



GUAM VISITORS BUREAU
Japan Visitor Tracker Exit Profile
FY2010 MARKET SEGMENTATION –
APRIL 2010



Prepared by: QMark Research

Information contained herein is the property of the Guam Visitors Bureau.

The use of this information, in part or in whole, shall require written permission from the Guam Visitors Bureau.

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 **331** 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 **331** is +/- 5.4 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 +/- 5.4 percentage points.

Objectives

- **The specific objectives of the analysis were:**
 - To determine the relative size and expenditure behavior of the following market segments:
 - Divers
 - Families
 - Golfers
 - Group Travelers
 - OL's/ salary women
 - Seniors
 - Shoppers
 - Repeat Visitors
 - Students
 - Visitors coming to Guam for a wedding
 - Honeymooners
 - To identify (for all Japanese visitors) the most important determinants of on-island spending; and
 - To identify the most significant factors affecting overall visitor satisfaction.

Highlighted Segments Parameters

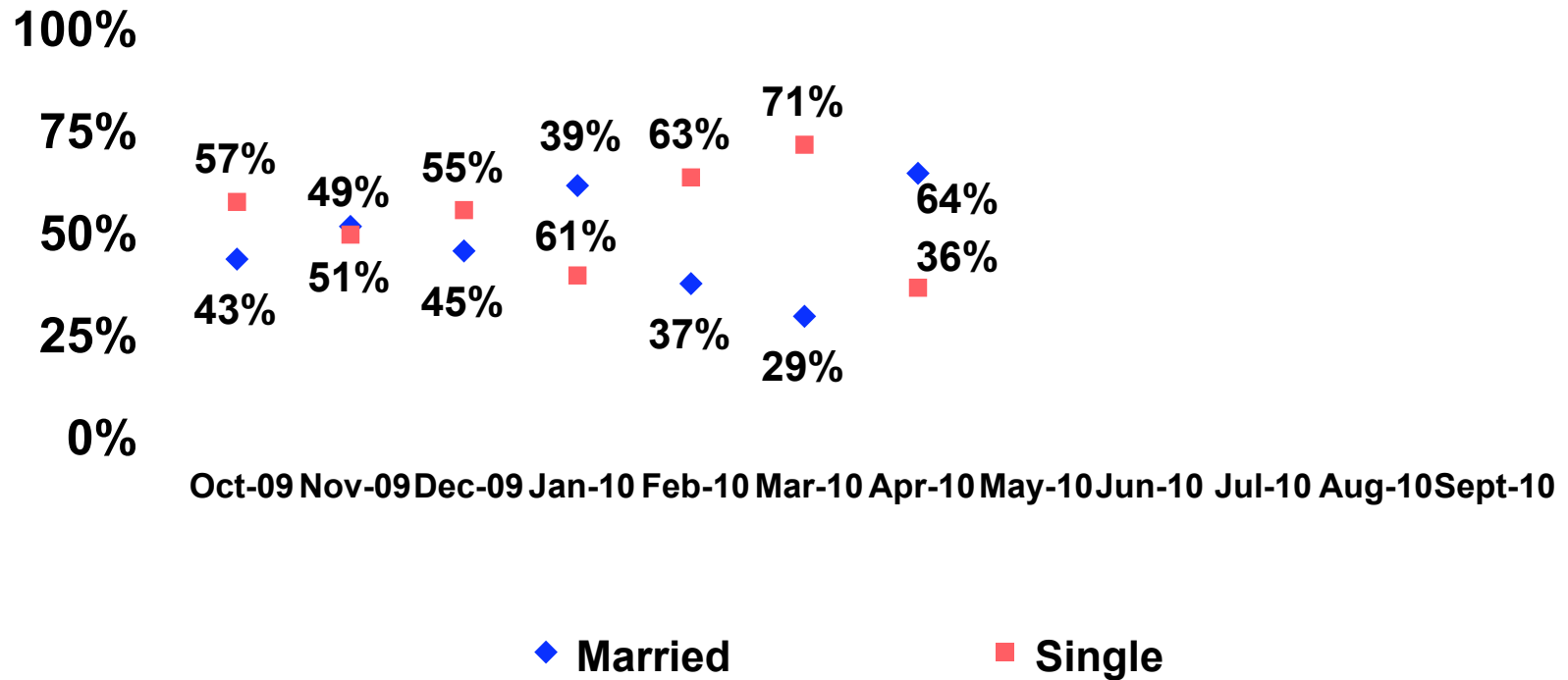
- Families – Q.6
- Repeaters – Q.3A
- Shoppers – Q.19
- Seniors – Q.D/ 51+
- OL/Salary Woman – Q.29/female
- Group Travelers – Q.7
- Students – Q.29
- Golfers – Q.19
- Wedding – Q.5A
- Divers – Q.19
- Honeymooners – Q.5A

Highlighted Segments

| | Oct 09 | Nov 09 | Dec 09 | Jan 10 | Feb 10 | Mar 10 | Apr 10 | May 10 | Jun 10 | July 10 | Aug 10 | Sept 10 |
|-----------------------------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|------------|-----------|------------|
| Families | 21% | 22% | 21% | 25% | 24% | 15% | 41% | | | | | |
| Repeaters | 40% | 33% | 40% | 42% | 38% | 25% | 45% | | | | | |
| Shoppers | 49% | 52% | 46% | 49% | 47% | 51% | 48% | | | | | |
| Seniors | 5% | 6% | 9% | 8% | 7% | 4% | 7% | | | | | |
| OL/Salary- woman | 15% | 12% | 12% | 13% | 11% | 4% | 12% | | | | | |
| Group Travelers | 3% | 7% | 3% | 4% | 4% | 3% | 3% | | | | | |
| Students | 9% | 10% | 16% | 10% | 29% | 52% | 13% | | | | | |
| Golfers | 4% | 6% | 6% | 6% | 5% | 7% | 4% | | | | | |
| Wedding | 8% | 12% | 7% | 8% | 6% | 6% | 7% | | | | | |
| Divers | 6% | 12% | 10% | 11% | 10% | 12% | 7% | | | | | |
| Honey- mooners | 11% | 9% | 8% | 7% | 4% | 6% | 8% | | | | | |
| TOTAL | 328 | 330 | 330 | 330 | 330 | 330 | 331 | | | | | |

SECTION 1 **PROFILE OF RESPONDENTS**

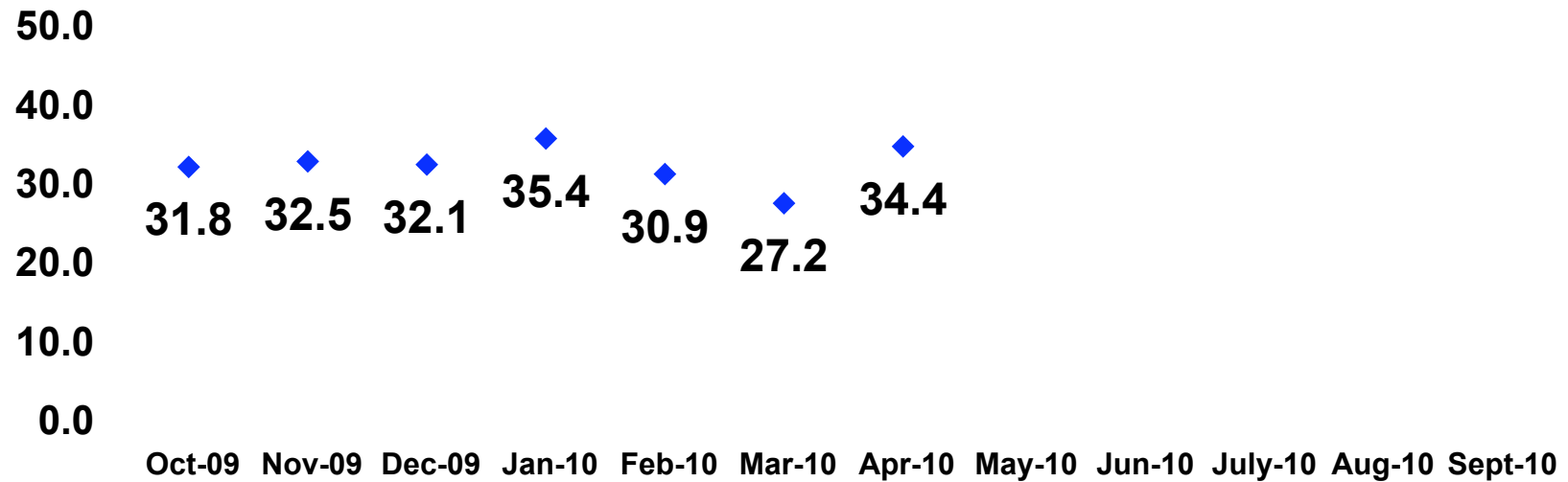
Marital Status - Tracking



Marital Status-Segmentation

| | | | TOTAL | FAMILY | REPEAT | SHOPPER | OFFICE LADY | GROUP | STUDENT | GOLF | WEDDING | HONEYMOON | DIVE | SENIOR |
|------------|-------|--|-------|--------|--------|---------|----------------|-------|---------|------|---------|-----------|------|--------|
| C. Married | Count | | 211 | 127 | 118 | 91 | 16 | 6 | | 7 | 16 | 26 | 14 | 24 |
| | Col % | | 64% | 93% | 80% | 58% | 41% | 60% | | 58% | 73% | 96% | 58% | 100% |
| Single | Count | | 119 | 10 | 29 | 67 | 23 | 4 | 43 | 5 | 6 | 1 | 10 | |
| | Col % | | 36% | 7% | 20% | 42% | 59% | 40% | 100% | 42% | 27% | 4% | 42% | |
| Total | Count | | 330 | 137 | 147 | 158 | 39 | 10 | 43 | 12 | 22 | 27 | 24 | 24 |

Average Age - Tracking



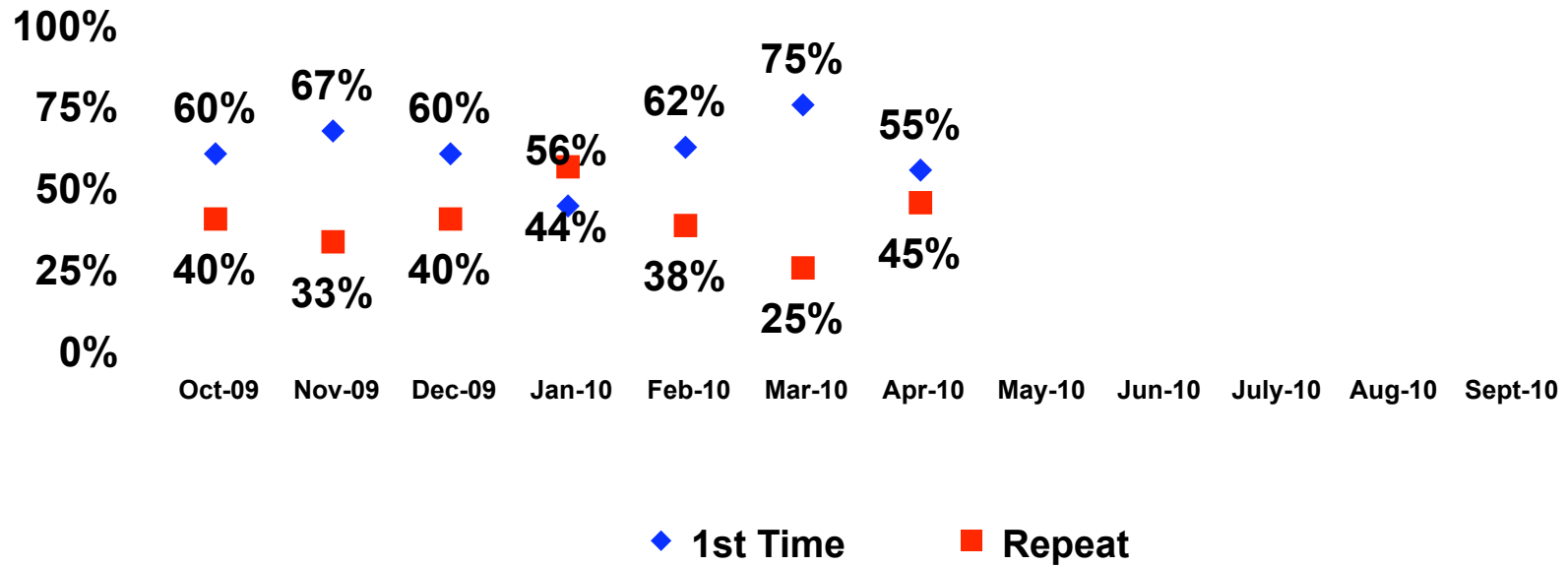
Age - Segmentation

| | | | TOTAL | FAMILY | REPEAT | SHOPPER | OFFICE LADY | GROUP | STUDENT | GOLF | WEDDING | HONEYMOON | DIVE | SENIOR |
|-------|--------|-------|-------|--------|--------|---------|----------------|-------|---------|------|---------|-----------|------|--------|
| D. | 18-34 | Count | 168 | 28 | 47 | 86 | 25 | 5 | 43 | 6 | 17 | 25 | 14 | |
| | | Col % | 51% | 20% | 32% | 54% | 64% | 50% | 100% | 50% | 77% | 93% | 58% | |
| | 35-54 | Count | 150 | 104 | 93 | 66 | 13 | 4 | | 5 | 4 | 2 | 10 | 11 |
| | | Col % | 45% | 76% | 63% | 42% | 33% | 40% | | 42% | 18% | 7% | 42% | 46% |
| | 55+ | Count | 13 | 5 | 8 | 7 | 1 | 1 | | 1 | 1 | | | 13 |
| | | Col % | 4% | 4% | 5% | 4% | 3% | 10% | | 8% | 5% | | | 54% |
| Total | Count | | 331 | 137 | 148 | 159 | 39 | 10 | 43 | 12 | 22 | 27 | 24 | 24 |
| D. | Mean | | 34.4 | 39.7 | 38.4 | 33.5 | 32.8 | 37.6 | 21.0 | 34.8 | 32.6 | 29.1 | 32.3 | 56.0 |
| | Median | | 34 | 40 | 39 | 31 | 28 | 36 | 21 | 35 | 28 | 28 | 30 | 55 |

Income - Segmentation

| | | | TOTAL | FAMILY | REPEAT | SHOPPER | OFFICE LADY | GROUP | STUDENT | GOLF | WEDDING | HONEYMOON | DIVE | SENIOR |
|-------|--------------------------|-------|-------|--------|--------|---------|----------------|-------|---------|------|---------|-----------|------|--------|
| Q.31 | Less than Y2 million | Count | 20 | 1 | 6 | 13 | 1 | | 11 | | 1 | | 3 | 1 |
| | | Col % | 7% | 1% | 5% | 9% | 3% | | 33% | | 5% | | 13% | 5% |
| | Y2,000,001 - Y3,000,000 | Count | 16 | 3 | 7 | 9 | 4 | | 4 | 1 | 1 | 3 | 2 | 1 |
| | | Col % | 6% | 2% | 5% | 6% | 11% | | 12% | 9% | 5% | 12% | 9% | 5% |
| | Y3,000,001 - Y4,000,000 | Count | 36 | 6 | 9 | 22 | 9 | 1 | 2 | 2 | 2 | 4 | 1 | 1 |
| | | Col % | 12% | 5% | 7% | 15% | 24% | 11% | 6% | 18% | 11% | 16% | 4% | 5% |
| | Y4,000,001 - Y5,000,000 | Count | 32 | 10 | 15 | 18 | 4 | 4 | 2 | | 5 | 8 | 1 | 1 |
| | | Col % | 11% | 8% | 11% | 12% | 11% | 44% | 6% | | 26% | 32% | 4% | 5% |
| | Y5,000,001 - Y7,000,000 | Count | 64 | 33 | 34 | 31 | 7 | 2 | 3 | 3 | 4 | 7 | 8 | 3 |
| | | Col % | 22% | 27% | 26% | 21% | 19% | 22% | 9% | 27% | 21% | 28% | 35% | 14% |
| | Y7,000,001 - Y10,000,000 | Count | 54 | 36 | 27 | 26 | 6 | 1 | 2 | 1 | 3 | 2 | 5 | 4 |
| | | Col % | 19% | 29% | 20% | 18% | 16% | 11% | 6% | 9% | 16% | 8% | 22% | 19% |
| | Y10,000,001 or more | Count | 62 | 33 | 33 | 28 | 6 | 1 | 6 | 4 | 3 | 1 | 3 | 10 |
| | | Col % | 21% | 27% | 25% | 19% | 16% | 11% | 18% | 36% | 16% | 4% | 13% | 48% |
| | No Income | Count | 5 | 1 | 1 | 1 | | | 3 | | | | | |
| | | Col % | 2% | 1% | 1% | 1% | | | 9% | | | | | |
| Total | Count | | 289 | 123 | 132 | 148 | 37 | 9 | 33 | 11 | 19 | 25 | 23 | 21 |

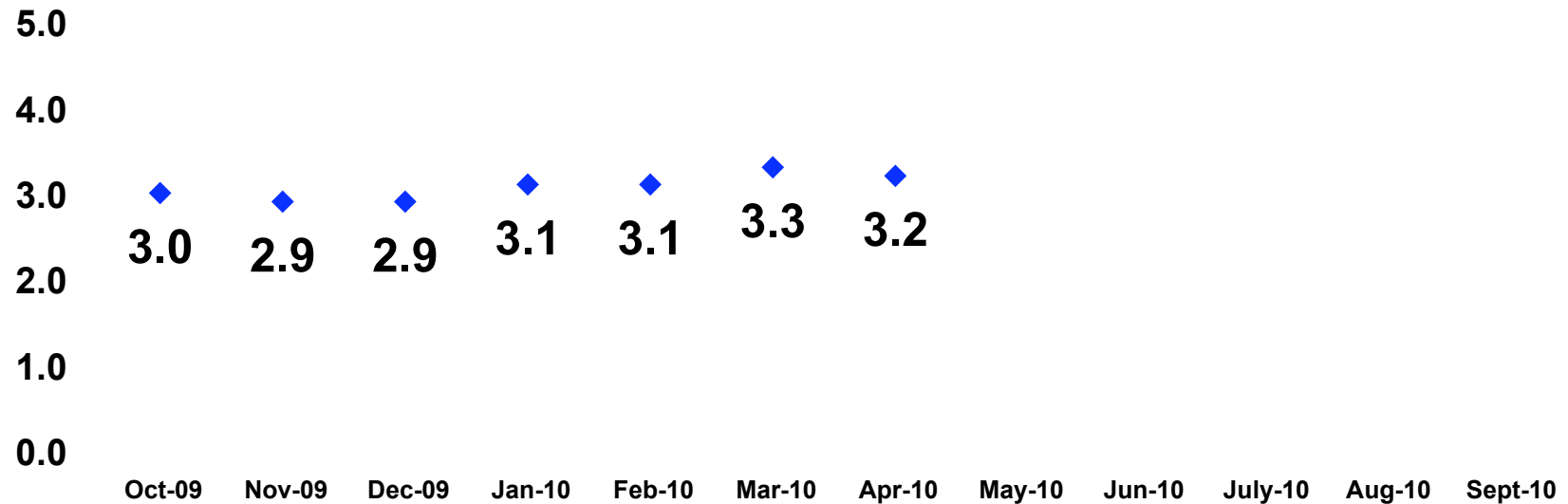
Prior Trips To Guam - Tracking



Prior Trips To Guam - Segmentation

| | | | TOTAL | FAMILY | REPEAT | SHOPPER | OFFICE LADY | GROUP | STUDENT | GOLF | WEDDING | HONEYMOON | DIVE | SENIOR |
|----------|-------|--|-------|--------|--------|---------|----------------|-------|---------|------|---------|-----------|------|--------|
| Q.3A Yes | Count | | 183 | 52 | | 97 | 18 | 4 | 36 | 6 | 10 | 21 | 15 | 7 |
| | Col % | | 55% | 38% | | 61% | 46% | 40% | 84% | 50% | 45% | 78% | 63% | 29% |
| No | Count | | 148 | 85 | 148 | 62 | 21 | 6 | 7 | 6 | 12 | 6 | 9 | 17 |
| | Col % | | 45% | 62% | 100% | 39% | 54% | 60% | 16% | 50% | 55% | 22% | 38% | 71% |
| Total | Count | | 331 | 137 | 148 | 159 | 39 | 10 | 43 | 12 | 22 | 27 | 24 | 24 |

Average Length Of Stay - Tracking



Average Length Of Stay - Segmentation

| | TOTAL | FAMILY | REPEAT | SHOPPER | OFFICE LADY | GROUP | STUDENT | GOLF | WEDDING | HONEYMOON | DIVE | SENIOR |
|----------|-------|--------|--------|---------|----------------|-------|---------|------|---------|-----------|------|--------|
| Q 8 Mean | 3.2 | 3.4 | 3.4 | 3.3 | 3.2 | 2.8 | 2.8 | 3.0 | 3.3 | 4.1 | 3.4 | 3.1 |
| Median | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 |
| Minimum | 1 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 3 | 2 | 2 |
| Maximum | 10 | 10 | 10 | 10 | 6 | 4 | 4 | 4 | 5 | 6 | 8 | 6 |

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Segmentation

| | | | TOTAL | FAMILY | REPEAT | SHOPPER | OFFICE LADY | GROUP | STUDENT | GOLF | WEDDING | HONEYMOON | DIVE | SENIOR |
|-------|---------------------------------|-------|-------|--------|--------|---------|----------------|-------|---------|------|---------|-----------|------|--------|
| Q.7 | Full package tours | Count | 77 | 33 | 35 | 39 | 11 | | 7 | 6 | 7 | 12 | 9 | 3 |
| | | Col % | 23% | 24% | 24% | 25% | 28% | | 16% | 50% | 32% | 44% | 38% | 13% |
| | Free-time package tours | Count | 201 | 70 | 76 | 101 | 24 | | 35 | 4 | 14 | 14 | 12 | 13 |
| | | Col % | 61% | 51% | 51% | 64% | 62% | | 81% | 33% | 64% | 52% | 50% | 54% |
| | Individually arranged travel | Count | 43 | 30 | 31 | 11 | 3 | | 1 | 1 | | | 2 | 5 |
| | | Col % | 13% | 22% | 21% | 7% | 8% | | 2% | 8% | | | 8% | 21% |
| | Group tour | Count | 10 | 4 | 6 | 8 | 1 | 10 | | 1 | 1 | 1 | 1 | 3 |
| | | Col % | 3% | 3% | 4% | 5% | 3% | 100% | | 8% | 5% | 4% | 4% | 13% |
| Total | Count | | 331 | 137 | 148 | 159 | 39 | 10 | 43 | 12 | 22 | 27 | 24 | 24 |

Travel Motivation - Segmentation

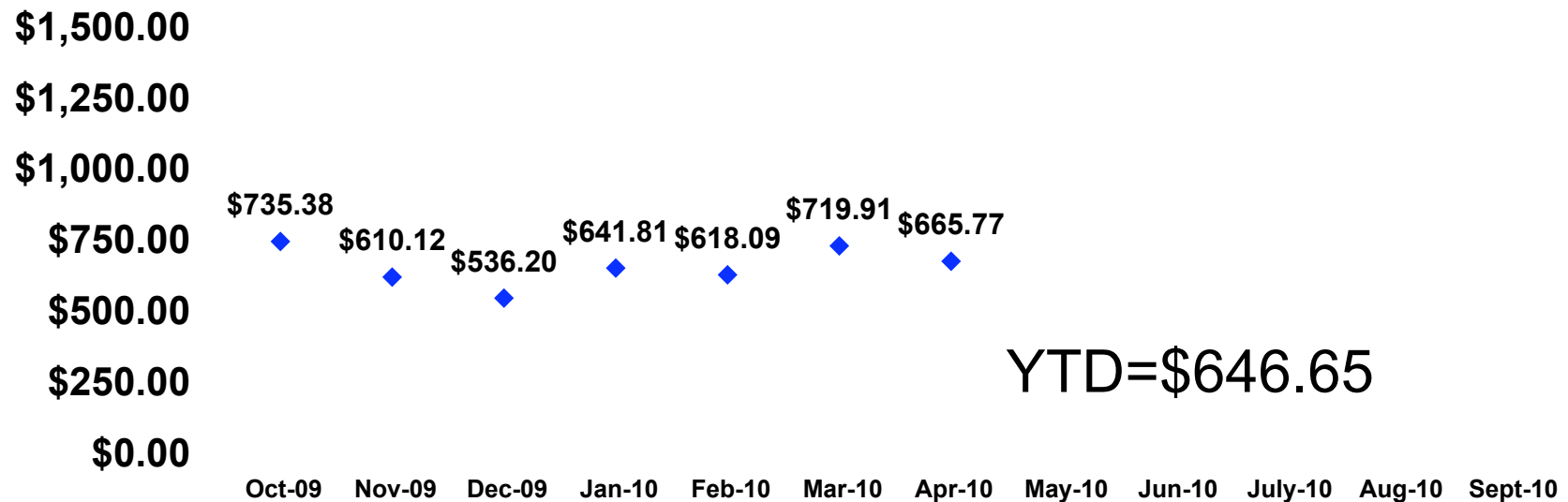
| | TOTAL | FAMILY | REPEAT | SHOPPER | OFFICE LADY | GROUP | STUDENT | GOLF | WEDDING | HONEYMOON | DIVE | SENIOR |
|---|-------|--------|--------|---------|----------------|-------|---------|------|---------|-----------|------|--------|
| Q.5 Beautiful seas, beaches, tropical climate | 62% | 66% | 59% | 63% | 64% | | 65% | 58% | 36% | 59% | 46% | 54% |
| Short travel time | 45% | 57% | 45% | 50% | 33% | 20% | 30% | 50% | 14% | 41% | 46% | 33% |
| Pleasure | 44% | 51% | 43% | 48% | 51% | 10% | 60% | 33% | 23% | 15% | 38% | 25% |
| A previous visit | 34% | 51% | 75% | 28% | 36% | 30% | 12% | 42% | 23% | 15% | 33% | 38% |
| Just to relax | 32% | 33% | 32% | 36% | 38% | 10% | 37% | 50% | 9% | 4% | 38% | 25% |
| Price of the tour package | 33% | 26% | 24% | 38% | 21% | 10% | 51% | 25% | 14% | 41% | 38% | 21% |
| Shopping | 22% | 22% | 26% | 25% | 26% | | 30% | 25% | 14% | 19% | 29% | 13% |
| It is a safe place to spend a vacation | 19% | 26% | 24% | 19% | 13% | | 12% | 17% | 9% | 19% | 25% | 17% |
| Water sports | 17% | 17% | 14% | 18% | 21% | | 21% | 25% | 5% | 4% | 33% | 21% |
| Recommendation of friend, relative, travel agency | 16% | 7% | 7% | 18% | 5% | 20% | 42% | 33% | 9% | 19% | 21% | 8% |
| To get married or Attend wedding | 7% | 7% | 8% | 7% | 10% | 10% | | | 100% | 22% | | 8% |
| Honeymoon | 8% | 3% | 4% | 9% | 3% | 10% | | | 27% | 100% | 4% | |
| Other | 7% | 9% | 9% | 7% | 8% | 10% | 2% | | | | 8% | 17% |
| SCUBA diving | 5% | 4% | 4% | 5% | 8% | | 2% | | 5% | 11% | 33% | |
| To golf | 4% | 3% | 5% | 3% | | | 2% | 58% | | | | 8% |
| Company or Business trip | 3% | 1% | 3% | 4% | 5% | 60% | | 8% | | | 4% | 8% |
| Organized Sporting Activity | 2% | 1% | 1% | 1% | 3% | | | 8% | | | 4% | 4% |
| To visit friends or relatives | 2% | 1% | 1% | 1% | 3% | | | | | | 4% | 4% |
| Career certification or testing | 2% | 1% | 2% | 1% | 3% | | 2% | | | | | |
| My company sponsored me | 2% | 2% | 1% | 1% | | | | | | | | |
| Promotional materials from GVB | 1% | | 1% | 1% | | | | | | | | |
| Special promotion | 0% | 1% | 1% | | | | | | | | | |
| Total Cases | 331 | 137 | 148 | 159 | 39 | 10 | 43 | 12 | 22 | 27 | 24 | 24 |

Information Sources - Segmentation

| | TOTAL | FAMILY | REPEAT | SHOPPER | OFFICE LADY | GROUP | STUDENT | GOLF | WEDDING | HONEYMOON | DIVE | SENIOR |
|------------------------------------|-------|--------|--------|---------|----------------|-------|---------|------|---------|-----------|------|--------|
| Q.1 Internet | 64% | 65% | 57% | 62% | 64% | 50% | 79% | 75% | 64% | 46% | 67% | 46% |
| Travel guide book at bookstores | 60% | 60% | 56% | 66% | 62% | 80% | 67% | 58% | 68% | 65% | 67% | 54% |
| I have been to Guam before | 43% | 61% | 97% | 39% | 49% | 60% | 16% | 50% | 50% | 23% | 38% | 67% |
| Travel agent brochure | 46% | 36% | 32% | 56% | 46% | 60% | 53% | 25% | 50% | 69% | 33% | 63% |
| Magazine | 19% | 20% | 18% | 22% | 18% | 10% | 23% | 42% | 27% | 23% | 8% | 17% |
| Friend or relative | 19% | 12% | 11% | 24% | 13% | 10% | 37% | 33% | 32% | 27% | 17% | 8% |
| TV | 6% | 5% | 8% | 6% | 3% | 10% | 12% | 8% | 5% | 12% | | 13% |
| Company travel department | 4% | 1% | 2% | 5% | 5% | 20% | | | 5% | 12% | | |
| GVB promotional activities | 1% | 2% | 2% | 1% | | | | 8% | | | 4% | |
| Other | 1% | | 1% | 1% | 5% | | | | | | | 8% |
| GVB office | 1% | | 1% | 1% | 5% | 10% | 2% | | | | | |
| Newspaper | 0% | | 1% | 1% | | | | | | 4% | | |
| Total Cases | 327 | 137 | 147 | 158 | 39 | 10 | 43 | 12 | 22 | 26 | 24 | 24 |

SECTION 3 **EXPENDITURES**

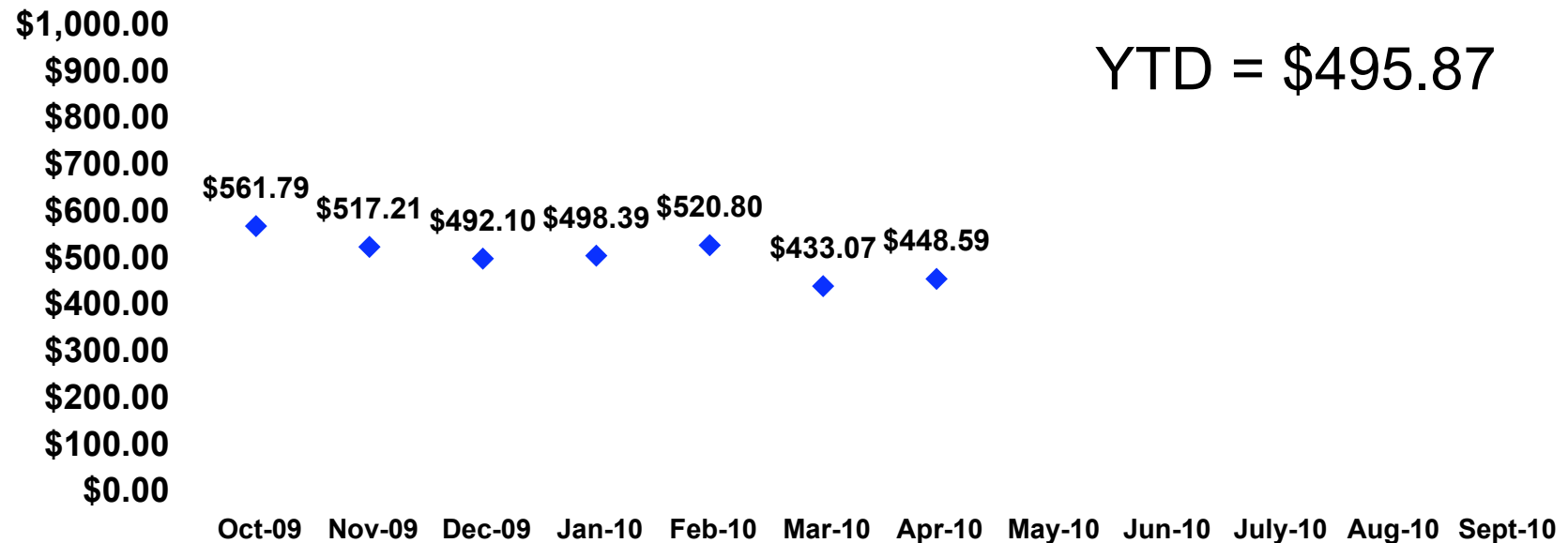
Prepaid Expenditures - Tracking



Prepaid Expenditures Per Person - Segmentation

| | | TOTAL | FAMILY | REPEAT | SHOPPER | OFFICE LADY | GROUP | STUDENT | GOLF | WEDDING | HONEYMOON | DIVE | SENIOR |
|--------------------|---------|------------|------------|------------|------------|----------------|------------|------------|------------|------------|------------|------------|------------|
| Prepaid | Mean | \$665.77 | \$662.09 | \$640.74 | \$735.45 | \$644.35 | \$450.19 | \$490.07 | \$756.62 | \$912.69 | \$1,192.77 | \$684.64 | \$783.29 |
| per | Median | \$615 | \$669 | \$579 | \$666 | \$674 | \$321 | \$428 | \$704 | \$947 | \$1,070 | \$695 | \$856 |
| person | Minimum | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$160.46 | \$427.90 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| converted to \$ | Maximum | \$3,209.24 | \$2,139.50 | \$1,872.06 | \$3,209.24 | \$1,283.70 | \$1,069.75 | \$1,444.16 | \$1,069.75 | \$2,139.50 | \$3,209.24 | \$1,604.62 | \$1,358.58 |

On-Island Expenditures - Tracking



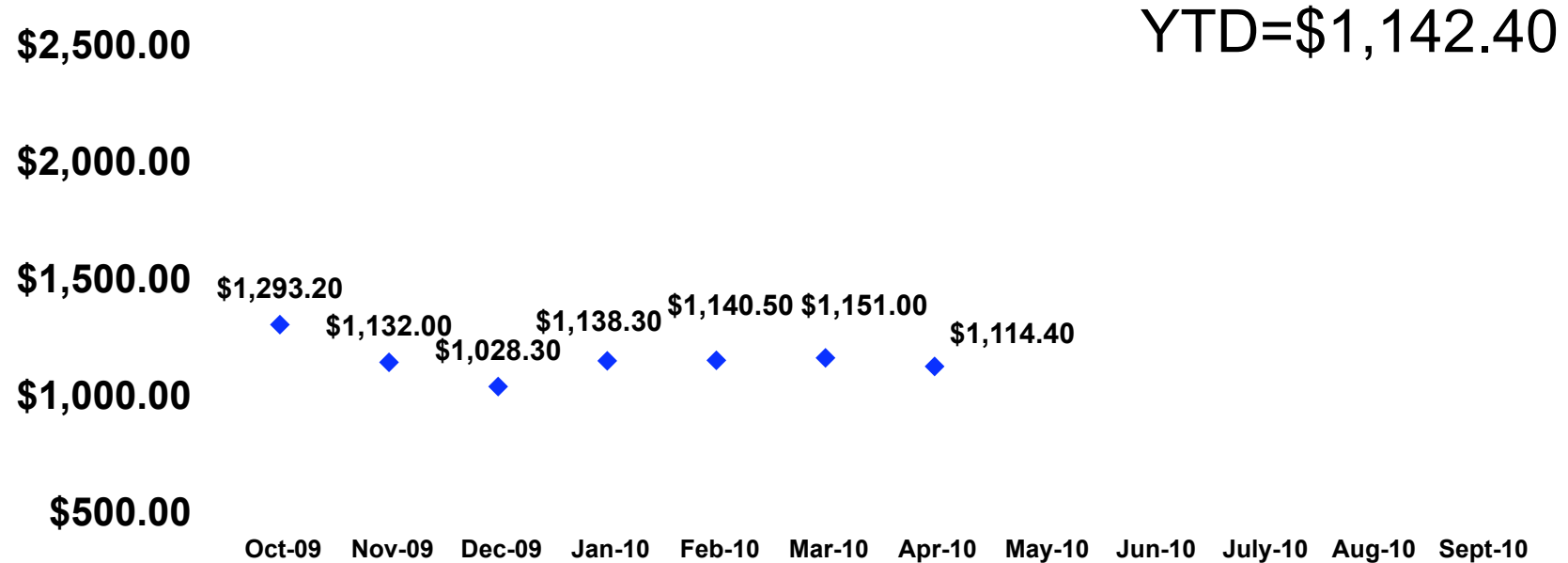
On-Island Expenditures Per Person - Segmentation

| | | TOTAL | FAMILY | REPEAT | SHOPPER | OFFICE LADY | GROUP | STUDENT | GOLF | WEDDING | HONEYMOON | DIVE | SENIOR |
|-----------------------------------|---------|------------|------------|------------|------------|----------------|------------|------------|----------|------------|------------|------------|------------|
| Per person on-island exp | Mean | \$448.59 | \$417.71 | \$466.92 | \$465.69 | \$463.27 | \$361.75 | \$468.52 | \$319.65 | \$489.99 | \$674.57 | \$463.80 | \$410.36 |
| | Median | \$350 | \$320 | \$375 | \$400 | \$400 | \$250 | \$380 | \$333 | \$500 | \$550 | \$420 | \$394 |
| | Minimum | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$75.00 | \$66.67 | \$0.00 | \$0.00 | \$66.67 | \$0.00 |
| | Maximum | \$4,666.67 | \$4,666.67 | \$4,666.67 | \$1,520.00 | \$1,196.00 | \$1,000.00 | \$1,700.00 | \$610.00 | \$1,225.00 | \$1,520.00 | \$1,187.50 | \$1,280.00 |

On-Island Expense - Breakdown

| | | TOTAL | FAMILY | REPEAT | SHOPPER | OFFICE LADY | GROUP | STUDENT | GOLF | WEDDING | HONEYMOON | DIVE | SENIOR |
|------------------------------|--------|----------|----------|----------|----------|----------------|----------|----------|----------|----------|-----------|----------|----------|
| F&B-HOTEL | Mean | \$62.49 | \$88.99 | \$75.72 | \$60.53 | \$41.62 | \$27.50 | \$24.36 | \$23.33 | \$36.55 | \$71.11 | \$94.17 | \$31.08 |
| | Median | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$5.00 | \$0.00 | \$0.00 | \$5.00 | \$0.00 |
| F&B-FF REST/CONV | Mean | \$41.23 | \$56.35 | \$47.20 | \$39.19 | \$36.15 | \$24.50 | \$19.88 | \$34.17 | \$54.45 | \$67.59 | \$40.63 | \$48.00 |
| | Median | \$20.00 | \$30.00 | \$20.00 | \$20.00 | \$10.00 | \$7.50 | \$15.00 | \$20.00 | \$50.00 | \$50.00 | \$25.00 | \$6.00 |
| F&B-OUT- SIDE HOTEL/ REST | Mean | \$91.53 | \$137.26 | \$119.28 | \$93.19 | \$59.10 | \$6.00 | \$53.63 | \$132.50 | \$121.41 | \$60.00 | \$122.50 | \$98.33 |
| | Median | \$20.00 | \$50.00 | \$35.00 | \$50.00 | \$0.00 | \$0.00 | \$40.00 | \$35.00 | \$100.00 | \$0.00 | \$85.00 | \$10.00 |
| OPTIONAL TOUR | Mean | \$100.91 | \$129.85 | \$88.16 | \$114.12 | \$69.38 | \$29.50 | \$94.56 | \$90.83 | \$66.95 | \$137.04 | \$202.21 | \$85.08 |
| | Median | \$0.00 | \$0.00 | \$0.00 | \$20.00 | \$0.00 | \$0.00 | \$60.00 | \$0.00 | \$0.00 | \$0.00 | \$80.00 | \$0.00 |
| GIFT/ SOUV-SELF | Mean | \$252.97 | \$337.71 | \$325.21 | \$236.73 | \$215.13 | \$112.50 | \$117.40 | \$230.83 | \$248.86 | \$453.33 | \$250.83 | \$143.75 |
| | Median | \$50.00 | \$50.00 | \$100.00 | \$100.00 | \$30.00 | \$7.50 | \$41.00 | \$100.00 | \$132.50 | \$200.00 | \$75.00 | \$45.00 |
| GIFT/SOUV- F&F AT HOME | Mean | \$141.26 | \$198.49 | \$175.58 | \$147.50 | \$98.08 | \$246.00 | \$120.23 | \$65.42 | \$179.73 | \$257.22 | \$256.88 | \$140.42 |
| | Median | \$50.00 | \$80.00 | \$50.00 | \$80.00 | \$15.00 | \$70.00 | \$30.00 | \$50.00 | \$150.00 | \$200.00 | \$35.00 | \$100.00 |
| LOCAL TRANS | Mean | \$27.26 | \$29.20 | \$34.76 | \$22.92 | \$15.10 | \$9.50 | \$14.79 | \$29.92 | \$3.50 | \$18.89 | \$24.88 | \$22.08 |
| | Median | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| OTHER EXP | Mean | \$274.03 | \$429.80 | \$326.29 | \$262.61 | \$247.85 | \$175.00 | \$137.35 | \$25.92 | \$142.41 | \$310.78 | \$156.50 | \$302.67 |
| | Median | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$33.00 | \$0.00 | \$0.00 | \$0.00 | \$2.50 | \$20.00 | \$0.00 | \$0.00 |

Total Expenditures - Tracking



Total Expenditures Per Person - Segmentation

| | | TOTAL | FAMILY | REPEAT | SHOPPER | OFFICE LADY | GROUP | STUDENT | GOLF | WEDDING | HONEYMOON | DIVE | SENIOR |
|-----------------------------------|---------|------------|------------|------------|------------|----------------|------------|------------|------------|------------|------------|------------|------------|
| Total per person expense | Mean | \$1,114.35 | \$1,079.80 | \$1,107.65 | \$1,201.14 | \$1,107.62 | \$811.94 | \$958.59 | \$1,076.28 | \$1,402.68 | \$1,867.34 | \$1,148.44 | \$1,193.65 |
| | Median | \$982.76 | \$979.83 | \$963.64 | \$1,113.17 | \$1,034.87 | \$780.81 | \$800.92 | \$1,040.10 | \$1,391.26 | \$1,876.09 | \$1,062.00 | \$1,245.69 |
| | Minimum | \$0.00 | \$0.00 | \$0.00 | \$166.67 | \$0.00 | \$0.00 | \$496.74 | \$532.90 | \$0.00 | \$0.00 | \$530.46 | \$250.00 |
| | Maximum | \$4,666.67 | \$4,666.67 | \$4,666.67 | \$4,209.24 | \$1,915.80 | \$1,632.25 | \$2,336.66 | \$1,679.75 | \$2,414.50 | \$4,209.24 | \$2,069.75 | \$2,563.70 |

SECTION 4
ADVANCED STATISTICS

Analysis Technique

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

21

Comparison of Drivers of Overall Satisfaction, Oct, Nov, Dec 2009, Jan, Feb, Mar, Apr 2010, Overall Oct 2009 - Apr 2010

| | Oct-09 | Nov-09 | Dec-09 | Jan-10 | Feb-10 | Mar-10 | Apr-10 | Combined Oct 2009 - Apr 2010 |
|---|---------------|---------------|---------------|---------------|---------------|---------------|---------------|-------------------------------------|
| Independent Variables: | rank | rank | rank | rank | rank | rank | rank | rank |
| Cleanliness of beaches & parks | 4 | | 3 | | 3 | 2 | 3 | 3 |
| Ease of getting around | | 2 | 4 | 2 | | | | 5 |
| Safety walking around at night | | | | | | | | |
| Quality of daytime tours | | 3 | | | 4 | | 2 | 4 |
| Variety of daytime tours | 3 | | | 4 | | | | |
| Quality of nighttime tours | | | | | | | | |
| Variety of nighttime tours | | | | | | | | |
| Quality of shopping | 1 | 4 | | 1 | | 3 | | 7 |
| Variety of shopping | | | 2 | | 2 | | 1 | 2 |
| Price of things on Guam | | | | | | | | 6 |
| Quality of hotel accommodations | 2 | 1 | 1 | 3 | 1 | 1 | 4 | 1 |
| % of Overall Satisfaction Accounted For | 52.1% | 46.7% | 49.2% | 51.1% | 41.4% | 55.3% | 45.4% | 48.9% |

NOTE: Only significant variables are ranked.

Drivers Of Overall Satisfaction

- **Overall satisfaction** with the Japanese visitor's experience on Guam is driven by four significant factors in the April 2010 Period. By rank order they are:
 - **Variety of shopping,**
 - **Quality of day time tours,**
 - **Cleanliness of beaches & parks, and**
 - **Quality of hotel accommodations.**
- With all four factors the overall r^2 is .454 meaning that **45.4% of overall satisfaction is accounted for by these four factors.**

21

Comparison of Drivers of Per Person On Island Expenditure, Oct, Nov, Dec 2009, Jan, Feb, Mar, Apr 2010, Overall Oct 2009 - Apr 2010

| | Oct-09 | Nov-09 | Dec-09 | Jan-10 | Feb-10 | Mar-10 | Apr-10 | Combined Oct 2009 - Apr 2010 |
|---|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---|
| Independent Variables: | rank | rank | rank | rank | rank | rank | rank | rank |
| Cleanliness of beaches & parks | | | | 3 | | | | 2 |
| Ease of getting around | | | | | | | | |
| Safety walking around at night | | | | | | | | |
| Quality of daytime tours | | | | 2 | | | | |
| Variety of daytime tours | | | | | | | | |
| Quality of nighttime tours | | | | | | | | |
| Variety of nighttime tours | | 1 | | | | | | |
| Quality of shopping | | | 1 | | | | | |
| Variety of shopping | | | | 1 | | | | |
| Price of things on Guam | | | | | | | | 1 |
| Quality of hotel accommodations | | | | | | | | |
| % of Overall Satisfaction Accounted For | 0.0% | 1.5% | 2.8% | 5.6% | 0.0% | 0.0% | 0.0% | 0.09% |

NOTE: Only significant variables are ranked.

Drivers of Per Person On Island Expenditure

- **There are no significant drivers of Per Person On Island Expenditure during the April 2010 Period.**