



# **GUAM VISITORS BUREAU**

## **Korean Visitor Tracker Exit Profile**

### **FY2016 Market Segmentation**

#### **JANUARY 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 **353** 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 **353** 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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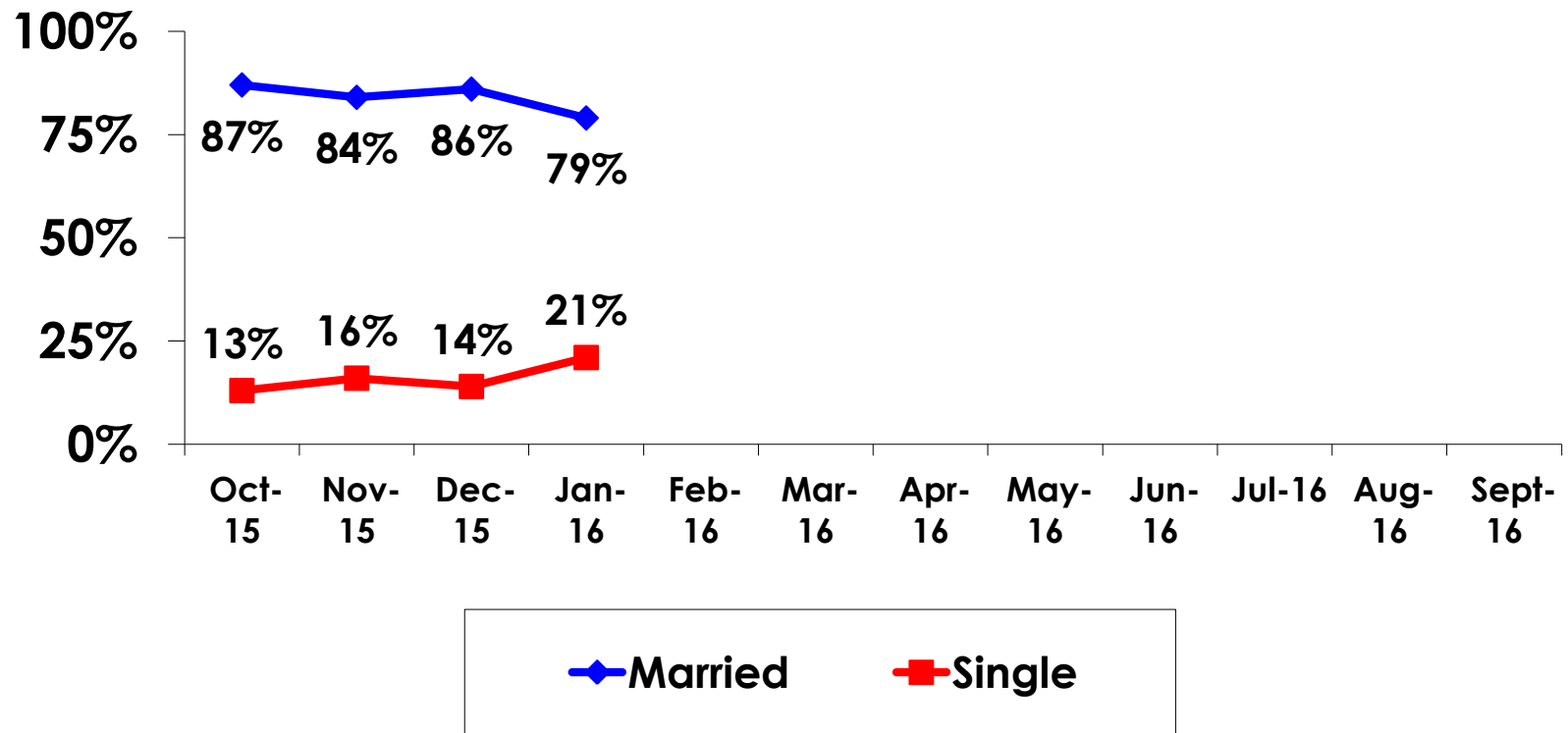
# Highlighted Segments Parameters

- 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



# SECTION 1 **PROFILE OF RESPONDENTS**

# MARITAL STATUS - TRACKING

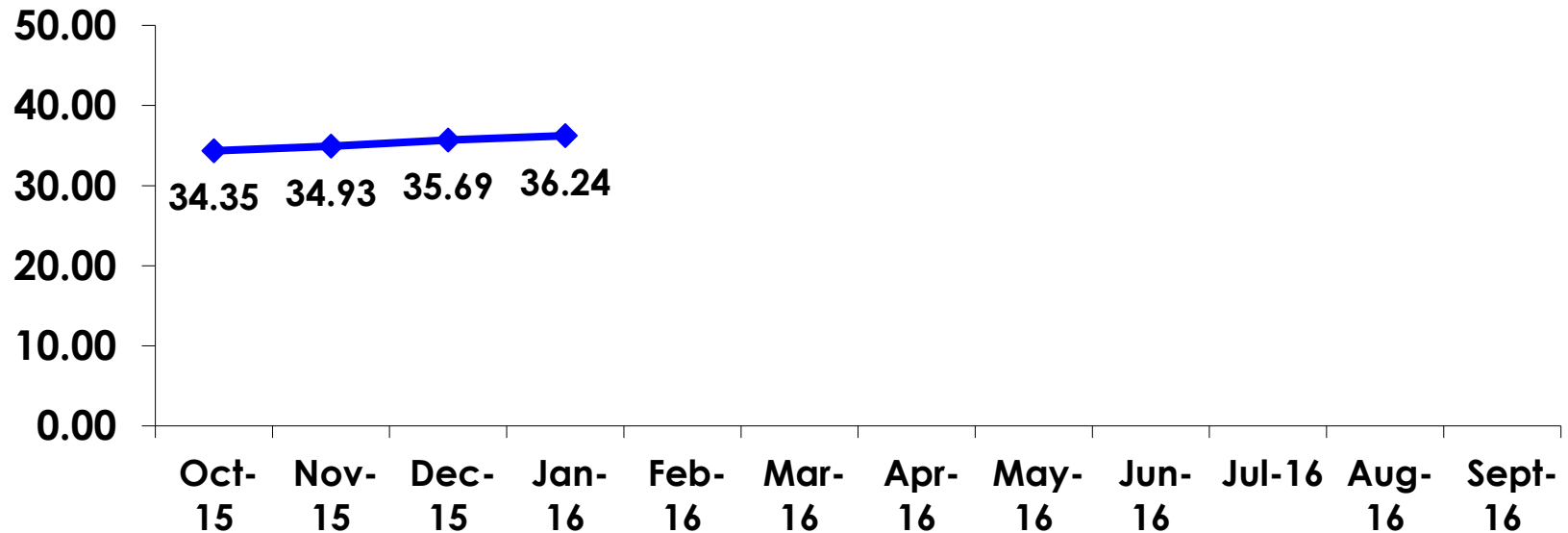


# MARITAL STATUS- SEGMENTATION

			TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	278	44	4	1	17	7	97	175	176	49	12	5	70
		Column N %	79%	86%	100%	50%	94%	88%	59%	96%	95%	70%	86%	100%	69%
Single	Single	Count	75	7	0	1	1	1	68	7	10	21	2	0	32
		Column N %	21%	14%	0%	50%	6%	13%	41%	4%	5%	30%	14%	0%	31%
Total		Count	353	51	4	2	18	8	165	182	186	70	14	5	102



# AVERAGE AGE - TRACKING



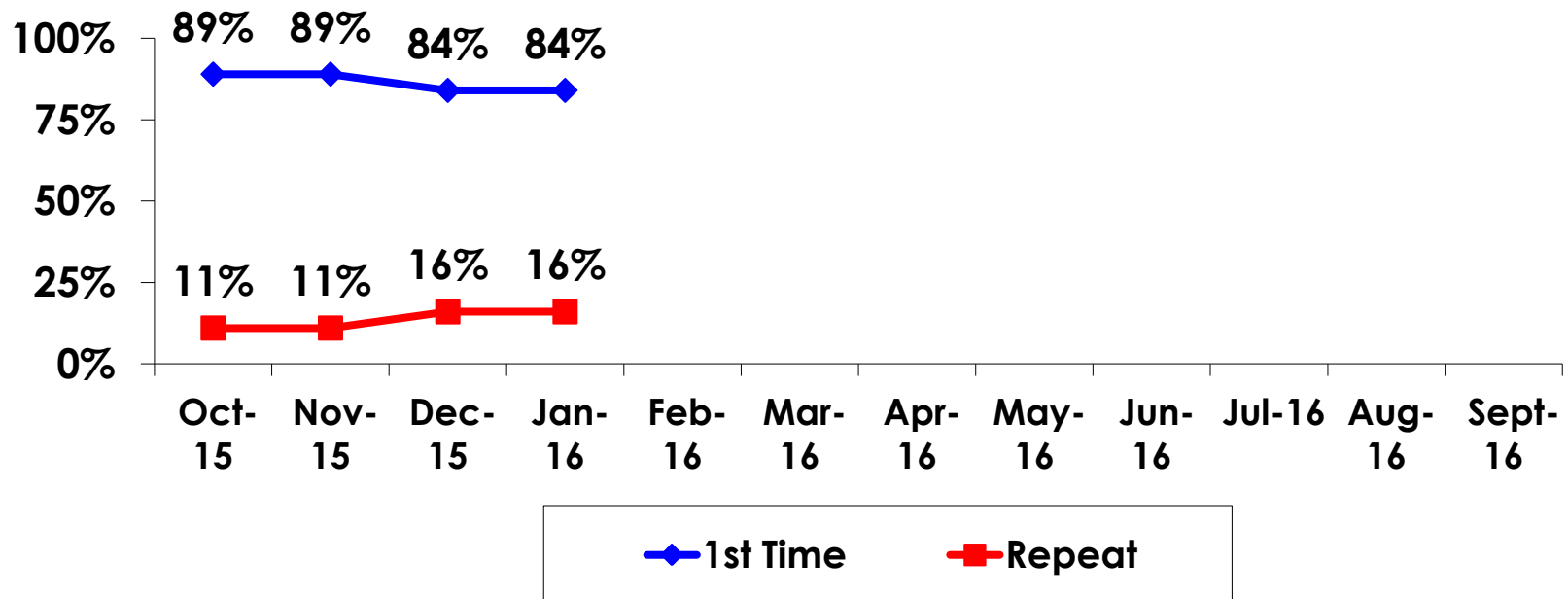
# AGE- SEGMENTATION

			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	24	5	0	0	2	1	24	0	4	8	0	0	12
		Column N %	7%	10%	0%	0%	11%	13%	15%	0%	2%	11%	0%	0%	12%
	25-34	Count	116	13	0	0	14	1	116	0	28	25	4	0	33
		Column N %	33%	25%	0%	0%	78%	13%	70%	0%	15%	36%	29%	0%	33%
	35-49	Count	197	29	3	2	2	6	25	172	150	31	10	0	54
		Column N %	56%	57%	75%	100%	11%	75%	15%	95%	81%	44%	71%	0%	53%
	50+	Count	15	4	1	0	0	0	0	10	4	6	0	5	2
		Column N %	4%	8%	25%	0%	0%	0%	0%	5%	2%	9%	0%	100%	2%
	Total	Count	352	51	4	2	18	8	165	182	186	70	14	5	101
QF	Mean		36.24	37.06	45.50	41.00	29.56	36.00	29.40	41.64	38.72	36.06	36.79	65.40	34.86
	Median		36	37	42	41	29	39	30	41	39	35	37	61	37

# 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		11	1	0	0	1	1	7	4	2	3	0	0	4
	Column N %		3%	2%	0%	0%	7%	13%	5%	2%	1%	5%	0%	0%	4%
KW12.0M-KW24.0M	Count		12	1	0	0	1	0	10	2	4	2	1	0	2
	Column N %		4%	2%	0%	0%	7%	0%	7%	1%	2%	3%	7%	0%	2%
KW24.0M-KW36.0M	Count		30	3	0	0	7	1	23	7	8	6	1	0	9
	Column N %		9%	6%	0%	0%	47%	13%	16%	4%	5%	9%	7%	0%	10%
KW36.0M-KW48.0M	Count		46	5	0	0	1	2	28	16	18	12	2	1	17
	Column N %		14%	10%	0%	0%	7%	25%	20%	9%	10%	18%	14%	25%	18%
KW48.0M-KW60.0M	Count		64	9	0	0	1	0	31	33	47	10	3	0	16
	Column N %		20%	19%	0%	0%	7%	0%	22%	19%	27%	15%	21%	0%	17%
KW60.0M-KW72.0M	Count		42	7	0	0	1	1	7	34	28	7	1	1	8
	Column N %		13%	15%	0%	0%	7%	13%	5%	19%	16%	11%	7%	25%	9%
KW72.0M+	Count		108	22	4	2	3	3	28	78	64	25	6	2	32
	Column N %		33%	46%	100%	100%	20%	38%	20%	44%	37%	38%	43%	50%	35%
No Income	Count		10	0	0	0	0	0	8	2	3	1	0	0	4
	Column N %		3%	0%	0%	0%	0%	0%	6%	1%	2%	2%	0%	0%	4%
Total	Count		323	48	4	2	15	8	142	176	174	66	14	4	92

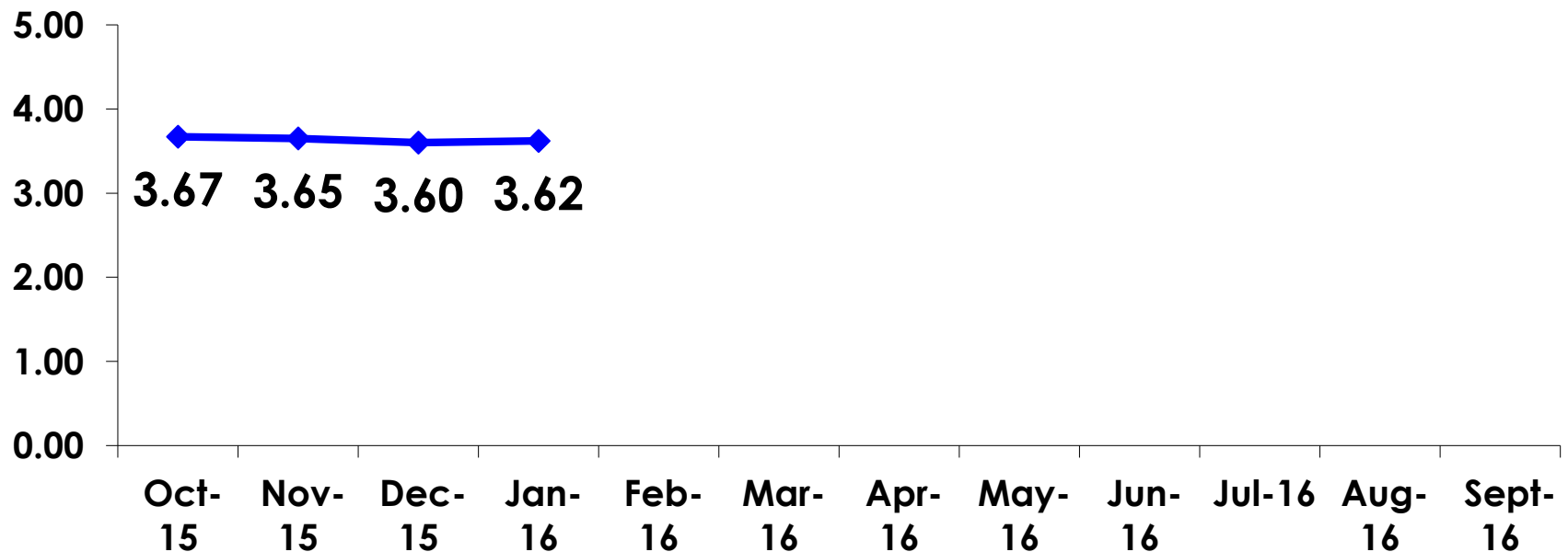
# PRIOR TRIPS TO GUAM - TRACKING



# 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	298	38	3	1	16	6	147	147	153	52	12	3	87
		Column N %	84%	75%	75%	50%	89%	75%	89%	81%	82%	74%	86%	60%	85%
	No	Count	55	13	1	1	2	2	18	35	33	18	2	2	15
		Column N %	16%	25%	25%	50%	11%	25%	11%	19%	18%	26%	14%	40%	15%
	Total	Count	353	51	4	2	18	8	165	182	186	70	14	5	102

# 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	3.62	3.88	3.25	4.50	3.78	3.25	3.78	3.51	3.55	3.90	4.14	2.40	3.75
	Median	3	4	3	5	4	3	4	3	3	4	4	2	3

# 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	118	0	0	1	9	2	44	73	73	0	5	0	37
		Column N %	34%	0%	0%	50%	50%	25%	27%	40%	39%	0%	36%	0%	37%
	Free-time package tour	Count	152	0	0	0	5	1	81	70	81	0	5	1	32
		Column N %	43%	0%	0%	0%	28%	13%	49%	39%	44%	0%	36%	20%	32%
	Individually arranged travel (FIT)	Count	70	51	0	1	3	0	37	30	29	70	4	3	25
		Column N %	20%	100%	0%	50%	17%	0%	23%	17%	16%	100%	29%	60%	25%
	Group tour	Count	4	0	4	0	0	0	0	3	2	0	0	1	2
		Column N %	1%	0%	100%	0%	0%	0%	0%	0%	2%	1%	0%	0%	20%
	Company paid travel	Count	5	0	0	0	1	5	1	4	0	0	0	0	3
		Column N %	1%	0%	0%	0%	6%	63%	1%	2%	0%	0%	0%	0%	0%
	Other	Count	2	0	0	0	0	0	1	1	1	0	0	0	1
		Column N %	1%	0%	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%
	Total	Count	351	51	4	2	18	8	164	181	186	70	14	5	100

# TRAVEL MOTIVATION - SEGMENTATION

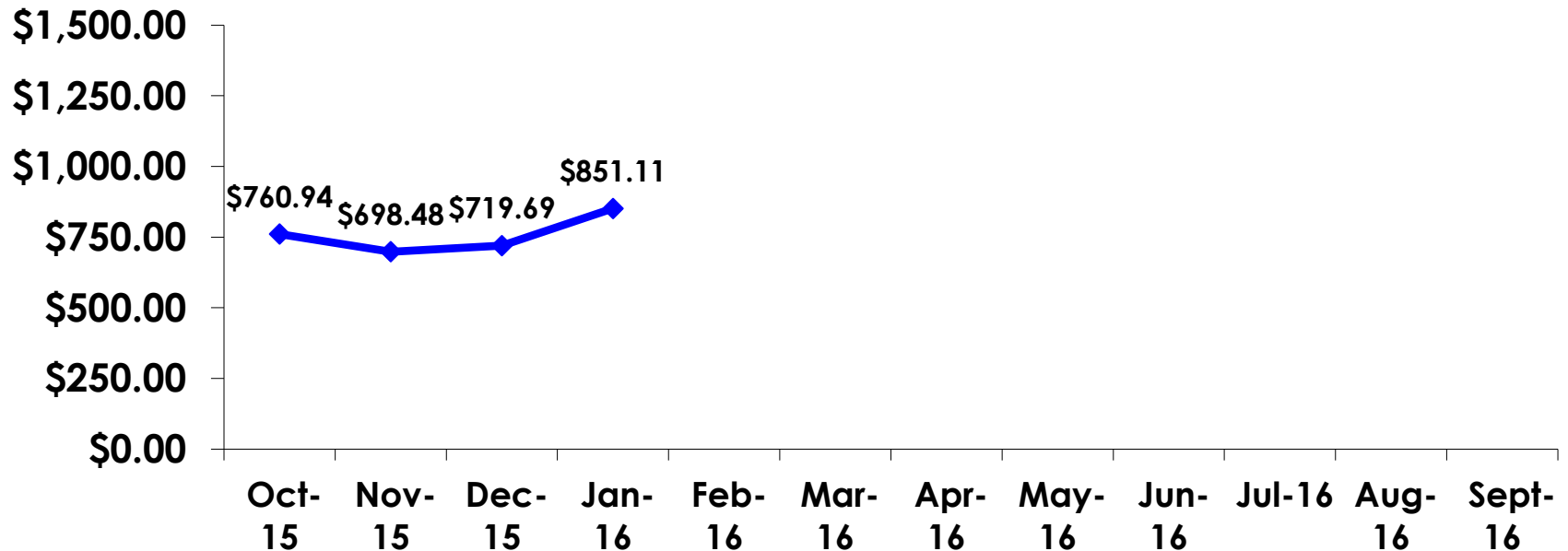
		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT	
		-	-	-	-	-	-	-	-	-	-	-	-	-	
Q5A	Previous trip	9%	16%	25%	50%	6%	0%	7%	12%	12%	14%	14%	0%	11%	
	Price	10%	14%	25%	0%	17%	0%	15%	5%	6%	14%	0%	0%	9%	
	Visit friends/ Relatives	4%	2%	0%	0%	0%	0%	3%	3%	3%	9%	0%	40%	5%	
	Recomm-friend/family/trvl agnt	19%	12%	50%	0%	22%	25%	21%	17%	18%	13%	7%	20%	22%	
	Scuba	5%	0%	0%	50%	0%	0%	8%	2%	1%	6%	7%	0%	17%	
	Water sports	13%	10%	50%	0%	11%	25%	13%	14%	12%	16%	14%	0%	47%	
	Short travel time	22%	27%	25%	50%	11%	0%	22%	22%	24%	27%	29%	20%	23%	
	Golf	3%	2%	0%	0%	6%	25%	1%	4%	1%	1%	0%	0%	10%	
	Relax	61%	73%	25%	50%	39%	50%	60%	63%	63%	69%	71%	20%	62%	
	Company/ Business Trip	1%	0%	0%	0%	0%	25%	1%	1%	0%	0%	0%	0%	2%	
	Company Sponsored	1%	0%	0%	0%	6%	63%	1%	2%	1%	0%	0%	0%	3%	
	Convention/ Trade/ Conference	0%	0%	0%	0%	6%	0%	1%	0%	0%	0%	0%	0%	1%	
	Safe	25%	39%	25%	50%	22%	13%	21%	29%	31%	30%	36%	20%	23%	
	Natural beauty	55%	57%	50%	100%	61%	38%	55%	55%	54%	53%	71%	40%	53%	
	Shopping	24%	43%	0%	0%	33%	13%	27%	22%	23%	36%	29%	0%	20%	
	Career Cert/ Testing	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	
	Honeymoon	5%	6%	0%	0%	100%	13%	10%	1%	0%	4%	0%	0%	4%	
	Pleasure	13%	12%	25%	0%	11%	25%	12%	14%	13%	16%	14%	20%	15%	
	Organized sports	2%	0%	0%	0%	11%	13%	4%	1%	1%	1%	0%	0%	7%	
	Other	3%	6%	0%	0%	0%	0%	4%	3%	3%	6%	7%	0%	2%	
	Total	Count	352	51	4	2	18	8	165	181	186	70	14	5	101

# 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	94%	96%	100%	50%	89%	88%	95%	95%	96%	94%	100%	60%	95%	
	Friend/ Relative	37%	31%	50%	0%	50%	38%	40%	34%	33%	34%	50%	20%	39%	
	Travel Agent Brochure	31%	14%	0%	50%	39%	25%	23%	38%	40%	10%	14%	0%	25%	
	Travel Guidebook-Bookstore	16%	31%	0%	0%	11%	0%	18%	14%	16%	29%	29%	0%	14%	
	Prior Trip	15%	25%	25%	50%	6%	25%	10%	19%	17%	26%	14%	40%	14%	
	GVB Office	9%	12%	25%	0%	0%	13%	8%	10%	10%	10%	14%	0%	8%	
	Co-Worker/ Company Trvl Dept	9%	10%	0%	0%	17%	38%	8%	9%	7%	10%	0%	0%	8%	
	TV	5%	4%	25%	50%	0%	13%	6%	5%	4%	3%	0%	0%	10%	
	Magazine (Consumer)	3%	6%	0%	0%	11%	0%	1%	4%	3%	4%	0%	0%	1%	
	Newspaper	1%	0%	0%	0%	6%	0%	2%	1%	1%	0%	0%	0%	4%	
	Other	1%	2%	0%	0%	0%	0%	1%	2%	1%	3%	0%	0%	1%	
	GVB Promo	1%	4%	0%	0%	0%	0%	1%	2%	1%	3%	0%	0%	1%	
	Consumer Trvl Show	1%	2%	0%	0%	0%	0%	1%	1%	1%	1%	0%	0%	1%	
	Travel Trade Show	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	
	Total	Count	352	51	4	2	18	8	165	182	186	70	14	5	101

# SECTION 3 **EXPENDITURES**

# PREPAID EXPENDITURES - TRACKING



YTD=\$756.66

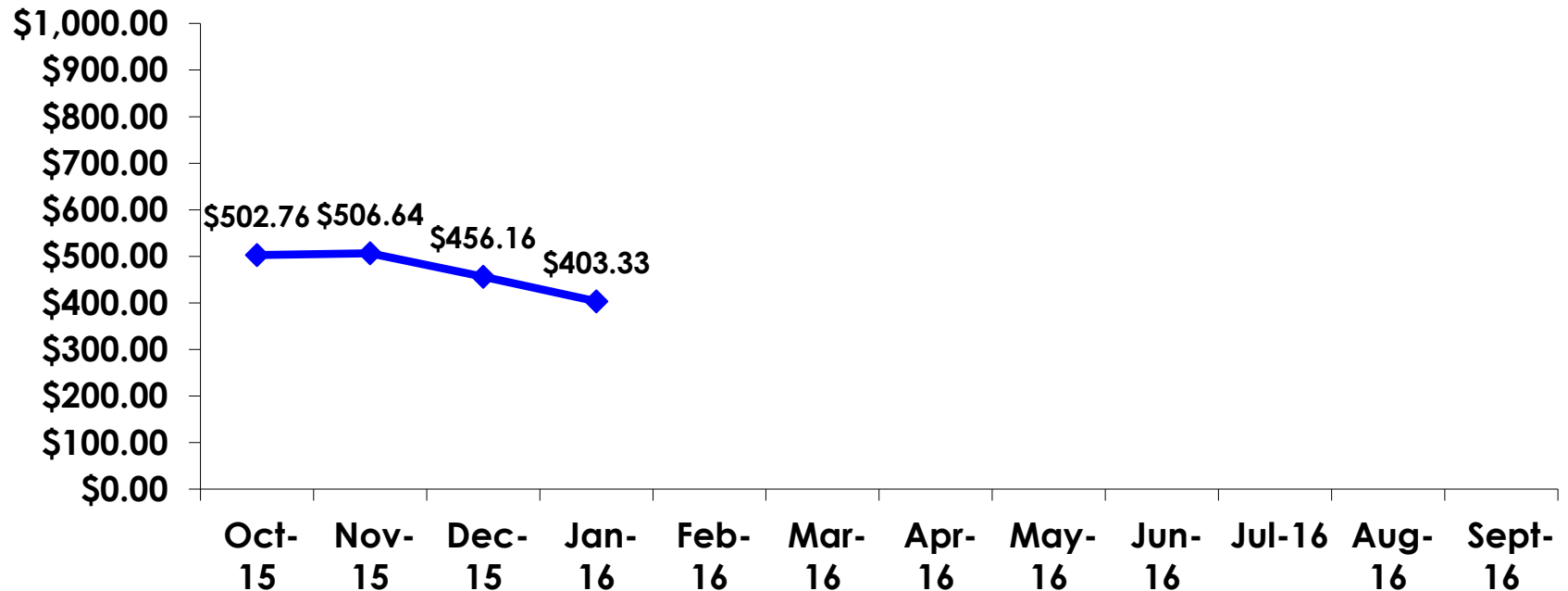
# PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$851.11	\$810.09	\$696.37	\$993.90	\$856.39	\$1,109.45	\$805.48	\$891.43	\$852.34	\$786.43	\$799.08	\$942.32	\$818.80
	Median	\$865	\$837	\$807	\$994	\$1,084	\$1,184	\$837	\$965	\$875	\$766	\$900	\$433	\$837
	Minimum	\$0	\$0	\$0	\$836	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$11,005	\$2,512	\$1,172	\$1,151	\$1,507	\$1,926	\$5,861	\$11,005	\$11,005	\$3,349	\$1,256	\$3,349	\$3,349

# 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	\$3,013.23	\$3,068.99	\$4,688.98	\$3,975.58	\$1,705.34	.	\$4,688.98	\$2,605.83	\$3,516.50	\$3,691.09	\$2,650.75	\$1,775.11	.	\$3,023.00
	Median	\$2,512	\$2,847	\$4,689	\$3,976	\$1,767	.	\$4,689	\$2,211	\$3,014	\$3,014	\$2,236	\$1,926	.	\$2,305
AIR/ HOTEL/ MEAL	Mean	\$4,010.96	\$2,595.68	\$2,930.61	.	\$2,344.49	.	\$3,399.51	\$2,684.18	\$4,976.92	\$4,838.84	\$2,365.80	\$4,530.39	\$1,590.90	\$3,248.57
	Median	\$3,056	\$2,344	\$2,931	.	\$2,512	.	\$1,926	\$2,512	\$3,726	\$3,517	\$2,010	\$4,187	\$1,591	\$2,805
AIR ONLY	Mean	\$1,305.16	\$1,507.73	\$427.03	.	.	.	\$1,004.78	\$1,085.58	\$1,612.25	\$1,705.80	\$1,242.30	\$1,276.91	\$429.96	\$1,506.61
	Median	\$1,160	\$1,256	\$427	.	.	.	\$1,005	\$1,047	\$1,340	\$1,340	\$1,089	\$1,277	\$430	\$1,256
HOTEL ONLY	Mean	\$980.22	\$1,043.86	\$100.48	.	.	.	\$251.20	\$930.71	\$1,075.43	\$1,122.65	\$1,125.35	\$1,444.37	\$100.48	\$1,513.45
	Median	\$896	\$1,068	\$100	.	.	.	\$251	\$837	\$1,030	\$1,172	\$1,089	\$1,444	\$100	\$1,549
HOTEL & MEAL	Mean	\$958.73	.	.	.	.	.	.	\$1,067.58	\$849.88	\$1,883.96	\$25.12	.	.	\$1,067.58
	Median	\$858	.	.	.	.	.	.	\$1,068	\$850	\$1,884	\$25	.	.	\$1,068
F&B HOTEL	Mean	.	.	.	.	.	.	.	.	.	.	.	.	.	.
	Median	.	.	.	.	.	.	.	.	.	.	.	.	.	.
TRANS- KOREA	Mean	\$82.06	\$97.69	.	.	\$251.20	.	\$251.20	\$61.54	\$102.57	\$85.83	\$68.66	.	.	\$86.72
	Median	\$71	\$126	.	.	\$251	.	\$251	\$40	\$84	\$84	\$42	.	.	\$84
TRANS- GUAM	Mean	\$223.40	\$396.33	\$25.12	.	.	.	.	\$139.55	\$298.36	\$279.66	\$313.99	.	\$25.12	\$117.22
	Median	\$167	\$184	\$25	.	.	.	.	\$167	\$209	\$167	\$176	.	\$25	\$117
OPT TOURS	Mean	\$206.94	\$104.66	.	.	.	.	.	\$247.85	\$104.66	\$167.46	\$192.58	.	.	\$189.79
	Median	\$167	\$105	.	.	.	.	.	\$167	\$105	\$167	\$167	.	.	\$167
OTHER	Mean	\$627.09	\$502.39	\$83.73	.	\$1,004.78	.	.	\$766.98	\$473.08	\$337.21	\$616.03	.	\$711.72	\$1,174.64
	Median	\$419	\$544	\$84	.	\$1,005	.	.	\$419	\$419	\$293	\$544	.	\$712	\$544
TOTAL	Mean	\$2,784.62	\$2,363.04	\$2,063.99	\$3,975.58	\$1,680.22	.	\$2,899.21	\$2,112.77	\$3,448.35	\$3,420.83	\$2,063.23	\$2,640.72	\$1,118.15	\$2,614.29
	Median	\$2,512	\$2,177	\$1,783	\$3,976	\$2,169	.	\$1,800	\$2,093	\$2,931	\$2,931	\$1,968	\$2,428	\$636	\$2,411

# ON-ISLAND EXPENDITURES - TRACKING



YTD = \$467.39



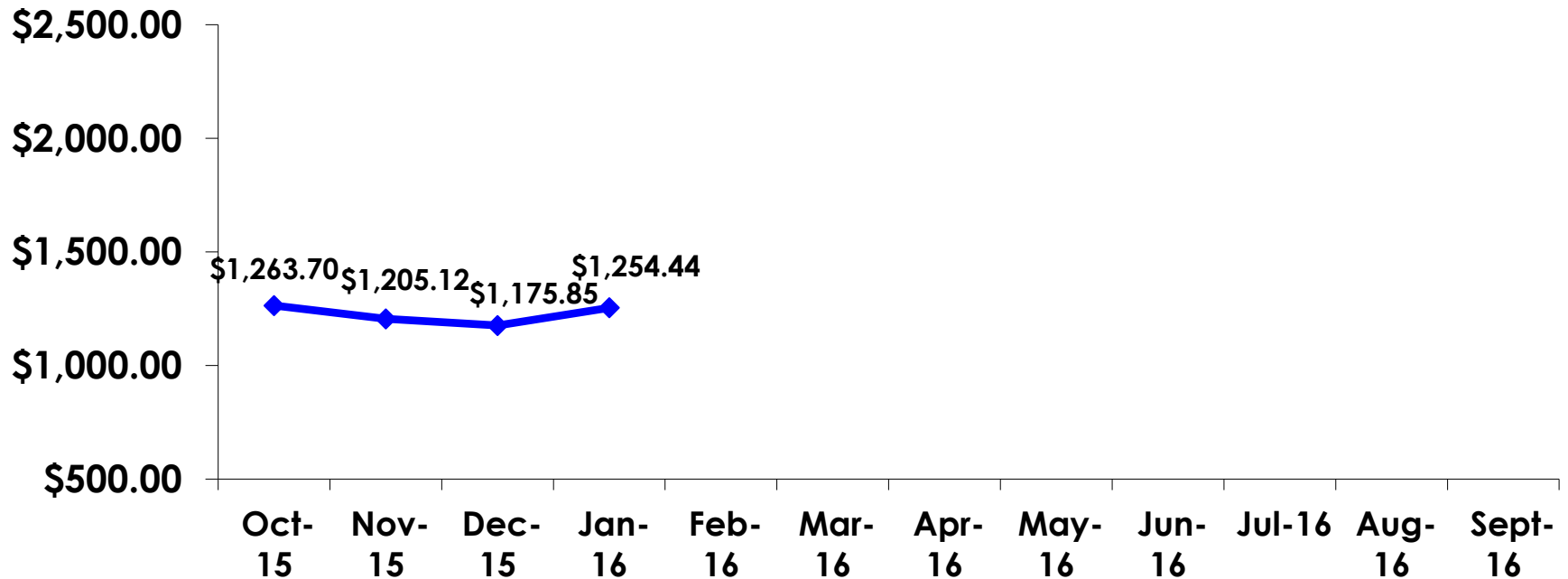
# ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$403.33	\$475.40	\$1,152.08	\$358.75	\$706.99	\$666.67	\$421.52	\$359.35	\$311.24	\$510.63	\$378.49	\$1,482.17	\$355.13
	Median	\$286	\$400	\$504	\$359	\$588	\$293	\$344	\$250	\$228	\$400	\$277	\$900	\$226
	Minimum	\$0	\$0	\$100	\$93	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$128	\$0
	Maximum	\$3,500	\$1,650	\$3,500	\$625	\$1,723	\$1,714	\$2,500	\$1,714	\$2,500	\$2,300	\$1,000	\$3,500	\$1,650

# 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	\$91.99	\$180.82	\$1.50	\$5.00	\$77.78	.	\$25.00	\$56.01	\$127.36	\$100.02	\$135.17	\$233.21	\$10.00	\$69.09
F&B FF/STORE	Mean	\$27.65	\$37.75	\$0.00	\$5.00	\$18.33	.	\$12.50	\$20.32	\$34.99	\$31.81	\$33.64	\$40.29	\$2.00	\$24.81
F&B RESTRNT	Mean	\$100.44	\$227.18	\$150.00	\$1,000.00	\$77.78	.	\$1.25	\$87.79	\$107.52	\$89.42	\$205.94	\$71.86	\$280.00	\$114.02
OPT TOUR	Mean	\$98.69	\$102.02	\$25.00	\$125.00	\$122.22	.	\$130.00	\$108.35	\$93.02	\$85.29	\$86.11	\$150.93	\$6.00	\$133.37
GIFT- SELF	Mean	\$130.43	\$197.88	\$450.00	\$250.00	\$243.89	.	\$6.50	\$133.19	\$126.18	\$114.52	\$153.17	\$168.00	\$220.00	\$88.69
GIFT- OTHER	Mean	\$100.67	\$130.45	\$800.00	\$50.00	\$82.78	.	\$67.50	\$94.47	\$89.84	\$80.08	\$143.90	\$107.50	\$720.00	\$104.82
TRANS	Mean	\$72.78	\$110.04	\$250.00	\$0.00	\$87.50	.	\$313.50	\$81.38	\$64.98	\$63.23	\$114.47	\$90.79	\$84.00	\$67.30
OTHER	Mean	\$571.96	\$666.73	\$273.50	\$0.00	\$761.11	.	\$2,500.00	\$473.32	\$657.71	\$594.41	\$591.24	\$209.29	\$820.00	\$443.39
TOTAL	Mean	\$1,194.61	\$1,652.86	\$1,950.00	\$1,435.00	\$1,471.39	.	\$3,056.25	\$1,054.82	\$1,301.60	\$1,158.79	\$1,463.66	\$1,071.86	\$2,142.00	\$1,045.50

# TOTAL EXPENDITURES – TRACKING



YTD=\$1,254.05

# 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	\$1,254.44	\$1,285.49	\$1,848.45	\$1,352.65	\$1,563.38	\$1,776.11	\$1,227.00	\$1,250.77	\$1,163.58	\$1,297.06	\$1,177.57	\$2,424.48	\$1,173.93
Median	\$1,147	\$1,203	\$1,579	\$1,353	\$1,601	\$1,875	\$1,142	\$1,147	\$1,046	\$1,126	\$1,075	\$2,733	\$1,080
Minimum	\$0	\$0	\$100	\$929	\$0	\$764	\$0	\$0	\$0	\$0	\$333	\$421	\$0
Maximum	\$11,159	\$3,112	\$4,136	\$1,776	\$2,882	\$2,910	\$5,861	\$11,159	\$11,159	\$4,249	\$2,133	\$4,249	\$3,749

# 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.

<b>Comparison of Drivers of Overall Satisfaction, Oct, Nov, Dec 2015, Jan 2016, and Overall Oct-2015 - Jan 2016</b>					
					Combined Oct-2015 - Jan 2016
Drivers:	Oct-15 rank	Nov-15 rank	Dec-15 rank	Jan-16 rank	rank
Quality & Cleanliness of beaches & parks				3	10
Ease of getting around			5		8
Safety walking around at night			2		
Quality of daytime tours					6
Variety of daytime tours				2	
Quality of nighttime tours					
Variety of nighttime tours					
Quality of shopping	2	3			3
Variety of shopping					
Price of things on Guam					
Quality of hotel accommodations	5	5	4		5
Quality/cleanliness of air, sky	1			6	7
Quality/cleanliness of parks		1	3		2
Quality of landscape in Tumon	4				
Quality of landscape in Guam		4		4	4
Quality of ground handler	6			5	9
Quality/cleanliness of transportation vehicles	3	2	1	1	1
% of Per Person On Island Expenditures Accounted For	56.1%	44.7%	51.3%	49.0%	48.5%
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 January 2016 Period. By rank order they are:
  - **Quality/cleanliness of transportation vehicles,**
  - **Variety of daytime tours,**
  - **Quality & cleanliness of beach & parks,**
  - **Quality of landscape in Guam,**
  - **Quality of ground handler, and**
  - **Quality/cleanliness of air, sky.**
- With all five factors the overall  $r^2$  is .490 meaning that **49.0% of overall satisfaction is accounted for by these factors.**



<b>Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2015, Jan 2016 and Overall Oct 2015-Jan 2016</b>					
					Combined Oct 2015- Jan 2016
Drivers:	Oct-15 rank	Nov-15 rank	Dec-15 rank	<b>Jan-16 rank</b>	rank
Quality & Cleanliness of beaches & parks		2			
Ease of getting around					
Safety walking around at night					
Quality of daytime tours					
Variety of daytime tours					2
Quality of nighttime tours					
Variety of nighttime tours					
Quality of shopping		4			
Variety of shopping		3			1
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			
Quality of ground handler					3
Quality/cleanliness of transportation vehicles				<b>1</b>	
% of Per Person On Island Expenditures Accounted For	0.0%	5.2%	0.0%	<b>1.9%</b>	1.4%

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 one significant factor in the January 2016 period. That factor is:
  - **Quality/cleanliness of transportation vehicles.**
- With this factor the overall  $r^2$  is .019 meaning that **1.9% of per person on island expenditure is accounted for by this factor.**