



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2016 Market Segmentation

JULY 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 Korean speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **352** 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 **352** 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

- **The specific objectives of the analysis were:**
 - To determine the relative size and expenditure behavior of the following market segments:
 - Family/FITs
 - Golden Miss
 - Group Travelers
 - English Language Tour
 - Honeymooner
 - Wedding
 - Special Interest Trvl
 - Incentive Market
 - 18-35
 - 36-55
 - Traveling with children
 - FITs
 - Seniors
 - Sports competition/spectator
 - To identify the most significant factors affecting overall visitor satisfaction.
 - To identify (for all Korean visitors) the most important determinants of on-island spending

Highlighted Segments

Parameters

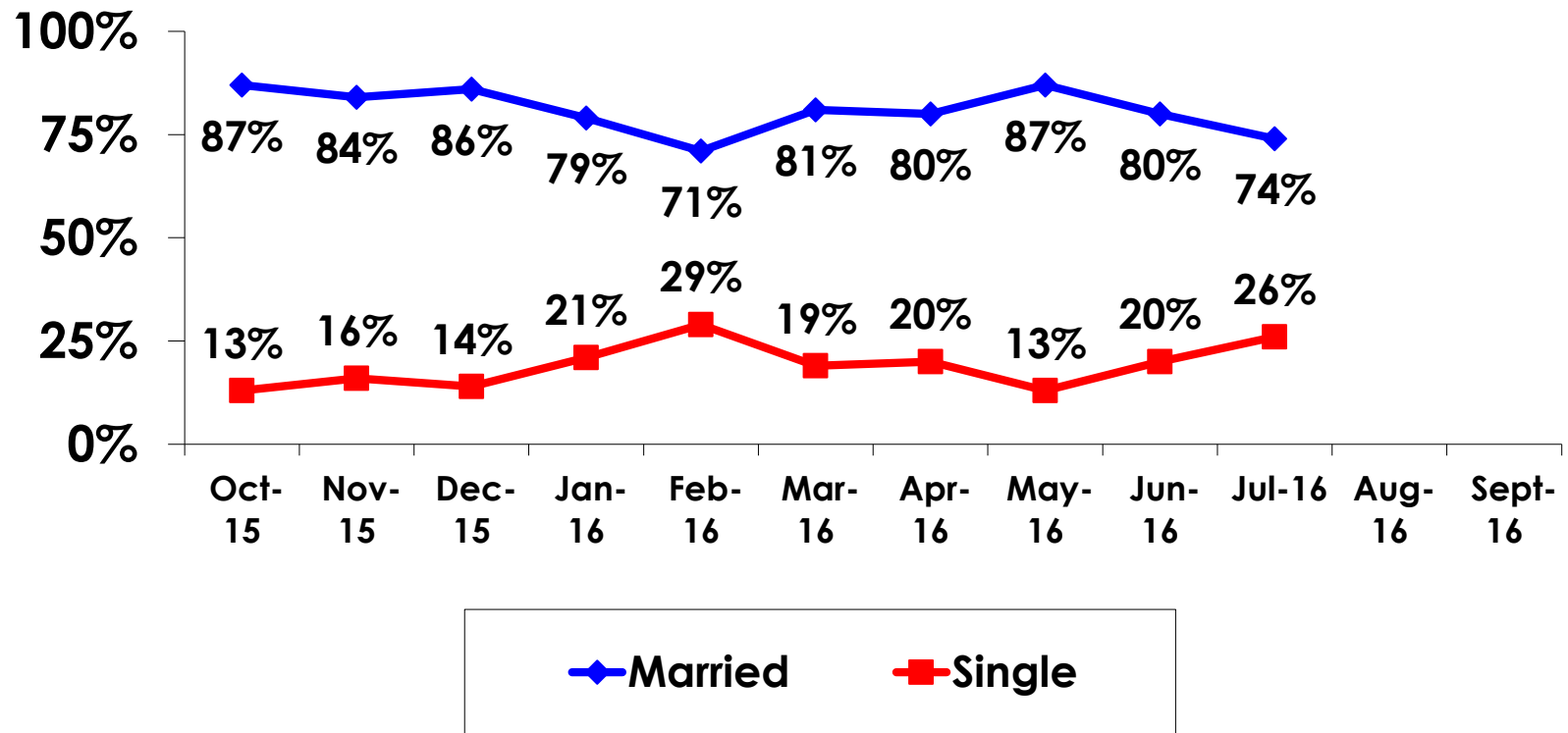
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors – Q.F
- Sports comp/spectator – Q.5/Q.19

Highlighted Segments

	Oct 15	Nov 15	Dec 15	Jan 16	Feb 16	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Sept 16
Family/ FIT	14%	10%	11%	14%	14%	12%	9%	12%	14%	12%		
Group	1%	1%	1%	1%	1%	0%	0%	1%	1%	-		
Eng Language	1%	0%	0%	1%	2%	1%	0%	1%	1%	1%		
Honeymoon	13%	10%	12%	5%	5%	15%	6%	6%	8%	4%		
Wedding	1%	-	-	-	-	0%	0%	0%	1%	0%		
Incentive	7%	4%	1%	2%	0%	2%	3%	2%	3%	1%		
18-35	65%	57%	55%	47%	53%	67%	60%	52%	58%	61%		
36-55	34%	42%	42%	52%	46%	30%	38%	46%	41%	38%		
Child	43%	47%	48%	53%	48%	40%	47%	56%	48%	41%		
FIT	16%	11%	14%	20%	21%	17%	13%	14%	19%	19%		
Golden Miss	3%	2%	5%	4%	4%	4%	4%	1%	4%	3%		
Senior	1%	0%	2%	1%	0%	2%	1%	1%	1%	0%		
Sport	24%	22%	22%	29%	27%	23%	25%	19%	21%	21%		
TOTAL	351	365	368	353	356	354	350	352	356	352		

SECTION 1 **PROFILE OF RESPONDENTS**

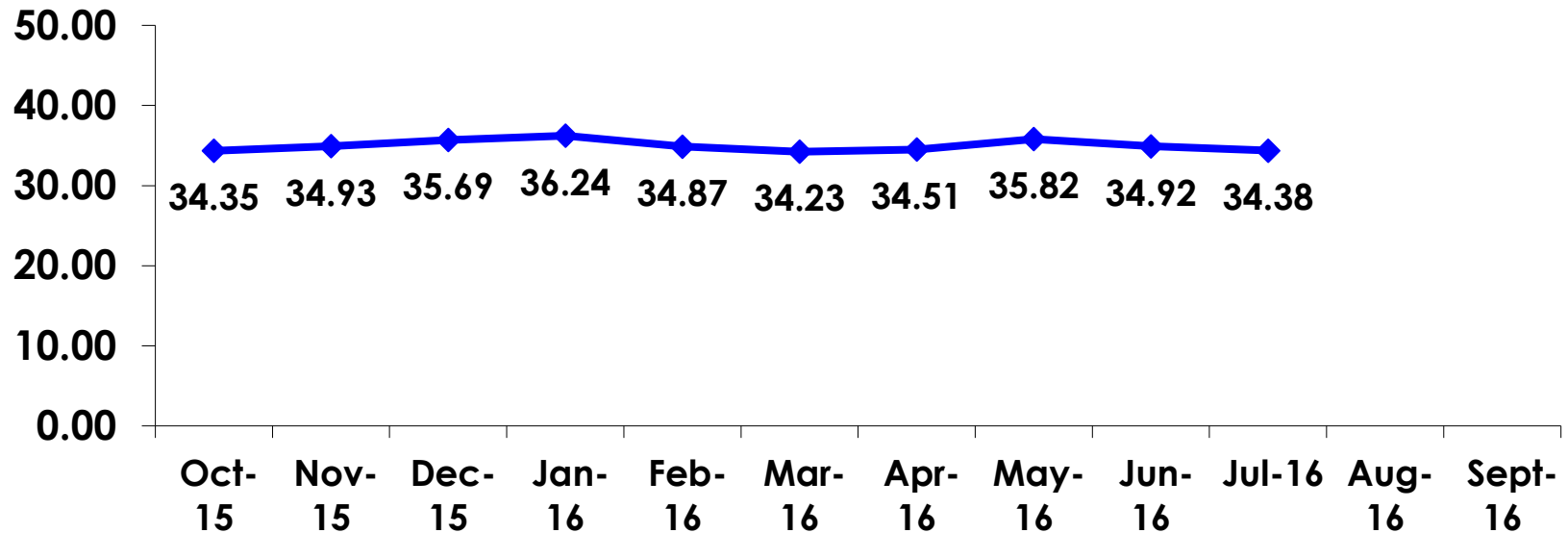
MARITAL STATUS - TRACKING



MARITAL STATUS- SEGMENTATION

			TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	261	34	2	14	1	2	134	122	141	37	8	1	41
		Column N %	74%	81%	40%	100%	100%	67%	63%	92%	97%	55%	67%	100%	55%
	Single	Count	91	8	3	0	0	1	80	11	4	30	4	0	33
		Column N %	26%	19%	60%	0%	0%	33%	37%	8%	3%	45%	33%	0%	45%
	Total	Count	352	42	5	14	1	3	214	133	145	67	12	1	74

AVERAGE AGE - TRACKING



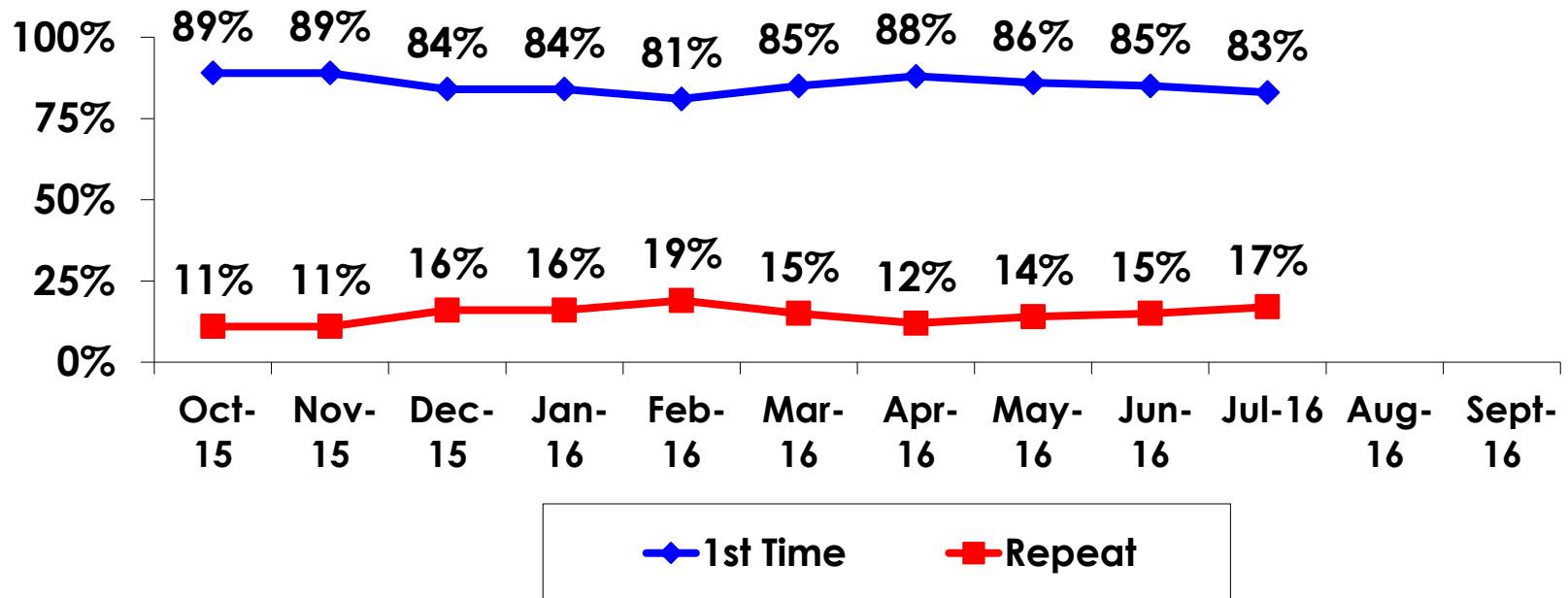
AGE- SEGMENTATION

			TOTAL	FAMILY/FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	30	5	2	3	0	0	30	0	0	11	0	0	14
		Column N %	9%	12%	40%	21%	0%	0%	14%	0%	0%	16%	0%	0%	19%
	25-34	Count	162	22	2	10	0	1	162	0	35	40	5	0	34
		Column N %	46%	52%	40%	71%	0%	33%	76%	0%	24%	60%	42%	0%	46%
	35-49	Count	142	11	1	0	1	1	22	120	107	12	7	0	23
		Column N %	40%	26%	20%	0%	100%	33%	10%	90%	74%	18%	58%	0%	31%
	50+	Count	18	4	0	1	0	1	0	13	3	4	0	1	3
		Column N %	5%	10%	0%	7%	0%	33%	0%	10%	2%	6%	0%	100%	4%
	Total	Count	352	42	5	14	1	3	214	133	145	67	12	1	74
QF	Mean		34.38	34.00	27.80	28.86	42.00	40.67	29.61	41.11	38.01	31.66	35.92	66.00	31.78
	Median		34	34	29	28	42	39	31	40	37	31	37	66	31

INCOME - SEGMENTATION

			TOTAL	FAMILY/FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
Q26 <KW12.0M	Count		4	0	0	0	0	0	3	1	0	0	0	0	2
	Column N %		2%	0%	0%	0%	0%	0%	2%	1%	0%	0%	0%	0%	3%
KW12.0M-KW24.0M	Count		8	2	0	0	0	0	8	0	0	5	0	0	4
	Column N %		3%	6%	0%	0%	0%	0%	6%	0%	0%	9%	0%	0%	7%
KW24.0M-KW36.0M	Count		24	1	2	2	0	1	18	6	4	7	0	0	8
	Column N %		10%	3%	40%	25%	0%	33%	13%	6%	4%	13%	0%	0%	14%
KW36.0M-KW48.0M	Count		35	6	1	0	0	0	27	7	10	11	2	0	10
	Column N %		14%	17%	20%	0%	0%	0%	19%	7%	10%	20%	18%	0%	17%
KW48.0M-KW60.0M	Count		65	10	2	1	0	0	30	34	36	13	1	1	12
	Column N %		27%	29%	40%	13%	0%	0%	22%	34%	35%	23%	9%	100%	20%
KW60.0M-KW72.0M	Count		36	4	0	0	0	1	16	19	20	5	4	0	5
	Column N %		15%	11%	0%	0%	0%	33%	12%	19%	19%	9%	36%	0%	8%
KW72.0M+	Count		65	11	0	2	1	1	31	32	31	14	4	0	17
	Column N %		27%	31%	0%	25%	100%	33%	22%	32%	30%	25%	36%	0%	29%
No Income	Count		8	1	0	3	0	0	6	2	2	1	0	0	1
	Column N %		3%	3%	0%	38%	0%	0%	4%	2%	2%	2%	0%	0%	2%
Total	Count		245	35	5	8	1	3	139	101	103	56	11	1	59

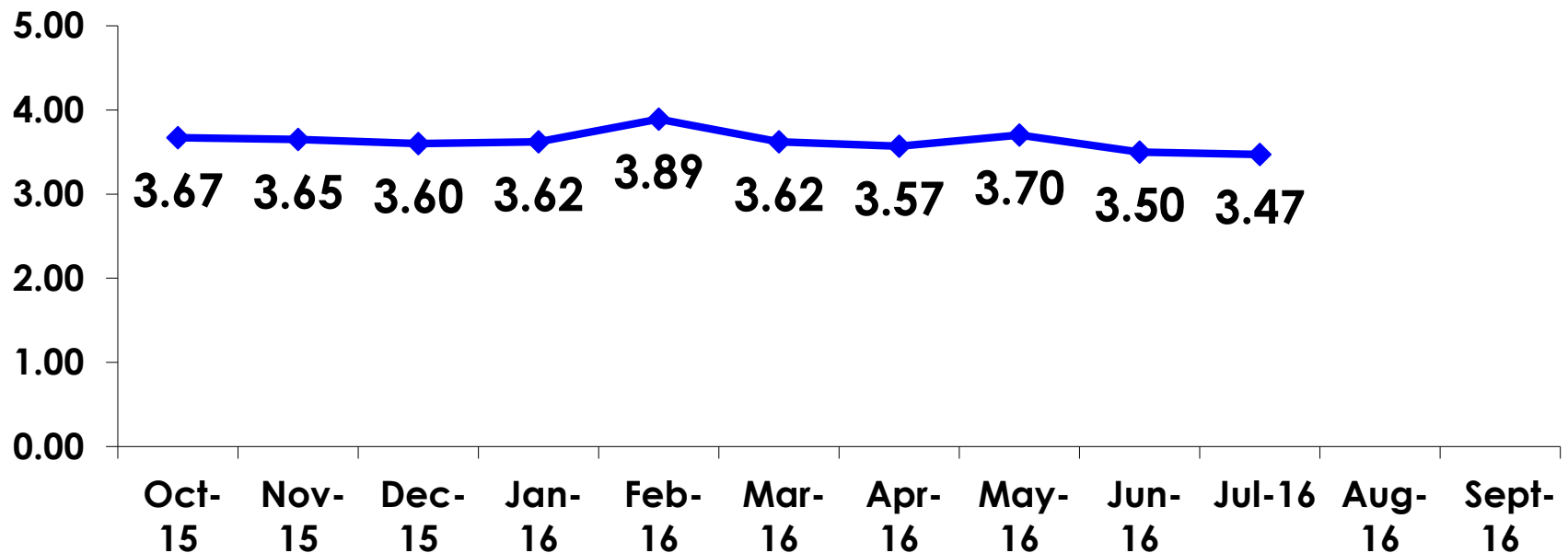
PRIOR TRIPS TO GUAM - TRACKING



PRIOR TRIPS TO GUAM - SEGMENTATION

			TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	292	31	4	14	1	1	191	99	111	50	9	1	66
		Column N %	83%	74%	80%	100%	100%	33%	89%	74%	77%	75%	75%	100%	89%
	No	Count	60	11	1	0	0	2	23	34	34	17	3	0	8
		Column N %	17%	26%	20%	0%	0%	67%	11%	26%	23%	25%	25%	0%	11%
	Total	Count	352	42	5	14	1	3	214	133	145	67	12	1	74

AVG LENGTH OF STAY - TRACKING



AVG LENGTH OF STAY - SEGMENTATION

		TOTAL	FAMILY/FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
Q8	Mean	3.47	3.69	3.60	3.71	3.00	4.67	3.48	3.47	3.47	3.64	4.17	3.00	3.58
	Median	3	3	4	4	3	4	3	3	3	3	4	3	3

SECTION 2 **TRAVEL PLANNING**

TRAVEL PLANNING - SEGMENTATION

			TOTAL	FAMILY/FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
Q7	Full package tour	Count	148	0	2	7	1	0	69	75	83	0	3	1	22
		Column N %	42%	0%	40%	50%	100%	0%	32%	56%	57%	0%	25%	100%	30%
	Free-time package tour	Count	134	0	1	5	0	1	92	42	44	0	4	0	31
		Column N %	38%	0%	20%	36%	0%	33%	43%	32%	30%	0%	33%	0%	42%
	Individually arranged travel (FIT)	Count	67	42	2	2	0	0	52	14	18	67	4	0	21
		Column N %	19%	100%	40%	14%	0%	0%	24%	11%	12%	100%	33%	0%	28%
	Company paid travel	Count	2	0	0	0	0	2	0	2	0	0	1	0	0
		Column N %	1%	0%	0%	0%	0%	67%	0%	2%	0%	0%	8%	0%	0%
	Other	Count	1	0	0	0	0	0	1	0	0	0	0	0	0
		Column N %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Total	Count	352	42	5	14	1	3	214	133	145	67	12	1	74

TRAVEL MOTIVATION - SEGMENTATION

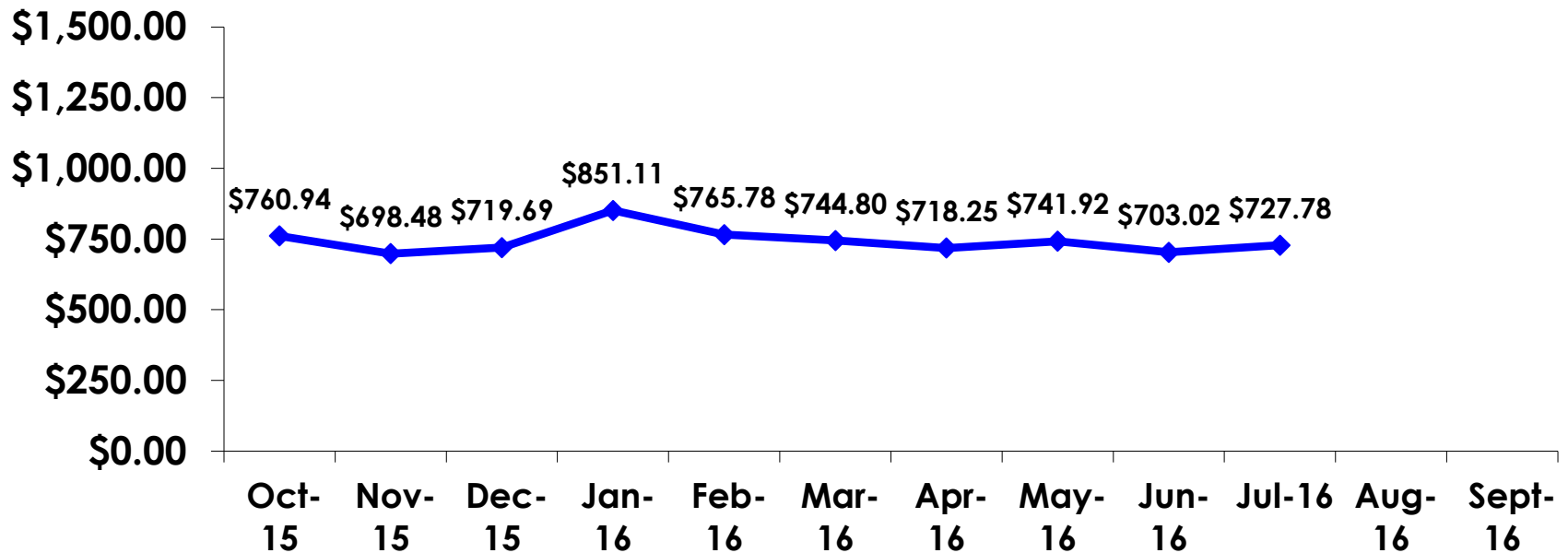
		TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	10%	17%	0%	0%	0%	0%	7%	13%	14%	13%	17%	0%	8%
	Price	9%	14%	20%	0%	0%	0%	11%	6%	8%	12%	0%	0%	11%
	Visit friends/ Relatives	2%	0%	0%	0%	0%	0%	1%	2%	1%	1%	0%	0%	0%
	Recomm- friend/family/trvl agnt	18%	19%	20%	7%	0%	0%	17%	20%	21%	15%	25%	0%	23%
	Scuba	2%	2%	40%	7%	0%	0%	2%	2%	0%	3%	0%	0%	8%
	Water sports	12%	14%	40%	7%	0%	33%	12%	14%	6%	19%	8%	0%	58%
	Short travel time	19%	33%	40%	43%	0%	0%	21%	16%	18%	28%	17%	0%	26%
	Golf	1%	0%	0%	0%	0%	0%	1%	2%	0%	1%	0%	0%	5%
	Relax	61%	52%	40%	43%	0%	33%	62%	61%	69%	57%	50%	0%	62%
	Company/ Business Trip	0%	0%	0%	0%	0%	33%	0%	1%	0%	0%	8%	0%	0%
	Company Sponsored	1%	0%	0%	0%	0%	67%	0%	1%	0%	0%	0%	0%	1%
	Safe	30%	36%	40%	29%	0%	0%	30%	29%	34%	28%	42%	0%	34%
	Natural beauty	51%	60%	60%	36%	0%	0%	54%	47%	49%	58%	75%	0%	59%
	Shopping	27%	48%	0%	36%	0%	0%	29%	24%	25%	40%	50%	0%	31%
	Career Cert/ Testing	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%
	Married/ Attn wedding	1%	0%	0%	0%	100%	0%	0%	1%	1%	0%	0%	0%	1%
	Honeymoon	4%	5%	20%	100%	0%	0%	6%	1%	0%	3%	0%	0%	7%
	Pleasure	18%	24%	40%	14%	0%	0%	18%	17%	17%	24%	25%	0%	18%
	Organized sports	2%	2%	0%	0%	0%	0%	2%	2%	0%	3%	0%	0%	8%
	Other	3%	2%	0%	0%	0%	0%	4%	1%	1%	3%	0%	100%	0%
	Total	Count	352	42	5	14	1	3	214	133	145	67	12	74

INFORMATION SOURCES - SEGMENTATION

		TOTAL	FAMILY/FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT	
		-	-	-	-	-	-	-	-	-	-	-	-	-	
Q1	Internet	94%	95%	100%	93%	100%	67%	96%	91%	93%	97%	92%	0%	96%	
	Friend/ Relative	37%	38%	60%	57%	0%	67%	41%	30%	33%	39%	42%	100%	39%	
	Travel Agent Brochure	28%	10%	20%	36%	0%	33%	27%	29%	31%	7%	17%	0%	26%	
	Prior Trip	11%	17%	20%	0%	0%	33%	7%	15%	14%	18%	17%	0%	7%	
	Travel Guidebook-Bookstore	10%	19%	0%	0%	0%	0%	12%	8%	6%	18%	8%	0%	15%	
	TV	5%	5%	0%	7%	100%	0%	6%	5%	5%	4%	17%	0%	4%	
	Co-Worker/ Company Trvl Dept	5%	5%	0%	0%	0%	0%	6%	3%	2%	6%	0%	0%	11%	
	GVB Office	4%	7%	0%	7%	0%	33%	4%	5%	5%	6%	17%	0%	5%	
	Magazine (Consumer)	1%	0%	0%	0%	0%	0%	1%	1%	0%	1%	0%	0%	1%	
	Travel Trade Show	1%	0%	0%	0%	0%	0%	1%	0%	1%	1%	0%	0%	0%	
	Consumer Trvl Show	1%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	3%	
	GVB Promo	1%	2%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	
	Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
	Total	Count	352	42	5	14	1	3	214	133	145	67	12	1	74

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING



YTD=\$742.93

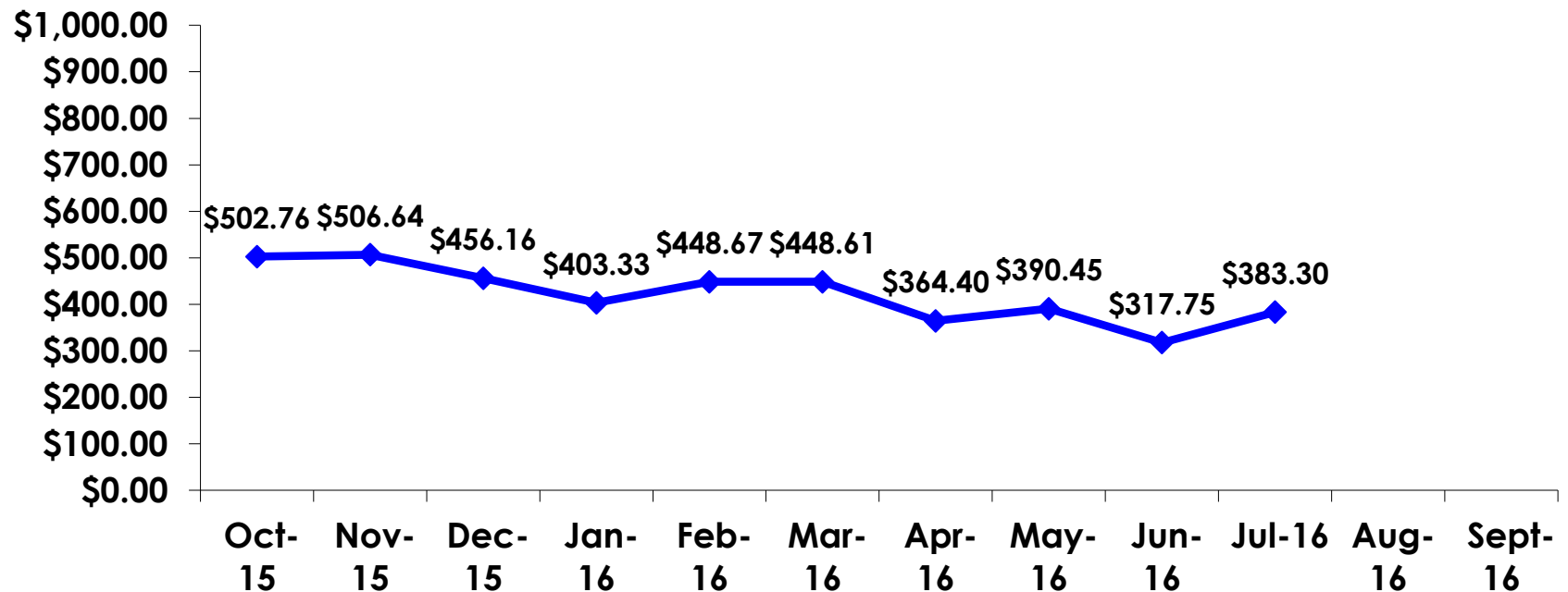
PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$727.78	\$730.13	\$750.91	\$1,268.01	\$1,136.41	\$923.70	\$757.77	\$666.80	\$718.99	\$683.21	\$704.31	\$1,748.33	\$656.85
	Median	\$787	\$621	\$787	\$1,346	\$1,136	\$1,023	\$787	\$758	\$787	\$612	\$732	\$1,748	\$656
	Minimum	\$0	\$0	\$0	\$699	\$1,136	\$0	\$0	\$0	\$0	\$0	\$0	\$1,748	\$0
	Maximum	\$5,245	\$5,245	\$1,399	\$2,076	\$1,136	\$1,748	\$5,245	\$1,748	\$1,748	\$5,245	\$1,399	\$1,748	\$1,748

PREPAID EXPENSE- BREAKDOWN

		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
AIR & HOTEL	Mean	\$2,408.38	\$3,438.38	.	\$743.04	\$1,827.00	\$1,136.41	\$8,182.18	\$2,155.81	\$2,796.96	\$3,135.71	\$2,373.36	\$2,797.33	.	\$2,190.01
	Median	\$2,185	\$3,322	.	\$743	\$1,748	\$1,136	\$8,182	\$2,098	\$2,797	\$3,103	\$2,185	\$2,797	.	\$1,748
AIR/ HOTEL/ MEAL	Mean	\$2,615.15	\$1,752.70	.	.	\$2,216.88	.	.	\$2,221.16	\$2,866.24	\$3,296.21	\$1,752.70	\$2,132.96	\$5,244.98	\$2,097.51
	Median	\$2,448	\$1,836	.	.	\$2,622	.	.	\$2,098	\$2,841	\$3,147	\$1,836	\$2,448	\$5,245	\$2,360
AIR ONLY	Mean	\$974.86	\$810.42	.	\$349.67	\$731.38	.	\$524.50	\$957.81	\$1,063.98	\$1,255.52	\$819.79	\$1,293.76	.	\$965.95
	Median	\$721	\$699	.	\$350	\$568	.	\$524	\$699	\$874	\$1,311	\$629	\$1,311	.	\$581
HOTEL ONLY	Mean	\$833.42	\$857.12	.	\$209.80	\$1,005.29	.	\$437.08	\$841.42	\$826.42	\$1,202.98	\$692.57	\$926.61	.	\$568.64
	Median	\$743	\$787	.	\$210	\$1,005	.	\$437	\$699	\$874	\$1,180	\$641	\$957	.	\$437
HOTEL & MEAL	Mean	\$351.65	\$524.50	.	\$174.83	\$655.62	.	\$262.25	\$295.16	\$543.73	\$952.84	\$286.29	\$52.45	.	\$251.32
	Median	\$184	\$262	.	\$175	\$656	.	\$262	\$175	\$262	\$874	\$184	\$52	.	\$175
F&B HOTEL	Mean	\$196.69	\$87.42	.	\$87.42	\$174.83	.	.	\$183.57	\$218.54	\$218.54	\$87.42	.	.	\$87.42
	Median	\$87	\$87	.	\$87	\$175	.	.	\$87	\$87	\$87	\$87	.	.	\$87
TRANS- KOREA	Mean	\$53.86	\$35.29	.	\$4.37	\$87.42	.	\$13.99	\$54.69	\$51.48	\$81.30	\$26.74	\$8.74	.	\$43.71
	Median	\$44	\$26	.	\$4	\$87	.	\$14	\$48	\$44	\$87	\$26	\$9	.	\$26
TRANS- GUAM	Mean	\$141.67	\$185.80	.	\$87.42	\$145.69	.	.	\$134.31	\$162.59	\$161.14	\$162.90	\$34.97	.	\$131.12
	Median	\$105	\$175	.	\$87	\$175	.	.	\$105	\$175	\$175	\$105	\$35	.	\$96
OPT TOURS	Mean	\$275.72	\$224.85	.	\$262.25	\$515.03	.	.	\$307.71	\$166.95	\$249.14	\$267.65	.	.	\$341.84
	Median	\$175	\$175	.	\$262	\$350	.	.	\$262	\$127	\$219	\$262	.	.	\$350
OTHER	Mean	\$377.33	\$68.18	.	\$2,797.33	\$622.40	.	\$510.51	\$318.24	\$502.51	\$421.15	\$219.42	\$170.46	.	\$519.03
	Median	\$87	\$87	.	\$2,797	\$87	.	\$511	\$87	\$87	\$87	\$87	\$170	.	\$87
TOTAL	Mean	\$2,087.53	\$1,762.78	.	\$1,179.25	\$2,331.21	\$1,136.41	\$3,310.17	\$1,899.74	\$2,284.73	\$2,867.97	\$1,524.31	\$2,009.12	\$5,244.98	\$1,742.78
	Median	\$1,893	\$1,698	.	\$826	\$2,229	\$1,136	\$1,748	\$1,748	\$2,273	\$2,771	\$1,219	\$2,330	\$5,245	\$1,355

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$422.61

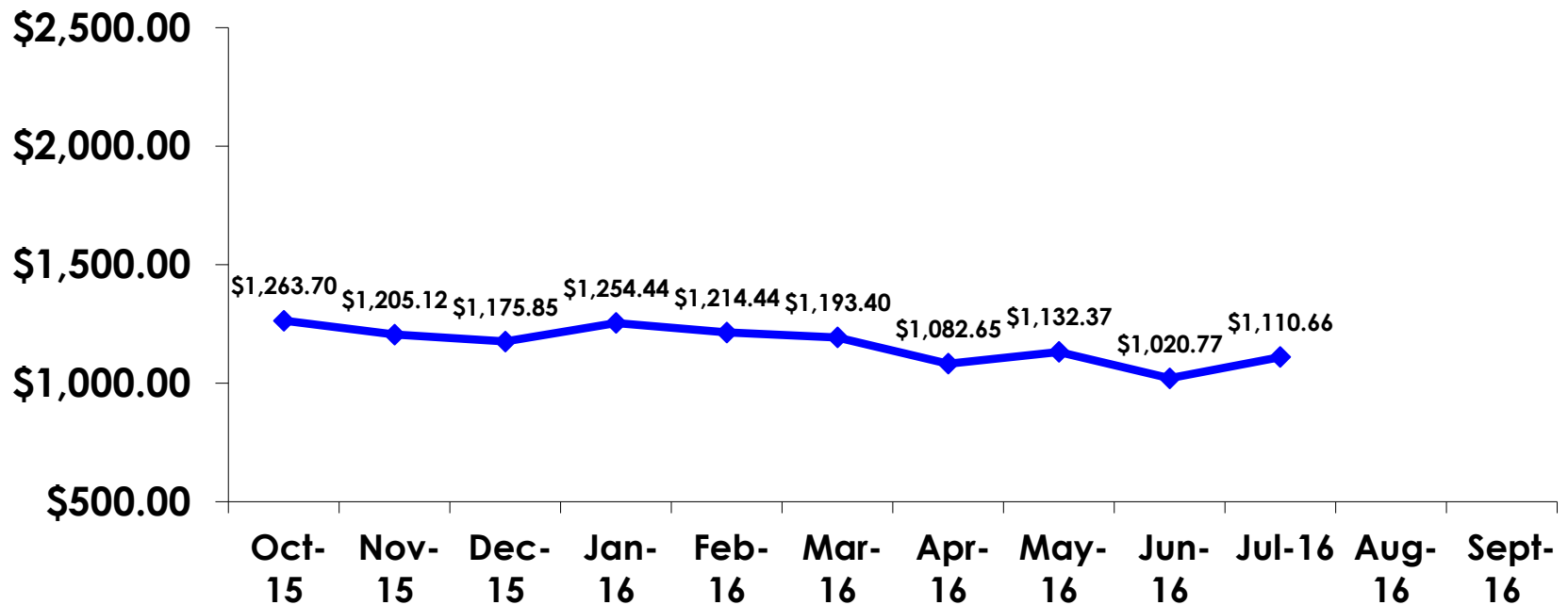
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$383.30	\$508.77	\$312.50	\$559.29	\$500.00	\$1,091.67	\$392.30	\$352.06	\$283.09	\$501.82	\$742.57	\$1,666.67	\$401.57
	Median	\$290	\$347	\$300	\$523	\$500	\$900	\$303	\$217	\$229	\$350	\$475	\$1,667	\$312
	Minimum	\$0	\$0	\$50	\$0	\$500	\$375	\$0	\$0	\$0	\$0	\$38	\$1,667	\$0
	Maximum	\$2,500	\$2,000	\$700	\$1,175	\$500	\$2,000	\$2,500	\$2,000	\$1,700	\$2,500	\$2,500	\$1,667	\$2,000

ON-ISLAND EXPENSE- BREAKDOWN

		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
F&B HOTEL	Mean	\$30.06	\$65.00	.	\$0.00	\$22.86	\$0.00	\$50.00	\$22.58	\$43.21	\$32.06	\$44.57	\$183.33	\$0.00	\$18.05
F&B FF/STORE	Mean	\$25.54	\$53.33	.	\$66.00	\$39.29	\$50.00	\$115.00	\$24.79	\$26.20	\$30.30	\$44.03	\$9.17	\$0.00	\$27.70
F&B RESTRNT	Mean	\$88.83	\$136.07	.	\$0.00	\$152.14	\$20.00	\$416.67	\$106.73	\$60.36	\$80.12	\$119.99	\$65.00	\$0.00	\$93.03
OPT TOUR	Mean	\$64.98	\$42.26	.	\$110.00	\$184.29	\$0.00	\$333.33	\$68.28	\$54.59	\$53.17	\$48.52	\$54.17	\$0.00	\$118.66
GIFT- SELF	Mean	\$175.93	\$284.67	.	\$4.00	\$241.07	\$200.00	\$383.33	\$171.79	\$179.42	\$195.94	\$238.00	\$283.33	\$0.00	\$188.58
GIFT- OTHER	Mean	\$123.06	\$170.24	.	\$4.00	\$214.29	\$200.00	\$33.33	\$104.20	\$127.22	\$128.14	\$143.28	\$125.00	\$0.00	\$94.05
TRANS	Mean	\$32.51	\$45.43	.	\$6.00	\$44.64	\$30.00	\$200.00	\$32.11	\$32.86	\$30.98	\$35.34	\$82.50	\$0.00	\$22.16
OTHER	Mean	\$415.60	\$493.00	.	\$300.00	\$77.14	\$0.00	\$435.00	\$365.26	\$465.71	\$473.61	\$428.21	\$975.00	\$5,000.00	\$386.45
TOTAL	Mean	\$956.68	\$1,290.00	.	\$490.00	\$975.71	\$500.00	\$1,966.67	\$896.02	\$989.57	\$1,024.33	\$1,101.94	\$1,777.50	\$5,000.00	\$949.50

TOTAL EXPENDITURES – TRACKING



YTD=\$1,165.50

TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$1,110.66	\$1,238.90	\$1,063.41	\$1,827.29	\$1,636.41	\$2,015.37	\$1,150.07	\$1,017.29	\$1,001.00	\$1,185.03	\$1,446.88	\$3,414.99	\$1,058.42
	Median	\$1,071	\$1,093	\$1,126	\$2,002	\$1,636	\$1,398	\$1,093	\$991	\$999	\$1,093	\$1,385	\$3,415	\$1,008
	Minimum	\$0	\$0	\$163	\$699	\$1,636	\$900	\$0	\$0	\$0	\$0	\$692	\$3,415	\$0
	Maximum	\$5,245	\$5,245	\$1,487	\$2,783	\$1,636	\$3,748	\$5,245	\$3,748	\$3,415	\$5,245	\$2,500	\$3,415	\$3,748

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.

Comparison of Drivers of Overall Satisfaction, Oct, Nov, Dec 2015, Jan, Feb, Mar, Apr, May, Jun, Jul 2016, and Overall Oct-2015 - Jul 2016

	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Combi ned Oct- 2015 - July 2016
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks				3			4	3			9
Ease of getting around			5			5				6	5
Safety walking around at night			2		3			7			10
Quality of daytime tours											8
Variety of daytime tours				2							
Quality of nighttime tours					6	4					
Variety of nighttime tours											
Quality of shopping	2	3				3	2		3	3	3
Variety of shopping					2			6			
Price of things on Guam											
Quality of hotel accommodations	5	5	4				5		2	4	4
Quality/cleanliness of air, sky	1			6		2		5			6
Quality/cleanliness of parks		1	3								
Quality of landscape in Tumon	4				5						
Quality of landscape in Guam		4		4	1		1	1	1	1	1
Quality of ground handler	6			5			6	4		5	7
Quality/cleanliness of transportation vehicles	3	2	1	1	4	1	3	2	4	2	2
% of Per Person On Island Expenditures Accounted For	56.1%	44.7%	51.3%	49.0%	58.7%	49.5%	45.8%	45.2%	42.5%	50.8%	49.8%

NOTE: Only significant drivers are included.

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by six significant factors in the July 2016 Period. By rank order they are:
 - **Quality of landscape in Guam,**
 - **Quality/cleanliness of transportation vehicles,**
 - **Quality of shopping,**
 - **Quality of hotel accommodations,**
 - **Quality of ground handler, and**
 - **Ease of getting around at night.**
- With all six factors the overall r^2 is .508 meaning that **50.8%** of overall satisfaction is accounted for by these factors.

Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2015, Jan, Feb, Mar, Apr, May, Jun, Jul 2016 and Overall Oct-2015-Jul 2016											
	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Combi ned Oct- 2015- Jul 2016
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks		2					1				
Ease of getting around											7
Safety walking around at night											
Quality of daytime tours											
Variety of daytime tours										1	2
Quality of nighttime tours					1						
Variety of nighttime tours									2		4
Quality of shopping		4			2				3	2	5
Variety of shopping		3						2			
Price of things on Guam											
Quality of hotel accommodations											
Quality/cleanliness of air, sky									4		
Quality/cleanliness of parks											6
Quality of landscape in Tumon											
Quality of landscape in Guam		1					2	1	1		1
Quality of ground handler											
Quality/cleanliness of transportation vehicles				1		1					3
% of Per Person On Island Expenditures Accounted For	0.0%	5.2%	0.0%	1.9%	3.9%	1.2%	5.3%	4.1%	4.9%	1.2%	2.1%

NOTE: Only significant drivers are included.

Drivers of Per Person On Island Expenditure

- **Per Person On Island Expenditure** of Korean visitors on Guam is driven by two significant factors in the July 2016 period. By rank order they are:
 - **Variety of day time tours, and**
 - **Quality of shopping**
- With these factors the overall r^2 is .012 meaning that **1.2% of per person on island expenditure is accounted for by these factors.**