



GUAM VISITORS BUREAU

Russia Visitor Tracker Exit Profile

FY2015 Market Segmentation

3RD QTR. (APR~JUN 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 Russian speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **152** departing Russian visitors were randomly interviewed and was coordinated with the Russian tour agents to be interviewed by QMark interviewers before departing the island.
- The margin of error for a sample of **152** is +/- 8.0 percentage points with a 95% confidence level. That is, if all Russian 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 +/- 8.0 percentage points.

OBJECTIVES

- **The specific objectives of the analysis were:**
 - To determine the relative size and expenditure behavior of the following market segments:
 - Families
 - Adventure traveler
 - Wives
 - MICE
 - 18-35
 - 36-55
 - Child
 - Wedding/ Honeymoon
 - Seniors
 - Sports competition
 - To identify (for all Russian visitors) the most important determinants of on-island spending; and
 - To identify the most significant factors affecting overall visitor satisfaction.

Highlighted Segments Parameters

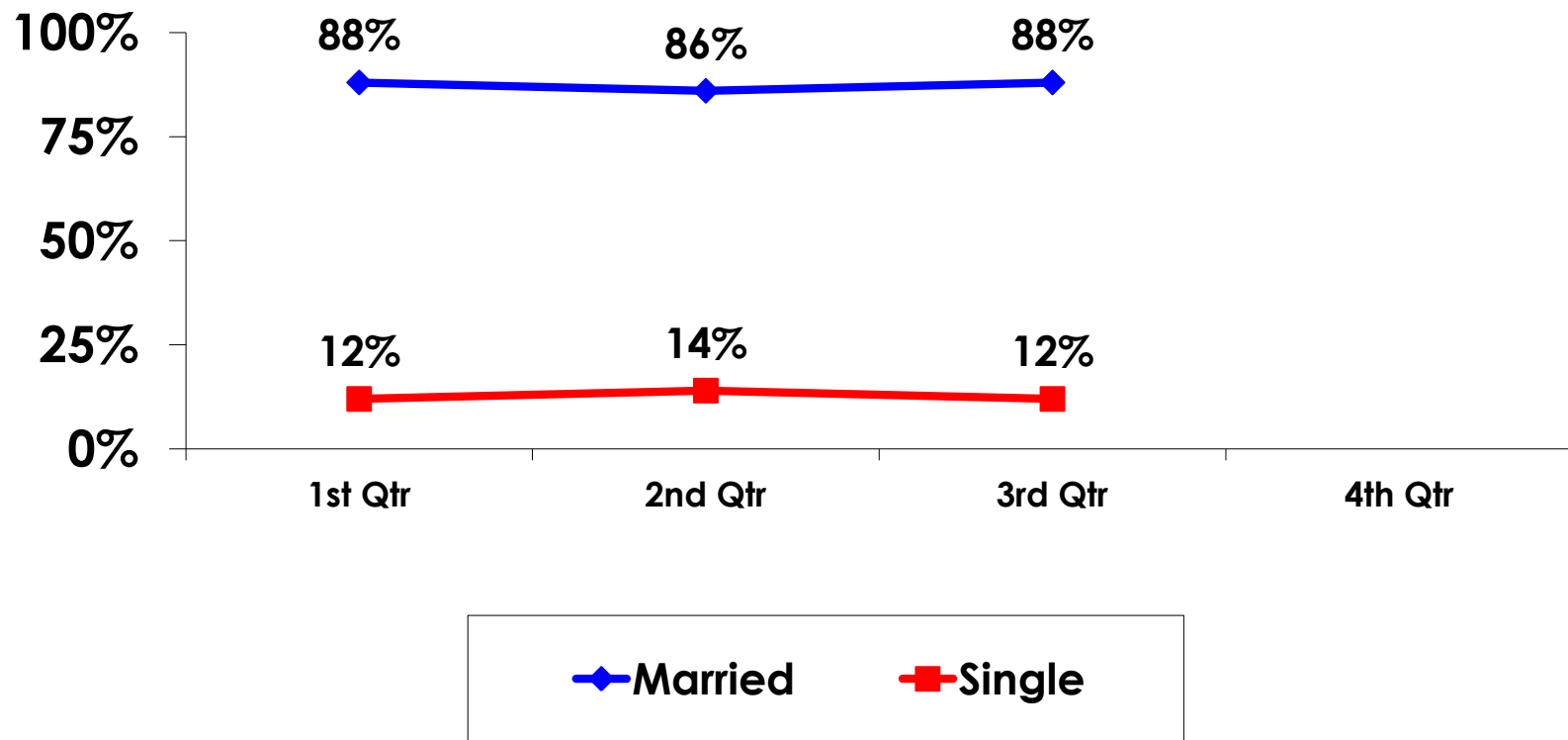
- Families – Q.6
- Adventure traveler – Q.18/19/23
- Wife – Q.E/ Gender
- MICE– Q.5A
- 18-35 – Q.F
- 36-55 – Q.F
- Child – Q.6
- Wedding/ Honeymoon – Q.5A
- Senior – Q.F
- Sports competition – Q.5A

Highlighted Segments

| | 1 st QTR | 2 nd QTR | 3 rd QTR | 4 th QTR |
|---------------------------|---------------------|---------------------|---------------------|---------------------|
| Families | 73% | 75% | 69% | |
| Adventure traveler | 67% | 51% | 34% | |
| Wives | 41% | 35% | 39% | |
| MICE | 1% | - | - | |
| 18-35 | 29% | 36% | 37% | |
| 36-55 | 63% | 47% | 42% | |
| Child | 29% | 43% | 36% | |
| Wedding/ Honeymoon | 1% | 7% | - | |
| Seniors (60+) | 3% | 7% | 13% | |
| Sports Competition | 2% | - | 1% | |
| TOTAL | 150 | 150 | 152 | |

SECTION 1 **PROFILE OF RESPONDENTS**

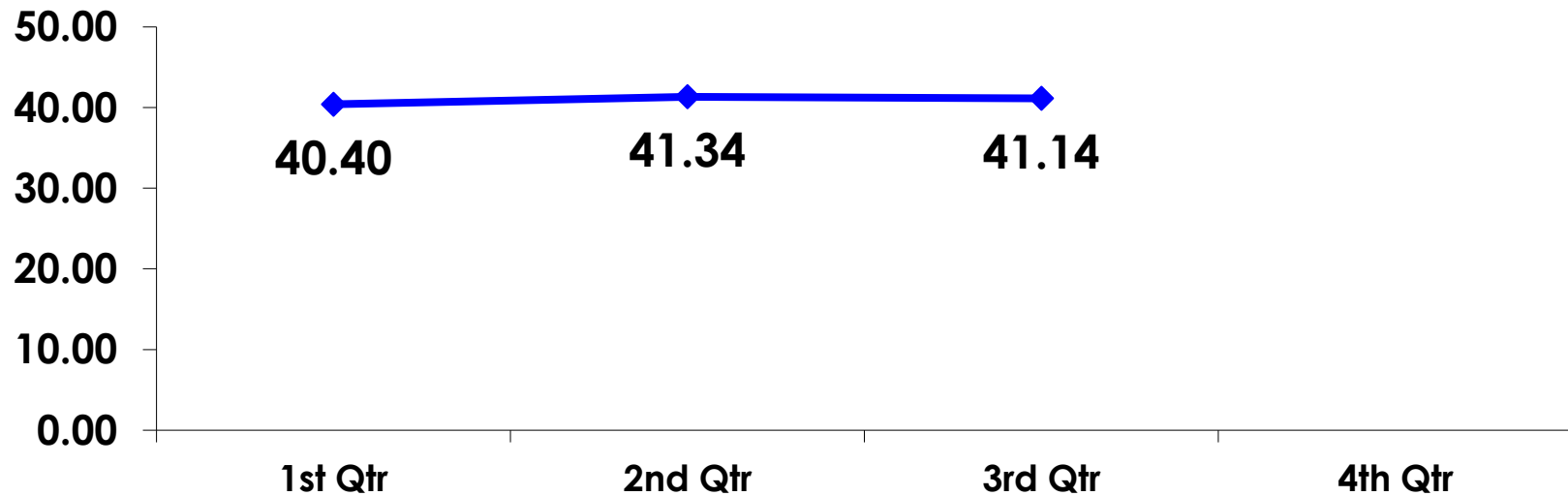
MARITAL STATUS - TRACKING



MARITAL STATUS- SEGMENTATION

| | | | TOTAL | FAMILY | ADV TRAVELER | WIFE | MICE | 18-35 | 36-55 | CHILD | WEDDING/ HNY | SENIOR | SPORT COMP |
|----|---------|------------|-------|--------|--------------|------|------|-------|-------|-------|-----------------|--------|---------------|
| | | | - | - | - | - | - | - | - | - | - | - | - |
| QE | Married | Count | 133 | 103 | 45 | 59 | | 45 | 64 | 54 | | 14 | 2 |
| | | Column N % | 88% | 99% | 87% | 100% | | 80% | 100% | 98% | | 70% | 100% |
| | Single | Count | 18 | 1 | 7 | | | 11 | | 1 | | 6 | |
| | | Column N % | 12% | 1% | 13% | | | 20% | | 2% | | 30% | |
| | Total | Count | 151 | 104 | 52 | 59 | | 56 | 64 | 55 | | 20 | 2 |

AVERAGE AGE - TRACKING



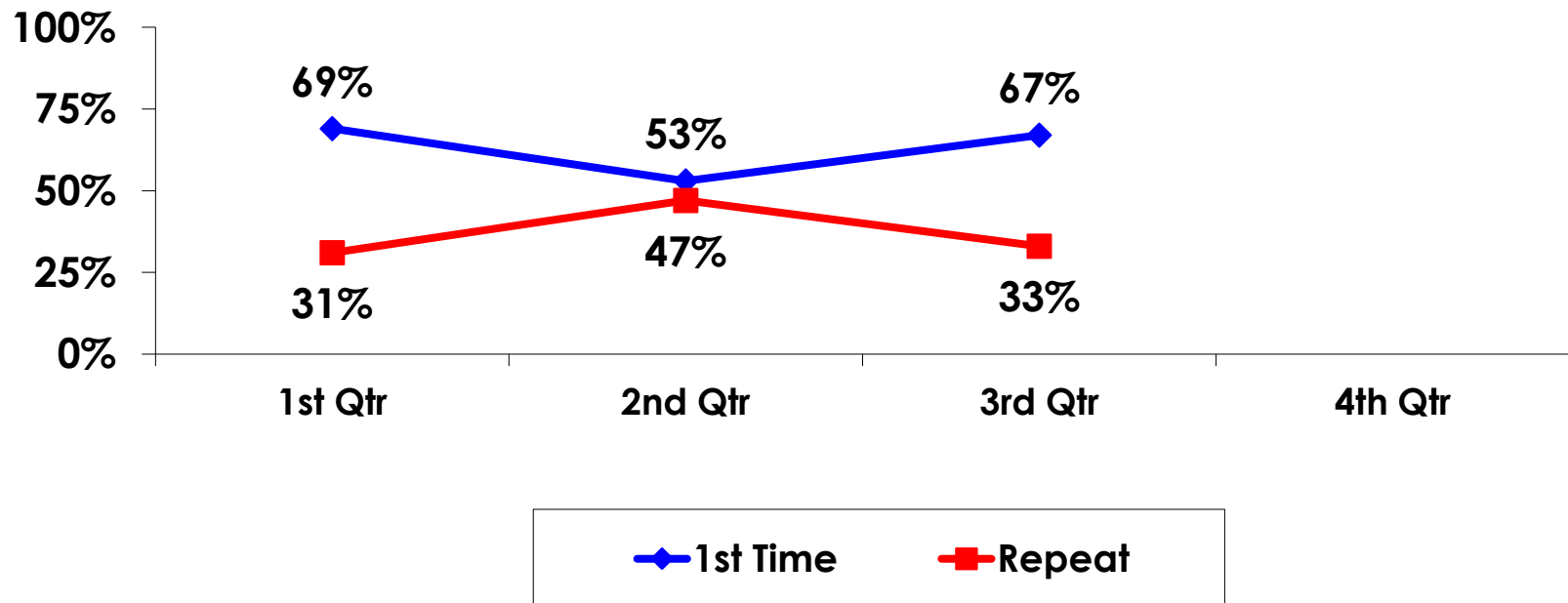
AGE- SEGMENTATION

| | | | TOTAL | FAMILY | ADV TRAVELER | WIFE | MICE | 18-35 | 36-55 | CHILD | WEDDING/ HNY | SENIOR | SPORT COMP |
|----|-------|------------|-------|--------|--------------|-------|------|-------|-------|-------|--------------|--------|------------|
| | | | - | - | - | - | - | - | - | - | - | - | - |
| QF | 18-24 | Count | 10 | | 5 | 1 | | 10 | | | | | |
| | | Column N % | 7% | | 10% | 2% | | 18% | | | | | |
| | 25-34 | Count | 41 | 31 | 11 | 23 | | 41 | | 27 | | | 1 |
| | | Column N % | 28% | 31% | 22% | 39% | | 73% | | 50% | | | 50% |
| | 35-49 | Count | 61 | 50 | 24 | 20 | | 5 | 56 | 26 | | | 1 |
| | | Column N % | 41% | 50% | 49% | 34% | | 9% | 88% | 48% | | | 50% |
| | 50+ | Count | 36 | 20 | 9 | 15 | | | 8 | 1 | | 20 | |
| | | Column N % | 24% | 20% | 18% | 25% | | | 13% | 2% | | 100% | |
| | Total | Count | 148 | 101 | 49 | 59 | | 56 | 64 | 54 | | 20 | 2 |
| QF | Mean | | 41.14 | 41.10 | 40.12 | 40.86 | | 29.45 | 42.48 | 34.89 | | 63.30 | 35.50 |

INCOME - SEGMENTATION

| | | | TOTAL | FAMILY | ADV TRAVELER | WIFE | MICE | 18-35 | 36-55 | CHILD | WEDDING/ HNY | SENIOR | SPORT COMP |
|-----|---------------------|------------|-------|--------|--------------|------|------|-------|-------|-------|-----------------|--------|---------------|
| | | | - | - | - | - | - | - | - | - | - | - | - |
| Q27 | <732,321 | Count | 9 | 2 | 3 | 2 | | 4 | | 1 | | 5 | |
| | | Column N % | 6% | 2% | 6% | 3% | | 7% | | 2% | | 25% | |
| | 732,321-1,098,481 | Count | 14 | 3 | 2 | 5 | | 8 | 1 | | | 5 | |
| | | Column N % | 9% | 3% | 4% | 8% | | 14% | 2% | | | 25% | |
| | 1,098,482-1,464,642 | Count | 49 | 36 | 14 | 26 | | 14 | 22 | 18 | | 7 | 1 |
| | | Column N % | 32% | 35% | 27% | 44% | | 25% | 34% | 33% | | 35% | 50% |
| | 1,464,643-1,830,803 | Count | 53 | 42 | 21 | 14 | | 20 | 28 | 24 | | 1 | 1 |
| | | Column N % | 35% | 40% | 40% | 24% | | 36% | 44% | 44% | | 5% | 50% |
| | 1,830,803-2,263,124 | Count | 23 | 18 | 10 | 12 | | 8 | 12 | 10 | | 2 | |
| | | Column N % | 15% | 17% | 19% | 20% | | 14% | 19% | 18% | | 10% | |
| | 2,563,125-3,661,606 | Count | 3 | 3 | 2 | | | 2 | 1 | 2 | | | |
| | | Column N % | 2% | 3% | 4% | | | 4% | 2% | 4% | | | |
| | Total | Count | 151 | 104 | 52 | 59 | | 56 | 64 | 55 | | 20 | 2 |

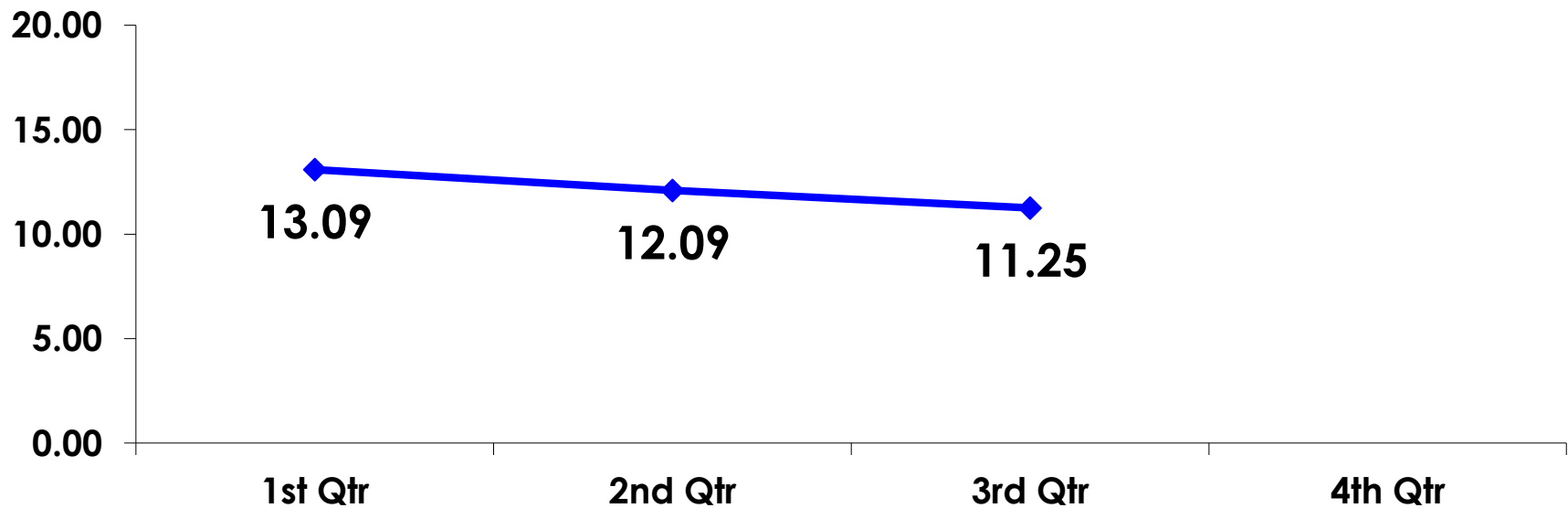
PRIOR TRIPS TO GUAM - TRACKING



PRIOR TRIPS TO GUAM - SEGMENTATION

| | | | TOTAL | FAMILY | ADV TRAVELER | WIFE | MICE | 18-35 | 36-55 | CHILD | WEDDING/ HNY | SENIOR | SPORT COMP |
|-----|-------|------------|-------|--------|--------------|------|------|-------|-------|-------|-----------------|--------|---------------|
| | | | - | - | - | - | - | - | - | - | - | - | - |
| Q3A | Yes | Count | 100 | 60 | 37 | 38 | | 36 | 37 | 28 | | 18 | 2 |
| | | Column N % | 67% | 58% | 71% | 66% | | 64% | 59% | 52% | | 90% | 100% |
| | No | Count | 50 | 43 | 15 | 20 | | 20 | 26 | 26 | | 2 | |
| | | Column N % | 33% | 42% | 29% | 34% | | 36% | 41% | 48% | | 10% | |
| | Total | Count | 150 | 103 | 52 | 58 | | 56 | 63 | 54 | | 20 | 2 |

AVG LENGTH OF STAY - TRACKING



AVG LENGTH OF STAY - SEGMENTATION

| | | | TOTAL | FAMILY | ADV TRAVELER | WIFE | MICE | 18-35 | 36-55 | CHILD | WEDDING/ HNY | SENIOR | SPORT COMP |
|----|--------|------------|-------|--------|--------------|-------|------|-------|-------|-------|-----------------|--------|---------------|
| | | | - | - | - | - | - | - | - | - | - | - | - |
| Q8 | 1-2 | Count | 4 | 2 | | 1 | | 1 | 2 | 1 | | 1 | |
| | | Column N % | 3% | 2% | | 2% | | 2% | 3% | 2% | | 5% | |
| | 4+ | Count | 147 | 102 | 52 | 58 | | 55 | 62 | 54 | | 19 | 2 |
| | | Column N % | 97% | 98% | 100% | 98% | | 98% | 97% | 98% | | 95% | 100% |
| | Total | Count | 151 | 104 | 52 | 59 | | 56 | 64 | 55 | | 20 | 2 |
| Q8 | Mean | | 11.25 | 11.98 | 11.87 | 12.03 | | 10.71 | 11.31 | 11.98 | | 12.00 | 9.00 |
| | Median | | 12 | 14 | 12 | 14 | | 10 | 12 | 14 | | 14 | 9 |

SECTION 2 **TRAVEL PLANNING**

TRAVEL PLANNING - SEGMENTATION

| | | | TOTAL | FAMILY | ADV TRAVELER | WIFE | MICE | 18-35 | 36-55 | CHILD | WEDDING/ HNY | SENIOR | SPORT COMP |
|----|------------------------------------|------------|-------|--------|--------------|------|------|-------|-------|-------|-----------------|--------|---------------|
| | | | - | - | - | - | - | - | - | - | - | - | - |
| Q7 | Full package tour | Count | 55 | 43 | 25 | 27 | | 25 | 17 | 28 | | 9 | |
| | | Column N % | 36% | 41% | 48% | 46% | | 45% | 27% | 51% | | 45% | |
| | Free-time package tour | Count | 42 | 29 | 7 | 19 | | 9 | 24 | 11 | | 7 | |
| | | Column N % | 28% | 28% | 13% | 32% | | 16% | 38% | 20% | | 35% | |
| | Individually arranged travel (FIT) | Count | 54 | 32 | 20 | 13 | | 22 | 23 | 16 | | 4 | 2 |
| | | Column N % | 36% | 31% | 38% | 22% | | 39% | 36% | 29% | | 20% | 100% |
| | Total | Count | 151 | 104 | 52 | 59 | | 56 | 64 | 55 | | 20 | 2 |

TRAVEL MOTIVATION - SEGMENTATION

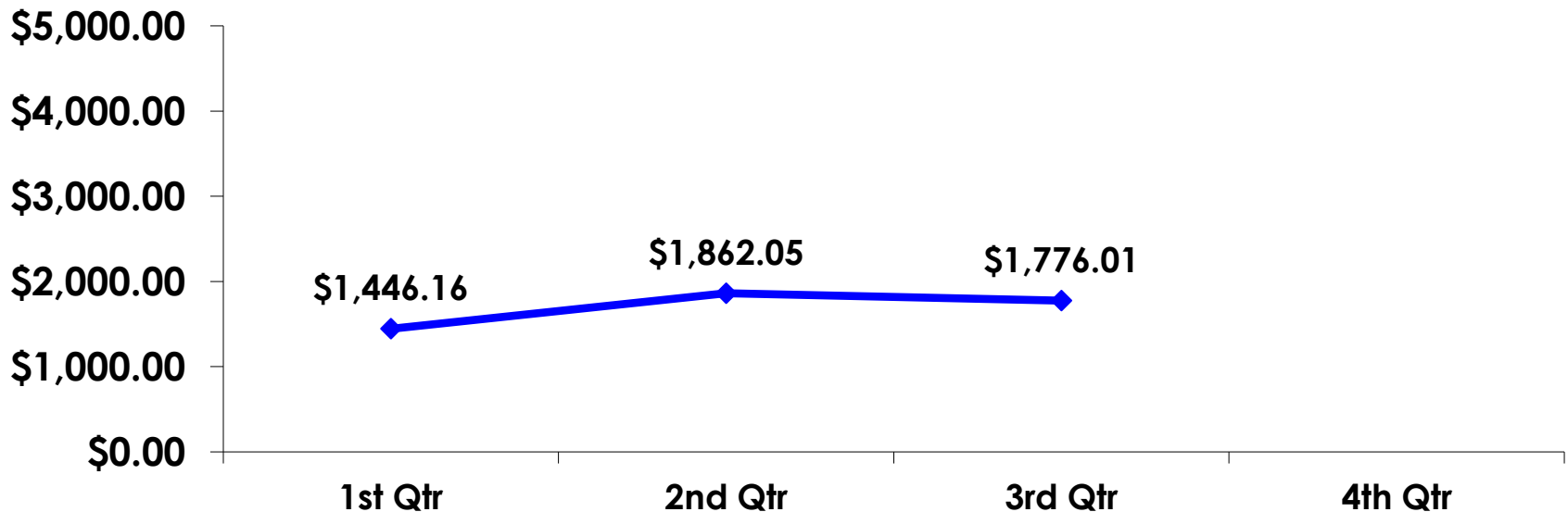
| | | | TOTAL | FAMILY | ADV TRAVELER | WIFE | MICE | 18-35 | 36-55 | CHILD | WEDDING/ HNY | SENIOR | SPORT COMP |
|-----|---------------------------------|------------|-------|--------|--------------|------|------|-------|-------|-------|--------------|--------|------------|
| | | | - | - | - | - | - | - | - | - | - | - | - |
| Q5A | Natural beauty | Count | 151 | 104 | 52 | 59 | | 56 | 64 | 55 | | 20 | 2 |
| | | Column N % | 100% | 100% | 100% | 100% | | 100% | 100% | 100% | | 100% | 100% |
| | No Visa required | Count | 143 | 98 | 49 | 55 | | 54 | 59 | 52 | | 19 | 2 |
| | | Column N % | 95% | 94% | 94% | 93% | | 96% | 92% | 95% | | 95% | 100% |
| | Short travel time | Count | 129 | 100 | 43 | 54 | | 47 | 53 | 54 | | 19 | 1 |
| | | Column N % | 85% | 96% | 83% | 92% | | 84% | 83% | 98% | | 95% | 50% |
| | Relax | Count | 116 | 85 | 42 | 48 | | 43 | 49 | 47 | | 16 | |
| | | Column N % | 77% | 82% | 81% | 81% | | 77% | 77% | 85% | | 80% | |
| | Safe | Count | 82 | 65 | 36 | 31 | | 30 | 36 | 39 | | 12 | 1 |
| | | Column N % | 54% | 63% | 69% | 53% | | 54% | 56% | 71% | | 60% | 50% |
| | Recomm- friend/family/trvl agnt | Count | 58 | 34 | 27 | 23 | | 24 | 20 | 15 | | 9 | 2 |
| | | Column N % | 38% | 33% | 52% | 39% | | 43% | 31% | 27% | | 45% | 100% |
| | Previous trip | Count | 49 | 43 | 14 | 20 | | 19 | 26 | 26 | | 2 | |
| | | Column N % | 32% | 41% | 27% | 34% | | 34% | 41% | 47% | | 10% | |
| | Pleasure | Count | 37 | 22 | 13 | 14 | | 10 | 17 | 7 | | 6 | 1 |
| | | Column N % | 25% | 21% | 25% | 24% | | 18% | 27% | 13% | | 30% | 50% |
| | Other | Count | 20 | 18 | 7 | 13 | | 10 | 8 | 17 | | 2 | |
| | | Column N % | 13% | 17% | 13% | 22% | | 18% | 13% | 31% | | 10% | |
| | Shopping | Count | 8 | 3 | 2 | 3 | | 5 | 3 | 2 | | | |
| | | Column N % | 5% | 3% | 4% | 5% | | 9% | 5% | 4% | | | |
| | Water sports | Count | 5 | 1 | 3 | | | 4 | 1 | | | | 1 |
| | | Column N % | 3% | 1% | 6% | | | 7% | 2% | | | | 50% |
| | Company/ Business Trip | Count | 4 | | 2 | 2 | | 3 | | | | 1 | |
| | | Column N % | 3% | | 4% | 3% | | 5% | | | | 5% | |
| | Scuba | Count | 3 | 2 | 1 | | | 2 | 1 | 1 | | | |
| | | Column N % | 2% | 2% | 2% | | | 4% | 2% | 2% | | | |
| | Price | Count | 3 | | 2 | 1 | | 3 | | | | | |
| | | Column N % | 2% | | 4% | 2% | | 5% | | | | | |
| | Organized sports | Count | 2 | 1 | 1 | 1 | | 1 | 1 | | | | 2 |
| | | Column N % | 1% | 1% | 2% | 2% | | 2% | 2% | | | | 100% |
| | Company Sponsored | Count | 2 | 1 | 1 | 1 | | 1 | | 1 | | 1 | |
| | | Column N % | 1% | 1% | 2% | 2% | | 2% | | 2% | | 5% | |
| | Visit friends/ Relatives | Count | 1 | 1 | | 1 | | 1 | | 1 | | | |
| | | Column N % | 1% | 1% | | 2% | | 2% | | 2% | | | |
| | Total | Count | 151 | 104 | 52 | 59 | | 56 | 64 | 55 | | 20 | 2 |

INFORMATION SOURCES - SEGMENTATION

| | | | TOTAL | FAMILY | ADV TRAVELER | WIFE | MICE | 18-35 | 36-55 | CHILD | WEDDING/ HNY | SENIOR | SPORT COMP |
|----|------------------------------|------------|-------|--------|--------------|------|------|-------|-------|-------|--------------|--------|------------|
| | | | - | - | - | - | - | - | - | - | - | - | - |
| Q1 | Friend/ Relative | Count | 114 | 77 | 41 | 47 | | 45 | 43 | 39 | | 18 | 2 |
| | | Column N % | 75% | 74% | 79% | 80% | | 80% | 67% | 71% | | 90% | 100% |
| | Internet | Count | 107 | 75 | 39 | 44 | | 50 | 46 | 43 | | 5 | 2 |
| | | Column N % | 71% | 72% | 75% | 75% | | 89% | 72% | 78% | | 25% | 100% |
| | Prior Trip | Count | 48 | 42 | 14 | 19 | | 19 | 26 | 25 | | 2 | |
| | | Column N % | 32% | 40% | 27% | 32% | | 34% | 41% | 45% | | 10% | |
| | Travel Agent Brochure | Count | 11 | 8 | 3 | 7 | | 3 | 8 | 2 | | | |
| | | Column N % | 7% | 8% | 6% | 12% | | 5% | 13% | 4% | | | |
| | TV | Count | 9 | 8 | 5 | 6 | | 7 | 2 | 5 | | | |
| | | Column N % | 6% | 8% | 10% | 10% | | 13% | 3% | 9% | | | |
| | Magazine (Consumer) | Count | 6 | 3 | 3 | 4 | | 6 | | 2 | | | |
| | | Column N % | 4% | 3% | 6% | 7% | | 11% | | 4% | | | |
| | Newspaper | Count | 3 | | | 2 | | 3 | | | | | |
| | | Column N % | 2% | | | 3% | | 5% | | | | | |
| | Other | Count | 2 | 2 | | 2 | | | 2 | | | | |
| | | Column N % | 1% | 2% | | 3% | | | 3% | | | | |
| | Co-Worker/ Company Trvl Dept | Count | 2 | 1 | 1 | 2 | | 2 | | | | | |
| | | Column N % | 1% | 1% | 2% | 3% | | 4% | | | | | |
| | Travel Guidebook-Bookstore | Count | 2 | 2 | 2 | 1 | | 1 | | 1 | | | |
| | | Column N % | 1% | 2% | 4% | 2% | | 2% | | 2% | | | |
| | Total | Count | 151 | 104 | 52 | 59 | | 56 | 64 | 55 | | 20 | 2 |

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING



YTD=\$1,694.92

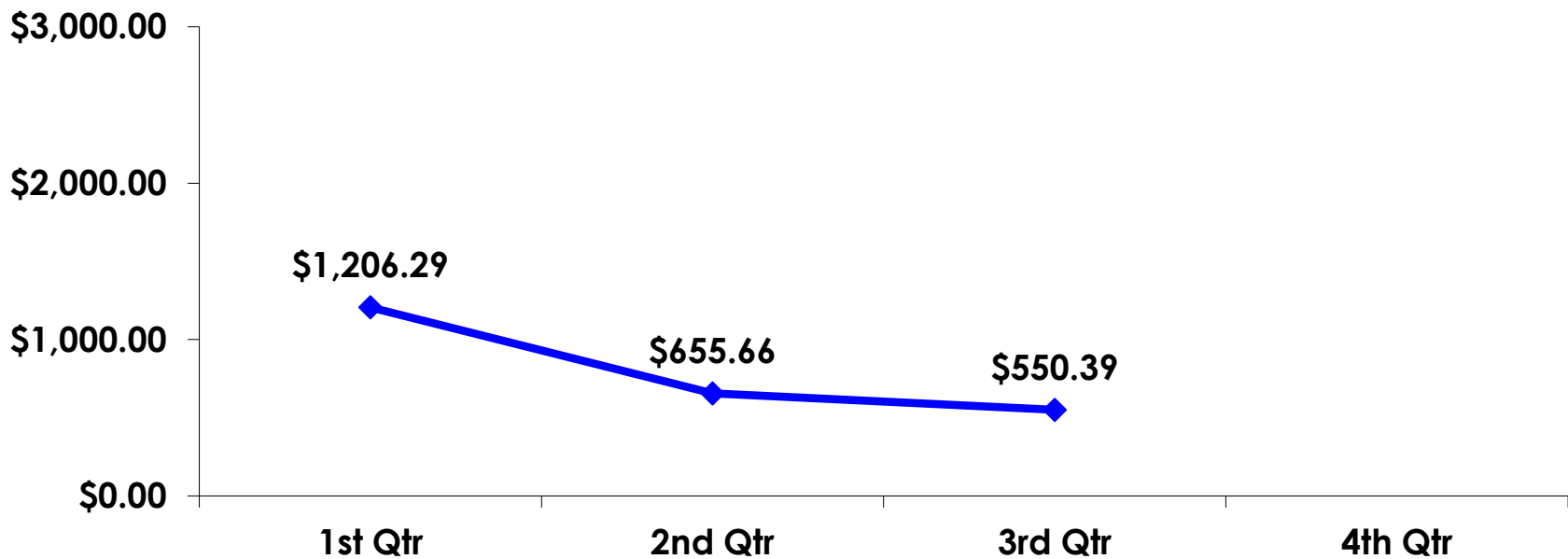
PREPAID EXPENDITURES PER PERSON - SEGMENTATION

| | | TOTAL | FAMILY | ADV TRAVELER | WIFE | MICE | 18-35 | 36-55 | CHILD | WEDDING/ HNY | SENIOR | SPORT COMP |
|-------|--------|------------|------------|--------------|------------|------|------------|------------|------------|-----------------|------------|---------------|
| | | - | - | - | - | - | - | - | - | - | - | - |
| RUB\$ | Mean | \$1,776.01 | \$1,990.44 | \$1,818.84 | \$1,601.39 | . | \$1,541.16 | \$2,064.69 | \$1,646.35 | . | \$1,260.67 | \$1,839.91 |
| | Median | \$1,834 | \$1,897 | \$1,660 | \$1,660 | . | \$1,494 | \$1,897 | \$1,660 | . | \$0 | \$1,840 |

PREPAID EXPENSE- BREAKDOWN

| | | TOTAL | FAMILY | ADV TRAVELER | WIFE | MICE | 18-35 | 36-55 | CHILD | WEDDING/ HNY | SENIOR | SPORT COMP |
|------------------|--------|------------|------------|--------------|------------|------|------------|------------|------------|-----------------|------------|---------------|
| | | - | - | - | - | - | - | - | - | - | - | - |
| AIR/ HOTEL | Mean | \$4,561.38 | \$4,561.38 | \$3,872.66 | \$5,107.85 | . | \$3,698.79 | \$4,742.03 | \$4,939.62 | . | . | . |
| | Median | \$4,362.67 | \$4,362.67 | \$3,224.58 | \$5,121.40 | . | \$3,698.79 | \$4,836.87 | \$4,742.03 | . | . | . |
| AIR/ HOTEL/ MEAL | Mean | \$5,526.14 | \$5,780.46 | \$5,675.12 | \$5,334.79 | . | \$5,036.04 | \$6,017.18 | \$5,573.92 | . | \$4,255.18 | \$2,276.18 |
| AIR | Mean | \$1,184.83 | \$1,570.56 | \$1,084.34 | \$1,119.12 | . | \$876.75 | \$1,242.41 | \$1,896.81 | . | \$1,517.45 | \$1,441.58 |
| | Median | \$1,138.09 | \$1,517.45 | \$1,033.76 | \$1,119.12 | . | \$720.79 | \$1,138.09 | \$1,896.81 | . | \$1,517.45 | \$1,441.58 |
| HOTEL | Mean | \$1,521.18 | \$2,315.06 | \$1,372.82 | \$1,142.83 | . | \$927.33 | \$1,589.26 | \$2,655.54 | . | \$2,823.09 | \$1,365.71 |
| | Median | \$1,517.45 | \$2,110.20 | \$1,441.58 | \$1,142.83 | . | \$455.24 | \$1,697.65 | \$2,655.54 | . | \$2,276.18 | \$1,365.71 |
| HOTEL/ MEAL | Mean | \$1,896.81 | . | . | . | . | . | \$1,896.81 | . | . | . | . |
| | Median | \$1,896.81 | . | . | . | . | . | \$1,896.81 | . | . | . | . |
| F&B HOTEL | Mean | . | . | . | . | . | . | . | . | . | . | . |
| | Median | . | . | . | . | . | . | . | . | . | . | . |
| TRANS RUSSIA | Mean | . | . | . | . | . | . | . | . | . | . | . |
| | Median | . | . | . | . | . | . | . | . | . | . | . |
| TRANS GUAM | Mean | . | . | . | . | . | . | . | . | . | . | . |
| | Median | . | . | . | . | . | . | . | . | . | . | . |
| OPT TOUR | Mean | . | . | . | . | . | . | . | . | . | . | . |
| | Median | . | . | . | . | . | . | . | . | . | . | . |
| OTHER | Mean | . | . | . | . | . | . | . | . | . | . | . |
| | Median | . | . | . | . | . | . | . | . | . | . | . |
| TOTAL | Mean | \$3,766.31 | \$4,796.29 | \$3,907.25 | \$3,576.14 | . | \$3,285.55 | \$4,616.96 | \$4,790.32 | . | \$1,927.64 | \$2,541.73 |
| | Median | \$3,584.98 | \$4,694.61 | \$3,333.65 | \$3,347.88 | . | \$3,177.16 | \$4,267.83 | \$4,931.71 | . | \$0.00 | \$2,541.73 |

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$803.55

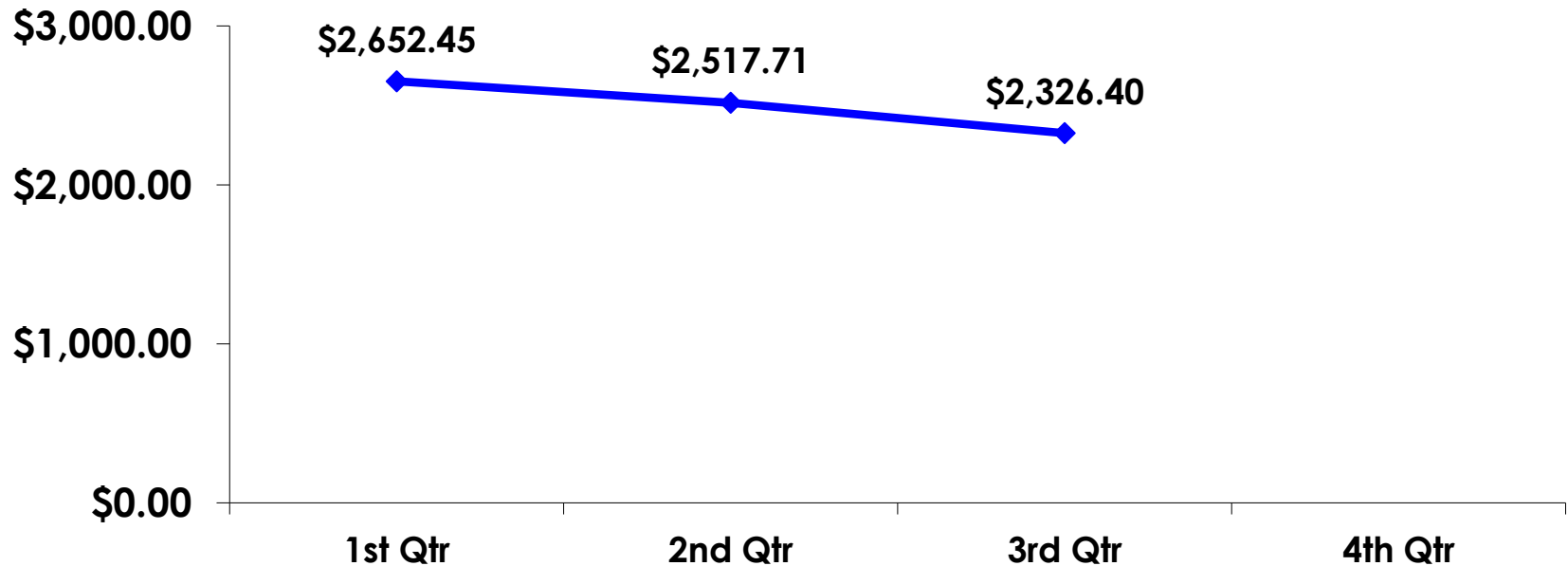
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

| | | TOTAL | FAMILY | ADV TRAVELER | WIFE | MICE | 18-35 | 36-55 | CHILD | WEDDING/ HNY | SENIOR | SPORT COMP |
|--------|--------|----------|----------|--------------|----------|------|----------|----------|----------|-----------------|----------|---------------|
| | | - | - | - | - | - | - | - | - | - | - | - |
| ONISLE | Mean | \$550.39 | \$434.73 | \$587.69 | \$537.12 | . | \$543.25 | \$502.42 | \$341.49 | . | \$731.05 | \$615.00 |
| | Median | \$500 | \$385 | \$558 | \$500 | . | \$490 | \$406 | \$333 | . | \$685 | \$615 |

ON-ISLAND EXPENSE- BREAKDOWN

| | | TOTAL | FAMILY | ADV TRAVELER | WIFE | MICE | 18-35 | 36-55 | CHILD | WEDDING/ HNY | SENIOR | SPORT COMP |
|--------------|------|----------|------------|--------------|----------|------|----------|----------|----------|-----------------|----------|---------------|
| | | - | - | - | - | - | - | - | - | - | - | - |
| F&B HOTEL | Mean | \$71.95 | \$72.98 | \$48.85 | \$62.97 | . | \$52.95 | \$86.56 | \$72.78 | . | \$63.25 | \$50.00 |
| F&B FF/STORE | Mean | \$102.81 | \$117.40 | \$120.12 | \$93.73 | . | \$102.68 | \$97.81 | \$138.65 | . | \$129.75 | \$50.00 |
| F&B RESTRNT | Mean | \$158.90 | \$153.12 | \$188.75 | \$135.51 | . | \$163.71 | \$159.78 | \$125.87 | . | \$140.25 | \$225.00 |
| OPT TOUR | Mean | \$139.50 | \$144.23 | \$178.08 | \$146.86 | . | \$129.82 | \$141.80 | \$122.73 | . | \$156.75 | \$125.00 |
| GIFT- SELF | Mean | \$184.57 | \$195.14 | \$204.23 | \$202.54 | . | \$187.05 | \$180.86 | \$171.55 | . | \$171.00 | \$125.00 |
| GIFT- OTHER | Mean | \$154.67 | \$161.78 | \$173.27 | \$160.59 | . | \$145.80 | \$158.59 | \$147.55 | . | \$149.00 | \$150.00 |
| TRANS | Mean | \$123.45 | \$152.69 | \$127.69 | \$116.44 | . | \$120.71 | \$152.58 | \$158.45 | . | \$57.30 | \$50.00 |
| OTHER | Mean | \$21.56 | \$25.14 | \$17.12 | \$21.36 | . | \$28.57 | \$15.31 | \$26.55 | . | \$32.25 | \$55.00 |
| TOTAL | Mean | \$959.45 | \$1,022.75 | \$1,066.27 | \$945.76 | . | \$934.41 | \$991.78 | \$965.38 | . | \$899.55 | \$830.00 |

TOTAL EXPENDITURES – TRACKING



YTD=\$2,498.47

TOTAL EXPENDITURES PER PERSON - SEGMENTATION

| | | TOTAL | FAMILY | ADV TRAVELER | WIFE | MICE | 18-35 | 36-55 | CHILD | WEDDING/ HNY | SENIOR | SPORT COMP |
|-------|--------|------------|------------|--------------|------------|------|------------|------------|------------|-----------------|------------|---------------|
| | | - | - | - | - | - | - | - | - | - | - | - |
| TOTPP | Mean | \$2,326.40 | \$2,425.17 | \$2,406.53 | \$2,138.51 | . | \$2,084.41 | \$2,567.11 | \$1,987.84 | . | \$1,991.72 | \$2,454.91 |
| | Median | \$2,167 | \$2,218 | \$2,163 | \$2,130 | . | \$1,917 | \$2,281 | \$1,981 | . | \$1,100 | \$2,455 |

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, 1st,2nd,3rd Qtr and Overall 1-3 Qtr 2015

| | 1st Qtr | 2nd Qtr | 3rd Qtr | Combin ed 1-3 Qtr 2015 |
|--|---------|---------|--------------|------------------------------|
| Drivers: | rank | rank | rank | rank |
| Quality & Cleanliness of beaches & parks | | | | |
| Ease of getting around | 1 | | | 1 |
| Safety walking around at night | | 2 | 1 | |
| Quality of daytime tours | | | 3 | |
| 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 | | | | 3 |
| Quality/cleanliness of air, sky | | | | |
| Quality/cleanliness of parks | | 1 | | |
| Quality of landscape in Tumon | | | | 4 |
| Quality of landscape in Guam | 2 | | | |
| Quality of ground handler | | | 2 | 2 |
| Quality/cleanliness of transportation vehicles | | | | |
| % of Per Person On Island Expenditures Accounted For | 38.8% | 44.9% | 91.1% | 57.3% |
| NOTE: Only significant drivers are included. | | | | |

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Russian visitor's experience on Guam is driven by three significant factors in the Third Quarter 2015 Period. By rank order they are:
 - **Safety walking around at night,**
 - **Quality of ground handler, and**
 - **Quality of daytime tours.**
- With these factors, the overall r^2 is .911 meaning that **91.1% of overall satisfaction is accounted for by these factors.**

| Comparison of Drivers of Per Person On-Island Expenditures, 1st,2nd,3rd Qtrs. 2015, and Overall 1-3rd Qtrs. 2015 | | | | |
|---|---------|---------|--------------|------------------------------|
| | 1st Qtr | 2nd Qtr | 3rd Qtr | Combin ed 1-3 Qtr 2015 |
| Drivers: | rank | rank | rank | 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 | 1 | | | |
| Variety of shopping | | | | 1 |
| Price of things on Guam | | | | |
| Quality of hotel accommodations | | | 1 | |
| 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 | 20.4% | 0.0% | 10.8% | 11.3% |
| NOTE: Only significant drivers are included. | | | | |

Drivers of Per Person On Island Expenditure

- **Per Person On Island Expenditure** of Russian visitors on Guam is driven by one significant factor in the Third Quarter 2015 Period. It is:
 - **Quality of hotel accommodations.**
- With this factor, the overall r^2 is .108 meaning that **10.8% of per person on island expenditure is accounted for by this factor.**