



# GUAM VISITORS BUREAU

## Japan Visitor Tracker Exit Profile

### FY2016 Market Segmentation

### SEPTEMBER 2016



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 **351** 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 **351** 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

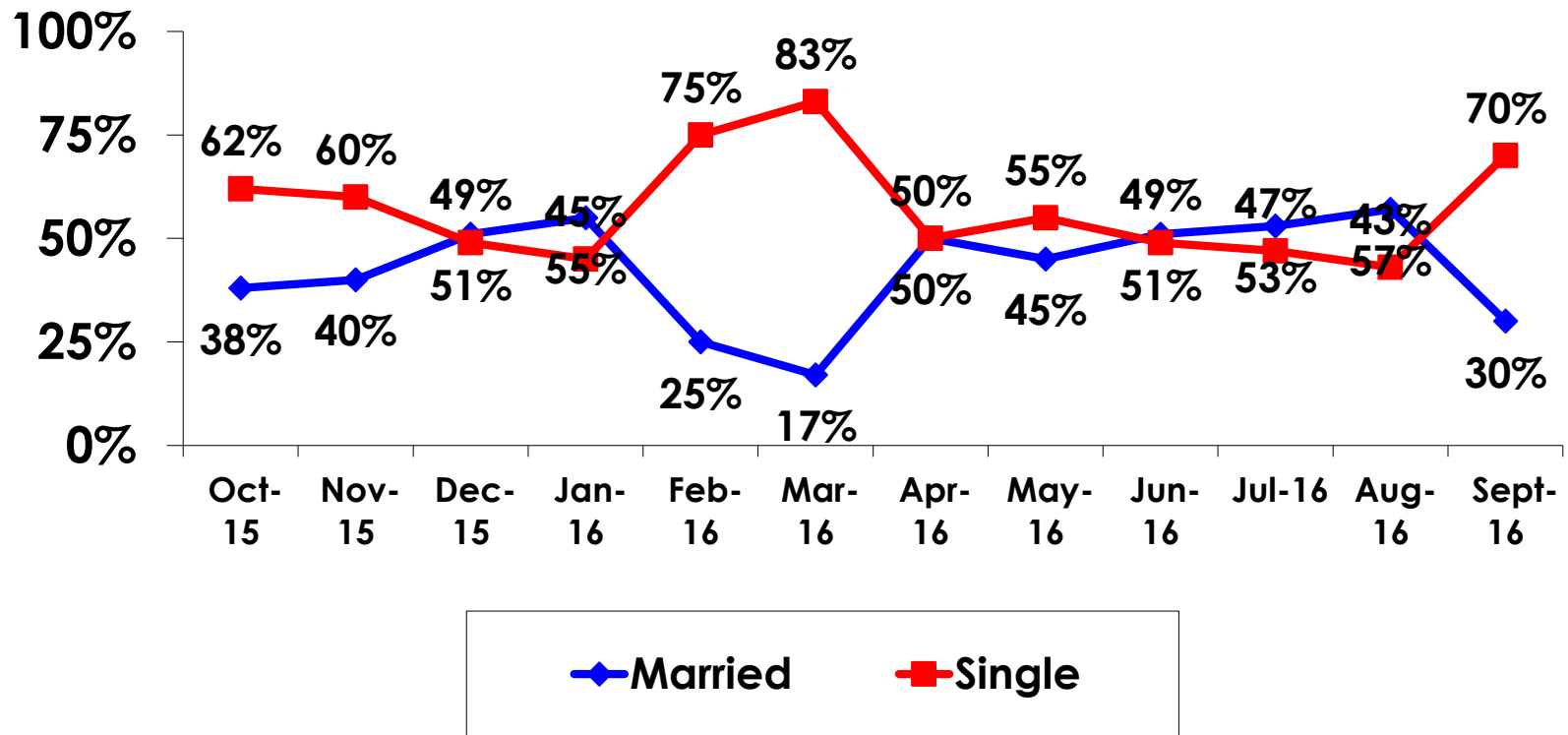
- Families – Q.6
- OL's/ salary women – Q.29/Female
- Group travelers – Q.7
- Silvers – Q.D
- Wedding participants – Q.5
- Sports activities/spectators – Q.5/Q.19
- 18-35 – Q.D
- 36-55 – Q.D
- Traveling with children – Q.6
- Honeymooners – Q.5
- Repeat visitors – Q.3A

# Highlighted Segments

|                    | Oct 15     | Nov 15     | Dec 15     | Jan 16     | Feb 16     | Mar 16     | Apr 16     | May 16     | Jun 16     | July 16    | Aug 16     | Sept 16    |
|--------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| <b>Families</b>    | 31%        | 36%        | 48%        | 56%        | 25%        | 18%        | 42%        | 42%        | 38%        | 53%        | 58%        | 31%        |
| <b>Office Lady</b> | 9%         | 12%        | 10%        | 12%        | 10%        | 7%         | 11%        | 10%        | 16%        | 17%        | 11%        | 7%         |
| <b>Group</b>       | 5%         | 7%         | 5%         | 1%         | 6%         | 5%         | 3%         | 2%         | 7%         | 3%         | 2%         | 2%         |
| <b>Silver</b>      | 6%         | 2%         | 4%         | 5%         | 2%         | 3%         | 7%         | 5%         | 7%         | 5%         | 2%         | 3%         |
| <b>Wedding</b>     | 7%         | 9%         | 3%         | 3%         | 4%         | 3%         | 8%         | 10%        | 11%        | 4%         | 2%         | 2%         |
| <b>Sport</b>       | 31%        | 37%        | 33%        | 37%        | 29%        | 40%        | 25%        | 33%        | 28%        | 28%        | 35%        | 28%        |
| <b>18-35</b>       | 73%        | 66%        | 55%        | 49%        | 81%        | 85%        | 60%        | 64%        | 59%        | 56%        | 51%        | 79%        |
| <b>36-55</b>       | 19%        | 29%        | 37%        | 44%        | 15%        | 10%        | 30%        | 28%        | 29%        | 35%        | 46%        | 17%        |
| <b>Child</b>       | 6%         | 14%        | 26%        | 35%        | 7%         | 5%         | 14%        | 13%        | 11%        | 26%        | 43%        | 11%        |
| <b>Honeymoon</b>   | 7%         | 3%         | 5%         | 2%         | 3%         | 2%         | 5%         | 7%         | 9%         | 4%         | 2%         | 2%         |
| <b>Repeat</b>      | 35%        | 46%        | 50%        | 56%        | 32%        | 26%        | 49%        | 45%        | 50%        | 48%        | 48%        | 33%        |
| <b>TOTAL</b>       | <b>351</b> | <b>351</b> | <b>356</b> | <b>353</b> | <b>354</b> | <b>356</b> | <b>350</b> | <b>350</b> | <b>352</b> | <b>351</b> | <b>352</b> | <b>351</b> |

# SECTION 1 **PROFILE OF RESPONDENTS**

# MARITAL STATUS - TRACKING

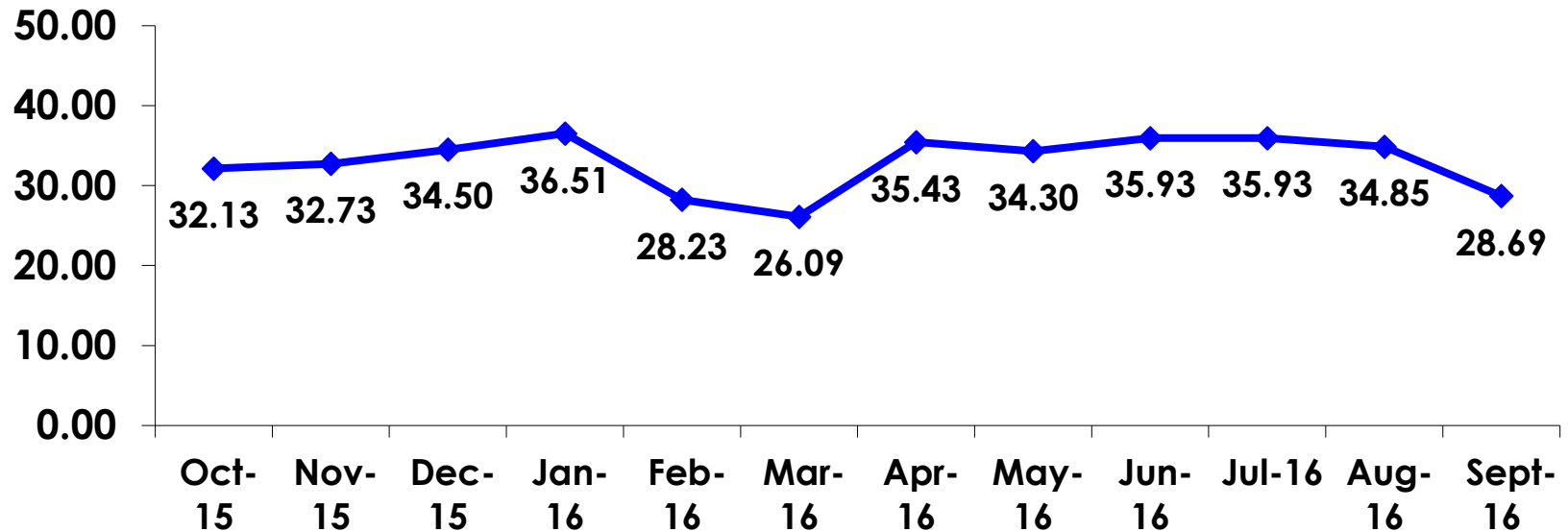


# MARITAL STATUS- SEGMENTATION

|    |             | TOTAL | FAMILY | OFFICE LADY | GROUP TRVL | SILVERS | WEDDING | SPORT | 18-35 | 36-55 | WITH CHILD | HONEYMOON | REPEAT |
|----|-------------|-------|--------|-------------|------------|---------|---------|-------|-------|-------|------------|-----------|--------|
|    |             | -     | -      | -           | -          | -       | -       | -     | -     | -     | -          | -         | -      |
| QE | Married     | 30%   | 80%    | 8%          | 43%        | 89%     | 86%     | 23%   | 15%   | 87%   | 98%        | 63%       | 45%    |
|    | Single      | 70%   | 20%    | 92%         | 57%        | 11%     | 14%     | 77%   | 85%   | 13%   | 3%         | 38%       | 55%    |
|    | Total Count | 351   | 107    | 25          | 7          | 9       | 7       | 99    | 278   | 60    | 40         | 8         | 116    |



# AVERAGE AGE - TRACKING



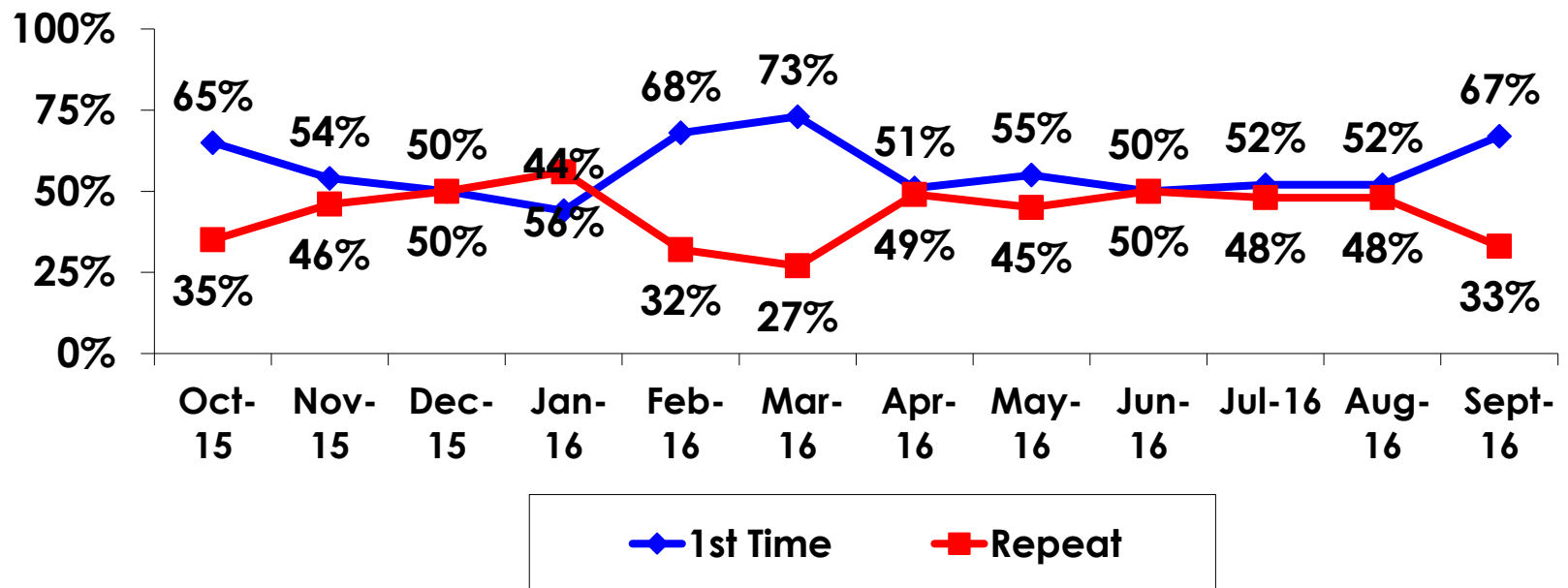
# AGE- SEGMENTATION

|    |             | TOTAL | FAMILY | OFFICE LADY | GROUP TRVL | SILVERS | WEDDING | SPORT | 18-35 | 36-55 | WITH CHILD | HONEYMOON | REPEAT |
|----|-------------|-------|--------|-------------|------------|---------|---------|-------|-------|-------|------------|-----------|--------|
|    |             | -     | -      | -           | -          | -       | -       | -     | -     | -     | -          | -         | -      |
| QF | 18-24       | 51%   | 10%    | 28%         | 29%        |         | 29%     | 48%   | 64%   |       | 3%         | 50%       | 29%    |
|    | 25-34       | 25%   | 28%    | 48%         | 29%        |         |         | 32%   | 32%   |       | 13%        | 38%       | 28%    |
|    | 35-49       | 16%   | 42%    | 16%         | 14%        |         | 43%     | 16%   | 4%    | 77%   | 70%        | 13%       | 28%    |
|    | 50+         | 7%    | 20%    | 8%          | 29%        | 100%    | 29%     | 3%    |       | 23%   | 15%        |           | 15%    |
|    | Total Count | 350   | 106    | 25          | 7          | 9       | 7       | 99    | 278   | 60    | 40         | 8         | 116    |
| QF | Mean        | 28.69 | 39.46  | 30.00       | 37.71      | 65.00   | 41.43   | 27.51 | 23.73 | 44.78 | 42.35      | 28.13     | 34.03  |
|    | Median      | 24    | 37     | 27          | 26         | 65      | 41      | 25    | 22    | 45    | 41         | 25        | 31     |

# INCOME - SEGMENTATION

|     |               | TOTAL | FAMILY | OFFICE LADY | GROUP TRVL | SILVERS | WEDDING | SPORT | 18-35 | 36-55 | WITH CHILD | HONEYMOON | REPEAT |
|-----|---------------|-------|--------|-------------|------------|---------|---------|-------|-------|-------|------------|-----------|--------|
|     |               | -     | -      | -           | -          | -       | -       | -     | -     | -     | -          | -         | -      |
| Q26 | <Y2.0 million | 8%    | 5%     | 18%         |            | 22%     | 14%     | 7%    | 9%    | 4%    | 8%         | 14%       | 7%     |
|     | Y2.0M-Y3.0M   | 10%   | 5%     | 6%          |            | 11%     |         | 10%   | 12%   | 4%    |            | 29%       | 12%    |
|     | Y3.0M-Y4.0M   | 11%   | 1%     | 24%         | 40%        | 11%     |         | 6%    | 13%   | 2%    |            |           | 8%     |
|     | Y4.0M-Y5.0M   | 16%   | 12%    | 12%         |            |         | 29%     | 19%   | 18%   | 9%    | 13%        | 14%       | 10%    |
|     | Y5.0M-Y7.0M   | 23%   | 33%    | 18%         | 20%        | 33%     | 14%     | 25%   | 24%   | 15%   | 26%        | 29%       | 26%    |
|     | Y7.0M-Y10.0M  | 14%   | 20%    | 12%         | 40%        | 11%     | 14%     | 13%   | 11%   | 29%   | 18%        |           | 15%    |
|     | Y10.0M+       | 17%   | 24%    | 12%         |            | 11%     | 29%     | 16%   | 11%   | 38%   | 34%        | 14%       | 21%    |
|     | No Income     | 2%    | 1%     |             |            |         |         | 4%    | 2%    |       |            |           |        |
|     | Total Count   | 274   | 101    | 17          | 5          | 9       | 7       | 83    | 206   | 55    | 38         | 7         | 98     |

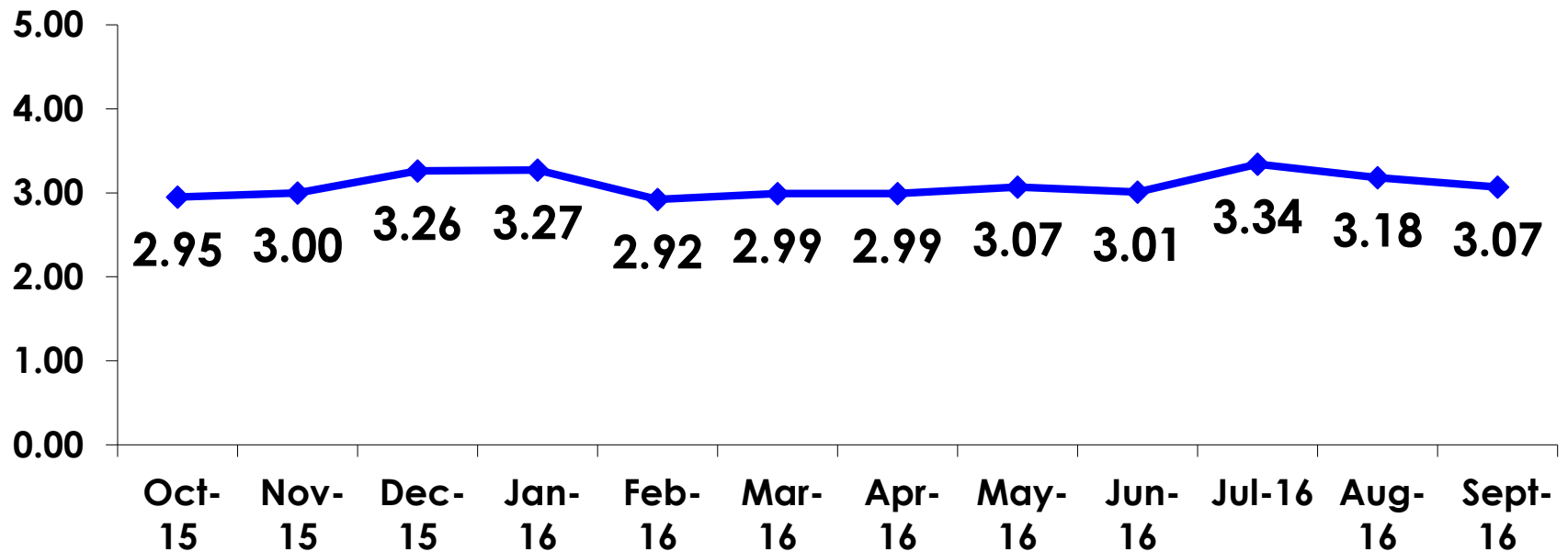
# PRIOR TRIPS TO GUAM - TRACKING



# PRIOR TRIPS TO GUAM - SEGMENTATION

|     |             | TOTAL | FAMILY | OFFICE LADY | GROUP TRVL | SILVERS | WEDDING | SPORT | 18-35 | 36-55 | WITH CHILD | HONEYMOON | REPEAT |
|-----|-------------|-------|--------|-------------|------------|---------|---------|-------|-------|-------|------------|-----------|--------|
|     |             | -     | -      | -           | -          | -       | -       | -     | -     | -     | -          | -         | -      |
| Q3A | Yes         | 67%   | 52%    | 44%         | 57%        | 56%     | 86%     | 66%   | 73%   | 40%   | 50%        | 100%      |        |
|     | No          | 33%   | 48%    | 56%         | 43%        | 44%     | 14%     | 34%   | 27%   | 60%   | 50%        |           | 100%   |
|     | Total Count | 351   | 107    | 25          | 7          | 9       | 7       | 99    | 278   | 60    | 40         | 8         | 116    |

# 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   | 3.07  | 3.26   | 2.76        | 2.83       | 2.89    | 3.71    | 3.16  | 3.00  | 3.38  | 3.40       | 3.63      | 3.10   |
|    | Median | 3     | 3      | 3           | 3          | 3       | 4       | 3     | 3     | 3     | 3          | 4         | 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             | 68%   | 62%    | 68%         |            | 56%     | 29%     | 71%   | 70%   | 63%   | 55%        | 63%       | 67%    |     |
|    | Full package tour                  | 20%   | 17%    | 20%         |            | 22%     | 57%     | 20%   | 21%   | 12%   | 13%        | 25%       | 14%    |     |
|    | Individually arranged travel (FIT) | 9%    | 18%    | 4%          |            |         | 14%     | 6%    | 6%    | 22%   | 28%        | 13%       | 13%    |     |
|    | Group tour                         | 2%    | 3%     |             | 100%       | 22%     |         |       | 1%    | 2%    | 3%         |           | 3%     |     |
|    | Company paid travel                | 1%    |        | 8%          |            |         |         | 2%    | 1%    |       |            |           | 3%     |     |
|    | Other                              | 0%    | 1%     |             |            |         |         |       |       | 2%    | 3%         |           | 1%     |     |
|    | Total                              | Count | 349    | 107         | 25         | 7       | 9       | 7     | 98    | 276   | 60         | 40        | 8      | 116 |

# TRAVEL MOTIVATION - SEGMENTATION

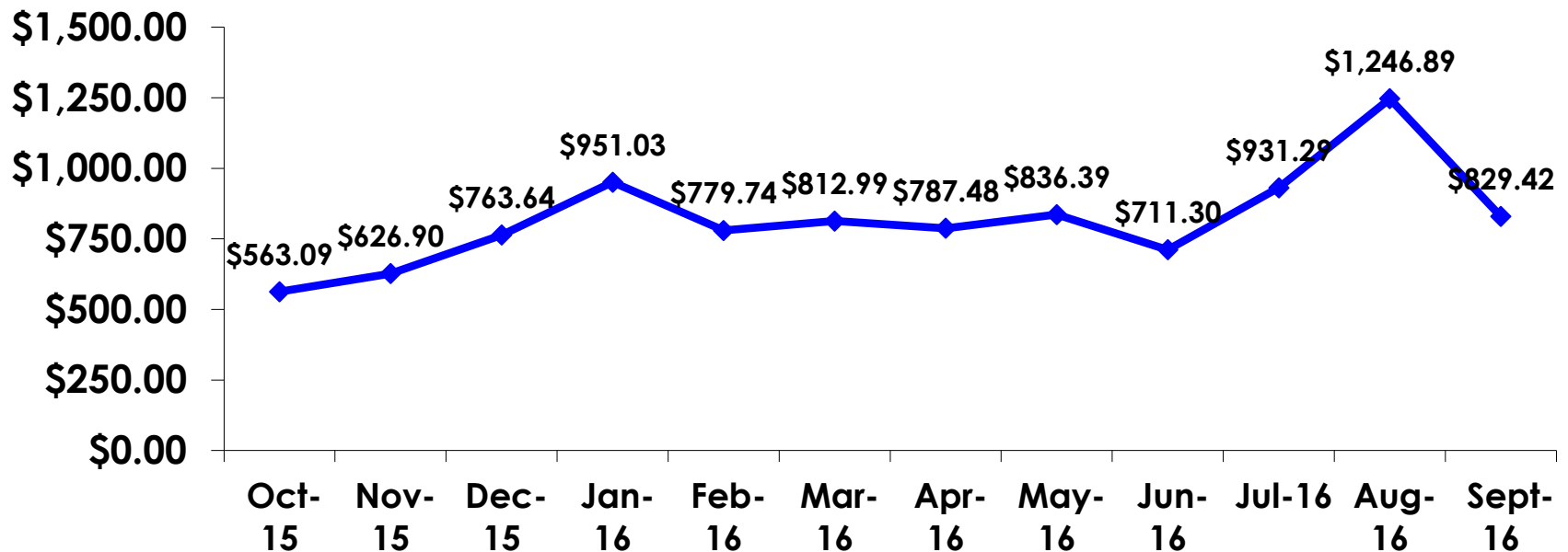
|     |                                | TOTAL | FAMILY | OFFICE LADY | GROUP TRVL | SILVERS | WEDDING | SPORT | 18-35 | 36-55 | WITH CHILD | HONEYMOON | REPEAT |     |
|-----|--------------------------------|-------|--------|-------------|------------|---------|---------|-------|-------|-------|------------|-----------|--------|-----|
|     |                                | -     | -      | -           | -          | -       | -       | -     | -     | -     | -          | -         | -      |     |
| Q5A | Previous trip                  | 28%   | 43%    | 52%         | 29%        | 44%     |         | 31%   | 21%   | 55%   | 48%        |           | 84%    |     |
|     | Price                          | 23%   | 17%    | 28%         |            | 11%     |         | 26%   | 23%   | 23%   | 10%        | 38%       | 21%    |     |
|     | Visit friends/ Relatives       | 2%    | 1%     |             | 14%        |         |         | 2%    | 2%    | 2%    |            |           | 2%     |     |
|     | Recomm-friend/family/trvl agnt | 28%   | 20%    | 12%         | 14%        | 33%     |         | 31%   | 32%   | 13%   | 18%        |           | 11%    |     |
|     | Scuba                          | 4%    | 1%     | 4%          | 14%        |         |         | 8%    | 5%    |       |            |           | 5%     |     |
|     | Water sports                   | 25%   | 21%    | 32%         |            |         |         | 40%   | 28%   | 15%   | 18%        | 13%       | 25%    |     |
|     | Short travel time              | 54%   | 64%    | 60%         |            | 22%     | 43%     | 62%   | 51%   | 75%   | 70%        | 75%       | 64%    |     |
|     | Golf                           | 1%    | 3%     |             | 14%        |         |         | 1%    | 1%    | 5%    | 3%         |           | 3%     |     |
|     | Relax                          | 37%   | 46%    | 56%         | 14%        | 11%     | 14%     | 45%   | 37%   | 45%   | 43%        | 25%       | 43%    |     |
|     | Company/ Business Trip         | 4%    | 3%     | 8%          | 71%        | 11%     |         | 4%    | 4%    | 3%    | 3%         |           | 7%     |     |
|     | Company Sponsored              | 0%    |        |             |            |         |         |       |       | 2%    |            |           | 1%     |     |
|     | Safe                           | 30%   | 32%    | 40%         |            |         | 14%     | 26%   | 29%   | 40%   | 38%        | 38%       | 34%    |     |
|     | Natural beauty                 | 69%   | 60%    | 60%         | 29%        | 22%     | 43%     | 71%   | 72%   | 62%   | 60%        | 75%       | 67%    |     |
|     | Shopping                       | 37%   | 30%    | 52%         |            | 11%     |         | 37%   | 39%   | 33%   | 28%        | 13%       | 36%    |     |
|     | Career Cert/ Testing           | 1%    | 1%     |             |            |         | 14%     | 1%    | 1%    |       |            | 13%       |        |     |
|     | Married/ Attn wedding          | 2%    | 6%     |             |            | 11%     | 100%    | 1%    | 1%    | 3%    | 8%         | 25%       | 1%     |     |
|     | Honeymoon                      | 2%    | 7%     |             |            |         | 29%     |       | 3%    | 2%    |            | 100%      |        |     |
|     | Pleasure                       | 59%   | 56%    | 56%         | 29%        | 33%     | 43%     | 64%   | 62%   | 53%   | 60%        | 38%       | 57%    |     |
|     | Organized sports               | 1%    | 2%     |             |            |         |         | 2%    | 1%    | 3%    | 5%         |           | 3%     |     |
|     | Other                          | 1%    | 1%     |             |            | 11%     |         | 1%    | 1%    | 2%    |            |           | 3%     |     |
|     | Total                          | Count | 351    | 107         | 25         | 7       | 9       | 7     | 99    | 278   | 60         | 40        | 8      | 116 |

# INFORMATION SOURCES - SEGMENTATION

|    |                                 | TOTAL | FAMILY | OFFICE LADY | GROUP TRVL | SILVERS | WEDDING | SPORT | 18-35 | 36-55 | WITH CHILD | HONEYMOON | REPEAT |     |
|----|---------------------------------|-------|--------|-------------|------------|---------|---------|-------|-------|-------|------------|-----------|--------|-----|
|    |                                 | -     | -      | -           | -          | -       | -       | -     | -     | -     | -          | -         | -      |     |
| Q1 | Internet                        | 83%   | 78%    | 88%         | 57%        | 44%     | 86%     | 87%   | 85%   | 82%   | 75%        | 75%       | 80%    |     |
|    | Travel Guidebook-<br>Bookstore  | 52%   | 52%    | 52%         | 14%        | 33%     | 71%     | 54%   | 49%   | 68%   | 55%        | 38%       | 53%    |     |
|    | Travel Agent Brochure           | 44%   | 27%    | 52%         | 29%        | 22%     | 57%     | 46%   | 47%   | 33%   | 30%        | 38%       | 40%    |     |
|    | Friend/ Relative                | 42%   | 23%    | 36%         | 57%        | 22%     | 43%     | 56%   | 47%   | 22%   | 20%        | 38%       | 24%    |     |
|    | Magazine (Consumer)             | 33%   | 26%    | 44%         | 14%        | 44%     | 57%     | 45%   | 36%   | 18%   | 23%        | 38%       | 33%    |     |
|    | Prior Trip                      | 28%   | 39%    | 56%         | 29%        | 44%     | 14%     | 28%   | 22%   | 50%   | 48%        |           | 84%    |     |
|    | TV                              | 11%   | 7%     |             |            | 11%     | 14%     | 14%   | 13%   | 2%    |            |           | 9%     |     |
|    | Co-Worker/ Company Trvl<br>Dept | 4%    | 3%     | 8%          | 29%        |         |         | 5%    | 4%    | 2%    |            |           | 4%     |     |
|    | Consumer Trvl Show              | 2%    |        |             |            |         |         | 5%    | 3%    |       |            |           | 1%     |     |
|    | GVB Office                      | 1%    | 1%     |             |            |         | 14%     | 2%    | 1%    |       |            |           | 1%     |     |
|    | Other                           | 1%    | 1%     |             | 14%        |         |         | 1%    | 1%    |       |            |           | 1%     |     |
|    | GVB Promo                       | 1%    |        |             |            |         |         | 1%    | 1%    |       |            |           | 1%     |     |
|    | Newspaper                       | 0%    |        |             |            |         |         |       | 0%    |       |            |           | 1%     |     |
|    | Total                           | Count | 351    | 107         | 25         | 7       | 9       | 7     | 99    | 278   | 60         | 40        | 8      | 116 |

# SECTION 3 **EXPENDITURES**

# PREPAID EXPENDITURES - TRACKING



YTD=\$820.05

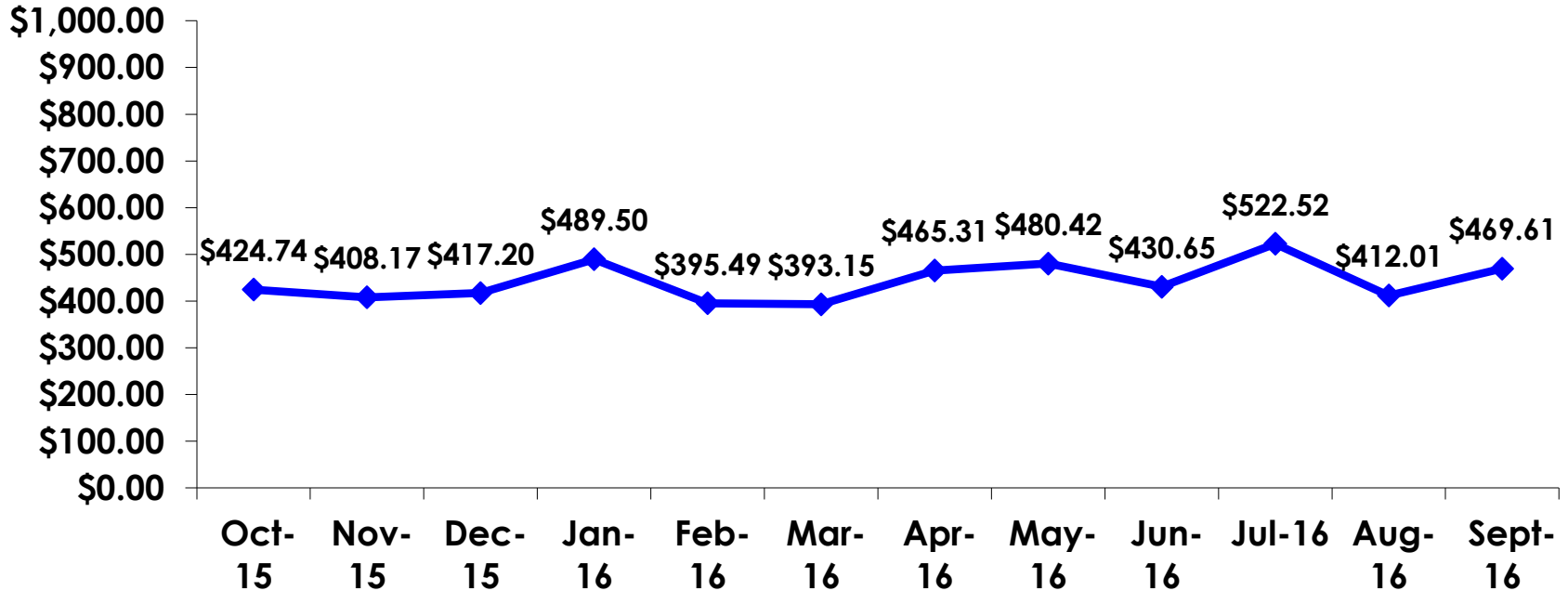
# PREPAID EXPENDITURES PER PERSON - SEGMENTATION

|            |         | TOTAL    | FAMILY   | OFFICE LADY | GROUP TRVL | SILVERS    | WEDDING    | SPORT    | 18-35    | 36-55    | WITH CHILD | HONEYMOON  | REPEAT   |
|------------|---------|----------|----------|-------------|------------|------------|------------|----------|----------|----------|------------|------------|----------|
|            |         | -        | -        | -           | -          | -          | -          | -        | -        | -        | -          | -          | -        |
| PER PERSON | Mean    | \$829.42 | \$859.72 | \$811.68    | \$946.41   | \$1,324.62 | \$1,454.59 | \$880.70 | \$819.26 | \$772.74 | \$739.39   | \$1,189.54 | \$833.88 |
|            | Median  | \$734    | \$816    | \$734       | \$1,077    | \$1,175    | \$1,077    | \$734    | \$686    | \$734    | \$710      | \$1,101    | \$734    |
|            | Minimum | \$0      | \$0      | \$0         | \$0        | \$499      | \$0        | \$0      | \$0      | \$0      | \$0        | \$490      | \$0      |
|            | Maximum | \$4,895  | \$2,937  | \$1,762     | \$1,958    | \$2,937    | \$2,937    | \$4,895  | \$4,895  | \$2,448  | \$1,566    | \$2,546    | \$2,448  |

# PREPAID EXPENDITURES BREAKDOWN

|                  |        | TOTAL      | FAMILY     | OFFICE LADY | GROUP TRVL | SILVERS    | WEDDING    | SPORT      | 18-35      | 36-55      | WITH CHILD | HONEYMOON  | REPEAT     |
|------------------|--------|------------|------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
|                  |        | -          | -          | -           | -          | -          | -          | -          | -          | -          | -          | -          | -          |
| AIR & HOTEL      | Mean   | \$1,282.09 | \$2,289.04 | \$945.95    | \$3,328.76 | \$2,215.10 | \$6,706.48 | \$1,317.70 | \$1,080.60 | \$2,188.30 | \$2,946.94 | \$3,127.36 | \$1,451.22 |
|                  | Median | \$832      | \$1,860    | \$783       | \$2,448    | \$1,566    | \$6,706    | \$783      | \$783      | \$1,762    | \$2,937    | \$1,958    | \$979      |
| AIR/ HOTEL/ MEAL | Mean   | \$1,881.87 | \$3,113.37 | \$2,937.15  | \$1,517.52 | \$3,916.19 | \$3,687.75 | \$2,153.91 | \$1,725.38 | .          | \$3,084.00 | \$2,447.62 | \$2,937.15 |
|                  | Median | \$1,635    | \$3,084    | \$2,937     | \$1,518    | \$3,916    | \$3,916    | \$2,301    | \$1,224    | .          | \$3,084    | \$2,448    | \$2,937    |
| AIR ONLY         | Mean   | \$1,153.65 | \$1,251.01 | .           | .          | .          | .          | \$881.14   | \$1,165.07 | \$1,139.37 | \$1,426.61 | .          | \$988.02   |
|                  | Median | \$979      | \$1,273    | .           | .          | .          | .          | \$881      | \$783      | \$1,224    | \$1,566    | .          | \$979      |
| HOTEL ONLY       | Mean   | \$888.00   | \$659.88   | .           | .          | .          | .          | .          | \$1,093.27 | \$580.09   | \$795.48   | .          | \$356.37   |
|                  | Median | \$318      | \$392      | .           | .          | .          | .          | .          | \$245      | \$367      | \$685      | .          | \$196      |
| HOTEL & MEAL     | Mean   | \$986.04   | \$930.10   | .           | .          | .          | .          | \$1,028.00 | \$1,321.72 | \$930.10   | \$881.14   | .          | \$1,096.53 |
|                  | Median | \$1,175    | \$1,077    | .           | .          | .          | .          | \$1,028    | \$1,322    | \$1,077    | \$1,077    | .          | \$1,175    |
| F&B HOTEL        | Mean   | \$9.79     | .          | .           | .          | .          | .          | .          | \$9.79     | .          | .          | .          | .          |
|                  | Median | \$10       | .          | .           | .          | .          | .          | .          | \$10       | .          | .          | .          | .          |
| TRANS- JAPAN     | Mean   | \$67.98    | \$76.37    | \$45.53     | .          | \$19.58    | .          | \$49.12    | \$67.18    | \$84.34    | \$97.90    | \$97.90    | \$55.56    |
|                  | Median | \$39       | \$93       | \$46        | .          | \$20       | .          | \$44       | \$39       | \$98       | \$98       | \$98       | \$54       |
| TRANS- GUAM      | Mean   | \$28.39    | \$39.16    | .           | .          | .          | .          | .          | \$27.32    | \$39.16    | \$39.16    | .          | \$21.05    |
|                  | Median | \$20       | \$39       | .           | .          | .          | .          | .          | \$20       | \$39       | \$39       | .          | \$14       |
| OPT TOURS        | Mean   | \$251.04   | \$523.79   | \$195.81    | .          | \$1,958.10 | \$1,435.94 | \$218.37   | \$167.81   | \$350.50   | \$360.29   | \$225.18   | \$197.01   |
|                  | Median | \$147      | \$343      | \$147       | .          | \$1,958    | \$1,958    | \$196      | \$147      | \$392      | \$392      | \$225      | \$176      |
| OTHER            | Mean   | \$623.83   | \$1,292.34 | \$983.94    | \$293.71   | \$97.90    | \$9,790.48 | \$343.55   | \$625.42   | \$703.28   | \$536.03   | \$4,944.19 | \$468.25   |
|                  | Median | \$196      | \$323      | \$984       | \$294      | \$98       | \$9,790    | \$142      | \$196      | \$421      | \$323      | \$4,944    | \$294      |
| TOTAL            | Mean   | \$1,369.35 | \$2,268.19 | \$1,033.60  | \$1,944.11 | \$2,634.73 | \$5,510.64 | \$1,394.83 | \$1,208.93 | \$1,816.02 | \$2,444.19 | \$4,346.97 | \$1,485.00 |
|                  | Median | \$881      | \$1,762    | \$852       | \$1,077    | \$1,566    | \$3,231    | \$979      | \$827      | \$1,518    | \$2,203    | \$2,203    | \$1,097    |

# ON-ISLAND EXPENDITURES - TRACKING



YTD = \$442.27



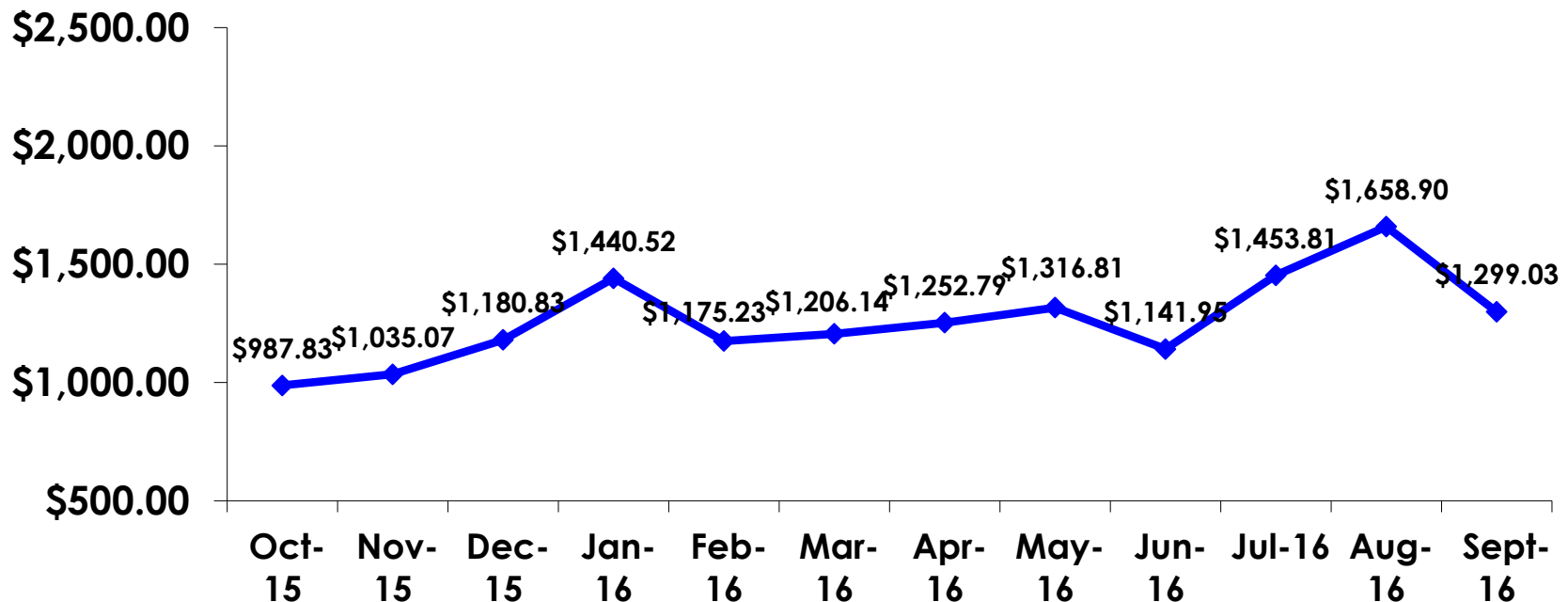
# ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

|            |         | TOTAL    | FAMILY   | OFFICE LADY | GROUP TRVL | SILVERS  | WEDDING  | SPORT    | 18-35    | 36-55    | WITH CHILD | HONEYMOON | REPEAT   |
|------------|---------|----------|----------|-------------|------------|----------|----------|----------|----------|----------|------------|-----------|----------|
|            |         | -        | -        | -           | -          | -        | -        | -        | -        | -        | -          | -         | -        |
| PER PERSON | Mean    | \$469.61 | \$391.80 | \$569.73    | \$212.26   | \$521.20 | \$311.07 | \$549.33 | \$471.08 | \$457.11 | \$382.75   | \$382.50  | \$497.26 |
|            | Median  | \$355    | \$300    | \$350       | \$240      | \$250    | \$225    | \$410    | \$398    | \$337    | \$283      | \$300     | \$388    |
|            | Minimum | \$0      | \$0      | \$30        | \$0        | \$83     | \$125    | \$0      | \$0      | \$0      | \$83       | \$200     | \$0      |
|            | Maximum | \$4,000  | \$2,013  | \$2,500     | \$500      | \$2,500  | \$750    | \$4,000  | \$4,000  | \$1,600  | \$1,320    | \$750     | \$2,500  |

# 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 | \$42.51  | \$79.93  | \$26.00     | \$50.00    | \$44.44  | \$60.00  | \$57.91  | \$26.91  | \$110.67   | \$161.05   | \$15.00   | \$52.80  |
| F&B FF/STORE | Mean | \$31.87  | \$45.61  | \$19.92     | \$7.86     | \$15.00  | \$55.71  | \$36.12  | \$29.14  | \$46.33    | \$37.80    | \$62.50   | \$37.82  |
| F&B RESTRNT  | Mean | \$73.55  | \$110.60 | \$61.60     | \$4.29     | \$256.67 | \$128.57 | \$86.53  | \$56.33  | \$119.97   | \$121.75   | \$62.25   | \$105.22 |
| OPT TOUR     | Mean | \$54.85  | \$63.21  | \$41.40     | \$28.57    | \$22.22  | \$44.29  | \$94.41  | \$52.21  | \$72.30    | \$67.50    | \$27.87   | \$65.59  |
| GIFT- SELF   | Mean | \$156.39 | \$236.70 | \$248.40    | \$84.29    | \$31.11  | \$242.86 | \$177.64 | \$129.31 | \$303.62   | \$350.75   | \$94.63   | \$244.97 |
| GIFT- OTHER  | Mean | \$94.24  | \$127.01 | \$190.00    | \$45.71    | \$35.56  | \$138.57 | \$111.63 | \$90.89  | \$121.50   | \$117.25   | \$140.00  | \$104.66 |
| TRANS        | Mean | \$15.65  | \$28.64  | \$8.40      | \$0.00     | \$58.89  | \$30.00  | \$11.67  | \$11.23  | \$28.52    | \$26.50    | \$36.50   | \$30.21  |
| OTHER        | Mean | \$186.50 | \$244.93 | \$165.08    | \$125.71   | \$215.56 | \$15.71  | \$179.43 | \$176.61 | \$239.08   | \$350.75   | \$212.50  | \$184.92 |
| TOTAL        | Mean | \$655.62 | \$936.35 | \$760.80    | \$346.43   | \$679.44 | \$715.71 | \$755.33 | \$572.81 | \$1,041.48 | \$1,233.35 | \$651.25  | \$825.93 |

# TOTAL EXPENDITURES – TRACKING



YTD=\$1,262.32

# 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    | \$1,299.03 | \$1,251.52 | \$1,381.42  | \$1,158.68 | \$1,845.82 | \$1,765.66 | \$1,430.03 | \$1,290.34 | \$1,229.84 | \$1,122.14 | \$1,572.04 | \$1,331.14 |
|                  | Median  | \$1,185    | \$1,179    | \$1,412     | \$1,226    | \$1,555    | \$1,477    | \$1,279    | \$1,185    | \$1,166    | \$1,143    | \$1,417    | \$1,166    |
|                  | Minimum | \$0        | \$0        | \$30        | \$0        | \$687      | \$125      | \$0        | \$0        | \$0        | \$125      | \$690      | \$0        |
|                  | Maximum | \$5,445    | \$4,048    | \$3,087     | \$2,038    | \$4,458    | \$3,296    | \$5,095    | \$5,445    | \$4,048    | \$2,646    | \$3,296    | \$4,458    |

# 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 2015, Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep 2016, and Overall Oct 2015 - Sep 2016 |        |        |        |        |        |        |        |        |        |        |        |        |  |
|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--|
|  | Oct-15 | Nov-15 | Dec-15 | Jan-16 | Feb-16 | Mar-16 | Apr-16 | May-16 | Jun-16 | Jul-16 | Aug-16 | Sep-16 | Combi<br>ned<br>Oct<br>2015 -<br>Sep<br>2016 |
| Drivers:   | rank   | rank   | rank   | rank   | rank   | rank   | rank   | rank   | rank   | rank   | rank   | rank   | rank   |
| Quality & Cleanliness of beaches & parks   | 4      | 4      | 3      |        |        |        |        | 2      |        |        | 3      |        | 5  |
| Ease of getting around   |        |        |        |        |        |        |        |        |        |        | 2      |        | 10   |
| Safety walking around at night   |        |        |        |        |        |        |        |        |        |        |        |        |  |
| Quality of daytime tours   |        |        |        | 2      |        |        |        |        |        |        |        | 2      | 7  |
| Variety of daytime tours   | 5      |        |        |        |        |        |        |        |        |        |        |        |  |
| Quality of nighttime tours   |        |        |        |        |        |        |        |        |        |        |        |        |  |
| Variety of nighttime tours   |        |        |        |        |        |        |        |        |        |        |        |        |  |
| Quality of shopping  |        | 3      |        |        | 2      | 4      |        |        | 3      |        |        |        |  |
| Variety of shopping  | 2      |        |        | 5      |        |        |        | 4      |        | 3      |        | 3      | 3  |
| Price of things on Guam  |        |        |        | 1      |        |        |        |        |        |        | 4      |        |  |
| Quality of hotel accommodations  |        |        | 2      |        |        | 2      | 3      |        | 2      | 5      | 5      | 4      | 4  |
| Quality/cleanliness of air, sky  |        |        | 4      |        |        |        |        |        |        |        |        |        | 9  |
| Quality/cleanliness of parks   |        |        |        |        | 1      |        |        |        |        |        |        |        |  |
| Quality of landscape in Tumon  | 1      | 1      | 1      | 3      |        |        |        |        |        | 1      |        |        | 6  |
| Quality of landscape in Guam   |        |        |        |        | 4      | 1      | 1      | 5      | 1      | 4      | 1      | 1      | 1  |
| Quality of ground handler  |        |        |        |        |        | 3      |        | 1      |        |        |        |        | 8  |
| Quality/cleanliness of transportation vehicles   | 3      | 2      |        | 4      | 3      | 5      | 2      | 3      | 4      | 2      |        |        | 2  |
| % of Overall Satisfaction Accounted For  | 65.6%  | 46.7%  | 53.1%  | 45.9%  | 44.2%  | 50.0%  | 53.0%  | 55.9%  | 42.5%  | 55.7%  | 61.1%  | 52.1%  | 49.9%  |

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 four significant factors in the September 2016 Period. By rank order they are:
  - **Quality of landscape in Guam,**
  - **Quality of daytime tours,**
  - **Variety of shopping, and**
  - **Quality of hotel accommodations.**
- With all four factors the overall  $r^2$  is .521 meaning that **52.1% of overall satisfaction is accounted for by these factors.**



**Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2015, Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep 2016 and Overall Oct 2015-Sep 2016**

|  | Oct-15 | Nov-15 | Dec-15 | Jan-16 | Feb-16 | Mar-16 | Apr-16 | May-16 | Jun-16 | Jul-16 | Aug-16 | Sep-16      | Combi<br>ned<br>Oct<br>2015-<br>Sep<br>2016 |
|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------------|---|
| Drivers:   | rank   | rank   | rank   | rank   | rank   | rank   | rank   | rank   | rank   | rank   | rank   | rank        | rank  |
| Quality & Cleanliness of beaches & parks             |        |        |        |        |        |        |        |        |        |        |        |             |   |
| Ease of getting around                               |        |        |        | 3      |        |        |        |        |        |        | 1      |             |   |
| Safety walking around at night                       |        | 2      |        |        |        |        |        |        |        |        |        |             |   |
| Quality of daytime tours                             | 3      |        |        |        |        |        |        |        |        |        |        |             |   |
| Variety of daytime tours                             |        |        |        |        |        |        |        |        |        |        |        |             |   |
| Quality of nighttime tours                           |        |        |        |        |        |        |        |        |        |        |        |             |   |
| Variety of nighttime tours                           |        |        |        | 2      |        |        |        |        |        |        |        |             | 2   |
| Quality of shopping                                  |        |        |        | 1      |        |        |        |        |        |        |        |             | 1   |
| Variety of shopping                                  |        |        |        |        |        | 1      |        |        |        |        |        |             |   |
| Price of things on Guam                              |        |        |        | 4      |        |        |        |        |        | 1      |        |             | 3   |
| Quality of hotel accommodations                      | 1      |        |        |        |        |        |        |        |        |        |        |             |   |
| Quality/cleanliness of air, sky                      |        |        |        |        |        |        |        |        |        |        |        |             |   |
| Quality/cleanliness of parks                         | 2      | 1      |        |        |        |        |        |        |        |        |        |             |   |
| 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 | 4.8%   | 4.8%   | 0.0%   | 12.8%  | 0.0%   | 1.9%   | 0.0%   | 0.0%   | 0.0%   | 5.1%   | 2.4%   | <b>0.0%</b> | 0.9%  |

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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 2016 Period.