

Guam Visitors Bureau

Japan Visitor Tracker Exit Profile & Market Segmentation Report

FY2017

OCTOBER 2016

Prepared by: Anthology Research

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GUAM
VISITORS
BUREAU
SETBISION BISITAN GUAHAN



Background and Methodology

- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, Anthology's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **350** 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 **350** is +/- 5.23 percentage points with a 95% confidence level. That is, if all Japan 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

- To monitor the effectiveness of the Japan seasonal campaigns in attracting Japan visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Japan marketing plan.
- Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.

Key Highlighted Segments

- **The specific objectives were:**
 - To determine the relative size and expenditure behavior of the following market segments:
 - Families (Q6)
 - Office Lady/ Salary Woman (Gender/ Q25 Office worker- non-managerial)
 - Group Tour (Q7)
 - MICE (Q5A Convention/ Conference/ Trade Show/ Company sponsored)
 - Silver (QF Age 60+)
 - Wedding (Q5A)
 - Repeat Visitor (Q3A)
 - To identify the most significant factors affecting overall visitor satisfaction.
 - To identify (for all Japan visitors) the most important determinants of on-island spending

Key Highlighted Segments

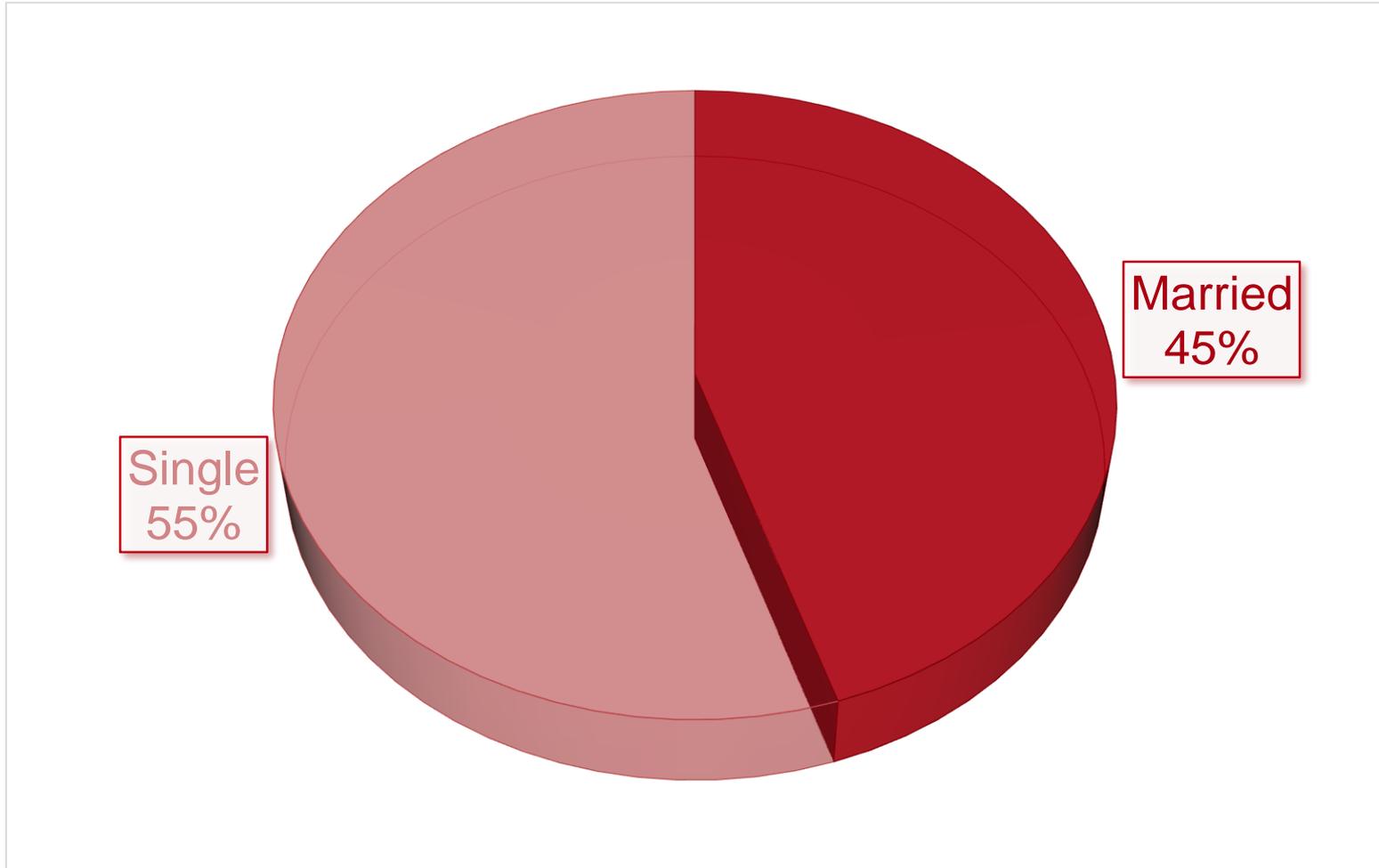


	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
Family	55%											
Repeat	54%											
Office Lady	20%											
Wedding	10%											
Silver	9%											
Group	5%											
MICE	5%											

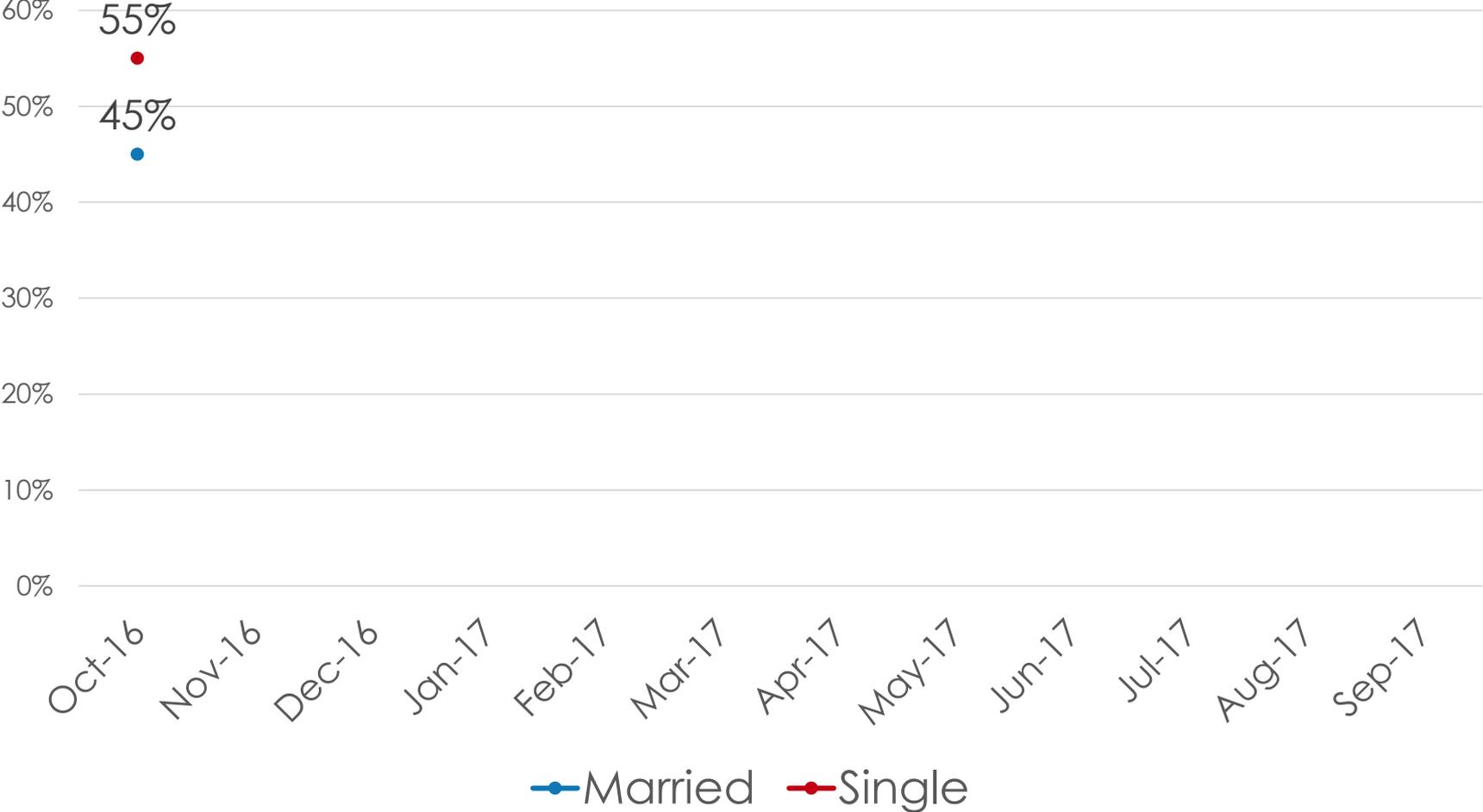
SECTION 1

PROFILE OF RESPONDENTS

Marital Status



Marital status – FY2017 Tracking



Marital status – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

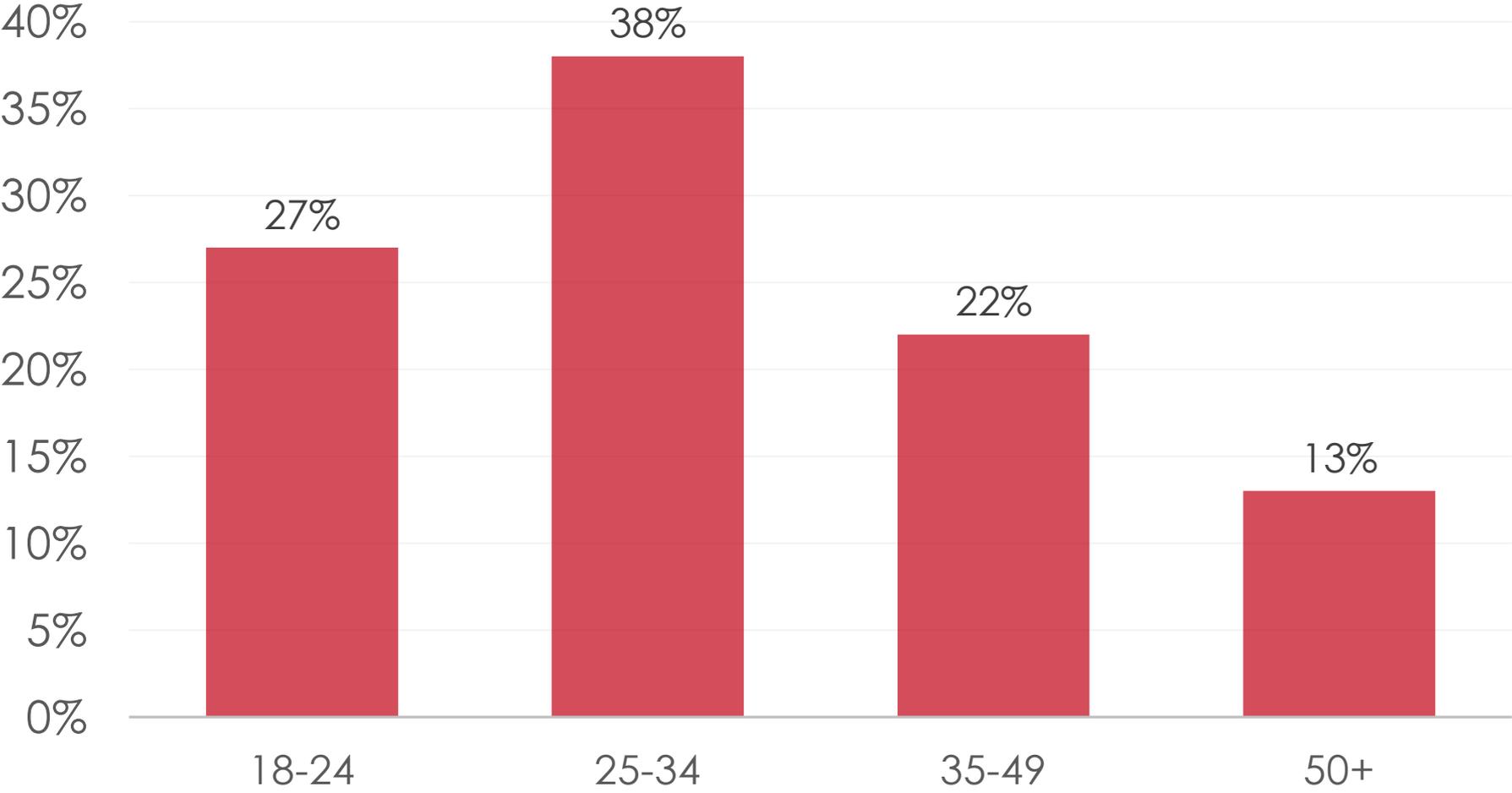
QE Are you married or single?

		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
QE	Married	45%	82%	23%	69%	95%	50%	56%	54%
	Single	55%	18%	77%	31%	5%	50%	44%	46%
	Total	347	136	48	13	22	24	134	13

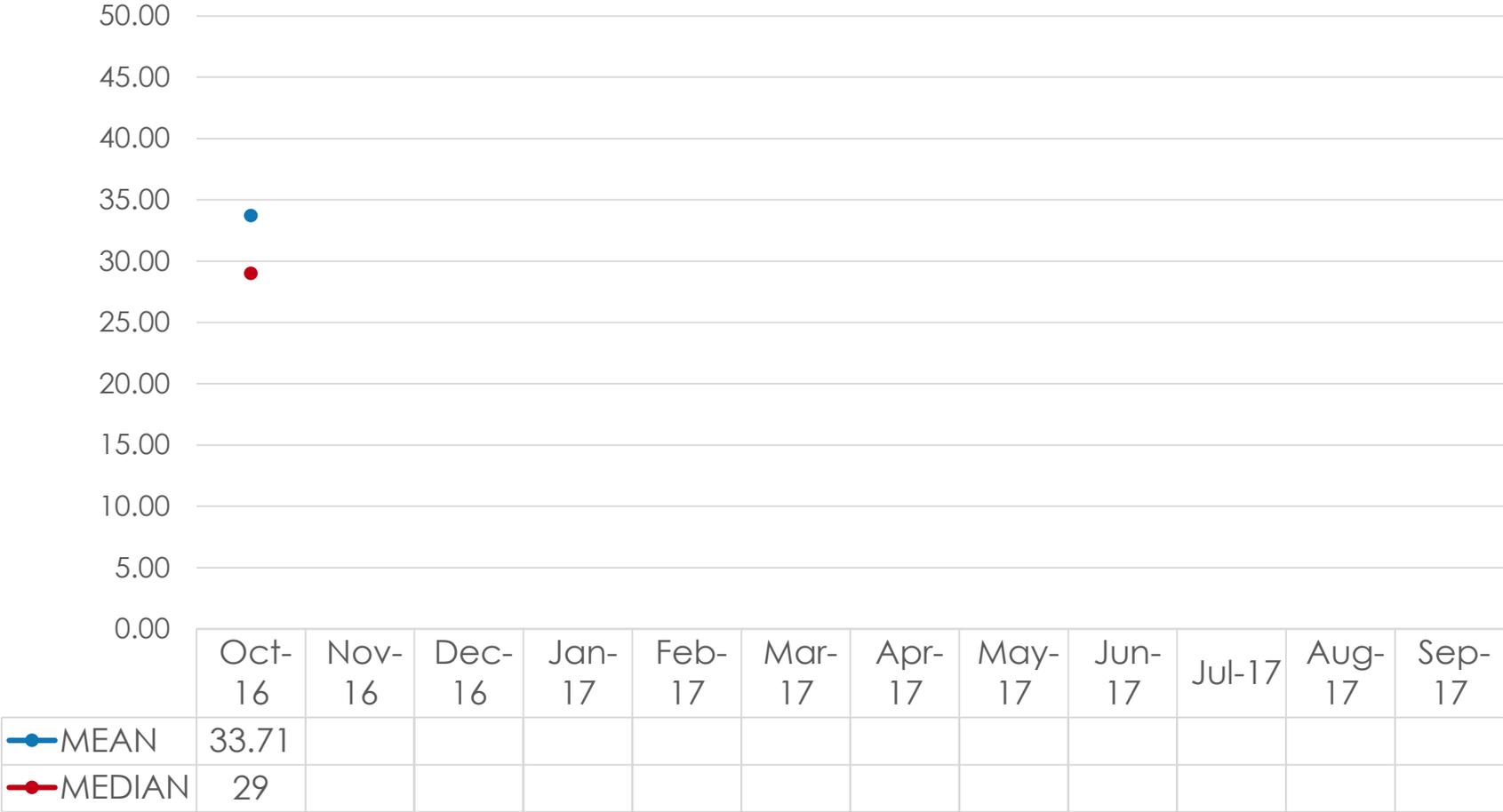
Prepared by QMark Research

Age

MEAN = 33.71
MEDIAN = 29



Age – FY2017 Tracking



Age – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

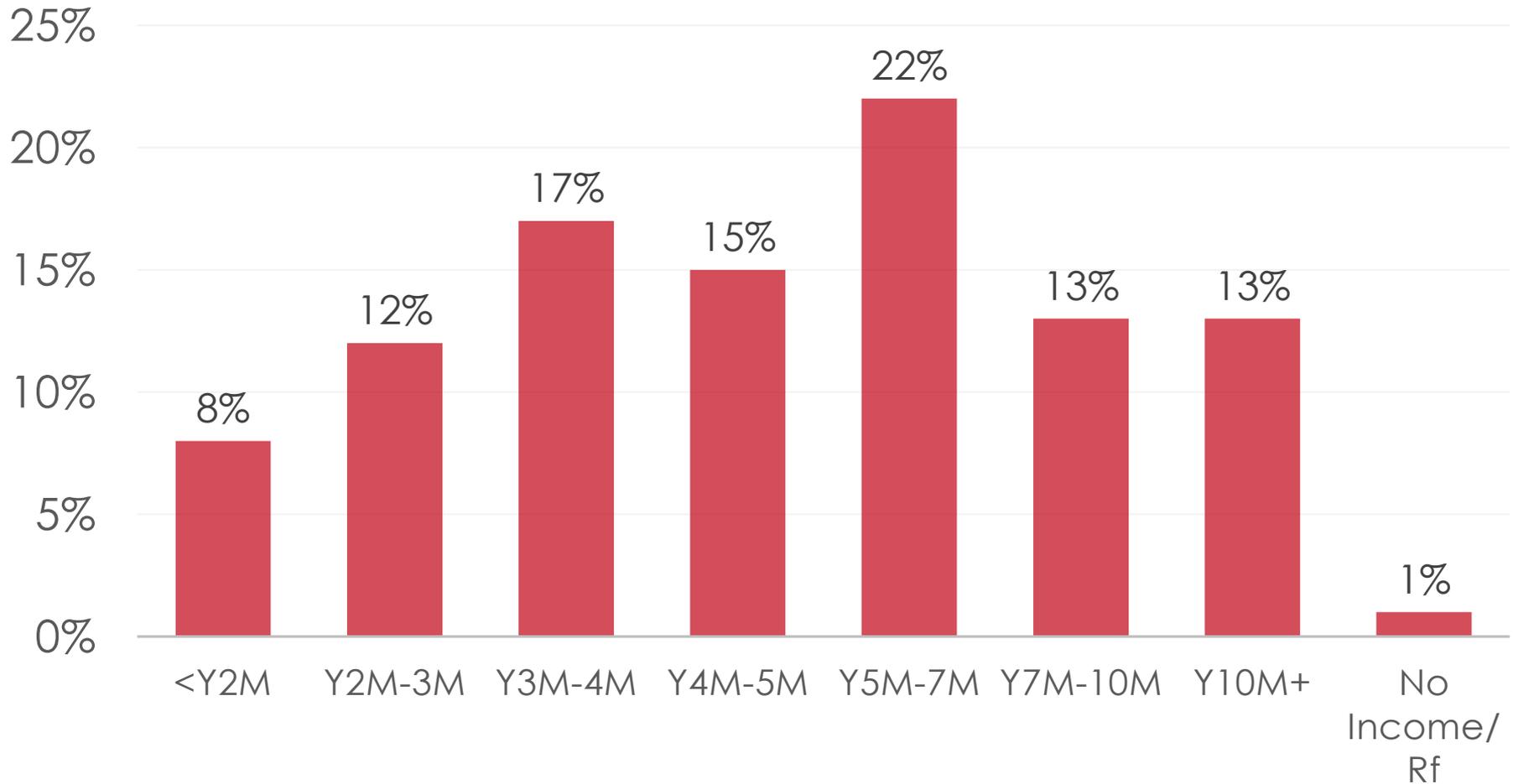
QF And what was your age on your last birthday?

		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
QF	18-24	27%	8%	27%	8%		4%	13%	15%
	24-34	38%	41%	50%	31%		71%	33%	38%
	35-49	22%	31%	19%	54%		4%	34%	31%
	50+	13%	20%	4%	8%	100%	21%	19%	15%
	Total	346	135	48	13	22	24	135	13
QF	Mean	33.71	38.02	30.15	39.15	64.36	35.87	38.31	35.77
	Median	29	36	28	38	64	31	36	33

Prepared by QMark Research

Annual Household Income

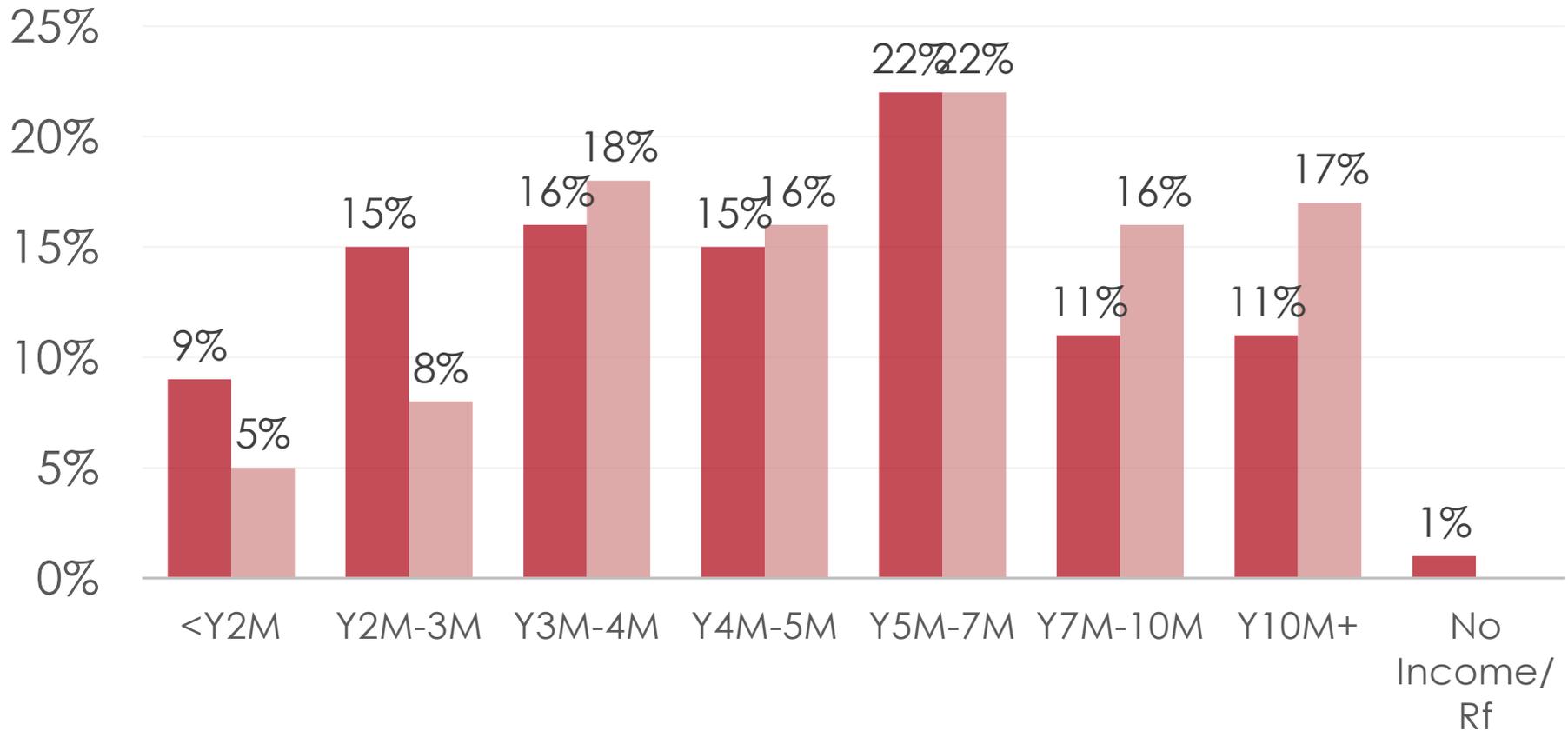
EXCHANGE RATE ¥107.28=\$1



Annual Household Income

EXCHANGE RATE ¥107.28=\$1

■ 1st Time ■ Repeat



Annual Household Income – Key Segments

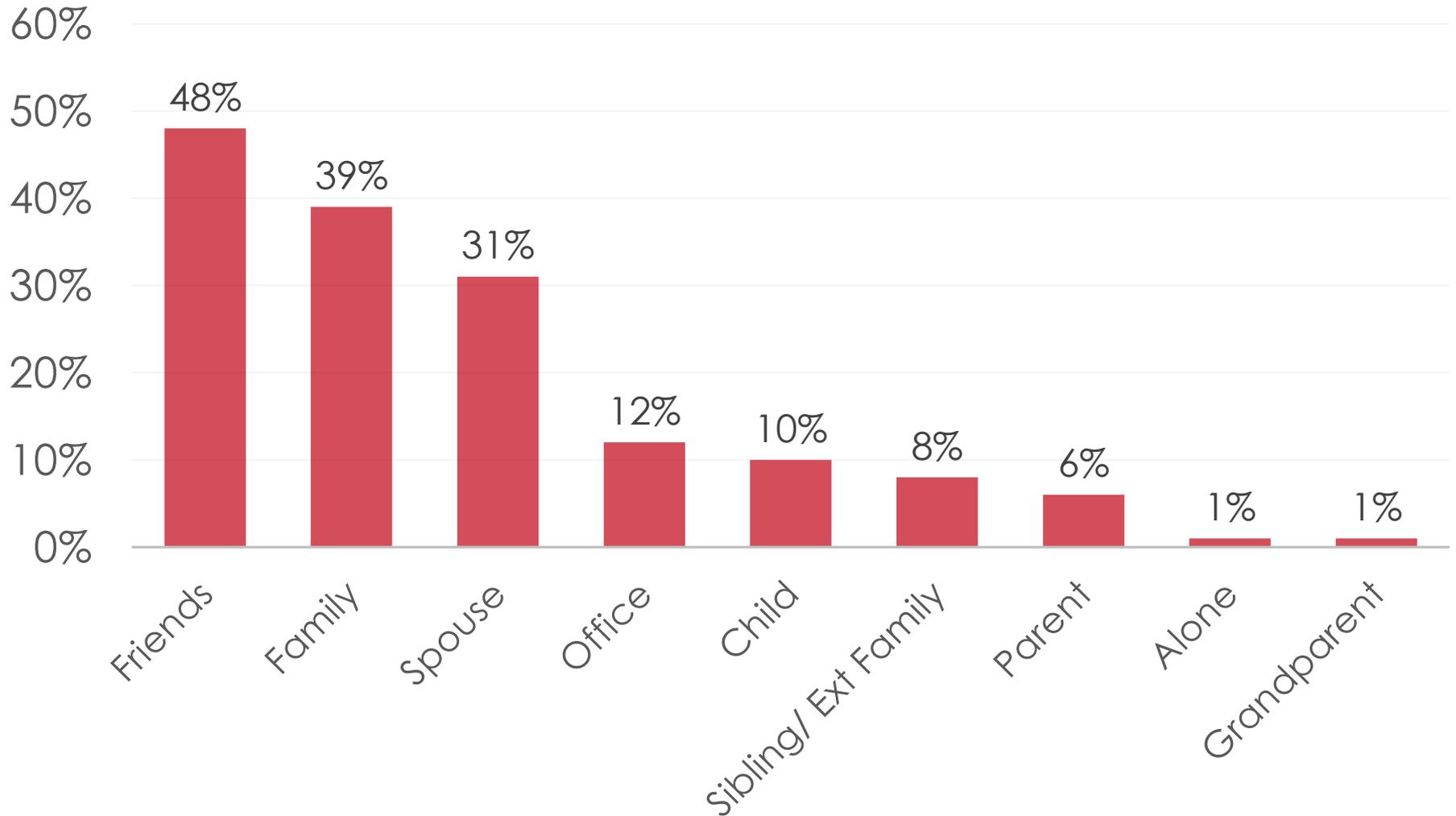
GUAM VISITORS BUREAU - EXIT SURVEY

Q26 What is your approximate annual household income before taxes?

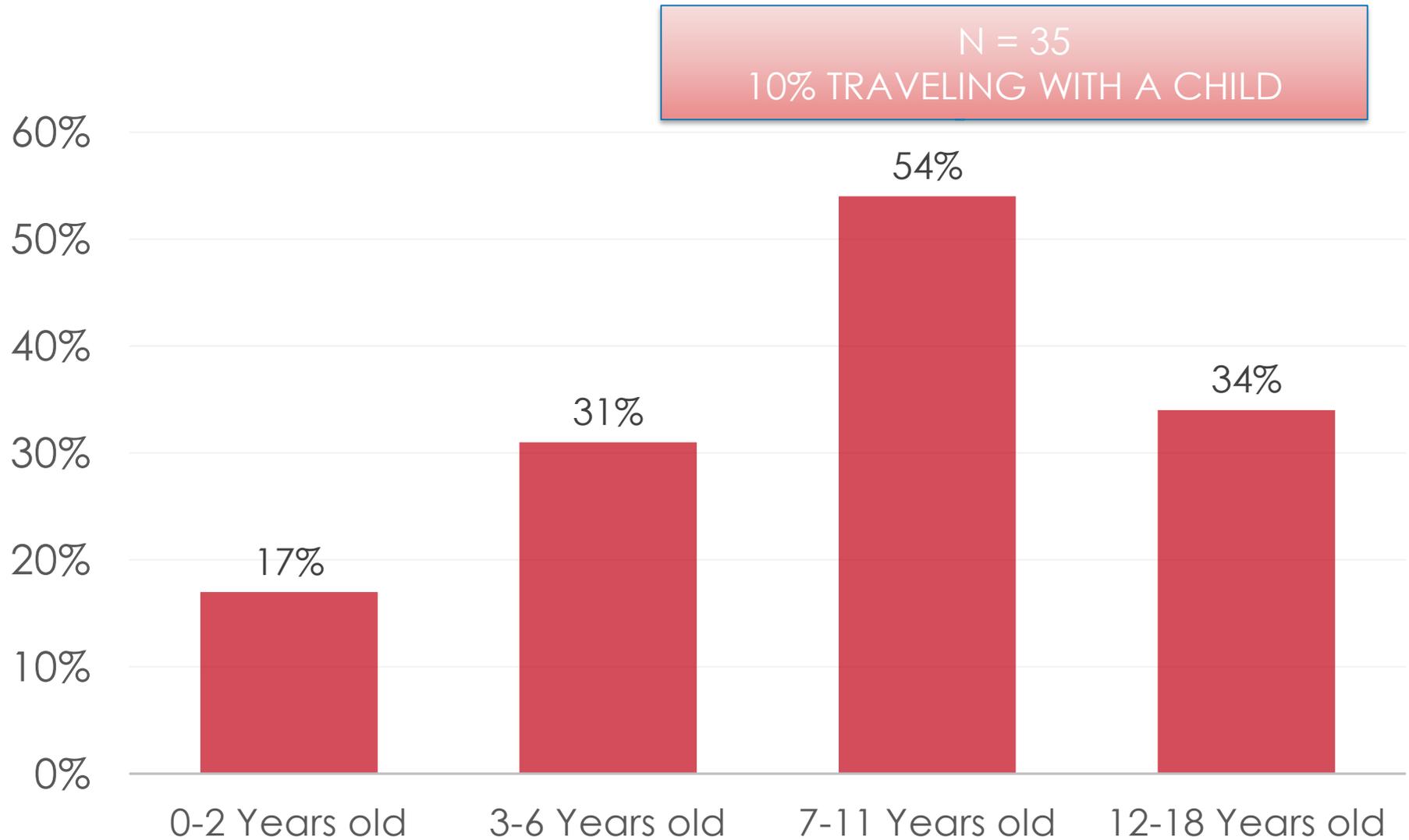
		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
Q26	<Y2.0 million	8%	5%	5%			5%	5%	
	Y2.0M-Y3.0M	12%	8%	27%	10%	5%	10%	8%	8%
	Y3.0M-Y4.0M	17%	13%	17%	30%	10%	35%	18%	25%
	Y4.0M-Y5.0M	15%	17%	12%	10%	35%	25%	16%	17%
	Y5.0M-Y7.0M	22%	31%	17%	10%	30%	10%	22%	17%
	Y7.0M-Y10.0M	13%	14%	10%	20%	10%	10%	16%	8%
	Y10.0M+	13%	12%	12%	20%	10%	5%	17%	25%
	No Income	1%							
	Total	304	126	41	10	20	20	120	12

Prepared by QMark Research

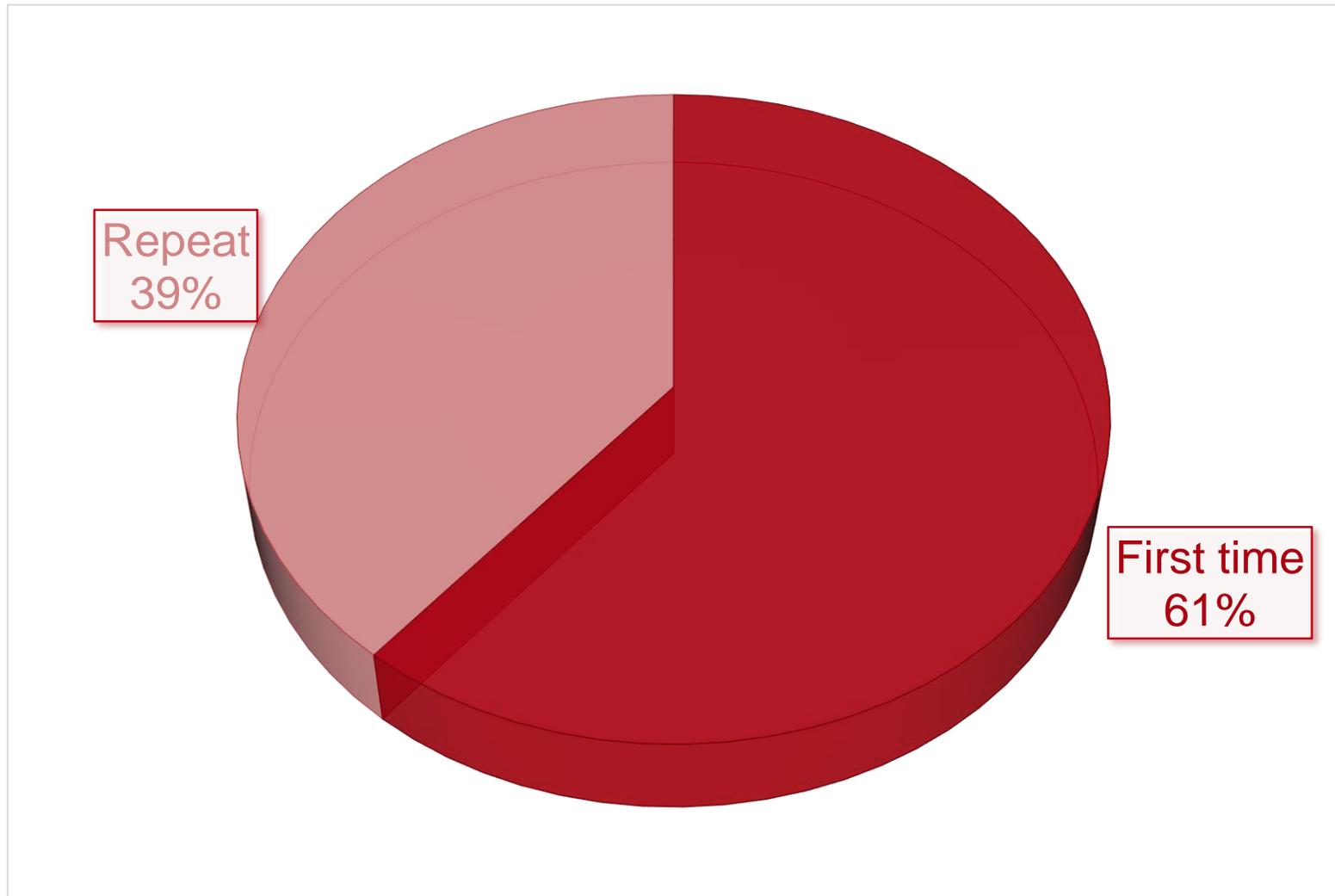
Travel Party



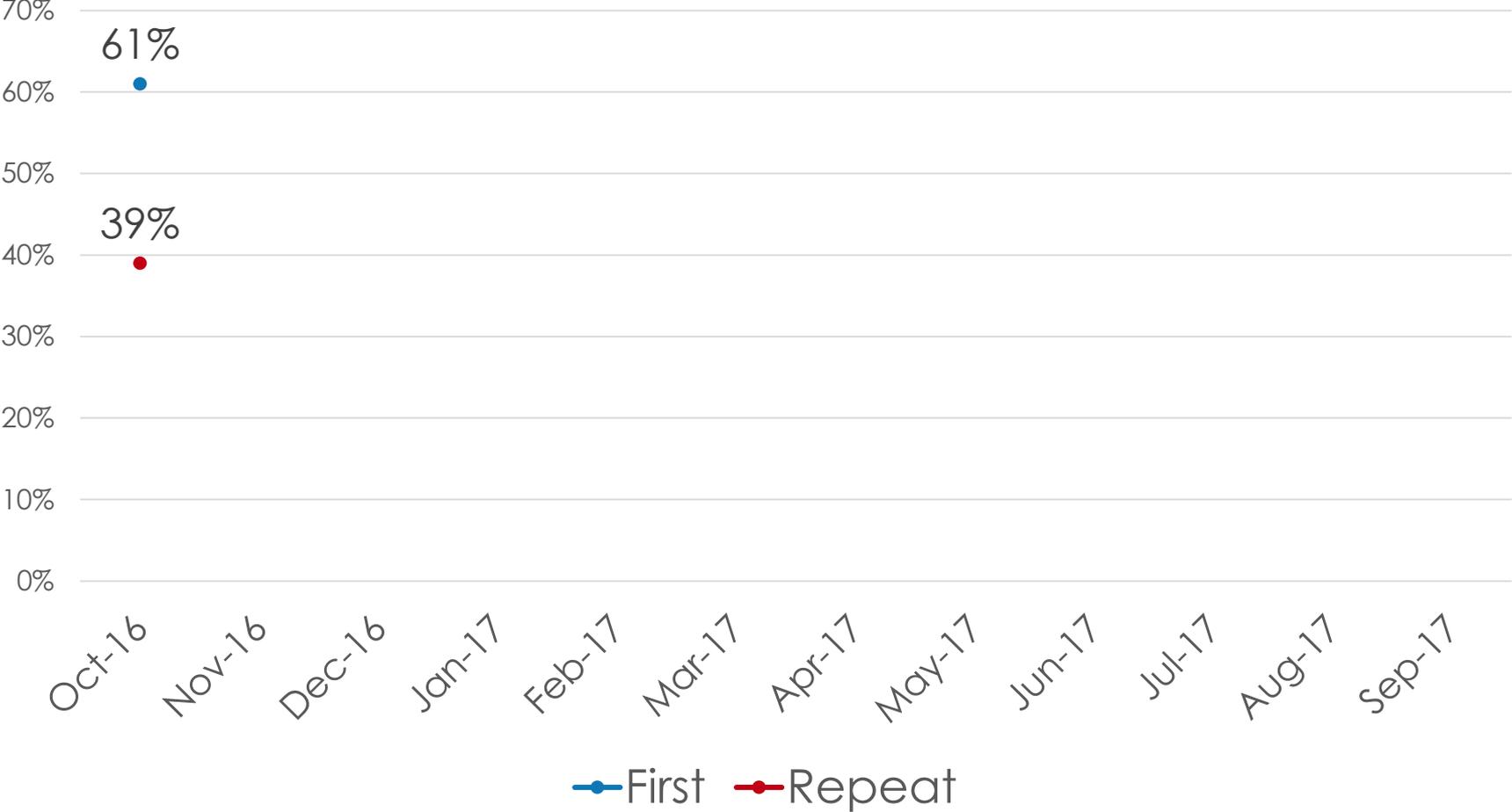
Travel Party - Children



Trips to Guam



Trips to Guam – FY2017 Tracking



Trips to Guam – Key Segments

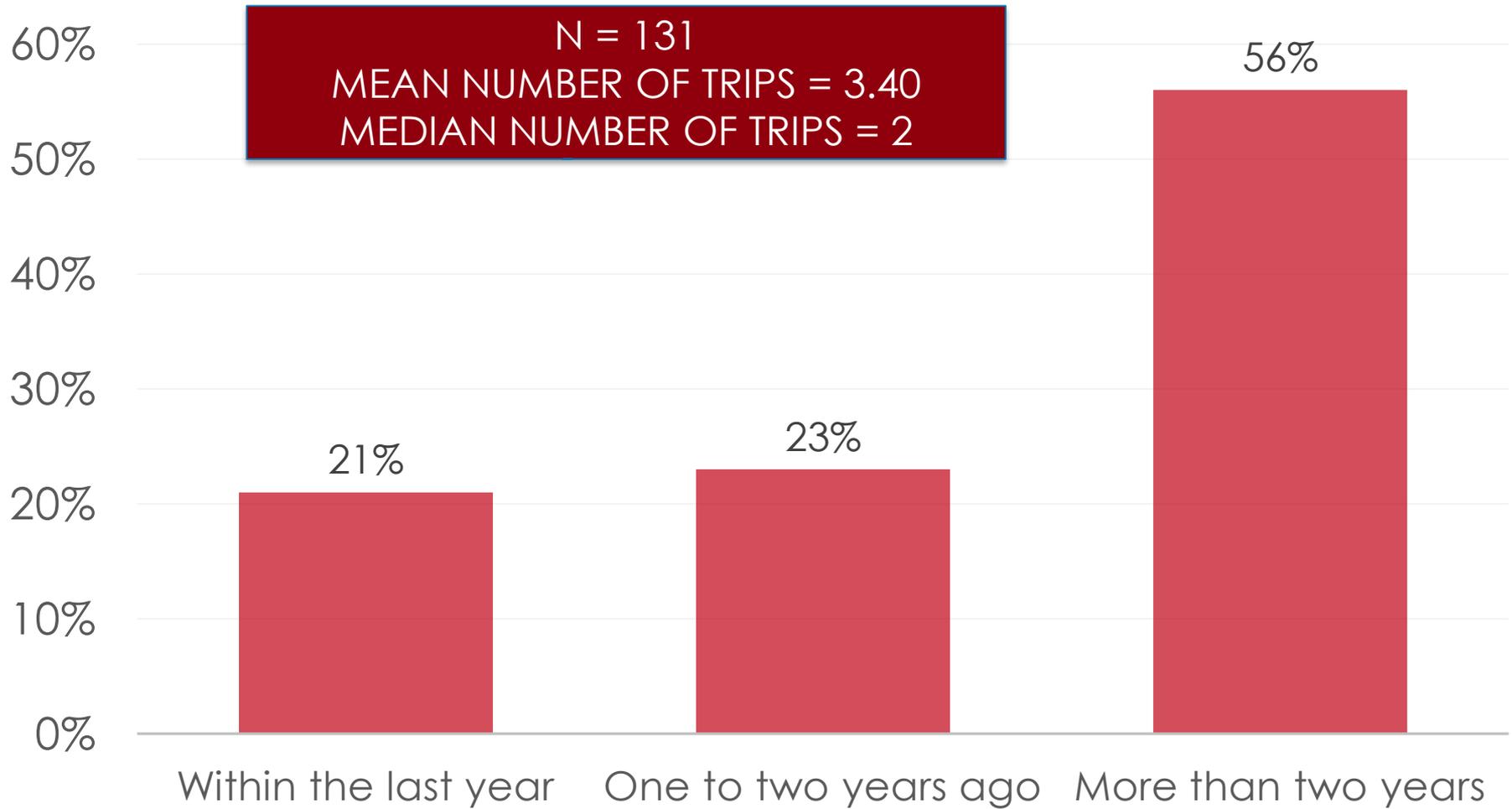
GUAM VISITORS BUREAU - EXIT SURVEY

Q3A Is this your first trip to Guam?

		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
q3a	Yes	61%	55%	57%	31%	36%	75%		38%
	No	39%	45%	43%	69%	64%	25%	100%	62%
	Total	350	136	49	13	22	24	135	13

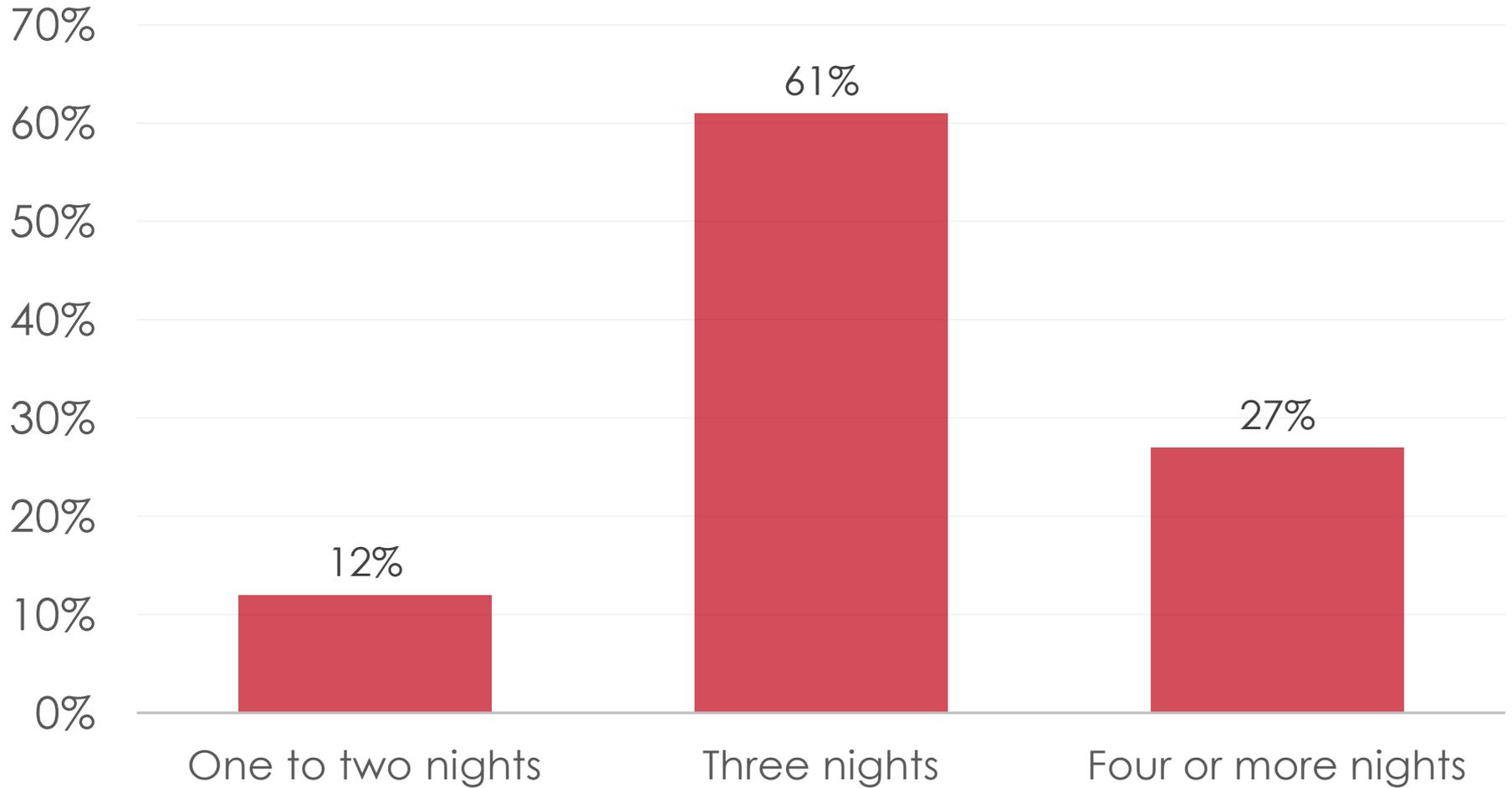
Prepared by QMark Research

Repeat Visitor- Most Recent Trip



Length of Stay

MEAN NUMBER OF NIGHTS = 3.18
MEDIAN NUMBER OF NIGHTS = 3



Length of Stay – FY2017 Tracking



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	3.18											
MEDIAN	3											

Length of Stay – Key Segments

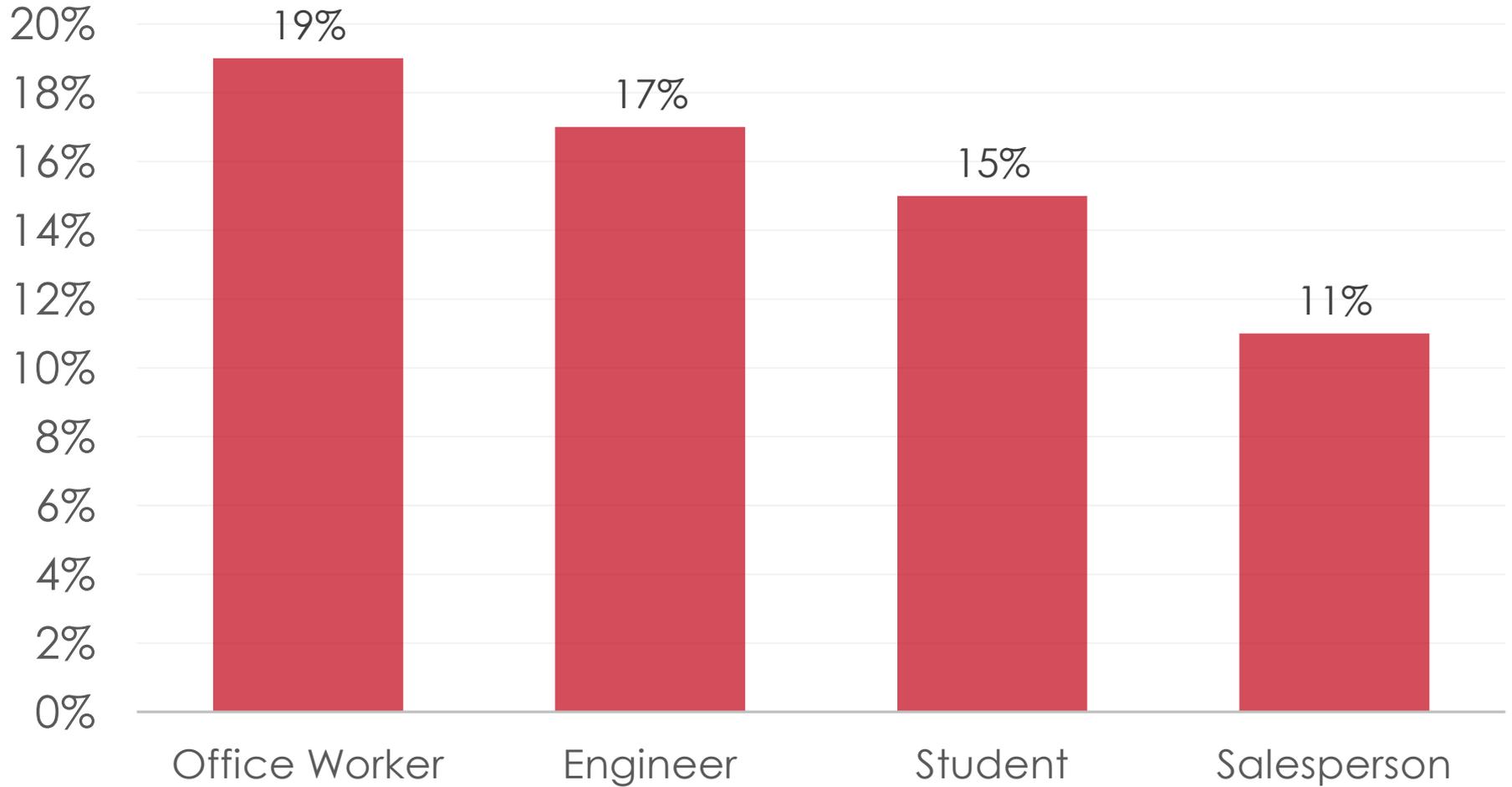
GUAM VISITORS BUREAU - EXIT SURVEY

Q8 How many nights did you stay on Guam?

		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
Q8	1-2	12%	13%	9%	8%	20%	10%	13%	15%
	3	61%	48%	73%	85%	55%	70%	61%	77%
	4+	27%	39%	18%	8%	25%	20%	26%	8%
	Total	323	129	44	13	20	20	127	13
Q8	Mean	3.18	3.35	3.11	3.00	3.10	3.10	3.21	2.92
	Median	3	3	3	3	3	3	3	3

Prepared by QMark Research

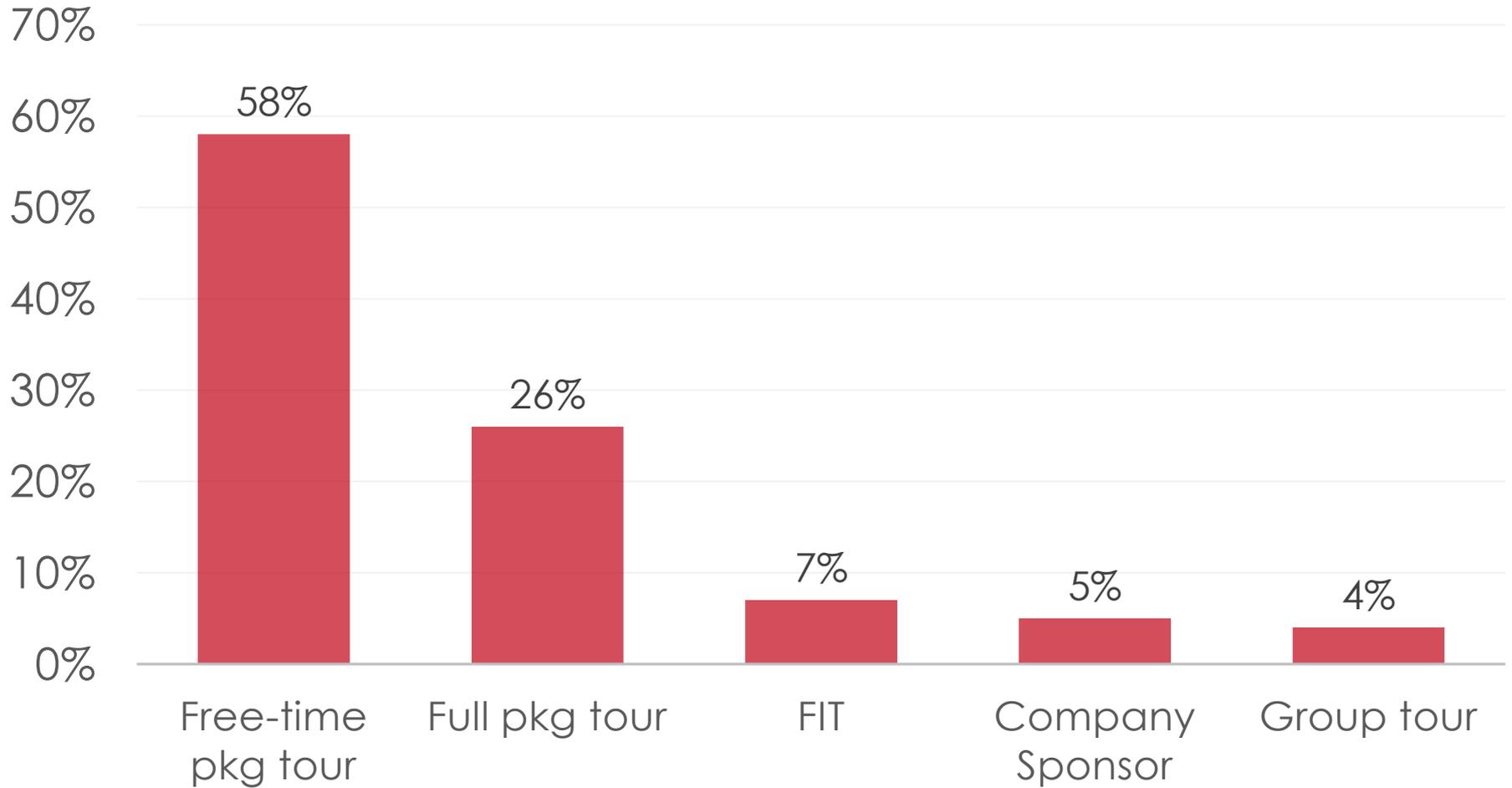
Occupation – Top Responses (10%+)



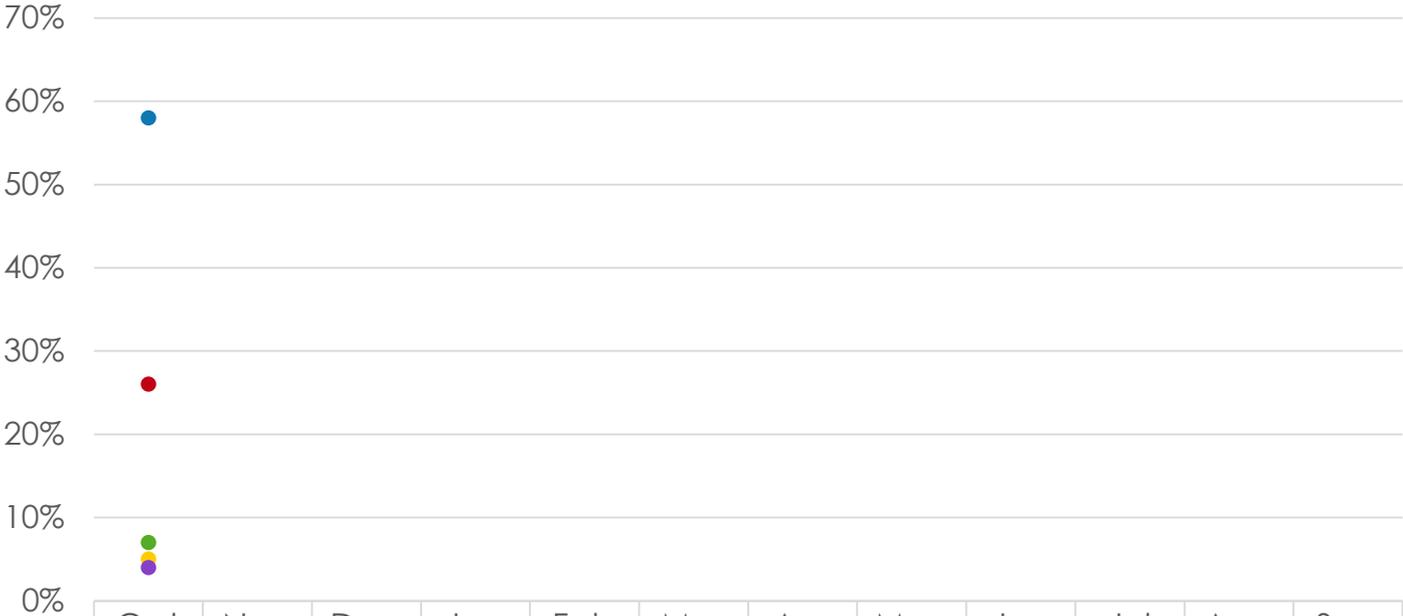
SECTION 2

TRAVEL PLANNING

Travel Planning



Travel Planning – FY2017 Tracking



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
Free-time pkg tour	58%											
Full pkg tour	26%											
FIT	7%											
Company	5%											
Group	4%											

Travel Planning – Key Segments

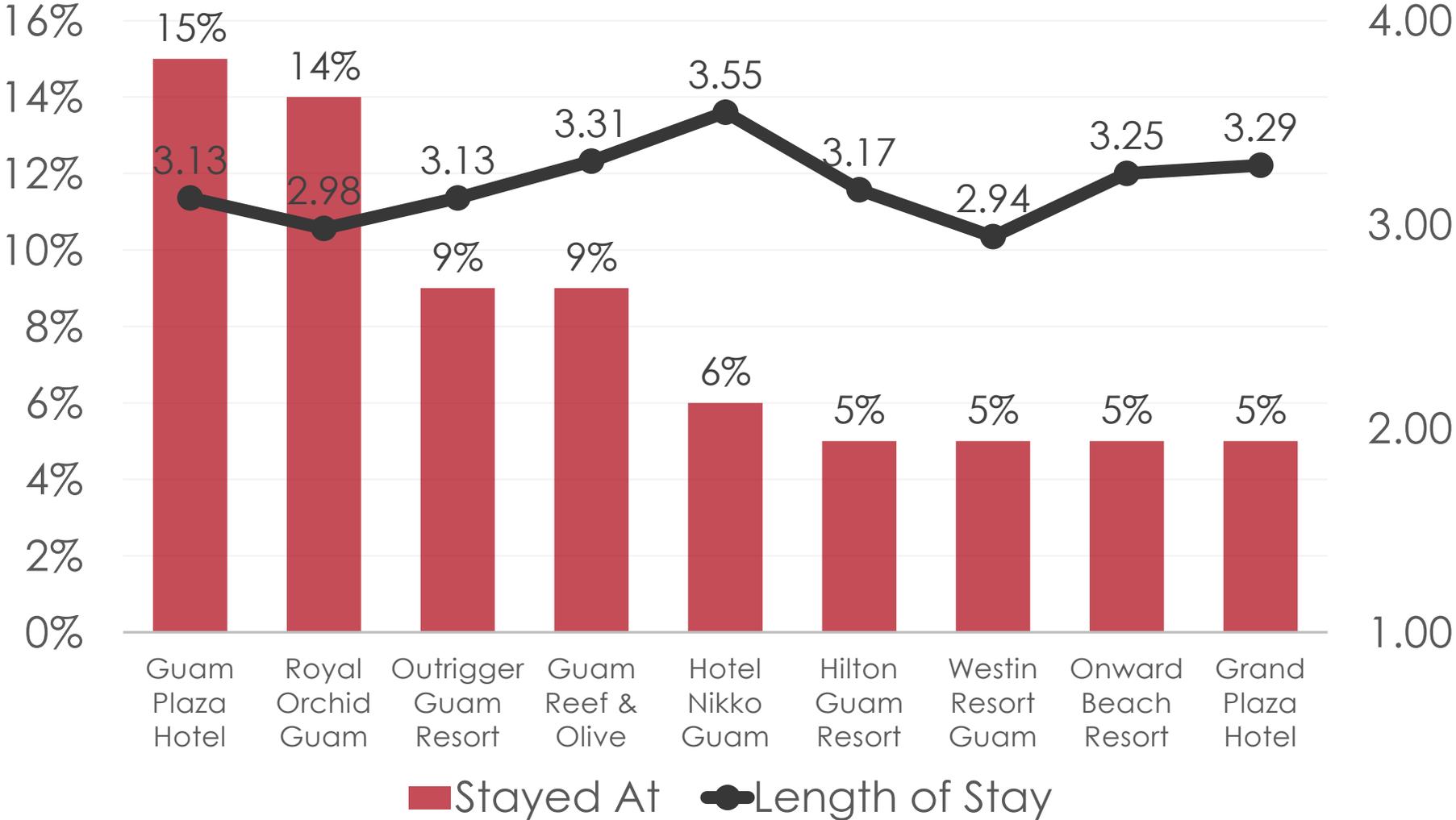
GUAM VISITORS BUREAU - EXIT SURVEY

Q7 Please describe your travel arrangements to Guam?

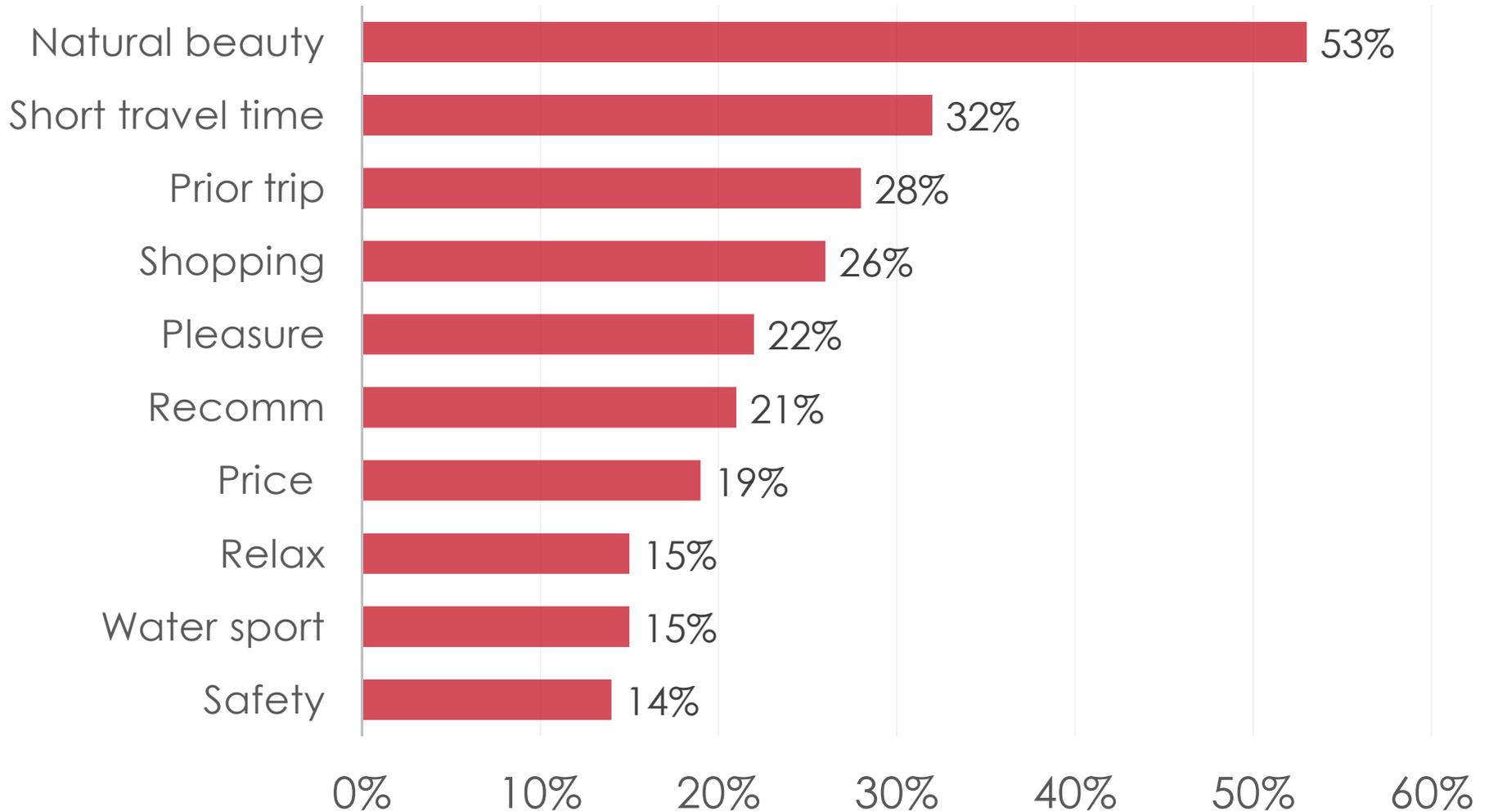
		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
Q7	Free-time package tour	58%	52%	53%		45%	67%	52%	15%
	Full package tour	26%	35%	33%		36%	29%	23%	8%
	Individually arranged travel (FIT)	7%	11%	4%		9%	4%	11%	
	Company paid travel	5%	1%	6%		5%		7%	38%
	Group tour	4%	1%	4%	100%	5%		7%	31%
	Other	0%	1%					1%	8%
	Total	349	136	49	13	22	24	135	13

Prepared by QMark Research

Accommodations (Top Responses)



Travel Motivation (Top Responses)



Travel Motivation – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

Q5A Please select the top 3 reasons that motivated you to travel to Guam?

		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
Q5A	Natural beauty	53%	51%	58%	23%	36%	13%	44%	23%
	Short travel time	32%	38%	27%	8%	32%	13%	28%	
	Previous trip	28%	33%	35%	62%	55%	17%	73%	46%
	Shopping	26%	24%	38%	8%	27%	8%	19%	
	Pleasure	22%	16%	21%	8%	5%	13%	21%	8%
	Recomm- friend/family/trvl agnt	21%	15%	15%	8%	5%	4%	14%	23%
	Price	19%	22%	13%	8%	9%	4%	14%	
	Relax	15%	15%	8%	8%	23%	4%	19%	
	Water sports	15%	18%	13%		14%		11%	
	Safe	14%	12%	13%	15%	18%		11%	23%
	Honeymoon	8%	20%	6%			8%	4%	
	Married/ Attn wedding	7%	10%	15%		14%	100%	4%	
	Company/ Business Trip	6%	1%	10%	31%	5%		8%	8%
	Scuba	5%	2%	8%		5%		4%	8%
	Company Sponsored	3%	1%	4%	31%			5%	85%
	Visit friends/ Relatives	3%	2%	2%				3%	
	Other	3%	2%				4%	1%	
	Golf	3%	3%	2%	15%	14%	4%	6%	8%
	Convention/ Trade/ Conference	1%	1%					1%	15%
	Organized sports	0%			8%			1%	
	Total	349	136	48	13	22	24	135	13

Prepared by QMark Research

SECTION 3

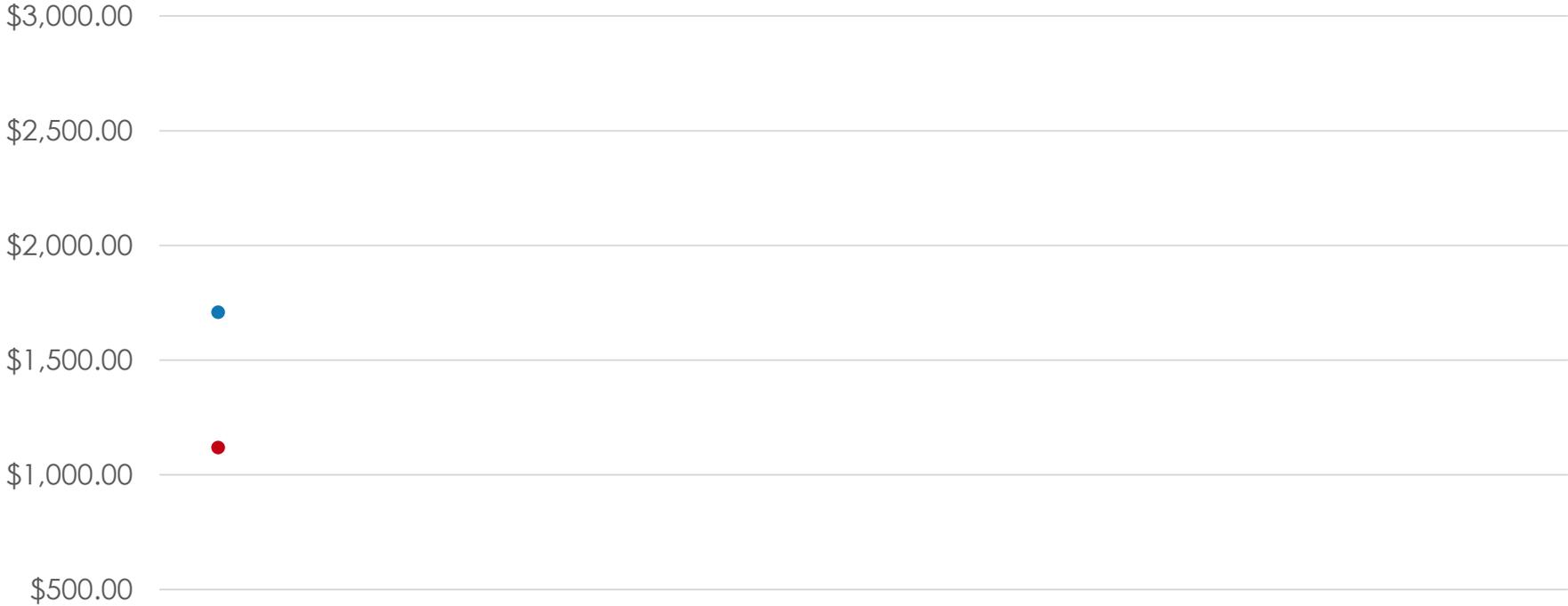
EXPENDITURES

Prepaid Expenditures

EXCHANGE RATE ¥107.28=\$1

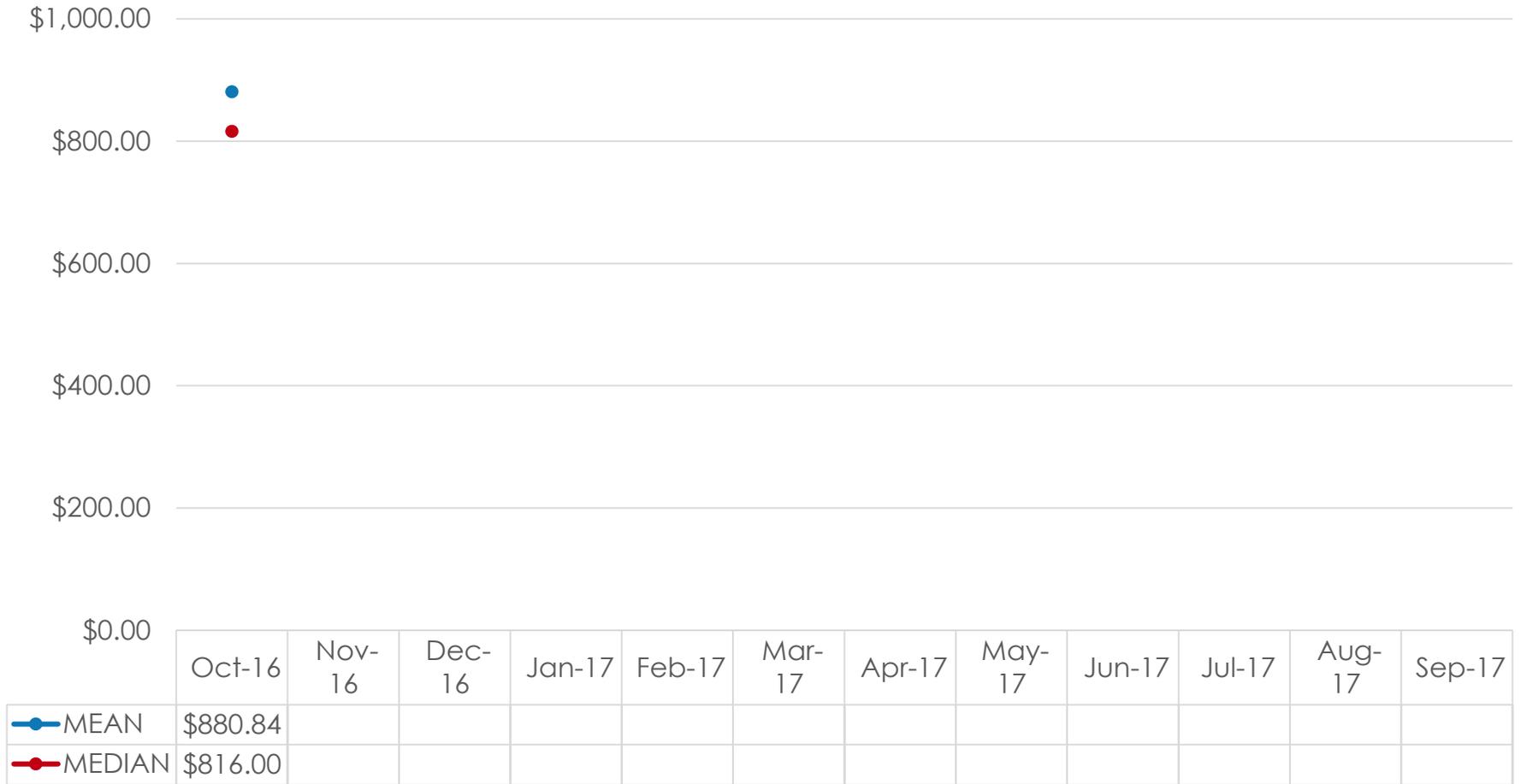
- \$1,709.45 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$880.84 = overall mean average per person prepaid expenditures

Prepaid Entire Travel Party – FY2017 Tracking



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$1,709.45											
MEDIAN	\$1,119.00											

Prepaid Per Person– FY2017 Tracking



Prepaid Per Person– Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

Q10A How much did you pay in Korea before coming to Guam for the tour package, your airfare, lodging meals, and transportation?

PER PERSON

		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
PREPAID PP	Mean	\$880.84	\$1,031.71	\$834.92	\$418.83	\$1,043.33	\$648.29	\$834.57	\$394.73
	Median	\$816	\$1,060	\$839	\$28	\$1,119	\$690	\$792	\$28

Prepared by QMark Research

Prepaid Expenses by Category – MEAN Entire Travel Party



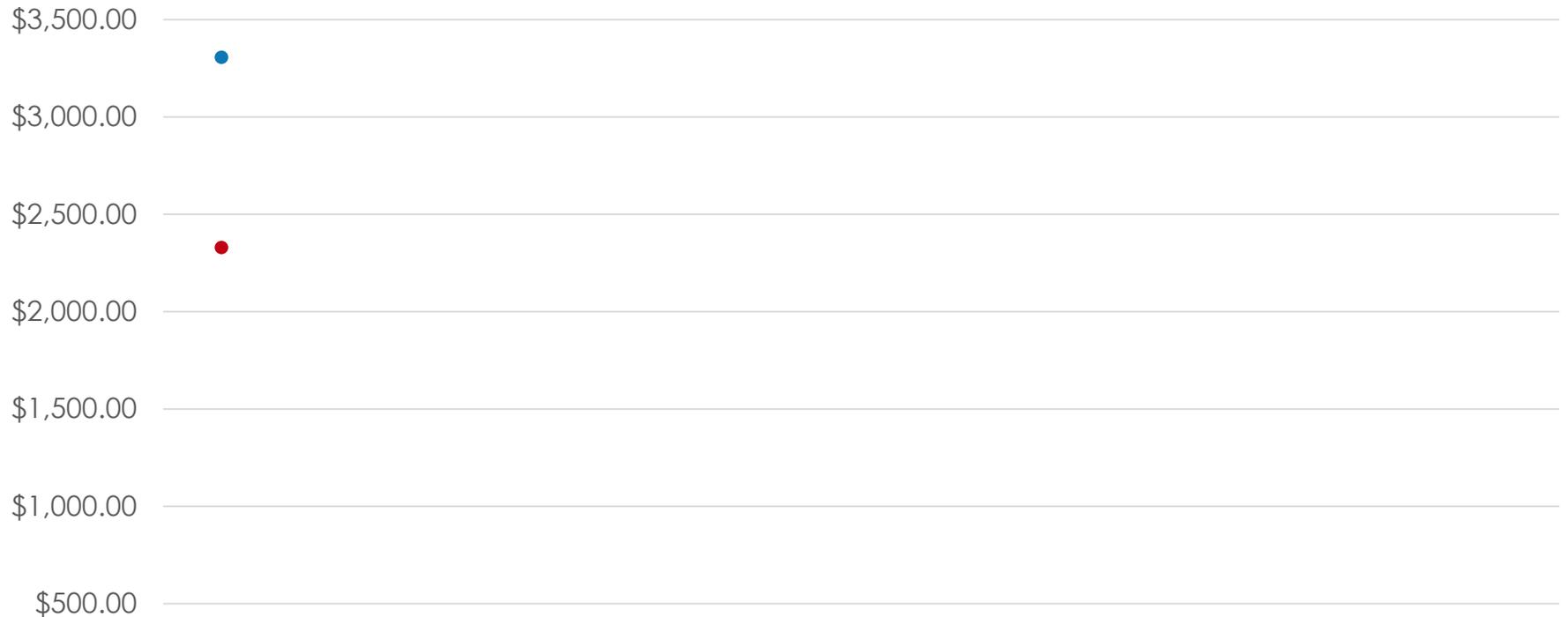
Prepaid– FY2017 Tracking

Airfare & Accommodation Packages



Prepaid– FY2017 Tracking

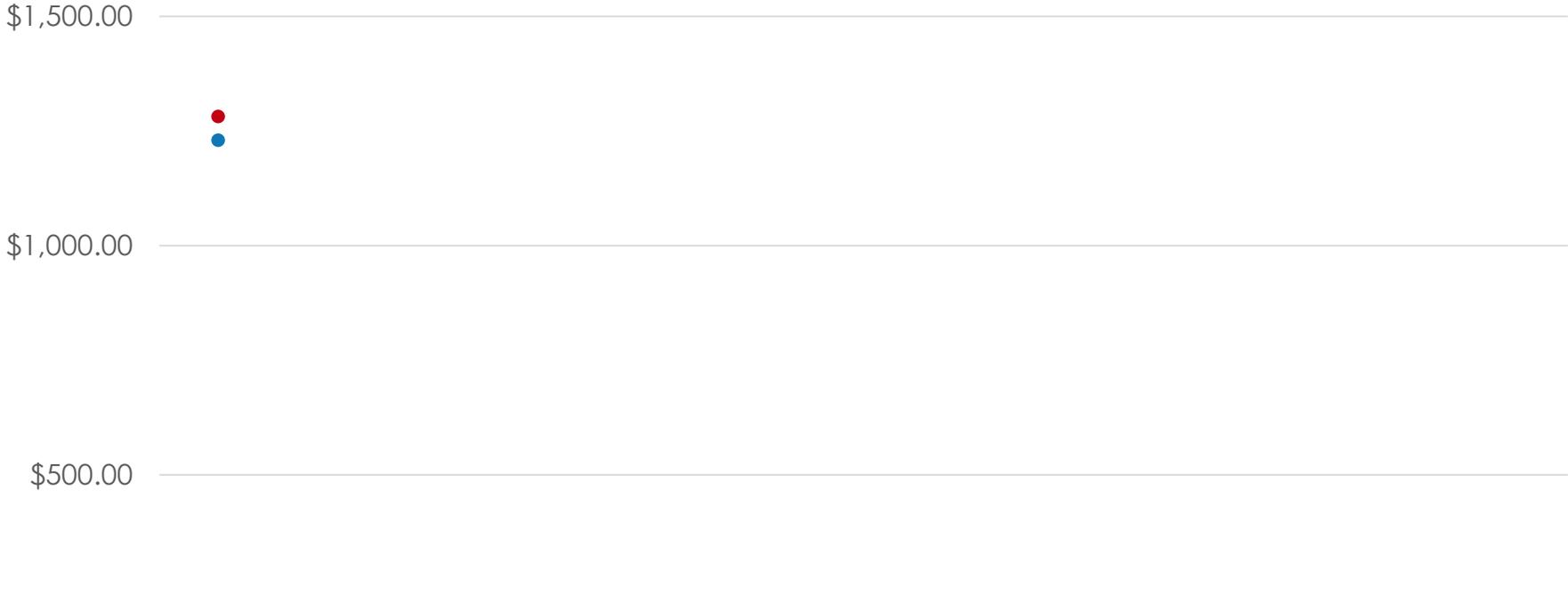
Airfare & Accommodation W/ Meal Packages



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$3,306.88											
MEDIAN	\$2,330.00											

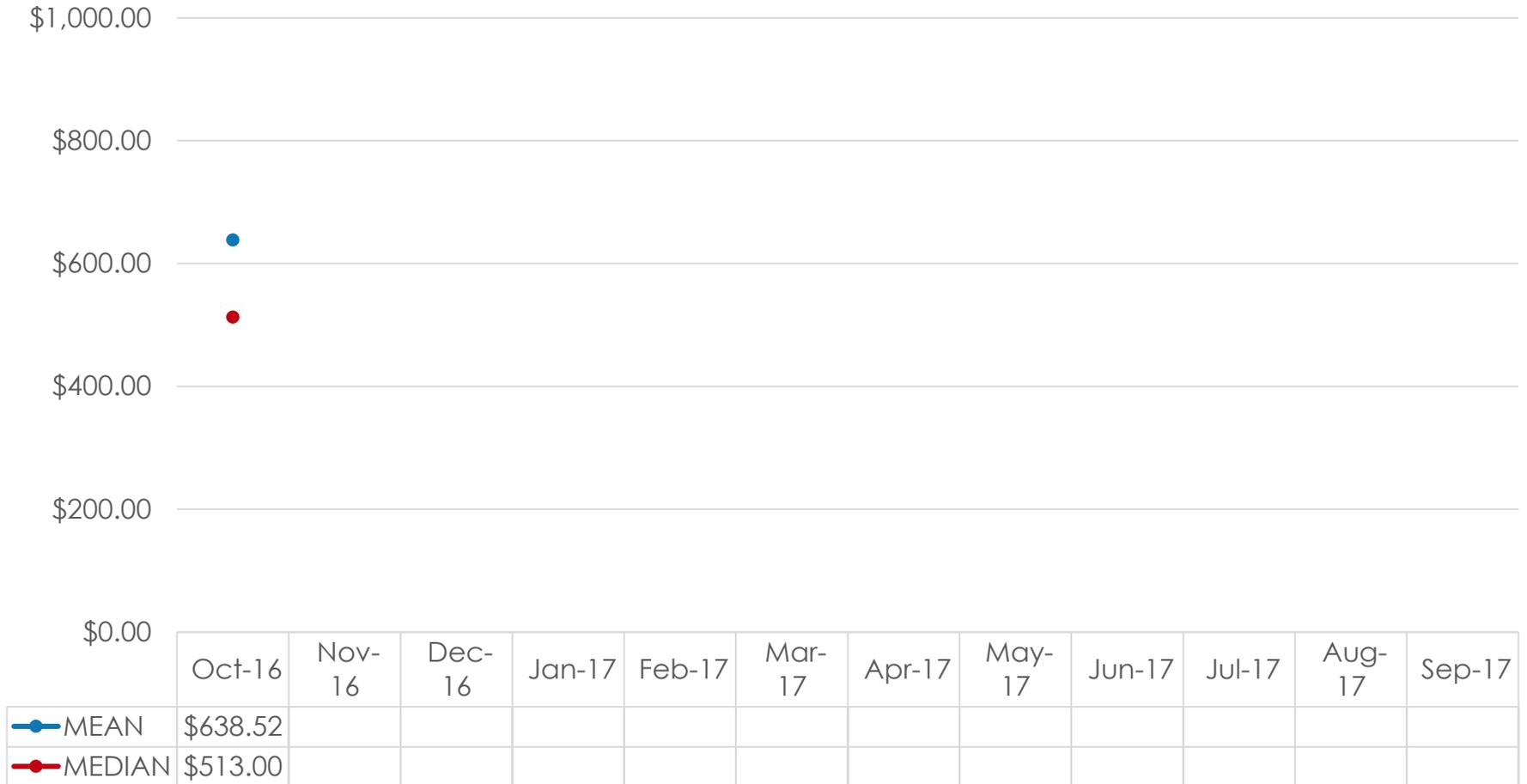
Prepaid- FY2017 Tracking

Airfare Only

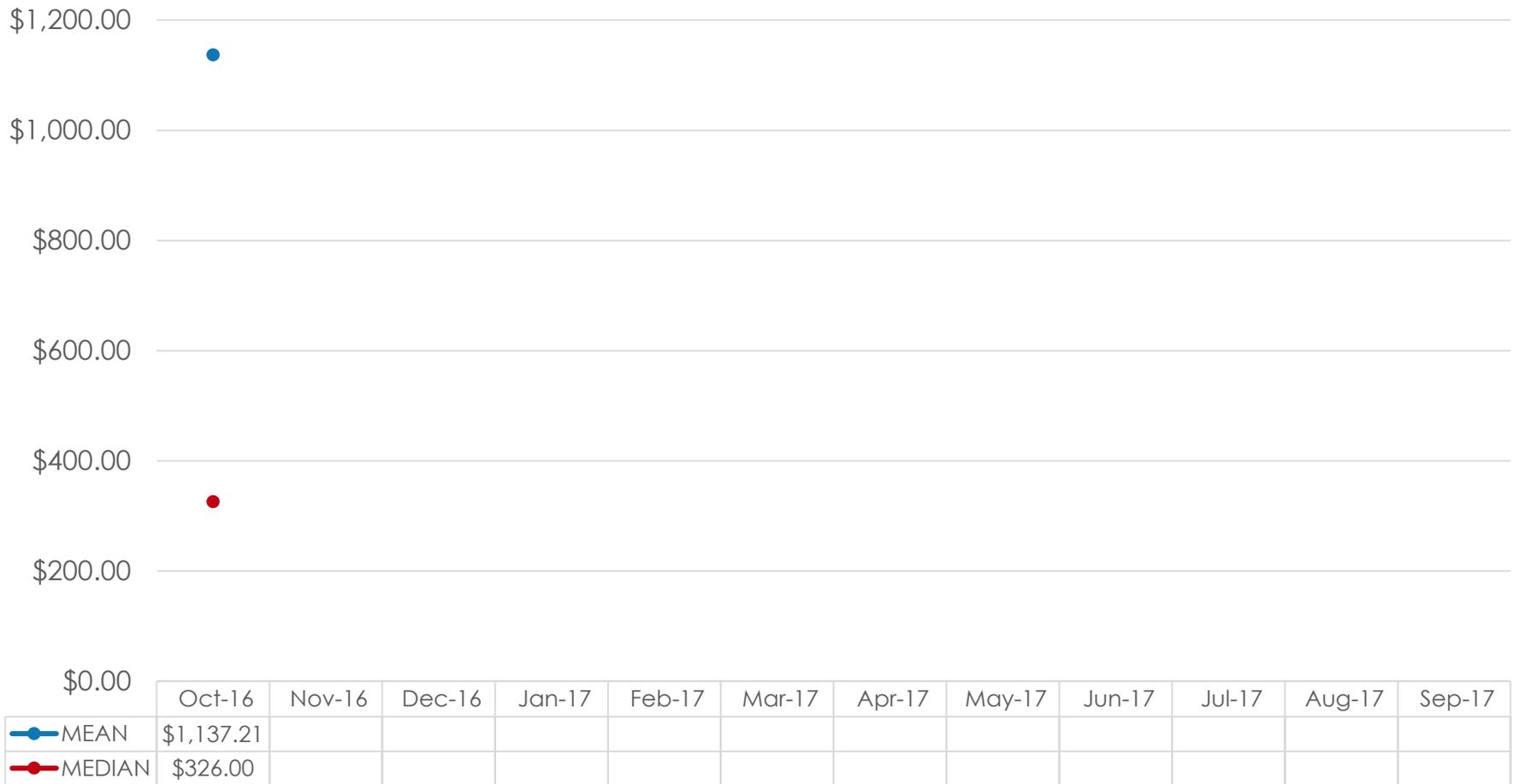


	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$1,229.97											
MEDIAN	\$1,282.00											

Prepaid– FY2017 Tracking Accommodations Only

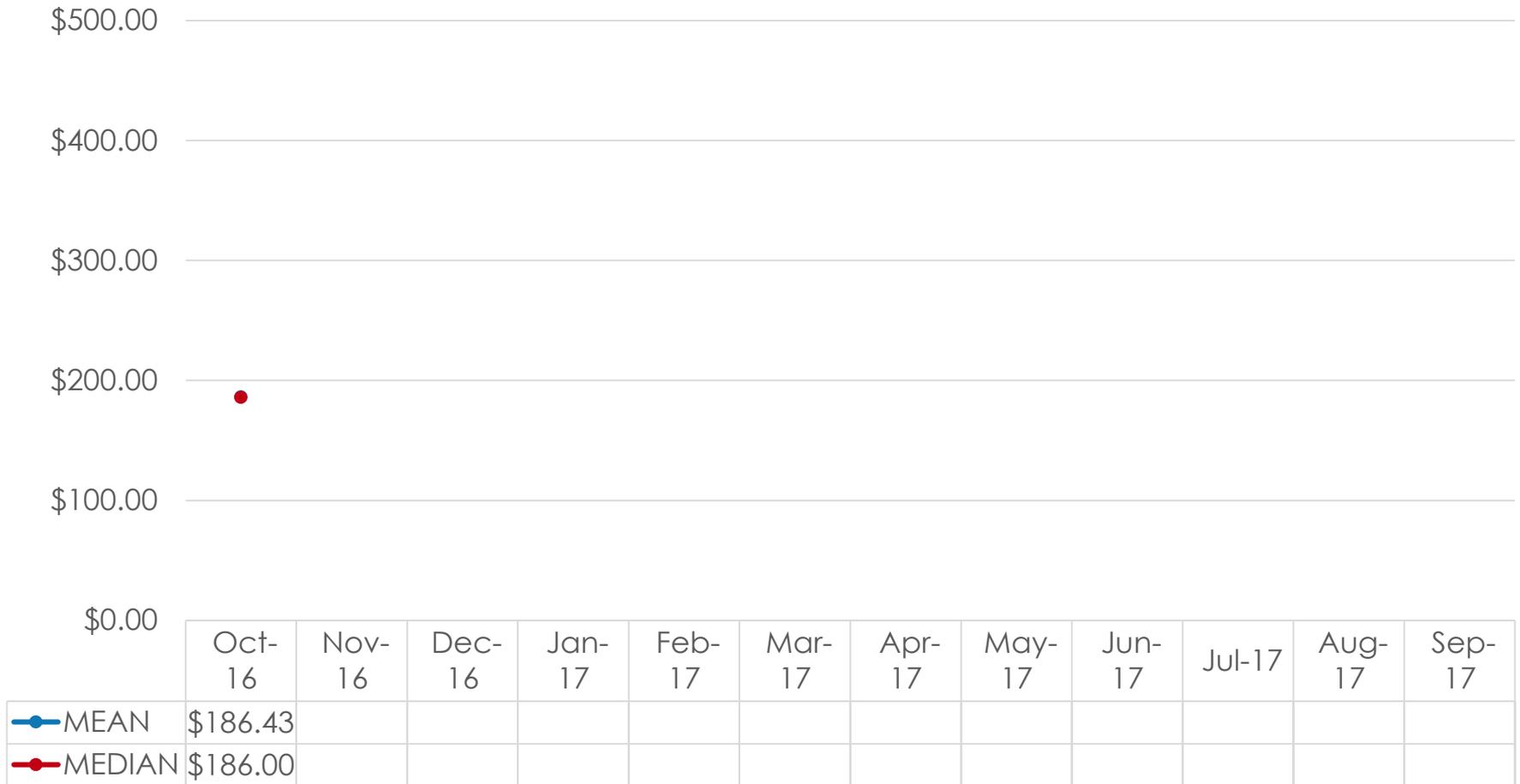


Prepaid– FY2017 Tracking Accommodations w/ Meal Only



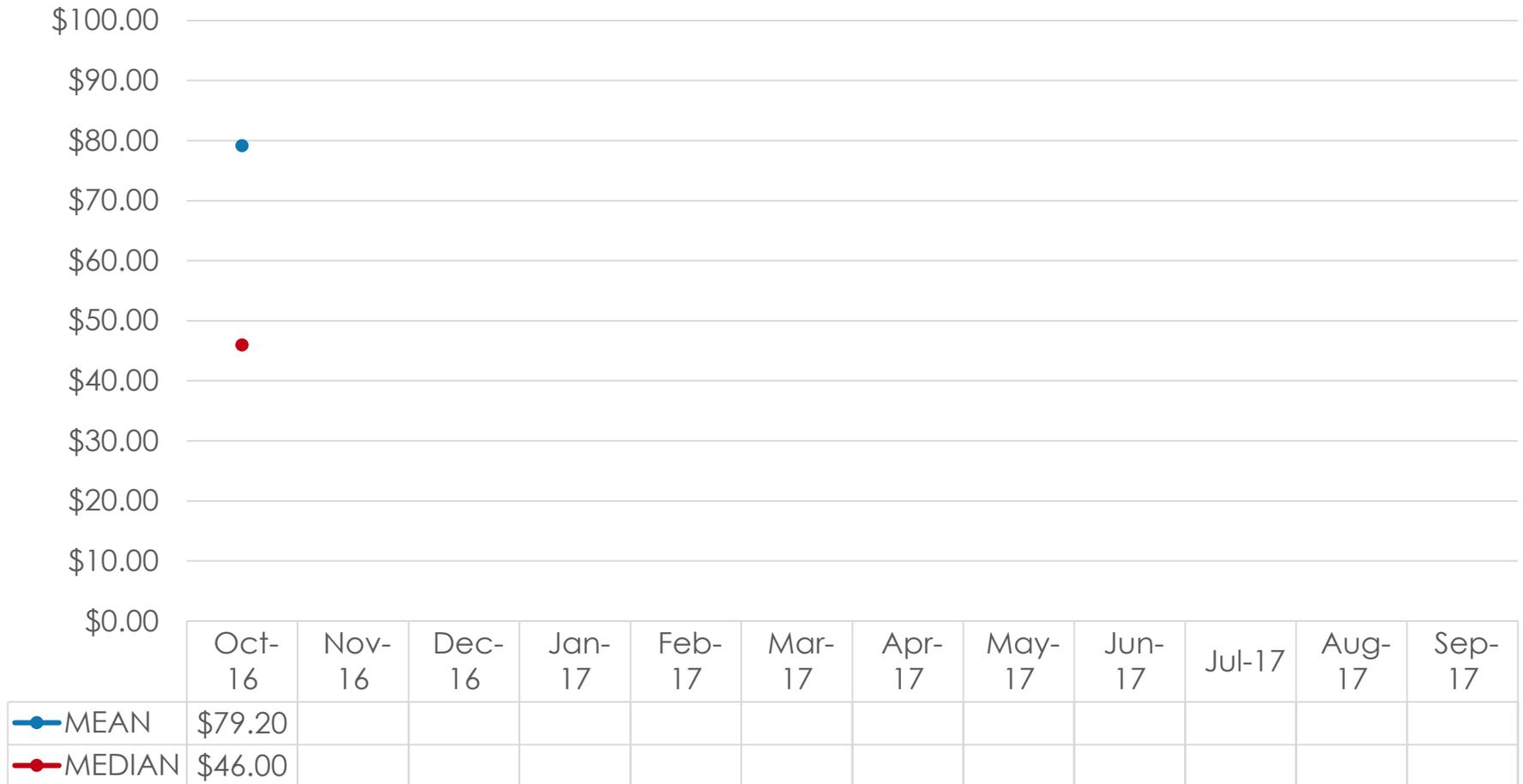
Prepaid– FY2017 Tracking

Food & Beverage in Hotel



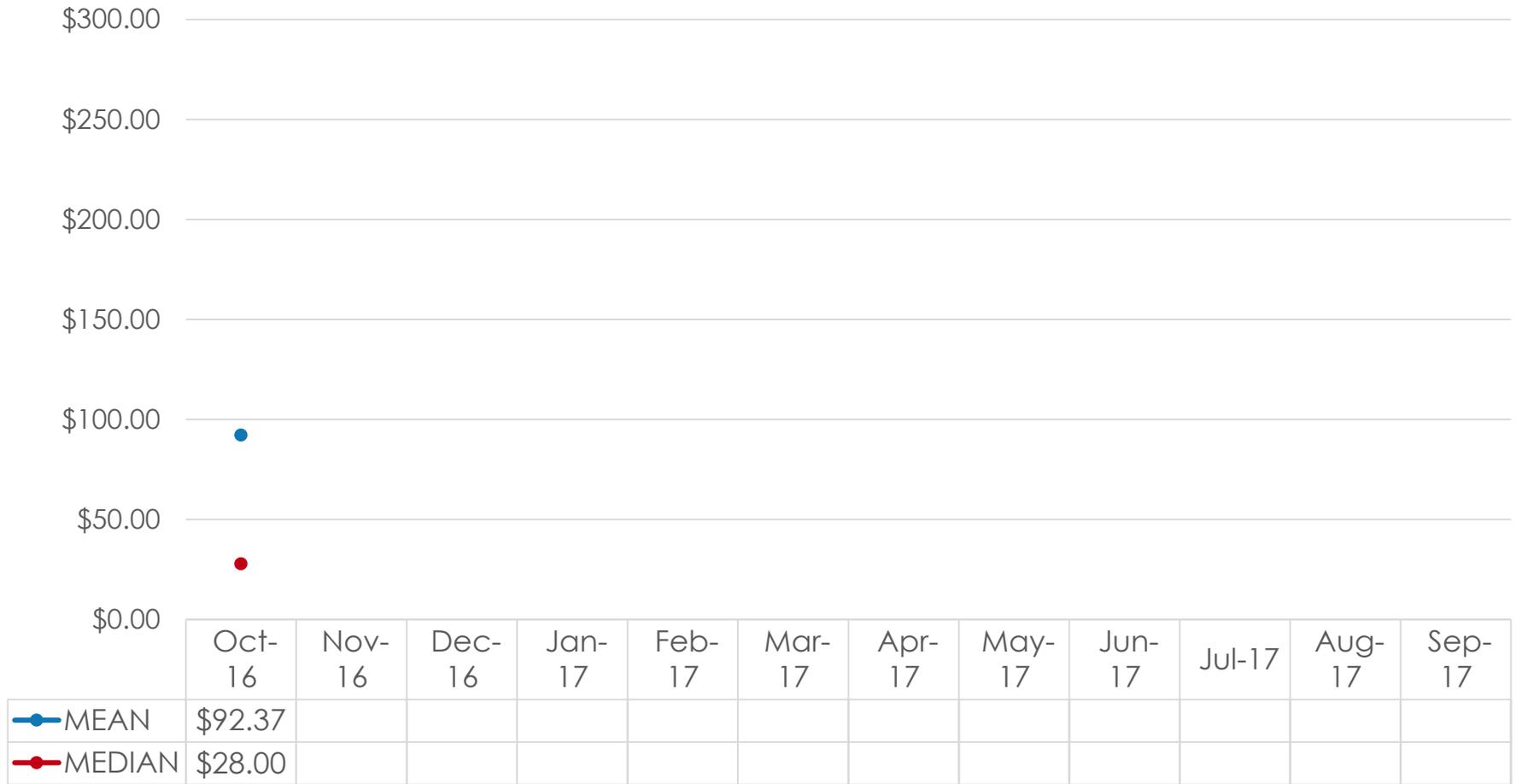
Prepaid- FY2017 Tracking

Ground Transportation - Japan



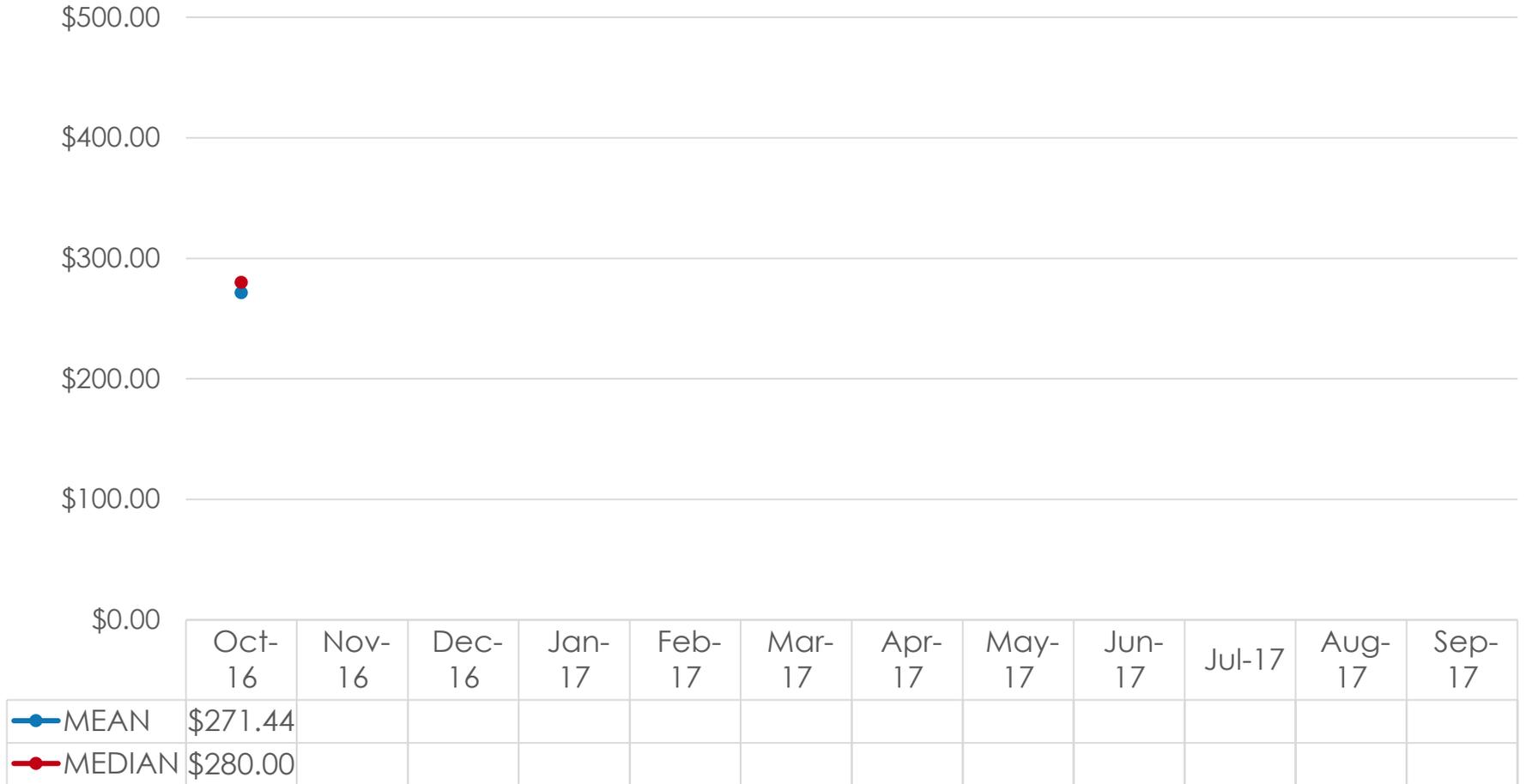
Prepaid- FY2017 Tracking

Ground Transportation - Guam



Prepaid– FY2017 Tracking

Optional tours/ Activities

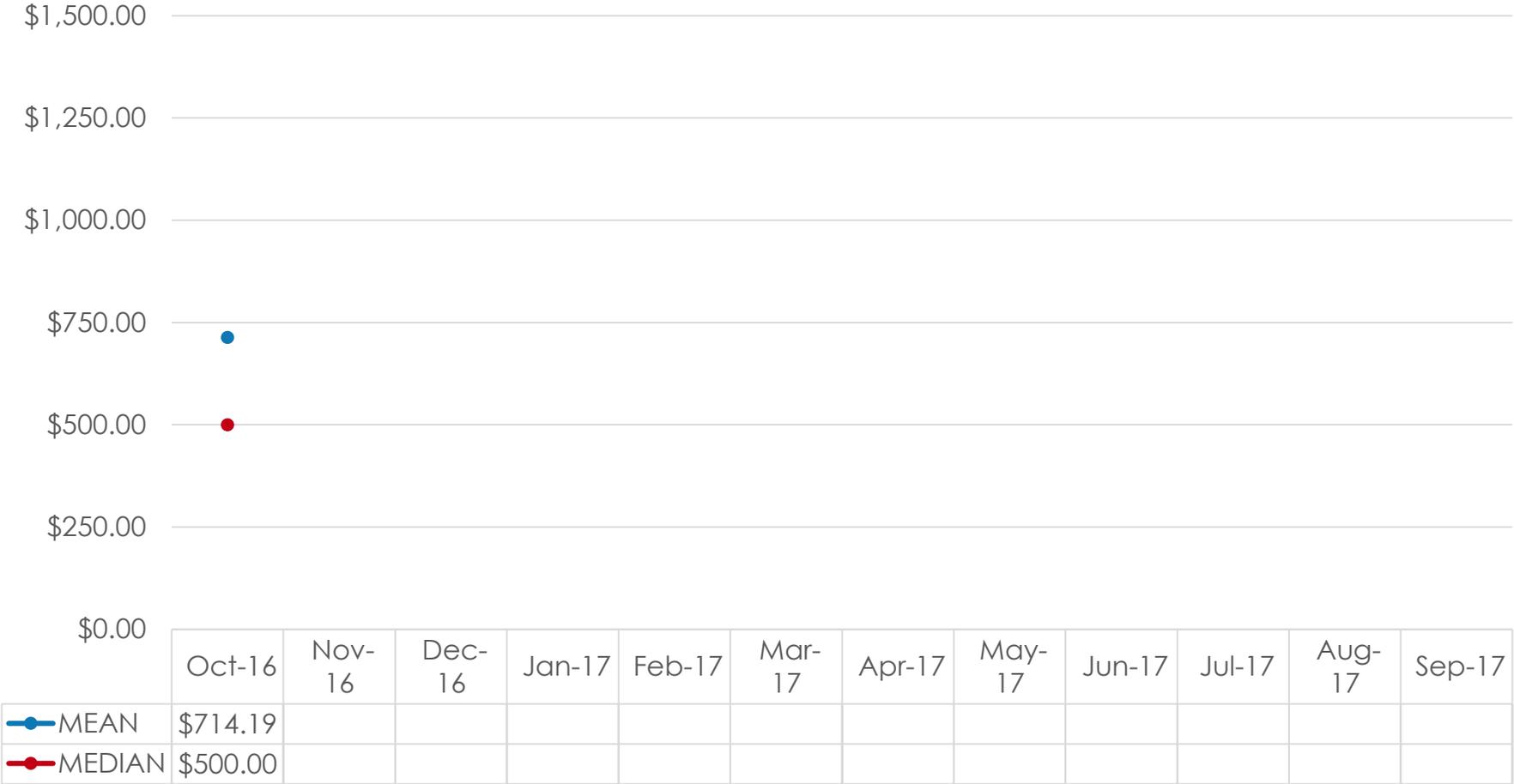


On-Island Expenditures

- \$714.19 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$479.47 = overall mean average per person prepaid expenditures

On-Island Entire Travel Party – FY2017

Tracking



On-Island Per Person – FY2017 Tracking



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$479.47											
MEDIAN	\$400.00											

On-Island Per Person – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

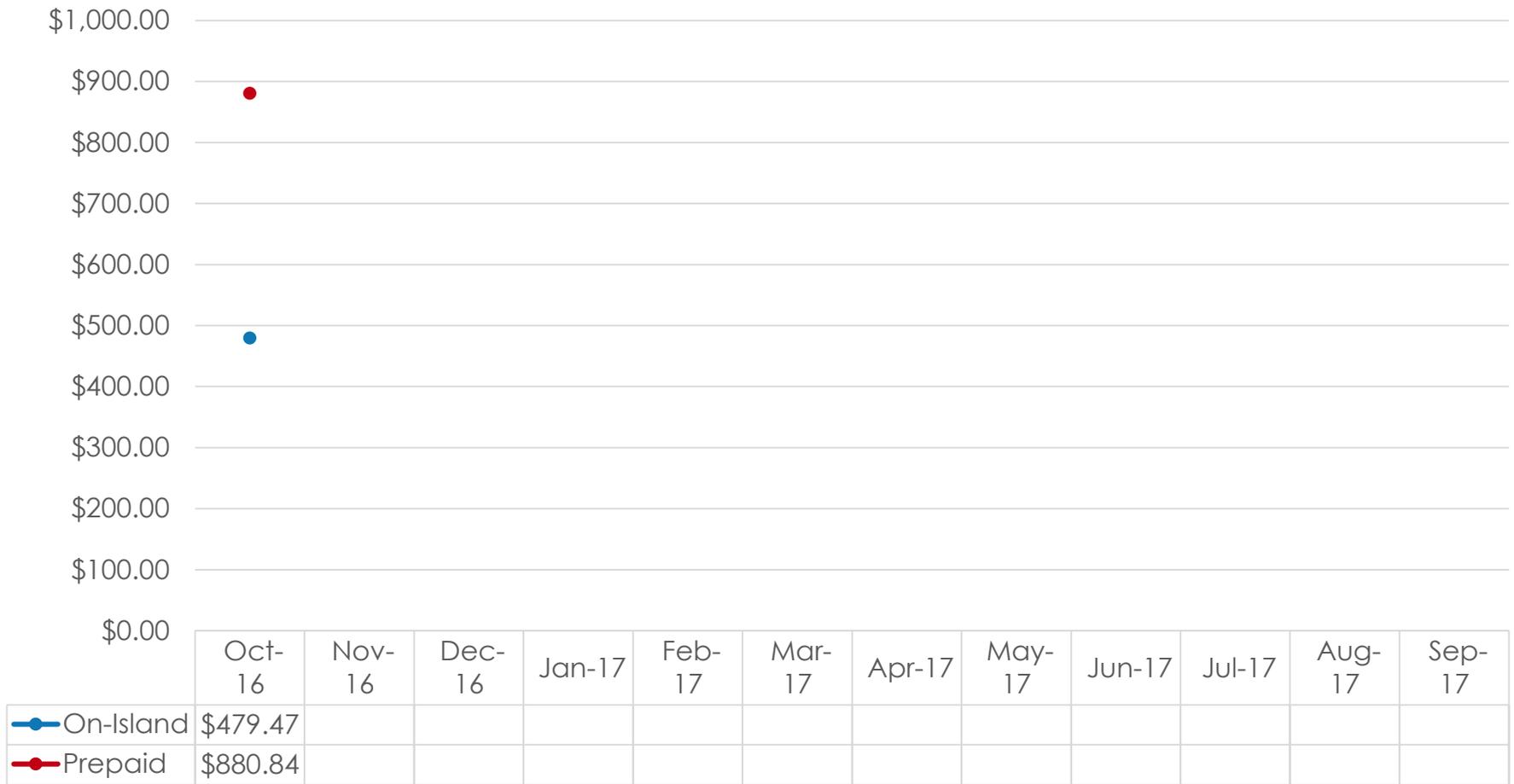
Q11A How much in total did you spend while on Guam during this trip?

PER PERSON

		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
ONISLE PP	Mean	\$479.47	\$517.69	\$470.66	\$375.00	\$991.17	\$475.43	\$481.43	\$383.46
	Median	\$400	\$400	\$400	\$300	\$638	\$438	\$375	\$250

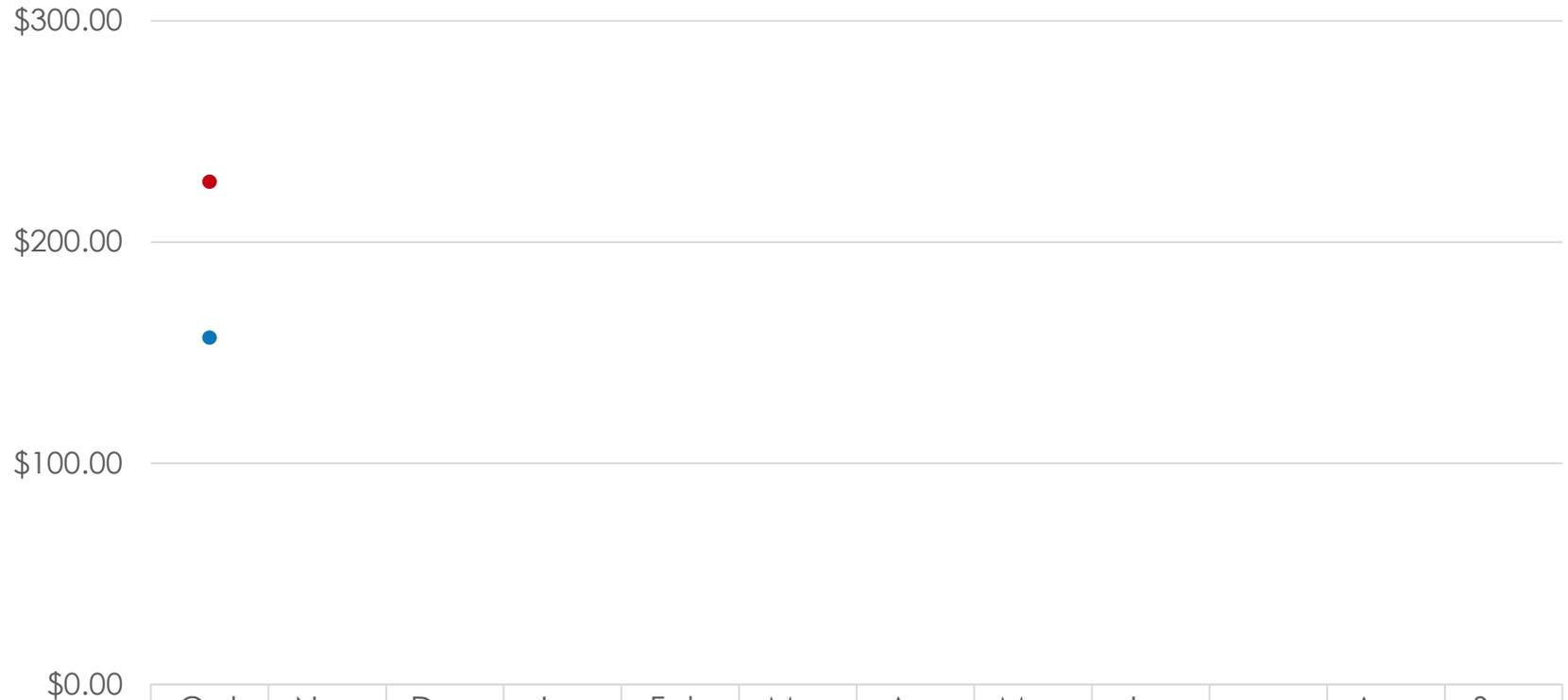
Prepared by QMark Research

Per Person MEAN expenditures – FY2017 Tracking On-Island/ Prepaid



On-Island Per Day Spending – FY2017 Tracking

MEAN



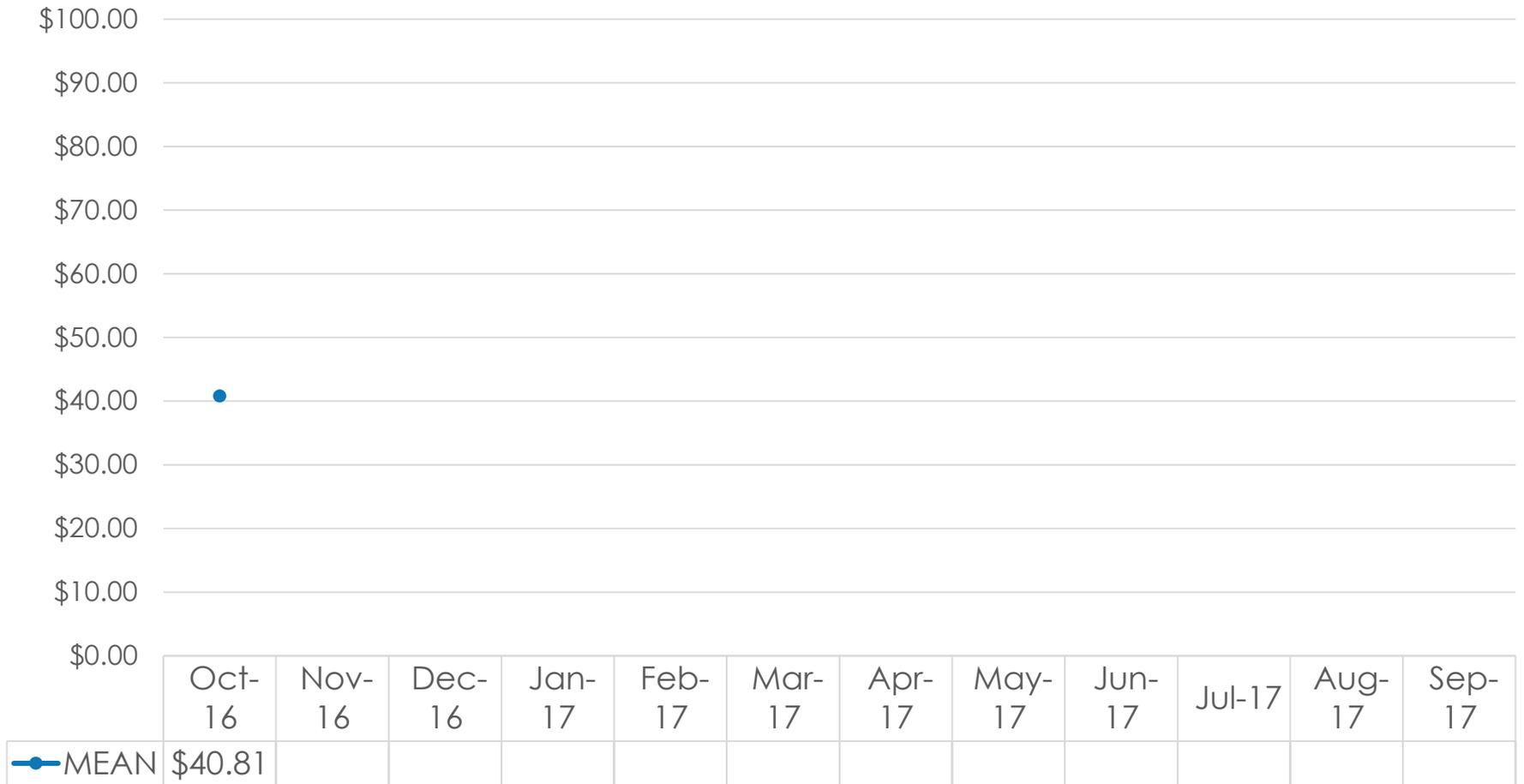
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
Per Person	\$156.83											
Travel Party	\$227.29											

On-Island Expenses by Category – MEAN Entire Travel Party



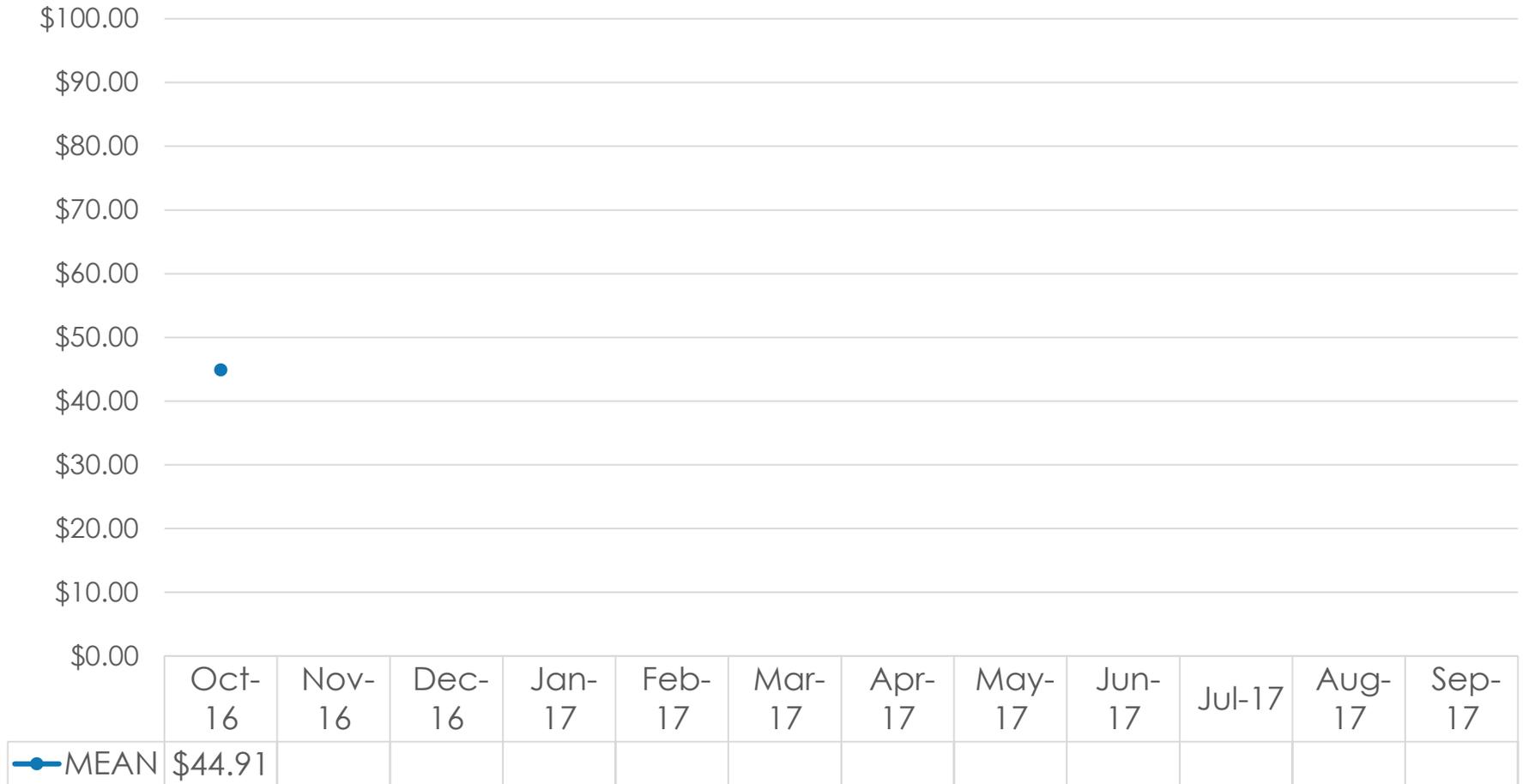
On-Island – FY2017 Tracking

Food & Beverage - Hotel



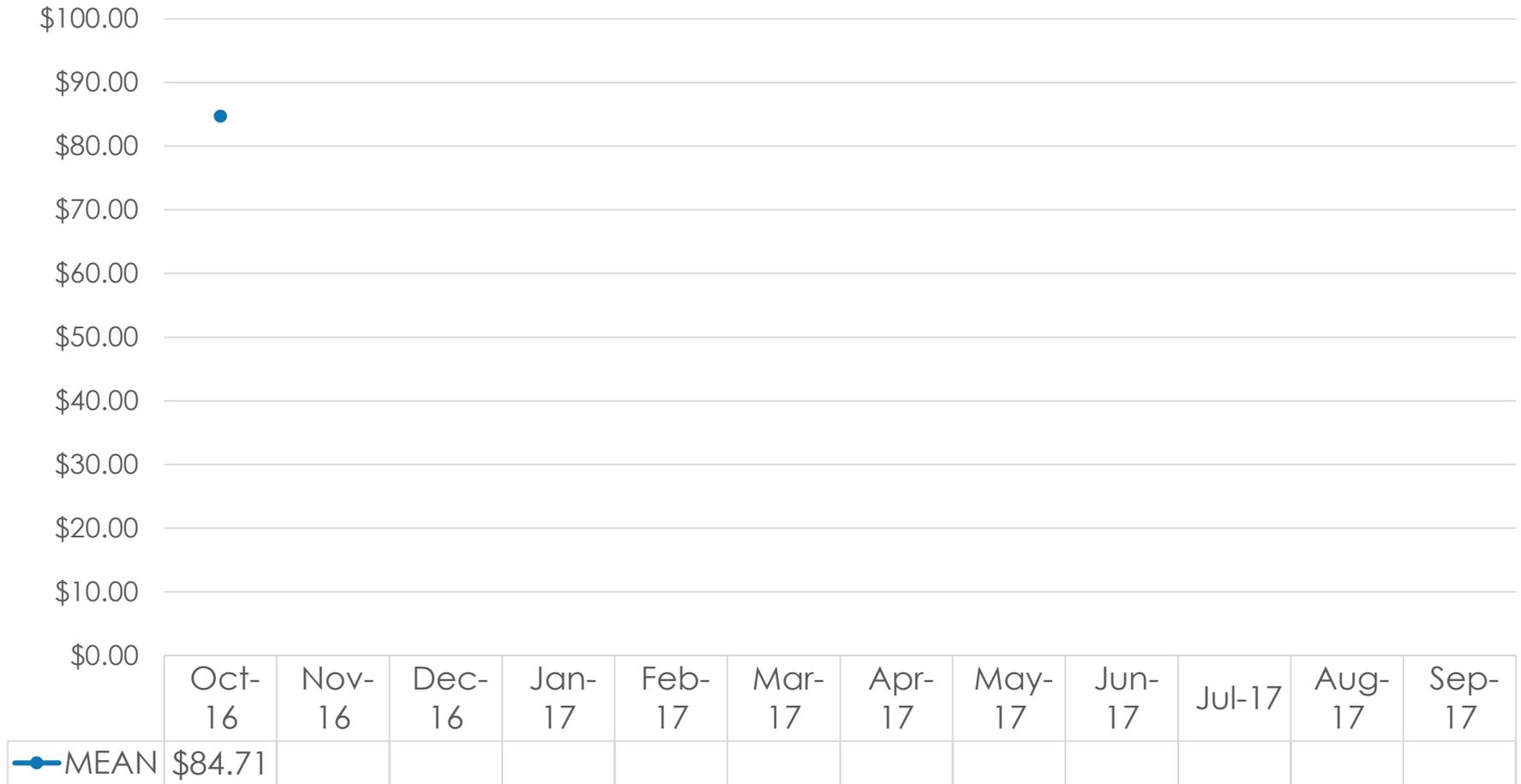
On-Island – FY2017 Tracking

Food & Beverage – Fast Food/ Convenience Store



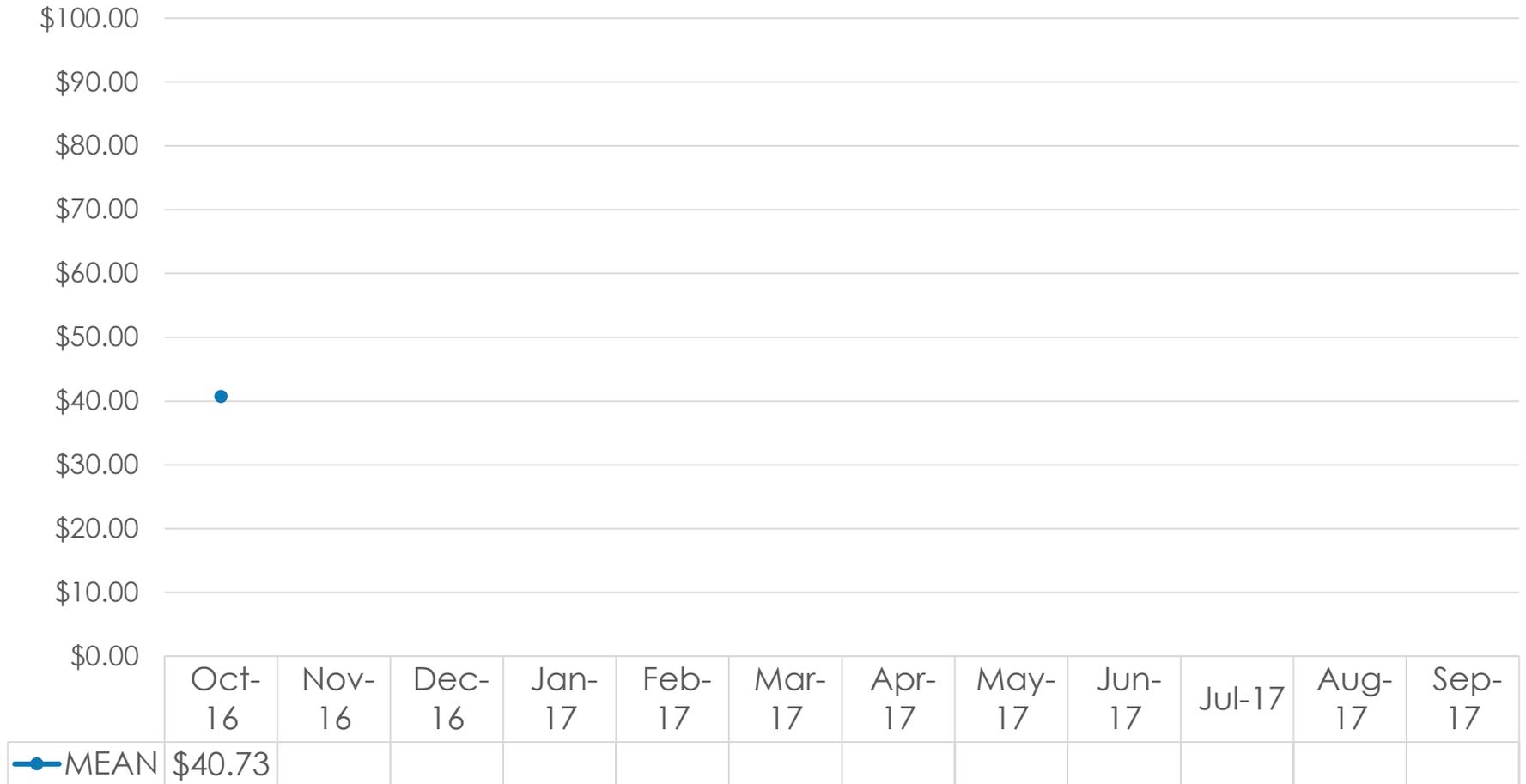
On-Island – FY2017 Tracking

Food & Beverage – Restaurant/ Drinking Est Outside Hotel



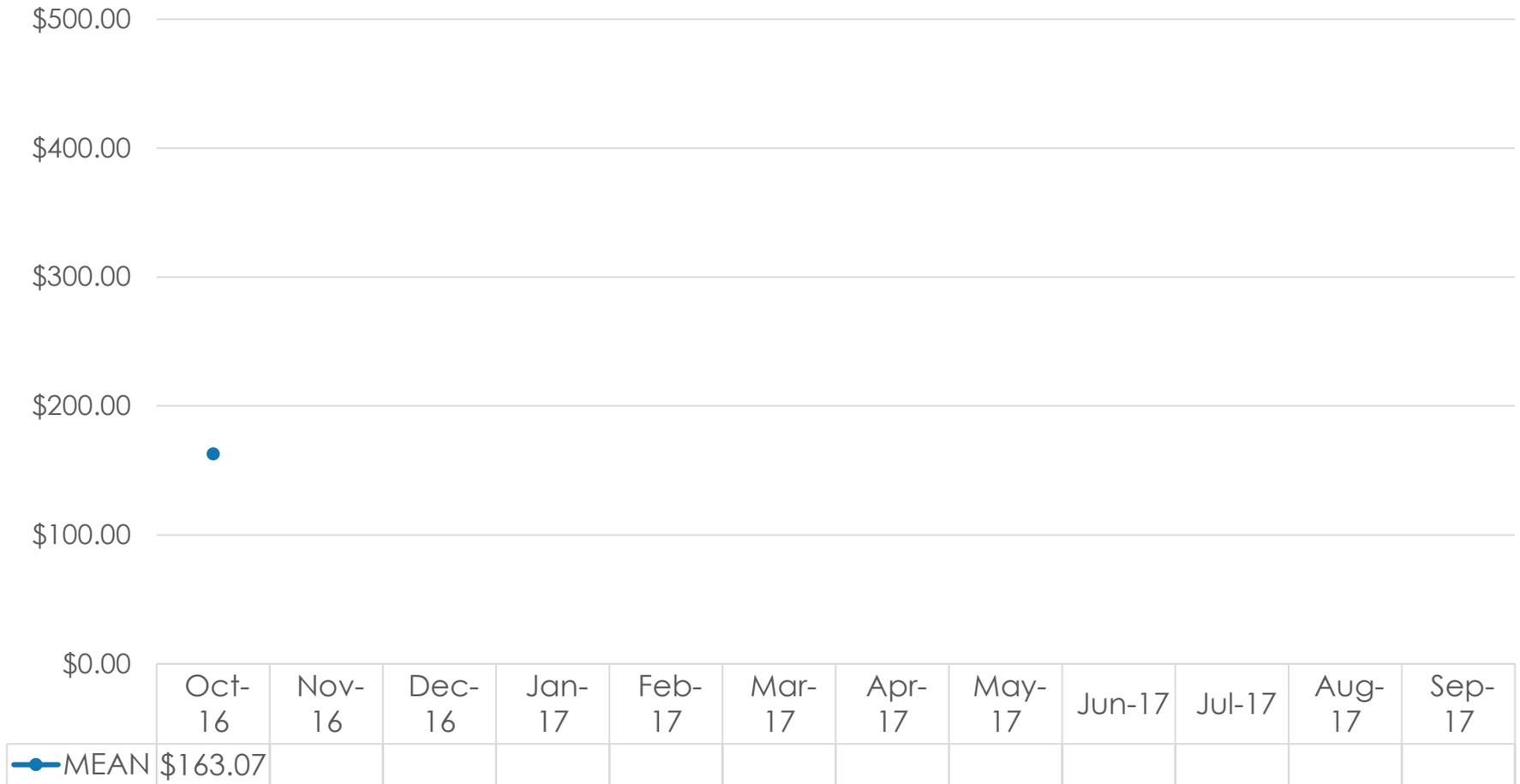
On-Island – FY2017 Tracking

Optional tour/ Activities



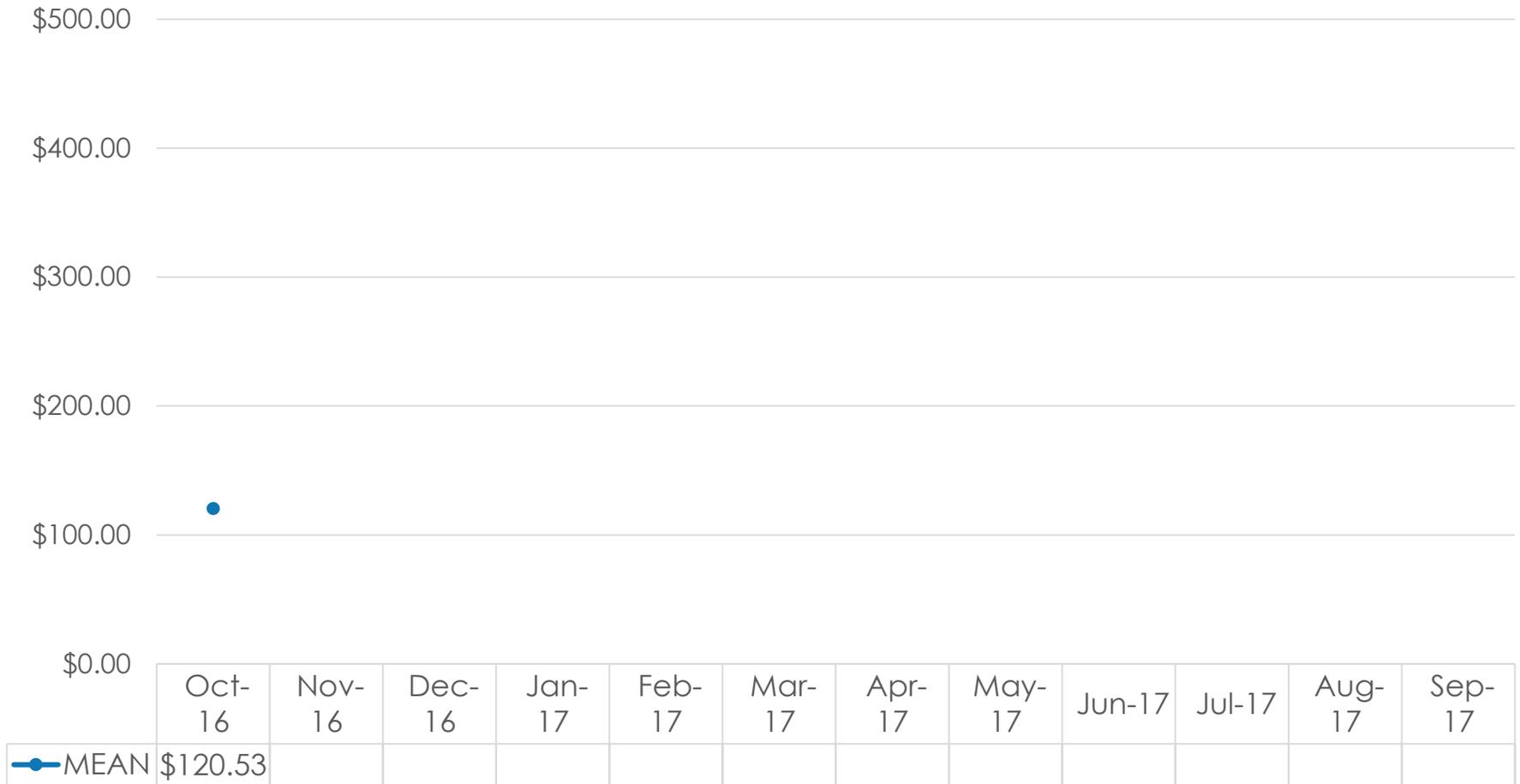
On-Island – FY2017 Tracking

Gift/ Souvenir – Self/ Companion



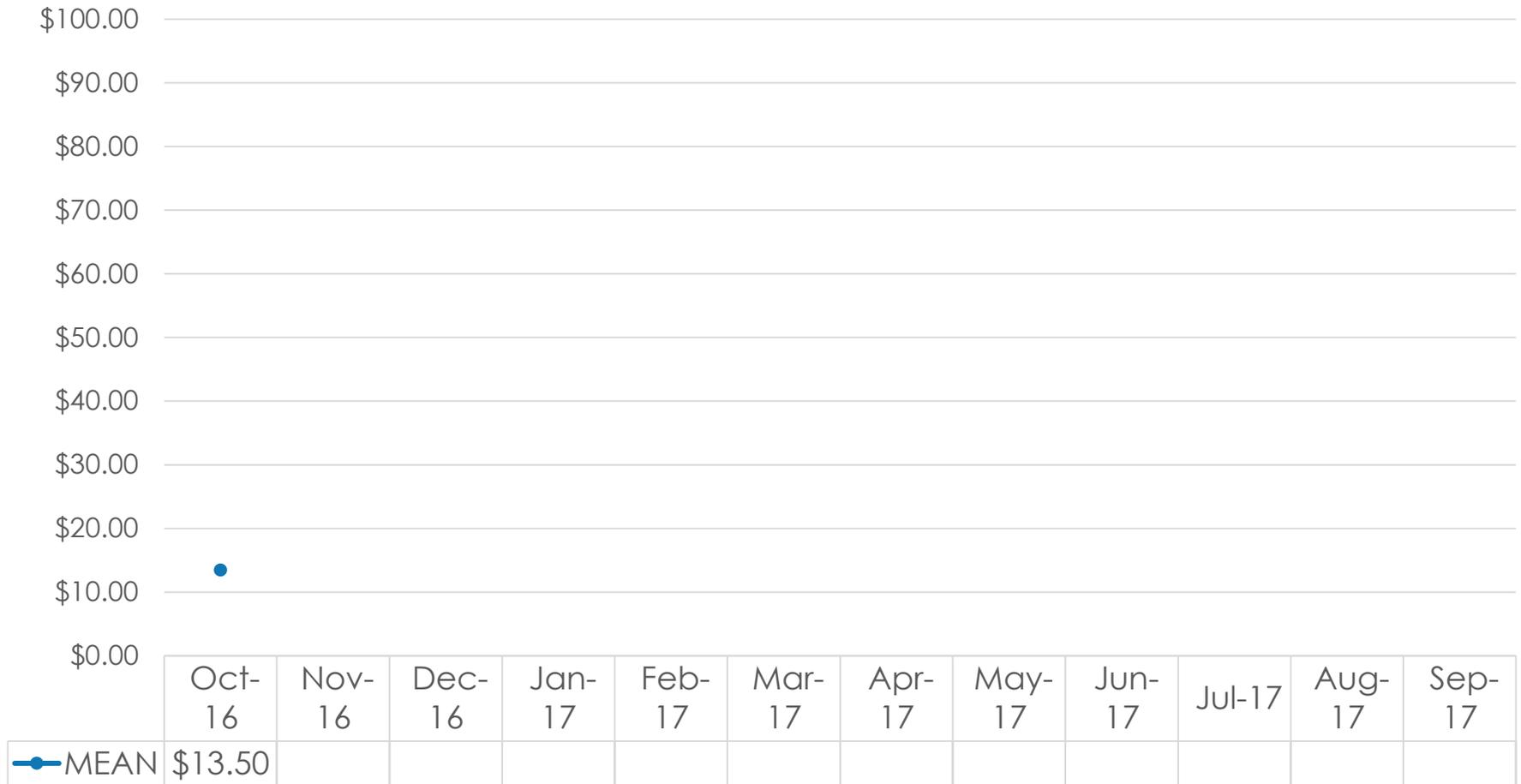
On-Island – FY2017 Tracking

Gift/ Souvenir – Friends/ Family



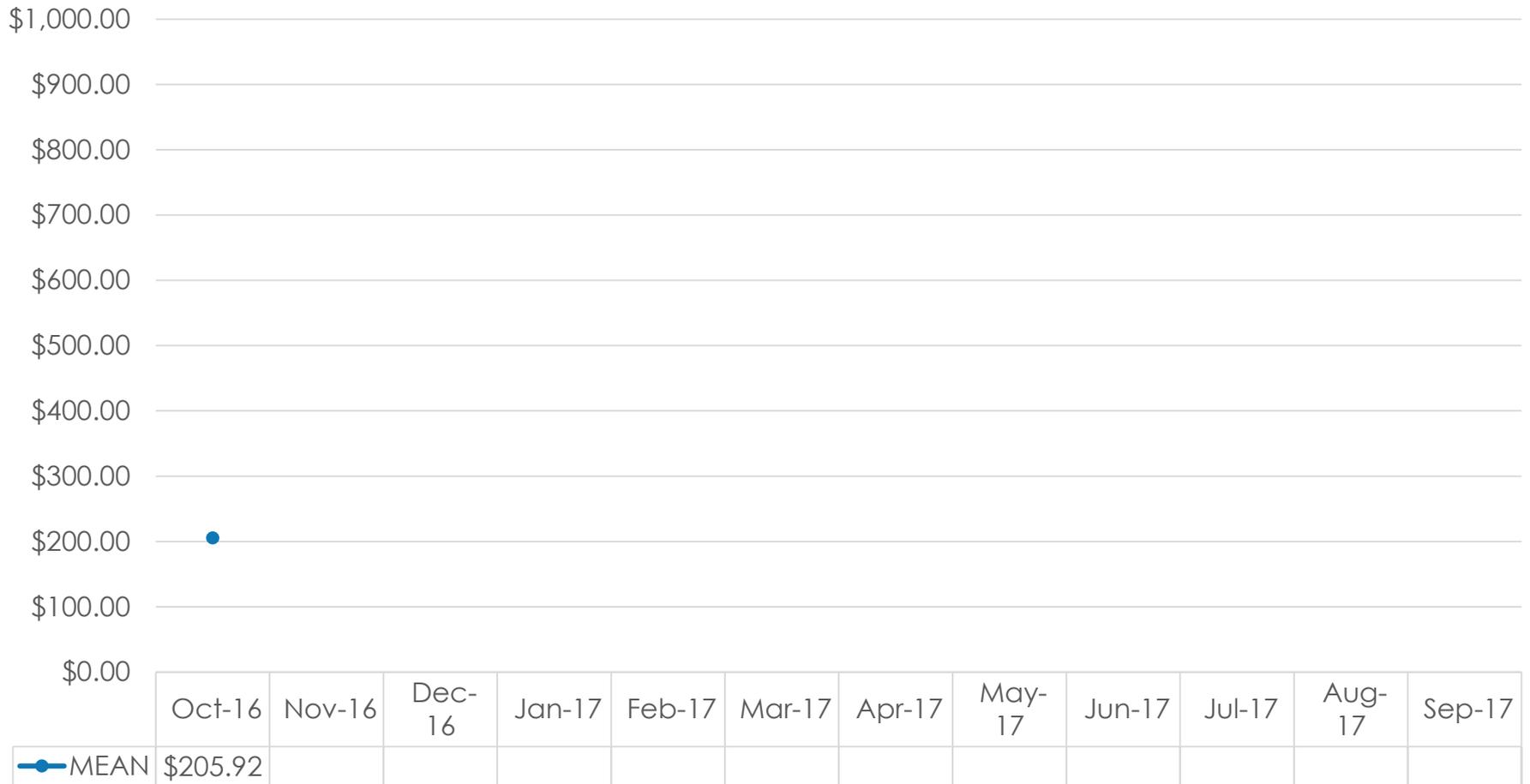
On-Island – FY2017 Tracking

Local Transportation



On-Island – FY2017 Tracking

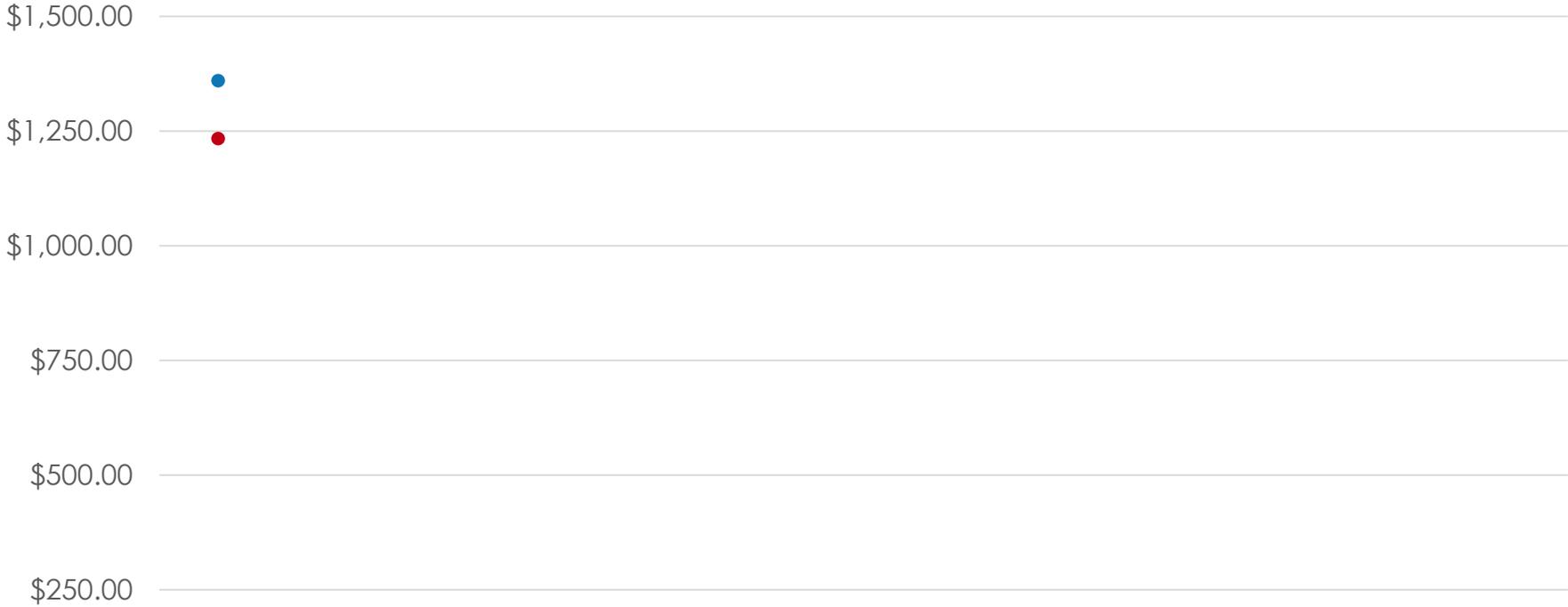
Other Not Included



TOTAL (On-Isle + Prepaid) Expenditures

- \$1,360.31 = overall mean average prepaid expense (for entire travel party size) by respondent

TOTAL Per Person Expenditures – FY2017 Tracking



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$1,360.31											
MEDIAN	\$1,234.00											

TOTAL Per Person Expenditures – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

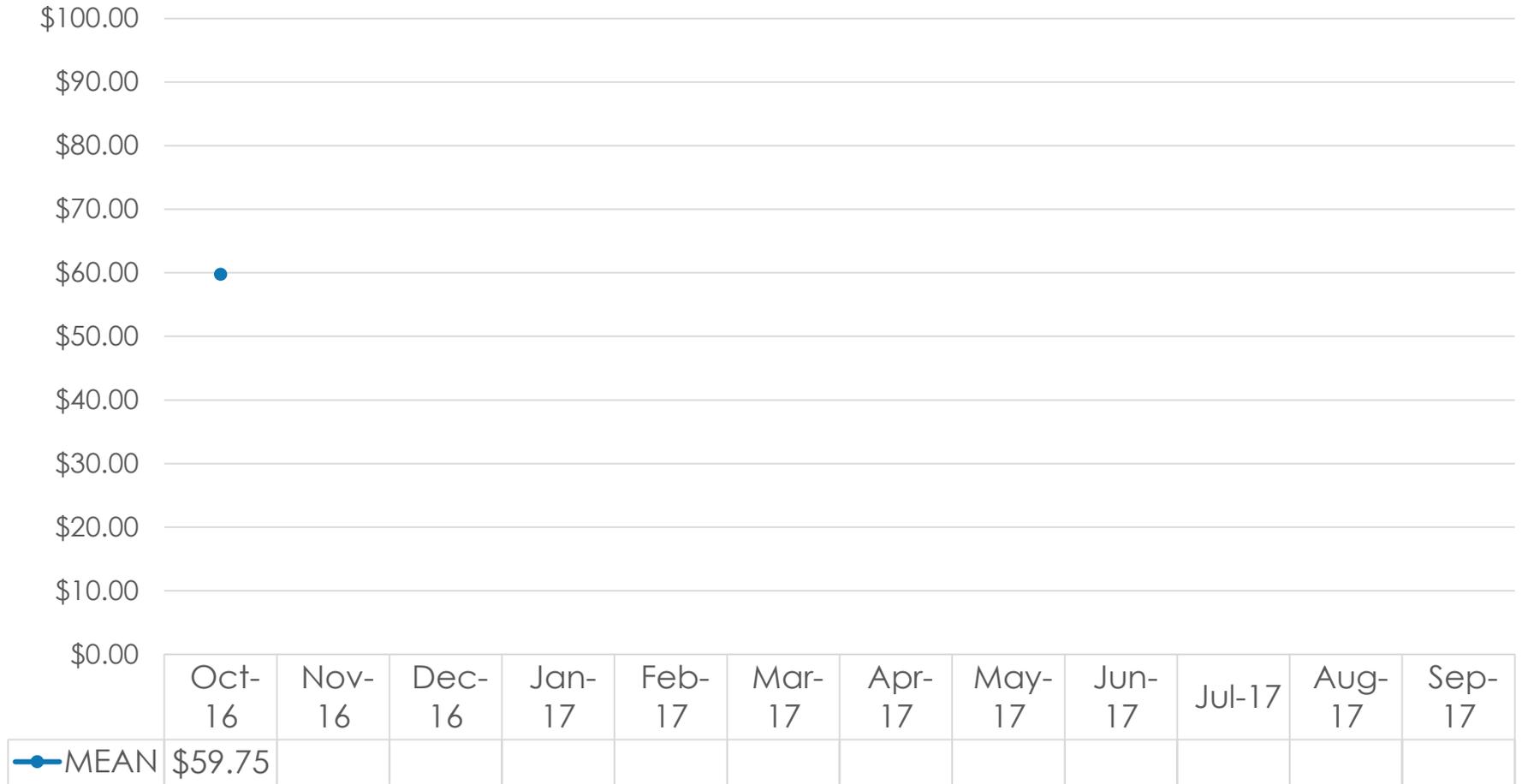
TOTAL EXPENDITURES (On-Isle / Prepaid)

PER PERSON

		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
TOTAL PP	Mean	\$1,360.31	\$1,549.40	\$1,305.58	\$793.83	\$2,034.50	\$1,123.72	\$1,316.00	\$778.19
	Median	\$1,234	\$1,424	\$1,339	\$586	\$1,861	\$1,232	\$1,259	\$700

Prepared by QMark Research

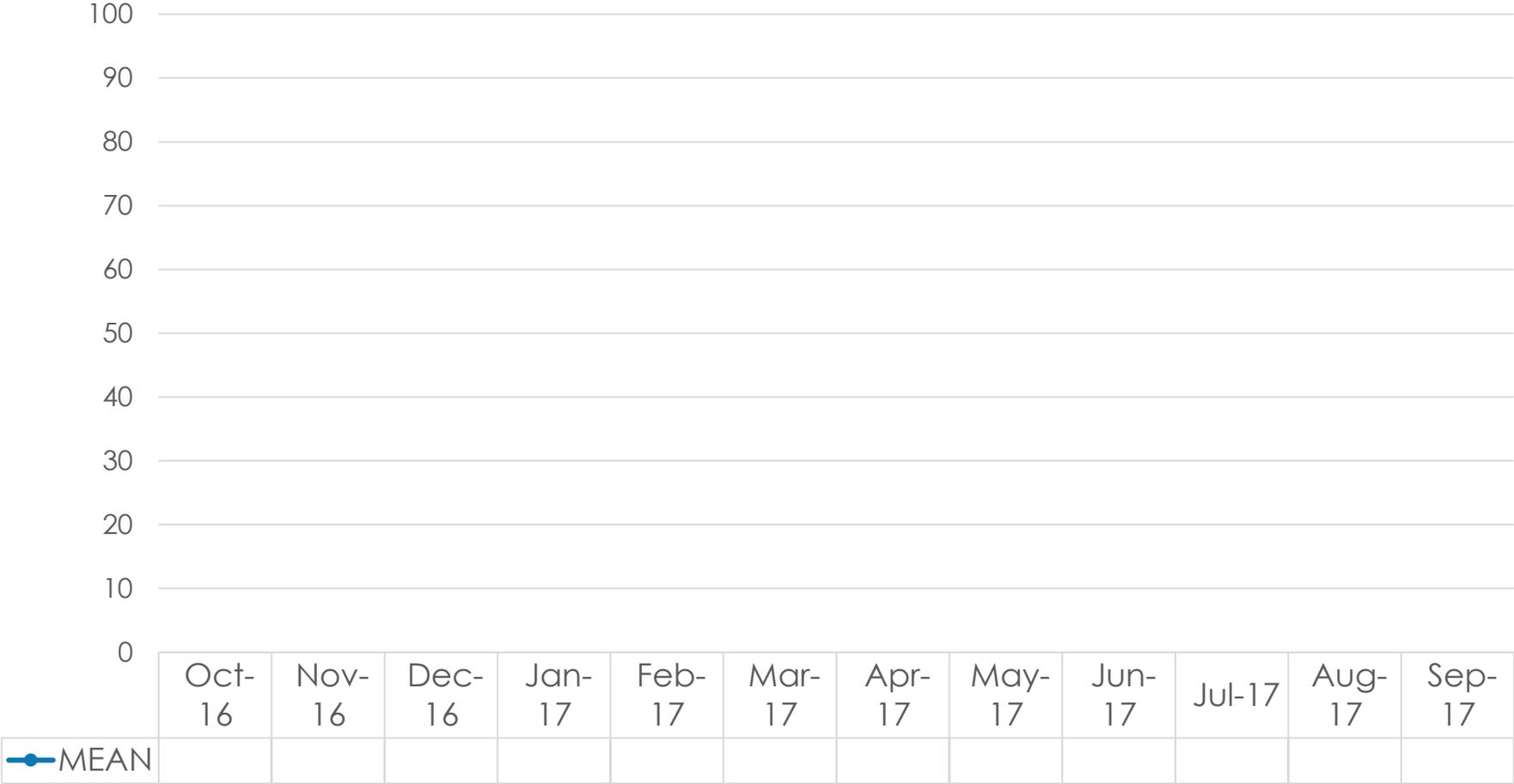
GUAM AIRPORT EXPENDITURE – FY2017 Tracking



PARTICIPATED IN SHOP GUAM e-FESTIVAL (N/A)



SHOP GUAM E-FESTIVAL SPENDING – FY2017 Tracking (N/A)

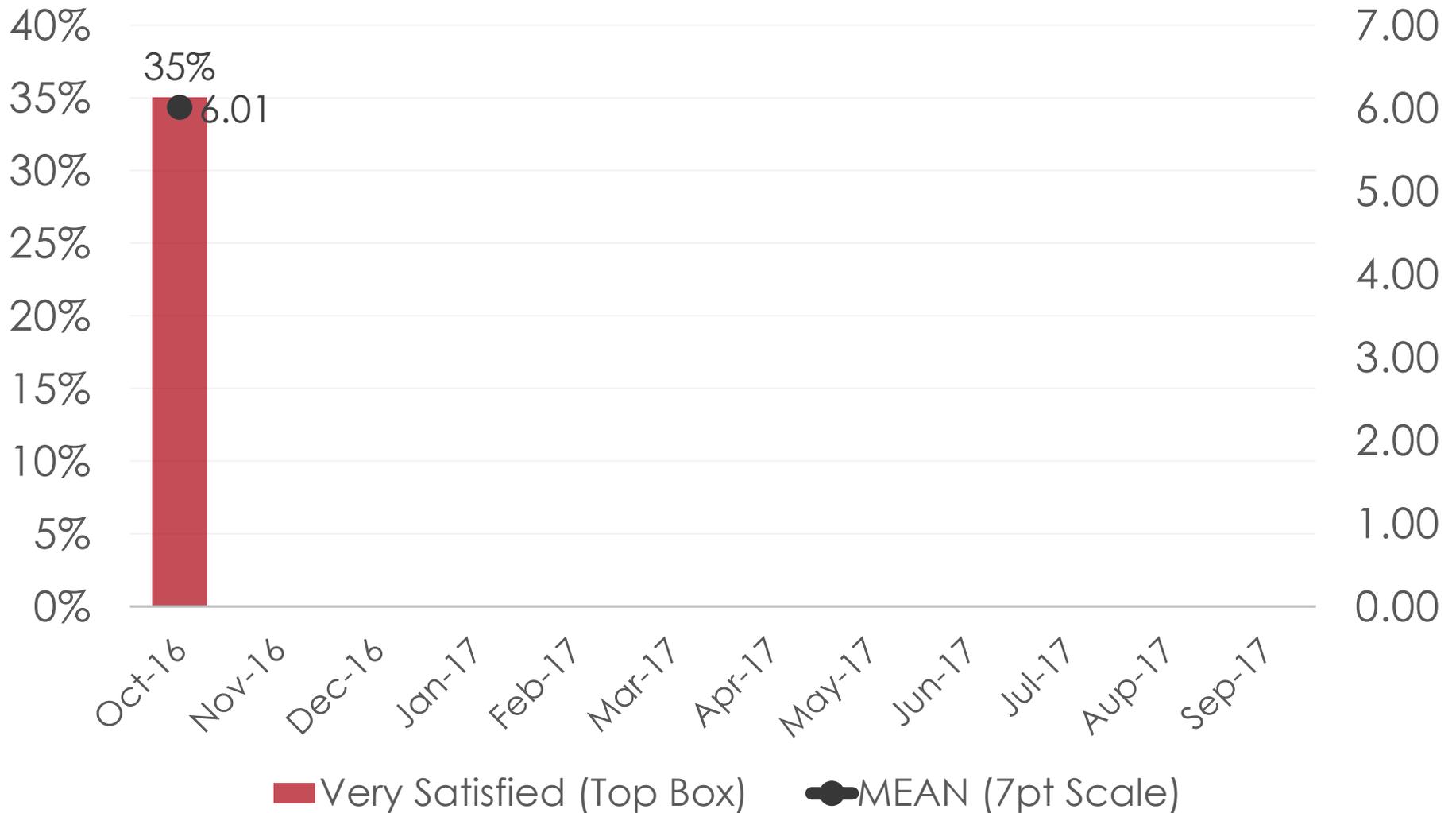


SECTION 4

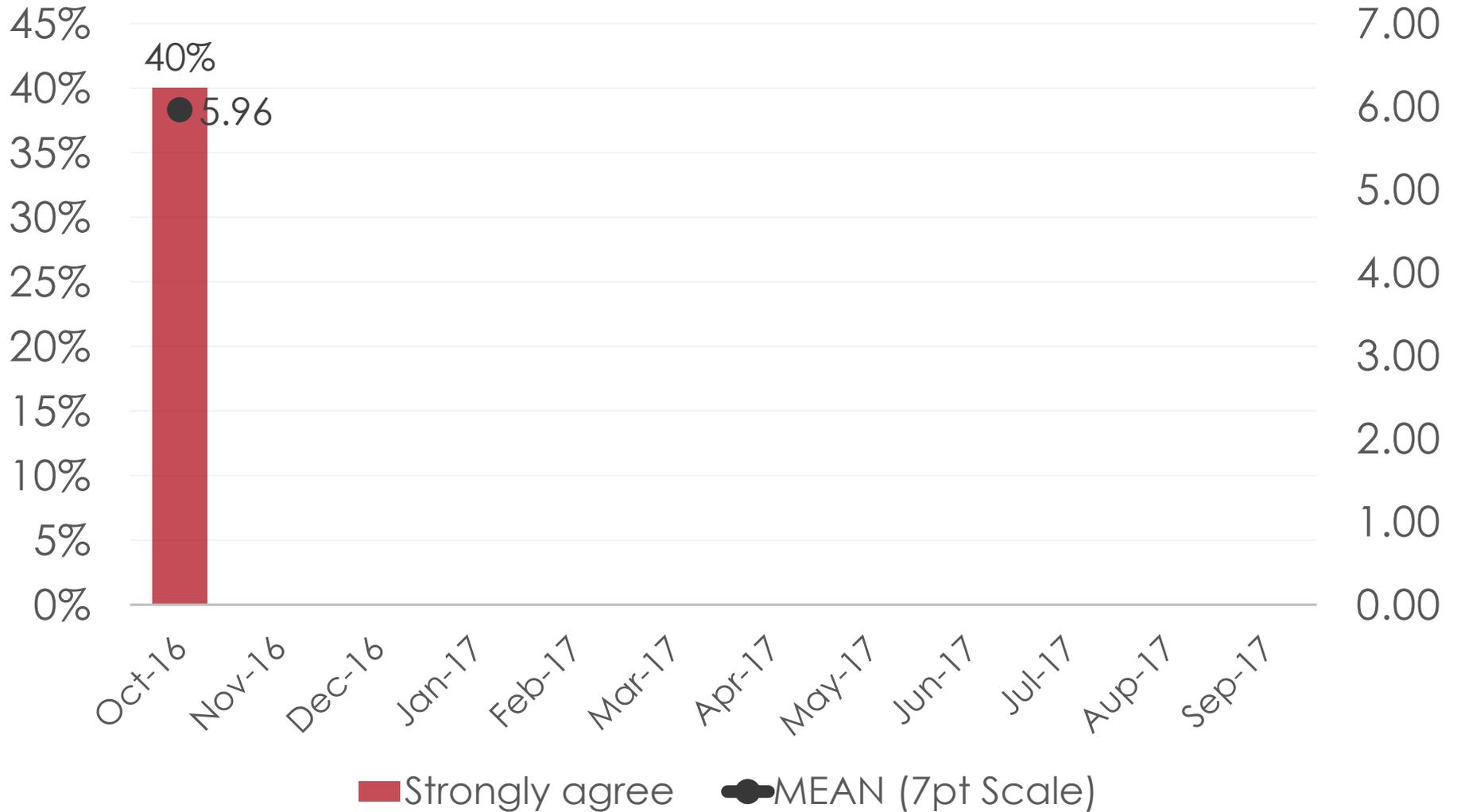
VISITOR SATISFACTION

BEHAVIOR

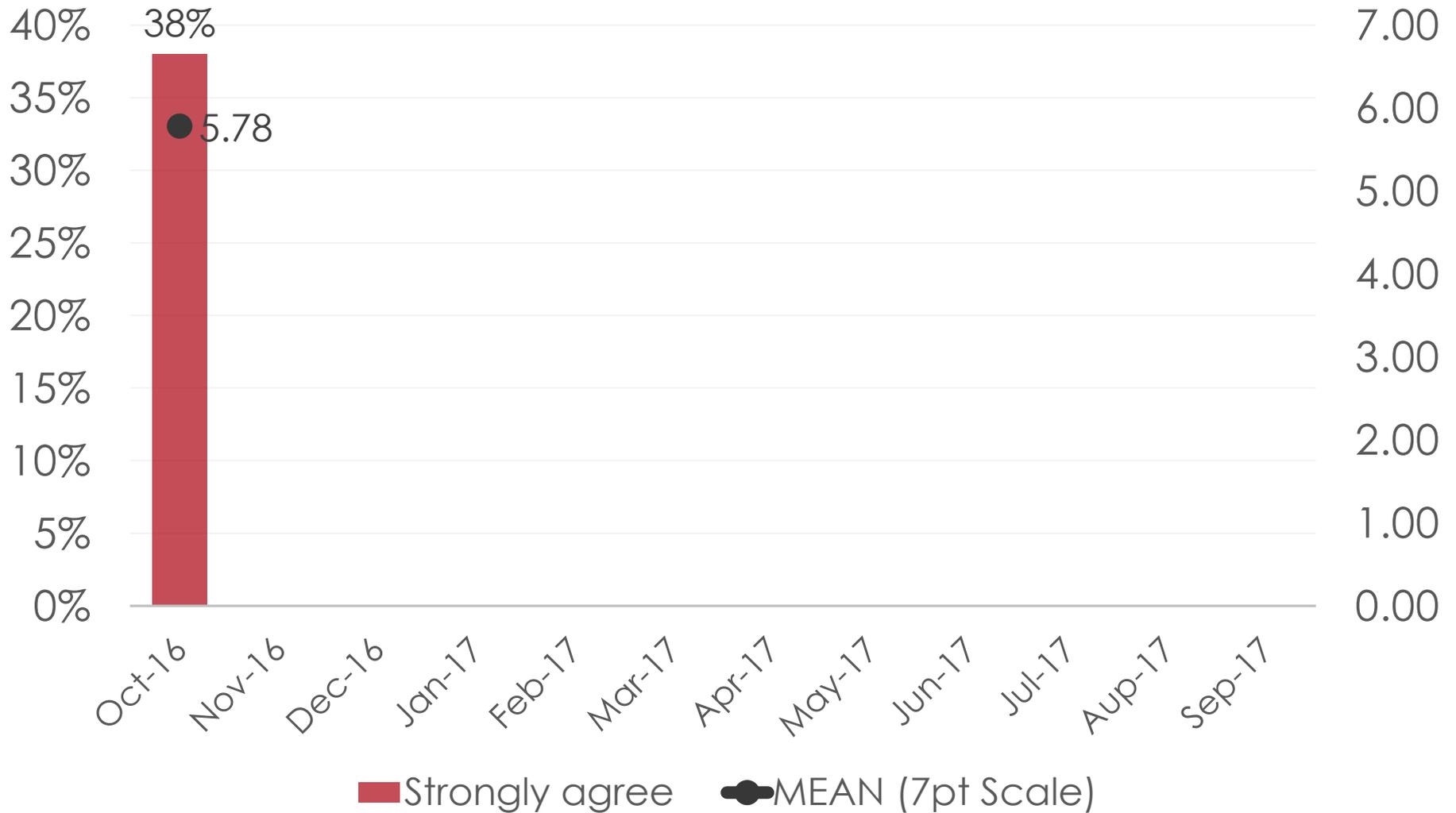
OVERALL SATISFACTION



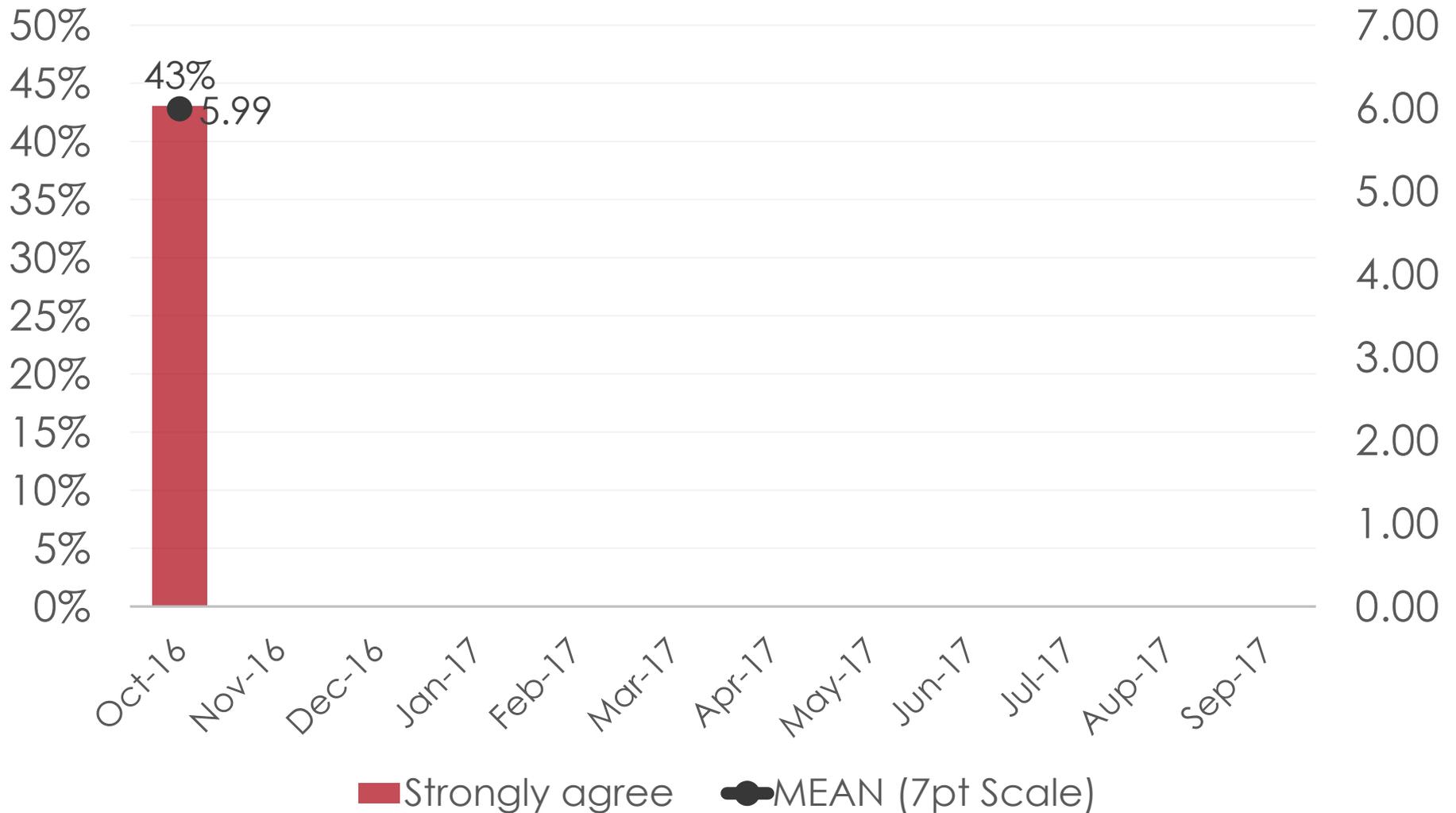
Guam was better than expected



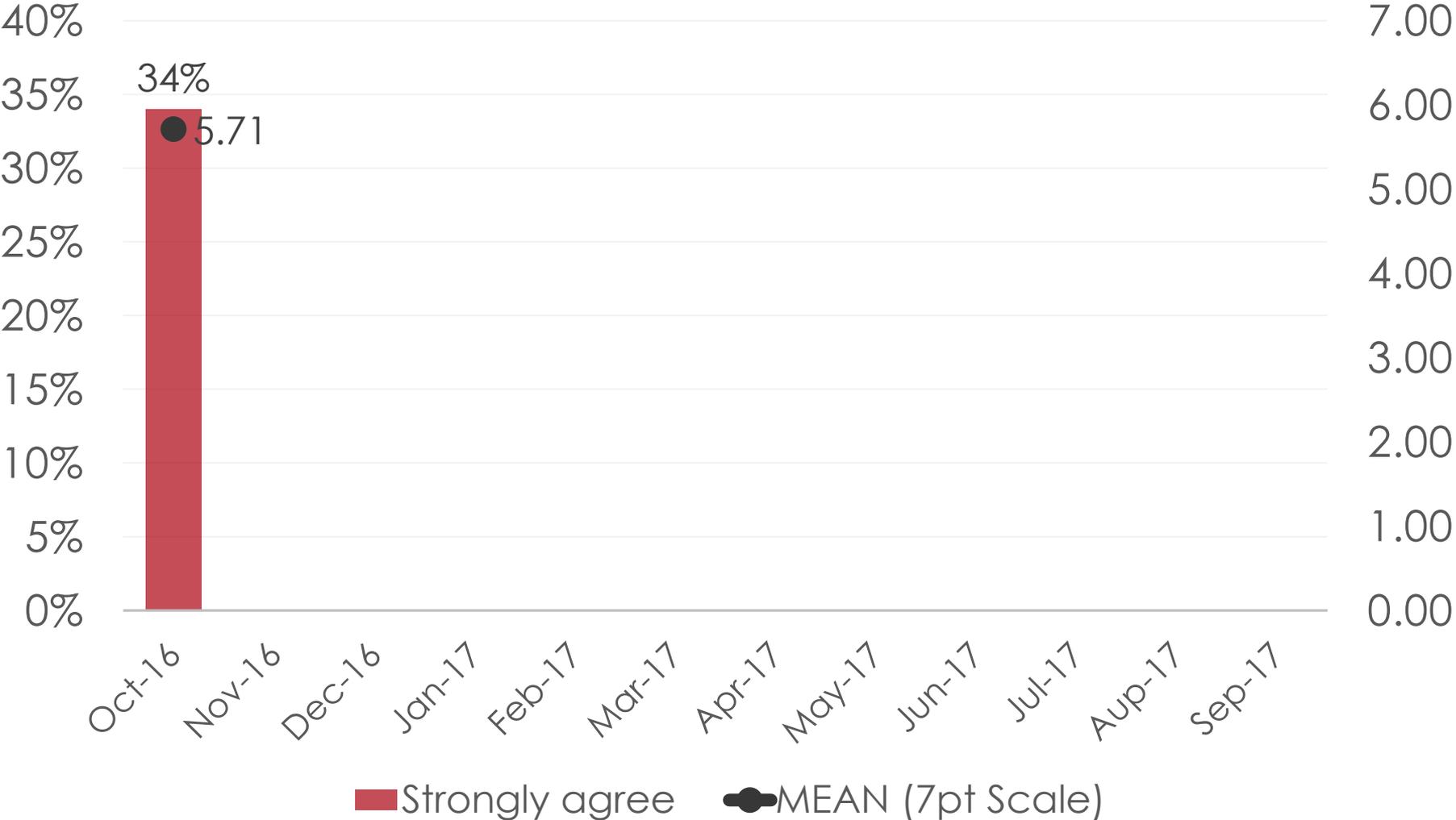
I had no communication problems



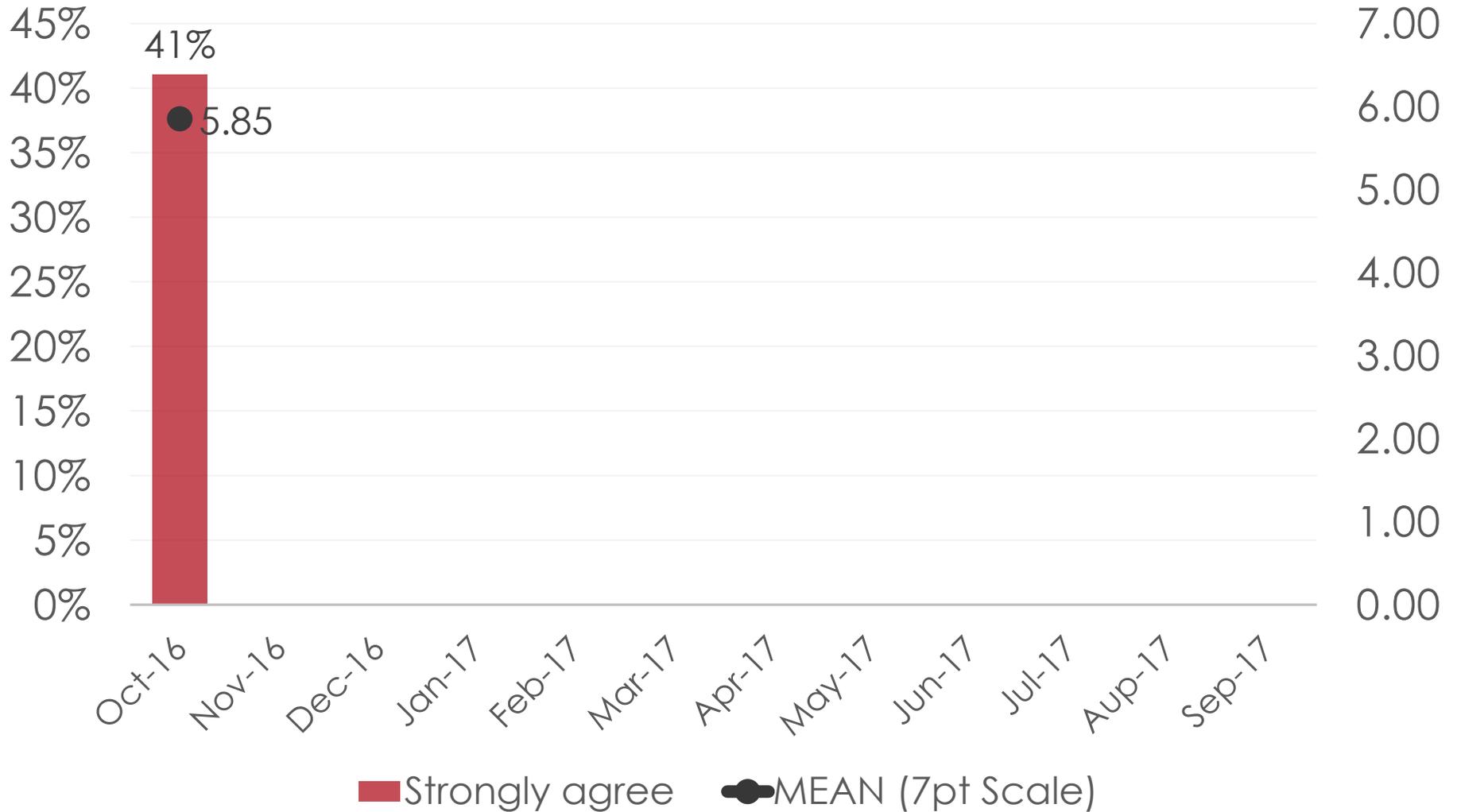
I will recommend Guam to friends



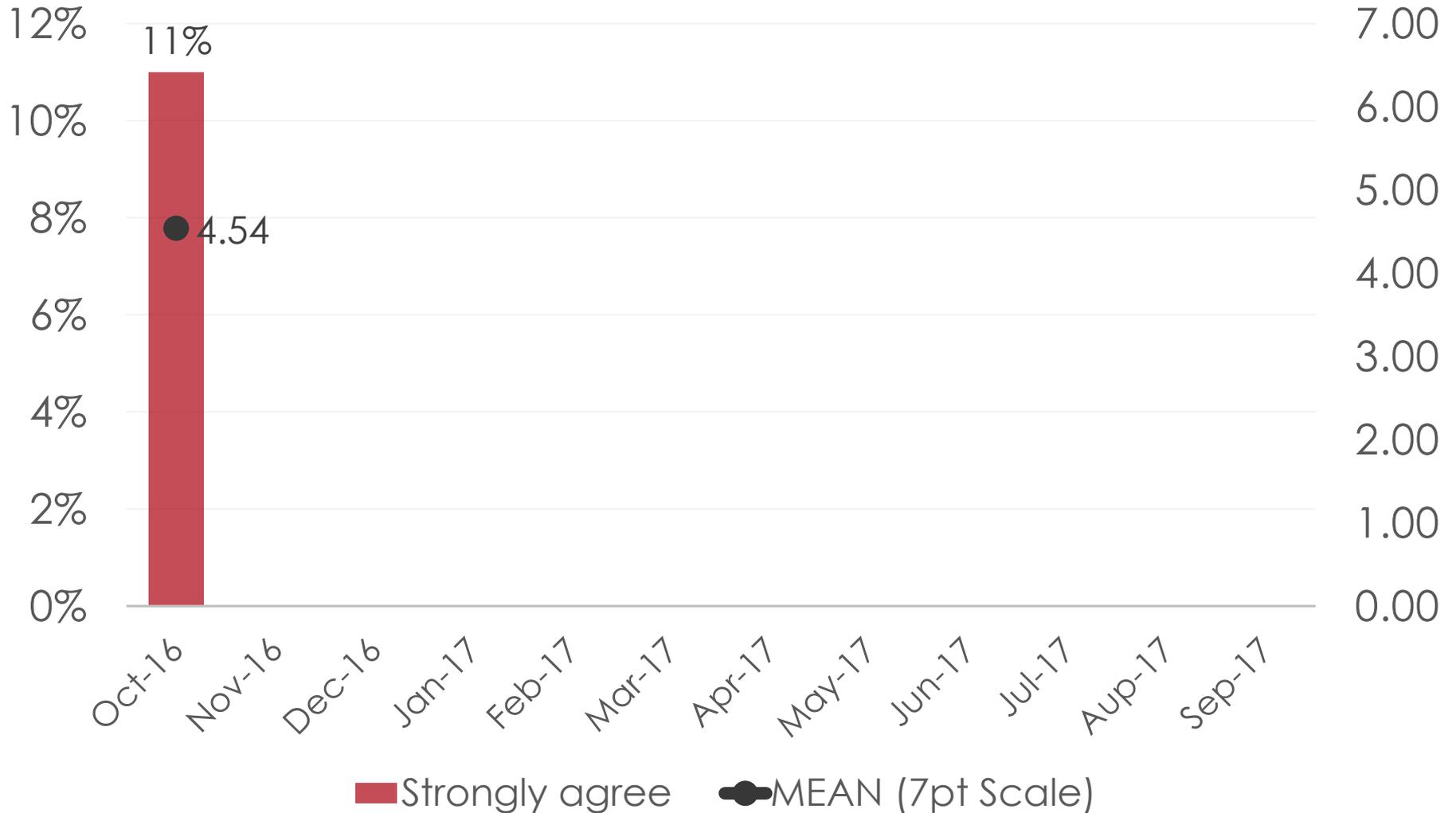
Sites on Guam were attractive



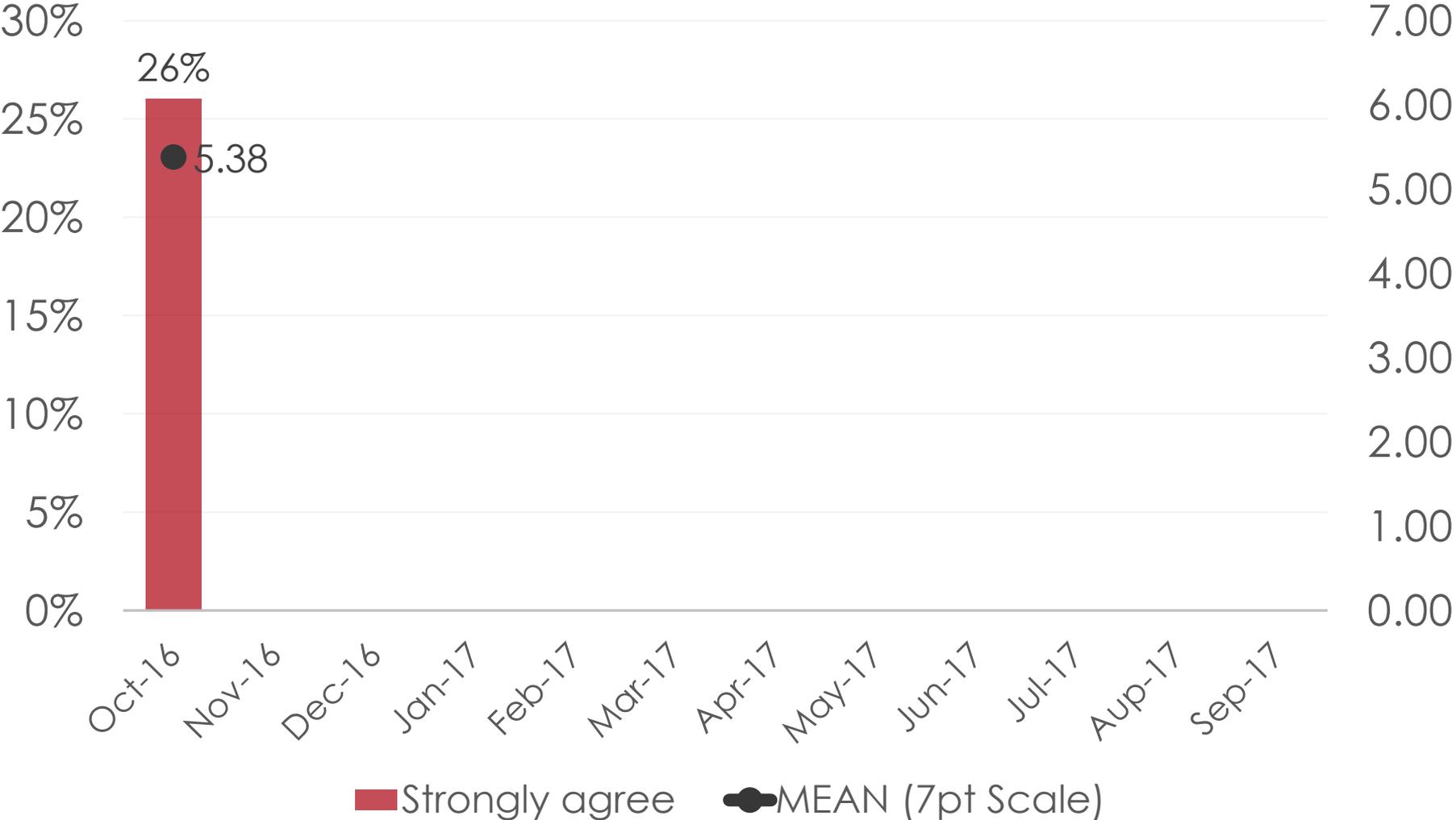
I plan to visit Guam again



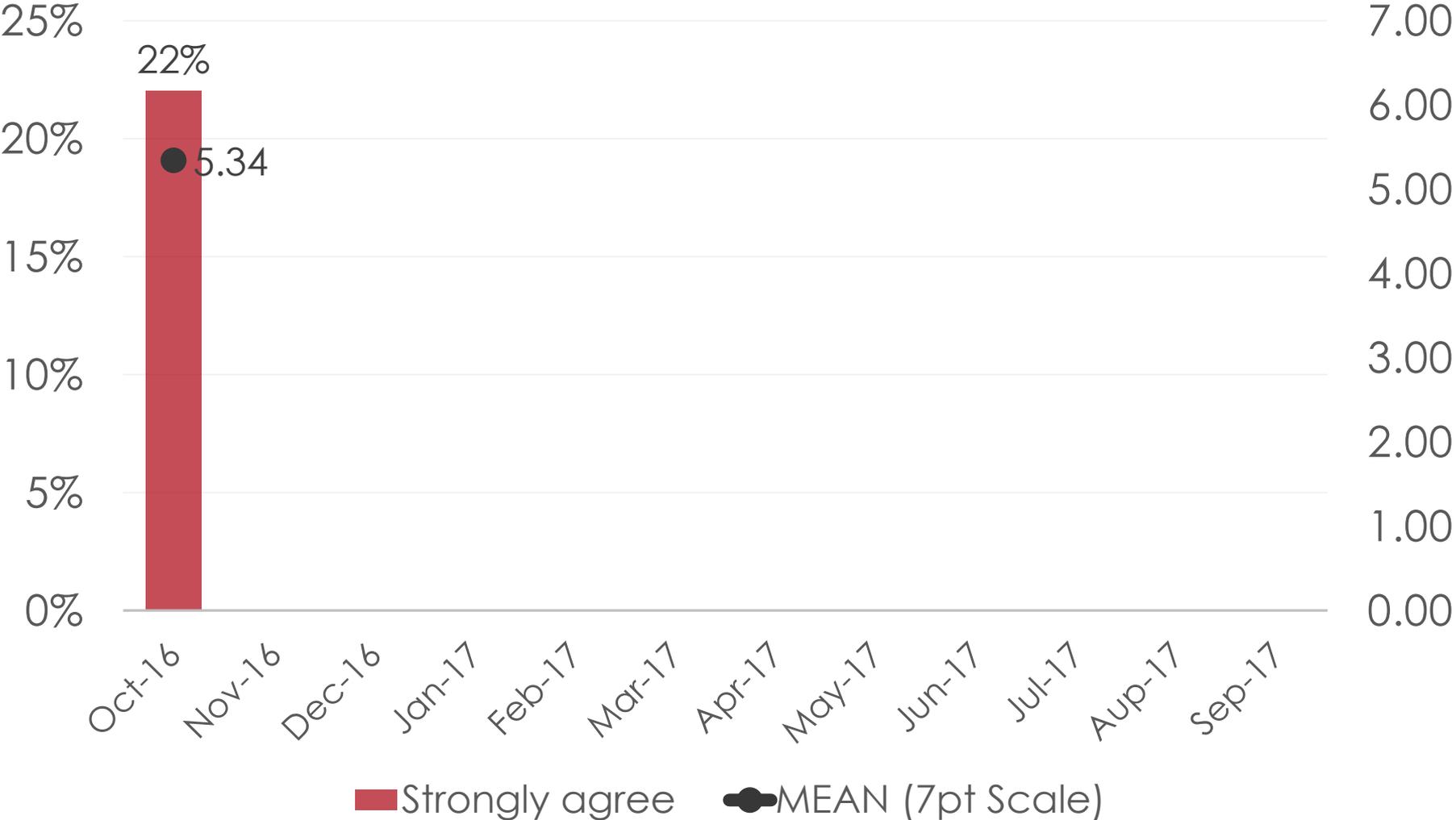
Not enough night time activities



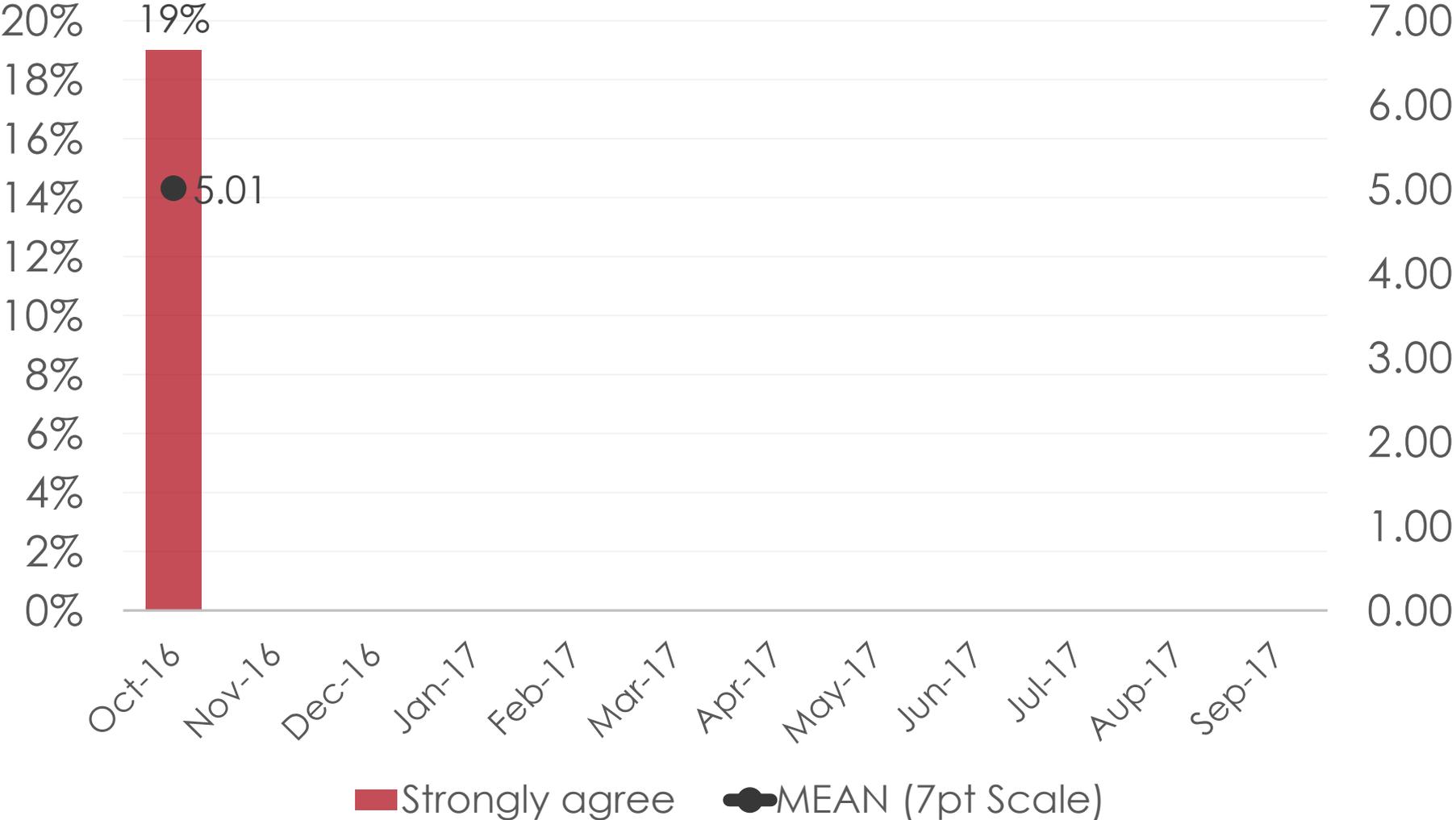
Tour guides were professional



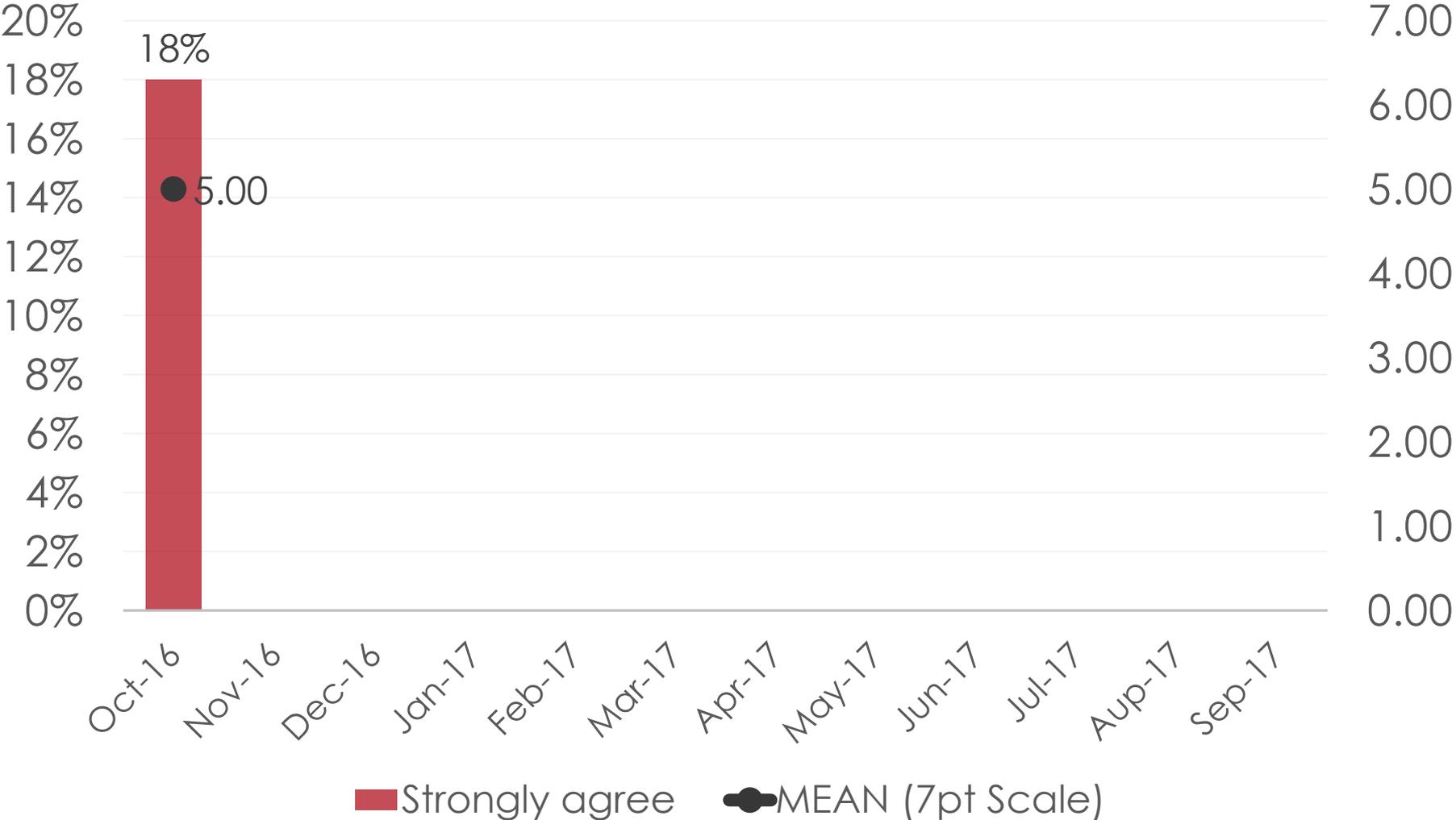
Tour drivers were professional



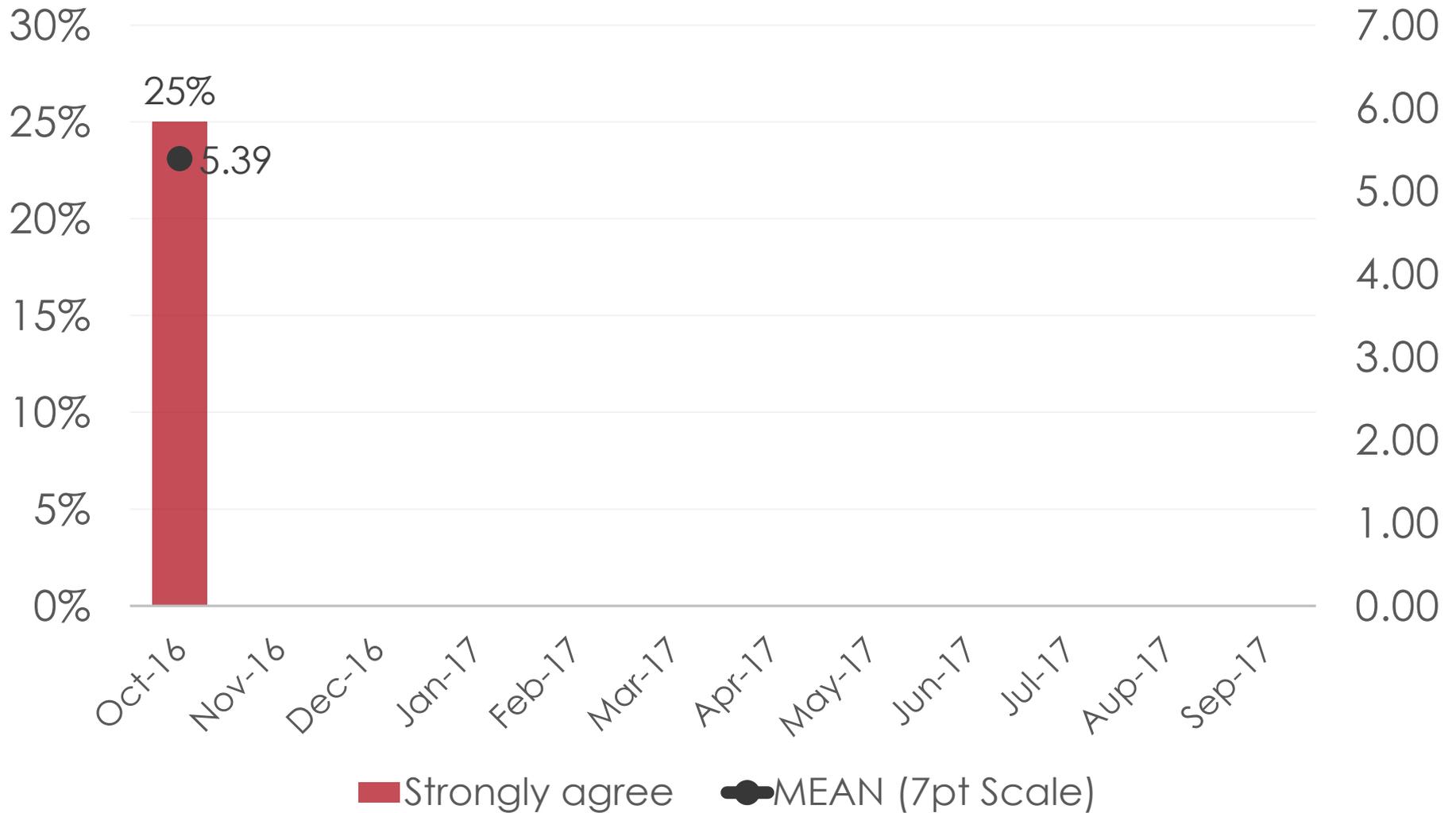
Taxi drivers were professional



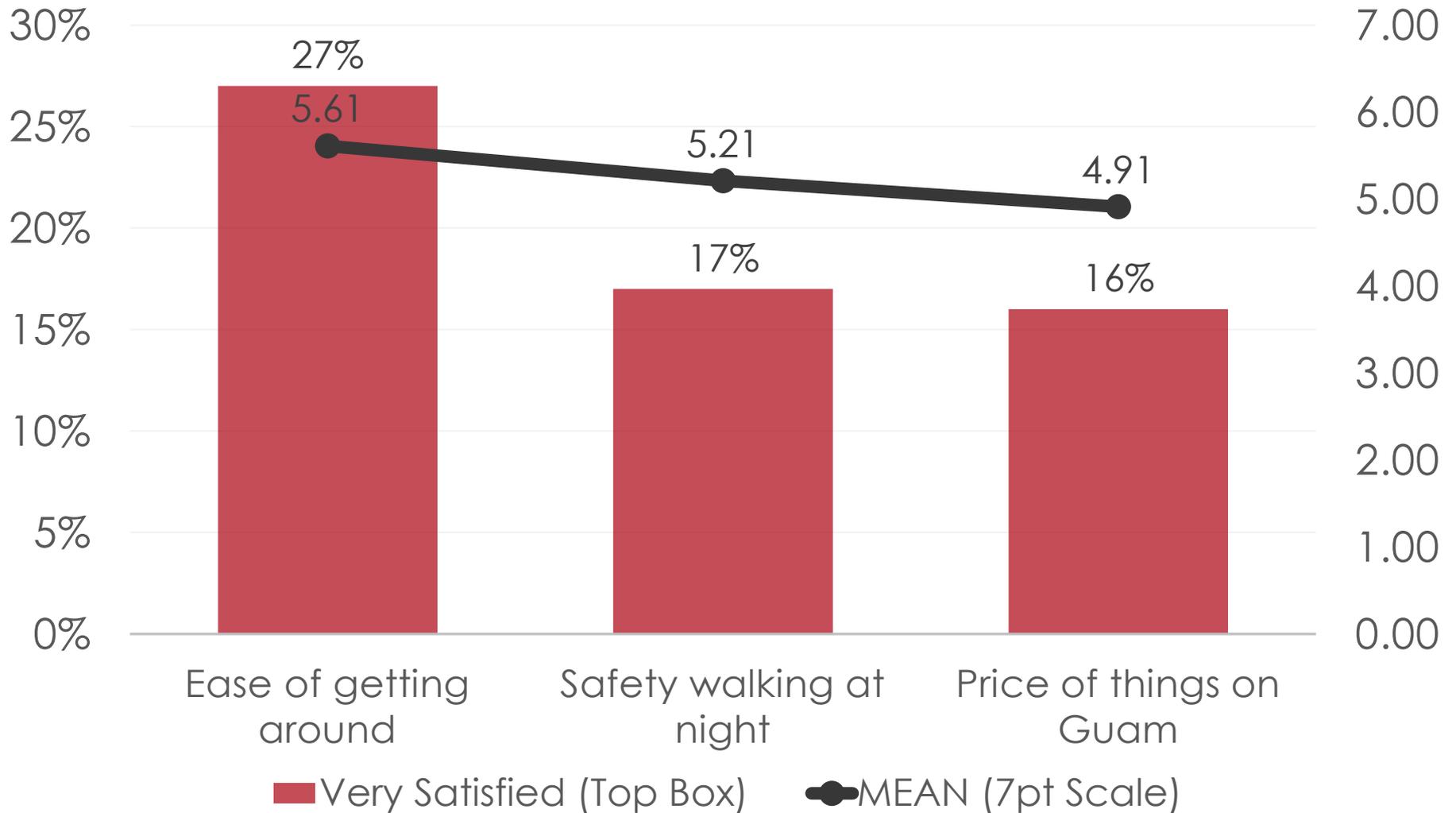
Taxis were clean



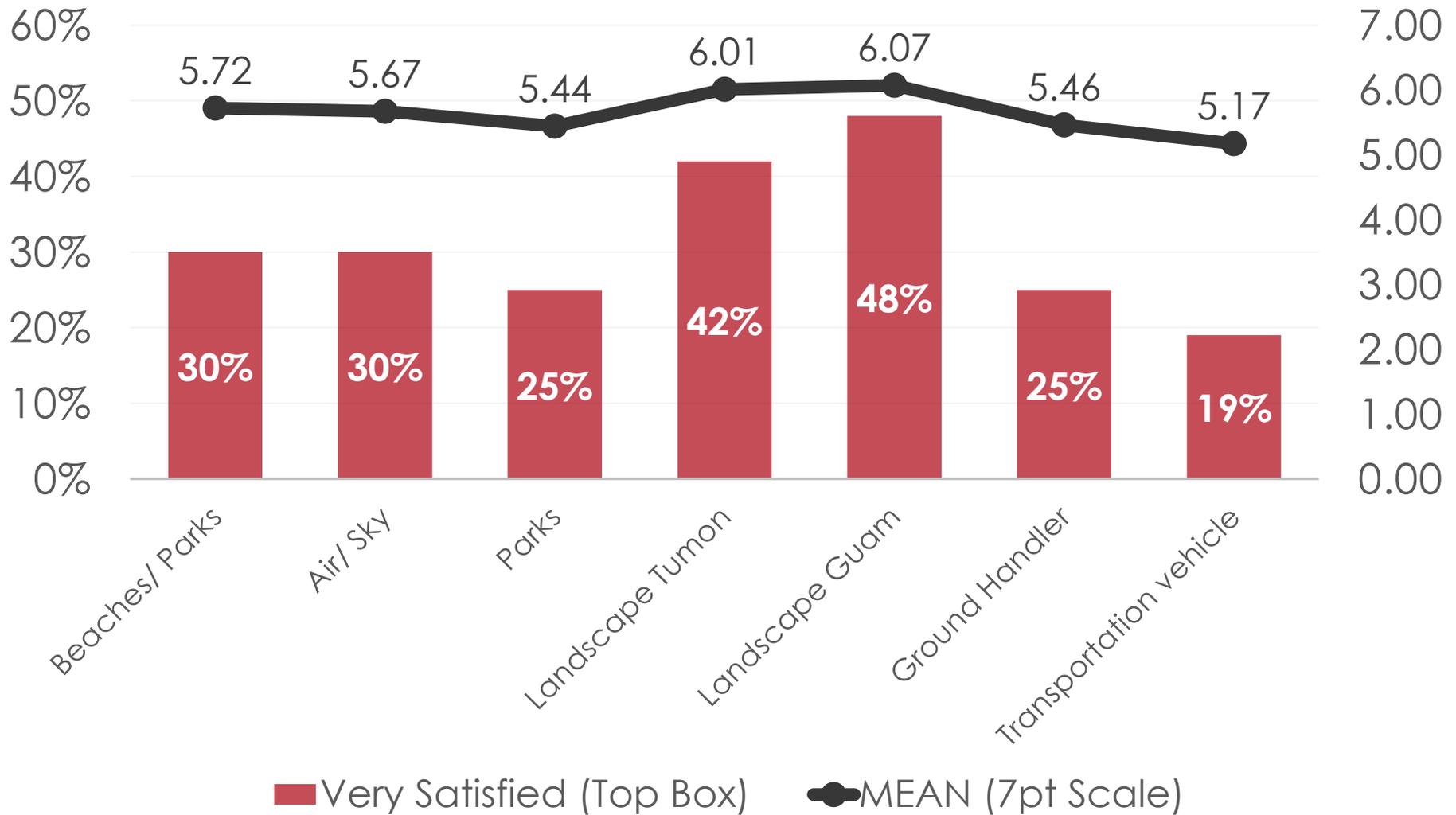
Guam airport was clean



GENERAL SATISFACTION

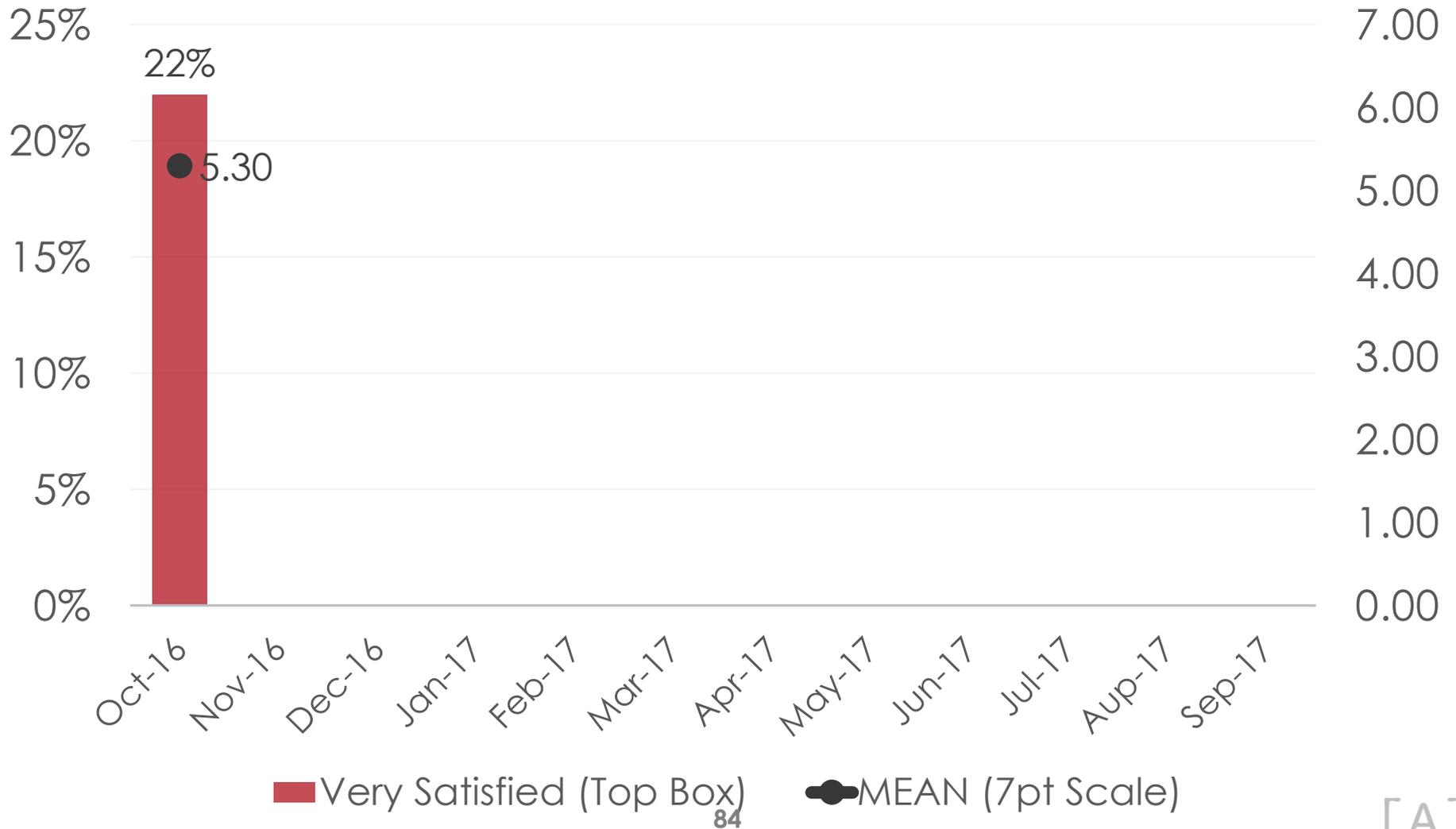


GENERAL SATISFACTION – Quality/ Cleanliness

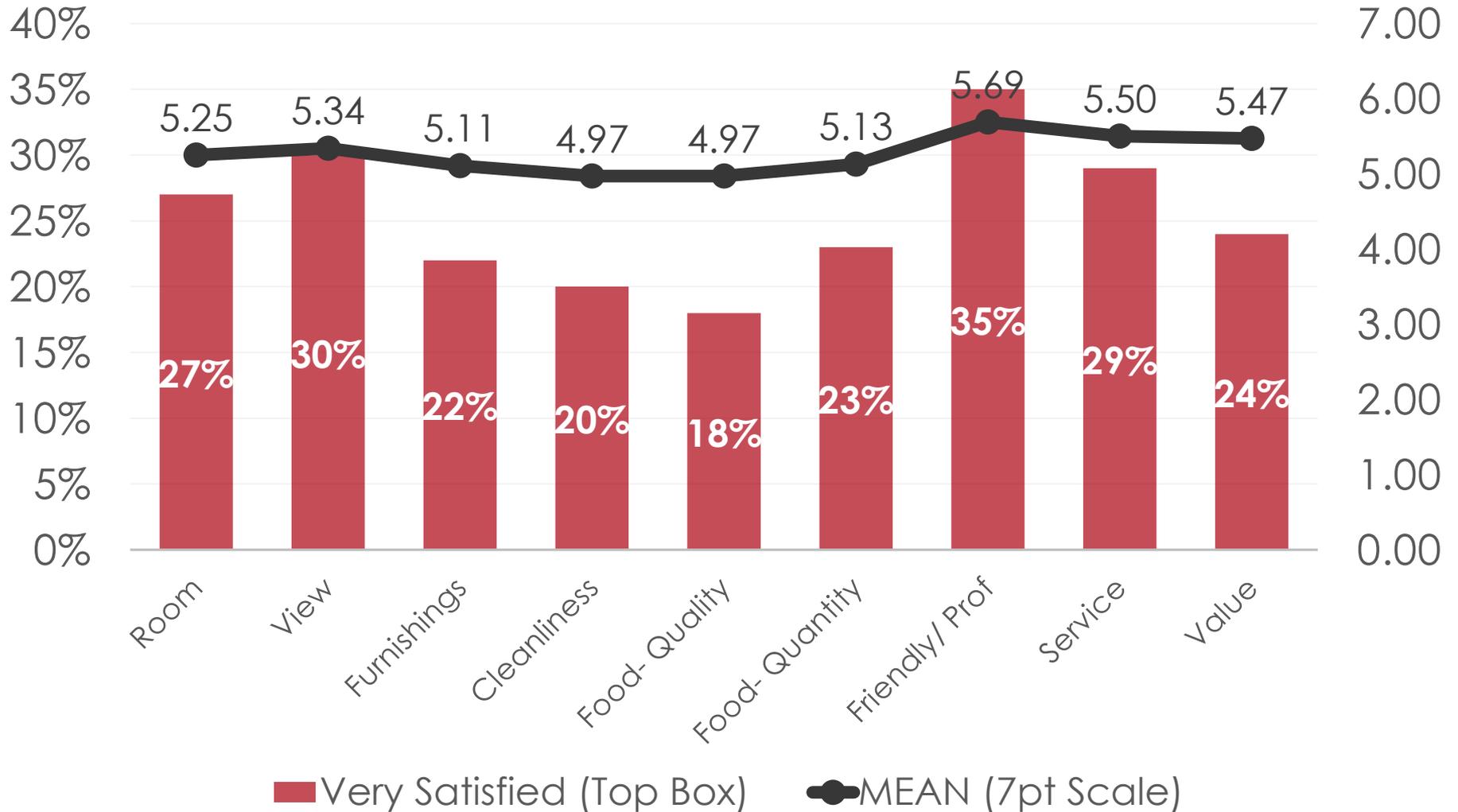


ACCOMMODATIONS

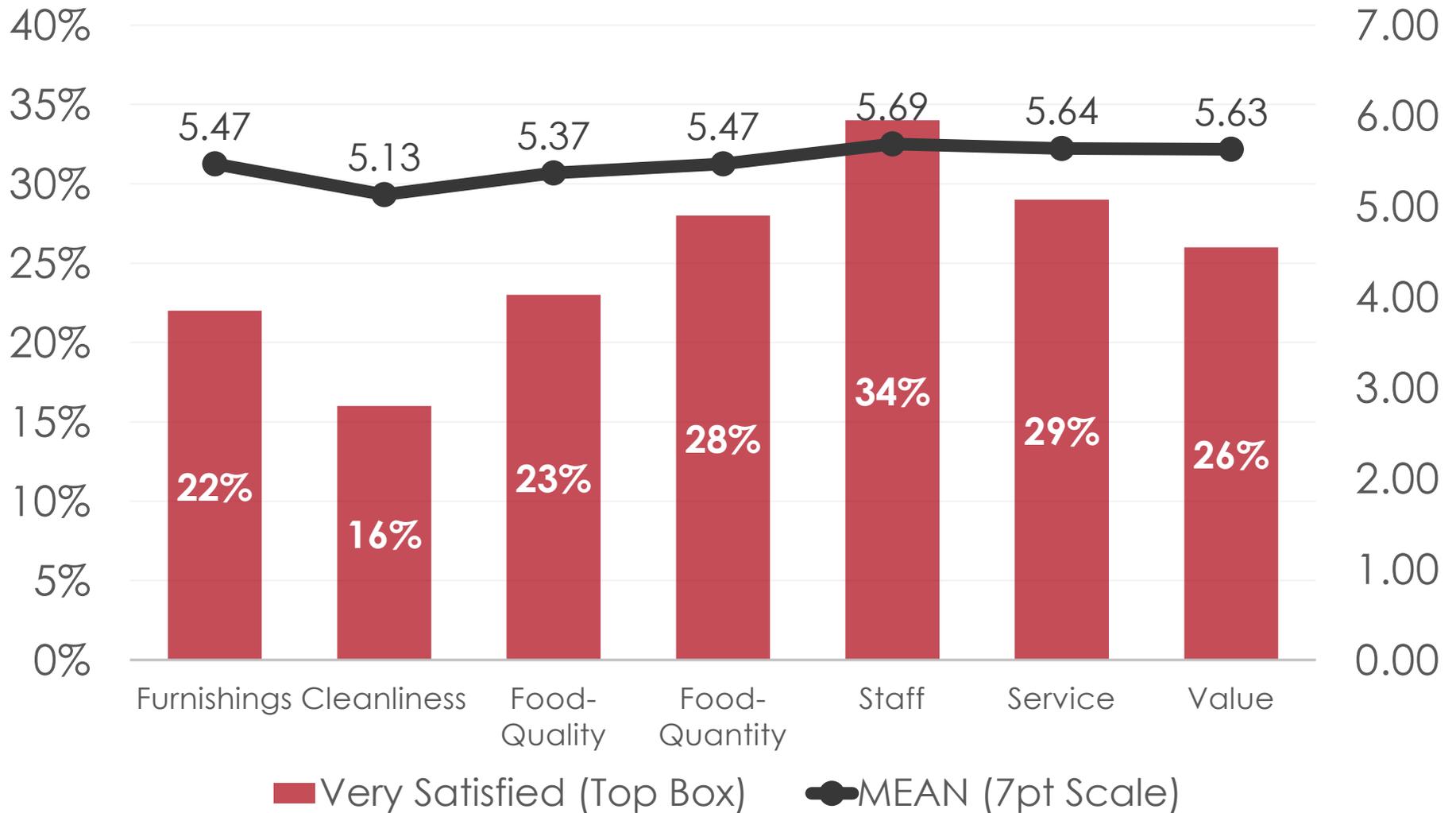
OVERALL SATISFACTION



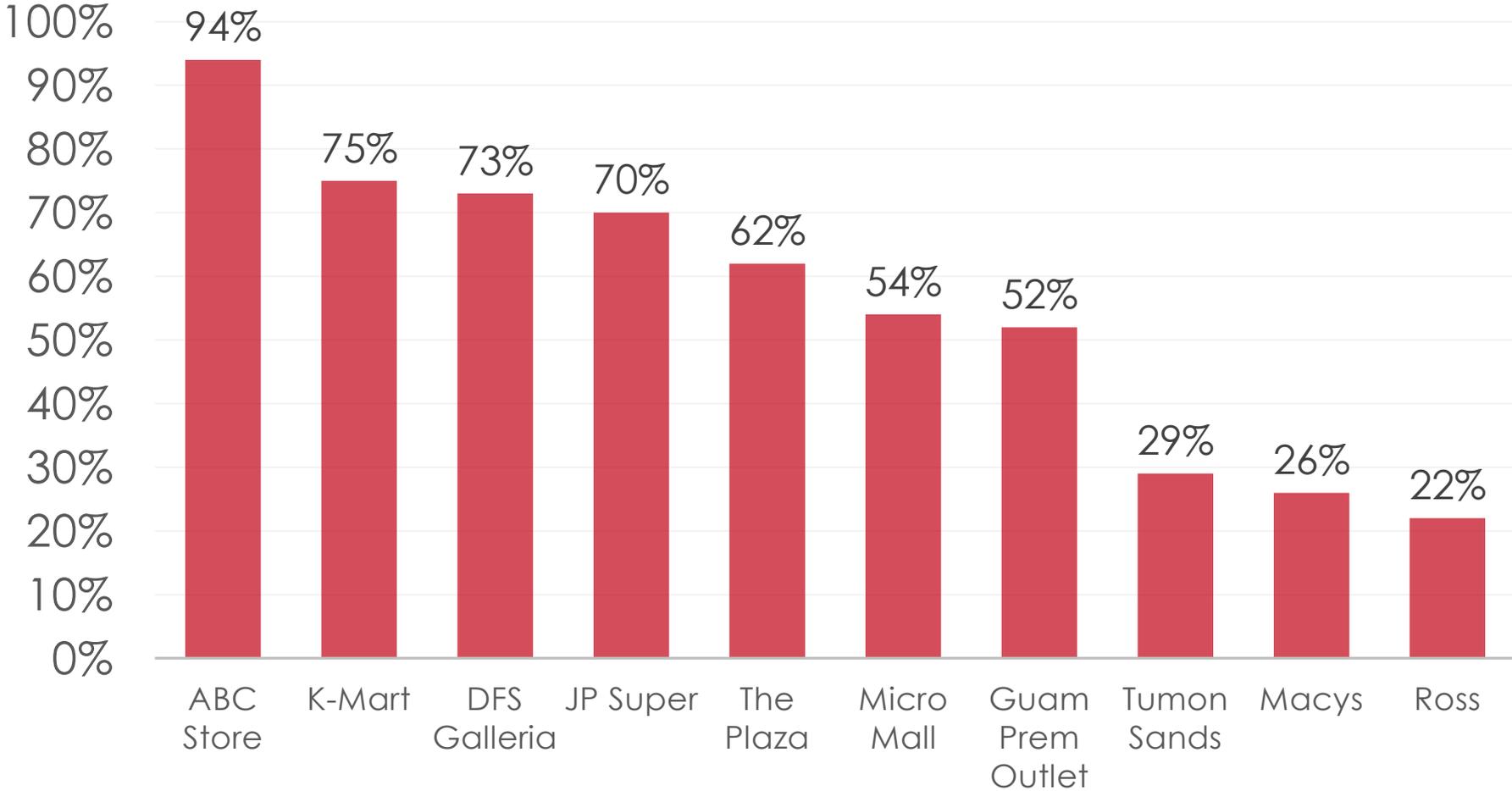
ACCOMMODATIONS – Satisfaction by Category



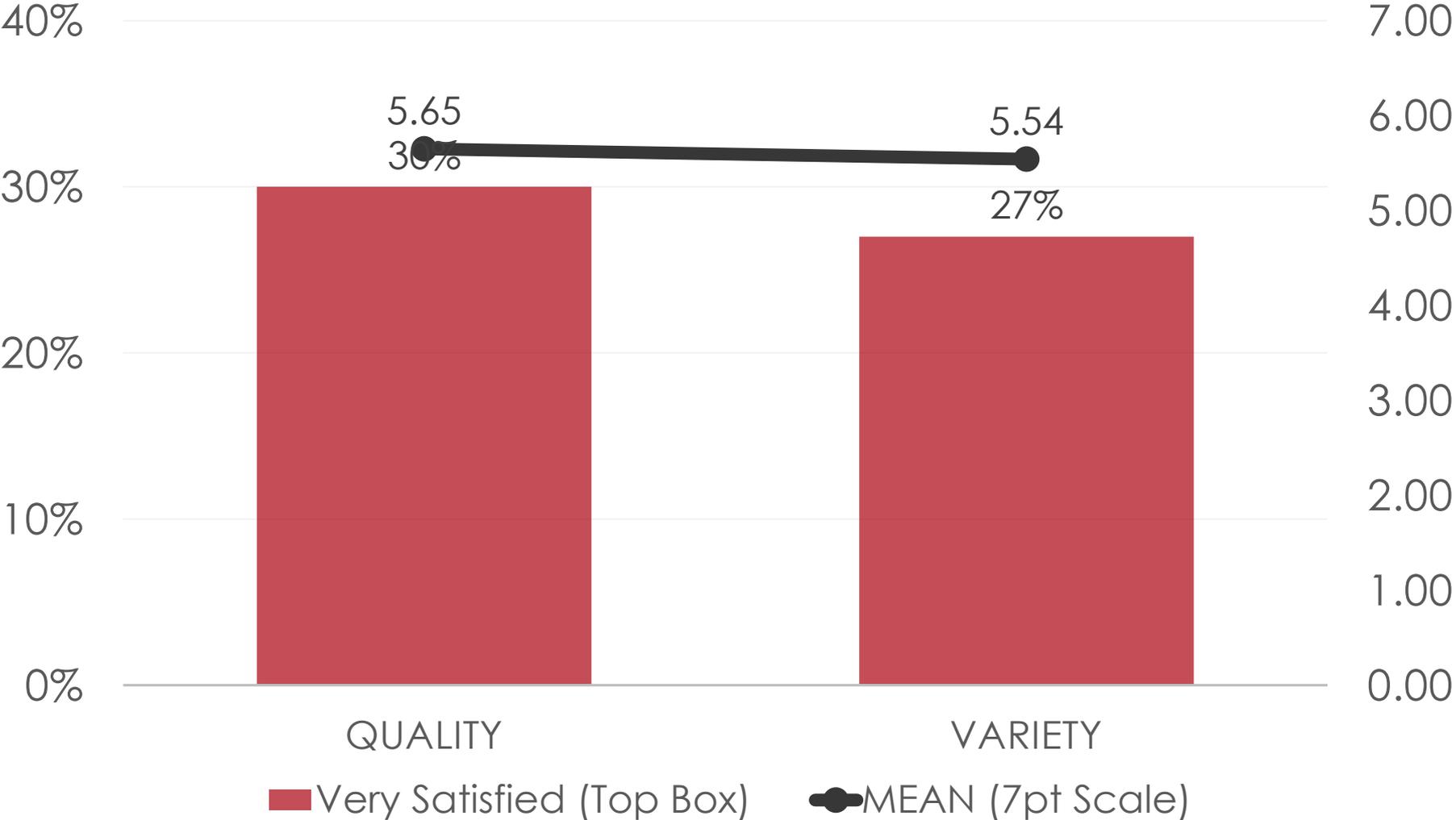
DINING EXPERIENCE (Outside Hotel) – Satisfaction by Category



Shopping Malls/ Stores (Top Responses)



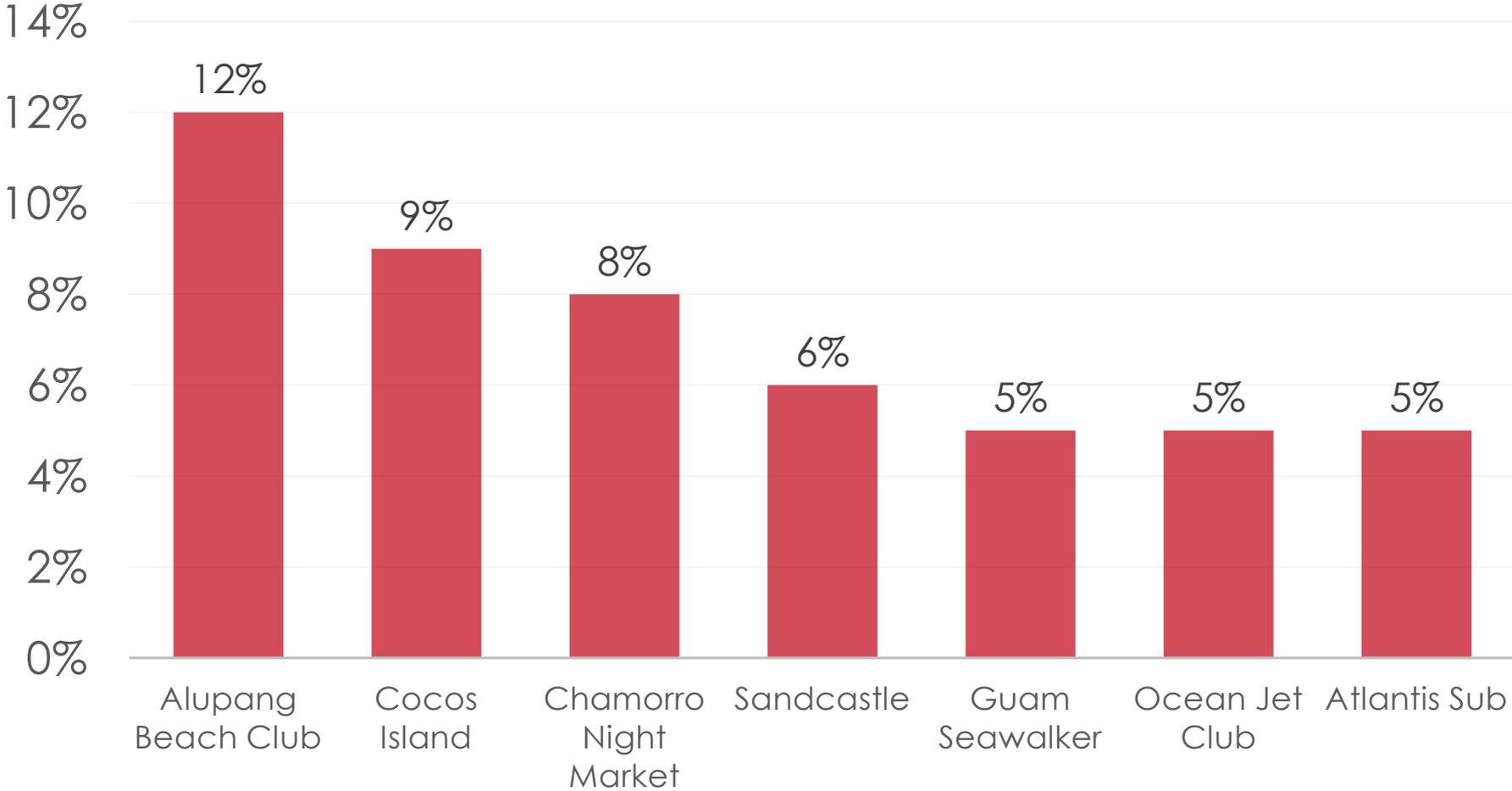
SHOPPING - SATISFACTION



OPTIONAL TOUR PARTICIPATION – FY2017 Tracking

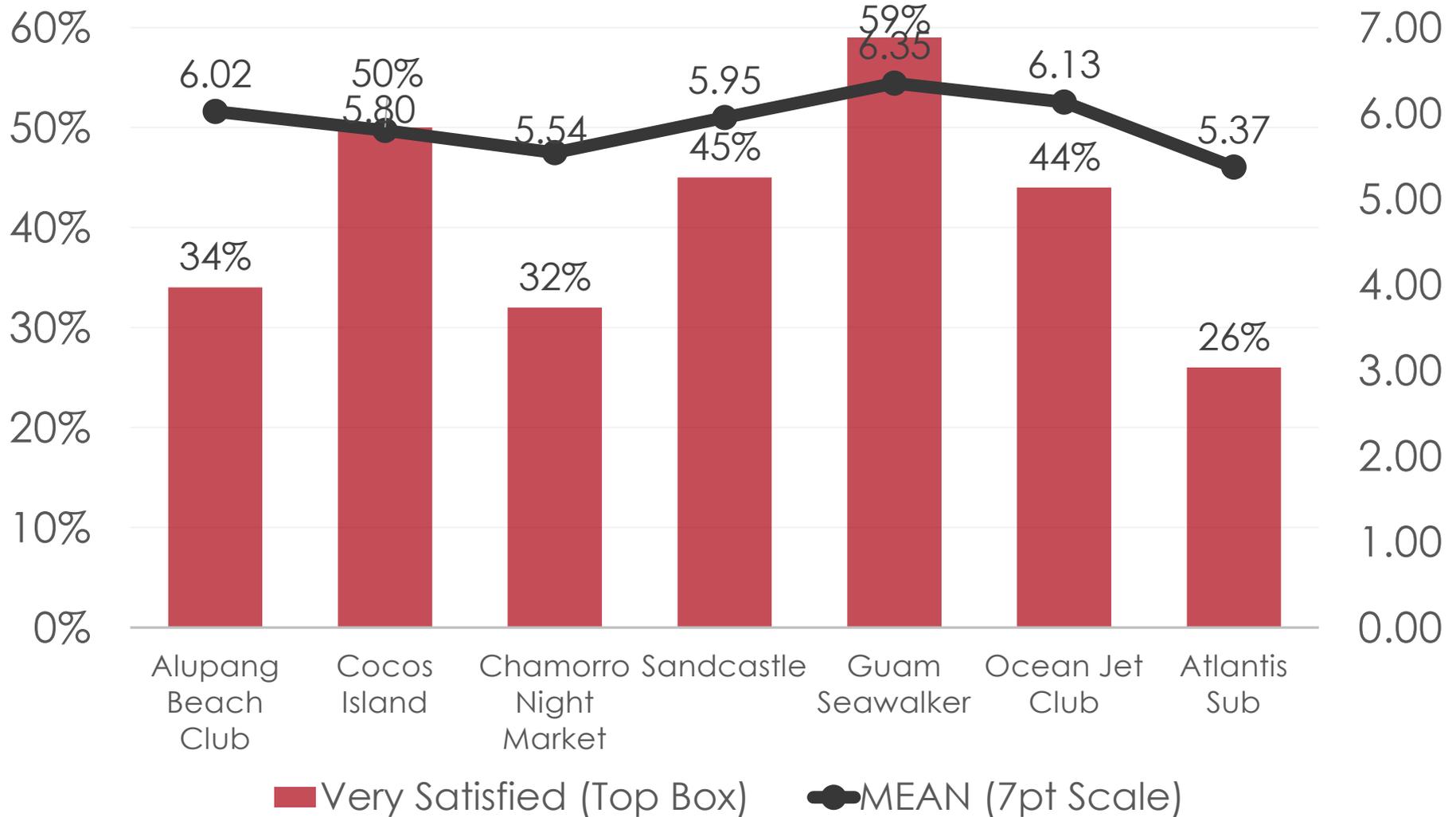


Optional Tour Participation (Top Responses)

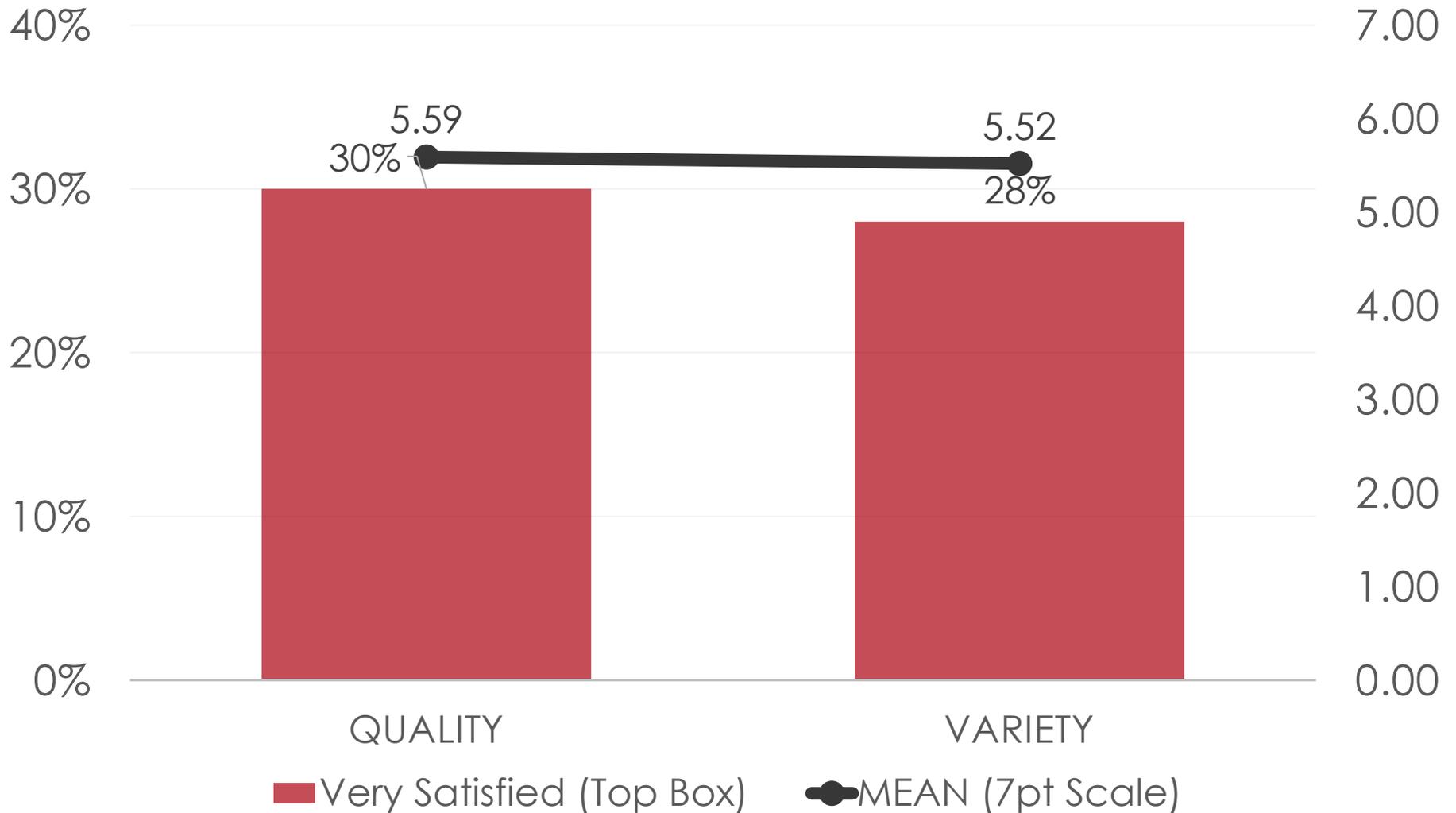


Optional Tour Satisfaction

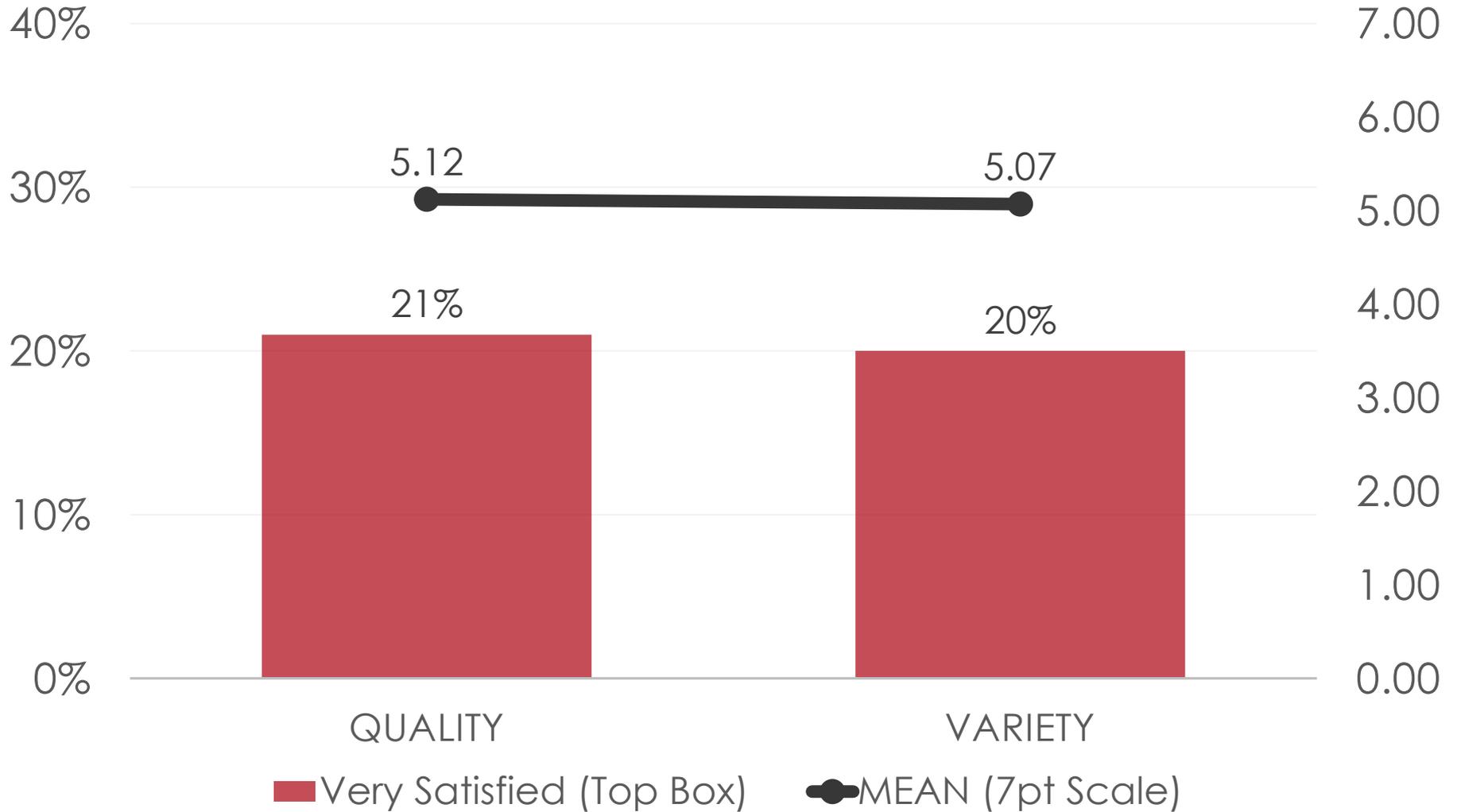
Top Responses only - Participation (5%+)



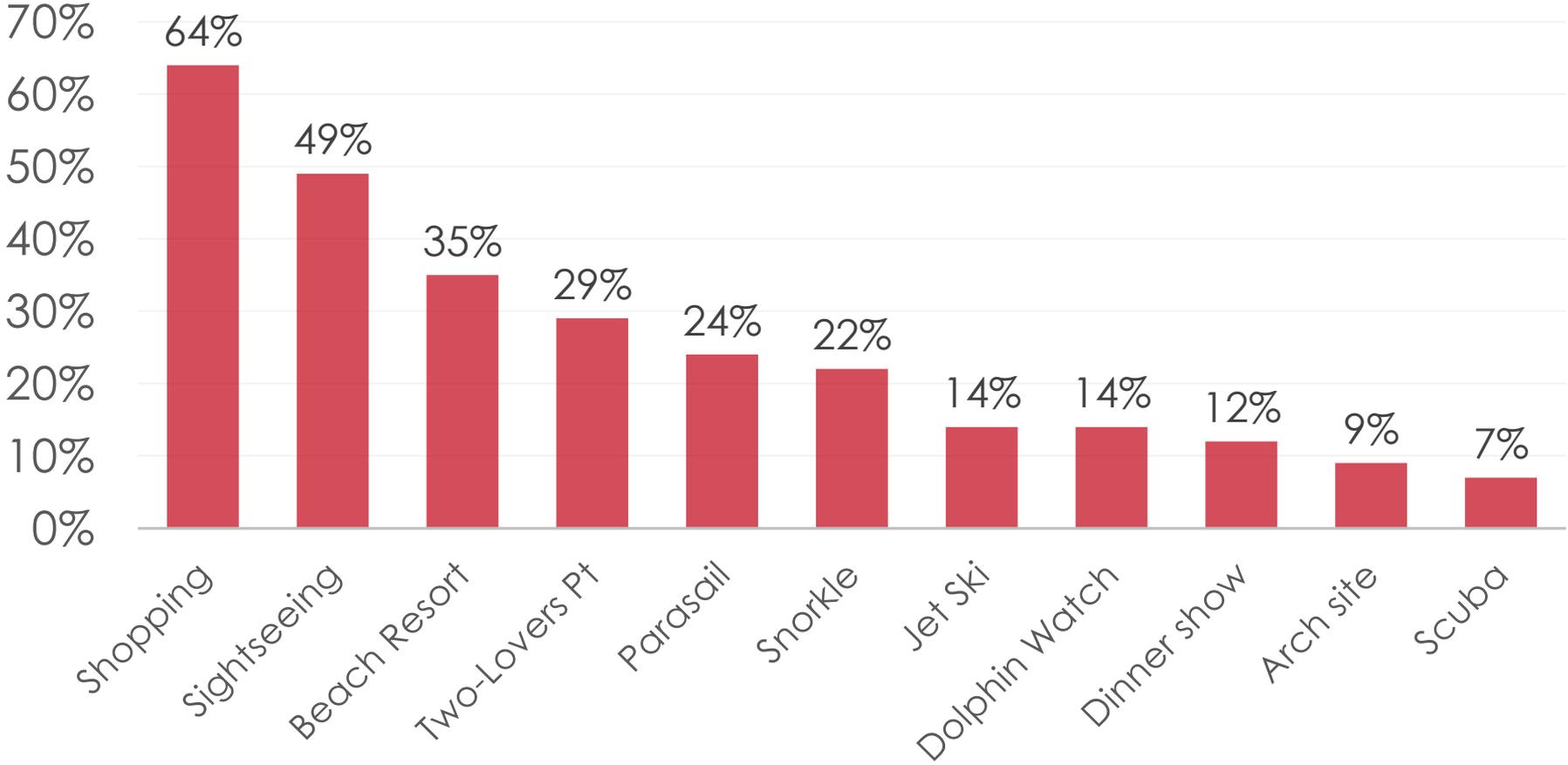
DAY TOUR - SATISFACTION



NIGHT TOUR - SATISFACTION

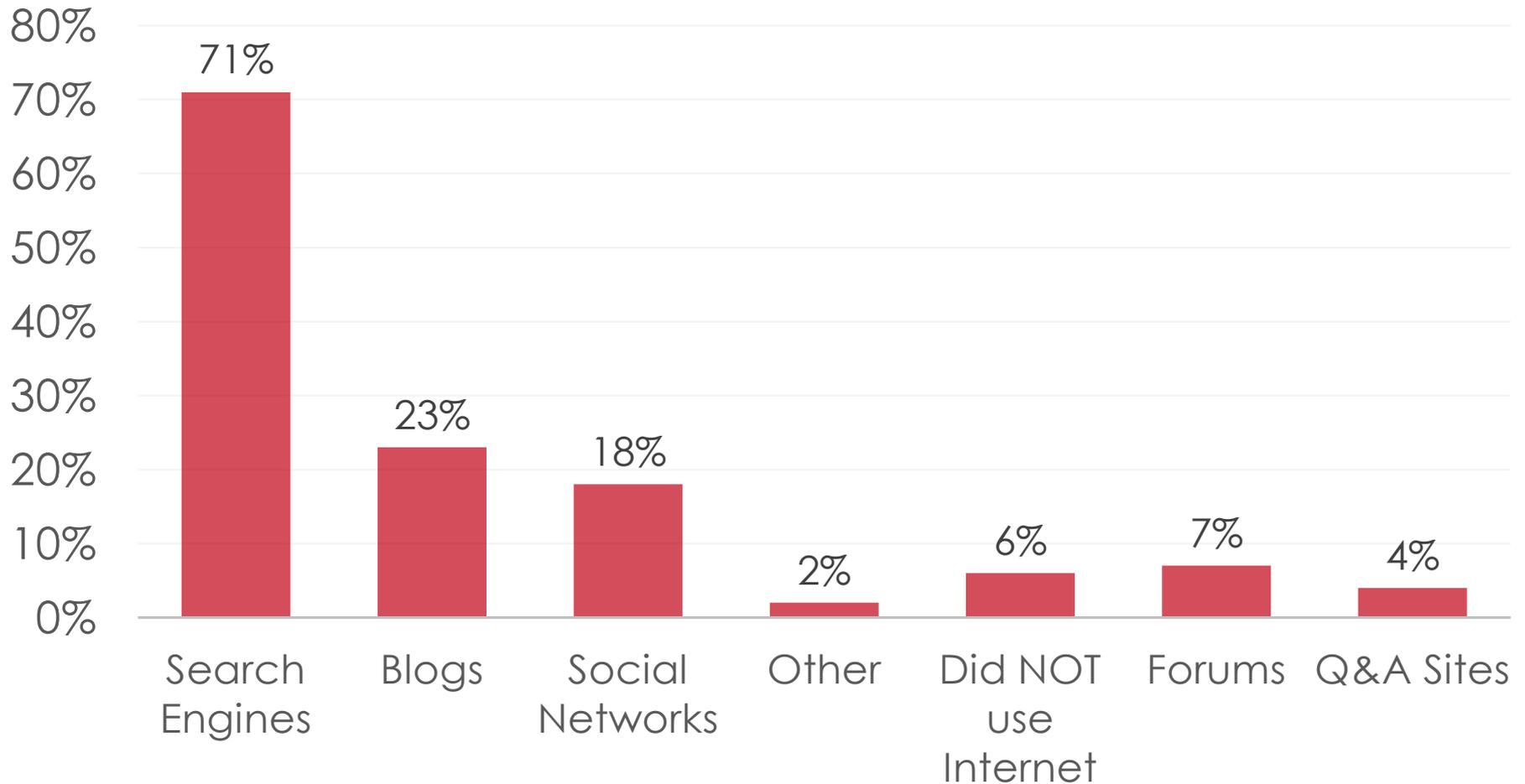


Activities Participation (Top Responses)



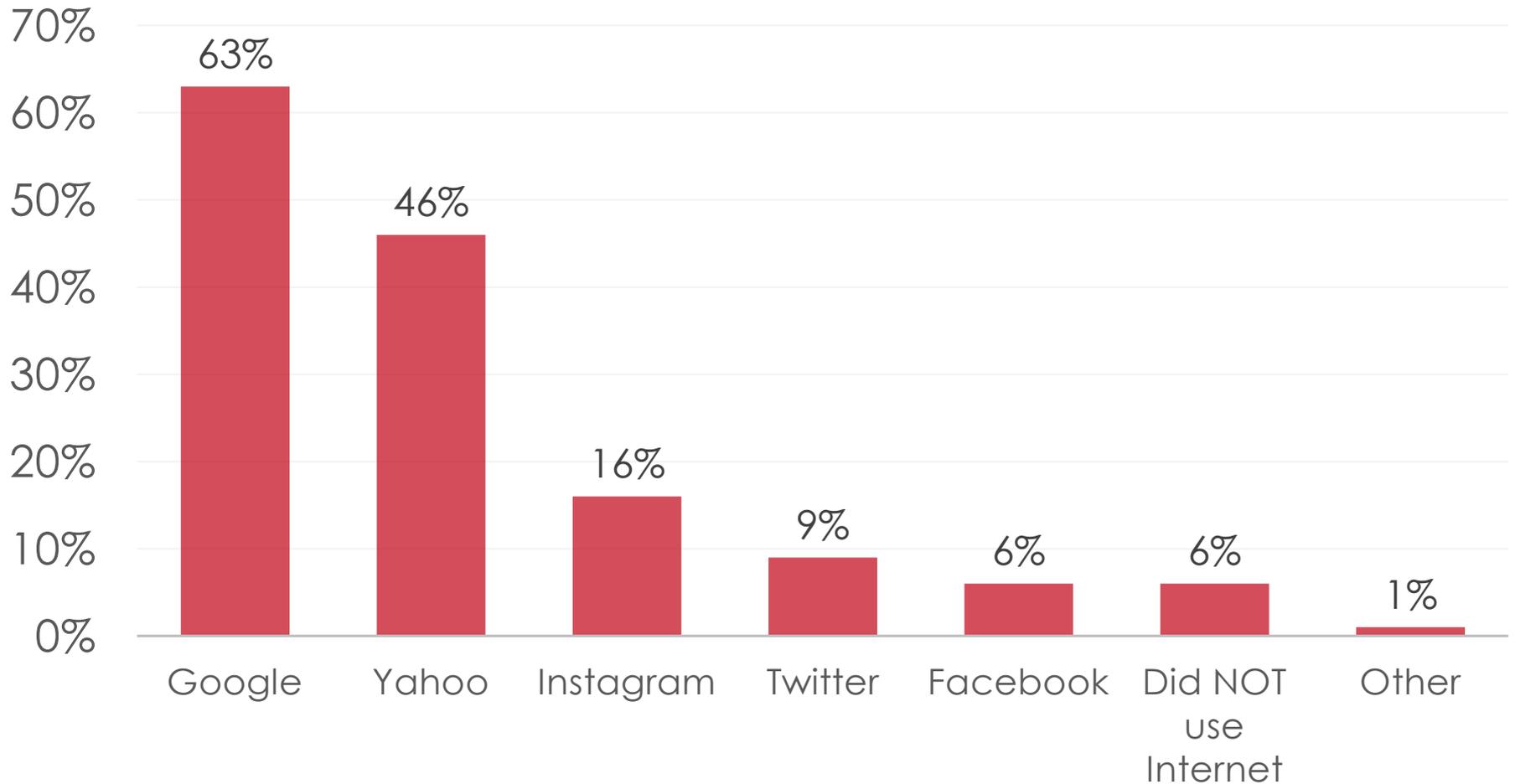
SECTION 5 PROMOTIONS

INTERNET- GUAM SOURCES OF INFORMATION



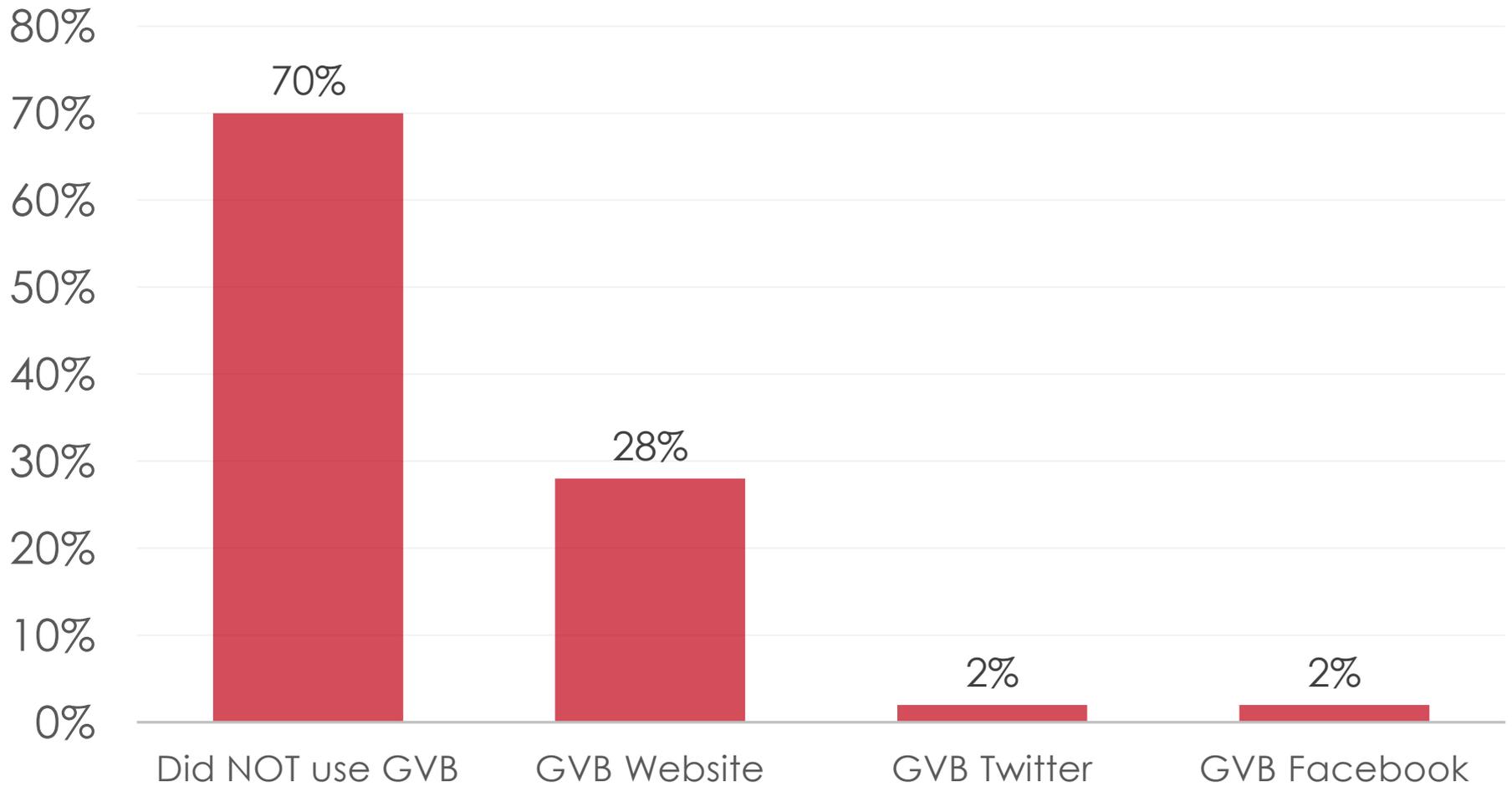
INTERNET- SOURCES OF INFORMATION

Things to do on Guam

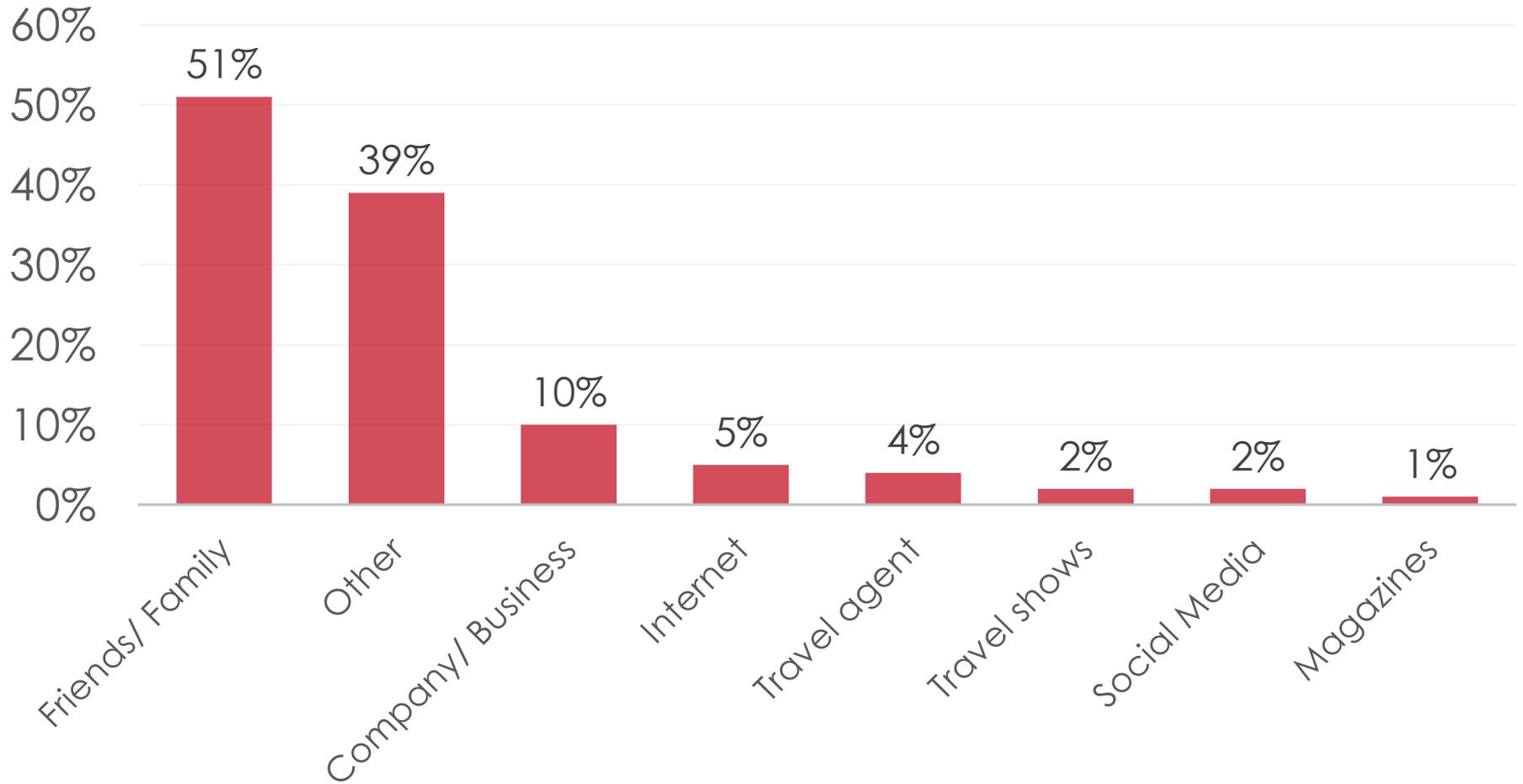


INTERNET- SOURCES OF INFORMATION

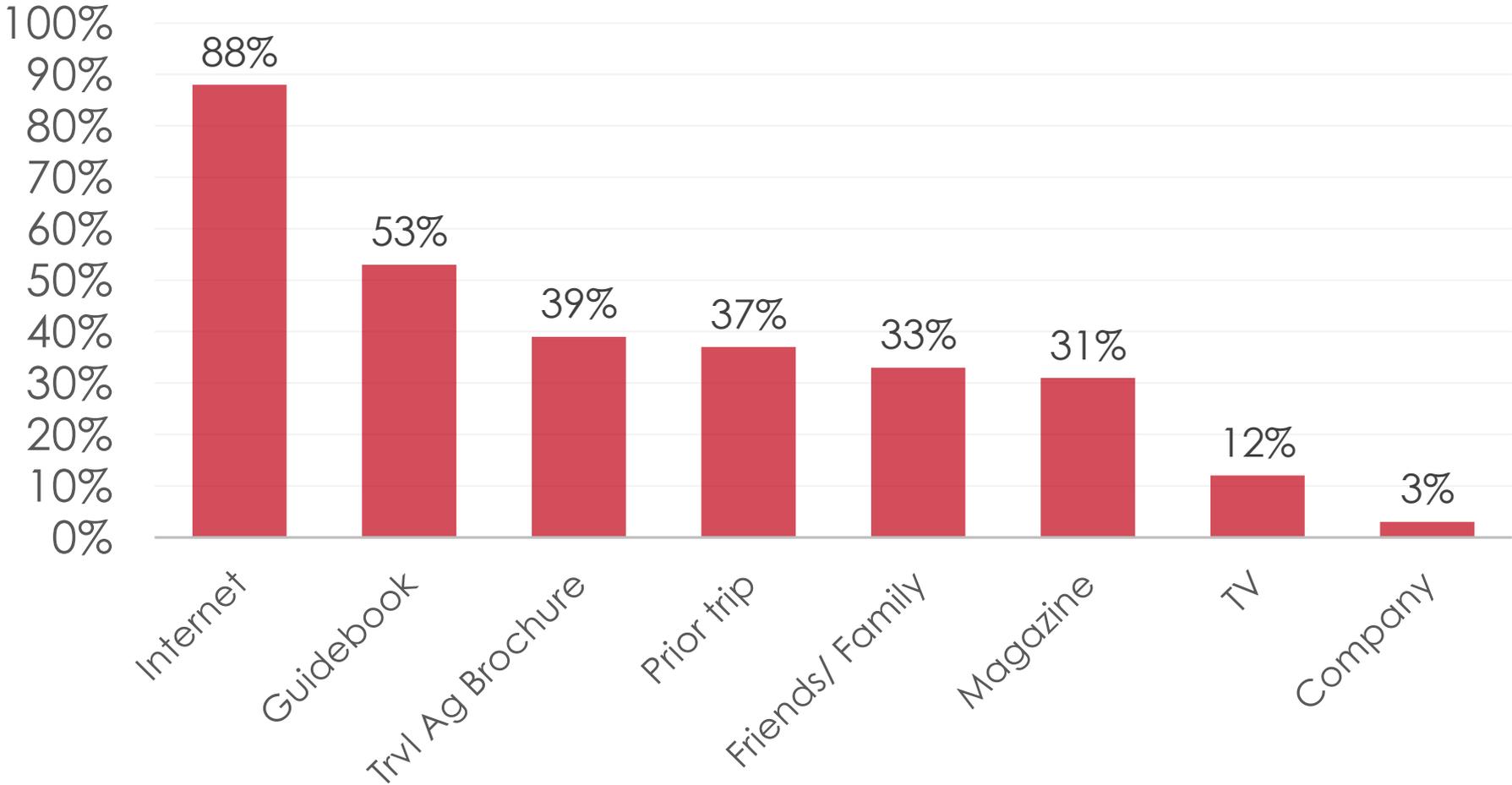
GVB



TRAVEL MOTIVATION



PRE-ARRIVAL SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION – Key Segments

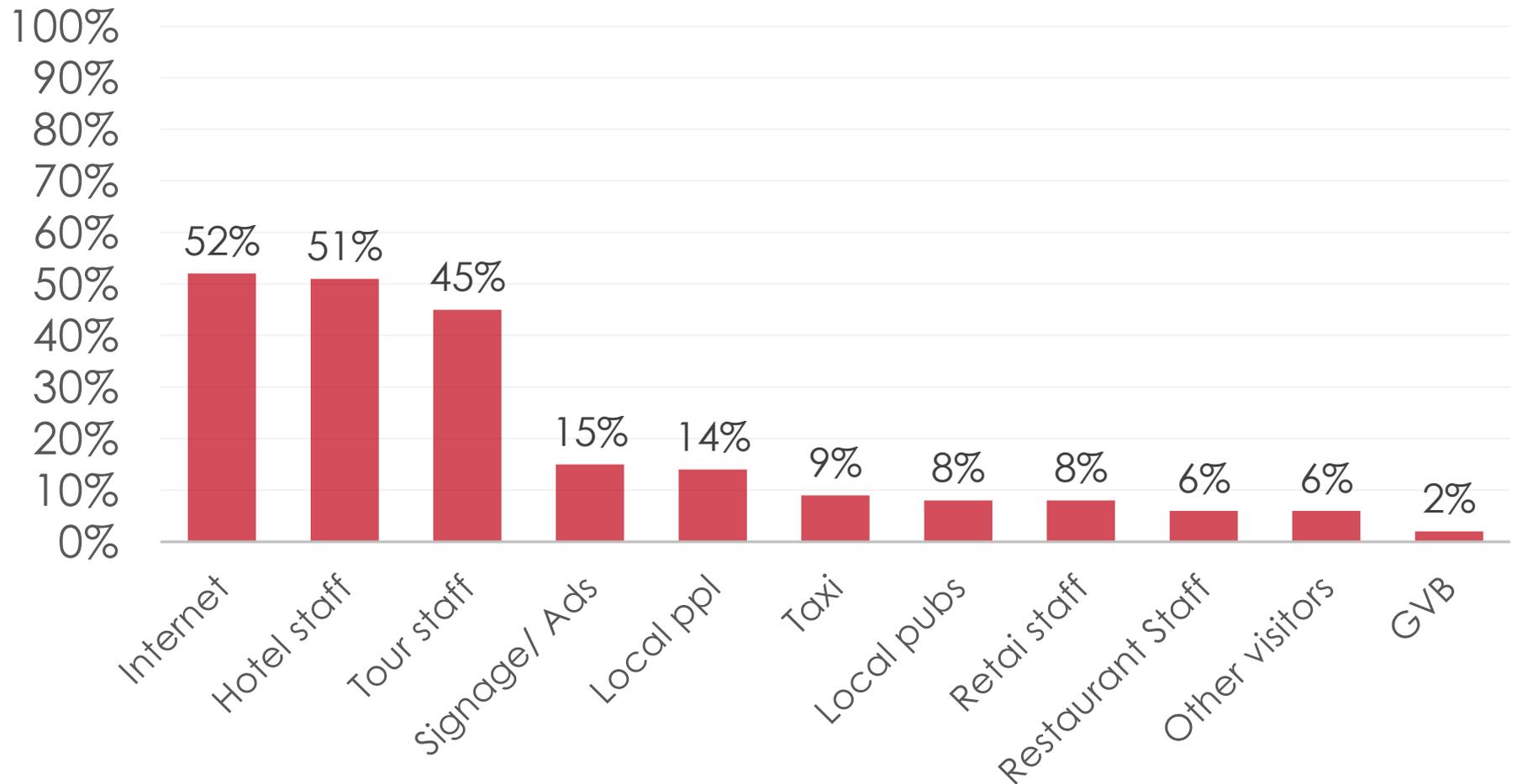
GUAM VISITORS BUREAU - EXIT SURVEY

Q1 Please select the top 3 sources of information you used to find out about Guam before you trip.

		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
Q1	Internet	88%	88%	92%	69%	45%	88%	84%	77%
	Travel Guidebook- Bookstore	53%	53%	65%	23%	32%	58%	46%	23%
	Travel Agent Brochure	39%	49%	45%	15%	36%	33%	27%	8%
	Prior Trip	37%	45%	41%	54%	64%	25%	96%	46%
	Friend/ Relative	33%	26%	33%	38%	27%	50%	24%	38%
	Magazine (Consumer)	31%	32%	18%	23%	50%	33%	30%	38%
	TV	12%	5%	12%	8%	9%	4%	10%	23%
	Co-Worker/ Company Trvl Dept	3%	2%	4%	8%	5%		3%	8%
	GVB Promo	1%	3%			5%	4%	1%	
	Newspaper	1%	1%	2%	8%			2%	23%
	Consumer Trvl Show	1%	1%						
	Travel Trade Show	1%	1%		8%	5%	4%	1%	
	Radio	1%	1%			5%		1%	8%
	Other	0%						1%	
	Theater Ad	0%							8%
	GVB Office	0%							8%
	Total	350	136	49	13	22	24	135	13

ONISLE

SOURCES OF INFORMATION



ON-ISLE SOURCES OF INFORMATION – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

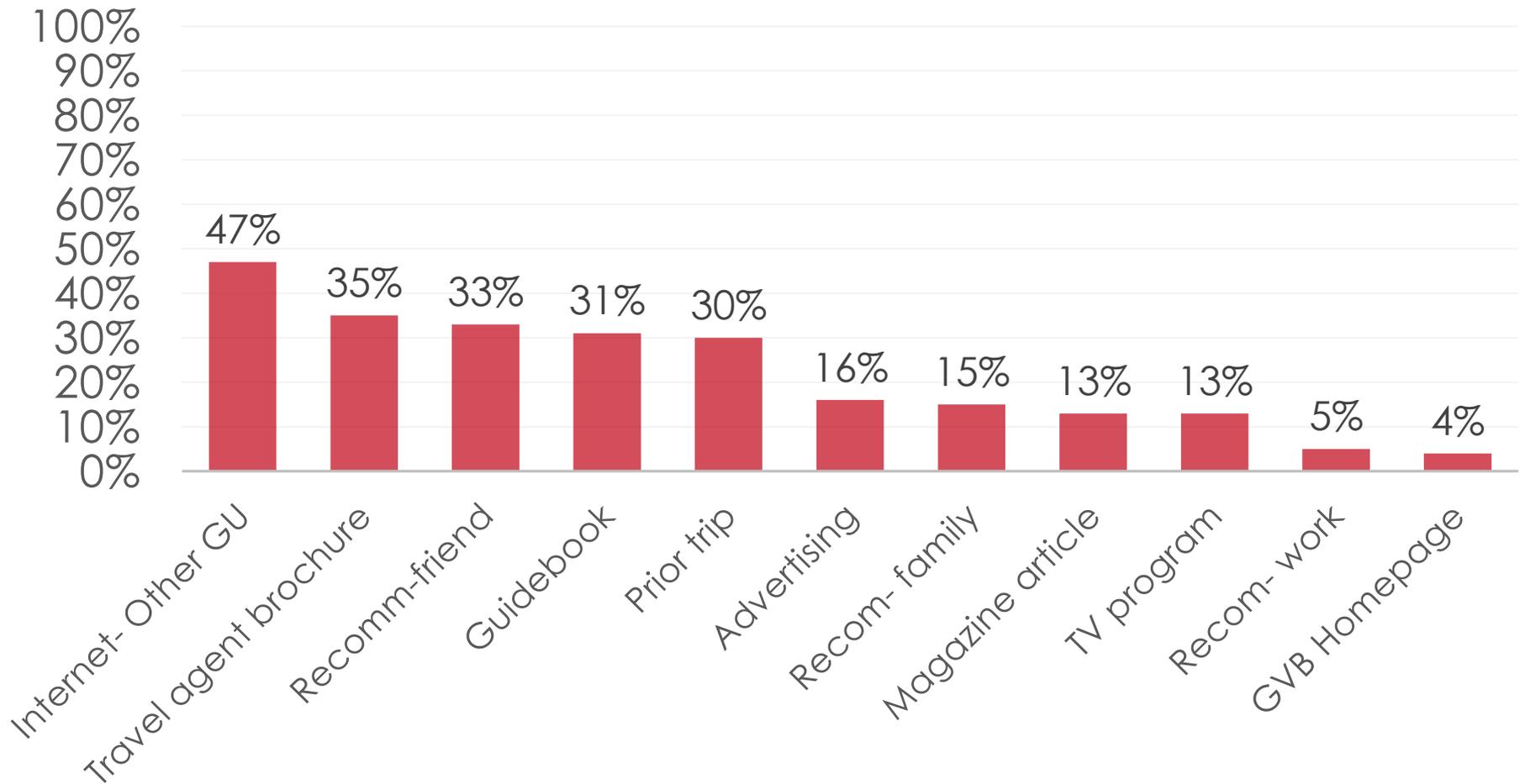
Q2 Please select the top 3 sources of information you used to find out about Guam while you were here.

		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
Q2	Internet	62%	66%	65%	27%	24%	59%	58%	46%
	Hotel Staff	51%	52%	39%	64%	57%	50%	51%	54%
	Tour Staff	45%	44%	43%	36%	67%	45%	42%	46%
	Signs/ Advertisement	15%	14%	15%	18%		27%	20%	8%
	Local Ppl	14%	6%	17%	18%		14%	14%	31%
	Other	9%	11%	4%	9%	5%		10%	
	Taxi Driver	9%	9%	9%	18%	5%	9%	6%	23%
	Local Publication	8%	7%	11%	18%	5%	5%	8%	8%
	Retail Staff	8%	5%	4%			9%	5%	
	Other Visitors	6%	5%	7%	18%	5%	9%	3%	23%
	Restaurant Staff	6%	5%	7%		33%	9%	5%	
	Visitor Channel	3%	3%	2%		10%		5%	
	GVB	2%	3%			5%		2%	8%
	Total	339	133	46	11	21	22	132	13

Prepared by QMark Research

SOURCES OF INFORMATION

TRIP INFLUENCERS



SOURCES OF INFORMATION

TRIP INFLUENCERS – KEY SEGMENTS

GUAM VISITORS BUREAU - EXIT SURVEY

Q5C Please select the top 3 sources of information which motivated you to travel to Guam?

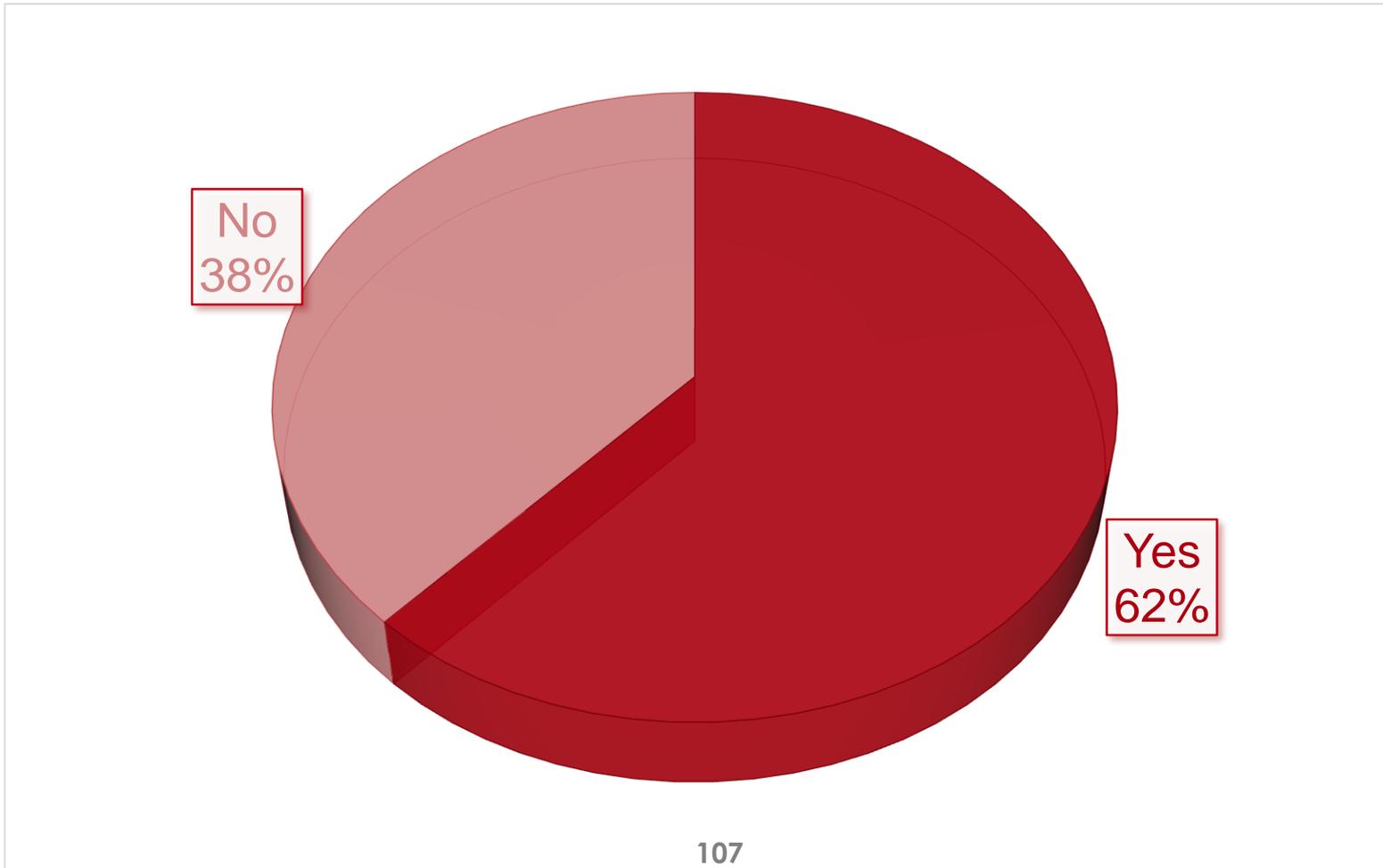
		TOTAL	FAMILY	OFFICE LADY/ SALARY	GROUP TRVL	SILVERS	WEDDING	REPEAT	MICE
		-	-	-	-	-	-	-	-
Q5C	Internet- Other Guam	47%	44%	52%	33%	41%	33%	38%	46%
	Travel Ag Brochure	35%	43%	35%	17%	41%	14%	32%	8%
	Recomm- friend	33%	20%	39%	25%	36%	38%	20%	23%
	Guidebook- bookstore	31%	32%	28%	8%	18%	29%	23%	
	Prior trip	30%	35%	37%	42%	50%	24%	78%	38%
	Advertisement	16%	17%	9%	8%	14%	5%	14%	
	Recomm- family/friends	15%	29%	9%		5%	29%	10%	15%
	Magazine article	13%	11%	4%	8%	23%		11%	31%
	TV program	13%	8%	20%	8%	14%	5%	6%	23%
	Recomm- Co-worker	5%	3%	2%	8%			5%	15%
	Other	5%	4%	9%	17%		24%	3%	
	GVB Japan homepage	4%	2%	4%	17%			2%	15%
	GVB Promo activity	1%	2%	2%				1%	
	Guam Fiesta Show	1%	2%		8%			2%	
	Newspaper article	1%	2%	2%				1%	
	GVB Office	0%							8%
	Miss Guam Promo	0%	1%					1%	
	Total	341	133	46	12	22	21	133	13

Prepared by QMark Research

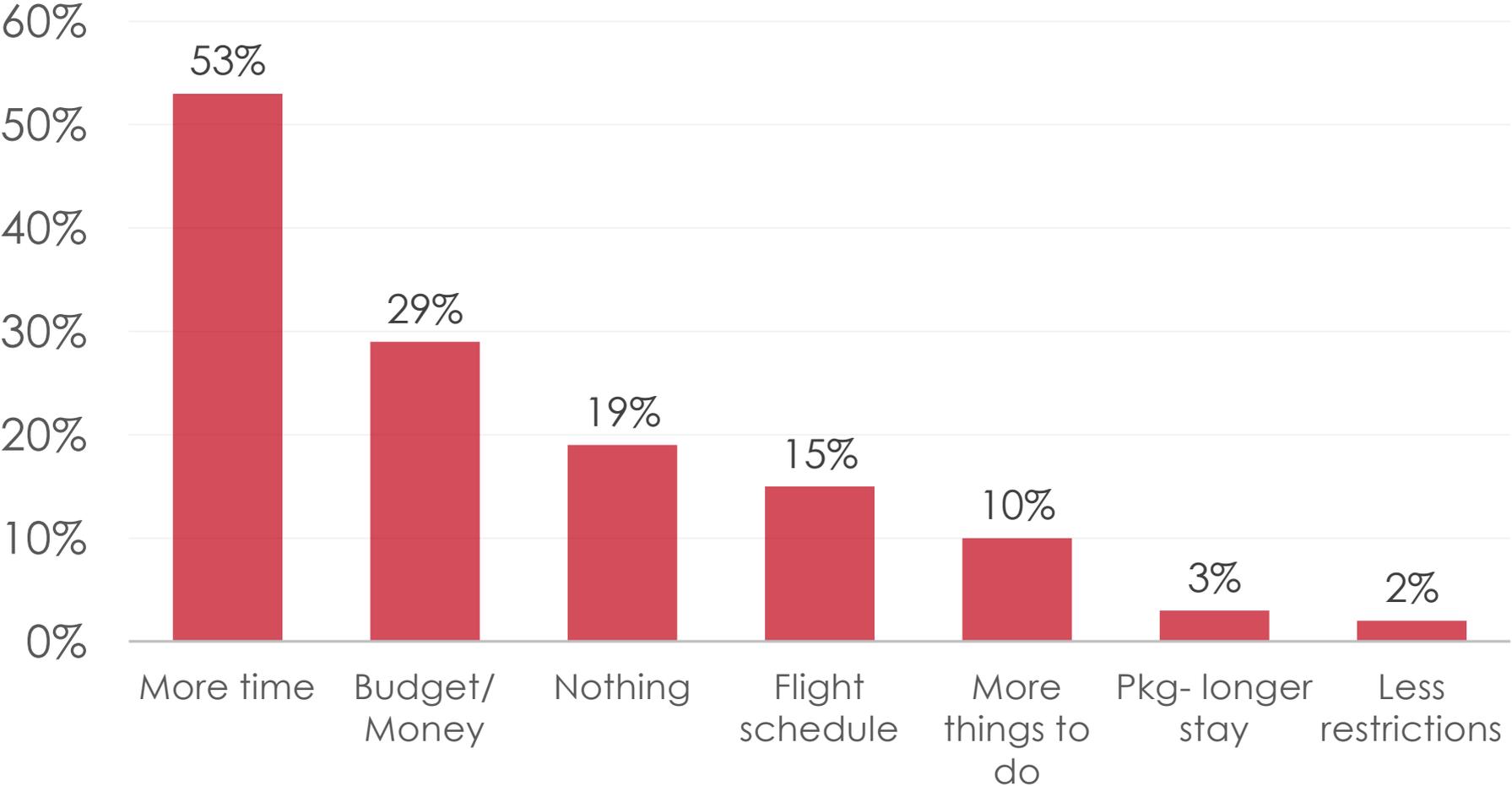
SECTION 6

FUTURE TRAVEL TO GUAM

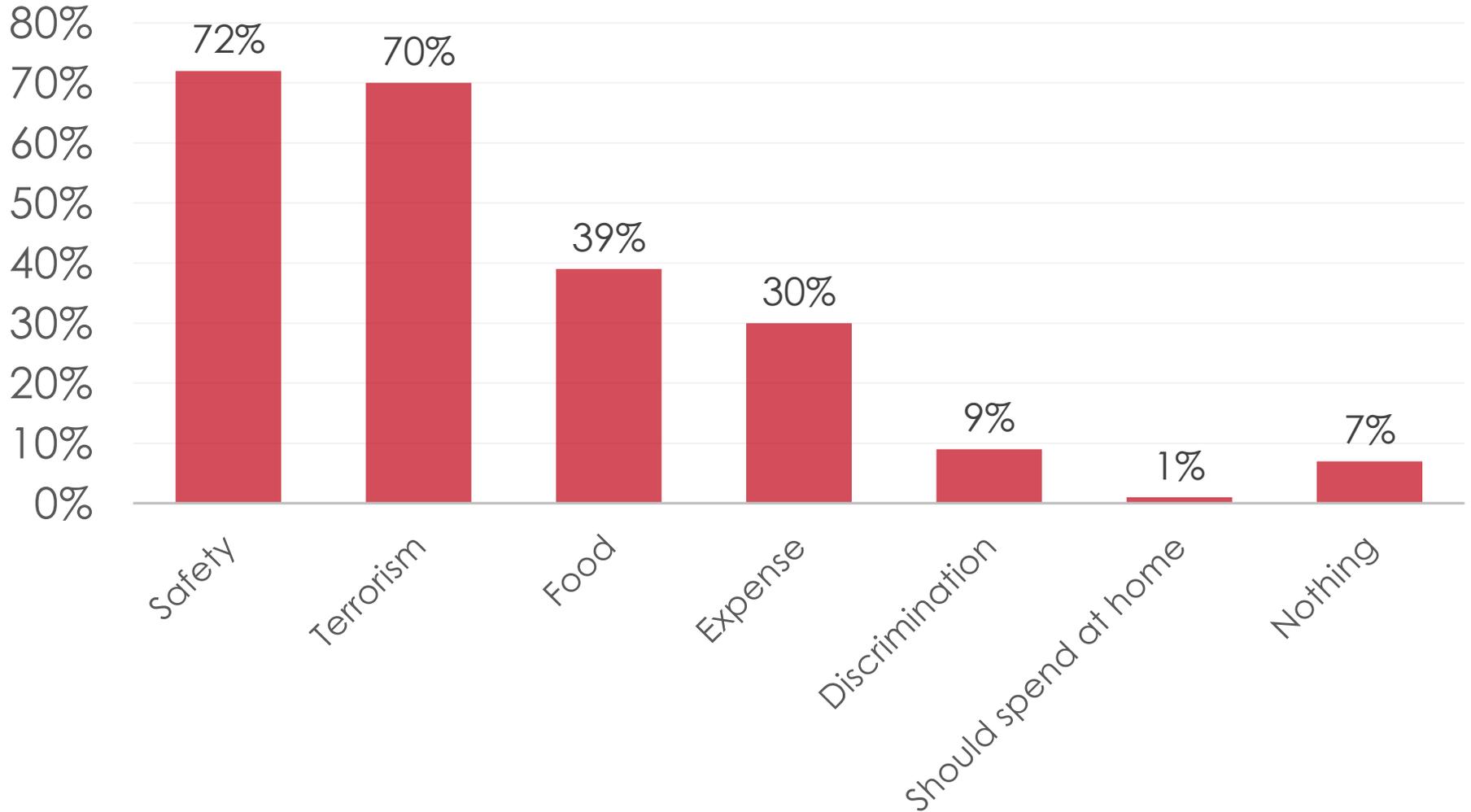
Will security screening/ immigration at Guam Airport impact future travel to Guam?



What would it take to make you stay an extra day on Guam?



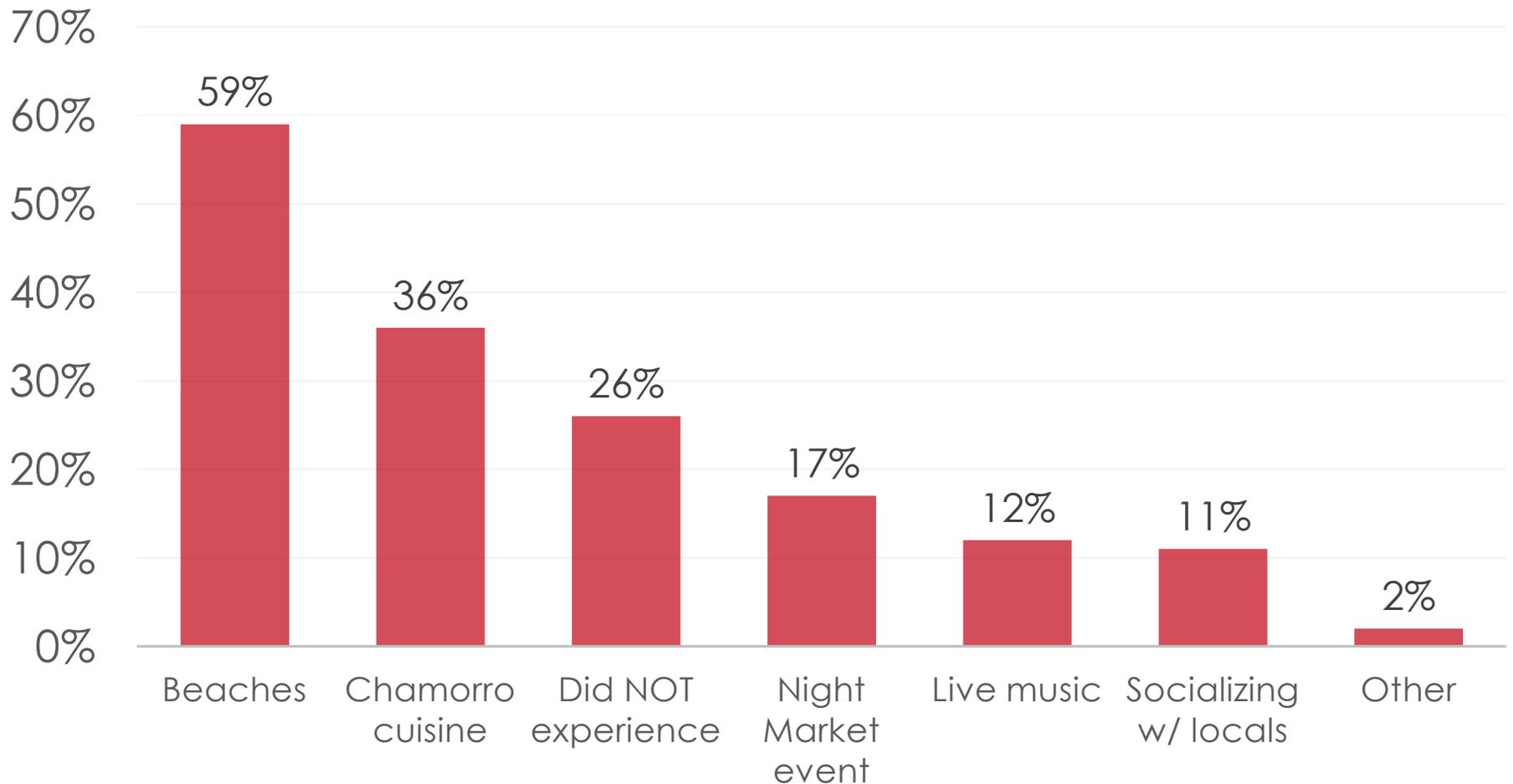
FUTURE TRAVEL CONCERNS



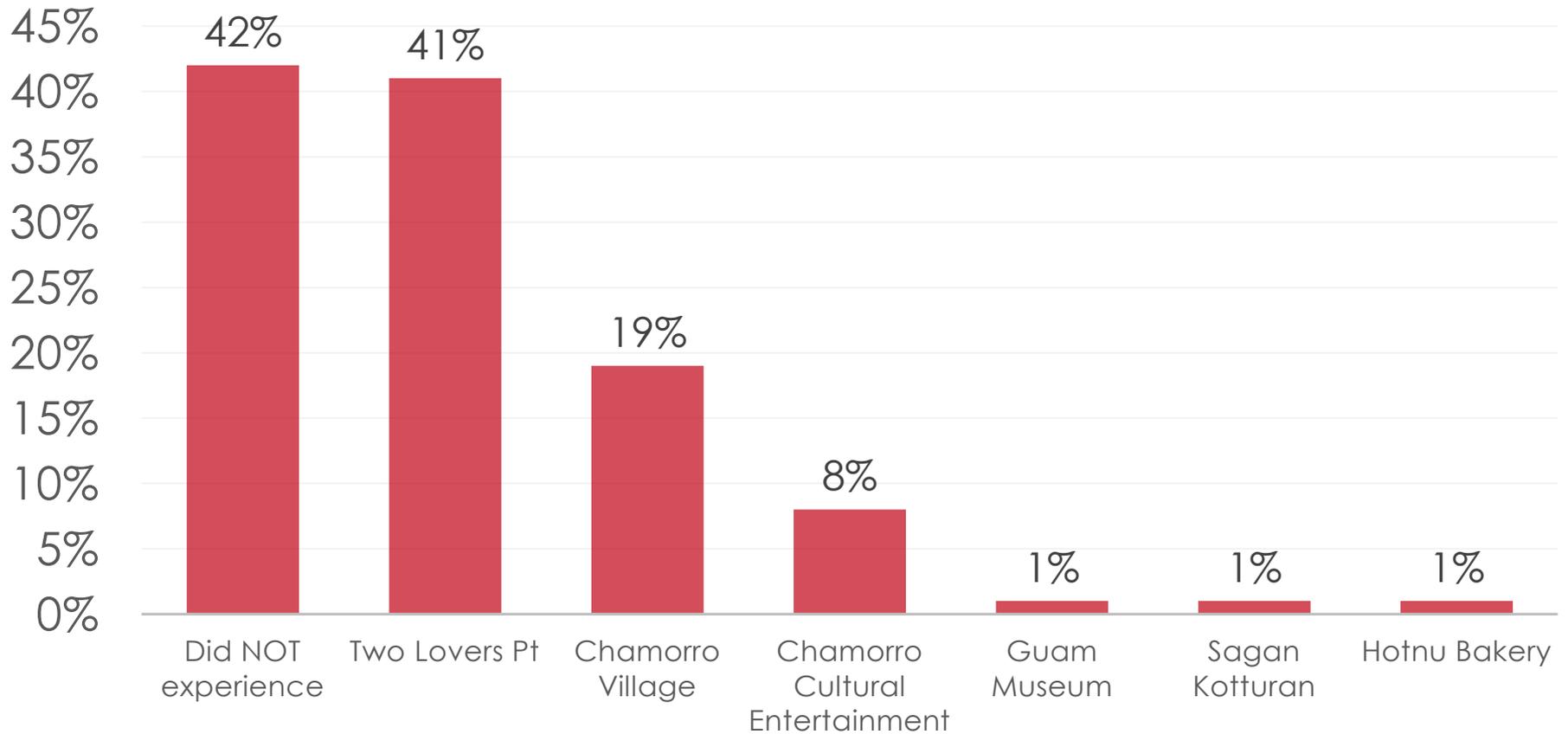
SECTION 7

GUAM CULTURE

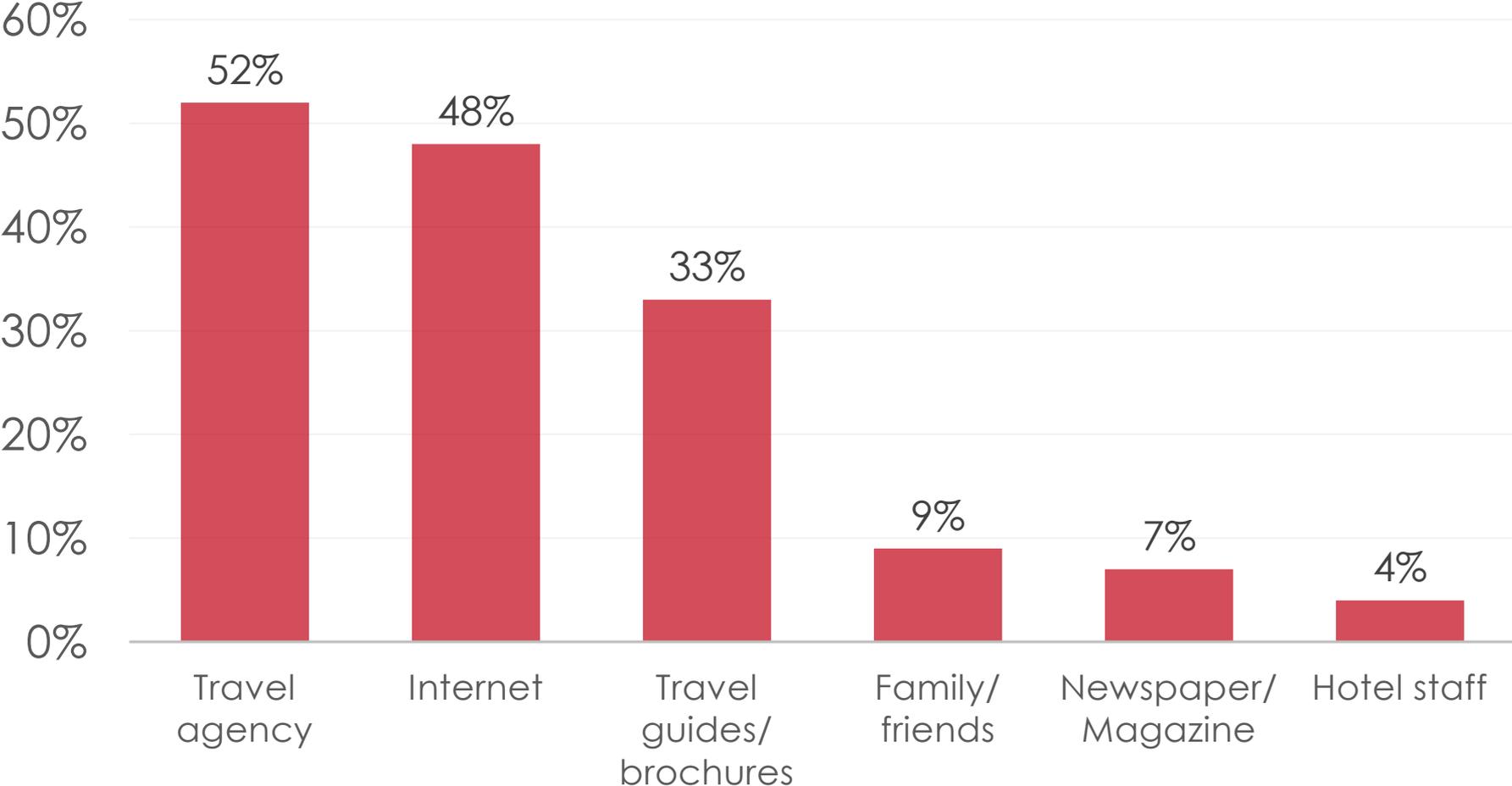
EXPERIENCED- CHAMORRO/ HAFSA ADAI SPIRIT



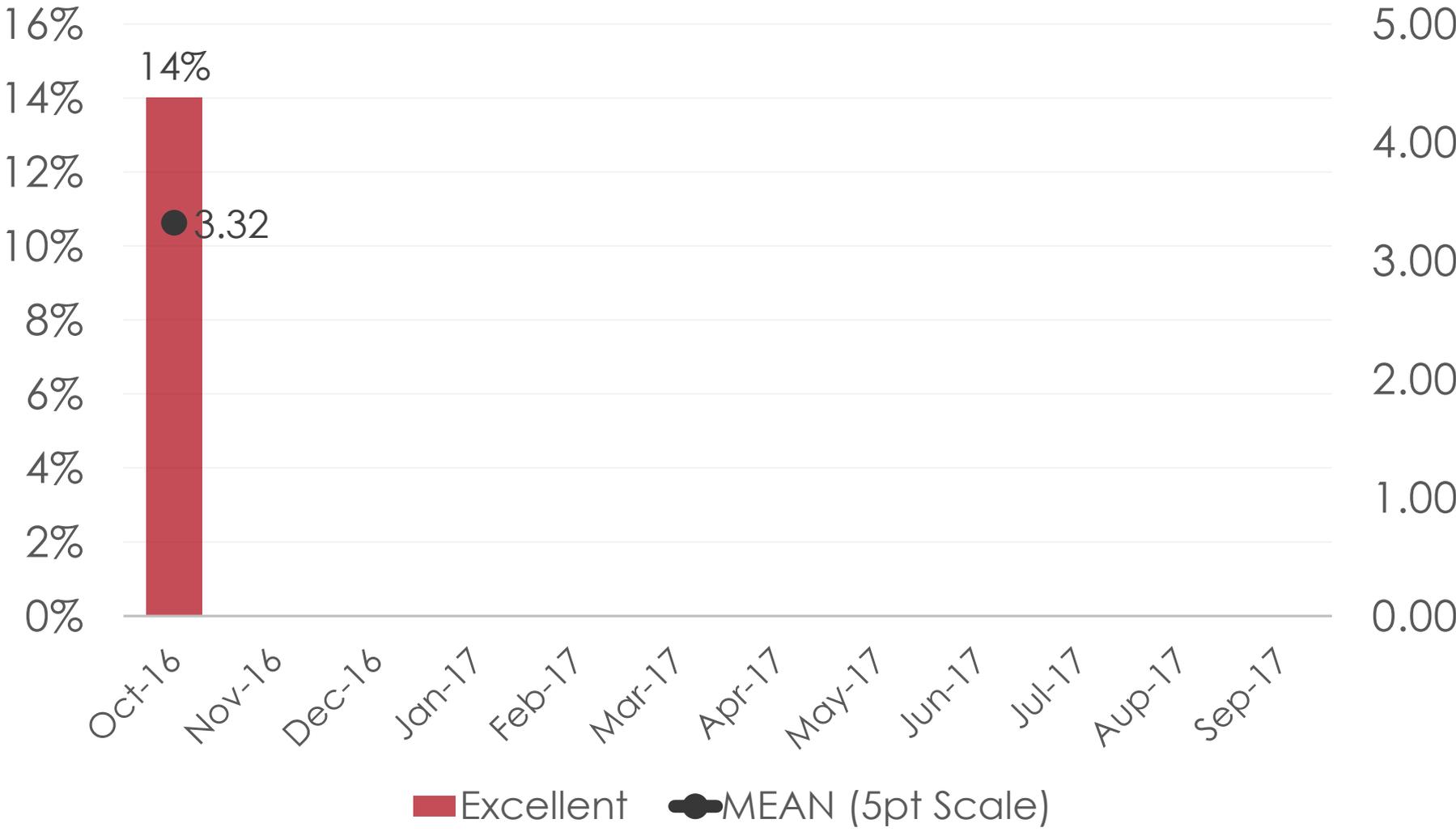
EXPERIENCED- OTHER CULTURAL ACTIVITY/EVENTS



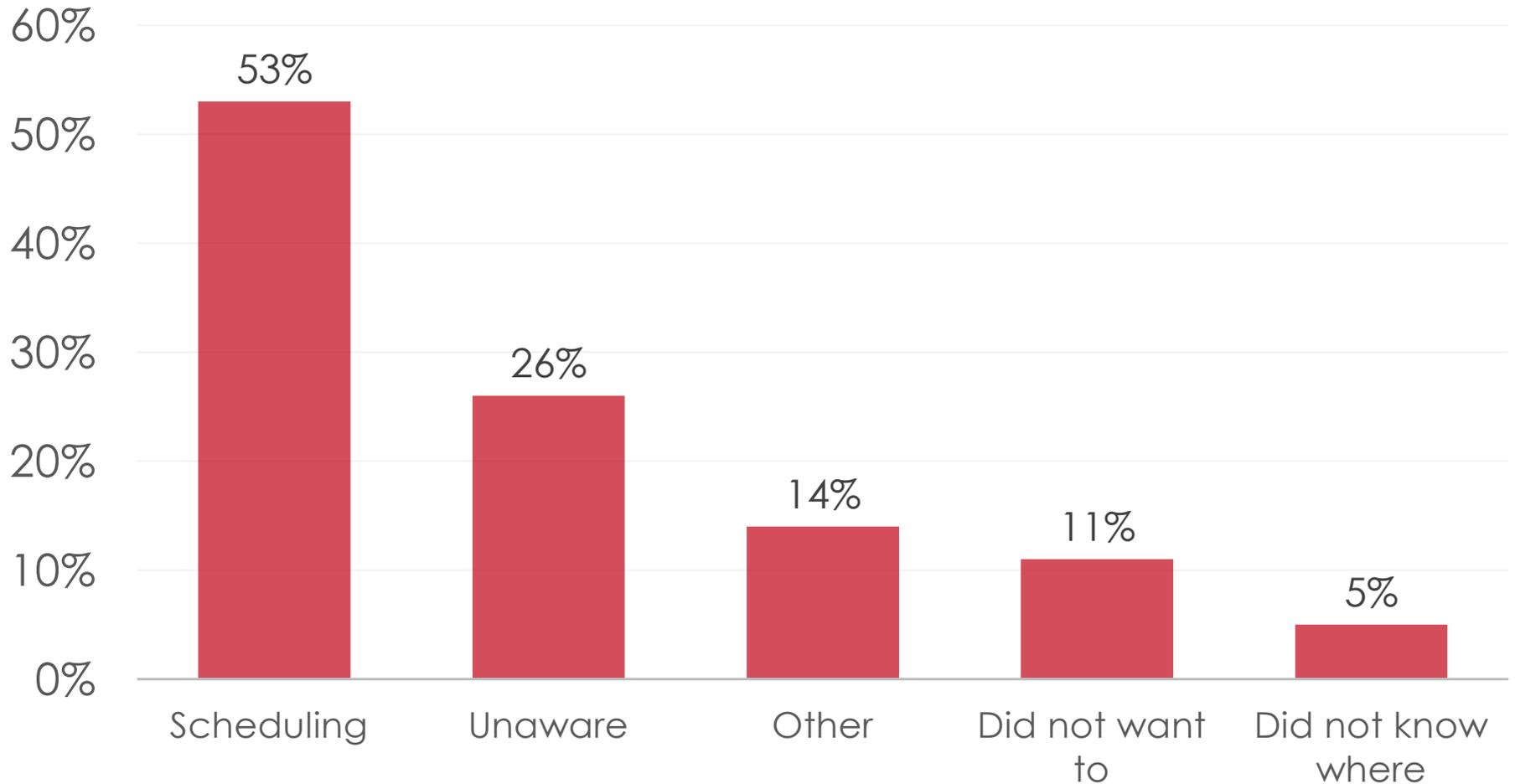
SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS



SATISFACTION- CULTURAL ACTIVITY/EVENTS



OBSTACLES- CULTURAL ACTIVITY/EVENTS



SECTION 7

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 ($p \leq .05$) drivers and the percentage of the dependent variables accounted for by each significant predictor and by all of them combined.

Drivers- Overall Satisfaction

Drivers of Overall Satisfaction, October 2016	
Drivers:	rank
Quality & Cleanliness of beaches & parks	3
Ease of getting around	
Safety walking around at night	7
Quality of daytime tours	
Variety of daytime tours	
Quality of nighttime tours	
Variety of nighttime tours	
Quality of shopping	
Variety of shopping	6
Price of things on Guam	
Quality of hotel accommodations	4
Quality/cleanliness of air, sky	
Quality/cleanliness of parks	1
Quality of landscape in Tumon	
Quality of landscape in Guam	
Quality of ground handler	5
Quality/cleanliness of transportation vehicles	2
% of Overall Satisfaction Accounted For	64.0%
NOTE: Only significant drivers are included.	

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Japan visitor's experience on Guam is driven by seven significant factors in the October 2016 Period. By rank order they are:
 - **Quality/cleanliness of parks,**
 - **Quality/cleanliness of transportation vehicles,**
 - **Quality & cleanliness of beaches & parks**
 - **Quality of hotel accommodations,**
 - **Quality of ground handler,**
 - **Variety of shopping, and**
 - **Safety walking around at night.**
- With all seven factors the overall r^2 is .64 meaning that **64.0% of overall satisfaction is accounted for by these factors.**

Drivers – On-Isle Expenditures

Drivers of Per Person On Island Expenditures, Oct 2016	
Drivers:	rank
Quality & Cleanliness of beaches & parks	1
Ease of getting around	
Safety walking around at night	
Quality of daytime tours	
Variety of daytime tours	
Quality of nighttime tours	
Variety of nighttime tours	
Quality of shopping	
Variety of shopping	
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	
Quality of ground handler	2
Quality/cleanliness of transportation vehicles	
% of Per Person On Island Expenditures Accounted For	5.9%
NOTE: Only significant drivers are included.	

Drivers of On-Isle Expenditures

- **Per Person On Island Expenditure** of Japan visitors on Guam is driven by two significant factors in the October 2016 period. By rank order they are:
 - **Quality & cleanliness of beaches & parks, and**
 - **Quality of ground handler.**
- With these factors the overall r^2 is .059 meaning that **5.9% of per person on island expenditure is accounted for by these factors.**