



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2016 Market Segmentation

MARCH 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 **354** 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 **354** 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.

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

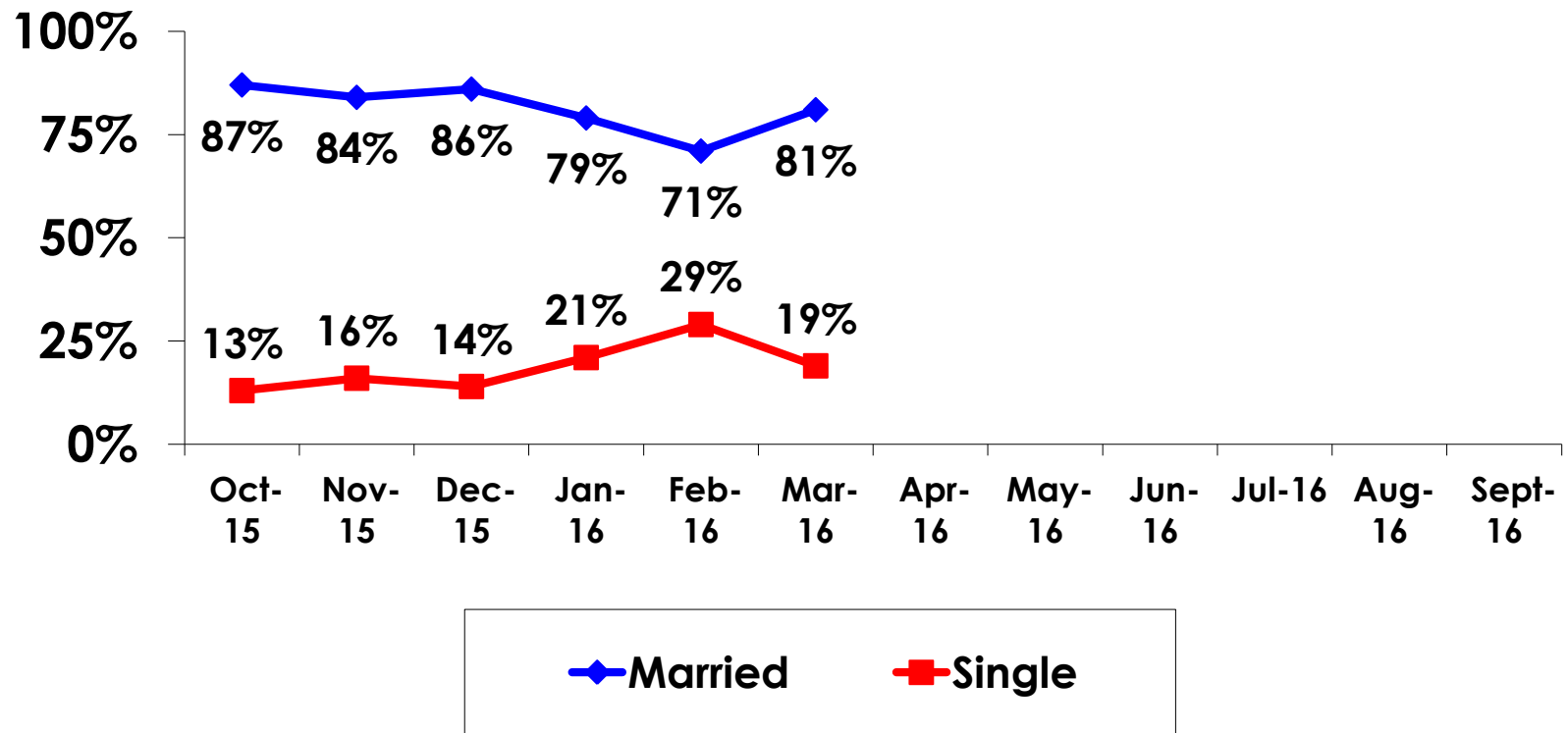
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors – 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%						
Group	1%	1%	1%	1%	1%	0%						
Eng Language	1%	0%	0%	1%	2%	1%						
Honeymoon	13%	10%	12%	5%	5%	15%						
Wedding	1%	-	-	-	-	0%						
Incentive	7%	4%	1%	2%	0%	2%						
18-35	65%	57%	55%	47%	53%	67%						
36-55	34%	42%	42%	52%	46%	30%						
Child	43%	47%	48%	53%	48%	40%						
FIT	16%	11%	14%	20%	21%	17%						
Golden Miss	3%	2%	5%	4%	4%	4%						
Senior	1%	0%	2%	1%	0%	2%						
Sport	24%	22%	22%	29%	27%	23%						
TOTAL	351	365	368	353	356	354						

SECTION 1 **PROFILE OF RESPONDENTS**

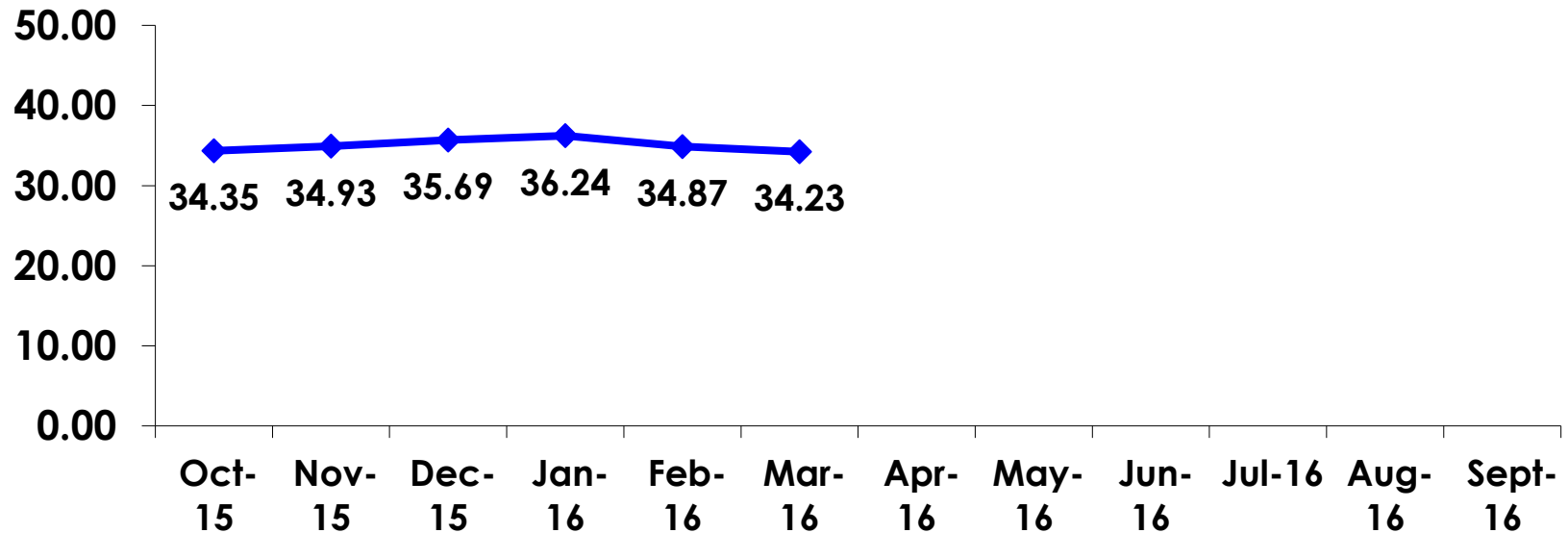
MARITAL STATUS - TRACKING



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	287	42	1	0	51	1	3	172	105	142	49	11	7	56
		Column N %	81%	100%	100%	0%	98%	100%	38%	73%	98%	100%	80%	85%	100%	69%
	Single	Count	67	0	0	2	1	0	5	65	2	0	12	2	0	25
		Column N %	19%	0%	0%	100%	2%	0%	63%	27%	2%	0%	20%	15%	0%	31%
	Total	Count	354	42	1	2	52	1	8	237	107	142	61	13	7	81

AVERAGE AGE - TRACKING



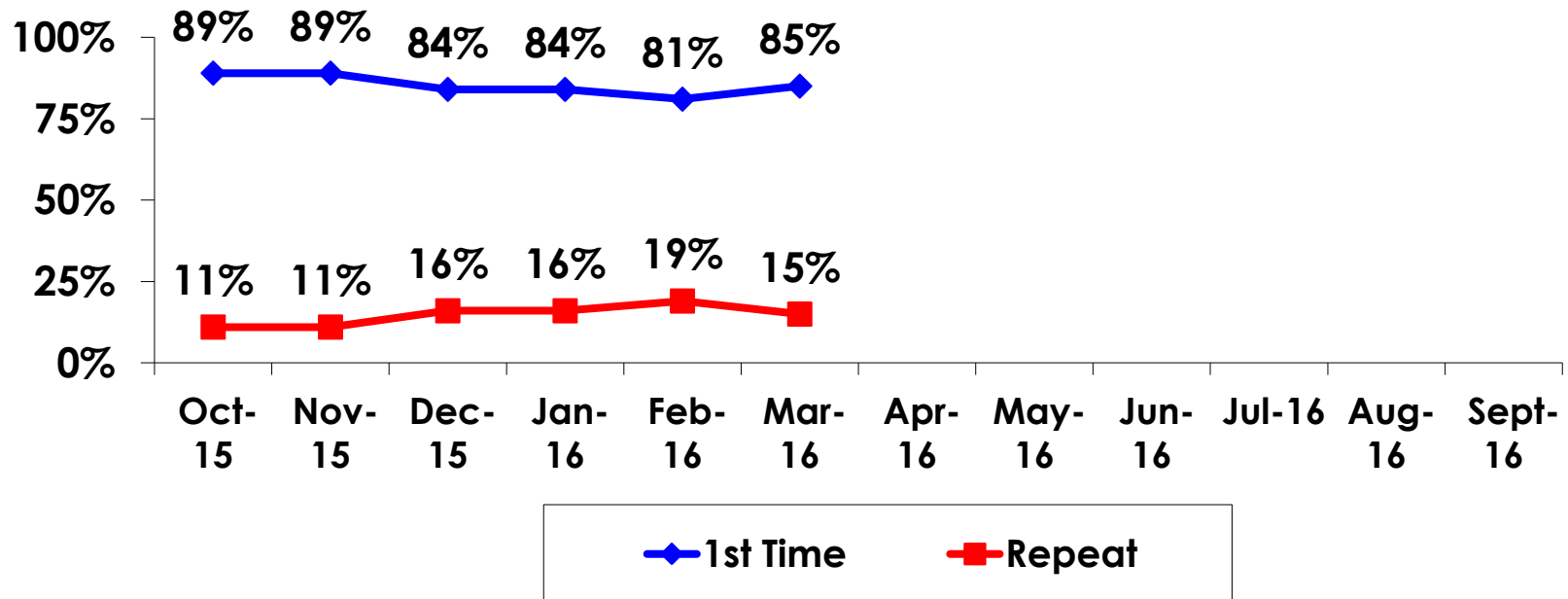
AGE- SEGMENTATION

			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	20	0	0	1	4	0	0	20	0	0	4	0	0	5
		Column N %	6%	0%	0%	50%	8%	0%	0%	8%	0%	0%	7%	0%	0%	6%
25-34	Count	185	22	1	1	31	0	6	185	0	50	34	10	0	44	
	Column N %	52%	52%	100%	50%	60%	0%	75%	78%	0%	35%	56%	77%	0%	54%	
35-49	Count	130	20	0	0	16	1	2	32	98	87	22	3	0	27	
	Column N %	37%	48%	0%	0%	31%	100%	25%	14%	92%	61%	36%	23%	0%	33%	
50+	Count	19	0	0	0	1	0	0	0	9	5	1	0	7	5	
	Column N %	5%	0%	0%	0%	2%	0%	0%	0%	8%	4%	2%	0%	100%	6%	
Total	Count	354	42	1	2	52	1	8	237	107	142	61	13	7	81	
QF	Mean	34.23	35.00	34.00	24.00	31.71	35.00	33.63	30.18	40.56	36.76	33.39	34.00	64.29	33.19	
	Median	33	34	34	24	32	35	32	31	39	36	32	32	62	32	

INCOME - SEGMENTATION

			TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q26 <KW12.0M	Count		7	1	0	1	0	0	0	6	1	1	1	0	0	2
	Column N %		2%	3%	0%	50%	0%	0%	0%	3%	1%	1%	2%	0%	0%	3%
KW12.0M-KW24.0M	Count		13	0	0	0	3	0	0	12	1	2	1	0	0	5
	Column N %		5%	0%	0%	0%	7%	0%	0%	6%	1%	2%	2%	0%	0%	8%
KW24.0M-KW36.0M	Count		40	3	0	0	14	0	1	33	5	3	10	0	1	8
	Column N %		14%	8%	0%	0%	30%	0%	14%	17%	6%	3%	19%	0%	25%	12%
KW36.0M-KW48.0M	Count		57	7	0	0	8	1	2	47	10	24	12	2	0	13
	Column N %		20%	19%	0%	0%	17%	100%	29%	25%	11%	20%	23%	15%	0%	20%
KW48.0M-KW60.0M	Count		58	6	0	1	8	0	1	31	27	34	7	3	0	10
	Column N %		20%	17%	0%	50%	17%	0%	14%	16%	30%	29%	13%	23%	0%	15%
KW60.0M-KW72.0M	Count		41	5	1	0	4	0	1	21	16	22	7	3	2	14
	Column N %		14%	14%	100%	0%	9%	0%	14%	11%	18%	18%	13%	23%	50%	22%
KW72.0M+	Count		66	14	0	0	8	0	2	37	28	32	15	5	1	12
	Column N %		23%	39%	0%	0%	17%	0%	29%	19%	31%	27%	28%	38%	25%	18%
No Income	Count		4	0	0	0	1	0	0	3	1	1	0	0	0	1
	Column N %		1%	0%	0%	0%	2%	0%	0%	2%	1%	1%	0%	0%	0%	2%
Total	Count		286	36	1	2	46	1	7	190	89	119	53	13	4	65

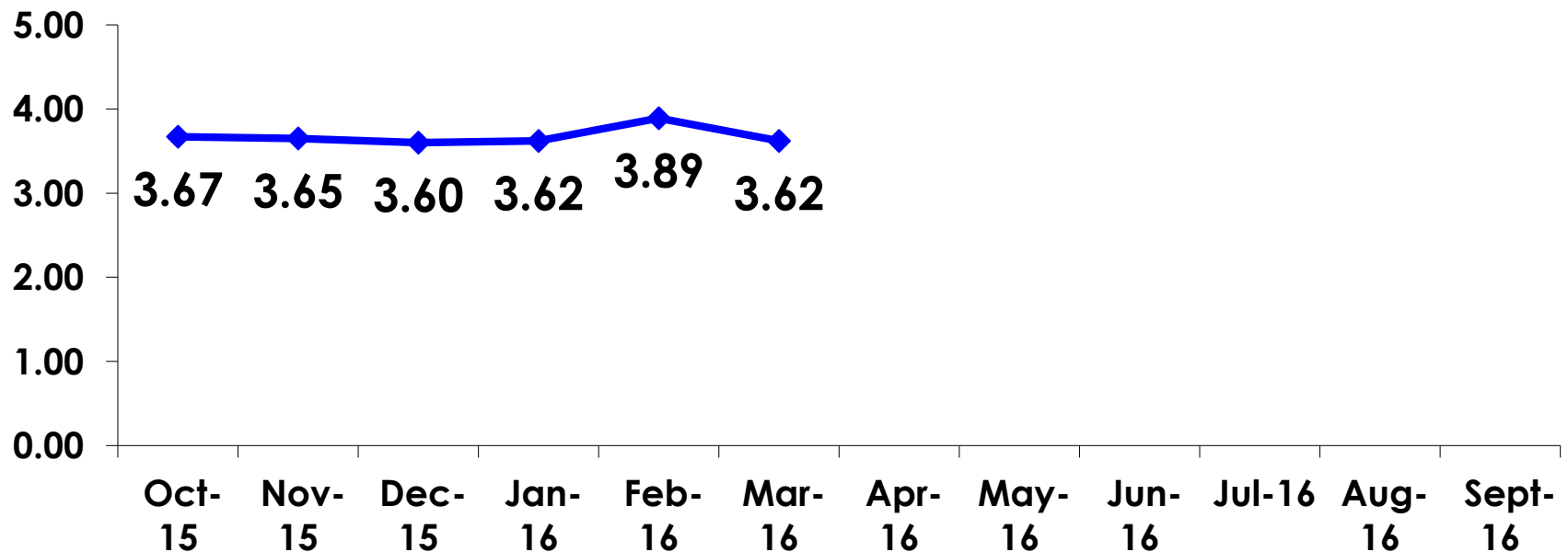
PRIOR TRIPS TO GUAM - TRACKING



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	28	1	1	49	1	8	205	85	113	43	10	7	76	
		Column N %	85%	68%	100%	50%	96%	100%	100%	87%	80%	80%	72%	77%	100%	94%	
	No	Count	52	13	0	1	2	0	0	0	30	21	28	17	3	0	5
		Column N %	15%	32%	0%	50%	4%	0%	0%	0%	13%	20%	20%	28%	23%	0%	6%
Total	Count	351	41	1	2	51	1	8	8	235	106	141	60	13	7	81	

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	3.62	3.76	4.00	6.00	3.77	3.00	3.88	3.51	3.64	3.65	3.95	3.46	3.57	3.62
Median	3	4	4	6	4	3	3	3	3	3	3	3	3	3

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	128	0	0	0	26	0	3	71	53	57	0	3	3	28
		Column N %	36%	0%	0%	0%	50%	0%	38%	30%	50%	40%	0%	23%	43%	35%
	Free-time package tour	Count	157	0	0	2	23	1	0	118	34	59	0	7	4	39
		Column N %	45%	0%	0%	100%	44%	100%	0%	50%	32%	42%	0%	54%	57%	48%
	Individually arranged travel (FIT)	Count	61	42	0	0	3	0	0	42	18	26	61	3	0	13
		Column N %	17%	100%	0%	0%	6%	0%	0%	18%	17%	18%	100%	23%	0%	16%
	Group tour	Count	1	0	1	0	0	0	0	1	0	0	0	0	0	0
		Column N %	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Company paid travel	Count	5	0	0	0	0	0	5	4	1	0	0	0	0	1
		Column N %	1%	0%	0%	0%	0%	0%	63%	2%	1%	0%	0%	0%	0%	0%
	Total	Count	352	42	1	2	52	1	8	236	106	142	61	13	7	81

TRAVEL MOTIVATION - SEGMENTATION

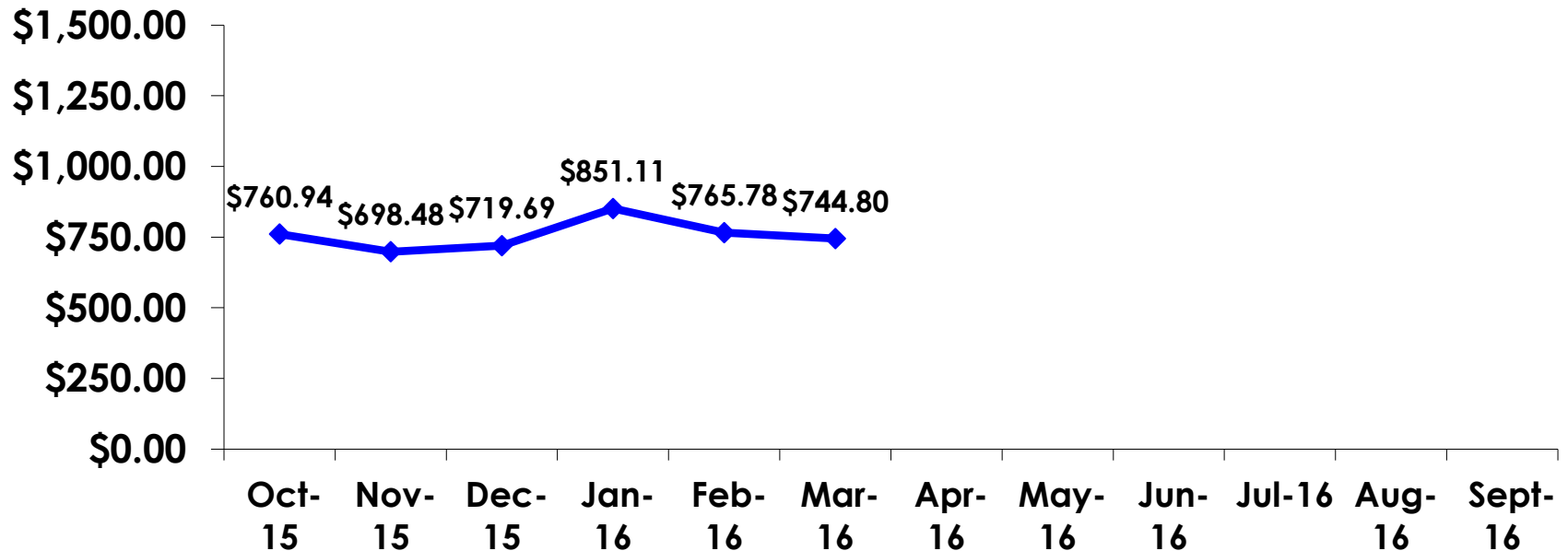
		TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	8%	24%	0%	50%	2%	0%	0%	7%	11%	13%	18%	0%	0%	5%
	Price	7%	7%	100%	0%	10%	0%	13%	8%	5%	6%	8%	23%	14%	6%
	Visit friends/ Relatives	2%	0%	0%	0%	0%	0%	0%	3%	2%	3%	0%	15%	0%	0%
	Recomm-friend/family/trvl agnt	23%	7%	0%	0%	13%	100%	25%	22%	24%	24%	8%	15%	43%	23%
	Scuba	3%	0%	0%	0%	0%	0%	0%	3%	2%	3%	0%	0%	14%	14%
	Water sports	12%	5%	0%	100%	6%	0%	13%	14%	7%	7%	10%	0%	14%	52%
	Short travel time	32%	57%	0%	50%	33%	0%	25%	32%	33%	36%	48%	77%	14%	33%
	Golf	2%	2%	0%	0%	0%	0%	0%	0%	5%	2%	2%	8%	14%	9%
	Relax	54%	76%	0%	100%	42%	0%	38%	52%	57%	65%	70%	69%	43%	48%
	Company/ Business Trip	1%	2%	0%	0%	0%	0%	13%	2%	1%	0%	3%	0%	0%	0%
	Company Sponsored	2%	0%	0%	0%	0%	0%	75%	2%	1%	1%	0%	0%	0%	1%
	Convention/ Trade/ Conference	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
	Safe	25%	26%	100%	50%	17%	0%	0%	22%	34%	36%	21%	31%	14%	21%
	Natural beauty	50%	62%	0%	100%	40%	0%	13%	50%	51%	51%	64%	69%	14%	53%
	Shopping	23%	29%	100%	50%	25%	0%	13%	28%	15%	19%	33%	31%	0%	23%
	Career Cert/ Testing	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Married/ Attn wedding	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	1%
	Honeymoon	15%	7%	0%	0%	100%	0%	0%	18%	10%	2%	5%	0%	0%	7%
	Pleasure	15%	14%	0%	50%	10%	0%	13%	16%	14%	17%	20%	0%	14%	12%
	Organized sports	2%	0%	0%	0%	0%	0%	13%	3%	0%	0%	0%	0%	0%	7%
	Other	2%	2%	0%	0%	0%	0%	0%	0%	4%	3%	5%	0%	0%	0%
	Total	Count	351	42	1	2	52	1	8	236	105	140	61	13	81

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	93%	100%	100%	100%	85%	100%	88%	93%	94%	96%	100%	100%	71%	91%
Friend/ Relative	39%	40%	100%	0%	48%	0%	50%	39%	41%	37%	41%	8%	14%	37%
Travel Agent Brochure	25%	5%	0%	50%	38%	100%	13%	22%	32%	27%	5%	23%	29%	26%
Prior Trip	14%	31%	0%	50%	4%	0%	0%	12%	18%	19%	26%	23%	0%	6%
Co-Worker/ Company Trvl Dept	11%	14%	100%	0%	12%	0%	38%	11%	12%	11%	10%	15%	14%	6%
Travel Guidebook-Bookstore	11%	17%	0%	0%	15%	0%	0%	12%	10%	9%	16%	23%	0%	11%
GVB Office	7%	5%	0%	50%	8%	0%	0%	8%	6%	4%	7%	8%	0%	9%
TV	5%	0%	0%	0%	6%	0%	0%	6%	1%	3%	5%	0%	0%	6%
GVB Promo	1%	2%	0%	50%	0%	0%	0%	0%	1%	1%	2%	0%	14%	2%
Magazine (Consumer)	1%	0%	0%	0%	2%	0%	0%	1%	0%	0%	0%	0%	0%	1%
Travel Trade Show	1%	0%	0%	0%	2%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Newspaper	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%
Consumer Trvl Show	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	14%	1%
Total	Count 353	42	1	2	52	1	8	236	107	141	61	13	7	81

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING



YTD=\$756.22

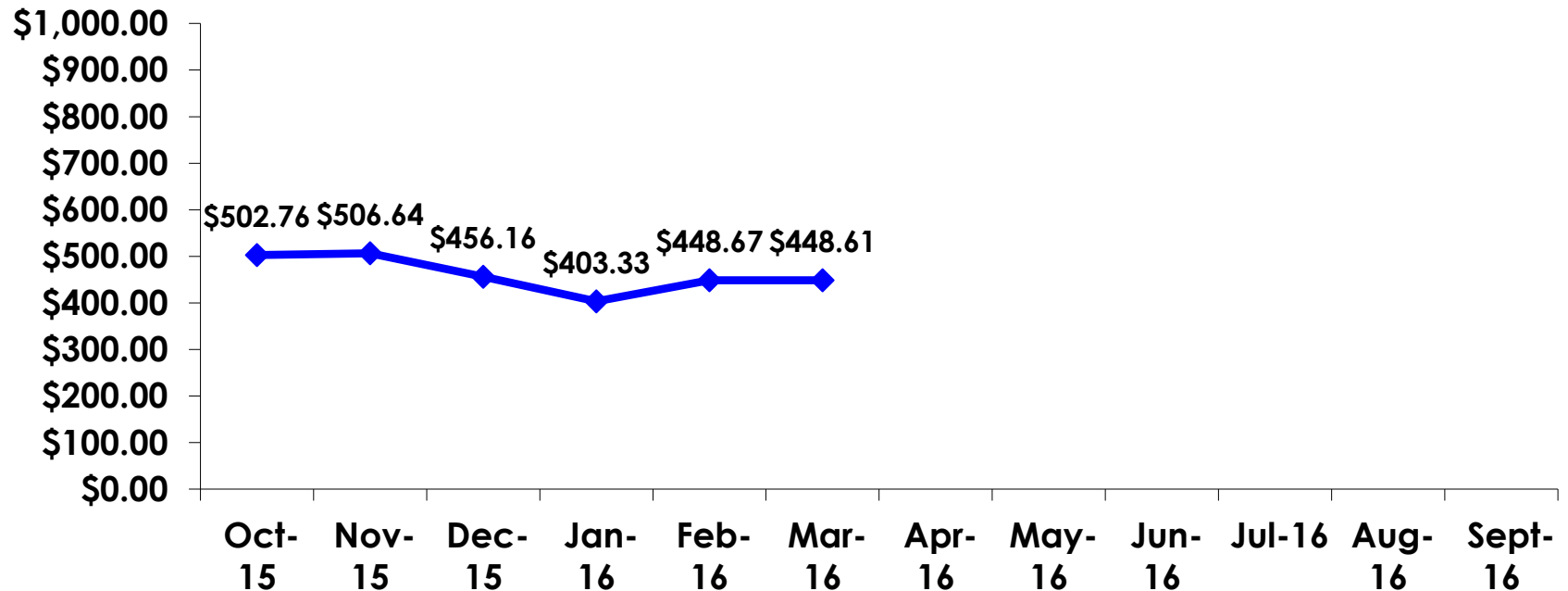
PREPAID EXPENDITURES PER PERSON - SEGMENTATION

	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	\$744.80	\$610.07	\$581.53	\$1,474.60	\$1,093.66	\$623.07	\$352.03	\$759.01	\$735.06	\$640.37	\$684.25	\$459.90	\$514.28	\$741.27
Median	\$748	\$582	\$582	\$1,475	\$1,101	\$623	\$0	\$773	\$727	\$623	\$665	\$582	\$415	\$748
Minimum	\$0	\$0	\$582	\$872	\$0	\$623	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Maximum	\$6,189	\$1,288	\$582	\$2,077	\$3,639	\$623	\$1,080	\$4,141	\$6,189	\$6,189	\$1,662	\$1,329	\$1,108	\$6,189

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	\$2,136.00	\$1,839.63	\$1,163.06	.	\$1,590.31	\$1,246.14	\$1,079.99	\$1,856.85	\$2,955.61	\$2,940.39	\$1,746.49	\$1,495.36	\$1,453.83	\$2,152.77
	Median	\$1,662	\$1,952	\$1,163	.	\$1,495	\$1,246	\$1,080	\$1,495	\$2,285	\$2,077	\$1,703	\$1,495	\$1,454	\$1,578
AIR/HOTEL/MEAL	Mean	\$2,862.27	\$1,661.52	.	.	\$2,663.52	.	\$2,392.58	\$2,405.21	\$3,650.19	\$3,484.70	\$1,068.35	\$2,043.66	\$3,876.87	\$2,978.96
	Median	\$2,492	\$1,662	.	.	\$2,658	.	\$2,393	\$2,160	\$2,991	\$2,700	\$831	\$1,786	\$3,157	\$2,326
AIR ONLY	Mean	\$944.38	\$1,206.04	.	\$623.07	\$851.53	.	.	\$895.18	\$1,156.53	\$1,214.71	\$1,065.13	\$753.22	.	\$946.03
	Median	\$802	\$997	.	\$623	\$852	.	.	\$748	\$930	\$914	\$914	\$665	.	\$631
HOTEL ONLY	Mean	\$815.35	\$992.54	.	\$1,349.98	\$502.61	.	.	\$777.04	\$987.77	\$1,023.39	\$887.43	\$789.22	.	\$778.70
	Median	\$665	\$831	.	\$1,350	\$561	.	.	\$648	\$831	\$748	\$831	\$789	.	\$498
HOTEL & MEAL	Mean	\$1,342.71	\$1,079.99	\$1,060.60	\$1,511.98	\$1,459.76	\$1,079.99	.	.	\$2,243.05
	Median	\$1,288	\$1,246	\$1,080	\$1,329	\$1,329	\$1,246	.	.	\$2,243
F&B HOTEL	Mean	\$62.31	\$83.08	\$41.54	\$83.08	\$83.08	\$83.08	.	.	\$41.54
	Median	\$62	\$83	\$42	\$83	\$83	\$83	.	.	\$42
TRANS- KOREA	Mean	\$64.46	\$55.38	.	.	\$84.56	.	.	\$71.31	\$43.91	\$54.00	\$63.97	.	.	\$52.61
	Median	\$46	\$50	.	.	\$66	.	.	\$66	\$42	\$46	\$46	.	.	\$33
TRANS- GUAM	Mean	\$119.10	\$155.07	.	.	\$73.11	.	.	\$114.55	\$157.84	\$144.00	\$164.77	\$166.15	.	\$114.23
	Median	\$133	\$166	.	.	\$58	.	.	\$133	\$158	\$150	\$166	\$166	.	\$116
OPT TOURS	Mean	\$184.32	\$166.15	.	\$83.08	\$195.23	.	.	\$162.96	\$276.92	\$204.37	\$97.61	.	.	\$186.92
	Median	\$154	\$166	.	\$83	\$195	.	.	\$141	\$249	\$166	\$100	.	.	\$154
OTHER	Mean	\$421.41	\$284.33	.	\$996.91	\$578.95	.	.	\$437.84	\$406.98	\$528.07	\$350.23	.	.	\$475.61
	Median	\$299	\$270	.	\$997	\$224	.	.	\$249	\$332	\$320	\$332	.	.	\$474
TOTAL	Mean	\$1,882.26	\$1,712.21	\$1,163.06	\$2,513.04	\$2,081.28	\$1,246.14	\$733.14	\$1,650.73	\$2,403.37	\$2,239.85	\$1,624.24	\$1,009.69	\$2,076.89	\$1,827.61
	Median	\$1,662	\$1,578	\$1,163	\$2,513	\$2,202	\$1,246	\$0	\$1,562	\$2,243	\$1,956	\$1,495	\$1,163	\$1,662	\$1,495

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$461.19

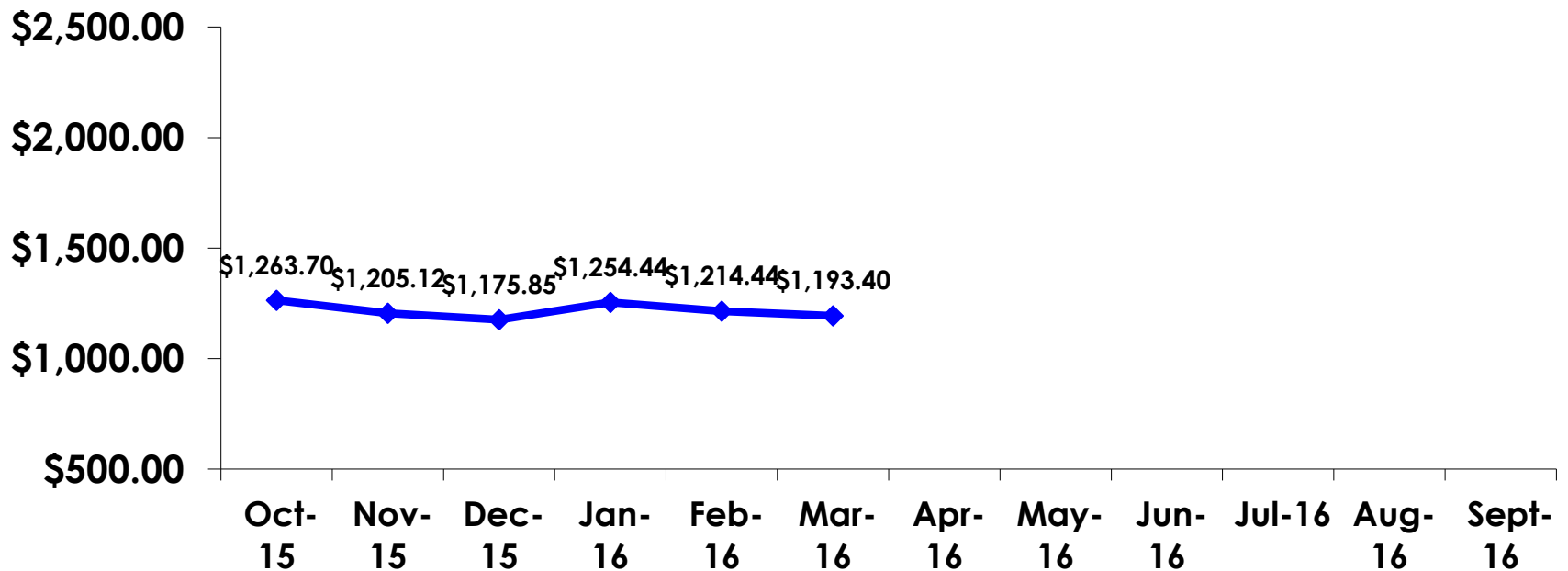
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

	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	\$448.61	\$535.68	\$720.00	\$905.00	\$717.03	\$2,000.00	\$312.50	\$475.72	\$418.97	\$318.79	\$537.85	\$291.03	\$82.14	\$452.63
Median	\$350	\$500	\$720	\$905	\$535	\$2,000	\$183	\$400	\$250	\$223	\$500	\$247	\$0	\$400
Minimum	\$0	\$50	\$720	\$660	\$0	\$2,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Maximum	\$3,500	\$1,500	\$720	\$1,150	\$3,500	\$2,000	\$1,000	\$3,500	\$3,500	\$1,667	\$1,500	\$750	\$500	\$2,500

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	\$56.10	\$196.36	\$0.00	\$350.00	\$44.54	\$0.00	\$0.00	\$57.15	\$57.60	\$86.53	\$146.67	\$27.69	\$0.00	\$81.60
F&B FF/STORE	Mean	\$25.98	\$30.24	\$0.00	\$5.00	\$19.56	\$0.00	\$13.75	\$28.06	\$20.44	\$25.56	\$25.90	\$13.08	\$0.00	\$17.78
F&B RESTRNT	Mean	\$126.93	\$225.71	\$200.00	\$125.00	\$111.69	\$0.00	\$13.75	\$137.67	\$104.91	\$146.23	\$208.10	\$86.15	\$142.86	\$83.07
OPT TOUR	Mean	\$79.42	\$79.05	\$200.00	\$250.00	\$117.88	\$0.00	\$26.88	\$73.30	\$97.33	\$83.44	\$73.70	\$4.62	\$21.43	\$111.28
GIFT- SELF	Mean	\$190.00	\$382.38	\$600.00	\$250.00	\$337.69	\$0.00	\$162.50	\$177.39	\$231.01	\$176.25	\$310.33	\$113.08	\$14.29	\$145.37
GIFT- OTHER	Mean	\$111.55	\$89.07	\$200.00	\$200.00	\$244.38	\$0.00	\$75.00	\$110.80	\$118.95	\$80.20	\$86.48	\$93.85	\$0.00	\$93.04
TRANS	Mean	\$64.65	\$147.12	\$240.00	\$150.00	\$43.54	\$0.00	\$56.25	\$68.34	\$60.56	\$65.51	\$135.26	\$56.15	\$0.00	\$65.48
OTHER	Mean	\$429.99	\$290.98	\$0.00	\$150.00	\$525.96	\$4,000.00	\$165.00	\$395.46	\$542.07	\$495.51	\$242.79	\$319.23	\$57.14	\$406.22
TOTAL	Mean	\$1,084.60	\$1,440.90	\$1,440.00	\$1,480.00	\$1,445.25	\$4,000.00	\$513.13	\$1,048.15	\$1,232.87	\$1,159.24	\$1,229.23	\$713.85	\$235.71	\$1,003.85

TOTAL EXPENDITURES – TRACKING



YTD=\$1,217.40

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	\$1,193.40	\$1,145.75	\$1,301.53	\$2,379.60	\$1,810.68	\$2,623.07	\$664.53	\$1,234.73	\$1,154.03	\$959.16	\$1,222.10	\$750.92	\$596.42	\$1,193.90
	Median	\$1,098	\$1,111	\$1,302	\$2,380	\$1,597	\$2,623	\$653	\$1,131	\$1,058	\$923	\$1,154	\$815	\$915	\$1,080
	Minimum	\$0	\$136	\$1,302	\$1,532	\$0	\$2,623	\$0	\$0	\$0	\$0	\$136	\$0	\$0	\$0
	Maximum	\$6,618	\$2,538	\$1,302	\$3,227	\$5,162	\$2,623	\$1,245	\$5,162	\$6,618	\$6,618	\$2,545	\$1,989	\$1,108	\$6,618

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 2016, and Overall Oct-2015 - Mar 2016							
	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Combine d Oct- 2015 - Mar 2016
Drivers:	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks				3			
Ease of getting around			5			5	7
Safety walking around at night			2		3		10
Quality of daytime tours							4
Variety of daytime tours				2			
Quality of nighttime tours					6	4	
Variety of nighttime tours							
Quality of shopping	2	3				3	3
Variety of shopping					2		
Price of things on Guam							
Quality of hotel accommodations	5	5	4				8
Quality/cleanliness of air, sky	1			6		2	5
Quality/cleanliness of parks		1	3				
Quality of landscape in Tumon	4				5		2
Quality of landscape in Guam		4		4	1		9
Quality of ground handler	6			5			6
Quality/cleanliness of transportation vehicles	3	2	1	1	4	1	1
% of Per Person On Island Expenditures Accounted For	56.1%	44.7%	51.3%	49.0%	58.7%	49.5%	49.9%

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 2016 Period. By rank order they are:
 - **Quality/cleanliness of transportation vehicles,**
 - **Quality/cleanliness of air, sky,**
 - **Quality of shopping,**
 - **Quality of night time tours, and**
 - **Ease of getting around.**
- With all five factors the overall r^2 is .495 meaning that **49.5% 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 2016 and Overall Oct-2015-Mar 2016							
	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Combine d Oct- 2015- Mar 2016
Drivers:	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks		2					
Ease of getting around							
Safety walking around at night							
Quality of daytime tours							
Variety of daytime tours							4
Quality of nighttime tours					1		
Variety of nighttime tours							2
Quality of shopping		4			2		
Variety of shopping		3					3
Price of things on Guam							
Quality of hotel accommodations							
Quality/cleanliness of air, sky							
Quality/cleanliness of parks							
Quality of landscape in Tumon							
Quality of landscape in Guam		1					
Quality of ground handler							
Quality/cleanliness of transportation vehicles				1		1	1
% of Per Person On Island Expenditures Accounted For	0.0%	5.2%	0.0%	1.9%	3.9%	1.2%	1.5%
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 2016 period. That factor is:
 - **Quality/cleanliness of transportation vehicles.**
- With this factor the overall r^2 is .012 meaning that **1.2% of per person on island expenditure is accounted for by this factor.**