



GUAM VISITORS BUREAU

Japan Visitor Tracker Exit Profile

FY2016 Market Segmentation

JUNE 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 Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **352** 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 **352** is +/- 5.23 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 +/- 5.23 percentage points.

OBJECTIVES

- **The specific objectives of the analysis were:**
 - To determine the relative size and expenditure behavior of the following market segments:
 - Families
 - OL's/ salary women
 - Group travelers
 - Silvers
 - Wedding participants
 - Sports activities/spectators
 - 18-35
 - 36-55
 - Traveling with children
 - Honeymooners
 - Repeat visitors
 - 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

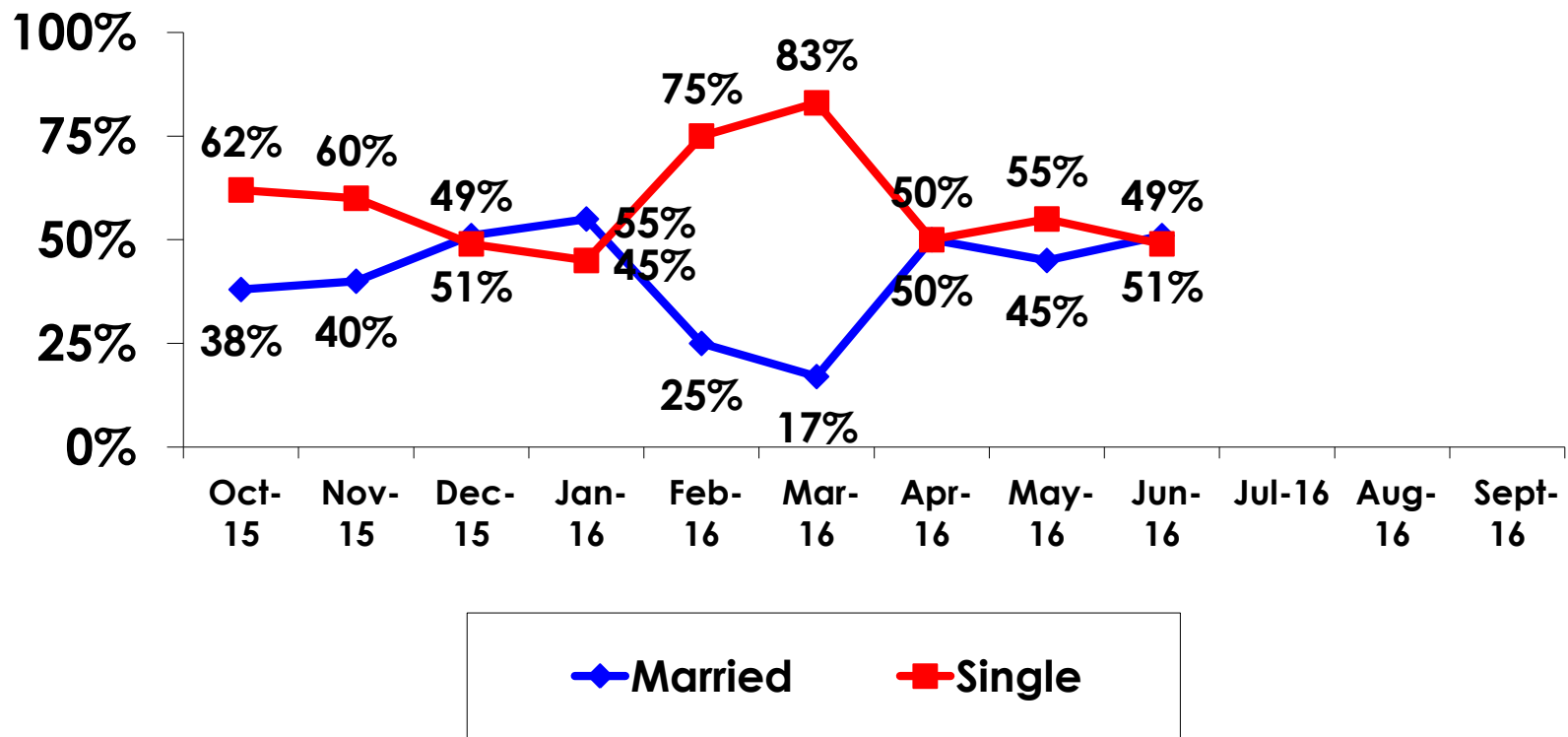
- Families – Q.6
- OL's/ salary women – Q.29/Female
- Group travelers – Q.7
- Silvers – Q.D
- Wedding participants – Q.5
- Sports activities/spectators – Q.5/Q.19
- 18-35 – Q.D
- 36-55 – Q.D
- Traveling with children – Q.6
- Honeymooners – Q.5
- Repeat visitors – Q.3A

Highlighted Segments

	Oct 15	Nov 15	Dec 15	Jan 16	Feb 16	Mar 16	Apr 16	May 16	Jun 16	July 16	Aug 16	Sept 16
Families	31%	36%	48%	56%	25%	18%	42%	42%	38%			
Office Lady	9%	12%	10%	12%	10%	7%	11%	10%	16%			
Group	5%	7%	5%	1%	6%	5%	3%	2%	7%			
Silver	6%	2%	4%	5%	2%	3%	7%	5%	7%			
Wedding	7%	9%	3%	3%	4%	3%	8%	10%	11%			
Sport	31%	37%	33%	37%	29%	40%	25%	33%	28%			
18-35	73%	66%	55%	49%	81%	85%	60%	64%	59%			
36-55	19%	29%	37%	44%	15%	10%	30%	28%	29%			
Child	6%	14%	26%	35%	7%	5%	14%	13%	11%			
Honeymoon	7%	3%	5%	2%	3%	2%	5%	7%	9%			
Repeat	35%	46%	50%	56%	32%	26%	49%	45%	50%			
TOTAL	351	351	356	353	354	356	350	350	352			

SECTION 1 **PROFILE OF RESPONDENTS**

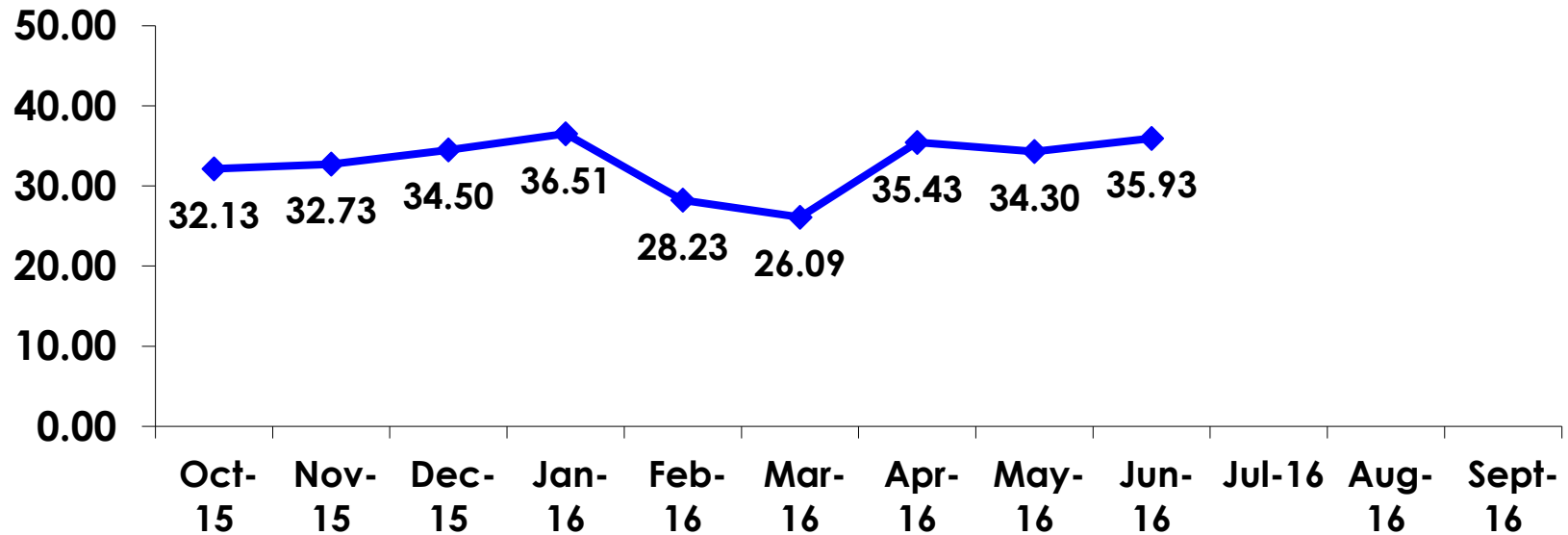
MARITAL STATUS - TRACKING



MARITAL STATUS- SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	51%	90%	29%	58%	96%	64%	52%	35%	69%	95%	100%	57%
	Single	49%	10%	71%	42%	4%	36%	48%	65%	31%	5%		43%
	Total Count	350	135	56	24	23	39	97	209	102	37	30	175

AVERAGE AGE - TRACKING



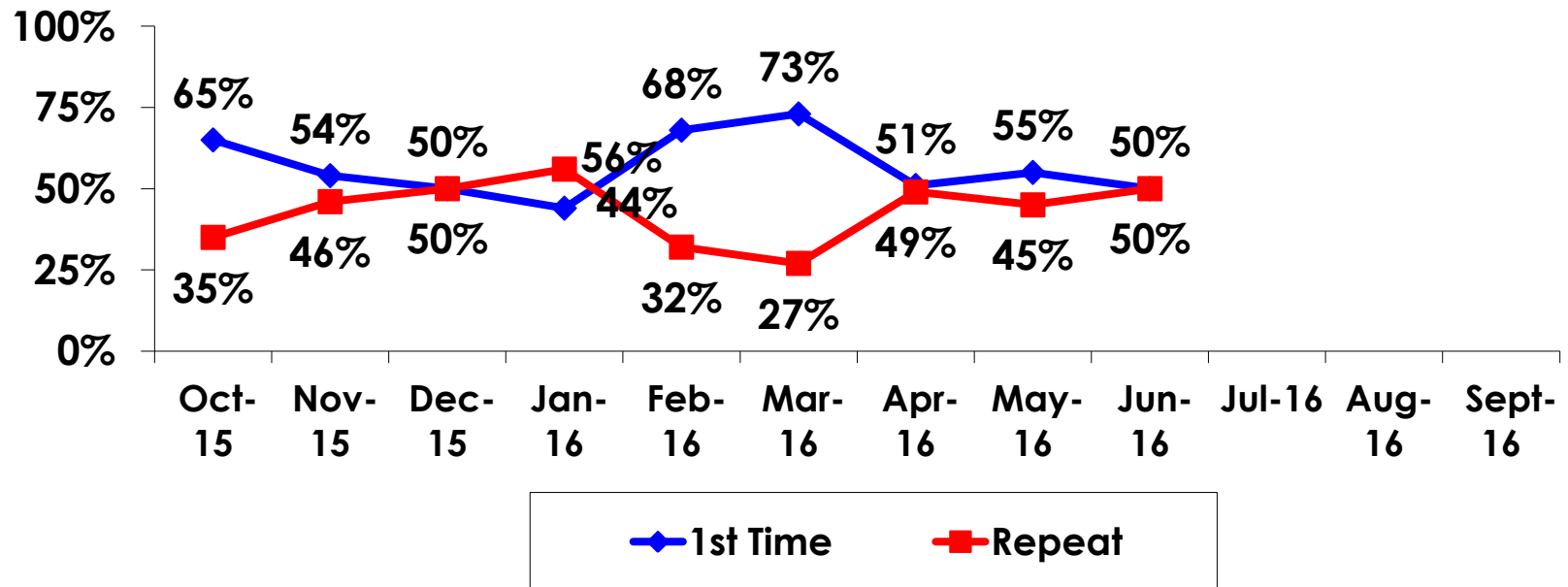
AGE- SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	16%	6%	29%	8%		8%	19%	26%		3%	7%	9%
	25-34	43%	39%	39%	38%		51%	37%	72%		38%	87%	40%
	35-49	24%	26%	23%	33%		15%	24%	1%	78%	54%	7%	32%
	50+	18%	29%	9%	21%	100%	26%	21%		22%	5%		20%
	Total Count	351	135	56	24	23	39	97	209	103	37	30	176
QF	Mean	35.93	40.61	32.13	39.00	63.00	37.74	36.20	27.27	44.13	37.24	29.00	38.37
	Median	32	38	28	37	62	31	32	27	43	38	29	37

INCOME - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
Q26	<Y2.0 million	4%	2%		5%	4%	6%	3%	4%	3%	3%		3%
	Y2.0M-Y3.0M	13%	8%	27%	5%	9%	18%	15%	17%	5%		13%	12%
	Y3.0M-Y4.0M	18%	12%	25%	35%	13%	27%	15%	22%	13%	8%	10%	12%
	Y4.0M-Y5.0M	17%	17%	17%	20%	22%	21%	18%	16%	18%	17%	23%	17%
	Y5.0M-Y7.0M	24%	31%	13%	15%	30%	12%	24%	20%	32%	44%	47%	27%
	Y7.0M-Y10.0M	13%	19%	10%	15%	17%	12%	9%	10%	15%	14%	3%	17%
	Y10.0M+	10%	11%	8%	5%	4%	3%	12%	8%	13%	14%	3%	12%
	No Income	2%	1%					3%	3%				1%
	Total Count	312	132	52	20	23	33	91	183	92	36	30	156

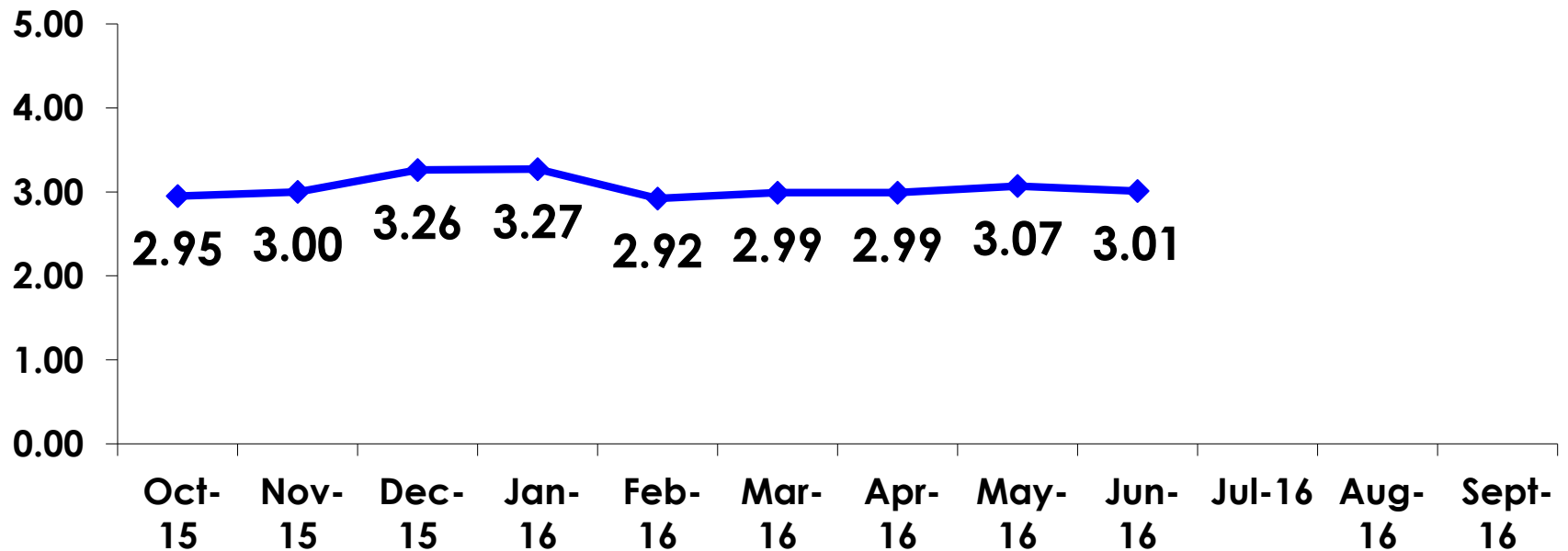
PRIOR TRIPS TO GUAM - TRACKING



PRIOR TRIPS TO GUAM - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	50%	52%	52%	67%	35%	79%	54%	58%	36%	38%	77%	
	No	50%	48%	48%	33%	65%	21%	46%	42%	64%	62%	23%	100%
	Total Count	352	135	56	24	23	39	97	209	103	37	30	176

AVG LENGTH OF STAY - TRACKING



AVG LENGTH OF STAY - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
Q8	Mean	3.01	3.33	2.77	2.79	3.13	3.33	3.16	3.00	3.02	3.43	3.63	3.00
	Median	3	3	3	3	3	3	3	3	3	3	3	3

SECTION 2 **TRAVEL PLANNING**

TRAVEL PLANNING - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
Q7	Free-time package tour	53%	53%	50%		57%	56%	58%	56%	48%	43%	45%	57%
	Full package tour	23%	32%	18%		22%	36%	28%	21%	23%	35%	45%	19%
	Company paid travel	9%	2%	13%				5%	9%	11%	3%		9%
	Individually arranged travel (FIT)	8%	9%	5%		9%	3%	6%	8%	6%	19%	10%	10%
	Group tour	7%	2%	13%	100%	9%	3%	2%	6%	10%			5%
	Other	1%	2%	2%		4%	3%		1%	1%			
	Total Count	346	133	56	24	23	39	95	207	99	37	29	172

TRAVEL MOTIVATION - SEGMENTATION

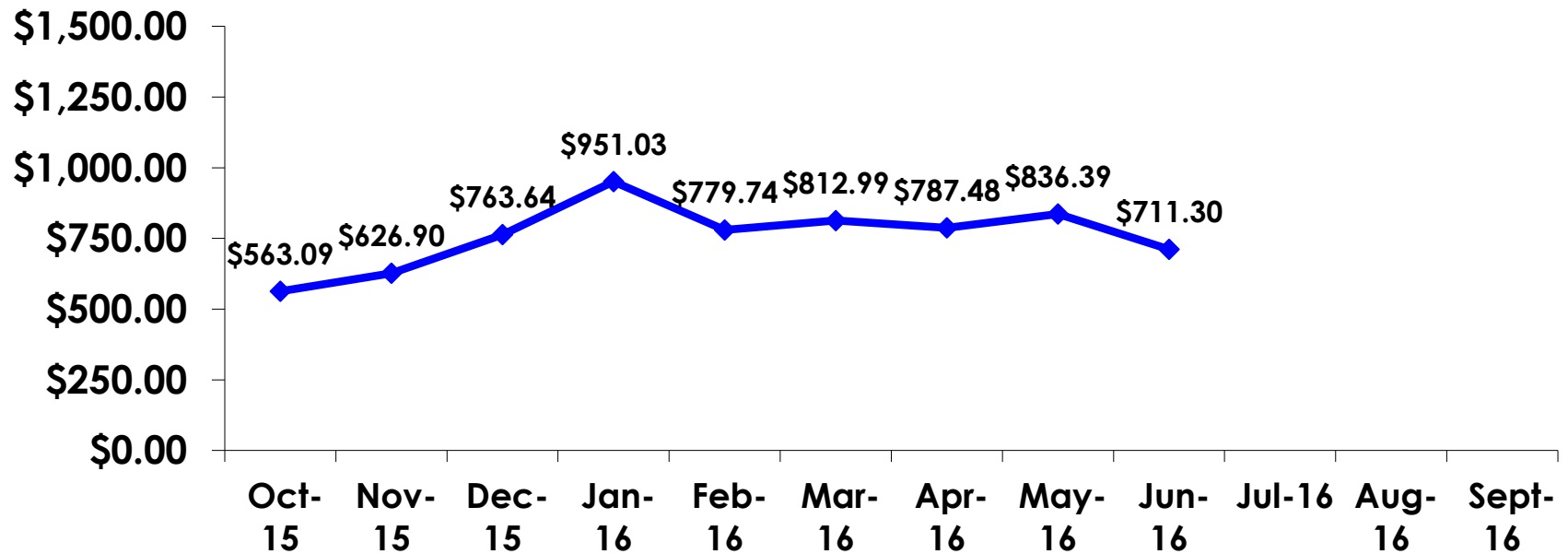
		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	31%	40%	32%	4%	52%	13%	29%	26%	37%	46%	23%	62%
	Price	18%	17%	20%		22%	8%	18%	19%	16%	19%	20%	25%
	Visit friends/ Relatives	3%	2%	2%			3%	4%	1%	5%	3%		3%
	Recomm- friend/family/trvl agnt	16%	10%	23%	13%	9%	5%	24%	19%	13%	8%	17%	9%
	Scuba	5%	4%	5%	4%	4%	3%	10%	5%	5%	3%		6%
	Water sports	16%	13%	14%		22%	8%	39%	19%	9%	11%	10%	15%
	Short travel time	45%	53%	43%		52%	15%	48%	46%	39%	65%	60%	49%
	Golf	2%	2%	2%	4%	9%		5%	0%	2%			3%
	Relax	32%	32%	43%		43%		36%	34%	25%	24%	17%	40%
	Company/ Business Trip	19%	3%	30%	71%	9%		14%	18%	25%	3%		21%
	Company Sponsored	5%	4%		13%				5%	6%	8%		5%
	Safe	22%	26%	25%	17%	39%	5%	25%	20%	25%	32%	30%	29%
	Natural beauty	44%	47%	54%	13%	52%	26%	59%	50%	36%	46%	47%	49%
	Shopping	25%	28%	27%	4%	43%	8%	27%	26%	21%	30%	20%	30%
	Career Cert/ Testing	0%							0%				
	Married/ Attn wedding	11%	23%	5%	4%	17%	100%	11%	11%	9%	14%	33%	5%
	Honeymoon	9%	22%				26%	9%	13%	2%	8%	100%	4%
	Pleasure	40%	39%	46%		35%	10%	48%	42%	37%	43%	37%	45%
	Organized sports	0%	1%							1%	3%		1%
	Other	2%	2%	2%		13%		1%	1%	1%	3%		1%
	Total	Count	351	134	56	24	23	39	96	209	102	37	175

INFORMATION SOURCES - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
Q1	Internet	81%	75%	95%	63%	48%	77%	88%	87%	78%	84%	73%	81%
	Travel Guidebook- Bookstore	52%	58%	55%	46%	70%	59%	56%	54%	45%	62%	57%	43%
	Travel Agent Brochure	40%	50%	30%	21%	57%	54%	47%	44%	27%	49%	77%	35%
	Prior Trip	36%	41%	34%	17%	61%	13%	32%	29%	45%	57%	23%	72%
	Friend/ Relative	26%	24%	27%	21%	17%	36%	29%	31%	18%	16%	47%	19%
	Magazine (Consumer)	25%	24%	27%	17%	26%	23%	26%	25%	21%	19%	37%	24%
	TV	10%	9%	14%	13%	4%	5%	11%	13%	7%	14%	7%	10%
	Co-Worker/ Company Trvl Dept	5%	1%	7%	13%		3%	4%	6%	4%			2%
	Consumer Trvl Show	1%	1%	2%		4%	3%	1%	2%			3%	2%
	Newspaper	1%	2%			4%		3%	1%			3%	1%
	Travel Trade Show	1%	1%			9%							1%
	Radio	1%							1%				1%
	Other	0%	1%				3%	1%	0%		3%	3%	
	GVB Promo	0%	1%			4%							1%
	Total Count	352	135	56	24	23	39	97	209	103	37	30	176

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING



YTD=\$759.36

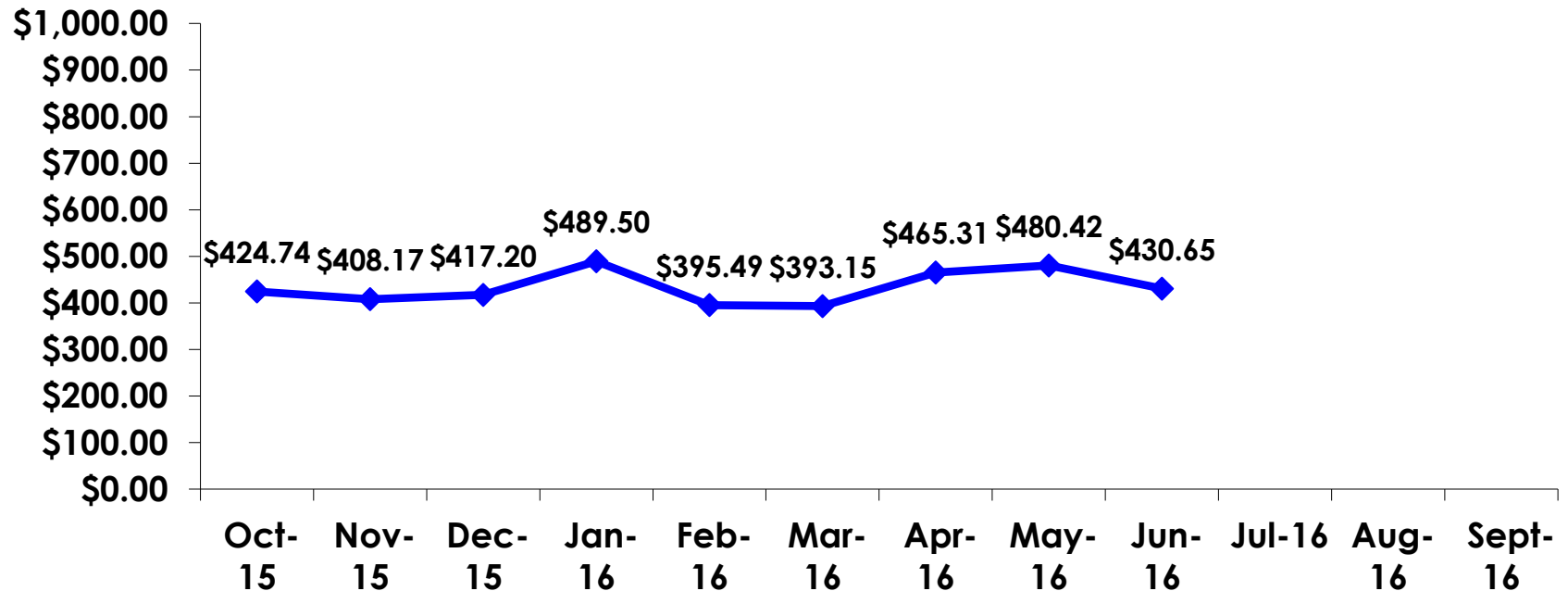
PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$711.30	\$972.50	\$510.06	\$229.96	\$878.31	\$1,305.05	\$850.69	\$738.13	\$630.14	\$905.42	\$1,754.68	\$654.94
	Median	\$611	\$823	\$470	\$0	\$846	\$846	\$846	\$590	\$611	\$823	\$1,175	\$592
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$14,106	\$14,106	\$2,257	\$1,505	\$1,707	\$14,106	\$4,702	\$14,106	\$2,802	\$2,382	\$14,106	\$2,802

PREPAID EXPENDITURES BREAKDOWN

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
AIR & HOTEL	Mean	\$1,641.75	\$2,836.81	\$974.58	\$898.06	\$1,771.52	\$3,595.77	\$1,976.67	\$1,406.57	\$2,024.47	\$3,898.66	\$3,420.42	\$1,600.10
	Median	\$846	\$2,257	\$677	\$658	\$1,411	\$2,821	\$1,034	\$705	\$1,317	\$3,291	\$2,492	\$940
AIR/ HOTEL/ MEAL	Mean	\$2,219.92	\$2,944.17	\$1,363.55	.	\$3,385.37	\$3,549.93	\$1,783.20	\$1,444.08	\$3,930.79	\$3,385.37	\$2,627.42	\$2,147.20
	Median	\$2,069	\$2,680	\$1,364	.	\$3,385	\$3,526	\$1,396	\$1,128	\$3,762	\$3,291	\$2,351	\$2,539
AIR ONLY	Mean	\$1,140.03	\$1,469.34	\$658.27	.	\$1,128.46	.	\$694.00	\$627.96	\$2,160.43	\$1,582.97	\$1,128.46	\$1,253.60
	Median	\$658	\$1,128	\$658	.	\$1,128	.	\$658	\$574	\$2,821	\$987	\$1,128	\$658
HOTEL ONLY	Mean	\$648.13	\$846.34	.	.	\$564.23	.	\$485.86	\$624.41	\$715.63	\$1,034.42	\$564.23	\$690.08
	Median	\$564	\$564	.	.	\$564	.	\$564	\$564	\$689	\$1,128	\$564	\$627
HOTEL & MEAL	Mean	\$423.17	\$94.04	\$423.17	\$94.04
	Median	\$423	\$94	\$423	\$94
F&B HOTEL	Mean	\$195.31	\$188.08	\$472.54	\$4.70	\$72.10	\$188.08	.	\$298.57	\$132.83	\$94.04	\$329.13	\$276.63
	Median	\$94	\$188	\$473	\$5	\$94	\$188	.	\$188	\$141	\$94	\$329	\$141
TRANS- JAPAN	Mean	\$142.11	\$177.43	\$54.07	.	\$40.44	\$583.04	\$154.91	\$144.76	\$133.72	\$100.62	\$72.10	\$149.58
	Median	\$94	\$94	\$54	.	\$40	\$583	\$94	\$75	\$94	\$94	\$94	\$75
TRANS- GUAM	Mean	\$110.96	\$94.98	.	.	\$28.21	.	\$109.84	\$104.07	\$235.09	\$94.04	.	\$125.47
	Median	\$71	\$61	.	.	\$28	.	\$47	\$71	\$235	\$94	.	\$94
OPT TOURS	Mean	\$247.96	\$237.92	\$220.47	\$121.31	\$224.35	\$246.85	\$244.16	\$249.14	\$267.89	\$282.11	\$300.92	\$233.52
	Median	\$188	\$188	\$122	\$121	\$141	\$212	\$188	\$188	\$202	\$329	\$376	\$188
OTHER	Mean	\$1,005.69	\$1,872.58	\$141.06	.	\$329.13	\$4,182.34	\$1,036.05	\$1,558.02	\$574.36	\$1,586.89	\$6,319.35	\$159.79
	Median	\$127	\$306	\$141	.	\$259	\$1,246	\$188	\$94	\$188	\$776	\$4,702	\$94
TOTAL	Mean	\$1,469.20	\$2,712.91	\$728.84	\$234.82	\$1,669.84	\$3,776.25	\$1,903.48	\$1,332.90	\$1,689.33	\$3,463.78	\$4,175.29	\$1,409.57
	Median	\$752	\$2,069	\$522	\$0	\$1,222	\$2,069	\$1,034	\$705	\$846	\$2,821	\$2,351	\$785

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$433.73

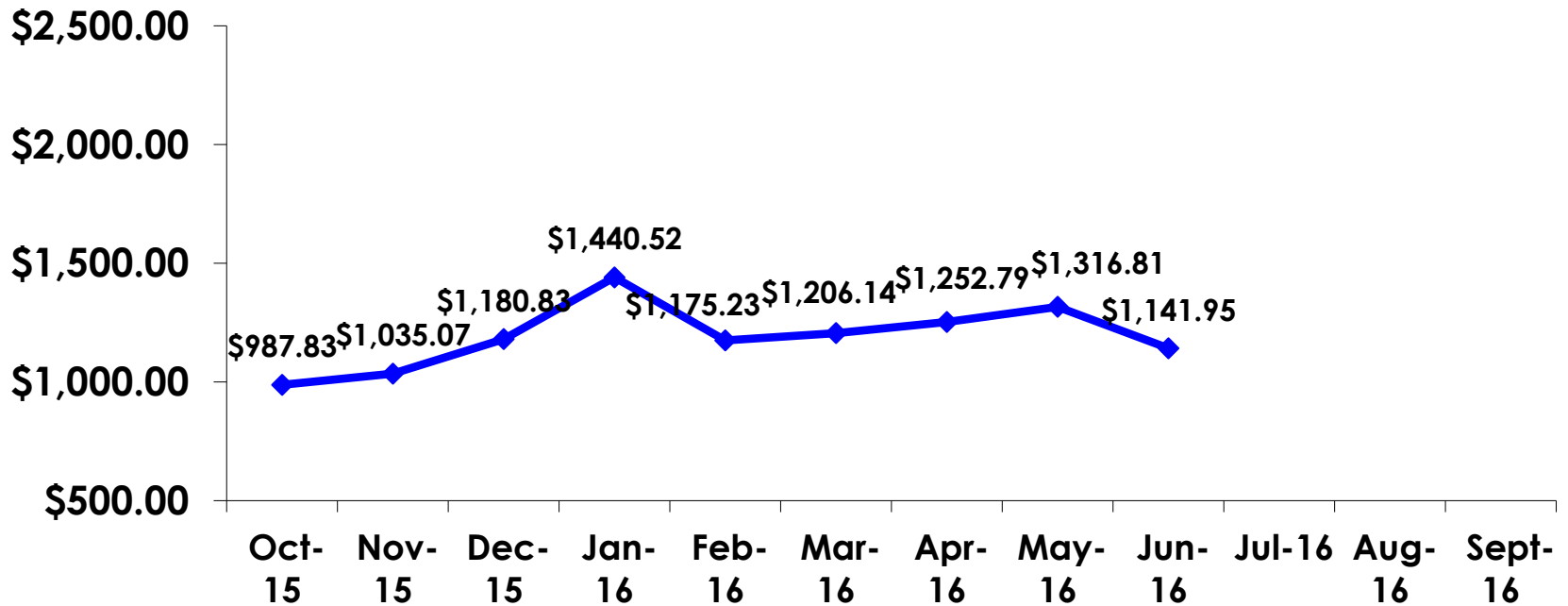
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$430.65	\$441.43	\$474.45	\$284.46	\$384.87	\$393.69	\$512.16	\$434.86	\$454.49	\$313.24	\$486.75	\$460.00
	Median	\$300	\$300	\$350	\$256	\$333	\$333	\$333	\$321	\$300	\$250	\$350	\$331
	Minimum	\$0	\$0	\$0	\$0	\$50	\$0	\$0	\$0	\$0	\$0	\$125	\$0
	Maximum	\$4,000	\$4,000	\$4,000	\$1,000	\$795	\$1,500	\$4,000	\$3,000	\$4,000	\$1,250	\$2,950	\$3,000

ON-ISLAND EXPENSE- BREAKDOWN

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
F&B HOTEL	Mean	\$30.13	\$49.13	\$14.82	\$10.00	\$52.78	\$39.05	\$28.77	\$24.67	\$33.50	\$49.32	\$66.10	\$36.11
F&B FF/STORE	Mean	\$27.30	\$36.32	\$18.89	\$19.50	\$45.22	\$27.69	\$35.33	\$27.88	\$23.79	\$24.73	\$59.50	\$27.47
F&B RESTRNT	Mean	\$66.20	\$103.82	\$54.86	\$13.13	\$136.61	\$71.54	\$83.23	\$57.30	\$69.95	\$92.16	\$107.93	\$75.88
OPT TOUR	Mean	\$56.67	\$73.06	\$103.23	\$42.29	\$68.87	\$21.79	\$125.08	\$44.44	\$81.80	\$37.84	\$33.00	\$48.55
GIFT- SELF	Mean	\$187.22	\$283.30	\$217.36	\$56.13	\$338.09	\$234.08	\$263.28	\$152.48	\$233.16	\$273.51	\$234.67	\$206.57
GIFT- OTHER	Mean	\$118.08	\$163.43	\$95.70	\$65.00	\$227.83	\$132.90	\$132.27	\$102.77	\$115.72	\$115.27	\$213.67	\$123.34
TRANS	Mean	\$15.36	\$19.13	\$13.80	\$12.04	\$13.04	\$28.23	\$15.01	\$12.59	\$15.32	\$14.32	\$11.63	\$17.86
OTHER	Mean	\$163.95	\$257.92	\$110.25	\$77.21	\$128.17	\$323.95	\$104.16	\$151.86	\$217.29	\$373.51	\$216.67	\$163.66
TOTAL	Mean	\$665.43	\$986.84	\$628.91	\$295.29	\$1,010.61	\$879.23	\$788.16	\$574.36	\$791.49	\$983.38	\$943.17	\$700.46

TOTAL EXPENDITURES – TRACKING



YTD=\$1,193.09

TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$1,141.95	\$1,413.93	\$984.50	\$514.42	\$1,263.18	\$1,698.74	\$1,362.85	\$1,172.99	\$1,084.63	\$1,218.66	\$2,241.43	\$1,114.94
	Median	\$1,014	\$1,159	\$872	\$300	\$1,272	\$1,196	\$1,240	\$1,030	\$961	\$1,054	\$1,743	\$1,018
	Minimum	\$0	\$0	\$0	\$0	\$110	\$0	\$0	\$0	\$0	\$200	\$250	\$0
	Maximum	\$14,256	\$14,256	\$4,658	\$2,505	\$2,308	\$14,256	\$5,052	\$14,256	\$4,658	\$2,982	\$14,256	\$3,752

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 2016, and Overall Oct-2015 - June 2016

	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Combin ed Oct- 2015 - Jun 2016
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks	4	4	3					2		4
Ease of getting around										
Safety walking around at night										
Quality of daytime tours				2						
Variety of daytime tours	5									9
Quality of nighttime tours										
Variety of nighttime tours										
Quality of shopping		3			2	4			3	
Variety of shopping	2			5				4		3
Price of things on Guam				1						
Quality of hotel accommodations			2			2	3		2	5
Quality/cleanliness of air, sky			4							8
Quality/cleanliness of parks					1					
Quality of landscape in Tumon	1	1	1	3						1
Quality of landscape in Guam					4	1	1	5	1	6
Quality of ground handler						3		1		7
Quality/cleanliness of transportation vehicles	3	2		4	3	5	2	3	4	2
% of Overall Satisfaction Accounted For	65.6%	46.7%	53.1%	45.9%	44.2%	50.0%	53.0%	55.9%	42.5%	48.4%

NOTE: Only significant drivers are included.

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Japanese visitor's experience on Guam is driven by four significant factors in the June 2016 Period. By rank order they are:
 - **Quality of landscape in Guam,**
 - **Quality of hotel accommodations,**
 - **Quality of shopping, and**
 - **Quality/cleanliness of transportation vehicles.**
- With all four factors the overall r^2 is .425 meaning that **42.5% 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 2016
and Overall Oct-2015-Jun 2016**

	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Combined Oct-2015-Jun 2016
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks										
Ease of getting around				3						
Safety walking around at night		2								
Quality of daytime tours	3									
Variety of daytime tours										
Quality of nighttime tours										
Variety of nighttime tours				2						2
Quality of shopping				1						8
Variety of shopping						1				
Price of things on Guam				4						
Quality of hotel accommodations	1									
Quality/cleanliness of air, sky										1
Quality/cleanliness of parks	2	1								
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	4.8%	4.8%	0.0%	12.8%	0.0%	1.9%	0.0%	0.0%	0.0%	0.8%

NOTE: Only significant drivers are included.

Drivers of Per Person On Island Expenditure

- **Per Person On Island Expenditure** of Japanese visitors on Guam is driven by no significant factors in the June 2016 Period.