



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2015 Market Segmentation

DECEMBER 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 **350** 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 **350** is +/- 5.23 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 +/- 5.23 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

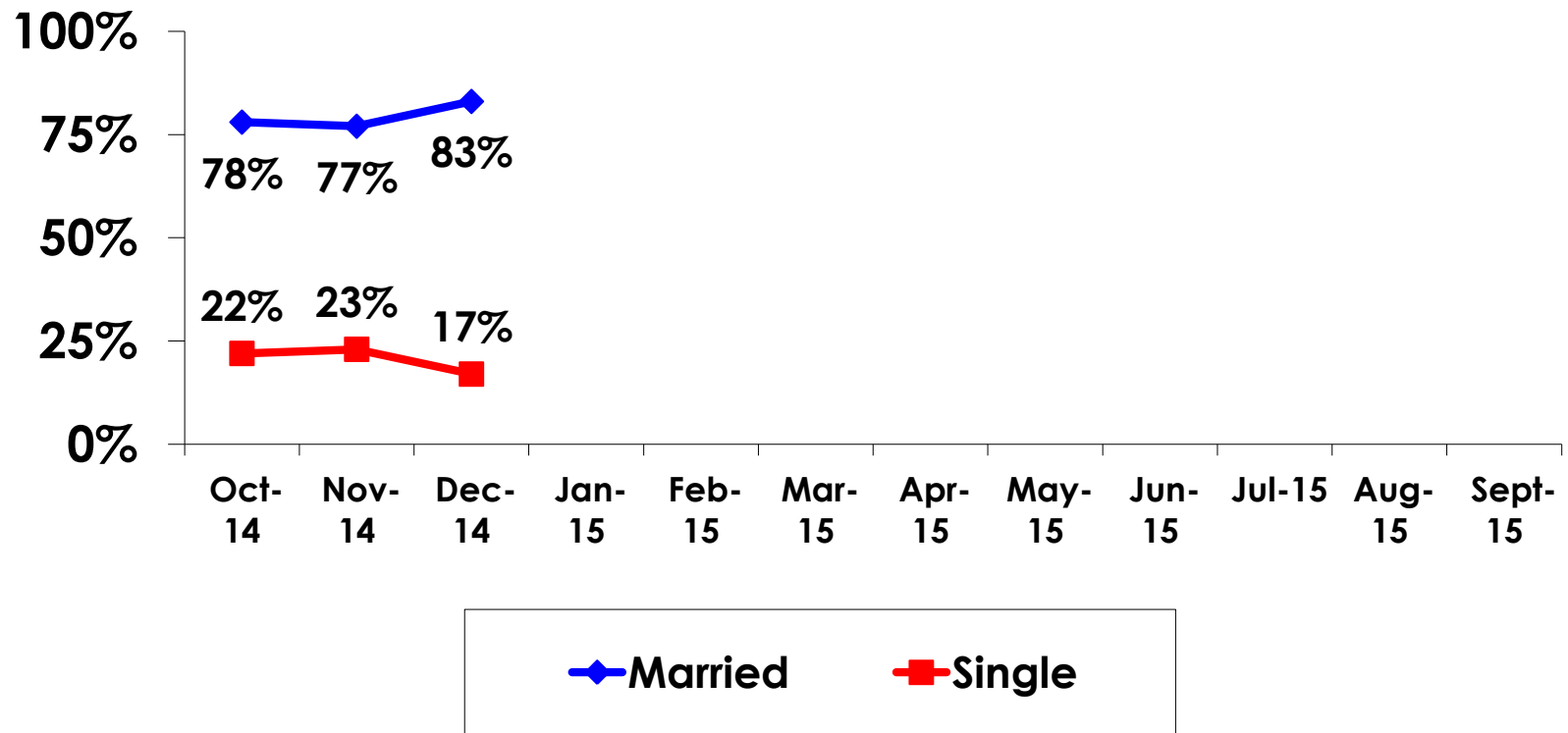
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors –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

Highlighted Segments

	Oct 14	Nov 14	Dec 14	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sept 15
Family/ FIT	8%	9%	14%									
Group	2%	2%	1%									
Eng Language	1%	0%	0%									
Honeymoon	9%	17%	15%									
Wedding	1%	1%	1%									
Incentive	6%	7%	9%									
18-35	60%	55%	53%									
36-55	39%	43%	45%									
Child	44%	33%	45%									
FIT	20%	14%	17%									
Golden Miss	4%	5%	5%									
Senior	1%	1%	1%									
Sport	30%	42%	28%									
TOTAL	351	350	350									

SECTION 1 **PROFILE OF RESPONDENTS**

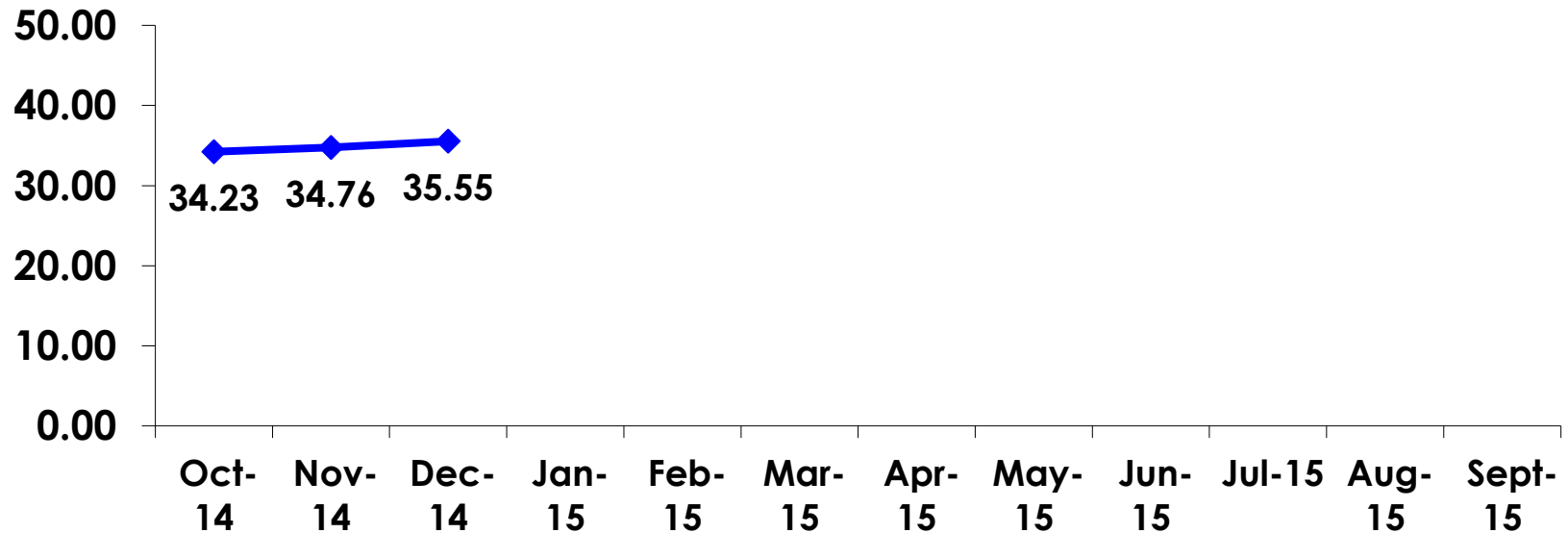
MARITAL STATUS - TRACKING



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	288	42	2	0	48	2	19	134	147	150	43	11	3	77
		Column N %	83%	84%	67%	0%	96%	67%	61%	73%	92%	96%	74%	69%	100%	79%
	Single	Count	61	8	1	1	2	1	12	49	12	7	15	5	0	21
		Column N %	17%	16%	33%	100%	4%	33%	39%	27%	8%	4%	26%	31%	0%	21%
	Total	Count	349	50	3	1	50	3	31	183	159	157	58	16	3	98

AVERAGE AGE - TRACKING



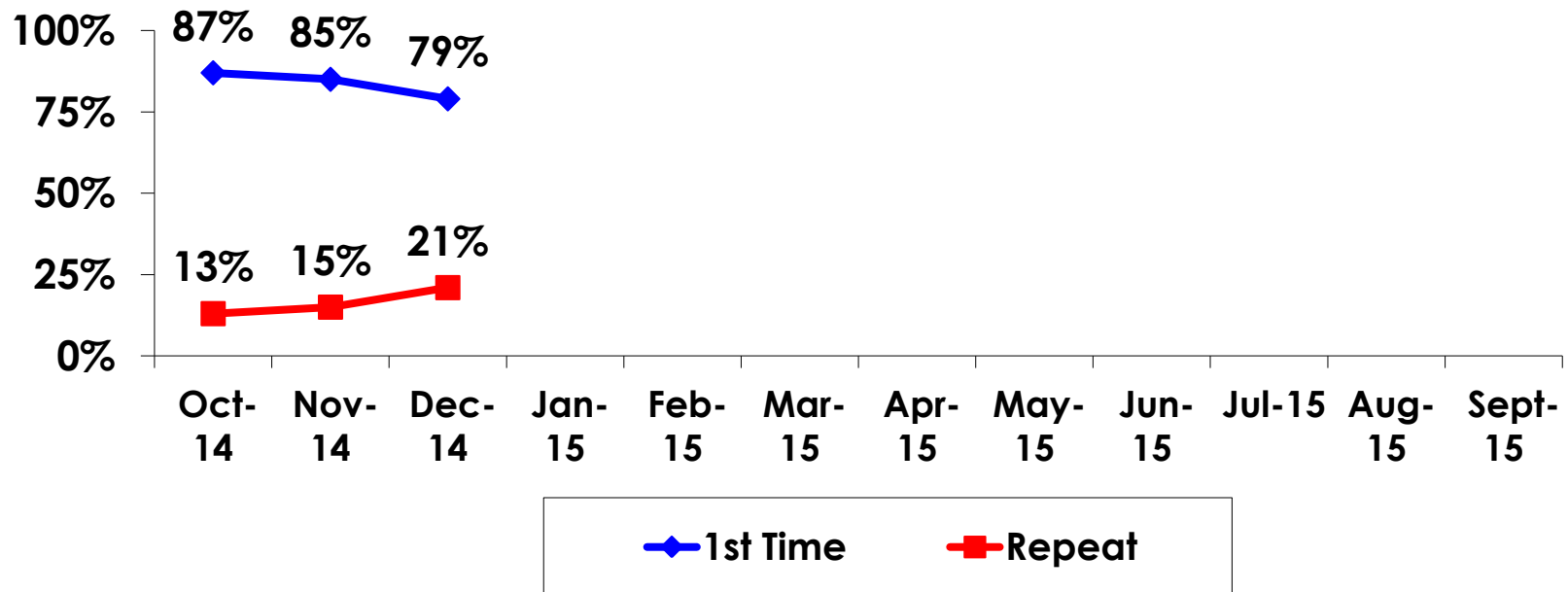
AGE- SEGMENTATION

			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	18	2	0	1	4	1	2	18	0	1	3	0	0	9
		Column N %	5%	4%	0%	100%	8%	33%	6%	10%	0%	1%	5%	0%	0%	9%
	25-34	Count	142	24	1	0	41	2	13	142	0	30	31	7	0	41
		Column N %	41%	48%	33%	0%	80%	67%	42%	77%	0%	19%	53%	44%	0%	41%
	35-49	Count	177	21	2	0	6	0	14	24	153	124	21	9	0	45
		Column N %	51%	42%	67%	0%	12%	0%	45%	13%	96%	79%	36%	56%	0%	45%
	50+	Count	13	3	0	0	0	0	2	0	6	2	3	0	3	4
		Column N %	4%	6%	0%	0%	0%	0%	6%	0%	4%	1%	5%	0%	100%	4%
	Total	Count	350	50	3	1	51	3	31	184	159	157	58	16	3	99
QF	Mean		35.55	35.52	36.67	21.00	29.90	26.33	35.26	30.05	40.83	38.41	34.52	36.13	62.00	34.90
	Median		35	34	38	21	30	25	35	31	40	38	33	36	61	34

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	6	1	0	0	2	0	0	5	1	0	1	0	0	3
		Column N %	2%	2%	0%	0%	4%	0%	0%	3%	1%	0%	2%	0%	0%	0%
KW12.0M-KW24.0M	KW12.0M-KW24.0M	Count	16	0	1	1	6	0	6	16	0	3	1	1	0	7
		Column N %	5%	0%	33%	100%	13%	0%	21%	9%	0%	2%	2%	7%	0%	8%
KW24.0M-KW36.0M	KW24.0M-KW36.0M	Count	50	8	1	0	18	2	9	40	9	4	10	4	0	20
		Column N %	15%	17%	33%	0%	38%	100%	32%	23%	6%	3%	18%	29%	0%	22%
KW36.0M-KW48.0M	KW36.0M-KW48.0M	Count	51	11	0	0	10	0	3	32	19	21	12	2	0	12
		Column N %	16%	23%	0%	0%	21%	0%	11%	19%	13%	14%	22%	14%	0%	13%
KW48.0M-KW60.0M	KW48.0M-KW60.0M	Count	59	9	0	0	9	0	2	36	23	29	10	1	0	16
		Column N %	18%	19%	0%	0%	19%	0%	7%	21%	15%	20%	18%	7%	0%	17%
KW60.0M-KW72.0M	KW60.0M-KW72.0M	Count	36	3	0	0	0	0	3	9	24	20	4	1	2	6
		Column N %	11%	6%	0%	0%	0%	0%	11%	5%	16%	14%	7%	7%	67%	7%
KW72.0M+	KW72.0M+	Count	98	14	1	0	3	0	5	27	69	65	16	5	1	25
		Column N %	30%	30%	33%	0%	6%	0%	18%	16%	46%	44%	29%	36%	33%	27%
No Income	No Income	Count	11	1	0	0	0	0	0	7	4	5	1	0	0	3
		Column N %	3%	2%	0%	0%	0%	0%	0%	4%	3%	3%	2%	0%	0%	3%
Total	Count	327	47	3	1	48	2	28	172	149	147	55	14	3	92	

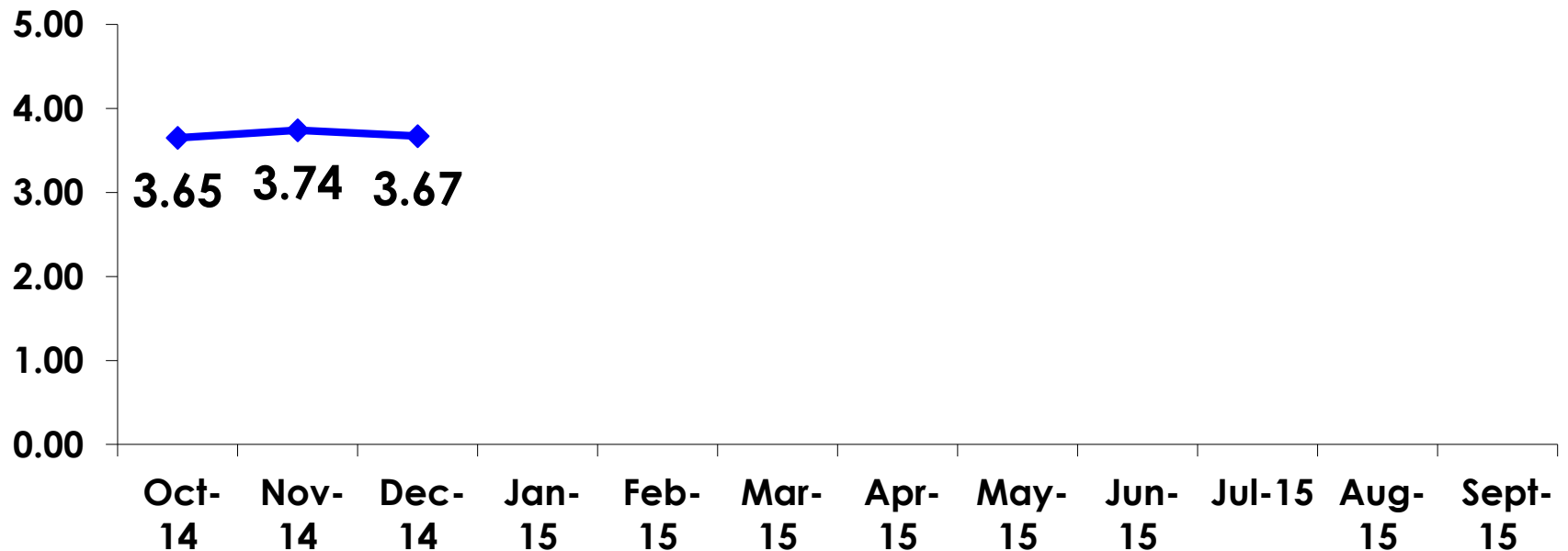
PRIOR TRIPS TO GUAM - TRACKING



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	276	33	2	1	50	3	23	162	109	108	39	13	2	81
		Column N %	79%	66%	67%	100%	98%	100%	74%	88%	69%	69%	67%	81%	67%	82%
	No	Count	74	17	1	0	1	0	8	22	50	49	19	3	1	18
		Column N %	21%	34%	33%	0%	2%	0%	26%	12%	31%	31%	33%	19%	33%	18%
Total	Count	350	50	3	1	51	3	31	184	159	157	58	16	3	99	

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	3.67	4.20	3.00	3.00	4.08	3.00	3.55	3.63	3.65	3.64	4.16	3.44	5.33	3.71
Median	3	4	3	3	4	3	3	3	3	3	4	3	4	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	125	0	0	0	25	0	10	54	69	68	0	9	1	39
		Column N %	36%	0%	0%	0%	49%	0%	33%	30%	43%	43%	0%	56%	33%	39%
	Free-time package tour	Count	147	0	0	0	19	2	1	80	65	67	0	3	0	31
		Column N %	42%	0%	0%	0%	37%	67%	3%	44%	41%	43%	0%	19%	0%	31%
	Individually arranged travel (FIT)	Count	58	50	0	0	7	1	0	38	19	21	58	2	1	17
		Column N %	17%	100%	0%	0%	14%	33%	0%	21%	12%	13%	100%	13%	33%	17%
	Group tour	Count	3	0	3	0	0	0	3	1	2	0	0	1	0	2
		Column N %	1%	0%	100%	0%	0%	0%	10%	1%	1%	0%	0%	6%	0%	2%
	Company paid travel	Count	16	0	0	1	0	0	16	10	4	1	0	1	1	10
		Column N %	5%	0%	0%	100%	0%	0%	53%	5%	3%	1%	0%	6%	33%	10%
	Total	Count	349	50	3	1	51	3	30	183	159	157	58	16	3	99

TRAVEL MOTIVATION - SEGMENTATION

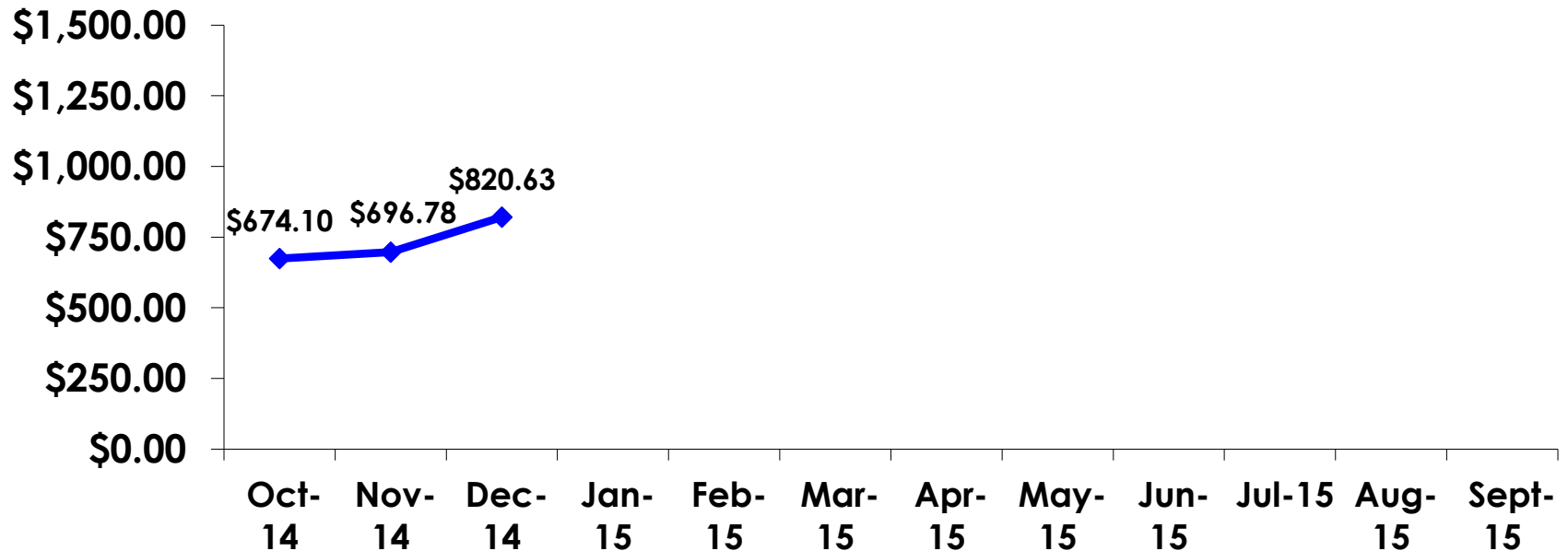
		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	14%	24%	0%	0%	2%	0%	0%	8%	21%	23%	22%	0%	0%	11%
	Price	8%	12%	0%	0%	8%	67%	3%	9%	8%	7%	17%	13%	0%	12%
	Visit friends/ Relatives	3%	12%	0%	0%	0%	0%	0%	1%	5%	5%	10%	6%	33%	2%
	Recomm- friend/family/trvl agnt	13%	12%	0%	0%	12%	0%	3%	14%	12%	12%	12%	13%	0%	8%
	Scuba	1%	2%	0%	0%	2%	0%	0%	2%	1%	1%	2%	0%	0%	5%
	Water sports	11%	16%	0%	0%	8%	0%	10%	13%	9%	10%	19%	19%	0%	38%
	Short travel time	31%	38%	0%	0%	18%	0%	6%	29%	35%	34%	40%	44%	0%	27%
	Golf	1%	0%	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	4%
	Relax	57%	66%	33%	0%	41%	0%	16%	53%	62%	63%	67%	69%	33%	55%
	Company/ Business Trip	4%	2%	0%	100%	0%	0%	35%	3%	3%	1%	2%	0%	33%	8%
	Company Sponsored	6%	0%	100%	0%	0%	0%	71%	8%	4%	1%	0%	25%	0%	13%
	Safe	27%	32%	33%	0%	12%	0%	10%	21%	34%	31%	33%	6%	0%	30%
	Natural beauty	51%	50%	100%	0%	35%	33%	19%	48%	53%	56%	50%	56%	33%	54%
	Shopping	26%	32%	0%	0%	20%	0%	3%	32%	21%	27%	31%	25%	0%	28%
	Married/ Attn wedding	1%	2%	0%	0%	4%	100%	0%	2%	0%	0%	2%	0%	0%	0%
	Honeymoon	15%	14%	0%	0%	100%	67%	0%	27%	1%	1%	12%	6%	0%	12%
	Pleasure	12%	14%	33%	0%	8%	33%	6%	14%	11%	13%	14%	0%	0%	15%
	Organized sports	1%	4%	0%	0%	4%	0%	0%	2%	0%	0%	3%	0%	0%	4%
	Other	3%	0%	0%	0%	2%	0%	3%	3%	4%	4%	0%	0%	0%	2%
	Total	Count	350	50	3	1	51	3	31	184	159	157	58	16	99

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%	94%	67%	100%	98%	100%	90%	97%	89%	93%	93%	94%	33%	95%
Friend/ Relative	38%	38%	33%	0%	50%	67%	32%	40%	35%	35%	36%	38%	33%	38%
Travel Agent Brochure	31%	6%	0%	0%	32%	0%	26%	28%	35%	35%	7%	44%	0%	30%
Prior Trip	20%	30%	33%	0%	2%	0%	26%	11%	30%	29%	29%	19%	33%	17%
Co-Worker/ Company Trvl Dept	12%	12%	33%	100%	8%	0%	32%	13%	11%	10%	10%	13%	33%	17%
Travel Guidebook-Bookstore	11%	14%	33%	0%	14%	0%	6%	13%	11%	9%	19%	25%	0%	12%
GVB Office	9%	20%	33%	0%	4%	0%	3%	10%	8%	11%	19%	13%	0%	9%
Magazine (Consumer)	5%	4%	0%	0%	0%	0%	3%	3%	6%	6%	5%	6%	0%	6%
TV	5%	2%	0%	0%	6%	0%	6%	3%	6%	5%	2%	0%	33%	4%
Consumer Trvl Show	1%	0%	0%	0%	2%	0%	0%	1%	1%	1%	0%	0%	0%	3%
GVB Promo	1%	2%	0%	0%	0%	0%	3%	1%	1%	1%	2%	0%	33%	1%
Other	1%	2%	0%	0%	0%	0%	0%	1%	1%	2%	2%	0%	0%	3%
Travel Trade Show	1%	0%	0%	0%	0%	0%	3%	1%	1%	2%	0%	6%	0%	3%
Radio	1%	0%	0%	0%	0%	0%	3%	0%	1%	1%	0%	0%	33%	0%
Newspaper	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	33%	0%
Total	Count 349	50	3	1	50	3	31	183	159	157	58	16	3	99

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING

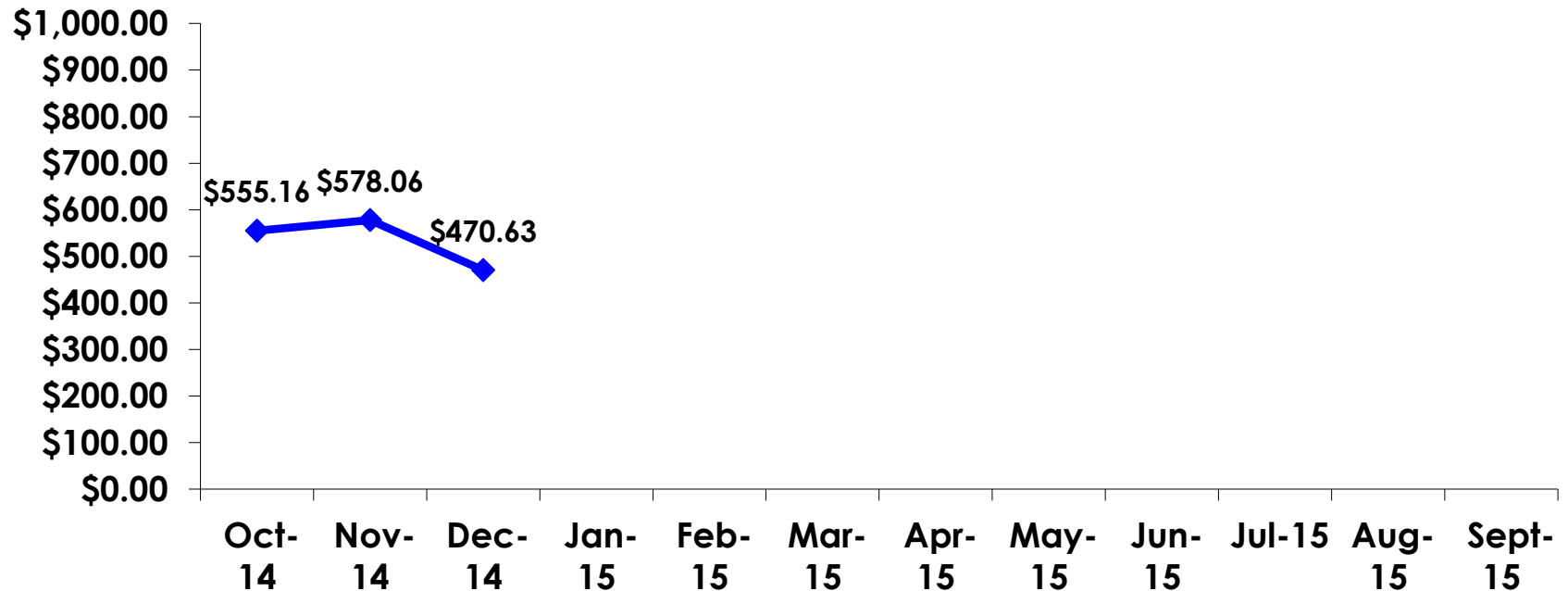


YTD=\$730.45

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	\$820.63	\$692.38	\$363.76	\$45.47	\$1,225.39	\$712.37	\$231.60	\$861.33	\$778.58	\$813.07	\$689.39	\$574.99	\$555.75	\$801.82
	Median	\$818	\$682	\$0	\$45	\$1,137	\$909	\$0	\$818	\$807	\$807	\$682	\$678	\$667	\$909
	Minimum	\$0	\$0	\$0	\$45	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$7,912	\$1,910	\$1,091	\$45	\$7,275	\$1,228	\$2,092	\$7,912	\$4,547	\$7,912	\$2,183	\$1,619	\$1,000	\$2,183

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$534.64

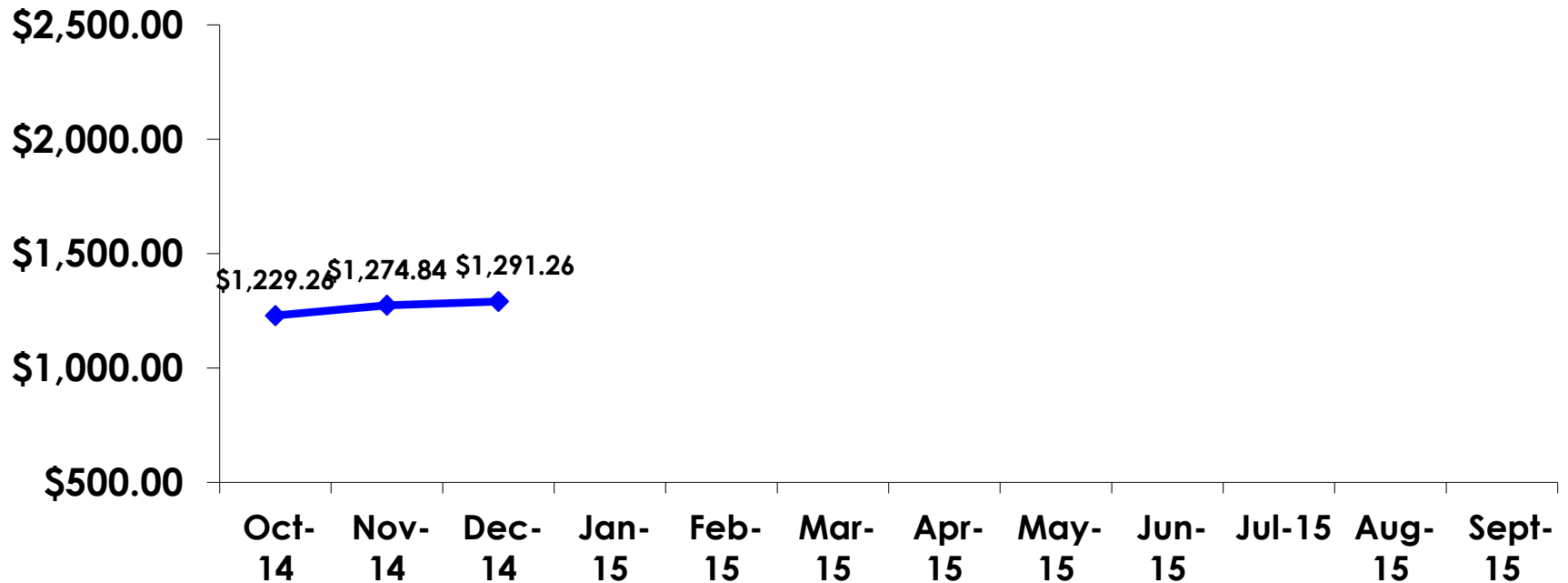
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		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	\$470.63	\$632.80	\$370.00	\$281.00	\$692.28	\$400.00	\$436.23	\$550.40	\$361.10	\$328.95	\$618.53	\$380.83	\$1,071.56	\$581.56
	Median	\$333	\$500	\$220	\$281	\$500	\$450	\$200	\$500	\$250	\$250	\$500	\$247	\$1,430	\$400
	Minimum	\$0	\$0	\$200	\$281	\$0	\$250	\$0	\$0	\$0	\$0	\$0	\$0	\$118	\$0
	Maximum	\$3,000	\$2,360	\$690	\$281	\$2,360	\$500	\$3,000	\$2,360	\$3,000	\$2,024	\$2,360	\$1,333	\$1,667	\$3,000

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	\$2,721.37	\$2,218.95	.	.	\$2,371.07	\$2,455.39	\$1,314.09	\$1,969.39	\$3,572.29	\$3,933.87	\$2,082.54	\$2,361.42	.	\$2,932.38
	Median	\$2,274	\$2,228	.	.	\$2,183	\$2,455	\$1,314	\$1,819	\$3,183	\$3,183	\$2,001	\$2,137	.	\$2,683
	Minimum	\$637	\$1,364	.	.	\$1,346	\$2,455	\$1,264	\$637	\$846	\$728	\$709	\$709	.	\$909
	Maximum	\$11,822	\$3,183	.	.	\$4,729	\$2,455	\$1,364	\$4,729	\$11,822	\$11,822	\$3,183	\$4,183	.	\$11,822
AIR/ HOTEL/ MEAL	Mean	\$3,093.07	\$3,577.86	\$1,091.29	.	\$2,899.91	\$1,818.81	\$1,894.59	\$2,707.49	\$3,521.69	\$3,582.76	\$3,577.86	\$2,837.34	\$2,000.69	\$3,257.58
	Median	\$2,728	\$3,638	\$1,091	.	\$2,728	\$1,819	\$2,092	\$2,592	\$3,456	\$3,456	\$3,638	\$3,165	\$2,001	\$3,137
	Minimum	\$864	\$2,546	\$1,091	.	\$1,182	\$1,819	\$1,091	\$864	\$909	\$864	\$2,546	\$1,382	\$2,001	\$909
	Maximum	\$10,913	\$4,820	\$1,091	.	\$6,102	\$1,819	\$2,501	\$7,912	\$10,913	\$10,913	\$4,820	\$3,638	\$2,001	\$7,275
AIR ONLY	Mean	\$1,378.52	\$1,292.65	.	.	\$1,121.60	.	.	\$974.64	\$1,888.35	\$1,778.13	\$1,154.94	.	\$2,000.69	\$1,812.31
	Median	\$1,182	\$1,364	.	.	\$1,091	.	.	\$909	\$1,364	\$1,364	\$1,273	.	\$2,001	\$1,364
	Minimum	\$273	\$318	.	.	\$909	.	.	\$273	\$318	\$318	\$273	.	\$2,001	\$273
	Maximum	\$8,003	\$2,001	.	.	\$1,364	.	.	\$1,819	\$8,003	\$8,003	\$2,001	.	\$2,001	\$8,003
HOTEL ONLY	Mean	\$760.00	\$766.00	.	.	\$909.41	.	.	\$741.73	\$818.46	\$727.52	\$792.89	\$909.41	.	\$805.47
	Median	\$728	\$728	.	.	\$909	.	.	\$728	\$537	\$728	\$728	\$909	.	\$637
	Minimum	\$182	\$364	.	.	\$909	.	.	\$182	\$182	\$182	\$182	\$909	.	\$182
	Maximum	\$2,183	\$1,364	.	.	\$909	.	.	\$2,183	\$1,546	\$1,546	\$2,183	\$909	.	\$2,183
HOTEL & MEAL	Mean	\$922.24	\$788.15	.	.	\$909.41	.	.	\$909.41	\$932.50	\$670.99	\$788.15	.	.	\$727.52
	Median	\$909	\$909	.	.	\$909	.	.	\$818	\$1,182	\$682	\$909	.	.	\$728
	Minimum	\$25	\$91	.	.	\$909	.	.	\$637	\$25	\$25	\$91	.	.	\$728
	Maximum	\$1,819	\$1,364	.	.	\$909	.	.	\$1,364	\$1,819	\$1,364	\$1,364	.	.	\$728
F&B HOTEL	Mean
	Median
	Minimum
	Maximum
TRANS- KOREA	Mean	\$70.07	\$19.40	.	\$45.47	\$227.96	.	\$45.47	\$80.17	\$48.20	\$52.36	\$19.10	\$169.15	.	\$73.21
	Median	\$45	\$18	.	\$45	\$318	.	\$45	\$45	\$33	\$45	\$18	\$169	.	\$50
	Minimum	\$14	\$18	.	\$45	\$45	.	\$45	\$18	\$14	\$18	\$18	\$18	.	\$18
	Maximum	\$320	\$22	.	\$45	\$320	.	\$45	\$320	\$146	\$146	\$22	\$320	.	\$318
TRANS- GUAM	Mean	\$141.69	\$213.71	.	.	\$113.68	.	.	\$108.83	\$190.98	\$115.19	\$213.71	.	.	\$63.05
	Median	\$114	\$159	.	.	\$114	.	.	\$114	\$132	\$82	\$159	.	.	\$45
	Minimum	\$7	\$82	.	.	\$91	.	.	\$7	\$45	\$45	\$82	.	.	\$7
	Maximum	\$455	\$455	.	.	\$136	.	.	\$218	\$455	\$218	\$455	.	.	\$136
OPT TOURS	Mean	\$380.45	\$40.92	.	.	\$348.67	.	.	\$342.12	\$435.22	\$306.92	\$202.34	\$105.49	.	\$380.43
	Median	\$364	\$41	.	.	\$336	.	.	\$364	\$364	\$341	\$202	\$105	.	\$364
	Minimum	\$41	\$41	.	.	\$170	.	.	\$41	\$182	\$182	\$41	\$41	.	\$41
	Maximum	\$909	\$41	.	.	\$537	.	.	\$537	\$909	\$364	\$364	\$170	.	\$909
OTHER	Mean	\$246.37	\$215.23	.	.	\$275.55	.	\$72.75	\$242.81	\$253.50	\$74.05	\$215.23	\$20.01	.	\$172.79
	Median	\$91	\$73	.	.	\$223	.	\$73	\$127	\$91	\$64	\$73	\$20	.	\$64
	Minimum	\$9	\$9	.	.	\$20	.	\$73	\$9	\$45	\$9	\$9	\$20	.	\$45
	Maximum	\$1,091	\$564	.	.	\$637	.	\$73	\$728	\$1,091	\$182	\$564	\$20	.	\$728
TOTAL	Mean	\$2,118.50	\$1,854.80	\$363.76	\$45.47	\$2,126.06	\$1,424.73	\$271.94	\$1,732.28	\$2,598.09	\$2,790.92	\$1,725.97	\$1,687.29	\$1,333.79	\$2,231.92
	Median	\$1,819	\$1,819	\$0	\$45	\$1,910	\$1,819	\$0	\$1,687	\$2,364	\$2,728	\$1,778	\$1,364	\$2,001	\$1,973
	Minimum	\$0	\$0	\$0	\$45	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$11,822	\$4,902	\$1,091	\$45	\$7,275	\$2,455	\$2,501	\$7,912	\$11,822	\$11,822	\$4,902	\$4,183	\$2,001	\$11,822

TOTAL EXPENDITURES – TRACKING



YTD=\$1,265.09

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	\$1,274.84	\$927.09	\$747.02	\$850.00	\$2,138.26	\$1,536.28	\$637.68	\$1,419.38	\$1,125.28	\$970.28	\$1,015.77	\$1,425.55	\$1,491.84	\$1,486.19
Median	\$1,171	\$863	\$850	\$850	\$1,908	\$1,320	\$478	\$1,300	\$1,083	\$953	\$845	\$1,128	\$1,492	\$1,415
Minimum	\$0	\$0	\$0	\$850	\$0	\$700	\$0	\$0	\$0	\$0	\$0	\$0	\$1,086	\$0
Maximum	\$6,444	\$2,691	\$1,299	\$850	\$5,854	\$2,805	\$1,764	\$6,444	\$3,710	\$3,108	\$6,444	\$3,444	\$1,898	\$6,444

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 2014, and Overall Oct-Dec 2014				
	Oct-14	Nov-14	Dec-14	Combin ed Oct- Dec 2014
Drivers:	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks	3	2	7	2
Ease of getting around				
Safety walking around at night			5	
Quality of daytime tours				
Variety of daytime tours				
Quality of nighttime tours				7
Variety of nighttime tours				
Quality of shopping				
Variety of shopping	2		4	3
Price of things on Guam				
Quality of hotel accommodations			2	5
Quality/cleanliness of air, sky		4		6
Quality/cleanliness of parks				
Quality of landscape in Tumon				
Quality of landscape in Guam	1	1	3	1
Quality of ground handler		3	1	4
Quality/cleanliness of transportation vehicles			6	
% of Overall Satisfaction Accounted For:	36.8%	24.8%	52.2%	37.1%
NOTE: Only significant drivers are included.				

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by Seven significant factors in the December 2014 Period. By rank order they are:
 - **Quality of ground handler,**
 - **Quality of hotel accommodations,**
 - **Quality of landscape in Guam,**
 - **Variety of shopping,**
 - **Safety walking around at night,**
 - **Quality/cleanliness of transportation vehicles, and,**
 - **Quality & cleanliness of beaches & parks.**
- With all seven factors the overall r^2 is .522 meaning that **52.2% of overall satisfaction is accounted for by these factors.**

Comparison of Drivers of Per Person On Isle Expenditure, Oct, Nov, Dec 2014, and Overall Oct-Dec 2014				
	Oct-14	Nov-14	Dec-14	Combin ed Oct- Dec 2014
Drivers:	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks				
Ease of getting around				4
Safety walking around at night				5
Quality of daytime tours				
Variety of daytime tours				
Quality of nighttime tours			1	2
Variety of nighttime tours		2		
Quality of shopping		3	2	3
Variety of shopping				
Price of things on Guam	2	1		1
Quality of hotel accommodations				
Quality/cleanliness of air, sky				
Quality/cleanliness of parks				
Quality of landscape in Tumon	1			
Quality of landscape in Guam		4		
Quality of ground handler				
Quality/cleanliness of transportation vehicles				
% of Per Person On Island Expenditures Accounted For	6.6%	9.7%	2.4%	5.1%
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 two significant factors in the December 2014 Period. By rank order they are:
 - **Quality of night time tours, and**
 - **Quality of shopping.**
- With these factors, the overall r^2 is .024 meaning that **2.4% of per person on island expenditure is accounted for by these factors.**