



# **GUAM VISITORS BUREAU**

## **China 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 **102** 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 **102** 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.

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# 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

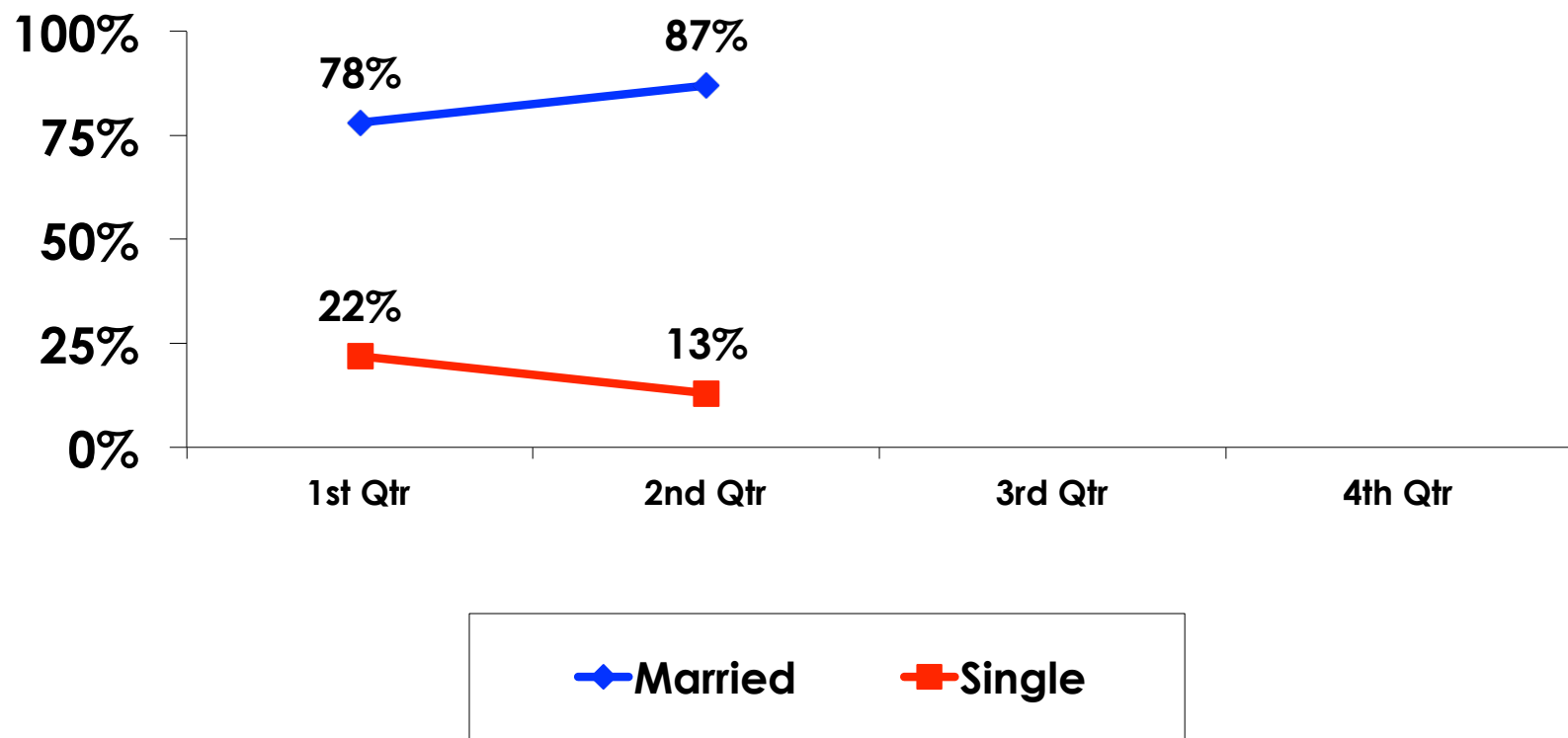
# Highlighted Segments

	1 <sup>st</sup> QTR	2 <sup>nd</sup> QTR	3 <sup>rd</sup> QTR	4 <sup>th</sup> QTR
<b>Families</b>	70%	77%		
<b>Child</b>	14%	21%		
<b>Wedding/ Honeymoon</b>	13%	11%		
<b>Office Lady</b>	22%	18%		
<b>FIT</b>	39%	29%		
<b>Group Tour</b>	2%	4%		
<b>Male 18-35</b>	23%	27%		
<b>Female 18-35</b>	40%	30%		
<b>Male 25-55</b>	38%	46%		
<b>Female 25-55</b>	52%	43%		
<b>Silver 60+</b>	4%	5%		
<b>TOTAL</b>	<b>103</b>	<b>102</b>		

# SECTION 1

# **PROFILE OF RESPONDENTS**

# MARITAL STATUS - TRACKING

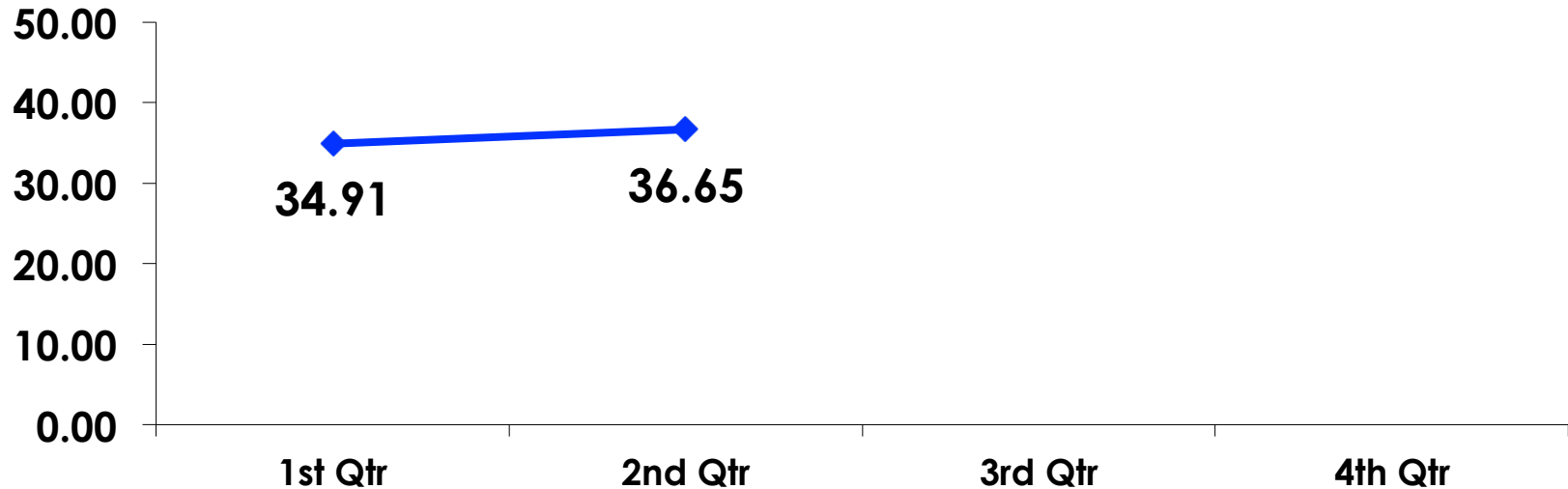


# MARITAL STATUS- SEGMENTATION

			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	89	73	10	20	14	4	5	24	23	44	35	27
		Column N %	87%	94%	91%	95%	78%	100%	100%	89%	74%	94%	80%	90%
	Single	Count	13	5	1	1	4	0	0	3	8	3	9	3
		Column N %	13%	6%	9%	5%	22%	0%	0%	11%	26%	6%	20%	10%
	Total	Count	102	78	11	21	18	4	5	27	31	47	44	30



# AVERAGE AGE - TRACKING



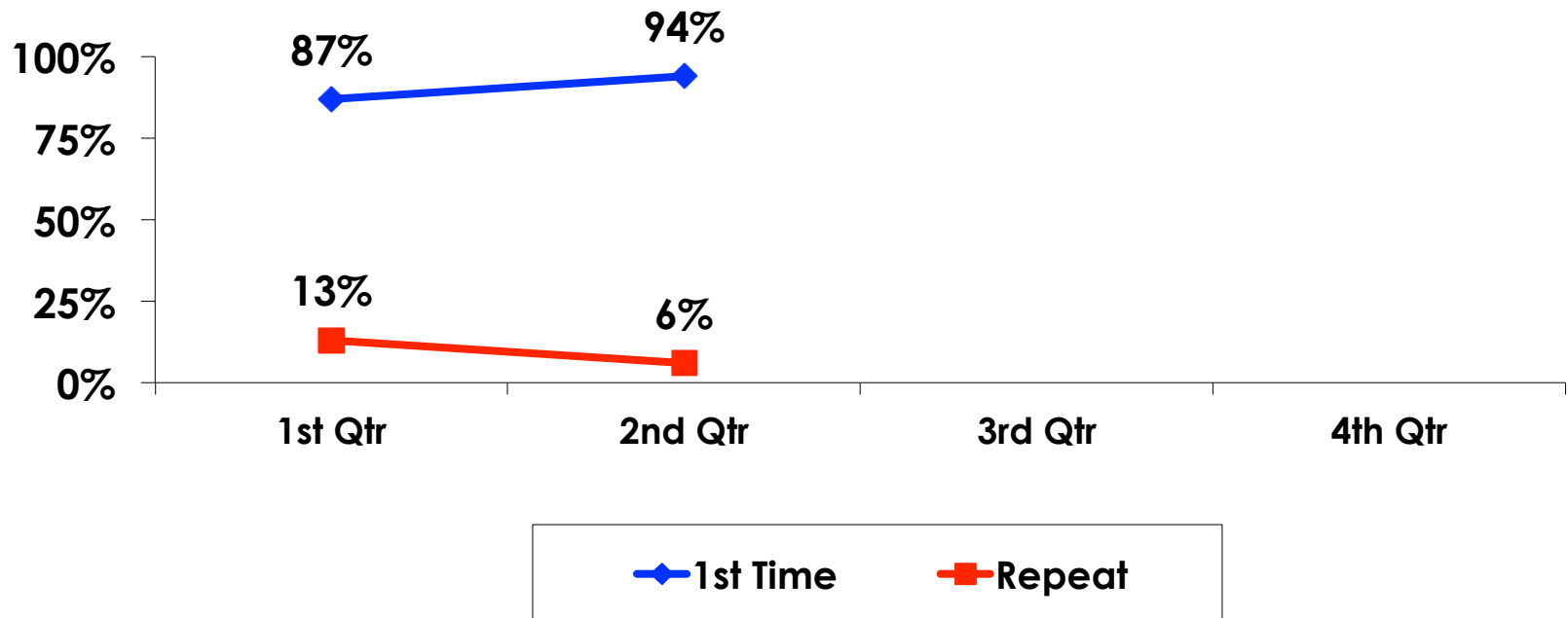
# AGE- SEGMENTATION

			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	3	2	1	0	1	0	0	1	2	0	0	1
		Column N %	3%	3%	9%	0%	6%	0%	0%	4%	6%	0%	0%	3%
	25-34	Count	53	40	9	5	12	1	0	26	27	26	27	14
		Column N %	52%	51%	82%	24%	67%	25%	0%	96%	87%	55%	61%	47%
	35-49	Count	30	25	1	15	5	1	0	0	2	15	15	10
		Column N %	29%	32%	9%	71%	28%	25%	0%	0%	6%	32%	34%	33%
	50+	Count	16	11	0	1	0	2	5	0	0	6	2	5
		Column N %	16%	14%	0%	5%	0%	50%	100%	0%	0%	13%	5%	17%
	Total	Count	102	78	11	21	18	4	5	27	31	47	44	30
QF	Mean	36.65	36.05	28.00	37.52	31.61	43.25	61.40	29.70	28.94	36.64	33.61	37.43	
	Median	34	34	27	37	30	48	61	30	28	34	33	35	

# 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	2	1	0	0	0	0	1	0	0	1	0	1
		Column N %	2%	1%	0%	0%	0%	0%	20%	0%	0%	2%	0%	3%
	CNY40K - CNY60K	Count	4	1	0	0	0	1	0	2	0	2	2	2
		Column N %	4%	1%	0%	0%	0%	25%	0%	7%	0%	4%	5%	7%
	CNY60K - CNY80K	Count	13	10	4	1	3	0	2	5	4	6	4	1
		Column N %	13%	13%	36%	5%	17%	0%	40%	19%	13%	13%	9%	3%
	CNY80K - CNY120K	Count	16	13	2	5	3	1	1	3	7	6	8	5
		Column N %	16%	17%	18%	24%	17%	25%	20%	11%	23%	13%	19%	17%
	CNY120K - CNY240K	Count	32	25	4	3	5	0	1	11	10	17	12	9
		Column N %	32%	32%	36%	14%	28%	0%	20%	41%	32%	36%	28%	30%
	CNY240K+	Count	34	27	1	12	7	2	0	6	10	15	17	12
		Column N %	34%	35%	9%	57%	39%	50%	0%	22%	32%	32%	40%	40%
Total		Count	101	77	11	21	18	4	5	27	31	47	43	30

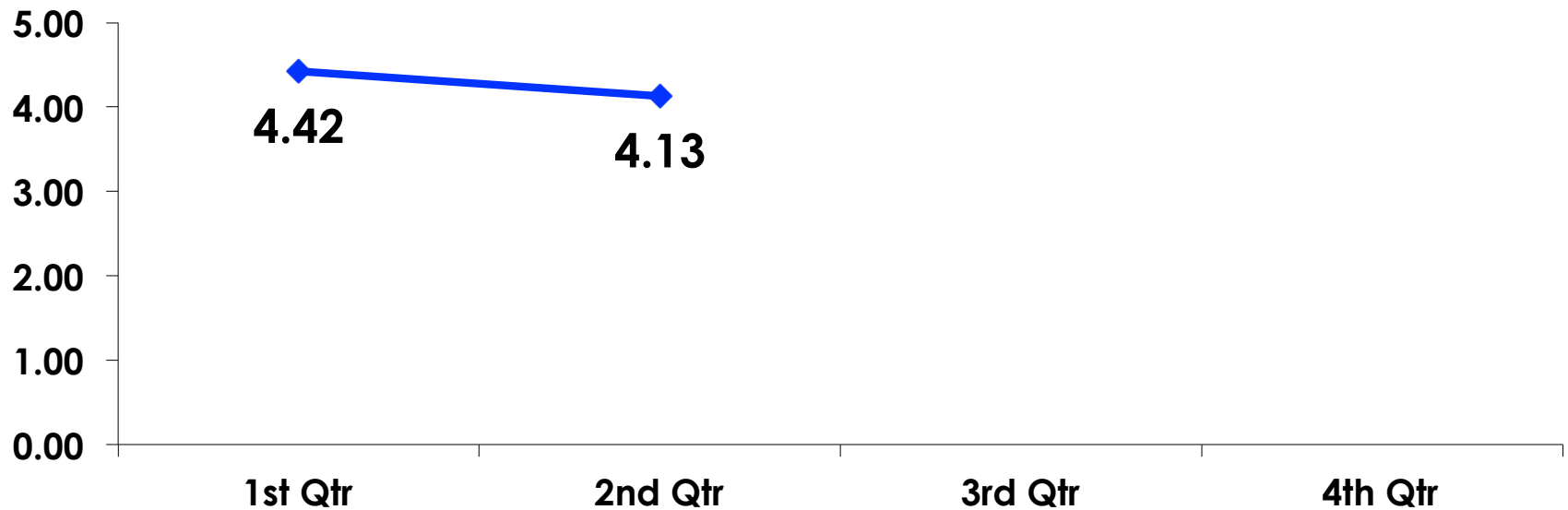
# PRIOR TRIPS TO GUAM - TRACKING



# 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	93	71	10	17	17	3	5	25	29	42	41	26
		Column N %	94%	93%	91%	81%	94%	100%	100%	96%	94%	91%	98%	87%
	No	Count	6	5	1	4	1	0	0	1	2	4	1	4
		Column N %	6%	7%	9%	19%	6%	0%	0%	4%	6%	9%	2%	13%
	Total	Count	99	76	11	21	18	3	5	26	31	46	42	30

# 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	4.13	4.41	5.36	5.10	4.39	3.00	6.00	3.56	3.65	4.06	4.00	5.00
	Median	3	3	6	6	3	3	3	3	3	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	2	2	0	0	0	0	0	1	0	2	0	0
		Column N %	2%	3%	0%	0%	0%	0%	0%	4%	0%	4%	0%	0%
	Free-time package tour	Count	65	52	9	12	14	0	2	17	22	27	32	0
		Column N %	64%	68%	82%	57%	78%	0%	50%	63%	71%	57%	73%	0%
	Individually arranged travel (FIT)	Count	30	21	2	9	4	0	2	9	8	17	9	30
		Column N %	30%	27%	18%	43%	22%	0%	50%	33%	26%	36%	20%	100%
	Group tour	Count	4	2	0	0	0	4	0	0	1	1	3	0
		Column N %	4%	3%	0%	0%	0%	100%	0%	0%	3%	2%	7%	0%
	Total	Count	101	77	11	21	18	4	4	27	31	47	44	30

# TRAVEL MOTIVATION - SEGMENTATION

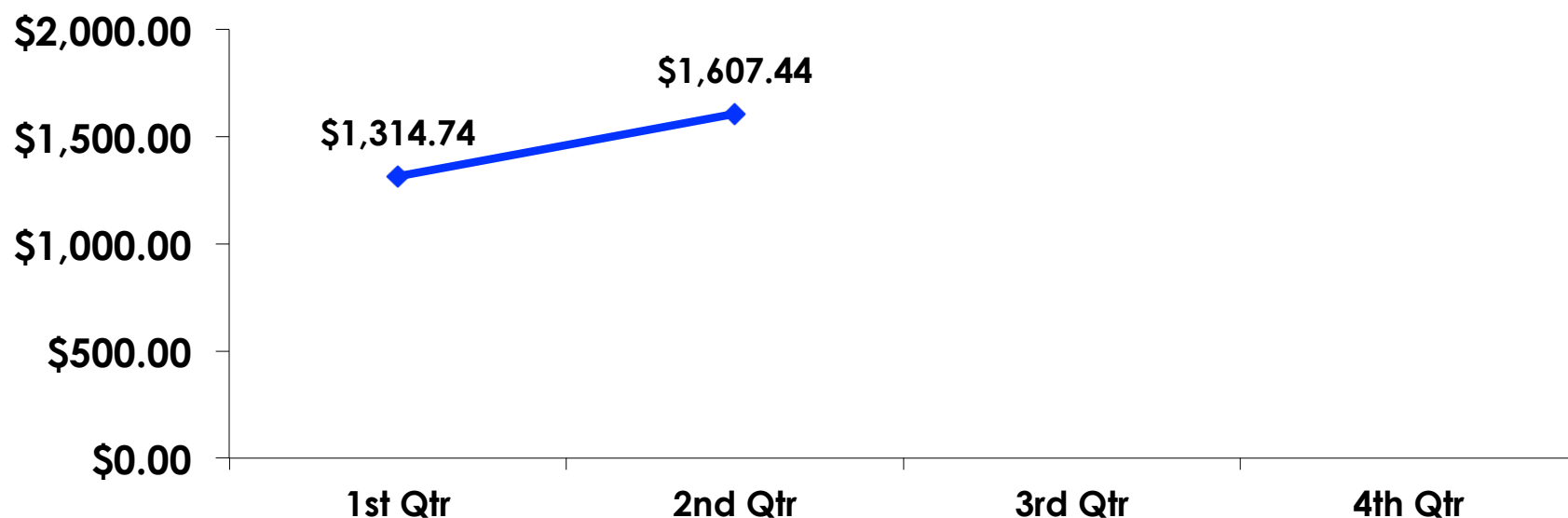
	TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	GROUP TOUR	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
	-	-	-	-	-	-	-	-	-	-	-	-
Q5A Previous trip	5%	6%	9%	19%	6%	0%	0%	4%	3%	9%	0%	10%
Price	17%	12%	18%	24%	17%	0%	20%	19%	16%	15%	18%	17%
Visit friends/ Relatives	4%	5%	0%	5%	11%	0%	20%	0%	6%	2%	5%	3%
Recomm- friend/family/trvl agnt	24%	22%	9%	19%	17%	75%	20%	19%	26%	23%	27%	23%
Scuba	9%	8%	0%	19%	0%	0%	40%	7%	6%	11%	2%	23%
Water sports	25%	32%	55%	33%	50%	25%	0%	22%	35%	21%	30%	17%
Short travel time	54%	58%	91%	57%	67%	50%	0%	63%	68%	51%	66%	43%
Relax	41%	41%	36%	48%	28%	50%	20%	37%	35%	47%	39%	50%
Company/ Business Trip	3%	0%	0%	0%	0%	25%	0%	0%	3%	4%	2%	3%
Company Sponsored	2%	1%	0%	0%	0%	25%	0%	4%	3%	0%	2%	3%
Safe	39%	37%	36%	57%	28%	25%	40%	41%	39%	40%	41%	47%
Natural beauty	81%	83%	100%	86%	72%	100%	80%	85%	77%	87%	77%	80%
Shopping	41%	40%	36%	29%	39%	75%	60%	44%	48%	36%	43%	47%
Career Cert/ Testing	2%	1%	0%	0%	0%	0%	0%	4%	3%	2%	2%	7%
Married/ Attn wedding	3%	1%	27%	0%	6%	0%	0%	0%	6%	2%	5%	3%
Honeymoon	8%	10%	73%	0%	17%	0%	0%	15%	13%	9%	7%	3%
Pleasure	16%	19%	27%	24%	28%	0%	20%	19%	10%	19%	14%	10%
Organized sports	2%	1%	9%	0%	0%	25%	0%	0%	3%	2%	2%	0%
No visa requirement	8%	9%	0%	10%	22%	0%	0%	4%	10%	6%	11%	0%
Other	1%	1%	0%	0%	0%	0%	0%	0%	3%	0%	2%	0%
Total Count	102	78	11	21	18	4	5	27	31	47	44	30

# 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	84%	86%	91%	95%	78%	50%	40%	92%	84%	91%	80%	90%
	Friend/ Relative	36%	34%	27%	33%	50%	25%	60%	31%	39%	30%	34%	40%
	TV	14%	16%	18%	10%	11%	25%	0%	19%	13%	15%	14%	13%
	Travel Agent Brochure	13%	10%	9%	14%	17%	0%	0%	8%	13%	11%	18%	3%
	Co-Worker/ Company Trvl Dept	11%	9%	9%	0%	6%	50%	0%	15%	13%	13%	11%	13%
	Travel Guidebook- Bookstore	9%	9%	18%	14%	17%	25%	0%	4%	13%	7%	11%	3%
	GVB Promo	8%	6%	18%	5%	11%	0%	0%	4%	6%	7%	11%	7%
	Magazine (Consumer)	6%	8%	9%	14%	6%	0%	0%	4%	6%	9%	2%	7%
	Prior Trip	5%	5%	9%	14%	6%	0%	0%	4%	6%	7%	2%	10%
	Newspaper	3%	4%	0%	0%	0%	0%	0%	0%	0%	4%	2%	3%
	Travel Trade Show	1%	1%	0%	0%	0%	0%	20%	0%	0%	0%	0%	0%
	Total	Count	101	77	11	21	18	4	5	26	31	46	30

# SECTION 3 **EXPENDITURES**

# PREPAID EXPENDITURES - TRACKING



YTD=\$1,460.38

# PREPAID EXPENDITURES

## PER PERSON -

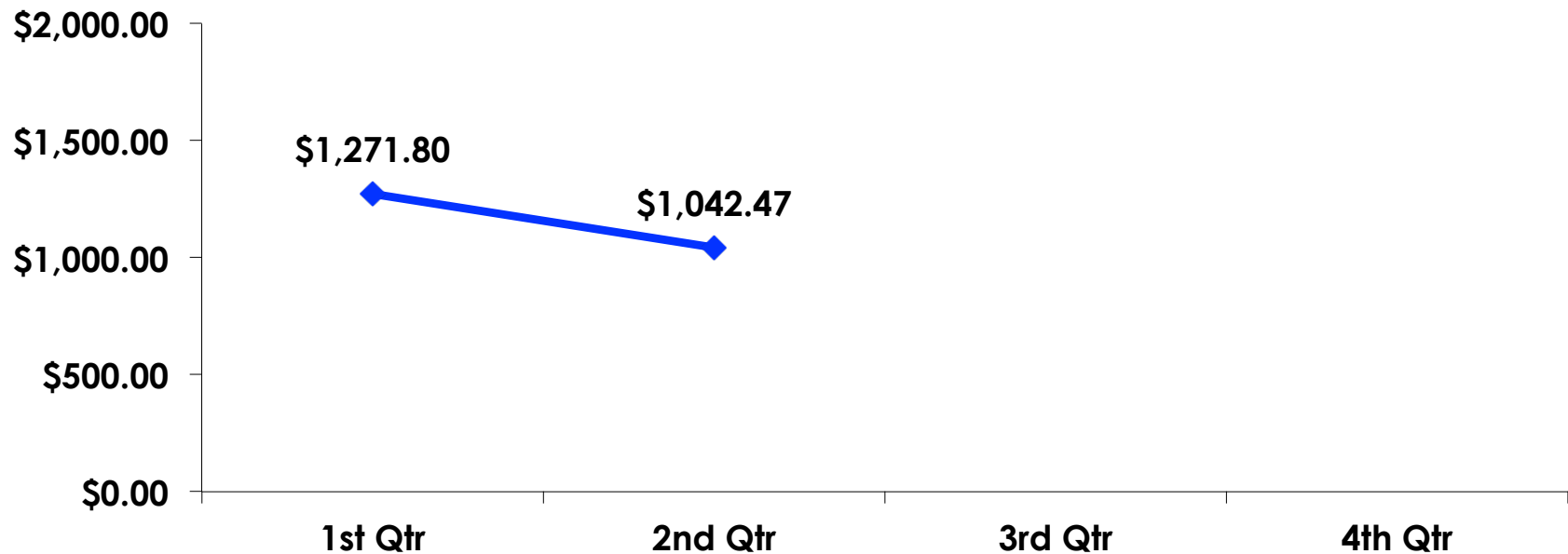
## SEGMENTATION

		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	\$1,607.44	\$1,654.10	\$2,149.52	\$1,747.61	\$1,455.95	\$2,461.83	\$995.42	\$1,275.55	\$1,607.28	\$1,752.06	\$1,606.38	\$1,593.97
	Median	\$1,374	\$1,527	\$1,985	\$1,374	\$1,298	\$1,626	\$1,221	\$1,267	\$1,298	\$1,527	\$1,321	\$1,450
	Minimum	\$0	\$0	\$1,527	\$791	\$611	\$0	\$0	\$0	\$305	\$0	\$0	\$0
	Maximum	\$6,595	\$6,318	\$3,076	\$3,073	\$2,799	\$6,595	\$1,527	\$3,053	\$6,318	\$6,595	\$6,318	\$3,073

## 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	\$2,693.85	\$2,928.77	\$3,637.40	\$2,409.47	\$2,442.75	\$2,041.64	\$1,679.39	\$2,246.69	\$2,384.50	\$3,071.99	\$2,520.31	\$1,221.37
	Median	\$1,832	\$2,519	\$3,053	\$1,527	\$1,603	\$1,954	\$1,679	\$2,290	\$1,527	\$2,713	\$1,527	\$1,221
AIR/ HOTEL/ MEAL	Mean	\$3,123.79	\$3,391.53	\$4,580.15	\$6,768.45	\$1,791.35	\$3,384.22	\$1,954.20	\$2,612.38	\$2,990.84	\$3,323.88	\$3,082.61	\$1,908.40
	Median	\$3,053	\$3,053	\$4,580	\$6,107	\$1,252	\$3,053	\$1,954	\$1,298	\$2,521	\$2,504	\$3,087	\$1,908
AIR ONLY	Mean	\$1,801.60	\$2,099.92	\$3,110.69	\$1,374.05	\$1,402.44	\$1,864.61	.	\$862.60	\$1,362.80	\$2,073.79	\$1,451.65	.
	Median	\$1,450	\$1,679	\$2,443	\$1,374	\$1,527	\$1,069	.	\$611	\$1,374	\$1,679	\$1,374	.
HOTEL ONLY	Mean	\$1,574.46	\$1,798.27	\$2,319.34	\$610.69	\$909.54	\$1,859.01	.	\$354.96	\$907.06	\$1,914.12	\$1,030.99	.
	Median	\$763	\$1,198	\$1,527	\$611	\$910	\$1,363	.	\$344	\$905	\$634	\$1,198	.
HOTEL & MEAL	Mean	\$6,870.23	\$6,870.23	\$3,053.44	.	.	.	.	.	\$3,053.44	.	\$6,870.23	.
	Median	\$6,870	\$6,870	\$3,053	.	.	.	.	.	\$3,053	.	\$6,870	.
F&B HOTEL	Mean	\$160.31	\$93.51	.	\$53.44	.	\$30.53	\$167.94	\$193.38	\$53.44	\$193.38	\$110.69	.
	Median	\$122	\$88	.	\$53	.	\$31	\$168	\$122	\$53	\$122	\$111	.
TRANS- CHINA	Mean	\$54.71	\$45.80	\$30.53	.	.	\$36.64	\$61.07	\$30.53	.	\$45.80	\$152.67	\$61.07
	Median	\$38	\$15	\$31	.	.	\$46	\$61	\$31	.	\$31	\$153	\$61
TRANS- GUAM	Mean	\$157.71	\$187.30	\$278.63	\$175.88	\$59.03	\$72.52	\$30.53	\$145.04	\$59.39	\$226.46	\$63.66	.
	Median	\$92	\$115	\$252	\$92	\$15	\$53	\$31	\$84	\$28	\$122	\$31	.
OPT TOURS	Mean	\$564.89	\$599.04	\$829.88	\$483.46	\$506.36	\$1,003.82	\$381.68	\$412.21	\$498.36	\$572.52	\$598.20	.
	Median	\$466	\$473	\$763	\$473	\$290	\$1,145	\$382	\$473	\$611	\$466	\$611	.
OTHER	Mean	\$987.57	\$887.73	\$1,267.18	\$466.36	\$643.26	\$651.91	\$2,374.05	\$238.88	\$563.36	\$908.88	\$1,117.56	.
	Median	\$565	\$565	\$1,527	\$573	\$632	\$489	\$2,374	\$160	\$598	\$511	\$649	.
TOTAL	Mean	\$3,261.77	\$3,674.37	\$5,006.18	\$4,354.09	\$2,643.54	\$3,105.21	\$2,786.26	\$2,263.00	\$2,817.90	\$3,652.63	\$3,272.48	\$1,300.76
	Median	\$2,370	\$3,053	\$4,122	\$3,511	\$2,137	\$2,122	\$2,275	\$1,527	\$1,985	\$3,053	\$2,481	\$1,221

# ON-ISLAND EXPENDITURES - TRACKING



YTD = \$1,157.69



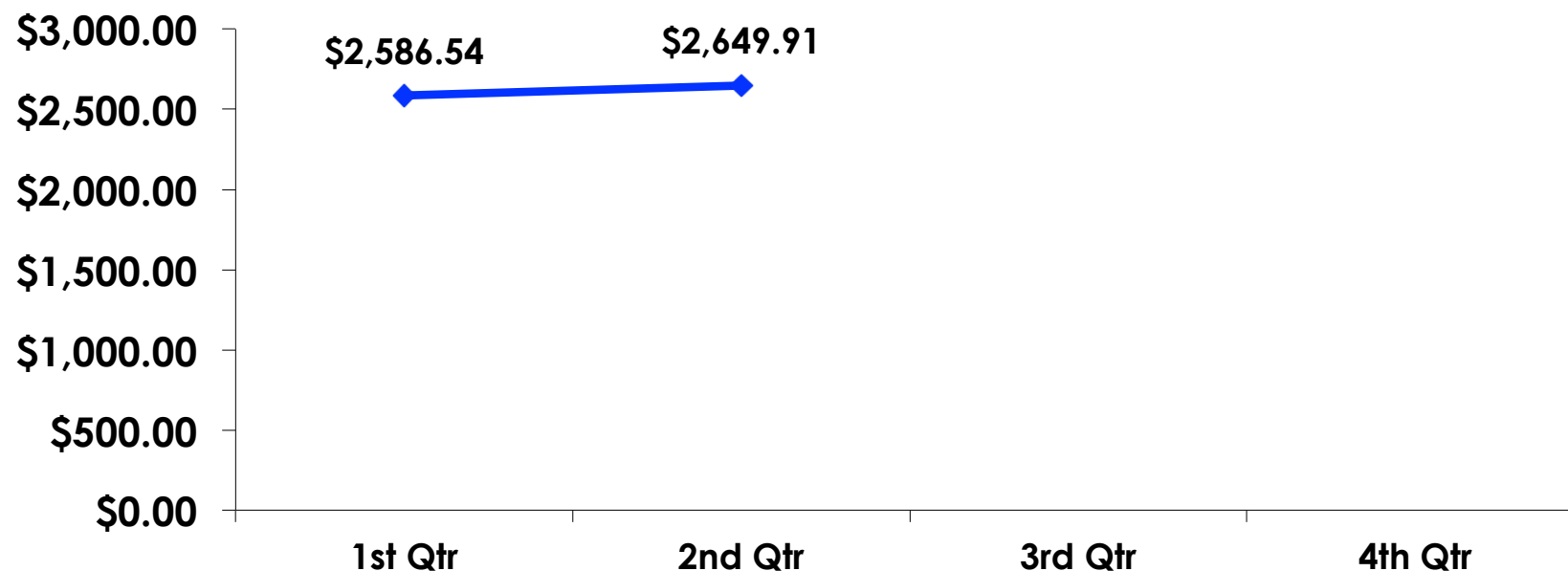
# ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		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	\$1,042.47	\$1,090.69	\$704.85	\$1,205.26	\$637.01	\$1,335.00	\$1,580.00	\$939.04	\$678.56	\$1,297.73	\$779.05	\$1,301.23
	Median	\$709	\$750	\$750	\$1,000	\$655	\$550	\$400	\$750	\$600	\$750	\$600	\$750
	Minimum	\$0	\$0	\$0	\$0	\$0	\$350	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$7,300	\$7,300	\$2,000	\$7,300	\$1,500	\$3,890	\$6,500	\$5,000	\$2,500	\$7,300	\$3,750	\$7,300

# 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	\$47.77	\$52.29	\$110.00	\$35.82	\$63.33	\$63.67	\$10.00	\$33.33	\$25.45	\$61.28	\$37.25	\$0.00
F&B FF/STORE	Mean	\$47.95	\$51.96	\$121.43	\$40.55	\$33.61	\$38.33	\$22.50	\$50.74	\$60.74	\$40.00	\$63.89	\$0.00
F&B RESTRNT	Mean	\$99.41	\$119.64	\$202.38	\$134.00	\$102.22	\$26.67	\$14.00	\$97.19	\$60.58	\$124.77	\$89.23	\$20.00
OPT TOUR	Mean	\$125.45	\$122.72	\$273.81	\$18.18	\$69.44	\$46.67	\$220.00	\$73.93	\$84.55	\$140.34	\$131.82	\$0.00
GIFT- SELF	Mean	\$287.22	\$309.44	\$590.48	\$227.27	\$256.11	\$262.67	\$689.00	\$224.07	\$163.42	\$394.68	\$216.95	\$200.00
GIFT- OTHER	Mean	\$247.84	\$279.41	\$417.62	\$113.09	\$130.00	\$183.33	\$231.50	\$168.67	\$182.58	\$183.28	\$364.00	\$40.00
TRANS	Mean	\$44.58	\$45.22	\$78.76	\$32.91	\$36.61	\$50.30	\$23.00	\$68.15	\$46.65	\$55.74	\$42.43	\$0.00
OTHER	Mean	\$1,077.97	\$1,241.21	\$1,019.05	\$590.91	\$352.78	\$1,377.67	\$250.00	\$1,142.37	\$668.26	\$1,530.72	\$671.89	\$1,320.00
TOTAL	Mean	\$1,978.20	\$2,221.88	\$2,813.52	\$1,192.73	\$1,044.11	\$2,049.30	\$1,460.00	\$1,858.44	\$1,292.23	\$2,530.81	\$1,617.45	\$1,580.00

# TOTAL EXPENDITURES – TRACKING



YTD=\$2,618.07

# 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	\$2,649.91	\$2,744.79	\$2,854.37	\$2,952.87	\$2,092.96	\$3,796.83	\$2,575.42	\$2,214.59	\$2,285.84	\$3,049.79	\$2,385.44	\$2,895.20
	Median	\$2,221	\$2,270	\$2,545	\$2,615	\$2,184	\$2,176	\$1,621	\$1,998	\$2,145	\$2,509	\$2,163	\$2,111
	Minimum	\$0	\$0	\$2,012	\$991	\$936	\$350	\$0	\$709	\$505	\$150	\$350	\$505
	Maximum	\$10,485	\$10,353	\$5,053	\$10,353	\$3,132	\$10,485	\$7,508	\$6,756	\$7,818	\$10,485	\$7,818	\$10,353

# SECTION 4 **ADVANCED STATISTICS**

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# 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 ( $p \leq .05$ ) drivers and the percentage of the dependent variables accounted for by each significant predictor and by all of them combined.

<b>Comparison of Drivers of Overall Satisfaction, 1st, 2nd Qtr and Overall 1-2 Qtr 2016</b>			
	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			7
Quality of daytime tours		4	
Variety of daytime tours			
Quality of nighttime tours		2	
Variety of nighttime tours			
Quality of shopping			
Variety of shopping			3
Price of things on Guam			6
Quality of hotel accommodations	1	1	1
Quality/cleanliness of air, sky			
Quality/cleanliness of parks			
Quality of landscape in Tumon	2		4
Quality of landscape in Guam		3	
Quality of ground handler			5
Quality/cleanliness of transportation vehicles			2
% of Per Person On Island Expenditures Accounted For	56.9%	56.0%	60.0%

# DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the China's visitor's experience on Guam is driven by four significant factors in the Second Quarter 2016 Period. They are, in rank order:
  - **Quality of hotel accommodations,**
  - **Quality of night time tours,**
  - **Quality of landscape in Guam, and**
  - **Quality of daytime tours.**
- With these factors the overall  $r^2$  is .560 meaning that **56.0% of overall satisfaction is accounted for by these factors.**



Comparison of Drivers of Per Person On Island Expenditure, 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			
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%

# Drivers of Per Person On Island Expenditure

- **Per person on island expenditure** of China's visitor's on Guam is driven by no significant factors in the Second Quarter 2016 Period.