



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2014 Market Segmentation

MARCH 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 Korean speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **351** departing Korean 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 +/- 5.22 percentage points with a 95% confidence level. That is, if all Korean 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 +/- 5.22 percentage points.

OBJECTIVES

- **The specific objectives of the analysis were:**
 - To determine the relative size and expenditure behavior of the following market segments:
 - Family/FITs
 - Golden Miss
 - Group Travelers
 - English Language Tour
 - Honeymooner
 - Wedding
 - Special Interest Trvl
 - Incentive Market
 - 18-35
 - 36-55
 - Traveling with children
 - FITs
 - Seniors
 - Sports competition/spectator
 - To identify the most significant factors affecting overall visitor satisfaction.
 - To identify (for all Korean visitors) the most important determinants of on-island spending

Highlighted Segments Parameters

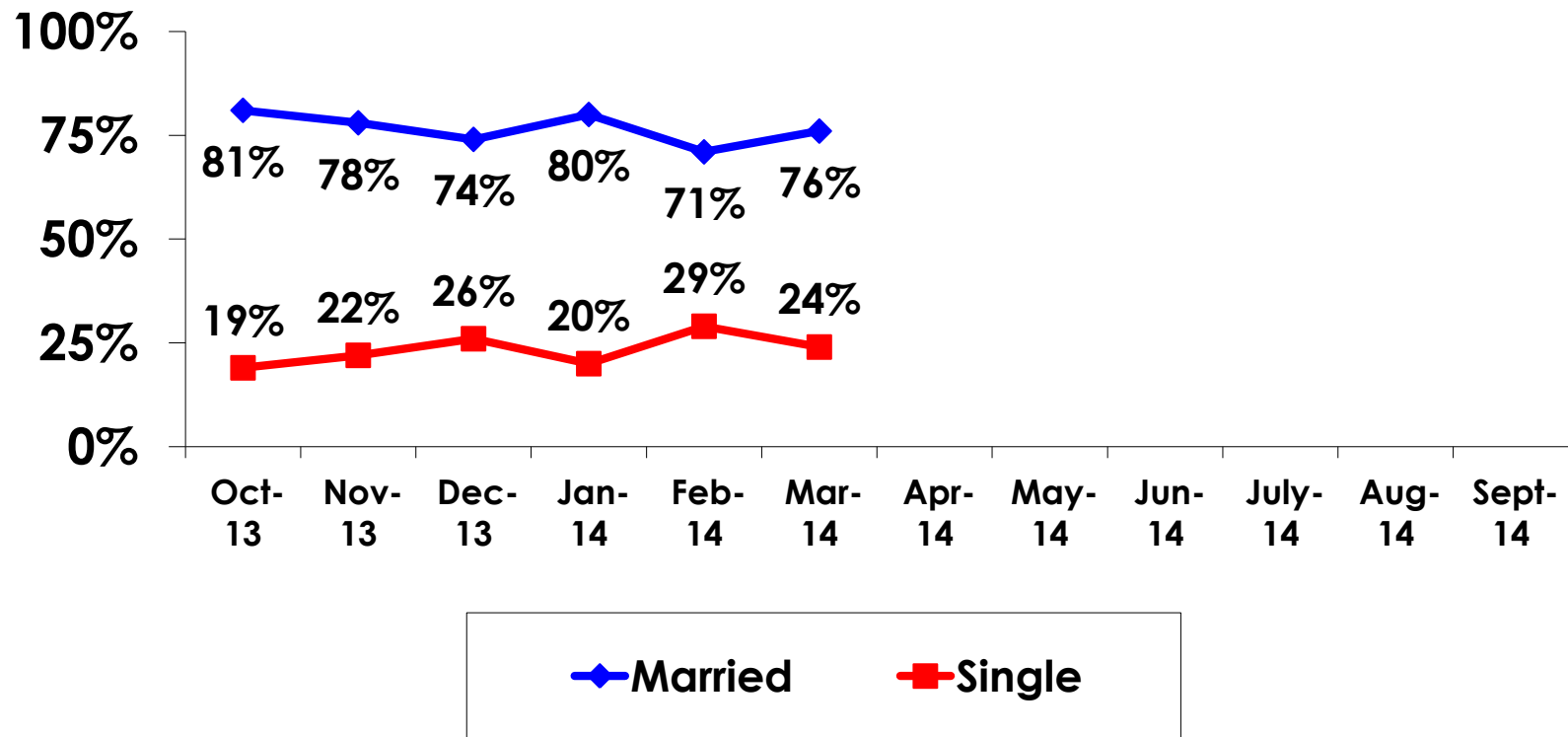
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors – Q.F
- Sports comp/spectator – Q.5/Q.19

Highlighted Segments

	Oct 13	Nov 13	Dec 13	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sept 14
Family/ FIT	9%	7%	11%	10%	8%	5%						
Group	1%	1%	1%	1%	1%	1%						
Eng Language	1%	1%	1%	1%	1%	2%						
Honeymoon	28%	28%	6%	16%	16%	18%						
Wedding	2%	1%	0%	1%	2%	1%						
Incentive	2%	3%	3%	3%	13%	17%						
18-35	69%	69%	58%	56%	64%	60%						
36-55	28%	28%	37%	43%	33%	36%						
Child	27%	28%	41%	38%	26%	30%						
FIT	15%	10%	18%	16%	15%	13%						
Golden Miss	5%	5%	5%	5%	7%	6%						
Senior	1%	1%	1%	1%	1%	1%						
Sport	31%	27%	32%	32%	36%	28%						
TOTAL	350	350	351	350	350	351						

SECTION 1 **PROFILE OF RESPONDENTS**

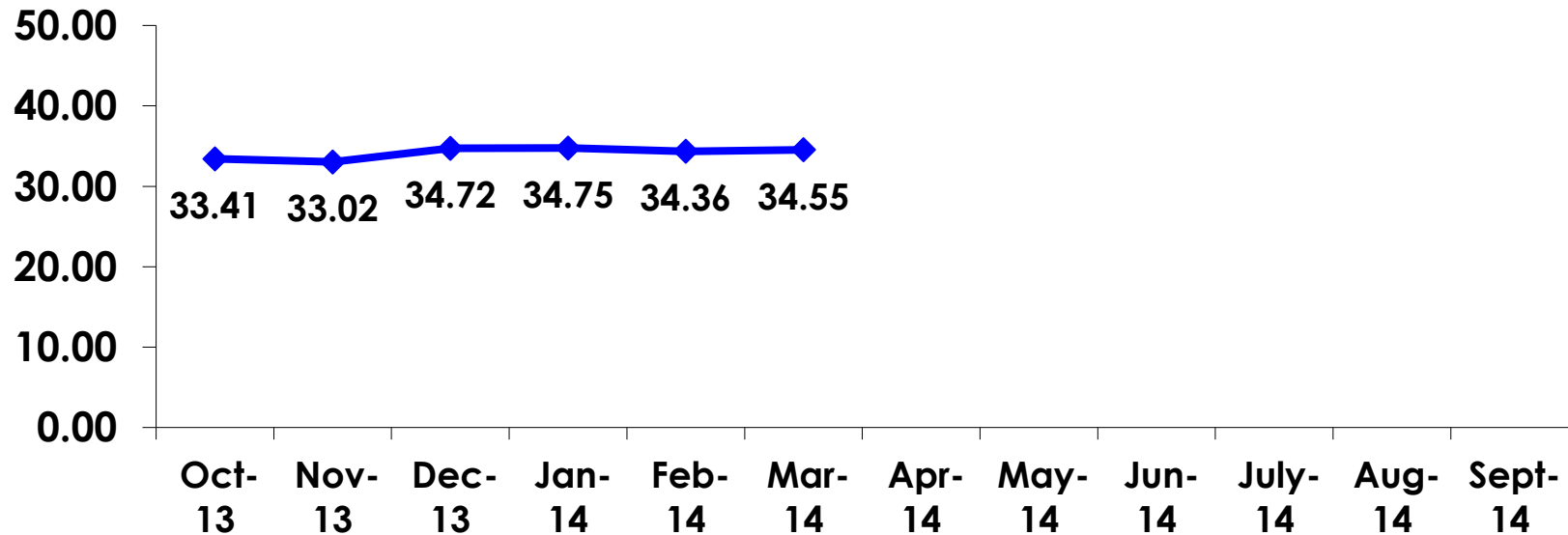
MARITAL STATUS - TRACKING



MARITAL STATUS- SEGMENTATION

			TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	263	15	1	4	64	2	35	131	118	105	18	14	3	69
		Column N %	76%	88%	50%	80%	100%	100%	61%	63%	94%	100%	41%	70%	100%	72%
	Single	Count	85	2	1	1	0	0	22	78	7	0	26	6	0	27
		Column N %	24%	12%	50%	20%	0%	0%	39%	37%	6%	0%	59%	30%	0%	28%
Total		Count	348	17	2	5	64	2	57	209	125	105	44	20	3	96

AVERAGE AGE - TRACKING



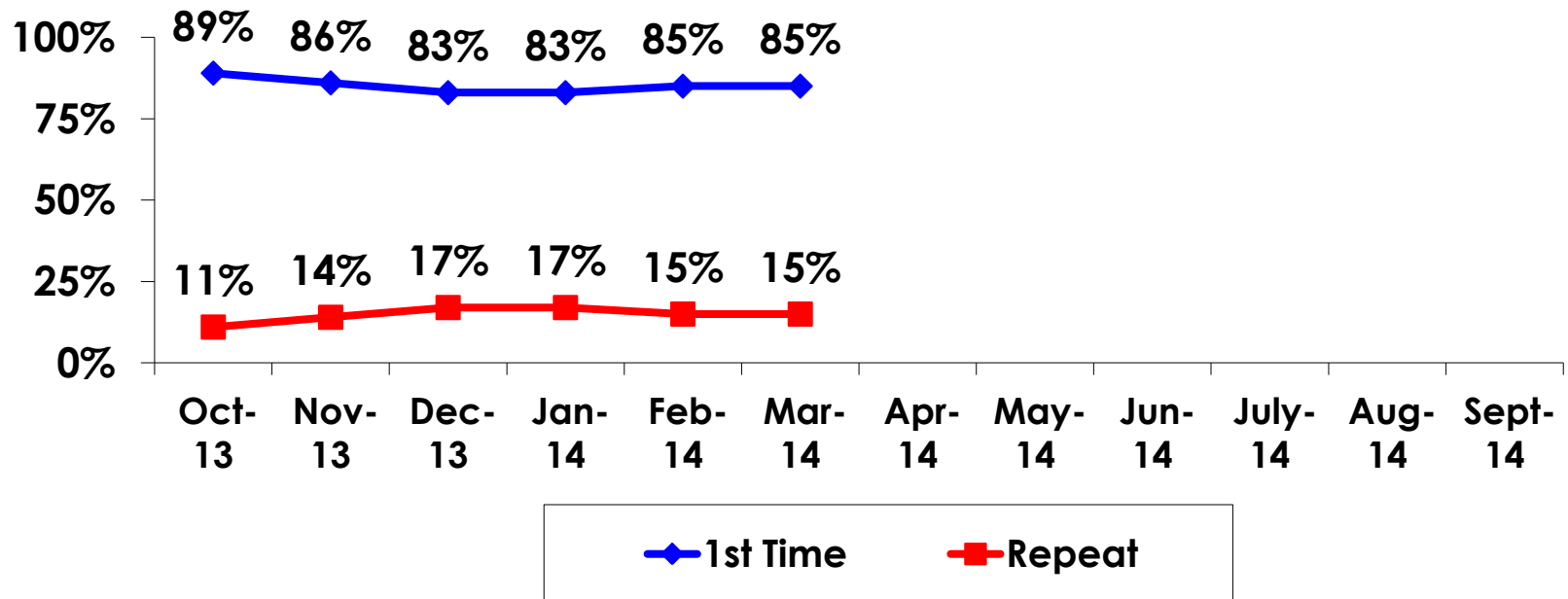
AGE- SEGMENTATION

			TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	16	1	0	0	3	0	3	16	0	0	6	0	0	5
		Column N %	5%	6%	0%	0%	5%	0%	5%	8%	0%	0%	14%	0%	0%	5%
25-34	Count	177	10	0	1	50	1	21	177	0	27	29	11	0	48	
	Column N %	52%	59%	0%	20%	82%	50%	38%	85%	0%	26%	66%	55%	0%	51%	
35-49	Count	133	6	2	3	7	1	27	16	117	74	8	9	0	40	
	Column N %	39%	35%	100%	60%	11%	50%	49%	8%	94%	73%	18%	45%	0%	42%	
50+	Count	14	0	0	1	1	0	4	0	8	1	1	0	3	2	
	Column N %	4%	0%	0%	20%	2%	0%	7%	0%	6%	1%	2%	0%	100%	2%	
	Total	Count	340	17	2	5	61	2	55	209	125	102	44	20	3	95
QF	Mean		34.55	34.94	39.50	39.40	30.38	34.50	36.55	29.96	40.97	37.49	31.98	35.55	64.33	34.15
	Median		33	33	40	36	30	35	35	30	40	37	32	34	65	33

INCOME - SEGMENTATION

			TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q26	<KW12.0M	Count	7	0	0	0	1	0	1	5	2	1	1	0	0	1
		Column N %	2%	0%	0%	0%	2%	0%	2%	3%	2%	1%	2%	0%	0%	1%
KW12.0M-KW24.0M	KW12.0M-KW24.0M	Count	23	0	0	0	9	0	0	19	2	2	1	0	0	6
		Column N %	7%	0%	0%	0%	15%	0%	0%	10%	2%	2%	2%	0%	0%	6%
KW24.0M-KW36.0M	KW24.0M-KW36.0M	Count	40	1	0	0	12	1	6	33	6	3	5	6	0	16
		Column N %	12%	6%	0%	0%	20%	50%	11%	17%	5%	3%	12%	32%	0%	17%
KW36.0M-KW48.0M	KW36.0M-KW48.0M	Count	63	3	0	2	17	0	6	47	12	13	12	4	1	18
		Column N %	19%	18%	0%	33%	28%	0%	11%	24%	10%	13%	28%	21%	33%	19%
KW48.0M-KW60.0M	KW48.0M-KW60.0M	Count	54	5	0	2	11	0	7	33	18	21	7	1	1	14
		Column N %	16%	29%	0%	33%	18%	0%	12%	17%	15%	20%	16%	5%	33%	15%
KW60.0M-KW72.0M	KW60.0M-KW72.0M	Count	49	3	0	1	3	1	11	20	27	26	7	0	0	16
		Column N %	15%	18%	0%	17%	5%	50%	19%	10%	23%	25%	16%	0%	0%	17%
KW72.0M+	KW72.0M+	Count	78	4	2	0	2	0	24	26	50	34	5	8	1	18
		Column N %	23%	24%	100%	0%	3%	0%	42%	13%	42%	33%	12%	42%	33%	19%
No Income	No Income	Count	21	1	0	1	6	0	2	16	3	3	5	0	0	4
		Column N %	6%	6%	0%	17%	10%	0%	4%	8%	3%	3%	12%	0%	0%	4%
Total	Count	335	17	2	6	61	2	57	199	120	103	43	19	3	93	

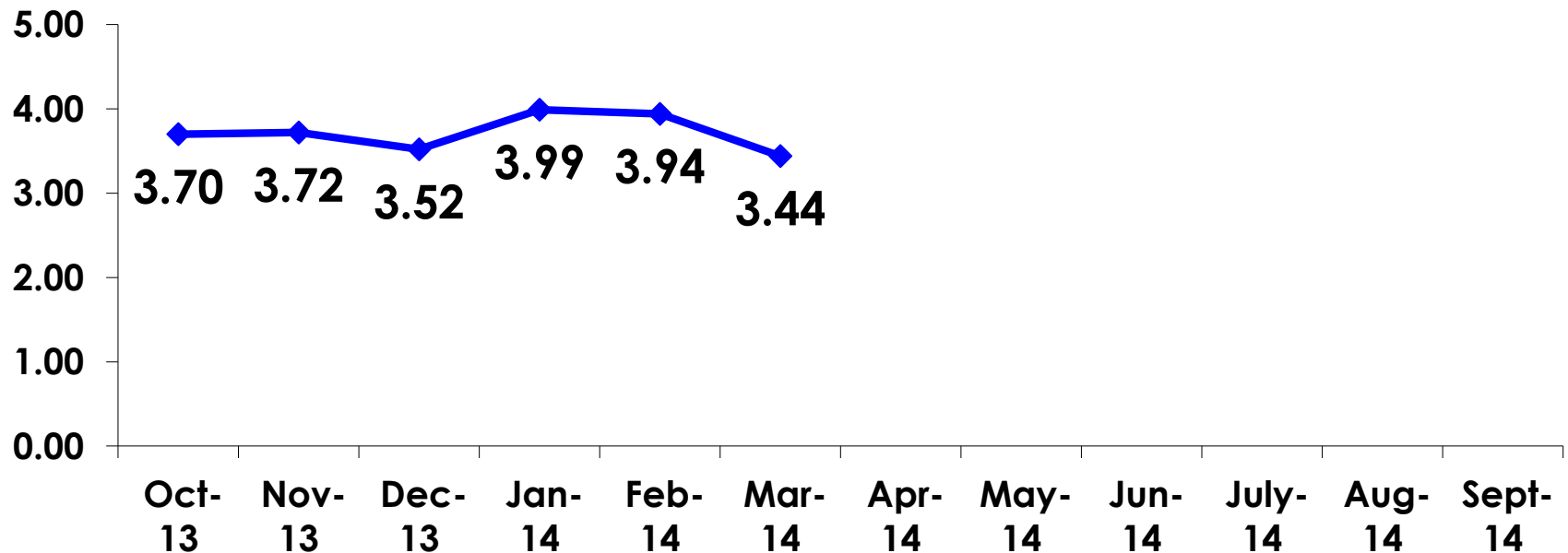
PRIOR TRIPS TO GUAM - TRACKING



PRIOR TRIPS TO GUAM - SEGMENTATION

			TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	297	16	1	6	62	2	49	189	94	84	35	19	3	81
		Column N %	85%	94%	50%	100%	97%	100%	84%	90%	75%	79%	80%	95%	100%	83%
	No	Count	54	1	1	0	2	0	9	20	31	22	9	1	0	17
		Column N %	15%	6%	50%	0%	3%	0%	16%	10%	25%	21%	20%	5%	0%	17%
	Total	Count	351	17	2	6	64	2	58	209	125	106	44	20	3	98

AVG LENGTH OF STAY - TRACKING



AVG LENGTH OF STAY - SEGMENTATION

		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q8	Mean	3.44	4.00	3.00	3.17	3.70	3.00	3.21	3.45	3.36	3.31	3.67	3.40	3.33	3.49
	Median	3	4	3	3	4	3	3	3	3	3	3	3	3	3

SECTION 2 **TRAVEL PLANNING**

TRAVEL PLANNING - SEGMENTATION

			TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q7	Full package tour	Count	139	0	0	2	43	1	12	81	52	48	0	10	2	48
		Column N %	40%	0%	0%	33%	67%	50%	21%	39%	42%	45%	0%	50%	67%	49%
	Free-time package tour	Count	130	0	0	4	19	0	6	77	45	46	0	5	1	29
		Column N %	37%	0%	0%	67%	30%	0%	10%	37%	36%	43%	0%	25%	33%	30%
	Individually arranged travel (FIT)	Count	44	17	0	0	1	1	4	36	8	8	44	2	0	14
		Column N %	13%	100%	0%	0%	2%	50%	7%	17%	6%	8%	100%	10%	0%	14%
	Group tour	Count	2	0	2	0	0	0	1	1	1	0	0	0	0	0
		Column N %	1%	0%	100%	0%	0%	0%	2%	0%	1%	0%	0%	0%	0%	0%
	Company paid travel	Count	35	0	0	0	0	0	35	13	19	4	0	3	0	6
		Column N %	10%	0%	0%	0%	0%	0%	60%	6%	15%	4%	0%	15%	0%	6%
	Other	Count	1	0	0	0	1	0	0	1	0	0	0	0	0	1
		Column N %	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Total	Count	351	17	2	6	64	2	58	209	125	106	44	20	3	98

TRAVEL MOTIVATION - SEGMENTATION

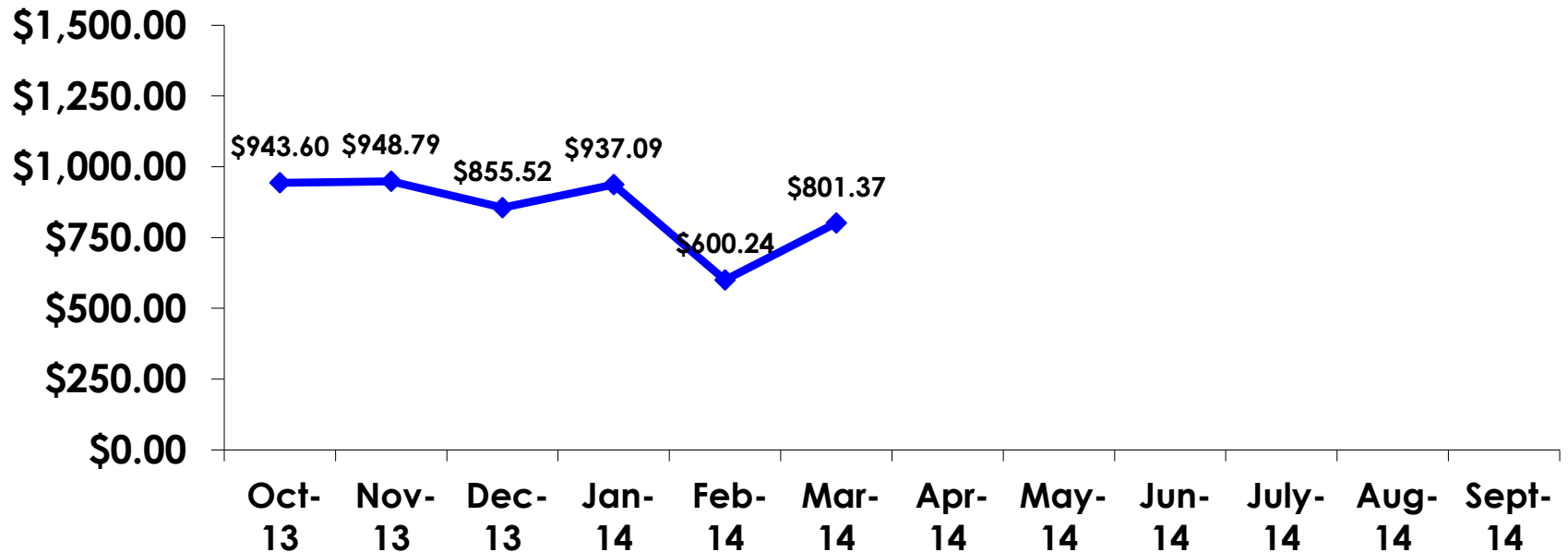
		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Q5A	Previous trip	9%	6%	0%	0%	2%	0%	7%	5%	18%	14%	9%	5%	0%	13%	
	Price	9%	18%	0%	17%	5%	0%	5%	9%	8%	7%	18%	15%	0%	12%	
	Visit friends/ Relatives	3%	6%	0%	17%	0%	0%	0%	3%	4%	2%	11%	0%	0%	5%	
	Recomm- friend/family/trvl agnt	15%	12%	0%	17%	5%	0%	7%	14%	17%	23%	7%	10%	0%	18%	
	Scuba	2%	6%	0%	17%	0%	0%	2%	2%	2%	1%	7%	0%	0%	7%	
	Water sports	9%	24%	0%	0%	8%	0%	3%	9%	12%	13%	9%	10%	0%	34%	
	Short travel time	25%	41%	0%	17%	17%	0%	10%	24%	27%	38%	25%	45%	0%	29%	
	Golf	3%	6%	0%	17%	0%	0%	3%	3%	2%	3%	9%	10%	0%	10%	
	Relax	44%	29%	0%	50%	36%	50%	21%	44%	46%	60%	32%	35%	33%	48%	
	Company/ Business Trip	7%	0%	100%	0%	2%	0%	28%	6%	8%	6%	5%	5%	0%	5%	
	Company Sponsored	14%	0%	50%	17%	0%	0%	83%	11%	18%	6%	9%	25%	0%	11%	
	Convention/ Trade/ Conference	1%	0%	0%	17%	0%	0%	2%	0%	1%	1%	0%	0%	0%	0%	
	Safe	24%	35%	0%	17%	11%	0%	10%	20%	30%	41%	23%	15%	67%	34%	
	Natural beauty	41%	76%	0%	33%	20%	0%	19%	40%	43%	51%	41%	55%	67%	42%	
	Shopping	24%	47%	0%	17%	16%	0%	14%	26%	21%	25%	23%	10%	0%	19%	
	Career Cert/ Testing	1%	0%	0%	0%	0%	0%	2%	2%	0%	0%	9%	0%	0%	0%	
	Married/ Attn wedding	1%	0%	0%	0%	0%	100%	0%	0%	1%	0%	2%	0%	0%	0%	
	Honeymoon	18%	0%	0%	0%	100%	0%	0%	26%	6%	2%	2%	15%	0%	17%	
	Pleasure	14%	29%	0%	0%	3%	50%	5%	14%	15%	16%	27%	20%	33%	24%	
	Organized sports	3%	6%	0%	0%	2%	0%	0%	2%	3%	1%	11%	0%	0%	9%	
	Other	3%	0%	50%	0%	2%	0%	0%	2%	4%	5%	0%	5%	0%	2%	
	Total	Count	351	17	2	6	64	2	58	209	125	106	44	20	3	98

INFORMATION SOURCES - SEGMENTATION

	TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q1 Internet	93%	100%	100%	67%	92%	100%	88%	97%	93%	96%	95%	100%	33%	92%
Travel Agent Brochure	42%	18%	100%	33%	48%	50%	52%	40%	46%	36%	16%	40%	67%	52%
Friend/ Relative	40%	59%	0%	67%	43%	100%	24%	41%	38%	42%	45%	35%	33%	42%
Prior Trip	14%	6%	50%	0%	3%	0%	14%	9%	22%	17%	20%	5%	0%	16%
Co-Worker/ Company Trvl Dept	13%	18%	0%	17%	10%	0%	24%	13%	13%	13%	11%	30%	0%	10%
Travel Guidebook-Bookstore	12%	24%	0%	17%	3%	0%	14%	10%	15%	16%	18%	5%	0%	9%
GVB Office	7%	18%	0%	0%	5%	0%	9%	6%	10%	10%	9%	20%	0%	9%
TV	6%	0%	0%	33%	5%	0%	9%	8%	2%	1%	11%	0%	0%	1%
Magazine (Consumer)	3%	0%	0%	0%	2%	0%	9%	4%	3%	1%	5%	5%	0%	2%
Consumer Trvl Show	2%	6%	0%	0%	2%	50%	0%	1%	2%	0%	9%	0%	0%	3%
Travel Trade Show	1%	0%	0%	0%	0%	0%	3%	2%	1%	0%	5%	5%	0%	3%
GVB Promo	1%	0%	0%	0%	2%	0%	2%	0%	3%	2%	2%	0%	0%	3%
Newspaper	1%	0%	0%	17%	0%	0%	3%	0%	2%	1%	0%	0%	0%	2%
Other	1%	0%	0%	0%	2%	0%	0%	0%	1%	1%	0%	0%	0%	1%
Theater Ad	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%
Radio	1%	0%	0%	17%	2%	0%	2%	0%	0%	0%	0%	0%	0%	1%
Total Count	347	17	2	6	63	2	58	208	125	105	44	20	3	97

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING

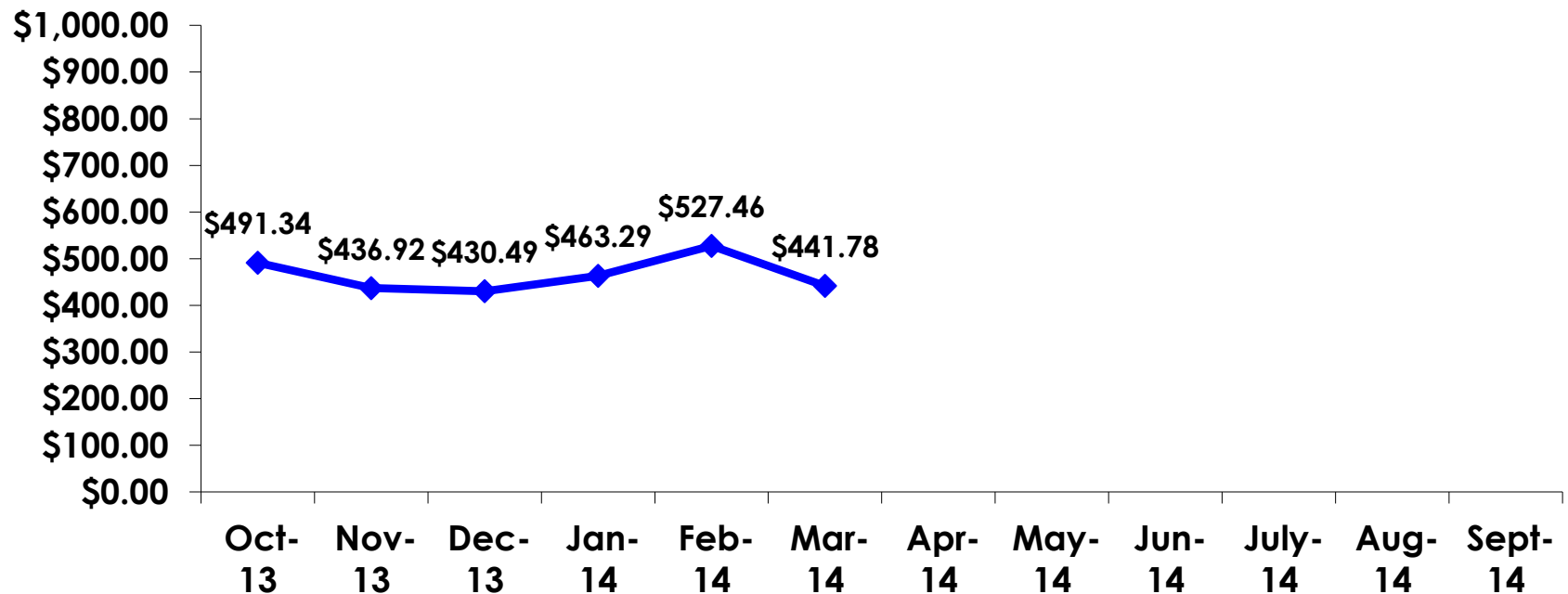


YTD=\$847.65

PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$801.37	\$715.88	\$47.90	\$663.83	\$1,184.58	\$958.02	\$578.84	\$846.19	\$772.52	\$814.51	\$495.30	\$1,087.15	\$638.68	\$758.78
	Median	\$826	\$766	\$48	\$539	\$1,372	\$958	\$495	\$862	\$838	\$838	\$443	\$1,150	\$479	\$786
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$3,449	\$1,437	\$96	\$1,533	\$3,449	\$1,916	\$2,108	\$3,449	\$2,395	\$2,203	\$3,353	\$1,916	\$1,437	\$2,395

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$465.19

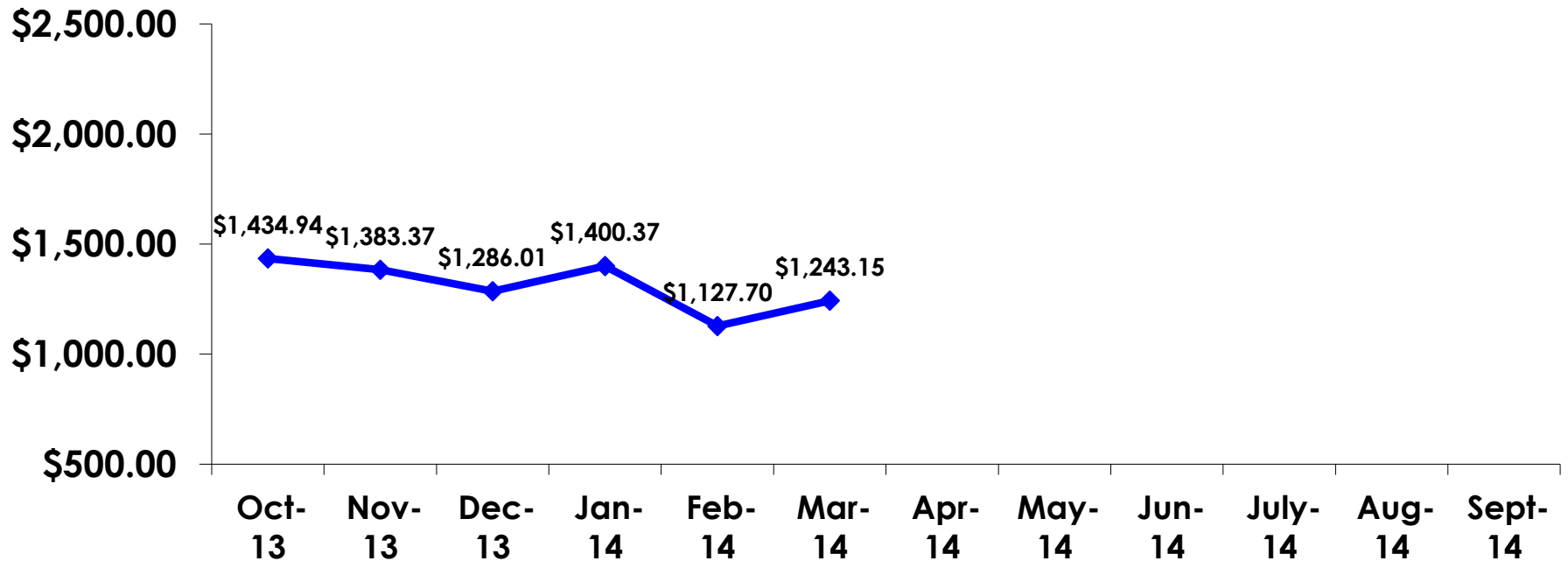
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$441.78	\$493.88	\$561.67	\$420.14	\$589.23	\$550.00	\$490.72	\$478.00	\$380.99	\$261.61	\$563.77	\$389.59	\$683.33	\$428.98
	Median	\$300	\$500	\$562	\$450	\$387	\$550	\$273	\$350	\$250	\$167	\$475	\$317	\$250	\$300
	Minimum	\$0	\$100	\$423	\$88	\$0	\$500	\$0	\$0	\$0	\$0	\$0	\$0	\$150	\$0
	Maximum	\$3,000	\$1,000	\$700	\$733	\$2,150	\$600	\$3,000	\$3,000	\$2,720	\$1,333	\$2,500	\$1,200	\$1,650	\$2,500

ON-ISLAND EXPENSE- BREAKDOWN

		TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
AIR & HOTEL	Mean	\$1,875.14	\$1,317.28	.	\$574.81	\$1,302.91	.	\$1,556.78	\$1,328.66	\$2,808.19	\$2,902.80	\$1,069.79	\$2,203.45	.	\$2,177.83
	Median	\$1,389	\$958	.	\$575	\$1,303	.	\$1,557	\$1,054	\$2,491	\$2,778	\$766	\$2,203	.	\$1,916
	Minimum	\$479	\$766	.	\$575	\$1,303	.	\$575	\$479	\$766	\$766	\$575	\$2,012	.	\$479
	Maximum	\$8,239	\$2,587	.	\$575	\$1,303	.	\$2,682	\$3,353	\$8,239	\$8,239	\$2,587	\$2,395	.	\$8,239
AIR/ HOTEL/ MEAL	Mean	\$2,519.13	\$1,932.01	\$766.42	\$2,315.21	\$2,770.54	\$2,682.45	\$1,977.91	\$2,381.43	\$2,701.72	\$3,162.47	\$1,740.40	\$2,047.77	\$1,820.24	\$2,491.25
	Median	\$2,395	\$1,581	\$766	\$2,012	\$2,874	\$2,682	\$1,437	\$2,108	\$2,874	\$2,874	\$1,557	\$1,533	\$1,820	\$2,587
	Minimum	\$105	\$1,533	\$766	\$1,533	\$958	\$2,682	\$958	\$105	\$766	\$766	\$1,341	\$1,054	\$766	\$1,072
	Maximum	\$10,059	\$2,682	\$766	\$3,401	\$4,311	\$2,682	\$3,832	\$10,059	\$7,185	\$7,856	\$2,682	\$3,832	\$2,874	\$6,706
AIR ONLY	Mean	\$1,156.30	\$1,031.79	.	\$1,916.04	\$934.07	.	.	\$1,071.02	\$1,468.96	\$1,504.09	\$1,138.82	.	.	\$1,513.67
	Median	\$958	\$910	.	\$1,916	\$862	.	.	\$766	\$1,389	\$1,389	\$766	.	.	\$1,437
	Minimum	\$67	\$671	.	\$1,916	\$671	.	.	\$67	\$383	\$383	\$383	.	.	\$671
	Maximum	\$3,353	\$2,012	.	\$1,916	\$1,341	.	.	\$3,353	\$2,874	\$2,874	\$3,353	.	.	\$2,395
HOTEL ONLY	Mean	\$814.32	\$734.48	.	.	\$846.25	.	.	\$767.21	\$927.36	\$867.69	\$656.93	.	.	\$1,025.08
	Median	\$766	\$699	.	.	\$671	.	.	\$719	\$766	\$766	\$632	.	.	\$1,025
	Minimum	\$192	\$326	.	.	\$240	.	.	\$192	\$326	\$326	\$192	.	.	\$326
	Maximum	\$1,724	\$1,150	.	.	\$1,629	.	.	\$1,629	\$1,724	\$1,724	\$1,150	.	.	\$1,724
HOTEL & MEAL	Mean	\$1,173.57	\$1,341.23	\$1,532.83	\$814.32	\$989.95	\$1,341.23	.	.	\$1,724.44
	Median	\$1,245	\$1,341	\$1,533	\$814	\$1,150	\$1,341	.	.	\$1,724
	Minimum	\$479	\$1,341	\$1,341	\$479	\$479	\$1,341	.	.	\$1,724
	Maximum	\$1,724	\$1,341	\$1,724	\$1,150	\$1,341	\$1,341	.	.	\$1,724
F&B HOTEL	Mean	\$100.59	.	.	.	\$95.80	.	\$38.32	\$67.06	\$134.12	\$191.60	.	.	.	\$143.70
	Median	\$86	.	.	.	\$96	.	\$38	\$67	\$134	\$192	.	.	.	\$144
	Minimum	\$38	.	.	.	\$96	.	\$38	\$38	\$77	\$192	.	.	.	\$96
	Maximum	\$192	.	.	.	\$96	.	\$38	\$96	\$192	\$192	.	.	.	\$192
TRANS- KOREA	Mean	\$104.19	\$57.48	.	.	\$53.42	.	\$74.25	\$96.54	\$112.47	\$162.86	\$43.11	\$239.50	.	\$108.14
	Median	\$48	\$57	.	.	\$66	.	\$67	\$67	\$48	\$48	\$29	\$240	.	\$81
	Minimum	\$10	\$19	.	.	\$10	.	\$19	\$10	\$19	\$38	\$19	\$240	.	\$10
	Maximum	\$575	\$96	.	.	\$96	.	\$144	\$287	\$575	\$575	\$96	\$240	.	\$287
TRANS- GUAM	Mean	\$148.49	\$196.39	.	.	\$167.65	.	\$57.48	\$159.67	\$134.12	\$126.67	\$196.39	.	.	\$149.45
	Median	\$144	\$192	.	.	\$168	.	\$57	\$144	\$144	\$105	\$192	.	.	\$144
	Minimum	\$38	\$96	.	.	\$144	.	\$57	\$96	\$38	\$38	\$96	.	.	\$86
	Maximum	\$307	\$307	.	.	\$192	.	\$57	\$307	\$230	\$230	\$307	.	.	\$230
OPT TOURS	Mean	\$298.63	\$95.80	\$191.60	\$479.01	\$286.04	\$469.43	\$435.42	\$394.48	\$181.00	\$405.56	\$95.80	\$191.60	.	\$247.29
	Median	\$192	\$96	\$192	\$479	\$287	\$469	\$201	\$192	\$192	\$192	\$96	\$192	.	\$192
	Minimum	\$38	\$96	\$192	\$479	\$192	\$469	\$67	\$96	\$38	\$38	\$96	\$192	.	\$72
	Maximum	\$2,682	\$96	\$192	\$479	\$441	\$469	\$2,682	\$2,682	\$431	\$2,682	\$96	\$192	.	\$479
OTHER	Mean	\$320.78	\$251.00	.	\$95.80	\$114.96	\$680.19	\$273.04	\$229.37	\$430.55	\$357.49	\$251.00	\$814.32	\$191.60	\$327.20
	Median	\$96	\$251	.	\$96	\$38	\$680	\$105	\$96	\$105	\$134	\$251	\$814	\$192	\$96
	Minimum	\$5	\$23	.	\$96	\$19	\$680	\$5	\$5	\$19	\$19	\$23	\$671	\$192	\$19
	Maximum	\$2,874	\$479	.	\$96	\$479	\$680	\$613	\$958	\$2,874	\$958	\$479	\$958	\$192	\$2,874
TOTAL	Mean	\$1,813.92	\$1,579.61	\$47.90	\$1,684.52	\$2,205.99	\$1,916.04	\$1,043.25	\$1,636.21	\$2,159.93	\$2,736.05	\$844.80	\$1,961.55	\$1,277.36	\$1,788.69
	Median	\$1,533	\$1,533	\$48	\$1,772	\$2,539	\$1,916	\$575	\$1,437	\$2,108	\$2,874	\$570	\$1,533	\$958	\$1,629
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$10,059	\$3,353	\$96	\$3,497	\$4,311	\$3,832	\$4,790	\$10,059	\$8,239	\$8,239	\$3,353	\$4,119	\$2,874	\$8,239

TOTAL EXPENDITURES – TRACKING



YTD=\$1,312.48

TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$1,243.15	\$1,209.77	\$609.57	\$1,083.97	\$1,773.80	\$1,508.02	\$1,069.57	\$1,324.19	\$1,153.50	\$1,076.12	\$1,059.08	\$1,476.74	\$1,322.01	\$1,187.76
	Median	\$1,176	\$1,301	\$610	\$950	\$1,780	\$1,508	\$1,000	\$1,266	\$1,085	\$1,005	\$935	\$1,474	\$729	\$1,112
	Minimum	\$0	\$300	\$519	\$460	\$0	\$500	\$0	\$0	\$0	\$0	\$0	\$0	\$150	\$0
	Maximum	\$4,649	\$1,958	\$700	\$2,266	\$4,649	\$2,516	\$4,396	\$4,649	\$4,157	\$2,577	\$3,763	\$2,637	\$3,087	\$3,466

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, Oct, Nov, Dec 2013, Jan, Feb, Mar 2014, and Overall Oct-2013 - Mar 2014

	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Combin ed Oct- 2013 - Mar 2014
Drivers:	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks				5			4
Ease of getting around					3		
Safety walking around at night						3	7
Quality of daytime tours				3	1	1	1
Variety of daytime tours	2						
Quality of nighttime tours							
Variety of nighttime tours							
Quality of shopping		4					
Variety of shopping			3				5
Price of things on Guam							
Quality of hotel accommodations	4	2	4		2	4	3
Quality/cleanliness of air, sky	3	5			4		6
Quality/cleanliness of parks		1		4			
Quality of landscape in Tumon			2			2	
Quality of landscape in Guam	5			1			8
Quality of ground handler							
Quality/cleanliness of transportation vehicles	1	3	1	2		5	2
% of Per Person On Island Expenditures Accounted For	48.6%	49.2%	44.8%	40.8%	38.7%	46.3%	43.5%

NOTE: Only significant drivers are included.

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by five significant factors in the March 2014 Period. By rank order they are:
 - **Quality of day time tours,**
 - **Quality of landscape in Tumon,**
 - **Safety walking around at night,**
 - **Quality of hotel accommodations, and**
 - **Quality/cleanliness of transportation vehicles.**
- With all five factors the overall r^2 is .463 meaning that **46.3% of overall satisfaction is accounted for by these factors.**

Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2012, Jan, Feb, Mar 2013 and Overall Oct-2013-Mar 2014							
	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Combined Oct-2013-Mar 2014
Drivers:	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks							
Ease of getting around							
Safety walking around at night				4			
Quality of daytime tours		1					
Variety of daytime tours							
Quality of nighttime tours							2
Variety of nighttime tours	1						
Quality of shopping			2	2			1
Variety of shopping				3			
Price of things on Guam				1			
Quality of hotel accommodations							
Quality/cleanliness of air, sky							
Quality/cleanliness of parks			1	5			
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	2.3%	1.1%	4.2%	11.5%	0.0%	0.0%	2.2%

NOTE: Only significant drivers are included.

Drivers of Per Person On Island Expenditure

- **Per Person On Island Expenditure** of Korean visitors on Guam is driven by no significant factors in the March 2014 Period.