



# **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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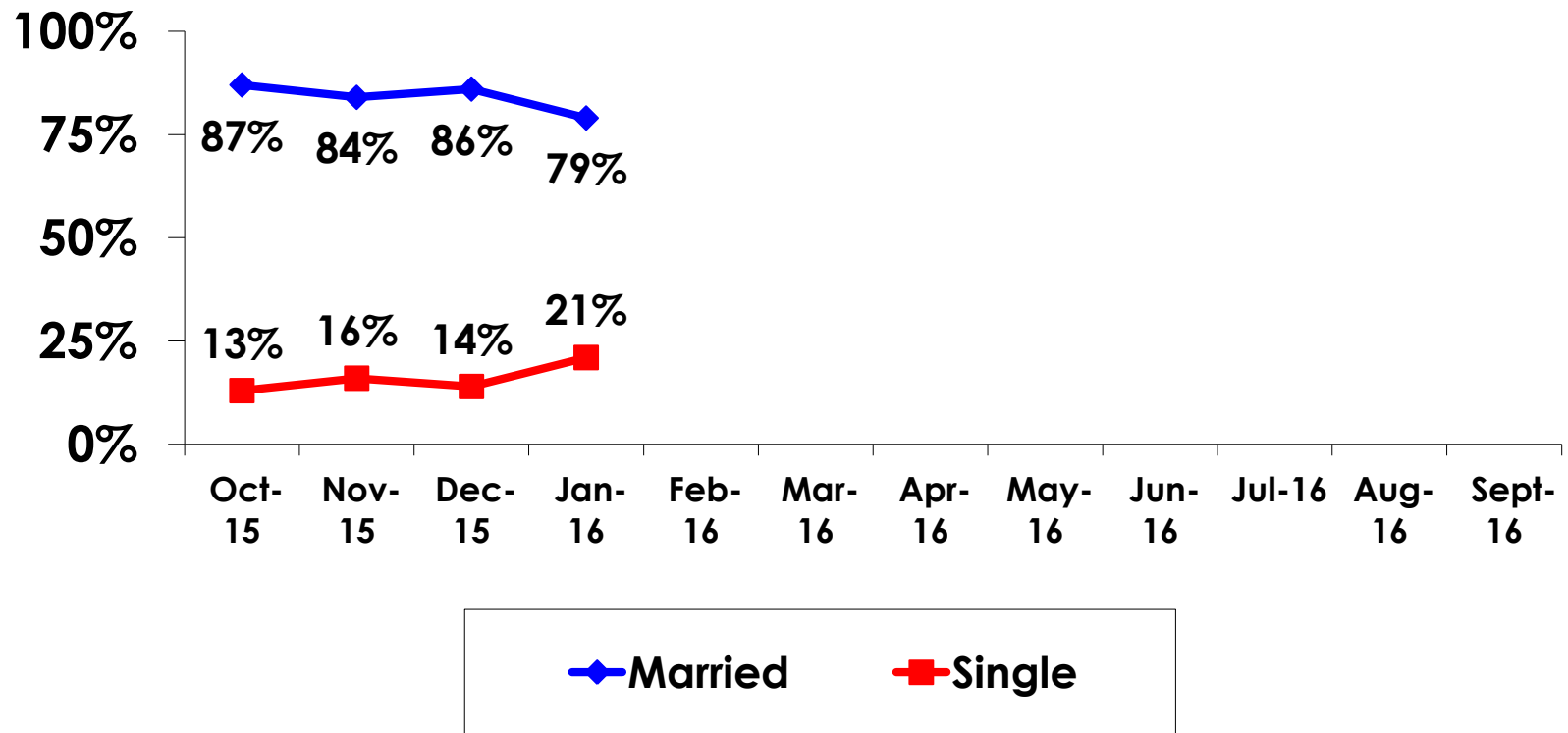
# Highlighted Segments Parameters

- 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

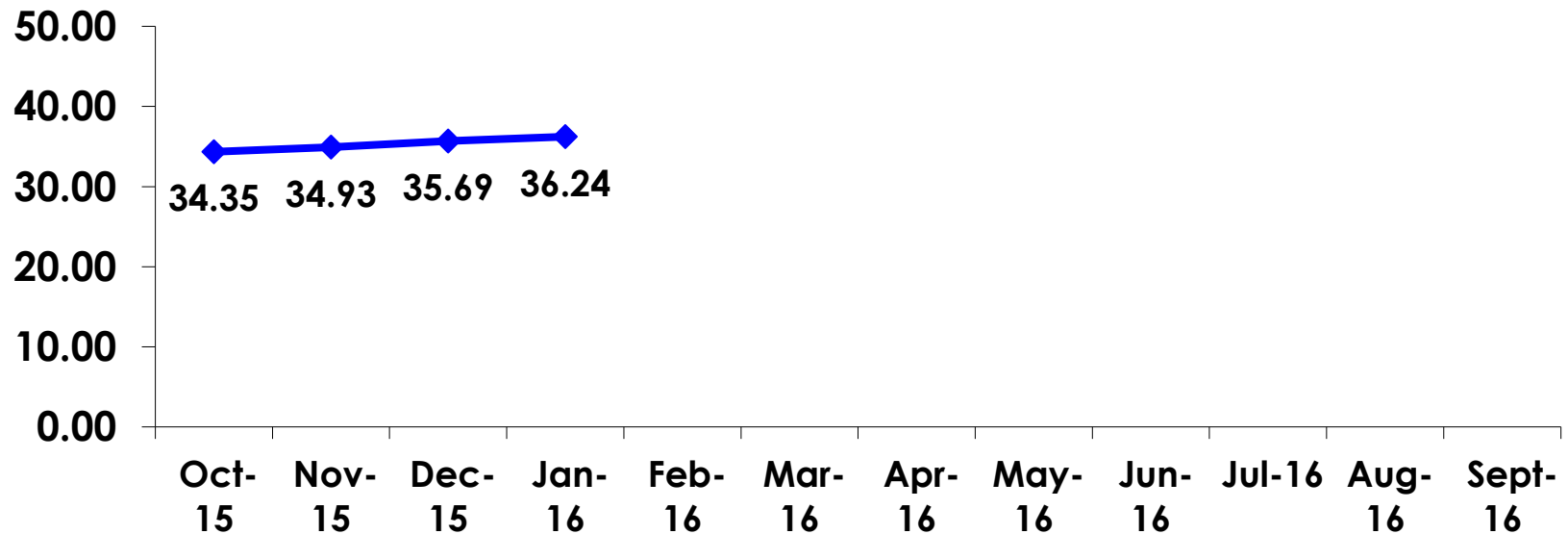


# MARITAL STATUS- SEGMENTATION

			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	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



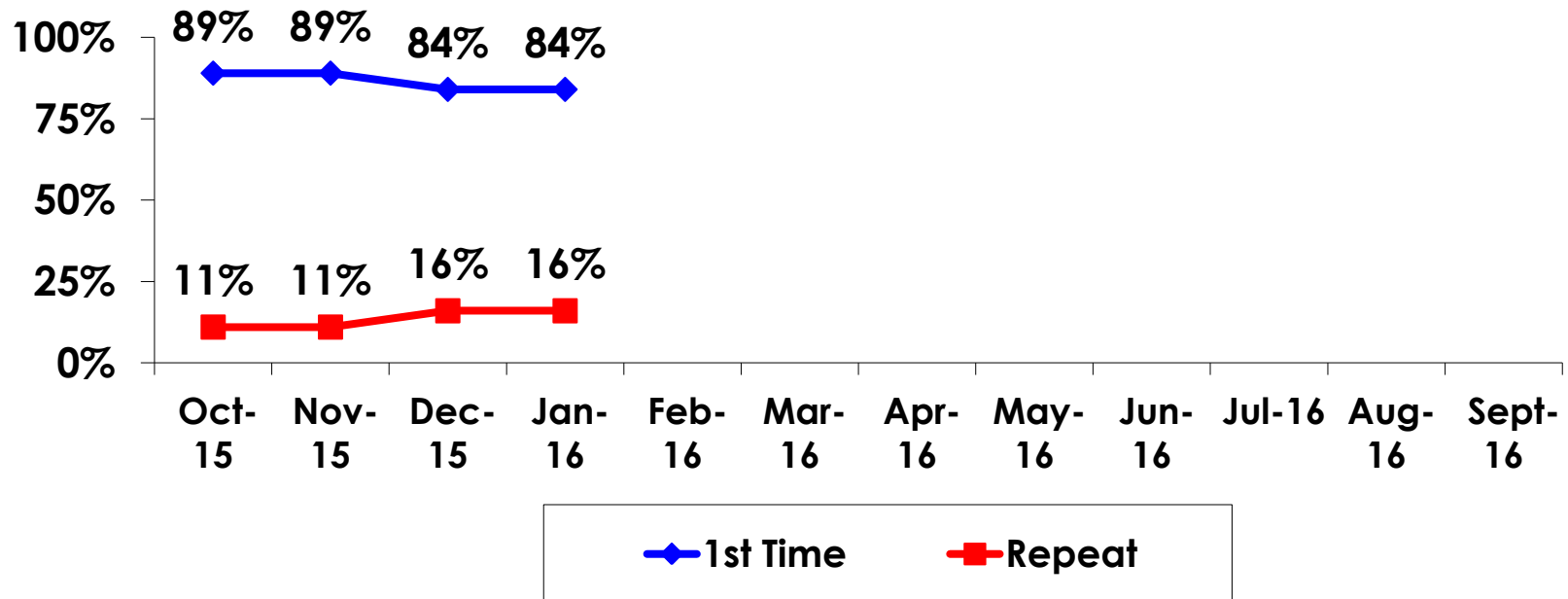
# AGE- SEGMENTATION

			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

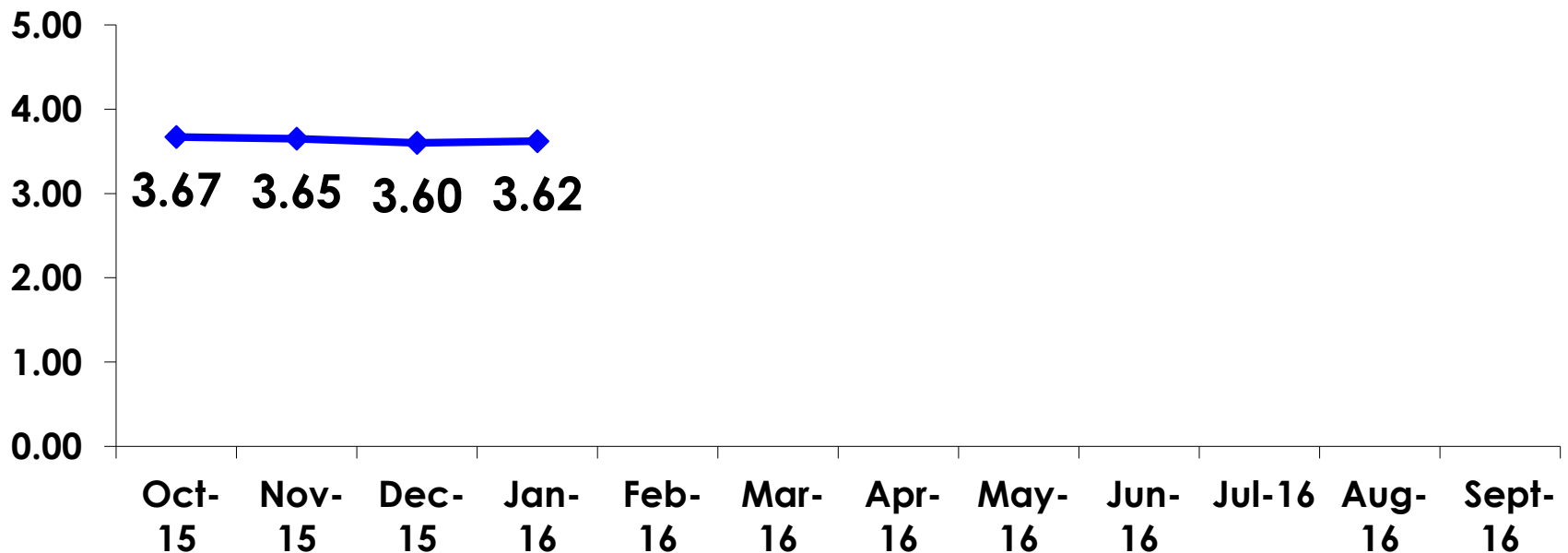
# PRIOR TRIPS TO GUAM - TRACKING



# 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

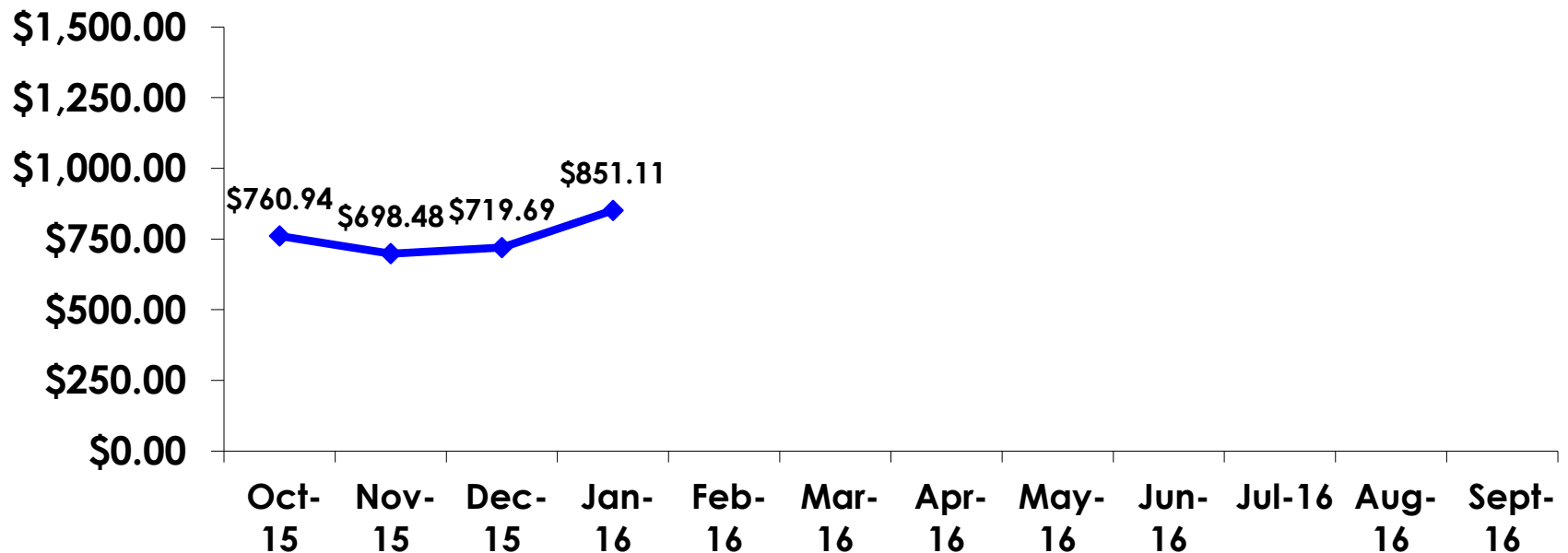
		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT	
		-	-	-	-	-	-	-	-	-	-	-	-	-	
Q5A	Previous trip	9%	16%	25%	50%	6%	0%	7%	12%	12%	14%	14%	0%	11%	
	Price	10%	14%	25%	0%	17%	0%	15%	5%	6%	14%	0%	0%	9%	
	Visit friends/ Relatives	4%	2%	0%	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

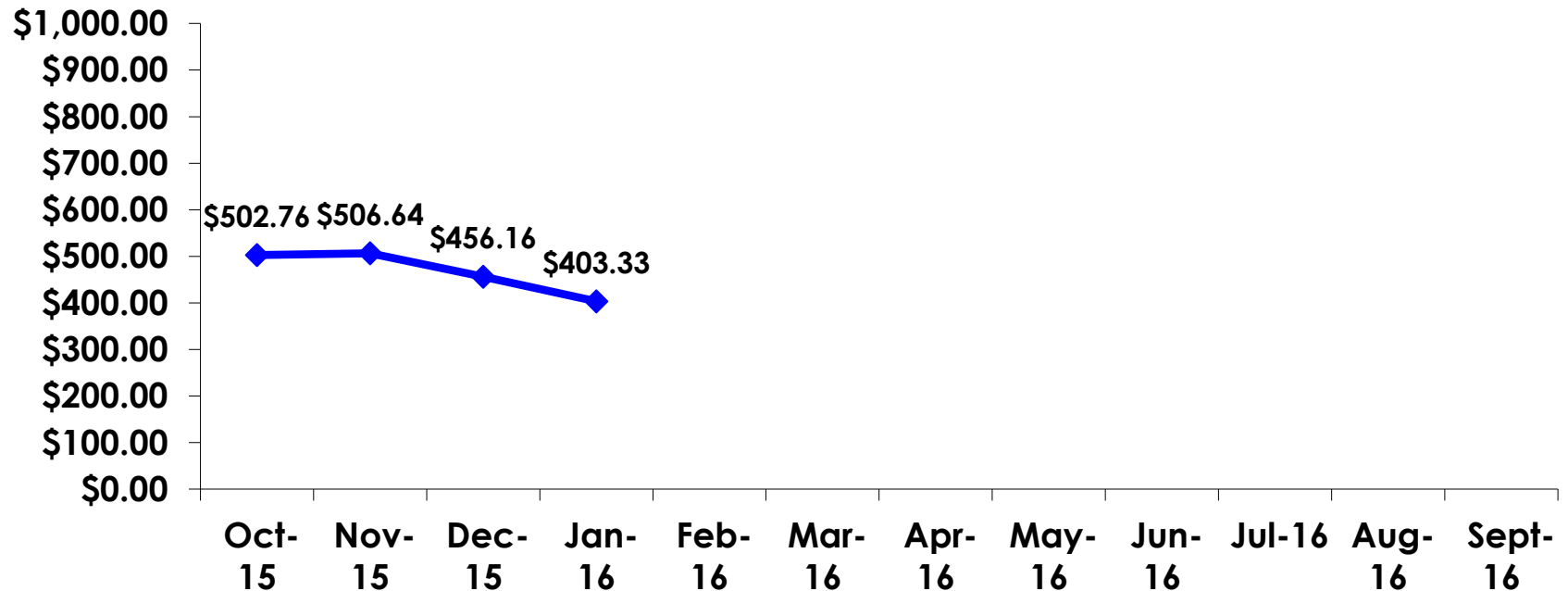
# PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		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



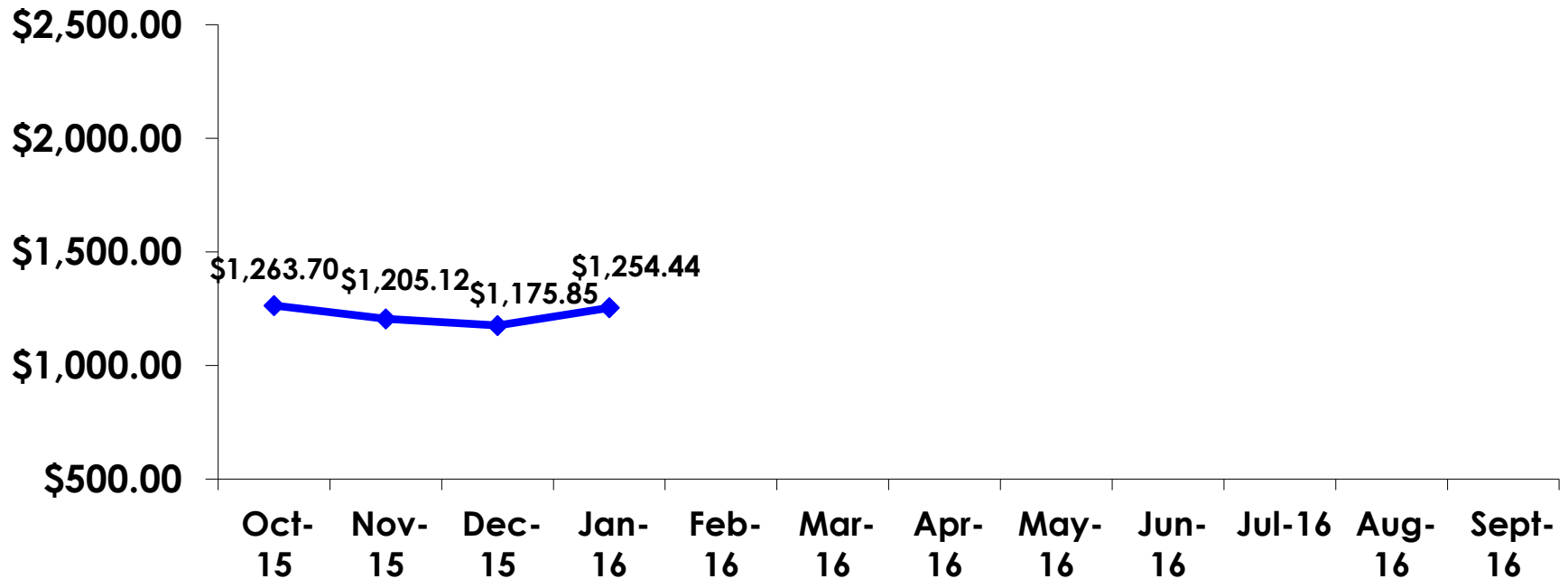
# ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		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.

Comparison of Drivers of Overall Satisfaction, Oct, Nov, Dec 2015, Jan 2016, and Overall Oct-2015 - Jan 2016					
	Oct-15	Nov-15	Dec-15	Jan-16	Combined Oct-2015 - Jan 2016
Drivers:	rank	rank	rank	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.**