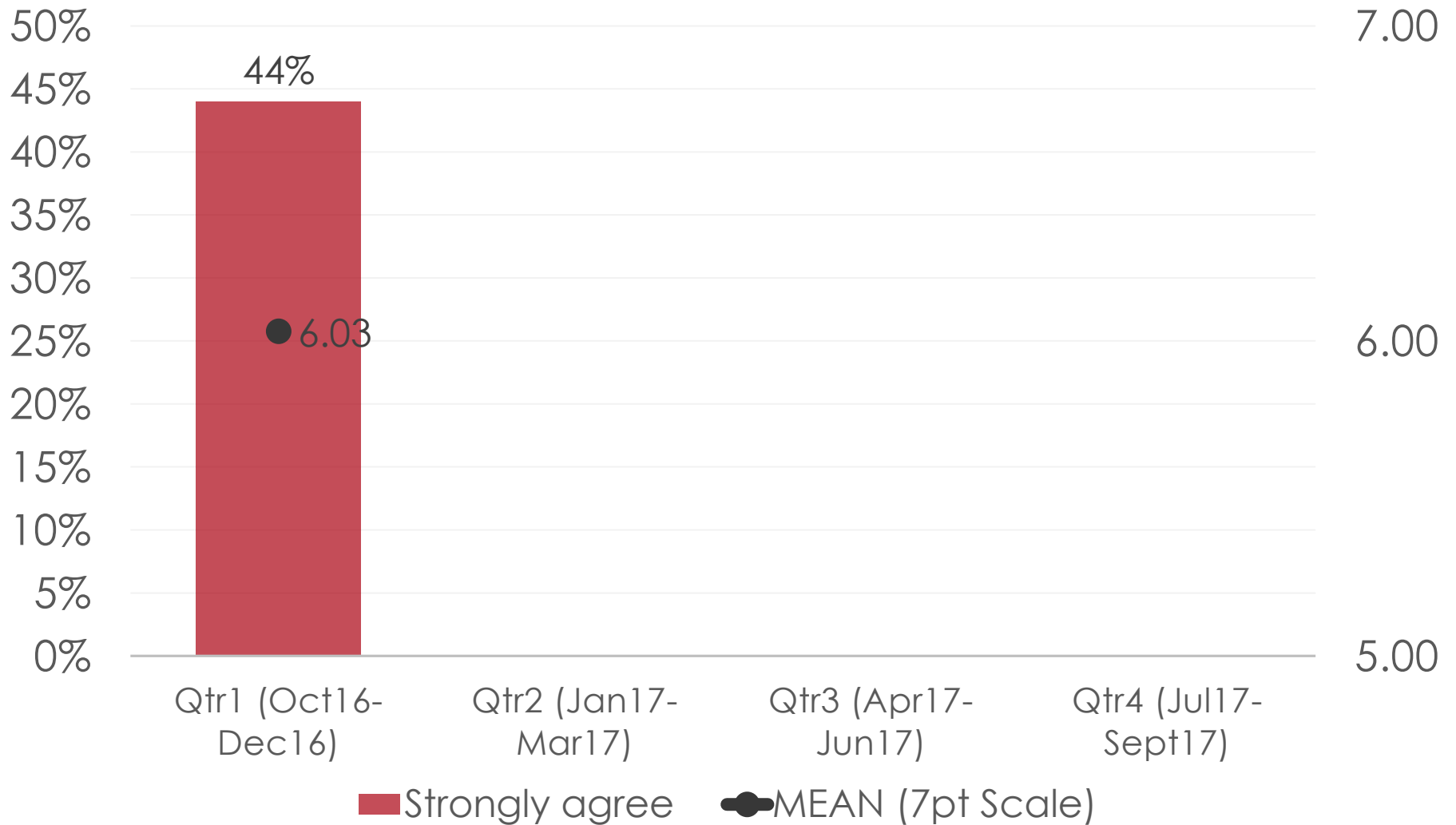
Guam was better than expected



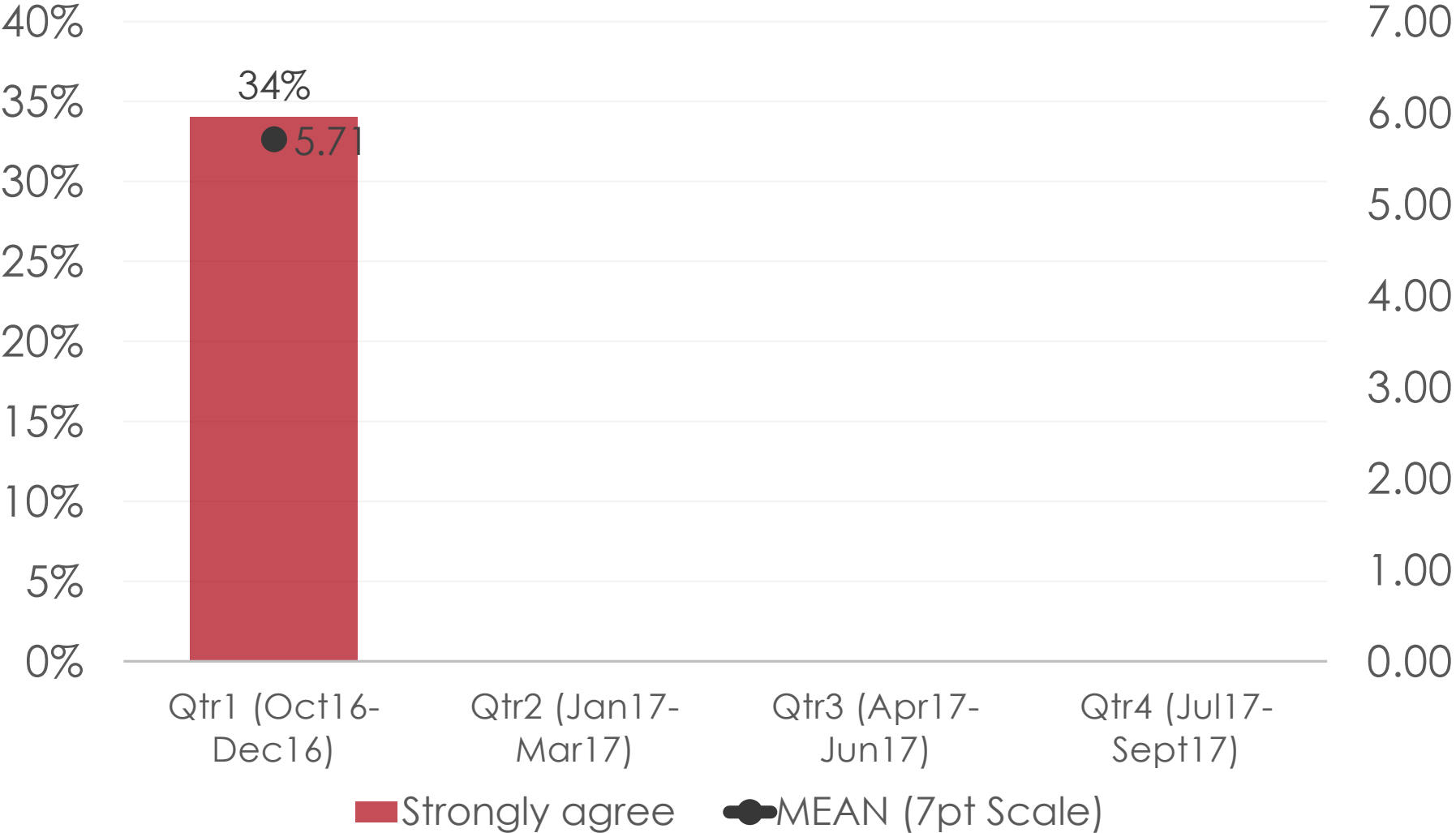
I had no communication problems



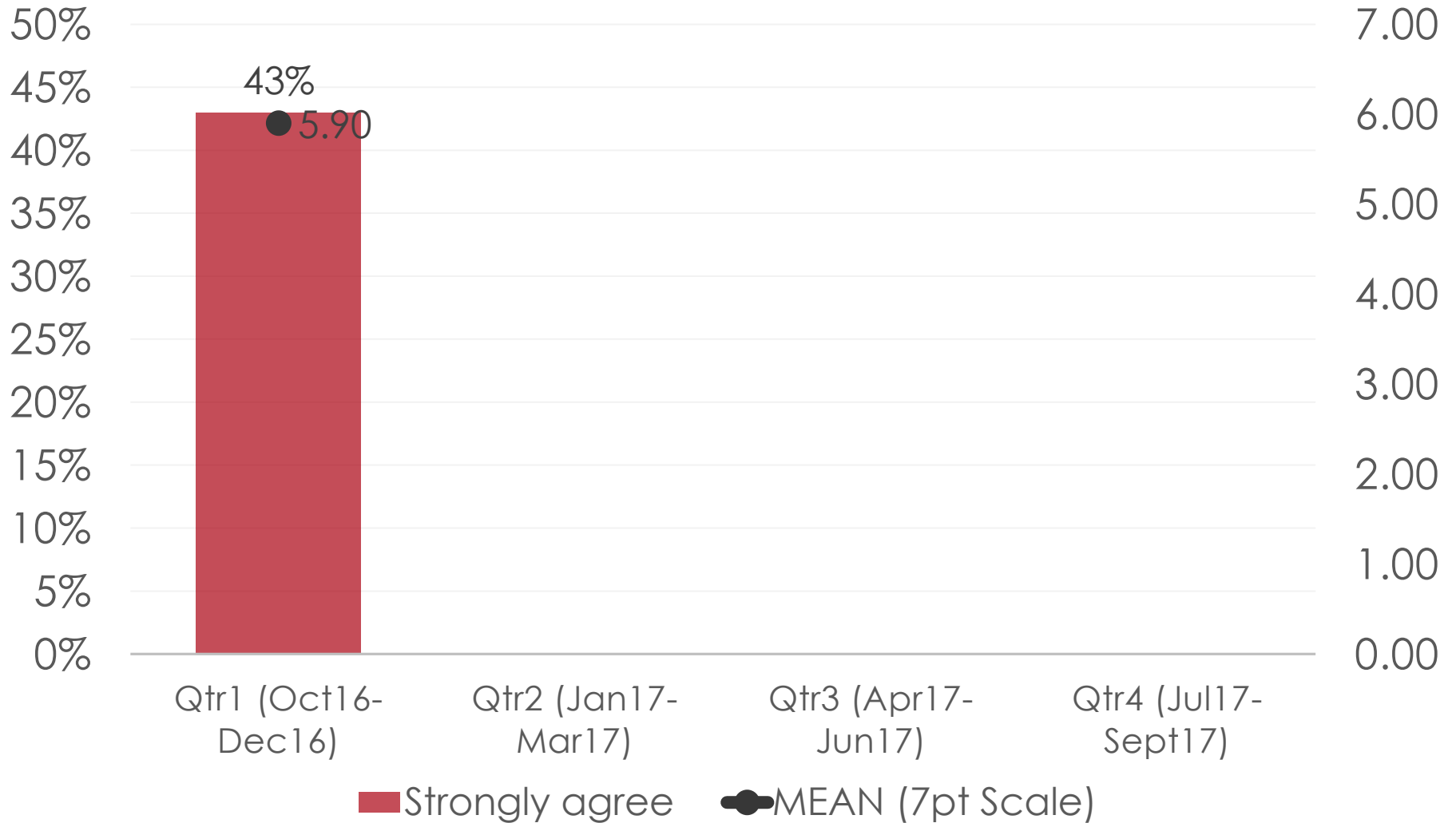
I will recommend Guam to friends



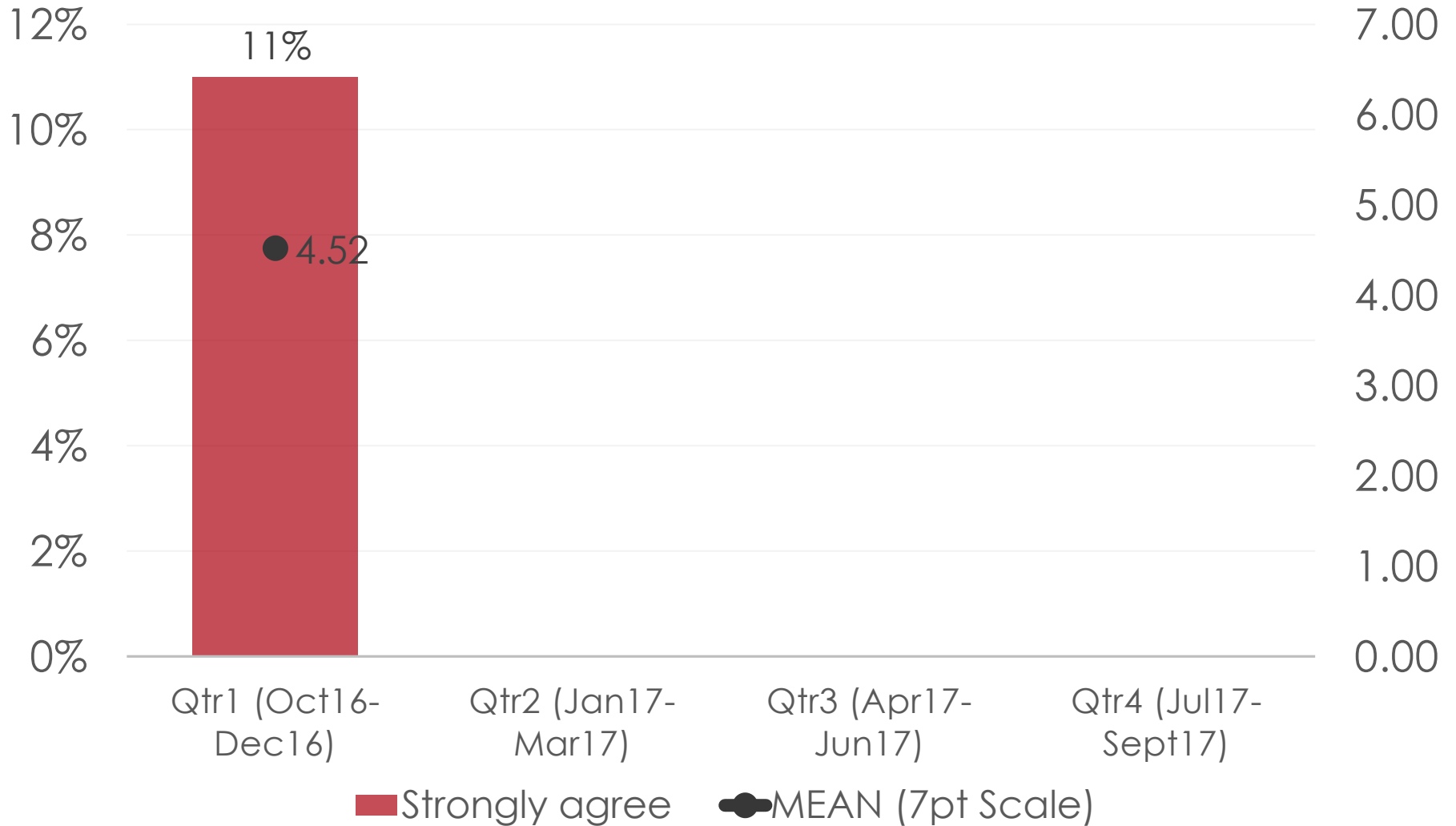
Sites on Guam were attractive



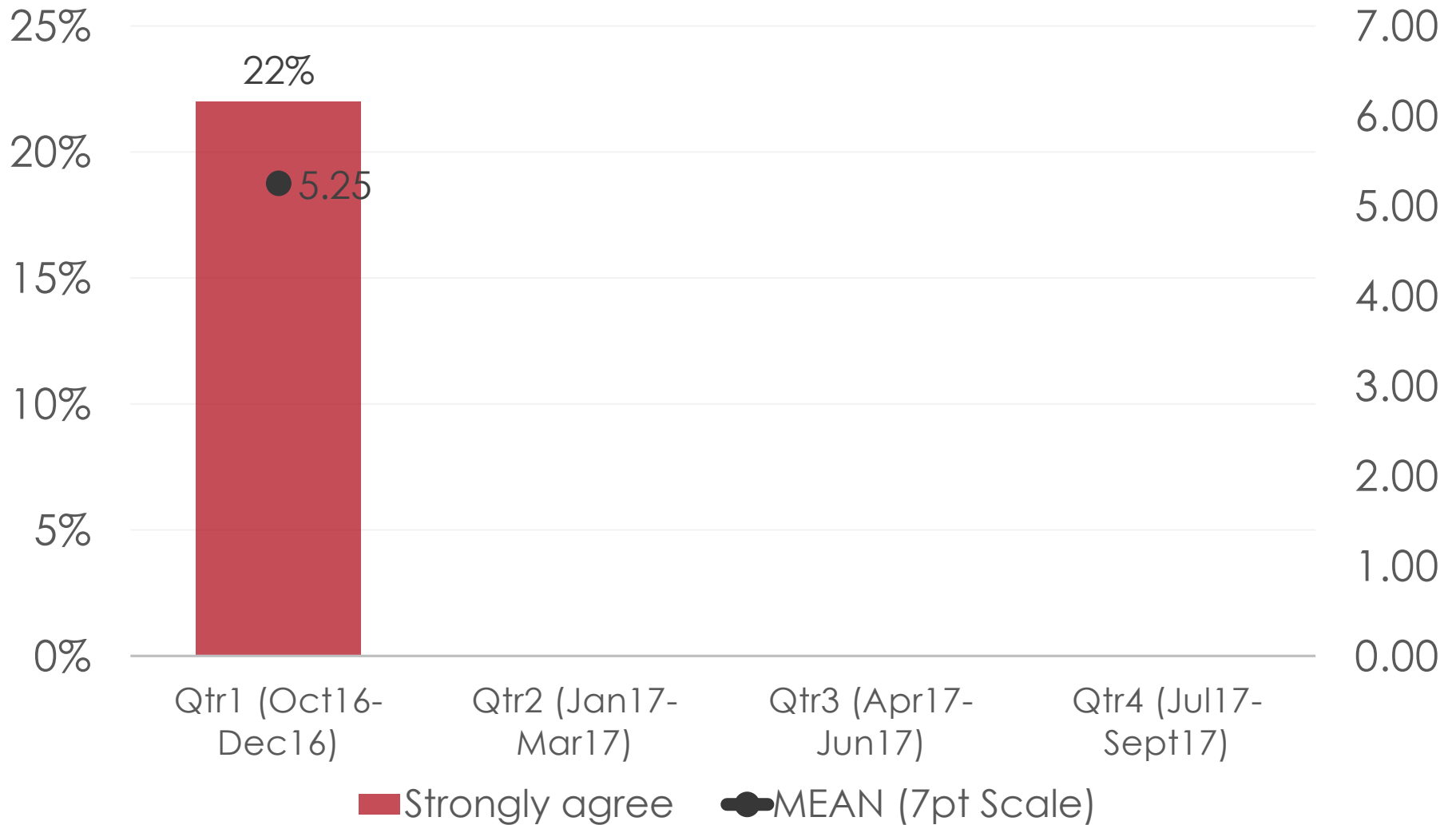
I plan to visit Guam again



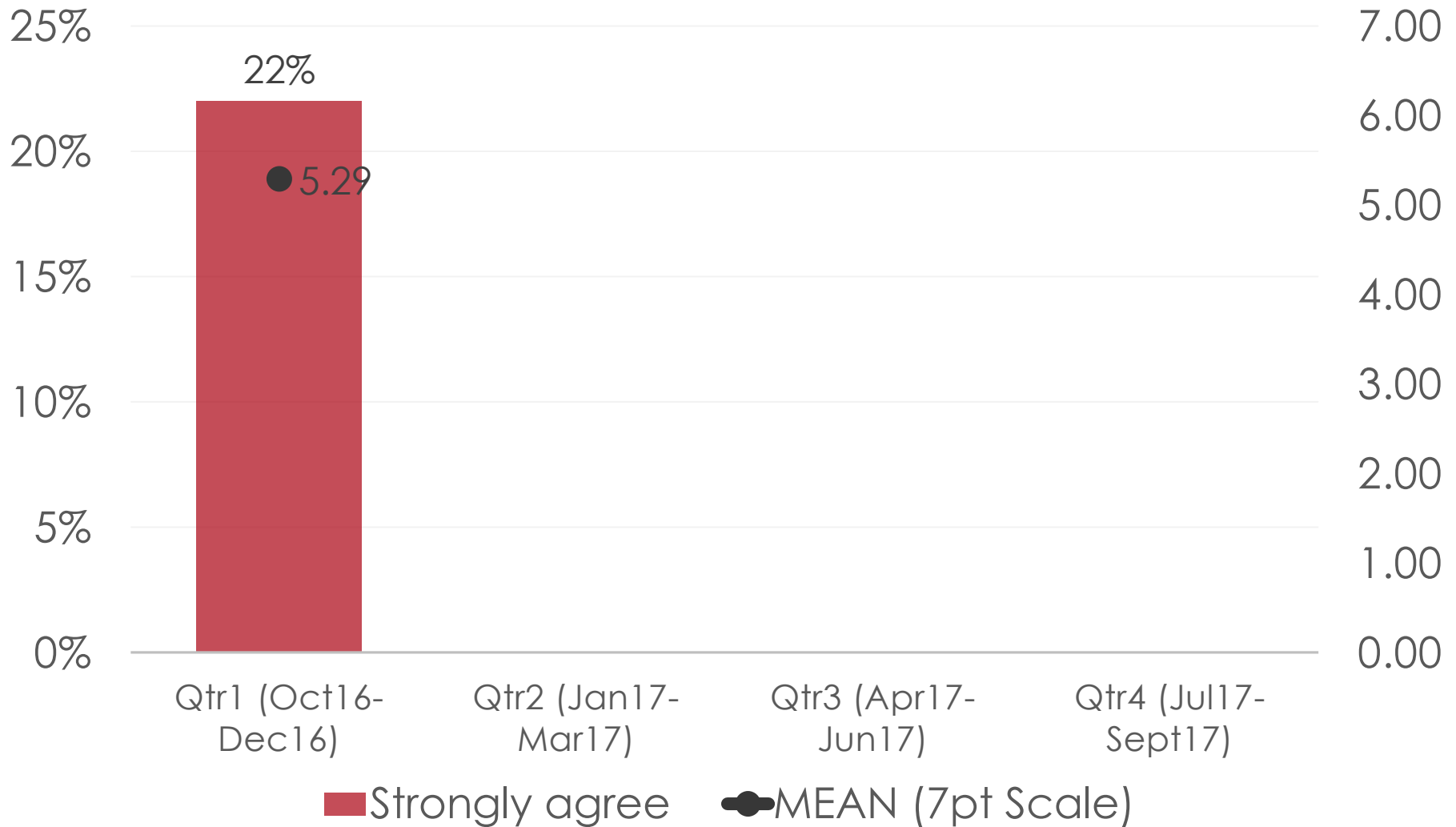
Not enough night time activities



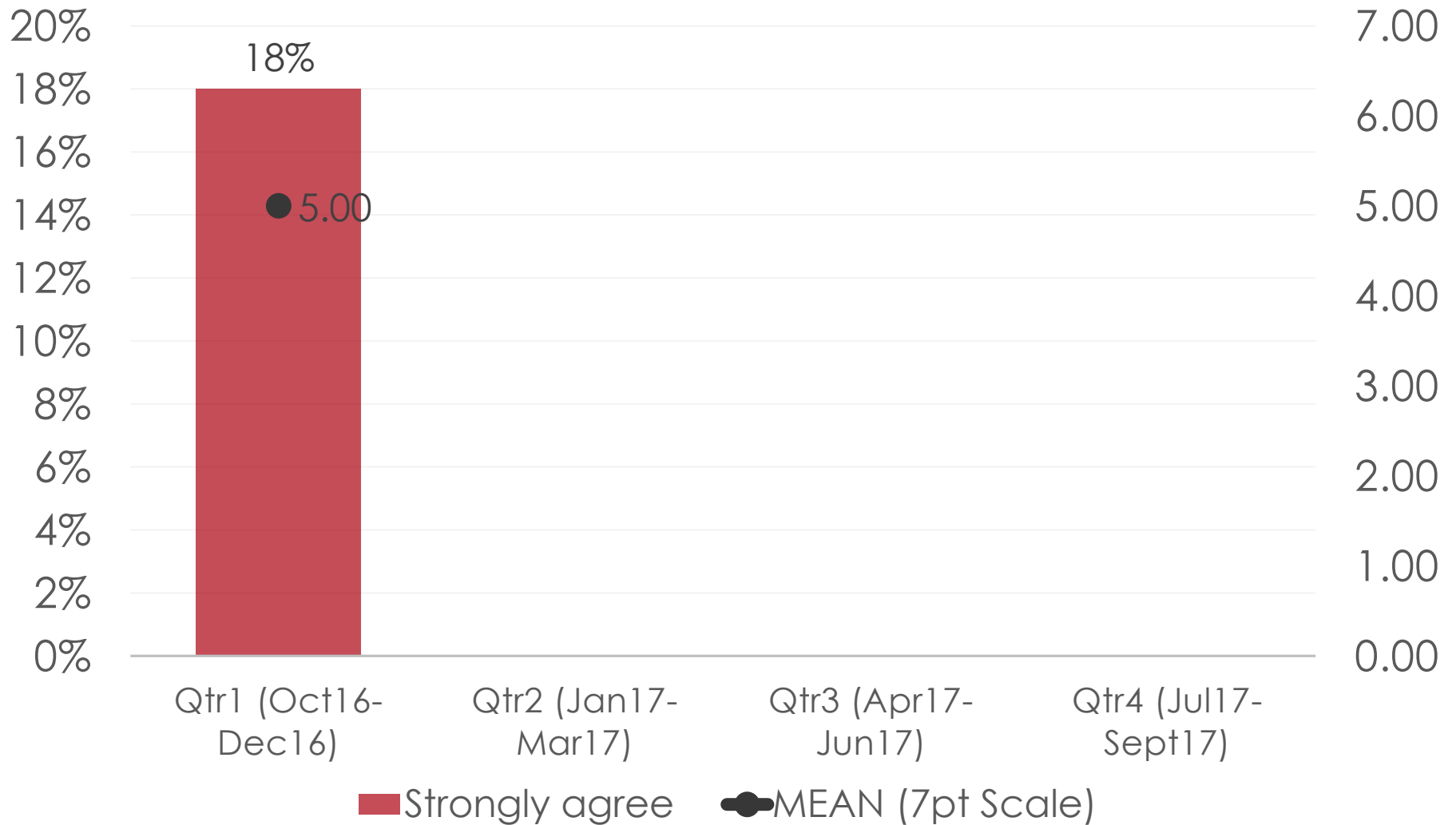
Tour guides were professional



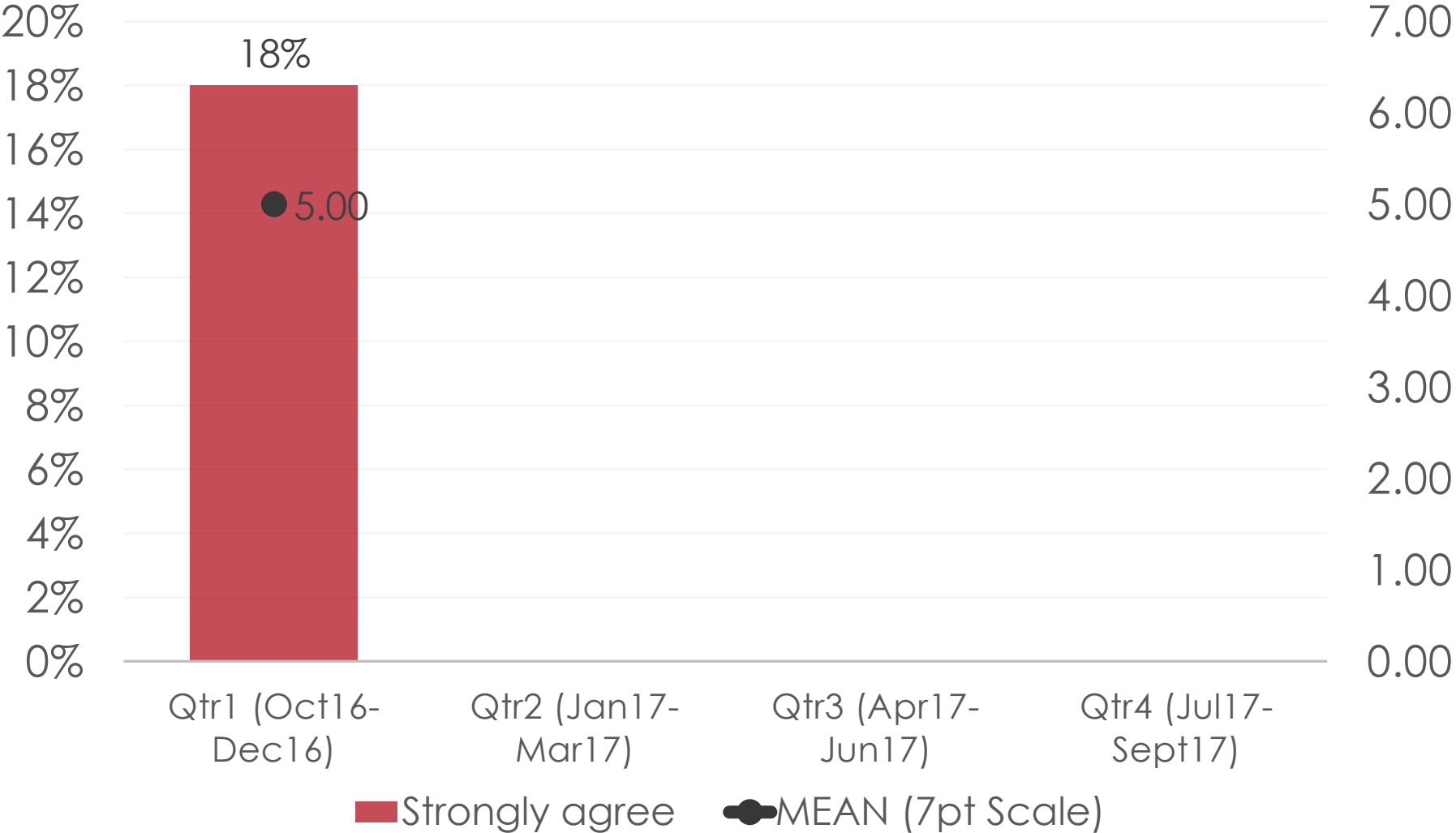
Tour drivers were professional



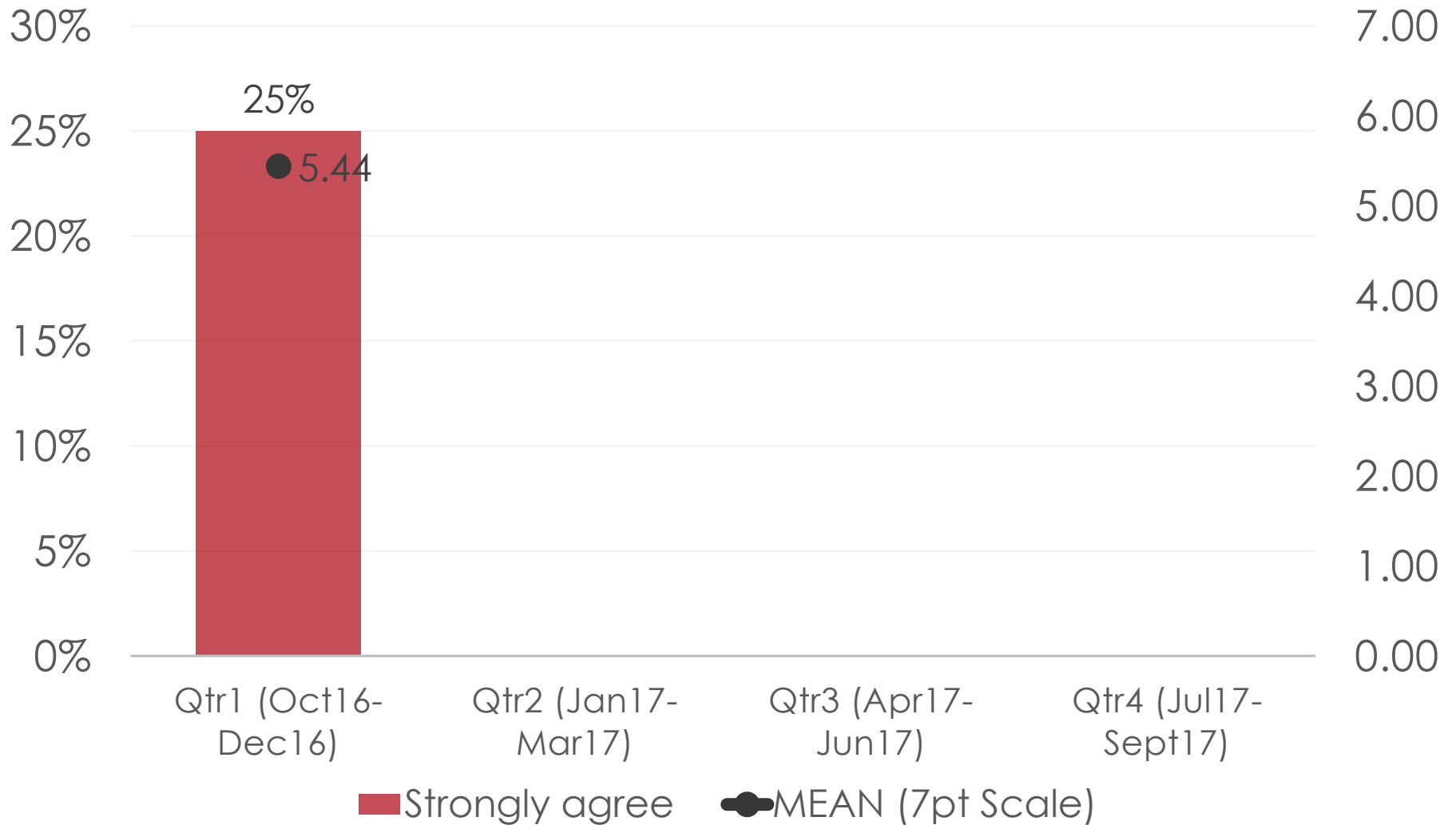
Taxi drivers were professional



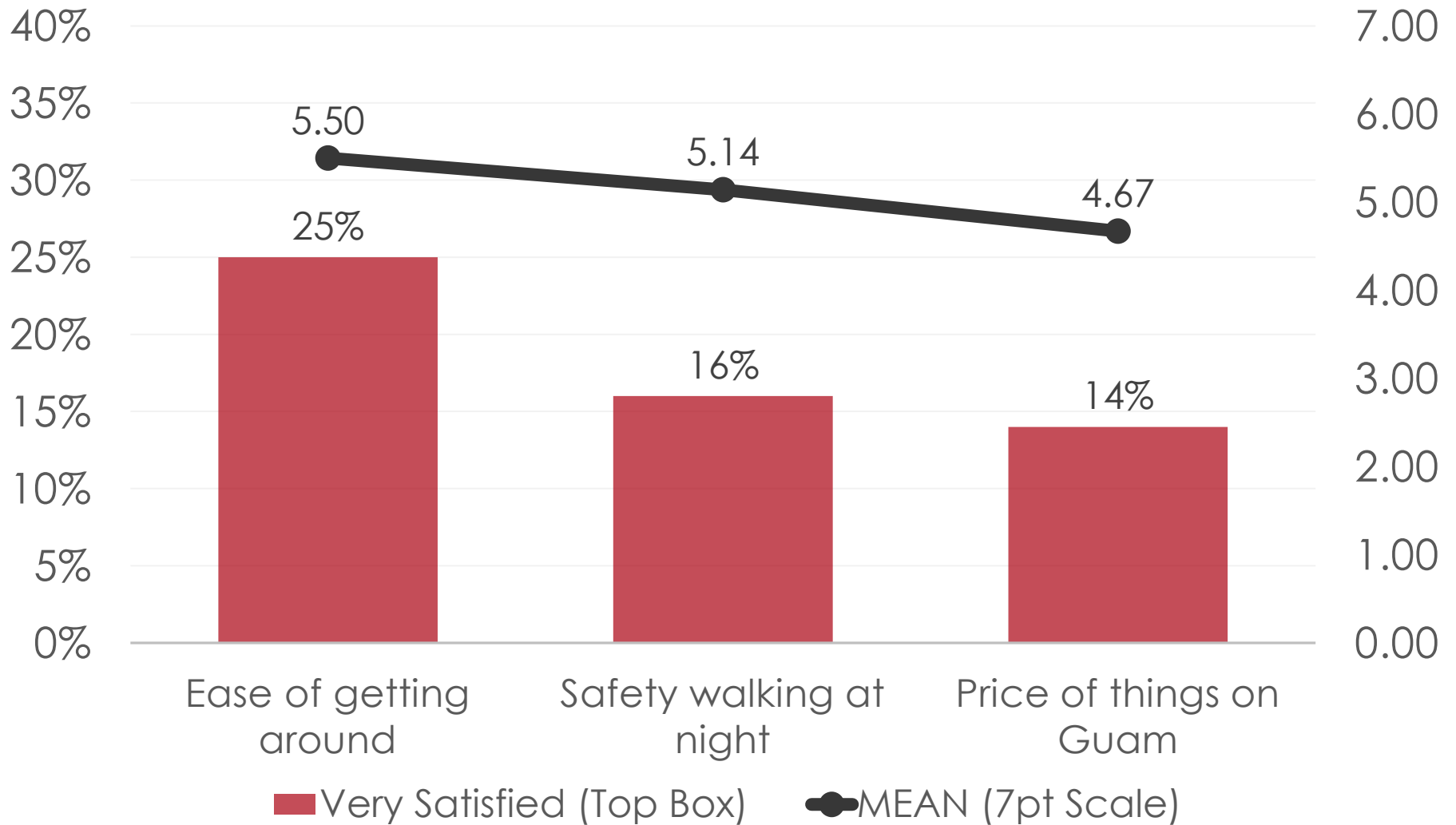
Taxis were clean



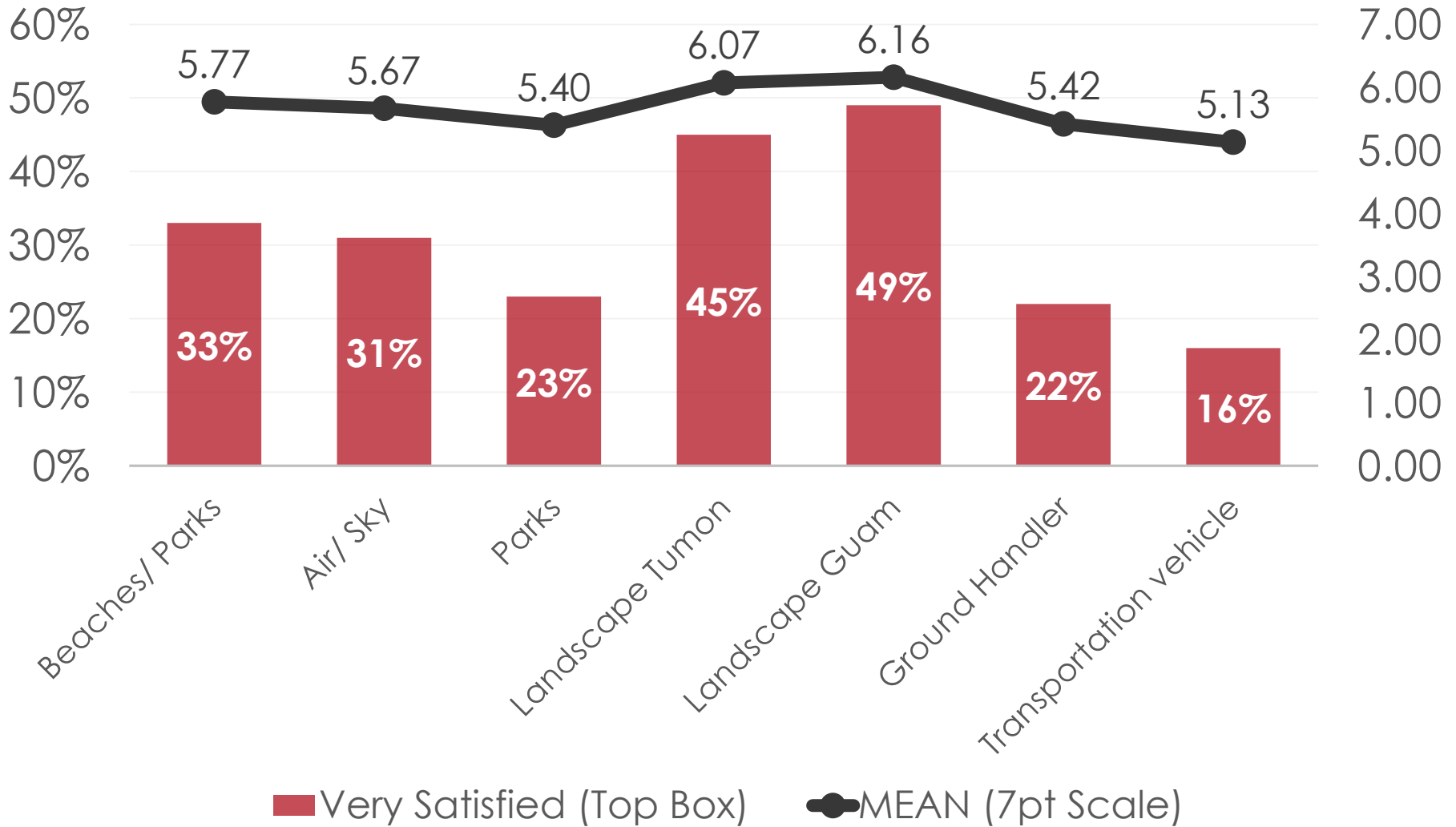
Guam airport was clean



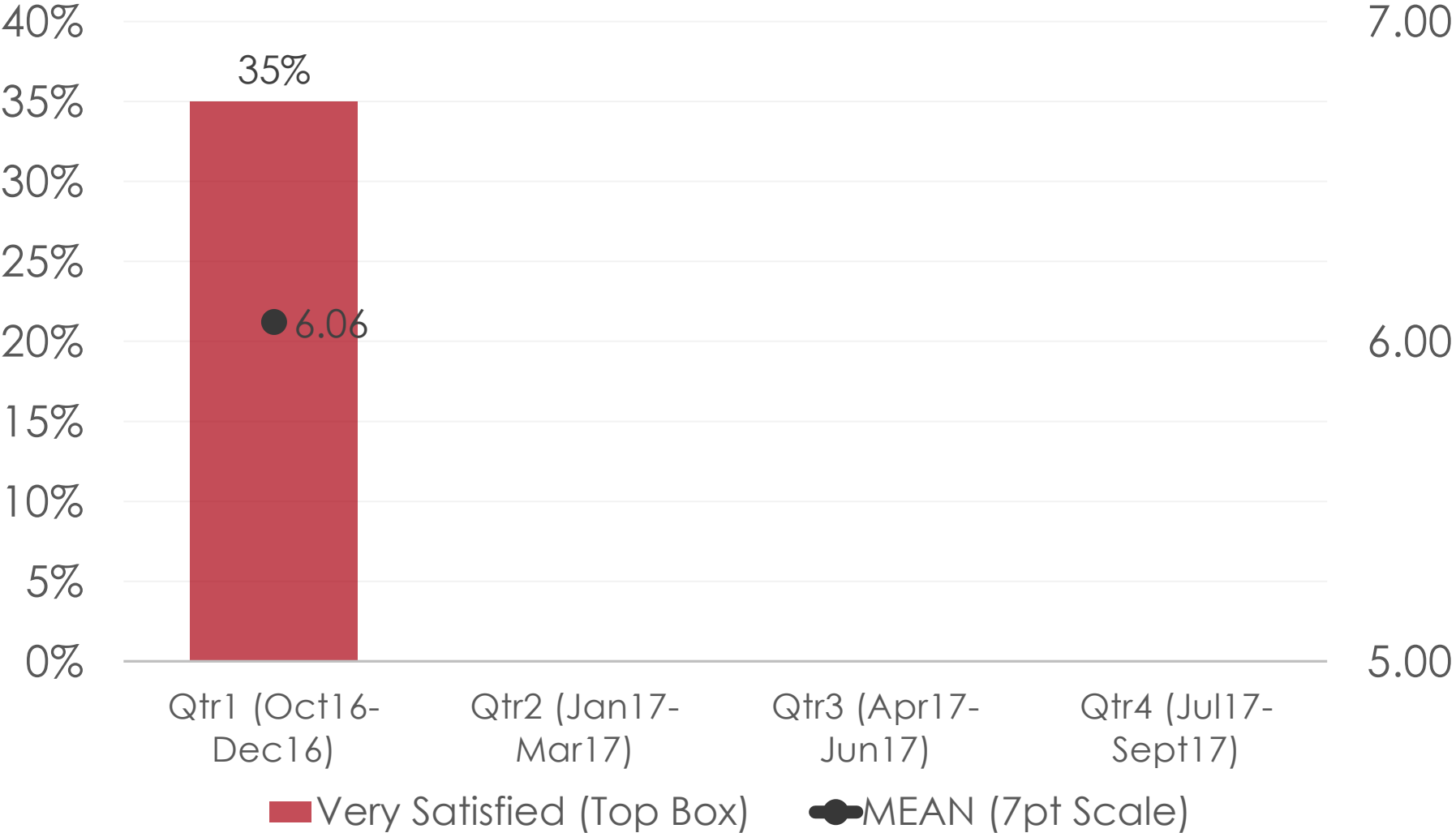
GENERAL SATISFACTION



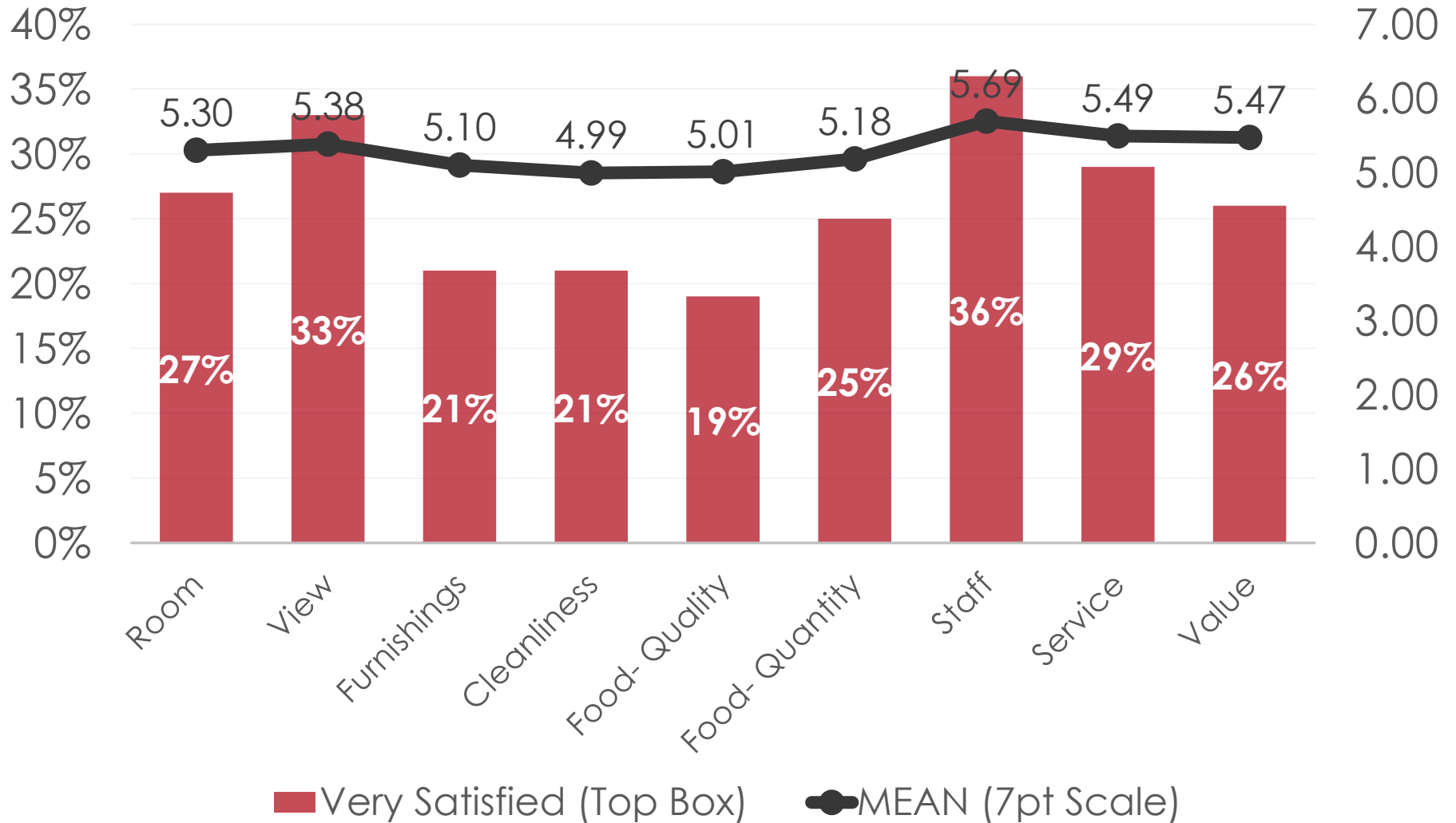
GENERAL SATISFACTION – Quality/ Cleanliness



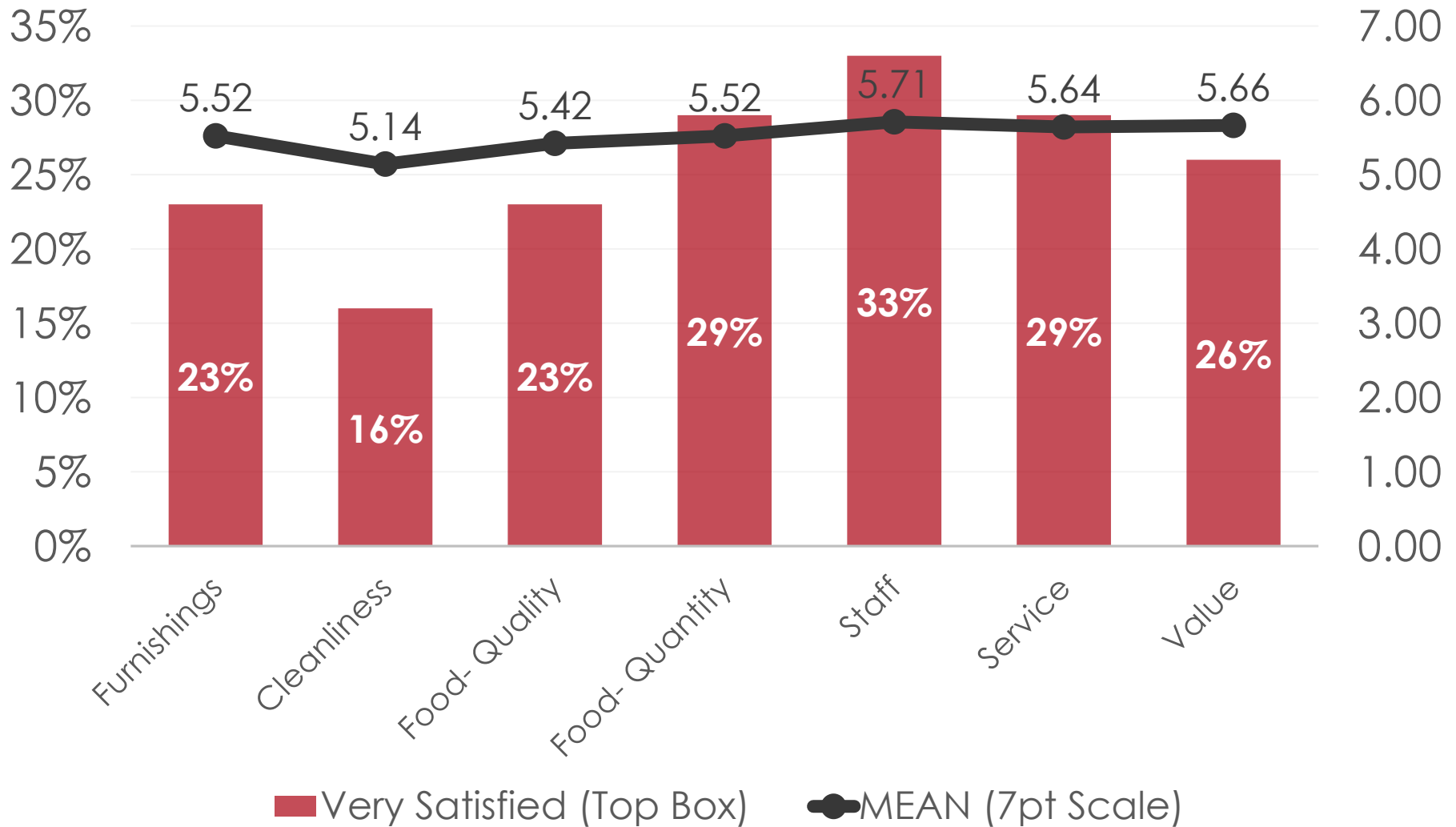
ACCOMMODATIONS – OVERALL SATISFACTION



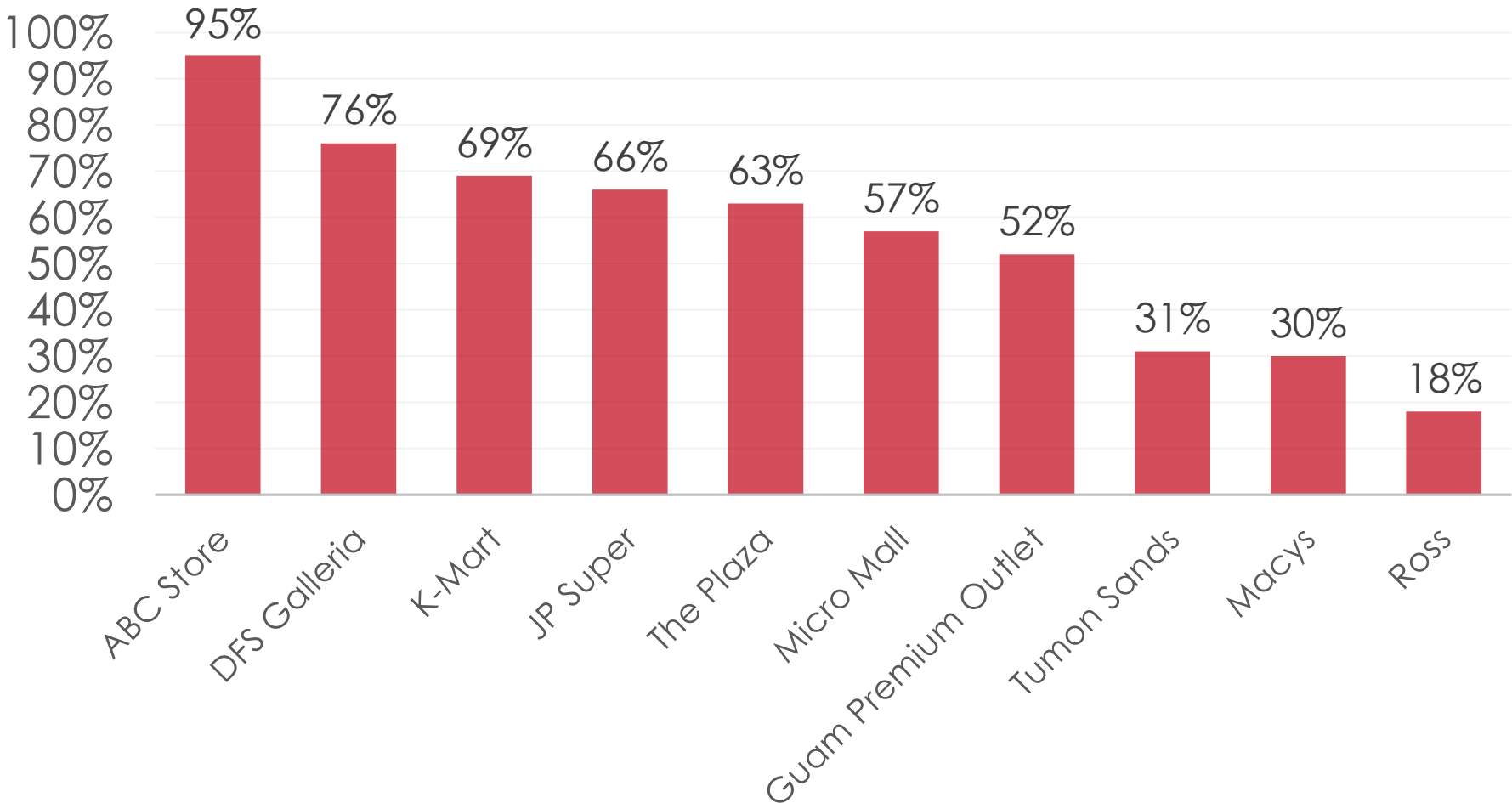
ACCOMMODATIONS – Satisfaction by Category



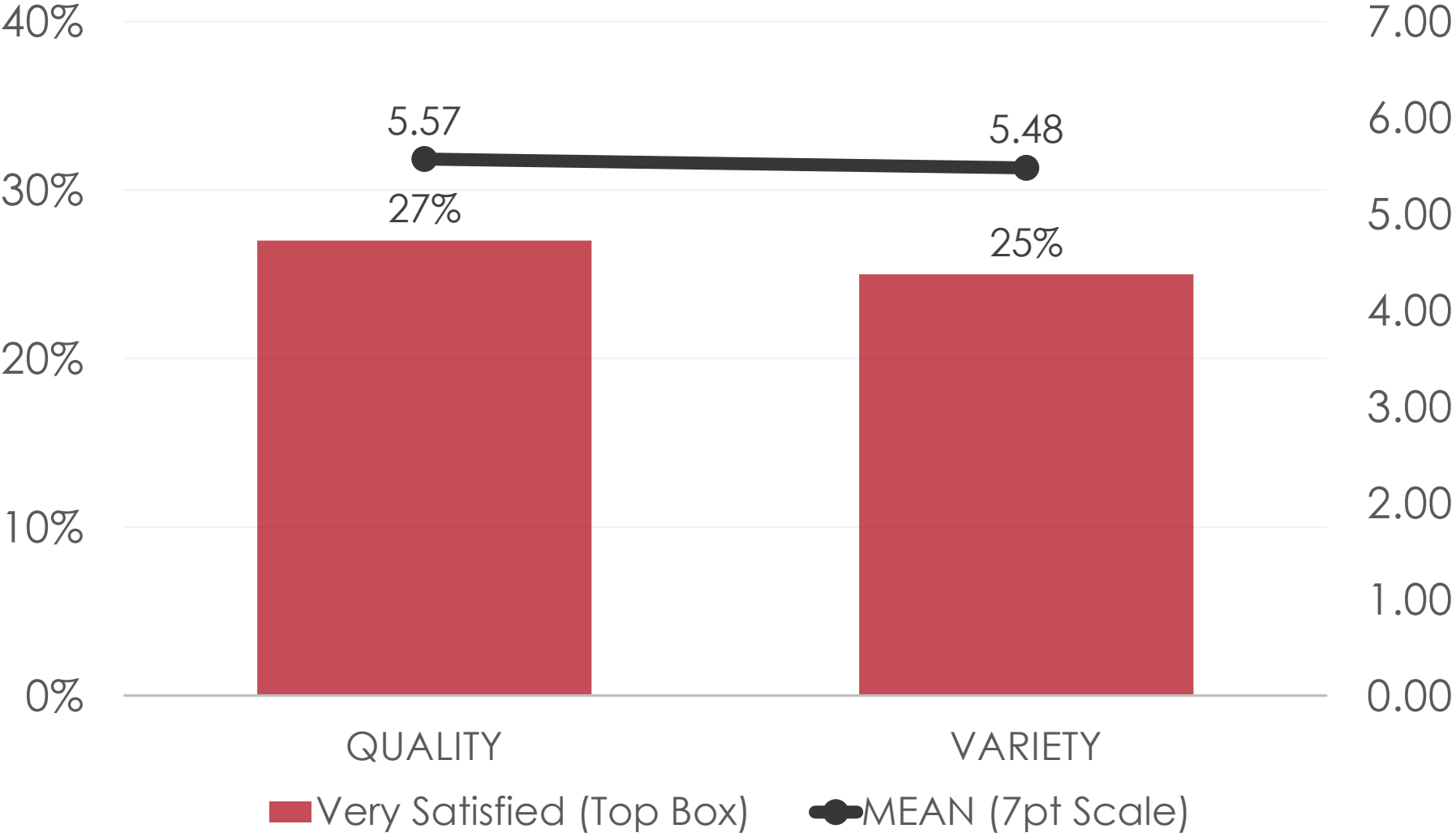
DINING EXPERIENCE (Outside Hotel) – Satisfaction by Category



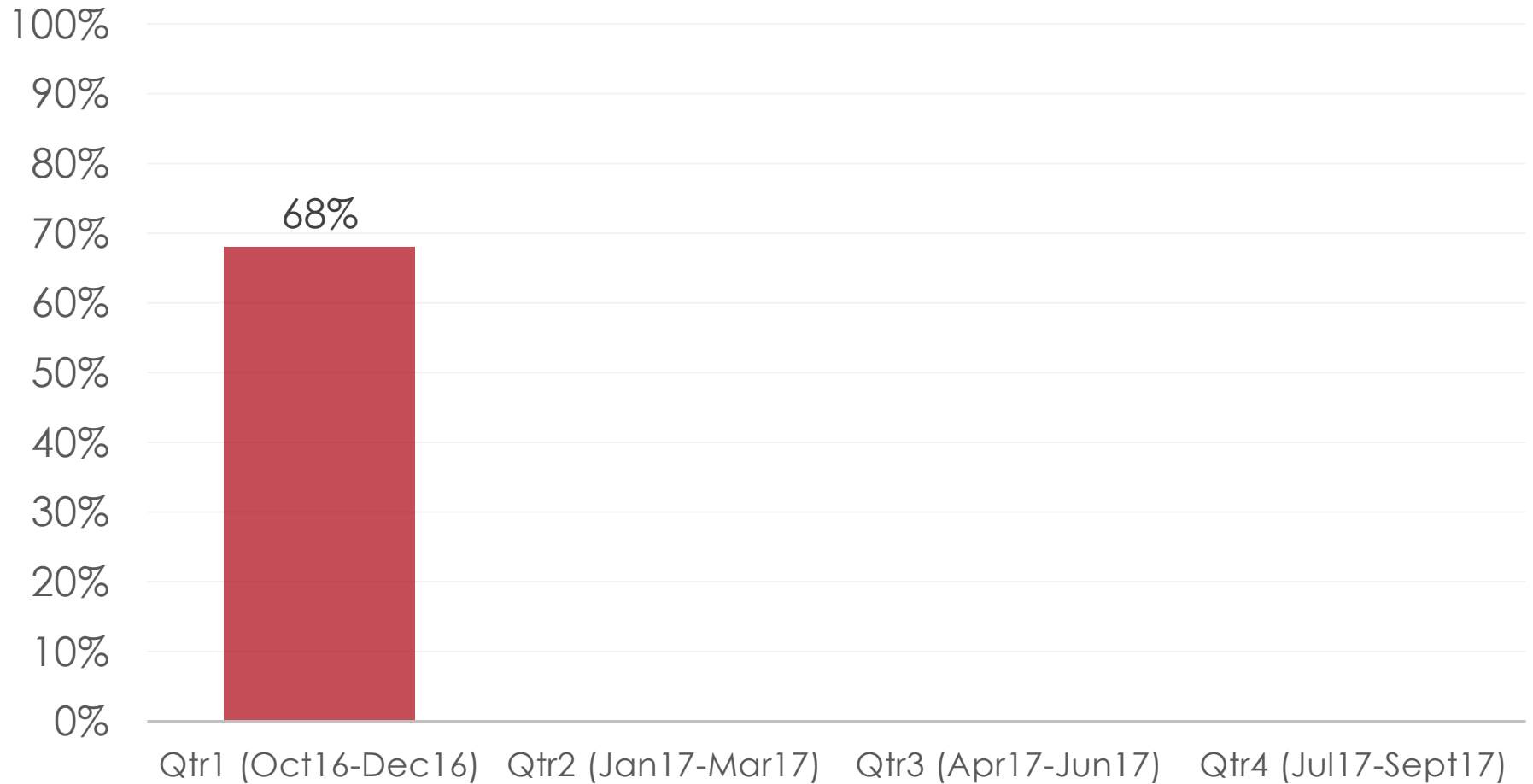
Shopping Malls/ Stores (Top Responses)



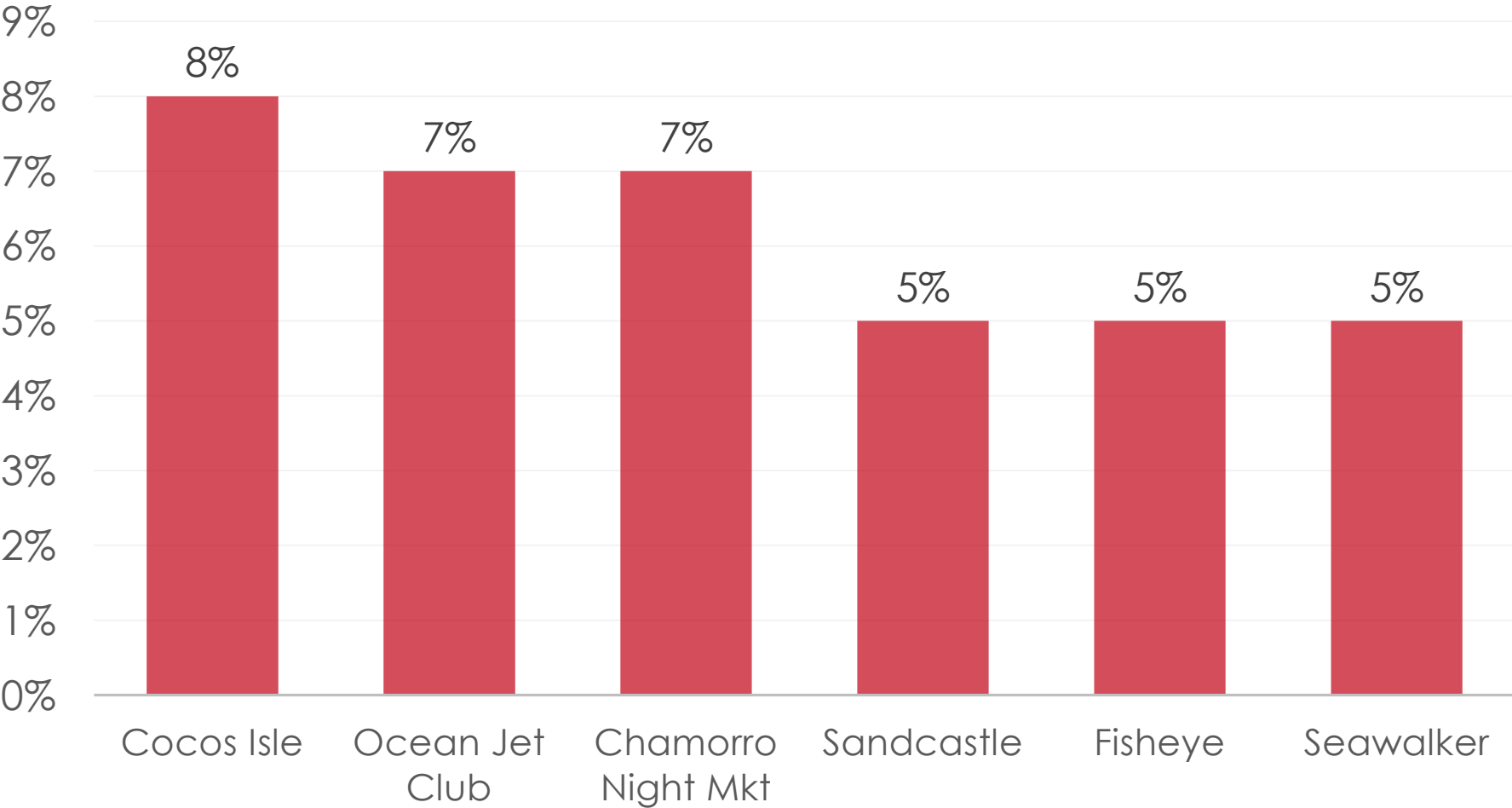
SHOPPING - SATISFACTION



OPTIONAL TOUR PARTICIPATION – FY2017 Tracking

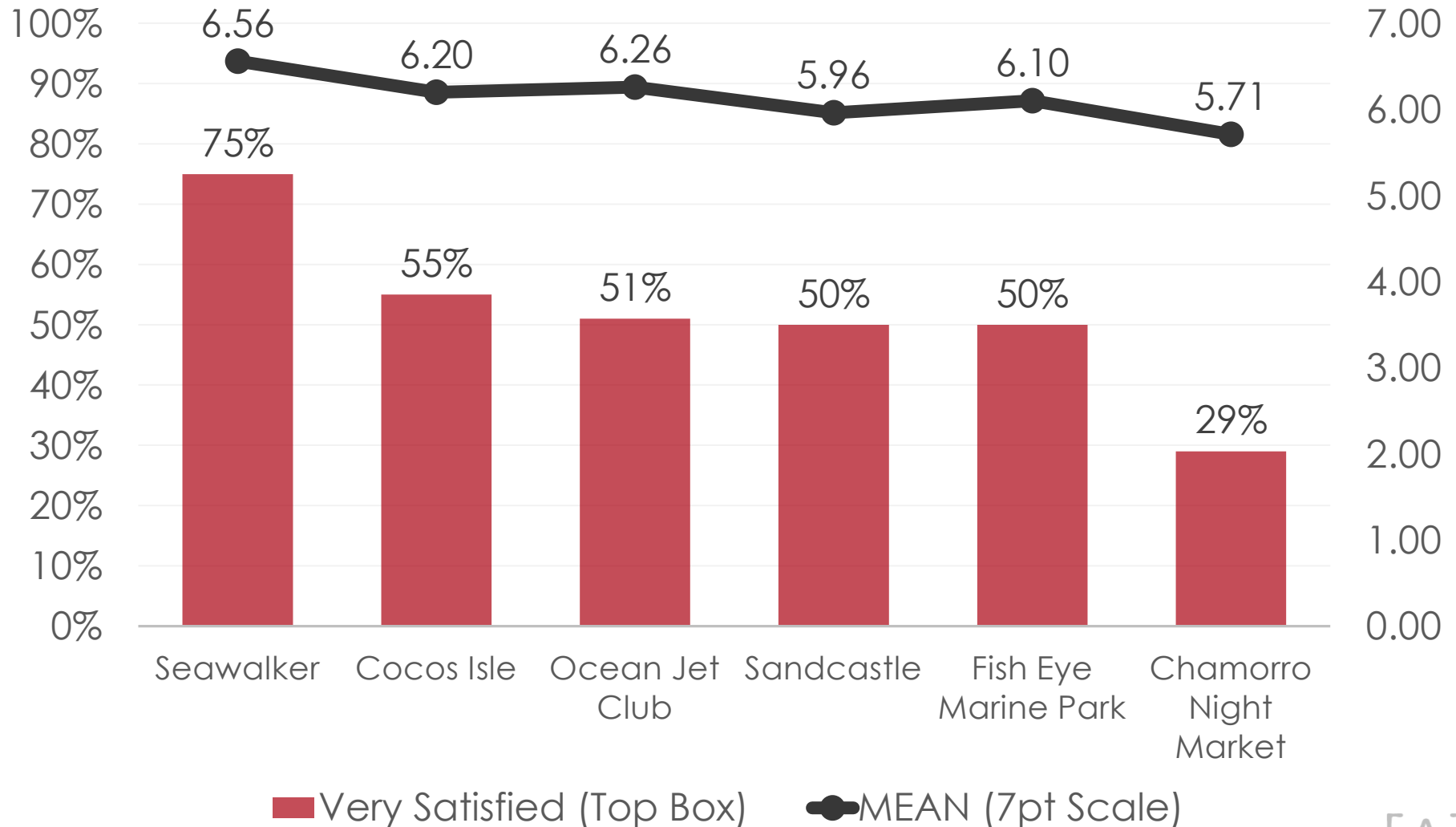


Optional Tour Participation (Top Responses)

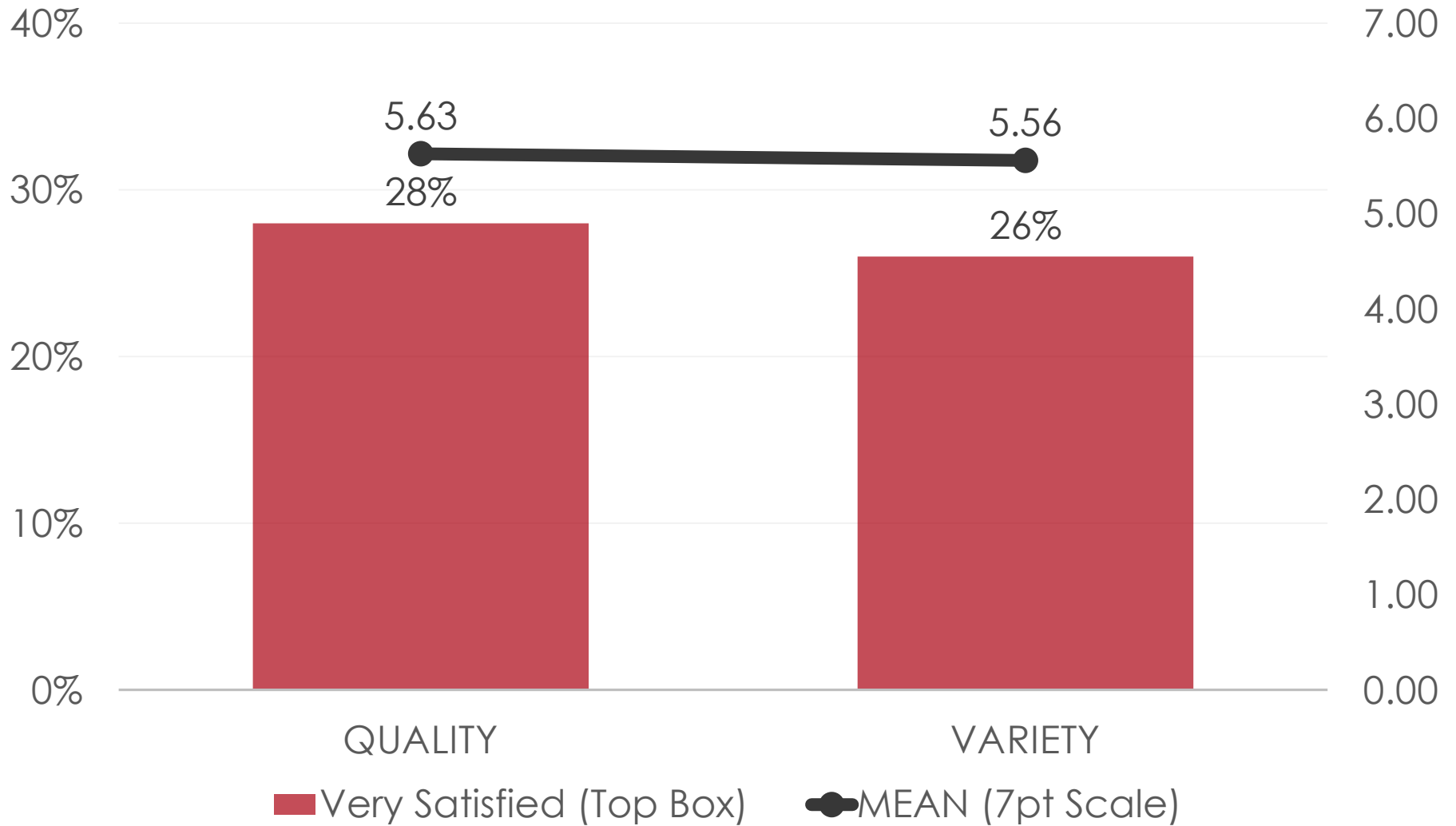


Optional Tour Satisfaction

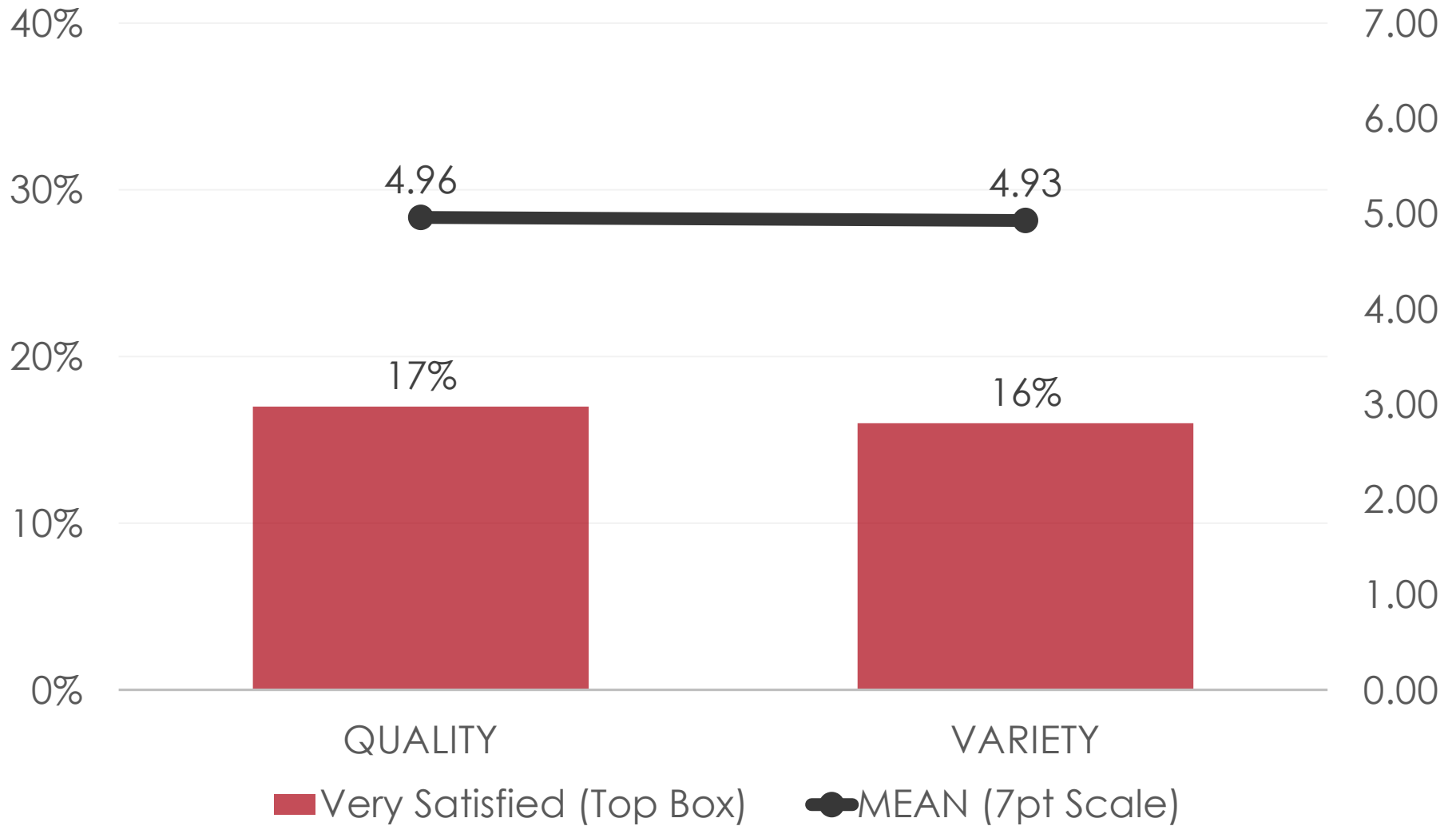
Top Responses only - Participation (5%+)



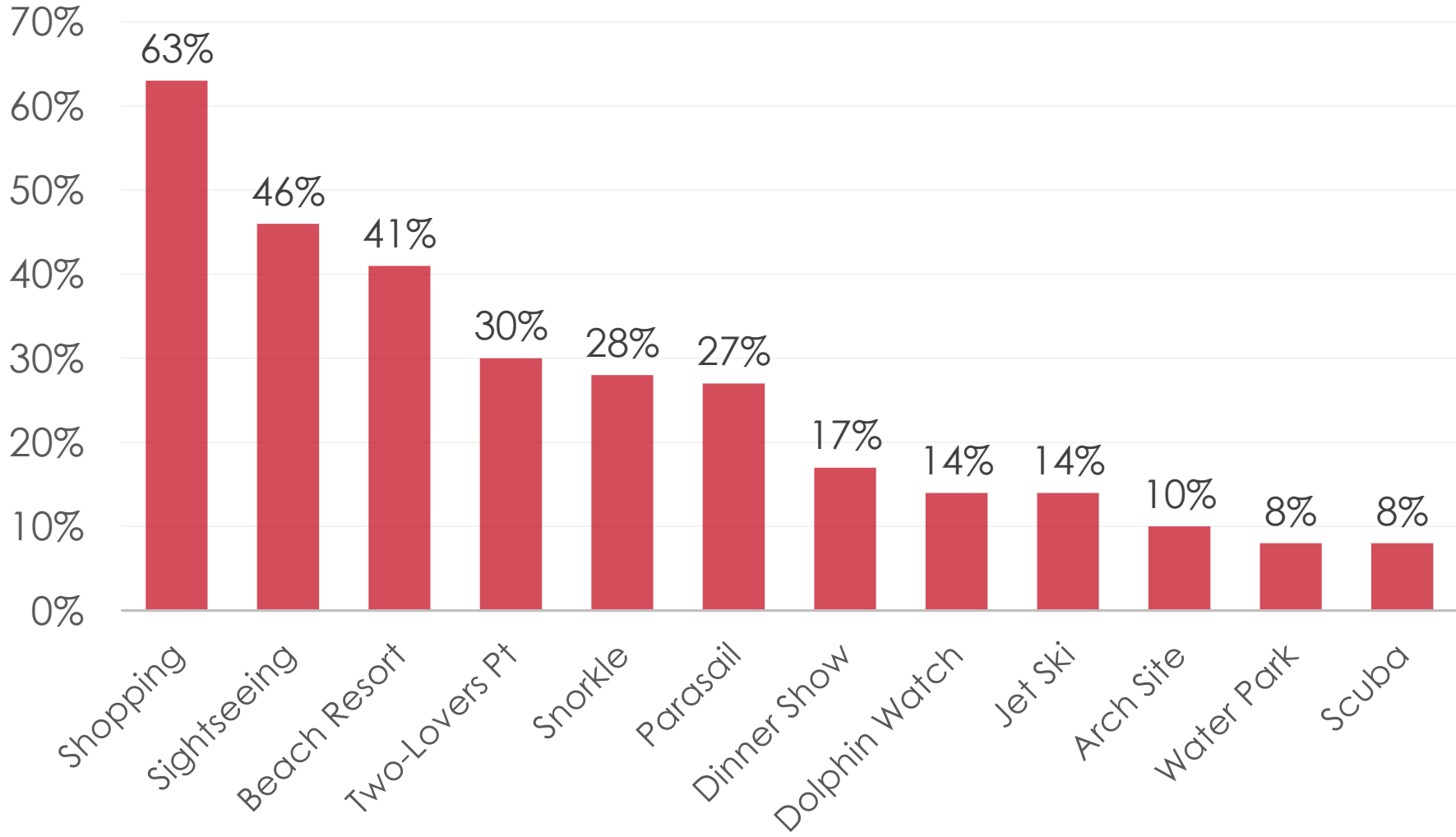
DAY TOUR - SATISFACTION



NIGHT TOUR - SATISFACTION

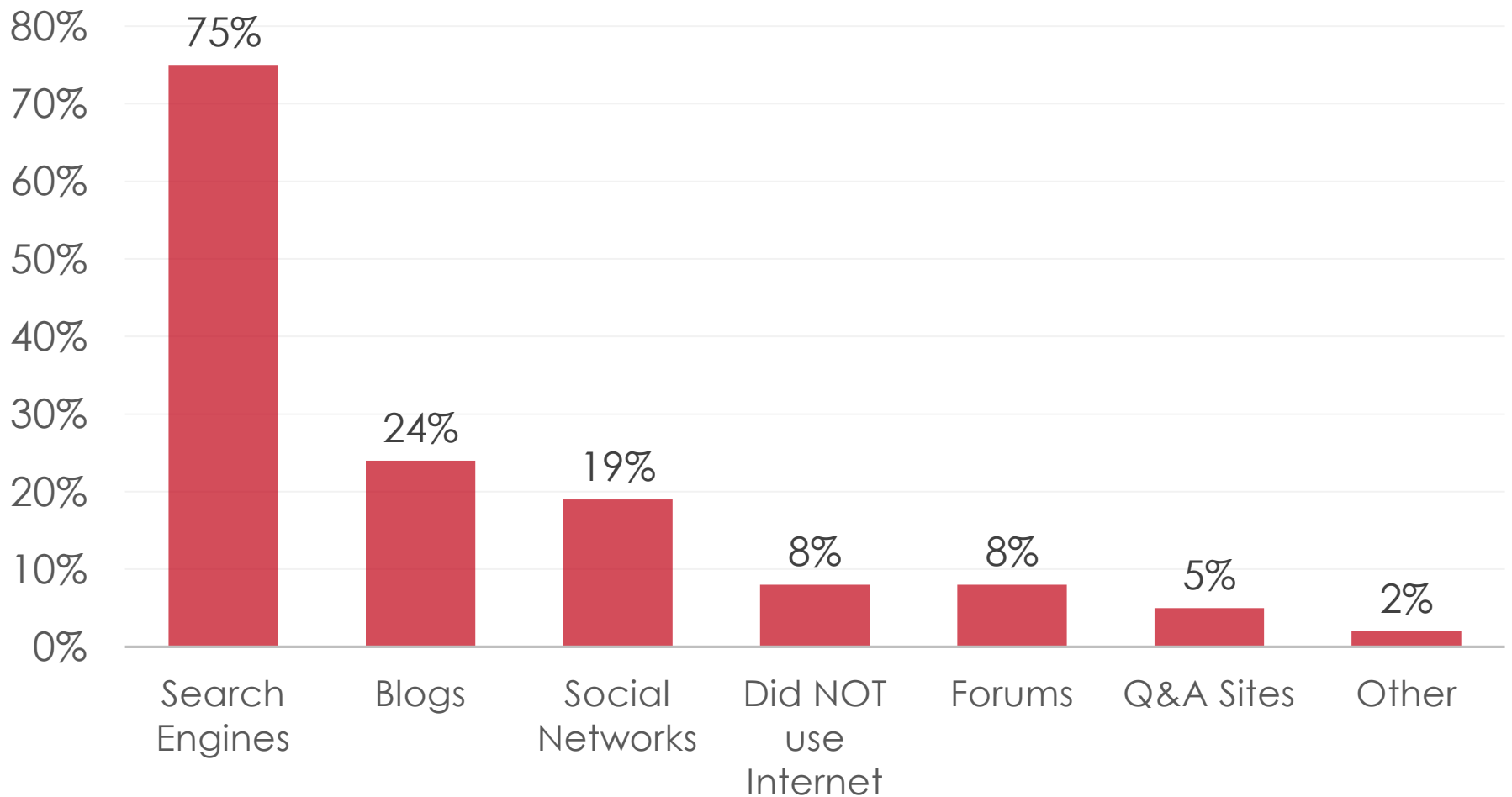


Activities Participation (Top Responses)



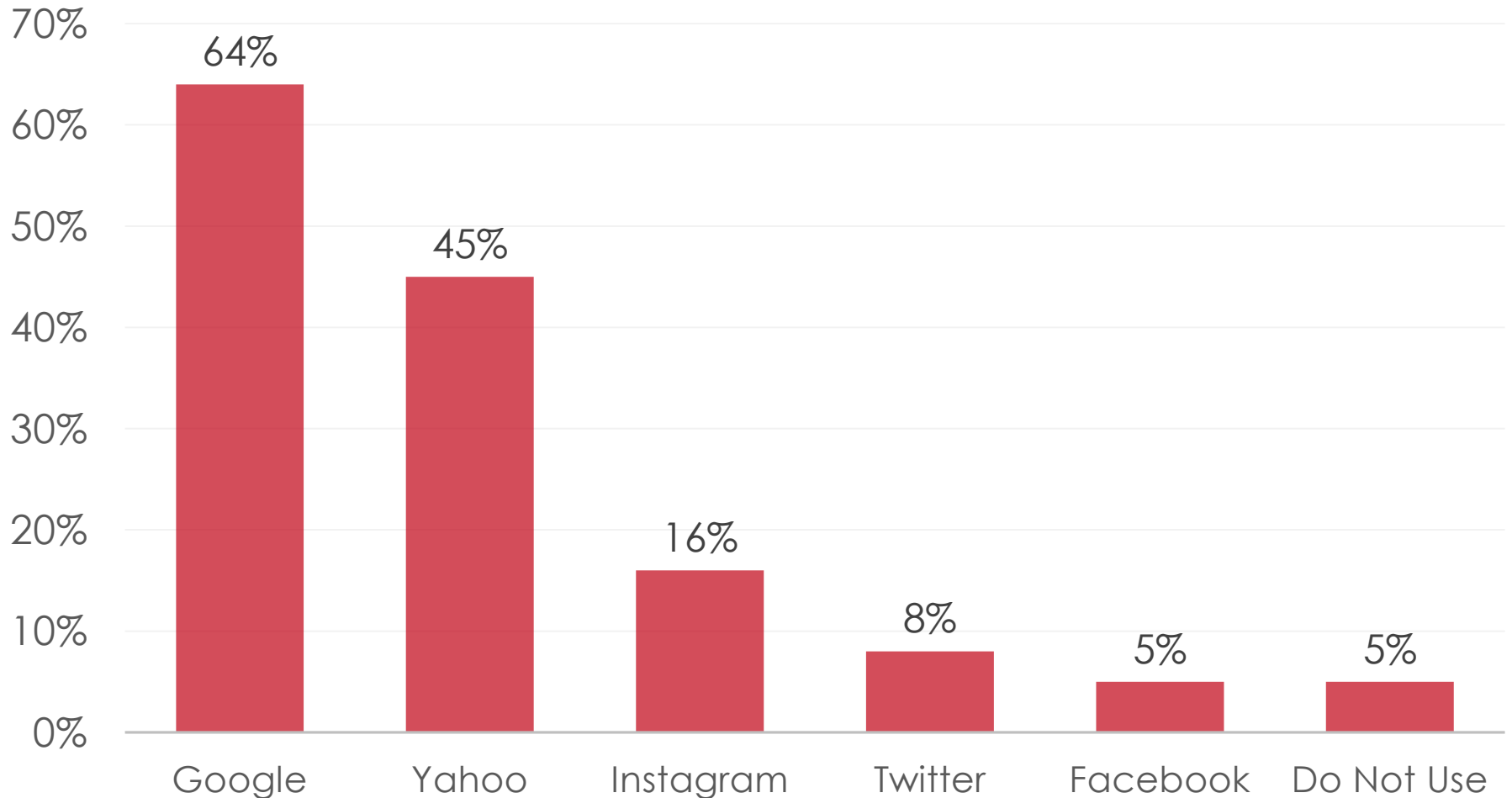
SECTION 5 PROMOTIONS

INTERNET- GUAM SOURCES OF INFORMATION



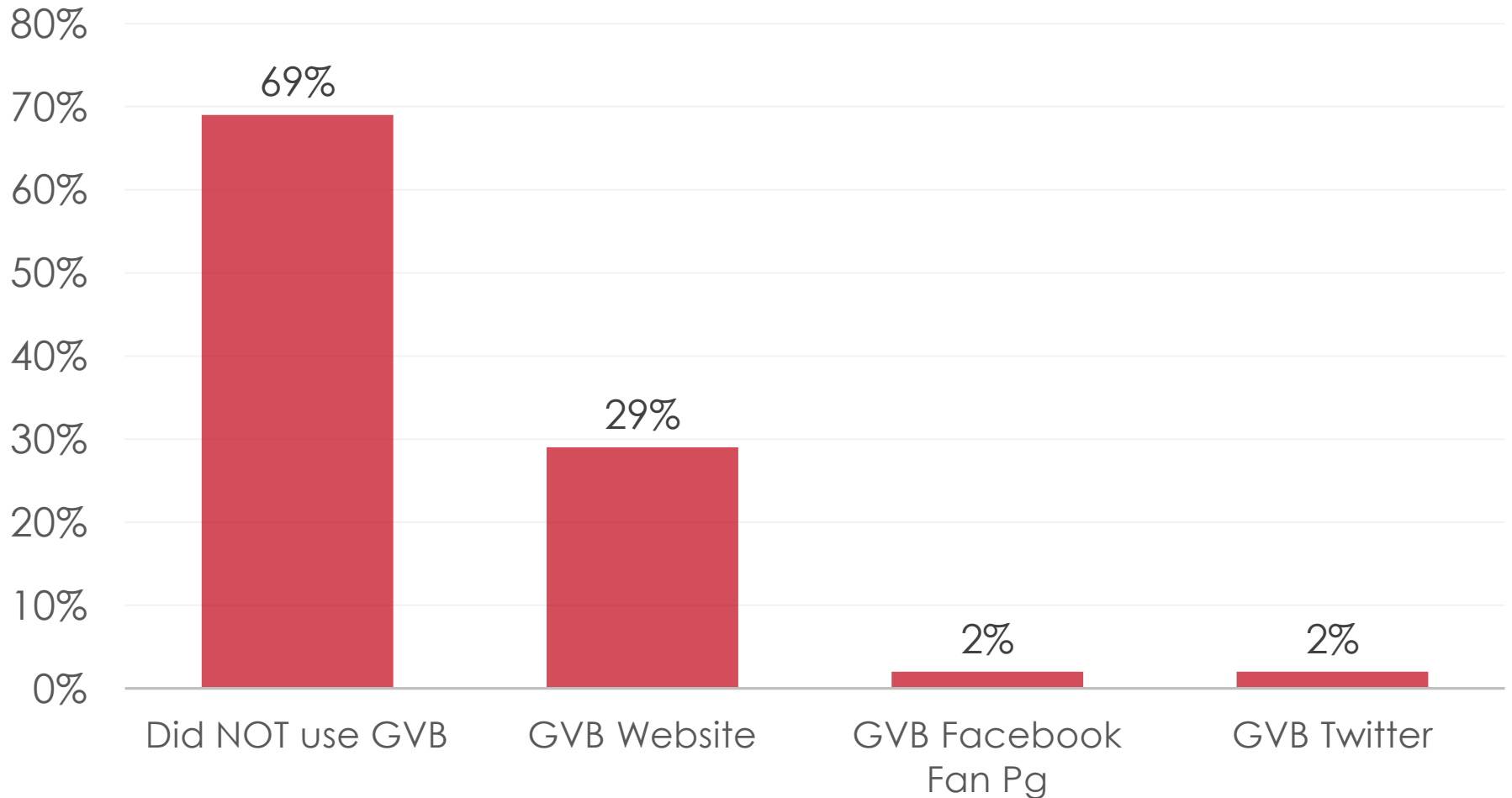
INTERNET- SOURCES OF INFORMATION

Things to do on Guam

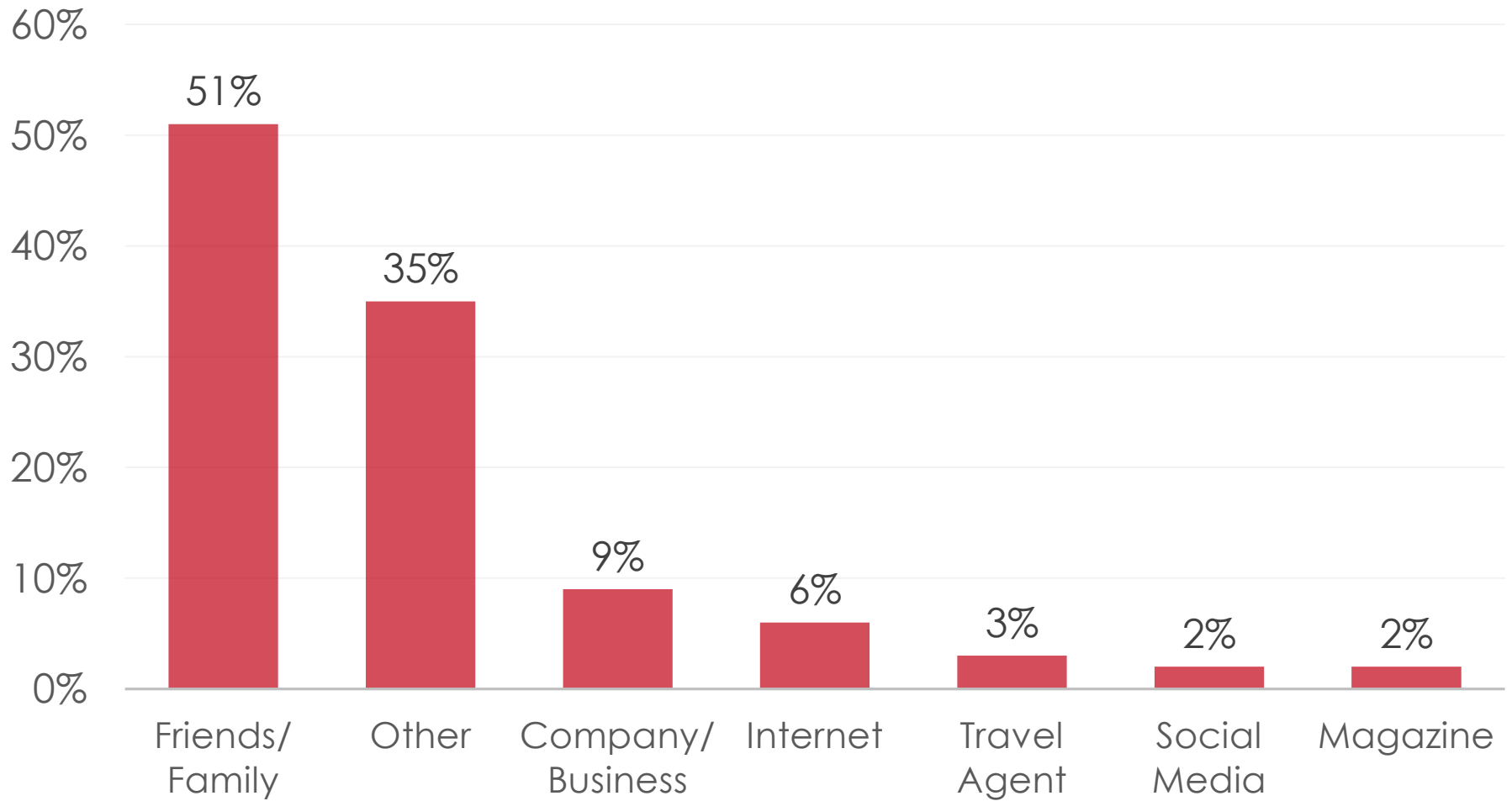


INTERNET- SOURCES OF INFORMATION

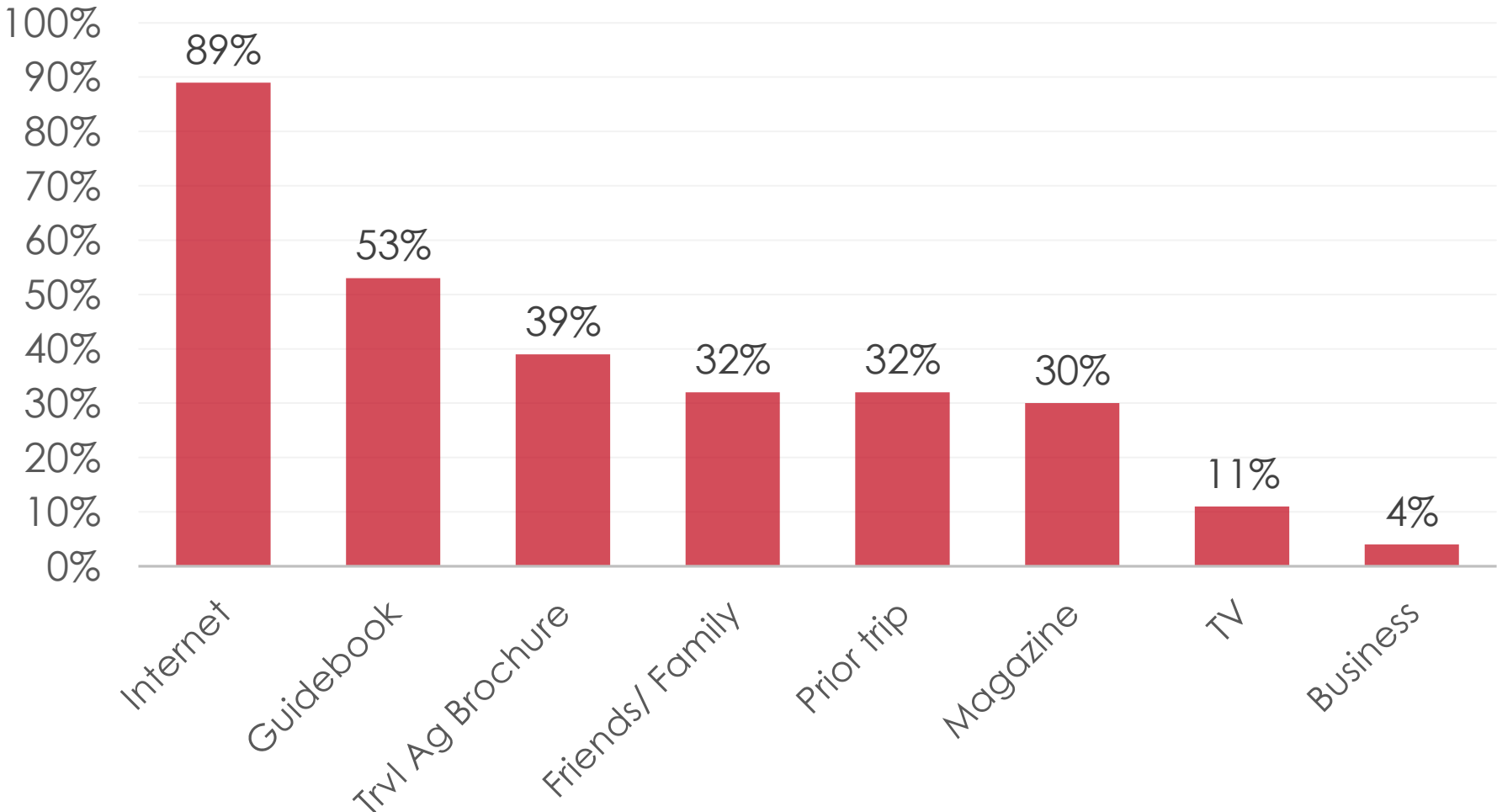
GVB



TRAVEL MOTIVATION



PRE-ARRIVAL SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

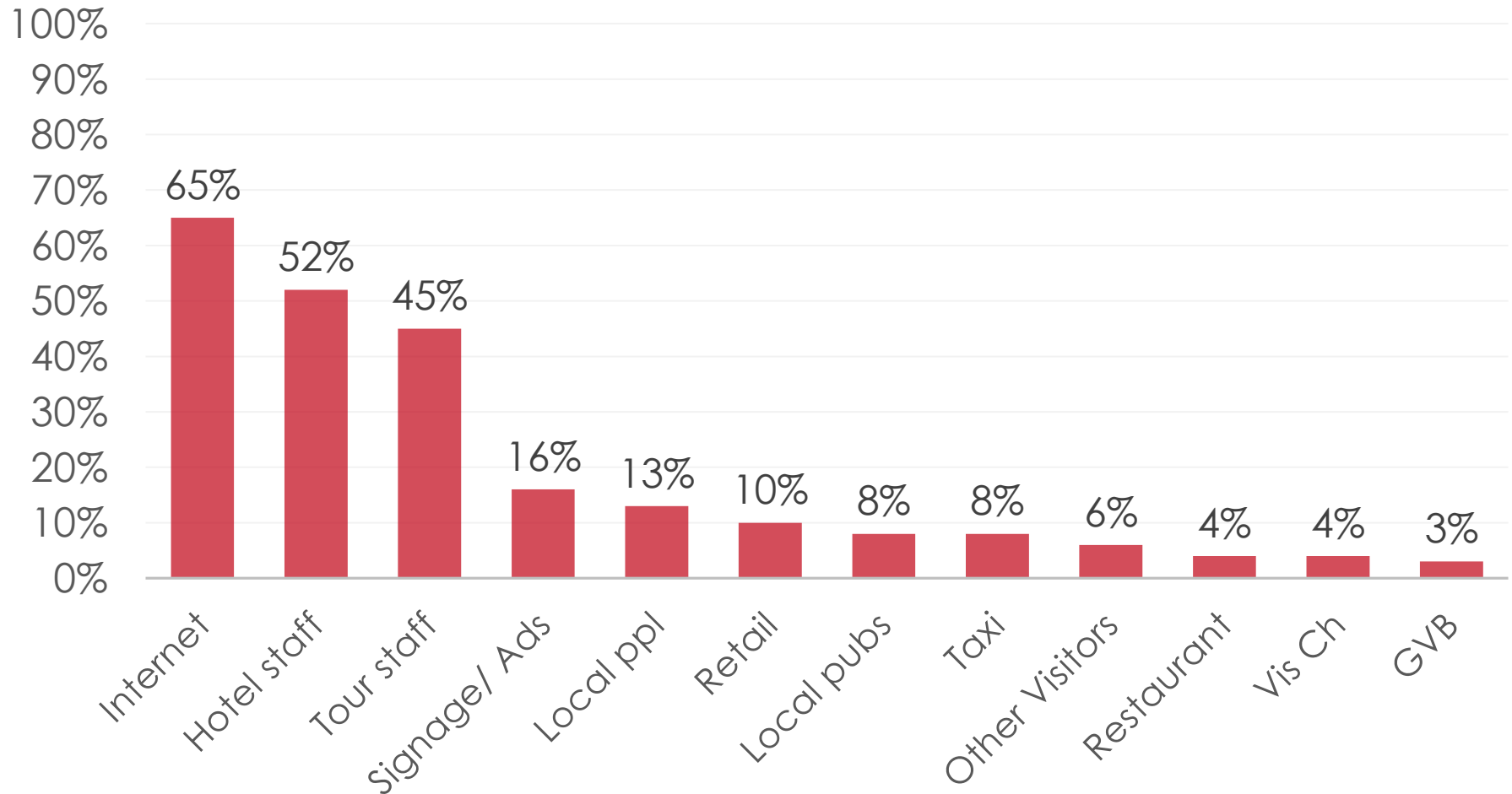
Q1 Please select the top 3 sources of information you used to find out about Guam before you trip.

	TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
	-	-	-	-	-	-	-	-
Q1 Internet	89%	88%	92%	75%	47%	80%	84%	82%
Travel Guidebook- Bookstore	53%	54%	64%	41%	39%	51%	45%	53%
Travel Agent Brochure	39%	43%	41%	31%	43%	41%	32%	18%
Prior Trip	32%	41%	34%	38%	55%	20%	79%	39%
Friend/ Relative	32%	23%	30%	34%	31%	51%	23%	32%
Magazine (Consumer)	30%	31%	23%	25%	37%	25%	29%	34%
TV	11%	7%	12%	13%	6%	8%	9%	8%
Co-Worker/ Company Trvl Dept	4%	2%	5%	16%	6%	3%	3%	18%
Consumer Trvl Show	1%	2%	3%			2%	1%	
Newspaper	1%	0%	1%	6%	4%		1%	8%
GVB Promo	1%	2%	2%		2%	2%	1%	
GVB Office	1%	1%	2%		2%		1%	3%
Other	0%	1%			2%	3%	0%	
Radio	0%	0%			2%		0%	3%
Travel Trade Show	0%	0%		3%	2%	2%	0%	
Theater Ad	0%							3%
Total	1044	427	119	32	49	59	430	38

Prepared by QMark Research

ONISLE

SOURCES OF INFORMATION



ON-ISLE SOURCES OF INFORMATION – Key Segments

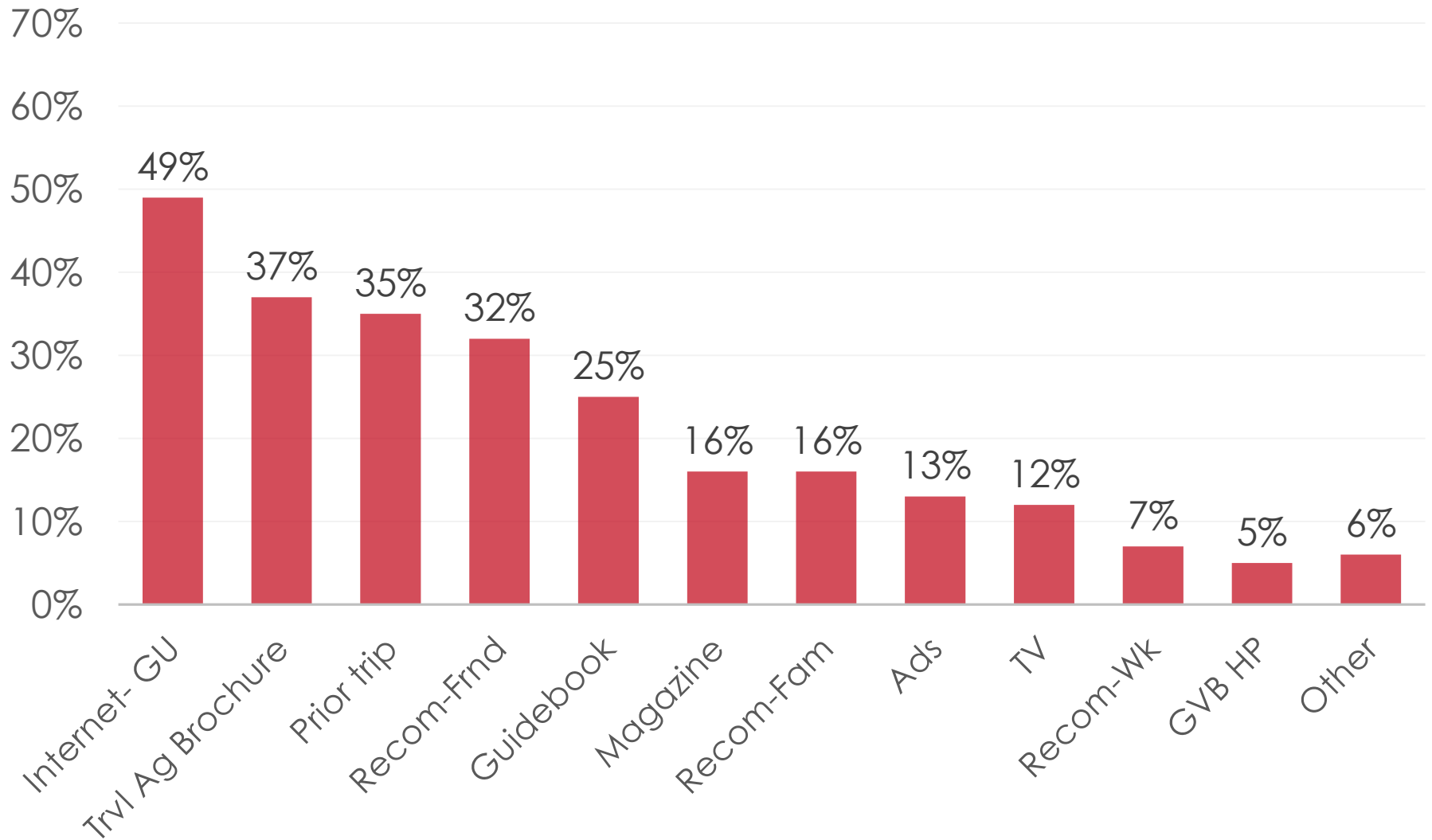
GUAM VISITORS BUREAU - EXIT SURVEY

Q2 Please select the top 3 sources of information you used to find out about Guam while you were here.

		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
Q2	Internet	65%	66%	65%	46%	23%	50%	64%	62%
	Hotel Staff	52%	54%	43%	68%	53%	54%	50%	51%
	Tour Staff	45%	44%	38%	57%	60%	45%	42%	62%
	Signs/ Advertisement	16%	16%	19%	11%	11%	25%	17%	14%
	Local Ppl	13%	7%	17%	7%	4%	7%	12%	14%
	Retail Staff	10%	7%	8%	14%	2%	13%	8%	5%
	Other	9%	10%	10%	4%	9%	5%	9%	3%
	Local Publication	8%	7%	9%	14%	11%	5%	8%	5%
	Taxi Driver	8%	7%	7%	18%	9%	11%	5%	14%
	Other Visitors	6%	5%	6%	14%	11%	9%	6%	16%
	Restaurant Staff	4%	4%	5%		15%	7%	4%	5%
	Visitor Channel	4%	5%	6%		4%		5%	
	GVB	3%	5%		4%	9%	4%	3%	5%
	Total	1009	413	112	28	47	56	409	37

Prepared by QMark Research

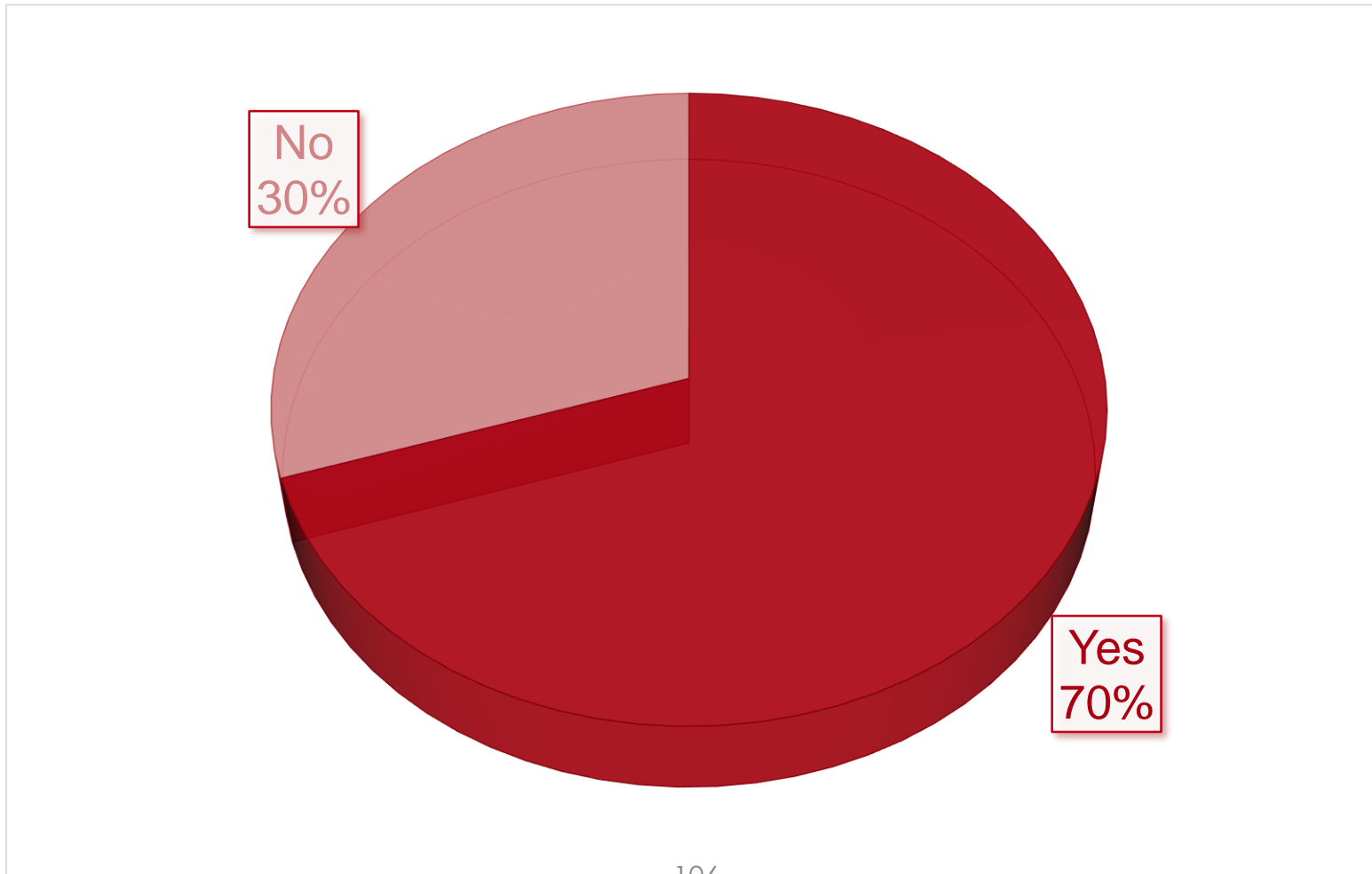
TRAVEL MOTIVATORS



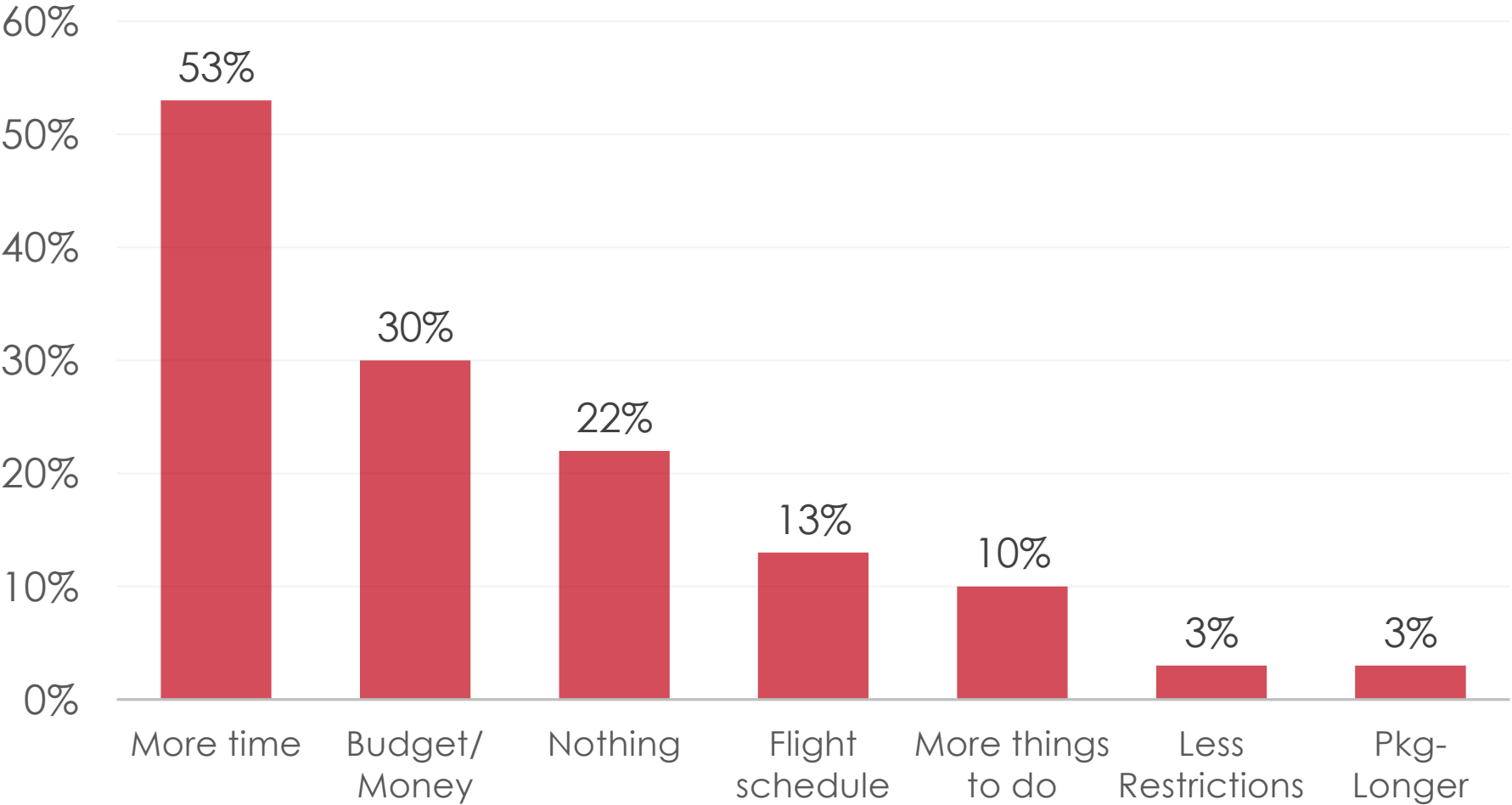
SECTION 6

FUTURE TRAVEL TO GUAM

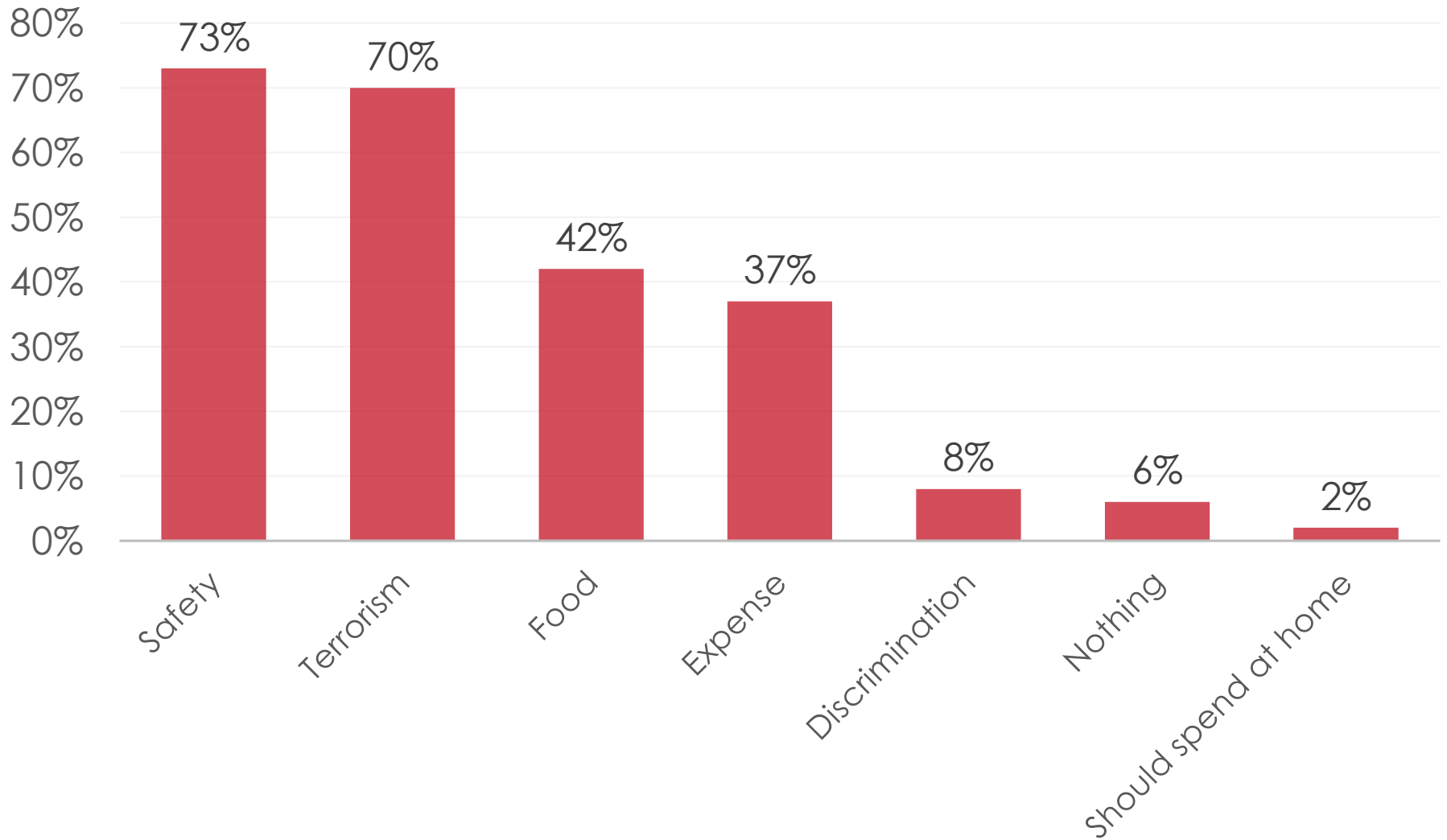
Will security screening/ immigration at Guam Airport impact future travel to Guam?



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



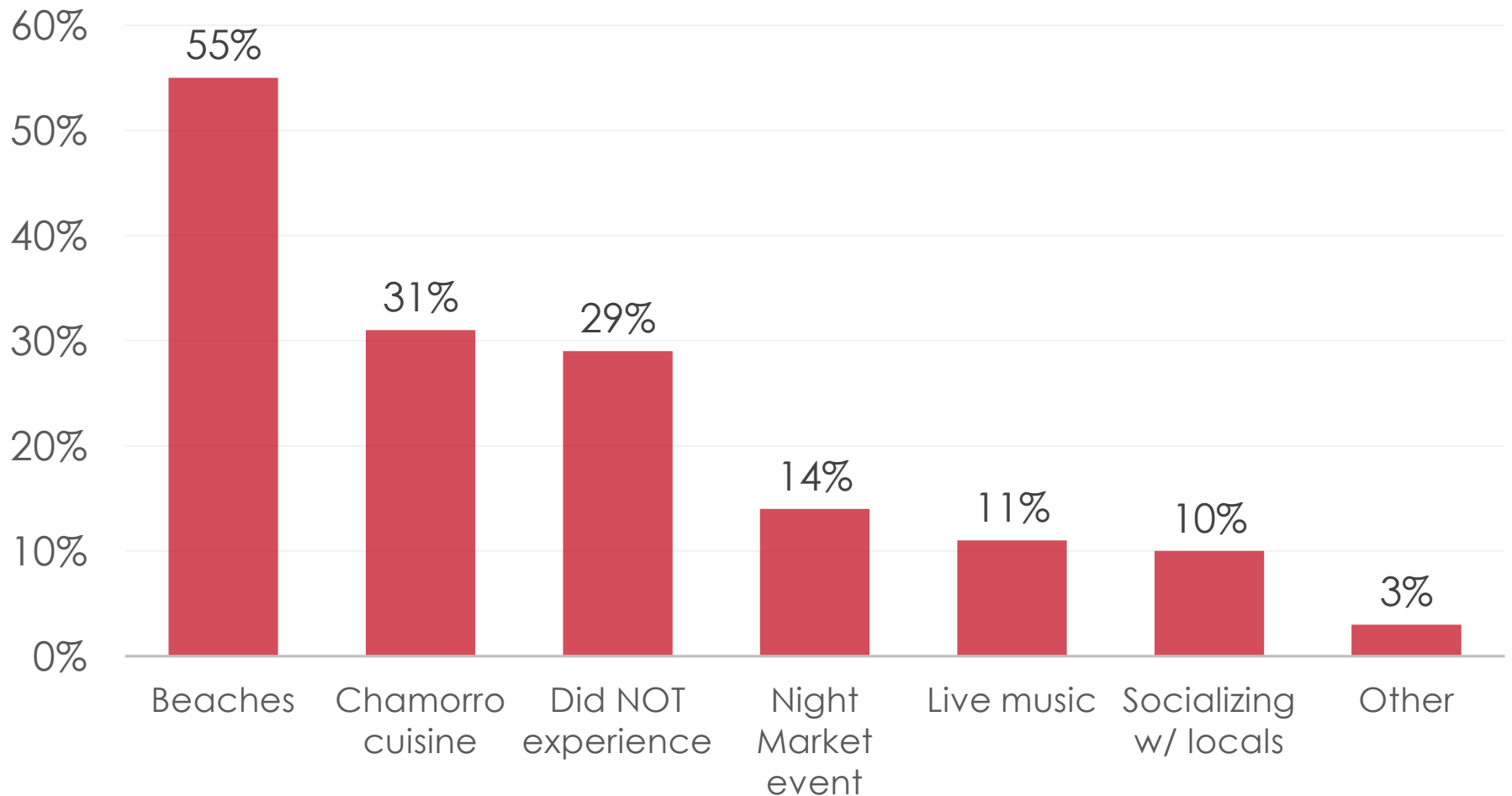
FUTURE TRAVEL CONCERNS



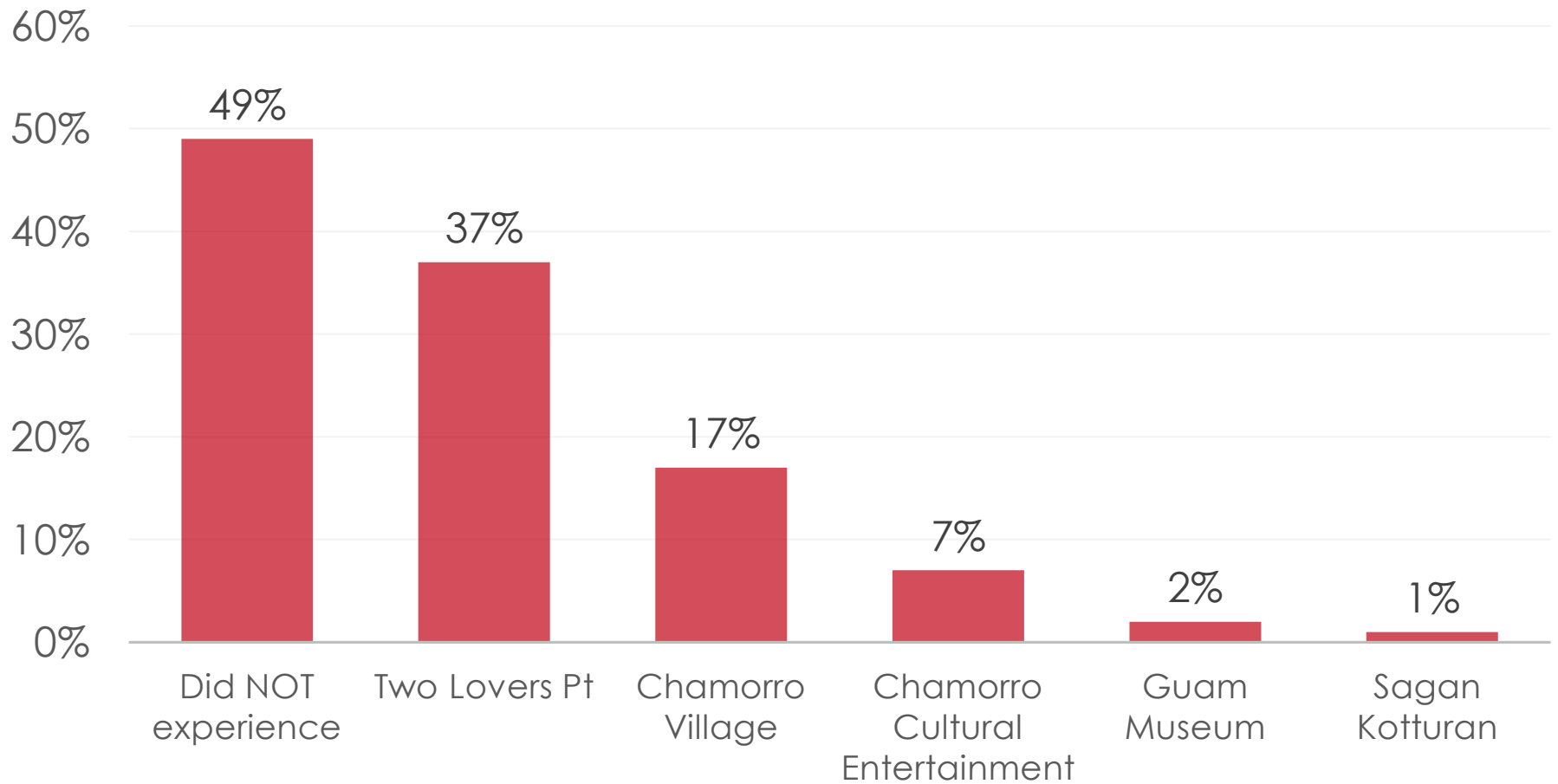
SECTION 7

GUAM CULTURE

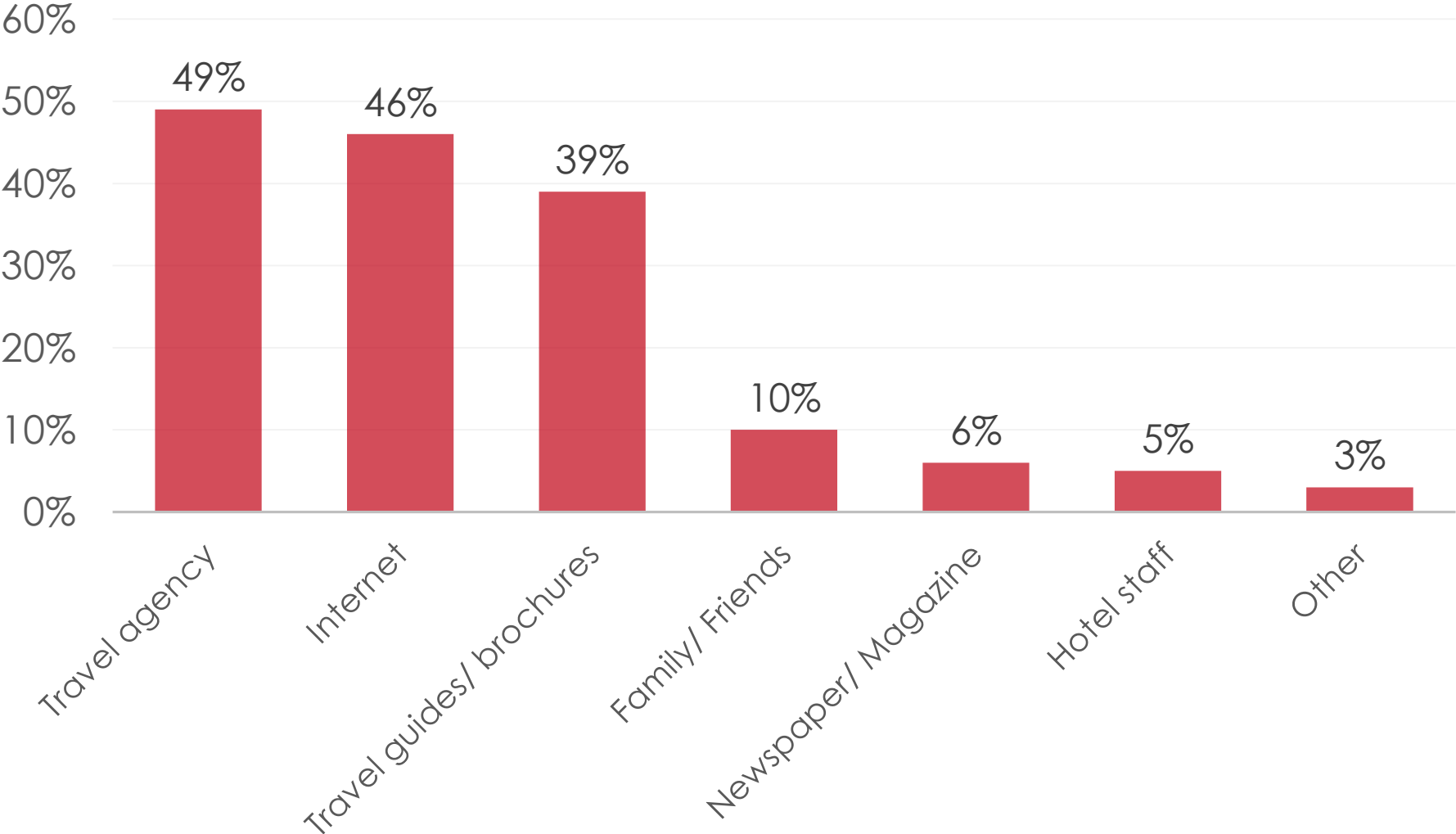
EXPERIENCED- CHAMORRO/ HAFSA ADAI SPIRIT



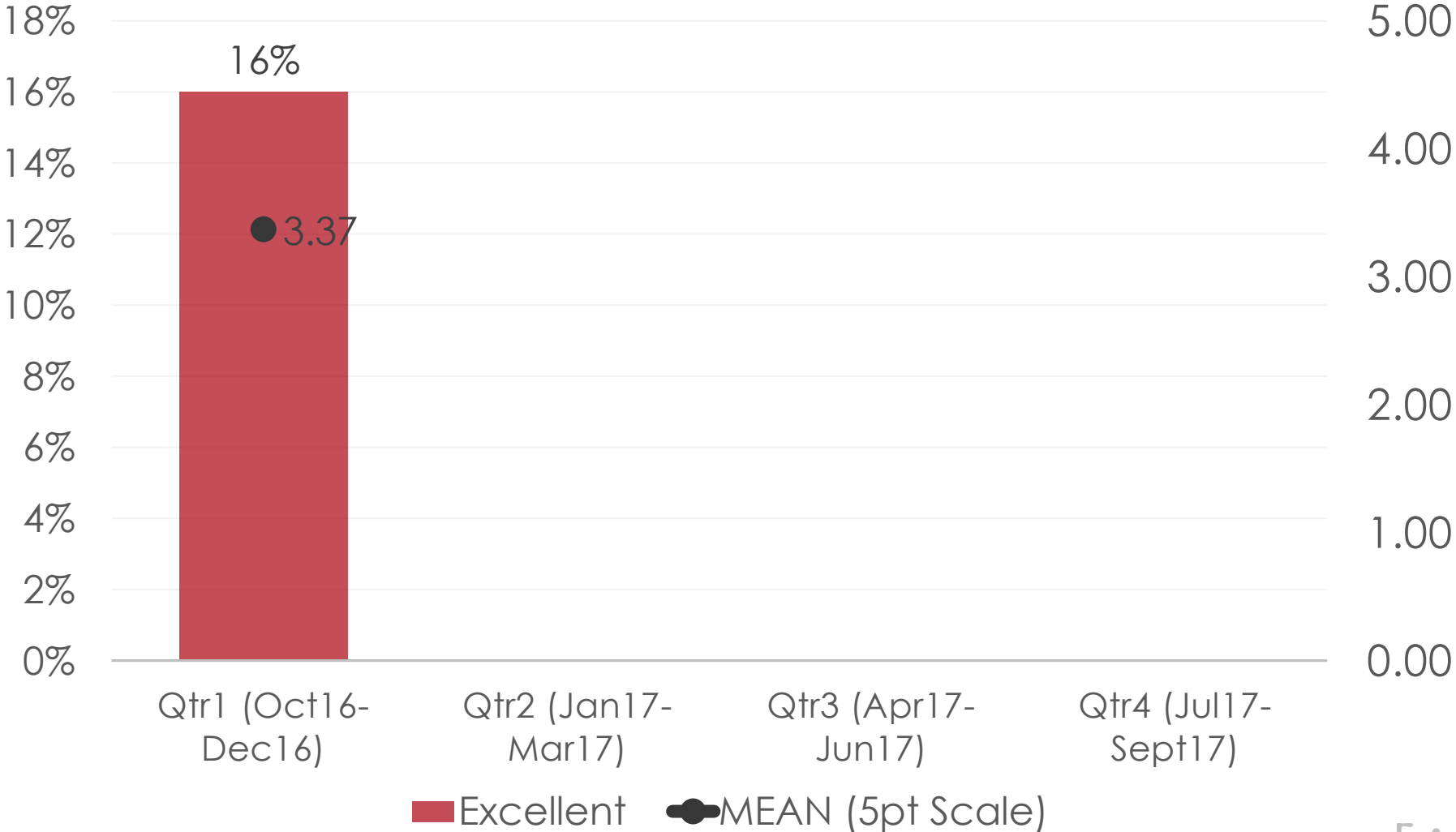
EXPERIENCED- OTHER CULTURAL ACTIVITY/EVENTS



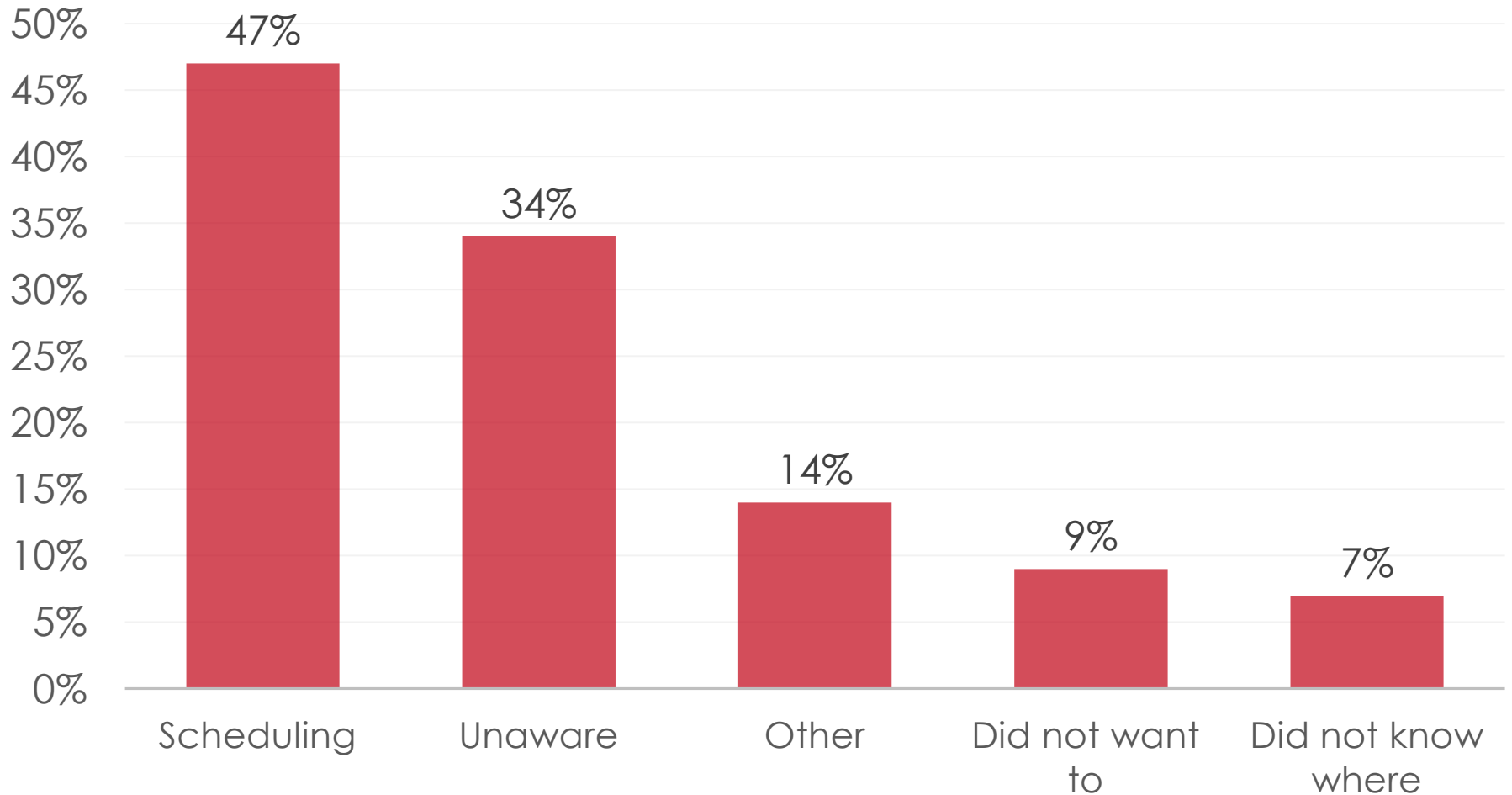
SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS



SATISFACTION- CULTURAL ACTIVITY/EVENTS



OBSTACLES- CULTURAL ACTIVITY/EVENTS



ADVANCED STATISTICS

Analysis Technique

- Dependent variables: total per person on island expenditure and overall satisfaction (numeric)
- Independent variables are satisfaction with different aspects of trip to Guam (numeric).
- Use of linear stepwise regression to derive predictors (drivers) of on-island expenditure and overall satisfaction, Since both the independent and dependent variables are numeric.
- This determines the significant ($p < .05$) drivers and the percentage of the dependent variables accounted for by each significant predictor and by all of them combined.

Drivers- Overall Satisfaction

Comparison of Drivers of Overall Satisfaction, 1st Qtr. 2016	
	1st Qtr. 2016 rank
Drivers:	
Quality & Cleanliness of beaches & parks	5
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	3
Variety of shopping	
Price of things on Guam	
Quality of hotel accommodations	2
Quality/cleanliness of air, sky	
Quality/cleanliness of parks	
Quality of landscape in Tumon	
Quality of landscape in Guam	1
Quality of ground handler	4
Quality/cleanliness of transportation vehicles	
% of Overall Satisfaction Accounted For	48.8%
NOTE: Only significant drivers are included.	

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Japanese visitor's experience on Guam is driven by five significant factors in the 1st Quarter FY2017 Period. By rank order they are:
 - **Quality of landscape in Guam,**
 - **Quality of hotel accommodations,**
 - **Quality of shopping,**
 - **Quality of ground handler, and**
 - **Quality & cleanliness of beaches & parks.**
- With this factor the overall r^2 is .488 meaning that **48.8% of overall satisfaction is accounted for by these factors.**

Drivers – On-Isle Expenditures

Drivers of Per Person On Island Expenditures, 1st Qtr. 2016	
Drivers:	1st Qtr. 2016 rank
Quality & Cleanliness of beaches & parks	
Ease of getting around	
Safety walking around at night	
Quality of daytime tours	
Variety of daytime tours	
Quality of nighttime tours	
Variety of nighttime tours	
Quality of shopping	1
Variety of shopping	
Price of things on Guam	
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	1.2%

Drivers of On-Isle Expenditures

- **Per Person On Island Expenditure** of Japanese visitors on Guam is driven by one significant factor in the 1st Quarter FY2017 period. It is:
 - **Quality of shopping.**
- With this factor the overall r^2 is .012 meaning that **1.2% of per person on island expenditure is accounted for by this factor.**