



# GUAM VISITORS BUREAU

## Korean Visitor Tracker Exit Profile

### FY2016 Market Segmentation

#### APRIL 2016



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.

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# 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

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# Highlighted Segments Parameters

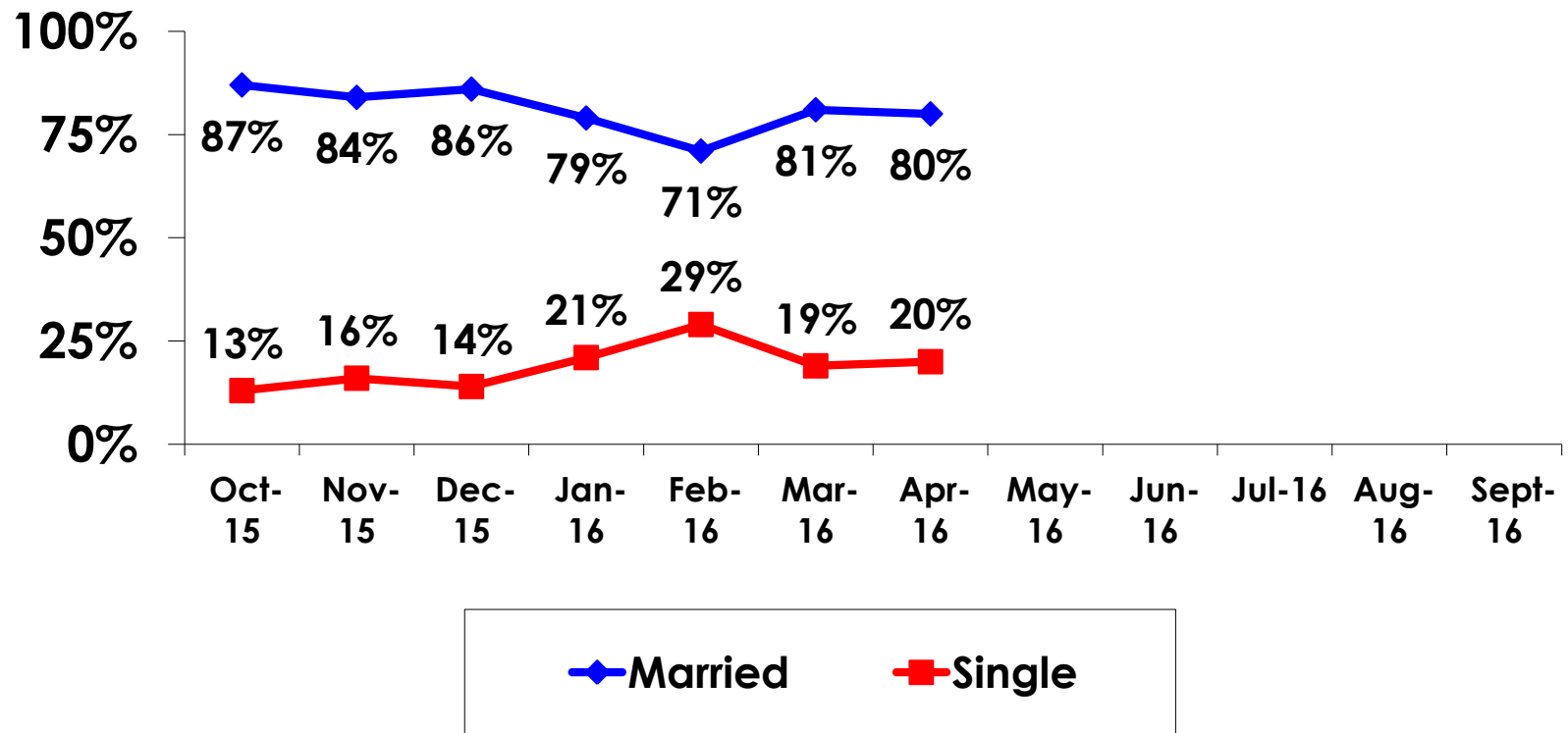
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors –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

# Highlighted Segments

	<b>Oct 15</b>	<b>Nov 15</b>	<b>Dec 15</b>	<b>Jan 16</b>	<b>Feb 16</b>	<b>Mar 16</b>	<b>Apr 16</b>	<b>May 16</b>	<b>Jun 16</b>	<b>Jul 16</b>	<b>Aug 16</b>	<b>Sept 16</b>
<b>Family/ FIT</b>	14%	10%	11%	14%	14%	12%	9%					
<b>Group</b>	1%	1%	1%	1%	1%	0%	0%					
<b>Eng Language</b>	1%	0%	0%	1%	2%	1%	0%					
<b>Honeymoon</b>	13%	10%	12%	5%	5%	15%	6%					
<b>Wedding</b>	1%	-	-	-	-	0%	0%					
<b>Incentive</b>	7%	4%	1%	2%	0%	2%	3%					
<b>18-35</b>	65%	57%	55%	47%	53%	67%	60%					
<b>36-55</b>	34%	42%	42%	52%	46%	30%	38%					
<b>Child</b>	43%	47%	48%	53%	48%	40%	47%					
<b>FIT</b>	16%	11%	14%	20%	21%	17%	13%					
<b>Golden Miss</b>	3%	2%	5%	4%	4%	4%	4%					
<b>Senior</b>	1%	0%	2%	1%	0%	2%	1%					
<b>Sport</b>	24%	22%	22%	29%	27%	23%	25%					
<b>TOTAL</b>	<b>351</b>	<b>365</b>	<b>368</b>	<b>353</b>	<b>356</b>	<b>354</b>	<b>350</b>					

# SECTION 1 **PROFILE OF RESPONDENTS**

# MARITAL STATUS - TRACKING

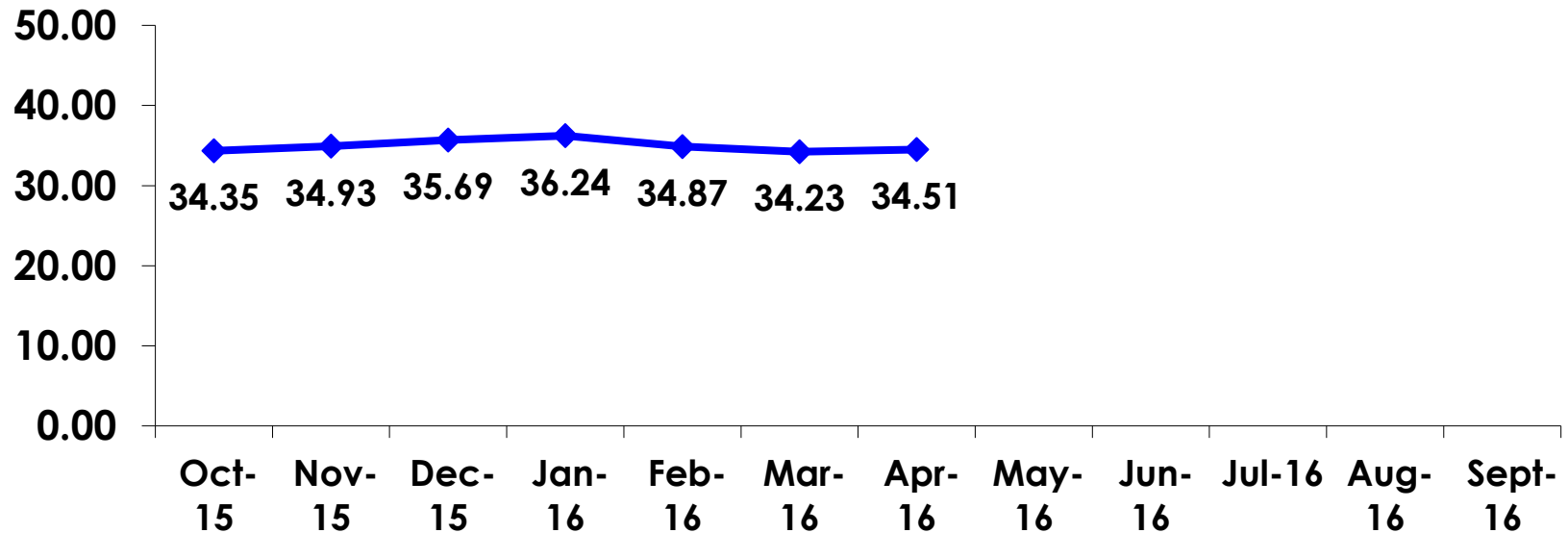


# MARITAL STATUS- SEGMENTATION

			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	279	27	1	1	21	1	7	142	131	165	28	11	2	65
		Column N %	80%	84%	100%	100%	100%	100%	64%	67%	98%	99%	60%	79%	100%	75%
	Single	Count	71	5	0	0	0	0	4	69	2	1	19	3	0	22
		Column N %	20%	16%	0%	0%	0%	0%	36%	33%	2%	1%	40%	21%	0%	25%
	Total	Count	350	32	1	1	21	1	11	211	133	166	47	14	2	87



# AVERAGE AGE - TRACKING



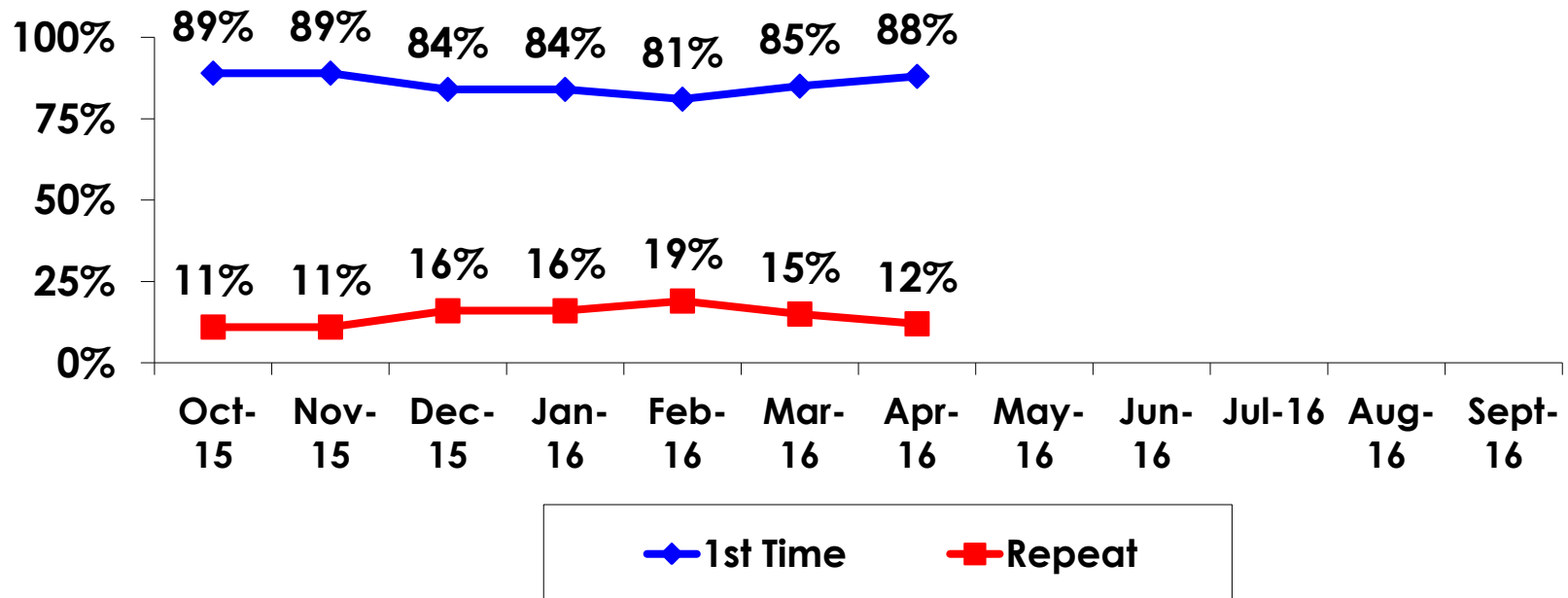
# AGE- SEGMENTATION

			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	17	3	0	0	2	0	1	17	0	0	6	0	0	5
		Column N %	5%	9%	0%	0%	10%	0%	9%	8%	0%	0%	13%	0%	0%	6%
	25-34	Count	174	19	0	1	17	1	4	174	0	37	31	9	0	50
		Column N %	50%	59%	0%	100%	81%	100%	36%	82%	0%	22%	66%	64%	0%	57%
	35-49	Count	148	9	1	0	2	0	6	20	128	128	9	5	0	30
		Column N %	42%	28%	100%	0%	10%	0%	55%	9%	96%	77%	19%	36%	0%	34%
	50+	Count	11	1	0	0	0	0	0	0	5	1	1	0	2	2
		Column N %	3%	3%	0%	0%	0%	0%	0%	0%	4%	1%	2%	0%	100%	2%
	Total	Count	350	32	1	1	21	1	11	211	133	166	47	14	2	87
QF	Mean		34.51	32.22	42.00	27.00	29.81	27.00	35.18	29.85	40.83	37.86	30.53	33.50	61.00	33.59
	Median		33	31	42	27	30	27	35	30	40	38	30	32	61	32

# 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	9	0	0	0	2	0	0	6	3	2	0	0	0	3
		Column N %	3%	0%	0%	0%	13%	0%	0%	4%	3%	1%	0%	0%	0%	4%
	KW12.0M-KW24.0M	Count	12	0	0	0	0	0	3	9	3	2	1	1	0	4
		Column N %	5%	0%	0%	0%	0%	0%	38%	6%	3%	1%	2%	8%	0%	5%
	KW24.0M-KW36.0M	Count	33	1	0	1	2	1	1	29	3	6	6	1	0	9
		Column N %	13%	3%	0%	100%	13%	100%	13%	20%	3%	4%	14%	8%	0%	12%
	KW36.0M-KW48.0M	Count	44	2	0	0	5	0	1	32	12	20	3	1	0	13
		Column N %	17%	7%	0%	0%	31%	0%	13%	22%	11%	15%	7%	8%	0%	18%
	KW48.0M-KW60.0M	Count	69	10	1	0	3	0	2	29	39	48	12	6	1	16
		Column N %	26%	33%	100%	0%	19%	0%	25%	20%	35%	36%	27%	46%	50%	22%
	KW60.0M-KW72.0M	Count	31	3	0	0	2	0	0	8	21	21	3	1	1	9
		Column N %	12%	10%	0%	0%	13%	0%	0%	6%	19%	16%	7%	8%	50%	12%
	KW72.0M+	Count	54	11	0	0	1	0	1	24	29	34	15	3	0	16
		Column N %	21%	37%	0%	0%	6%	0%	13%	17%	26%	25%	34%	23%	0%	22%
	No Income	Count	9	3	0	0	1	0	0	8	1	1	4	0	0	3
		Column N %	3%	10%	0%	0%	6%	0%	0%	6%	1%	1%	9%	0%	0%	4%
	Total	Count	261	30	1	1	16	1	8	145	111	134	44	13	2	73

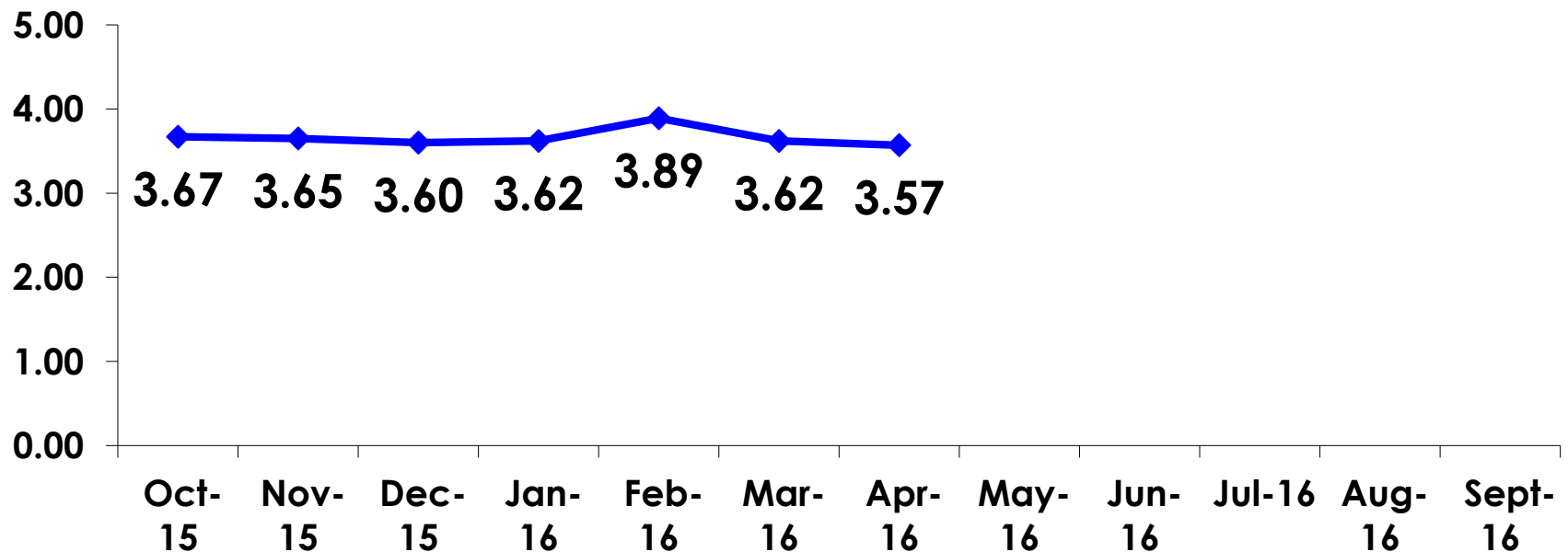
# PRIOR TRIPS TO GUAM - TRACKING



# 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	309	26	1	1	21	1	10	190	114	139	39	11	2	76
		Column N %	88%	81%	100%	100%	100%	100%	91%	90%	86%	84%	83%	79%	100%	87%
	No	Count	41	6	0	0	0	0	1	21	19	27	8	3	0	11
		Column N %	12%	19%	0%	0%	0%	0%	9%	10%	14%	16%	17%	21%	0%	13%
	Total	Count	350	32	1	1	21	1	11	211	133	166	47	14	2	87

# 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	3.57	4.00	3.00	3.00	4.10	3.00	3.18	3.55	3.62	3.65	3.72	3.29	3.00	3.63
Median	3	4	3	3	4	3	3	3	3	3	4	3	3	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	164	0	0	0	8	0	1	88	72	93	0	5	1	39
		Column N %	47%	0%	0%	0%	38%	0%	9%	42%	54%	56%	0%	36%	50%	45%
	Free-time package tour	Count	132	0	0	1	8	1	3	79	52	59	0	5	1	25
		Column N %	38%	0%	0%	100%	38%	100%	27%	38%	39%	36%	0%	36%	50%	29%
	Individually arranged travel (FIT)	Count	47	32	0	0	5	0	1	39	7	12	47	3	0	19
		Column N %	13%	100%	0%	0%	24%	0%	9%	19%	5%	7%	100%	21%	0%	22%
	Group tour	Count	1	0	1	0	0	0	1	0	1	1	0	1	0	1
		Column N %	0%	0%	100%	0%	0%	0%	9%	0%	1%	1%	0%	7%	0%	1%
	Company paid travel	Count	5	0	0	0	0	0	5	4	1	0	0	0	0	3
		Column N %	1%	0%	0%	0%	0%	0%	45%	2%	1%	0%	0%	0%	0%	3%
Total		Count	349	32	1	1	21	1	11	210	133	165	47	14	2	87

# TRAVEL MOTIVATION - SEGMENTATION

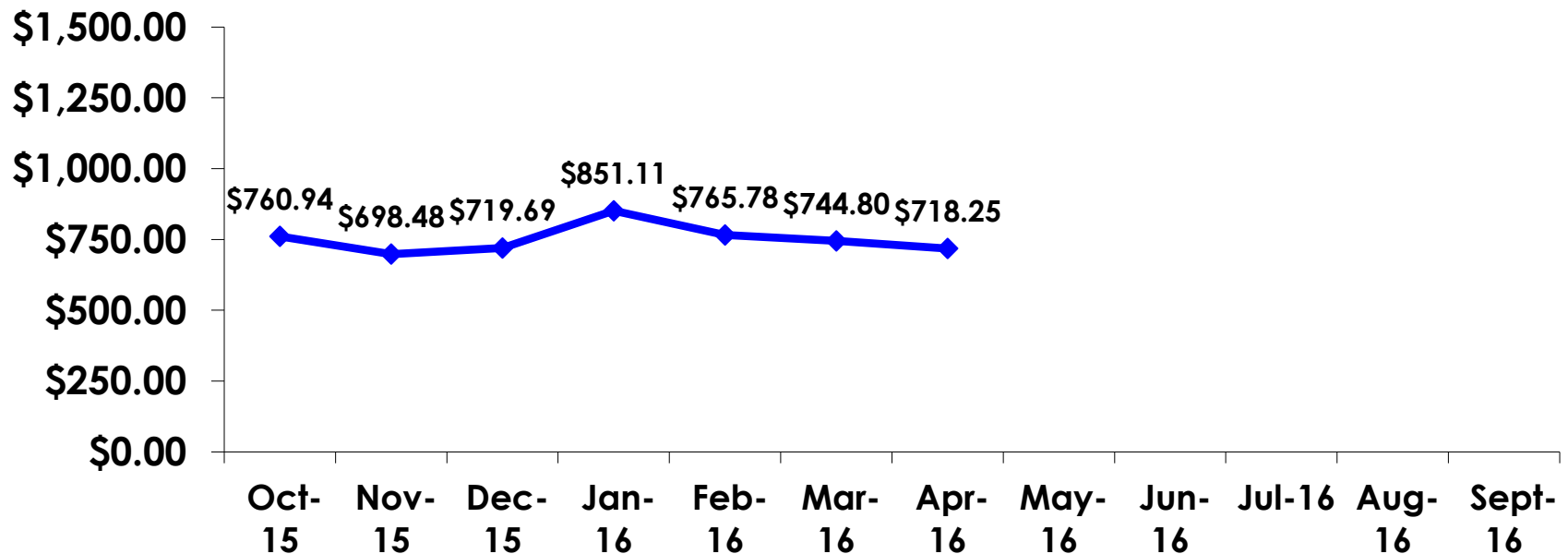
		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	9%	16%	0%	0%	0%	0%	0%	8%	11%	14%	13%	21%	0%	11%
	Price	10%	19%	0%	0%	14%	0%	0%	13%	5%	7%	17%	7%	0%	11%
	Visit friends/ Relatives	2%	3%	0%	0%	5%	0%	0%	3%	1%	1%	2%	0%	0%	1%
	Recomm-friend/family/trvl agnt	20%	13%	0%	100%	5%	100%	0%	16%	26%	21%	15%	14%	0%	18%
	Scuba	3%	3%	0%	0%	5%	0%	9%	6%	0%	1%	2%	7%	0%	14%
	Water sports	15%	25%	0%	0%	14%	0%	18%	19%	9%	12%	23%	0%	0%	59%
	Short travel time	25%	63%	0%	0%	38%	0%	9%	30%	18%	24%	57%	14%	0%	30%
	Golf	2%	3%	0%	0%	0%	0%	0%	0%	4%	1%	2%	0%	0%	7%
	Relax	56%	75%	0%	0%	43%	0%	27%	50%	67%	66%	70%	50%	100%	54%
	Company/ Business Trip	2%	0%	0%	0%	0%	0%	18%	1%	2%	1%	0%	0%	50%	1%
	Company Sponsored	3%	3%	100%	0%	0%	0%	91%	3%	3%	2%	2%	7%	0%	5%
	Safe	19%	31%	0%	0%	19%	0%	9%	16%	24%	28%	26%	7%	0%	23%
	Natural beauty	43%	63%	0%	0%	38%	0%	36%	45%	41%	42%	70%	50%	0%	46%
	Shopping	17%	50%	0%	0%	24%	0%	0%	20%	14%	19%	43%	29%	0%	21%
	Career Cert/ Testing	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	2%	0%	0%	0%
	Married/ Attn wedding	0%	0%	0%	100%	0%	100%	0%	0%	0%	0%	0%	0%	0%	1%
	Honeymoon	6%	16%	0%	0%	100%	0%	0%	9%	2%	1%	11%	0%	0%	7%
	Pleasure	14%	16%	0%	0%	14%	0%	18%	16%	12%	14%	19%	21%	0%	16%
	Organized sports	1%	6%	0%	0%	0%	0%	0%	2%	0%	0%	6%	0%	0%	6%
	Other	1%	0%	0%	0%	0%	0%	0%	1%	2%	2%	0%	0%	0%	3%
	Total Count	348	32	1	1	21	1	11	210	132	166	47	14	2	87

# 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	94%	100%	100%	100%	95%	100%	100%	94%	95%	95%	100%	79%	100%	95%
	Friend/ Relative	34%	41%	100%	0%	29%	0%	27%	34%	34%	33%	45%	43%	0%	39%
	Travel Agent Brochure	23%	16%	0%	0%	52%	0%	18%	20%	29%	26%	11%	14%	0%	21%
	Prior Trip	11%	16%	0%	0%	0%	0%	9%	9%	14%	15%	15%	21%	0%	11%
	Travel Guidebook- Bookstore	9%	22%	0%	0%	0%	0%	0%	10%	8%	9%	19%	14%	0%	10%
	Co-Worker/ Company Trvl Dept	6%	6%	0%	0%	10%	0%	27%	5%	6%	4%	9%	0%	50%	7%
	TV	3%	3%	0%	100%	5%	100%	9%	3%	3%	2%	2%	0%	0%	6%
	GVB Promo	2%	6%	0%	0%	0%	0%	0%	2%	3%	3%	6%	14%	0%	5%
	GVB Office	2%	9%	0%	0%	0%	0%	0%	1%	4%	3%	9%	7%	0%	3%
	Magazine (Consumer)	2%	6%	0%	0%	0%	0%	0%	2%	2%	1%	6%	0%	0%	2%
	Newspaper	1%	6%	0%	0%	0%	0%	0%	1%	2%	2%	6%	0%	0%	2%
	Consumer Trvl Show	0%	3%	0%	0%	0%	0%	0%	0%	1%	1%	2%	0%	0%	1%
	Total Count	349	32	1	1	21	1	11	210	133	166	47	14	2	87

# SECTION 3 **EXPENDITURES**

# PREPAID EXPENDITURES - TRACKING



YTD=\$750.89

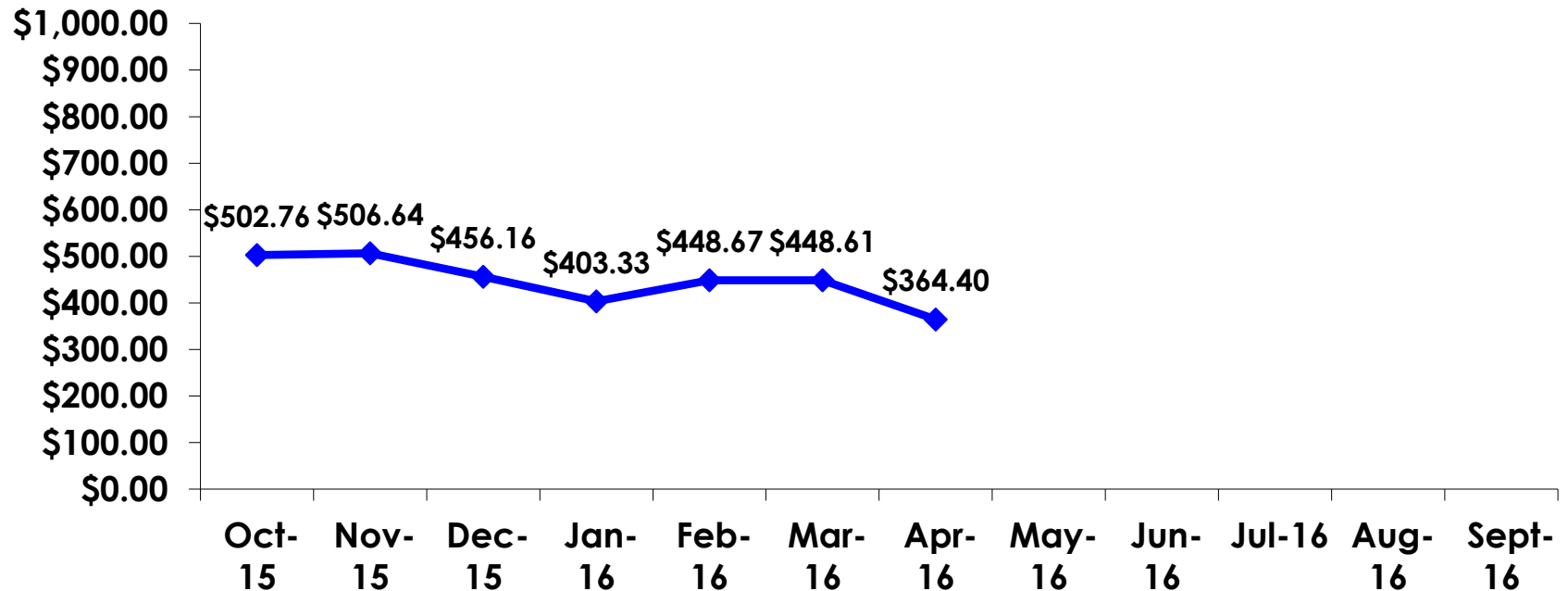
# PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		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	\$718.25	\$662.61	\$0.00	\$956.02	\$1,226.01	\$956.02	\$221.89	\$701.31	\$736.84	\$707.80	\$674.89	\$626.07	\$630.11	\$724.01
	Median	\$782	\$652	\$0	\$956	\$1,260	\$956	\$0	\$782	\$811	\$782	\$634	\$747	\$630	\$782
	Minimum	\$0	\$0	\$0	\$956	\$0	\$956	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$2,825	\$1,304	\$0	\$956	\$2,825	\$956	\$956	\$2,825	\$2,607	\$1,730	\$2,607	\$1,130	\$1,260	\$2,825

# 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	\$2,567.52	\$1,818.81	.	.	\$1,764.30	.	\$956.02	\$1,961.98	\$3,641.86	\$3,240.70	\$1,639.28	\$2,372.68	.	\$3,003.55
	Median	\$2,086	\$1,564	.	.	\$1,564	.	\$956	\$1,738	\$3,042	\$2,607	\$1,304	\$2,390	.	\$2,347
AIR/ HOTEL/ MEAL	Mean	\$3,238.67	\$2,176.26	.	\$1,912.05	\$2,576.84	\$1,912.05	\$3,041.89	\$2,622.78	\$3,702.88	\$3,610.29	\$2,103.25	\$3,356.94	\$16,382.76	\$2,693.50
	Median	\$2,607	\$2,129	.	\$1,912	\$2,607	\$1,912	\$3,042	\$2,260	\$3,129	\$2,955	\$2,064	\$3,207	\$16,383	\$2,434
AIR ONLY	Mean	\$931.10	\$856.70	.	.	\$1,586.13	.	\$1,042.93	\$844.56	\$1,197.37	\$1,161.03	\$797.51	\$724.26	.	\$1,074.39
	Median	\$782	\$826	.	.	\$739	.	\$1,043	\$608	\$1,217	\$1,217	\$608	\$435	.	\$782
HOTEL ONLY	Mean	\$668.78	\$830.48	.	.	\$803.93	.	\$1,129.85	\$609.19	\$907.14	\$709.77	\$672.11	\$394.00	.	\$731.50
	Median	\$574	\$608	.	.	\$739	.	\$1,130	\$521	\$913	\$652	\$521	\$435	.	\$608
HOTEL & MEAL	Mean	\$1,396.01	\$1,912.05	.	.	.	.	.	\$1,164.61	\$1,781.68	\$1,716.50	\$1,390.58	.	.	\$2,230.72
	Median	\$1,173	\$1,912	.	.	.	.	.	\$1,130	\$1,391	\$1,304	\$1,217	.	.	\$2,607
F&B HOTEL	Mean	.	.	.	.	.	.	.	.	.	.	.	.	.	.
	Median	.	.	.	.	.	.	.	.	.	.	.	.	.	.
TRANS- KOREA	Mean	\$92.99	\$60.84	.	.	\$260.73	.	.	\$60.11	\$150.23	\$104.29	\$60.84	\$43.46	.	\$63.01
	Median	\$74	\$52	.	.	\$261	.	.	\$56	\$87	\$87	\$52	\$43	.	\$65
TRANS- GUAM	Mean	\$169.48	\$434.56	.	.	\$434.56	.	.	\$169.48	.	\$117.33	\$260.73	.	.	\$260.73
	Median	\$130	\$435	.	.	\$435	.	.	\$130	.	\$117	\$261	.	.	\$261
OPT TOURS	Mean	\$226.47	\$521.47	.	.	.	.	.	\$247.52	\$173.82	\$304.19	\$521.47	.	.	\$285.07
	Median	\$174	\$521	.	.	.	.	.	\$160	\$174	\$304	\$521	.	.	\$174
OTHER	Mean	\$583.79	\$1,042.93	.	.	\$347.64	.	.	\$632.47	\$535.12	\$572.37	\$843.04	.	.	\$715.57
	Median	\$391	\$826	.	.	\$348	.	.	\$435	\$261	\$261	\$608	.	.	\$521
TOTAL	Mean	\$2,230.28	\$1,859.08	\$0.00	\$1,912.05	\$2,274.76	\$1,912.05	\$560.97	\$1,696.71	\$2,964.69	\$2,883.83	\$1,540.18	\$1,879.76	\$8,191.38	\$2,009.45
	Median	\$1,899	\$1,564	\$0	\$1,912	\$2,432	\$1,912	\$0	\$1,617	\$2,607	\$2,607	\$1,217	\$1,634	\$8,191	\$1,564

# ON-ISLAND EXPENDITURES - TRACKING



YTD = \$447.62



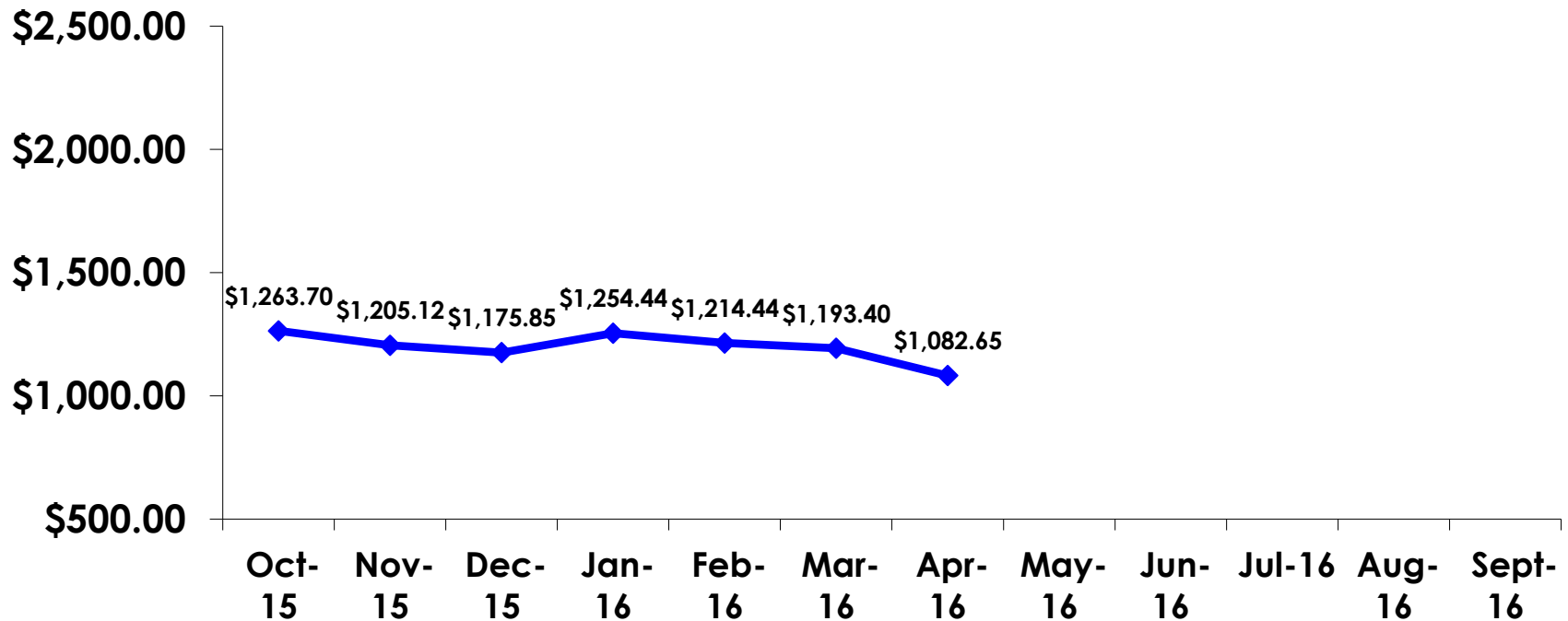
# ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		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	\$364.40	\$665.39	\$0.00	\$150.00	\$858.07	\$150.00	\$426.97	\$388.65	\$329.61	\$261.76	\$616.69	\$218.46	\$76.92	\$444.34
	Median	\$250	\$500	\$0	\$150	\$750	\$150	\$250	\$300	\$200	\$198	\$500	\$179	\$77	\$300
	Minimum	\$0	\$0	\$0	\$150	\$0	\$150	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$4,000	\$2,500	\$0	\$150	\$2,500	\$150	\$1,000	\$3,000	\$4,000	\$1,667	\$2,500	\$1,000	\$154	\$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	\$48.48	\$148.13	\$0.00	\$0.00	\$141.43	\$0.00	\$4.55	\$45.03	\$54.62	\$47.93	\$123.40	\$7.14	\$0.00	\$79.05
F&B FF/STORE	Mean	\$20.13	\$45.00	\$0.00	\$0.00	\$23.81	\$0.00	\$5.91	\$14.26	\$29.98	\$26.98	\$35.11	\$7.14	\$0.00	\$26.76
F&B RESTRNT	Mean	\$60.89	\$162.81	\$0.00	\$0.00	\$112.38	\$0.00	\$0.00	\$57.91	\$63.08	\$66.42	\$140.85	\$73.21	\$0.00	\$77.93
OPT TOUR	Mean	\$80.30	\$138.72	\$0.00	\$0.00	\$124.24	\$0.00	\$74.55	\$74.02	\$93.87	\$87.05	\$111.57	\$98.57	\$0.00	\$111.78
GIFT- SELF	Mean	\$169.16	\$378.56	\$0.00	\$0.00	\$384.62	\$0.00	\$110.00	\$145.79	\$212.74	\$204.81	\$303.49	\$55.36	\$0.00	\$204.07
GIFT- OTHER	Mean	\$103.40	\$277.19	\$0.00	\$0.00	\$245.38	\$0.00	\$194.55	\$98.02	\$116.60	\$109.93	\$247.45	\$71.43	\$0.00	\$92.30
TRANS	Mean	\$77.07	\$201.69	\$0.00	\$300.00	\$190.67	\$300.00	\$23.18	\$81.01	\$72.78	\$77.20	\$173.28	\$25.00	\$0.00	\$75.00
OTHER	Mean	\$454.44	\$406.47	\$0.00	\$0.00	\$499.57	\$0.00	\$224.09	\$331.34	\$631.14	\$513.44	\$299.45	\$60.71	\$1,000.00	\$363.60
TOTAL	Mean	\$1,013.86	\$1,758.56	\$0.00	\$300.00	\$1,722.10	\$300.00	\$636.82	\$847.39	\$1,274.82	\$1,133.75	\$1,434.60	\$398.57	\$1,000.00	\$1,030.48

# TOTAL EXPENDITURES – TRACKING



YTD=\$1,198.51

# 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	\$1,082.65	\$1,327.99	\$0.00	\$1,106.02	\$2,084.08	\$1,106.02	\$648.86	\$1,089.97	\$1,066.45	\$969.56	\$1,291.57	\$844.54	\$707.03	\$1,168.34
	Median	\$1,038	\$1,113	\$0	\$1,106	\$2,054	\$1,106	\$400	\$1,043	\$1,014	\$985	\$1,121	\$969	\$707	\$1,075
	Minimum	\$0	\$233	\$0	\$1,106	\$0	\$1,106	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$5,260	\$3,499	\$0	\$1,106	\$4,485	\$1,106	\$1,956	\$4,485	\$5,260	\$2,536	\$3,499	\$1,713	\$1,414	\$5,260

# SECTION 4 **ADVANCED STATISTICS**

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# 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 2015, Jan, Feb, Mar, Apr 2016, and Overall Oct 2015 - Apr 2016**

	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	<b>Apr-16</b>	Combine d Oct- 2015 - Apr 2016
Drivers:	rank	rank	rank	rank	rank	rank	<b>rank</b>	rank
Quality & Cleanliness of beaches & parks				3			<b>4</b>	
Ease of getting around			5			5		9
Safety walking around at night			2		3			10
Quality of daytime tours								4
Variety of daytime tours				2				
Quality of nighttime tours					6	4		
Variety of nighttime tours								
Quality of shopping	2	3				3	<b>2</b>	3
Variety of shopping					2			
Price of things on Guam								
Quality of hotel accommodations	5	5	4				<b>5</b>	6
Quality/cleanliness of air, sky	1			6		2		7
Quality/cleanliness of parks		1	3					
Quality of landscape in Tumon	4				5			2
Quality of landscape in Guam		4		4	1		<b>1</b>	5
Quality of ground handler	6			5			<b>6</b>	8
Quality/cleanliness of transportation vehicles	3	2	1	1	4	1	<b>3</b>	1
% of Per Person On Island Expenditures Accounted For	56.1%	44.7%	51.3%	49.0%	58.7%	49.5%	<b>45.8%</b>	49.3%

NOTE: Only significant drivers are included.

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# DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by six significant factors in the April 2016 Period. By rank order they are:
  - **Quality of landscape in Guam,**
  - **Quality of shopping,**
  - **Quality/cleanliness of transportation vehicles,**
  - **Quality & cleanliness of beaches & parks,**
  - **Quality of hotel accommodations, and**
  - **Quality of ground handler.**
- With all six factors the overall  $r^2$  is .458 meaning that **45.8% of overall satisfaction is accounted for by these factors.**



**Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2015, Jan, Feb, Mar, Apr 2016 and Overall Oct 2015-Apr 2016**

	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	<b>Apr-16</b>	Combine d Oct- 2015- Apr 2016
Drivers:	rank	rank	rank	rank	rank	rank	<b>rank</b>	rank
Quality & Cleanliness of beaches & parks		2					<b>1</b>	
Ease of getting around								3
Safety walking around at night								
Quality of daytime tours								
Variety of daytime tours								
Quality of nighttime tours					1			
Variety of nighttime tours								2
Quality of shopping		4			2			
Variety of shopping		3						
Price of things on Guam								
Quality of hotel accommodations								
Quality/cleanliness of air, sky								
Quality/cleanliness of parks								
Quality of landscape in Tumon								
Quality of landscape in Guam		1					<b>2</b>	1
Quality of ground handler								
Quality/cleanliness of transportation vehicles				1		1		4
% of Per Person On Island Expenditures Accounted For	0.0%	5.2%	0.0%	1.9%	3.9%	1.2%	<b>5.3%</b>	1.2%

NOTE: Only significant drivers are included.

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# 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 April 2016 period. By rank order they are:
  - **Quality & cleanliness of beaches & parks, and**
  - **Quality of landscape in Guam.**
- With these factors the overall  $r^2$  is .053 meaning that **5.3% of per person on island expenditure is accounted for by these factors.**