

Guam Visitors Bureau

Hong Kong Visitor Tracker Exit Profile & Market Segmentation Report

FY2018

QTR.4 (JUL-SEPT. 2018)

Prepared by: Anthology Research

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#instaGuam



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 **110** departing Hong Kong 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 **110** is +/- 9.34 percentage points with a 95% confidence level. That is, if all Hong Kong visitors who traveled to Guam in the same time period were asked these questions, we can be 95% certain that their responses would not differ by +/- 9.34 percentage points.

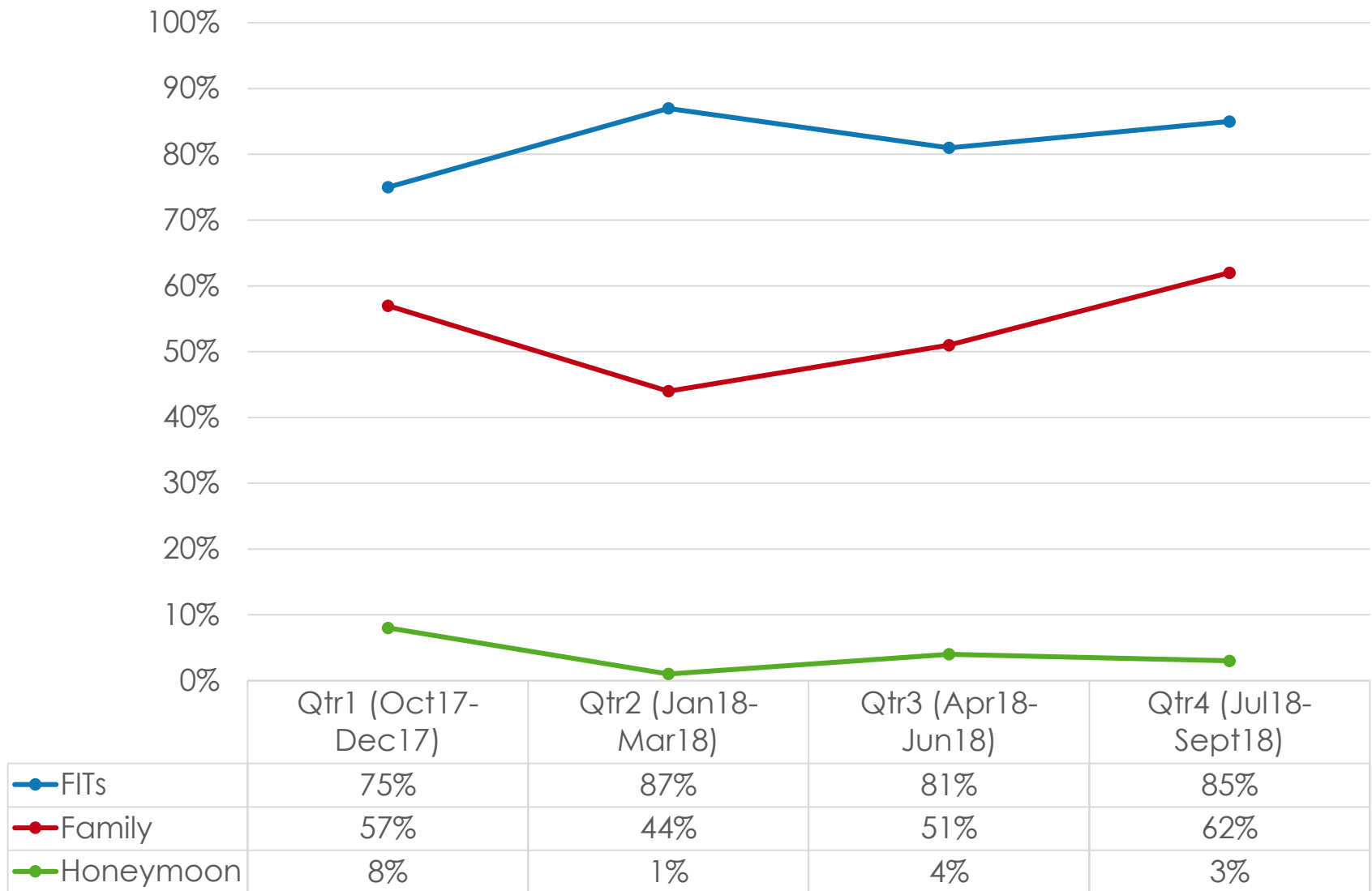
Objectives

- To monitor the effectiveness of the Hong Kong seasonal campaigns in attracting Hong Kong visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Hong Kong 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)
 - Honeymoon (Q5A)
 - Family (Q6)
 - To identify the most significant factors affecting overall visitor satisfaction.
 - To identify (for all Chinese visitors) the most important determinants of on-island spending

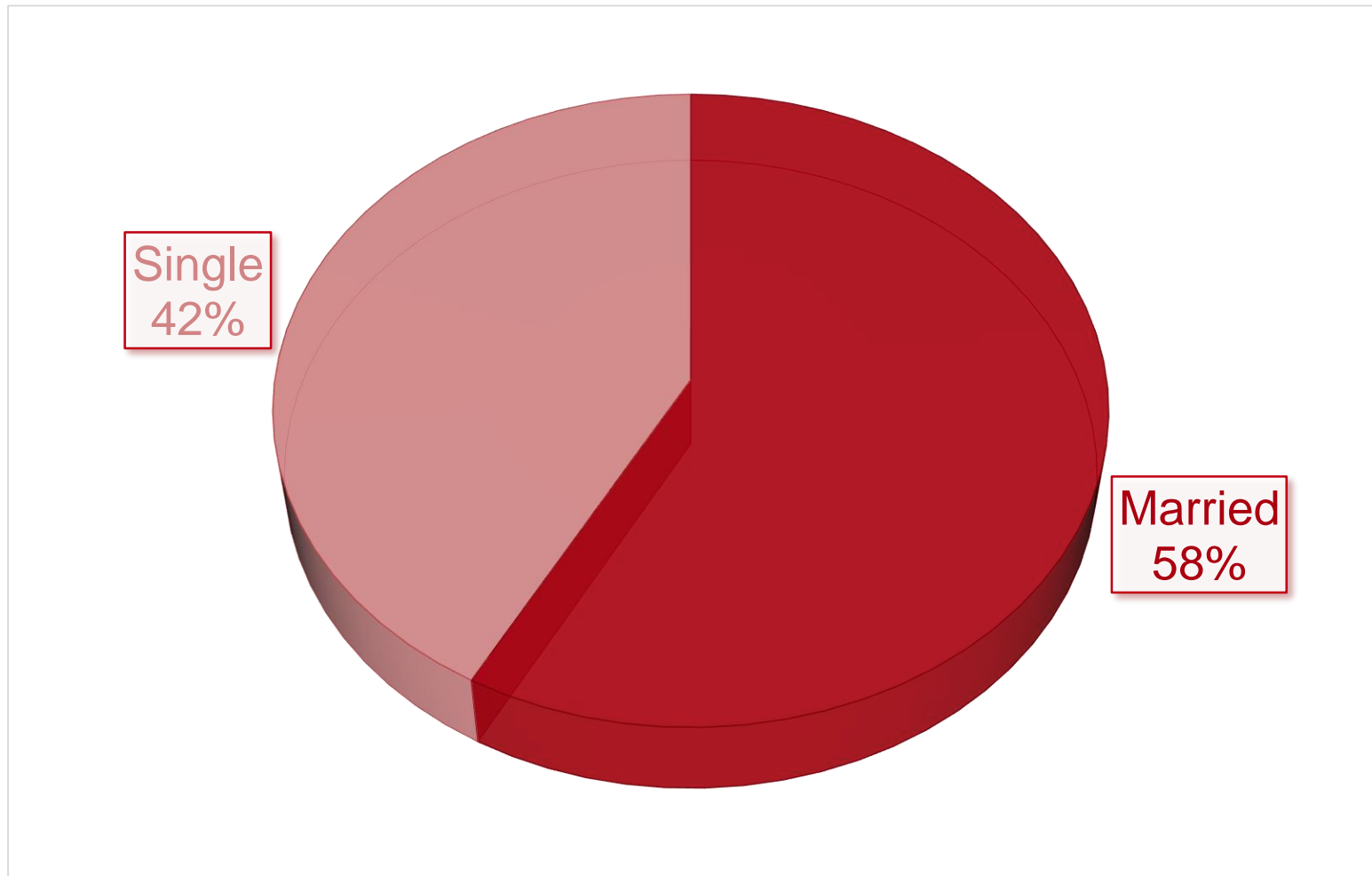
Key Highlighted Segments



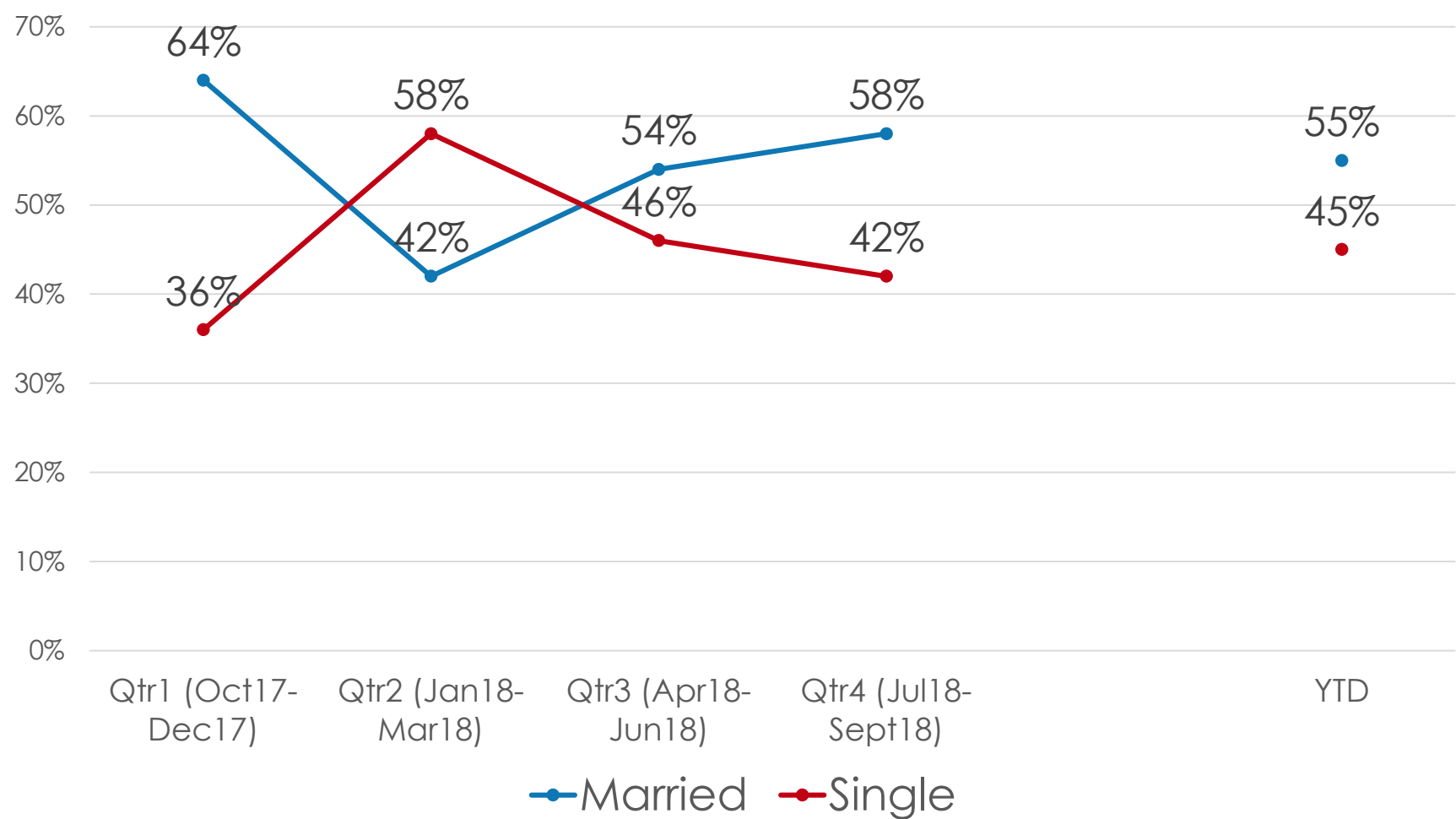
SECTION 1

PROFILE OF RESPONDENTS

Marital Status



Marital status – FY2018 Tracking



Marital status – Key Segments

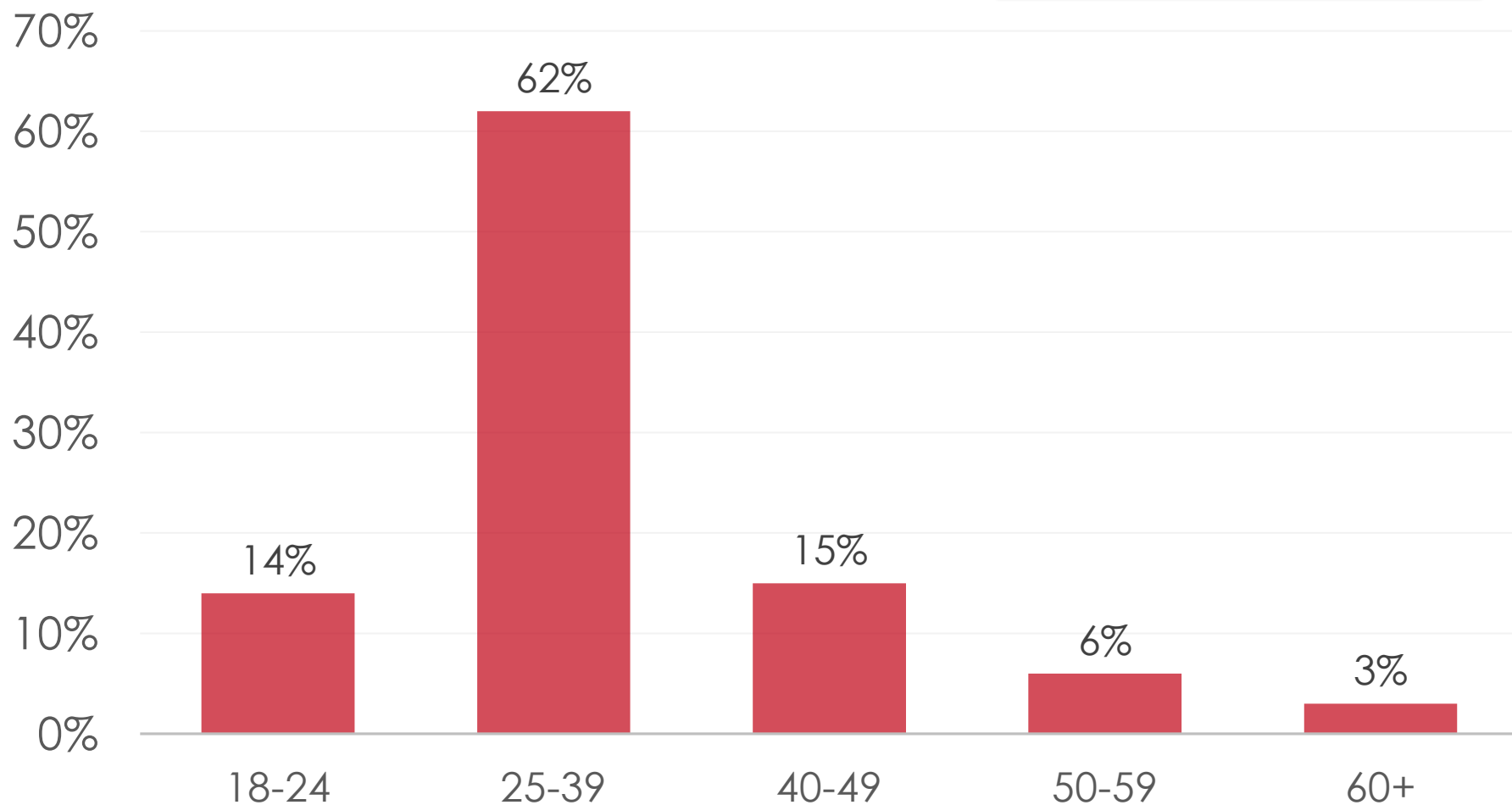
**GVB EXIT SURVEY
QE MARITAL STATUS**

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
QE	Married	58%	55%	85%	100%
	Single	42%	45%	15%	
	Total	110	94	68	3

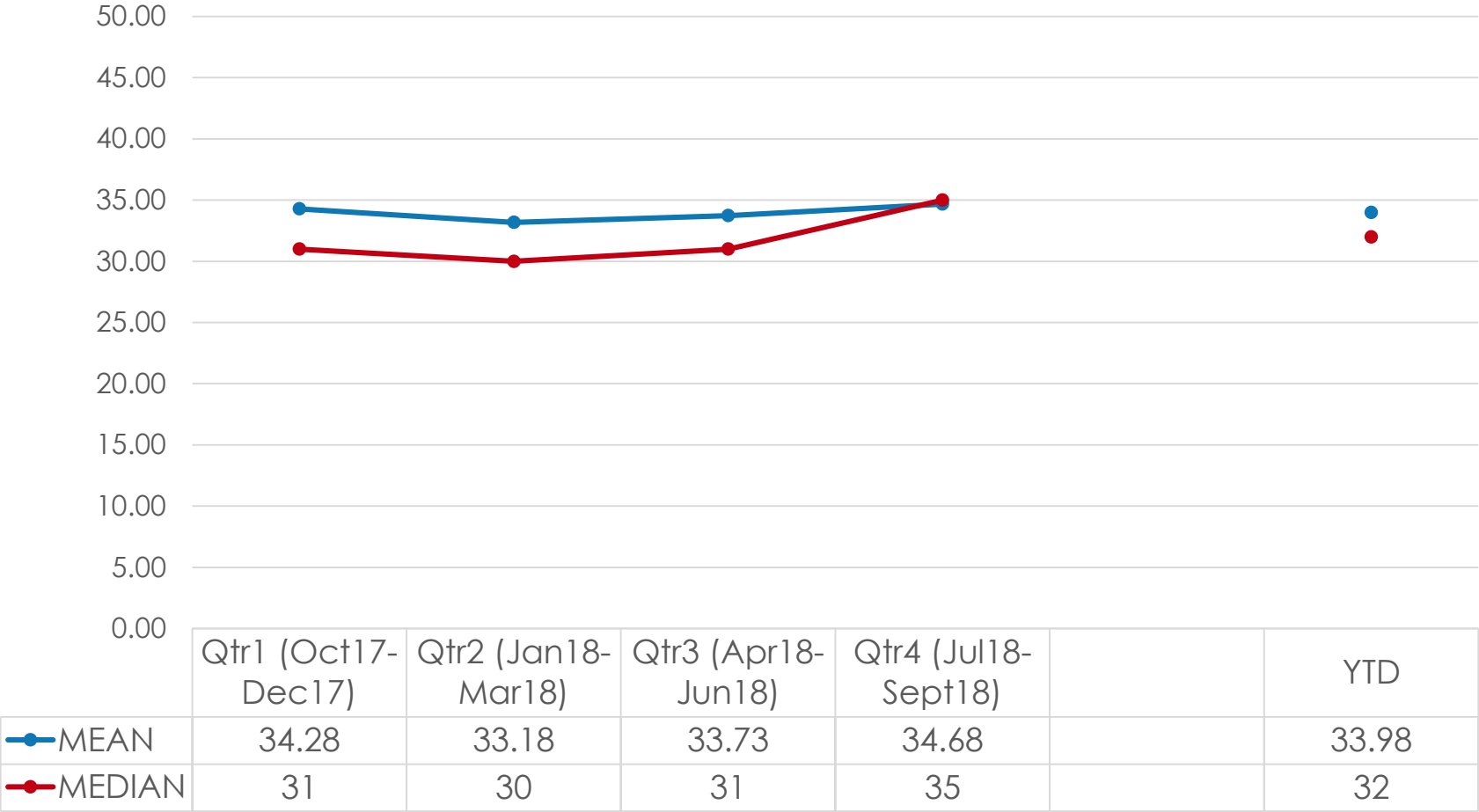
Prepared by Anthology Research

Age

MEAN = 33.73
MEDIAN = 31



Age – FY2018 Tracking



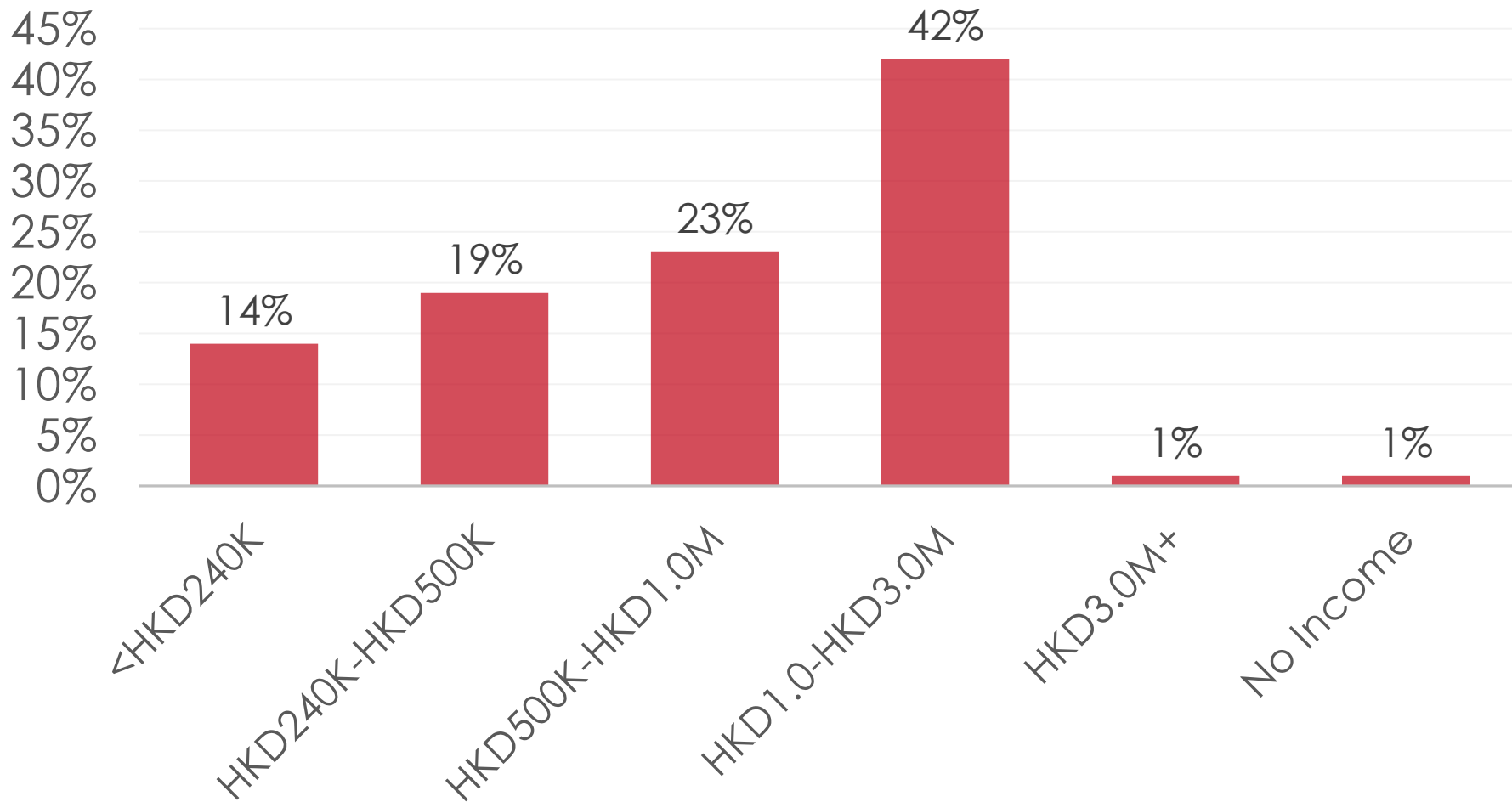
Age – Key Segments

**GVB EXIT SURVEY
AGE**

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
SD	18-24	5%	5%	3%	100%
	25-39	68%	68%	62%	
	40-49	22%	21%	29%	
	50-59	5%	4%	4%	
	60+	1%	1%	1%	
	Total	110	94	68	3
SD	Mean	34.68	34.50	36.69	32.67
	Median	35	34	37	33

Prepared by Anthology Research

Annual Household Income



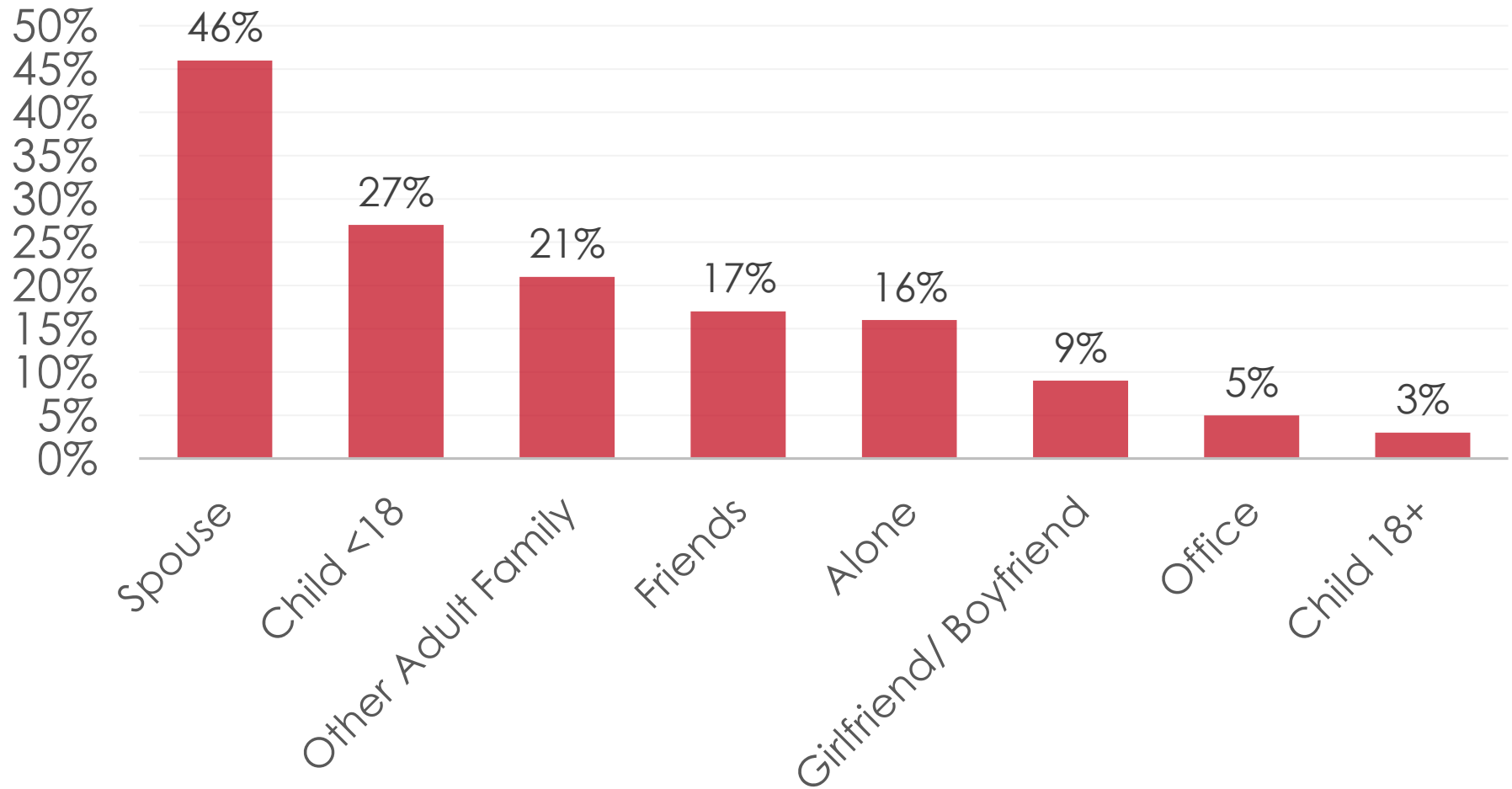
Annual Household Income – Key Segments

GVB EXIT SURVEY
Q26 Household income:

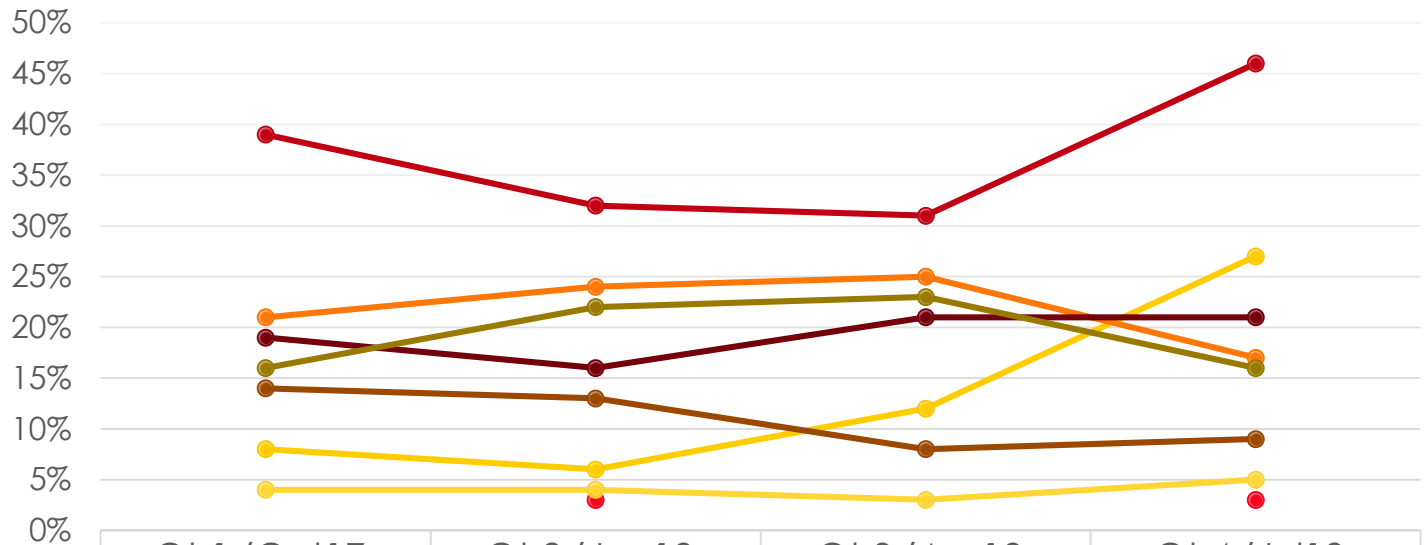
		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
Q26	<HKD120K	5%	3%	7%	
	HKD120K-HKD240K	9%	10%	7%	
	HKD240K-HKD500K	19%	18%	13%	33%
	HKD500K-HKD1.0M	23%	26%	25%	33%
	HKD1.0M-HKD2.0M	32%	28%	36%	33%
	HKD2.0M-HKD3.0M	10%	12%	9%	
	HKD3.0M+	1%	1%		
	No Income	1%	1%	1%	
	Total	108	92	67	3

Prepared by Anthology Research

Travel Party

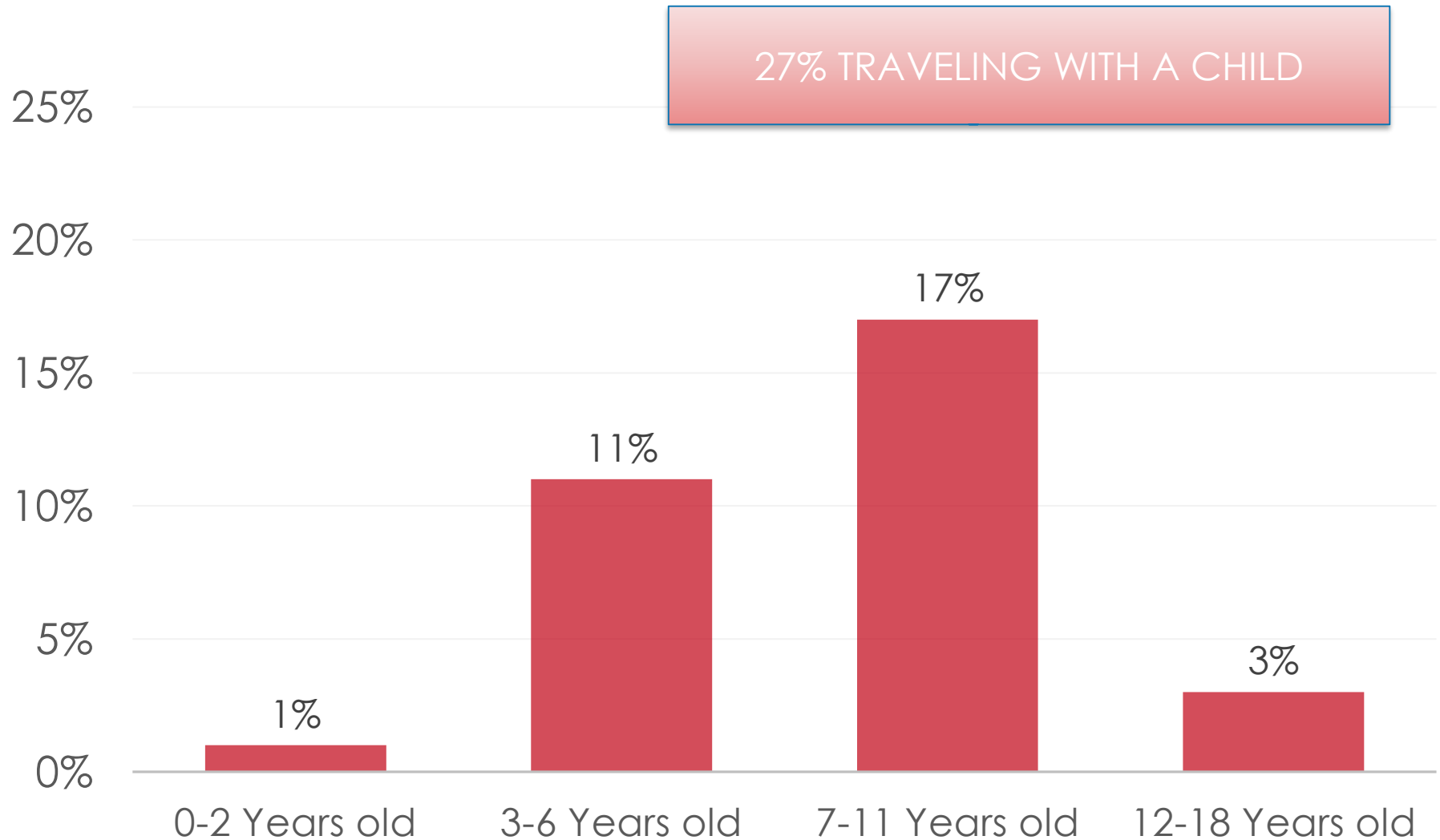


Travel Party

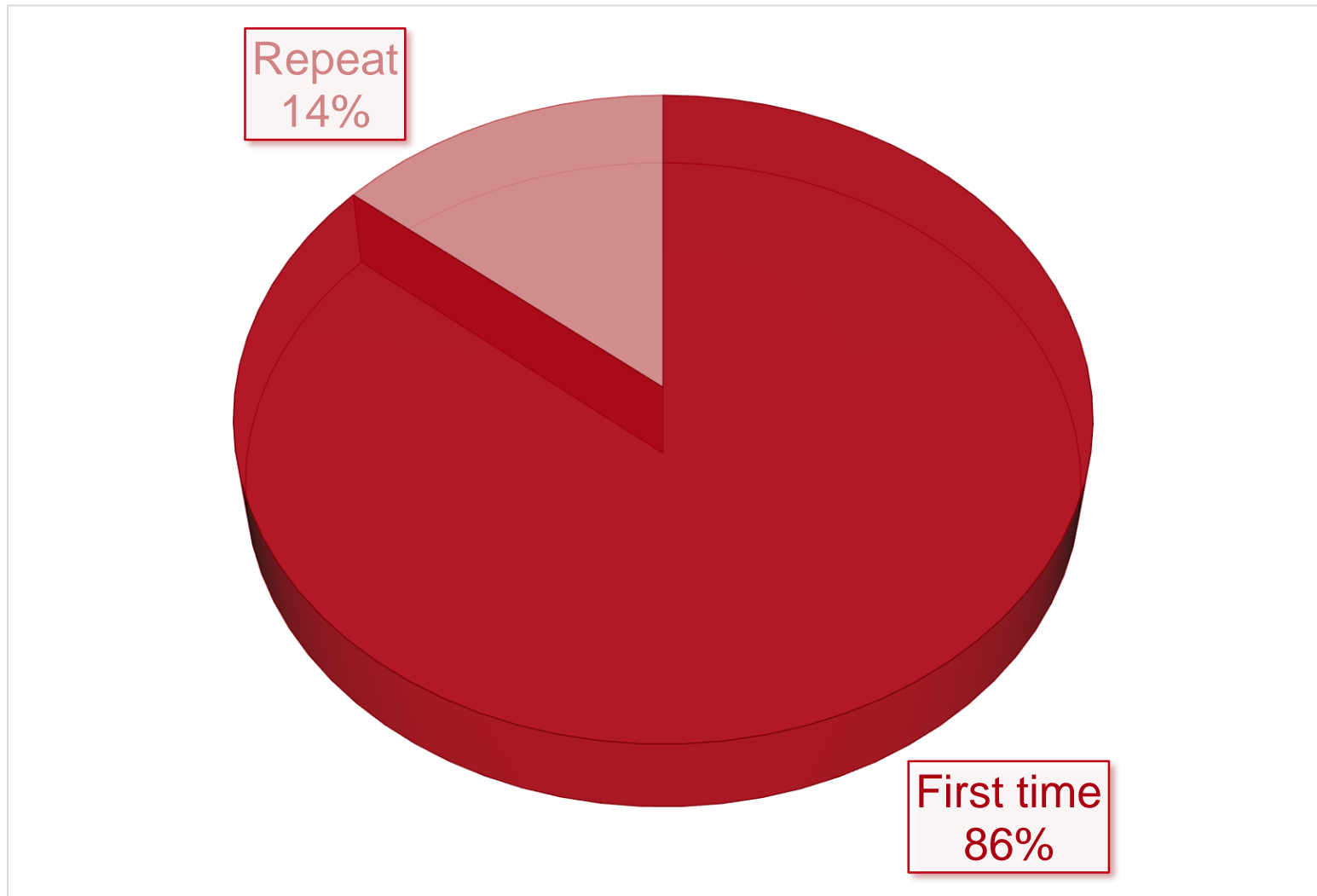


Spouse	39%	32%	31%	46%
Child <18	8%	6%	12%	27%
Friend/ Assoc	21%	24%	25%	17%
Other Adult Family	19%	16%	21%	21%
Alone	16%	22%	23%	16%
Girlfriend/ Boyfriend	14%	13%	8%	9%
Child- Adult		3%		3%
Office	4%	4%	3%	5%

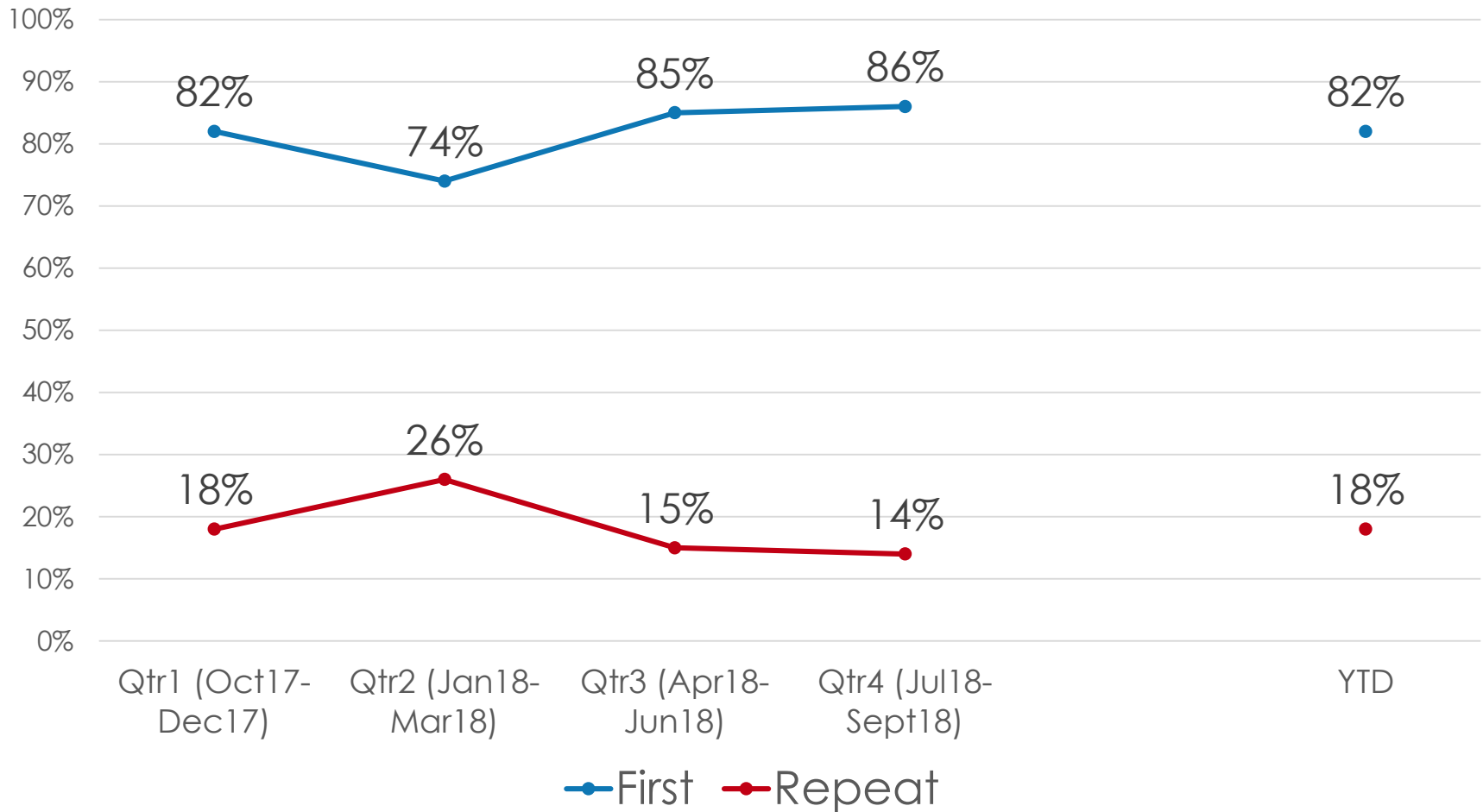
Travel Party - Children



Trips to Guam



Trips to Guam – FY2018 Tracking



Trips to Guam – Key Segments

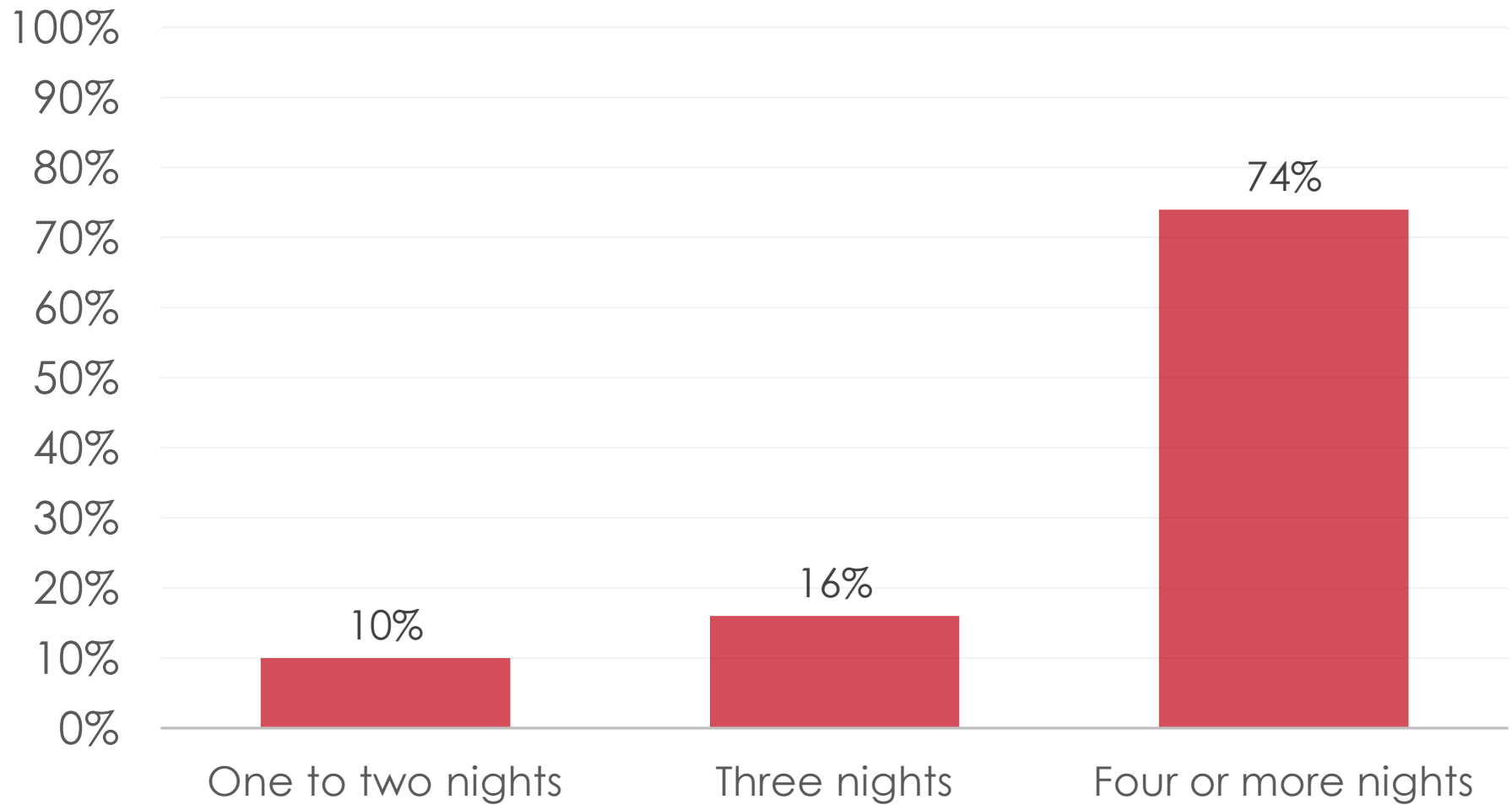
GVB EXIT SURVEY
Q3 Including this trip, how many times have you visited Guam?

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
Q3	1st Time	86%	88%	87%	100%
	Repeat	14%	12%	13%	
	Total	109	93	67	3
Q3A	Mean	1.30	1.29	1.26	1.00
	Median	1	1	1	1

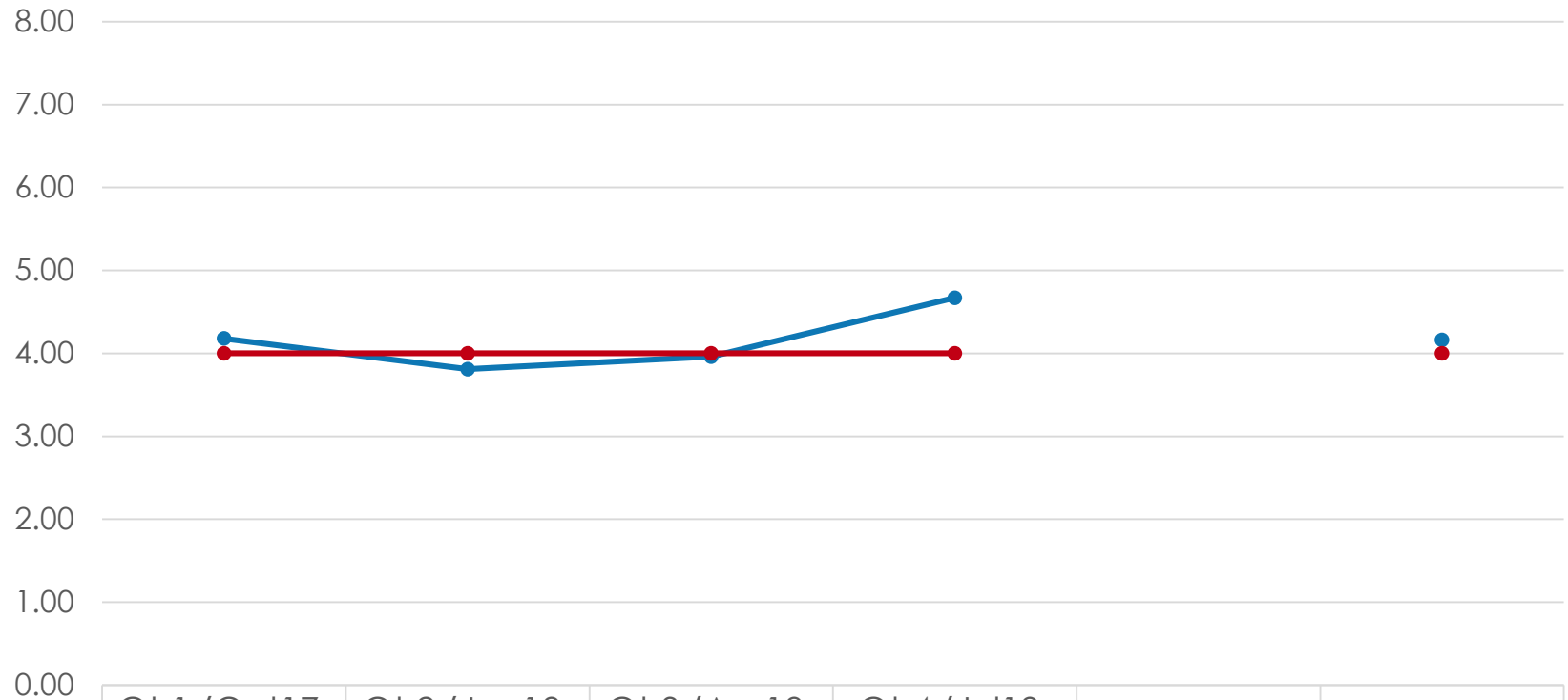
Prepared by Anthology Research

Length of Stay

MEAN NUMBER OF NIGHTS = 4.67
MEDIAN NUMBER OF NIGHTS = 4



Length of Stay – FY2018 Tracking



	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sep18)		YTD
MEAN	4.18	3.81	3.96	4.67		4.16
MEDIAN	4	4	4	4		4

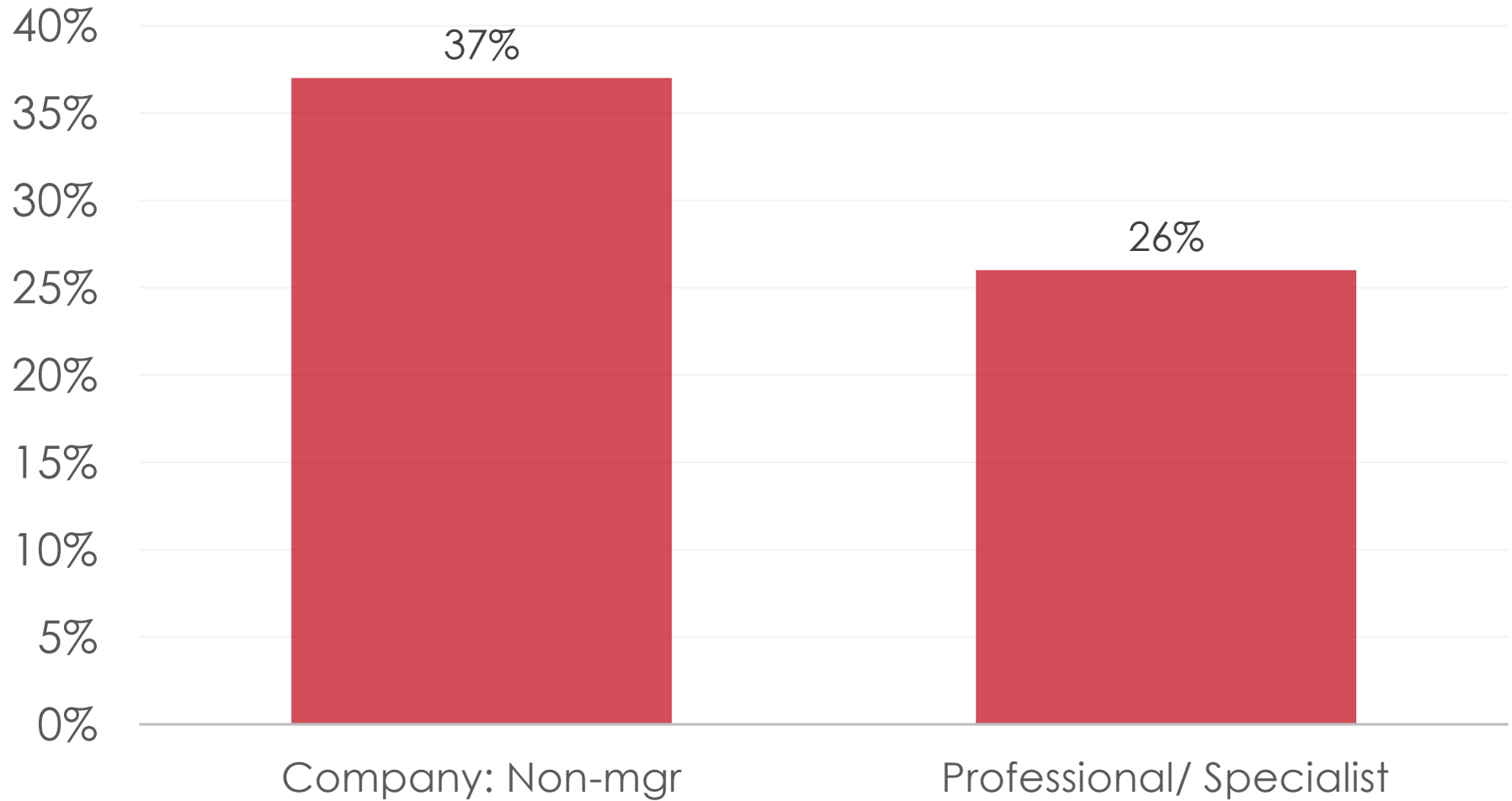
Length of Stay – Key Segments

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

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
SA	1-2	10%	6%	4%	
	3	16%	19%	15%	33%
	4+	74%	74%	81%	67%
	Total	110	94	68	3
SA	Mean	4.67	4.85	4.72	5.00
	Median	4	4	4	4

Prepared by Anthology Research

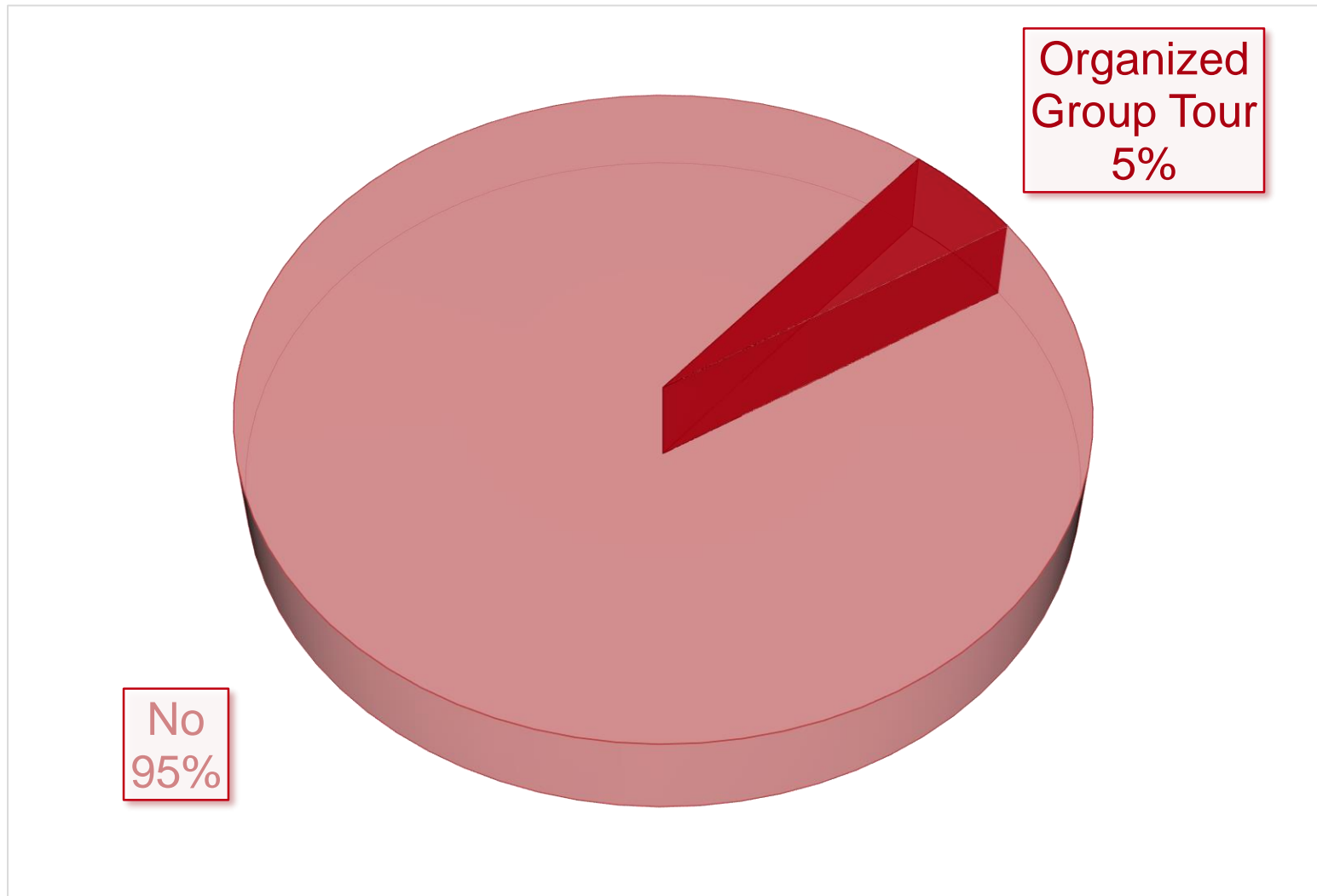
Occupation – Top Responses (10%+)



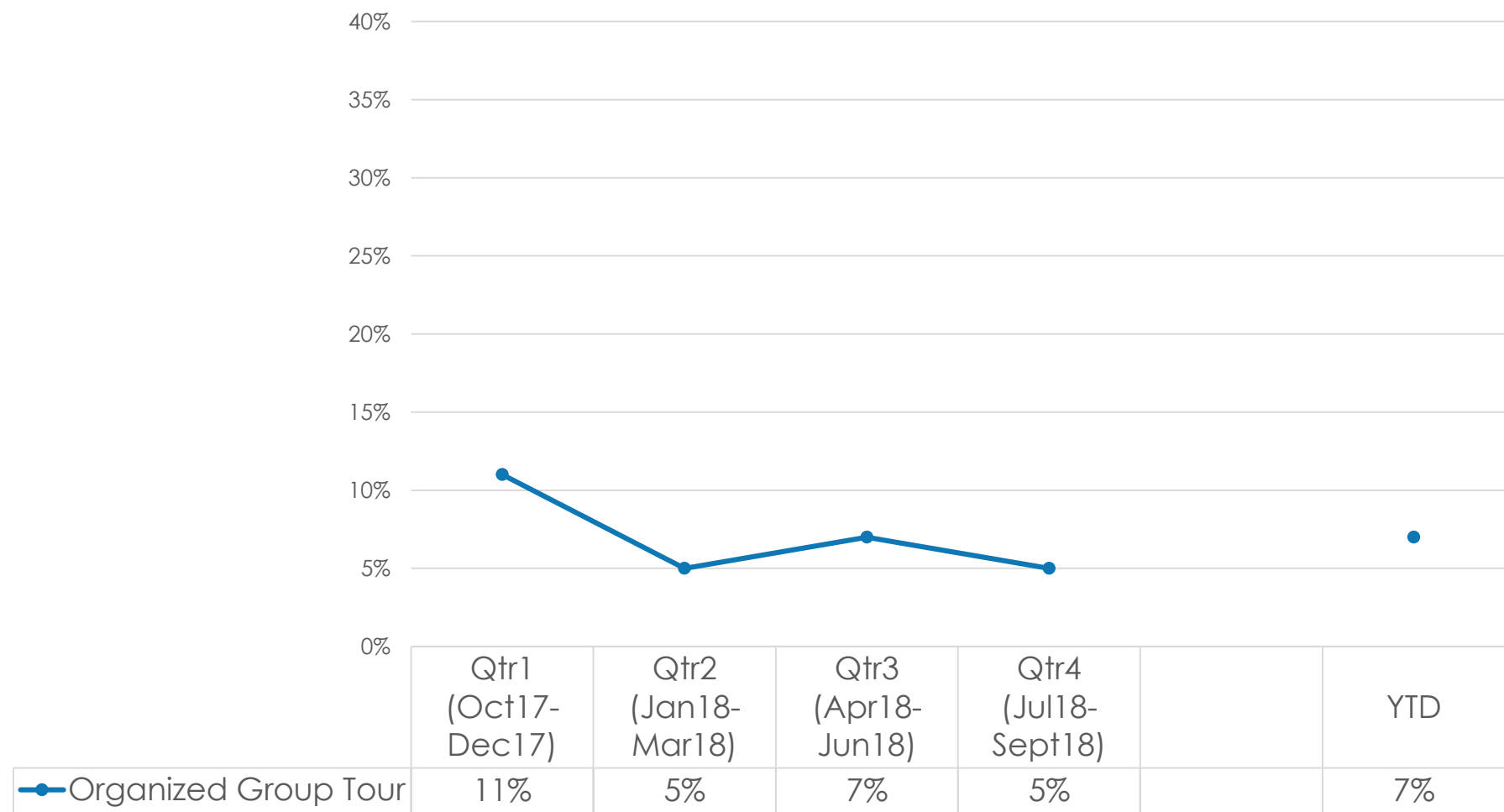
SECTION 2

TRAVEL PLANNING

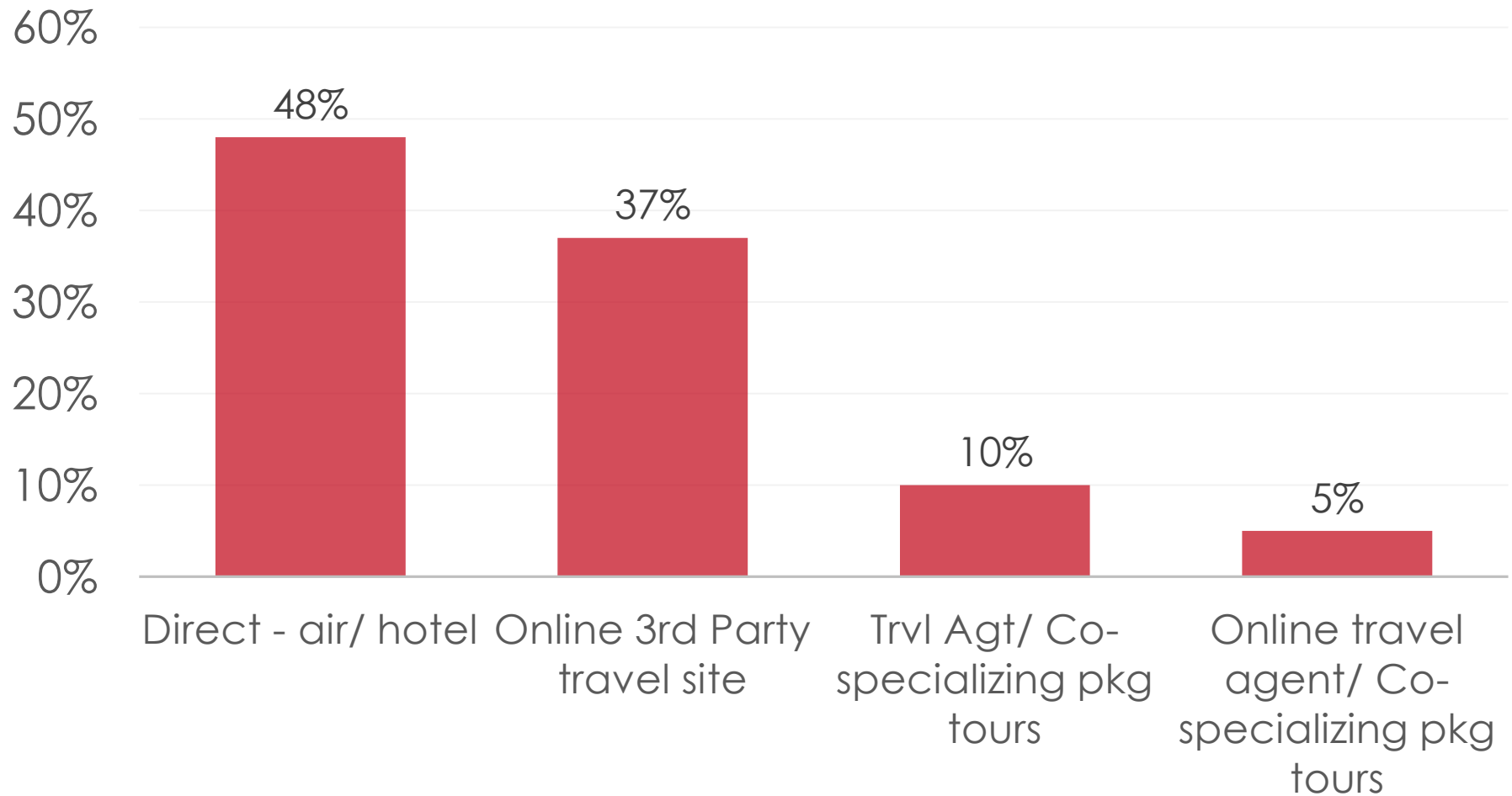
Organized Group Tour



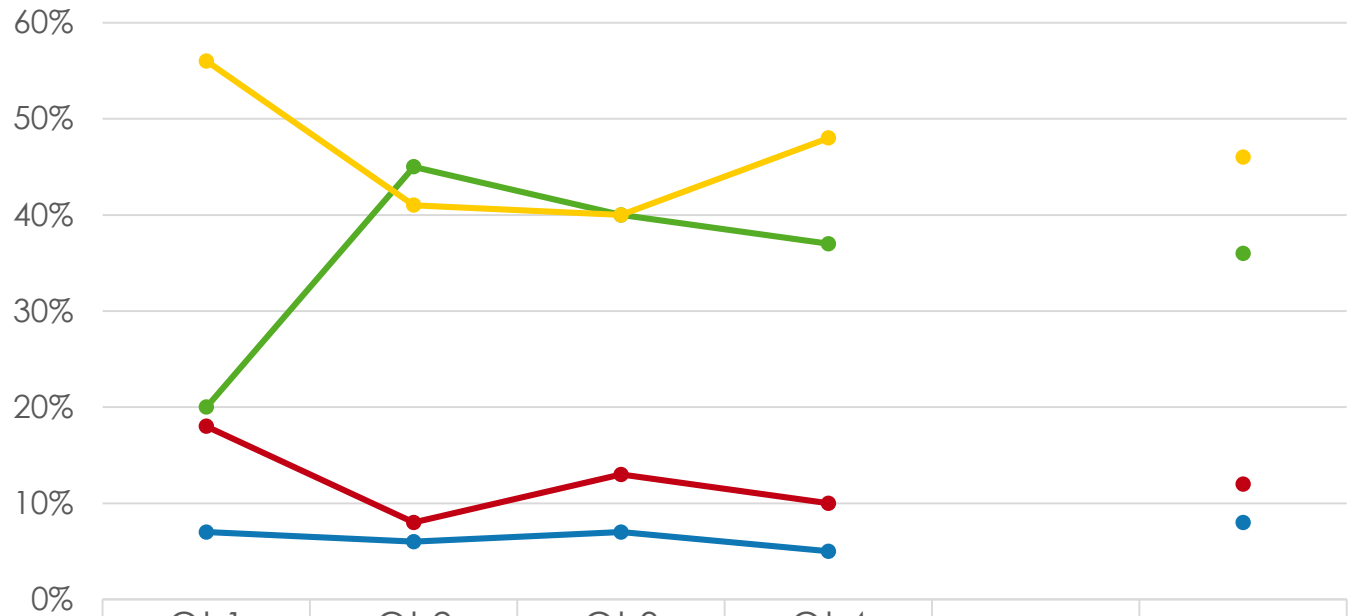
Organized Group Tour– Tracking



Travel Arrangements- Sources

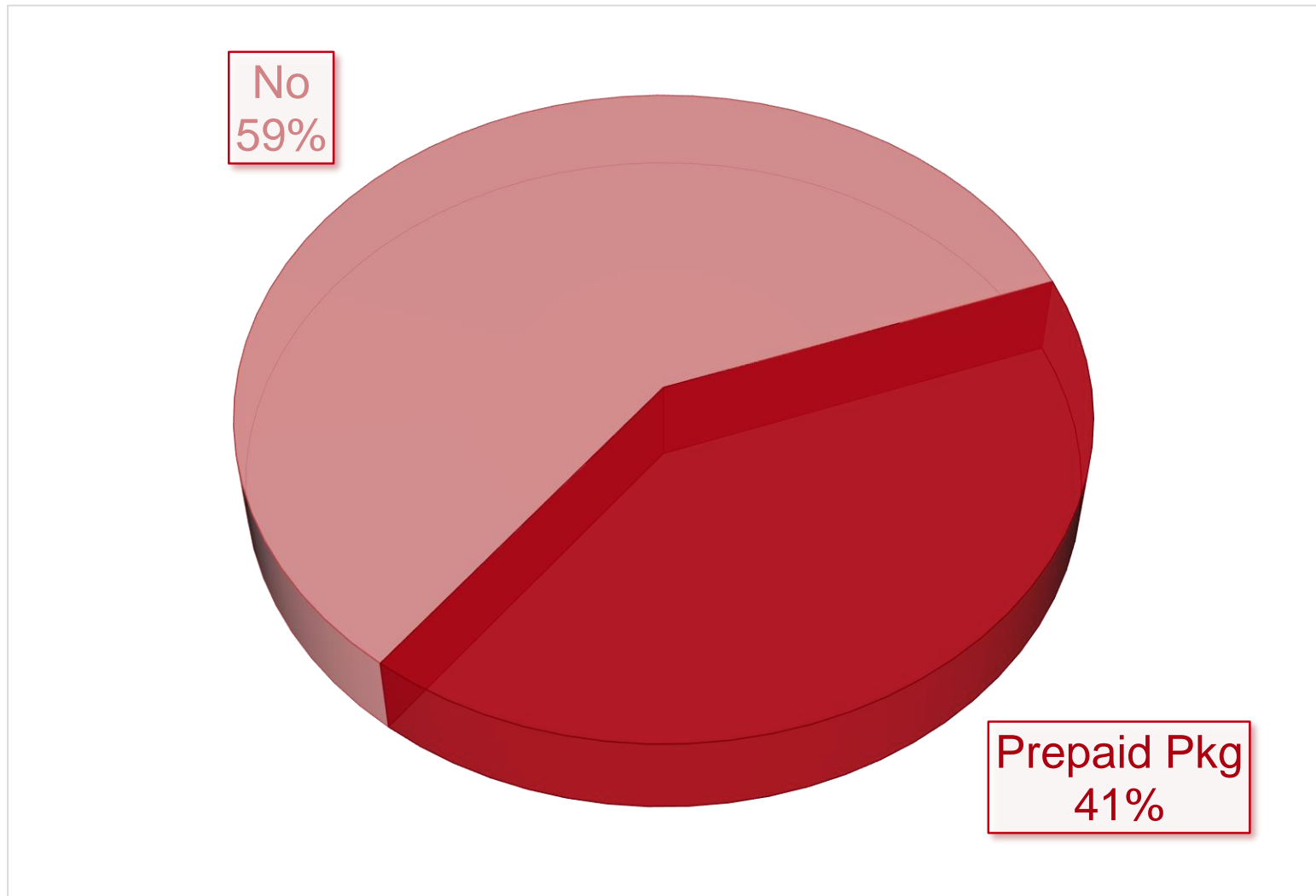


Travel Arrangements- Sources

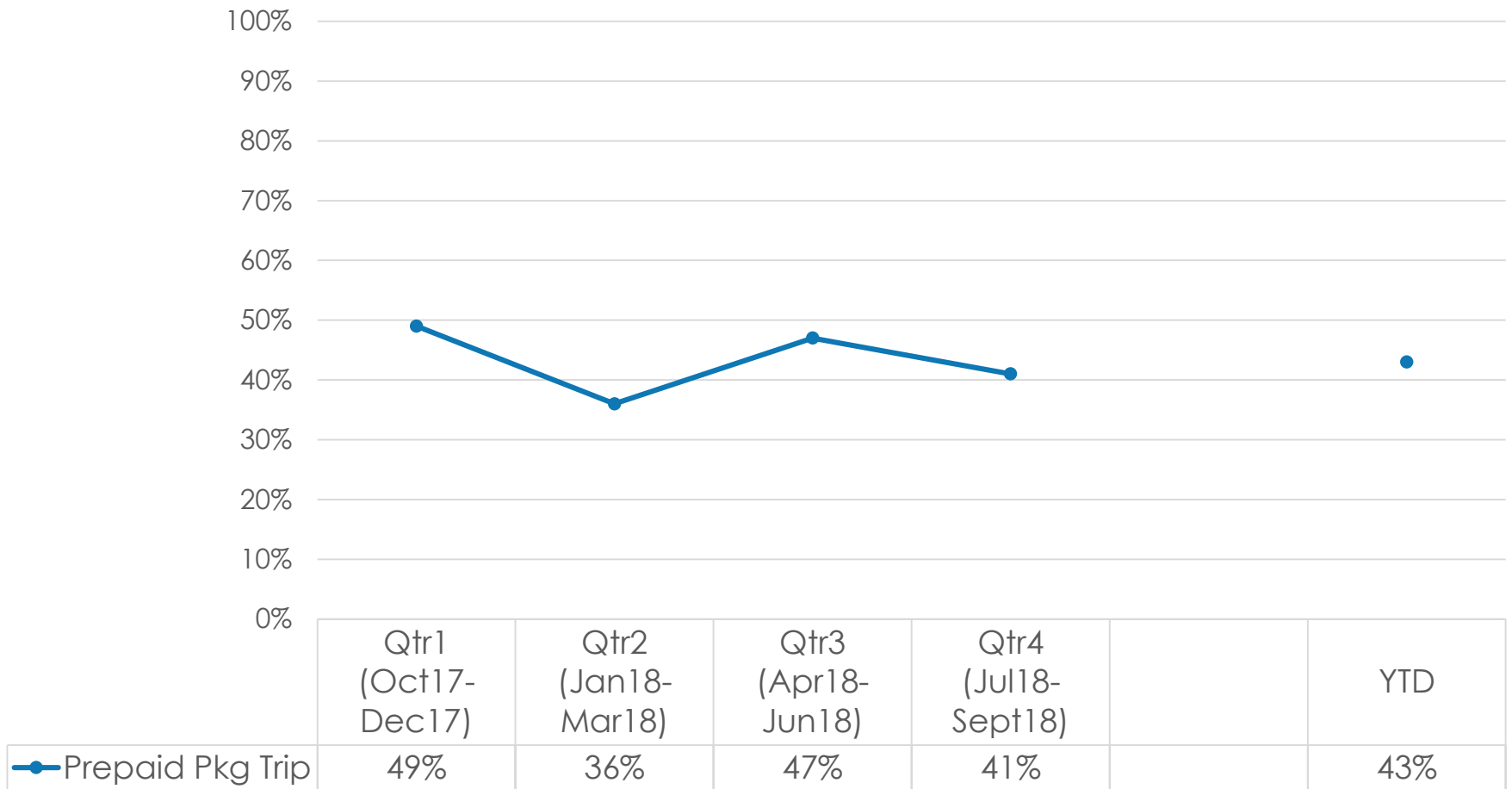


	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)		YTD
Online travel agent	7%	6%	7%	5%		8%
Trvl Agt/ Co- Pkg Tour	18%	8%	13%	10%		12%
Online 3rd Party	20%	45%	40%	37%		36%
Direct Air/ Hotel	56%	41%	40%	48%		46%

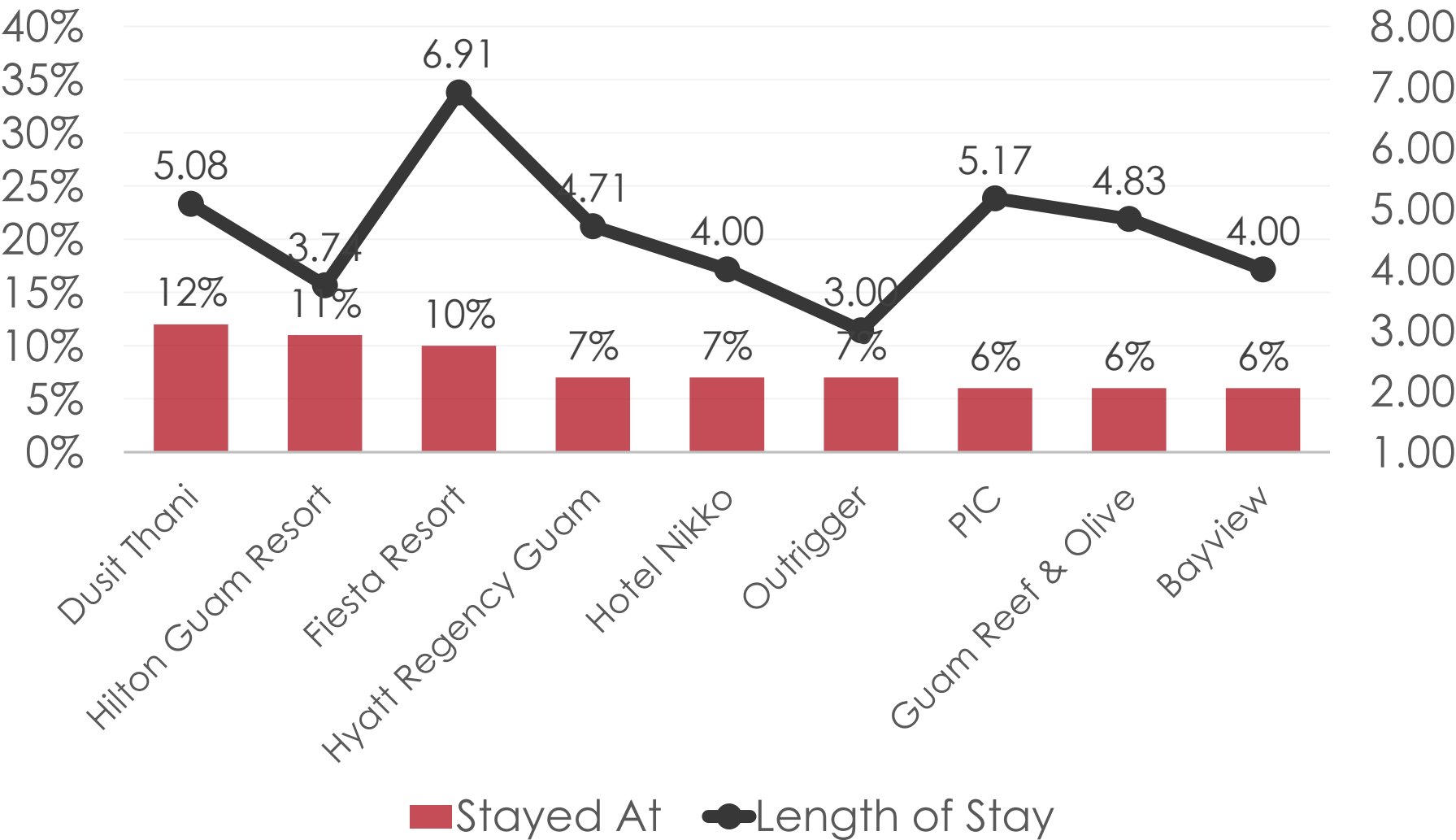
Prepaid Package Trip



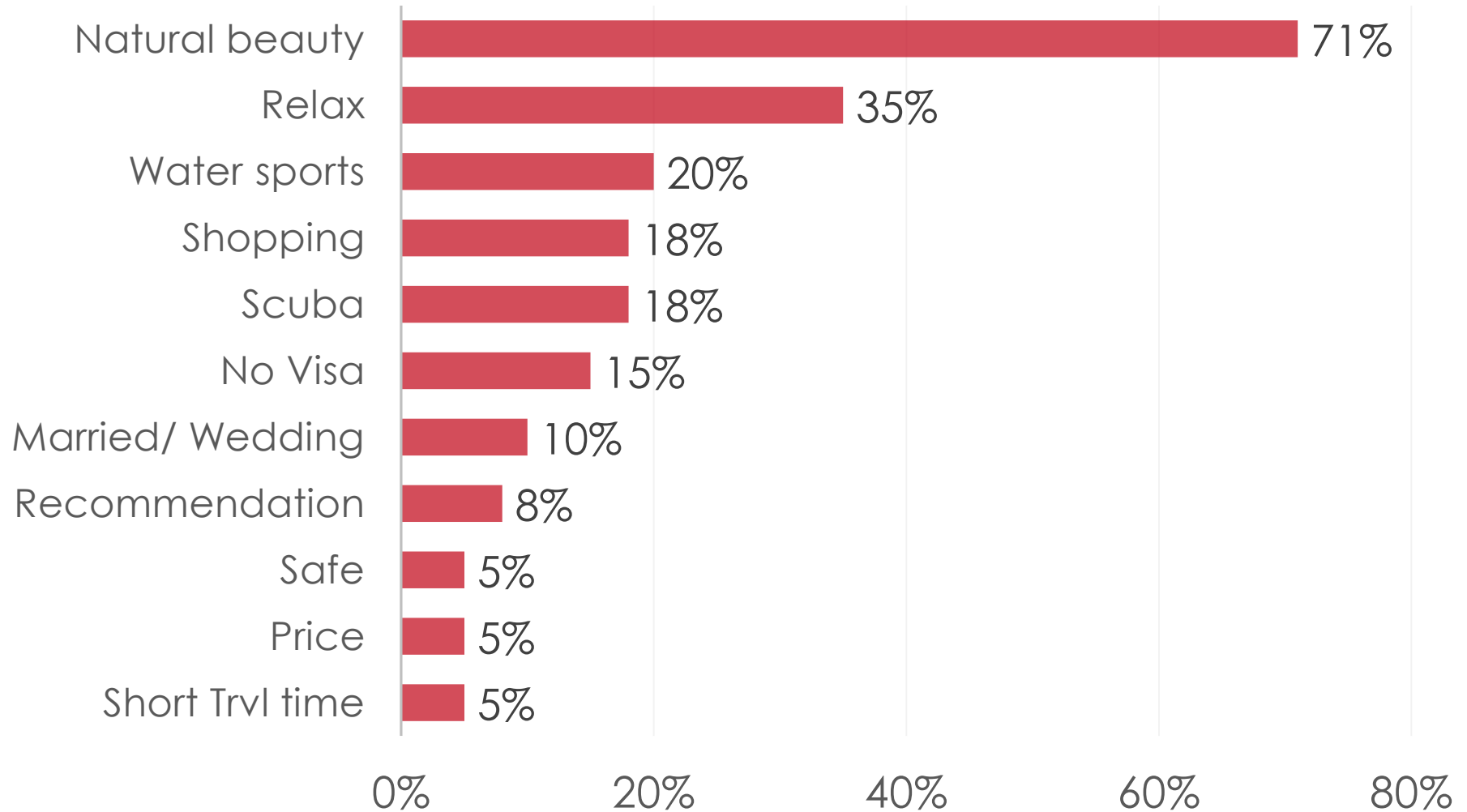
Prepaid Package Trip



Accommodations (Top Responses/ 5%+)



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	FIT	FAMILY	HONEYMOON
		-	-	-	-
Q5A	Beautiful seas, beaches, tropical climate	71%	70%	79%	67%
	Just to relax	35%	34%	32%	
	Water sports (snorkeling, windsurfing, parasailing)	20%	23%	25%	33%
	Scuba diving	18%	19%	18%	
	Shopping	18%	20%	15%	
	No Visa	15%	14%	15%	33%
	To Get Married/ attend Wedding	10%	7%	15%	67%
	Recommendation of friend/ relative/ travel agency	8%	10%	10%	
	Price of the tour package	5%	2%	9%	
	Short travel time (not too far from home)	5%	6%	6%	
	It is a safe place to spend a vacation	5%	5%	6%	
	Pleasure/ vacation	5%	5%	6%	
	Company/ business trip	5%	4%		
	A previous visit	4%	2%	4%	
	Honeymoon	3%	3%	4%	100%
	Incentive trip	3%	1%	3%	
	To visit friends or relatives	2%	2%	1%	
	To golf	1%	1%	1%	
	Career certification/ testing	1%	1%		
	Organized sporting activity/ event	1%	1%	1%	
	Adventure	1%	1%		
	Total	110	94	68	3

SECTION 3

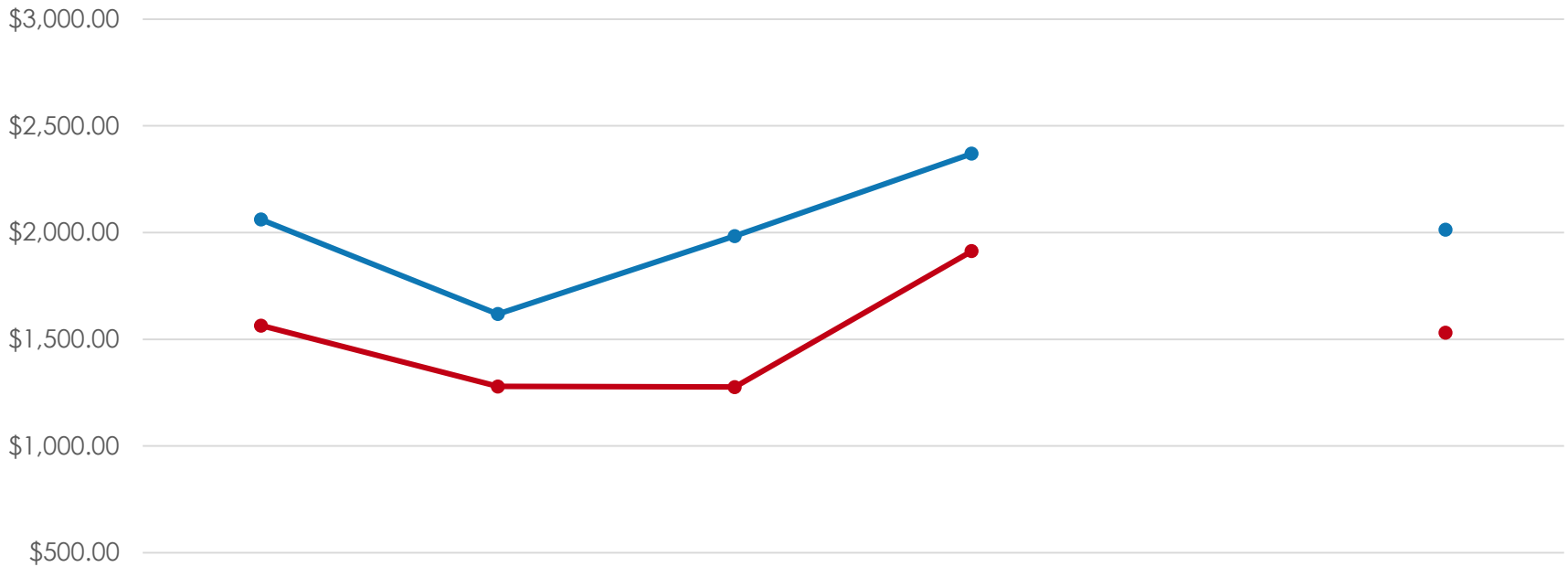
EXPENDITURES

Prepaid Expenditures

EXCHANGE RATE HKD 7.84=\$1

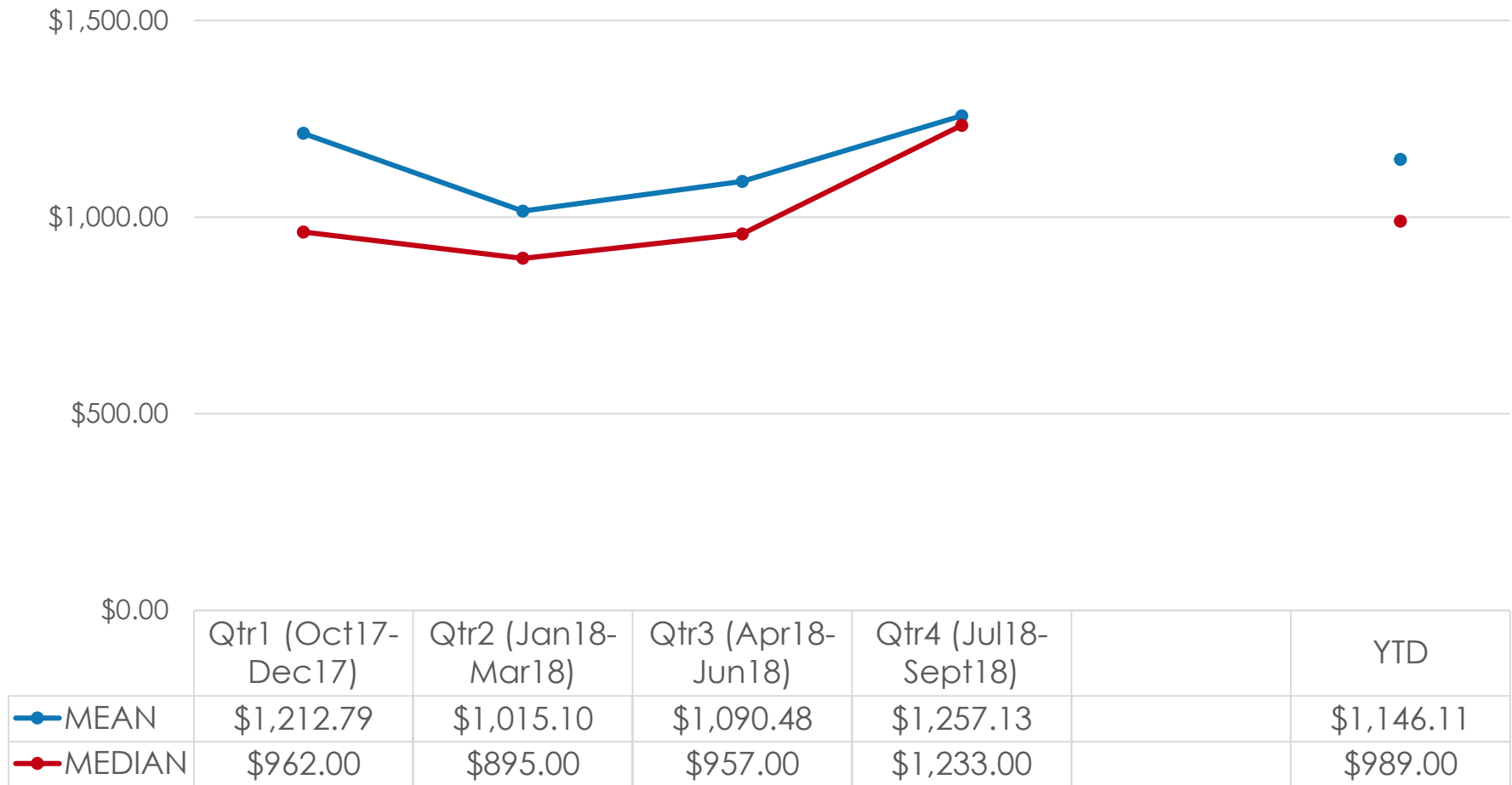
- \$2,369.71 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$1,257.13 = overall mean average per person prepaid expenditures

Prepaid Entire Travel Party – FY2018 Tracking



	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)		YTD
MEAN	\$2,061.14	\$1,618.02	\$1,983.91	\$2,369.71		\$2,013.56
MEDIAN	\$1,564.00	\$1,279.00	\$1,276.00	\$1,913.00		\$1,531.00

Prepaid Per Person– FY2018 Tracking



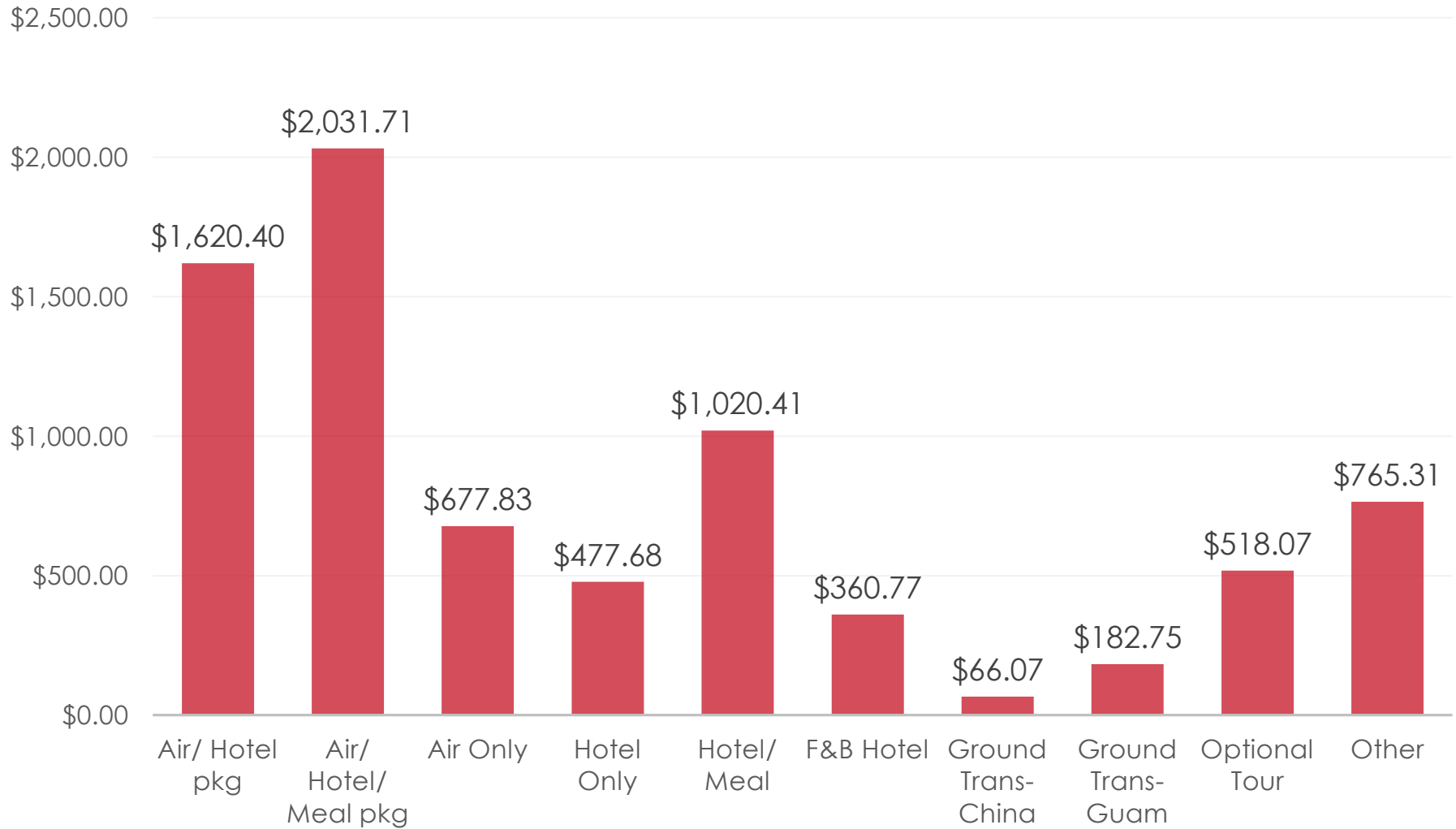
Prepaid Per Person– Key Segments

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

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
PREPAID PP	Mean	\$1,257.13	\$1,228.21	\$1,283.54	\$889.31
	Median	\$1,233	\$1,233	\$1,147	\$542

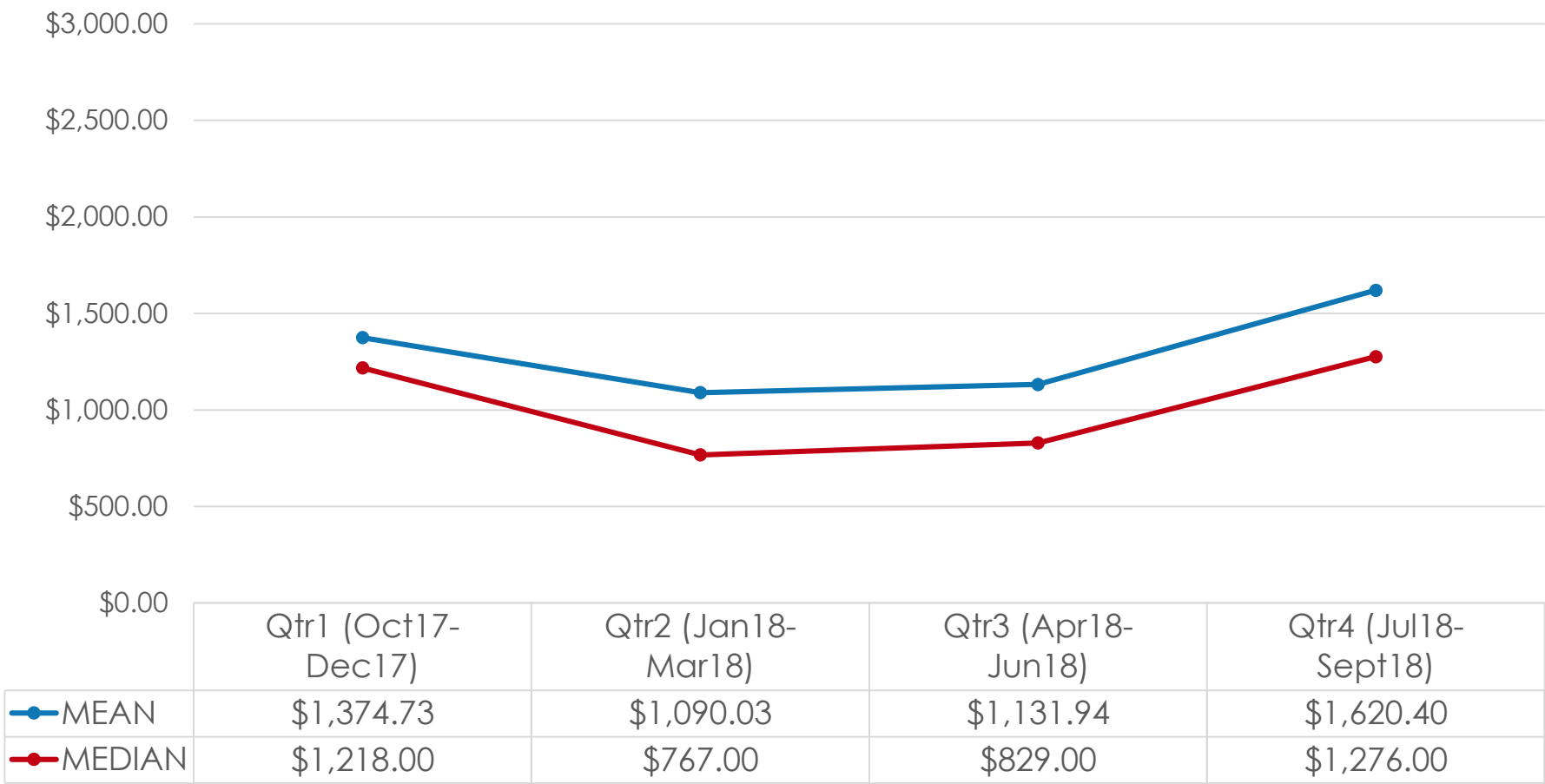
Prepared by Anthology Research

Prepaid Expenses by Category – MEAN Entire Travel Party



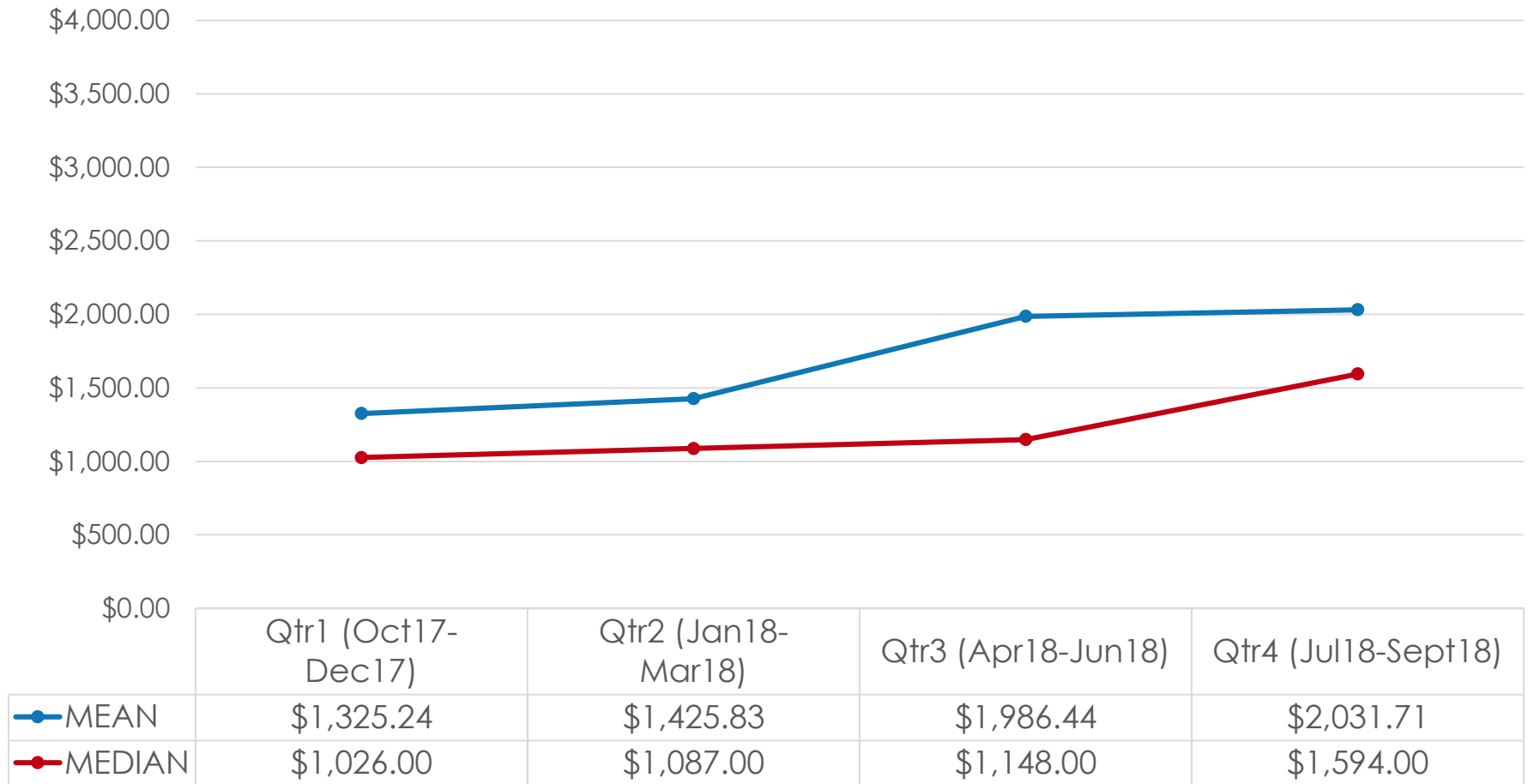
Prepaid– FY2018 Tracking

Airfare & Accommodation Packages



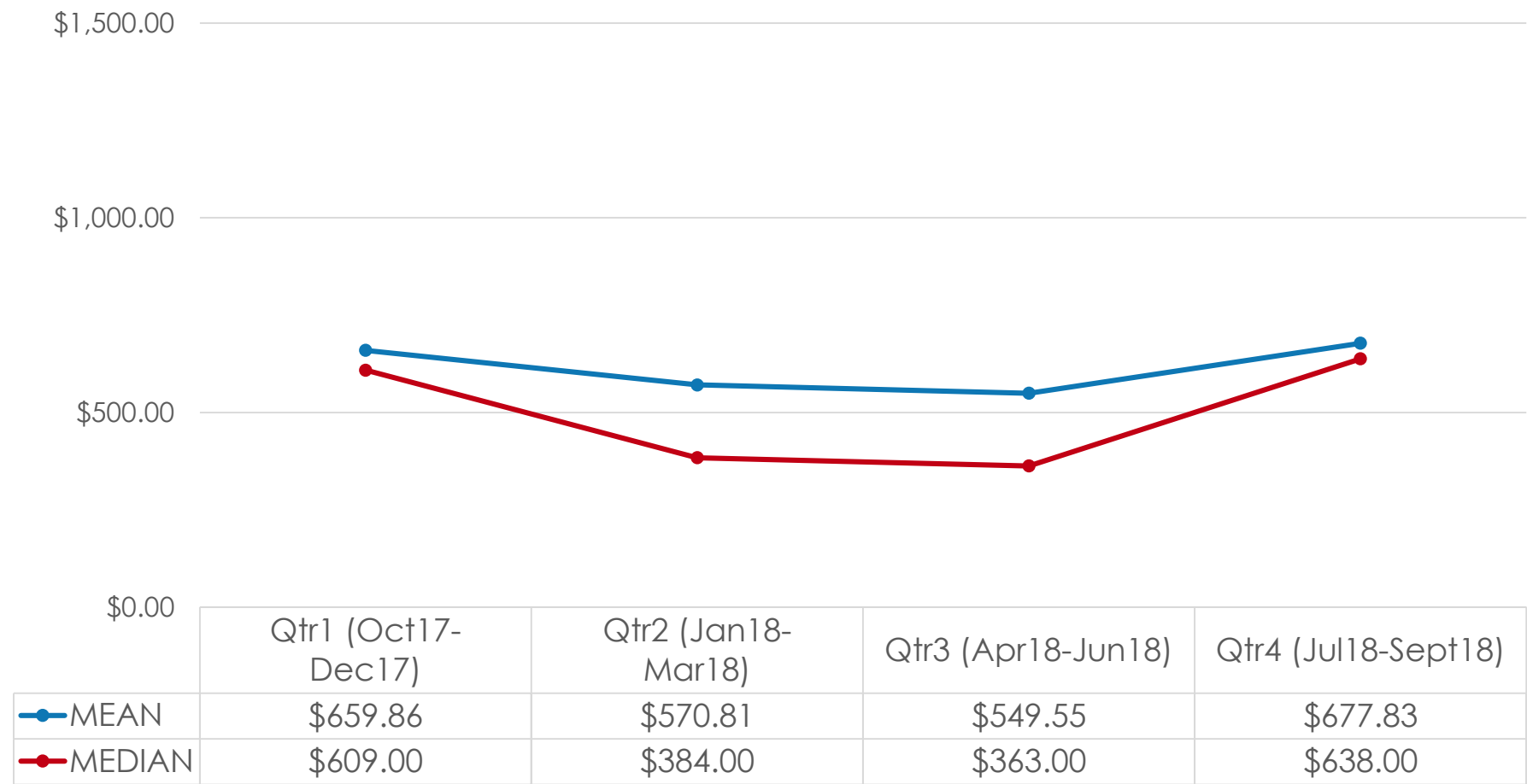
Prepaid– FY2018 Tracking

Airfare & Accommodation W/ Meal Packages



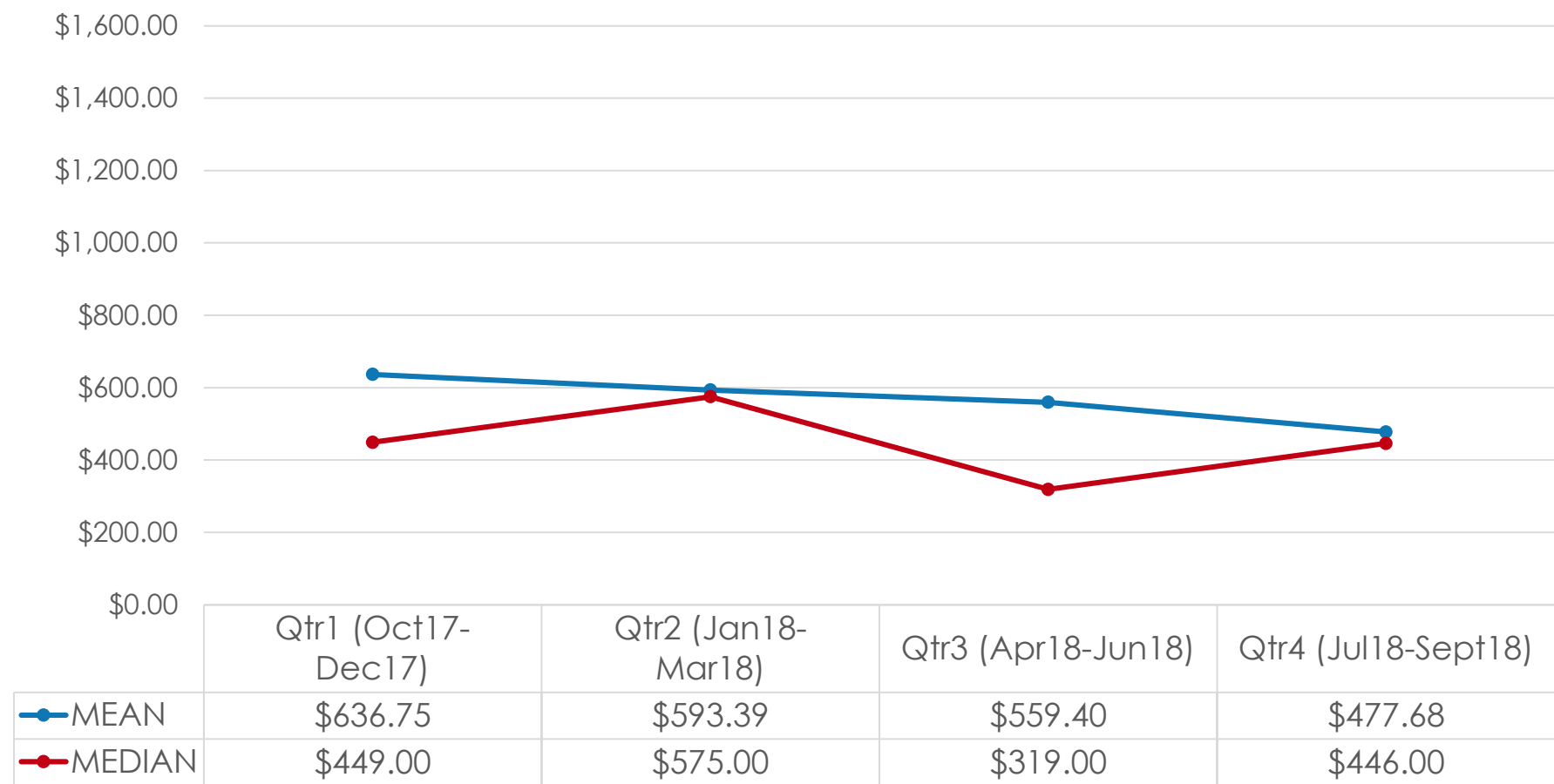
Prepaid– FY2018 Tracking

Airfare Only

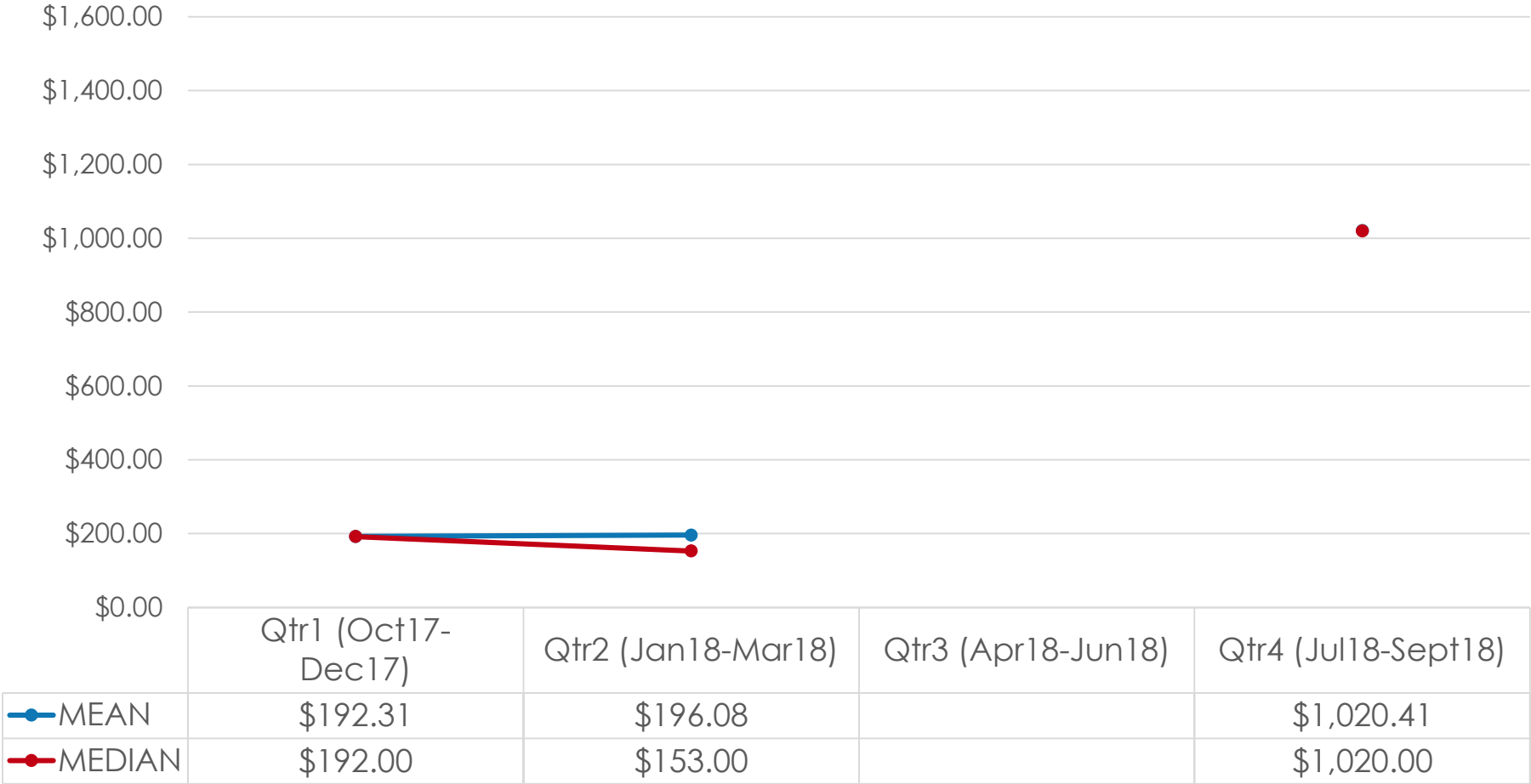


Prepaid– FY2018 Tracking

Accommodations Only

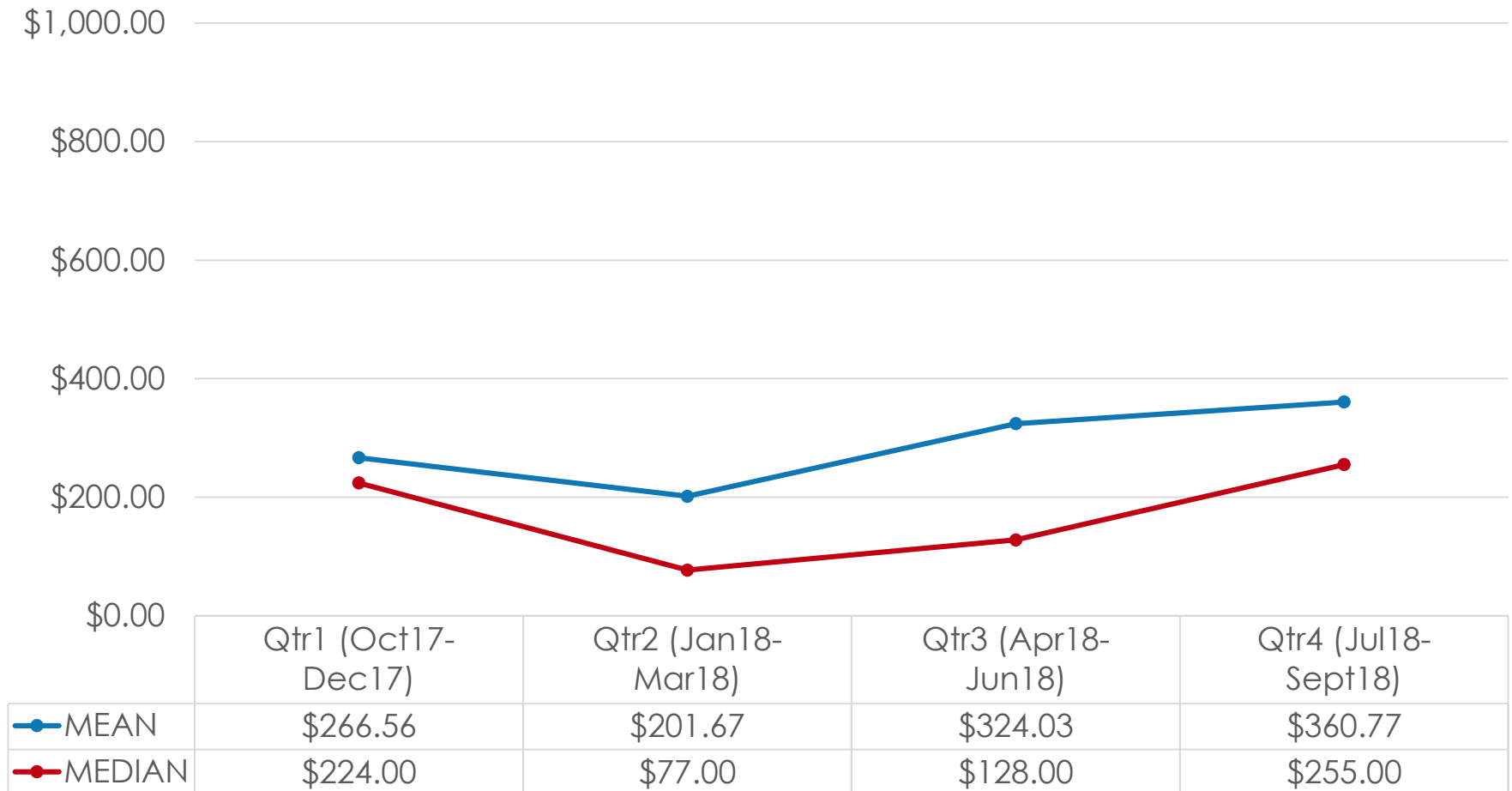


Prepaid– FY2018 Tracking Accommodations w/ Meal Only



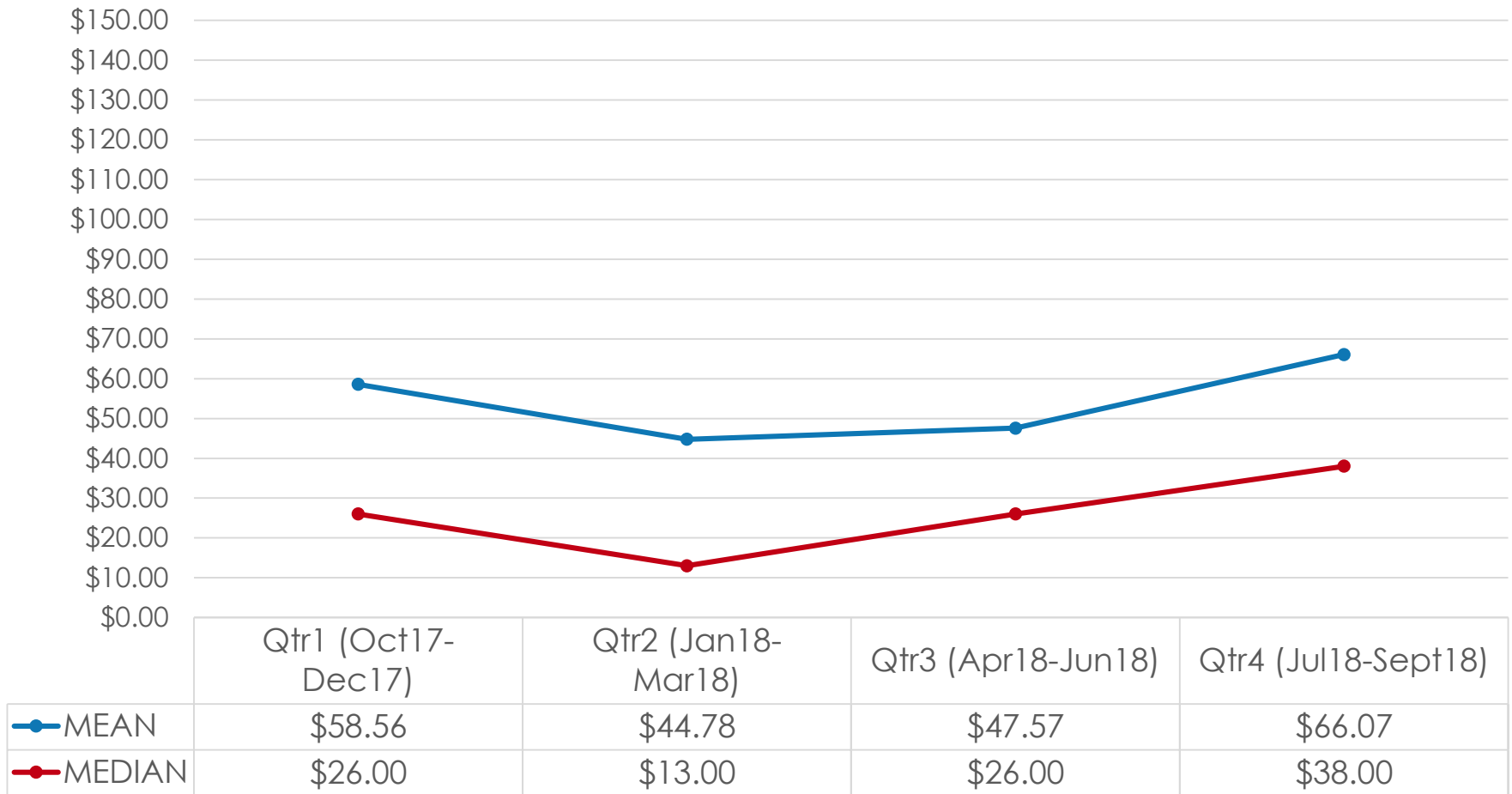
Prepaid– FY2018 Tracking

Food & Beverage in Hotel



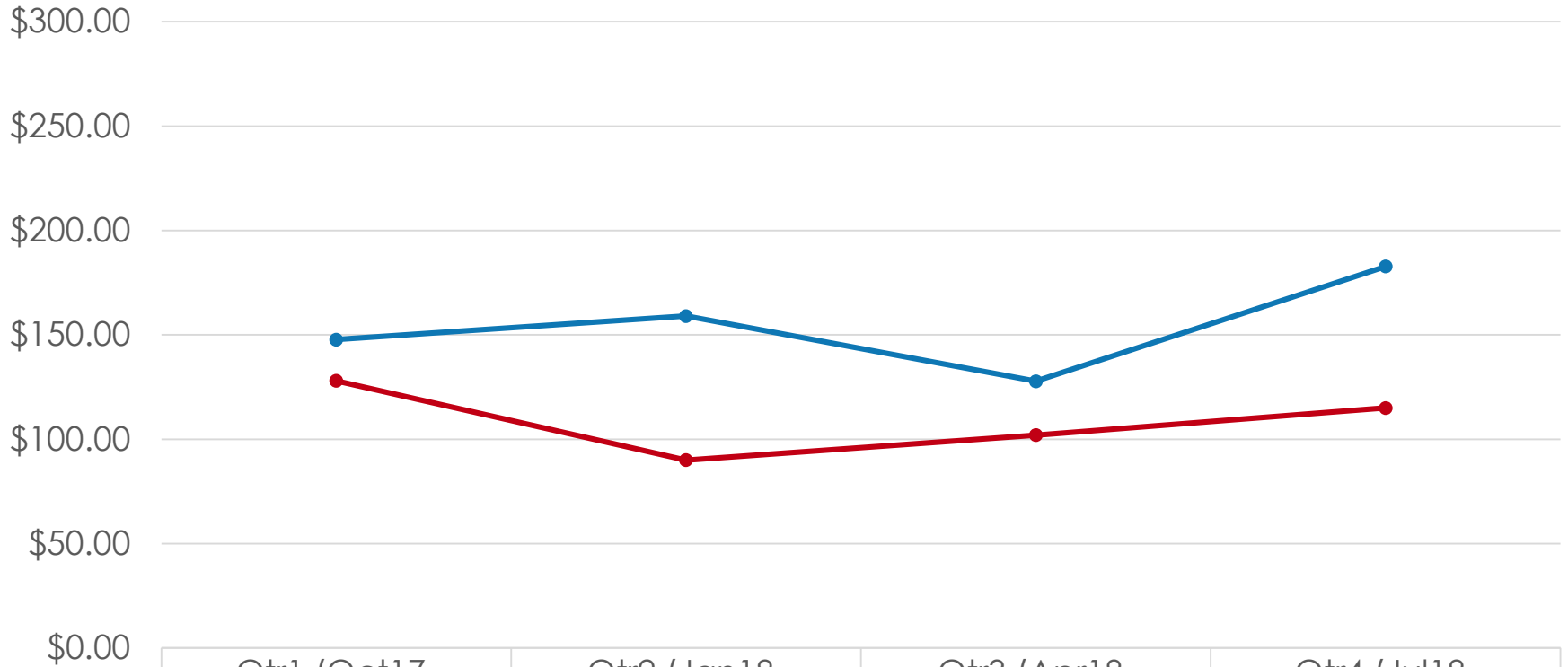
Prepaid– FY2018 Tracking

Ground Transportation – Hong Kong



Prepaid– FY2018 Tracking

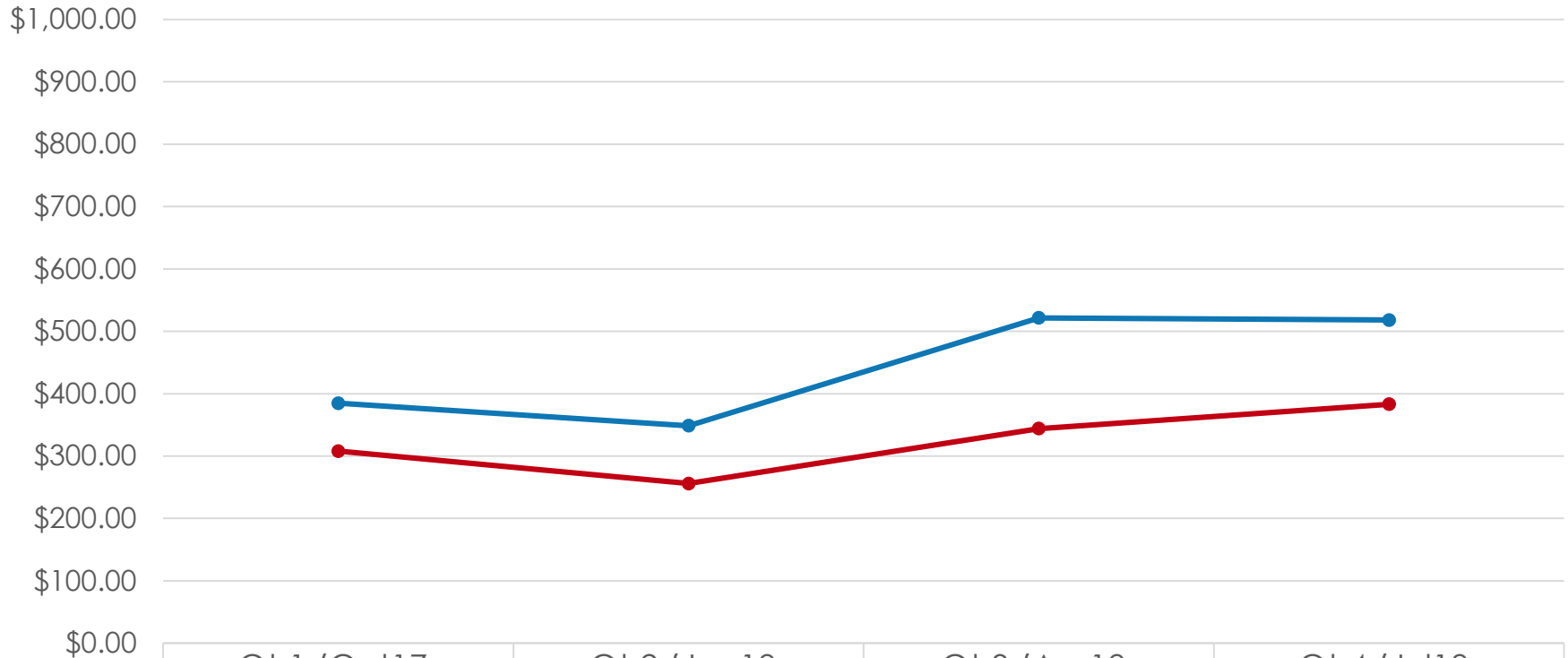
Ground Transportation - Guam



	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	\$147.74	\$159.01	\$127.75	\$182.75
MEDIAN	\$128.00	\$90.00	\$102.00	\$115.00

Prepaid– FY2018 Tracking

Optional tours/ Activities

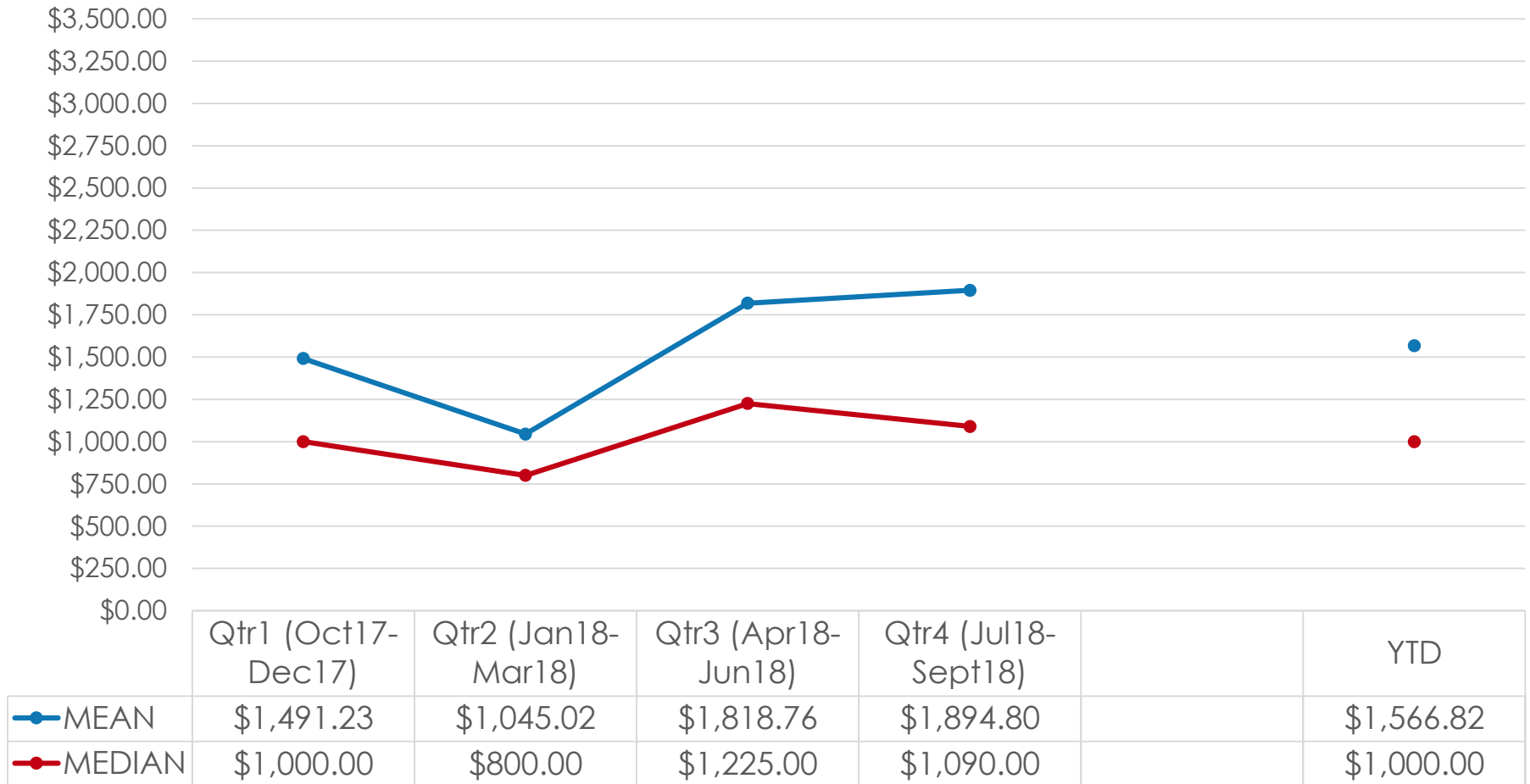


	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	\$384.62	\$348.69	\$521.60	\$518.07
MEDIAN	\$308.00	\$256.00	\$344.00	\$383.00

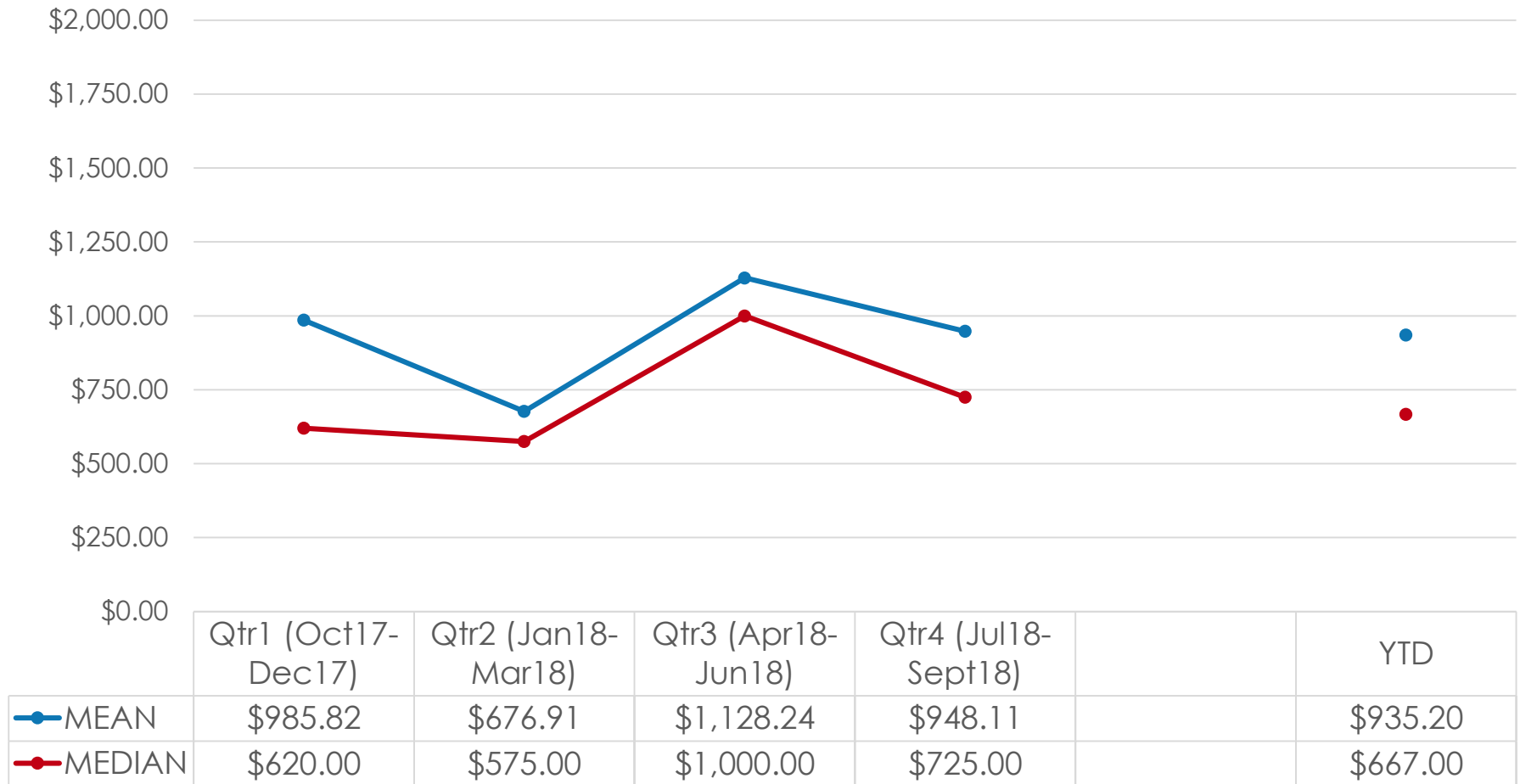
On-Island Expenditures

- \$1,894.80 = overall mean average on-island expense (for entire travel party size) by respondent
- \$948.11 = overall mean average per person on-island expenditures

On-Island Entire Travel Party – FY2018 Tracking



On-Island Per Person – FY2018 Tracking



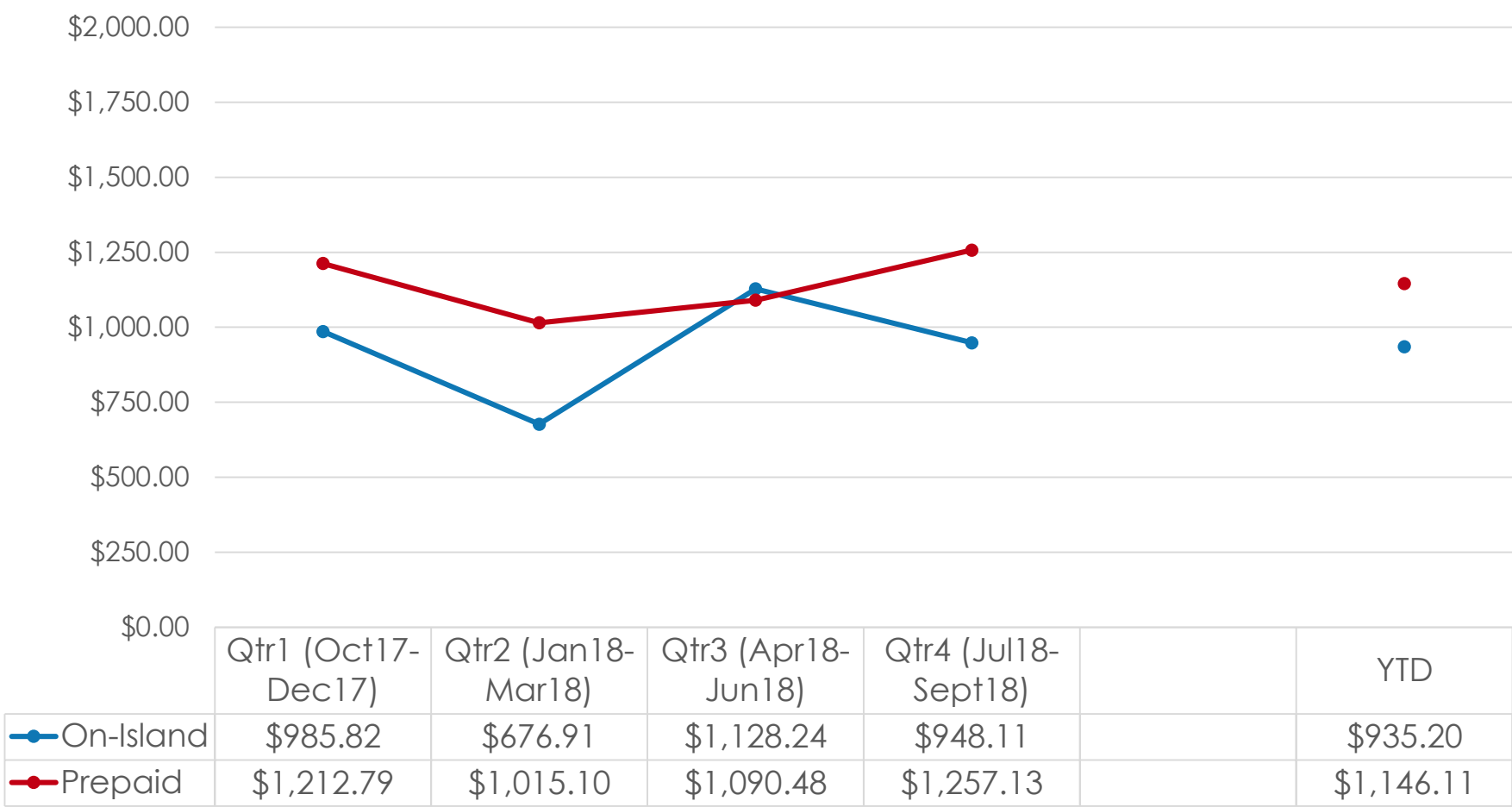
On-Island Per Person – Key Segments

GVB EXIT SURVEY
Q11A ONISLE EXPENDITURE- PER PERSON

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
ONISLE PP	Mean	\$948.11	\$1,003.76	\$890.13	\$622.22
	Median	\$725	\$806	\$667	\$667

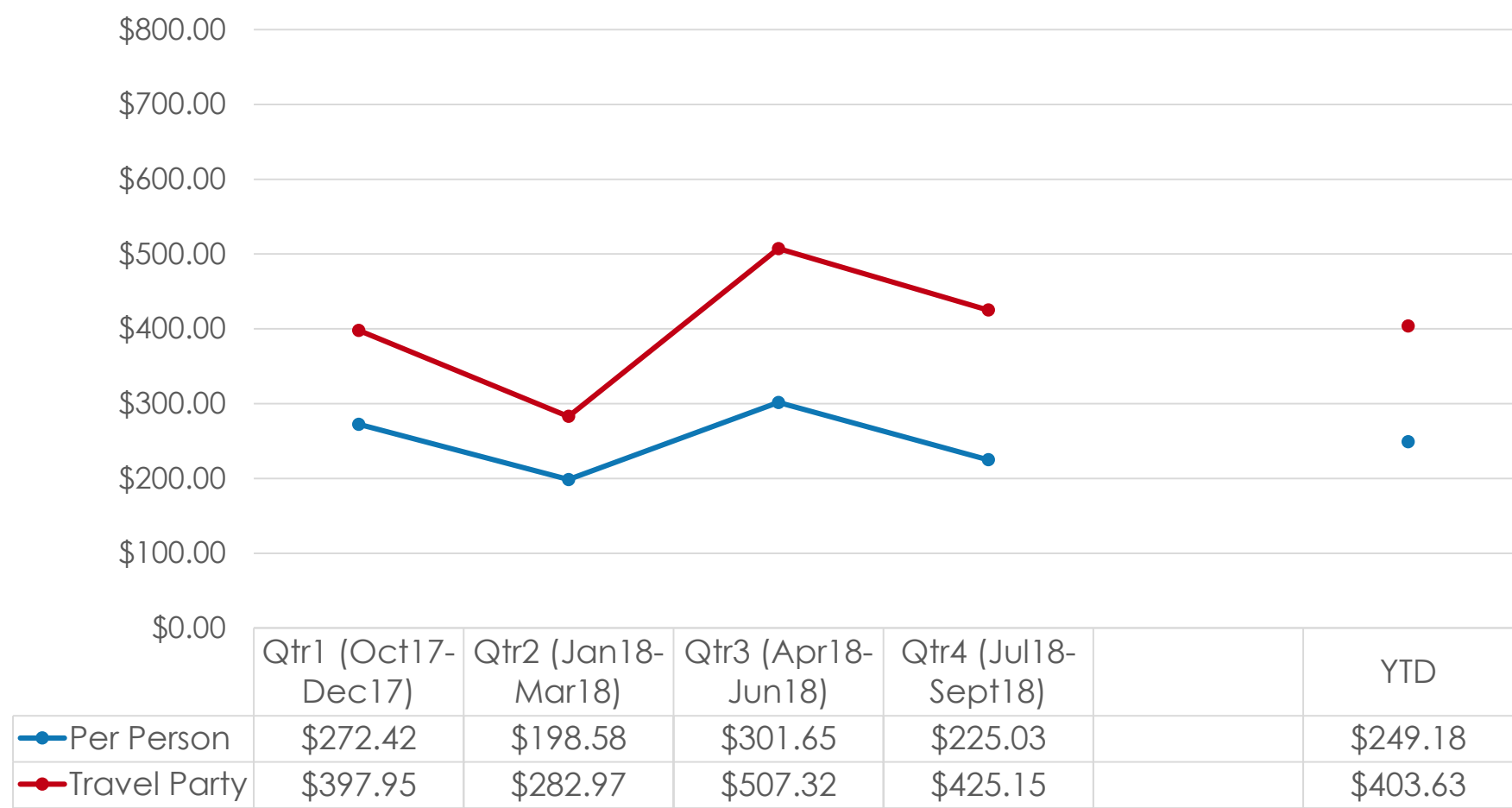
Prepared by Anthology Research

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



On-Island Per Day Spending – FY2018 Tracking

MEAN

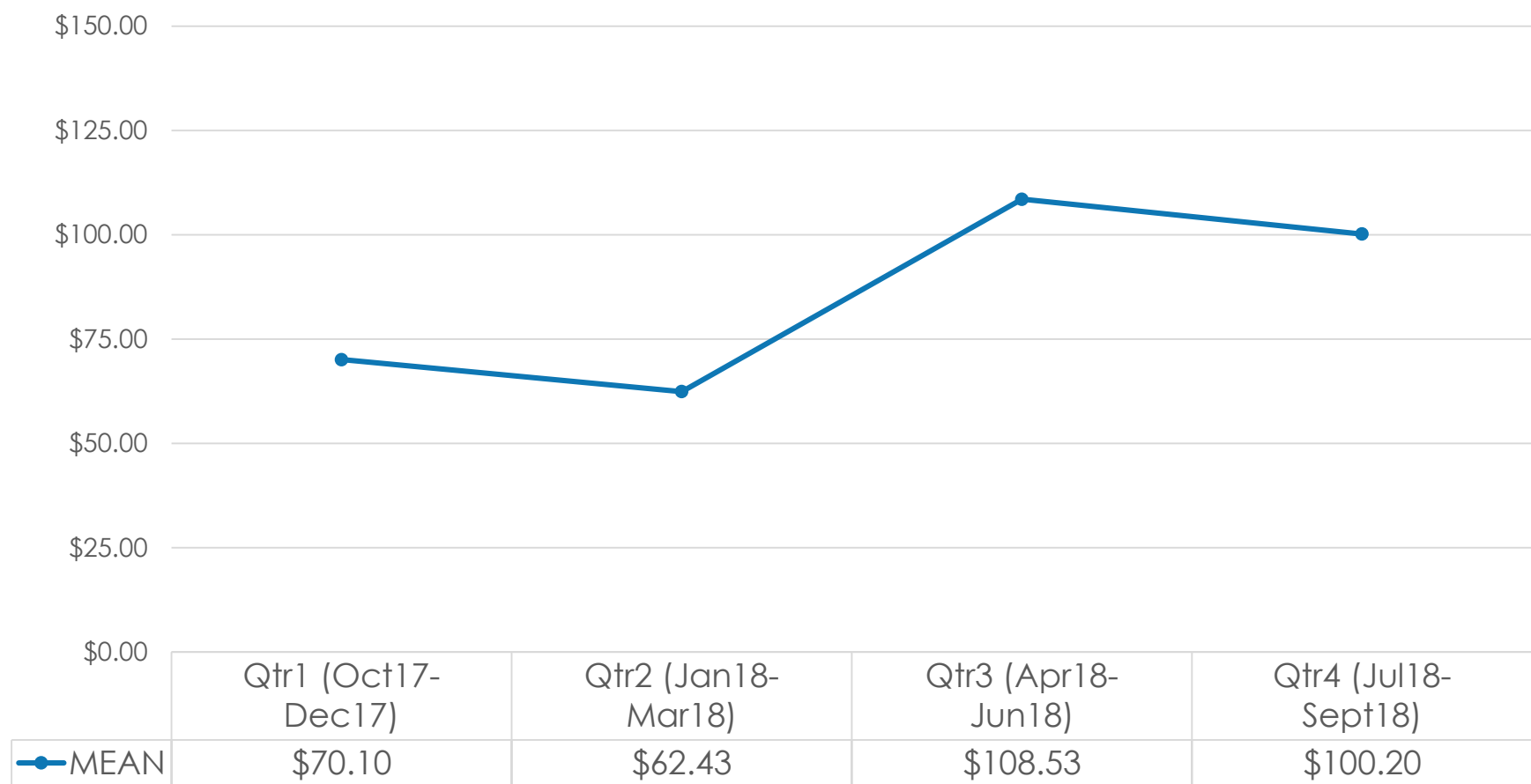


On-Island Expenses by Category – MEAN Entire Travel Party



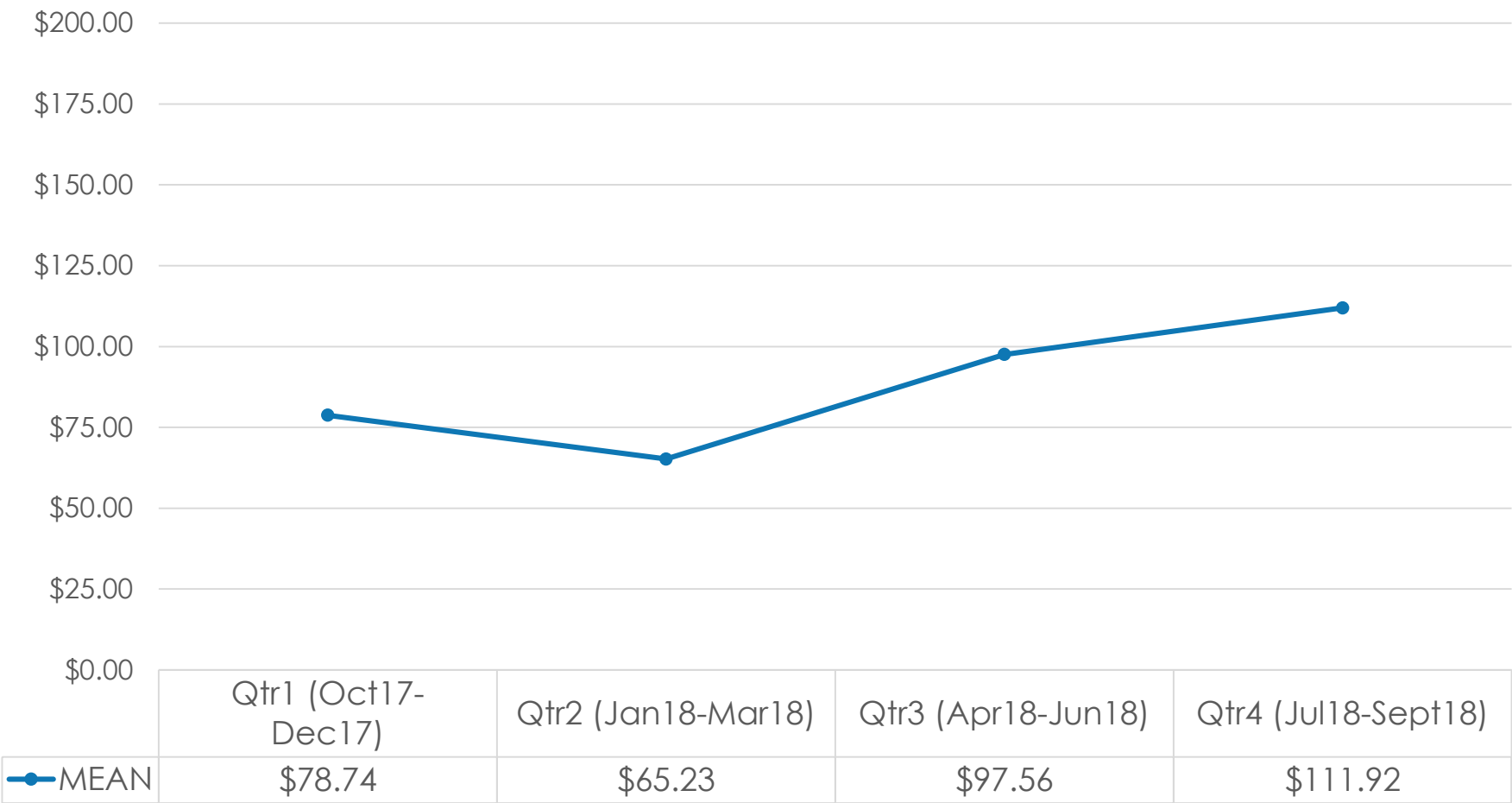
On-Island – FY2018 Tracking

Food & Beverage - Hotel



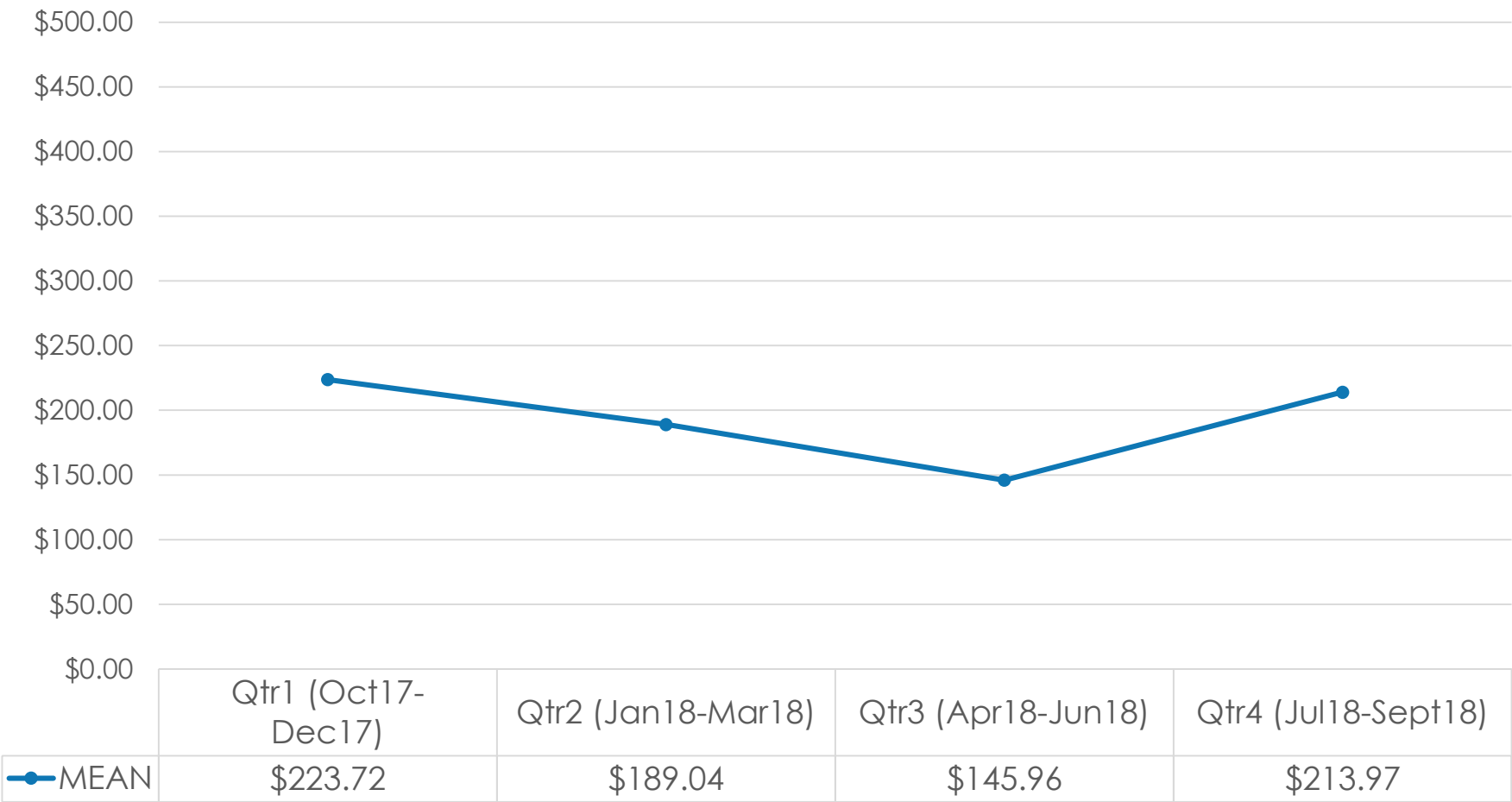
On-Island – FY2018 Tracking

Food & Beverage – Fast Food/ Convenience Store



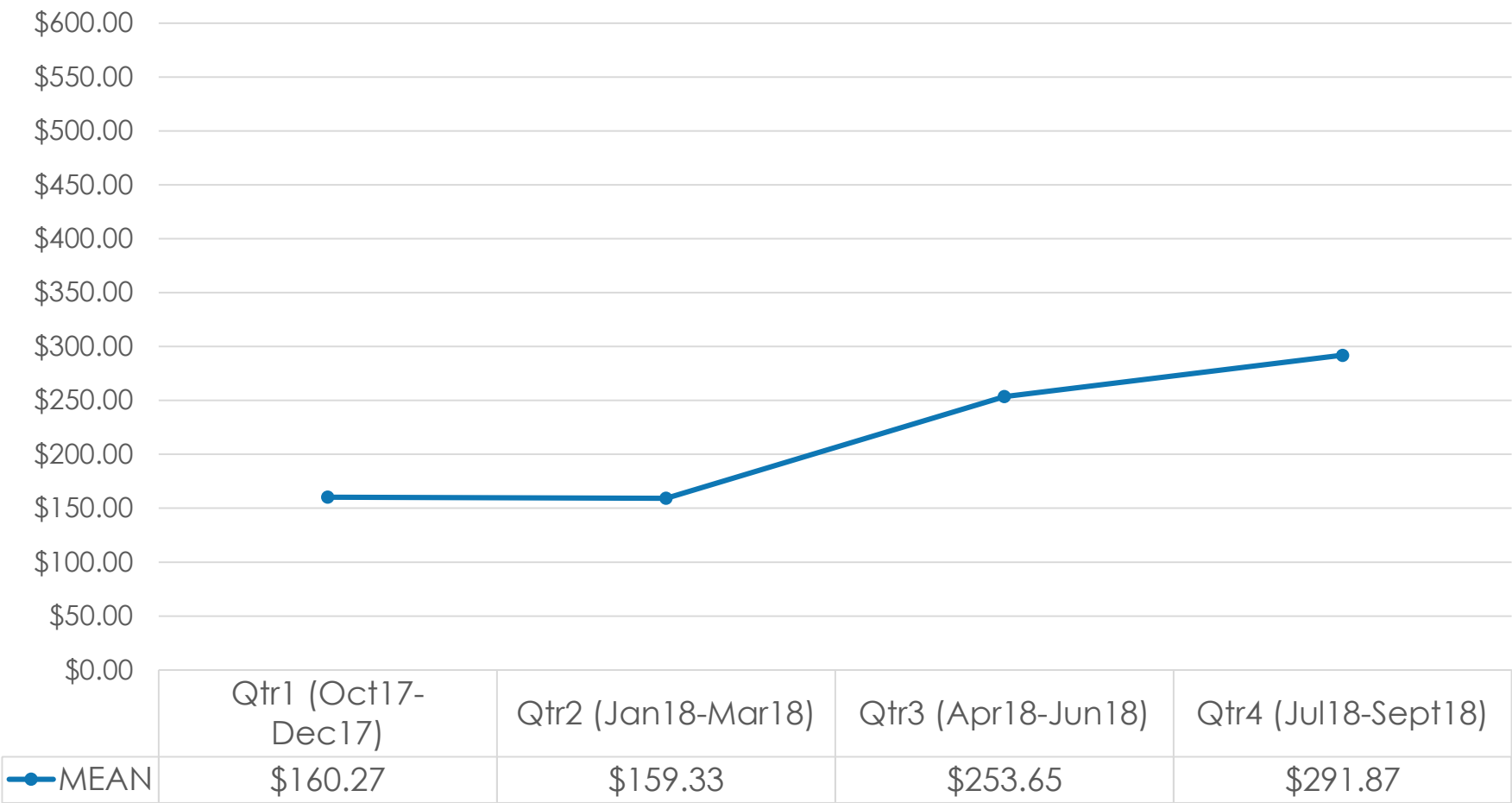
On-Island – FY2018 Tracking

Food & Beverage – Restaurant/ Drinking Est Outside Hotel



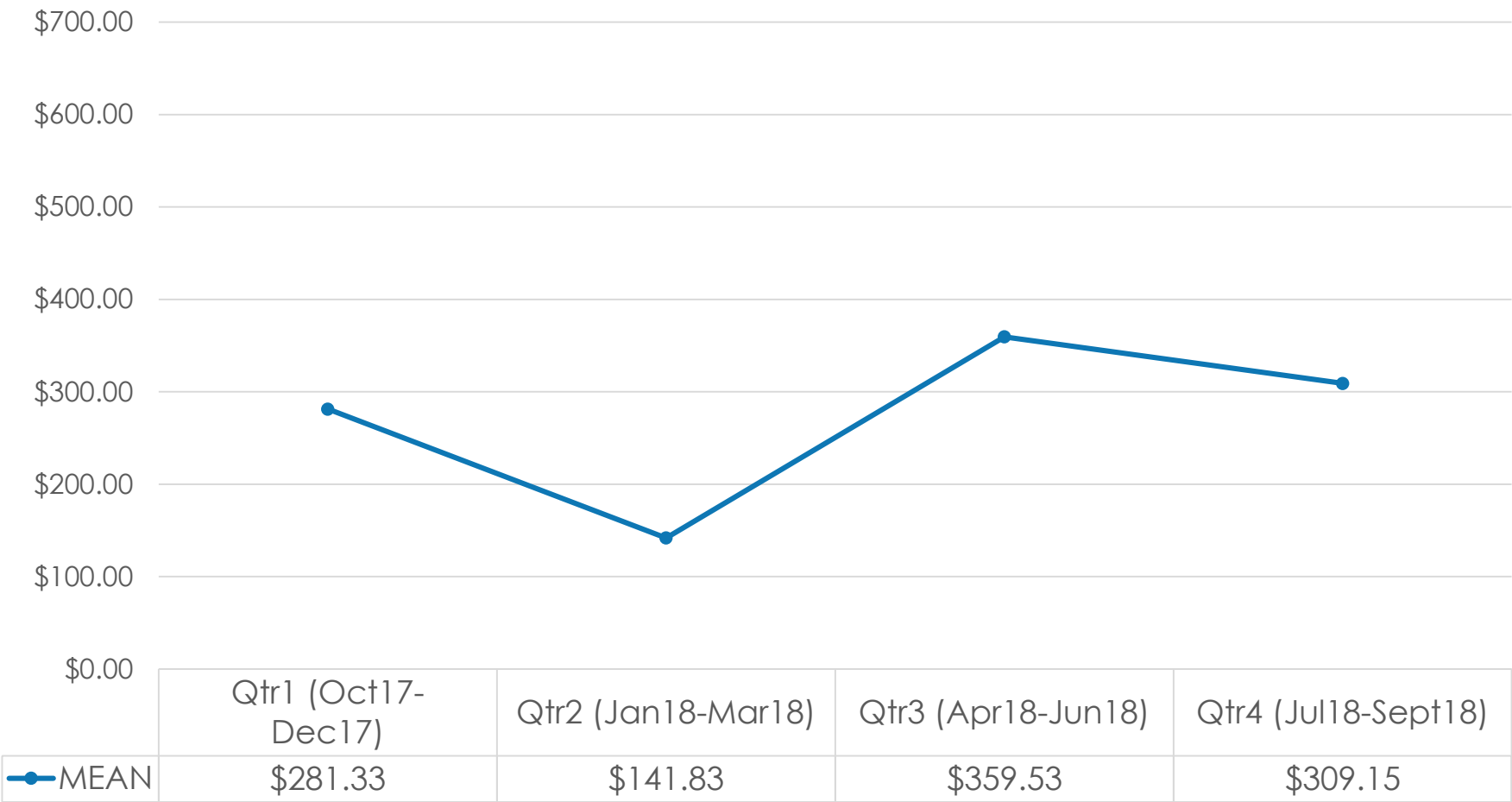
On-Island – FY2018 Tracking

Optional tour/ Activities



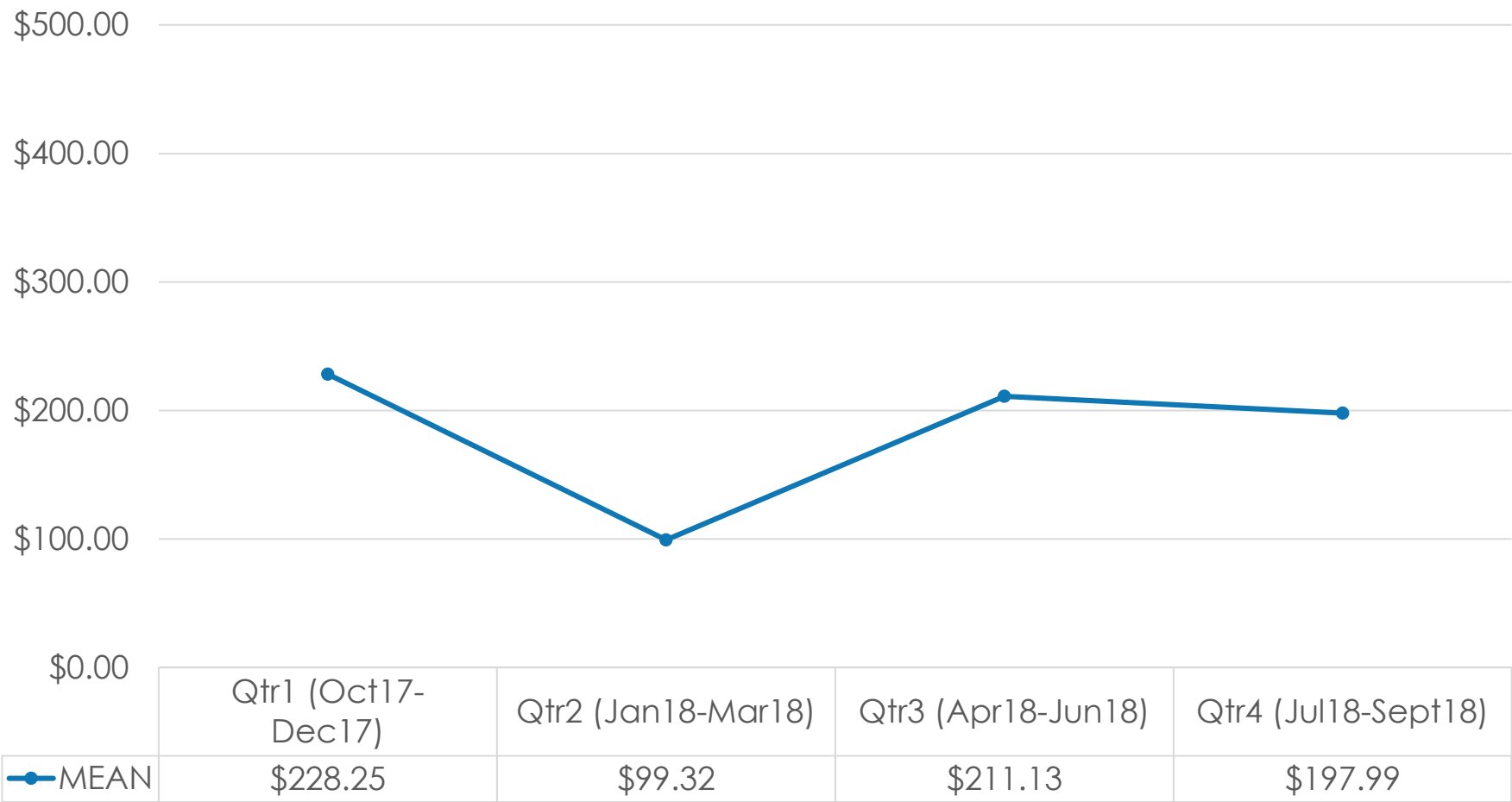
On-Island – FY2018 Tracking

Gift/ Souvenir – Self/ Companion



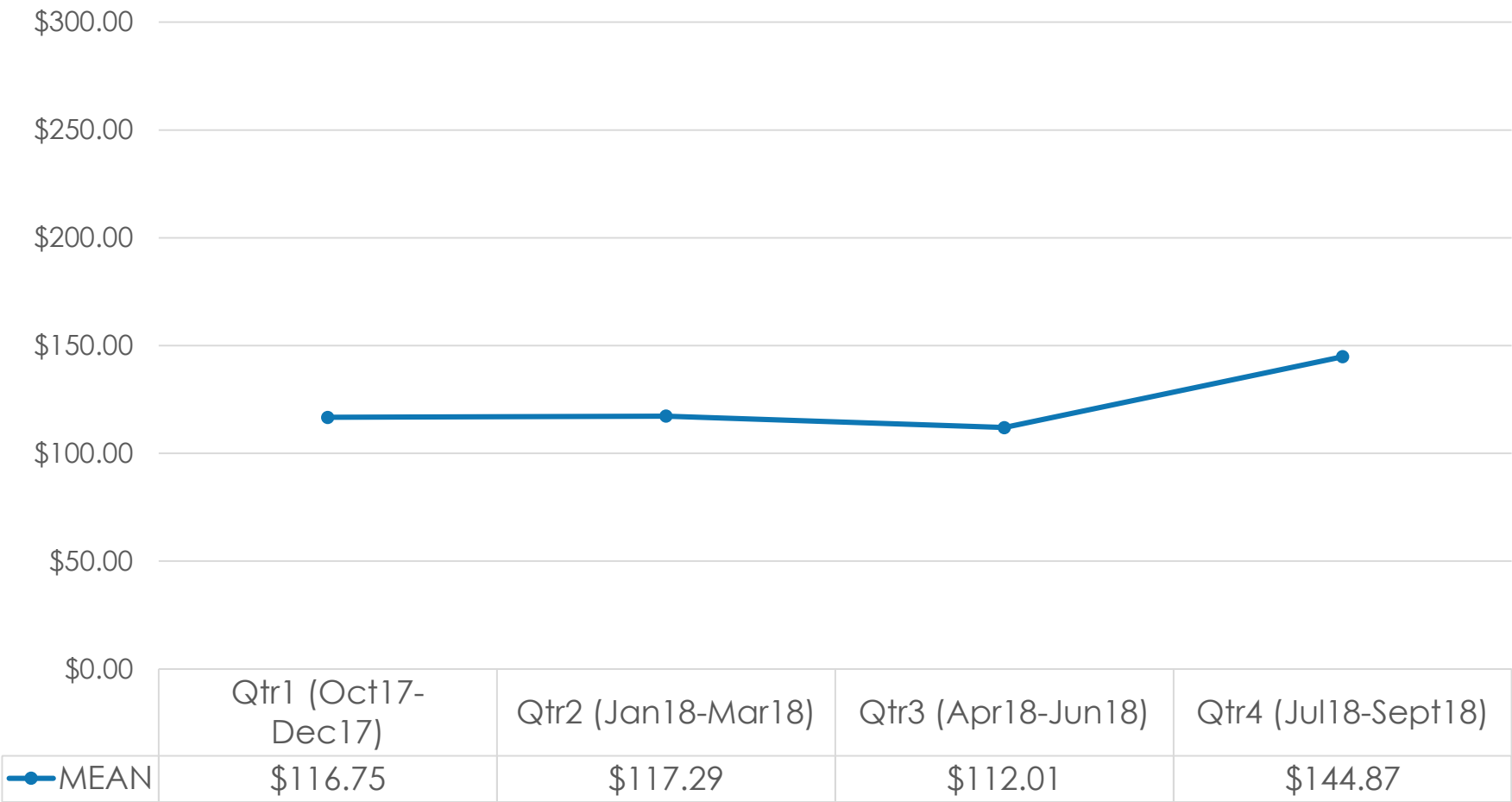
On-Island – FY2018 Tracking

Gift/ Souvenir – Friends/ Family



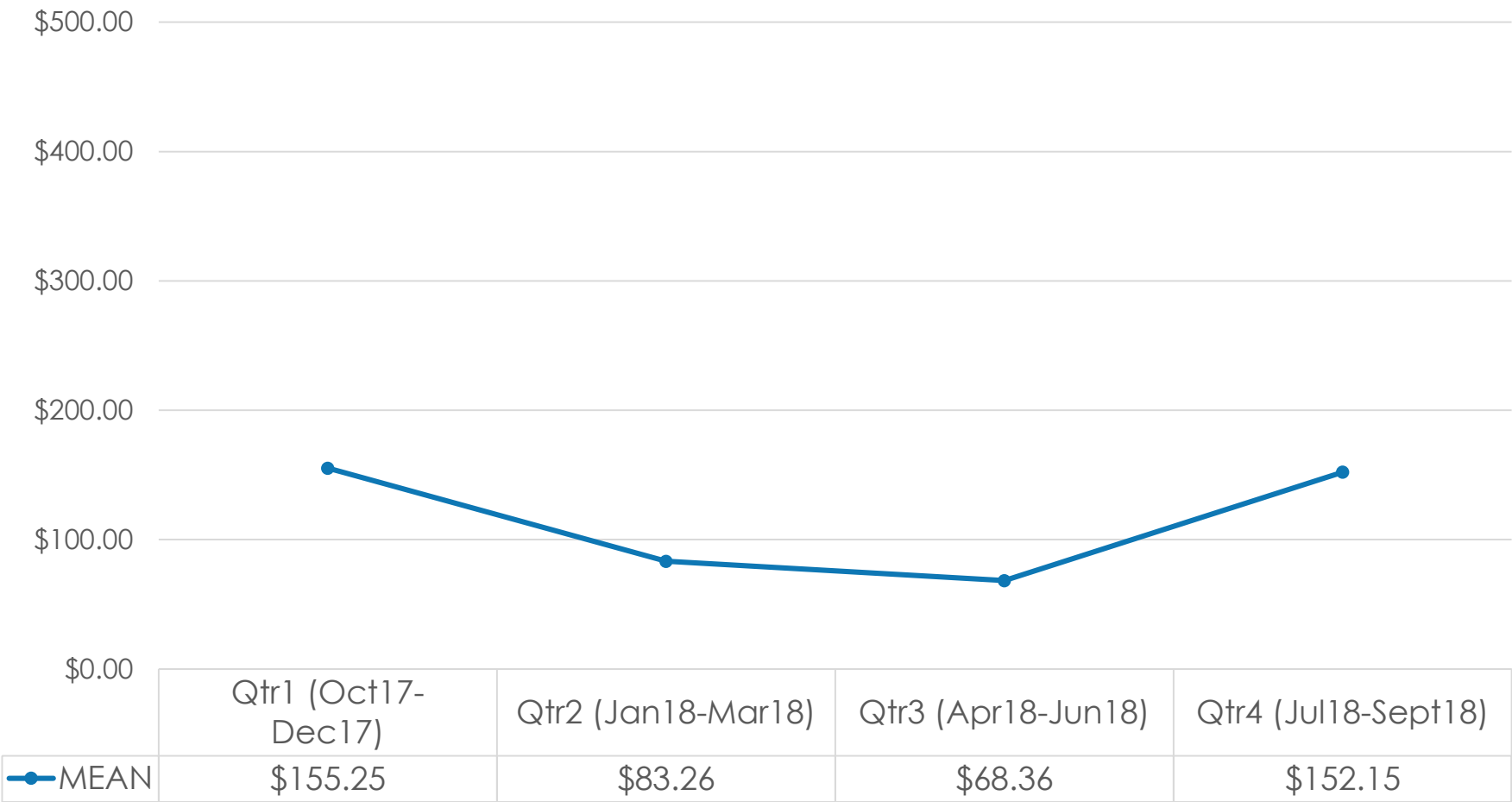
On-Island – FY2018 Tracking

Local Transportation



On-Island – FY2018 Tracking

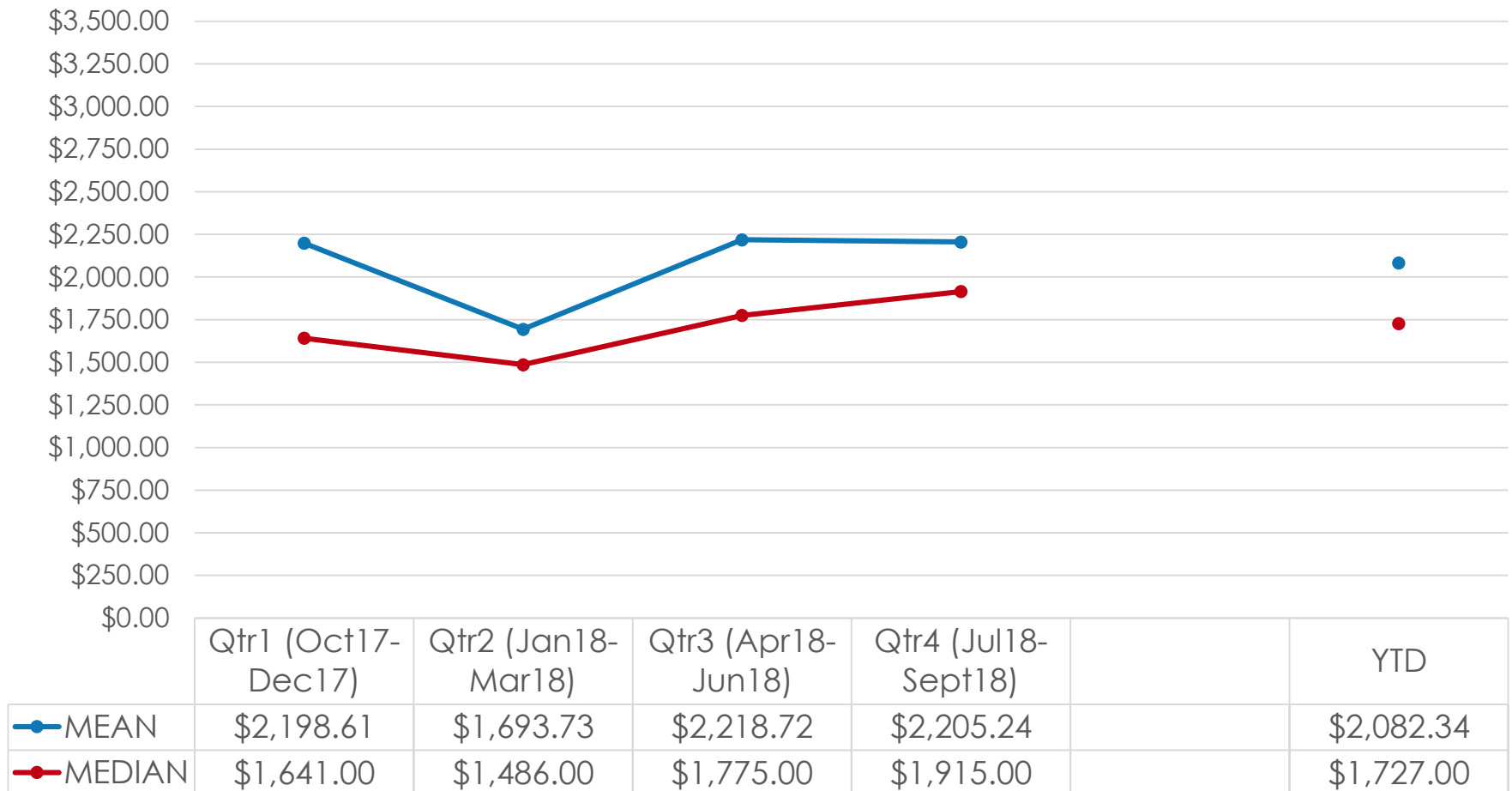
Other Not Included



TOTAL (On-Isle + Prepaid) Expenditures Per Person

- \$2,205.24 = overall mean average prepaid expense by respondent/ Per Person

TOTAL Per Person Expenditures – FY2018 Tracking



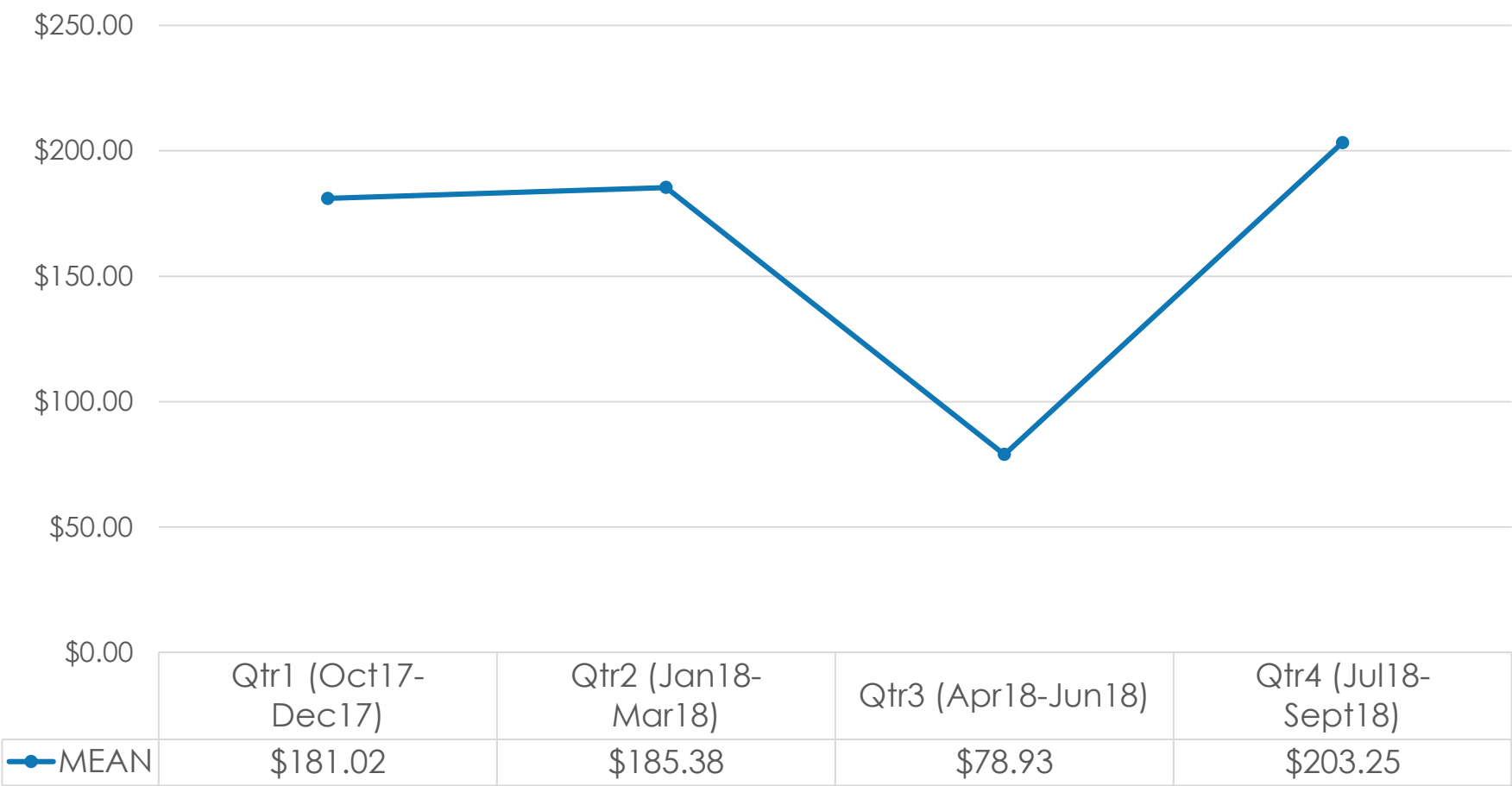
TOTAL Per Person Expenditures – Key Segments

**GVB EXIT SURVEY
TOTAL PER PERSON SPENDING**

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
TOTAL PP	Mean	\$2,205.24	\$2,231.97	\$2,173.67	\$1,511.54
	Median	\$1,915	\$2,006	\$1,915	\$1,242

Prepared by Anthology Research

GUAM AIRPORT EXPENDITURE – FY2018 Tracking

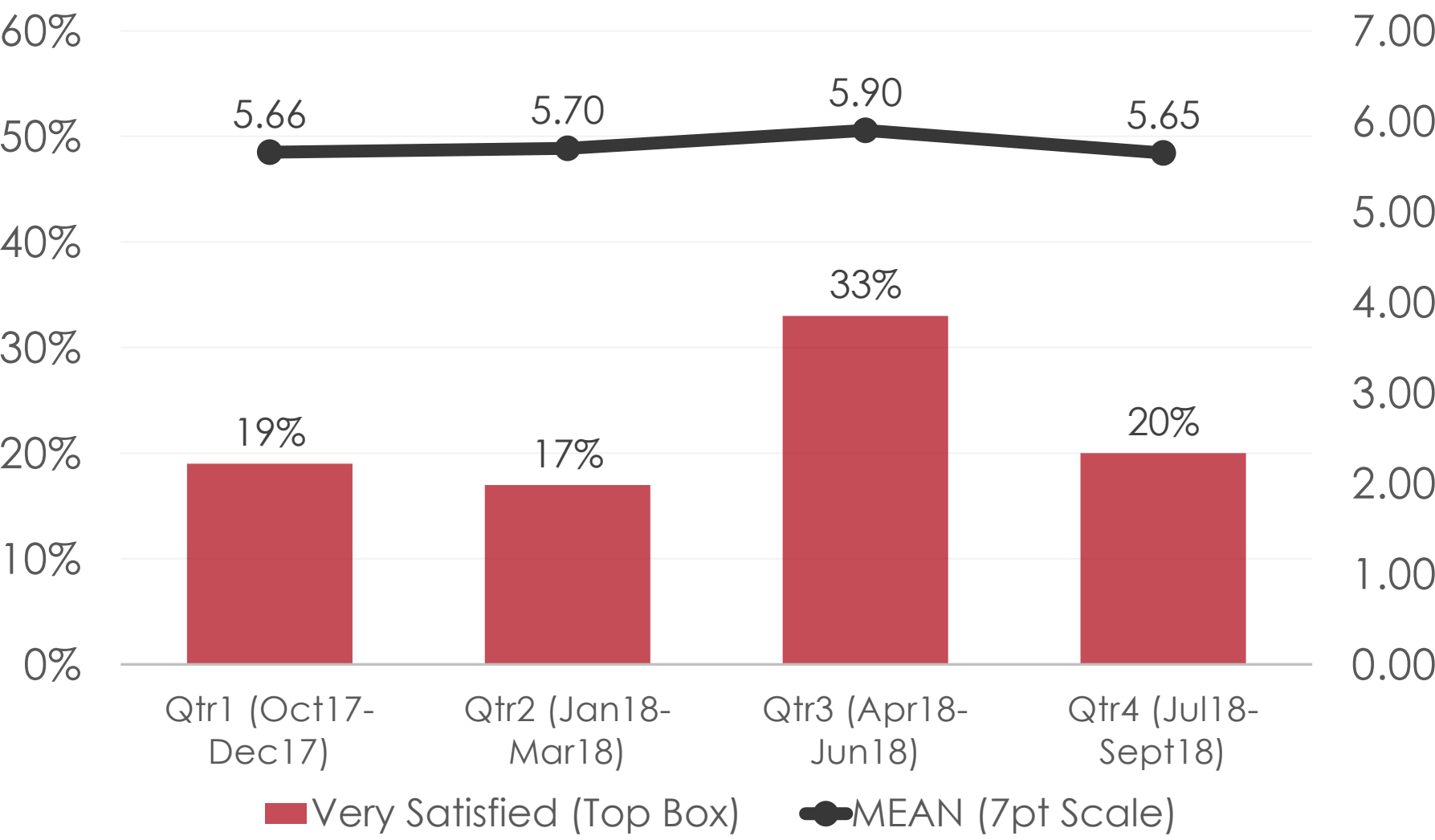


SECTION 4

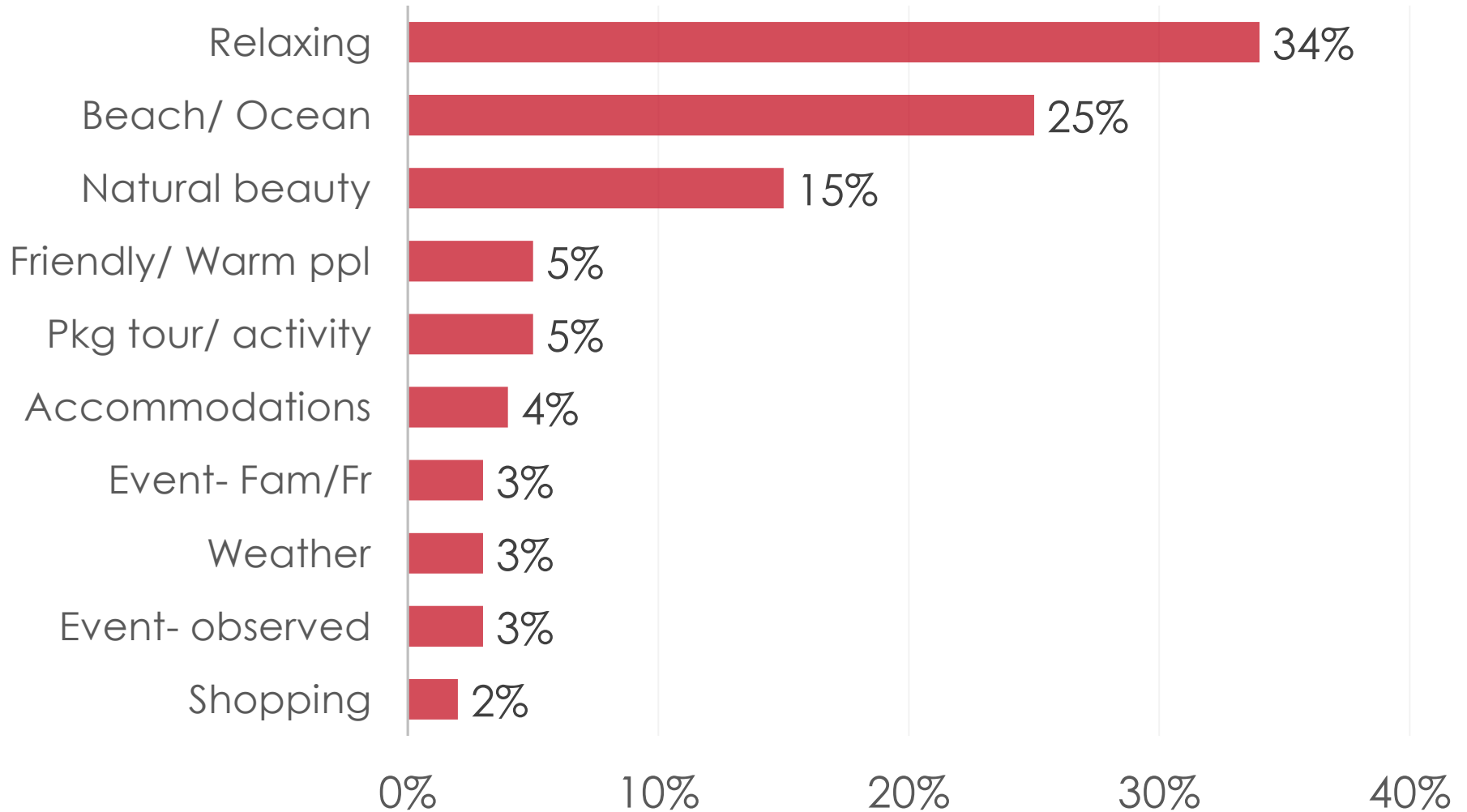
VISITOR SATISFACTION

BEHAVIOR

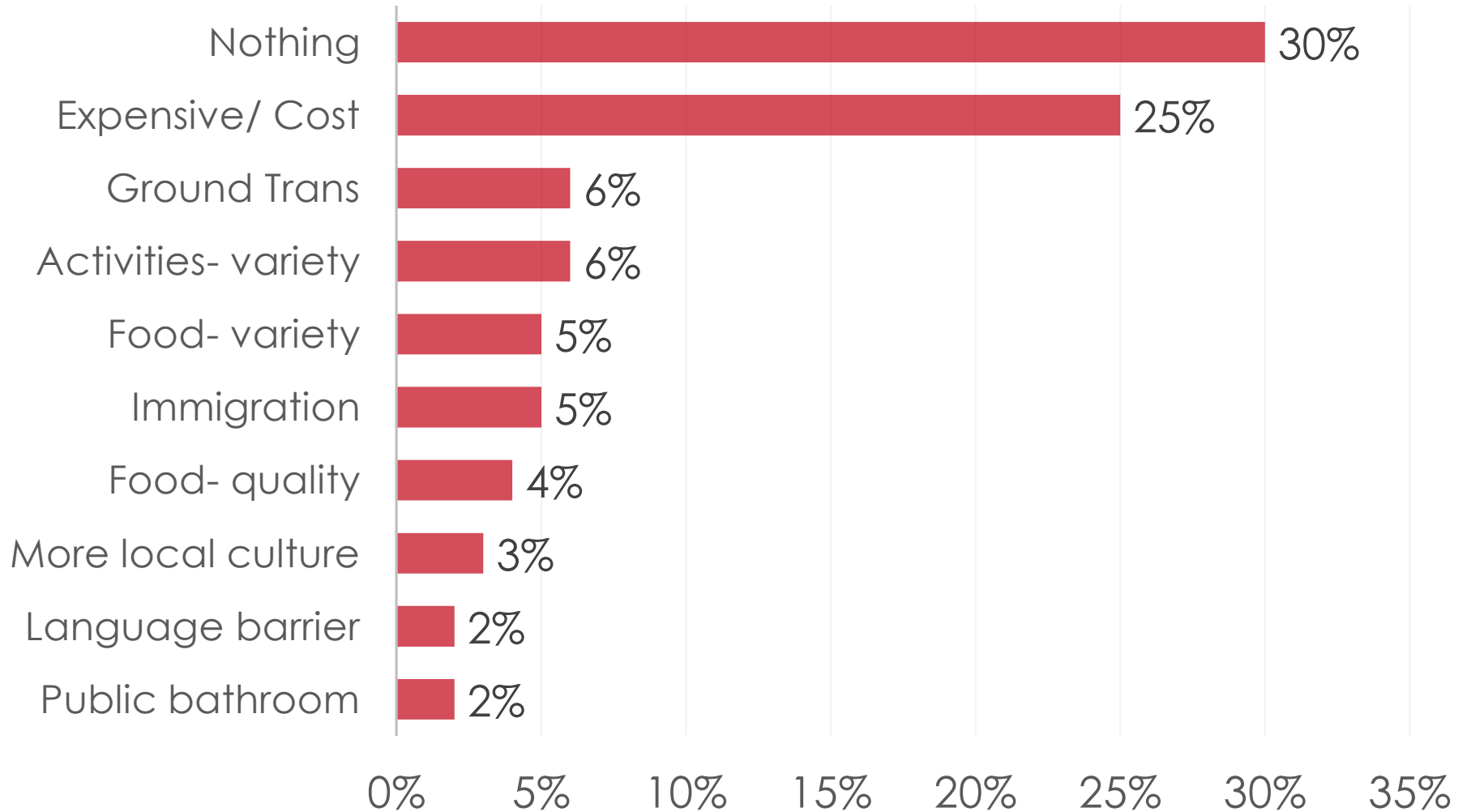
OVERALL SATISFACTION



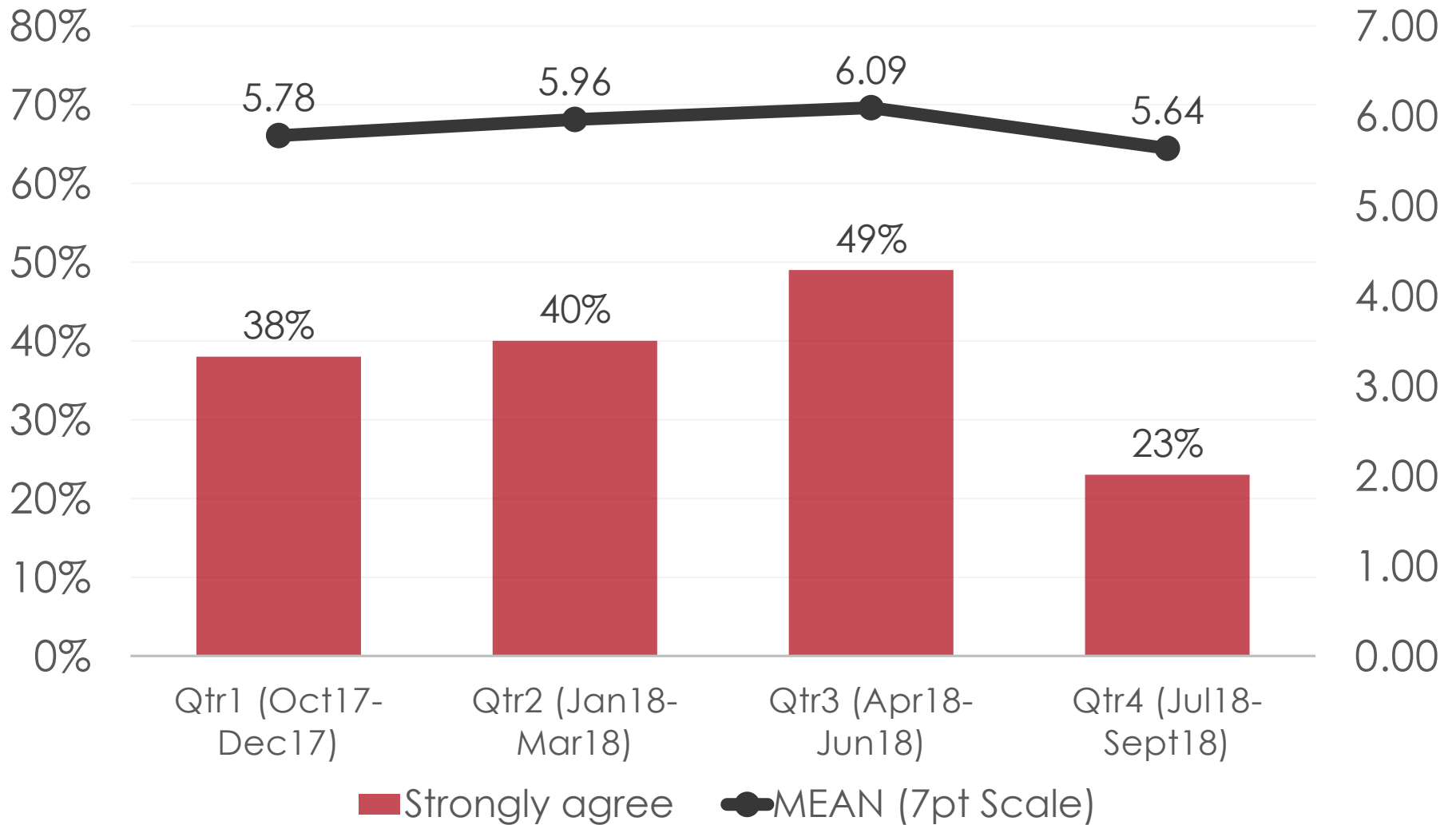
Positive Aspect of Trip



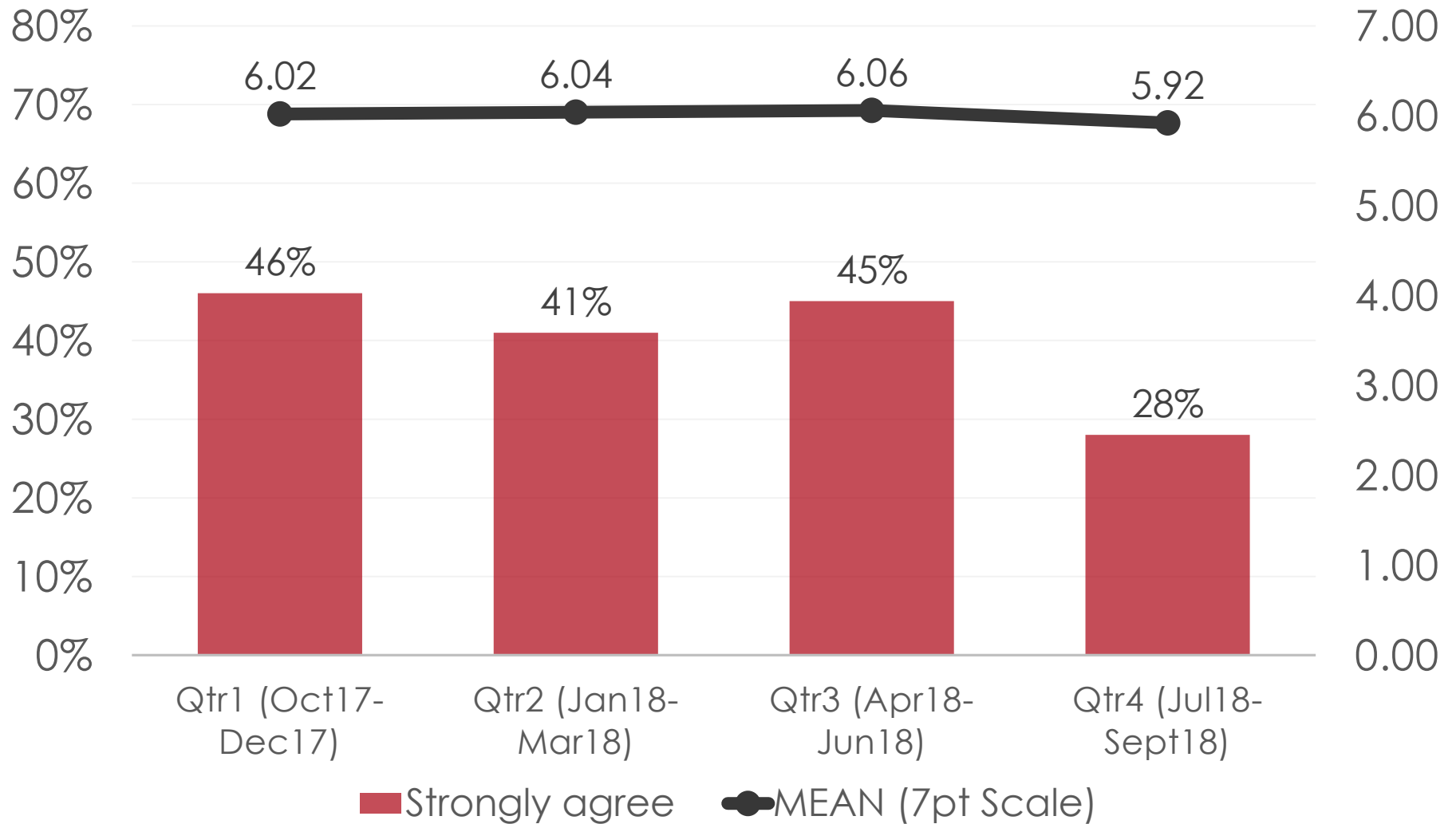
Negative Aspect of Trip



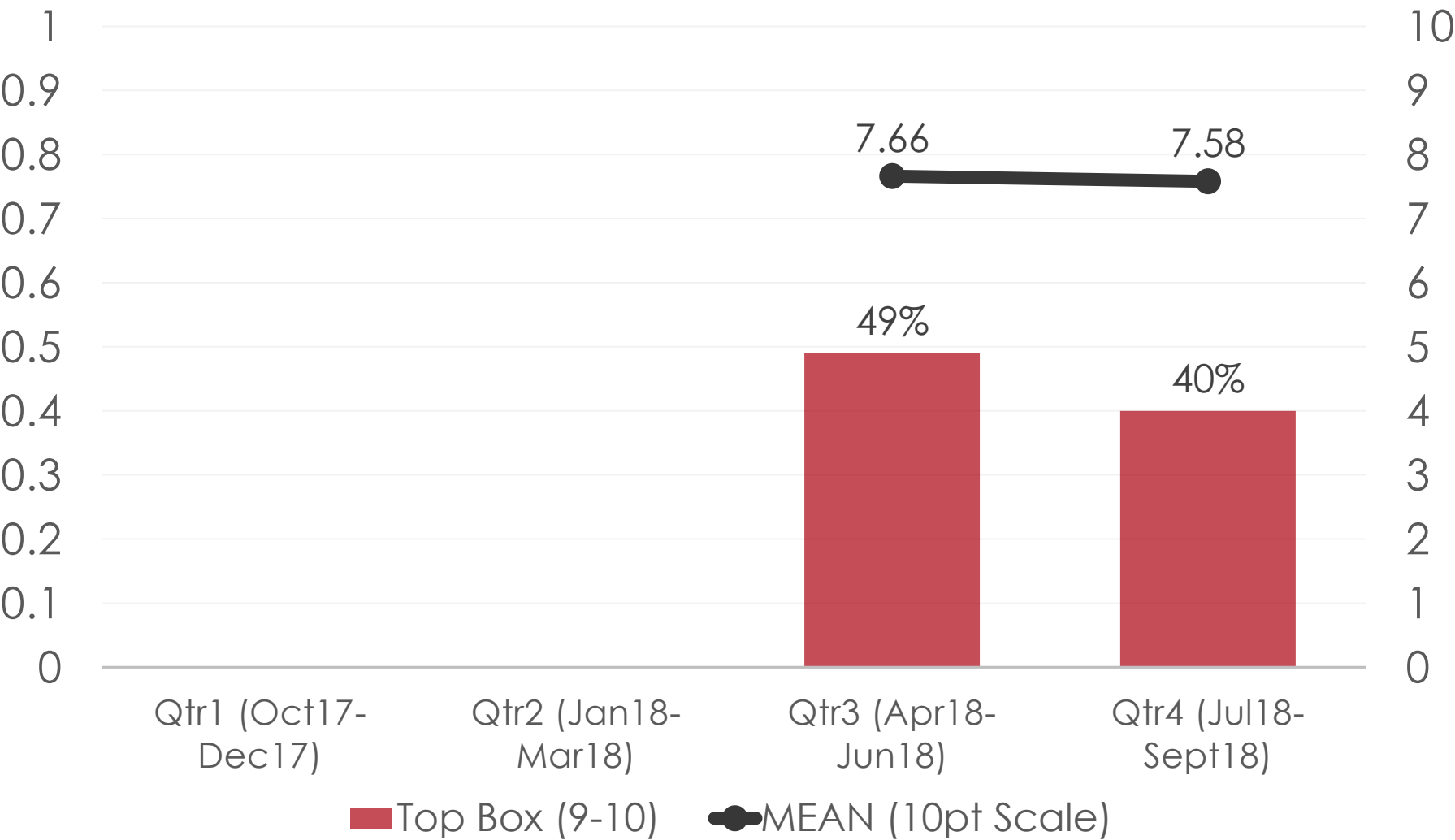
Guam was better than expected



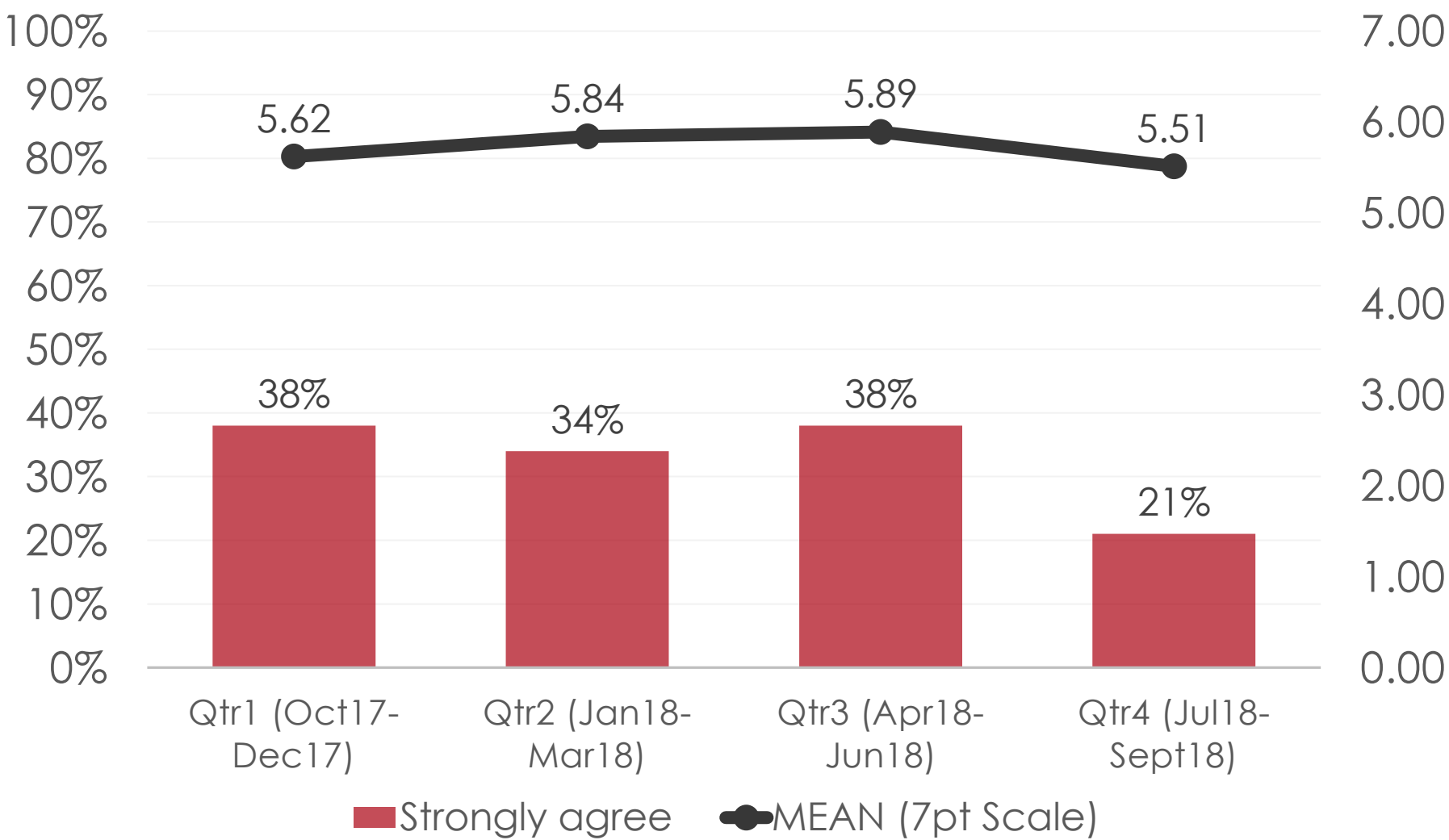
I had no communication problems



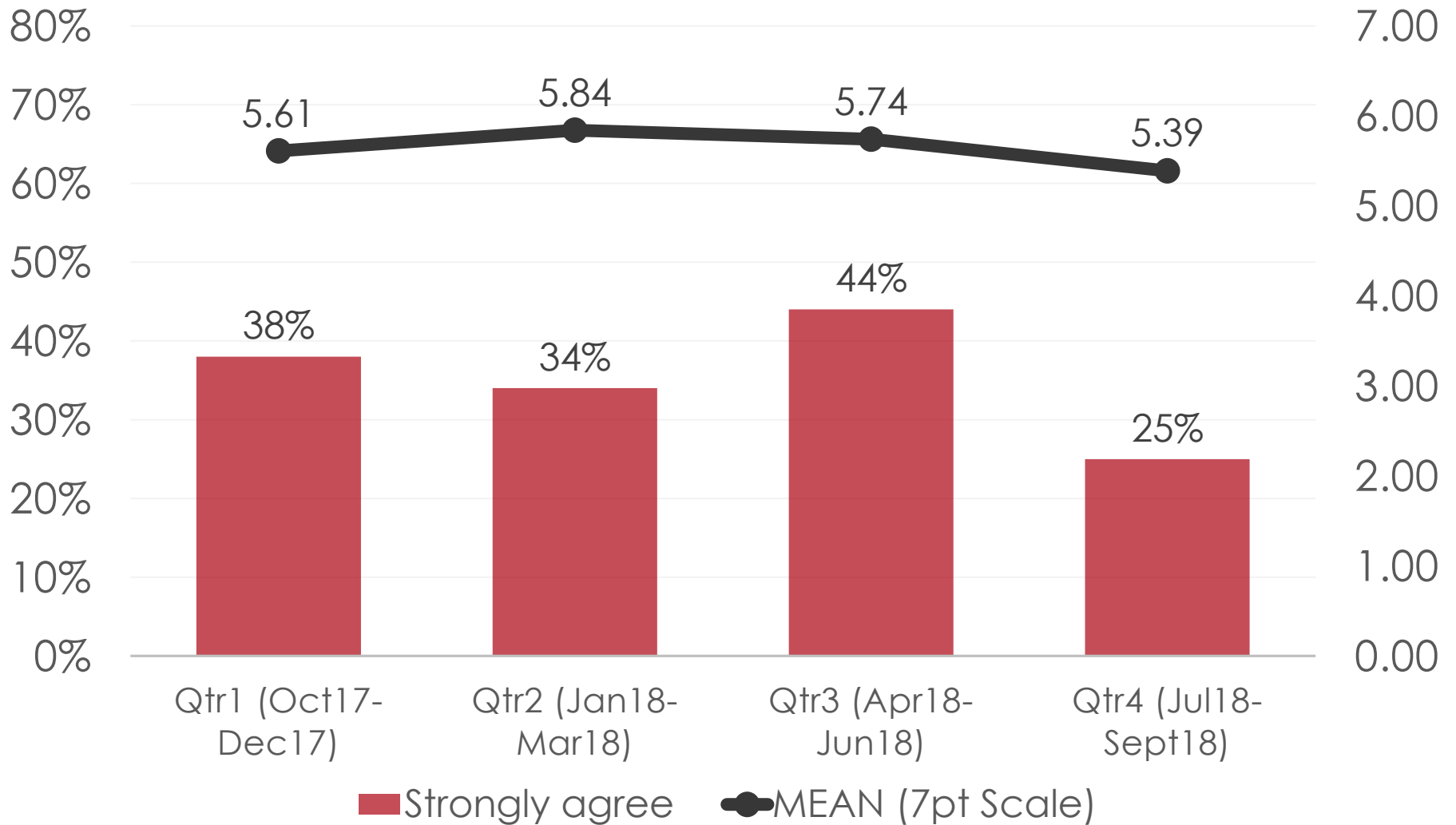
I will recommend Guam to family and friends



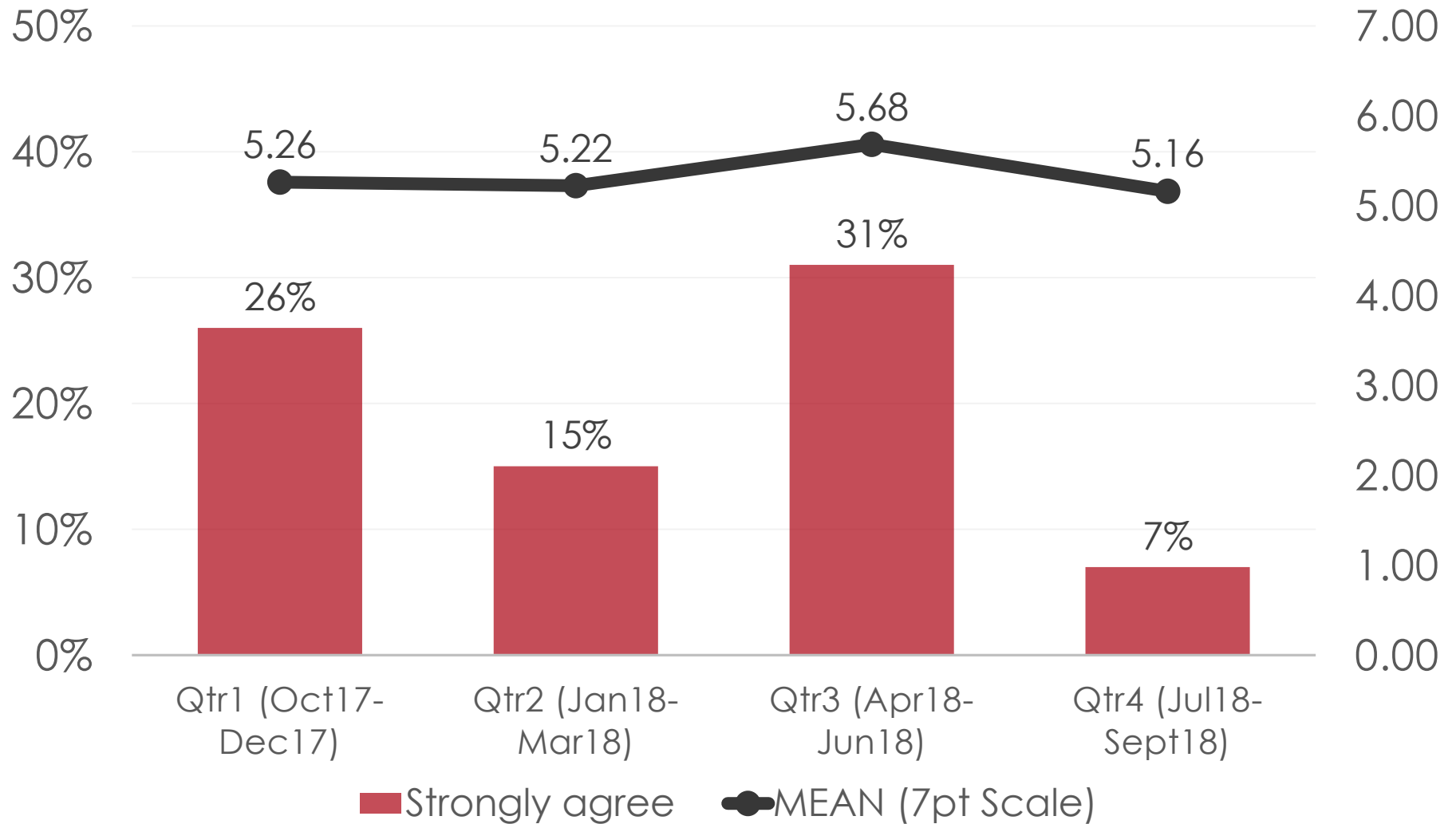
Sites on Guam were attractive



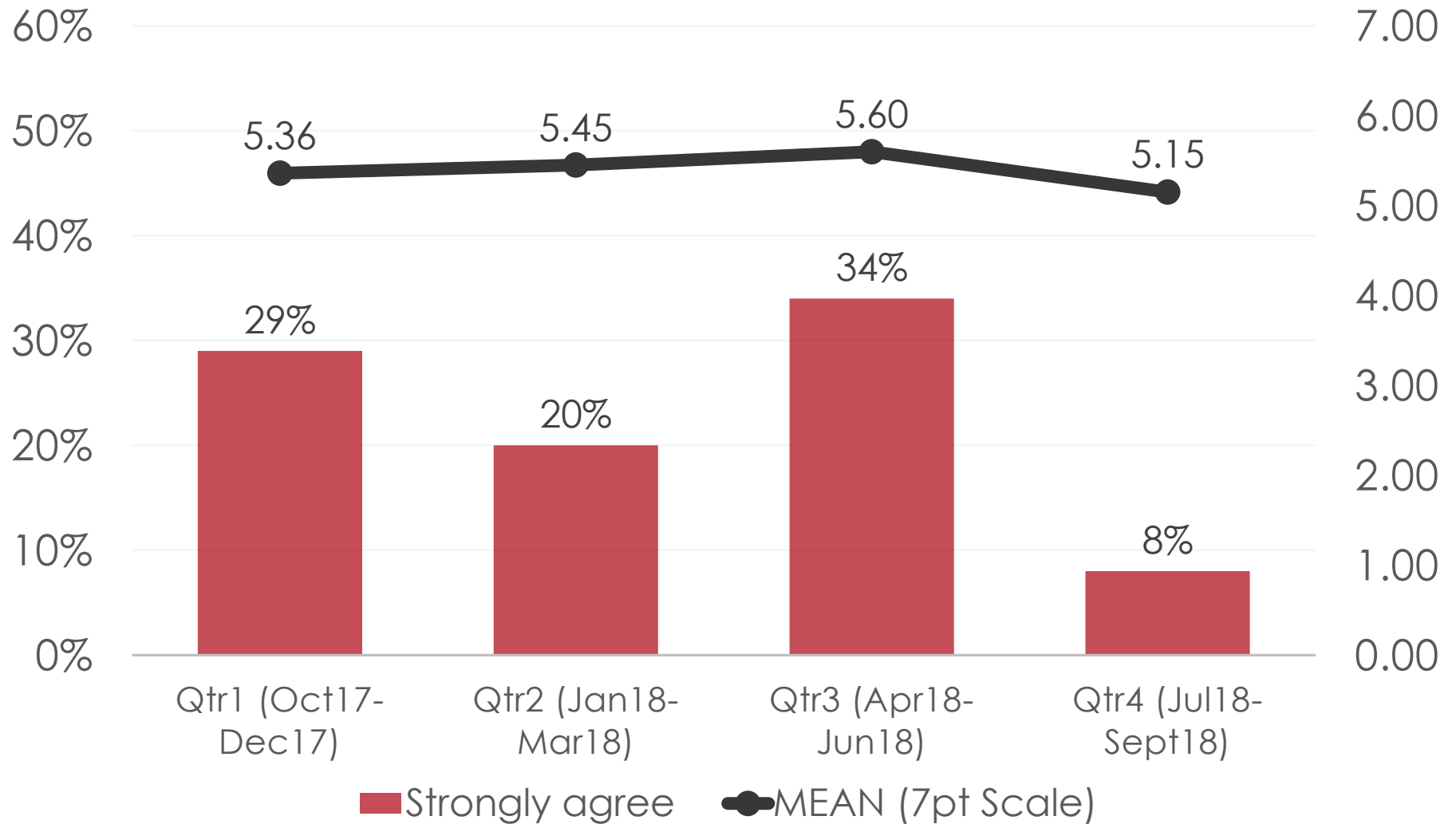
I plan to visit Guam again



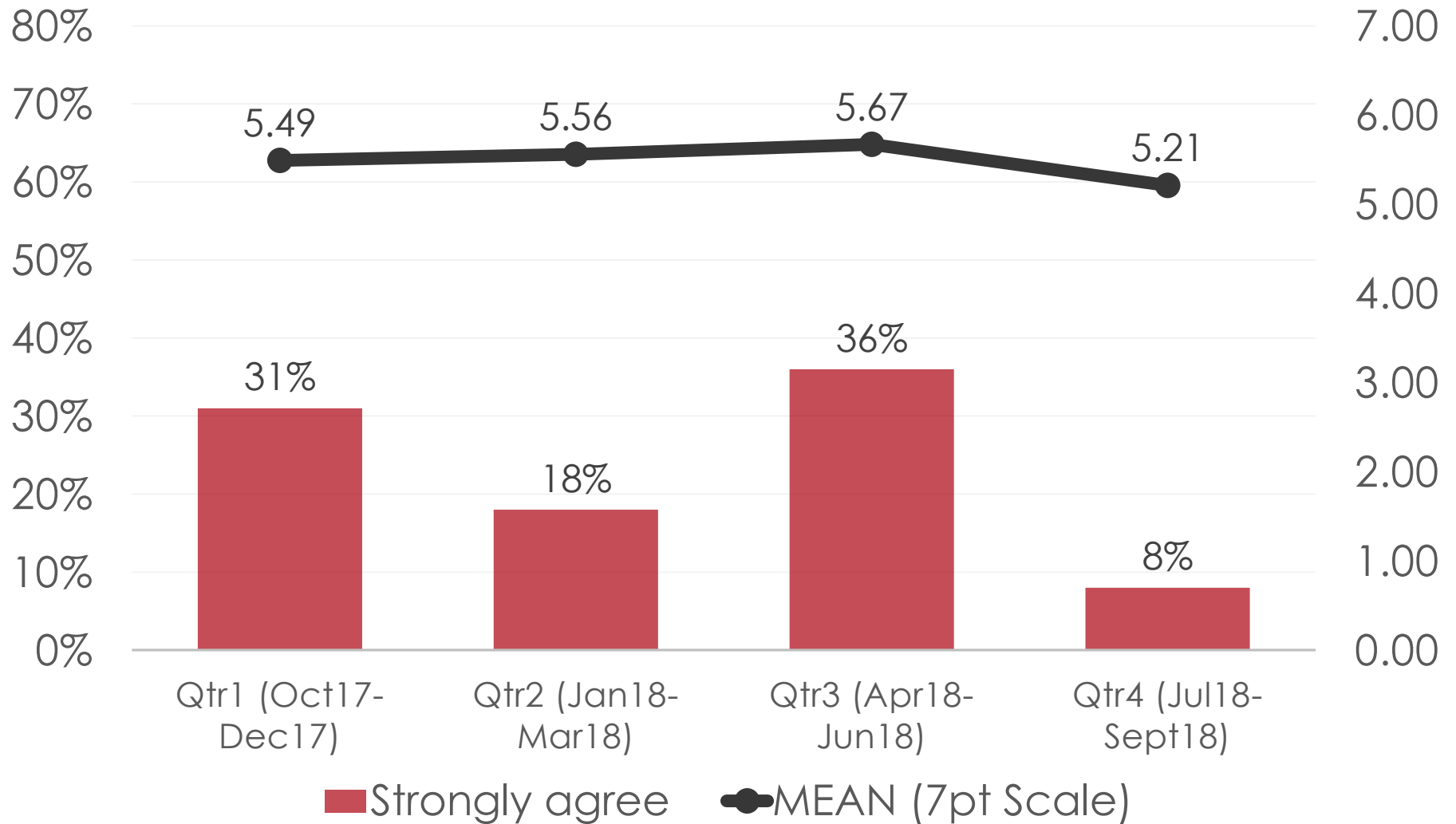
Not enough night time activities



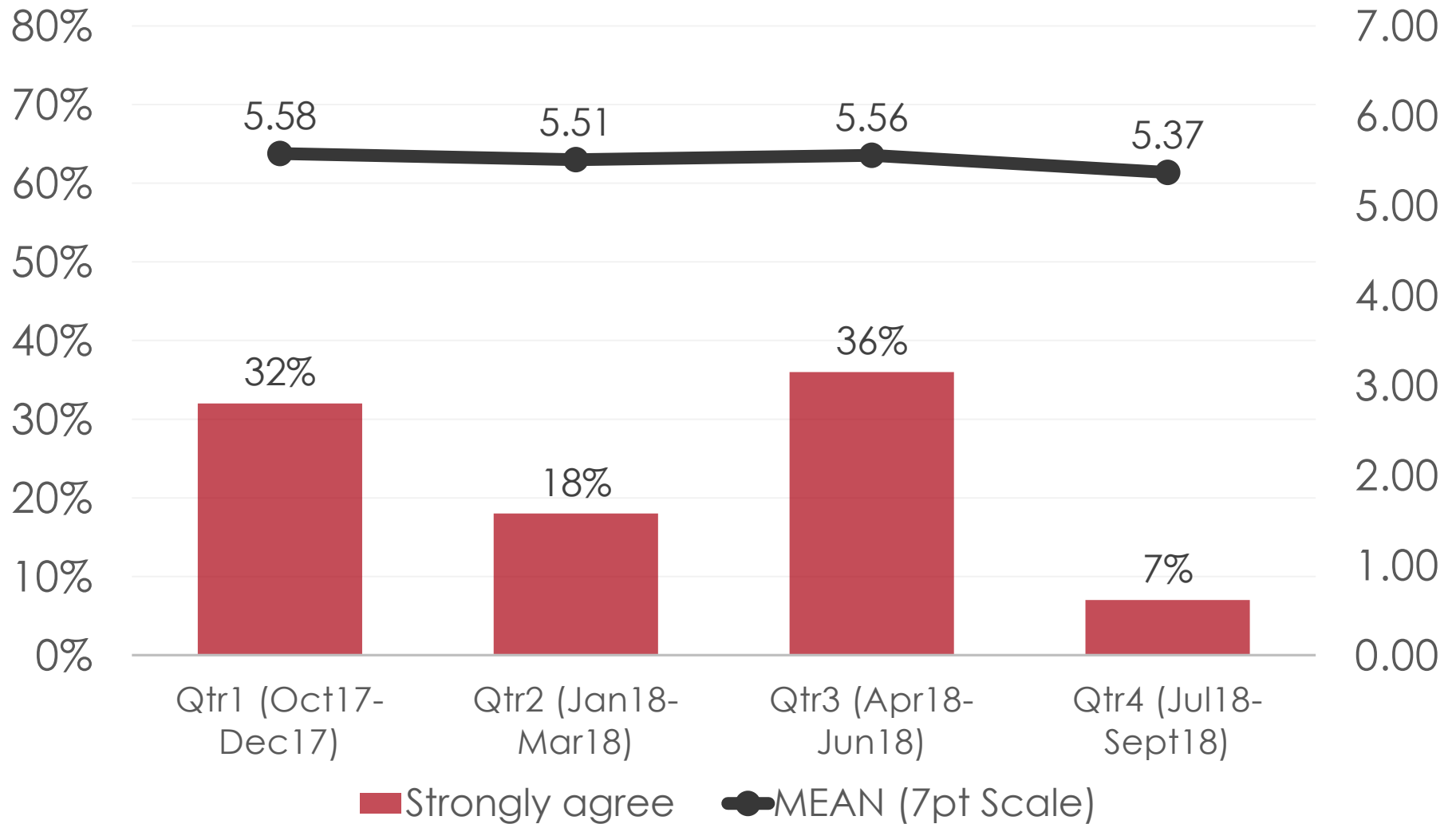
Tour guides were professional



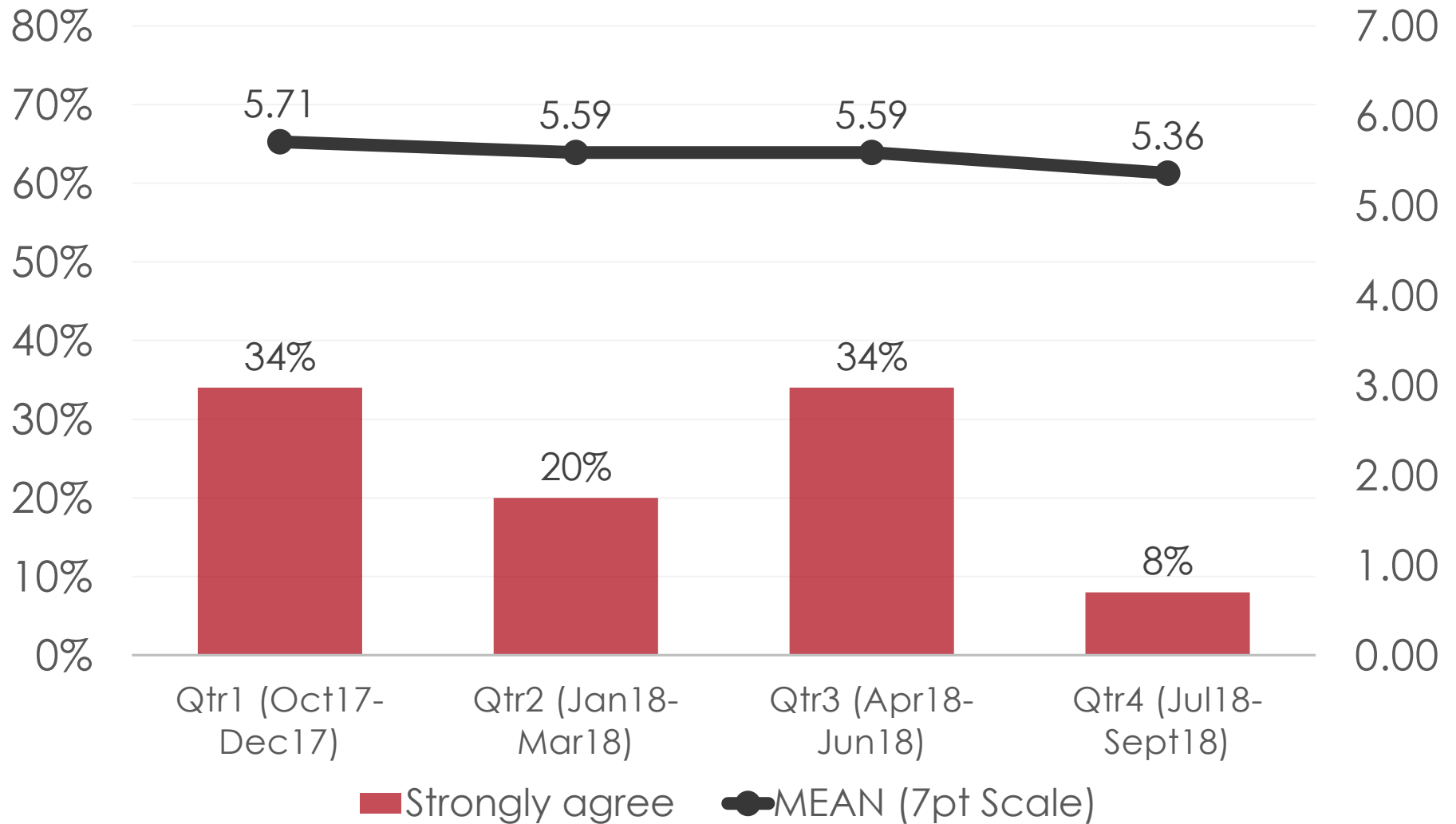
Tour drivers were professional



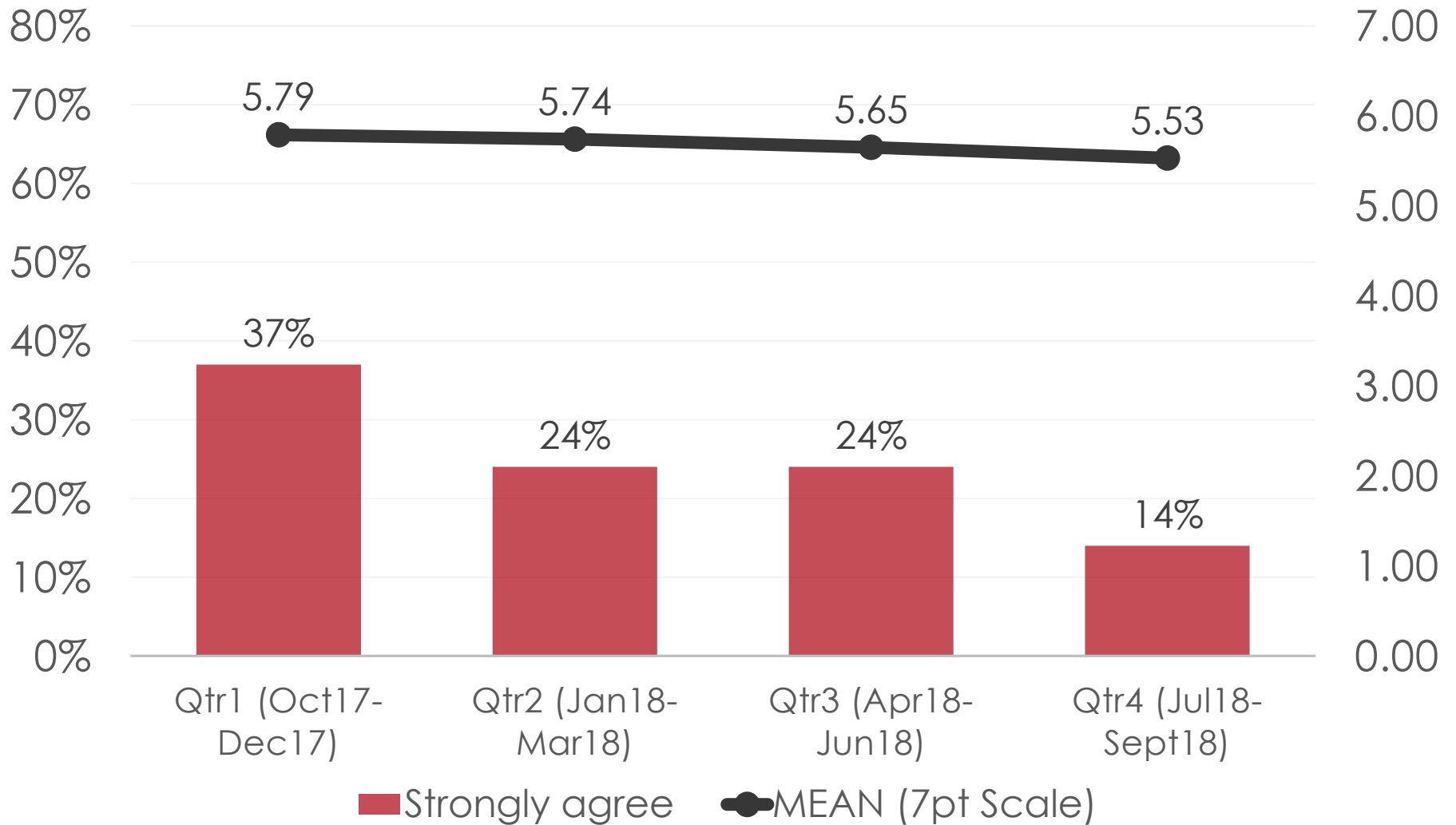
Taxi drivers were professional



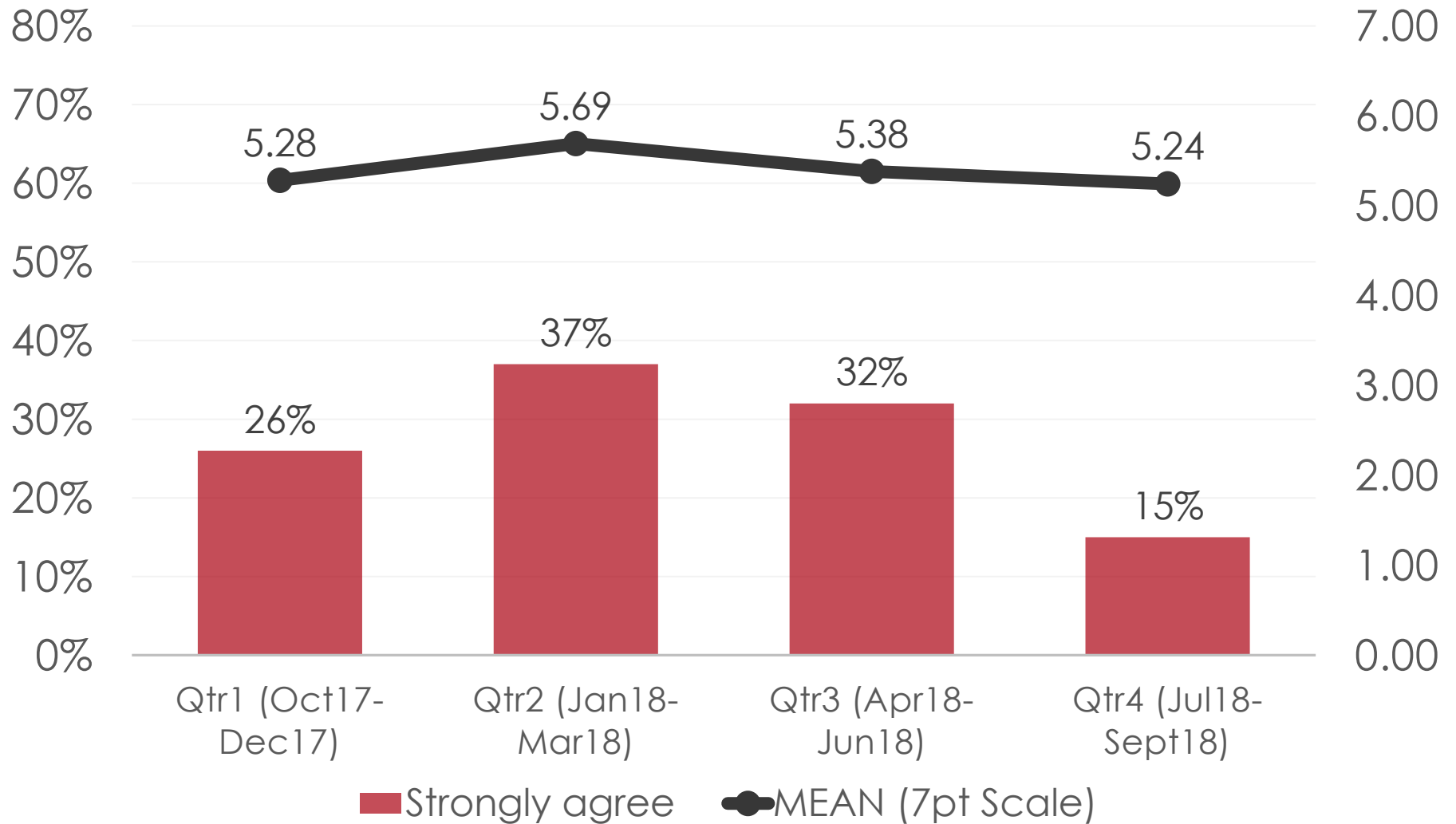
Taxis were clean



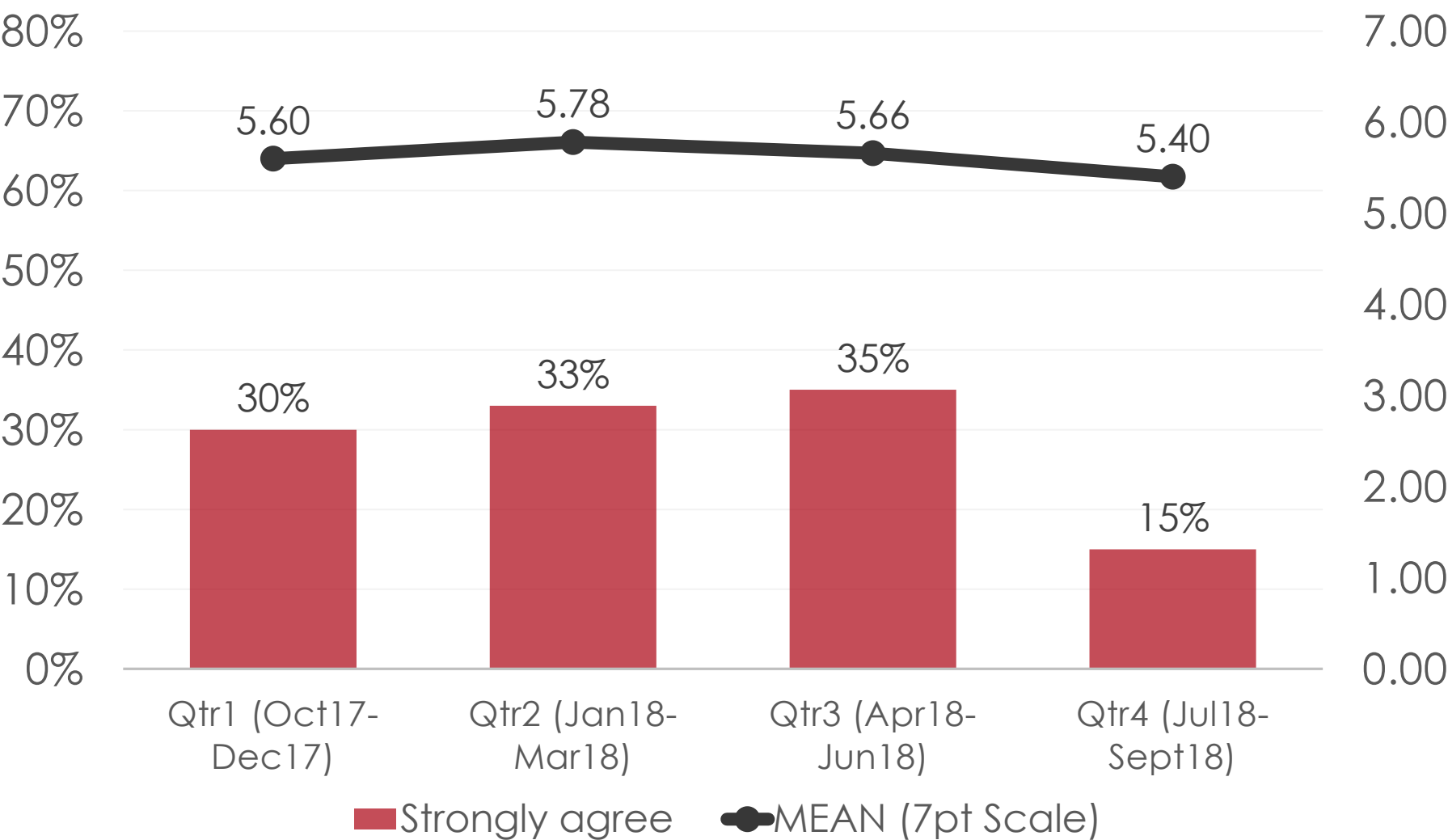
Guam airport was clean



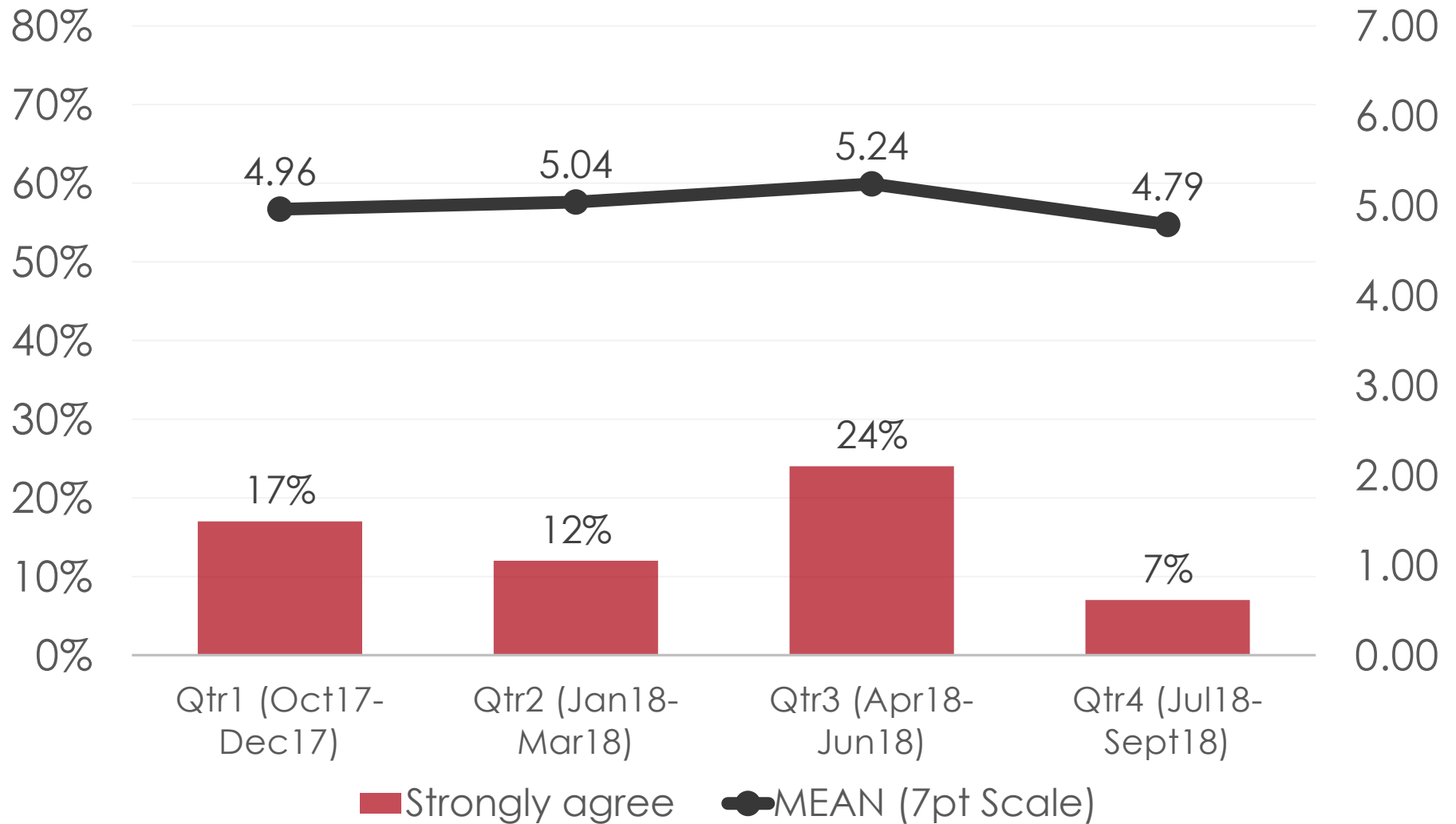
Ease of getting around



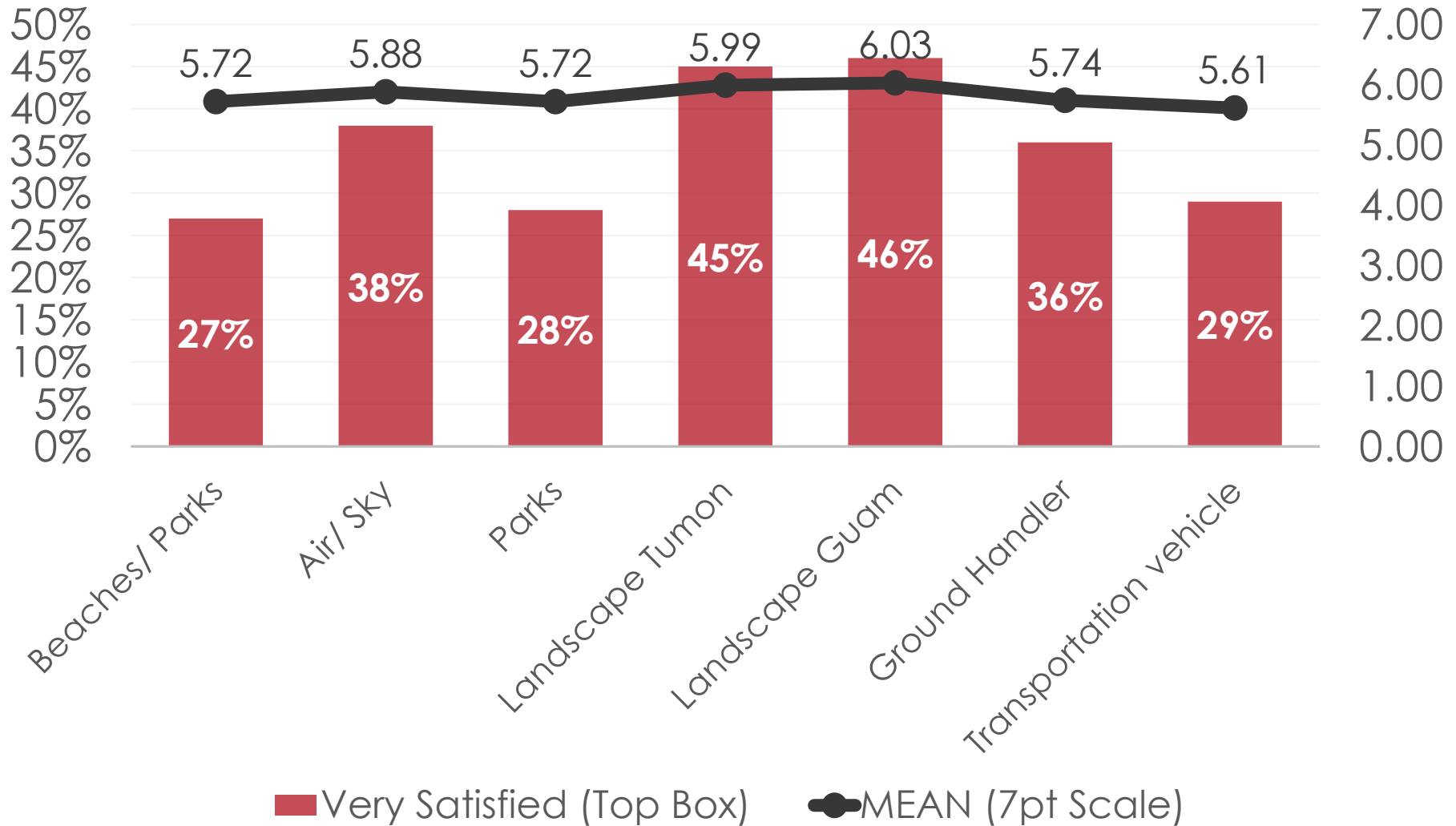
Safety walking around at night



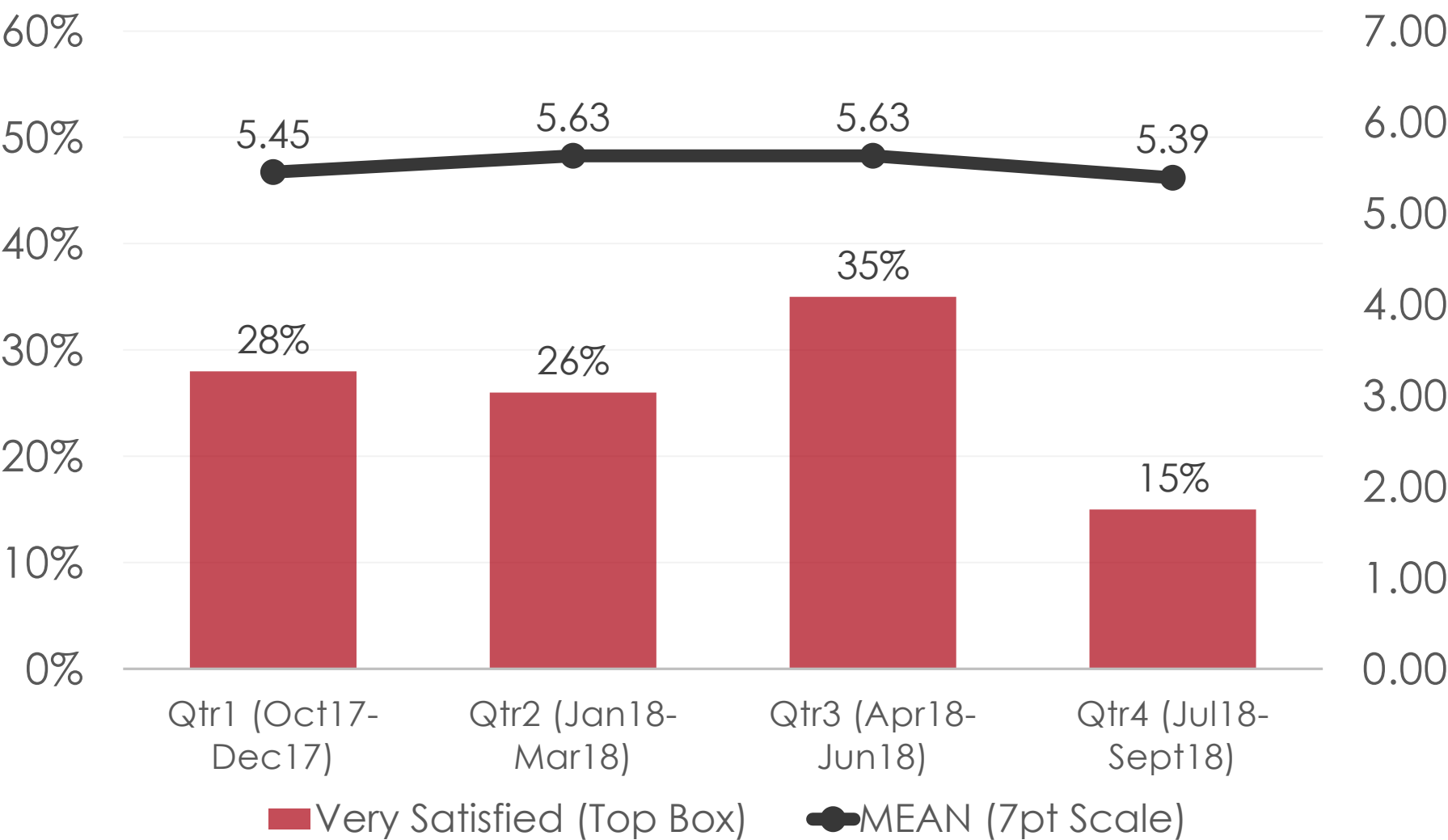
Price of things on Guam



GENERAL SATISFACTION – Quality/ Cleanliness

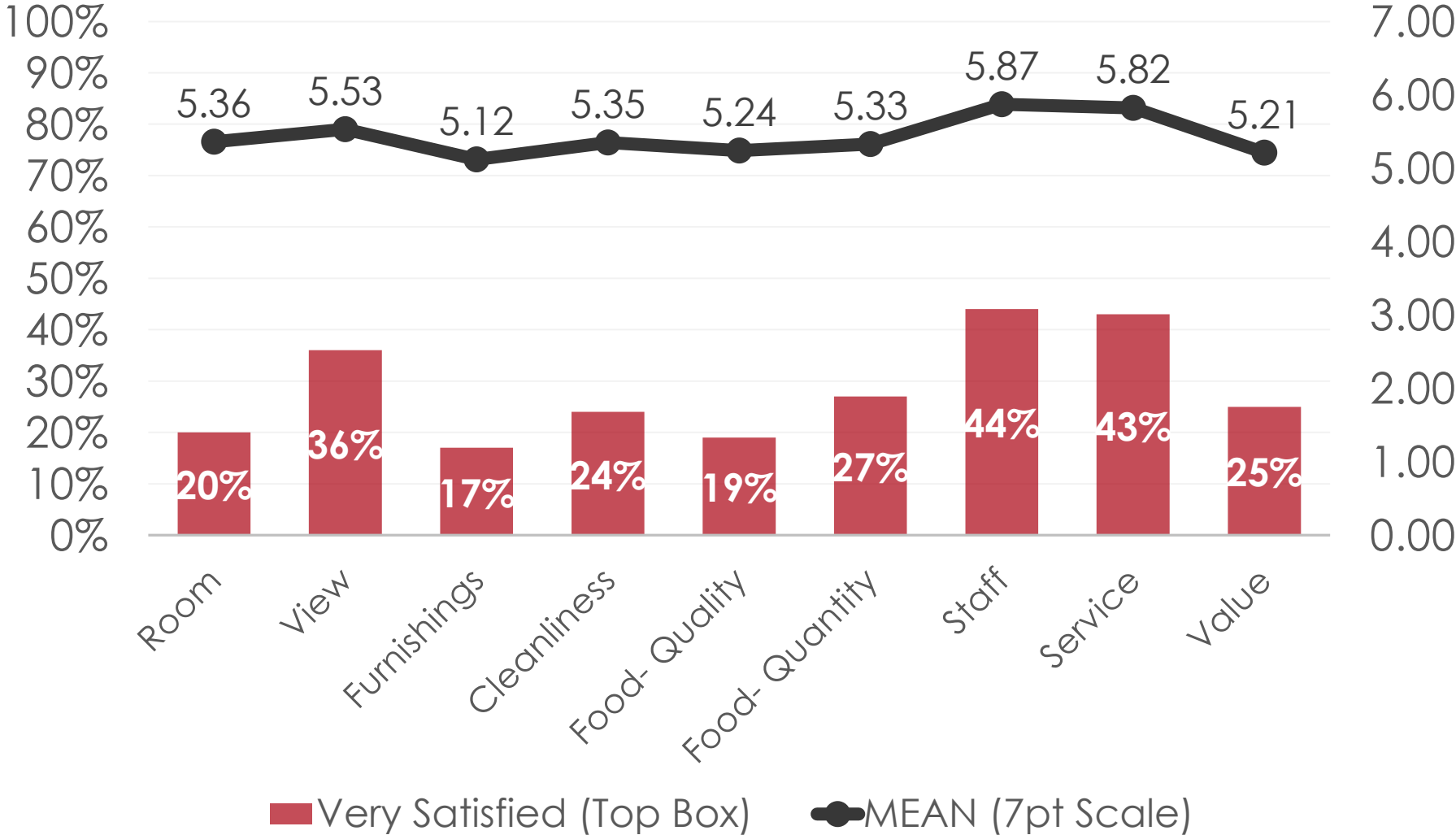


ACCOMMODATIONS – OVERALL SATISFACTION

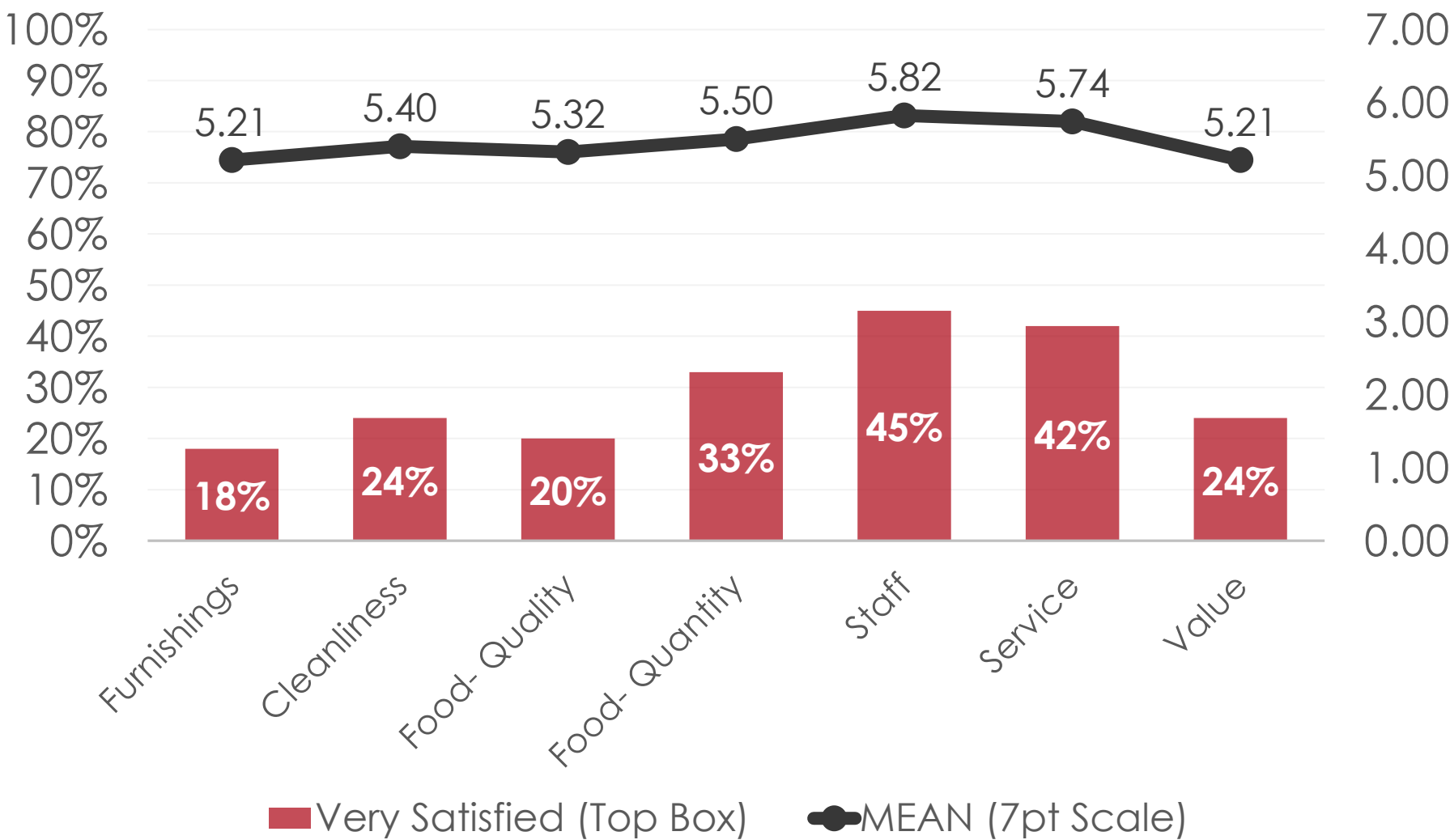


ACCOMMODATIONS –

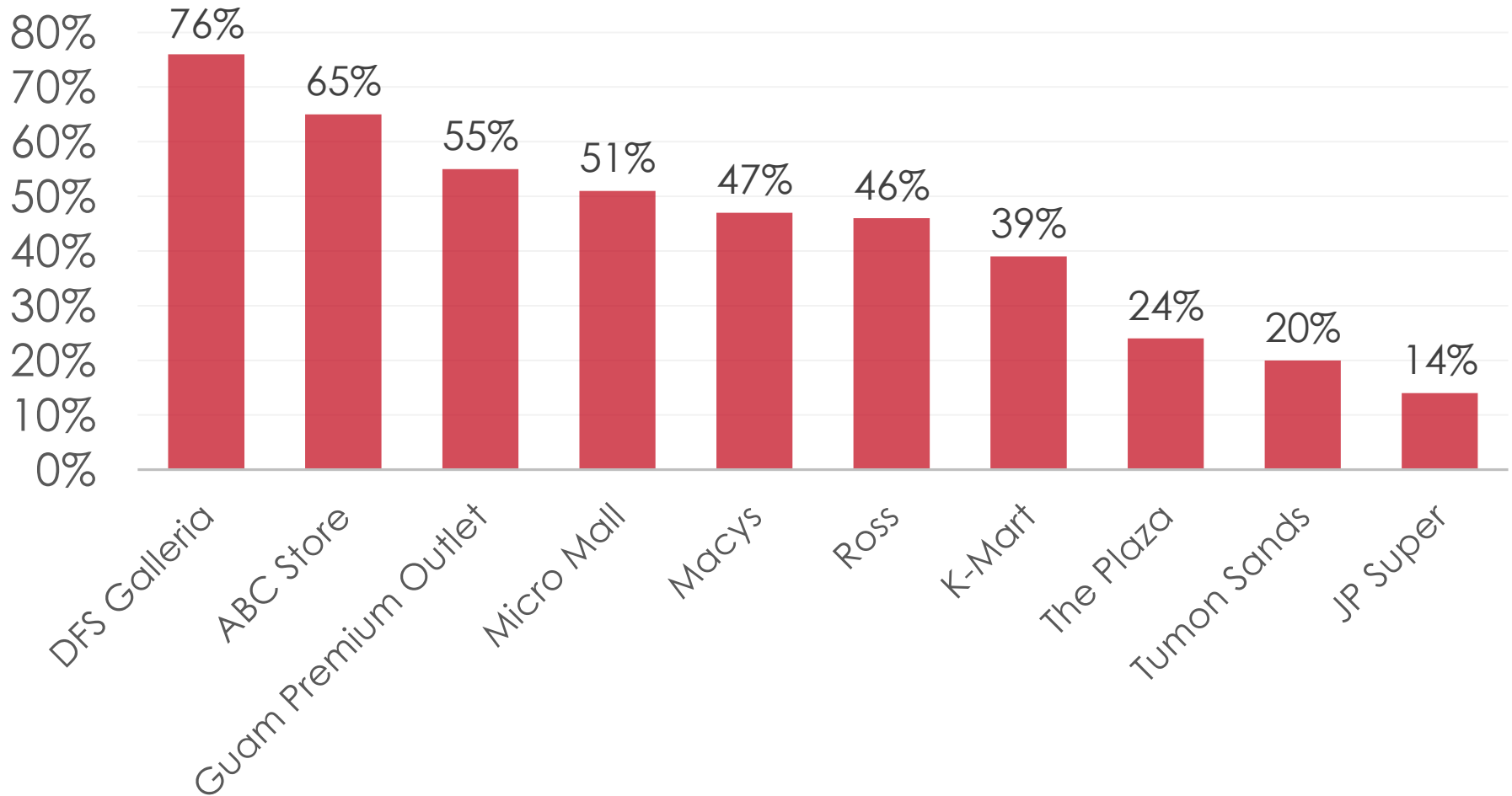
Satisfaction by Category



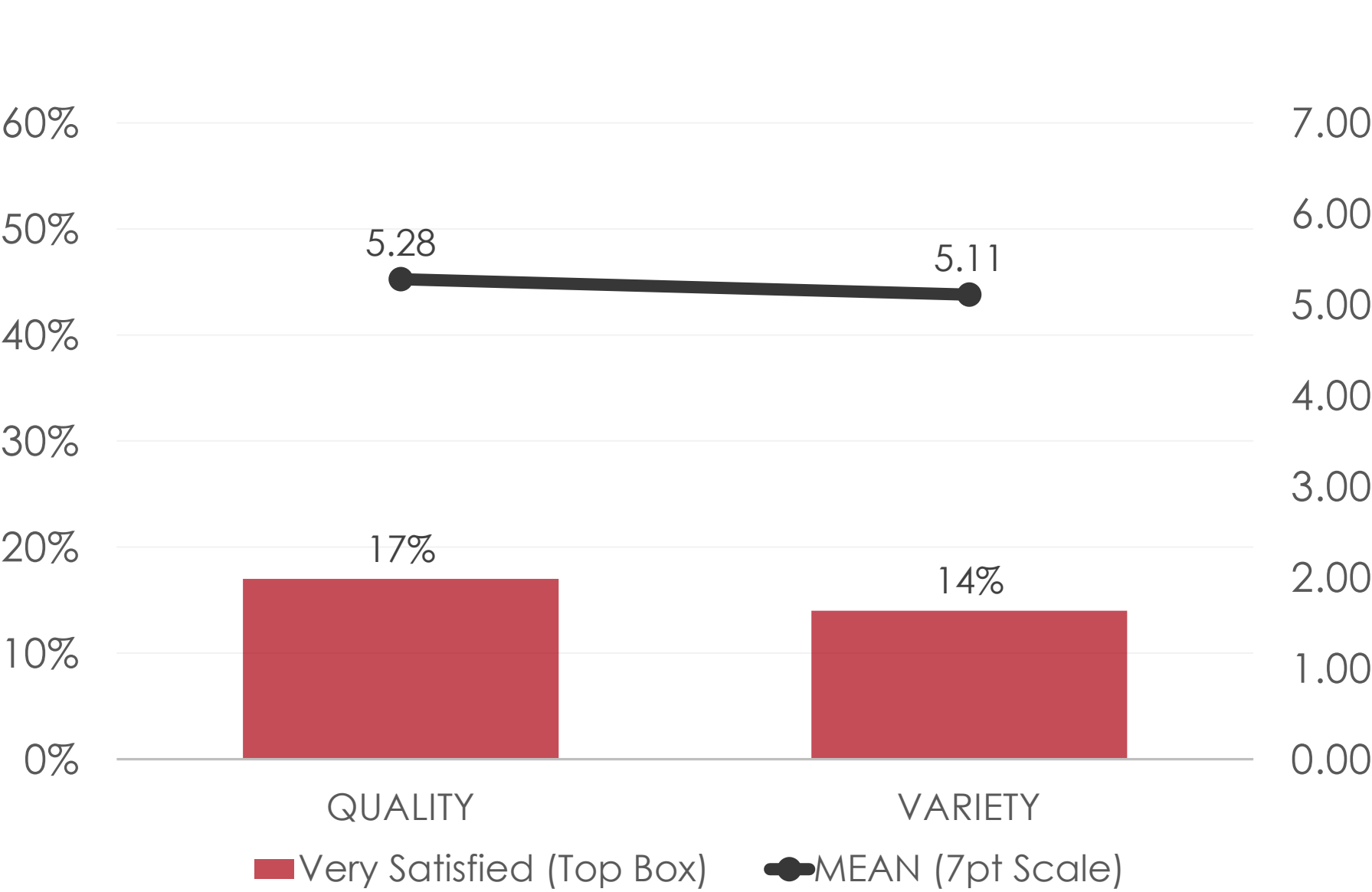
DINING EXPERIENCE (Outside Hotel) – Satisfaction by Category



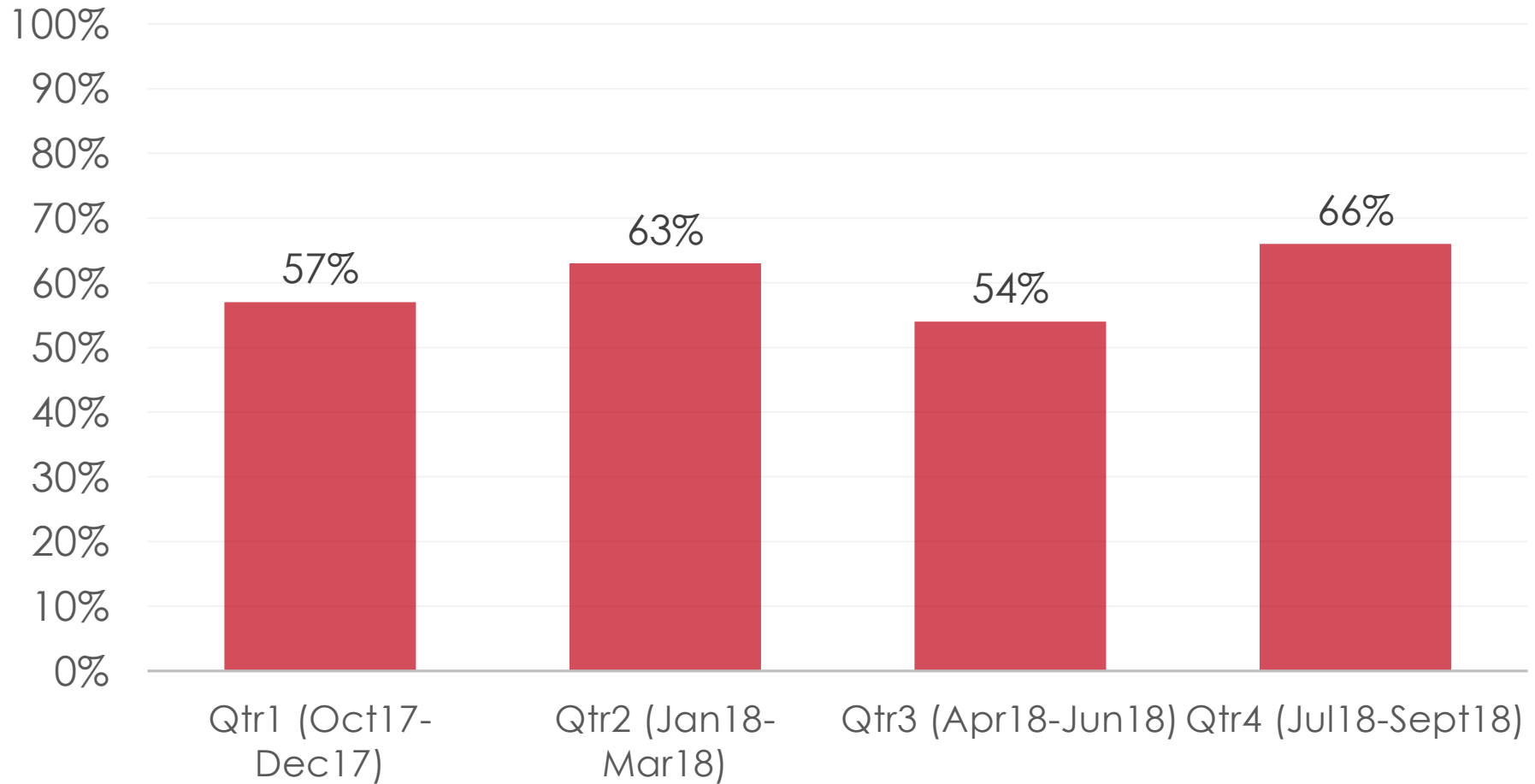
Shopping Malls/ Stores (Top Responses)



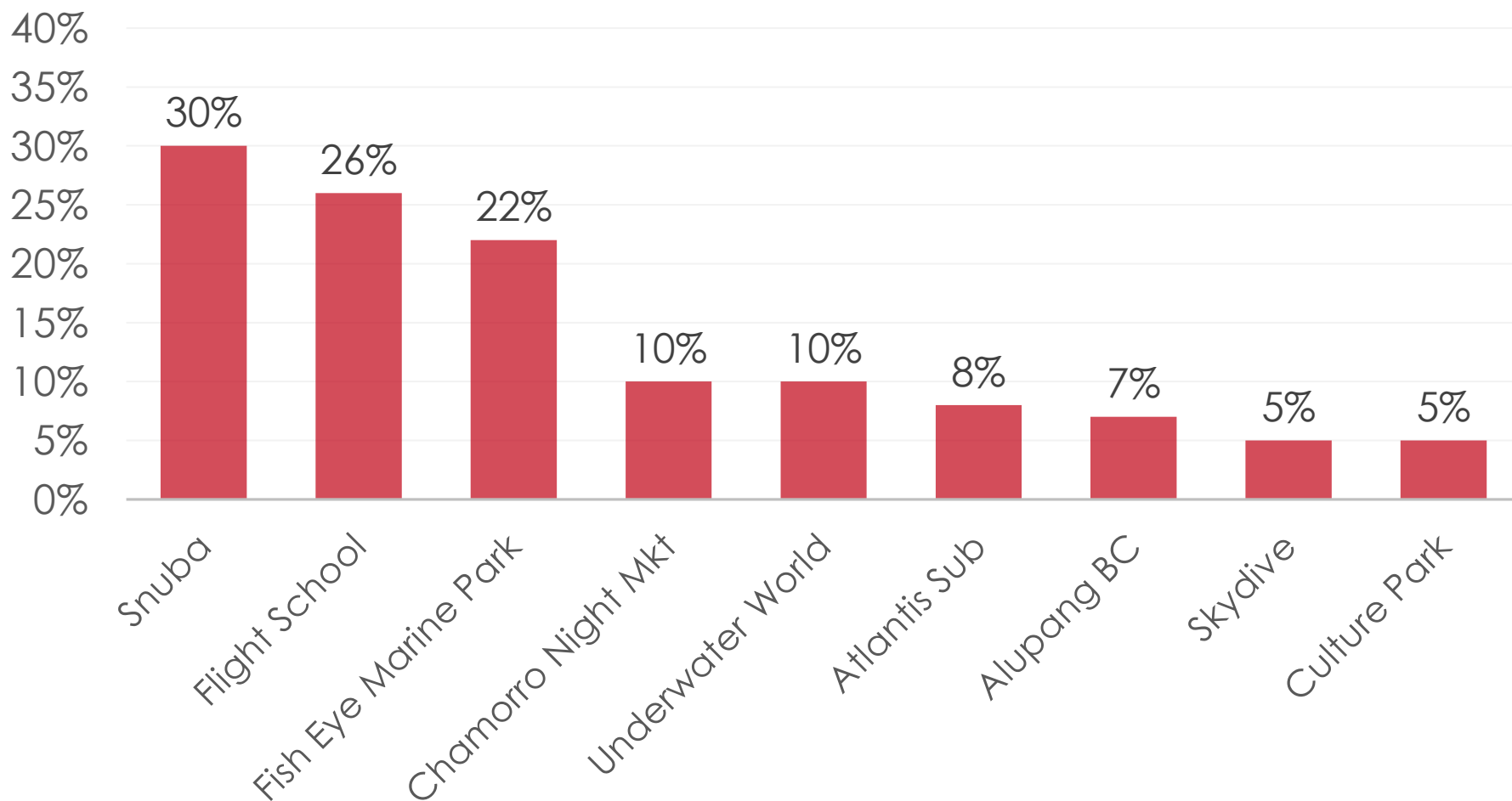
SHOPPING - SATISFACTION



OPTIONAL TOUR PARTICIPATION – FY2018 Tracking

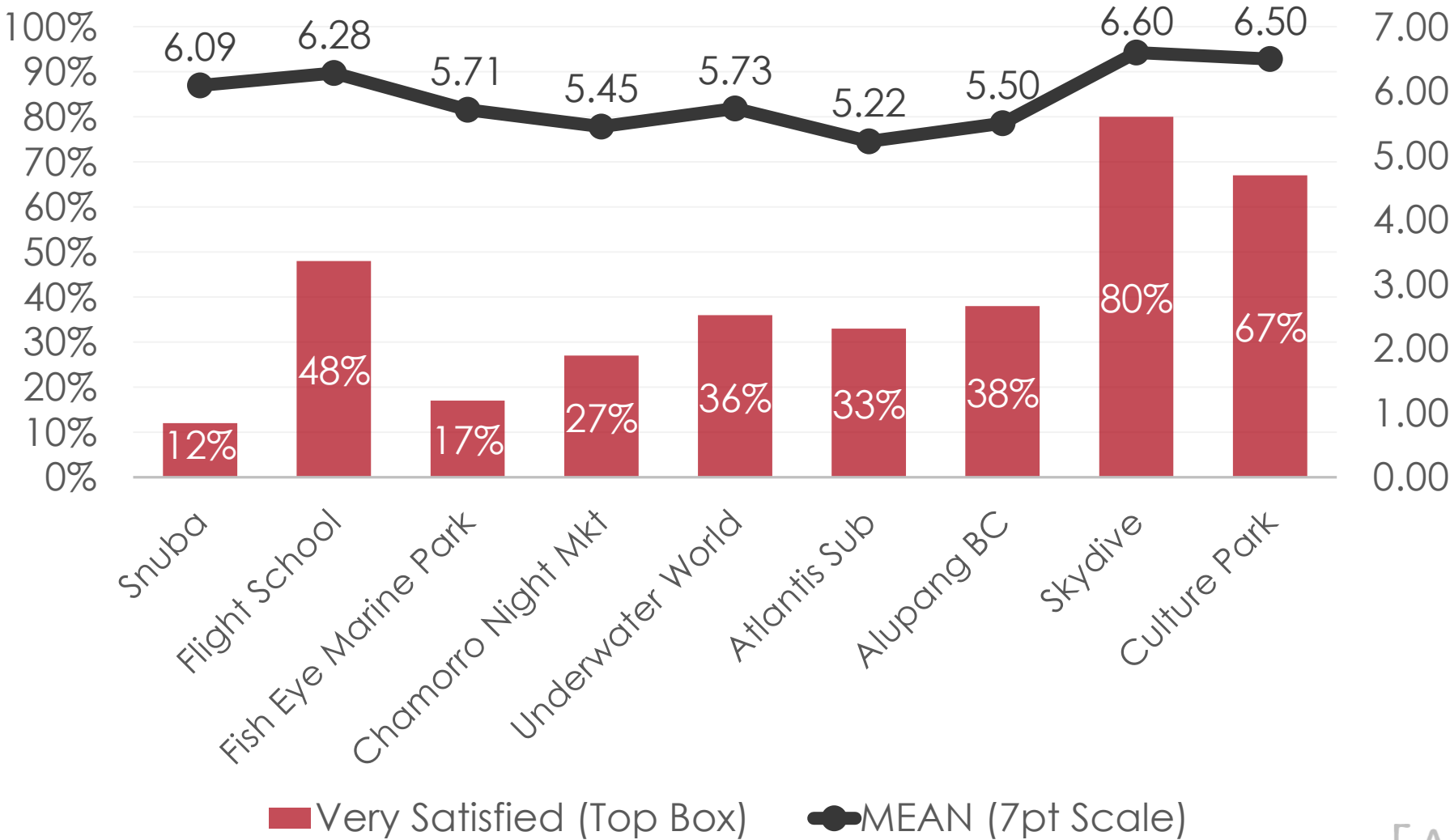


Optional Tour Participation (Top Responses/ 5%+)

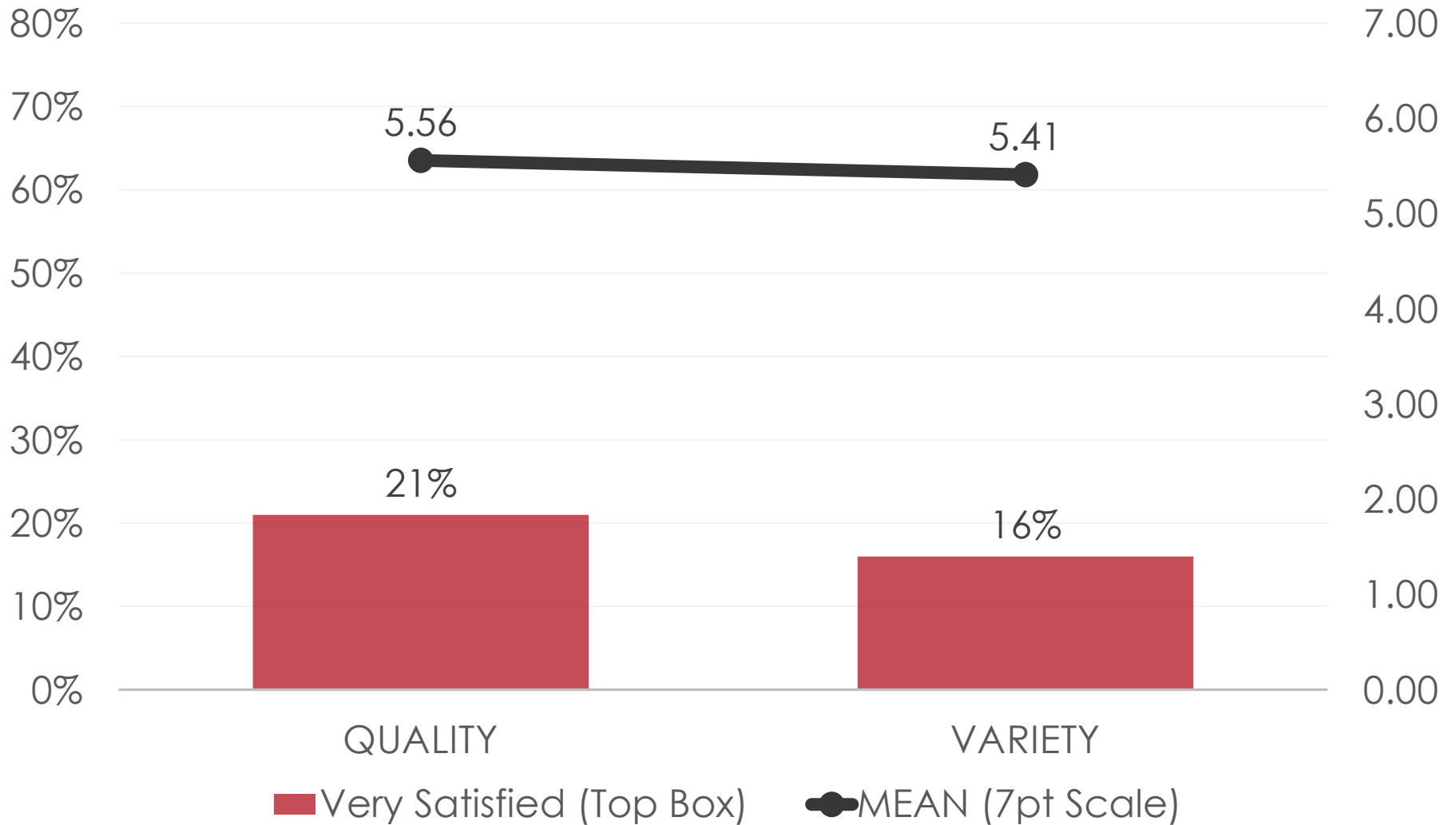


Optional Tour Satisfaction

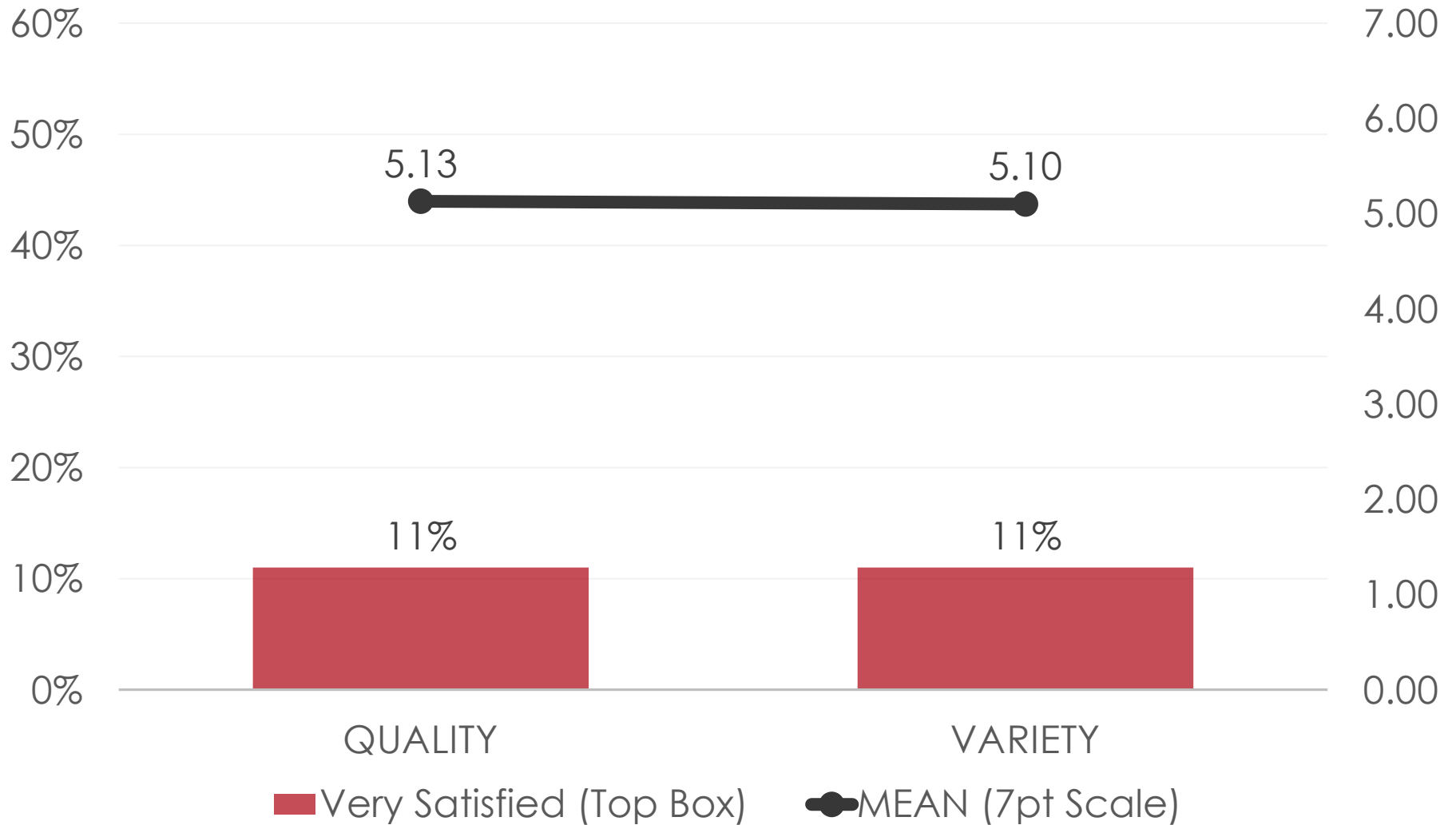
Top Responses only - Participation (5%+)



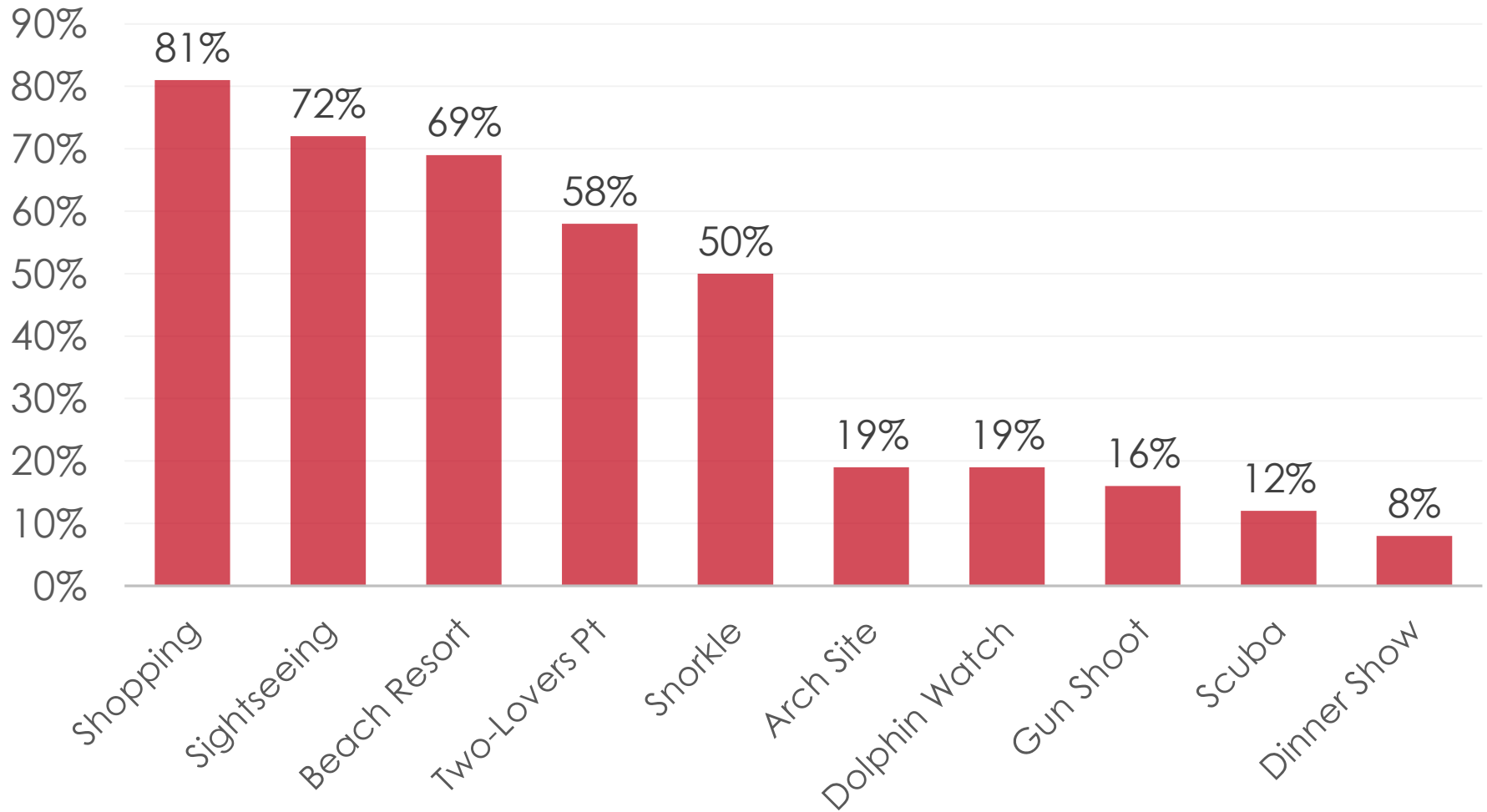
DAY TOUR - SATISFACTION



NIGHT TOUR - SATISFACTION



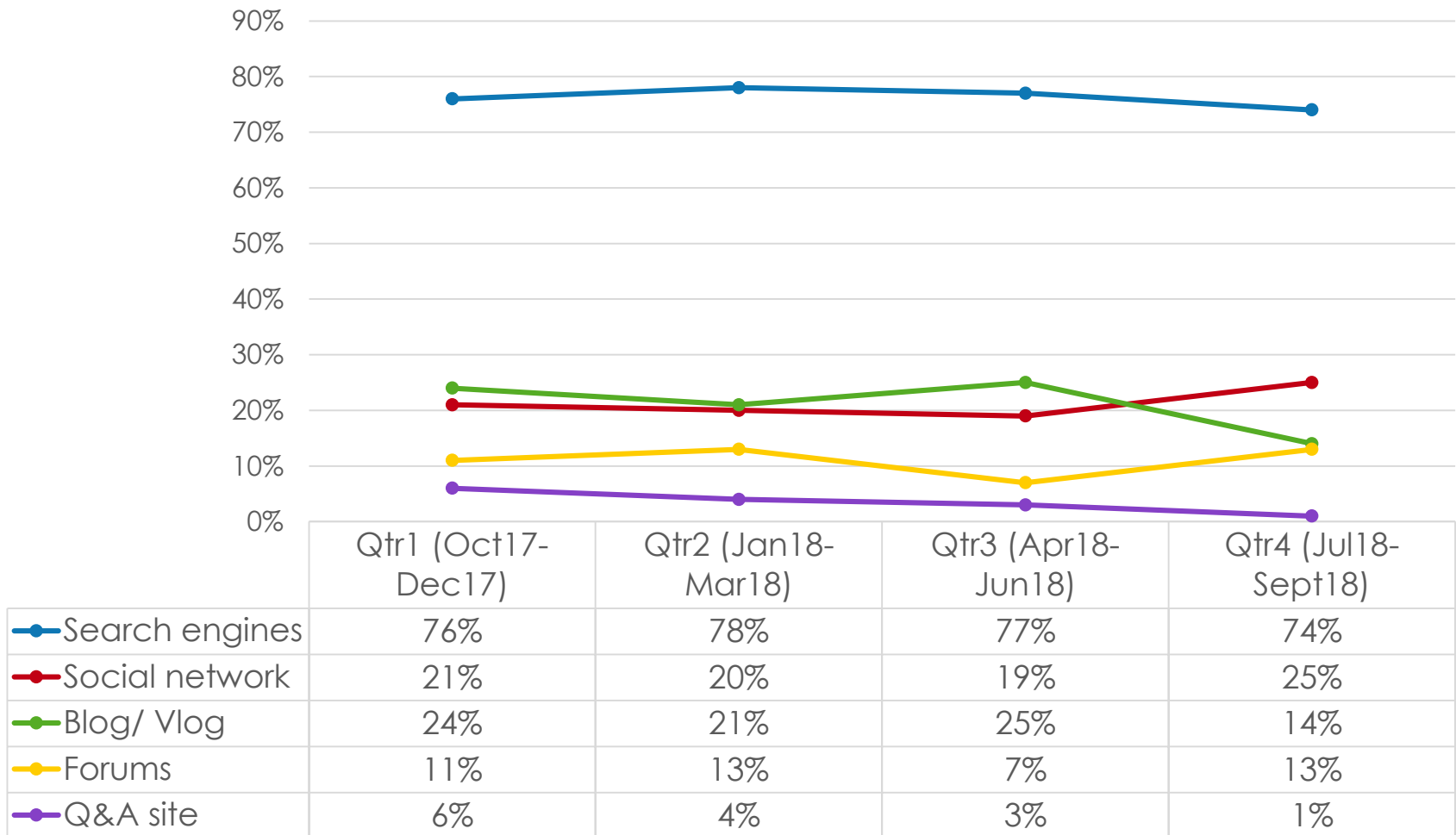
Activities Participation (Top Responses)



SECTION 5

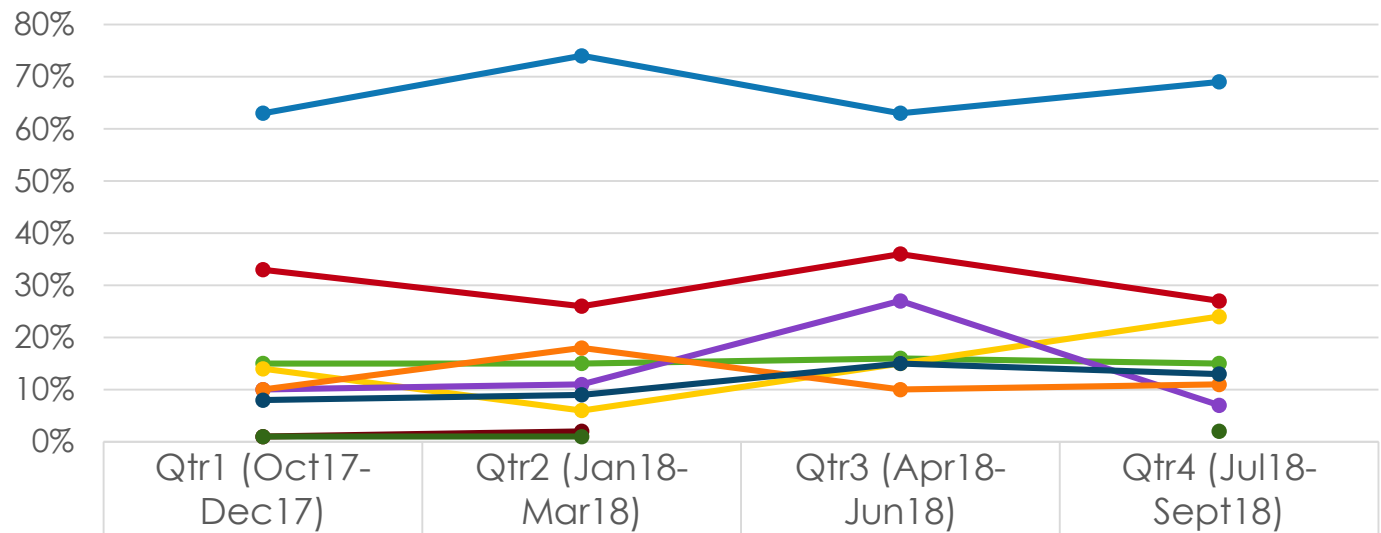
PROMOTIONS

INTERNET- GUAM SOURCES OF INFORMATION



INTERNET- SOURCES OF INFORMATION

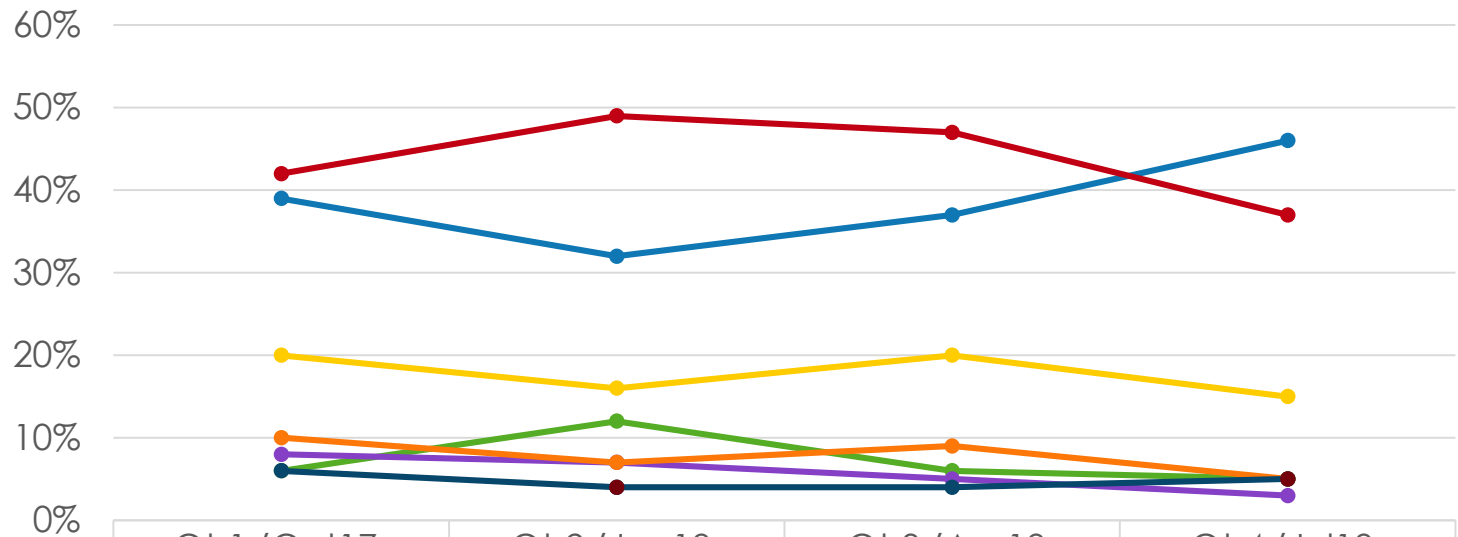
Things to do on Guam



Google	63%	74%	63%	69%
Baidu	33%	26%	36%	27%
Facebook	15%	15%	16%	15%
Yahoo	14%	6%	15%	24%
Weibo	10%	11%	27%	7%
Online booking site	10%	18%	10%	11%
Instagram	8%	9%	15%	13%
Twitter	1%	2%		
Online portal	1%	1%		2%

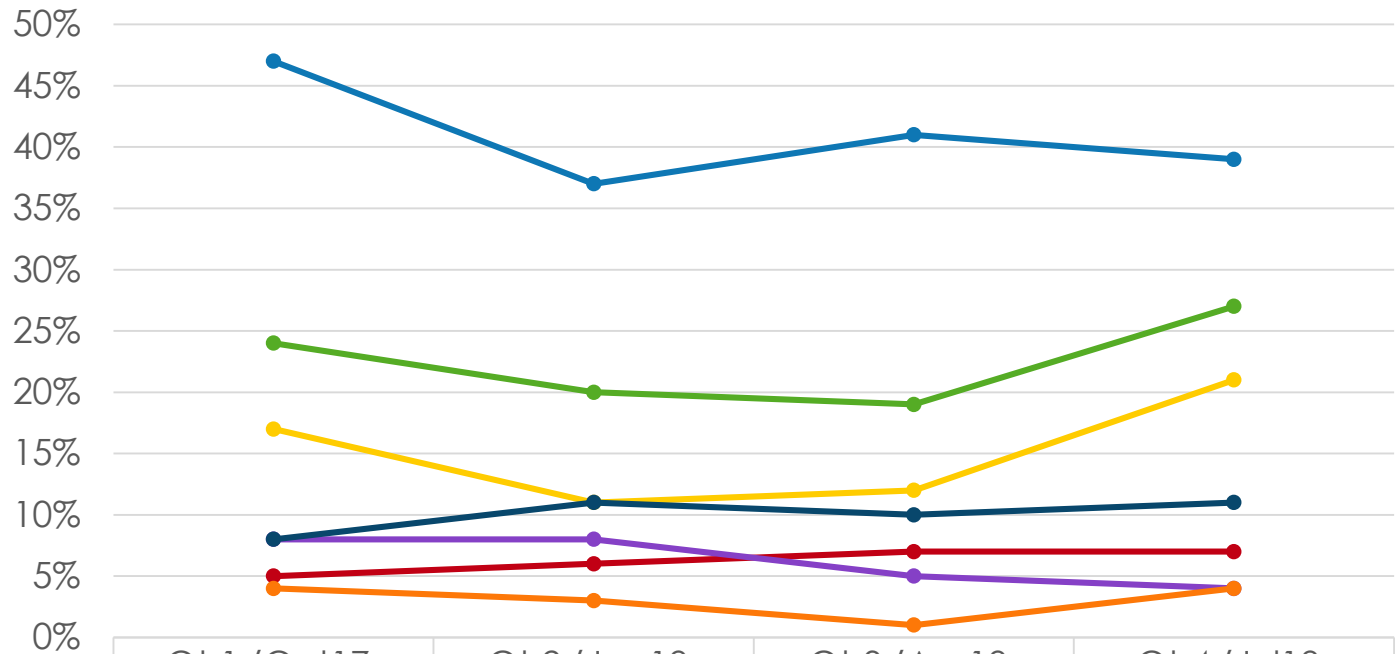
INTERNET- SOURCES OF INFORMATION

GVB



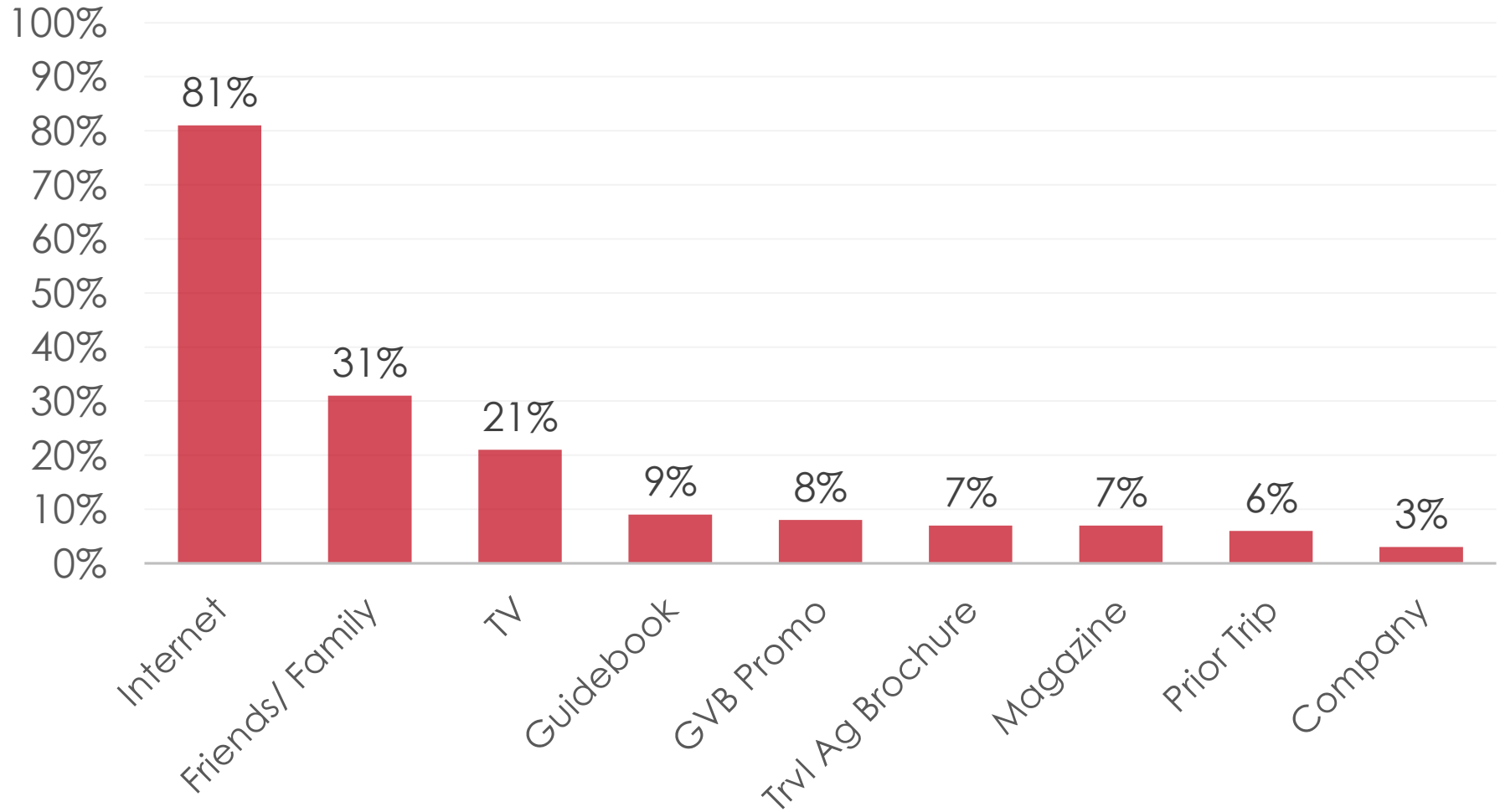
	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
None	39%	32%	37%	46%
GVB Website	42%	49%	47%	37%
GVB Weibo	6%	12%	6%	5%
GVB Facebook	20%	16%	20%	15%
GVB IG	8%	7%	5%	3%
GVB Blog	10%	7%	9%	5%
GVB Café	6%	4%	4%	5%
GVB Twitter		4%		5%

TRAVEL MOTIVATION



	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
Friends/ Family	47%	37%	41%	39%
Company/ Bus Trip	5%	6%	7%	7%
Internet	24%	20%	19%	27%
Travel Show	17%	11%	12%	21%
Travel Agent	8%	8%	5%	4%
Print	4%	3%	1%	4%
Social Media	8%	11%	10%	11%

PRE-ARRIVAL SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION – Key Segments

GVB EXIT SURVEY

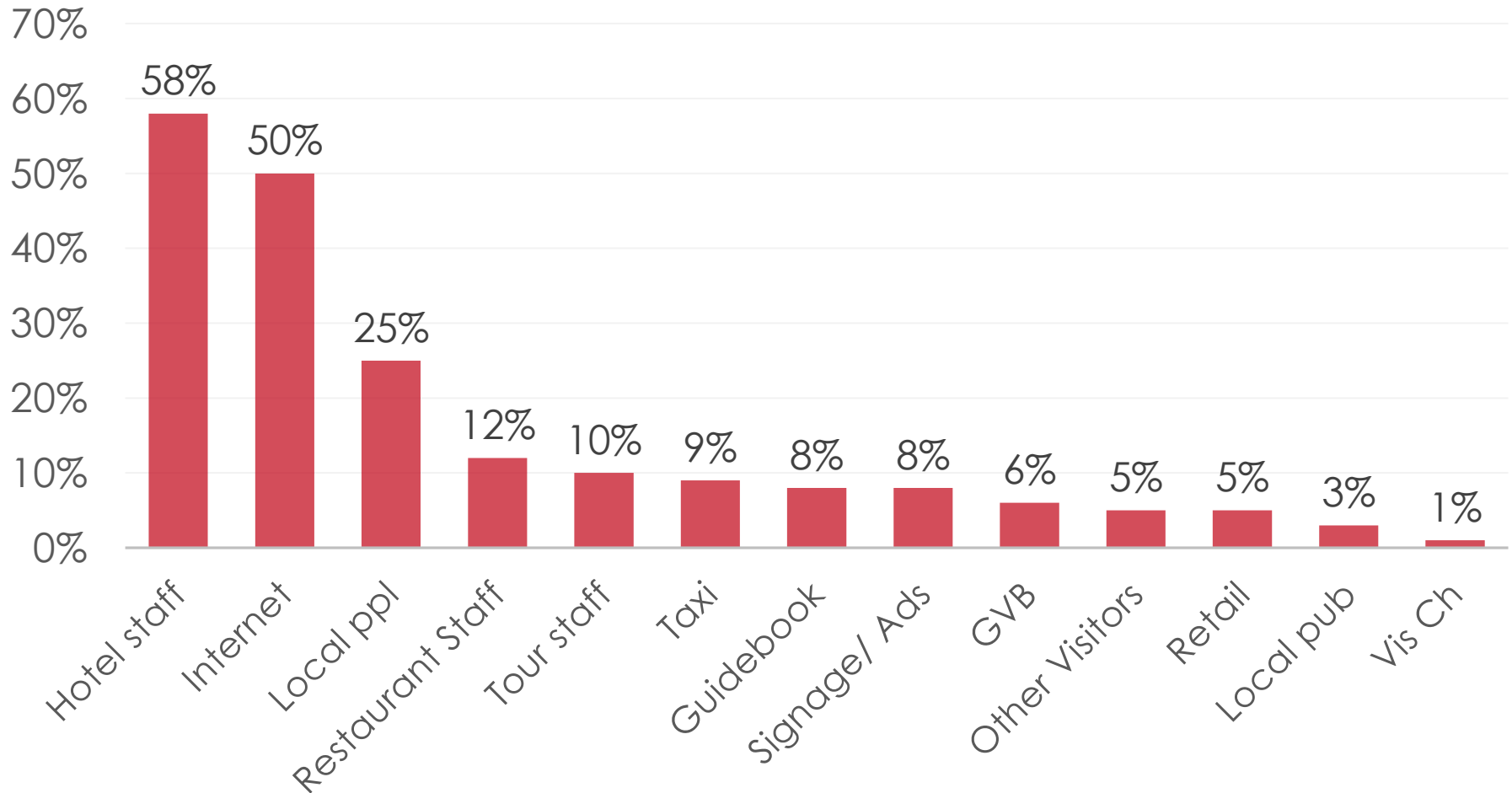
Q1 Please select the top three sources of information you used to find out about Guam before your trip:

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
Q1	Internet/Mobile App	81%	83%	75%	100%
	Friend or relative	31%	33%	29%	33%
	TV	21%	20%	28%	
	Travel guide book at bookstores	9%	9%	9%	
	Guam Visitors Bureau promotional activities	8%	9%	12%	67%
	Magazine (consumer)	7%	9%	10%	
	Travel agent brochure	7%	4%	10%	
	I have been to Guam before	6%	5%	6%	
	Guam Visitors Bureau office	3%	3%	3%	
	Consumer travel shows	2%	2%	3%	
	Co-worker/ company travel department	1%		1%	
	Theater ads	1%	1%		
	Total	110	94	68	3

Prepared by Anthology Research

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:

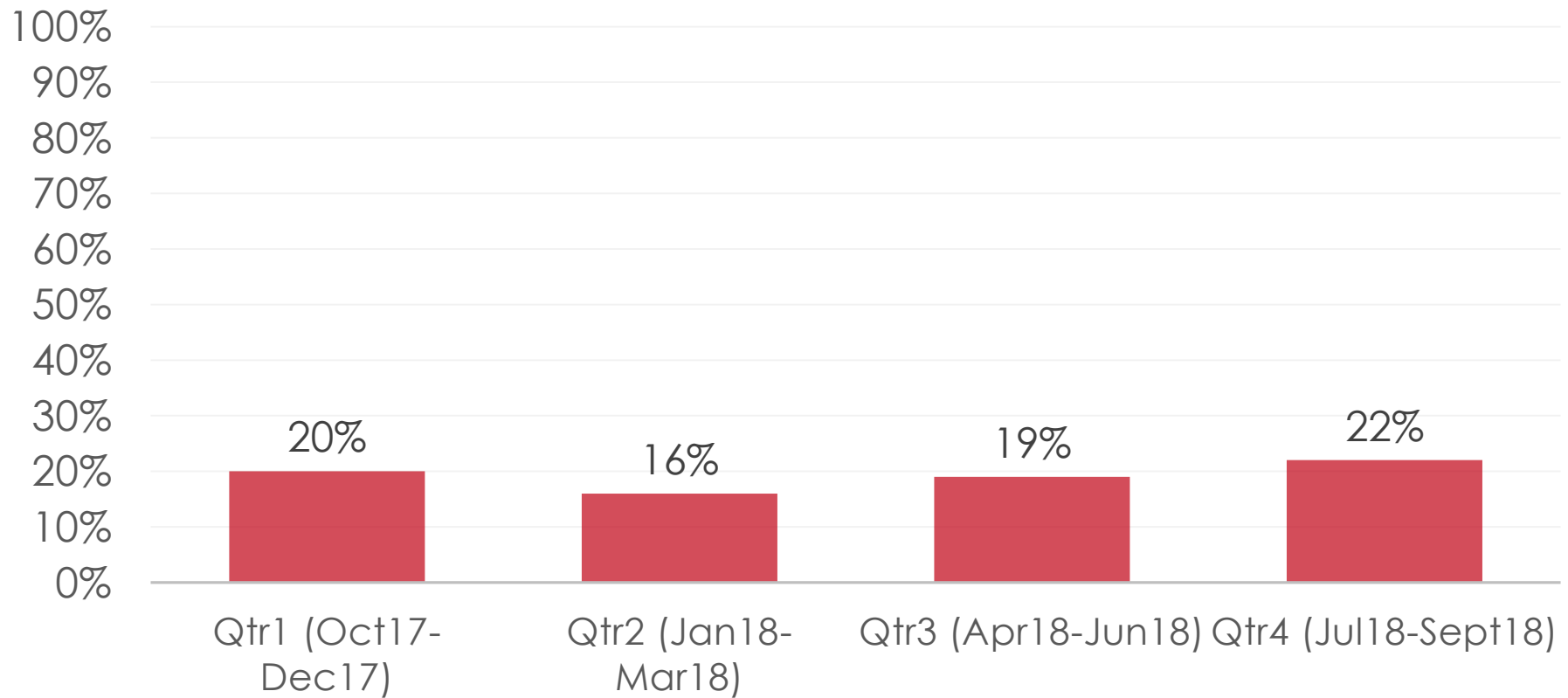
		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
Q2	Hotel staff	58%	57%	54%	67%
	Internet/Mobile App	50%	52%	47%	67%
	Local people	25%	26%	24%	
	Restaurant staff (outside hotel)	12%	13%	12%	
	Tour staff	10%	7%	15%	
	Taxi drivers	9%	7%	7%	
	Signs/ advertisement	8%	7%	9%	
	Guide books I brought with me	8%	10%	10%	
	Guam Visitors Bureau	6%	6%	9%	33%
	Retail staff	5%	3%	3%	
	Other visitors	5%	4%	6%	
	Local publication	3%	3%	3%	
	Visitors channel	1%	1%	1%	
	Total	110	94	68	3

Prepared by Anthology Research

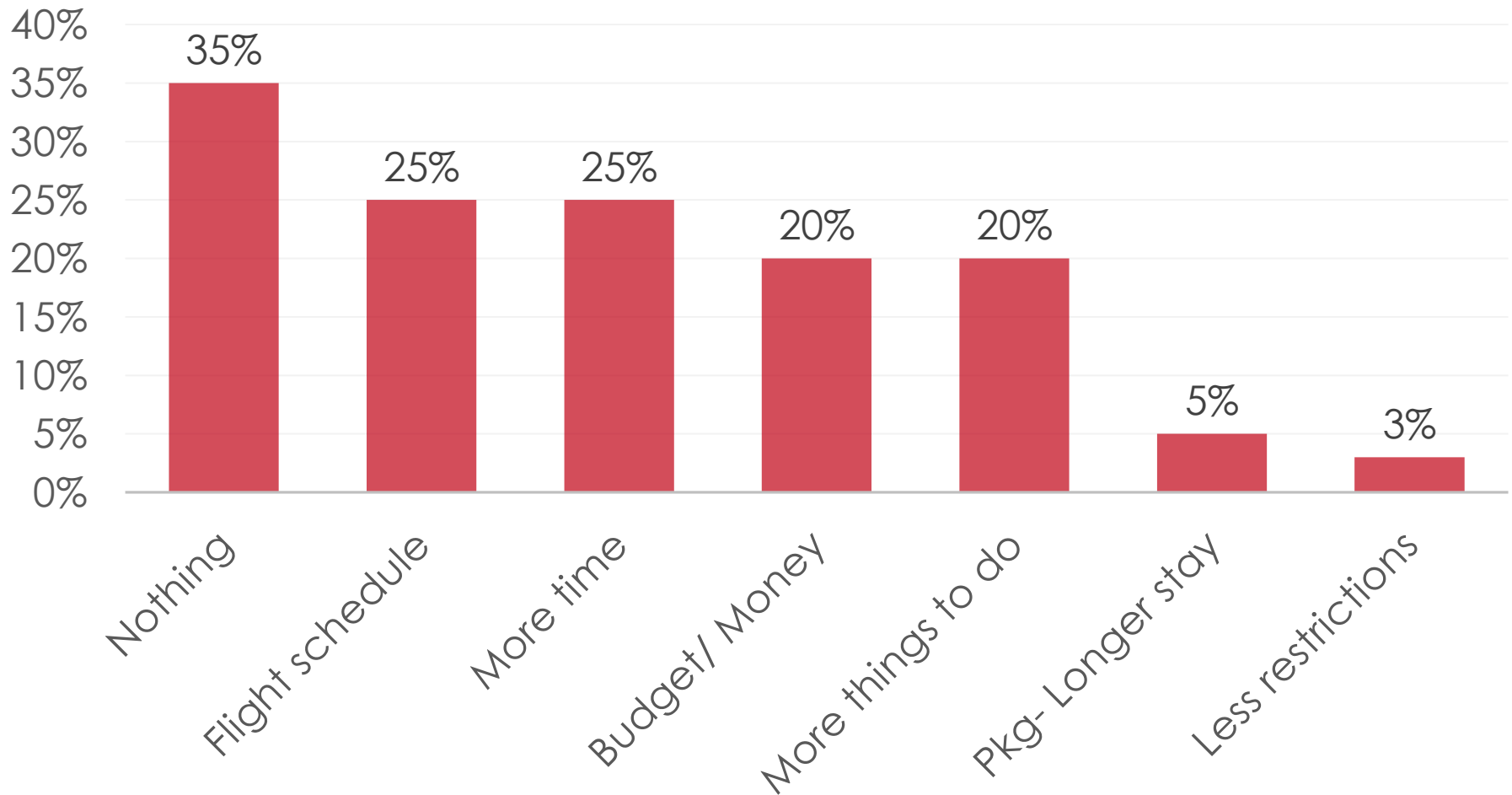
SECTION 6

FUTURE TRAVEL TO GUAM

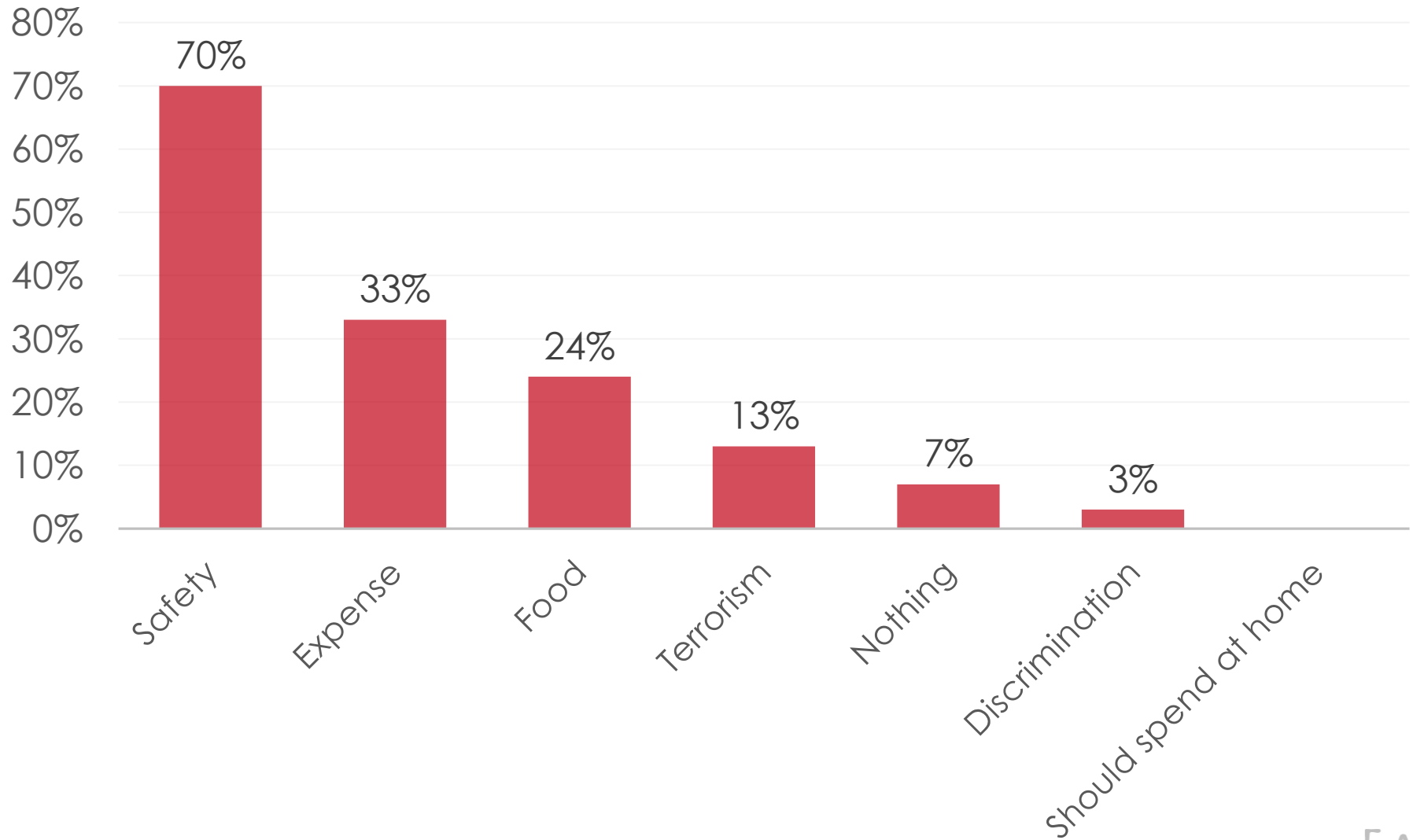
Will security screening/ immigration at Guam Airport impact future travel to Guam?



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



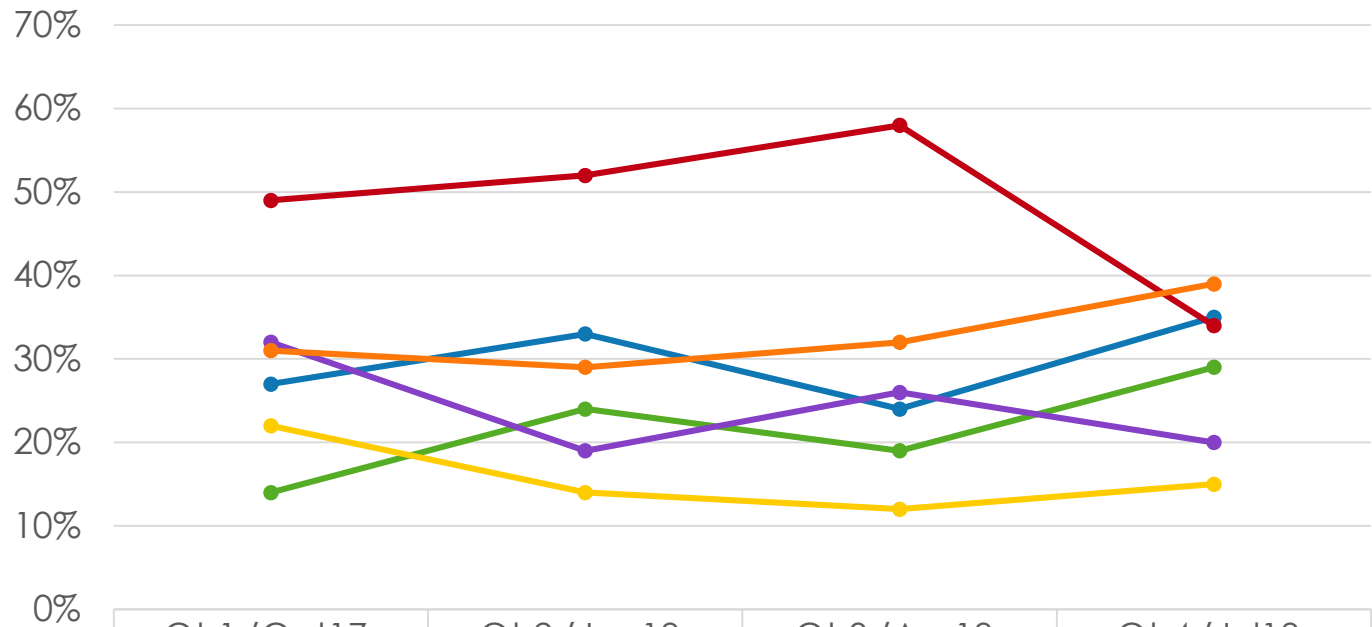
FUTURE TRAVEL CONCERNS



SECTION 7

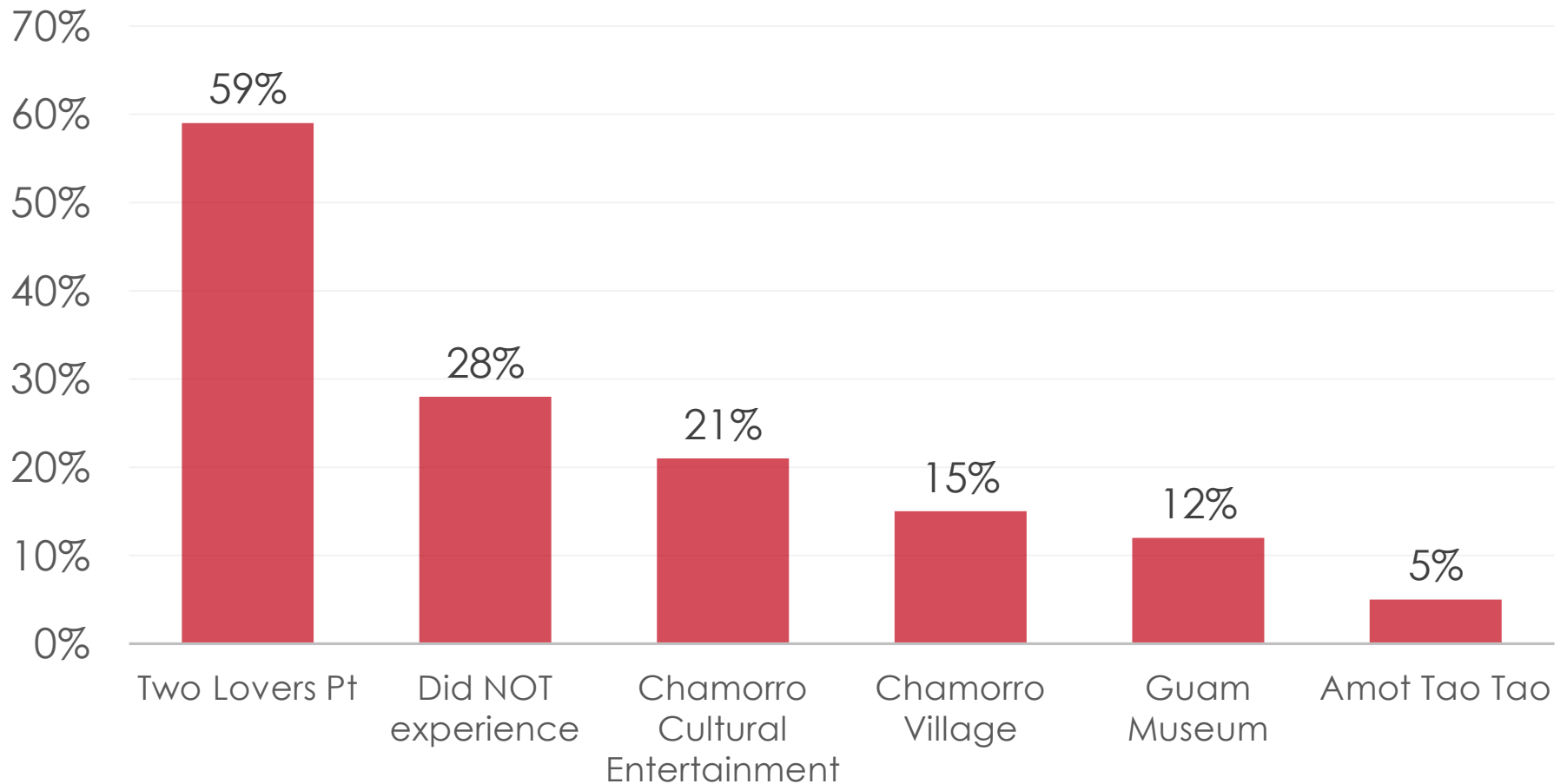
GUAM CULTURE

EXPERIENCED- CHAMORRO/ HAFA ADAI SPIRIT

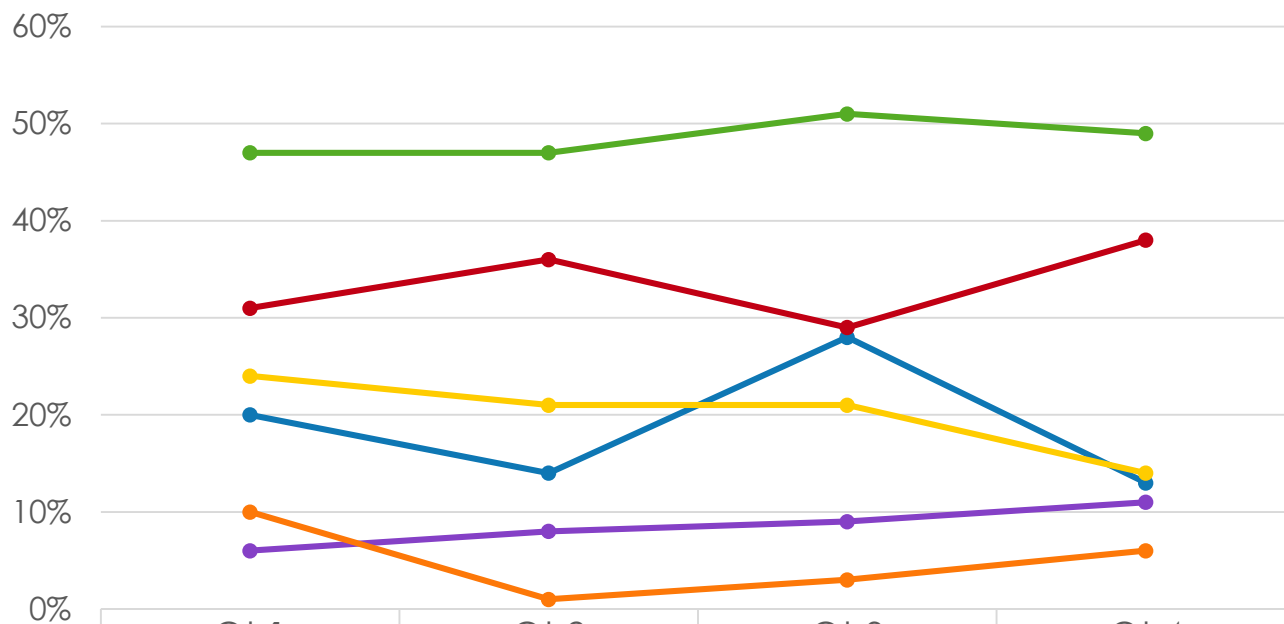


	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
Did NOT experience	27%	33%	24%	35%
Beaches	49%	52%	58%	34%
Chamorro cuisine	14%	24%	19%	29%
Night Market	22%	14%	12%	15%
Socializing- locals	32%	19%	26%	20%
Local Music	31%	29%	32%	39%

EXPERIENCED- OTHER CULTURAL ACTIVITY/EVENTS

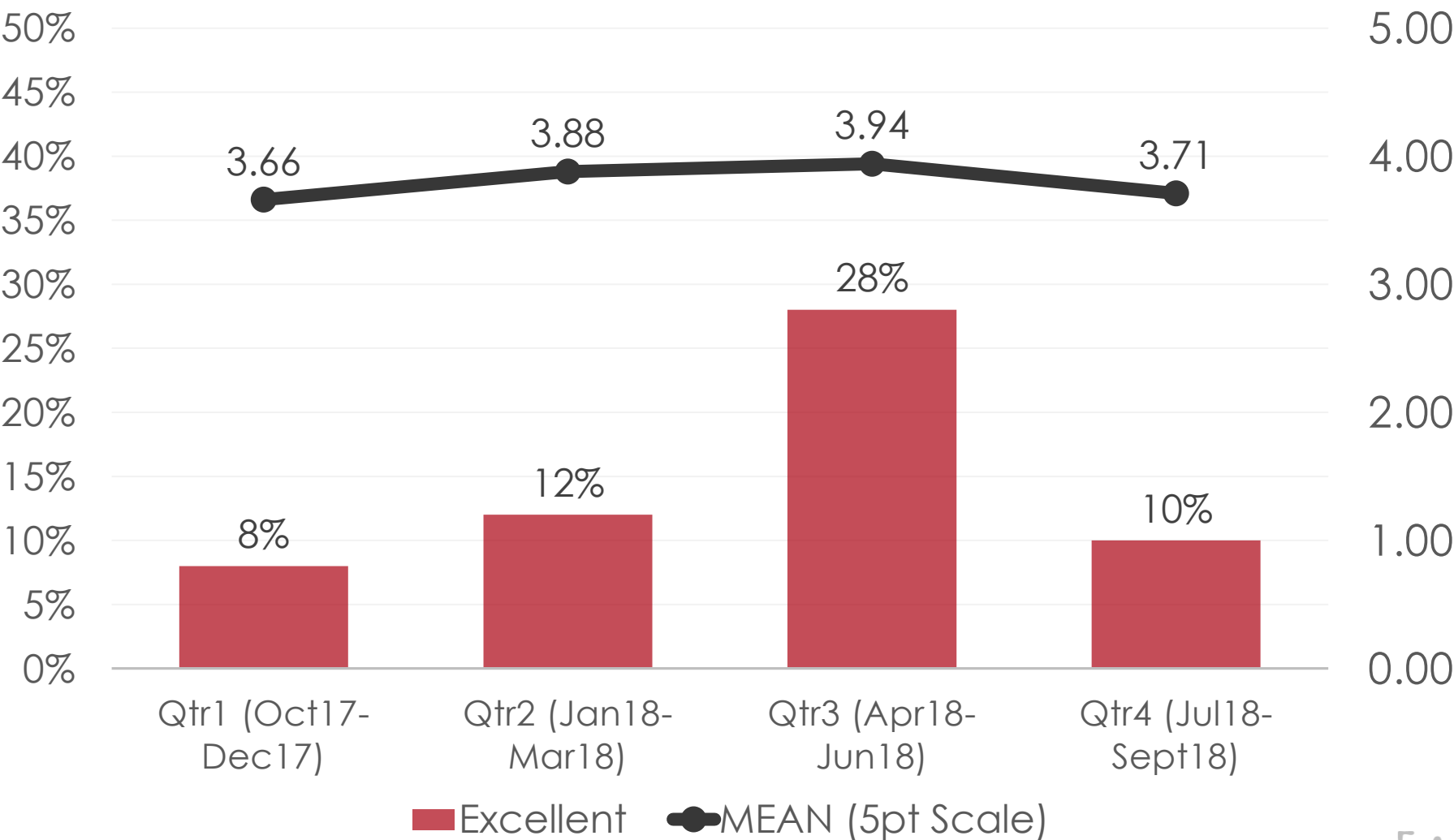


SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS

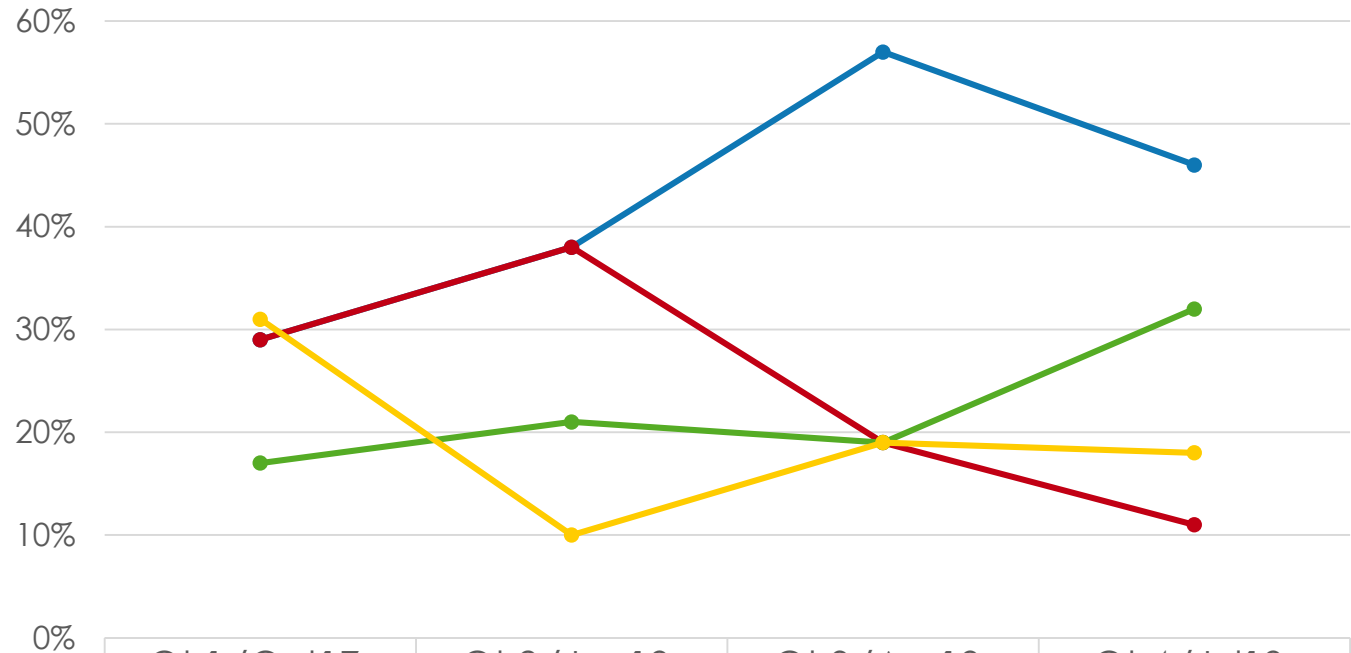






	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
Travel guide/ brochure	20%	14%	28%	13%
Travel agency	31%	36%	29%	38%
Internet	47%	47%	51%	49%
Family/ Friends	24%	21%	21%	14%
Hotel staff	6%	8%	9%	11%
Print	10%	1%	3%	6%

SATISFACTION- CULTURAL ACTIVITY/EVENTS



OBSTACLES- CULTURAL ACTIVITY/EVENTS



 Schedule	29%	38%	57%	46%
 Unaware	29%	38%	19%	11%
 Did not want to	17%	21%	19%	32%
 Did not know where	31%	10%	19%	18%

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, 3rd, 4th Qtr. and Overall 1-4 Qtr. 2018					
	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.	Combined 1-4 Qtr. 2018
Drivers:	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks	2				
Ease of getting around				3	
Safety walking around at night					
Quality of daytime tours		2			1
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	1			2	2
Quality/cleanliness of air, sky				1	3
Quality/cleanliness of parks		1			
Quality of landscape in Tumon					
Quality of landscape in Guam			2		
Quality of ground handler					
Quality/cleanliness of transportation vehicles			1		4
% of Per Person On Island Expenditures Accounted For	44.6%	58.4%	79.5%	56.4%	58.7%
NOTE: Only significant drivers are included.					

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Hong Kong visitor's experience on Guam is driven by three significant factors in the 4th Quarter 2018 Period. By rank order they are:
 - **Quality/cleanliness of air/sky,**
 - **Quality of hotel accommodations, and**
 - **Ease of getting around.**
- With these factors, the overall r^2 is .56.4 meaning that **56.4% of overall satisfaction is accounted for by these factors.**

Drivers – On-Isle Expenditures

Comparison of Drivers of Per Person On Island Expenditure, 1st, 2nd, 3rd, 4th Qtr. and Overall 1-4 Qtr. 2018					
	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr.	Combined 3-4 Qtr. 2018
Drivers:	rank	rank	rank	Rank	rank
Quality & Cleanliness of beaches & parks					
Ease of getting around		1		2	2
Safety walking around at night					4
Quality of daytime tours					
Variety of daytime tours					
Quality of nighttime tours					3
Variety of nighttime tours					
Quality of shopping			1		
Variety of shopping				3	
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				1	
Quality/cleanliness of transportation vehicles					
% of Per Person On Island Expenditures Accounted For	0.0%	4.5%	7.0%	20.9%	7.6%
NOTE: Only significant drivers are included.					

Drivers of On-Isle Expenditures

- **Per Person On Island Expenditure** of Hong Kong visitors on Guam is driven by three significant factors in the 4th Quarter 2018 period. By rank order they are:
 - **Quality of ground handler,**
 - **Ease of getting around, and**
 - **Variety of shopping.**
- With these factors, the overall r^2 is .209 meaning that **20.9% of per person on island expenditure is accounted for by these factors.**