



# **GUAM VISITORS BUREAU**

## **Japan Visitor Tracker Exit Profile**

### **FY2015 Market Segmentation**

### **SEPTEMBER 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 Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **352** 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 **352** is +/- 5.23 percentage points with a 95% confidence level. That is, if all Japanese 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.

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# OBJECTIVES

- **The specific objectives of the analysis were:**
  - To determine the relative size and expenditure behavior of the following market segments:
    - Families
    - OL's/ salary women
    - Group travelers
    - Silvers
    - Wedding participants
    - Sports activities/spectators
    - 18-35
    - 36-55
    - Traveling with children
    - Honeymooners
    - Repeat visitors
  - To identify (for all Japanese visitors) the most important determinants of on-island spending; and
  - To identify the most significant factors affecting overall visitor satisfaction.

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# Highlighted Segments Parameters

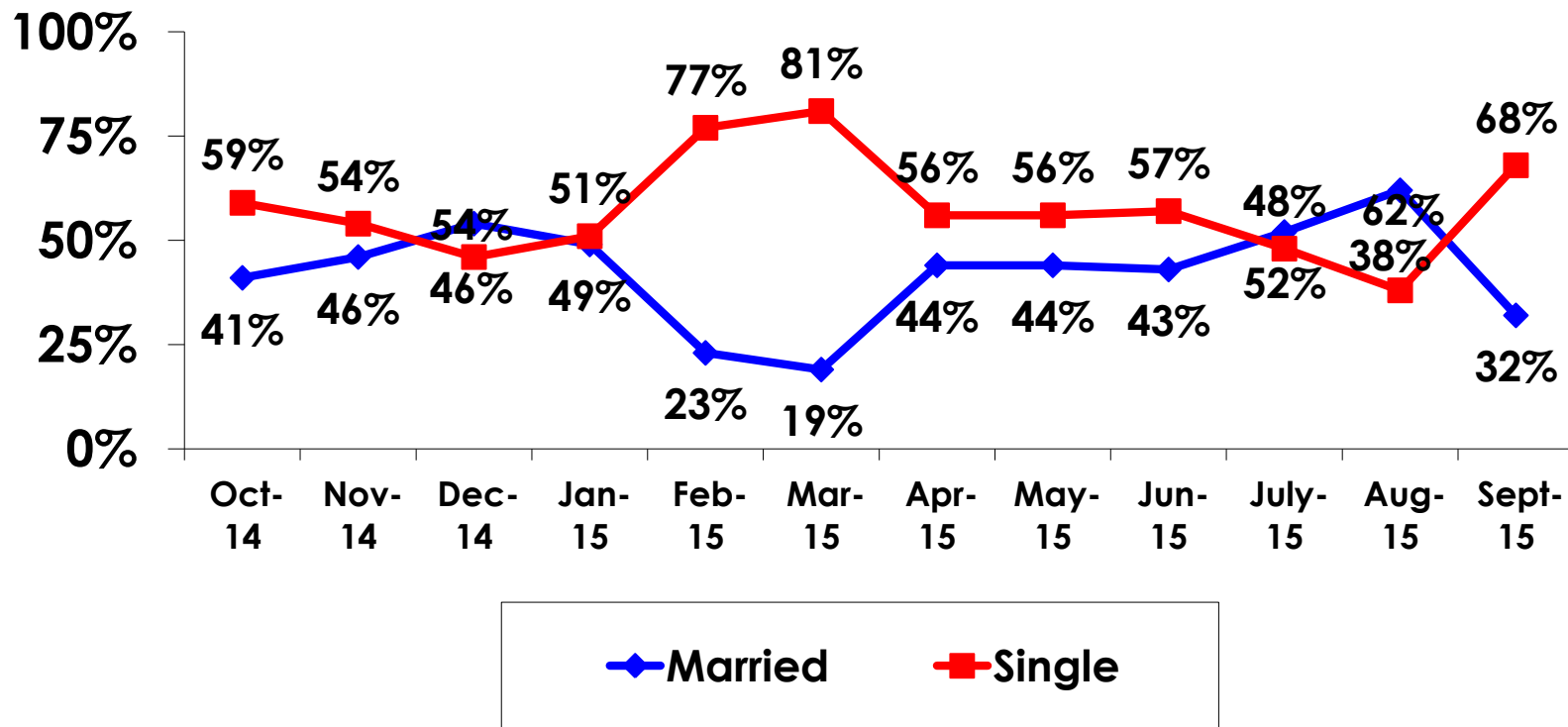
- Families – Q.6
- OL's/ salary women – Q.29/Female
- Group travelers – Q.7
- Silvers – Q.D
- Wedding participants – Q.5
- Sports activities/spectators – Q.5/Q.19
- 18-35 – Q.D
- 36-55 – Q.D
- Traveling with children – Q.6
- Honeymooners – Q.5
- Repeat visitors – Q.3A

# Highlighted Segments

	Oct 14	Nov 14	Dec 14	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	July 15	Aug 15	Sept 15
<b>Families</b>	36%	39%	59%	46%	23%	21%	37%	45%	42%	52%	67%	34%
<b>Office Lady</b>	13%	11%	10%	12%	8%	2%	9%	16%	19%	12%	7%	8%
<b>Group</b>	5%	3%	1%	4%	5%	4%	5%	3%	4%	2%	1%	3%
<b>Silver</b>	2%	5%	3%	5%	3%	0%	4%	4%	5%	3%	1%	1%
<b>Wedding</b>	9%	6%	0%	3%	2%	1%	6%	6%	10%	5%	2%	1%
<b>Sport</b>	32%	29%	35%	27%	33%	41%	32%	29%	29%	28%	36%	33%
<b>18-35</b>	71%	63%	48%	56%	83%	84%	60%	62%	66%	60%	41%	73%
<b>36-55</b>	25%	29%	46%	36%	13%	13%	34%	30%	25%	34%	56%	24%
<b>Child</b>	11%	12%	35%	19%	7%	10%	13%	13%	9%	25%	51%	10%
<b>Honey-moon</b>	4%	5%	3%	4%	4%	2%	5%	4%	5%	4%	1%	4%
<b>Repeat</b>	43%	43%	51%	50%	34%	25%	45%	43%	47%	46%	51%	36%
<b>TOTAL</b>	<b>351</b>	<b>350</b>	<b>351</b>	<b>350</b>	<b>350</b>	<b>352</b>	<b>352</b>	<b>352</b>	<b>352</b>	<b>352</b>	<b>352</b>	<b>352</b>

# SECTION 1 **PROFILE OF RESPONDENTS**

# MARITAL STATUS - TRACKING

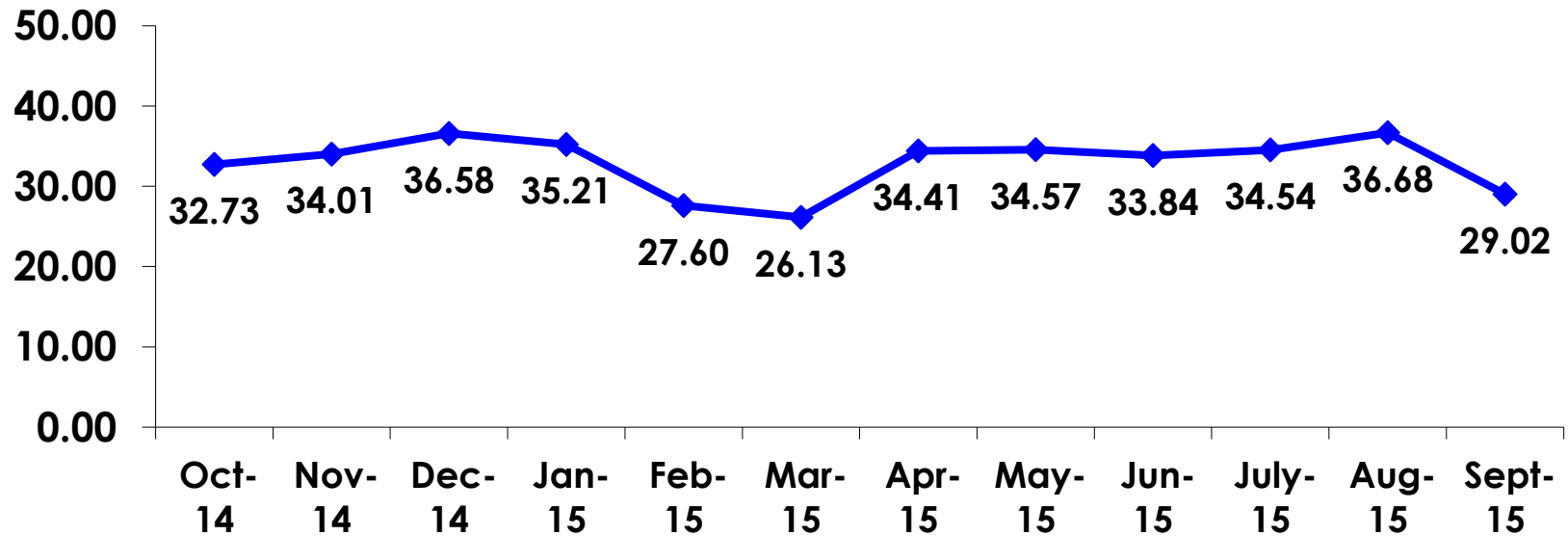


# MARITAL STATUS- SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	32%	86%	22%	11%	100%	75%	30%	16%	77%	94%	83%	47%
	Single	68%	14%	78%	89%		25%	70%	84%	23%	6%	17%	53%
	Total Count	348	117	27	9	3	4	115	256	83	34	12	127



# AVERAGE AGE - TRACKING



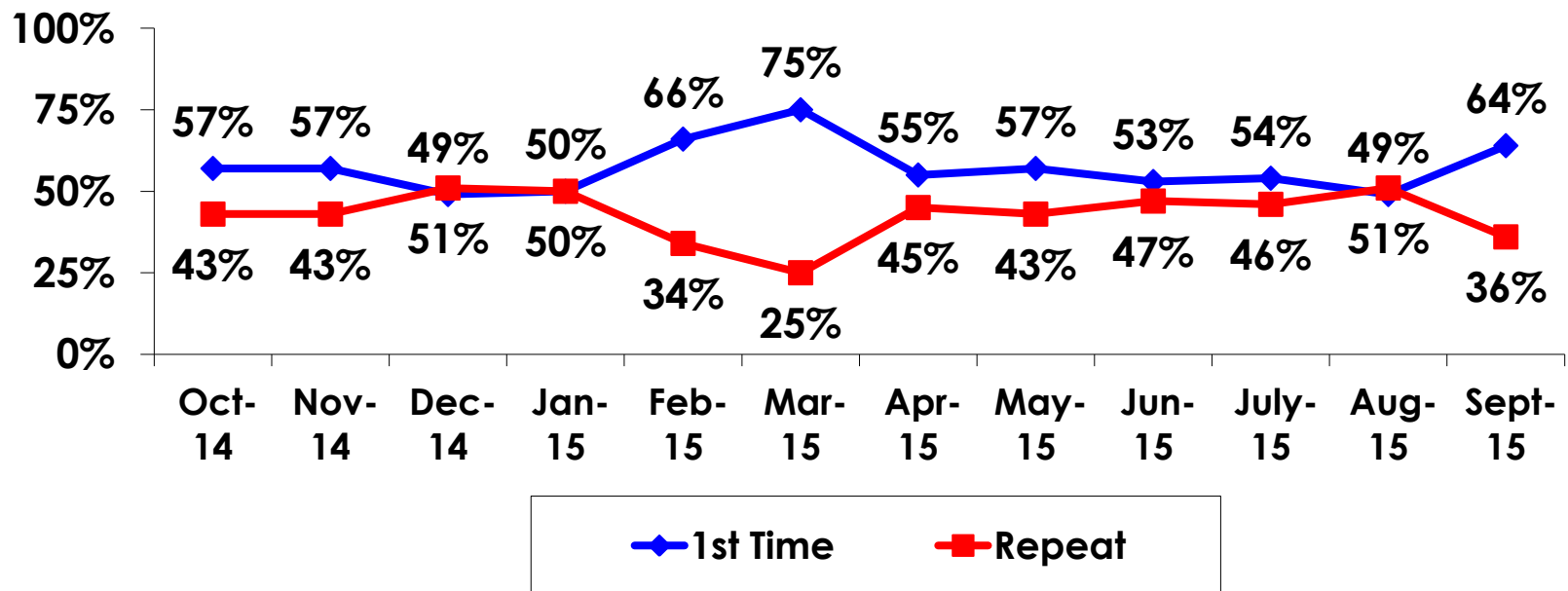
# AGE- SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	50%	10%	32%	89%			51%	68%		3%	25%	29%
	25-34	23%	30%	43%				22%	31%		15%	58%	28%
	35-49	21%	44%	21%	11%		75%	22%	2%	82%	79%	8%	31%
	50+	6%	15%	4%		100%	25%	5%		18%	3%	8%	12%
	Total Count	348	117	28	9	3	4	116	258	83	34	12	127
QF	Mean	29.02	38.03	29.68	21.89	63.33	42.75	28.86	23.49	43.57	39.53	29.50	33.52
	Median	24	38	27	20	62	41	24	22	42	40	28	30

# INCOME - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
Q26	<Y2.0 million	9%	1%	4%	25%			10%	12%	1%			4%
	Y2.0M-Y3.0M	8%	2%	27%				7%	10%	1%		17%	9%
	Y3.0M-Y4.0M	13%	11%	12%	13%		25%	12%	16%	8%	10%	25%	10%
	Y4.0M-Y5.0M	12%	14%	19%	13%		25%	14%	10%	17%	6%		13%
	Y5.0M-Y7.0M	20%	24%	15%	25%	67%		14%	16%	27%	23%	42%	24%
	Y7.0M-Y10.0M	17%	27%	8%	13%	33%	50%	21%	16%	21%	26%	8%	16%
	Y10.0M+	19%	21%	15%				18%	17%	26%	35%	8%	24%
	No Income	3%	1%		13%			3%	4%				1%
	Total Count	292	109	26	8	3	4	99	205	78	31	12	105

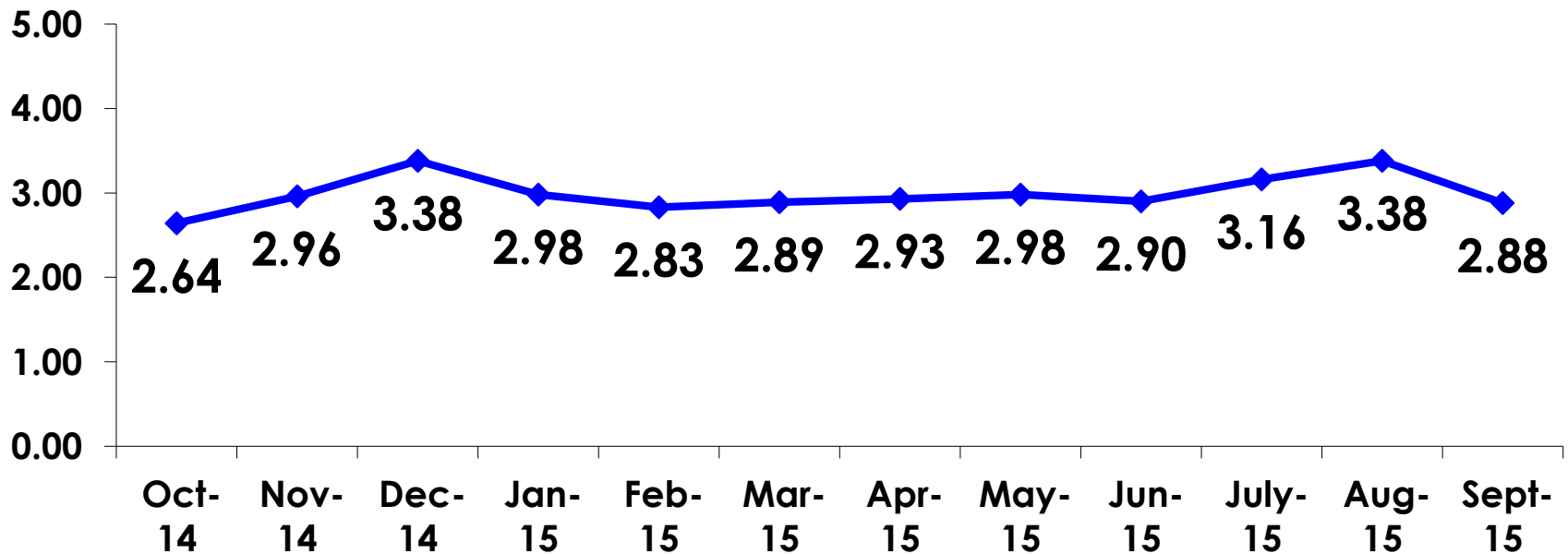
# PRIOR TRIPS TO GUAM - TRACKING



# PRIOR TRIPS TO GUAM - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	64%	49%	50%	100%	33%	75%	70%	71%	46%	29%	69%	
	No	36%	51%	50%		67%	25%	30%	29%	54%	71%	31%	100%
	Total Count	352	119	28	9	3	4	116	258	83	34	13	128

# AVG LENGTH OF STAY - TRACKING



# AVG LENGTH OF STAY - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
Q8	Mean	2.88	3.21	2.61	2.22	2.67	2.50	3.03	2.79	3.16	3.53	2.85	2.99
	Median	3	3	2	2	3	3	3	3	3	3	3	3

# SECTION 2 **TRAVEL PLANNING**



# TRAVEL PLANNING - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT	
		-	-	-	-	-	-	-	-	-	-	-	-	
Q7	Free-time package tour	69%	66%	78%		100%	67%	77%	67%	68%	50%	77%	68%	
	Full package tour	23%	24%	11%			33%	16%	25%	20%	32%	15%	23%	
	Individually arranged travel (FIT)	5%	8%	4%				4%	3%	11%	12%	8%	8%	
	Group tour	3%	3%		100%			3%	3%	1%	6%			
	Other	1%		4%					1%				1%	
	Company paid travel	1%		4%					1%					
	Total	Count	347	119	27	9	3	3	115	255	81	34	13	126

# TRAVEL MOTIVATION - SEGMENTATION

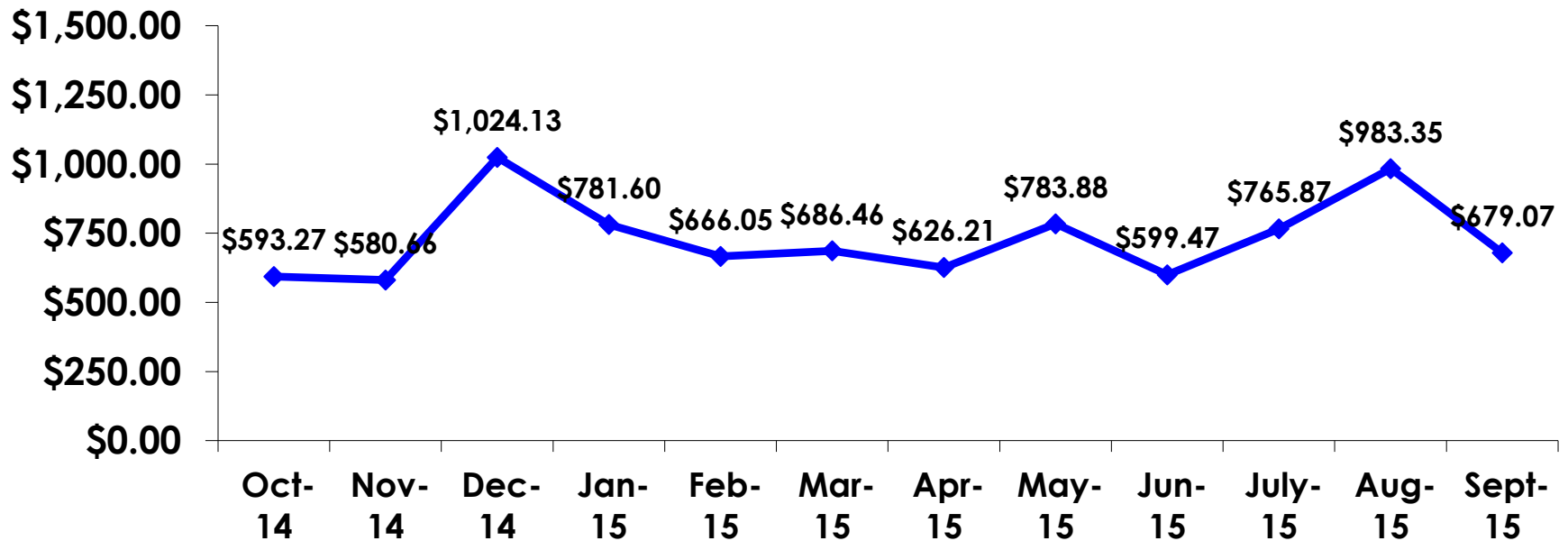
		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	30%	47%	50%		67%	25%	23%	22%	52%	68%	31%	84%
	Price	27%	28%	14%	22%	67%		29%	26%	30%	21%		23%
	Visit friends/ Relatives	3%	3%					5%	3%	2%	3%		2%
	Recomm- friend/family/trvl agnt	28%	15%	18%	44%			36%	32%	22%	18%	8%	13%
	Scuba	7%	7%	4%				16%	7%	6%	3%	8%	6%
	Water sports	23%	20%	21%				44%	24%	18%	9%	38%	18%
	Short travel time	57%	63%	79%	22%	33%		63%	55%	61%	65%	69%	63%
	Golf	1%	3%			33%		3%	1%	2%	3%		2%
	Relax	43%	45%	46%	22%			46%	44%	40%	32%	38%	49%
	Company/ Business Trip	2%	2%		44%			3%	2%	2%	3%		1%
	Safe	28%	34%	25%	22%			31%	25%	37%	38%	23%	33%
	Natural beauty	68%	60%	71%	44%	33%		69%	72%	58%	53%	54%	67%
	Shopping	36%	33%	36%	22%			37%	39%	30%	35%	46%	38%
	Married/ Attn wedding	1%	3%	4%			100%			5%	3%		1%
	Honeymoon	4%	9%			33%		5%	4%	1%		100%	3%
	Pleasure	58%	53%	57%	44%	33%		61%	60%	54%	59%	54%	59%
	Organized sports	2%	2%	4%				3%	1%	4%	3%		
	Other	3%	3%					3%	3%	4%	6%		3%
	Total	Count	351	119	28	9	3	4	115	257	83	34	13

# INFORMATION SOURCES - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
Q1	Internet	86%	85%	93%	89%	67%	75%	87%	86%	87%	85%	77%	81%
	Travel Guidebook-Bookstore	54%	61%	50%	22%	100%	75%	59%	51%	61%	59%	54%	52%
	Travel Agent Brochure	40%	49%	32%	22%	67%	50%	49%	39%	46%	47%	62%	34%
	Friend/ Relative	37%	23%	29%	11%	33%	25%	39%	43%	18%	21%	31%	24%
	Magazine (Consumer)	36%	36%	43%	44%			44%	39%	33%	38%	38%	32%
	Prior Trip	25%	42%	39%		67%	25%	16%	19%	42%	59%	31%	70%
	TV	16%	11%	21%				15%	19%	7%	12%		17%
	Co-Worker/ Company Trvl Dept	3%	2%					5%	3%	1%			2%
	GVB Promo	1%	2%	4%				1%	1%	2%	3%		2%
	Newspaper	1%	2%	4%				2%	1%	1%			3%
	Consumer Trvl Show	1%						3%	2%				2%
	GVB Office	1%	1%					1%	0%	2%	3%		1%
	Other	0%						1%	0%				
	Total Count	350	118	28	9	3	4	116	257	83	34	13	127

# SECTION 3 **EXPENDITURES**

# PREPAID EXPENDITURES - TRACKING



YTD=\$731.16

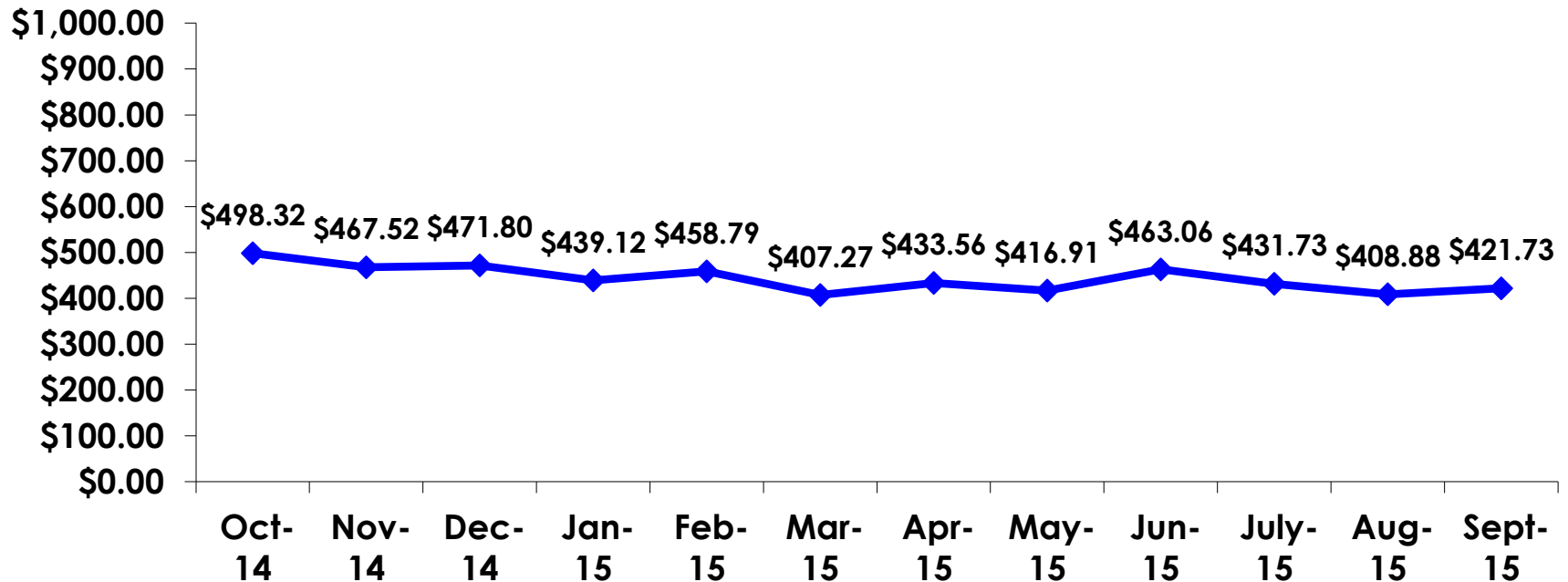
# PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$679.07	\$767.57	\$660.90	\$528.09	\$597.57	\$587.15	\$690.65	\$662.56	\$715.08	\$787.48	\$915.60	\$694.69
	Median	\$625	\$750	\$646	\$667	\$625	\$688	\$608	\$584	\$672	\$834	\$750	\$625
	Minimum	\$0	\$0	\$0	\$0	\$417	\$0	\$0	\$0	\$0	\$0	\$500	\$0
	Maximum	\$2,852	\$1,918	\$1,355	\$1,042	\$750	\$973	\$1,918	\$2,852	\$1,918	\$1,918	\$2,085	\$2,852

# PREPAID EXPENDITURES BREAKDOWN

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
AIR & HOTEL	Mean	\$1,149.86	\$2,105.55	\$906.33	\$1,032.75	\$1,083.97	\$2,654.33	\$1,066.36	\$950.37	\$1,776.87	\$3,054.16	\$1,396.65	\$1,376.54
	Median	\$750	\$1,668	\$625	\$667	\$917	\$1,501	\$750	\$667	\$1,251	\$2,918	\$1,230	\$917
AIR/ HOTEL/ MEAL	Mean	\$1,858.64	\$2,306.17	\$3,335.28	.	.	.	\$1,838.19	\$1,440.75	\$2,536.20	\$3,665.23	\$2,918.37	\$2,306.65
	Median	\$1,292	\$1,918	\$3,335	.	.	.	\$1,084	\$1,084	\$2,001	\$3,335	\$3,502	\$2,001
AIR ONLY	Mean	\$977.95	\$1,144.00	\$875.51	.	.	.	\$958.89	\$1,012.50	\$943.41	\$1,361.91	.	\$1,167.35
	Median	\$917	\$1,251	\$876	.	.	.	\$750	\$1,001	\$834	\$1,584	.	\$1,167
HOTEL ONLY	Mean	\$506.25	\$558.66	\$875.51	.	.	.	\$291.84	\$416.91	\$573.25	\$333.53	.	\$573.25
	Median	\$417	\$417	\$876	.	.	.	\$292	\$500	\$375	\$334	.	\$375
HOTEL & MEAL	Mean	.	.	.	.	.	.	.	.	.	.	.	.
	Median	.	.	.	.	.	.	.	.	.	.	.	.
F&B HOTEL	Mean	.	.	.	.	.	.	.	.	.	.	.	.
	Median	.	.	.	.	.	.	.	.	.	.	.	.
TRANS- JAPAN	Mean	\$44.49	\$42.66	\$39.90	\$25.01	.	.	\$31.55	\$45.71	\$40.23	\$34.19	.	\$42.08
	Median	\$25	\$29	\$17	\$25	.	.	\$21	\$25	\$25	\$33	.	\$25
TRANS- GUAM	Mean	\$24.60	\$33.35	\$41.69	.	.	.	\$26.06	\$22.85	\$33.35	.	.	\$21.68
	Median	\$25	\$33	\$42	.	.	.	\$25	\$17	\$33	.	.	\$22
OPT TOURS	Mean	\$164.03	\$279.93	\$166.76	.	\$166.76	.	\$158.08	\$145.76	\$258.48	\$339.09	.	\$119.12
	Median	\$158	\$250	\$167	.	\$167	.	\$108	\$142	\$250	\$250	.	\$117
OTHER	Mean	\$123.56	\$125.07	\$108.40	.	\$166.76	.	\$111.18	\$134.45	\$58.37	.	.	\$105.62
	Median	\$83	\$125	\$108	.	\$167	.	\$83	\$125	\$58	.	.	\$83
TOTAL	Mean	\$1,165.56	\$1,979.54	\$895.91	\$806.03	\$1,195.14	\$1,990.74	\$1,108.35	\$948.03	\$1,760.14	\$2,804.92	\$1,747.81	\$1,399.64
	Median	\$792	\$1,668	\$646	\$667	\$1,251	\$1,063	\$792	\$667	\$1,251	\$2,793	\$1,251	\$1,001

# ON-ISLAND EXPENDITURES - TRACKING



YTD = \$443.17



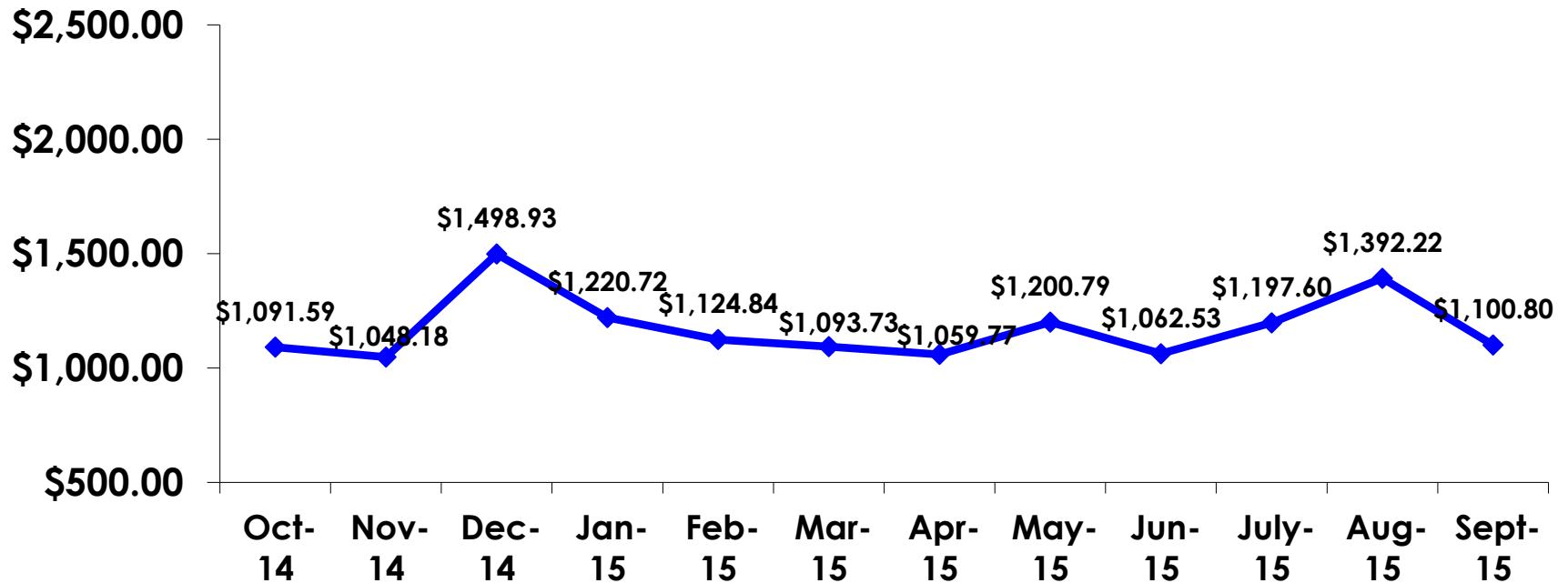
# ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$421.73	\$440.55	\$404.63	\$323.06	\$673.17	\$363.75	\$475.35	\$396.08	\$478.24	\$277.48	\$560.00	\$427.80
	Median	\$350	\$333	\$358	\$250	\$700	\$245	\$400	\$350	\$333	\$205	\$500	\$355
	Minimum	\$0	\$0	\$40	\$150	\$152	\$25	\$0	\$0	\$0	\$0	\$250	\$0
	Maximum	\$3,500	\$2,500	\$1,090	\$670	\$1,168	\$940	\$3,500	\$2,500	\$3,500	\$1,030	\$1,000	\$1,805

# ON-ISLAND EXPENSE- BREAKDOWN

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
F&B HOTEL	Mean	\$36.69	\$88.92	\$13.93	\$2.33	\$346.67	\$50.00	\$36.64	\$16.86	\$82.60	\$131.56	\$57.69	\$61.52
F&B FF/STORE	Mean	\$37.58	\$63.45	\$28.46	\$43.33	\$22.00	\$17.50	\$46.01	\$31.77	\$48.80	\$46.18	\$56.92	\$41.45
F&B RESTRNT	Mean	\$85.31	\$147.67	\$39.29	\$52.22	\$114.00	\$12.50	\$94.76	\$61.87	\$146.04	\$121.88	\$106.15	\$103.52
OPT TOUR	Mean	\$68.09	\$120.78	\$46.00	\$27.78	\$316.67	\$0.00	\$118.21	\$49.01	\$108.24	\$53.68	\$97.69	\$73.18
GIFT- SELF	Mean	\$125.28	\$194.09	\$132.57	\$47.78	\$115.33	\$187.50	\$103.84	\$110.50	\$171.13	\$196.18	\$267.69	\$142.97
GIFT- OTHER	Mean	\$103.02	\$149.66	\$74.64	\$120.00	\$150.00	\$50.00	\$112.04	\$77.75	\$166.33	\$126.47	\$123.85	\$100.32
TRANS	Mean	\$14.41	\$23.01	\$6.86	\$12.78	\$38.33	\$45.00	\$18.07	\$8.00	\$29.43	\$33.06	\$10.15	\$26.03
OTHER	Mean	\$139.64	\$162.37	\$105.71	\$112.67	\$10.00	\$130.00	\$152.32	\$133.62	\$140.84	\$156.65	\$261.38	\$152.19
TOTAL	Mean	\$611.90	\$956.09	\$447.46	\$418.89	\$1,113.00	\$492.50	\$690.07	\$491.89	\$893.53	\$865.65	\$981.54	\$701.88

# TOTAL EXPENDITURES – TRACKING



YTD=\$1,174.33

# TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$1,100.80	\$1,208.12	\$1,065.53	\$851.14	\$1,270.74	\$950.90	\$1,166.00	\$1,058.64	\$1,193.32	\$1,064.95	\$1,475.60	\$1,122.49
	Median	\$1,000	\$1,121	\$1,126	\$867	\$1,450	\$999	\$1,030	\$967	\$1,084	\$1,063	\$1,450	\$1,045
	Minimum	\$0	\$0	\$56	\$250	\$777	\$240	\$0	\$0	\$0	\$0	\$792	\$40
	Maximum	\$4,100	\$3,084	\$1,924	\$1,712	\$1,584	\$1,565	\$4,100	\$3,252	\$4,100	\$2,101	\$2,385	\$3,252

# SECTION 4 **ADVANCED STATISTICS**

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# 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, Oct, Nov, Dec 2014, Jan, Feb, Mar, Apr, May, Jun, Jul, Aug 2015, and Overall Oct-2014 - Sep 2014\5													
	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	<b>Sep-15</b>	Combi ned Oct- 2014 - Sep 2015
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	<b>rank</b>	rank
Quality & Cleanliness of beaches & parks		3			3	2		2			4	<b>5</b>	4
Ease of getting around										4			9
Safety walking around at night													
Quality of daytime tours		5	4									<b>4</b>	6
Variety of daytime tours													
Quality of nighttime tours													
Variety of nighttime tours													
Quality of shopping	3				4	3		3		2	3	<b>2</b>	2
Variety of shopping		4		2					4				
Price of things on Guam													
Quality of hotel accommodations			2		5	1	4			5	2	<b>1</b>	3
Quality/cleanliness of air, sky							1	4	1				
Quality/cleanliness of parks		1											
Quality of landscape in Tumon	2							1	3		1		8
Quality of landscape in Guam		2	1	1	1		3			3		<b>3</b>	1
Quality of ground handler	1						2		2	1	5		7
Quality/cleanliness of transportation vehicles			3	3	2			5					5
% of Overall Satisfaction Accounted For	47.0%	52.7%	37.9%	35.6%	44.5%	33.0%	45.6%	53.5%	50.6%	52.7%	42.9%	<b>50.7%</b>	44.6%

NOTE: Only significant drivers are included.

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# DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Japanese visitor's experience on Guam is driven by five significant factors in the September 2015 Period. By rank order they are:
  - **Quality of hotel accommodations,**
  - **Quality of shopping,**
  - **Quality of landscape in Guam,**
  - **Quality of day time tours, and**
  - **Quality & cleanliness of beaches & parks.**
- With all five factors the overall  $r^2$  is .507 meaning that **50.7% of overall satisfaction is accounted for by these factors.**



Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2014, Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep 2015 and Overall Oct-2014-Sep 2015													
	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Combi ned Oct- 2014- Sep 2015
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks													1
Ease of getting around			1										3
Safety walking around at night													
Quality of daytime tours													
Variety of daytime tours													
Quality of nighttime tours													
Variety of nighttime tours													
Quality of shopping								1					2
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													
% of Per Person On Island Expenditures Accounted For	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	<b>0.0%</b>	0.9%

NOTE: Only significant drivers are included.

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# Drivers of Per Person On Island Expenditure

- **Per Person On Island Expenditure** of Japanese visitors on Guam is driven by no significant factor in the September 2015 Period.