



GUAM VISITORS BUREAU

Hong Kong Visitor Tracker Exit Profile

FY2014 Market Segmentation

3rd Qtr. (APR~JUN 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

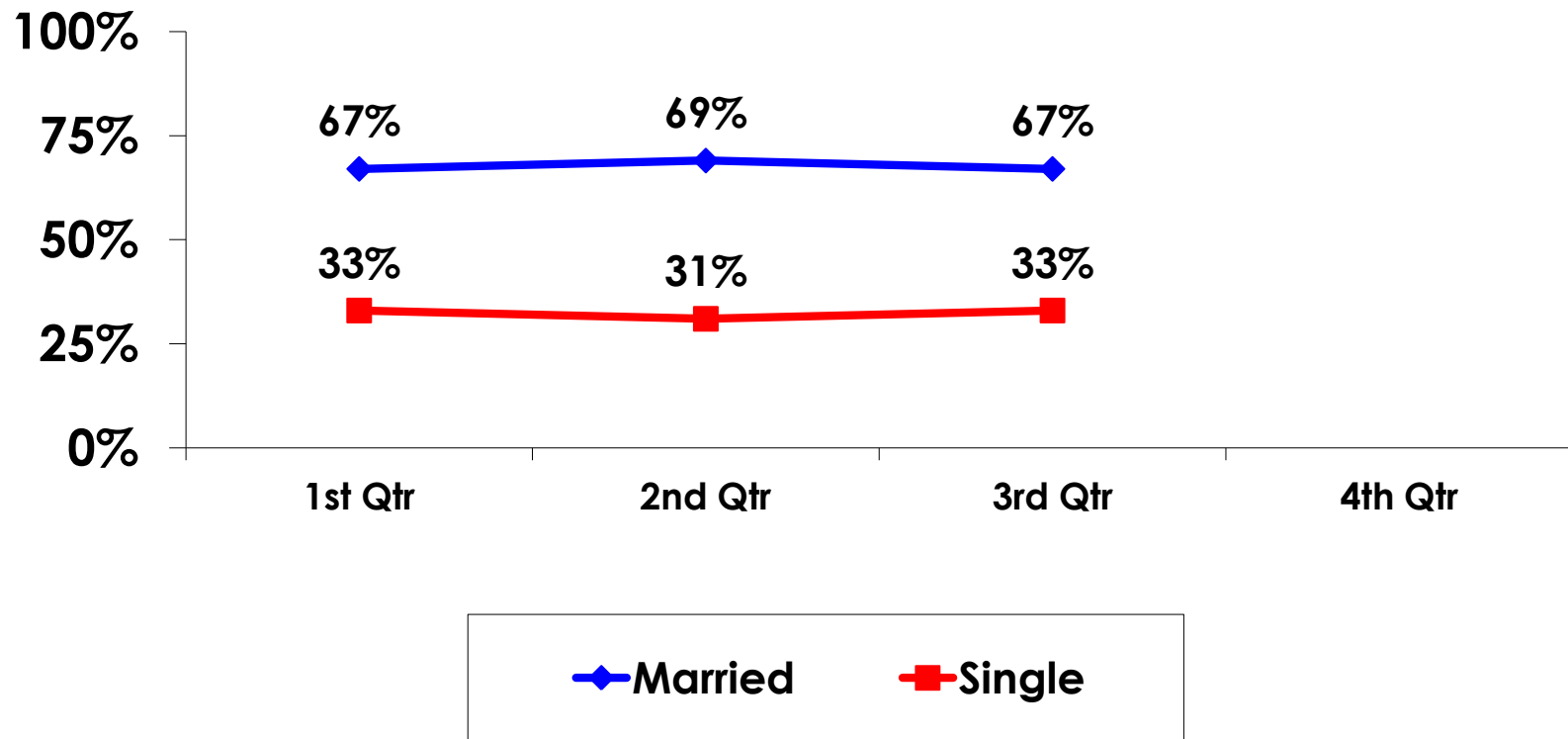
- Families – Q.6
- Wedding/ Honeymoon – Q.5A
- Couple – Q.6
- Office Lady – Q.33/ female
- Divers – Q.5A/ Q.19
- Student – Q.33/ Q.7
- 18-35 – Q.D
- 25-55 – Q.D
- Child – Q.6
- FITs – Q.7

Highlighted Segments

	1 st QTR	2 nd QTR	3 rd QTR	4 th QTR
Families	53%	53%	66%	
Wedding/ Honeymoon	6%	9%	22%	
Couples	47%	47%	49%	
Ol's	18%	22%	14%	
Diver	15%	18%	31%	
Student	1%	-	5%	
M 18-35	33%	21%	24%	
F 18-35	28%	28%	32%	
M 25-55	51%	48%	42%	
F 25-55	42%	45%	40%	
Child	11%	13%	21%	
FITs	62%	53%	46%	
TOTAL	150	150	162	

SECTION 1 **PROFILE OF RESPONDENTS**

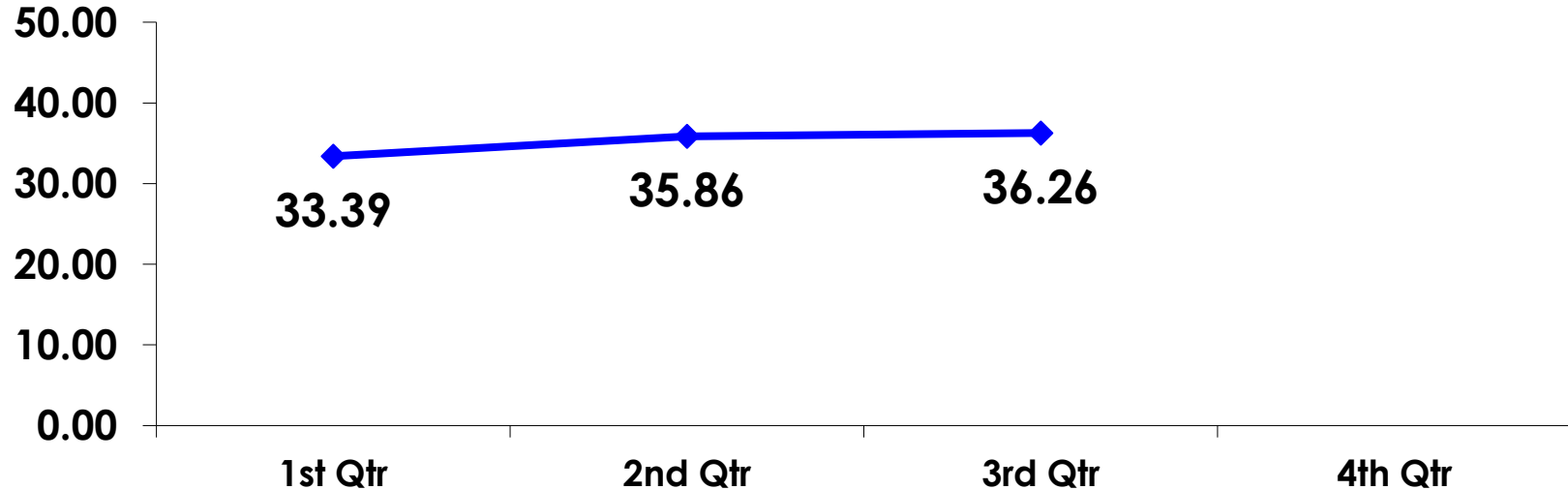
MARITAL STATUS - TRACKING



MARITAL STATUS- SEGMENTATION

			TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18- 35	CHILD	FEMALE 25- 55	FIT
			-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	108	85	27	72	14	30	1	24	24	31	45	54
		Column N %	67%	79%	77%	90%	64%	60%	13%	62%	47%	91%	69%	72%
	Single	Count	54	22	8	8	8	20	7	15	27	3	20	21
		Column N %	33%	21%	23%	10%	36%	40%	88%	38%	53%	9%	31%	28%
	Total	Count	162	107	35	80	22	50	8	39	51	34	65	75

AVERAGE AGE - TRACKING



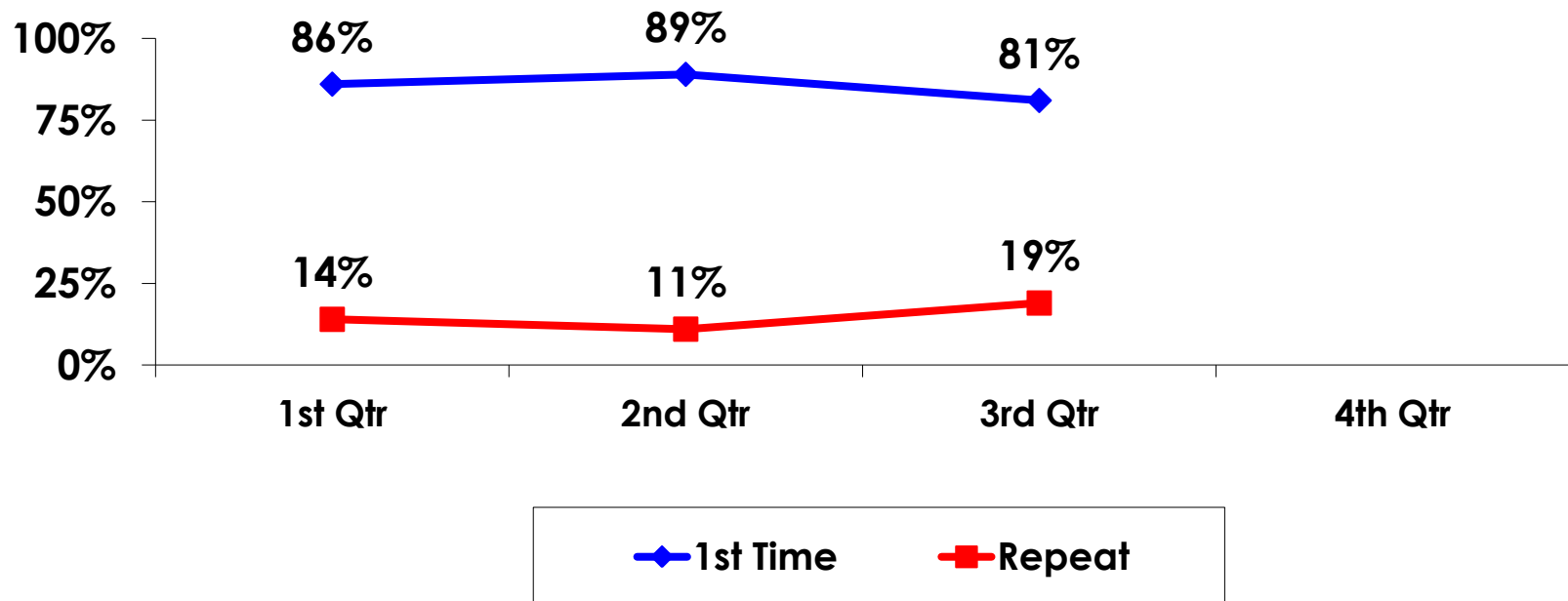
AGE- SEGMENTATION

			TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	20	7	5	3	3	8	7	5	15	1	0	10
		Column N %	12%	7%	14%	4%	14%	16%	88%	13%	29%	3%	0%	13%
	25-34	Count	65	36	20	30	13	24	1	32	33	5	33	25
		Column N %	40%	34%	57%	38%	59%	48%	13%	82%	65%	15%	51%	33%
	35-49	Count	51	40	7	32	5	12	0	2	3	21	23	25
		Column N %	31%	37%	20%	40%	23%	24%	0%	5%	6%	62%	35%	33%
	50+	Count	26	24	3	15	1	6	0	0	0	7	9	15
		Column N %	16%	22%	9%	19%	5%	12%	0%	0%	0%	21%	14%	20%
	Total	Count	162	107	35	80	22	50	8	39	51	34	65	75
QF	Mean		36.26	39.15	31.91	38.84	32.55	33.92	20.88	28.95	27.61	42.09	36.49	37.29
	Median		34	38	30	38	31	30	21	30	28	41	34	35

INCOME - SEGMENTATION

			TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-	-
Q26	<=HKD120K	Count	6	5	2	3	0	1	1	0	4	1	3	2
		Column N %	4%	5%	6%	4%	0%	2%	13%	0%	8%	3%	5%	3%
	HKD120K-HKD240K	Count	25	13	6	10	7	6	2	6	11	0	11	11
		Column N %	16%	13%	19%	13%	33%	13%	25%	16%	22%	0%	17%	15%
	HKD240K-HKD500K	Count	59	44	13	36	10	15	2	17	15	12	24	25
		Column N %	38%	43%	41%	46%	48%	33%	25%	45%	31%	35%	38%	35%
	HKD500K-HKD1.0M	Count	32	18	5	12	4	13	1	7	12	9	12	21
		Column N %	21%	17%	16%	15%	19%	29%	13%	18%	24%	26%	19%	29%
	HKD1.0M-HKD2.0M	Count	18	12	4	9	0	5	0	6	4	5	7	7
		Column N %	12%	12%	13%	12%	0%	11%	0%	16%	8%	15%	11%	10%
	HKD2.0M-HKD3.0M	Count	3	2	0	1	0	2	1	0	1	2	1	1
		Column N %	2%	2%	0%	1%	0%	4%	13%	0%	2%	6%	2%	1%
	HKD3.0M+	Count	9	8	1	6	0	2	0	1	1	5	4	4
		Column N %	6%	8%	3%	8%	0%	4%	0%	3%	2%	15%	6%	6%
	No Income	Count	3	1	1	1	0	1	1	1	1	0	1	1
		Column N %	2%	1%	3%	1%	0%	2%	13%	3%	2%	0%	2%	1%
	Total	Count	155	103	32	78	21	45	8	38	49	34	63	72

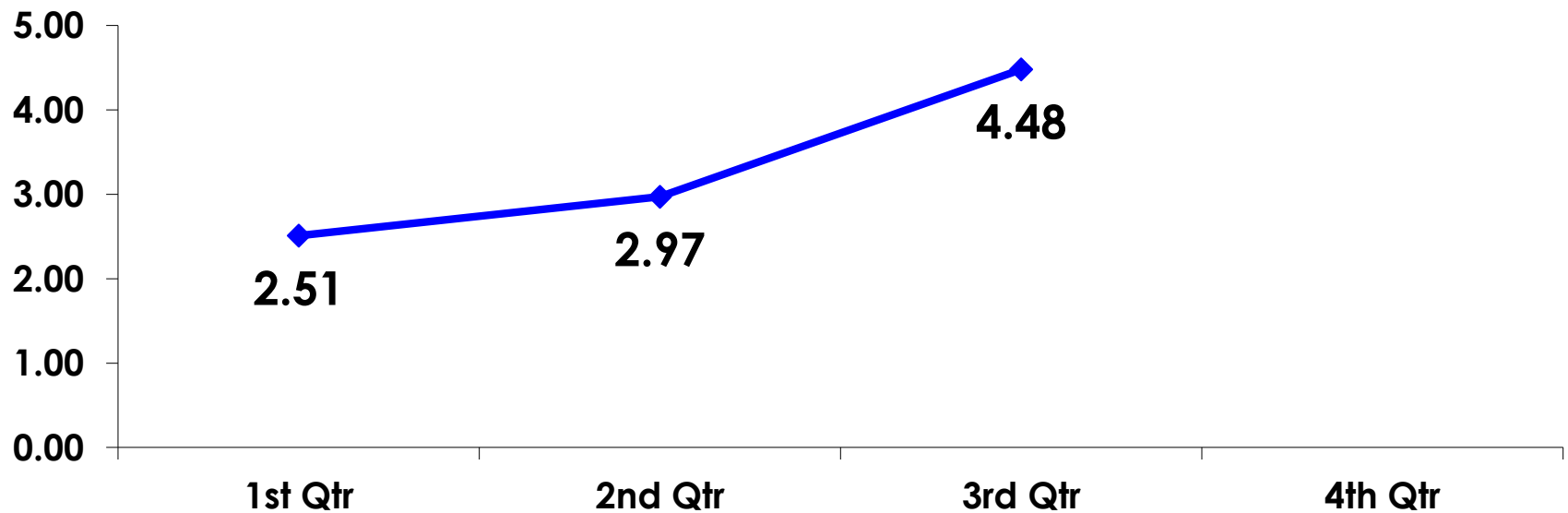
PRIOR TRIPS TO GUAM - TRACKING



PRIOR TRIPS TO GUAM - SEGMENTATION

			TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	131	90	30	69	17	42	7	32	43	29	55	55
		Column N %	81%	84%	86%	86%	77%	84%	88%	82%	84%	85%	85%	73%
	No	Count	31	17	5	11	5	8	1	7	8	5	10	20
		Column N %	19%	16%	14%	14%	23%	16%	13%	18%	16%	15%	15%	27%
Total	Count	162	107	35	80	22	50	8	39	51	34	65	75	

AVG LENGTH OF STAY - TRACKING



AVG LENGTH OF STAY - SEGMENTATION

	TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
	-	-	-	-	-	-	-	-	-	-	-	-
Q8												
Mean	4.48	4.85	4.26	4.45	3.70	5.42	3.38	4.33	3.76	5.88	3.88	4.51
Median	4	4	4	4	4	4	3	4	4	4	4	4

SECTION 2 **TRAVEL PLANNING**

TRAVEL PLANNING - SEGMENTATION

			TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-	-
Q7	Full package tour	Count	6	3	1	3	0	3	0	2	1	1	2	0
		Column N %	4%	3%	3%	4%	0%	6%	0%	5%	2%	3%	3%	0%
	Free-time package tour	Count	67	51	17	40	9	24	3	18	21	14	25	0
		Column N %	43%	50%	52%	52%	41%	51%	38%	47%	43%	41%	41%	0%
	Individually arranged travel (FIT)	Count	75	46	13	33	13	18	5	15	24	18	32	75
		Column N %	48%	45%	39%	43%	59%	38%	63%	39%	49%	53%	52%	100%
	Group tour	Count	3	0	0	0	0	0	0	2	1	0	0	0
		Column N %	2%	0%	0%	0%	0%	0%	0%	5%	2%	0%	0%	0%
	Company paid travel	Count	2	0	1	0	0	2	0	1	1	0	1	0
		Column N %	1%	0%	3%	0%	0%	4%	0%	3%	2%	0%	2%	0%
	Other	Count	2	2	1	1	0	0	0	0	1	1	1	0
		Column N %	1%	2%	3%	1%	0%	0%	0%	0%	2%	3%	2%	0%
	Total	Count	155	102	33	77	22	47	8	38	49	34	61	75

TRAVEL MOTIVATION - SEGMENTATION

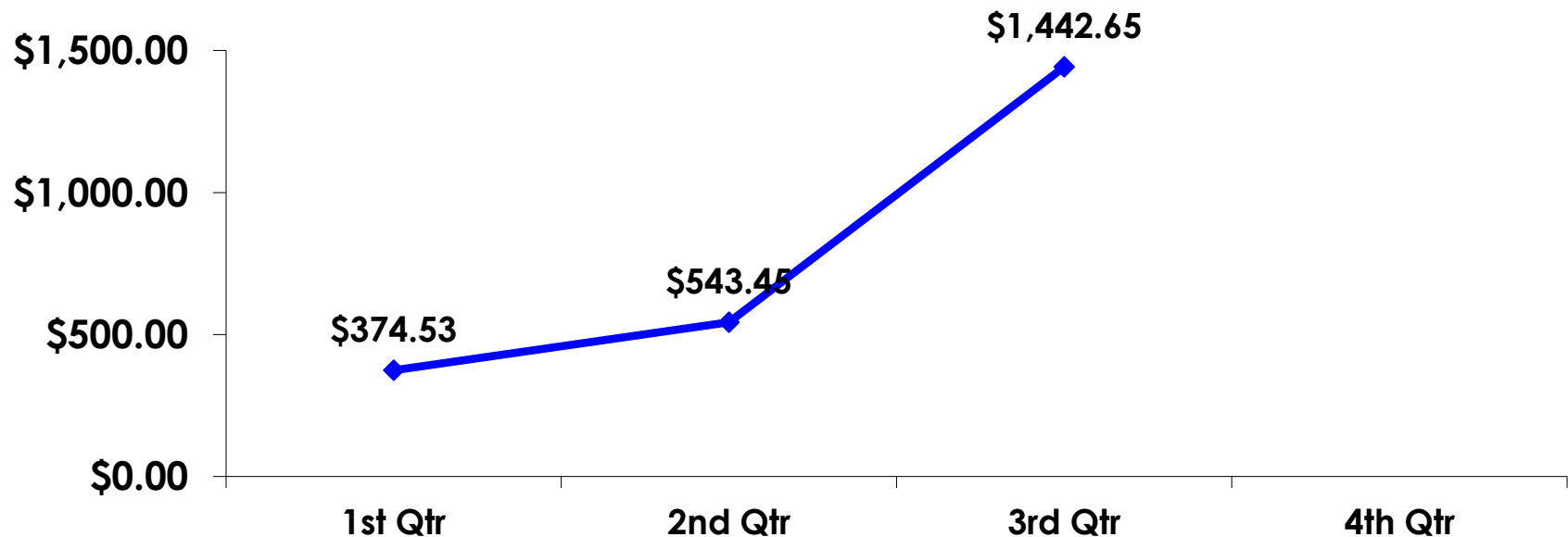
		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	5%	7%	6%	5%	0%	6%	0%	5%	0%	12%	3%	8%
	Price	8%	9%	6%	11%	10%	14%	25%	10%	8%	9%	6%	4%
	Visit friends/ Relatives	7%	6%	0%	3%	0%	8%	25%	5%	8%	6%	6%	8%
	Recomm- friend/family/trvl agnt	29%	27%	11%	26%	43%	26%	25%	31%	28%	32%	34%	26%
	Scuba	17%	14%	6%	11%	24%	54%	25%	18%	22%	18%	19%	12%
	Water sports	27%	28%	14%	28%	29%	48%	25%	21%	24%	44%	33%	26%
	Short travel time	10%	12%	3%	14%	5%	6%	13%	3%	12%	9%	17%	11%
	Golf	1%	1%	0%	1%	0%	2%	0%	0%	2%	3%	0%	1%
	Relax	38%	40%	20%	43%	52%	50%	50%	28%	48%	41%	41%	35%
	Company/ Business Trip	3%	1%	0%	1%	0%	2%	0%	3%	2%	0%	3%	4%
	Company Sponsored	1%	0%	0%	0%	0%	2%	0%	3%	0%	0%	0%	0%
	Safe	17%	21%	11%	23%	19%	16%	13%	21%	8%	35%	16%	19%
	Natural beauty	61%	64%	49%	65%	71%	70%	88%	59%	58%	74%	66%	58%
	Shopping	21%	22%	14%	23%	19%	22%	25%	13%	22%	29%	23%	23%
	Career Cert/ Testing	2%	1%	0%	0%	10%	2%	0%	3%	2%	0%	3%	4%
	Married/ Attn wedding	18%	21%	83%	21%	24%	8%	25%	23%	26%	3%	17%	18%
	Honeymoon	7%	8%	34%	11%	10%	12%	13%	15%	8%	0%	6%	1%
	Pleasure	9%	6%	3%	5%	5%	18%	25%	13%	10%	9%	9%	7%
	Organized sports	2%	1%	0%	1%	0%	8%	13%	8%	0%	3%	2%	1%
	No visa requirement	28%	34%	29%	35%	29%	34%	13%	31%	26%	44%	31%	32%
	Other	2%	1%	0%	1%	10%	0%	0%	3%	6%	0%	5%	4%
	Total Count	161	107	35	80	21	50	8	39	50	34	64	74

INFORMATION SOURCES - SEGMENTATION

		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT	
		-	-	-	-	-	-	-	-	-	-	-	-	
Q1	Internet	83%	86%	80%	89%	82%	80%	100%	84%	80%	97%	83%	83%	
	Friend/ Relative	38%	37%	29%	31%	45%	32%	75%	35%	45%	44%	34%	36%	
	Travel Guidebook- Bookstore	25%	22%	23%	24%	41%	30%	25%	16%	29%	41%	29%	25%	
	Prior Trip	17%	14%	14%	13%	23%	12%	13%	16%	16%	12%	15%	23%	
	Magazine (Consumer)	17%	17%	20%	21%	14%	18%	13%	19%	10%	18%	15%	19%	
	Travel Agent Brochure	15%	18%	20%	20%	5%	12%	25%	14%	12%	15%	14%	12%	
	TV	8%	6%	6%	8%	5%	14%	13%	14%	6%	6%	9%	3%	
	Newspaper	5%	7%	3%	8%	5%	4%	0%	8%	2%	6%	6%	5%	
	Travel Trade Show	4%	5%	3%	6%	0%	4%	0%	5%	4%	3%	5%	4%	
	Co-Worker/ Company Trvl Dept	4%	2%	6%	1%	9%	4%	0%	3%	4%	3%	6%	4%	
	GVB Promo	4%	6%	6%	5%	9%	6%	0%	3%	2%	3%	6%	4%	
	Theater Ad	2%	2%	0%	1%	0%	2%	13%	3%	4%	3%	0%	1%	
	Consumer Trvl Show	1%	1%	0%	1%	0%	2%	0%	0%	2%	0%	3%	0%	
	GVB Office	1%	2%	0%	3%	0%	4%	0%	0%	2%	6%	3%	0%	
	Total	Count	160	107	35	80	22	50	8	37	51	34	65	75

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING

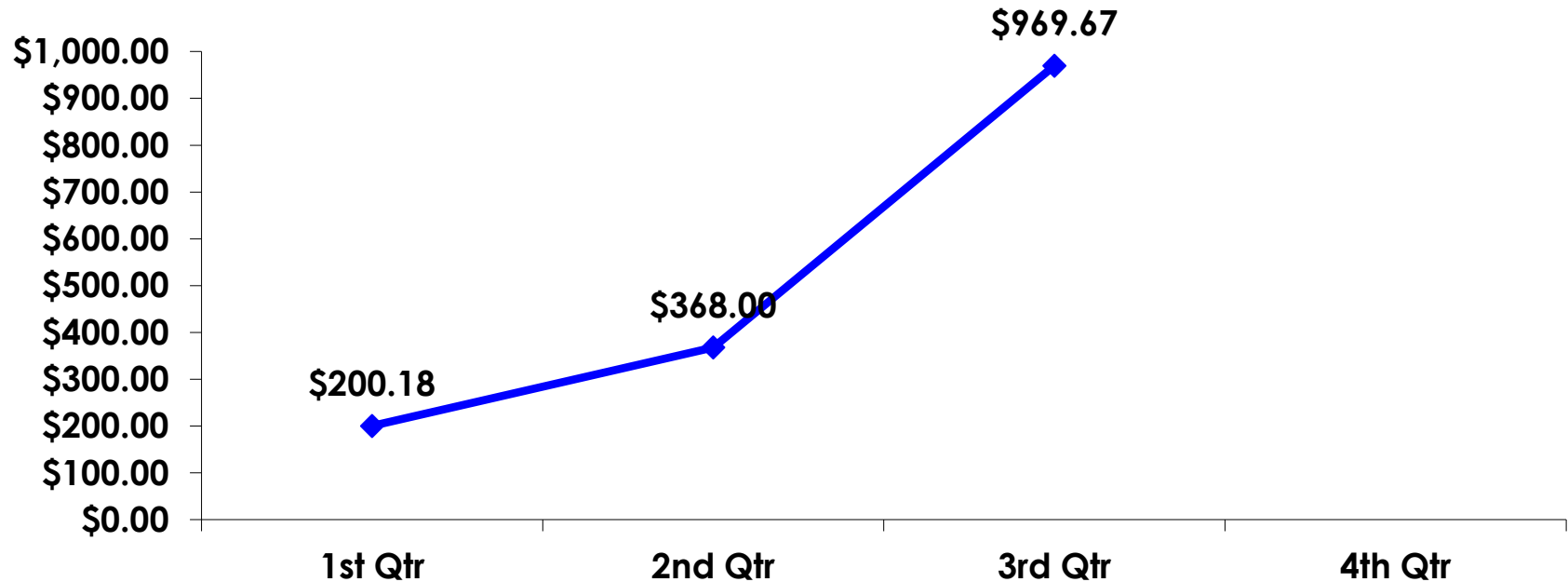


YTD=\$803.91

PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$1,442.65	\$1,490.20	\$1,623.72	\$1,503.12	\$1,588.86	\$1,511.48	\$706.45	\$1,161.62	\$1,468.82	\$1,384.50	\$1,486.72	\$1,425.98
	Median	\$1,290	\$1,290	\$1,290	\$1,290	\$1,013	\$1,290	\$710	\$1,097	\$1,032	\$1,290	\$1,290	\$1,097
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$10,323	\$10,323	\$10,323	\$10,323	\$7,742	\$7,742	\$1,935	\$3,226	\$7,742	\$7,742	\$7,742	\$7,742

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$523.52

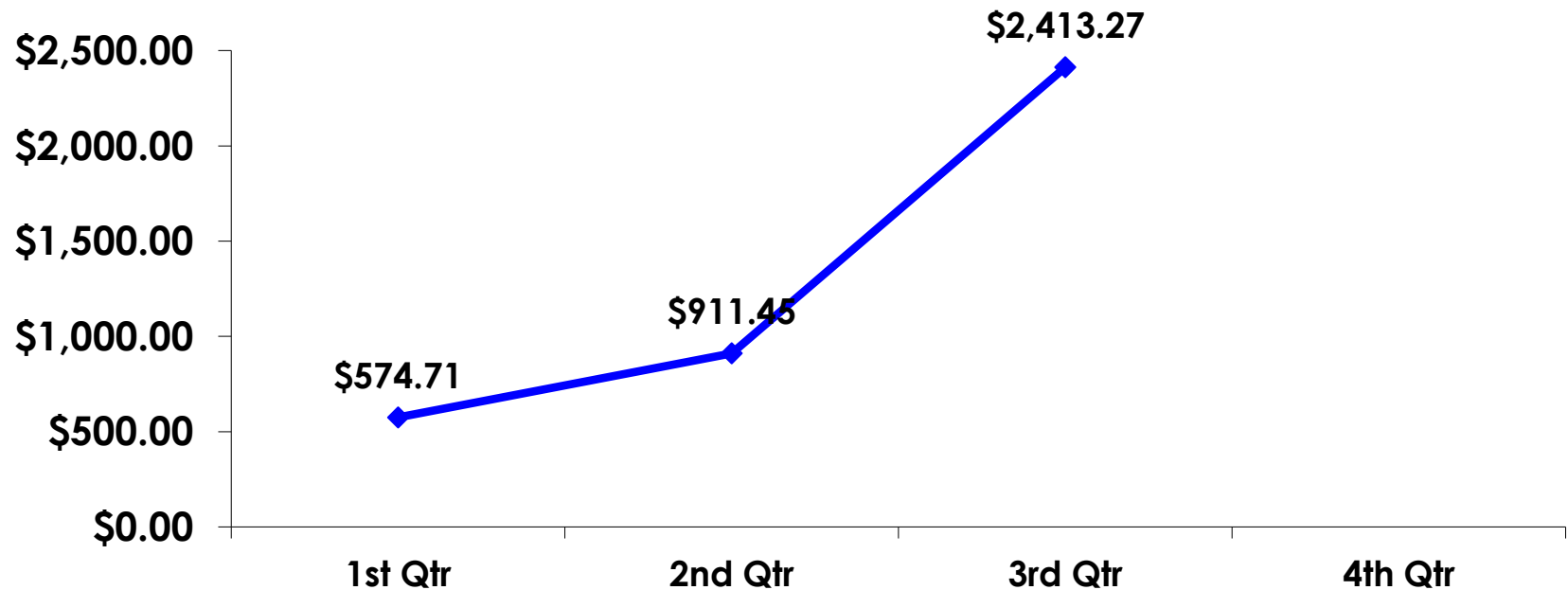
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$969.67	\$855.82	\$938.12	\$815.36	\$960.48	\$1,030.59	\$900.00	\$879.49	\$1,133.42	\$758.12	\$1,086.01	\$1,076.04
	Median	\$667	\$667	\$800	\$658	\$800	\$945	\$650	\$700	\$1,000	\$608	\$750	\$660
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$7,150	\$7,150	\$2,500	\$7,150	\$3,000	\$4,093	\$2,500	\$6,000	\$4,500	\$4,093	\$4,500	\$7,150

ON-ISLAND EXPENSE- BREAKDOWN

		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18- 35	CHILD	FEMALE 25- 55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
AIR & HOTEL	Mean	\$2,003.28	\$2,346.69	\$2,398.92	\$2,122.80	\$1,413.82	\$1,973.68	\$1,612.90	\$1,768.42	\$1,823.04	\$3,509.68	\$2,046.00	\$2,101.98
	Median	\$1,290	\$1,935	\$2,155	\$1,935	\$994	\$1,290	\$1,484	\$1,290	\$1,032	\$3,548	\$1,032	\$1,806
	Minimum	\$387	\$645	\$516	\$645	\$645	\$387	\$903	\$387	\$645	\$903	\$645	\$387
	Maximum	\$7,742	\$7,742	\$6,452	\$6,452	\$2,581	\$6,452	\$2,581	\$6,452	\$5,161	\$7,742	\$7,742	\$7,742
AIR/ HOTEL/ MEAL	Mean	\$3,453.35	\$3,899.14	\$6,077.42	\$4,362.28	\$3,435.13	\$2,621.20	\$1,006.45	\$4,464.52	\$3,062.82	\$3,511.40	\$2,975.68	\$3,002.98
	Median	\$2,323	\$2,581	\$3,226	\$2,839	\$1,935	\$2,774	\$1,006	\$2,065	\$2,065	\$3,226	\$2,323	\$2,000
	Minimum	\$645	\$645	\$968	\$645	\$645	\$774	\$1,006	\$645	\$645	\$645	\$645	\$968
	Maximum	\$25,806	\$25,806	\$25,806	\$25,806	\$18,065	\$5,161	\$1,006	\$25,806	\$18,065	\$9,032	\$18,065	\$18,065
AIR ONLY	Mean	\$1,419.35	\$843.87	.	\$574.19	\$4,174.19	\$3,234.41	.	\$451.61	\$2,541.94	\$855.91	\$2,532.26	\$742.86
	Median	\$671	\$645	.	\$574	\$4,174	\$1,419	.	\$542	\$890	\$606	\$890	\$697
	Minimum	\$116	\$542	.	\$542	\$606	\$542	.	\$116	\$645	\$542	\$606	\$116
	Maximum	\$7,742	\$1,419	.	\$606	\$7,742	\$7,742	.	\$697	\$7,742	\$1,419	\$7,742	\$1,419
HOTEL ONLY	Mean	\$458.06	\$774.19	.	\$774.19	\$774.19	.	.	\$141.94	.	\$774.19	\$774.19	\$141.94
	Median	\$458	\$774	.	\$774	\$774	.	.	\$142	.	\$774	\$774	\$142
	Minimum	\$142	\$774	.	\$774	\$774	.	.	\$142	.	\$774	\$774	\$142
	Maximum	\$774	\$774	.	\$774	\$774	.	.	\$142	.	\$774	\$774	\$142
HOTEL & MEAL	Mean	\$1,970.97	\$2,455.91	\$451.61	\$2,455.91	.	\$464.52	.	\$490.32	\$451.61	\$3,458.06	\$451.61	\$2,477.42
	Median	\$490	\$465	\$452	\$465	.	\$465	.	\$490	\$452	\$3,458	\$452	\$516
	Minimum	\$452	\$452	\$452	\$452	.	\$465	.	\$465	\$452	\$465	\$452	\$465
	Maximum	\$6,452	\$6,452	\$452	\$6,452	.	\$465	.	\$516	\$452	\$6,452	\$452	\$6,452
F&B HOTEL	Mean	\$193.55	\$258.06	.	\$258.06	\$129.03	\$258.06	.	\$258.06	\$129.03	.	\$129.03	\$258.06
	Median	\$194	\$258	.	\$258	\$129	\$258	.	\$258	\$129	.	\$129	\$258
	Minimum	\$129	\$258	.	\$258	\$129	\$258	.	\$258	\$129	.	\$129	\$258
	Maximum	\$258	\$258	.	\$258	\$129	\$258	.	\$258	\$129	.	\$129	\$258
TRANS- HK	Mean	\$21.68	\$25.81	.	\$25.81	\$9.03	\$32.26	.	\$32.26	\$14.62	\$25.81	\$14.62	\$30.11
	Median	\$26	\$26	.	\$26	\$9	\$32	.	\$32	\$13	\$26	\$13	\$26
	Minimum	\$5	\$13	.	\$13	\$5	\$26	.	\$26	\$5	\$26	\$5	\$26
	Maximum	\$39	\$39	.	\$39	\$13	\$39	.	\$39	\$26	\$26	\$26	\$39
TRANS- GUAM	Mean	\$108.76	\$94.62	.	\$206.45	.	\$80.65	.	\$180.65	\$77.42	\$206.45	\$80.65	\$172.04
	Median	\$129	\$39	.	\$206	.	\$39	.	\$181	\$39	\$206	\$39	\$155
	Minimum	\$39	\$39	.	\$206	.	\$39	.	\$155	\$39	\$206	\$39	\$155
	Maximum	\$206	\$206	.	\$206	.	\$206	.	\$206	\$155	\$206	\$155	\$206
OPT TOURS	Mean	\$537.15	\$356.32	\$365.59	\$315.96	\$1,032.26	\$582.80	.	\$387.10	\$536.26	\$322.58	\$593.42	\$548.39
	Median	\$477	\$335	\$258	\$270	\$1,032	\$477	.	\$387	\$477	\$323	\$477	\$516
	Minimum	\$129	\$129	\$194	\$129	\$1,032	\$129	.	\$129	\$194	\$258	\$194	\$129
	Maximum	\$1,032	\$645	\$645	\$645	\$1,032	\$1,032	.	\$645	\$1,032	\$387	\$1,032	\$1,032
OTHER	Mean	\$1,052.57	\$1,396.20	\$245.16	\$1,602.24	\$529.03	\$1,128.11	.	\$1,145.52	\$608.19	\$735.48	\$884.70	\$989.52
	Median	\$665	\$1,290	\$284	\$1,433	\$516	\$1,161	.	\$1,265	\$516	\$555	\$555	\$645
	Minimum	\$39	\$39	\$129	\$168	\$516	\$168	.	\$168	\$39	\$39	\$258	\$39
	Maximum	\$3,871	\$3,871	\$323	\$3,871	\$555	\$2,800	.	\$2,800	\$1,471	\$1,677	\$1,677	\$3,484
TOTAL	Mean	\$2,490.88	\$2,962.68	\$3,492.35	\$3,283.06	\$2,448.09	\$2,164.90	\$932.26	\$2,381.47	\$2,279.32	\$3,060.34	\$2,295.19	\$2,332.04
	Median	\$1,935	\$1,935	\$1,987	\$2,129	\$1,161	\$1,671	\$955	\$1,794	\$1,290	\$2,452	\$1,548	\$1,794
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$25,806	\$25,806	\$25,806	\$25,806	\$18,065	\$7,742	\$2,581	\$25,806	\$18,065	\$9,032	\$18,065	\$18,065

TOTAL EXPENDITURES – TRACKING



YTD=\$1,326.38

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	\$2,413.27	\$2,347.91	\$2,561.84	\$2,318.47	\$2,563.55	\$2,542.07	\$1,606.45	\$2,041.11	\$2,605.81	\$2,142.63	\$2,572.73	\$2,502.02
	Median	\$1,971	\$1,962	\$2,435	\$1,986	\$2,013	\$2,068	\$1,871	\$1,925	\$2,334	\$1,900	\$2,265	\$1,957
	Minimum	\$0	\$0	\$0	\$0	\$50	\$500	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$10,823	\$10,823	\$10,823	\$10,823	\$8,742	\$8,742	\$3,290	\$8,323	\$8,742	\$8,402	\$8,742	\$9,731

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 Qtr and Overall 1-3 Qtr 2014				
	1st Qtr	2nd Qtr	3rd Qtr	Combin ed 1-3 Qtr 2014
Drivers:	rank	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			4	
Quality/cleanliness of air, sky				
Quality/cleanliness of parks			1	
Quality of landscape in Tumon		1		
Quality of landscape in Guam	1		3	1
Quality of ground handler				
Quality/cleanliness of transportation vehicles			2	3
% of Per Person On Island Expenditures Accounted For	31.0%	34.3%	49.1%	44.3%
NOTE: Only significant drivers are included.				

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Hong Kong visitor's experience on Guam is driven by four significant factors in the Third Quarter 2014 Period. They are, in rank order:
 - **Quality/cleanliness of parks,**
 - **Quality/Cleanliness of transportation vehicles,**
 - **Quality of landscape in Guam, and**
 - **Quality of hotel accommodations.**
- With these factors the overall r^2 is .491 meaning that **49.1% of overall satisfaction is accounted for by these factors.**

Comparison of Drivers of Per Person On-Island Expenditures, 1st,2nd,3rd Qtrs 2014, and Overall 1-3rd Qtrs 2014				
	1st Qtr	2nd Qtr	3rd Qtr	Combin ed 1-3 Qtr 2014
Drivers:	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks				
Ease of getting around				
Safety walking around at night				
Quality of daytime tours		3		3
Variety of daytime tours				
Quality of nighttime tours				
Variety of nighttime tours				
Quality of shopping			2	
Variety of shopping		2		4
Price of things on Guam				
Quality of hotel accommodations			1	2
Quality/cleanliness of air, sky				1
Quality/cleanliness of parks				
Quality of landscape in Tumon				
Quality of landscape in Guam				
Quality of ground handler				
Quality/cleanliness of transportation vehicles		1		
% of Per Person On Island Expenditures Accounted For	0.0%	35.8%	10.2%	23.9%
NOTE: Only significant drivers are included.				

Drivers of Per Person On Island Expenditure

- **Per person on island expenditure** of Hong Kong visitor's on Guam is driven by two significant factors in the Third Quarter 2014 Period. They are, in rank order:
 - **Quality of hotel accommodations, and**
 - **Quality of shopping.**
- With these factors the overall r^2 is .102 meaning that **10.2% of per person on island expenditure is accounted for by these factors.**