



GUAM VISITORS BUREAU

China 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 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

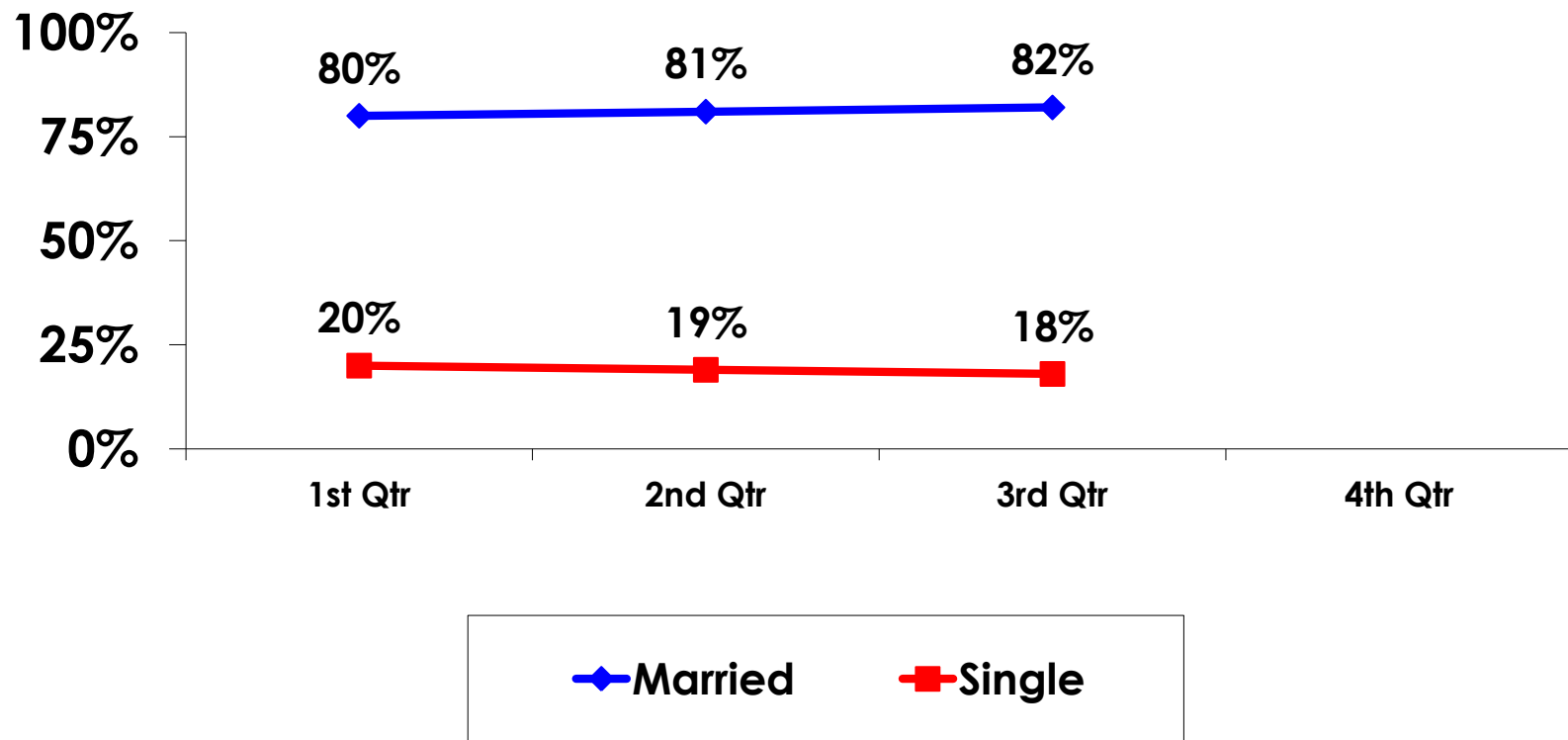
- Families – Q.6
- Wedding/ Honeymoon – Q.5A
- Group Tour – Q.7
- Office Lady – Q.25/ female
- Silvers – Q.D
- 18-35 – Q.D
- 25-55 – Q.D
- Child – Q.6
- FITs – Q.7

Highlighted Segments

	1 st QTR	2 nd QTR	3 rd QTR	4 th QTR
Families	67%	72%	66%	
Child	8%	25%	12%	
Wedding/ Honeymoon	12%	8%	14%	
Office Lady	10%	16%	16%	
FIT	37%	31%	25%	
Group Tour	1%	-	-	
Male 18-35	24%	24%	32%	
Female 18-35	31%	22%	36%	
Male 25-55	30%	50%	49%	
Female 25-55	49%	40%	38%	
Silver 60+	10%	3%	3%	
TOTAL	104	101	104	

SECTION 1 **PROFILE OF RESPONDENTS**

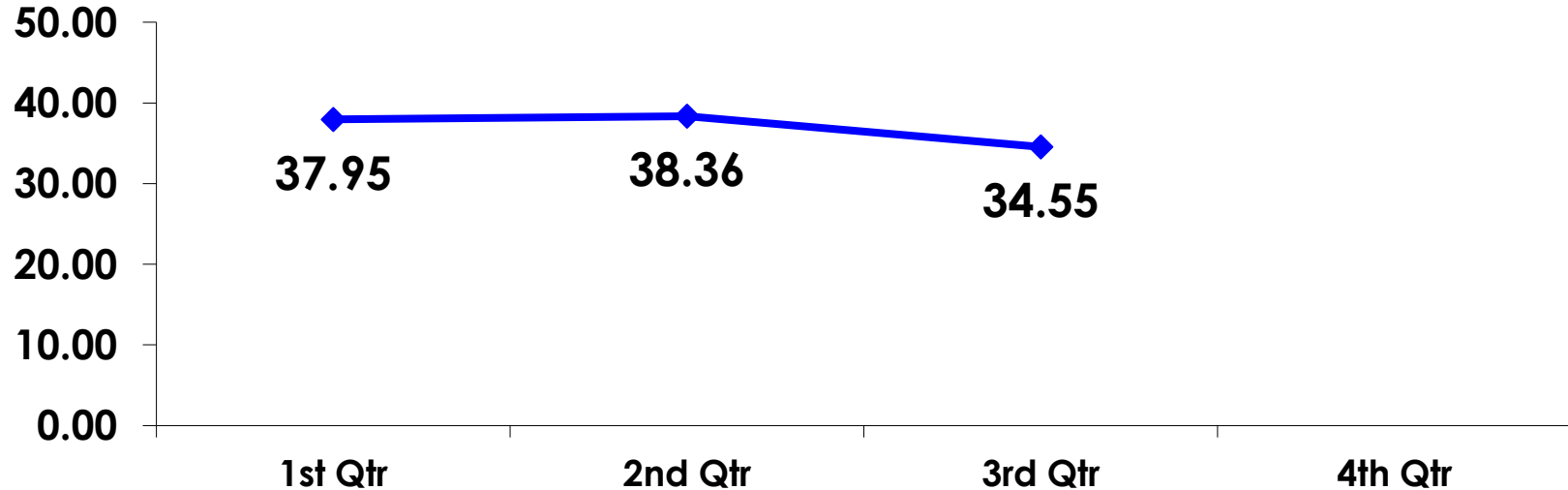
MARITAL STATUS - TRACKING



MARITAL STATUS- SEGMENTATION

			TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	85	66	13	12	11	3	29	25	45	31	18
		Column N %	82%	96%	87%	100%	65%	100%	88%	68%	88%	79%	69%
	Single	Count	19	3	2	0	6	0	4	12	6	8	8
		Column N %	18%	4%	13%	0%	35%	0%	12%	32%	12%	21%	31%
	Total	Count	104	69	15	12	17	3	33	37	51	39	26

AVERAGE AGE - TRACKING



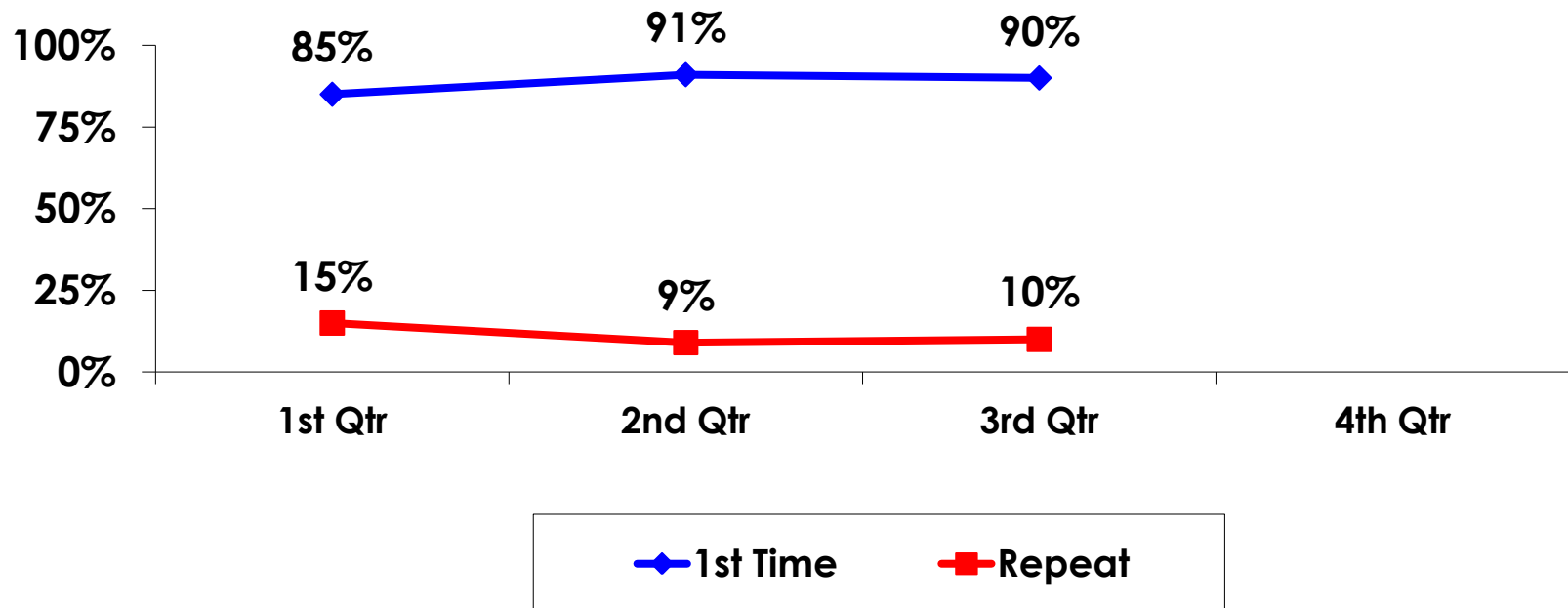
AGE- SEGMENTATION

			TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	9	4	3	0	4	0	2	7	0	0	1
		Column N %	9%	6%	20%	0%	24%	0%	6%	19%	0%	0%	4%
	25-34	Count	56	35	11	6	11	0	27	29	27	29	21
		Column N %	54%	51%	73%	50%	65%	0%	82%	78%	53%	74%	81%
	35-49	Count	29	20	0	6	2	0	4	1	21	8	3
		Column N %	28%	29%	0%	50%	12%	0%	12%	3%	41%	21%	12%
	50+	Count	10	10	1	0	0	3	0	0	3	2	1
		Column N %	10%	14%	7%	0%	0%	100%	0%	0%	6%	5%	4%
	Total	Count	104	69	15	12	17	3	33	37	51	39	26
QF	Mean		34.55	36.14	28.47	33.50	28.65	61.00	30.45	28.43	35.24	33.26	31.38
	Median		32	33	27	34	30	61	31	30	34	31	31

INCOME - SEGMENTATION

			TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-
Q26 <=CBY40K	Count		2	2	1	0	0	0	0	1	0	1	0
	Column N %		2%	3%	7%	0%	0%	0%	0%	3%	0%	3%	0%
CNY40K - CNY60K	Count		3	3	1	0	0	0	0	2	1	2	1
	Column N %		3%	4%	7%	0%	0%	0%	0%	5%	2%	5%	4%
CNY60K - CNY80K	Count		10	7	2	0	3	1	3	3	4	3	0
	Column N %		10%	10%	13%	0%	18%	33%	9%	8%	8%	8%	0%
CNY80K - CNY120K	Count		15	13	2	3	2	2	5	4	7	5	3
	Column N %		14%	19%	13%	25%	12%	67%	15%	11%	14%	13%	12%
CNY120K - CNY240K	Count		35	20	5	1	9	0	13	12	18	12	12
	Column N %		34%	29%	33%	8%	53%	0%	39%	32%	35%	31%	46%
CNY240K+	Count		37	24	4	8	3	0	12	13	21	16	10
	Column N %		36%	35%	27%	67%	18%	0%	36%	35%	41%	41%	38%
No Income	Count		2	0	0	0	0	0	0	2	0	0	0
	Column N %		2%	0%	0%	0%	0%	0%	0%	5%	0%	0%	0%
Total	Count		104	69	15	12	17	3	33	37	51	39	26

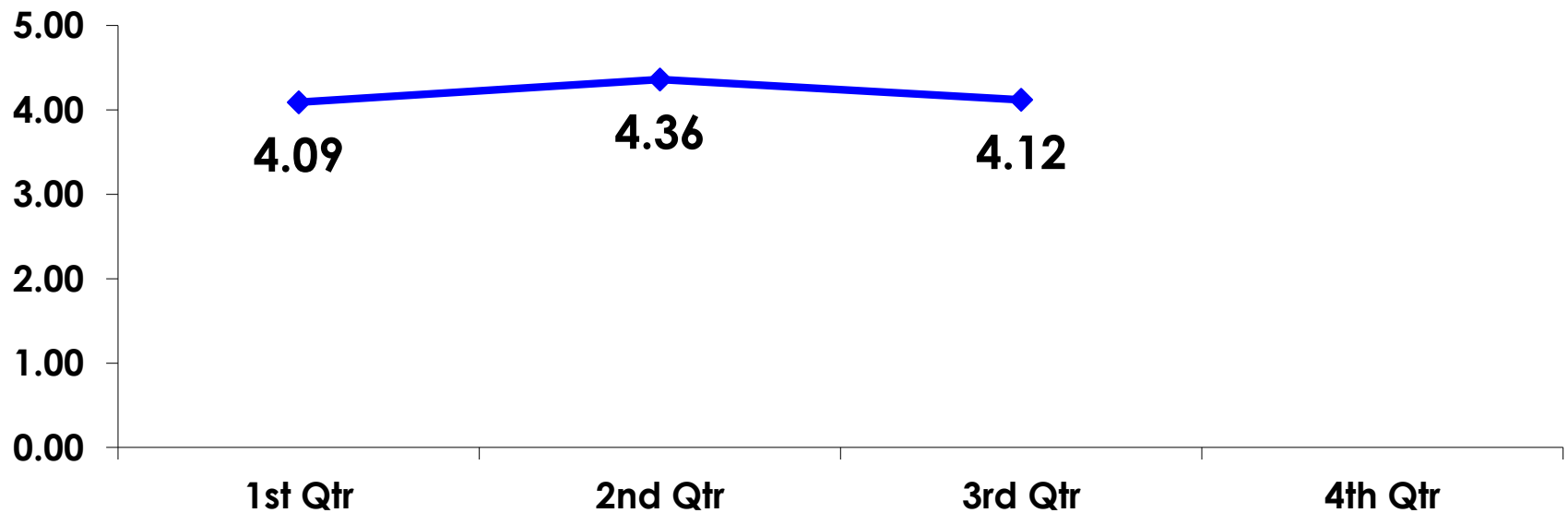
PRIOR TRIPS TO GUAM - TRACKING



PRIOR TRIPS TO GUAM - SEGMENTATION

			TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	85	59	15	11	14	2	28	32	42	32	23
		Column N %	90%	95%	100%	92%	88%	100%	85%	89%	89%	89%	92%
	No	Count	9	3	0	1	2	0	5	4	5	4	2
		Column N %	10%	5%	0%	8%	13%	0%	15%	11%	11%	11%	8%
Total	Count	94	62	15	12	16	2	33	36	47	36	25	

AVG LENGTH OF STAY - TRACKING



AVG LENGTH OF STAY - SEGMENTATION

		TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-
Q8	Mean	4.12	4.07	4.20	4.25	4.00	4.00	4.36	4.14	4.18	4.03	4.38
	Median	3	3	3	5	3	3	3	3	3	3	3

SECTION 2 **TRAVEL PLANNING**

TRAVEL PLANNING - SEGMENTATION

			TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-
Q7	Full package tour	Count	8	3	0	0	0	0	3	0	7	0	0
		Column N %	8%	5%	0%	0%	0%	0%	10%	0%	15%	0%	0%
	Free-time package tour	Count	60	43	10	7	13	2	13	26	24	27	0
		Column N %	61%	65%	67%	64%	76%	67%	43%	70%	51%	69%	0%
	Individually arranged travel (FIT)	Count	26	17	4	4	4	0	13	11	13	11	26
		Column N %	26%	26%	27%	36%	24%	0%	43%	30%	28%	28%	100%
	Company paid travel	Count	3	1	0	0	0	0	1	0	3	0	0
		Column N %	3%	2%	0%	0%	0%	0%	3%	0%	6%	0%	0%
	Other	Count	2	2	1	0	0	1	0	0	0	1	0
		Column N %	2%	3%	7%	0%	0%	33%	0%	0%	0%	3%	0%
	Total	Count	99	66	15	11	17	3	30	37	47	39	26

TRAVEL MOTIVATION - SEGMENTATION

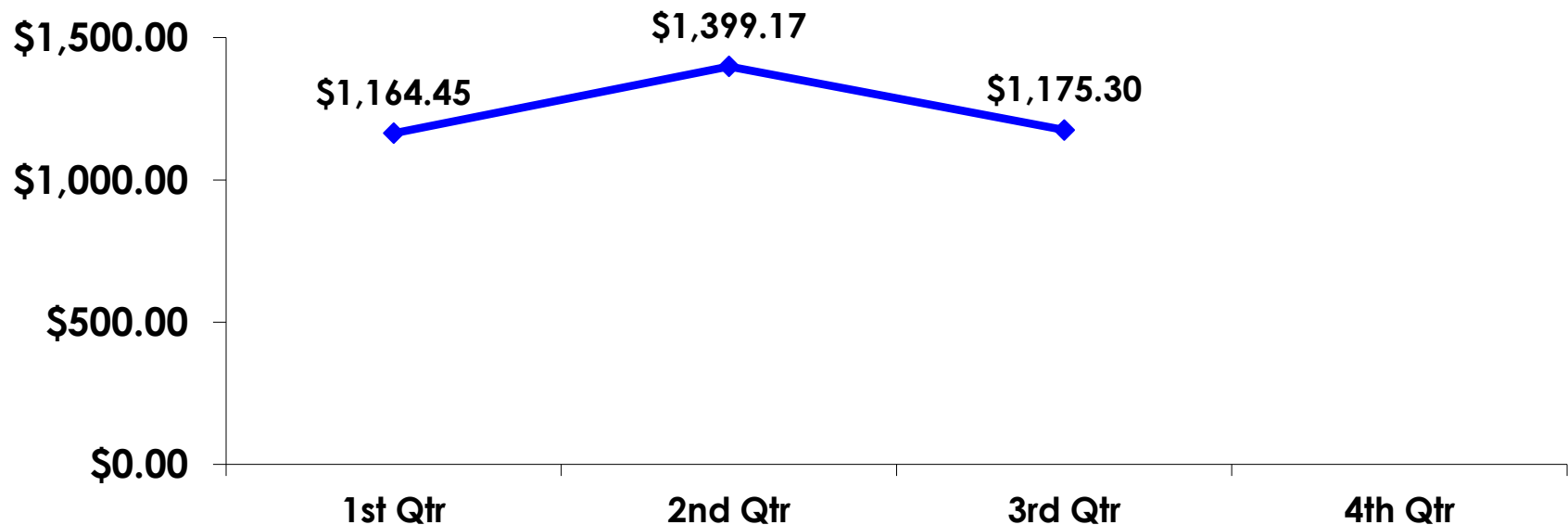
	TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT	
	-	-	-	-	-	-	-	-	-	-	-	
Q5A Previous trip	8%	4%	0%	8%	12%	0%	16%	8%	10%	8%	4%	
Price	18%	21%	13%	25%	12%	50%	13%	19%	12%	23%	12%	
Visit friends/ Relatives	2%	3%	7%	0%	0%	0%	0%	3%	0%	3%	0%	
Recomm- friend/family/trvl agnt	24%	24%	20%	17%	12%	50%	25%	8%	34%	15%	15%	
Scuba	8%	9%	0%	0%	6%	0%	9%	5%	12%	5%	15%	
Water sports	28%	27%	20%	17%	35%	50%	38%	27%	32%	28%	38%	
Short travel time	45%	51%	33%	33%	47%	50%	44%	46%	42%	54%	65%	
Golf	3%	1%	0%	8%	0%	0%	3%	3%	4%	0%	4%	
Relax	45%	39%	53%	25%	65%	0%	34%	59%	32%	59%	46%	
Company/ Business Trip	2%	0%	0%	0%	0%	0%	3%	3%	2%	3%	0%	
Company Sponsored	1%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	
Safe	35%	34%	33%	58%	35%	0%	31%	38%	34%	36%	38%	
Natural beauty	76%	76%	73%	67%	82%	100%	75%	81%	78%	74%	77%	
Shopping	44%	40%	27%	50%	41%	50%	47%	46%	46%	44%	46%	
Career Cert/ Testing	6%	6%	0%	0%	6%	0%	6%	8%	4%	10%	8%	
Married/ Attn wedding	4%	4%	27%	8%	6%	0%	0%	8%	0%	10%	4%	
Honeymoon	11%	16%	73%	0%	18%	0%	16%	16%	10%	8%	12%	
Pleasure	18%	15%	40%	8%	24%	0%	28%	16%	22%	15%	27%	
Organized sports	1%	1%	0%	8%	0%	0%	0%	0%	0%	3%	0%	
No visa requirement	3%	3%	7%	0%	12%	0%	0%	8%	0%	8%	12%	
Other	3%	3%	0%	0%	6%	0%	0%	5%	0%	8%	4%	
Total	Count	102	67	15	12	17	2	32	37	50	39	26

INFORMATION SOURCES - SEGMENTATION

		TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT	
		-	-	-	-	-	-	-	-	-	-	-	
Q1	Internet	79%	81%	80%	92%	76%	33%	88%	76%	88%	74%	81%	
	Friend/ Relative	29%	28%	40%	42%	18%	0%	33%	27%	27%	28%	46%	
	Travel Agent Brochure	18%	16%	7%	17%	6%	33%	21%	14%	22%	13%	8%	
	Travel Guidebook- Bookstore	14%	12%	7%	8%	24%	0%	15%	16%	18%	15%	15%	
	TV	13%	14%	20%	0%	6%	67%	15%	5%	18%	3%	8%	
	Co-Worker/ Company Trvl Dept	9%	7%	7%	8%	6%	33%	9%	8%	10%	8%	15%	
	Magazine (Consumer)	9%	9%	7%	0%	0%	100%	12%	3%	10%	3%	4%	
	GVB Promo	8%	7%	0%	0%	6%	33%	9%	5%	10%	5%	8%	
	Travel Trade Show	6%	4%	0%	0%	6%	33%	9%	3%	8%	3%	8%	
	Prior Trip	4%	1%	0%	0%	12%	0%	3%	8%	2%	8%	4%	
	Other	2%	3%	0%	0%	0%	0%	0%	3%	2%	3%	4%	
	GVB Office	2%	0%	0%	0%	0%	0%	3%	0%	2%	3%	0%	
	Newspaper	2%	1%	0%	0%	0%	33%	3%	0%	2%	0%	4%	
	Theater Ad	1%	1%	0%	0%	0%	0%	3%	0%	2%	0%	0%	
	Radio	1%	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%	
	Total	Count	104	69	15	12	17	3	33	37	51	39	26

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING



YTD=\$1,244.82

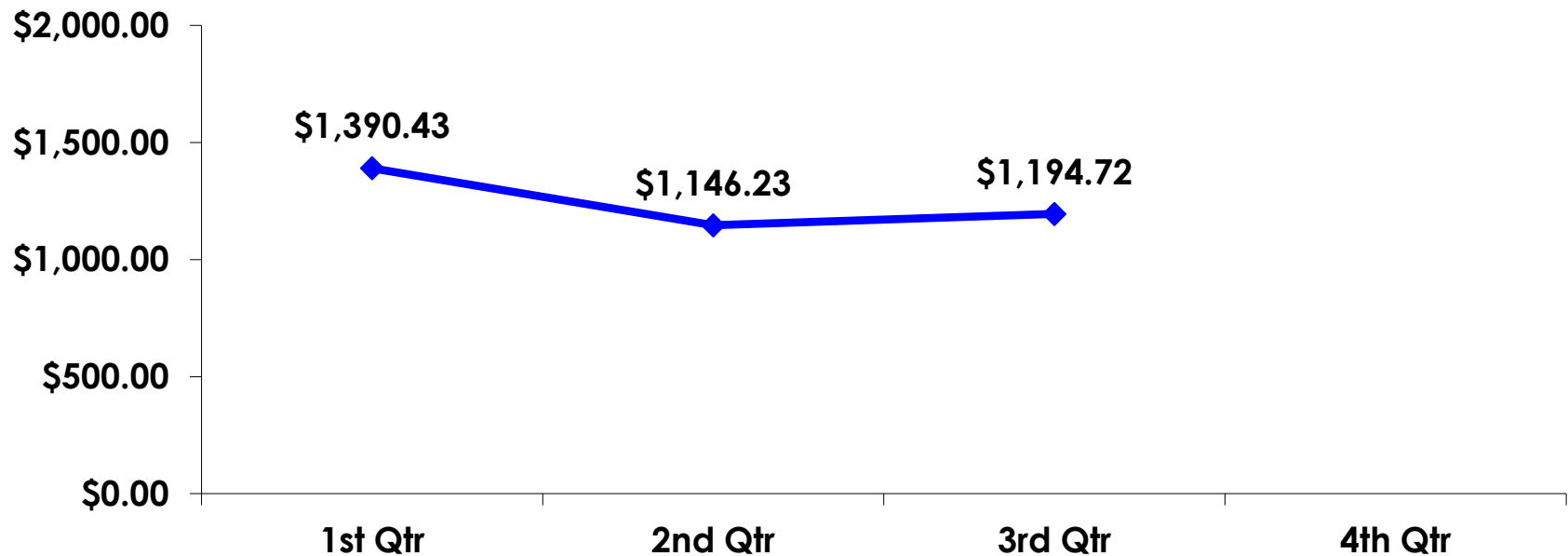
PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$1,175.30	\$1,214.43	\$1,138.16	\$1,102.42	\$1,230.97	\$635.96	\$1,165.26	\$1,224.71	\$1,204.46	\$1,226.18	\$1,227.90
	Median	\$1,151	\$1,234	\$1,480	\$1,108	\$1,209	\$822	\$1,151	\$1,209	\$1,151	\$1,213	\$1,151
	Minimum	\$0	\$0	\$0	\$713	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$2,741	\$2,741	\$2,467	\$1,535	\$2,138	\$1,086	\$2,681	\$2,741	\$2,681	\$2,741	\$2,467

PREPAID EXPENSE- BREAKDOWN

		TOTAL	FAMILY	CHILD	WEDDING HNYMOON	OFFICE LADY	FIT	GROUP TOUR	MALE 18-35	FEMALE 18- 35	MALE 25-55	FEMALE 25- 55	SILVER 60+
		-	-	-	-	-	-	-	-	-	-	-	-
AIR & HOTEL	Mean	\$2,162.05	\$2,497.40	\$2,763.16	\$2,672.70	\$1,809.21	\$2,114.86	.	\$2,222.13	\$2,339.64	\$2,228.29	\$2,158.34	.
	Median	\$2,138	\$2,467	\$2,961	\$3,026	\$1,480	\$2,138	.	\$2,138	\$2,220	\$2,303	\$2,056	.
AIR/ HOTEL/ MEAL	Mean	\$2,663.62	\$3,074.01	\$3,333.33	\$3,234.65	\$2,823.46	\$3,782.89	.	\$3,019.27	\$2,064.14	\$3,066.92	\$2,193.67	\$2,187.50
	Median	\$2,566	\$2,878	\$3,207	\$2,961	\$2,796	\$3,783	.	\$2,303	\$1,891	\$2,714	\$2,270	\$2,188
AIR ONLY	Mean	\$1,467.22	\$2,062.50	\$2,138.16	\$1,474.78	\$2,434.21	\$1,392.67	.	\$1,131.04	\$1,691.34	\$1,131.04	\$1,691.34	.
	Median	\$1,464	\$1,546	\$2,138	\$1,546	\$2,138	\$1,464	.	\$1,119	\$1,497	\$1,119	\$1,497	.
HOTEL ONLY	Mean	\$935.15	\$1,361.02	.	\$830.59	\$1,726.97	\$935.15	.	\$745.61	\$1,077.30	\$745.61	\$1,077.30	.
	Median	\$576	\$995	.	\$831	\$1,727	\$576	.	\$576	\$592	\$576	\$592	.
HOTEL & MEAL	Mean
	Median
F&B HOTEL	Mean	\$328.95	\$328.95	.	\$328.95	.	.
	Median	\$329	\$329	.	\$329	.	.
TRANS- CHINA	Mean	\$118.42	\$32.89	\$32.89	\$32.89	\$76.75	.	.	.	\$76.75	\$180.92	\$76.75	.
	Median	\$33	\$33	\$33	\$33	\$33	.	.	.	\$33	\$181	\$33	.
TRANS- GUAM	Mean	\$226.97	\$404.61	.	.	.	\$404.61	.	\$49.34	\$404.61	\$49.34	\$404.61	.
	Median	\$227	\$405	.	.	.	\$405	.	\$49	\$405	\$49	\$405	.
OPT TOURS	Mean	\$605.81	\$703.95	\$625.00	\$822.37	.	\$616.78	.	\$575.66	\$740.13	\$575.66	\$611.84	.
	Median	\$650	\$658	\$641	\$822	.	\$617	.	\$576	\$740	\$576	\$658	.
OTHER	Mean	\$546.05	\$546.05	\$904.61	.	\$378.29	\$435.86	.	\$600.33	\$378.29	\$600.33	\$682.57	.
	Median	\$378	\$378	\$905	.	\$378	\$378	.	\$600	\$378	\$600	\$683	.
TOTAL	Mean	\$2,211.87	\$2,695.36	\$3,475.82	\$2,258.77	\$2,470.01	\$2,494.07	.	\$2,236.95	\$2,275.69	\$2,288.67	\$2,293.51	\$1,732.46
	Median	\$2,138	\$2,632	\$3,783	\$2,961	\$2,171	\$2,278	.	\$2,303	\$2,138	\$2,303	\$2,138	\$1,086

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$1,244.74

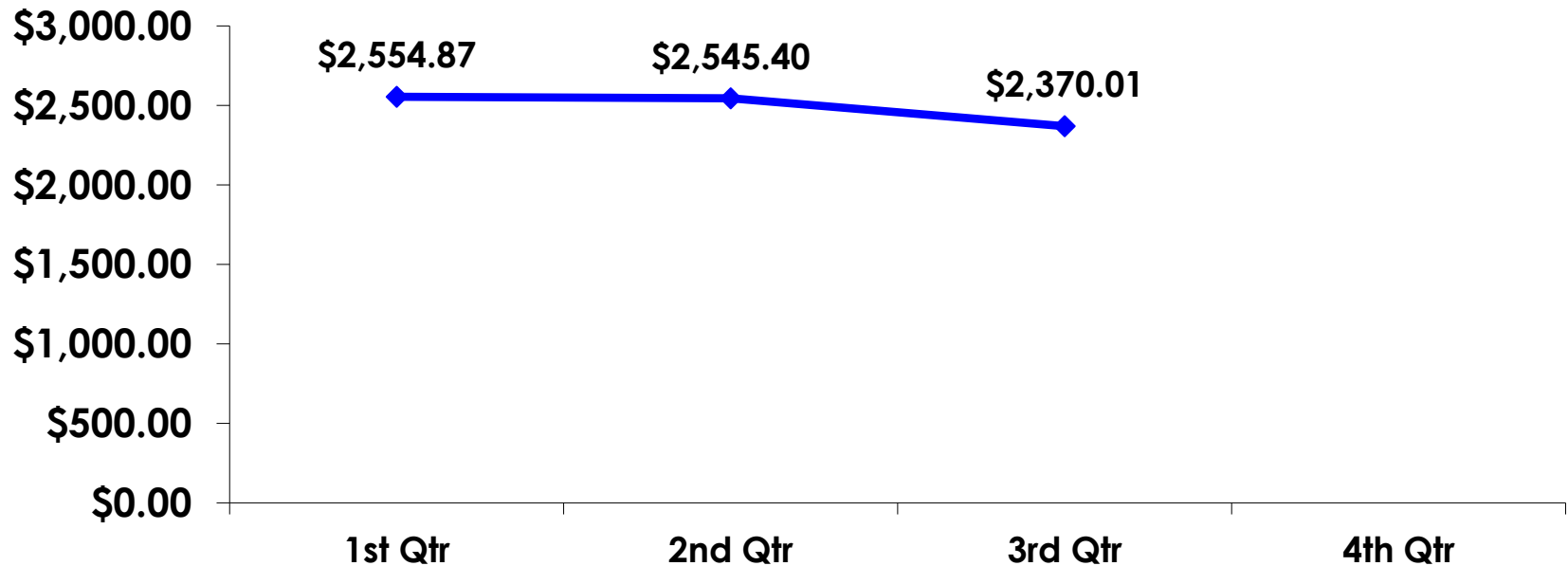
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$1,194.72	\$902.62	\$788.00	\$822.24	\$731.76	\$256.67	\$951.92	\$1,126.09	\$1,213.04	\$1,308.93	\$902.63
	Median	\$750	\$700	\$600	\$663	\$300	\$300	\$800	\$500	\$969	\$500	\$500
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$10,000	\$3,500	\$2,500	\$2,175	\$5,270	\$470	\$4,000	\$10,000	\$4,500	\$10,000	\$10,000

ON-ISLAND EXPENSE- BREAKDOWN

		TOTAL	FAMILY	CHILD	WEDDING HNYMOON	OFFICE LADY	FIT	GROUP TOUR	MALE 18-35	FEMALE 18- 35	MALE 25-55	FEMALE 25- 55	SILVER 60+
		-	-	-	-	-	-	-	-	-	-	-	-
F&B HOTEL	Mean	\$81.98	\$36.25	\$40.58	\$40.00	\$34.71	\$39.31	.	\$62.79	\$39.46	\$136.59	\$40.00	\$0.00
F&B FF/STORE	Mean	\$51.35	\$54.49	\$102.50	\$46.67	\$34.12	\$55.00	.	\$66.06	\$27.30	\$69.22	\$23.33	\$100.00
F&B RESTRNT	Mean	\$129.62	\$158.70	\$383.33	\$106.67	\$79.41	\$121.15	.	\$146.97	\$83.78	\$185.88	\$79.49	\$0.00
OPT TOUR	Mean	\$148.47	\$143.30	\$275.00	\$70.00	\$98.24	\$60.77	.	\$144.85	\$128.46	\$168.00	\$136.15	\$333.33
GIFT- SELF	Mean	\$470.54	\$322.99	\$229.17	\$51.73	\$76.82	\$483.08	.	\$270.61	\$435.30	\$477.06	\$604.62	\$66.67
GIFT- OTHER	Mean	\$242.07	\$201.59	\$592.50	\$20.00	\$244.12	\$106.73	.	\$129.55	\$332.43	\$223.04	\$343.59	\$66.67
TRANS	Mean	\$37.51	\$51.94	\$50.83	\$40.93	\$21.41	\$42.12	.	\$38.94	\$34.27	\$38.29	\$33.85	\$83.33
OTHER	Mean	\$653.33	\$838.35	\$337.50	\$1,200.00	\$464.71	\$328.46	.	\$662.73	\$702.43	\$570.71	\$721.54	\$166.67
TOTAL	Mean	\$1,819.09	\$1,809.64	\$2,006.42	\$1,576.00	\$1,053.53	\$1,234.31	.	\$1,529.76	\$1,783.43	\$1,873.49	\$1,982.56	\$883.33

TOTAL EXPENDITURES – TRACKING



YTD=\$2,489.56

TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$2,370.01	\$2,117.05	\$1,926.16	\$1,924.65	\$1,962.74	\$892.63	\$2,117.18	\$2,350.80	\$2,417.51	\$2,535.11	\$2,130.54
	Median	\$1,987	\$1,911	\$1,924	\$1,782	\$1,616	\$1,292	\$1,987	\$1,911	\$2,145	\$1,924	\$1,704
	Minimum	\$0	\$0	\$0	\$987	\$0	\$0	\$0	\$0	\$0	\$0	\$485
	Maximum	\$11,069	\$4,816	\$3,717	\$3,535	\$7,408	\$1,386	\$6,681	\$11,069	\$6,681	\$11,069	\$11,069

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 and 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		3		
Ease of getting around			1	
Safety walking around at night				
Quality of daytime tours			4	
Variety of daytime tours	3	2		2
Quality of nighttime tours				
Variety of nighttime tours				
Quality of shopping				
Variety of shopping				
Price of things on Guam	2		3	4
Quality of hotel accommodations				5
Quality/cleanliness of air, sky				
Quality/cleanliness of parks				
Quality of landscape in Tumon				1
Quality of landscape in Guam				
Quality of ground handler				3
Quality/cleanliness of transportation vehicles	1	1	2	
% of Per Person On Island Expenditures Accounted For	66.4%	61.9%	62.5%	57.5%
NOTE: Only significant predictors are ranked.				

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the China's visitor's experience on Guam is driven by four significant factors in the Third Quarter 2015 Period. They are, in rank order:
 - **Ease of getting around,**
 - **Quality/cleanliness of transportation vehicles,**
 - **Price of things on Guam, and**
 - **Quality of daytime tours.**
- With these factors the overall r^2 is .625 meaning that **62.5% of overall satisfaction is accounted for by these factors.**

Comparison of Drivers of Per Person On Island Expenditure, 1st, 2nd and 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				
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%	0.0%	0.0%	0.0%

NOTE: Only significant predictors are ranked.

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 Third Quarter 2015 Period.