



# GUAM VISITORS BUREAU

## Korean Visitor Tracker Exit Profile

### FY2016 Market Segmentation

### MAY 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 +/- 5.22 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

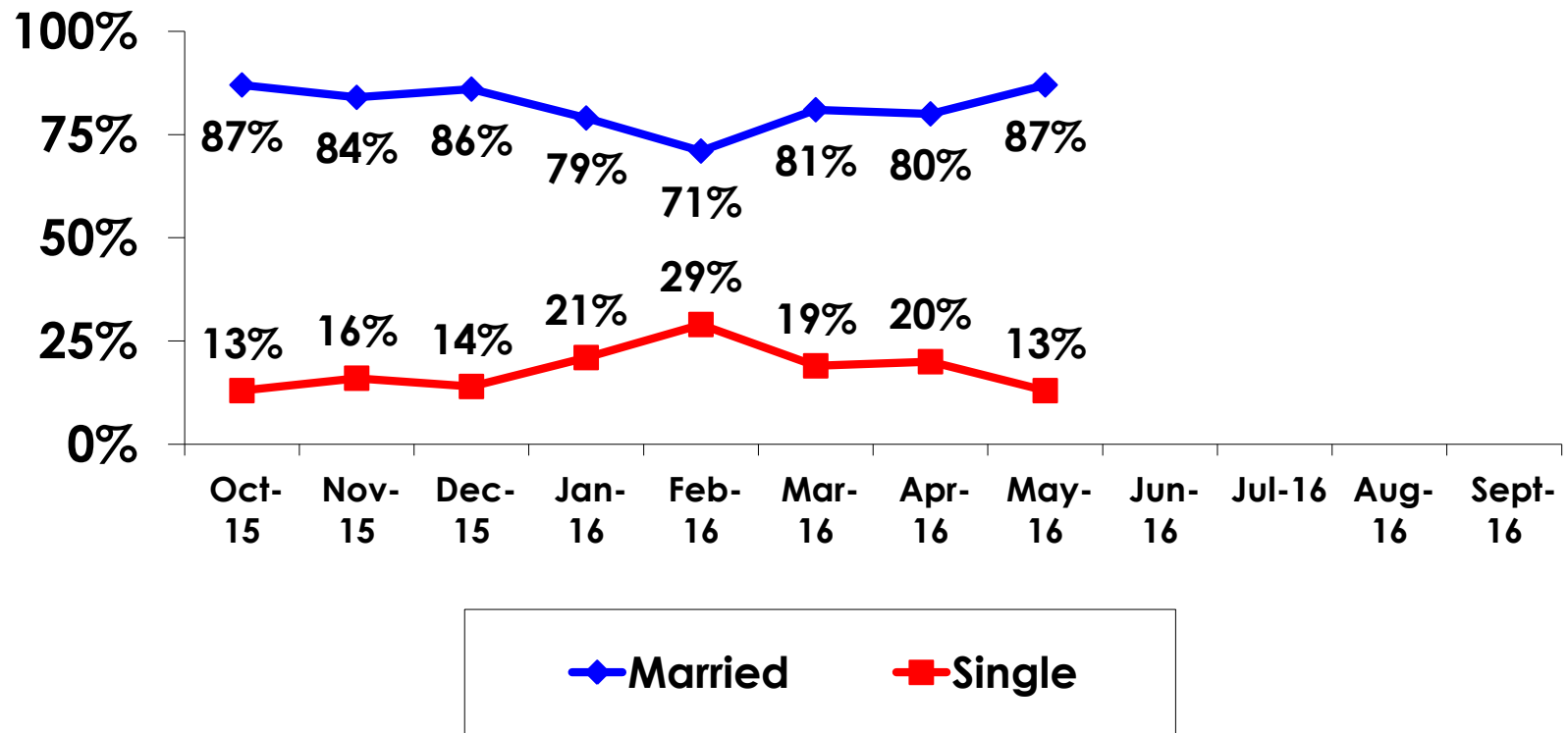
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors –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

# Highlighted Segments

	Oct 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%				
Group	1%	1%	1%	1%	1%	0%	0%	1%				
Eng Language	1%	0%	0%	1%	2%	1%	0%	1%				
Honeymoon	13%	10%	12%	5%	5%	15%	6%	6%				
Wedding	1%	-	-	-	-	0%	0%	0%				
Incentive	7%	4%	1%	2%	0%	2%	3%	2%				
18-35	65%	57%	55%	47%	53%	67%	60%	52%				
36-55	34%	42%	42%	52%	46%	30%	38%	46%				
Child	43%	47%	48%	53%	48%	40%	47%	56%				
FIT	16%	11%	14%	20%	21%	17%	13%	14%				
Golden Miss	3%	2%	5%	4%	4%	4%	4%	1%				
Senior	1%	0%	2%	1%	0%	2%	1%	1%				
Sport	24%	22%	22%	29%	27%	23%	25%	19%				
<b>TOTAL</b>	<b>351</b>	<b>365</b>	<b>368</b>	<b>353</b>	<b>356</b>	<b>354</b>	<b>350</b>	<b>352</b>				

# SECTION 1 **PROFILE OF RESPONDENTS**

# MARITAL STATUS - TRACKING

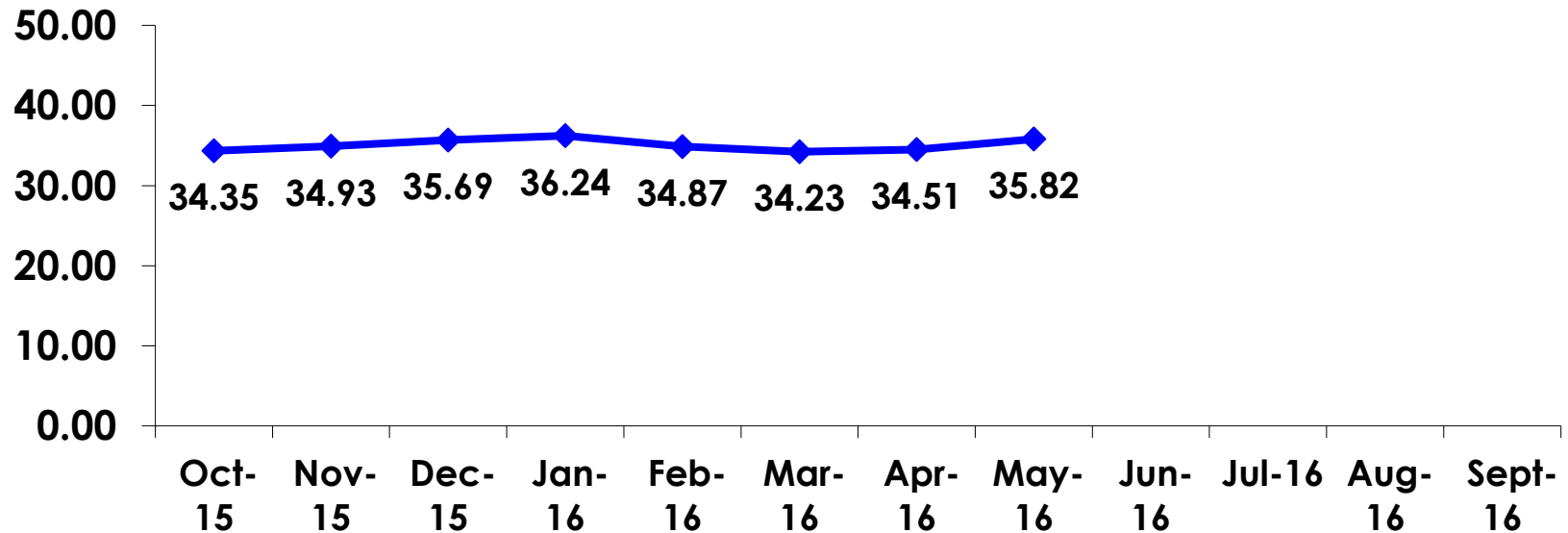


# MARITAL STATUS- SEGMENTATION

			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	307	40	0	1	21	1	5	147	155	193	42	4	4	54
		Column N %	87%	95%	0%	50%	100%	100%	71%	80%	80%	95%	97%	88%	80%	100%
	Single	Count	45	2	2	1	0	0	2	37	8	5	6	1	0	13
		Column N %	13%	5%	100%	50%	0%	0%	29%	20%	5%	3%	13%	20%	0%	19%
Total		Count	352	42	2	2	21	1	7	184	163	198	48	5	4	67



# AVERAGE AGE - TRACKING



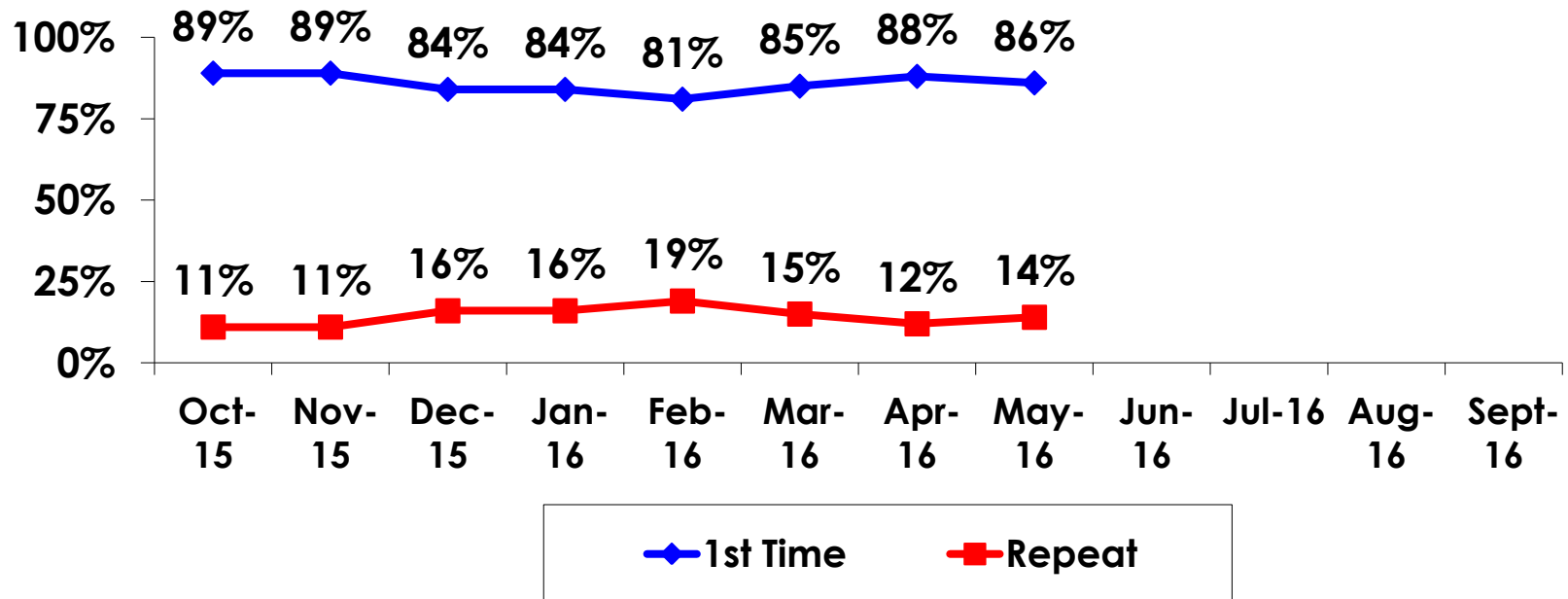
# AGE- SEGMENTATION

			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	10	1	2	1	0	0	0	10	0	3	2	0	0	3
		Column N %	3%	2%	100%	50%	0%	0%	0%	5%	0%	2%	4%	0%	0%	4%
QF	25-34	Count	153	27	0	1	18	1	2	153	0	50	30	2	0	29
		Column N %	44%	66%	0%	50%	86%	100%	29%	83%	0%	25%	64%	40%	0%	43%
QF	35-49	Count	175	12	0	0	3	0	5	21	154	142	13	3	0	33
		Column N %	50%	29%	0%	0%	14%	0%	71%	11%	94%	72%	28%	60%	0%	49%
QF	50+	Count	13	1	0	0	0	0	0	0	9	3	2	0	4	2
		Column N %	4%	2%	0%	0%	0%	0%	0%	0%	6%	2%	4%	0%	100%	3%
	Total	Count	351	41	2	2	21	1	7	184	163	198	47	5	4	67
QF	Mean		35.82	33.98	22.50	25.50	30.67	25.00	37.71	30.53	41.11	38.04	33.77	35.20	63.50	34.96
	Median		35	33	23	26	30	25	37	31	40	38	33	37	64	35

# 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	1	0	1	0	0	0	0	1	0	0	0	0	0	1
		Column N %	0%	0%	50%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
KW12.0M-KW24.0M	Count	Count	10	0	0	1	1	0	1	5	3	1	1	0	2	2
		Column N %	3%	0%	0%	50%	6%	0%	14%	4%	2%	1%	2%	0%	67%	3%
KW24.0M-KW36.0M	Count	Count	32	4	0	0	6	1	0	28	4	8	5	1	0	7
		Column N %	11%	10%	0%	0%	35%	100%	0%	20%	3%	5%	11%	25%	0%	12%
KW36.0M-KW48.0M	Count	Count	45	3	1	1	5	0	2	32	12	17	3	0	1	4
		Column N %	16%	8%	50%	50%	29%	0%	29%	23%	8%	10%	7%	0%	33%	7%
KW48.0M-KW60.0M	Count	Count	74	5	0	0	0	0	1	28	46	58	5	0	0	11
		Column N %	26%	13%	0%	0%	0%	0%	14%	20%	32%	34%	11%	0%	0%	18%
KW60.0M-KW72.0M	Count	Count	44	6	0	0	1	0	1	14	30	29	8	1	0	14
		Column N %	15%	15%	0%	0%	6%	0%	14%	10%	21%	17%	17%	25%	0%	23%
KW72.0M+	Count	Count	71	21	0	0	4	0	2	27	44	52	23	2	0	19
		Column N %	25%	53%	0%	0%	24%	0%	29%	19%	31%	31%	50%	50%	0%	32%
No Income	Count	Count	11	1	0	0	0	0	0	5	5	5	1	0	0	2
		Column N %	4%	3%	0%	0%	0%	0%	0%	4%	3%	3%	2%	0%	0%	3%
Total	Count	288	40	2	2	17	1	7	140	144	170	46	4	3	60	

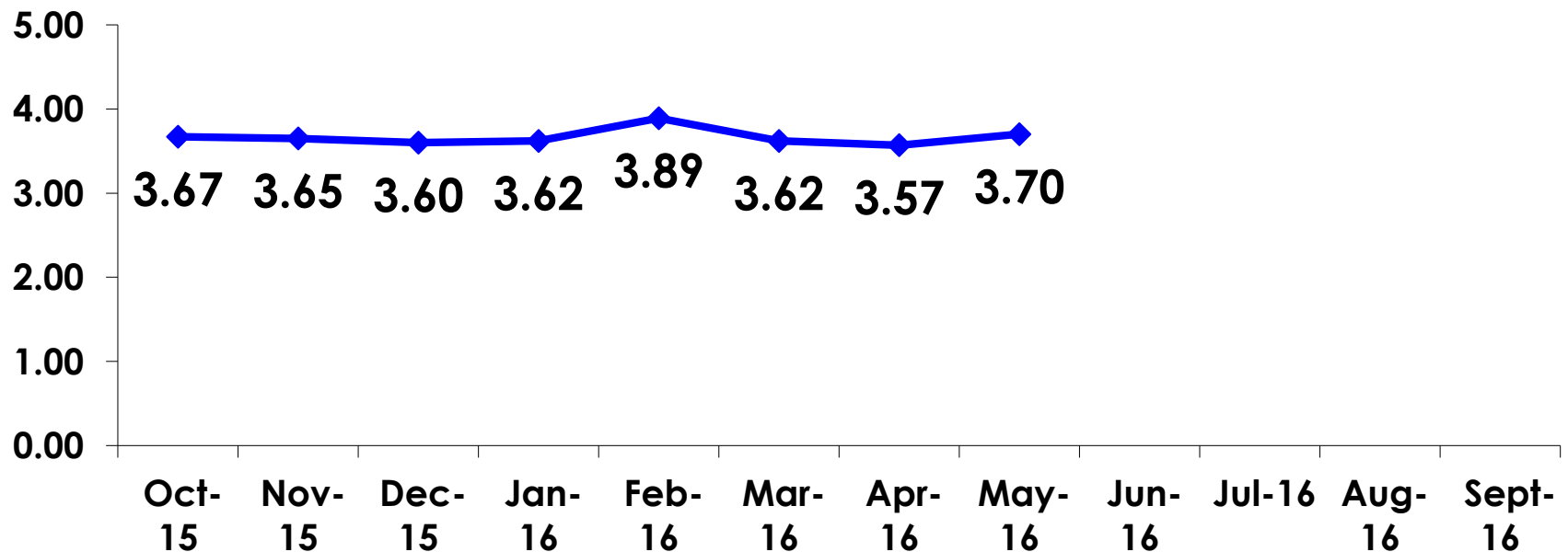
# PRIOR TRIPS TO GUAM - TRACKING



# 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	302	30	1	1	20	1	4	166	132	167	33	3	4	56
		Column N %	86%	71%	50%	50%	95%	100%	57%	90%	81%	84%	69%	60%	100%	84%
	No	Count	50	12	1	1	1	0	3	18	31	31	15	2	0	11
		Column N %	14%	29%	50%	50%	5%	0%	43%	10%	19%	16%	31%	40%	0%	16%
	Total	Count	352	42	2	2	21	1	7	184	163	198	48	5	4	67

# 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	3.70	3.67	3.00	6.50	3.95	4.00	6.71	3.65	3.77	3.51	4.06	3.00	3.00	3.61
Median	3	4	3	7	4	4	4	3	3	3	4	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	162	0	0	0	10	1	0	72	89	105	0	1	1	27
		Column N %	46%	0%	0%	0%	48%	100%	0%	39%	55%	53%	0%	20%	25%	40%
	Free-time package tour	Count	134	0	0	0	8	0	3	76	55	66	0	4	3	26
		Column N %	38%	0%	0%	0%	38%	0%	43%	41%	34%	33%	0%	80%	75%	39%
	Individually arranged travel (FIT)	Count	48	42	0	1	3	0	0	32	15	26	48	0	0	13
		Column N %	14%	100%	0%	50%	14%	0%	0%	17%	9%	13%	100%	0%	0%	19%
	Group tour	Count	2	0	2	1	0	0	0	2	0	0	0	0	0	1
		Column N %	1%	0%	100%	50%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%
	Company paid travel	Count	4	0	0	0	0	0	4	1	3	0	0	0	0	0
		Column N %	1%	0%	0%	0%	0%	0%	57%	1%	2%	0%	0%	0%	0%	0%
	Other	Count	2	0	0	0	0	0	0	1	1	1	0	0	0	0
		Column N %	1%	0%	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%
	Total	Count	352	42	2	2	21	1	7	184	163	198	48	5	4	67

# TRAVEL MOTIVATION - SEGMENTATION

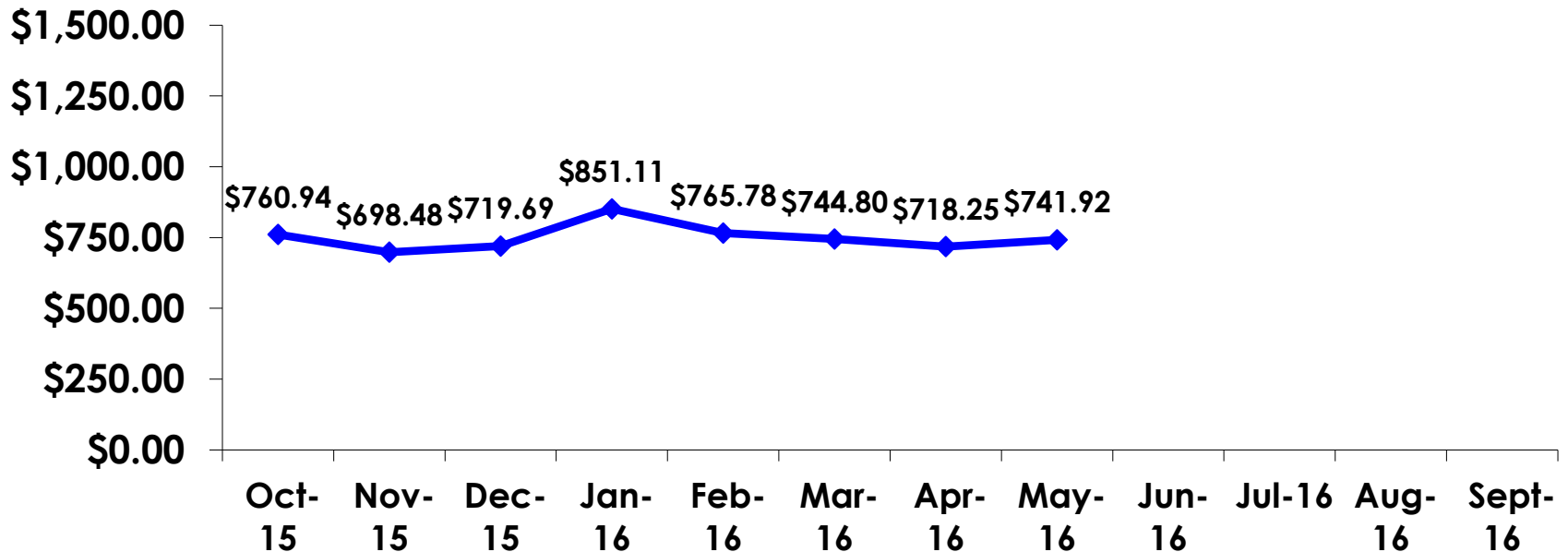
		TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	7%	14%	50%	50%	0%	0%	0%	4%	10%	9%	17%	20%	0%	12%
	Price	6%	10%	50%	0%	10%	0%	14%	7%	6%	5%	8%	0%	0%	6%
	Visit friends/ Relatives	3%	2%	50%	50%	0%	0%	0%	4%	1%	2%	4%	20%	0%	3%
	Recomm-friend/family/trvl agnt	16%	10%	0%	0%	0%	0%	14%	14%	17%	17%	13%	20%	50%	13%
	Scuba	2%	0%	0%	0%	0%	0%	0%	1%	4%	2%	0%	0%	0%	12%
	Water sports	11%	19%	0%	0%	0%	0%	0%	13%	9%	11%	19%	20%	0%	57%
	Short travel time	23%	45%	0%	0%	14%	0%	14%	23%	23%	27%	44%	0%	0%	39%
	Golf	1%	0%	50%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	4%
	Relax	58%	62%	100%	50%	19%	0%	43%	50%	69%	72%	60%	60%	0%	60%
	Company/ Business Trip	2%	0%	0%	0%	0%	0%	29%	2%	2%	0%	2%	0%	0%	0%
	Company Sponsored	1%	0%	0%	0%	0%	0%	57%	1%	1%	1%	0%	0%	0%	0%
	Safe	28%	33%	50%	0%	19%	100%	14%	23%	33%	33%	29%	20%	50%	34%
	Natural beauty	40%	60%	50%	0%	14%	100%	29%	40%	40%	44%	60%	20%	50%	54%
	Shopping	17%	29%	50%	0%	19%	0%	14%	17%	18%	18%	27%	20%	25%	27%
	Career Cert/ Testing	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
	Married/ Attn wedding	0%	0%	0%	0%	0%	100%	0%	1%	0%	0%	0%	0%	0%	0%
	Honeymoon	6%	7%	0%	0%	100%	0%	0%	10%	1%	0%	6%	0%	0%	3%
	Pleasure	12%	10%	50%	0%	14%	0%	0%	13%	10%	11%	10%	0%	0%	12%
	Organized sports	2%	2%	0%	0%	0%	0%	0%	2%	2%	2%	2%	0%	0%	9%
	Other	2%	5%	0%	0%	5%	0%	0%	2%	1%	2%	4%	0%	25%	1%
	Total Count	351	42	2	2	21	1	7	183	163	197	48	5	4	67

# 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	91%	93%	50%	100%	86%	100%	100%	91%	91%	93%	94%	80%	100%	96%	
	Friend/ Relative	36%	60%	50%	0%	24%	100%	14%	35%	37%	40%	60%	20%	50%	45%	
	Travel Agent Brochure	31%	5%	50%	50%	38%	0%	14%	27%	37%	37%	4%	40%	0%	34%	
	Prior Trip	14%	29%	50%	50%	5%	0%	43%	10%	18%	16%	29%	40%	0%	16%	
	Travel Guidebook- Bookstore	9%	12%	0%	0%	10%	0%	14%	9%	8%	6%	13%	40%	25%	10%	
	Co-Worker/ Company Trvl Dept	9%	10%	0%	0%	0%	0%	43%	8%	10%	7%	8%	40%	25%	9%	
	TV	4%	12%	0%	0%	10%	0%	14%	2%	6%	3%	10%	0%	0%	7%	
	GVB Office	3%	7%	0%	0%	10%	0%	0%	2%	4%	3%	6%	0%	0%	1%	
	Newspaper	1%	0%	0%	0%	0%	0%	0%	2%	1%	2%	0%	0%	0%	0%	
	Magazine (Consumer)	1%	2%	0%	0%	5%	0%	0%	2%	1%	1%	2%	0%	0%	0%	
	Other	0%	2%	0%	0%	0%	0%	0%	1%	0%	0%	2%	0%	0%	1%	
	Consumer Trvl Show	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	
	Radio	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	
	Total	Count	352	42	2	2	21	1	7	184	163	198	48	5	4	67

# SECTION 3 **EXPENDITURES**

# PREPAID EXPENDITURES - TRACKING



YTD=\$749.78

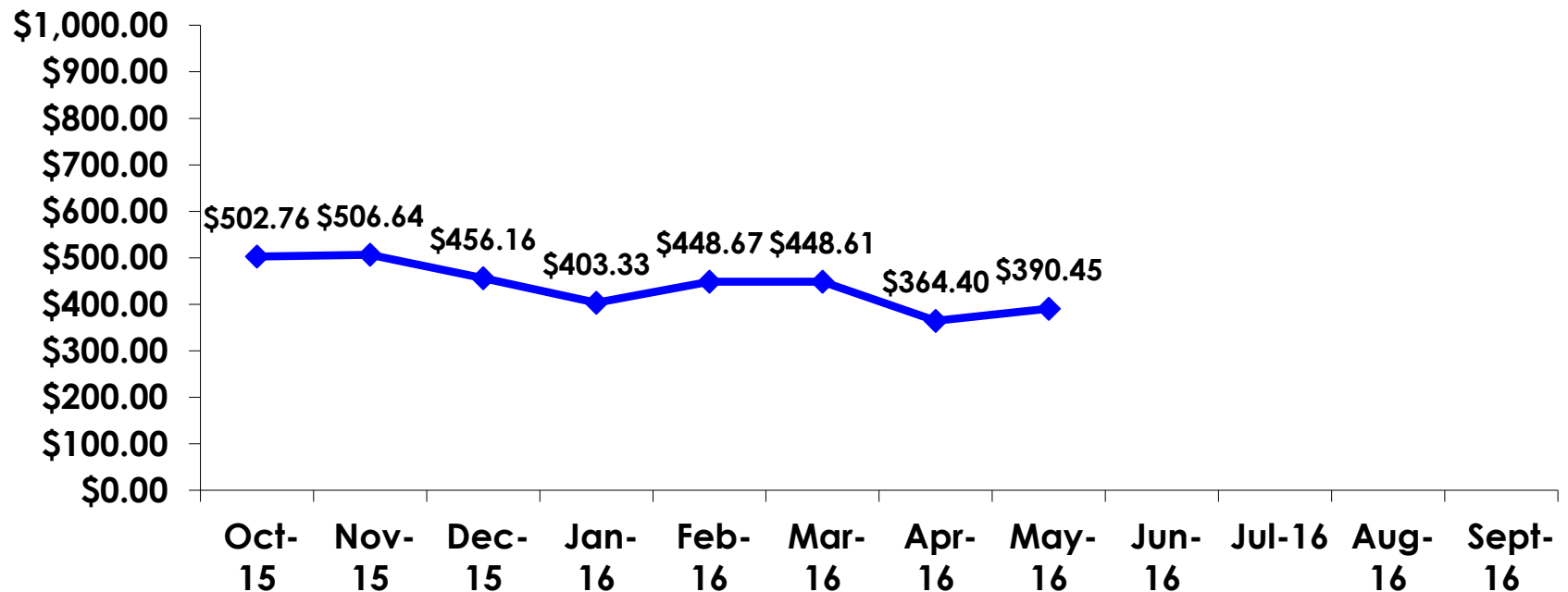
# PREPAID EXPENDITURES PER PERSON - SEGMENTATION

	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	\$741.92	\$625.17	\$430.85	\$0.00	\$1,084.52	\$1,507.98	\$587.81	\$766.27	\$722.67	\$667.07	\$622.06	\$481.98	\$591.23	\$871.64
Median	\$776	\$630	\$431	\$0	\$1,206	\$1,508	\$0	\$819	\$776	\$754	\$651	\$574	\$450	\$862
Minimum	\$0	\$0	\$0	\$0	\$0	\$1,508	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Maximum	\$5,946	\$2,686	\$862	\$0	\$2,154	\$1,508	\$2,413	\$2,686	\$5,946	\$2,686	\$2,686	\$1,206	\$1,465	\$5,946

# 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	\$2,546.94	\$2,014.40	\$861.70	.	\$1,744.95	.	.	\$2,018.22	\$3,178.67	\$2,949.40	\$1,990.54	\$1,798.09	\$2,498.94	\$2,842.81
	Median	\$2,068	\$1,723	\$862	.	\$1,723	.	.	\$1,723	\$2,542	\$2,585	\$1,723	\$1,723	\$2,499	\$1,896
AIR/ HOTEL/ MEAL	Mean	\$3,021.12	\$2,029.32	.	.	\$2,310.70	\$3,015.97	\$4,050.01	\$2,742.38	\$3,304.03	\$3,498.84	\$2,029.32	.	.	\$2,859.78
	Median	\$2,585	\$2,025	.	.	\$2,585	\$3,016	\$4,050	\$2,542	\$3,016	\$3,102	\$2,025	.	.	\$2,585
AIR ONLY	Mean	\$1,165.50	\$1,689.90	.	.	\$861.70	.	\$504.10	\$1,208.41	\$1,124.96	\$1,668.26	\$1,580.37	.	\$517.02	\$1,391.98
	Median	\$862	\$1,163	.	.	\$862	.	\$504	\$862	\$948	\$1,551	\$1,120	.	\$517	\$862
HOTEL ONLY	Mean	\$867.83	\$783.37	.	.	\$947.88	.	\$1,348.57	\$760.62	\$1,153.12	\$1,093.70	\$733.77	.	\$517.02	\$662.44
	Median	\$689	\$776	.	.	\$948	.	\$1,349	\$689	\$776	\$948	\$646	.	\$517	\$603
HOTEL & MEAL	Mean	\$1,501.83	\$1,608.52	.	.	.	.	.	\$1,551.07	\$1,482.13	\$1,594.15	\$1,608.52	.	.	\$1,062.77
	Median	\$1,723	\$2,154	.	.	.	.	.	\$1,551	\$1,723	\$1,939	\$2,154	.	.	\$948
F&B HOTEL	Mean	.	.	.	.	.	.	.	.	.	.	.	.	.	.
	Median	.	.	.	.	.	.	.	.	.	.	.	.	.	.
TRANS- KOREA	Mean	\$59.49	\$75.40	.	.	\$103.40	.	\$86.17	\$54.81	\$67.71	\$67.71	\$75.40	.	\$86.17	\$53.14
	Median	\$47	\$56	.	.	\$103	.	\$86	\$47	\$43	\$43	\$56	.	\$86	\$43
TRANS- GUAM	Mean	\$236.49	\$228.35	.	.	.	.	.	\$225.48	\$258.51	\$211.98	\$228.35	.	.	\$155.11
	Median	\$172	\$172	.	.	.	.	.	\$172	\$259	\$172	\$172	.	.	\$155
OPT TOURS	Mean	\$560.11	\$430.85	.	.	\$430.85	.	.	\$603.19	\$344.68	\$344.68	\$430.85	.	.	\$344.68
	Median	\$431	\$431	.	.	\$431	.	.	\$431	\$345	\$345	\$431	.	.	\$345
OTHER	Mean	\$621.15	\$649.15	.	.	\$51.70	.	.	\$677.05	\$564.90	\$307.63	\$1,208.54	.	\$344.68	\$1,561.84
	Median	\$190	\$672	.	.	\$52	.	.	\$194	\$172	\$172	\$896	.	\$345	\$1,637
TOTAL	Mean	\$2,206.82	\$1,946.63	\$430.85	\$0.00	\$2,004.08	\$3,015.97	\$1,120.22	\$1,990.17	\$2,479.43	\$2,544.75	\$1,883.90	\$1,078.85	\$1,615.70	\$2,419.98
	Median	\$2,034	\$1,422	\$431	\$0	\$2,154	\$3,016	\$0	\$1,754	\$2,327	\$2,585	\$1,379	\$1,258	\$1,293	\$1,896

# ON-ISLAND EXPENDITURES - TRACKING



YTD = \$440.56



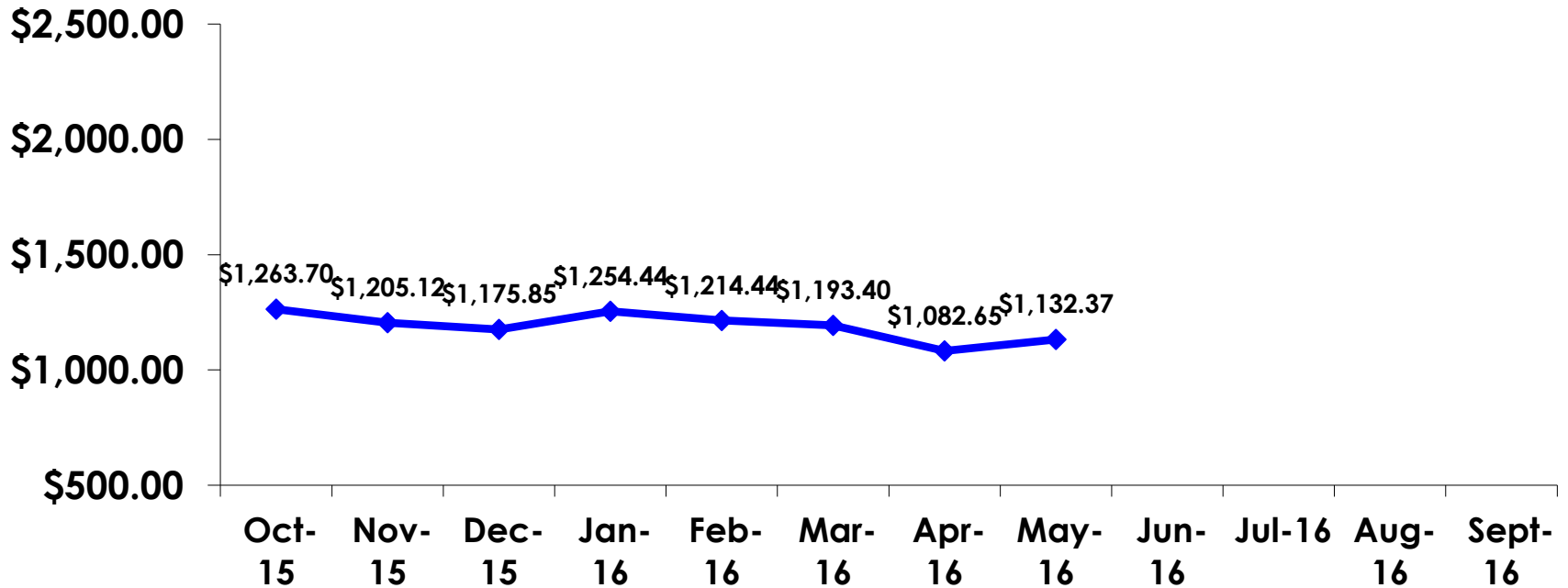
# ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		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	\$390.45	\$515.09	\$1,000.00	\$500.00	\$931.33	\$750.00	\$379.64	\$427.15	\$348.18	\$279.34	\$513.41	\$151.67	\$397.50	\$416.70
	Median	\$300	\$406	\$1,000	\$500	\$850	\$750	\$300	\$300	\$250	\$200	\$400	\$125	\$195	\$300
	Minimum	\$0	\$0	\$0	\$0	\$0	\$750	\$13	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$4,500	\$1,500	\$2,000	\$1,000	\$4,500	\$750	\$1,050	\$4,500	\$3,000	\$2,000	\$1,500	\$500	\$1,200	\$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	\$52.64	\$157.43	\$0.00	\$0.00	\$9.90	\$0.00	\$0.00	\$53.11	\$52.50	\$71.73	\$141.19	\$18.40	\$50.00	\$50.13
F&B FF/STORE	Mean	\$25.79	\$45.02	\$0.00	\$0.00	\$45.71	\$0.00	\$67.14	\$22.91	\$28.98	\$30.07	\$39.60	\$0.00	\$10.00	\$33.67
F&B RESTRNT	Mean	\$78.96	\$245.24	\$0.00	\$0.00	\$100.48	\$0.00	\$117.14	\$99.51	\$56.35	\$88.13	\$223.33	\$0.00	\$25.00	\$90.06
OPT TOUR	Mean	\$74.72	\$106.19	\$0.00	\$0.00	\$134.29	\$0.00	\$28.57	\$81.79	\$67.13	\$69.41	\$103.33	\$0.00	\$77.50	\$86.57
GIFT- SELF	Mean	\$170.70	\$300.95	\$0.00	\$0.00	\$178.33	\$0.00	\$157.14	\$168.32	\$178.62	\$159.85	\$269.58	\$0.00	\$0.00	\$234.48
GIFT- OTHER	Mean	\$129.32	\$184.76	\$0.00	\$0.00	\$672.62	\$0.00	\$185.71	\$145.71	\$104.97	\$101.34	\$166.46	\$0.00	\$400.00	\$120.15
TRANS	Mean	\$53.81	\$134.19	\$0.00	\$0.00	\$71.81	\$0.00	\$58.57	\$56.90	\$47.93	\$49.70	\$121.48	\$28.00	\$75.00	\$52.51
OTHER	Mean	\$449.07	\$339.52	\$1,000.00	\$500.00	\$641.90	\$1,500.00	\$18.57	\$379.69	\$539.08	\$484.18	\$338.33	\$333.60	\$0.00	\$332.99
TOTAL	Mean	\$1,035.30	\$1,513.31	\$1,000.00	\$500.00	\$1,855.05	\$1,500.00	\$632.86	\$1,008.48	\$1,075.56	\$1,054.92	\$1,403.31	\$380.00	\$637.50	\$1,000.55

# TOTAL EXPENDITURES – TRACKING



YTD=\$1,190.34

# TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/FIT	GROUP TRVL	ENGLANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$1,132.37	\$1,140.26	\$1,430.85	\$500.00	\$2,015.85	\$2,257.98	\$967.45	\$1,193.42	\$1,070.85	\$946.41	\$1,135.48	\$633.65	\$988.73	\$1,288.34
	Median	\$1,069	\$1,054	\$1,431	\$500	\$1,837	\$2,258	\$500	\$1,117	\$1,020	\$987	\$1,050	\$708	\$645	\$1,146
	Minimum	\$0	\$0	\$0	\$0	\$0	\$2,258	\$13	\$0	\$0	\$0	\$0	\$0	\$0	\$68
	Maximum	\$6,346	\$2,849	\$2,862	\$1,000	\$5,793	\$2,258	\$2,713	\$5,793	\$6,346	\$3,379	\$2,849	\$1,206	\$2,665	\$6,346

# 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 2015, Jan, Feb, Mar, Apr, May 2016, and Overall Oct-2015 - May 2016**

	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	<b>May-16</b>	Combin ed Oct- 2015 - May 2016
Drivers:	rank	rank	rank	rank	rank	rank	rank	<b>rank</b>	rank
Quality & Cleanliness of beaches & parks				3			4	<b>3</b>	11
Ease of getting around			5			5			10
Safety walking around at night			2		3			<b>7</b>	6
Quality of daytime tours									
Variety of daytime tours				2					9
Quality of nighttime tours					6	4			
Variety of nighttime tours									
Quality of shopping	2	3				3	2		3
Variety of shopping					2			<b>6</b>	
Price of things on Guam									
Quality of hotel accommodations	5	5	4				5		5
Quality/cleanliness of air, sky	1			6		2		<b>5</b>	7
Quality/cleanliness of parks		1	3						
Quality of landscape in Tumon	4				5				2
Quality of landscape in Guam		4		4	1		1	<b>1</b>	4
Quality of ground handler	6			5			6	<b>4</b>	8
Quality/cleanliness of transportation vehicles	3	2	1	1	4	1	3	<b>2</b>	1
% of Per Person On Island Expenditures Accounted For	56.1%	44.7%	51.3%	49.0%	58.7%	49.5%	45.8%	<b>45.2%</b>	48.9%

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 seven significant factors in the May 2016 Period. By rank order they are:
  - **Quality of landscape in Guam,**
  - **Quality/cleanliness of transportation vehicles,**
  - **Quality & cleanliness of beaches & parks,**
  - **Quality of ground handler,**
  - **Quality/cleanliness of air, sky,**
  - **Variety of shopping, and**
  - **Safety in walking around at night.**
- With all seven 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 2015, Jan, Feb, Mar, Apr, May 2016 and Overall Oct-2015-May 2016**

	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	<b>May-16</b>	Combin ed Oct- 2015- May 2016
Drivers:	rank	rank	rank	rank	rank	rank	rank	<b>rank</b>	rank
Quality & Cleanliness of beaches & parks		2					1		
Ease of getting around									3
Safety walking around at night									
Quality of daytime tours									
Variety of daytime tours									
Quality of nighttime tours					1				2
Variety of nighttime tours									
Quality of shopping		4			2				
Variety of shopping		3						<b>2</b>	
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					2	<b>1</b>	1
Quality of ground handler									
Quality/cleanliness of transportation vehicles				1		1			4
% of Per Person On Island Expenditures Accounted For	0.0%	5.2%	0.0%	1.9%	3.9%	1.2%	5.3%	<b>4.1%</b>	1.6%

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 May 2016 period. By rank order they are:
  - **Quality of landscape in Guam, and**
  - **Variety of shopping.**
- With these factors the overall  $r^2$  is .041 meaning that **4.1% of per person on island expenditure is accounted for by these factors.**