



GUAM VISITORS BUREAU

Taiwan Visitor Tracker Exit Profile

FY2016 Market Segmentation

3RD QTR. (APR~JUN 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

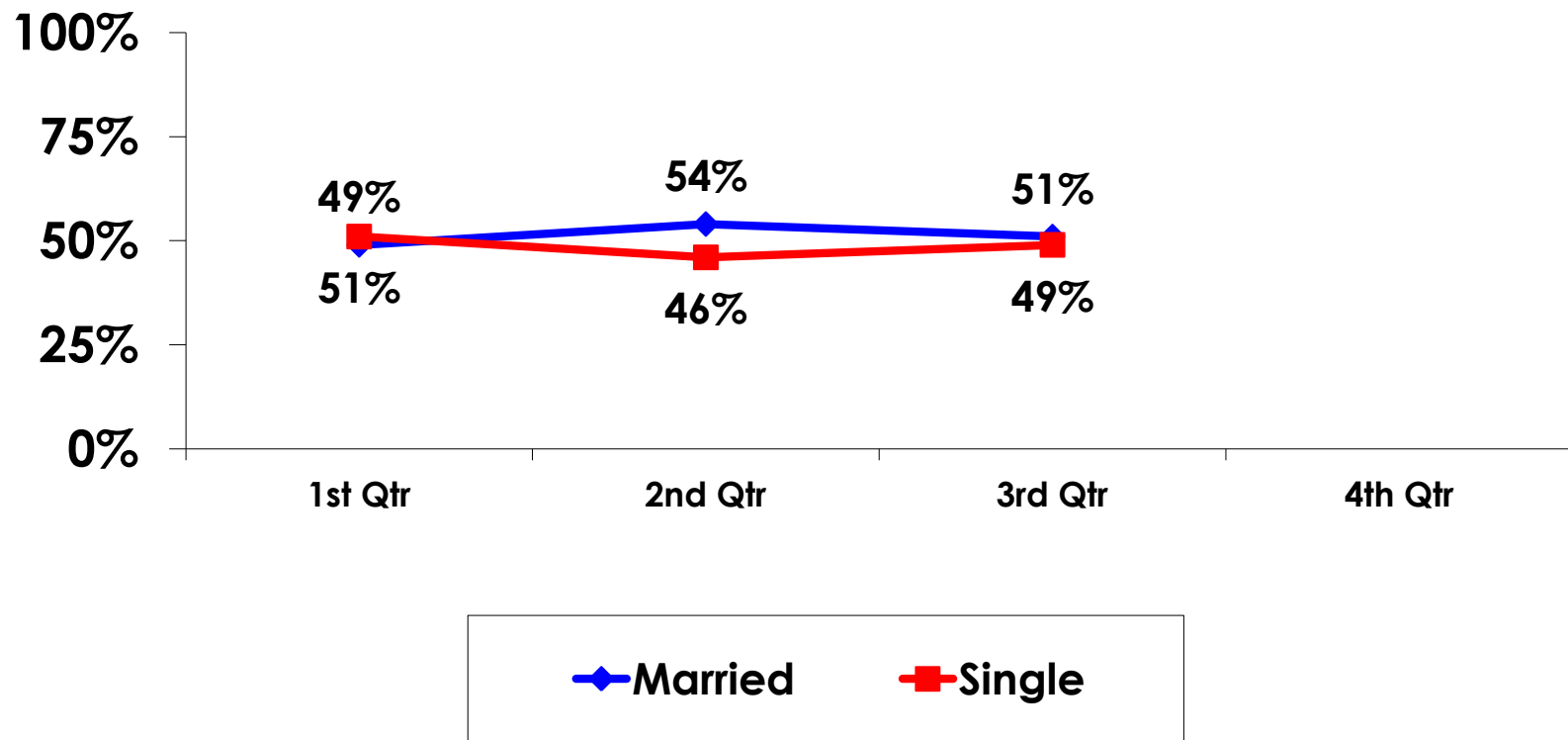
- General leisure group – Q.5A
- Family and/or Child – Q.6
- Special interest group – Q.18/Q7
- Incentive market – Q.5A/Q.7
- 20-40 year old – Q.F
- Mid-high level income – Q.26
- White-collar – Q.25
- W/child – Q.6
- Wedding/ Honeymoon – Q.5A/ Q.13
- Student –Q.25

Highlighted Segments

	1 st QTR	2 nd QTR	3 rd QTR	4 th QTR
General leisure group	51%	49%	53%	
Child	9%	25%	9%	
Incentive market	4%	3%	8%	
Male 20-40	42%	25%	37%	
Female 20-40	41%	45%	47%	
White collar	50%	45%	62%	
Wedding/ Honeymooner	22%	21%	15%	
Student	3%	9%	8%	
Mid-High income	38%	33%	38%	
TOTAL	150	150	150	

SECTION 1 **PROFILE OF RESPONDENTS**

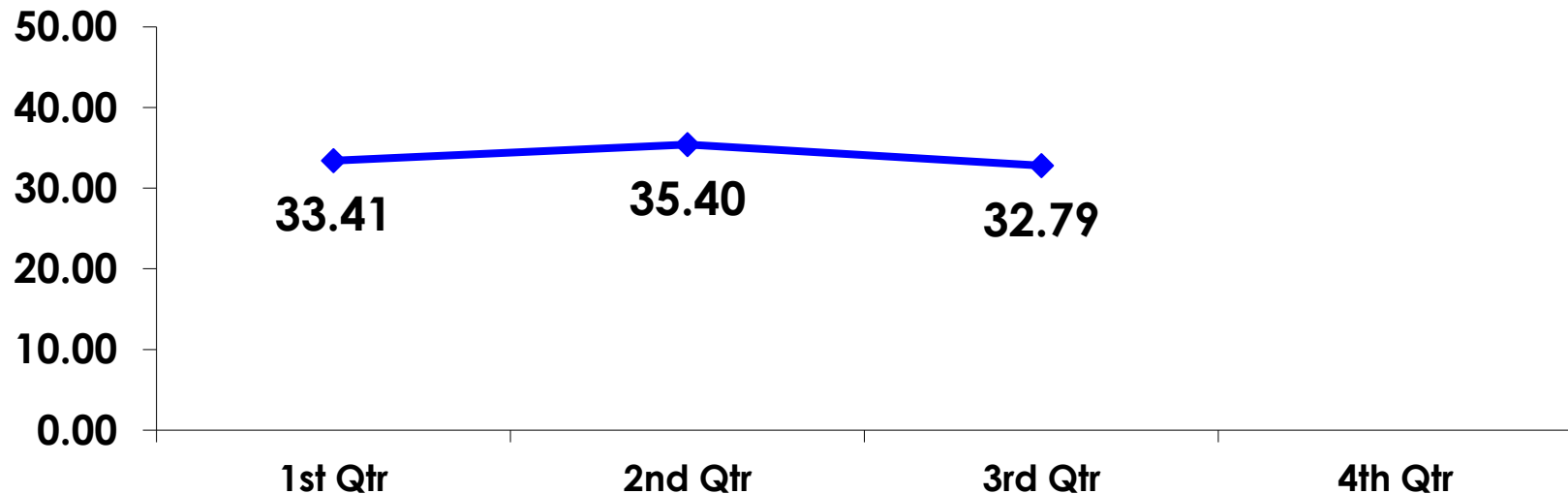
MARITAL STATUS - TRACKING



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	76	43	11	3	30	30	50	15	0	18
		Column N %	51%	54%	85%	25%	54%	43%	54%	68%	0%	32%
	Single	Count	73	36	2	9	26	40	42	7	12	38
		Column N %	49%	46%	15%	75%	46%	57%	46%	32%	100%	68%
	Total	Count	149	79	13	12	56	70	92	22	12	56

AVERAGE AGE - TRACKING



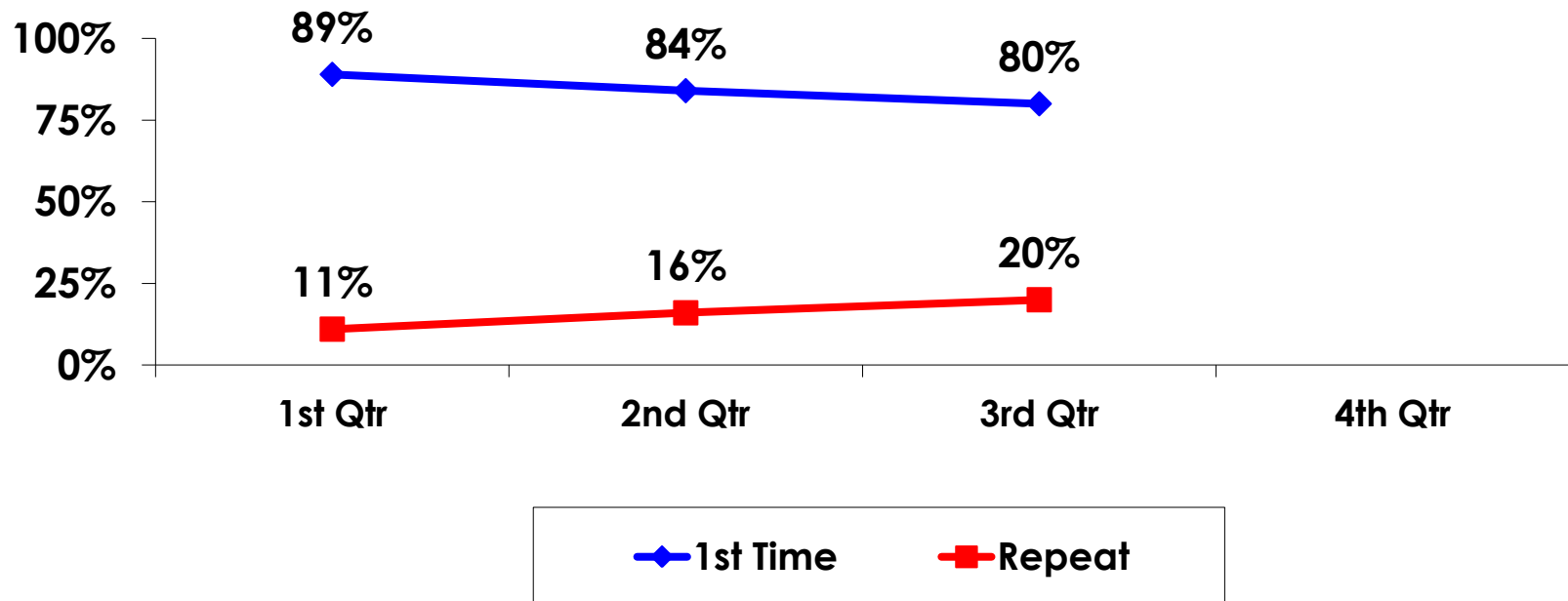
AGE- SEGMENTATION

			TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
			-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	16	9	2	4	3	10	6	2	9	5
		Column N %	11%	11%	15%	33%	5%	14%	7%	9%	75%	9%
	25-34	Count	75	45	3	4	32	43	46	11	3	37
		Column N %	50%	57%	23%	33%	57%	61%	50%	50%	25%	66%
	35-49	Count	52	24	7	4	21	17	37	8	0	12
		Column N %	35%	30%	54%	33%	38%	24%	40%	36%	0%	21%
	50+	Count	6	1	1	0	0	0	3	1	0	2
		Column N %	4%	1%	8%	0%	0%	0%	3%	5%	0%	4%
	Total	Count	149	79	13	12	56	70	92	22	12	56
QF	Mean		32.79	31.78	34.69	30.58	31.79	29.70	32.97	32.36	22.50	30.98
	Median		31	30	35	30	31	30	32	31	23	30

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		13	6	1	2	3	9	5	2	5	0
	Column N %		9%	8%	8%	17%	6%	13%	6%	10%	42%	0%
NT160K-NT200K	Count		10	5	2	0	4	3	7	2	3	0
	Column N %		7%	7%	15%	0%	8%	4%	8%	10%	25%	0%
NT200K-NT400K	Count		10	1	0	1	4	6	6	1	0	0
	Column N %		7%	1%	0%	8%	8%	9%	7%	5%	0%	0%
NT400K-NT600K	Count		30	20	1	2	15	14	15	5	2	30
	Column N %		21%	27%	8%	17%	28%	20%	17%	24%	17%	53%
NT600K-NT800K	Count		27	16	1	2	9	13	18	3	1	27
	Column N %		19%	21%	8%	17%	17%	19%	20%	14%	8%	47%
NT800K-NT1.0M	Count		25	13	3	4	5	14	18	4	0	0
	Column N %		17%	17%	23%	33%	9%	20%	20%	19%	0%	0%
NT1.0M+	Count		26	12	5	1	13	9	20	4	0	0
	Column N %		18%	16%	38%	8%	25%	13%	22%	19%	0%	0%
No Income	Count		3	2	0	0	0	2	1	0	1	0
	Column N %		2%	3%	0%	0%	0%	3%	1%	0%	8%	0%
Total	Count		144	75	13	12	53	70	90	21	12	57

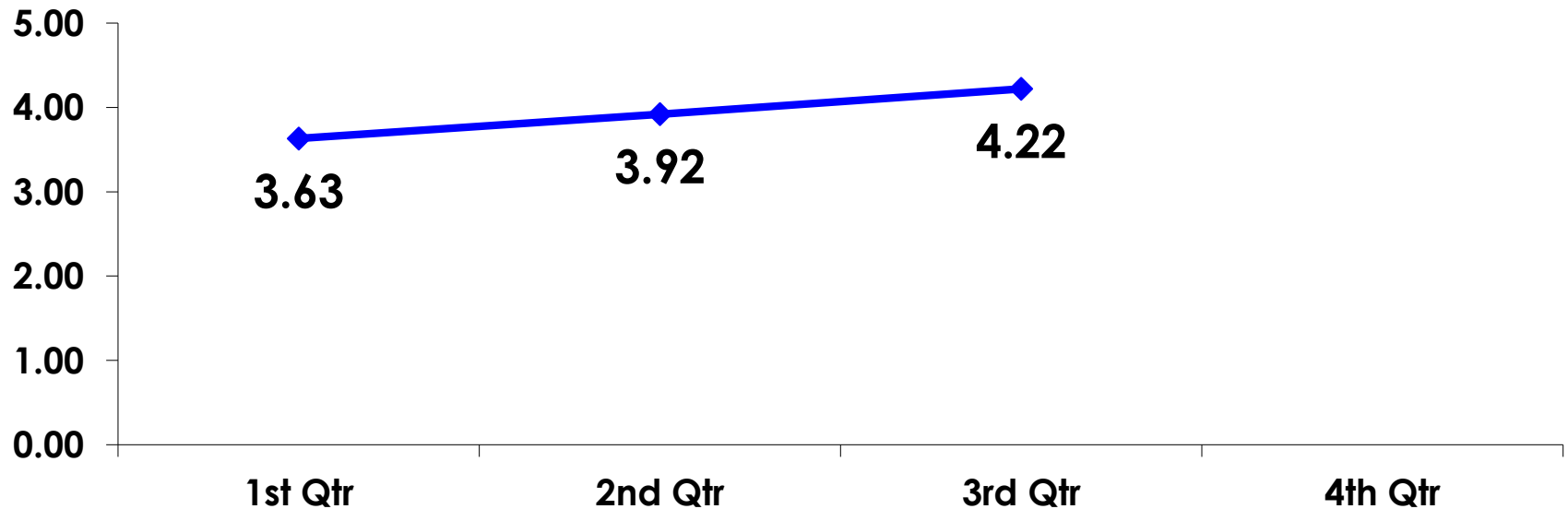
PRIOR TRIPS TO GUAM - TRACKING



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	119	63	4	10	43	62	77	19	11	52
		Column N %	80%	81%	31%	83%	77%	90%	85%	86%	92%	95%
	No	Count	29	15	9	2	13	7	14	3	1	3
		Column N %	20%	19%	69%	17%	23%	10%	15%	14%	8%	5%
	Total	Count	148	78	13	12	56	69	91	22	12	55

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	4.22	4.13	4.42	3.08	3.91	3.90	3.89	3.57	3.67	3.93
	Median	3	4	4	3	3	3	3	3	3	3

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	34	13	0	0	12	16	27	2	1	19
		Column N %	23%	17%	0%	0%	21%	24%	30%	10%	9%	33%
	Free-time package tour	Count	59	34	8	0	26	27	34	11	4	18
		Column N %	40%	44%	62%	0%	46%	40%	37%	52%	36%	32%
	Individually arranged travel (FIT)	Count	37	23	5	0	15	15	18	6	5	14
		Column N %	25%	29%	38%	0%	27%	22%	20%	29%	45%	25%
	Group tour	Count	5	2	0	2	0	4	3	1	0	3
		Column N %	3%	3%	0%	17%	0%	6%	3%	5%	0%	5%
	Company paid travel	Count	10	6	0	10	2	6	8	1	1	3
		Column N %	7%	8%	0%	83%	4%	9%	9%	5%	9%	5%
	Other	Count	1	0	0	0	1	0	1	0	0	0
		Column N %	1%	0%	0%	0%	2%	0%	1%	0%	0%	0%
	Total	Count	146	78	13	12	56	68	91	21	11	57

TRAVEL MOTIVATION - SEGMENTATION

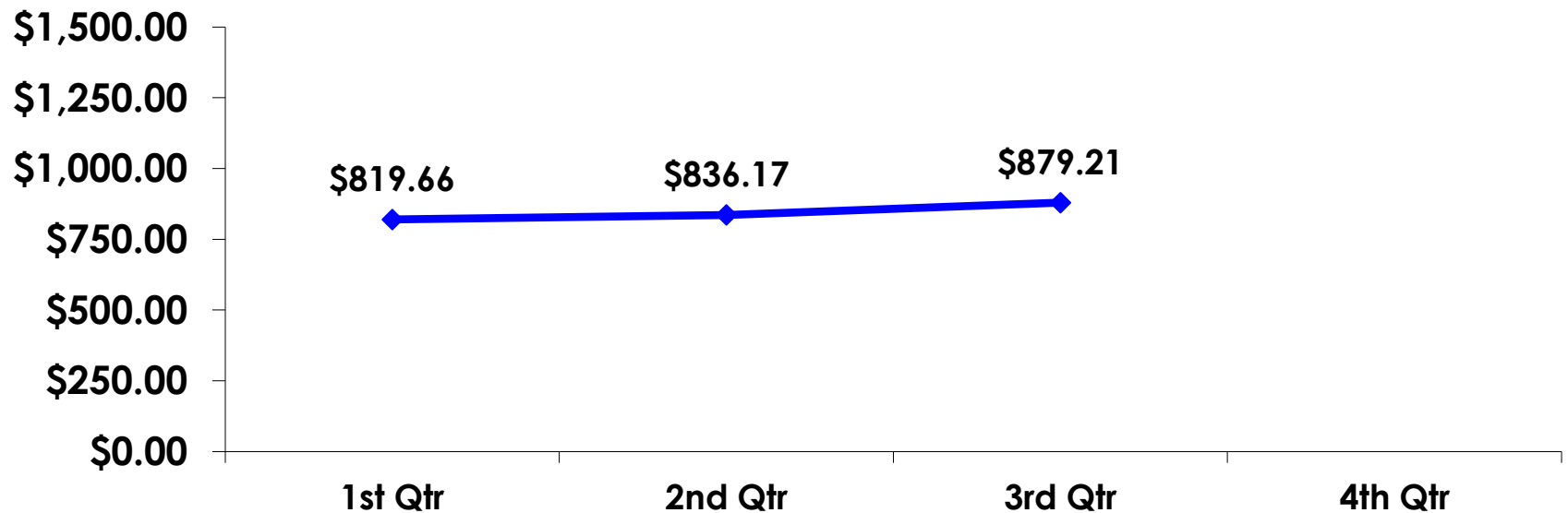
		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
		-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	11%	11%	62%	8%	13%	7%	9%	9%	0%	5%
	Price	15%	20%	23%	25%	14%	19%	17%	18%	17%	16%
	Visit friends/ Relatives	3%	3%	15%	0%	4%	0%	1%	0%	8%	2%
	Recomm- friend/family/trvl agnt	33%	33%	38%	17%	34%	31%	30%	32%	58%	40%
	Scuba	30%	34%	23%	67%	23%	31%	31%	9%	25%	40%
	Water sports	23%	23%	0%	42%	27%	21%	24%	18%	33%	26%
	Short travel time	7%	8%	8%	0%	0%	11%	9%	0%	0%	12%
	Golf	1%	3%	0%	0%	2%	1%	1%	0%	0%	2%
	Relax	49%	92%	46%	33%	55%	46%	49%	41%	50%	56%
	Company/ Business Trip	7%	3%	0%	17%	9%	4%	4%	0%	0%	5%
	Convention/ Trade/ Conference	2%	4%	0%	0%	2%	3%	2%	0%	8%	2%
	Safe	31%	43%	54%	33%	38%	27%	29%	32%	50%	39%
	Natural beauty	73%	86%	69%	50%	66%	80%	74%	82%	83%	75%
	Shopping	39%	41%	62%	75%	32%	46%	41%	41%	42%	39%
	Career Cert/ Testing	1%	3%	0%	0%	2%	1%	2%	0%	0%	0%
	Married/ Attn wedding	6%	1%	8%	0%	9%	3%	6%	41%	0%	5%
	Honeymoon	9%	13%	15%	17%	11%	10%	8%	64%	0%	9%
	Pleasure	11%	20%	0%	33%	13%	13%	13%	9%	8%	16%
	Organized sports	2%	4%	0%	0%	2%	3%	3%	0%	0%	5%
	No Visa requirement	28%	43%	38%	33%	20%	33%	28%	18%	33%	32%
	Other	12%	13%	0%	0%	18%	10%	15%	0%	0%	18%
	Total Count	150	79	13	12	56	70	93	22	12	57

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	53%	66%	54%	17%	64%	46%	53%	45%	67%	54%
	Friend/ Relative	38%	38%	38%	33%	34%	43%	34%	41%	83%	39%
	Travel Agent Brochure	23%	22%	15%	42%	21%	21%	24%	36%	33%	27%
	TV	21%	22%	23%	42%	16%	21%	26%	27%	8%	20%
	Travel Guidebook- Bookstore	19%	29%	8%	17%	16%	26%	18%	27%	17%	21%
	Co-Worker/ Company Trvl Dept	18%	19%	0%	50%	14%	20%	22%	18%	8%	18%
	Prior Trip	18%	19%	62%	17%	21%	10%	14%	9%	8%	5%
	GVB Promo	9%	11%	8%	8%	5%	10%	4%	5%	17%	14%
	Magazine (Consumer)	8%	8%	15%	8%	7%	6%	12%	14%	0%	11%
	Consumer Trvl Show	7%	6%	0%	17%	7%	7%	9%	5%	8%	5%
	Newspaper	4%	3%	8%	8%	4%	0%	4%	5%	0%	4%
	Other	3%	3%	0%	0%	5%	3%	4%	5%	0%	0%
	Travel Trade Show	3%	1%	0%	0%	5%	3%	4%	5%	0%	4%
	GVB Office	1%	3%	0%	0%	0%	3%	2%	0%	0%	2%
	Total Count	149	79	13	12	56	70	92	22	12	56

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING



YTD=\$845.02

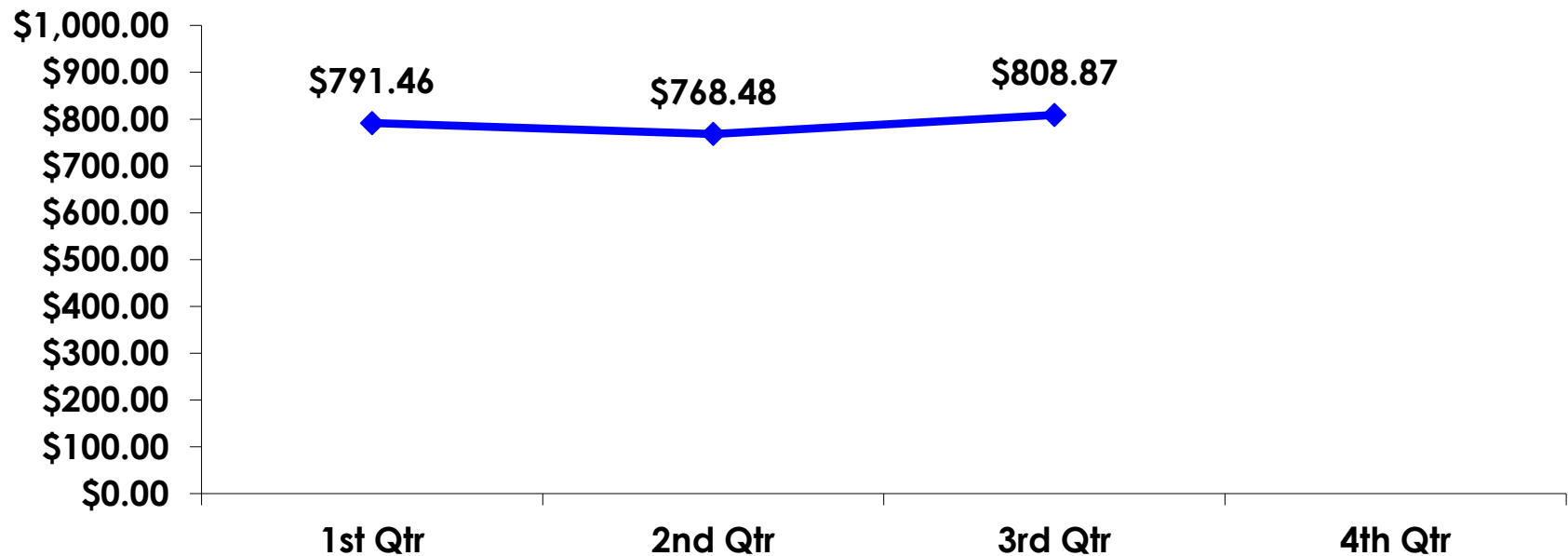
PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/HNYMOON	STUDENT	MID INCOME
		-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$879.21	\$964.68	\$690.97	\$623.14	\$919.24	\$892.67	\$932.05	\$662.07	\$316.84	\$923.92
	Median	\$925	\$925	\$735	\$513	\$925	\$914	\$925	\$617	\$0	\$925
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$2,529	\$2,035	\$1,233	\$2,035	\$2,035	\$2,529	\$2,529	\$1,542	\$1,233	\$2,035

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	\$1,115.86	\$1,125.72	\$2,428.31	\$952.82	\$1,095.79	\$1,011.07	\$1,136.01	\$1,439.41	\$770.89	\$979.76
	Minimum	\$524	\$524	\$1,850	\$953	\$555	\$524	\$524	\$709	\$771	\$586
	Maximum	\$3,700	\$2,004	\$3,700	\$953	\$2,158	\$2,004	\$2,158	\$3,700	\$771	\$1,542
AIR/ HOTEL/ MEAL	Mean	\$1,559.38	\$1,526.97	\$2,296.23	\$2,232.50	\$1,517.69	\$1,454.93	\$1,566.10	\$1,347.96	\$801.73	\$1,289.56
	Minimum	\$617	\$617	\$694	\$709	\$709	\$617	\$617	\$617	\$802	\$709
	Maximum	\$7,709	\$6,167	\$6,167	\$5,550	\$3,084	\$7,709	\$7,709	\$3,084	\$802	\$3,084
AIR ONLY	Mean	\$958.99	\$1,233.43	\$1,387.60	\$308.36	\$1,032.99	.	\$1,695.96	.	\$308.36	\$462.53
	Minimum	\$308	\$463	\$1,388	\$308	\$463	.	\$1,388	.	\$308	\$463
	Maximum	\$2,004	\$2,004	\$1,388	\$308	\$2,004	.	\$2,004	.	\$308	\$463
HOTEL ONLY	Mean	\$555.04	.	.	.	\$555.04
	Minimum	\$555	.	.	.	\$555
	Maximum	\$555	.	.	.	\$555
HOTEL & MEAL	Mean	\$311.75	\$311.75	.	.	\$311.75	.	\$311.75	.	.	.
	Minimum	\$74	\$74	.	.	\$74	.	\$74	.	.	.
	Maximum	\$549	\$549	.	.	\$549	.	\$549	.	.	.
F&B HOTEL	Mean	\$308.36	\$308.36	\$308.36	.	.	.
	Minimum	\$308	\$308	\$308	.	.	.
	Maximum	\$308	\$308	\$308	.	.	.
TRANS- TAIWAN	Mean	\$50.57	\$53.30	.	\$9.25	\$51.98	\$53.28	\$52.14	\$40.09	\$12.33	\$74.36
	Minimum	\$1	\$1	.	\$9	\$1	\$8	\$1	\$40	\$9	\$1
	Maximum	\$185	\$185	.	\$9	\$185	\$93	\$185	\$40	\$19	\$185
TRANS- GUAM	Mean	\$115.55	\$144.96	\$16.03	.	\$91.62	\$151.45	\$111.21	\$30.84	\$81.71	\$167.59
	Minimum	\$7	\$7	\$16	.	\$7	\$16	\$7	\$31	\$56	\$7
	Maximum	\$463	\$463	\$16	.	\$308	\$463	\$463	\$31	\$108	\$463
OPT TOURS	Mean	\$447.30	\$497.43	\$308.36	\$647.55	\$428.56	\$478.72	\$413.18	\$493.37	.	\$355.45
	Minimum	\$86	\$93	\$308	\$648	\$93	\$86	\$86	\$493	.	\$86
	Maximum	\$1,018	\$1,014	\$308	\$648	\$1,018	\$1,014	\$1,018	\$493	.	\$1,018
OTHER	Mean	\$546.71	\$542.08	\$867.25	\$434.78	\$496.91	\$562.62	\$610.09	\$365.00	\$213.79	\$402.53
	Minimum	\$9	\$9	\$617	\$9	\$31	\$9	\$9	\$9	\$99	\$9
	Maximum	\$2,158	\$1,449	\$1,465	\$987	\$1,449	\$2,158	\$2,158	\$617	\$336	\$1,418
TOTAL	Mean	\$1,235.92	\$1,372.09	\$2,205.51	\$782.45	\$1,349.62	\$1,180.97	\$1,357.00	\$1,226.78	\$355.38	\$1,076.69
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$6,167	\$6,167	\$6,167	\$2,158	\$4,009	\$6,167	\$6,167	\$3,700	\$1,233	\$4,009

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$789.60

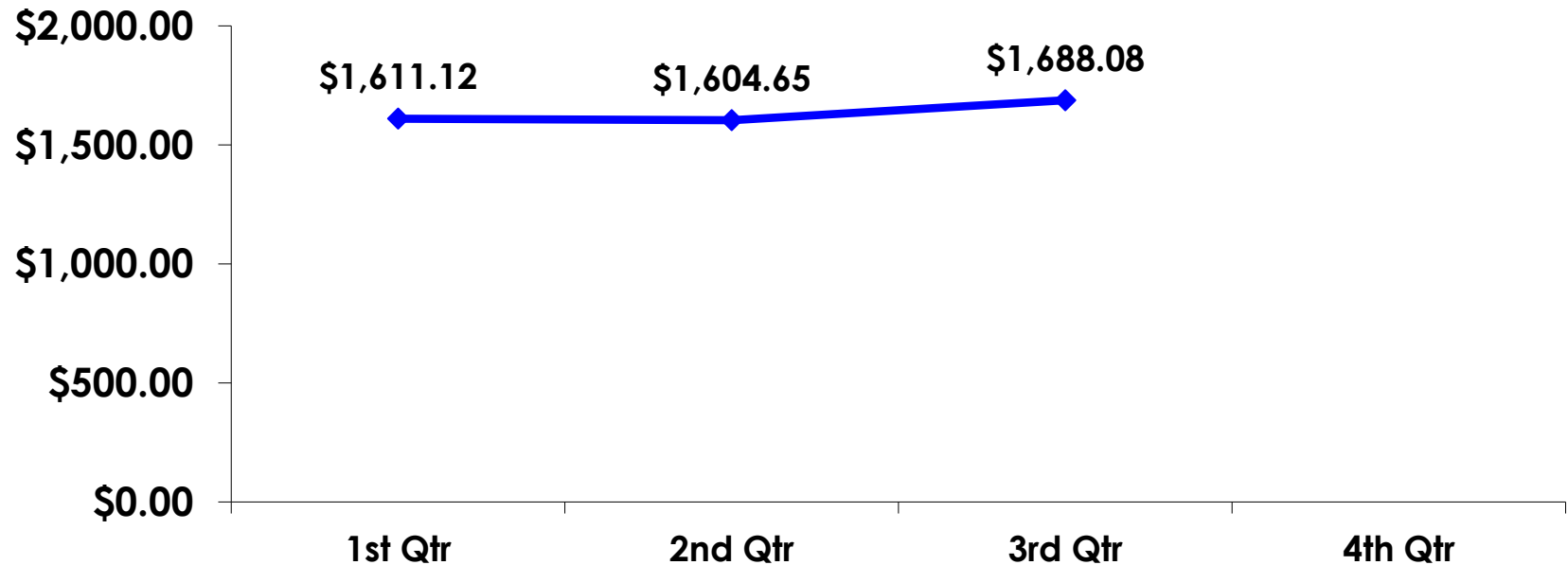
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
		-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$808.87	\$744.45	\$425.89	\$574.25	\$806.98	\$836.39	\$820.21	\$984.34	\$279.83	\$741.35
	Median	\$432	\$478	\$300	\$312	\$462	\$469	\$400	\$388	\$208	\$400
	Minimum	\$0	\$0	\$0	\$100	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$10,000	\$5,550	\$1,500	\$1,300	\$10,000	\$6,409	\$10,000	\$10,000	\$770	\$5,550

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	\$49.91	\$53.27	\$78.46	\$7.50	\$60.54	\$58.44	\$52.81	\$64.82	\$8.08	\$65.51
F&B FF/STORE	\$107.87	\$99.59	\$60.85	\$59.17	\$73.80	\$133.31	\$125.62	\$44.09	\$23.33	\$164.40
F&B RESTRNT	\$97.45	\$115.62	\$121.62	\$32.67	\$92.66	\$84.93	\$85.72	\$52.73	\$37.50	\$104.63
OPT TOUR	\$118.73	\$109.16	\$99.92	\$110.42	\$179.66	\$87.26	\$138.14	\$204.00	\$88.33	\$108.25
GIFT- SELF	\$259.58	\$273.54	\$361.08	\$137.92	\$257.18	\$309.64	\$268.85	\$246.36	\$67.50	\$168.32
GIFT- OTHER	\$129.13	\$140.94	\$62.54	\$220.83	\$177.11	\$117.89	\$155.75	\$181.82	\$37.75	\$120.33
TRANS	\$48.21	\$67.63	\$53.08	\$6.08	\$72.57	\$40.11	\$48.17	\$61.09	\$19.83	\$30.96
OTHER	\$296.29	\$190.56	\$616.77	\$175.92	\$210.68	\$288.40	\$226.57	\$703.05	\$61.58	\$166.98
TOTAL	\$1,100.52	\$1,037.66	\$1,454.31	\$750.50	\$1,106.34	\$1,120.03	\$1,090.88	\$1,557.95	\$344.00	\$929.39

TOTAL EXPENDITURES – TRACKING



YTD=\$1,634.62

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	\$1,688.08	\$1,709.13	\$1,116.86	\$1,197.39	\$1,726.22	\$1,729.05	\$1,752.26	\$1,646.41	\$596.67	\$1,665.27
	Median	\$1,417	\$1,563	\$1,052	\$717	\$1,451	\$1,544	\$1,457	\$1,102	\$316	\$1,542
	Minimum	\$0	\$0	\$0	\$220	\$62	\$0	\$0	\$300	\$0	\$0
	Maximum	\$11,388	\$7,400	\$2,425	\$3,277	\$11,388	\$7,118	\$11,388	\$11,388	\$1,633	\$7,400

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 2016				
	1st Qtr	2nd Qtr	3rd Qtr	Combine d 1-3 Qtr 2016
Drivers:	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks				
Ease of getting around				
Safety walking around at night	4			
Quality of daytime tours	1		1	1
Variety of daytime tours		1		
Quality of nighttime tours				7
Variety of nighttime tours				
Quality of shopping			3	4
Variety of shopping	3			
Price of things on Guam		2		6
Quality of hotel accommodations			4	3
Quality/cleanliness of air, sky				
Quality/cleanliness of parks				
Quality of landscape in Tumon			2	5
Quality of landscape in Guam				
Quality of ground handler	2			
Quality/cleanliness of transportation vehicles		3		2
% of Per Person On Island Expenditures Accounted For	59.4%	52.1%	43.3%	49.1%
NOTE: Only significant drivers are included.				

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Taiwan visitor's experience on Guam is driven by four significant factors in the Third Quarter 2016 Period. By rank order they are:
 - **Quality of daytime tours,**
 - **Quality of landscape in Tumon,**
 - **Quality of shopping, and**
 - **Quality of hotel accommodations.**
- With these three factors the overall r^2 is .433 meaning that **43.3% of overall satisfaction is accounted for by these factors.**

Comparison of Drivers of Per Person On-Island Expenditures, 1st,2nd,3rd Qtrs 2016, and Overall 1-3rd Qtrs 2016

	1st Qtr	2nd Qtr	3rd Qtr	Combine d 1-3 Qtr 2016
Drivers:	rank	rank	rank	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				
Quality/cleanliness of air, sky				
Quality/cleanliness of parks				
Quality of landscape in Tumon		1		1
Quality of landscape in Guam				
Quality of ground handler				
Quality/cleanliness of transportation vehicles			1	
% of Per Person On Island Expenditures Accounted For	0.0%	10.8%	2.6%	1.1%
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 one significant factor in the Third Quarter 2016 Period. It is:
 - **Quality/cleanliness of transportation vehicles.**
- With this factor the overall r^2 is .026 meaning that **2.6% of Per person on island expenditure is accounted for by this factor.**