



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2016 Market Segmentation

FEBRUARY 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 **356** 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 **356** 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

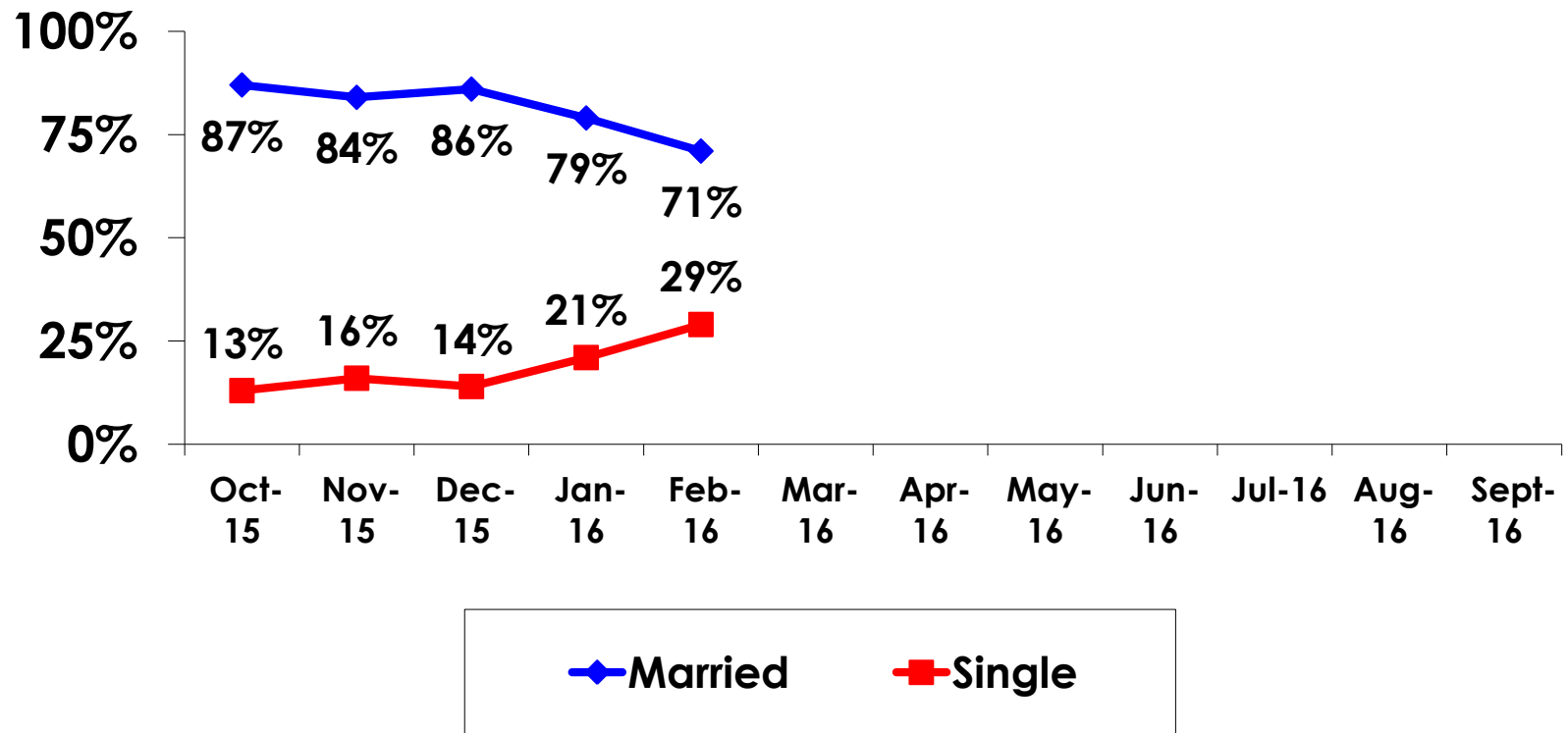
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors – 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%							
Group	1%	1%	1%	1%	1%							
Eng Language	1%	0%	0%	1%	2%							
Honeymoon	13%	10%	12%	5%	5%							
Wedding	1%	-	-	-	-							
Incentive	7%	4%	1%	2%	0%							
18-35	65%	57%	55%	47%	53%							
36-55	34%	42%	42%	52%	46%							
Child	43%	47%	48%	53%	48%							
FIT	16%	11%	14%	20%	21%							
Golden Miss	3%	2%	5%	4%	4%							
Senior	1%	0%	2%	1%	0%							
Sport	24%	22%	22%	29%	27%							
TOTAL	351	365	368	353	356							

SECTION 1 **PROFILE OF RESPONDENTS**

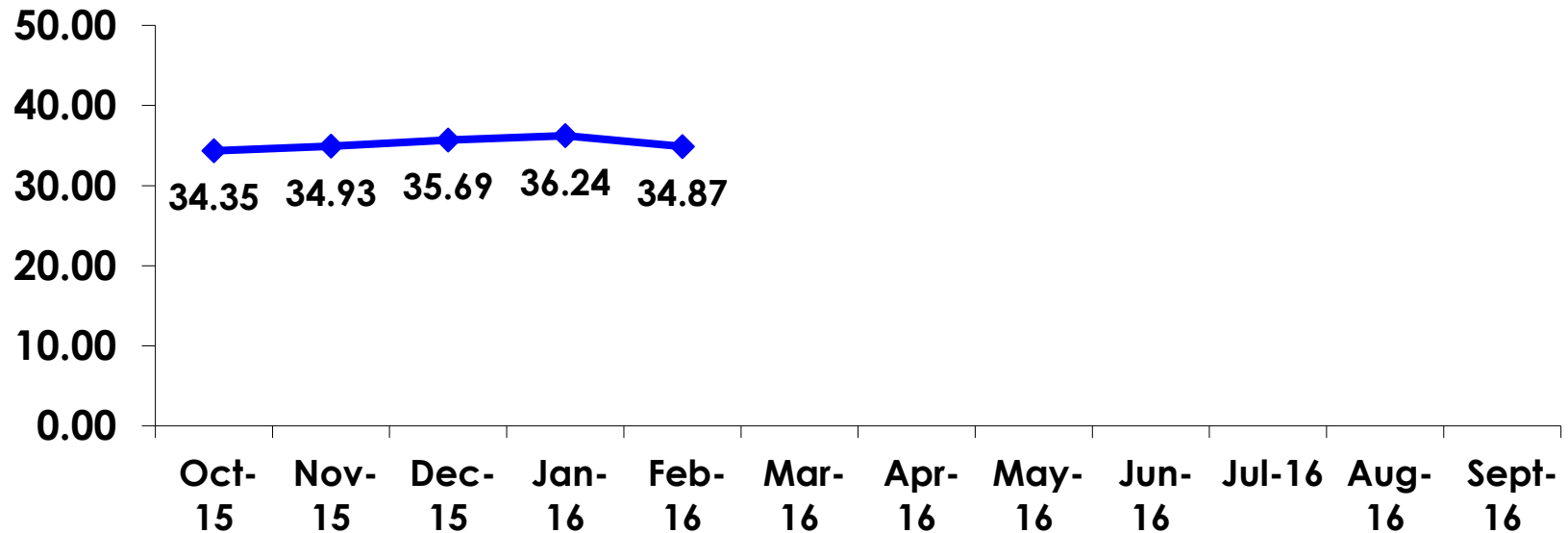
MARITAL STATUS - TRACKING



MARITAL STATUS- SEGMENTATION

			TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	252	41	2	5	18	0	93	155	164	41	15	1	56
		Column N %	71%	85%	100%	71%	100%	0%	49%	95%	96%	55%	100%	100%	59%
	Single	Count	104	7	0	2	0	1	95	9	6	33	0	0	39
		Column N %	29%	15%	0%	29%	0%	100%	51%	5%	4%	45%	0%	0%	41%
	Total	Count	356	48	2	7	18	1	188	164	170	74	15	1	95

AVERAGE AGE - TRACKING



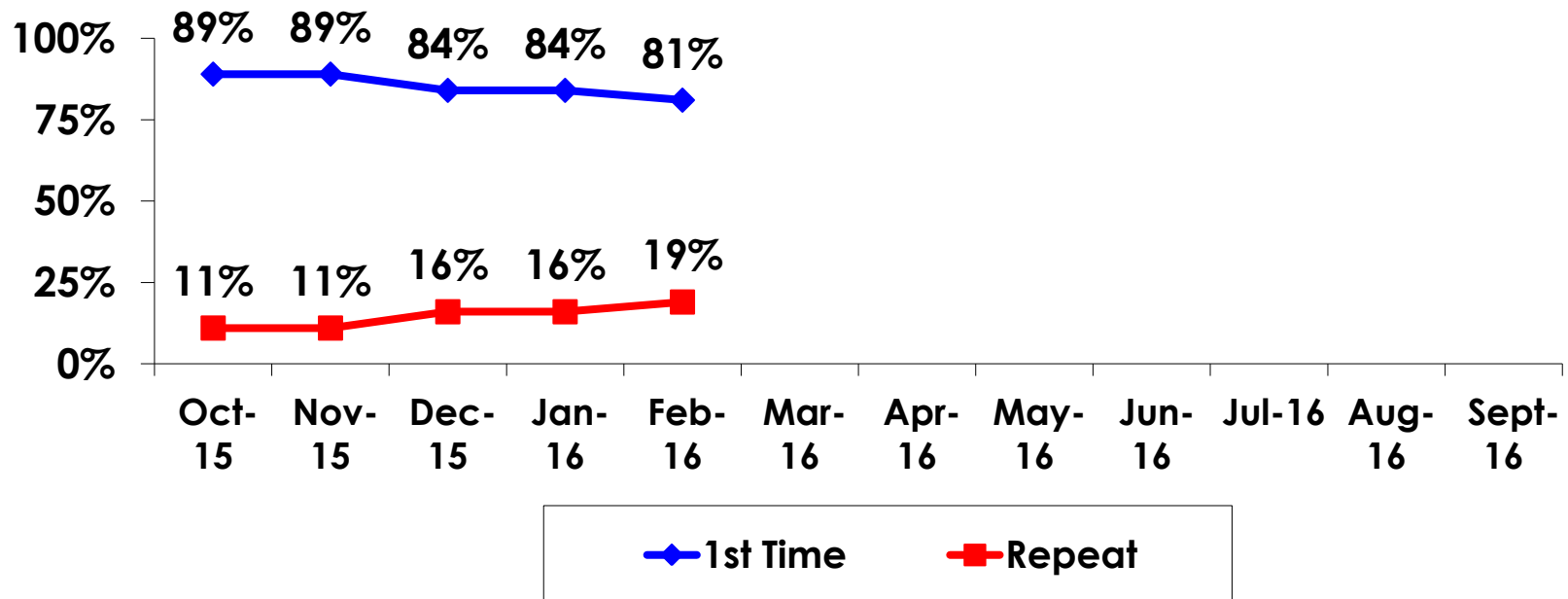
AGE- SEGMENTATION

			TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	44	3	1	1	1	0	44	0	4	18	0	0	20
		Column N %	12%	6%	50%	14%	6%	0%	23%	0%	2%	25%	0%	0%	21%
	25-34	Count	131	20	0	2	15	1	131	0	34	27	6	0	35
		Column N %	37%	43%	0%	29%	83%	100%	70%	0%	20%	37%	40%	0%	37%
	35-49	Count	168	22	1	3	2	0	13	155	128	26	9	0	36
		Column N %	47%	47%	50%	43%	11%	0%	7%	95%	75%	36%	60%	0%	38%
	50+	Count	12	2	0	1	0	0	0	9	4	2	0	1	3
		Column N %	3%	4%	0%	14%	0%	0%	0%	5%	2%	3%	0%	100%	3%
	Total	Count	355	47	2	7	18	1	188	164	170	73	15	1	94
QF	Mean		34.87	35.49	34.50	34.14	30.44	32.00	28.31	41.95	38.75	32.16	36.00	61.00	32.88
	Median		35	35	35	35	30	32	29	41	39	32	35	61	32

INCOME - SEGMENTATION

			TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
Q26 <KW12.0M	Count		5	0	1	0	0	0	5	0	0	1	0	0	4
	Column N %		2%	0%	50%	0%	0%	0%	3%	0%	0%	2%	0%	0%	5%
KW12.0M-KW24.0M	Count		7	2	0	0	0	0	5	2	1	5	0	0	3
	Column N %		2%	4%	0%	0%	0%	0%	3%	1%	1%	8%	0%	0%	4%
KW24.0M-KW36.0M	Count		27	6	0	0	1	1	23	4	3	7	2	0	12
	Column N %		9%	13%	0%	0%	8%	100%	16%	3%	2%	11%	14%	0%	15%
KW36.0M-KW48.0M	Count		34	4	0	3	5	0	24	9	11	7	1	0	10
	Column N %		12%	9%	0%	60%	38%	0%	16%	7%	8%	11%	7%	0%	13%
KW48.0M-KW60.0M	Count		61	7	0	1	2	0	28	33	31	10	0	0	14
	Column N %		21%	16%	0%	20%	15%	0%	19%	24%	22%	15%	0%	0%	18%
KW60.0M-KW72.0M	Count		36	7	0	0	0	0	8	27	22	9	1	1	5
	Column N %		13%	16%	0%	0%	0%	0%	5%	20%	16%	14%	7%	100%	6%
KW72.0M+	Count		102	15	1	0	4	0	37	63	67	18	10	0	24
	Column N %		35%	33%	50%	0%	31%	0%	25%	46%	49%	27%	71%	0%	30%
No Income	Count		16	4	0	1	1	0	16	0	3	9	0	0	8
	Column N %		6%	9%	0%	20%	8%	0%	11%	0%	2%	14%	0%	0%	10%
Total	Count		288	45	2	5	13	1	146	138	138	66	14	1	80

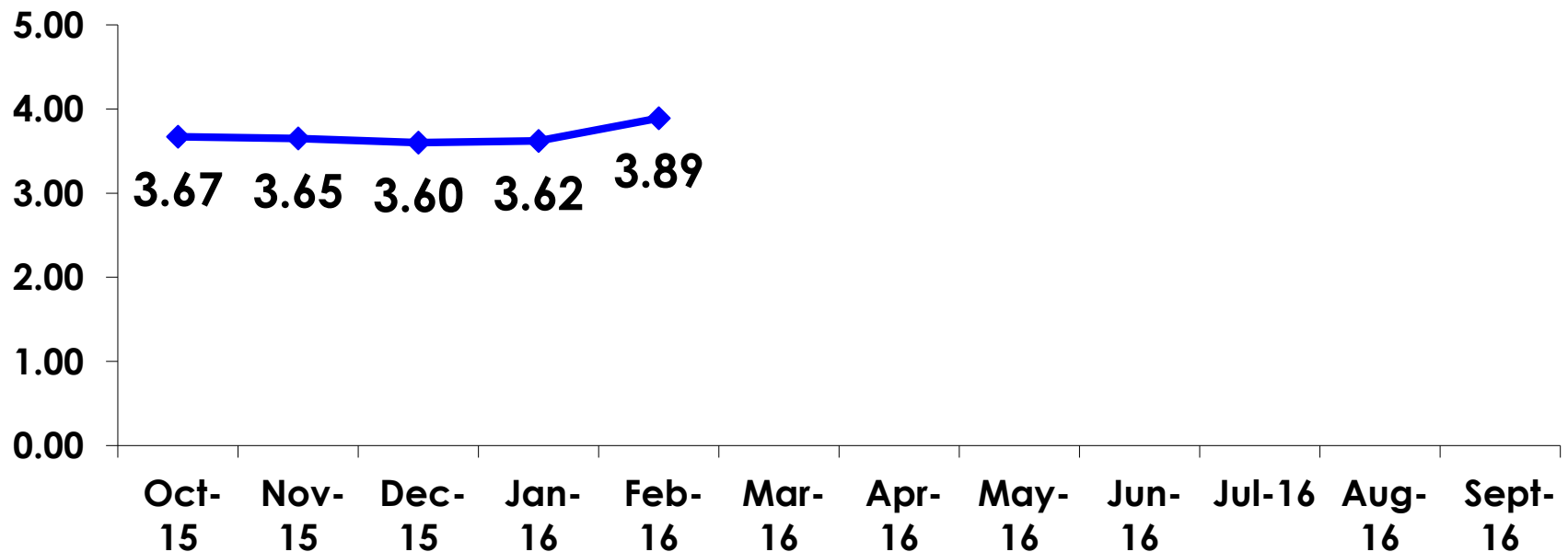
PRIOR TRIPS TO GUAM - TRACKING



PRIOR TRIPS TO GUAM - SEGMENTATION

			TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	288	36	2	6	17	0	164	120	124	56	8	1	77
		Column N %	81%	75%	100%	86%	94%	0%	87%	74%	73%	76%	53%	100%	82%
	No	Count	67	12	0	1	1	1	24	43	45	18	7	0	17
		Column N %	19%	25%	0%	14%	6%	100%	13%	26%	27%	24%	47%	0%	18%
	Total	Count	355	48	2	7	18	1	188	163	169	74	15	1	94

AVG LENGTH OF STAY - TRACKING



AVG LENGTH OF STAY - SEGMENTATION

		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
Q8	Mean	3.89	3.92	3.50	7.29	3.94	25.00	4.01	3.74	3.80	3.72	3.93	7.00	4.06
	Median	4	4	4	4	4	25	4	3	3	4	4	7	4

SECTION 2 **TRAVEL PLANNING**

TRAVEL PLANNING - SEGMENTATION

			TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
Q7	Full package tour	Count	126	0	0	1	9	0	54	72	74	0	3	0	32
		Column N %	35%	0%	0%	14%	50%	0%	29%	44%	44%	0%	20%	0%	34%
	Free-time package tour	Count	152	0	0	4	7	0	83	66	75	0	7	1	39
		Column N %	43%	0%	0%	57%	39%	0%	44%	40%	44%	0%	47%	100%	41%
	Individually arranged travel (FIT)	Count	74	48	0	2	2	0	48	25	21	74	5	0	23
		Column N %	21%	100%	0%	29%	11%	0%	26%	15%	12%	100%	33%	0%	24%
	Group tour	Count	2	0	2	0	0	0	1	1	0	0	0	0	1
		Column N %	1%	0%	100%	0%	0%	0%	1%	1%	0%	0%	0%	0%	1%
	Company paid travel	Count	1	0	0	0	0	1	1	0	0	0	0	0	0
		Column N %	0%	0%	0%	0%	0%	100%	1%	0%	0%	0%	0%	0%	0%
	Other	Count	1	0	0	0	0	0	1	0	0	0	0	0	0
		Column N %	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
	Total	Count	356	48	2	7	18	1	188	164	170	74	15	1	95

TRAVEL MOTIVATION - SEGMENTATION

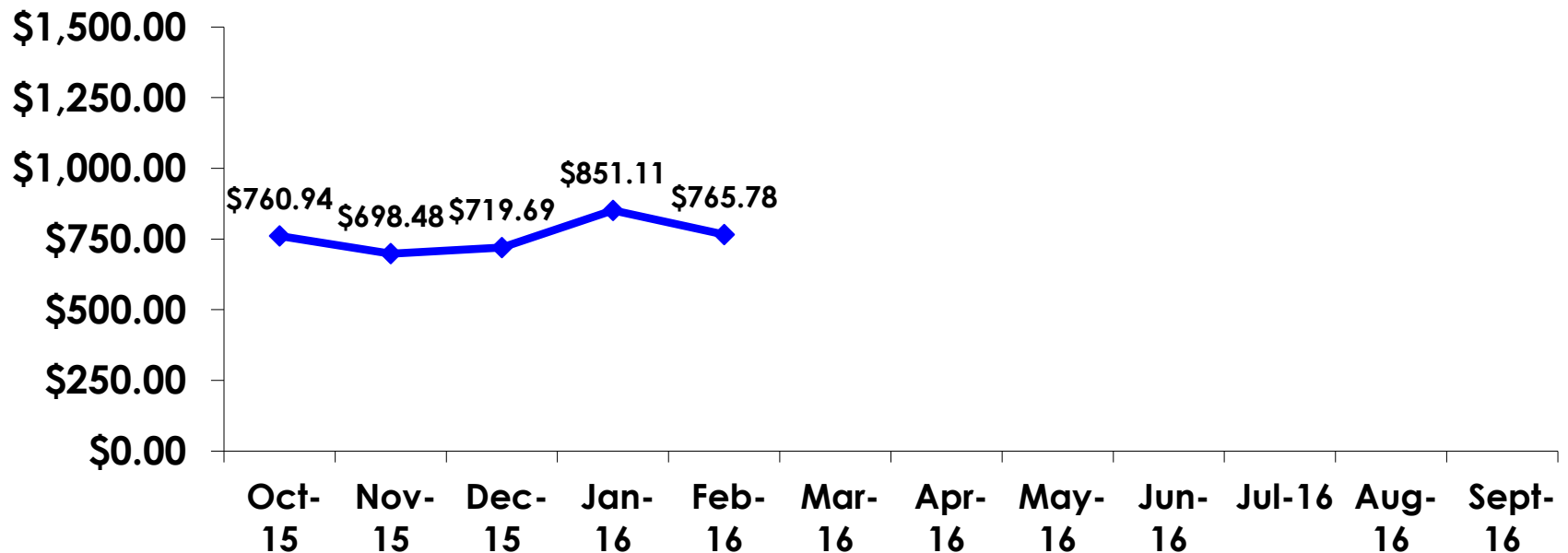
		TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	12%	17%	0%	14%	6%	100%	9%	16%	18%	15%	33%	0%	12%
	Price	6%	2%	0%	14%	6%	0%	8%	4%	5%	3%	0%	0%	4%
	Visit friends/ Relatives	2%	4%	0%	0%	0%	0%	2%	2%	0%	4%	0%	0%	1%
	Recomm-friend/family/trvl agnt	19%	17%	0%	14%	28%	0%	23%	15%	21%	18%	13%	0%	27%
	Scuba	5%	4%	0%	14%	0%	0%	6%	4%	2%	12%	0%	0%	19%
	Water sports	13%	8%	0%	14%	11%	0%	15%	12%	12%	11%	13%	0%	50%
	Short travel time	24%	25%	0%	43%	11%	0%	20%	27%	27%	22%	20%	100%	20%
	Golf	2%	0%	0%	0%	0%	0%	1%	3%	2%	0%	0%	0%	6%
	Relax	61%	65%	0%	43%	33%	0%	57%	66%	65%	62%	73%	100%	69%
	Company/ Business Trip	0%	0%	0%	0%	0%	100%	1%	0%	0%	0%	0%	0%	0%
	Safe	27%	38%	100%	43%	11%	0%	22%	35%	32%	27%	33%	0%	29%
	Natural beauty	48%	67%	0%	57%	28%	0%	48%	48%	49%	64%	53%	0%	56%
	Shopping	23%	38%	0%	43%	17%	0%	30%	14%	19%	33%	20%	0%	32%
	Career Cert/ Testing	1%	0%	0%	0%	0%	0%	2%	0%	0%	3%	0%	0%	0%
	Honeymoon	5%	4%	0%	14%	100%	0%	9%	1%	1%	3%	0%	0%	5%
	Pleasure	17%	10%	0%	14%	22%	0%	19%	16%	19%	14%	7%	0%	23%
	Organized sports	1%	0%	0%	0%	6%	0%	1%	0%	0%	0%	0%	0%	2%
	Other	2%	2%	0%	0%	0%	0%	2%	2%	2%	3%	7%	0%	3%
	Total Count	354	48	1	7	18	1	186	164	170	73	15	1	94

INFORMATION SOURCES - SEGMENTATION

		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
Q1	Internet	92%	92%	100%	100%	89%	100%	94%	90%	93%	93%	73%	100%	93%
	Friend/ Relative	38%	33%	0%	43%	39%	0%	40%	35%	35%	36%	47%	0%	49%
	Travel Agent Brochure	25%	8%	50%	14%	39%	0%	22%	29%	29%	7%	13%	0%	29%
	Prior Trip	18%	23%	0%	14%	6%	100%	12%	25%	26%	22%	47%	0%	18%
	Travel Guidebook-Bookstore	16%	29%	0%	0%	11%	0%	16%	16%	14%	23%	27%	0%	19%
	GVB Office	8%	13%	0%	29%	11%	0%	10%	6%	8%	14%	13%	100%	8%
	Co-Worker/ Company Trvl Dept	5%	8%	0%	0%	6%	0%	3%	6%	4%	8%	7%	0%	4%
	TV	3%	6%	0%	0%	0%	0%	4%	2%	0%	5%	0%	0%	7%
	Magazine (Consumer)	3%	2%	0%	0%	6%	0%	3%	2%	2%	1%	0%	0%	2%
	Newspaper	1%	2%	50%	0%	6%	0%	1%	2%	1%	1%	0%	0%	2%
	GVB Promo	1%	2%	0%	14%	0%	0%	1%	1%	2%	1%	0%	0%	0%
	Consumer Trvl Show	0%	2%	0%	0%	0%	0%	1%	0%	0%	1%	7%	0%	0%
	Travel Trade Show	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%
	Theater Ad	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%
	Total Count	351	48	2	7	18	1	186	161	167	74	15	1	91

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING



YTD=\$758.47

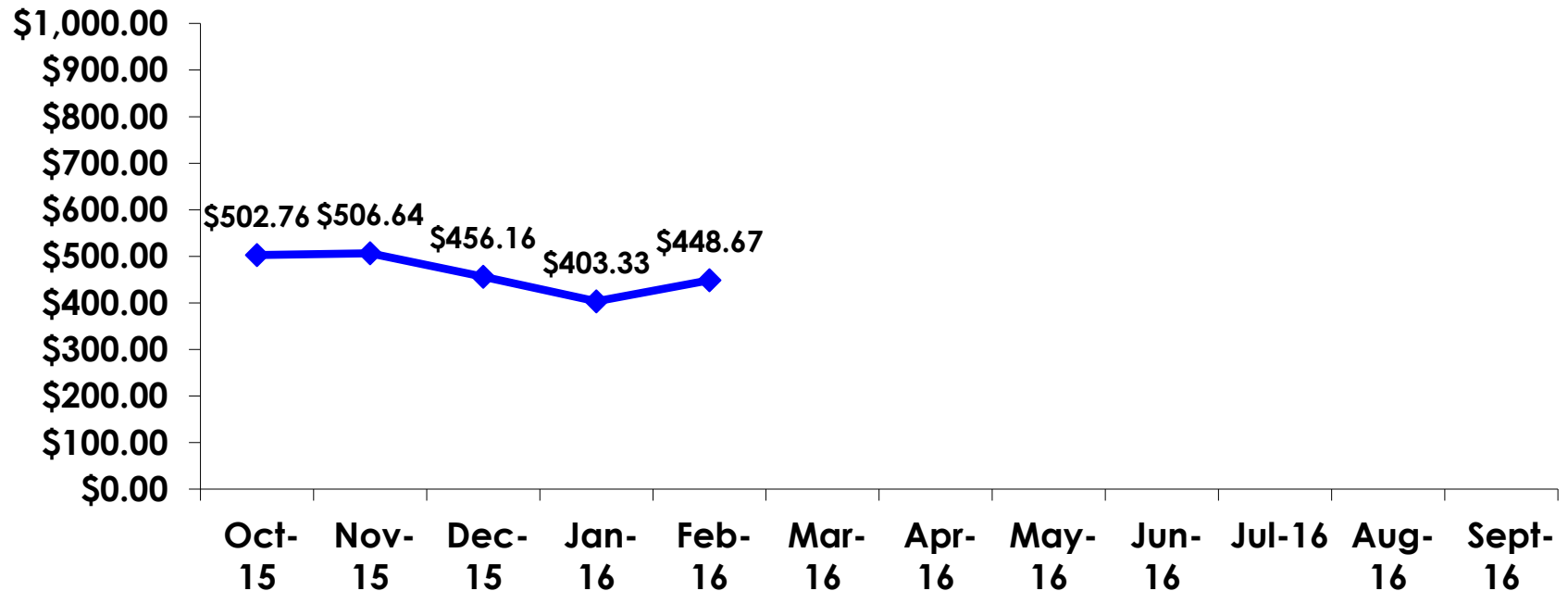
PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$765.78	\$543.40	\$605.45	\$658.34	\$1,115.56	\$0.00	\$747.98	\$771.92	\$715.65	\$575.56	\$927.94	\$2,672.32	\$747.09
	Median	\$835	\$539	\$605	\$447	\$1,169	\$0	\$812	\$835	\$835	\$512	\$835	\$2,672	\$731
	Minimum	\$0	\$0	\$585	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,672	\$0
	Maximum	\$5,443	\$2,505	\$626	\$2,213	\$3,340	\$0	\$5,443	\$3,340	\$1,670	\$2,505	\$2,213	\$2,672	\$3,340

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	\$2,726.32	\$2,071.05	\$1,252.65	\$1,531.02	\$1,975.01	.	.	\$2,332.59	\$3,163.74	\$3,262.56	\$1,764.85	\$2,541.84	\$1,837.22	\$2,513.00
	Median	\$2,505	\$1,420	\$1,253	\$1,670	\$1,958	.	.	\$1,670	\$3,173	\$2,923	\$1,336	\$2,714	\$1,837	\$2,130
AIR/ HOTEL/ MEAL	Mean	\$3,490.87	\$2,457.58	\$5,845.71	.	\$2,597.16	.	.	\$3,021.25	\$3,867.71	\$3,768.88	\$2,457.58	\$4,217.26	.	\$3,137.44
	Median	\$3,090	\$2,505	\$5,846	.	\$2,505	.	.	\$2,505	\$3,340	\$3,340	\$2,505	\$3,925	.	\$2,923
AIR ONLY	Mean	\$997.58	\$1,062.14	.	\$2,392.56	\$835.10	.	.	\$956.43	\$1,112.24	\$1,302.62	\$1,025.13	\$730.71	.	\$1,001.34
	Median	\$718	\$827	.	\$2,393	\$835	.	.	\$710	\$809	\$1,086	\$718	\$731	.	\$563
HOTEL ONLY	Mean	\$804.45	\$831.51	.	.	\$668.08	.	.	\$814.29	\$780.32	\$949.51	\$683.05	\$1,169.14	.	\$515.54
	Median	\$710	\$814	.	.	\$668	.	.	\$668	\$793	\$835	\$668	\$1,169	.	\$317
HOTEL & MEAL	Mean	\$900.52	\$1,127.39	.	\$267.23	.	.	.	\$1,016.74	\$668.08	\$1,127.39	\$839.28	\$1,753.71	.	.
	Median	\$877	\$1,127	.	\$267	.	.	.	\$1,023	\$668	\$1,127	\$668	\$1,754	.	.
F&B HOTEL	Mean
	Median
TRANS- KOREA	Mean	\$86.14	\$114.83	.	\$58.46	\$77.25	.	.	\$78.06	\$99.02	\$113.34	\$75.04	\$167.02	.	\$50.31
	Median	\$84	\$54	.	\$58	\$84	.	.	\$71	\$84	\$84	\$25	\$167	.	\$29
TRANS- GUAM	Mean	\$191.17	\$273.08	.	\$125.27	\$167.02	.	.	\$201.07	\$178.29	\$186.51	\$238.00	\$584.57	.	\$221.82
	Median	\$167	\$209	.	\$125	\$167	.	.	\$125	\$167	\$167	\$167	\$585	.	\$173
OPT TOURS	Mean	\$322.56	\$50.11	.	\$83.51	.	.	.	\$339.05	\$295.07	\$253.31	\$392.50	.	.	\$495.49
	Median	\$192	\$50	.	\$84	.	.	.	\$125	\$251	\$134	\$175	.	.	\$267
OTHER	Mean	\$739.86	\$703.16	.	.	\$1,549.11	.	.	\$595.35	\$968.44	\$595.87	\$479.24	\$501.06	\$835.10	\$590.50
	Median	\$334	\$501	.	.	\$1,549	.	.	\$276	\$835	\$276	\$218	\$501	\$835	\$197
TOTAL	Mean	\$2,315.46	\$1,511.07	\$3,549.18	\$1,416.09	\$2,094.71	.	\$0.00	\$1,909.30	\$2,776.93	\$2,804.13	\$1,358.70	\$2,867.18	\$2,672.32	\$1,958.65
	Median	\$2,088	\$1,395	\$3,549	\$894	\$2,505	.	\$0	\$1,670	\$2,776	\$2,776	\$1,127	\$2,965	\$2,672	\$1,336

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$463.67

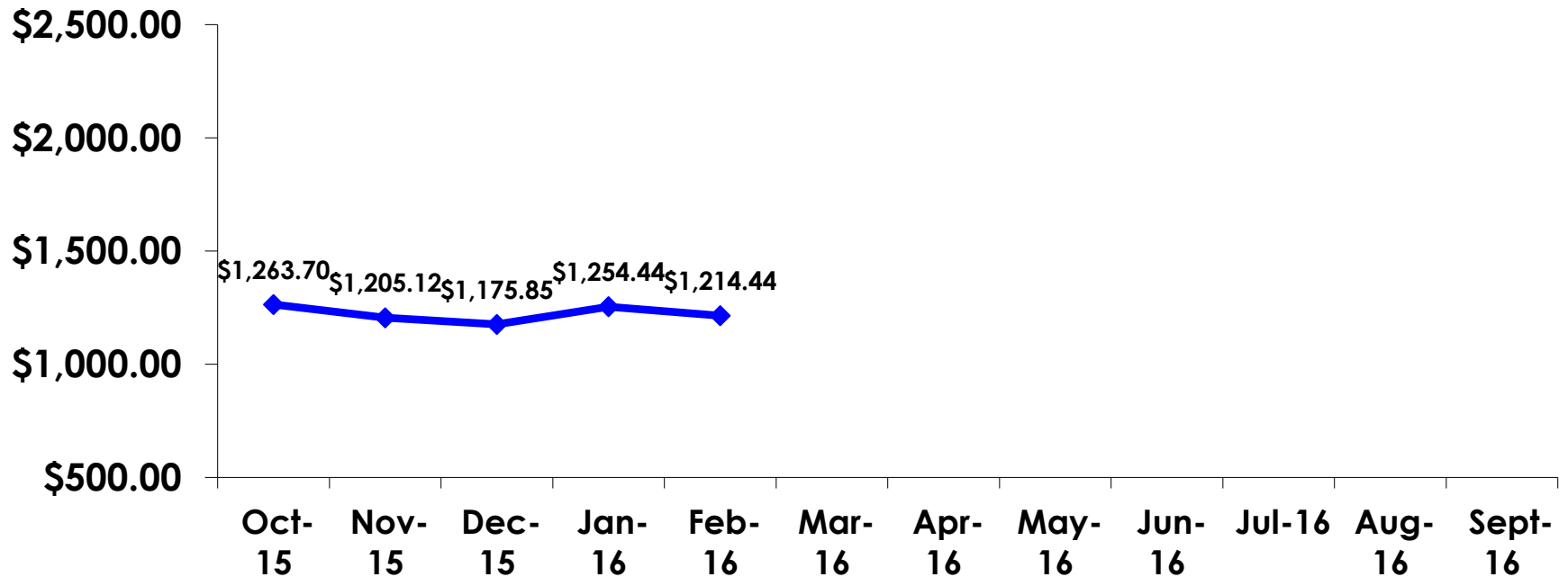
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$448.67	\$381.71	\$62.38	\$234.17	\$617.41	\$100.00	\$472.79	\$419.15	\$386.96	\$437.23	\$456.06	\$666.67	\$515.06
	Median	\$333	\$275	\$62	\$267	\$563	\$100	\$363	\$306	\$296	\$333	\$400	\$667	\$368
	Minimum	\$0	\$0	\$19	\$0	\$0	\$100	\$0	\$0	\$0	\$0	\$0	\$667	\$0
	Maximum	\$2,800	\$1,250	\$106	\$500	\$1,350	\$100	\$2,800	\$2,710	\$2,710	\$2,800	\$1,500	\$667	\$2,800

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	\$78.59	\$164.81	\$12.50	\$43.57	\$24.44	.	\$0.00	\$43.87	\$120.30	\$99.51	\$114.47	\$166.67	\$0.00	\$79.19
F&B FF/STORE	Mean	\$24.02	\$32.29	\$0.00	\$0.00	\$24.44	.	\$0.00	\$19.71	\$29.54	\$29.79	\$22.88	\$40.00	\$0.00	\$27.12
F&B RESTRNT	Mean	\$110.55	\$148.27	\$0.00	\$0.00	\$44.44	.	\$0.00	\$100.54	\$123.51	\$116.03	\$119.42	\$226.67	\$0.00	\$136.11
OPT TOUR	Mean	\$95.04	\$68.77	\$0.00	\$120.00	\$80.56	.	\$0.00	\$77.21	\$117.79	\$104.48	\$87.18	\$32.80	\$0.00	\$135.69
GIFT- SELF	Mean	\$162.33	\$206.46	\$0.00	\$7.14	\$121.67	.	\$100.00	\$146.44	\$182.08	\$197.06	\$158.78	\$163.33	\$0.00	\$155.54
GIFT- OTHER	Mean	\$83.80	\$123.33	\$0.00	\$32.86	\$95.00	.	\$0.00	\$75.08	\$95.04	\$98.51	\$98.92	\$268.67	\$0.00	\$88.00
TRANS	Mean	\$63.14	\$91.42	\$75.00	\$219.29	\$37.78	.	\$0.00	\$55.65	\$72.54	\$64.82	\$90.26	\$109.87	\$0.00	\$51.69
OTHER	Mean	\$559.69	\$189.27	\$252.50	\$105.00	\$819.44	.	\$0.00	\$542.53	\$564.35	\$557.08	\$247.62	\$507.33	\$2,000.00	\$385.62
TOTAL	Mean	\$1,177.16	\$1,024.63	\$340.00	\$527.86	\$1,247.78	.	\$100.00	\$1,061.03	\$1,305.15	\$1,267.29	\$939.53	\$1,515.33	\$2,000.00	\$1,058.96

TOTAL EXPENDITURES – TRACKING



YTD=\$1,222.14

TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$1,214.44	\$925.11	\$667.82	\$892.50	\$1,732.96	\$100.00	\$1,220.77	\$1,191.07	\$1,102.62	\$1,012.79	\$1,383.99	\$3,338.99	\$1,262.14
	Median	\$1,123	\$780	\$668	\$743	\$1,712	\$100	\$1,168	\$1,085	\$1,054	\$800	\$1,490	\$3,339	\$1,151
	Minimum	\$0	\$0	\$645	\$0	\$450	\$100	\$0	\$0	\$0	\$0	\$500	\$3,339	\$0
	Maximum	\$5,943	\$3,755	\$691	\$2,581	\$3,440	\$100	\$5,943	\$5,340	\$3,900	\$5,305	\$2,335	\$3,339	\$5,340

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 2016, and Overall Oct 2015 - Feb 2016						
	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Combine d Oct 2015- Feb 2016
Drivers:	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks				3		10
Ease of getting around			5			9
Safety walking around at night			2		3	
Quality of daytime tours						4
Variety of daytime tours				2		
Quality of nighttime tours					6	
Variety of nighttime tours						
Quality of shopping	2	3				3
Variety of shopping					2	
Price of things on Guam						
Quality of hotel accommodations	5	5	4			7
Quality/cleanliness of air, sky	1			6		5
Quality/cleanliness of parks		1	3			
Quality of landscape in Tumon	4				5	2
Quality of landscape in Guam		4		4	1	8
Quality of ground handler	6			5		6
Quality/cleanliness of transportation vehicles	3	2	1	1	4	1
% of Per Person On Island Expenditures Accounted For	56.1%	44.7%	51.3%	49.0%	58.7%	49.8%

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 February 2016 Period. By rank order they are:
 - **Quality of landscape in Guam,**
 - **Variety of shopping,**
 - **Safety walking around at night,**
 - **Quality/cleanliness of transportation vehicles,**
 - **Quality of landscape in Tumon, and**
 - **Quality of night time tours.**
- With all six factors the overall r^2 is .587 meaning that **58.7% of overall satisfaction is accounted for by these factors.**

Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2015, Jan, Feb 2016 and Overall Oct-2015-Feb 2016						
	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Combine d Oct 2015- Feb 2016
Drivers:	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks		2				
Ease of getting around						
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				1
Price of things on Guam						
Quality of hotel accommodations						
Quality/cleanliness of air, sky						
Quality/cleanliness of parks						4
Quality of landscape in Tumon						3
Quality of landscape in Guam		1				
Quality of ground handler						5
Quality/cleanliness of transportation vehicles				1		
% of Per Person On Island Expenditures Accounted For	0.0%	5.2%	0.0%	1.9%	3.9%	2.1%

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 February 2016 period. By rank order they are:
 - **Quality of night time tours, and**
 - **Quality of shopping.**
- With these factors the overall r^2 is .039 meaning that **3.9% of per person on island expenditure is accounted for by these factors.**