



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2015 Market Segmentation

MARCH 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 **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

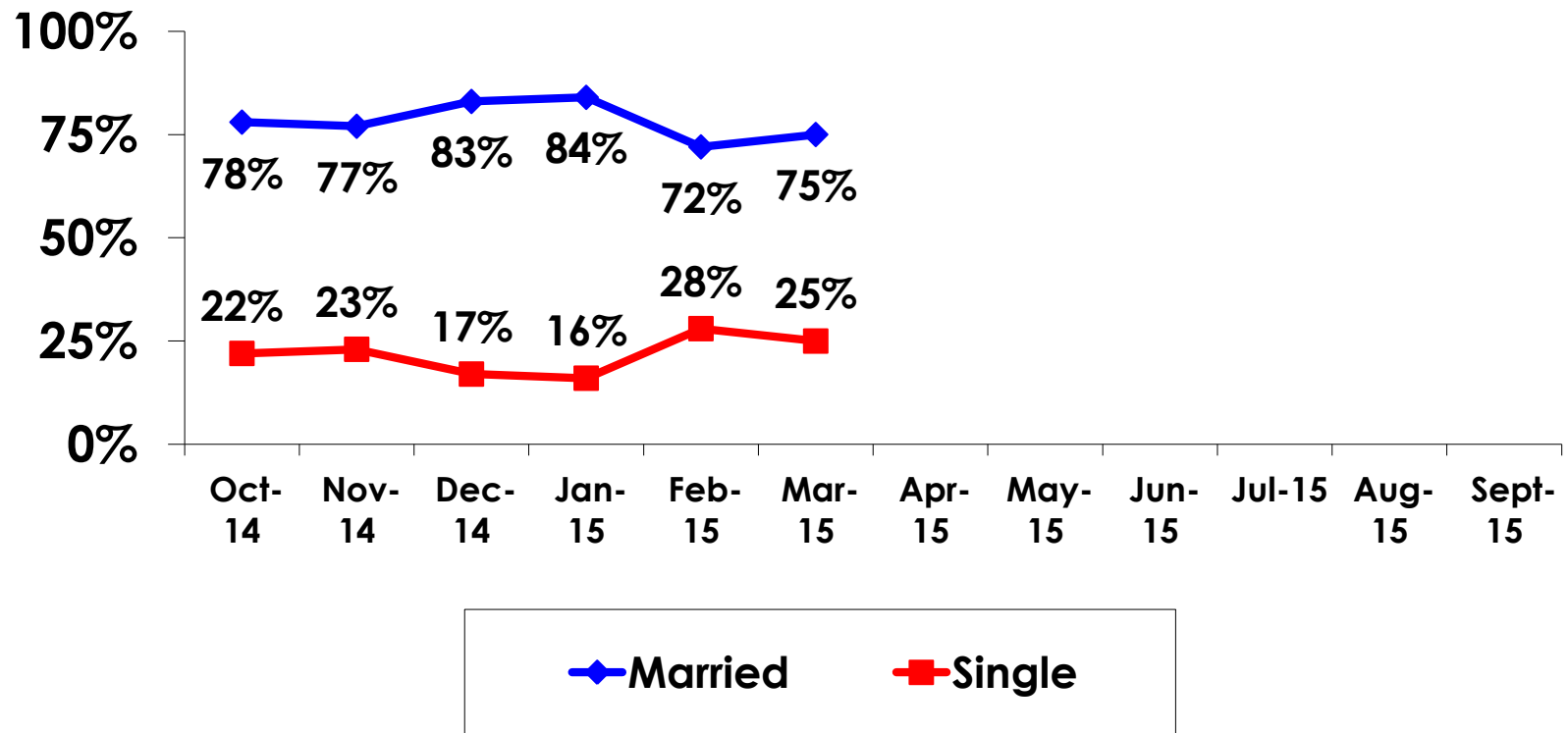
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors –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

Highlighted Segments

	Oct 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%						
Group	2%	2%	1%	0%	1%	0%						
Eng Language	1%	0%	0%	1%	-	0%						
Honeymoon	9%	17%	15%	15%	5%	4%						
Wedding	1%	1%	1%	1%	1%	1%						
Incentive	6%	7%	9%	1%	3%	2%						
18-35	60%	55%	53%	54%	55%	65%						
36-55	39%	43%	45%	46%	43%	32%						
Child	44%	33%	45%	48%	35%	37%						
FIT	20%	14%	17%	18%	17%	14%						
Golden Miss	4%	5%	5%	3%	5%	8%						
Senior	1%	1%	1%	1%	1%	1%						
Sport	30%	42%	28%	29%	48%	38%						
TOTAL	351	350	350	353	351	352						

SECTION 1 **PROFILE OF RESPONDENTS**

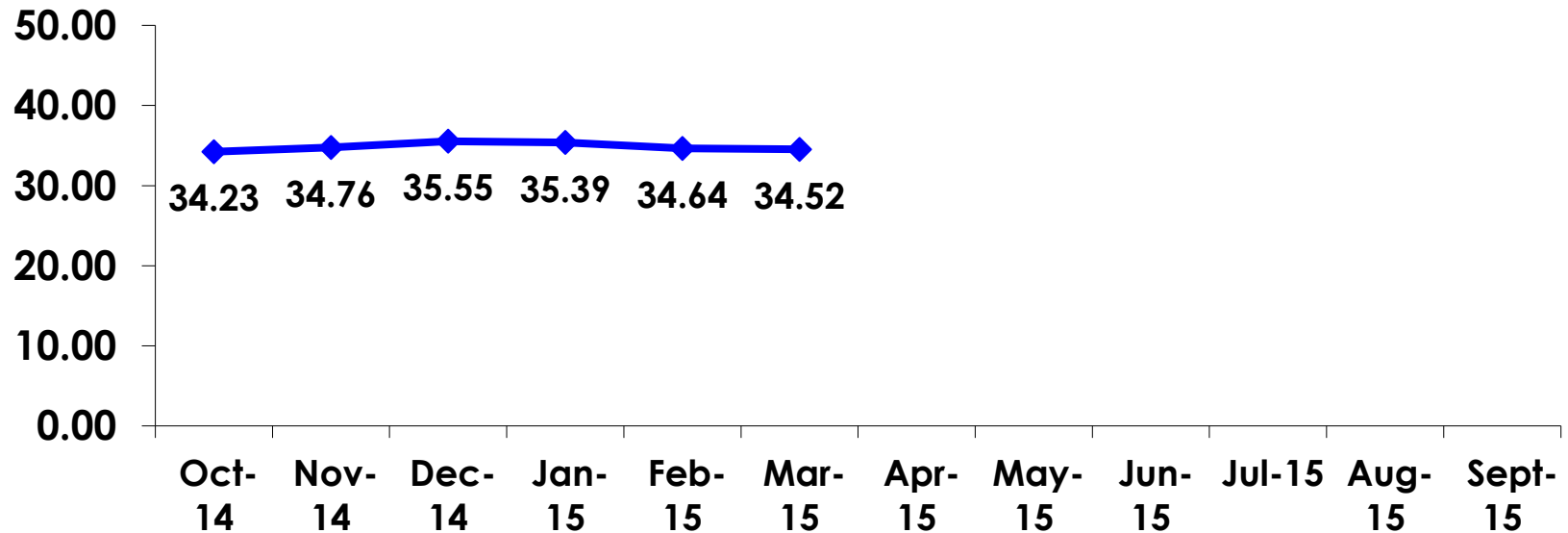
MARITAL STATUS - TRACKING



MARITAL STATUS- SEGMENTATION

			TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	263	15	1	1	15	2	4	147	106	127	20	24	5	97
		Column N %	75%	83%	100%	100%	100%	67%	50%	64%	94%	98%	42%	89%	100%	72%
	Single	Count	89	3	0	0	0	1	4	82	7	3	28	3	0	38
		Column N %	25%	17%	0%	0%	0%	33%	50%	36%	6%	2%	58%	11%	0%	28%
	Total	Count	352	18	1	1	15	3	8	229	113	130	48	27	5	135

AVERAGE AGE - TRACKING



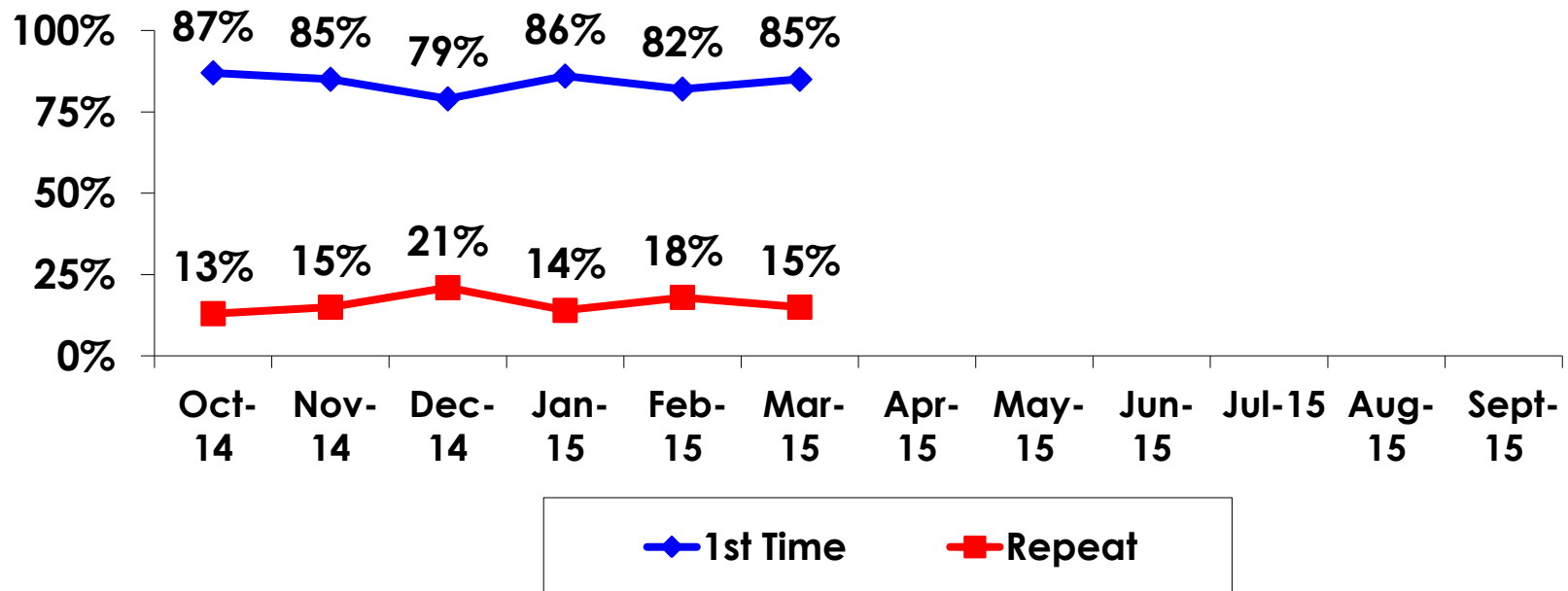
AGE- SEGMENTATION

			TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	16	1	0	0	1	0	0	16	0	0	7	0	0	7
		Column N %	5%	6%	0%	0%	7%	0%	0%	7%	0%	0%	15%	0%	0%	5%
	25-34	Count	189	7	1	0	12	3	5	189	0	49	26	17	0	71
		Column N %	54%	39%	100%	0%	80%	100%	63%	83%	0%	38%	54%	63%	0%	53%
	35-49	Count	128	9	0	1	2	0	3	24	104	77	14	10	0	50
		Column N %	37%	50%	0%	100%	13%	0%	38%	10%	92%	59%	29%	37%	0%	37%
	50+	Count	16	1	0	0	0	0	0	0	9	4	1	0	5	7
		Column N %	5%	6%	0%	0%	0%	0%	0%	0%	8%	3%	2%	0%	100%	5%
	Total	Count	349	18	1	1	15	3	8	229	113	130	48	27	5	135
QF	Mean		34.52	35.78	34.00	40.00	29.80	28.33	34.50	30.18	41.68	36.85	32.13	34.59	62.80	34.35
	Median		33	36	34	40	29	30	34	30	41	36	31	34	64	33

INCOME - SEGMENTATION

			TOTAL	FAMILY/FIT	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-
Q26 <KW12.0M	Count		3	0	0	0	0	2	1	2	0	0	0	1
	Column N %		1%	0%	0%	0%	0%	1%	1%	2%	0%	0%	0%	1%
KW12.0M-KW24.0M	Count		7	1	0	0	0	4	3	2	1	1	0	0
	Column N %		2%	6%	0%	0%	0%	2%	3%	2%	4%	4%	0%	0%
KW24.0M-KW36.0M	Count		21	1	2	0	0	17	2	1	3	1	0	8
	Column N %		7%	6%	14%	0%	0%	9%	2%	1%	11%	4%	0%	7%
KW36.0M-KW48.0M	Count		54	3	5	0	2	39	15	19	4	1	0	26
	Column N %		18%	19%	36%	0%	50%	20%	15%	15%	14%	4%	0%	23%
KW48.0M-KW60.0M	Count		70	3	3	0	2	46	22	32	4	7	2	32
	Column N %		23%	19%	21%	0%	50%	24%	22%	26%	14%	28%	67%	28%
KW60.0M-KW72.0M	Count		70	5	2	0	0	41	28	33	6	8	0	29
	Column N %		23%	31%	14%	0%	0%	21%	28%	27%	21%	32%	0%	25%
KW72.0M+	Count		60	2	0	0	0	29	28	34	6	6	1	15
	Column N %		20%	13%	0%	0%	0%	15%	28%	27%	21%	24%	33%	13%
No Income	Count		17	1	2	2	0	16	1	1	4	1	0	3
	Column N %		6%	6%	14%	100%	0%	8%	1%	1%	14%	4%	0%	3%
Total	Count		302	16	14	2	4	194	100	124	28	25	3	114

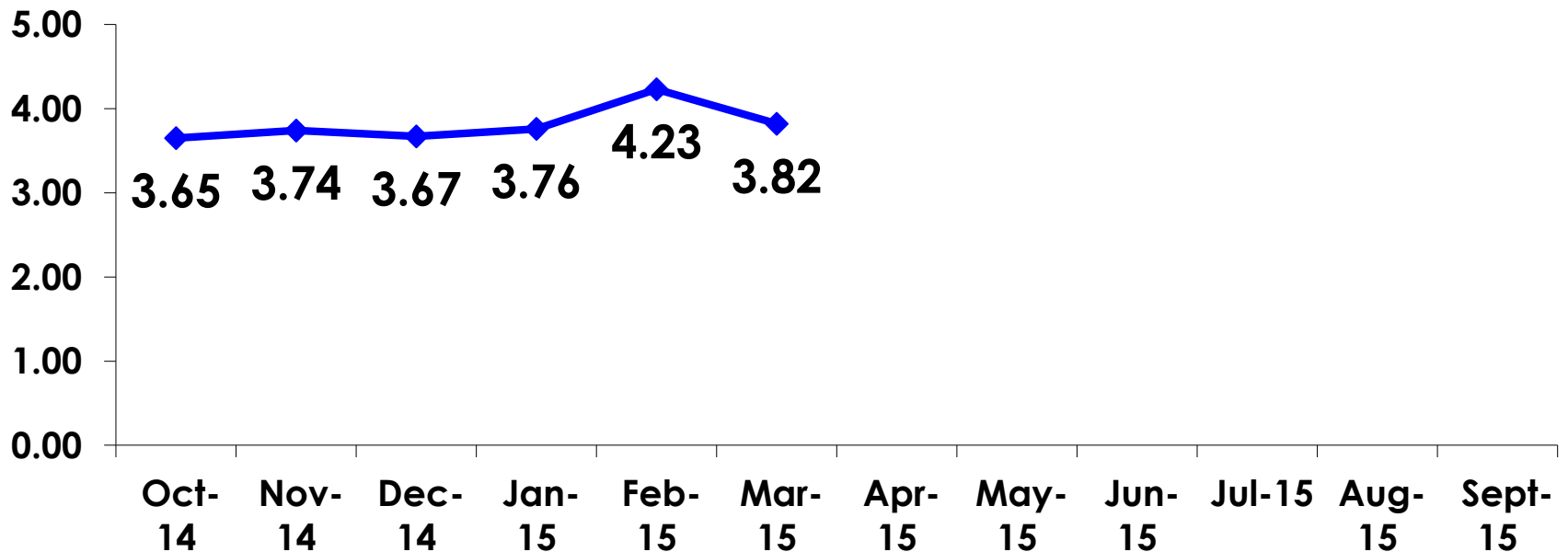
PRIOR TRIPS TO GUAM - TRACKING



PRIOR TRIPS TO GUAM - SEGMENTATION

			TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	299	13	1	1	14	2	6	199	92	107	36	25	4	114
		Column N %	85%	72%	100%	100%	93%	67%	75%	87%	81%	82%	75%	93%	80%	84%
	No	Count	53	5	0	0	1	1	2	30	21	23	12	2	1	21
		Column N %	15%	28%	0%	0%	7%	33%	25%	13%	19%	18%	25%	7%	20%	16%
	Total	Count	352	18	1	1	15	3	8	229	113	130	48	27	5	135

AVG LENGTH OF STAY - TRACKING



AVG LENGTH OF STAY - SEGMENTATION

		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q8	Mean	3.82	4.29	4.00	3.00	3.40	3.33	3.50	3.95	3.54	3.52	4.68	3.54	4.00	3.75
	Median	3	4	4	3	3	3	4	3	3	3	3	3	4	4

SECTION 2 **TRAVEL PLANNING**

TRAVEL PLANNING - SEGMENTATION

			TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q7	Full package tour	Count	162	0	0	1	12	0	4	92	65	81	0	13	5	85
		Column N %	47%	0%	0%	100%	80%	0%	50%	41%	58%	63%	0%	48%	100%	63%
	Free-time package tour	Count	132	0	0	0	2	2	2	94	34	40	0	12	0	30
		Column N %	38%	0%	0%	0%	13%	67%	25%	42%	30%	31%	0%	44%	0%	22%
	Individually arranged travel (FIT)	Count	48	18	0	0	1	1	1	35	13	7	48	2	0	19
		Column N %	14%	100%	0%	0%	7%	33%	13%	16%	12%	5%	100%	7%	0%	14%
	Group tour	Count	1	0	1	0	0	0	1	1	0	0	0	0	0	0
		Column N %	0%	0%	100%	0%	0%	0%	13%	0%	0%	0%	0%	0%	0%	0%
	Total	Count	343	18	1	1	15	3	8	222	112	128	48	27	5	134

TRAVEL MOTIVATION - SEGMENTATION

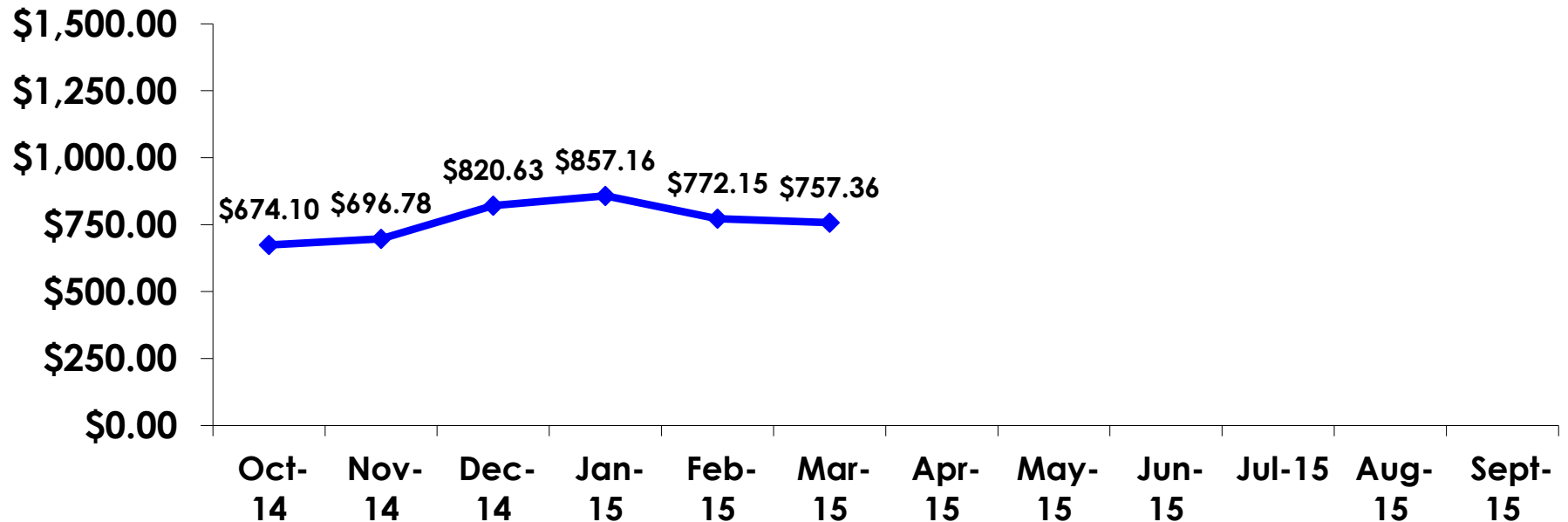
		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	10%	17%	0%	0%	7%	0%	0%	9%	12%	12%	15%	8%	20%	13%
	Price	20%	22%	0%	0%	7%	0%	0%	20%	18%	17%	25%	16%	40%	27%
	Visit friends/ Relatives	5%	0%	0%	0%	0%	33%	0%	7%	1%	2%	13%	0%	0%	5%
	Recomm- friend/family/trvl agnt	32%	17%	0%	0%	20%	0%	25%	29%	38%	35%	10%	32%	80%	36%
	Scuba	3%	0%	0%	0%	0%	0%	0%	3%	4%	2%	10%	0%	20%	9%
	Water sports	13%	11%	0%	100%	7%	0%	13%	13%	13%	16%	19%	4%	0%	33%
	Short travel time	30%	44%	0%	100%	20%	0%	38%	32%	27%	31%	42%	40%	20%	32%
	Golf	4%	0%	0%	0%	0%	0%	0%	3%	5%	2%	8%	0%	20%	11%
	Relax	53%	56%	0%	0%	33%	0%	13%	50%	59%	64%	35%	60%	60%	53%
	Company/ Business Trip	1%	0%	0%	0%	0%	0%	25%	2%	1%	0%	2%	4%	0%	0%
	Company Sponsored	2%	0%	100%	0%	0%	0%	100%	2%	3%	2%	2%	4%	0%	1%
	Convention/ Trade/ Conference	0%	0%	0%	0%	0%	0%	13%	0%	0%	0%	2%	4%	0%	0%
	Safe	26%	33%	0%	100%	20%	33%	13%	24%	30%	31%	40%	28%	20%	30%
	Natural beauty	42%	67%	0%	0%	20%	0%	25%	41%	43%	47%	50%	36%	20%	38%
	Shopping	31%	44%	0%	0%	33%	0%	13%	30%	34%	34%	33%	32%	0%	30%
	Career Cert/ Testing	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%	4%	0%	0%	2%
	Married/ Attn wedding	1%	0%	0%	0%	0%	100%	0%	1%	0%	0%	2%	0%	0%	0%
	Honeymoon	4%	6%	0%	0%	100%	0%	0%	6%	2%	0%	2%	0%	0%	4%
	Pleasure	14%	17%	0%	0%	7%	0%	13%	13%	16%	16%	17%	12%	40%	21%
	Organized sports	3%	6%	0%	100%	7%	0%	0%	3%	3%	1%	4%	0%	0%	7%
	Other	3%	11%	0%	0%	0%	0%	0%	3%	1%	2%	8%	0%	0%	2%
	Total Count	349	18	1	1	15	3	8	227	112	128	48	25	5	135

INFORMATION SOURCES - SEGMENTATION

		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Q1	Internet	95%	89%	100%	100%	100%	100%	100%	96%	94%	98%	92%	100%	40%	96%	
	Travel Agent Brochure	46%	22%	0%	100%	53%	33%	38%	48%	38%	47%	29%	52%	100%	55%	
	Friend/ Relative	42%	50%	0%	0%	13%	33%	0%	42%	43%	45%	44%	30%	60%	51%	
	Prior Trip	13%	28%	0%	0%	7%	33%	13%	11%	17%	17%	23%	4%	20%	13%	
	Co-Worker/ Company Trvl Dept	13%	0%	0%	0%	0%	33%	75%	15%	10%	11%	27%	19%	0%	17%	
	TV	10%	11%	0%	0%	0%	67%	0%	10%	9%	1%	6%	4%	40%	10%	
	Travel Guidebook-Bookstore	9%	6%	0%	0%	13%	0%	13%	8%	12%	10%	6%	15%	0%	7%	
	Magazine (Consumer)	5%	6%	0%	0%	7%	0%	0%	5%	4%	2%	4%	4%	0%	7%	
	Newspaper	4%	6%	0%	100%	7%	0%	0%	3%	5%	2%	2%	0%	40%	6%	
	GVB Office	3%	11%	0%	0%	0%	0%	0%	4%	4%	3%	6%	0%	0%	1%	
	GVB Promo	1%	0%	0%	0%	0%	0%	0%	0%	2%	2%	0%	0%	0%	2%	
	Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	
	Theater Ad	0%	6%	0%	0%	7%	0%	0%	0%	0%	0%	2%	0%	0%	1%	
	Total	Count	351	18	1	1	15	3	8	228	113	129	48	27	5	135

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING



YTD=\$763.12

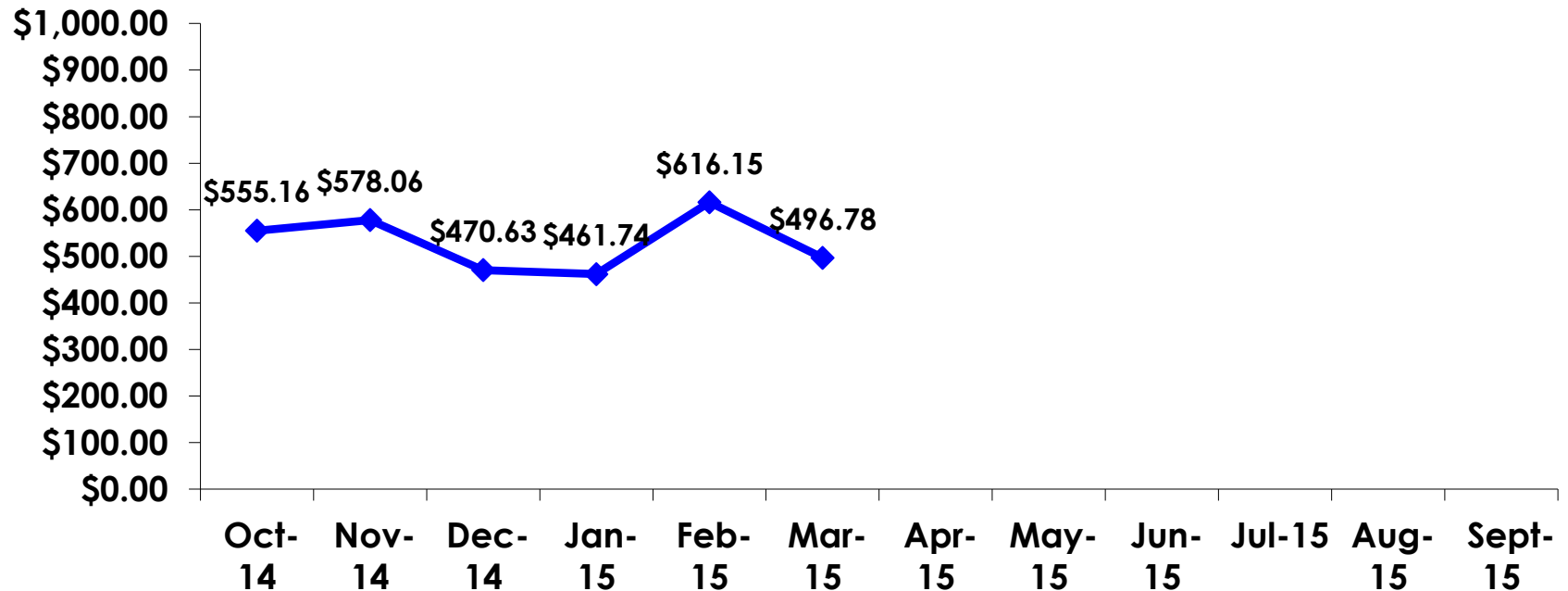
PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$757.36	\$897.84	\$0.00	\$0.00	\$1,048.88	\$1,196.94	\$213.21	\$773.37	\$732.50	\$727.05	\$487.78	\$717.07	\$619.42	\$771.92
	Median	\$844	\$898	\$0	\$0	\$1,122	\$1,347	\$0	\$808	\$898	\$838	\$135	\$898	\$898	\$871
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$8,528	\$3,142	\$0	\$0	\$1,795	\$2,244	\$1,077	\$8,528	\$2,244	\$1,616	\$3,142	\$1,077	\$1,122	\$8,528

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	\$2,508.11	\$2,962.43	.	.	\$1,817.86	.	\$8,438.44	\$2,246.81	\$3,020.37	\$3,181.05	\$2,429.19	\$2,847.01	\$3,590.83	\$2,856.55
	Median	\$1,795	\$2,334	.	.	\$1,818	.	\$8,438	\$1,795	\$2,244	\$2,760	\$2,334	\$2,693	\$3,591	\$1,795
AIR/ HOTEL/ MEAL	Mean	\$2,938.28	\$3,254.19	.	.	\$2,444.45	\$14,812.15	.	\$2,959.72	\$2,942.44	\$3,122.52	\$2,980.39	\$3,466.53	\$2,199.38	\$2,828.14
	Median	\$2,514	\$3,366	.	.	\$2,334	\$14,812	.	\$2,334	\$2,693	\$2,828	\$2,244	\$3,142	\$2,199	\$2,514
AIR ONLY	Mean	\$1,231.31	\$779.21	.	.	\$522.47	.	\$1,088.79	\$2,181.43	\$2,080.88	\$731.81	\$2,423.81	.	.	\$616.01
	Median	\$673	\$718	.	.	\$522	.	\$628	\$1,158	\$1,167	\$539	\$2,424	.	.	\$539
HOTEL ONLY	Mean	\$609.16	\$688.24	.	.	\$534.14	.	\$539.44	\$864.79	\$957.55	\$423.42	\$1,526.10	.	.	\$409.10
	Median	\$584	\$718	.	.	\$534	.	\$521	\$799	\$1,077	\$269	\$1,526	.	.	\$269
HOTEL & MEAL	Mean	\$308.21	\$308.21	.	\$628.39	\$148.12	\$628.39	.	.	\$148.12
	Median	\$269	\$269	.	\$628	\$148	\$628	.	.	\$148
F&B HOTEL	Mean
	Median
TRANS- KOREA	Mean	\$82.56	\$26.93	\$82.92	\$81.69	\$102.82	\$28.43	\$89.77	.	.	\$102.55
	Median	\$90	\$27	\$90	\$90	\$90	\$27	\$90	.	.	\$90
TRANS- GUAM	Mean	\$255.85	\$457.83	\$246.87	\$273.80	\$392.00	\$457.83	.	.	.	\$134.66
	Median	\$135	\$458	\$135	\$274	\$458	\$458	.	.	.	\$135
OPT TOURS	Mean	\$217.69	\$53.86	\$264.18	\$152.61	\$264.18	\$71.82	.	.	.	\$256.49
	Median	\$224	\$54	\$269	\$90	\$269	\$72	.	.	.	\$269
OTHER	Mean	\$368.67	\$767.54	\$89.77	\$364.02	\$377.04	\$281.88	\$612.68	.	.	\$218.44
	Median	\$180	\$768	\$90	\$242	\$90	\$180	\$521	.	.	\$90
TOTAL	Mean	\$2,076.78	\$2,278.28	\$0.00	\$0.00	\$1,978.07	\$9,874.77	\$2,120.83	\$1,945.98	\$2,386.61	\$2,714.24	\$1,042.85	\$2,580.07	\$1,597.92	\$2,150.28
	Median	\$1,795	\$2,289	\$0	\$0	\$2,154	\$2,693	\$0	\$1,616	\$2,244	\$2,693	\$200	\$2,693	\$2,154	\$1,885

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$529.68

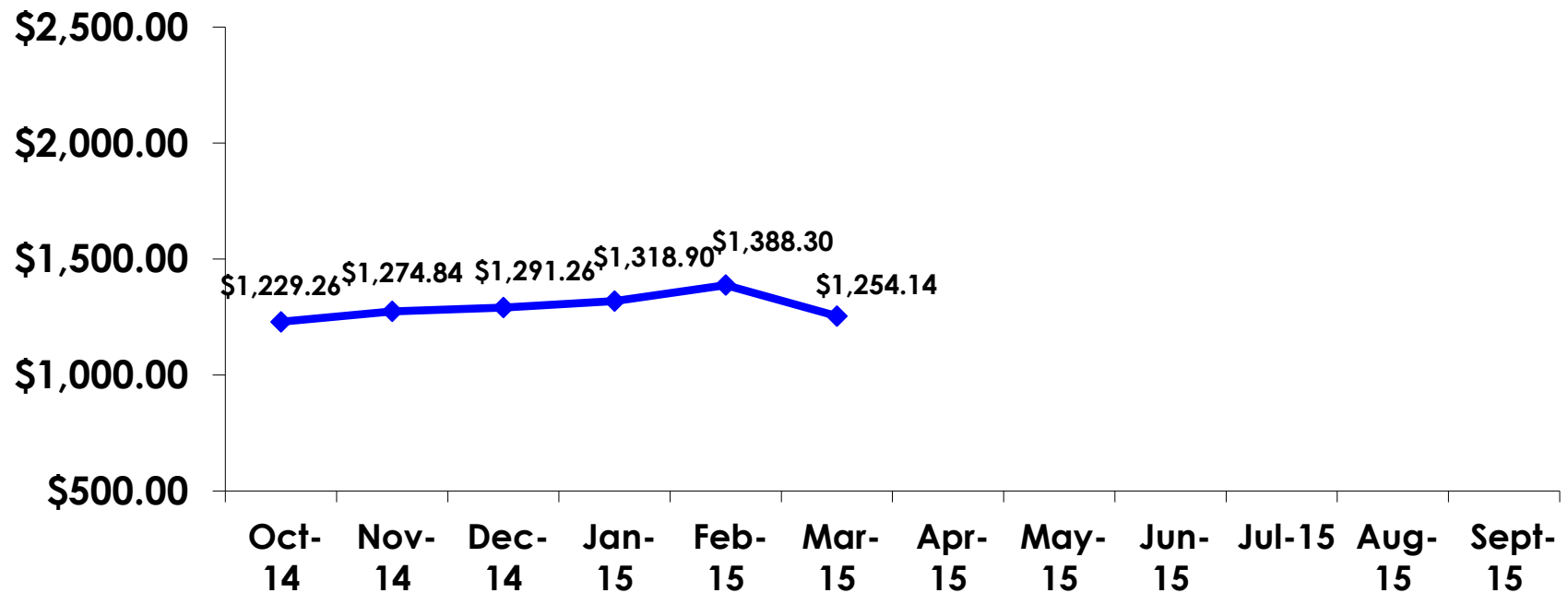
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$496.78	\$573.74	\$1,000.00	\$666.67	\$581.87	\$250.00	\$495.98	\$498.47	\$478.17	\$363.67	\$698.07	\$362.05	\$700.00	\$605.24
	Median	\$400	\$583	\$1,000	\$667	\$453	\$0	\$373	\$400	\$400	\$293	\$610	\$375	\$650	\$480
	Minimum	\$0	\$0	\$1,000	\$667	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$150	\$0
	Maximum	\$2,800	\$1,300	\$1,000	\$667	\$1,500	\$750	\$1,000	\$2,800	\$2,000	\$1,550	\$1,800	\$900	\$1,500	\$2,600

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	\$62.98	\$175.00	\$0.00	\$200.00	\$20.00	\$0.00	\$14.00	\$52.79	\$62.65	\$78.54	\$98.54	\$58.15	\$400.00	\$58.07
F&B FF/STORE	Mean	\$27.38	\$66.67	\$0.00	\$0.00	\$14.67	\$0.00	\$0.00	\$18.82	\$41.83	\$39.75	\$49.17	\$25.56	\$80.00	\$32.81
F&B RESTRNT	Mean	\$89.28	\$175.94	\$0.00	\$200.00	\$65.80	\$0.00	\$0.00	\$75.97	\$100.97	\$91.31	\$101.81	\$48.15	\$244.00	\$109.16
OPT TOUR	Mean	\$175.68	\$69.17	\$100.00	\$380.00	\$192.00	\$0.00	\$90.00	\$173.67	\$171.19	\$181.23	\$116.77	\$153.52	\$300.00	\$275.19
GIFT- SELF	Mean	\$198.56	\$155.56	\$0.00	\$0.00	\$156.67	\$0.00	\$25.00	\$184.59	\$233.38	\$276.25	\$99.58	\$245.19	\$130.00	\$227.85
GIFT- OTHER	Mean	\$166.59	\$116.67	\$0.00	\$800.00	\$308.67	\$0.00	\$241.25	\$150.38	\$203.58	\$194.42	\$127.29	\$141.85	\$100.00	\$220.01
TRANS	Mean	\$70.45	\$102.50	\$20.00	\$300.00	\$79.53	\$0.00	\$20.00	\$63.31	\$73.96	\$82.56	\$78.85	\$57.96	\$184.00	\$88.32
OTHER	Mean	\$356.46	\$754.61	\$880.00	\$120.00	\$259.73	\$250.00	\$323.75	\$350.64	\$370.01	\$370.97	\$506.94	\$462.04	\$562.00	\$425.20
TOTAL	Mean	\$1,144.93	\$1,612.78	\$1,000.00	\$2,000.00	\$1,097.07	\$250.00	\$714.00	\$1,065.32	\$1,259.81	\$1,313.25	\$1,166.25	\$1,192.41	\$2,000.00	\$1,432.39

TOTAL EXPENDITURES – TRACKING



YTD=\$1,292.80

TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$1,254.14	\$1,471.58	\$1,000.00	\$666.67	\$1,630.75	\$1,446.94	\$709.18	\$1,271.84	\$1,210.67	\$1,090.71	\$1,185.85	\$1,079.12	\$1,319.42	\$1,377.15
	Median	\$1,190	\$1,549	\$1,000	\$667	\$1,852	\$1,347	\$850	\$1,180	\$1,215	\$1,155	\$1,032	\$1,154	\$1,272	\$1,295
	Minimum	\$0	\$0	\$1,000	\$667	\$250	\$750	\$230	\$0	\$0	\$0	\$0	\$0	\$650	\$0
	Maximum	\$8,928	\$3,742	\$1,000	\$667	\$2,795	\$2,244	\$1,077	\$8,928	\$3,347	\$2,448	\$3,742	\$1,727	\$2,398	\$8,928

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 2014, Jan, Feb, Mar 2015, and Overall Oct-2014 - Mar 2015

	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Combin ed Oct- 2014 - Mar 2015
Drivers:	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks	3	2	7				3
Ease of getting around							
Safety walking around at night			5		2	2	6
Quality of daytime tours							
Variety of daytime tours							
Quality of nighttime tours				4			2
Variety of nighttime tours					3		
Quality of shopping							
Variety of shopping	2		4			4	7
Price of things on Guam				5			
Quality of hotel accommodations			2		1		5
Quality/cleanliness of air, sky		4		3		5	4
Quality/cleanliness of parks							
Quality of landscape in Tumon				1		1	
Quality of landscape in Guam	1	1	3	6		3	1
Quality of ground handler		3	1				8
Quality/cleanliness of transportation vehicles			6	2			
% of Per Person On Island Expenditures Accounted For	36.8%	24.8%	52.2%	49.9%	31.0%	45.2%	38.1%

NOTE: Only significant drivers are included.

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by five significant factors in the March 2015 Period. By rank order they are:
 - **Quality of landscape in Tumon,**
 - **Safety walking around at night,**
 - **Quality of landscape in Guam,**
 - **Variety of shopping, and**
 - **Quality/cleanliness of air, sky.**
- With all five factors the overall r^2 is .452 meaning that **45.2% 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 2015 and Overall Oct-2014-Mar 2015							
	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Combin ed Oct- 2014- Mar 2015
Drivers:	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks							
Ease of getting around					3		4
Safety walking around at night					2	1	5
Quality of daytime tours							
Variety of daytime tours					1		3
Quality of nighttime tours			1				2
Variety of nighttime tours		2			4		
Quality of shopping		3	2				6
Variety of shopping							
Price of things on Guam	2	1					1
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					7
Quality of ground handler							8
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%	3.5%

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 one significant factor in the March 2015 Period. It is:
 - **Safety walking around at night.**
- With this factor, the overall r^2 is .022 meaning that **2.2% of per person on island expenditure is accounted for by this factor.**