



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2015 Market Segmentation

MAY 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 **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 +/- 5.22 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

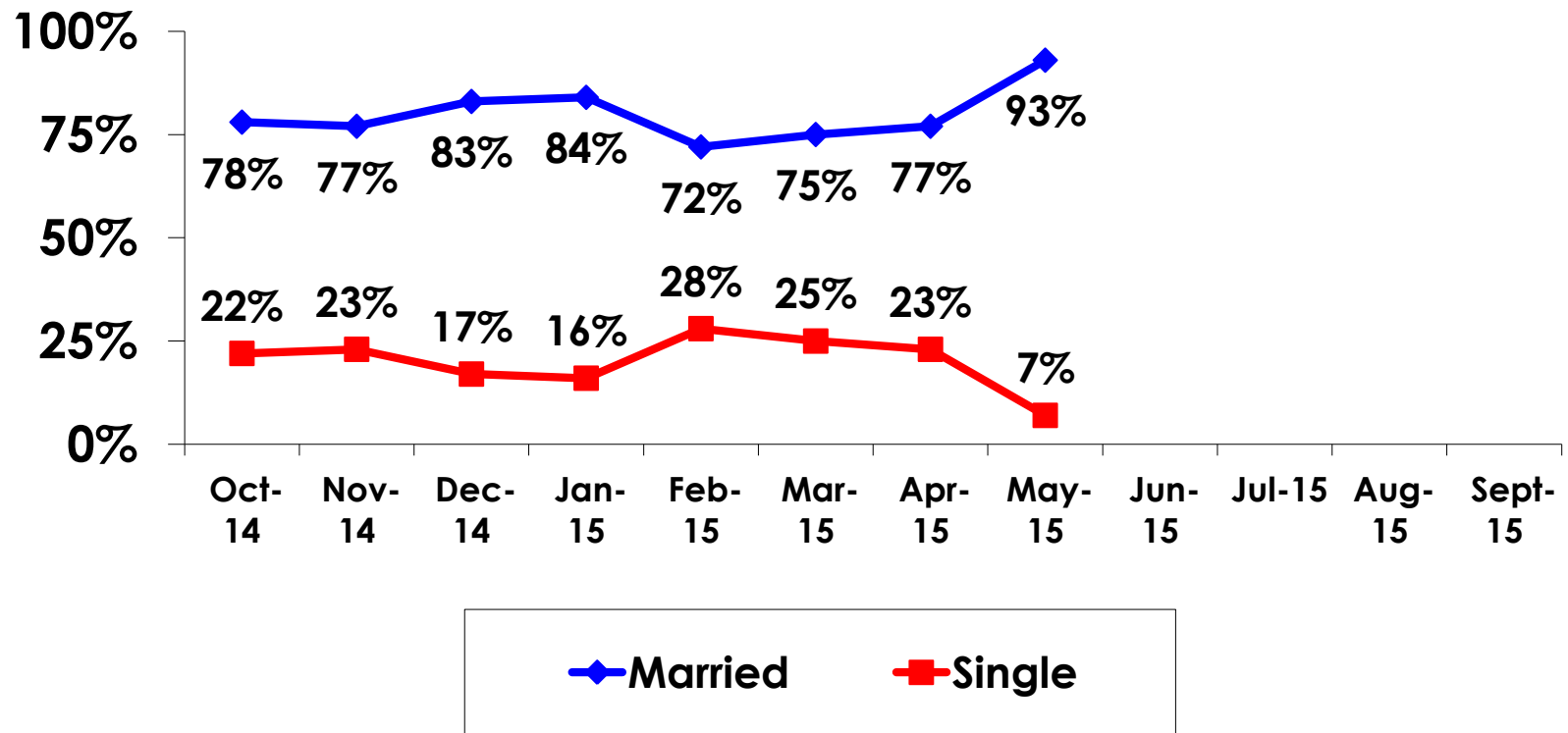
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors –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

Highlighted Segments

	Oct 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%	5%	3%	7%				
Group	2%	2%	1%	0%	1%	0%	-	-				
Eng Language	1%	0%	0%	1%	-	0%	0%	-				
Honeymoon	9%	17%	15%	15%	5%	4%	9%	2%				
Wedding	1%	1%	1%	1%	1%	1%	1%	1%				
Incentive	6%	7%	9%	1%	3%	2%	1%	-				
18-35	60%	55%	53%	54%	55%	65%	65%	48%				
36-55	39%	43%	45%	46%	43%	32%	33%	51%				
Child	44%	33%	45%	48%	35%	37%	32%	50%				
FIT	20%	14%	17%	18%	17%	14%	10%	7%				
Golden Miss	4%	5%	5%	3%	5%	8%	5%	6%				
Senior	1%	1%	1%	1%	1%	1%	1%	0%				
Sport	30%	42%	28%	29%	48%	38%	42%	45%				
TOTAL	351	350	350	353	351	352	350	350				

SECTION 1 **PROFILE OF RESPONDENTS**

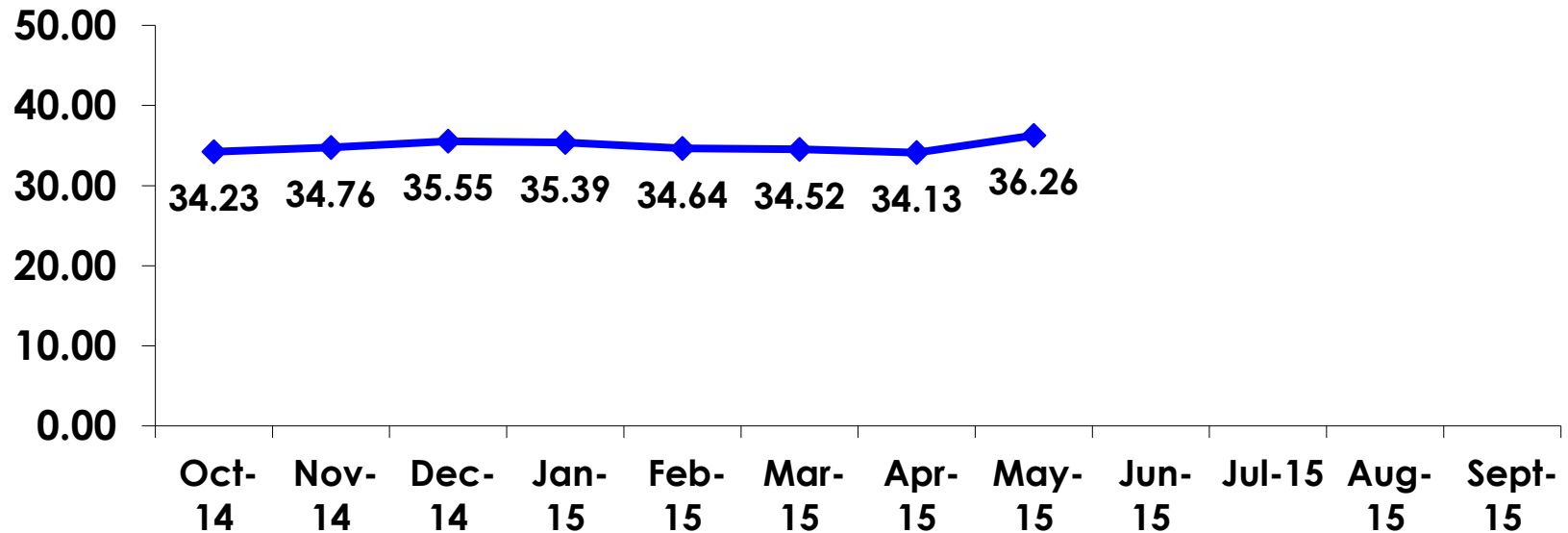
MARITAL STATUS - TRACKING



MARITAL STATUS- SEGMENTATION

			TOTAL	FAMILY/ FIT	HONEYMOON	WEDDING	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	324	21	6	0	145	177	173	23	22	0	144
		Column N %	93%	91%	86%	0%	86%	99%	99%	92%	100%	0%	92%
	Single	Count	26	2	1	2	23	2	2	2	0	1	13
		Column N %	7%	9%	14%	100%	14%	1%	1%	8%	0%	100%	8%
Total		Count	350	23	7	2	168	179	175	25	22	1	157

AVERAGE AGE - TRACKING



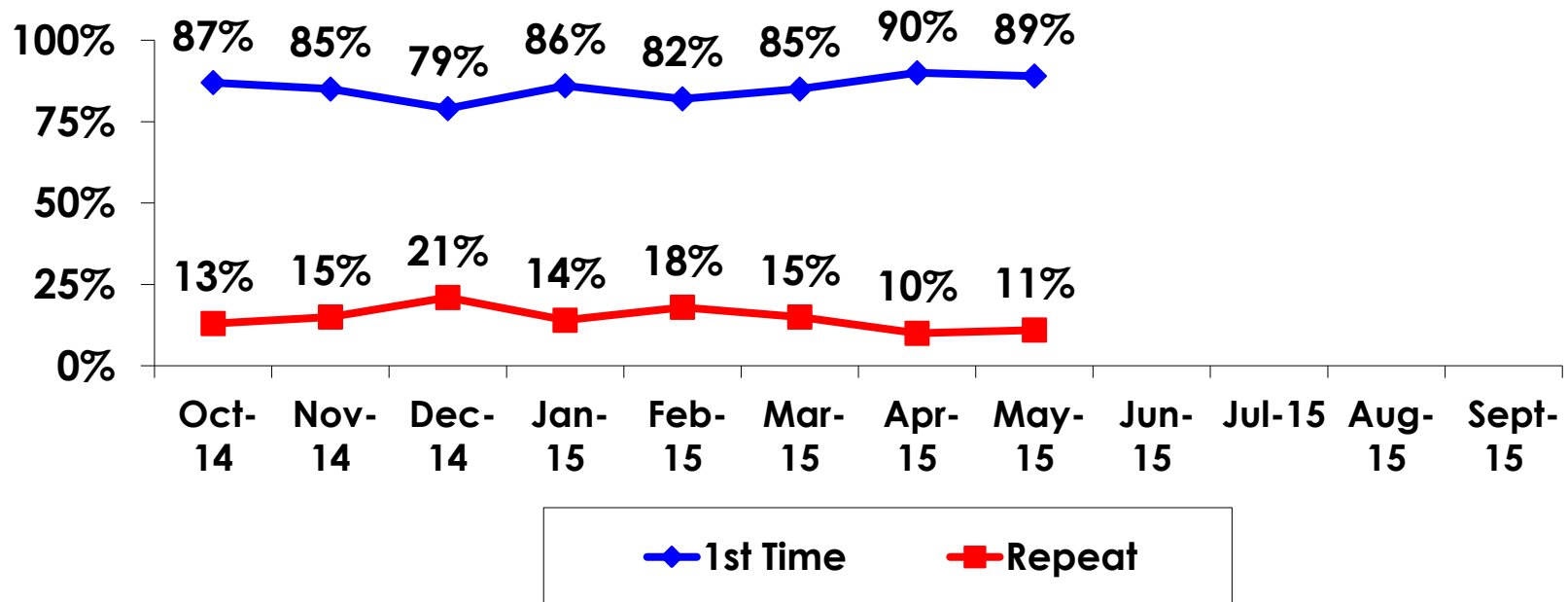
AGE- SEGMENTATION

			TOTAL	FAMILY/ FIT	HONEYMOON	WEDDING	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-
QF	25-34	Count	111	11	6	2	111	0	24	13	9	0	50
		Column N %	32%	48%	86%	100%	66%	0%	14%	52%	41%	0%	32%
	35-49	Count	230	12	1	0	57	173	149	12	13	0	102
		Column N %	66%	52%	14%	0%	34%	97%	85%	48%	59%	0%	65%
	50+	Count	9	0	0	0	0	6	2	0	0	1	5
		Column N %	3%	0%	0%	0%	0%	3%	1%	0%	0%	100%	3%
	Total	Count	350	23	7	2	168	179	175	25	22	1	157
QF	Mean		36.26	34.65	31.57	28.50	32.44	39.47	37.02	33.96	34.91	60.00	36.38
	Median		36	35	31	29	33	38	37	34	35	60	36

INCOME - SEGMENTATION

			TOTAL	FAMILY/FIT	HONEYMOON	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-
Q26	<KW12.0M	Count	1	0	0	0	1	1	0	0	0	1
		Column N %	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%
KW12.0M-KW24.0M	Count	Count	10	0	0	7	3	6	0	0	0	6
		Column N %	3%	0%	0%	5%	2%	4%	0%	0%	0%	4%
KW24.0M-KW36.0M	Count	Count	22	3	1	19	3	4	3	4	0	10
		Column N %	7%	13%	14%	13%	2%	2%	12%	18%	0%	7%
KW36.0M-KW48.0M	Count	Count	41	2	2	18	23	24	2	7	0	14
		Column N %	13%	9%	29%	12%	15%	15%	8%	32%	0%	10%
KW48.0M-KW60.0M	Count	Count	95	3	0	51	43	57	4	6	1	48
		Column N %	31%	13%	0%	35%	28%	35%	16%	27%	100%	35%
KW60.0M-KW72.0M	Count	Count	75	5	3	30	43	33	6	3	0	41
		Column N %	25%	22%	43%	20%	28%	20%	24%	14%	0%	30%
KW72.0M+	Count	Count	59	10	1	21	38	35	10	2	0	17
		Column N %	19%	43%	14%	14%	25%	22%	40%	9%	0%	12%
No Income	Count	Count	2	0	0	1	1	1	0	0	0	0
		Column N %	1%	0%	0%	1%	1%	1%	0%	0%	0%	0%
Total	Count	305	23	7	147	155	161	25	22	1	137	

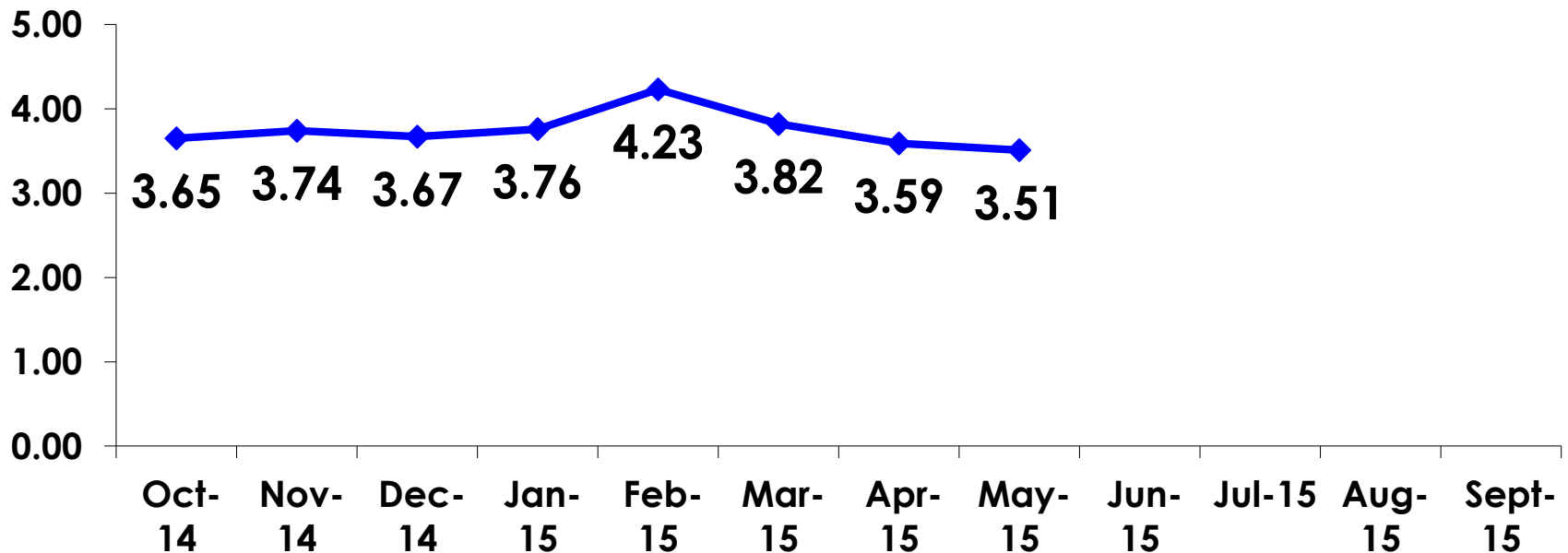
PRIOR TRIPS TO GUAM - TRACKING



PRIOR TRIPS TO GUAM - SEGMENTATION

			TOTAL	FAMILY/ FIT	HONEYMOON	WEDDING	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	313	16	7	1	151	160	154	17	21	0	146
		Column N %	89%	70%	100%	50%	90%	89%	88%	68%	95%	0%	93%
	No	Count	37	7	0	1	17	19	21	8	1	1	11
		Column N %	11%	30%	0%	50%	10%	11%	12%	32%	5%	100%	7%
	Total	Count	350	23	7	2	168	179	175	25	22	1	157

AVG LENGTH OF STAY - TRACKING



AVG LENGTH OF STAY - SEGMENTATION

		TOTAL	FAMILY/ FIT	HONEYMOON	WEDDING	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-
Q8	Mean	3.51	3.78	3.43	3.50	3.51	3.51	3.49	3.72	3.41	5.00	3.54
	Median	3	4	3	4	3	3	3	4	3	5	3

SECTION 2 **TRAVEL PLANNING**

TRAVEL PLANNING - SEGMENTATION

			TOTAL	FAMILY/FIT	HONEYMOON	WEDDING	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-
Q7	Full package tour	Count	214	0	6	0	81	132	121	0	14	0	113
		Column N %	61%	0%	86%	0%	48%	74%	70%	0%	64%	0%	72%
	Free-time package tour	Count	110	0	1	2	71	37	38	0	8	1	37
		Column N %	32%	0%	14%	100%	42%	21%	22%	0%	36%	100%	24%
	Individually arranged travel (FIT)	Count	25	23	0	0	16	9	15	25	0	0	7
		Column N %	7%	100%	0%	0%	10%	5%	9%	100%	0%	0%	4%
	Total	Count	349	23	7	2	168	178	174	25	22	1	157

TRAVEL MOTIVATION - SEGMENTATION

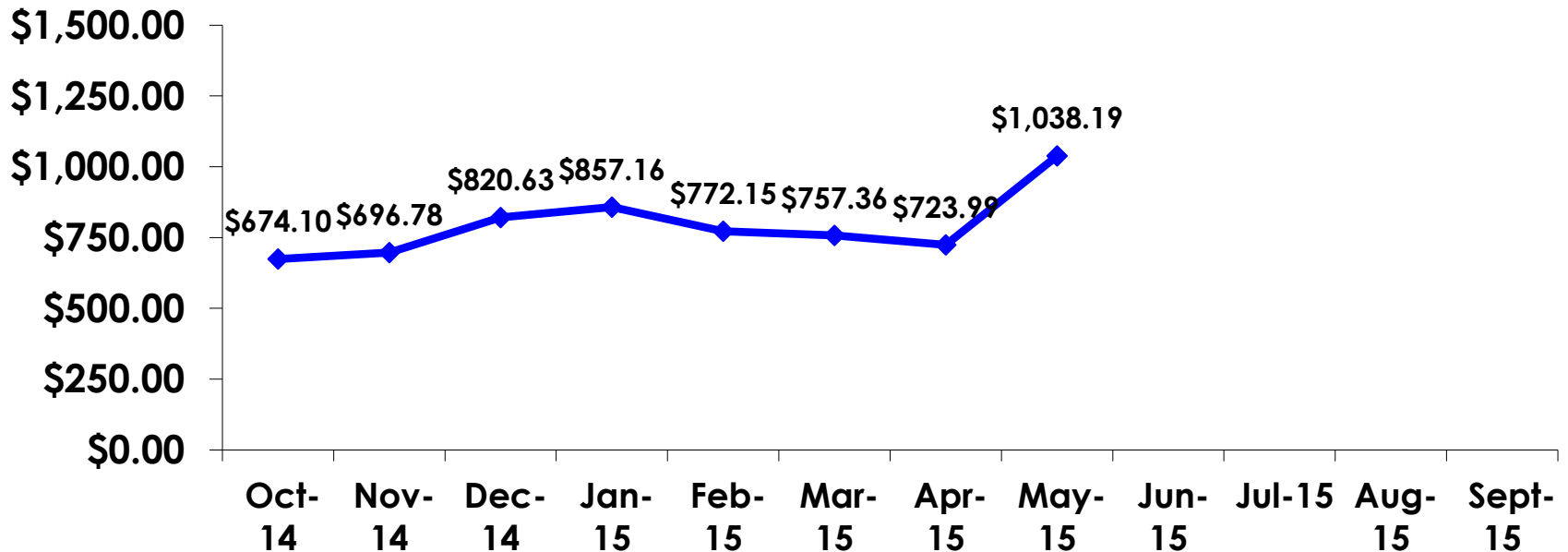
		TOTAL	FAMILY/ FIT	HONEYMOON	WEDDING	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT	
		-	-	-	-	-	-	-	-	-	-	-	
Q5A	Previous trip	7%	22%	0%	50%	5%	8%	7%	20%	5%	100%	4%	
	Price	18%	9%	0%	0%	14%	21%	18%	12%	18%	0%	25%	
	Visit friends/ Relatives	3%	0%	0%	50%	5%	1%	0%	0%	5%	0%	3%	
	Recomm- friend/family/trvl agnt	20%	13%	0%	0%	17%	22%	19%	16%	14%	0%	16%	
	Scuba	2%	4%	0%	0%	3%	1%	1%	8%	5%	0%	4%	
	Water sports	12%	22%	0%	0%	13%	11%	10%	20%	14%	0%	26%	
	Short travel time	47%	43%	14%	0%	49%	46%	48%	44%	36%	100%	55%	
	Golf	3%	0%	0%	0%	1%	4%	1%	0%	5%	0%	6%	
	Relax	68%	74%	29%	0%	65%	71%	71%	76%	68%	0%	64%	
	Company/ Business Trip	1%	0%	0%	0%	1%	2%	1%	0%	5%	0%	1%	
	Convention/ Trade/ Conference	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	
	Safe	21%	26%	0%	0%	18%	23%	24%	28%	14%	0%	17%	
	Natural beauty	28%	52%	43%	50%	29%	28%	32%	56%	14%	0%	25%	
	Shopping	11%	57%	0%	0%	17%	4%	11%	56%	5%	0%	8%	
	Career Cert/ Testing	0%	4%	0%	0%	0%	1%	1%	4%	0%	0%	1%	
	Married/ Attn wedding	1%	0%	0%	100%	1%	0%	0%	0%	0%	0%	1%	
	Honeymoon	2%	0%	100%	0%	4%	0%	0%	0%	9%	0%	2%	
	Pleasure	15%	17%	29%	0%	13%	17%	13%	16%	9%	100%	10%	
	Organized sports	1%	0%	0%	0%	2%	0%	1%	0%	0%	0%	2%	
	Other	0%	4%	0%	0%	1%	0%	0%	4%	0%	0%	0%	
	Total	Count	349	23	7	2	168	178	174	25	22	1	157

INFORMATION SOURCES - SEGMENTATION

		TOTAL	FAMILY/ FIT	HONEYMOON	WEDDING	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT	
		-	-	-	-	-	-	-	-	-	-	-	
Q1	Internet	95%	100%	86%	50%	98%	95%	97%	100%	95%	0%	96%	
	Travel Agent Brochure	48%	9%	57%	50%	45%	50%	54%	12%	36%	0%	52%	
	Friend/ Relative	30%	22%	71%	50%	30%	30%	27%	24%	23%	100%	26%	
	Travel Guidebook-Bookstore	14%	30%	14%	0%	15%	13%	13%	28%	36%	0%	15%	
	Newspaper	12%	0%	0%	0%	10%	14%	9%	0%	14%	0%	17%	
	Prior Trip	10%	26%	0%	50%	10%	9%	11%	28%	5%	100%	7%	
	Co-Worker/ Company Trvl Dept	7%	4%	0%	0%	8%	7%	9%	4%	9%	0%	5%	
	Magazine (Consumer)	7%	4%	0%	0%	4%	11%	7%	4%	9%	0%	10%	
	GVB Office	3%	4%	0%	0%	3%	4%	3%	4%	0%	0%	2%	
	TV	1%	4%	0%	0%	1%	1%	1%	4%	0%	100%	1%	
	GVB Promo	1%	0%	14%	0%	1%	1%	1%	0%	5%	0%	0%	
	Radio	1%	0%	14%	0%	1%	1%	1%	0%	0%	0%	0%	
	Other	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	
	Travel Trade Show	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	
	Total	Count	350	23	7	2	168	179	175	25	22	1	157

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING



YTD=\$792.54

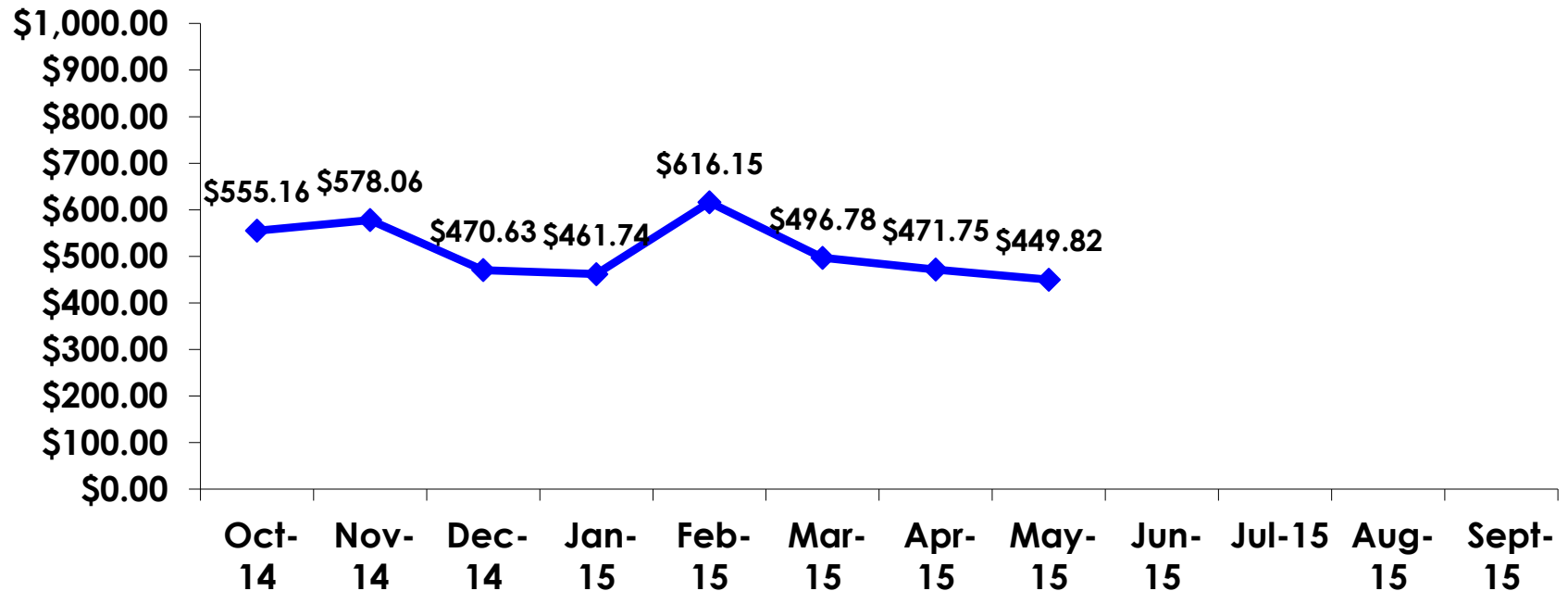
PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/ FIT	HONEYMOON	WEDDING	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$1,038.19	\$912.06	\$1,253.72	\$1,102.75	\$1,030.64	\$1,056.00	\$925.62	\$890.56	\$1,141.25	\$0.00	\$1,046.92
	Median	\$1,103	\$965	\$1,378	\$1,103	\$1,103	\$1,129	\$980	\$965	\$1,195	\$0	\$1,103
	Minimum	\$0	\$0	\$459	\$1,011	\$0	\$0	\$0	\$0	\$735	\$0	\$0
	Maximum	\$3,124	\$2,757	\$1,562	\$1,195	\$3,124	\$2,389	\$2,389	\$2,757	\$1,562	\$0	\$2,757

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	\$2,538.78	\$1,984.95	.	.	.	\$1,102.75	.	\$2,206.54	\$3,152.73	\$3,387.01	\$1,984.95	\$2,182.52	.	\$2,402.59
	Median	\$2,297	\$2,022	.	.	.	\$1,103	.	\$2,205	\$2,665	\$2,757	\$2,022	\$2,389	.	\$2,251
AIR/ HOTEL/ MEAL	Mean	\$3,748.52	\$5,929.11	.	.	\$2,756.87	.	.	\$3,195.14	\$4,132.92	\$4,285.06	\$5,369.77	\$2,897.42	.	\$3,999.99
	Median	\$3,033	\$3,915	.	.	\$2,757	.	.	\$2,757	\$3,308	\$3,400	\$3,795	\$2,573	.	\$3,033
AIR ONLY	Mean	\$1,810.69	\$1,886.62	.	.	\$918.96	.	.	\$1,670.75	\$2,300.46	\$2,154.65	\$1,886.62	\$735.17	.	\$2,091.55
	Median	\$1,516	\$1,378	.	.	\$919	.	.	\$1,516	\$2,077	\$2,022	\$1,378	\$735	.	\$2,022
HOTEL ONLY	Mean	\$922.24	\$1,050.24	\$914.78	\$949.59	\$866.45	\$1,050.24	.	.	\$1,194.64
	Median	\$919	\$1,103	\$919	\$919	\$919	\$1,103	.	.	\$1,195
HOTEL & MEAL	Mean	\$1,072.12	\$1,378.44	\$1,378.44	\$459.48	\$1,072.12	\$1,378.44	.	.	.
	Median	\$1,378	\$1,378	\$1,378	\$459	\$1,378	\$1,378	.	.	.
F&B HOTEL	Mean
	Median
TRANS- KOREA	Mean	\$133.42	.	.	.	\$91.90	.	.	\$118.91	\$143.84	\$164.74	.	\$84.24	.	\$148.13
	Median	\$92	.	.	.	\$92	.	.	\$92	\$92	\$92	.	\$92	.	\$92
TRANS- GUAM	Mean	\$671.99	\$1,160.18	\$671.99	.	\$834.72	\$1,160.18	.	.	.
	Median	\$184	\$1,160	\$184	.	\$184	\$1,160	.	.	.
OPT TOURS	Mean	\$187.47	\$18.38	\$18.38	\$229.74	\$189.92	\$18.38	.	.	\$275.69
	Median	\$184	\$18	\$18	\$230	\$184	\$18	.	.	\$276
OTHER	Mean	\$91.39	\$66.62	\$67.77	\$110.27	\$68.92	\$66.62	.	.	\$86.38
	Median	\$92	\$67	\$69	\$92	\$92	\$67	.	.	\$92
TOTAL	Mean	\$3,099.25	\$3,004.99	.	.	\$2,507.44	\$1,102.75	.	\$2,616.13	\$3,597.95	\$3,608.93	\$2,867.51	\$2,692.13	\$0.00	\$3,308.25
	Median	\$2,757	\$2,389	.	.	\$2,757	\$1,103	.	\$2,573	\$3,216	\$3,216	\$2,389	\$2,573	\$0	\$2,757

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$512.50

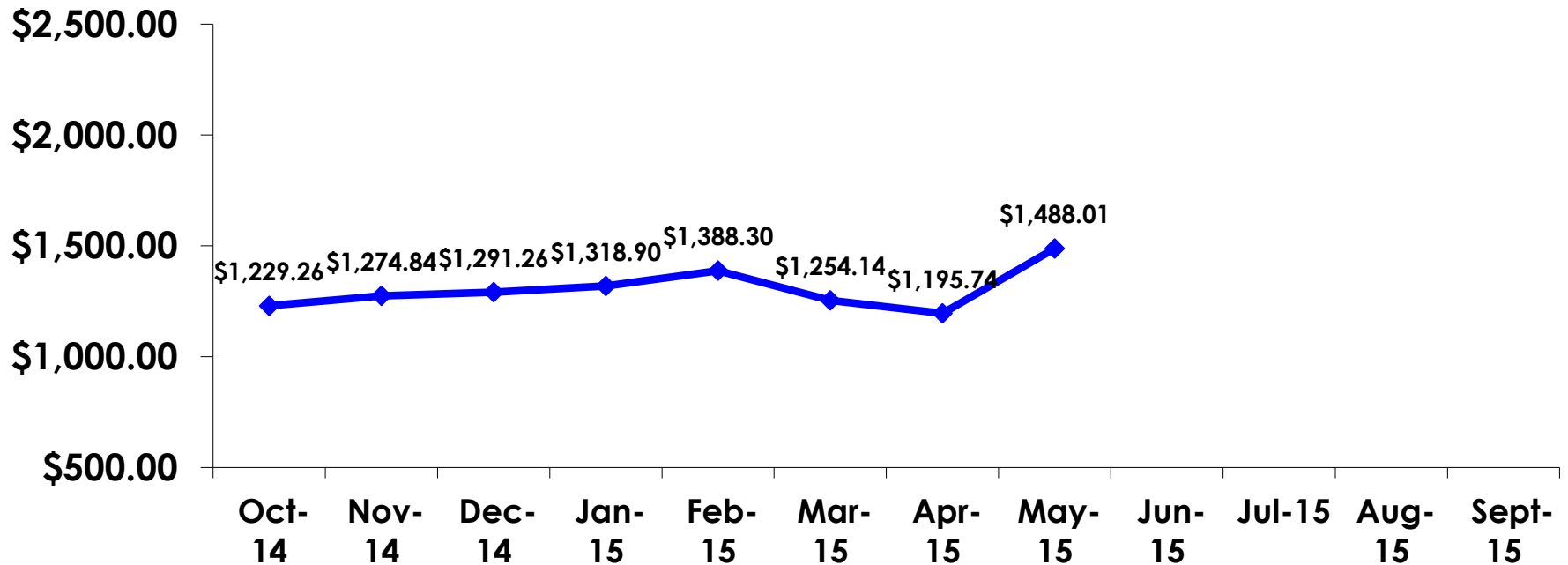
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/ FIT	HONEYMOON	WEDDING	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$449.82	\$462.72	\$625.00	\$575.00	\$446.44	\$454.39	\$355.96	\$462.90	\$529.50	\$600.00	\$468.89
	Median	\$420	\$500	\$700	\$575	\$450	\$400	\$333	\$500	\$463	\$600	\$450
	Minimum	\$0	\$0	\$100	\$450	\$0	\$0	\$0	\$0	\$0	\$600	\$0
	Maximum	\$3,000	\$1,050	\$1,100	\$700	\$1,500	\$3,000	\$1,500	\$1,050	\$1,500	\$600	\$1,500

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
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
F&B HOTEL	Mean	\$44.89	\$74.35	.	.	\$15.71	\$0.00	.	\$65.95	\$25.87	\$72.69	\$71.60	\$31.82	\$0.00	\$19.17
F&B FF/STORE	Mean	\$22.43	\$31.30	.	.	\$7.14	\$0.00	.	\$19.11	\$25.92	\$26.51	\$33.60	\$25.45	\$0.00	\$23.06
F&B RESTRNT	Mean	\$89.11	\$273.04	.	.	\$71.43	\$55.00	.	\$102.68	\$77.88	\$85.37	\$257.20	\$56.82	\$0.00	\$87.39
OPT TOUR	Mean	\$180.53	\$31.30	.	.	\$157.14	\$0.00	.	\$154.14	\$208.32	\$189.09	\$30.00	\$215.00	\$0.00	\$218.44
GIFT- SELF	Mean	\$178.03	\$421.74	.	.	\$128.57	\$100.00	.	\$192.02	\$167.88	\$202.80	\$402.00	\$123.18	\$0.00	\$174.46
GIFT- OTHER	Mean	\$130.59	\$67.39	.	.	\$257.14	\$50.00	.	\$139.32	\$124.58	\$118.43	\$66.00	\$90.91	\$0.00	\$138.22
TRANS	Mean	\$69.33	\$116.96	.	.	\$62.86	\$0.00	.	\$67.76	\$71.96	\$72.08	\$113.20	\$67.27	\$0.00	\$72.36
OTHER	Mean	\$582.20	\$333.91	.	.	\$550.00	\$370.00	.	\$472.14	\$685.75	\$646.11	\$329.20	\$515.45	\$1,200.00	\$686.15
TOTAL	Mean	\$1,299.90	\$1,350.00	.	.	\$1,250.00	\$575.00	.	\$1,204.85	\$1,401.40	\$1,402.80	\$1,303.20	\$1,125.91	\$1,200.00	\$1,416.69

TOTAL EXPENDITURES – TRACKING



YTD=\$1,305.04

TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/ FIT	HONEYMOON	WEDDING	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$1,488.01	\$1,374.78	\$1,878.72	\$1,677.75	\$1,477.08	\$1,510.39	\$1,281.58	\$1,353.46	\$1,670.75	\$600.00	\$1,515.81
	Median	\$1,503	\$1,419	\$2,087	\$1,678	\$1,488	\$1,521	\$1,347	\$1,419	\$1,672	\$600	\$1,545
	Minimum	\$0	\$0	\$559	\$1,461	\$0	\$0	\$0	\$0	\$858	\$600	\$0
	Maximum	\$4,608	\$2,937	\$2,387	\$1,895	\$3,124	\$4,608	\$2,714	\$2,937	\$2,695	\$600	\$3,082

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, Mar, Apr, May 2015, and Overall Oct-2014 - May 2015

	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Combin ed Oct- 2014 - May 2015
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks	3	2	7				6		4
Ease of getting around									
Safety walking around at night			5		2	2		6	7
Quality of daytime tours									
Variety of daytime tours									
Quality of nighttime tours				4			3		3
Variety of nighttime tours					3			3	
Quality of shopping									
Variety of shopping	2		4			4		1	6
Price of things on Guam				5					
Quality of hotel accommodations			2		1		2	5	2
Quality/cleanliness of air, sky		4		3		5	4		5
Quality/cleanliness of parks							1		
Quality of landscape in Tumon				1		1			9
Quality of landscape in Guam	1	1	3	6		3	5	4	1
Quality of ground handler		3	1						
Quality/cleanliness of transportation vehicles			6	2				2	8
% of Per Person On Island Expenditures Accounted For	36.8%	24.8%	52.2%	49.9%	31.0%	45.2%	43.6%	41.1%	39.1%

NOTE: Only significant drivers are included.

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by six significant factors in the May 2015 Period. By rank order they are:
 - **Variety of shopping,**
 - **Quality/cleanliness of transportation vehicles,**
 - **Variety of night time tours,**
 - **Quality of landscape in Guam,**
 - **Quality of hotel accommodations, and**
 - **Safety walking around at night.**
- With all six factors the overall r^2 is .411 meaning that **41.1% of overall satisfaction is accounted for by these factors.**

Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2014, Jan, Feb, Mar, Apr, May 2015 and Overall Oct-2014-May 2015									
	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Combin ed Oct- 2014- May 2015
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks									6
Ease of getting around					3				3
Safety walking around at night					2	1			7
Quality of daytime tours									
Variety of daytime tours					1				5
Quality of nighttime tours			1						2
Variety of nighttime tours		2			4				
Quality of shopping		3	2						9
Variety of shopping									
Price of things on Guam	2	1							4
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							8
Quality of ground handler							1		1
Quality/cleanliness of transportation vehicles									
% of Per Person On Island Expenditures Accounted For	6.6%	9.7%	2.4%	0.0%	5.7%	2.2%	10.0%	0.0%	3.7%

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 factor in the May 2015 Period.