



GUAM VISITORS BUREAU

China Visitor Tracker Exit Profile

FY2016 Market Segmentation

1ST Qtr. (OCT~DEC 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	70%			
Child	14%			
Wedding/ Honeymoon	13%			
Office Lady	22%			
FIT	39%			
Group Tour	2%			
Male 18-35	23%			
Female 18-35	40%			
Male 25-55	38%			
Female 25-55	52%			
Silver 60+	4%			
TOTAL	103			

SECTION 1 **PROFILE OF RESPONDENTS**

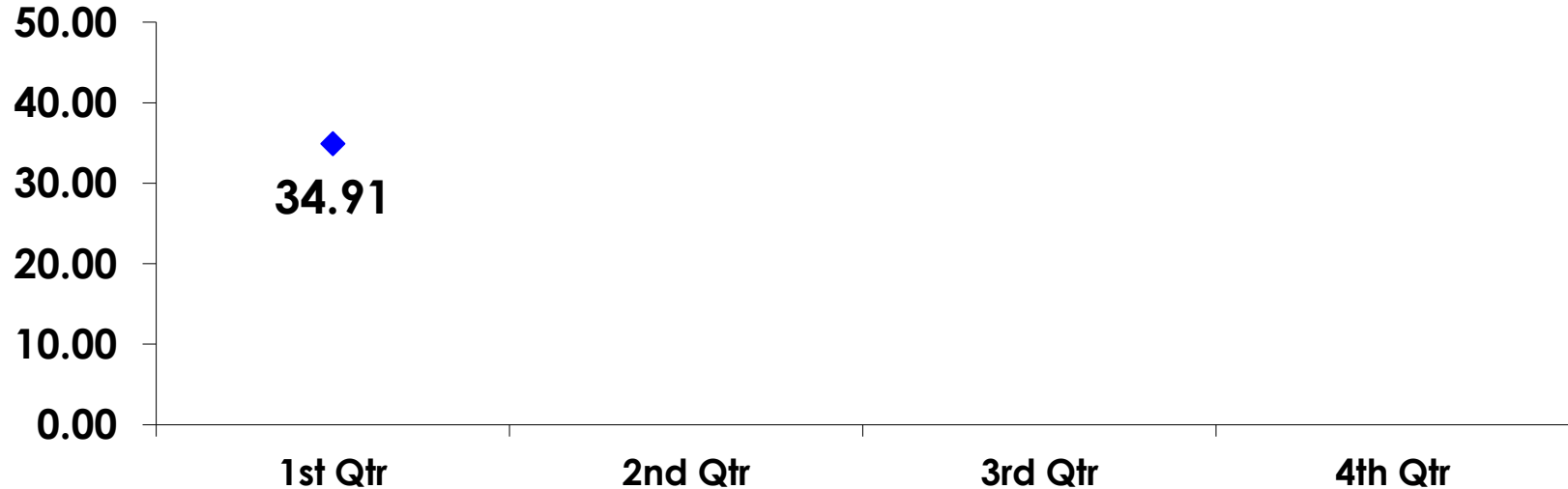
MARITAL STATUS - TRACKING



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	80	68	11	14	15	2	3	20	27	36	38	31
		Column N %	78%	94%	85%	100%	65%	100%	75%	83%	66%	92%	72%	78%
	Single	Count	23	4	2	0	8	0	1	4	14	3	15	9
		Column N %	22%	6%	15%	0%	35%	0%	25%	17%	34%	8%	28%	23%
Total		Count	103	72	13	14	23	2	4	24	41	39	53	40

AVERAGE AGE - TRACKING



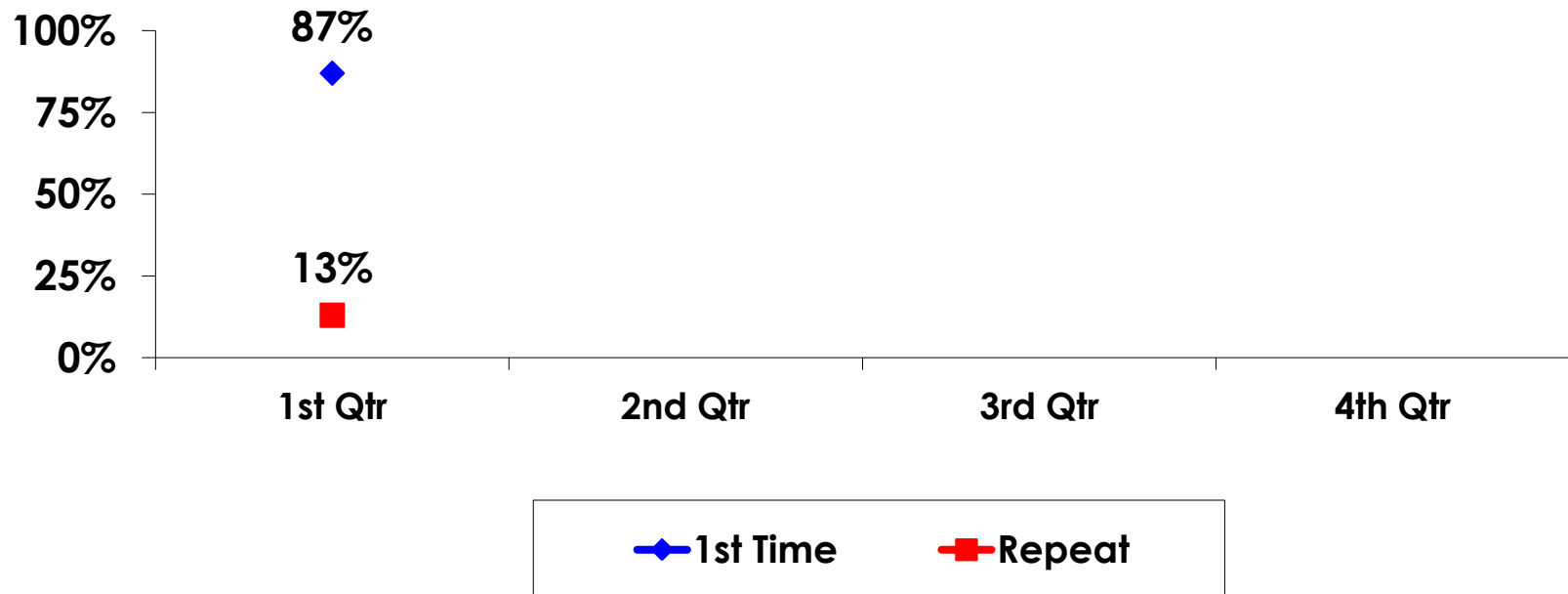
AGE- SEGMENTATION

			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	5	3	1	0	2	0	0	1	4	0	0	2
		Column N %	5%	4%	8%	0%	9%	0%	0%	4%	10%	0%	0%	5%
25-34	Count	55	41	10	6	15	0	0	23	32	23	32	20	
	Column N %	53%	57%	77%	43%	65%	0%	0%	96%	78%	59%	60%	50%	
35-49	Count	35	21	2	6	6	1	0	0	5	15	20	16	
	Column N %	34%	29%	15%	43%	26%	50%	0%	0%	12%	38%	38%	40%	
50+	Count	8	7	0	2	0	1	4	0	0	1	1	2	
	Column N %	8%	10%	0%	14%	0%	50%	100%	0%	0%	3%	2%	5%	
Total	Count	103	72	13	14	23	2	4	24	41	39	53	40	
QF	Mean	34.91	35.39	29.38	39.21	30.70	43.50	61.50	29.42	29.46	34.92	33.36	34.95	
	Median	32	32	29	36	30	44	62	30	30	33	32	33	

INCOME - 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
			-	-	-	-	-	-	-	-	-	-	-	-
Q26 <=CBY40K	Count	1	0	0	0	0	0	0	0	0	1	0	1	1
	Column N %	1%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	2%	3%
CNY40K - CNY60K	Count	6	5	0	2	2	0	0	0	1	3	3	2	2
	Column N %	6%	7%	0%	14%	9%	0%	0%	0%	4%	7%	8%	4%	5%
CNY60K - CNY80K	Count	12	9	1	2	3	1	1	1	4	5	5	6	4
	Column N %	12%	13%	8%	14%	13%	50%	25%	17%	12%	13%	11%	10%	
CNY80K - CNY120K	Count	19	12	2	3	2	0	3	4	5	8	7	4	
	Column N %	18%	17%	15%	21%	9%	0%	75%	17%	12%	21%	13%	10%	
CNY120K - CNY240K	Count	30	22	7	3	8	1	0	9	11	13	15	14	
	Column N %	29%	31%	54%	21%	35%	50%	0%	38%	27%	33%	28%	35%	
CNY240K+	Count	33	23	3	4	8	0	0	6	14	10	22	14	
	Column N %	32%	32%	23%	29%	35%	0%	0%	25%	34%	26%	42%	35%	
No Income	Count	2	1	0	0	0	0	0	0	0	2	0	0	1
	Column N %	2%	1%	0%	0%	0%	0%	0%	0%	0%	5%	0%	0%	3%
Total	Count	103	72	13	14	23	2	4	24	41	39	53	40	

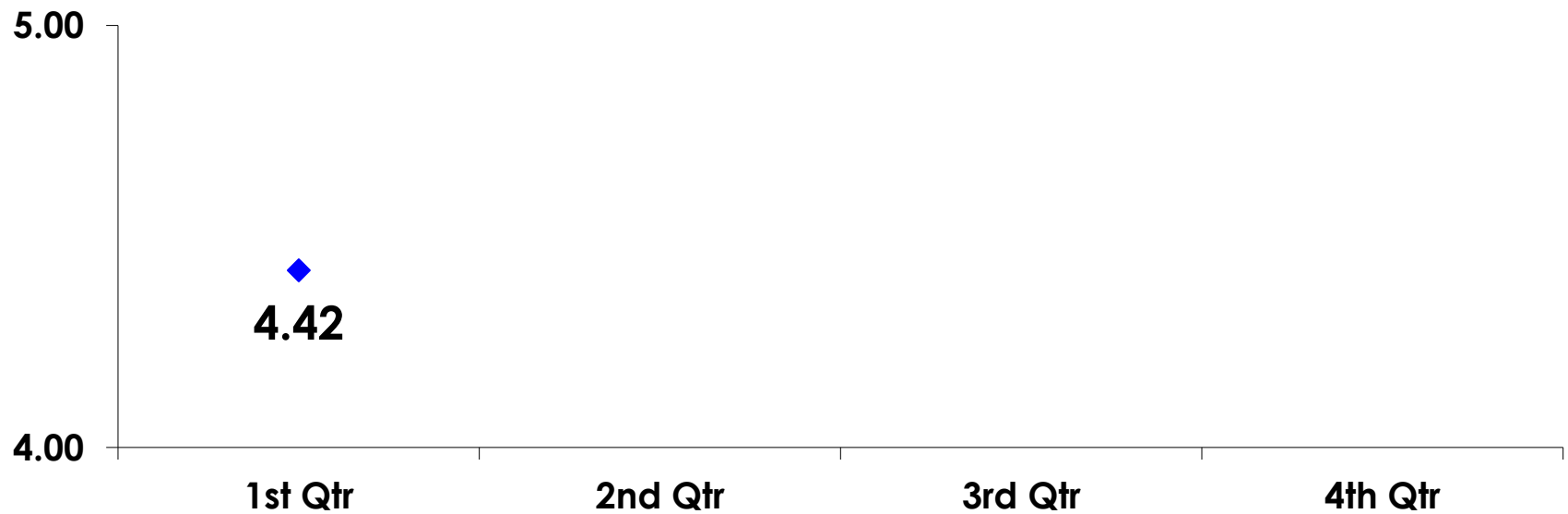
PRIOR TRIPS TO GUAM - TRACKING



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	84	63	13	10	21	2	3	21	35	31	44	28
		Column N %	87%	90%	100%	77%	91%	100%	100%	95%	88%	89%	83%	74%
	No	Count	13	7	0	3	2	0	0	1	5	4	9	10
		Column N %	13%	10%	0%	23%	9%	0%	0%	5%	13%	11%	17%	26%
Total		Count	97	70	13	13	23	2	3	22	40	35	53	38

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	4.42	4.54	5.62	5.00	4.43	4.50	6.00	4.92	4.56	4.56	4.26	4.57
	Median	3	3	6	6	3	5	5	6	4	4	3	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	1	0	0	0	0	0	0	0	0	1	0	0
		Column N %	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%
	Free-time package tour	Count	54	38	11	7	16	0	2	10	28	16	32	0
		Column N %	55%	54%	85%	54%	70%	0%	67%	45%	68%	46%	60%	0%
	Individually arranged travel (FIT)	Count	40	30	2	6	7	0	1	12	12	18	18	40
		Column N %	41%	43%	15%	46%	30%	0%	33%	55%	29%	51%	34%	100%
	Group tour	Count	2	2	0	0	0	2	0	0	0	0	2	0
		Column N %	2%	3%	0%	0%	0%	100%	0%	0%	0%	0%	4%	0%
	Other	Count	1	0	0	0	0	0	0	0	1	0	1	0
		Column N %	1%	0%	0%	0%	0%	0%	0%	0%	2%	0%	2%	0%
	Total	Count	98	70	13	13	23	2	3	22	41	35	53	40

TRAVEL MOTIVATION - SEGMENTATION

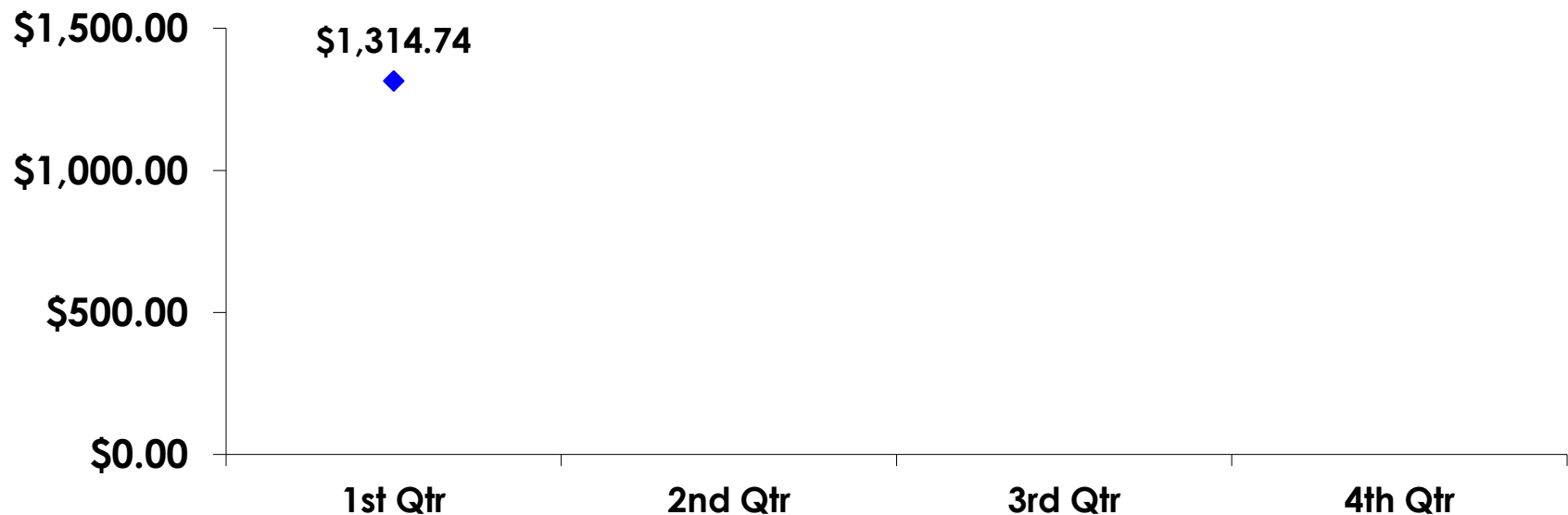
	TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	GROUP TOUR	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
	-	-	-	-	-	-	-	-	-	-	-	-
Q5A Previous trip	8%	8%	0%	14%	4%	0%	0%	4%	2%	10%	8%	15%
Price	17%	19%	23%	21%	17%	0%	0%	33%	7%	26%	13%	28%
Visit friends/ Relatives	6%	6%	0%	7%	0%	50%	0%	4%	2%	8%	6%	5%
Recomm- friend/family/trvl agnt	14%	8%	0%	14%	9%	0%	25%	4%	17%	13%	13%	10%
Scuba	7%	7%	15%	0%	4%	0%	0%	21%	2%	13%	4%	13%
Water sports	24%	29%	54%	21%	35%	0%	0%	33%	34%	26%	25%	30%
Short travel time	47%	47%	62%	14%	65%	50%	0%	33%	59%	36%	62%	45%
Golf	2%	3%	0%	0%	0%	50%	0%	0%	0%	3%	2%	3%
Relax	45%	46%	23%	50%	43%	0%	25%	38%	46%	44%	43%	63%
Company/ Business Trip	3%	1%	0%	0%	4%	50%	0%	4%	2%	3%	4%	0%
Company Sponsored	2%	0%	0%	0%	4%	0%	0%	4%	2%	3%	2%	0%
Safe	27%	29%	46%	14%	39%	0%	25%	33%	22%	31%	25%	40%
Natural beauty	73%	75%	85%	50%	87%	100%	25%	67%	78%	69%	77%	83%
Shopping	49%	50%	46%	21%	61%	50%	0%	63%	49%	54%	51%	55%
Career Cert/ Testing	6%	1%	0%	0%	13%	0%	0%	0%	12%	3%	9%	8%
Married/ Attn wedding	3%	3%	23%	0%	0%	0%	0%	0%	5%	0%	6%	0%
Honeymoon	12%	15%	92%	0%	17%	0%	0%	25%	12%	15%	9%	5%
Pleasure	15%	15%	38%	0%	22%	0%	0%	17%	20%	10%	17%	20%
No visa requirement	3%	4%	0%	0%	0%	0%	0%	8%	0%	3%	2%	5%
Other	3%	1%	8%	0%	4%	0%	0%	0%	2%	0%	4%	3%
Total Count	103	72	13	14	23	2	4	24	41	39	53	40

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	81%	85%	85%	93%	91%	50%	100%	79%	80%	77%	83%	93%	
	Friend/ Relative	38%	35%	38%	36%	30%	50%	25%	33%	37%	33%	40%	43%	
	Prior Trip	13%	10%	0%	21%	9%	0%	0%	4%	12%	10%	17%	25%	
	GVB Promo	11%	13%	31%	7%	13%	0%	0%	17%	15%	10%	13%	13%	
	Travel Guidebook- Bookstore	11%	8%	8%	7%	13%	50%	0%	8%	10%	10%	11%	8%	
	Co-Worker/ Company Trvl Dept	9%	7%	15%	0%	9%	0%	0%	13%	10%	13%	8%	5%	
	TV	9%	7%	8%	7%	13%	50%	0%	8%	15%	5%	11%	8%	
	Travel Agent Brochure	7%	8%	8%	14%	0%	0%	0%	13%	2%	15%	2%	8%	
	GVB Office	3%	1%	0%	7%	0%	0%	0%	4%	0%	5%	2%	3%	
	Magazine (Consumer)	3%	4%	8%	0%	9%	0%	0%	4%	5%	3%	4%	0%	
	Consumer Trvl Show	2%	3%	8%	7%	0%	0%	0%	0%	2%	3%	2%	3%	
	Travel Trade Show	1%	1%	0%	7%	0%	0%	0%	0%	0%	3%	0%	3%	
	Radio	1%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	
	Newspaper	1%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	
	Total	Count	103	72	13	14	23	2	4	24	41	39	53	40

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING



YTD=\$1,314.74

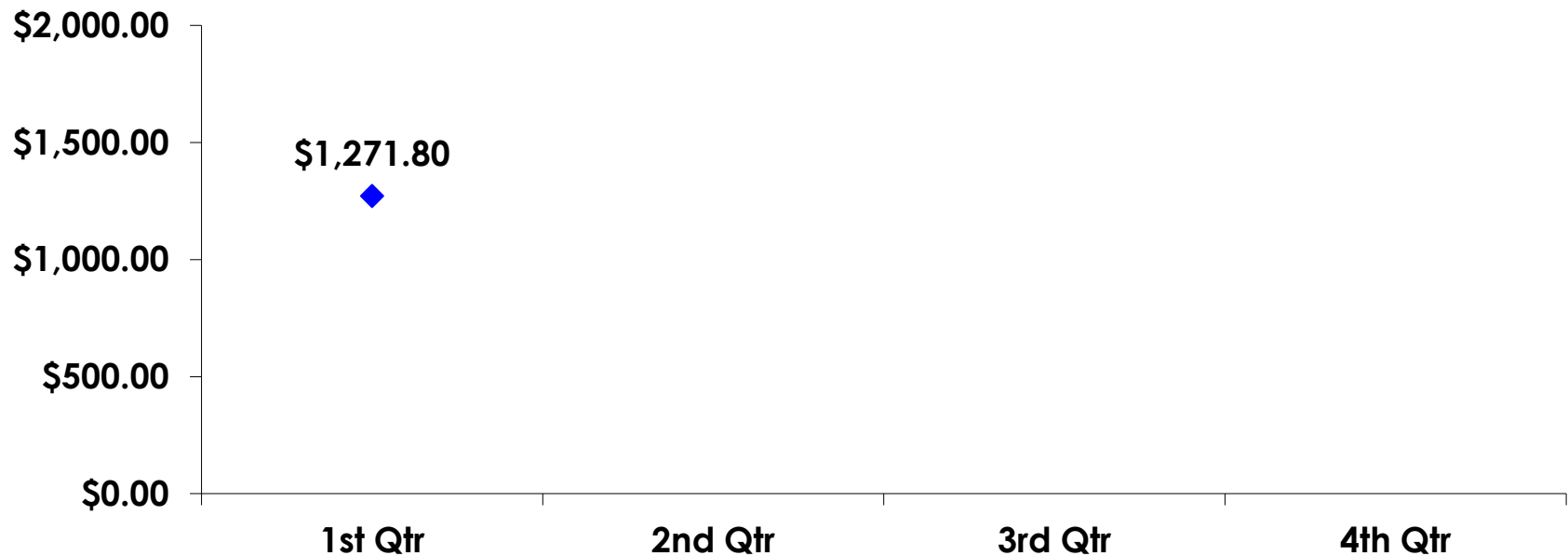
PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		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	\$1,314.74	\$1,290.41	\$1,772.89	\$1,638.10	\$1,111.50	\$1,160.99	\$1,328.69	\$1,253.01	\$1,366.01	\$1,286.15	\$1,410.04	\$1,246.63
	Median	\$1,161	\$1,200	\$1,440	\$1,391	\$1,084	\$1,161	\$1,496	\$1,217	\$1,161	\$1,161	\$1,161	\$1,200
	Minimum	\$0	\$0	\$1,006	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$10,372	\$6,192	\$3,870	\$6,192	\$3,870	\$2,322	\$2,322	\$3,344	\$10,372	\$3,870	\$10,372	\$6,192

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	\$3,323.17	\$3,332.09	\$5,785.60	\$3,088.94	\$3,249.01	\$3,065.02	\$2,321.98	\$2,872.03	\$3,448.55	\$3,057.61	\$3,447.41	\$5,779.15
	Median	\$2,786	\$2,786	\$5,805	\$2,786	\$2,477	\$2,786	\$2,322	\$2,477	\$2,786	\$2,786	\$2,678	\$4,644
AIR/ HOTEL/ MEAL	Mean	\$3,025.80	\$3,330.55	\$4,256.97	\$1,160.99	\$2,569.66	\$3,444.27	.	\$3,618.42	\$2,435.50	\$3,986.07	\$2,385.62	.
	Median	\$2,167	\$2,167	\$3,096	\$1,161	\$2,570	\$2,632	.	\$3,096	\$2,167	\$3,096	\$2,043	.
AIR ONLY	Mean	\$736.69	\$760.06	.	.	\$870.74	\$729.78	.	\$506.97	\$813.26	\$506.97	\$813.26	.
	Median	\$698	\$704	.	.	\$967	\$700	.	\$507	\$698	\$507	\$698	.
HOTEL ONLY	Mean	\$438.42	\$580.50	.	.	\$464.40	\$412.44	.	\$541.80	\$386.73	\$541.80	\$386.73	.
	Median	\$310	\$542	.	.	\$310	\$310	.	\$542	\$232	\$542	\$232	.
HOTEL & MEAL	Mean	\$696.59	\$696.59	.	.	\$696.59	\$696.59	.	.	\$1,021.67	.	\$696.59	.
	Median	\$697	\$697	.	.	\$697	\$697	.	.	\$1,022	.	\$697	.
F&B HOTEL	Mean	\$154.80	\$154.80	\$154.80	.	.	\$154.80	\$154.80	.
	Median	\$155	\$155	\$155	.	.	\$155	\$155	.
TRANS- CHINA	Mean	\$85.91	\$113.00	.	\$67.08	\$69.66	\$111.84	.	\$141.90	\$53.66	\$119.97	\$51.86	.
	Median	\$58	\$77	.	\$77	\$70	\$58	.	\$77	\$62	\$66	\$54	.
TRANS- GUAM	Mean	\$387.00	\$387.00	.	.	\$387.00	\$387.00	.	.	\$387.00	.	\$387.00	.
	Median	\$387	\$387	.	.	\$387	\$387	.	.	\$387	.	\$387	.
OPT TOURS	Mean	\$278.64	\$247.68	.	.	\$247.68	\$278.64	.	.	\$278.64	.	\$278.64	.
	Median	\$279	\$248	.	.	\$248	\$279	.	.	\$279	.	\$279	.
OTHER	Mean	\$1,110.67	\$1,083.23	\$464.40	\$1,338.00	\$864.09	\$1,081.66	.	\$108.36	\$964.47	\$964.91	\$1,110.67	.
	Median	\$1,161	\$987	\$464	\$1,074	\$987	\$1,107	.	\$108	\$774	\$1,238	\$987	.
TOTAL	Mean	\$2,551.42	\$2,835.96	\$5,100.62	\$3,238.56	\$2,291.43	\$2,410.82	\$1,160.99	\$2,718.01	\$2,616.91	\$2,717.91	\$2,494.06	\$4,334.37
	Median	\$2,167	\$2,508	\$4,412	\$2,786	\$1,548	\$2,399	\$1,161	\$2,724	\$2,150	\$2,322	\$2,150	\$4,025

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$1,271.80

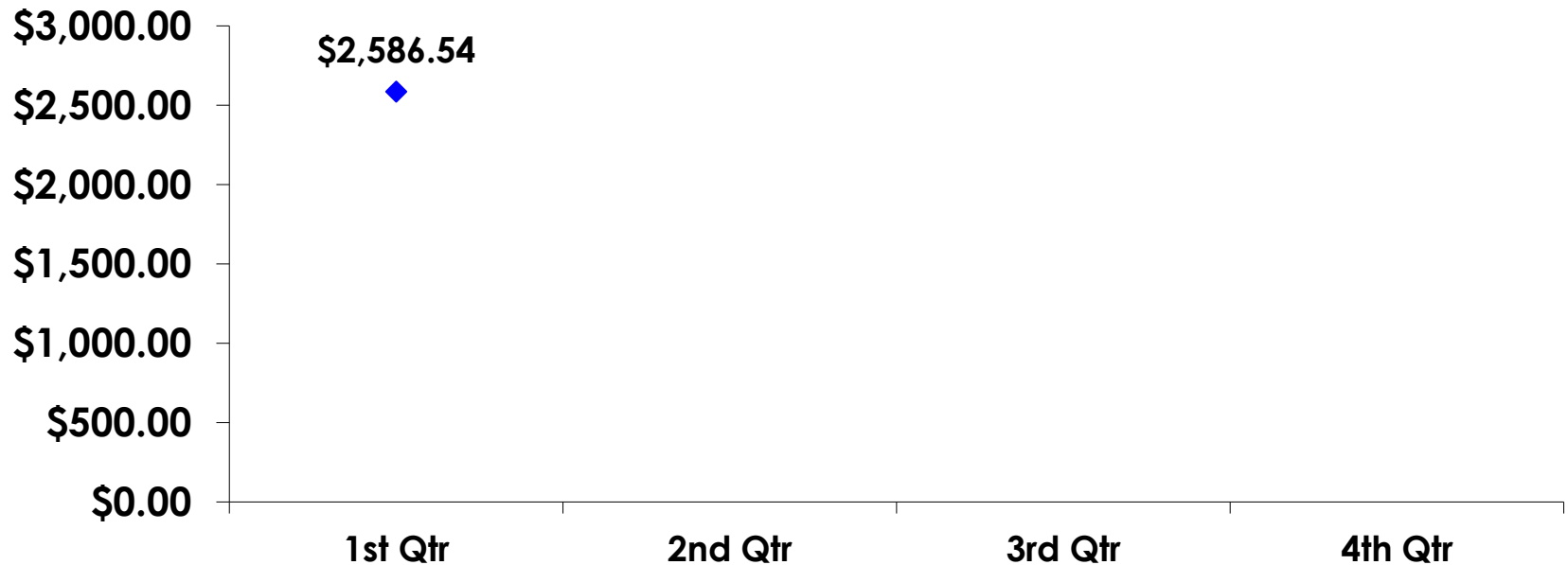
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		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	\$1,271.80	\$1,200.83	\$1,517.58	\$353.86	\$1,059.66	\$2,500.00	\$194.79	\$1,546.89	\$1,397.42	\$1,331.47	\$1,281.87	\$1,364.28
	Median	\$930	\$875	\$1,295	\$283	\$900	\$2,500	\$240	\$1,173	\$1,000	\$1,000	\$1,000	\$1,000
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$6,000	\$6,000	\$5,000	\$1,000	\$3,000	\$5,000	\$300	\$5,000	\$6,000	\$5,000	\$5,000	\$4,700

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	\$127.05	\$77.40	\$28.57	\$80.08	\$58.74	\$141.55	\$0.00	\$271.38	\$71.24	\$199.15	\$98.13	\$0.00
F&B FF/STORE	Mean	\$65.49	\$53.75	\$28.57	\$107.69	\$24.57	\$95.00	\$0.00	\$80.83	\$90.61	\$60.26	\$81.98	\$0.00
F&B RESTRNT	Mean	\$86.12	\$110.42	\$60.71	\$311.54	\$73.91	\$91.25	\$0.00	\$111.67	\$62.68	\$114.36	\$69.06	\$0.00
OPT TOUR	Mean	\$106.06	\$133.12	\$83.00	\$190.85	\$36.09	\$123.75	\$0.00	\$200.00	\$47.07	\$161.28	\$73.06	\$115.50
GIFT- SELF	Mean	\$276.09	\$270.93	\$114.29	\$212.31	\$236.09	\$406.00	\$0.00	\$275.92	\$390.00	\$251.85	\$296.04	\$106.25
GIFT- OTHER	Mean	\$351.99	\$367.92	\$128.57	\$558.46	\$409.87	\$392.95	\$0.00	\$513.67	\$419.20	\$454.31	\$274.28	\$0.00
TRANS	Mean	\$68.36	\$74.08	\$121.00	\$118.62	\$54.61	\$81.80	\$0.00	\$114.79	\$69.17	\$90.90	\$64.08	\$0.00
OTHER	Mean	\$1,157.48	\$1,346.58	\$883.00	\$1,455.62	\$1,173.91	\$1,104.15	\$2,500.00	\$1,450.67	\$1,198.29	\$1,187.33	\$1,211.21	\$459.50
TOTAL	Mean	\$2,238.62	\$2,434.21	\$1,447.71	\$3,035.15	\$2,067.78	\$2,436.45	\$2,500.00	\$3,018.92	\$2,348.27	\$2,519.44	\$2,167.83	\$681.25

TOTAL EXPENDITURES – TRACKING



YTD=\$2,586.54

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	\$2,586.54	\$2,491.24	\$3,290.46	\$1,991.96	\$2,171.16	\$3,660.99	\$1,523.48	\$2,799.90	\$2,763.43	\$2,617.63	\$2,691.91	\$2,610.91
	Median	\$2,158	\$2,136	\$3,131	\$1,546	\$1,901	\$3,661	\$1,780	\$2,808	\$2,463	\$2,448	\$2,395	\$2,163
	Minimum	\$0	\$0	\$1,161	\$0	\$286	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$11,622	\$7,796	\$6,006	\$6,256	\$5,370	\$7,322	\$2,534	\$6,006	\$11,622	\$6,006	\$11,622	\$7,796

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.

Drivers of Overall Satisfaction, 1st Qtr 2016	
Drivers:	rank
Quality & Cleanliness of beaches & parks	
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	1
Quality/cleanliness of air, sky	
Quality/cleanliness of parks	
Quality of landscape in Tumon	2
Quality of landscape in Guam	
Quality of ground handler	
Quality/cleanliness of transportation vehicles	
% of Overall Satisfaction Accounted For	56.9%
NOTE: Only significant drivers are included.	

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the China's visitor's experience on Guam is driven by two significant factors in the First Quarter 2016 Period. They are, in rank order:
 - **Quality of hotel accommodations, and**
 - **Quality of landscape in Tumon.**
- With these factors the overall r^2 is .560 meaning that **56.9% of overall satisfaction is accounted for by these factors.**

Drivers of Per Person On Island Expenditures, 1st Qtr 2016

Drivers:	rank
Quality & Cleanliness of beaches & parks	
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	
Quality/cleanliness of transportation vehicles	
% of Per Person On Island Expenditures Accounted For	0.0%
NOTE: Only significant drivers are included.	

Drivers of Per Person On Island Expenditure

- **Per person on island expenditure** of China's visitor's on Guam is driven by no significant factors in the First Quarter 2016 Period.