



# GUAM VISITORS BUREAU

## Korean Visitor Tracker Exit Profile

### FY2015 Market Segmentation

### JUNE 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 Korean 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 +/- 5.22 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 +/- 5.22 percentage points.

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# 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

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# Highlighted Segments Parameters

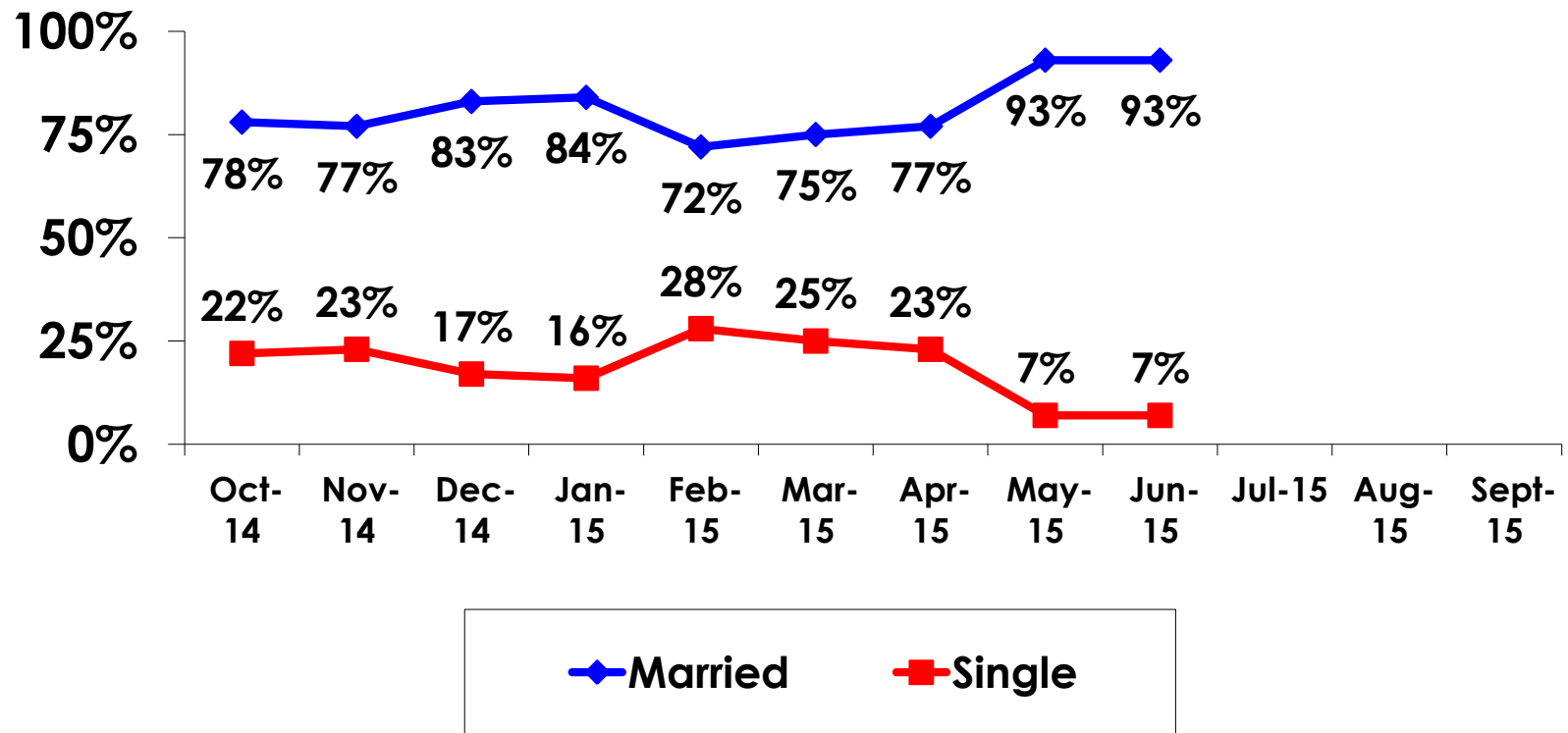
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors –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

# Highlighted Segments

	Oct 14	Nov 14	Dec 14	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sept 15
Family/ FIT	8%	9%	14%	13%	5%	5%	3%	7%	1%			
Group	2%	2%	1%	0%	1%	0%	-	-	-			
Eng Language	1%	0%	0%	1%	-	0%	0%	-	-			
Honeymoon	9%	17%	15%	15%	5%	4%	9%	2%	6%			
Wedding	1%	1%	1%	1%	1%	1%	1%	1%	1%			
Incentive	6%	7%	9%	1%	3%	2%	1%	-	3%			
18-35	60%	55%	53%	54%	55%	65%	65%	48%	48%			
36-55	39%	43%	45%	46%	43%	32%	33%	51%	51%			
Child	44%	33%	45%	48%	35%	37%	32%	50%	53%			
FIT	20%	14%	17%	18%	17%	14%	10%	7%	1%			
Golden Miss	4%	5%	5%	3%	5%	8%	5%	6%	9%			
Senior	1%	1%	1%	1%	1%	1%	1%	0%	1%			
Sport	30%	42%	28%	29%	48%	38%	42%	45%	58%			
<b>TOTAL</b>	<b>351</b>	<b>350</b>	<b>350</b>	<b>353</b>	<b>351</b>	<b>352</b>	<b>350</b>	<b>350</b>	<b>350</b>			

# SECTION 1 **PROFILE OF RESPONDENTS**

# MARITAL STATUS - TRACKING

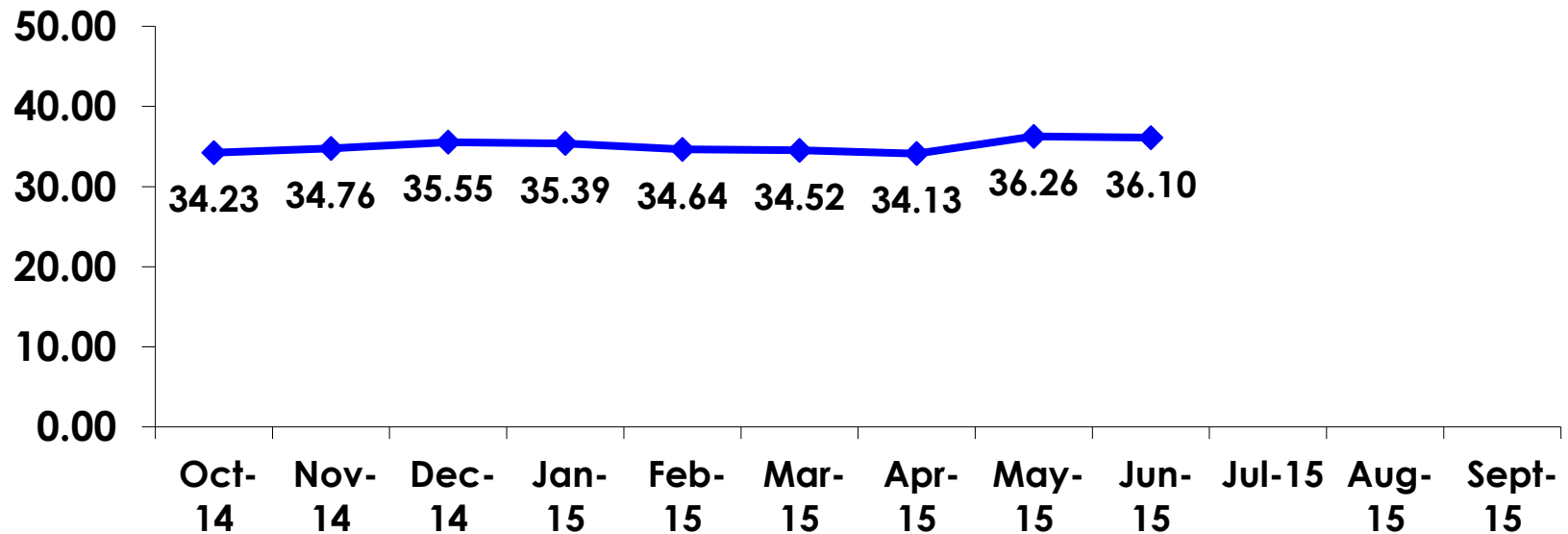


# MARITAL STATUS- SEGMENTATION

			TOTAL	FAMILY/FIT	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	326	2	20	3	10	147	175	186	2	29	4	184
		Column N %	93%	100%	100%	100%	100%	88%	98%	100%	100%	94%	100%	91%
	Single	Count	24	0	0	0	0	21	3	0	0	2	0	19
		Column N %	7%	0%	0%	0%	0%	13%	2%	0%	0%	6%	0%	9%
Total		Count	350	2	20	3	10	168	178	186	2	31	4	203



# AVERAGE AGE - TRACKING



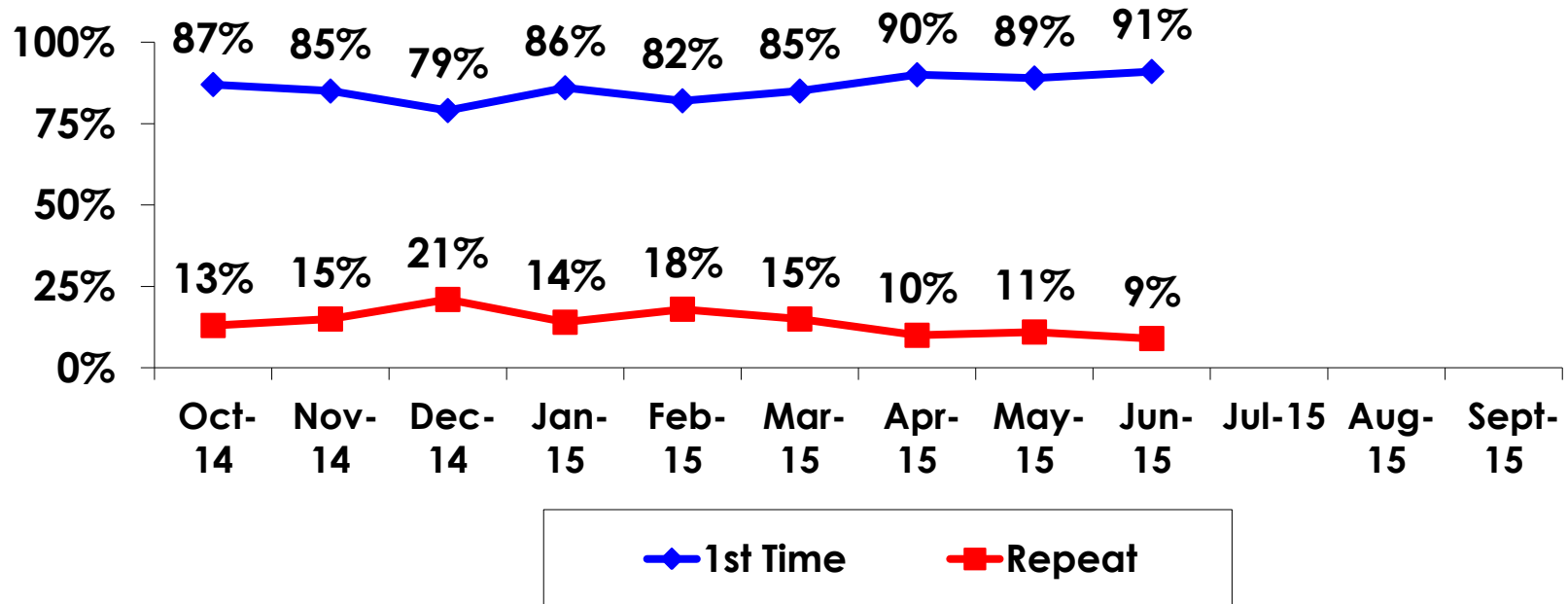
# AGE- SEGMENTATION

			TOTAL	FAMILY/ FIT	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	2	0	0	0	0	2	0	0	0	0	0	1
		Column N %	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
	25-34	Count	134	0	20	1	4	134	0	38	0	18	0	84
		Column N %	38%	0%	100%	33%	40%	80%	0%	20%	0%	58%	0%	41%
	35-49	Count	204	1	0	2	6	32	172	147	1	13	0	116
		Column N %	58%	50%	0%	67%	60%	19%	97%	79%	50%	42%	0%	57%
	50+	Count	10	1	0	0	0	0	6	1	1	0	4	2
		Column N %	3%	50%	0%	0%	0%	0%	3%	1%	50%	0%	100%	1%
	Total	Count	350	2	20	3	10	168	178	186	2	31	4	203
QF	Mean		36.10	55.50	31.35	36.00	35.30	32.24	39.18	36.80	55.50	34.45	61.25	35.54
	Median		36	56	32	37	36	33	38	36	56	34	61	35

# INCOME - SEGMENTATION

			TOTAL	FAMILY/ FIT	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-
Q26	KW24.0M-KW36.0M	Count	29	0	0	0	0	26	3	6	0	4	0	16
		Column N %	9%	0%	0%	0%	0%	17%	2%	4%	0%	13%	0%	9%
	KW36.0M-KW48.0M	Count	81	0	10	1	2	51	30	35	0	10	0	49
		Column N %	26%	0%	53%	33%	20%	33%	19%	21%	0%	33%	0%	27%
	KW48.0M-KW60.0M	Count	140	0	8	2	7	67	73	81	0	13	0	82
		Column N %	45%	0%	42%	67%	70%	43%	47%	49%	0%	43%	0%	45%
	KW60.0M-KW72.0M	Count	46	0	1	0	1	12	32	31	0	3	2	24
		Column N %	15%	0%	5%	0%	10%	8%	21%	19%	0%	10%	67%	13%
	KW72.0M+	Count	17	1	0	0	0	0	16	13	1	0	1	12
		Column N %	5%	100%	0%	0%	0%	0%	10%	8%	100%	0%	33%	7%
Total		Count	313	1	19	3	10	156	154	166	1	30	3	183

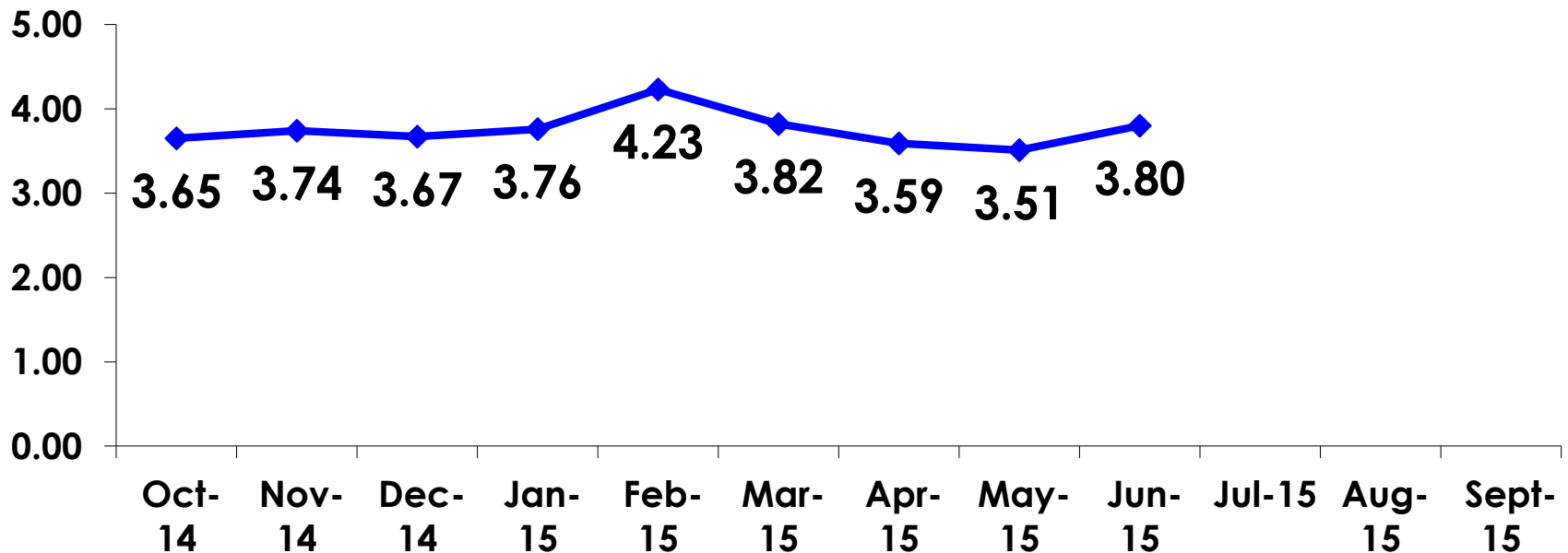
# PRIOR TRIPS TO GUAM - TRACKING



# PRIOR TRIPS TO GUAM - SEGMENTATION

			TOTAL	FAMILY/FIT	HONEYMOON	WEDDING	INCENTIVE	18-35	36-55	CHILD	FIT	GOLDEN	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	320	0	20	3	9	161	158	165	0	28	1	188
		Column N %	91%	0%	100%	100%	90%	96%	89%	89%	0%	90%	25%	93%
	No	Count	30	2	0	0	1	7	20	21	2	3	3	15
		Column N %	9%	100%	0%	0%	10%	4%	11%	11%	100%	10%	75%	7%
Total	Count	350	2	20	3	10	168	178	186	2	31	4	203	

# AVG LENGTH OF STAY - TRACKING



# AVG LENGTH OF STAY - SEGMENTATION

		TOTAL	FAMILY/ FIT	HONEYMOON N	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-
Q8	Mean	3.80	4.50	3.75	3.33	3.50	3.80	3.80	3.83	4.50	3.68	4.00	3.85
	Median	4	5	4	3	4	4	4	4	5	4	4	4

# SECTION 2 **TRAVEL PLANNING**



# TRAVEL PLANNING - SEGMENTATION

			TOTAL	FAMILY/FIT	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-
Q7	Full package tour	Count	270	0	19	2	2	123	145	150	0	23	2	160
		Column N %	79%	0%	100%	67%	20%	75%	82%	82%	0%	74%	50%	82%
	Free-time package tour	Count	70	0	0	1	7	40	29	31	0	8	1	35
		Column N %	20%	0%	0%	33%	70%	25%	16%	17%	0%	26%	25%	18%
	Individually arranged travel (FIT)	Count	2	2	0	0	0	0	1	1	2	0	1	1
		Column N %	1%	100%	0%	0%	0%	0%	0%	1%	1%	100%	0%	25%
	Company paid travel	Count	1	0	0	0	1	0	1	0	0	0	0	0
		Column N %	0%	0%	0%	0%	10%	0%	1%	0%	0%	0%	0%	0%
	Total	Count	343	2	19	3	10	163	176	182	2	31	4	196

# TRAVEL MOTIVATION - SEGMENTATION

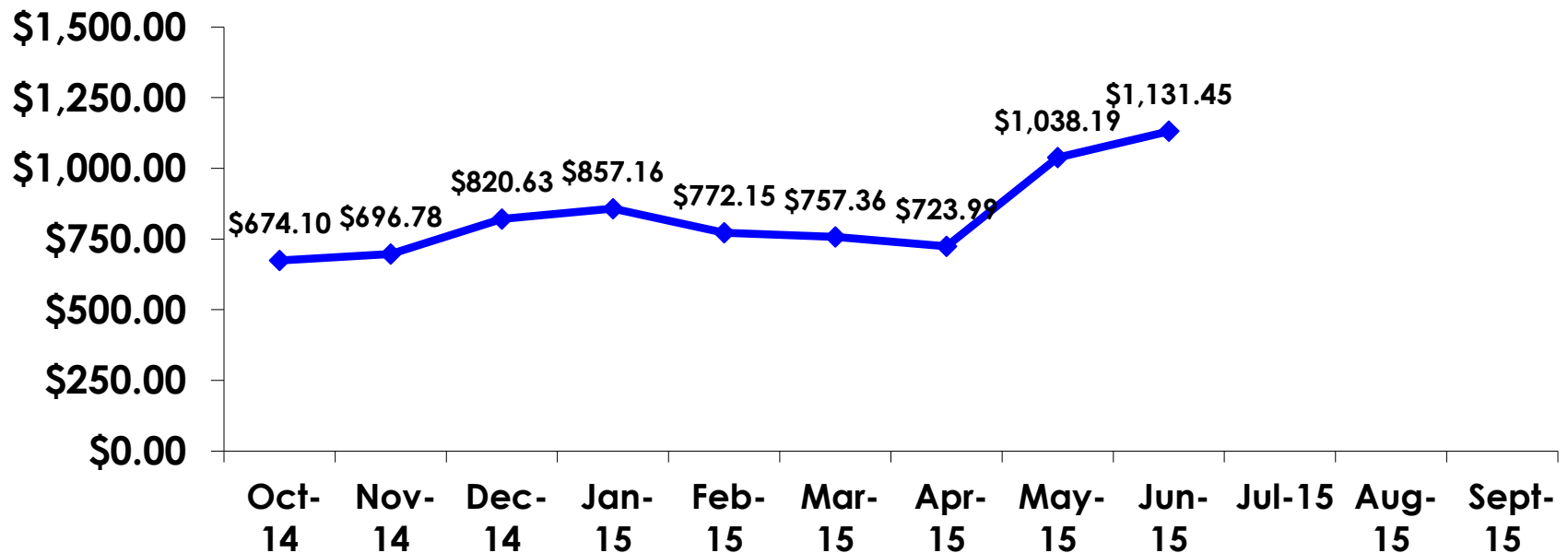
		TOTAL	FAMILY/ FIT	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT	
		-	-	-	-	-	-	-	-	-	-	-	-	
Q5A	Previous trip	7%	50%	0%	0%	10%	3%	10%	10%	50%	6%	50%	7%	
	Price	13%	0%	0%	0%	0%	13%	13%	15%	0%	10%	0%	10%	
	Visit friends/ Relatives	2%	0%	0%	33%	10%	2%	2%	2%	0%	0%	0%	2%	
	Recomm-friend/family/trvl agnt	14%	0%	15%	0%	0%	15%	13%	15%	0%	10%	0%	12%	
	Scuba	4%	0%	0%	33%	20%	2%	6%	4%	0%	3%	0%	6%	
	Water sports	13%	0%	0%	33%	20%	16%	11%	12%	0%	13%	0%	23%	
	Short travel time	41%	50%	20%	0%	30%	40%	41%	45%	50%	58%	25%	37%	
	Golf	6%	0%	0%	0%	10%	2%	10%	5%	0%	3%	25%	11%	
	Relax	56%	50%	25%	0%	0%	44%	67%	63%	50%	61%	50%	50%	
	Company/ Business Trip	2%	0%	0%	0%	0%	1%	3%	3%	0%	0%	0%	2%	
	Company Sponsored	3%	0%	0%	67%	90%	3%	2%	4%	0%	3%	0%	3%	
	Convention/ Trade/ Conference	1%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	1%	
	Safe	29%	0%	10%	0%	10%	35%	25%	25%	0%	26%	0%	31%	
	Natural beauty	33%	50%	70%	33%	30%	39%	28%	26%	50%	35%	50%	36%	
	Shopping	5%	50%	5%	0%	0%	7%	3%	4%	50%	13%	0%	7%	
	Career Cert/ Testing	1%	0%	0%	33%	10%	0%	2%	2%	0%	0%	0%	1%	
	Married/ Attn wedding	1%	0%	0%	100%	20%	1%	1%	1%	0%	0%	0%	1%	
	Honeymoon	6%	0%	100%	0%	0%	12%	0%	0%	0%	0%	0%	7%	
	Pleasure	22%	50%	50%	0%	10%	26%	17%	19%	50%	19%	75%	24%	
	Organized sports	1%	0%	0%	33%	0%	0%	1%	1%	0%	0%	0%	1%	
	Total	Count	350	2	20	3	10	168	178	186	2	31	4	203

# INFORMATION SOURCES - SEGMENTATION

		TOTAL	FAMILY/ FIT	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT	
		-	-	-	-	-	-	-	-	-	-	-	-	
Q1	Internet	95%	50%	100%	100%	100%	97%	96%	96%	50%	100%	0%	99%	
	Travel Agent Brochure	65%	50%	80%	0%	30%	65%	65%	59%	50%	65%	50%	68%	
	Friend/ Relative	34%	100%	25%	0%	20%	40%	28%	31%	100%	42%	25%	37%	
	TV	15%	0%	10%	0%	20%	17%	13%	13%	0%	13%	0%	22%	
	Travel Guidebook- Bookstore	10%	0%	5%	67%	40%	8%	12%	12%	0%	10%	0%	9%	
	Co-Worker/ Company Trvl Dept	9%	0%	0%	33%	10%	10%	8%	8%	0%	10%	0%	11%	
	Prior Trip	8%	100%	0%	0%	10%	4%	11%	11%	100%	10%	75%	7%	
	Newspaper	6%	0%	5%	0%	0%	4%	8%	5%	0%	0%	25%	5%	
	Magazine (Consumer)	6%	0%	15%	0%	0%	8%	5%	6%	0%	6%	0%	6%	
	GVB Promo	5%	0%	5%	0%	0%	5%	5%	6%	0%	3%	0%	6%	
	Radio	1%	0%	0%	0%	10%	1%	2%	3%	0%	0%	0%	2%	
	GVB Office	1%	0%	0%	0%	0%	1%	2%	1%	0%	0%	0%	2%	
	Travel Trade Show	1%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%	
	Consumer Trvl Show	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	
	Theater Ad	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	
	Total	Count	350	2	20	3	10	168	178	186	2	31	4	203

# SECTION 3 **EXPENDITURES**

# PREPAID EXPENDITURES - TRACKING



YTD=\$830.11

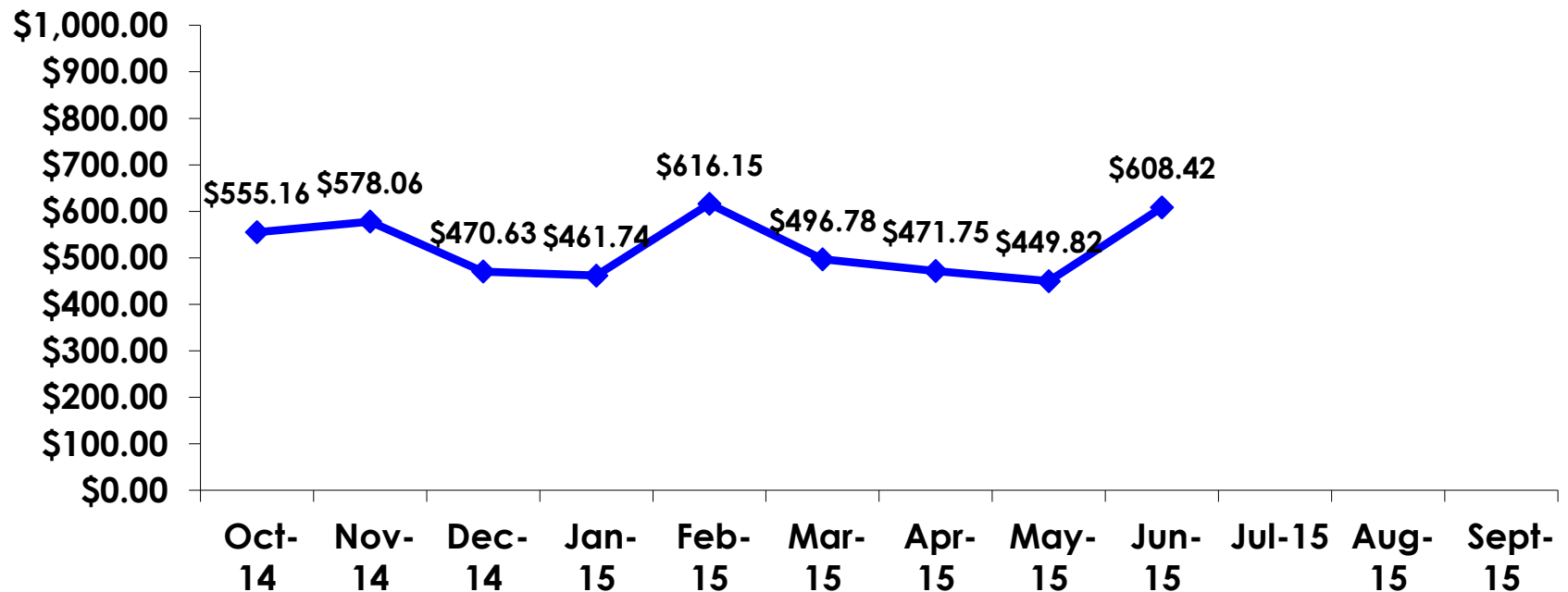
# PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/FIT	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$1,131.45	\$1,274.32	\$1,576.41	\$1,229.35	\$1,278.82	\$1,117.50	\$1,141.37	\$1,044.80	\$1,274.32	\$1,164.45	\$1,276.20	\$1,150.81
	Median	\$1,199	\$1,274	\$1,552	\$1,304	\$1,282	\$1,199	\$1,192	\$1,115	\$1,274	\$1,229	\$1,349	\$1,199
	Minimum	\$0	\$1,199	\$1,259	\$1,079	\$1,079	\$0	\$0	\$0	\$1,199	\$0	\$989	\$0
	Maximum	\$3,418	\$1,349	\$2,069	\$1,304	\$1,439	\$2,699	\$3,418	\$3,418	\$1,349	\$2,699	\$1,417	\$2,069

# 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	\$2,838.79	\$3,148.33	.	.	.	.	.	\$2,438.18	\$3,196.77	\$3,379.64	\$3,148.33	\$2,218.82	\$4,317.71	\$2,458.70
	Median	\$2,699	\$3,148	.	.	.	.	.	\$2,249	\$3,148	\$3,283	\$3,148	\$2,159	\$4,318	\$2,339
AIR/ HOTEL/ MEAL	Mean	\$3,830.82	.	.	.	\$3,103.36	\$2,788.52	\$3,751.01	\$3,463.52	\$4,108.60	\$4,243.80	.	\$3,695.24	\$5,397.14	\$3,896.67
	Median	\$3,418	.	.	.	\$3,058	\$2,609	\$3,328	\$3,058	\$3,598	\$3,778	.	\$3,238	\$5,397	\$3,508
AIR ONLY	Mean	\$689.63	.	.	.	.	.	.	\$689.63	.	.	.	.	.	.
	Median	\$720	.	.	.	.	.	.	\$720	.	.	.	.	.	.
HOTEL ONLY	Mean	\$569.70	.	.	.	.	.	.	\$569.70	.	.	.	.	.	.
	Median	\$630	.	.	.	.	.	.	\$630	.	.	.	.	.	.
HOTEL & MEAL	Mean	.	.	.	.	.	.	.	.	.	.	.	.	.	.
	Median	.	.	.	.	.	.	.	.	.	.	.	.	.	.
F&B HOTEL	Mean	.	.	.	.	.	.	.	.	.	.	.	.	.	.
	Median	.	.	.	.	.	.	.	.	.	.	.	.	.	.
TRANS- KOREA	Mean	\$122.69	.	.	.	\$89.95	\$89.95	\$899.52	\$113.27	\$129.15	\$121.81	.	\$212.03	\$179.90	\$111.52
	Median	\$90	.	.	.	\$90	\$90	\$900	\$90	\$90	\$90	.	\$90	\$180	\$90
TRANS- GUAM	Mean	.	.	.	.	.	.	.	.	.	.	.	.	.	.
	Median	.	.	.	.	.	.	.	.	.	.	.	.	.	.
OPT TOURS	Mean	.	.	.	.	.	.	.	.	.	.	.	.	.	.
	Median	.	.	.	.	.	.	.	.	.	.	.	.	.	.
OTHER	Mean	\$120.66	.	.	.	\$89.95	.	.	\$122.93	\$120.40	\$129.43	.	\$123.68	\$89.95	\$158.32
	Median	\$90	.	.	.	\$90	.	.	\$90	\$90	\$90	.	\$90	\$90	\$90
TOTAL	Mean	\$3,405.60	\$3,148.33	.	.	\$3,152.83	\$2,818.51	\$3,760.01	\$2,913.01	\$3,836.37	\$3,885.36	\$3,148.33	\$3,254.24	\$4,924.89	\$3,486.65
	Median	\$3,238	\$3,148	.	.	\$3,103	\$2,609	\$3,328	\$2,878	\$3,598	\$3,598	\$3,148	\$2,968	\$5,532	\$3,328

# ON-ISLAND EXPENDITURES - TRACKING



YTD = \$523.13



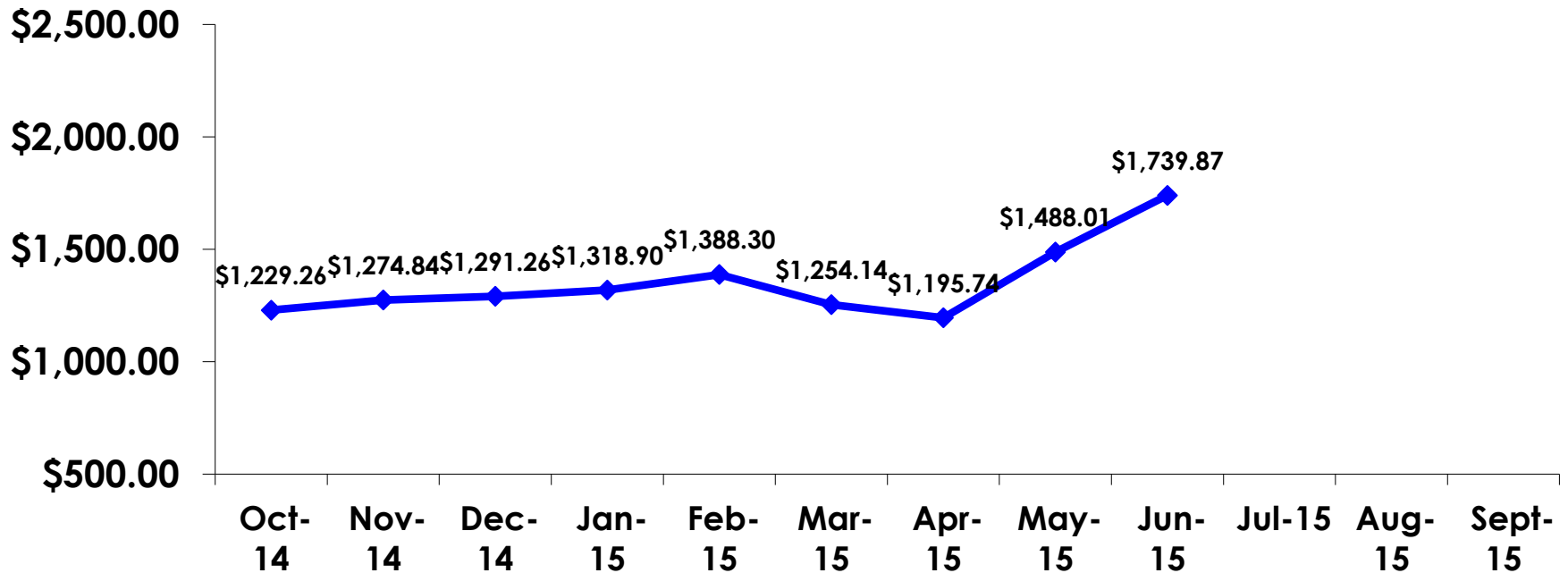
# ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/FIT	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$608.42	\$633.33	\$970.00	\$577.78	\$503.33	\$634.32	\$581.36	\$528.55	\$633.33	\$616.45	\$725.00	\$677.72
	Median	\$550	\$633	\$925	\$600	\$625	\$600	\$527	\$500	\$633	\$600	\$700	\$600
	Minimum	\$0	\$600	\$0	\$333	\$0	\$0	\$0	\$0	\$600	\$0	\$500	\$0
	Maximum	\$2,200	\$667	\$2,200	\$800	\$800	\$2,200	\$2,000	\$1,500	\$667	\$1,600	\$1,000	\$2,200

# 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	\$29.66	\$200.00	.	.	\$25.00	\$50.00	\$25.00	\$25.06	\$34.10	\$31.24	\$200.00	\$37.74	\$25.00	\$37.39
F&B FF/STORE	Mean	\$14.94	\$25.00	.	.	\$7.50	\$0.00	\$34.00	\$12.38	\$17.42	\$17.26	\$25.00	\$14.84	\$12.50	\$16.06
F&B RESTRNT	Mean	\$76.43	\$50.00	.	.	\$90.00	\$66.67	\$80.00	\$71.37	\$82.36	\$87.15	\$50.00	\$80.97	\$25.00	\$82.81
OPT TOUR	Mean	\$241.31	\$200.00	.	.	\$305.00	\$266.67	\$260.00	\$236.90	\$248.65	\$277.74	\$200.00	\$232.26	\$100.00	\$267.00
GIFT- SELF	Mean	\$216.29	\$100.00	.	.	\$335.00	\$233.33	\$150.00	\$195.24	\$239.89	\$241.40	\$100.00	\$177.42	\$50.00	\$248.28
GIFT- OTHER	Mean	\$197.91	\$100.00	.	.	\$375.00	\$133.33	\$130.00	\$193.57	\$205.34	\$219.62	\$100.00	\$191.94	\$50.00	\$223.65
TRANS	Mean	\$82.04	\$150.00	.	.	\$127.50	\$133.33	\$80.00	\$75.51	\$89.49	\$98.36	\$150.00	\$74.19	\$25.00	\$97.12
OTHER	Mean	\$871.91	\$775.00	.	.	\$675.00	\$383.33	\$896.00	\$764.76	\$949.66	\$947.53	\$775.00	\$896.13	\$1,912.50	\$910.89
TOTAL	Mean	\$1,732.63	\$1,600.00	.	.	\$1,940.00	\$1,266.67	\$1,655.00	\$1,579.23	\$1,866.91	\$1,923.23	\$1,600.00	\$1,705.48	\$2,200.00	\$1,886.85

# TOTAL EXPENDITURES – TRACKING



YTD=\$1,353.25

# TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/ FIT	HONEYMOON	WEDDING	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$1,488.01	\$1,374.78	\$1,878.72	\$1,677.75	\$1,477.08	\$1,510.39	\$1,281.58	\$1,353.46	\$1,670.75	\$600.00	\$1,515.81
	Median	\$1,503	\$1,419	\$2,087	\$1,678	\$1,488	\$1,521	\$1,347	\$1,419	\$1,672	\$600	\$1,545
	Minimum	\$0	\$0	\$559	\$1,461	\$0	\$0	\$0	\$0	\$858	\$600	\$0
	Maximum	\$4,608	\$2,937	\$2,387	\$1,895	\$3,124	\$4,608	\$2,714	\$2,937	\$2,695	\$600	\$3,082

# SECTION 4 **ADVANCED STATISTICS**

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# 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 2014, Jan, Feb, Mar, Apr, May, Jun 2015, and Overall Oct-2014 - Jun 2015**

	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	<b>Jun-15</b>	Combi ned Oct- 2014 - June 2015
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank	<b>rank</b>	rank
Quality & Cleanliness of beaches & parks	3	2	7				6		<b>2</b>	3
Ease of getting around										
Safety walking around at night			5		2	2		6		8
Quality of daytime tours									<b>6</b>	
Variety of daytime tours										
Quality of nighttime tours				4			3			2
Variety of nighttime tours					3			3		
Quality of shopping										
Variety of shopping	2		4			4		1	<b>1</b>	4
Price of things on Guam				5						
Quality of hotel accommodations			2		1		2	5	<b>3</b>	6
Quality/cleanliness of air, sky		4		3		5	4			7
Quality/cleanliness of parks							1			
Quality of landscape in Tumon				1		1				1
Quality of landscape in Guam	1	1	3	6		3	5	4	<b>4</b>	5
Quality of ground handler		3	1							
Quality/cleanliness of transportation vehicles			6	2				2	<b>5</b>	9
% of Per Person On Island Expenditures Accounted For	36.8%	24.8%	52.2%	49.9%	31.0%	45.2%	43.6%	41.1%	<b>62.1%</b>	40.8%

NOTE: Only significant drivers are included.

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# DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by six significant factors in the June 2015 Period. By rank order they are:
  - **Variety of shopping,**
  - **Quality/cleanliness of beaches & parks,**
  - **Quality of hotel accommodations,**
  - **Quality of landscape in Guam,**
  - **Quality/cleanliness of transportation vehicles, and**
  - **Quality of daytime tours.**
- With all six factors the overall  $r^2$  is .621 meaning that **62.1% of overall satisfaction is accounted for by these factors.**



**Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2014, Jan, Feb, Mar, Apr, May, Jun 2015 and Overall Oct-2014-Jun 2015**

	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	<b>Jun-15</b>	Combi ned Oct- 2014- Jun 2015
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank	<b>rank</b>	rank
Quality & Cleanliness of beaches & parks										
Ease of getting around					3					3
Safety walking around at night					2	1				4
Quality of daytime tours										
Variety of daytime tours					1				<b>1</b>	7
Quality of nighttime tours			1							2
Variety of nighttime tours		2			4					
Quality of shopping		3	2						<b>2</b>	
Variety of shopping										
Price of things on Guam	2	1								5
Quality of hotel accommodations										
Quality/cleanliness of air, sky										
Quality/cleanliness of parks										
Quality of landscape in Tumon	1									
Quality of landscape in Guam		4								6
Quality of ground handler							1			1
Quality/cleanliness of transportation vehicles										
% of Per Person On Island Expenditures Accounted For	6.6%	9.7%	2.4%	0.0%	5.7%	2.2%	10.0%	0.0%	<b>15.8%</b>	2.4%

NOTE: Only significant drivers are included.

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# 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 June 2015 Period. By rank order they are:
  - **Variety of daytime tours, and**
  - **Quality of shopping.**
- With these factors the overall  $r^2$  is .158 meaning that **15.8% of per person on island expenditure is accounted for by these factors.**