



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2016 Market Segmentation

OCTOBER 2015



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 **351** 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 **351** 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

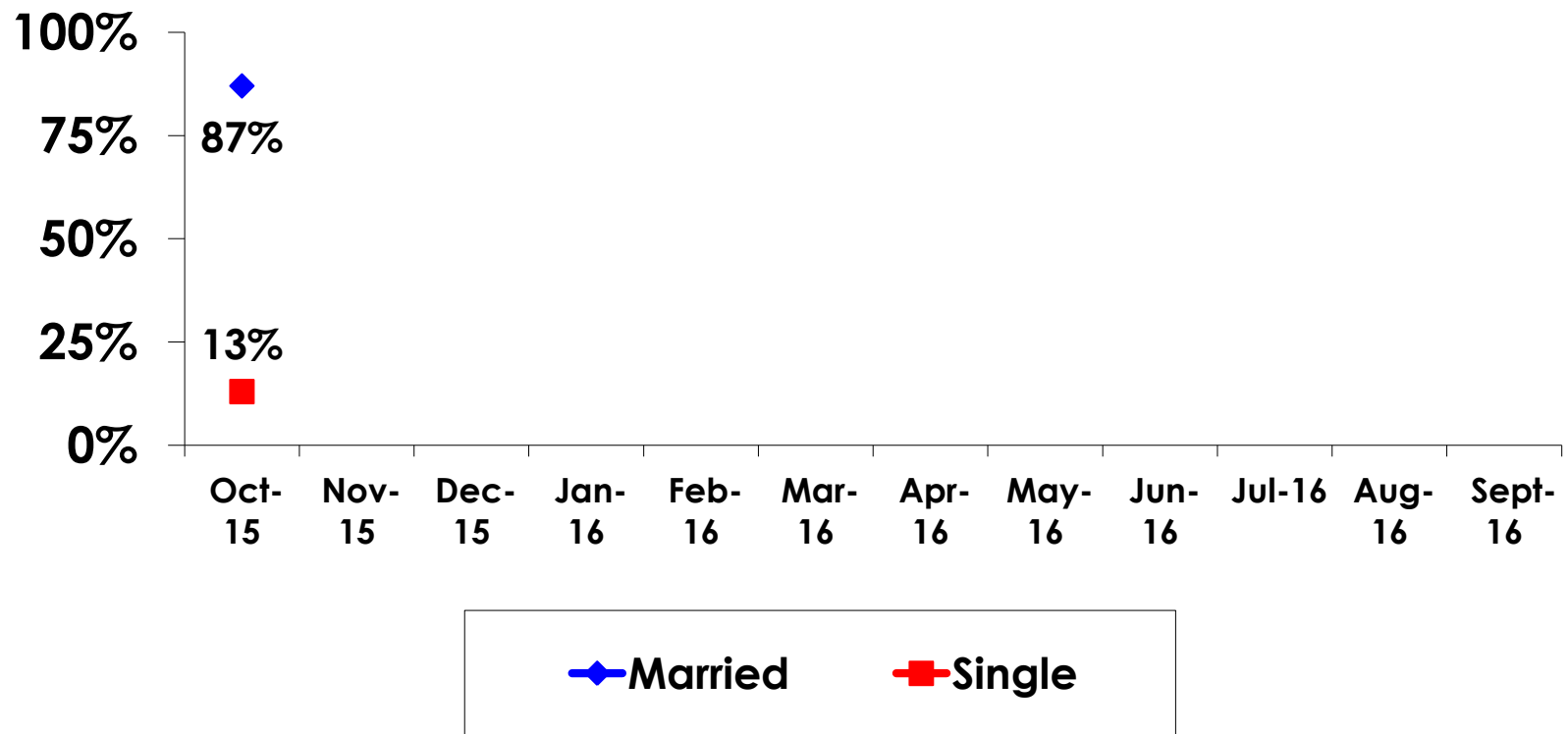
Highlighted Segments

	Oct 14	Nov 14	Dec 14	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sept 15
Family/ FIT	14%											
Group	1%											
Eng Language	1%											
Honeymoon	13%											
Wedding	1%											
Incentive	7%											
18-35	65%											
36-55	34%											
Child	43%											
FIT	16%											
Golden Miss	3%											
Senior	1%											
Sport	24%											
TOTAL	351											

SECTION 1

PROFILE OF RESPONDENTS

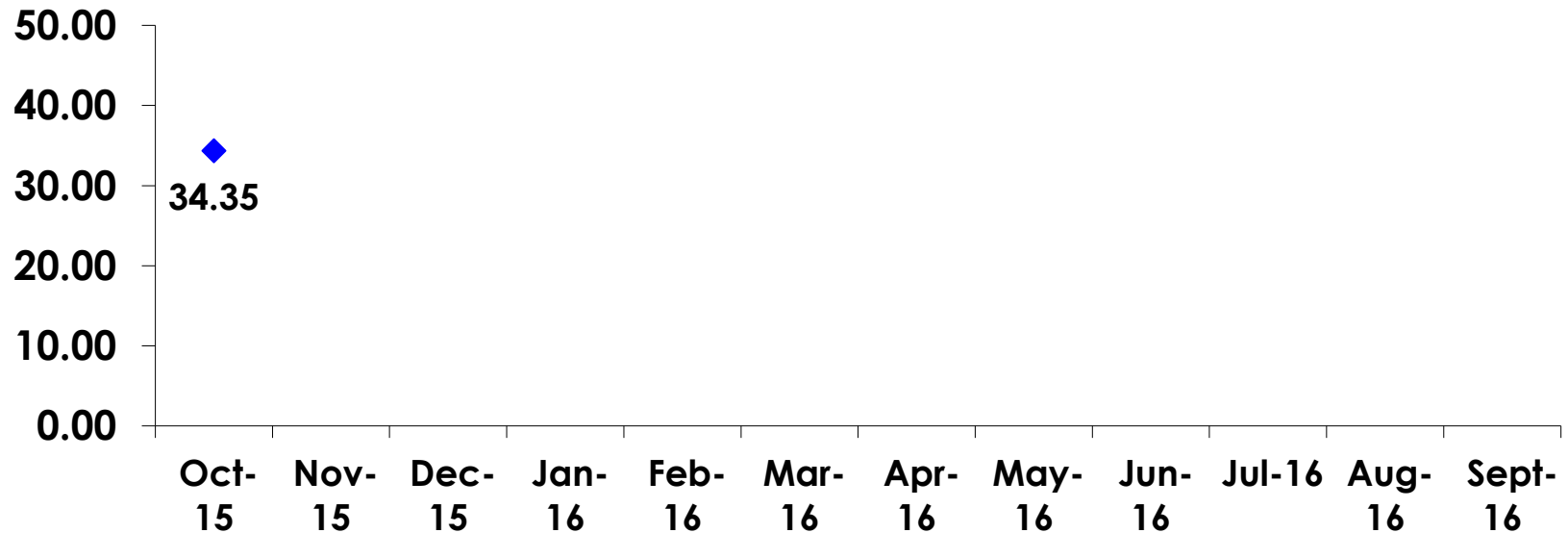
MARITAL STATUS - TRACKING



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	304	46	3	2	46	2	21	189	110	145	50	11	5	72
		Column N %	87%	96%	60%	100%	100%	100%	91%	83%	93%	97%	89%	100%	100%	87%
	Single	Count	47	2	2	0	0	0	2	39	8	4	6	0	0	11
		Column N %	13%	4%	40%	0%	0%	0%	9%	17%	7%	3%	11%	0%	0%	13%
Total		Count	351	48	5	2	46	2	23	228	118	149	56	11	5	83

AVERAGE AGE - TRACKING



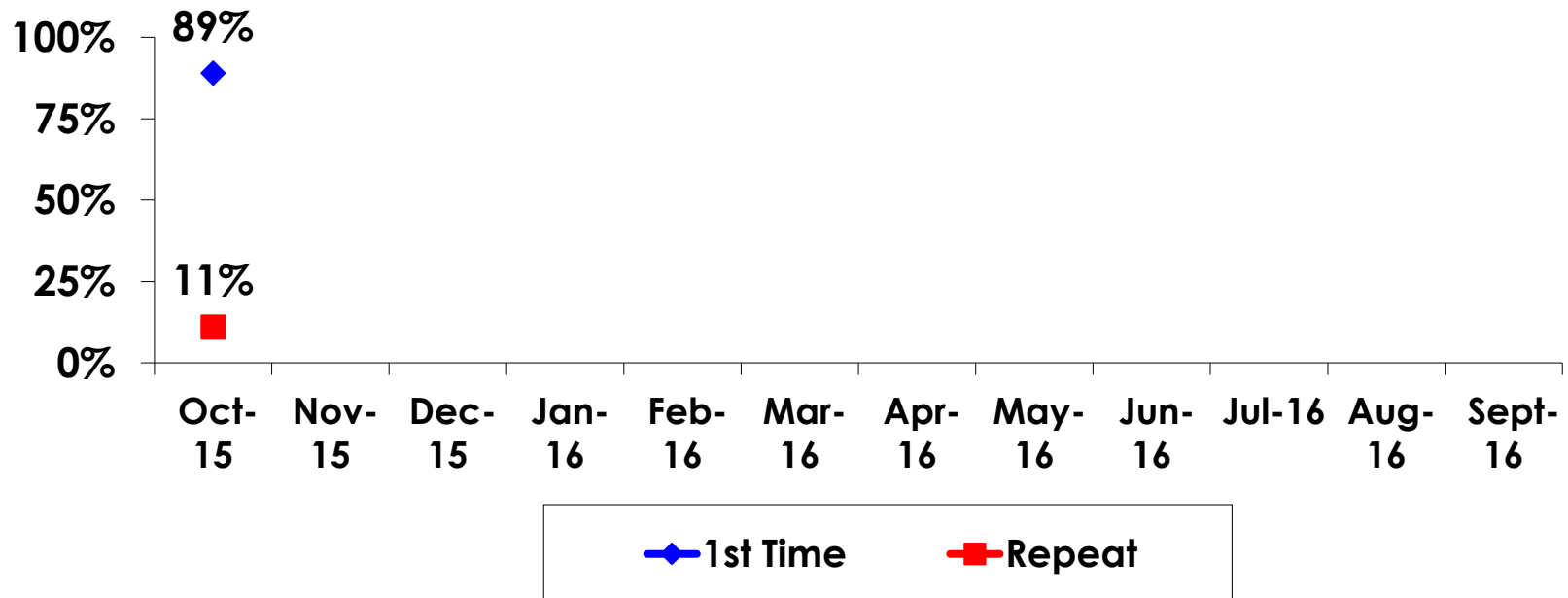
AGE- SEGMENTATION

			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	7	1	0	0	2	0	0	7	0	0	2	0	0	2
		Column N %	2%	2%	0%	0%	4%	0%	0%	3%	0%	0%	4%	0%	0%	2%
25-34	Count	203	24	2	0	38	0	5	203	0	67	30	9	0	46	
	Column N %	58%	50%	40%	0%	83%	0%	22%	89%	0%	45%	54%	82%	0%	55%	
35-49	Count	129	21	1	2	6	2	16	18	111	80	21	2	0	32	
	Column N %	37%	44%	20%	100%	13%	100%	70%	8%	94%	54%	38%	18%	0%	39%	
50+	Count	12	2	2	0	0	0	2	0	7	2	3	0	5	3	
	Column N %	3%	4%	40%	0%	0%	0%	9%	0%	6%	1%	5%	0%	100%	4%	
Total	Count	351	48	5	2	46	2	23	228	118	149	56	11	5	83	
QF	Mean	34.35	35.60	39.60	37.50	30.67	35.50	39.78	30.61	40.25	35.99	35.20	33.55	65.80	34.75	
	Median	33	34	36	38	30	36	38	31	39	35	33	33	65	33	

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	8	0	0	0	1	0	0	7	1	2	0	0	0	3
		Column N %	2%	0%	0%	0%	2%	0%	0%	3%	1%	1%	0%	0%	0%	4%
	KW12.0M-KW24.0M	Count	21	2	1	0	9	0	1	16	5	2	2	0	0	8
		Column N %	6%	4%	20%	0%	21%	0%	4%	7%	5%	1%	4%	0%	0%	10%
	KW24.0M-KW36.0M	Count	46	6	1	0	7	0	2	37	6	10	9	2	3	14
		Column N %	14%	13%	20%	0%	16%	0%	9%	17%	5%	7%	16%	18%	60%	18%
	KW36.0M-KW48.0M	Count	76	9	1	2	13	1	4	53	22	30	11	0	1	18
		Column N %	23%	19%	20%	100%	30%	100%	17%	24%	20%	21%	20%	0%	20%	23%
	KW48.0M-KW60.0M	Count	77	8	1	0	7	0	3	53	23	44	9	2	1	14
		Column N %	23%	17%	20%	0%	16%	0%	13%	24%	21%	31%	16%	18%	20%	18%
	KW60.0M-KW72.0M	Count	25	3	1	0	3	0	1	16	9	13	3	4	0	5
		Column N %	8%	6%	20%	0%	7%	0%	4%	7%	8%	9%	5%	36%	0%	6%
	KW72.0M+	Count	71	18	0	0	3	0	12	30	41	37	18	3	0	14
		Column N %	21%	38%	0%	0%	7%	0%	52%	14%	37%	26%	33%	27%	0%	18%
	No Income	Count	9	1	0	0	0	0	0	5	4	3	3	0	0	2
		Column N %	3%	2%	0%	0%	0%	0%	0%	2%	4%	2%	5%	0%	0%	3%
	Total	Count	333	47	5	2	43	1	23	217	111	141	55	11	5	78

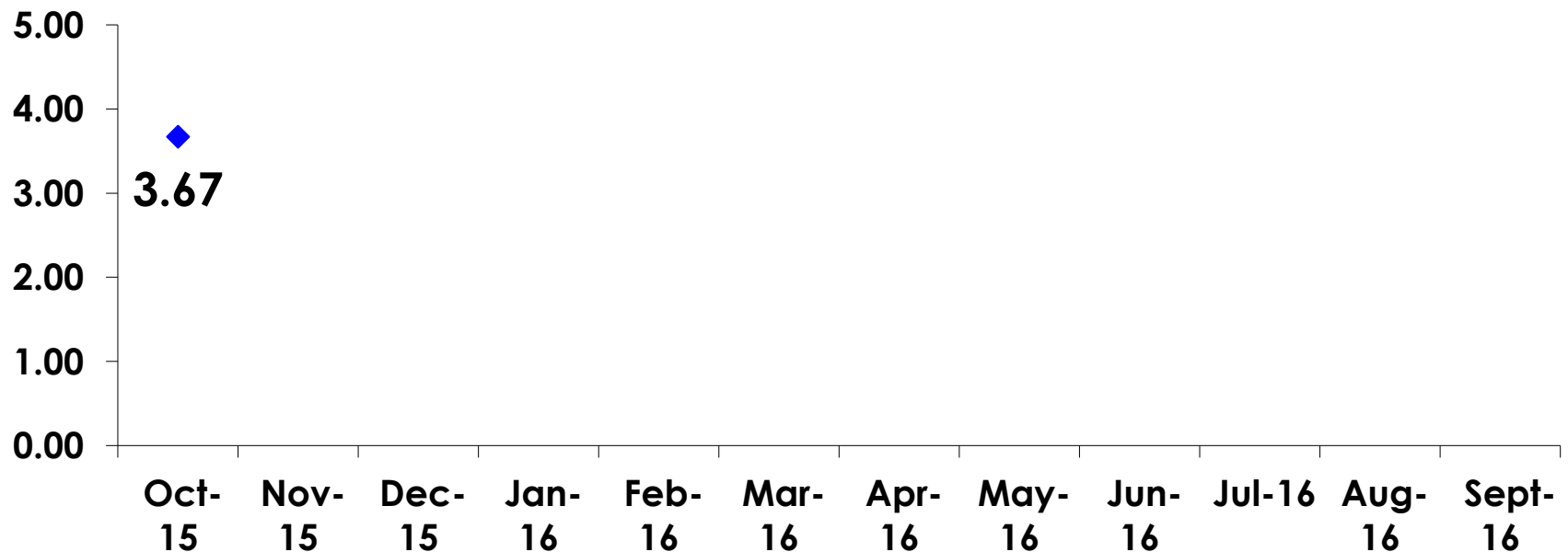
PRIOR TRIPS TO GUAM - TRACKING



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	312	40	4	2	43	2	18	207	102	133	43	10	3	74
		Column N %	89%	83%	80%	100%	93%	100%	78%	91%	86%	89%	77%	91%	60%	89%
	No	Count	39	8	1	0	3	0	5	21	16	16	13	1	2	9
		Column N %	11%	17%	20%	0%	7%	0%	22%	9%	14%	11%	23%	9%	40%	11%
	Total	Count	351	48	5	2	46	2	23	228	118	149	56	11	5	83

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	3.67	4.00	4.00	4.50	3.83	4.00	2.91	3.74	3.55	3.74	3.93	3.55	3.60	3.83
	Median	4	4	3	5	4	4	3	4	3	4	4	3	4	4

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	102	0	0	1	21	0	3	67	35	50	0	4	0	26
		Column N %	29%	0%	0%	50%	46%	0%	13%	30%	30%	34%	0%	36%	0%	32%
	Free-time package tour	Count	166	0	0	1	22	1	0	115	49	73	0	5	2	33
		Column N %	48%	0%	0%	50%	48%	50%	0%	51%	42%	50%	0%	45%	40%	40%
	Individually arranged travel (FIT)	Count	56	48	0	0	3	0	1	37	16	22	56	2	3	15
		Column N %	16%	100%	0%	0%	7%	0%	4%	16%	14%	15%	100%	18%	60%	18%
	Group tour	Count	5	0	5	0	0	1	2	2	3	0	0	0	0	3
		Column N %	1%	0%	100%	0%	0%	50%	9%	1%	3%	0%	0%	0%	0%	4%
	Company paid travel	Count	17	0	0	0	0	0	17	4	13	1	0	0	0	5
		Column N %	5%	0%	0%	0%	0%	0%	74%	2%	11%	1%	0%	0%	0%	6%
	Other	Count	2	0	0	0	0	0	0	1	1	1	0	0	0	0
		Column N %	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%
	Total	Count	348	48	5	2	46	2	23	226	117	147	56	11	5	82

TRAVEL MOTIVATION - SEGMENTATION

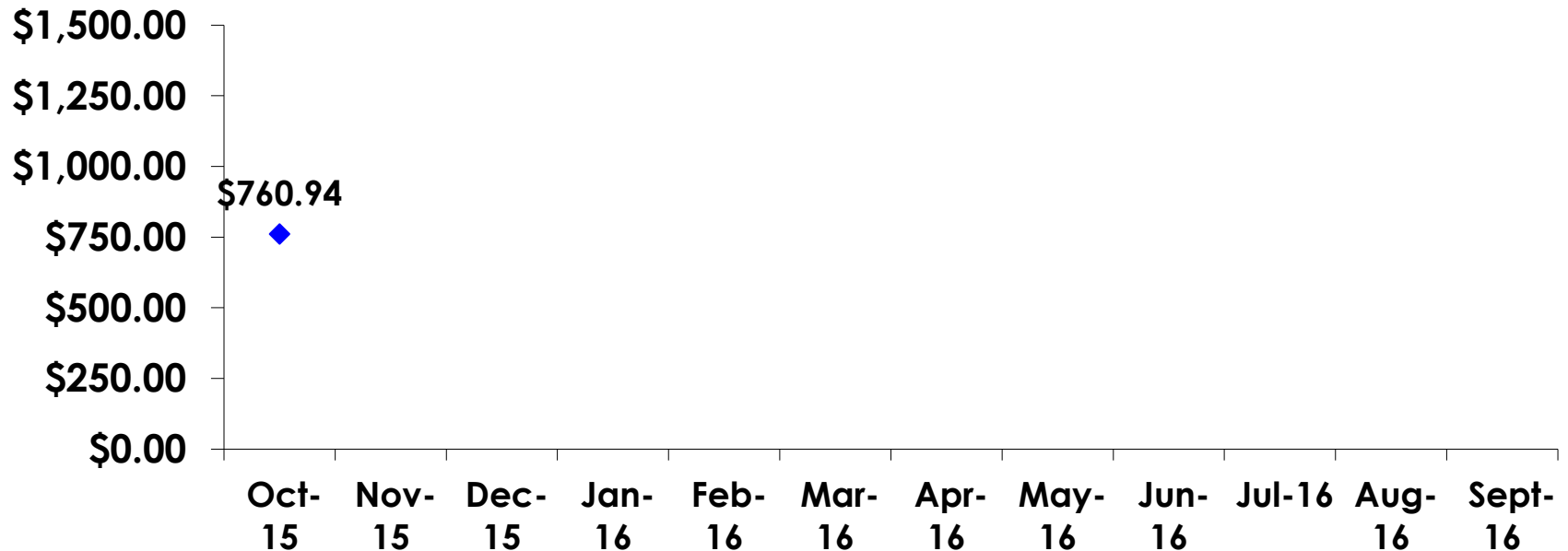
		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	5%	10%	0%	0%	4%	0%	0%	5%	5%	7%	11%	0%	0%	2%
	Price	13%	15%	0%	50%	15%	0%	0%	17%	6%	9%	13%	0%	40%	16%
	Visit friends/ Relatives	1%	4%	0%	0%	0%	0%	0%	2%	0%	0%	5%	0%	20%	2%
	Recomm- friend/family/trvl agnt	22%	17%	0%	0%	7%	0%	9%	22%	23%	29%	16%	18%	20%	18%
	Scuba	2%	8%	0%	0%	0%	0%	0%	2%	2%	1%	9%	0%	0%	7%
	Water sports	12%	15%	20%	0%	9%	0%	0%	12%	12%	13%	14%	0%	0%	51%
	Short travel time	29%	35%	20%	0%	26%	0%	4%	33%	22%	31%	32%	36%	40%	38%
	Golf	1%	2%	0%	0%	0%	0%	0%	1%	1%	1%	2%	0%	20%	5%
	Relax	58%	63%	20%	0%	28%	50%	39%	59%	58%	67%	59%	82%	20%	56%
	Company/ Business Trip	4%	2%	20%	0%	0%	0%	26%	0%	11%	1%	4%	0%	20%	5%
	Company Sponsored	5%	2%	40%	0%	0%	0%	78%	2%	11%	2%	2%	9%	0%	4%
	Convention/ Trade/ Conference	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Safe	29%	27%	0%	0%	28%	50%	13%	28%	34%	34%	25%	27%	0%	21%
	Natural beauty	42%	42%	20%	50%	30%	0%	26%	40%	45%	46%	43%	55%	80%	45%
	Shopping	27%	38%	0%	0%	30%	0%	17%	28%	24%	23%	34%	18%	20%	28%
	Career Cert/ Testing	1%	2%	0%	0%	0%	0%	0%	2%	0%	0%	7%	0%	0%	1%
	Married/ Attn wedding	1%	0%	20%	0%	0%	100%	0%	0%	1%	0%	0%	0%	0%	1%
	Honeymoon	13%	6%	0%	50%	100%	0%	0%	19%	3%	1%	5%	0%	0%	15%
	Pleasure	12%	19%	20%	50%	13%	0%	0%	12%	10%	13%	16%	9%	20%	16%
	Organized sports	2%	6%	0%	0%	2%	0%	4%	2%	3%	1%	5%	0%	0%	10%
	Other	3%	4%	0%	0%	0%	0%	0%	3%	3%	3%	5%	0%	0%	1%
	Total	Count	350	48	5	2	46	2	23	227	118	149	56	11	82

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	91%	100%	60%	100%	91%	100%	96%	90%	92%	91%	98%	91%	100%	93%
	Friend/ Relative	46%	50%	40%	50%	39%	50%	26%	47%	42%	50%	45%	45%	60%	51%
	Travel Agent Brochure	33%	6%	60%	50%	46%	50%	35%	34%	32%	32%	7%	9%	20%	31%
	Travel Guidebook-Bookstore	13%	31%	0%	0%	9%	0%	4%	15%	10%	11%	29%	18%	0%	17%
	Co-Worker/ Company Trvl Dept	11%	8%	20%	0%	9%	0%	39%	10%	15%	11%	9%	0%	0%	12%
	Prior Trip	10%	17%	20%	0%	7%	0%	17%	8%	13%	11%	21%	0%	40%	10%
	TV	7%	8%	0%	50%	4%	0%	0%	6%	8%	7%	11%	9%	20%	8%
	GVB Office	4%	4%	0%	0%	2%	0%	4%	3%	7%	3%	7%	0%	0%	4%
	Magazine (Consumer)	2%	0%	0%	50%	2%	0%	0%	2%	3%	3%	0%	0%	0%	0%
	GVB Promo	2%	2%	0%	0%	0%	0%	4%	1%	2%	1%	5%	0%	20%	2%
	Newspaper	1%	0%	0%	100%	2%	0%	0%	1%	2%	2%	0%	9%	0%	0%
	Other	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Consumer Trvl Show	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	9%	0%	0%
	Travel Trade Show	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Total Count	351	48	5	2	46	2	23	228	118	149	56	11	5	83

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING



YTD=\$760.94

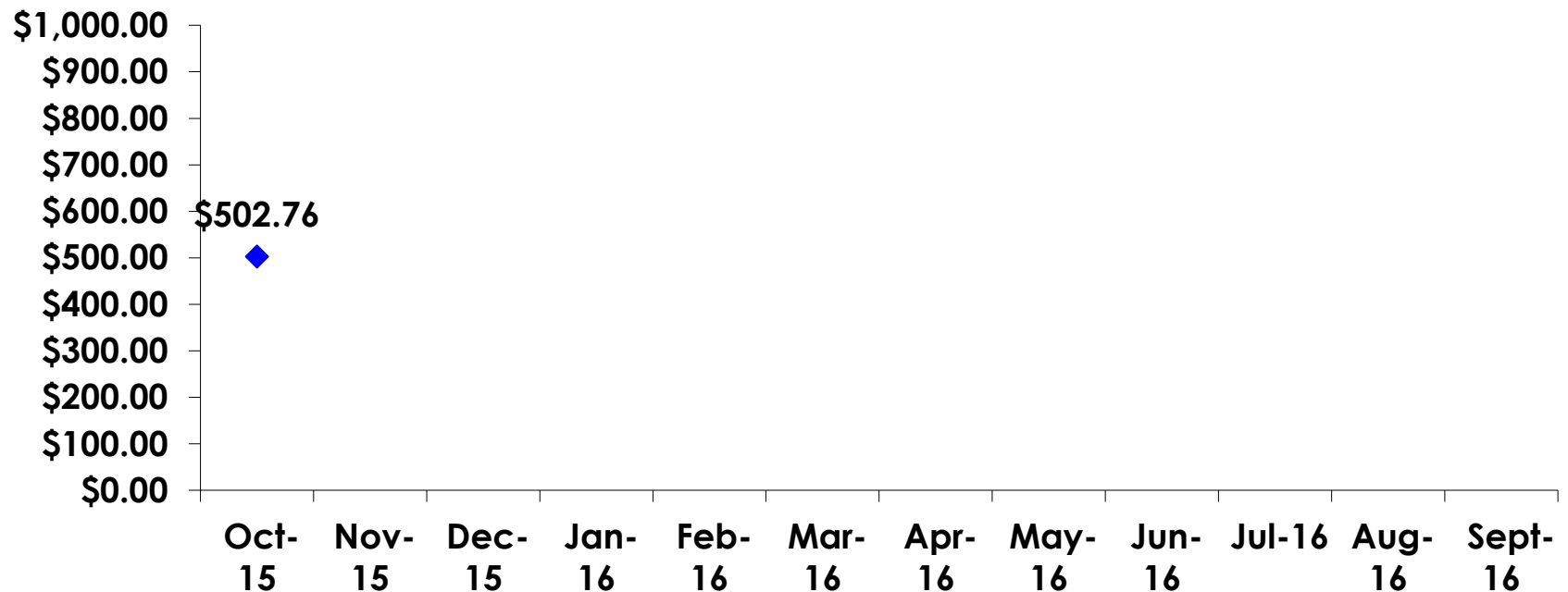
PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		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	\$760.94	\$644.09	\$530.64	\$1,009.68	\$908.00	\$707.51	\$375.67	\$826.16	\$657.06	\$634.25	\$686.55	\$744.16	\$238.79	\$731.12
	Median	\$752	\$652	\$531	\$1,010	\$1,039	\$708	\$0	\$796	\$733	\$730	\$663	\$796	\$0	\$774
	Minimum	\$0	\$0	\$0	\$737	\$0	\$531	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$8,755	\$2,211	\$1,327	\$1,282	\$1,769	\$884	\$1,946	\$8,755	\$1,946	\$1,769	\$2,299	\$1,194	\$1,150	\$2,299

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	\$2,244.23	\$1,650.69	\$1,591.91	\$2,210.98	\$2,419.44	.	\$972.83	\$2,295.08	\$2,029.66	\$2,710.90	\$1,596.33	\$2,485.14	\$5,748.55	\$2,234.89
	Median	\$1,990	\$1,716	\$1,592	\$2,211	\$2,211	.	\$973	\$1,946	\$1,946	\$2,388	\$1,521	\$1,963	\$5,749	\$1,946
AIR/ HOTEL/ MEAL	Mean	\$2,496.88	\$2,249.89	\$1,326.59	\$2,564.74	\$2,244.25	\$1,768.78	\$2,138.46	\$2,405.32	\$2,660.52	\$2,915.29	\$2,287.63	\$2,454.19	.	\$2,316.91
	Median	\$2,388	\$2,255	\$1,327	\$2,565	\$2,291	\$1,769	\$1,946	\$2,299	\$2,476	\$2,653	\$2,366	\$2,432	.	\$2,317
AIR ONLY	Mean	\$832.71	\$789.87	\$265.32	.	.	\$265.32	\$707.51	\$760.58	\$1,017.05	\$1,306.49	\$777.77	\$747.31	.	\$555.20
	Median	\$646	\$619	\$265	.	.	\$265	\$708	\$619	\$884	\$884	\$619	\$747	.	\$539
HOTEL ONLY	Mean	\$623.01	\$629.96	\$265.32	.	.	\$265.32	\$353.76	\$631.01	\$600.12	\$614.16	\$634.40	\$707.51	.	\$531.74
	Median	\$531	\$531	\$265	.	.	\$265	\$354	\$531	\$486	\$442	\$531	\$708	.	\$420
HOTEL & MEAL	Mean	\$1,326.59	\$2,299.42	\$1,031.79	\$1,768.78	\$1,768.78	\$2,299.42	.	.	\$2,299.42
	Median	\$1,238	\$2,299	\$531	\$1,769	\$1,769	\$2,299	.	.	\$2,299
F&B HOTEL	Mean
	Median
TRANS- KOREA	Mean	\$62.66	\$74.29	.	.	\$53.06	.	.	\$65.24	\$42.01	\$51.80	\$74.29	\$35.38	\$88.44	\$75.47
	Median	\$53	\$71	.	.	\$53	.	.	\$53	\$31	\$35	\$71	\$35	\$88	\$88
TRANS- GUAM	Mean	\$214.47	\$442.20	\$221.11	\$194.57	\$194.57	\$442.20	.	.	\$221.10
	Median	\$208	\$442	\$221	\$195	\$195	\$442	.	.	\$221
OPT TOURS	Mean	\$249.04	\$323.69	\$137.08	\$141.50	.	.	.	\$137.08
	Median	\$142	\$149	\$137	\$142	.	.	.	\$137
OTHER	Mean	\$339.32	\$433.35	\$406.82	\$334.29	\$347.55	\$276.09	\$409.77	\$185.72	.	\$562.22
	Median	\$256	\$221	\$407	\$203	\$265	\$261	\$221	\$186	.	\$265
TOTAL	Mean	\$1,909.28	\$1,447.27	\$689.83	\$2,387.86	\$1,909.57	\$1,149.71	\$655.60	\$1,951.13	\$1,859.86	\$2,295.63	\$1,446.77	\$2,080.73	\$1,167.40	\$1,821.00
	Median	\$1,769	\$1,335	\$531	\$2,388	\$2,123	\$1,150	\$0	\$1,791	\$1,769	\$2,344	\$1,335	\$1,769	\$0	\$1,769

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$502.76

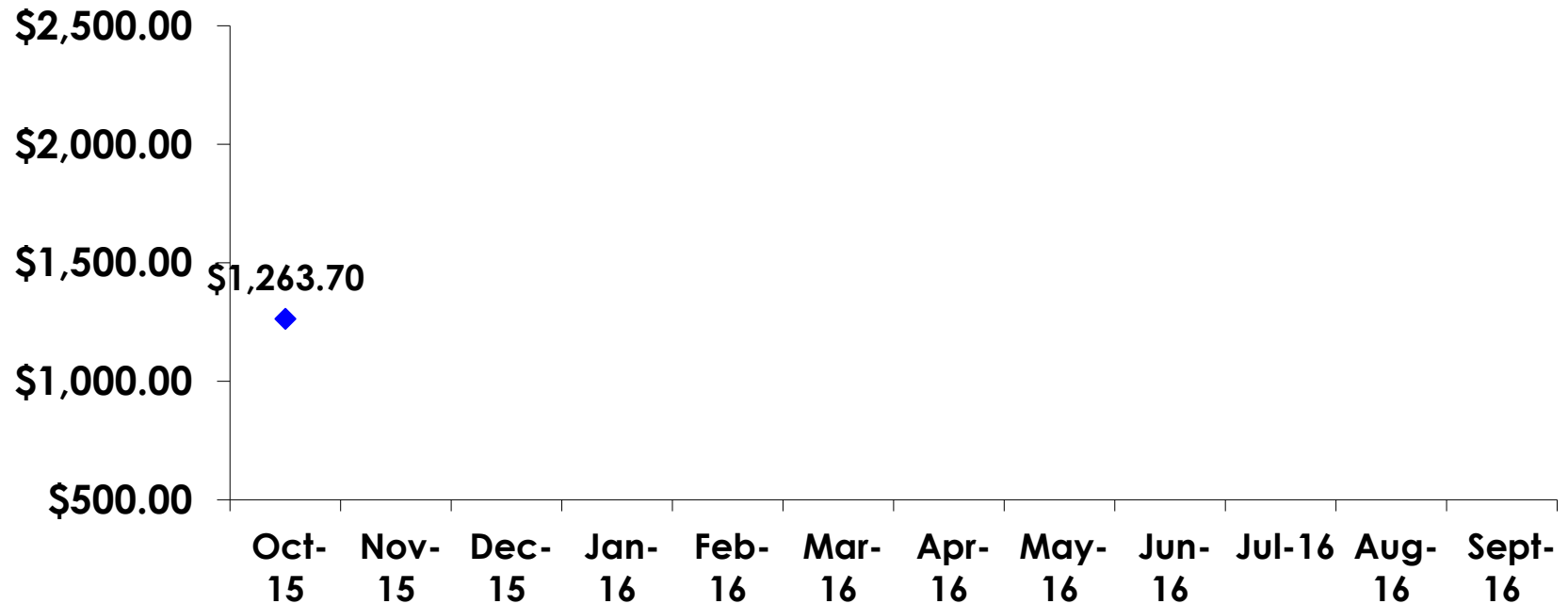
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		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	\$502.76	\$597.97	\$238.80	\$466.67	\$776.61	\$465.00	\$366.61	\$543.61	\$407.42	\$345.81	\$558.37	\$425.21	\$890.00	\$493.34
	Median	\$400	\$500	\$250	\$467	\$625	\$465	\$250	\$500	\$293	\$333	\$500	\$375	\$750	\$400
	Minimum	\$0	\$0	\$9	\$333	\$0	\$395	\$0	\$0	\$0	\$0	\$0	\$50	\$0	\$0
	Maximum	\$2,550	\$2,250	\$535	\$600	\$2,500	\$535	\$1,482	\$2,550	\$2,500	\$1,400	\$2,250	\$984	\$1,800	\$2,550

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	\$87.10	\$152.92	\$0.00	\$400.00	\$184.33	\$25.00	\$20.57	\$72.90	\$116.95	\$91.15	\$143.57	\$19.45	\$30.00	\$30.22
F&B FF/STORE	Mean	\$33.62	\$52.29	\$0.00	\$150.00	\$53.70	\$10.00	\$9.65	\$33.10	\$35.21	\$30.04	\$46.96	\$18.18	\$20.00	\$30.73
F&B RESTRNT	Mean	\$91.61	\$176.04	\$0.00	\$100.00	\$79.57	\$75.00	\$22.74	\$100.33	\$77.02	\$82.77	\$158.04	\$53.64	\$38.00	\$86.82
OPT TOUR	Mean	\$77.28	\$47.08	\$41.00	\$0.00	\$61.52	\$197.50	\$113.48	\$78.36	\$76.78	\$81.33	\$43.04	\$118.18	\$40.00	\$85.22
GIFT- SELF	Mean	\$230.93	\$302.71	\$9.00	\$250.00	\$298.26	\$40.00	\$271.74	\$255.95	\$190.25	\$192.32	\$270.71	\$138.64	\$50.00	\$231.33
GIFT- OTHER	Mean	\$129.01	\$164.17	\$166.00	\$150.00	\$179.35	\$290.00	\$143.39	\$130.56	\$123.76	\$101.10	\$144.29	\$18.18	\$182.00	\$179.78
TRANS	Mean	\$78.36	\$122.40	\$0.00	\$50.00	\$70.59	\$20.00	\$11.83	\$84.62	\$67.88	\$63.44	\$120.45	\$36.36	\$40.00	\$82.92
OTHER	Mean	\$533.74	\$409.06	\$130.00	\$0.00	\$681.41	\$5.00	\$68.70	\$550.33	\$445.48	\$614.93	\$356.21	\$736.36	\$1,860.00	\$441.42
TOTAL	Mean	\$1,252.23	\$1,424.40	\$346.00	\$1,100.00	\$1,539.15	\$662.50	\$659.74	\$1,296.67	\$1,123.65	\$1,258.44	\$1,281.32	\$1,118.55	\$2,260.00	\$1,184.06

TOTAL EXPENDITURES – TRACKING



YTD=\$1,263.70

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	\$1,263.70	\$1,242.05	\$769.44	\$1,476.35	\$1,684.61	\$1,172.51	\$742.28	\$1,369.76	\$1,064.48	\$980.06	\$1,244.92	\$1,169.37	\$1,128.79	\$1,224.46
	Median	\$1,199	\$1,141	\$1,046	\$1,476	\$1,707	\$1,173	\$500	\$1,280	\$1,066	\$976	\$1,156	\$1,192	\$750	\$1,137
	Minimum	\$0	\$0	\$9	\$1,070	\$0	\$1,066	\$0	\$0	\$0	\$0	\$0	\$375	\$0	\$0
	Maximum	\$9,755	\$4,240	\$1,477	\$1,882	\$3,519	\$1,279	\$3,428	\$9,755	\$4,092	\$2,550	\$4,240	\$1,634	\$2,550	\$3,832

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.

Drivers of Overall Satisfaction, October 2015	
Drivers:	rank
Quality & Cleanliness of beaches & parks	
Ease of getting around	
Safety walking around at night	
Quality of daytime tours	
Variety of daytime tours	
Quality of nighttime tours	
Variety of nighttime tours	
Quality of shopping	2
Variety of shopping	
Price of things on Guam	
Quality of hotel accommodations	5
Quality/cleanliness of air, sky	1
Quality/cleanliness of parks	
Quality of landscape in Tumon	4
Quality of landscape in Guam	
Quality of ground handler	6
Quality/cleanliness of transportation vehicles	3
% of Overall Satisfaction Accounted For	56.1%
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 October 2015 Period. By rank order they are:
 - **Quality/cleanliness of air, sky,**
 - **Quality of shopping,**
 - **Quality/cleanliness of transportation vehicles,**
 - **Quality of landscape in Tumon,**
 - **Quality of hotel accommodations, and**
 - **Quality of ground handler.**
- With all six factors the overall r^2 is .561 meaning that **56.1% of overall satisfaction is accounted for by these factors.**

Drivers of Per Person On Island Expenditures, Oct 2015

Drivers:	rank
Quality & Cleanliness of beaches & parks	
Ease of getting around	
Safety walking around at night	
Quality of daytime tours	
Variety of daytime tours	
Quality of nighttime tours	
Variety of nighttime tours	
Quality of shopping	
Variety of shopping	
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	
Quality of ground handler	
Quality/cleanliness of transportation vehicles	
% of Per Person On Island Expenditures Accounted For	0.0%
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 no significant factors in the October 2015 Period.