



GUAM VISITORS BUREAU

Hong Kong Visitor Tracker Exit Profile

FY2014 Market Segmentation

2ND Qtr. (JAN~MAR 2014)



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 **150** 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 **150** is +/- 8.0 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 +/- 8.0 percentage points.

OBJECTIVES

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

Highlighted Segments

Parameters

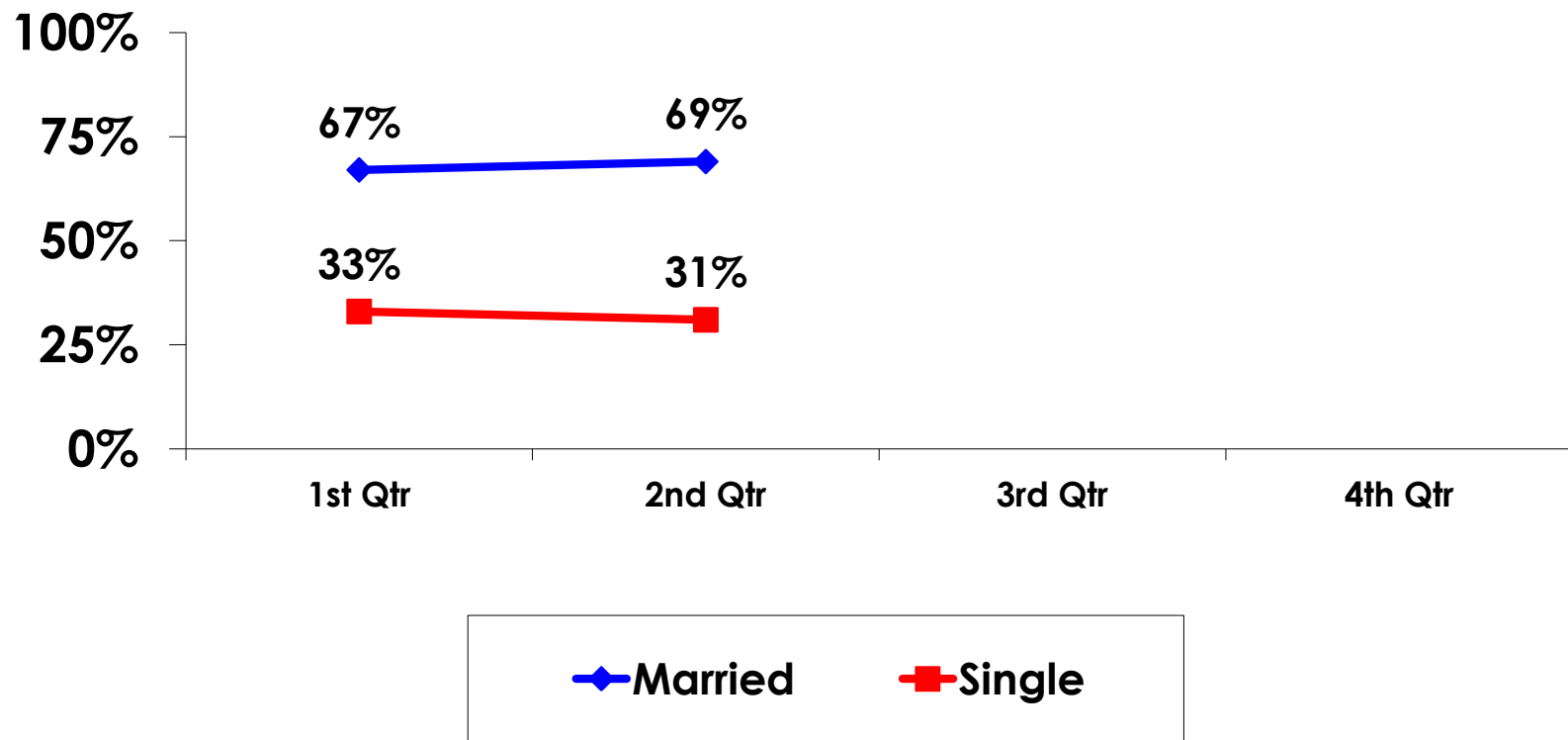
- Families – Q.6
- Wedding/ Honeymoon – Q.5A
- Couple – Q.6
- Office Lady – Q.33/ female
- Divers – Q.5A/ Q.19
- Student – Q.33/ Q.7
- 18-35 – Q.D
- 25-55 – Q.D
- Child – Q.6
- FITs – Q.7

Highlighted Segments

	1 st QTR	2 nd QTR	3 rd QTR	4 th QTR
Families	53%	53%		
Wedding/ Honeymoon	6%	9%		
Couples	47%	47%		
Ol's	18%	22%		
Diver	15%	18%		
Student	1%	-		
M 18-35	33%	21%		
F 18-35	28%	28%		
M 25-55	51%	48%		
F 25-55	42%	45%		
Child	11%	13%		
FITs	62%	53%		
TOTAL	150	150		

SECTION 1 **PROFILE OF RESPONDENTS**

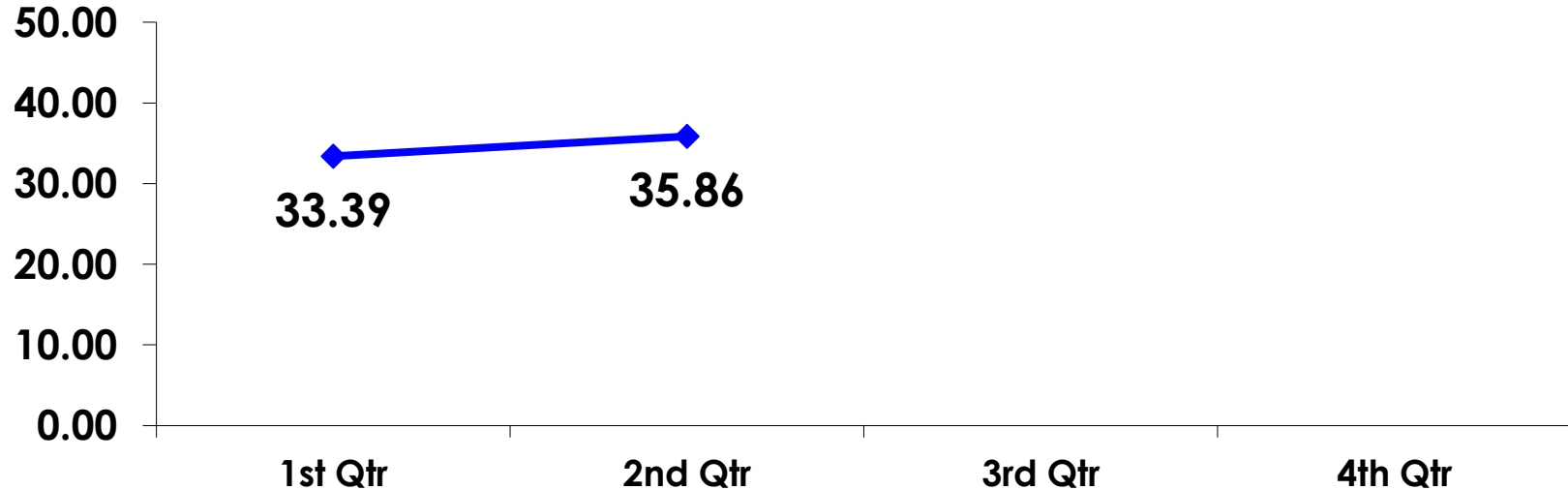
MARITAL STATUS - TRACKING



MARITAL STATUS- SEGMENTATION

			TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	MALE 18-35	FEMALE 18- 35	CHILD	FEMALE 25- 55	FIT
			-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	103	78	10	70	18	21	10	19	20	47	50
		Column N %	69%	99%	77%	100%	55%	78%	32%	45%	100%	70%	63%
	Single	Count	47	1	3	0	15	6	21	23	0	20	29
		Column N %	31%	1%	23%	0%	45%	22%	68%	55%	0%	30%	37%
	Total	Count	150	79	13	70	33	27	31	42	20	67	79

AVERAGE AGE - TRACKING



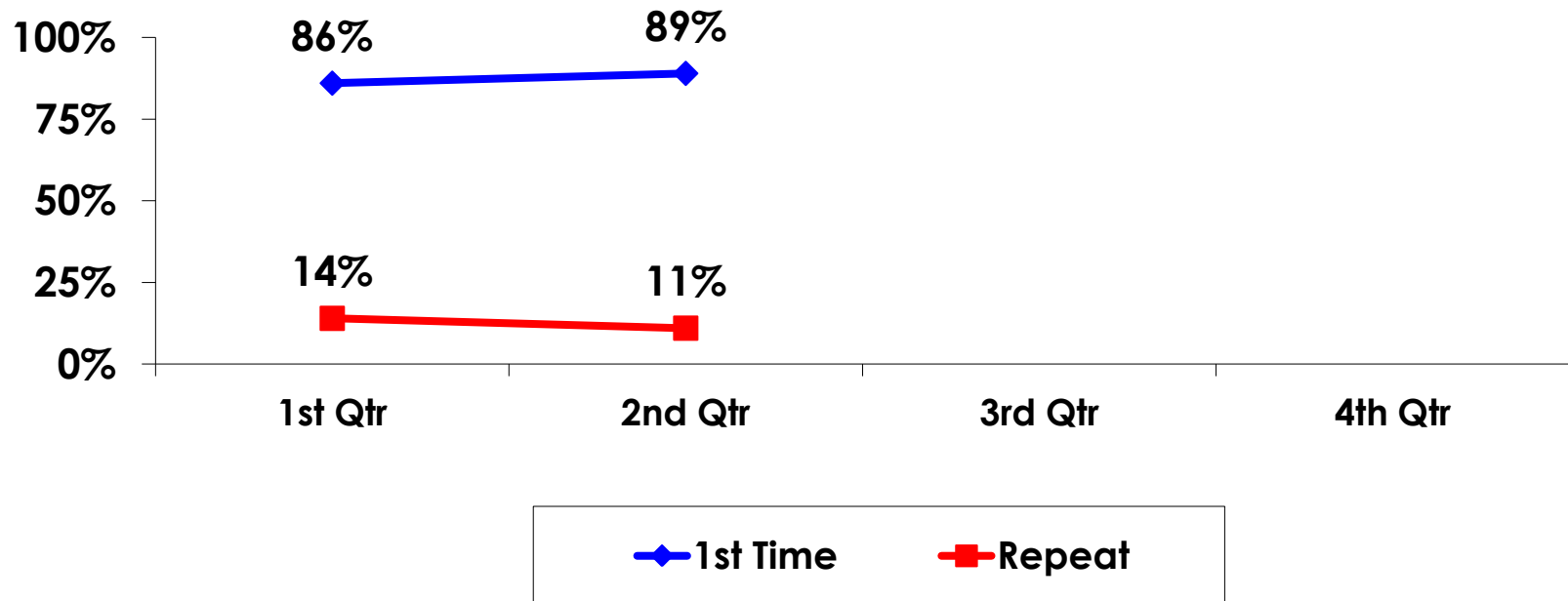
AGE- SEGMENTATION

			TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	6	1	0	0	3	0	2	4	0	0	3
		Column N %	4%	1%	0%	0%	9%	0%	6%	10%	0%	0%	4%
	25-34	Count	65	19	8	16	17	14	29	36	3	36	37
		Column N %	45%	24%	62%	23%	52%	52%	94%	86%	15%	54%	47%
	35-49	Count	66	53	3	48	13	13	0	2	16	27	34
		Column N %	45%	67%	23%	69%	39%	48%	0%	5%	80%	40%	44%
	50+	Count	9	6	2	6	0	0	0	0	1	4	4
		Column N %	6%	8%	15%	9%	0%	0%	0%	0%	5%	6%	5%
	Total	Count	146	79	13	70	33	27	31	42	20	67	78
QF		Mean	35.86	38.84	36.46	39.53	33.79	34.52	28.65	29.40	40.90	35.54	35.38
		Median	36	37	34	39	31	34	28	30	38	34	34

INCOME - SEGMENTATION

			TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	MALE 18-35	FEMALE 18- 35	CHILD	FEMALE 25- 55	FIT
			-	-	-	-	-	-	-	-	-	-	-
Q26 <=HKD120K	Count		3	0	0	0	1	0	2	0	0	1	1
	Column N %		3%	0%	0%	0%	3%	0%	9%	0%	0%	2%	2%
HKD120K-HKD240K	Count		12	4	2	4	5	2	3	4	0	7	2
	Column N %		11%	8%	17%	9%	16%	9%	14%	13%	0%	14%	4%
HKD240K-HKD500K	Count		16	6	4	5	4	5	1	5	1	7	4
	Column N %		15%	12%	33%	11%	13%	23%	5%	16%	7%	14%	7%
HKD500K-HKD1.0M	Count		35	14	5	11	14	5	10	17	3	18	22
	Column N %		33%	27%	42%	24%	45%	23%	45%	53%	21%	36%	41%
HKD1.0M-HKD2.0M	Count		30	22	1	20	7	9	5	5	8	15	22
	Column N %		29%	43%	8%	44%	23%	41%	23%	16%	57%	30%	41%
HKD2.0M-HKD3.0M	Count		8	5	0	5	0	1	1	0	2	1	3
	Column N %		8%	10%	0%	11%	0%	5%	5%	0%	14%	2%	6%
HKD3.0M+	Count		1	0	0	0	0	0	0	1	0	1	0
	Column N %		1%	0%	0%	0%	0%	0%	0%	3%	0%	2%	0%
Total	Count		105	51	12	45	31	22	22	32	14	50	54

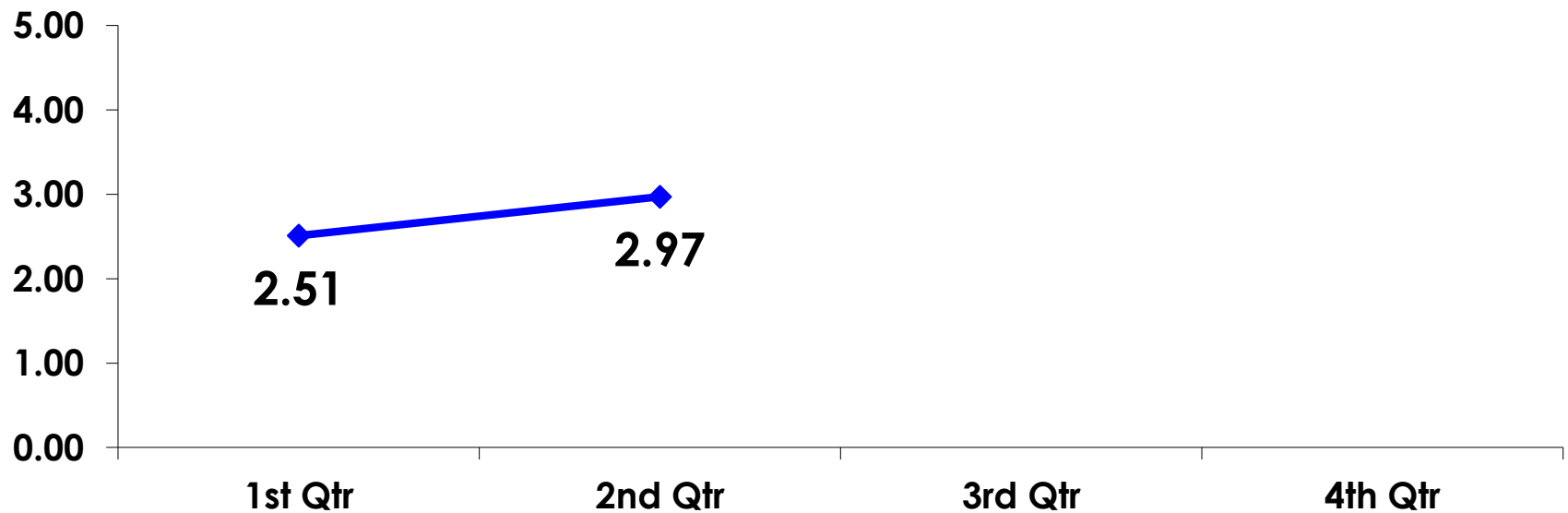
PRIOR TRIPS TO GUAM - TRACKING



PRIOR TRIPS TO GUAM - SEGMENTATION

			TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	132	75	13	67	31	25	29	39	19	58	72
		Column N %	89%	95%	100%	96%	94%	93%	97%	93%	95%	87%	92%
	No	Count	17	4	0	3	2	2	1	3	1	9	6
		Column N %	11%	5%	0%	4%	6%	7%	3%	7%	5%	13%	8%
	Total	Count	149	79	13	70	33	27	30	42	20	67	78

AVG LENGTH OF STAY - TRACKING



AVG LENGTH OF STAY - SEGMENTATION

		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-
Q8	Mean	2.97	2.89	2.85	2.89	2.94	3.04	3.06	2.86	2.80	2.94	2.82
	Median	3	3	3	3	3	3	3	3	3	3	3

SECTION 2 **TRAVEL PLANNING**

TRAVEL PLANNING - SEGMENTATION

			TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-
Q7	Full package tour	Count	18	5	1	5	4	4	4	9	0	11	0
		Column N %	12%	6%	8%	7%	12%	15%	13%	21%	0%	16%	0%
	Free-time package tour	Count	46	27	10	25	9	7	8	10	6	16	0
		Column N %	31%	34%	77%	36%	27%	26%	26%	24%	30%	24%	0%
	Individually arranged travel (FIT)	Count	79	47	2	40	20	16	19	22	14	36	79
		Column N %	53%	59%	15%	57%	61%	59%	61%	52%	70%	54%	100%
	Group tour	Count	1	0	0	0	0	0	0	0	0	1	0
		Column N %	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
	Company paid travel	Count	4	0	0	0	0	0	0	0	0	2	0
		Column N %	3%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%
	Other	Count	2	0	0	0	0	0	0	1	0	1	0
		Column N %	1%	0%	0%	0%	0%	0%	0%	2%	0%	1%	0%
	Total	Count	150	79	13	70	33	27	31	42	20	67	79

TRAVEL MOTIVATION - SEGMENTATION

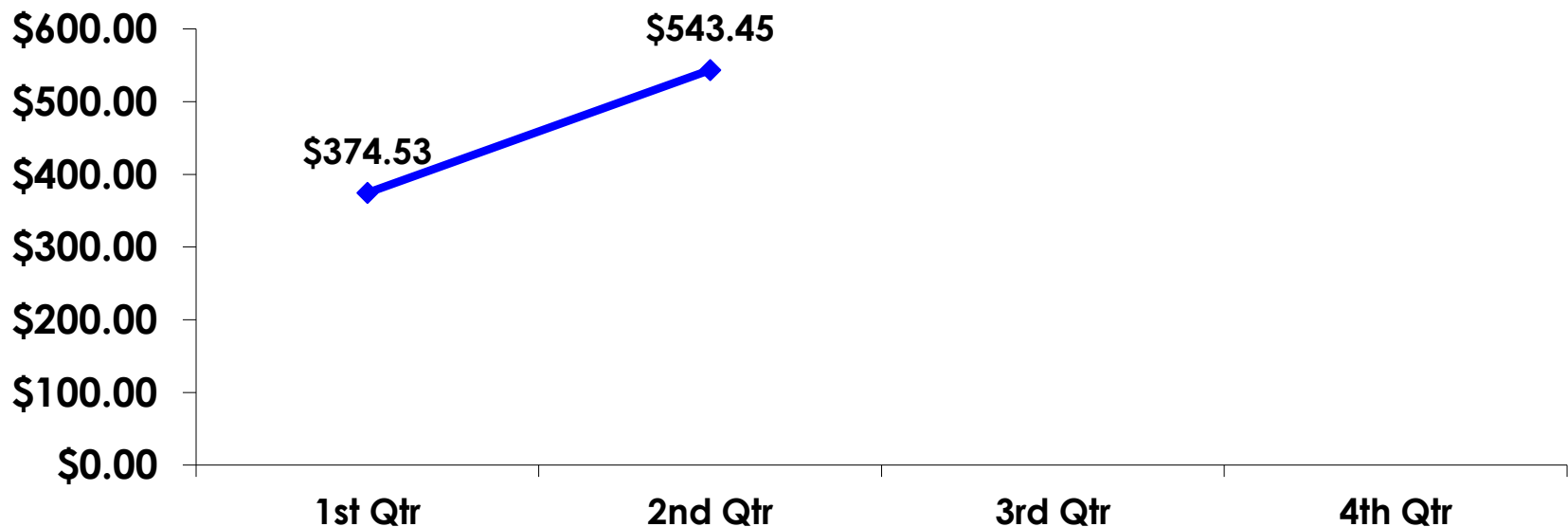
		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	3%	4%	0%	4%	0%	7%	3%	2%	5%	4%	4%
	Price	11%	13%	0%	13%	15%	19%	10%	12%	15%	12%	13%
	Visit friends/ Relatives	2%	1%	0%	1%	3%	0%	3%	2%	0%	0%	1%
	Recomm- friend/family/trvl agnt	10%	6%	15%	6%	18%	11%	6%	14%	5%	15%	3%
	Scuba	11%	16%	8%	16%	3%	63%	13%	7%	20%	7%	15%
	Water sports	4%	1%	0%	1%	6%	7%	10%	2%	0%	3%	4%
	Short travel time	3%	3%	0%	3%	3%	11%	6%	0%	0%	3%	1%
	Golf	4%	3%	0%	3%	0%	0%	3%	7%	0%	4%	5%
	Relax	21%	16%	23%	16%	24%	19%	19%	29%	20%	22%	19%
	Company/ Business Trip	2%	1%	0%	1%	0%	0%	0%	2%	0%	1%	1%
	Company Sponsored	5%	0%	0%	0%	6%	0%	0%	2%	0%	4%	0%
	Convention/ Trade/ Conference	3%	0%	0%	0%	3%	0%	0%	0%	0%	4%	3%
	Safe	17%	18%	0%	17%	12%	22%	19%	14%	20%	16%	15%
	Natural beauty	39%	42%	15%	40%	33%	33%	29%	36%	35%	45%	33%
	Shopping	11%	14%	8%	14%	9%	26%	10%	17%	15%	13%	6%
	Career Cert/ Testing	1%	1%	0%	1%	0%	0%	3%	0%	0%	0%	0%
	Married/ Attn wedding	6%	5%	69%	6%	12%	0%	0%	12%	0%	9%	1%
	Honeymoon	4%	8%	46%	7%	9%	4%	3%	5%	0%	4%	1%
	Pleasure	3%	4%	0%	4%	6%	0%	0%	5%	0%	3%	3%
	No visa requirement	14%	18%	23%	20%	15%	19%	10%	7%	30%	13%	16%
	Other	1%	3%	8%	3%	0%	7%	0%	2%	0%	1%	1%
	Total Count	150	79	13	70	33	27	31	42	20	67	79

INFORMATION SOURCES - SEGMENTATION

		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT	
		-	-	-	-	-	-	-	-	-	-	-	
Q1	Internet	71%	81%	62%	80%	73%	70%	58%	81%	70%	78%	77%	
	Friend/ Relative	25%	19%	69%	20%	30%	19%	32%	31%	20%	22%	22%	
	Co-Worker/ Company Trvl Dept	11%	8%	0%	9%	9%	7%	13%	12%	10%	10%	9%	
	Travel Agent Brochure	11%	11%	8%	13%	18%	19%	10%	12%	15%	12%	6%	
	Prior Trip	10%	5%	0%	4%	3%	7%	3%	5%	5%	12%	8%	
	TV	7%	10%	0%	10%	3%	7%	13%	0%	15%	3%	11%	
	Travel Guidebook-Bookstore	5%	6%	23%	7%	6%	11%	0%	2%	0%	6%	3%	
	Newspaper	4%	8%	0%	7%	0%	11%	0%	2%	5%	1%	4%	
	GVB Promo	3%	0%	0%	0%	6%	4%	0%	5%	0%	4%	0%	
	Travel Trade Show	1%	1%	0%	1%	0%	4%	0%	5%	5%	3%	1%	
	Radio	1%	1%	0%	1%	3%	0%	0%	5%	0%	3%	1%	
	Magazine (Consumer)	1%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	
	Total	Count	150	79	13	70	33	27	31	42	20	67	79

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING

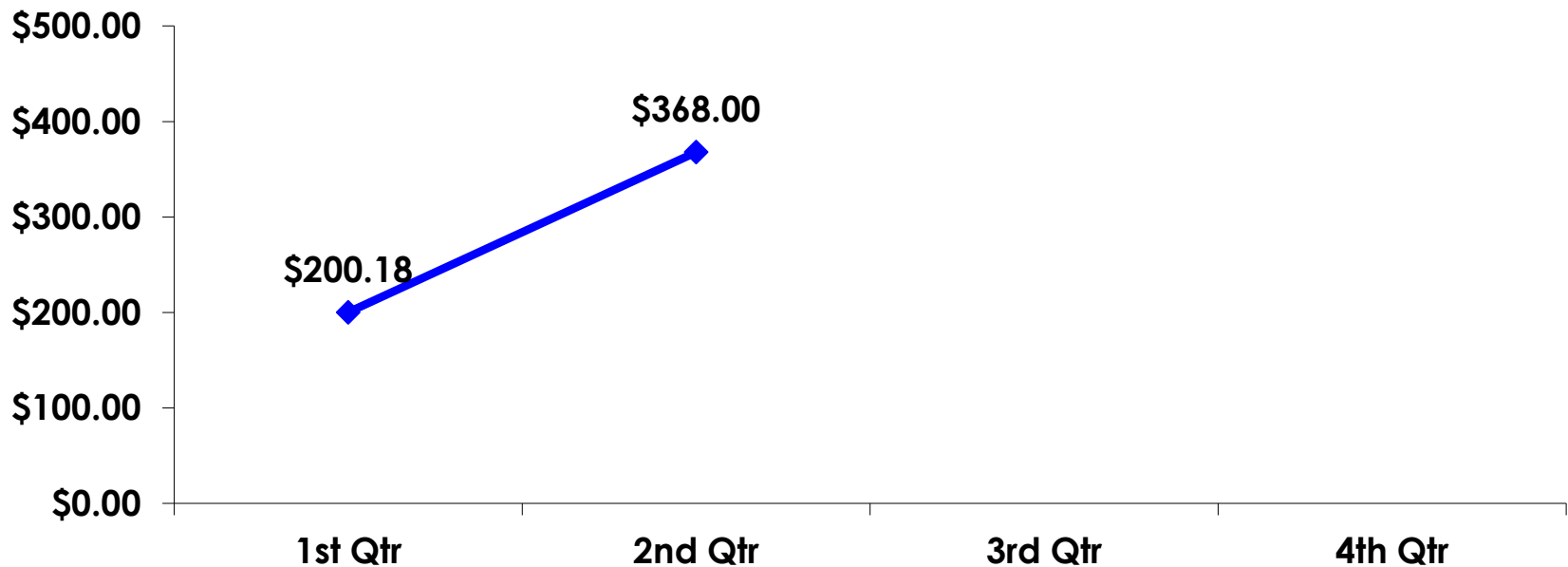


YTD=\$458.99

PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$543.45	\$499.57	\$1,132.51	\$502.05	\$563.54	\$483.82	\$482.83	\$567.72	\$255.74	\$557.98	\$377.77
	Median	\$0	\$0	\$658	\$0	\$589	\$0	\$626	\$630	\$0	\$0	\$0
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$3,871	\$3,226	\$3,226	\$3,226	\$3,226	\$2,606	\$2,581	\$2,606	\$1,419	\$3,871	\$2,839

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$284.09

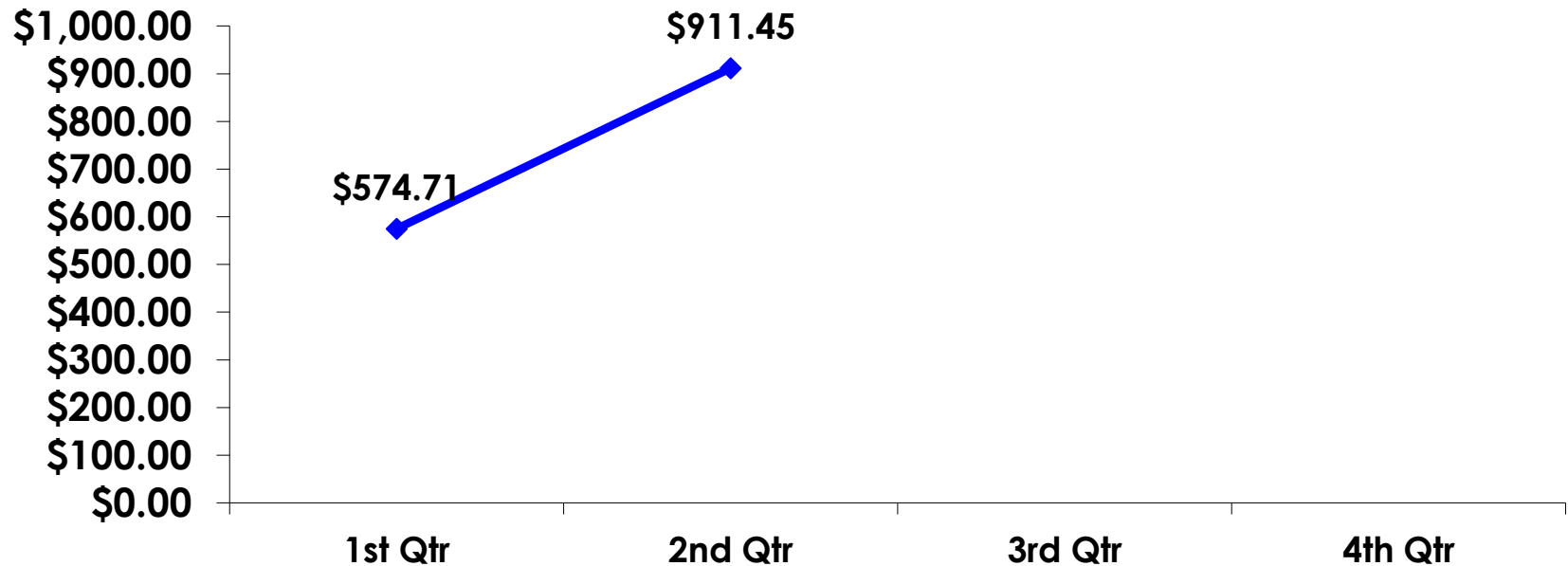
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$368.00	\$315.14	\$451.00	\$338.14	\$371.64	\$663.20	\$334.23	\$411.92	\$229.15	\$378.62	\$221.09
	Median	\$0	\$0	\$208	\$67	\$0	\$213	\$0	\$0	\$0	\$0	\$0
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$3,000	\$2,110	\$2,000	\$2,110	\$2,000	\$3,000	\$3,000	\$2,530	\$1,250	\$2,700	\$1,500

ON-ISLAND EXPENSE- BREAKDOWN

		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-
AIR & HOTEL	Mean	\$1,076.11	\$1,913.98	\$1,100.00	\$1,913.98	\$945.05	\$1,097.10	\$859.14	\$807.10	.	\$876.83	\$905.61
	Median	\$774	\$2,000	\$903	\$2,000	\$903	\$897	\$716	\$735	.	\$735	\$710
	Minimum	\$516	\$774	\$658	\$774	\$576	\$658	\$626	\$516	.	\$516	\$576
	Maximum	\$2,581	\$2,581	\$1,935	\$2,581	\$2,065	\$1,935	\$1,613	\$1,548	.	\$2,065	\$1,935
AIR/ HOTEL/ MEAL	Mean	\$1,932.58	\$2,131.36	\$4,193.55	\$2,260.83	\$2,881.72	\$980.65	\$927.42	\$1,258.99	\$1,741.94	\$2,434.41	\$1,256.53
	Median	\$1,265	\$1,290	\$4,516	\$1,290	\$1,290	\$645	\$887	\$1,290	\$1,742	\$1,290	\$1,265
	Minimum	\$581	\$974	\$1,290	\$974	\$903	\$581	\$645	\$581	\$1,742	\$581	\$974
	Maximum	\$6,452	\$6,452	\$6,452	\$6,452	\$6,452	\$1,742	\$1,290	\$2,581	\$1,742	\$6,452	\$1,742
AIR ONLY	Mean	\$1,351.74	\$1,994.84	.	\$1,994.84	\$1,985.81	.	\$387.10	\$2,036.13	\$1,994.84	\$1,985.81	\$1,985.81
	Median	\$1,935	\$2,013	.	\$2,013	\$1,986	.	\$387	\$2,036	\$2,013	\$1,986	\$1,986
	Minimum	\$387	\$1,935	.	\$1,935	\$1,935	.	\$387	\$2,036	\$1,935	\$1,935	\$1,935
	Maximum	\$2,036	\$2,036	.	\$2,036	\$2,036	.	\$387	\$2,036	\$2,036	\$2,036	\$2,036
HOTEL ONLY	Mean
	Median
	Minimum
	Maximum
HOTEL & MEAL	Mean	\$516.00
	Median	\$516
	Minimum	\$516
	Maximum	\$516
F&B HOTEL	Mean	\$71.40	\$38.71	.	\$42.58	.	\$42.58	\$42.58
	Median	\$46	\$39	.	\$43	.	\$43	\$43
	Minimum	\$39	\$39	.	\$39	.	\$39	\$39
	Maximum	\$129	\$39	.	\$46	.	\$46	\$46
TRANS- HK	Mean	\$65.01	\$38.71	.	\$38.71	\$5.81	\$131.94	\$148.39	\$22.97	.	\$26.80	\$14.39
	Median	\$31	\$39	.	\$39	\$6	\$132	\$148	\$23	.	\$23	\$14
	Minimum	\$6	\$39	.	\$39	\$6	\$6	\$39	\$23	.	\$6	\$6
	Maximum	\$258	\$39	.	\$39	\$6	\$258	\$258	\$23	.	\$52	\$23
TRANS- GUAM	Mean	\$167.74	.	.	.	\$206.45	\$167.74	\$129.03	.	.	\$206.45	\$206.45
	Median	\$168	.	.	.	\$206	\$168	\$129	.	.	\$206	\$206
	Minimum	\$129	.	.	.	\$206	\$129	\$129	.	.	\$206	\$206
	Maximum	\$206	.	.	.	\$206	\$206	\$129	.	.	\$206	\$206
OPT TOURS	Mean	\$209.19	\$312.69	.	\$312.69	\$167.74	\$141.94	\$709.68	\$135.48	.	\$147.10	\$110.00
	Median	\$159	\$175	.	\$175	\$168	\$142	\$710	\$116	.	\$142	\$97
	Minimum	\$52	\$53	.	\$53	\$142	\$90	\$710	\$52	.	\$52	\$52
	Maximum	\$710	\$710	.	\$710	\$194	\$194	\$710	\$258	.	\$258	\$194
OTHER	Mean	\$937.45	\$1,100.06	\$612.90	\$1,071.05	\$691.73	\$1,059.72	\$891.04	\$741.39	\$1,722.15	\$999.77	\$949.62
	Median	\$652	\$1,194	\$387	\$1,290	\$387	\$1,097	\$658	\$602	\$2,005	\$733	\$877
	Minimum	\$26	\$26	\$387	\$26	\$258	\$187	\$26	\$187	\$1,097	\$187	\$58
	Maximum	\$2,723	\$2,581	\$1,290	\$2,581	\$1,935	\$2,005	\$2,065	\$1,935	\$2,065	\$2,723	\$2,065
TOTAL	Mean	\$819.66	\$968.89	\$1,817.37	\$979.17	\$845.14	\$652.81	\$606.24	\$679.91	\$644.65	\$775.64	\$578.74
	Median	\$0	\$0	\$1,290	\$0	\$589	\$0	\$626	\$636	\$0	\$0	\$0
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$6,452	\$6,452	\$6,452	\$6,452	\$6,452	\$2,839	\$2,581	\$2,606	\$2,839	\$6,452	\$2,839

TOTAL EXPENDITURES – TRACKING



YTD=\$743.08

TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$574.71	\$544.00	\$986.98	\$550.90	\$546.54	\$495.26	\$0.00	\$513.55	\$710.44	\$535.76	\$636.94	\$602.90
	Median	\$413	\$413	\$1,062	\$438	\$290	\$619	\$0	\$165	\$692	\$516	\$516	\$500
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$2,767	\$2,531	\$2,531	\$2,531	\$2,531	\$1,674	\$0	\$2,767	\$2,658	\$1,934	\$2,658	\$2,767

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 Qtr and Overall 1-2 Qtr 2014			
	1st Qtr	2nd Qtr	Combi ned 1-2 Qtr 2014
Drivers:	rank	rank	rank
Quality & Cleanliness of beaches & parks	2		
Ease of getting around			
Safety walking around at night			
Quality of daytime tours			
Variety of daytime tours			
Quality of nighttime tours			
Variety of nighttime tours			
Quality of shopping			
Variety of shopping			
Price of things on Guam		2	2
Quality of hotel accommodations			
Quality/cleanliness of air, sky			
Quality/cleanliness of parks			
Quality of landscape in Tumon		1	
Quality of landscape in Guam	1		3
Quality of ground handler			1
Quality/cleanliness of transportation vehicles			
% of Per Person On Island Expenditures Accounted For	31.0%	34.3%	32.5%
NOTE: Only significant drivers are included.			

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Hong Kong visitor's experience on Guam is driven by two significant factors in the Second Quarter 2014 Period. They are, in rank order:
 - **Quality of landscape in Tumon, and**
 - **Price of things on Guam.**
- With these factors, the overall r^2 is .343 meaning that **34.3% of overall satisfaction is accounted for by these factors.**

Comparison of Drivers of Per Person On Isle Expenditure, 1st,2nd Qtr and Overall 1-2 Qtr 2014			
	1st Qtr	2nd Qtr	Combi ned 1-2 Qtr
Drivers:	rank	rank	rank
Quality & Cleanliness of beaches & parks			
Ease of getting around			
Safety walking around at night			
Quality of daytime tours		3	2
Variety of daytime tours			
Quality of nighttime tours			
Variety of nighttime tours			
Quality of shopping			3
Variety of shopping		2	
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		1	1
% of Per Person On Island Expenditures Accounted For	0.0%	35.8%	19.7%
NOTE: Only significant drivers are included.			

Drivers of Per Person On Island Expenditure

- **Per person on island expenditure** of Hong Kong visitors on Guam is driven by three significant factors in the Second Quarter 2014 Period. They are, in rank order:
 - **Quality/cleanliness of transportation vehicles,**
 - **Variety of shopping, and**
 - **Quality of day time tours.**
- With these factors the overall r^2 is .358, meaning that **35.8% of per person on island expenditure is accounted for by these factors.**