



GUAM VISITORS BUREAU

China Visitor Tracker Exit Profile

FY2016 Market Segmentation

4TH QTR (JUL~SEPT 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.

Highlighted Segments

Parameters

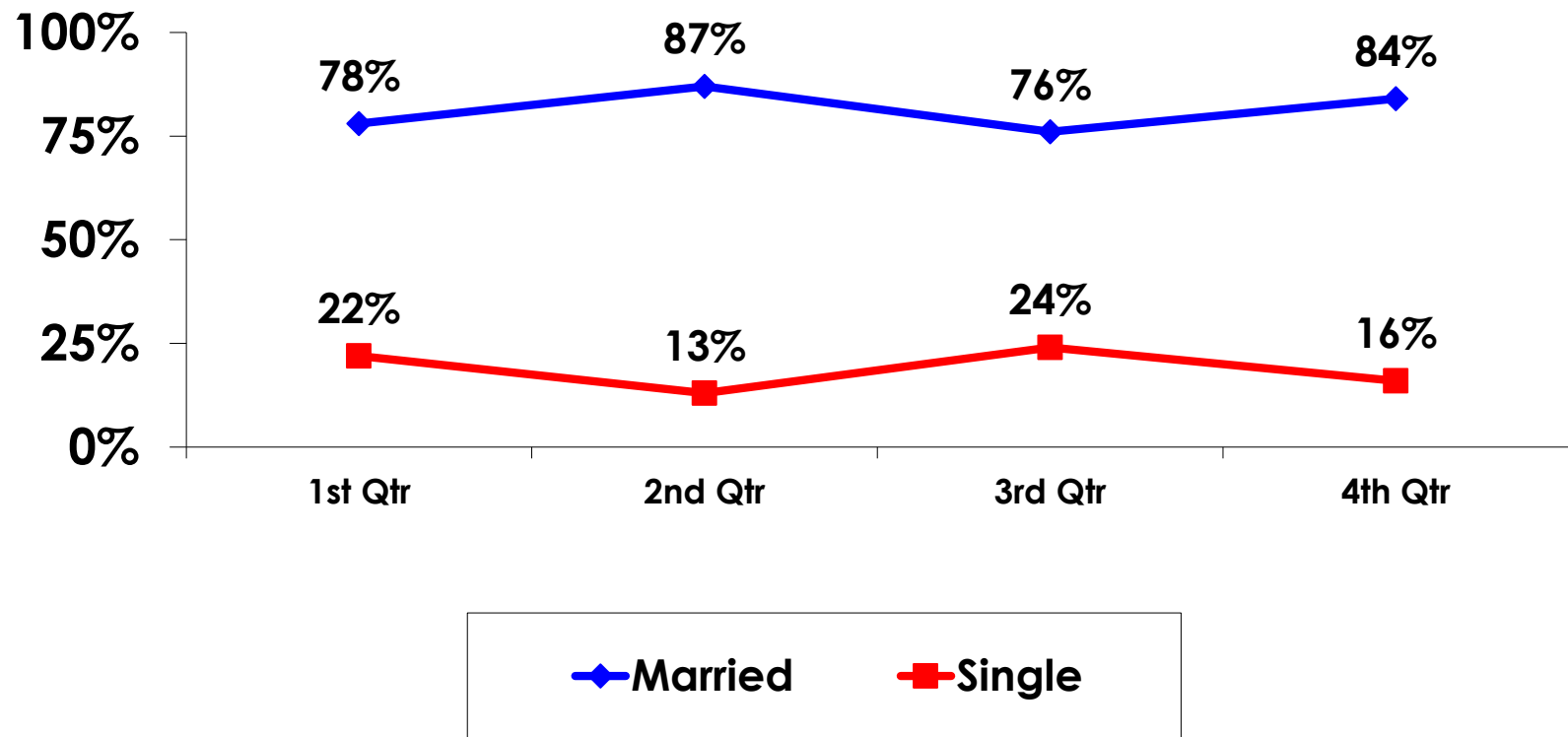
- Families – Q.6
- Wedding/ Honeymoon – Q.5A
- Group Tour – Q.7
- Office Lady – Q.25/ female
- Silvers – Q.D
- 18-35 – Q.D
- 25-55 – Q.D
- Child – Q.6
- FITs – Q.7

Highlighted Segments

	1 st QTR	2 nd QTR	3 rd QTR	4 th QTR
Families	70%	77%	63%	82%
Child	14%	21%	16%	41%
Wedding/ Honeymoon	13%	11%	5%	8%
Office Lady	22%	18%	22%	10%
FIT	39%	29%	25%	22%
Group Tour	2%	4%	1%	1%
Male 18-35	23%	27%	21%	24%
Female 18-35	40%	30%	33%	23%
Male 25-55	38%	46%	44%	44%
Female 25-55	52%	43%	45%	44%
Silver 60+	4%	5%	7%	4%
TOTAL	103	102	103	102

SECTION 1 **PROFILE OF RESPONDENTS**

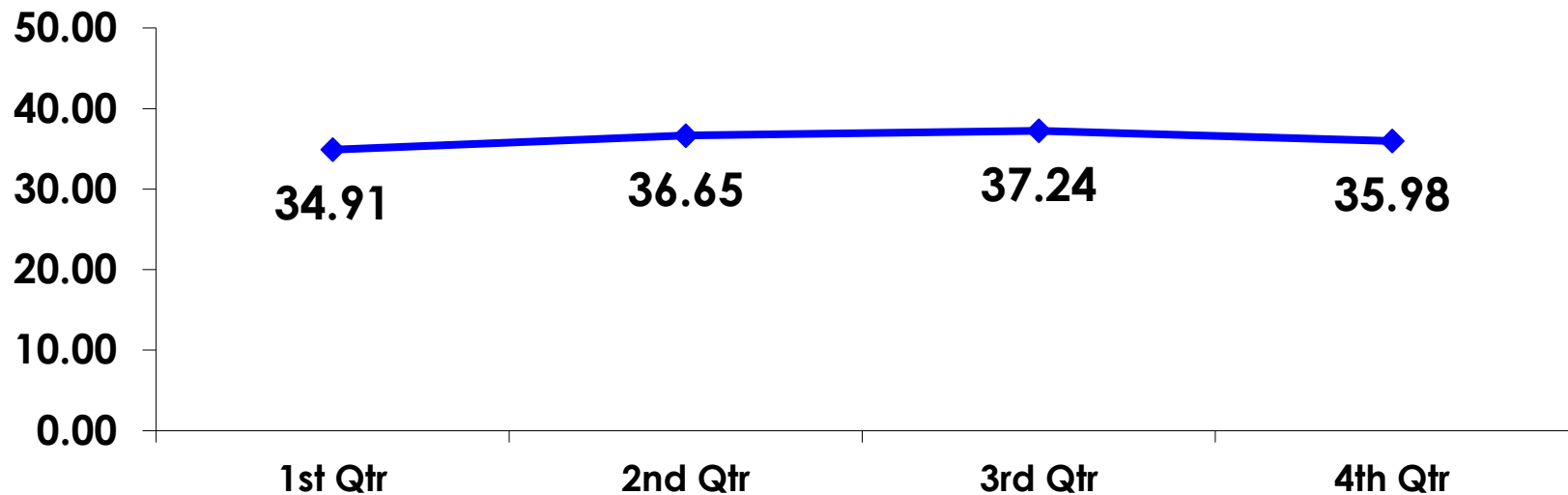
MARITAL STATUS - TRACKING



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	86	75	8	42	9	1	4	21	15	43	37	20
		Column N %	84%	89%	100%	100%	90%	100%	100%	88%	65%	96%	82%	91%
	Single	Count	16	9	0	0	1	0	0	3	8	2	8	2
		Column N %	16%	11%	0%	0%	10%	0%	0%	13%	35%	4%	18%	9%
	Total	Count	102	84	8	42	10	1	4	24	23	45	45	22

AVERAGE AGE - TRACKING



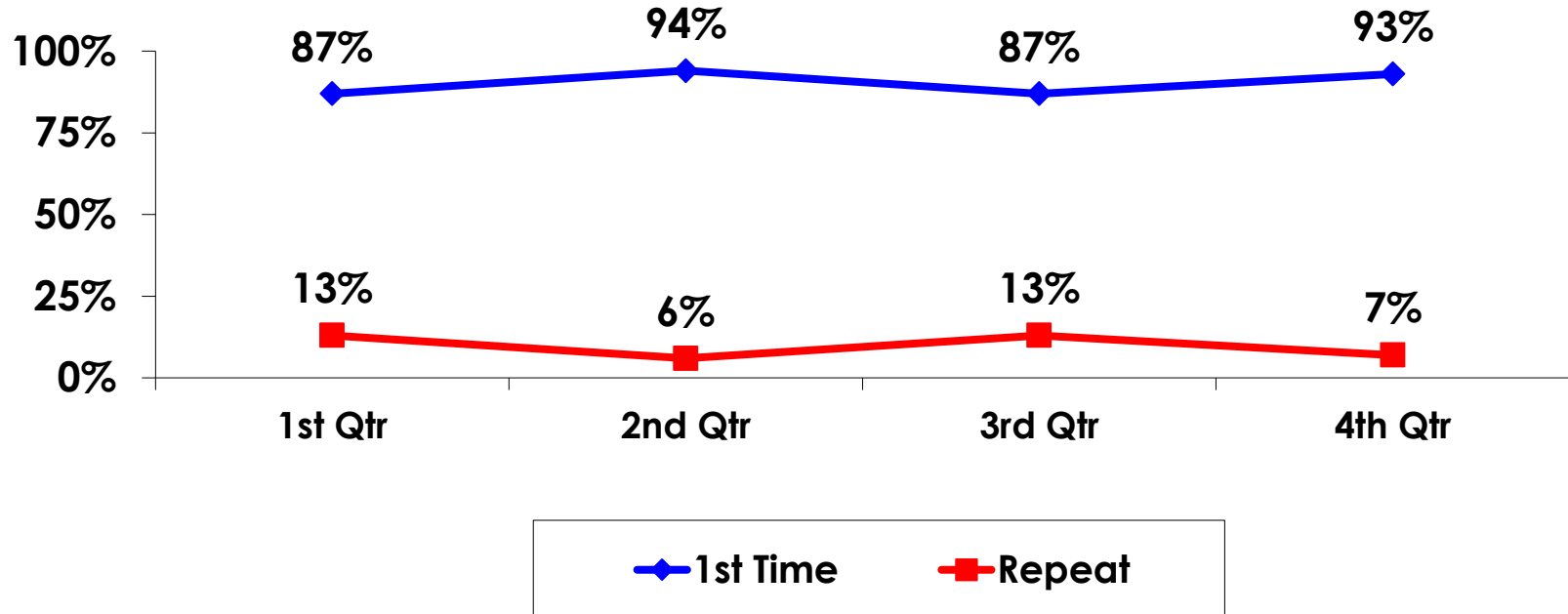
AGE- SEGMENTATION

			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	6	0	1	0	0	0	4	4	0	0	0
		Column N %	8%	7%	0%	2%	0%	0%	0%	17%	17%	0%	0%	0%
	25-34	Count	37	31	7	6	6	0	0	20	17	20	17	7
		Column N %	36%	37%	88%	14%	60%	0%	0%	83%	74%	44%	38%	32%
	35-49	Count	51	42	1	34	3	1	0	0	2	24	27	15
		Column N %	50%	50%	13%	81%	30%	100%	0%	0%	9%	53%	60%	68%
QF	50+	Count	6	5	0	1	1	0	4	0	0	1	1	0
		Column N %	6%	6%	0%	2%	10%	0%	100%	0%	0%	2%	2%	0%
	Total	Count	102	84	8	42	10	1	4	24	23	45	45	22
		Mean	35.98	35.85	29.00	38.12	36.10	39.00	61.50	28.00	28.91	36.02	36.44	36.27
	Median	Count	36	36	28	38	34	39	61	29	30	36	36	37
		Mean	35.98	35.85	29.00	38.12	36.10	39.00	61.50	28.00	28.91	36.02	36.44	36.27

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	CNY40K - CNY60K	Count	1	0	0	0	0	0	0	1	0	1	0	1
		Column N %	3%	0%	0%	0%	0%	0%	0%	9%	0%	6%	0%	11%
	CNY60K - CNY80K	Count	3	3	0	0	0	0	1	2	0	2	0	0
		Column N %	9%	13%	0%	0%	0%	0%	50%	18%	0%	12%	0%	0%
	CNY80K - CNY120K	Count	5	4	0	0	1	0	1	1	2	2	2	0
		Column N %	16%	17%	0%	0%	50%	0%	50%	9%	22%	12%	20%	0%
	CNY120K - CNY240K	Count	8	5	0	1	1	0	0	6	0	7	1	3
		Column N %	25%	21%	0%	17%	50%	0%	0%	55%	0%	41%	10%	33%
	CNY240K+	Count	15	12	2	5	0	1	0	1	7	5	7	5
		Column N %	47%	50%	100%	83%	0%	100%	0%	9%	78%	29%	70%	56%
	Total	Count	32	24	2	6	2	1	2	11	9	17	10	9

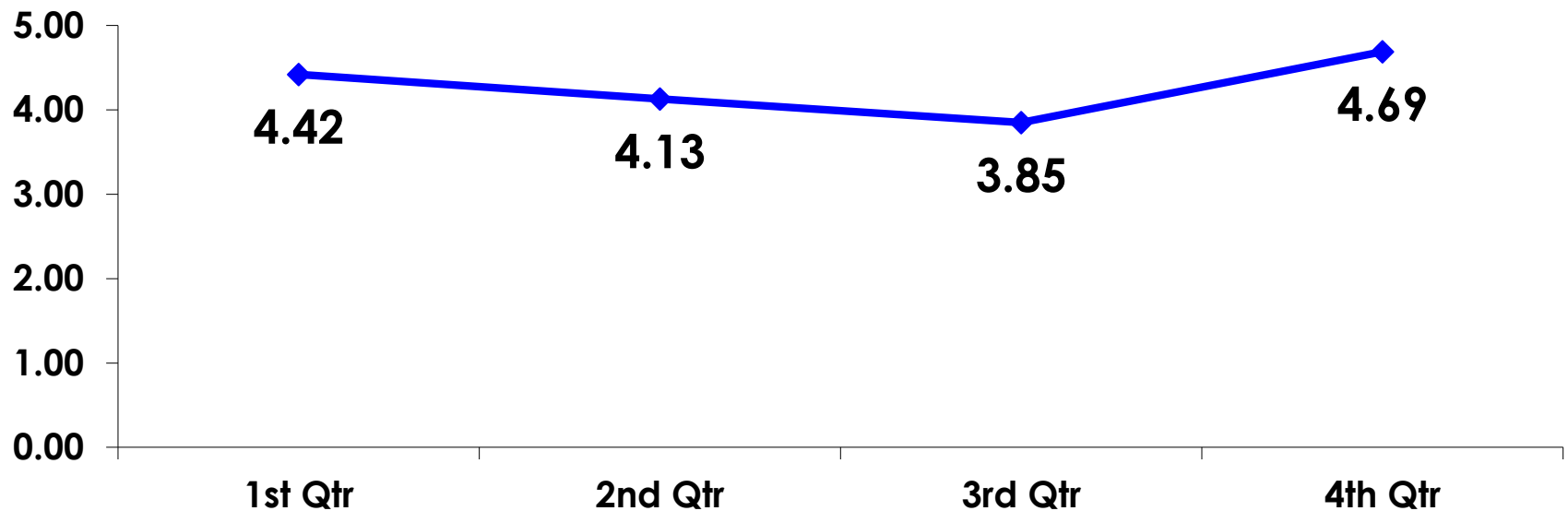
PRIOR TRIPS TO GUAM - TRACKING



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	94	79	8	39	9	1	4	23	20	41	41	20
		Column N %	93%	94%	100%	93%	90%	100%	100%	100%	87%	93%	91%	91%
	No	Count	7	5	0	3	1	0	0	0	3	3	4	2
		Column N %	7%	6%	0%	7%	10%	0%	0%	0%	13%	7%	9%	9%
	Total	Count	101	84	8	42	10	1	4	23	23	44	45	22

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	4.69	4.98	5.25	5.53	4.90	7.00	3.25	4.13	4.52	4.58	5.00	5.23
	Median	6	6	6	6	6	7	3	3	4	6	6	6

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	7	1	1	0	0	1	3	1	4	1	0
		Column N %	8%	8%	13%	2%	0%	0%	25%	13%	4%	9%	2%	0%
	Free-time package tour	Count	68	58	5	28	10	0	3	14	19	23	36	0
		Column N %	67%	69%	63%	67%	100%	0%	75%	61%	83%	52%	80%	0%
	Individually arranged travel (FIT)	Count	22	18	2	13	0	0	0	5	3	14	8	22
		Column N %	22%	21%	25%	31%	0%	0%	0%	22%	13%	32%	18%	100%
	Group tour	Count	1	1	0	0	0	1	0	0	0	1	0	0
		Column N %	1%	1%	0%	0%	0%	100%	0%	0%	0%	2%	0%	0%
	Company paid travel	Count	2	0	0	0	0	0	0	1	0	2	0	0
		Column N %	2%	0%	0%	0%	0%	0%	0%	4%	0%	5%	0%	0%
Total		Count	101	84	8	42	10	1	4	23	23	44	45	22

TRAVEL MOTIVATION - SEGMENTATION

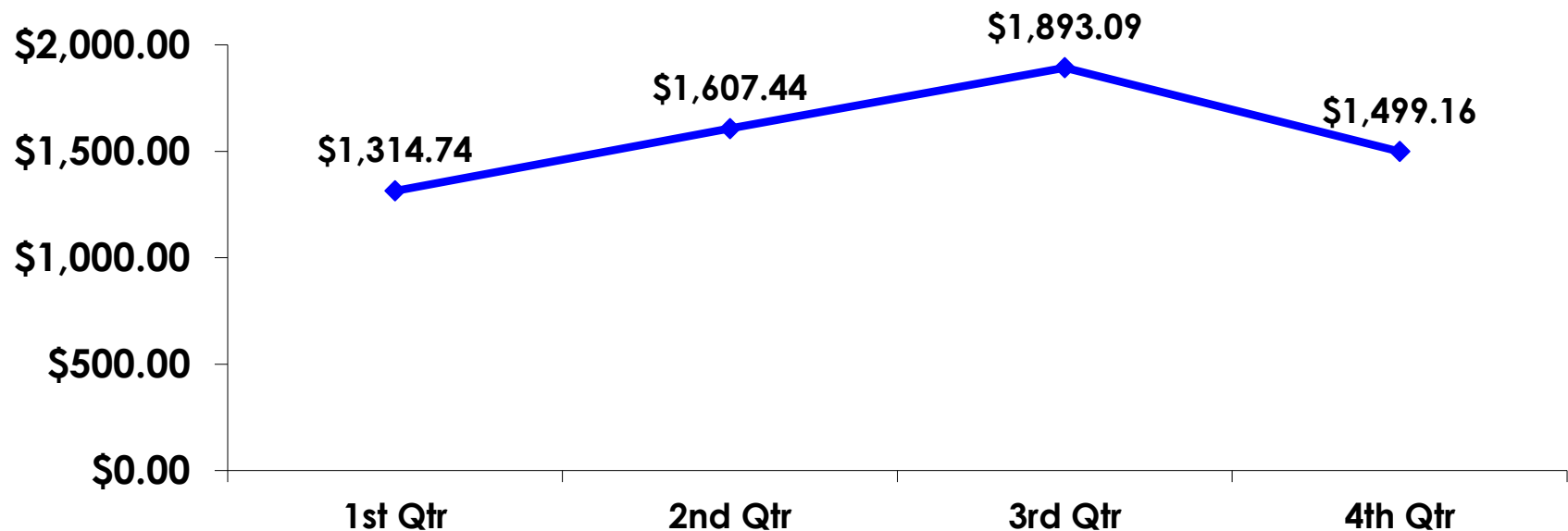
		TOTAL	FAMILY	WEDDING HNYMOON	CHILD	OFFICE LADY	GROUP TOUR	SILVER 60+	MALE 18-35	FEMALE 18-35	MALE 25-55	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	3%	2%	0%	5%	10%	0%	0%	0%	4%	2%	4%	5%
	Price	15%	15%	0%	17%	10%	0%	0%	17%	22%	11%	20%	9%
	Visit friends/ Relatives	5%	4%	0%	5%	10%	0%	0%	13%	4%	5%	4%	9%
	Recomm- friend/family/trvl agnt	20%	20%	25%	19%	40%	0%	25%	9%	30%	9%	22%	9%
	Scuba	13%	13%	38%	12%	10%	0%	0%	17%	17%	9%	13%	14%
	Water sports	29%	32%	38%	36%	30%	0%	25%	30%	22%	23%	33%	27%
	Short travel time	46%	42%	38%	55%	50%	0%	0%	48%	26%	48%	51%	45%
	Golf	3%	4%	0%	2%	0%	0%	0%	0%	4%	5%	2%	0%
	Relax	48%	48%	38%	45%	20%	100%	25%	43%	39%	45%	49%	45%
	Company/ Business Trip	3%	0%	0%	0%	0%	0%	0%	0%	0%	5%	2%	0%
	Company Sponsored	1%	0%	0%	0%	0%	0%	0%	4%	0%	2%	0%	0%
	Safe	33%	33%	13%	43%	30%	0%	0%	22%	35%	27%	40%	23%
	Natural beauty	68%	70%	88%	81%	70%	0%	25%	74%	65%	68%	71%	77%
	Shopping	43%	43%	63%	40%	50%	0%	0%	43%	52%	32%	51%	23%
	Career Cert/ Testing	7%	2%	13%	2%	10%	0%	0%	4%	13%	5%	9%	18%
	Married/ Attn wedding	2%	1%	25%	2%	10%	0%	0%	0%	4%	0%	4%	5%
	Honeymoon	7%	7%	88%	2%	0%	0%	0%	13%	13%	7%	9%	9%
	Pleasure	18%	18%	0%	17%	10%	0%	0%	26%	17%	25%	11%	27%
	Organized sports	2%	1%	0%	2%	10%	0%	0%	4%	4%	2%	2%	0%
	No visa requirement	5%	5%	0%	5%	10%	0%	0%	4%	4%	2%	7%	0%
	Other	4%	5%	13%	2%	0%	0%	0%	9%	4%	7%	2%	9%
	Total	Count	101	84	8	42	10	4	23	23	44	45	22

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	78%	80%	63%	90%	60%	100%	25%	88%	57%	86%	76%	82%
	Friend/ Relative	40%	39%	63%	36%	50%	0%	0%	33%	57%	30%	51%	45%
	Travel Agent Brochure	13%	12%	0%	7%	30%	0%	75%	4%	22%	7%	13%	0%
	Co-Worker/ Company Trvl Dept	10%	8%	13%	10%	30%	0%	0%	8%	17%	7%	13%	5%
	Travel Guidebook- Bookstore	10%	10%	25%	12%	20%	0%	0%	8%	13%	7%	13%	18%
	GVB Promo	8%	8%	0%	5%	10%	0%	0%	0%	17%	2%	13%	5%
	TV	8%	10%	25%	7%	20%	0%	0%	13%	17%	7%	9%	9%
	Magazine (Consumer)	7%	7%	13%	5%	10%	0%	0%	8%	13%	7%	7%	5%
	Prior Trip	4%	5%	0%	7%	0%	0%	0%	0%	4%	5%	4%	5%
	Consumer Trvl Show	3%	4%	0%	5%	10%	0%	25%	0%	4%	0%	4%	0%
	Radio	2%	1%	0%	0%	0%	0%	0%	8%	0%	5%	0%	0%
	Other	1%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%
	Travel Trade Show	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%
	GVB Office	1%	1%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%
	Newspaper	1%	1%	0%	0%	0%	0%	0%	4%	0%	2%	0%	0%
	Total Count	101	84	8	42	10	1	4	24	23	44	45	22

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING



YTD=\$1,578.73

PREPAID EXPENDITURES

PER PERSON -

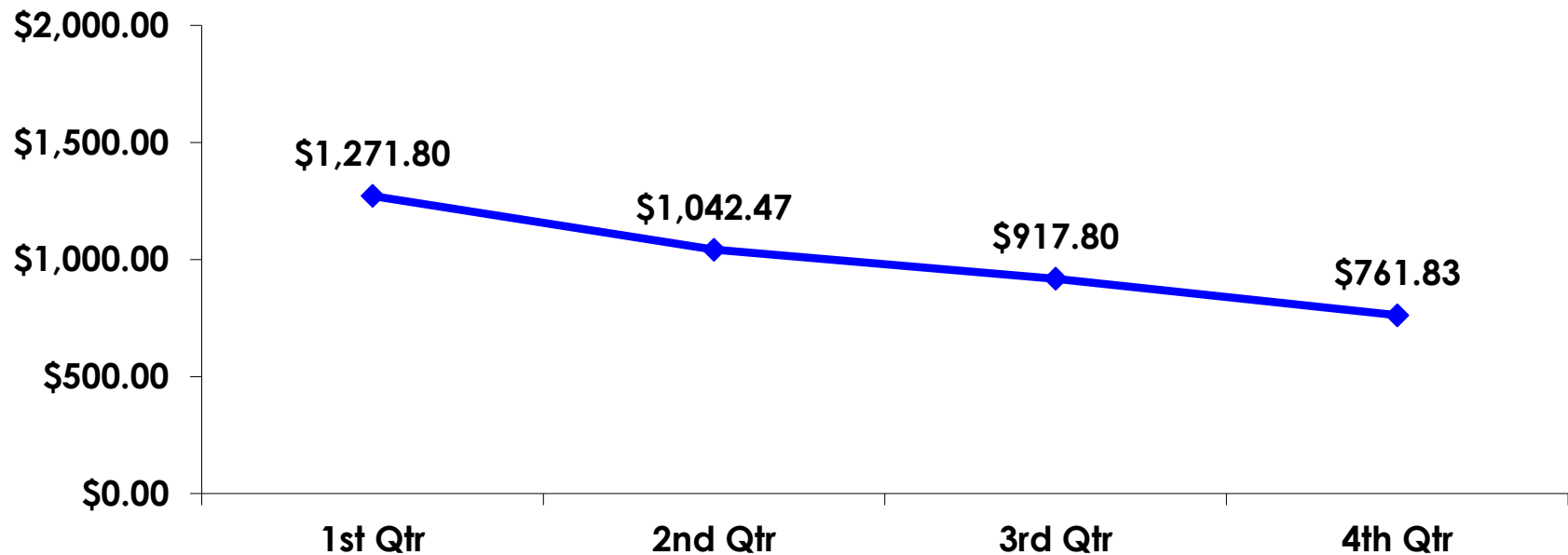
SEGMENTATION

		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	\$1,499.16	\$1,379.26	\$1,312.25	\$1,554.20	\$2,742.99	\$2,627.63	\$525.53	\$1,329.06	\$1,876.77	\$1,352.17	\$1,757.15	\$1,360.57
	Median	\$1,351	\$1,421	\$1,502	\$1,458	\$1,464	\$2,628	\$300	\$1,126	\$1,502	\$1,220	\$1,502	\$1,426
	Minimum	\$0	\$0	\$0	\$0	\$0	\$2,628	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$15,015	\$6,757	\$1,802	\$6,757	\$15,015	\$2,628	\$1,502	\$3,889	\$15,015	\$6,757	\$15,015	\$2,252

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	\$3,623.71	\$3,771.53	\$4,696.36	\$3,030.03	\$5,984.56	\$4,280.64	\$5,255.26	\$2,588.84	\$3,827.67	\$3,076.71	\$4,033.41	\$2,852.85
	Median	\$3,003	\$3,003	\$4,054	\$3,003	\$4,505	\$3,003	\$5,255	\$2,177	\$2,703	\$2,620	\$3,378	\$2,853
AIR/ HOTEL/ MEAL	Mean	\$4,110.95	\$4,311.08	\$5,347.22	\$3,003.00	.	\$4,879.88	.	\$3,742.49	\$4,156.66	\$4,573.95	\$3,536.04	.
	Median	\$3,604	\$3,754	\$4,955	\$3,003	.	\$4,880	.	\$3,003	\$4,354	\$3,754	\$2,853	.
AIR ONLY	Mean	\$1,423.70	\$1,385.14	\$1,756.76	\$750.75	\$1,726.73	\$1,314.89	.	\$1,276.28	\$1,351.35	\$1,432.06	\$1,401.40	.
	Median	\$1,351	\$1,246	\$1,892	\$751	\$1,727	\$1,141	.	\$1,051	\$1,351	\$1,284	\$1,351	.
HOTEL ONLY	Mean	\$1,113.84	\$1,315.69	\$1,431.43	\$375.38	\$1,576.58	\$1,181.90	.	\$1,096.10	\$1,351.35	\$1,090.47	\$1,176.18	.
	Median	\$751	\$1,246	\$1,351	\$375	\$1,577	\$751	.	\$450	\$1,351	\$676	\$1,351	.
HOTEL & MEAL	Mean	\$1,501.50	\$1,501.50	\$1,501.50	.	.	\$1,501.50	.	.	.	\$1,501.50	.	.
	Median	\$1,502	\$1,502	\$1,502	.	.	\$1,502	.	.	.	\$1,502	.	.
F&B HOTEL	Mean
	Median
TRANS- CHINA	Mean	\$58.26	\$55.93	\$53.30	.	\$45.05	\$42.42	.	\$58.18	\$90.09	\$55.34	\$67.57	.
	Median	\$60	\$53	\$53	.	\$45	\$45	.	\$53	\$90	\$60	\$68	.
TRANS- GUAM	Mean	\$193.53	\$205.21	\$175.18	\$262.76	.	\$225.23	.	\$280.28	\$225.23	\$115.12	\$150.15	.
	Median	\$150	\$150	\$150	\$263	.	\$225	.	\$195	\$225	\$150	\$143	.
OPT TOURS	Mean	\$641.03	\$845.85	\$810.81	\$300.30	\$1,501.50	\$531.53	.	\$325.33	\$1,651.65	\$525.53	\$772.20	.
	Median	\$405	\$601	\$751	\$300	\$1,502	\$450	.	\$300	\$1,652	\$450	\$300	.
OTHER	Mean	\$1,063.91	\$1,053.95	\$862.91	.	\$170.17	\$719.22	.	\$2,252.25	\$630.63	\$1,069.71	\$910.29	.
	Median	\$673	\$673	\$748	.	\$150	\$746	.	\$2,252	\$631	\$751	\$210	.
TOTAL	Mean	\$3,470.01	\$3,689.67	\$4,683.25	\$2,533.78	\$5,214.71	\$3,734.64	\$5,255.26	\$2,587.27	\$3,661.71	\$3,053.89	\$4,022.69	\$1,426.43
	Median	\$3,003	\$3,018	\$4,429	\$3,003	\$4,377	\$3,393	\$5,255	\$2,252	\$3,003	\$3,003	\$3,303	\$601

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$998.94

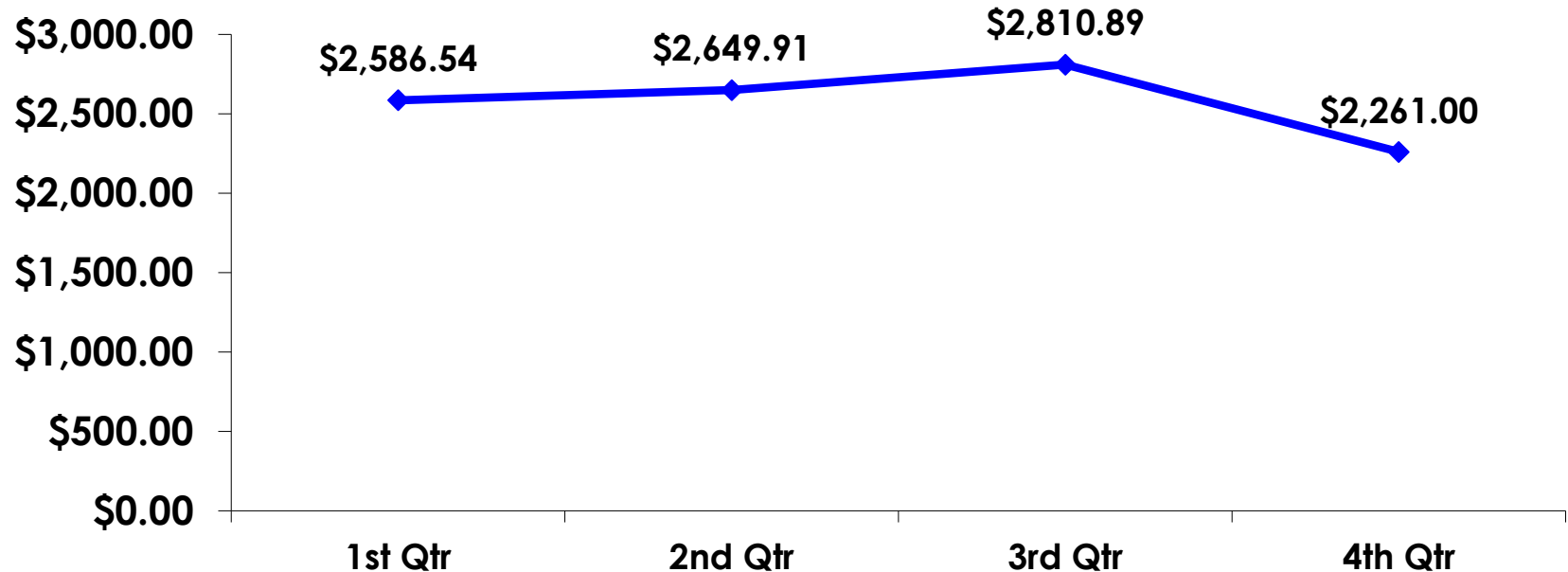
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		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	\$761.83	\$755.68	\$887.50	\$822.48	\$952.07	\$350.00	\$200.00	\$883.96	\$549.91	\$802.18	\$817.59	\$624.36
	Median	\$519	\$568	\$150	\$646	\$713	\$350	\$150	\$550	\$350	\$625	\$550	\$548
	Minimum	\$0	\$0	\$0	\$0	\$0	\$350	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$3,160	\$3,000	\$2,500	\$3,000	\$2,077	\$350	\$500	\$3,160	\$2,500	\$3,160	\$3,000	\$1,667

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	\$136.77	\$153.35	\$255.86	\$75.00	\$457.00	\$171.18	\$0.00	\$50.00	\$55.22	\$79.13	\$217.56	\$0.00
F&B FF/STORE	Mean	\$60.96	\$67.02	\$79.29	\$75.00	\$150.00	\$45.00	\$0.00	\$57.08	\$60.87	\$75.78	\$49.07	\$0.00
F&B RESTRNT	Mean	\$175.20	\$198.21	\$312.86	\$70.00	\$280.00	\$284.09	\$0.00	\$135.83	\$89.13	\$233.56	\$155.78	\$0.00
OPT TOUR	Mean	\$191.96	\$225.95	\$282.36	\$125.00	\$479.00	\$203.14	\$0.00	\$179.17	\$168.26	\$213.78	\$192.00	\$0.00
GIFT- SELF	Mean	\$310.59	\$305.71	\$333.81	\$476.25	\$680.00	\$100.00	\$0.00	\$383.75	\$369.57	\$268.00	\$351.56	\$0.00
GIFT- OTHER	Mean	\$251.86	\$236.79	\$274.76	\$375.00	\$100.00	\$292.73	\$0.00	\$450.00	\$26.09	\$317.56	\$204.44	\$0.00
TRANS	Mean	\$79.81	\$86.42	\$140.00	\$3.75	\$73.80	\$189.55	\$0.00	\$51.46	\$21.04	\$119.67	\$59.02	\$0.00
OTHER	Mean	\$513.01	\$570.54	\$658.93	\$575.00	\$270.00	\$403.86	\$700.00	\$337.29	\$351.74	\$430.78	\$685.38	\$525.00
TOTAL	Mean	\$1,720.17	\$1,843.99	\$2,337.86	\$1,775.00	\$2,489.80	\$1,689.55	\$700.00	\$1,644.58	\$1,141.91	\$1,738.24	\$1,914.80	\$525.00

TOTAL EXPENDITURES – TRACKING



YTD=\$2,577.68

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	\$2,261.00	\$2,134.94	\$2,199.75	\$2,376.68	\$3,695.06	\$2,977.63	\$725.53	\$2,213.02	\$2,426.67	\$2,154.35	\$2,574.73	\$1,984.92
	Median	\$2,020	\$2,056	\$1,614	\$2,185	\$2,831	\$2,978	\$450	\$1,879	\$1,997	\$2,018	\$2,239	\$2,028
	Minimum	\$0	\$0	\$300	\$0	\$200	\$2,978	\$0	\$0	\$0	\$0	\$200	\$0
	Maximum	\$15,515	\$7,090	\$3,964	\$7,090	\$15,515	\$2,978	\$2,002	\$6,053	\$15,515	\$7,090	\$15,515	\$3,252

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 ($p \leq .05$) 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 and 4th Qtrs. and Overall 1-4 Qtrs. 2016					
	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Combine d 1-4 Qtr 2016
Drivers:	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks				1	2
Ease of getting around			3		
Safety walking around at night					
Quality of daytime tours		4	2		
Variety of daytime tours					3
Quality of nighttime tours		2			
Variety of nighttime tours					
Quality of shopping					
Variety of shopping					6
Price of things on Guam					
Quality of hotel accommodations	1	1	1	2	1
Quality/cleanliness of air, sky					
Quality/cleanliness of parks					
Quality of landscape in Tumon	2				
Quality of landscape in Guam		3		3	5
Quality of ground handler					7
Quality/cleanliness of transportation vehicles					4
% of Per Person On Island Expenditures Accounted For	56.9%	56.0%	65.8%	65.3%	61.9%
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 Fourth Quarter 2016 Period. They are, in rank order:
 - **Quality & cleanliness of beaches & parks,**
 - **Quality of hotel accommodations, and**
 - **Quality of landscape in Guam.**
- With these factors the overall r^2 is .653 meaning that **65.3% of overall satisfaction is accounted for by these factors.**

Comparison of Drivers of Per Person On Island Expenditure, 1st, 2nd 3rd and 4th Qtrs. and Overall 1-4 Qtrs. 2016					
	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Combine d 1-4 Qtr 2016
Drivers:	rank	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%	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 Fourth Quarter 2016 Period.