



GUAM VISITORS BUREAU

Taiwan Visitor Tracker Exit Profile

FY2016 Market Segmentation

2ND QTR. (JAN~MAR 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 Chinese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **150** departing Taiwanese 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 **150** is +/- 8.0 percentage points with a 95% confidence level. That is, if all Taiwanese 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:
 - General leisure group
 - Family and/or Child
 - Special interest group
 - Incentive market
 - 20-40 year old
 - Mid-high level income
 - White-collar
 - w/ child
 - Wedding/ Honeymoon
 - Student
 - To identify (for all Taiwanese visitors) the most important determinants of on-island spending; and
 - To identify the most significant factors affecting overall visitor satisfaction.

Highlighted Segments

Parameters

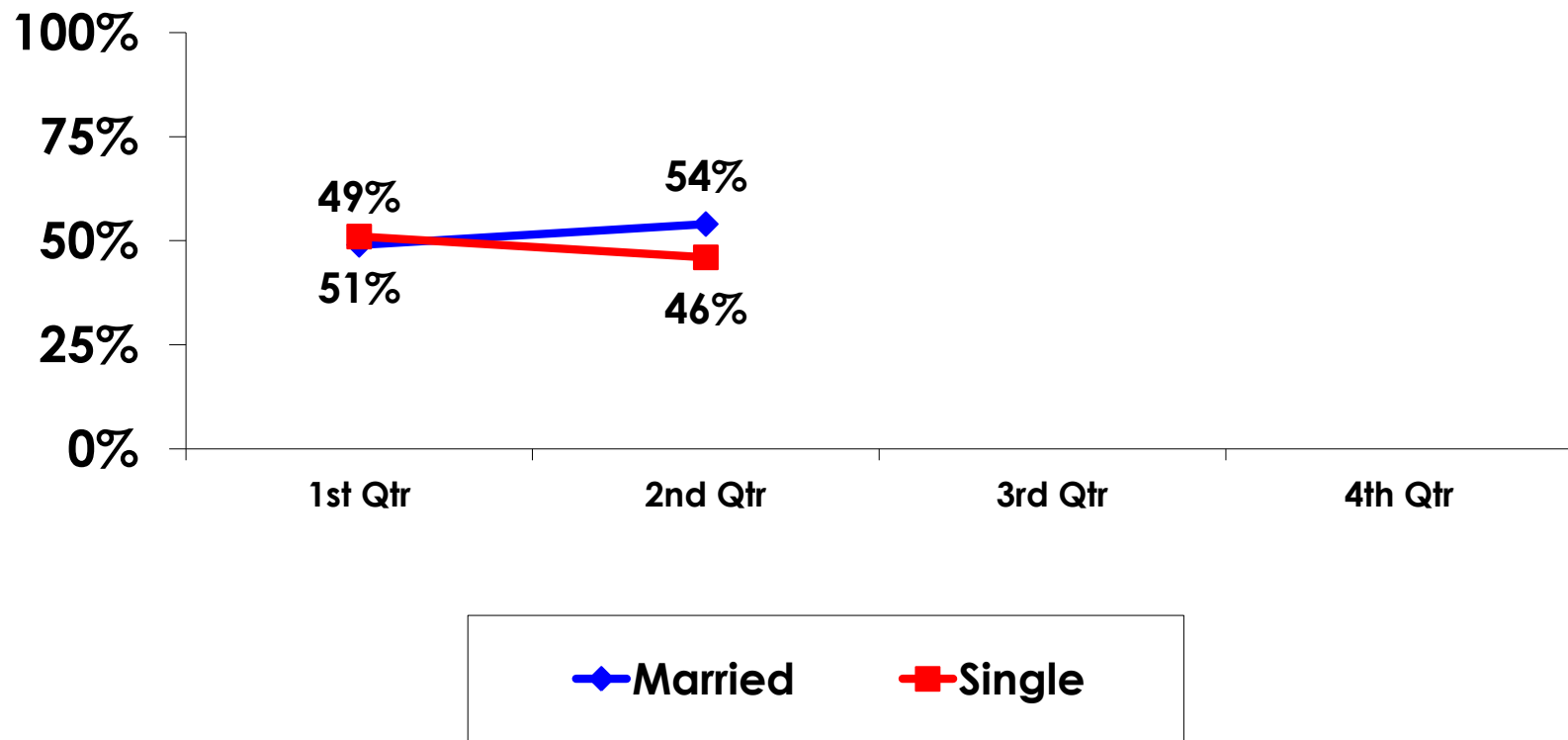
- General leisure group – Q.5A
- Family and/or Child – Q.6
- Special interest group – Q.18/Q7
- Incentive market – Q.5A/Q.7
- 20-40 year old – Q.F
- Mid-high level income – Q.26
- White-collar – Q.25
- W/child – Q.6
- Wedding/ Honeymoon – Q.5A/ Q.13
- Student –Q.25

Highlighted Segments

	1 st QTR	2 nd QTR	3 rd QTR	4 th QTR
General leisure group	51%	49%		
Child	9%	25%		
Incentive market	4%	3%		
Male 20-40	42%	25%		
Female 20-40	41%	45%		
White collar	50%	45%		
Wedding/ Honeymooner	22%	21%		
Student	3%	9%		
Mid-High income	38%	33%		
TOTAL	150	150		

SECTION 1 **PROFILE OF RESPONDENTS**

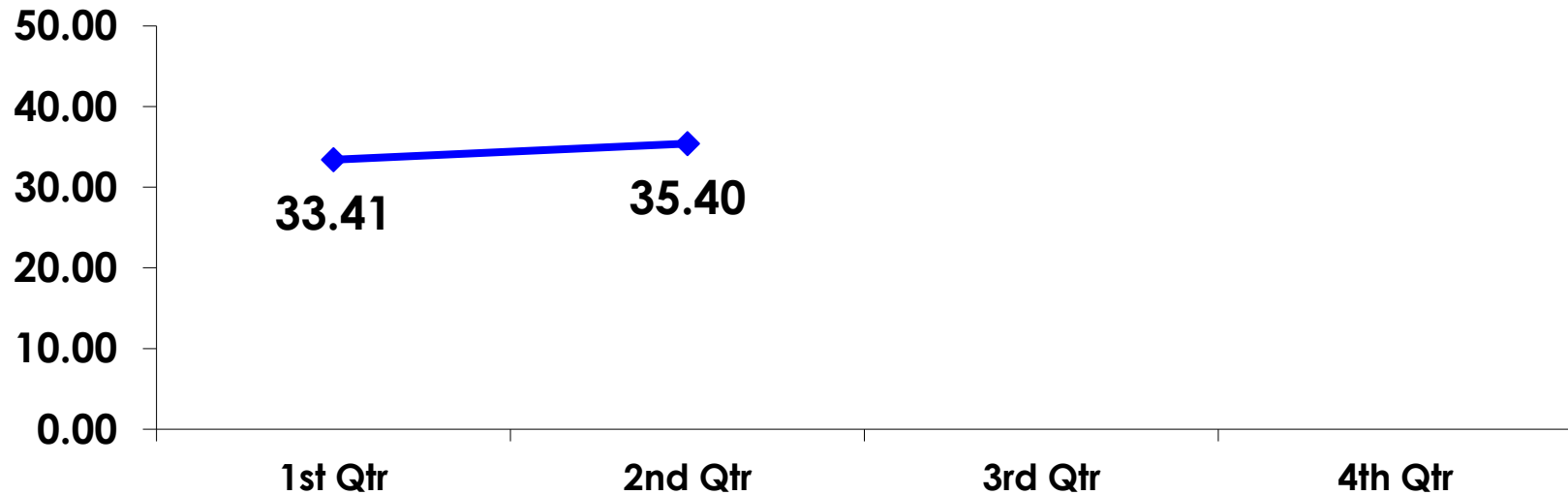
MARITAL STATUS - TRACKING



MARITAL STATUS- SEGMENTATION

			TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
			-	-	-	-	-	-	-	-	-	-
QE	Married	Count	81	34	33	4	17	26	40	27	0	24
		Column N %	54%	47%	87%	100%	46%	39%	59%	84%	0%	49%
	Single	Count	68	38	5	0	20	41	28	5	13	25
		Column N %	46%	53%	13%	0%	54%	61%	41%	16%	100%	51%
	Total	Count	149	72	38	4	37	67	68	32	13	49

AVERAGE AGE - TRACKING



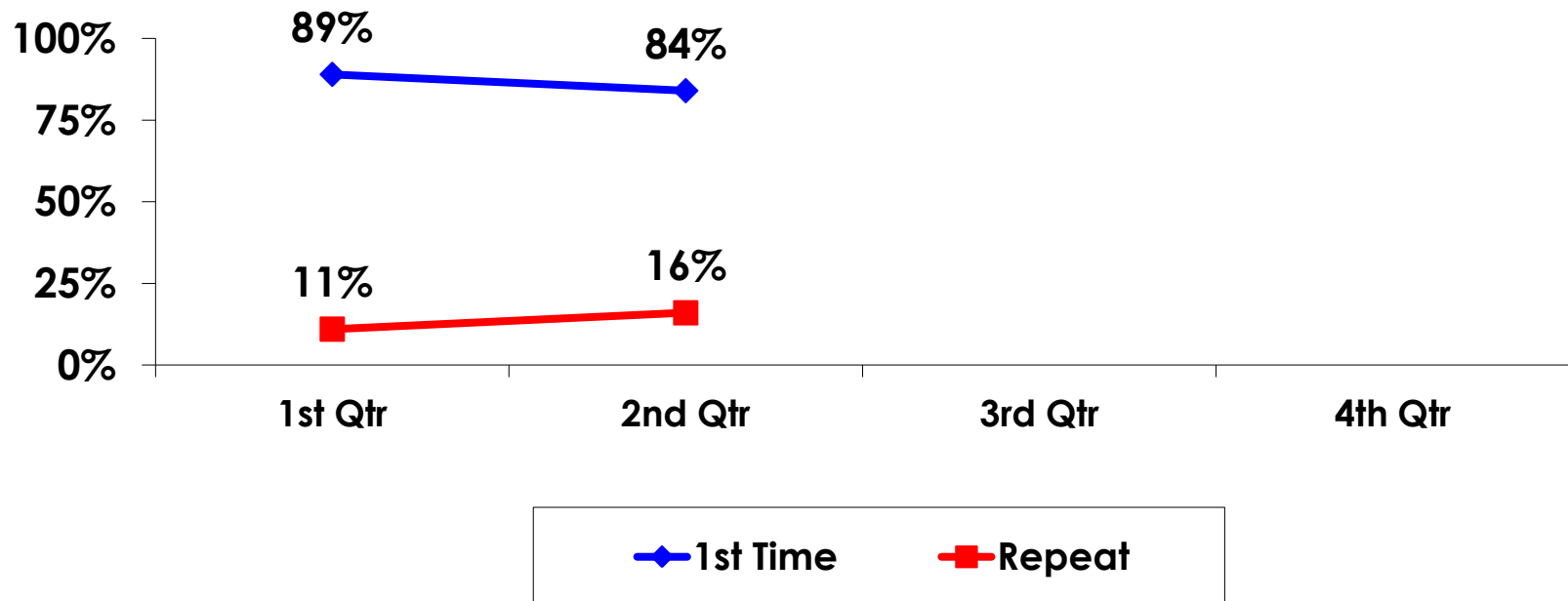
AGE- SEGMENTATION

			TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
			-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	21	11	1	0	4	12	5	3	13	4
		Column N %	14%	15%	3%	0%	11%	18%	7%	9%	100%	8%
	25-34	Count	61	36	6	0	23	38	31	16	0	19
		Column N %	41%	49%	16%	0%	61%	57%	46%	50%	0%	39%
	35-49	Count	47	21	28	2	11	17	24	6	0	16
		Column N %	31%	29%	74%	50%	29%	25%	35%	19%	0%	33%
	50+	Count	21	5	3	2	0	0	8	7	0	10
		Column N %	14%	7%	8%	50%	0%	0%	12%	22%	0%	20%
	Total	Count	150	73	38	4	38	67	68	32	13	49
QF	Mean		35.40	32.55	39.37	47.00	30.47	29.43	35.47	35.97	20.46	37.78
	Median		33	30	40	47	30	28	34	30	20	35

INCOME - SEGMENTATION

			TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
			-	-	-	-	-	-	-	-	-	-
Q26 <=NT160K	Count		11	5	3	0	2	9	7	3	1	0
	Column N %		8%	7%	8%	0%	5%	14%	10%	10%	8%	0%
NT160K-NT200K	Count		14	6	2	0	7	7	6	2	2	0
	Column N %		10%	9%	5%	0%	18%	11%	9%	7%	17%	0%
NT200K-NT400K	Count		16	10	2	0	5	10	8	3	1	0
	Column N %		11%	14%	5%	0%	13%	16%	12%	10%	8%	0%
NT400K-NT600K	Count		29	15	4	0	9	12	9	6	0	29
	Column N %		20%	21%	11%	0%	24%	19%	13%	20%	0%	59%
NT600K-NT800K	Count		20	10	4	2	4	10	6	5	1	20
	Column N %		14%	14%	11%	50%	11%	16%	9%	17%	8%	41%
NT800K-NT1.0M	Count		27	11	12	2	5	8	14	4	2	0
	Column N %		19%	16%	32%	50%	13%	13%	21%	13%	17%	0%
NT1.0M+	Count		25	12	10	0	6	6	17	7	2	0
	Column N %		17%	17%	27%	0%	16%	10%	25%	23%	17%	0%
No Income	Count		3	1	0	0	0	1	0	0	3	0
	Column N %		2%	1%	0%	0%	0%	2%	0%	0%	25%	0%
Total	Count		145	70	37	4	38	63	67	30	12	49

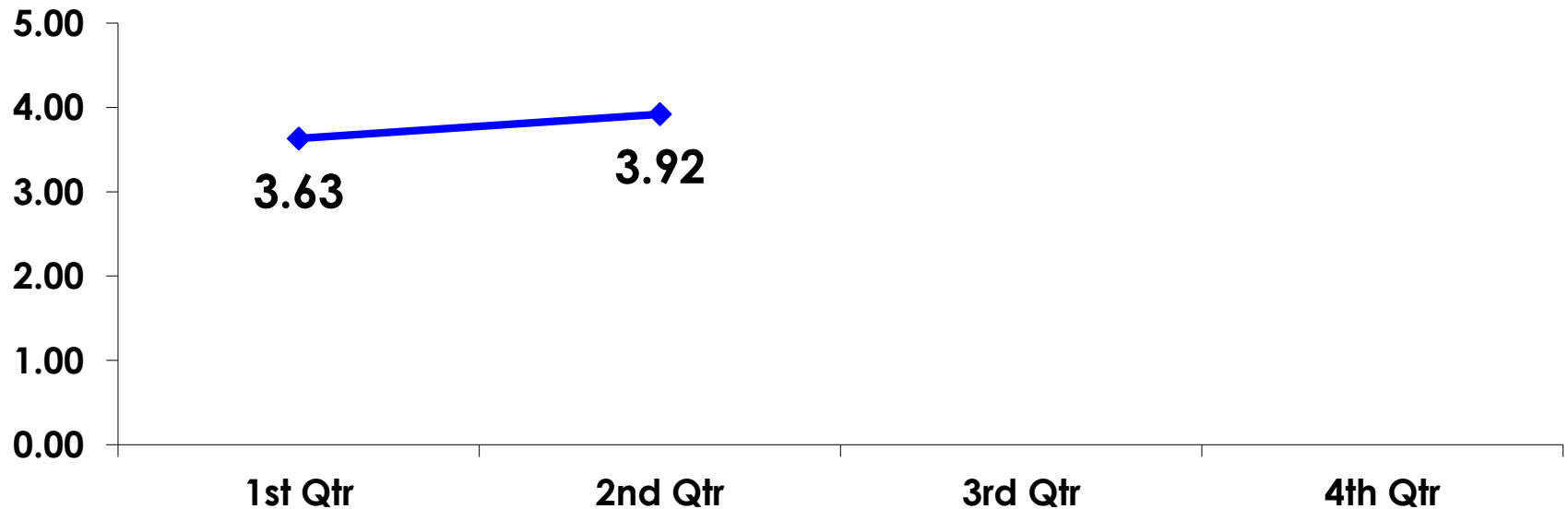
PRIOR TRIPS TO GUAM - TRACKING



PRIOR TRIPS TO GUAM - SEGMENTATION

			TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
			-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	125	66	34	0	32	60	55	29	10	42
		Column N %	84%	90%	89%	0%	84%	91%	82%	91%	77%	86%
	No	Count	24	7	4	4	6	6	12	3	3	7
		Column N %	16%	10%	11%	100%	16%	9%	18%	9%	23%	14%
Total		Count	149	73	38	4	38	66	67	32	13	49

AVG LENGTH OF STAY - TRACKING



AVG LENGTH OF STAY - SEGMENTATION

		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
		-	-	-	-	-	-	-	-	-	-
Q8	Mean	3.92	3.89	4.08	5.75	3.95	3.80	4.09	3.45	3.25	3.86
	Median	3	3	4	6	3	3	3	3	3	4

SECTION 2 **TRAVEL PLANNING**

TRAVEL PLANNING - SEGMENTATION

			TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
			-	-	-	-	-	-	-	-	-	-
Q7	Full package tour	Count	40	20	18	1	6	17	23	11	3	16
		Column N %	27%	27%	47%	25%	16%	26%	34%	35%	25%	33%
	Free-time package tour	Count	76	39	11	1	25	36	28	15	9	27
		Column N %	52%	53%	29%	25%	68%	55%	42%	48%	75%	55%
	Individually arranged travel (FIT)	Count	27	14	9	0	6	13	14	5	0	6
		Column N %	18%	19%	24%	0%	16%	20%	21%	16%	0%	12%
	Company paid travel	Count	2	0	0	2	0	0	1	0	0	0
		Column N %	1%	0%	0%	50%	0%	0%	1%	0%	0%	0%
	Other	Count	1	0	0	0	0	0	1	0	0	0
		Column N %	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%
	Total	Count	146	73	38	4	37	66	67	31	12	49

TRAVEL MOTIVATION - SEGMENTATION

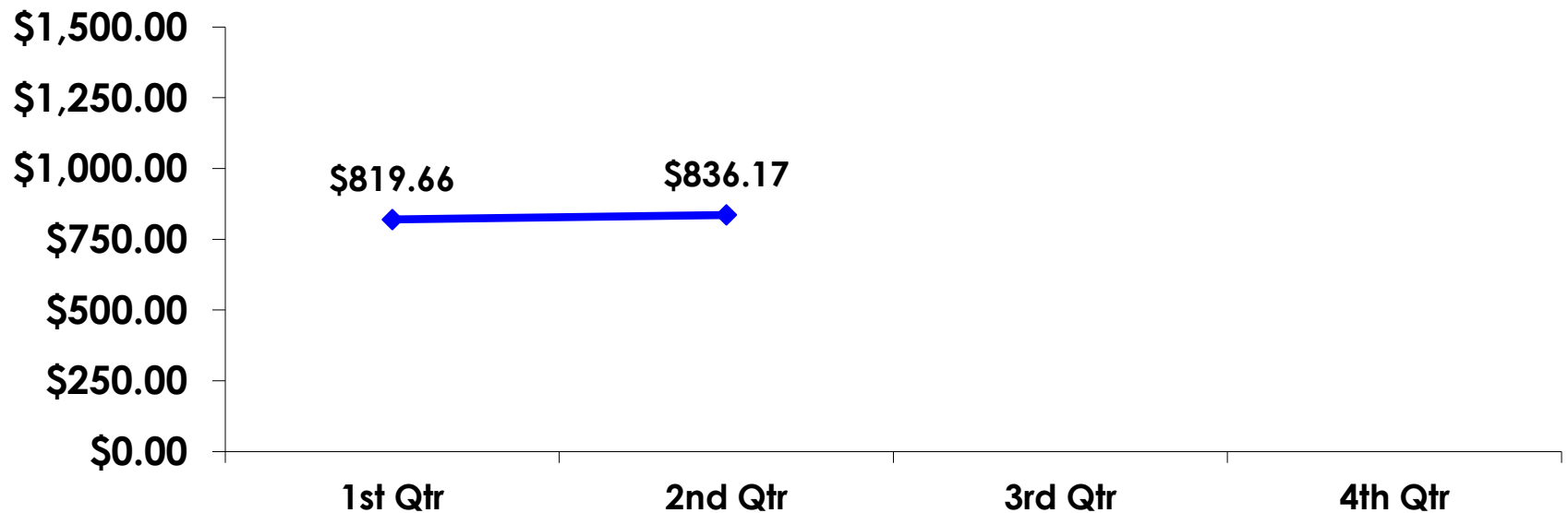
		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME	
		-	-	-	-	-	-	-	-	-	-	
Q5A	Previous trip	9%	8%	11%	75%	13%	6%	10%	3%	15%	8%	
	Price	16%	25%	11%	25%	21%	17%	12%	25%	31%	19%	
	Visit friends/ Relatives	8%	8%	3%	25%	5%	6%	3%	16%	23%	15%	
	Recomm- friend/family/trvl agnt	28%	29%	26%	25%	24%	30%	28%	22%	38%	31%	
	Scuba	25%	29%	18%	50%	26%	30%	21%	28%	23%	35%	
	Water sports	22%	29%	21%	50%	29%	21%	21%	22%	23%	25%	
	Short travel time	13%	19%	13%	75%	13%	14%	13%	9%	8%	19%	
	Golf	1%	1%	3%	25%	3%	0%	0%	3%	0%	2%	
	Relax	46%	93%	42%	25%	55%	50%	48%	50%	38%	50%	
	Company/ Business Trip	2%	1%	3%	50%	3%	0%	3%	3%	0%	2%	
	Company Sponsored	1%	1%	3%	50%	3%	2%	0%	3%	0%	4%	
	Convention/ Trade/ Conference	1%	1%	3%	25%	3%	0%	0%	3%	0%	2%	
	Safe	36%	42%	61%	75%	34%	39%	37%	41%	31%	38%	
	Natural beauty	84%	93%	92%	100%	89%	83%	82%	75%	69%	88%	
	Shopping	41%	51%	39%	75%	45%	44%	36%	47%	62%	42%	
	Career Cert/ Testing	1%	1%	3%	25%	3%	0%	0%	3%	0%	2%	
	Married/ Attn wedding	9%	8%	11%	25%	8%	5%	10%	41%	0%	10%	
	Honeymoon	14%	15%	8%	25%	18%	20%	18%	66%	0%	15%	
	Pleasure	14%	27%	13%	25%	13%	17%	15%	13%	31%	17%	
	Organized sports	3%	3%	0%	0%	0%	5%	3%	0%	8%	6%	
	No Visa requirement	31%	34%	32%	50%	18%	36%	30%	19%	15%	44%	
	Other	3%	0%	0%	0%	5%	2%	4%	3%	8%	2%	
	Total	Count	148	73	38	4	38	66	67	32	13	48

INFORMATION SOURCES - SEGMENTATION

		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME	
		-	-	-	-	-	-	-	-	-	-	
Q1	Internet	49%	55%	66%	25%	68%	44%	54%	48%	38%	45%	
	Friend/ Relative	48%	52%	42%	25%	42%	50%	46%	42%	77%	53%	
	TV	26%	35%	26%	25%	21%	27%	22%	35%	15%	30%	
	Travel Agent Brochure	25%	23%	26%	25%	24%	26%	24%	19%	31%	23%	
	Travel Guidebook-Bookstore	22%	27%	26%	25%	26%	24%	25%	26%	15%	23%	
	Magazine (Consumer)	17%	24%	16%	25%	13%	23%	12%	16%	15%	26%	
	Prior Trip	14%	8%	11%	100%	11%	9%	15%	10%	15%	13%	
	GVB Promo	13%	11%	13%	50%	13%	11%	15%	19%	15%	15%	
	Consumer Trvl Show	10%	15%	11%	25%	16%	9%	10%	19%	15%	11%	
	Co-Worker/ Company Trvl Dept	10%	13%	3%	25%	8%	12%	4%	10%	8%	9%	
	Travel Trade Show	8%	8%	8%	25%	8%	8%	9%	16%	8%	9%	
	Newspaper	8%	8%	11%	50%	3%	8%	4%	16%	0%	17%	
	Other	5%	7%	0%	0%	3%	6%	4%	6%	8%	4%	
	GVB Office	3%	3%	5%	50%	5%	2%	3%	3%	0%	4%	
	Theater Ad	1%	3%	3%	25%	3%	0%	0%	3%	8%	2%	
	Radio	1%	1%	3%	25%	3%	0%	0%	3%	0%	2%	
	Total	Count	148	71	38	4	38	66	67	31	13	47

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING



YTD=\$827.92

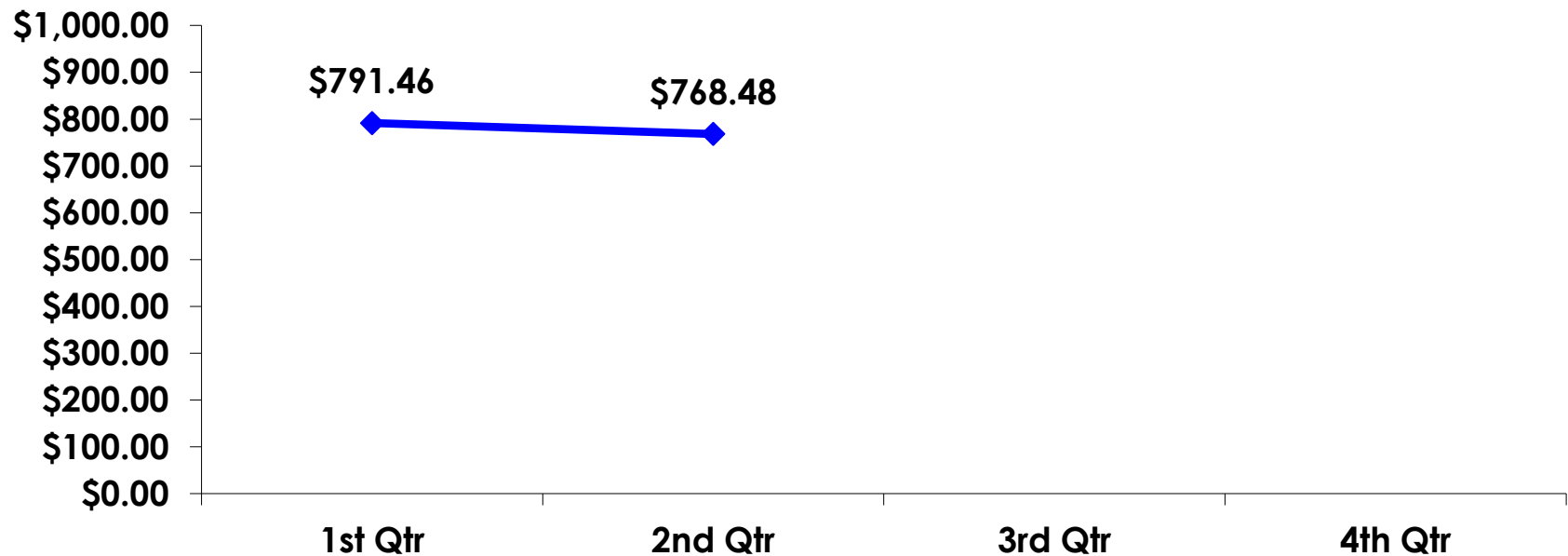
PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
		-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$836.17	\$788.78	\$862.50	\$635.53	\$1,041.29	\$756.31	\$874.51	\$904.75	\$727.07	\$797.95
	Median	\$903	\$842	\$831	\$602	\$1,008	\$842	\$903	\$936	\$773	\$903
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$2,407	\$2,407	\$2,256	\$1,339	\$2,407	\$1,805	\$2,407	\$2,016	\$1,805	\$1,805

PREPAID EXPENDITURES

		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
		-	-	-	-	-	-	-	-	-	-
AIR & HOTEL	Mean	\$1,290.49	\$1,348.20	\$2,208.61	.	\$1,331.80	\$1,264.18	\$1,468.95	\$1,590.70	\$793.01	\$1,328.36
	Minimum	\$451	\$451	\$508	.	\$451	\$451	\$508	\$542	\$451	\$451
	Maximum	\$4,212	\$4,212	\$4,212	.	\$4,212	\$3,309	\$3,309	\$2,106	\$1,504	\$4,212
AIR/ HOTEL/ MEAL	Mean	\$1,852.40	\$1,424.13	\$2,860.36	\$1,173.29	\$1,810.17	\$1,404.81	\$1,700.00	\$1,662.82	\$1,089.05	\$1,387.22
	Minimum	\$542	\$542	\$659	\$1,143	\$572	\$542	\$542	\$782	\$659	\$542
	Maximum	\$9,025	\$3,610	\$9,025	\$1,203	\$9,025	\$5,716	\$6,017	\$3,008	\$1,805	\$3,008
AIR ONLY	Mean	\$977.74	\$1,052.95	\$1,052.95	\$601.68	\$1,579.42	\$451.26	\$1,163.26	\$1,654.63	.	.
	Minimum	\$120	\$120	\$120	\$602	\$1,504	\$451	\$451	\$1,655	.	.
	Maximum	\$1,655	\$1,534	\$1,534	\$602	\$1,655	\$451	\$1,534	\$1,655	.	.
HOTEL ONLY	Mean	\$845.37	\$771.66	\$771.66	.	\$992.78	.	\$1,263.54	\$992.78	.	.
	Minimum	\$280	\$280	\$280	.	\$993	.	\$1,264	\$993	.	.
	Maximum	\$1,264	\$1,264	\$1,264	.	\$993	.	\$1,264	\$993	.	.
HOTEL & MEAL	Mean	\$451.26	\$451.26	\$451.26	.	.
	Minimum	\$451	\$451	\$451	.	.
	Maximum	\$451	\$451	\$451	.	.
F&B HOTEL	Mean
	Minimum
	Maximum
TRANS- TAIWAN	Mean	\$81.51	\$108.64	\$131.17	\$15.04	\$87.75	\$110.71	\$82.13	\$30.08	.	\$104.09
	Minimum	\$15	\$30	\$24	\$15	\$30	\$24	\$15	\$30	.	\$28
	Maximum	\$241	\$241	\$241	\$15	\$181	\$241	\$241	\$30	.	\$181
TRANS- GUAM	Mean	\$48.38	\$55.98	\$12.03	.	\$22.56	\$60.92	\$40.10	.	.	\$36.10
	Minimum	\$8	\$8	\$12	.	\$15	\$12	\$8	.	.	\$36
	Maximum	\$135	\$135	\$12	.	\$30	\$135	\$135	.	.	\$36
OPT TOURS	Mean	\$326.46	\$380.29	\$180.46	.	\$381.60	\$526.47	\$290.06	\$391.10	\$322.70	\$275.27
	Minimum	\$36	\$90	\$36	.	\$90	\$301	\$36	\$171	\$102	\$36
	Maximum	\$1,053	\$752	\$331	.	\$1,053	\$602	\$1,053	\$602	\$752	\$602
OTHER	Mean	\$496.46	\$588.56	\$785.63	\$180.51	\$714.50	\$504.81	\$375.15	\$383.57	\$81.24	\$420.22
	Minimum	\$12	\$12	\$93	\$181	\$120	\$60	\$22	\$211	\$12	\$60
	Maximum	\$2,948	\$2,948	\$2,948	\$181	\$2,948	\$1,805	\$1,805	\$662	\$150	\$1,203
TOTAL	Mean	\$1,491.87	\$1,403.28	\$2,452.65	\$785.95	\$1,828.16	\$1,183.79	\$1,560.07	\$1,527.62	\$727.07	\$1,230.45
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$9,025	\$4,813	\$9,025	\$1,339	\$9,025	\$5,716	\$6,017	\$3,309	\$1,805	\$4,513

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$779.97

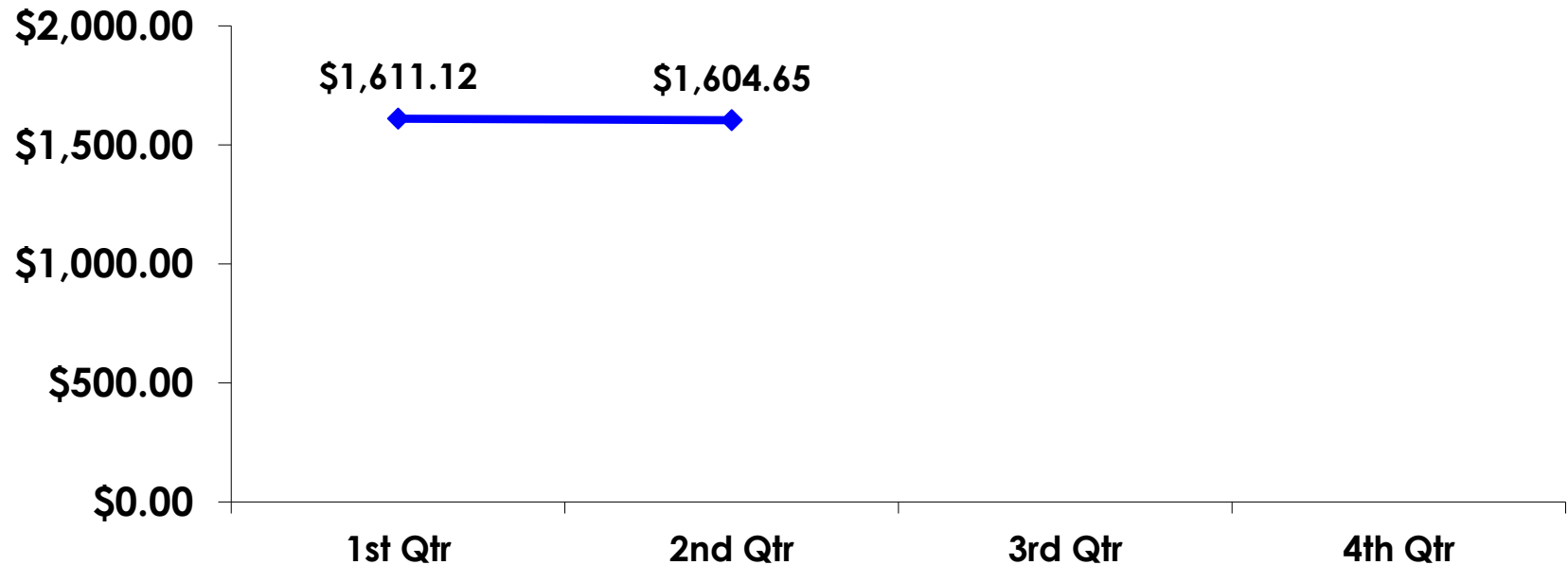
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
		-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$768.48	\$776.25	\$587.00	\$991.67	\$925.40	\$878.65	\$848.44	\$653.87	\$360.19	\$897.22
	Median	\$413	\$450	\$375	\$1,050	\$463	\$600	\$518	\$388	\$225	\$495
	Minimum	\$0	\$0	\$0	\$200	\$0	\$0	\$0	\$150	\$0	\$0
	Maximum	\$9,000	\$9,000	\$2,300	\$1,667	\$9,000	\$6,250	\$9,000	\$2,500	\$1,509	\$9,000

ON-ISLAND EXPENSE- BREAKDOWN

	TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
	-	-	-	-	-	-	-	-	-	-
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
F&B HOTEL	\$24.39	\$13.53	\$53.37	\$0.00	\$52.11	\$12.96	\$17.03	\$18.75	\$0.77	\$7.76
F&B FF/STORE	\$76.03	\$77.74	\$134.34	\$12.50	\$73.95	\$70.82	\$60.74	\$28.13	\$20.77	\$61.53
F&B RESTRNT	\$112.99	\$105.73	\$169.74	\$0.00	\$117.45	\$146.34	\$152.62	\$76.34	\$23.85	\$173.88
OPT TOUR	\$111.16	\$95.59	\$230.39	\$27.00	\$59.84	\$119.48	\$130.75	\$100.28	\$50.00	\$126.82
GIFT- SELF	\$268.89	\$290.45	\$300.50	\$0.00	\$213.08	\$342.64	\$336.82	\$257.66	\$23.85	\$225.14
GIFT- OTHER	\$198.57	\$187.89	\$346.76	\$37.50	\$199.95	\$208.55	\$171.12	\$56.91	\$8.77	\$152.65
TRANS	\$74.54	\$71.92	\$130.37	\$112.50	\$100.32	\$74.19	\$93.04	\$79.31	\$10.00	\$67.24
OTHER	\$479.45	\$466.30	\$503.24	\$1,760.50	\$663.61	\$376.03	\$450.19	\$638.09	\$325.54	\$540.18
TOTAL	\$1,346.35	\$1,309.15	\$1,868.71	\$1,950.00	\$1,481.61	\$1,351.01	\$1,412.31	\$1,255.47	\$463.54	\$1,356.22

TOTAL EXPENDITURES – TRACKING



YTD=\$1,607.88

TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
		-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$1,604.65	\$1,565.03	\$1,449.49	\$1,627.20	\$1,966.69	\$1,634.97	\$1,722.95	\$1,558.62	\$1,087.26	\$1,695.17
	Median	\$1,451	\$1,390	\$1,442	\$1,603	\$1,598	\$1,493	\$1,546	\$1,458	\$903	\$1,564
	Minimum	\$0	\$0	\$0	\$1,102	\$0	\$0	\$0	\$375	\$149	\$0
	Maximum	\$9,000	\$9,000	\$3,338	\$2,202	\$9,000	\$8,055	\$9,000	\$3,252	\$3,314	\$9,000

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 Qtr and Overall 1-2 Qtr 2016			
	1st Qtr	2nd Qtr	Combined 1-2 Qtr 2016
Drivers:	rank	rank	rank
Quality & Cleanliness of beaches & parks			
Ease of getting around			
Safety walking around at night	4		
Quality of daytime tours	1		
Variety of daytime tours		1	1
Quality of nighttime tours			
Variety of nighttime tours			
Quality of shopping			
Variety of shopping	3		
Price of things on Guam		2	3
Quality of hotel accommodations			4
Quality/cleanliness of air, sky			
Quality/cleanliness of parks			
Quality of landscape in Tumon			
Quality of landscape in Guam			5
Quality of ground handler	2		
Quality/cleanliness of transportation vehicles		3	2
% of Per Person On Island Expenditures Accounted For	59.4%	52.1%	53.8%

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Taiwan visitor's experience on Guam is driven by three significant factors in the Second Quarter 2016 Period. By rank order they are:
 - **Variety of daytime tours,**
 - **Price of things on Guam, and**
 - **Quality/cleanliness of transportation vehicles.**
- With these three factors the overall r^2 is .521 meaning that **52.1% of overall satisfaction is accounted for by these factors.**

Comparison of Drivers of Per Person On Isle Expenditure, 1st,2nd Qtr and Overall 1-2 Qtr 2016			
	1st Qtr	2nd Qtr	Combine
Drivers:	rank	rank	d 1-2 Qtr rank
Quality & Cleanliness of beaches & parks			
Ease of getting around		2	
Safety walking around at night			
Quality of daytime tours			
Variety of daytime tours		3	
Quality of nighttime tours			
Variety of nighttime tours			
Quality of shopping			
Variety of shopping			
Price of things on Guam			
Quality of hotel accommodations			1
Quality/cleanliness of air, sky			
Quality/cleanliness of parks			
Quality of landscape in Tumon		1	
Quality of landscape in Guam			
Quality of ground handler			
Quality/cleanliness of transportation vehicles			
% of Per Person On Island Expenditures Accounted For	0.0%	10.8%	1.2%
NOTE: Only significant drivers are included.			

Drivers of Per Person On Island Expenditure

- **Per Person On Island Expenditure** of Taiwan visitors on Guam is driven by three significant factors in the Second Quarter 2016 Period. By rank order they are:
 - **Quality of landscape in Tumon,**
 - **Ease of getting around, and**
 - **Variety of day time tours.**
- With these three factors the overall r^2 is .108 meaning that **10.8% of Per person on island expenditure is accounted for by these factors.**