

# Guam Visitors Bureau

## Chinese Visitor Tracker Exit Profile & Market Segmentation Report

FY2018  
QTR.1 (OCTOBER - DECEMBER 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 **161** 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 **161** is +/- 7.72 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 +/- 7.72 percentage points.

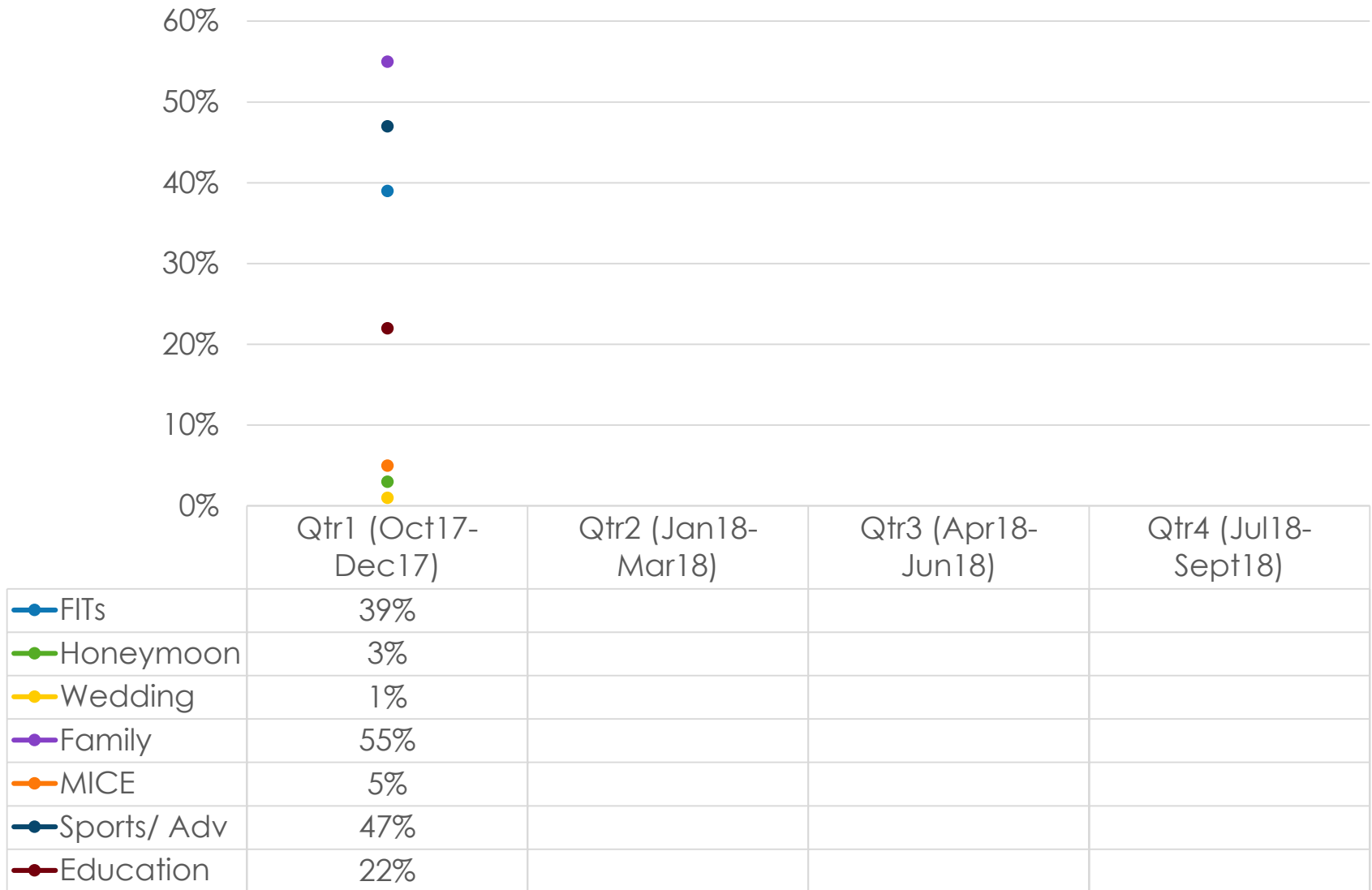
# Objectives

- 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)
    - Wedding (Q5A)
    - Honeymoon (Q5A)
    - Family (Q5)
    - MICE (Q5A Convention/ Conference/ Trade Show/ Company sponsored)
    - Sports/ Adventure Traveler (Q5A Organized sporting activity/ Scuba/ Water sports, Q18 Skydiving, Q19 Scuba, Snorkel, 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

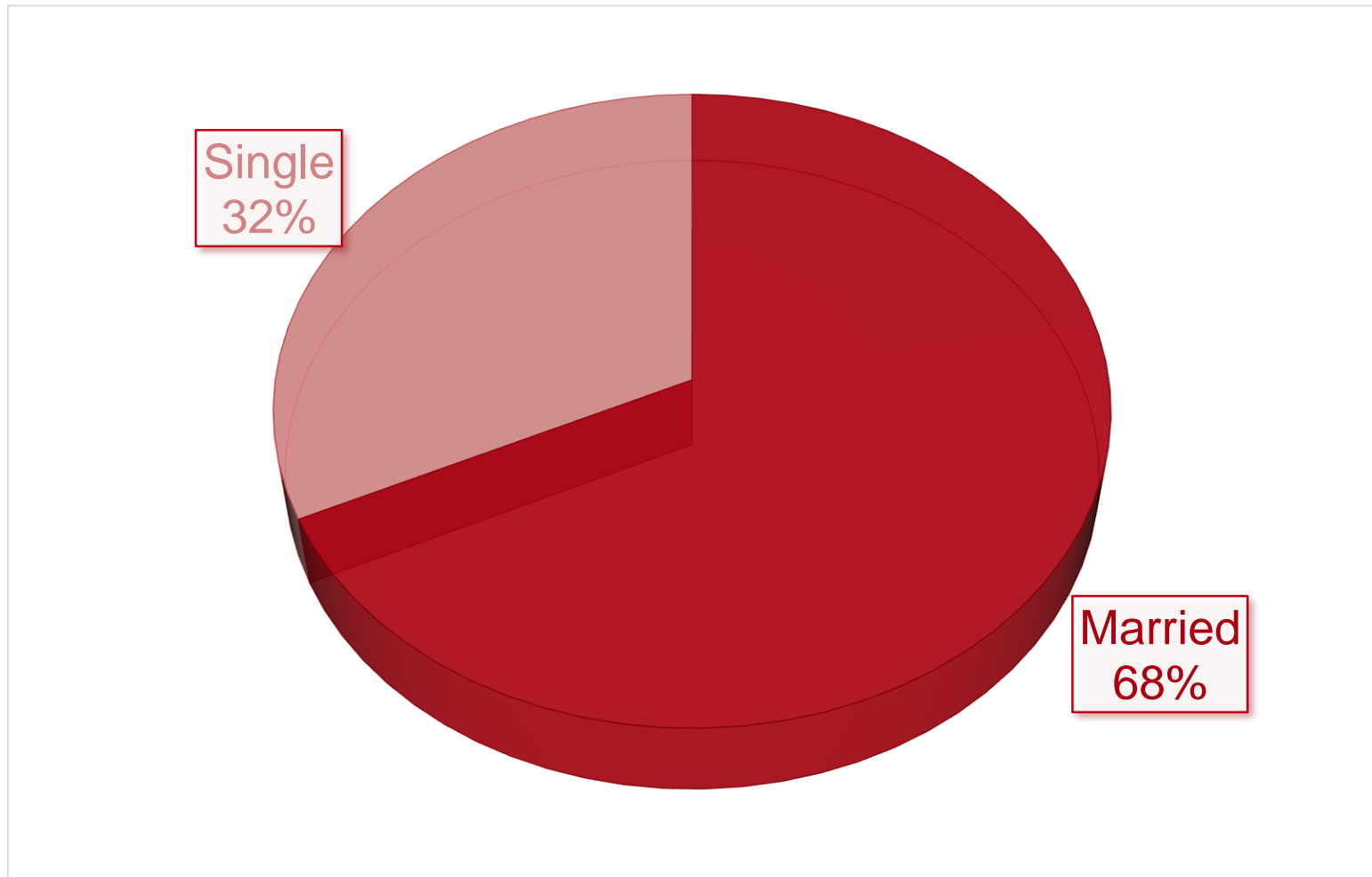
# Key Highlighted Segments



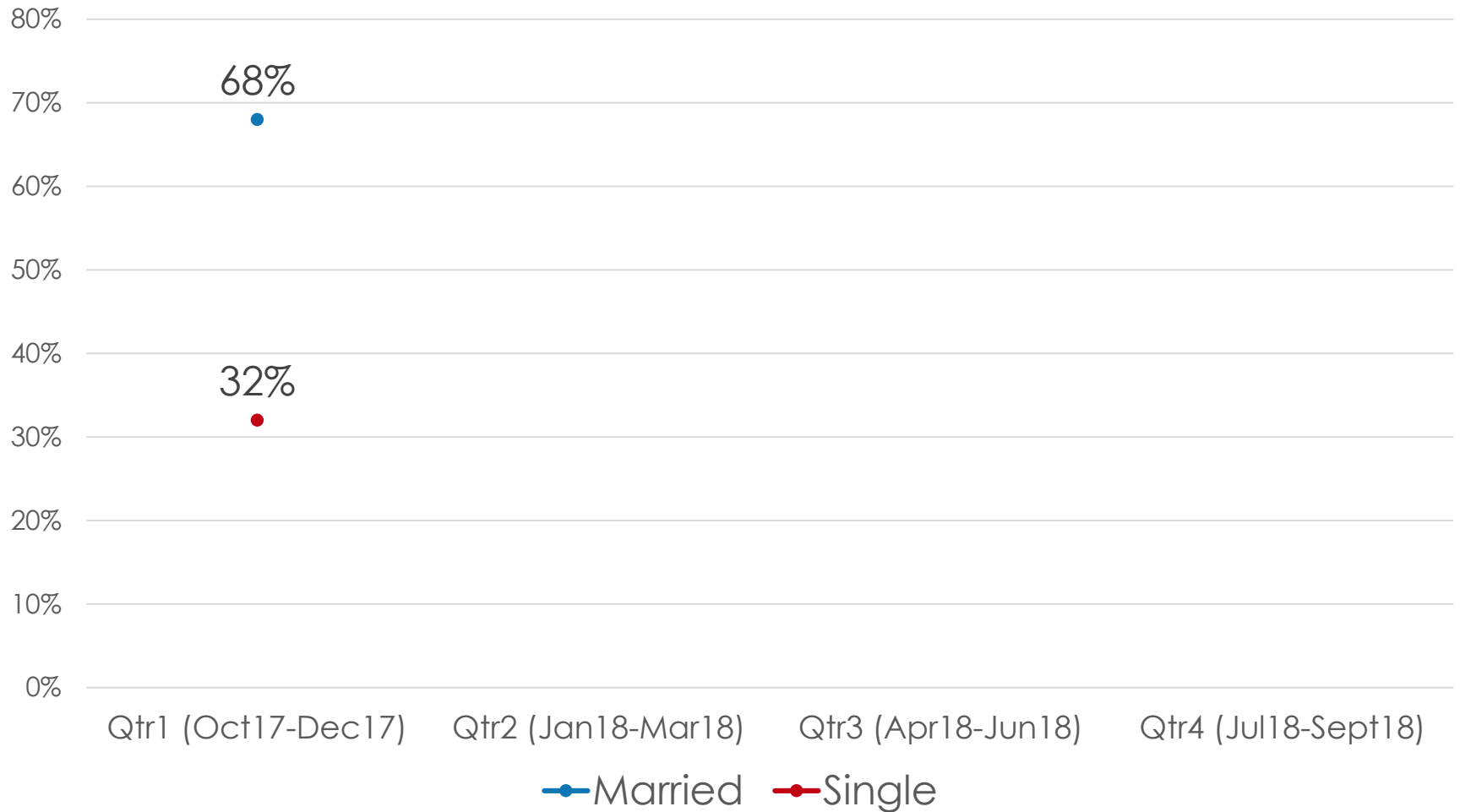
# SECTION 1

# PROFILE OF RESPONDENTS

# Marital Status



# Marital status – FY2018 Tracking





# Marital status – Key Segments

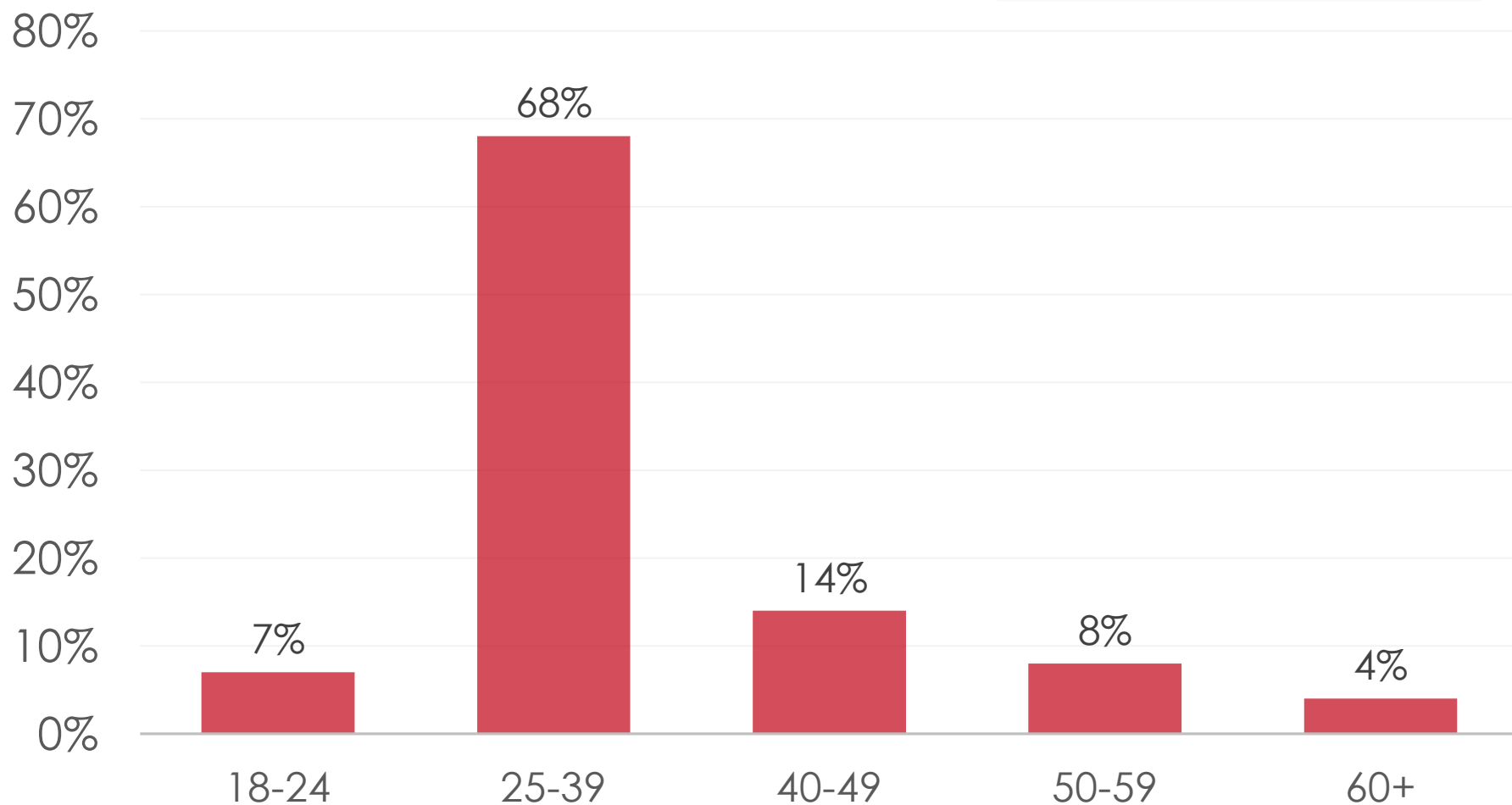
**GVB EXIT SURVEY  
QE MARITAL STATUS**

		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ADV	EDUCATION/TESTING
		-	-	-	-	-	-	-	-
QE	Married	68%	88%	100%	100%	92%	63%	74%	58%
	Single	32%	13%			8%	37%	26%	42%
	Total	161	8	5	2	88	62	76	36

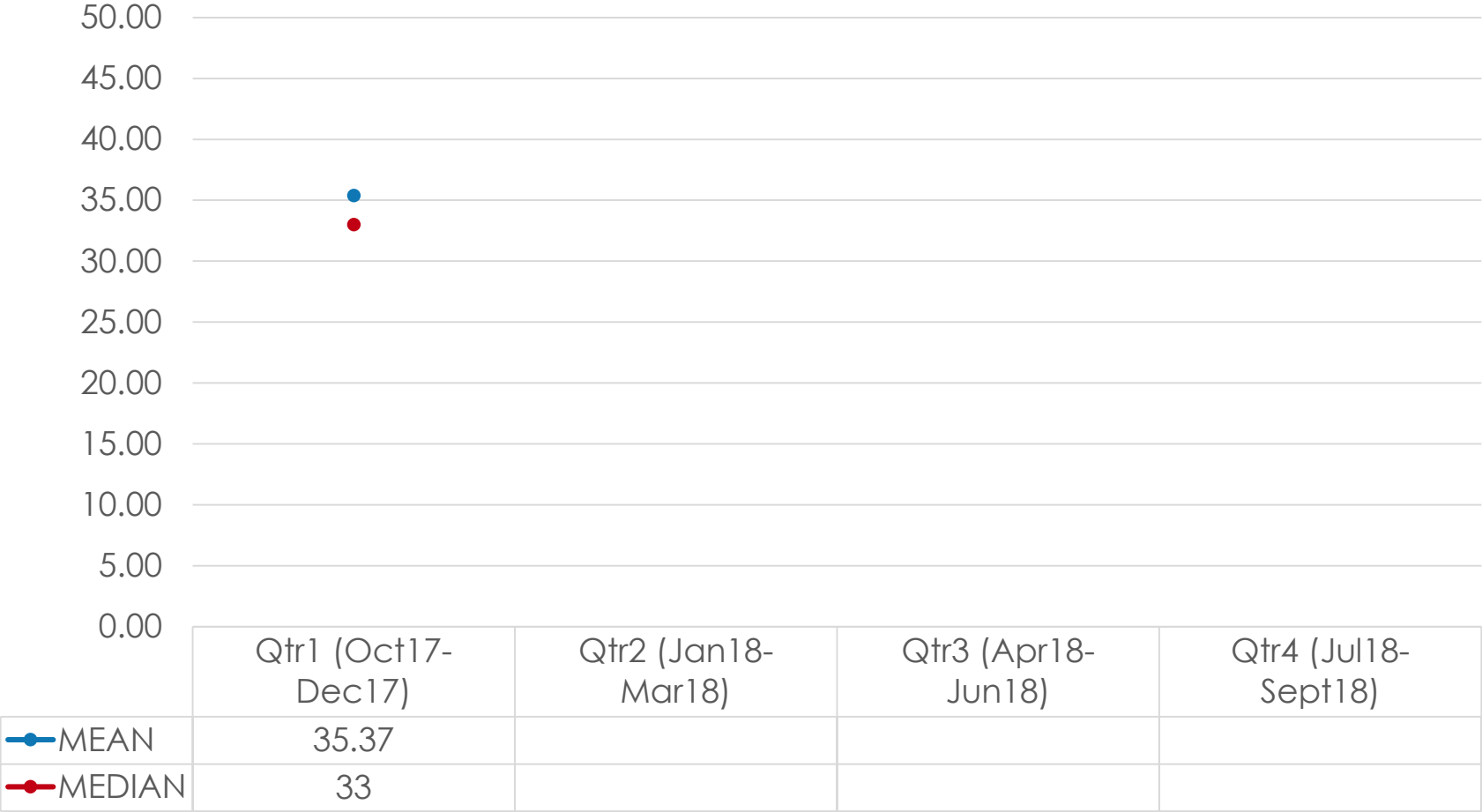
Prepared by Anthology Research

# Age

MEAN = 35.37  
MEDIAN = 33



# Age – FY2018 Tracking



# Age – Key Segments

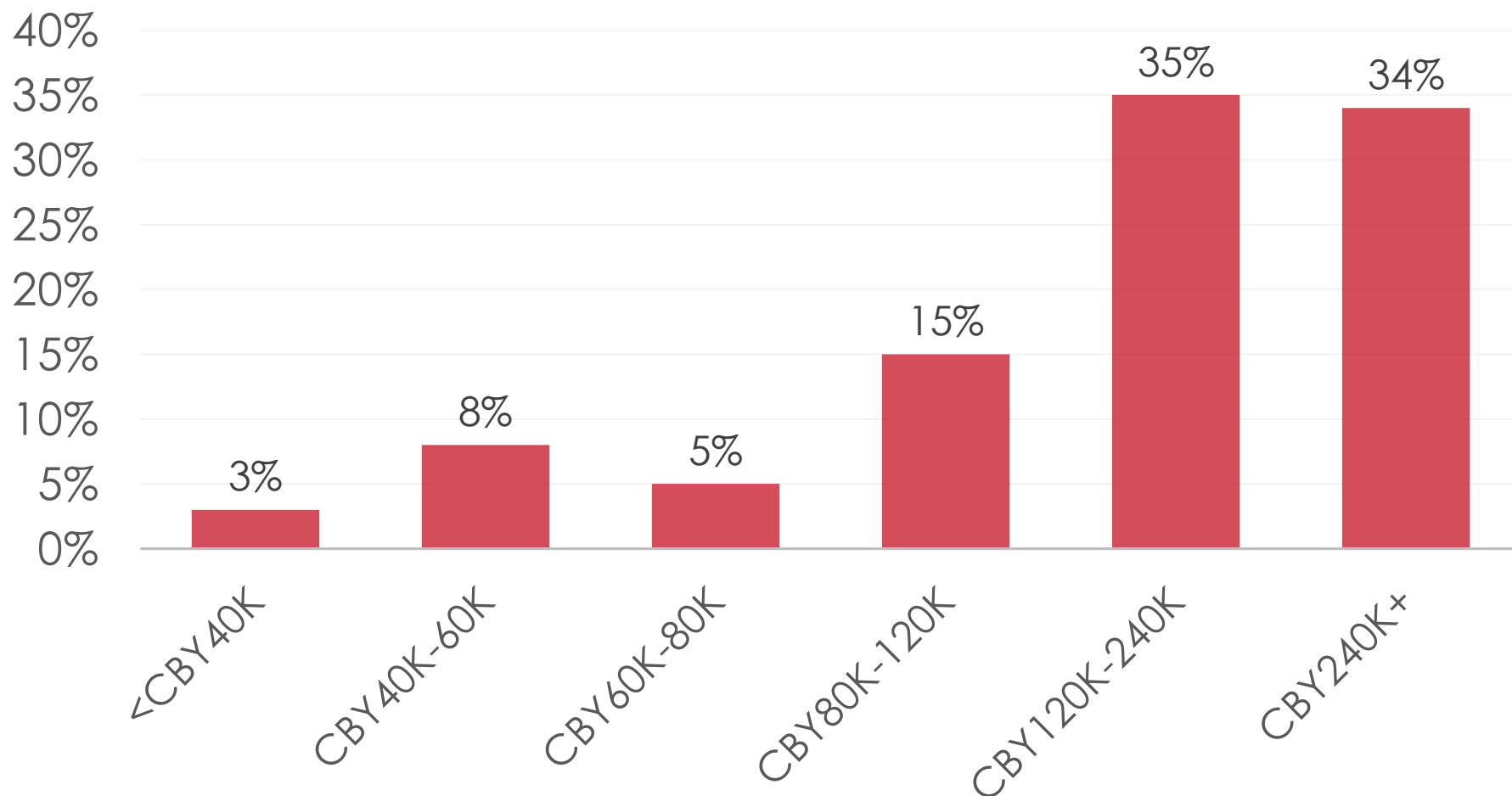
GVB EXIT SURVEY  
AGE

		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ ADV	EDUCATION/ TESTING
		-	-	-	-	-	-	-	-
SD	18-24	7%				3%	6%	4%	14%
	25-39	68%	63%	100%	50%	67%	69%	78%	72%
	40-49	14%	25%			15%	16%	8%	8%
	50-59	8%	13%		50%	9%	5%	9%	6%
	60+	4%				6%	3%	1%	
	Total	161	8	5	2	88	62	76	36
SD	Mean	35.37	37.87	26.20	48.50	37.02	34.60	34.33	31.75
	Median	33	37	26	49	34	33	32	30

Prepared by Anthology Research

# Annual Household Income

EXCHANGE RATE Yuan 6.61=\$1



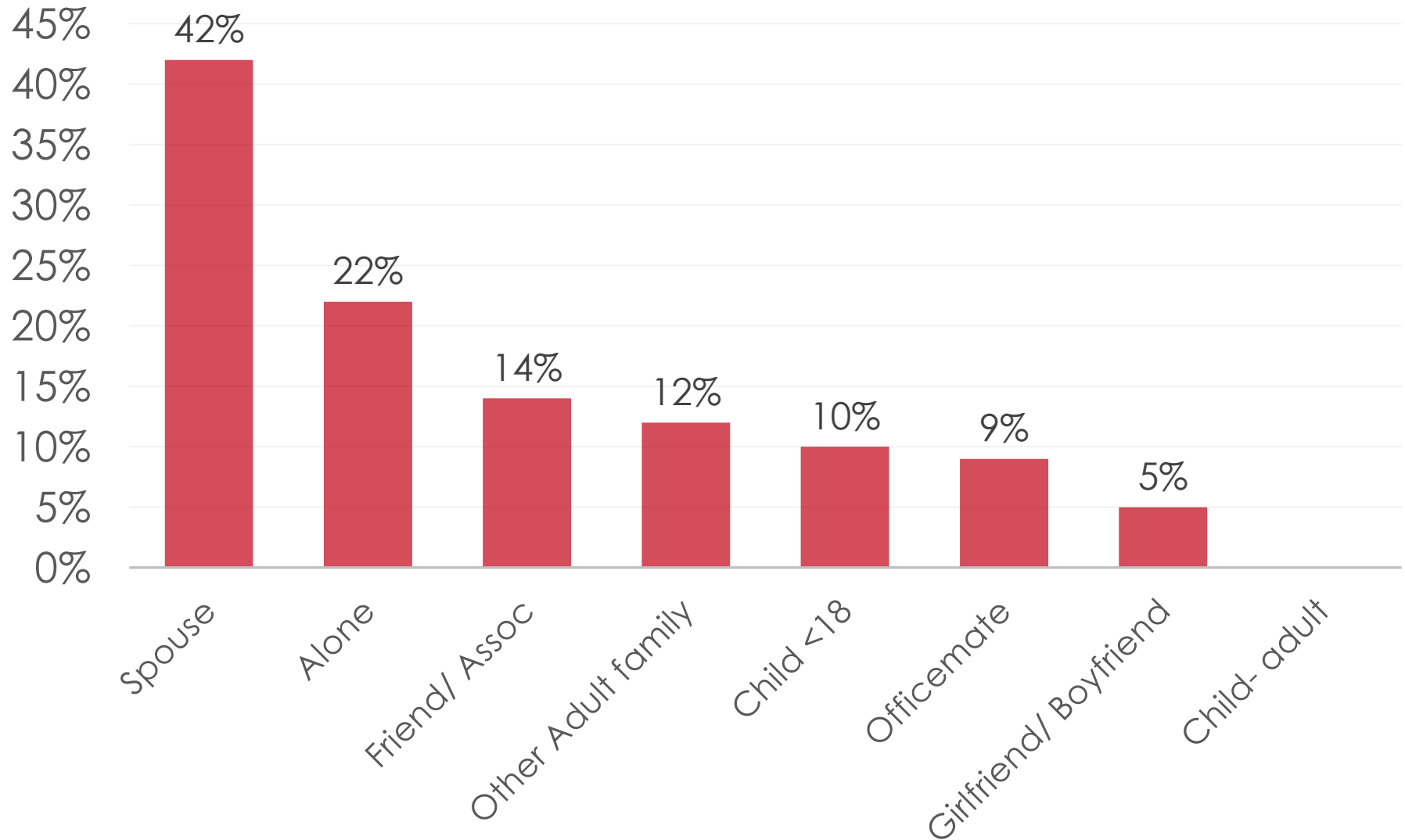
# Annual Household Income – Key Segments

**GVB EXIT SURVEY**  
**Q26 Household income:**

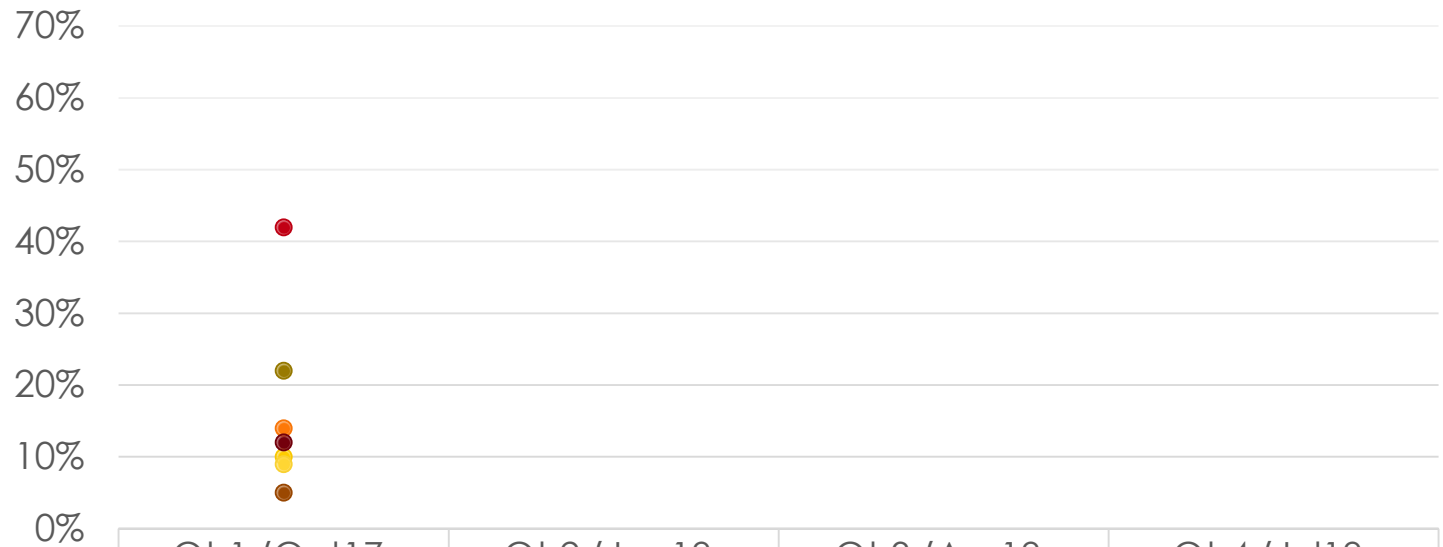
	TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ADV	EDUCATION/TESTING
	-	-	-	-	-	-	-	-
Q26 Up to CBY40K	3%				1%	3%	3%	3%
CBY40K-CBY60K	8%		20%		6%	10%	8%	6%
CBY60K-CBY80K	5%				7%	8%	1%	6%
CBY80K-CBY120K	15%	25%	20%		9%	15%	17%	3%
CBY120K-CBY240K	35%	25%	40%	50%	37%	42%	39%	28%
CBY240K+	34%	50%	20%	50%	40%	23%	32%	53%
No Income	1%							3%
Total	158	8	5	2	86	62	75	36

Prepared by Anthology Research

# Travel Party



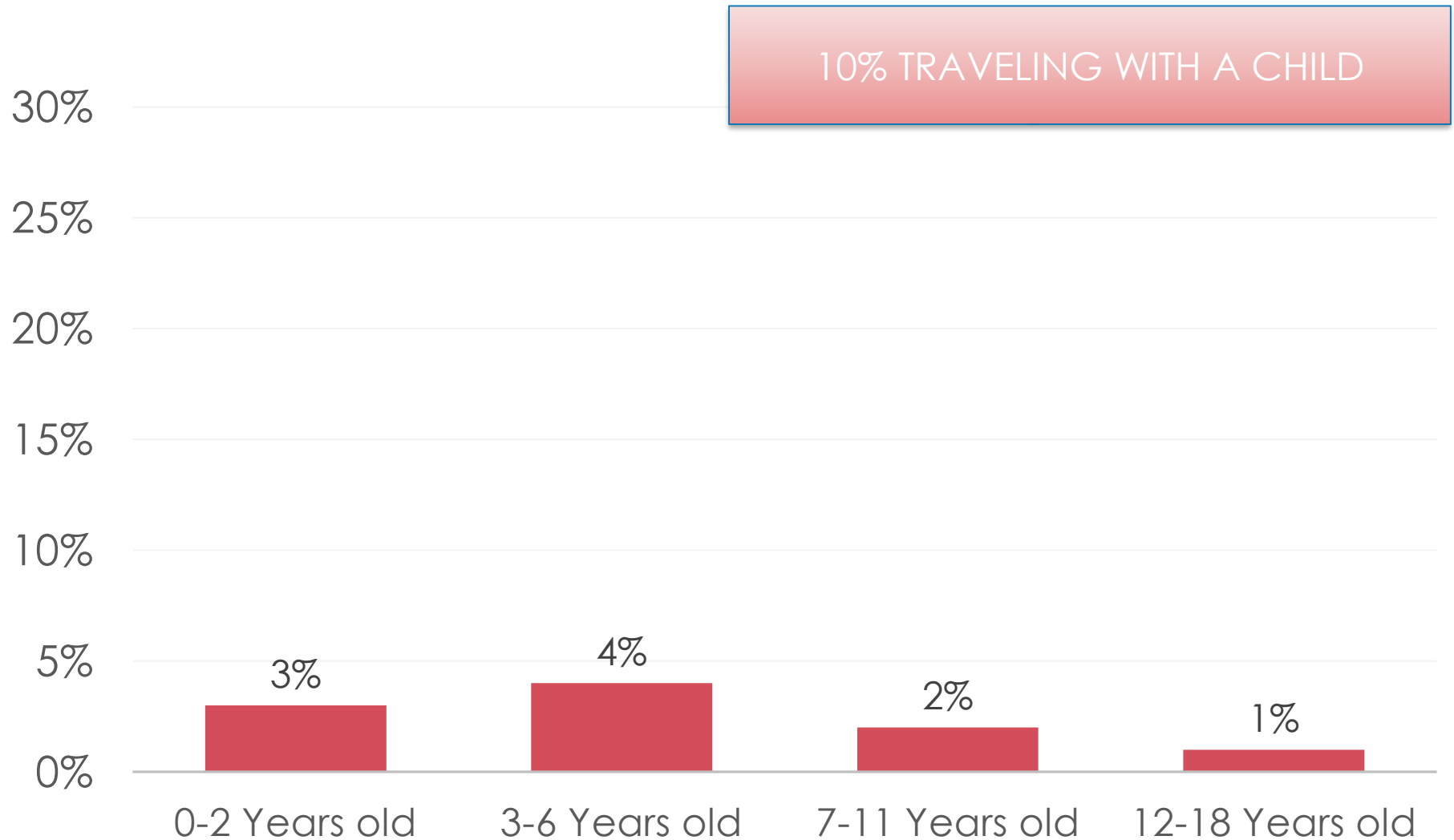
# Travel Party



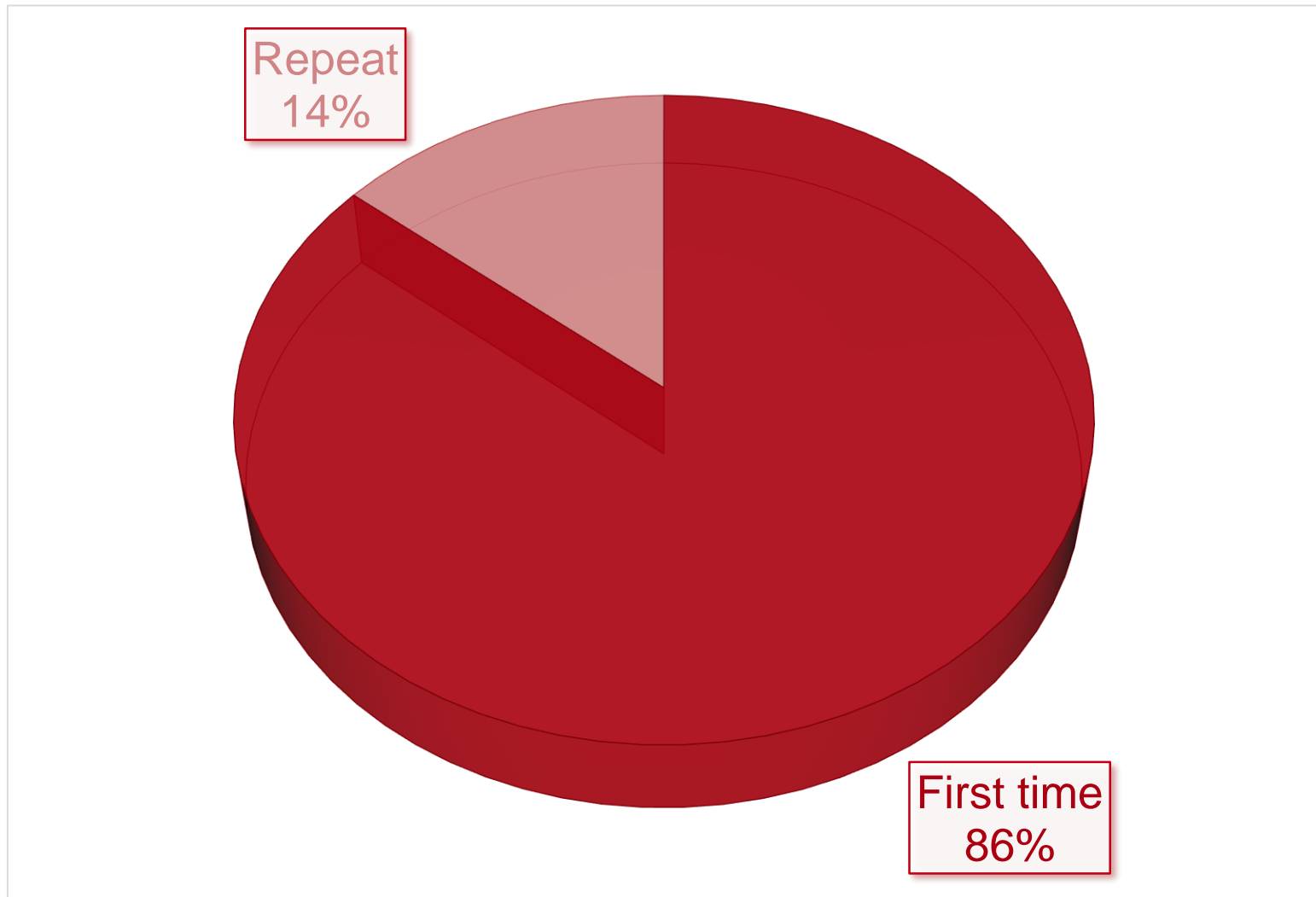
	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
Spouse	42%			
Child <18	10%			
Friend/ Assoc	14%			
Other Adult Family	12%			
Alone	22%			
Girlfriend/ Boyfriend	5%			
Child- Adult				
Office	9%			



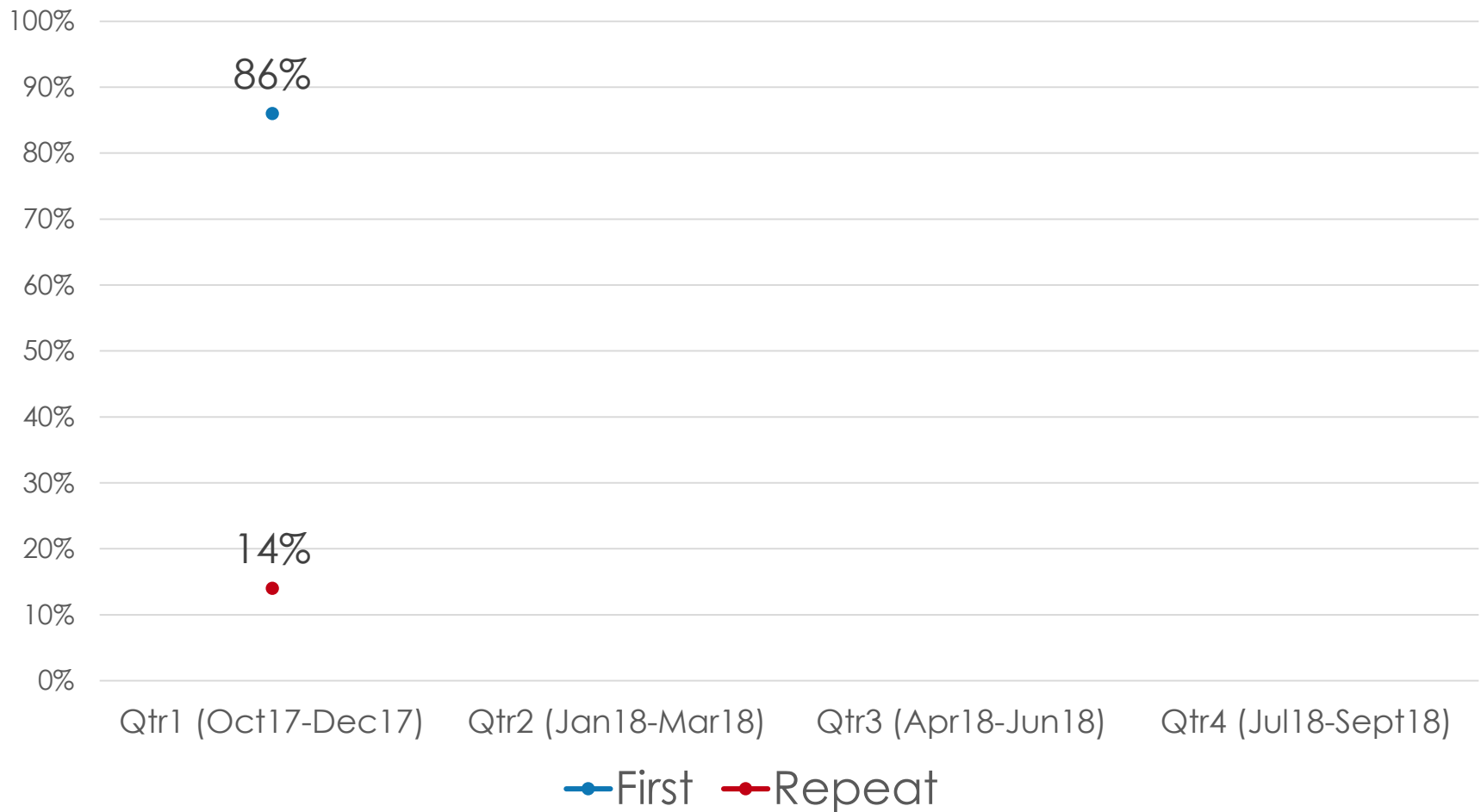
# Travel Party - Children



# Trips to Guam



# Trips to Guam – FY2018 Tracking



# Trips to Guam – Key Segments

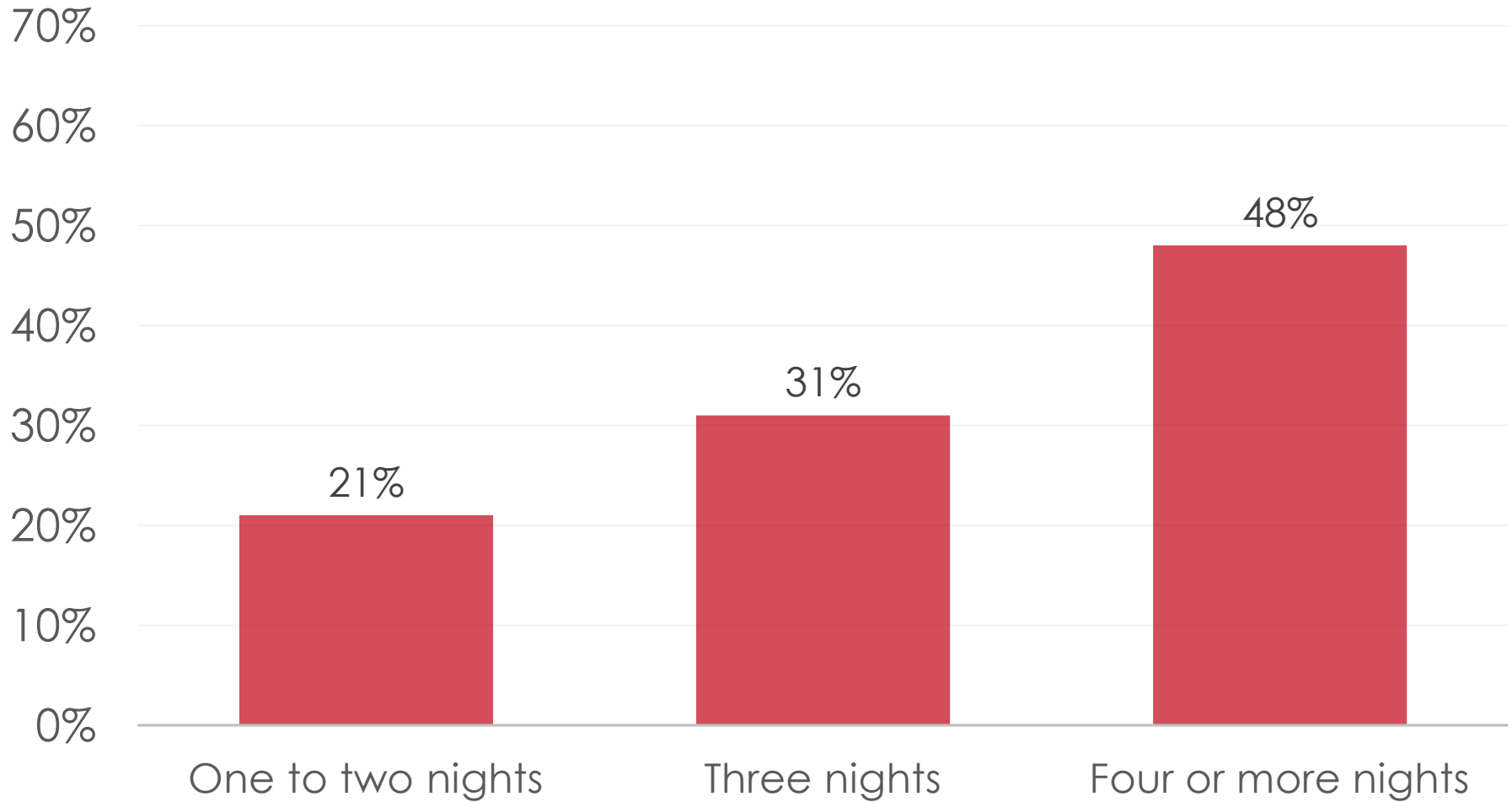
**GVG EXIT SURVEY**  
**Q3 Including this trip, how many times have you visited Guam?**

		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ ADV	EDUCATION/ TESTING
		-	-	-	-	-	-	-	-
Q3	1st Time	86%	100%	100%	100%	91%	84%	88%	75%
	Repeat	14%				9%	16%	12%	25%
	Total	161	8	5	2	88	62	76	36
Q3A	Mean	1.22	1.00	1.00	1.00	1.14	1.27	1.22	1.39
	Median	1	1	1	1	1	1	1	1

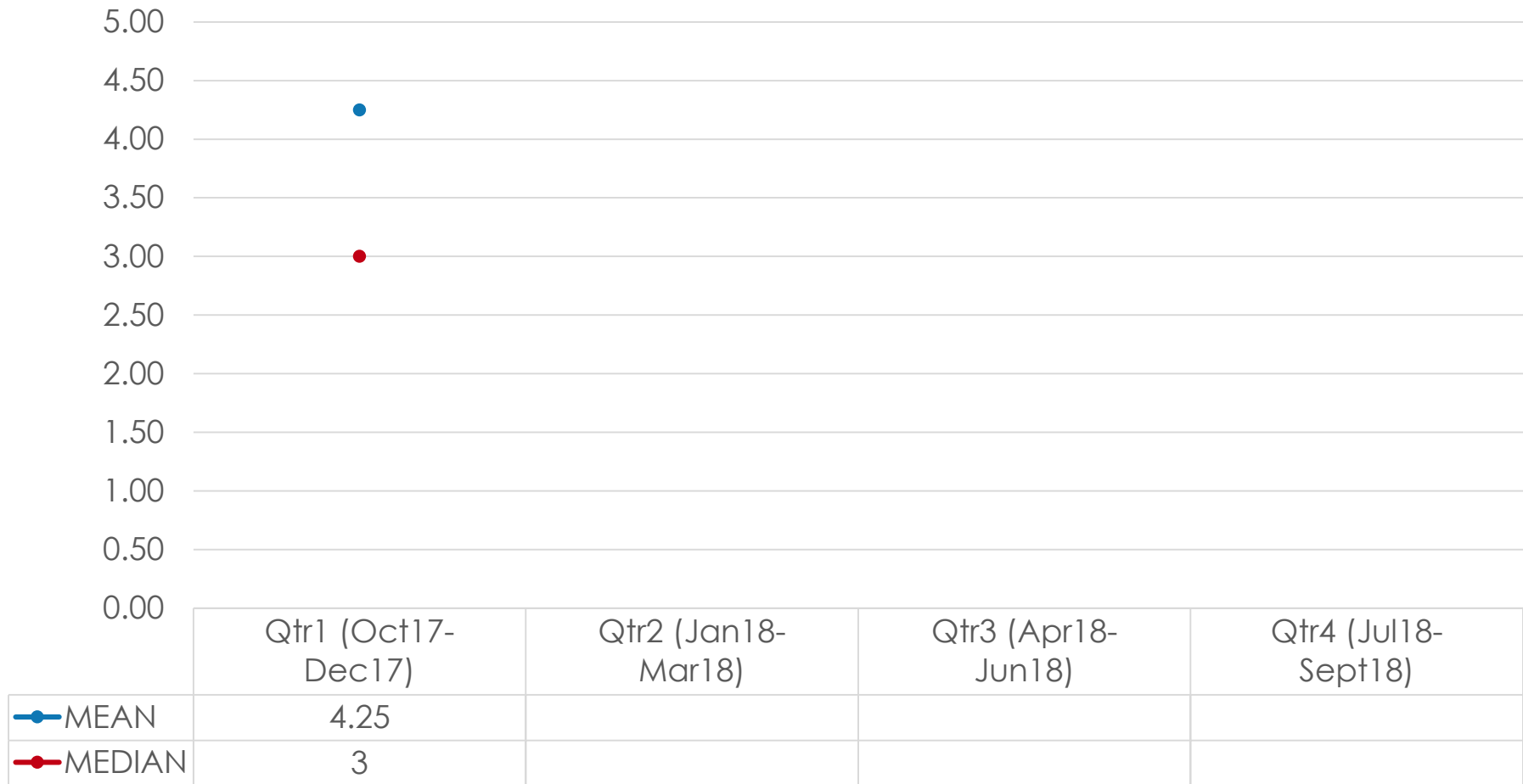
Prepared by Anthology Research

# Length of Stay

MEAN NUMBER OF NIGHTS = 4.25  
MEDIAN NUMBER OF NIGHTS = 3



# Length of Stay – FY2018 Tracking



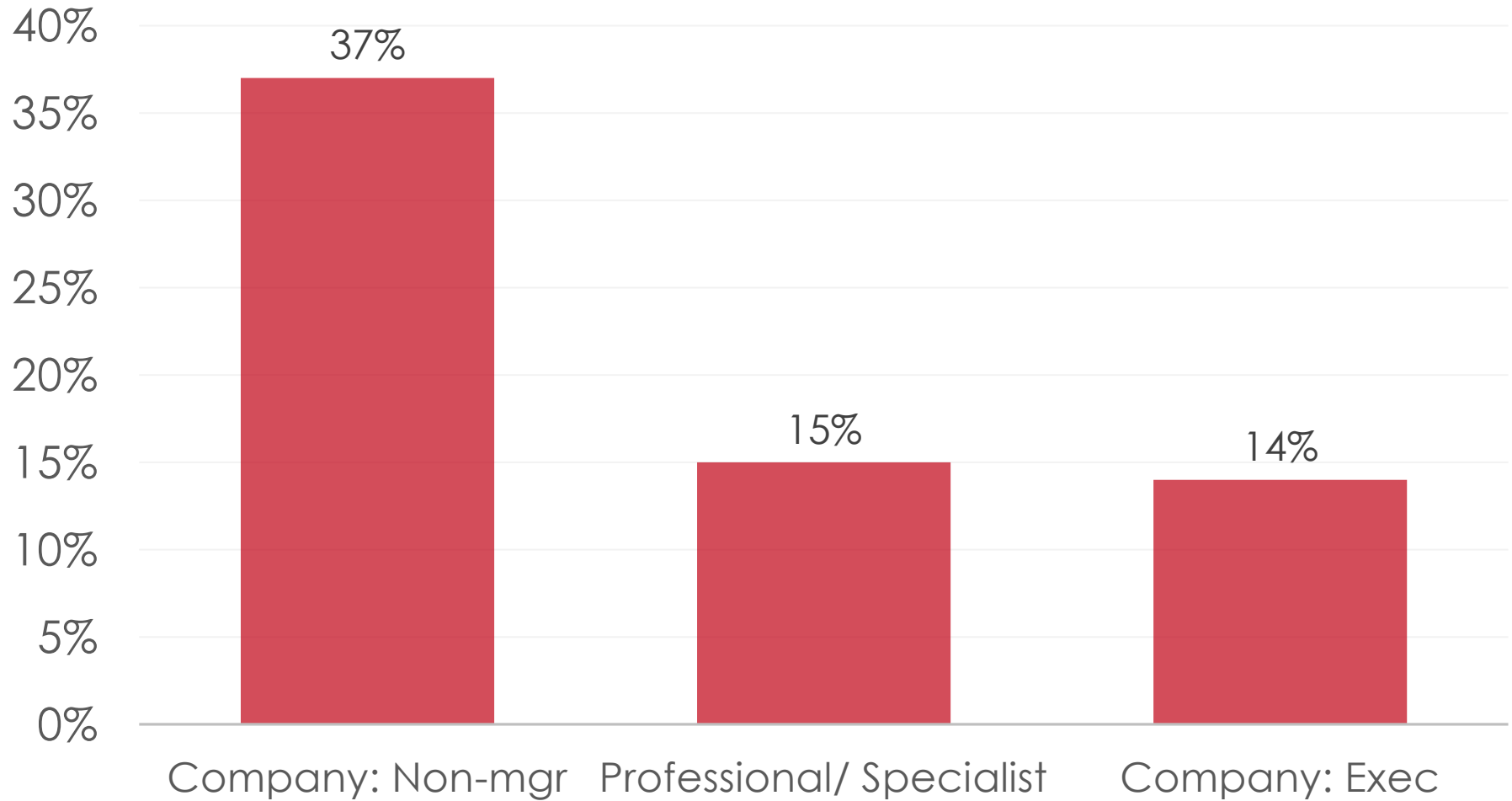
# Length of Stay – Key Segments

**GVB EXIT SURVEY**  
**SA How many nights did you stay on Guam?**

		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ADV	EDUCATION/TESTING
		-	-	-	-	-	-	-	-
SA	1-2	21%	13%		50%	22%	27%	16%	19%
	3	31%	50%	20%		20%	27%	26%	36%
	4+	48%	38%	80%	50%	58%	45%	58%	44%
	Total	161	8	5	2	88	62	76	36
SA	Mean	4.25	4.25	5.60	3.50	4.55	4.21	4.70	4.22
	Median	3	3	6	4	5	3	4	3

Prepared by Anthology Research

# Occupation – Top Responses (10%+)

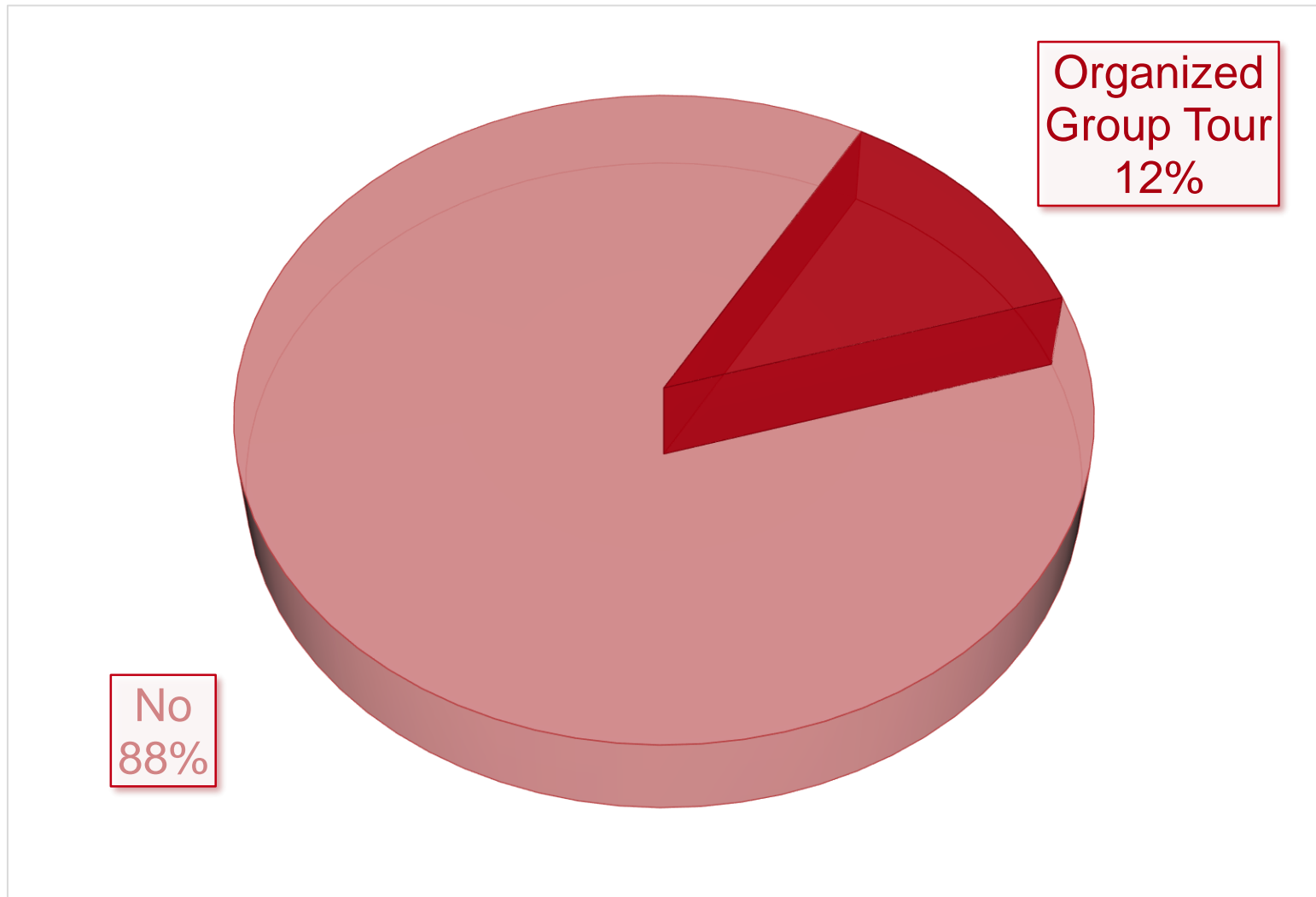




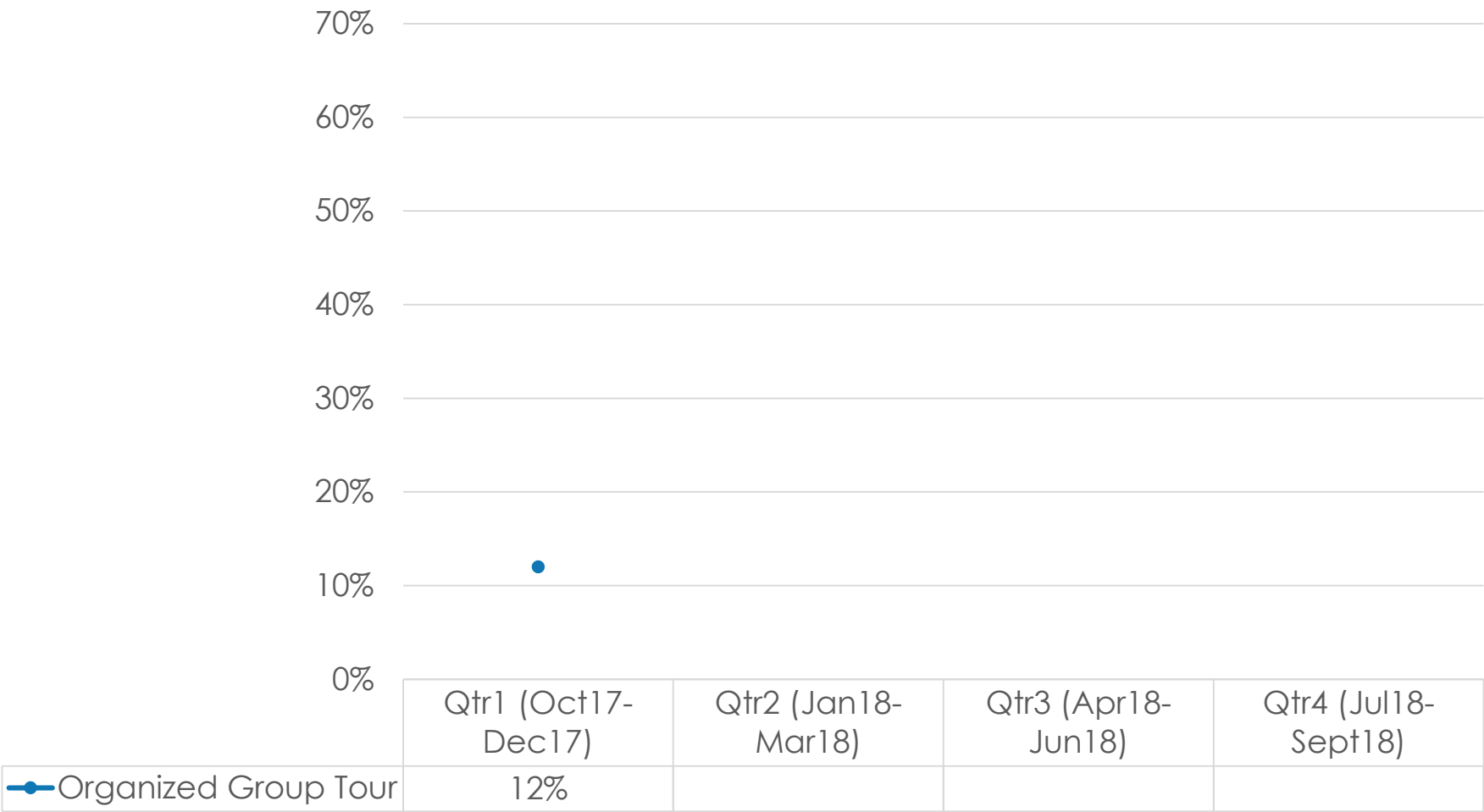
# SECTION 2

# TRAVEL PLANNING

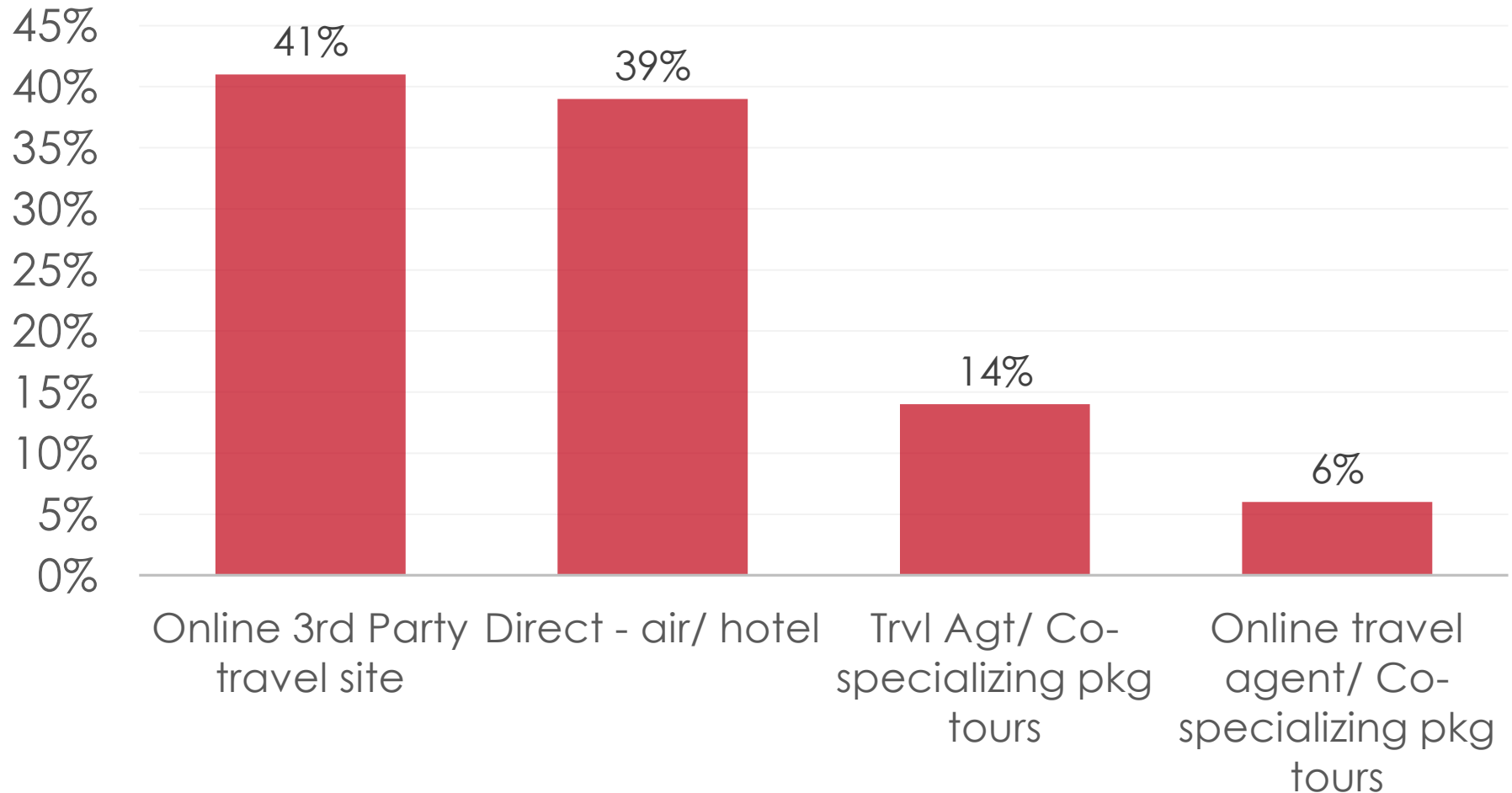
# Organized Group Tour



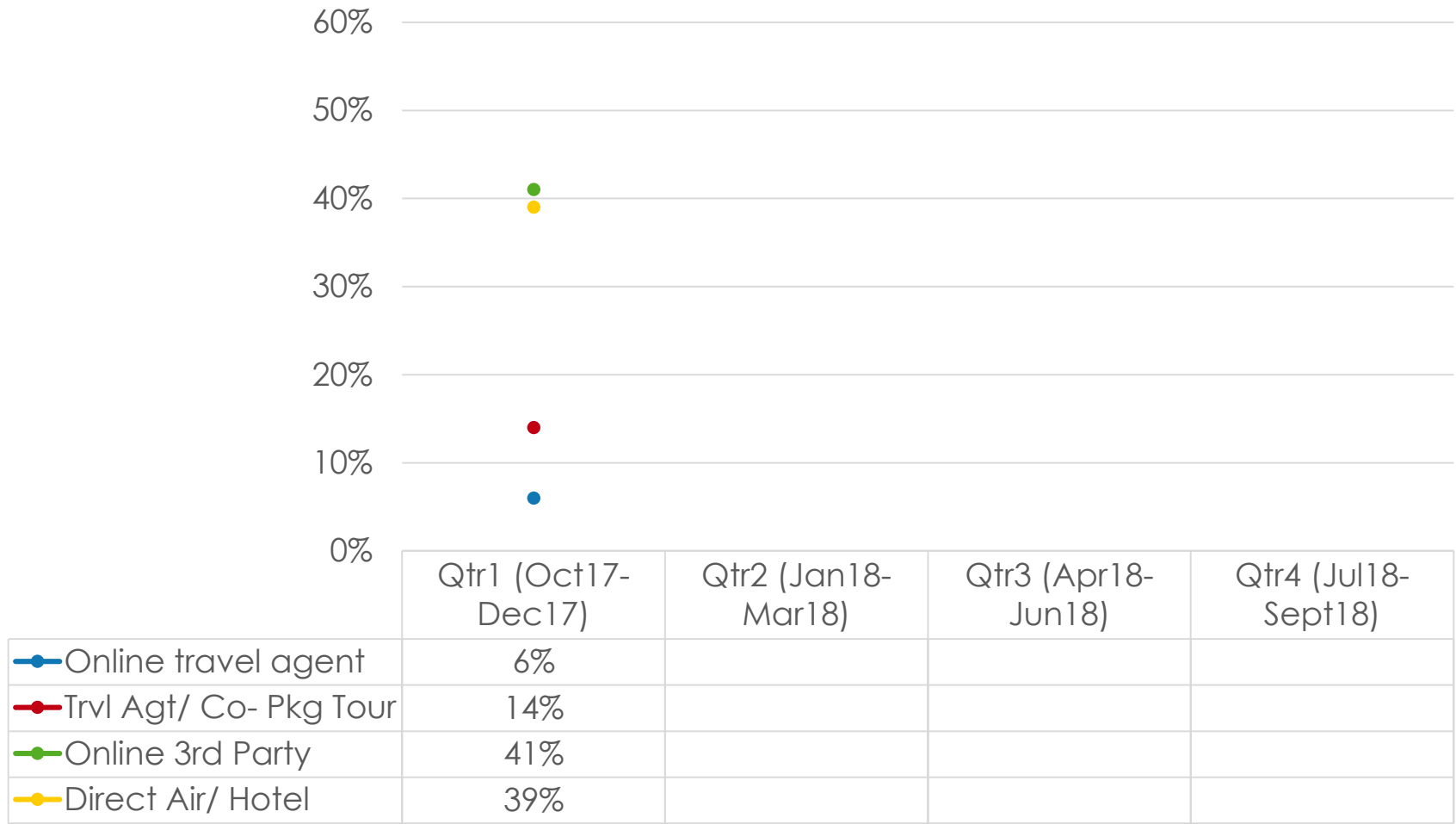
# Organized Group Tour– Tracking



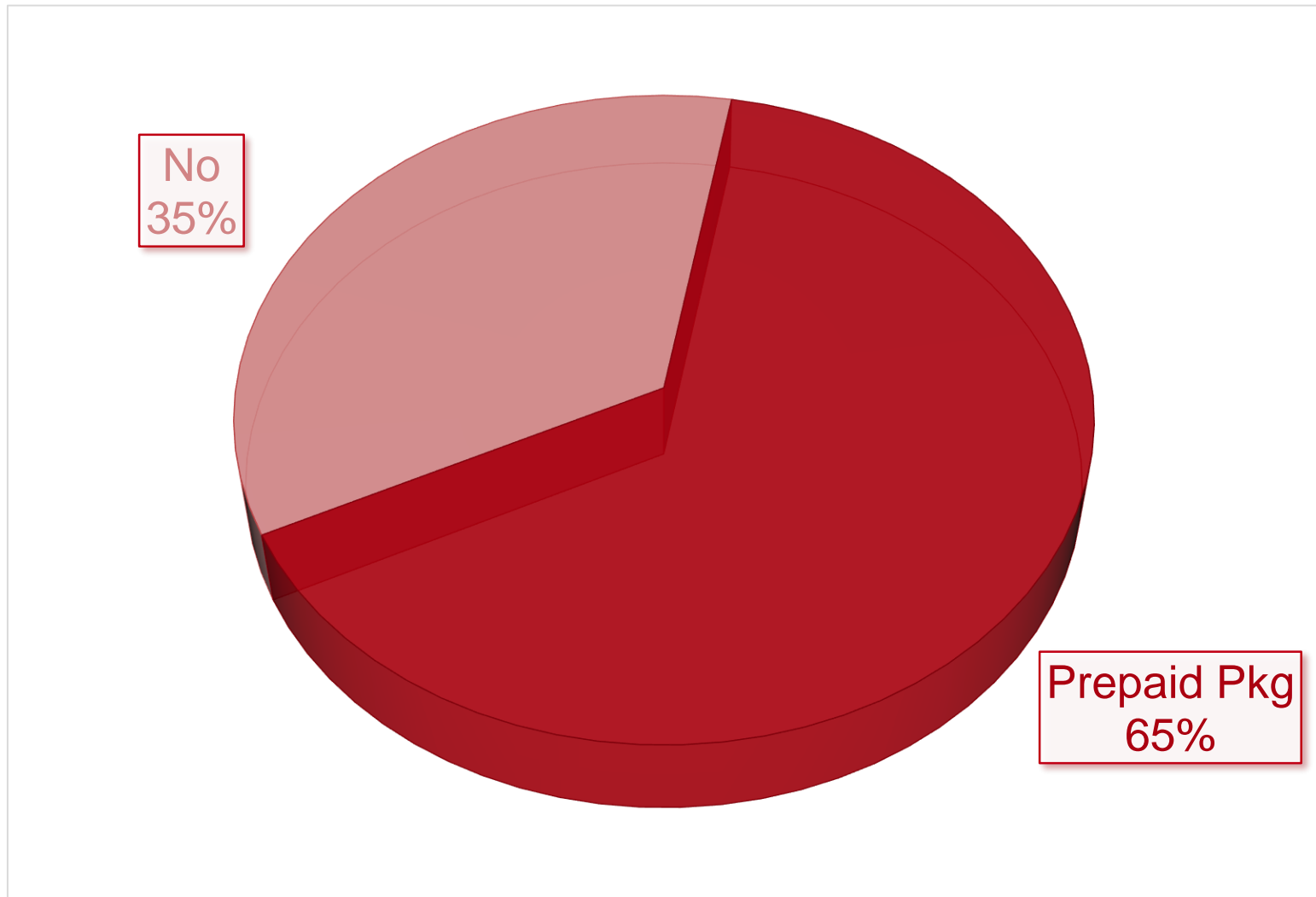
# Travel Arrangements- Sources



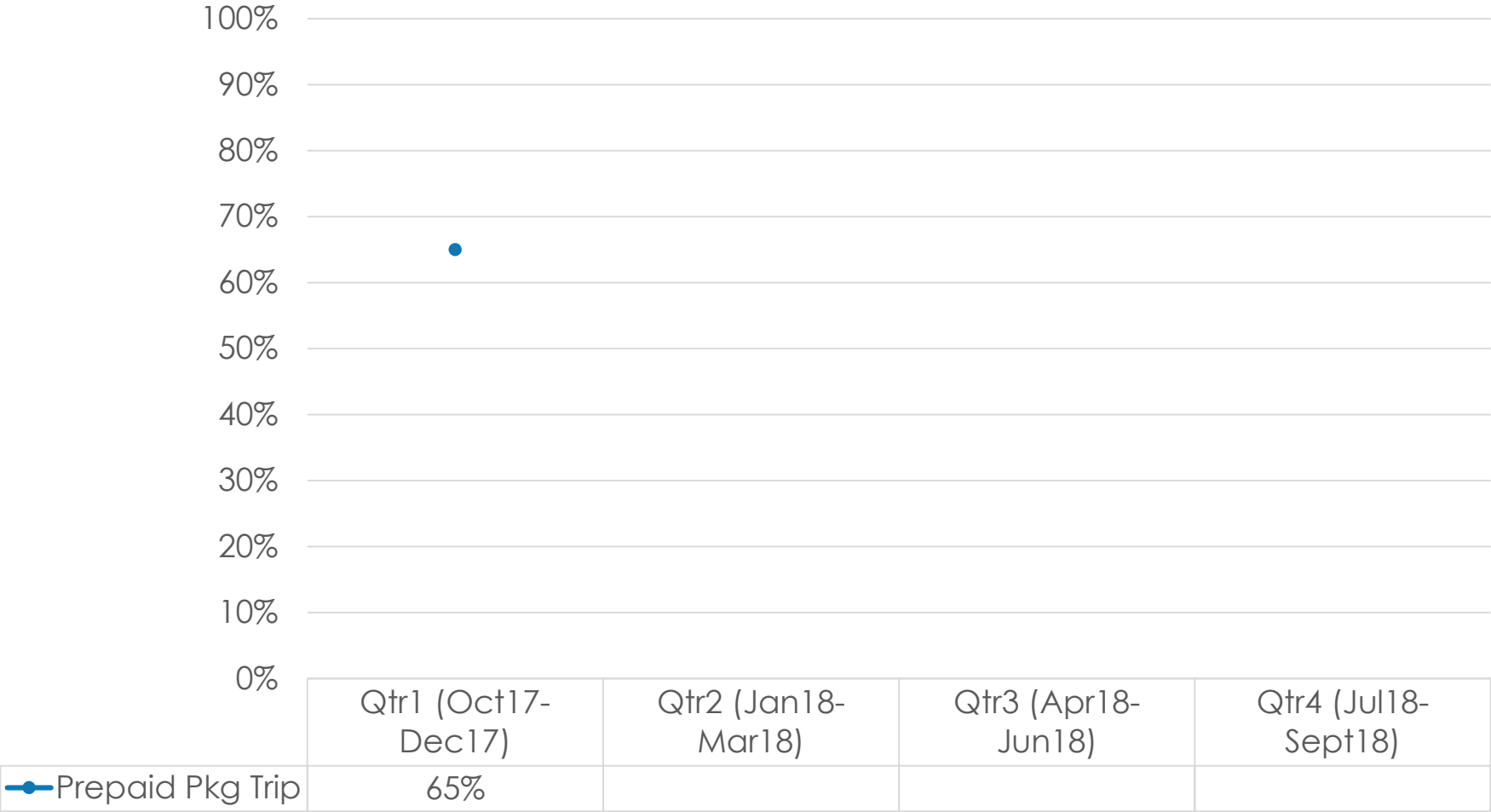
# Travel Arrangements- Sources



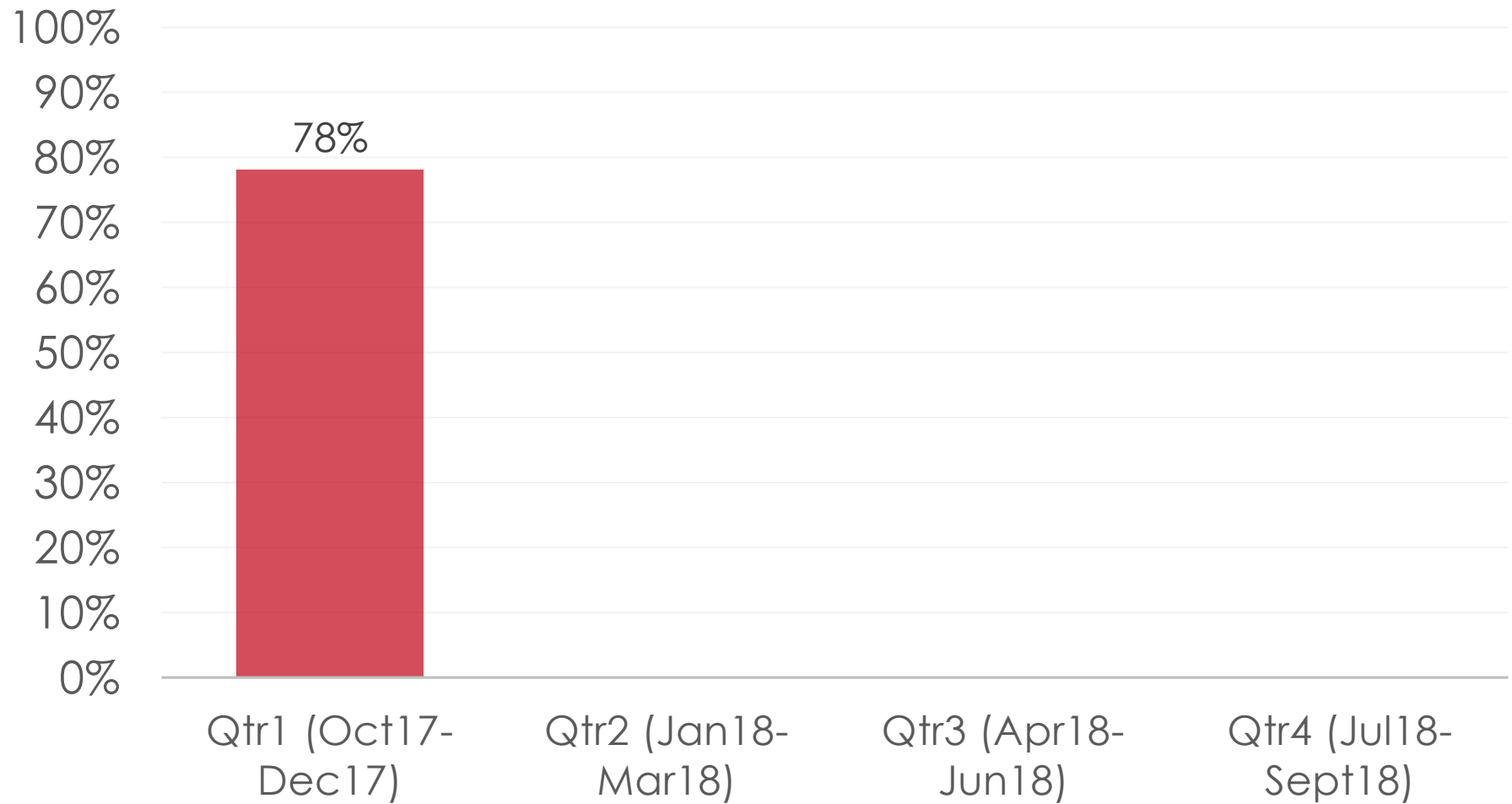
# Prepaid Pkg Trip



# Prepaid Pkg Trip

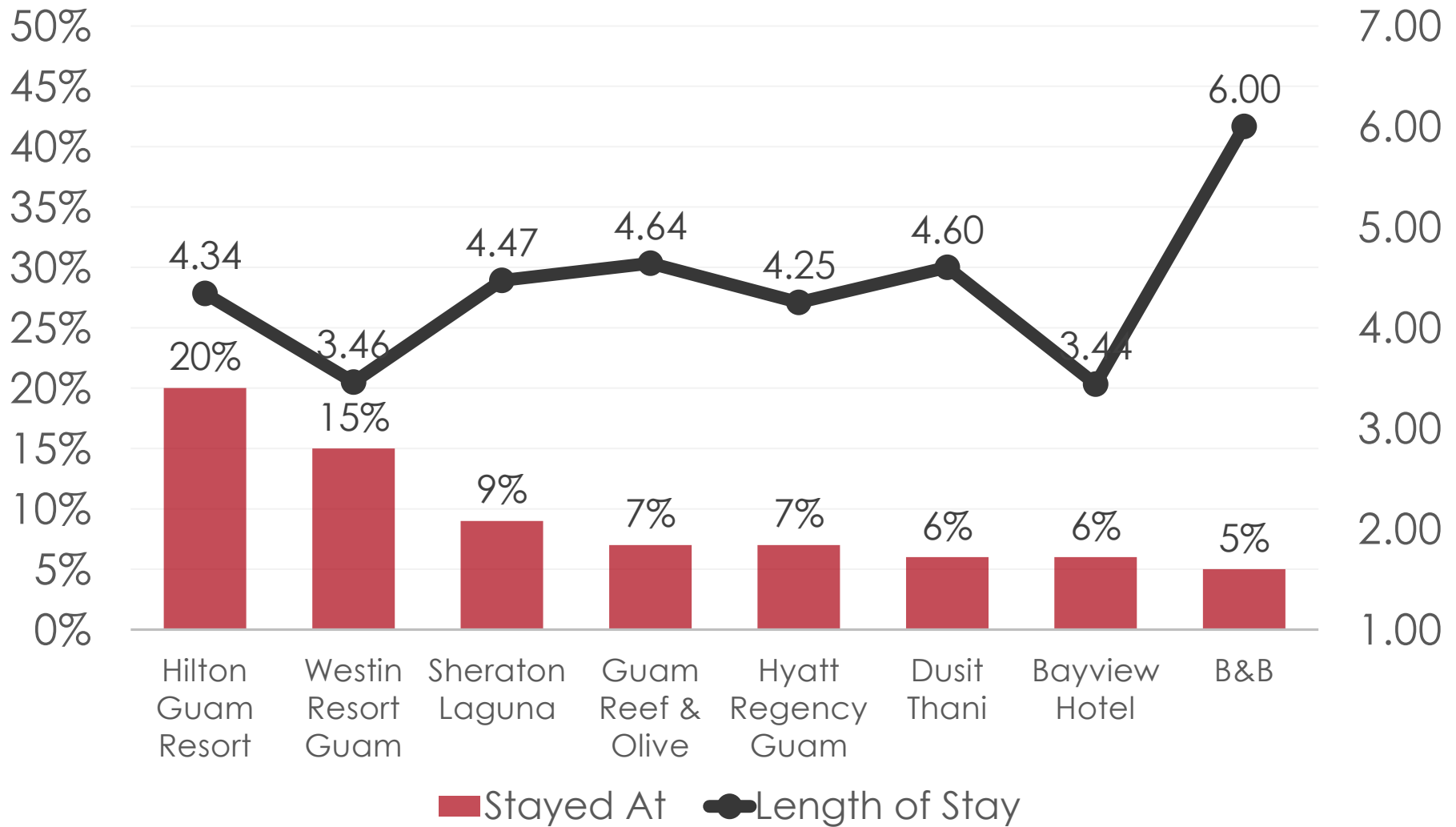


# Already had US Visa Prior to Deciding to travel to Guam

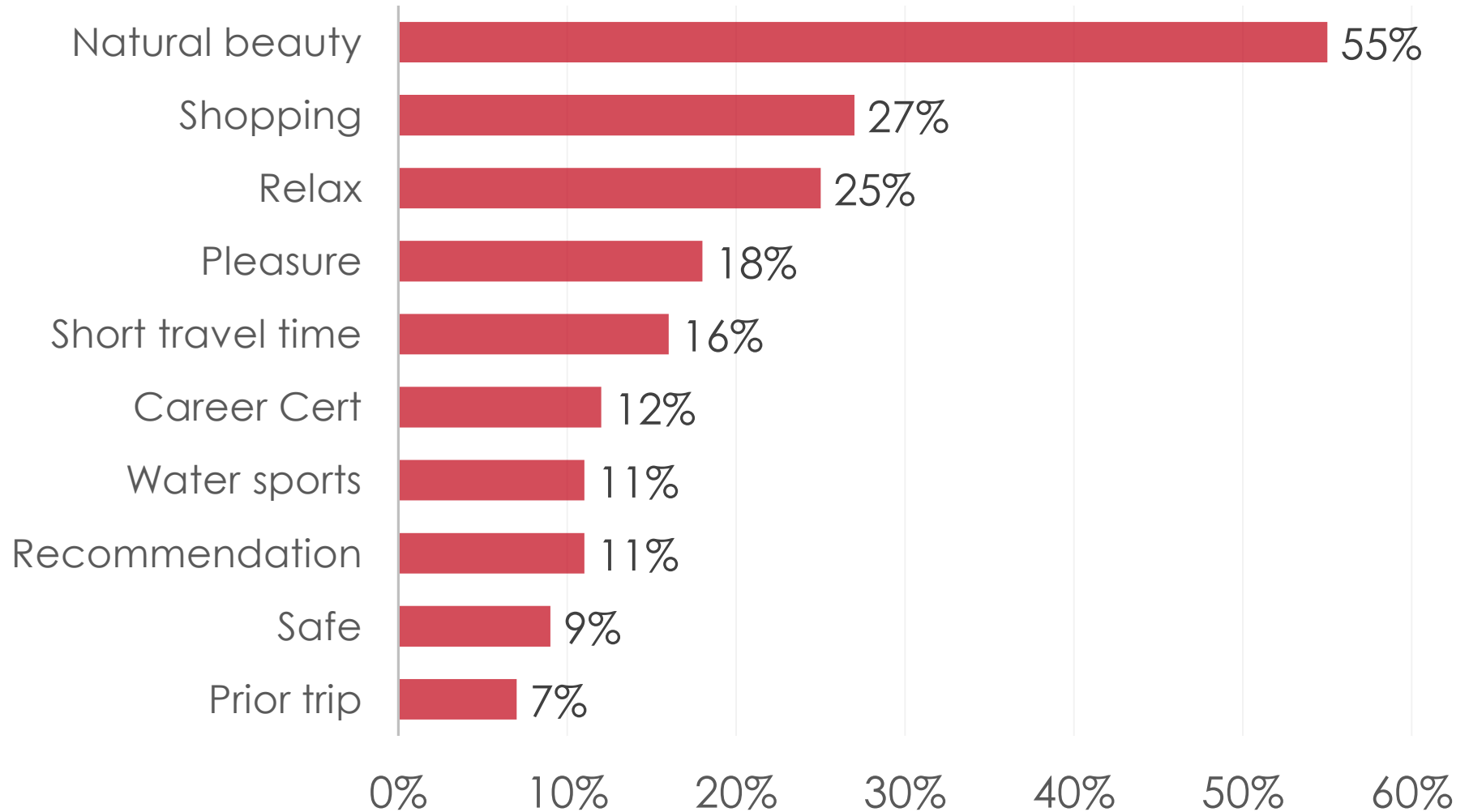




# Accommodations (Top Responses)



# Travel Motivation (Top Responses)



# Travel Motivation – Key Segments

## GVB EXIT SURVEY

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

	TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ ADV	EDUCATION/ TESTING
	-	-	-	-	-	-	-	-
Q5A Beautiful seas, beaches, tropical climate	55%	25%	80%	50%	68%	50%	62%	44%
Shopping	27%	13%	60%		33%	21%	36%	31%
Just to relax	25%	25%			25%	34%	29%	25%
Pleasure/ vacation	18%	13%			23%	13%	22%	14%
Short travel time (not too far from home)	16%		20%		20%	16%	7%	14%
Career certification/ testing	12%	13%			7%	11%	3%	56%
Recommendation of friend/ relative/ travel agency	11%				10%	11%	7%	6%
Water sports (snorkeling, windsurfing, parasailing)	11%	13%	20%	50%	14%	5%	24%	11%
It is a safe place to spend a vacation	9%	13%			10%	6%	5%	8%
A previous visit	7%				3%	11%	8%	14%
Company/ business trip	7%	13%			5%	10%	8%	3%
Price of the tour package	5%				6%	5%	7%	3%
Scuba diving	5%				8%	10%	11%	3%
Incentive trip	5%	100%			3%		5%	6%
To visit friends or relatives	3%					3%		3%
Honeymoon	3%		100%		6%	3%	5%	3%
No Visa required	3%				5%	3%	1%	
My company sponsored me	2%	13%					4%	
To Get Married/ attend Wedding	1%			100%	1%		1%	
Adventure	1%						3%	3%
To golf	1%							
Government or military	1%				1%	2%		
School trip	1%					2%		
Total	161	8	5	2	88	62	76	36

# SECTION 3

# EXPENDITURES

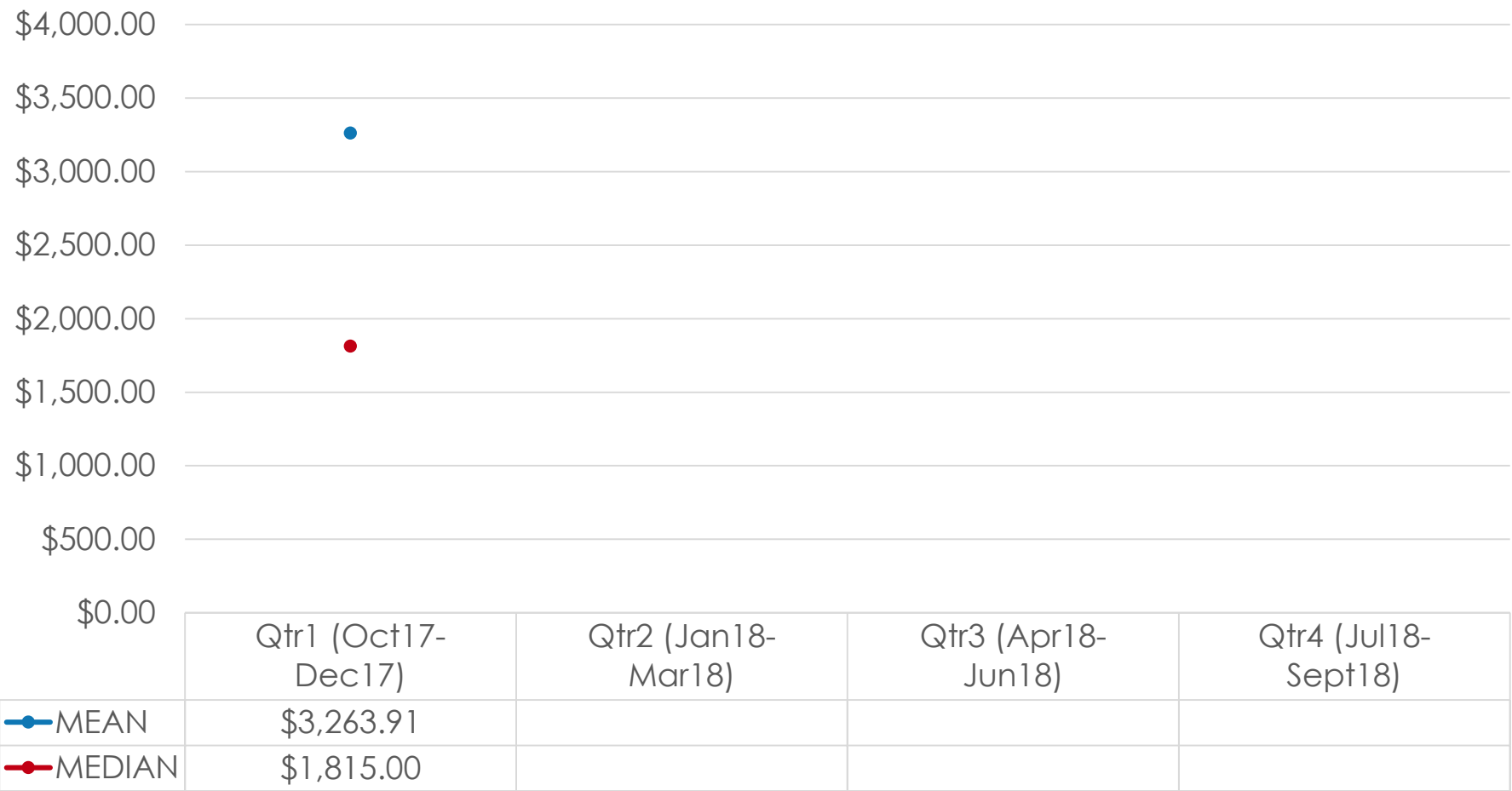
# Prepaid Expenditures

EXCHANGE RATE Yuan 6.61=\$1

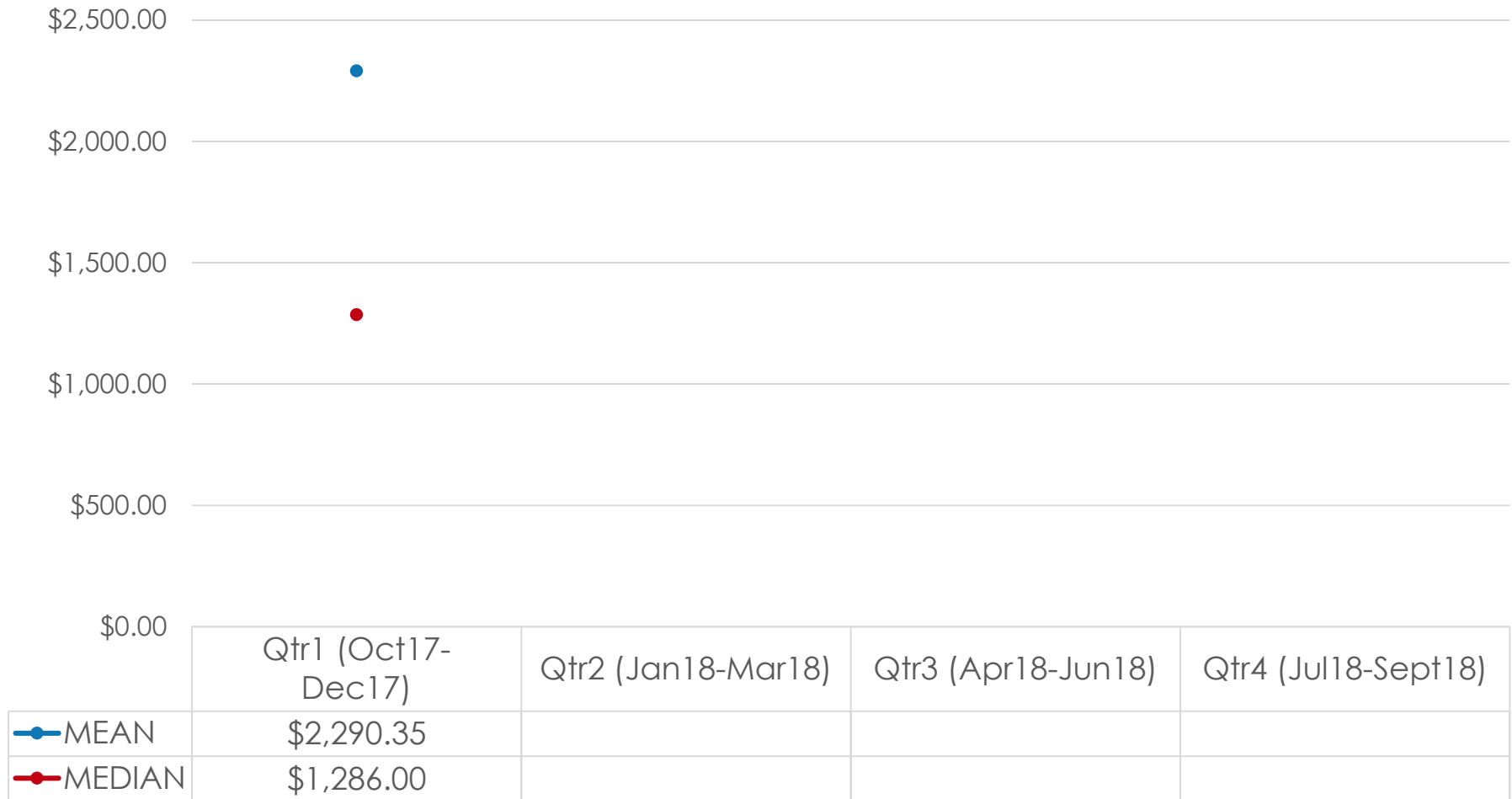
- \$3,263.91 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$2,290.35 = overall mean average per person prepaid expenditures

# Prepaid Entire Travel Party – FY2018

## Tracking



# Prepaid Per Person– FY2018 Tracking



# Prepaid Per Person– Key Segments

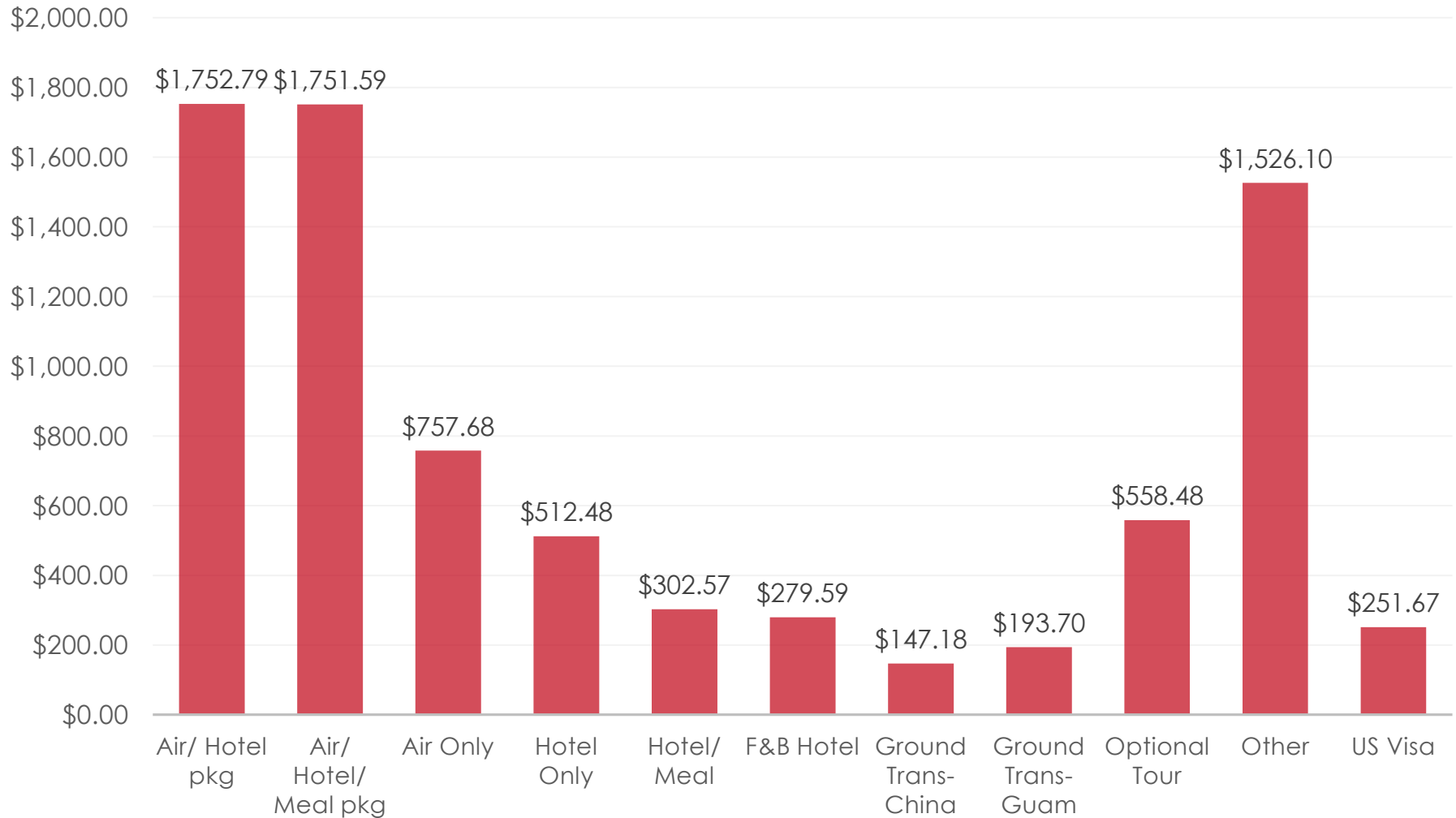
**GVB EXIT SURVEY  
Q10A PREPAID - PER PERSON:**

		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ADV	EDUCATION/TESTING
		-	-	-	-	-	-	-	-
PREPAID PP	Mean	\$2,290.35	\$1,642.24	\$2,299.55	\$2,367.62	\$1,515.25	\$2,243.45	\$1,997.21	\$1,796.11
	Median	\$1,286	\$1,490	\$2,194	\$2,368	\$1,135	\$1,034	\$1,551	\$1,293

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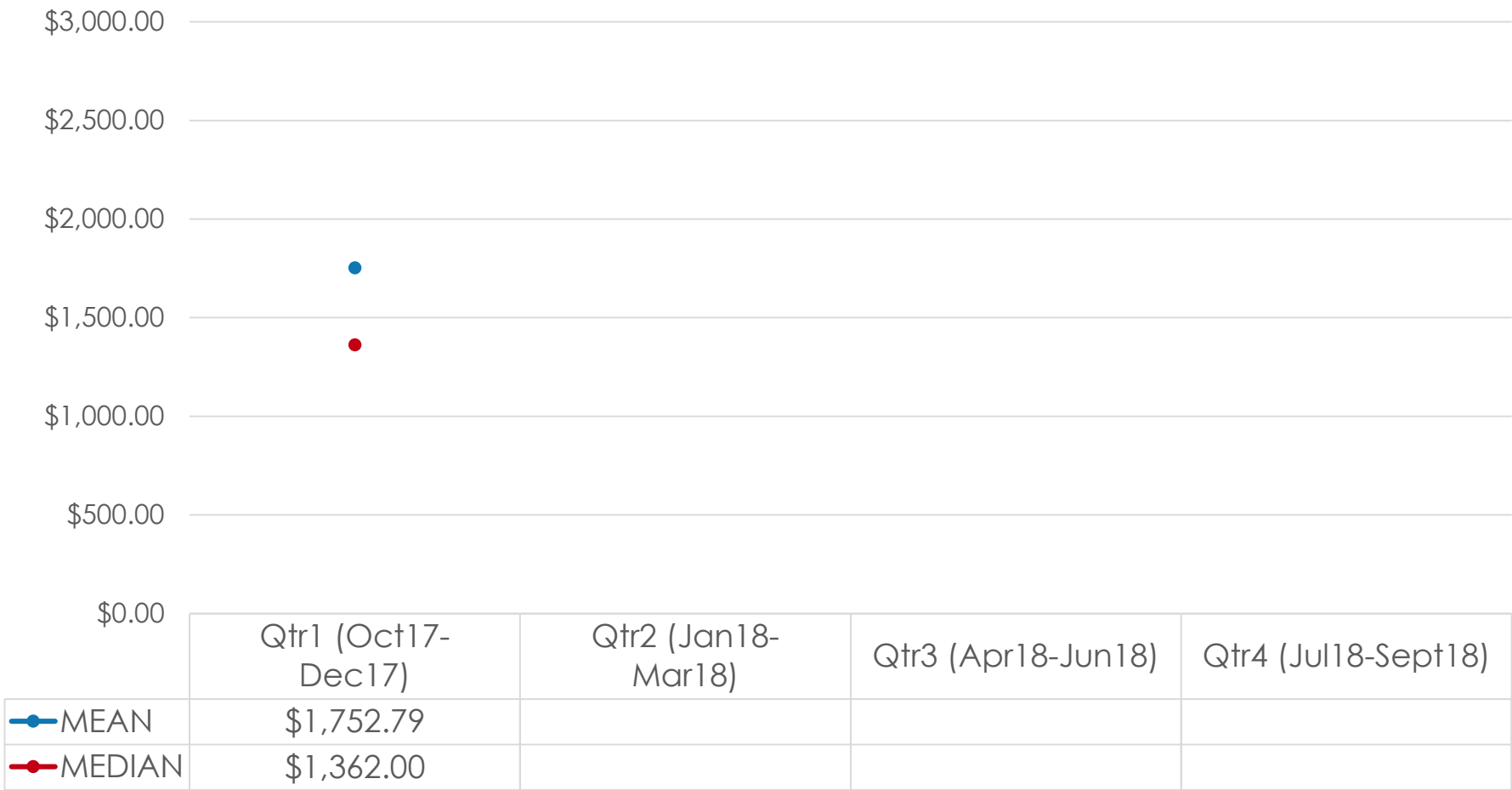


# Prepaid Expenses by Category – MEAN Entire Travel Party



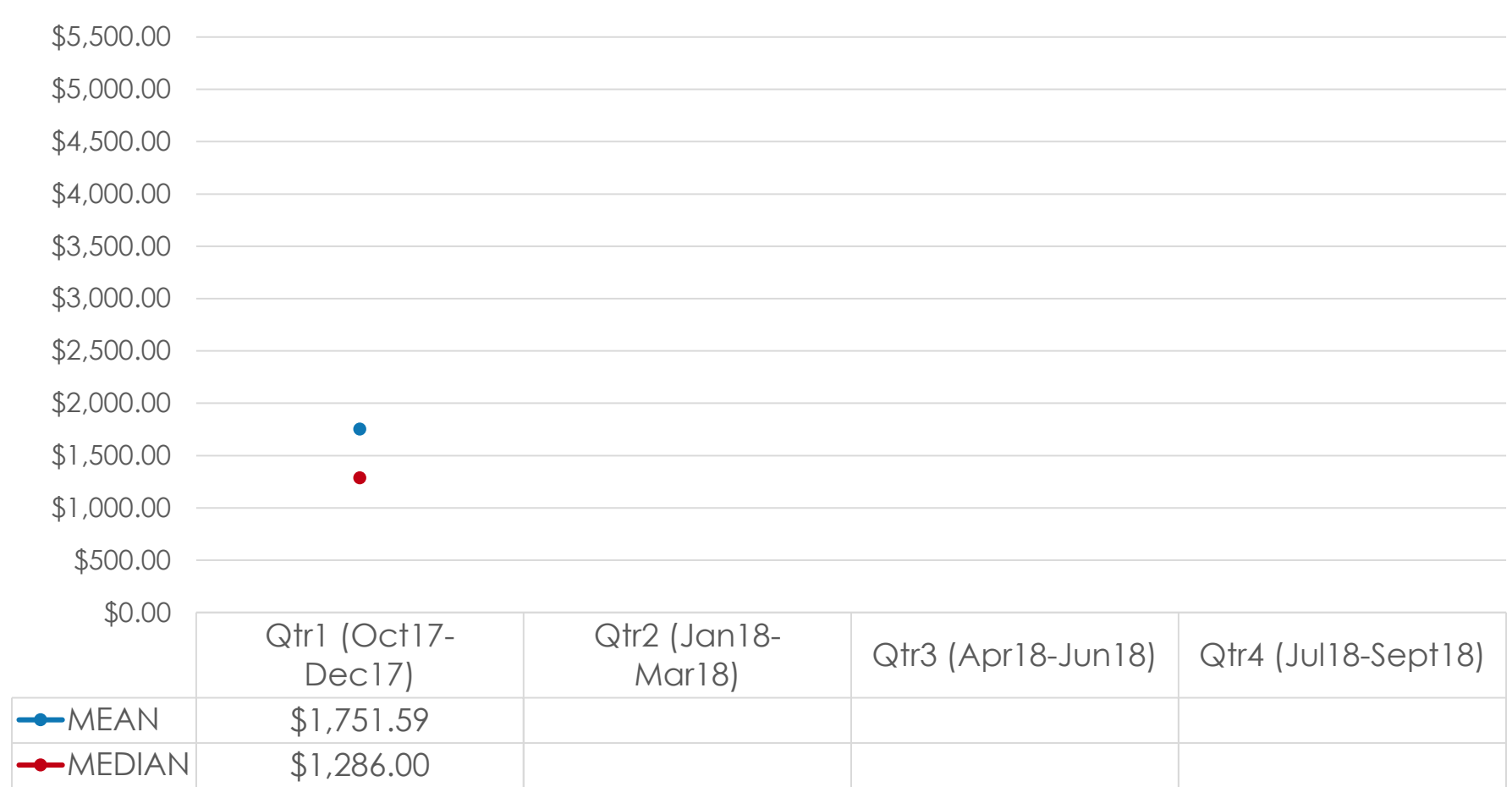
# Prepaid– FY2018 Tracking

## Airfare & Accommodation Packages



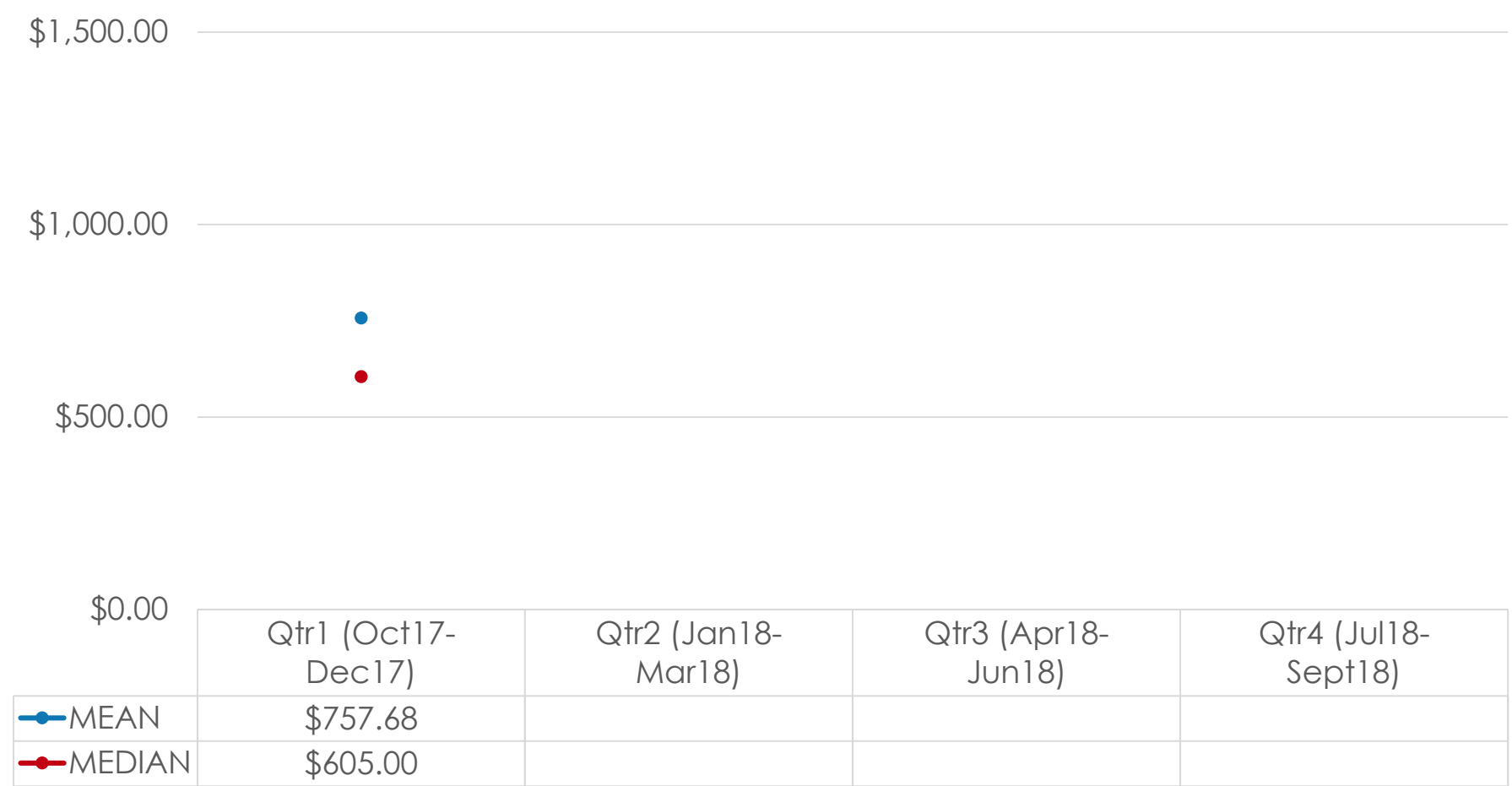
# Prepaid– FY2018 Tracking

## Airfare & Accommodation W/ Meal Packages



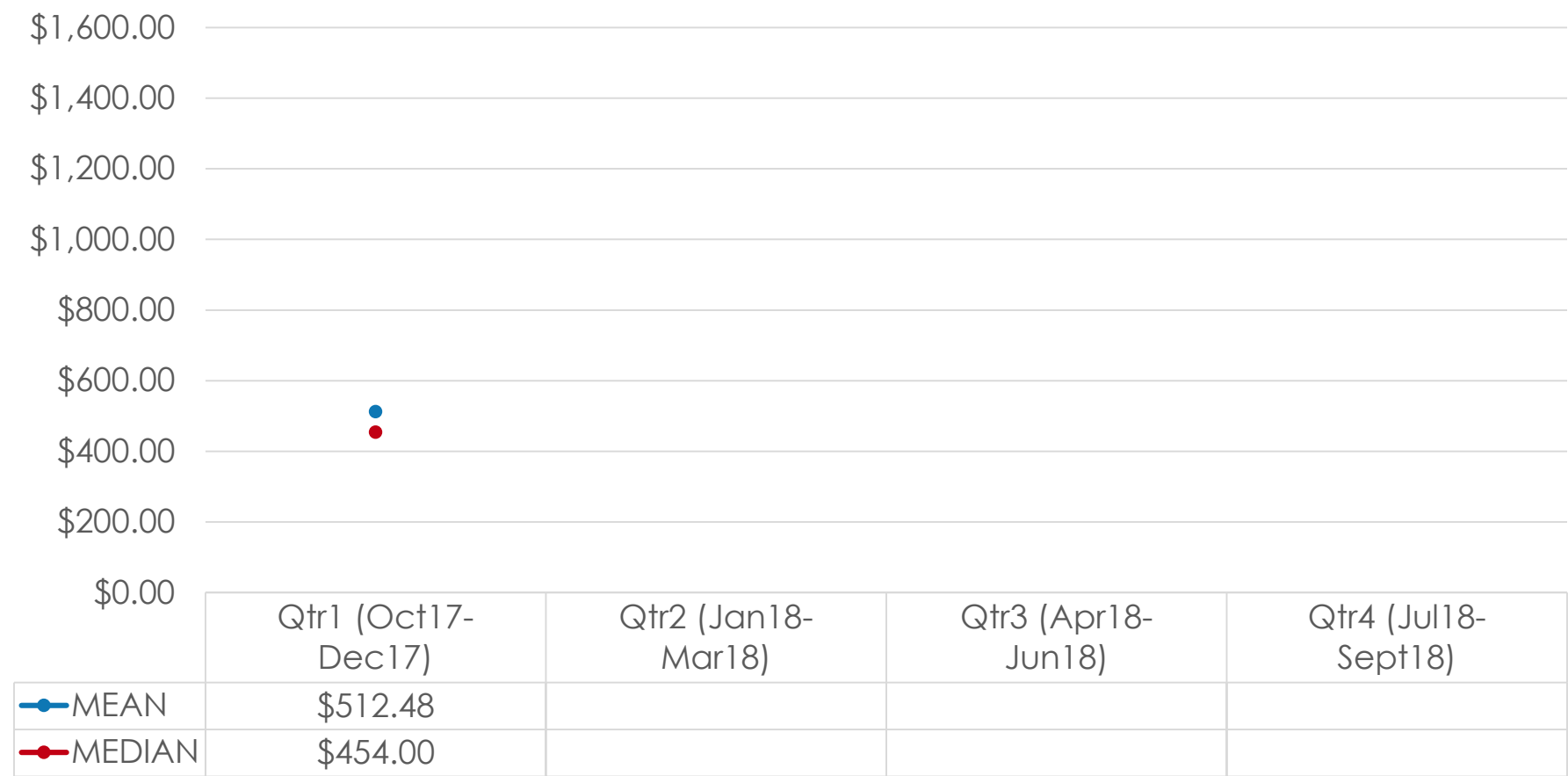
# Prepaid– FY2018 Tracking

## Airfare Only



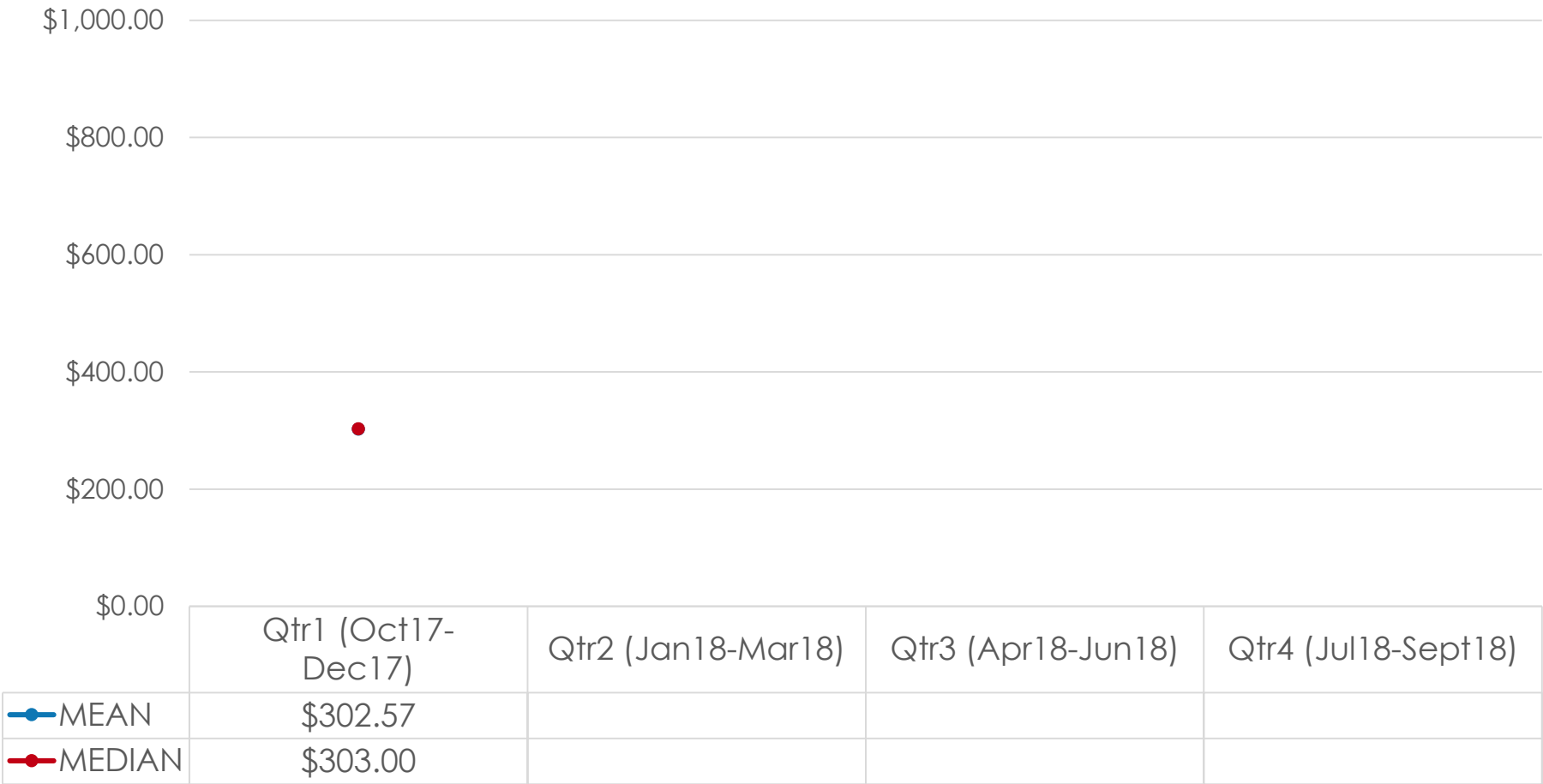
# Prepaid– FY2018 Tracking

## Accommodations Only



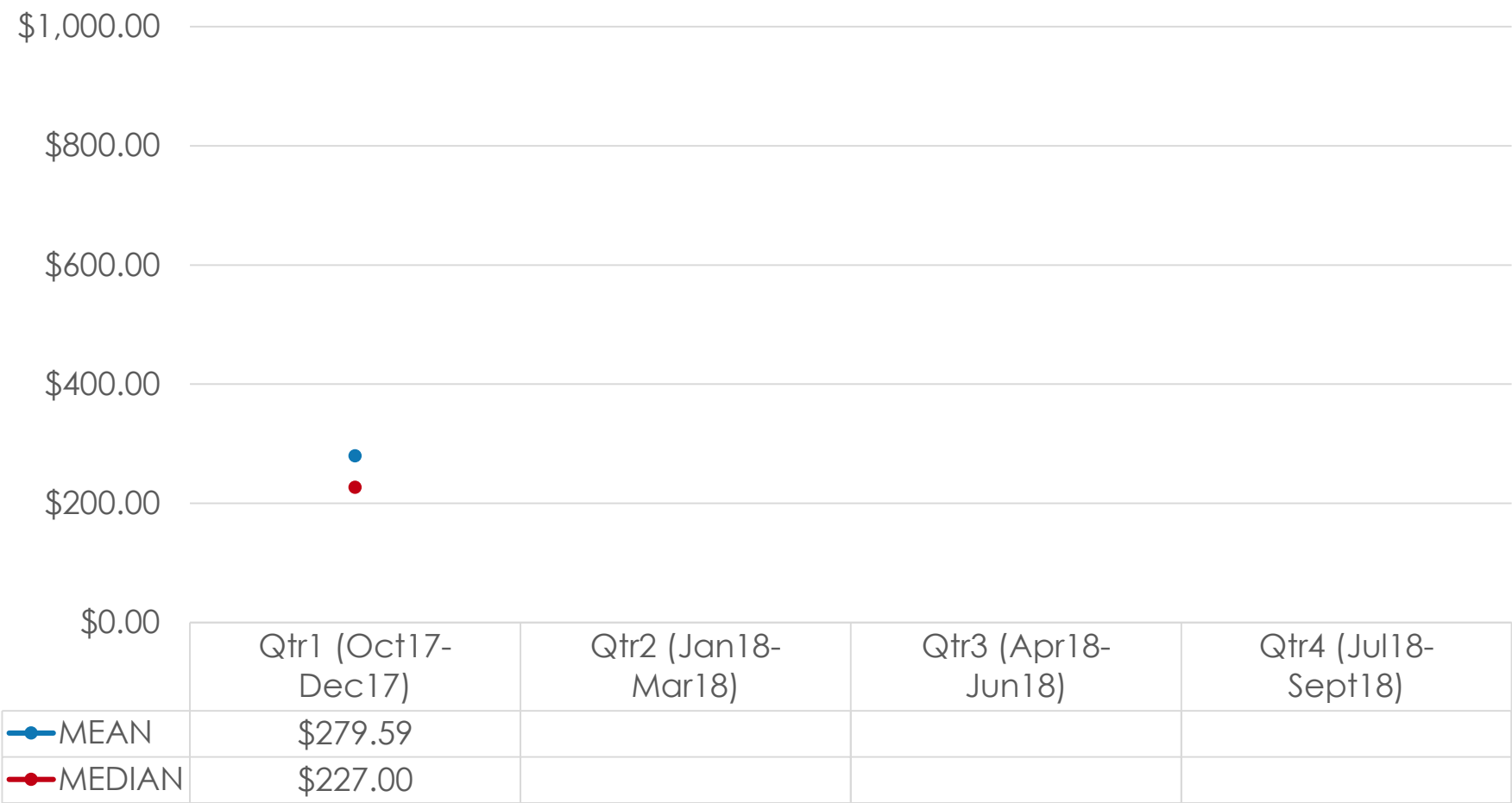
# Prepaid– FY2018 Tracking

## Accommodations w/ Meal Only



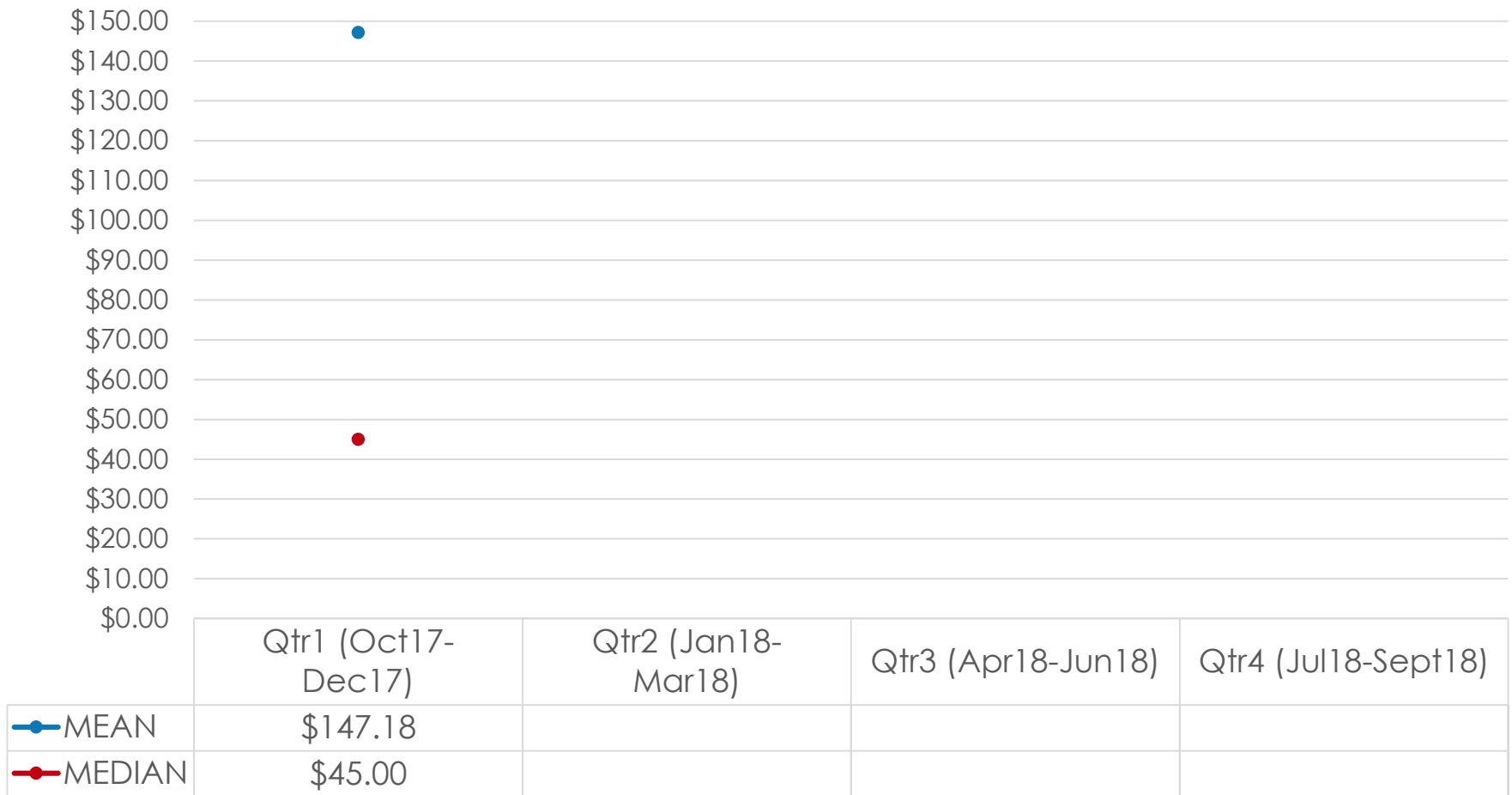
# Prepaid– FY2018 Tracking

## Food & Beverage in Hotel



# Prepaid– FY2018 Tracking

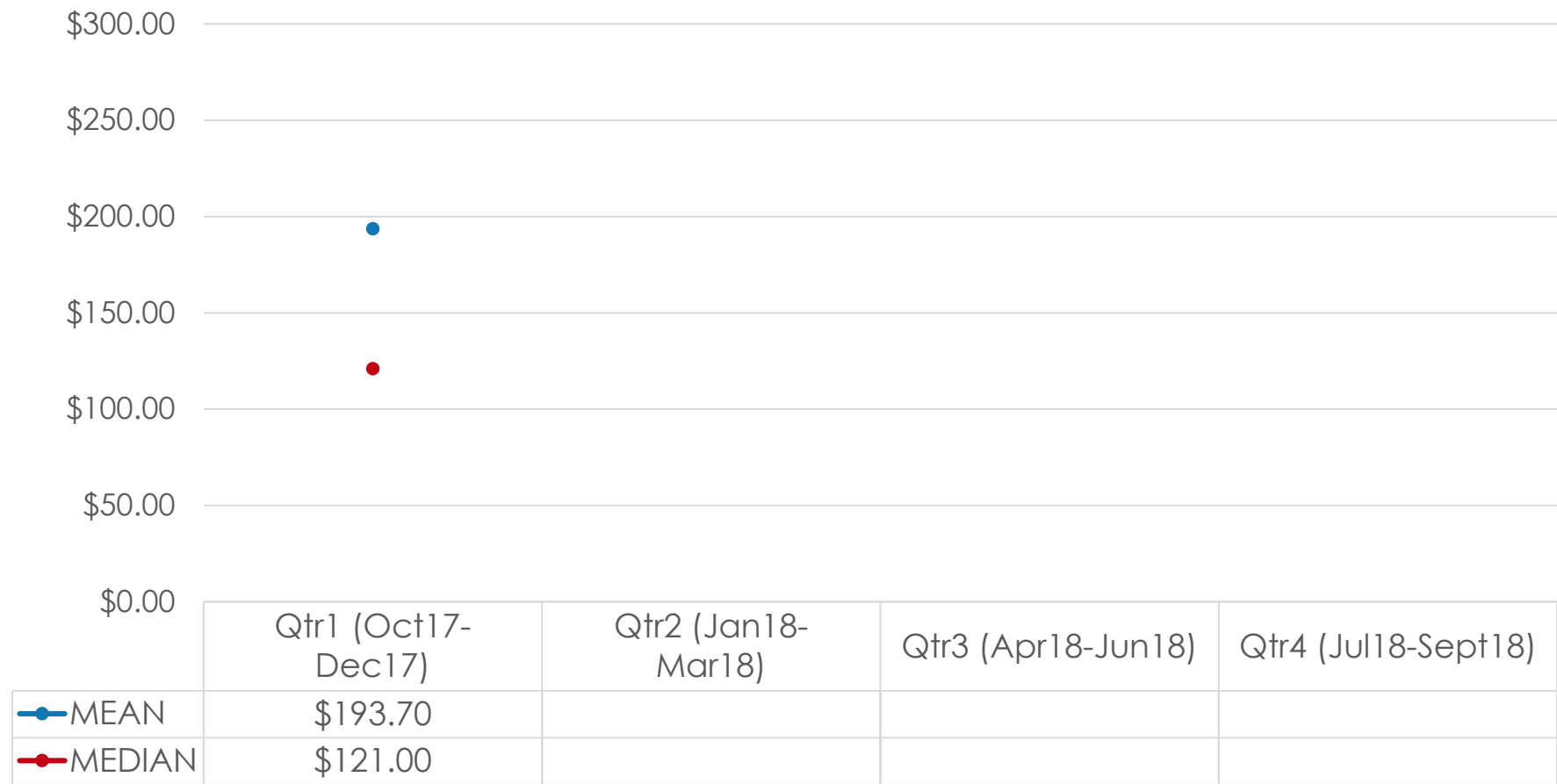
## Ground Transportation - China





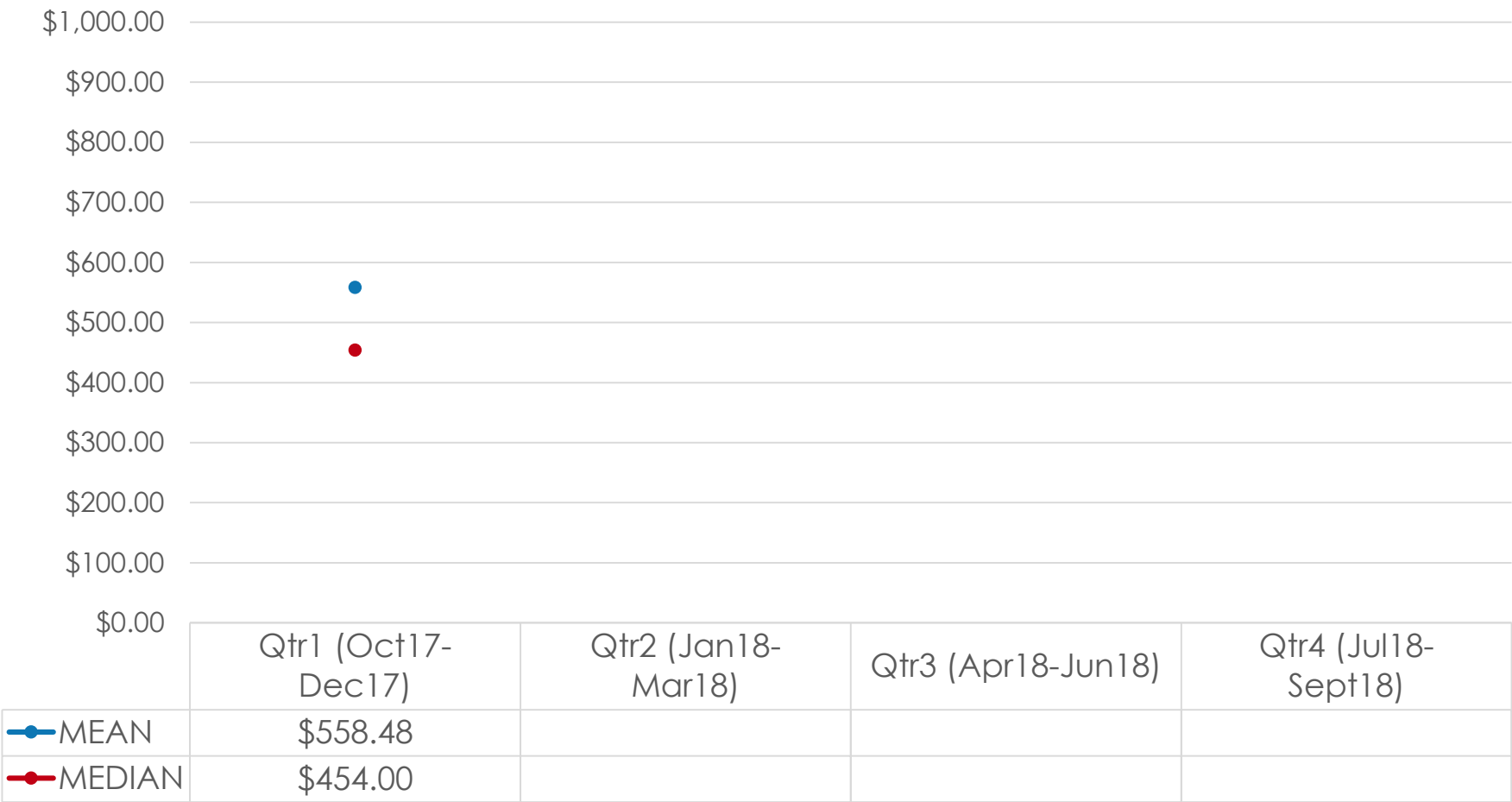
# Prepaid– FY2018 Tracking

## Ground Transportation - Guam



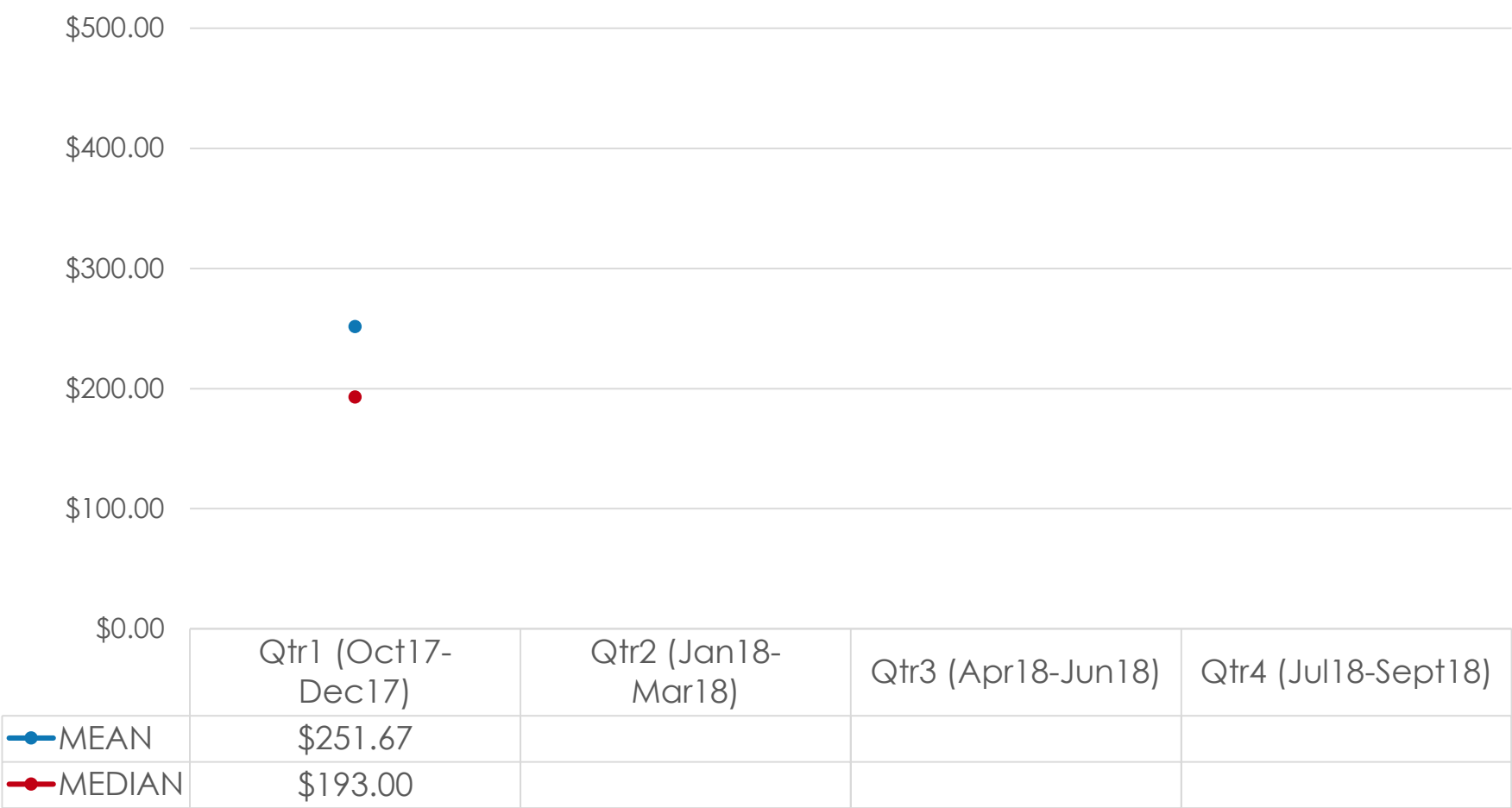
# Prepaid– FY2018 Tracking

## Optional tours/ Activities



# Prepaid– FY2018 Tracking

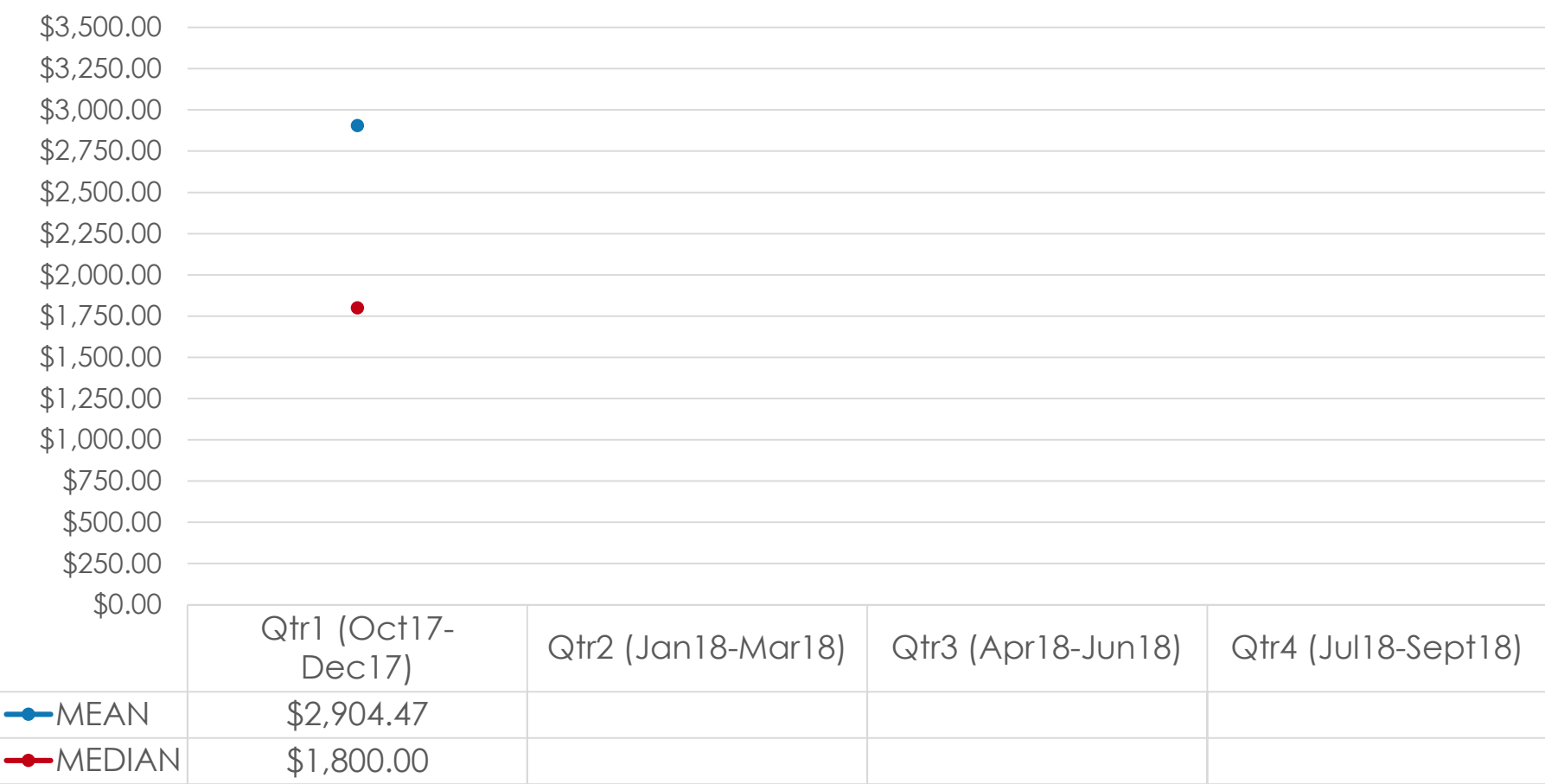
## US Visa



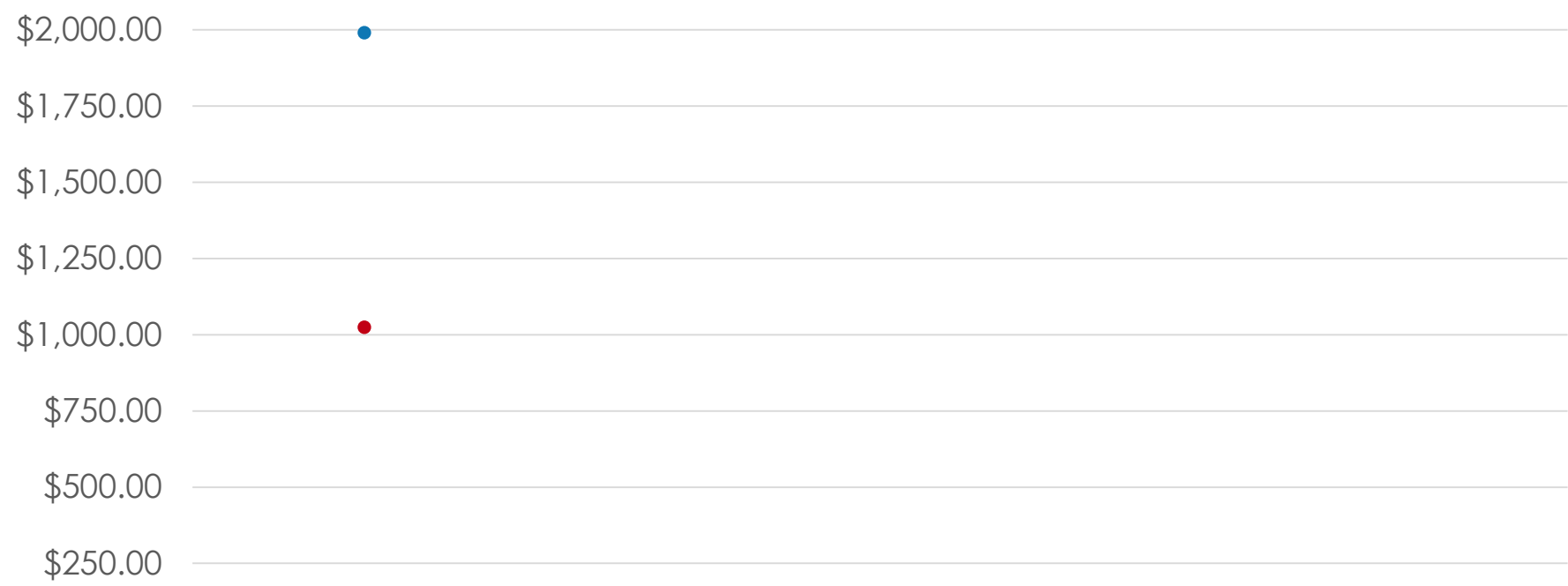
# On-Island Expenditures

- \$2,904.47 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$1,991.56 = overall mean average per person prepaid expenditures

# On-Island Entire Travel Party – FY2018 Tracking



# On-Island Per Person – FY2018 Tracking



	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	\$1,991.56			
MEDIAN	\$1,025.00			

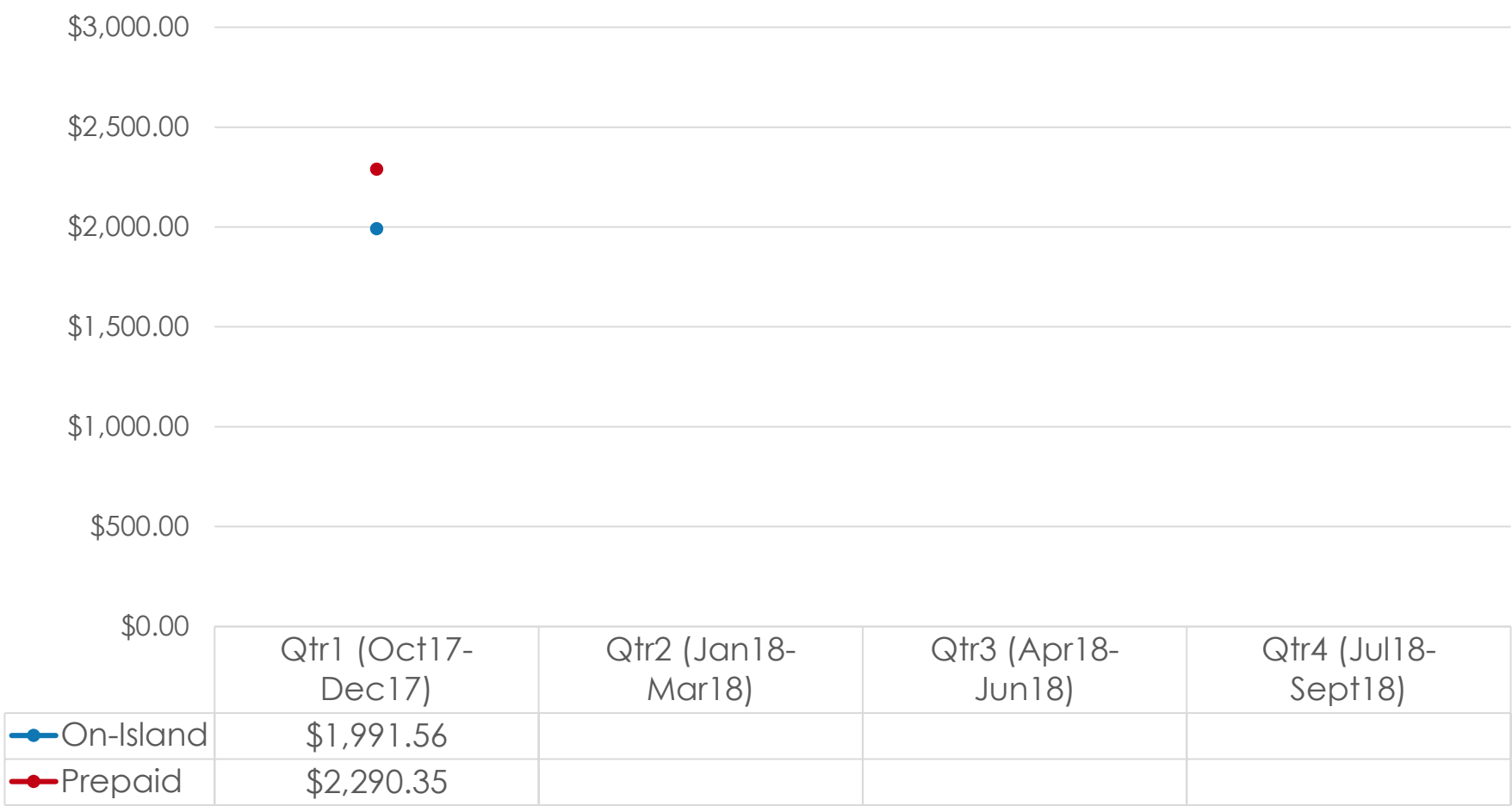
# On-Island Per Person – Key Segments

**GVB EXIT SURVEY**  
**Q11A ONISLE EXPENDITURE- PER PERSON**

		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ ADV	EDUCATION/ TESTING
		-	-	-	-	-	-	-	-
ONISLE PP	Mean	\$1,991.56	\$1,410.00	\$1,757.00	\$1,512.50	\$1,548.10	\$1,441.51	\$2,672.95	\$1,144.78
	Median	\$1,025	\$1,203	\$1,610	\$1,513	\$1,000	\$900	\$1,078	\$1,017

Prepared by Anthology Research

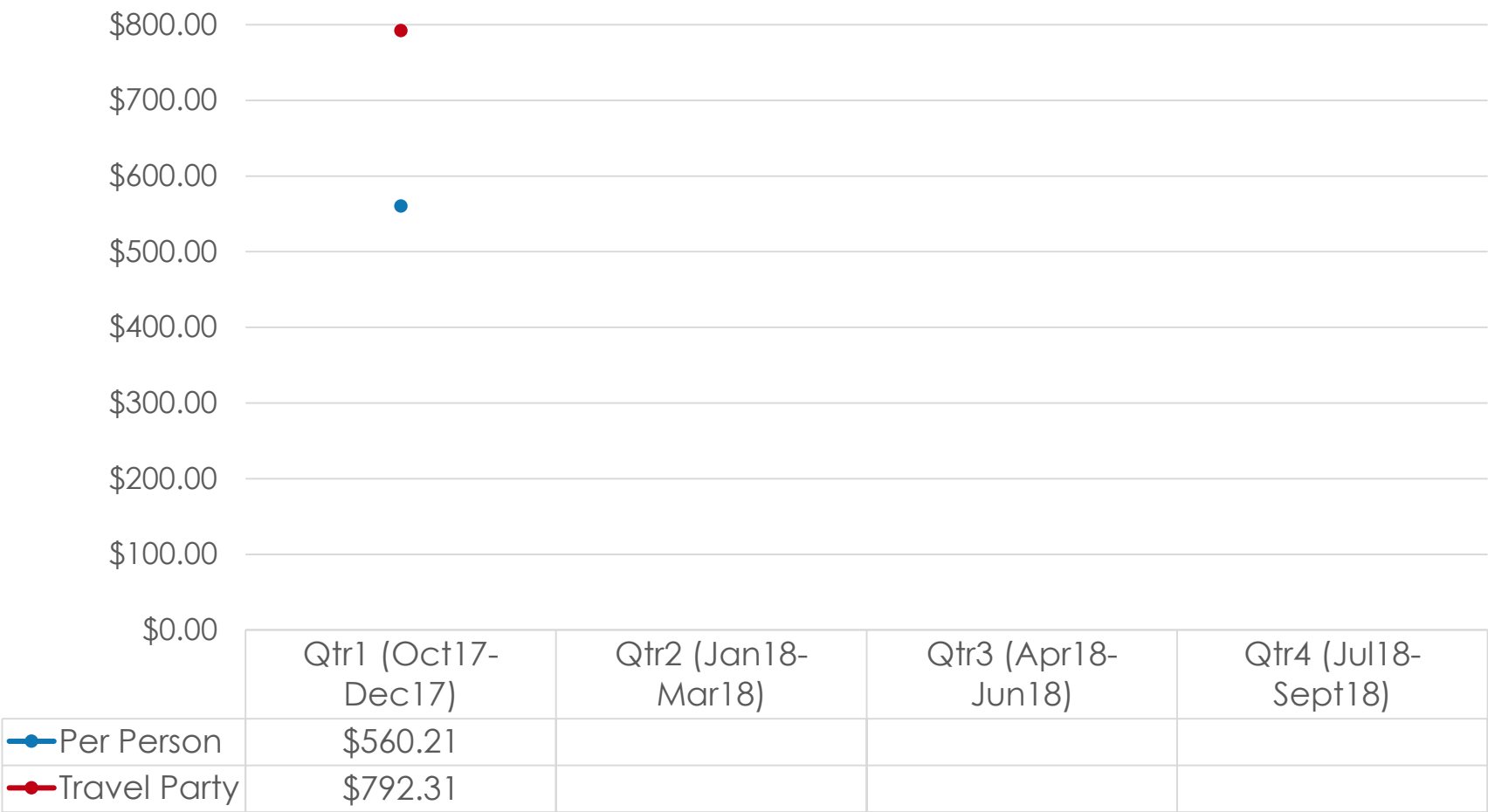
# Per Person MEAN expenditures – FY2018 Tracking On-Island/ Prepaid





# On-Island Per Day Spending – FY2018 Tracking

## MEAN

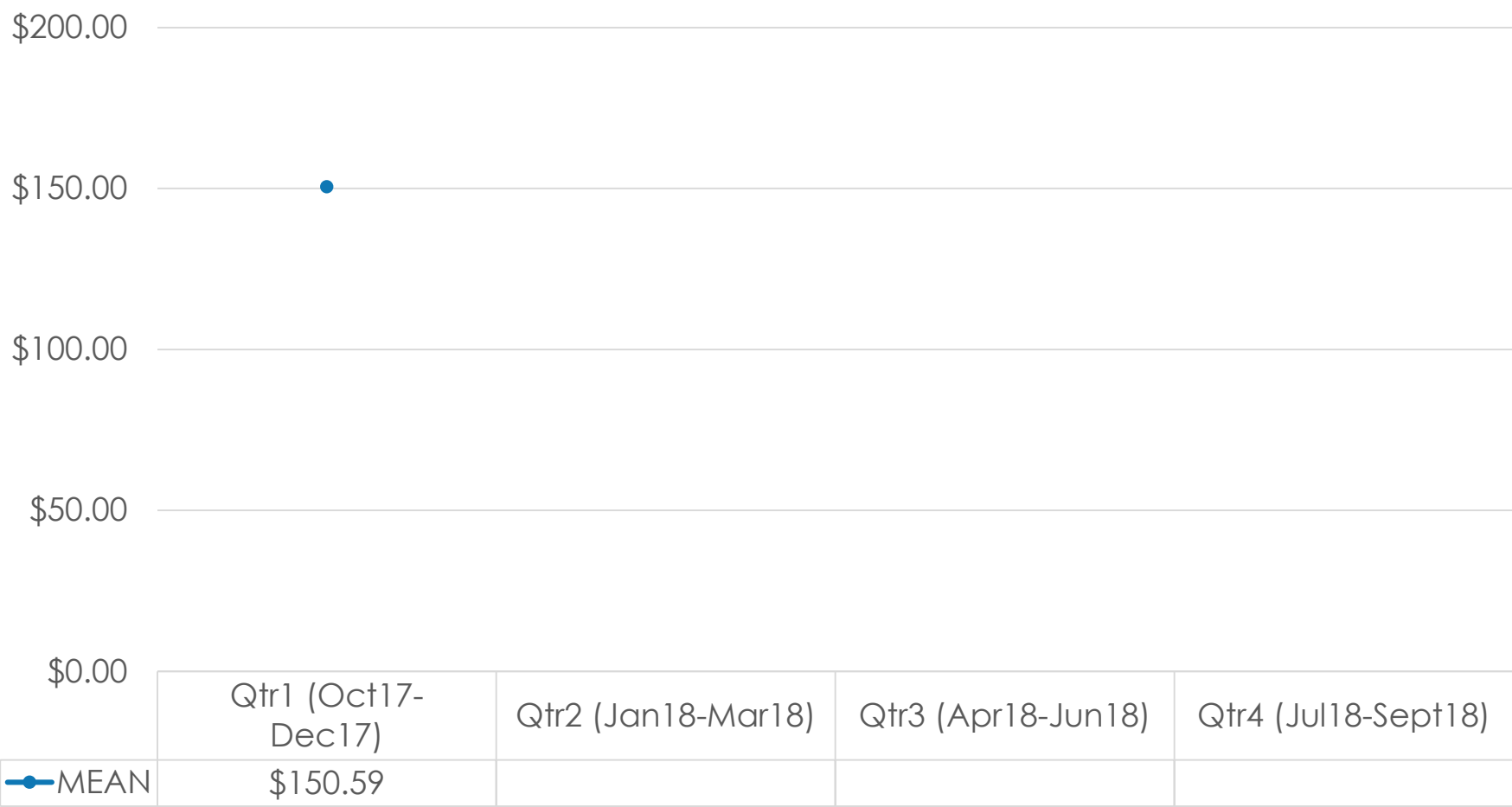


# On-Island Expenses by Category – MEAN Entire Travel Party



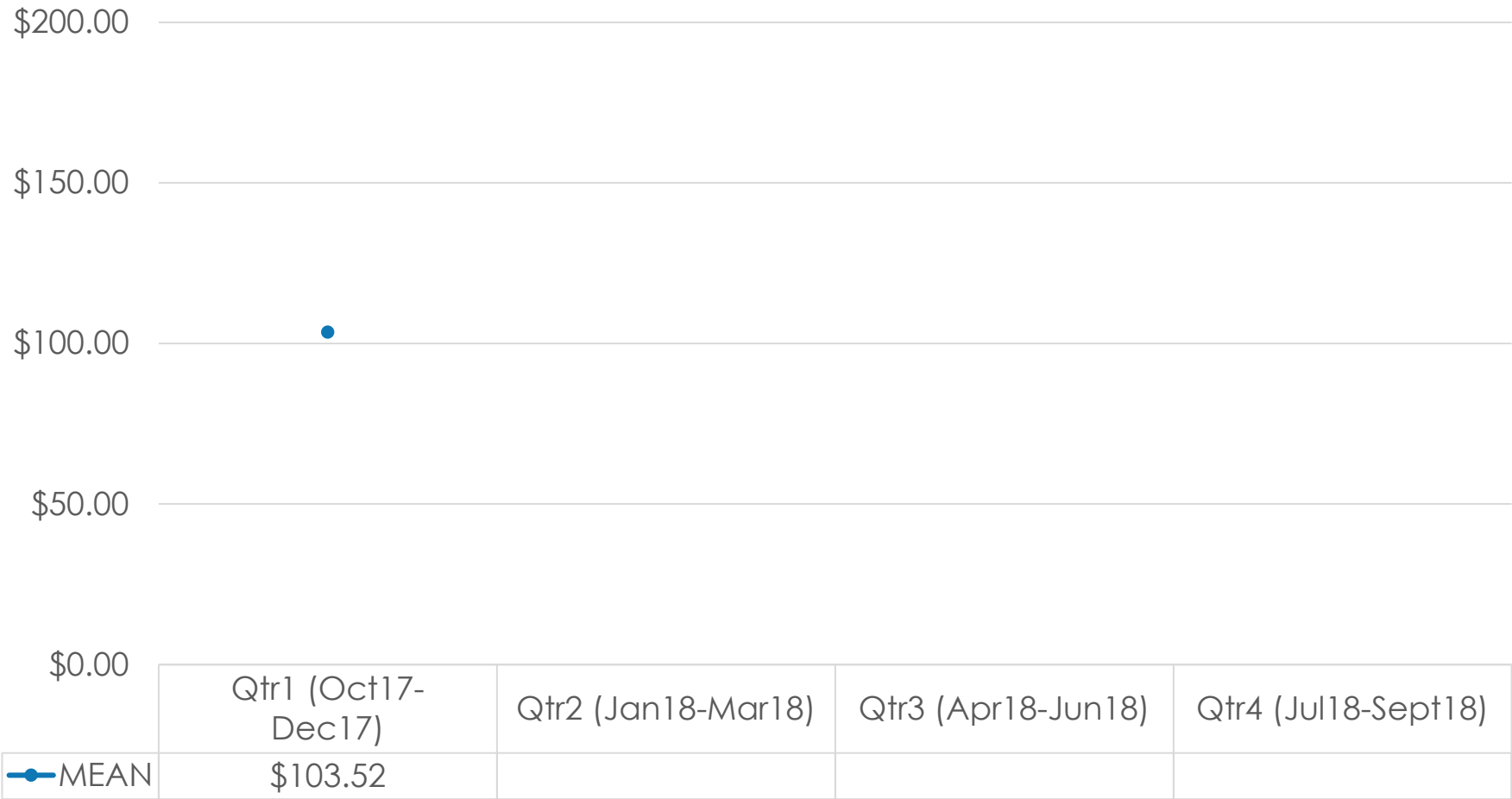
# On-Island – FY2018 Tracking

## Food & Beverage - Hotel



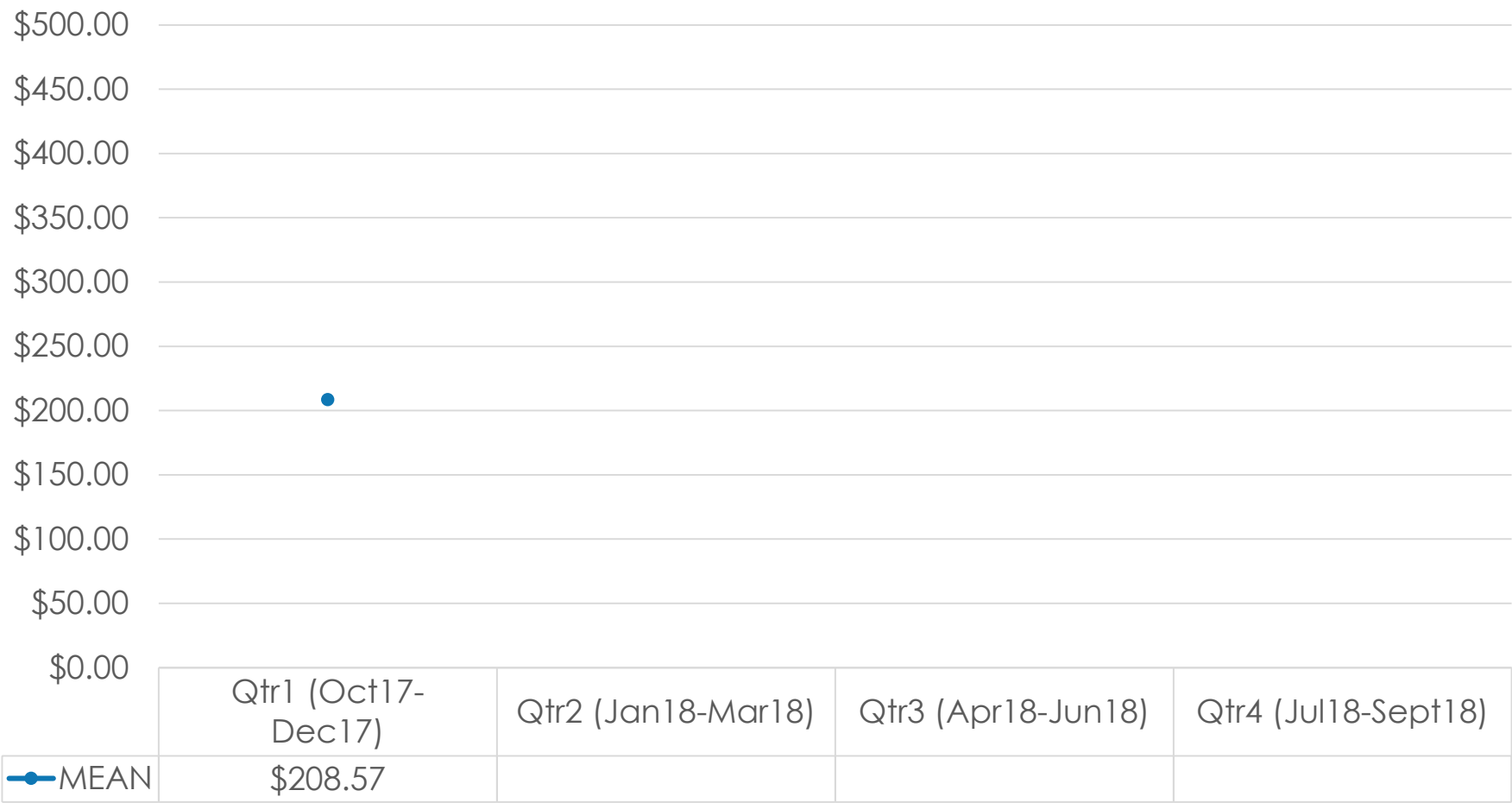
# On-Island – FY2018 Tracking

## Food & Beverage – Fast Food/ Convenience Store



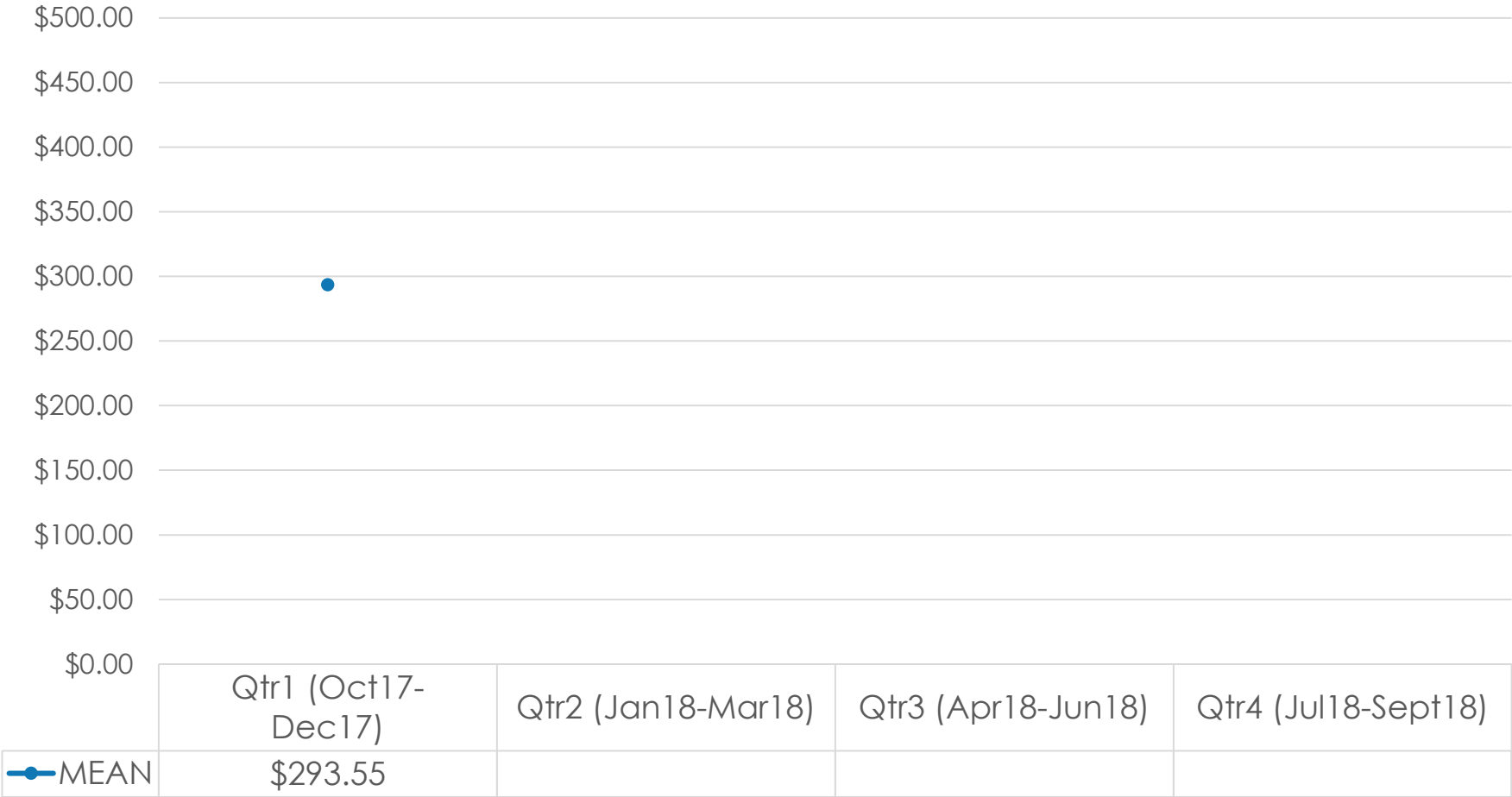
# On-Island – FY2018 Tracking

## Food & Beverage – Restaurant/ Drinking Est Outside Hotel



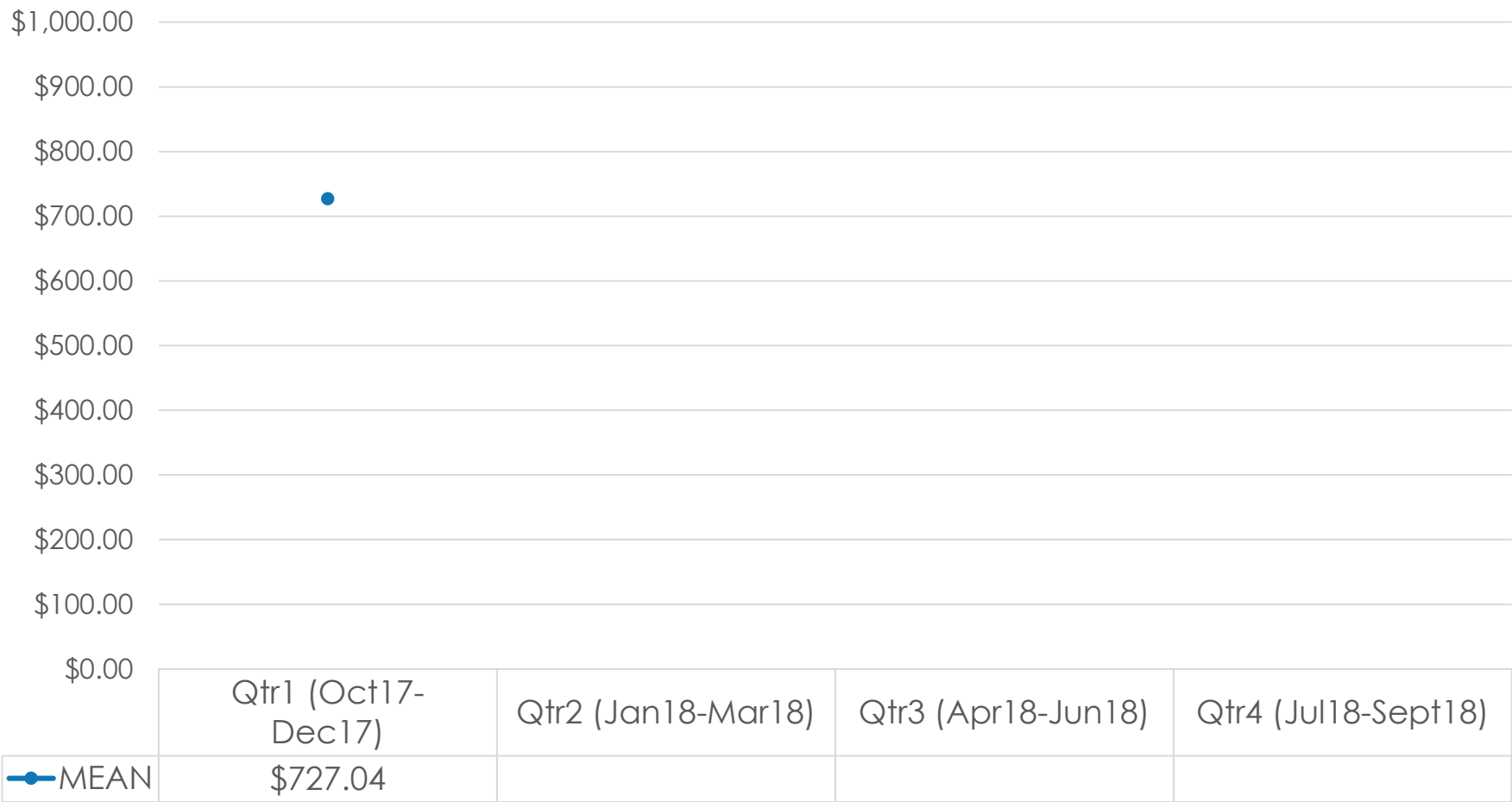
# On-Island – FY2018 Tracking

## Optional tour/ Activities



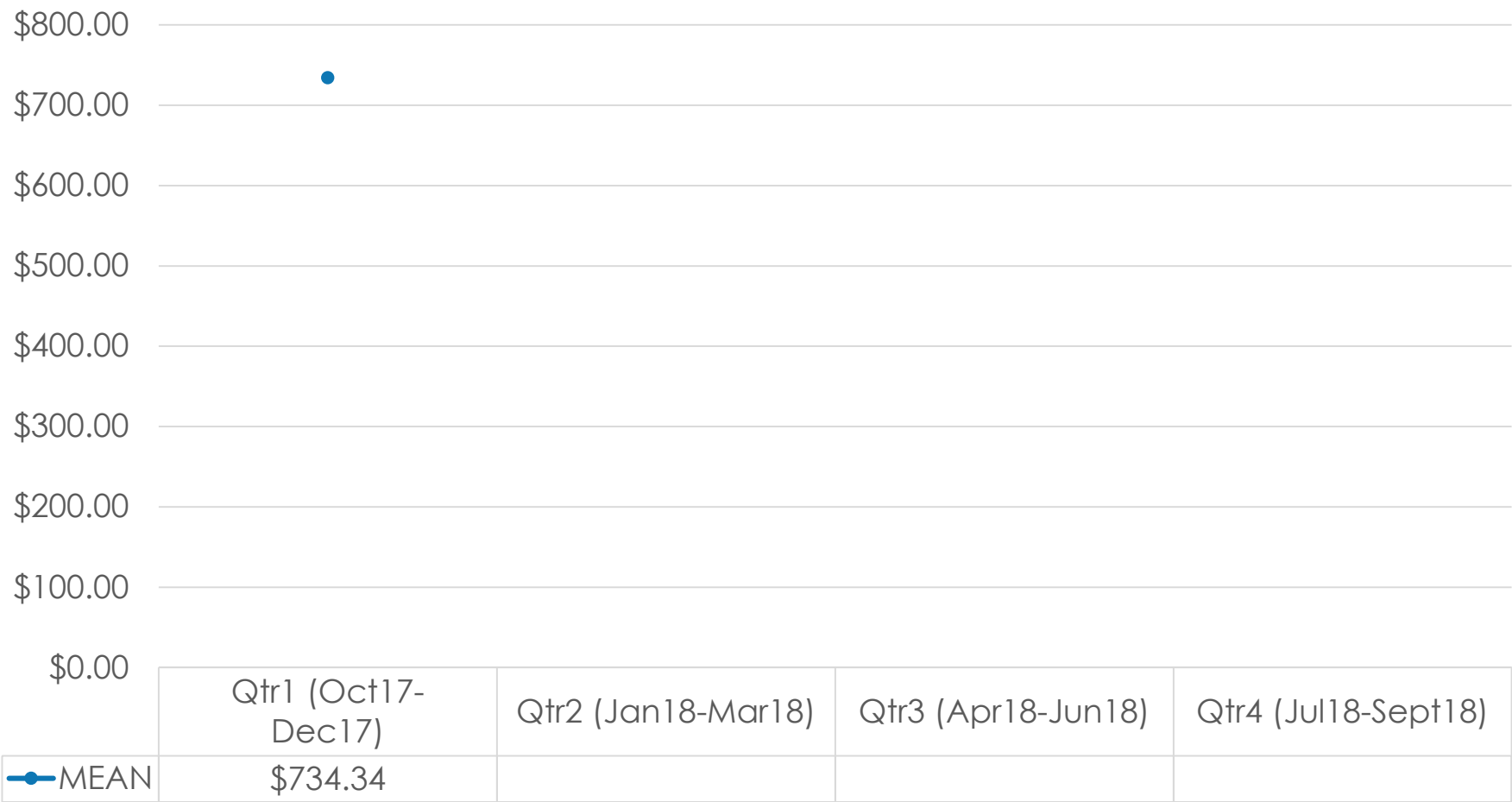
# On-Island – FY2018 Tracking

## Gift/ Souvenir – Self/ Companion



# On-Island – FY2018 Tracking

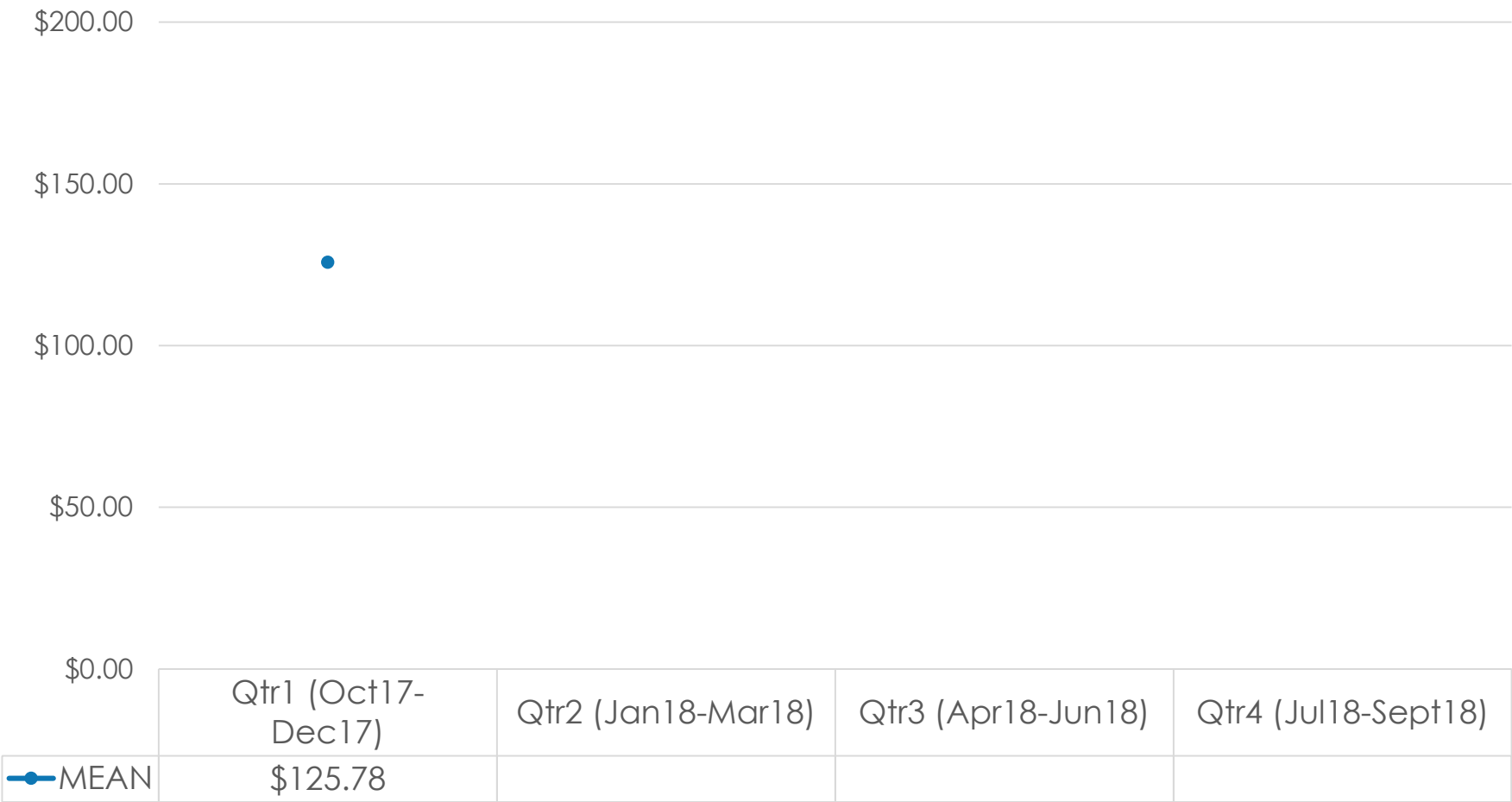
## Gift/ Souvenir – Friends/ Family





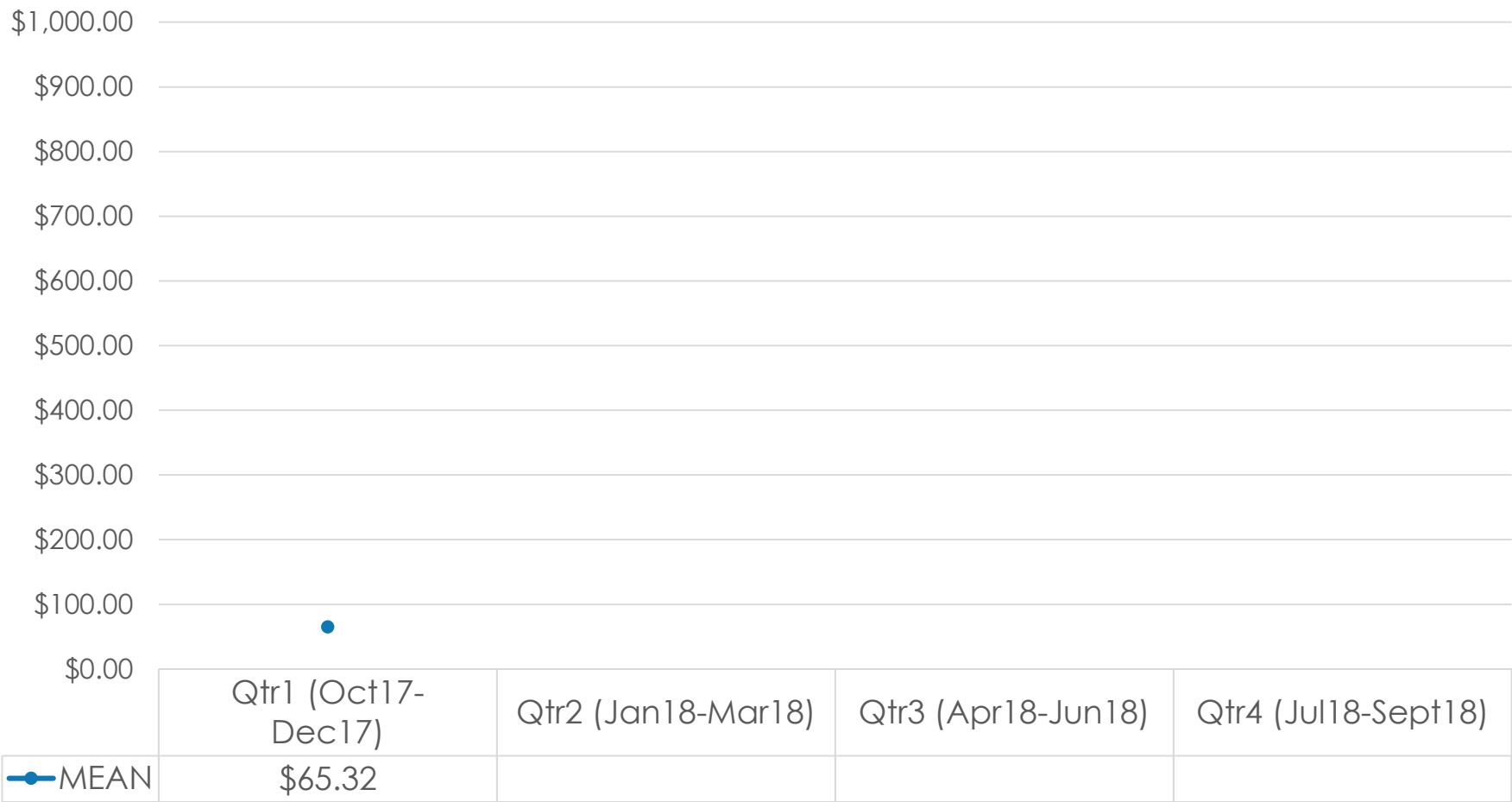
# On-Island – FY2018 Tracking

## Local Transportation



# On-Island – FY2018 Tracking

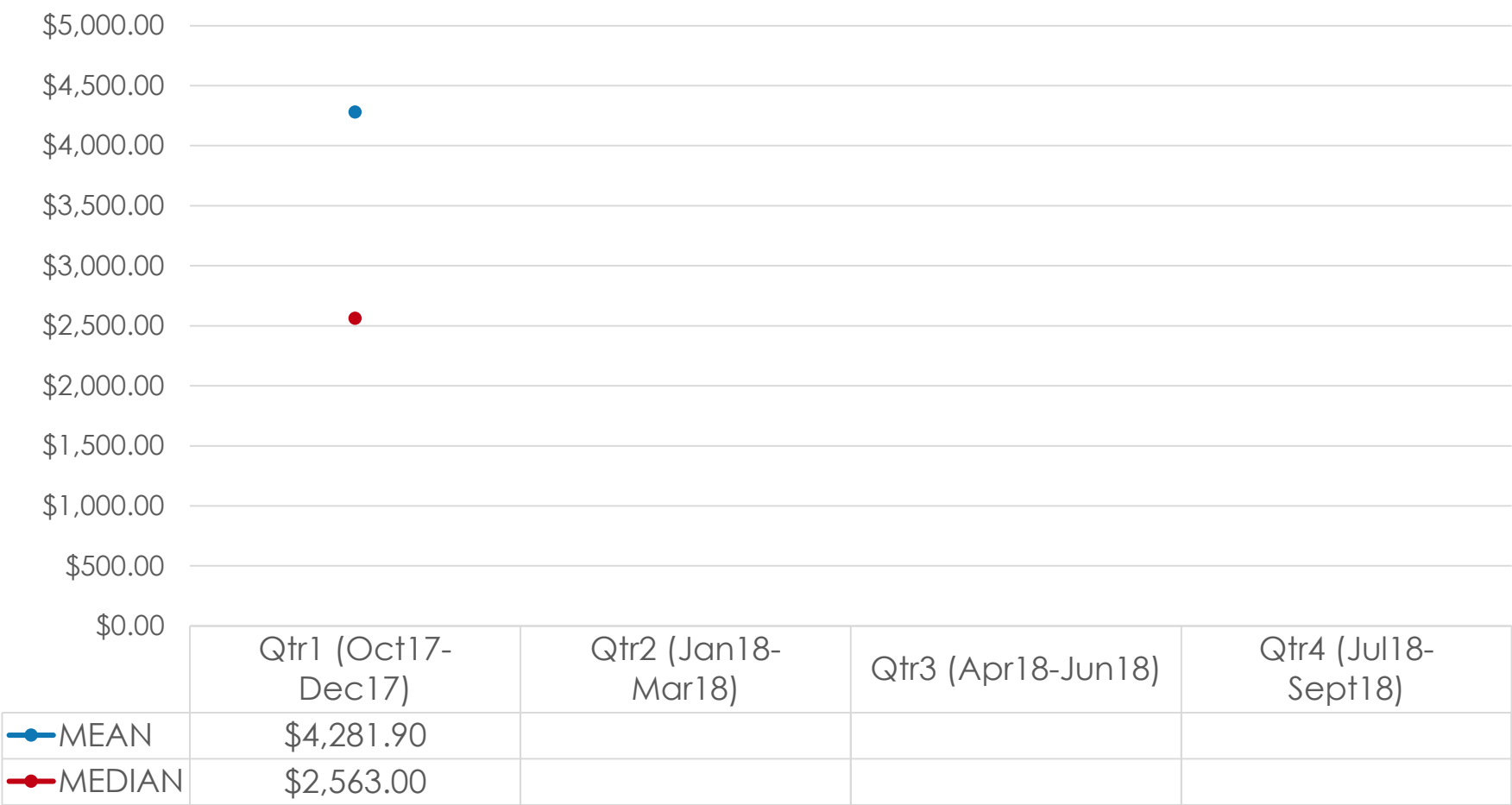
## Other Not Included



# TOTAL (On-Isle + Prepaid) Expenditures Per Person

- \$4,281.90 = overall mean average prepaid expense by respondent/ Per Person

# TOTAL Per Person Expenditures – FY2018 Tracking



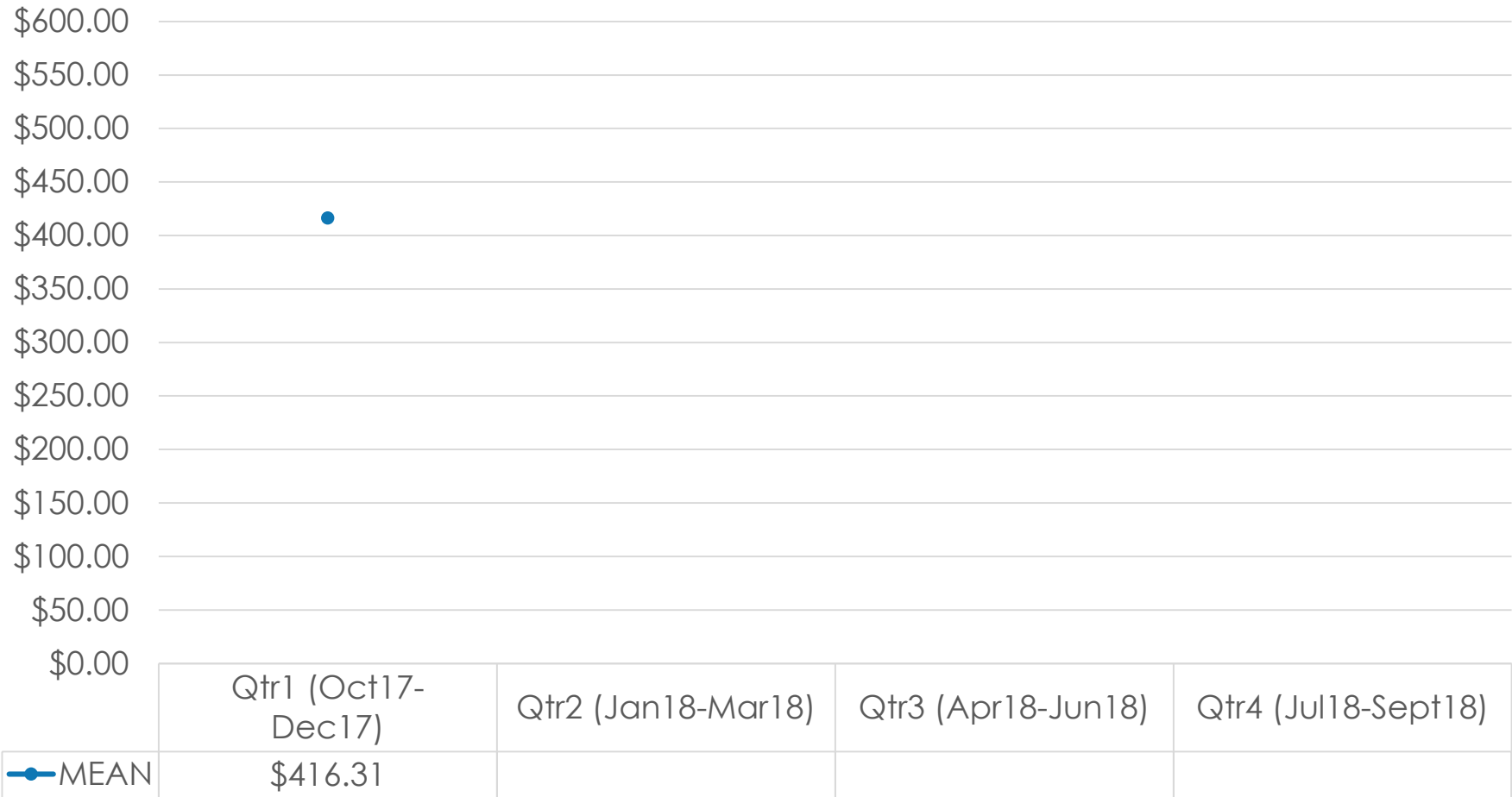
# TOTAL Per Person Expenditures – Key Segments

**GVB EXIT SURVEY  
TOTAL PER PERSON SPENDING:**

		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ADV	EDUCATION/TESTING
		-	-	-	-	-	-	-	-
TOTAL PP	Mean	\$4,281.90	\$3,052.24	\$4,056.55	\$3,880.12	\$3,063.35	\$3,684.96	\$4,670.16	\$2,940.89
	Median	\$2,563	\$2,583	\$4,157	\$3,880	\$2,333	\$1,940	\$2,954	\$2,219

Prepared by Anthology Research

# GUAM AIRPORT EXPENDITURE – FY2018 Tracking

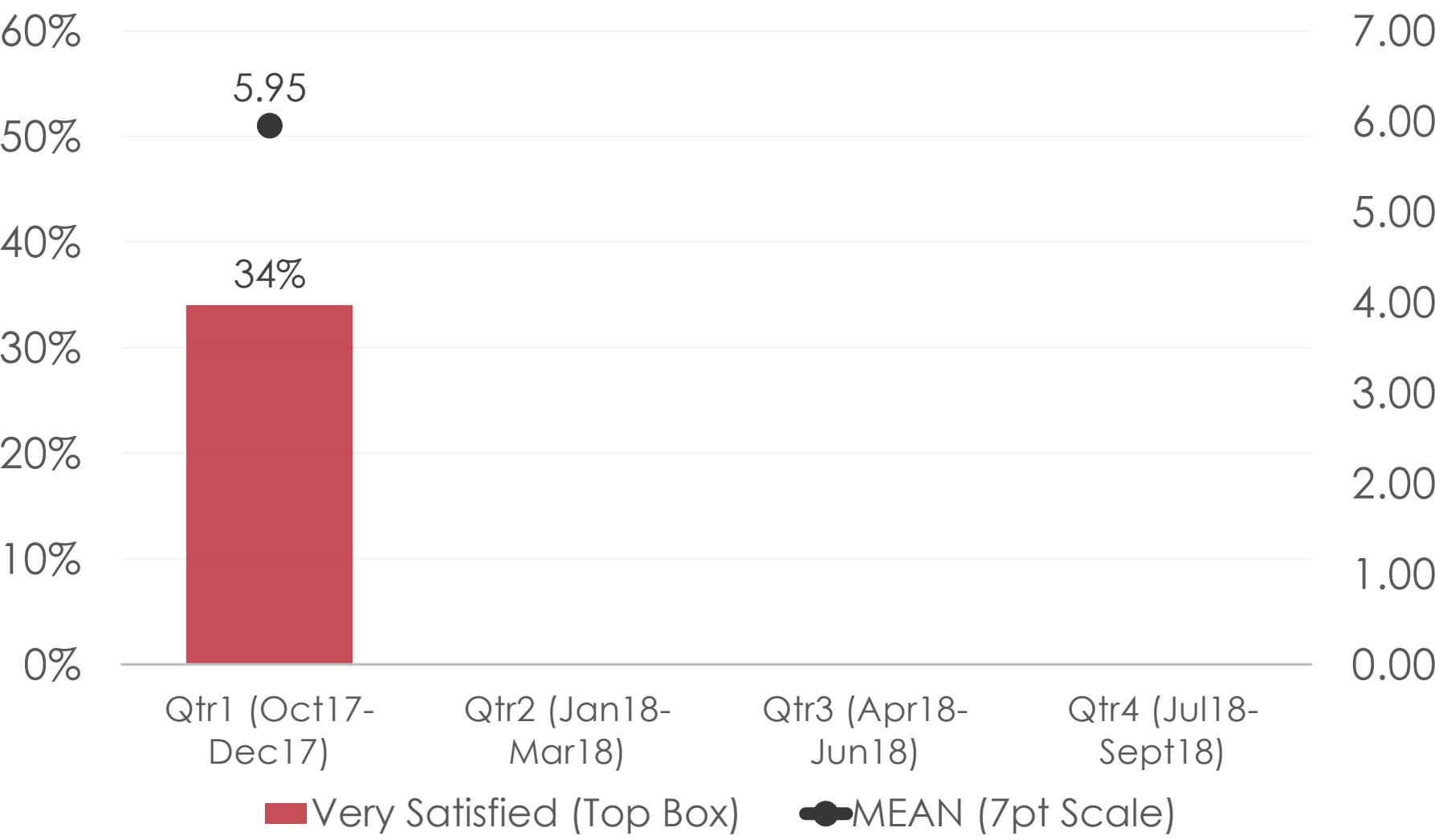


# SECTION 4

## VISITOR SATISFACTION

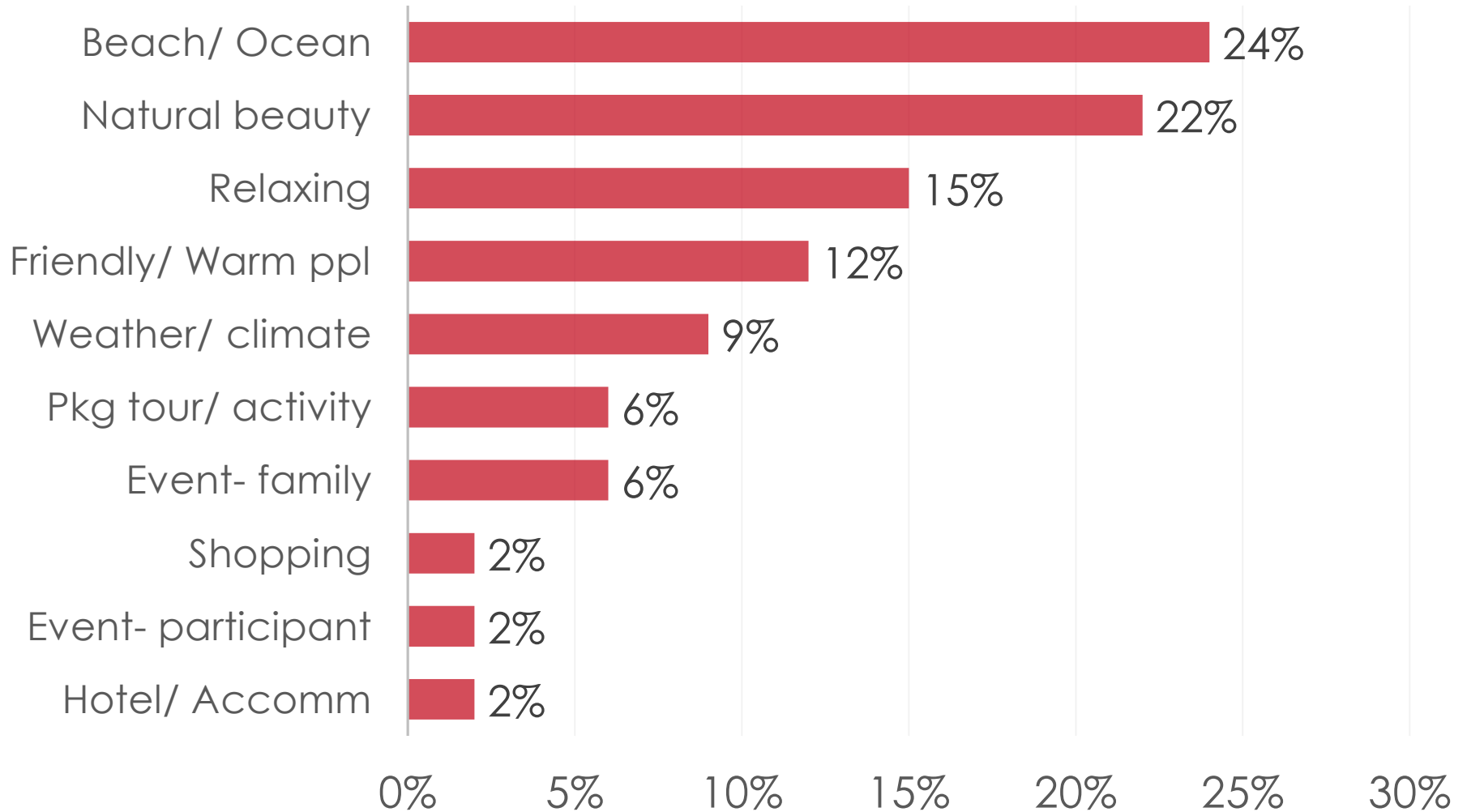
### BEHAVIOR

# OVERALL SATISFACTION

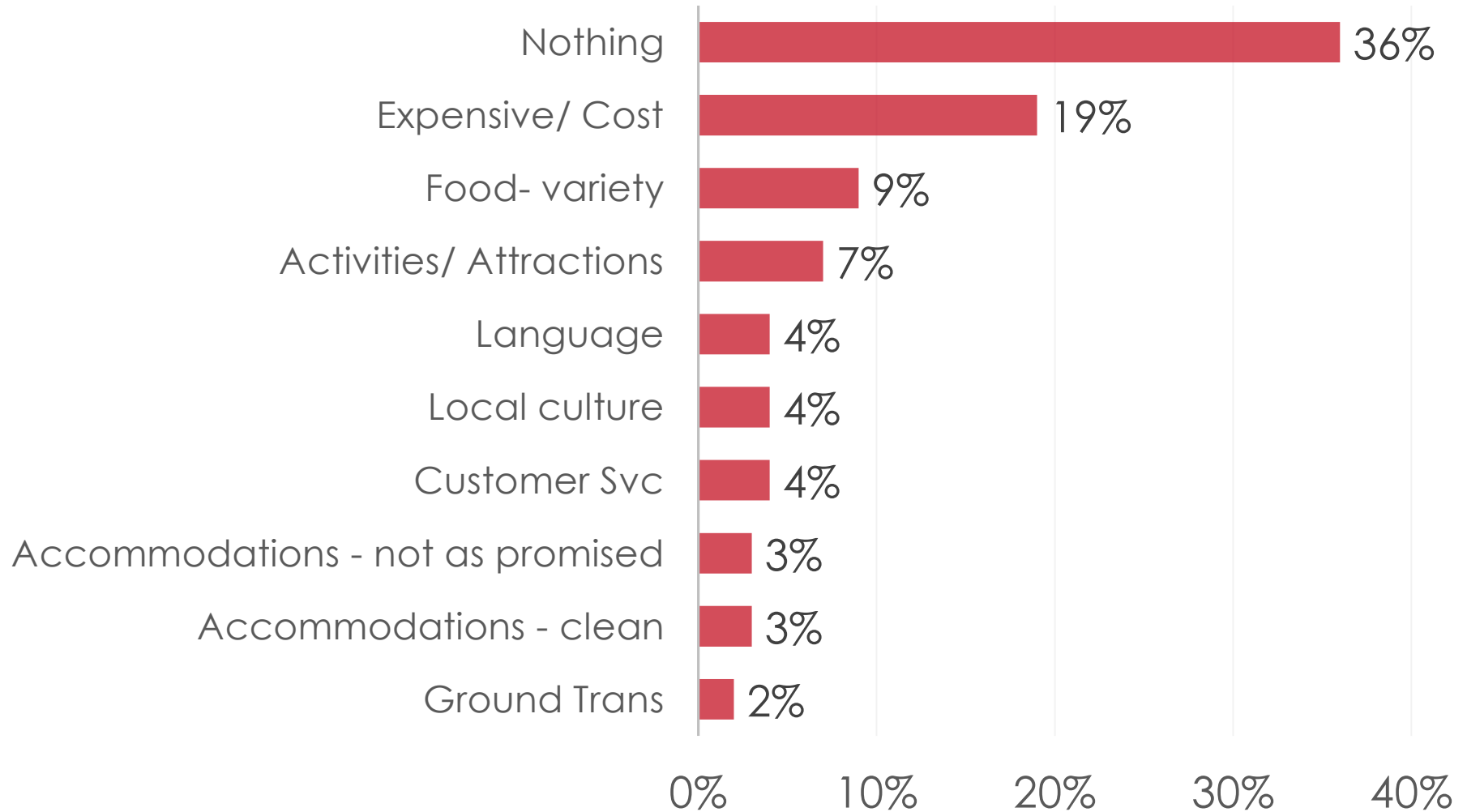




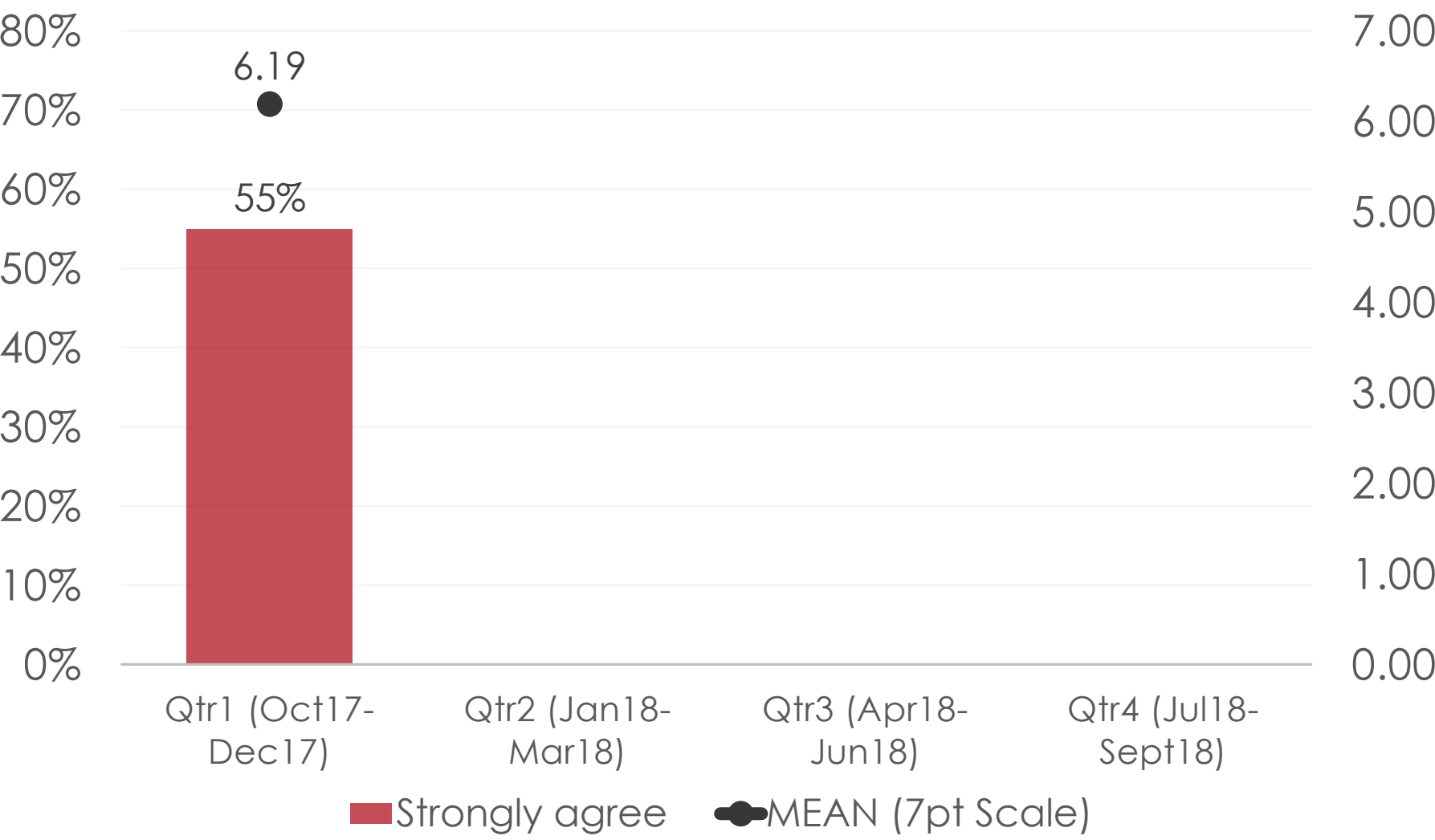
# Positive Aspect of Trip



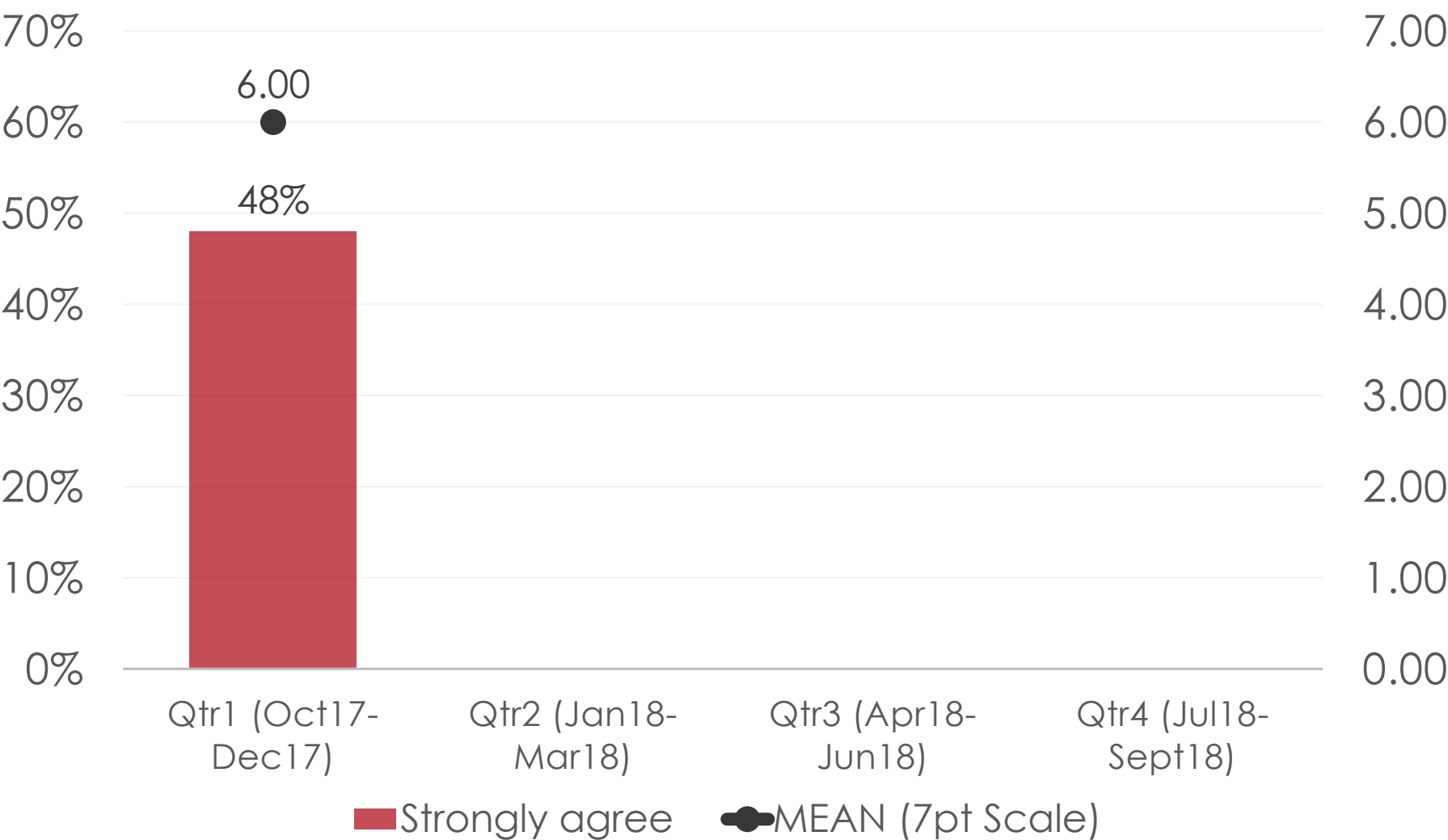
# Negative Aspect of Trip



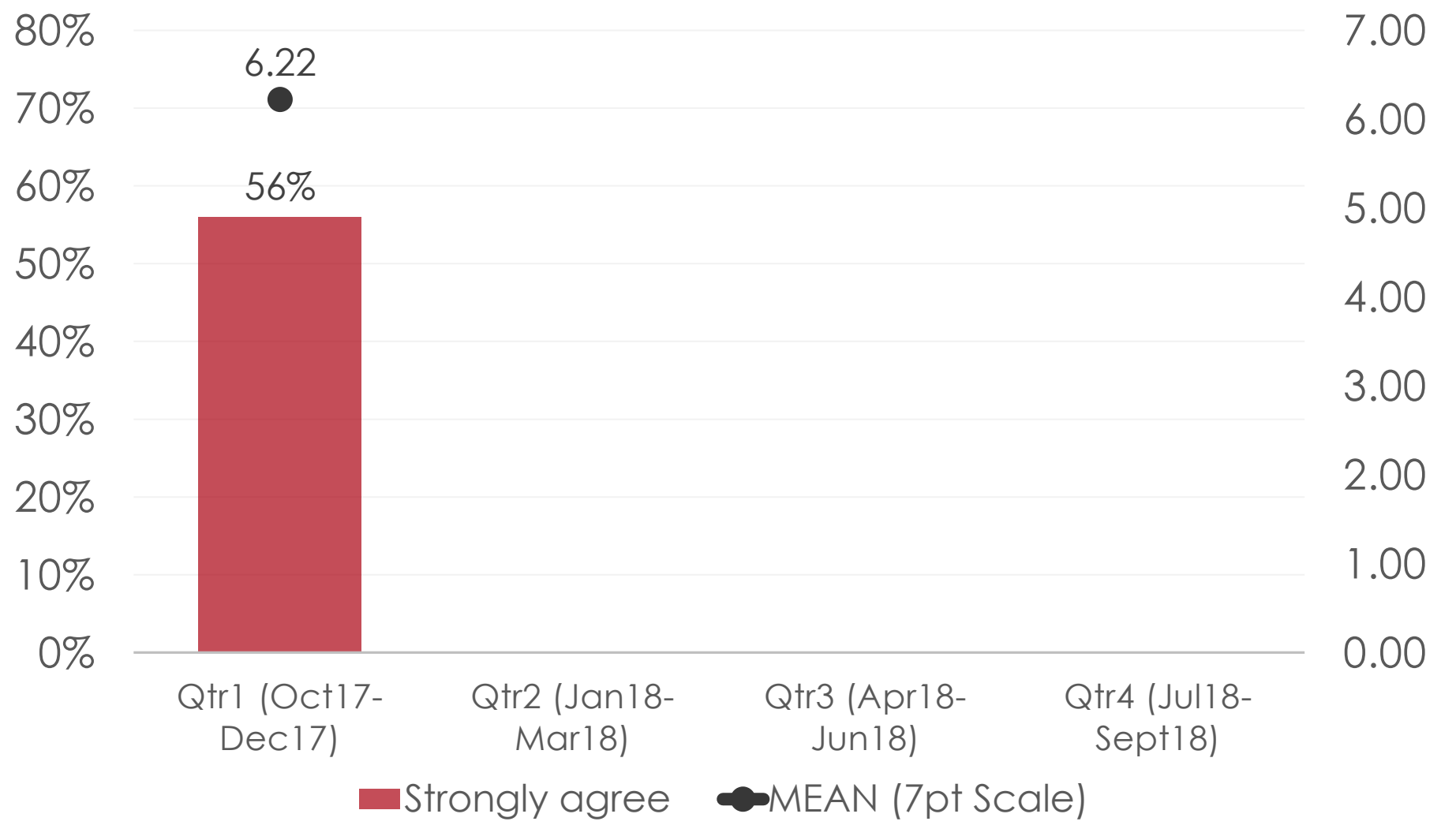
# Guam was better than expected



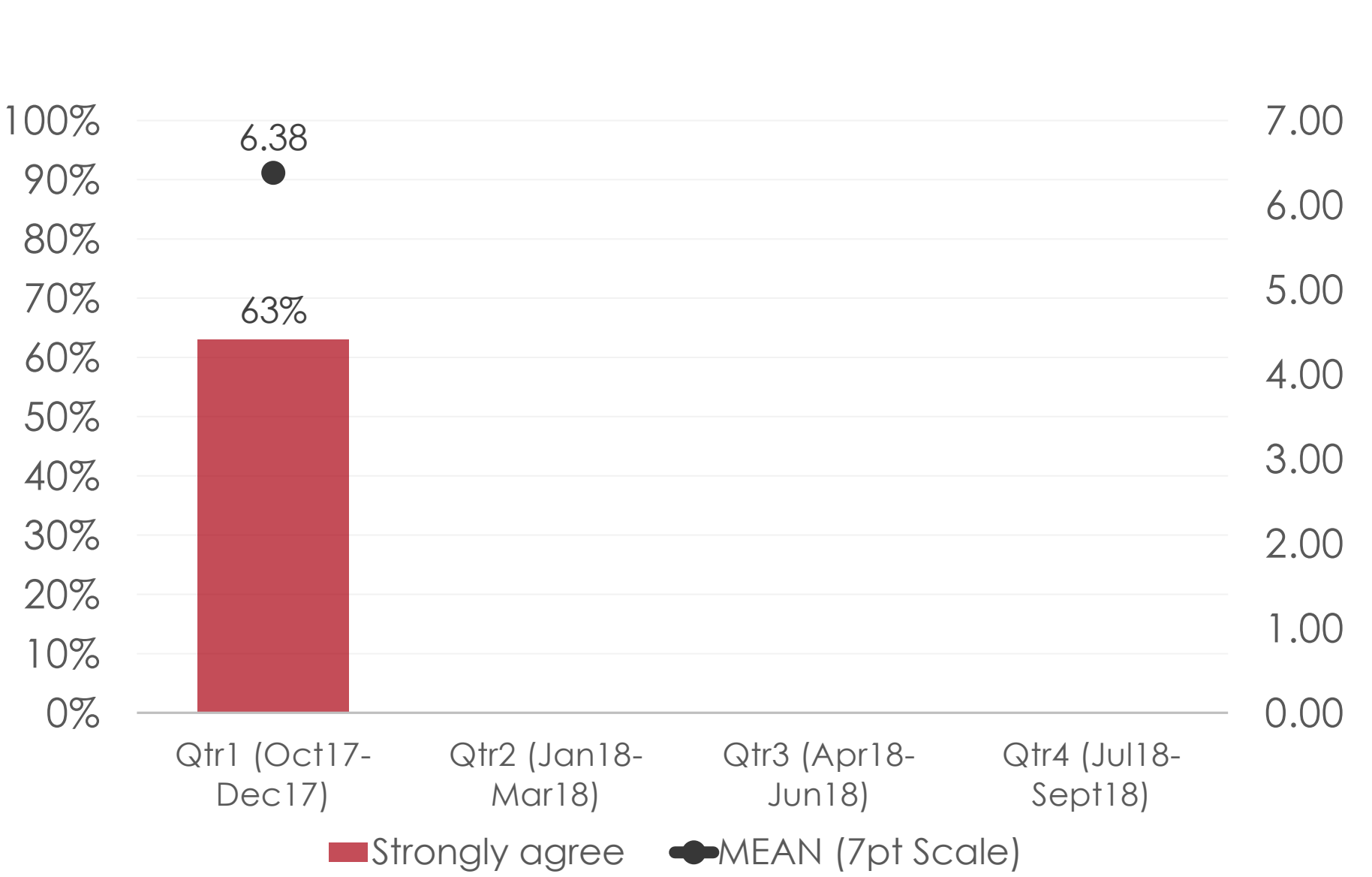
# I had no communication problems



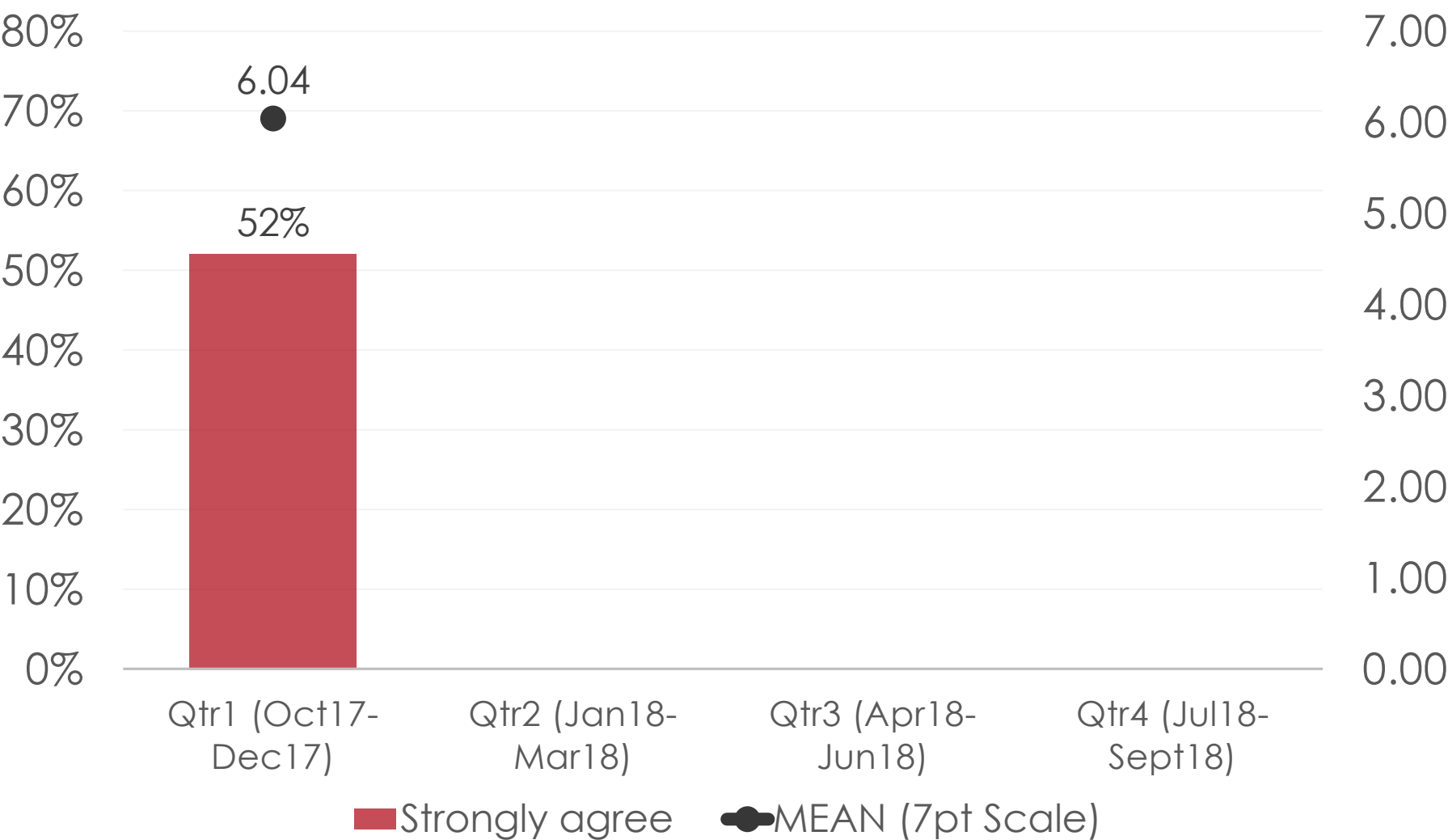
# I will recommend Guam to friends



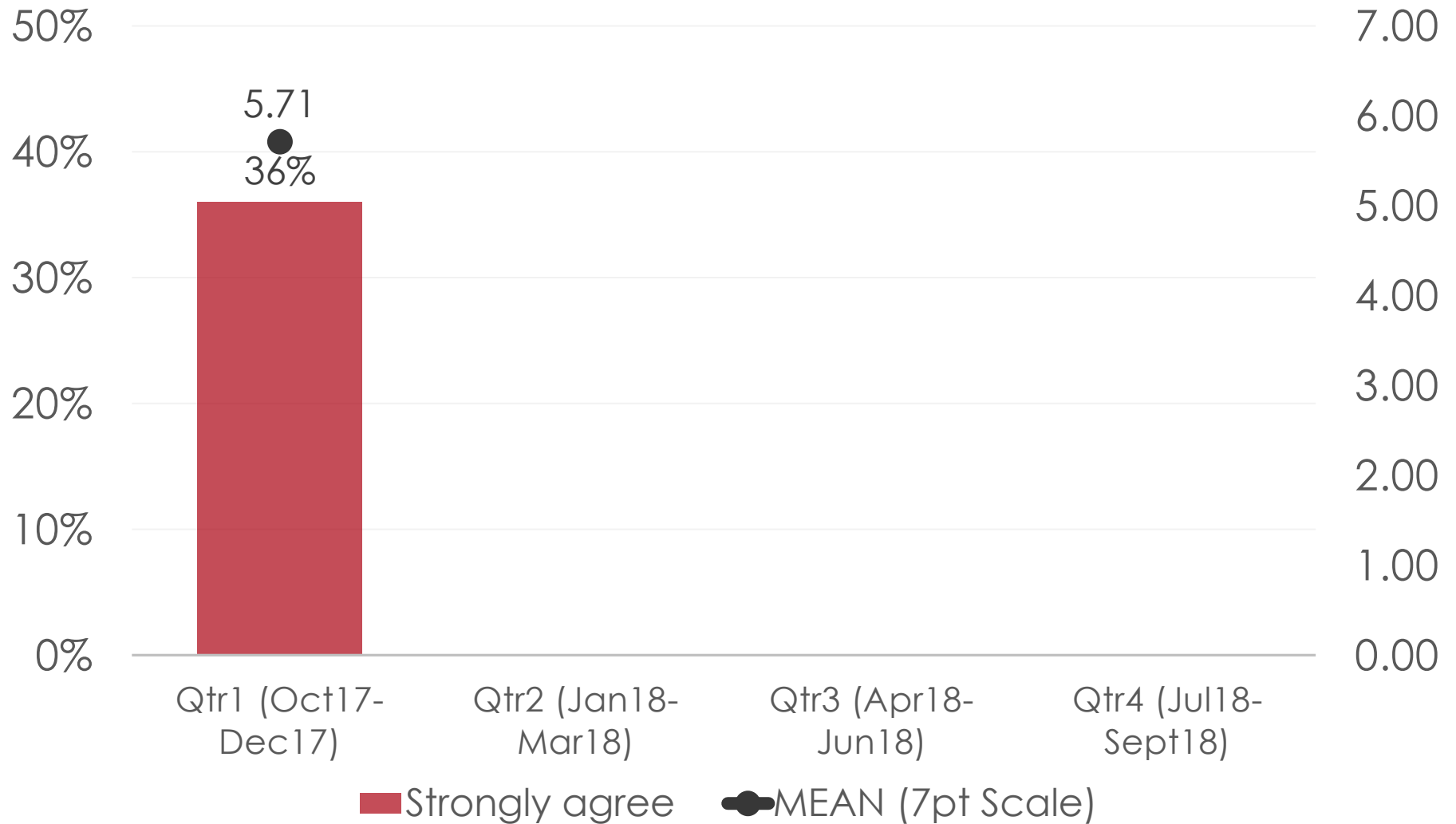
# Sites on Guam were attractive



# I plan to visit Guam again

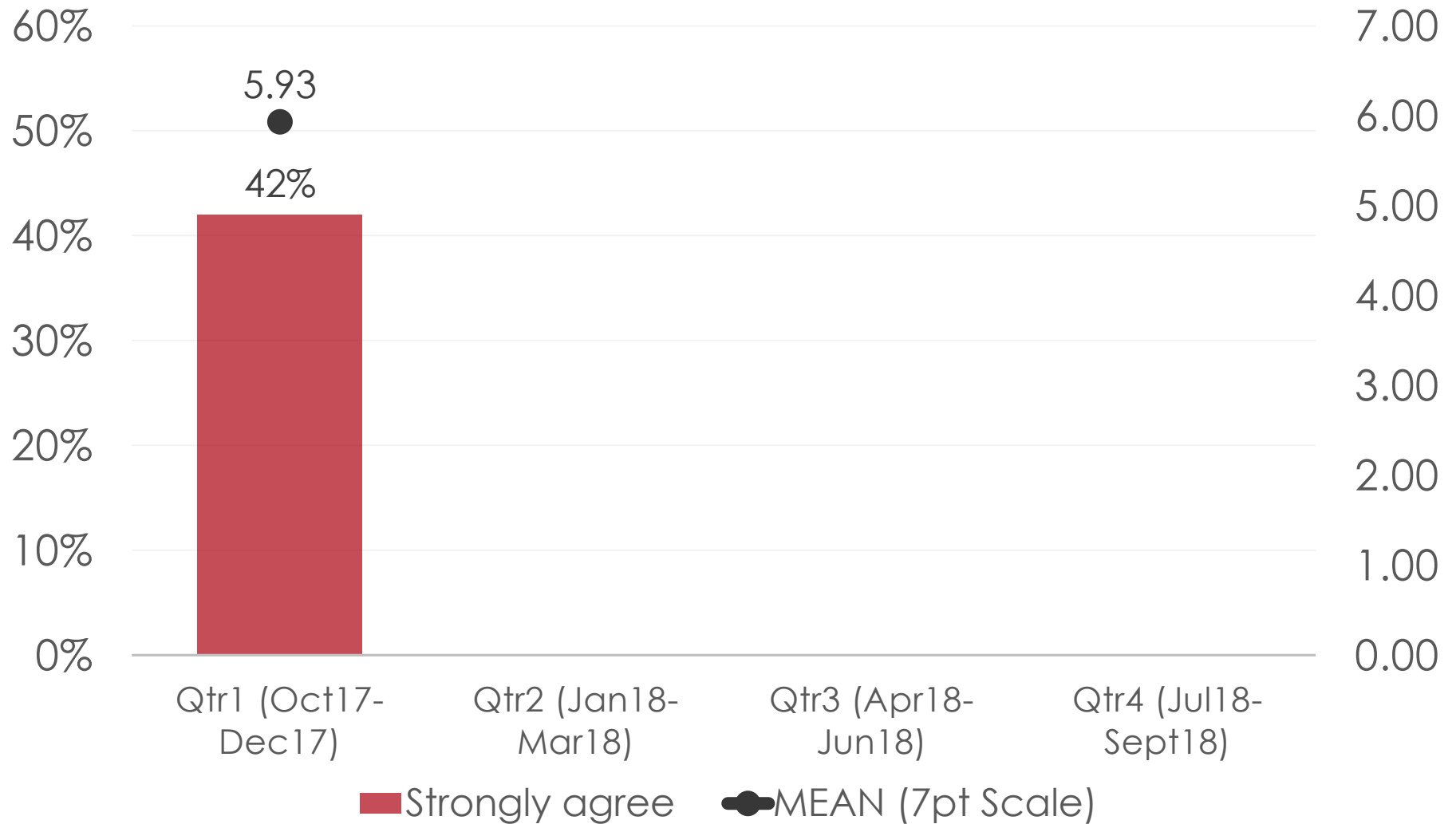


# Not enough night time activities

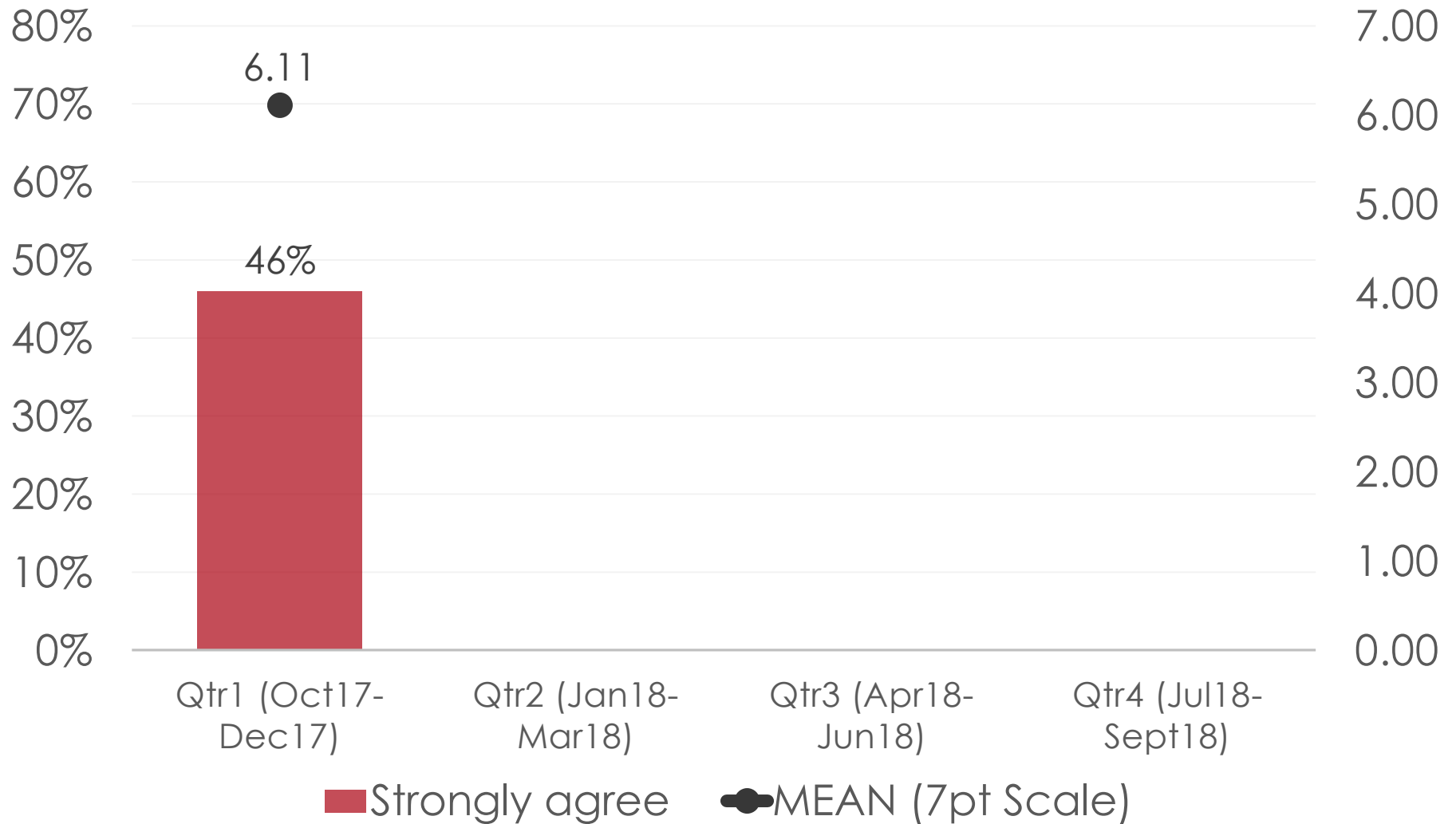




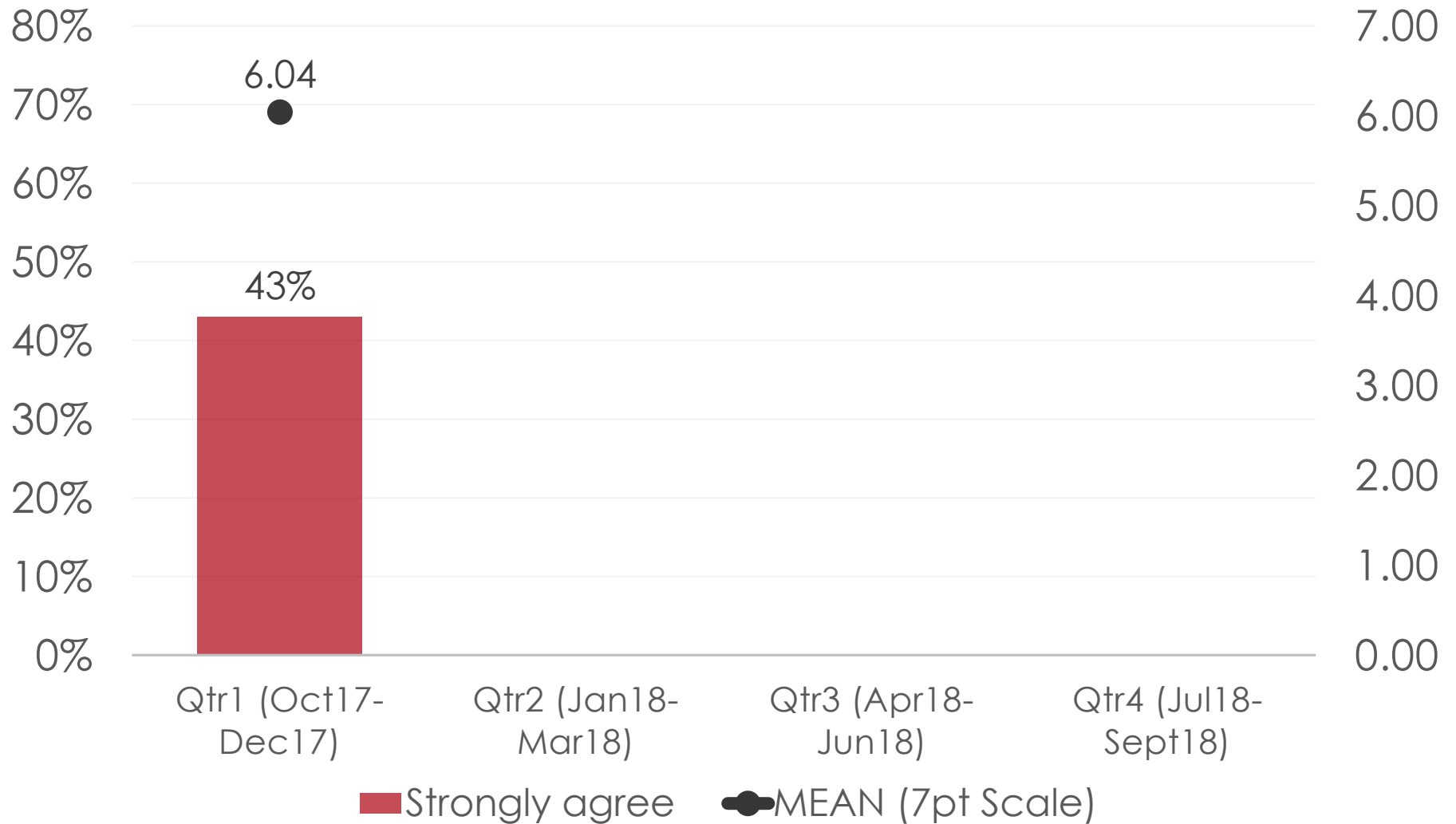
# Tour guides were professional



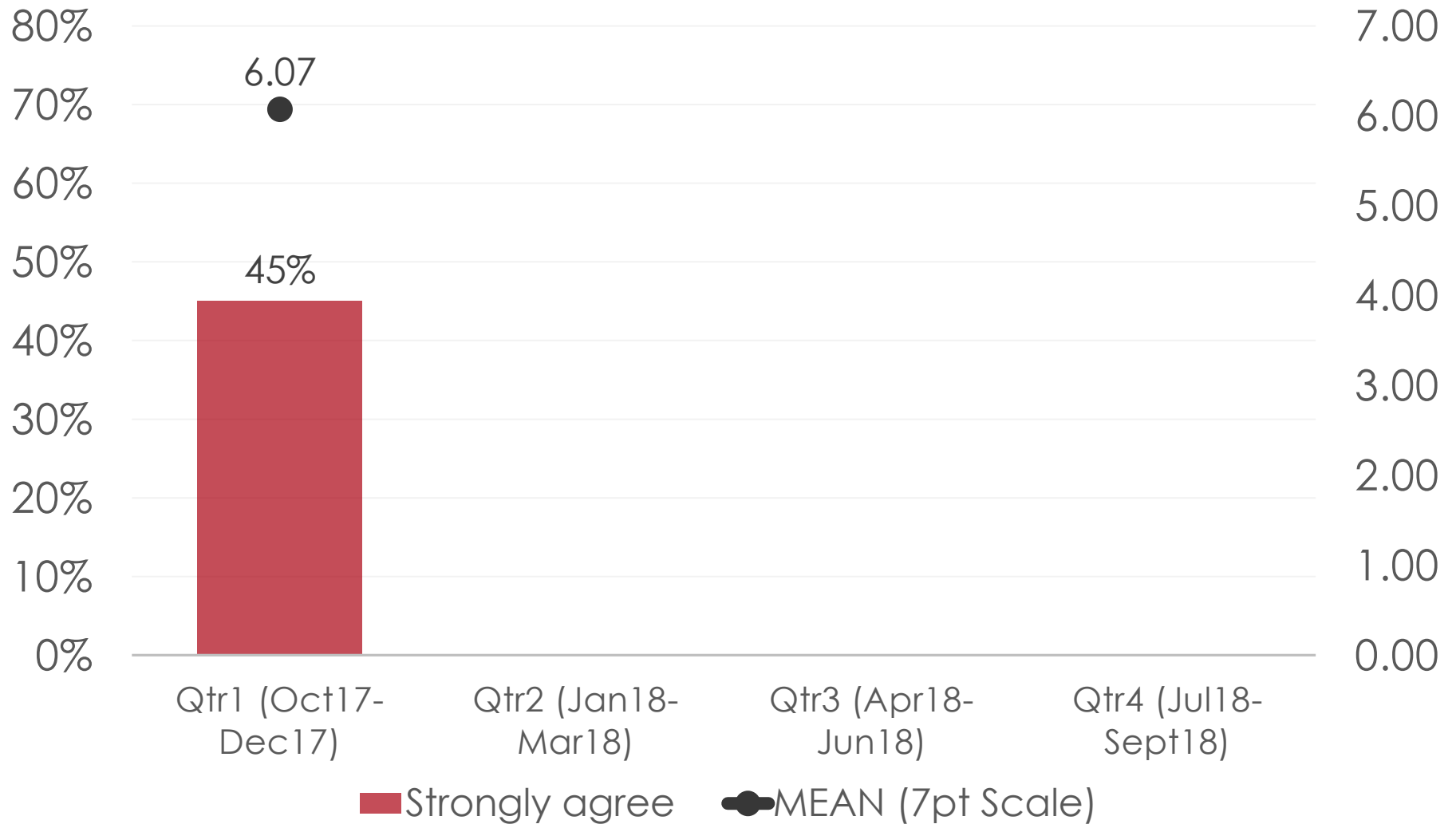
# Tour drivers were professional



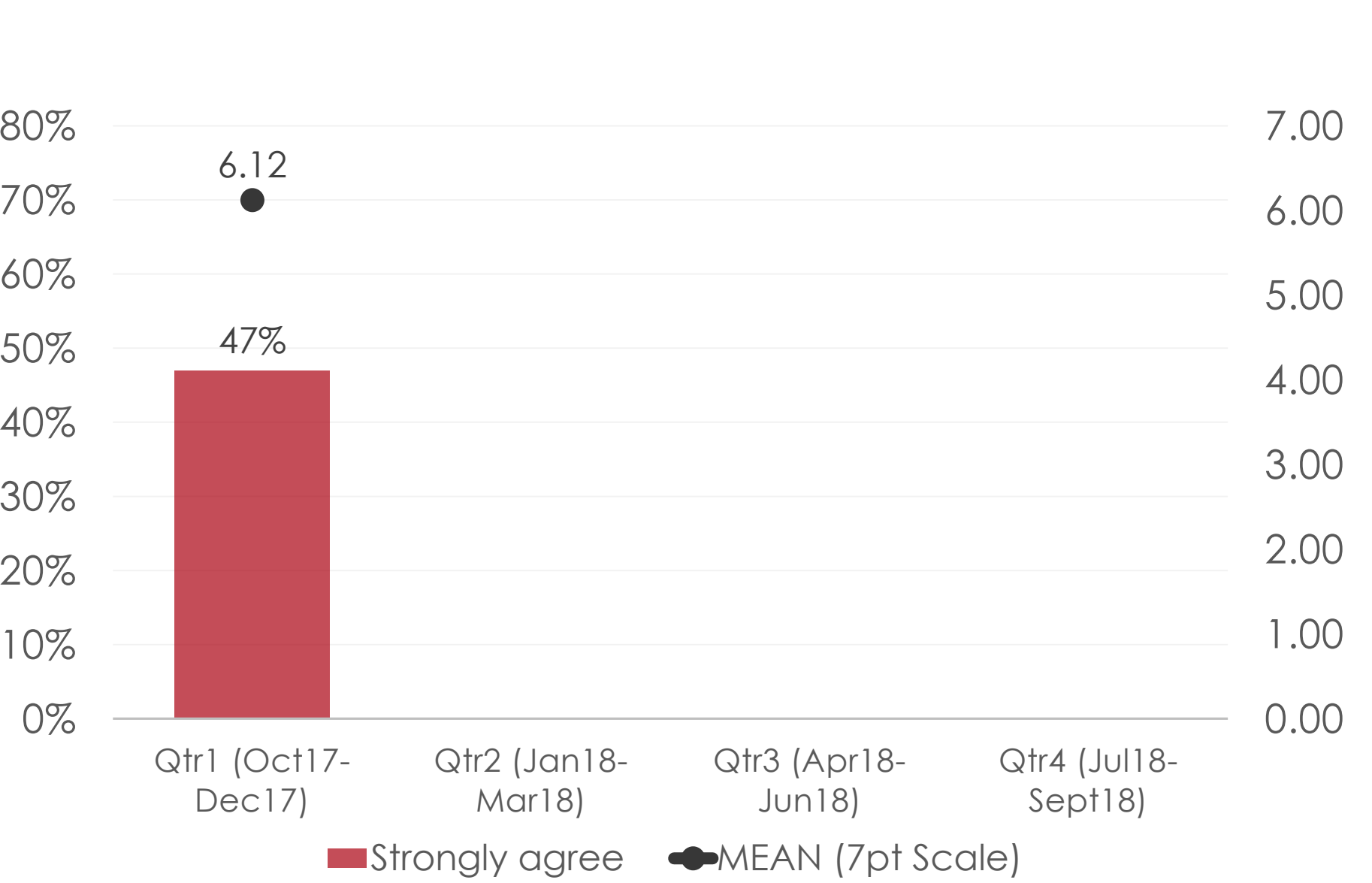
# Taxi drivers were professional



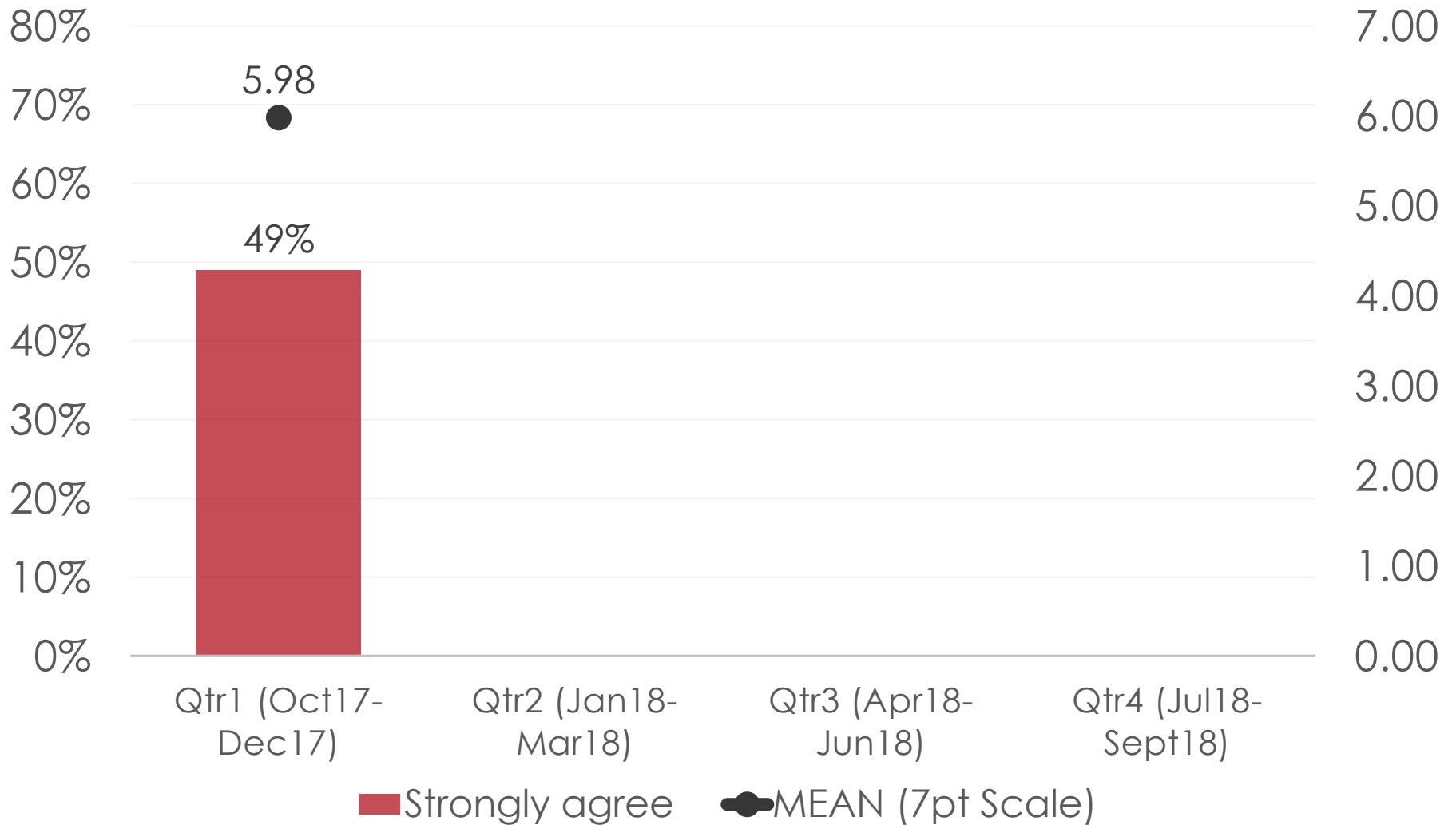
# Taxis were clean



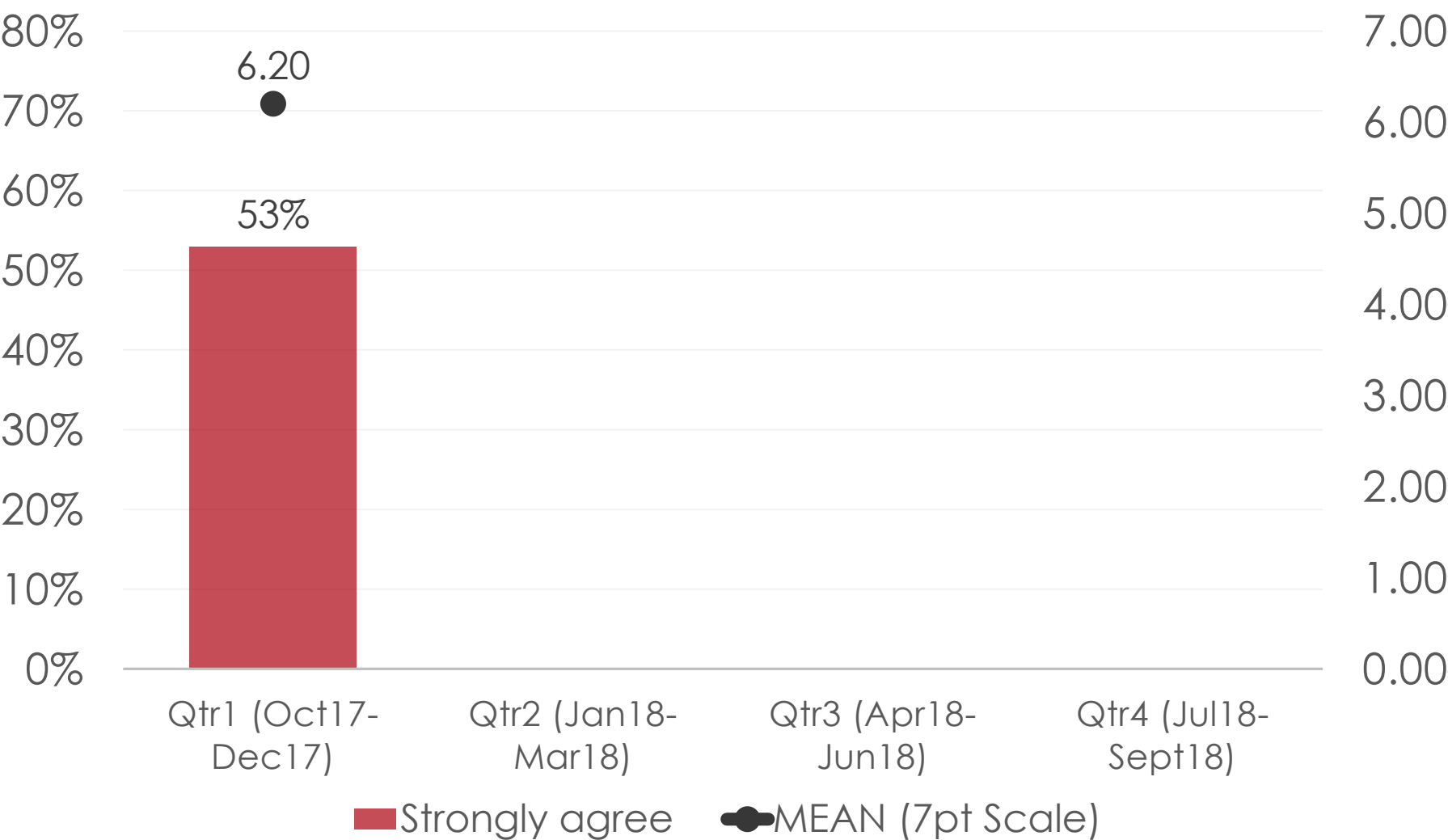
# Guam airport was clean



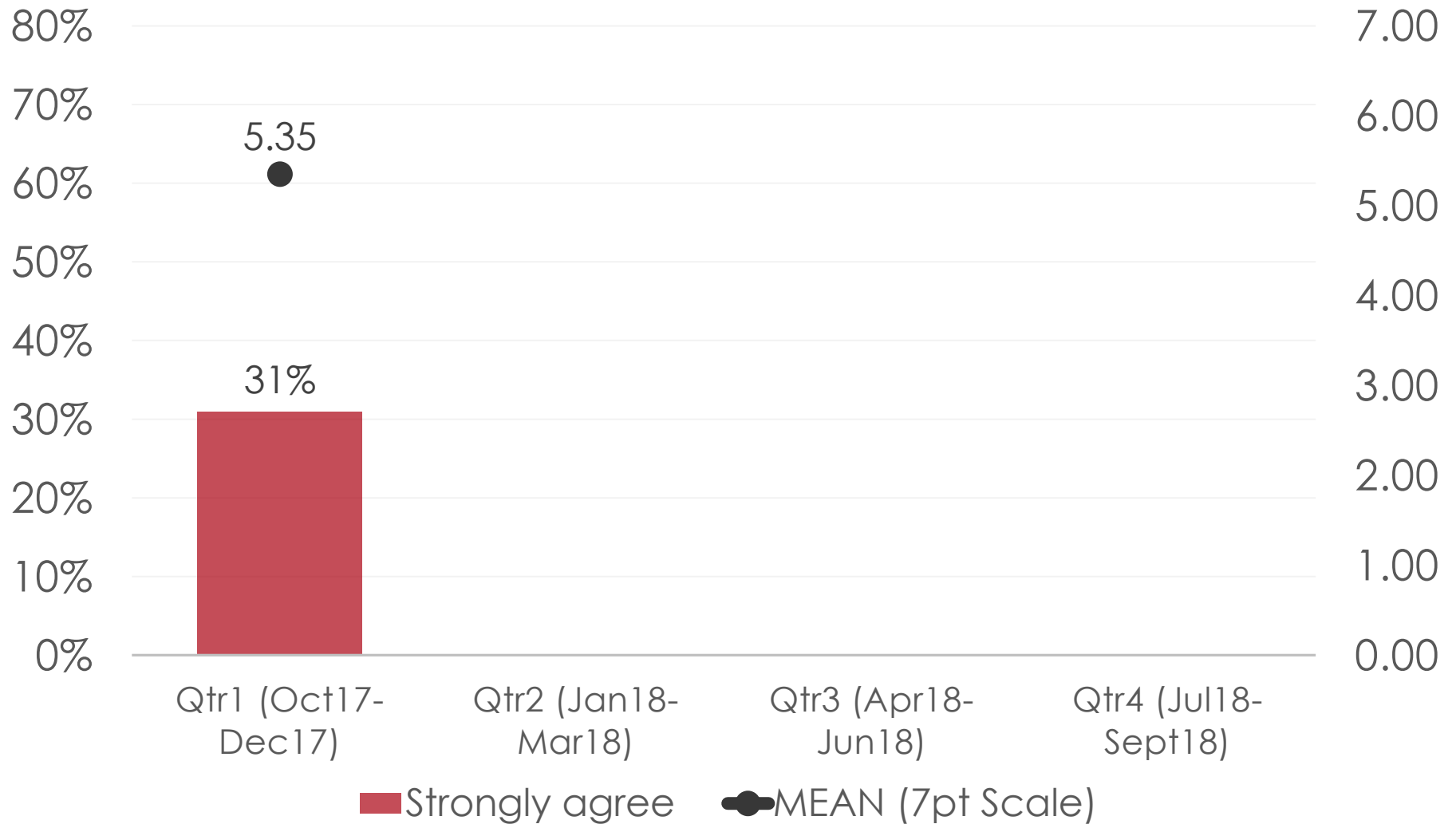
# Ease of getting around



# Safety walking around at night



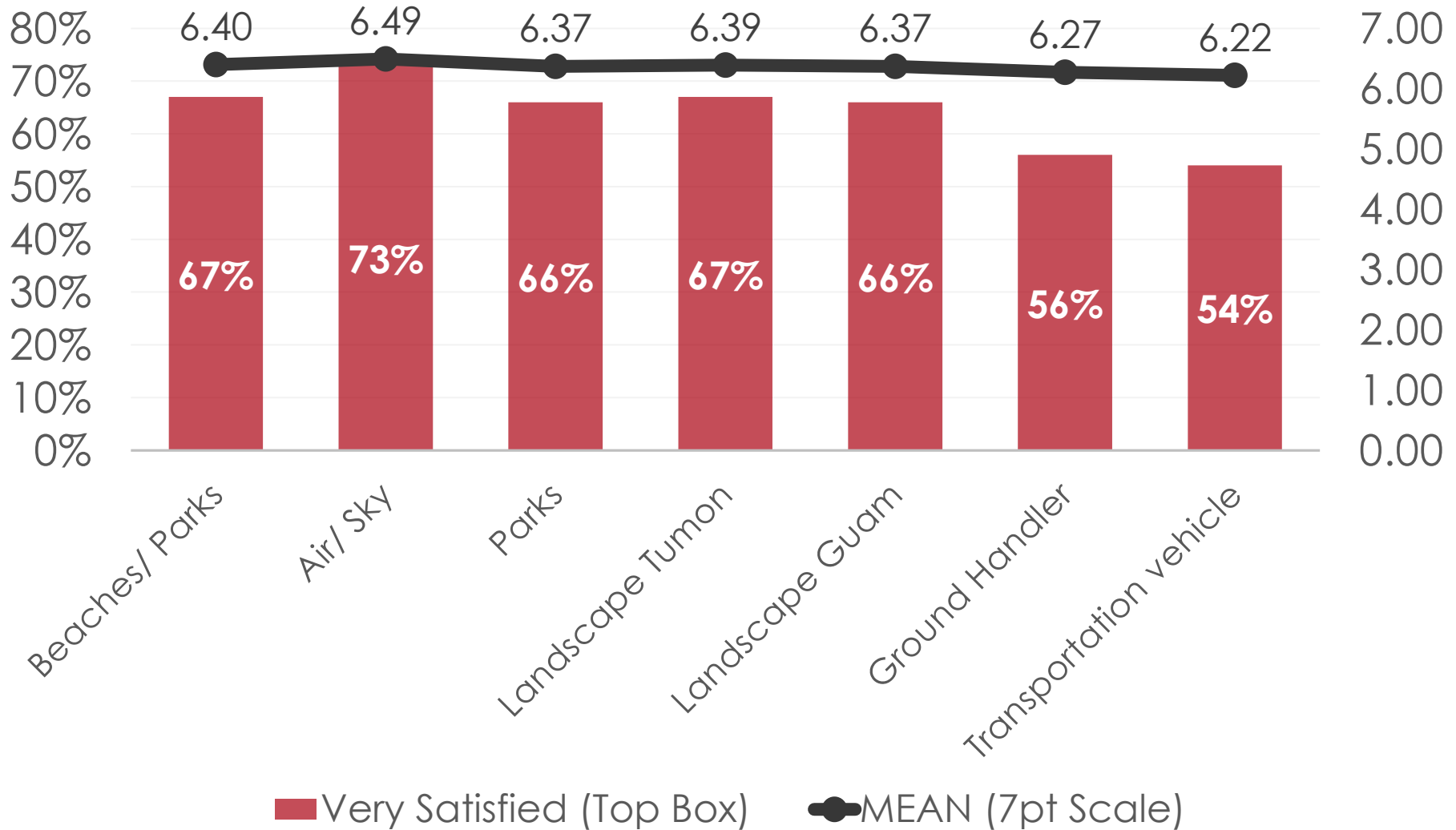
# Price of things on Guam



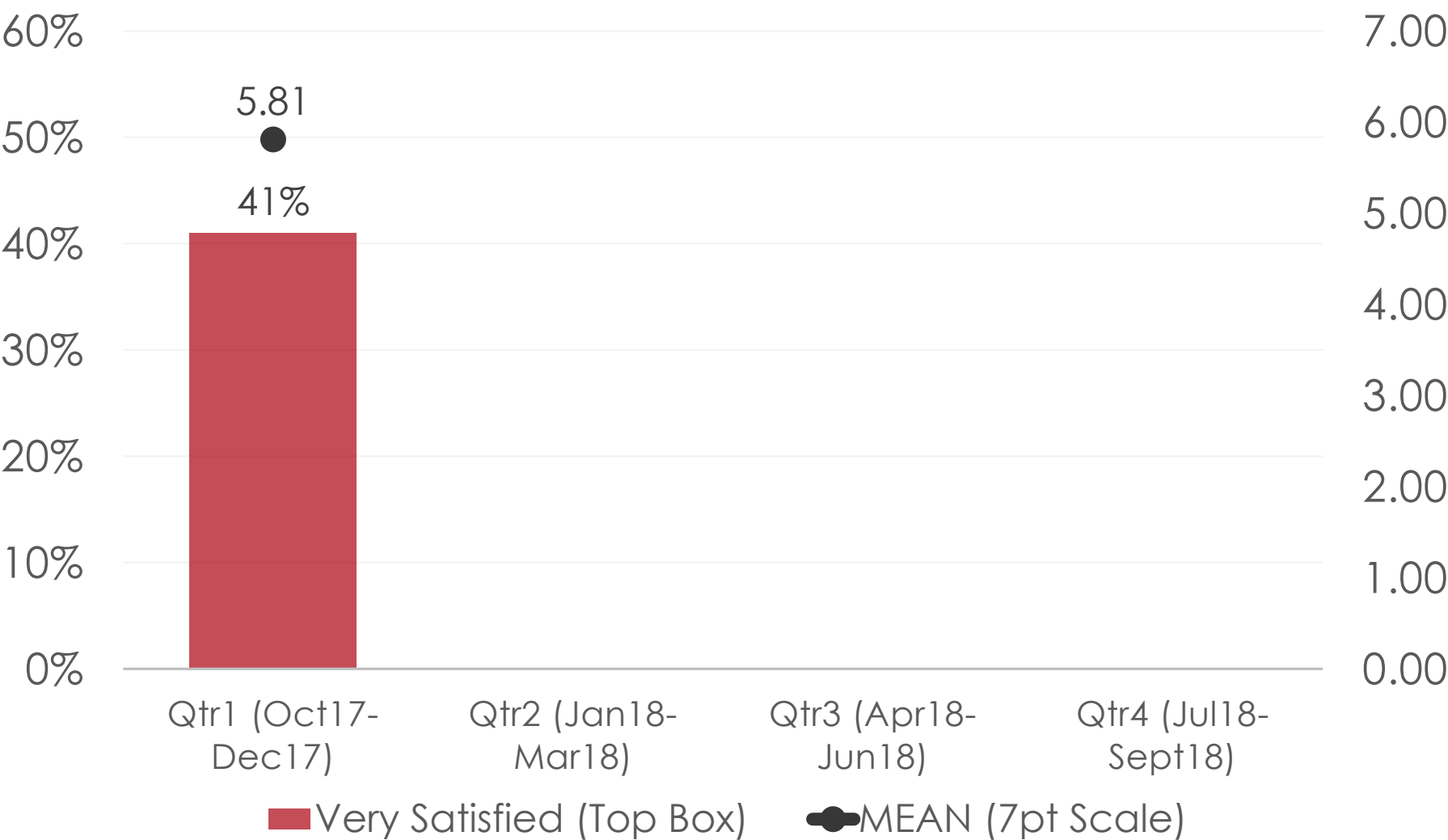


# GENERAL SATISFACTION –

## Quality/ Cleanliness

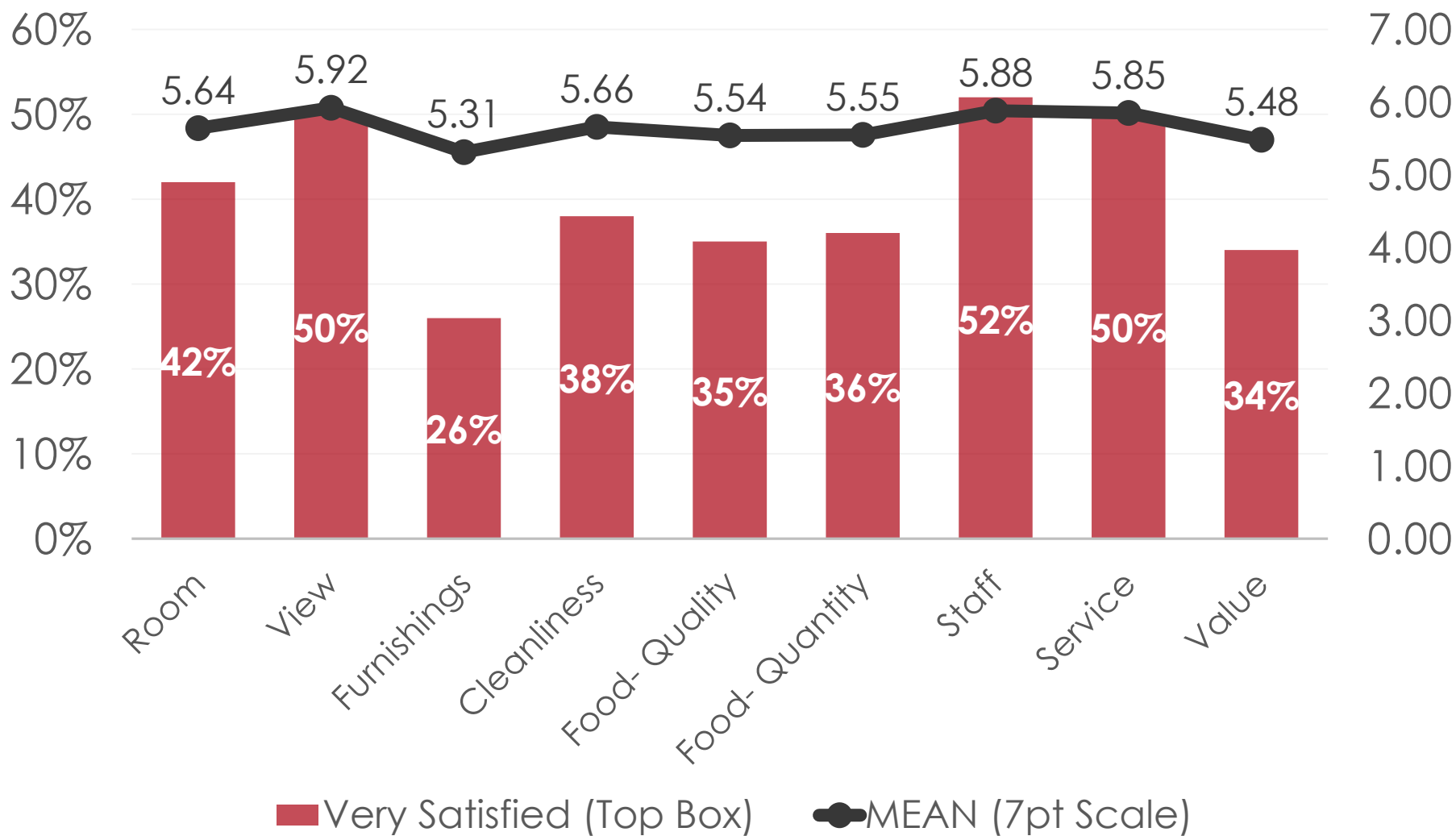


# ACCOMMODATIONS – OVERALL SATISFACTION

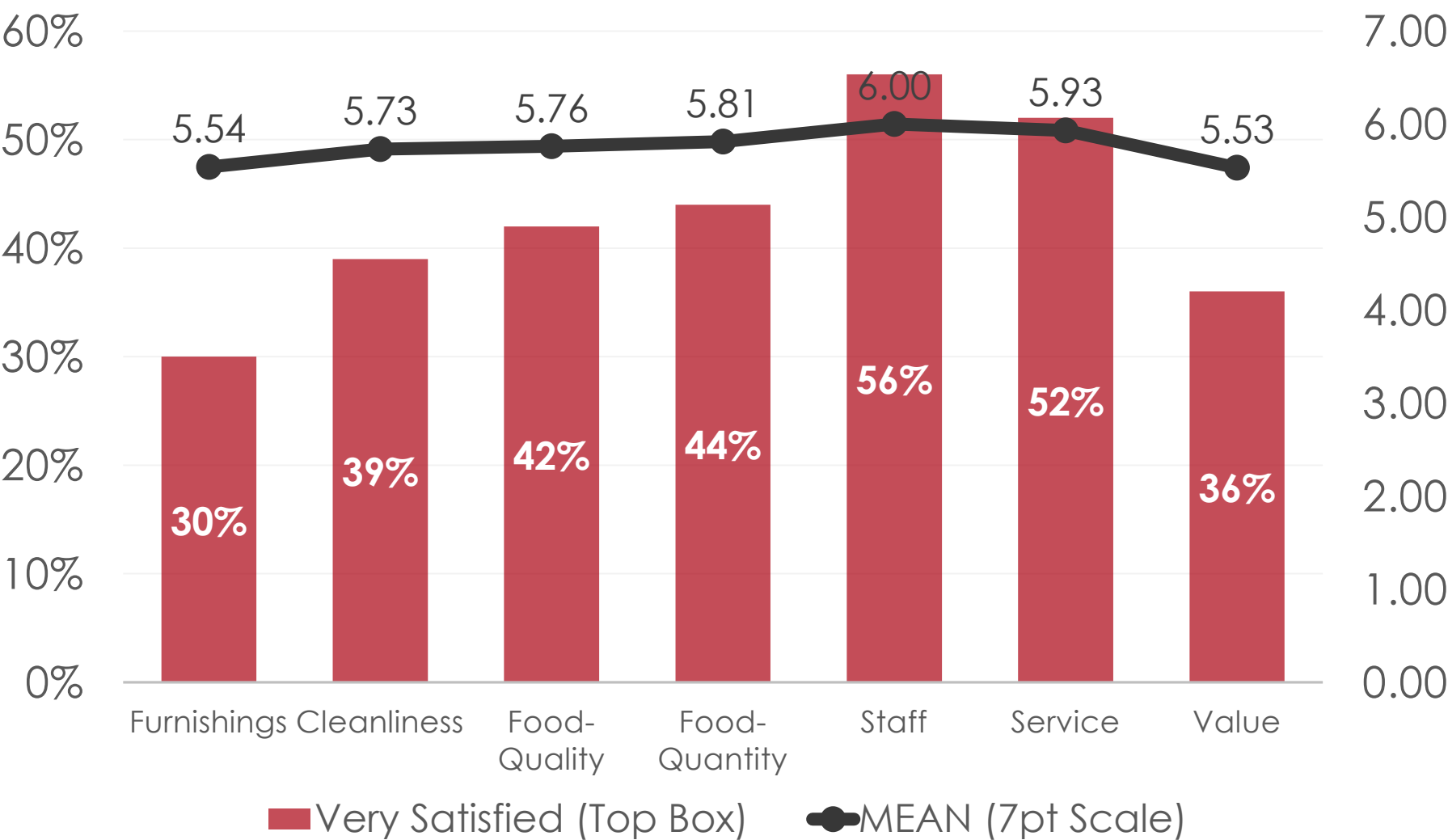


# ACCOMMODATIONS –

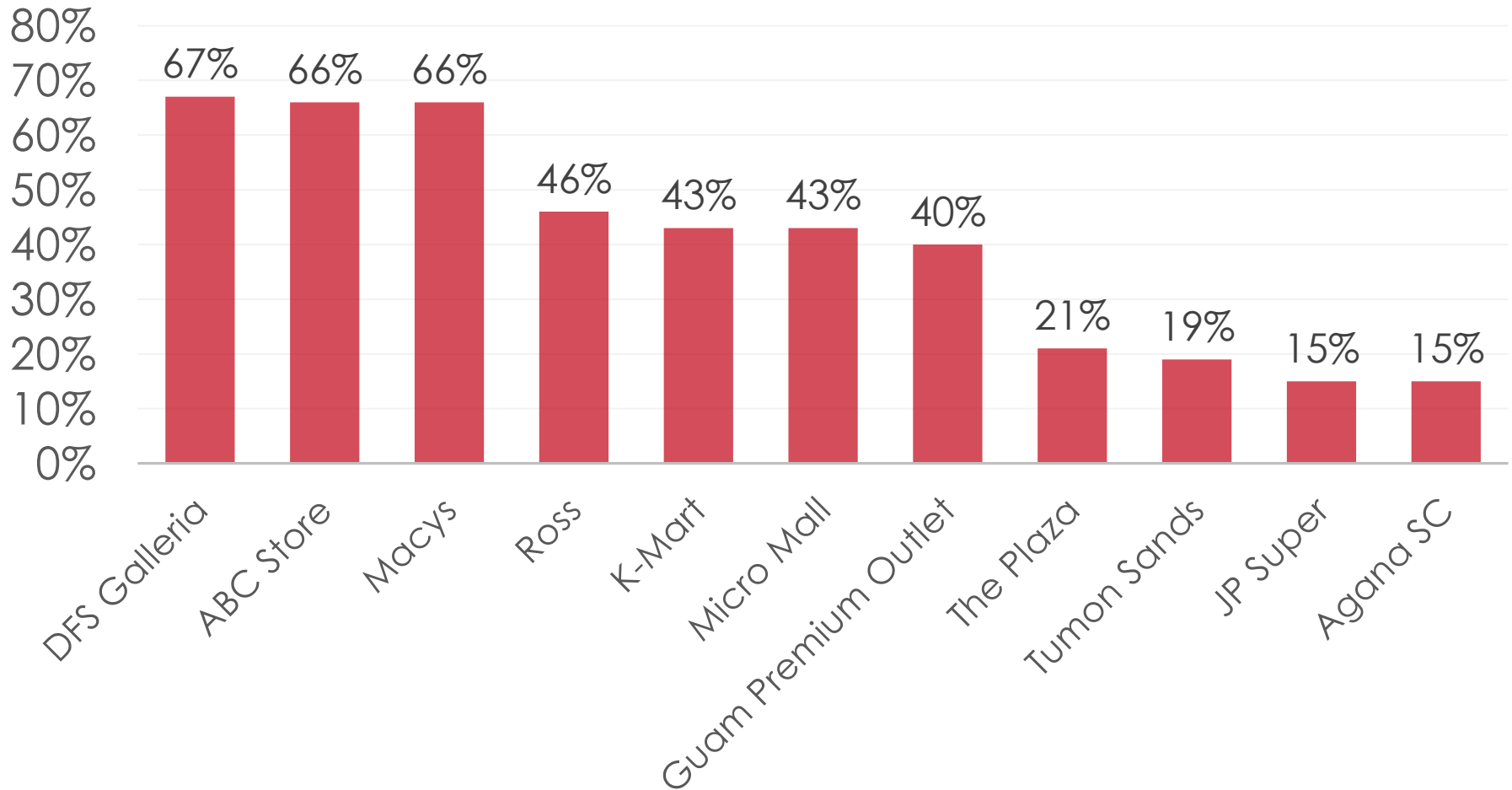
## Satisfaction by Category



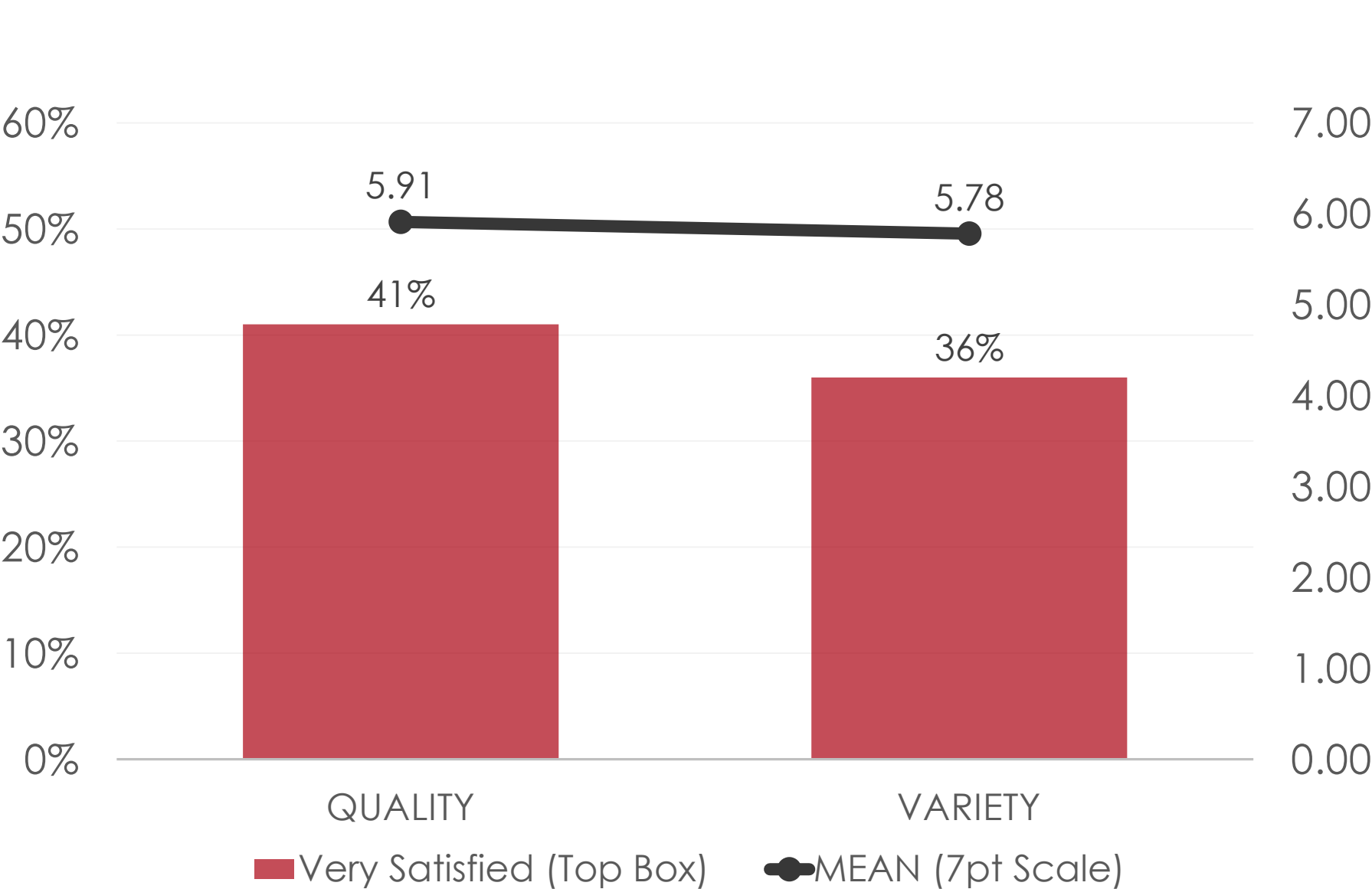
# DINING EXPERIENCE (Outside Hotel) – Satisfaction by Category



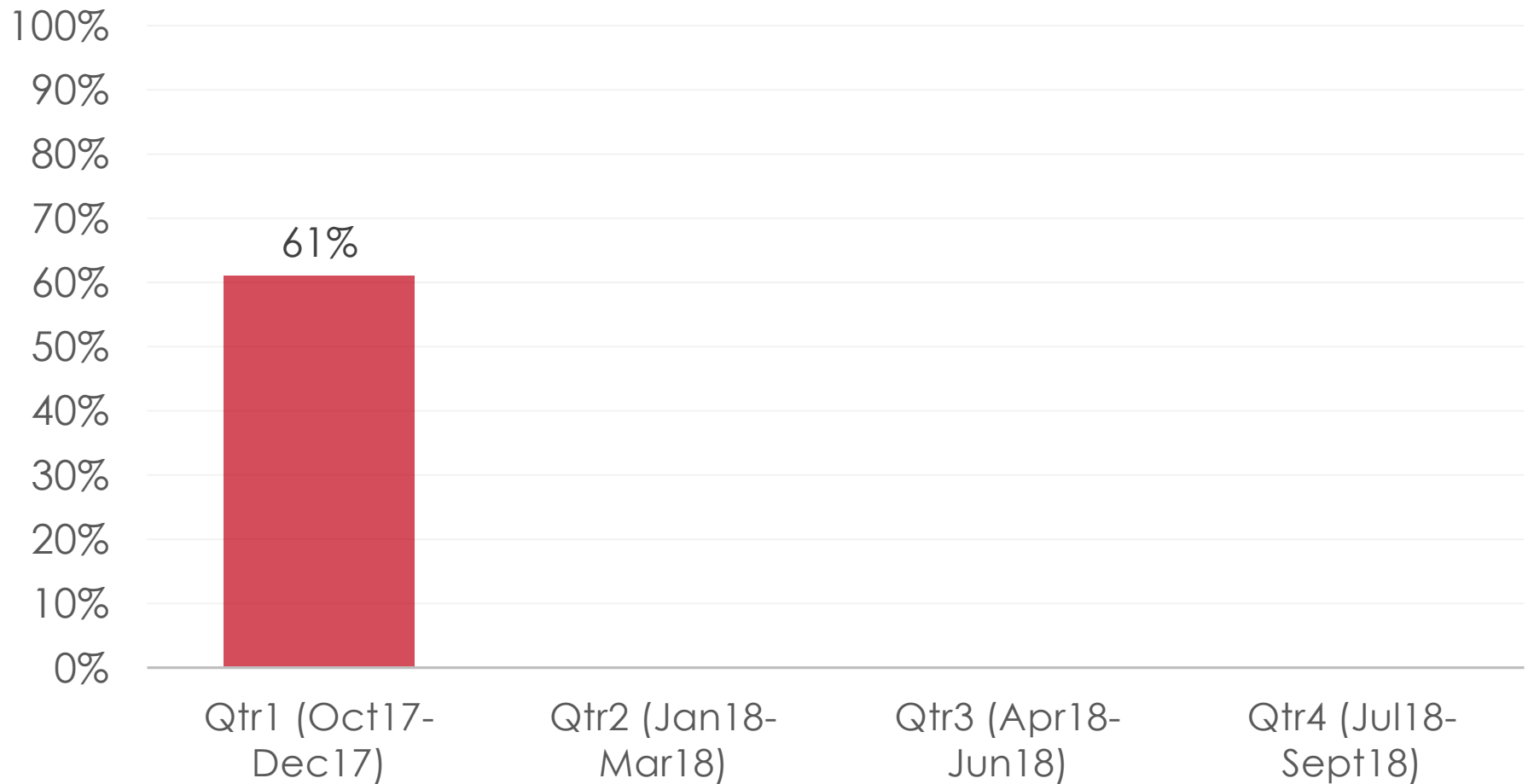
# Shopping Malls/ Stores (Top Responses)



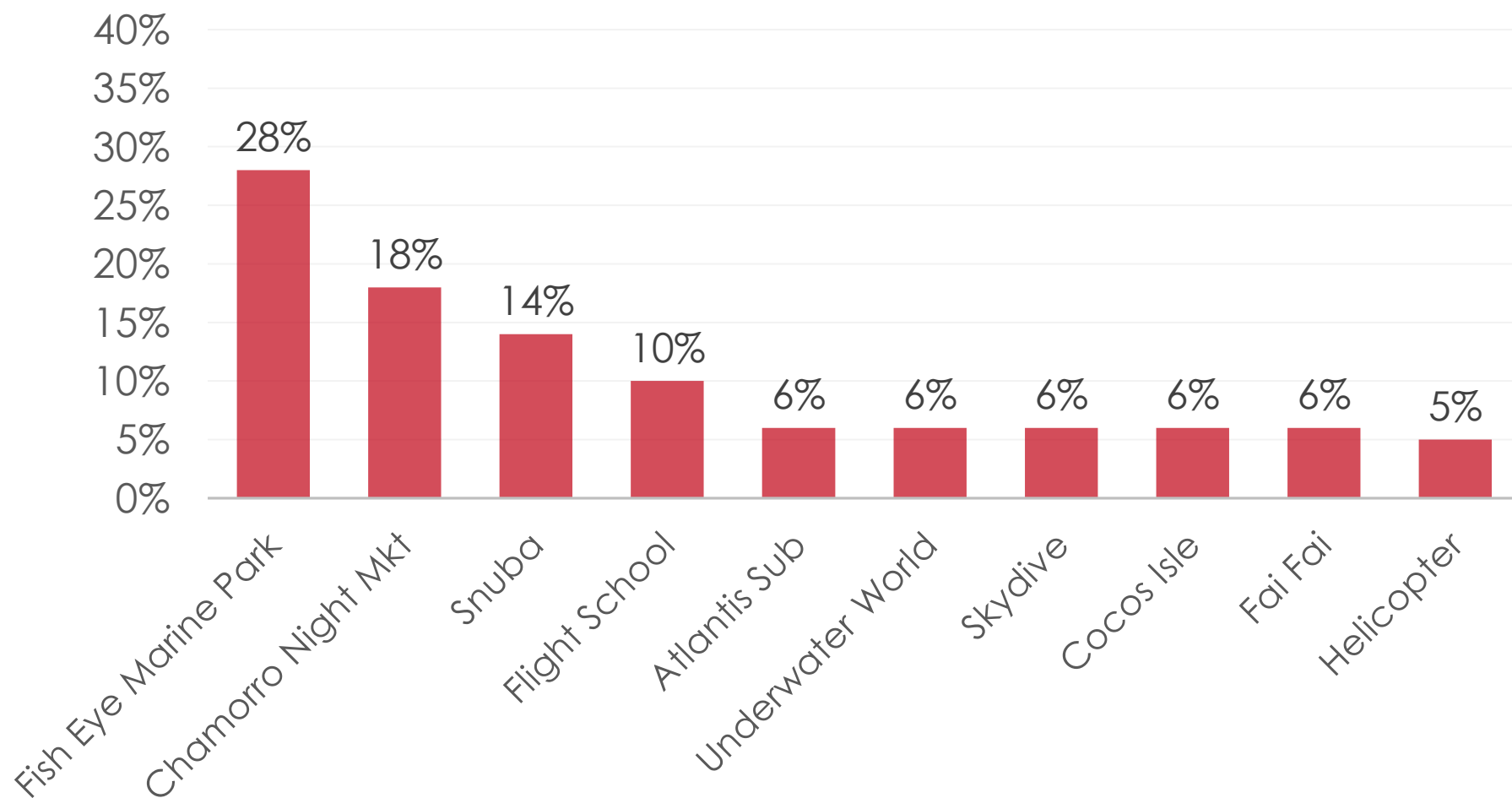
# SHOPPING - SATISFACTION



# OPTIONAL TOUR PARTICIPATION – FY2018 Tracking



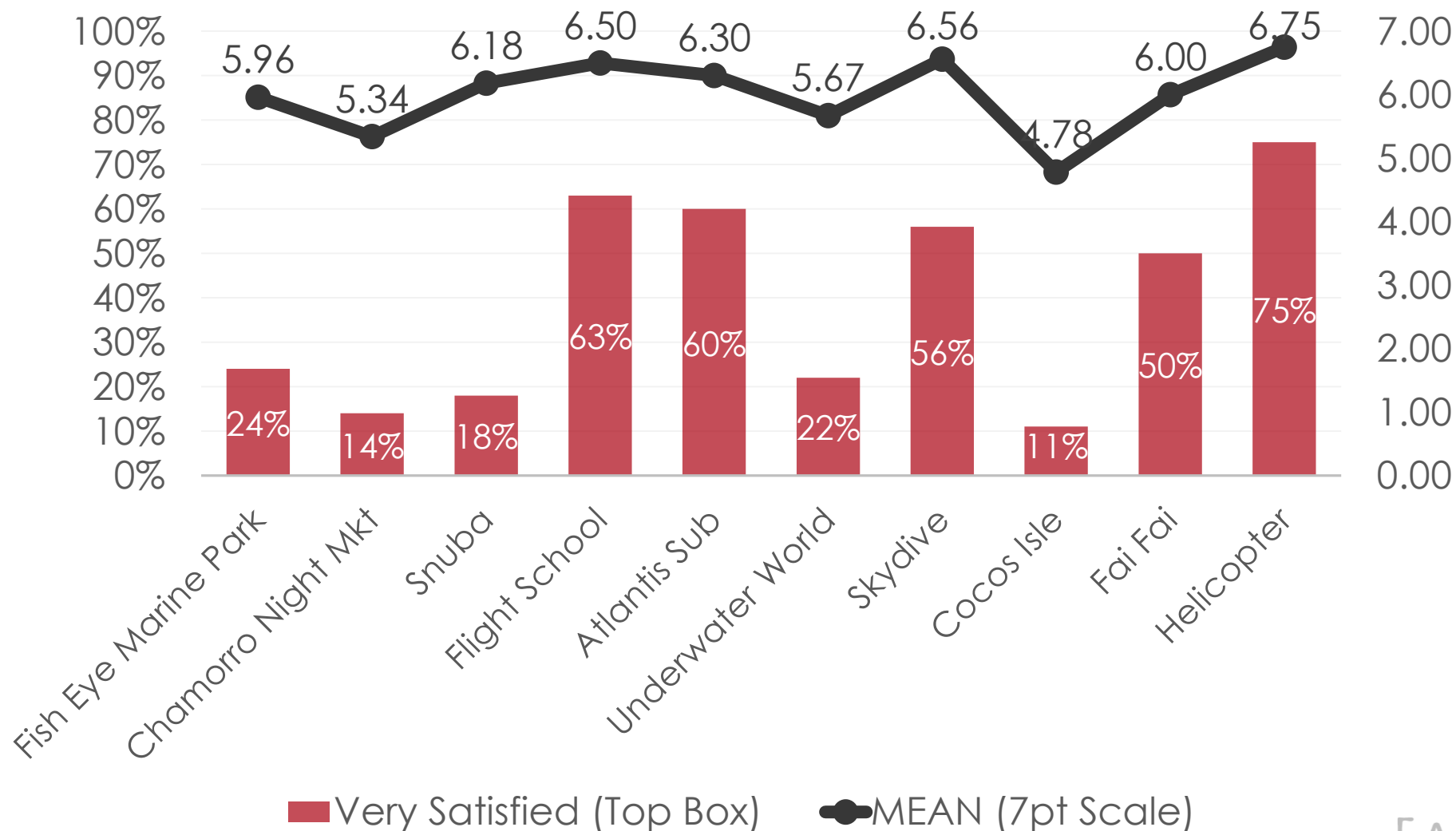
# Optional Tour Participation (Top Responses 5%+)



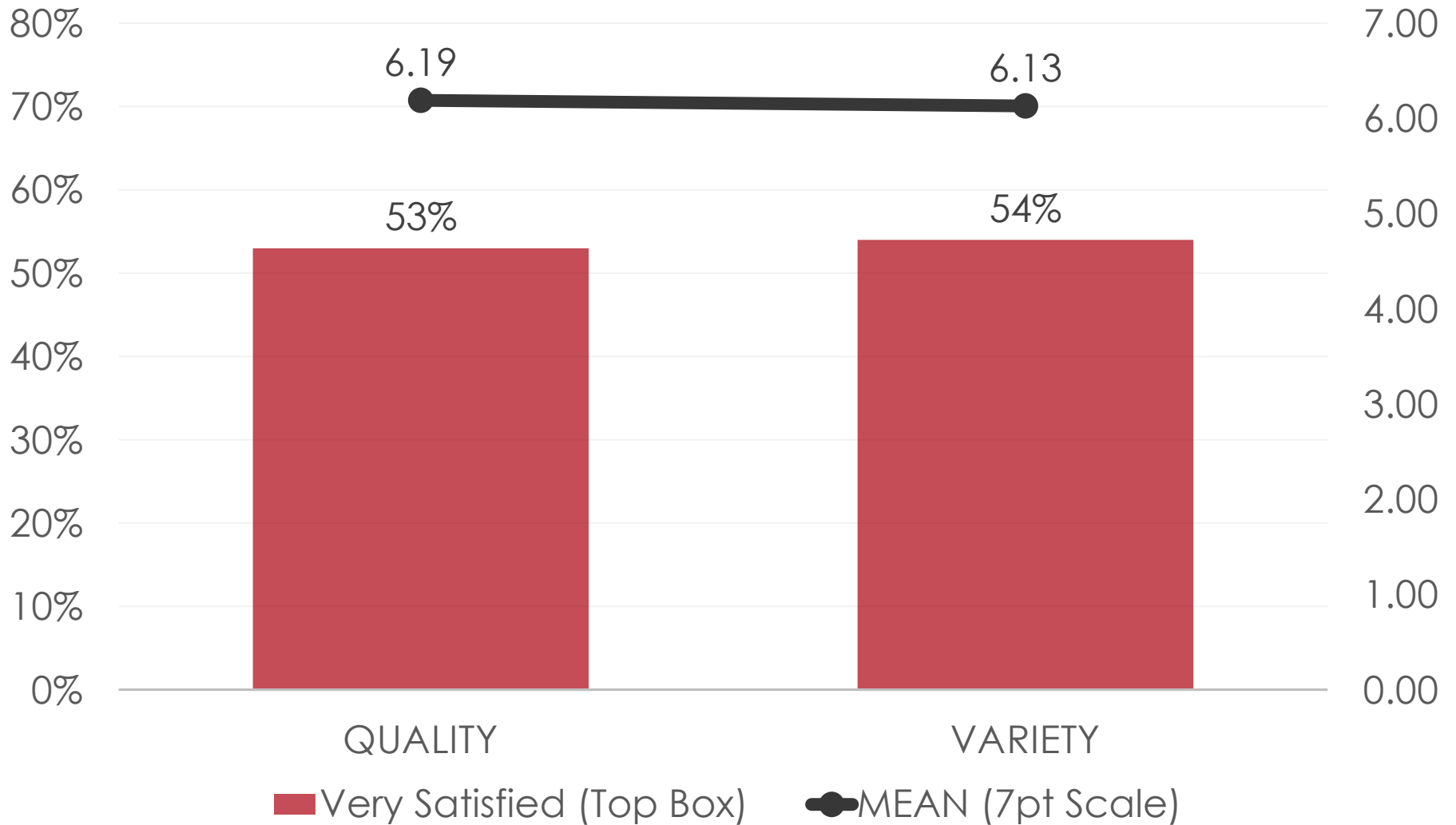


# Optional Tour Satisfaction

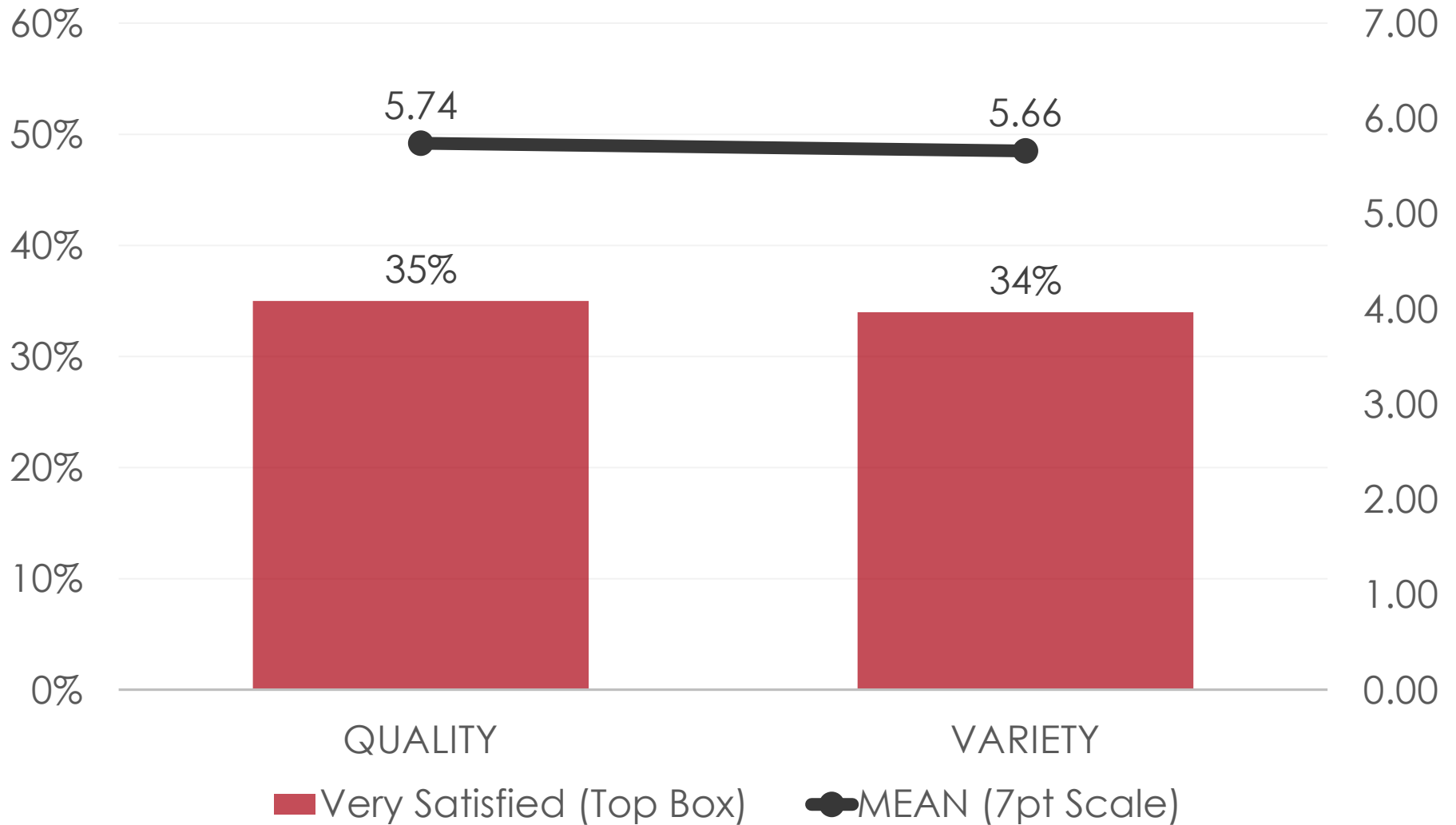
## Top Responses only - Participation (10%+)



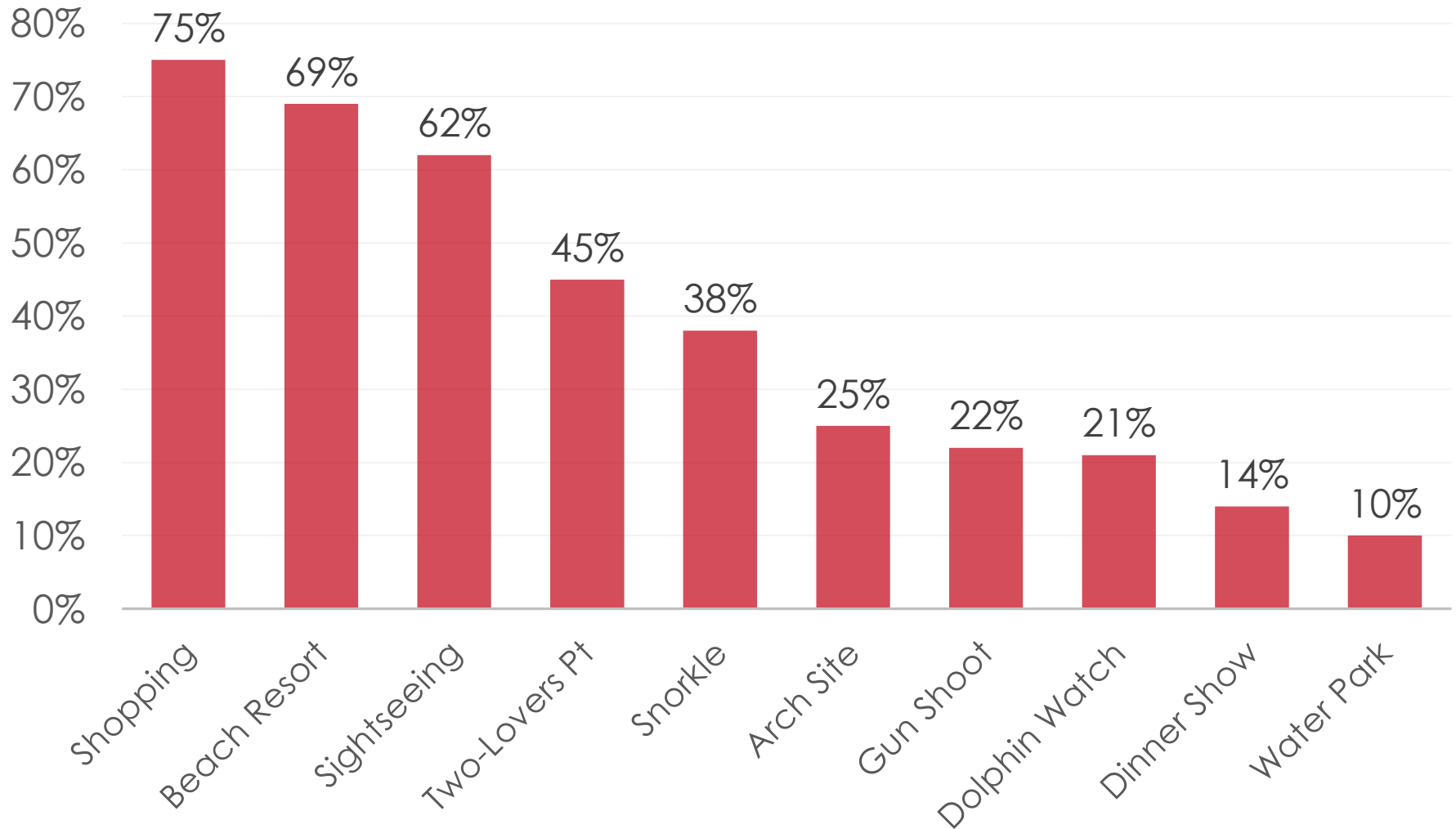
# DAY TOUR - SATISFACTION



# NIGHT TOUR - SATISFACTION



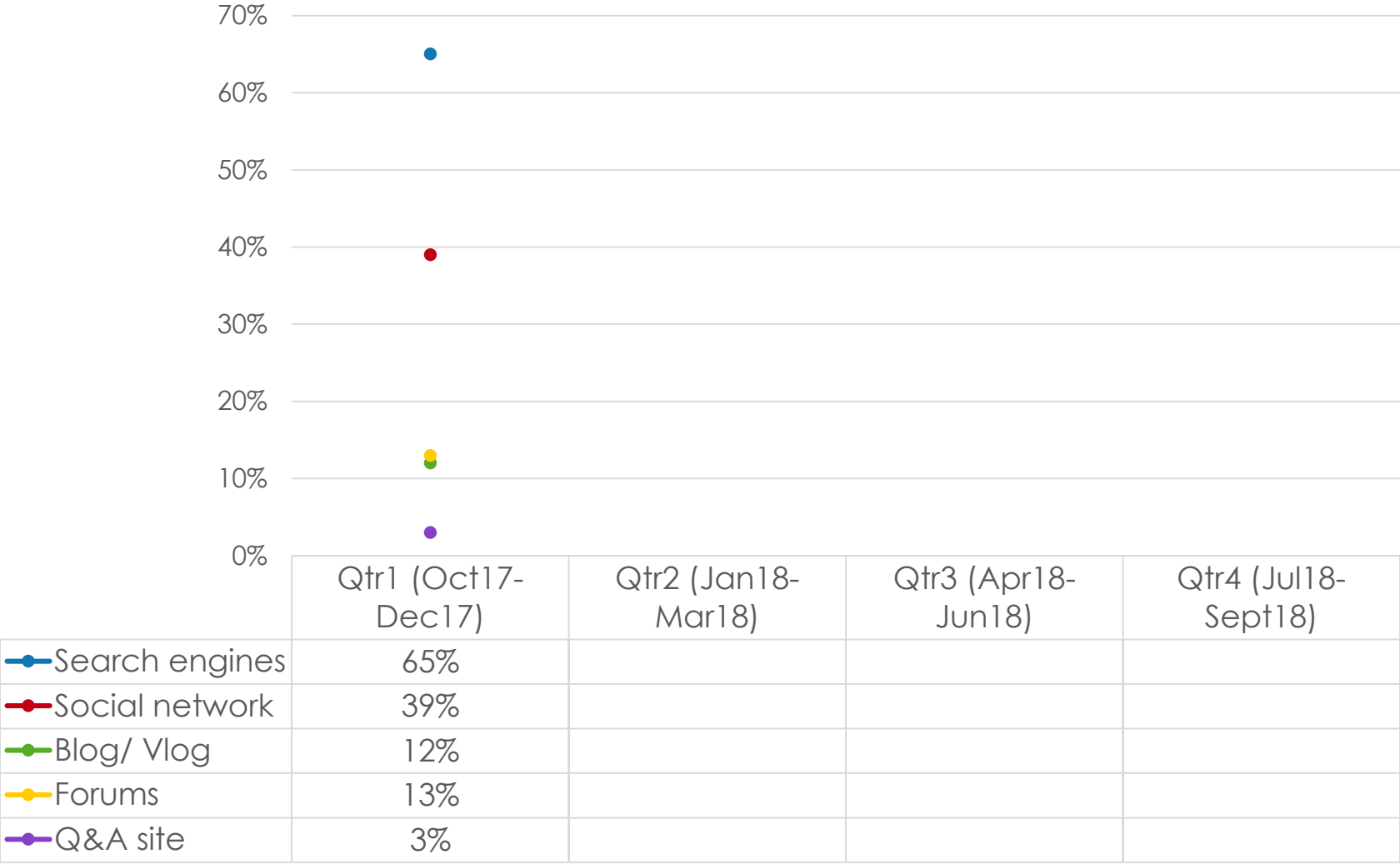
# Activities Participation (Top Responses)



# SECTION 5

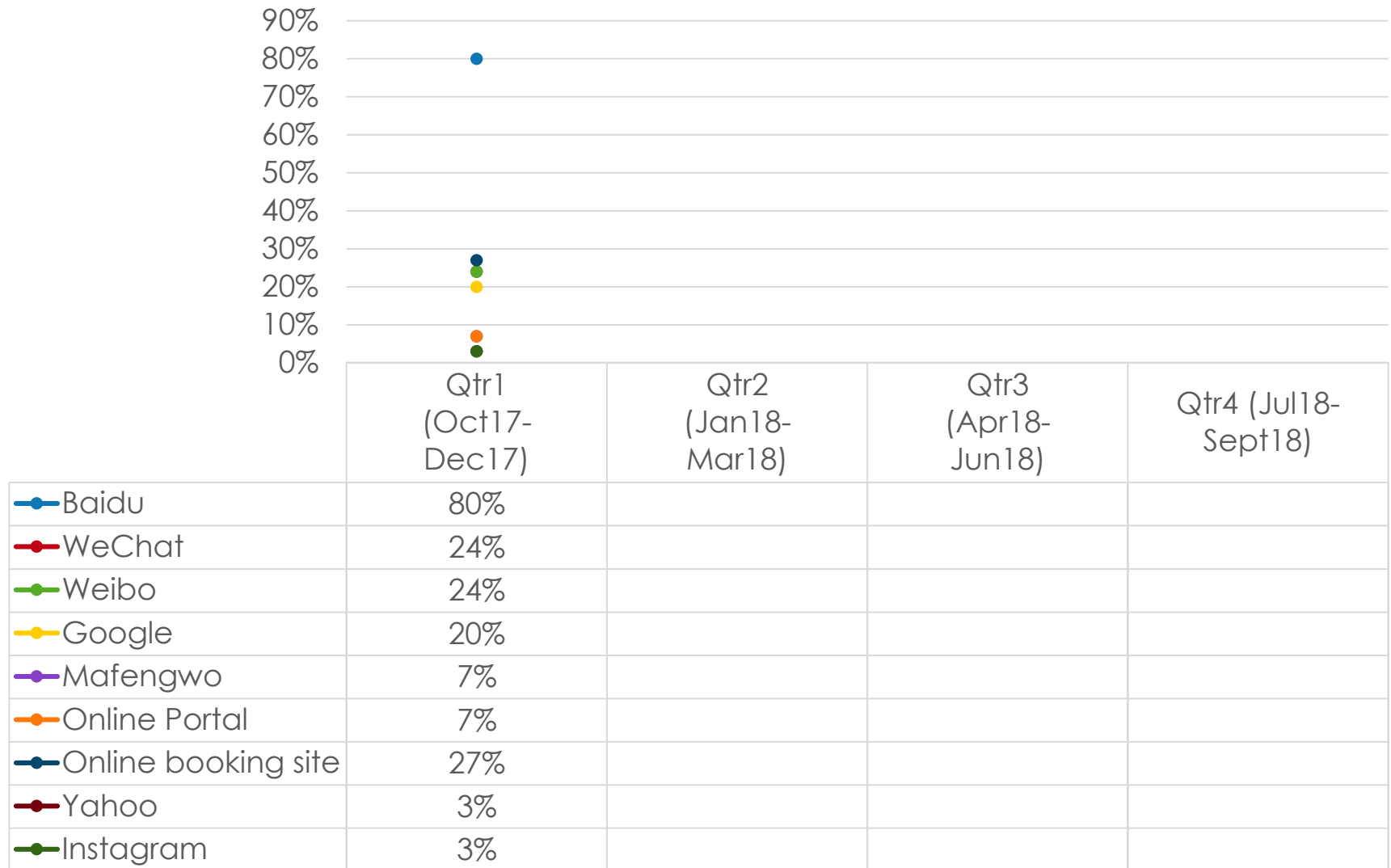
# PROMOTIONS

# INTERNET- GUAM SOURCES OF INFORMATION



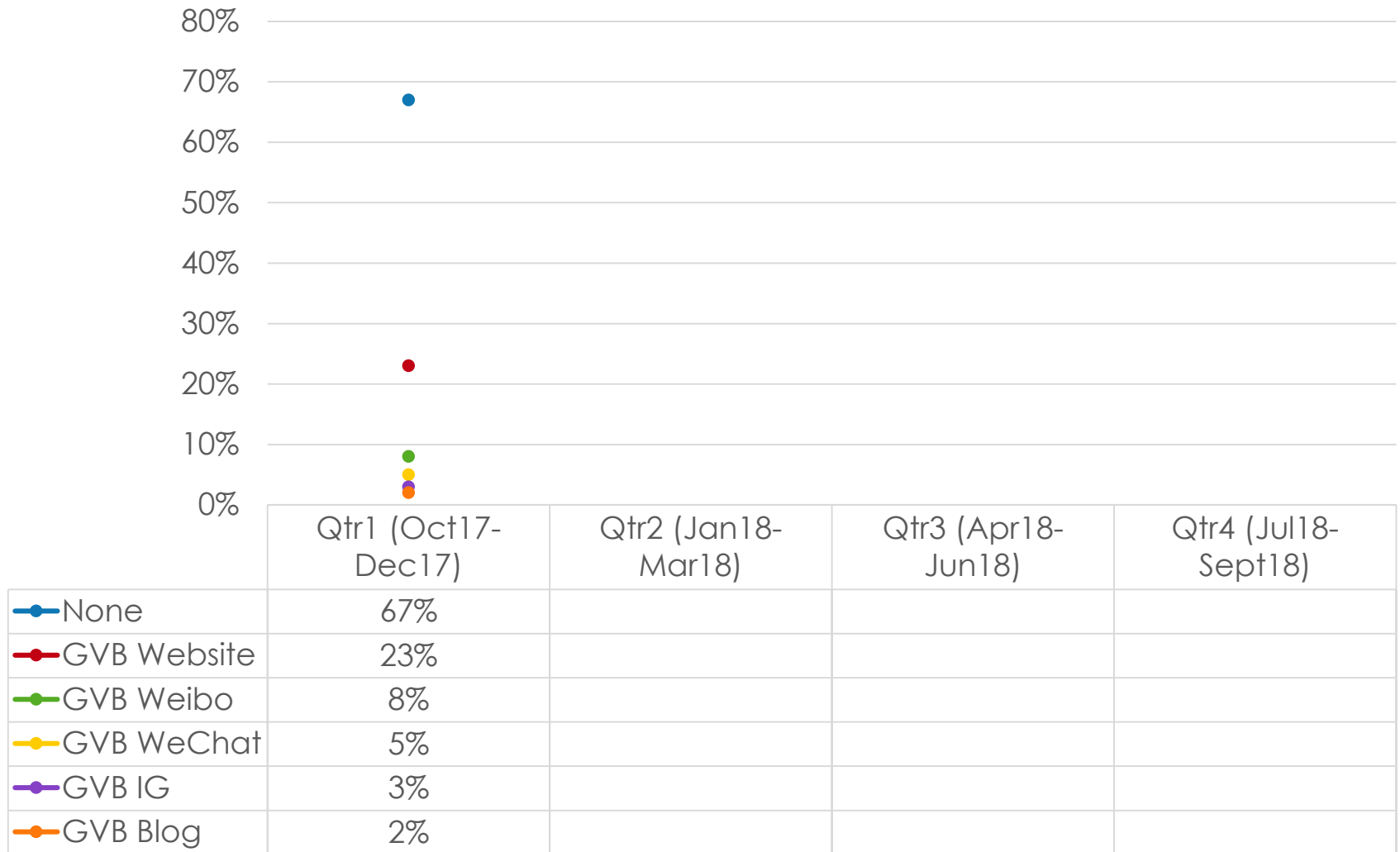
# INTERNET- SOURCES OF INFORMATION

## Things to do on Guam



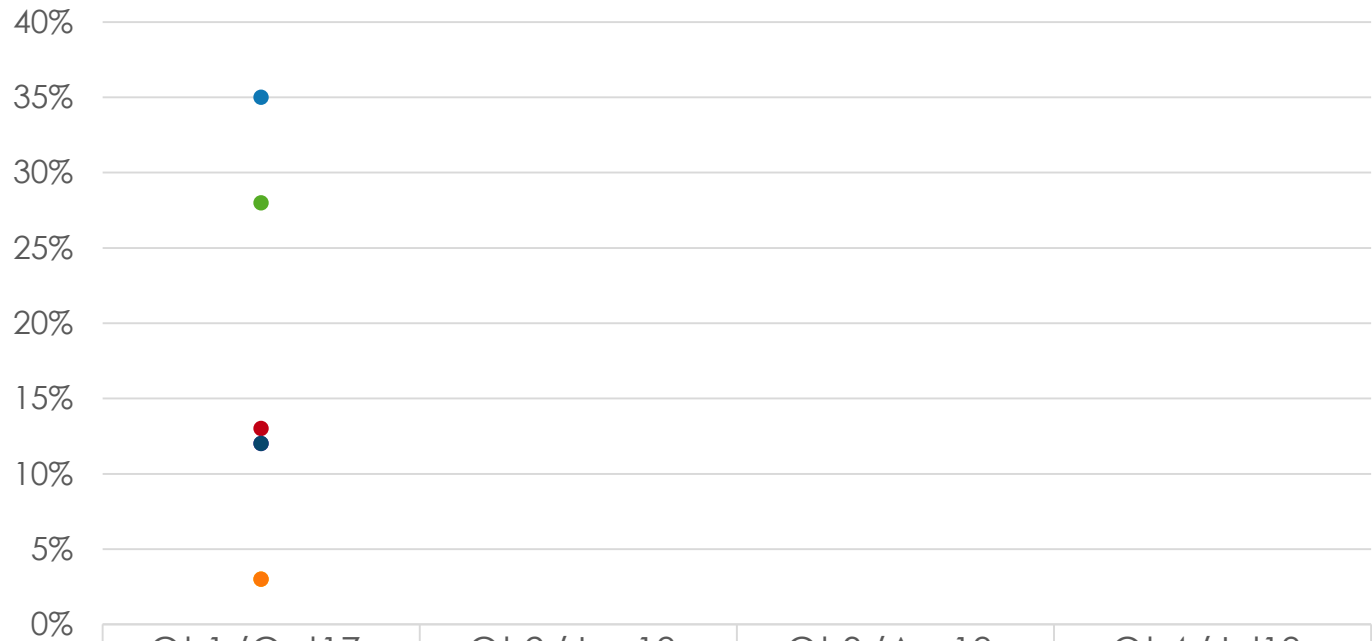
# INTERNET- SOURCES OF INFORMATION

## GVB



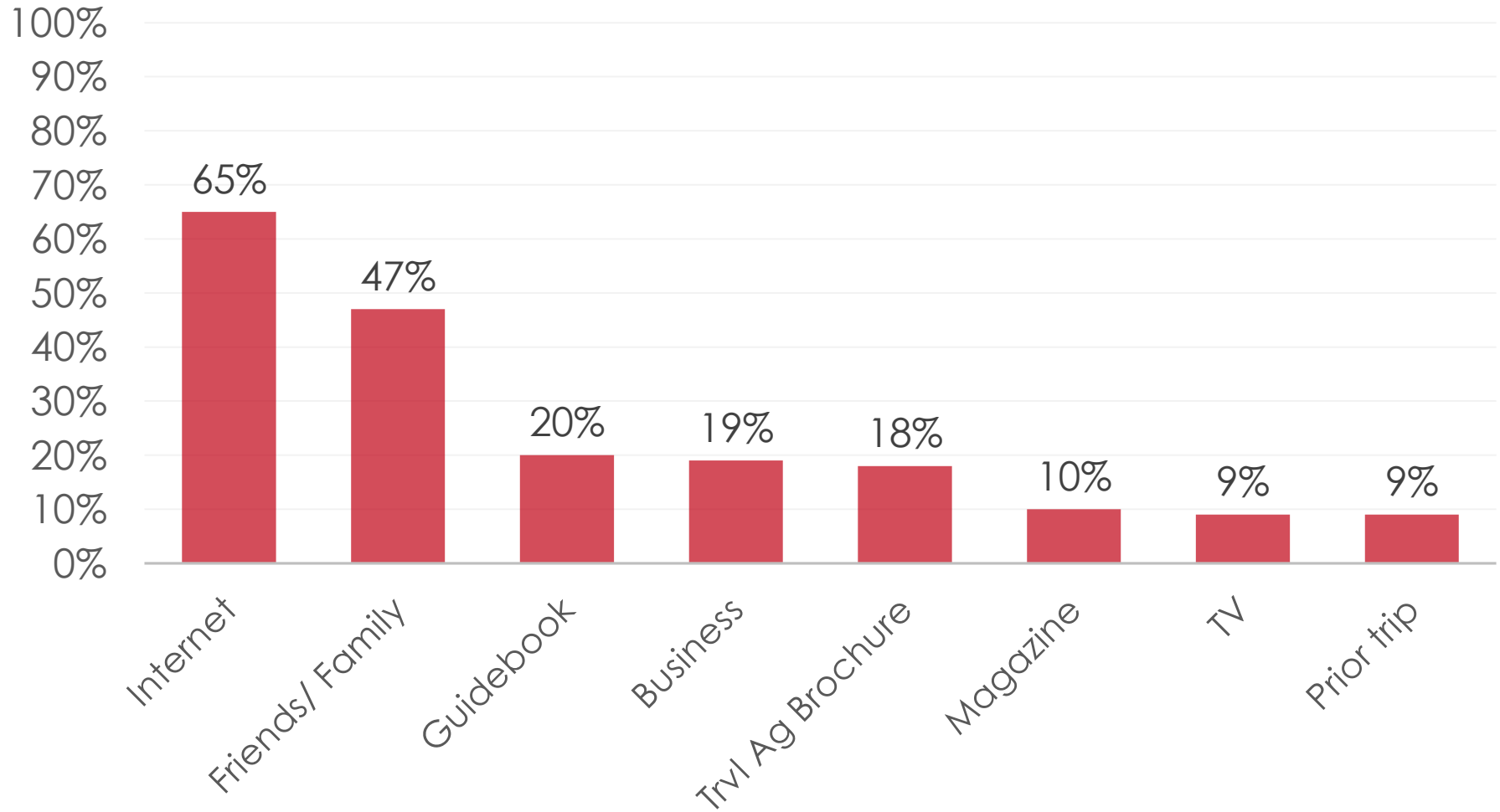


# TRAVEL MOTIVATION



	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
Friends/ Family	35%			
Company/ Bus Trip	13%			
Internet	28%			
Travel Show	3%			
Travel Agent	12%			
Print	3%			
Social Media	12%			

# PRE-ARRIVAL SOURCES OF INFORMATION



# PRE-ARRIVAL SOURCES OF INFORMATION – Key Segments

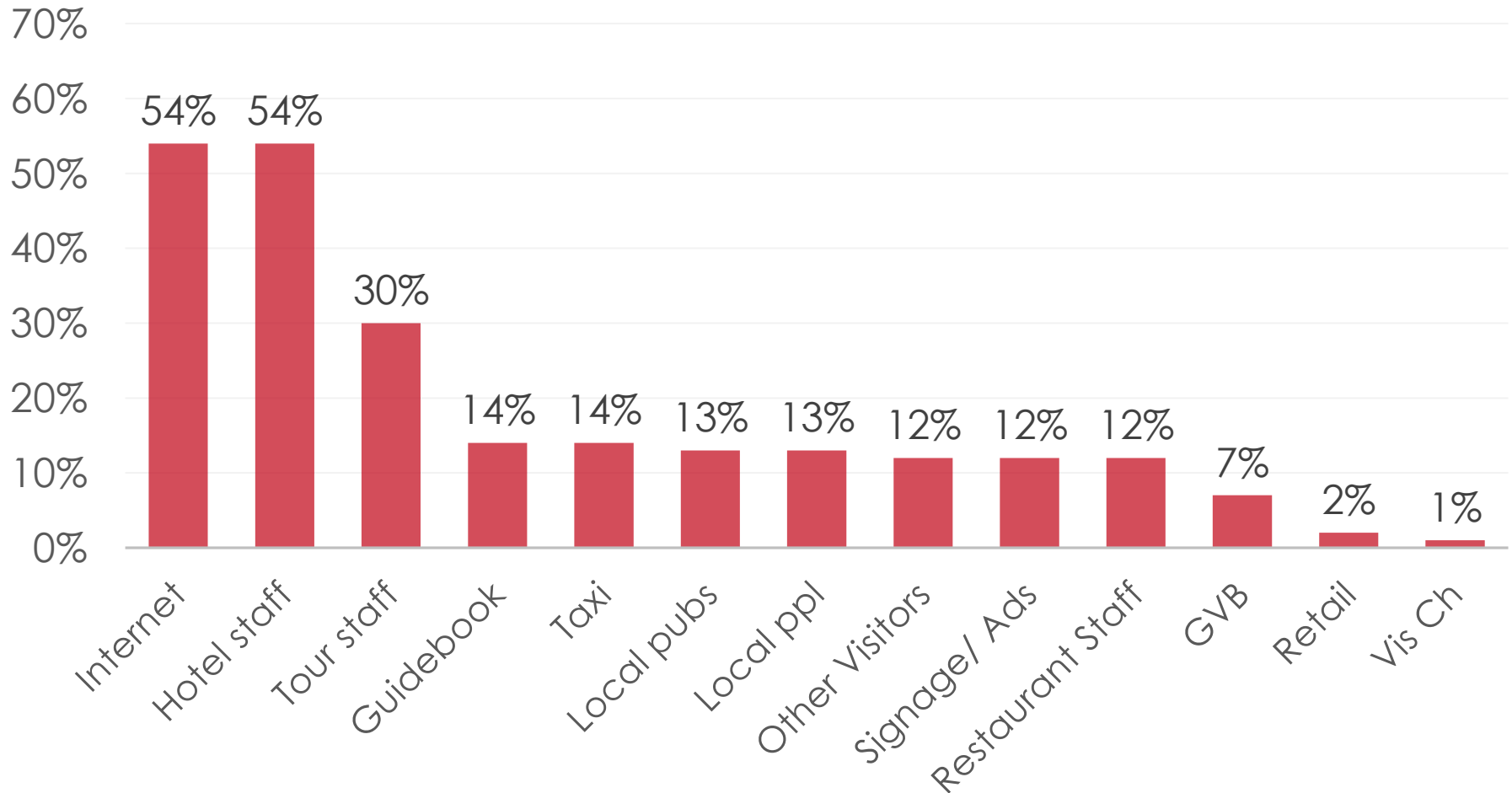
## GVB EXIT SURVEY

Q1 Please select the top three sources of information you used to find out about Guam before your trip:

		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ ADV	EDUCATION/ TESTING
		-	-	-	-	-	-	-	-
Q1	Internet/Mobile App	65%	75%	80%	100%	70%	52%	66%	83%
	Friend or relative	47%	13%		100%	52%	64%	45%	34%
	Travel guide book at bookstores	20%	25%			19%	16%	24%	14%
	Co-worker/ company travel department	19%	38%	20%		16%	23%	17%	23%
	Travel agent brochure	18%	38%			19%	8%	18%	17%
	Magazine (consumer)	10%		60%		13%	5%	14%	11%
	TV	9%		20%		9%	3%	9%	11%
	I have been to Guam before	9%				8%	13%	7%	9%
	Guam Visitors Bureau promotional activities	8%	25%		50%	8%	8%	11%	6%
	Newspaper	4%				7%	7%	7%	3%
	Travel trade shows	3%	13%			1%	2%	3%	9%
	Guam Visitors Bureau office	2%				1%	2%	4%	
	Consumer travel shows	2%				1%	2%	1%	6%
	Radio	1%				1%		3%	
	Theater ads	1%		20%		1%		3%	
	Total	160	8	5	2	88	61	76	35

# ONISLE

## SOURCES OF INFORMATION



# ON-ISLE SOURCES OF INFORMATION – Key Segments

## GVB EXIT SURVEY

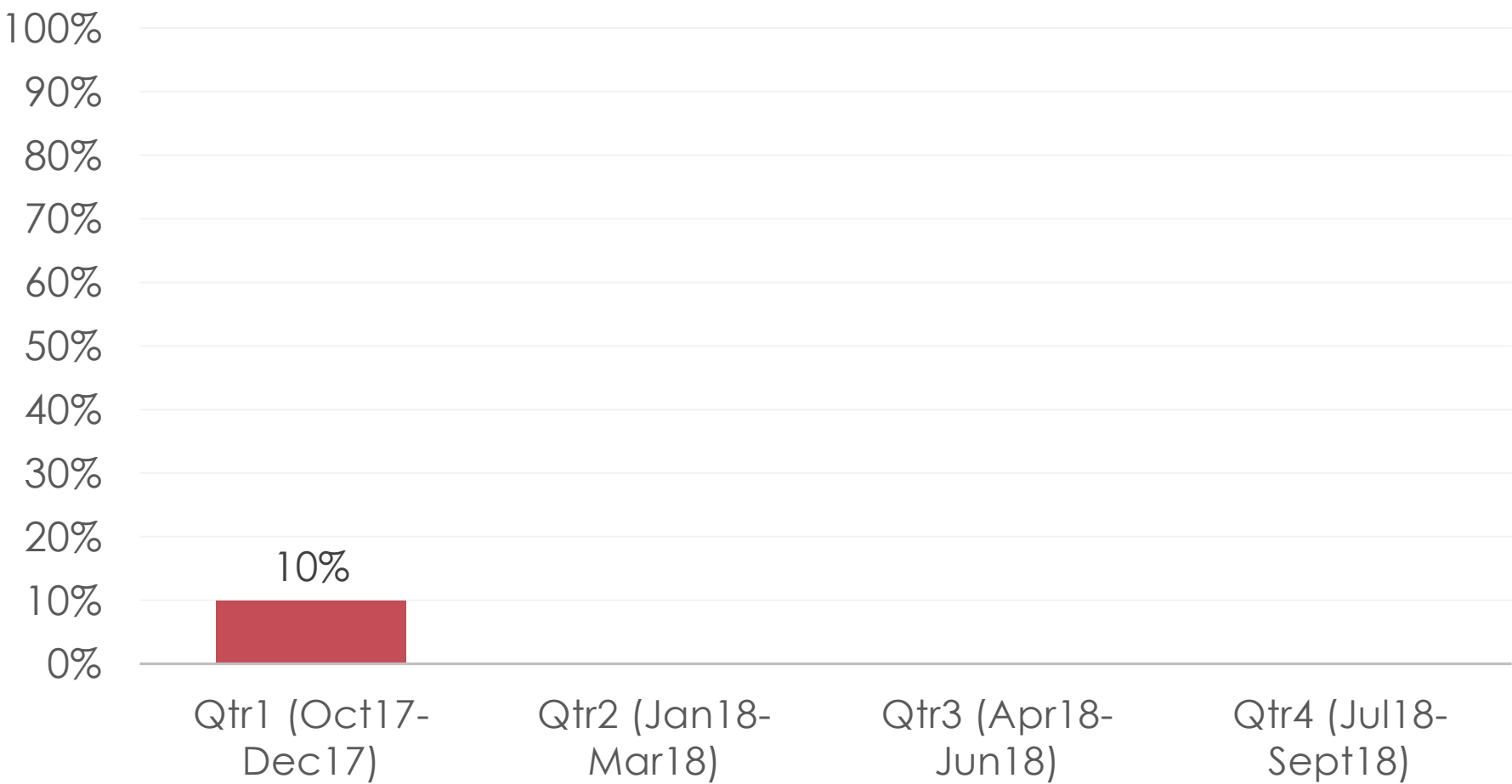
Q2 Please select the top three sources of information you used to find out about Guam while you were here:

		TOTAL	MICE	HONEYMOON	WEDDING	FAMILY	FIT	SPORT/ADV	EDUCATION/TESTING
		-	-	-	-	-	-	-	-
Q2	Hotel staff	54%	63%	60%	50%	59%	50%	55%	57%
	Internet/Mobile App	54%	38%	40%		57%	52%	49%	77%
	Tour staff	30%	75%			31%	25%	34%	20%
	Guide books I brought with me	14%	38%			17%	7%	17%	14%
	Taxi drivers	14%	13%		50%	11%	12%	14%	17%
	Local people	13%			50%	9%	18%	5%	3%
	Local publication	13%	13%	20%		15%	8%	14%	11%
	Signs/ advertisement	12%		40%		13%	12%	14%	11%
	Restaurant staff (outside hotel)	12%	25%	20%		15%	7%	12%	23%
	Other visitors	12%		20%	100%	9%	7%	9%	20%
	Guam Visitors Bureau	7%		40%		7%	8%	12%	
	Retail staff	2%				3%	2%	3%	
	Visitors channel	1%					2%	1%	3%
	Total	159	8	5	2	87	60	76	35

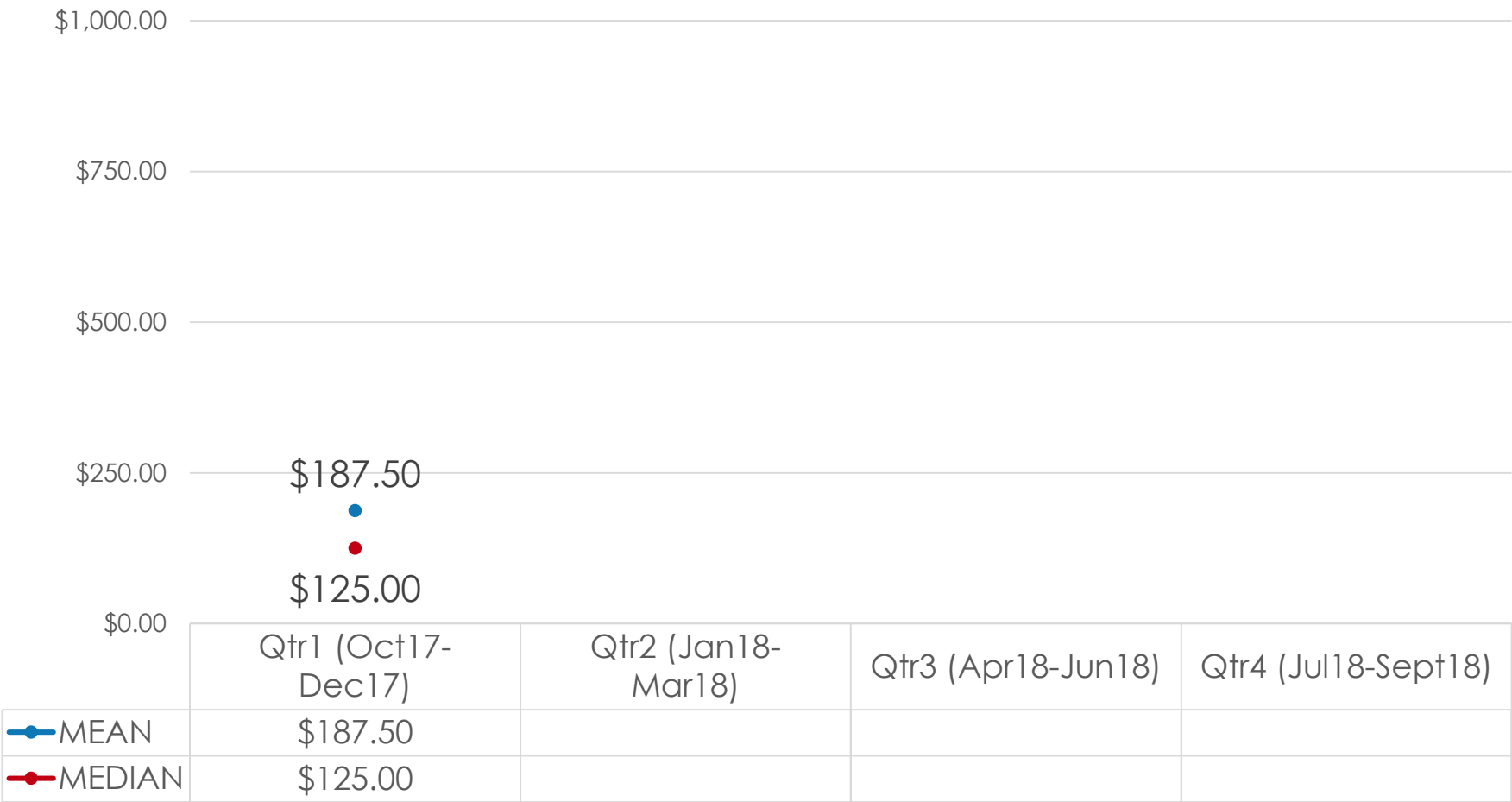
Prepared by Anthology Research

# SHOP GUAM E-FEST– PARTICIPATE

## FY2018 Tracking



# SHOP GUAM E-FEST – EXPENDITURE

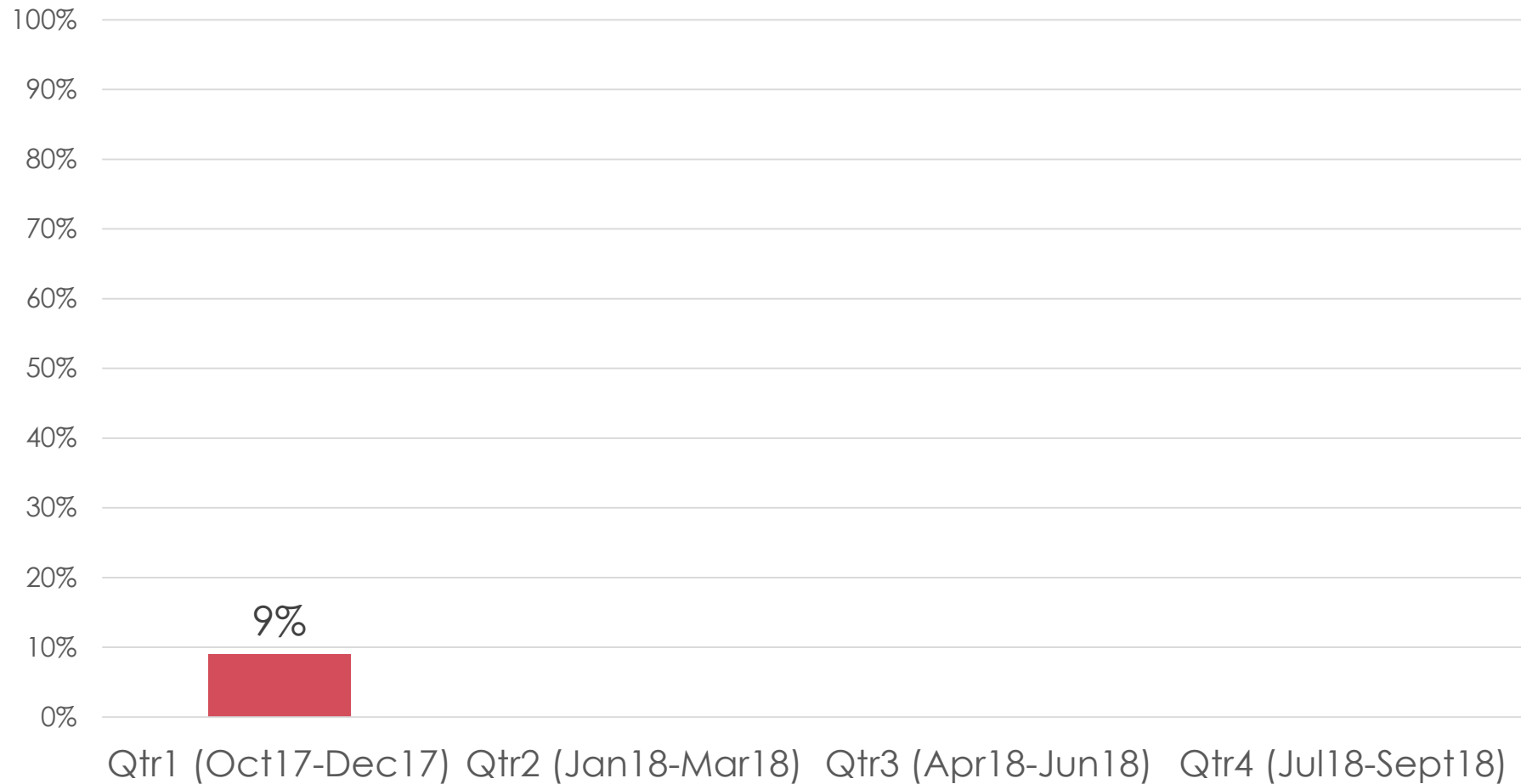


# SECTION 6

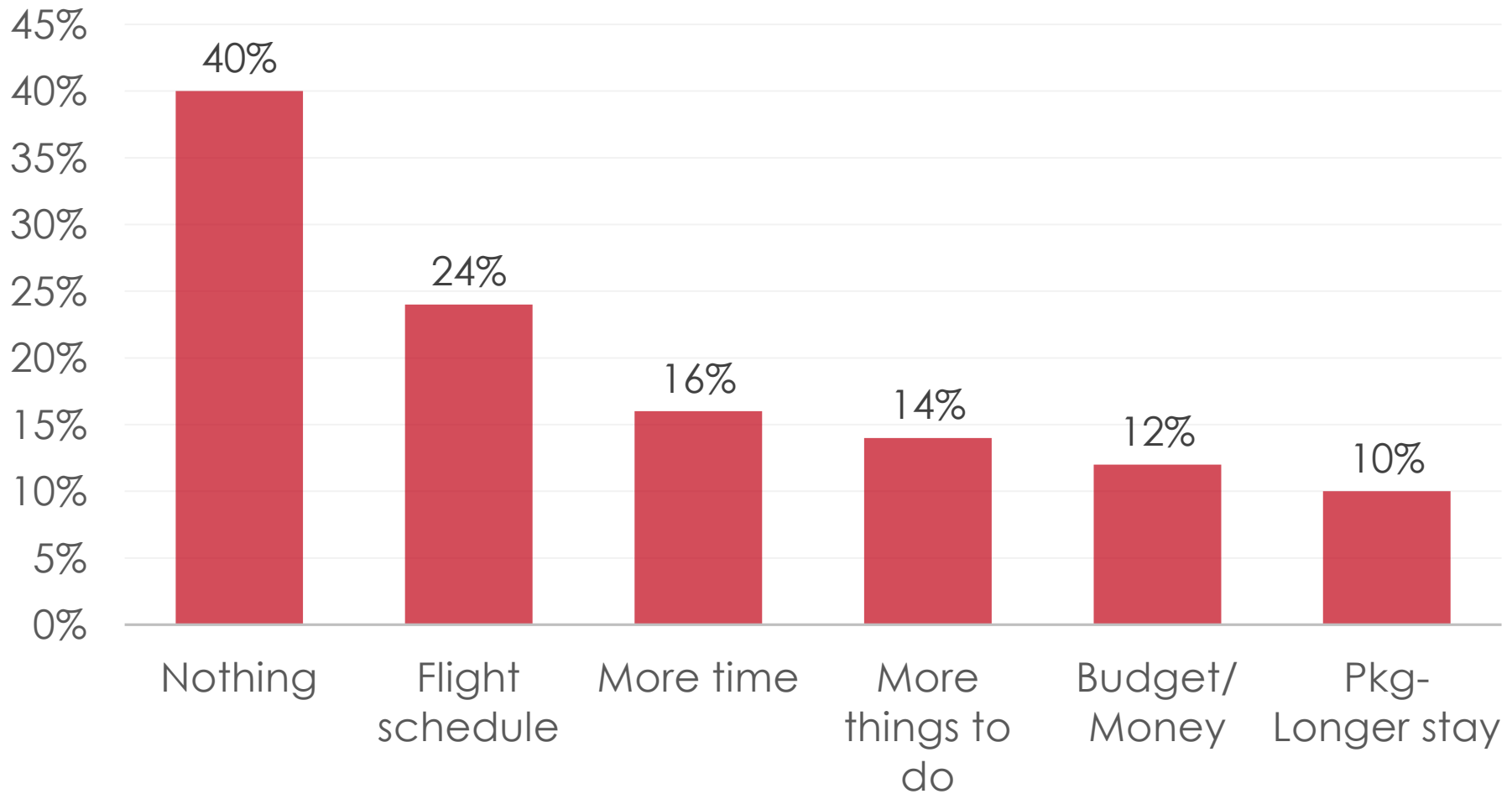
## FUTURE TRAVEL TO GUAM



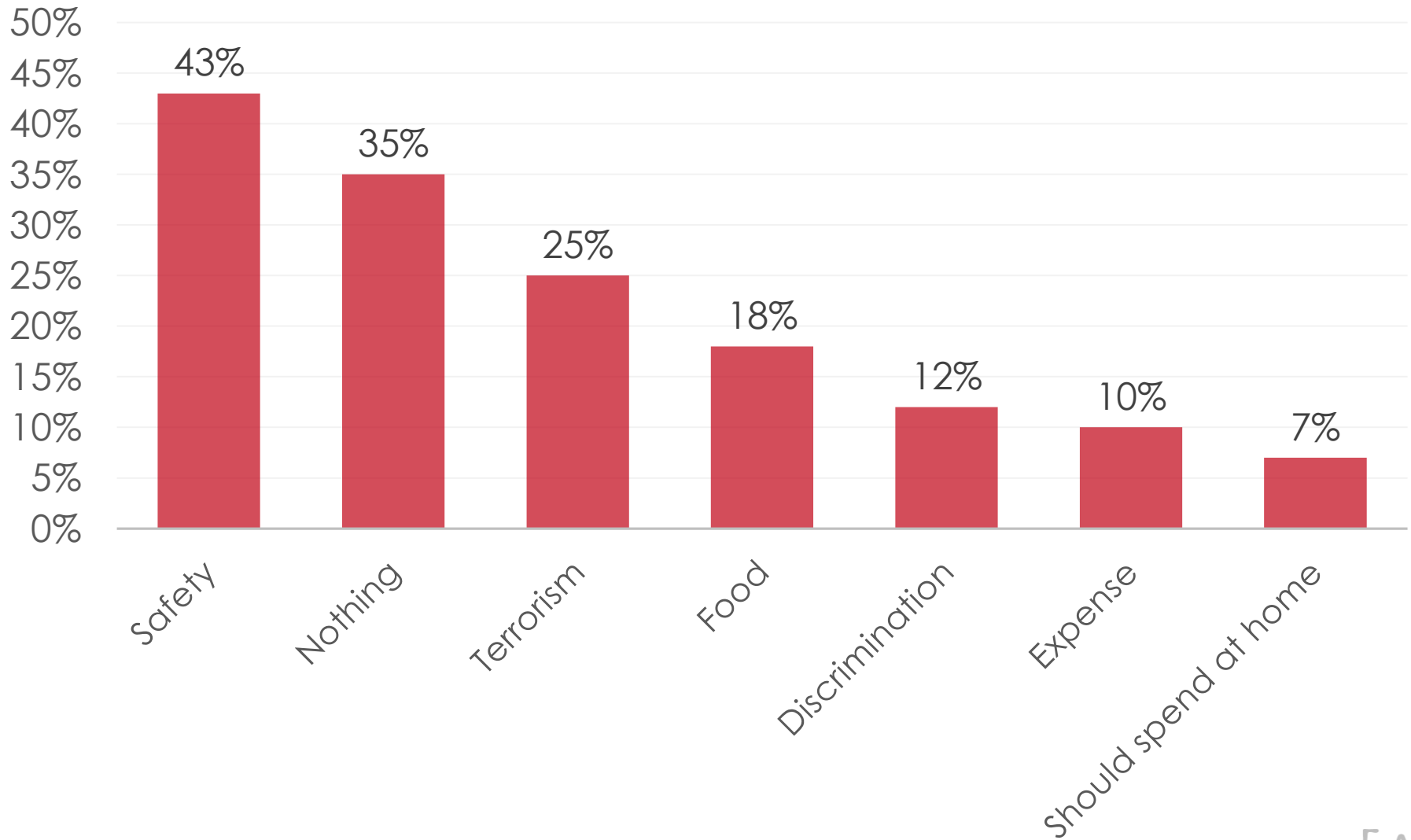
# Will security screening/ immigration at Guam Airport impact future travel to Guam?



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



# FUTURE TRAVEL CONCERNS



# SECTION 7

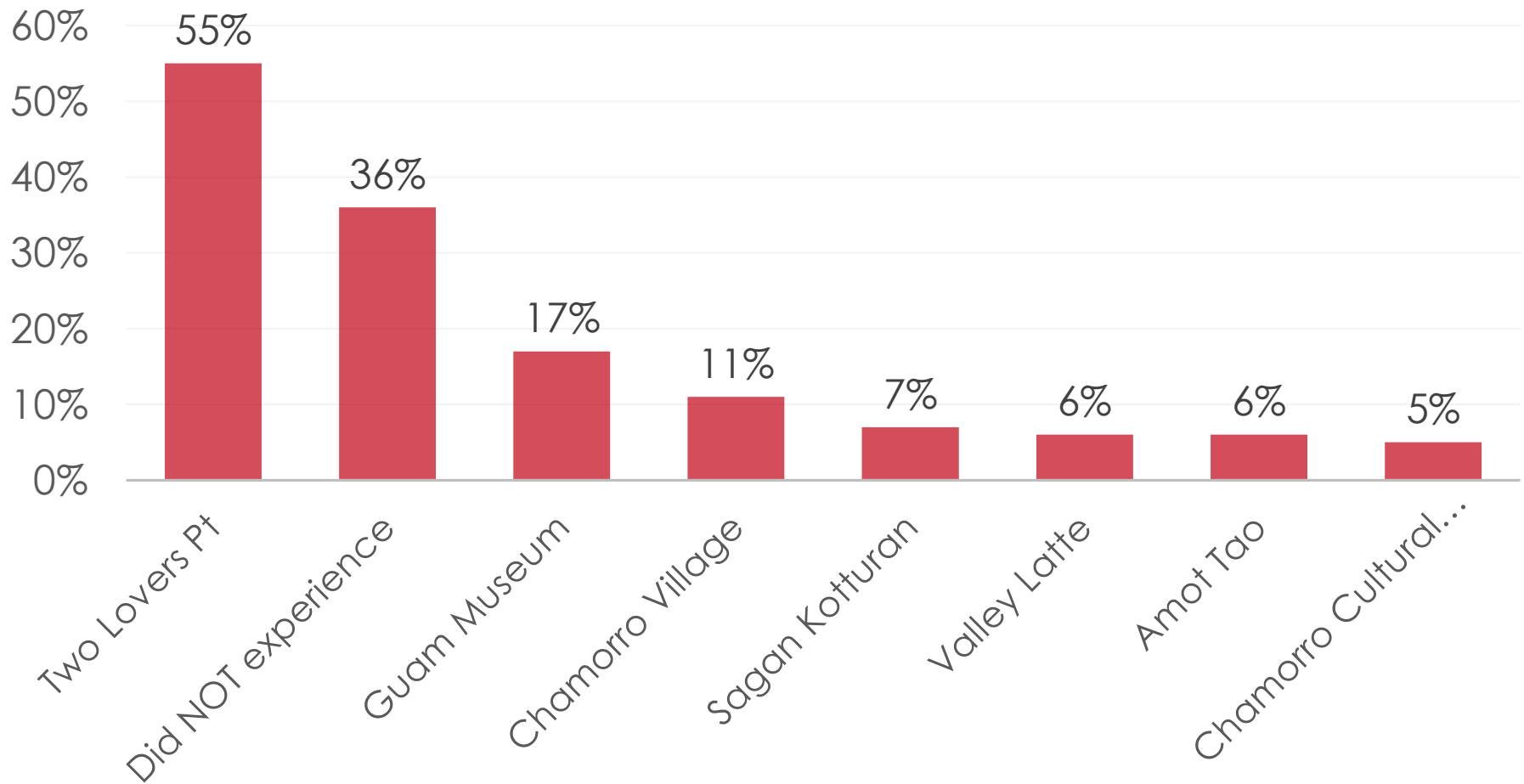
## GUAM CULTURE

# EXPERIENCED- CHAMORRO/ HAFA ADAI SPIRIT

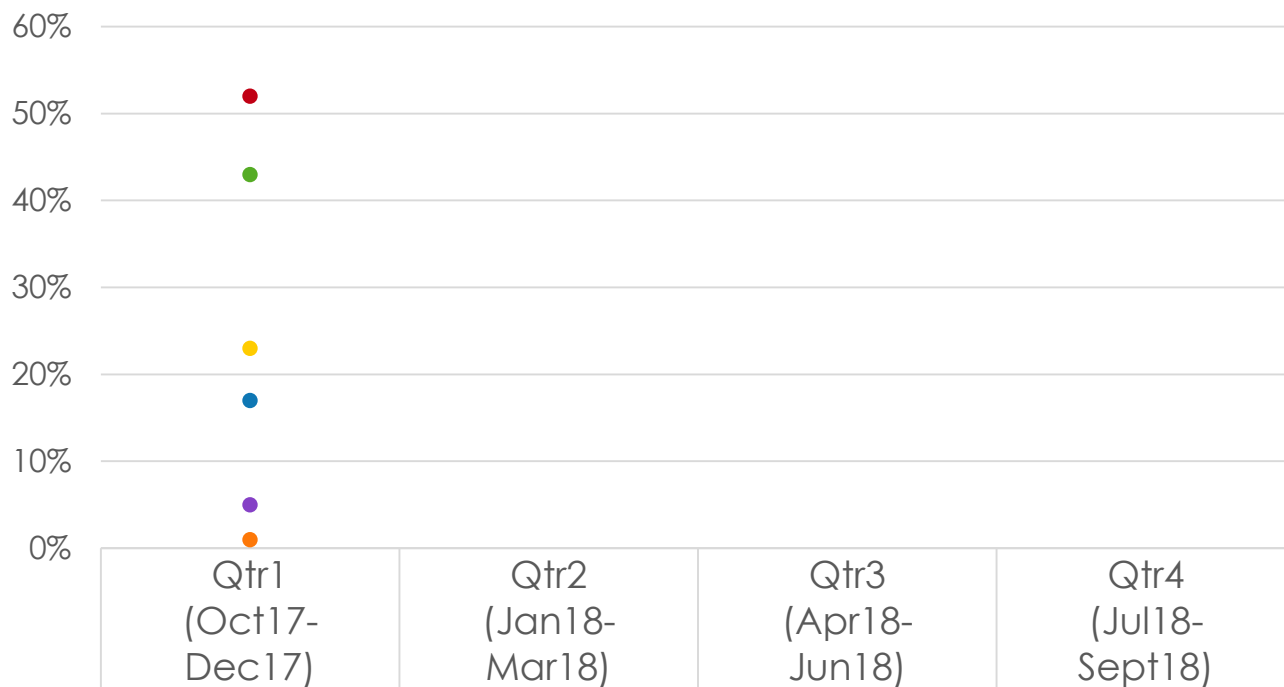


	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
Did NOT experience	32%			
Beaches	50%			
Chamorro cuisine	19%			
Night Market	22%			
Socializing- locals	22%			
Local Music	34%			

# EXPERIENCED- OTHER CULTURAL ACTIVITY/EVENTS

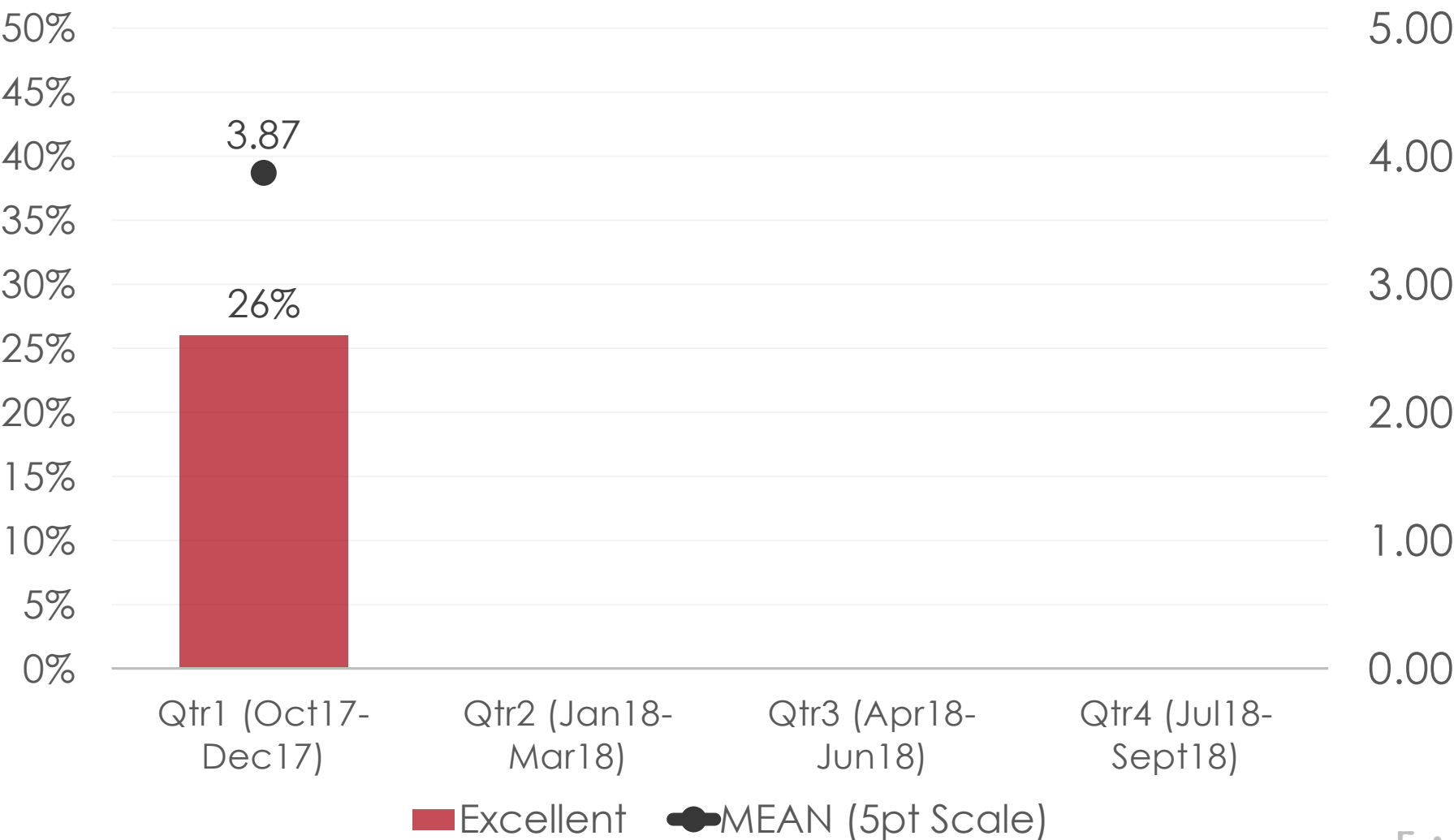


# SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS



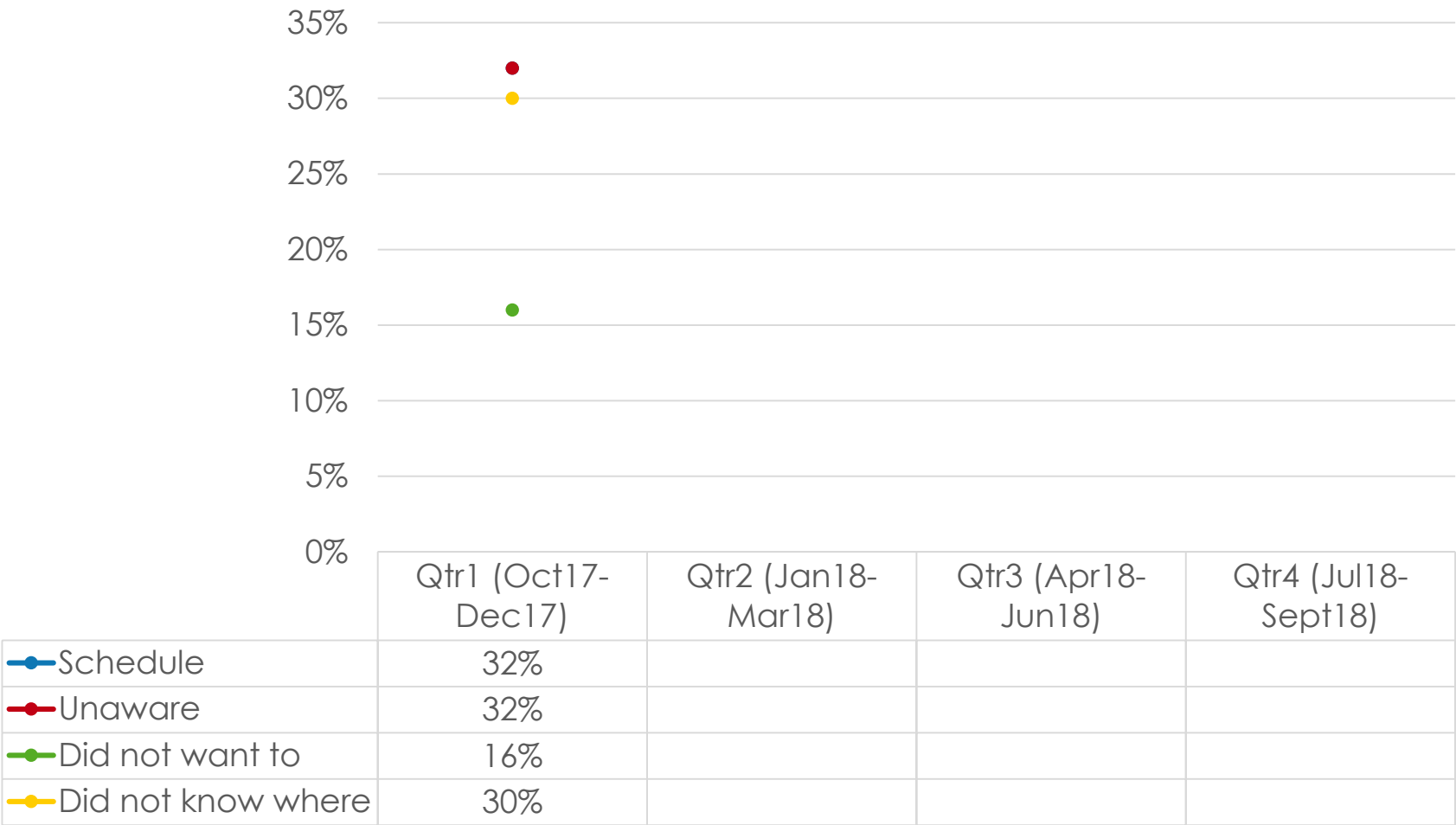
Travel guide/ brochure	17%			
Travel agency	52%			
Internet	43%			
Family/ Friends	23%			
Hotel staff	5%			
Print	1%			

# 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

<b>Drivers of Overall Satisfaction, 1st Qtr. 2018</b>	
<b>Drivers:</b>	<b>rank</b>
Quality & Cleanliness of beaches & parks	
Ease of getting around	
Safety walking around at night	
Quality of daytime tours	<b>2</b>
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	<b>1</b>
Quality/cleanliness of transportation vehicles	
% of Overall Satisfaction Accounted For	<b>61.4%</b>
NOTE: Only significant drivers are included.	

# Drivers of Overall Satisfaction

- **Overall satisfaction** with the Chinese visitor's experience on Guam is driven by two significant factors in the 1st Quarter 2018 Period. By rank order they are:
  - **Quality of ground handler, and**
  - **Quality of day time tours.**
- With these factors the overall  $r^2$  is .614 meaning that **61.4% of overall satisfaction is accounted for by these factors.**

# Drivers – On-Isle Expenditures

<b>Drivers of Per Person On Island Expenditures, 1st Qtr. 2018</b>	
<b>Drivers:</b>	<b>rank</b>
Quality & Cleanliness of beaches & parks	<b>1</b>
Ease of getting around	
Safety walking around at night	
Quality of daytime tours	<b>2</b>
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	<b>3</b>
Quality of landscape in Guam	
Quality of ground handler	
Quality/cleanliness of transportation vehicles	
% of Per Person On Island Expenditures Accounted For	<b>33.5%</b>
NOTE: Only significant drivers are included.	

# Drivers of On-Isle Expenditures

- **Per Person On Island Expenditure** of Chinese visitors on Guam is driven by three significant factors in the 1st Quarter 2018 Period. By rank order they are:
  - **Quality & cleanliness of beaches & parks,**
  - **Quality of day time tours, and**
  - **Quality of landscape in Tumon.**
- With these factors the overall  $r^2$  is .335 meaning that **33.5% of per person on island expenditure is accounted for by these factors.**