



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2016 Market Segmentation

APRIL 2016



Prepared by: QMark Research

Information contained herein is the property of the Guam Visitors Bureau.

The use of this information, in part or in whole, shall require written permission from the Guam Visitors Bureau.¹

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

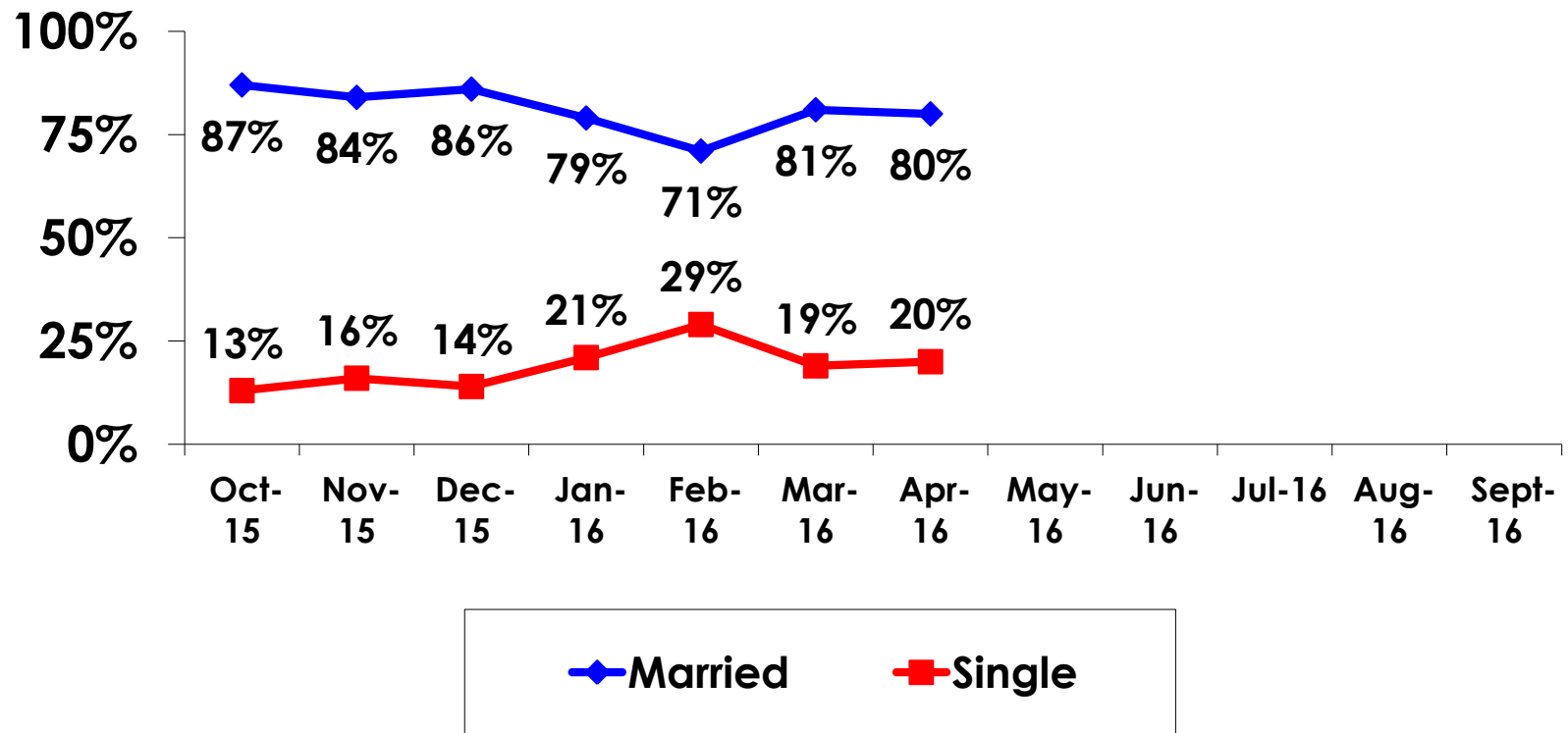
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors –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

Highlighted Segments

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

SECTION 1 **PROFILE OF RESPONDENTS**

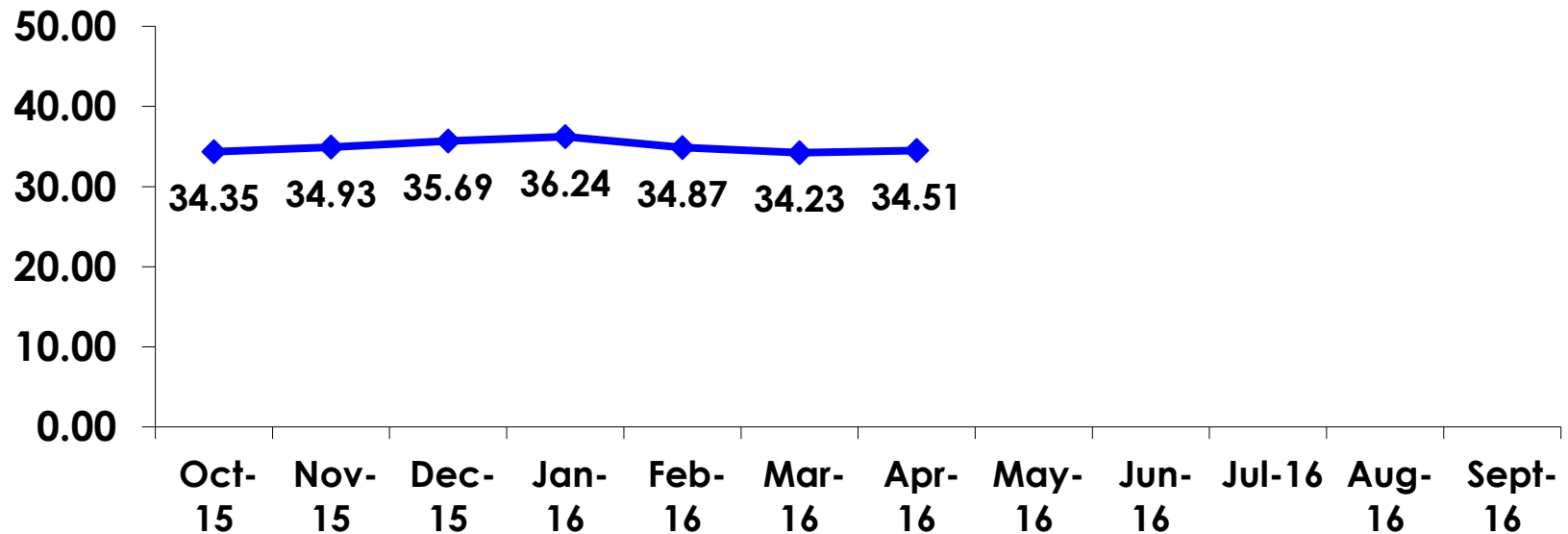
MARITAL STATUS - TRACKING



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 | 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



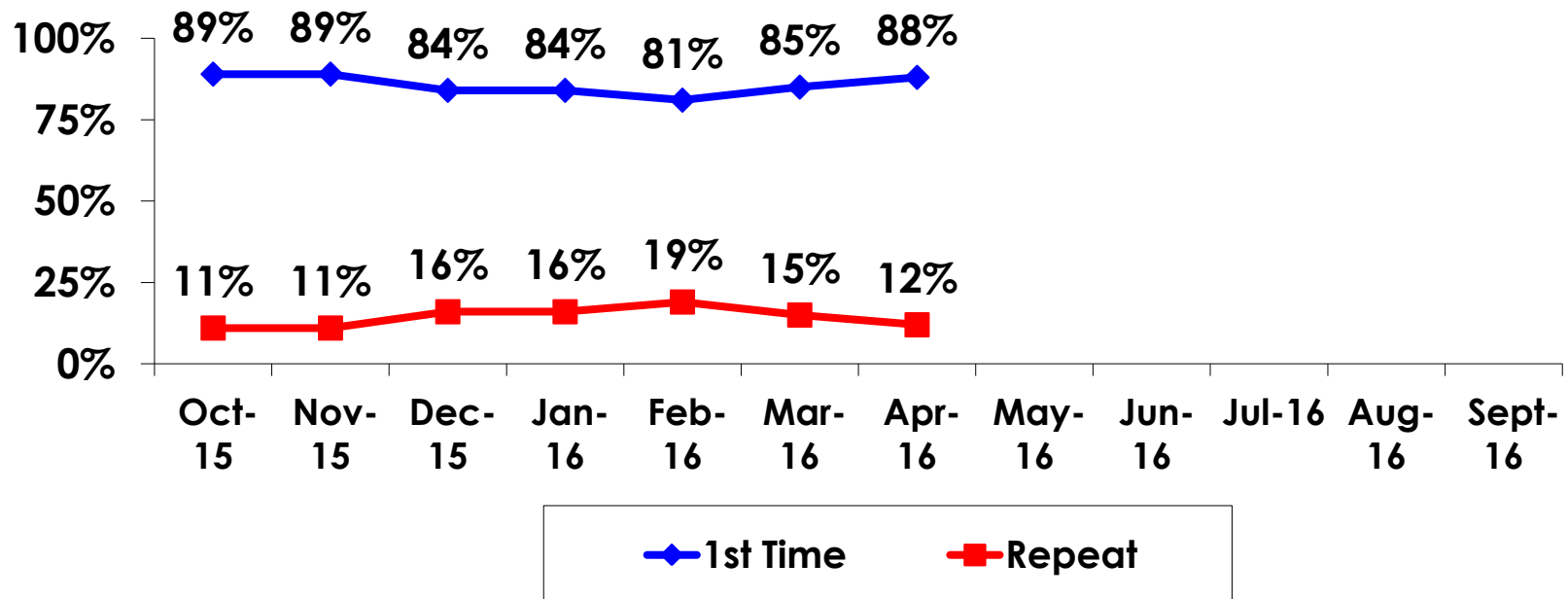
AGE- SEGMENTATION

| | | | 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 |

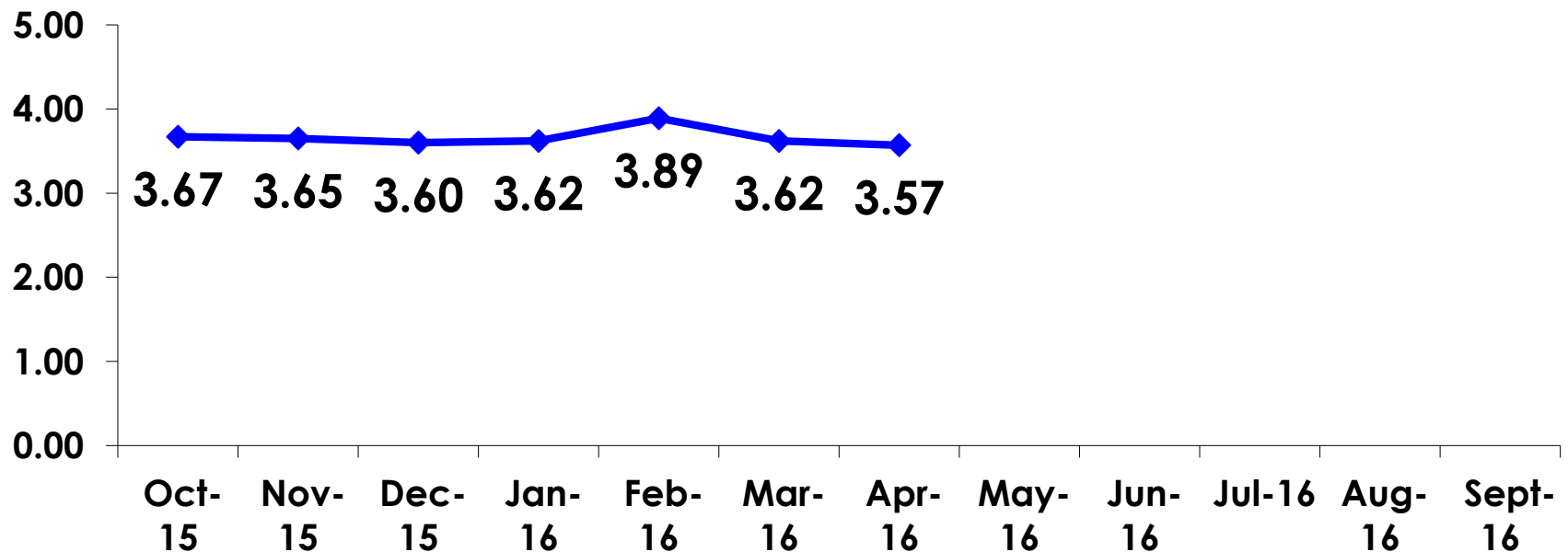
PRIOR TRIPS TO GUAM - TRACKING



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% | 0% | 9% | 0% | 1% | 1% | 0% | 7% | 0% |
| | 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% | 0% | 45% | 2% | 1% | 0% | 0% | 0% | 0% |
| | Total | Count | 349 | 32 | 1 | 1 | 21 | 1 | 11 | 210 | 133 | 165 | 47 | 14 | 2 | 87 |

TRAVEL MOTIVATION - SEGMENTATION

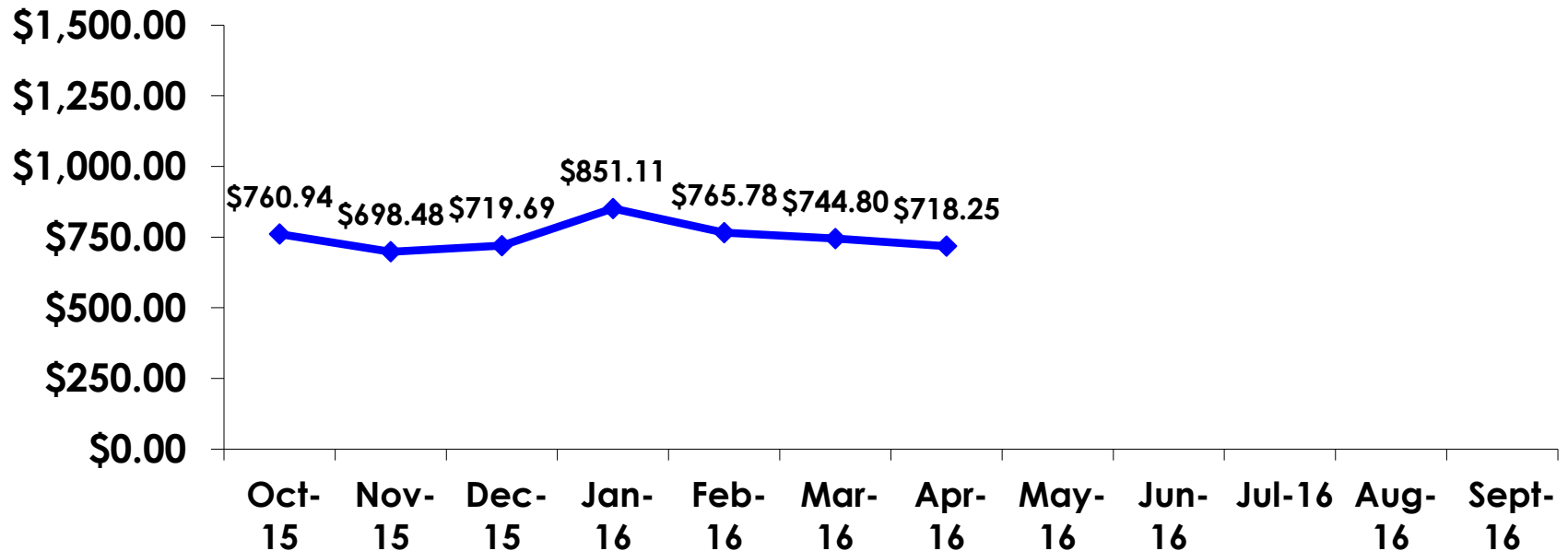
| | | TOTAL | FAMILY/FIT | GROUP TRVL | ENG LANG LESSON | HONEYMOON | WEDDING | INCENTIVE TRVL | 18-35 | 36-55 | CHILD | FIT | GOLDEN MISS | SENIORS | SPORT |
|-----|--------------------------------|-------|------------|------------|-----------------|-----------|---------|----------------|-------|-------|-------|-----|-------------|---------|-------|
| | | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 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

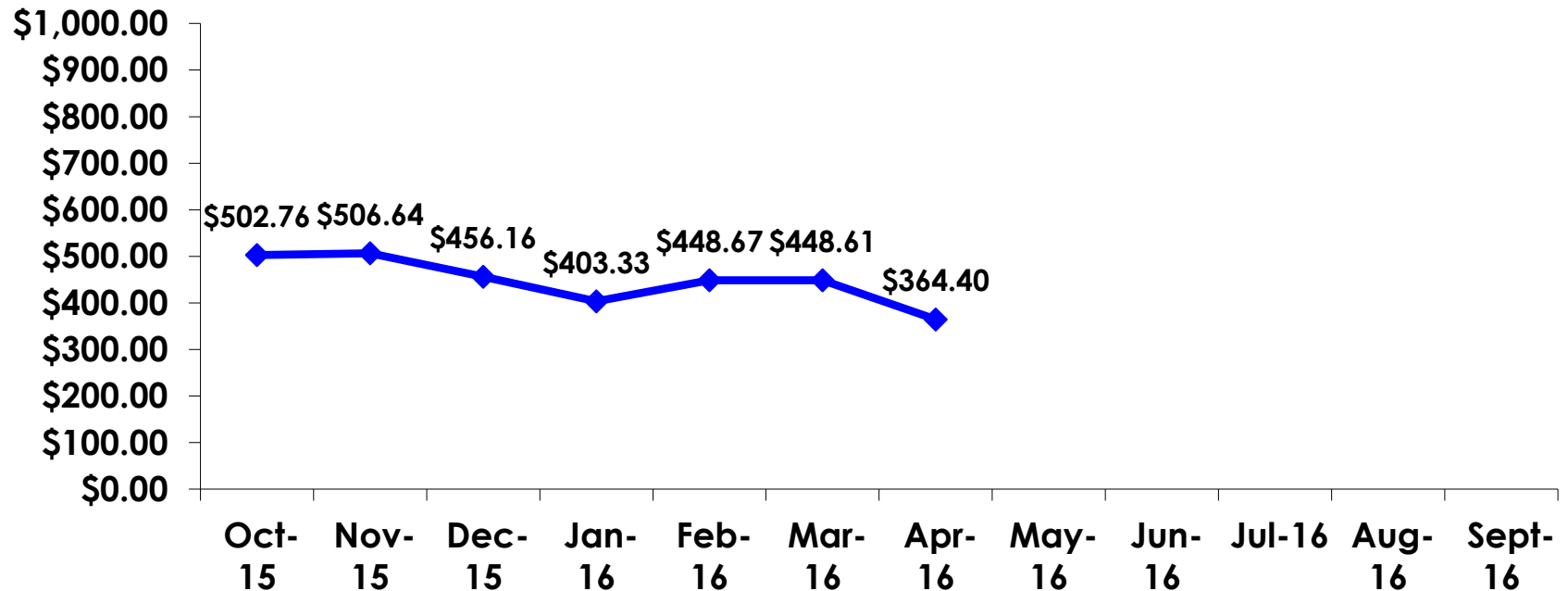
PREPAID EXPENDITURES PER PERSON - SEGMENTATION

| | | 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

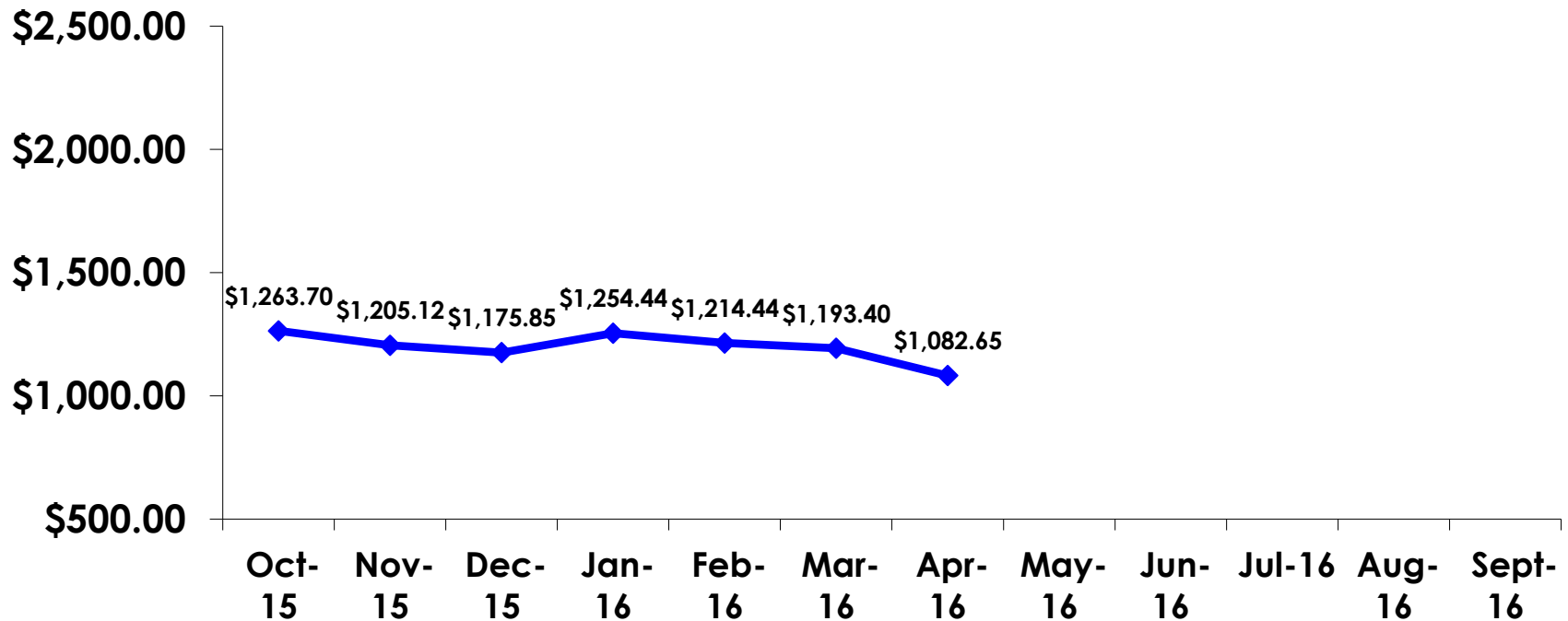
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

| | | TOTAL | FAMILY/FIT | GROUP TRVL | ENG LANG LESSON | HONEYMOO N | 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**

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 | Apr-16 | Combine d Oct- 2015 - Apr 2016 |
|--|--------|--------|--------|--------|--------|--------|---------------|--|
| Drivers: | rank | rank | rank | rank | rank | rank | rank | rank |
| Quality & Cleanliness of beaches & parks | | | | 3 | | | 4 | |
| 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 | 2 | 3 |
| Variety of shopping | | | | | 2 | | | |
| Price of things on Guam | | | | | | | | |
| Quality of hotel accommodations | 5 | 5 | 4 | | | | 5 | 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 | | 1 | 5 |
| Quality of ground handler | 6 | | | 5 | | | 6 | 8 |
| Quality/cleanliness of transportation vehicles | 3 | 2 | 1 | 1 | 4 | 1 | 3 | 1 |
| % of Per Person On Island Expenditures Accounted For | 56.1% | 44.7% | 51.3% | 49.0% | 58.7% | 49.5% | 45.8% | 49.3% |

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 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 | Apr-16 | Combine d Oct- 2015- Apr 2016 |
| Drivers: | rank | rank | rank | rank | rank | rank | rank | rank |
| Quality & Cleanliness of beaches & parks | | 2 | | | | | 1 | |
| 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 | | | | | 2 | 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% | 5.3% | 1.2% |

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 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.**