

Guam Visitors Bureau

Chinese Visitor Tracker Exit Profile & Market Segmentation Report

FY2017

QTR.2 (JANUARY – MARCH 2017)

Prepared by: Anthology Research

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Background and Methodology

- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, Anthology's professional Chinese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **150** 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 **150** is +/- 8.00 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 +/- 8.00 percentage points.

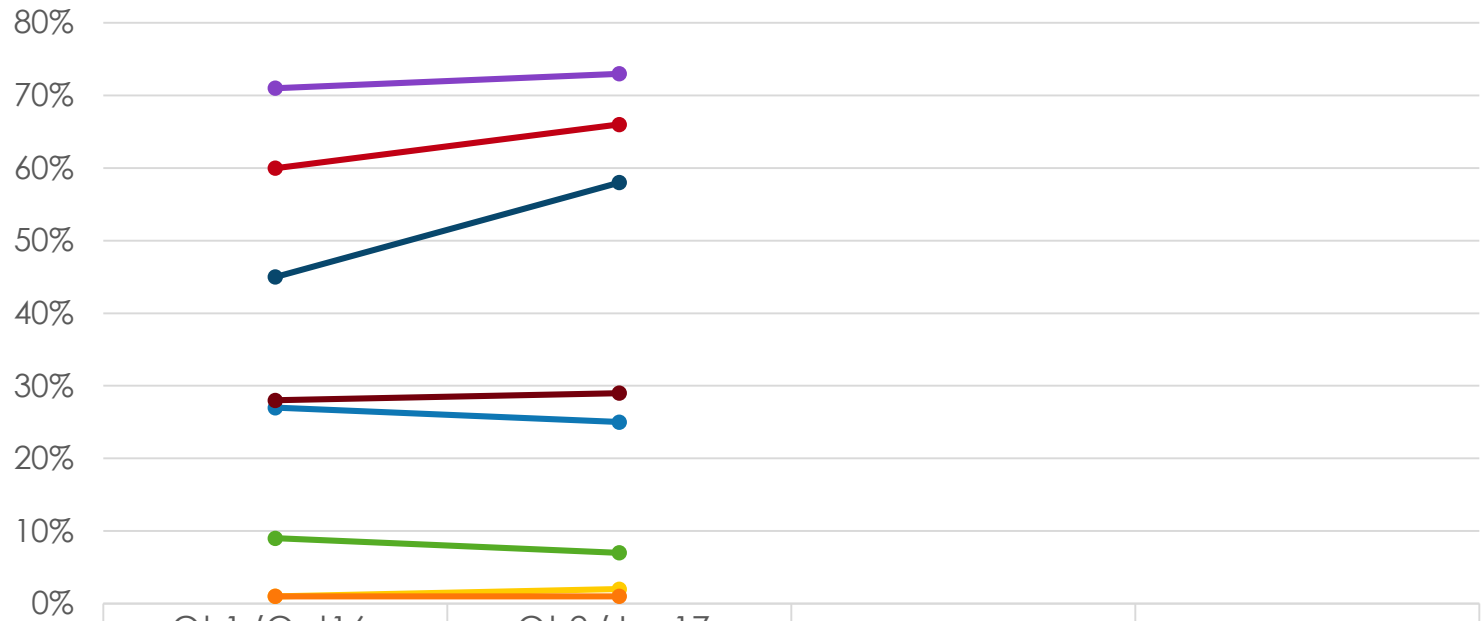
Objectives

- To monitor the effectiveness of the China seasonal campaigns in attracting Chinese visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the China marketing plan.
- Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.

Key Highlighted Segments

- **The specific objectives were:**
 - To determine the relative size and expenditure behavior of the following market segments:
 - FITs (Q7)
 - Free-time Pkg Tours (Q7)
 - Wedding (Q5A)
 - Honeymoon (Q5A)
 - Family (Q6)
 - MICE (Q5A Convention/ Conference/ Trade Show/ Company sponsored)
 - Sports/ Adventure Traveler (Q5A Organized sporting activity/ Scuba/ Water sports, Q18 Skydiving, Q19 Scuba, Snorkle, Windsurf)
 - Education (Q18 English language lesson, Flight school / Q5A Career certification/ testing)
 - To identify the most significant factors affecting overall visitor satisfaction.
 - To identify (for all Chinese visitors) the most important determinants of on-island spending

Key Highlighted Segments

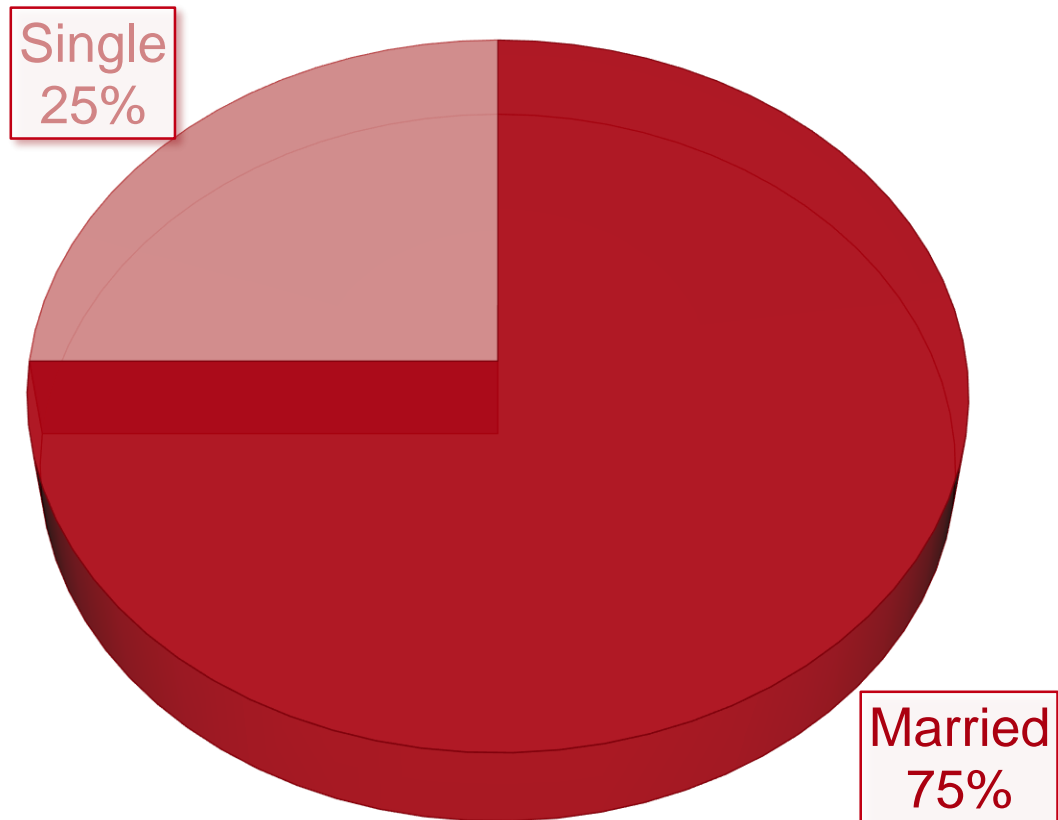


	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
—●— FITs	27%	25%		
—●— Free-time pkg	60%	66%		
—●— Honeymoon	9%	7%		
—●— Wedding	1%	2%		
—●— Family	71%	73%		
—●— MICE	1%	1%		
—●— Sports/ Adv	45%	58%		
—●— Education	28%	29%		

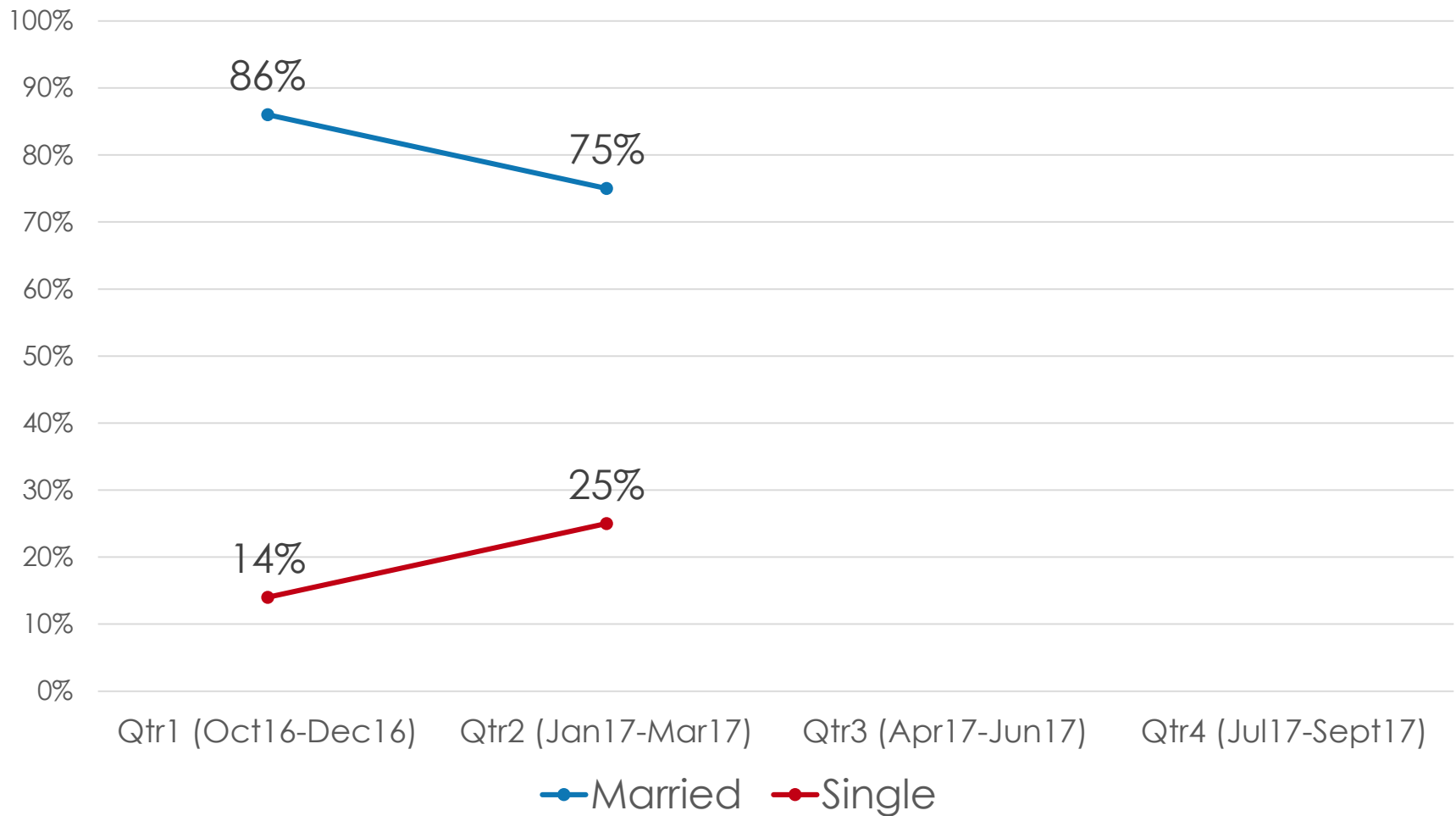
SECTION 1

PROFILE OF RESPONDENTS

Marital Status



Marital status – FY2017 Tracking



Marital status – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

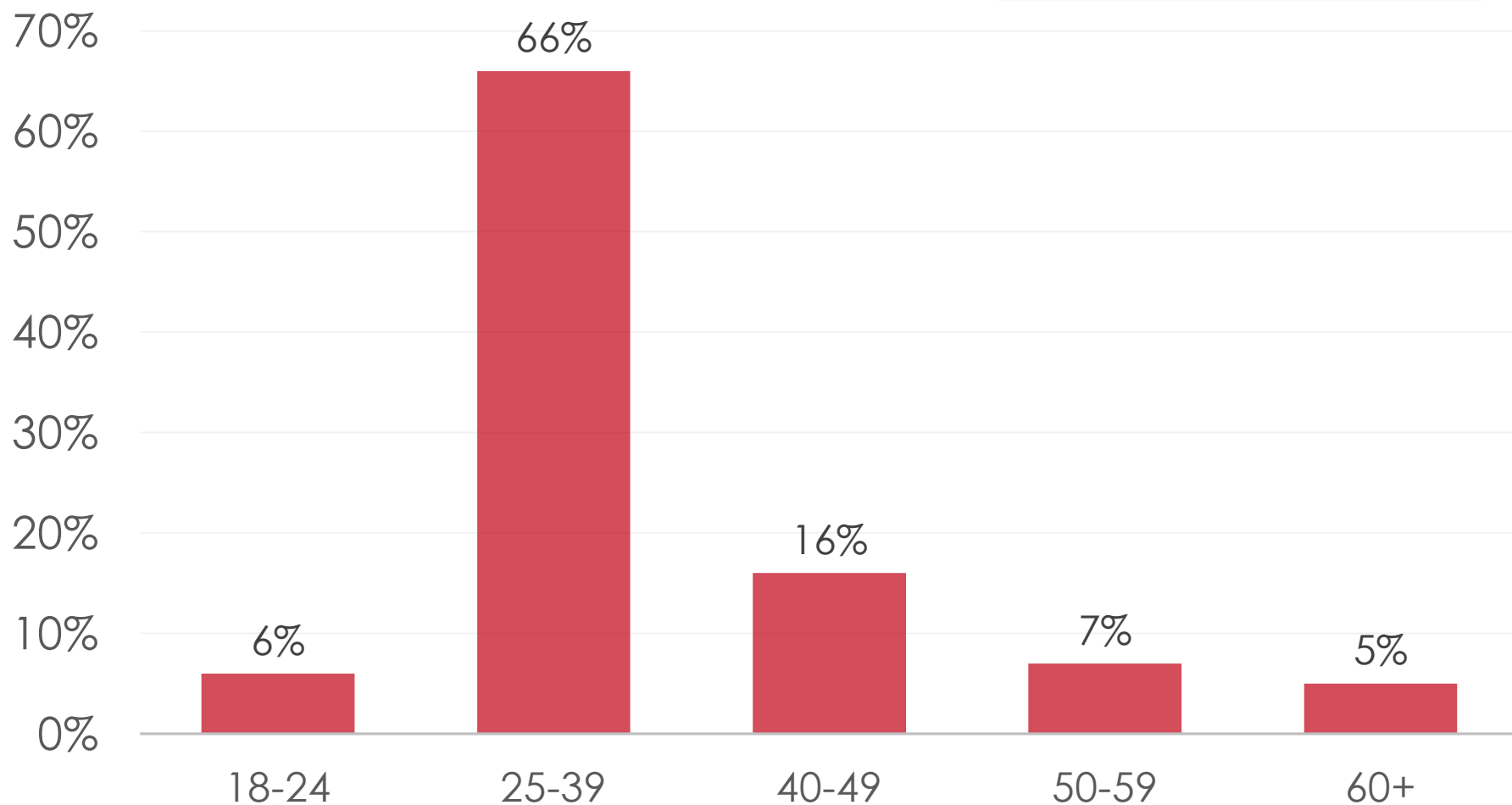
QE Are you married or single?

		TOTAL	FIT	FREE-TIME PKG	HONEYMOON	WEDDING	FAMILY	MICE	SPORT/ ADVENTURE	EDUCATION
		-	-	-	-	-	-	-	-	-
qe	Married	75%	81%	73%	100%	100%	92%	100%	76%	81%
	Single	25%	19%	27%			8%		24%	19%
	Total	149	37	98	9	3	108	2	86	42

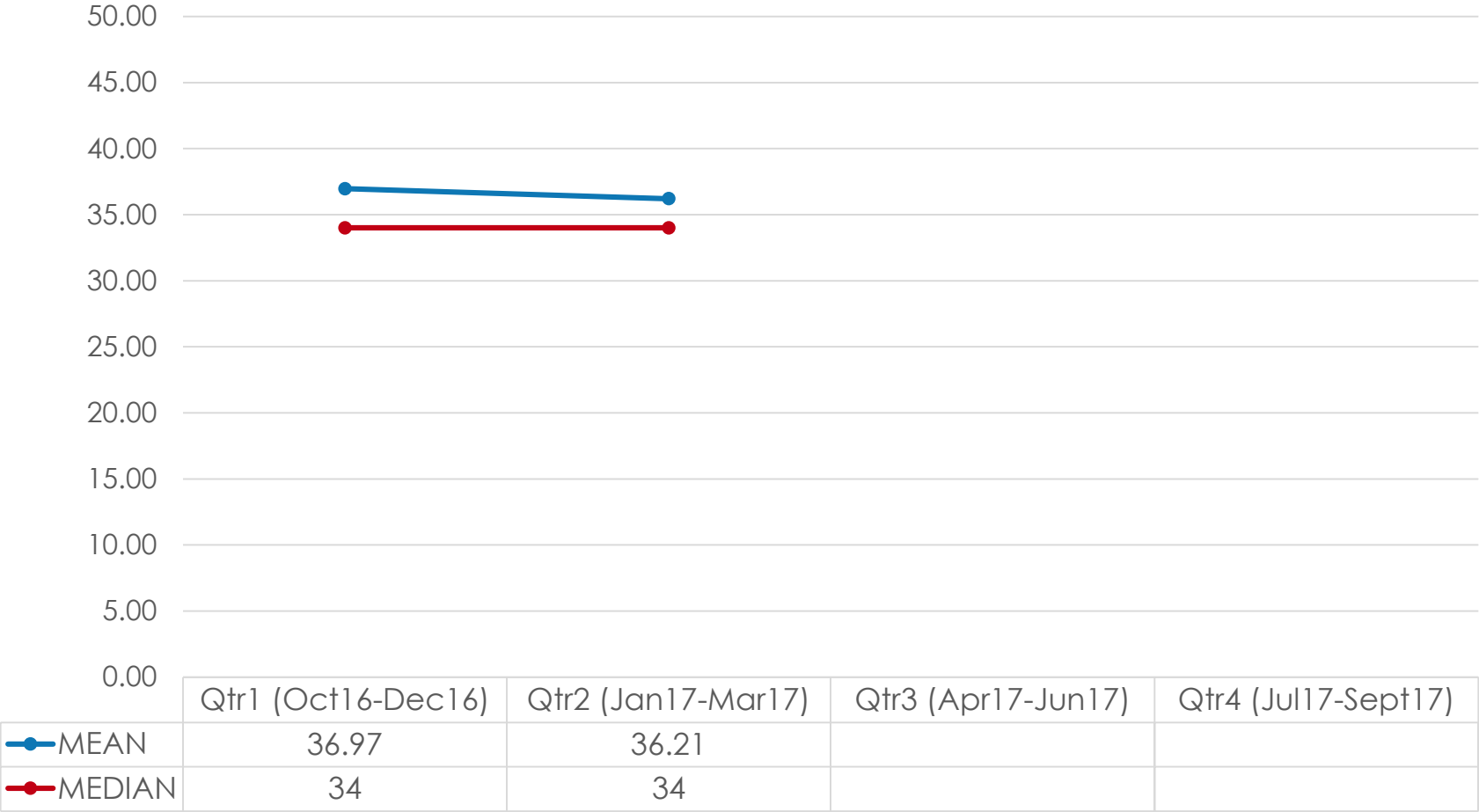
Prepared by QMark Research

Age

MEAN = 36.21
MEDIAN = 34



Age – FY2017 Tracking



Age – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

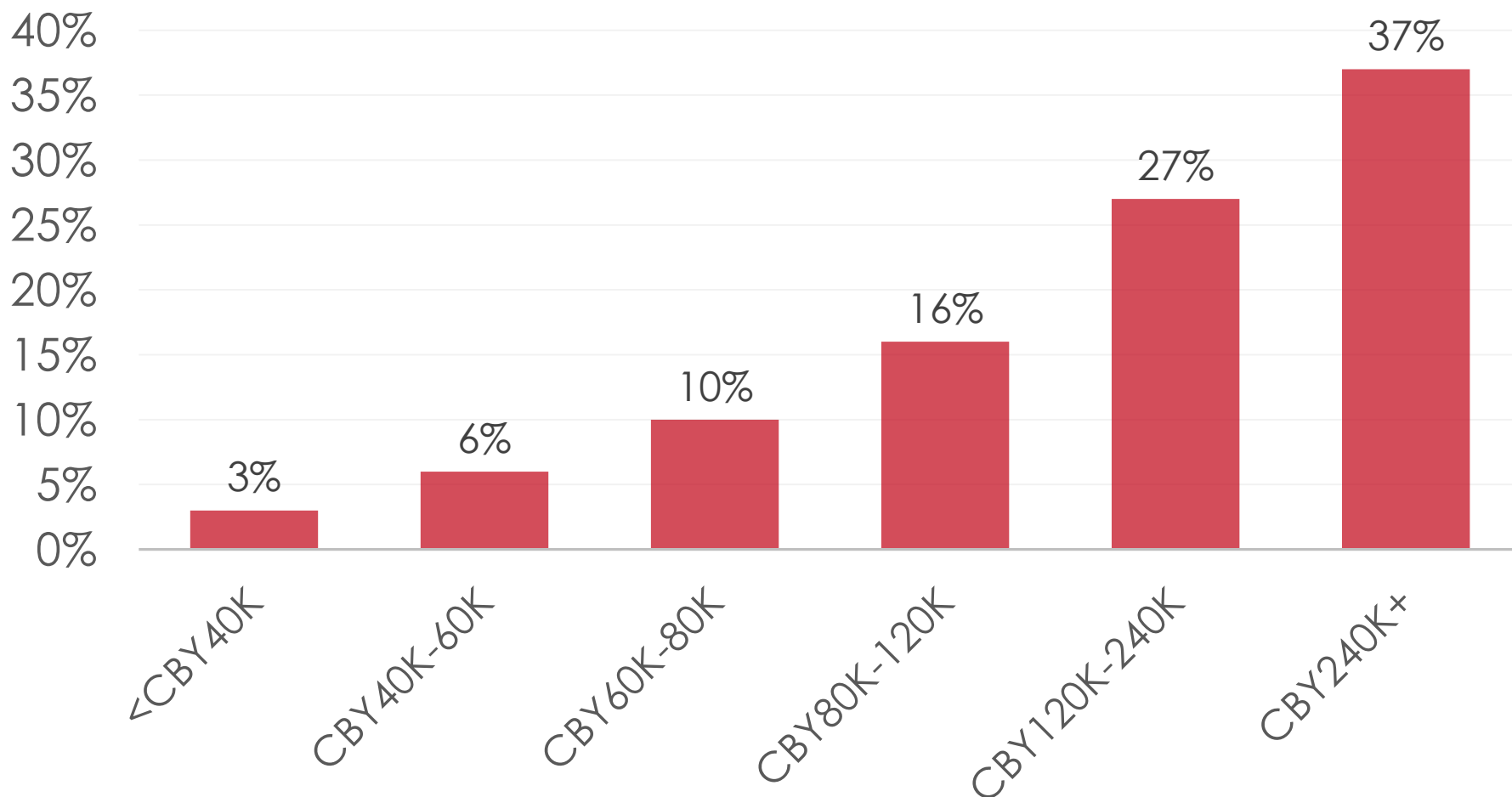
QF And what was your age on your last birthday?

		TOTAL	FIT	FREE-TIME PKG	HONEYMOON	WEDDING	FAMILY	MICE	SPORT/ ADVENTURE	EDUCATION
		-	-	-	-	-	-	-	-	-
QF	18-24	6%	8%	5%	100%	100%	4%		6%	7%
	25-39	66%	65%	66%			65%	50%	69%	65%
	40-49	16%	19%	16%			20%	50%	15%	14%
	50-59	7%	8%	8%			8%		5%	5%
	60+	5%		5%			3%		6%	9%
	Total	150	37	99	10	3	109	2	87	43
qf	Mean	36.21	34.59	36.54	30.10	27.67	36.39	37.00	35.49	36.84
	Median	34	33	34	29	28	34	37	33	34

Prepared by QMark Research

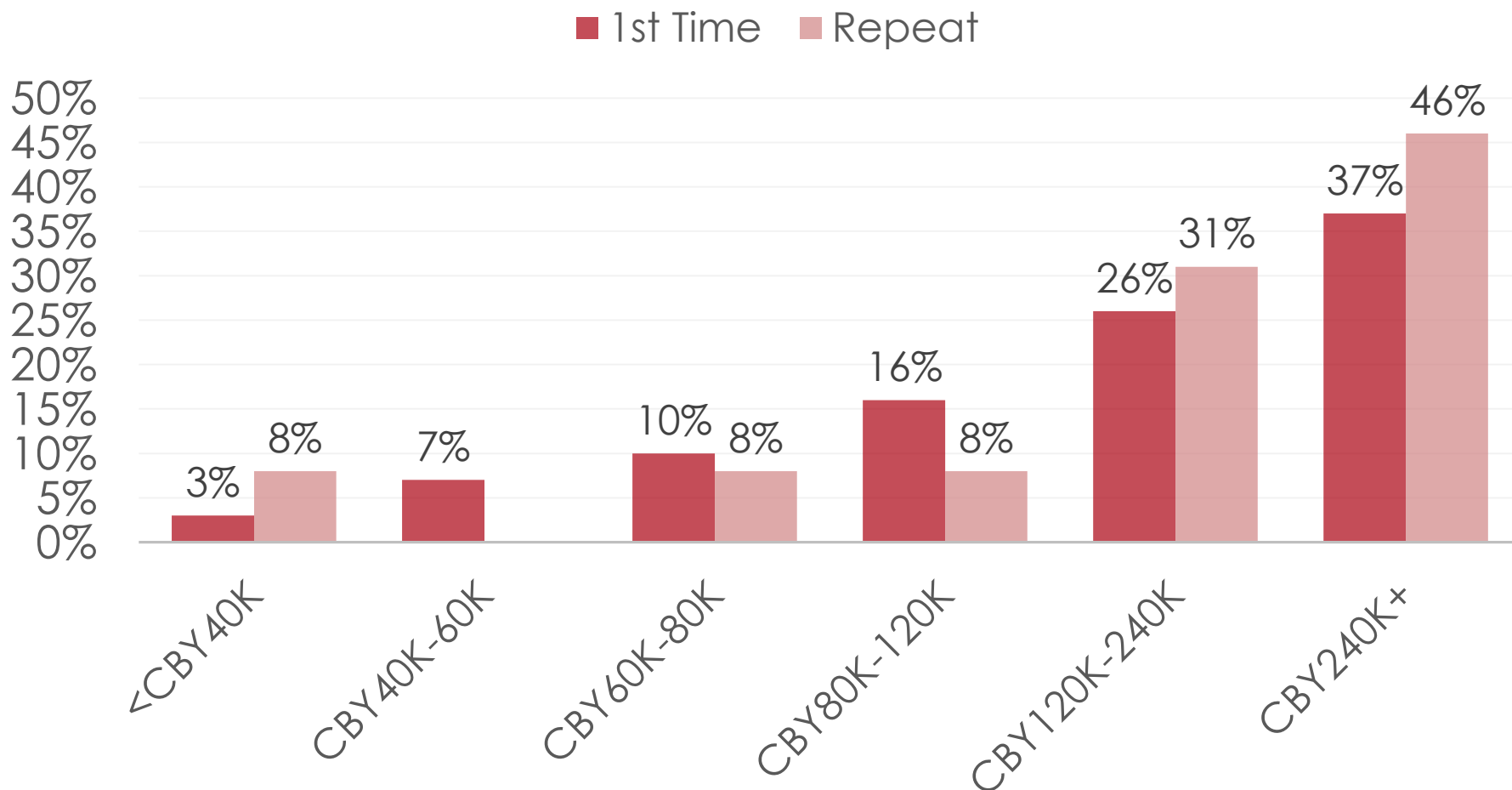
Annual Household Income

EXCHANGE RATE Yuan 6.88=\$1



Annual Household Income

EXCHANGE RATE Yuan 6.88=\$1



Annual Household Income – Key Segments

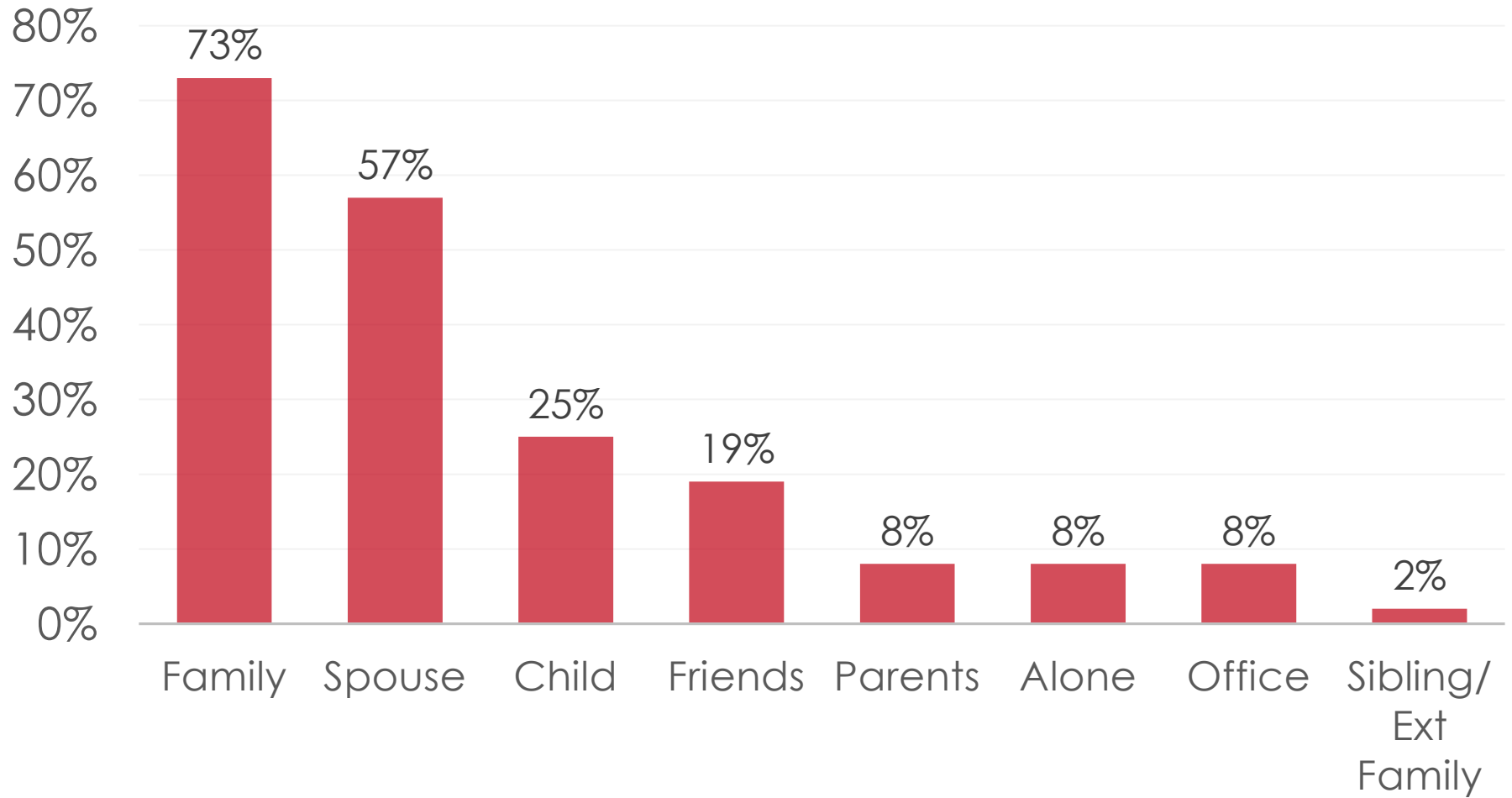
GUAM VISITORS BUREAU - EXIT SURVEY

Q26 What is your approximate annual household income before taxes?

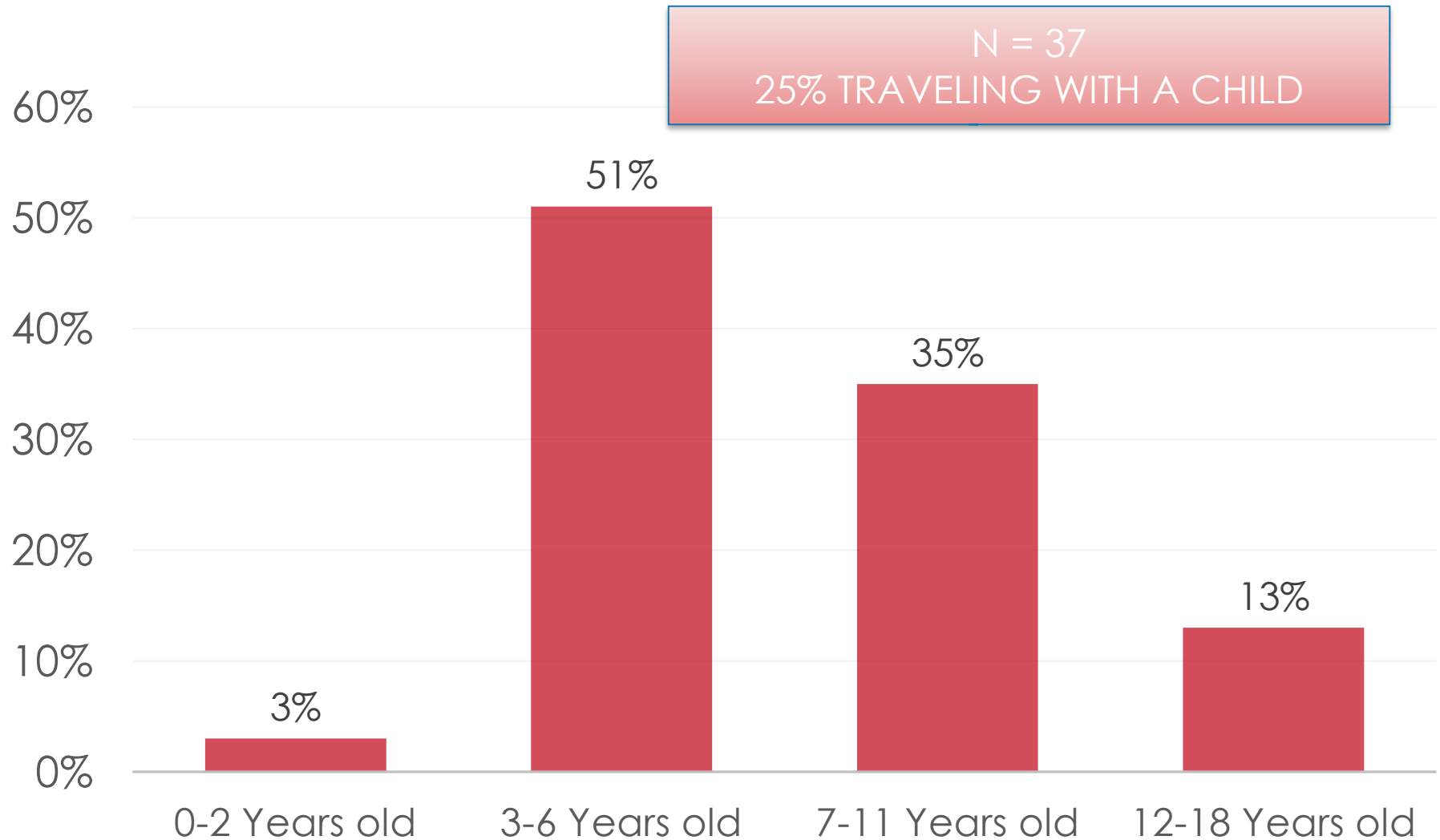
		TOTAL	FIT	FREE-TIME PKG	HONEYMOON	WEDDING	FAMILY	MICE	SPORT/ ADVENTURE	EDUCATION
		-	-	-	-	-	-	-	-	-
q26	<=CBY40K	3%	8%	1%	10%	33%	4%		6%	5%
	CNY40K - CNY60K	6%	5%	7%	20%		5%		8%	10%
	CNY60K - CNY80K	10%	8%	7%	10%		9%		6%	7%
	CNY80K - CNY120K	16%	16%	15%	20%		14%		16%	19%
	CNY120K - CNY240K	27%	16%	32%	10%	67%	27%		25%	12%
	CNY240K+	37%	46%	37%	30%		40%	100%	39%	48%
	No Income	1%		1%			1%			
	Total	148	37	98	10	3	107	2	85	42

Prepared by QMark Research

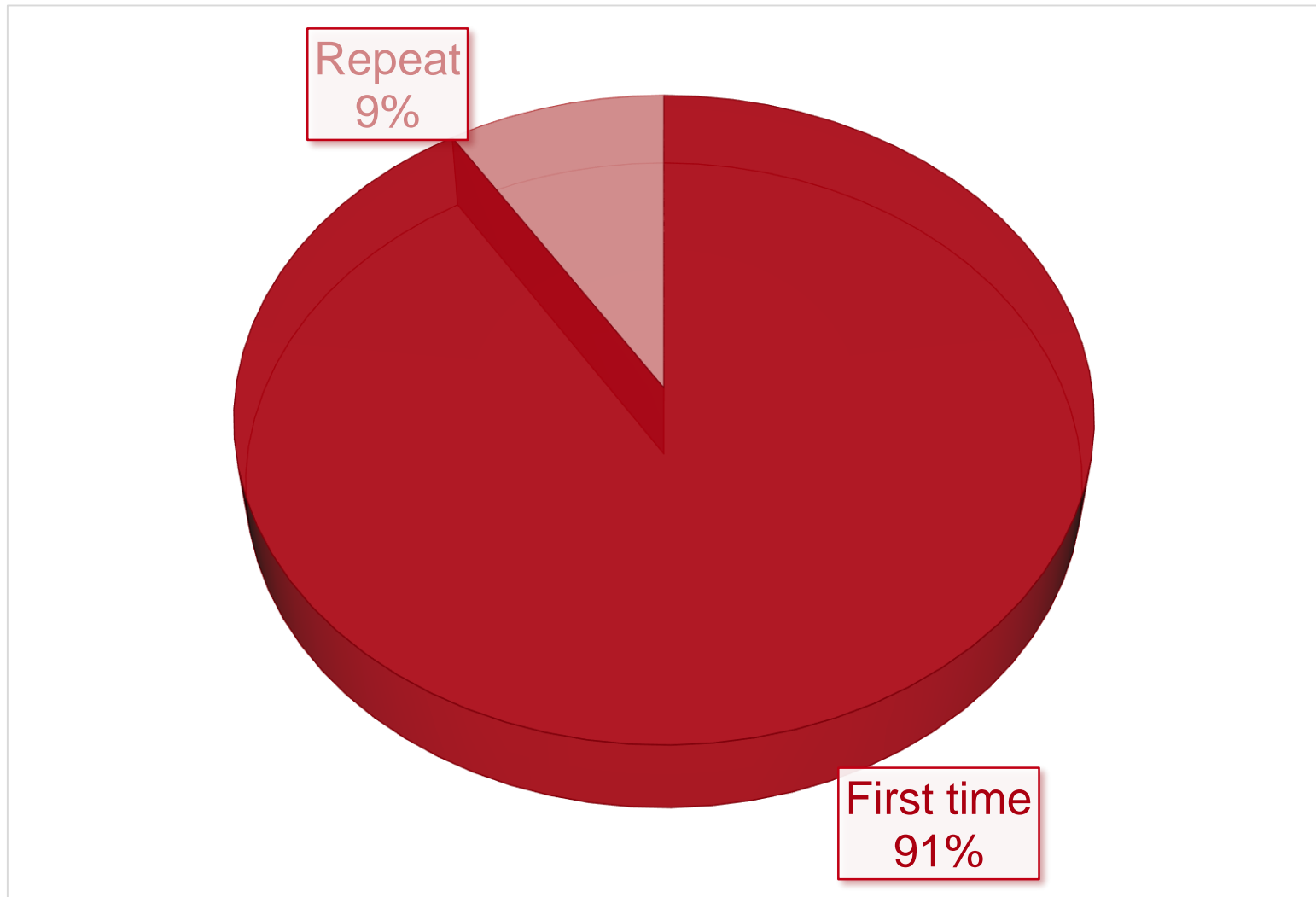
Travel Party



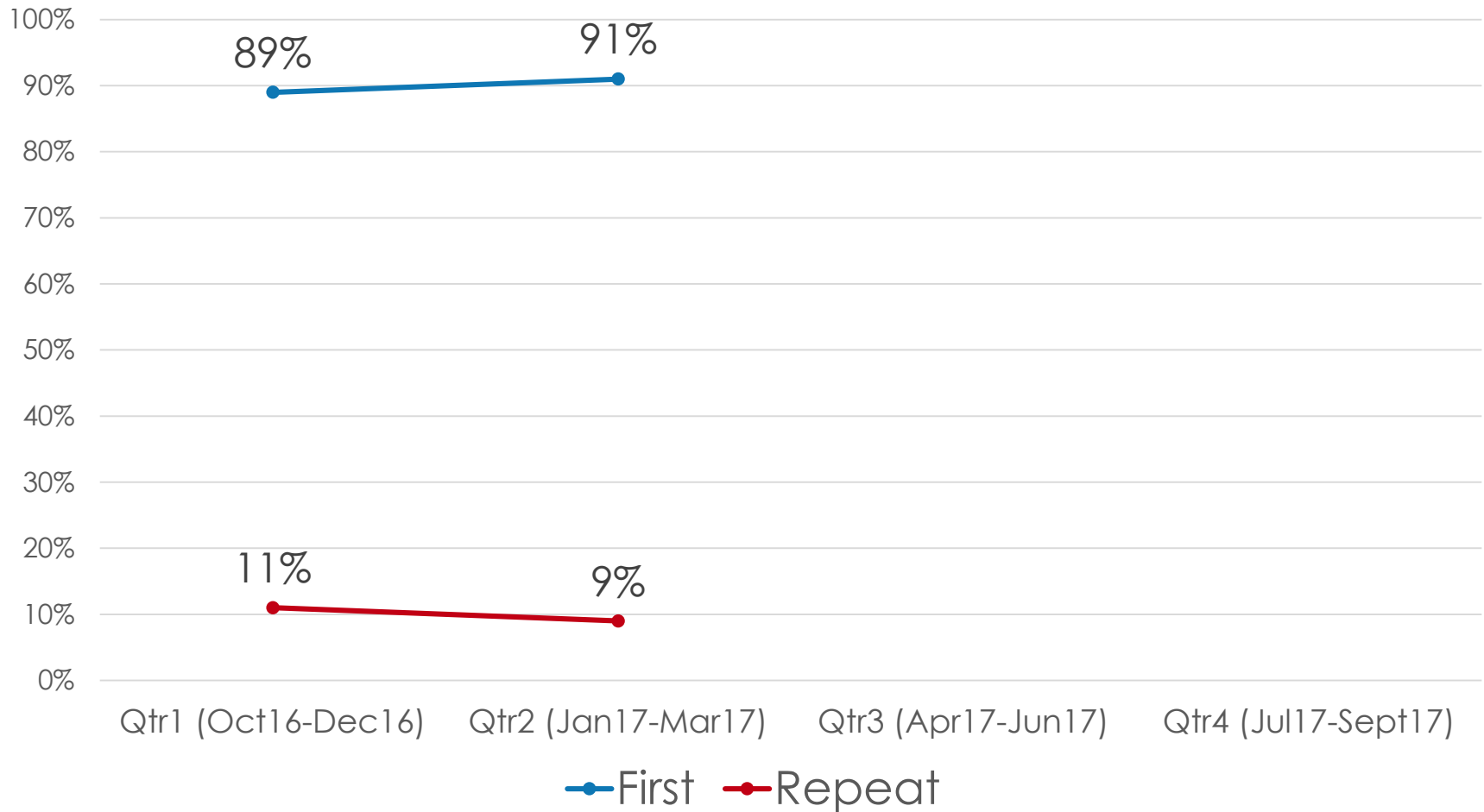
Travel Party - Children



Trips to Guam



Trips to Guam – FY2017 Tracking



Trips to Guam – Key Segments

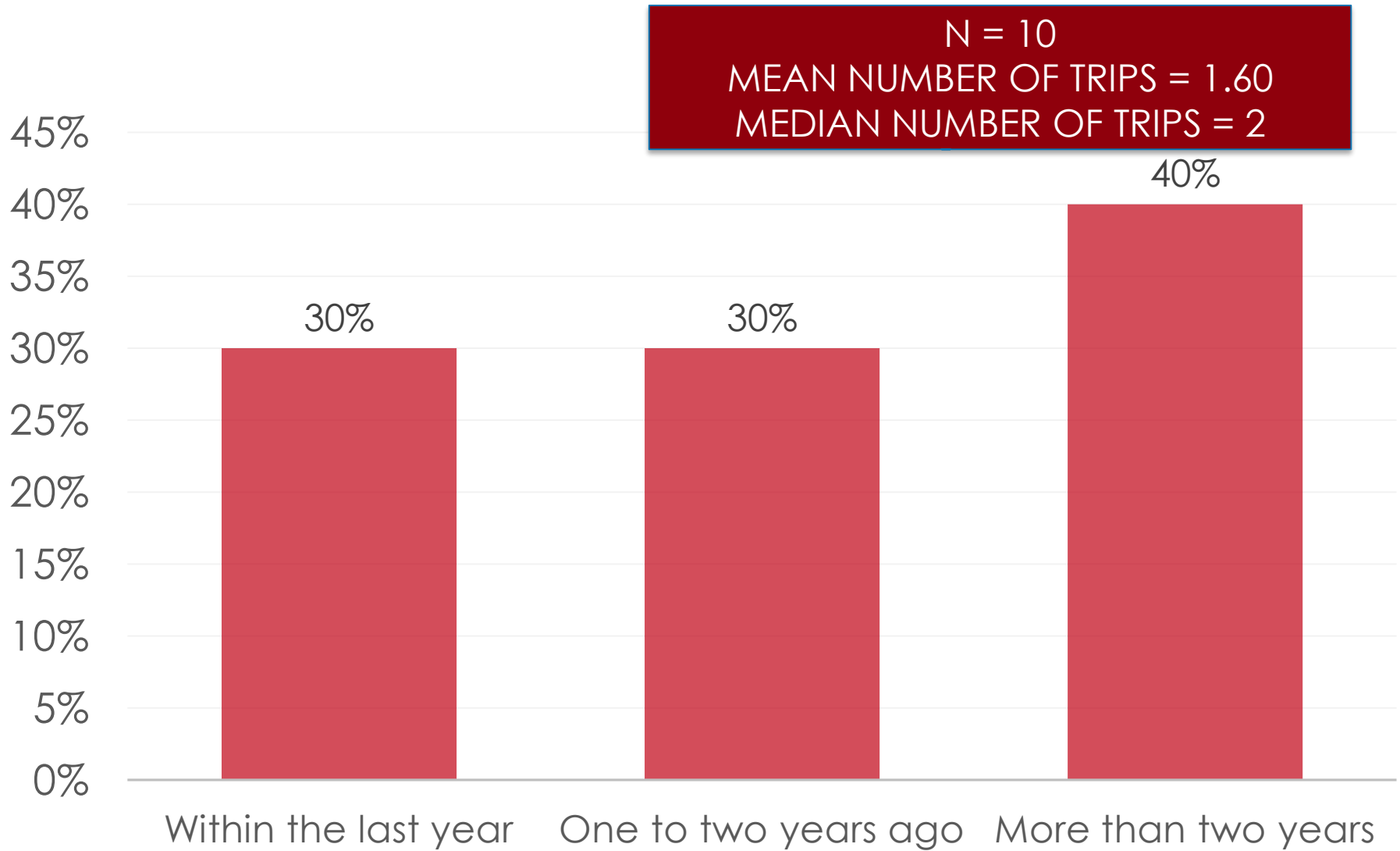
GUAM VISITORS BUREAU - EXIT SURVEY

Q3A Is this your first trip to Guam?

		TOTAL	FIT	FREE-TIME PKG	HONEYMOON	WEDDING	FAMILY	MICE	SPORT/ ADVENTURE	EDUCATION
		-	-	-	-	-	-	-	-	-
Q3A	Yes	91%	81%	94%	100%	100%	93%	50%	94%	86%
	No	9%	19%	6%			7%	50%	6%	14%
	Total	149	37	99	10	3	108	2	87	42

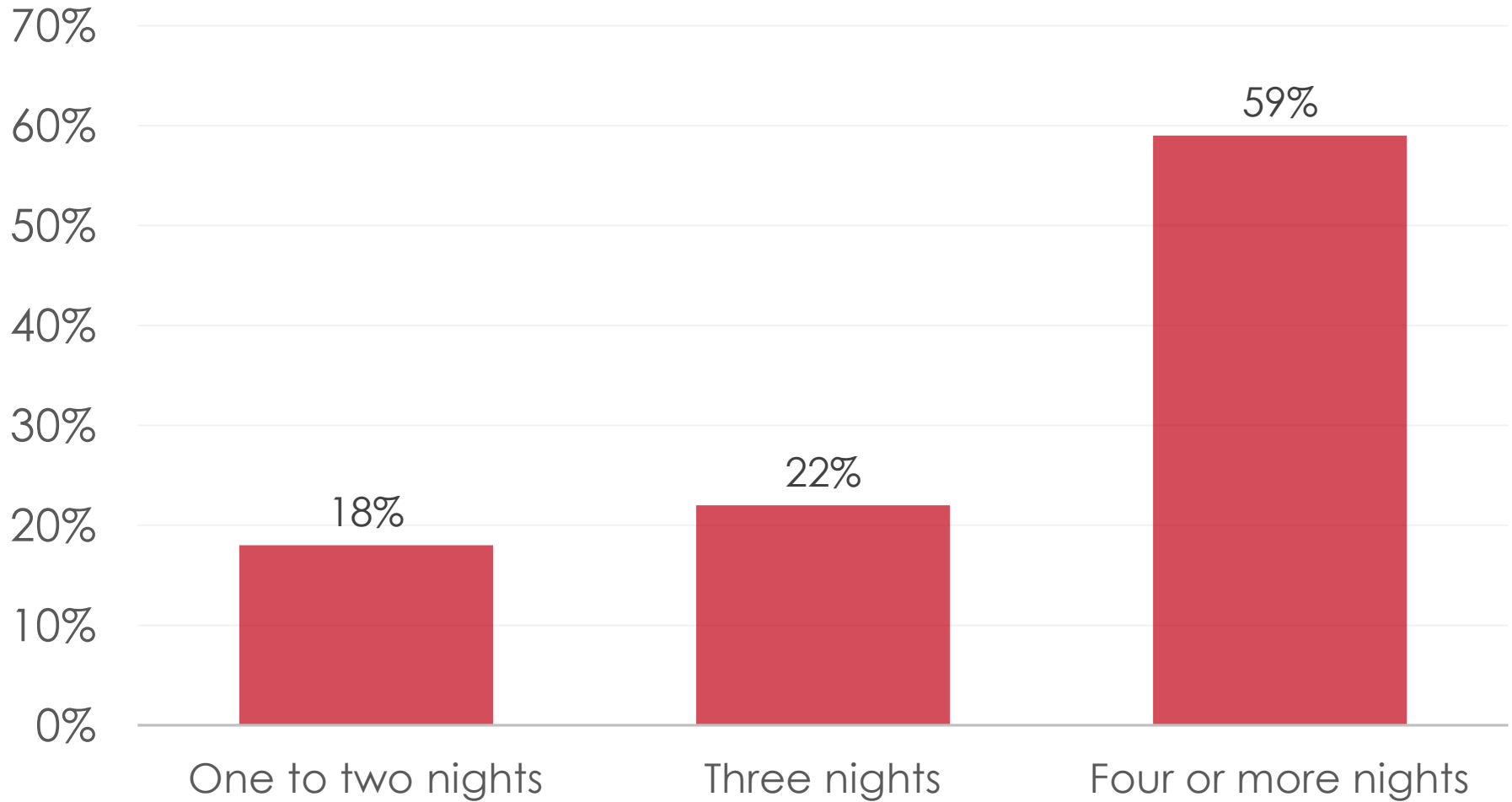
Prepared by QMark Research

Repeat Visitor- Most Recent Trip

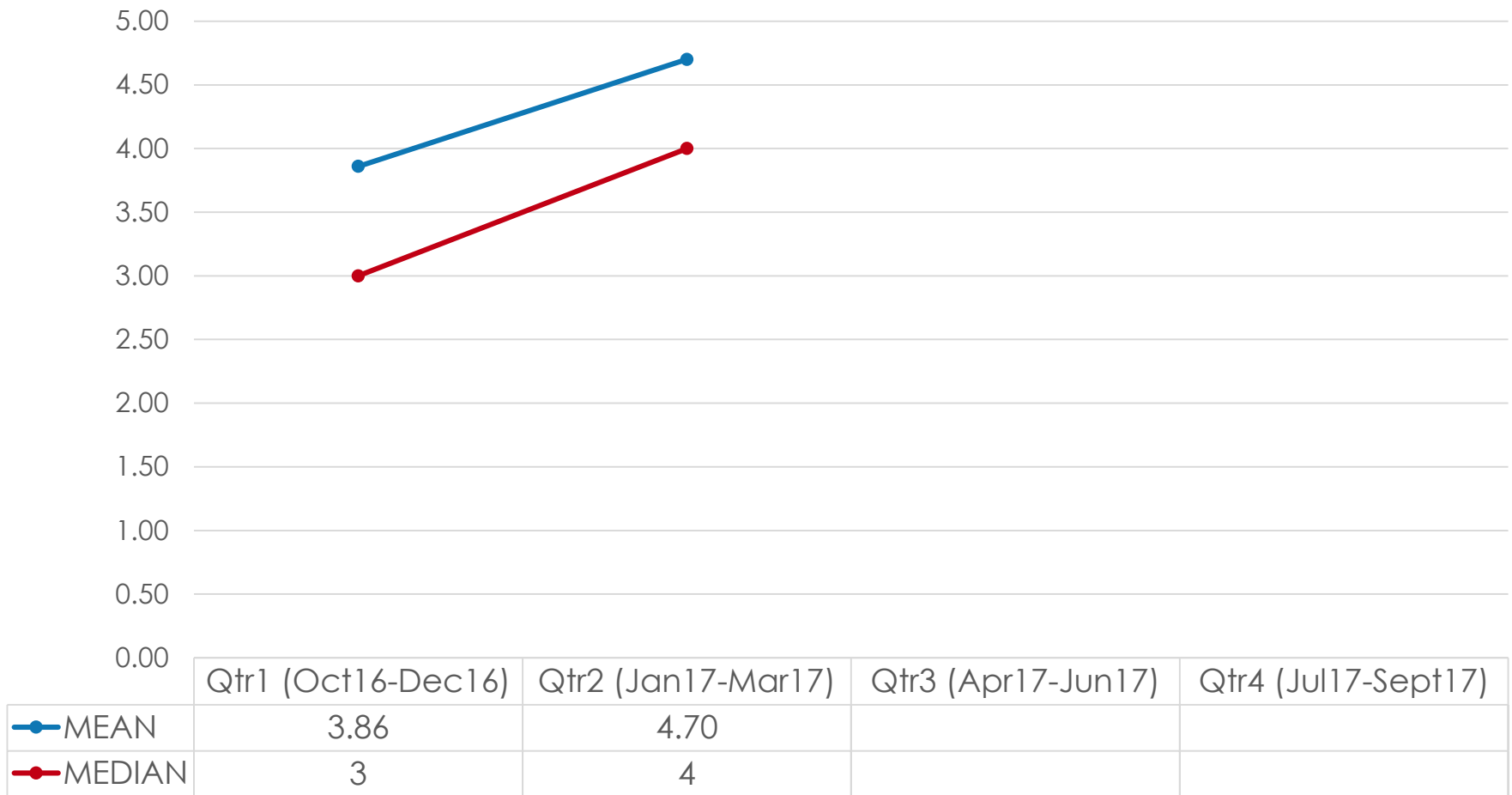


Length of Stay

MEAN NUMBER OF NIGHTS = 4.70
MEDIAN NUMBER OF NIGHTS = 4



Length of Stay – FY2017 Tracking



Length of Stay – Key Segments

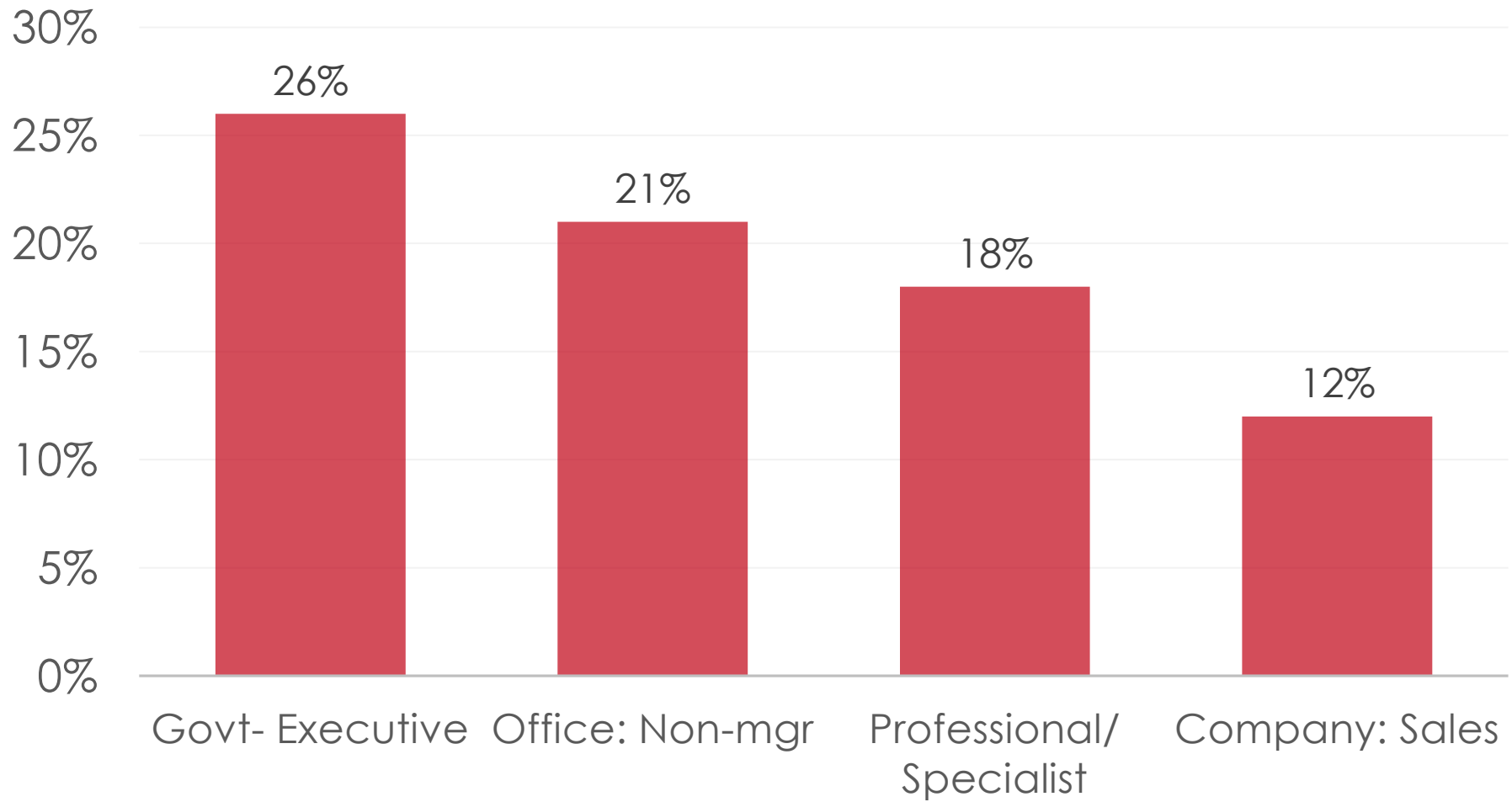
GUAM VISITORS BUREAU - EXIT SURVEY

Q8 How many nights did you stay on Guam?

		TOTAL	FIT	FREE-TIME PKG	HONEYMOON	WEDDING	FAMILY	MICE	SPORT/ ADVENTURE	EDUCATION
		-	-	-	-	-	-	-	-	-
Q8	1-2	18%	11%	21%	10%	67%	12%		9%	9%
	3	22%	33%	20%	30%		21%	100%	19%	23%
	4+	59%	56%	58%	60%	33%	67%		72%	67%
	Total	148	36	98	10	3	108	1	85	43
Q8	Mean	4.70	4.44	4.32	4.80	3.33	4.53	3.00	5.40	5.91
	Median	4	5	4	6	2	4	3	6	5

Prepared by QMark Research

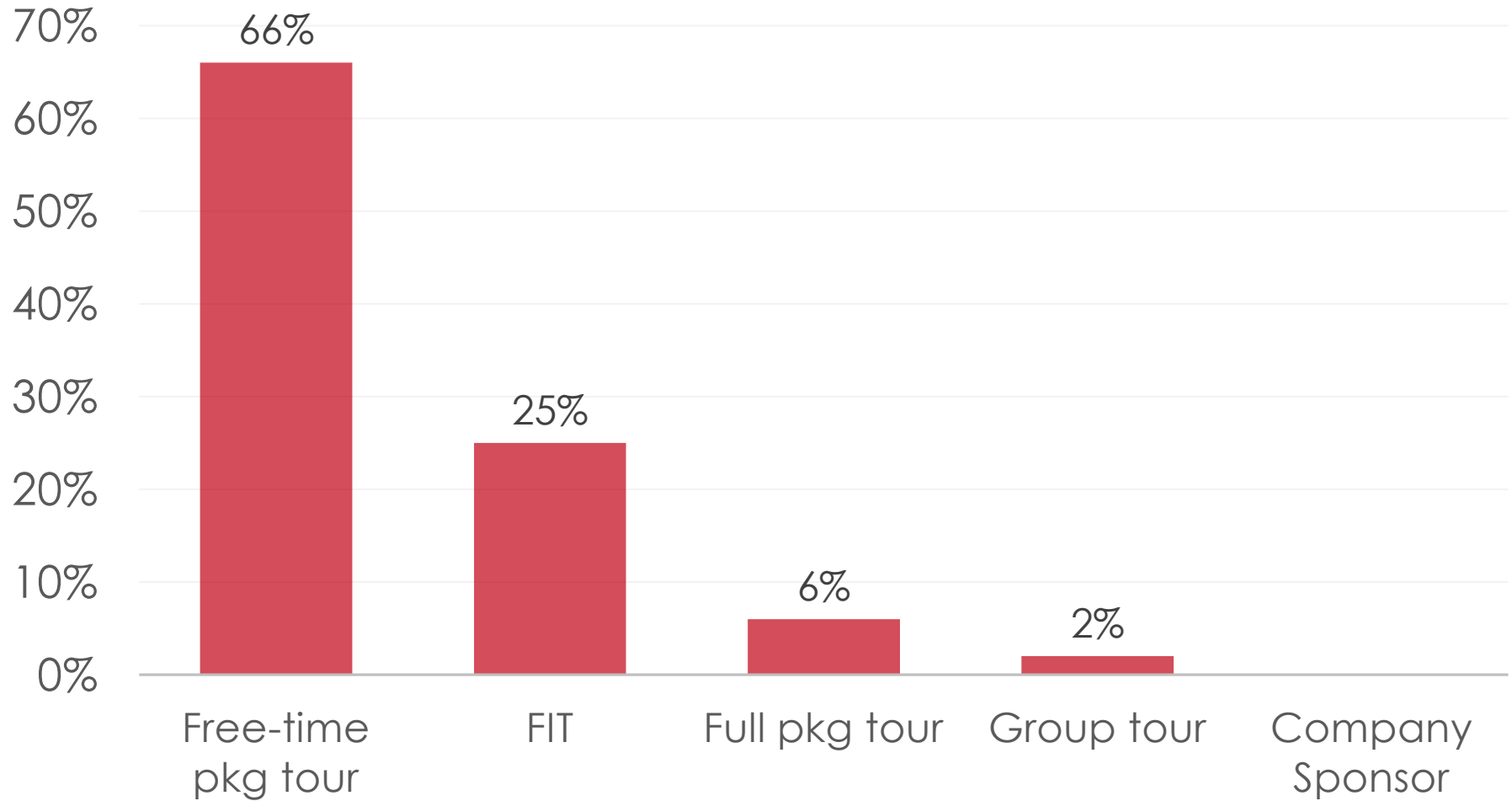
Occupation – Top Responses (10%+)



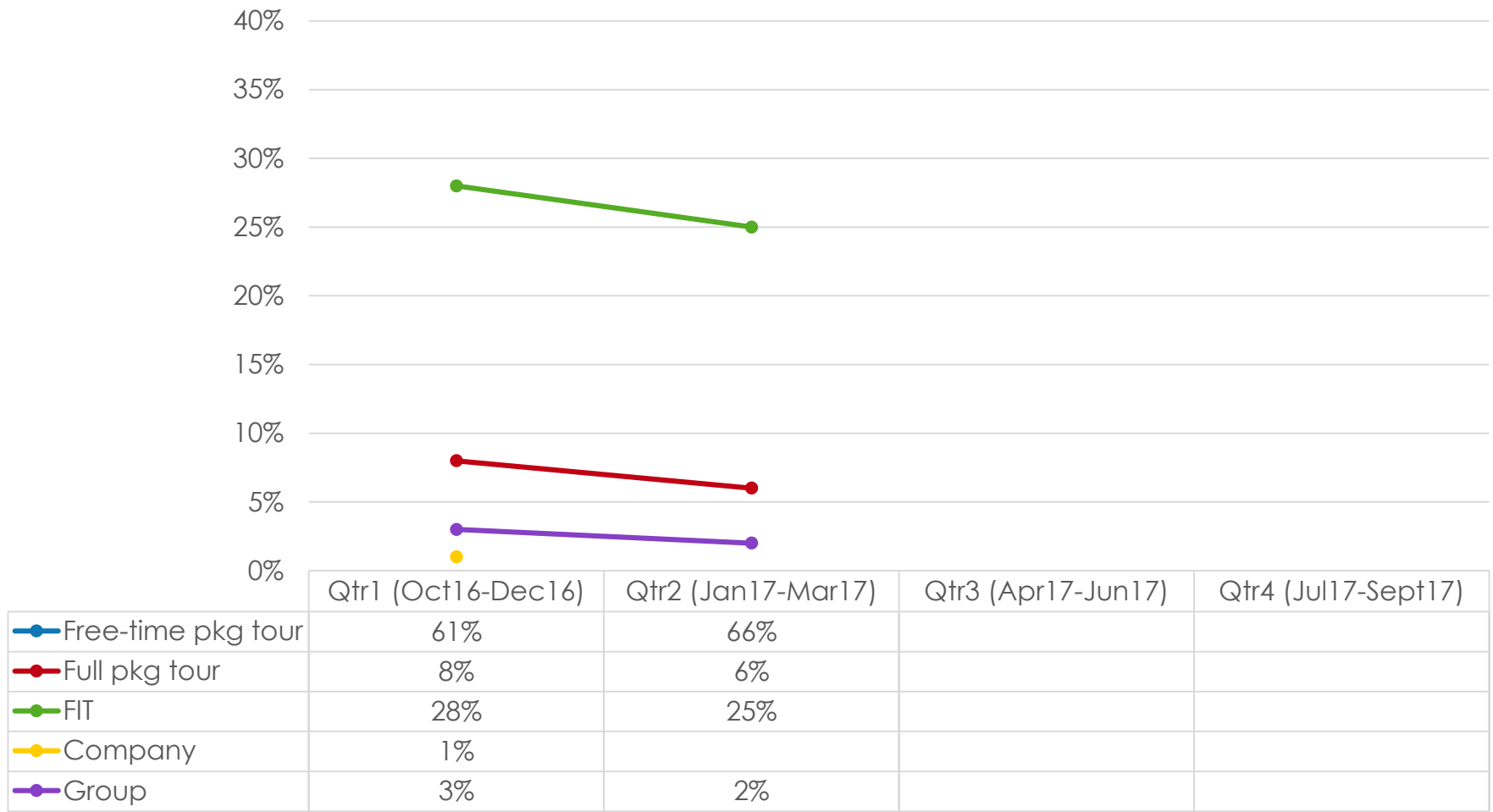
SECTION 2

TRAVEL PLANNING

Travel Planning



Travel Planning – FY2017 Tracking



Travel Planning – Key Segments

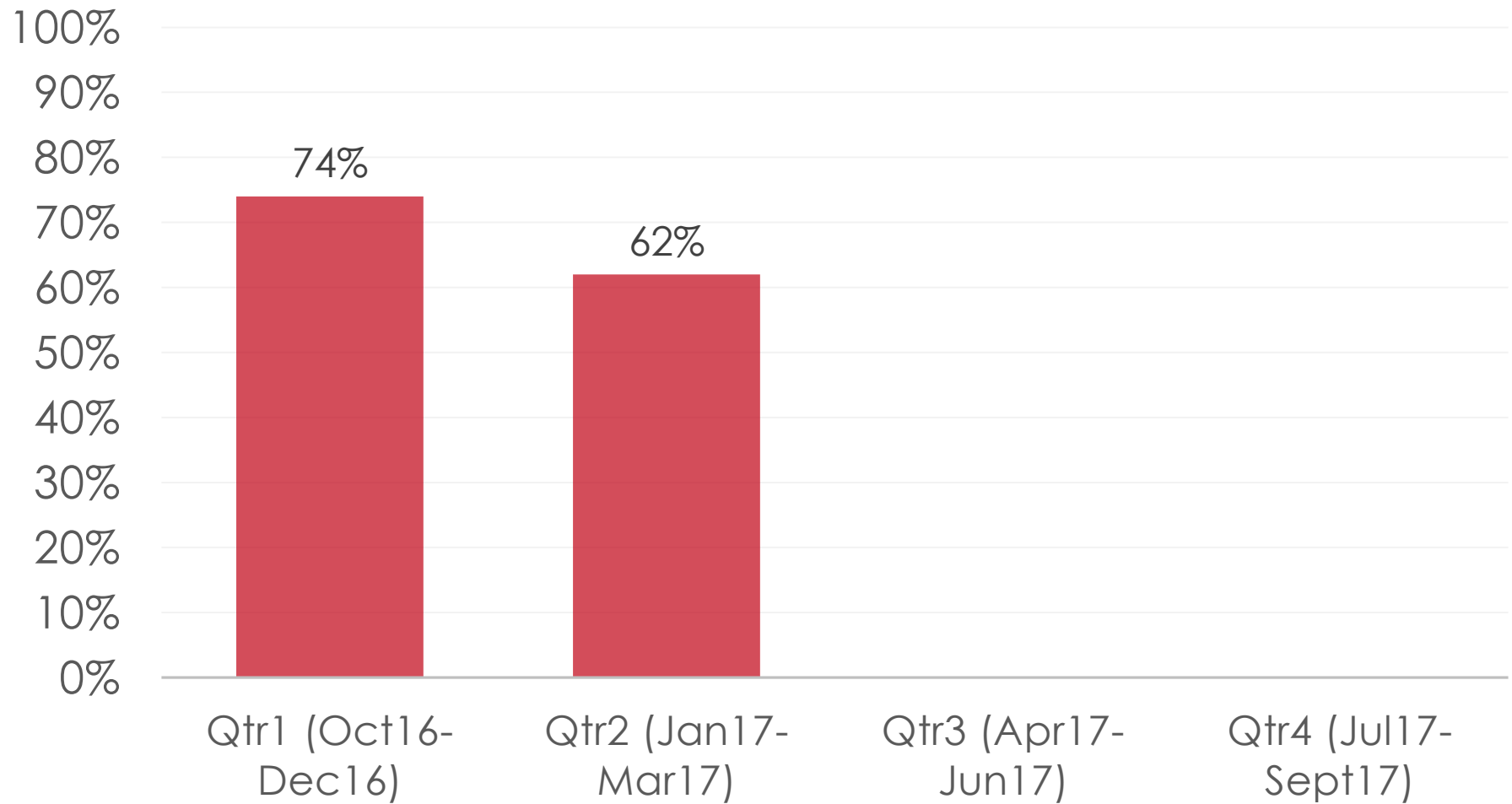
GUAM VISITORS BUREAU - EXIT SURVEY

Q7 Please describe your travel arrangements to Guam?

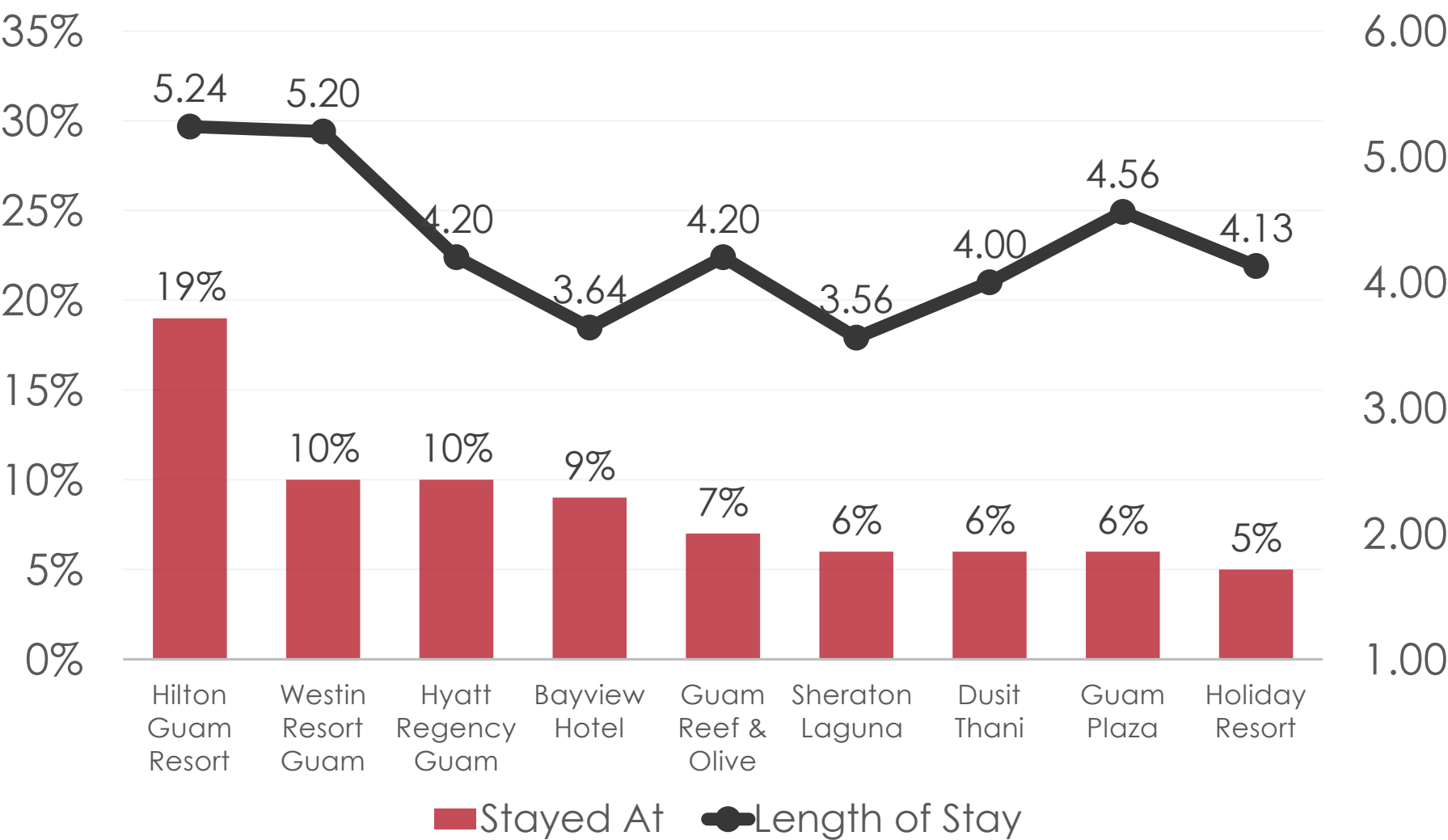
		TOTAL	FIT	FREE-TIME PKG	HONEYMOON	WEDDING	FAMILY	MICE	SPORT/ ADVENTURE	EDUCATION
		-	-	-	-	-	-	-	-	-
Q7	Free-time package tour	66%		100%	90%	67%	66%	50%	75%	65%
	Individually arranged travel (FIT)	25%	100%		10%	33%	24%	50%	20%	23%
	Full package tour	6%					7%		2%	7%
	Group tour	2%					2%		1%	2%
	Other	1%					1%		2%	2%
	Total	150	37	99	10	3	109	2	87	43

Prepared by QMark Research

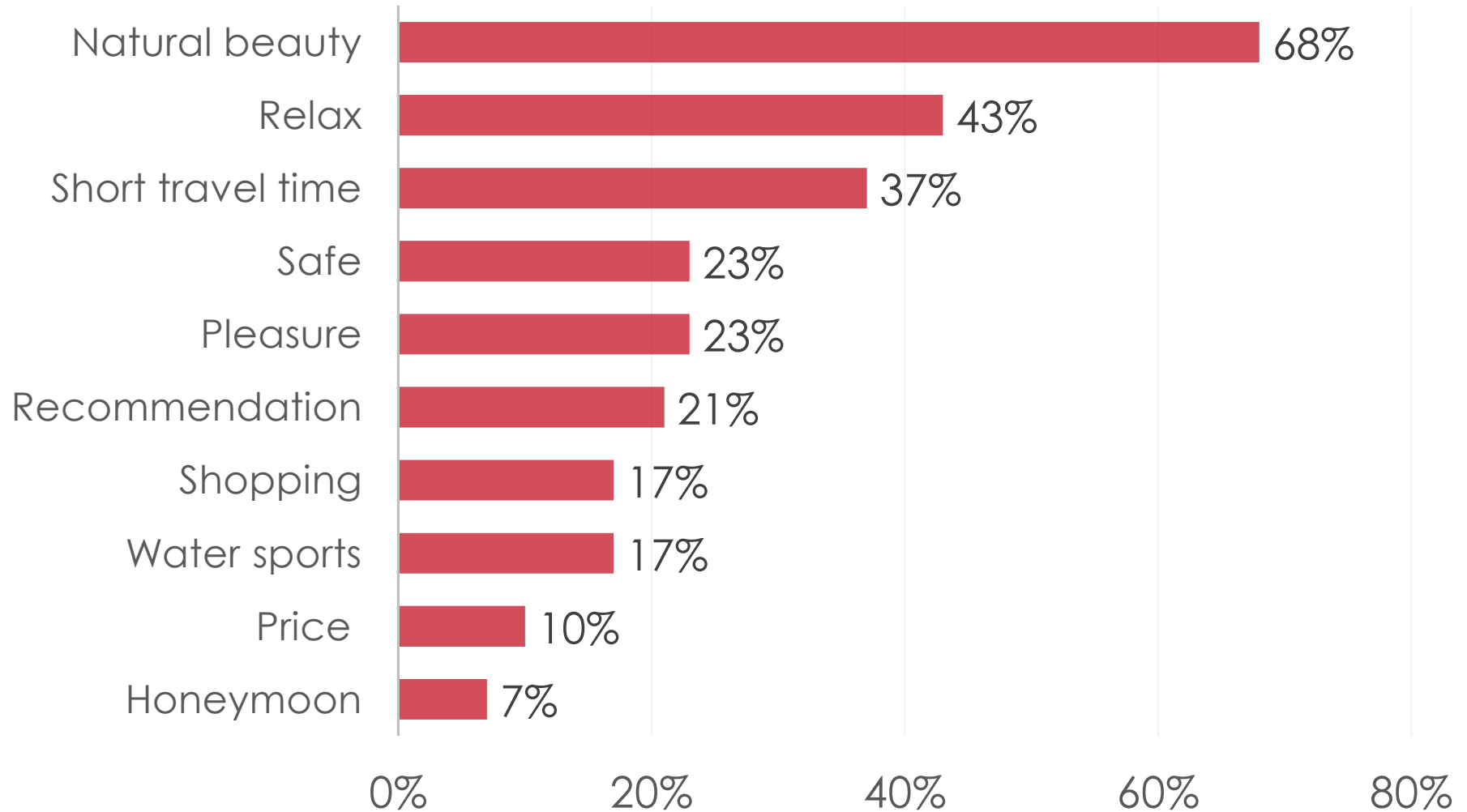
Already had US Visa Prior to Deciding to travel to Guam



Accommodations (Top Responses)



Travel Motivation (Top Responses)



Travel Motivation – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

Q5A Please select the top 3 reasons that motivated you to travel to Guam?

	TOTAL	FIT	FREE-TIME PKG	HONEYMOON	WEDDING	FAMILY	MICE	SPORT/ ADVENTURE	EDUCATION
	-	-	-	-	-	-	-	-	-
Q5A Natural beauty	68%	57%	72%	50%	33%	70%		68%	65%
Relax	43%	62%	36%	40%	33%	44%	50%	40%	33%
Short travel time	37%	35%	37%	20%		34%	50%	31%	23%
Pleasure	23%	22%	24%	10%	33%	24%		23%	26%
Safe	23%	24%	23%	20%		21%		24%	35%
Recomm- friend/family/trvl agnt	21%	16%	22%	20%		22%	50%	17%	23%
Shopping	17%	22%	16%	30%		15%		18%	23%
Water sports	17%	14%	18%			17%		29%	14%
Price	10%	8%	9%			8%		14%	7%
Honeymoon	7%	3%	9%	100%	67%	9%		10%	12%
Scuba	7%	11%	6%			6%		11%	5%
Other	4%	3%	4%	20%		4%		6%	2%
Company/ Business Trip	4%	5%	4%			4%	50%	7%	5%
Visit friends/ Relatives	4%	5%	3%	10%	33%	5%		3%	5%
Previous trip	3%	8%	1%			4%		2%	2%
Organized sports	2%	3%	2%			2%		3%	2%
Married/ Attn wedding	2%	3%	2%	20%	100%	3%		1%	2%
Career Cert/ Testing	1%	5%							5%
Convention/ Trade/ Conference	1%	3%	1%			2%	100%	1%	2%
Golf	1%	3%	1%			2%		2%	
Total	150	37	99	10	3	109	2	87	43

Prepared by QMark Research

SECTION 3

EXPENDITURES

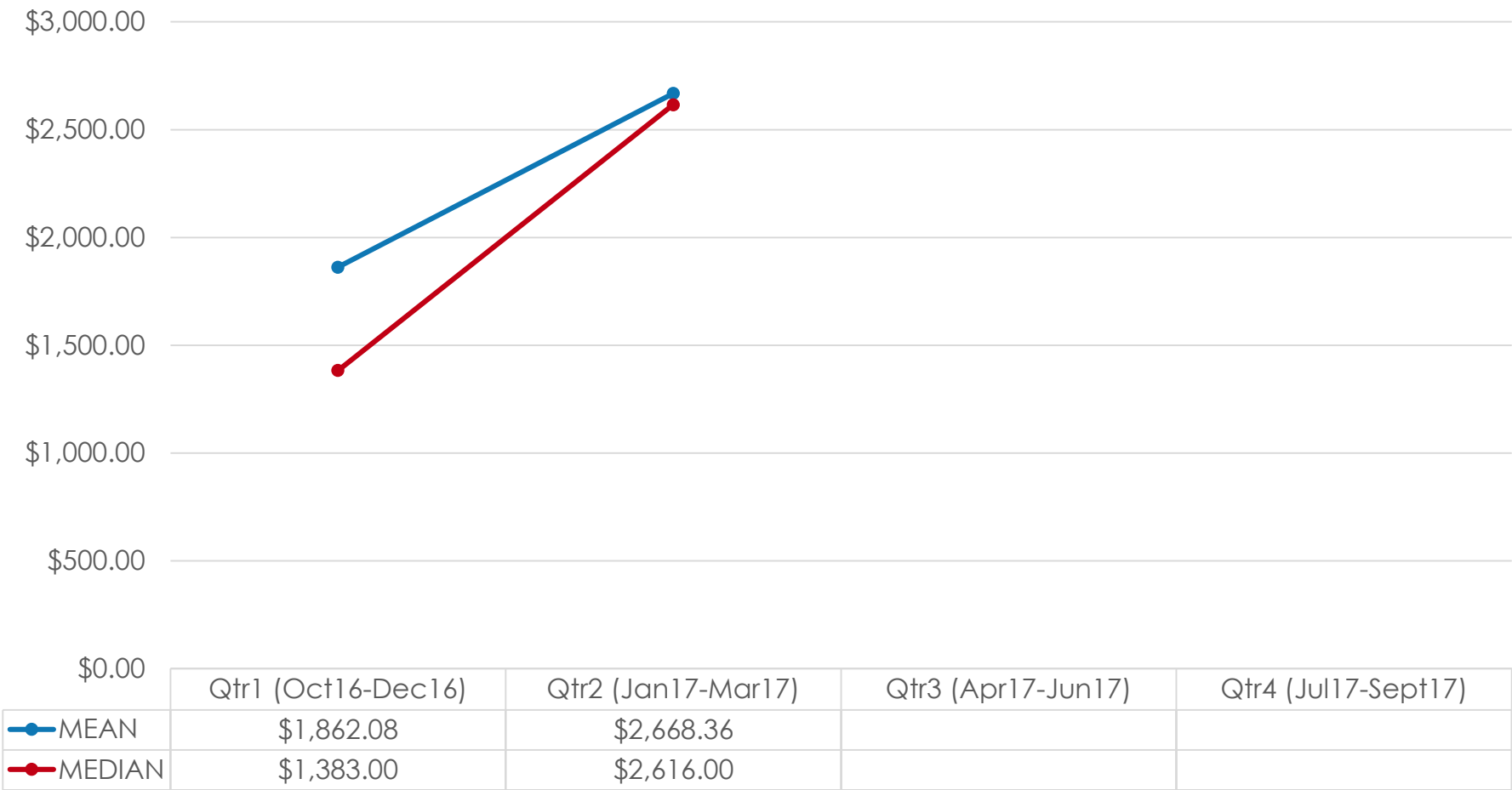
Prepaid Expenditures

EXCHANGE RATE Yuan 6.88=\$1

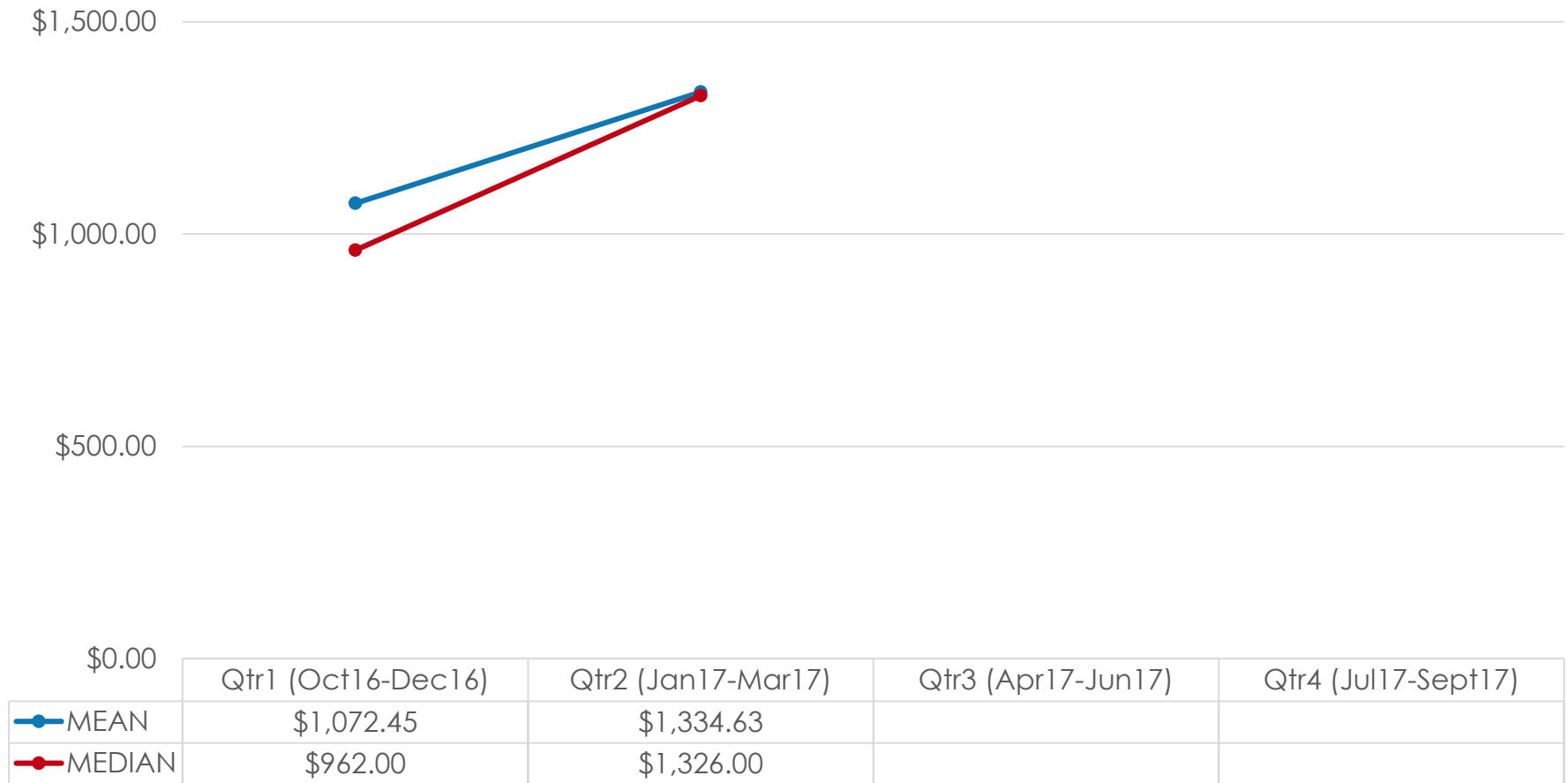
- \$2,886.38 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$1,443.64 = overall mean average per person prepaid expenditures

Prepaid Entire Travel Party – FY2017

Tracking



Prepaid Per Person– FY2017 Tracking



Prepaid Per Person– Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

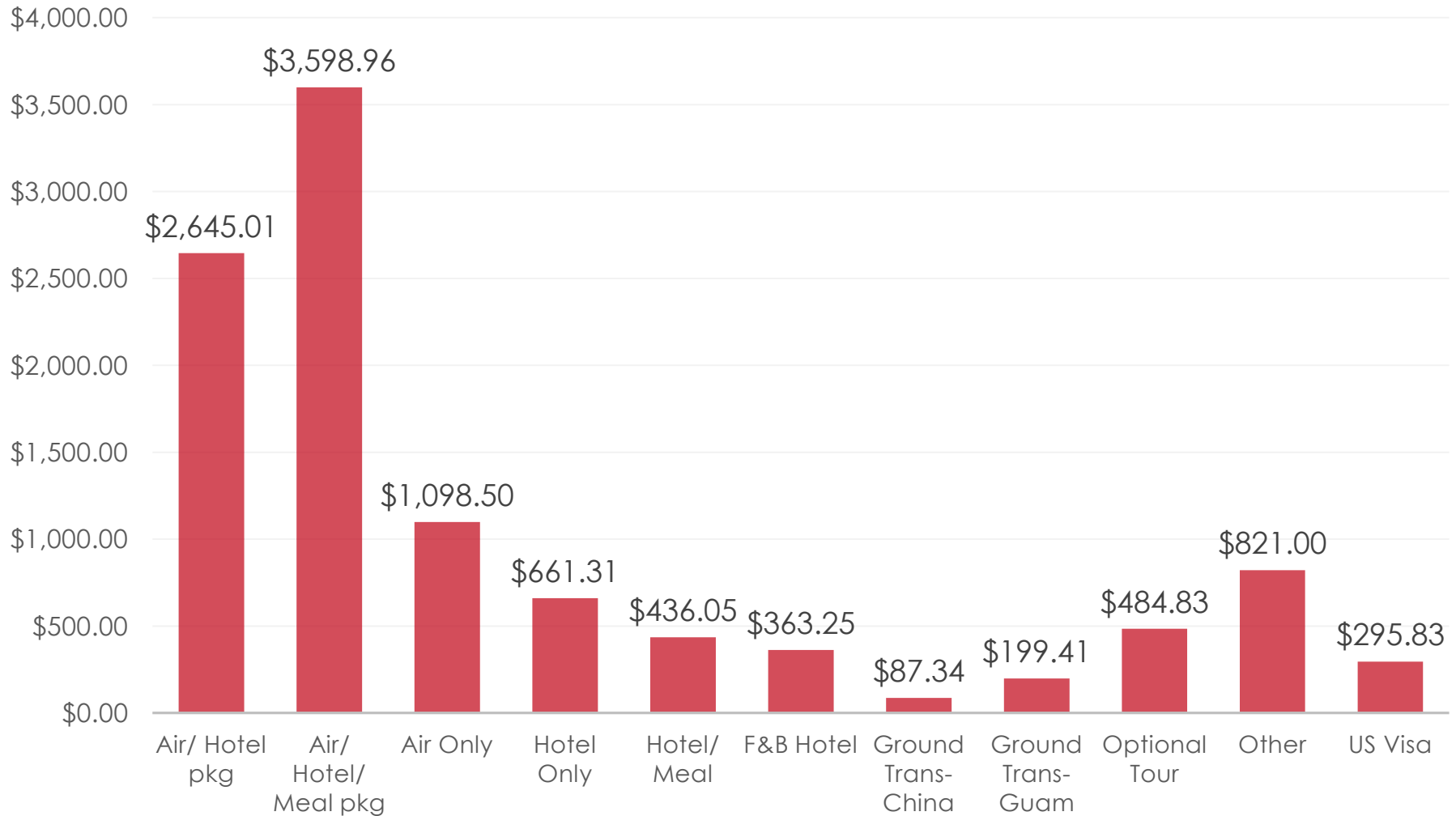
Q10A How much did you pay in CHINA before coming to Guam for the tour package, your airfare, lodging meals, and transportation?

PER PERSON

		TOTAL	FIT	FREE-TIME PKG	HONEYMOON	WEDDING	FAMILY	MICE	SPORT/ ADVENTURE	EDUCATION
		-	-	-	-	-	-	-	-	-
PREPAID PP	Mean	\$1,334.63	\$1,294.09	\$1,384.73	\$1,527.54	\$1,453.49	\$1,391.49	\$1,023.74	\$1,453.58	\$1,394.85
	Median	\$1,326	\$1,163	\$1,453	\$1,453	\$1,453	\$1,453	\$1,024	\$1,453	\$1,453

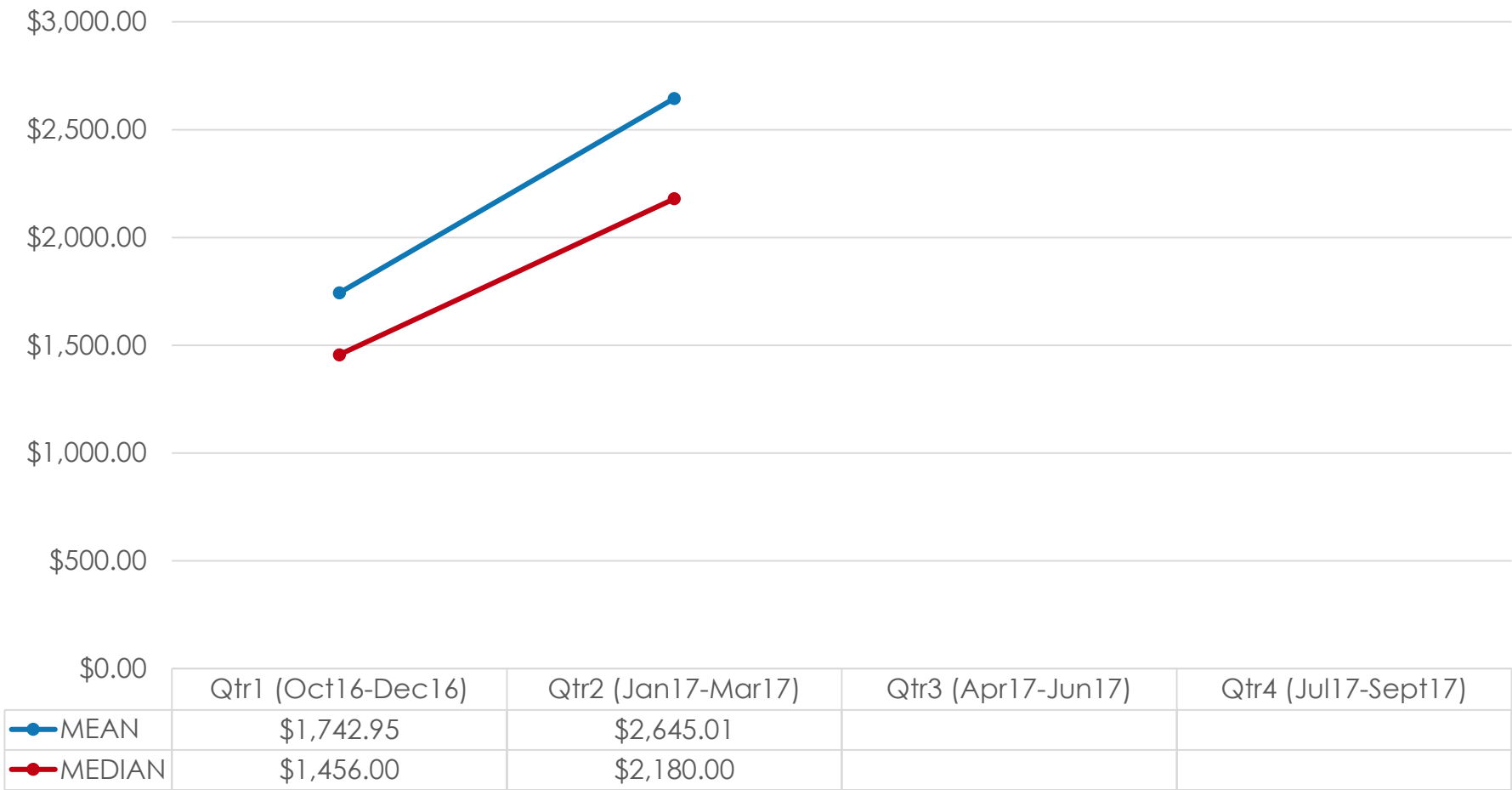
Prepared by QMark Research

Prepaid Expenses by Category – MEAN Entire Travel Party



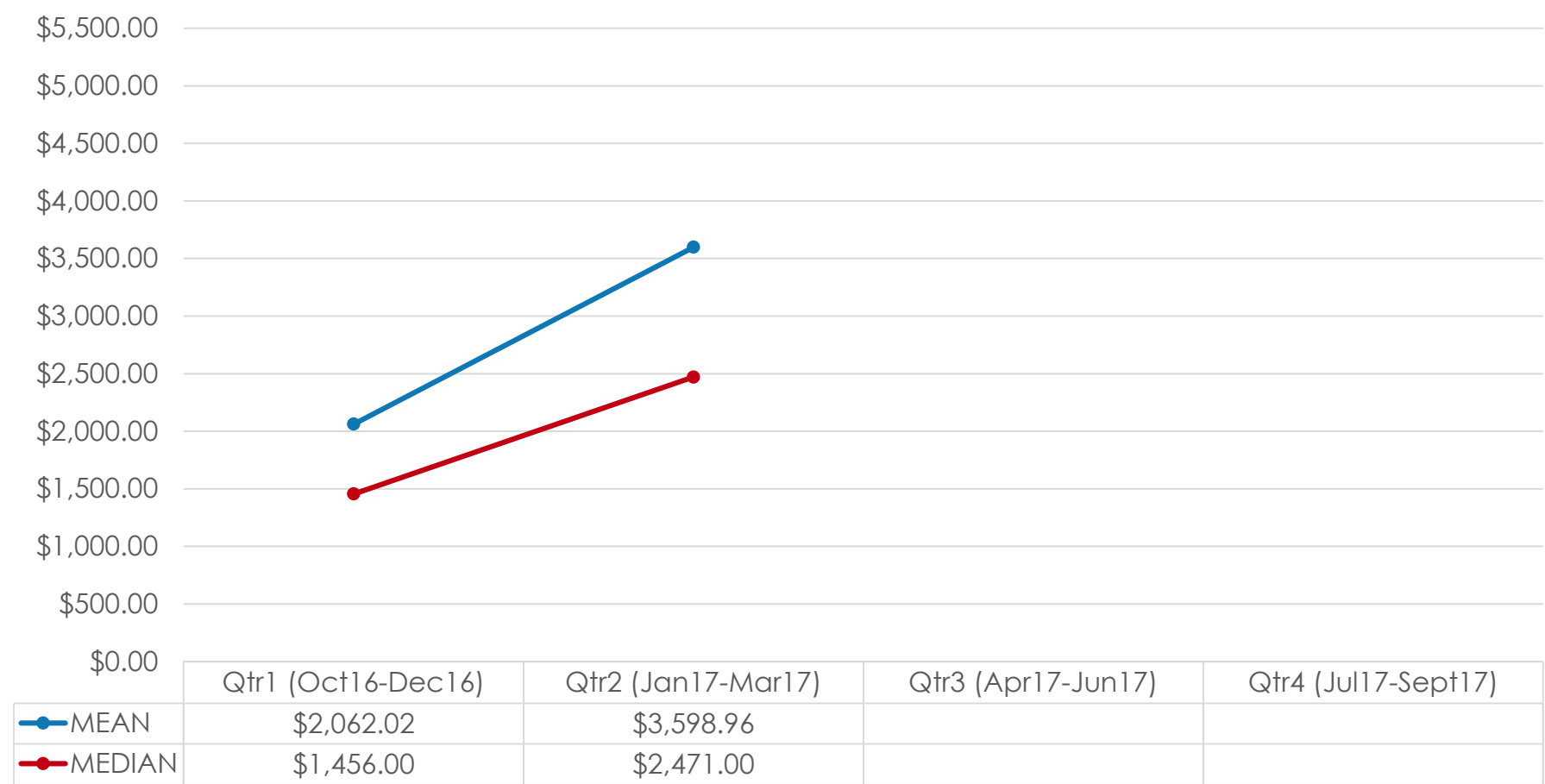
Prepaid– FY2017 Tracking

Airfare & Accommodation Packages



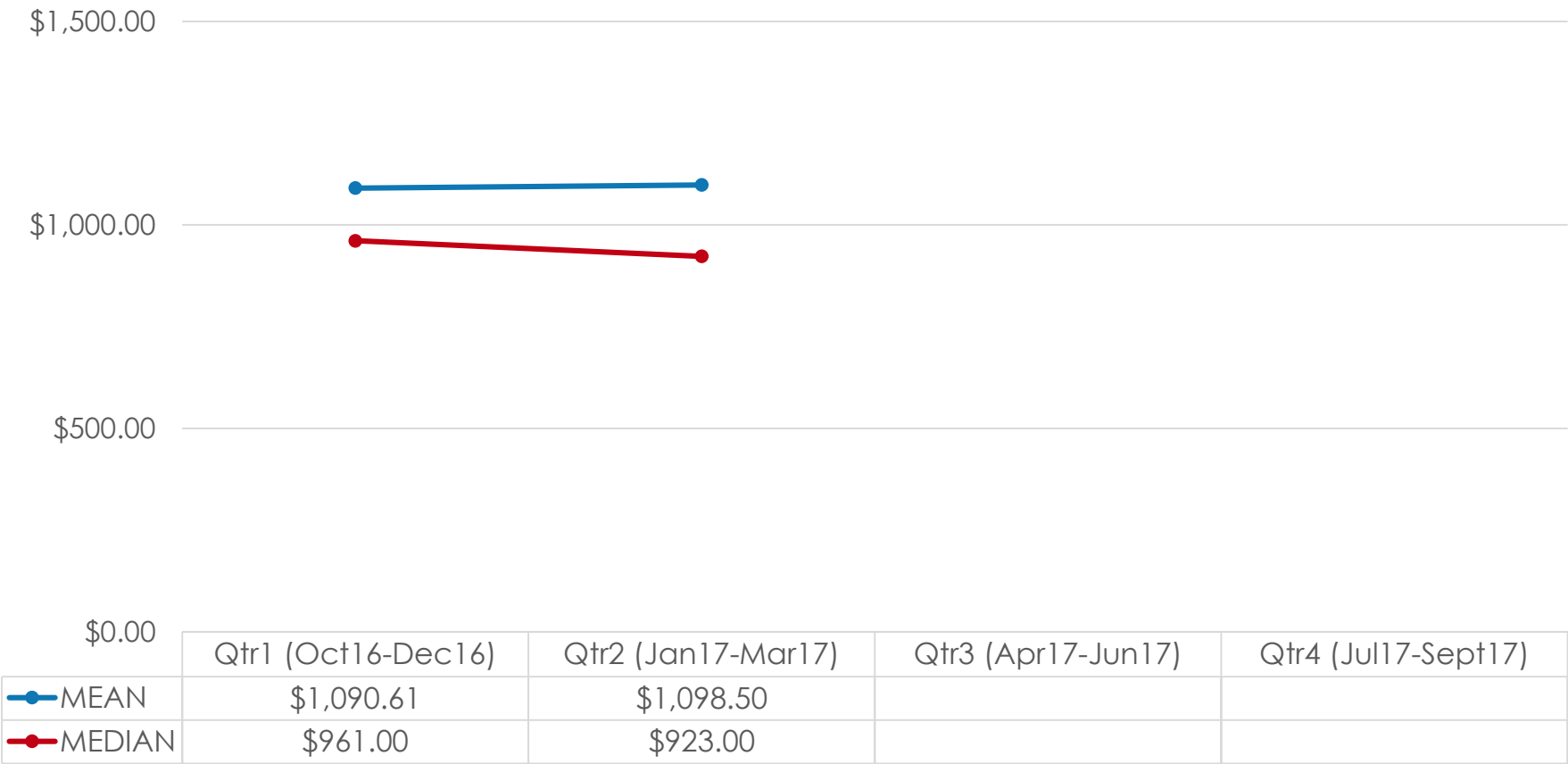
Prepaid– FY2017 Tracking

Airfare & Accommodation W/ Meal Packages



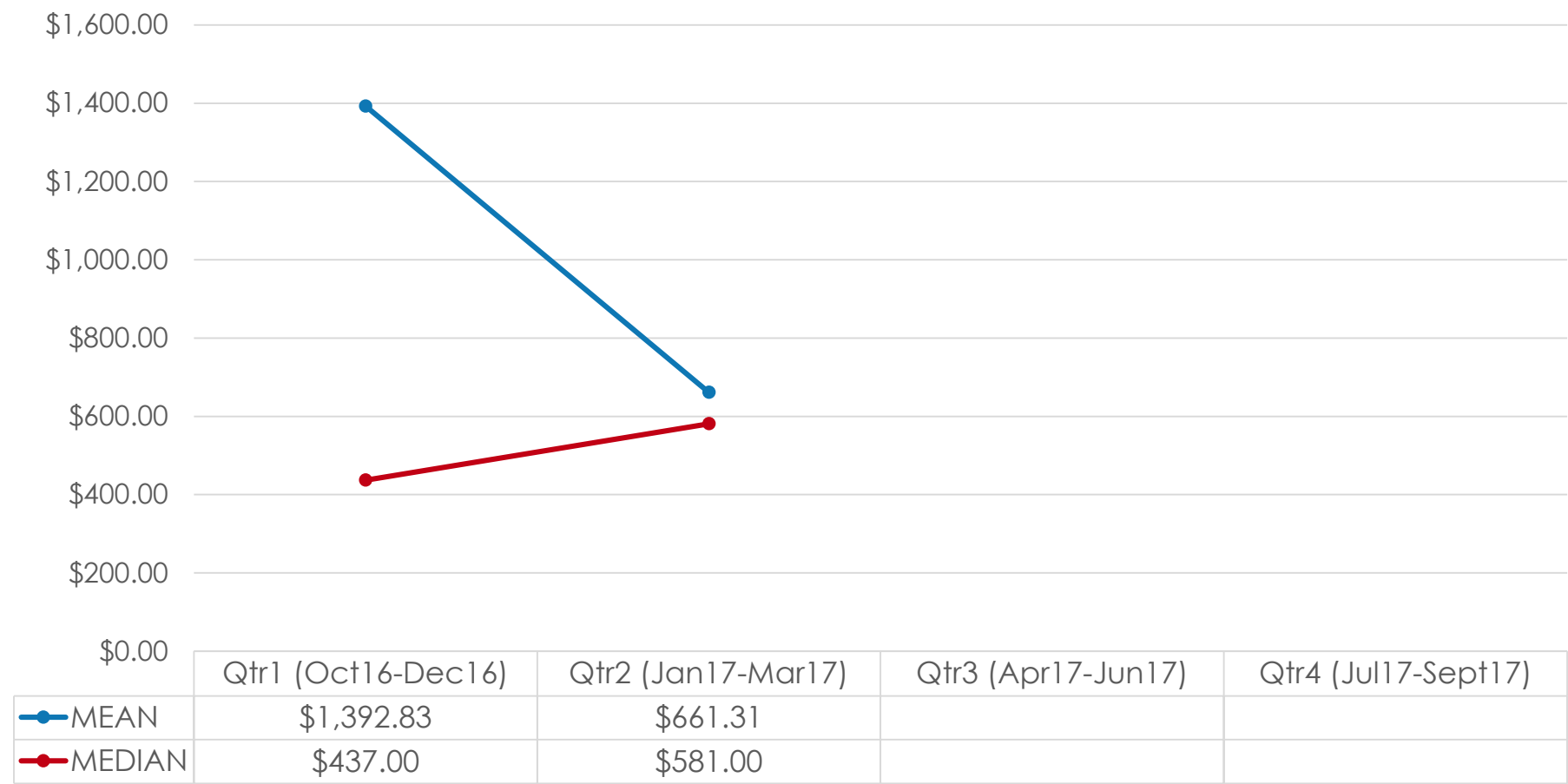
Prepaid– FY2017 Tracking

Airfare Only

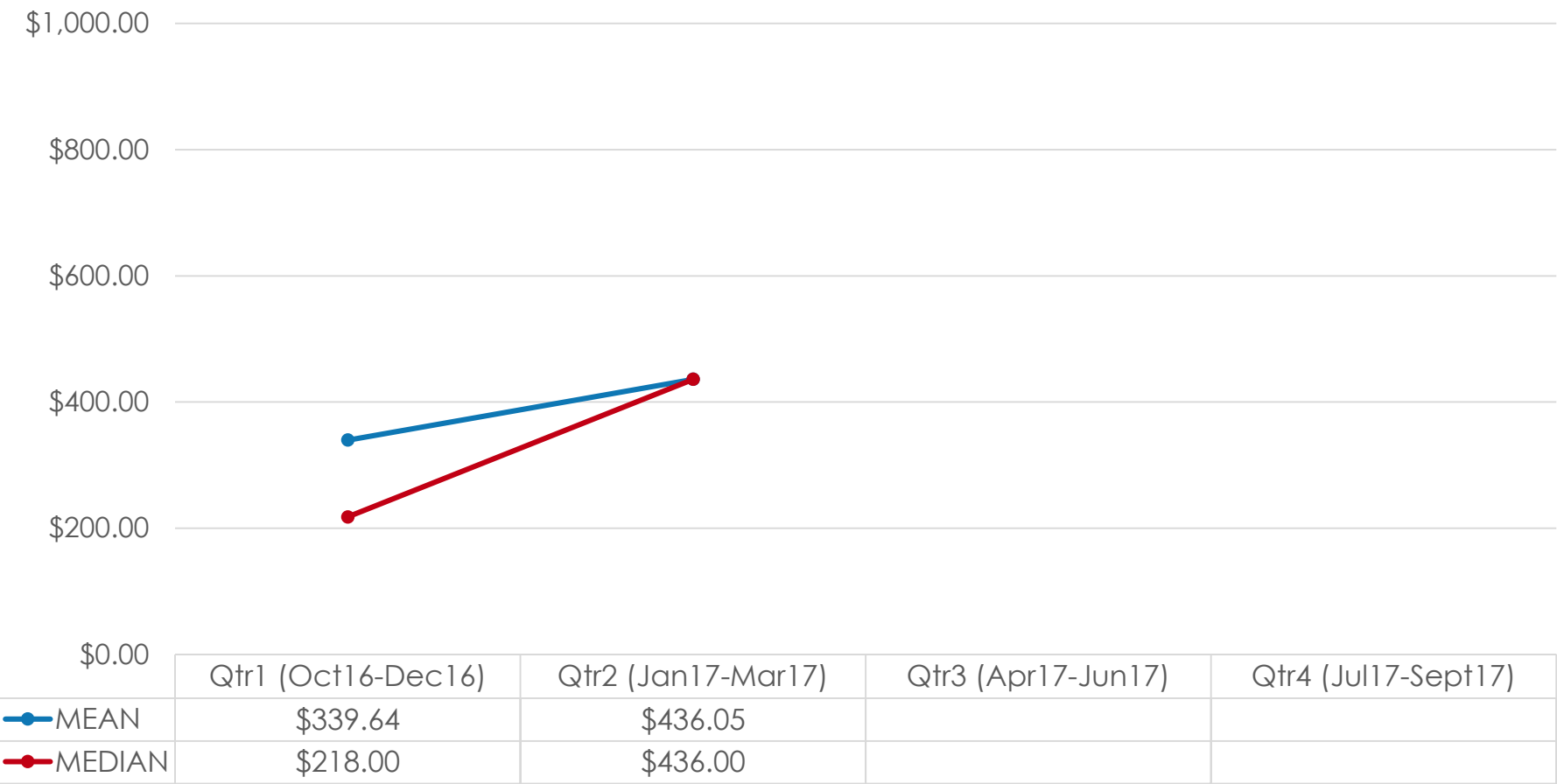


Prepaid– FY2017 Tracking

Accommodations Only

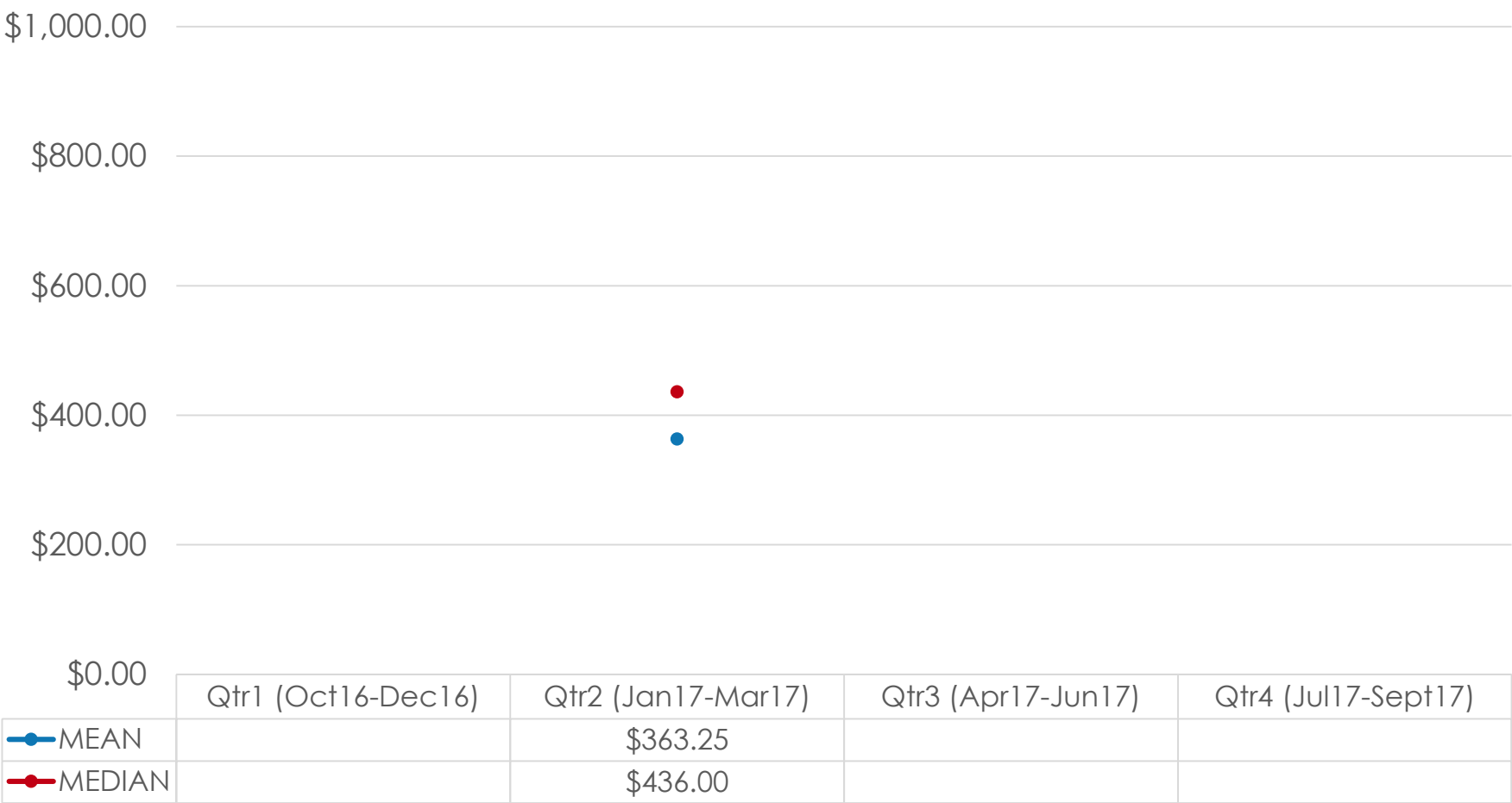


Prepaid– FY2017 Tracking Accommodations w/ Meal Only



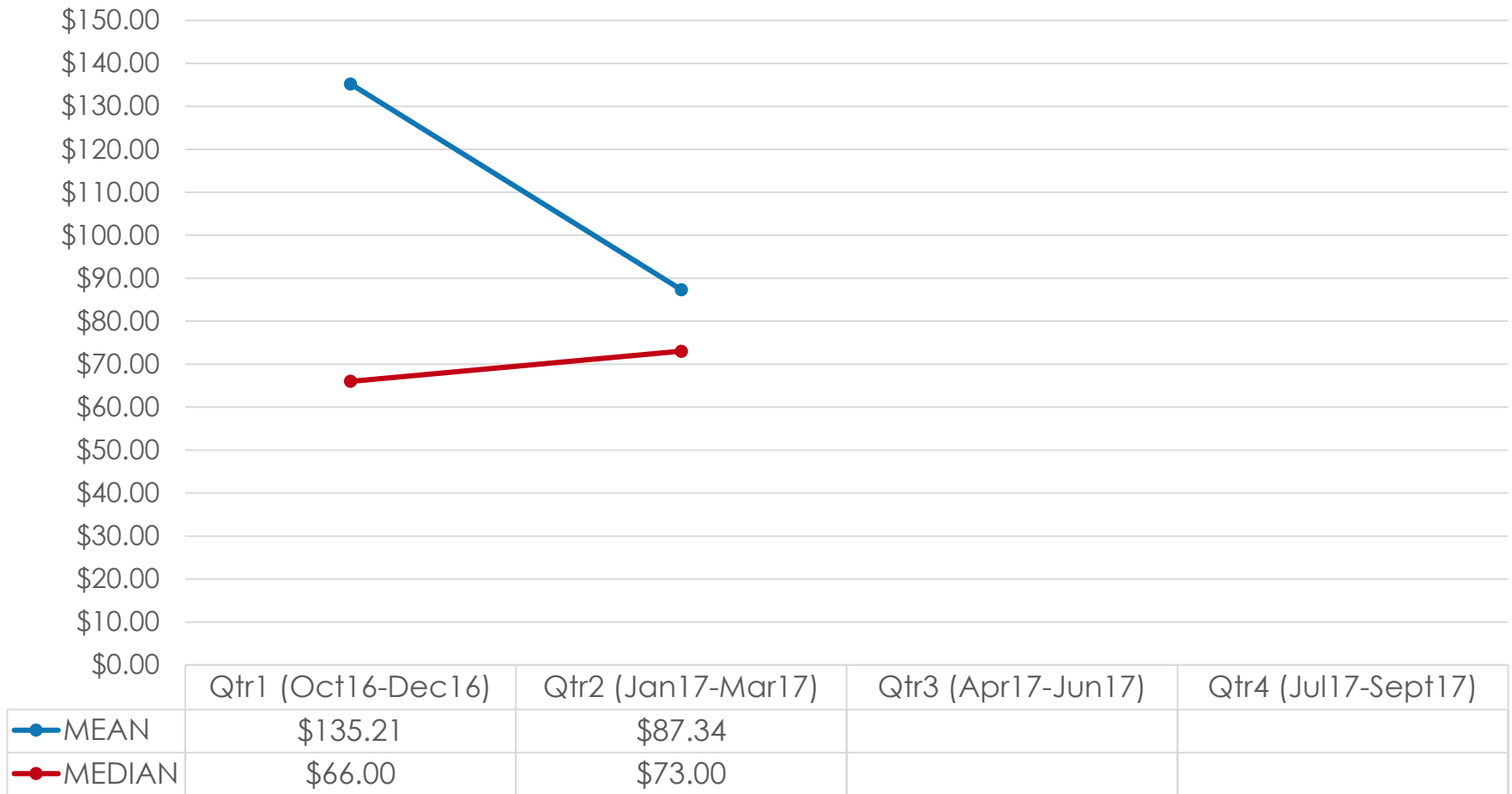
Prepaid– FY2017 Tracking

Food & Beverage in Hotel



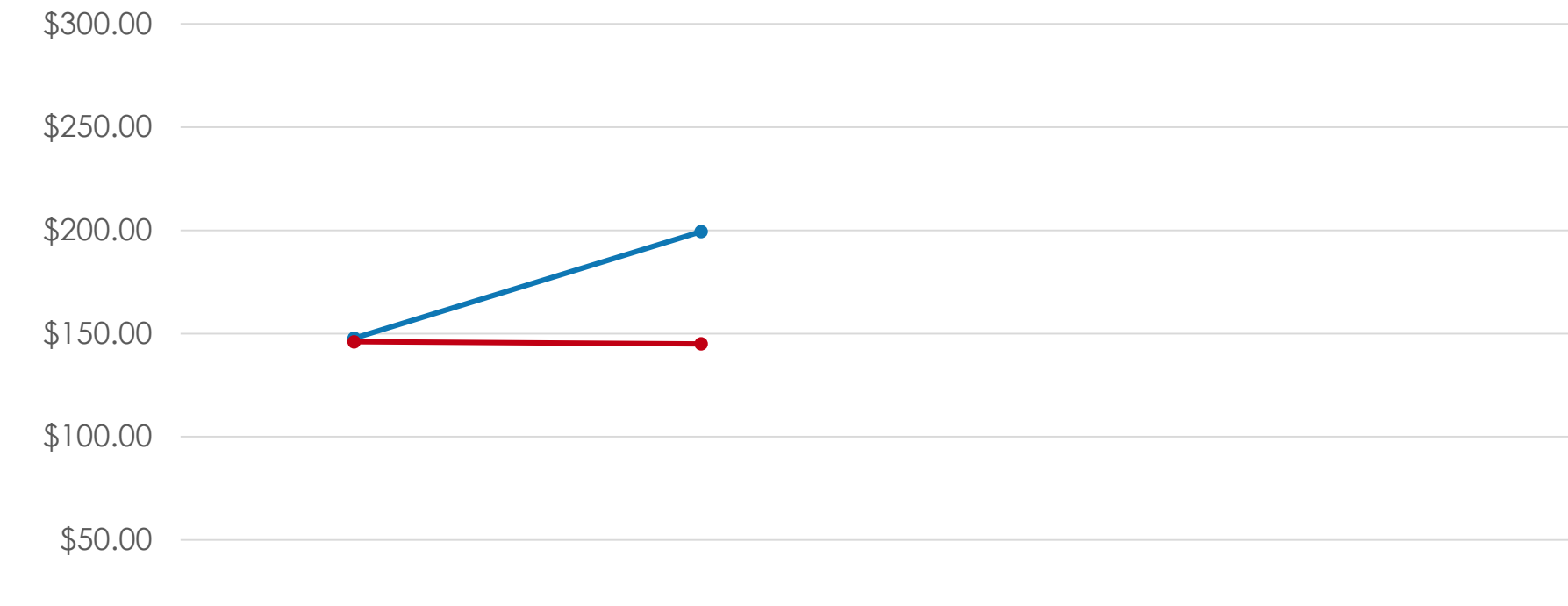
Prepaid– FY2017 Tracking

Ground Transportation - China



Prepaid– FY2017 Tracking

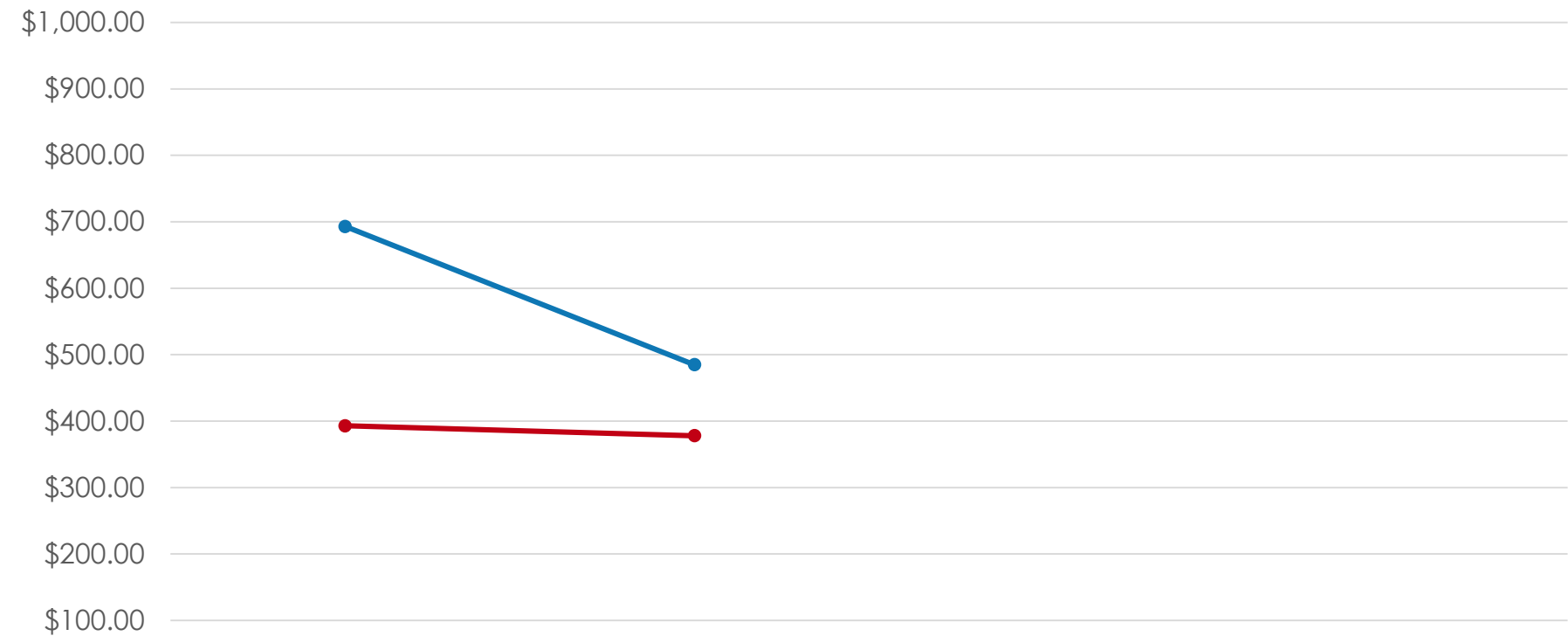
Ground Transportation - Guam



	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	\$147.74	\$199.41		
MEDIAN	\$146.00	\$145.00		

Prepaid– FY2017 Tracking

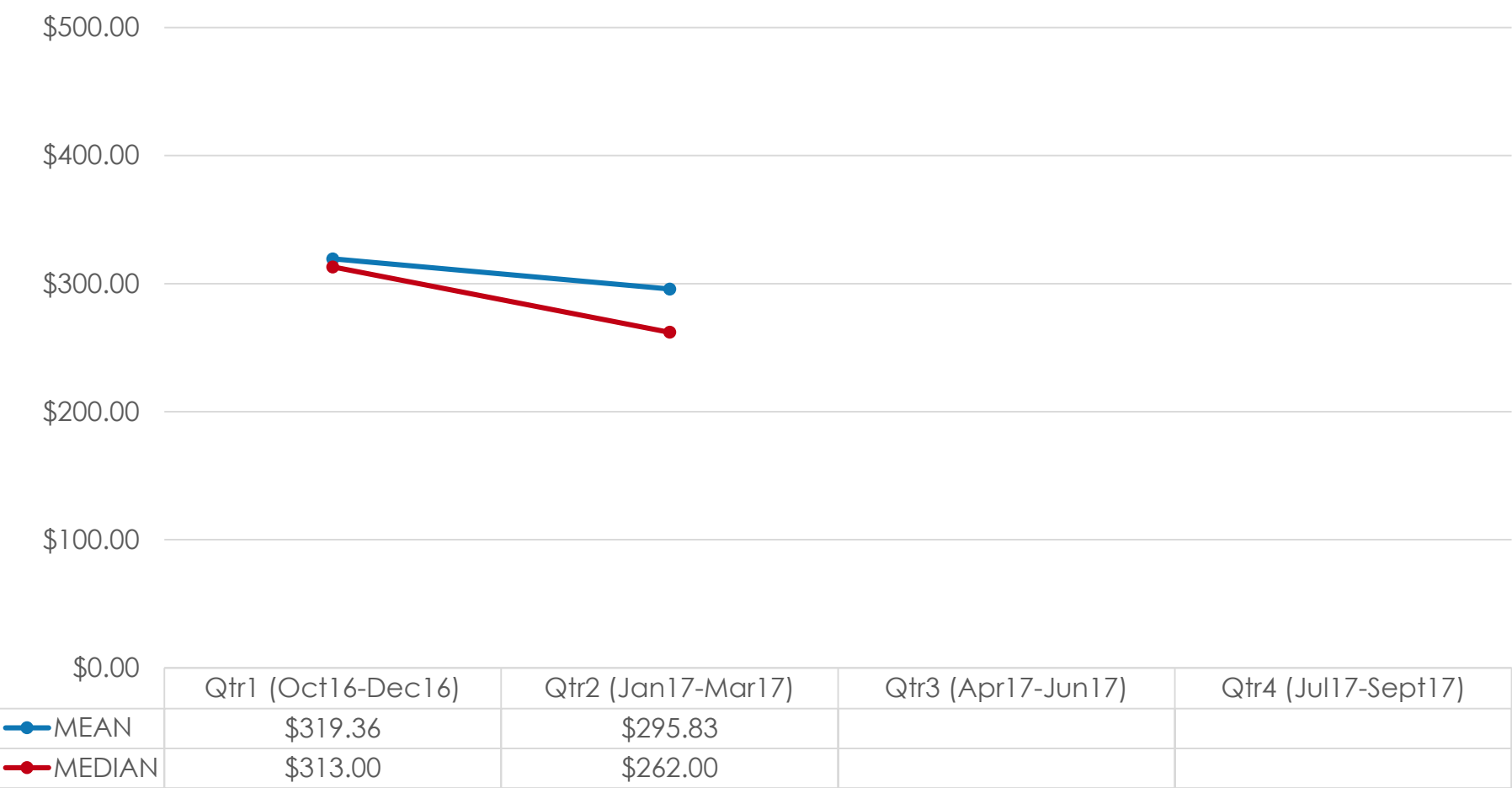
Optional tours/ Activities



	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	\$692.92	\$484.83		
MEDIAN	\$393.00	\$378.00		

Prepaid– FY2017 Tracking

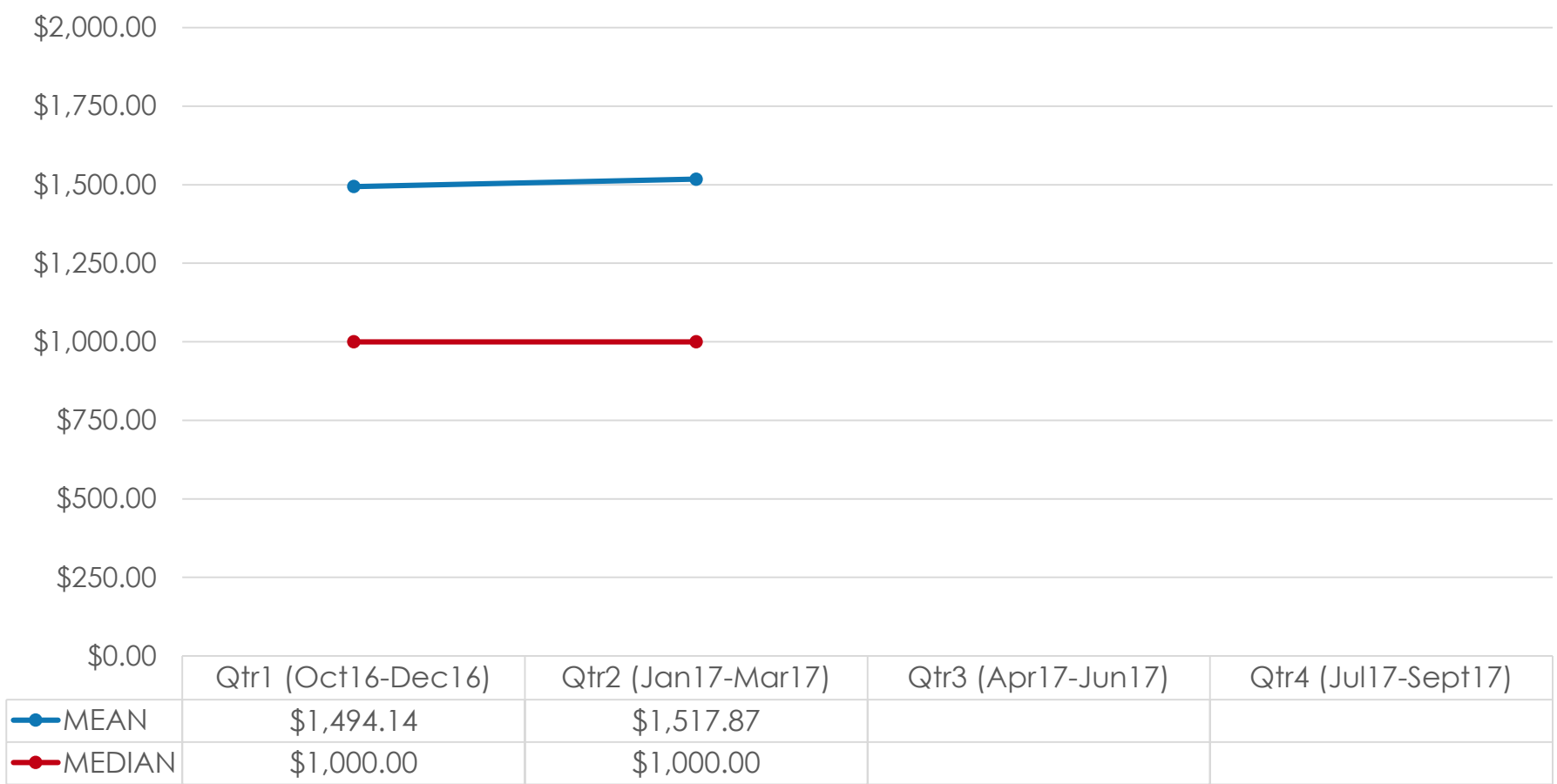
US Visa



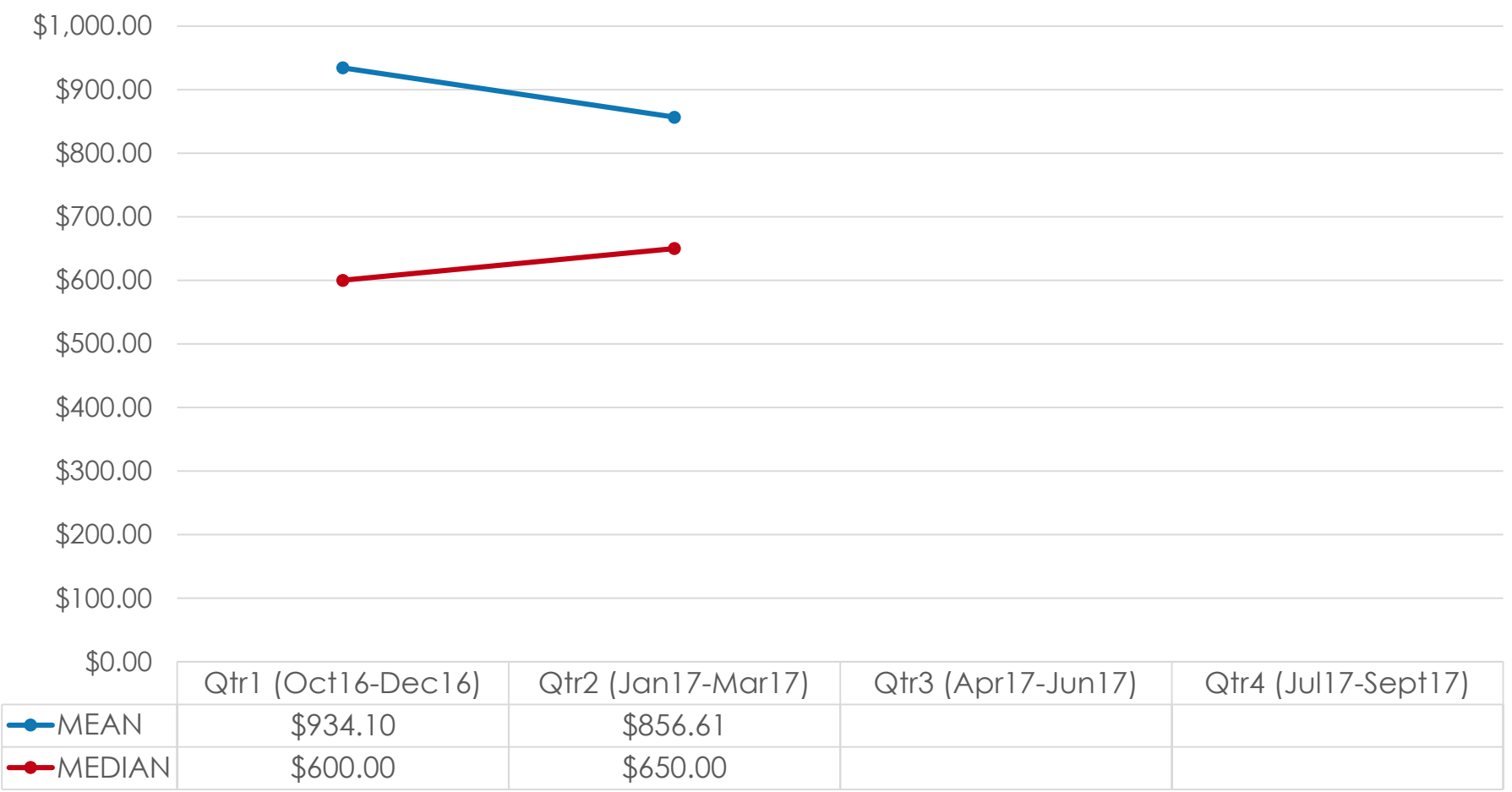
On-Island Expenditures

- \$1,517.87 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$856.61 = overall mean average per person prepaid expenditures

On-Island Entire Travel Party – FY2017 Tracking



On-Island Per Person – FY2017 Tracking



On-Island Per Person – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

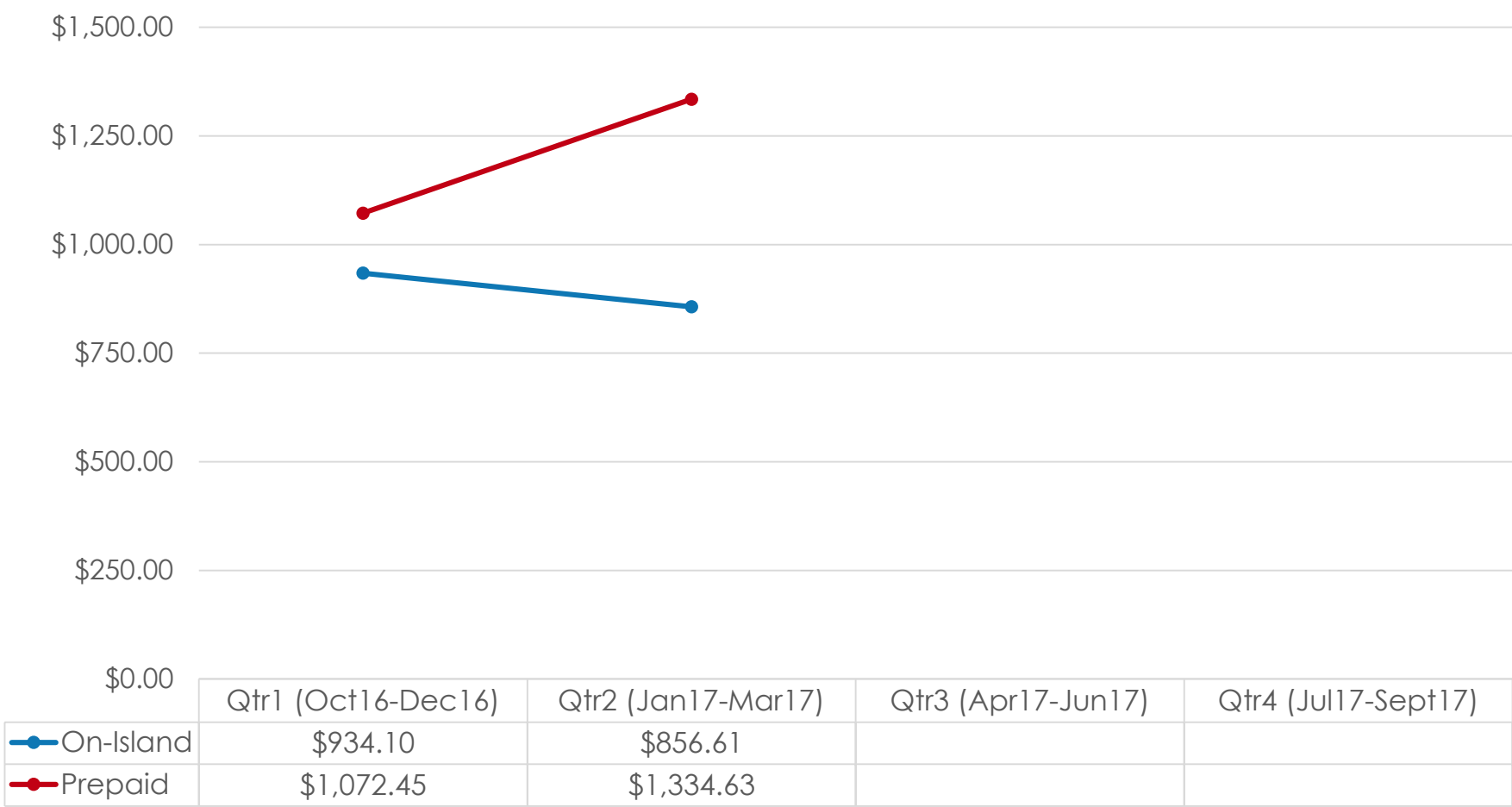
Q11A How much in total did you spend while on Guam during this trip?

PER PERSON

		TOTAL	FIT	FREE-TIME PKG	HONEYMOON	WEDDING	FAMILY	MICE	SPORT/ ADVENTURE	EDUCATION
		-	-	-	-	-	-	-	-	-
ONISLE PP	Mean	\$856.61	\$899.22	\$856.79	\$1,079.15	\$1,283.33	\$789.67	\$308.33	\$974.59	\$863.39
	Median	\$650	\$750	\$625	\$1,025	\$1,350	\$650	\$308	\$700	\$667

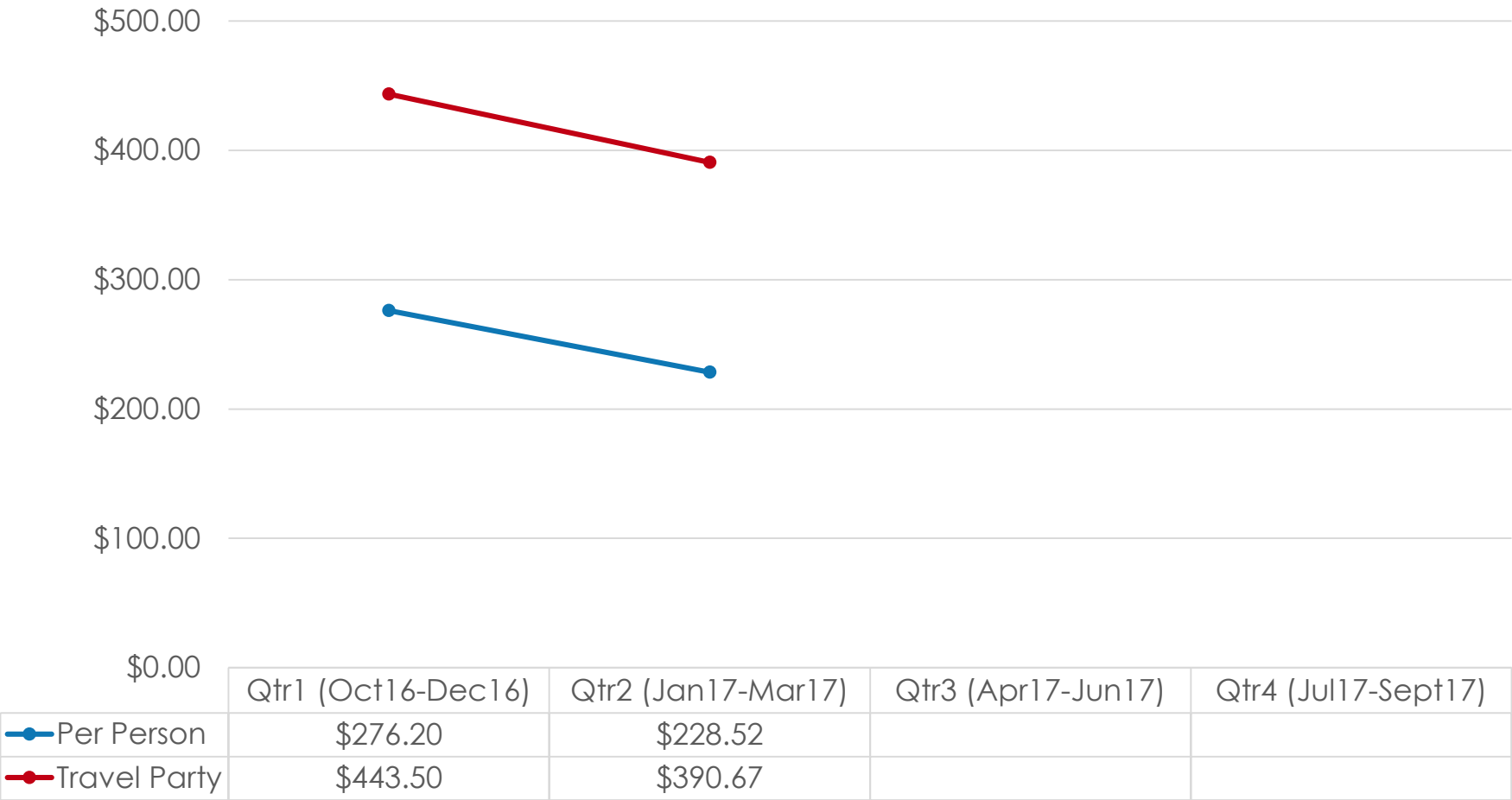
Prepared by QMark Research

Per Person MEAN expenditures – FY2017 Tracking On-Island/ Prepaid

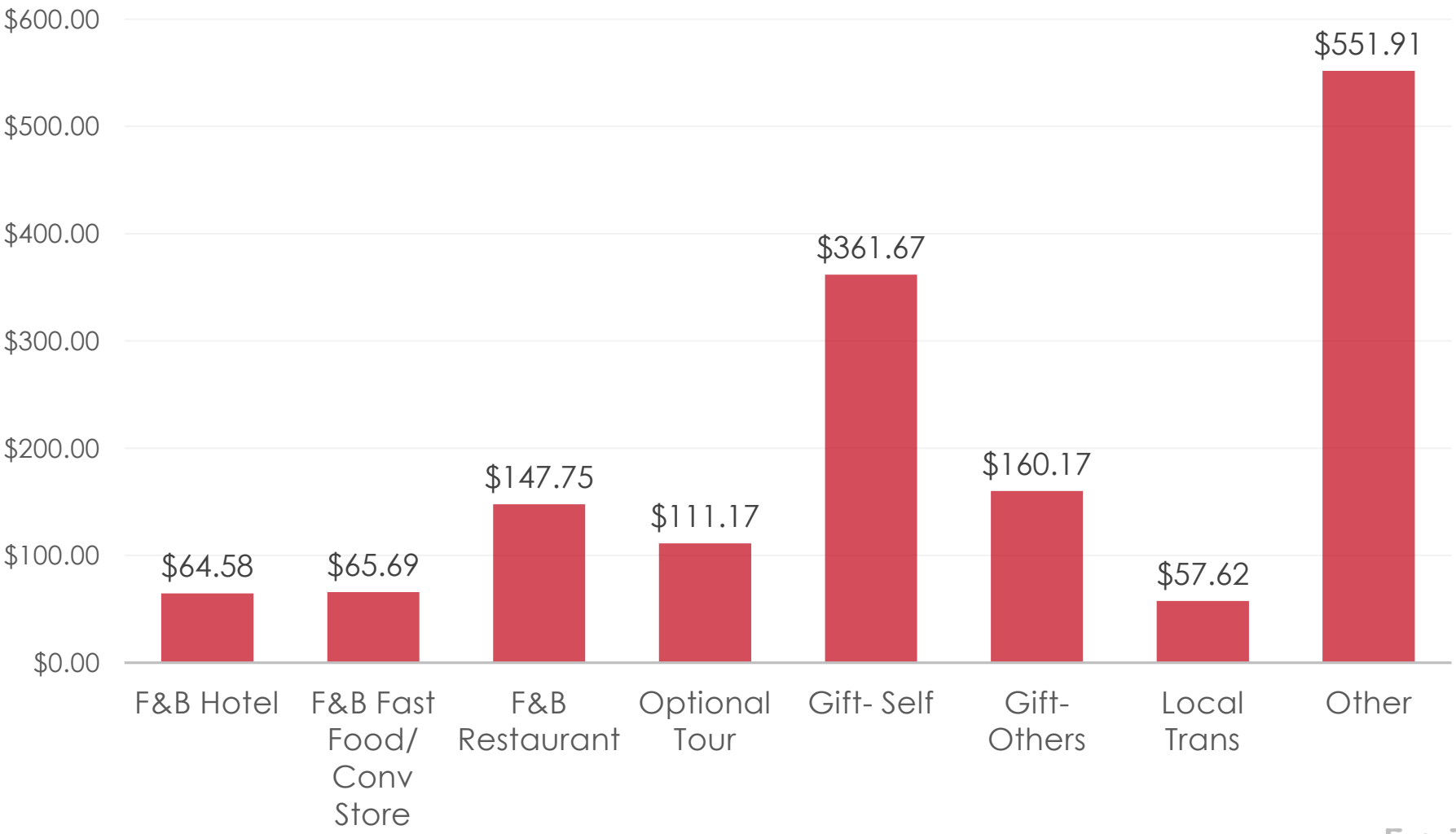


On-Island Per Day Spending – FY2017 Tracking

MEAN

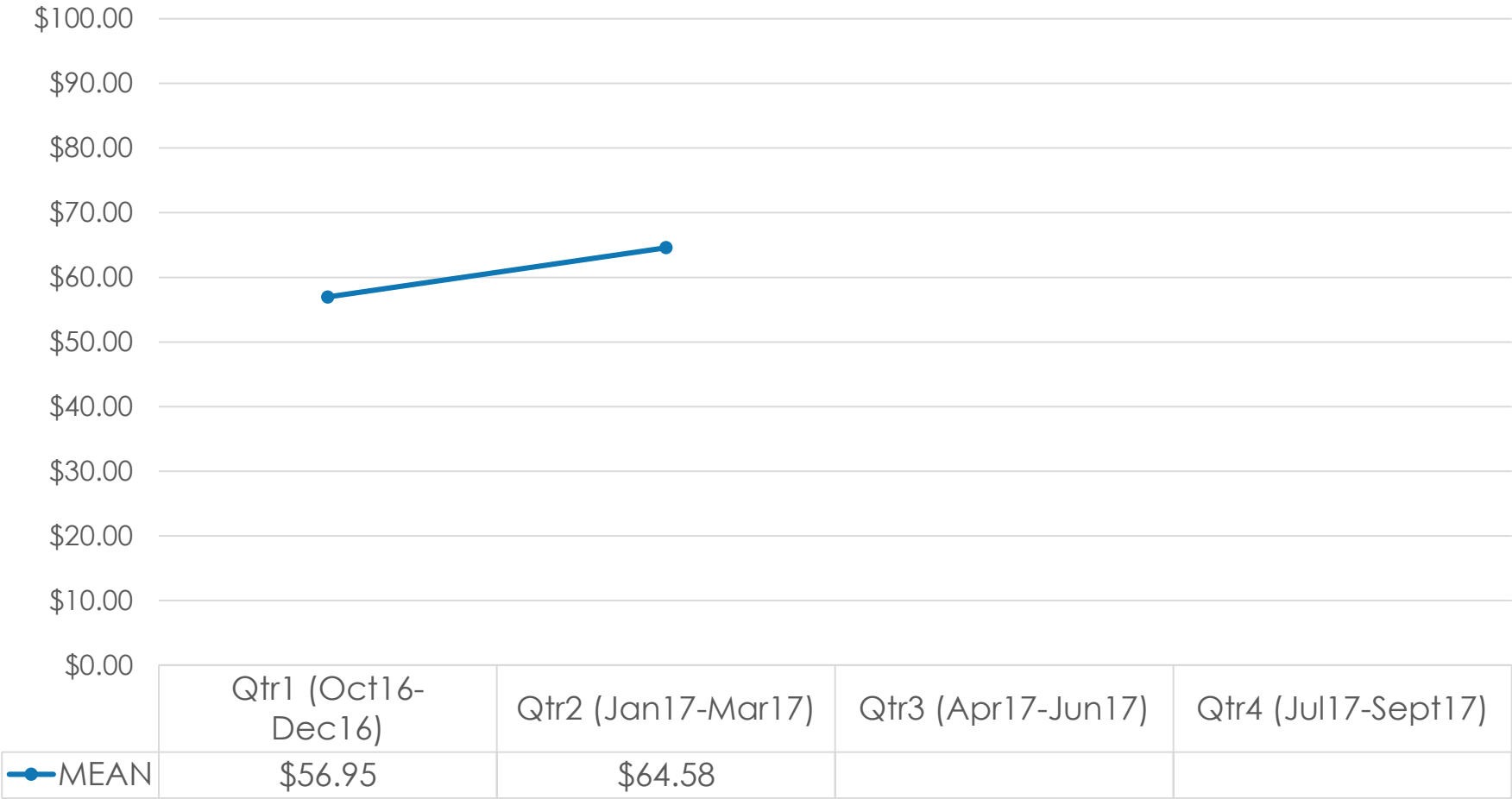


On-Island Expenses by Category – MEAN Entire Travel Party



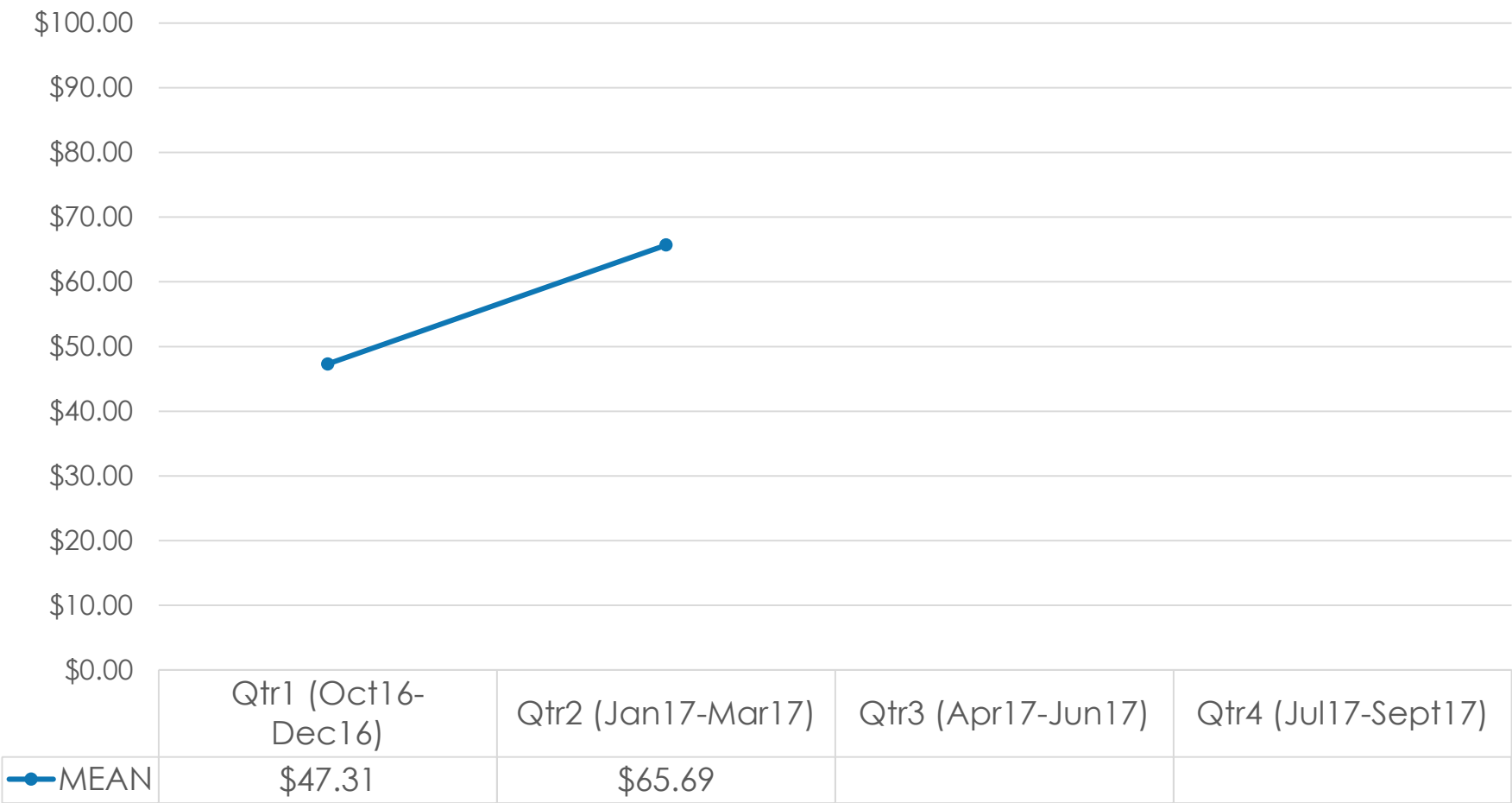
On-Island – FY2017 Tracking

Food & Beverage - Hotel



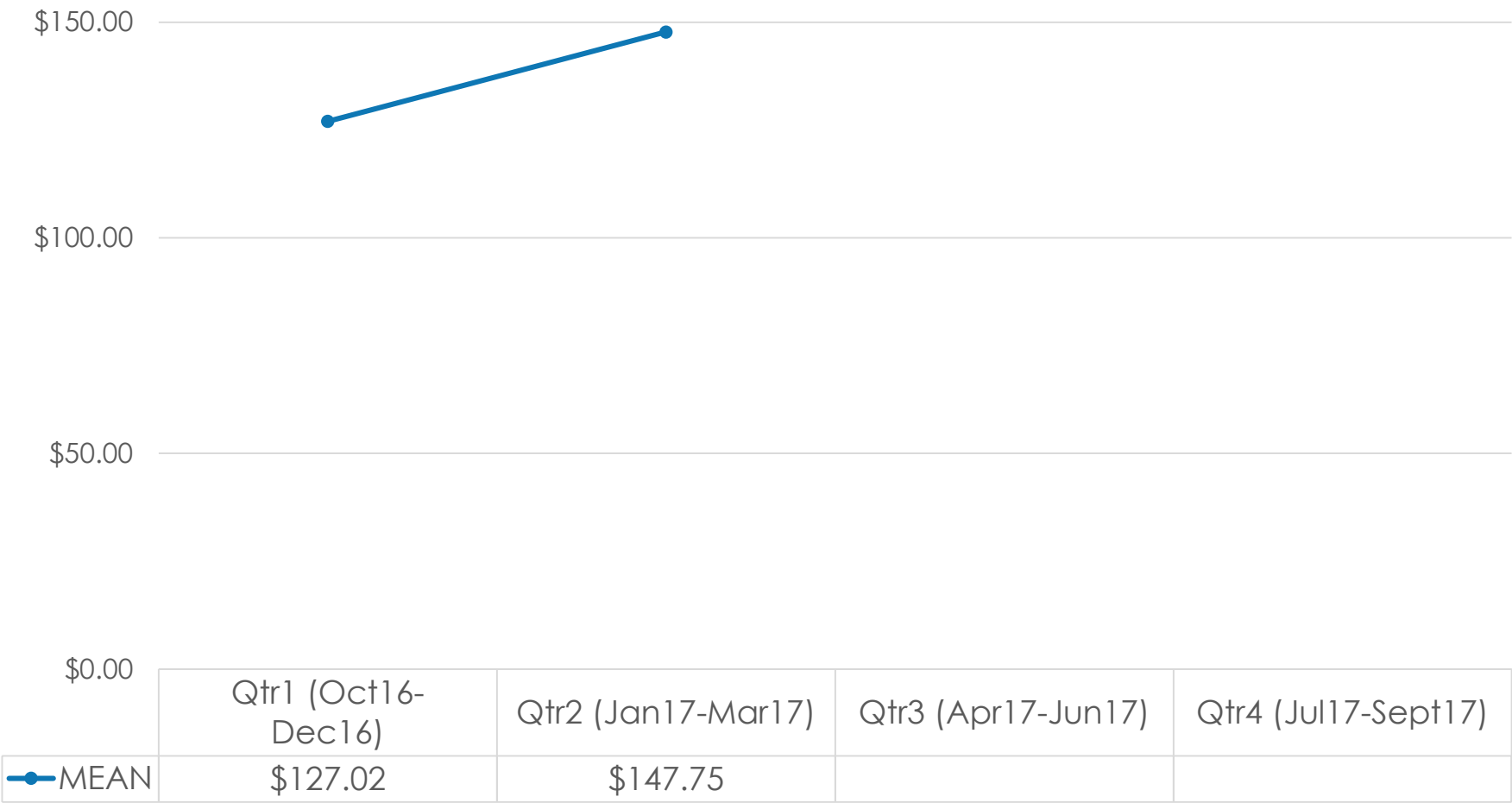
On-Island – FY2017 Tracking

Food & Beverage – Fast Food/ Convenience Store



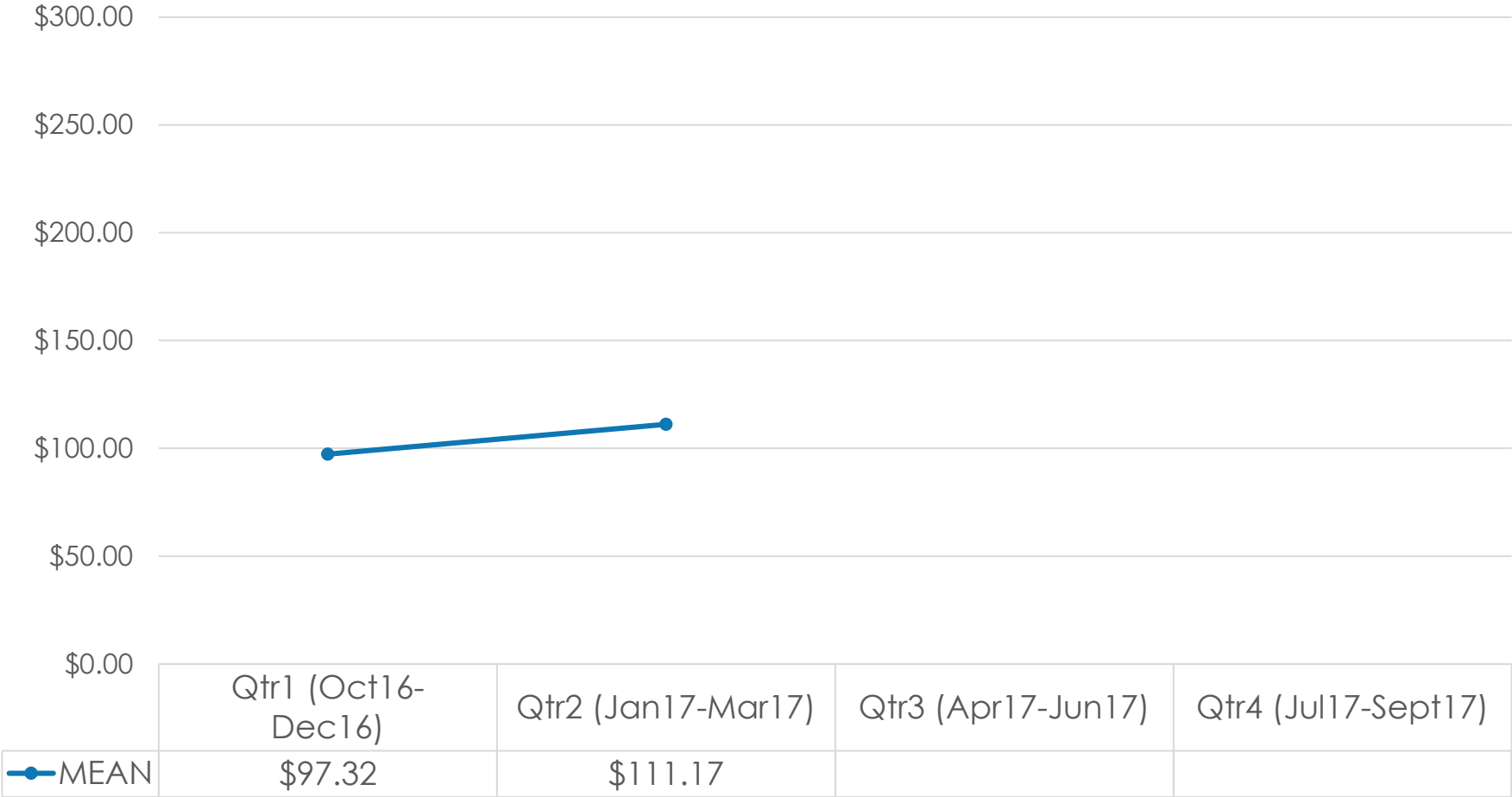
On-Island – FY2017 Tracking

Food & Beverage – Restaurant/ Drinking Est Outside Hotel



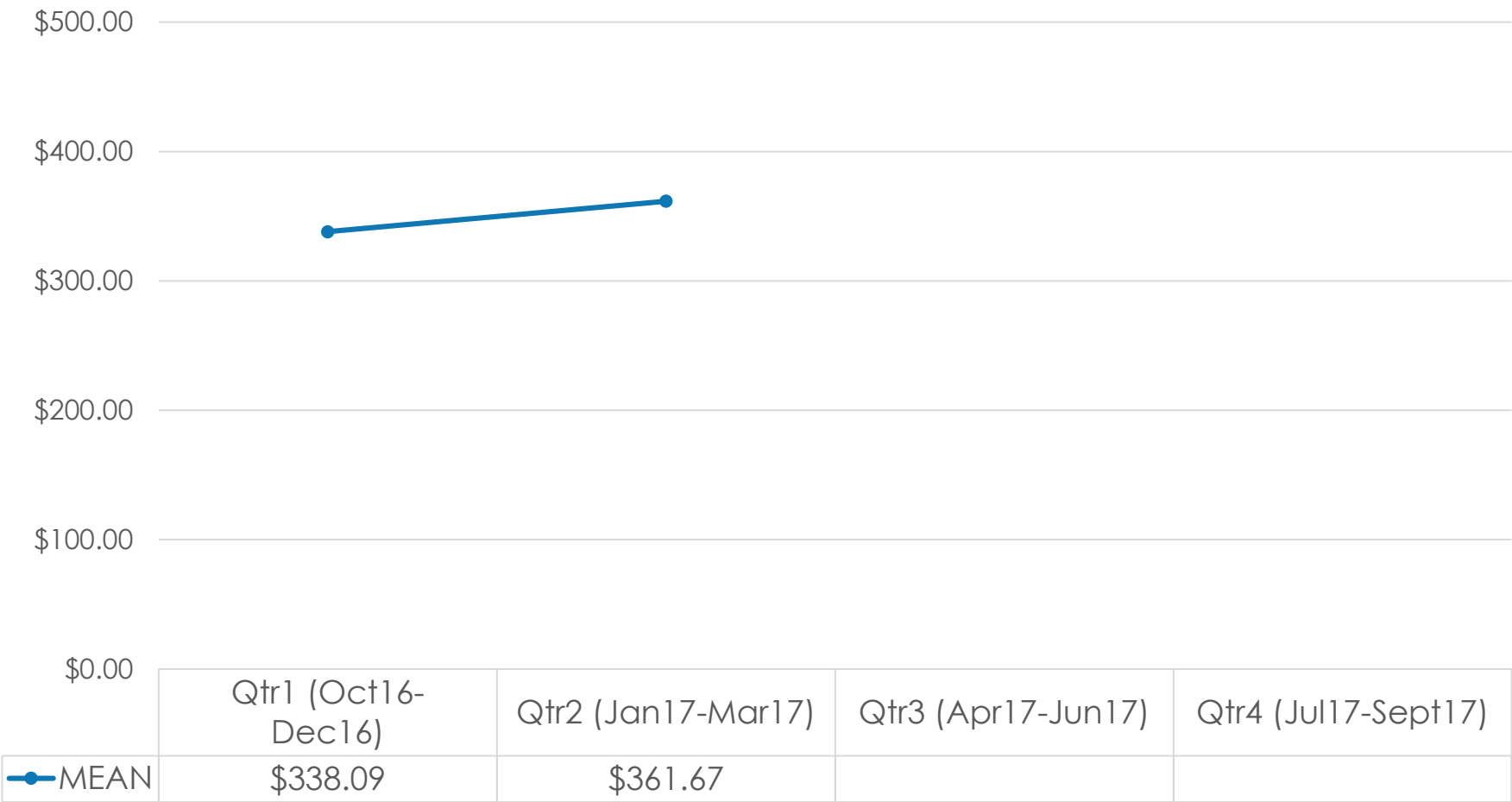
On-Island – FY2017 Tracking

Optional tour/ Activities



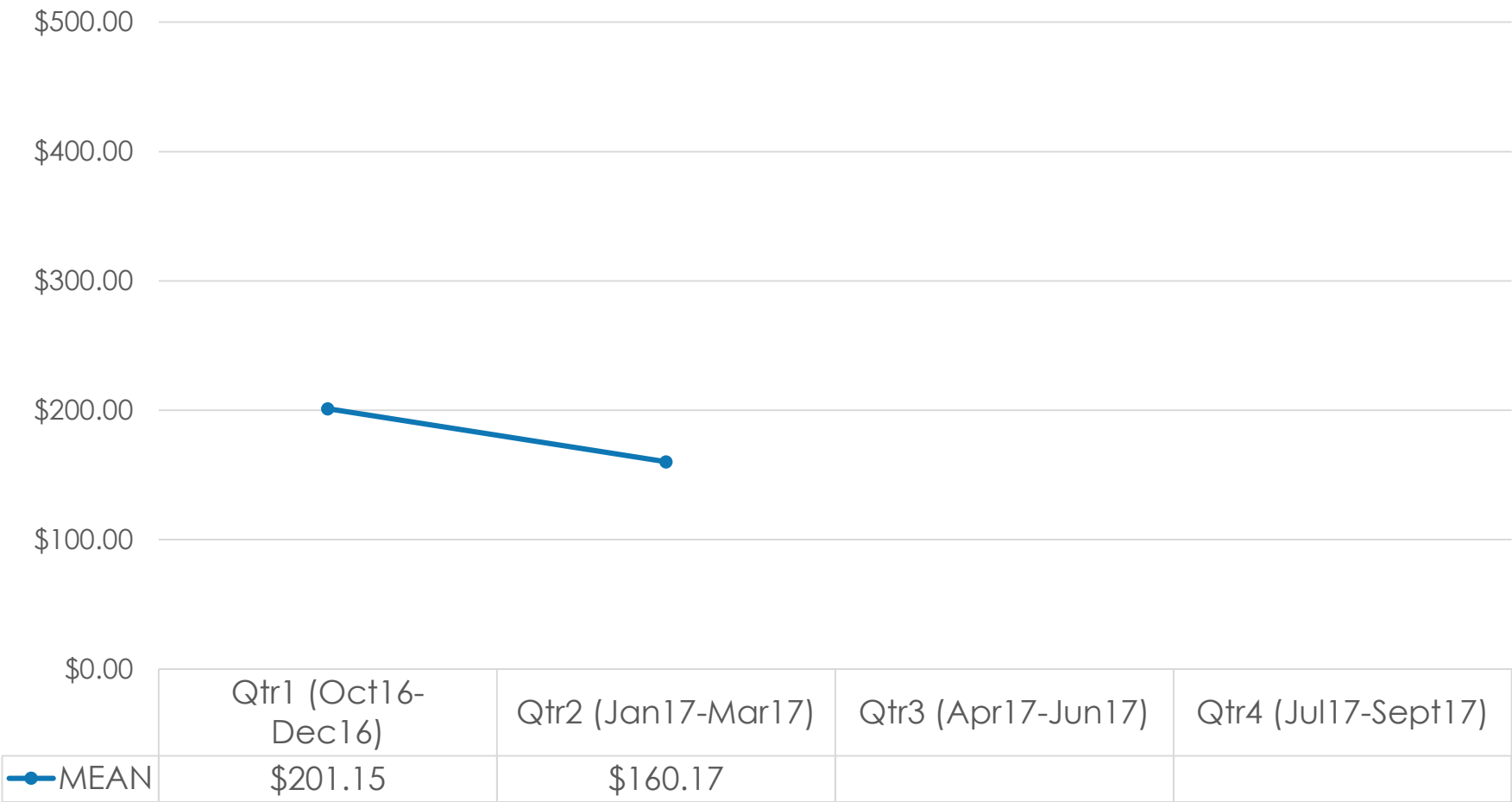
On-Island – FY2017 Tracking

Gift/ Souvenir – Self/ Companion



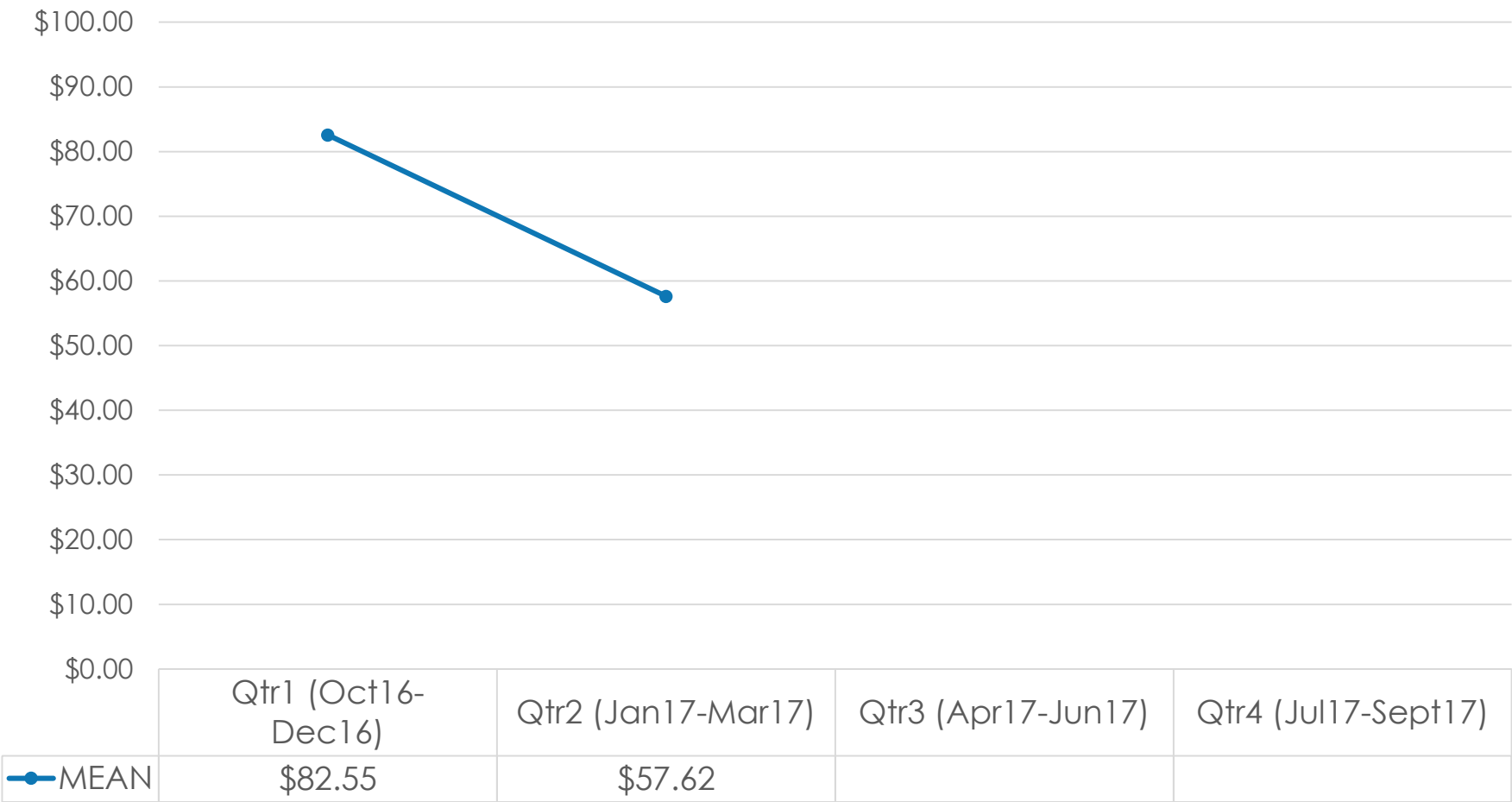
On-Island – FY2017 Tracking

Gift/ Souvenir – Friends/ Family



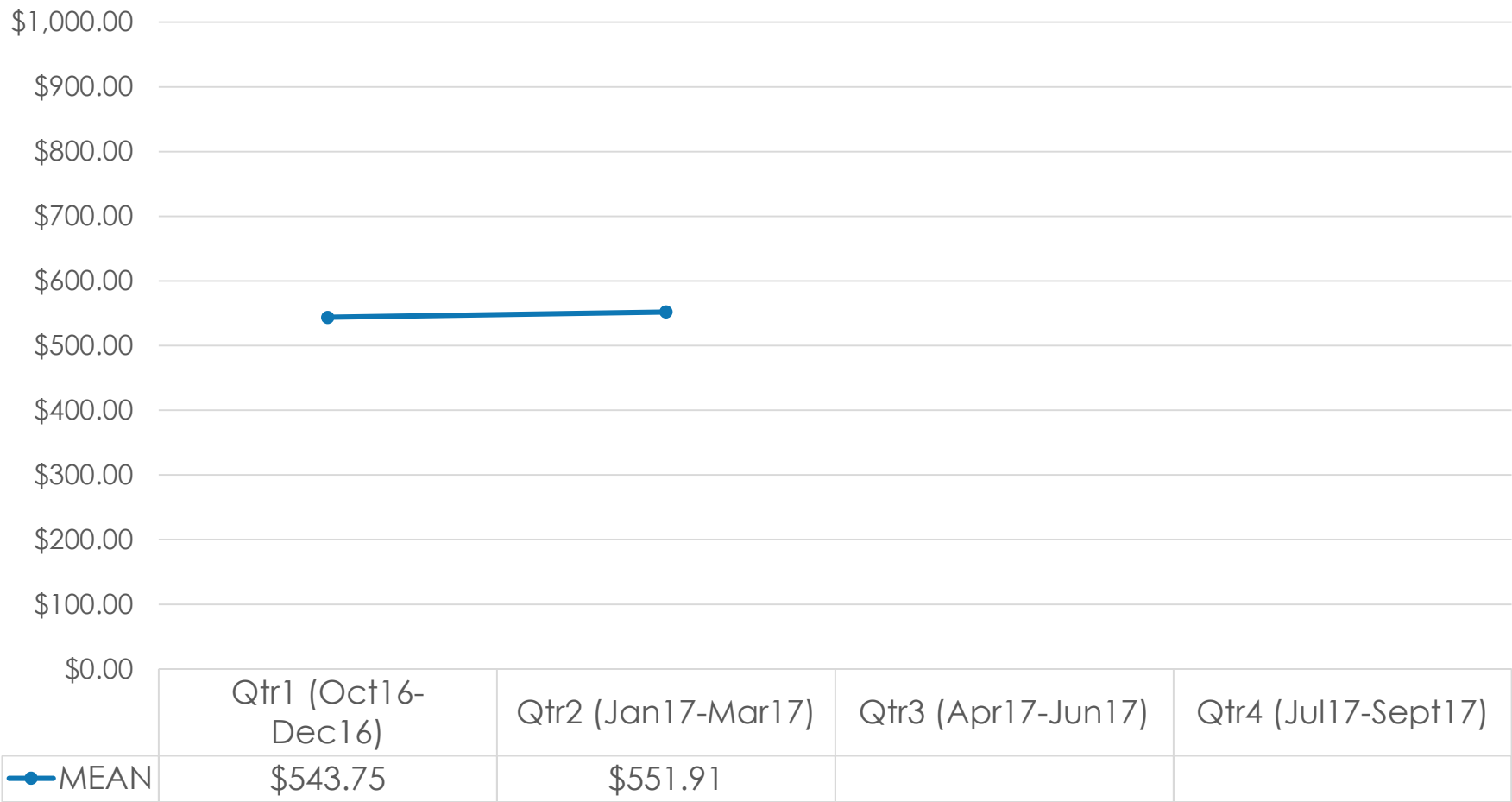
On-Island – FY2017 Tracking

Local Transportation



On-Island – FY2017 Tracking

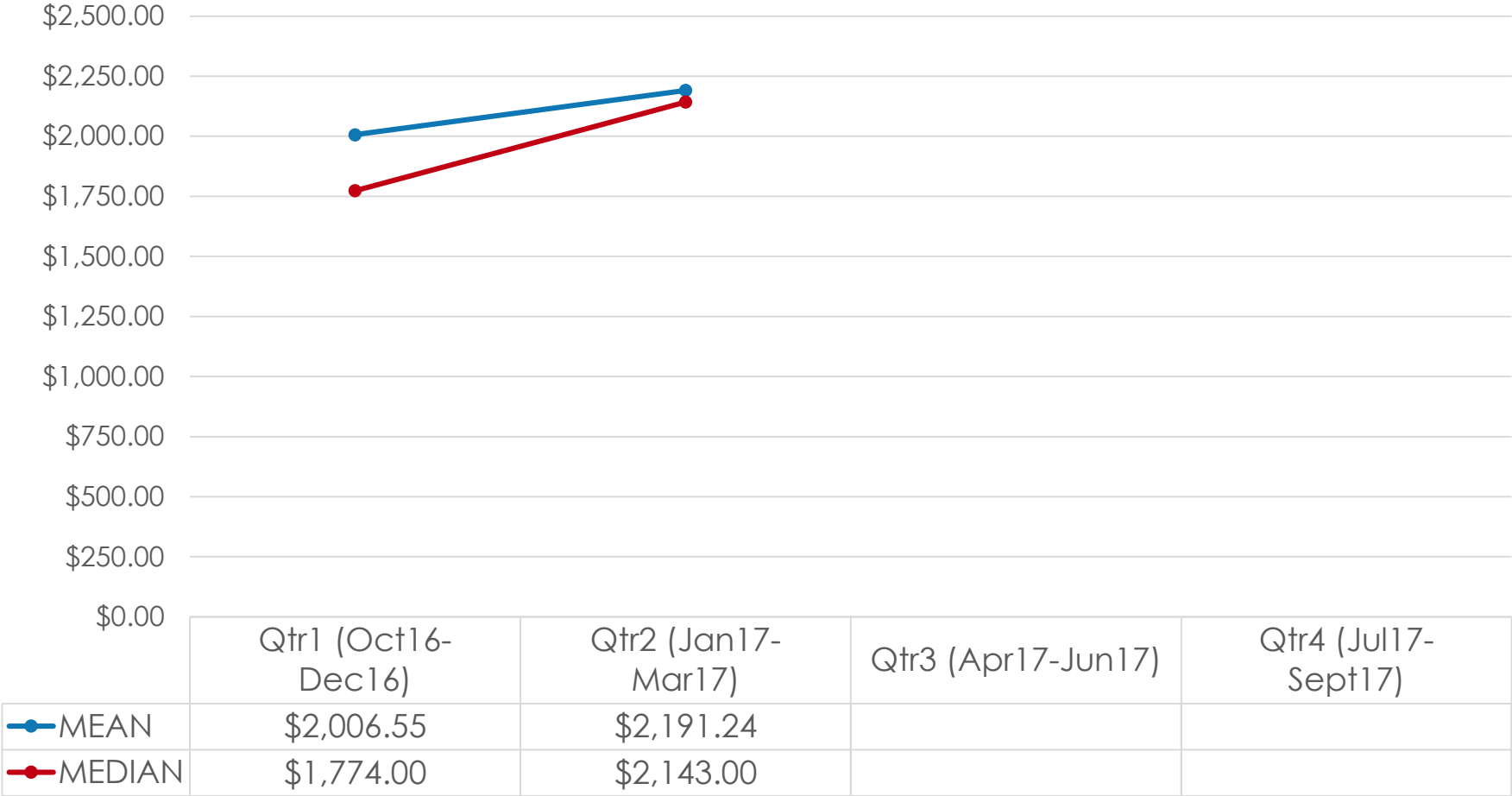
Other Not Included



TOTAL (On-Isle + Prepaid) Expenditures Per Person

- \$2,191.24 = overall mean average prepaid expense by respondent/ Per Person

TOTAL Per Person Expenditures – FY2017 Tracking



TOTAL Per Person Expenditures – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

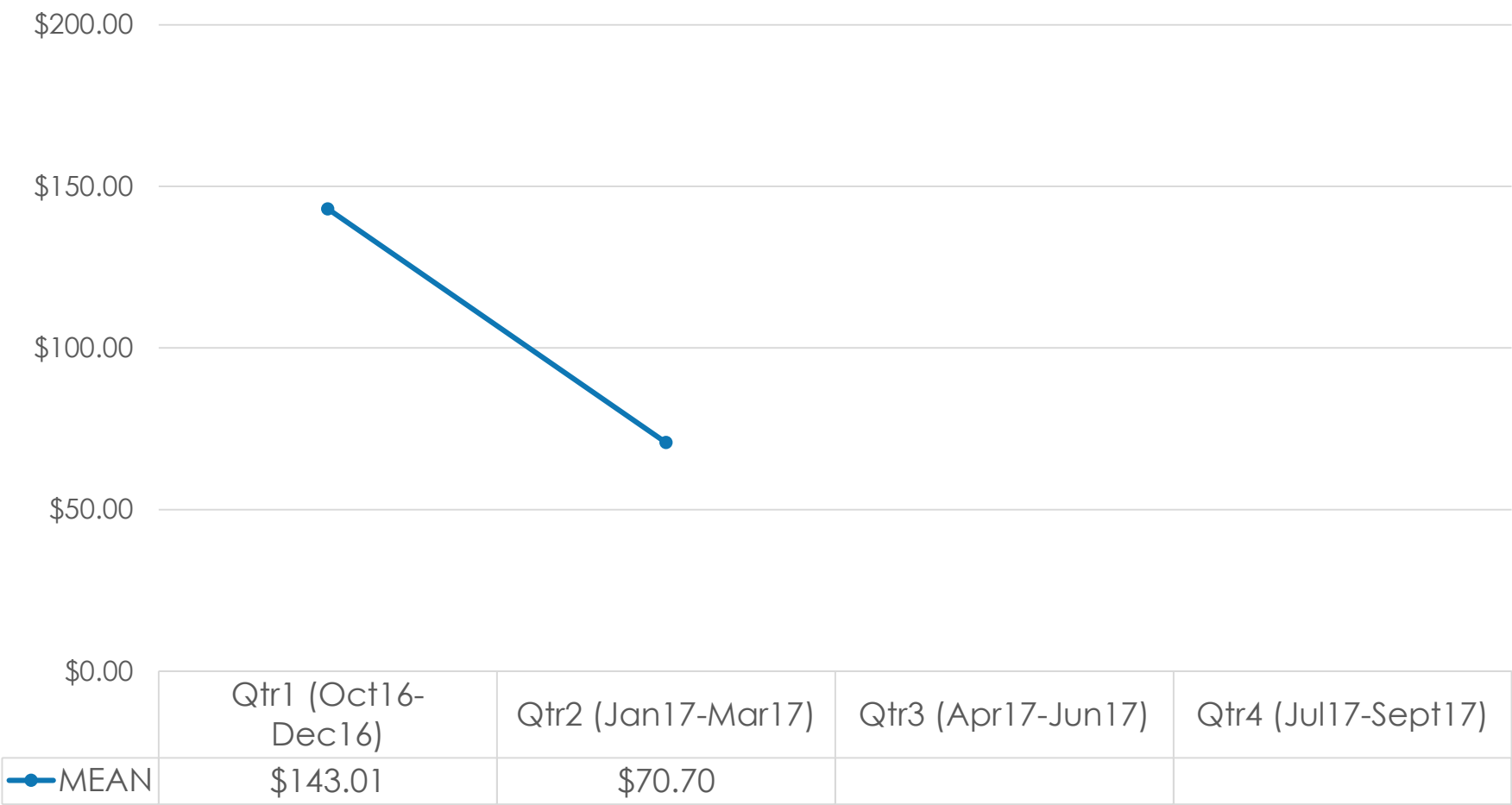
TOTAL EXPENDITURES (On-Isle / Prepaid)

PER PERSON

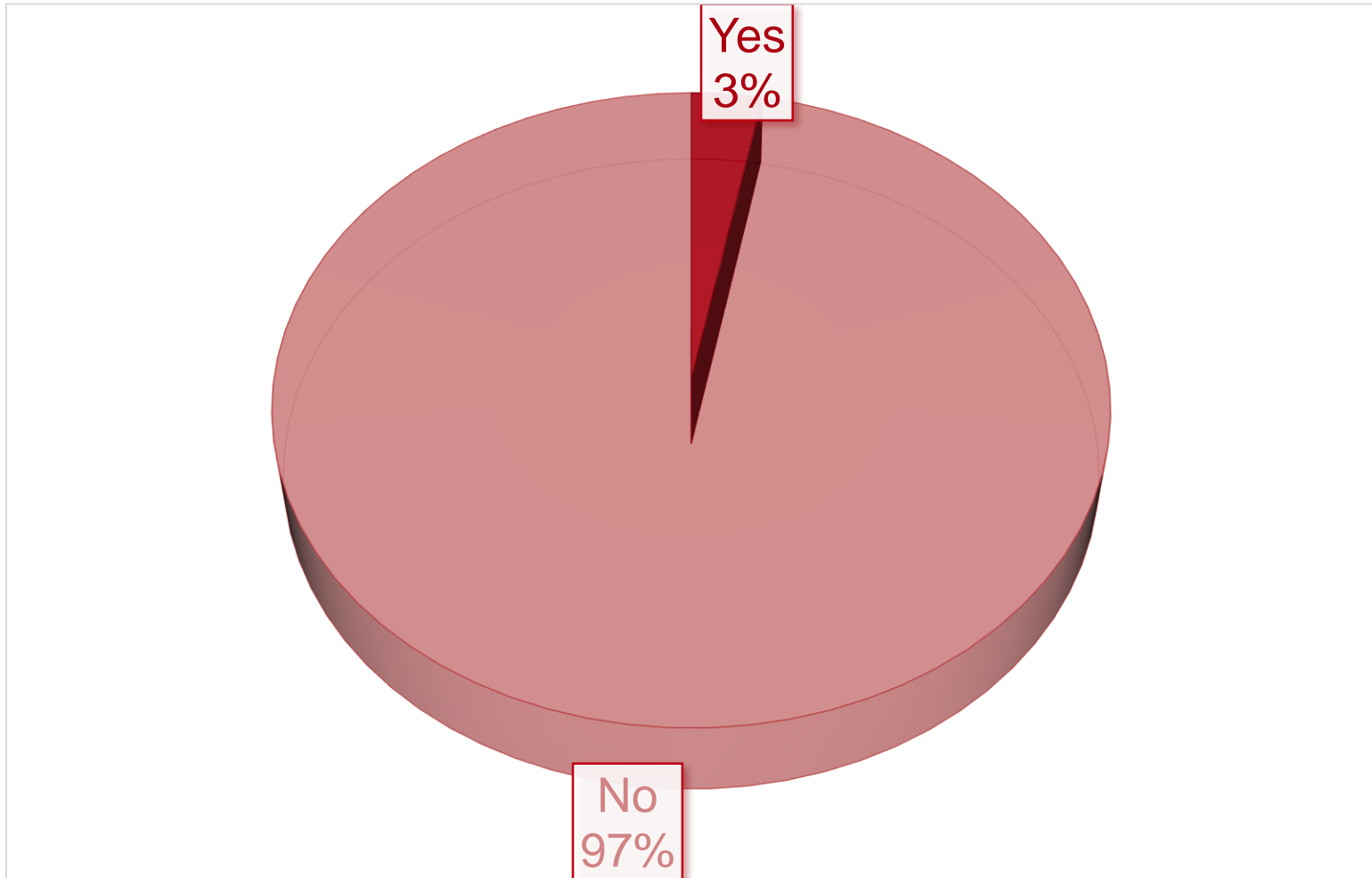
		TOTAL	FIT	FREE-TIME PKG	HONEYMOON	WEDDING	FAMILY	MICE	SPORT/ ADVENTURE	EDUCATION
		-	-	-	-	-	-	-	-	-
TOTAL PP	Mean	\$2,191.24	\$2,193.31	\$2,241.52	\$2,606.69	\$2,736.82	\$2,181.16	\$1,332.07	\$2,428.17	\$2,258.24
	Median	\$2,143	\$2,203	\$2,163	\$2,643	\$2,803	\$2,124	\$1,332	\$2,453	\$2,282

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GUAM AIRPORT EXPENDITURE – FY2017 Tracking



PARTICIPATED IN SHOP GUAM e-FESTIVAL

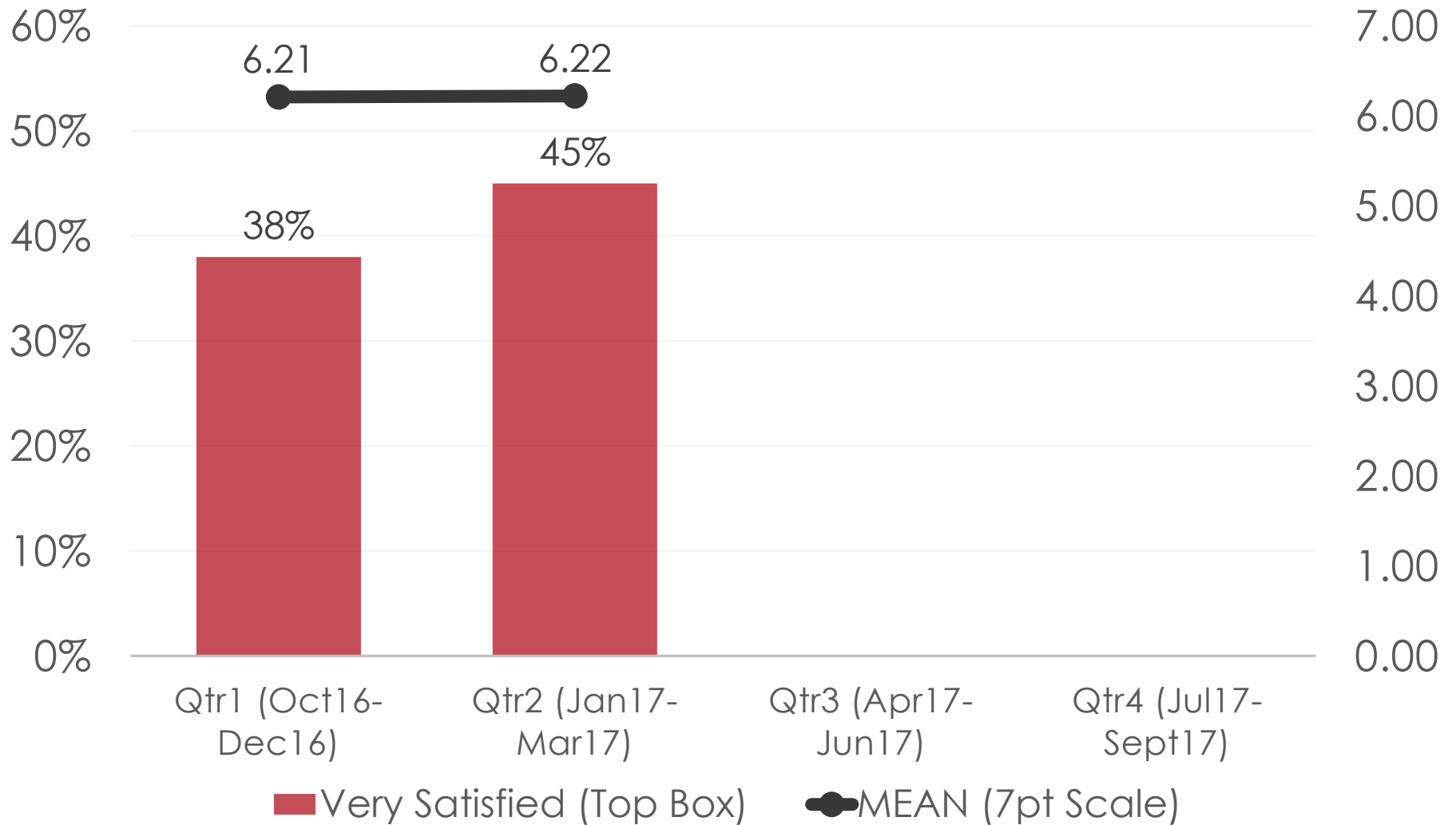


SECTION 4

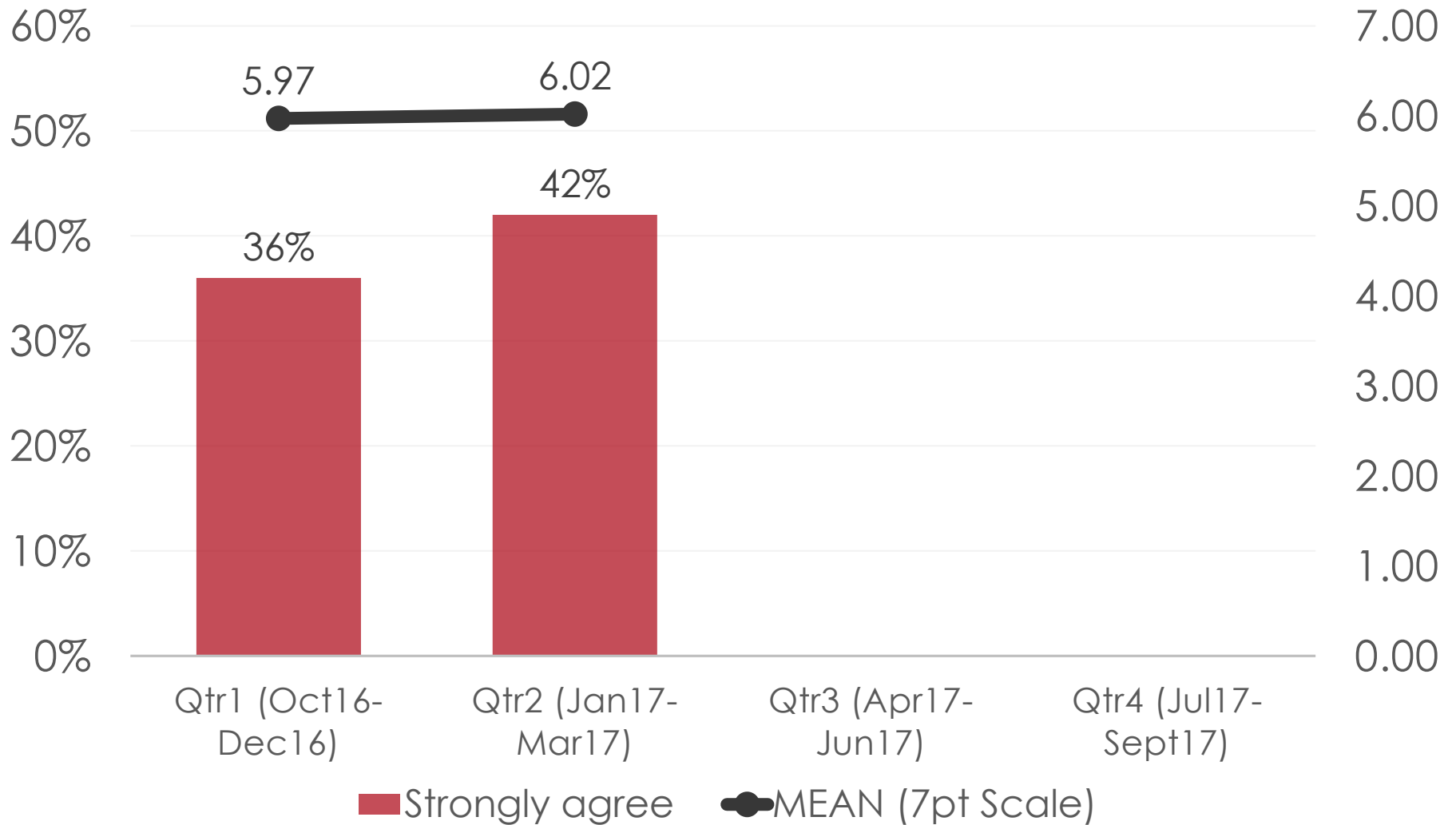
VISITOR SATISFACTION

BEHAVIOR

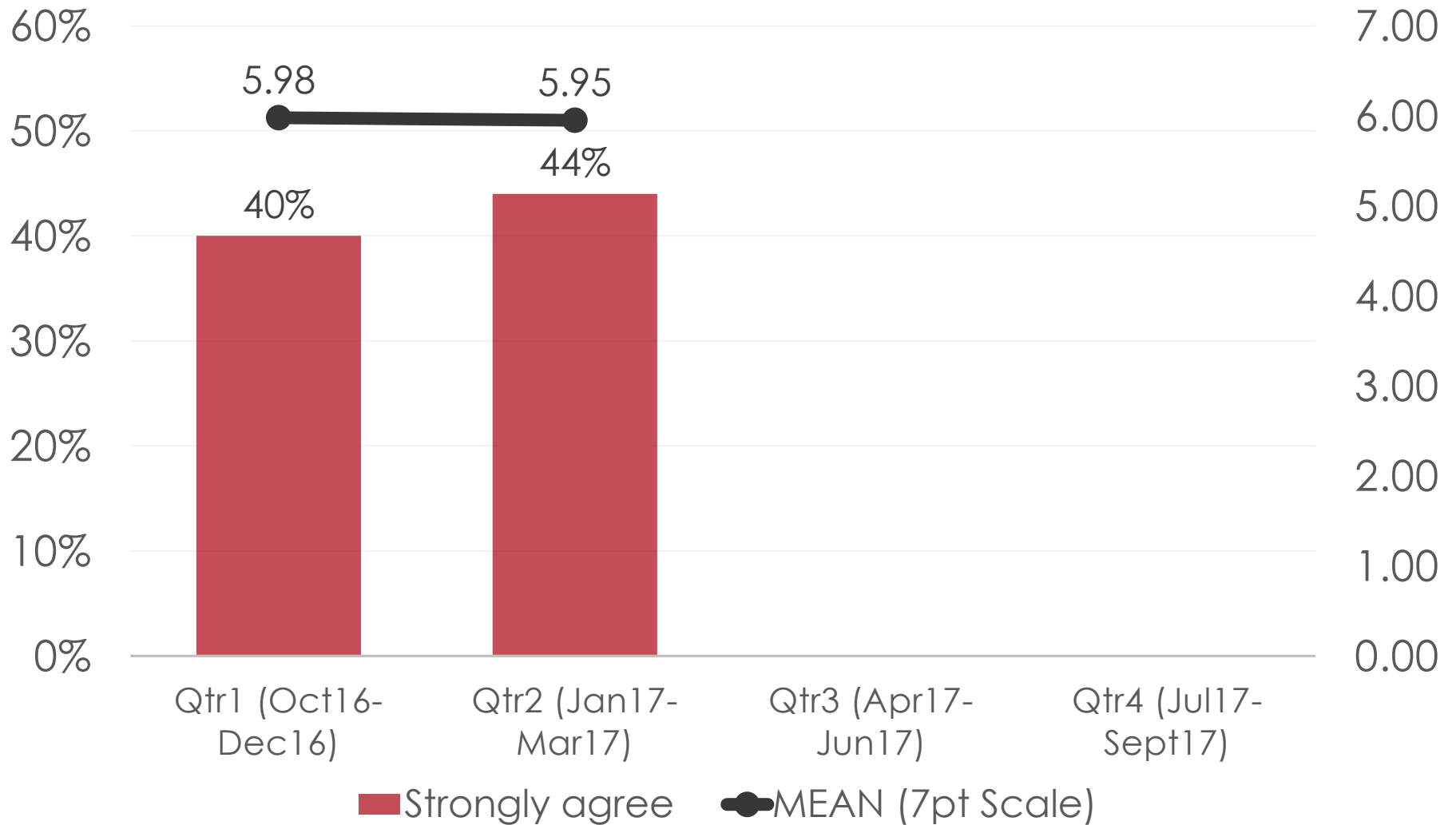
OVERALL SATISFACTION



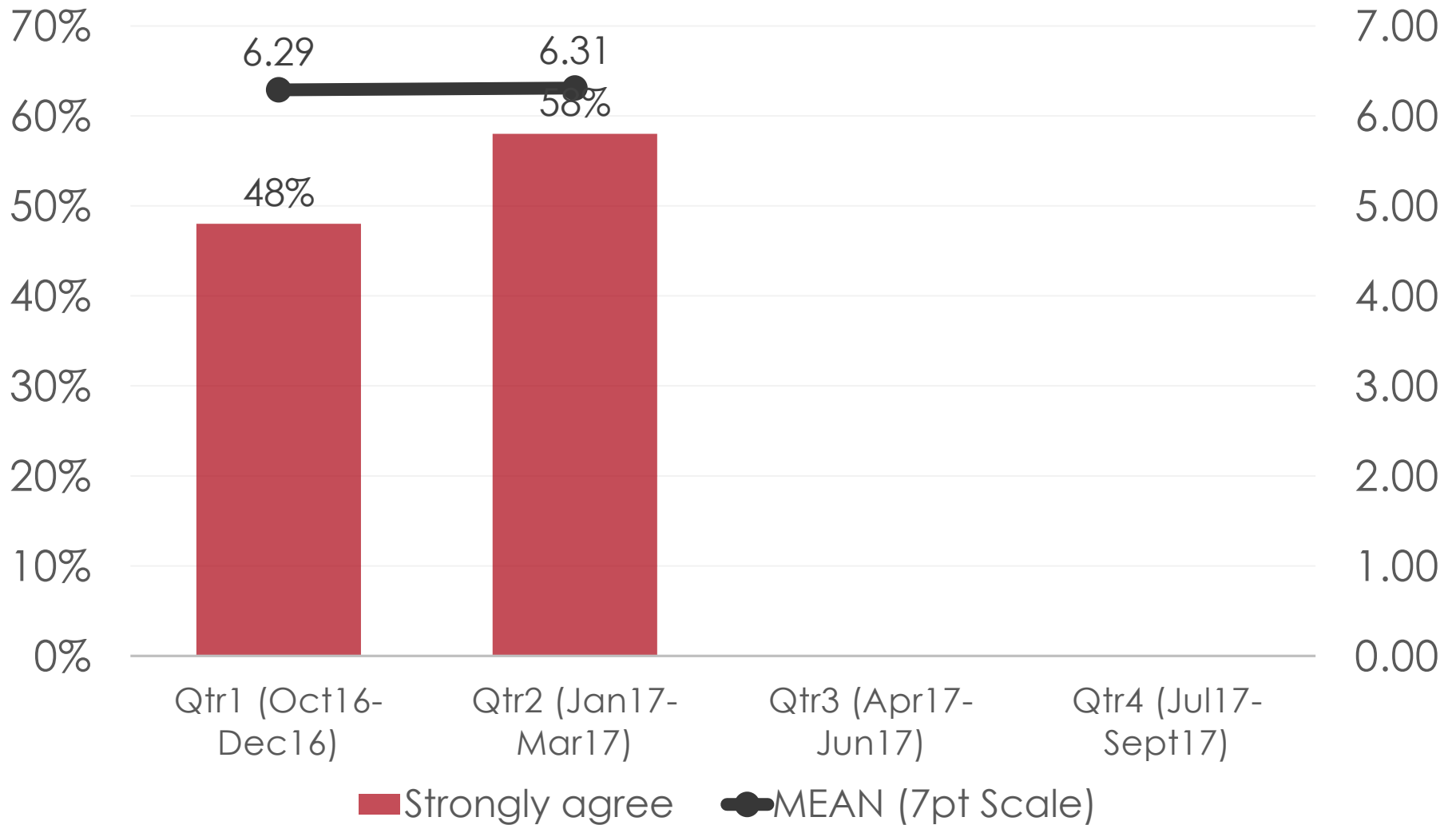
Guam was better than expected



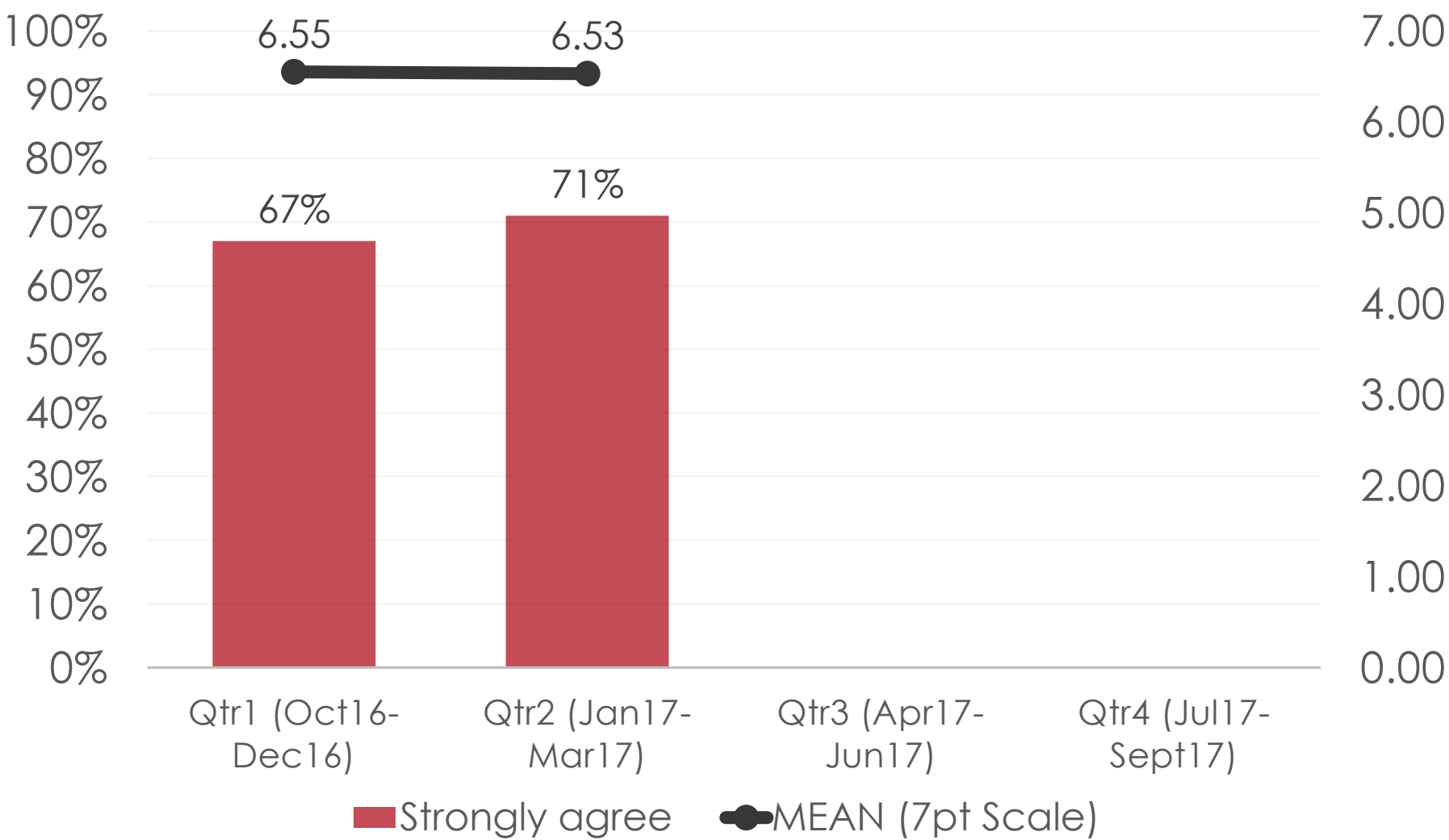
I had no communication problems



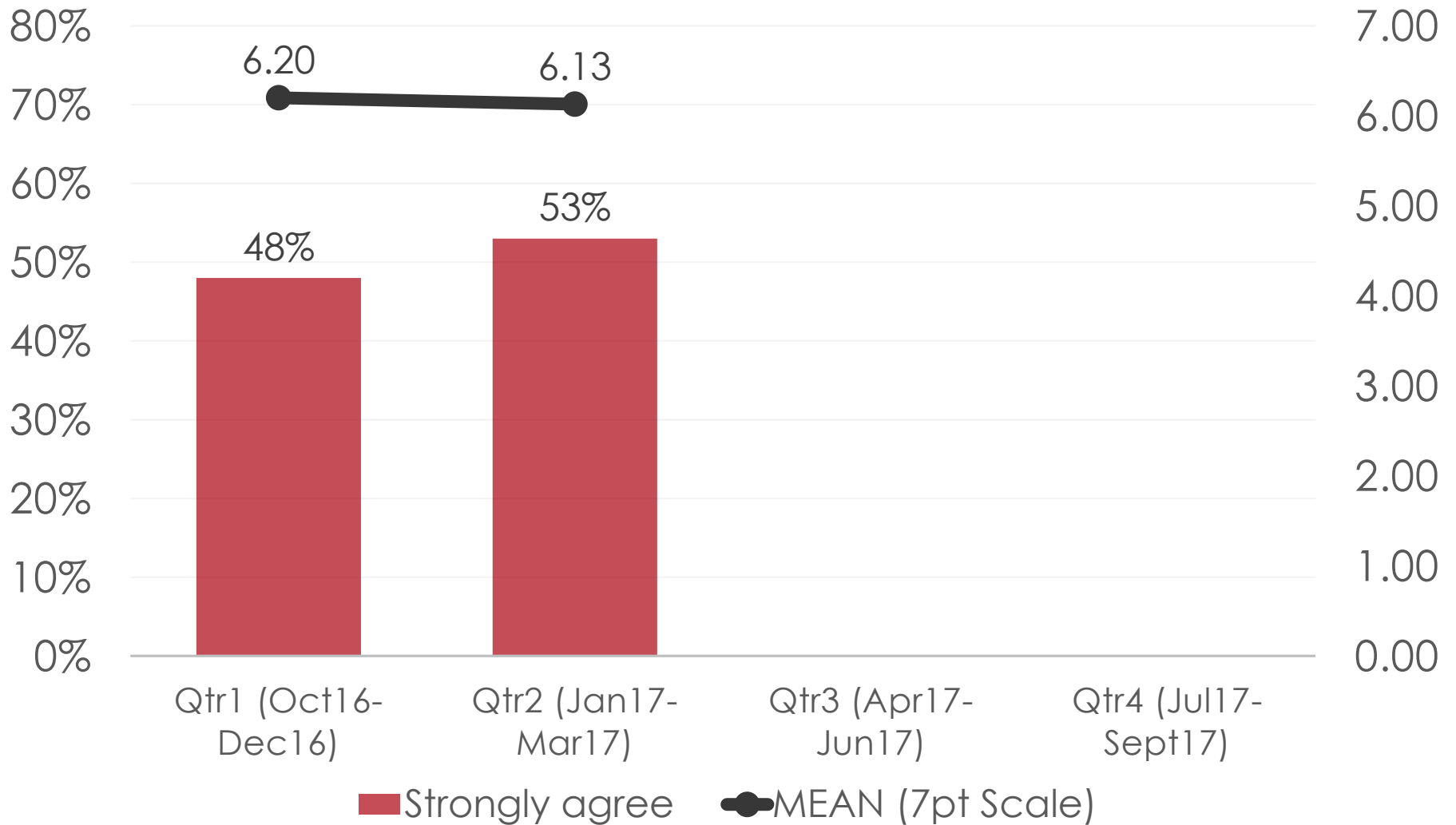
I will recommend Guam to friends



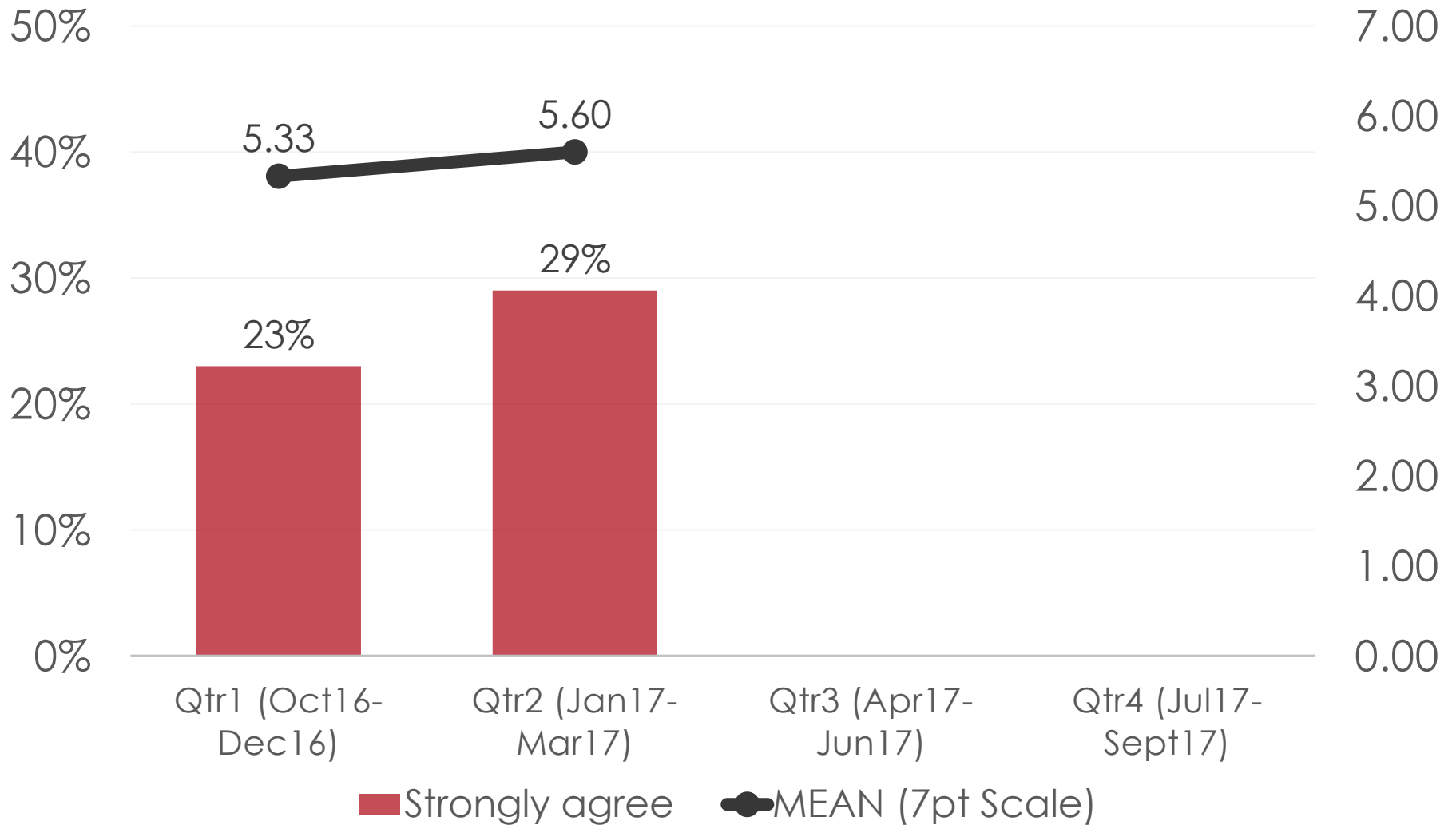
Sites on Guam were attractive



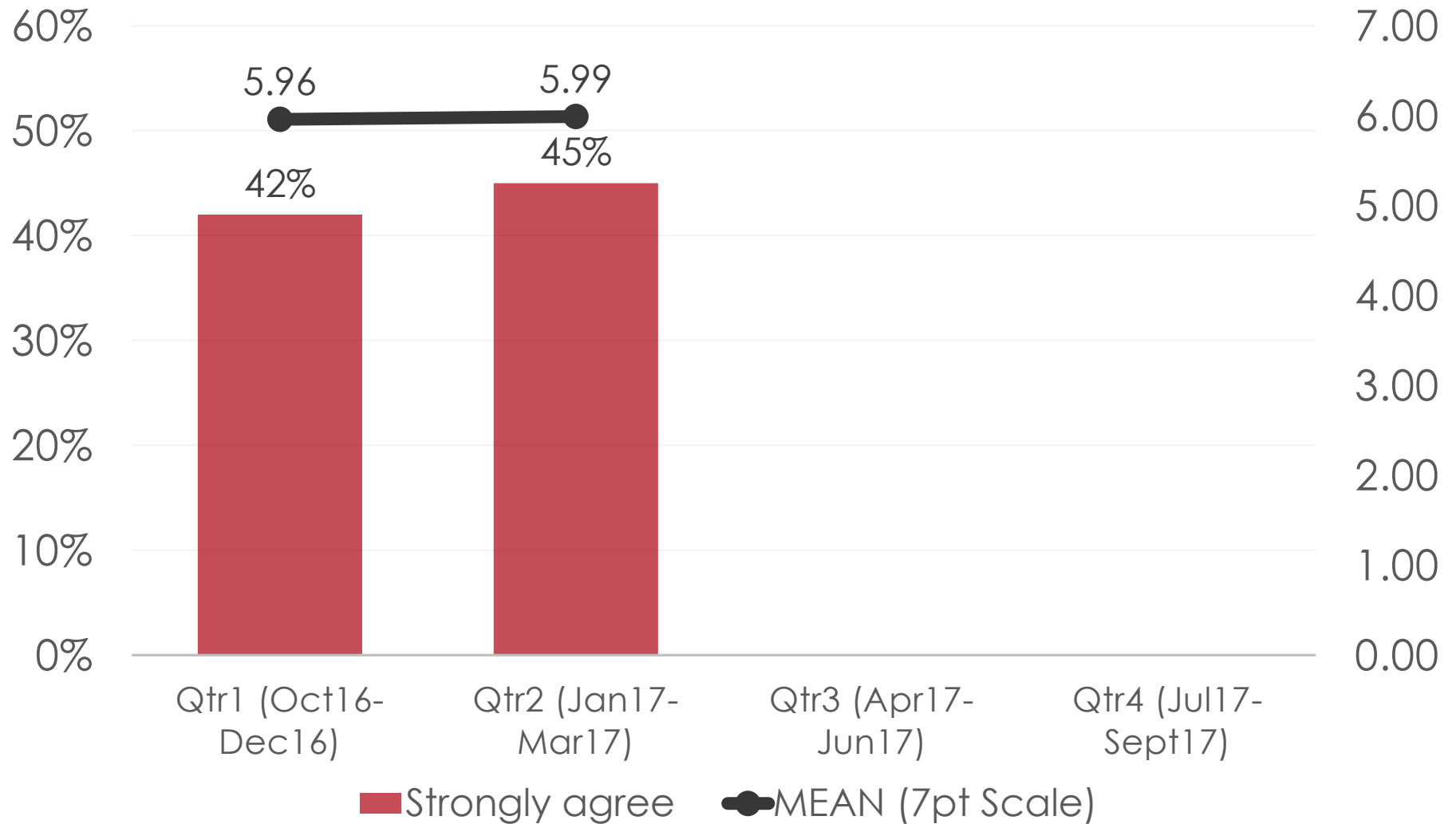
I plan to visit Guam again



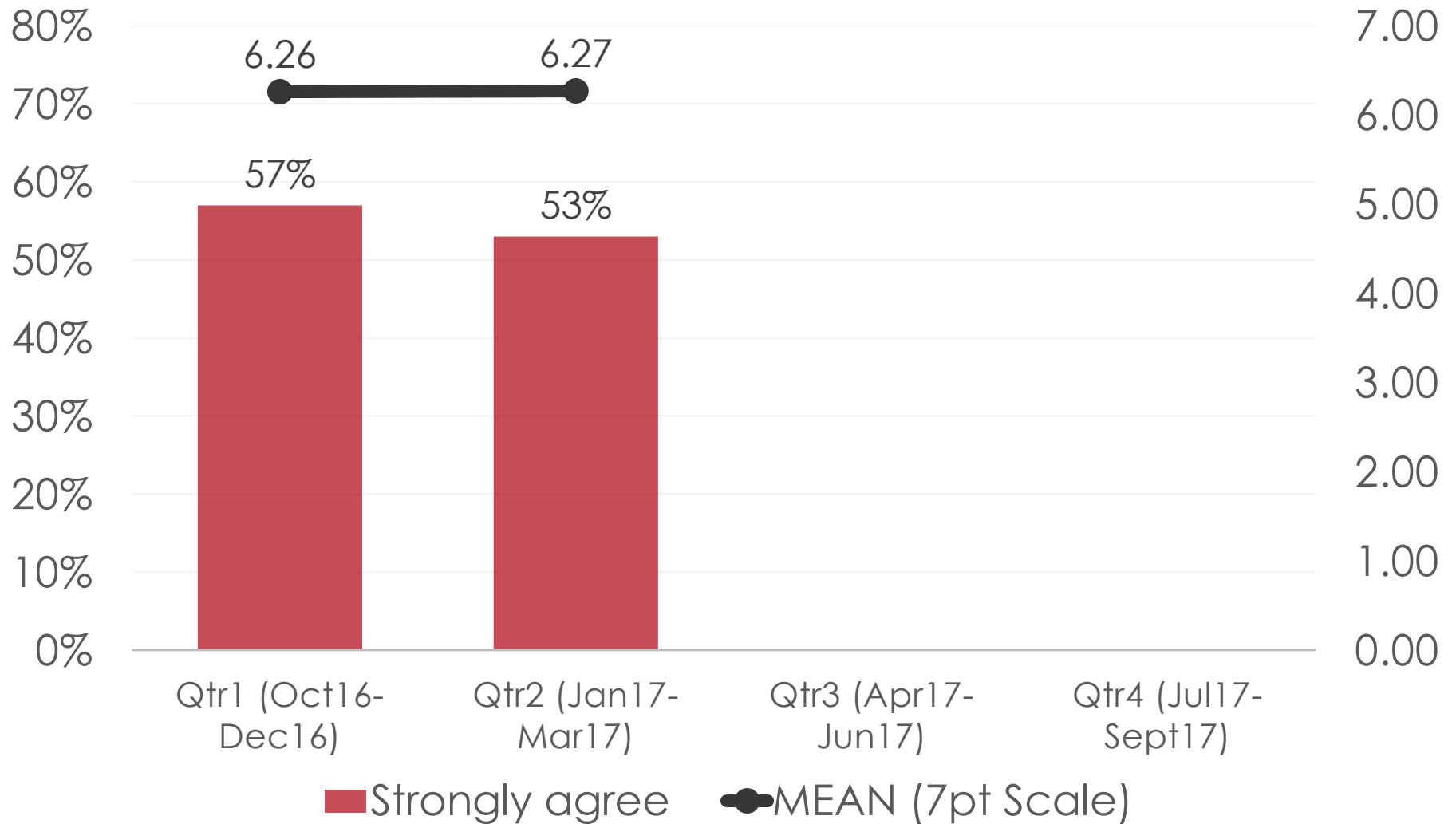
Not enough night time activities



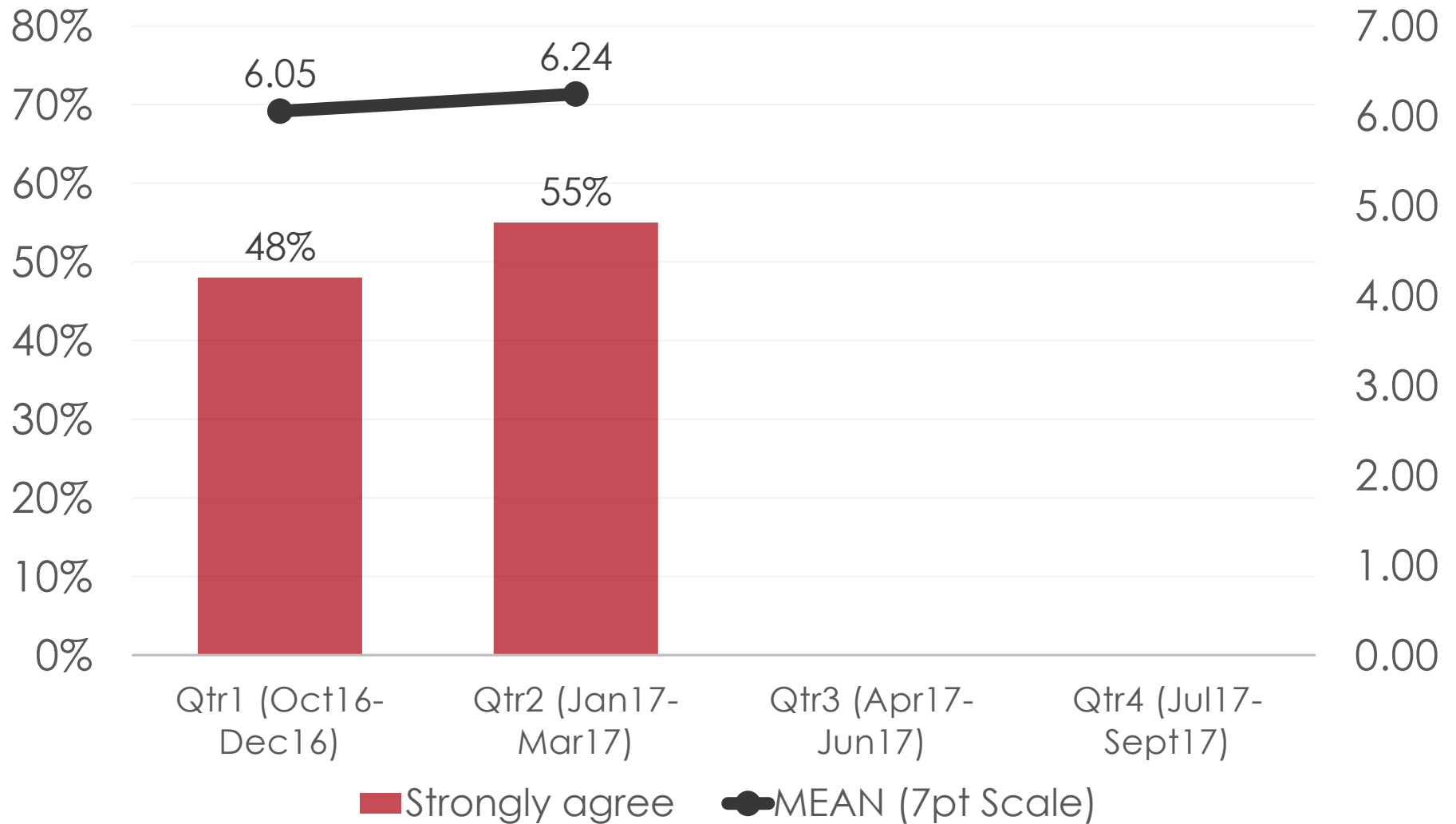
Tour guides were professional



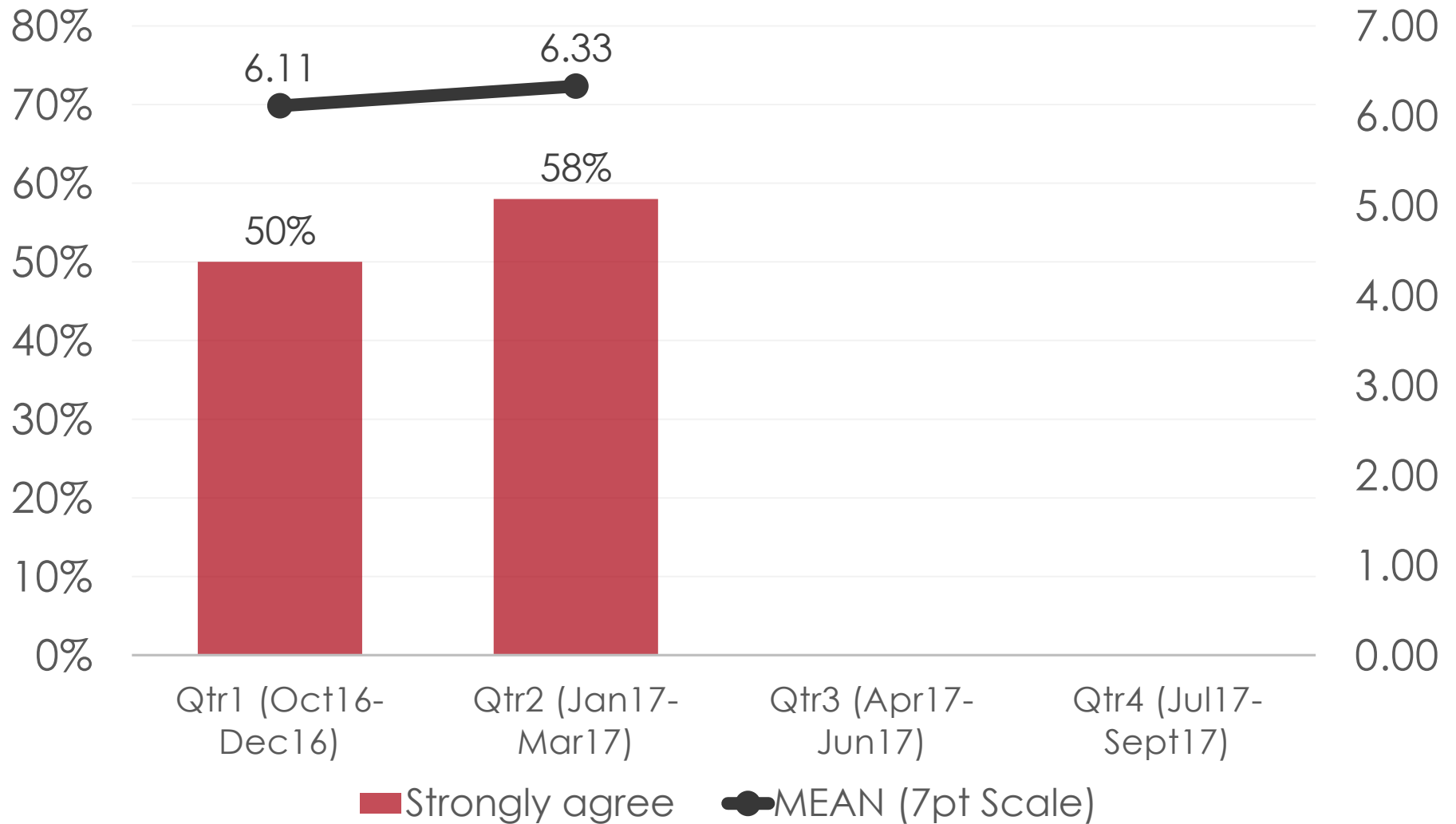
Tour drivers were professional



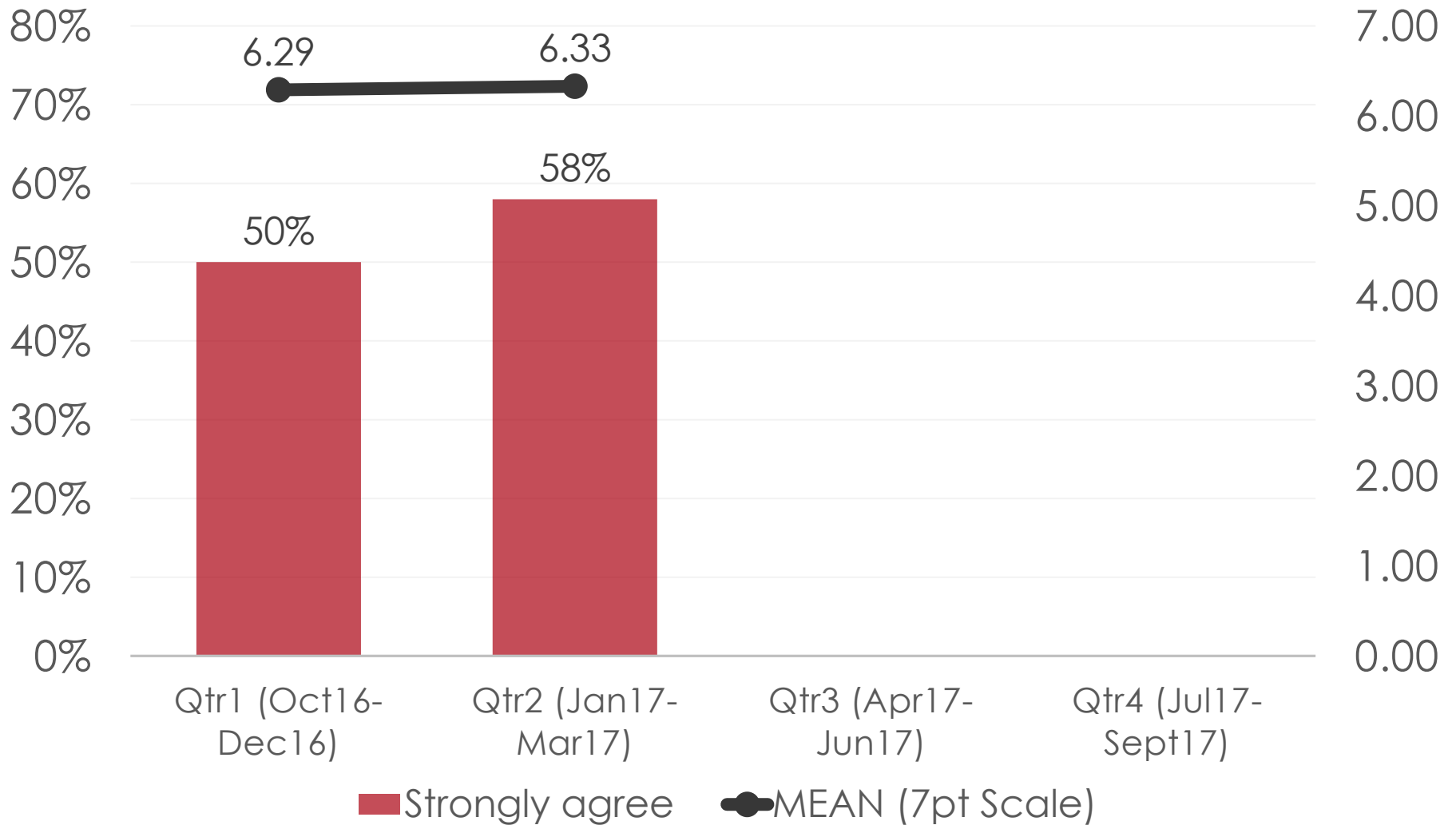
Taxi drivers were professional



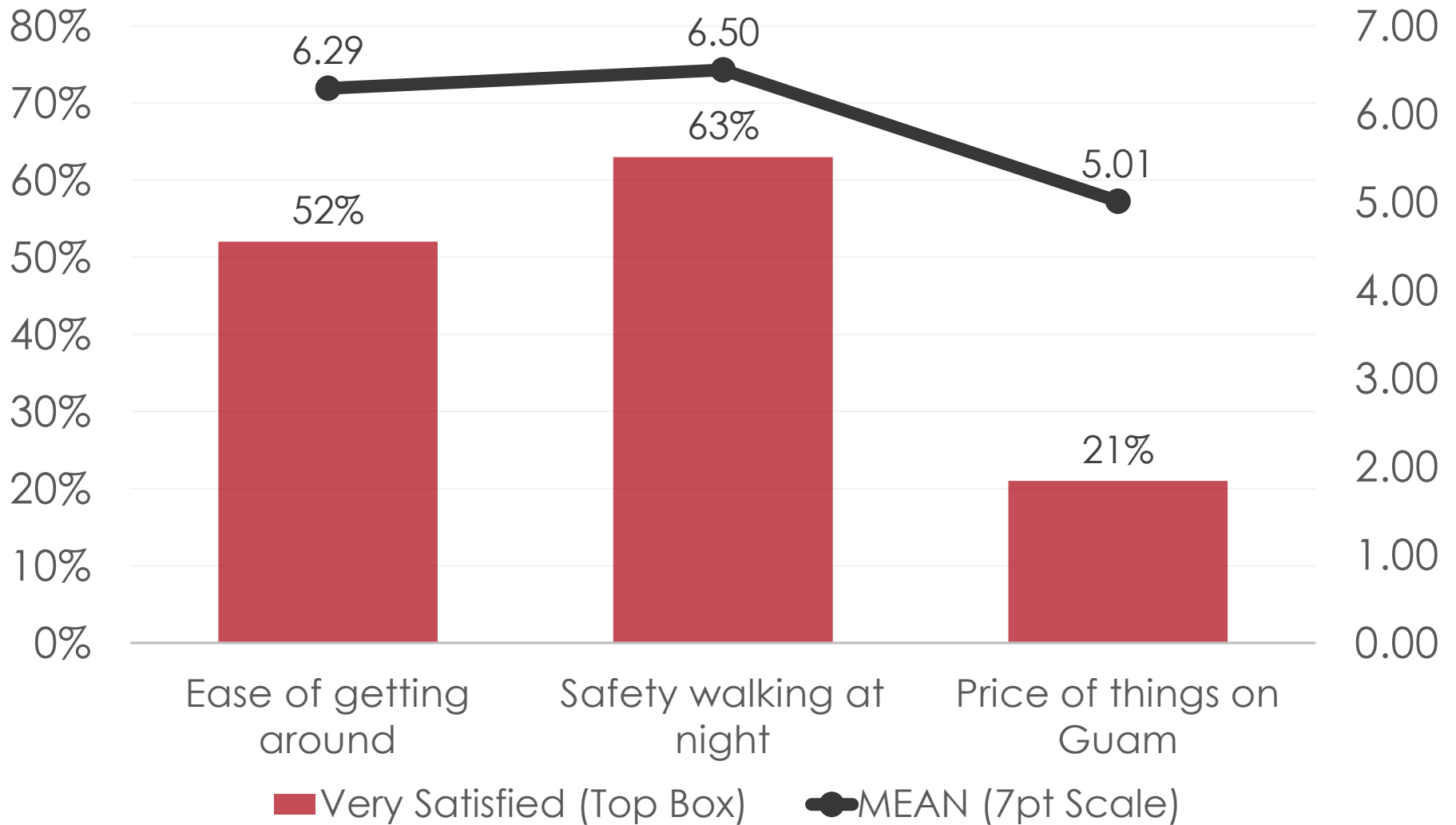
Taxis were clean



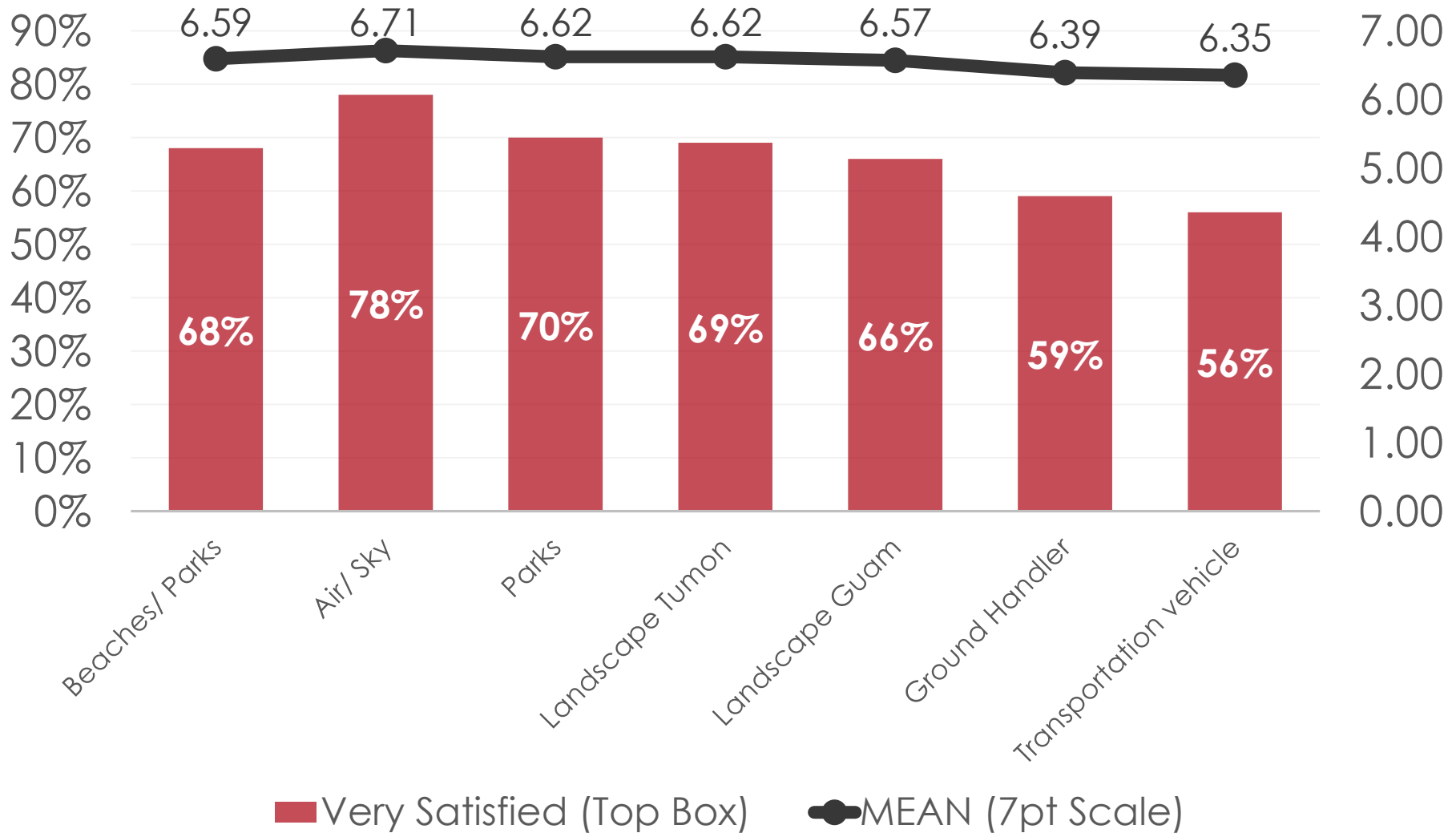
Guam airport was clean



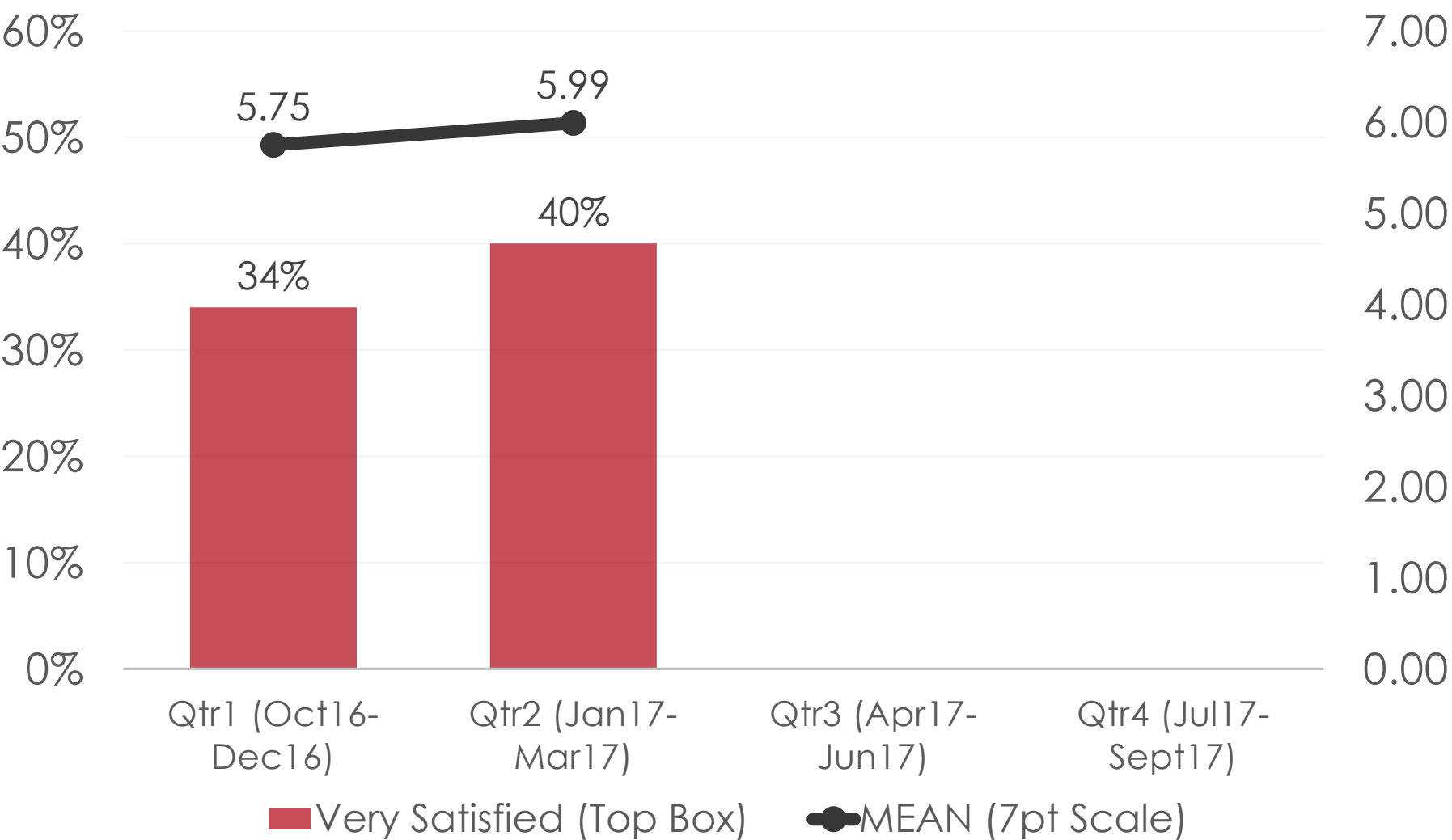
GENERAL SATISFACTION



GENERAL SATISFACTION – Quality/ Cleanliness

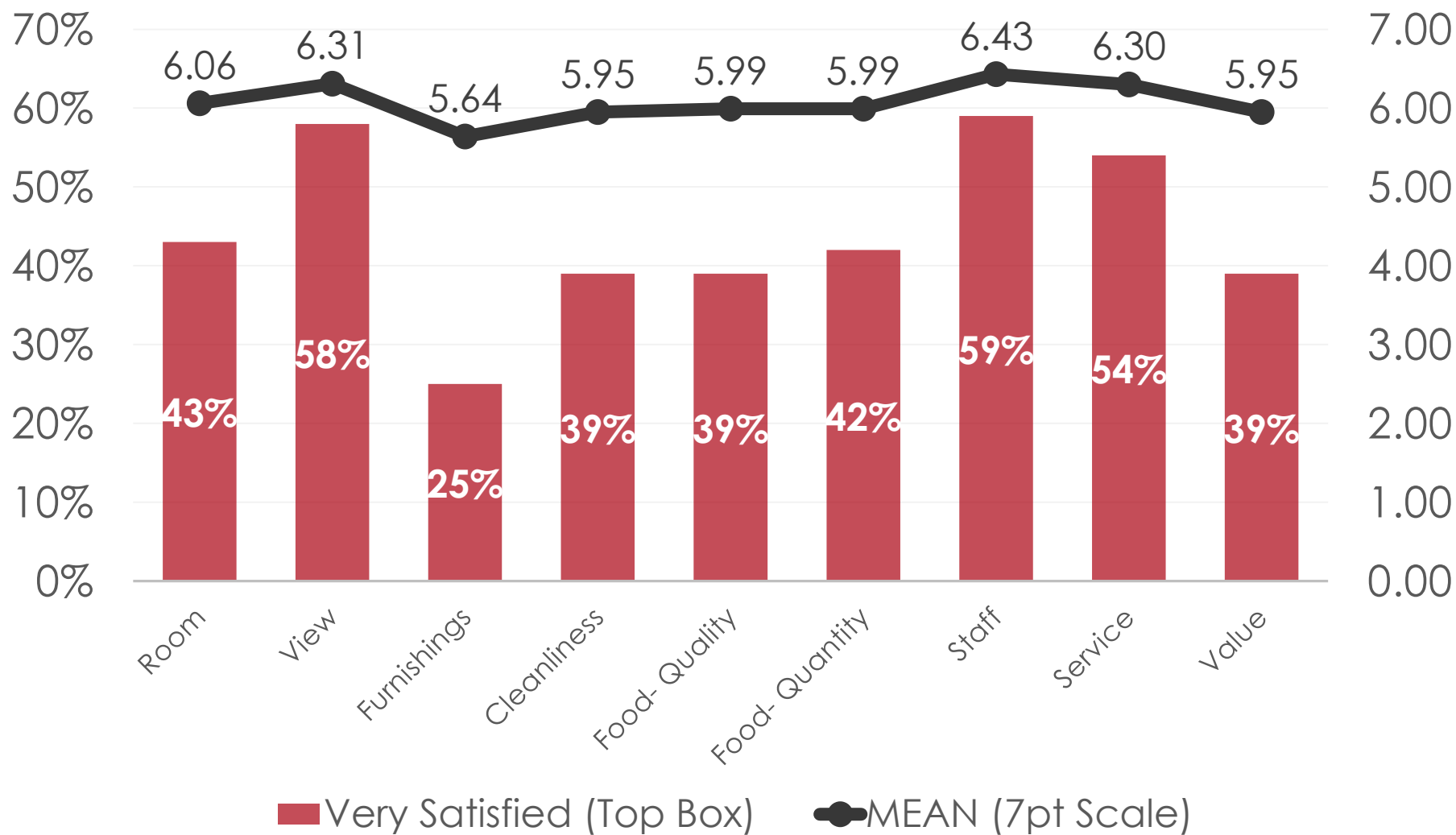


ACCOMMODATIONS – OVERALL SATISFACTION

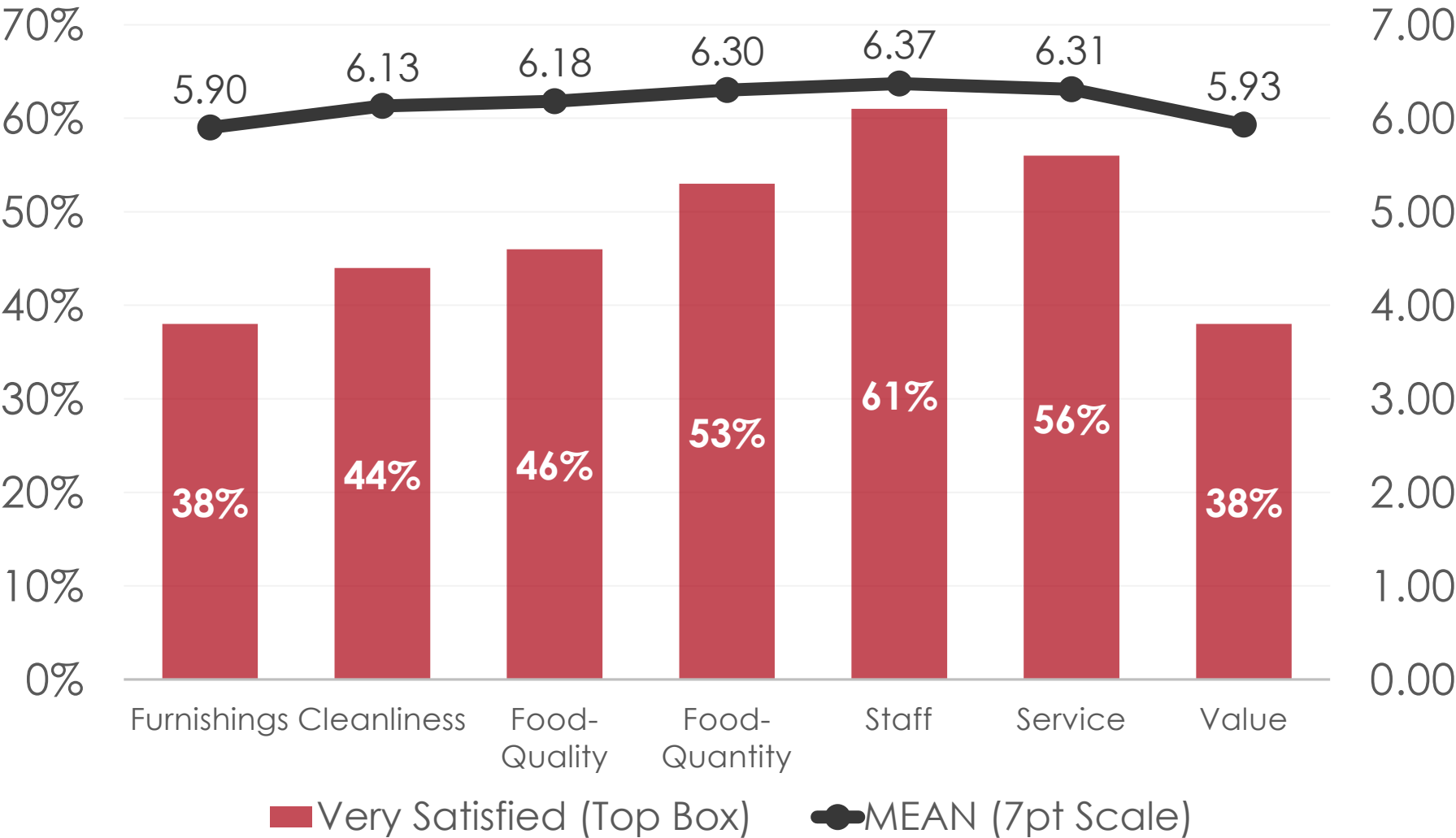


ACCOMMODATIONS –

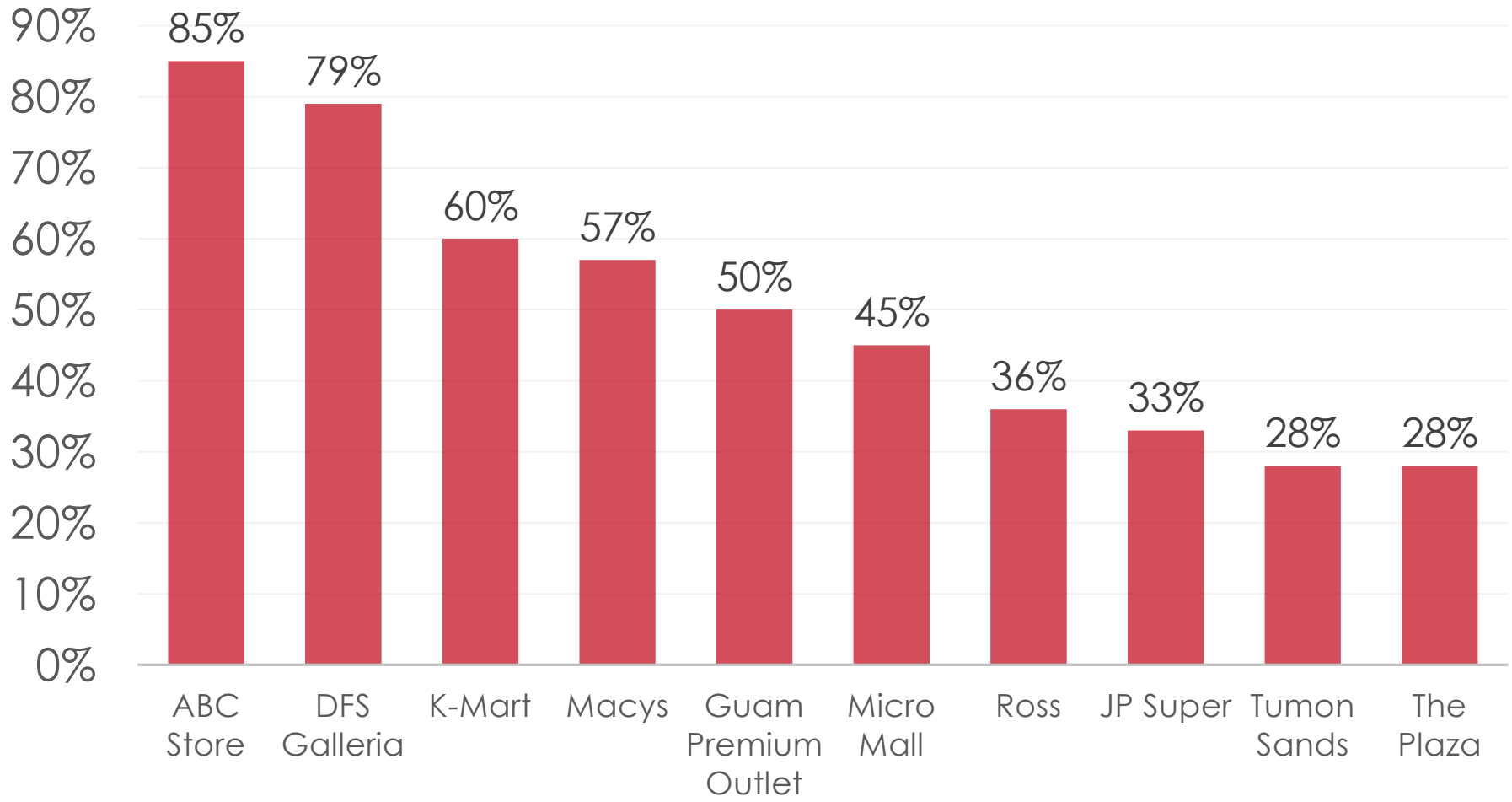
Satisfaction by Category



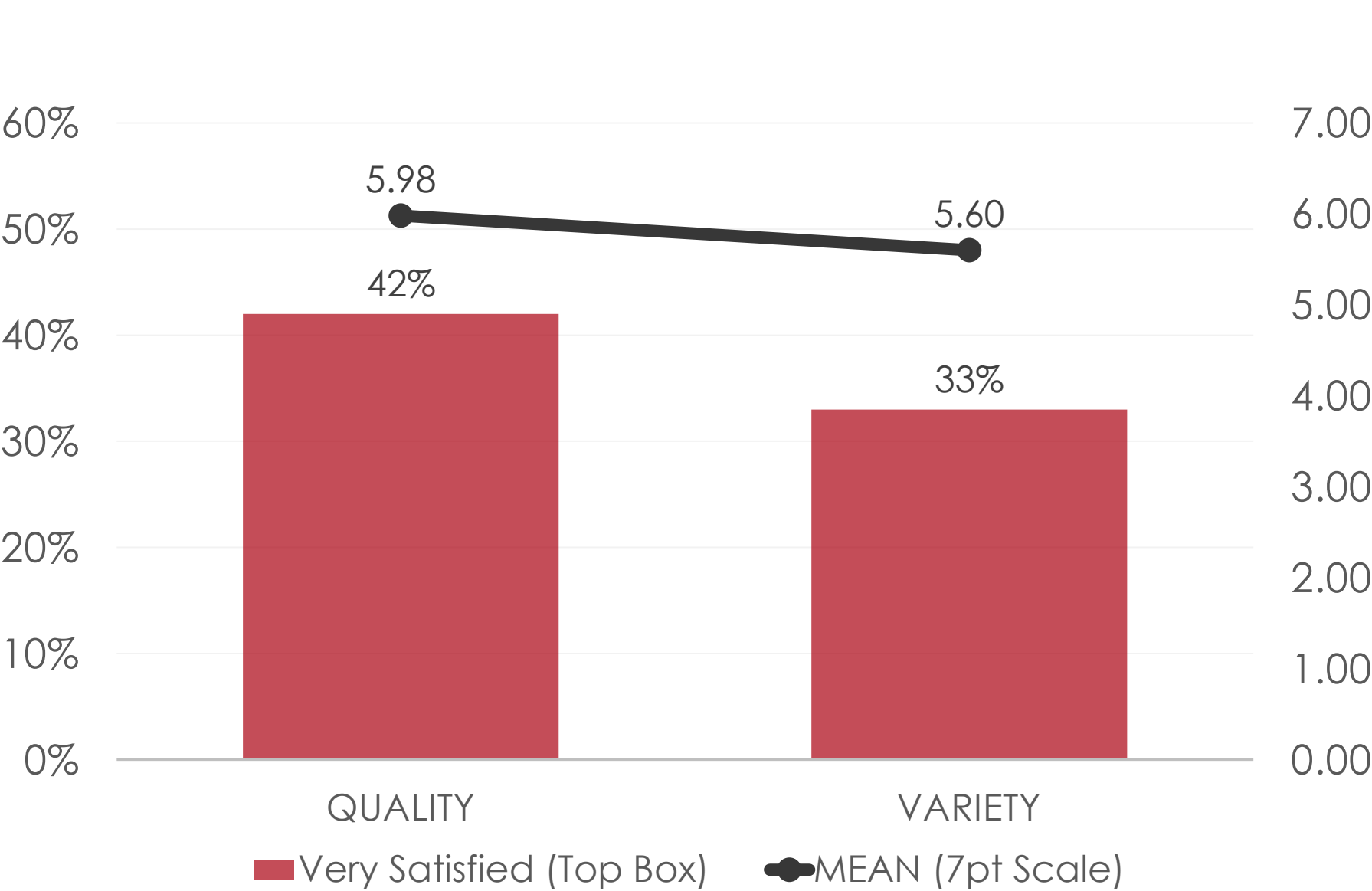
DINING EXPERIENCE (Outside Hotel) – Satisfaction by Category



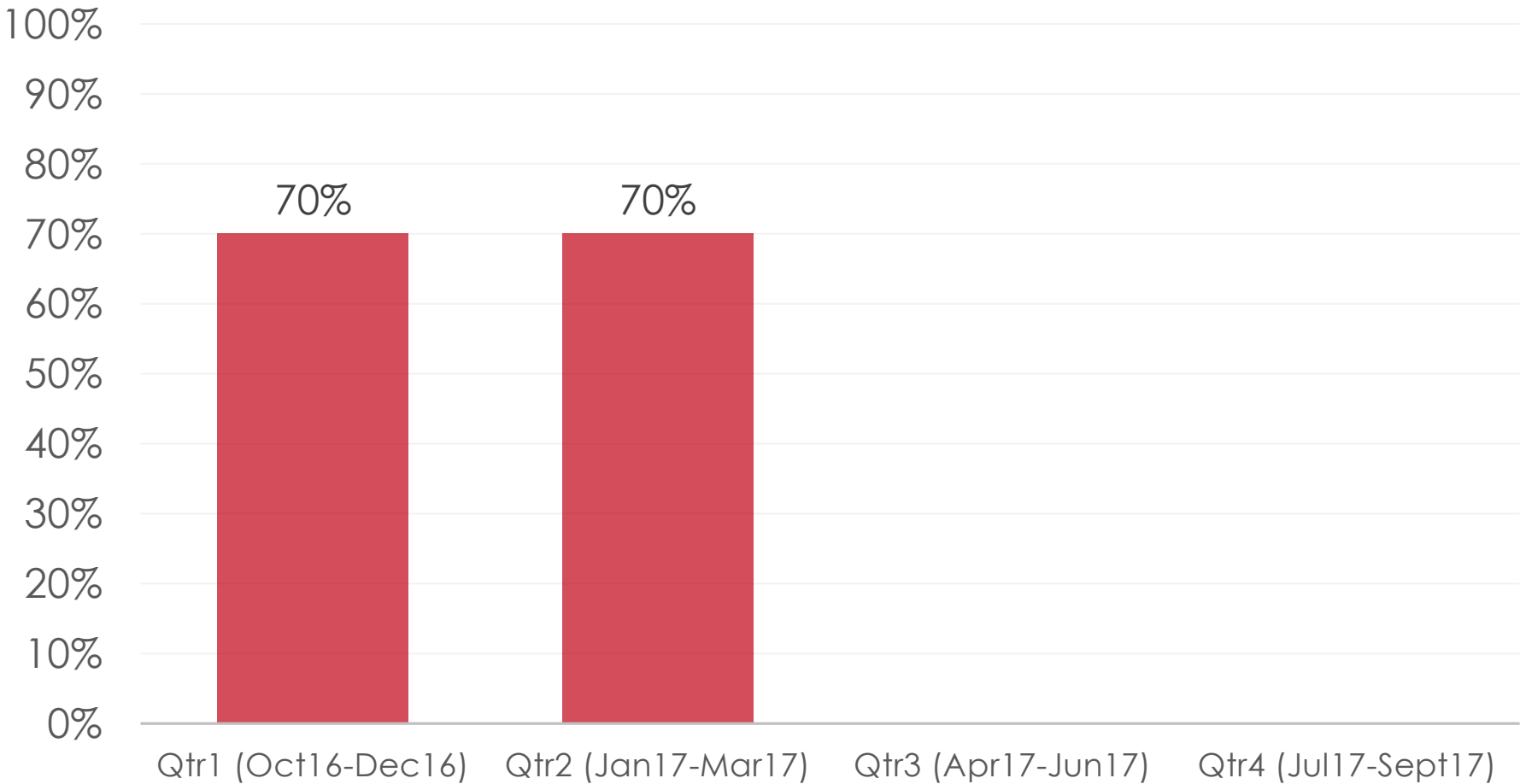
Shopping Malls/ Stores (Top Responses)



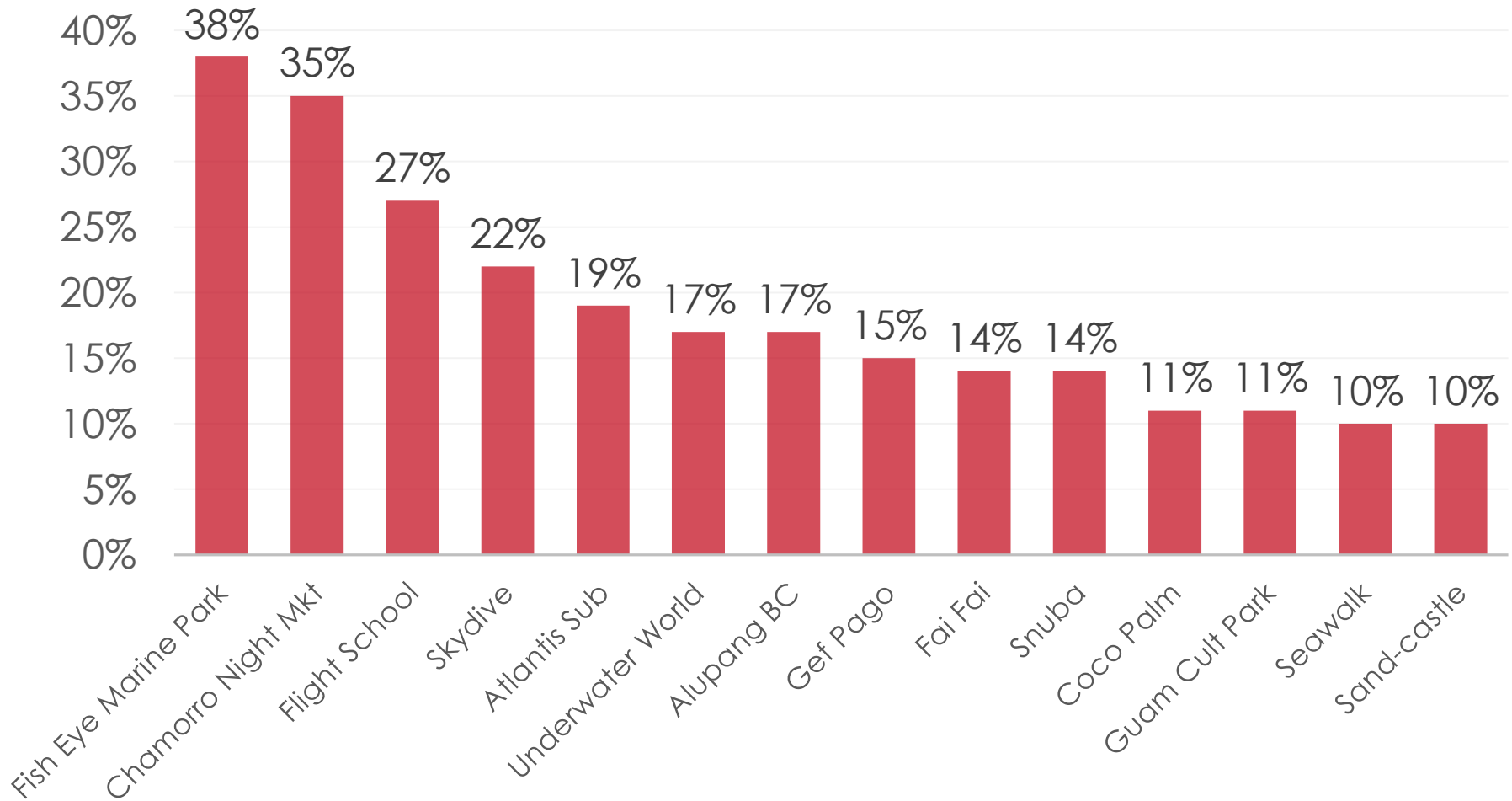
SHOPPING - SATISFACTION



OPTIONAL TOUR PARTICIPATION – FY2017 Tracking

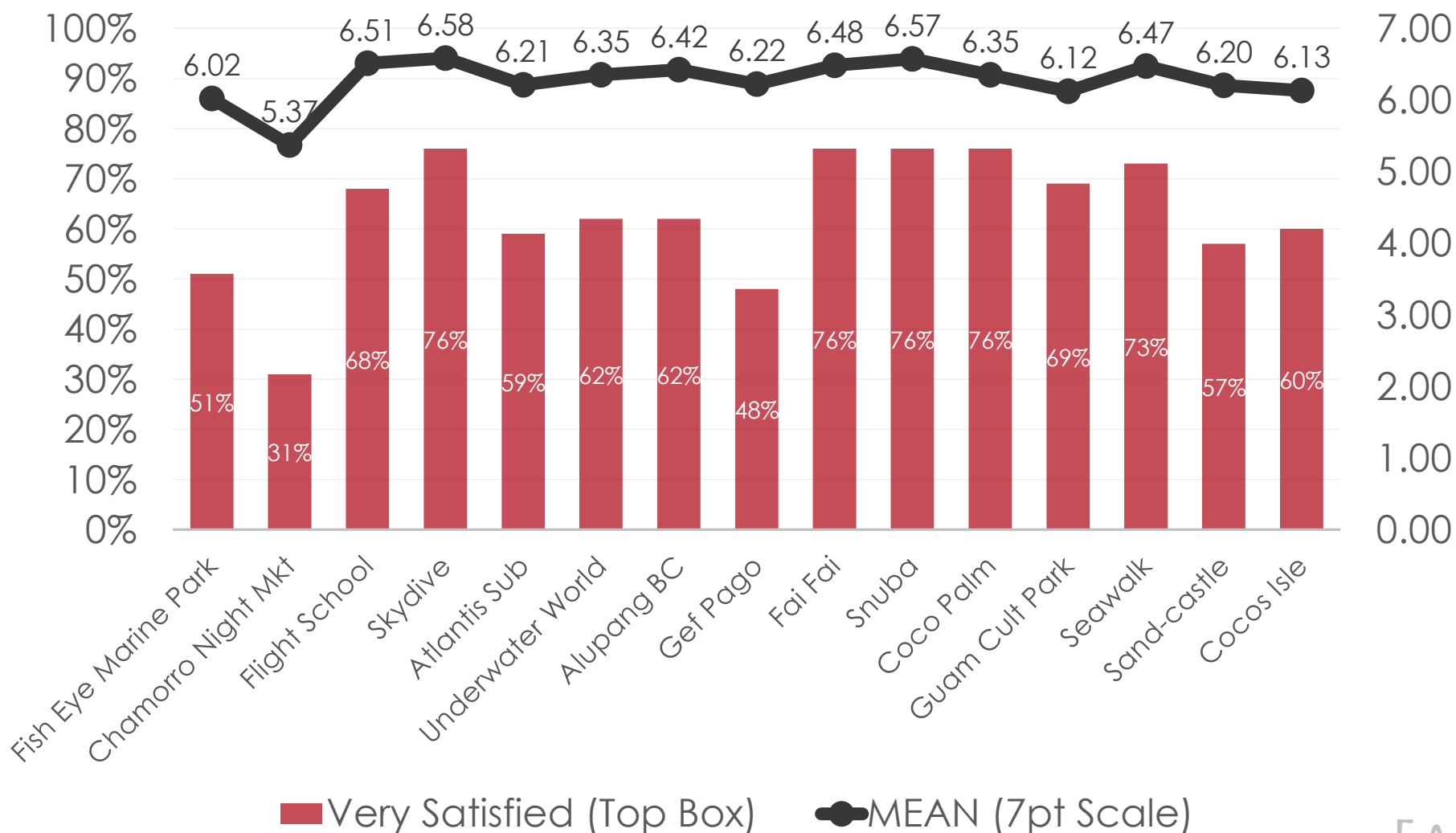


Optional Tour Participation (Top Responses)

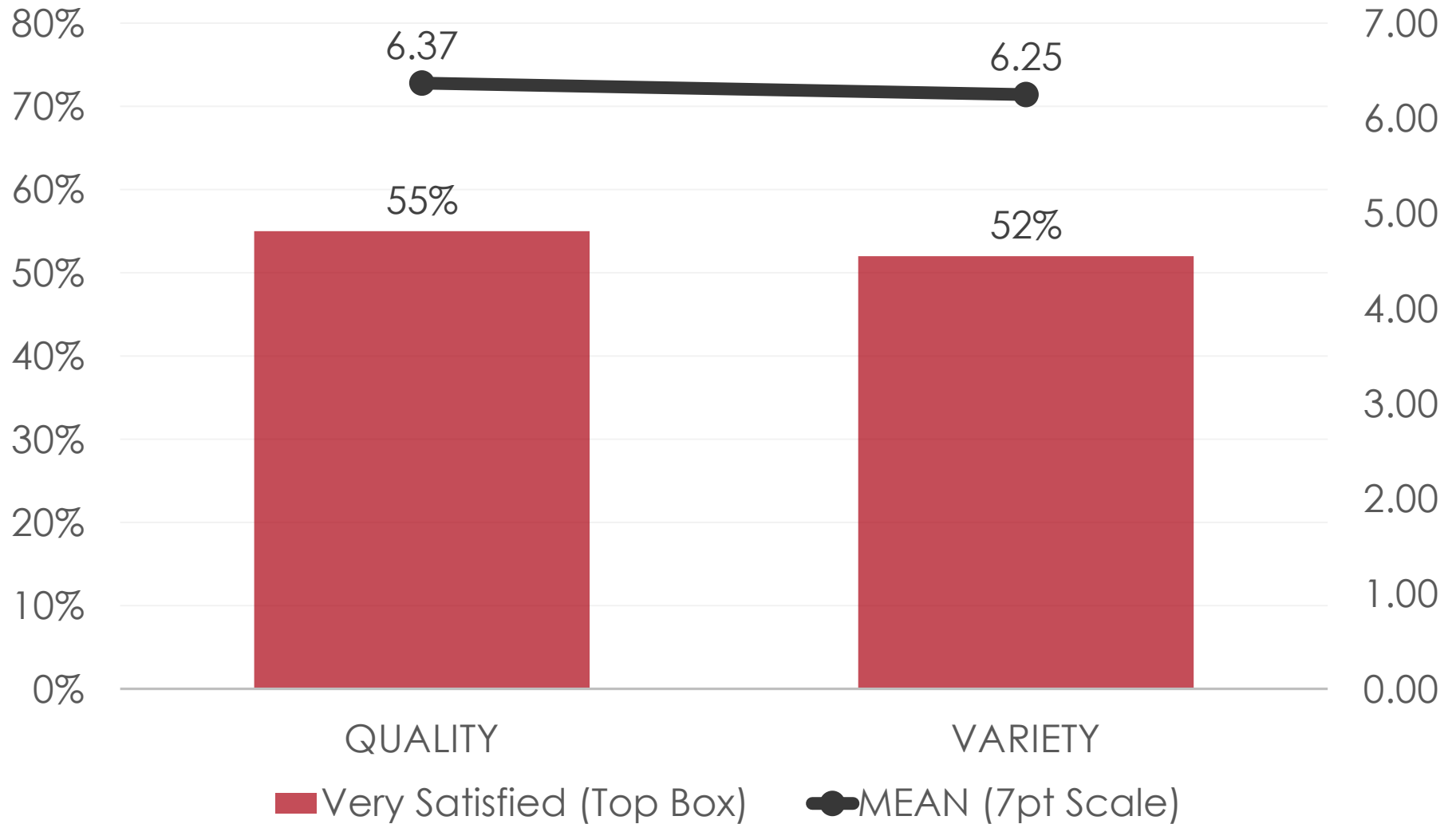


Optional Tour Satisfaction

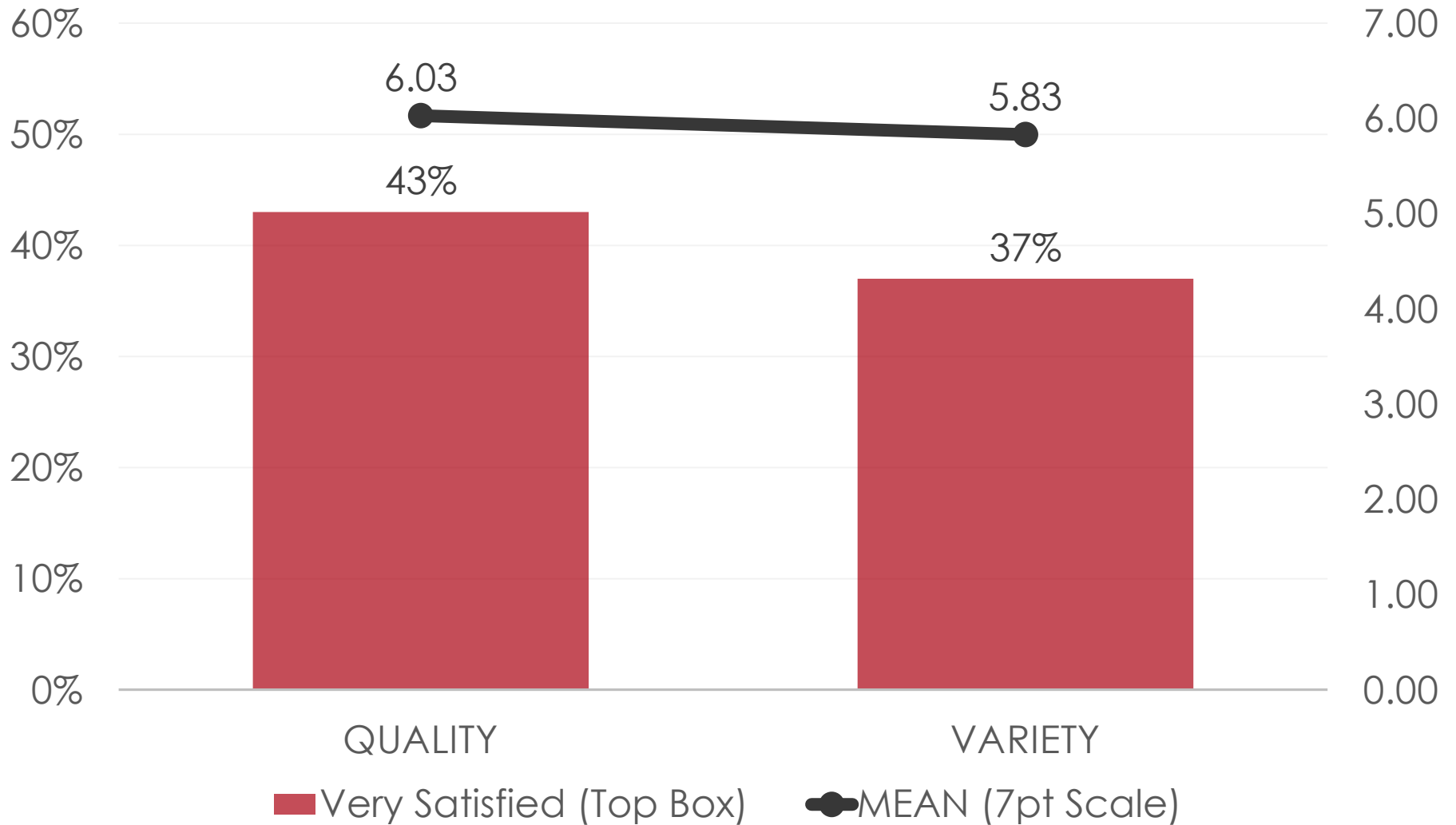
Top Responses only - Participation (10%+)



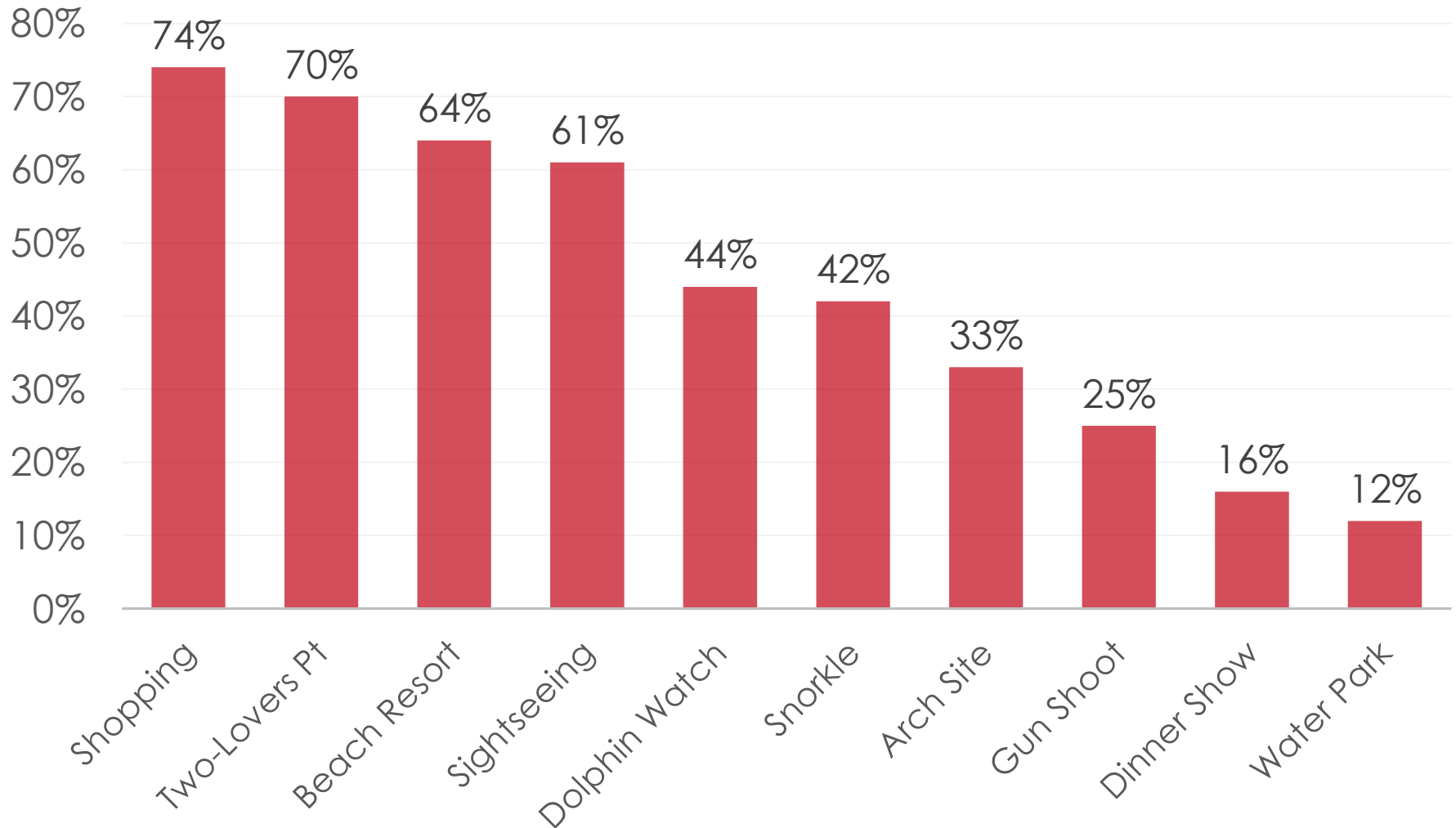
DAY TOUR - SATISFACTION



NIGHT TOUR - SATISFACTION



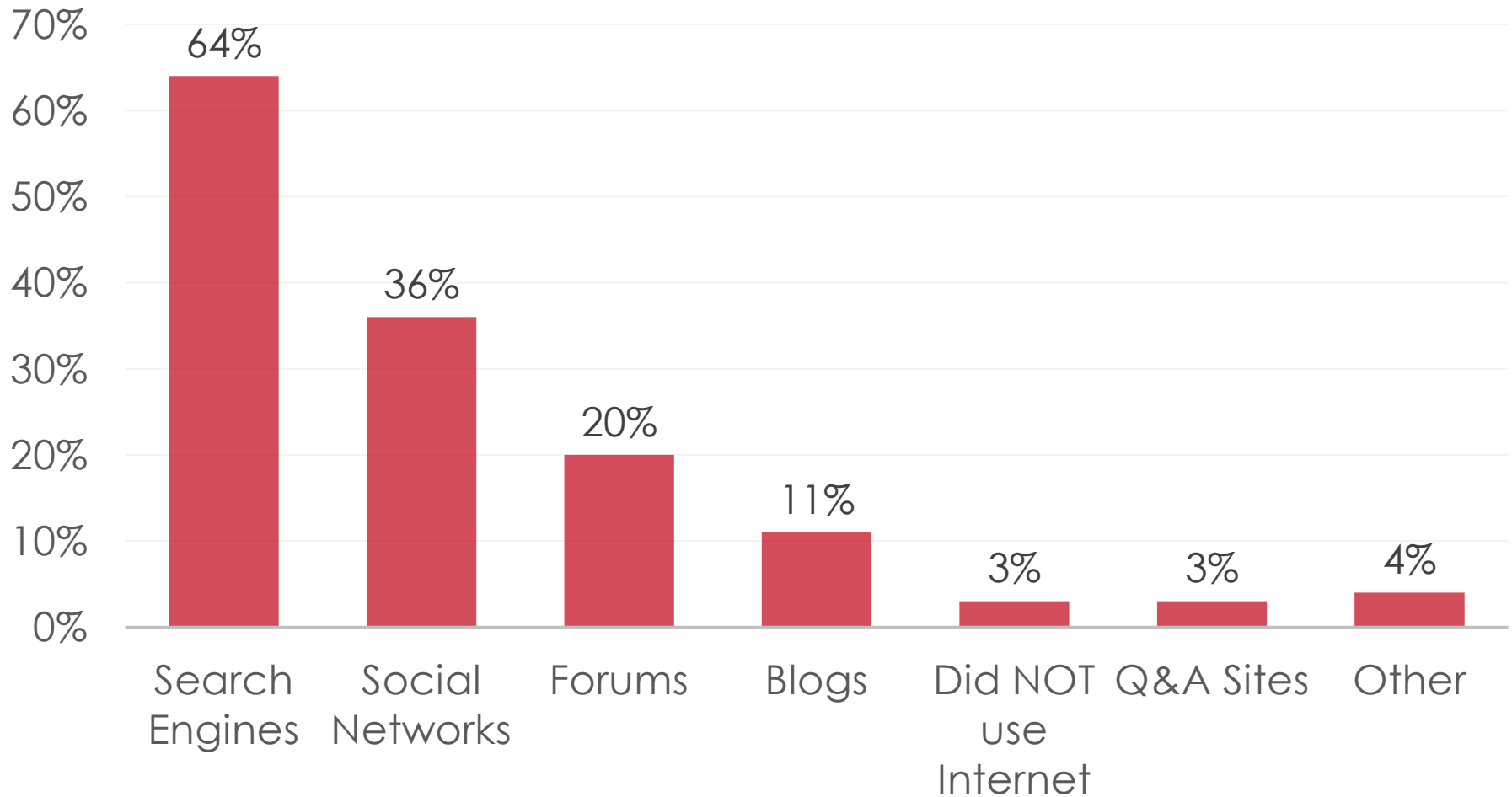
Activities Participation (Top Responses)



SECTION 5

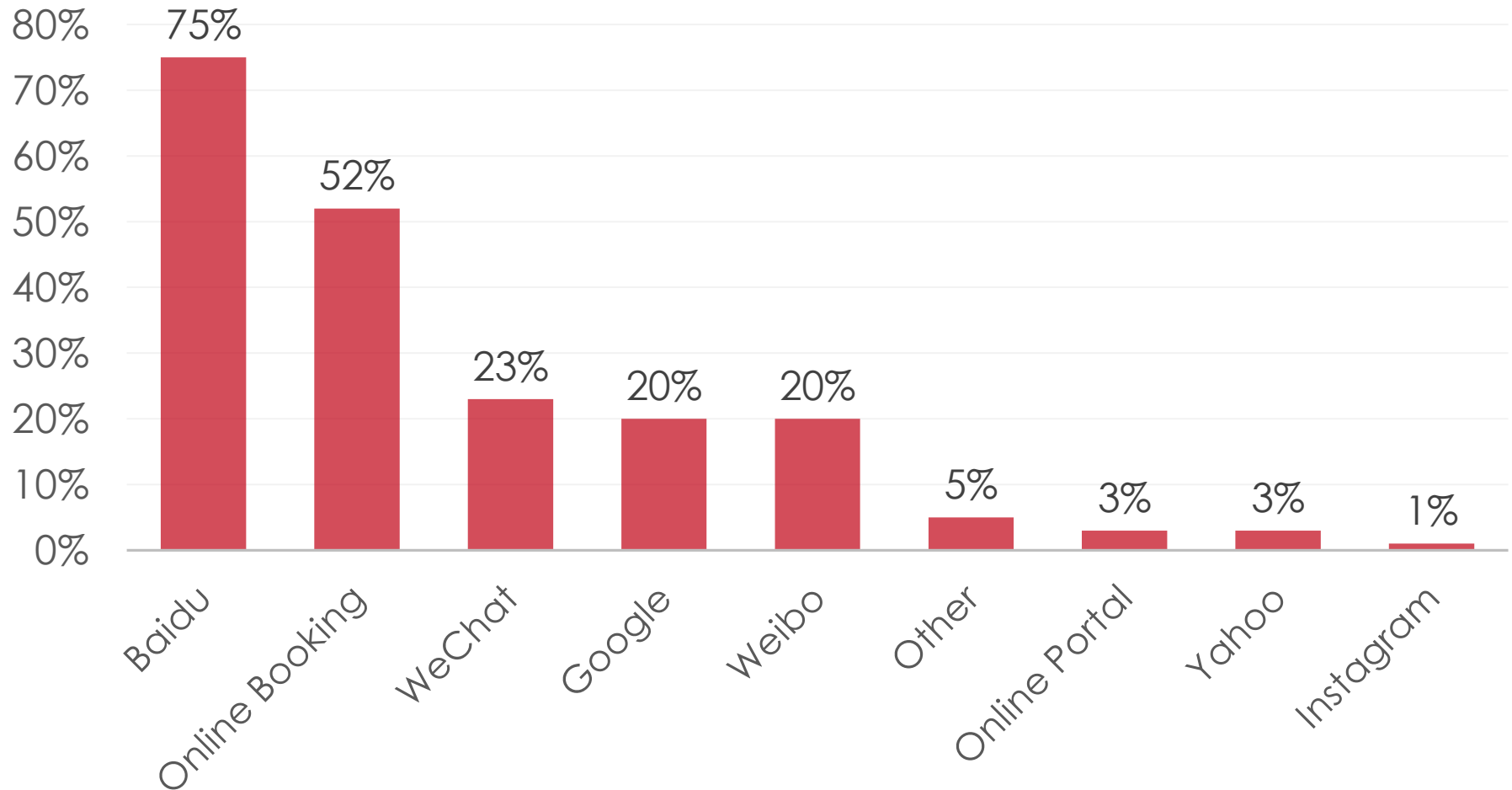
PROMOTIONS

INTERNET- GUAM SOURCES OF INFORMATION



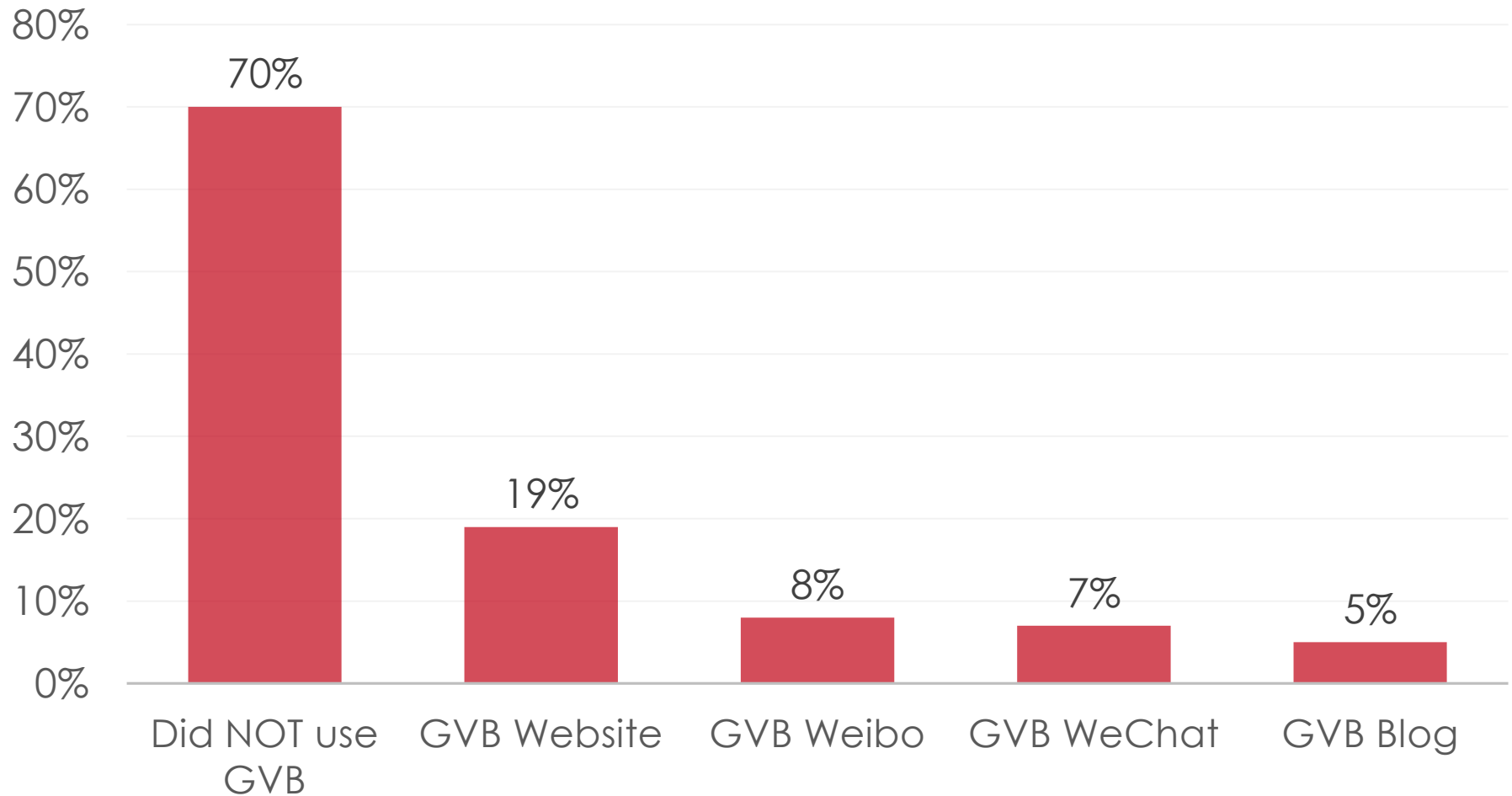
INTERNET- SOURCES OF INFORMATION

Things to do on Guam

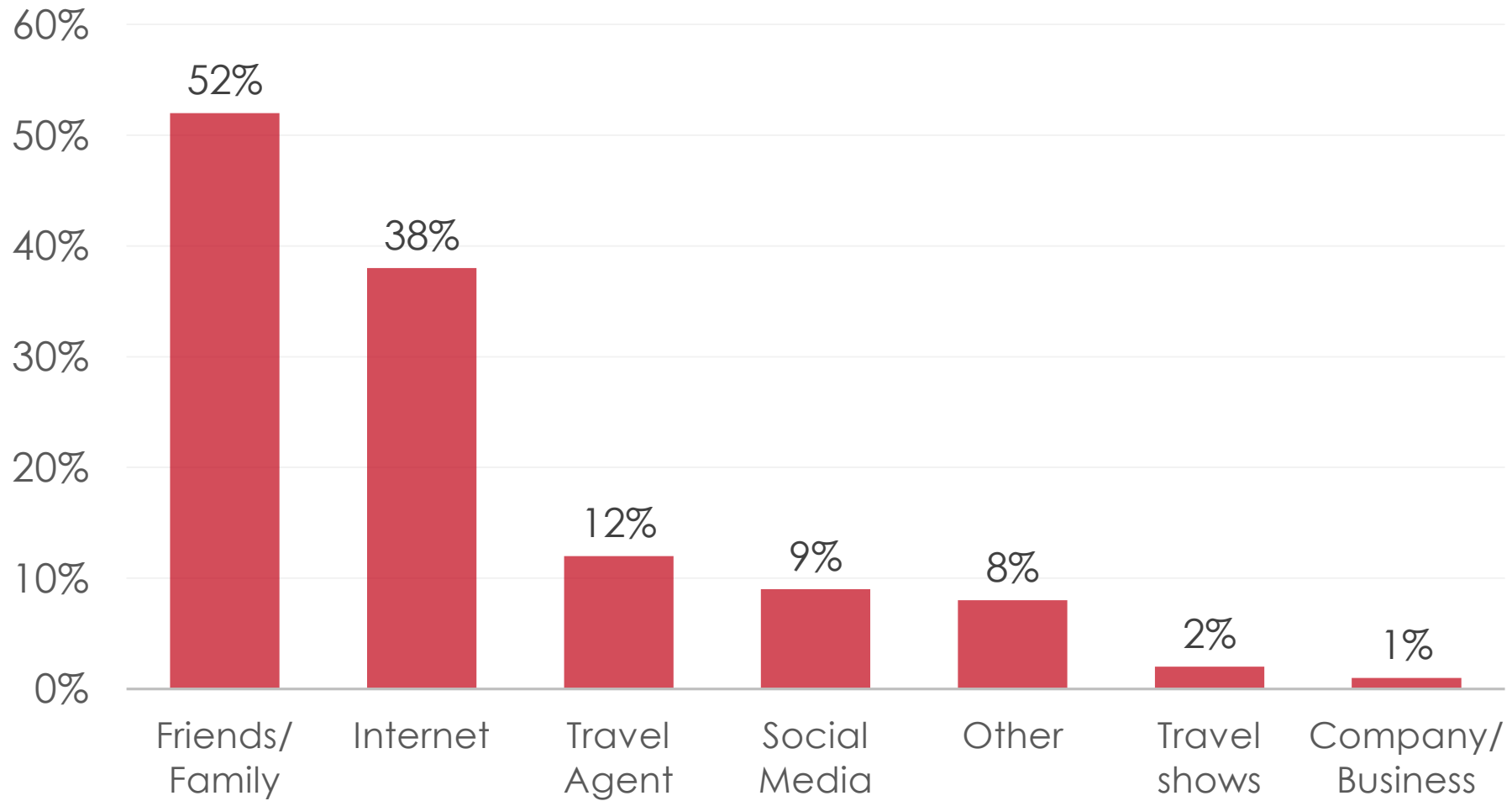


INTERNET- SOURCES OF INFORMATION

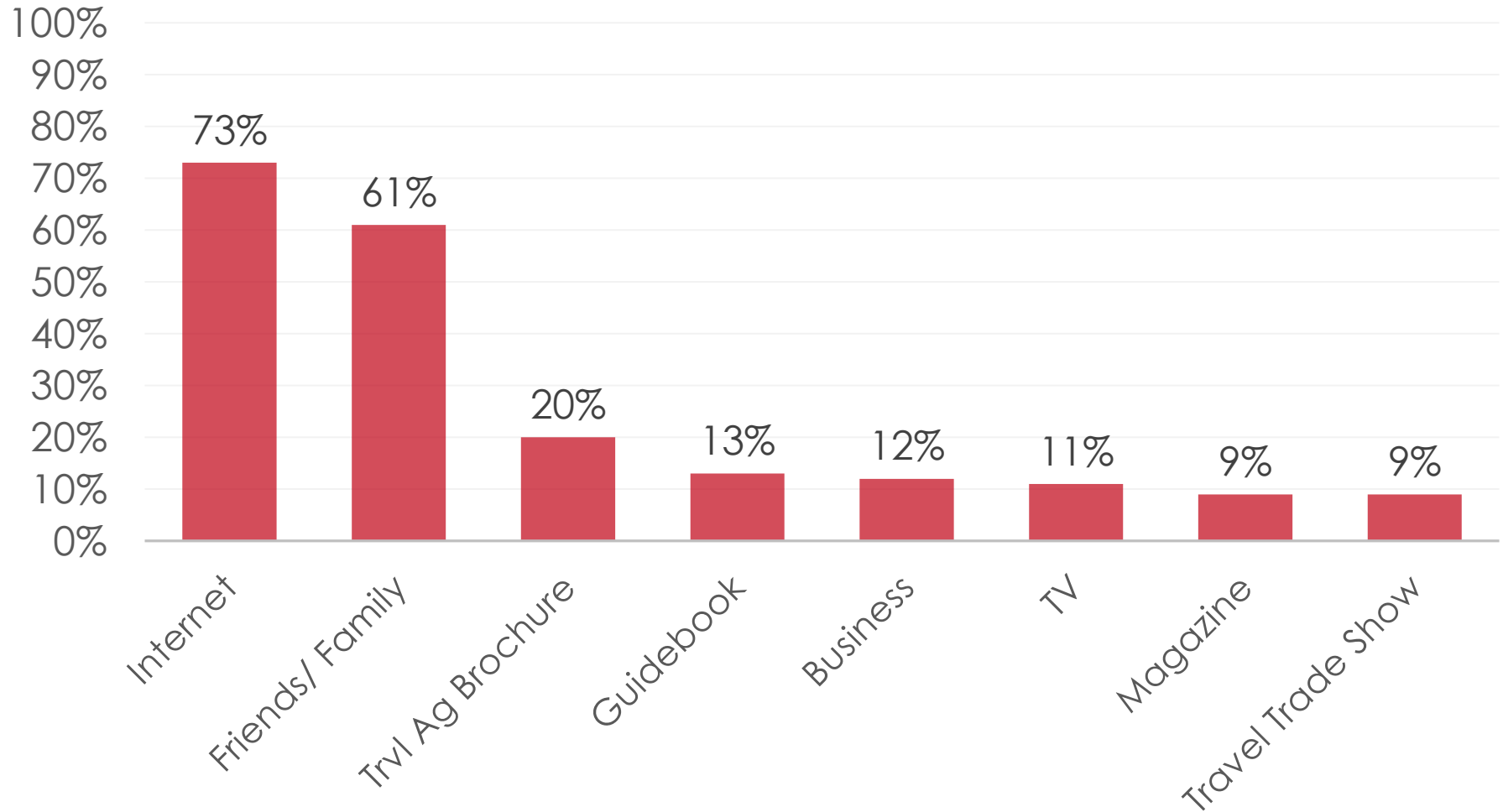
GVB



TRAVEL MOTIVATION



PRE-ARRIVAL SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

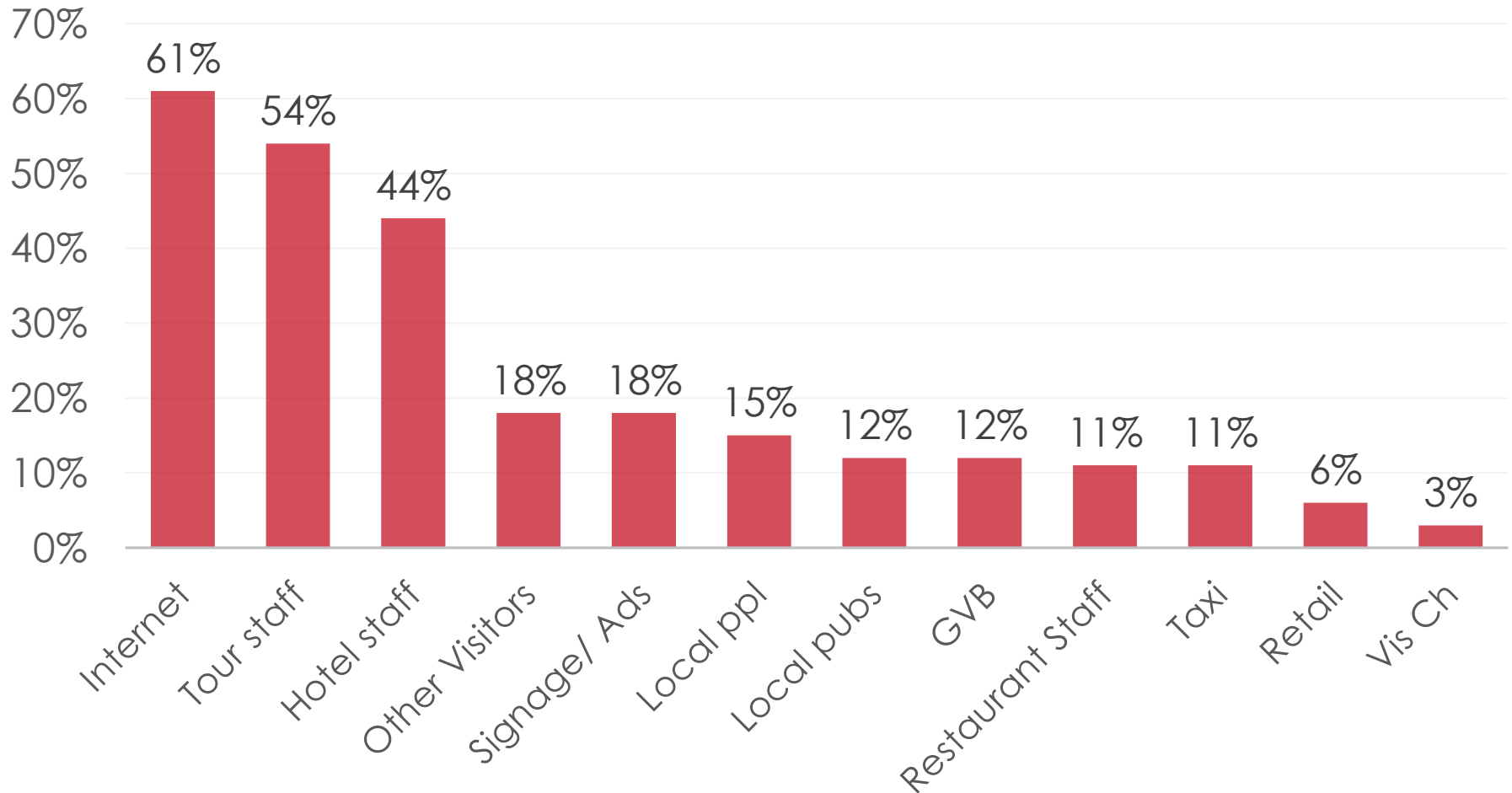
Q1 Please select the top 3 sources of information you used to find out about Guam before you trip.

		TOTAL	FIT	FREE-TIME PKG	HONEYMOON	WEDDING	FAMILY	MICE	SPORT/ ADVENTURE	EDUCATION
		-	-	-	-	-	-	-	-	-
Q1	Internet	73%	76%	75%	100%	100%	75%	50%	78%	77%
	Friend/ Relative	61%	70%	57%	50%	67%	59%	50%	59%	58%
	Travel Agent Brochure	20%	5%	22%	10%	33%	18%	50%	17%	16%
	Travel Guidebook- Bookstore	13%	16%	12%	10%	33%	14%		15%	12%
	Co-Worker/ Company Trvl Dept	12%	16%	9%			13%		10%	14%
	TV	11%	3%	14%	10%		12%		16%	14%
	Magazine (Consumer)	9%	5%	12%	40%	67%	9%		9%	5%
	Travel Trade Show	9%		11%			8%		9%	9%
	Prior Trip	6%	8%	5%			6%	50%	5%	9%
	GVB Promo	5%		8%			6%	50%	6%	12%
	Other	3%	8%	2%	10%		1%		2%	5%
	Consumer Trvl Show	3%		4%			2%		2%	
	Office LED Display	1%		1%					1%	
	Radio	1%		1%			1%		1%	
	Newspaper	1%		1%			1%			
	Total	150	37	99	10	3	109	2	87	43

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ONISLE

SOURCES OF INFORMATION



ON-ISLE SOURCES OF INFORMATION – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

Q2 Please select the top 3 sources of information you used to find out about Guam while you were here.

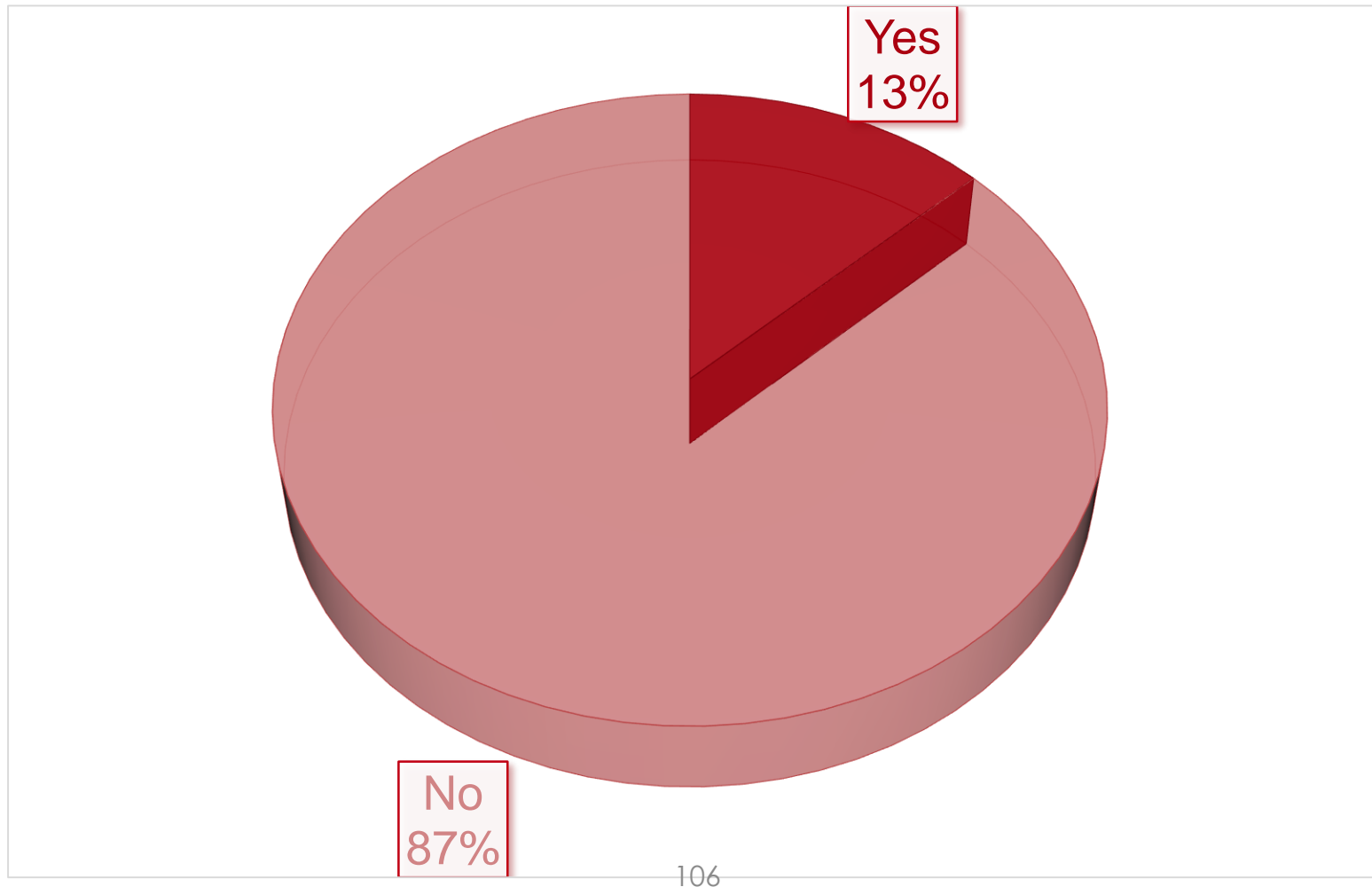
		TOTAL	FIT	FREE-TIME PKG	HONEYMOON	WEDDING	FAMILY	MICE	SPORT/ ADVENTURE	EDUCATION
		-	-	-	-	-	-	-	-	-
Q2	Internet	61%	68%	64%	80%	33%	65%	100%	62%	67%
	Tour Staff	54%	30%	60%	50%	33%	55%	100%	57%	51%
	Hotel Staff	44%	51%	43%	60%	67%	43%		46%	44%
	Other Visitors	18%	16%	17%	20%	33%	20%	50%	18%	16%
	Signs/ Advertisement	18%	19%	16%	10%		17%		16%	7%
	Local Ppl	15%	24%	9%	20%	33%	11%		9%	14%
	GVB	12%	16%	10%		33%	13%	50%	11%	16%
	Local Publication	12%	8%	13%			15%		9%	12%
	Restaurant Staff	11%	8%	14%	40%	33%	13%		14%	7%
	Taxi Driver	11%	14%	11%	20%	33%	9%		11%	16%
	Retail Staff	6%	5%	6%			6%	50%	1%	9%
	Visitor Channel	3%		3%			3%		2%	5%
	Other	2%	3%	1%			2%		2%	
	Total	148	37	98	10	3	108	2	87	43

Prepared by QMark Research

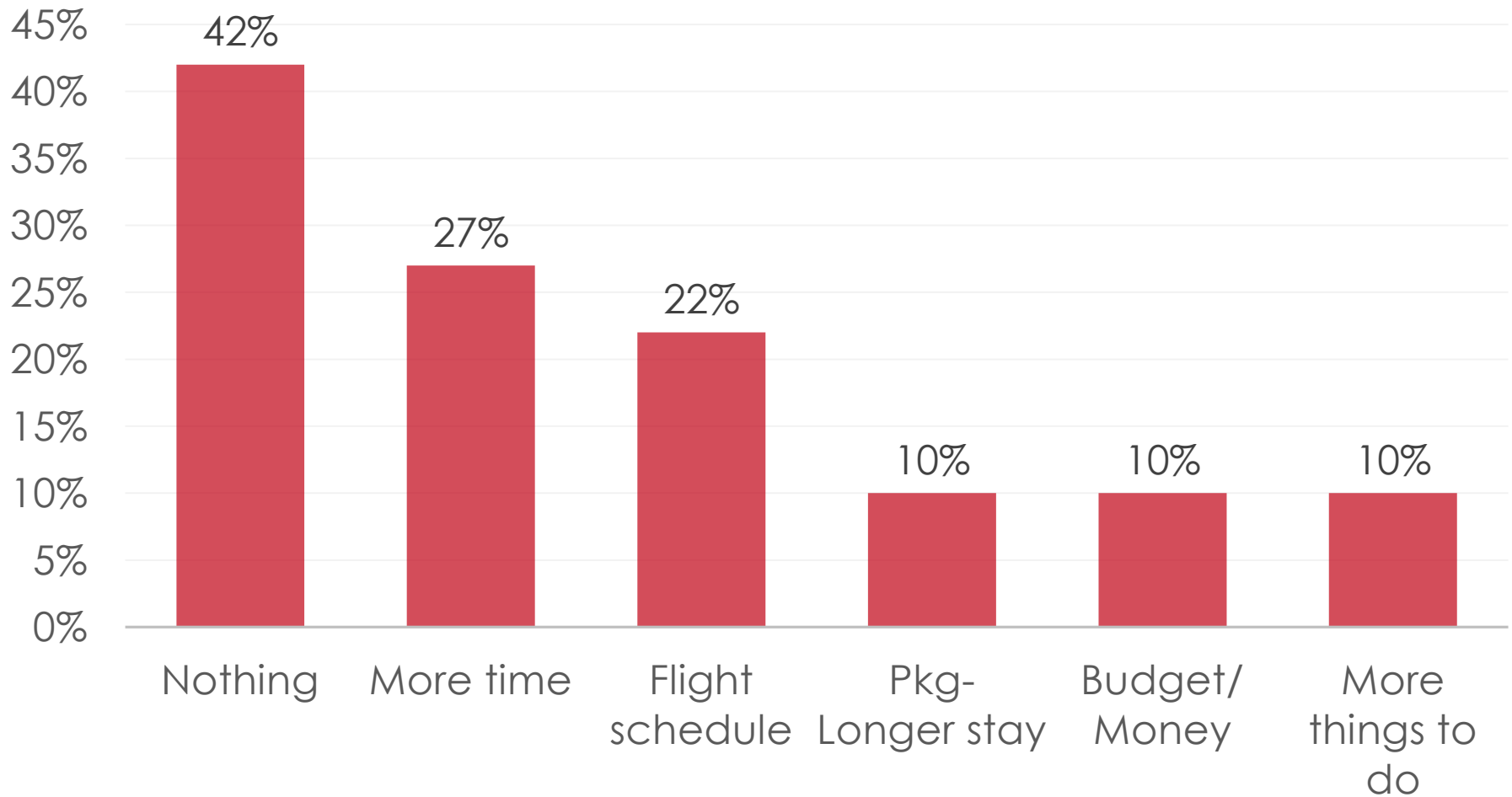
SECTION 6

FUTURE TRAVEL TO GUAM

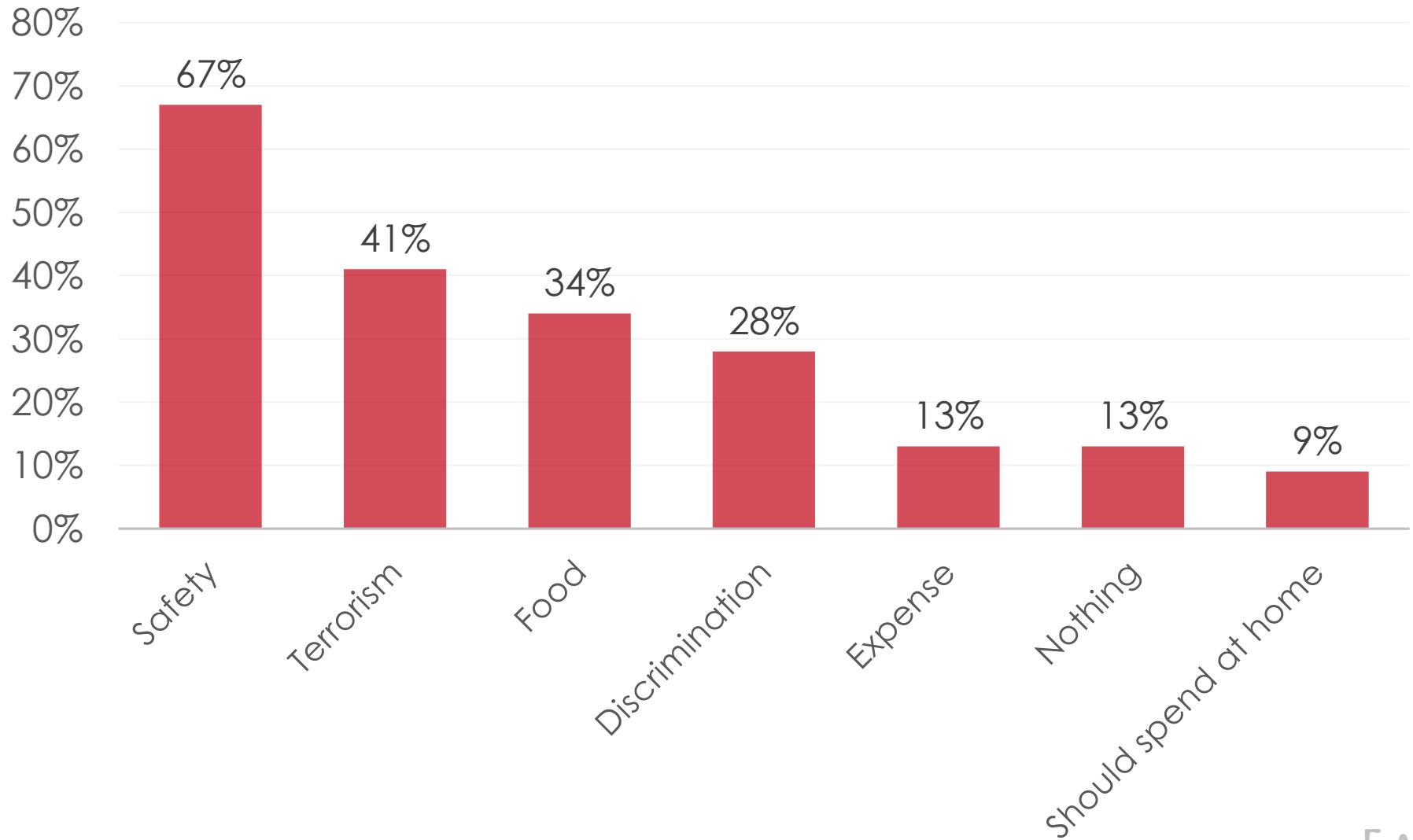
Will security screening/ immigration at Guam Airport impact future travel to Guam?



What would it take to make you stay an extra day on Guam?



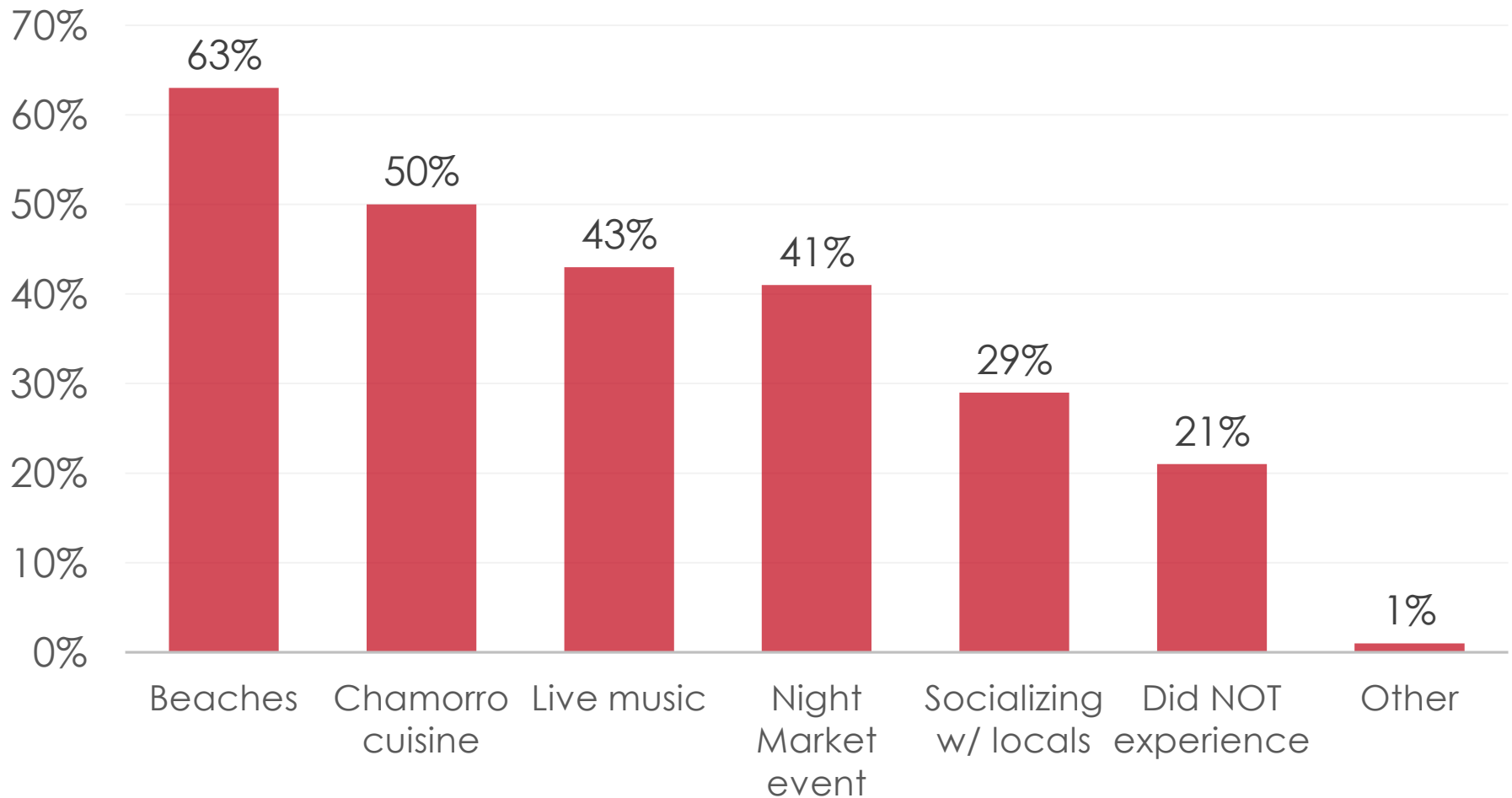
FUTURE TRAVEL CONCERNS



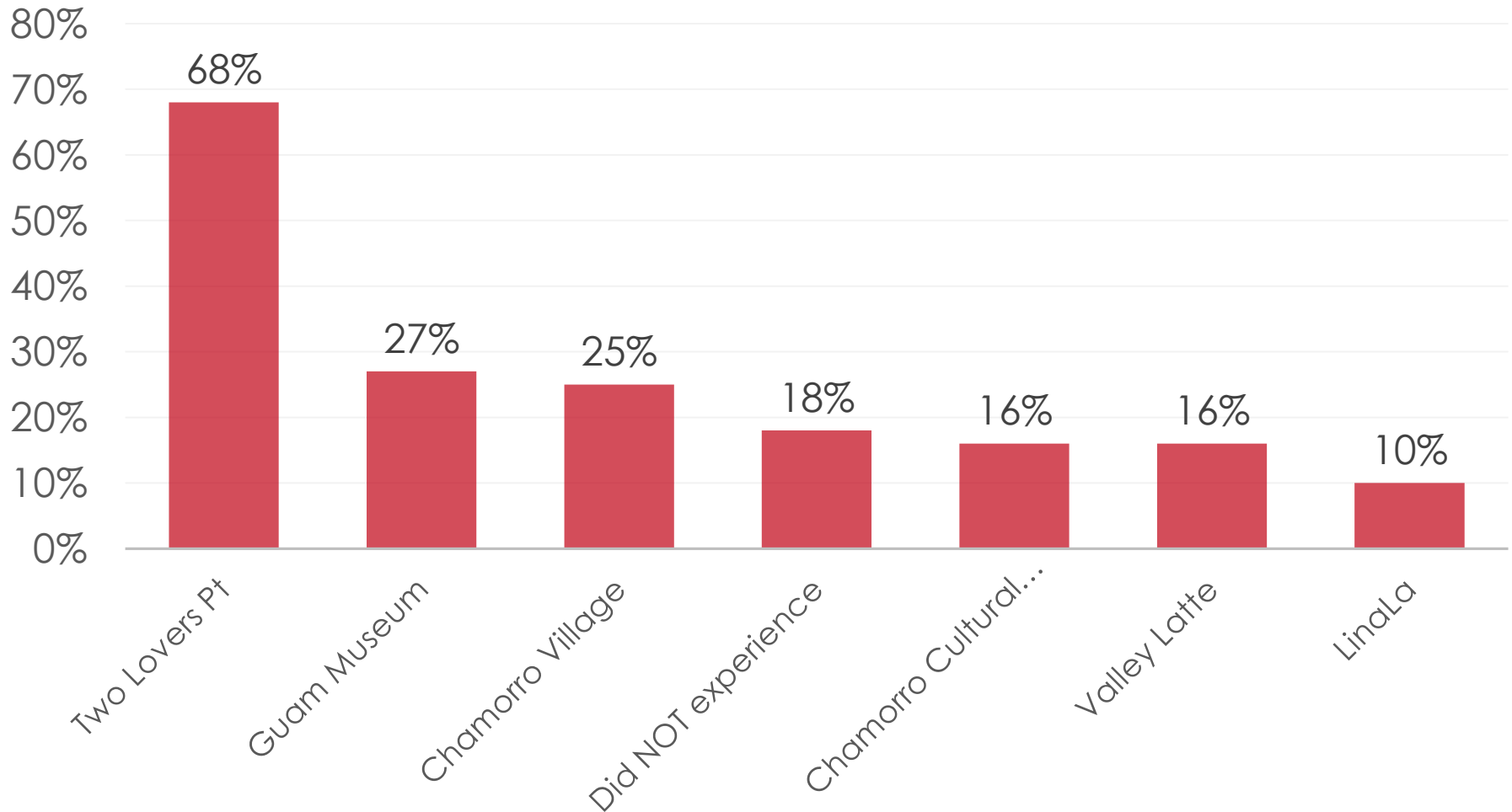
SECTION 7

GUAM CULTURE

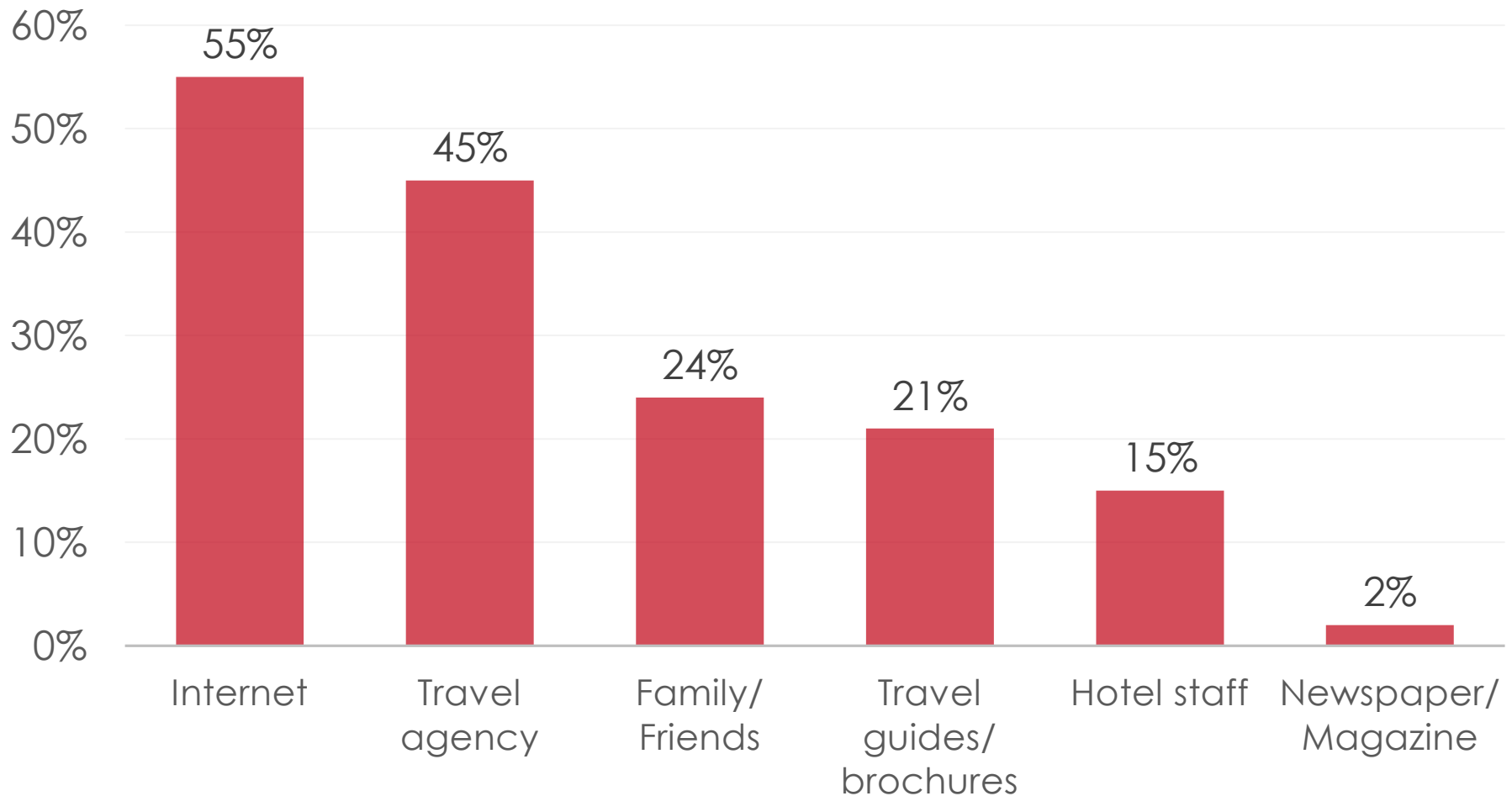
EXPERIENCED- CHAMORRO/ HAF A ADAI SPIRIT



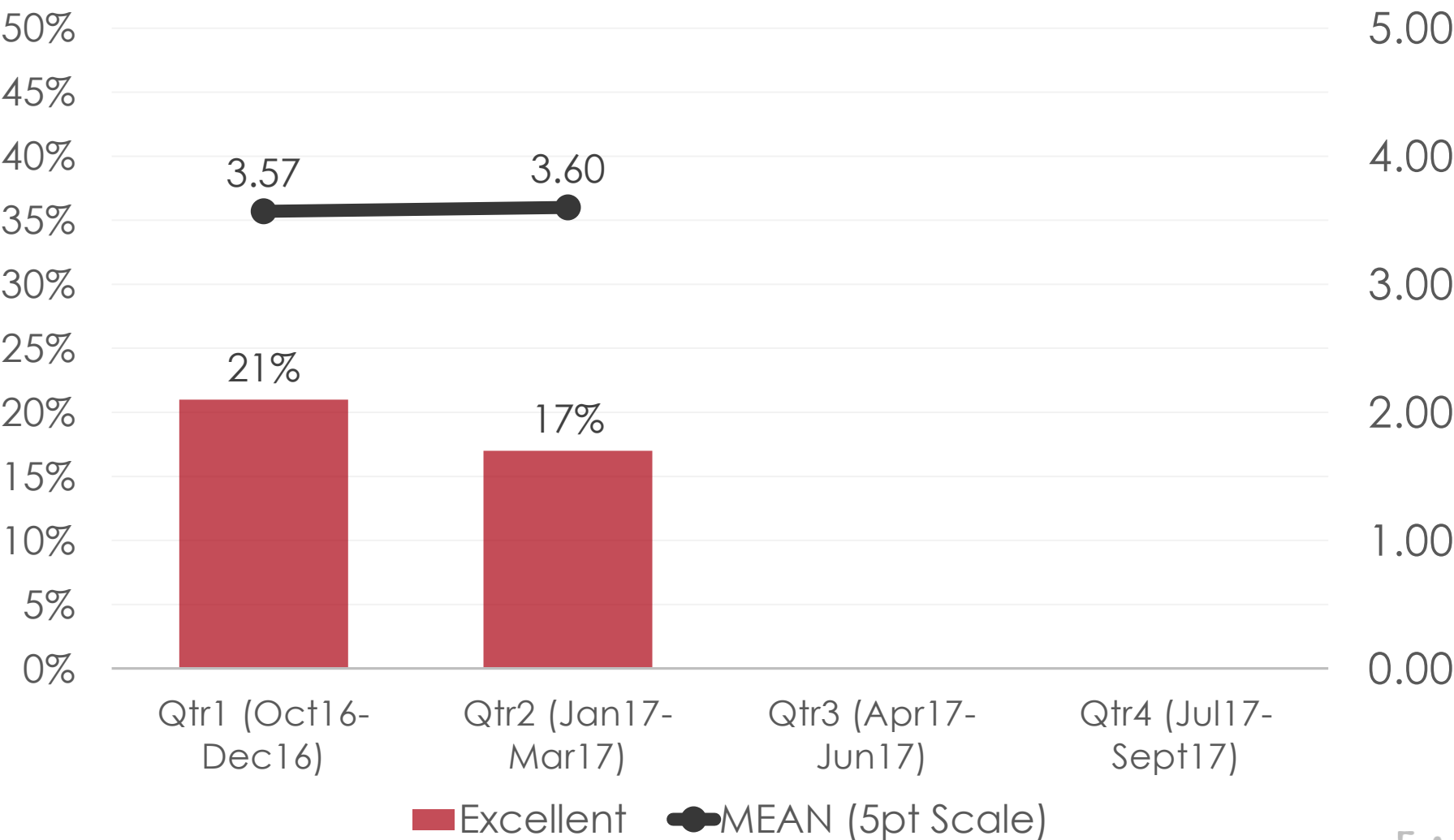
EXPERIENCED- OTHER CULTURAL ACTIVITY/EVENTS



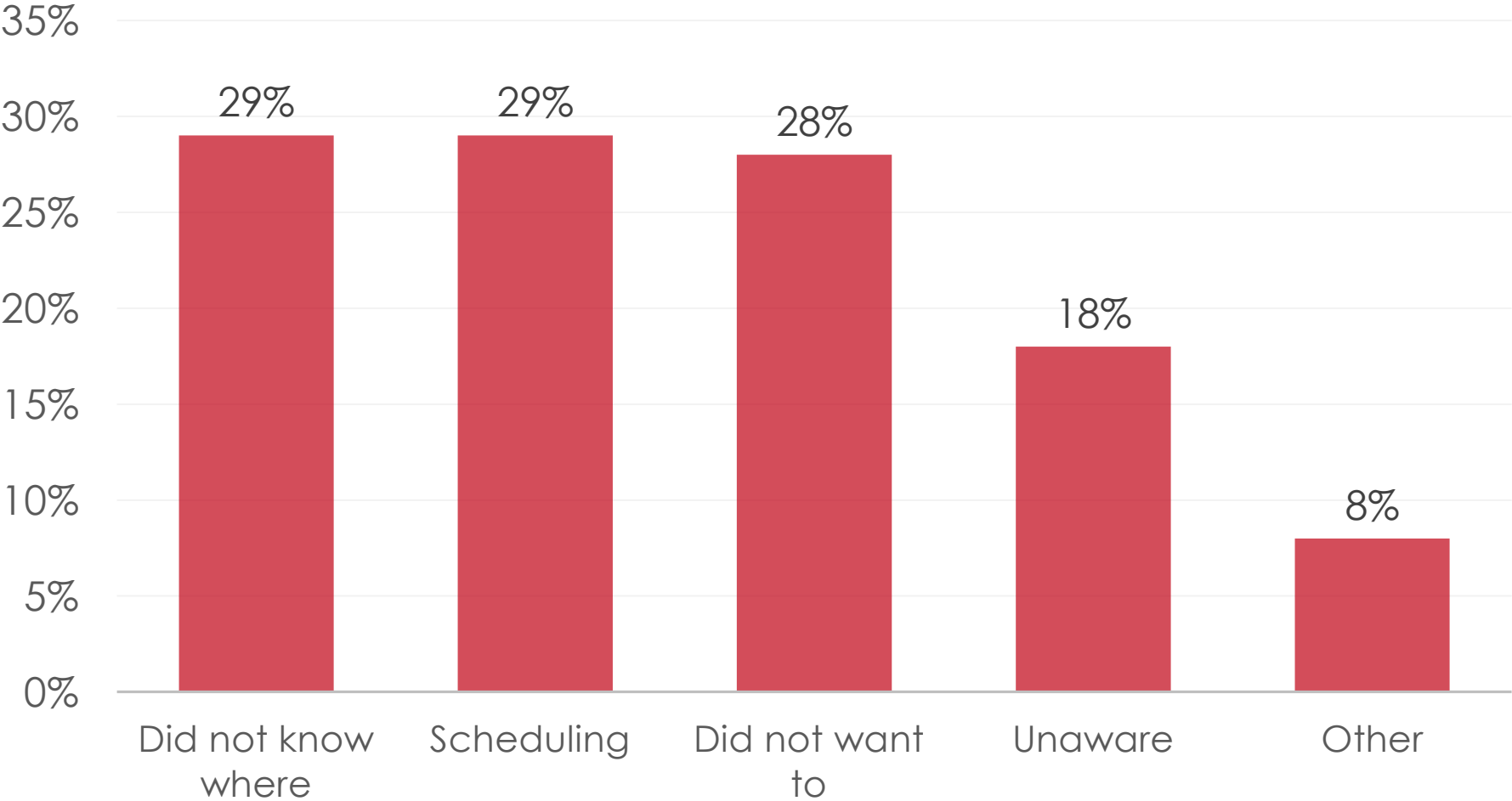
SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS



SATISFACTION- CULTURAL ACTIVITY/EVENTS



OBSTACLES- CULTURAL ACTIVITY/EVENTS



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.

Drivers- Overall Satisfaction

Comparison of Drivers of Overall Satisfaction, 1st, 2nd Qtr. and Overall 1-2 Qtr. 2017			
Drivers:	1st Qtr rank	2nd Qtr rank	Combined 1-2 Qtr 2017 rank
Quality & Cleanliness of beaches & parks	3		6
Ease of getting around		2	3
Safety walking around at night			
Quality of daytime tours		1	1
Variety of daytime tours	1		
Quality of nighttime tours			
Variety of nighttime tours			
Quality of shopping		5	5
Variety of shopping			
Price of things on Guam	4		4
Quality of hotel accommodations	2	3	2
Quality/cleanliness of air, sky		4	5
Quality/cleanliness of parks			
Quality of landscape in Tumon			
Quality of landscape in Guam			
Quality of ground handler			
Quality/cleanliness of transportation vehicles	5		7
% of Per Person On Island Expenditures Accounted For	64.4%	66.9%	64.1%

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Chinese visitor's experience on Guam is driven by five significant factors in the 2nd Quarter 2017 Period. By rank order they are:
 - **Quality of day time tours,**
 - **Ease of getting around,**
 - **Quality of hotel accommodations,**
 - **Quality/cleanliness of air, sky, and**
 - **Quality of shopping.**
- With all five factors the overall r^2 is .669 meaning that **66.9% of overall satisfaction is accounted for by these factors.**

Drivers – On-Isle Expenditures

Comparison of Drivers of Per Person On Island Expenditure, 1st, 2nd Qtr. and Overall 1-2 Qtr. 2017			
	1st Qtr	2nd Qtr	Combined
Drivers:	rank	rank	1-2 Qtr 2017 rank
Quality & Cleanliness of beaches & parks			
Ease of getting around			
Safety walking around at night		1	
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%	4.4%	0.0%

Drivers of On-Isle Expenditures

- **Per Person On Island Expenditure** of Chinese visitors on Guam is driven by one significant factor in the 2nd Quarter 2017 period. Which is:
 - **Safety walking around at night.**
- With this factor the overall r^2 is .044 meaning that **4.4% of per person on island expenditure is accounted for by this factor.**