



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2015 Market Segmentation

SEPTEMBER 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 **359** 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 **359** 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

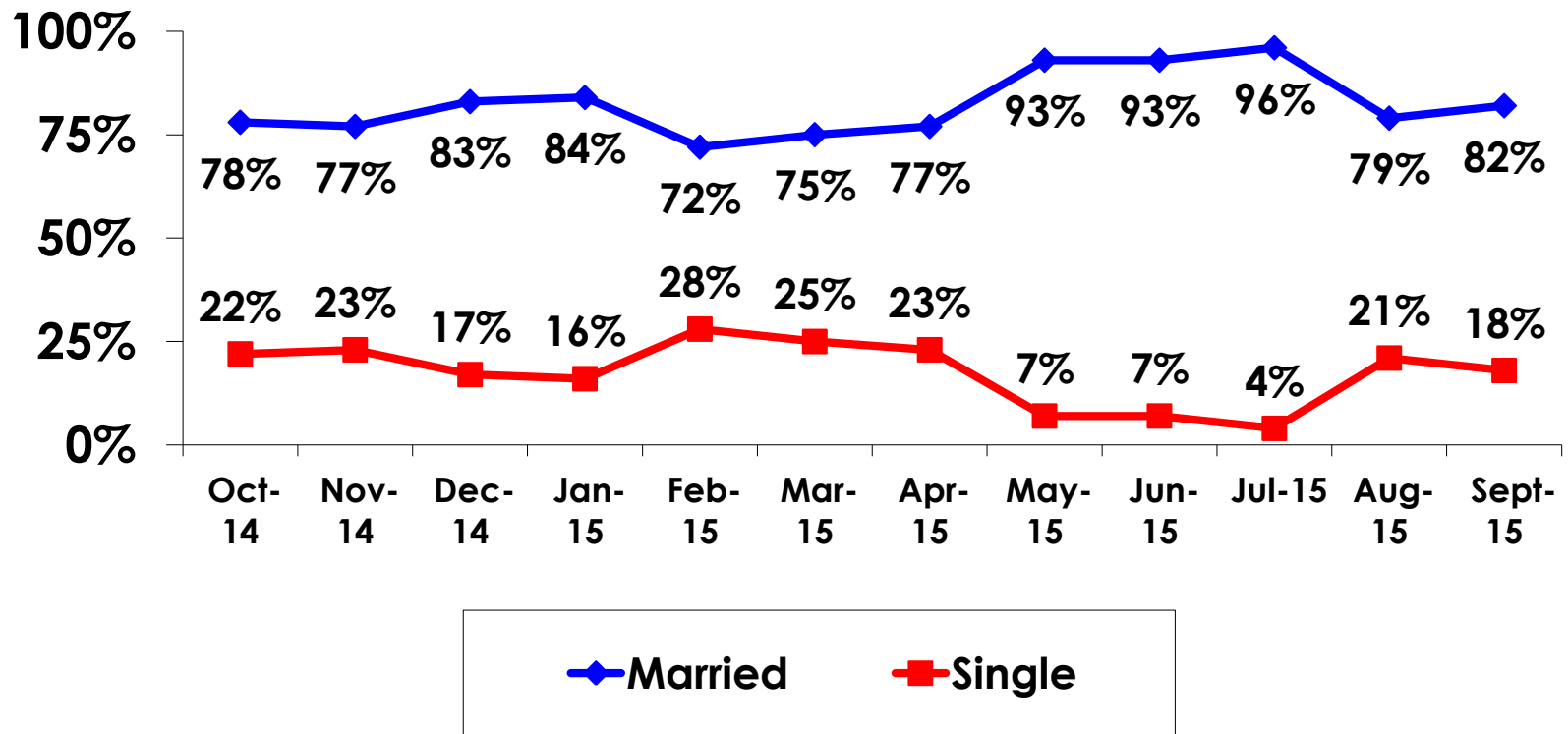
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors – 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%	1%	-	-	10%
Group	2%	2%	1%	0%	1%	0%	-	-	-	-	-	1%
Eng Language	1%	0%	0%	1%	-	0%	0%	-	-	-	-	1%
Honeymoon	9%	17%	15%	15%	5%	4%	9%	2%	6%	11%	14%	8%
Wedding	1%	1%	1%	1%	1%	1%	1%	1%	1%	17%	24%	1%
Incentive	6%	7%	9%	1%	3%	2%	1%	-	3%	6%	1%	1%
18-35	60%	55%	53%	54%	55%	65%	65%	48%	48%	50%	58%	65%
36-55	39%	43%	45%	46%	43%	32%	33%	51%	51%	50%	42%	35%
Child	44%	33%	45%	48%	35%	37%	32%	50%	53%	57%	55%	51%
FIT	20%	14%	17%	18%	17%	14%	10%	7%	1%	-	-	12%
Golden Miss	4%	5%	5%	3%	5%	8%	5%	6%	9%	7%	5%	6%
Senior	1%	1%	1%	1%	1%	1%	1%	0%	1%	-	-	0%
Sport	30%	42%	28%	29%	48%	38%	42%	45%	58%	66%	69%	32%
TOTAL	351	350	350	353	351	352	350	350	350	352	352	359

SECTION 1 **PROFILE OF RESPONDENTS**

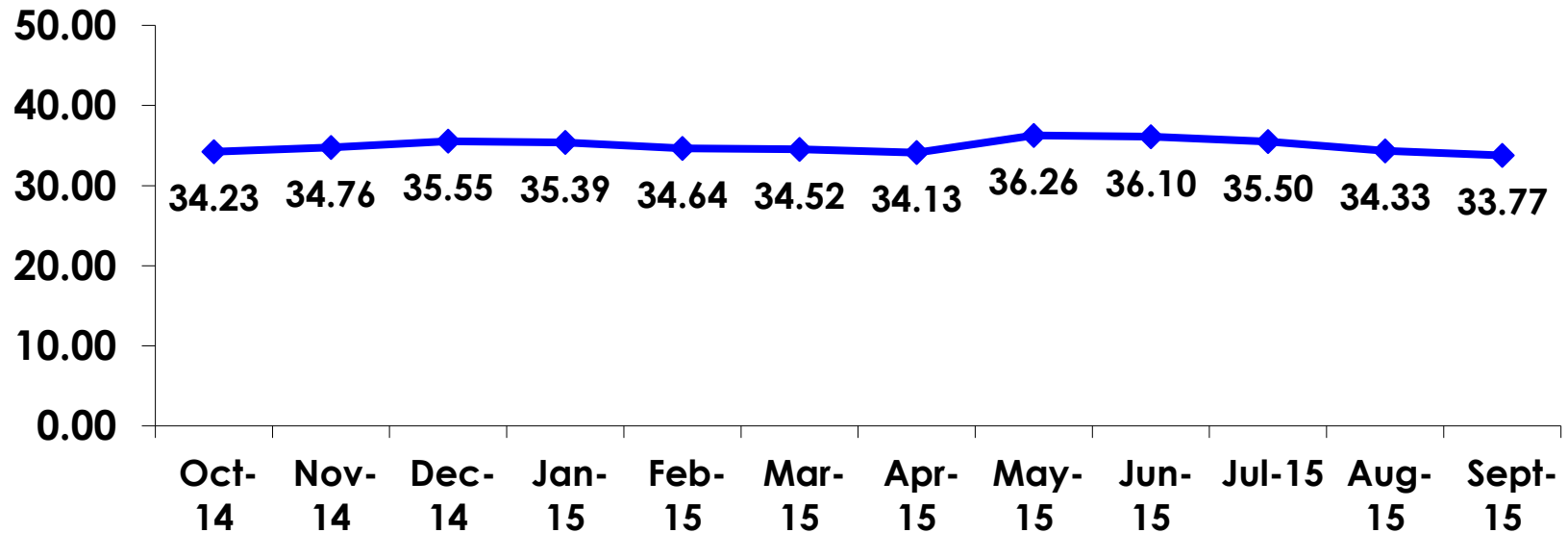
MARITAL STATUS - TRACKING



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	293	31	1	1	27	2	3	173	119	181	31	16	1	81
		Column N %	82%	91%	33%	50%	100%	100%	100%	75%	96%	99%	70%	73%	100%	72%
	Single	Count	66	3	2	1	0	0	0	59	5	2	13	6	0	32
		Column N %	18%	9%	67%	50%	0%	0%	0%	25%	4%	1%	30%	27%	0%	28%
	Total	Count	359	34	3	2	27	2	3	232	124	183	44	22	1	113

AVERAGE AGE - TRACKING



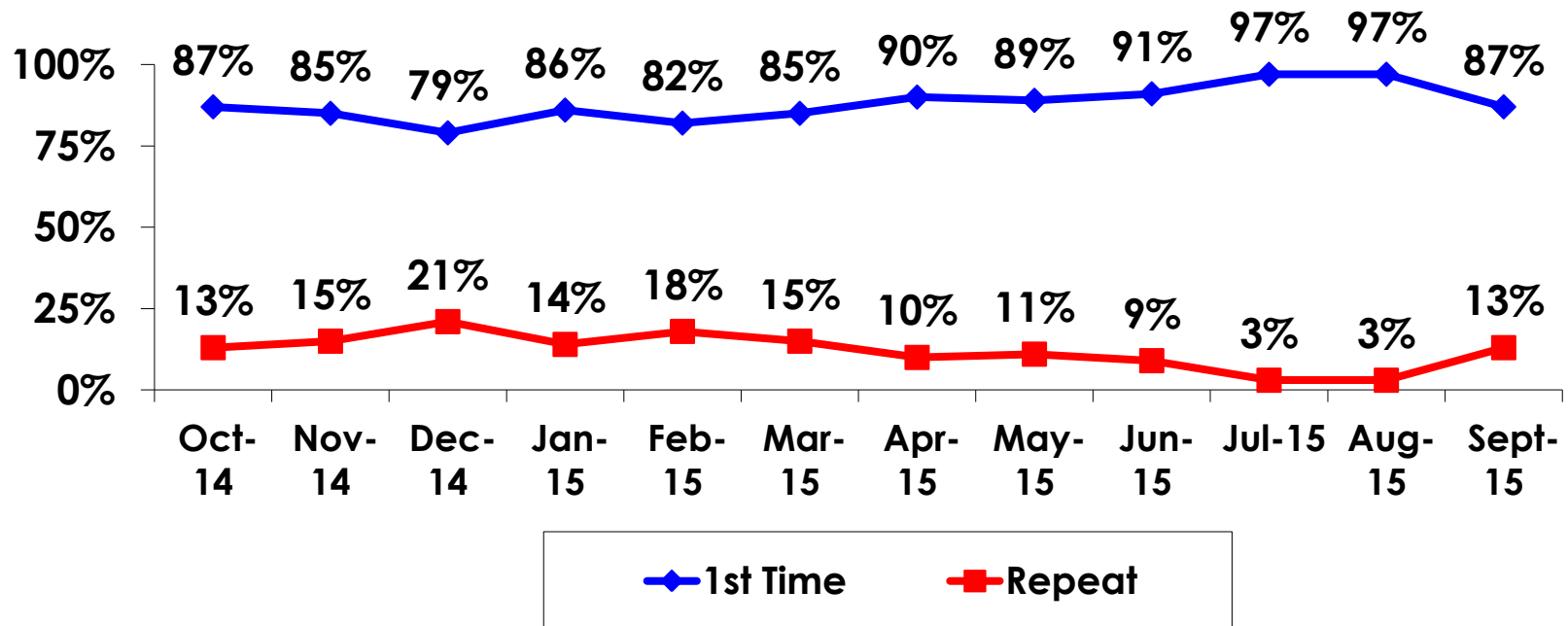
AGE- SEGMENTATION

			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	12	0	0	1	2	0	0	12	0	1	3	0	0	5
		Column N %	3%	0%	0%	50%	7%	0%	0%	5%	0%	1%	7%	0%	0%	4%
	25-34	Count	191	21	1	0	21	2	1	191	0	67	27	13	0	57
		Column N %	54%	62%	33%	0%	78%	100%	33%	82%	0%	37%	61%	59%	0%	51%
	35-49	Count	150	12	2	1	4	0	2	29	121	114	13	9	0	48
		Column N %	42%	35%	67%	50%	15%	0%	67%	13%	98%	62%	30%	41%	0%	43%
	50+	Count	4	1	0	0	0	0	0	0	3	1	1	0	1	2
		Column N %	1%	3%	0%	0%	0%	0%	0%	0%	2%	1%	2%	0%	100%	2%
	Total	Count	357	34	3	2	27	2	3	232	124	183	44	22	1	112
QF	Mean		33.77	33.88	35.33	30.00	29.48	28.50	36.33	30.77	39.17	36.04	32.34	34.27	61.00	33.51
	Median		34	34	39	30	29	29	35	31	38	36	32	34	61	34

INCOME - SEGMENTATION

			TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
Q26 <KW12.0M	Count		5	0	0	0	2	1	0	5	0	2	0	0	0
	Column N %		2%	0%	0%	0%	7%	50%	0%	2%	0%	1%	0%	0%	0%
KW12.0M-KW24.0M	Count		8	0	0	0	2	0	0	7	1	2	1	1	5
	Column N %		2%	0%	0%	0%	7%	0%	0%	3%	1%	1%	3%	5%	5%
KW24.0M-KW36.0M	Count		33	2	2	0	6	0	1	28	5	5	3	4	10
	Column N %		10%	6%	100%	0%	22%	0%	33%	13%	4%	3%	8%	18%	10%
KW36.0M-KW48.0M	Count		70	3	0	2	8	0	2	62	8	31	4	4	19
	Column N %		22%	10%	0%	100%	30%	0%	67%	29%	7%	19%	10%	18%	19%
KW48.0M-KW60.0M	Count		94	12	0	0	4	1	0	51	43	55	13	6	31
	Column N %		29%	39%	0%	0%	15%	50%	0%	24%	38%	33%	33%	27%	32%
KW60.0M-KW72.0M	Count		58	2	0	0	2	0	0	23	35	40	3	4	19
	Column N %		18%	6%	0%	0%	7%	0%	0%	11%	31%	24%	8%	18%	19%
KW72.0M+	Count		49	11	0	0	3	0	0	29	20	29	12	3	11
	Column N %		15%	35%	0%	0%	11%	0%	0%	14%	18%	18%	31%	14%	11%
No Income	Count		6	1	0	0	0	0	0	6	0	1	3	0	3
	Column N %		2%	3%	0%	0%	0%	0%	0%	3%	0%	1%	8%	0%	3%
Total	Count		323	31	2	2	27	2	3	211	112	165	39	22	98

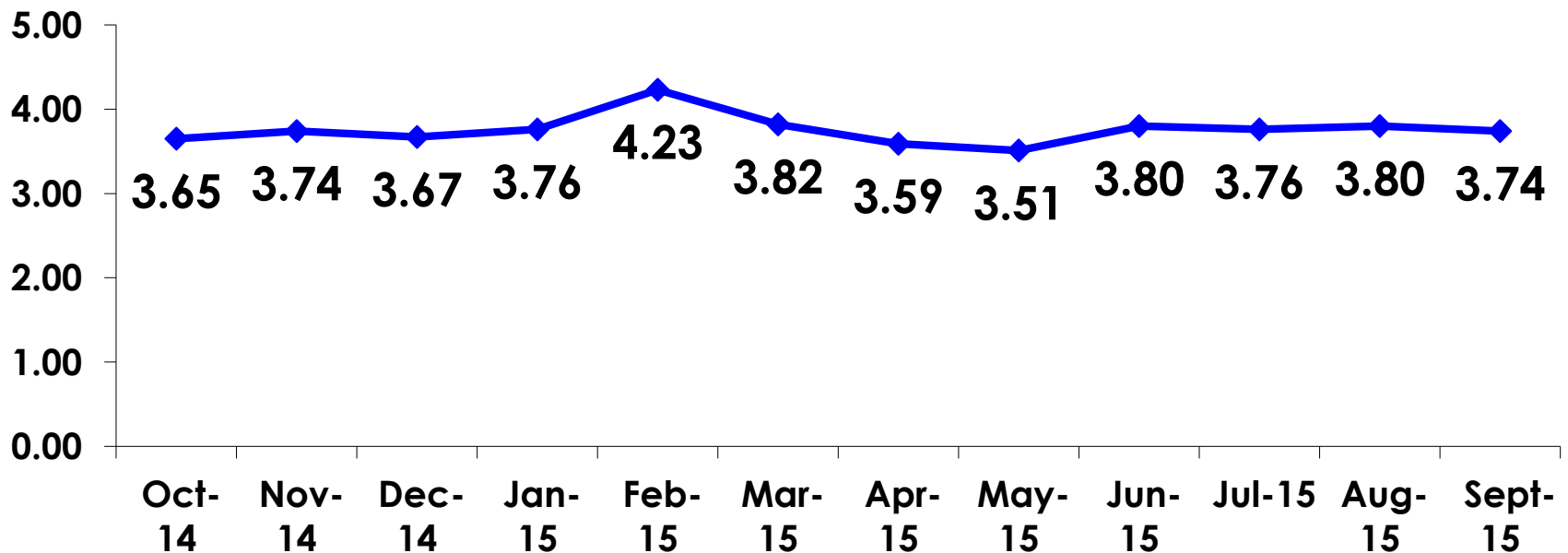
PRIOR TRIPS TO GUAM - TRACKING



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	311	28	3	2	26	2	3	207	101	152	38	20	1	100	
		Column N %	87%	85%	100%	100%	96%	100%	100%	90%	82%	83%	88%	91%	100%	90%	
	No	Count	46	5	0	0	1	0	0	0	24	22	31	5	2	0	11
		Column N %	13%	15%	0%	0%	4%	0%	0%	0%	10%	18%	17%	12%	9%	0%	10%
Total	Count	357	33	3	2	27	2	3	3	231	123	183	43	22	1	111	

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	4.24	3.33	4.00	3.85	4.50	4.00	3.76	3.72	3.68	4.53	3.45	3.00	3.98
Median	4	4	3	4	4	5	4	4	3	4	4	3	3	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	164	0	0	1	14	0	2	84	78	111	0	8	0	63
		Column N %	46%	0%	0%	50%	52%	0%	67%	37%	64%	61%	0%	36%	0%	56%
	Free-time package tour	Count	143	0	0	1	10	1	0	108	34	54	0	10	1	34
		Column N %	40%	0%	0%	50%	37%	50%	0%	47%	28%	30%	0%	45%	100%	30%
	Individually arranged travel (FIT)	Count	44	34	0	0	3	1	0	36	8	16	44	2	0	15
		Column N %	12%	100%	0%	0%	11%	50%	0%	16%	7%	9%	100%	9%	0%	13%
	Group tour	Count	3	0	3	0	0	0	1	1	2	0	0	2	0	0
		Column N %	1%	0%	100%	0%	0%	0%	33%	0%	2%	0%	0%	9%	0%	0%
	Other	Count	1	0	0	0	0	0	0	1	0	1	0	0	0	0
		Column N %	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
	Total	Count	355	34	3	2	27	2	3	230	122	182	44	22	1	112

TRAVEL MOTIVATION - SEGMENTATION

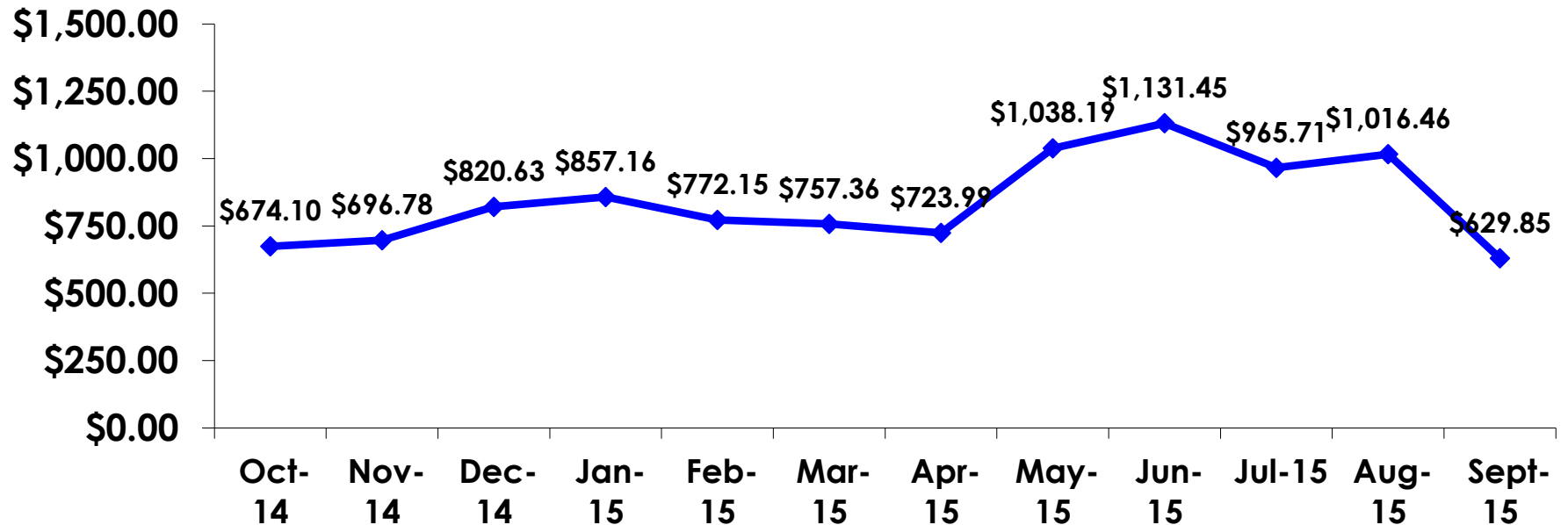
		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Q5A	Previous trip	10%	12%	0%	0%	0%	0%	0%	7%	14%	12%	9%	9%	0%	6%	
	Price	12%	15%	0%	50%	0%	0%	0%	15%	7%	9%	18%	14%	0%	18%	
	Visit friends/ Relatives	1%	3%	33%	0%	0%	0%	0%	2%	1%	0%	5%	5%	0%	0%	
	Recomm- friend/family/trvl agnt	21%	21%	0%	0%	7%	50%	0%	21%	19%	21%	18%	23%	100%	24%	
	Scuba	4%	3%	0%	0%	0%	0%	0%	5%	2%	1%	5%	0%	0%	12%	
	Water sports	15%	12%	0%	50%	0%	0%	0%	17%	10%	9%	18%	5%	0%	47%	
	Short travel time	32%	41%	33%	0%	33%	50%	0%	34%	28%	35%	39%	27%	0%	36%	
	Golf	3%	0%	0%	0%	0%	0%	0%	0%	7%	3%	0%	5%	0%	9%	
	Relax	73%	65%	0%	50%	52%	100%	67%	70%	79%	80%	64%	82%	0%	78%	
	Company/ Business Trip	1%	0%	67%	0%	0%	0%	67%	0%	3%	1%	0%	14%	0%	0%	
	Company Sponsored	1%	0%	33%	0%	0%	0%	100%	1%	1%	1%	0%	9%	0%	0%	
	Convention/ Trade/ Conference	1%	0%	0%	0%	0%	0%	0%	0%	2%	2%	0%	0%	0%	3%	
	Safe	31%	44%	0%	50%	26%	50%	0%	30%	34%	37%	39%	36%	100%	29%	
	Natural beauty	39%	68%	0%	50%	44%	100%	0%	42%	33%	36%	66%	27%	0%	37%	
	Shopping	24%	65%	0%	100%	26%	50%	0%	27%	18%	19%	57%	32%	0%	19%	
	Married/ Attn wedding	1%	3%	0%	0%	4%	100%	0%	1%	0%	0%	2%	0%	0%	1%	
	Honeymoon	8%	9%	0%	0%	100%	50%	0%	10%	2%	0%	7%	5%	0%	5%	
	Pleasure	15%	12%	0%	0%	11%	0%	0%	16%	15%	15%	18%	5%	0%	19%	
	Organized sports	1%	3%	0%	0%	0%	0%	0%	1%	1%	1%	2%	0%	0%	4%	
	Other	2%	3%	0%	0%	0%	0%	0%	2%	1%	2%	2%	5%	0%	2%	
	Total	Count	356	34	3	2	27	2	3	230	123	182	44	22	1	113

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	91%	100%	100%	100%	93%	100%	100%	94%	85%	87%	98%	95%	100%	88%	
	Friend/ Relative	42%	44%	67%	50%	48%	100%	67%	45%	37%	40%	50%	36%	100%	40%	
	Travel Agent Brochure	32%	0%	0%	0%	37%	0%	33%	27%	44%	41%	0%	27%	0%	35%	
	Travel Guidebook-Bookstore	16%	13%	0%	0%	22%	0%	33%	19%	11%	13%	17%	18%	0%	23%	
	Co-Worker/ Company Trvl Dept	13%	13%	67%	0%	11%	0%	33%	12%	15%	12%	12%	27%	0%	10%	
	Prior Trip	13%	16%	0%	0%	4%	0%	0%	10%	17%	16%	12%	9%	0%	10%	
	Magazine (Consumer)	5%	0%	0%	0%	7%	0%	0%	5%	5%	5%	0%	0%	0%	8%	
	Newspaper	4%	0%	0%	0%	0%	0%	0%	3%	6%	5%	0%	9%	0%	4%	
	GVB Office	4%	3%	0%	0%	4%	0%	0%	3%	6%	5%	2%	5%	0%	5%	
	TV	3%	6%	0%	0%	4%	0%	0%	3%	2%	3%	5%	5%	0%	3%	
	Other	1%	3%	0%	0%	0%	0%	0%	2%	0%	1%	5%	0%	0%	0%	
	GVB Promo	1%	3%	0%	0%	4%	0%	0%	0%	2%	1%	2%	0%	0%	2%	
	Theater Ad	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	
	Radio	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
	Total	Count	357	32	3	2	27	2	3	231	123	183	42	22	1	112

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING



YTD=\$839.93

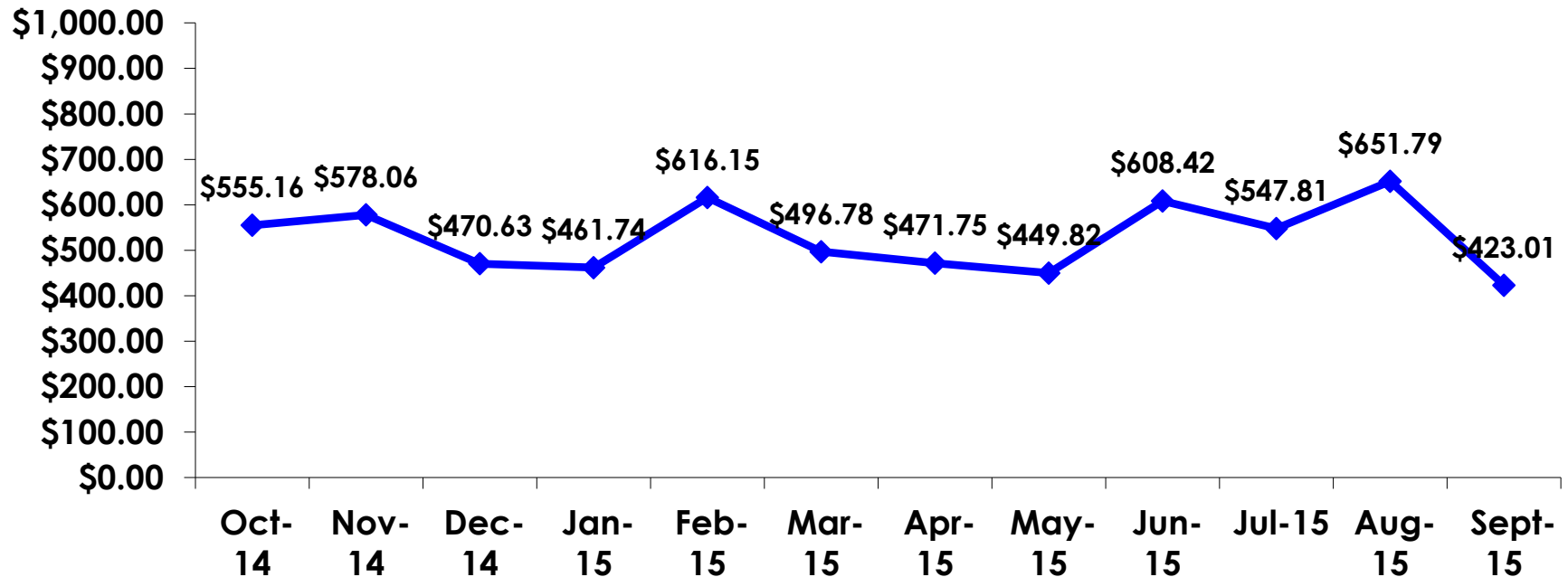
PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		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	\$629.85	\$579.68	\$537.44	\$702.08	\$1,030.33	\$523.94	\$232.86	\$640.33	\$618.38	\$548.90	\$594.07	\$460.46	\$0.00	\$652.83
	Median	\$692	\$576	\$699	\$702	\$1,090	\$524	\$0	\$671	\$699	\$671	\$576	\$463	\$0	\$740
	Minimum	\$0	\$0	\$0	\$566	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$7,461	\$1,257	\$914	\$838	\$1,509	\$1,048	\$699	\$2,976	\$7,461	\$1,677	\$1,677	\$1,257	\$0	\$1,677

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	\$2,331.89	\$2,302.10	\$16,766.01	\$1,089.79	\$1,814.92	\$2,095.75	\$16,766.01	\$1,733.68	\$3,540.91	\$2,470.37	\$2,242.45	\$7,125.55	.	\$2,131.95
	Median	\$1,844	\$2,096	\$16,766	\$1,090	\$1,677	\$2,096	\$16,766	\$1,677	\$2,515	\$2,221	\$1,886	\$2,934	.	\$1,677
AIR/HOTEL/MEAL	Mean	\$2,270.77	\$1,754.84	.	\$2,514.90	\$2,228.89	.	.	\$1,995.88	\$2,771.79	\$2,585.64	\$1,525.71	\$1,823.90	.	\$2,403.92
	Median	\$2,263	\$1,677	.	\$2,515	\$2,347	.	.	\$2,012	\$2,515	\$2,515	\$1,626	\$1,677	.	\$2,515
AIR ONLY	Mean	\$906.52	\$861.77	\$335.32	.	\$922.13	.	.	\$943.85	\$789.20	\$931.56	\$788.65	\$880.22	.	\$553.28
	Median	\$754	\$817	\$335	.	\$838	.	.	\$754	\$754	\$859	\$780	\$880	.	\$587
HOTEL ONLY	Mean	\$654.87	\$699.98	\$335.32	.	\$838.30	.	.	\$671.87	\$582.62	\$512.56	\$671.02	\$712.56	.	\$654.92
	Median	\$754	\$838	\$335	.	\$838	.	.	\$754	\$545	\$419	\$838	\$713	.	\$796
HOTEL & MEAL	Mean	\$866.24	.	.	.	\$586.81	.	.	\$544.90	\$1,508.94	\$502.98
	Median	\$587	.	.	.	\$587	.	.	\$545	\$1,509	\$503
F&B HOTEL	Mean	\$83.83	\$83.83	\$83.83	.	\$83.83	\$83.83	.	.	.
	Median	\$84	\$84	\$84	.	\$84	\$84	.	.	.
TRANS- KOREA	Mean	\$85.53	\$38.77	\$33.53	\$41.92	.	.	.	\$84.70	\$87.05	\$91.12	\$34.37	.	.	\$59.65
	Median	\$84	\$34	\$34	\$42	.	.	.	\$63	\$84	\$84	\$25	.	.	\$42
TRANS- GUAM	Mean	\$177.14	\$213.77	\$41.92	.	\$251.49	.	.	\$180.03	\$146.70	\$232.86	\$205.38	\$167.66	.	\$184.43
	Median	\$168	\$231	\$42	.	\$251	.	.	\$168	\$147	\$210	\$231	\$168	.	\$168
OPT TOURS	Mean	\$381.89	\$419.15	\$381.89	.	.	\$265.46	.	.	\$381.89
	Median	\$168	\$419	\$168	.	.	\$168	.	.	\$168
OTHER	Mean	\$322.33	\$184.43	\$167.66	.	\$67.06	.	.	\$359.42	\$248.14	\$216.91	\$431.72	.	.	\$465.26
	Median	\$168	\$117	\$168	.	\$67	.	.	\$210	\$126	\$147	\$251	.	.	\$251
TOTAL	Mean	\$1,748.60	\$1,570.46	\$5,893.25	\$1,823.30	\$2,004.78	\$1,047.88	\$5,588.67	\$1,537.97	\$2,163.69	\$1,937.71	\$1,431.11	\$1,704.42	\$0.00	\$1,800.37
	Median	\$1,677	\$1,677	\$914	\$1,823	\$2,096	\$1,048	\$0	\$1,601	\$2,347	\$2,096	\$1,677	\$1,039	\$0	\$1,844

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$527.40

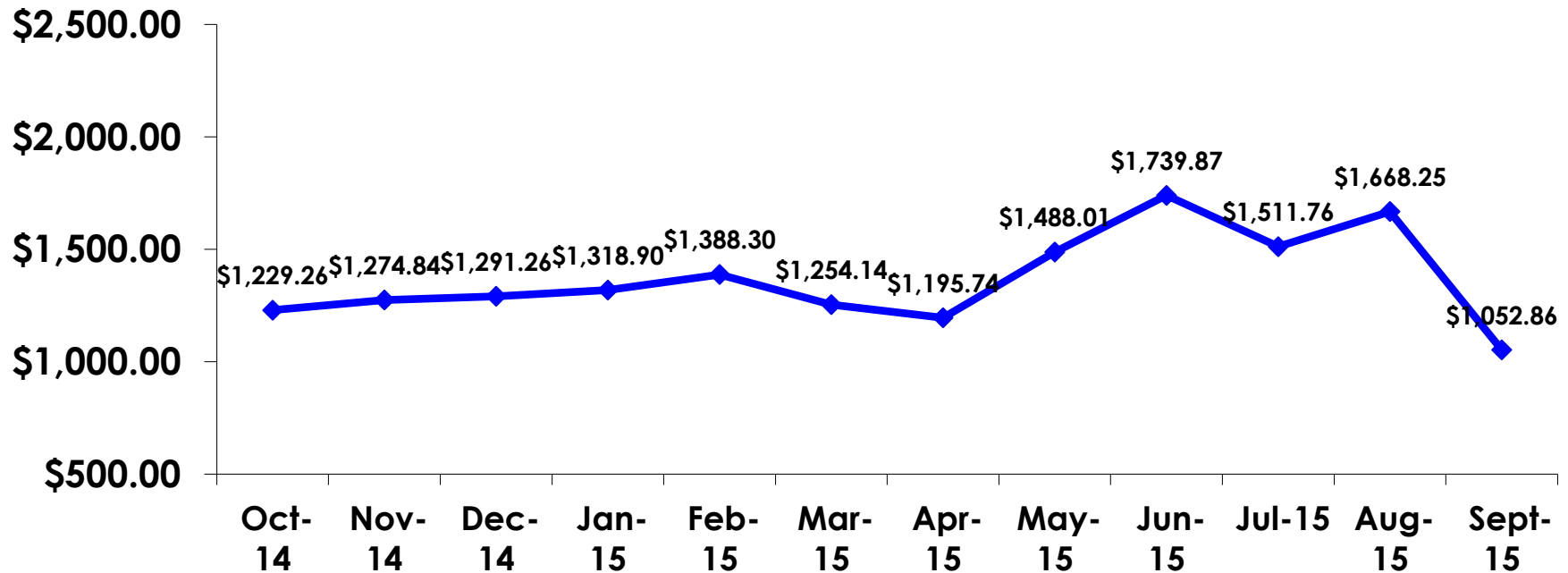
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		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	\$423.01	\$545.93	\$143.33	\$740.67	\$693.00	\$752.50	\$344.44	\$458.38	\$356.70	\$329.34	\$534.52	\$376.55	\$12.50	\$467.11
	Median	\$350	\$432	\$200	\$741	\$500	\$753	\$400	\$390	\$333	\$333	\$425	\$342	\$13	\$450
	Minimum	\$0	\$0	\$30	\$333	\$0	\$5	\$200	\$0	\$0	\$0	\$0	\$0	\$13	\$0
	Maximum	\$3,090	\$1,750	\$200	\$1,148	\$1,950	\$1,500	\$433	\$3,090	\$1,800	\$1,800	\$1,750	\$1,600	\$13	\$1,800

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	\$68.37	\$36.18	\$0.00	\$0.00	\$48.67	\$0.00	\$0.00	\$67.96	\$70.40	\$82.63	\$30.57	\$67.18	\$0.00	\$87.64
F&B FF/STORE	Mean	\$23.86	\$30.59	\$0.00	\$175.00	\$12.96	\$0.00	\$0.00	\$26.73	\$19.06	\$20.46	\$27.27	\$12.50	\$0.00	\$22.69
F&B RESTRNT	Mean	\$113.30	\$230.94	\$0.00	\$150.00	\$100.78	\$0.00	\$0.00	\$128.96	\$78.68	\$68.95	\$198.45	\$125.45	\$0.00	\$112.83
OPT TOUR	Mean	\$80.25	\$57.53	\$0.00	\$115.00	\$61.48	\$0.00	\$0.00	\$72.45	\$96.79	\$79.61	\$48.09	\$38.18	\$0.00	\$97.81
GIFT- SELF	Mean	\$197.52	\$285.82	\$0.00	\$700.00	\$374.81	\$0.00	\$0.00	\$197.60	\$184.40	\$175.14	\$261.32	\$39.09	\$0.00	\$174.07
GIFT- OTHER	Mean	\$109.64	\$125.88	\$0.00	\$450.00	\$252.81	\$0.00	\$0.00	\$117.15	\$98.25	\$84.61	\$107.05	\$62.73	\$0.00	\$99.29
TRANS	Mean	\$66.23	\$113.82	\$0.00	\$58.00	\$59.30	\$0.00	\$0.00	\$73.94	\$50.19	\$52.69	\$113.64	\$39.09	\$0.00	\$89.58
OTHER	Mean	\$459.07	\$672.26	\$183.33	\$0.00	\$469.63	\$1,505.00	\$900.00	\$401.50	\$568.63	\$564.30	\$599.25	\$404.09	\$50.00	\$551.65
TOTAL	Mean	\$1,122.78	\$1,538.32	\$183.33	\$1,648.00	\$1,380.44	\$1,505.00	\$900.00	\$1,095.46	\$1,162.35	\$1,140.69	\$1,374.27	\$788.32	\$50.00	\$1,231.15

TOTAL EXPENDITURES – TRACKING



YTD=\$1,367.16

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	\$1,052.86	\$1,125.61	\$680.78	\$1,442.74	\$1,723.33	\$1,276.44	\$577.31	\$1,098.71	\$975.08	\$878.24	\$1,128.59	\$837.01	\$12.50	\$1,119.94
	Median	\$1,006	\$1,151	\$899	\$1,443	\$1,659	\$1,276	\$433	\$1,060	\$920	\$942	\$1,206	\$749	\$13	\$1,129
	Minimum	\$0	\$0	\$30	\$1,172	\$0	\$5	\$400	\$0	\$0	\$0	\$0	\$0	\$13	\$0
	Maximum	\$7,961	\$2,548	\$1,114	\$1,714	\$2,788	\$2,548	\$899	\$3,976	\$7,961	\$3,477	\$2,977	\$2,857	\$13	\$3,477

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, Jun, Jul, Aug, Sep 2015, and Overall Oct-2014 - Sep 2015

Drivers:	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Combi ned Oct- 2014 - Sep 2015
	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks	3	2	7				6		2			6	6
Ease of getting around													
Safety walking around at night			5		2	2		6			5		9
Quality of daytime tours									6				
Variety of daytime tours										5	6		
Quality of nighttime tours				4			3			3			2
Variety of nighttime tours					3			3			1	3	
Quality of shopping												5	
Variety of shopping	2		4			4		1	1	4	4		5
Price of things on Guam				5									
Quality of hotel accommodations			2		1		2	5	3	2	3		4
Quality/cleanliness of air, sky		4		3		5	4			7		2	8
Quality/cleanliness of parks							1						1
Quality of landscape in Tumon				1		1				1	2		10
Quality of landscape in Guam	1	1	3	6		3	5	4	4			4	3
Quality of ground handler		3	1										
Quality/cleanliness of transportation vehicles			6	2				2	5	6	7	1	7
% of Per Person On Island Expenditures Accounted For	36.8%	24.8%	52.2%	49.9%	31.0%	45.2%	43.6%	41.1%	62.1%	32.2%	28.4%	41.6%	40.6%

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 September 2015 Period. By rank order they are:
 - **Quality/cleanliness of transportation vehicles,**
 - **Quality/cleanliness of air, sky,**
 - **Variety of night time tours,**
 - **Quality of landscape in Guam,**
 - **Quality of shopping, and**
 - **Quality & cleanliness of beaches & parks.**
- With all six factors the overall r^2 is .416 meaning that **41.6% 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, Jun, Jul, Aug, Sep 2015 and Overall Oct-2014-Sep 2015

	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Combined Oct-2014-Sep 2015
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks													
Ease of getting around					3							2	1
Safety walking around at night					2	1							2
Quality of daytime tours												1	
Variety of daytime tours					1				1				
Quality of nighttime tours			1										
Variety of nighttime tours		2			4								
Quality of shopping		3	2						2				
Variety of shopping													
Price of things on Guam	2	1											
Quality of hotel accommodations											1		
Quality/cleanliness of air, sky												3	
Quality/cleanliness of parks													
Quality of landscape in Tumon	1											4	
Quality of landscape in Guam		4											
Quality of ground handler							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%	15.8%	0.0%	1.3%	7.0%	0.8%

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 September 2015 Period. By rank order they are:
 - **Quality of daytime tours,**
 - **Ease of getting around,**
 - **Quality/cleanliness of air, sky, and**
 - **Quality of landscape in Tumon.**
- With these factors the overall r^2 is .070 meaning that **7.0% of per person on island expenditure is accounted for by these factors.**