



GUAM VISITORS BUREAU

Japan Visitor Tracker Exit Profile

FY2015 Market Segmentation

JULY 2015



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 Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **352** departing Japanese 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 **352** is +/- 5.23 percentage points with a 95% confidence level. That is, if all Japanese 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 +/- 5.23 percentage points.

OBJECTIVES

- **The specific objectives of the analysis were:**
 - To determine the relative size and expenditure behavior of the following market segments:
 - Families
 - OL's/ salary women
 - Group travelers
 - Silvers
 - Wedding participants
 - Sports activities/spectators
 - 18-35
 - 36-55
 - Traveling with children
 - Honeymooners
 - Repeat visitors
 - To identify (for all Japanese visitors) the most important determinants of on-island spending; and
 - To identify the most significant factors affecting overall visitor satisfaction.

Highlighted Segments Parameters

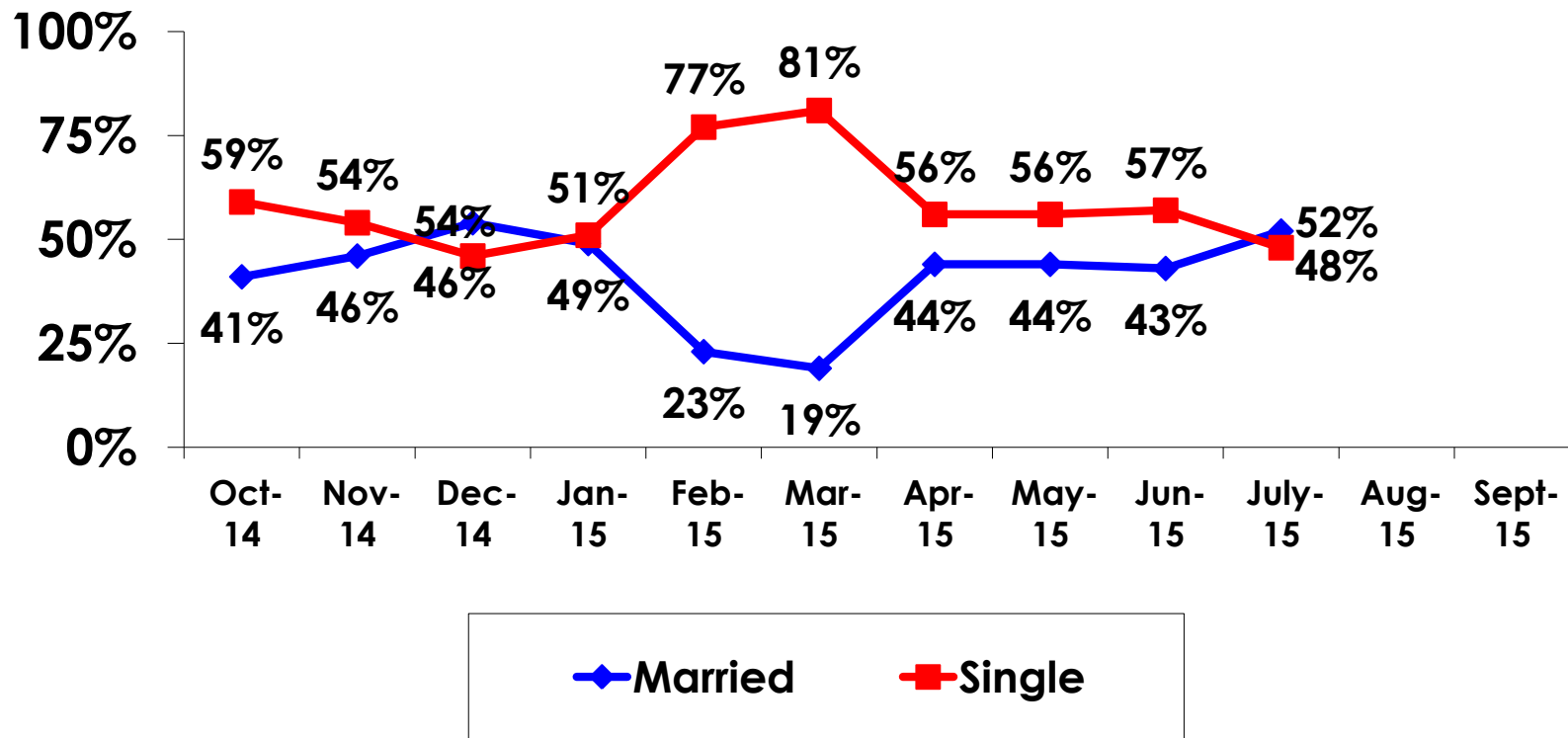
- Families – Q.6
- OL's/ salary women – Q.29/Female
- Group travelers – Q.7
- Silvers – Q.D
- Wedding participants – Q.5
- Sports activities/spectators – Q.5/Q.19
- 18-35 – Q.D
- 36-55 – Q.D
- Traveling with children – Q.6
- Honeymooners – Q.5
- Repeat visitors – Q.3A

Highlighted Segments

	Oct 14	Nov 14	Dec 14	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	July 15	Aug 15	Sept 15
Families	36%	39%	59%	46%	23%	21%	37%	45%	42%	52%		
Office Lady	13%	11%	10%	12%	8%	2%	9%	16%	19%	12%		
Group	5%	3%	1%	4%	5%	4%	5%	3%	4%	2%		
Silver	2%	5%	3%	5%	3%	0%	4%	4%	5%	3%		
Wedding	9%	6%	0%	3%	2%	1%	6%	6%	10%	5%		
Sport	32%	29%	35%	27%	33%	41%	32%	29%	29%	28%		
18-35	71%	63%	48%	56%	83%	84%	60%	62%	66%	60%		
36-55	25%	29%	46%	36%	13%	13%	34%	30%	25%	34%		
Child	11%	12%	35%	19%	7%	10%	13%	13%	9%	25%		
Honey-moon	4%	5%	3%	4%	4%	2%	5%	4%	5%	4%		
Repeat	43%	43%	51%	50%	34%	25%	45%	43%	47%	46%		
TOTAL	351	350	351	350	350	352	352	352	352	352		

SECTION 1 **PROFILE OF RESPONDENTS**

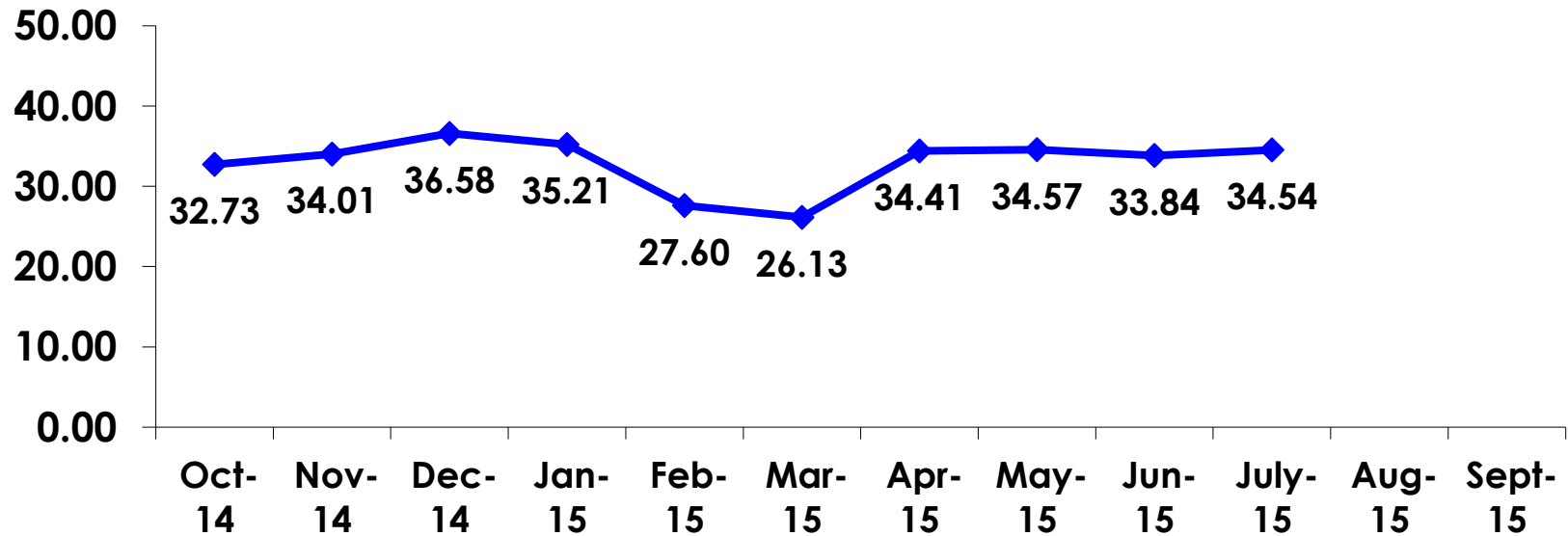
MARITAL STATUS - TRACKING



MARITAL STATUS- SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	52%	85%	27%	33%	89%	83%	44%	31%	83%	93%	100%	58%
	Single	48%	15%	73%	67%	11%	17%	56%	69%	18%	7%		42%
	Total Count	350	182	41	6	9	18	98	211	120	86	13	159

AVERAGE AGE - TRACKING



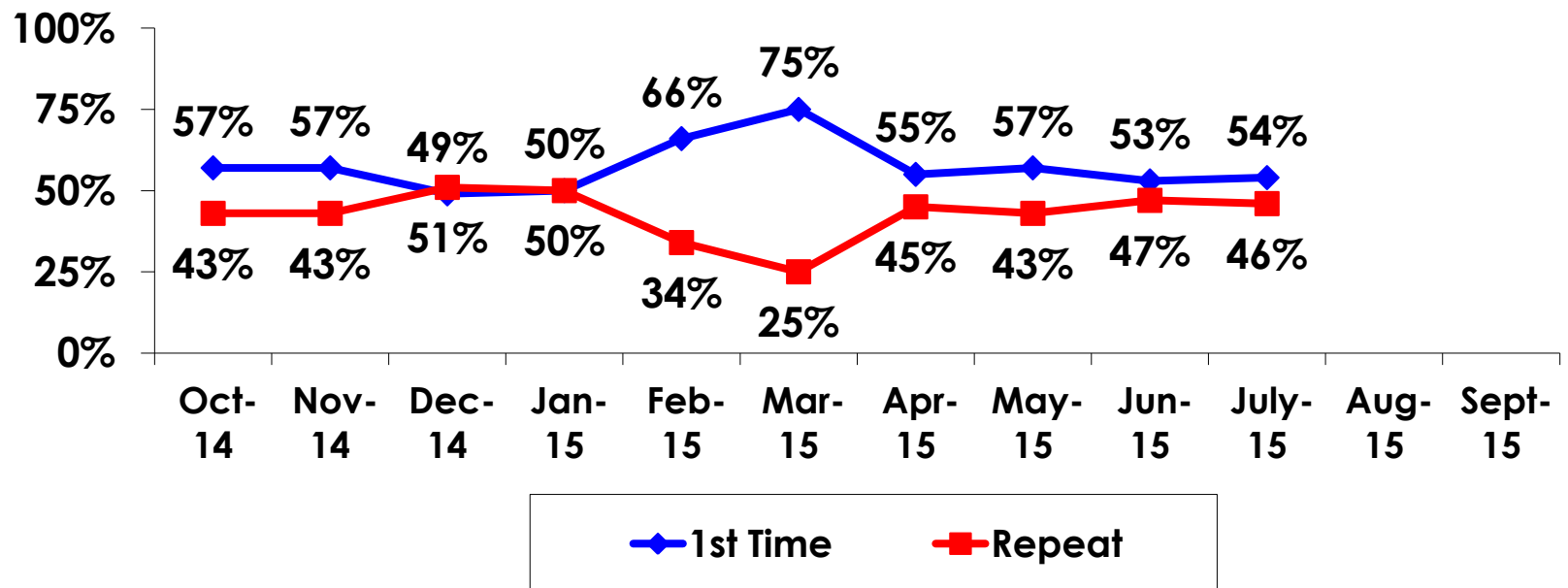
AGE- SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	19%	3%	22%	50%		6%	26%	31%			23%	12%
	25-34	37%	28%	46%	50%		44%	39%	62%		15%	62%	32%
	35-49	32%	50%	29%			33%	30%	7%	83%	71%	15%	43%
	50+	11%	19%	2%		100%	17%	6%		18%	14%		13%
	Total Count	351	183	41	6	10	18	98	212	120	87	13	161
QF	Mean	34.54	39.89	31.83	25.33	63.00	36.50	32.02	27.25	43.29	41.93	28.00	37.22
	Median	32	39	32	25	63	34	28	26	42	42	26	36

INCOME - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT	
		-	-	-	-	-	-	-	-	-	-	-	-	
Q26	<Y2.0 million	4%	1%	5%		11%		4%	4%	3%	1%		3%	
	Y2.0M-Y3.0M	14%	9%	35%	33%	22%	6%	12%	19%	5%	6%	8%	10%	
	Y3.0M-Y4.0M	12%	6%	16%		11%	17%	11%	18%	4%	2%	17%	8%	
	Y4.0M-Y5.0M	15%	17%		33%		6%	19%	19%	11%	15%	42%	16%	
	Y5.0M-Y7.0M	20%	26%	8%		33%	33%	18%	15%	30%	28%	25%	25%	
	Y7.0M-Y10.0M	14%	16%	16%	17%		22%	13%	10%	21%	18%		15%	
	Y10.0M+	18%	25%	19%	17%	22%	11%	20%	13%	26%	29%	8%	23%	
	No Income	2%	1%				6%	2%	4%					
	Total	Count	333	175	37	6	9	18	93	200	114	85	12	154

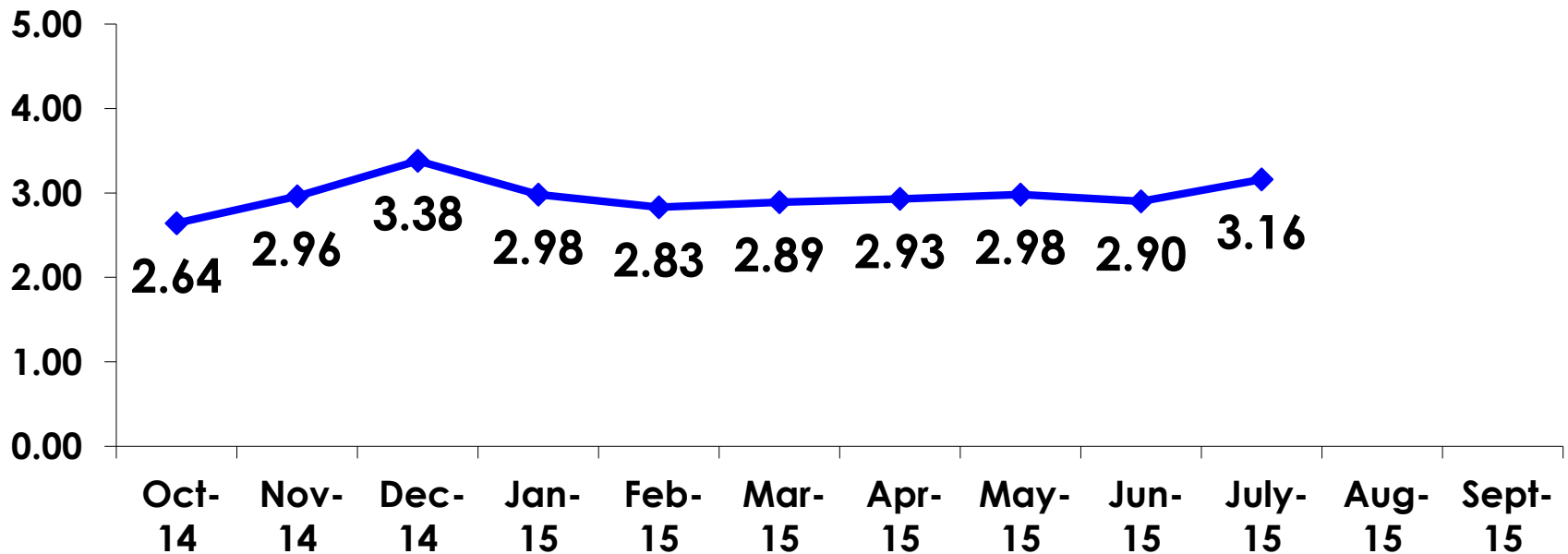
PRIOR TRIPS TO GUAM - TRACKING



PRIOR TRIPS TO GUAM - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	54%	46%	56%	83%	40%	72%	61%	63%	39%	39%	77%	
	No	46%	54%	44%	17%	60%	28%	39%	37%	61%	61%	23%	100%
	Total Count	352	183	41	6	10	18	98	212	120	87	13	161

AVG LENGTH OF STAY - TRACKING



AVG LENGTH OF STAY - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
Q8	Mean	3.16	3.47	2.80	2.83	3.50	3.33	3.27	2.92	3.55	3.76	3.77	3.29
	Median	3	3	3	3	3	3	3	3	3	4	4	3

SECTION 2 **TRAVEL PLANNING**

TRAVEL PLANNING - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT	
		-	-	-	-	-	-	-	-	-	-	-	-	
Q7	Free-time package tour	63%	53%	55%		30%	53%	70%	70%	53%	48%	54%	59%	
	Full package tour	19%	22%	23%		40%	41%	14%	18%	19%	20%	46%	19%	
	Individually arranged travel (FIT)	14%	23%	13%		20%	6%	13%	7%	26%	31%		19%	
	Group tour	2%		5%	100%			1%	3%				1%	
	Company paid travel	1%	1%	5%				2%	2%	1%	1%		1%	
	Other	1%	1%			10%		1%	0%				1%	
	Total	Count	348	180	40	6	10	17	96	210	118	87	13	160

TRAVEL MOTIVATION - SEGMENTATION

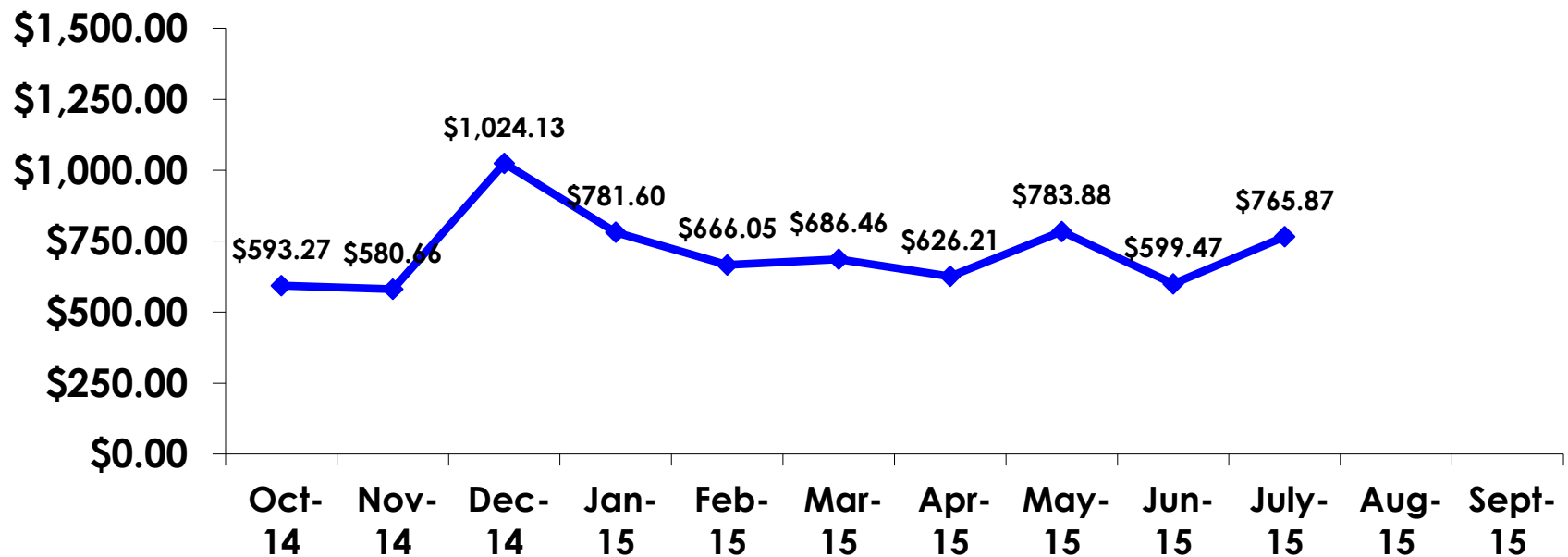
		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT	
		-	-	-	-	-	-	-	-	-	-	-	-	
Q5A	Previous trip	37%	49%	32%	17%	40%	28%	28%	26%	56%	55%	23%	80%	
	Price	22%	23%	15%		30%	6%	31%	22%	22%	22%	8%	22%	
	Visit friends/ Relatives	2%	2%					3%	1%	3%	3%		2%	
	Recomm- friend/family/trvl agnt	21%	12%	29%	17%	20%		23%	26%	15%	14%	8%	14%	
	Scuba	5%	2%	7%				13%	8%	2%	1%	8%	6%	
	Water sports	24%	24%	27%		20%		42%	28%	20%	26%	23%	20%	
	Short travel time	61%	65%	54%	17%	70%	17%	65%	61%	62%	68%	62%	65%	
	Golf	3%	1%	2%		10%		5%	1%	3%			5%	
	Relax	37%	39%	27%	17%	50%		40%	34%	40%	37%	23%	39%	
	Company/ Business Trip	5%	1%	20%	67%			5%	6%	6%	1%		4%	
	Company Sponsored	1%	1%		17%			1%	0%	2%	2%			
	Convention/ Trade/ Conference	0%						1%	0%					
	Safe	26%	30%	27%		30%		27%	22%	33%	36%	15%	29%	
	Natural beauty	62%	63%	56%	17%	90%	17%	68%	63%	61%	76%	31%	58%	
	Shopping	31%	26%	29%	17%	40%	6%	30%	37%	22%	28%	15%	38%	
	Career Cert/ Testing	1%		2%					0%				1%	
	Married/ Attn wedding	5%	8%				100%	1%	5%	6%	1%	15%	3%	
	Honeymoon	4%	7%				11%	5%	6%	1%		100%	2%	
	Pleasure	53%	48%	46%	17%	70%	17%	59%	53%	53%	56%		57%	
	Organized sports	2%	1%					4%	2%	3%	2%		3%	
	Other	3%	4%	2%				5%	2%	5%	6%		2%	
	Total	Count	352	183	41	6	10	18	98	212	120	87	13	161

INFORMATION SOURCES - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT	
		-	-	-	-	-	-	-	-	-	-	-	-	
Q1	Internet	84%	85%	73%	83%	60%	61%	84%	83%	88%	94%	77%	84%	
	Travel Guidebook- Bookstore	55%	58%	49%	17%	50%	61%	62%	56%	53%	59%	69%	55%	
	Travel Agent Brochure	41%	47%	22%	33%	30%	50%	44%	42%	39%	48%	85%	30%	
	Prior Trip	40%	50%	37%	17%	50%	28%	31%	31%	56%	56%	23%	88%	
	Magazine (Consumer)	32%	27%	24%	17%	40%	22%	44%	35%	28%	26%	38%	30%	
	Friend/ Relative	28%	17%	41%	17%	10%	33%	32%	35%	18%	20%	23%	22%	
	TV	7%	5%	17%	17%	10%		8%	8%	4%	5%	8%	7%	
	Co-Worker/ Company Trvl Dept	3%	3%	7%	33%			4%	4%	3%	2%	8%	2%	
	Consumer Trvl Show	1%		5%				1%	2%				1%	
	GVB Office	1%	1%					2%	0%	1%	1%			
	GVB Promo	1%	1%					1%	0%	2%	1%		1%	
	Newspaper	1%	2%					1%	1%	1%	2%		1%	
	Travel Trade Show	0%						1%	0%					
	Radio	0%							0%				1%	
	Total	Count	351	182	41	6	10	18	97	212	119	87	13	161

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING



YTD=\$711.10

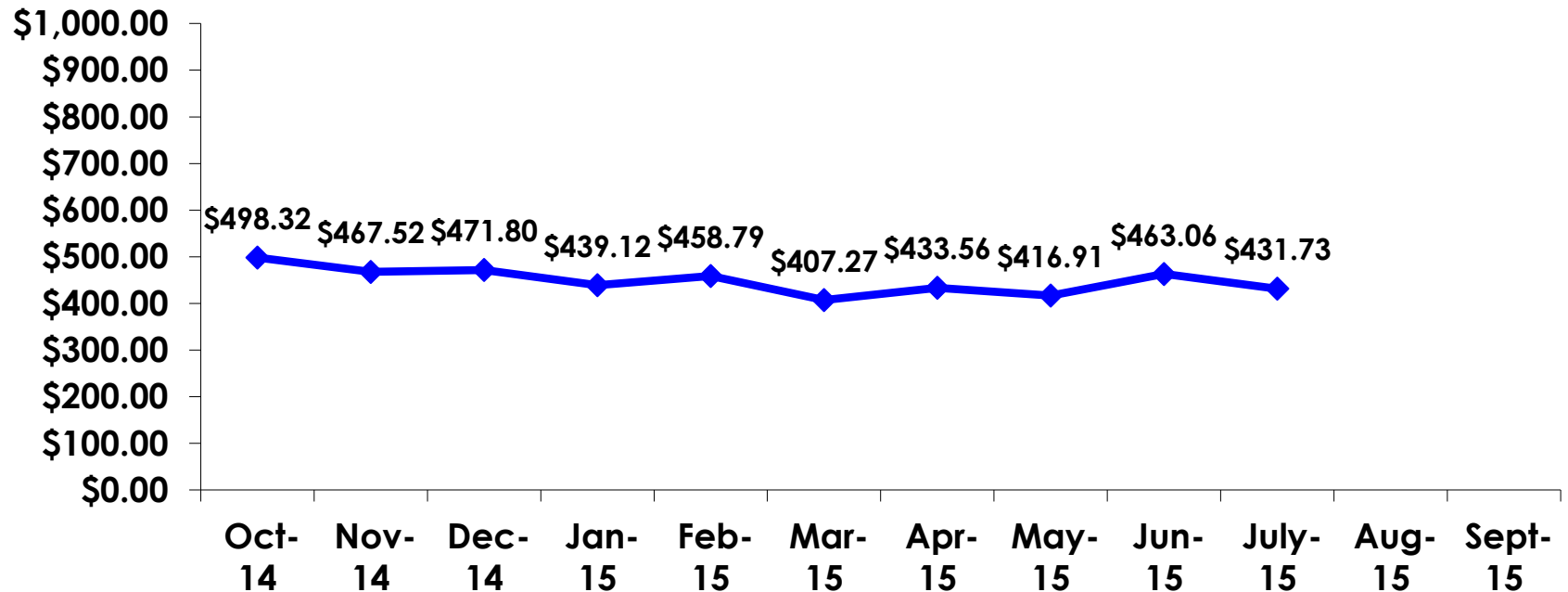
PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$765.87	\$853.29	\$913.68	\$257.12	\$845.65	\$1,054.26	\$762.11	\$678.25	\$916.90	\$869.77	\$1,320.98	\$779.09
	Median	\$690	\$812	\$487	\$0	\$812	\$885	\$683	\$568	\$893	\$974	\$1,015	\$690
	Minimum	\$0	\$0	\$0	\$0	\$528	\$0	\$0	\$0	\$0	\$0	\$568	\$0
	Maximum	\$7,308	\$4,060	\$7,308	\$1,218	\$1,462	\$4,060	\$7,308	\$7,308	\$7,308	\$1,827	\$4,060	\$7,308

PREPAID EXPENDITURES BREAKDOWN

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
AIR & HOTEL	Mean	\$1,697.40	\$2,710.14	\$1,634.36	\$324.78	\$2,625.31	\$3,417.58	\$1,633.98	\$1,092.53	\$3,047.24	\$3,612.48	\$2,121.22	\$1,825.23
	Median	\$974	\$2,213	\$738	\$325	\$1,462	\$1,137	\$878	\$775	\$2,598	\$3,248	\$1,949	\$1,023
AIR/ HOTEL/ MEAL	Mean	\$2,819.18	\$3,252.74	\$4,019.16	.	\$1,431.74	\$2,435.86	\$3,655.81	\$1,727.58	\$3,653.41	\$3,908.83	\$2,273.47	\$3,020.85
	Median	\$2,436	\$3,045	\$4,019	.	\$934	\$2,436	\$4,100	\$1,462	\$4,060	\$4,060	\$2,436	\$2,679
AIR ONLY	Mean	\$1,407.37	\$1,479.09	\$1,055.54	.	\$454.69	\$1,948.68	\$1,813.36	\$1,226.05	\$1,599.19	\$1,891.41	.	\$1,401.96
	Median	\$1,218	\$1,259	\$1,056	.	\$455	\$1,949	\$1,746	\$1,056	\$1,543	\$2,030	.	\$1,177
HOTEL ONLY	Mean	\$627.54	\$691.80	\$811.95	.	\$373.50	.	\$568.37	\$395.22	\$730.76	\$856.61	.	\$642.37
	Median	\$581	\$812	\$812	.	\$373	.	\$487	\$406	\$812	\$812	.	\$593
HOTEL & MEAL	Mean	\$1,461.51	\$1,461.51	.	.	.	\$1,461.51	.	.	\$1,461.51	\$1,461.51	.	.
	Median	\$1,462	\$1,462	.	.	.	\$1,462	.	.	\$1,462	\$1,462	.	.
F&B HOTEL	Mean
	Median
TRANS- JAPAN	Mean	\$60.67	\$60.56	.	.	\$18.27	\$92.02	\$69.57	\$63.69	\$63.45	\$58.90	.	\$53.52
	Median	\$41	\$41	.	.	\$18	\$73	\$81	\$41	\$45	\$49	.	\$32
TRANS- GUAM	Mean
	Median
OPT TOURS	Mean	\$288.06	\$393.43	\$240.54	.	\$48.72	\$757.82	\$422.95	\$241.48	\$390.82	\$343.46	\$324.78	\$250.85
	Median	\$162	\$244	\$122	.	\$49	\$325	\$325	\$162	\$244	\$244	\$325	\$162
OTHER	Mean	\$644.18	\$1,255.28	\$65.36	\$1,217.93	.	\$5,683.66	\$224.64	\$761.24	\$175.92	\$162.39	\$5,683.66	\$851.69
	Median	\$81	\$203	\$65	\$1,218	.	\$5,684	\$244	\$65	\$203	\$162	\$5,684	\$65
TOTAL	Mean	\$1,759.52	\$2,584.92	\$1,545.68	\$257.12	\$2,096.05	\$3,006.03	\$1,739.51	\$1,121.87	\$2,881.79	\$3,155.67	\$2,641.97	\$1,961.97
	Median	\$1,056	\$2,192	\$731	\$0	\$1,259	\$1,218	\$1,096	\$812	\$2,476	\$3,248	\$2,030	\$1,299

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$448.76

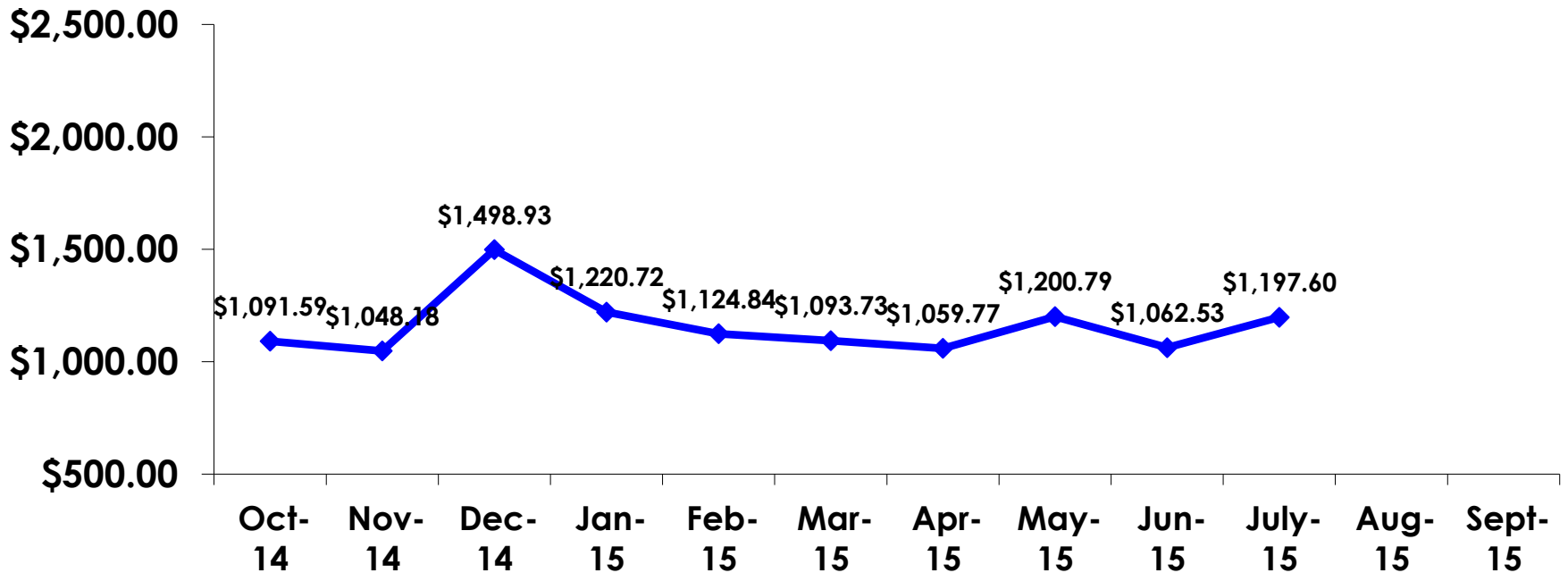
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$431.73	\$375.57	\$392.76	\$407.50	\$494.83	\$387.72	\$454.85	\$442.00	\$407.17	\$327.35	\$757.69	\$422.74
	Median	\$333	\$275	\$330	\$310	\$370	\$300	\$368	\$368	\$283	\$250	\$550	\$366
	Minimum	\$0	\$0	\$0	\$125	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$5,000	\$2,000	\$2,000	\$800	\$1,800	\$1,750	\$2,000	\$3,000	\$5,000	\$1,290	\$2,000	\$2,000

ON-ISLAND EXPENSE- BREAKDOWN

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
F&B HOTEL	Mean	\$55.45	\$93.10	\$10.49	\$13.33	\$96.20	\$17.22	\$43.08	\$22.04	\$103.87	\$146.79	\$41.15	\$76.73
F&B FF/STORE	Mean	\$36.63	\$48.05	\$12.37	\$0.00	\$22.00	\$38.33	\$51.82	\$34.45	\$42.19	\$50.02	\$149.23	\$41.91
F&B RESTRNT	Mean	\$95.86	\$127.56	\$40.02	\$26.67	\$94.00	\$52.78	\$113.41	\$74.14	\$129.91	\$139.08	\$137.69	\$110.24
OPT TOUR	Mean	\$76.95	\$97.71	\$31.10	\$0.00	\$54.00	\$155.67	\$171.98	\$72.25	\$84.47	\$95.00	\$316.92	\$79.09
GIFT- SELF	Mean	\$133.55	\$164.81	\$88.85	\$31.67	\$75.00	\$53.89	\$147.94	\$119.56	\$156.21	\$186.21	\$415.38	\$175.32
GIFT- OTHER	Mean	\$108.09	\$128.66	\$104.88	\$73.33	\$97.00	\$183.22	\$110.13	\$95.29	\$133.14	\$149.37	\$125.38	\$135.45
TRANS	Mean	\$29.16	\$42.42	\$9.49	\$0.00	\$38.00	\$11.11	\$48.02	\$17.44	\$49.99	\$64.32	\$7.69	\$21.80
OTHER	Mean	\$235.98	\$280.69	\$235.73	\$283.33	\$524.80	\$214.44	\$143.22	\$170.11	\$345.03	\$320.16	\$168.08	\$199.06
TOTAL	Mean	\$777.19	\$987.08	\$533.17	\$428.33	\$966.00	\$726.56	\$847.77	\$615.95	\$1,044.80	\$1,162.22	\$1,361.54	\$840.84

TOTAL EXPENDITURES – TRACKING



YTD=\$1,159.86

TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$1,197.60	\$1,228.86	\$1,306.45	\$664.62	\$1,340.48	\$1,441.98	\$1,216.96	\$1,120.25	\$1,324.06	\$1,197.12	\$2,078.68	\$1,201.83
	Median	\$1,114	\$1,171	\$937	\$460	\$1,251	\$1,216	\$1,104	\$1,009	\$1,186	\$1,193	\$1,715	\$1,143
	Minimum	\$0	\$0	\$220	\$125	\$528	\$34	\$0	\$0	\$200	\$0	\$1,071	\$0
	Maximum	\$7,868	\$4,383	\$7,868	\$1,518	\$2,795	\$4,383	\$7,868	\$7,868	\$7,808	\$2,227	\$4,310	\$7,808

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, Oct, Nov, Dec 2014, Jan, Feb, Mar, Apr, May, Jun, Jul 2015, and Overall Oct-2014 - July 2015

	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Combi ned Oct- 2014 - Jul 2015
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks		3			3	2		2			3
Ease of getting around										4	9
Safety walking around at night											
Quality of daytime tours		5	4								7
Variety of daytime tours											
Quality of nighttime tours											
Variety of nighttime tours											
Quality of shopping	3				4	3		3		2	2
Variety of shopping		4		2					4		
Price of things on Guam											
Quality of hotel accommodations			2		5	1	4			5	5
Quality/cleanliness of air, sky							1	4	1		
Quality/cleanliness of parks		1									
Quality of landscape in Tumon	2							1	3		8
Quality of landscape in Guam		2	1	1	1		3			3	1
Quality of ground handler	1						2		2	1	6
Quality/cleanliness of transportation vehicles			3	3	2			5			4
% of Overall Satisfaction Accounted For	47.0%	52.7%	37.9%	35.6%	44.5%	33.0%	45.6%	53.5%	50.6%	52.7%	44.0%

NOTE: Only significant drivers are included.

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Japanese visitor's experience on Guam is driven by five significant factors in the July 2015 Period. By rank order they are:
 - **Quality of ground handler,**
 - **Quality of shopping,**
 - **Quality of landscape in Guam,**
 - **Ease of getting around, and**
 - **Quality of hotel accommodations.**
- With all five factors the overall r^2 is .527 meaning that **52.7% of overall satisfaction is accounted for by these factors.**

Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2014, Jan, Feb, Mar, Apr, May, Jun, Jul 2015 and Overall Oct-2014-Jul 2015

	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Combi ned Oct- 2014- Jul 2015
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks											2
Ease of getting around			1								3
Safety walking around at night											
Quality of daytime tours											
Variety of daytime tours											
Quality of nighttime tours											
Variety of nighttime tours											
Quality of shopping								1			1
Variety of shopping			2								
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%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.9%

NOTE: Only significant drivers are included.

Drivers of Per Person On Island Expenditure

- **Per Person On Island Expenditure** of Japanese visitors on Guam is driven by no significant factor in the July 2015 Period.