



GUAM VISITORS BUREAU

Hong Kong Visitor Tracker Exit Profile

FY2013 Market Segmentation

3rd Qtr. (APR~JUN 2013)



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

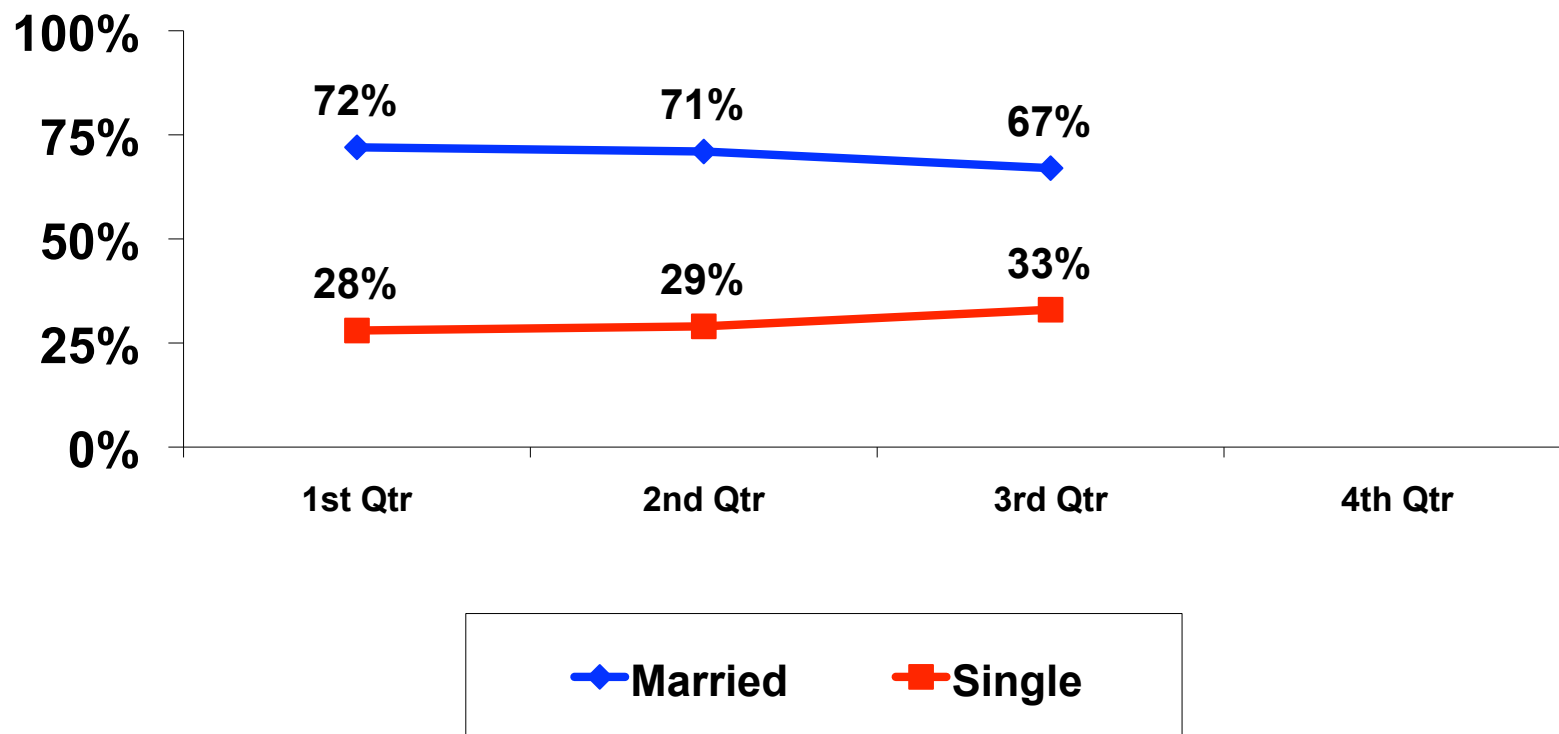
- Families – Q.6
- Wedding/ Honeymoon – Q.5A
- Couple – Q.6
- Office Lady – Q.33/ female
- Divers – Q.5A/ Q.19
- Student – Q.33/ Q.7
- 18-35 – Q.D
- 25-55 – Q.D
- Child – Q.6
- FITs – Q.7

Highlighted Segments

	1 st QTR	2 nd QTR	3 rd QTR	4 th QTR
Families	59%	53%	52%	
Wedding/ Honeymoon	9%	4%	3%	
Couples	58%	33%	43%	
OL's	25%	27%	27%	
Diver	29%	30%	25%	
Student	3%	1%	2%	
M 18-35	25%	29%	37%	
F 18-35	29%	30%	36%	
M 25-55	44%	43%	41%	
F 25-55	41%	45%	43%	
Child	17%	3%	5%	
FITs	82%	66%	65%	
TOTAL	150	150	150	

SECTION 1 **PROFILE OF RESPONDENTS**

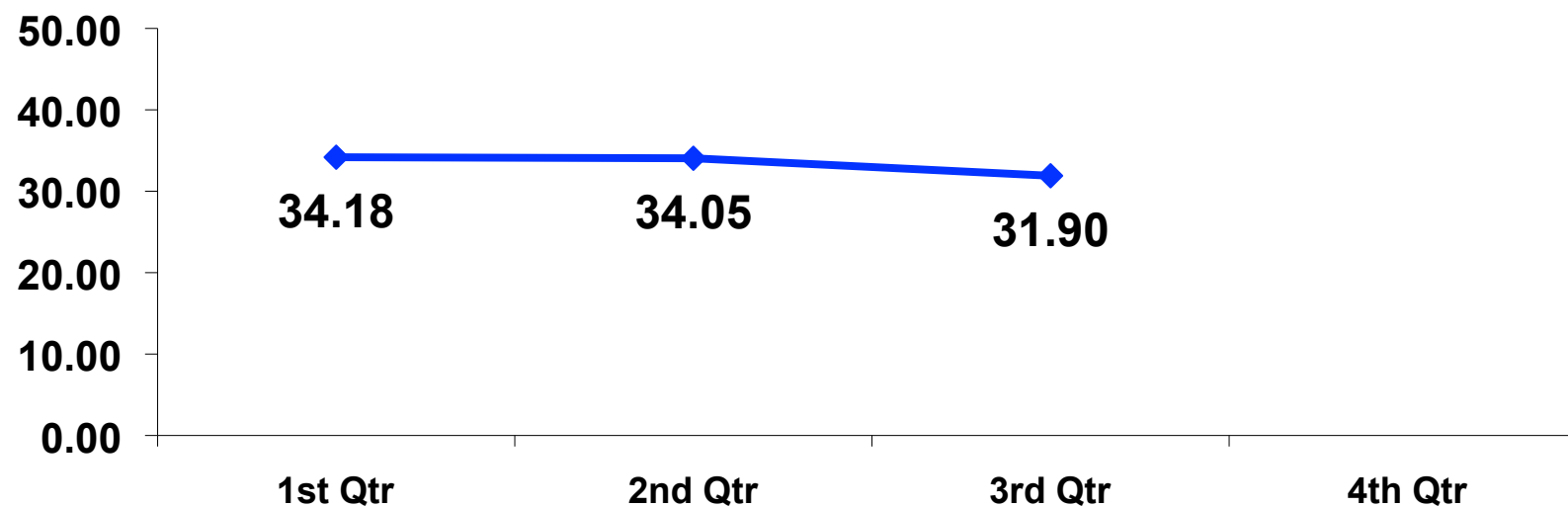
Marital Status Tracking



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	99	75	3	64	32	27	0	30	35	7	51	67
		Column N %	67%	97%	75%	100%	78%	71%	0%	55%	65%	100%	78%	71%
	Single	Count	48	2	1	0	9	11	3	25	19	0	14	28
		Column N %	33%	3%	25%	0%	22%	29%	100%	45%	35%	0%	22%	29%
	Total	Count	147	77	4	64	41	38	3	55	54	7	65	95

Average Age Tracking



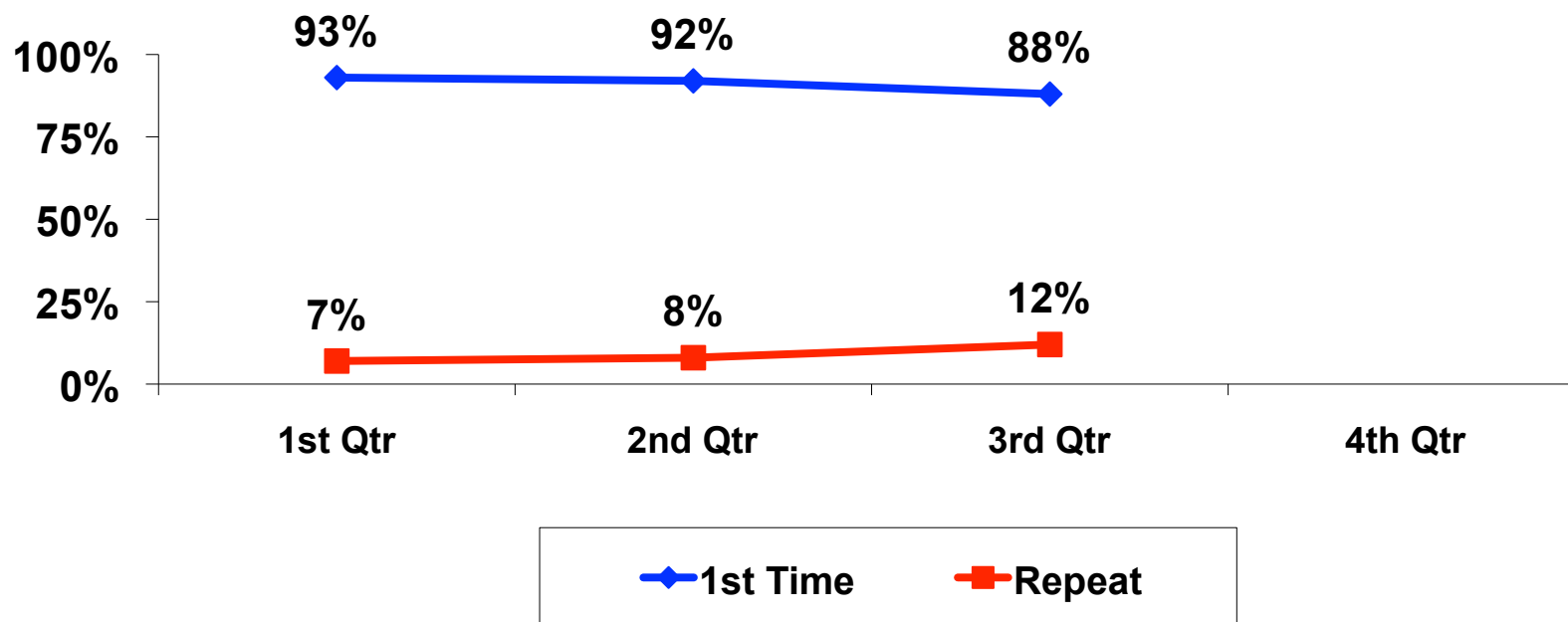
Age Segmentation

			TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	15	1	0	2	2	2	2	9	6	0	0	11
		Column N %	11%	1%	0%	3%	5%	6%	67%	16%	11%	0%	0%	12%
	25-34	Count	86	46	4	37	25	19	1	41	45	2	45	54
		Column N %	61%	61%	100%	59%	64%	53%	33%	75%	83%	29%	69%	57%
	35-49	Count	39	27	0	22	12	15	0	5	3	5	18	28
		Column N %	27%	36%	0%	35%	31%	42%	0%	9%	6%	71%	28%	30%
	50+	Count	2	2	0	2	0	0	0	0	0	0	2	1
		Column N %	1%	3%	0%	3%	0%	0%	0%	0%	0%	0%	3%	1%
	Total	Count	142	76	4	63	39	36	3	55	54	7	65	94
QF	Mean	31.90	33.75	28.50	33.54	32.05	33.11	23.33	28.71	28.83	35.86	32.83	32.10	
	Median	31	34	28	34	31	34	24	28	29	36	31	31	

Income Segmentation

			TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-
Q26	HKD240K-HKD500K	Count	1	0	0	0	1	0	0	1	0	1	0
		Column N %	1%	0%	0%	0%	3%	0%	0%	3%	0%	2%	0%
	HKD500K-HKD1.0M	Count	35	16	0	14	15	4	15	14	1	15	24
		Column N %	41%	35%	0%	40%	45%	18%	50%	47%	20%	37%	49%
	HKD1.0M-HKD2.0M	Count	29	18	1	12	15	10	7	9	4	15	20
		Column N %	34%	39%	100%	34%	45%	45%	23%	30%	80%	37%	41%
	HKD2.0M-HKD3.0M	Count	5	4	0	1	1	2	2	1	0	2	5
		Column N %	6%	9%	0%	3%	3%	9%	7%	3%	0%	5%	10%
	HKD3.0M+	Count	14	8	0	8	1	6	5	5	0	8	0
		Column N %	16%	17%	0%	23%	3%	27%	17%	17%	0%	20%	0%
	No Income	Count	1	0	0	0	0	0	1	0	0	0	0
		Column N %	1%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%
	Total	Count	85	46	1	35	33	22	30	30	5	41	49
		Column N %											

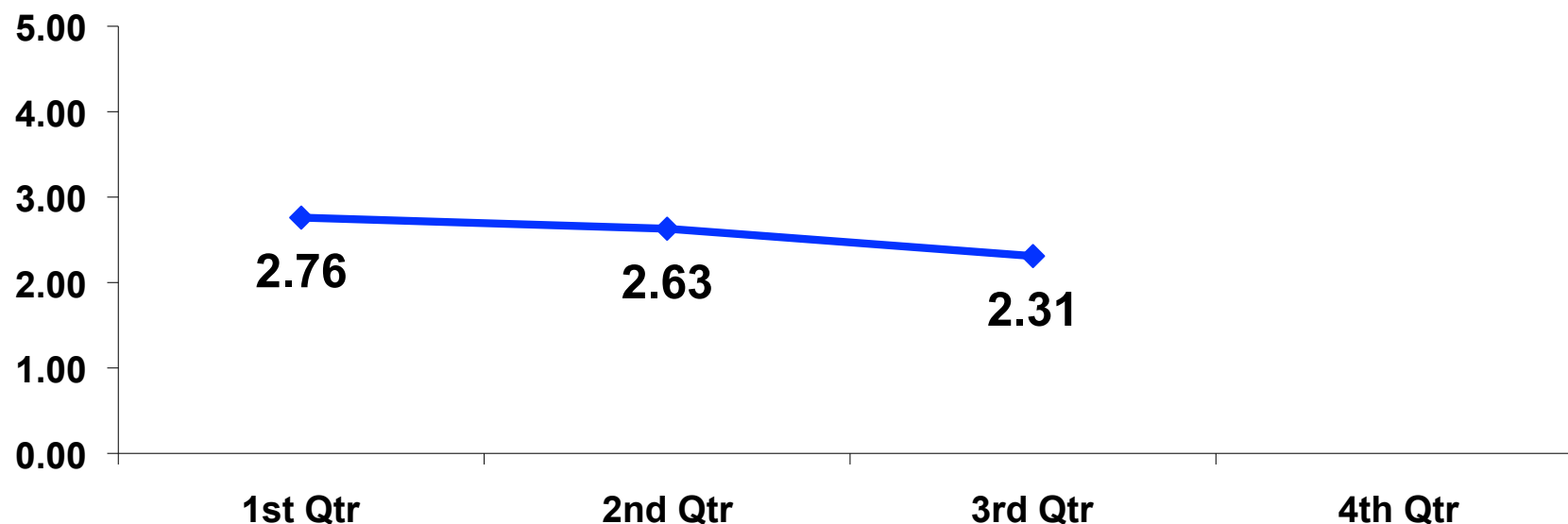
Prior Trips to Guam Tracking



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	132	74	3	62	33	33	3	51	48	6	57	88
		Column N %	88%	95%	75%	95%	80%	87%	100%	93%	89%	86%	88%	90%
	No	Count	18	4	1	3	8	5	0	4	6	1	8	10
		Column N %	12%	5%	25%	5%	20%	13%	0%	7%	11%	14%	12%	10%
	Total	Count	150	78	4	65	41	38	3	55	54	7	65	98

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	2.31	2.33	2.25	2.38	2.32	2.26	2.33	2.33	2.33	2.14	2.34	2.29
	Median	2	2	2	2	2	2	2	2	2	2	2	2

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	13	9	0	9	1	4	0	6	3	0	6	0
		Column N %	9%	12%	0%	14%	2%	11%	0%	11%	6%	0%	10%	0%
	Free-time package tour	Count	33	15	2	11	9	7	0	8	15	1	16	0
		Column N %	22%	19%	50%	17%	22%	19%	0%	15%	29%	14%	25%	0%
	Individually arranged travel (FIT)	Count	98	52	2	45	30	26	3	38	34	6	40	98
		Column N %	66%	68%	50%	69%	73%	70%	100%	69%	65%	86%	63%	100%
	Group tour	Count	2	1	0	0	0	0	0	2	0	0	0	0
		Column N %	1%	1%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%
	Company paid travel	Count	2	0	0	0	1	0	0	1	0	0	1	0
		Column N %	1%	0%	0%	0%	2%	0%	0%	2%	0%	0%	2%	0%
	Total	Count	148	77	4	65	41	37	3	55	52	7	63	98
		Column N %												

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	1%	0%	0%	0%	2%	3%	0%	2%	2%	0%	2%	1%
	Price	3%	4%	0%	3%	5%	3%	0%	2%	4%	14%	3%	2%
	Recomm- friend/family/trvl agnt	5%	6%	0%	3%	7%	8%	33%	4%	7%	0%	6%	5%
	Scuba	12%	10%	0%	8%	15%	47%	0%	9%	15%	0%	14%	14%
	Short travel time	2%	4%	0%	5%	0%	0%	0%	0%	2%	0%	3%	2%
	Golf	10%	14%	0%	14%	10%	8%	0%	9%	6%	29%	8%	14%
	Relax	31%	31%	0%	35%	29%	24%	33%	33%	39%	57%	32%	33%
	Company/ Business Trip	5%	0%	0%	0%	7%	5%	0%	5%	2%	0%	3%	5%
	Company Sponsored	1%	1%	0%	2%	2%	3%	0%	0%	2%	0%	2%	2%
	Convention/ Trade/ Conference	3%	0%	0%	0%	2%	3%	0%	2%	2%	0%	2%	4%
	Safe	15%	19%	0%	15%	12%	5%	0%	18%	11%	29%	18%	14%
	Natural beauty	17%	14%	0%	17%	24%	8%	33%	13%	22%	0%	20%	18%
	Shopping	8%	4%	0%	5%	7%	8%	0%	9%	9%	0%	9%	5%
	Career Cert/ Testing	3%	0%	0%	0%	2%	0%	33%	5%	2%	0%	2%	4%
	Married/ Attn wedding	1%	0%	25%	0%	0%	0%	0%	2%	0%	0%	0%	0%
	Honeymoon	2%	4%	75%	3%	5%	3%	0%	2%	4%	0%	3%	2%
	Pleasure	1%	1%	0%	0%	0%	0%	0%	0%	2%	0%	2%	1%
	No visa requirement	7%	9%	0%	9%	2%	5%	0%	7%	4%	14%	5%	7%
	Total Count	150	78	4	65	41	38	3	55	54	7	65	98

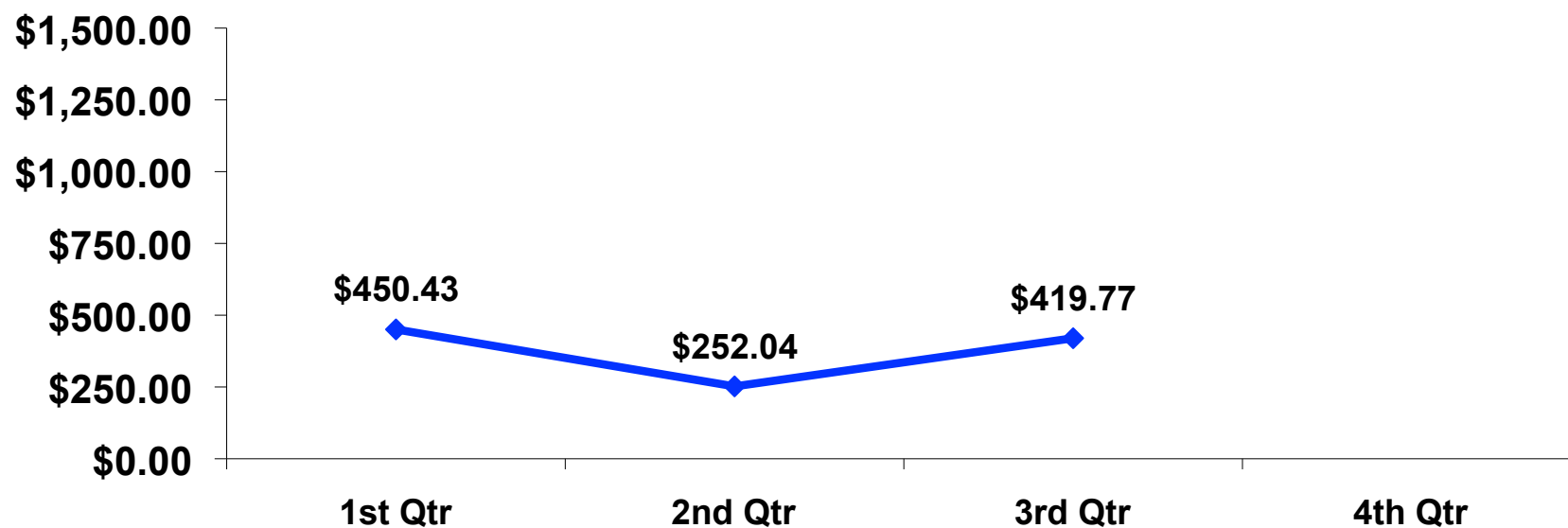
Information Sources

Segmentation

		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
Q1	Internet	67%	74%	50%	74%	66%	68%	100%	71%	69%	86%	69%	69%
	Friend/ Relative	17%	14%	50%	12%	20%	11%	33%	25%	15%	0%	15%	19%
	Newspaper	15%	17%	25%	15%	17%	21%	0%	16%	19%	14%	15%	19%
	Co-Worker/ Company Trvl Dept	13%	12%	0%	11%	15%	13%	33%	7%	13%	29%	8%	14%
	Prior Trip	8%	4%	0%	3%	12%	8%	0%	4%	7%	14%	8%	7%
	TV	8%	8%	0%	8%	12%	5%	0%	5%	7%	0%	11%	10%
	Travel Guidebook-Bookstore	3%	5%	0%	5%	5%	0%	0%	0%	2%	0%	5%	3%
	Magazine (Consumer)	3%	3%	0%	3%	2%	0%	0%	2%	4%	0%	5%	2%
	Travel Agent Brochure	2%	4%	0%	5%	0%	0%	0%	2%	4%	0%	3%	0%
	Consumer Trvl Show	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	1%
	Travel Trade Show	1%	0%	0%	0%	2%	3%	0%	0%	0%	0%	0%	0%
	Total	Count	149	78	4	65	41	38	3	55	54	7	65

SECTION 3 **EXPENDITURES**

Prepaid Expenditures Tracking

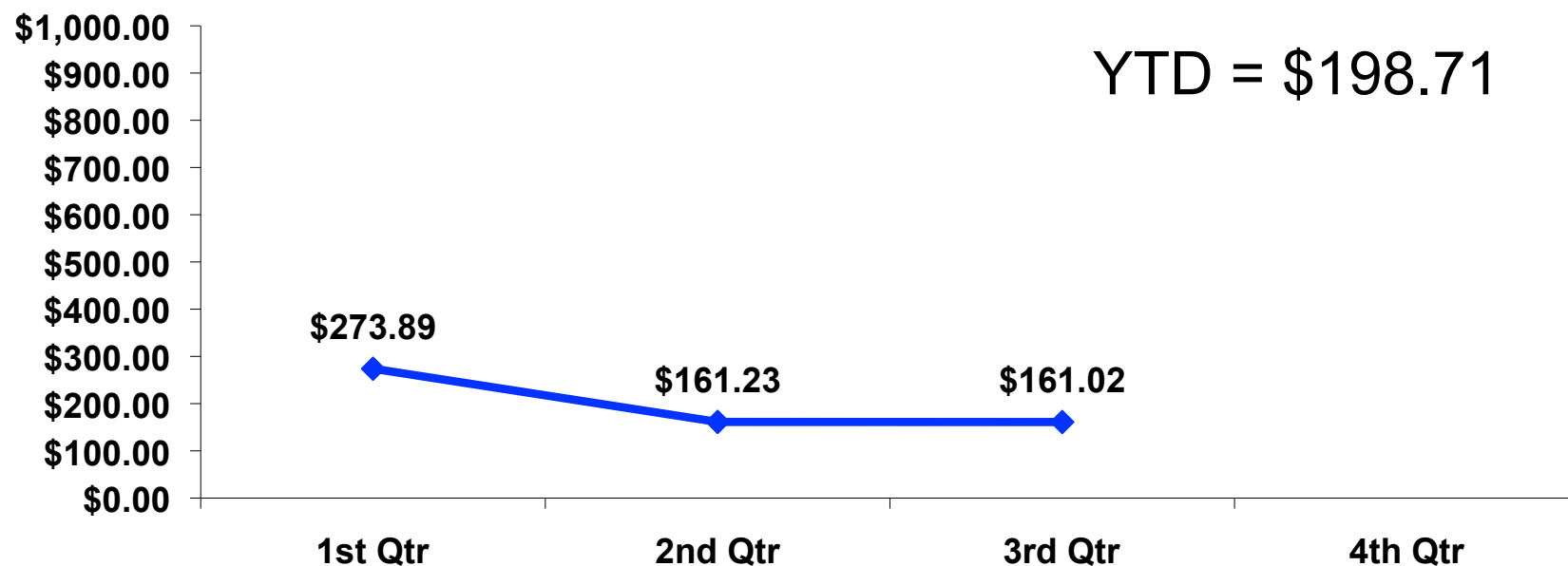


YTD=\$373.74

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	\$419.77	\$392.77	\$225.52	\$409.43	\$323.24	\$415.23	\$489.69	\$373.24	\$478.60	\$560.26	\$398.56	\$390.16
	Median	\$0	\$0	\$0	\$116	\$0	\$0	\$722	\$0	\$284	\$610	\$0	\$0
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$2,255	\$1,302	\$902	\$1,302	\$1,985	\$1,985	\$747	\$1,933	\$2,255	\$1,302	\$2,255	\$1,985

On-Island Expenditures Tracking



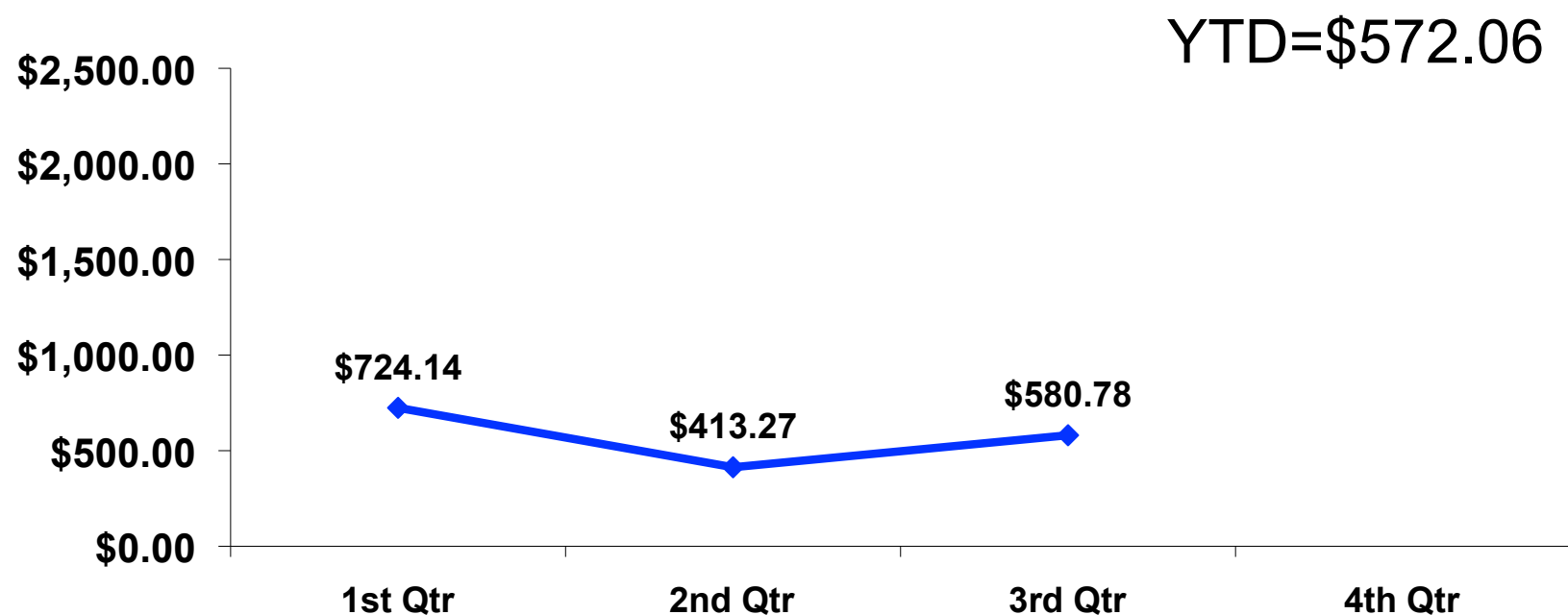
On-Island Expenditures Per Person Segmentation

		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$161.02	\$145.44	\$250.00	\$147.71	\$145.16	\$153.66	\$166.67	\$144.85	\$157.33	\$175.24	\$170.14	\$153.70
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$200	\$0	\$0	\$227	\$0	\$0
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$680	\$300	\$780	\$1,000	\$333	\$1,000	\$780

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	\$863.52	\$1,105.67	\$1,546.39	\$1,443.30	\$756.28	\$622.24	\$734.54	\$768.69	\$879.91	.	\$920.90	\$764.82
	Median	\$773	\$1,340	\$1,546	\$1,443	\$735	\$670	\$735	\$760	\$773	.	\$773	\$760
	Minimum	\$451	\$451	\$1,546	\$1,340	\$451	\$451	\$722	\$670	\$451	.	\$451	\$451
	Maximum	\$2,255	\$1,546	\$1,546	\$1,546	\$1,546	\$773	\$747	\$876	\$2,255	.	\$2,255	\$1,443
AIR/ HOTEL/ MEAL	Mean	\$1,543.47	\$1,551.21	.	\$1,555.93	\$1,625.26	\$1,446.52	.	\$1,378.87	\$1,637.03	.	\$1,667.43	\$1,501.90
	Median	\$1,534	\$1,546	.	\$1,514	\$1,608	\$1,514	.	\$1,321	\$1,611	.	\$1,611	\$1,521
	Minimum	\$1,005	\$1,005	.	\$1,237	\$1,418	\$1,005	.	\$1,005	\$1,443	.	\$1,418	\$1,005
	Maximum	\$2,294	\$2,294	.	\$2,294	\$1,933	\$1,649	.	\$1,649	\$1,933	.	\$2,294	\$1,933
AIR ONLY	Mean	\$1,974.23	\$1,974.23	.	\$1,974.23	\$1,340.21	\$2,384.02	.	\$2,706.19	.	\$2,145.62	\$1,314.43	\$1,974.23
	Median	\$2,062	\$2,062	.	\$2,062	\$1,340	\$2,384	.	\$2,706	.	\$2,268	\$1,314	\$2,062
	Minimum	\$1,289	\$1,289	.	\$1,289	\$1,340	\$2,062	.	\$2,706	.	\$1,340	\$1,289	\$1,289
	Maximum	\$2,706	\$2,706	.	\$2,706	\$1,340	\$2,706	.	\$2,706	.	\$2,706	\$1,340	\$2,706
HOTEL ONLY	Mean	\$3,298.97	\$3,298.97	.	\$3,298.97	\$3,298.97	.	\$3,298.97	\$3,298.97
	Median	\$3,299	\$3,299	.	\$3,299	\$3,299	.	\$3,299	\$3,299
	Minimum	\$3,299	\$3,299	.	\$3,299	\$3,299	.	\$3,299	\$3,299
	Maximum	\$3,299	\$3,299	.	\$3,299	\$3,299	.	\$3,299	\$3,299
HOTEL & MEAL	Mean
	Median
	Minimum
	Maximum
F&B HOTEL	Mean	\$127.58	.	.	.	\$231.96	\$231.96	.	.	\$127.58	.	\$23.20	\$127.58
	Median	\$128	.	.	.	\$232	\$232	.	.	\$128	.	\$23	\$128
	Minimum	\$23	.	.	.	\$232	\$232	.	.	\$23	.	\$23	\$23
	Maximum	\$232	.	.	.	\$232	\$232	.	.	\$232	.	\$23	\$232
TRANS- HK	Mean	\$139.42	\$132.73	.	\$36.73	\$216.49	\$85.50	.	\$97.94	\$176.47	.	\$172.83	\$99.16
	Median	\$144	\$155	.	\$37	\$188	\$86	.	\$98	\$155	.	\$155	\$90
	Minimum	\$16	\$22	.	\$22	\$129	\$16	.	\$52	\$16	.	\$16	\$16
	Maximum	\$361	\$222	.	\$52	\$361	\$155	.	\$144	\$361	.	\$361	\$222
TRANS- GUAM	Mean	\$24.81	\$31.57	.	\$15.46	\$47.68	\$47.68	.	.	\$27.92	.	\$30.28	\$14.18
	Median	\$19	\$32	.	\$15	\$48	\$48	.	.	\$23	.	\$30	\$14
	Minimum	\$13	\$15	.	\$15	\$48	\$48	.	.	\$13	.	\$13	\$13
	Maximum	\$48	\$48	.	\$15	\$48	\$48	.	.	\$48	.	\$48	\$15
OPT TOURS	Mean	\$381.44	\$309.28	.	\$360.82	\$496.13	\$395.62	.	\$231.96	\$368.04	\$360.82	\$305.41	\$461.34
	Median	\$296	\$296	.	\$361	\$425	\$224	.	\$232	\$216	\$361	\$289	\$425
	Minimum	\$129	\$155	.	\$232	\$155	\$155	.	\$232	\$129	\$232	\$155	\$216
	Maximum	\$979	\$490	.	\$490	\$979	\$979	.	\$232	\$979	\$490	\$490	\$979
OTHER	Mean	\$916.49	\$1,137.70	\$257.73	\$1,137.70	\$644.33	\$1,441.37	.	\$1,643.04	\$543.81	\$128.87	\$362.30	\$809.28
	Median	\$773	\$966	\$258	\$966	\$258	\$1,514	.	\$1,611	\$232	\$129	\$193	\$483
	Minimum	\$18	\$129	\$258	\$129	\$129	\$160	.	\$773	\$129	\$129	\$18	\$129
	Maximum	\$2,577	\$2,577	\$258	\$2,577	\$1,546	\$2,577	.	\$2,577	\$1,546	\$129	\$1,546	\$2,577
TOTAL	Mean	\$662.27	\$821.01	\$451.03	\$882.97	\$501.95	\$673.72	\$489.69	\$544.75	\$721.83	\$1,347.57	\$683.92	\$638.67
	Median	\$0	\$0	\$0	\$232	\$0	\$0	\$722	\$0	\$341	\$1,830	\$0	\$0
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$3,299	\$3,299	\$1,804	\$3,299	\$2,064	\$2,938	\$747	\$2,938	\$3,299	\$2,938	\$3,299	\$3,299

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	\$580.78	\$538.22	\$475.52	\$557.15	\$468.41	\$568.88	\$656.36	\$518.09	\$635.93	\$735.50	\$568.71	\$543.87
	Median	\$492	\$317	\$0	\$380	\$250	\$468	\$747	\$286	\$600	\$943	\$450	\$415
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$200	\$0	\$0	\$0	\$0	\$0
	Maximum	\$3,255	\$1,902	\$1,902	\$1,902	\$1,985	\$1,985	\$1,022	\$1,933	\$3,255	\$1,364	\$3,255	\$2,383

SECTION 4 **ADVANCED STATISTICS**

Analysis Technique

- Dependent variables: total per person on island expenditure and overall satisfaction (numeric)
- Independent variables are satisfaction with different aspects of trip to Guam (numeric).
- Use of linear stepwise regression to derive predictors (drivers) of on-island expenditure and overall satisfaction, Since both the independent and dependent variables are numeric.
- This determines the significant ($p < .05$) drivers and the percentage of the dependent variables accounted for by each significant predictor and by all of them combined.

Comparison of Drivers of Overall Satisfaction, 1st Qtr 2012, 2nd and 3rd Qtr 2013 and Overall 1st Qtr 2012 to 3rd Qtr 2013

Drivers:	1st Qtr 2012	2nd Qtr 2013	3rd Qtr 2013	Combined 1st Qtr 2012 to 3rd Qtr 2013
Quality & Cleanliness of beaches & parks		1		1
Ease of getting around				
Safety walking around at night				
Quality of daytime tours				
Variety of daytime tours				2
Quality of nighttime tours				
Variety of nighttime tours				
Quality of shopping				
Variety of shopping			2	
Price of things on Guam			1	
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 Per Person On Island Expenditures Accounted For	16.8%	25.2%	6.7%	18.0%
NOTE: Only significant drivers are included.				

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Hong Kong visitor's experience on Guam is driven by two significant factors in the Third Quarter 2013 Period. They are, in rank order:
 - **Price of things on Guam, and**
 - **Variety of shopping**
- With these factors the overall r^2 is .067 meaning that **6.7% of overall satisfaction is accounted for by these factors.**

Comparison of Drivers of Per Person On-Island Expenditures, 1st Qtr 2012, 2nd and 3rd Qtr 2013 and Overall 1st Qtr 2012 through 3rd Qtr 2013				
	1st Qtr 2012	2nd Qtr 2013	3rd Qtr 2013	Combined 1st Qtr 2012 -3rd Qtr 2013
Drivers:	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks		1		
Ease of getting around				
Safety walking around at night		2		
Quality of daytime tours	2			3
Variety of daytime tours				
Quality of nighttime tours	1			
Variety of nighttime tours				2
Quality of shopping				
Variety of shopping				
Price of things on Guam				
Quality of hotel accommodations	4		1	
Quality/cleanliness of air, sky				1
Quality/cleanliness of parks				
Quality of landscape in Tumon	3			4
Quality of landscape in Guam				
Quality of ground handler				
Quality/cleanliness of transportation vehicles				
% of Per Person On Island Expenditures Accounted For	27.9%	12.8%	3.3%	9.8%
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 one significant factor in the Third Quarter 2013 Period. It is:
 - **Quality of hotel accommodations.**
- With this factor the overall r^2 is .033 meaning that **3.3% of per person on island expenditure is accounted for by this factor.**