



GUAM VISITORS BUREAU

China Visitor Tracker Exit Profile

FY2015 Market Segmentation

1st QTR (OCT~DEC 2014)



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 **104** departing Chinese 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 **104** is +/- 9.8 percentage points with a 95% confidence level. That is, if all Chinese 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 +/- 9.8 percentage points.

OBJECTIVES

- **The specific objectives of the analysis were:**
 - To determine the relative size and expenditure behavior of the following market segments:
 - Families
 - Traveling with children
 - Wedding/ Honeymooners
 - Office ladies
 - FITs
 - Group tours
 - 18-35
 - 25-55
 - Silvers
 - To identify (for all China 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
- Wedding/ Honeymoon – Q.5A
- Group Tour – Q.7
- Office Lady – Q.25/ female
- Silvers – Q.D
- 18-35 – Q.D
- 25-55 – Q.D
- Child – Q.6
- FITs – Q.7

Highlighted Segments

	1 st QTR	2 nd QTR	3 rd QTR	4 th QTR
Families	67%			
Child	8%			
Wedding/ Honeymoon	12%			
Office Lady	10%			
FIT	37%			
Group Tour	1%			
Male 18-35	24%			
Female 18-35	31%			
Male 25-55	30%			
Female 25-55	49%			
Silver 60+	10%			
TOTAL	104			

SECTION 1 **PROFILE OF RESPONDENTS**

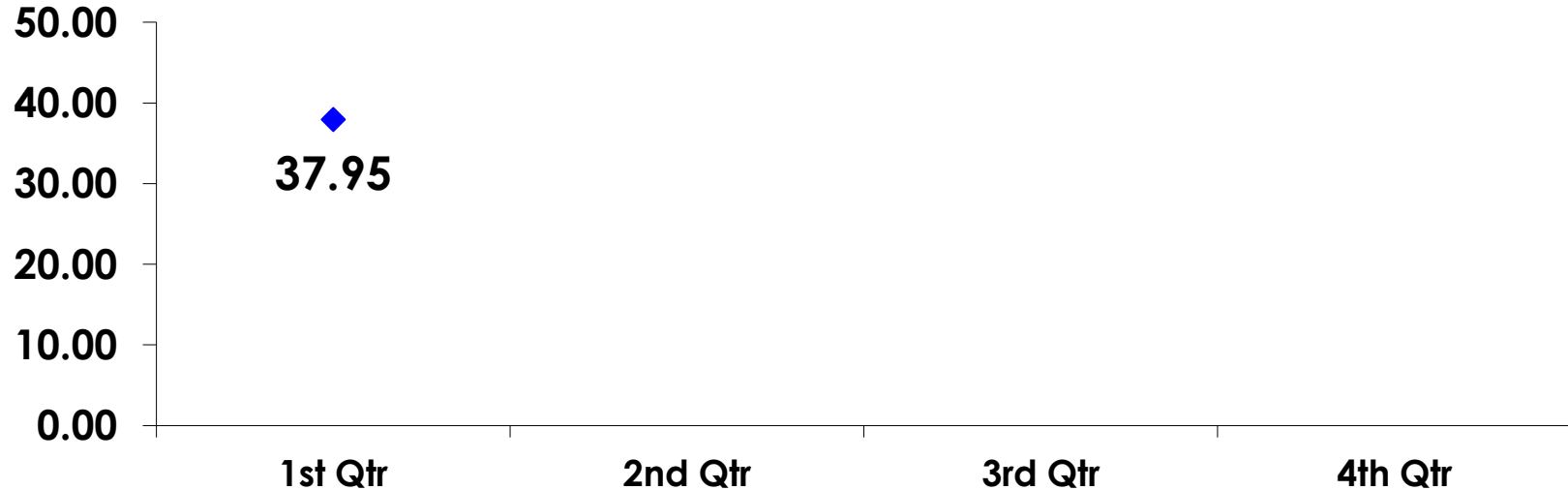
MARITAL STATUS - TRACKING



MARITAL STATUS- SEGMENTATION

			TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	GROUP TOUR	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	83	61	10	8	9	1	10	17	23	26	40	27
		Column N %	80%	87%	83%	100%	90%	100%	100%	68%	72%	84%	78%	71%
	Single	Count	21	9	2	0	1	0	0	8	9	5	11	11
		Column N %	20%	13%	17%	0%	10%	0%	0%	32%	28%	16%	22%	29%
Total		Count	104	70	12	8	10	1	10	25	32	31	51	38

AVERAGE AGE - TRACKING



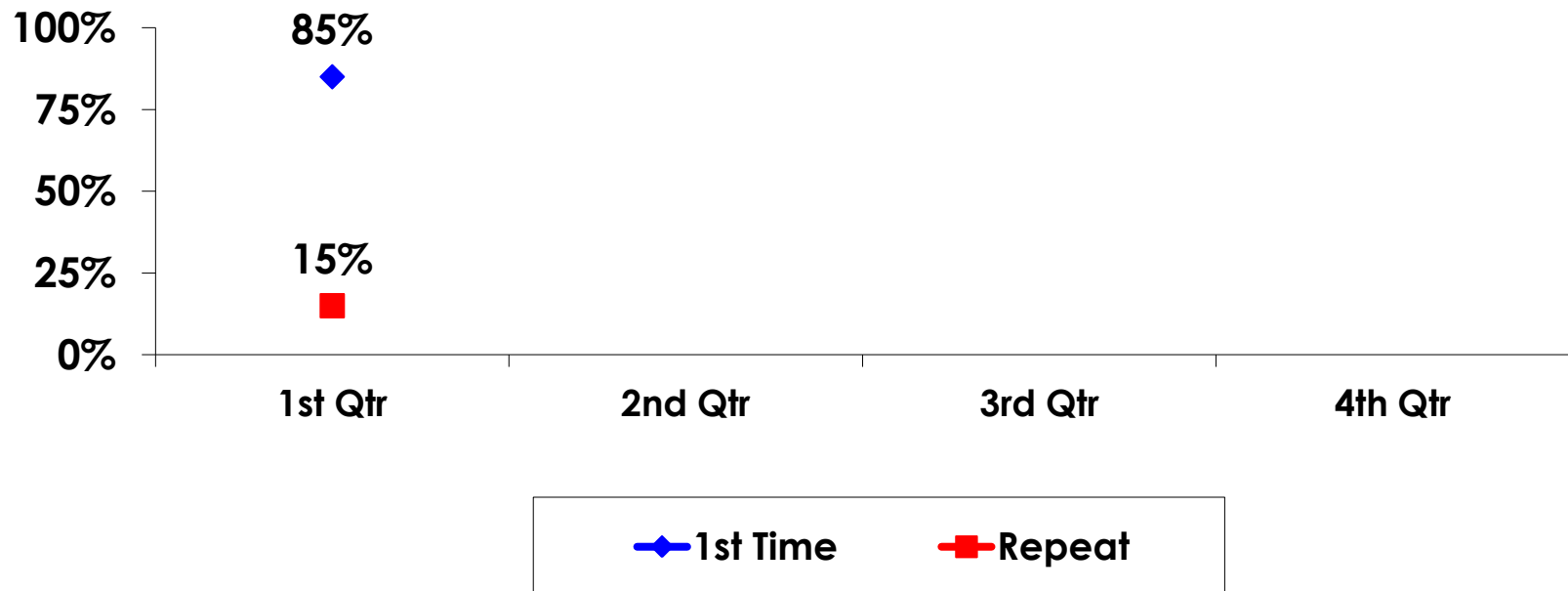
AGE- SEGMENTATION

			TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	GROUP TOUR	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	8	5	1	0	0	0	0	5	3	0	0	4
		Column N %	8%	7%	8%	0%	0%	0%	0%	20%	9%	0%	0%	11%
25-34	Count	43	32	8	3	7	0	0	0	18	25	18	25	17
	Column N %	41%	46%	67%	38%	70%	0%	0%	0%	72%	78%	58%	49%	45%
35-49	Count	29	15	1	3	3	1	0	0	2	4	9	20	11
	Column N %	28%	21%	8%	38%	30%	100%	0%	0%	8%	13%	29%	39%	29%
50+	Count	24	18	2	2	0	0	10	0	0	0	4	6	6
	Column N %	23%	26%	17%	25%	0%	0%	100%	0%	0%	0%	13%	12%	16%
	Total	Count	104	70	12	8	10	1	10	25	32	31	51	38
QF	Mean		37.95	38.40	32.33	40.75	32.90	48.00	61.20	27.96	29.38	35.23	36.18	35.74
	Median		35	34	29	35	31	48	60	28	29	32	35	33

INCOME - SEGMENTATION

			TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	GROUP TOUR	SILVER 60+	MALE 18-35	FEMALE 18- 35	MALE 25-55	FEMALE 25- 55	FIT
			-	-	-	-	-	-	-	-	-	-	-	-
Q26 <=CBY40K	Count		4	2	1	0	0	0	1	1	1	0	1	2
	Column N %		4%	3%	8%	0%	0%	0%	11%	4%	3%	0%	2%	6%
CNY40K - CNY60K	Count		10	7	1	0	0	0	2	1	3	2	4	2
	Column N %		10%	10%	8%	0%	0%	0%	22%	4%	10%	6%	9%	6%
CNY60K - CNY80K	Count		19	16	3	2	2	0	3	3	7	4	8	4
	Column N %		19%	24%	25%	29%	22%	0%	33%	12%	23%	13%	17%	11%
CNY80K - CNY120K	Count		14	9	2	0	2	1	0	3	4	4	9	6
	Column N %		14%	13%	17%	0%	22%	100%	0%	12%	13%	13%	20%	17%
CNY120K - CNY240K	Count		30	20	2	1	3	0	3	11	8	13	13	14
	Column N %		31%	29%	17%	14%	33%	0%	33%	44%	27%	42%	28%	39%
CNY240K+	Count		20	13	3	4	2	0	0	5	7	8	11	8
	Column N %		20%	19%	25%	57%	22%	0%	0%	20%	23%	26%	24%	22%
No Income	Count		1	1	0	0	0	0	0	1	0	0	0	0
	Column N %		1%	1%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%
Total	Count		98	68	12	7	9	1	9	25	30	31	46	36

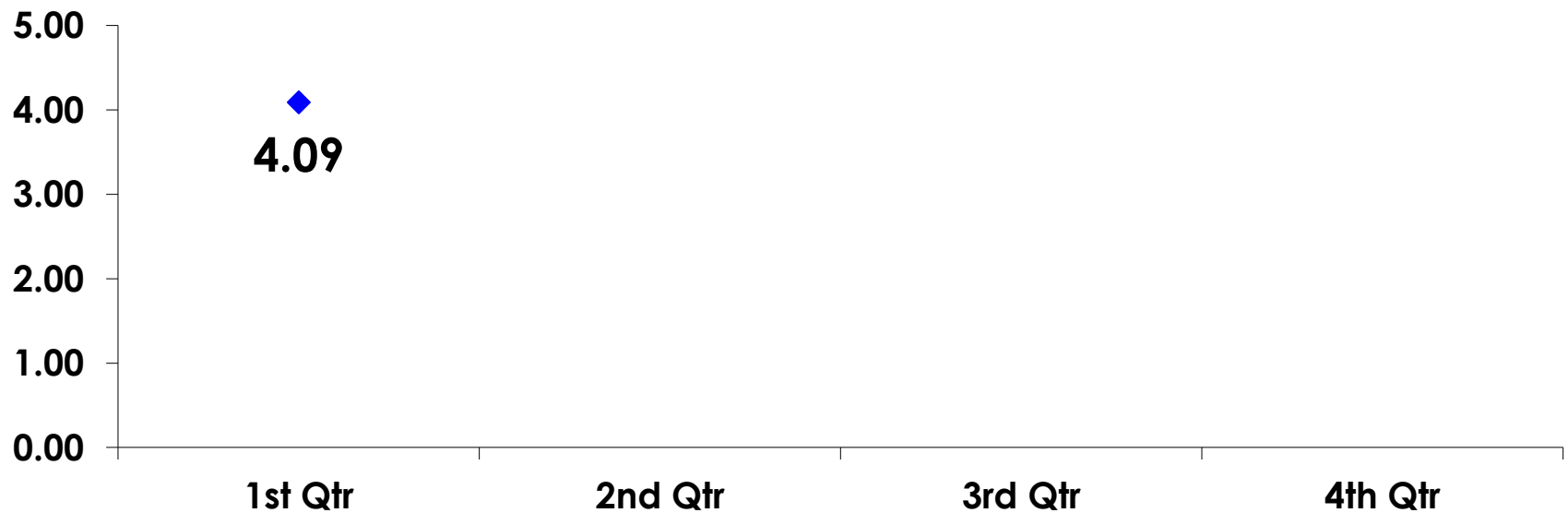
PRIOR TRIPS TO GUAM - TRACKING



PRIOR TRIPS TO GUAM - SEGMENTATION

			TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	GROUP TOUR	SILVER 60+	MALE 18-35	FEMALE 18- 35	MALE 25-55	FEMALE 25- 55	FIT
			-	-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	82	56	11	7	9	1	6	21	28	25	41	27
		Column N %	85%	88%	92%	88%	90%	100%	75%	84%	90%	81%	85%	73%
	No	Count	15	8	1	1	1	0	2	4	3	6	7	10
		Column N %	15%	13%	8%	13%	10%	0%	25%	16%	10%	19%	15%	27%
Total	Count	97	64	12	8	10	1	8	25	31	31	48	37	

AVG LENGTH OF STAY - TRACKING



AVG LENGTH OF STAY - SEGMENTATION

		TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	GROUP TOUR	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
Q8	Mean	4.09	4.21	5.08	4.63	5.10	2.00	5.40	3.68	4.53	3.58	4.12	4.47
	Median	3	3	6	5	6	2	6	3	4	3	3	3

SECTION 2 **TRAVEL PLANNING**

TRAVEL PLANNING - SEGMENTATION

			TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	GROUP TOUR	SILVER 60+	MALE 18-35	FEMALE 18- 35	MALE 25-55	FEMALE 25- 55	FIT
			-	-	-	-	-	-	-	-	-	-	-	-
Q7	Full package tour	Count	8	5	0	1	0	0	0	3	2	3	4	0
		Column N %	8%	7%	0%	13%	0%	0%	0%	12%	6%	10%	8%	0%
	Free-time package tour	Count	51	38	8	4	4	0	6	11	17	14	25	0
		Column N %	52%	57%	67%	50%	40%	0%	75%	44%	53%	45%	51%	0%
	Individually arranged travel (FIT)	Count	38	23	4	3	5	0	2	11	12	14	18	38
		Column N %	38%	34%	33%	38%	50%	0%	25%	44%	38%	45%	37%	100%
	Group tour	Count	1	1	0	0	0	1	0	0	0	0	1	0
		Column N %	1%	1%	0%	0%	0%	100%	0%	0%	0%	0%	0%	2%
	Company paid travel	Count	1	0	0	0	1	0	0	0	1	0	1	0
		Column N %	1%	0%	0%	0%	10%	0%	0%	0%	3%	0%	2%	0%
Total		Count	99	67	12	8	10	1	8	25	32	31	49	38

TRAVEL MOTIVATION - SEGMENTATION

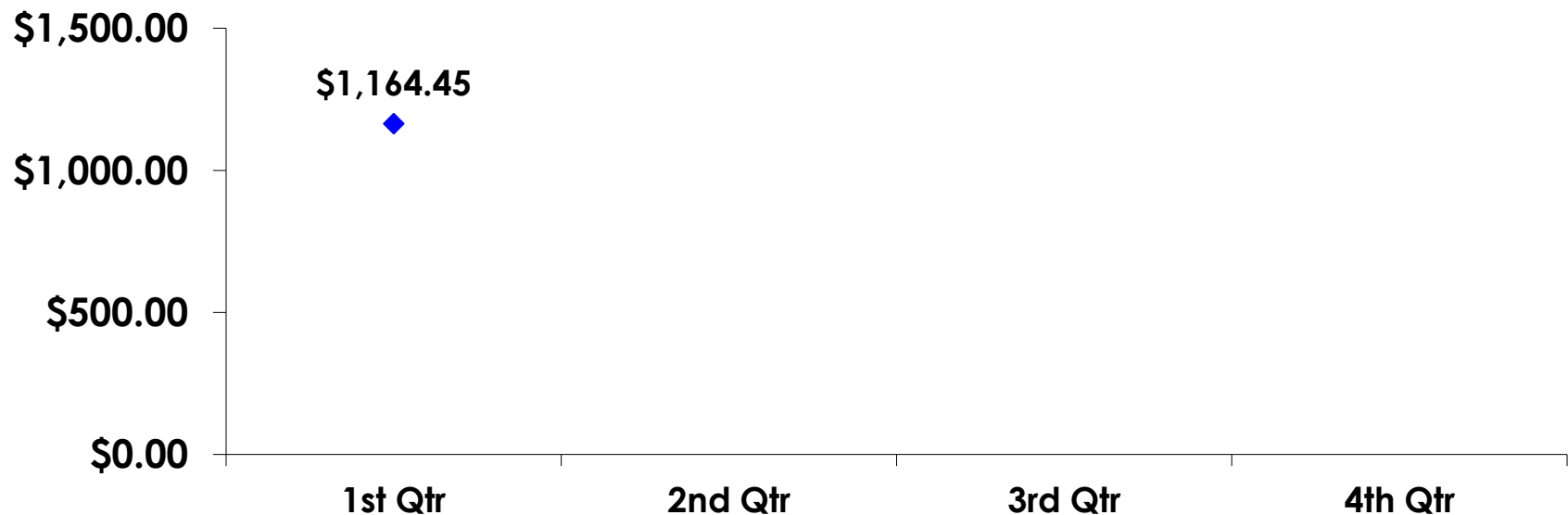
	TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	GROUP TOUR	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
	-	-	-	-	-	-	-	-	-	-	-	-
Q5A Previous trip	6%	4%	0%	0%	11%	0%	10%	0%	6%	3%	8%	11%
Price	18%	14%	0%	0%	11%	0%	10%	12%	16%	16%	20%	13%
Visit friends/ Relatives	8%	6%	0%	0%	0%	0%	20%	8%	3%	6%	8%	13%
Recomm- friend/family/trvl agnt	20%	19%	8%	13%	0%	0%	30%	16%	16%	16%	20%	18%
Scuba	10%	10%	33%	0%	11%	0%	0%	12%	16%	13%	10%	13%
Water sports	17%	17%	42%	13%	11%	0%	0%	8%	35%	13%	24%	18%
Short travel time	33%	34%	33%	38%	22%	0%	40%	48%	32%	45%	24%	29%
Relax	37%	41%	17%	25%	22%	0%	50%	44%	42%	32%	34%	32%
Company/ Business Trip	1%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	3%
Convention/ Trade/ Conference	1%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	3%
Safe	20%	26%	25%	38%	11%	100%	50%	32%	16%	26%	12%	13%
Natural beauty	69%	73%	75%	88%	89%	100%	70%	76%	71%	74%	70%	66%
Shopping	56%	60%	58%	50%	56%	0%	50%	48%	55%	71%	54%	55%
Career Cert/ Testing	4%	0%	8%	0%	0%	0%	0%	12%	3%	10%	2%	11%
Married/ Attn wedding	4%	6%	33%	25%	0%	0%	0%	4%	3%	3%	6%	0%
Honeymoon	9%	11%	75%	0%	22%	0%	0%	12%	19%	10%	10%	11%
Pleasure	9%	11%	0%	13%	0%	0%	10%	12%	13%	10%	6%	3%
No visa requirement	6%	7%	0%	0%	0%	0%	30%	0%	0%	6%	2%	0%
Other	3%	1%	0%	0%	0%	0%	0%	4%	3%	0%	2%	5%
Total Count	103	70	12	8	9	1	10	25	31	31	50	38

INFORMATION SOURCES - SEGMENTATION

		TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	GROUP TOUR	SILVER 60+	MALE 18-35	FEMALE 18- 35	MALE 25-55	FEMALE 25- 55	FIT	
		-	-	-	-	-	-	-	-	-	-	-	-	
Q1	Internet	68%	71%	92%	75%	67%	100%	30%	96%	77%	81%	66%	70%	
	Friend/ Relative	49%	46%	50%	38%	44%	0%	50%	44%	42%	48%	52%	65%	
	Travel Guidebook- Bookstore	19%	20%	42%	38%	22%	0%	30%	16%	26%	23%	18%	8%	
	Travel Agent Brochure	12%	14%	25%	13%	0%	0%	20%	12%	13%	16%	8%	3%	
	Co-Worker/ Company Trvl Dept	10%	9%	0%	13%	11%	100%	0%	8%	10%	10%	12%	16%	
	GVB Promo	7%	7%	0%	13%	11%	0%	0%	4%	13%	3%	8%	8%	
	Prior Trip	7%	7%	8%	0%	0%	0%	20%	4%	3%	10%	4%	11%	
	Magazine (Consumer)	6%	7%	8%	0%	11%	0%	0%	8%	10%	6%	8%	3%	
	TV	6%	4%	8%	0%	11%	0%	0%	4%	10%	3%	6%	0%	
	Newspaper	4%	3%	0%	0%	0%	0%	10%	4%	3%	3%	2%	5%	
	GVB Office	3%	4%	0%	0%	0%	0%	10%	0%	6%	0%	4%	3%	
	Theater Ad	2%	1%	0%	0%	11%	0%	0%	4%	3%	3%	2%	3%	
	Other	1%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	3%	
	Consumer Trvl Show	1%	1%	0%	0%	11%	0%	0%	0%	3%	0%	2%	0%	
	Total	Count	103	70	12	8	9	1	10	25	31	31	50	37

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING

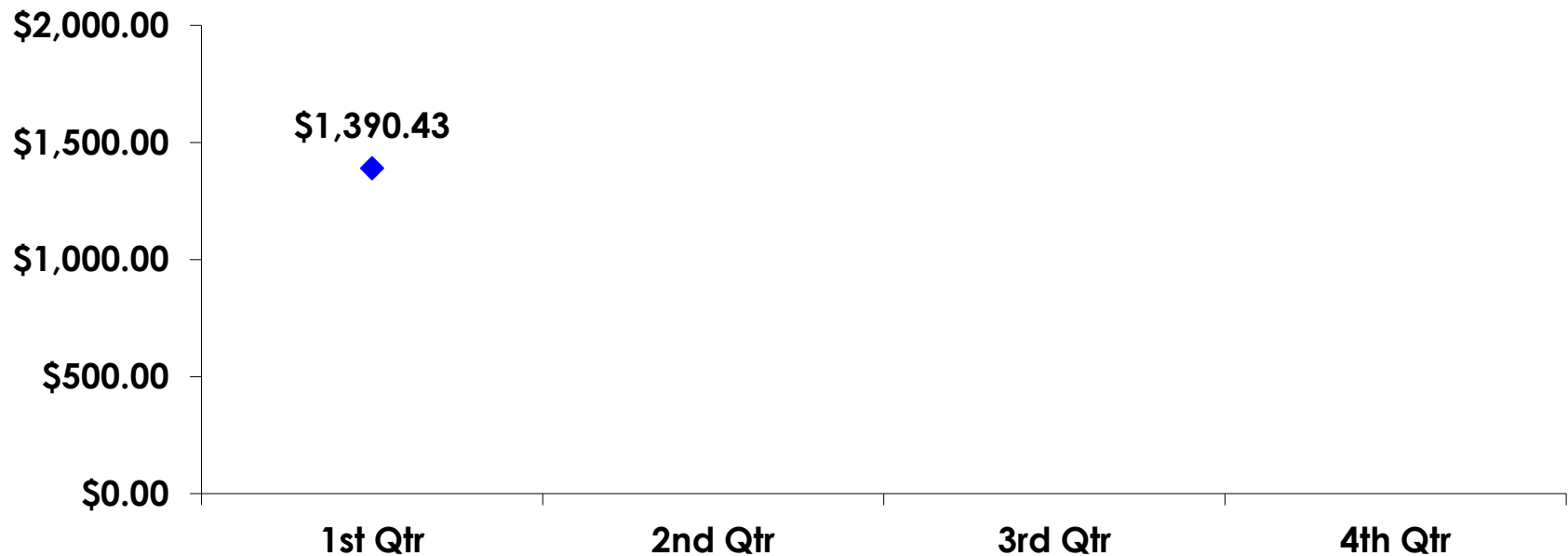


YTD=\$1,164.45

PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	GROUP TOUR	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$1,164.45	\$1,223.15	\$1,281.04	\$1,150.08	\$1,368.68	\$0.00	\$1,252.22	\$1,320.77	\$1,137.24	\$1,305.32	\$1,038.09	\$1,102.92
	Median	\$1,119	\$1,119	\$1,308	\$1,305	\$1,264	\$0	\$1,092	\$1,277	\$1,119	\$1,256	\$1,028	\$1,105
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$3,507	\$3,507	\$2,610	\$2,610	\$3,507	\$0	\$2,447	\$3,263	\$3,507	\$3,263	\$3,507	\$2,447

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$1,390.43

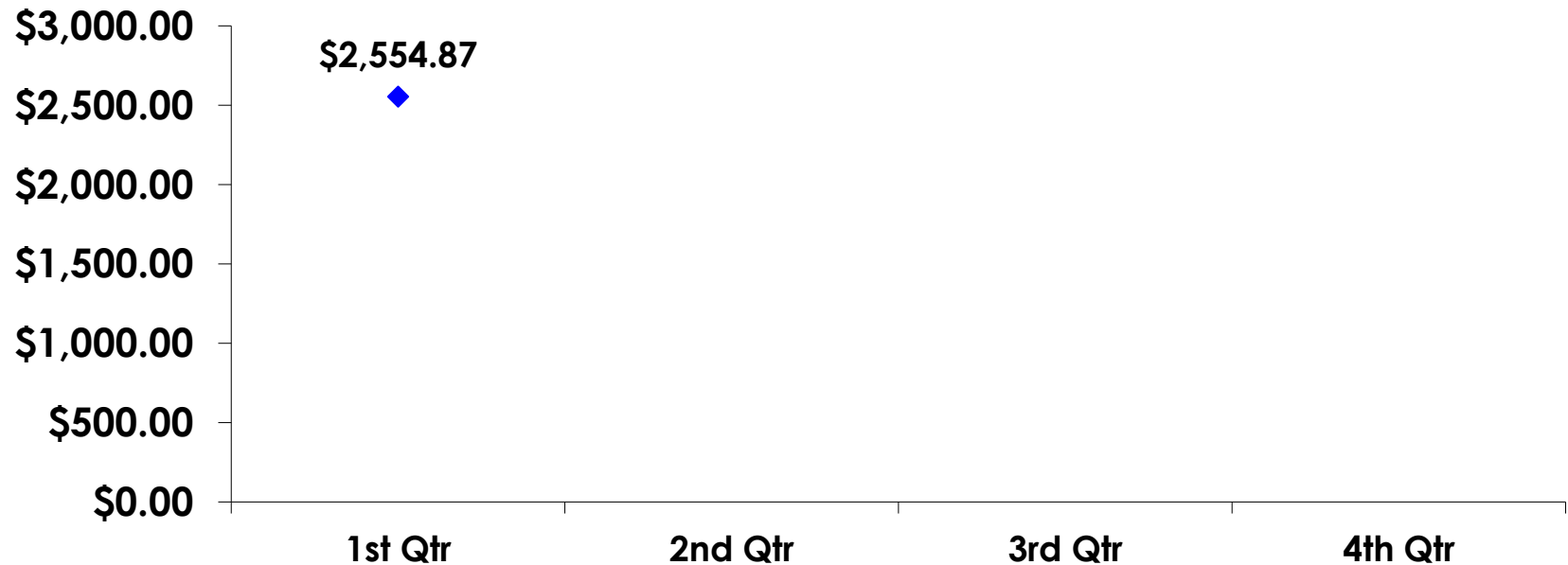
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	GROUP TOUR	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$1,390.43	\$1,228.80	\$1,187.50	\$944.96	\$896.67	\$0.00	\$1,118.33	\$1,507.64	\$1,368.70	\$1,667.19	\$1,357.65	\$1,350.74
	Median	\$1,000	\$655	\$475	\$880	\$350	\$0	\$800	\$1,000	\$675	\$1,250	\$500	\$1,000
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$10,000	\$10,000	\$3,700	\$2,500	\$3,000	\$0	\$3,600	\$4,000	\$10,000	\$4,500	\$10,000	\$4,500

ON-ISLAND EXPENSE- BREAKDOWN

		TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	GROUP TOUR	SILVER 60+	MALE 18-35	FEMALE 18- 35	MALE 25-55	FEMALE 25- 55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
AIR & HOTEL	Mean	\$2,019.97	\$2,070.30	\$2,406.20	\$3,371.40	\$2,077.22	.	\$2,125.83	\$2,533.99	\$2,058.40	\$2,324.20	\$1,795.53	\$2,202.28
	Median	\$1,631	\$1,631	\$2,529	\$2,610	\$1,876	.	\$1,402	\$2,284	\$1,387	\$1,958	\$1,142	\$1,631
	Minimum	\$636	\$653	\$653	\$2,610	\$636	.	\$653	\$653	\$636	\$653	\$636	\$653
	Maximum	\$6,525	\$6,525	\$4,078	\$4,894	\$4,894	.	\$6,525	\$6,525	\$5,214	\$6,525	\$5,214	\$5,220
AIR/ HOTEL/ MEAL	Mean	\$2,381.73	\$2,578.65	\$4,893.96	\$2,283.85	\$4,893.96	.	\$3,077.76	\$2,707.99	\$2,355.63	\$2,169.66	\$2,522.02	\$2,361.34
	Median	\$1,794	\$2,659	\$4,894	\$2,936	\$4,894	.	\$2,708	\$2,936	\$1,631	\$1,794	\$1,680	\$1,737
	Minimum	\$571	\$571	\$4,894	\$653	\$4,894	.	\$1,631	\$653	\$848	\$571	\$1,468	\$1,077
	Maximum	\$4,894	\$4,894	\$4,894	\$3,263	\$4,894	.	\$4,894	\$4,894	\$4,894	\$4,894	\$4,894	\$4,894
AIR ONLY	Mean	\$859.23	\$1,101.14	\$489.40	.	\$619.90	.	.	\$874.82	\$870.72	\$1,223.49	\$770.80	\$914.23
	Median	\$750	\$1,223	\$489	.	\$620	.	.	\$979	\$763	\$1,223	\$701	\$775
	Minimum	\$162	\$489	\$489	.	\$489	.	.	\$162	\$489	\$979	\$489	\$162
	Maximum	\$1,484	\$1,468	\$489	.	\$750	.	.	\$1,484	\$1,468	\$1,468	\$1,468	\$1,484
HOTEL ONLY	Mean	\$393.60	\$687.87	\$301.79	.	\$265.09	.	.	\$301.79	\$497.55	\$587.28	\$391.92	\$422.41
	Median	\$302	\$587	\$302	.	\$265	.	.	\$302	\$294	\$587	\$257	\$302
	Minimum	\$163	\$302	\$302	.	\$228	.	.	\$302	\$228	\$587	\$163	\$198
	Maximum	\$1,175	\$1,175	\$302	.	\$302	.	.	\$302	\$1,175	\$587	\$1,175	\$1,175
HOTEL & MEAL	Mean
	Median
	Minimum
	Maximum
F&B HOTEL	Mean	\$326.26	\$326.26	\$326.26	.	\$326.26	.
	Median	\$326	\$326	\$326	.	\$326	.
	Minimum	\$326	\$326	\$326	.	\$326	.
	Maximum	\$326	\$326	\$326	.	\$326	.
TRANS- HK	Mean	\$85.13	\$96.90	\$32.63	\$32.63	.	.	\$163.13	\$19.17	\$41.87	\$32.63	\$116.10	\$61.01
	Median	\$33	\$33	\$33	\$33	.	.	\$163	\$19	\$33	\$33	\$57	\$33
	Minimum	\$6	\$28	\$33	\$33	.	.	\$163	\$6	\$28	\$33	\$28	\$6
	Maximum	\$326	\$326	\$33	\$33	.	.	\$163	\$33	\$65	\$33	\$326	\$196
TRANS- GUAM	Mean	\$112.38	\$120.92	\$69.33	\$16.31	\$93.80	.	\$78.30	\$179.45	\$86.46	\$146.82	\$86.46	\$88.09
	Median	\$78	\$96	\$69	\$16	\$94	.	\$78	\$196	\$79	\$122	\$79	\$44
	Minimum	\$16	\$16	\$24	\$16	\$24	.	\$78	\$16	\$24	\$16	\$24	\$24
	Maximum	\$326	\$326	\$114	\$16	\$163	.	\$78	\$326	\$163	\$326	\$163	\$196
OPT TOURS	Mean	\$502.74	\$643.21	\$546.49	\$734.09	\$542.41	.	\$48.94	\$641.65	\$511.15	\$641.65	\$511.15	\$522.02
	Median	\$457	\$489	\$546	\$734	\$253	.	\$49	\$489	\$253	\$489	\$253	\$457
	Minimum	\$33	\$49	\$114	\$489	\$33	.	\$49	\$457	\$33	\$457	\$33	\$326
	Maximum	\$1,631	\$1,631	\$979	\$979	\$1,631	.	\$49	\$979	\$1,631	\$979	\$1,631	\$783
OTHER	Mean	\$799.35	\$815.66	\$766.72	.	.	\$489.40	\$766.72
	Median	\$767	\$816	\$767	.	.	\$489	\$767
	Minimum	\$489	\$489	\$767	.	.	\$489	\$767
	Maximum	\$1,142	\$1,142	\$767	.	.	\$489	\$767
TOTAL	Mean	\$1,914.71	\$2,089.44	\$2,264.82	\$2,455.14	\$2,216.97	\$0.00	\$2,307.80	\$2,428.96	\$2,031.61	\$2,149.66	\$1,653.26	\$1,748.49
	Median	\$1,483	\$1,713	\$2,480	\$2,773	\$1,468	\$0	\$1,794	\$2,447	\$1,387	\$1,794	\$1,263	\$1,387
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$7,015	\$7,015	\$4,894	\$4,894	\$7,015	\$0	\$7,015	\$6,525	\$7,015	\$6,525	\$7,015	\$5,220

TOTAL EXPENDITURES – TRACKING



YTD=\$2,554.87

TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	GROUP TOUR	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$2,554.87	\$2,451.96	\$2,468.54	\$2,095.04	\$2,265.35	\$0.00	\$2,370.56	\$2,828.41	\$2,505.94	\$2,972.51	\$2,395.74	\$2,453.65
	Median	\$2,150	\$2,052	\$2,110	\$2,061	\$2,413	\$0	\$2,292	\$2,142	\$2,170	\$2,316	\$2,065	\$2,248
	Minimum	\$0	\$0	\$0	\$0	\$300	\$0	\$0	\$200	\$0	\$0	\$0	\$0
	Maximum	\$11,631	\$11,631	\$5,947	\$3,870	\$3,657	\$0	\$4,579	\$7,263	\$11,631	\$7,263	\$11,631	\$5,528

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, 1st Qtr 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	3
Quality of nighttime tours	
Variety of nighttime tours	
Quality of shopping	
Variety of shopping	
Price of things on Guam	2
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	1
% of Overall Satisfaction Accounted For	66.4%
NOTE: Only significant drivers are included.	

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the China's visitor's experience on Guam is driven by three significant factors in the First Quarter 2015 Period. They are, in rank order:
 - **Quality/Cleanliness of Transportation Vehicles,**
 - **Price of things on Guam, and**
 - **Variety of day time tours.**
- With these factors the overall r^2 is .664 meaning that **66.4% of overall satisfaction is accounted for by these factors.**

Drivers of Per Person On Island Expenditures, 1st Qtr 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 China's visitor's on Guam is driven by no significant factor in the First Quarter 2015 Period.