



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2015 Market Segmentation

NOVEMBER 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

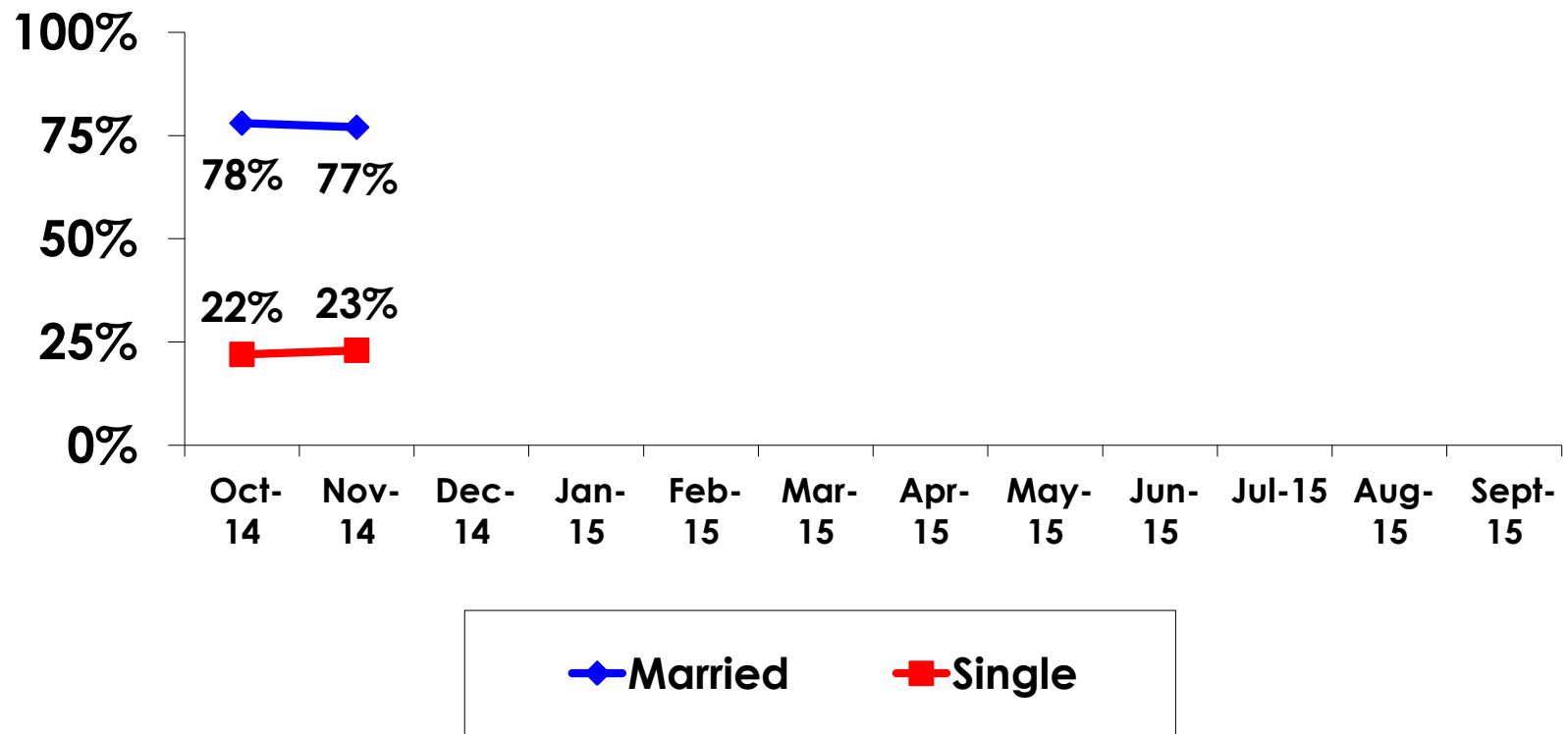
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors –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

SECTION 1 **PROFILE OF RESPONDENTS**

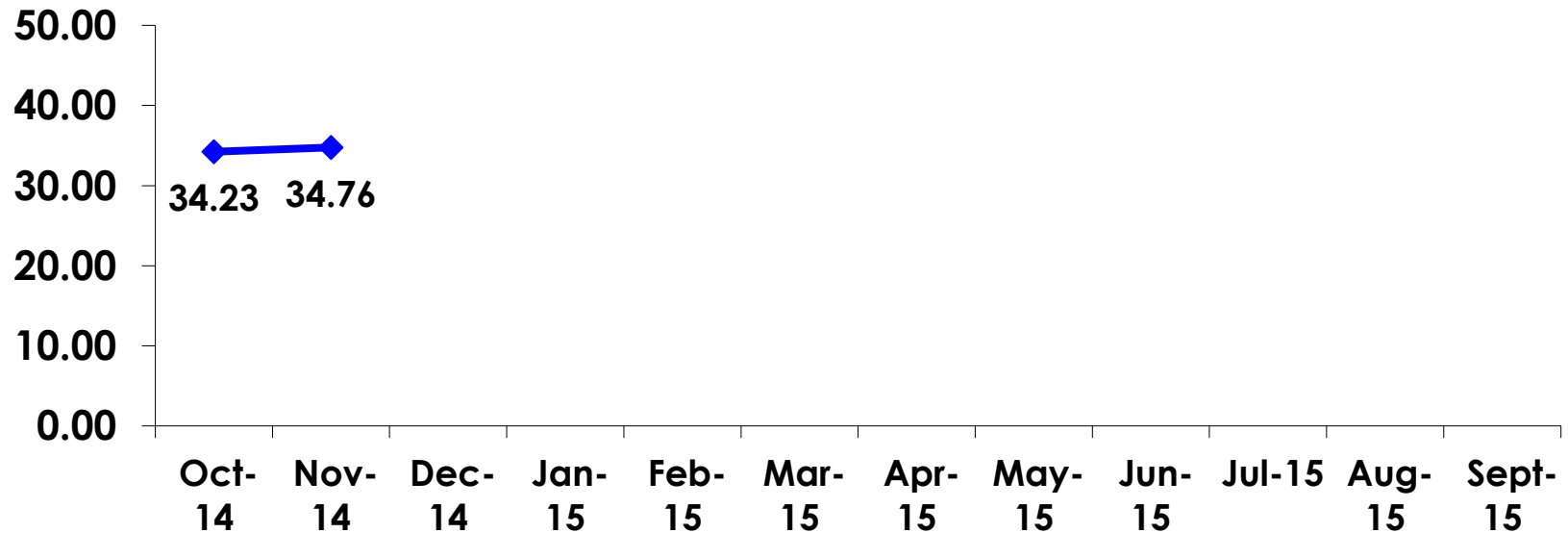
MARITAL STATUS - TRACKING



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 | 270 | 28 | 2 | 1 | 58 | 2 | 15 | 125 | 139 | 114 | 34 | 13 | 2 | 105 |
| | | Column N % | 77% | 93% | 33% | 100% | 97% | 50% | 58% | 65% | 93% | 97% | 68% | 68% | 100% | 72% |
| | Single | Count | 80 | 2 | 4 | 0 | 2 | 2 | 11 | 66 | 10 | 3 | 16 | 6 | 0 | 41 |
| | | Column N % | 23% | 7% | 67% | 0% | 3% | 50% | 42% | 35% | 7% | 3% | 32% | 32% | 0% | 28% |
| Total | | Count | 350 | 30 | 6 | 1 | 60 | 4 | 26 | 191 | 149 | 117 | 50 | 19 | 2 | 146 |

AVERAGE AGE - TRACKING



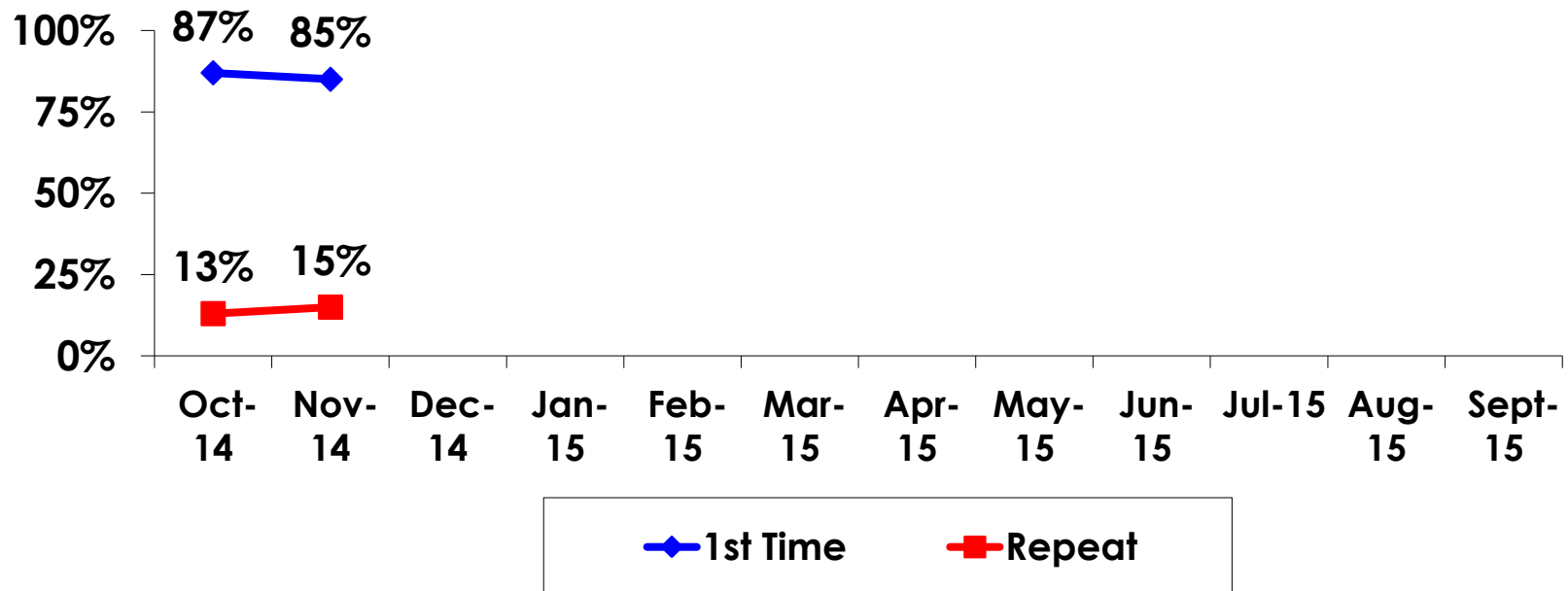
AGE- SEGMENTATION

| | | | 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 | 19 | 0 | 0 | 0 | 2 | 0 | 2 | 19 | 0 | 1 | 3 | 0 | 0 | 10 |
| | | Column N % | 6% | 0% | 0% | 0% | 3% | 0% | 8% | 10% | 0% | 1% | 6% | 0% | 0% | 7% |
| | 25-34 | Count | 149 | 17 | 4 | 0 | 46 | 2 | 11 | 149 | 0 | 29 | 27 | 8 | 0 | 69 |
| | | Column N % | 43% | 57% | 67% | 0% | 77% | 50% | 44% | 78% | 0% | 25% | 55% | 42% | 0% | 48% |
| | 35-49 | Count | 160 | 13 | 2 | 1 | 12 | 2 | 9 | 23 | 137 | 82 | 17 | 11 | 0 | 59 |
| | | Column N % | 47% | 43% | 33% | 100% | 20% | 50% | 36% | 12% | 92% | 71% | 35% | 58% | 0% | 41% |
| | 50+ | Count | 15 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 12 | 3 | 2 | 0 | 2 | 5 |
| | | Column N % | 4% | 0% | 0% | 0% | 0% | 0% | 12% | 0% | 8% | 3% | 4% | 0% | 100% | 3% |
| | Total | Count | 343 | 30 | 6 | 1 | 60 | 4 | 25 | 191 | 149 | 115 | 49 | 19 | 2 | 143 |
| QF | | Mean | 34.76 | 33.33 | 31.17 | 41.00 | 30.38 | 32.75 | 36.36 | 29.49 | 40.94 | 37.23 | 32.96 | 35.05 | 65.00 | 34.15 |
| | | Median | 35 | 33 | 29 | 41 | 29 | 33 | 34 | 30 | 40 | 38 | 32 | 35 | 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 | 3 | 0 | 0 | 0 | 1 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 2 |
| | | Column N % | 1% | 0% | 0% | 0% | 2% | 0% | 0% | 2% | 0% | 0% | 0% | 0% | 0% | 0% |
| KW12.0M-KW24.0M | KW12.0M-KW24.0M | Count | 19 | 0 | 1 | 0 | 5 | 0 | 5 | 17 | 1 | 1 | 0 | 0 | 0 | 9 |
| | | Column N % | 7% | 0% | 33% | 0% | 9% | 0% | 29% | 11% | 1% | 1% | 0% | 0% | 0% | 0% |
| KW24.0M-KW36.0M | KW24.0M-KW36.0M | Count | 46 | 3 | 0 | 0 | 18 | 0 | 2 | 33 | 12 | 5 | 4 | 1 | 0 | 22 |
| | | Column N % | 16% | 10% | 0% | 0% | 32% | 0% | 12% | 22% | 10% | 5% | 11% | 6% | 0% | 0% |
| KW36.0M-KW48.0M | KW36.0M-KW48.0M | Count | 61 | 4 | 1 | 0 | 12 | 2 | 4 | 33 | 23 | 16 | 7 | 6 | 1 | 27 |
| | | Column N % | 21% | 14% | 33% | 0% | 21% | 67% | 24% | 22% | 18% | 16% | 19% | 38% | 50% | 24% |
| KW48.0M-KW60.0M | KW48.0M-KW60.0M | Count | 42 | 9 | 1 | 0 | 9 | 0 | 2 | 21 | 20 | 22 | 9 | 2 | 0 | 8 |
| | | Column N % | 15% | 31% | 33% | 0% | 16% | 0% | 12% | 14% | 16% | 22% | 25% | 13% | 0% | 7% |
| KW60.0M-KW72.0M | KW60.0M-KW72.0M | Count | 38 | 4 | 0 | 0 | 6 | 0 | 2 | 18 | 20 | 17 | 5 | 3 | 0 | 12 |
| | | Column N % | 13% | 14% | 0% | 0% | 11% | 0% | 12% | 12% | 16% | 17% | 14% | 19% | 0% | 11% |
| KW72.0M+ | KW72.0M+ | Count | 64 | 9 | 0 | 1 | 5 | 1 | 2 | 18 | 46 | 32 | 11 | 4 | 0 | 25 |
| | | Column N % | 22% | 31% | 0% | 100% | 9% | 33% | 12% | 12% | 37% | 31% | 31% | 25% | 0% | 22% |
| No Income | No Income | Count | 14 | 0 | 0 | 0 | 1 | 0 | 0 | 10 | 3 | 9 | 0 | 0 | 1 | 9 |
| | | Column N % | 5% | 0% | 0% | 0% | 2% | 0% | 0% | 7% | 2% | 9% | 0% | 0% | 50% | 8% |
| Total | Count | 287 | 29 | 3 | 1 | 57 | 3 | 17 | 153 | 125 | 102 | 36 | 16 | 2 | 114 | |

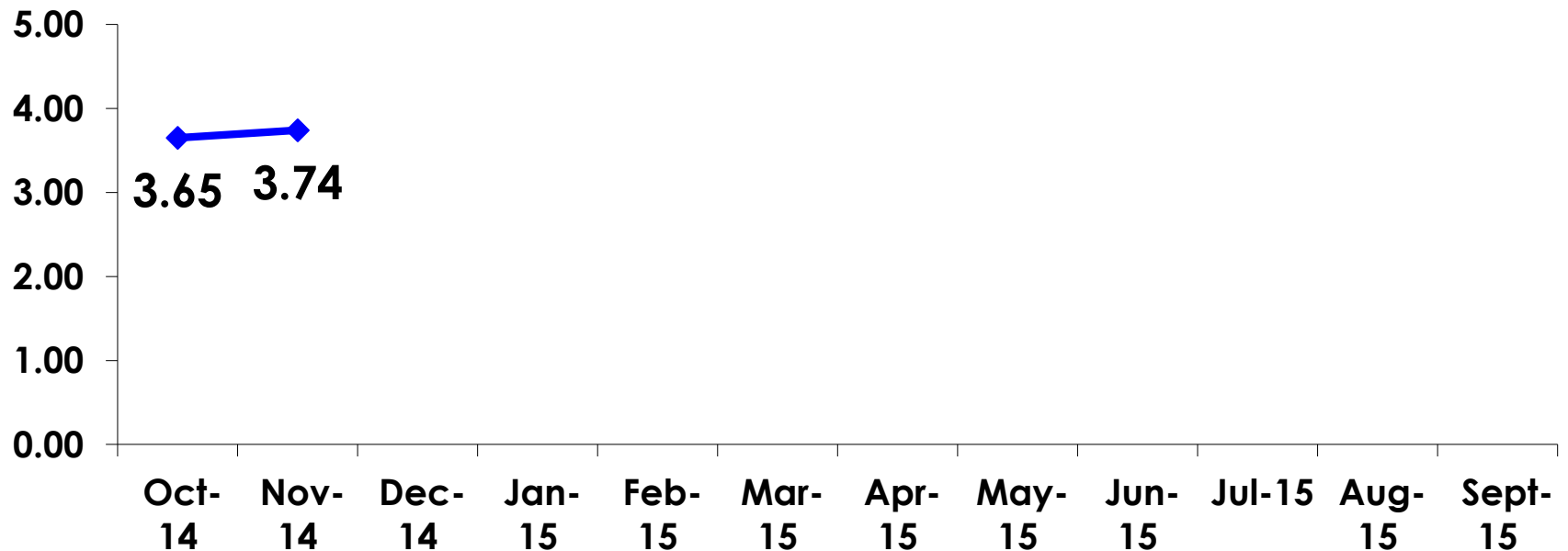
PRIOR TRIPS TO GUAM - TRACKING



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 | 24 | 6 | 1 | 59 | 3 | 25 | 170 | 118 | 91 | 40 | 14 | 1 | 123 |
| | | Column N % | 85% | 80% | 100% | 100% | 98% | 75% | 96% | 89% | 79% | 78% | 80% | 74% | 50% | 85% |
| | No | Count | 52 | 6 | 0 | 0 | 1 | 1 | 1 | 20 | 31 | 25 | 10 | 5 | 1 | 22 |
| | | Column N % | 15% | 20% | 0% | 0% | 2% | 25% | 4% | 11% | 21% | 22% | 20% | 26% | 50% | 15% |
| | Total | Count | 349 | 30 | 6 | 1 | 60 | 4 | 26 | 190 | 149 | 116 | 50 | 19 | 2 | 145 |

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 | 3.74 | 4.10 | 3.67 | 3.00 | 3.83 | 3.25 | 3.16 | 3.77 | 3.70 | 3.77 | 4.10 | 3.47 | 4.50 | 3.88 |
| Median | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 5 | 4 |

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 | 140 | 0 | 0 | 1 | 31 | 1 | 3 | 67 | 72 | 57 | 0 | 4 | 0 | 70 |
| | | Column N % | 40% | 0% | 0% | 100% | 52% | 25% | 12% | 35% | 48% | 49% | 0% | 21% | 0% | 48% |
| | Free-time package tour | Count | 137 | 0 | 0 | 0 | 27 | 1 | 3 | 77 | 53 | 44 | 0 | 13 | 2 | 46 |
| | | Column N % | 39% | 0% | 0% | 0% | 45% | 25% | 12% | 40% | 36% | 38% | 0% | 68% | 100% | 32% |
| | Individually arranged travel (FIT) | Count | 50 | 30 | 0 | 0 | 2 | 2 | 2 | 35 | 14 | 14 | 50 | 1 | 0 | 19 |
| | | Column N % | 14% | 100% | 0% | 0% | 3% | 50% | 8% | 18% | 9% | 12% | 100% | 5% | 0% | 13% |
| | Group tour | Count | 6 | 0 | 6 | 0 | 0 | 0 | 3 | 4 | 2 | 0 | 0 | 0 | 0 | 3 |
| | | Column N % | 2% | 0% | 100% | 0% | 0% | 0% | 12% | 2% | 1% | 0% | 0% | 0% | 0% | 0% |
| | Company paid travel | Count | 15 | 0 | 0 | 0 | 0 | 0 | 15 | 6 | 8 | 2 | 0 | 1 | 0 | 8 |
| | | Column N % | 4% | 0% | 0% | 0% | 0% | 0% | 58% | 3% | 5% | 2% | 0% | 5% | 0% | 5% |
| | Other | Count | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| | | Column N % | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% |
| | Total | Count | 350 | 30 | 6 | 1 | 60 | 4 | 26 | 191 | 149 | 117 | 50 | 19 | 2 | 146 |

TRAVEL MOTIVATION - SEGMENTATION

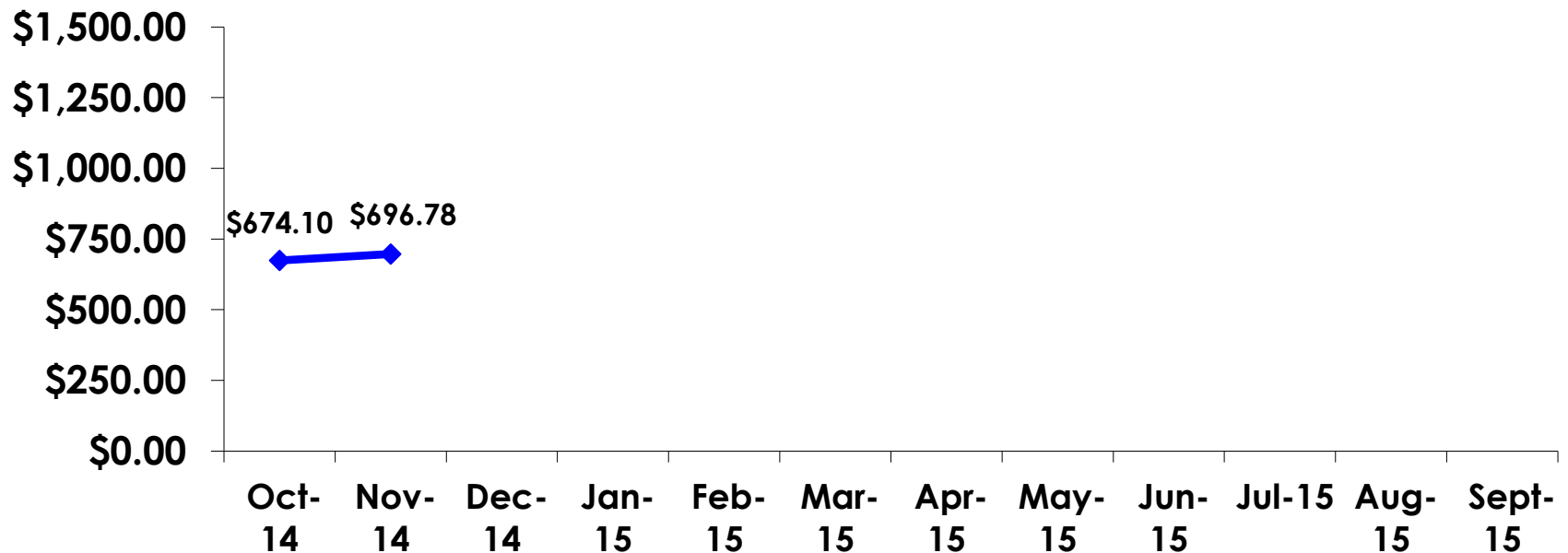
| | | TOTAL | FAMILY/FIT | GROUP TRVL | ENG LANG LESSON | HONEYMOON | WEDDING | INCENTIVE TRVL | 18-35 | 36-55 | CHILD | FIT | GOLDEN MISS | SENIORS | SPORT | |
|-----|---------------------------------|-------|------------|------------|-----------------|-----------|---------|----------------|-------|-------|-------|-----|-------------|---------|-------|-----|
| | | - | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| Q5A | Previous trip | 9% | 13% | 0% | 0% | 0% | 25% | 4% | 6% | 13% | 15% | 14% | 21% | 50% | 10% | |
| | Price | 17% | 10% | 0% | 0% | 8% | 25% | 8% | 17% | 18% | 19% | 24% | 16% | 0% | 21% | |
| | Visit friends/ Relatives | 7% | 3% | 0% | 100% | 0% | 50% | 0% | 5% | 9% | 7% | 8% | 0% | 0% | 10% | |
| | Recomm- friend/family/trvl agnt | 19% | 10% | 0% | 0% | 12% | 0% | 0% | 16% | 23% | 19% | 14% | 16% | 0% | 20% | |
| | Scuba | 6% | 3% | 0% | 100% | 3% | 0% | 0% | 6% | 6% | 3% | 4% | 5% | 0% | 14% | |
| | Water sports | 13% | 20% | 0% | 0% | 7% | 0% | 4% | 14% | 12% | 12% | 22% | 16% | 50% | 32% | |
| | Short travel time | 26% | 17% | 0% | 0% | 18% | 0% | 8% | 27% | 26% | 32% | 30% | 21% | 0% | 26% | |
| | Golf | 4% | 7% | 0% | 0% | 0% | 25% | 4% | 4% | 5% | 2% | 14% | 5% | 0% | 10% | |
| | Relax | 43% | 57% | 0% | 0% | 43% | 25% | 12% | 36% | 51% | 53% | 38% | 47% | 50% | 31% | |
| | Company/ Business Trip | 4% | 0% | 67% | 0% | 2% | 0% | 23% | 5% | 3% | 0% | 2% | 5% | 0% | 6% | |
| | Company Sponsored | 6% | 0% | 50% | 0% | 0% | 0% | 77% | 6% | 5% | 2% | 4% | 16% | 0% | 8% | |
| | Convention/ Trade/ Conference | 1% | 0% | 0% | 0% | 0% | 0% | 4% | 1% | 1% | 0% | 2% | 0% | 0% | 1% | |
| | Safe | 29% | 13% | 0% | 100% | 18% | 0% | 8% | 24% | 37% | 37% | 20% | 26% | 0% | 34% | |
| | Natural beauty | 48% | 53% | 17% | 100% | 30% | 25% | 23% | 43% | 56% | 68% | 38% | 32% | 50% | 53% | |
| | Shopping | 31% | 37% | 17% | 0% | 20% | 25% | 8% | 32% | 32% | 38% | 28% | 42% | 0% | 34% | |
| | Career Cert/ Testing | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 2% | 0% | 0% | 0% | |
| | Married/ Attn wedding | 1% | 0% | 0% | 0% | 0% | 100% | 0% | 2% | 1% | 0% | 4% | 0% | 0% | 2% | |
| | Honeymoon | 17% | 7% | 0% | 0% | 100% | 0% | 0% | 27% | 6% | 2% | 4% | 5% | 0% | 18% | |
| | Pleasure | 9% | 13% | 0% | 100% | 3% | 0% | 12% | 6% | 13% | 15% | 10% | 0% | 0% | 9% | |
| | Organized sports | 3% | 3% | 0% | 0% | 0% | 0% | 0% | 3% | 3% | 3% | 2% | 0% | 0% | 6% | |
| | Other | 1% | 3% | 0% | 0% | 0% | 0% | 4% | 1% | 2% | 0% | 4% | 0% | 0% | 1% | |
| | Total | Count | 350 | 30 | 6 | 1 | 60 | 4 | 26 | 191 | 149 | 117 | 50 | 19 | 2 | 146 |

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 | 96% | 100% | 83% | 100% | 95% | 100% | 96% | 98% | 93% | 97% | 98% | 84% | 50% | 96% | |
| | Friend/ Relative | 39% | 37% | 33% | 100% | 40% | 50% | 38% | 42% | 37% | 40% | 36% | 47% | 50% | 41% | |
| | Travel Agent Brochure | 37% | 3% | 17% | 0% | 50% | 25% | 35% | 36% | 40% | 36% | 12% | 32% | 50% | 45% | |
| | Co-Worker/ Company Trvl Dept | 17% | 7% | 50% | 0% | 15% | 0% | 27% | 16% | 19% | 12% | 16% | 11% | 0% | 21% | |
| | Prior Trip | 13% | 13% | 0% | 0% | 2% | 0% | 4% | 9% | 17% | 20% | 8% | 26% | 50% | 12% | |
| | Travel Guidebook-Bookstore | 10% | 7% | 17% | 0% | 8% | 0% | 8% | 10% | 9% | 7% | 10% | 0% | 50% | 7% | |
| | TV | 9% | 7% | 17% | 0% | 2% | 25% | 4% | 7% | 9% | 8% | 8% | 5% | 50% | 12% | |
| | Magazine (Consumer) | 8% | 7% | 0% | 0% | 3% | 0% | 0% | 9% | 7% | 9% | 8% | 5% | 0% | 10% | |
| | GVB Office | 6% | 23% | 0% | 0% | 3% | 0% | 4% | 5% | 9% | 10% | 14% | 5% | 0% | 4% | |
| | Newspaper | 4% | 3% | 0% | 0% | 5% | 0% | 0% | 5% | 3% | 3% | 2% | 5% | 100% | 8% | |
| | Consumer Trvl Show | 2% | 0% | 0% | 0% | 2% | 0% | 0% | 1% | 3% | 2% | 2% | 5% | 0% | 1% | |
| | Travel Trade Show | 1% | 0% | 0% | 0% | 2% | 0% | 0% | 2% | 0% | 1% | 0% | 0% | 0% | 1% | |
| | GVB Promo | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 1% | 2% | 0% | 0% | 0% | 1% | |
| | Theater Ad | 0% | 0% | 0% | 0% | 0% | 0% | 4% | 1% | 0% | 0% | 2% | 0% | 0% | 0% | |
| | Radio | 0% | 0% | 0% | 0% | 0% | 0% | 4% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | |
| | Total | Count | 350 | 30 | 6 | 1 | 60 | 4 | 26 | 191 | 149 | 117 | 50 | 19 | 2 | 146 |

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING

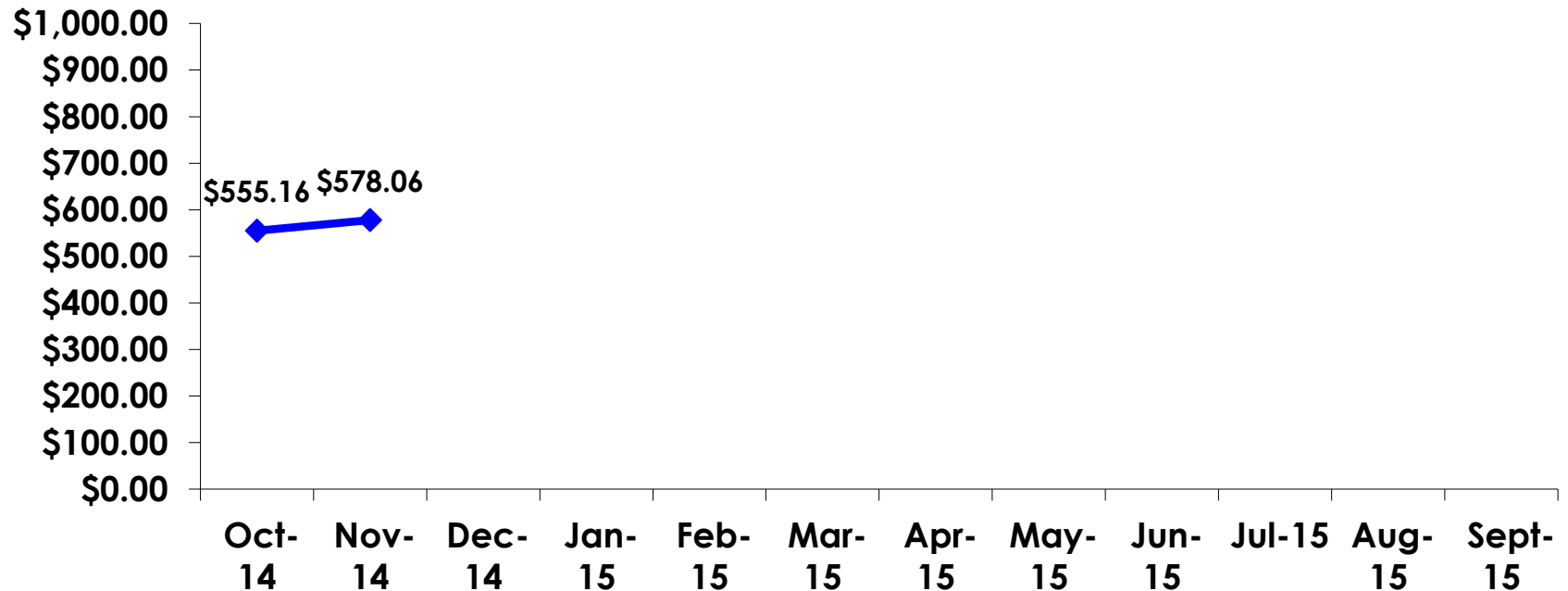


YTD=\$685.42

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 | \$696.78 | \$465.03 | \$391.18 | \$0.00 | \$1,225.16 | \$835.03 | \$279.50 | \$709.27 | \$695.02 | \$613.01 | \$326.14 | \$773.81 | \$1,158.50 | \$747.78 |
| | Median | \$722 | \$511 | \$0 | \$0 | \$1,255 | \$767 | \$0 | \$704 | \$767 | \$722 | \$0 | \$752 | \$1,159 | \$771 |
| | Minimum | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$752 | \$0 |
| | Maximum | \$3,160 | \$1,941 | \$1,264 | \$0 | \$2,708 | \$1,805 | \$1,354 | \$2,708 | \$3,160 | \$2,031 | \$1,941 | \$1,805 | \$1,565 | \$2,708 |

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$566.60

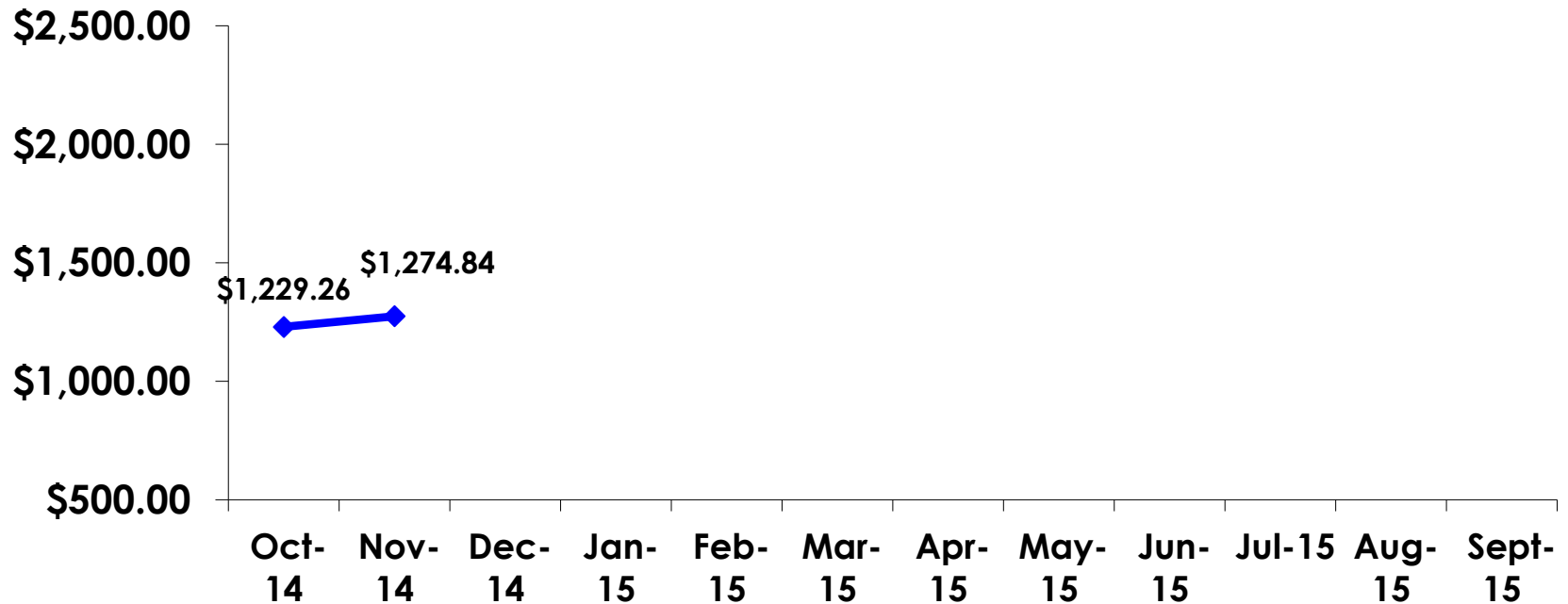
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

| | | 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 | \$578.06 | \$462.06 | \$355.83 | \$850.00 | \$913.10 | \$701.25 | \$358.18 | \$710.11 | \$430.27 | \$357.28 | \$689.63 | \$651.74 | \$333.33 | \$738.40 |
| | Median | \$400 | \$458 | \$218 | \$850 | \$725 | \$703 | \$293 | \$500 | \$333 | \$300 | \$630 | \$500 | \$333 | \$575 |
| | Minimum | \$0 | \$0 | \$0 | \$850 | \$0 | \$400 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$333 | \$0 |
| | Maximum | \$5,000 | \$1,333 | \$900 | \$850 | \$4,500 | \$1,000 | \$1,000 | \$5,000 | \$2,000 | \$2,250 | \$5,000 | \$2,000 | \$333 | \$5,000 |

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 | \$2,679.59 | \$1,820.13 | \$1,083.28 | . | \$2,139.47 | . | \$1,290.90 | \$1,858.64 | \$3,956.64 | \$3,775.67 | \$1,820.13 | \$2,130.44 | . | \$2,803.70 |
| | Median | \$1,805 | \$1,535 | \$1,083 | . | \$2,031 | . | \$1,291 | \$1,760 | \$3,160 | \$3,160 | \$1,535 | \$2,167 | . | \$2,708 |
| | Minimum | \$514 | \$1,052 | \$1,083 | . | \$812 | . | \$1,228 | \$514 | \$903 | \$1,354 | \$1,052 | \$1,264 | . | \$722 |
| | Maximum | \$14,444 | \$3,160 | \$1,083 | . | \$2,979 | . | \$1,354 | \$3,430 | \$14,444 | \$14,444 | \$3,160 | \$3,611 | . | \$6,500 |
| AIR/ HOTEL/ MEAL | Mean | \$2,879.05 | \$2,148.50 | \$1,263.82 | . | \$2,867.60 | \$2,708.19 | \$1,260.81 | \$2,654.97 | \$2,969.31 | \$3,227.90 | \$2,031.14 | \$2,630.82 | \$4,694.20 | \$3,145.02 |
| | Median | \$2,708 | \$2,076 | \$1,264 | . | \$2,979 | \$2,708 | \$1,264 | \$2,618 | \$2,889 | \$2,901 | \$2,031 | \$2,889 | \$4,694 | \$2,979 |
| | Minimum | \$677 | \$1,715 | \$1,264 | . | \$1,291 | \$1,805 | \$1,255 | \$677 | \$1,083 | \$1,174 | \$1,444 | \$1,083 | \$4,694 | \$677 |
| | Maximum | \$6,319 | \$2,708 | \$1,264 | . | \$4,514 | \$3,611 | \$1,264 | \$5,416 | \$6,319 | \$6,319 | \$2,708 | \$4,514 | \$4,694 | \$6,319 |
| AIR ONLY | Mean | \$936.38 | \$930.72 | . | . | \$902.73 | \$406.23 | . | \$885.88 | \$993.00 | \$1,241.25 | \$851.58 | \$1,173.55 | \$1,354.10 | \$918.78 |
| | Median | \$903 | \$903 | . | . | \$858 | \$406 | . | \$812 | \$1,038 | \$1,219 | \$406 | \$1,174 | \$1,354 | \$812 |
| | Minimum | \$226 | \$226 | . | . | \$722 | \$406 | . | \$406 | \$226 | \$903 | \$226 | \$1,174 | \$1,354 | \$506 |
| | Maximum | \$1,535 | \$1,535 | . | . | \$1,174 | \$406 | . | \$1,535 | \$1,490 | \$1,535 | \$1,535 | \$1,174 | \$1,354 | \$1,490 |
| HOTEL ONLY | Mean | \$669.66 | \$568.72 | . | . | \$406.23 | . | . | \$420.41 | \$1,173.55 | \$1,173.55 | \$568.72 | \$902.73 | \$902.73 | \$473.93 |
| | Median | \$542 | \$524 | . | . | \$307 | . | . | \$451 | \$1,083 | \$1,083 | \$524 | \$903 | \$903 | \$352 |
| | Minimum | \$108 | \$108 | . | . | \$108 | . | . | \$108 | \$903 | \$903 | \$108 | \$903 | \$903 | \$108 |
| | Maximum | \$1,535 | \$1,083 | . | . | \$903 | . | . | \$903 | \$1,535 | \$1,535 | \$1,083 | \$903 | \$903 | \$1,083 |
| HOTEL & MEAL | Mean | \$680.66 | \$580.00 | . | . | . | . | . | \$622.88 | \$767.32 | \$887.69 | \$580.00 | . | . | \$767.32 |
| | Median | \$767 | \$609 | . | . | . | . | . | \$767 | \$767 | \$812 | \$609 | . | . | \$767 |
| | Minimum | \$289 | \$289 | . | . | . | . | . | \$289 | \$451 | \$767 | \$289 | . | . | \$767 |
| | Maximum | \$1,083 | \$812 | . | . | . | . | . | \$812 | \$1,083 | \$1,083 | \$812 | . | . | \$767 |
| F&B HOTEL | Mean | . | . | . | . | . | . | . | . | . | . | . | . | . | . |
| | Median | . | . | . | . | . | . | . | . | . | . | . | . | . | . |
| | Minimum | . | . | . | . | . | . | . | . | . | . | . | . | . | . |
| | Maximum | . | . | . | . | . | . | . | . | . | . | . | . | . | . |
| TRANS- KOREA | Mean | \$67.10 | \$58.68 | . | . | . | . | . | \$44.23 | \$112.84 | \$90.27 | \$58.68 | \$135.41 | . | \$45.14 |
| | Median | \$59 | \$59 | . | . | . | . | . | \$45 | \$113 | \$90 | \$59 | \$135 | . | \$45 |
| | Minimum | \$14 | \$45 | . | . | . | . | . | \$14 | \$90 | \$90 | \$45 | \$135 | . | \$45 |
| | Maximum | \$135 | \$72 | . | . | . | . | . | \$72 | \$135 | \$90 | \$72 | \$135 | . | \$45 |
| TRANS- GUAM | Mean | \$600.73 | \$216.66 | . | . | \$162.49 | . | \$54.16 | \$776.35 | \$293.39 | \$1,642.97 | \$216.66 | \$2,283.91 | . | \$162.49 |
| | Median | \$235 | \$217 | . | . | \$162 | . | \$54 | \$217 | \$316 | \$361 | \$217 | \$2,284 | . | \$162 |
| | Minimum | \$54 | \$217 | . | . | \$90 | . | \$54 | \$54 | \$90 | \$54 | \$217 | \$54 | . | \$54 |
| | Maximum | \$4,514 | \$217 | . | . | \$235 | . | \$54 | \$4,514 | \$451 | \$4,514 | \$217 | \$4,514 | . | \$271 |
| OPT TOURS | Mean | \$546.15 | \$126.38 | . | . | \$108.33 | \$180.55 | . | \$126.38 | \$630.11 | \$528.10 | \$126.38 | . | . | \$167.01 |
| | Median | \$167 | \$126 | . | . | \$108 | \$181 | . | \$126 | \$181 | \$528 | \$126 | . | . | \$167 |
| | Minimum | \$108 | \$126 | . | . | \$108 | \$181 | . | \$126 | \$108 | \$153 | \$126 | . | . | \$153 |
| | Maximum | \$1,805 | \$126 | . | . | \$108 | \$181 | . | \$126 | \$1,805 | \$903 | \$126 | . | . | \$181 |
| OTHER | Mean | \$629.65 | \$704.13 | . | . | \$796.66 | \$270.82 | \$361.09 | \$817.38 | \$216.66 | \$449.11 | \$704.13 | \$902.73 | . | \$665.76 |
| | Median | \$361 | \$181 | . | . | \$677 | \$271 | \$361 | \$903 | \$271 | \$375 | \$181 | \$903 | . | \$329 |
| | Minimum | \$9 | \$126 | . | . | \$9 | \$271 | \$361 | \$126 | \$9 | \$144 | \$126 | \$903 | . | \$135 |
| | Maximum | \$1,824 | \$1,805 | . | . | \$1,824 | \$271 | \$361 | \$1,824 | \$361 | \$903 | \$1,805 | \$903 | . | \$1,824 |
| TOTAL | Mean | \$1,817.47 | \$1,187.84 | \$391.18 | \$0.00 | \$2,391.63 | \$1,568.49 | \$279.50 | \$1,493.19 | \$2,223.67 | \$2,413.36 | \$759.83 | \$1,720.41 | \$3,475.51 | \$1,872.76 |
| | Median | \$1,693 | \$1,230 | \$0 | \$0 | \$2,510 | \$1,332 | \$0 | \$1,526 | \$2,257 | \$2,528 | \$0 | \$2,130 | \$3,476 | \$1,647 |
| | Minimum | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$2,257 | \$0 |
| | Maximum | \$14,444 | \$3,882 | \$1,264 | \$0 | \$5,416 | \$3,611 | \$1,354 | \$6,770 | \$14,444 | \$14,444 | \$3,882 | \$4,514 | \$4,694 | \$6,770 |

TOTAL EXPENDITURES – TRACKING



YTD=\$1,252.02

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 2014, and Overall Oct-Nov 2014 | | | |
|---|--------|--------------|-----------------------|
| | Oct-14 | Nov-14 | Combined Oct-Nov 2014 |
| Drivers: | rank | rank | rank |
| Quality & Cleanliness of beaches & parks | 3 | 2 | 2 |
| Ease of getting around | | | |
| Safety walking around at night | | | |
| Quality of daytime tours | | | |
| Variety of daytime tours | | | |
| Quality of nighttime tours | | | 4 |
| Variety of nighttime tours | | | |
| Quality of shopping | | | |
| Variety of shopping | 2 | | |
| Price of things on Guam | | | |
| Quality of hotel accommodations | | | |
| Quality/cleanliness of air, sky | | 4 | 3 |
| Quality/cleanliness of parks | | | |
| Quality of landscape in Tumon | | | |
| Quality of landscape in Guam | 1 | 1 | 1 |
| Quality of ground handler | | 3 | |
| Quality/cleanliness of transportation vehicles | | | |
| % of Per Person On Island Expenditures Accounted For | 36.8% | 24.8% | 30.6% |
| NOTE: Only significant drivers are included. | | | |

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by four significant factors in the November 2014 Period. By rank order they are:
 - **Quality of landscape in Guam,**
 - **Quality & cleanliness of beaches & parks,**
 - **Quality of ground handler, and**
 - **Quality/cleanliness of air/sky.**
- With all four factors the overall r^2 is .248 meaning that **24.8% of overall satisfaction is accounted for by these factors.**

Comparison of Drivers of Per Person On Isle Expenditure, Oct, Nov 2014, and Overall Oct-Nov 2014

| | Oct-14 | Nov-14 | Combined Oct-Nov 2014 |
|--|--------|-------------|-----------------------|
| Drivers: | rank | rank | rank |
| Quality & Cleanliness of beaches & parks | | | |
| Ease of getting around | | | |
| Safety walking around at night | | | |
| Quality of daytime tours | | | |
| Variety of daytime tours | | | |
| Quality of nighttime tours | | | |
| Variety of nighttime tours | | 2 | 2 |
| Quality of shopping | | 3 | |
| Variety of shopping | | | 3 |
| 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% | 7.0% |

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 November 2014 Period. By rank order they are:
 - **Price of things on Guam,**
 - **Variety of night time tours,**
 - **Quality of shopping, and**
 - **Quality of landscape in Guam.**
- With all four factors the overall r^2 is .097 meaning that **9.7%** of per person on island expenditure is accounted for by these factors.