



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2015 Market Segmentation

FEBRUARY 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 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 +/- 5.23 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

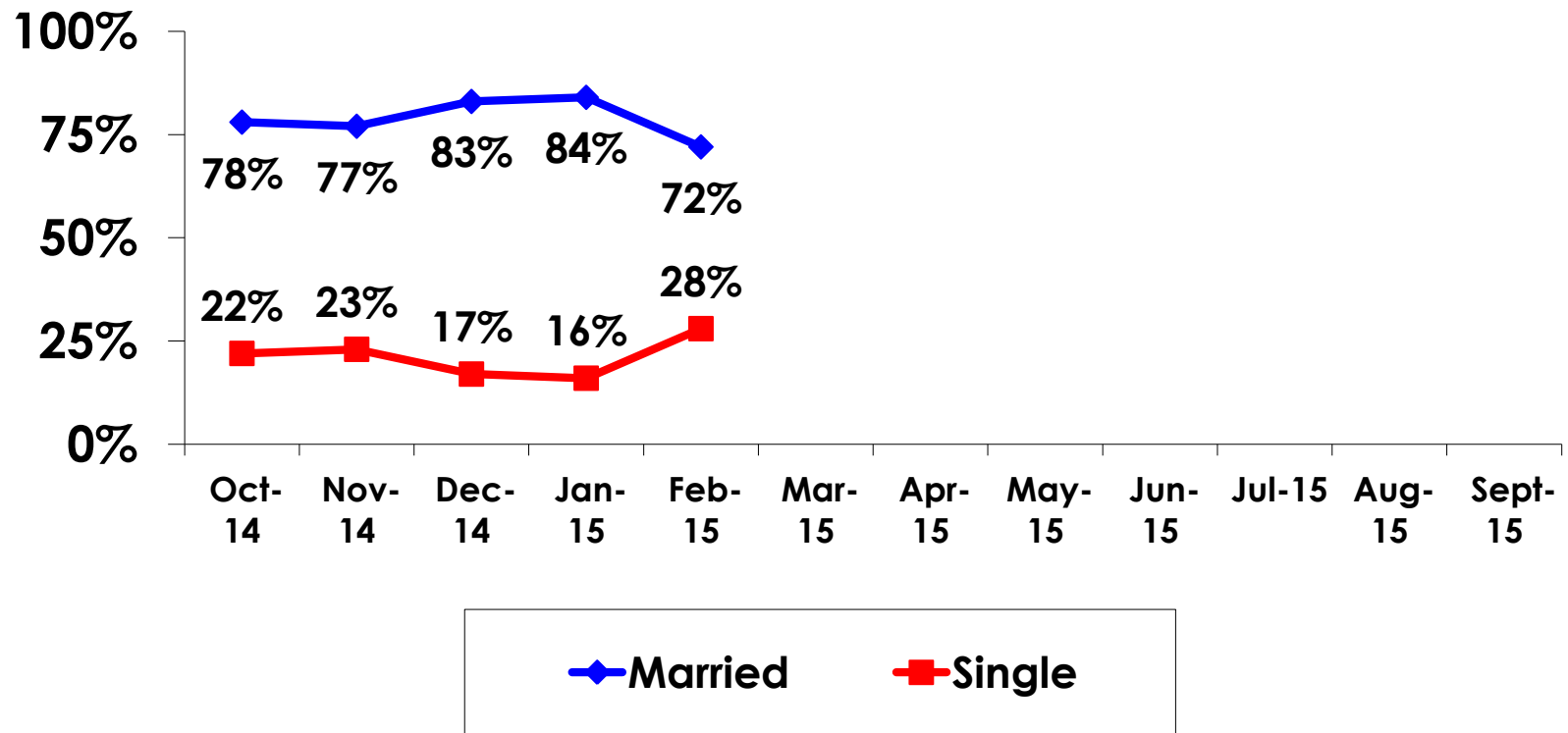
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors – 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%	13%	5%							
Group	2%	2%	1%	0%	1%							
Eng Language	1%	0%	0%	1%	-							
Honeymoon	9%	17%	15%	15%	5%							
Wedding	1%	1%	1%	1%	1%							
Incentive	6%	7%	9%	1%	3%							
18-35	60%	55%	53%	54%	55%							
36-55	39%	43%	45%	46%	43%							
Child	44%	33%	45%	48%	35%							
FIT	20%	14%	17%	18%	17%							
Golden Miss	4%	5%	5%	3%	5%							
Senior	1%	1%	1%	1%	1%							
Sport	30%	42%	28%	29%	48%							
TOTAL	351	350	350	353	351							

SECTION 1 **PROFILE OF RESPONDENTS**

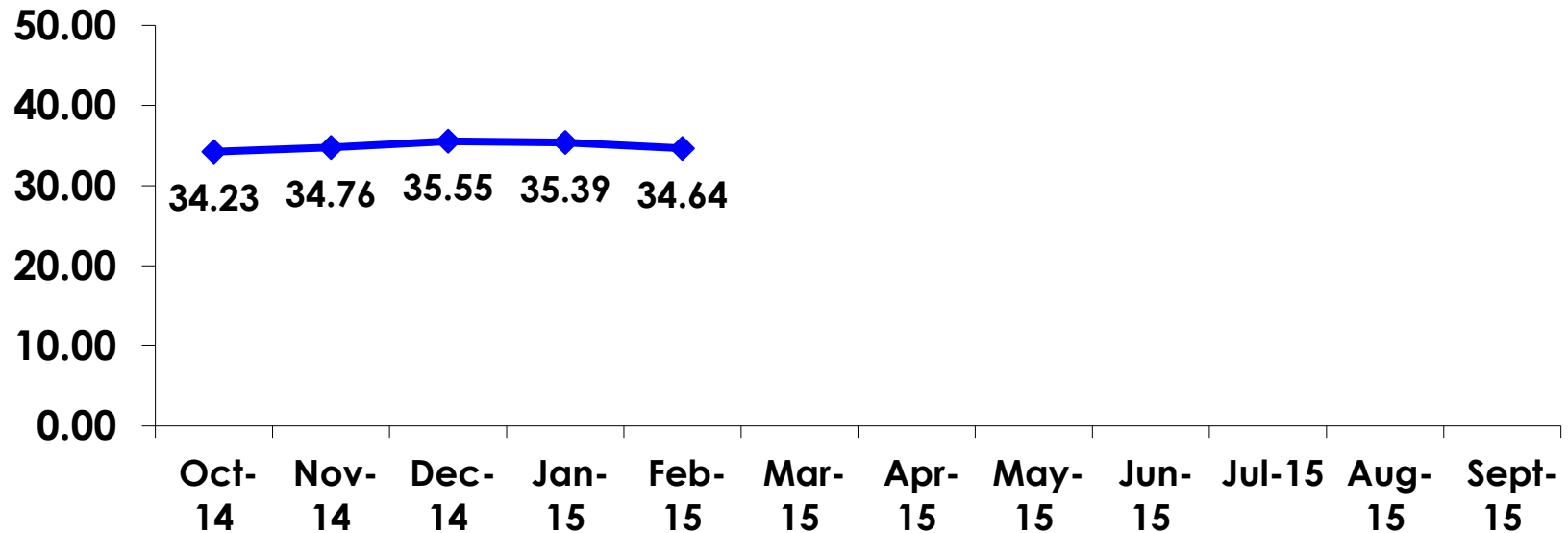
MARITAL STATUS - TRACKING



MARITAL STATUS- SEGMENTATION

			TOTAL	FAMILY/FIT	GROUP TRVL	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	252	16	0	16	2	8	98	148	122	29	15	3	112
		Column N %	72%	89%	0%	100%	50%	80%	51%	98%	98%	50%	79%	100%	66%
	Single	Count	99	2	2	0	2	2	96	3	2	29	4	0	57
		Column N %	28%	11%	100%	0%	50%	20%	49%	2%	2%	50%	21%	0%	34%
Total		Count	351	18	2	16	4	10	194	151	124	58	19	3	169

AVERAGE AGE - TRACKING



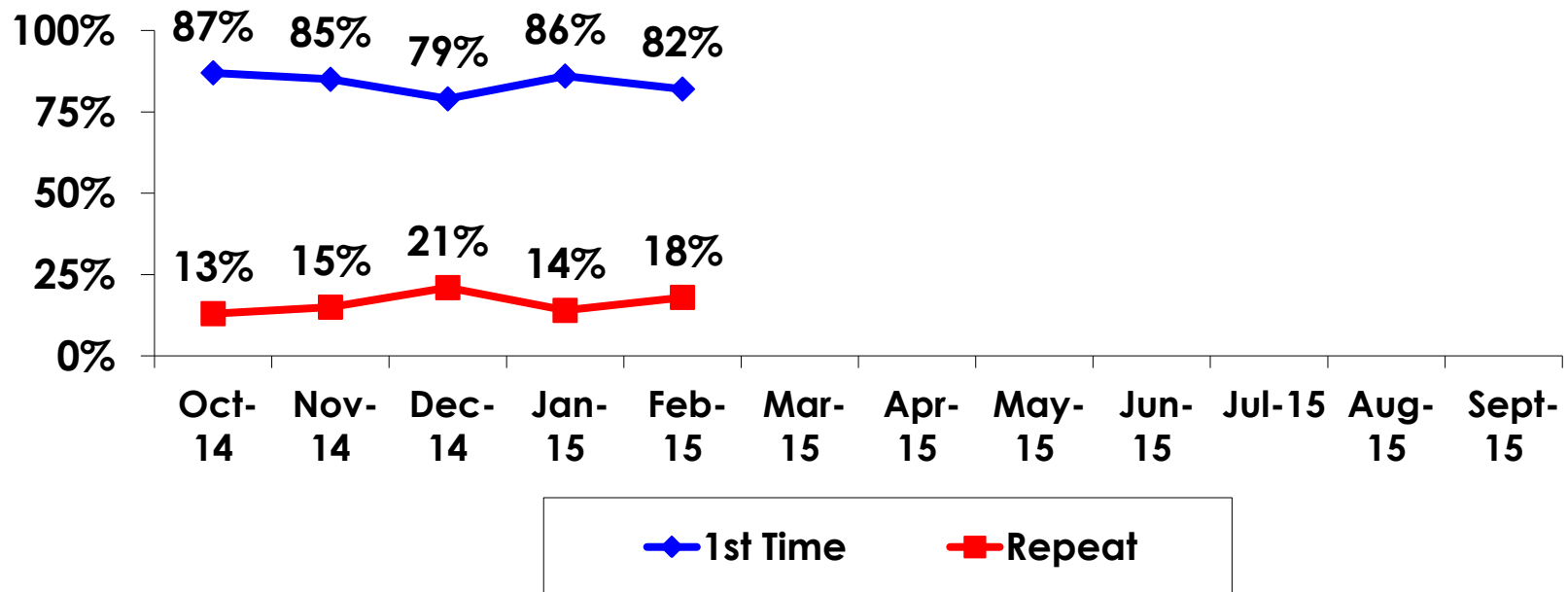
AGE- SEGMENTATION

			TOTAL	FAMILY/ FIT	GROUP TRVL	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	26	1	0	2	1	1	26	0	1	6	0	0	11
		Column N %	7%	6%	0%	13%	25%	10%	13%	0%	1%	10%	0%	0%	7%
	25-34	Count	153	7	2	7	2	5	153	0	30	31	8	0	78
		Column N %	44%	39%	100%	44%	50%	50%	79%	0%	24%	53%	42%	0%	46%
	35-49	Count	156	8	0	7	1	4	15	141	91	16	11	0	76
		Column N %	45%	44%	0%	44%	25%	40%	8%	93%	74%	28%	58%	0%	45%
	50+	Count	15	2	0	0	0	0	0	10	1	5	0	3	4
		Column N %	4%	11%	0%	0%	0%	0%	0%	7%	1%	9%	0%	100%	2%
	Total	Count	350	18	2	16	4	10	194	151	123	58	19	3	169
QF	Mean		34.64	37.11	26.50	33.31	31.75	33.20	29.00	41.06	37.63	33.41	35.95	61.67	34.10
	Median		34	38	27	33	30	34	29	40	38	31	37	61	33

INCOME - SEGMENTATION

			TOTAL	FAMILY/FIT	GROUP TRVL	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
Q26 <KW12.0M	Count		5	0	0	0	0	0	3	1	1	1	0	0	3
	Column N %		2%	0%	0%	0%	0%	0%	2%	1%	1%	4%	0%	0%	2%
KW12.0M-KW24.0M	Count		13	0	1	1	0	0	12	1	0	0	0	0	9
	Column N %		5%	0%	100%	7%	0%	0%	8%	1%	0%	0%	0%	0%	7%
KW24.0M-KW36.0M	Count		44	1	0	3	0	0	38	6	8	1	3	0	23
	Column N %		15%	6%	0%	20%	0%	0%	25%	5%	7%	4%	18%	0%	18%
KW36.0M-KW48.0M	Count		73	3	0	5	0	1	42	31	28	5	6	0	44
	Column N %		26%	19%	0%	33%	0%	25%	27%	24%	25%	19%	35%	0%	34%
KW48.0M-KW60.0M	Count		57	2	0	2	0	0	24	32	28	3	5	1	26
	Column N %		20%	13%	0%	13%	0%	0%	16%	25%	25%	12%	29%	100%	20%
KW60.0M-KW72.0M	Count		38	4	0	1	2	1	16	22	21	5	1	0	11
	Column N %		13%	25%	0%	7%	100%	25%	10%	17%	18%	19%	6%	0%	8%
KW72.0M+	Count		45	6	0	3	0	1	12	33	27	10	2	0	13
	Column N %		16%	38%	0%	20%	0%	25%	8%	26%	24%	38%	12%	0%	10%
No Income	Count		9	0	0	0	0	1	7	2	1	1	0	0	2
	Column N %		3%	0%	0%	0%	0%	25%	5%	2%	1%	4%	0%	0%	2%
Total	Count		284	16	1	15	2	4	154	128	114	26	17	1	131

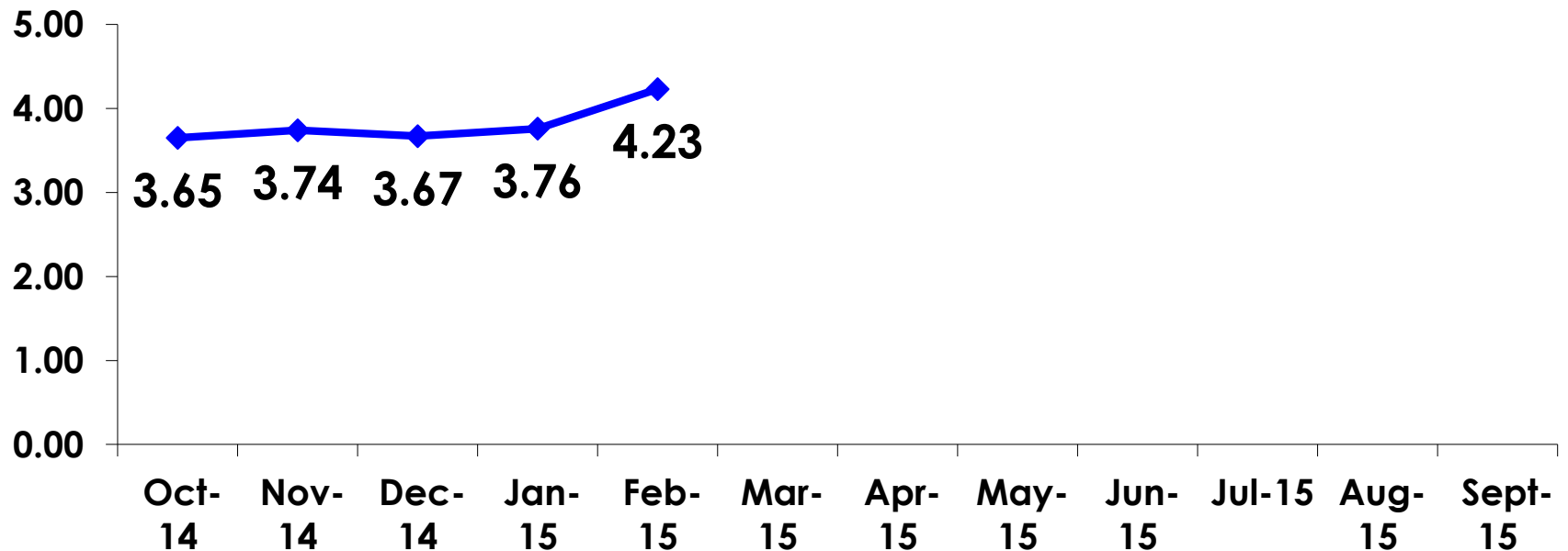
PRIOR TRIPS TO GUAM - TRACKING



PRIOR TRIPS TO GUAM - SEGMENTATION

			TOTAL	FAMILY/ FIT	GROUP TRVL	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	288	11	2	14	3	9	167	117	100	39	14	3	137
		Column N %	82%	61%	100%	88%	75%	90%	86%	77%	81%	67%	74%	100%	81%
	No	Count	63	7	0	2	1	1	27	34	24	19	5	0	32
		Column N %	18%	39%	0%	13%	25%	10%	14%	23%	19%	33%	26%	0%	19%
Total		Count	351	18	2	16	4	10	194	151	124	58	19	3	169

AVG LENGTH OF STAY - TRACKING



AVG LENGTH OF STAY - SEGMENTATION

		TOTAL	FAMILY/FIT	GROUP TRVL	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
Q8	Mean	4.23	12.22	3.00	4.00	3.75	4.22	3.85	4.68	4.92	6.82	3.42	4.00	3.96
	Median	4	4	3	4	4	4	4	4	4	4	3	4	4

SECTION 2 **TRAVEL PLANNING**

TRAVEL PLANNING - SEGMENTATION

			TOTAL	FAMILY/FIT	GROUP TRVL	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
Q7	Full package tour	Count	145	0	0	9	0	0	65	76	64	0	12	2	88
		Column N %	42%	0%	0%	56%	0%	0%	34%	52%	53%	0%	63%	67%	54%
	Free-time package tour	Count	134	0	0	6	2	0	83	50	46	0	6	1	47
		Column N %	39%	0%	0%	38%	50%	0%	43%	34%	38%	0%	32%	33%	29%
	Individually arranged travel (FIT)	Count	58	18	0	1	2	5	38	19	10	58	1	0	28
		Column N %	17%	100%	0%	6%	50%	50%	20%	13%	8%	100%	5%	0%	17%
	Group tour	Count	2	0	2	0	0	0	2	0	0	0	0	0	1
		Column N %	1%	0%	100%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%
	Company paid travel	Count	5	0	0	0	0	5	4	1	1	0	0	0	0
		Column N %	1%	0%	0%	0%	0%	50%	2%	1%	1%	0%	0%	0%	0%
	Total	Count	344	18	2	16	4	10	192	146	121	58	19	3	164

TRAVEL MOTIVATION - SEGMENTATION

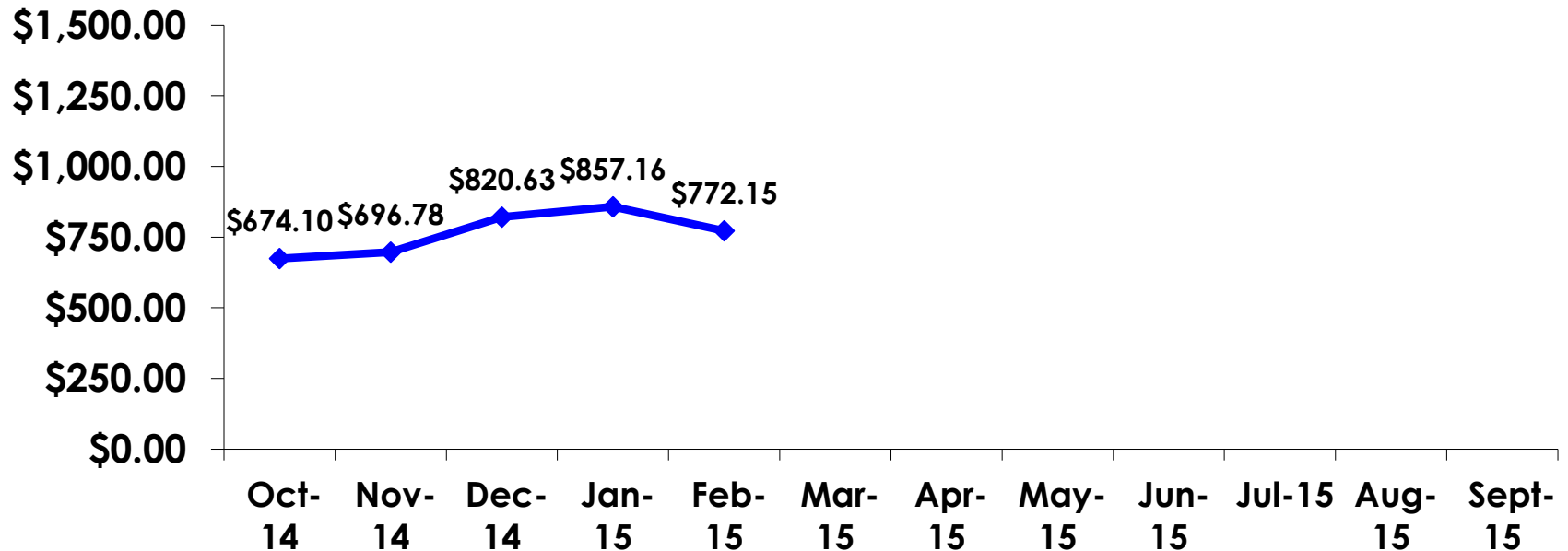
		TOTAL	FAMILY/ FIT	GROUP TRVL	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	13%	28%	0%	6%	25%	10%	11%	15%	15%	19%	16%	0%	13%
	Price	21%	17%	0%	6%	25%	20%	22%	20%	18%	33%	26%	67%	24%
	Visit friends/ Relatives	5%	0%	0%	0%	50%	0%	7%	3%	2%	12%	16%	0%	5%
	Recomm- friend/family/trvl agnt	27%	11%	50%	13%	25%	0%	29%	23%	31%	19%	37%	33%	32%
	Scuba	5%	0%	0%	6%	25%	0%	5%	6%	5%	5%	11%	0%	11%
	Water sports	17%	6%	0%	6%	50%	10%	17%	18%	12%	19%	26%	0%	36%
	Short travel time	28%	39%	50%	25%	25%	20%	30%	26%	27%	50%	21%	33%	32%
	Golf	6%	0%	0%	6%	0%	0%	6%	6%	2%	9%	5%	0%	12%
	Relax	41%	44%	0%	38%	0%	10%	38%	46%	47%	22%	37%	33%	29%
	Company/ Business Trip	3%	6%	0%	0%	0%	40%	3%	3%	1%	9%	0%	0%	2%
	Company Sponsored	2%	0%	0%	0%	0%	70%	2%	2%	0%	9%	0%	0%	2%
	Convention/ Trade/ Conference	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%
	Safe	30%	56%	0%	31%	25%	40%	29%	30%	31%	55%	26%	67%	30%
	Natural beauty	48%	56%	0%	38%	0%	10%	54%	42%	42%	34%	42%	67%	51%
	Shopping	32%	22%	0%	31%	25%	10%	36%	29%	28%	22%	37%	0%	39%
	Career Cert/ Testing	1%	0%	0%	0%	0%	0%	1%	1%	0%	5%	0%	0%	0%
	Married/ Attn wedding	1%	0%	0%	0%	100%	0%	2%	1%	1%	3%	5%	0%	2%
	Honeymoon	5%	6%	0%	100%	0%	0%	5%	5%	1%	2%	0%	0%	2%
	Pleasure	13%	39%	0%	6%	0%	0%	12%	15%	13%	26%	11%	0%	14%
	Organized sports	3%	0%	0%	6%	0%	0%	3%	3%	3%	3%	5%	0%	5%
	Other	2%	6%	0%	6%	0%	0%	2%	2%	0%	3%	0%	0%	1%
	Total Count	351	18	2	16	4	10	194	151	124	58	19	3	169

INFORMATION SOURCES - SEGMENTATION

		TOTAL	FAMILY/ FIT	GROUP TRVL	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT	
		-	-	-	-	-	-	-	-	-	-	-	-	-	
Q1	Internet	93%	94%	50%	88%	75%	100%	95%	93%	95%	95%	100%	0%	93%	
	Travel Agent Brochure	47%	6%	50%	56%	50%	30%	48%	46%	49%	31%	58%	67%	57%	
	Friend/ Relative	28%	33%	0%	19%	25%	20%	29%	25%	25%	33%	16%	67%	27%	
	Co-Worker/ Company Trvl Dept	18%	0%	0%	0%	50%	50%	22%	14%	12%	40%	21%	0%	27%	
	Prior Trip	15%	39%	0%	13%	25%	10%	10%	21%	18%	24%	26%	0%	14%	
	TV	15%	11%	0%	0%	25%	20%	13%	16%	15%	5%	16%	33%	18%	
	Travel Guidebook- Bookstore	13%	28%	0%	25%	0%	0%	14%	12%	13%	19%	11%	0%	10%	
	Magazine (Consumer)	9%	22%	0%	0%	0%	10%	8%	11%	7%	12%	11%	0%	12%	
	Newspaper	9%	0%	50%	0%	25%	0%	8%	9%	6%	7%	5%	0%	12%	
	GVB Office	5%	11%	0%	13%	0%	0%	4%	5%	7%	3%	0%	0%	2%	
	GVB Promo	3%	6%	50%	0%	25%	0%	4%	3%	2%	3%	5%	0%	6%	
	Travel Trade Show	1%	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%	67%	1%	
	Theater Ad	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	33%	0%	
	Radio	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	
	Total	Count	351	18	2	16	4	10	194	151	124	58	19	3	169

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING



YTD=\$764.27

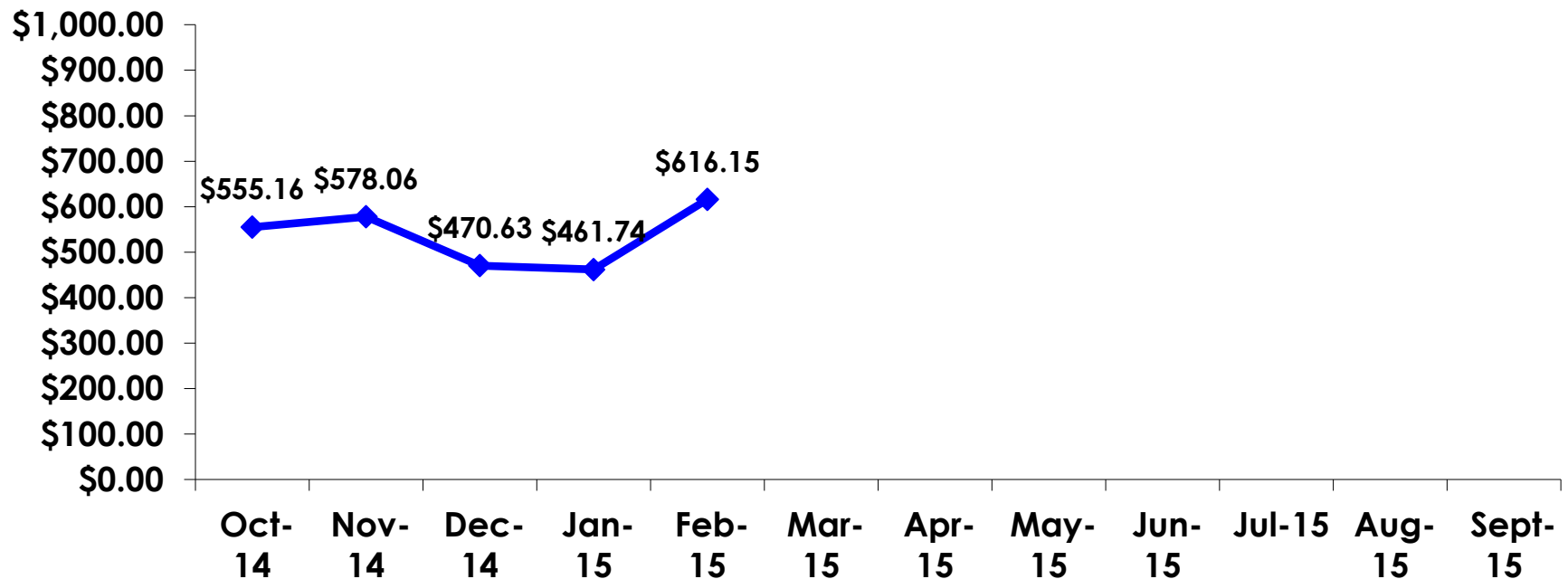
PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/FIT	GROUP TRVL	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$772.15	\$525.48	\$313.27	\$1,130.77	\$612.91	\$263.33	\$799.65	\$758.47	\$761.99	\$276.11	\$740.34	\$454.01	\$819.85
	Median	\$847	\$726	\$313	\$1,226	\$545	\$0	\$845	\$863	\$817	\$0	\$855	\$0	\$885
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$8,626	\$1,135	\$627	\$2,270	\$1,362	\$908	\$8,626	\$2,421	\$2,421	\$1,816	\$1,317	\$1,362	\$8,626

PREPAID 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	\$2,225.34	\$2,814.86	.	.	\$4,540.09	.	\$2,088.44	\$1,630.51	\$3,044.61	\$3,072.67	\$2,251.88	\$3,329.40	\$1,362.03	\$2,203.38
	Median	\$1,816	\$2,179	.	.	\$4,540	.	\$2,088	\$1,180	\$2,724	\$2,588	\$2,179	\$4,358	\$1,362	\$1,725
AIR/ HOTEL/ MEAL	Mean	\$2,878.42	\$1,955.87	.	.	\$2,497.05	\$1,838.74	\$1,816.04	\$2,379.77	\$3,377.07	\$3,507.49	\$1,932.56	\$3,129.63	.	\$2,977.74
	Median	\$2,511	\$1,970	.	.	\$2,270	\$1,839	\$1,816	\$1,984	\$3,087	\$3,178	\$1,893	\$2,815	.	\$2,542
AIR ONLY	Mean	\$1,174.21	\$1,598.11	\$626.53	.	\$2,270.04	.	.	\$1,163.97	\$1,228.85	\$1,401.98	\$892.88	\$889.86	.	\$973.85
	Median	\$817	\$1,598	\$627	.	\$2,270	.	.	\$817	\$1,362	\$1,362	\$735	\$890	.	\$772
HOTEL ONLY	Mean	\$565.45	\$1,089.62	\$460.49	\$749.11	\$839.92	\$544.81	\$690.09	.	\$272.41
	Median	\$454	\$1,090	\$454	\$772	\$772	\$454	\$690	.	\$272
HOTEL & MEAL	Mean	\$599.29	\$363.21	\$599.29	.	\$363.21	\$599.29	.	.	\$835.38
	Median	\$599	\$363	\$599	.	\$363	\$599	.	.	\$835
F&B HOTEL	Mean	\$181.60	\$181.60	\$181.60
	Median	\$182	\$182	\$182
TRANS- KOREA	Mean	\$88.78	\$90.80	.	.	\$227.00	.	.	\$73.78	\$100.79	\$86.26	\$60.53	.	.	\$81.72
	Median	\$91	\$91	.	.	\$227	.	.	\$91	\$91	\$91	\$54	.	.	\$91
TRANS- GUAM	Mean	\$144.87	\$195.22	.	.	.	\$227.00	.	\$143.34	\$147.55	\$170.25	\$195.22	\$272.41	.	\$158.90
	Median	\$91	\$195	.	.	.	\$227	.	\$91	\$136	\$159	\$195	\$272	.	\$159
OPT TOURS	Mean	\$350.24	.	.	.	\$363.21	\$454.01	.	\$215.65	\$529.68	\$476.71	.	\$54.48	.	\$612.91
	Median	\$227	.	.	.	\$363	\$454	.	\$136	\$363	\$272	.	\$54	.	\$409
OTHER	Mean	\$311.45	\$908.02	.	.	.	\$272.41	.	\$282.70	\$363.21	\$281.49	\$508.49	\$227.00	.	\$202.36
	Median	\$250	\$908	.	.	.	\$272	.	\$250	\$227	\$272	\$463	\$227	.	\$191
TOTAL	Mean	\$2,032.54	\$1,640.49	\$313.27	.	\$2,179.24	\$1,157.72	\$599.29	\$1,612.29	\$2,644.20	\$2,983.50	\$651.89	\$2,626.56	\$454.01	\$2,059.53
	Median	\$1,816	\$1,680	\$313	.	\$2,225	\$681	\$0	\$1,203	\$2,452	\$2,724	\$0	\$2,633	\$0	\$1,634

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$536.28

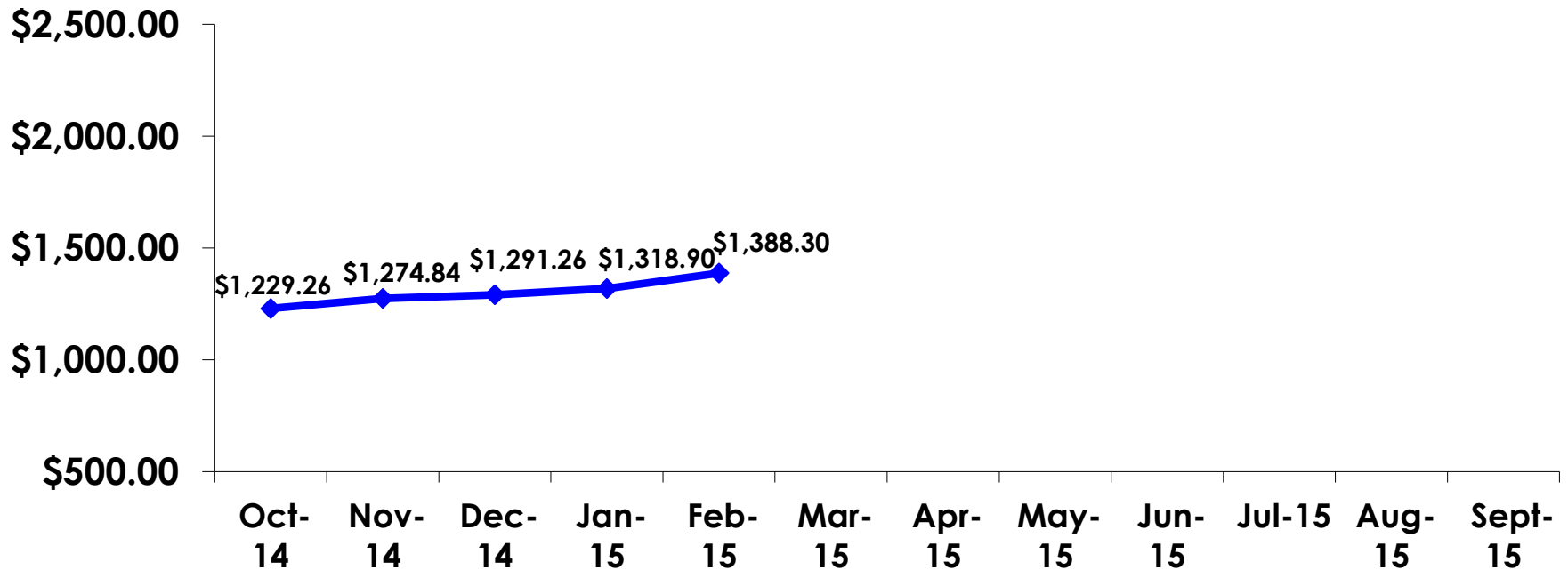
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/FIT	GROUP TRVL	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$616.15	\$630.28	\$233.33	\$521.56	\$600.00	\$698.25	\$657.79	\$572.90	\$465.23	\$835.30	\$558.67	\$550.00	\$747.51
	Median	\$500	\$422	\$233	\$438	\$600	\$800	\$513	\$500	\$375	\$800	\$567	\$800	\$700
	Minimum	\$0	\$0	\$0	\$0	\$100	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$4,000	\$3,333	\$467	\$1,300	\$1,100	\$1,500	\$4,000	\$3,333	\$3,333	\$3,333	\$1,300	\$850	\$4,000

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
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
F&B HOTEL	Mean	\$57.70	\$48.06	\$0.00	.	\$50.63	\$0.00	\$47.00	\$33.35	\$90.36	\$90.97	\$29.02	\$35.26	\$13.33	\$42.30
F&B FF/STORE	Mean	\$30.30	\$33.06	\$0.00	.	\$58.75	\$0.00	\$16.00	\$28.58	\$32.91	\$32.58	\$28.88	\$18.42	\$20.00	\$29.32
F&B RESTRNT	Mean	\$86.76	\$154.44	\$0.00	.	\$88.75	\$0.00	\$105.00	\$90.64	\$84.44	\$108.03	\$76.29	\$110.89	\$40.00	\$65.83
OPT TOUR	Mean	\$136.59	\$58.33	\$0.00	.	\$87.50	\$0.00	\$83.00	\$115.12	\$162.32	\$161.48	\$76.81	\$167.89	\$300.00	\$144.20
GIFT- SELF	Mean	\$221.89	\$264.44	\$0.00	.	\$278.13	\$125.00	\$190.00	\$216.16	\$227.95	\$268.06	\$141.79	\$207.37	\$360.00	\$205.73
GIFT- OTHER	Mean	\$187.25	\$229.89	\$0.00	.	\$265.63	\$150.00	\$50.00	\$179.37	\$204.82	\$173.31	\$204.02	\$242.11	\$0.00	\$225.89
TRANS	Mean	\$62.62	\$200.28	\$0.00	.	\$74.38	\$0.00	\$16.00	\$62.42	\$63.97	\$72.90	\$102.59	\$40.68	\$70.00	\$57.42
OTHER	Mean	\$630.80	\$978.89	\$700.00	.	\$308.13	\$775.00	\$567.00	\$538.89	\$766.79	\$769.16	\$664.17	\$1,046.32	\$296.67	\$802.86
TOTAL	Mean	\$1,416.26	\$1,967.39	\$700.00	.	\$1,215.00	\$1,050.00	\$1,074.00	\$1,266.69	\$1,636.22	\$1,683.83	\$1,318.40	\$1,868.95	\$1,100.00	\$1,577.80

TOTAL EXPENDITURES – TRACKING



YTD=\$1,300.55

TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/FIT	GROUP TRVL	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$1,388.30	\$1,155.76	\$546.60	\$1,652.33	\$1,212.91	\$961.58	\$1,457.44	\$1,331.37	\$1,227.22	\$1,111.41	\$1,299.01	\$1,004.01	\$1,567.36
	Median	\$1,317	\$1,185	\$547	\$1,832	\$1,145	\$850	\$1,367	\$1,272	\$1,209	\$1,011	\$1,272	\$850	\$1,467
	Minimum	\$0	\$0	\$0	\$0	\$700	\$0	\$0	\$0	\$0	\$0	\$257	\$800	\$0
	Maximum	\$9,626	\$4,060	\$1,093	\$3,520	\$1,862	\$2,408	\$9,626	\$4,060	\$4,060	\$4,060	\$2,208	\$1,362	\$9,626

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, Jan, Feb 2015, and Overall Oct 2014 - Feb 2015						
	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Combin ed Oct- 2014 - Feb 2015
Drivers:	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks	3	2	7			4
Ease of getting around						
Safety walking around at night			5		2	7
Quality of daytime tours						
Variety of daytime tours						
Quality of nighttime tours				4		2
Variety of nighttime tours					3	
Quality of shopping						
Variety of shopping	2		4			6
Price of things on Guam				5		
Quality of hotel accommodations			2		1	3
Quality/cleanliness of air, sky		4		3		5
Quality/cleanliness of parks						
Quality of landscape in Tumon				1		
Quality of landscape in Guam	1	1	3	6		1
Quality of ground handler		3	1			8
Quality/cleanliness of transportation vehicles			6	2		
% of Per Person On Island Expenditures Accounted For	36.8%	24.8%	52.2%	49.9%	31.0%	37.2%
NOTE: Only significant drivers are included.						

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by three significant factors in the February 2015 Period. By rank order they are:
 - **Quality of hotel accommodations,**
 - **Safety walking around at night, and**
 - **Variety of night time tours.**
- With all three factors the overall r^2 is .31 meaning that **31.0% of overall satisfaction is accounted for by these factors.**

Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2014, Jan, Feb 2015 and Overall Oct-2014-Feb 2015						
	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Combined Oct 2014-Feb 2015
Drivers:	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks						
Ease of getting around					3	
Safety walking around at night					2	
Quality of daytime tours						
Variety of daytime tours					1	4
Quality of nighttime tours			1			2
Variety of nighttime tours		2			4	
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					6
Quality of landscape in Guam		4				5
Quality of ground handler						
Quality/cleanliness of transportation vehicles						
% of Per Person On Island Expenditures Accounted For	6.6%	9.7%	2.4%	0.0%	5.7%	3.8%
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 four significant factors in the February 2015 Period. By rank order they are:
 - **Variety of day time tours,**
 - **Safety walking around at night,**
 - **Ease of getting around, and**
 - **Variety of night time tours.**
- With all four factors the overall r^2 is .057 meaning that **5.7% of per person on island expenditure is accounted for by these factors.**