



GUAM VISITORS BUREAU

Hong Kong Visitor Tracker Exit Profile

FY2013 Market Segmentation

1st Qtr. (OCT~DEC 2012)



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 **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 +/- 8.0 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 +/- 8.0 percentage points.

Objectives

- **The specific objectives of the analysis were:**
 - To determine the relative size and expenditure behavior of the following market segments:
 - Families
 - Honeymooners
 - Couples
 - Office ladies
 - Divers
 - Students
 - 18-35
 - 25-55
 - Traveling with children
 - FITs
 - To identify (for all Hong Kong 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
- Couple – Q.6
- Office Lady – Q.33/ female
- Divers – Q.5A/ Q.19
- Student – Q.33/ Q.7
- 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	59%			
Wedding/ Honeymoon	9%			
Couples	58%			
Ols	25%			
Diver	29%			
Student	3%			
M 18-35	25%			
F 18-35	29%			
M 25-55	44%			
F 25-55	41%			
Child	17%			
FITs	82%			
TOTAL	150			

SECTION 1 **PROFILE OF RESPONDENTS**

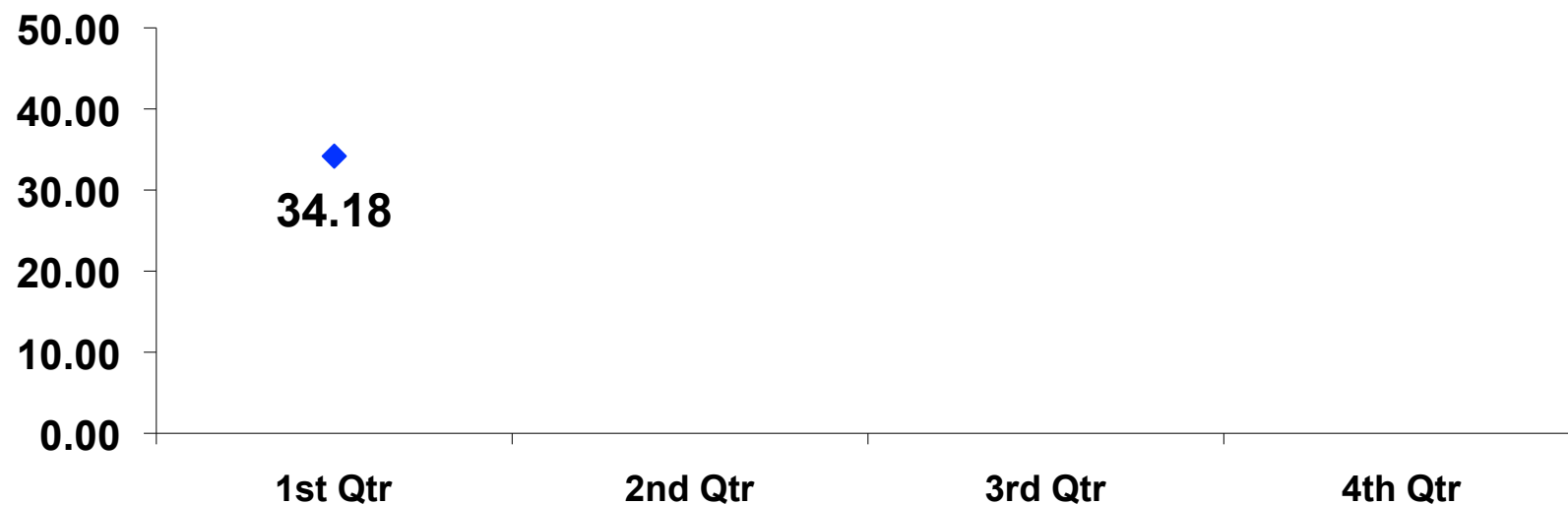
Marital Status Tracking



Marital Status Segmentation

			TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18- 35	CHILD	FEMALE 25- 55	FIT
			-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	107	85	11	84	20	29	1	24	20	24	46	90
		Column N %	72%	96%	85%	97%	53%	67%	20%	63%	45%	96%	75%	73%
	Single	Count	42	4	2	3	18	14	4	14	24	1	15	33
		Column N %	28%	4%	15%	3%	47%	33%	80%	37%	55%	4%	25%	27%
	Total	Count	149	89	13	87	38	43	5	38	44	25	61	123

Average Age Tracking



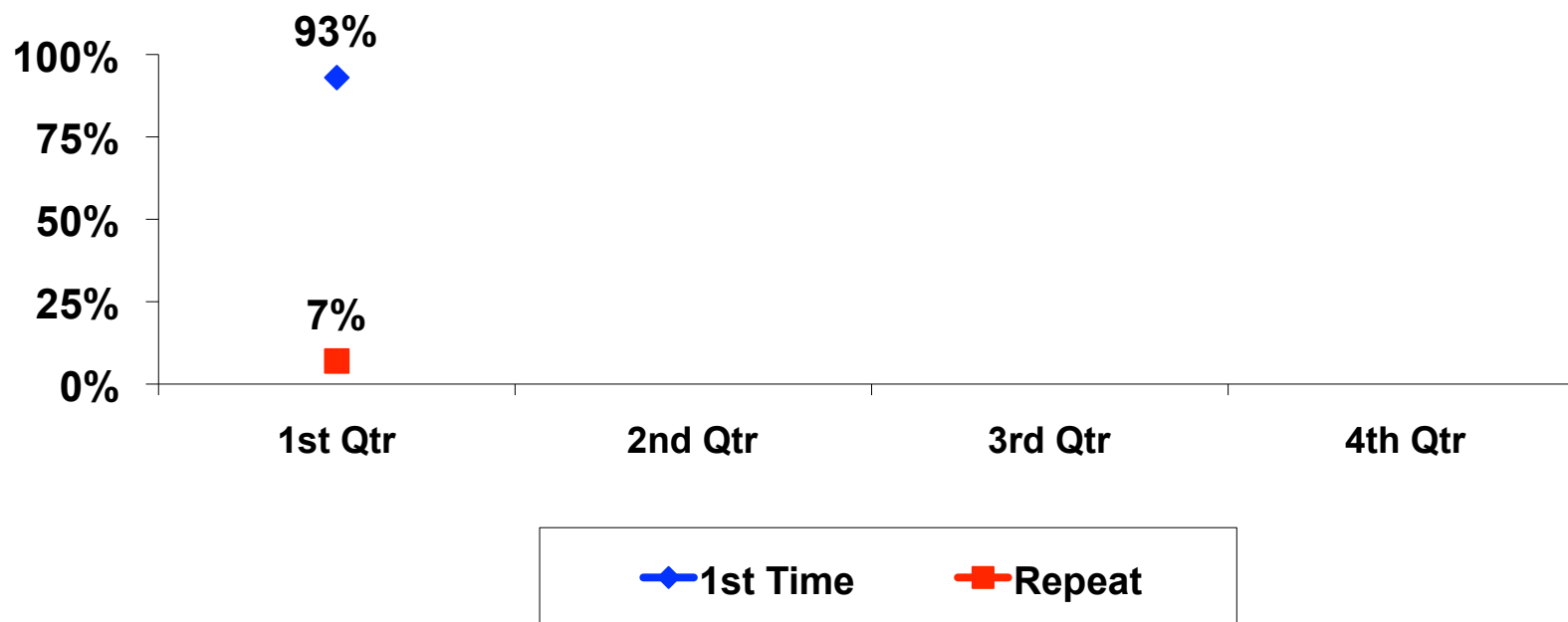
Age Segmentation

			TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	17	2	0	1	8	8	4	6	11	1	0	13
		Column N %	12%	2%	0%	1%	22%	19%	80%	16%	25%	4%	0%	11%
	25-34	Count	61	34	12	33	16	19	1	30	31	6	31	47
		Column N %	42%	39%	92%	38%	43%	44%	20%	79%	70%	25%	51%	39%
	35-49	Count	59	46	1	47	13	15	0	2	2	17	28	52
		Column N %	40%	52%	8%	54%	35%	35%	0%	5%	5%	71%	46%	43%
	50+	Count	9	6	0	6	0	1	0	0	0	0	2	8
		Column N %	6%	7%	0%	7%	0%	2%	0%	0%	0%	0%	3%	7%
	Total	Count	146	88	13	87	37	43	5	38	44	24	61	120
QF	Mean		34.18	36.43	30.54	36.76	31.46	32.28	21.00	29.00	27.66	36.50	34.48	34.71
	Median		34	37	30	37	30	31	21	29	28	39	34	35

Income Segmentation

			TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-	-
Q26	HKD120K-HKD240K	Count	2	2	0	1	1	1	0	1	1	1	0	1
		Column N %	2%	3%	0%	2%	3%	3%	0%	3%	4%	7%	0%	1%
	HKD240K-HKD500K	Count	11	6	3	6	6	3	0	1	4	1	7	9
		Column N %	11%	10%	25%	10%	18%	10%	0%	3%	15%	7%	18%	11%
	HKD500K-HKD1.0M	Count	29	18	3	18	13	7	0	9	8	4	13	27
		Column N %	29%	29%	25%	30%	38%	23%	0%	31%	31%	29%	33%	32%
	HKD1.0M-HKD2.0M	Count	33	20	4	21	11	9	0	12	7	4	12	30
		Column N %	33%	32%	33%	34%	32%	29%	0%	41%	27%	29%	30%	36%
	HKD2.0M-HKD3.0M	Count	16	9	2	8	3	5	1	4	3	2	4	13
		Column N %	16%	14%	17%	13%	9%	16%	33%	14%	12%	14%	10%	15%
	HKD3.0M+	Count	8	6	0	6	0	6	0	2	1	1	3	4
		Column N %	8%	10%	0%	10%	0%	19%	0%	7%	4%	7%	8%	5%
	No Income	Count	2	2	0	1	0	0	2	0	2	1	1	0
		Column N %	2%	3%	0%	2%	0%	0%	67%	0%	8%	7%	3%	0%
Total		Count	101	63	12	61	34	31	3	29	26	14	40	84

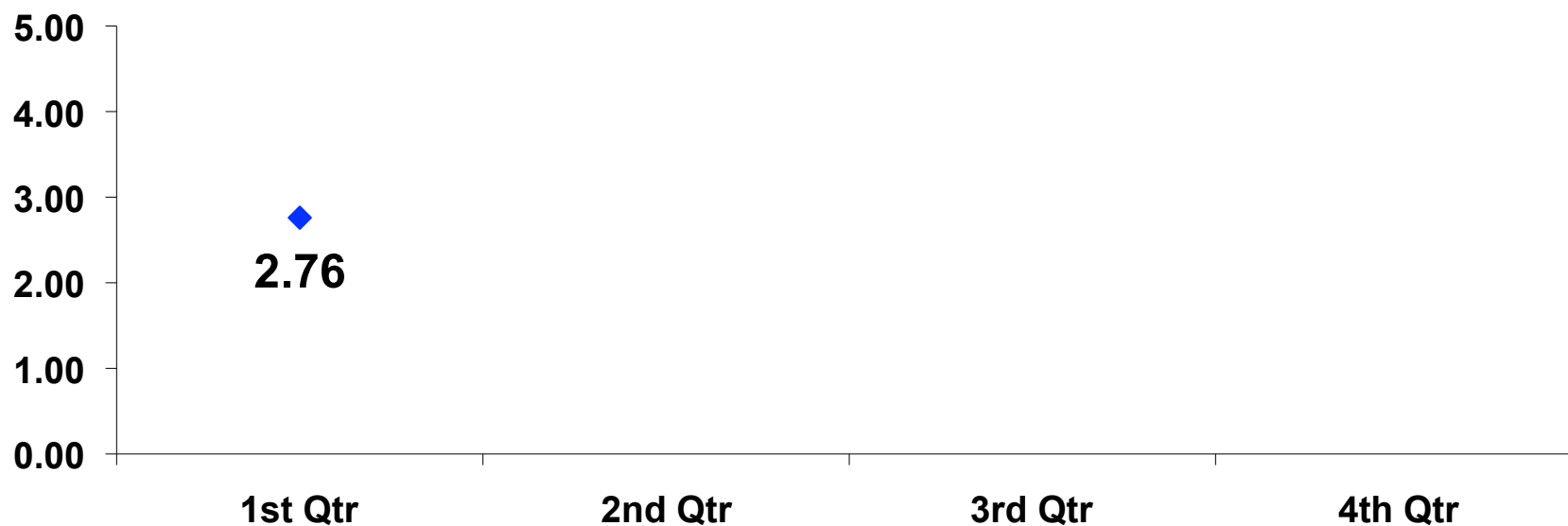
Prior Trips to Guam Tracking



Prior Trips to Guam Segmentation

			TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	139	82	12	82	37	43	4	36	42	21	58	115
		Column N %	93%	93%	100%	95%	97%	100%	80%	97%	95%	84%	95%	93%
	No	Count	10	6	0	4	1	0	1	1	2	4	3	8
		Column N %	7%	7%	0%	5%	3%	0%	20%	3%	5%	16%	5%	7%
	Total	Count	149	88	12	86	38	43	5	37	44	25	61	123
		Column N %	93%	93%	100%	95%	97%	100%	80%	97%	95%	84%	95%	93%

Average Length of Stay Tracking



Average Length of Stay Segmentation

		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18- 35	CHILD	FEMALE 25- 55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
Q8	Mean	2.76	2.69	3.92	2.71	2.71	3.02	2.40	2.82	2.93	2.76	2.85	2.72
	Median	3	3	3	3	3	3	2	3	3	3	3	3

SECTION 2 **TRAVEL PLANNING**

Travel Planning Segmentation

			TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-	-
Q7	Full package tour	Count	1	0	0	0	0	0	0	0	0	0	0	0
		Column N %	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Free-time package tour	Count	19	13	3	11	4	5	2	5	9	4	7	0
		Column N %	13%	15%	23%	13%	11%	13%	40%	14%	21%	17%	12%	0%
	Individually arranged travel (FIT)	Count	123	72	10	72	33	33	3	30	33	20	52	123
		Column N %	85%	85%	77%	87%	89%	87%	60%	86%	79%	83%	88%	100%
	Company paid travel	Count	1	0	0	0	0	0	0	0	0	0	0	0
		Column N %	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Total		Count	144	85	13	83	37	38	5	35	42	24	59

Travel Motivation Segmentation

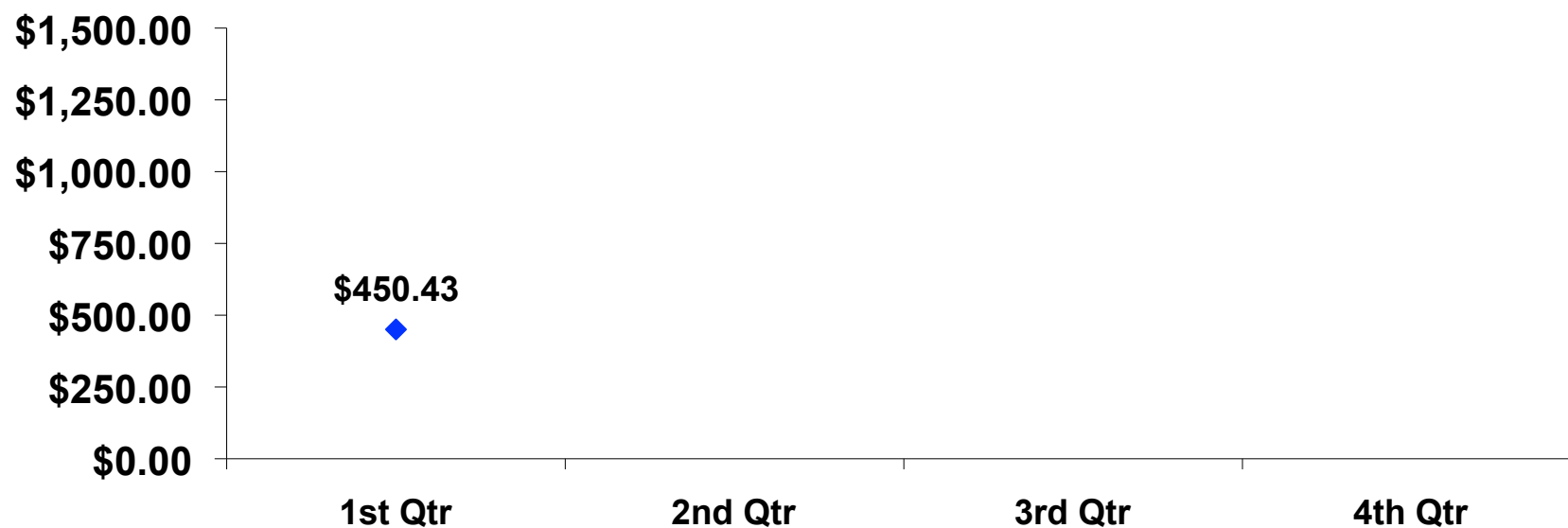
		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	4%	2%	0%	0%	3%	0%	20%	0%	2%	8%	3%	3%
	Price	3%	4%	0%	5%	0%	0%	0%	0%	9%	8%	7%	3%
	Visit friends/ Relatives	1%	2%	0%	2%	0%	0%	0%	0%	0%	4%	0%	2%
	Recomm- friend/family/trvl agnt	5%	4%	8%	5%	3%	2%	20%	5%	7%	0%	5%	5%
	Scuba	9%	6%	8%	6%	3%	30%	20%	18%	2%	8%	5%	9%
	Water sports	7%	11%	23%	11%	11%	9%	20%	5%	7%	12%	7%	7%
	Short travel time	4%	3%	8%	3%	0%	5%	0%	8%	0%	4%	2%	5%
	Golf	9%	9%	0%	9%	5%	5%	0%	5%	7%	4%	7%	9%
	Relax	19%	24%	15%	24%	16%	11%	20%	26%	11%	20%	11%	20%
	Company/ Business Trip	1%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	1%
	Safe	20%	16%	8%	17%	37%	18%	0%	8%	36%	8%	30%	20%
	Natural beauty	29%	34%	38%	34%	26%	23%	20%	37%	23%	32%	30%	27%
	Shopping	3%	3%	0%	3%	5%	7%	0%	3%	2%	0%	5%	3%
	Career Cert/ Testing	1%	1%	0%	1%	0%	0%	0%	0%	0%	4%	0%	1%
	Married/ Attn wedding	3%	2%	38%	2%	3%	7%	0%	8%	2%	0%	3%	2%
	Honeymoon	6%	10%	69%	10%	8%	7%	0%	11%	11%	0%	8%	7%
	Pleasure	1%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%
	No visa requirement	3%	4%	8%	5%	3%	5%	0%	5%	2%	12%	2%	2%
	Other	1%	1%	8%	0%	3%	2%	0%	3%	2%	4%	0%	0%
	Total Count	150	89	13	87	38	44	5	38	44	25	61	123

Information Sources Segmentation

		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT	
		-	-	-	-	-	-	-	-	-	-	-	-	
Q1	Internet	82%	79%	100%	78%	89%	95%	100%	89%	89%	68%	84%	82%	
	TV	13%	11%	15%	13%	8%	7%	0%	11%	11%	8%	15%	15%	
	Friend/ Relative	10%	12%	23%	11%	13%	2%	20%	11%	9%	16%	10%	9%	
	Co-Worker/ Company Trvl Dept	9%	11%	8%	11%	3%	9%	0%	3%	5%	12%	8%	10%	
	Travel Guidebook- Bookstore	6%	9%	23%	9%	3%	7%	0%	11%	5%	16%	7%	5%	
	Newspaper	5%	7%	8%	7%	8%	5%	0%	3%	9%	4%	7%	6%	
	Travel Agent Brochure	5%	7%	15%	7%	0%	5%	0%	11%	0%	4%	0%	3%	
	Magazine (Consumer)	4%	6%	15%	6%	5%	7%	0%	11%	0%	4%	3%	4%	
	Prior Trip	3%	2%	0%	2%	0%	0%	0%	0%	0%	4%	2%	3%	
	Travel Trade Show	3%	3%	0%	3%	0%	2%	0%	3%	2%	0%	2%	2%	
	Consumer Trvl Show	1%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	
	GVB Office	1%	0%	8%	0%	0%	2%	0%	0%	0%	0%	2%	1%	
	GVB Promo	1%	0%	8%	0%	0%	2%	0%	3%	0%	0%	0%	0%	
	Total	Count	150	89	13	87	38	44	5	38	44	25	61	123

SECTION 3 **EXPENDITURES**

Prepaid Expenditures Tracking

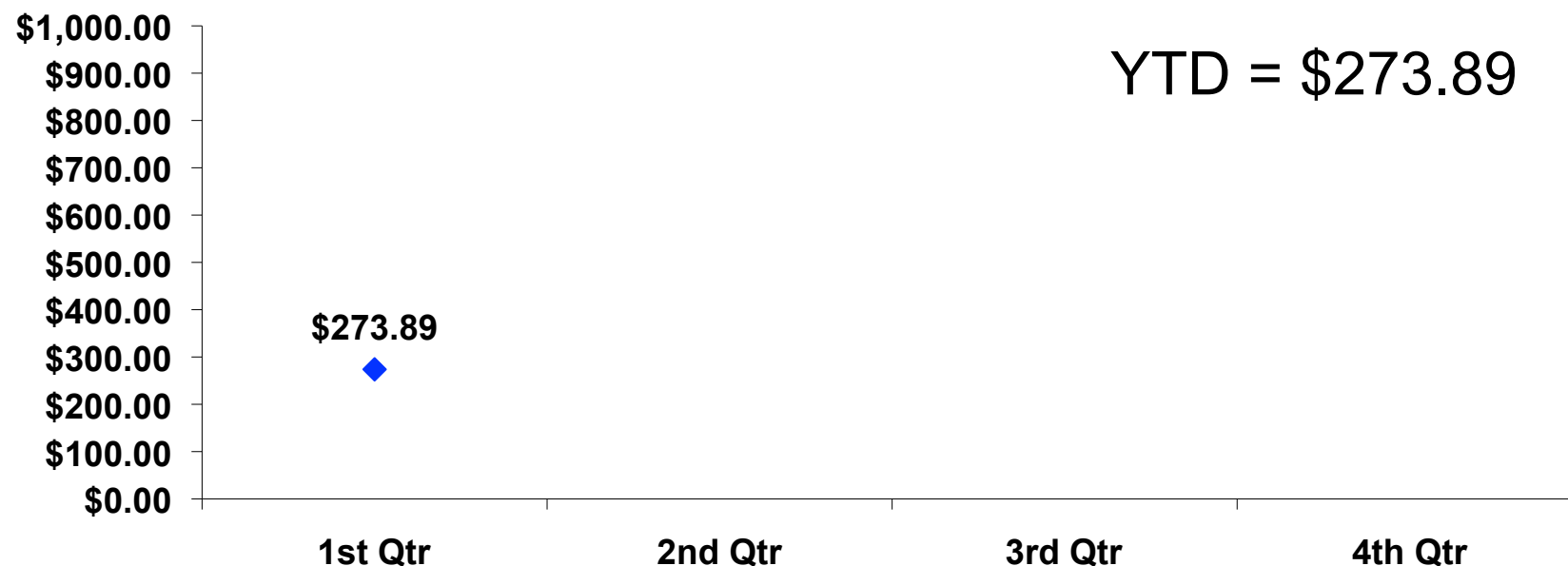


YTD=\$450.43

Prepaid Expenditures Per Person Segmentation

		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$450.43	\$416.67	\$744.40	\$399.15	\$479.78	\$528.31	\$467.73	\$355.27	\$533.46	\$339.35	\$444.89	\$413.72
	Median	\$0	\$0	\$645	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$2,323	\$1,871	\$1,445	\$1,445	\$1,677	\$2,323	\$1,871	\$1,290	\$2,323	\$1,871	\$2,323	\$2,323

On-Island Expenditures Tracking



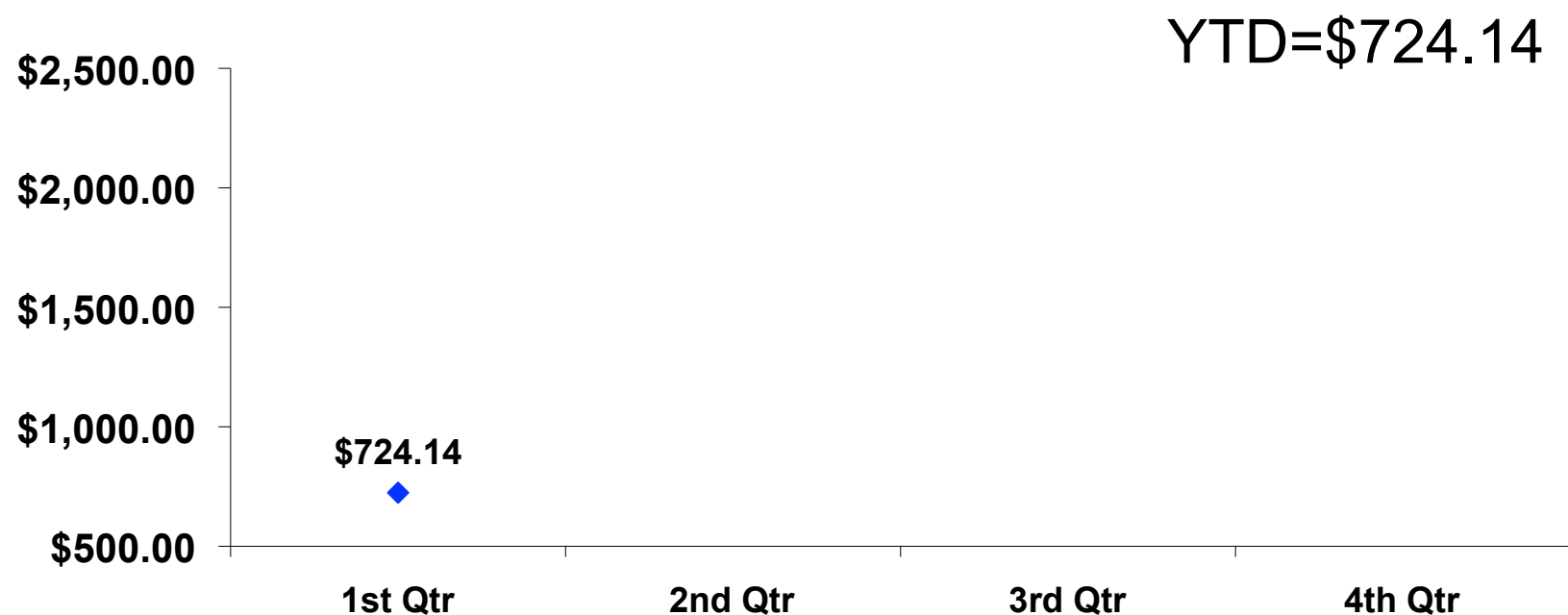
On-Island Expenditures Per Person Segmentation

		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$273.89	\$325.36	\$978.85	\$256.46	\$257.98	\$282.05	\$1,043.00	\$266.50	\$376.59	\$410.47	\$303.77	\$218.08
	Median	\$50	\$125	\$1,000	\$100	\$200	\$0	\$0	\$0	\$93	\$0	\$0	\$120
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$4,840	\$4,840	\$2,760	\$2,760	\$1,525	\$2,760	\$4,840	\$2,760	\$4,840	\$4,840	\$4,840	\$1,800

On-Island Expense Breakdown

		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18- 35	CHILD	FEMALE 25- 55	FIT
AIR & HOTEL	Mean	\$1,534.53	\$1,054.81	\$1,806.40	\$1,040.83	\$916.11	\$2,471.46	\$1,096.75	\$1,103.97	\$931.16	\$1,096.75	\$1,051.59	\$1,672.68
	Median	\$1,006	\$1,129	\$1,806	\$1,161	\$968	\$1,197	\$1,097	\$774	\$935	\$1,097	\$1,129	\$774
	Minimum	\$516	\$774	\$1,161	\$774	\$542	\$542	\$1,097	\$516	\$542	\$1,097	\$774	\$516
	Maximum	\$10,322	\$1,187	\$2,452	\$1,187	\$1,187	\$10,322	\$1,097	\$2,452	\$1,239	\$1,097	\$1,239	\$10,322
AIR/ HOTEL/ MEAL	Mean	\$1,394.85	\$1,448.49	\$1,372.01	\$1,448.49	\$1,335.13	\$1,214.35	.	\$1,380.61	\$1,248.03	.	\$1,296.53	\$1,389.88
	Median	\$1,290	\$1,342	\$1,264	\$1,342	\$1,316	\$1,239	.	\$1,264	\$1,290	.	\$1,290	\$1,316
	Minimum	\$129	\$129	\$1,174	\$129	\$604	\$604	.	\$1,174	\$604	.	\$129	\$129
	Maximum	\$2,323	\$2,323	\$1,806	\$2,323	\$2,193	\$1,548	.	\$1,806	\$1,935	.	\$2,193	\$2,323
AIR ONLY	Mean	\$1,524.69	\$1,696.73	\$1,806.40	\$2,021.45	\$1,135.45	\$1,677.38	.	\$1,180.61	.	\$1,696.73	\$1,548.35	\$1,468.35
	Median	\$1,677	\$1,742	\$1,806	\$1,935	\$1,135	\$1,677	.	\$1,181	.	\$1,742	\$1,548	\$1,548
	Minimum	\$555	\$723	\$1,806	\$1,548	\$723	\$1,548	.	\$555	.	\$723	\$1,548	\$555
	Maximum	\$2,581	\$2,581	\$1,806	\$2,581	\$1,548	\$1,806	.	\$1,806	.	\$2,581	\$1,548	\$2,581
HOTEL ONLY	Mean	\$1,245.90	\$1,710.92	\$645.14	\$2,516.06	\$100.64	\$645.14	\$3,096.69	\$548.37	\$3,096.69	\$1,018.04	.	\$829.23
	Median	\$645	\$1,935	\$645	\$2,516	\$101	\$645	\$3,097	\$548	\$3,097	\$1,018	.	\$452
	Minimum	\$101	\$101	\$645	\$1,935	\$101	\$645	\$3,097	\$452	\$3,097	\$101	.	\$101
	Maximum	\$3,097	\$3,097	\$645	\$3,097	\$101	\$645	\$3,097	\$645	\$3,097	\$1,935	.	\$1,935
HOTEL & MEAL	Mean	\$6,967.56	\$6,967.56	\$6,967.56	\$6,967.56	.	.	.	\$6,967.56	.	.	.	\$6,967.56
	Median	\$6,968	\$6,968	\$6,968	\$6,968	.	.	.	\$6,968	.	.	.	\$6,968
	Minimum	\$6,968	\$6,968	\$6,968	\$6,968	.	.	.	\$6,968	.	.	.	\$6,968
	Maximum	\$6,968	\$6,968	\$6,968	\$6,968	.	.	.	\$6,968	.	.	.	\$6,968
F&B HOTEL	Mean
	Median
	Minimum
	Maximum
TRANS- KOREA	Mean	\$33.87	\$34.41	\$25.81	\$25.81	\$38.71	\$25.81	.	\$29.03	\$25.81	\$51.61	\$25.81	\$41.93
	Median	\$29	\$26	\$26	\$26	\$39	\$26	.	\$29	\$26	\$52	\$26	\$42
	Minimum	\$26	\$26	\$26	\$26	\$26	\$26	.	\$26	\$26	\$52	\$26	\$32
	Maximum	\$52	\$52	\$26	\$26	\$52	\$26	.	\$32	\$26	\$52	\$26	\$52
TRANS- GUAM	Mean	\$258.06	\$258.06	\$258.06	\$258.06	.	.	.	\$258.06	.	.	.	\$258.06
	Median	\$258	\$258	\$258	\$258	.	.	.	\$258	.	.	.	\$258
	Minimum	\$258	\$258	\$258	\$258	.	.	.	\$258	.	.	.	\$258
	Maximum	\$258	\$258	\$258	\$258	.	.	.	\$258	.	.	.	\$258
OPT TOURS	Mean	\$808.58	\$808.58	.	\$808.58	\$825.79	\$1,006.43	.	.	\$645.14	.	\$825.79	\$808.58
	Median	\$774	\$774	.	\$774	\$826	\$1,006	.	.	\$645	.	\$826	\$774
	Minimum	\$645	\$645	.	\$645	\$645	\$1,006	.	.	\$645	.	\$645	\$645
	Maximum	\$1,006	\$1,006	.	\$1,006	\$1,006	\$1,006	.	.	\$645	.	\$1,006	\$1,006
OTHER	Mean	\$1,310.13	\$1,436.87	\$916.11	\$1,551.93	\$997.65	\$1,758.66	\$774.17	\$812.88	\$955.99	\$1,957.92	\$1,309.64	\$1,374.26
	Median	\$1,245	\$1,116	\$1,200	\$1,245	\$968	\$1,290	\$774	\$852	\$1,032	\$1,548	\$1,032	\$1,245
	Minimum	\$28	\$28	\$258	\$206	\$28	\$258	\$774	\$258	\$155	\$28	\$155	\$28
	Maximum	\$5,161	\$5,161	\$1,290	\$5,161	\$3,871	\$5,161	\$774	\$1,290	\$1,548	\$3,871	\$3,871	\$5,161
TOTAL	Mean	\$772.29	\$937.42	\$1,285.33	\$927.08	\$801.61	\$833.59	\$993.52	\$530.14	\$754.17	\$947.07	\$766.52	\$745.78
	Median	\$0	\$0	\$1,239	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$5,161	\$5,161	\$2,684	\$5,161	\$3,871	\$5,161	\$3,097	\$2,581	\$3,097	\$3,871	\$3,871	\$5,161

Total Expenditures Tracking



Total Expenditures Per Person Segmentation

		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18- 35	CHILD	FEMALE 25- 55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$724.14	\$742.90	\$1,723.24	\$654.88	\$739.33	\$810.36	\$1,677.73	\$621.77	\$910.09	\$749.81	\$750.39	\$631.94
	Median	\$375	\$516	\$1,645	\$484	\$732	\$504	\$0	\$200	\$500	\$484	\$182	\$283
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$6,711	\$6,711	\$3,960	\$3,960	\$2,445	\$3,960	\$6,711	\$3,960	\$6,711	\$6,711	\$6,711	\$3,003

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.

Drivers of Overall Satisfaction, 1st Qtr 2013	
Drivers:	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	1
Quality of landscape in Tumon	
Quality of landscape in Guam	
Quality of ground handler	
Quality/cleanliness of transportation vehicles	
% of Overall Satisfaction Accounted For	16.8%
NOTE: Only significant drivers are included.	

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Hong Kong visitor's experience on Guam is driven by one significant factor in the First Quarter 2013 Period. It is:
 - **Quality & Cleanliness of parks**
- With this factor the overall r^2 is .168 meaning that **16.8% of overall satisfaction is accounted for by this factor.**

Drivers of Per Person On Island Expenditures, 1st Qtr 2013	
Drivers:	rank
Quality & Cleanliness of beaches & parks	
Ease of getting around	
Safety walking around at night	
Quality of daytime tours	2
Variety of daytime tours	
Quality of nighttime tours	1
Variety of nighttime tours	
Quality of shopping	
Variety of shopping	
Price of things on Guam	
Quality of hotel accommodations	4
Quality/cleanliness of air, sky	
Quality/cleanliness of parks	
Quality of landscape in Tumon	3
Quality of landscape in Guam	
Quality of ground handler	
Quality/cleanliness of transportation vehicles	
% of Per Person On Island Expenditures Accounted For	27.9%
NOTE: Only significant drivers are included.	

Drivers of Per Person On-Island Expenditure

- **Per person on island expenditure** of Hong Kong visitor's on Guam is driven by four significant factors in the First Quarter 2013 Period. By rank order they are:
 - **Quality of night time tours,**
 - **Quality of day time tours,**
 - **Quality of landscape in Tumon, and**
 - **Quality of hotel accommodations.**
- With these four factors the overall r^2 is .279 meaning that **27.9% of per person on island expenditure is accounted for by these factors.**