



GUAM VISITORS BUREAU

China 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 **103** 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 **103** 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

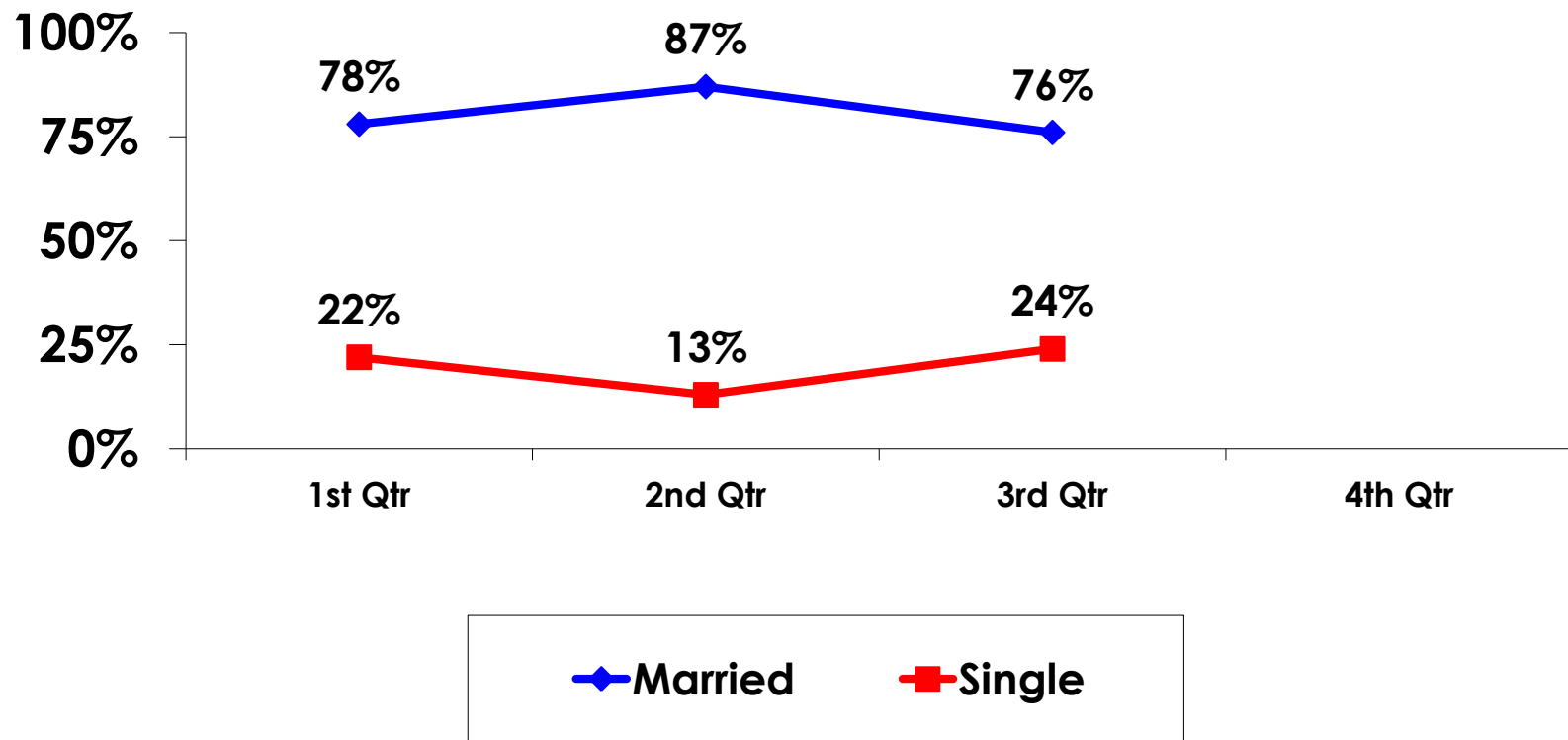
- Families – Q.6
- Wedding/ Honeymoon – Q.5A
- Group Tour – Q.7
- Office Lady – Q.25/ female
- Silvers – Q.D
- 18-35 – Q.D
- 25-55 – Q.D
- Child – Q.6
- FITs – Q.7

Highlighted Segments

	1 st QTR	2 nd QTR	3 rd QTR	4 th QTR
Families	70%	77%	63%	
Child	14%	21%	16%	
Wedding/ Honeymoon	13%	11%	5%	
Office Lady	22%	18%	22%	
FIT	39%	29%	25%	
Group Tour	2%	4%	1%	
Male 18-35	23%	27%	21%	
Female 18-35	40%	30%	33%	
Male 25-55	38%	46%	44%	
Female 25-55	52%	43%	45%	
Silver 60+	4%	5%	7%	
TOTAL	103	102	103	

SECTION 1 **PROFILE OF RESPONDENTS**

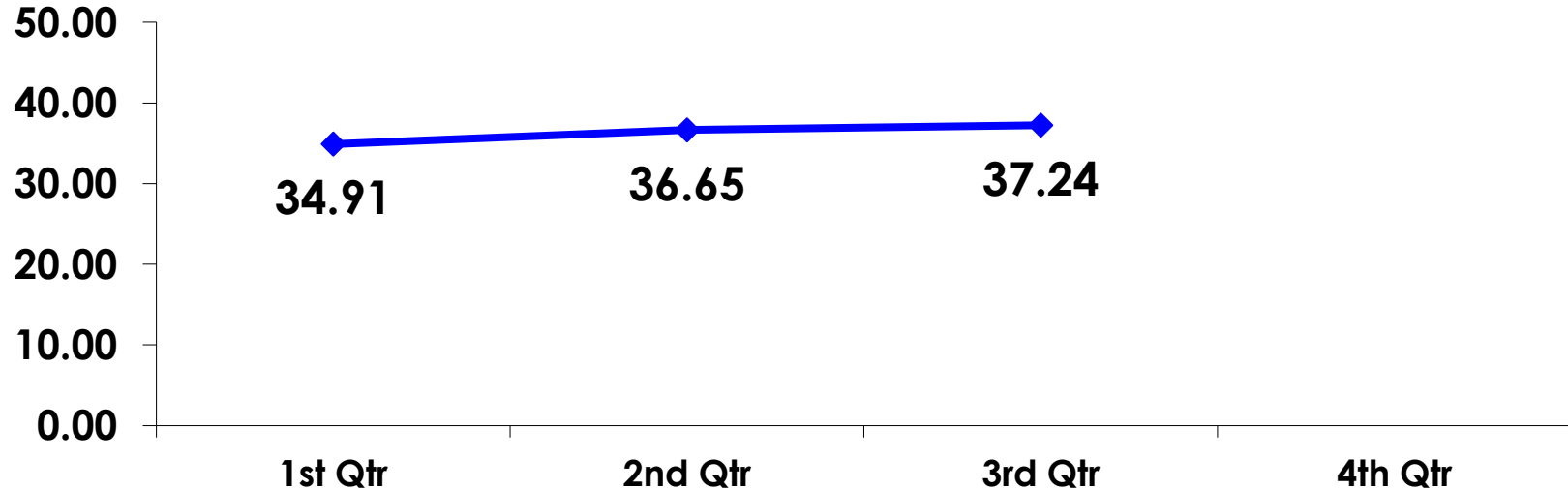
MARITAL STATUS - TRACKING



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	78	61	5	16	15	0	7	17	20	36	33	21
		Column N %	76%	94%	100%	100%	65%	0%	100%	77%	59%	80%	72%	81%
	Single	Count	25	4	0	0	8	1	0	5	14	9	13	5
		Column N %	24%	6%	0%	0%	35%	100%	0%	23%	41%	20%	28%	19%
Total		Count	103	65	5	16	23	1	7	22	34	45	46	26

AVERAGE AGE - TRACKING



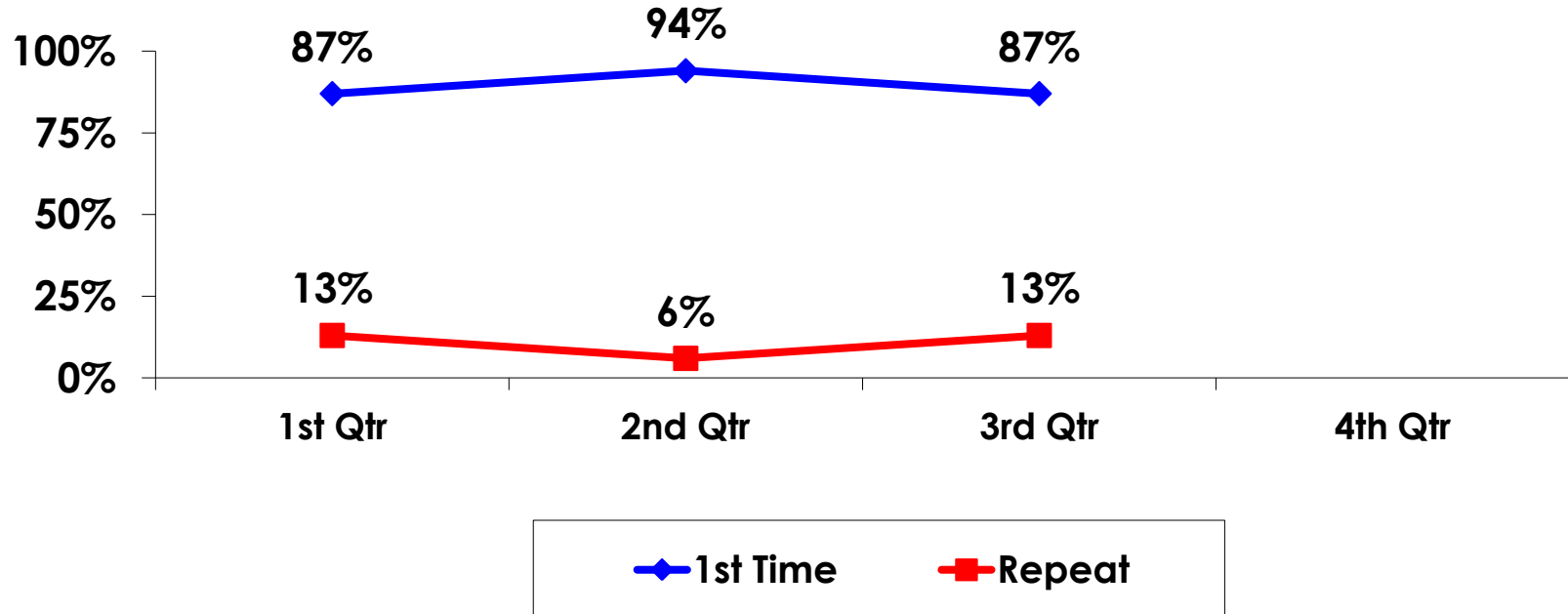
AGE- SEGMENTATION

			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	1	0	0	1	0	0	1	2	0	0	1
		Column N %	3%	2%	0%	0%	4%	0%	0%	5%	6%	0%	0%	4%
	25-34	Count	50	31	5	8	18	0	0	19	31	19	31	12
		Column N %	49%	48%	100%	50%	78%	0%	0%	86%	91%	42%	67%	46%
	35-49	Count	35	22	0	8	4	1	0	2	1	25	10	8
		Column N %	34%	34%	0%	50%	17%	100%	0%	9%	3%	56%	22%	31%
	50+	Count	15	11	0	0	0	0	7	0	0	1	5	5
		Column N %	15%	17%	0%	0%	0%	0%	100%	0%	0%	2%	11%	19%
	Total	Count	103	65	5	16	23	1	7	22	34	45	46	26
QF	Mean		37.24	38.00	27.40	34.44	30.17	43.00	64.43	29.59	29.53	36.04	34.48	38.23
	Median		34	35	26	34	30	43	66	30	30	36	32	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	0	0	0	2	0	0	0	2	0	1	0
		Column N %	2%	0%	0%	0%	9%	0%	0%	0%	6%	0%	2%	0%
	CNY40K - CNY60K	Count	5	1	0	0	1	0	1	1	2	1	2	3
		Column N %	5%	2%	0%	0%	4%	0%	17%	5%	6%	2%	4%	12%
	CNY60K - CNY80K	Count	11	5	0	0	3	0	1	1	4	4	6	1
		Column N %	11%	8%	0%	0%	13%	0%	17%	5%	12%	9%	13%	4%
	CNY80K - CNY120K	Count	15	10	0	2	5	0	3	5	6	4	7	3
		Column N %	15%	16%	0%	13%	22%	0%	50%	23%	18%	9%	15%	12%
	CNY120K - CNY240K	Count	27	18	4	4	5	0	0	5	9	14	13	5
		Column N %	26%	28%	80%	25%	22%	0%	0%	23%	26%	31%	28%	19%
	CNY240K+	Count	42	30	1	10	7	1	1	10	11	22	17	14
		Column N %	41%	47%	20%	63%	30%	100%	17%	45%	32%	49%	37%	54%
Total	Count	102	64	5	16	23	1	6	22	34	45	46	26	

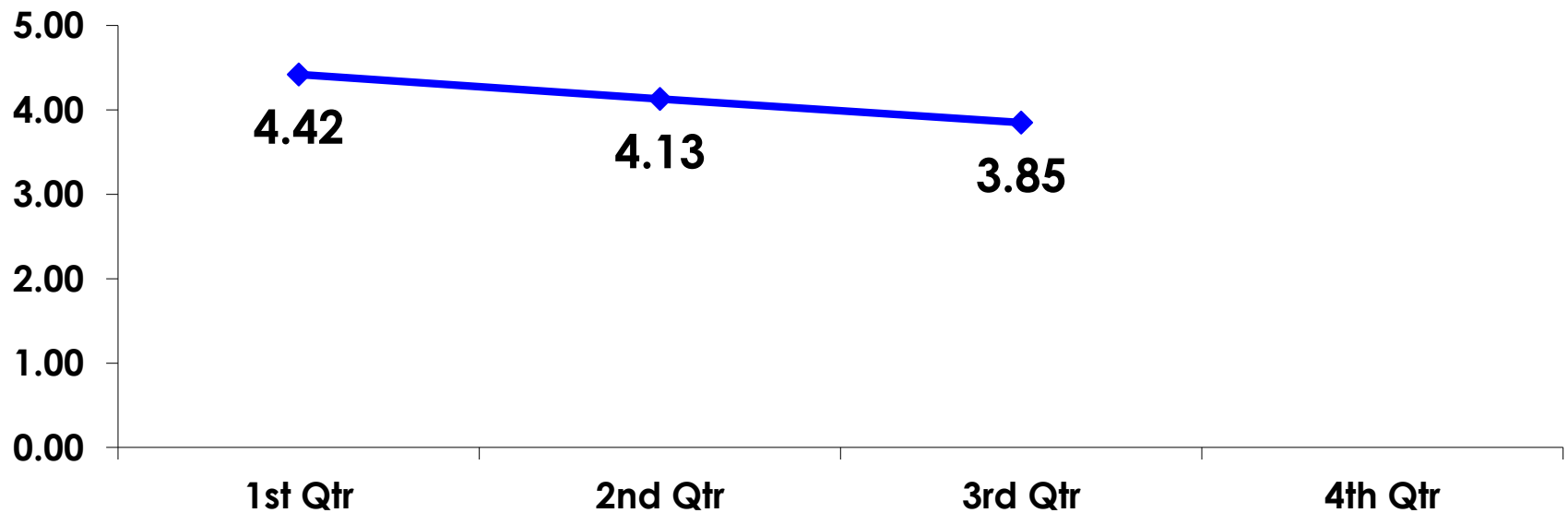
PRIOR TRIPS TO GUAM - TRACKING



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	88	59	4	14	21	1	7	17	31	38	39	21
		Column N %	87%	92%	80%	88%	91%	100%	100%	77%	94%	84%	89%	88%
	No	Count	13	5	1	2	2	0	0	5	2	7	5	3
		Column N %	13%	8%	20%	13%	9%	0%	0%	23%	6%	16%	11%	13%
	Total	Count	101	64	5	16	23	1	7	22	33	45	44	24

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	3.85	3.92	4.60	4.44	3.48	2.00	2.17	3.77	3.47	4.38	3.61	5.12
	Median	3	3	6	6	3	2	2	3	3	3	3	5

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	3	2	0	0	0	0	0	1	0	2	1	0
		Column N %	3%	3%	0%	0%	0%	0%	0%	0%	5%	0%	4%	2%
	Free-time package tour	Count	71	42	4	11	19	0	3	13	29	30	35	0
		Column N %	70%	67%	80%	69%	83%	0%	60%	59%	85%	67%	76%	0%
	Individually arranged travel (FIT)	Count	26	19	1	5	4	0	2	8	5	13	9	26
		Column N %	26%	30%	20%	31%	17%	0%	40%	36%	15%	29%	20%	100%
	Group tour	Count	1	0	0	0	0	1	0	0	0	0	1	0
		Column N %	1%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	2%
	Total	Count	101	63	5	16	23	1	5	22	34	45	46	26

TRAVEL MOTIVATION - SEGMENTATION

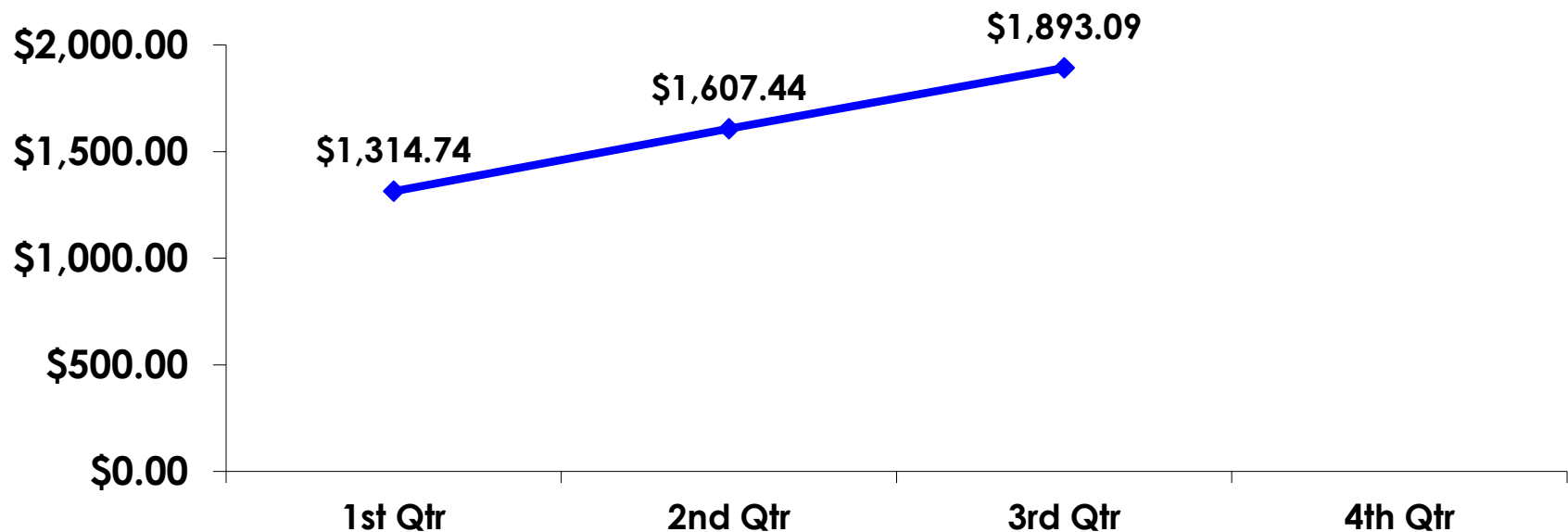
		TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	GROUP TOUR	SILVER 60+	MALE 18-35	FEMALE 18- 35	MALE 25-55	FEMALE 25- 55	FIT	
		-	-	-	-	-	-	-	-	-	-	-	-	
Q5A	Previous trip	10%	6%	20%	13%	9%	0%	0%	18%	3%	16%	7%	8%	
	Price	23%	15%	0%	19%	17%	0%	43%	18%	29%	18%	26%	19%	
	Visit friends/ Relatives	3%	2%	0%	6%	0%	0%	0%	5%	0%	7%	0%	4%	
	Recomm- friend/family/trvl agnt	18%	20%	0%	25%	30%	100%	14%	9%	21%	11%	28%	15%	
	Scuba	15%	11%	20%	19%	17%	0%	0%	14%	21%	16%	17%	12%	
	Water sports	25%	31%	60%	38%	30%	0%	0%	32%	29%	29%	26%	19%	
	Short travel time	47%	48%	40%	63%	70%	0%	14%	36%	71%	40%	61%	38%	
	Golf	3%	5%	0%	13%	0%	0%	0%	0%	0%	7%	0%	12%	
	Relax	42%	42%	20%	38%	35%	0%	29%	41%	50%	40%	43%	38%	
	Safe	27%	32%	20%	44%	22%	0%	0%	23%	26%	27%	28%	19%	
	Natural beauty	77%	77%	60%	75%	83%	100%	29%	68%	91%	71%	87%	62%	
	Shopping	35%	43%	60%	44%	22%	0%	43%	45%	21%	36%	33%	27%	
	Career Cert/ Testing	7%	3%	20%	6%	13%	0%	0%	9%	6%	4%	11%	4%	
	Honeymoon	5%	8%	100%	0%	4%	0%	0%	14%	6%	7%	4%	4%	
	Pleasure	10%	11%	20%	6%	17%	0%	0%	9%	15%	9%	13%	4%	
	Organized sports	2%	2%	0%	0%	0%	0%	0%	5%	0%	4%	0%	4%	
	No visa requirement	6%	5%	0%	0%	4%	0%	14%	5%	3%	7%	4%	12%	
	Other	3%	0%	0%	0%	4%	0%	0%	5%	3%	4%	2%	8%	
	Total	Count	103	65	5	16	23	1	7	22	34	45	46	26

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	83%	78%	100%	94%	87%	0%	29%	95%	91%	89%	87%	84%
	Friend/ Relative	34%	45%	60%	44%	30%	0%	43%	36%	29%	40%	31%	24%
	Travel Guidebook- Bookstore	11%	5%	0%	13%	9%	0%	0%	9%	18%	9%	13%	8%
	Travel Agent Brochure	11%	11%	0%	13%	4%	100%	0%	14%	9%	9%	16%	8%
	TV	10%	11%	20%	6%	4%	0%	14%	5%	6%	9%	9%	4%
	GVB Promo	7%	8%	0%	6%	13%	0%	14%	0%	12%	4%	9%	12%
	Prior Trip	7%	5%	0%	13%	4%	0%	0%	14%	0%	11%	4%	4%
	Magazine (Consumer)	6%	6%	0%	6%	4%	0%	0%	0%	12%	2%	7%	0%
	Travel Trade Show	5%	8%	20%	6%	0%	0%	14%	5%	3%	2%	7%	8%
	Co-Worker/ Company Trvl Dept	5%	5%	0%	6%	9%	0%	14%	5%	6%	2%	7%	8%
	Newspaper	4%	3%	0%	0%	0%	0%	14%	0%	3%	2%	4%	8%
	GVB Office	2%	2%	0%	0%	0%	0%	14%	0%	3%	0%	2%	4%
	Consumer Trvl Show	1%	2%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%
	Total	Count	102	64	5	16	23	1	7	22	34	45	25

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING



YTD=\$1,605.08

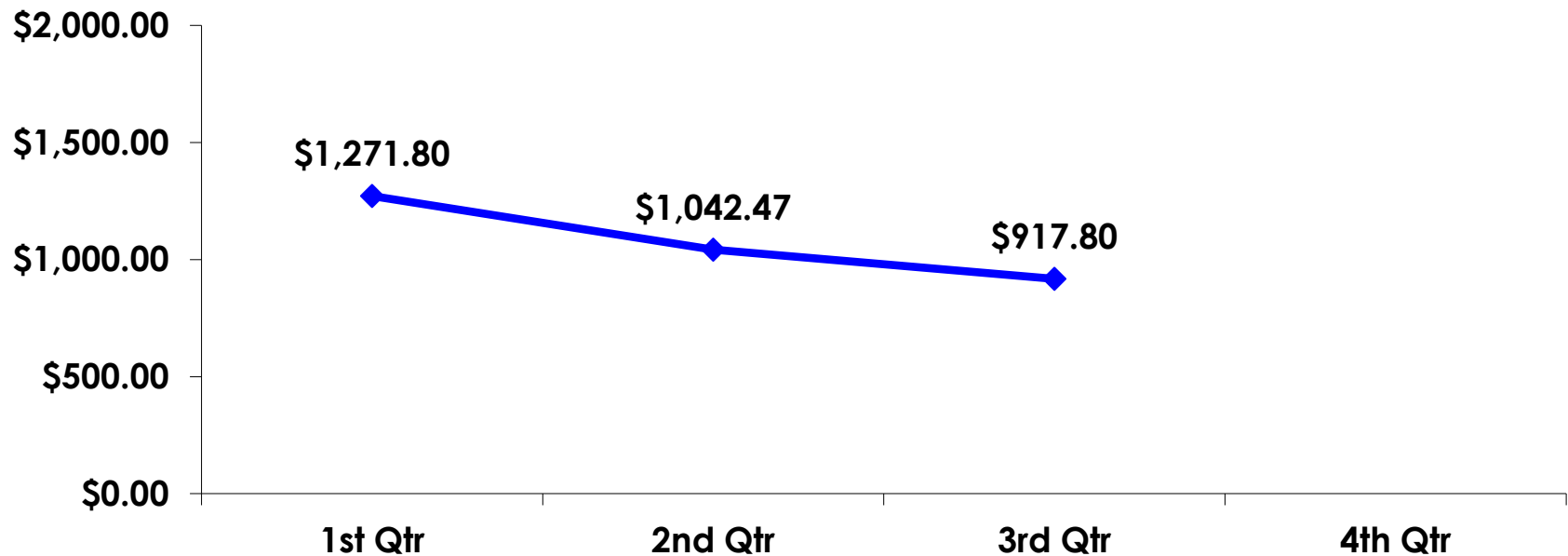
PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		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	\$1,893.09	\$1,887.90	\$1,422.90	\$2,085.37	\$1,917.12	\$351.15	\$3,335.83	\$2,175.09	\$1,648.62	\$2,079.68	\$1,528.18	\$2,370.00
	Median	\$1,069	\$1,038	\$992	\$1,045	\$1,069	\$351	\$794	\$954	\$1,069	\$1,033	\$1,069	\$1,145
	Minimum	\$0	\$0	\$0	\$66	\$0	\$351	\$573	\$0	\$0	\$0	\$0	\$0
	Maximum	\$15,267	\$15,267	\$3,053	\$13,791	\$13,791	\$351	\$12,214	\$15,267	\$13,791	\$15,267	\$13,791	\$13,791

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	\$3,121.85	\$3,590.39	\$7,568.70	\$2,160.31	\$3,882.33	\$5,717.56	.	\$4,449.69	\$3,077.73	\$3,460.51	\$2,747.55	\$3,977.04
	Median	\$1,634	\$2,137	\$3,359	\$2,290	\$1,069	\$1,641	.	\$1,985	\$1,069	\$2,061	\$1,069	\$2,137
AIR/ HOTEL/ MEAL	Mean	\$2,375.93	\$2,512.51	\$3,180.59	.	\$3,709.92	\$3,715.01	.	\$2,648.74	\$1,312.98	\$2,240.40	\$2,541.98	\$1,272.26
	Median	\$1,832	\$1,832	\$2,901	.	\$3,710	\$3,511	.	\$2,626	\$1,313	\$2,015	\$1,573	\$1,527
AIR ONLY	Mean	\$1,547.07	\$1,860.69	\$3,206.11	.	\$1,007.63	\$1,638.68	.	\$1,893.13	\$1,401.53	\$2,045.80	\$1,458.02	.
	Median	\$1,298	\$1,412	\$3,206	.	\$1,221	\$1,374	.	\$763	\$1,374	\$1,221	\$1,412	.
HOTEL ONLY	Mean	\$985.67	\$1,170.48	\$1,526.72	.	\$992.37	\$1,107.00	\$702.29	\$1,526.72	\$789.06	\$1,297.71	\$896.51	.
	Median	\$1,069	\$1,145	\$1,527	.	\$992	\$1,145	\$702	\$1,527	\$763	\$1,298	\$763	.
HOTEL & MEAL	Mean	\$458.02	\$458.02	.	.	.	\$458.02	.	\$458.02
	Median	\$458	\$458	.	.	.	\$458	.	\$458
F&B HOTEL	Mean	\$135.88	\$305.34	.	.	.	\$51.15	.	\$198.47	\$10.69	\$198.47	\$10.69	.
	Median	\$92	\$305	.	.	.	\$51	.	\$198	\$11	\$198	\$11	.
TRANS- CHINA	Mean	\$38.73	\$45.90	.	.	\$38.17	\$26.46	.	.	\$35.62	.	\$38.73	.
	Median	\$31	\$31	.	.	\$38	\$31	.	.	\$31	.	\$31	.
TRANS- GUAM	Mean	\$229.86	\$268.45	\$183.21	.	\$53.44	\$170.48	.	\$203.56	\$119.59	\$280.92	\$166.03	.
	Median	\$183	\$244	\$183	.	\$53	\$153	.	\$153	\$76	\$183	\$153	.
OPT TOURS	Mean	\$1,969.47	\$1,330.15	\$671.76	.	\$1,526.72	\$625.95	.	\$3,335.88	\$992.37	\$2,599.24	\$916.03	\$91.60
	Median	\$595	\$687	\$672	.	\$1,527	\$443	.	\$687	\$992	\$595	\$763	\$92
OTHER	Mean	\$1,245.61	\$1,255.13	\$1,200.09	\$3,190.84	\$1,479.39	\$693.04	.	\$1,740.55	\$1,288.44	\$1,406.83	\$1,143.03	.
	Median	\$535	\$1,183	\$1,374	\$3,191	\$1,374	\$374	.	\$458	\$611	\$458	\$611	.
TOTAL	Mean	\$3,267.14	\$3,579.19	\$6,023.44	\$3,041.22	\$3,861.91	\$4,340.58	\$702.29	\$4,500.74	\$3,144.58	\$3,691.42	\$2,998.29	\$3,444.89
	Median	\$1,756	\$2,290	\$3,496	\$1,985	\$1,221	\$2,023	\$702	\$2,137	\$1,443	\$2,290	\$1,527	\$1,527

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$1,077.47

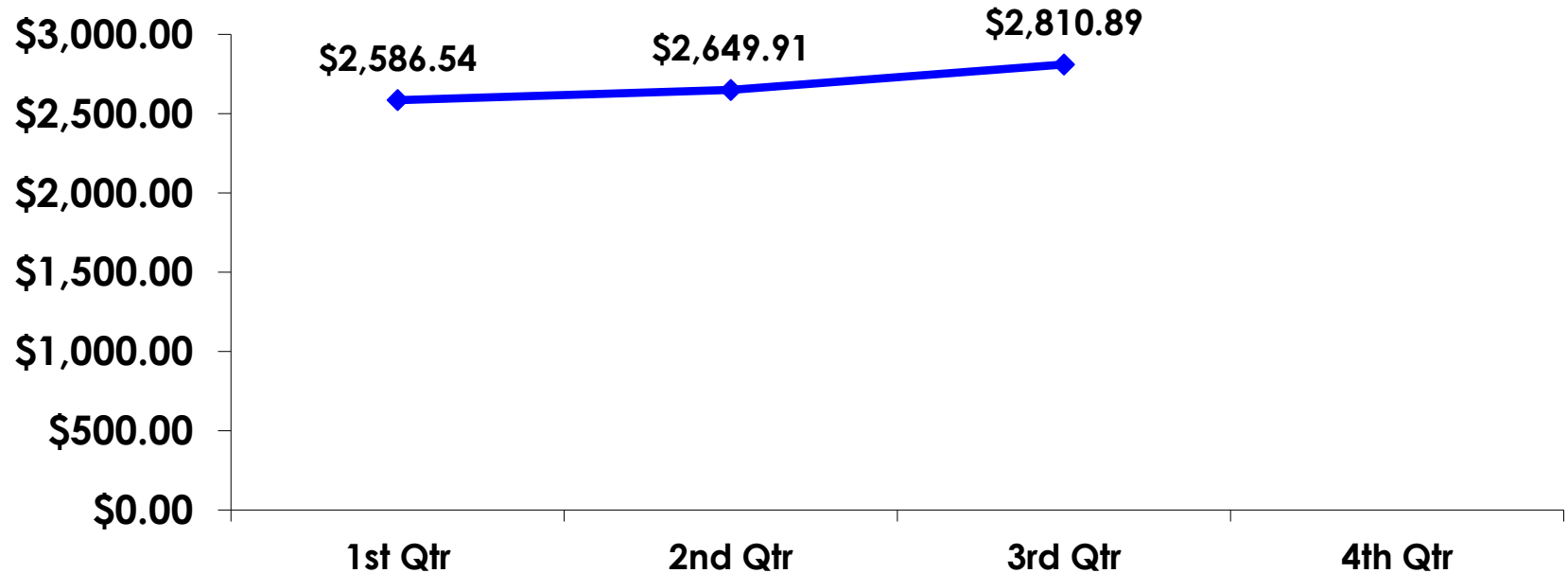
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		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	\$917.80	\$665.70	\$680.00	\$390.51	\$1,386.96	\$750.00	\$777.71	\$393.08	\$1,218.22	\$628.66	\$1,248.90	\$1,041.25
	Median	\$650	\$500	\$600	\$333	\$650	\$750	\$600	\$258	\$710	\$401	\$840	\$643
	Minimum	\$0	\$0	\$0	\$0	\$0	\$750	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$10,000	\$2,500	\$1,800	\$1,000	\$10,000	\$750	\$2,000	\$1,800	\$10,000	\$3,360	\$10,000	\$7,000

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	\$71.97	\$45.74	\$50.00	\$123.40	\$23.48	\$83.31	\$200.00	\$52.27	\$29.62	\$98.89	\$61.02	\$8.00
F&B FF/STORE	Mean	\$58.93	\$39.54	\$79.37	\$0.00	\$26.96	\$31.92	\$60.00	\$58.18	\$21.76	\$106.67	\$25.43	\$0.00
F&B RESTRNT	Mean	\$55.51	\$53.97	\$70.00	\$0.00	\$46.52	\$28.46	\$280.00	\$74.09	\$47.65	\$64.22	\$54.52	\$31.43
OPT TOUR	Mean	\$191.18	\$148.22	\$318.13	\$0.00	\$187.35	\$187.19	\$0.00	\$101.59	\$200.85	\$219.00	\$201.80	\$64.86
GIFT- SELF	Mean	\$183.09	\$138.28	\$145.63	\$0.00	\$357.78	\$18.65	\$880.00	\$113.09	\$242.03	\$204.42	\$202.37	\$28.57
GIFT- OTHER	Mean	\$77.42	\$75.08	\$25.63	\$0.00	\$61.04	\$64.23	\$0.00	\$55.91	\$50.12	\$62.67	\$76.17	\$185.71
TRANS	Mean	\$70.56	\$60.32	\$63.88	\$0.00	\$49.13	\$113.08	\$80.00	\$33.32	\$19.06	\$25.73	\$124.78	\$24.29
OTHER	Mean	\$681.37	\$729.43	\$355.62	\$876.60	\$945.57	\$1,012.00	\$0.00	\$318.18	\$962.68	\$363.11	\$931.02	\$516.29
TOTAL	Mean	\$1,391.20	\$1,291.95	\$1,108.25	\$1,000.00	\$1,697.83	\$1,540.00	\$1,500.00	\$806.64	\$1,573.76	\$1,144.71	\$1,679.09	\$863.43

TOTAL EXPENDITURES – TRACKING



YTD=\$2,682.55

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	\$2,810.89	\$2,553.60	\$2,102.90	\$2,475.87	\$3,304.07	\$1,101.15	\$4,113.55	\$2,568.17	\$2,866.83	\$2,708.34	\$2,777.08	\$3,411.25
	Median	\$1,770	\$1,766	\$2,044	\$1,828	\$1,763	\$1,101	\$1,763	\$1,427	\$1,782	\$1,766	\$1,867	\$2,095
	Minimum	\$0	\$0	\$0	\$269	\$200	\$1,101	\$917	\$0	\$0	\$0	\$458	\$0
	Maximum	\$15,647	\$15,647	\$3,824	\$14,458	\$14,458	\$1,101	\$13,214	\$15,647	\$14,458	\$15,647	\$14,458	\$14,458

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 2016				
	1st Qtr	2nd Qtr	3rd Qtr	Combined 1-3 Qtr 2016
Drivers:	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks				
Ease of getting around			3	
Safety walking around at night				
Quality of daytime tours		4	2	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				
Quality of hotel accommodations	1	1	1	1
Quality/cleanliness of air, sky				
Quality/cleanliness of parks				5
Quality of landscape in Tumon	2			
Quality of landscape in Guam		3		
Quality of ground handler				
Quality/cleanliness of transportation vehicles				2
% of Per Person On Island Expenditures Accounted For	56.9%	56.0%	65.8%	61.3%
NOTE: Only significant predictors are ranked.				

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the China's visitor's experience on Guam is driven by three significant factors in the Third Quarter 2016 Period. They are, in rank order:
 - **Quality of hotel accommodations,**
 - **Quality of daytime tours, and**
 - **Ease of getting around.**
- With these factors the overall r^2 is .658 meaning that **65.8% 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 2016

	1st Qtr	2nd Qtr	3rd Qtr	Combin ed 1-3 Qtr 2016
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 factors in the Third Quarter 2016 Period.