

Guam Visitors Bureau

Hong Kong Visitor Tracker Exit Profile & Market Segmentation Report

FY2019

QTR.1 (OCT-DEC. 2018)

Prepared by: Anthology Research

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GUAM

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 **107** 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 **107** 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.

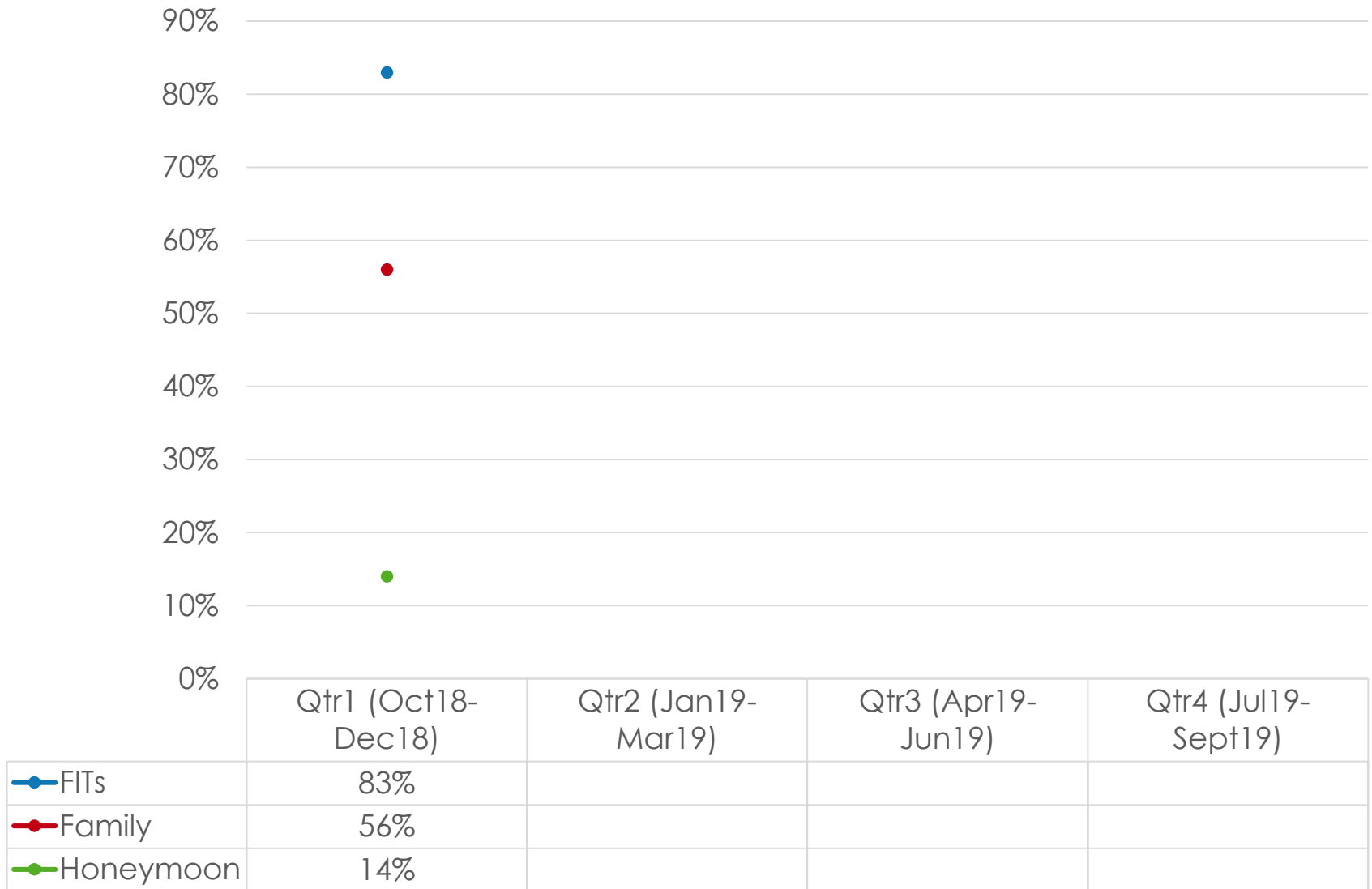
Objectives

- 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

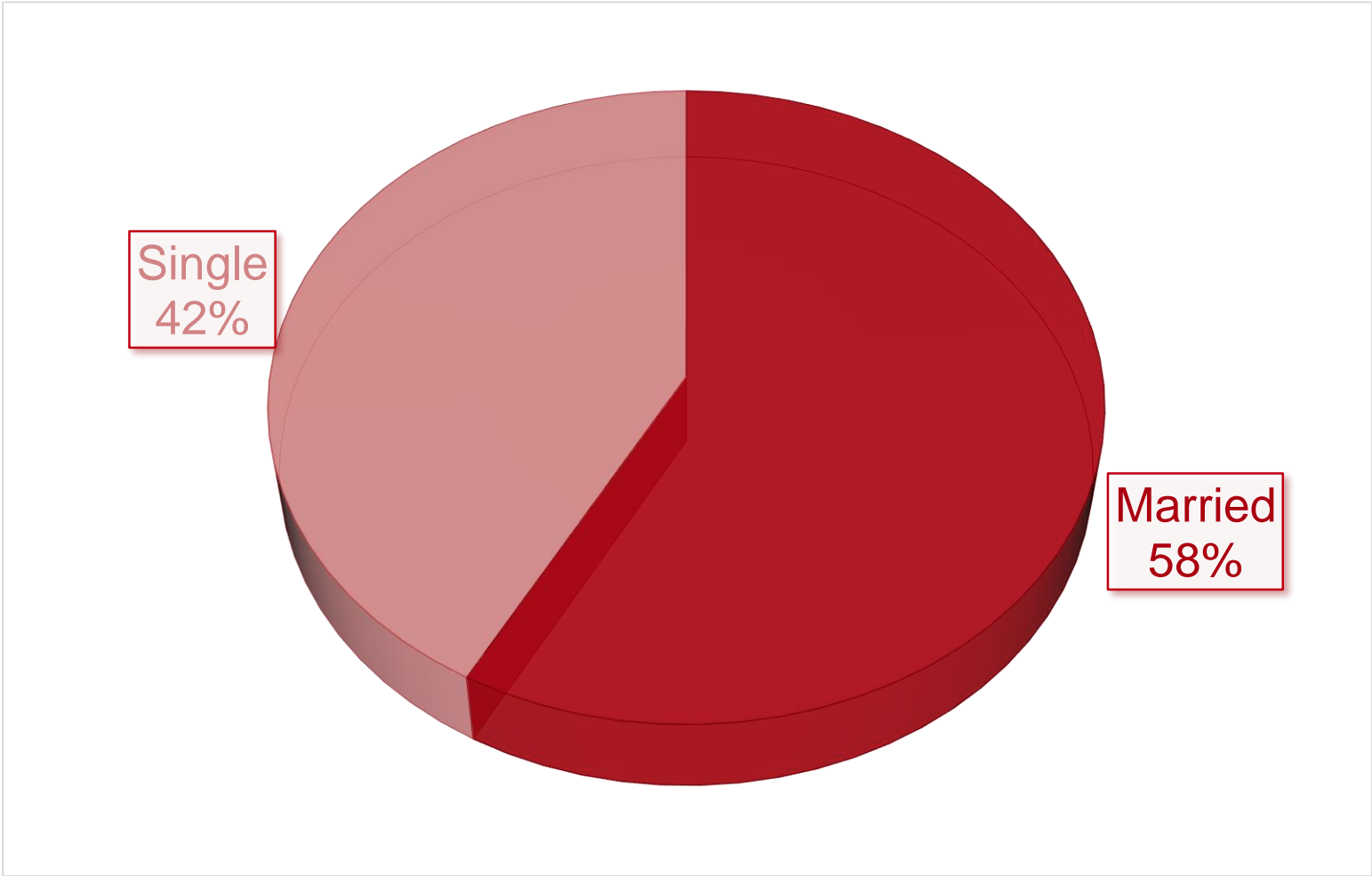
Key Highlighted Segments



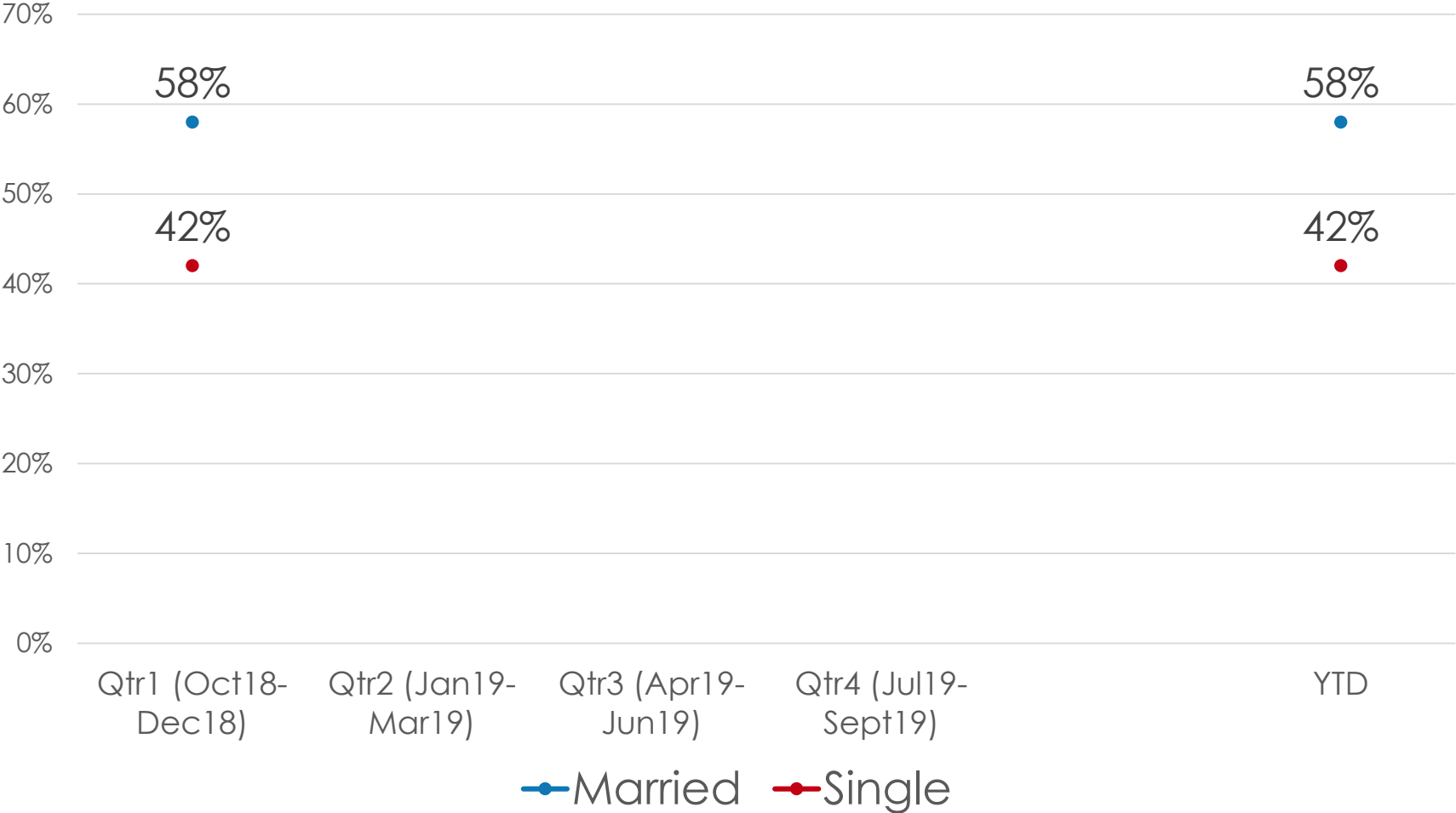
SECTION 1

PROFILE OF RESPONDENTS

Marital Status



Marital status – FY2019 Tracking



Marital status – Key Segments

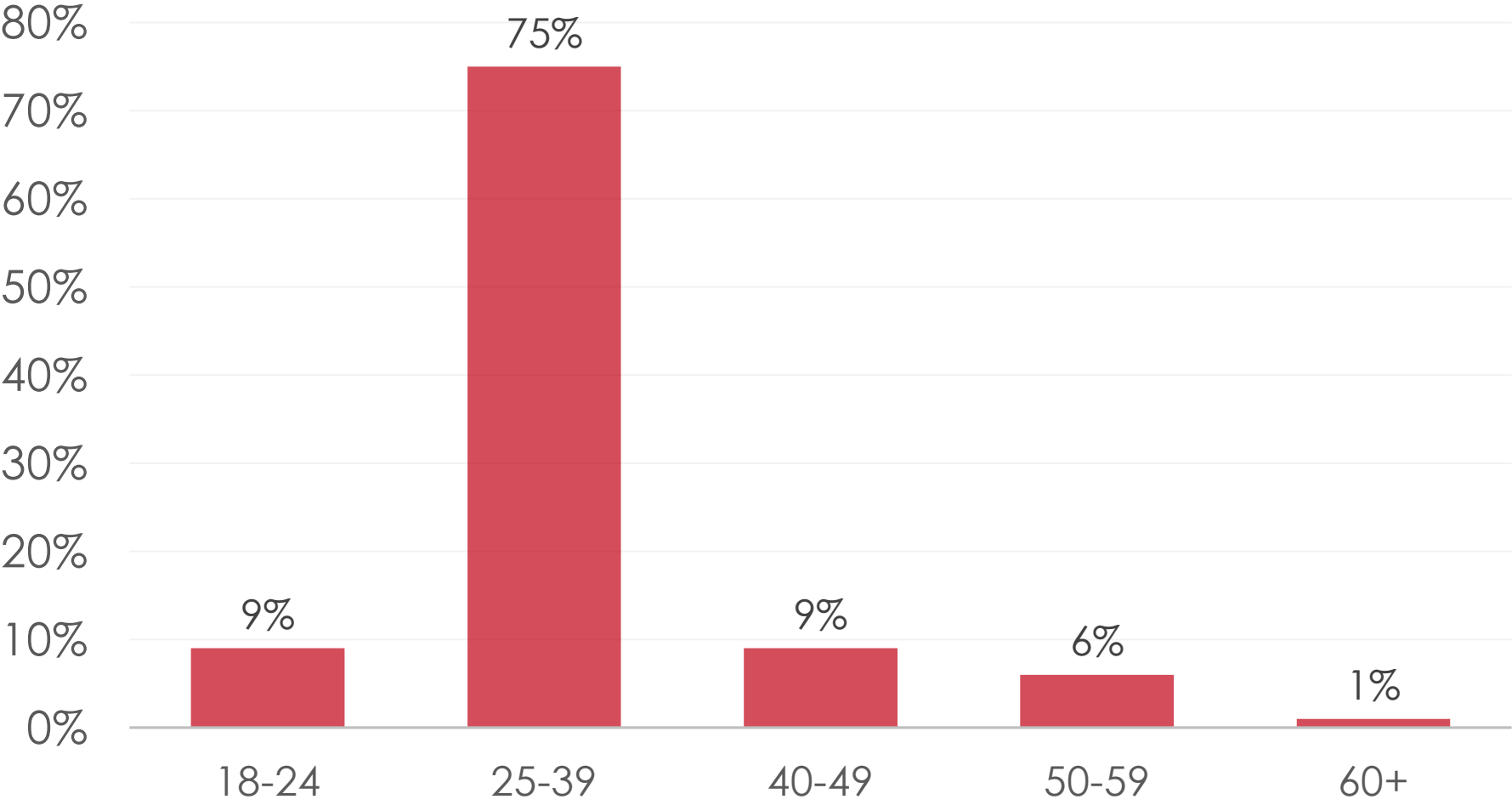
GVB EXIT SURVEY
QE MARITAL STATUS

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
QE	Married	58%	57%	83%	100%
	Single	42%	43%	17%	
	Total	107	89	60	15

Prepared by Anthology Research

Age

MEAN = 32.93
MEDIAN = 31



Age – FY2019 Tracking



	Qtr1 (Oct18- Dec18)	Qtr2 (Jan19- Mar19)	Qtr3 (Apr19- Jun19)	Qtr4 (Jul19- Sept19)		YTD
MEAN	32.93					32.93
MEDIAN	31					31

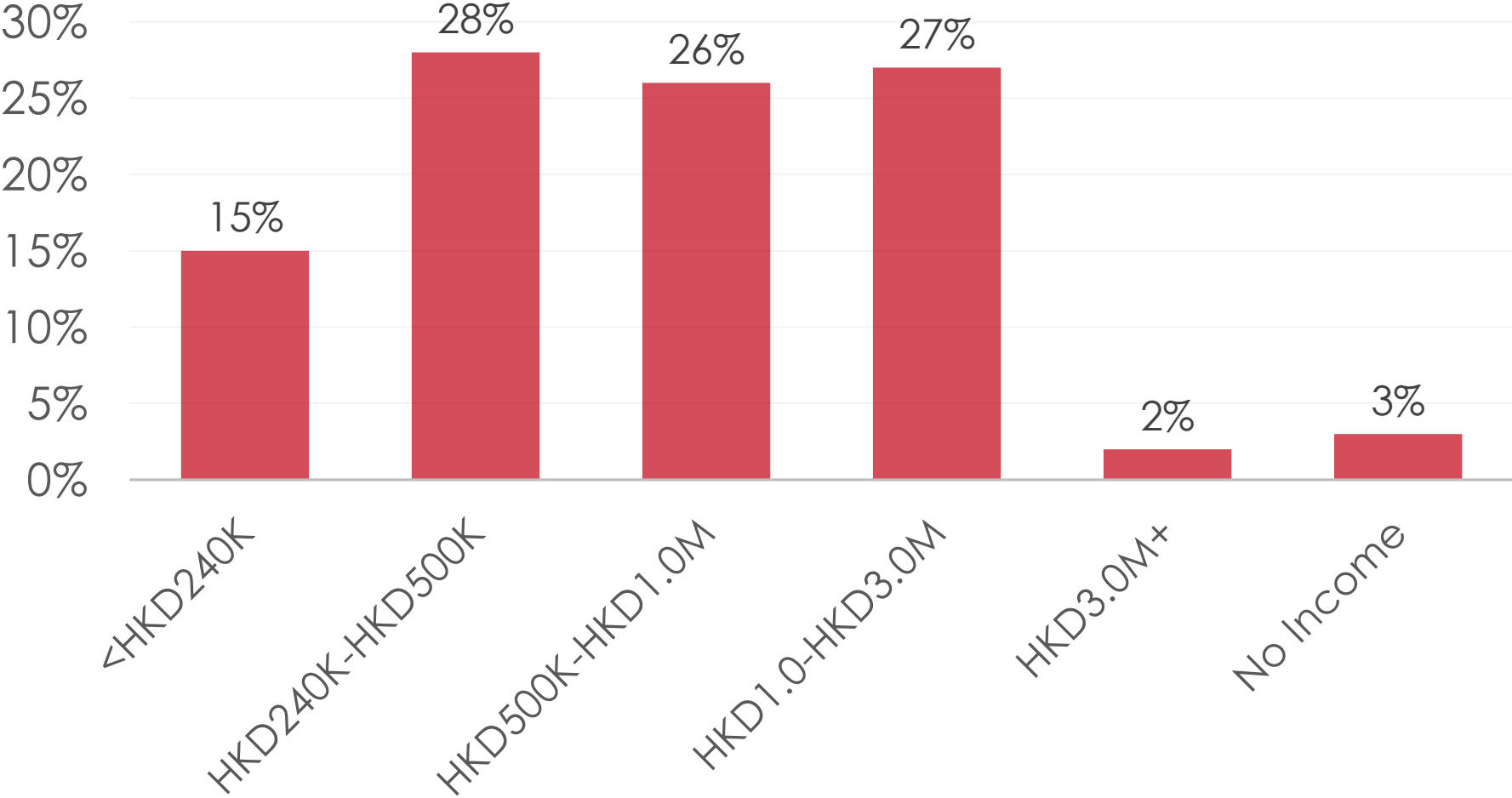
Age – Key Segments

GVB EXIT SURVEY
AGE

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
SD	18-24	9%	10%	7%	13%
	25-39	75%	78%	77%	87%
	40-49	9%	7%	10%	
	50-59	6%	4%	7%	
	60+	1%	1%		
	Total	107	89	60	15
SD	Mean	32.93	32.16	33.40	29.27
	Median	31	31	32	29

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Annual Household Income



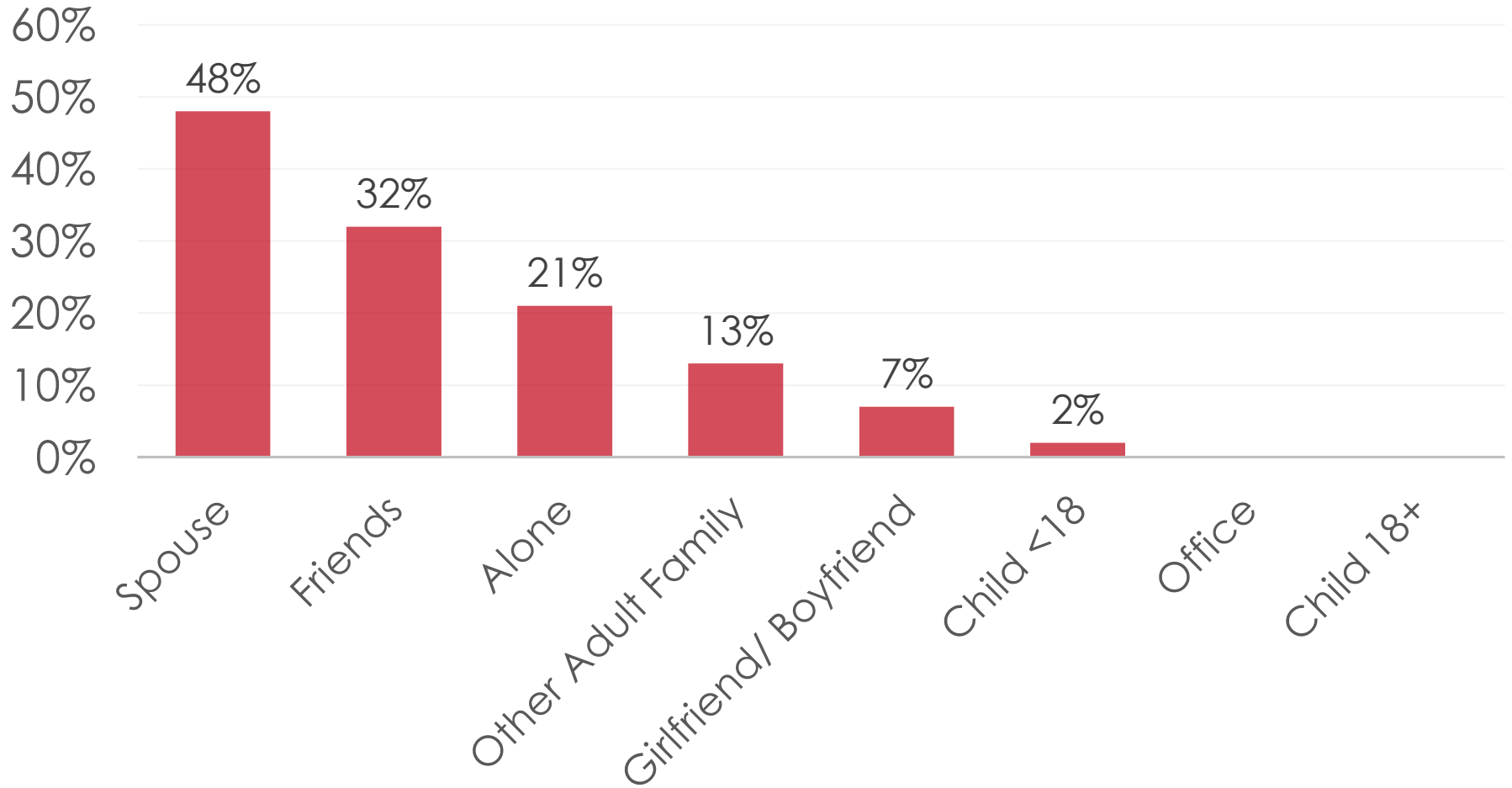
Annual Household Income – Key Segments

GVB EXIT SURVEY
Q26 Household income:

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
Q26	<HKD120K	6%	6%	7%	7%
	HKD120K-HKD240K	9%	10%	7%	7%
	HKD240K-HKD500K	28%	30%	24%	36%
	HKD500K-HKD1.0M	26%	22%	24%	14%
	HKD1.0M-HKD2.0M	23%	22%	31%	14%
	HKD2.0M-HKD3.0M	4%	3%	2%	7%
	HKD3.0M+	2%	2%	2%	
	No Income	3%	3%	3%	14%
	Total	104	86	58	14

Prepared by Anthology Research

Travel Party



Travel Party

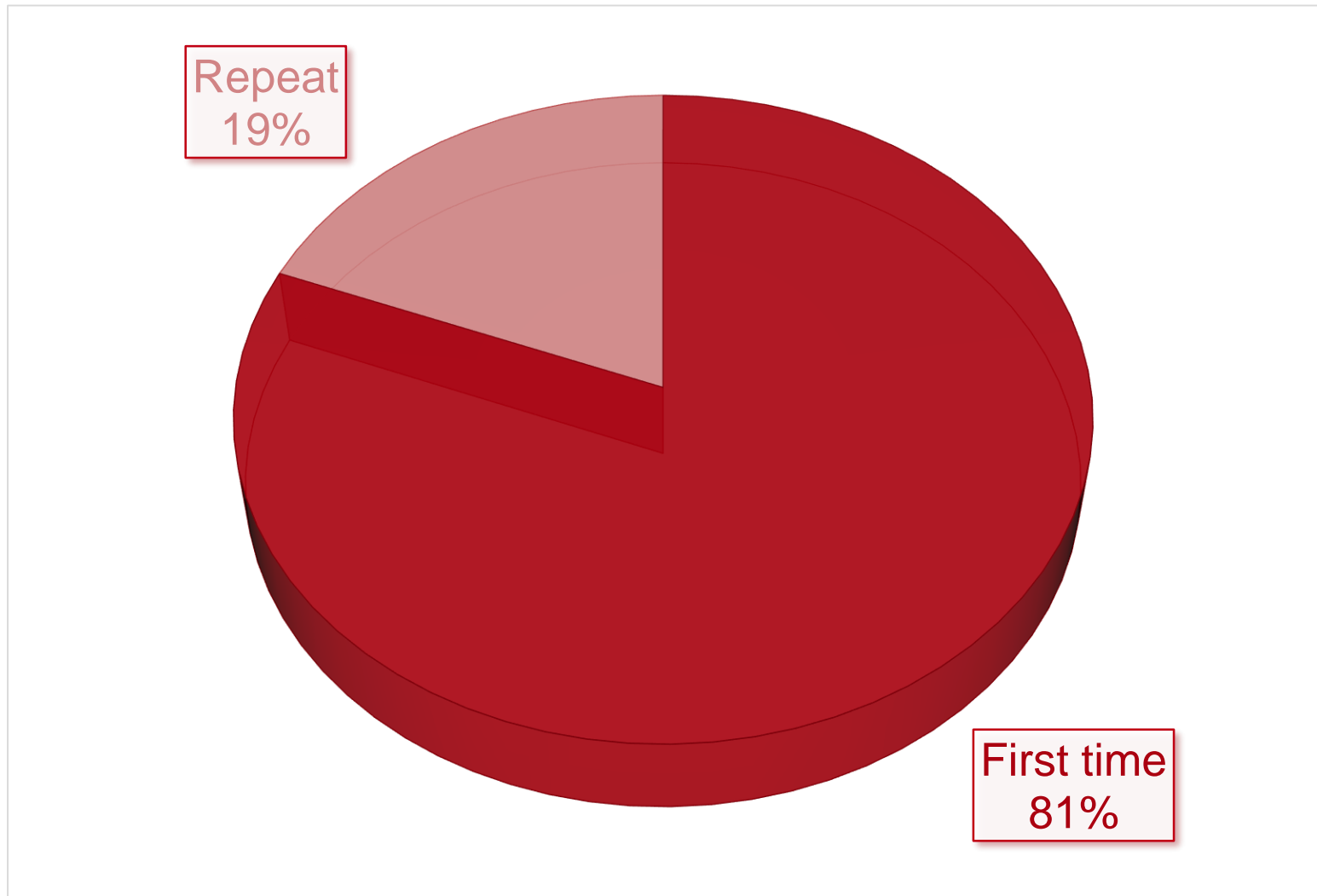


	Qtr1 (Oct18- Dec18)	Qtr2 (Jan19- Mar19)	Qtr3 (Apr19- Jun19)	Qtr4 (Jul19- Sept19)
Spouse	48%			
Child <18	2%			
Friend/ Assoc	32%			
Other Adult Family	13%			
Alone	21%			
Girlfriend/ Boyfriend	7%			
Child- Adult				
Office				

Travel Party - Children



Trips to Guam



Trips to Guam – FY2019 Tracking



Trips to Guam – Key Segments

GVB EXIT SURVEY

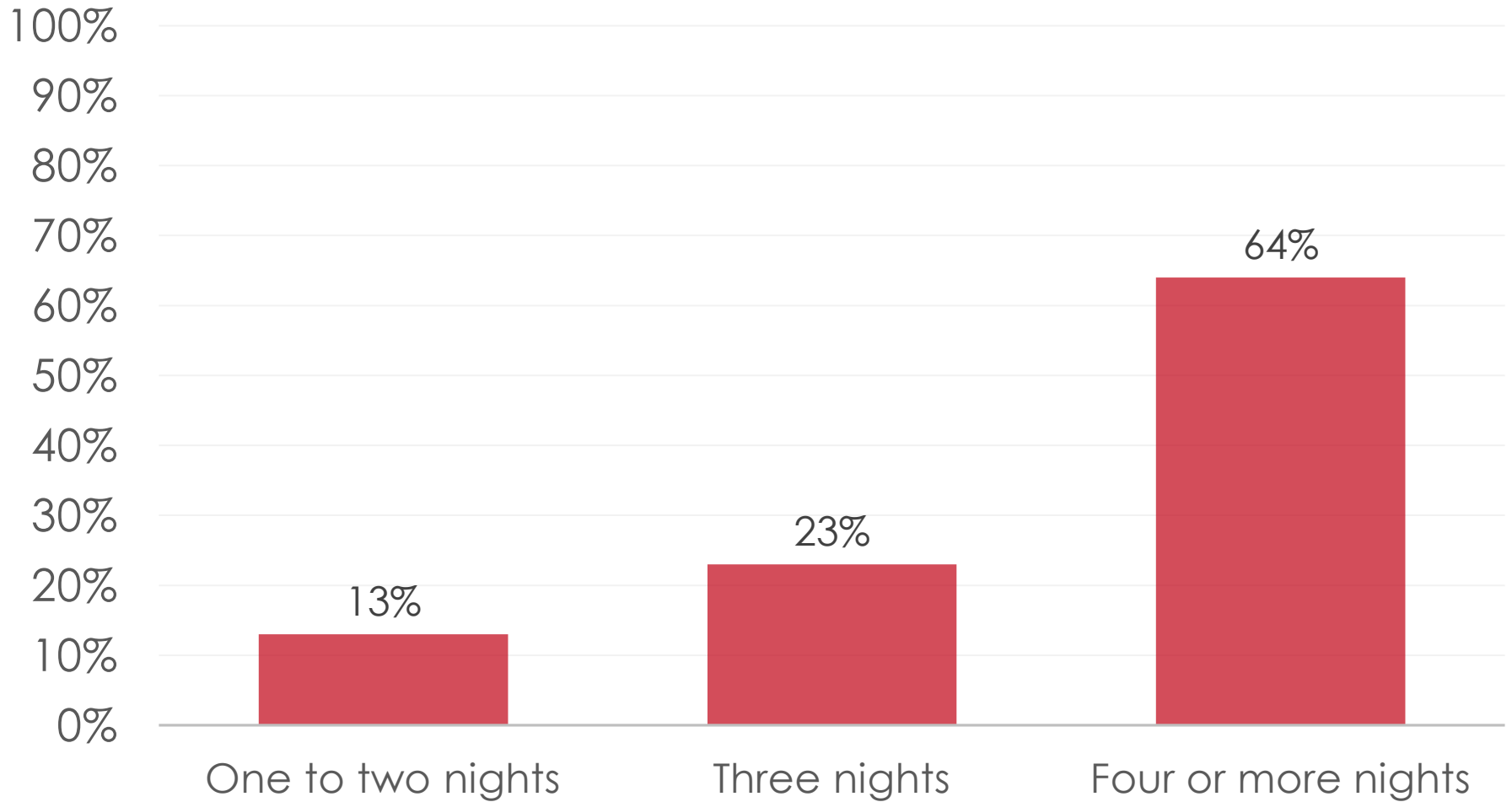
Q3 Including this trip, how many times have you visited Guam?

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
Q3	1st Time	81%	82%	77%	87%
	Repeat	19%	18%	23%	13%
	Total	107	89	60	15
Q3A	Mean	1.35	1.36	1.40	1.13
	Median	1	1	1	1

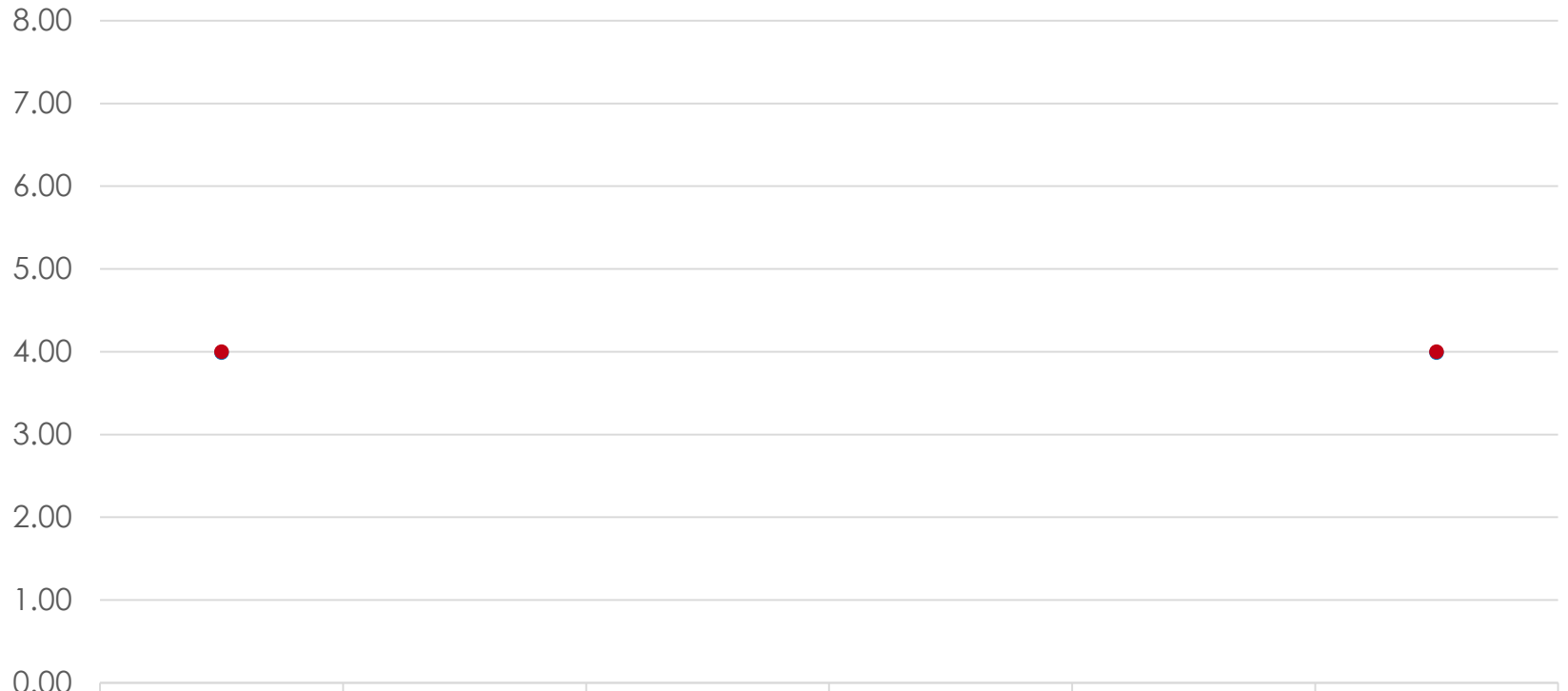
Prepared by Anthology Research

Length of Stay

MEAN NUMBER OF NIGHTS = 3.99
MEDIAN NUMBER OF NIGHTS = 4



Length of Stay – FY2019 Tracking



	Qtr1 (Oct18- Dec18)	Qtr2 (Jan19- Mar19)	Qtr3 (Apr19- Jun19)	Qtr4 (Jul19- Sept19)		YTD
MEAN	3.99					3.99
MEDIAN	4					4

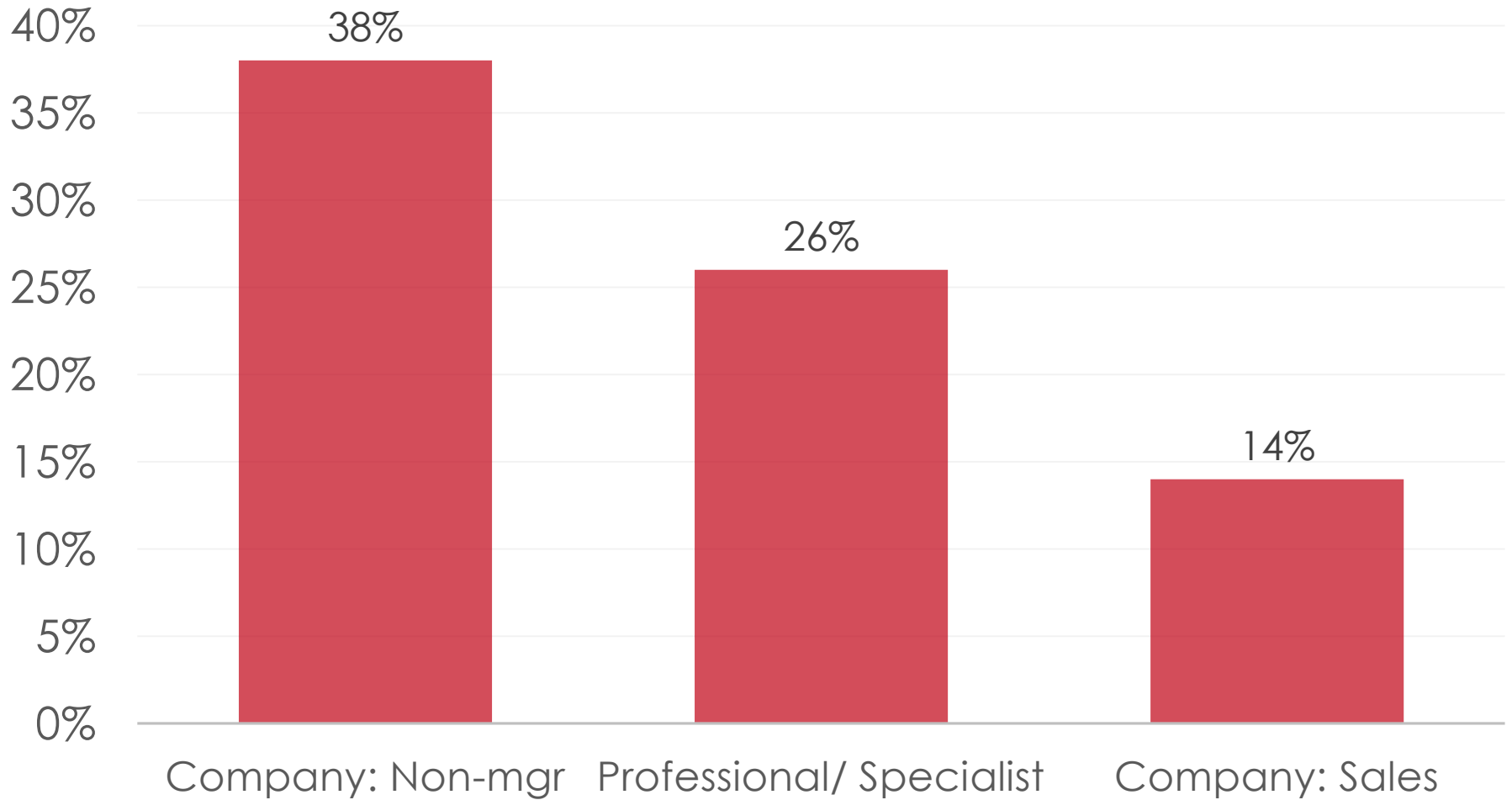
Length of Stay – Key Segments

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

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
SA	1-2	13%	13%	12%	13%
	3	23%	16%	22%	
	4+	64%	71%	67%	87%
	Total	107	89	60	15
SA	Mean	3.99	4.13	4.15	5.07
	Median	4	4	4	5

Prepared by Anthology Research

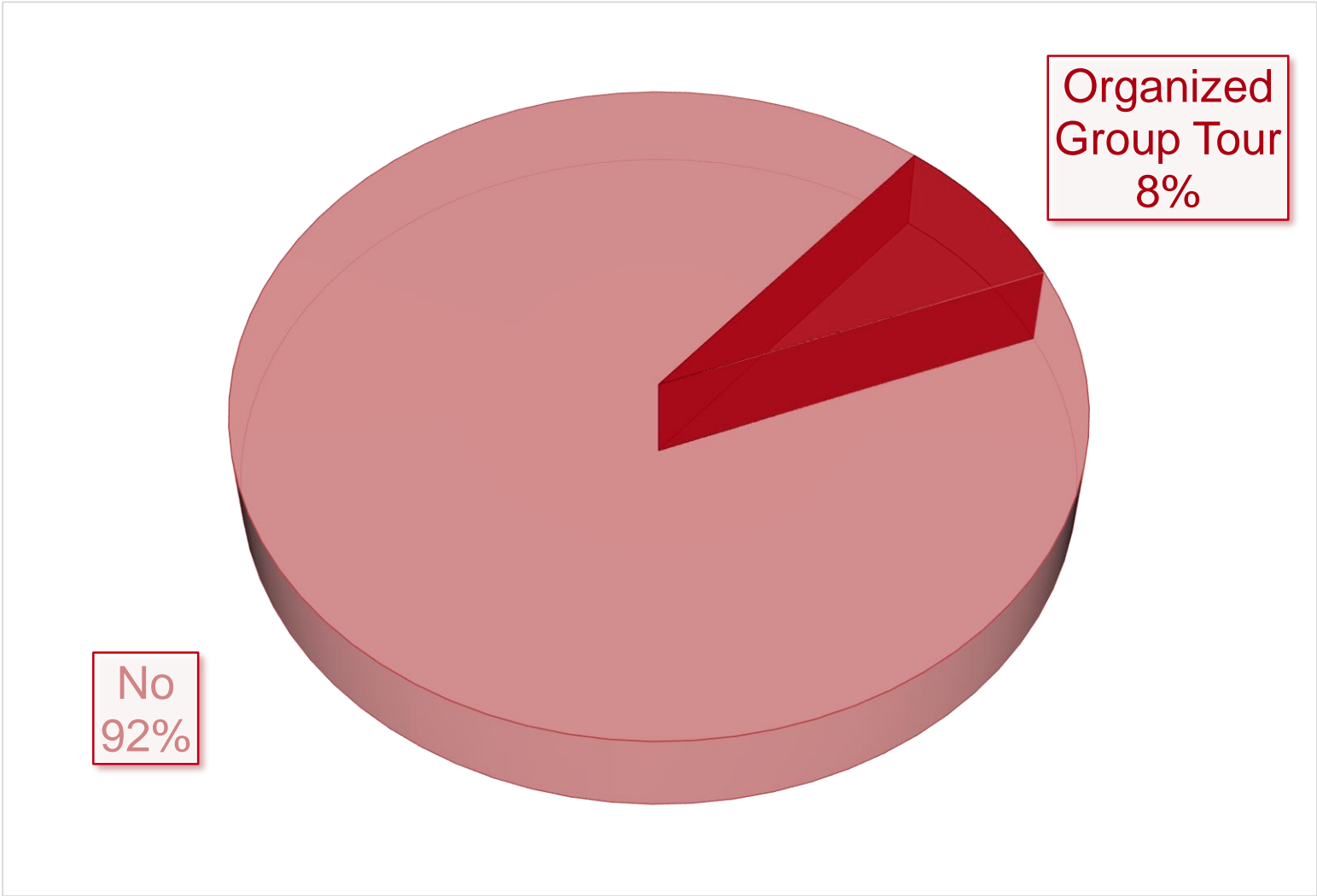
Occupation – Top Responses (10%+)



SECTION 2

TRAVEL PLANNING

Organized Group Tour

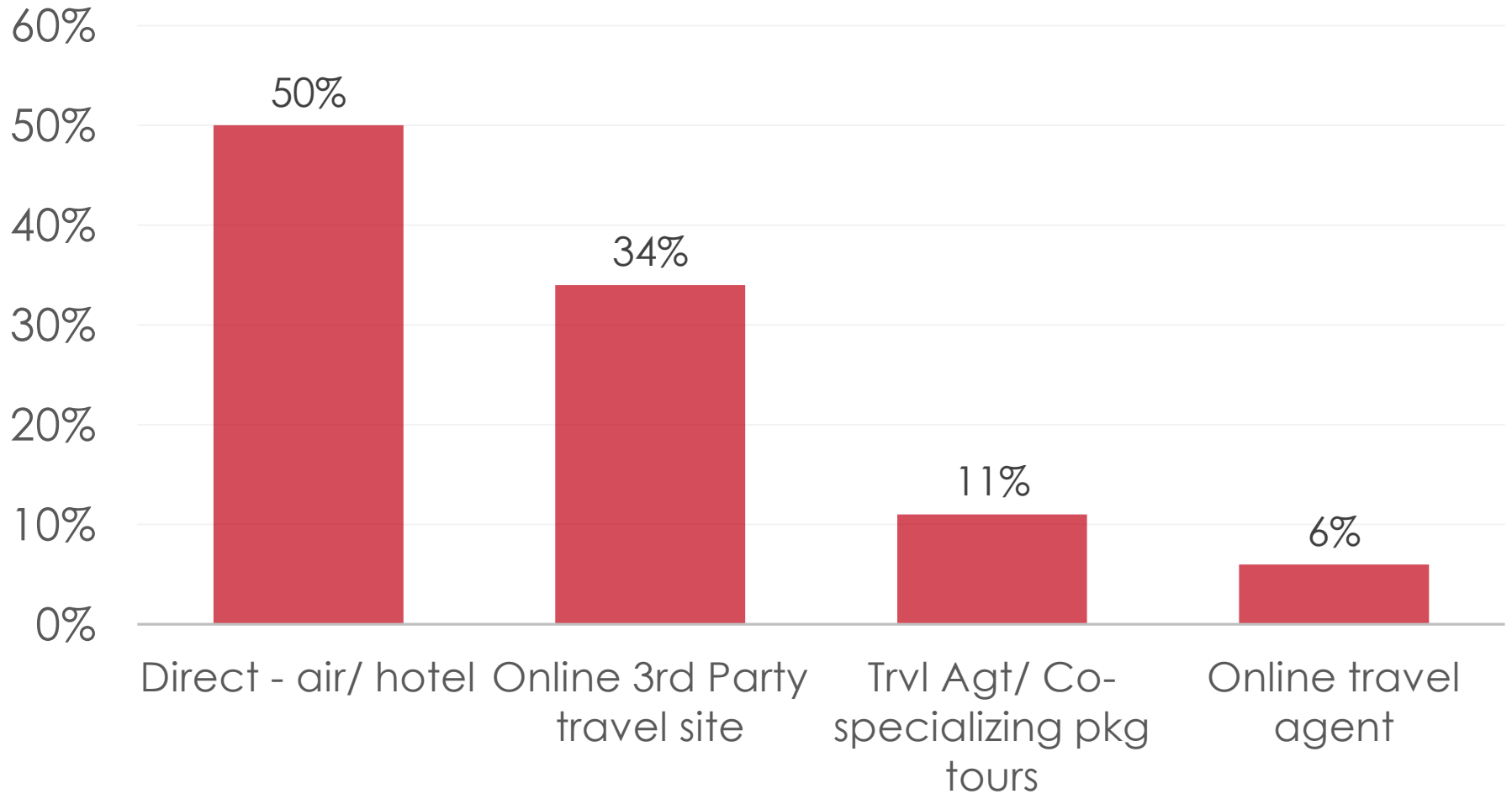


Organized Group Tour– Tracking

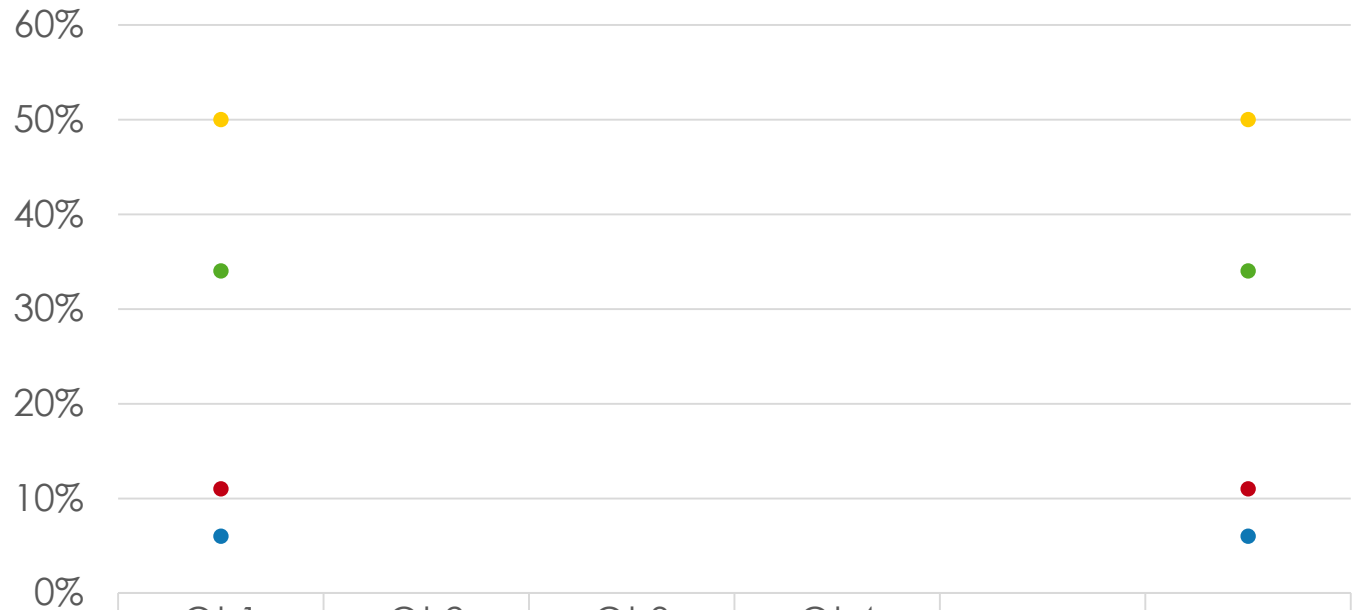


	Qtr1 (Oct18- Dec18)	Qtr2 (Jan19- Mar19)	Qtr3 (Apr19- Jun19)	Qtr4 (Jul19- Sept19)		YTD
— Organized Group Tour	8%					8%

Travel Arrangements- Sources

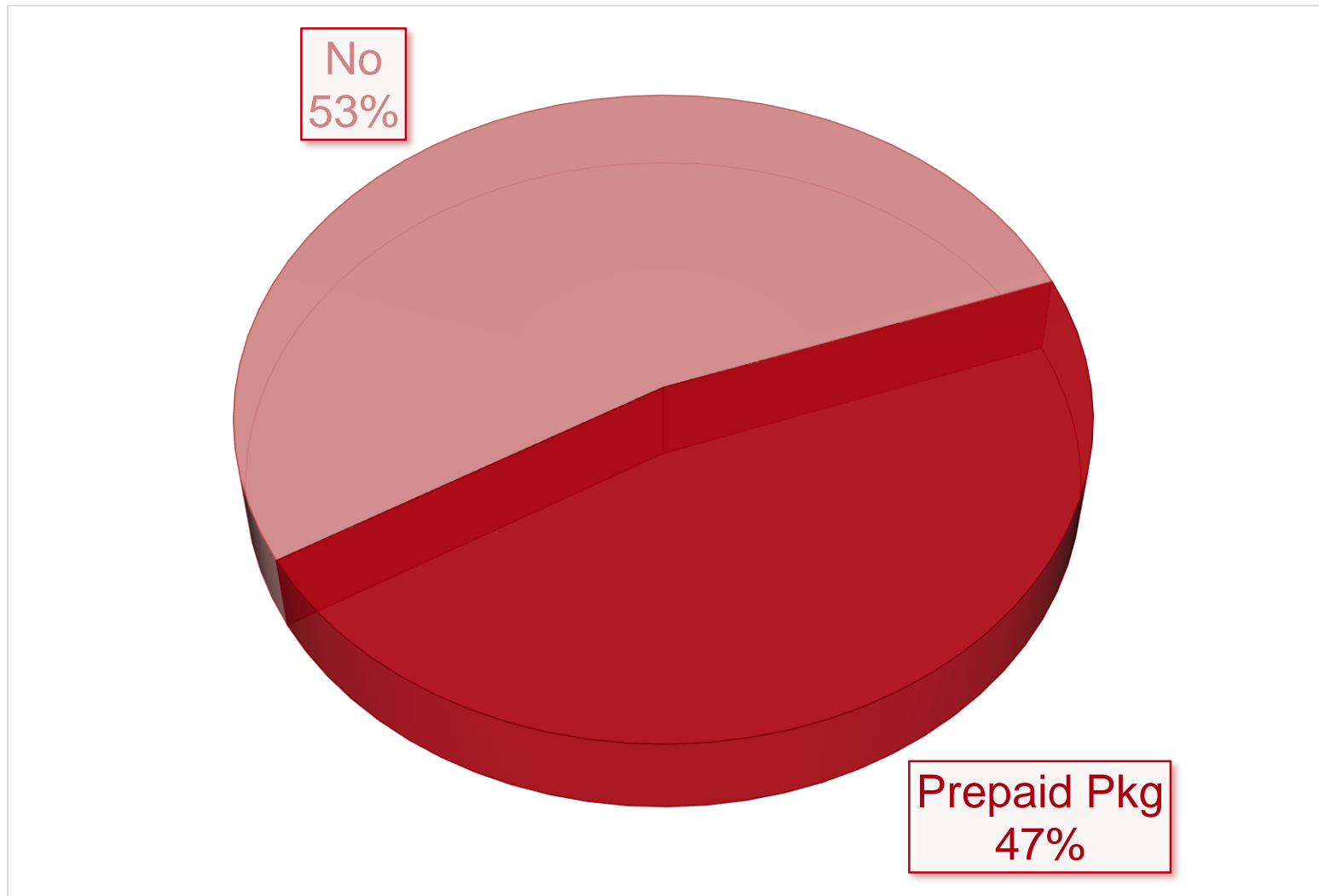


Travel Arrangements- Sources



	Qtr1 (Oct18- Dec18)	Qtr2 (Jan19- Mar19)	Qtr3 (Apr19- Jun19)	Qtr4 (Jul19- Sept19)		YTD
Online travel agent	6%					6%
Trvl Agt/ Co- Pkg Tour	11%					11%
Online 3rd Party	34%					34%
Direct Air/ Hotel	50%					50%

Prepaid Pkg Trip

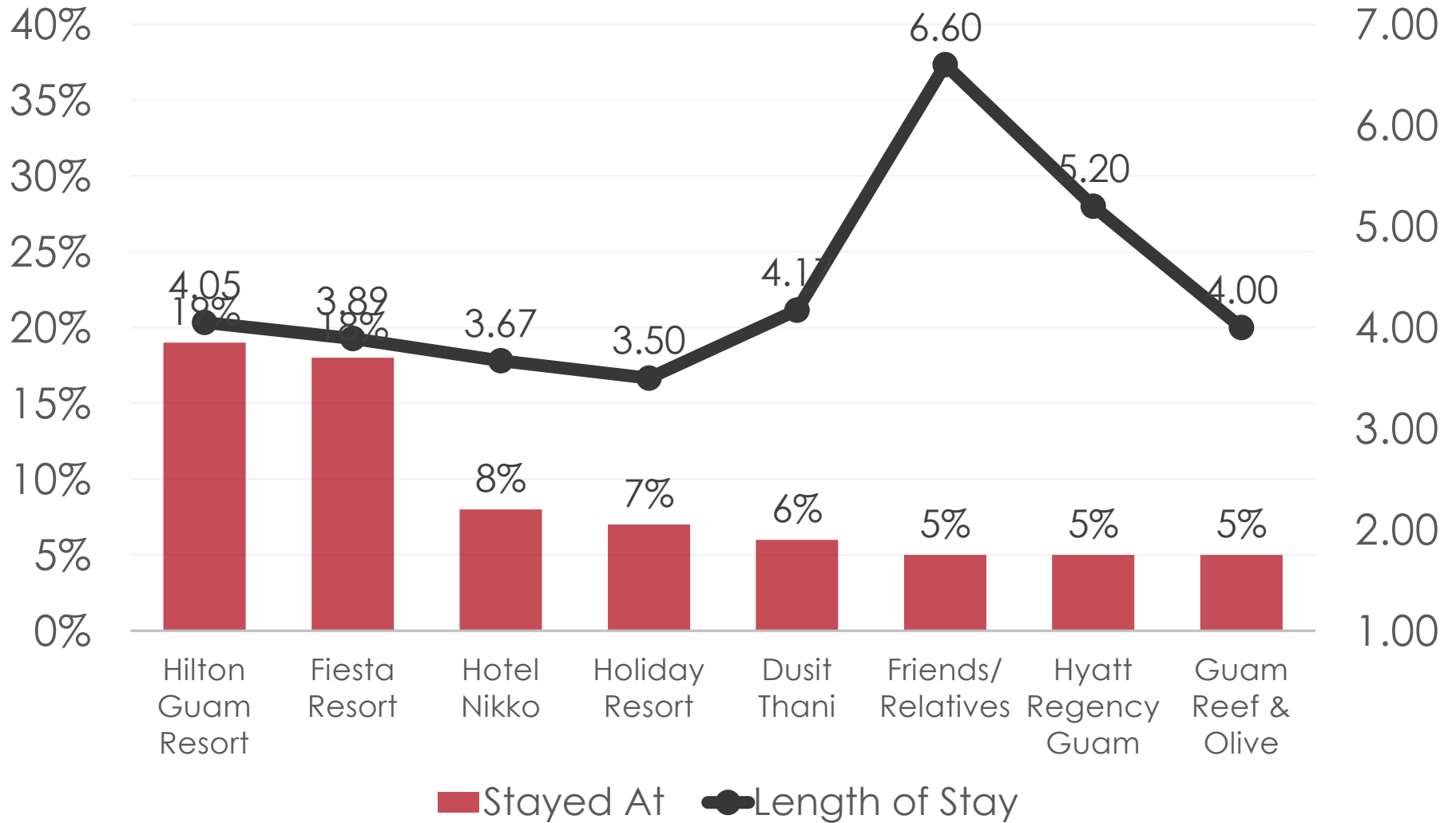


Prepaid Pkg Trip

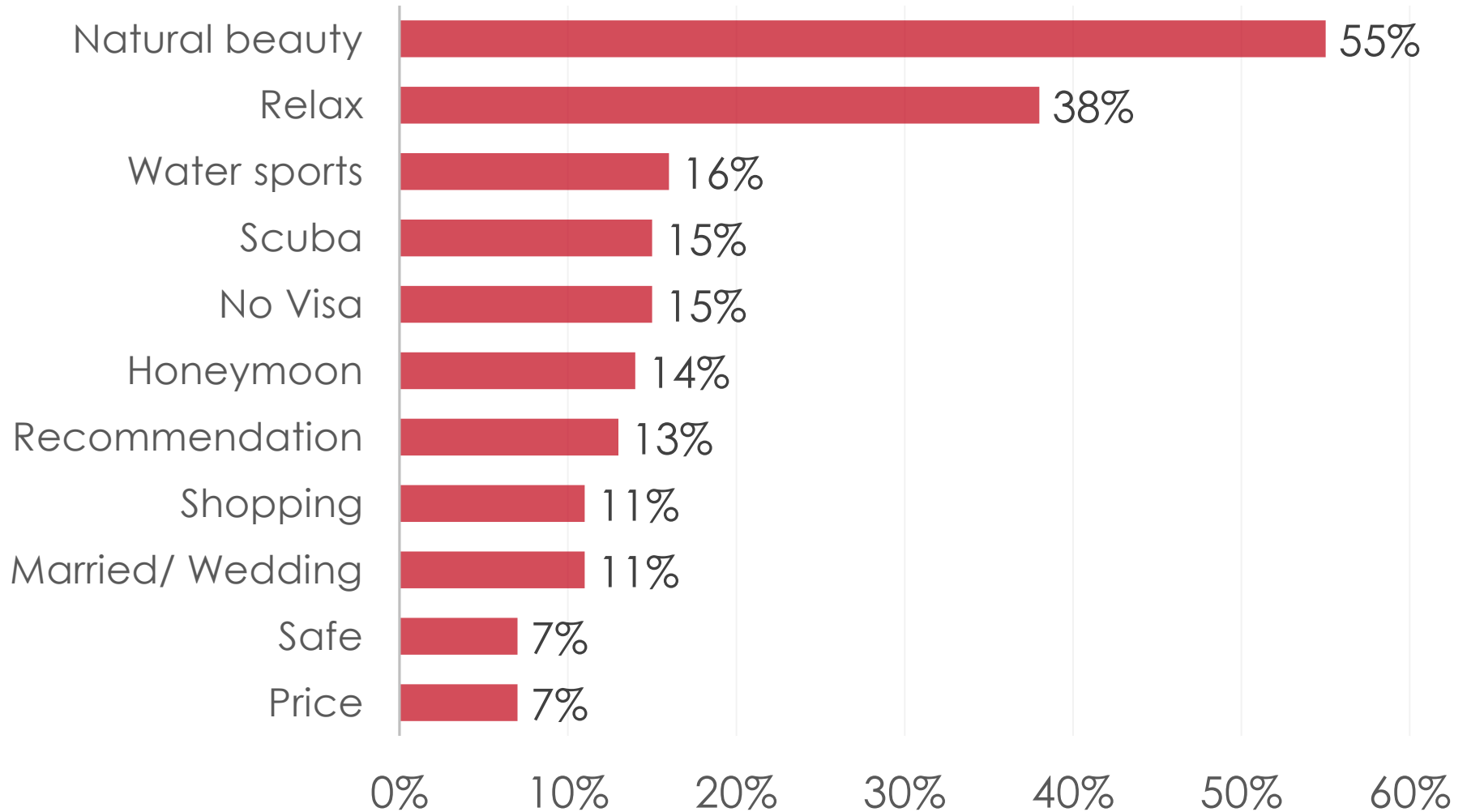


	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)		YTD
Prepaid Pkg Trip	47%					47%

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
		-	-	-	N
Q5A	Beautiful seas, beaches, tropical climate	55%	57%	53%	67%
	Just to relax	38%	37%	32%	13%
	Water sports (snorkeling, windsurfing, parasailing)	16%	18%	12%	20%
	Scuba diving	15%	15%	15%	27%
	No Visa	15%	15%	17%	7%
	Honeymoon	14%	17%	25%	100%
	Recommendation of friend/ relative/ travel agency	13%	13%	10%	
	Shopping	11%	10%	12%	
	To Get Married/ attend Wedding	11%	11%	15%	20%
	Price of the tour package	7%	4%	8%	7%
	It is a safe place to spend a vacation	7%	6%	7%	7%
	A previous visit	5%	3%	8%	
	Pleasure/ vacation	5%	4%	5%	13%
	To visit friends or relatives	4%	4%	3%	
	Short travel time (not too far from home)	4%	1%	3%	
	Career certification/ testing	4%	4%	2%	
	Company/ business trip	2%	2%		
	Organized sporting activity/ event	2%	1%	2%	
	Adventure	1%	1%		
	Total	107	89	60	15

SECTION 3

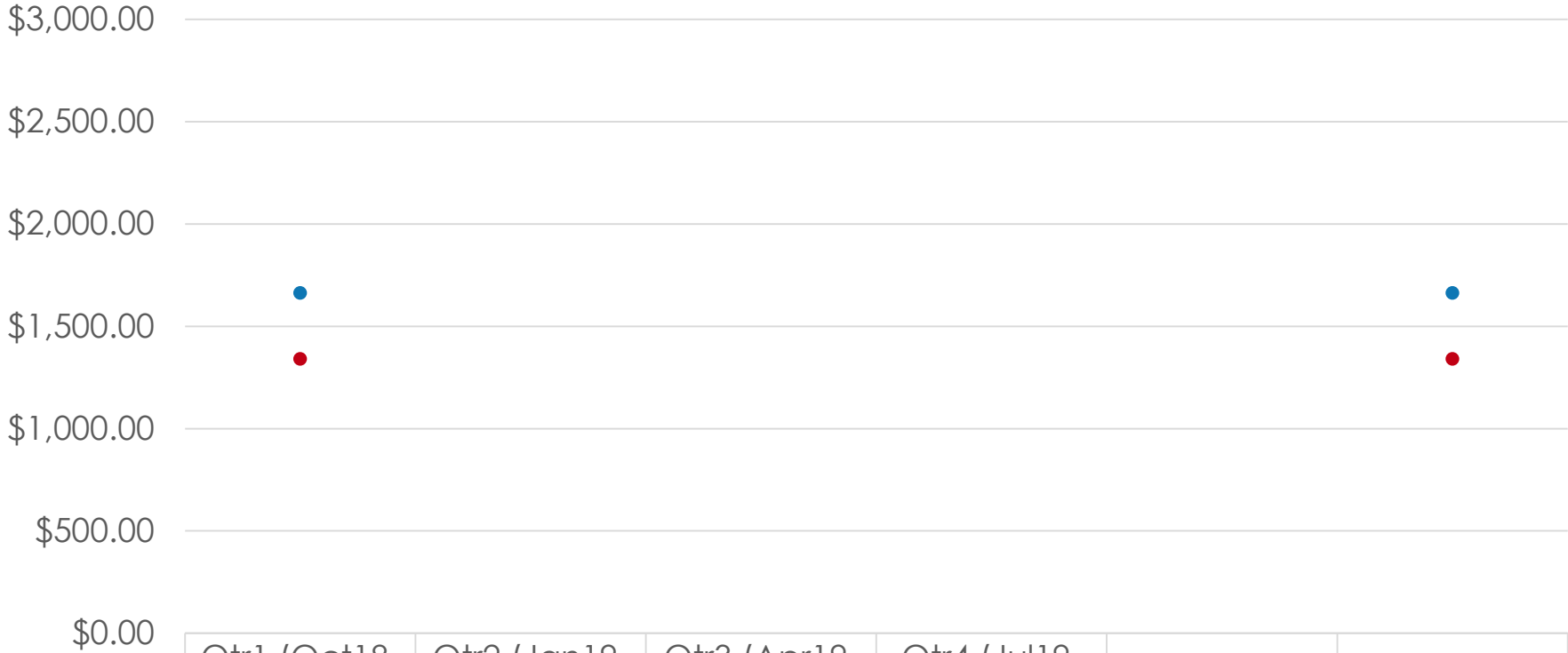
EXPENDITURES

Prepaid Expenditures

EXCHANGE RATE HKD 7.83=\$1

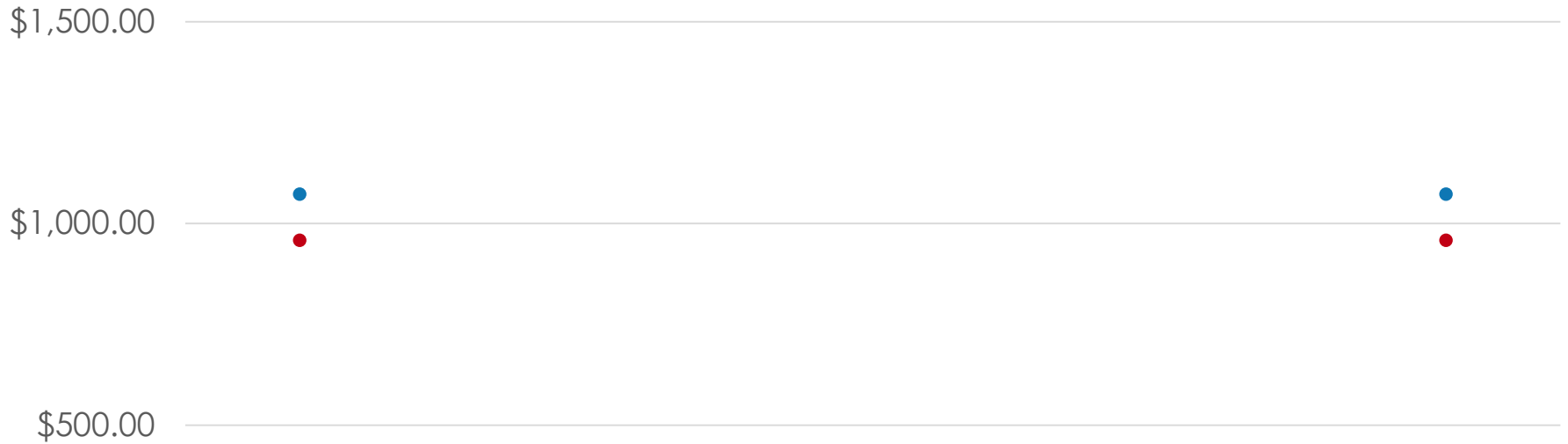
- \$1,664.09 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$1,072.68 = overall mean average per person prepaid expenditures

Prepaid Entire Travel Party – FY2019 Tracking



	Qtr1 (Oct18-Dec18)	Qtr2 (Jan19-Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)	YTD
MEAN	\$1,664.09				\$1,664.09
MEDIAN	\$1,341.00				\$1,341.00

Prepaid Per Person– FY2019 Tracking



	Qtr1 (Oct18- Dec18)	Qtr2 (Jan19- Mar19)	Qtr3 (Apr19- Jun19)	Qtr4 (Jul19- Sept19)		YTD
● MEAN	\$1,072.68					\$1,072.68
● MEDIAN	\$958.00					\$958.00

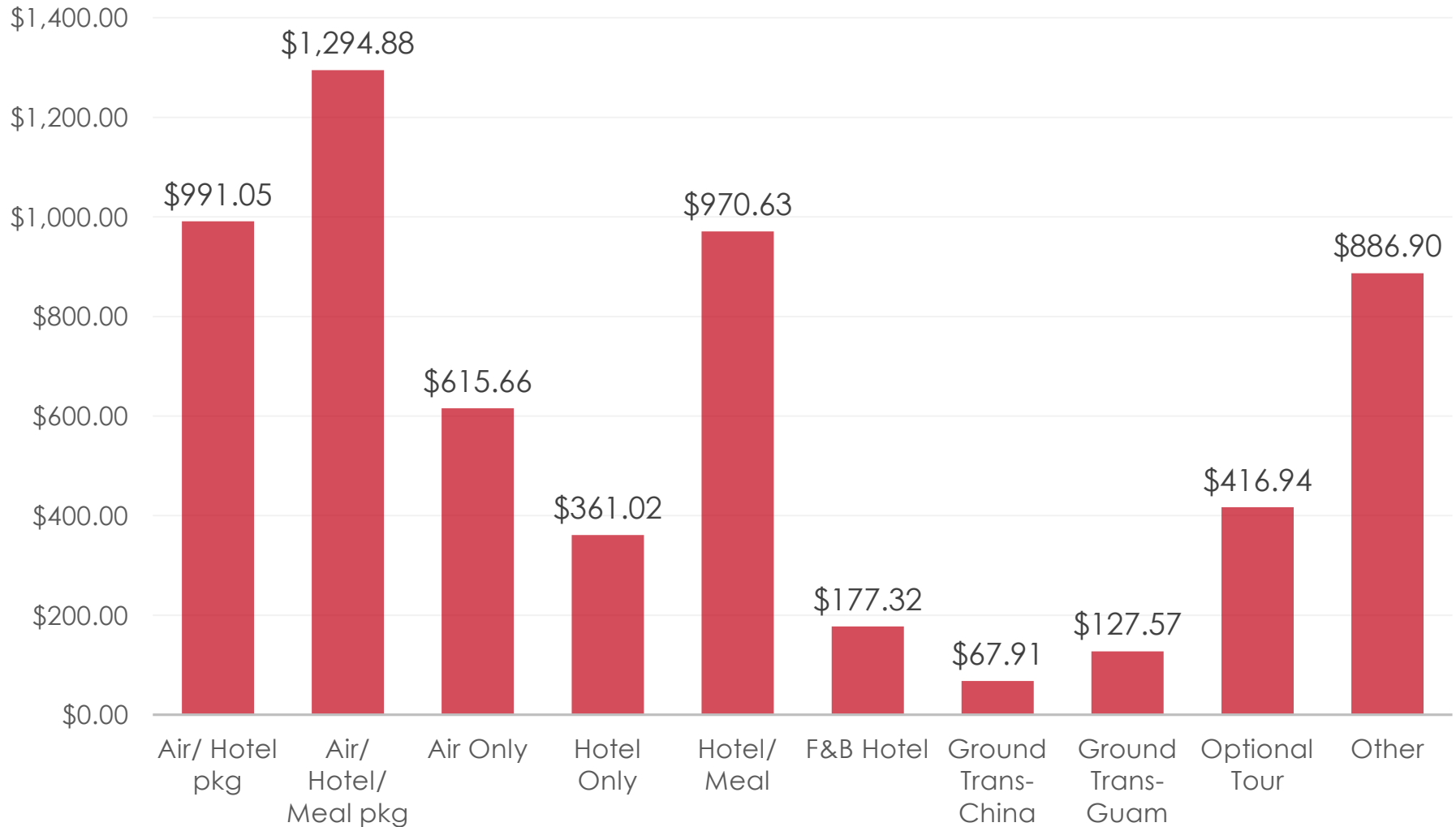
Prepaid Per Person– Key Segments

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

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	N
PREPAID PP	Mean	\$1,072.68	\$1,081.97	\$1,108.52	\$1,188.21
	Median	\$958	\$990	\$958	\$1,022

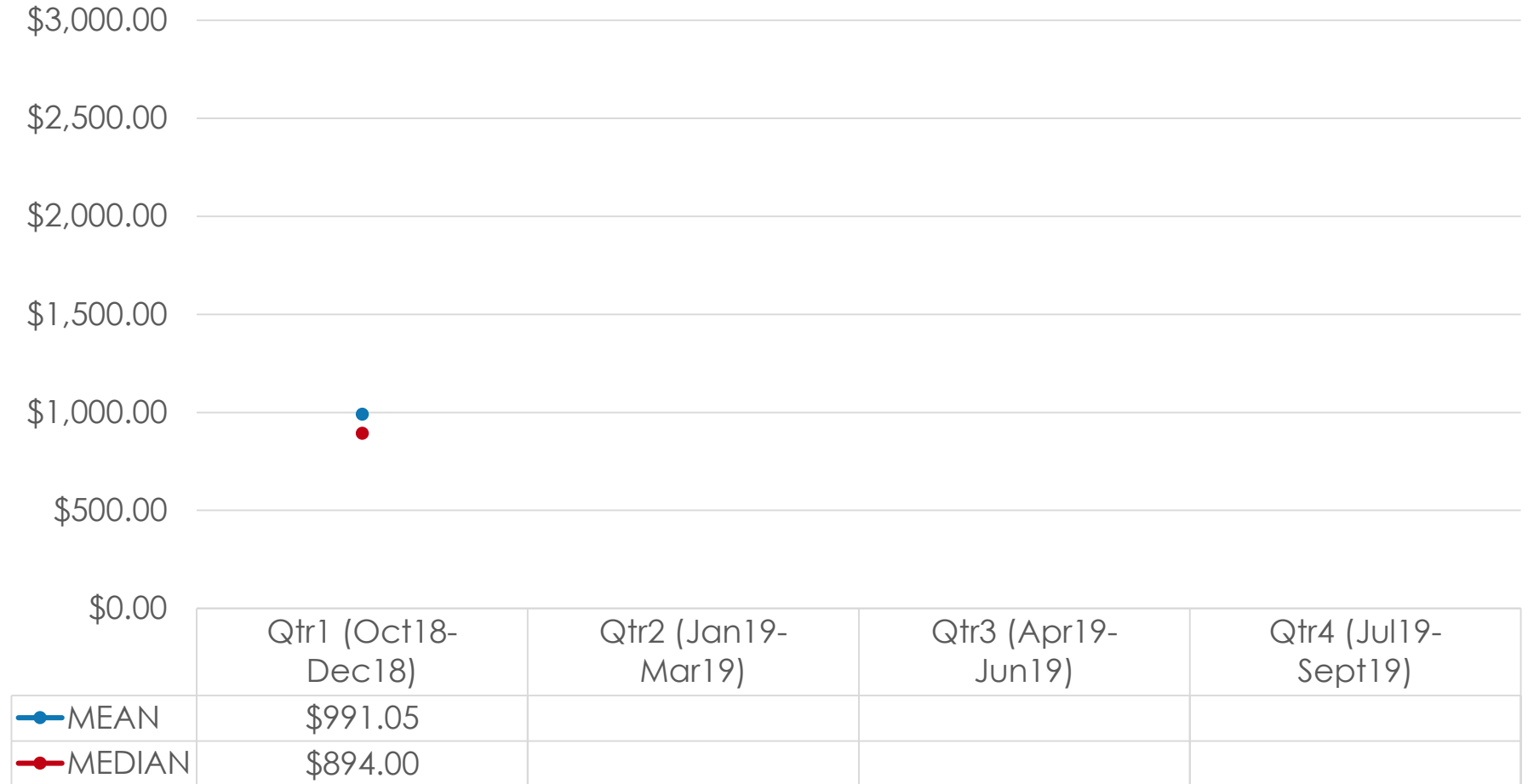
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Prepaid Expenses by Category – MEAN Entire Travel Party



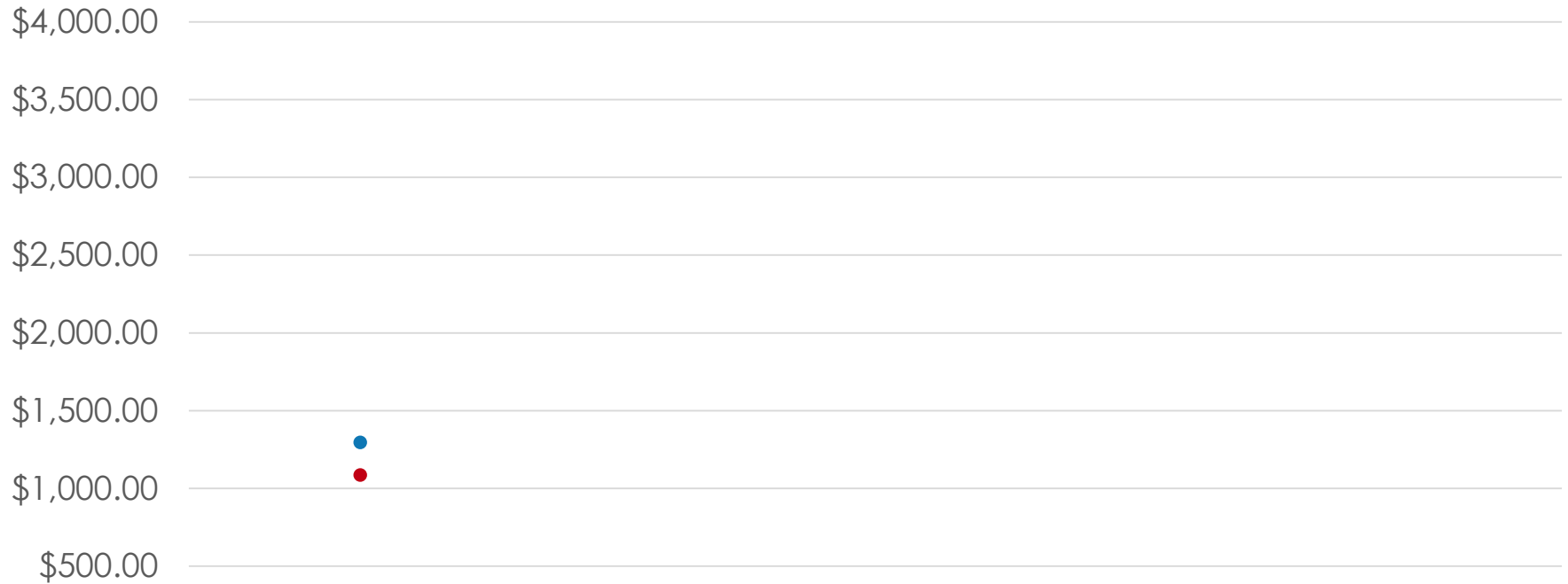
Prepaid– FY2019 Tracking

Airfare & Accommodation Packages



Prepaid– FY2019 Tracking

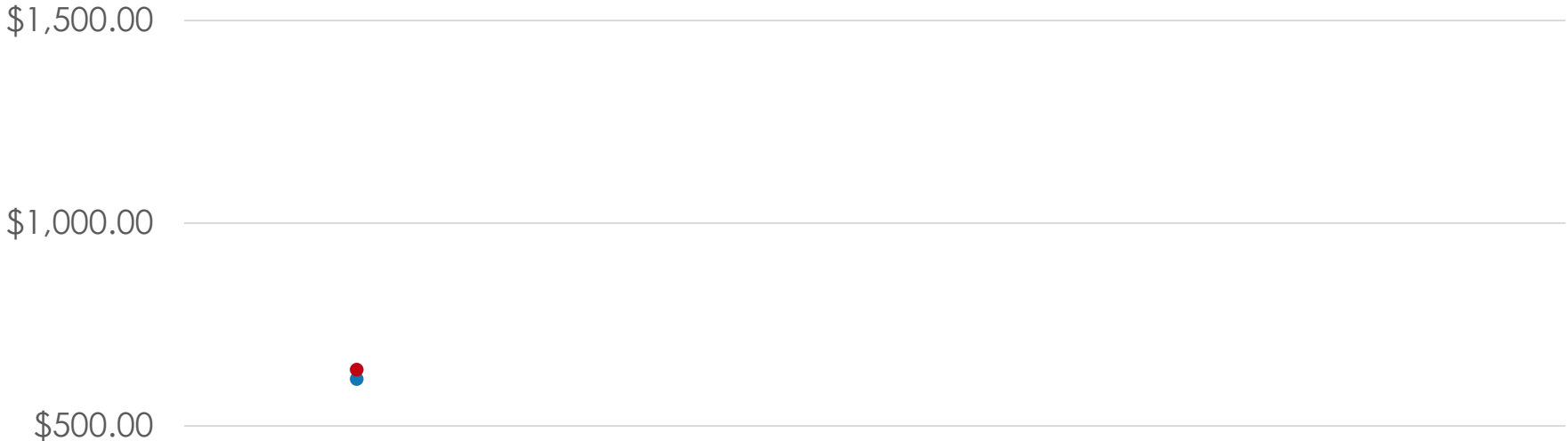
Airfare & Accommodation W/ Meal Packages



	Qtr1 (Oct18- Dec18)	Qtr2 (Jan19- Mar19)	Qtr3 (Apr19- Jun19)	Qtr4 (Jul19- Sept19)
● MEAN	\$1,294.88			
● MEDIAN	\$1,086.00			

Prepaid- FY2019 Tracking

Airfare Only



	Qtr1 (Oct18- Dec18)	Qtr2 (Jan19- Mar19)	Qtr3 (Apr19- Jun19)	Qtr4 (Jul19- Sept19)
● MEAN	\$615.66			
● MEDIAN	\$639.00			

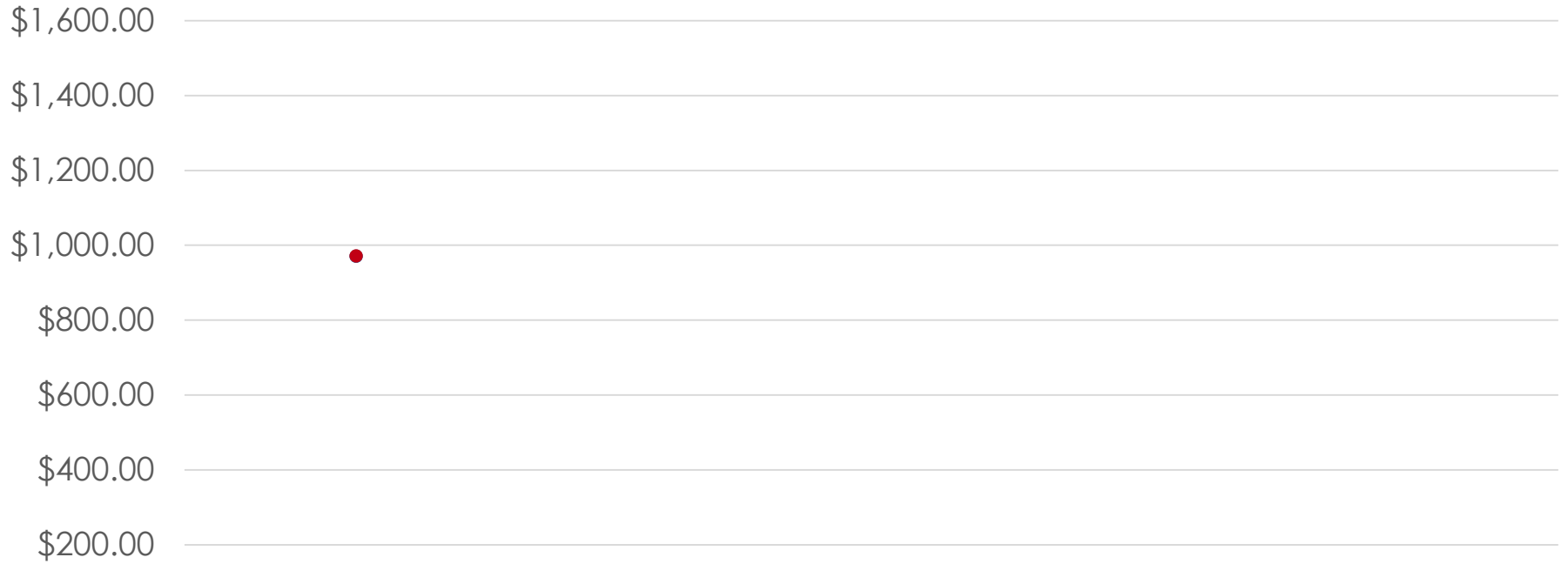
Prepaid– FY2019 Tracking

Accommodations Only



	Qtr1 (Oct18- Dec18)	Qtr2 (Jan19- Mar19)	Qtr3 (Apr19- Jun19)	Qtr4 (Jul19- Sept19)
● MEAN	\$361.02			
● MEDIAN	\$319.00			

Prepaid- FY2019 Tracking Accommodations w/ Meal Only



	Qtr1 (Oct18- Dec18)	Qtr2 (Jan19- Mar19)	Qtr3 (Apr19-Jun19)	Qtr4 (Jul19-Sept19)
MEAN	\$970.63			
MEDIAN	\$971.00			

Prepaid– FY2019 Tracking

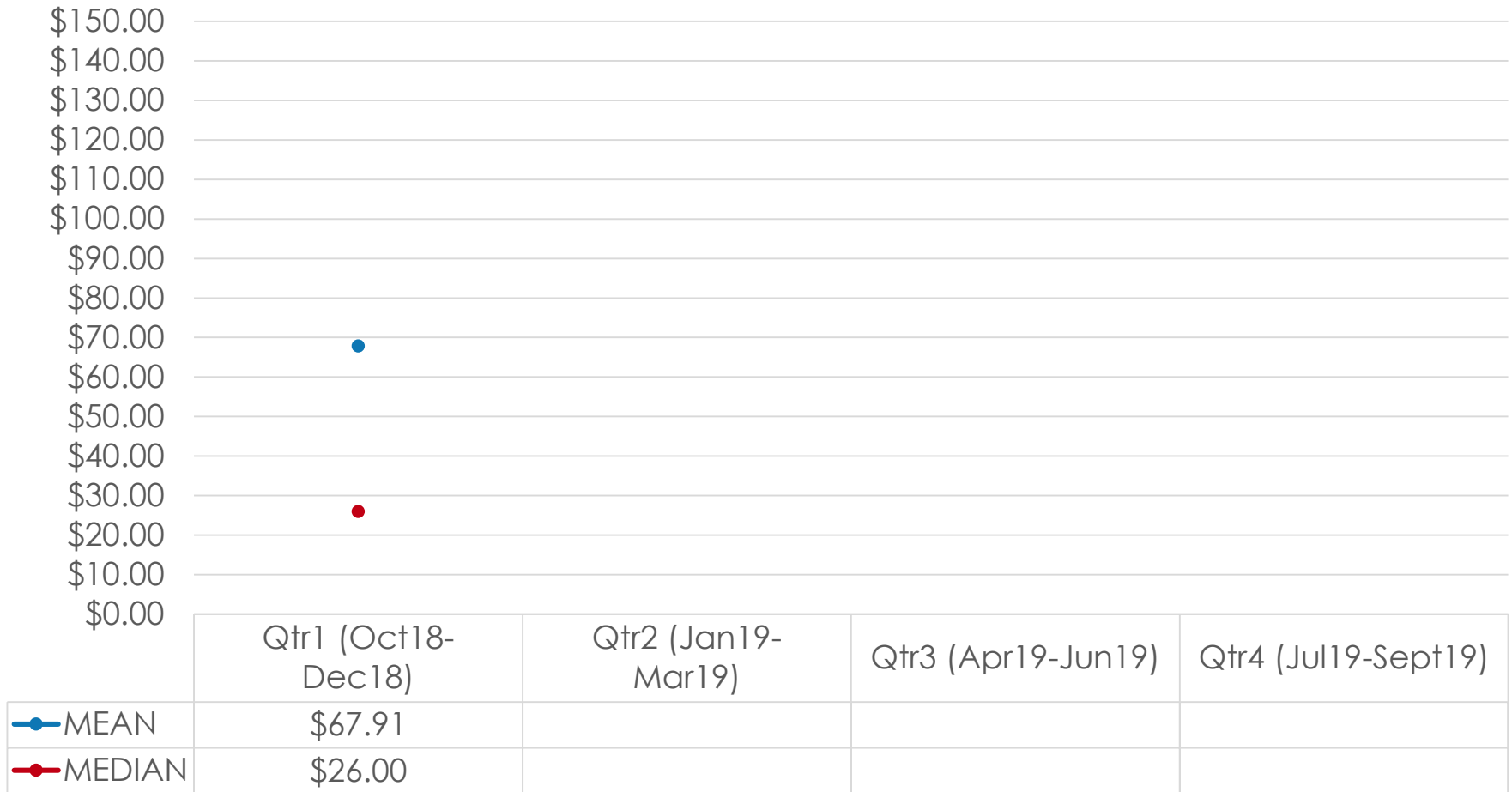
Food & Beverage in Hotel



	Qtr1 (Oct18- Dec18)	Qtr2 (Jan19- Mar19)	Qtr3 (Apr19- Jun19)	Qtr4 (Jul19- Sept19)
MEAN	\$177.32			
MEDIAN	\$128.00			

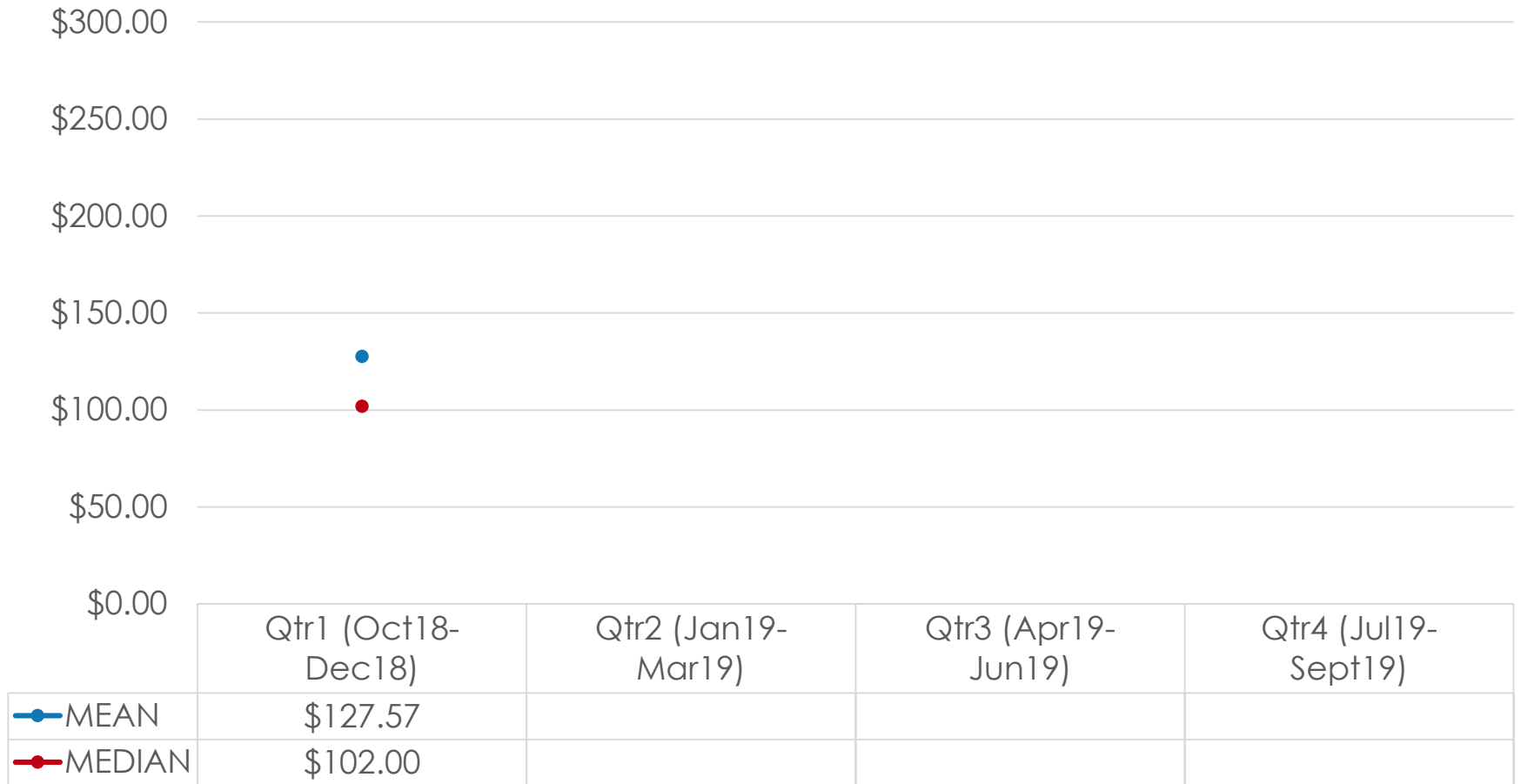
Prepaid– FY2019 Tracking

Ground Transportation – Hong Kong



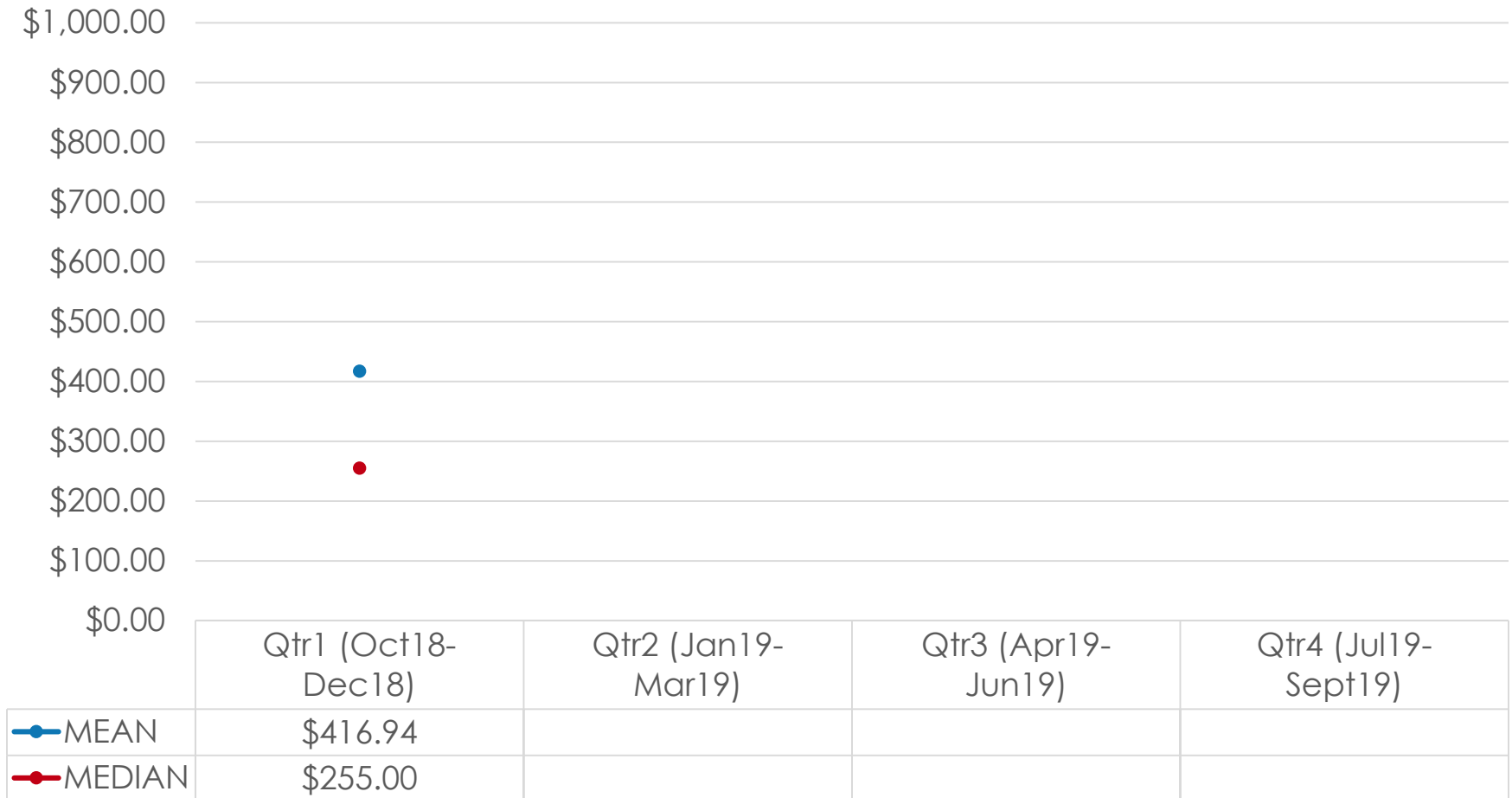
Prepaid- FY2019 Tracking

Ground Transportation - Guam



Prepaid– FY2019 Tracking

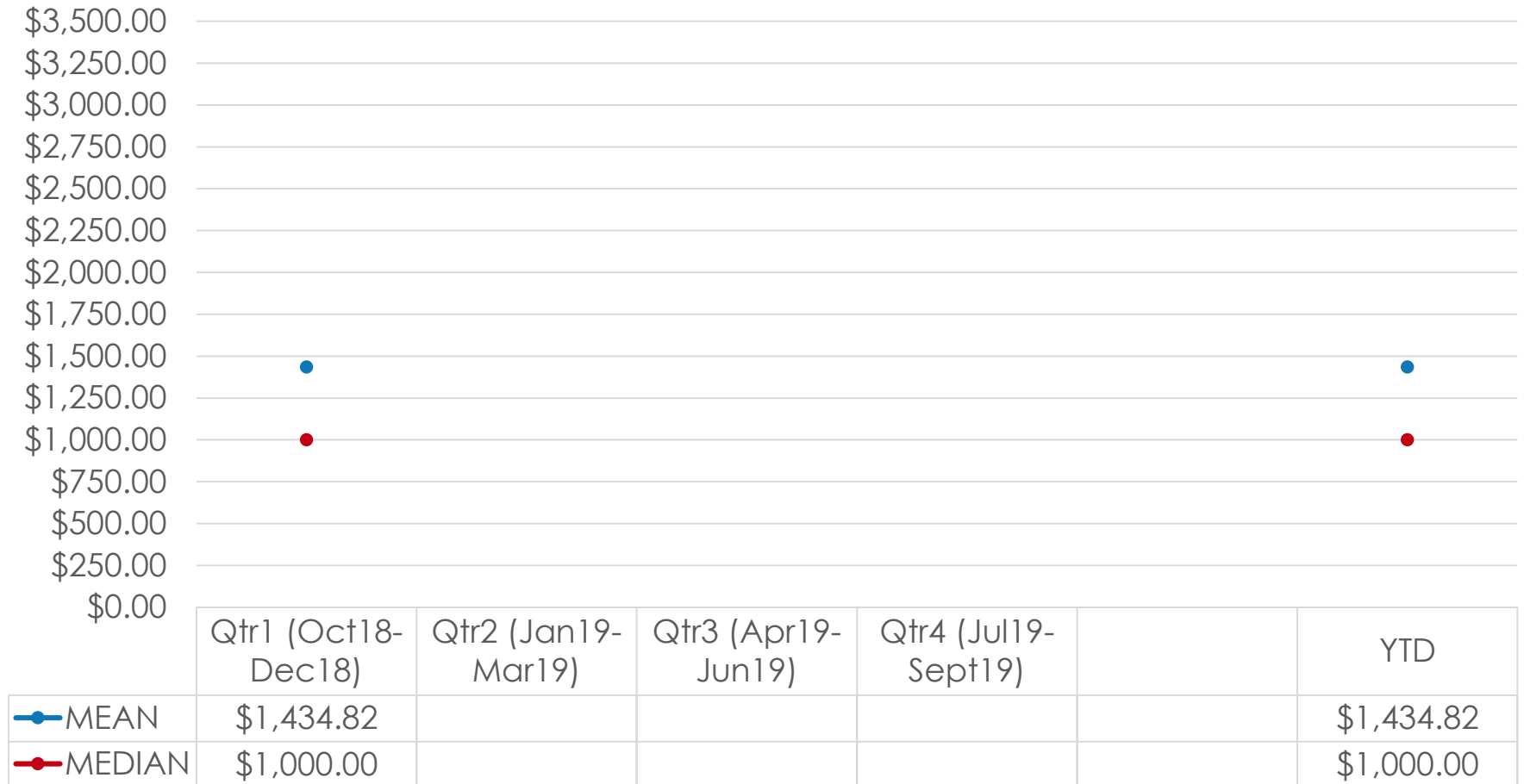
Optional tours/ Activities



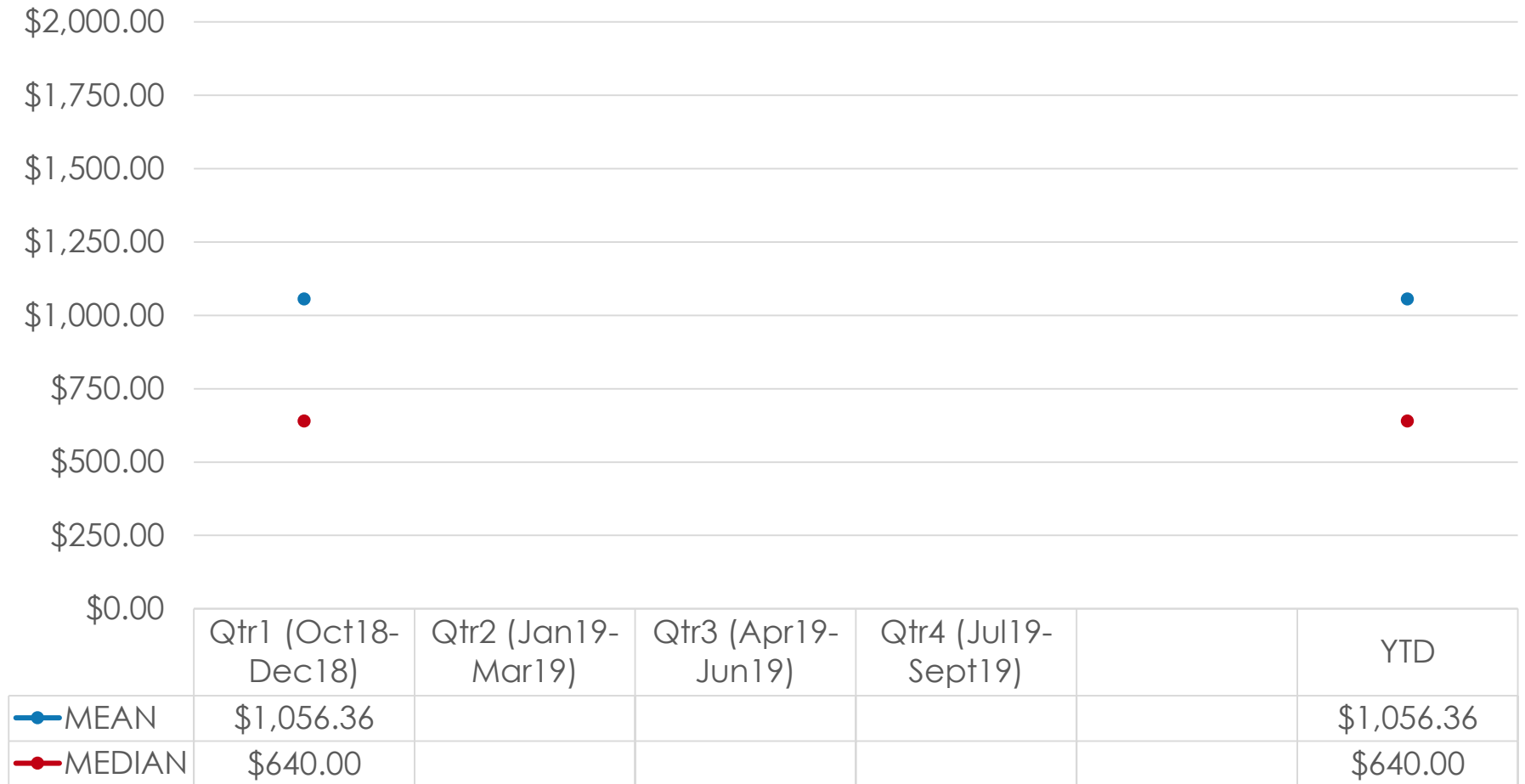
On-Island Expenditures

- \$1,434.82 = overall mean average on-island expense (for entire travel party size) by respondent
- \$1,056.36 = overall mean average per person on-island expenditures

On-Island Entire Travel Party – FY2019 Tracking



On-Island Per Person – FY2019 Tracking



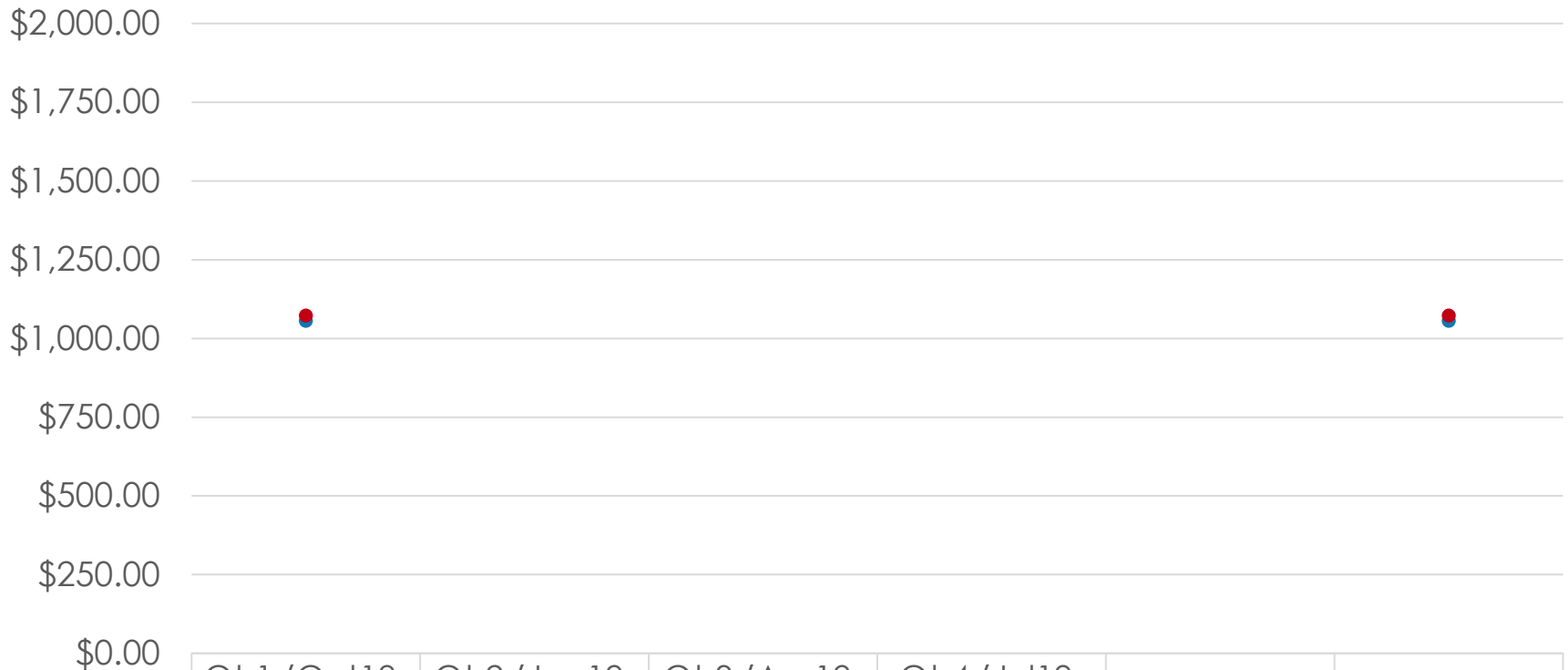
On-Island Per Person – Key Segments

GVB EXIT SURVEY
Q11A ONISLE EXPENDITURE- PER PERSO

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
ONISLE PP	Mean	\$1,056.36	\$1,017.40	\$1,122.70	\$1,122.33
	Median	\$640	\$610	\$683	\$870

Prepared by Anthology Research

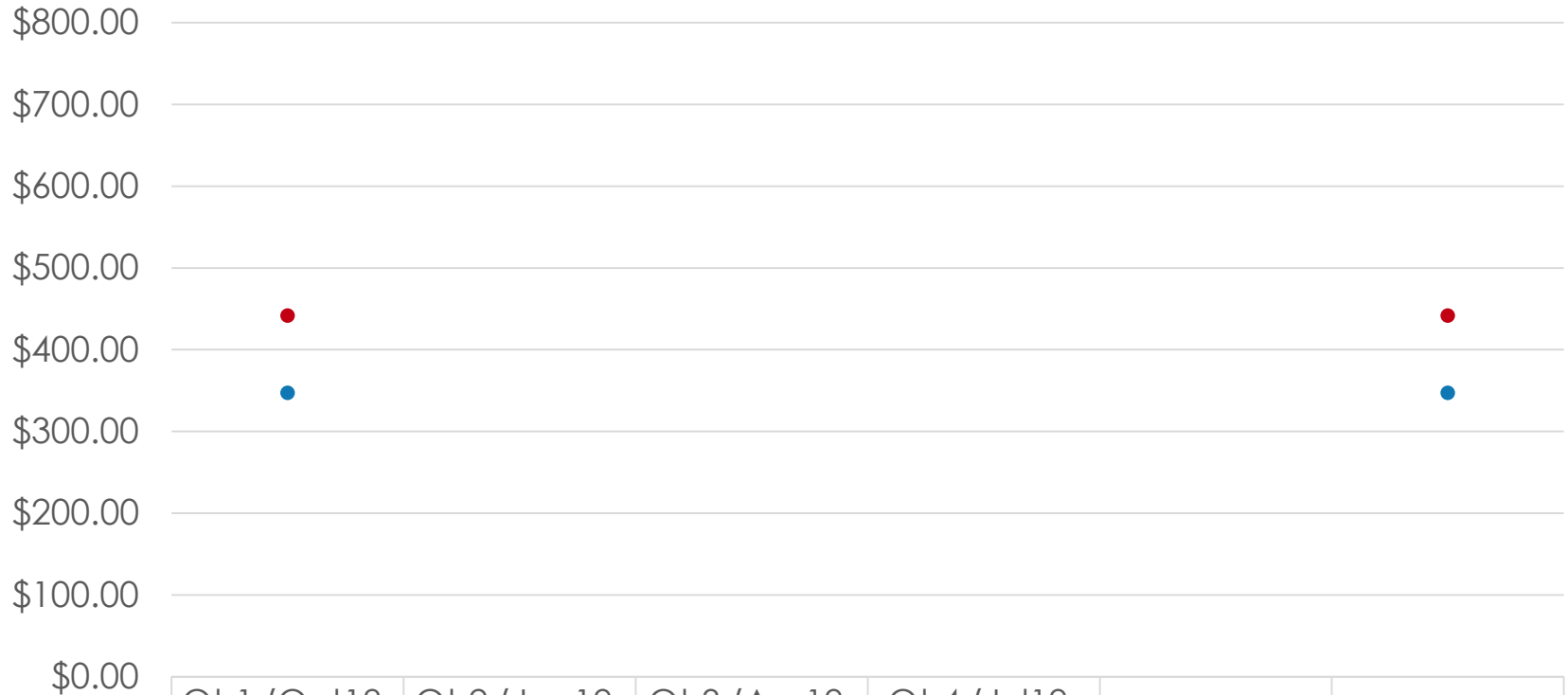
Per Person MEAN expenditures – FY2019 Tracking On-Island/ Prepaid



	Qtr1 (Oct18- Dec18)	Qtr2 (Jan19- Mar19)	Qtr3 (Apr19- Jun19)	Qtr4 (Jul19- Sept19)		YTD
On-Island	\$1,056.36					\$1,056.36
Prepaid	\$1,072.68					\$1,072.68

On-Island Per Day Spending – FY2019 Tracking

MEAN



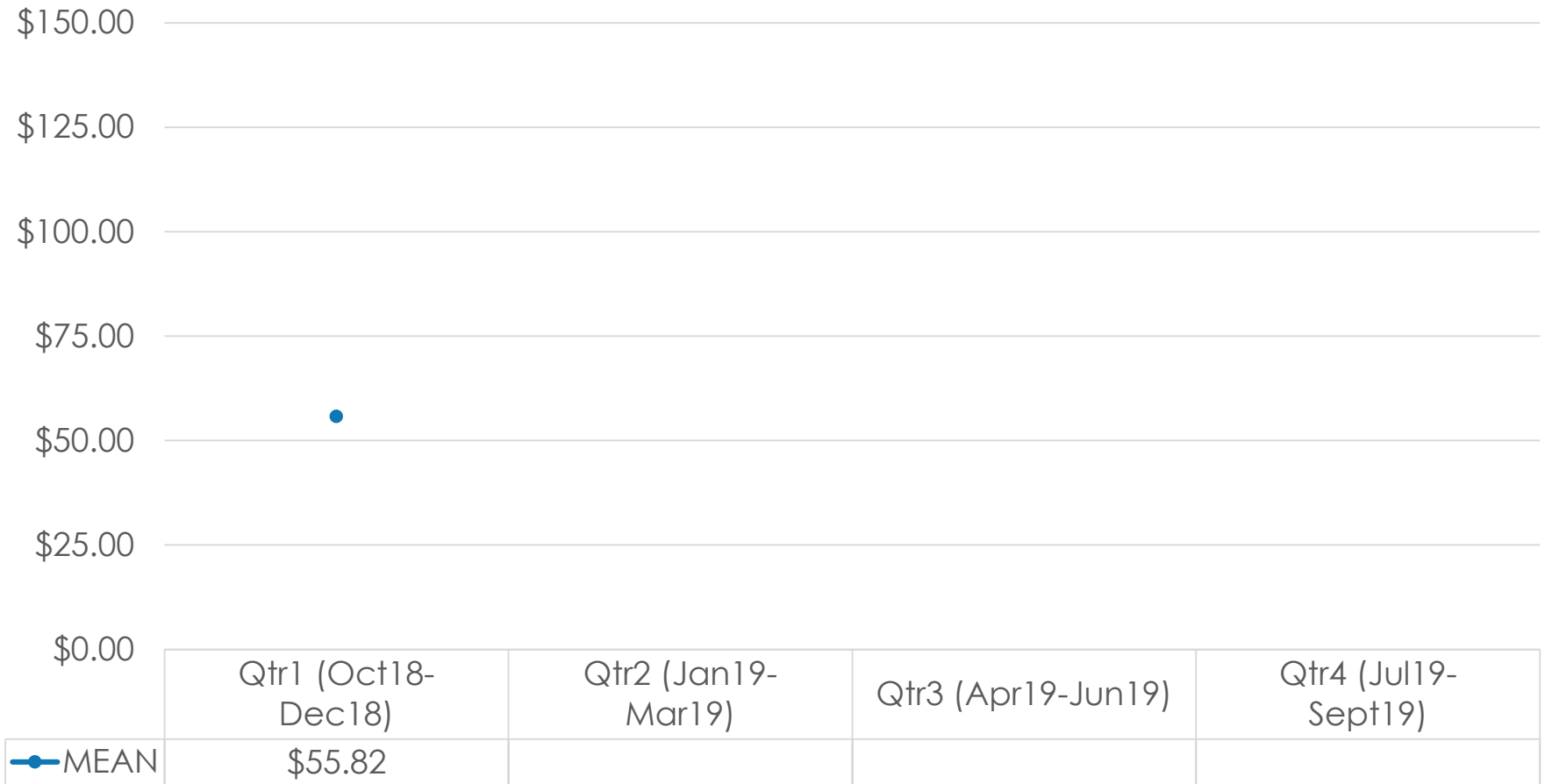
	Qtr1 (Oct18- Dec18)	Qtr2 (Jan19- Mar19)	Qtr3 (Apr19- Jun19)	Qtr4 (Jul19- Sept19)		YTD
● Per Person	\$347.25					\$347.25
● Travel Party	\$441.48					\$441.48

On-Island Expenses by Category – MEAN Entire Travel Party



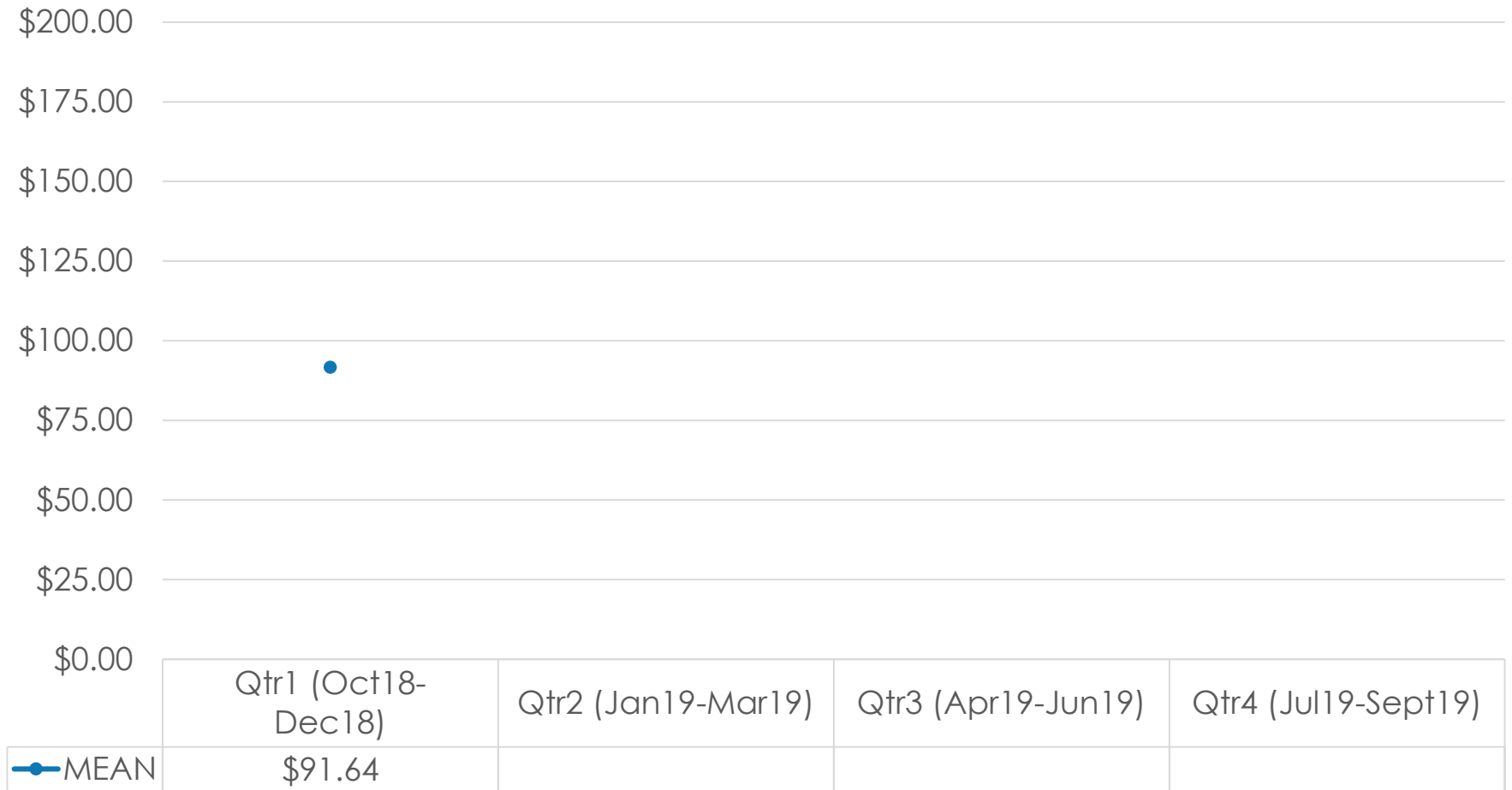
On-Island – FY2019 Tracking

Food & Beverage - Hotel



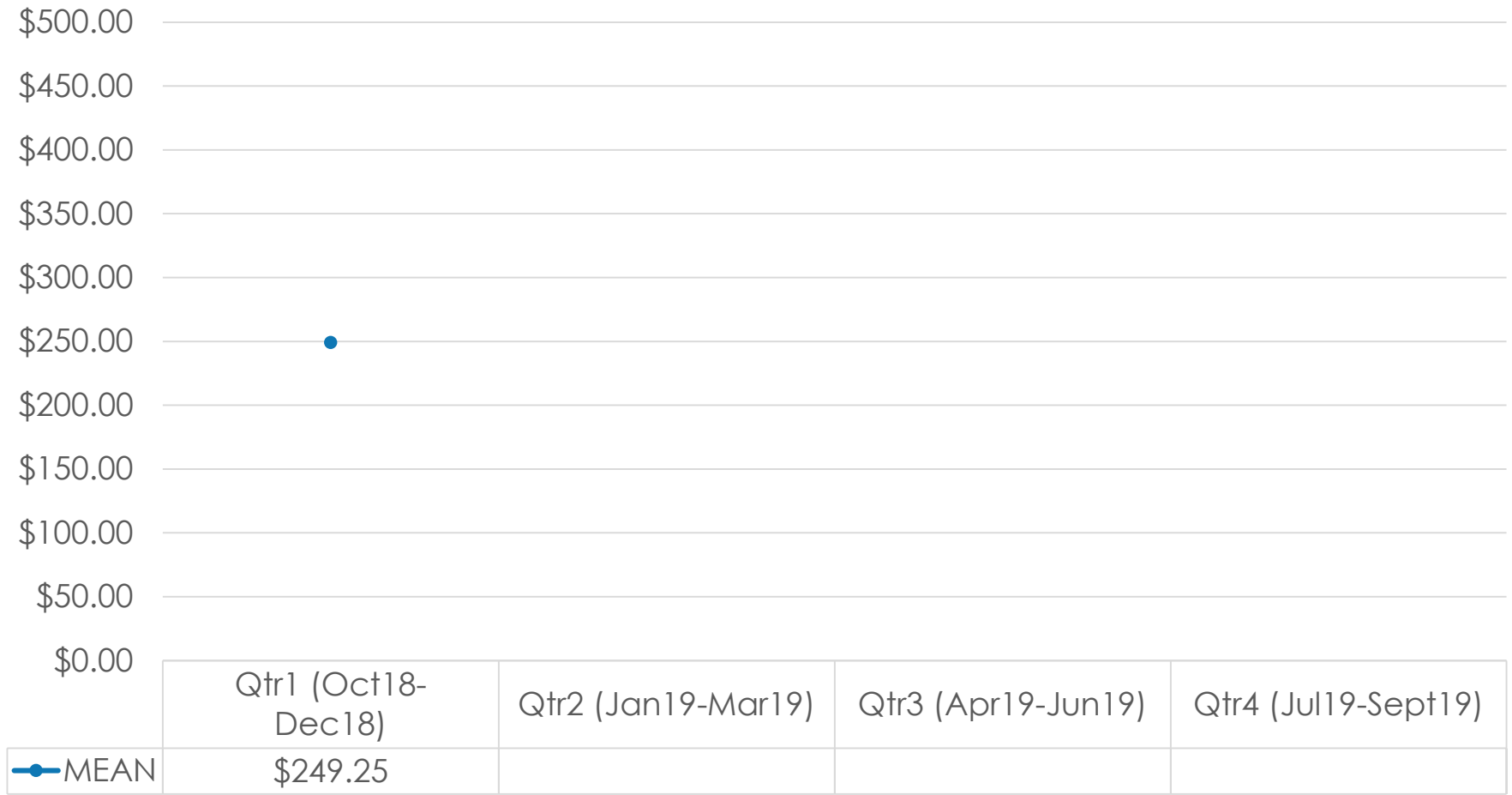
On-Island – FY2019 Tracking

Food & Beverage – Fast Food/ Convenience Store



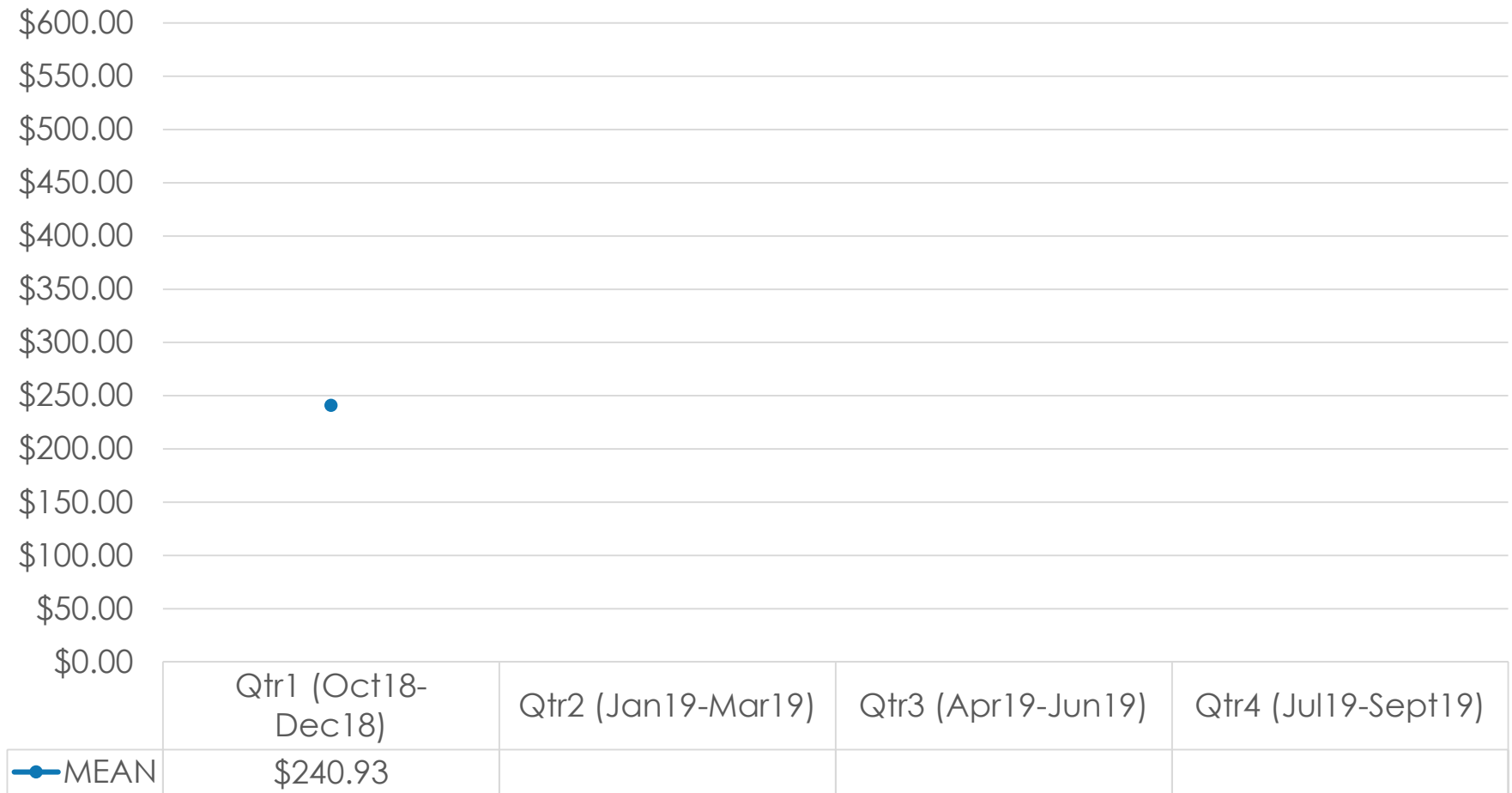
On-Island – FY2019 Tracking

Food & Beverage – Restaurant/ Drinking Est Outside Hotel



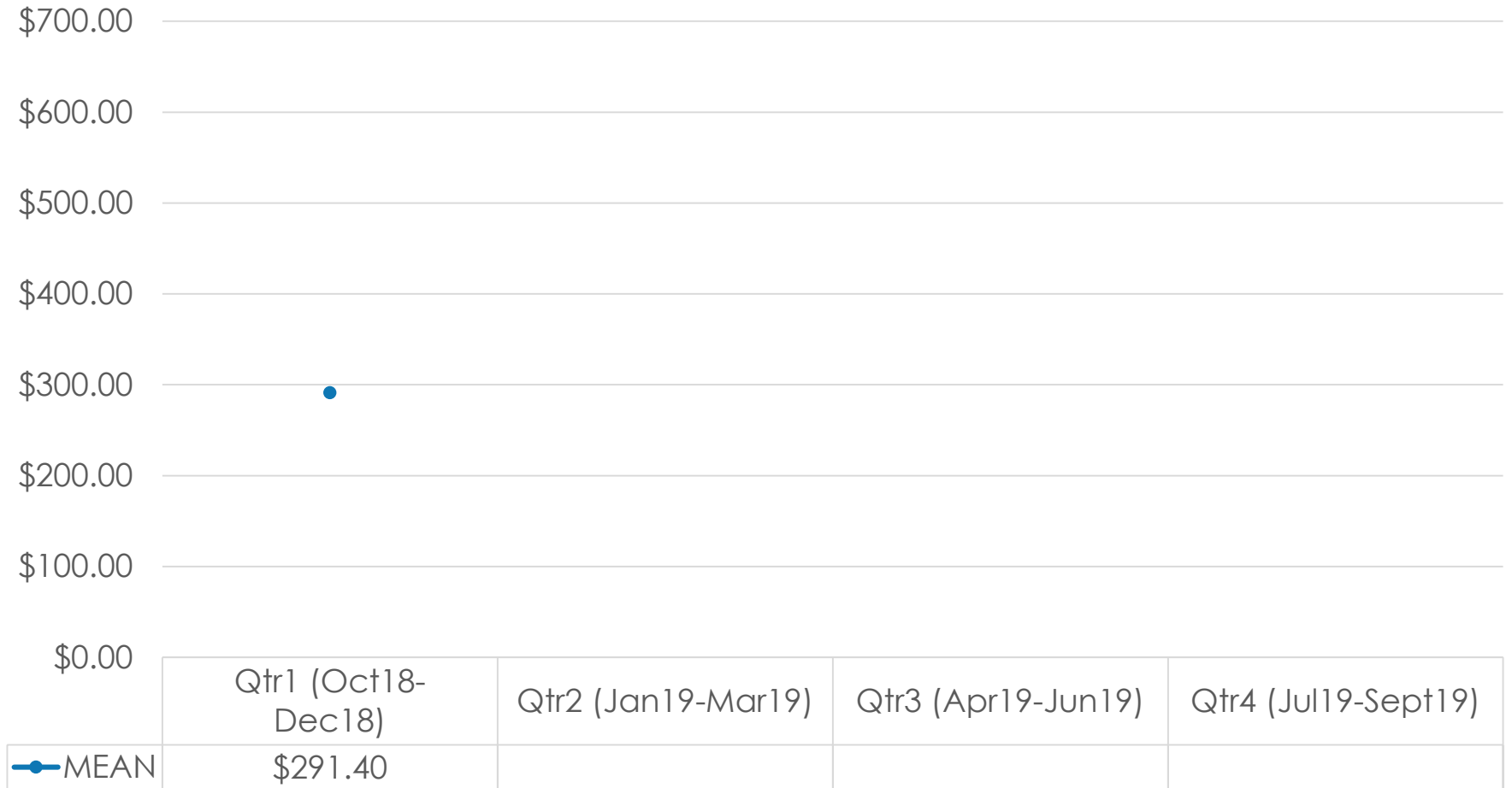
On-Island – FY2019 Tracking

Optional tour/ Activities



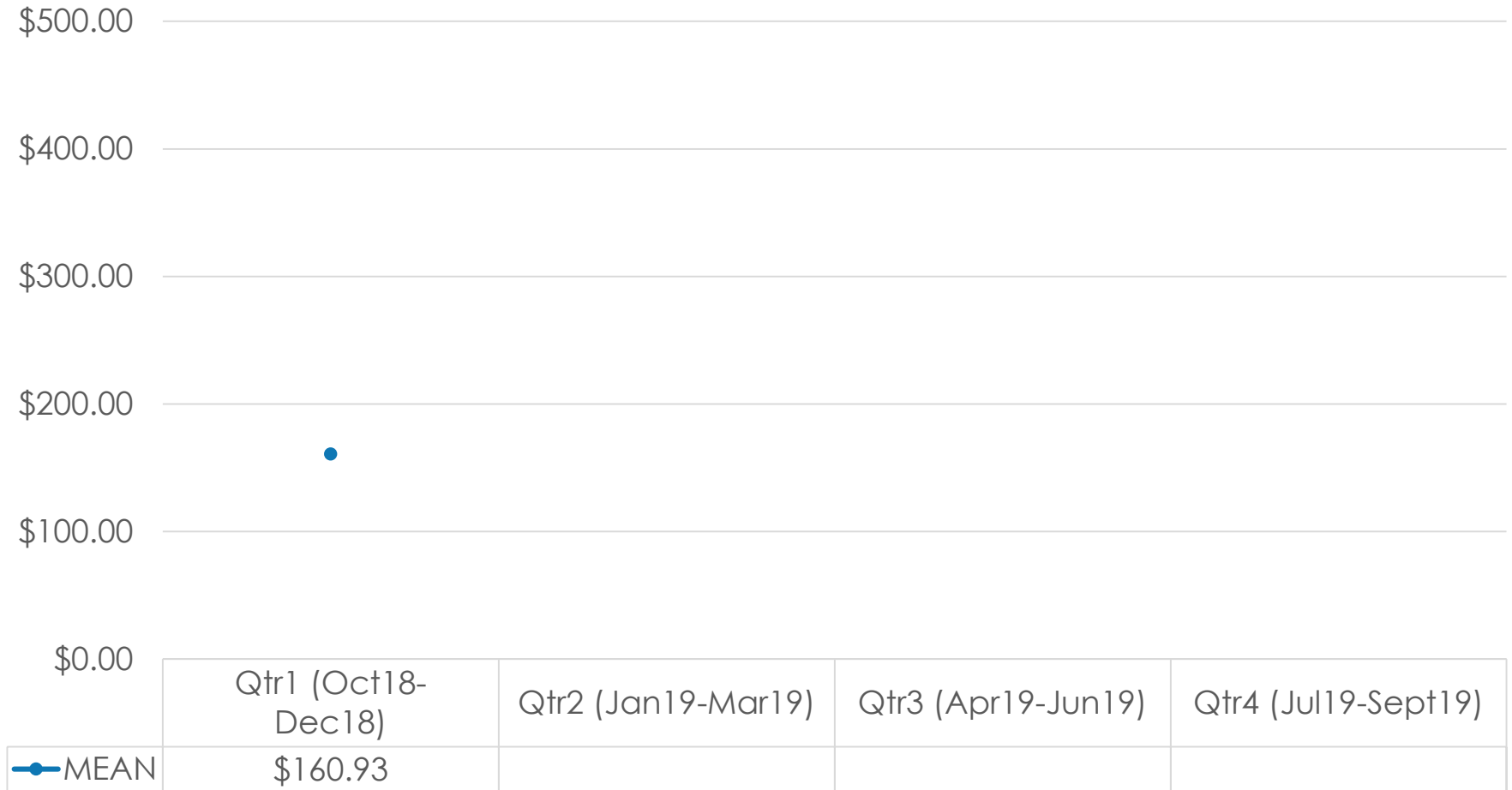
On-Island – FY2019 Tracking

Gift/ Souvenir – Self/ Companion



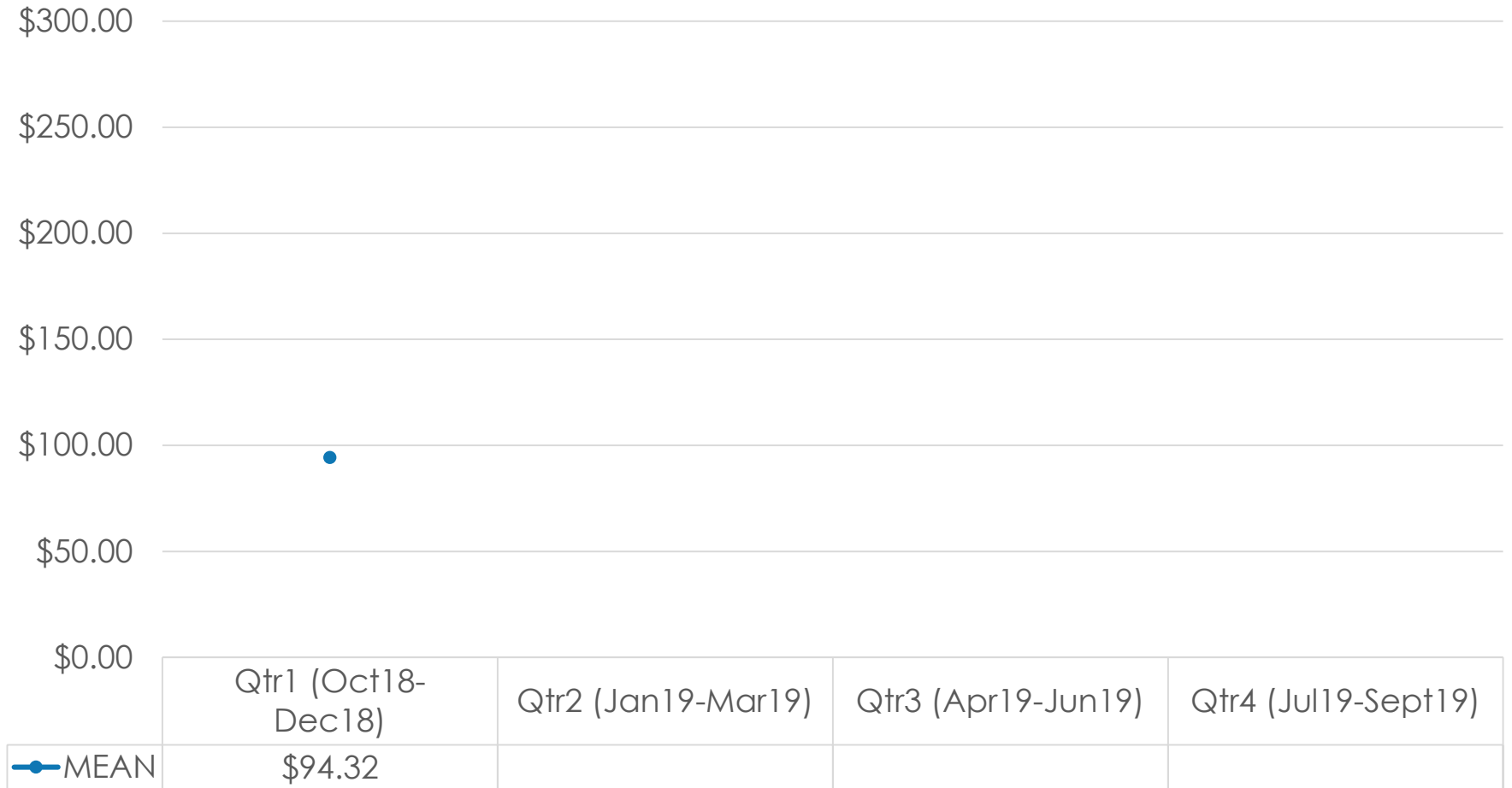
On-Island – FY2019 Tracking

Gift/ Souvenir – Friends/ Family



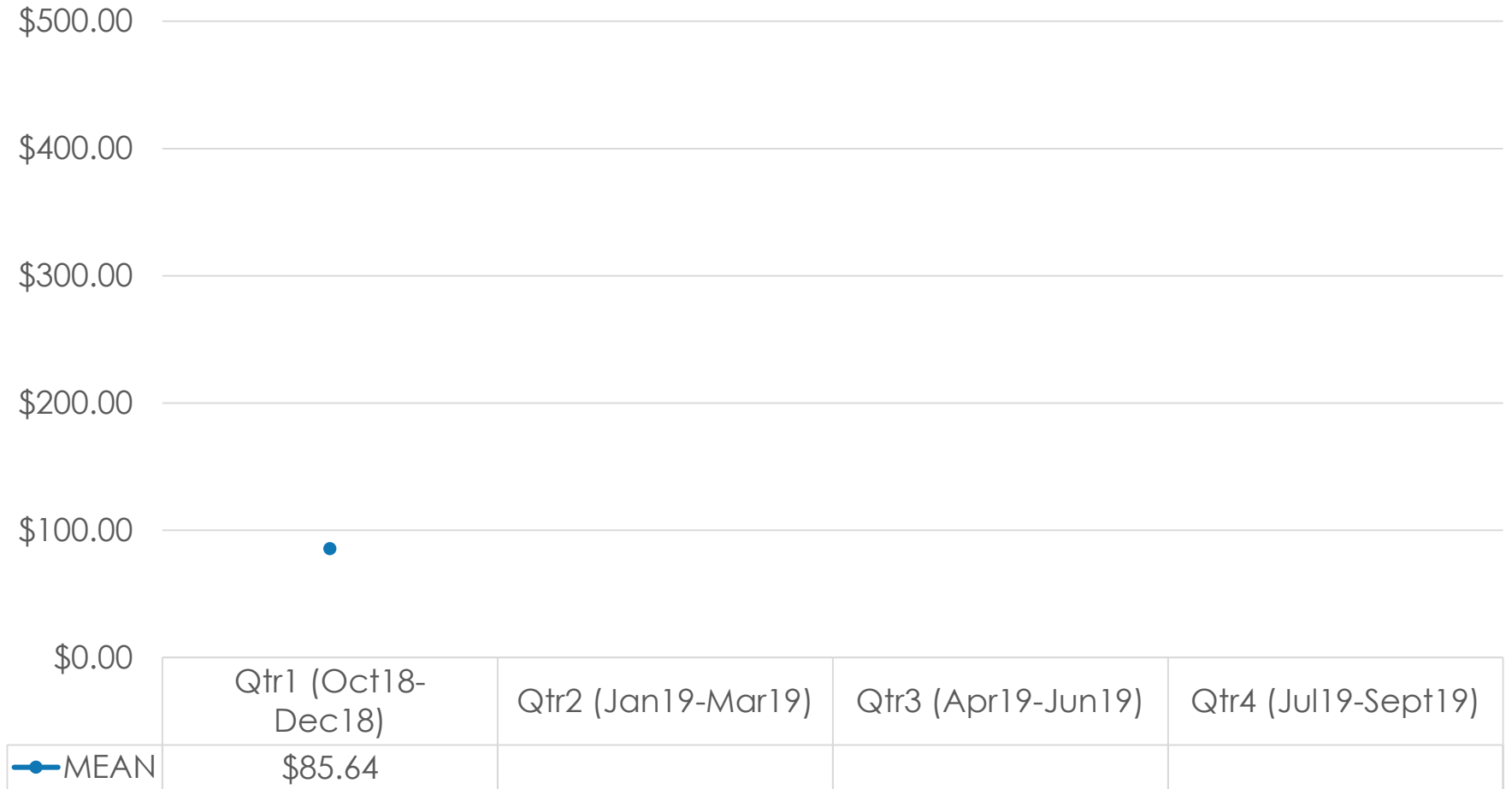
On-Island – FY2019 Tracking

Local Transportation



On-Island – FY2019 Tracking

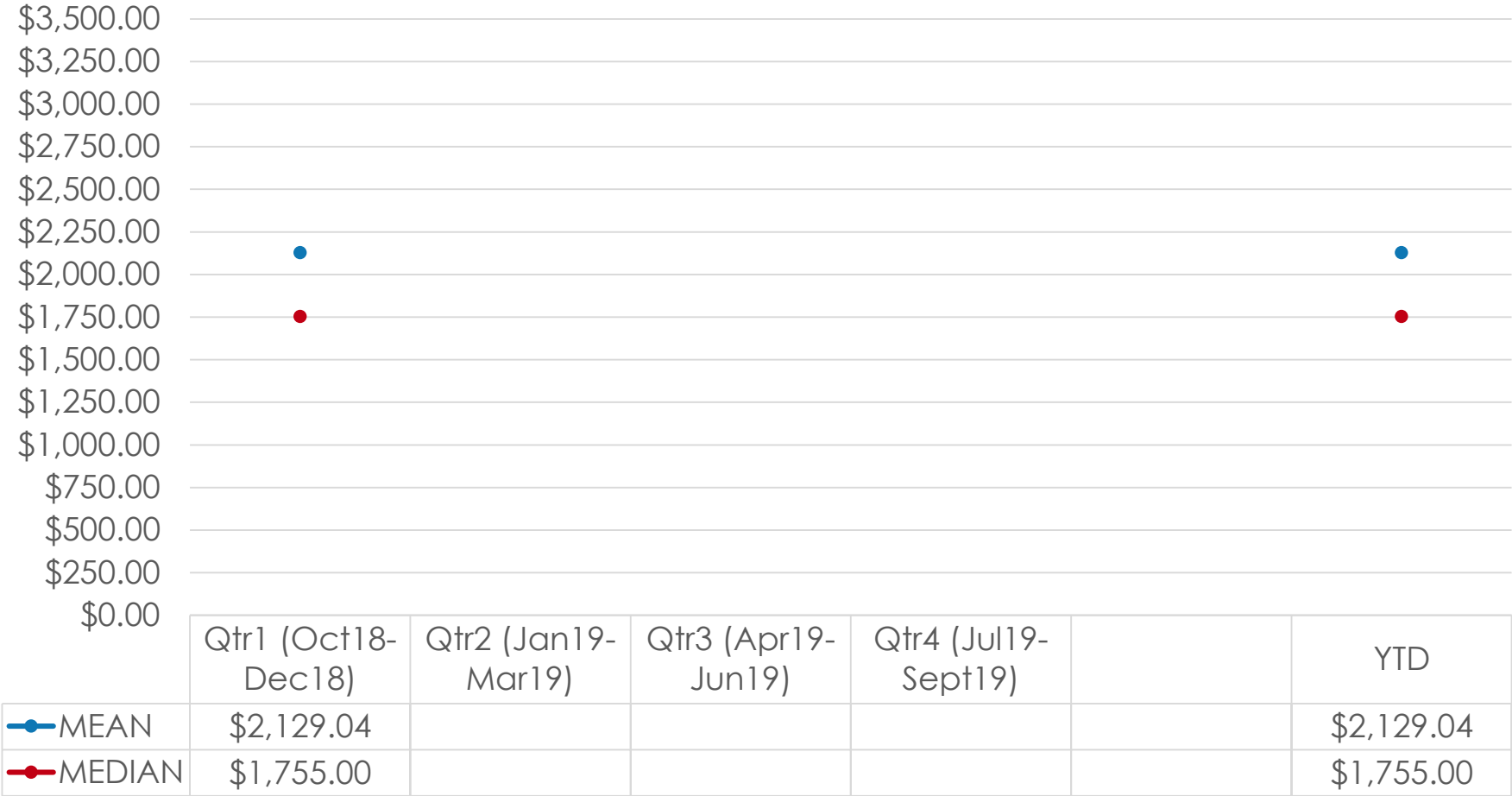
Other Not Included



TOTAL (On-Isle + Prepaid) Expenditures Per Person

- \$2,129.04 = TOTAL per person overall mean average (prepaid & on-isle) expenditures

TOTAL Per Person Expenditures – FY2019 Tracking



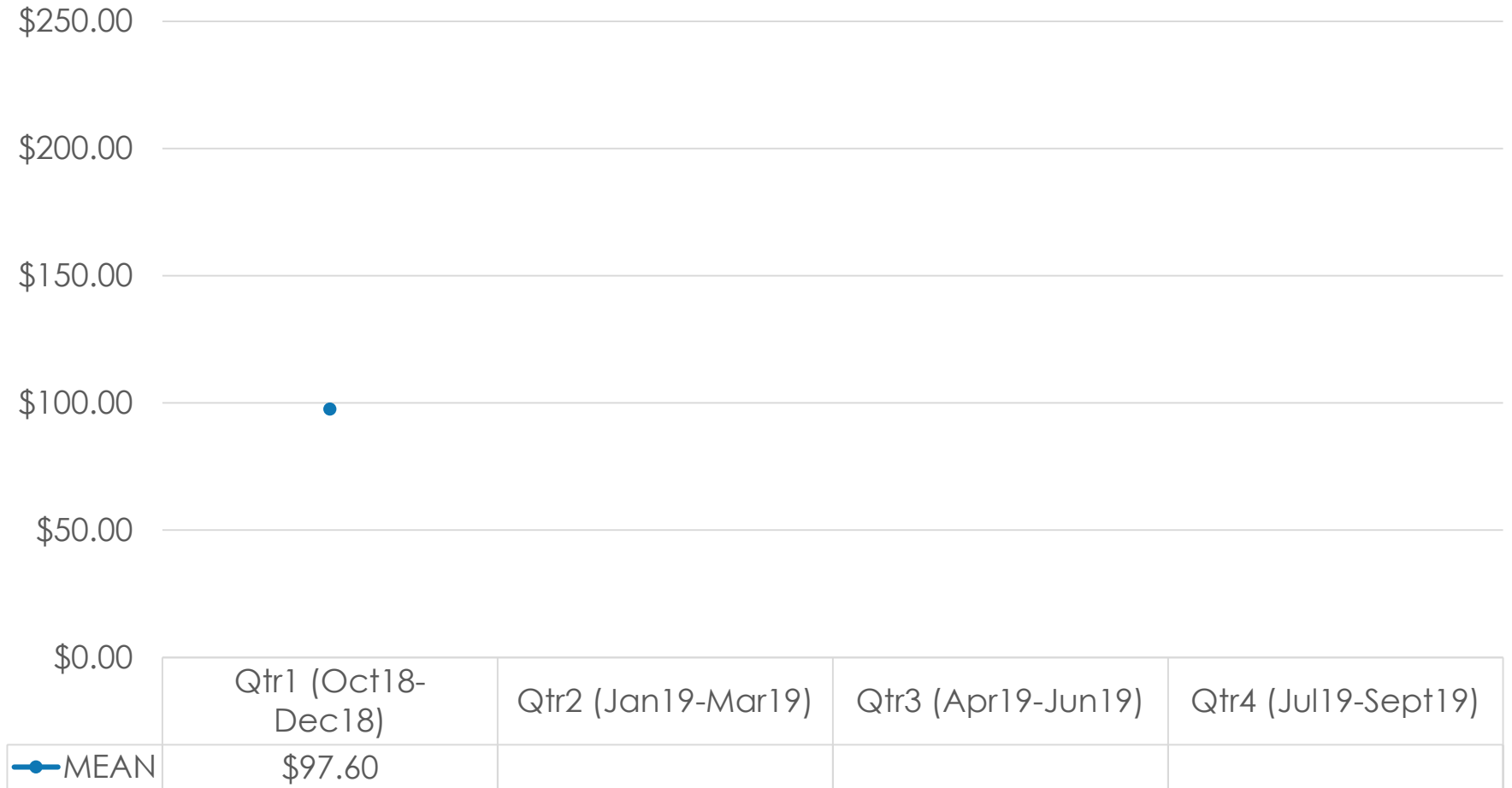
TOTAL Per Person Expenditures – Key Segments

**GVB EXIT SURVEY
TOTAL PER PERSON SPENDING**

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
TOTAL PP	Mean	\$2,129.04	\$2,099.38	\$2,231.22	\$2,310.54
	Median	\$1,755	\$1,694	\$1,778	\$2,034

Prepared by Anthology Research

GUAM AIRPORT EXPENDITURE – FY2019 Tracking

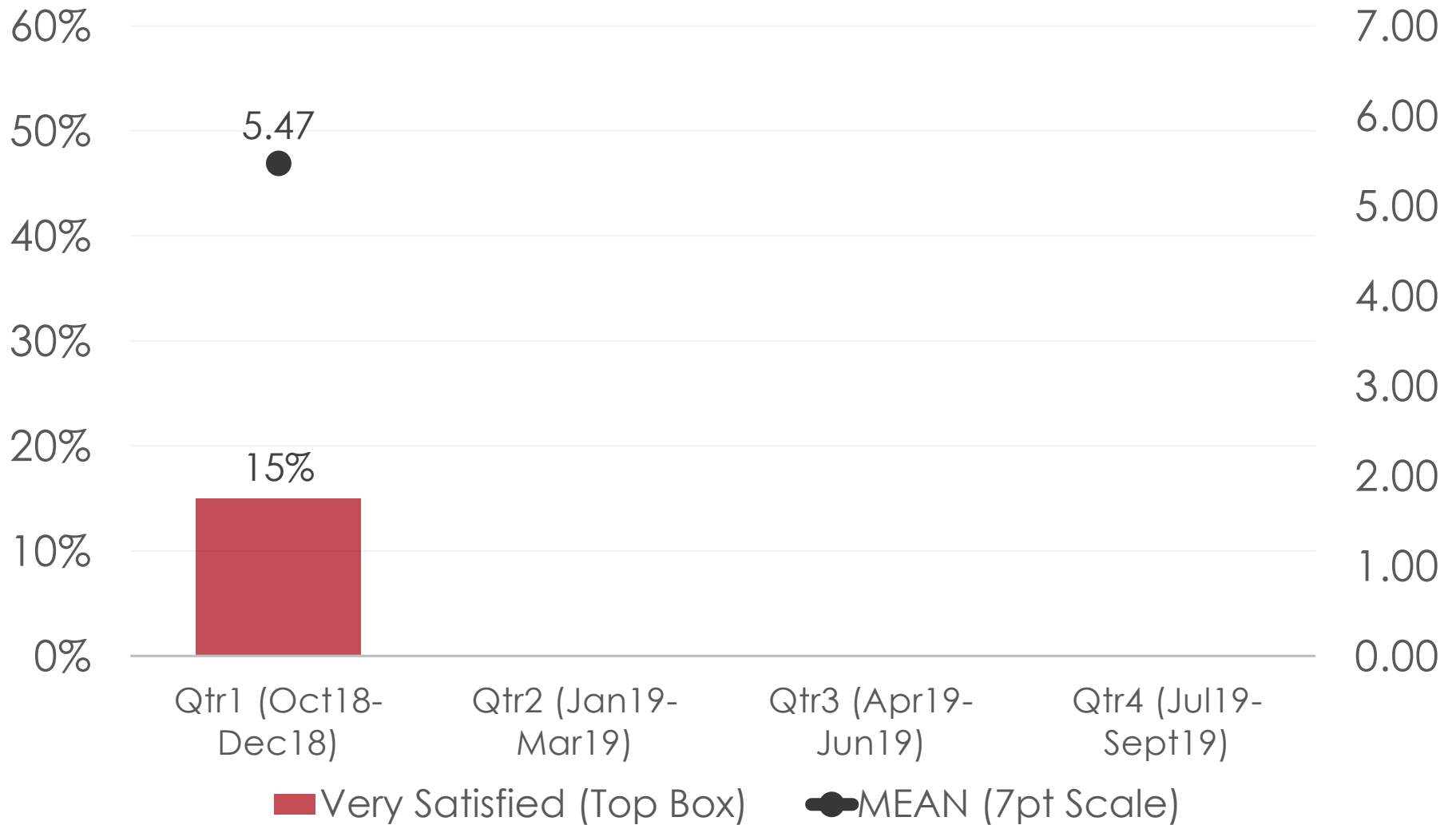


SECTION 4

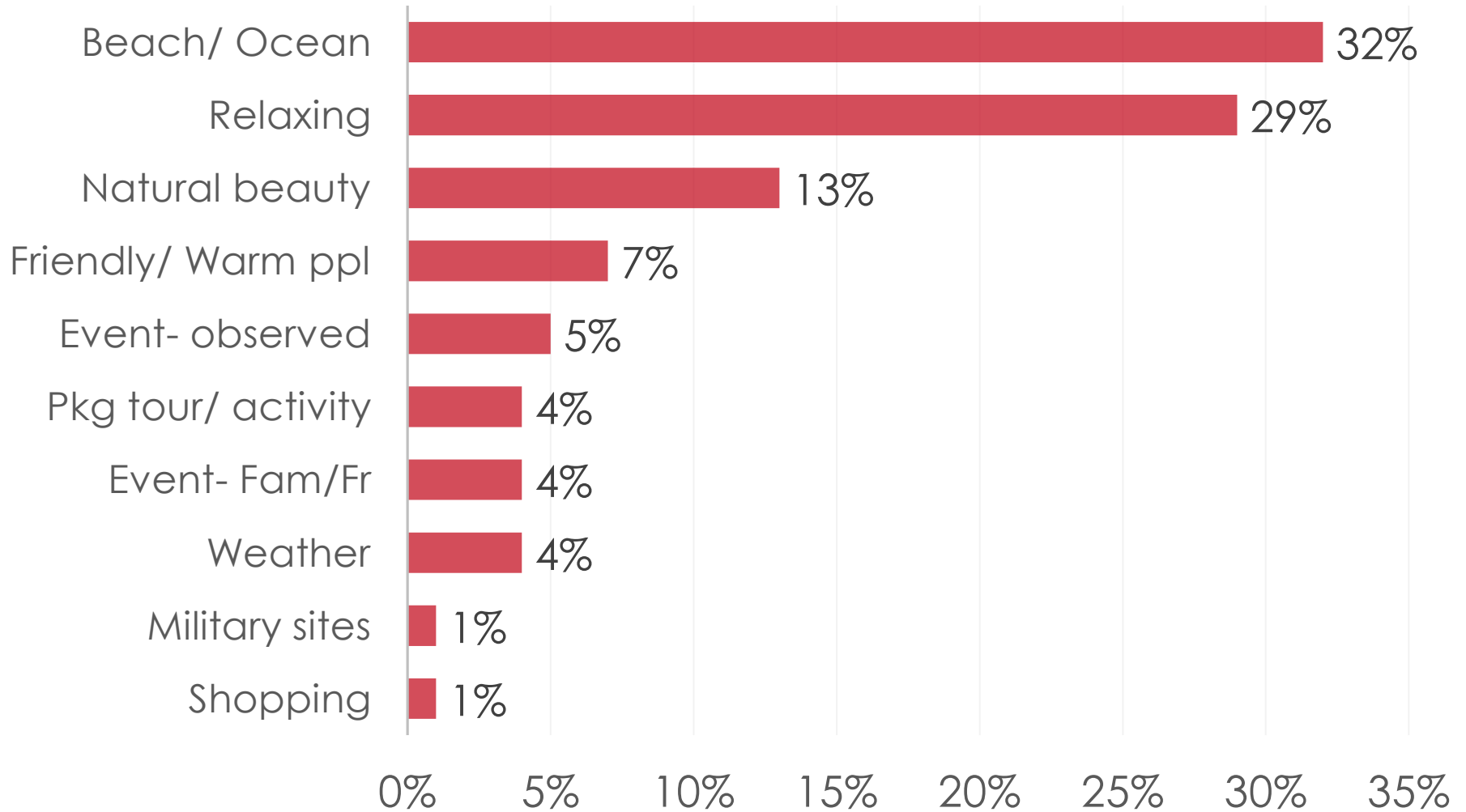
VISITOR SATISFACTION

BEHAVIOR

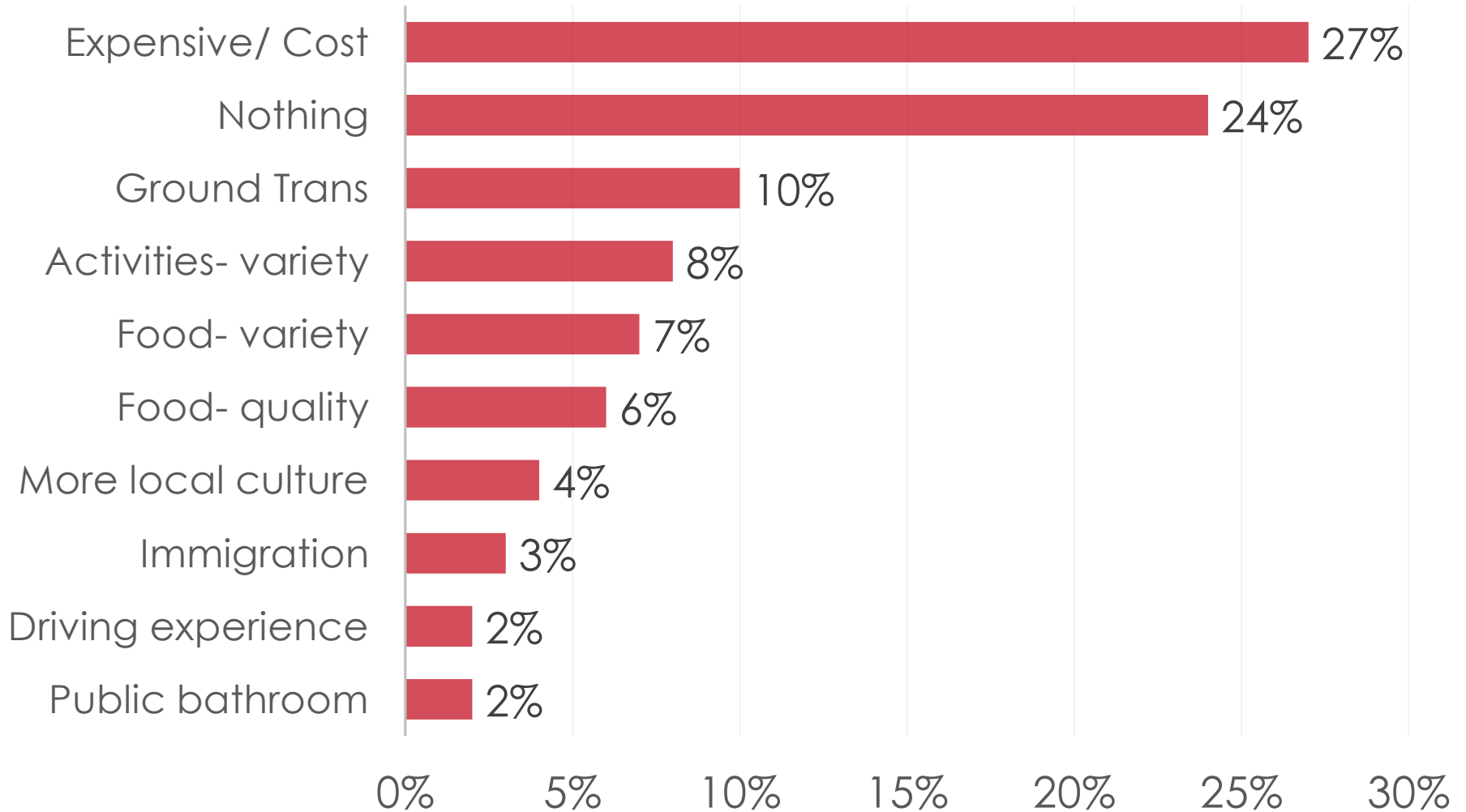
OVERALL SATISFACTION



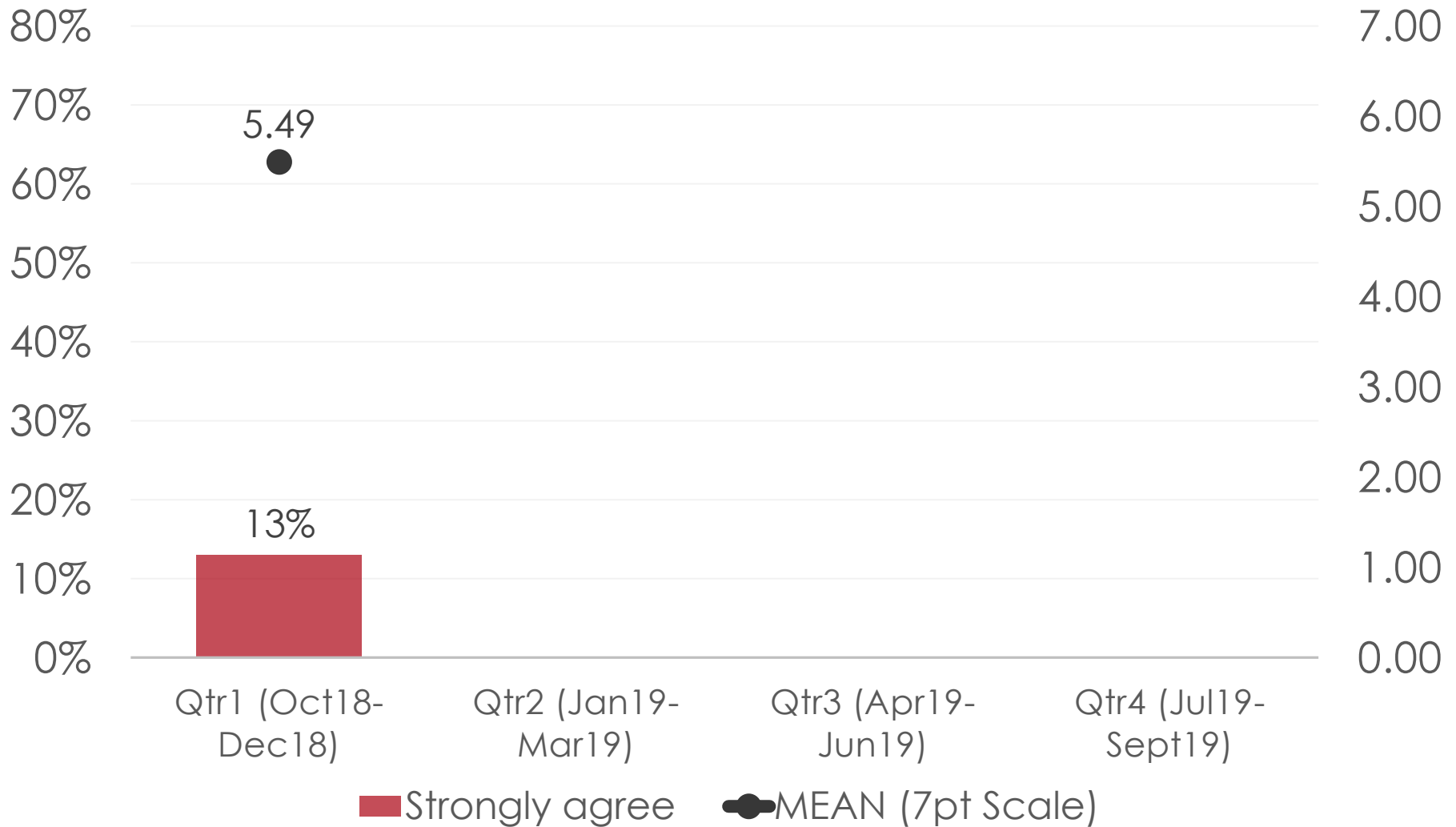
Positive Aspect of Trip



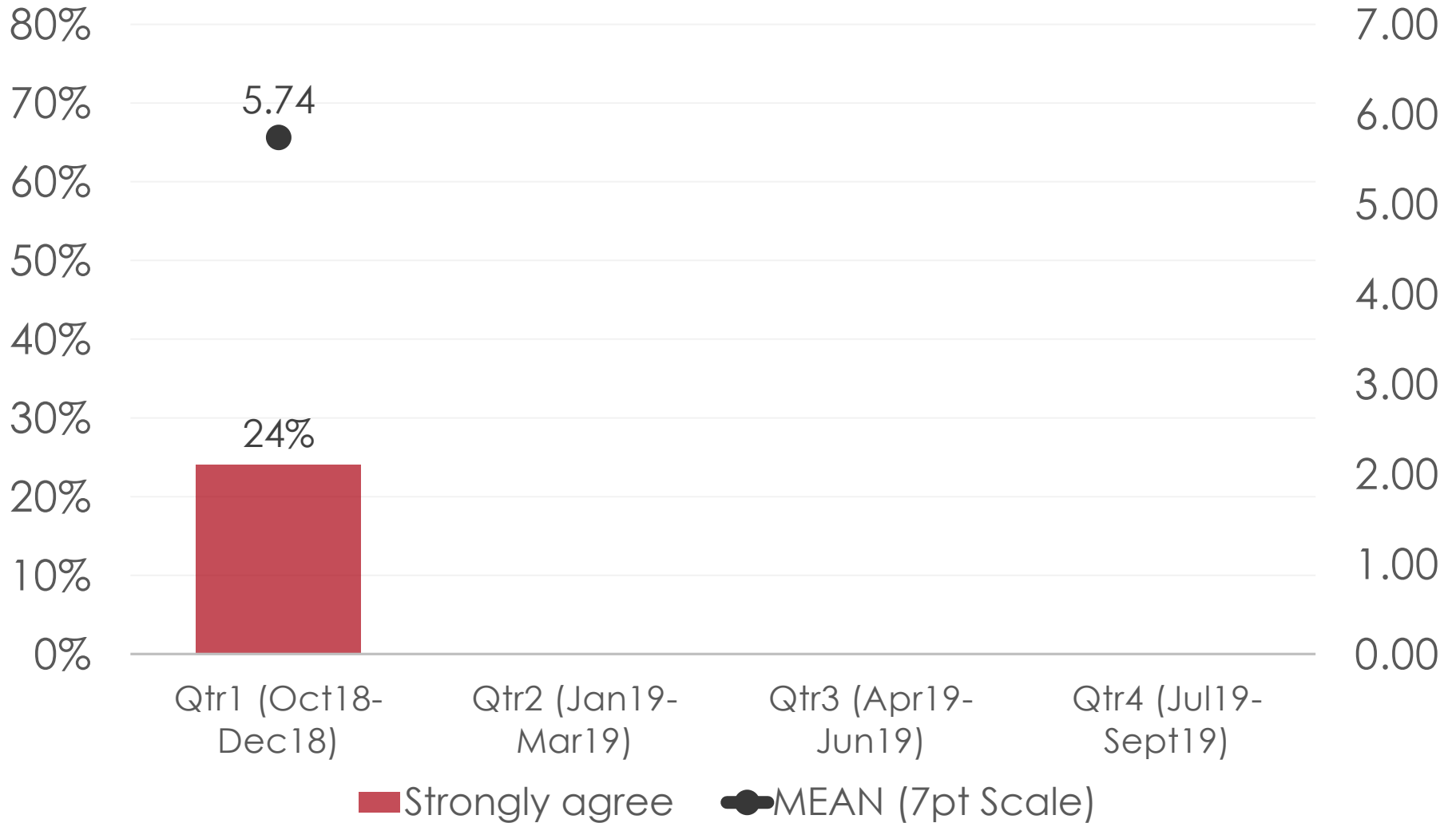
Negative Aspect of Trip



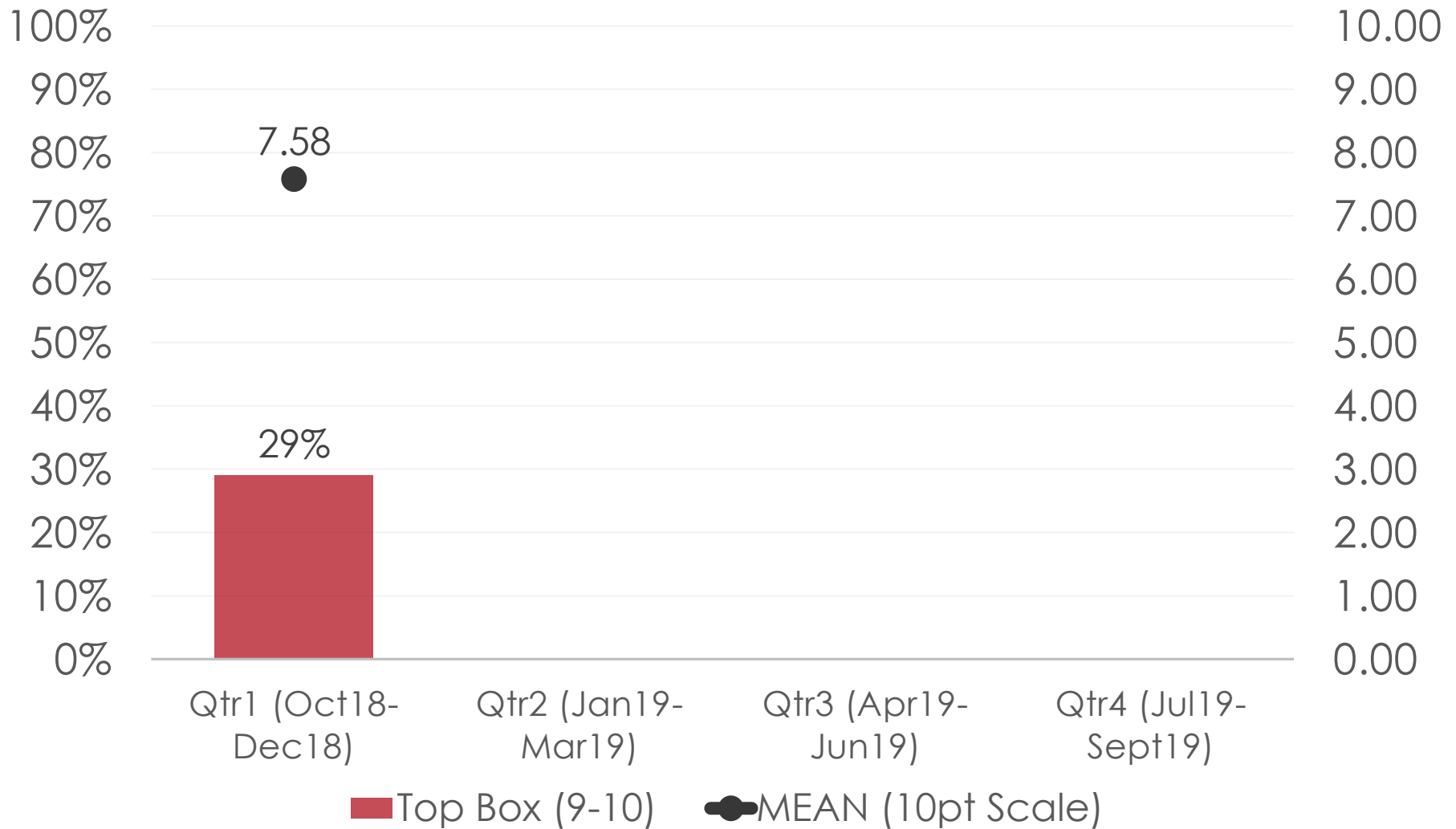
Guam was better than expected



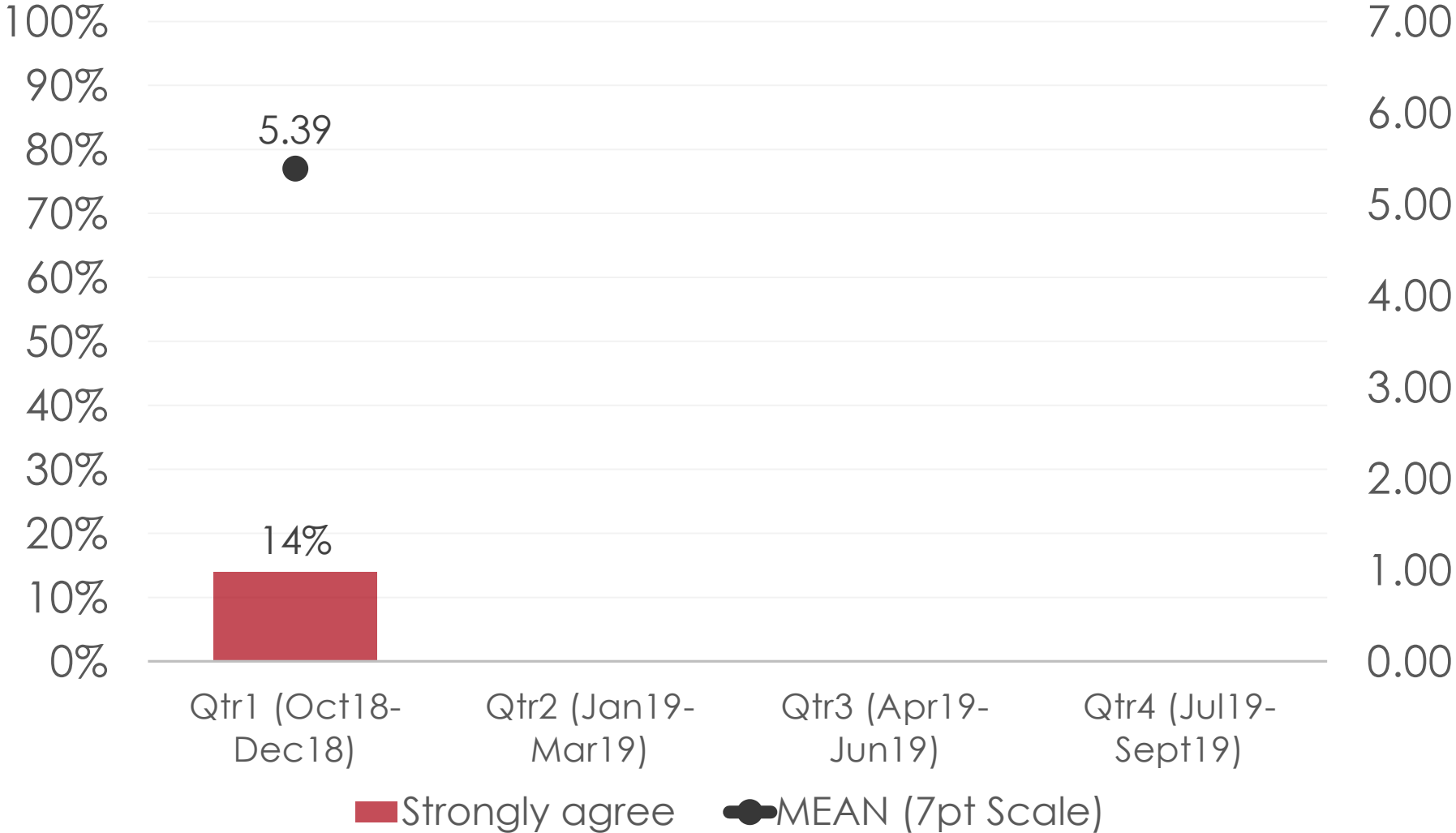
I had no communication problems



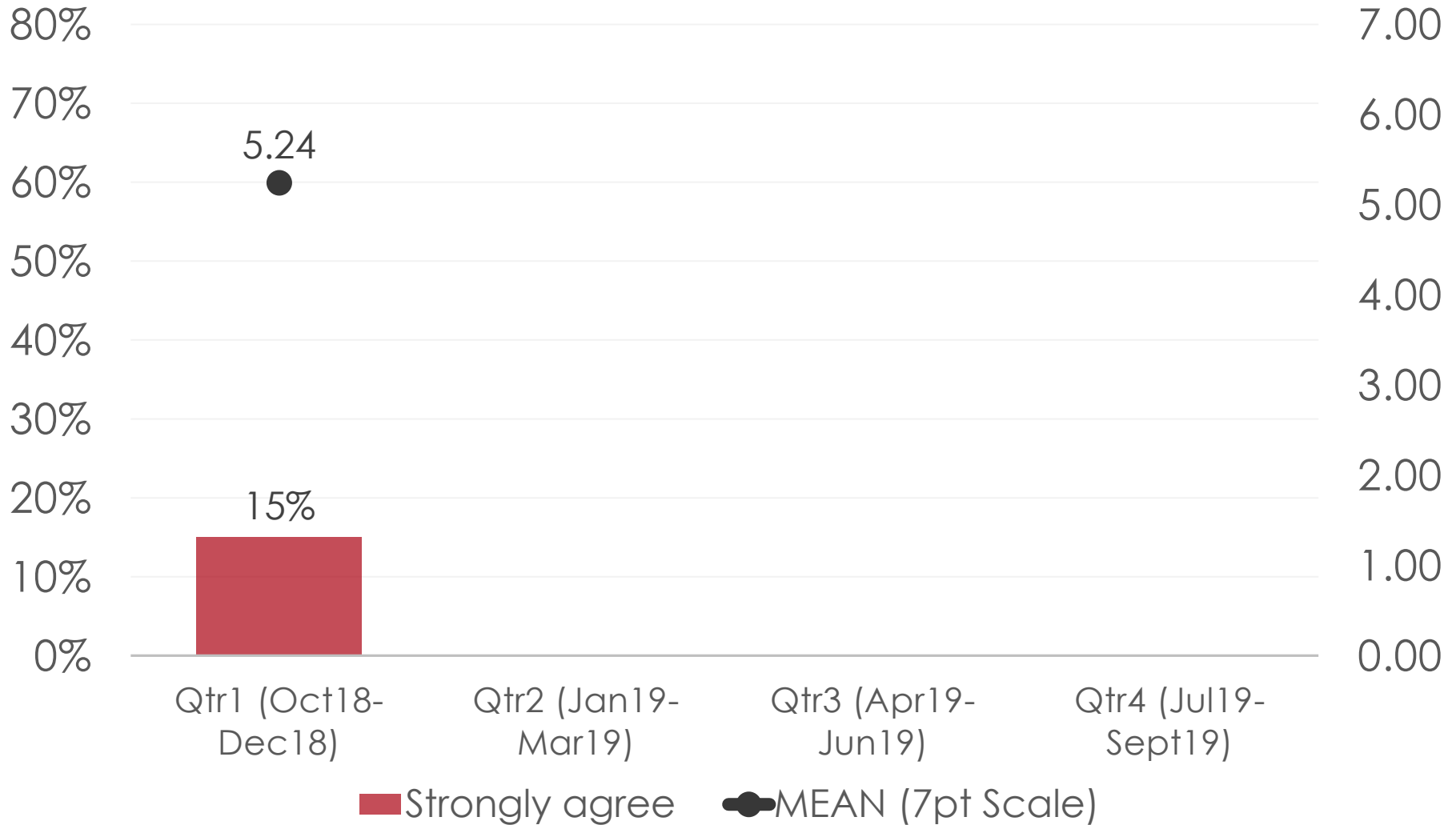
Recommend Guam- family & friends



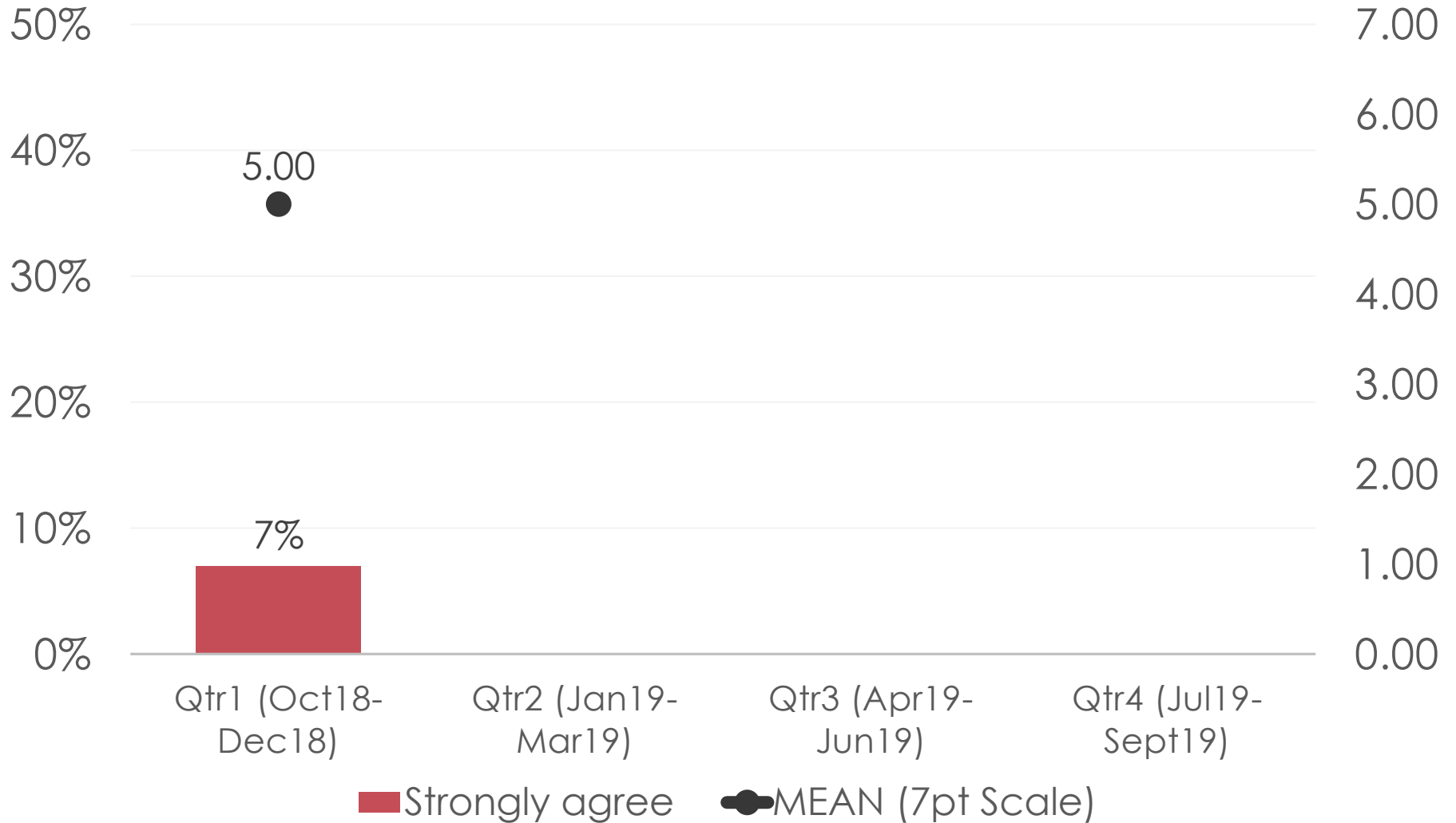
Sites on Guam were attractive



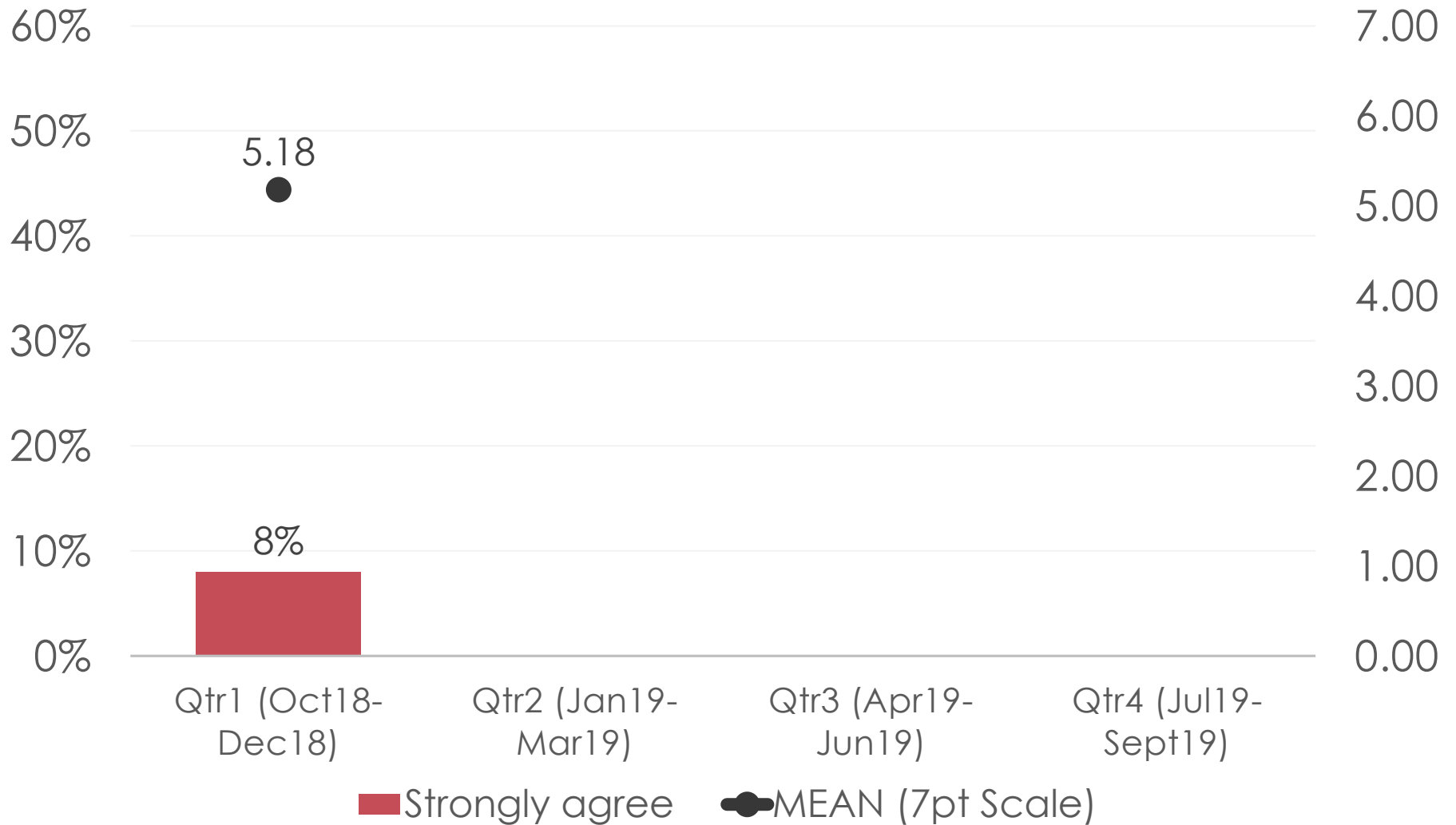
I plan to visit Guam again



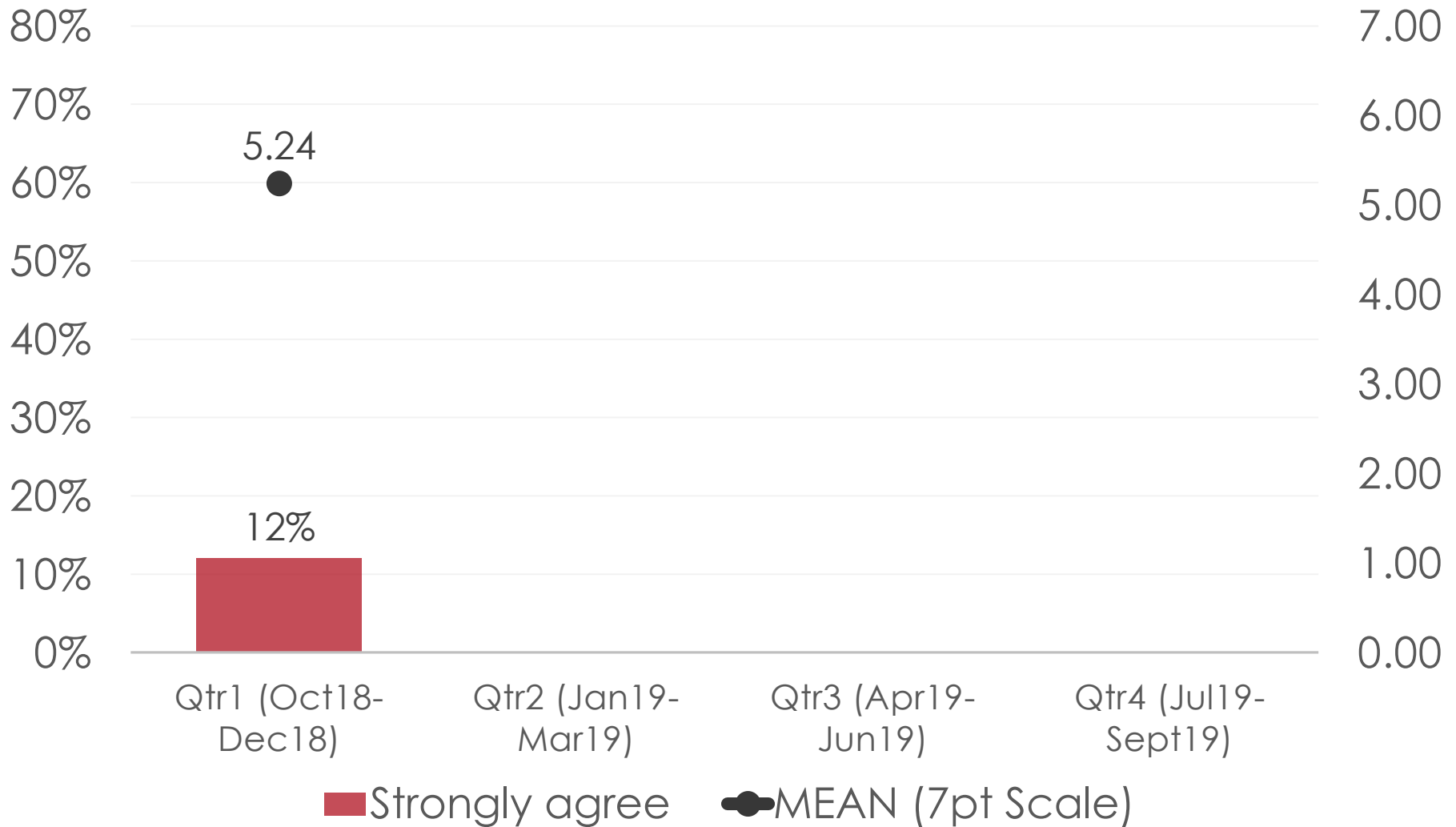
Not enough night time activities



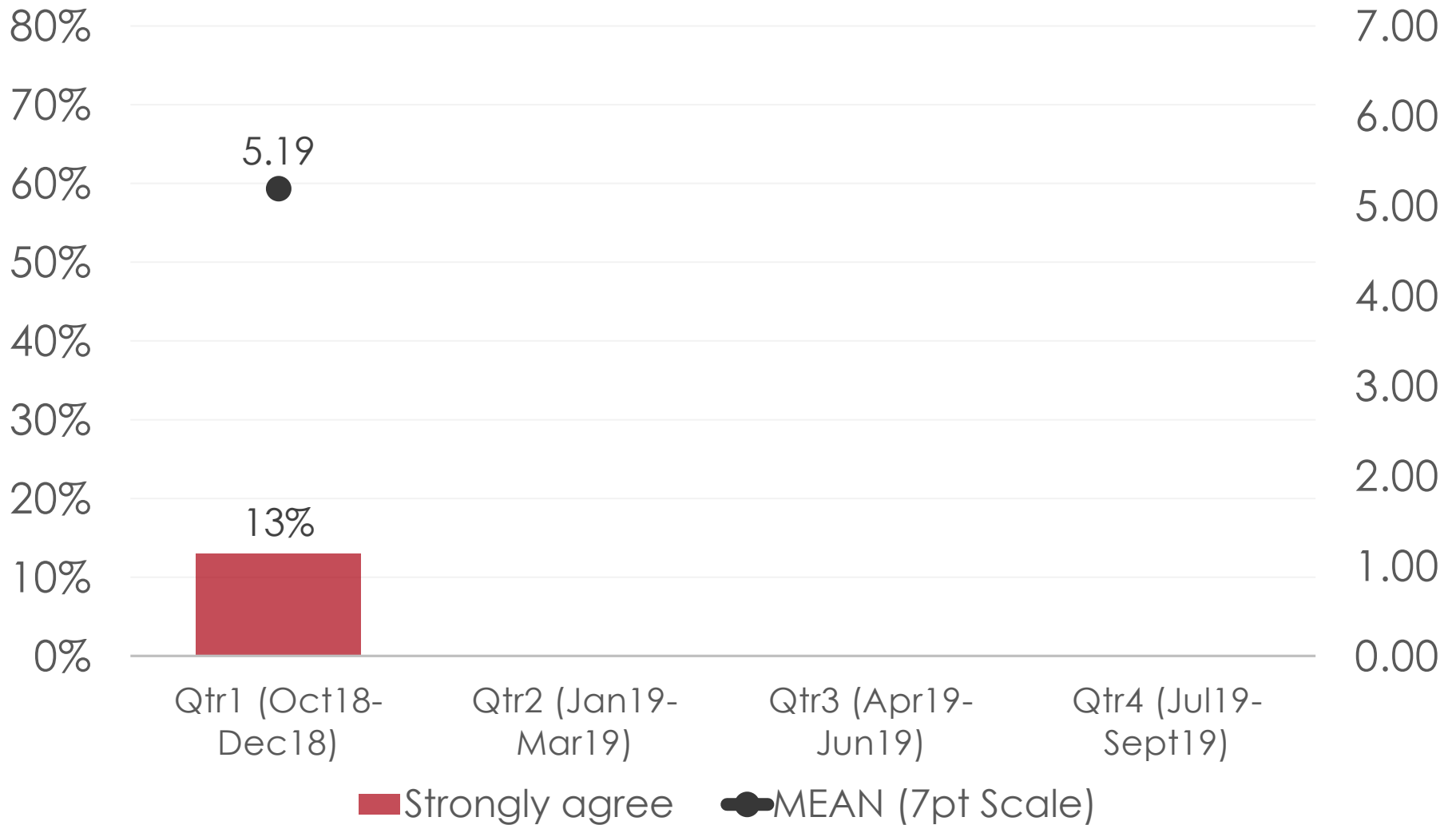
Tour guides were professional



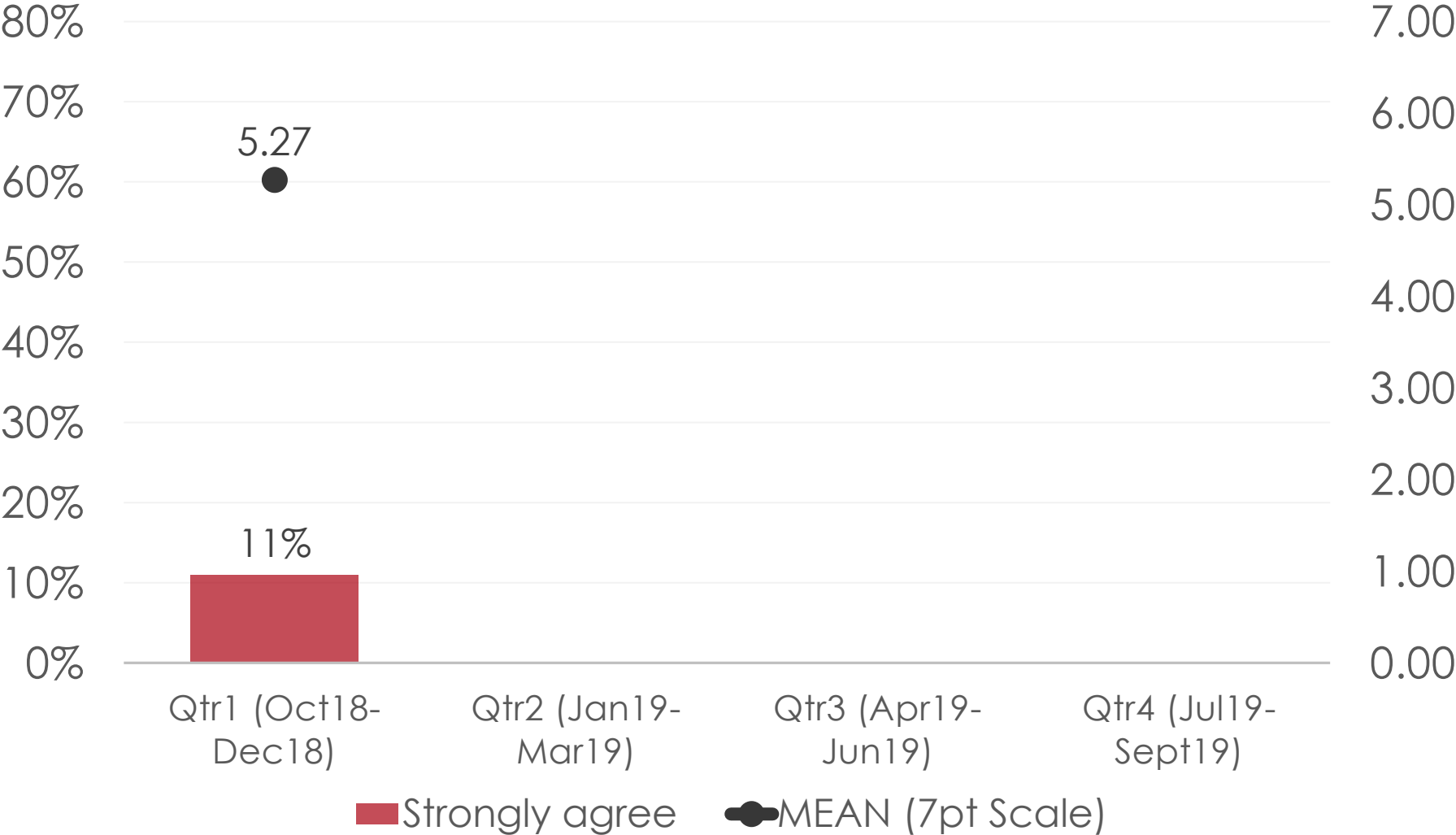
Tour drivers were professional



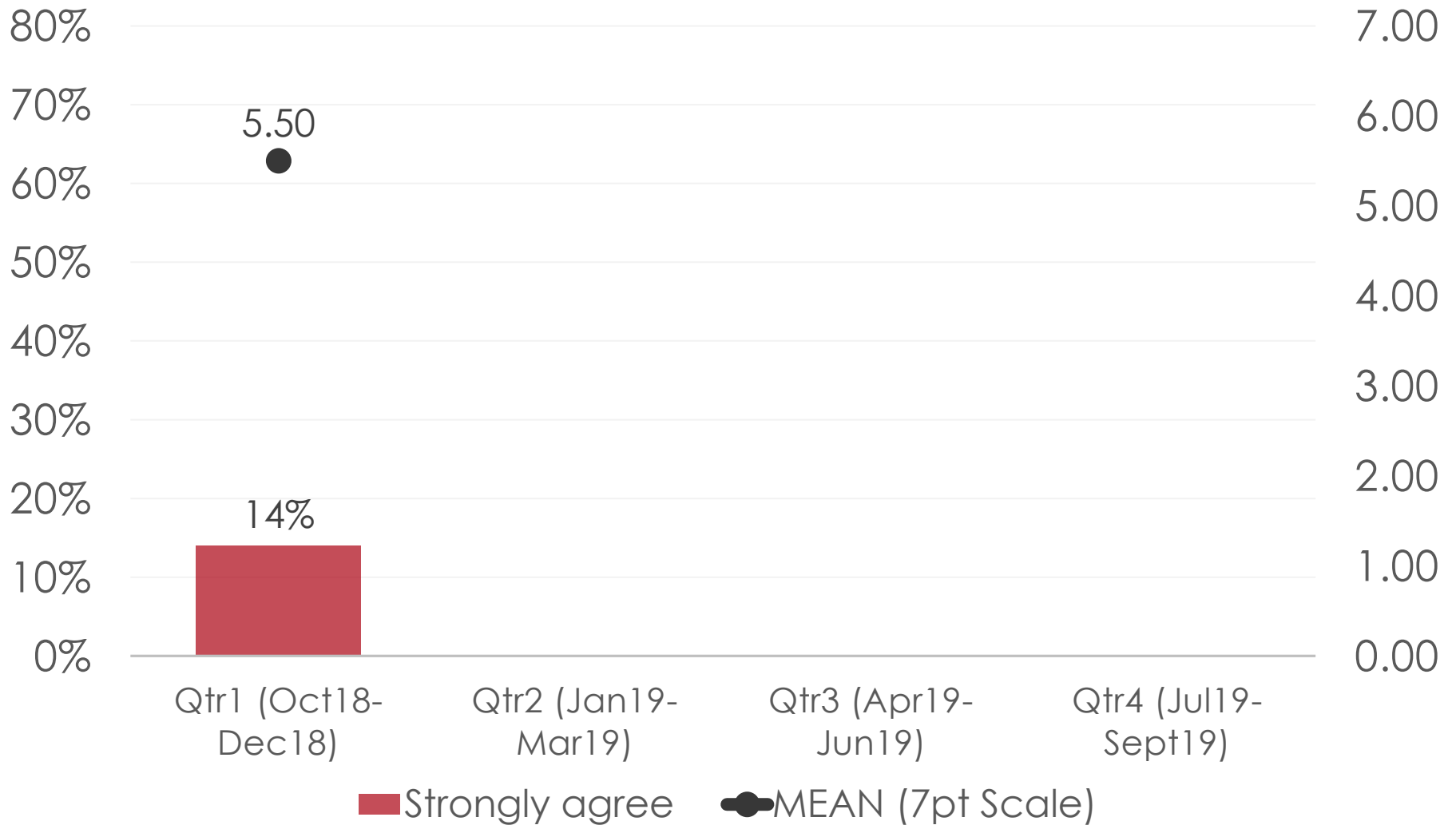
Taxi drivers were professional



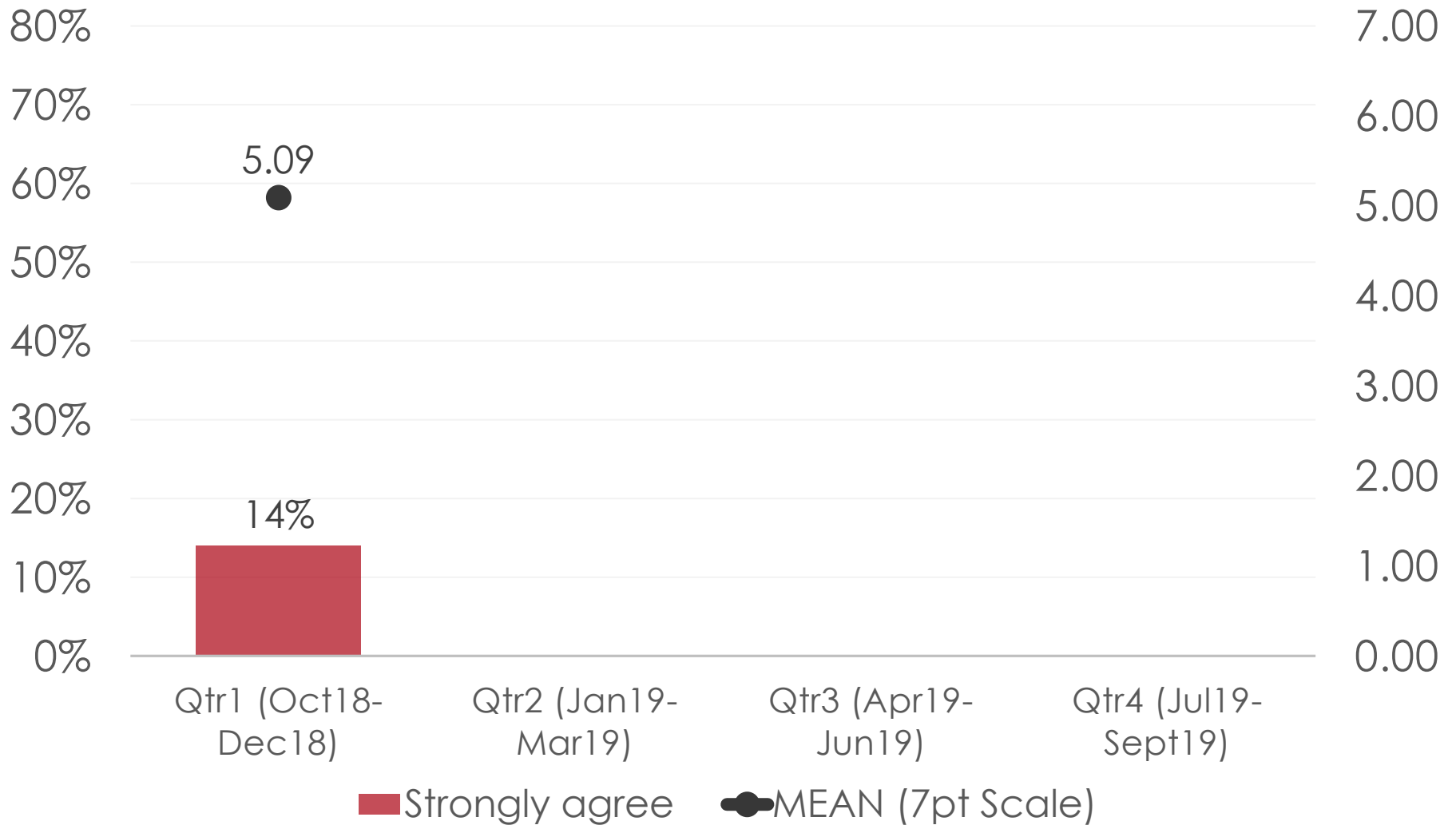
Taxis were clean



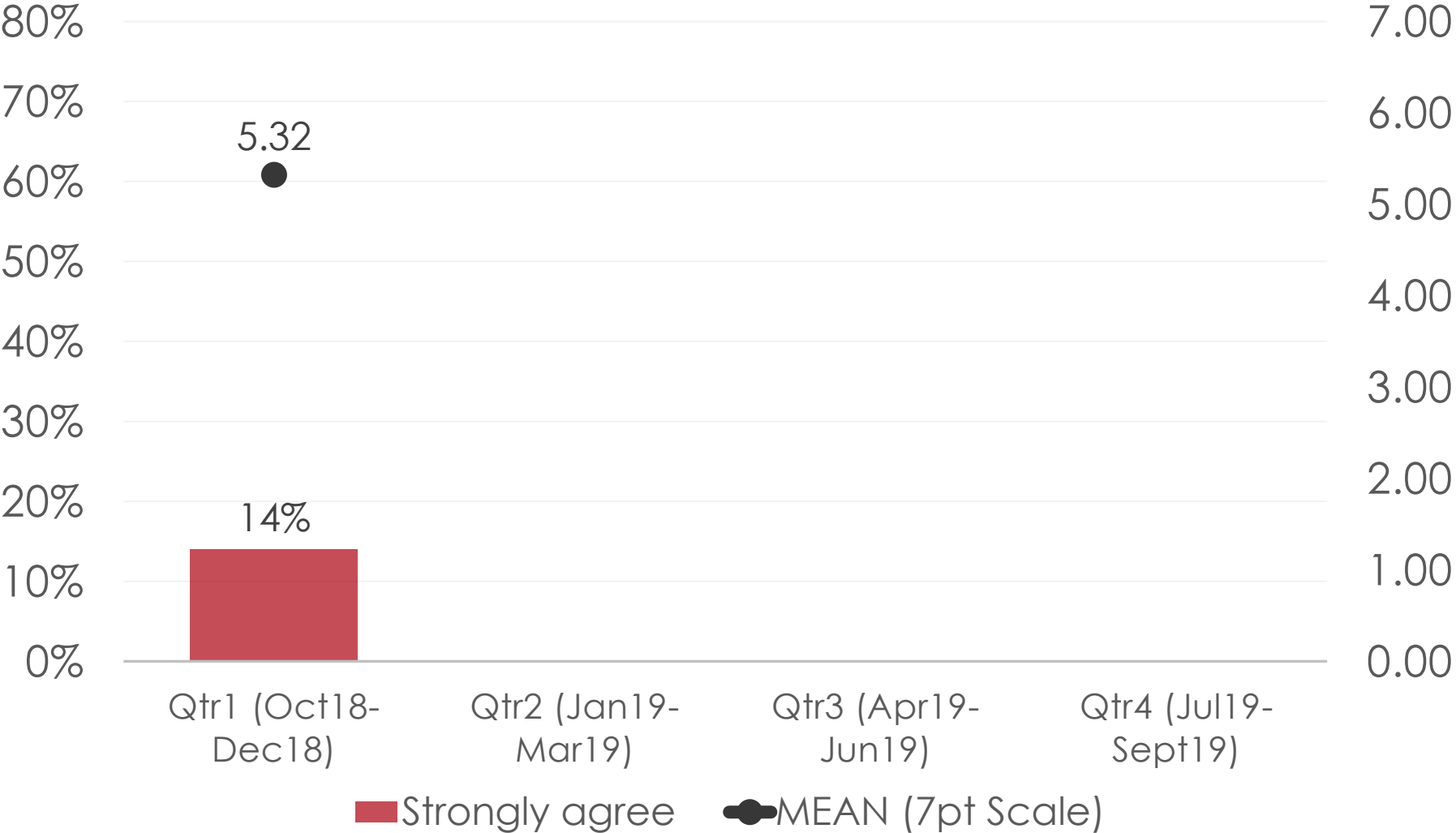
Guam airport was clean



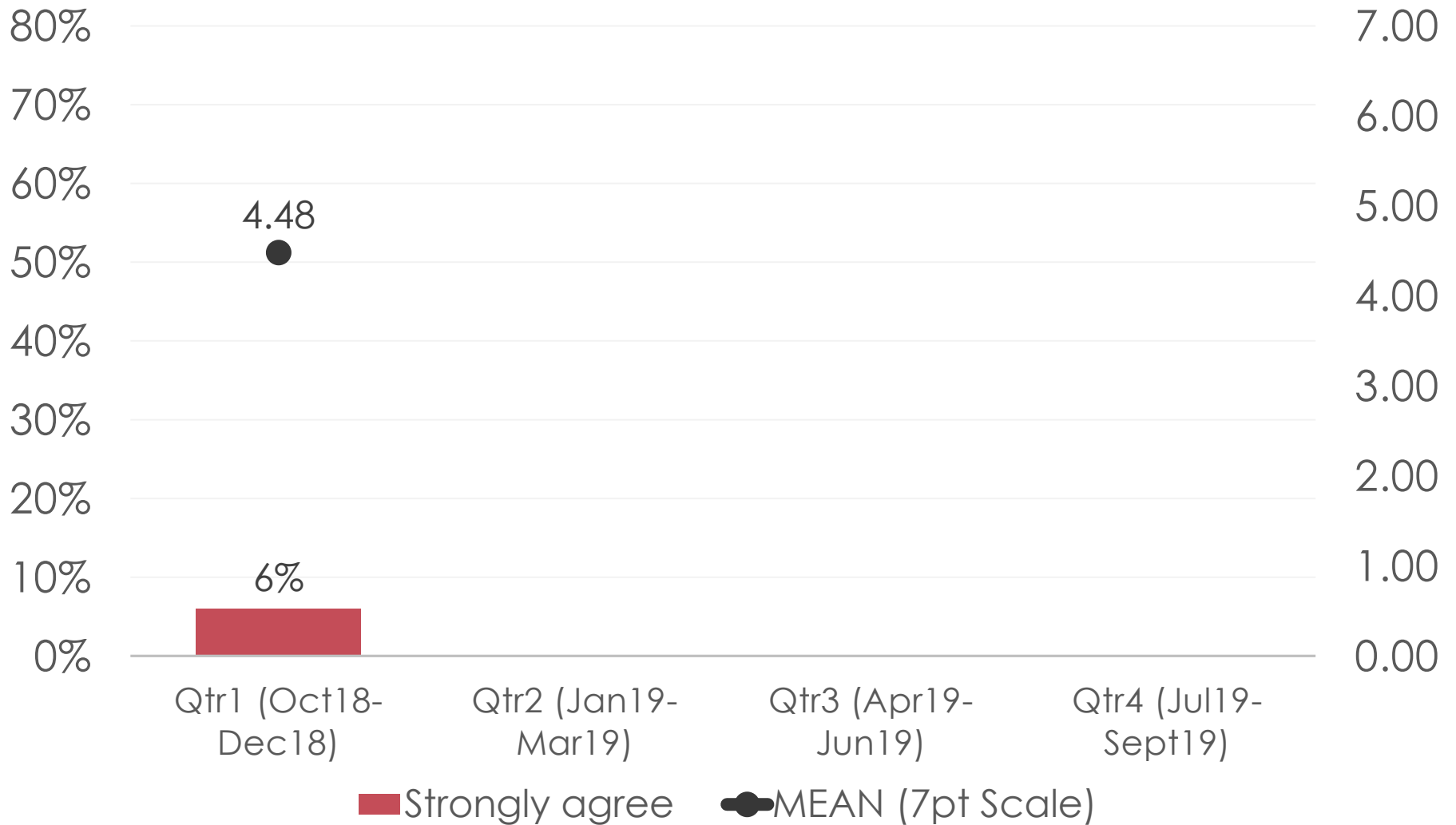
Ease of getting around



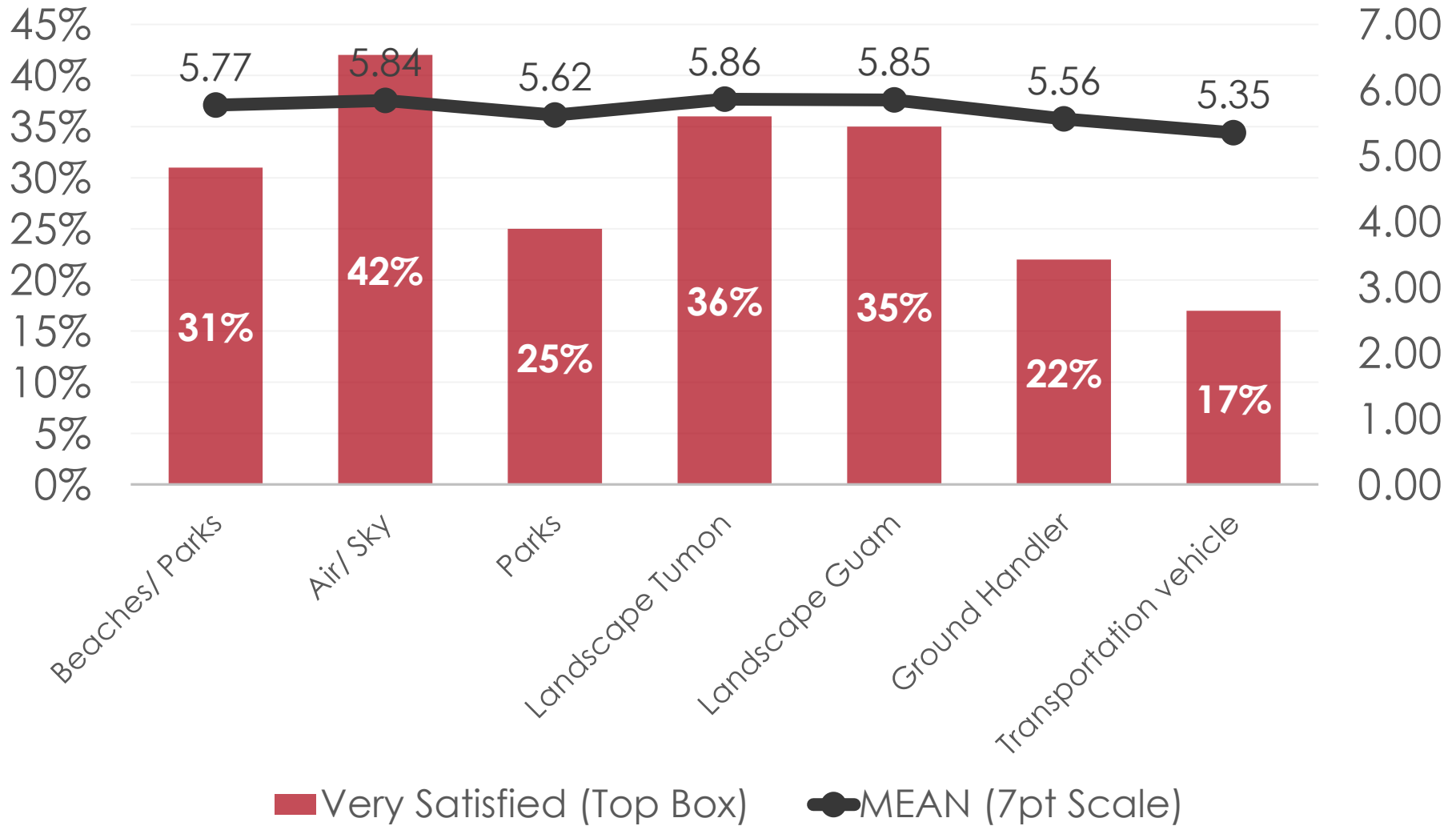
Safety walking around at night



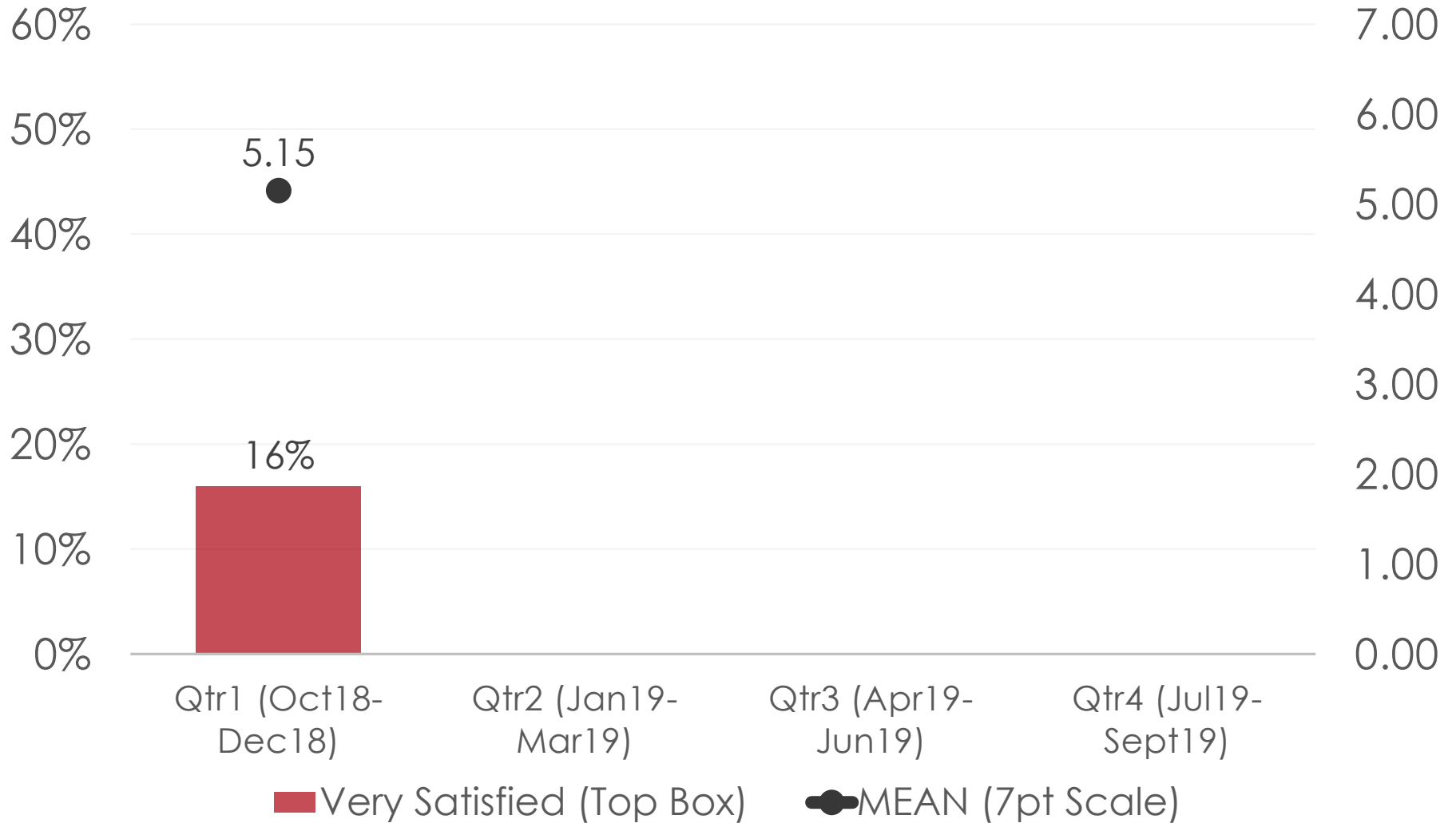
Price of things on Guam



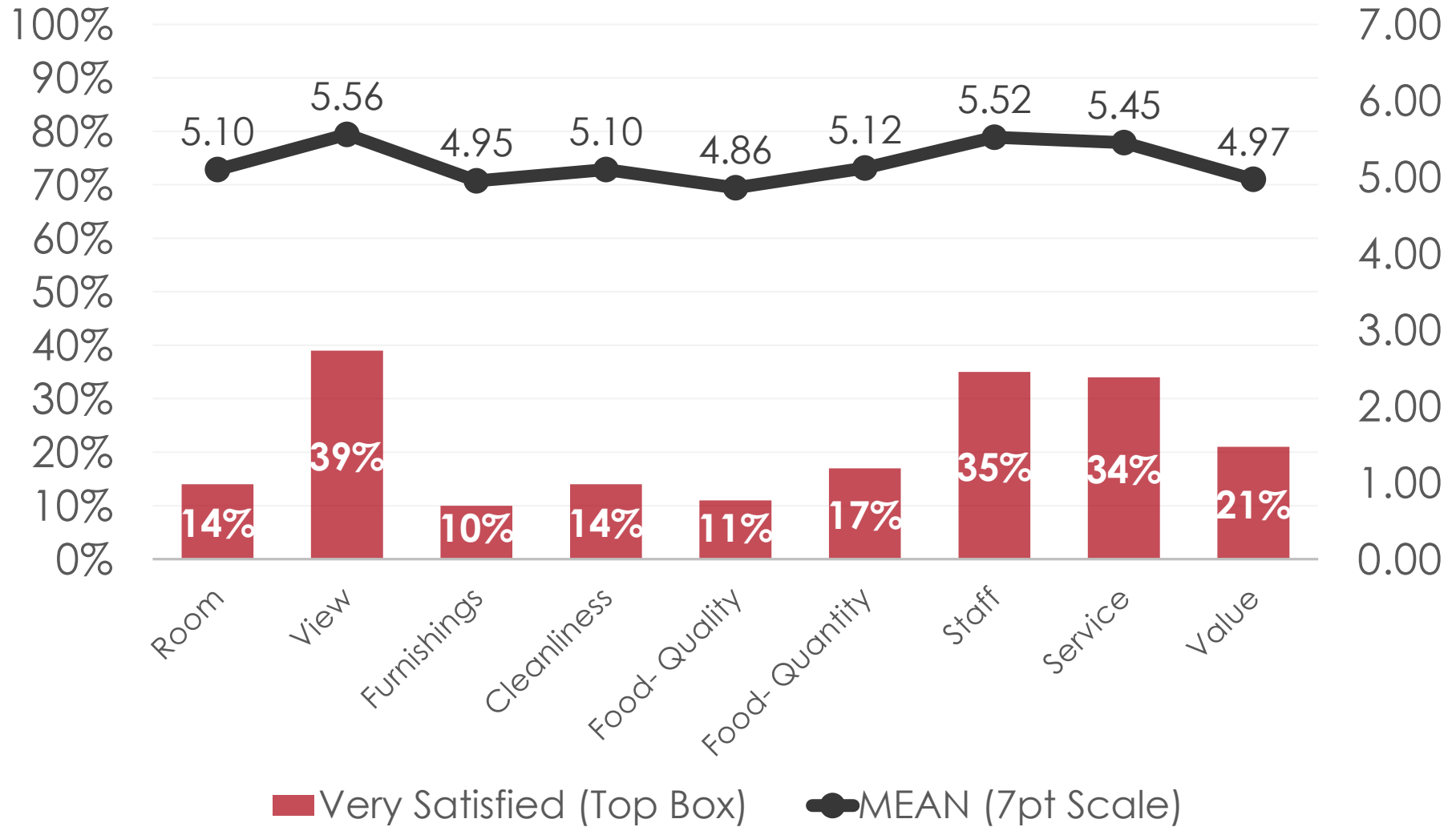
GENERAL SATISFACTION – Quality/ Cleanliness



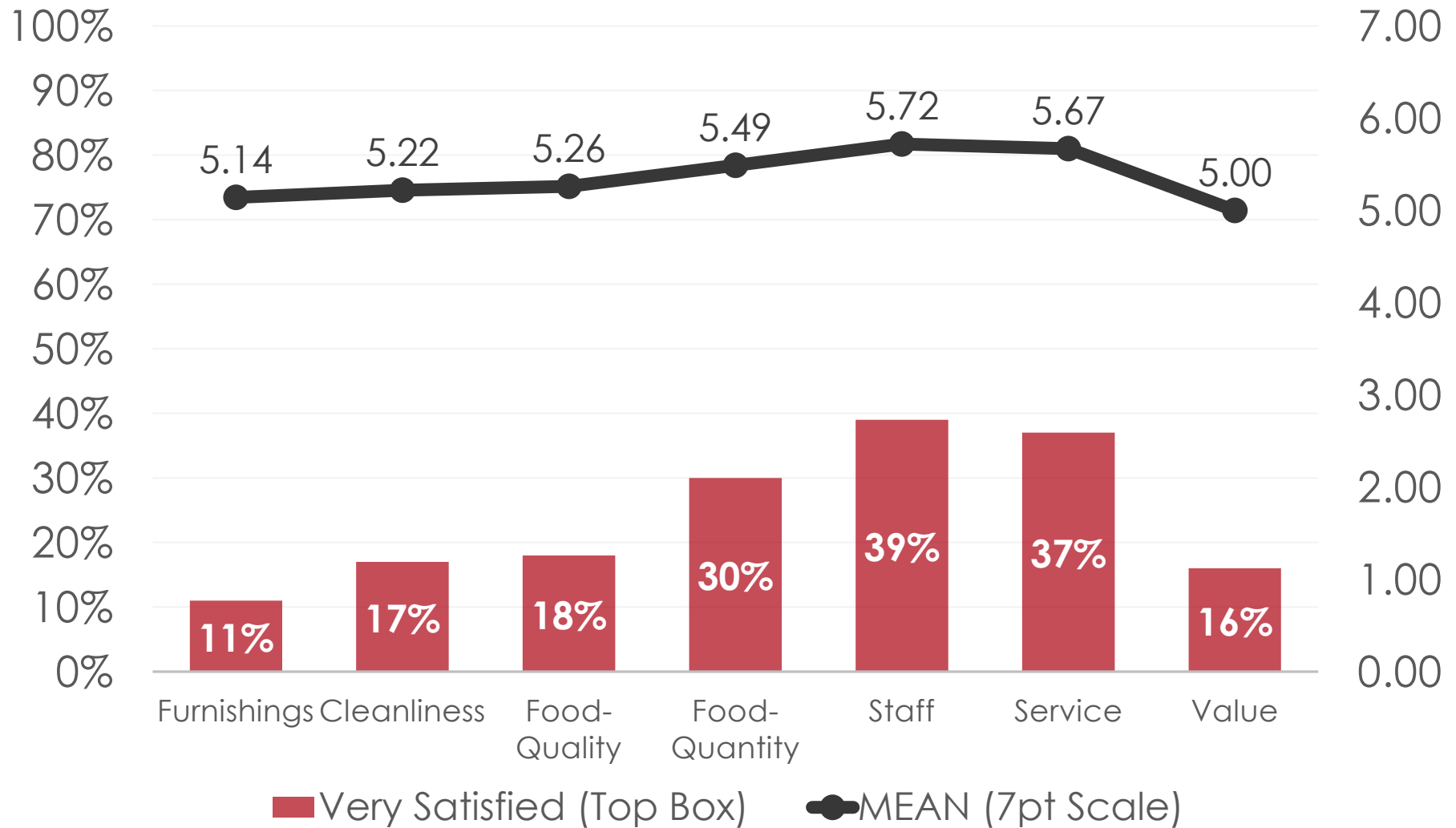
ACCOMMODATIONS – OVERALL SATISFACTION



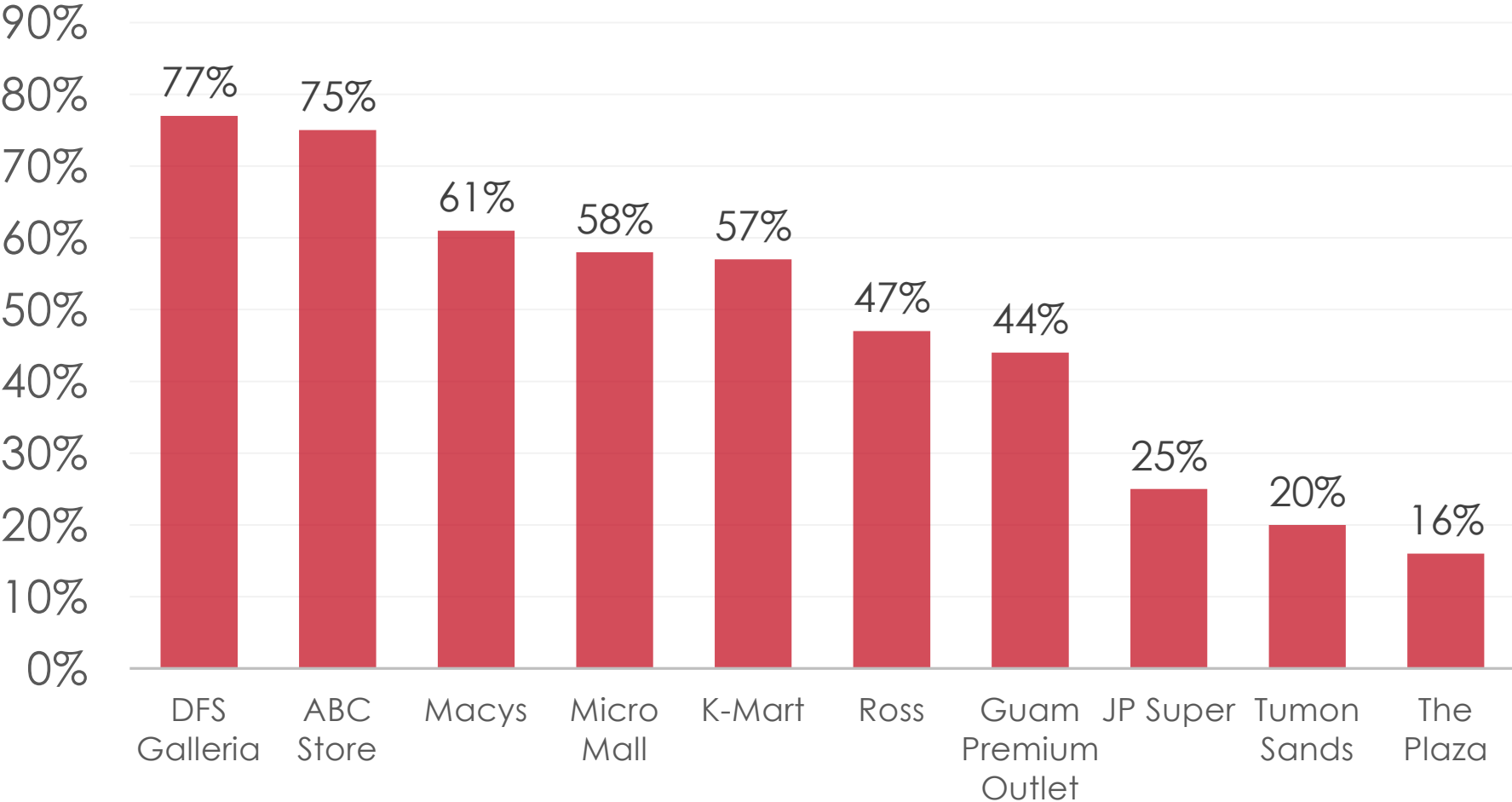
ACCOMMODATIONS – Satisfaction by Category



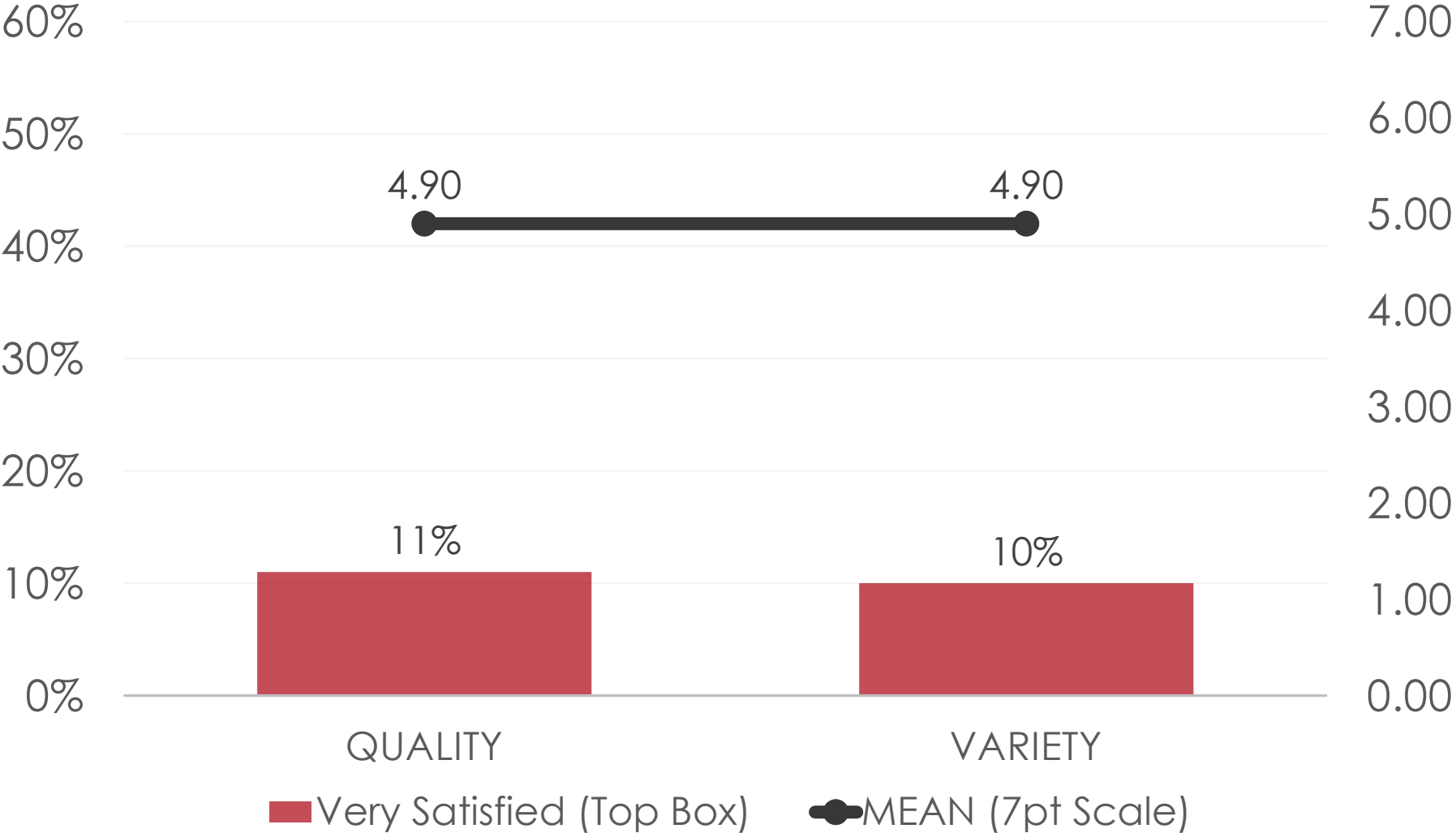
DINING EXPERIENCE (Outside Hotel) – Satisfaction by Category



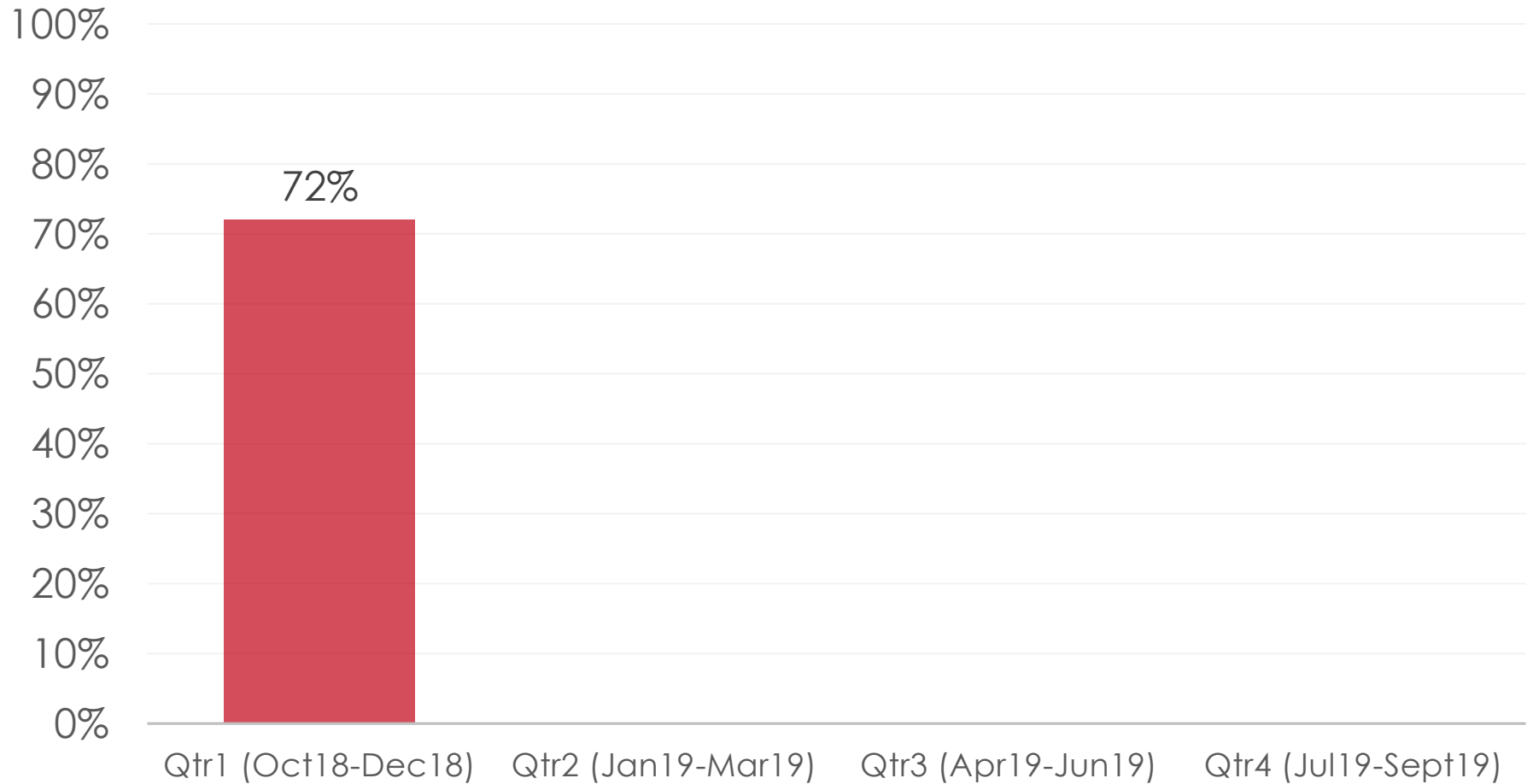
Shopping Malls/ Stores (Top Responses)



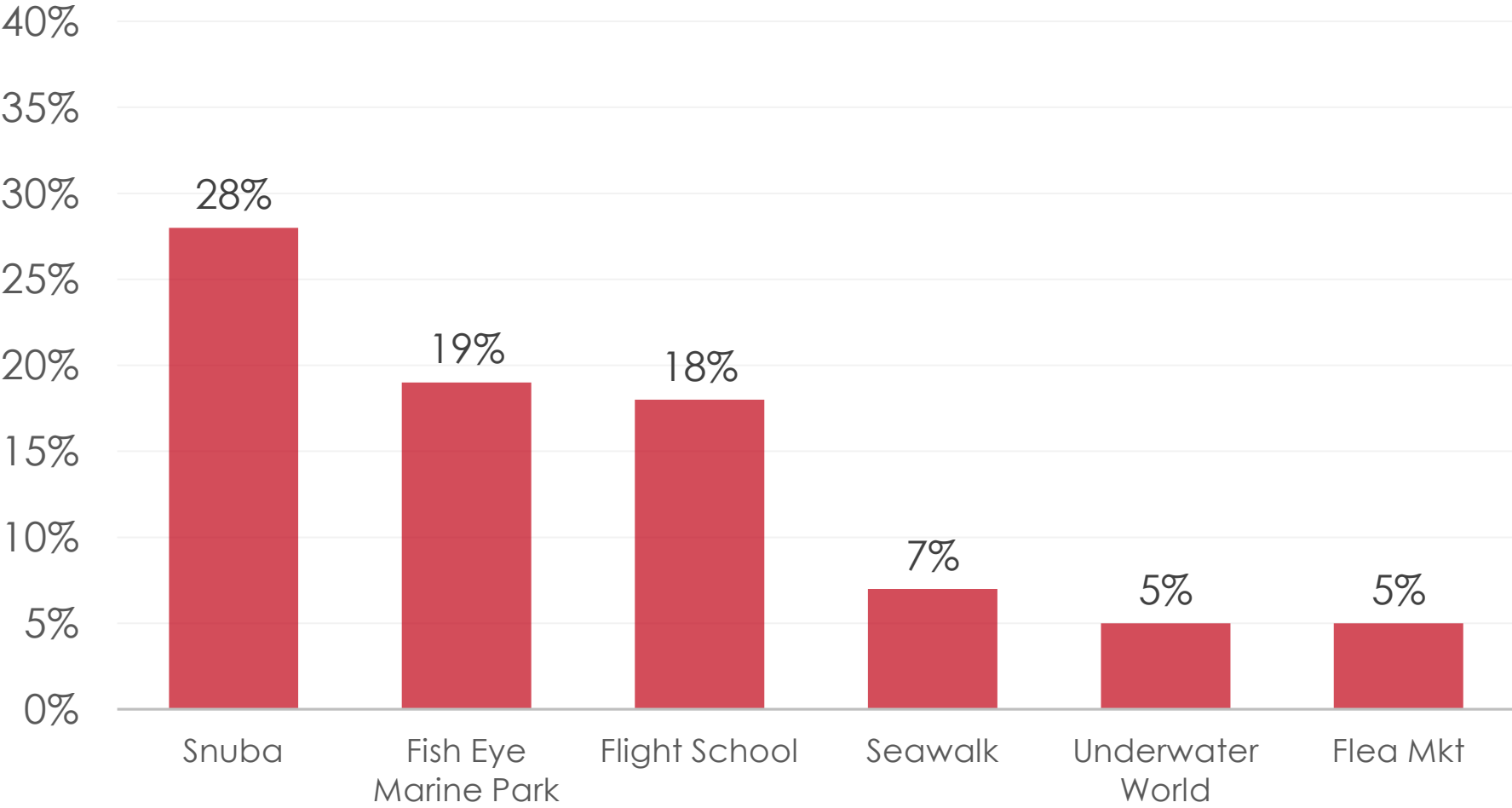
SHOPPING - SATISFACTION



OPTIONAL TOUR PARTICIPATION – FY2019 Tracking

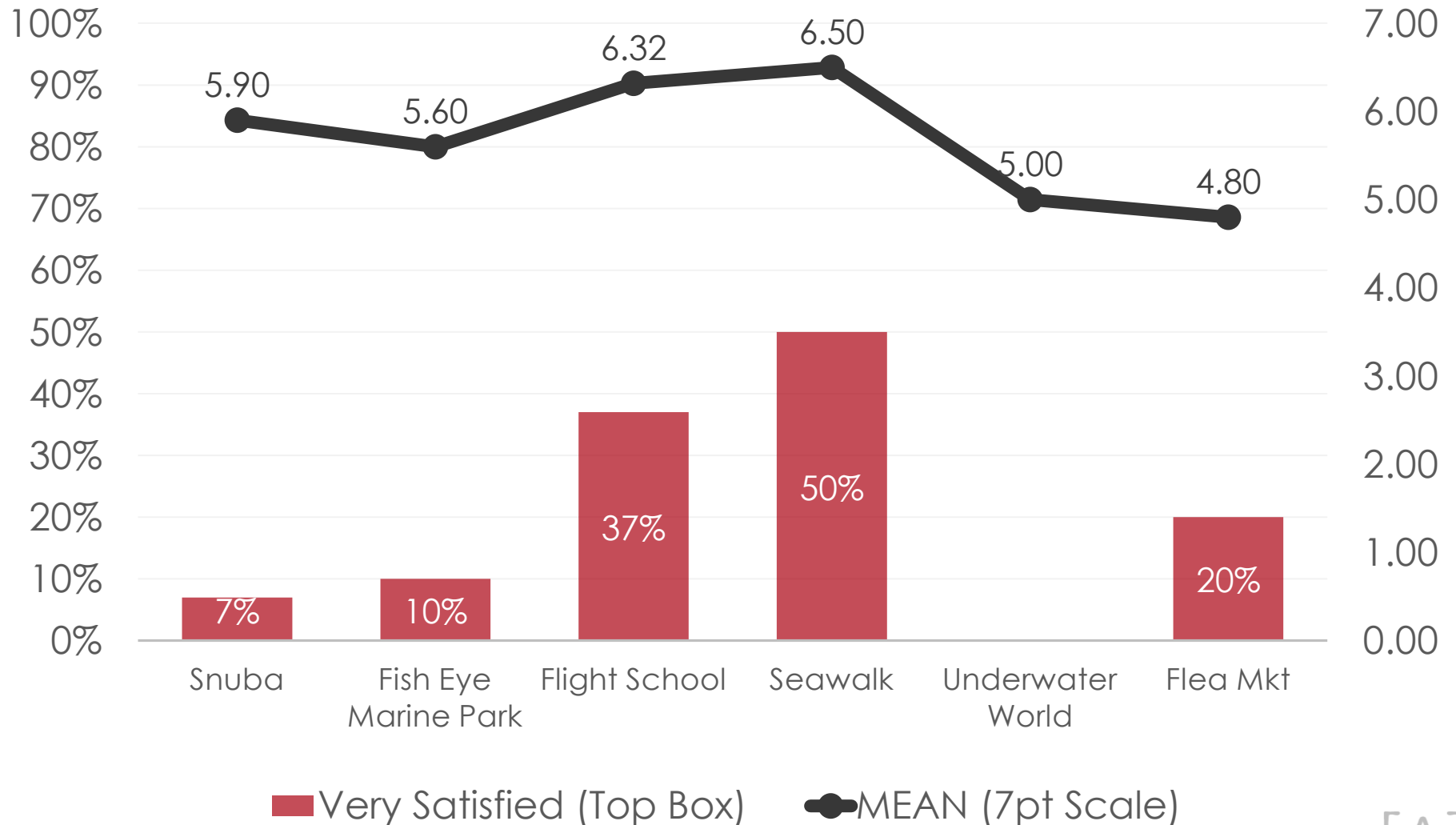


Optional Tour Participation (Top Responses/ 5%+)

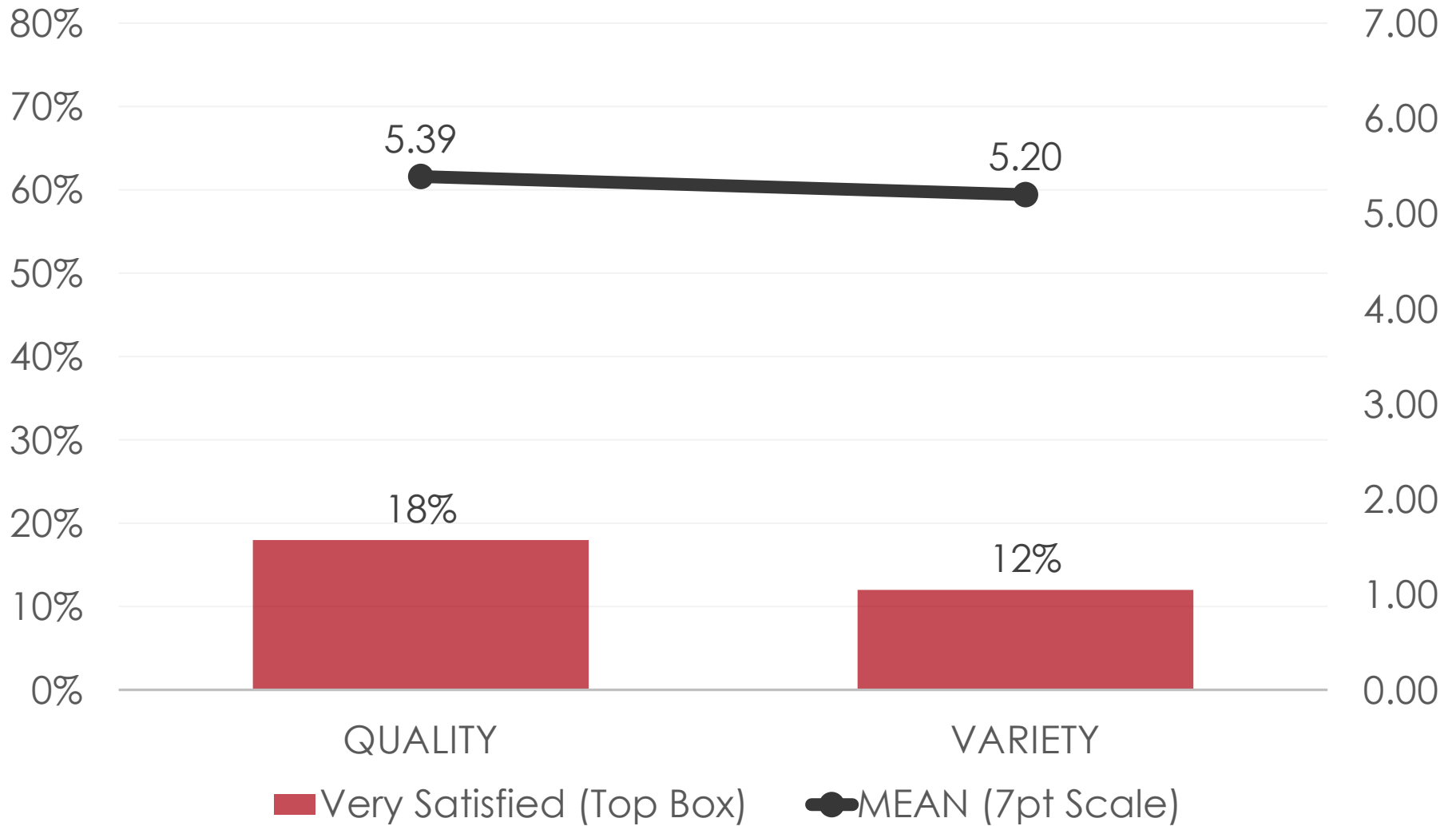


Optional Tour Satisfaction

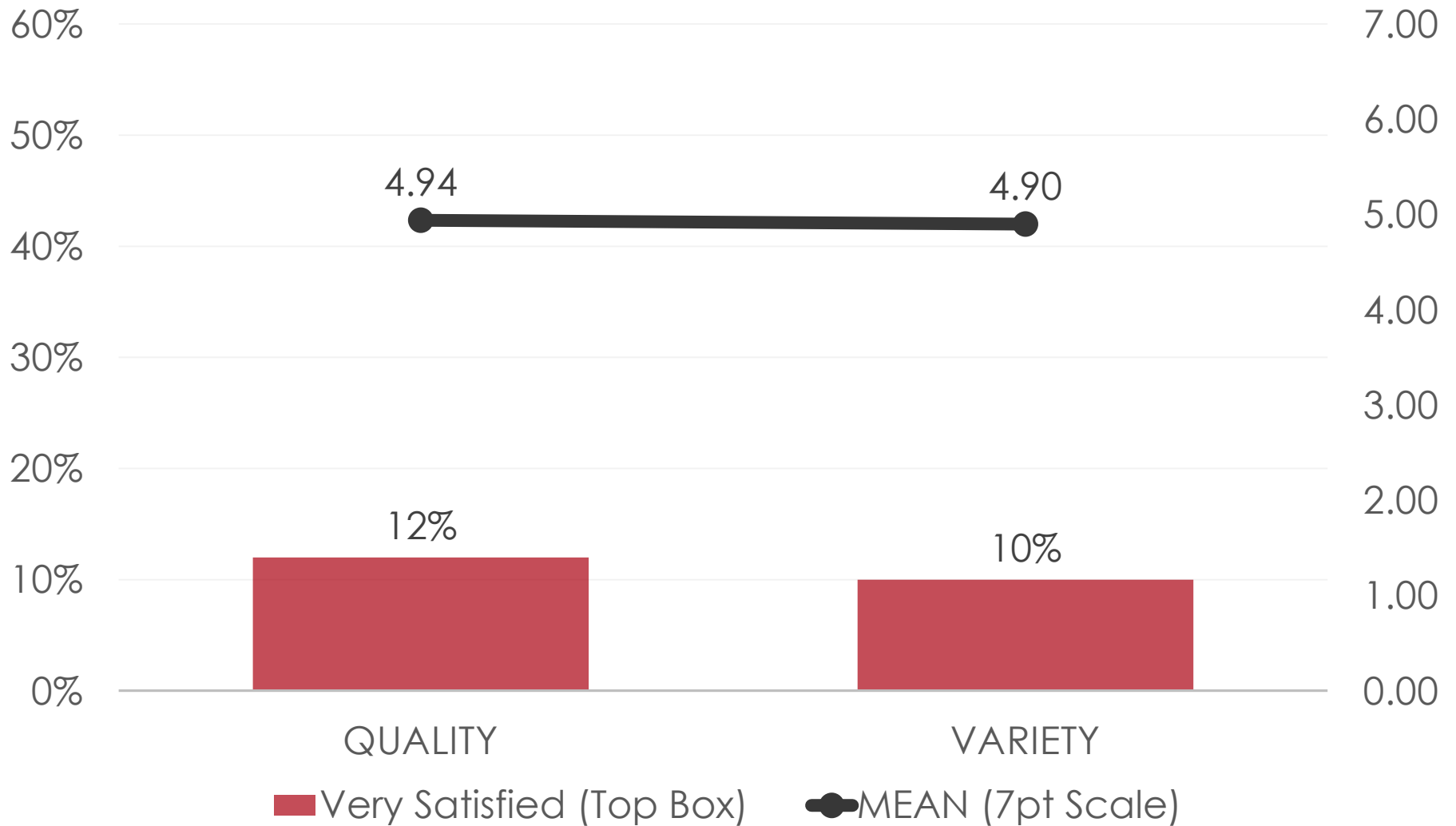
Top Responses only - Participation (5%+)



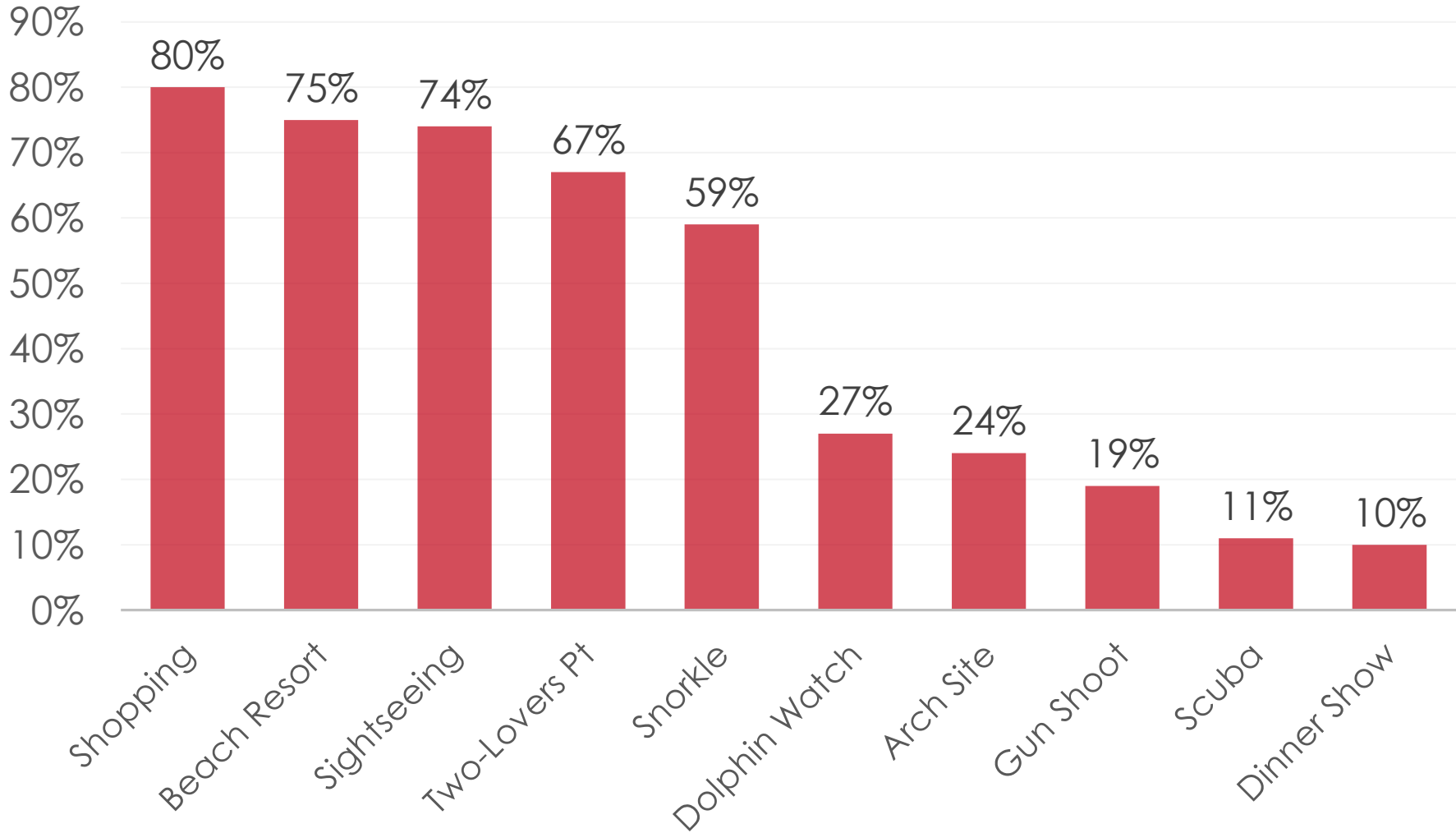
DAY TOUR - SATISFACTION



NIGHT TOUR - SATISFACTION

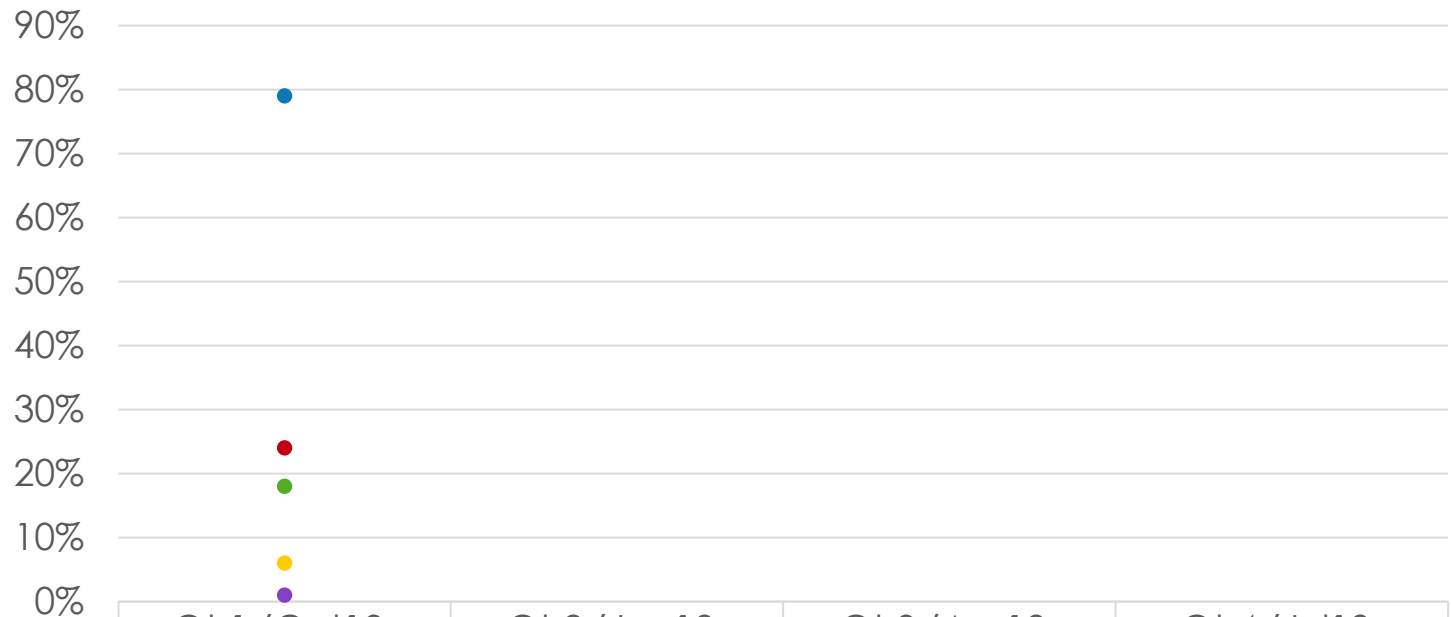


Activities Participation (Top Responses)



SECTION 5 PROMOTIONS

INTERNET- GUAM SOURCES OF INFORMATION



	Qtr1 (Oct18- Dec18)	Qtr2 (Jan19- Mar19)	Qtr3 (Apr19- Jun19)	Qtr4 (Jul19- Sept19)
Search engines	79%			
Social network	24%			
Blog/ Vlog	18%			
Forums	6%			
Q&A site	1%			

INTERNET- SOURCES OF INFORMATION

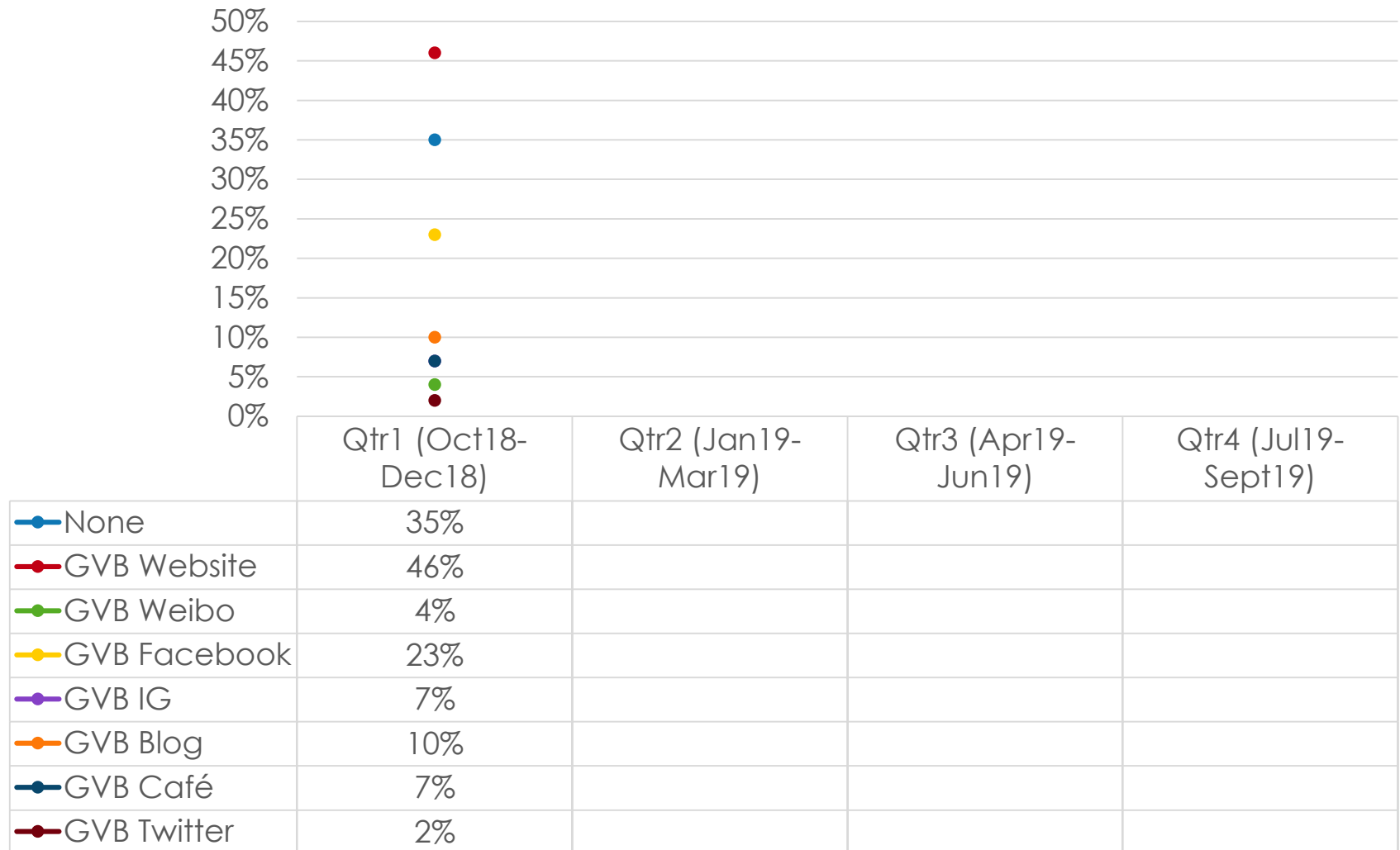
Things to do on Guam



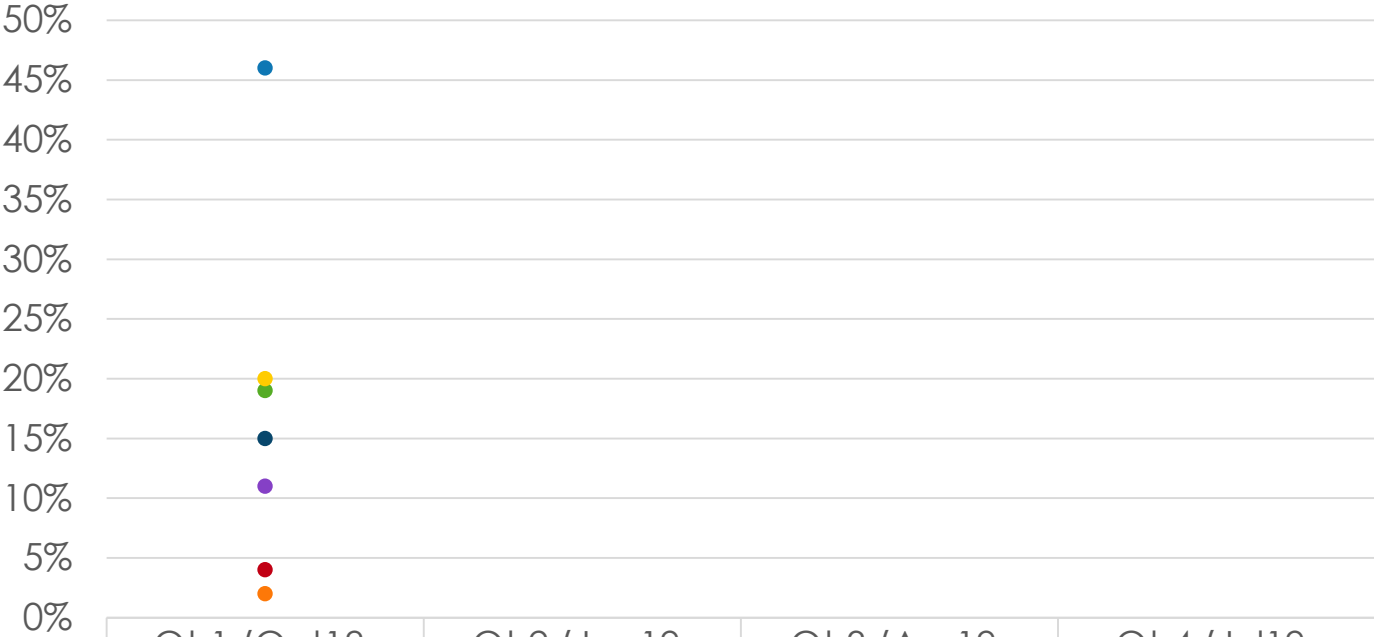
	Qtr1 (Oct18- Dec18)	Qtr2 (Jan19- Mar19)	Qtr3 (Apr19- Jun19)	Qtr4 (Jul19- Sept19)
Google	59%			
Baidu	22%			
Facebook	18%			
Yahoo	27%			
Weibo	9%			
Online booking site	15%			
Instagram	19%			
Naver	2%			
Online portal	1%			

INTERNET- SOURCES OF INFORMATION

GVB

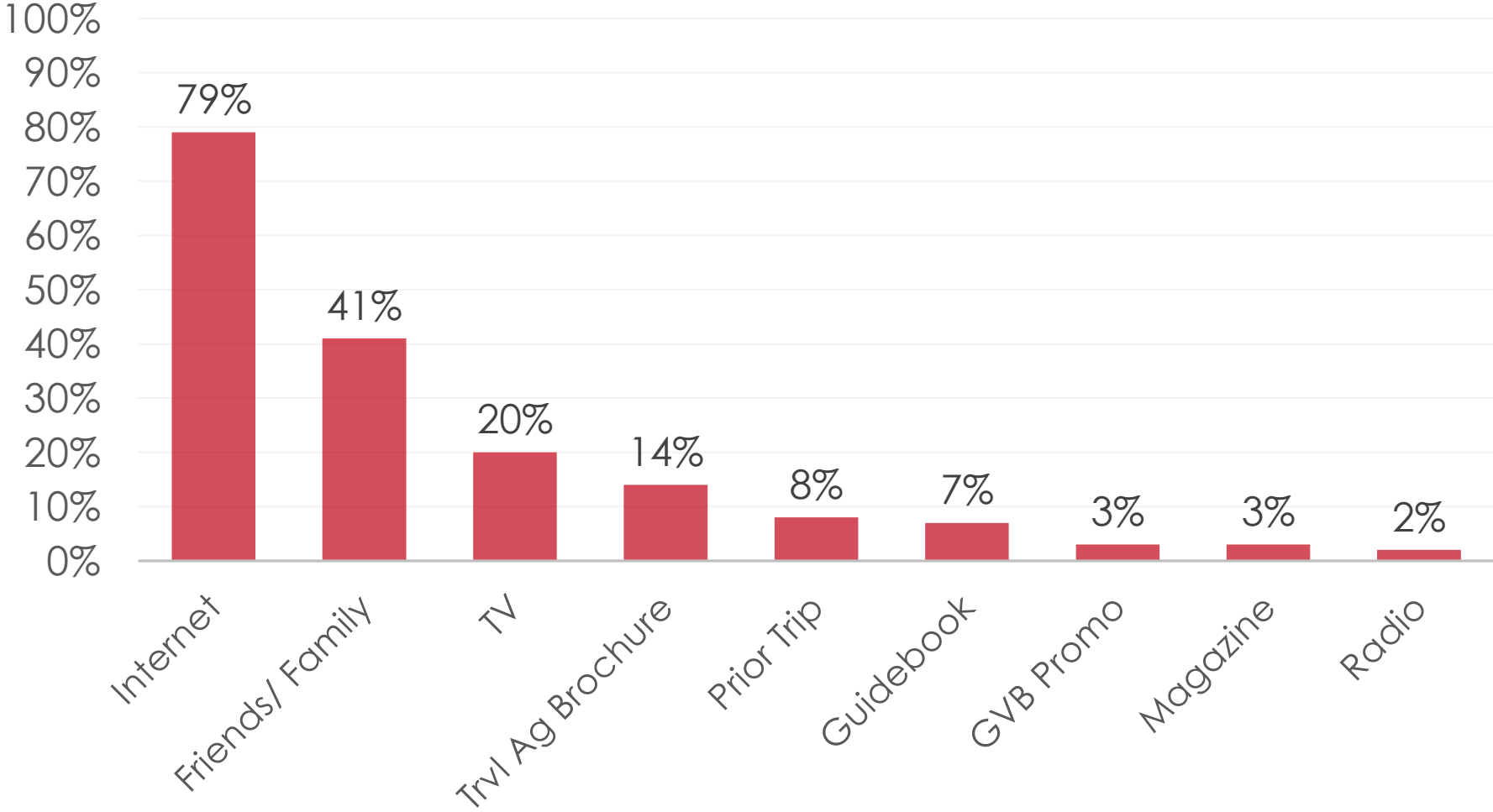


TRAVEL MOTIVATION



	Qtr1 (Oct18- Dec18)	Qtr2 (Jan19- Mar19)	Qtr3 (Apr19- Jun19)	Qtr4 (Jul19- Sept19)
Friends/ Family	46%			
Company/ Bus Trip	4%			
Internet	19%			
Travel Show	20%			
Travel Agent	11%			
Print	2%			
Social Media	15%			

PRE-ARRIVAL SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION – Key Segments

GVB EXIT SURVEY

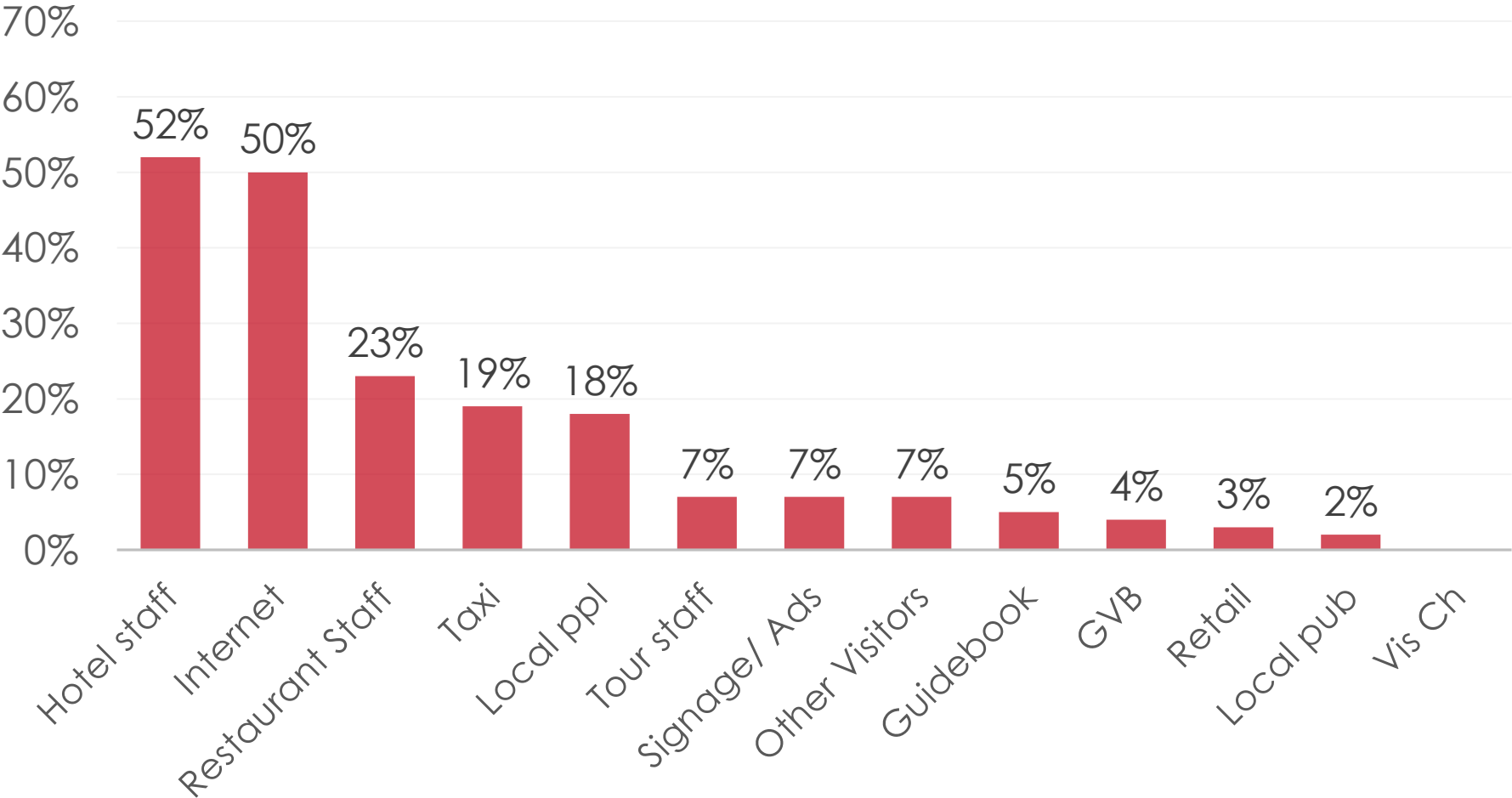
Q1 Please select the top three sources of information you used to find out about Guam before your trip:

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
Q1	Internet/Mobile App	79%	81%	77%	93%
	Friend or relative	41%	42%	38%	53%
	TV	20%	19%	27%	20%
	Travel agent brochure	14%	11%	15%	
	I have been to Guam before	8%	9%	12%	13%
	Travel guide book at bookstores	7%	6%	7%	13%
	Magazine (consumer)	3%	2%	3%	7%
	Guam Visitors Bureau promotional activities	3%	3%	2%	
	Radio	2%	2%		
	Travel trade shows	2%	2%	3%	7%
	Consumer travel shows	2%		3%	
	Guam Visitors Bureau office	1%		2%	
	Total	107	89	60	15

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:

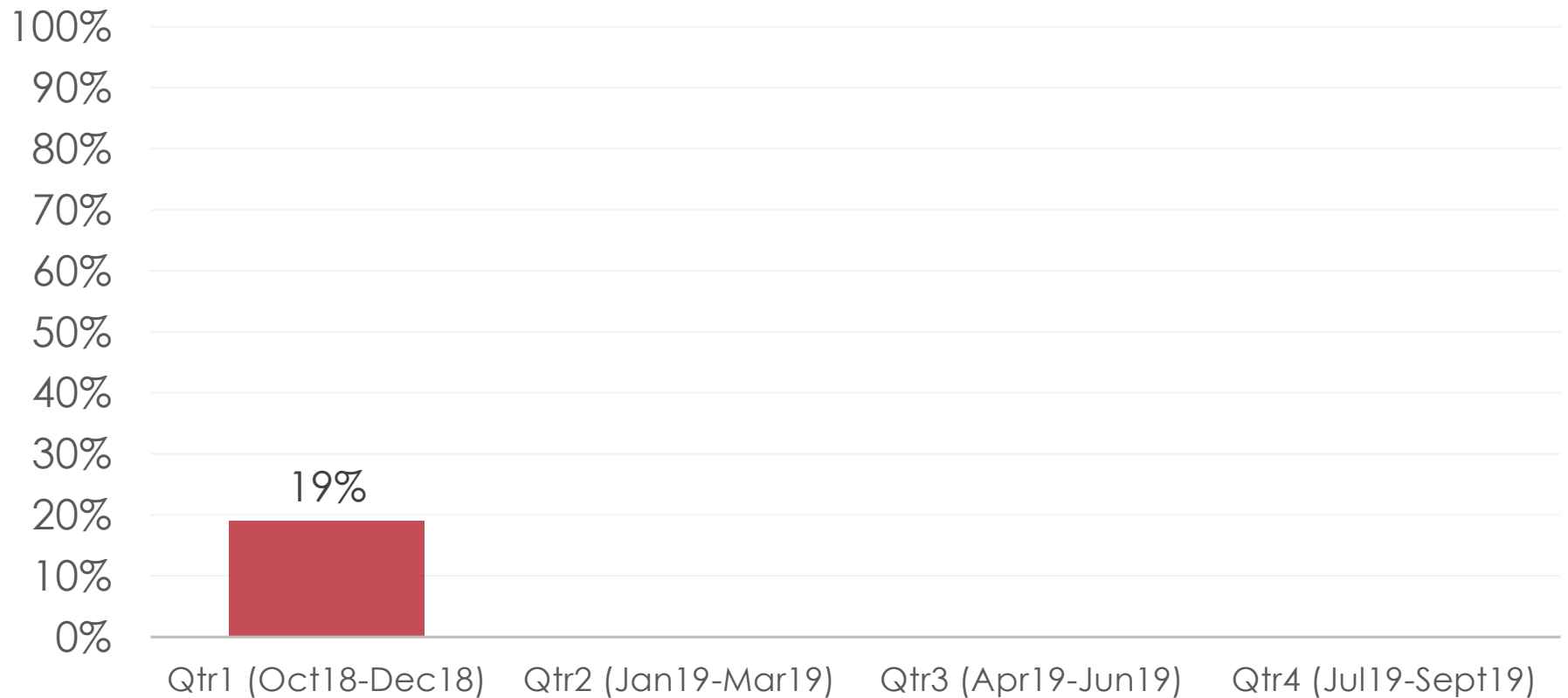
		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
Q2	Hotel staff	52%	53%	58%	53%
	Internet/Mobile App	50%	51%	50%	80%
	Restaurant staff (outside hotel)	23%	26%	30%	20%
	Taxi drivers	19%	19%	13%	7%
	Local people	18%	18%	15%	13%
	Signs/ advertisement	7%	7%	8%	20%
	Tour staff	7%	2%	8%	7%
	Other visitors	7%	7%	7%	7%
	Guide books I brought with me	5%	4%	3%	7%
	Guam Visitors Bureau	4%	3%	2%	
	Retail staff	3%	2%	3%	
	Local publication	2%	2%	2%	
	Total	107	89	60	15

Prepared by Anthology Research

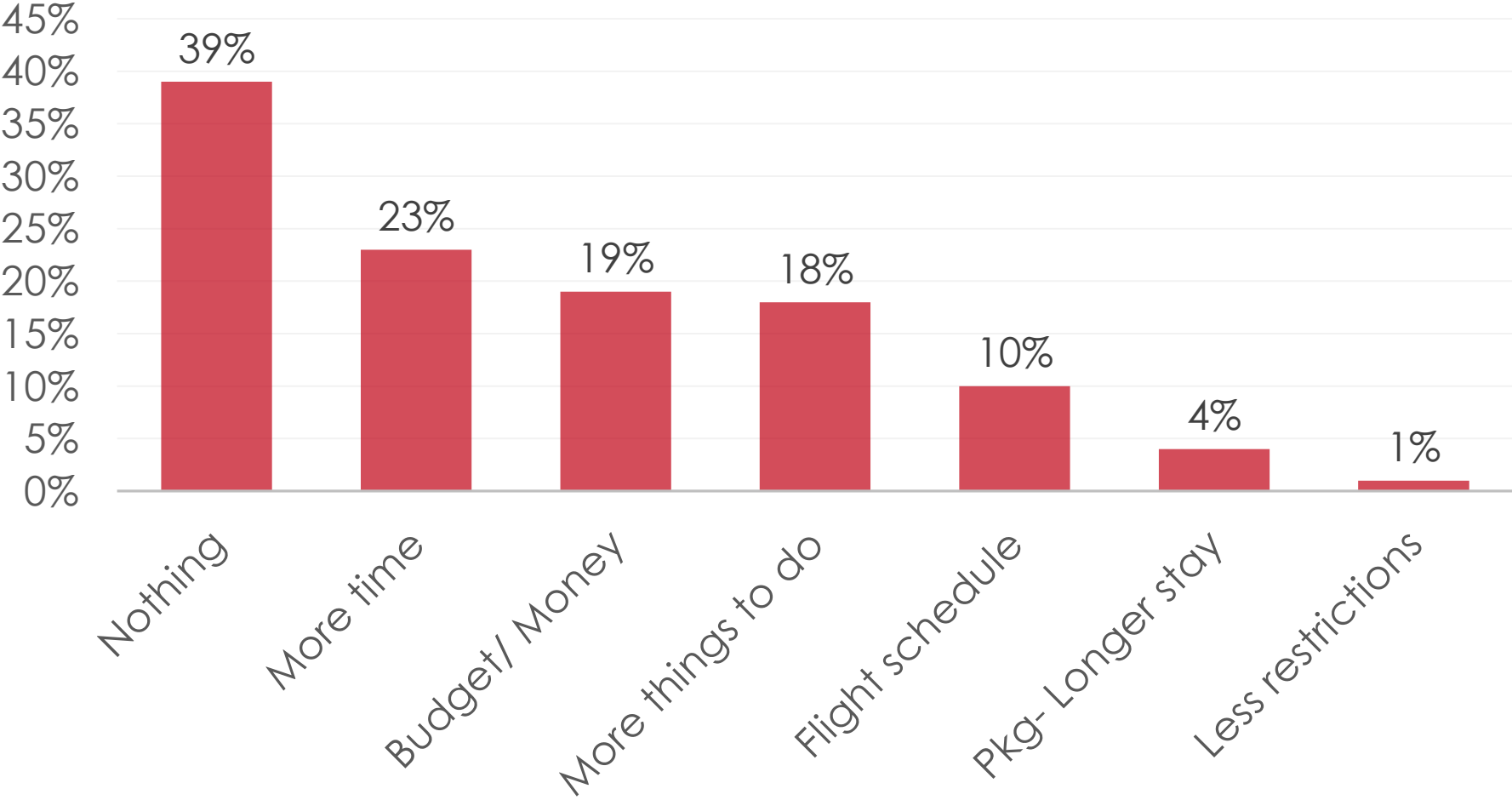
SECTION 6

FUTURE TRAVEL TO GUAM

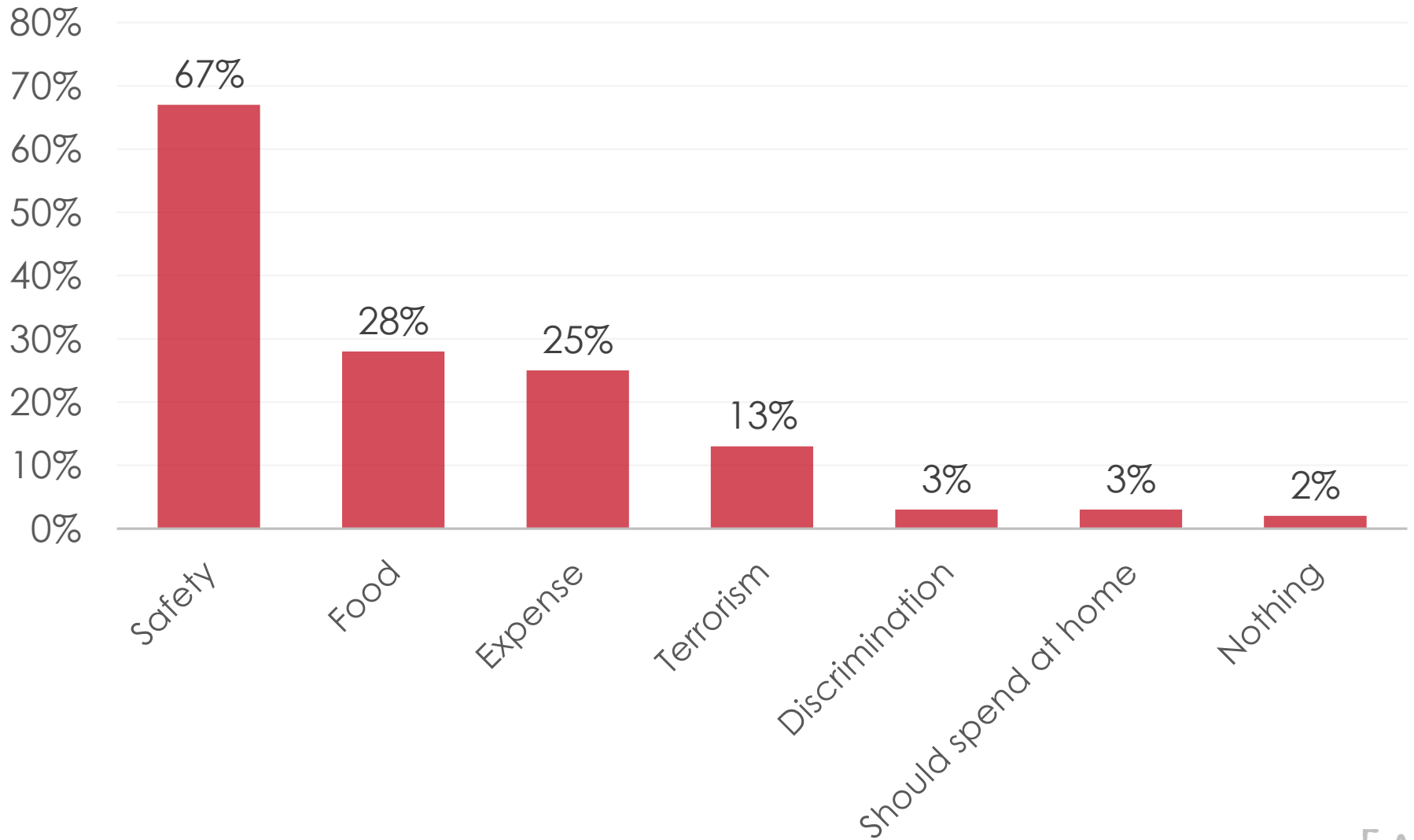
Will security screening/ immigration at Guam Airport impact future travel to Guam?



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



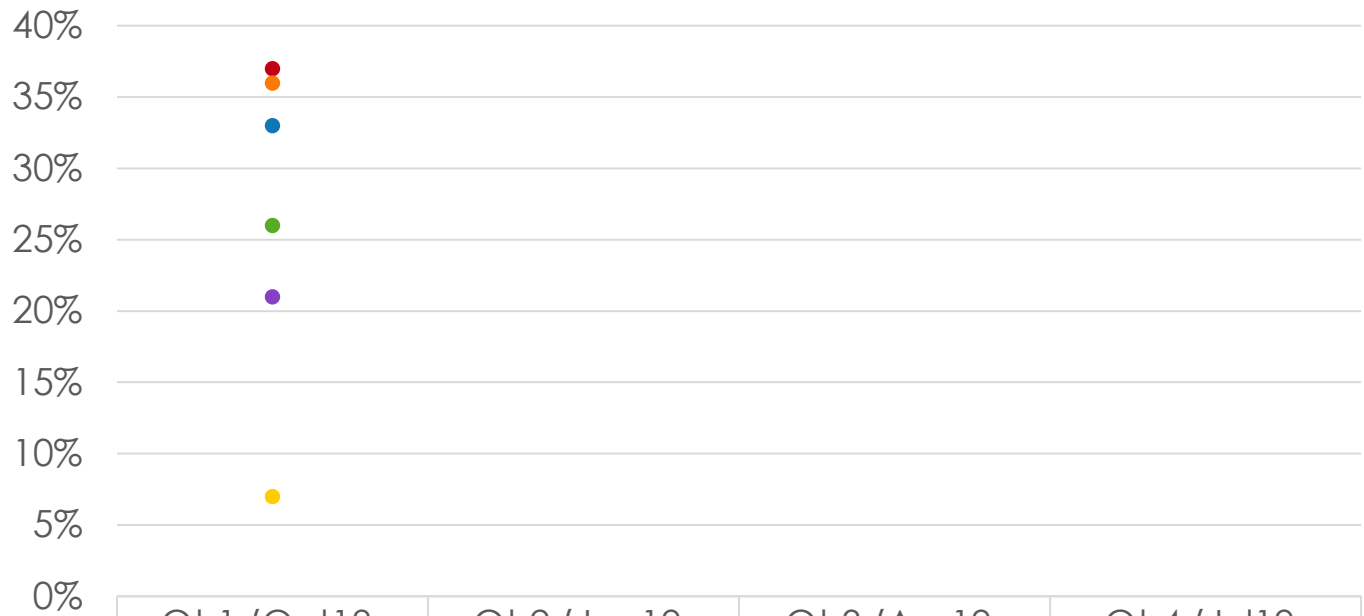
FUTURE TRAVEL CONCERNS



SECTION 7

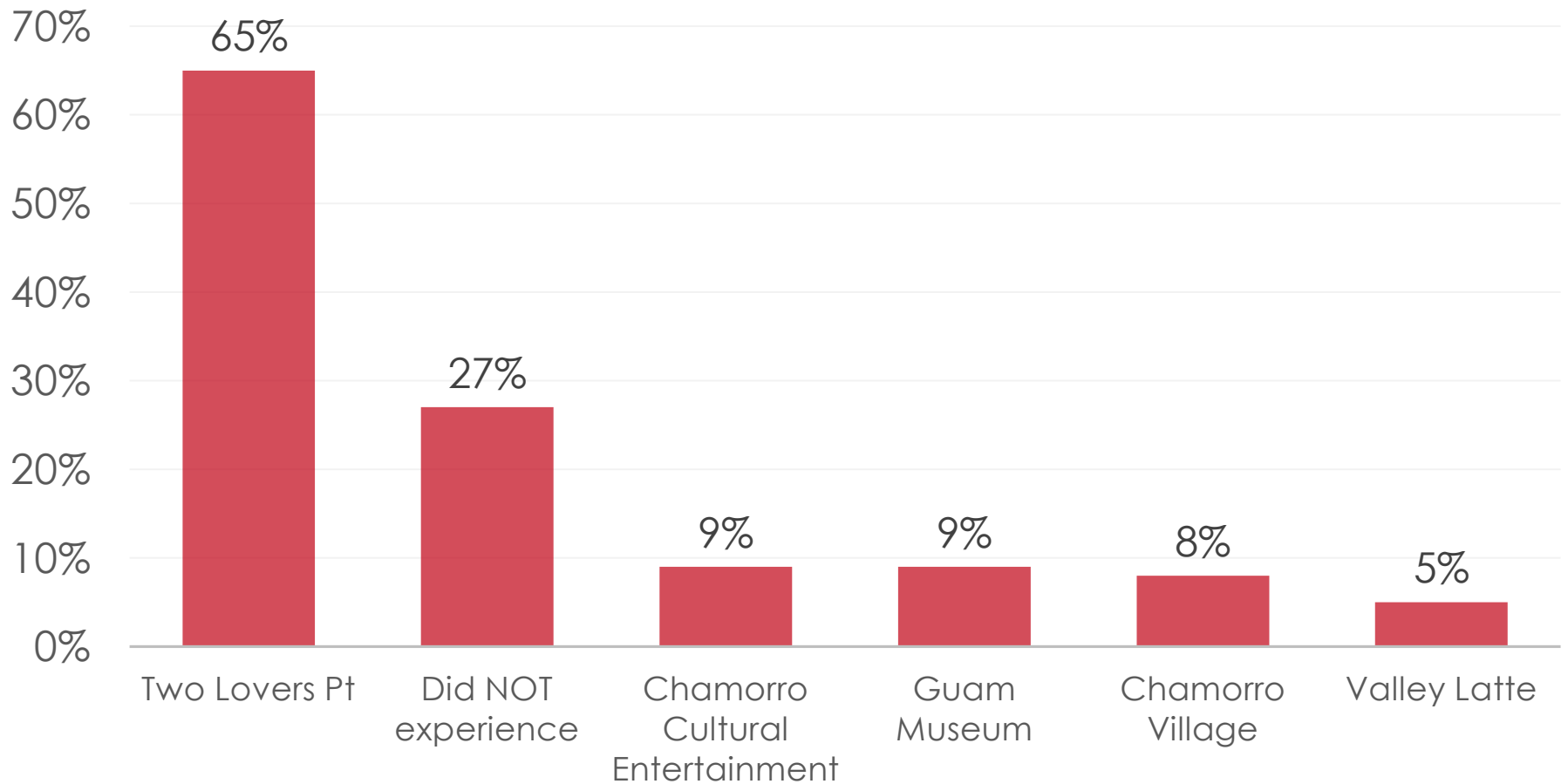
GUAM CULTURE

EXPERIENCED- CHAMORRO/ HAFA ADAI SPIRIT

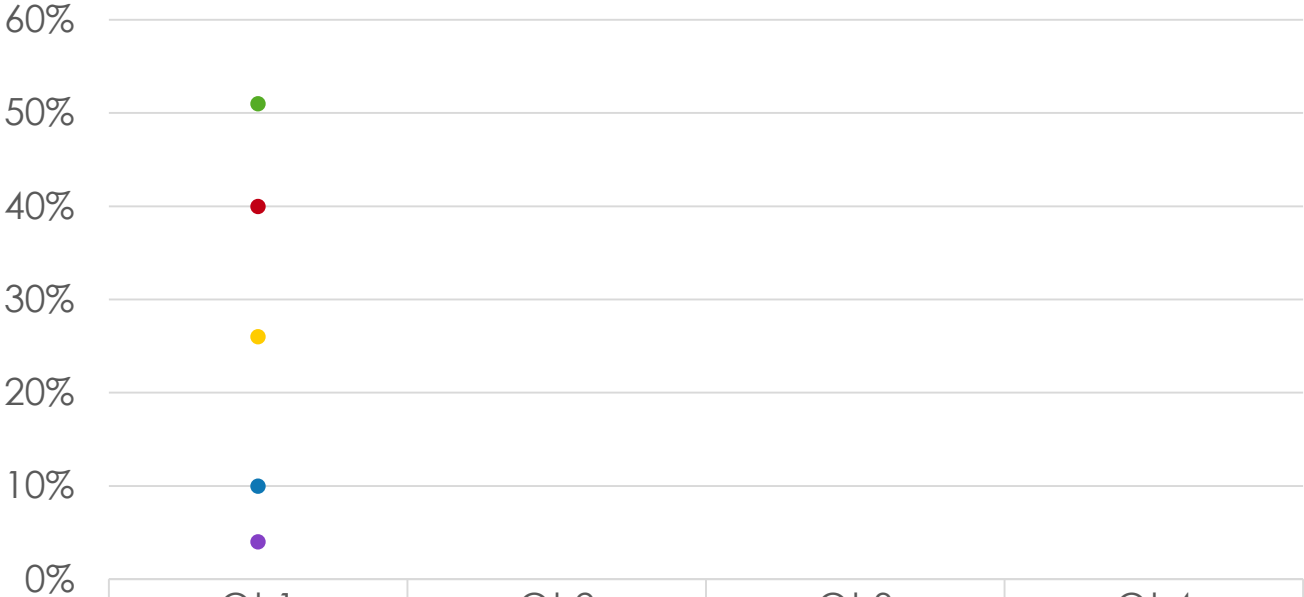


	Qtr1 (Oct18- Dec18)	Qtr2 (Jan19- Mar19)	Qtr3 (Apr19- Jun19)	Qtr4 (Jul19- Sept19)
—●— Did NOT experience	33%			
—●— Beaches	37%			
—●— Chamorro cuisine	26%			
—●— Night Market	7%			
—●— Socializing- locals	21%			
—●— Local Music	36%			

EXPERIENCED- OTHER CULTURAL ACTIVITY/EVENTS

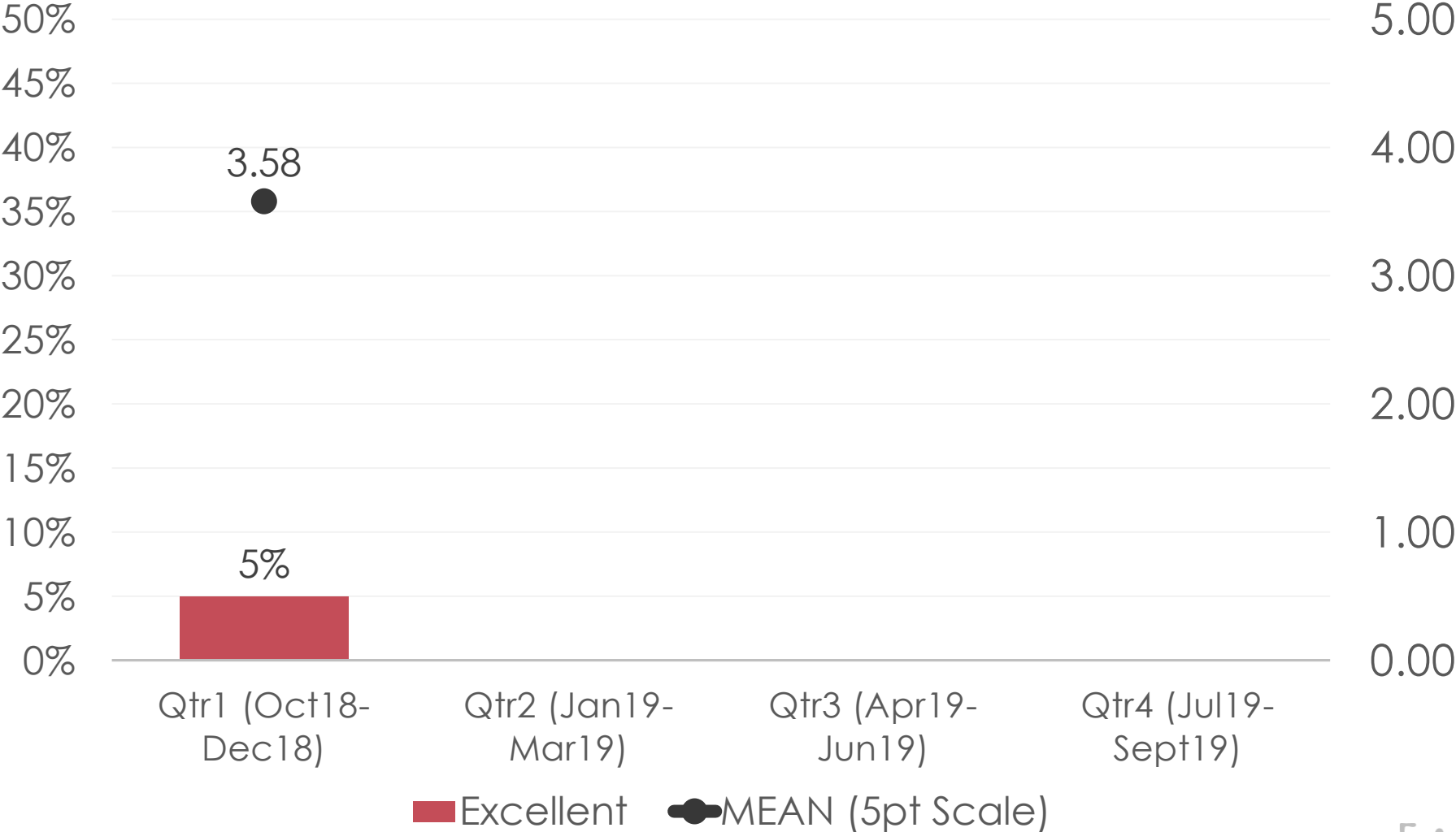


SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS

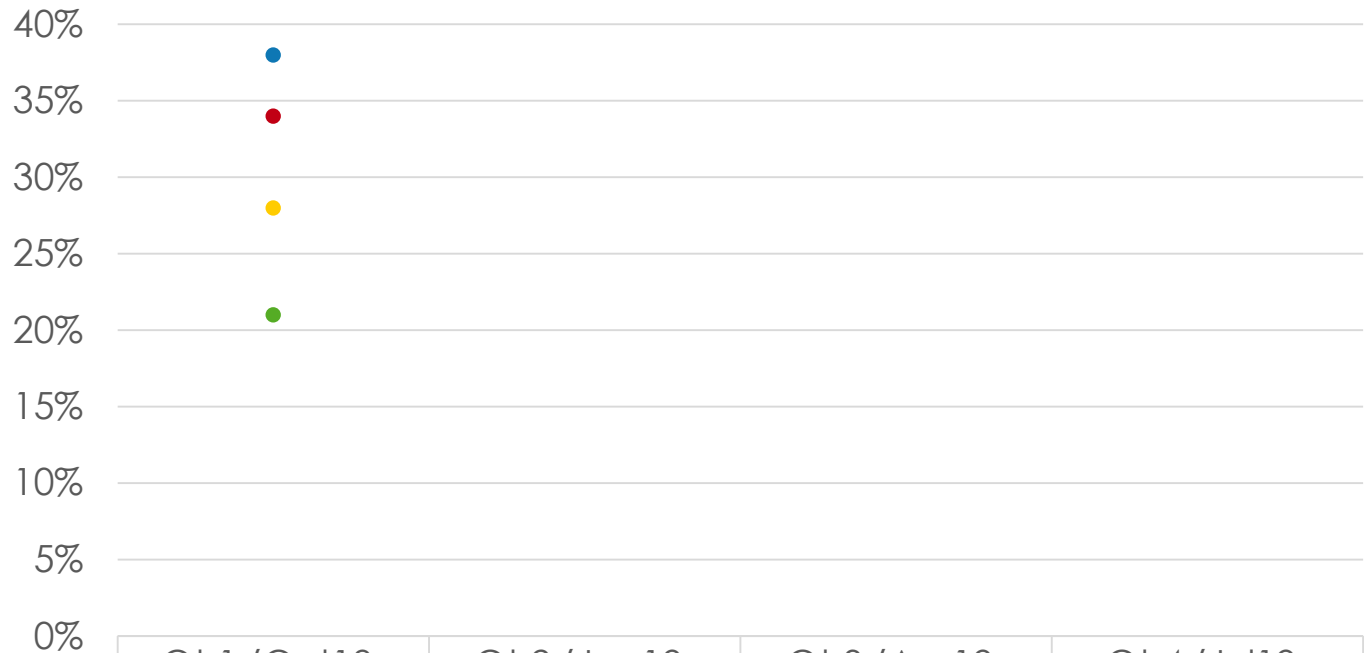


	Qtr1 (Oct18- Dec18)	Qtr2 (Jan19- Mar19)	Qtr3 (Apr19- Jun19)	Qtr4 (Jul19- Sept19)
Travel guide/ brochure	10%			
Travel agency	40%			
Internet	51%			
Family/ Friends	26%			
Hotel staff	4%			
Print				

SATISFACTION- CULTURAL ACTIVITY/EVENTS



OBSTACLES- CULTURAL ACTIVITY/EVENTS



	Qtr1 (Oct18- Dec18)	Qtr2 (Jan19- Mar19)	Qtr3 (Apr19- Jun19)	Qtr4 (Jul19- Sept19)
—●— Schedule	38%			
—●— Unaware	34%			
—●— Did not want to	21%			
—●— Did not know where	28%			

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

Drivers of Overall Satisfaction, 1st Qtr. 2019	
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	2
Quality of hotel accommodations	
Quality/cleanliness of air, sky	1
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 Overall Satisfaction Accounted For	67.1%
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 1st Quarter 2019 Period. By rank order they are:
 - **Quality/cleanliness of air/sky,**
 - **Price of things on Guam, and**
 - **Quality of landscape in Tumon.**
- With these factors, the overall r^2 is .671 meaning that **67.1% of overall satisfaction is accounted for by these factors.**

Drivers – On-Isle Expenditures

Drivers of Per Person On Island Expenditures, 1st Qtr. 2019

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	
Quality of landscape in Tumon	
Quality of landscape in Guam	
Quality of ground handler	
Quality/cleanliness of transportation vehicles	
% of Per Person On Island Expenditures Accounted For	0.0%
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 no significant factors in the 1st Quarter 2019 period.