



GUAM VISITORS BUREAU

China Visitor Tracker Exit Profile

FY2015 Market Segmentation

4th Qtr. (JUL~SEPT 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 Chinese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **103** departing Chinese 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 **103** is +/- 9.8 percentage points with a 95% confidence level. That is, if all Chinese 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 +/- 9.8 percentage points.

OBJECTIVES

- **The specific objectives of the analysis were:**
 - To determine the relative size and expenditure behavior of the following market segments:
 - Families
 - Traveling with children
 - Wedding/ Honeymooners
 - Office ladies
 - FITs
 - Group tours
 - 18-35
 - 25-55
 - Silvers
 - To identify (for all China visitors) the most important determinants of on-island spending; and
 - To identify the most significant factors affecting overall visitor satisfaction.

Highlighted Segments

Parameters

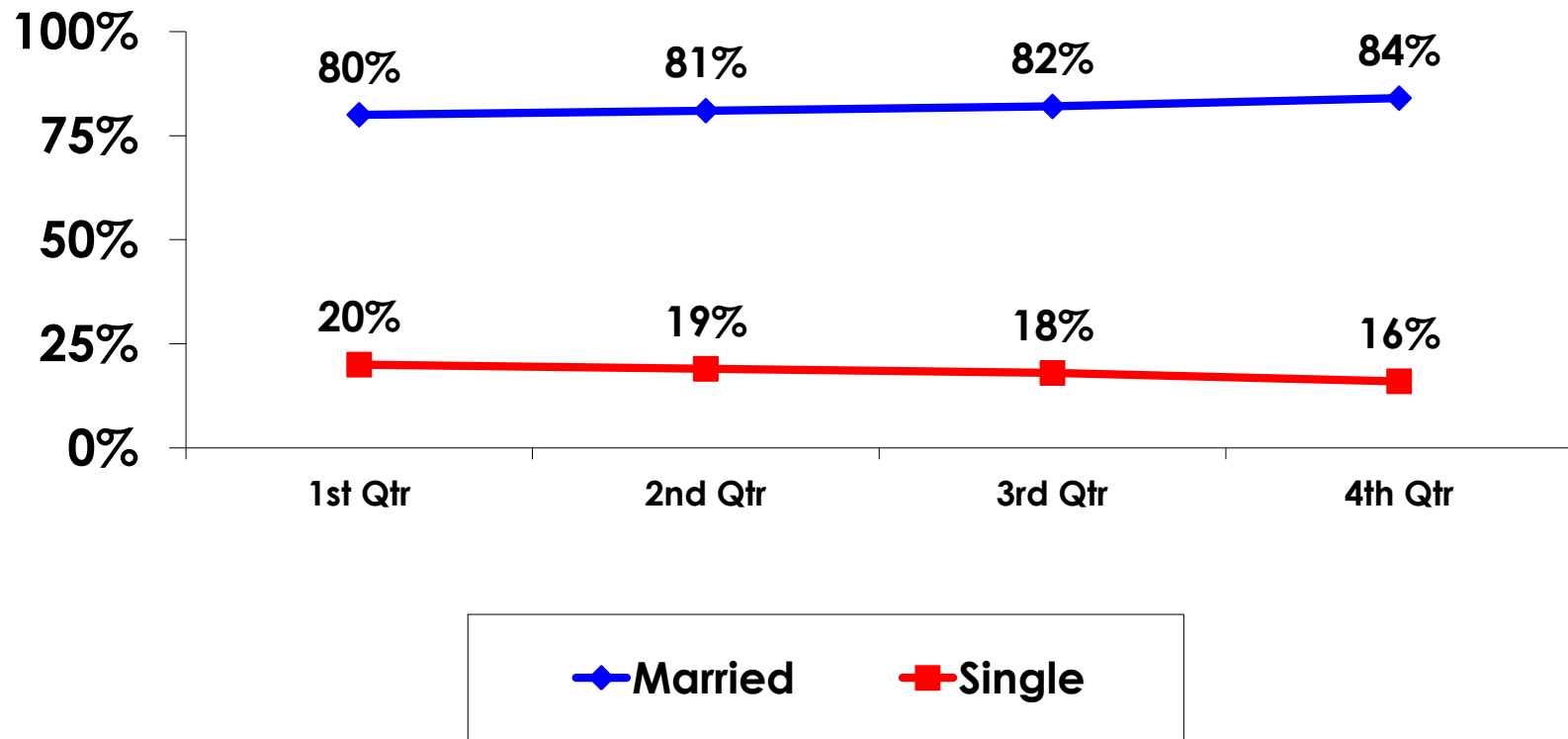
- Families – Q.6
- Wedding/ Honeymoon – Q.5A
- Group Tour – Q.7
- Office Lady – Q.25/ female
- Silvers – Q.D
- 18-35 – Q.D
- 25-55 – Q.D
- Child – Q.6
- FITs – Q.7

Highlighted Segments

	1 st QTR	2 nd QTR	3 rd QTR	4 th QTR
Families	67%	72%	66%	66%
Child	8%	25%	12%	18%
Wedding/ Honeymoon	12%	8%	14%	3%
Office Lady	10%	16%	16%	6%
FIT	37%	31%	25%	12%
Group Tour	1%	-	-	18%
Male 18-35	24%	24%	32%	11%
Female 18-35	31%	22%	36%	20%
Male 25-55	30%	50%	49%	37%
Female 25-55	49%	40%	38%	40%
Silver 60+	10%	3%	3%	9%
TOTAL	104	101	104	103

SECTION 1 **PROFILE OF RESPONDENTS**

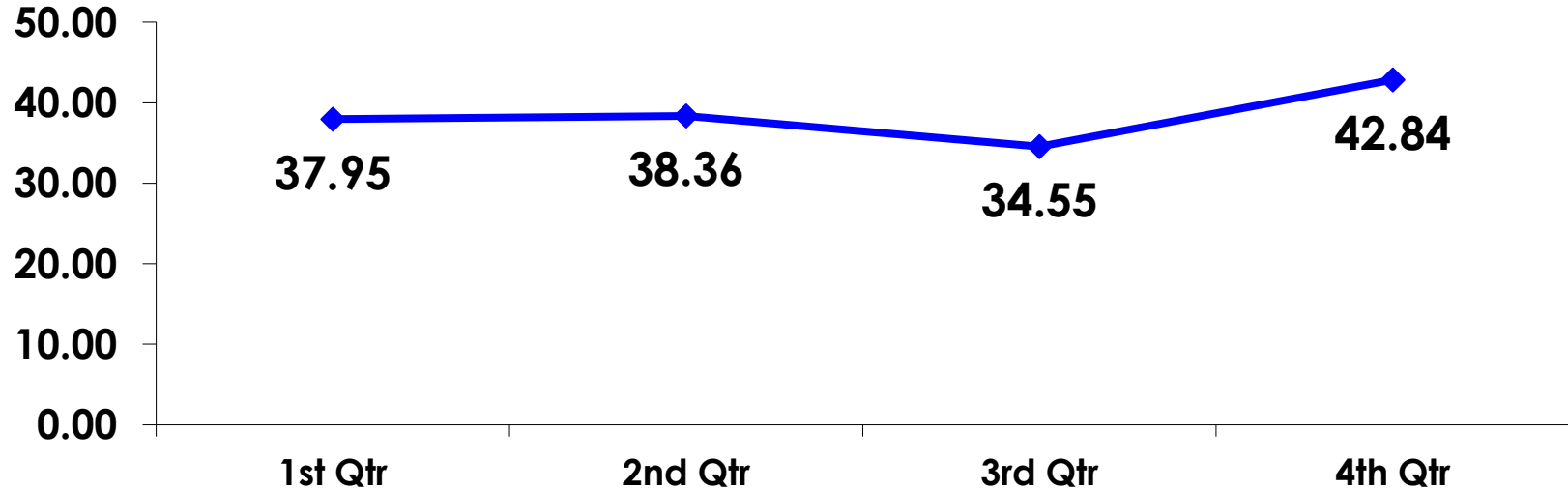
MARITAL STATUS - TRACKING



MARITAL STATUS- SEGMENTATION

			TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	GROUP TOUR	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	87	60	2	18	3	17	9	6	12	34	35	12
		Column N %	84%	88%	67%	100%	50%	89%	100%	55%	57%	89%	85%	100%
	Single	Count	16	8	1	0	3	2	0	5	9	4	6	0
		Column N %	16%	12%	33%	0%	50%	11%	0%	45%	43%	11%	15%	0%
Total		Count	103	68	3	18	6	19	9	11	21	38	41	12

AVERAGE AGE - TRACKING



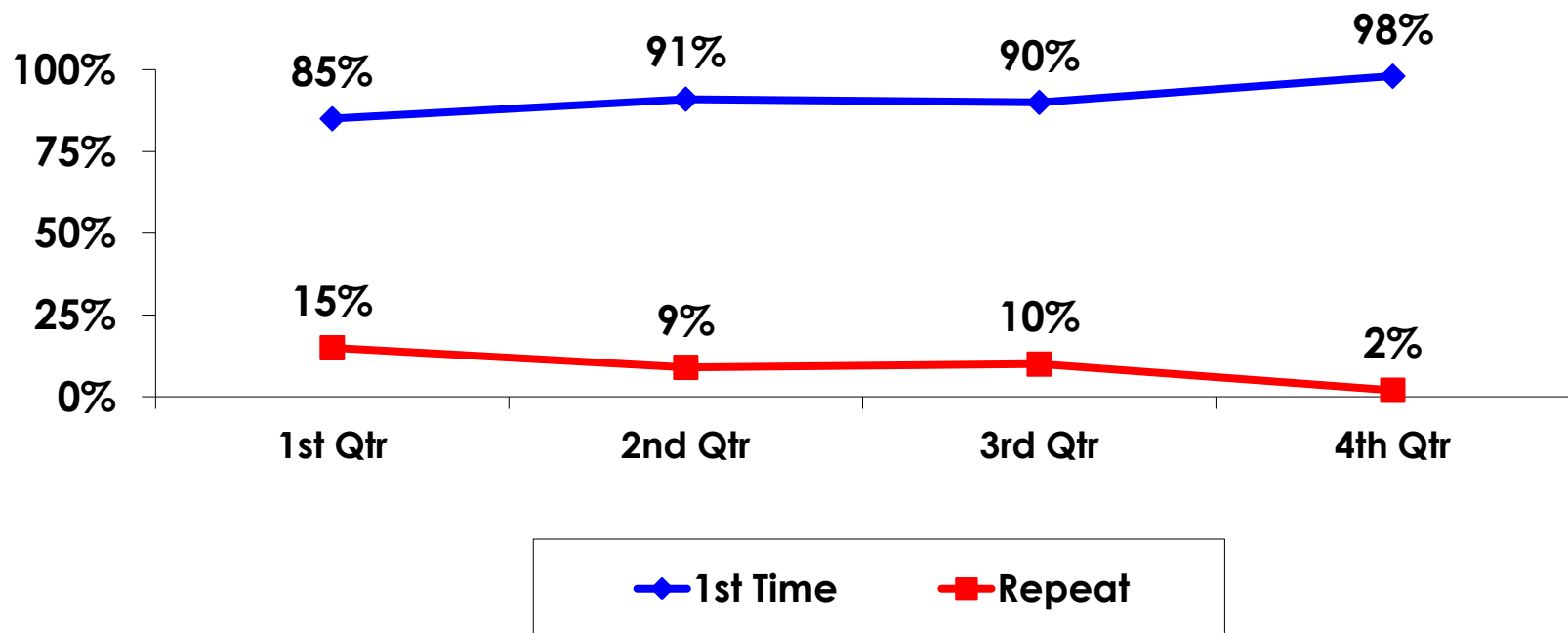
AGE- SEGMENTATION

			TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	GROUP TOUR	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	7	6	0	0	0	1	0	3	4	0	0	0
		Column N %	7%	9%	0%	0%	0%	5%	0%	27%	19%	0%	0%	0%
25-34	Count	20	15	1	3	4	3	3	0	6	14	6	14	1
		Column N %	19%	22%	33%	17%	67%	16%	0%	55%	67%	16%	34%	8%
35-49	Count	41	27	2	14	2	4	4	0	2	3	21	20	6
		Column N %	40%	40%	67%	78%	33%	21%	0%	18%	14%	55%	49%	50%
50+	Count	35	20	0	1	0	11	11	9	0	0	11	7	5
		Column N %	34%	29%	0%	6%	0%	58%	100%	0%	0%	29%	17%	42%
Total	Count	103	68	3	18	6	19	19	9	11	21	38	41	12
	Mean	42.84	41.47	37.00	39.39	33.33	48.05	48.05	61.44	28.18	29.81	42.08	40.17	47.92
	Median	44	40	36	38	32	52	52	61	27	30	43	40	48

INCOME - SEGMENTATION

			TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-
Q26 <=CBY40K	Count		2	2	1	0	0	0	0	1	0	1	0
	Column N %		2%	3%	7%	0%	0%	0%	0%	3%	0%	3%	0%
CNY40K - CNY60K	Count		3	3	1	0	0	0	0	2	1	2	1
	Column N %		3%	4%	7%	0%	0%	0%	0%	5%	2%	5%	4%
CNY60K - CNY80K	Count		10	7	2	0	3	1	3	3	4	3	0
	Column N %		10%	10%	13%	0%	18%	33%	9%	8%	8%	8%	0%
CNY80K - CNY120K	Count		15	13	2	3	2	2	5	4	7	5	3
	Column N %		14%	19%	13%	25%	12%	67%	15%	11%	14%	13%	12%
CNY120K - CNY240K	Count		35	20	5	1	9	0	13	12	18	12	12
	Column N %		34%	29%	33%	8%	53%	0%	39%	32%	35%	31%	46%
CNY240K+	Count		37	24	4	8	3	0	12	13	21	16	10
	Column N %		36%	35%	27%	67%	18%	0%	36%	35%	41%	41%	38%
No Income	Count		2	0	0	0	0	0	0	2	0	0	0
	Column N %		2%	0%	0%	0%	0%	0%	0%	5%	0%	0%	0%
Total	Count		104	69	15	12	17	3	33	37	51	39	26

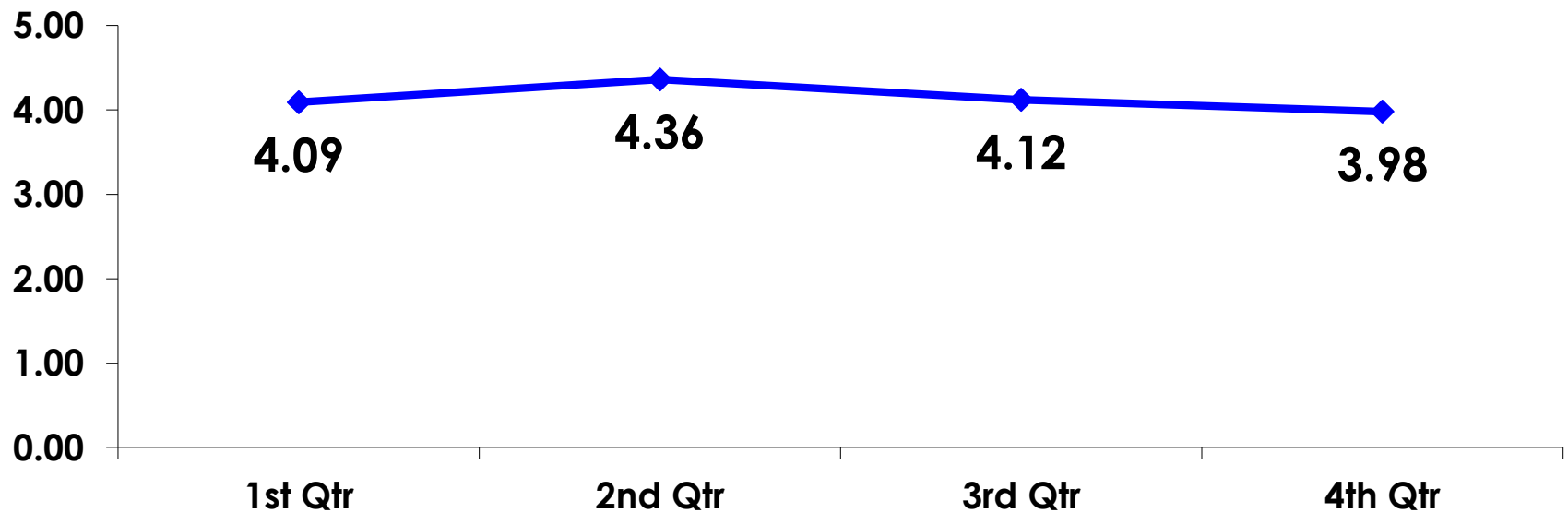
PRIOR TRIPS TO GUAM - TRACKING



PRIOR TRIPS TO GUAM - SEGMENTATION

			TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	GROUP TOUR	SILVER 60+	MALE 18-35	FEMALE 18- 35	MALE 25-55	FEMALE 25- 55	FIT
			-	-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	97	63	2	18	6	17	7	11	21	36	40	12
		Column N %	98%	97%	100%	100%	100%	94%	78%	100%	100%	100%	100%	100%
	No	Count	2	2	0	0	0	1	2	0	0	0	0	0
		Column N %	2%	3%	0%	0%	0%	6%	22%	0%	0%	0%	0%	0%
Total		Count	99	65	2	18	6	18	9	11	21	36	40	12

AVG LENGTH OF STAY - TRACKING



AVG LENGTH OF STAY - SEGMENTATION

		TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	GROUP TOUR	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
Q8	Mean	3.98	3.94	4.33	3.88	3.83	4.11	4.00	4.09	3.90	4.03	3.90	3.92
	Median	4	4	4	4	4	4	4	4	4	4	4	4

SECTION 2 **TRAVEL PLANNING**

TRAVEL PLANNING - SEGMENTATION

			TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	GROUP TOUR	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-	-
Q7	Full package tour	Count	10	8	0	2	0	0	2	2	0	4	2	0
		Column N %	10%	12%	0%	11%	0%	0%	22%	18%	0%	11%	5%	0%
	Free-time package tour	Count	54	37	2	12	4	0	2	9	14	22	21	0
		Column N %	55%	56%	67%	67%	67%	0%	22%	82%	67%	61%	55%	0%
	Individually arranged travel (FIT)	Count	12	11	0	3	0	0	1	0	1	4	6	12
		Column N %	12%	17%	0%	17%	0%	0%	11%	0%	5%	11%	16%	100%
	Group tour	Count	19	8	1	0	0	19	4	0	5	5	7	0
		Column N %	19%	12%	33%	0%	0%	100%	44%	0%	24%	14%	18%	0%
	Company paid travel	Count	3	2	0	1	2	0	0	0	1	1	2	0
		Column N %	3%	3%	0%	6%	33%	0%	0%	0%	5%	3%	5%	0%
	Total	Count	98	66	3	18	6	19	9	11	21	36	38	12

TRAVEL MOTIVATION - SEGMENTATION

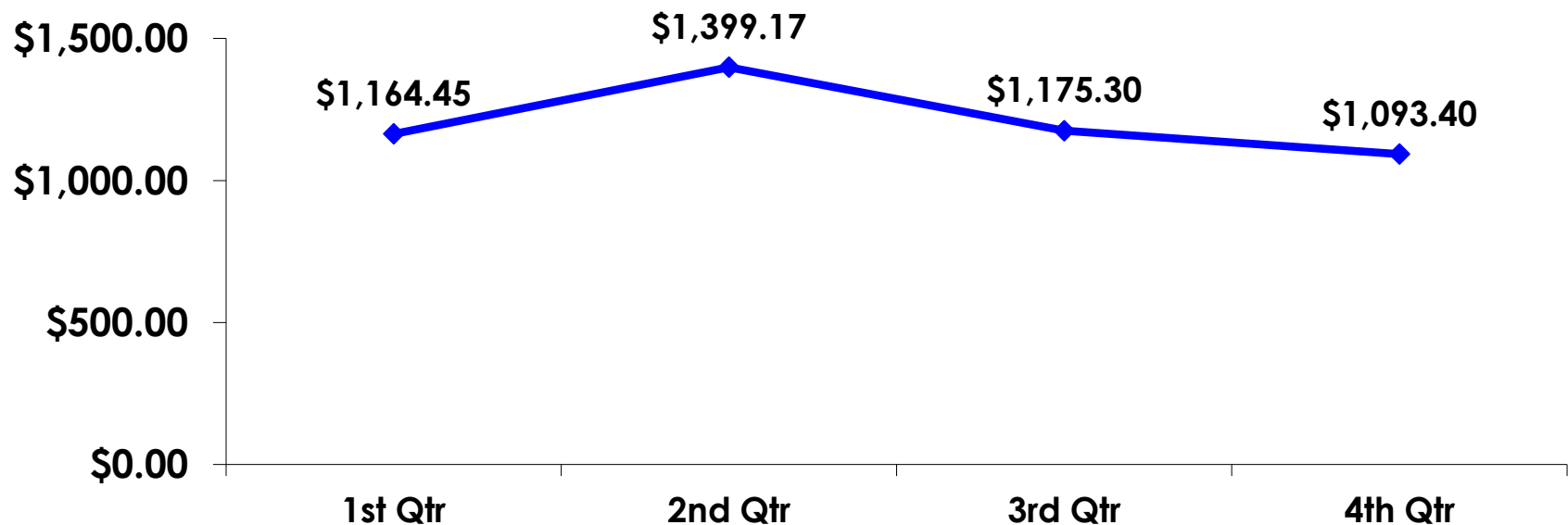
	TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	GROUP TOUR	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT	
	-	-	-	-	-	-	-	-	-	-	-	-	
Q5A Price	20%	22%	0%	22%	17%	21%	33%	9%	33%	14%	22%	17%	
Visit friends/ Relatives	2%	3%	0%	6%	0%	5%	0%	0%	0%	5%	0%	0%	
Recomm- friend/family/trvl agnt	38%	41%	0%	50%	33%	21%	44%	27%	33%	35%	34%	33%	
Scuba	7%	6%	0%	0%	17%	0%	0%	27%	19%	5%	10%	8%	
Water sports	15%	19%	0%	17%	50%	11%	0%	9%	29%	8%	24%	8%	
Short travel time	25%	26%	0%	39%	17%	16%	11%	27%	24%	32%	24%	25%	
Relax	32%	34%	33%	22%	33%	47%	44%	27%	43%	27%	32%	25%	
Company/ Business Trip	4%	1%	0%	0%	17%	5%	0%	0%	5%	0%	7%	0%	
Company Sponsored	3%	1%	0%	0%	0%	5%	0%	9%	5%	3%	5%	0%	
Convention/ Trade/ Conference	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	
Safe	22%	22%	67%	22%	50%	16%	0%	18%	38%	22%	24%	25%	
Natural beauty	71%	69%	100%	78%	100%	63%	67%	91%	76%	73%	68%	58%	
Shopping	39%	41%	67%	33%	83%	32%	22%	27%	57%	27%	46%	33%	
Married/ Attn wedding	1%	0%	33%	0%	0%	5%	0%	0%	5%	0%	2%	0%	
Honeymoon	3%	1%	100%	0%	0%	5%	0%	0%	5%	3%	5%	0%	
Pleasure	11%	12%	33%	0%	17%	11%	0%	9%	5%	11%	12%	8%	
Organized sports	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	2%	8%	
No visa requirement	2%	0%	33%	0%	0%	11%	0%	0%	5%	0%	5%	0%	
Other	5%	4%	0%	0%	17%	0%	0%	18%	10%	0%	7%	0%	
Total	Count	102	68	3	18	6	19	9	11	21	37	41	12

INFORMATION SOURCES - SEGMENTATION

		TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	GROUP TOUR	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT	
		-	-	-	-	-	-	-	-	-	-	-	-	
Q1	Internet	67%	69%	67%	89%	100%	44%	38%	91%	67%	79%	66%	33%	
	Friend/ Relative	33%	34%	0%	44%	17%	33%	38%	36%	33%	34%	32%	42%	
	Travel Agent Brochure	33%	33%	33%	11%	17%	44%	63%	36%	38%	21%	32%	25%	
	Travel Guidebook-Bookstore	20%	19%	33%	17%	17%	22%	25%	18%	24%	18%	22%	25%	
	Co-Worker/ Company Trvl Dept	11%	12%	0%	11%	0%	17%	25%	0%	5%	11%	5%	17%	
	Magazine (Consumer)	11%	15%	33%	6%	0%	0%	0%	18%	10%	13%	7%	17%	
	TV	10%	10%	33%	0%	17%	17%	0%	9%	10%	8%	7%	17%	
	GVB Promo	7%	6%	33%	0%	0%	6%	0%	0%	0%	5%	10%	17%	
	Travel Trade Show	6%	3%	33%	0%	17%	6%	25%	9%	10%	3%	5%	8%	
	Consumer Trvl Show	3%	0%	33%	0%	0%	11%	13%	0%	5%	0%	5%	0%	
	GVB Office	2%	3%	0%	0%	0%	6%	0%	0%	0%	3%	2%	8%	
	Newspaper	2%	1%	0%	0%	0%	0%	0%	0%	0%	3%	0%	8%	
	Theater Ad	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	
	Total	Count	102	67	3	18	6	18	8	11	21	38	41	12

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING



YTD=\$1,206.97

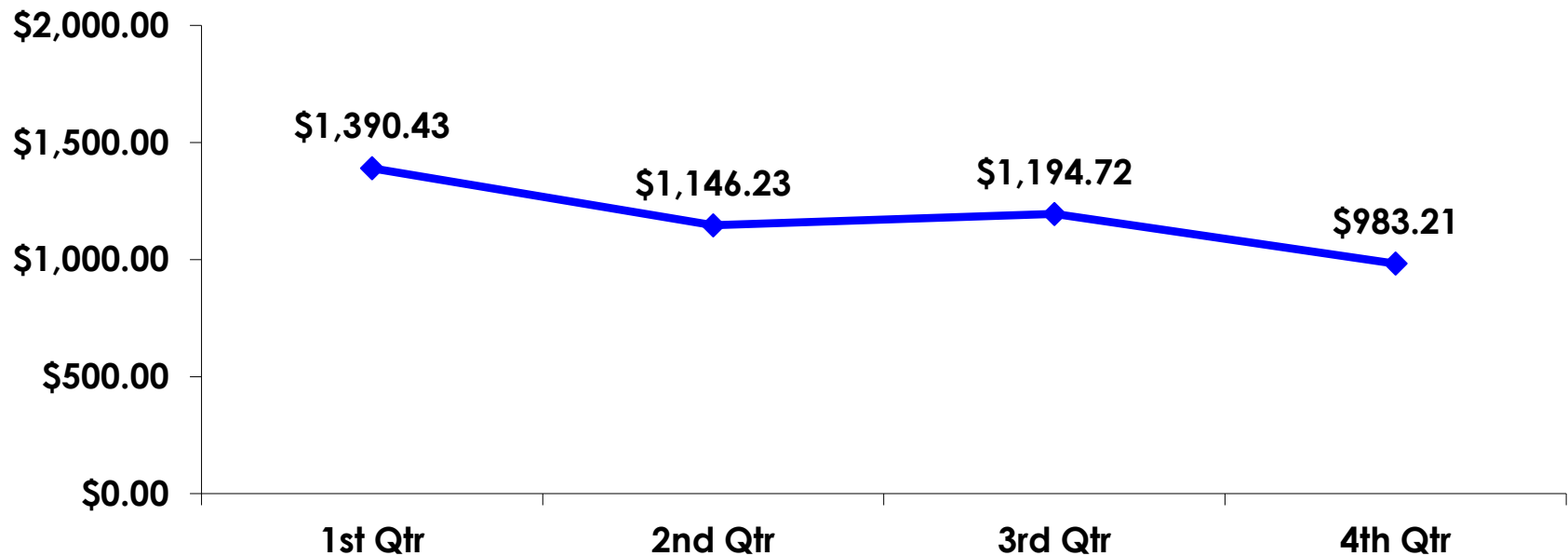
PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	GROUP TOUR	SILVER 60+	MALE 18-35	FEMALE 18- 35	MALE 25-55	FEMALE 25- 55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$1,093.40	\$1,111.36	\$468.58	\$1,233.45	\$986.87	\$850.29	\$624.78	\$1,651.24	\$1,086.76	\$1,219.44	\$1,088.57	\$1,021.02
	Median	\$1,006	\$1,038	\$607	\$1,206	\$1,038	\$607	\$0	\$1,100	\$958	\$1,109	\$1,065	\$1,246
	Minimum	\$0	\$0	\$0	\$399	\$0	\$0	\$0	\$639	\$0	\$0	\$0	\$0
	Maximum	\$4,792	\$3,091	\$799	\$1,949	\$1,757	\$2,396	\$2,396	\$4,792	\$2,396	\$4,792	\$2,396	\$1,597

PREPAID EXPENSE- BREAKDOWN

		TOTAL	FAMILY	CHILD	WEDDING HNYMOON	OFFICE LADY	FIT	GROUP TOUR	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	SILVER 60+
		-	-	-	-	-	-	-	-	-	-	-	-
AIR & HOTEL	Mean	\$1,476.98	\$1,672.38	\$2,406.79	\$607.03	\$1,661.29	\$1,472.28	\$937.17	\$1,214.06	\$1,729.19	\$1,708.12	\$1,405.72	.
	Median	\$1,374	\$1,517	\$2,436	\$607	\$1,198	\$1,517	\$799	\$1,118	\$1,438	\$1,597	\$1,278	.
AIR/ HOTEL/ MEAL	Mean	\$2,638.32	\$2,822.82	\$2,631.79	.	\$3,154.95	\$1,757.19	\$3,512.09	\$3,093.40	\$2,413.92	\$2,686.99	\$2,433.43	\$2,768.90
	Median	\$1,917	\$1,997	\$1,997	.	\$3,155	\$1,597	\$4,153	\$2,946	\$1,917	\$2,077	\$1,853	\$1,917
AIR ONLY	Mean	\$1,130.19	\$1,304.58	\$1,477.64	\$607.03	.	\$1,198.08	\$607.03	\$1,757.19	\$607.03	\$1,757.19	\$921.19	.
	Median	\$1,078	\$1,198	\$1,478	\$607	.	\$1,198	\$607	\$1,757	\$607	\$1,757	\$958	.
HOTEL ONLY	Mean	\$638.98	\$638.98	\$638.98	\$638.98	.	\$638.98	.	.
	Median	\$639	\$639	\$639	\$639	.	\$639	.	.
HOTEL & MEAL	Mean	\$2,004.95	\$2,004.95	\$2,004.95	\$2,004.95	.	.
	Median	\$2,005	\$2,005	\$2,005	\$2,005	.	.
F&B HOTEL	Mean
	Median
TRANS- CHINA	Mean	\$15.97	\$15.97	\$15.97	\$7.99	.	\$15.97	.	.
	Median	\$16	\$16	\$16	\$8	.	\$16	.	.
TRANS- GUAM	Mean	\$505.03	\$505.03	\$818.37	.	\$191.69	.	.	.	\$191.69	\$818.37	\$191.69	.
	Median	\$505	\$505	\$818	.	\$192	.	.	.	\$192	\$818	\$192	.
OPT TOURS	Mean	\$568.21	\$656.29	\$877.32	.	\$431.31	\$351.44	\$191.69	\$1,038.34	\$435.30	\$327.48	\$513.10	.
	Median	\$288	\$495	\$877	.	\$431	\$351	\$192	\$1,038	\$431	\$256	\$224	.
OTHER	Mean	\$1,196.26	\$797.85	\$455.27	.	\$655.11	.	.	\$994.41	\$612.41	\$1,036.74	\$1,458.28	\$159.74
	Median	\$751	\$751	\$455	.	\$655	.	.	\$994	\$655	\$1,118	\$735	\$160
TOTAL	Mean	\$1,878.23	\$2,080.10	\$2,687.33	\$468.58	\$2,406.82	\$1,365.80	\$1,503.28	\$2,721.29	\$2,029.51	\$2,072.74	\$1,932.45	\$1,024.14
	Median	\$1,597	\$1,597	\$2,412	\$607	\$1,510	\$1,517	\$607	\$1,118	\$1,757	\$1,739	\$1,597	\$0

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$1,179.36

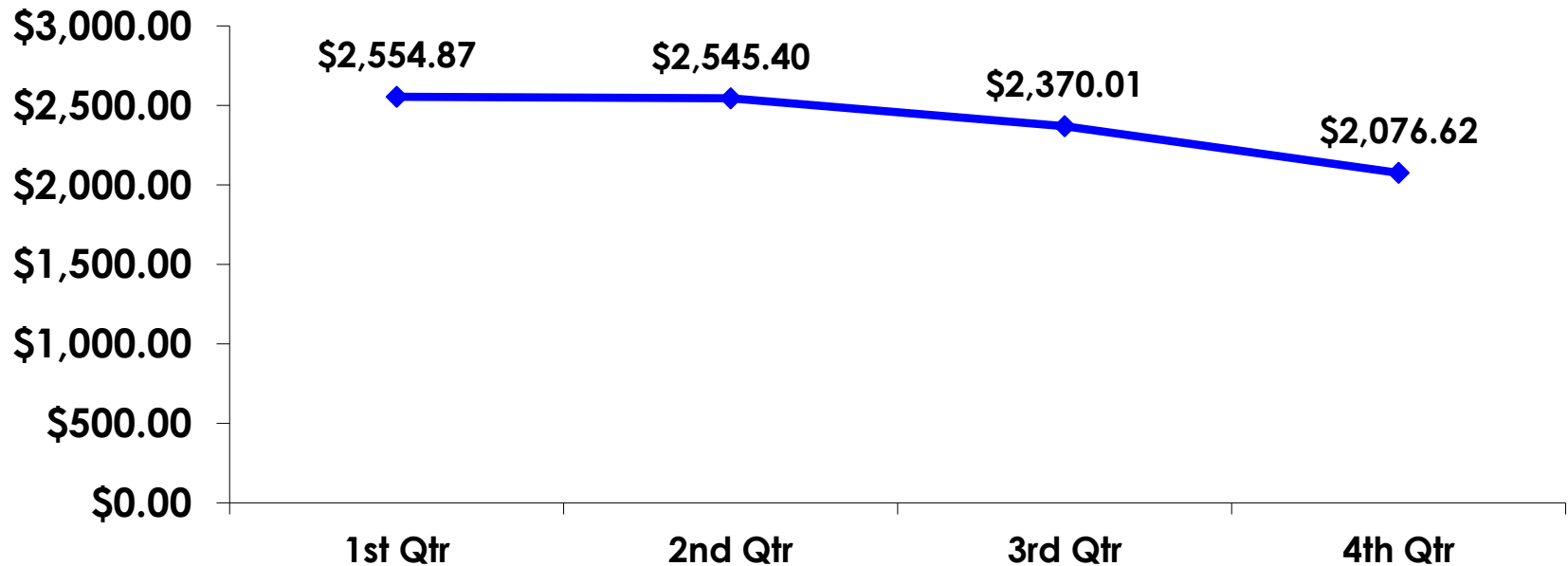
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	GROUP TOUR	SILVER 60+	MALE 18-35	FEMALE 18- 35	MALE 25-55	FEMALE 25- 55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$983.21	\$882.68	\$4,000.00	\$725.02	\$936.11	\$1,185.07	\$496.22	\$508.18	\$1,088.49	\$881.14	\$1,317.76	\$1,303.06
	Median	\$600	\$655	\$1,300	\$484	\$725	\$500	\$467	\$333	\$500	\$600	\$1,000	\$1,240
	Minimum	\$0	\$0	\$1,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$9,700	\$4,000	\$9,700	\$2,667	\$2,000	\$9,700	\$1,046	\$1,350	\$9,700	\$4,000	\$9,700	\$4,000

ON-ISLAND EXPENSE- BREAKDOWN

		TOTAL	FAMILY	CHILD	WEDDING HNYMOON	OFFICE LADY	FIT	GROUP TOUR	MALE 18-35	FEMALE 18- 35	MALE 25-55	FEMALE 25- 55	SILVER 60+
		-	-	-	-	-	-	-	-	-	-	-	-
F&B HOTEL	Mean	\$24.25	\$24.97	\$32.94	\$0.00	\$0.00	\$25.00	\$27.37	\$27.27	\$10.48	\$26.42	\$21.22	\$10.33
F&B FF/STORE	Mean	\$43.30	\$46.76	\$44.44	\$53.33	\$23.33	\$50.00	\$21.05	\$66.36	\$42.38	\$51.32	\$54.88	\$15.56
F&B RESTRNT	Mean	\$82.93	\$112.24	\$161.78	\$86.67	\$186.67	\$175.00	\$26.32	\$50.00	\$89.05	\$93.42	\$100.73	\$62.44
OPT TOUR	Mean	\$110.15	\$140.38	\$182.94	\$71.67	\$0.00	\$245.83	\$47.37	\$90.91	\$61.90	\$152.29	\$102.80	\$60.33
GIFT- SELF	Mean	\$327.20	\$359.12	\$161.11	\$1,666.67	\$1,348.33	\$350.83	\$310.53	\$105.45	\$756.67	\$63.68	\$704.63	\$124.44
GIFT- OTHER	Mean	\$310.19	\$320.15	\$505.00	\$1,666.67	\$200.00	\$191.67	\$315.79	\$77.27	\$290.48	\$320.00	\$393.41	\$254.44
TRANS	Mean	\$37.98	\$44.68	\$55.33	\$86.67	\$8.33	\$92.50	\$14.74	\$38.27	\$31.90	\$39.61	\$42.68	\$36.89
OTHER	Mean	\$734.02	\$763.68	\$900.00	\$368.33	\$683.33	\$883.33	\$967.53	\$339.00	\$543.33	\$1,107.21	\$586.22	\$39.22
TOTAL	Mean	\$1,660.32	\$1,797.26	\$1,988.00	\$4,000.00	\$2,450.00	\$1,930.83	\$1,730.68	\$794.55	\$1,826.19	\$1,853.95	\$1,982.20	\$603.67

TOTAL EXPENDITURES – TRACKING



YTD=\$2,386.32

TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	GROUP TOUR	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$2,076.62	\$1,994.04	\$4,468.58	\$1,958.47	\$1,922.98	\$2,035.36	\$1,121.00	\$2,159.43	\$2,175.25	\$2,100.58	\$2,406.34	\$2,324.08
	Median	\$1,762	\$1,760	\$2,099	\$1,760	\$1,860	\$1,575	\$1,000	\$1,666	\$1,797	\$1,870	\$1,962	\$2,131
	Minimum	\$0	\$0	\$1,000	\$932	\$500	\$0	\$0	\$1,026	\$0	\$0	\$0	\$170
	Maximum	\$10,307	\$5,597	\$10,307	\$3,306	\$3,198	\$10,307	\$2,837	\$4,792	\$10,307	\$5,198	\$10,307	\$5,597

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, 1st, 2nd 3rd and 4th Qtr and Overall 1-4 Qtr 2015					
	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Combin ed 1-4 Qtr 2015
Drivers:	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks		3			6
Ease of getting around			1		
Safety walking around at night					
Quality of daytime tours			4	2	1
Variety of daytime tours	3	2			
Quality of nighttime tours					
Variety of nighttime tours					
Quality of shopping					
Variety of shopping				1	3
Price of things on Guam	2		3	3	5
Quality of hotel accommodations					
Quality/cleanliness of air, sky					
Quality/cleanliness of parks					
Quality of landscape in Tumon					4
Quality of landscape in Guam					
Quality of ground handler					2
Quality/cleanliness of transportation vehicles	1	1	2		
% of Per Person On Island Expenditures Accounted For	66.4%	61.9%	62.5%	54.3%	54.3%
NOTE: Only significant predictors are ranked.					

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the China's visitor's experience on Guam is driven by three significant factors in the Fourth Quarter 2015 Period. They are, in rank order:
 - **Variety of shopping,**
 - **Quality of daytime tours, and**
 - **Price of things on Guam.**
- With these factors the overall r^2 is .543 meaning that **54.3% of overall satisfaction is accounted for by these factors.**

Comparison of Drivers of Per Person On Island Expenditure, 1st, 2nd 3rd and 4th Qtr and Overall 1-4 Qtr 2015					
	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Combin ed 1-4 Qtr 2015
Drivers:	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks					
Ease of getting around					
Safety walking around at night					
Quality of daytime tours				1	
Variety of daytime tours					1
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					
Quality/cleanliness of transportation vehicles					
% of Per Person On Island Expenditures Accounted For	0.0%	0.0%	0.0%	11.7%	1.2%

NOTE: Only significant predictors are ranked.

Drivers of Per Person On Island Expenditure

- **Per person on island expenditure** of China's visitor's on Guam is driven by one significant factor in the Fourth Quarter 2015 Period. It is:
 - **Quality of daytime tours.**
- With this factor the overall r^2 is .117 meaning that **11.7% of per person on island expenditure is accounted for by this factor.**