

Guam Visitors Bureau

Japan Visitor Tracker Exit Profile & Market Segmentation Report

FY2018

QTR.1 (OCT – DEC 2017)

Prepared by: Anthology Research

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**GUAM
VISITORS
BUREAU**
SETBISION BISITAN GUAHAN



Background and Methodology

- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, Anthology's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **1,079** 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 **1,079** is +/- 2.98 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 +/- 2.98 percentage points.

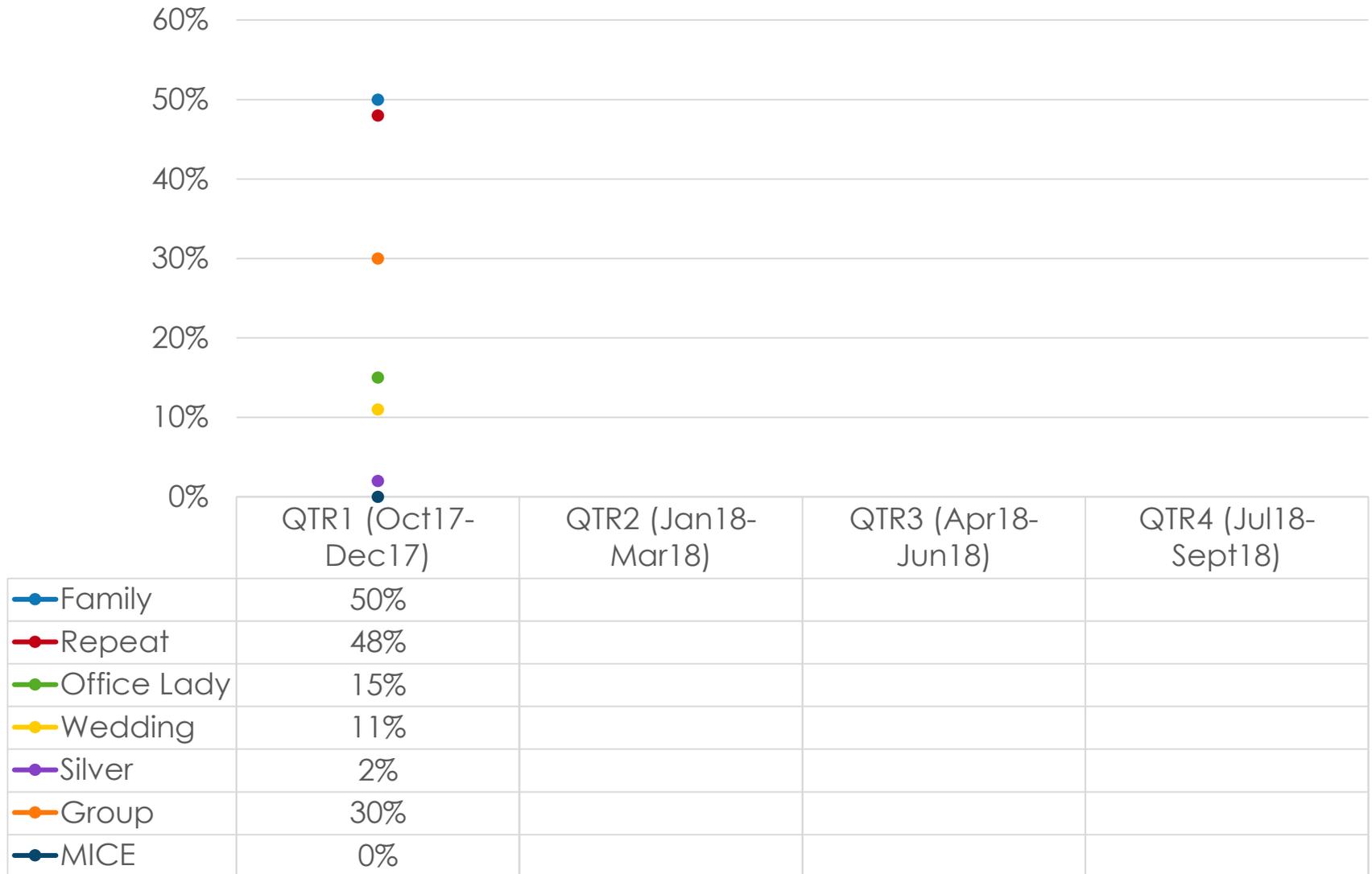
Objectives

- To monitor the effectiveness of the Japanese seasonal campaigns in attracting Japanese visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Japanese 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:
 - Families (Q6)
 - Office Lady/ Salary Woman (Gender/ Q25 Office worker- non-managerial)
 - Group Tour (Q7)
 - MICE (Q5A Convention/ Conference/ Trade Show/ Company sponsored)
 - Silver (QF Age 60+)
 - Wedding (Q5A)
 - Repeat Visitor (Q3A)
 - To identify the most significant factors affecting overall visitor satisfaction.
 - To identify (for all Japan visitors) the most important determinants of on-island spending

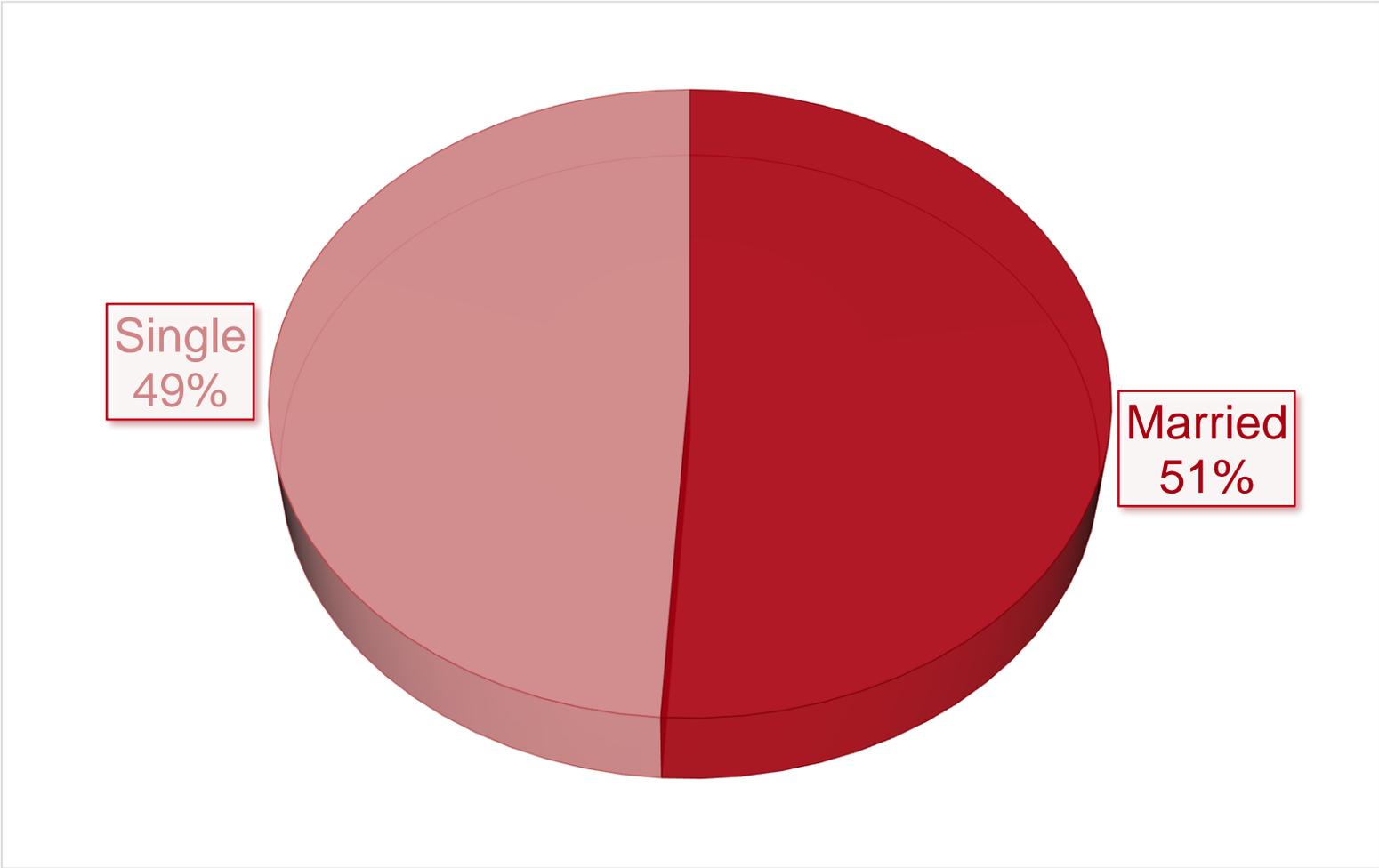
Key Highlighted Segments



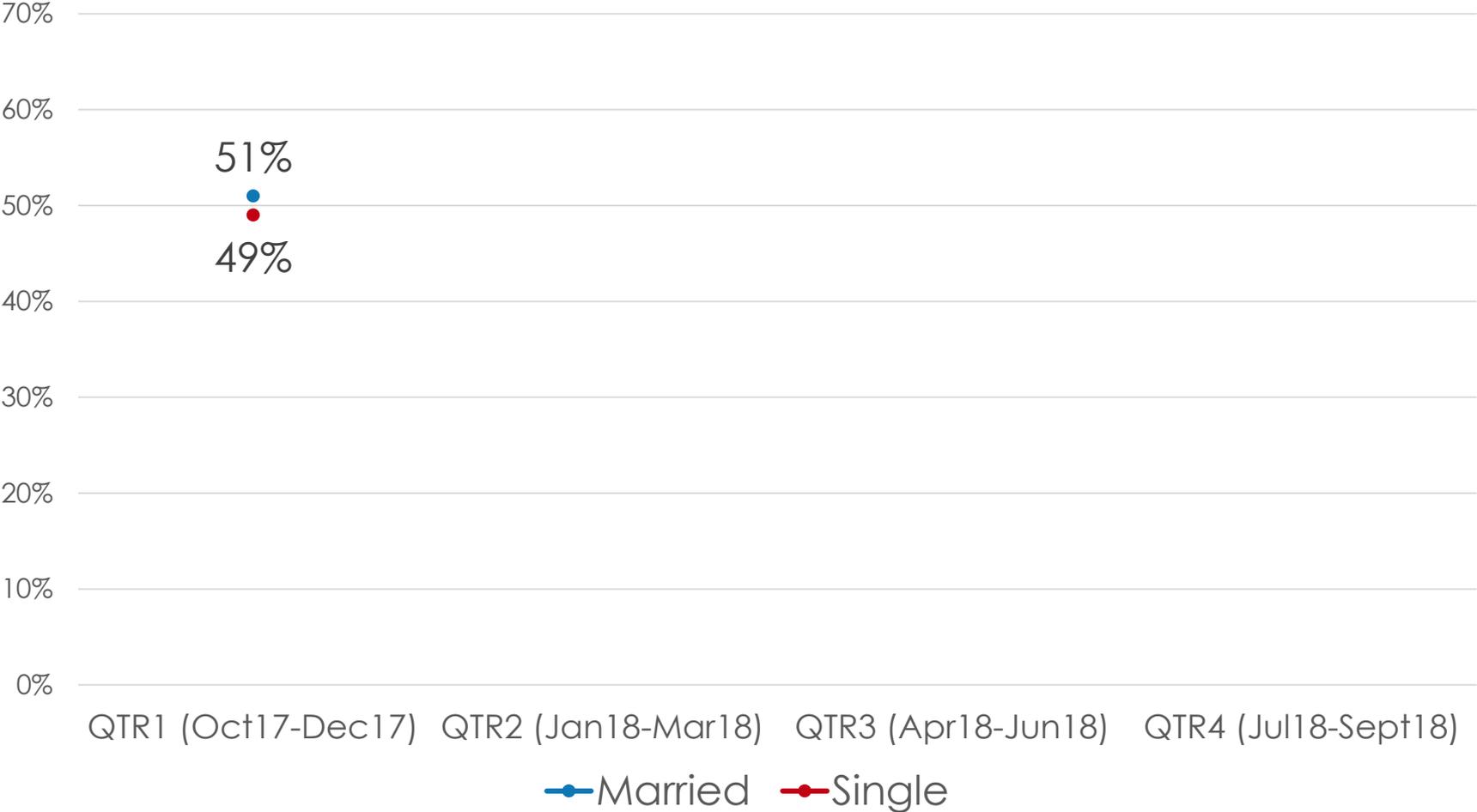
SECTION 1

PROFILE OF RESPONDENTS

Marital Status



Marital status – FY2018 Tracking



Marital status – Key Segments

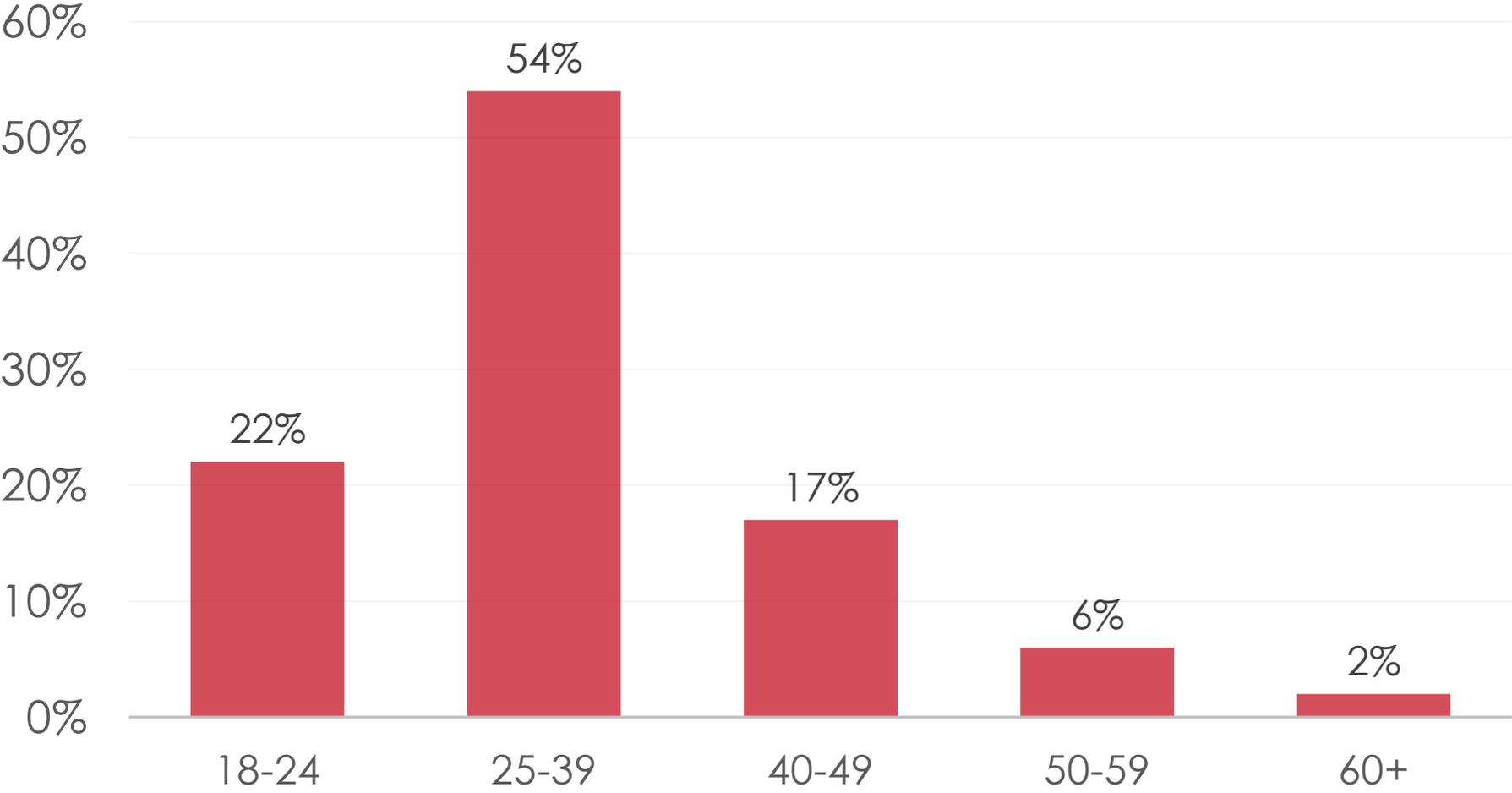
**GVB EXIT SURVEY
QE MARITAL STATUS**

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
QE	Married	51%	86%	57%	36%	100%	80%	72%	39%
	Single	49%	14%	43%	64%		20%	28%	61%
	Total	1079	544	521	165	23	5	114	327

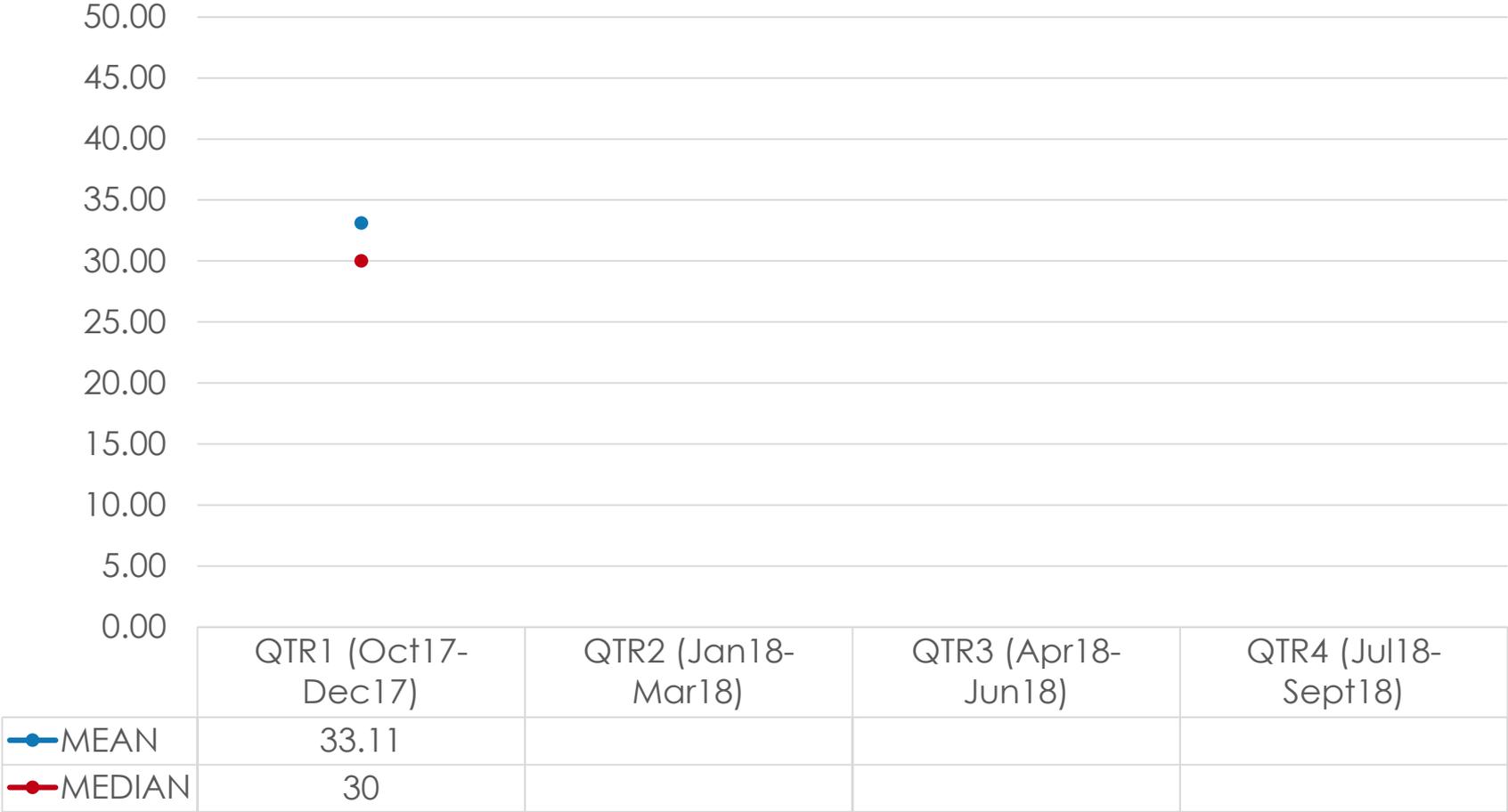
Prepared by Anthology Research

Age

MEAN = 33.11
MEDIAN = 30



Age – FY2018 Tracking



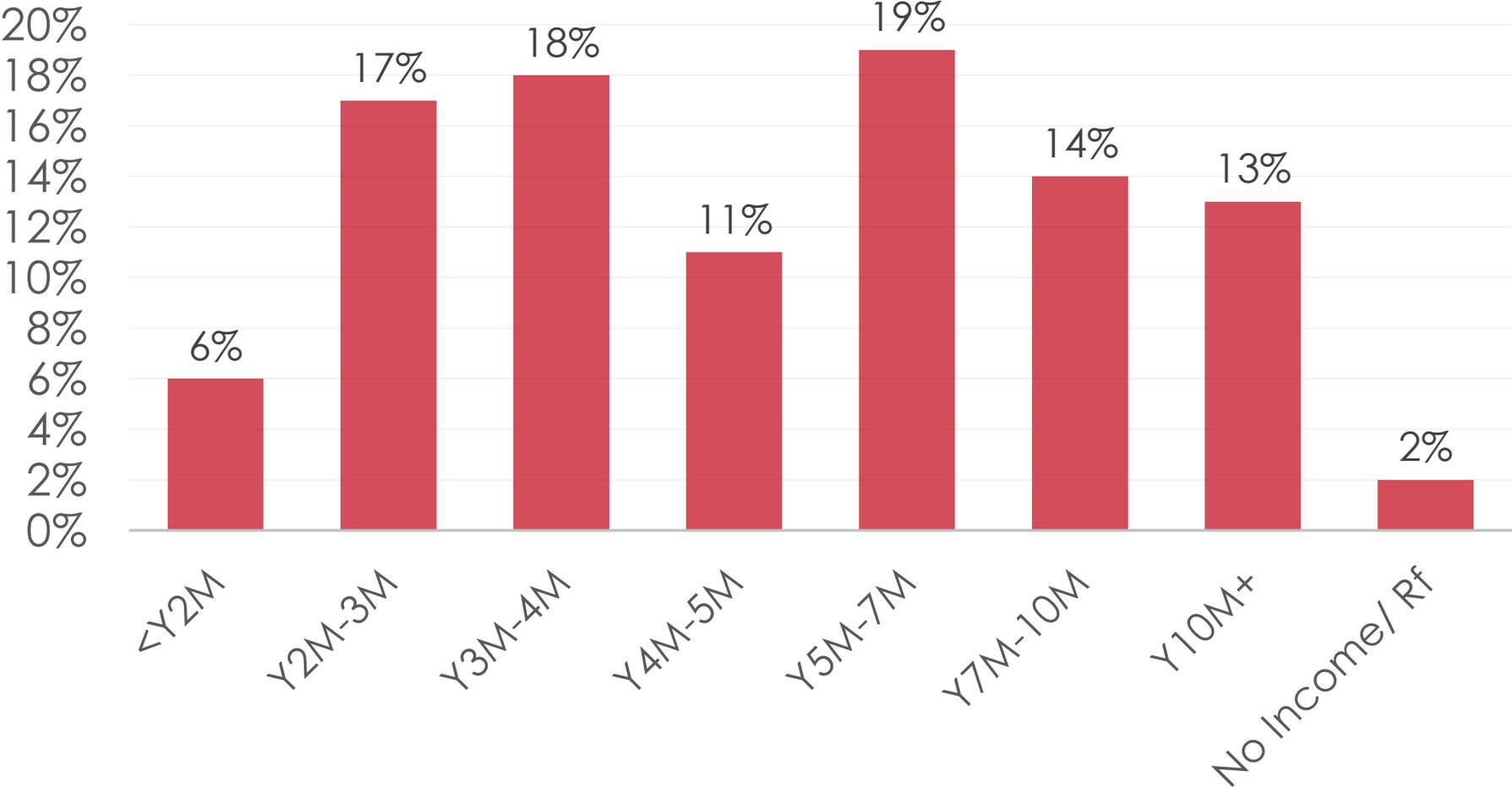
Age – Key Segments

GVB EXIT SURVEY AGE

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
QF	18-24	22%	8%	14%	24%			6%	16%
	25-39	54%	57%	50%	54%		80%	73%	63%
	40-49	17%	24%	25%	16%			11%	13%
	50-59	6%	8%	7%	5%			6%	6%
	60+	2%	3%	3%	1%	100%	20%	4%	3%
	Total	1079	544	521	165	23	5	114	327
QF	Mean	33.11	36.58	35.97	32.07	63.70	40.00	34.16	32.94
	Median	30	35	34	29	64	34	31	30

Prepared by Anthology Research

Annual Household Income



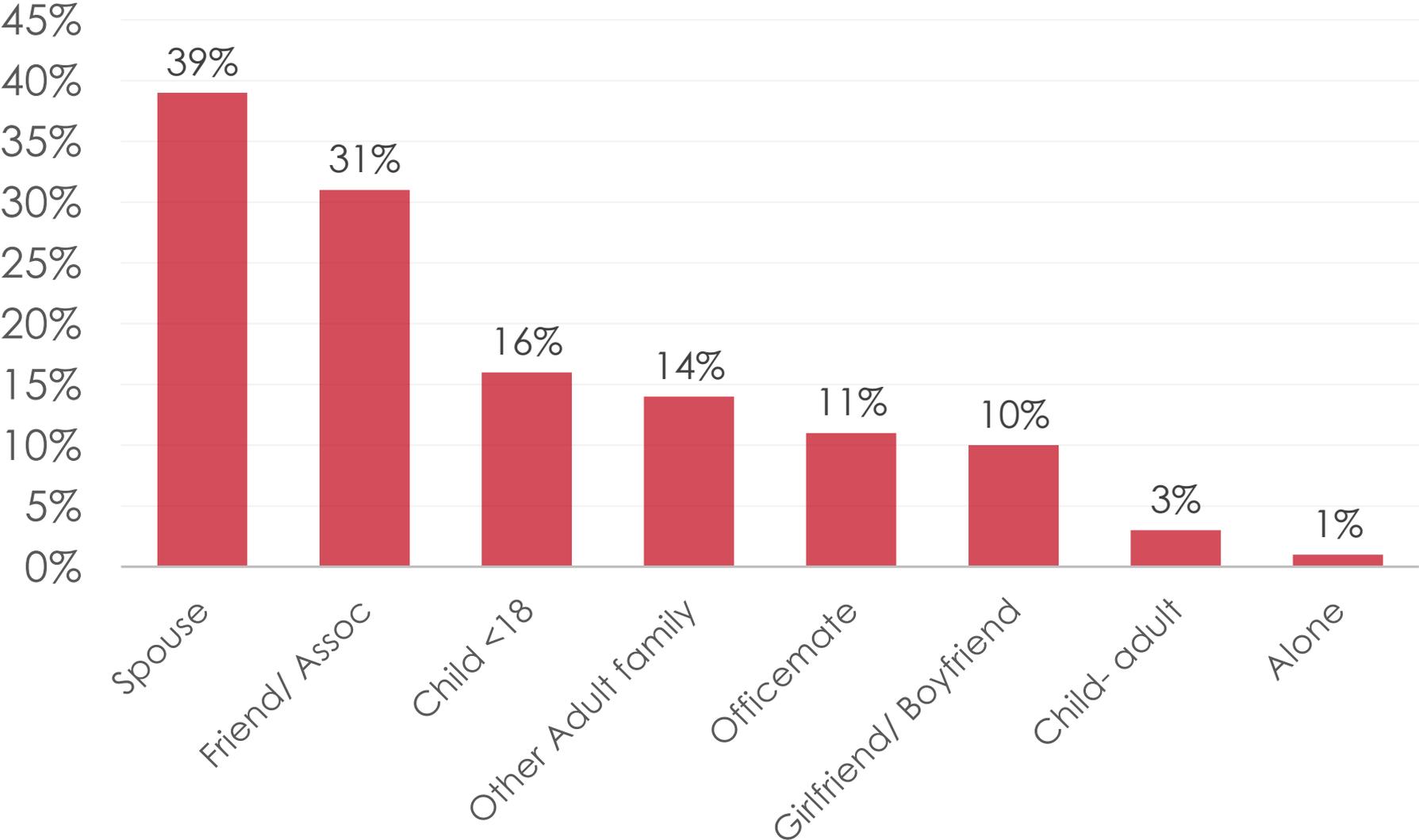
Annual Household Income – Key Segments

GVB EXIT SURVEY
Q26 Household income:

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
Q26	Less than ¥2 million	6%	2%	3%	7%			4%	6%
	¥2,000,001 ~ ¥3,000,000	17%	9%	15%	27%	18%		13%	24%
	¥3,000,001 ~ ¥4,000,000	18%	13%	15%	25%	5%	20%	16%	24%
	¥4,000,001 ~ ¥5,000,000	11%	11%	10%	10%	9%	40%	6%	10%
	¥5,000,001 ~ ¥7,000,000	19%	26%	19%	11%	14%		26%	14%
	¥7,000,001 ~ ¥10 million	14%	22%	16%	10%	27%		22%	8%
	¥10 million or more	13%	14%	18%	7%	27%	20%	8%	9%
	No Income	2%	3%	2%	2%		20%	5%	3%
	Total	1046	529	506	164	22	5	110	319

Prepared by Anthology Research

Travel Party

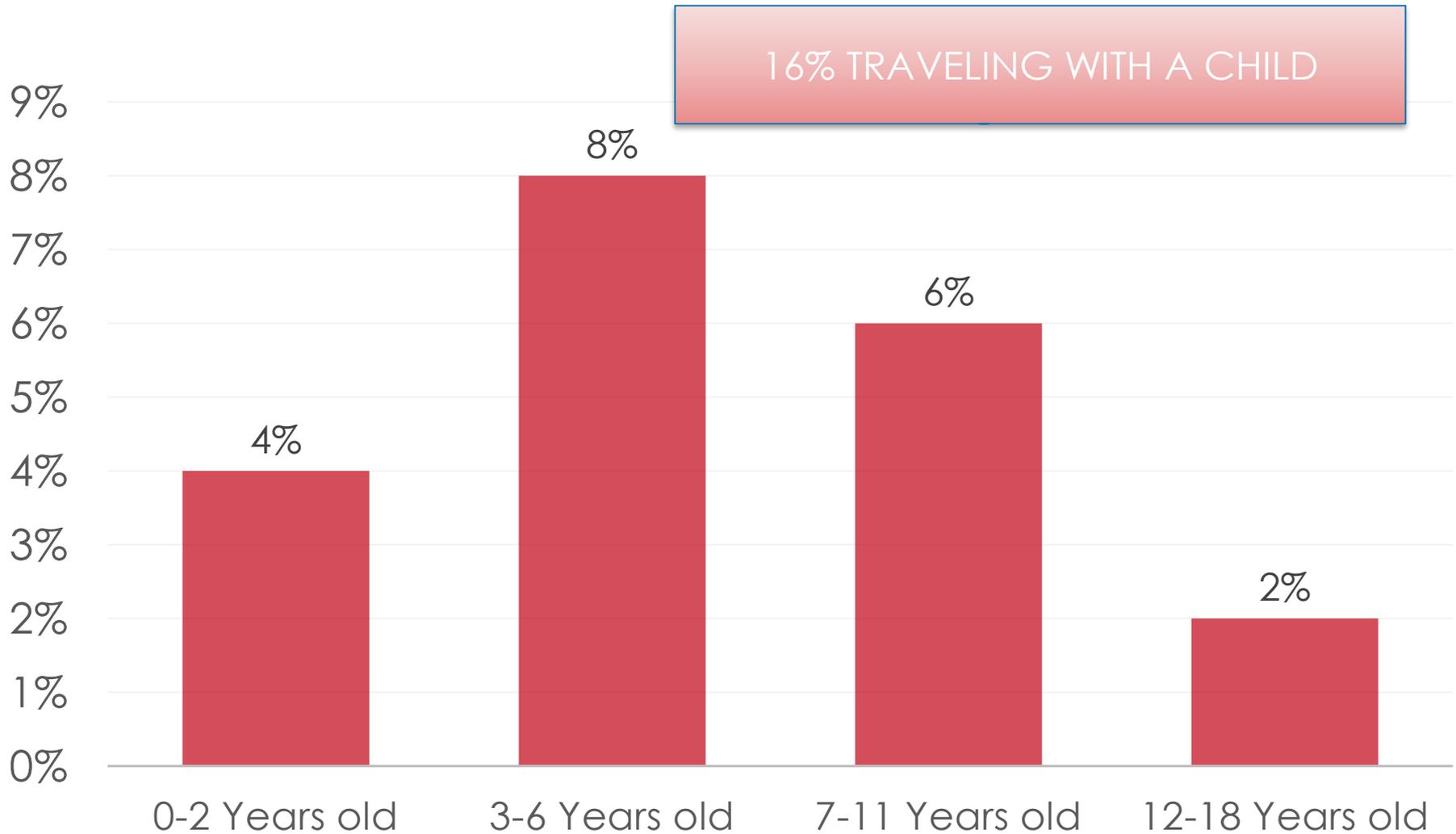


Travel Party

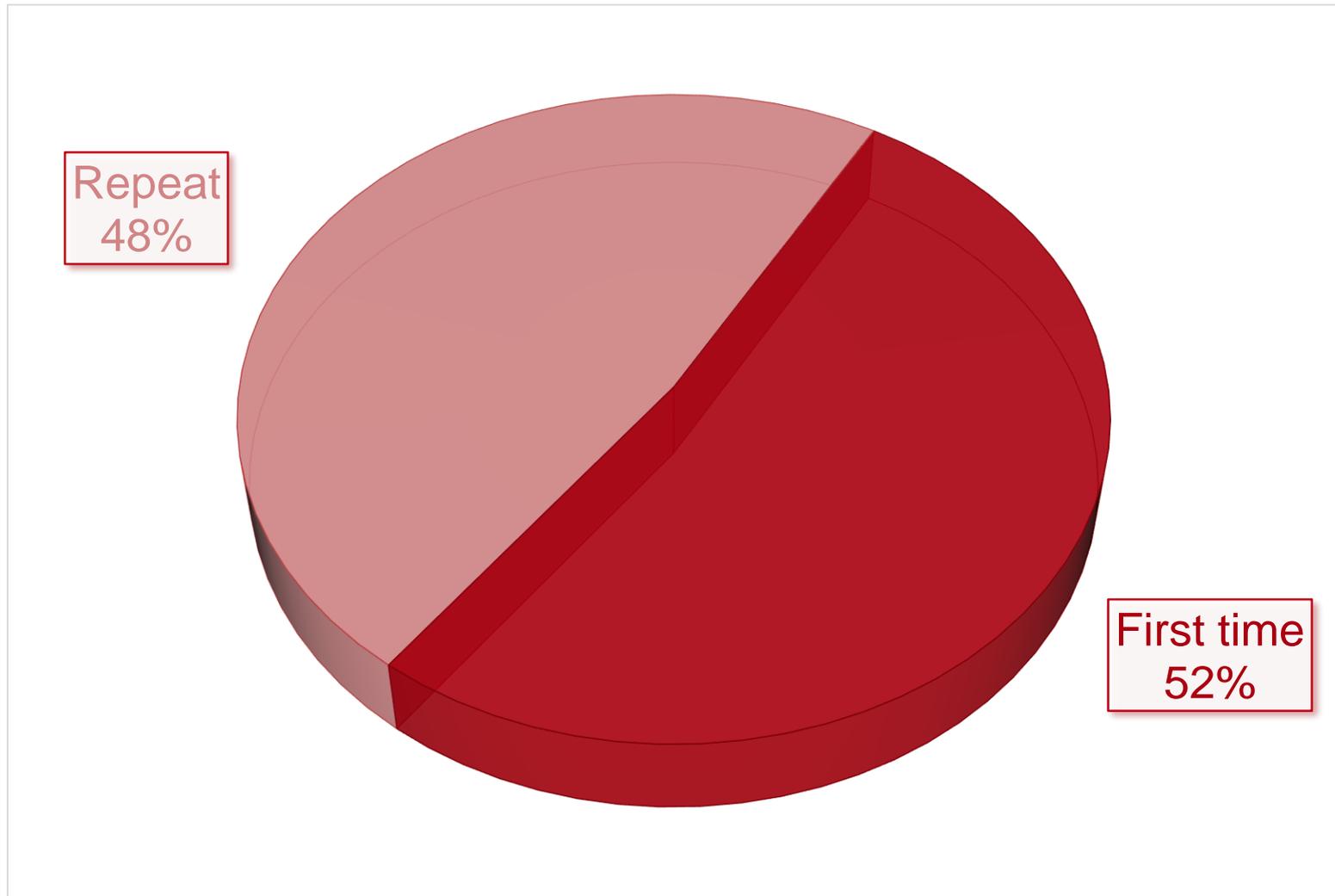


	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
Spouse	39%			
Child <18	16%			
Friend/ Assoc	31%			
Other Adult Family	14%			
Alone	1%			
Girlfriend/ Boyfriend	10%			
Child- Adult	3%			
Office	11%			

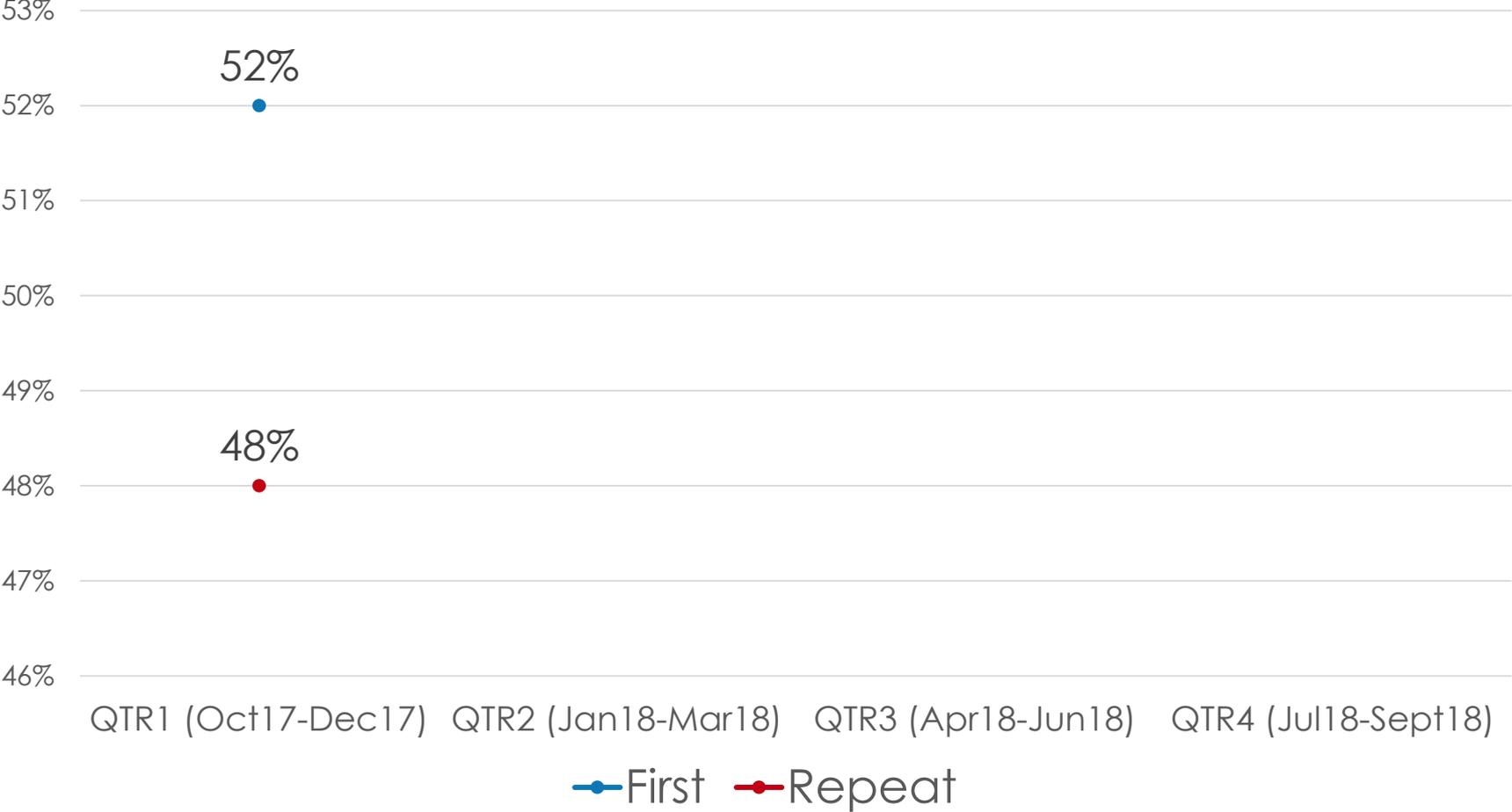
Travel Party - Children



Trips to Guam



Trips to Guam – FY2018 Tracking



Trips to Guam – Key Segments

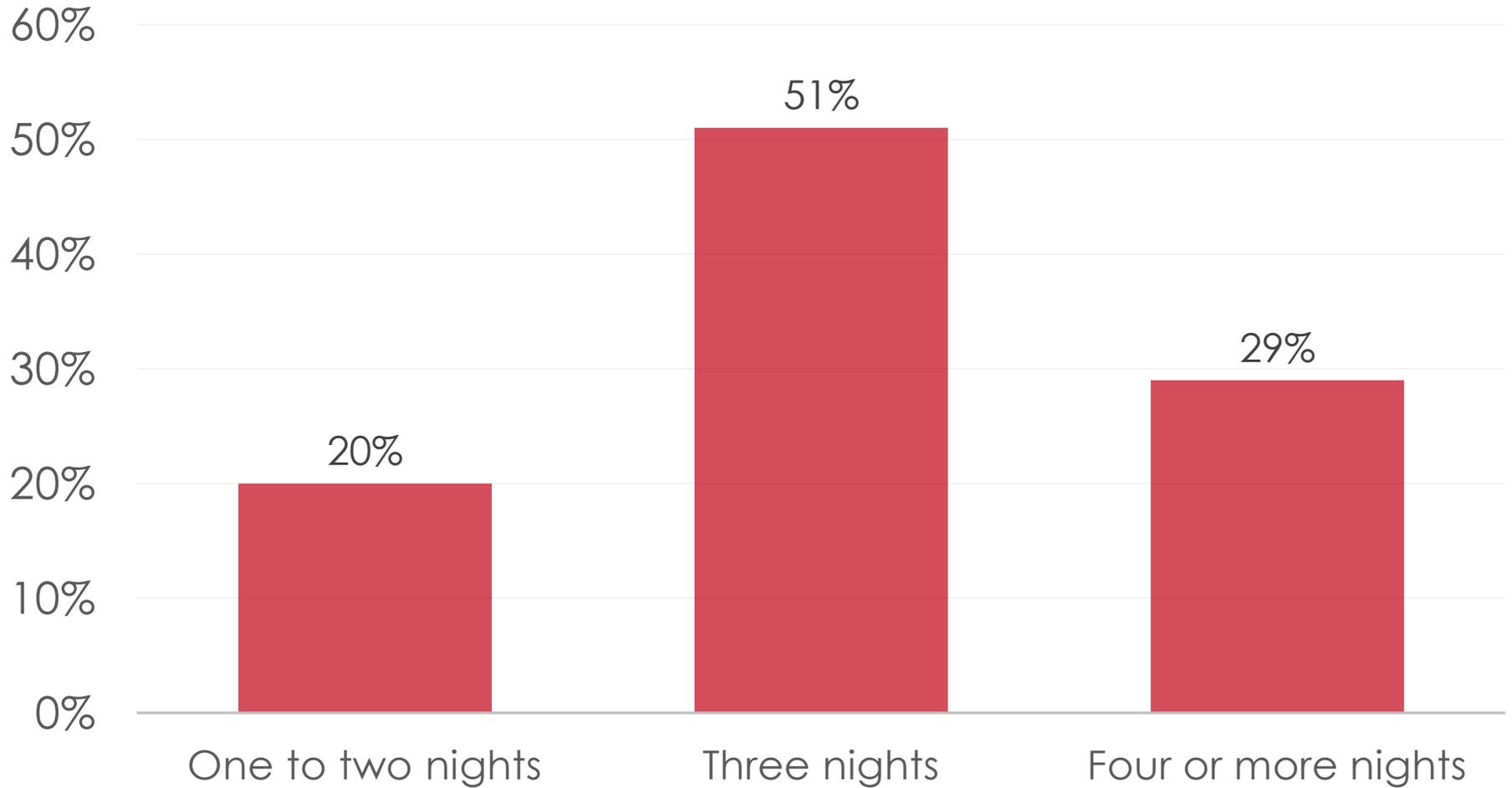
GVB EXIT SURVEY
Q3 Including this trip, how many times have you visited Guam?

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
Q3	1st time	52%	49%		52%	35%	40%	75%	49%
	Repeat	48%	51%	100%	48%	65%	60%	25%	51%
	Total	1079	544	521	165	23	5	114	327
Q3	Mean	2.49	2.88	4.09	2.37	4.65	3.40	1.34	2.20
	Median	1	2	3	1	2	2	1	2

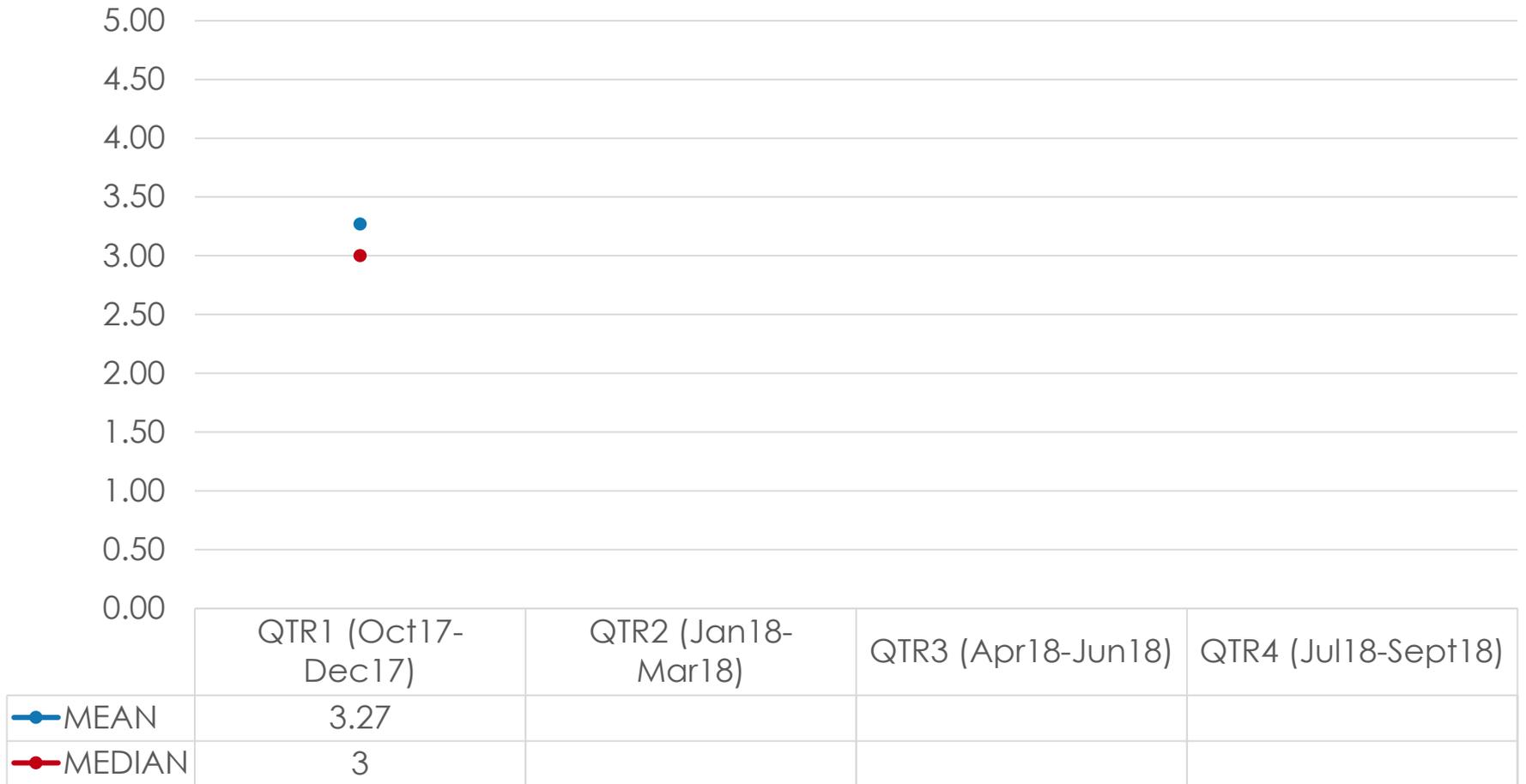
Prepared by Anthology Research

Length of Stay

MEAN NUMBER OF NIGHTS = 3.27
MEDIAN NUMBER OF NIGHTS = 3



Length of Stay – FY2018 Tracking



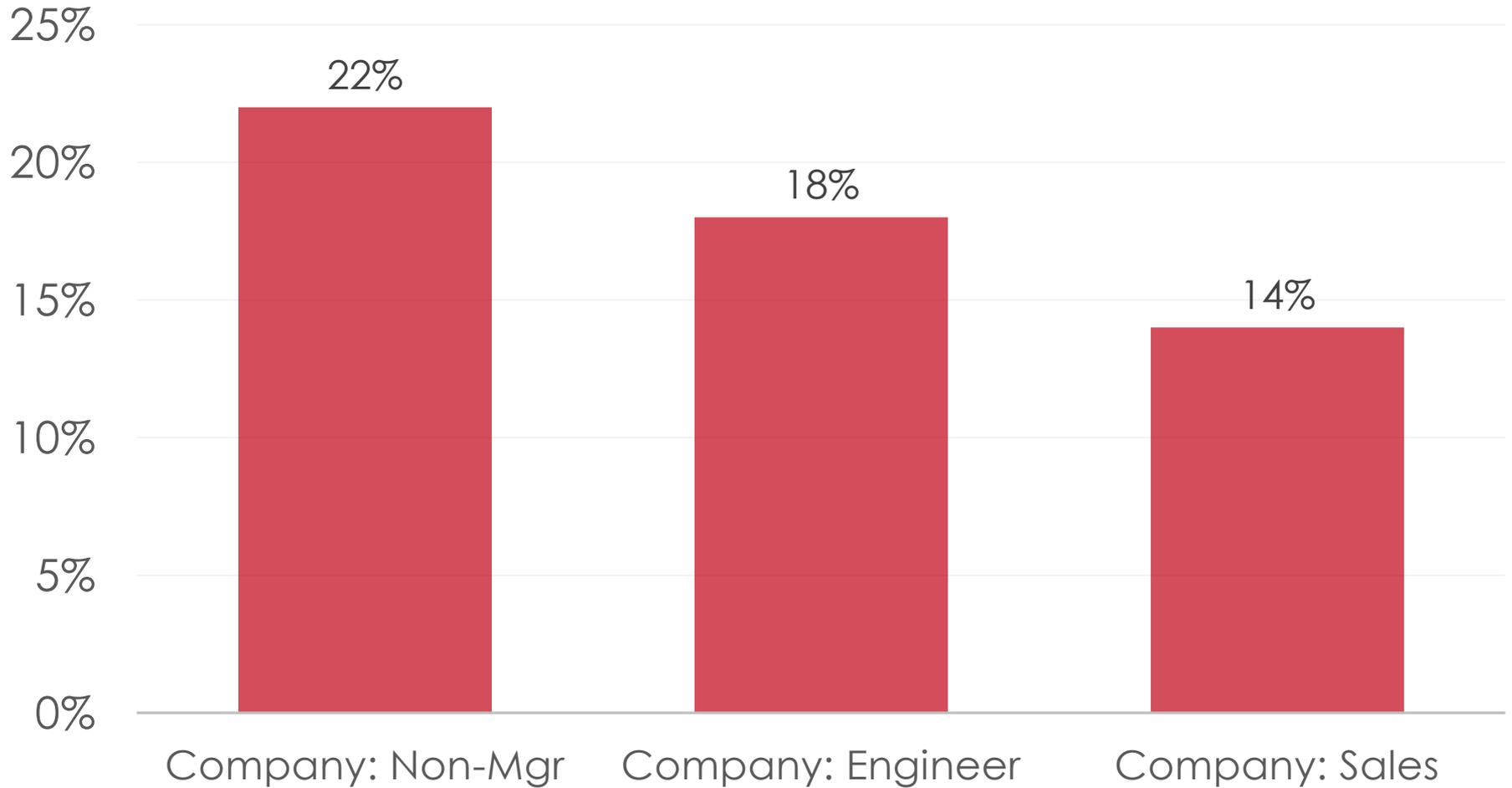
Length of Stay – Key Segments

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

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
SA	1-2	20%	12%	21%	21%	9%	40%	9%	32%
	3	51%	49%	52%	56%	74%	40%	54%	52%
	4+	29%	39%	26%	24%	17%	20%	38%	17%
	Total	1079	544	521	165	23	5	114	327
SA	Mean	3.27	3.45	3.19	3.05	3.52	2.80	3.54	3.16
	Median	3	3	3	3	3	3	3	3

Prepared by Anthology Research

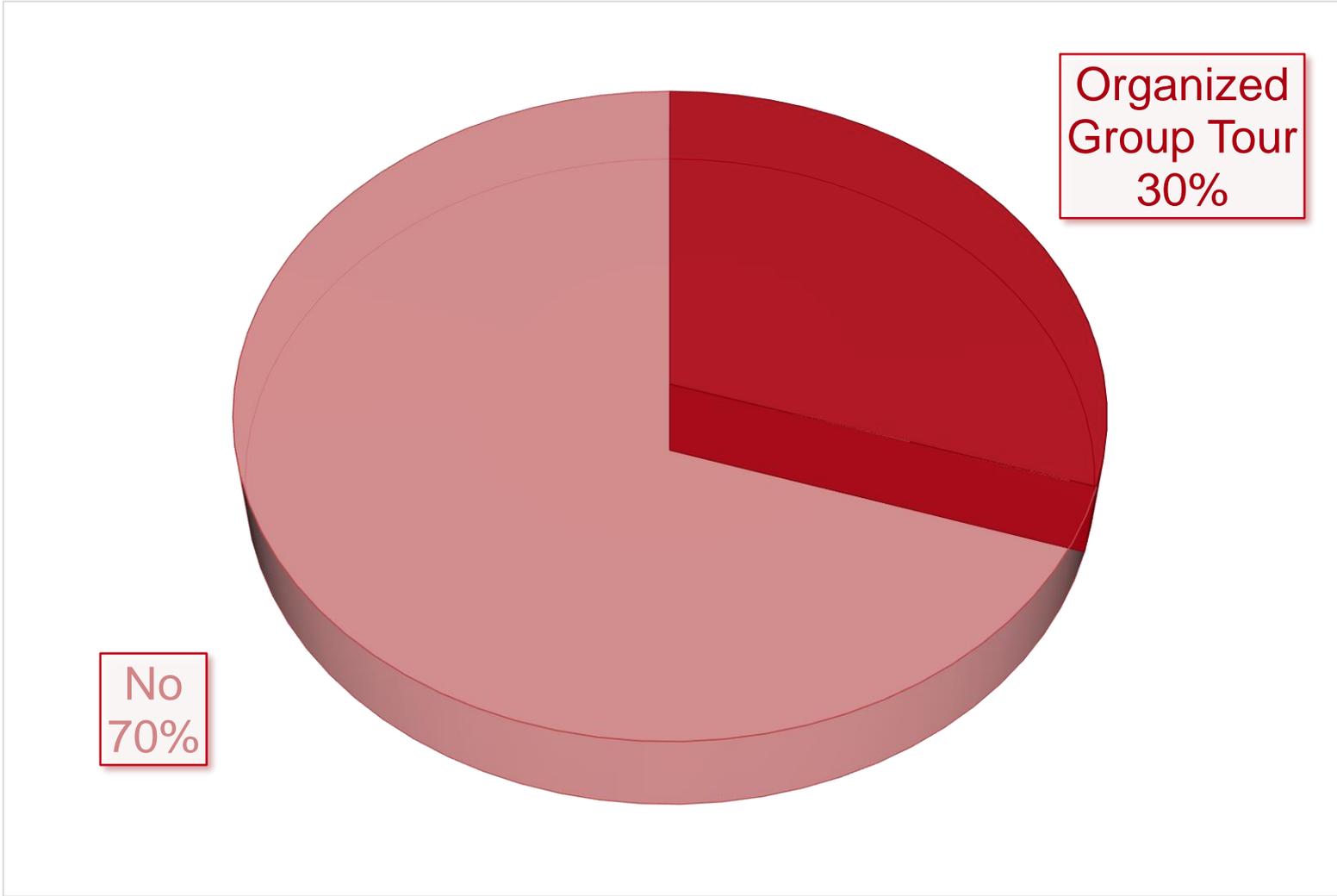
Occupation – Top Responses (10%+)



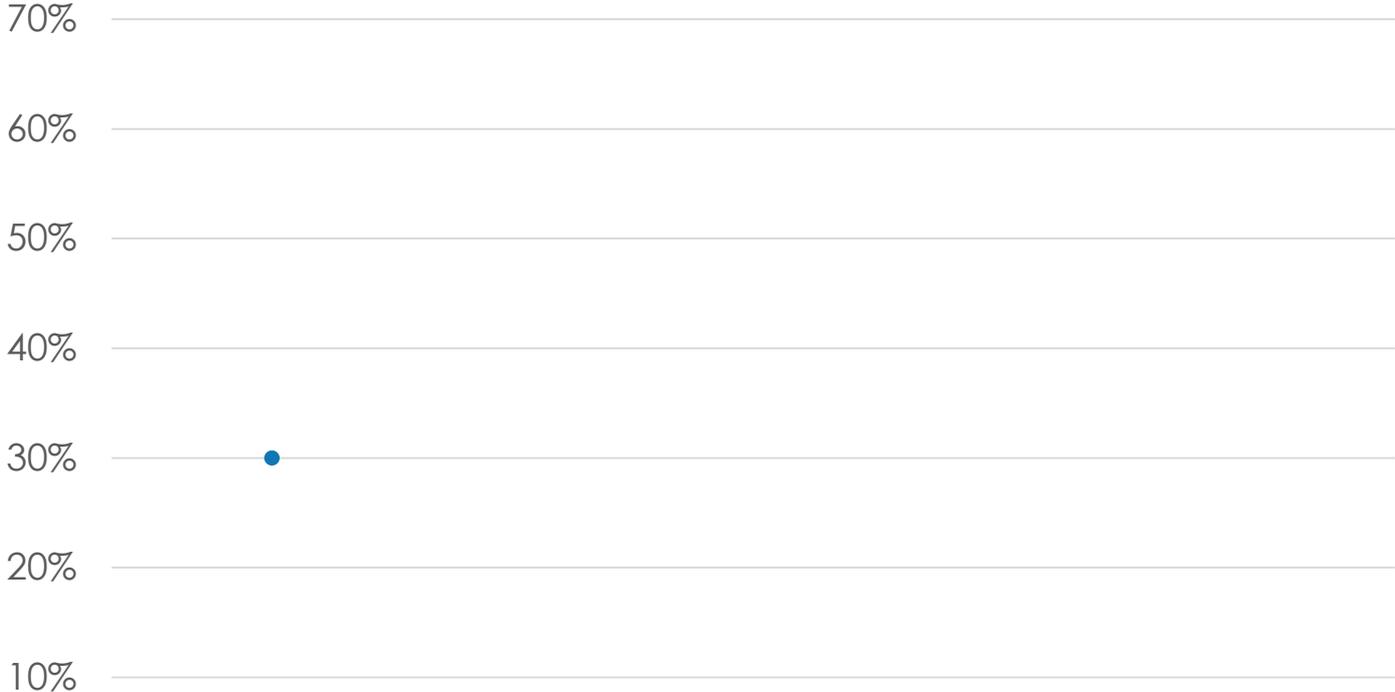
SECTION 2

TRAVEL PLANNING

Organized Group Tour

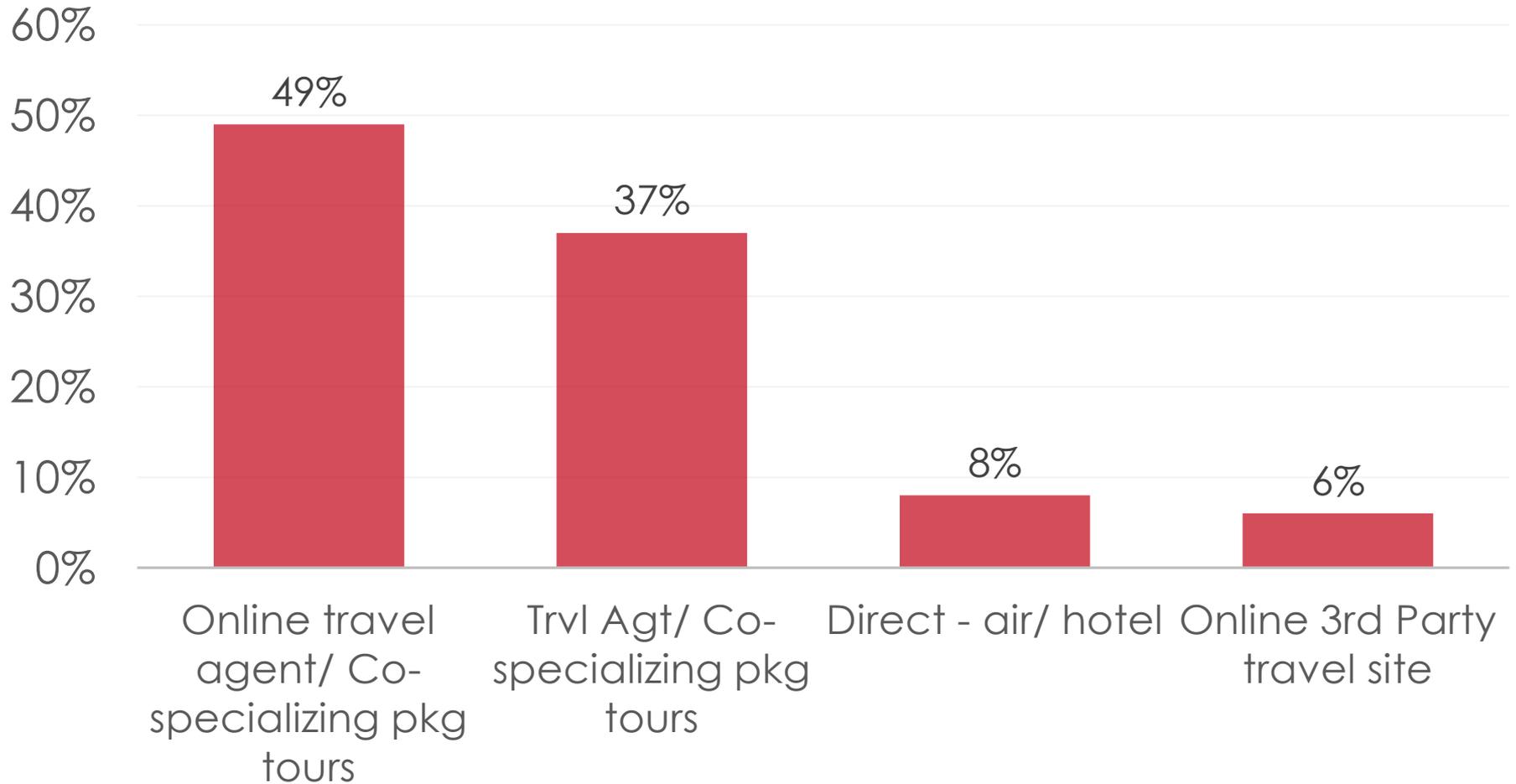


Organized Group Tour- Tracking



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
Organized Group Tour	30%			

Travel Arrangements - Sources

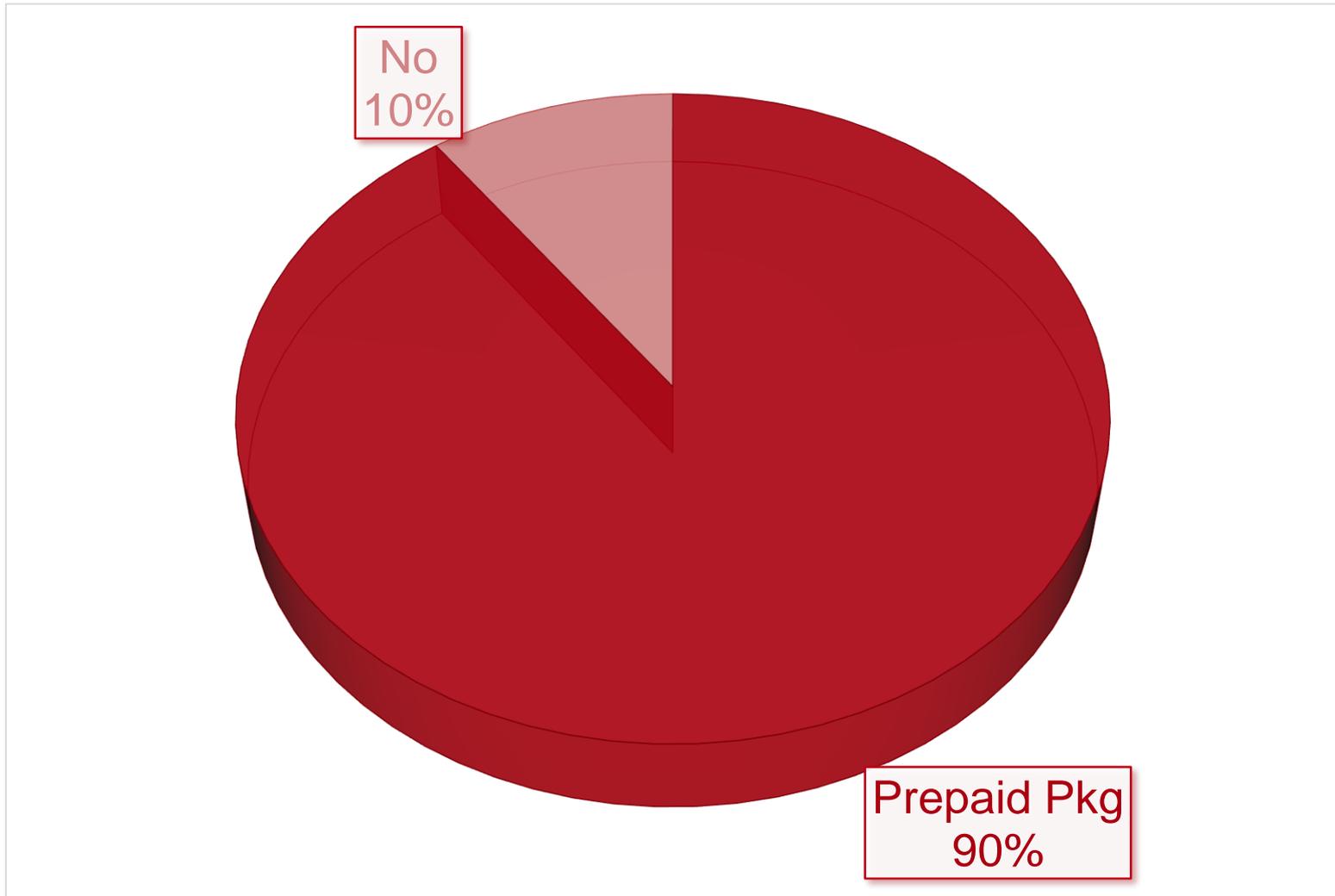


Travel Arrangements - Sources



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
—●— Online travel agent	49%			
—●— Trvl Agt/ Co- Pkg Tour	37%			
—●— Online 3rd Party	6%			
—●— Direct Air/ Hotel	8%			

Prepaid Package Trip



Prepaid Package Trip



Prepaid Pkg Trip

QTR1 (Oct17-
Dec17)

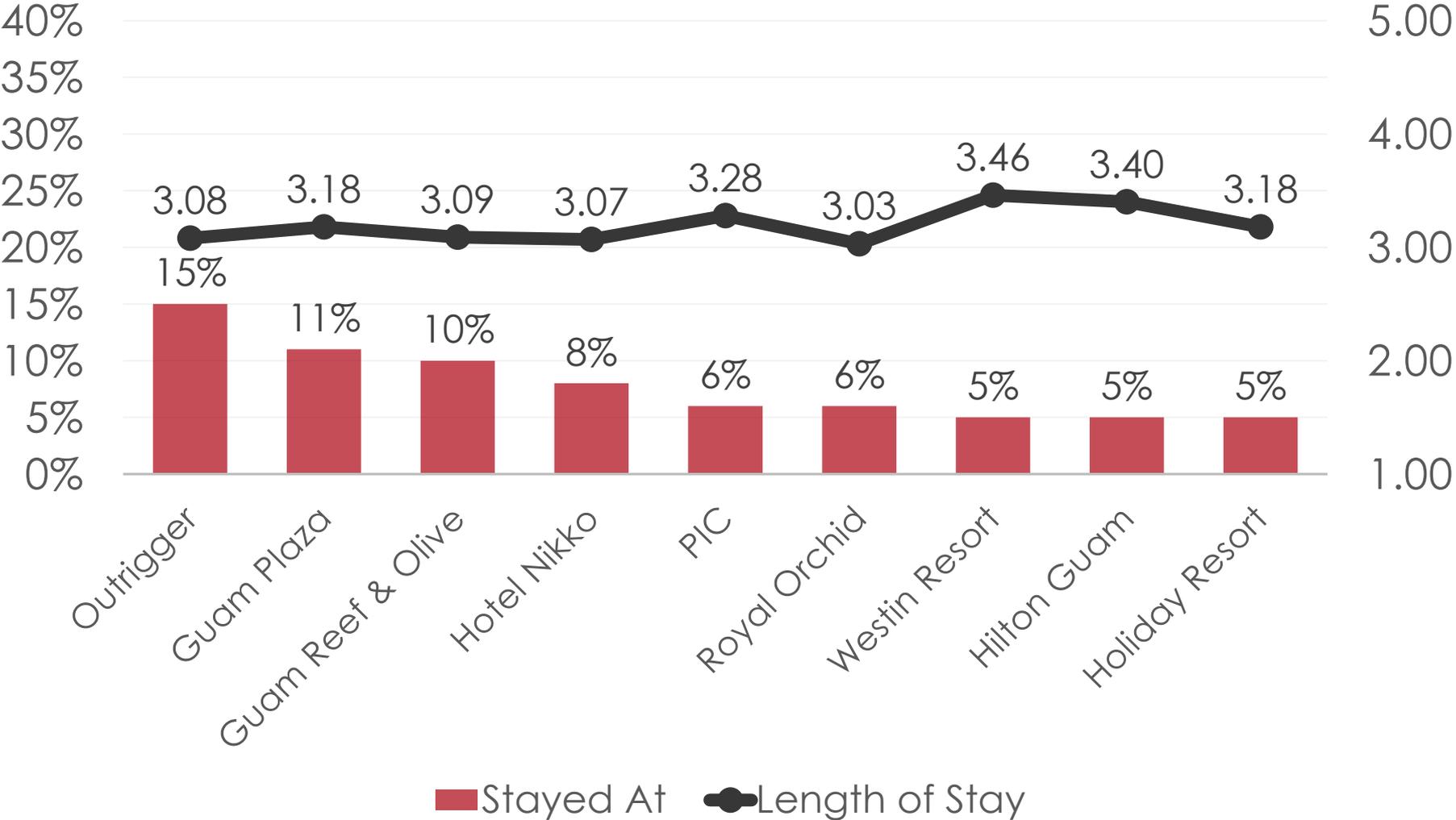
QTR2 (Jan18-
Mar18)

QTR3 (Apr18-
Jun18)

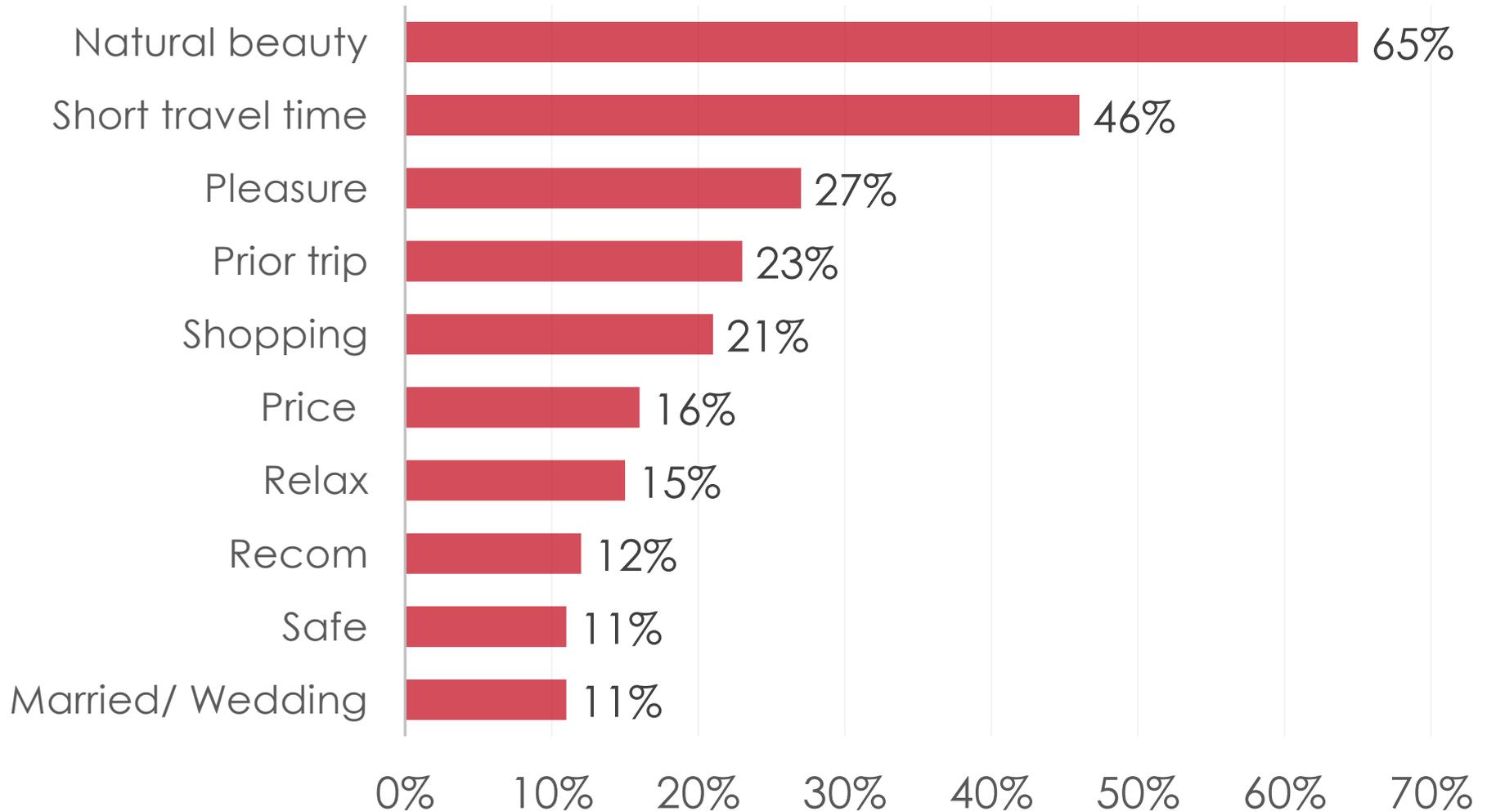
QTR4 (Jul18-
Sept18)

90%

Accommodations (Top Responses)



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	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
Q5A	Beautiful seas, beaches, tropical climate	65%	63%	61%	60%	48%	60%	42%	62%
	Short travel time (not too far from home)	46%	51%	45%	53%	57%	40%	29%	42%
	Pleasure/ vacation	27%	25%	26%	26%	13%		18%	23%
	A previous visit	23%	24%	48%	23%	35%		5%	26%
	Shopping	21%	19%	21%	24%	26%		12%	15%
	Price of the tour package	16%	14%	16%	15%	9%		8%	13%
	Just to relax	15%	13%	14%	16%	4%		3%	11%
	Recommendation of friend/ relative/ travel agency	12%	9%	7%	13%	9%		7%	10%
	It is a safe place to spend a vacation	11%	11%	11%	9%	13%		10%	17%
	To Get Married/ attend Wedding	11%	18%	6%	7%	22%		100%	14%
	Honeymoon	10%	20%	4%	6%			26%	5%
	Water sports (snorkeling, windsurfing, parasailing)	9%	9%	7%	11%	4%		4%	7%
	Company/ business trip	8%	1%	8%	10%	4%	60%	1%	24%
	Scuba diving	4%	2%	4%	4%	4%		2%	5%
	To golf	4%	3%	6%	2%	30%	20%		4%
	To visit friends or relatives	2%	2%	2%	2%			4%	1%
	Adventure	1%	1%	1%					1%
	Organized sporting activity/ event	1%	1%	1%	2%				1%
	My company sponsored me	1%	1%	1%	1%				2%
	Incentive trip	0%		0%		4%	80%		1%
	Government or military	0%		0%			20%		
	School trip	0%	0%	0%					1%
	Convention/ conference/ trade show/ meeting	0%		0%			20%		
	Career certification/ testing	0%							
	Shop Guam E-Fest	0%							
	Total	1077	544	521	164	23	5	114	326

SECTION 3

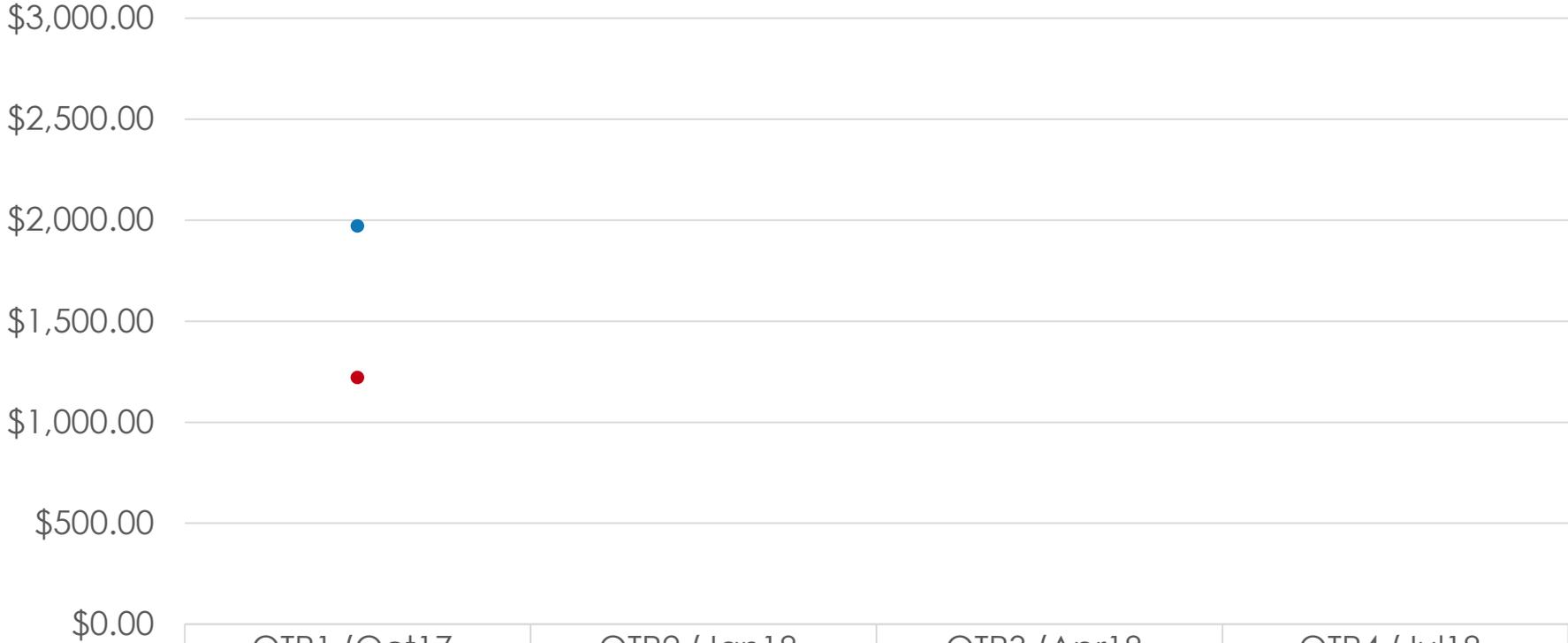
EXPENDITURES

Prepaid Expenditures

- \$1,972.63 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$831.21 = overall mean average per person prepaid expenditures

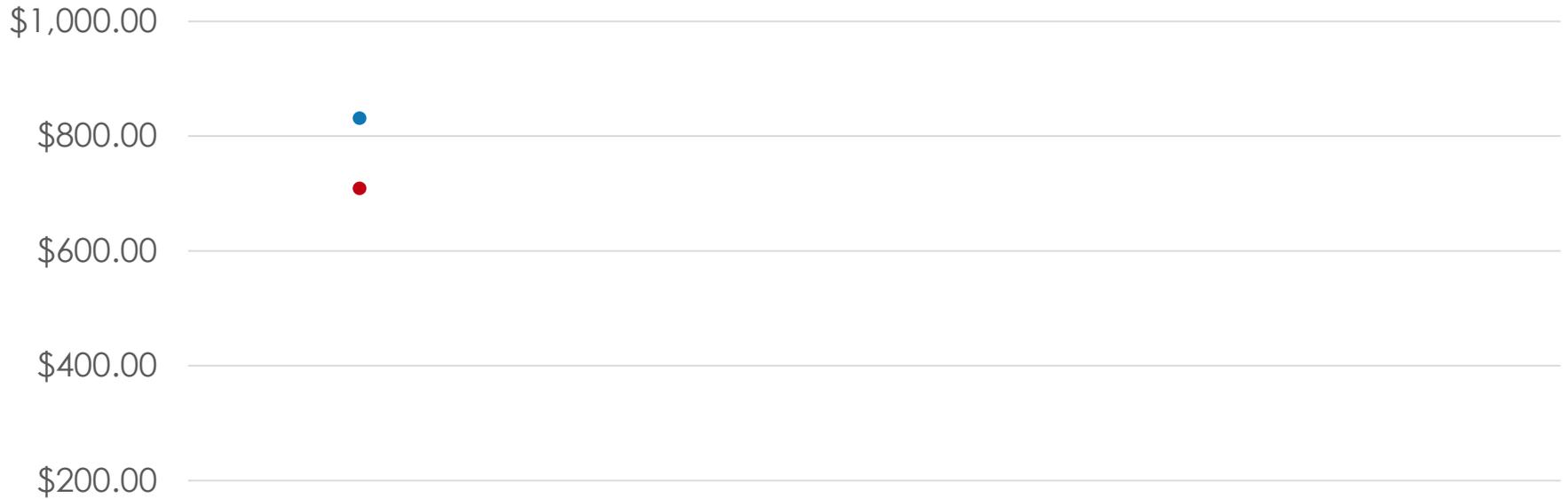
Prepaid Entire Travel Party – FY2018

Tracking



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
● MEAN	\$1,972.63			
● MEDIAN	\$1,222.00			

Prepaid Per Person– FY2018 Tracking



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
● MEAN	\$831.21			
● MEDIAN	\$709.00			

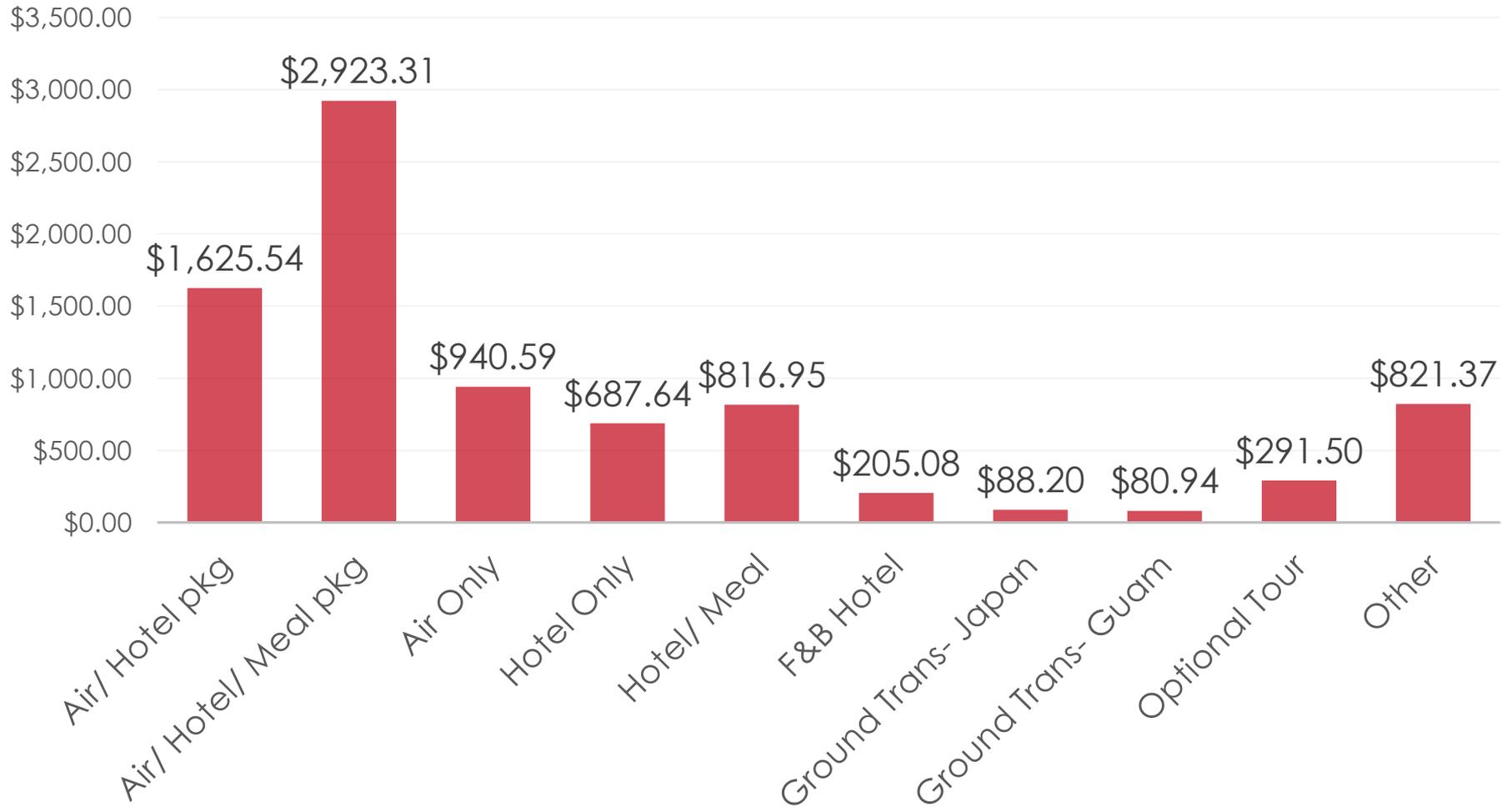
Prepaid Per Person– Key Segments

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

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
PREPAID PP	Mean	\$831.21	\$1,024.20	\$754.61	\$777.98	\$989.38	\$141.84	\$1,132.53	\$617.82
	Median	\$709	\$887	\$665	\$726	\$1,103	\$0	\$887	\$480

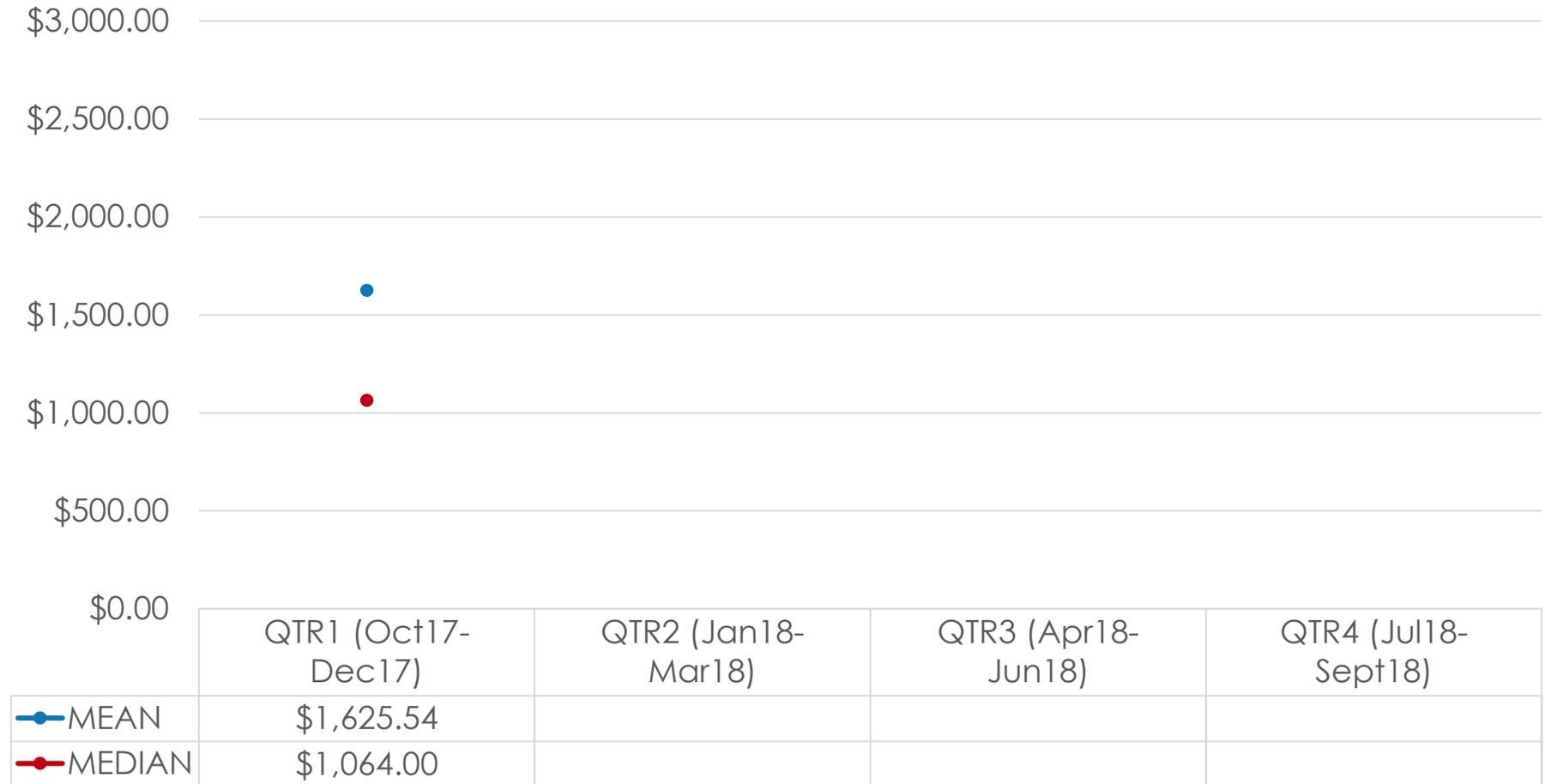
Prepared by Anthology Research

Prepaid Expenses by Category – MEAN Entire Travel Party



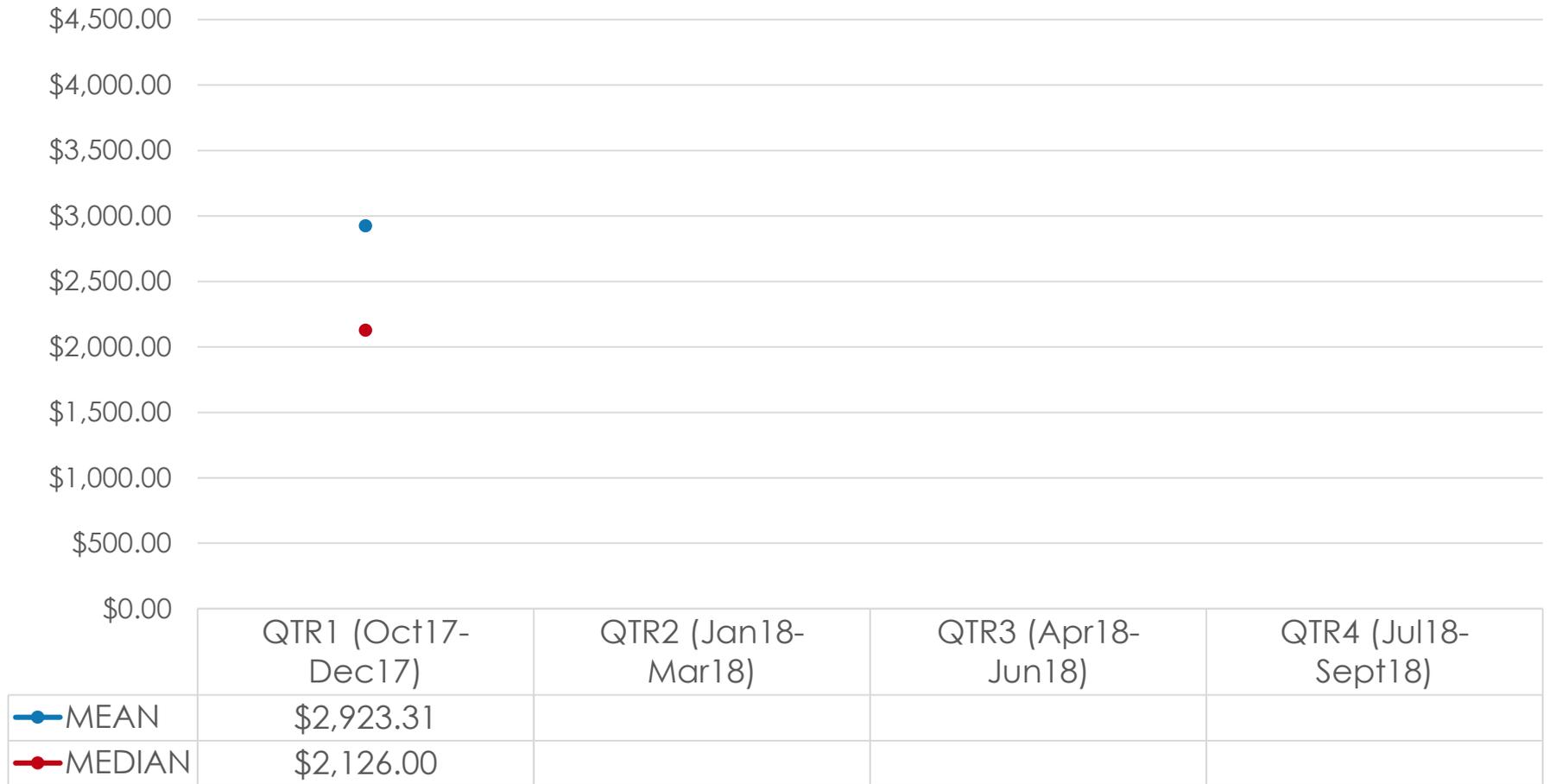
Prepaid– FY2018 Tracking

Airfare & Accommodation Packages



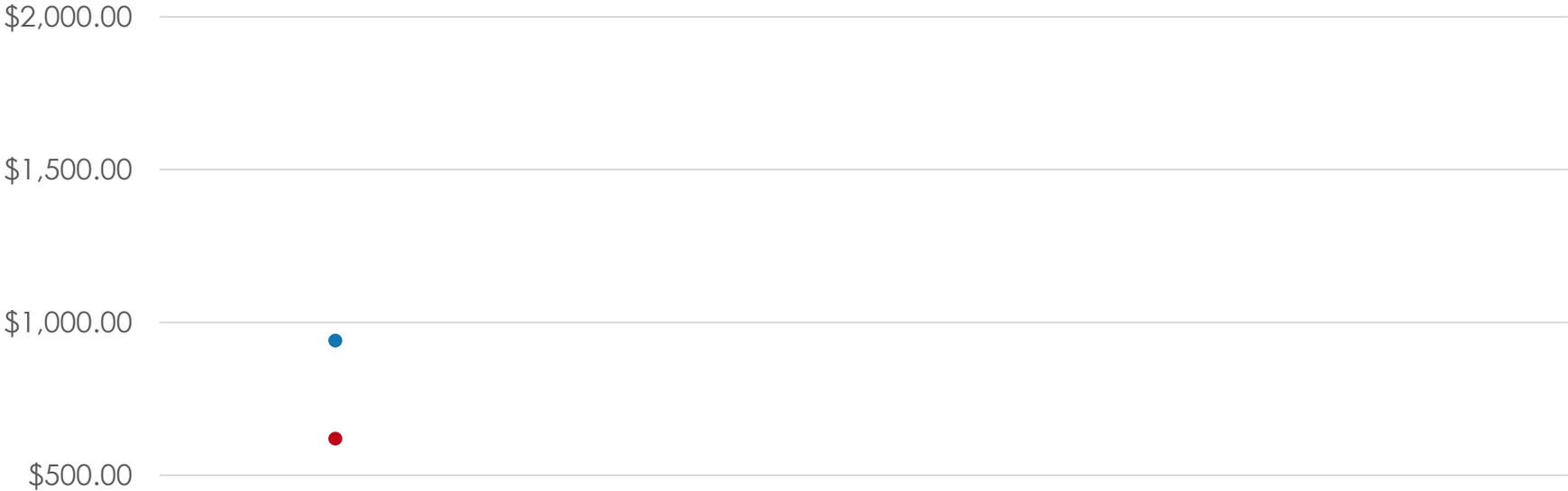
Prepaid– FY2018 Tracking

Airfare & Accommodation W/ Meal Packages



Prepaid– FY2018 Tracking

Airfare Only



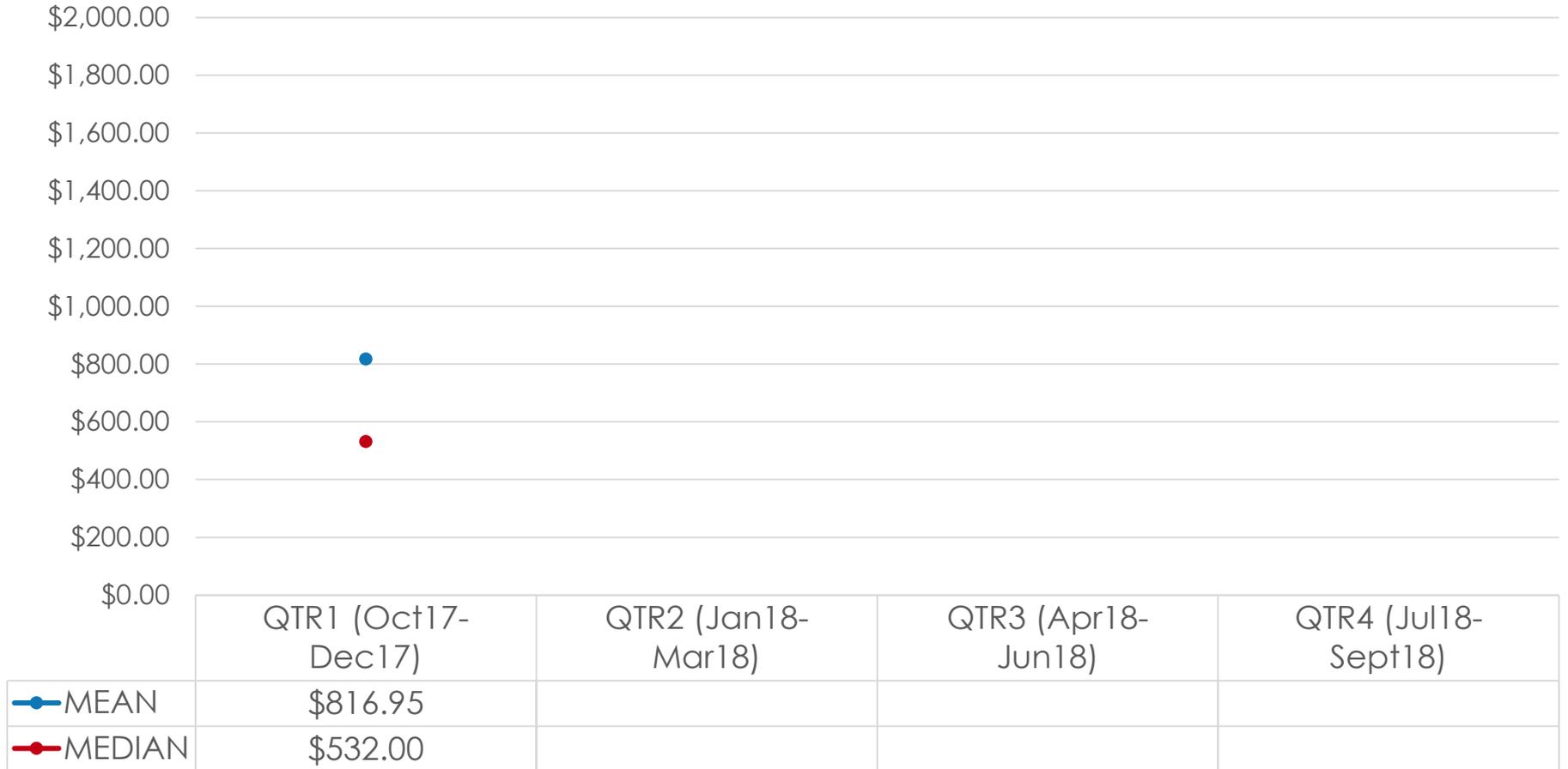
	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
● MEAN	\$940.59			
● MEDIAN	\$620.00			

Prepaid– FY2018 Tracking Accommodations Only



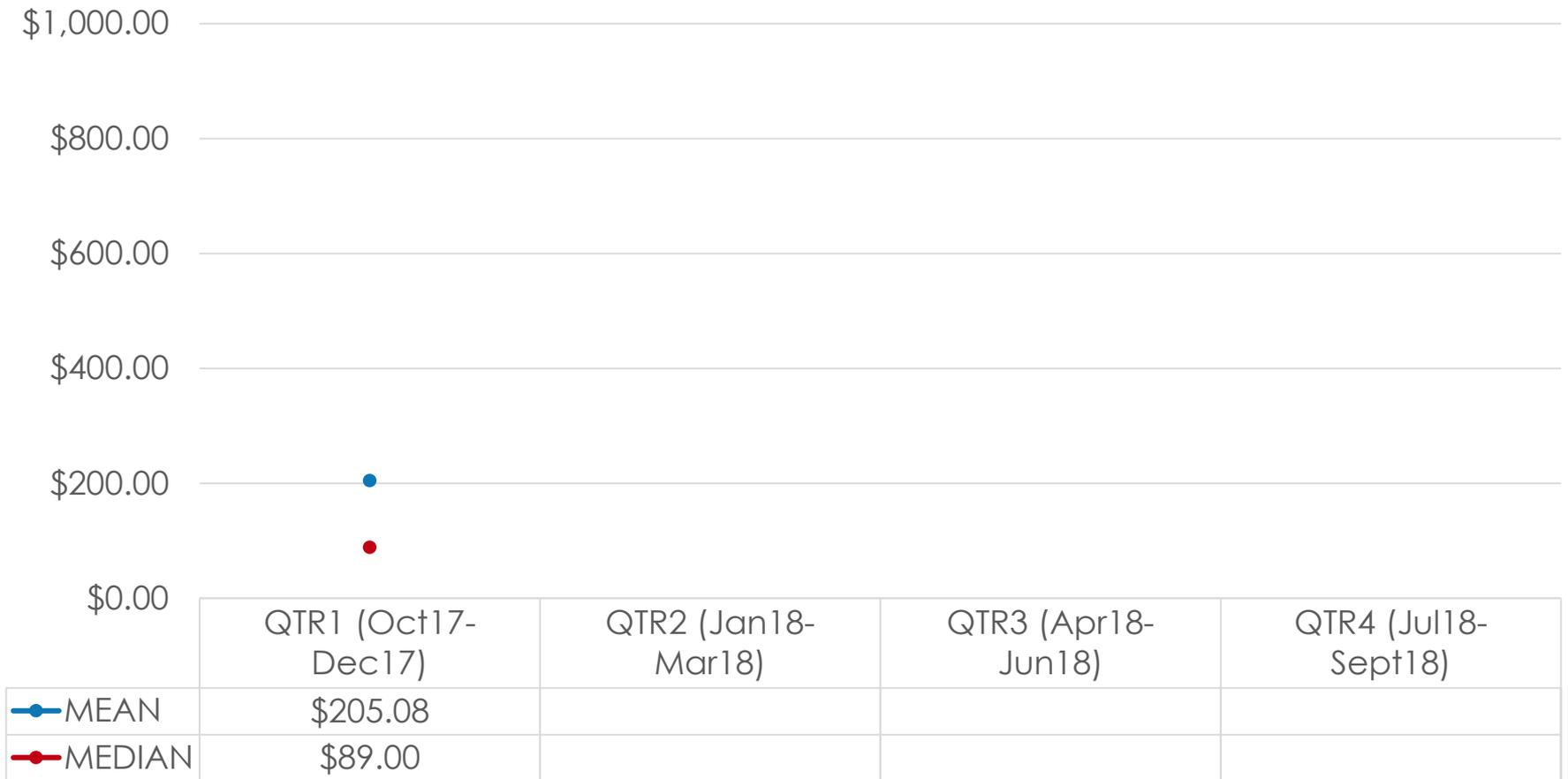
	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
● MEAN	\$687.64			
● MEDIAN	\$531.00			

Prepaid– FY2018 Tracking Accommodations w/ Meal Only



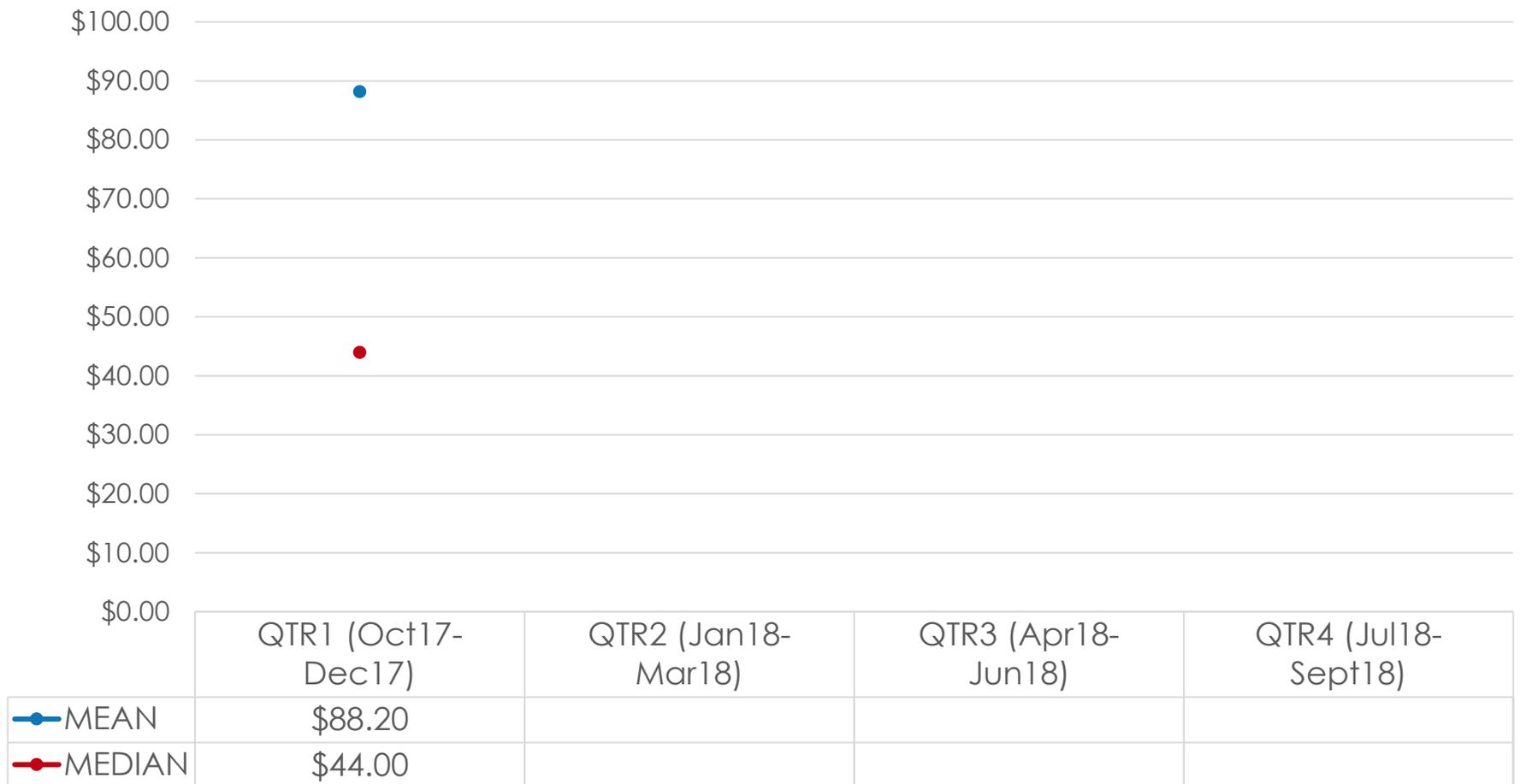
Prepaid– FY2018 Tracking

Food & Beverage in Hotel



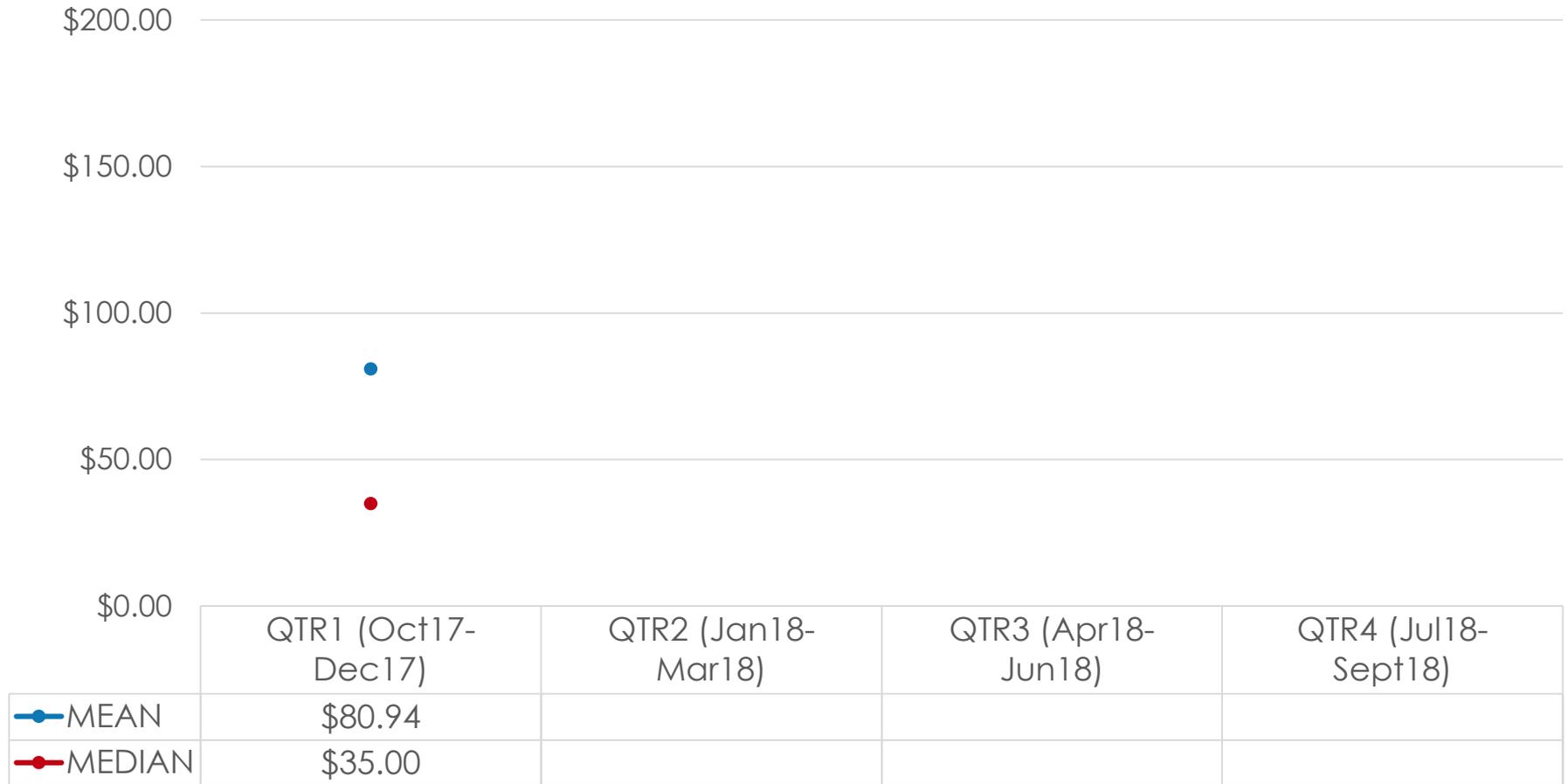
Prepaid- FY2018 Tracking

Ground Transportation - Japan



Prepaid- FY2018 Tracking

Ground Transportation - Guam



Prepaid– FY2018 Tracking

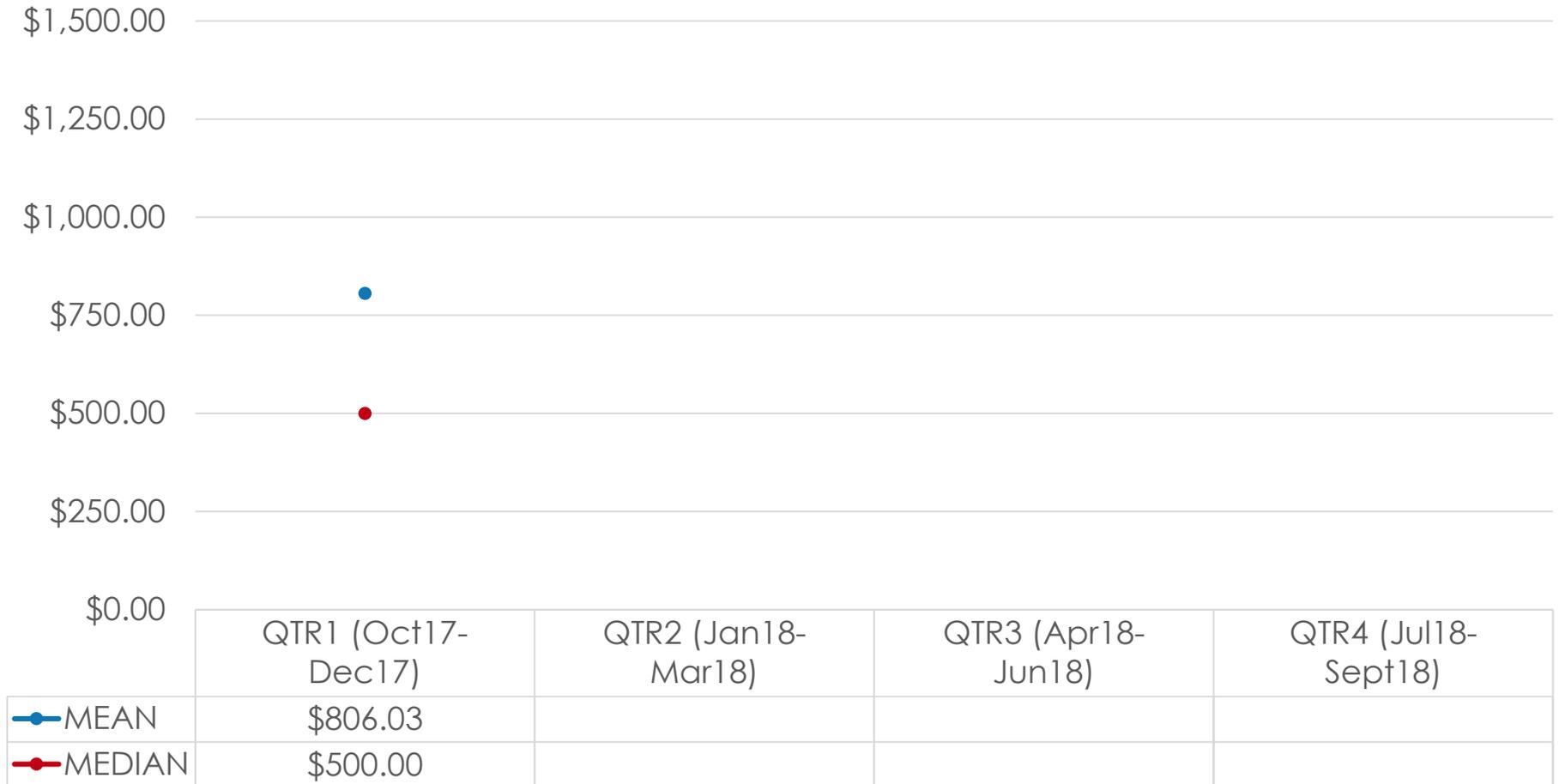
Optional tours/ Activities



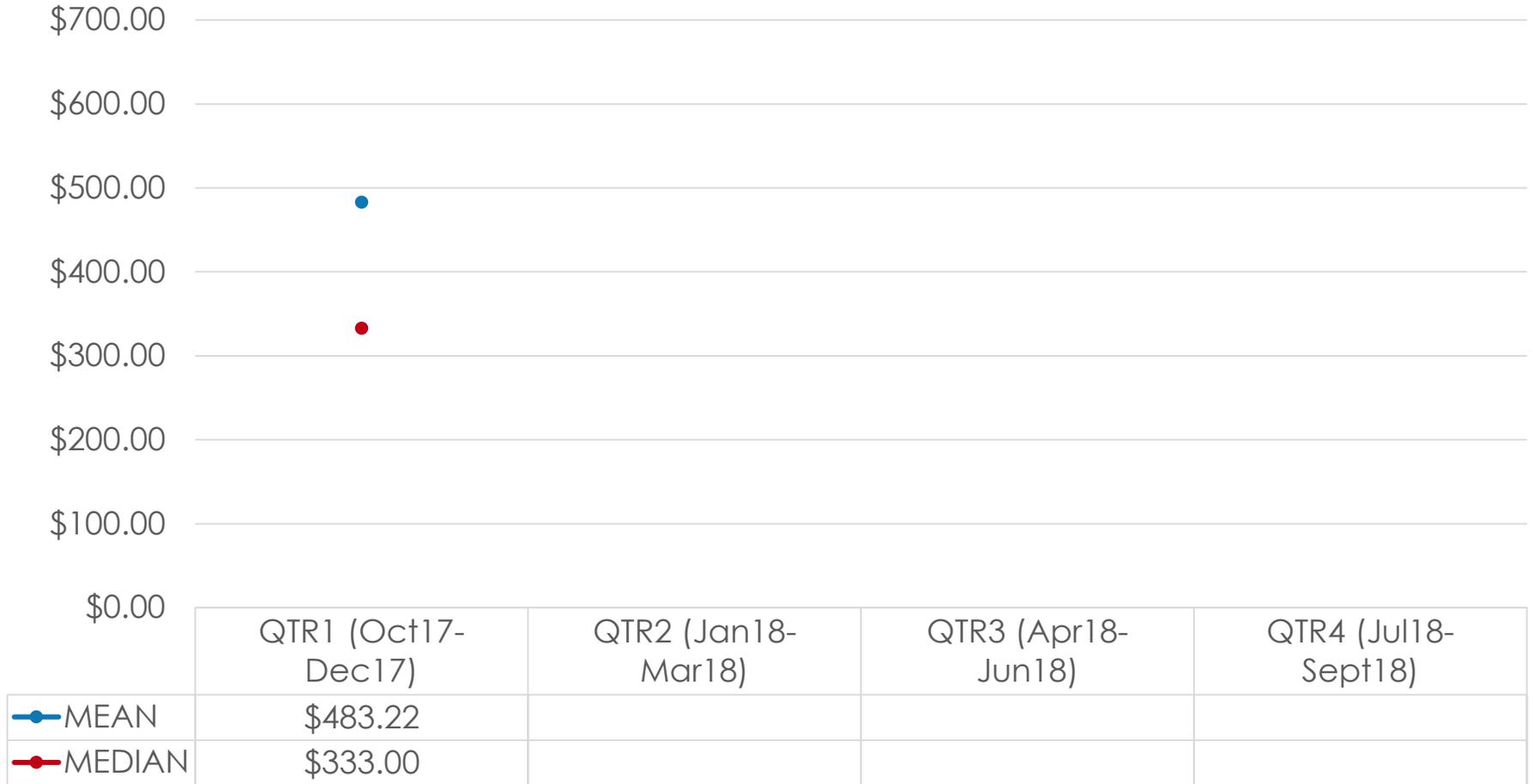
On-Island Expenditures

- \$806.03 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$483.22 = overall mean average per person prepaid expenditures

On-Island Entire Travel Party – FY2018 Tracking



On-Island Per Person – FY2018 Tracking



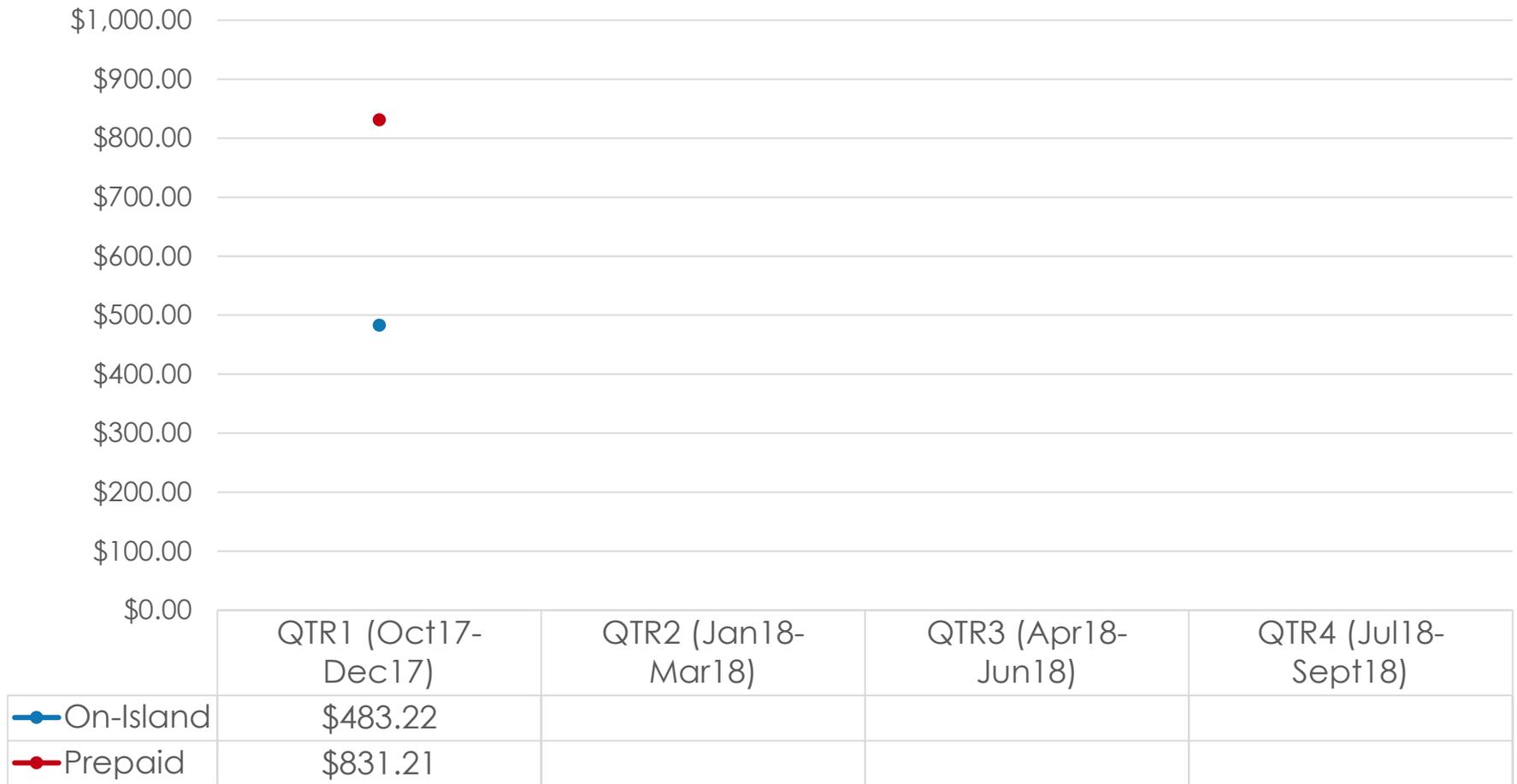
On-Island Per Person – Key Segments

**GVB EXIT SURVEY
Q11A ONISLE EXPENDITURE- PER PERSO**

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
ONISLE PER PERSON	Mean	\$483.22	\$479.24	\$485.24	\$483.59	\$678.96	\$177.00	\$421.72	\$328.43
	Median	\$333	\$350	\$350	\$333	\$410	\$100	\$300	\$230

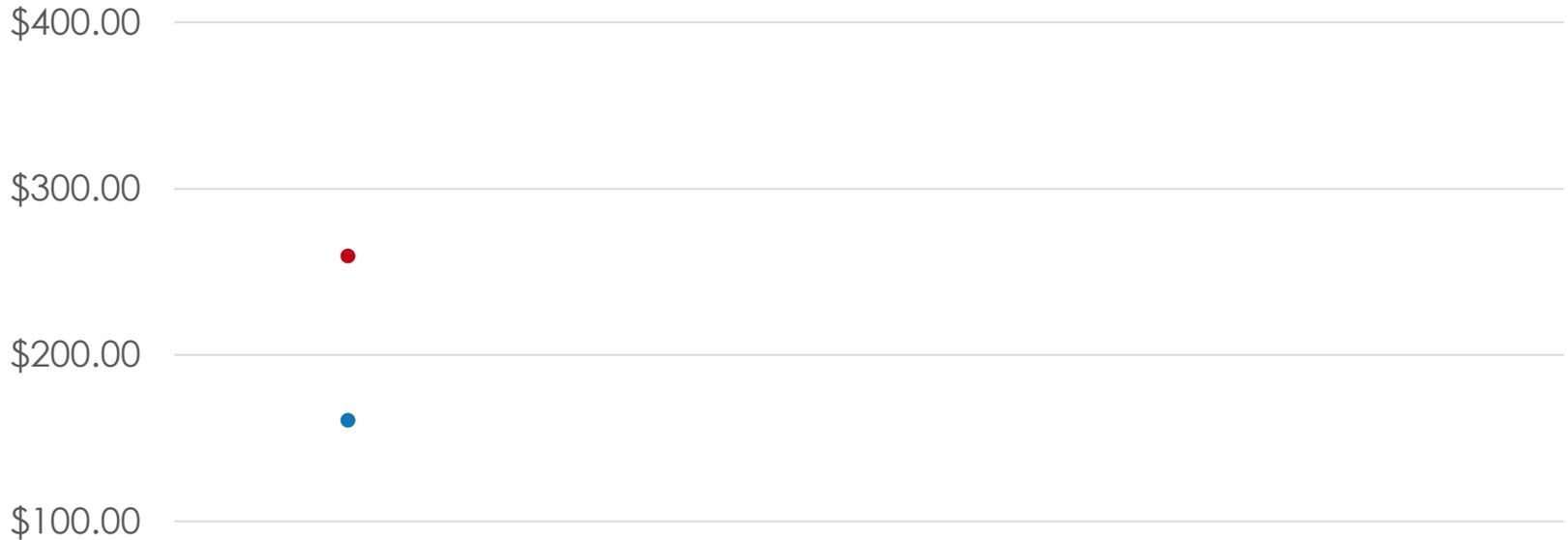
Prepared by Anthology Research

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



On-Island Per Day Spending – FY2018 Tracking

MEAN



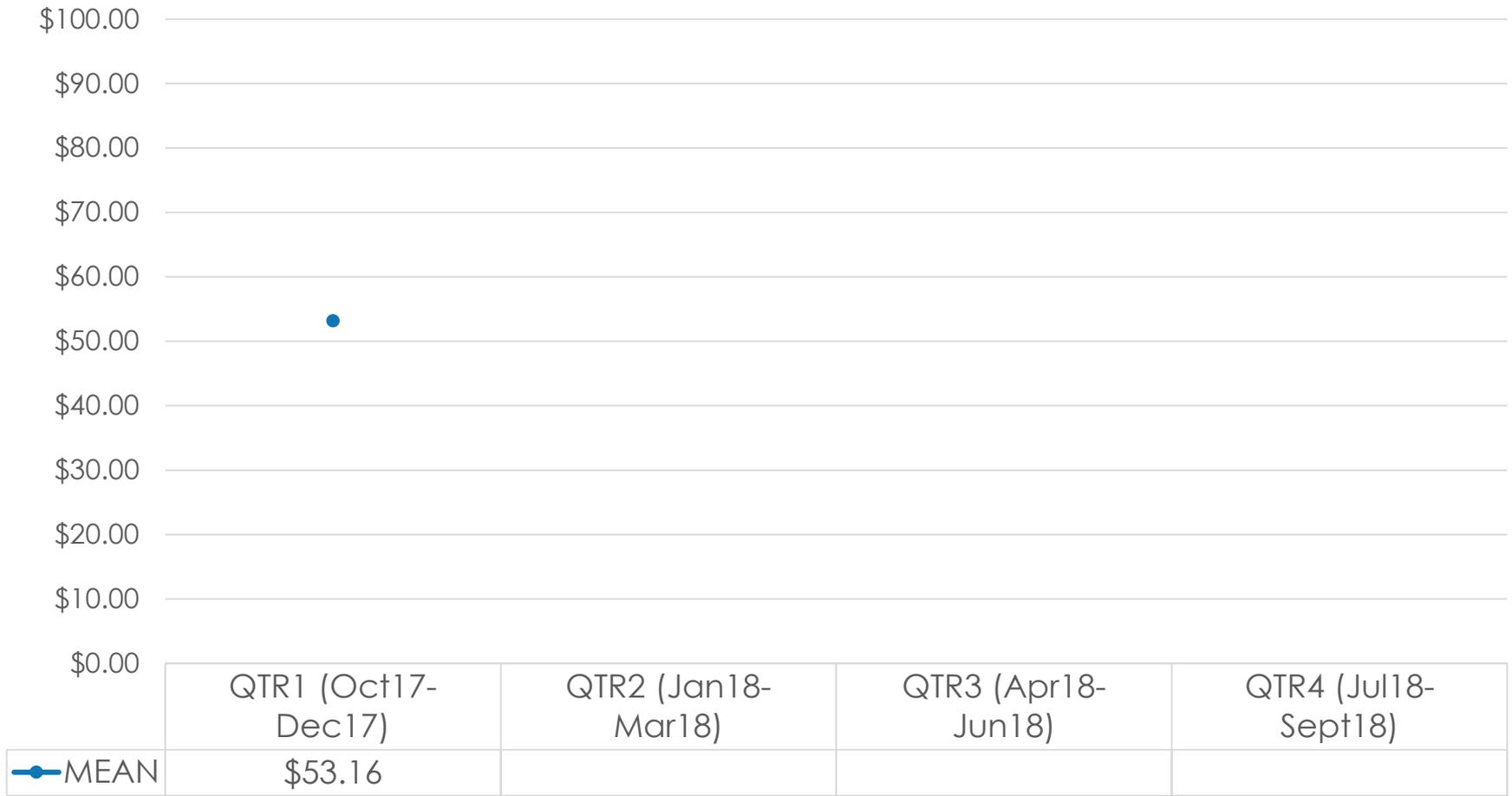
	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
Per Person	\$160.69			
Travel Party	\$259.55			

On-Island Expenses by Category – MEAN Entire Travel Party



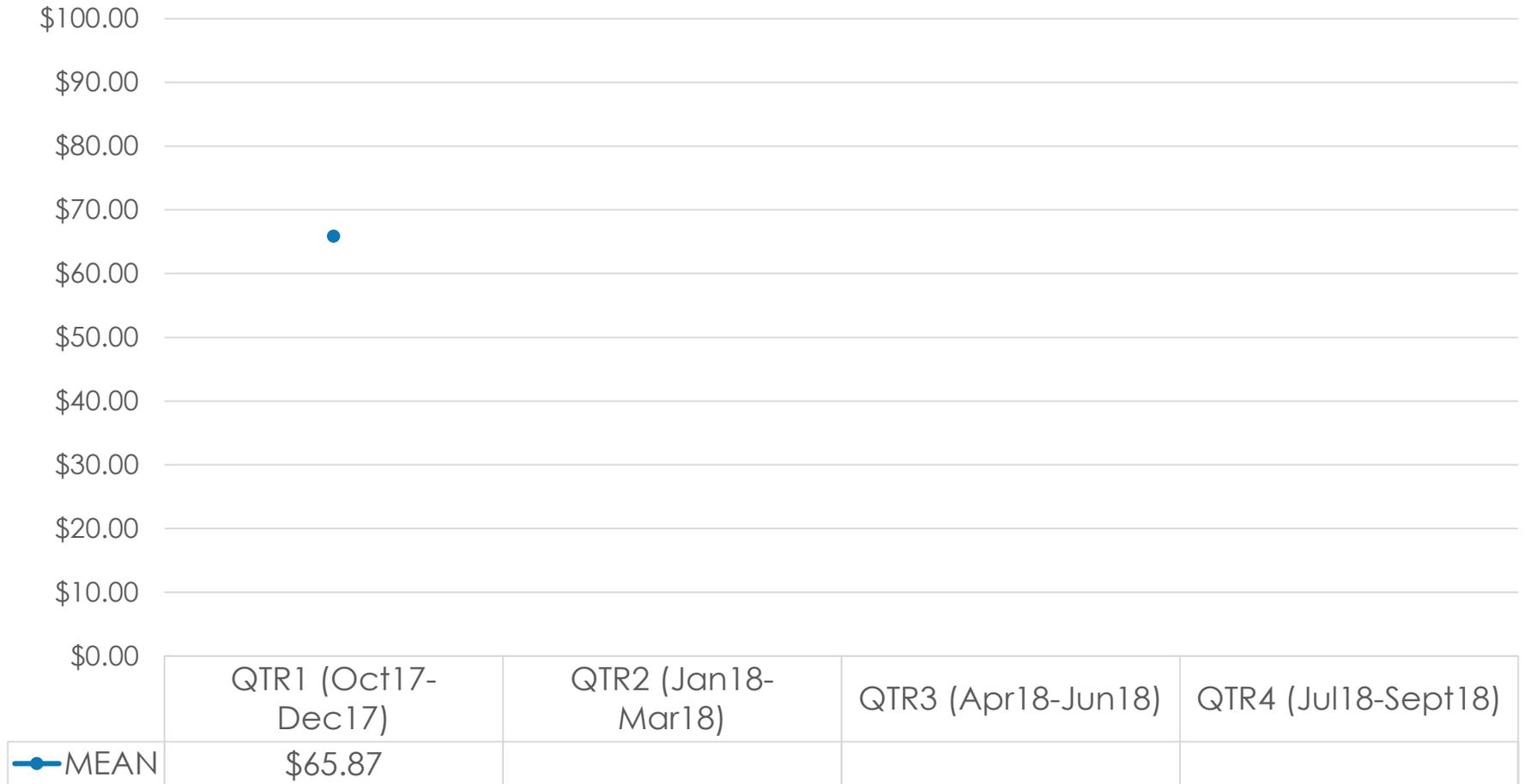
On-Island – FY2018 Tracking

Food & Beverage - Hotel



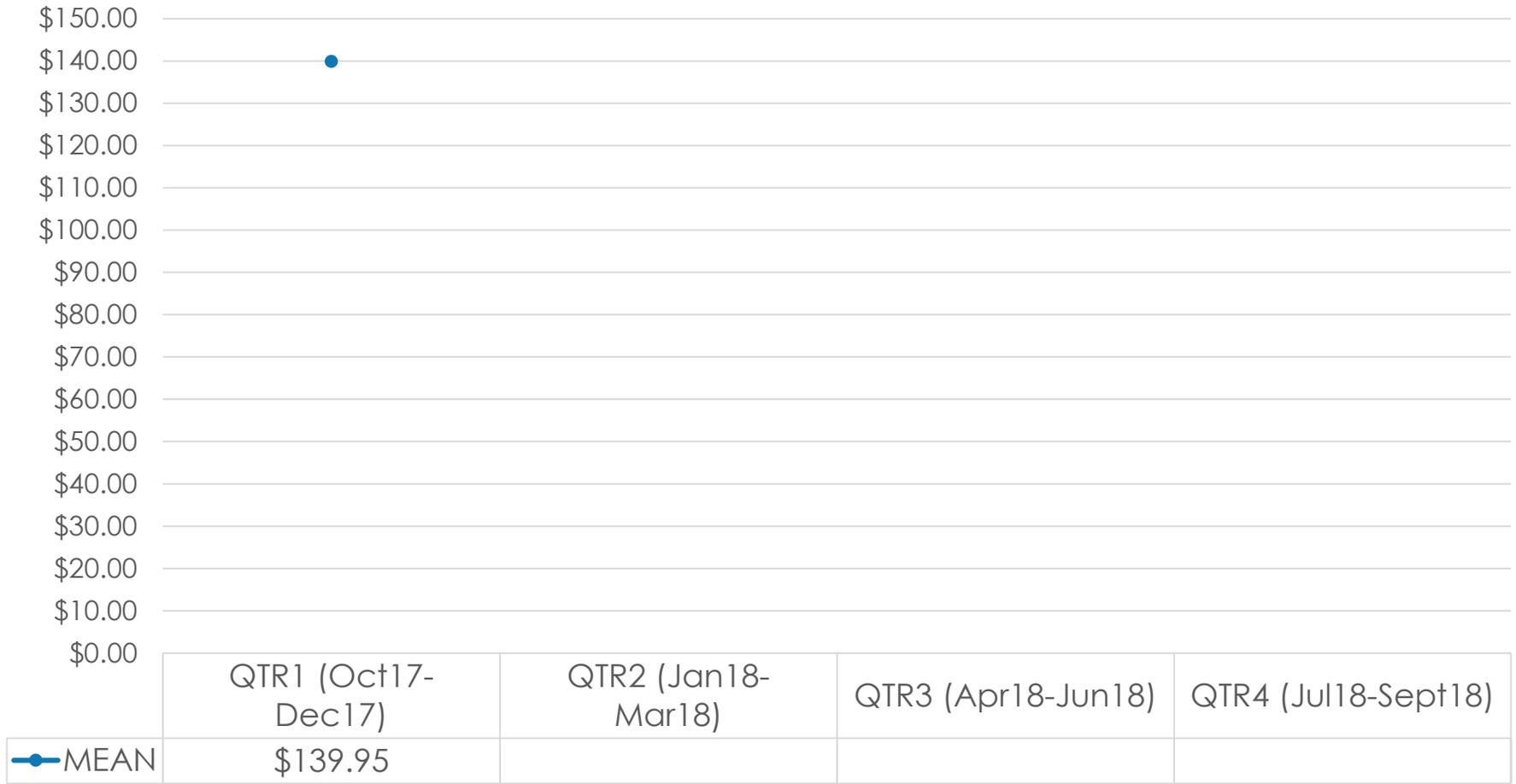
On-Island – FY2018 Tracking

Food & Beverage – Fast Food/ Convenience Store



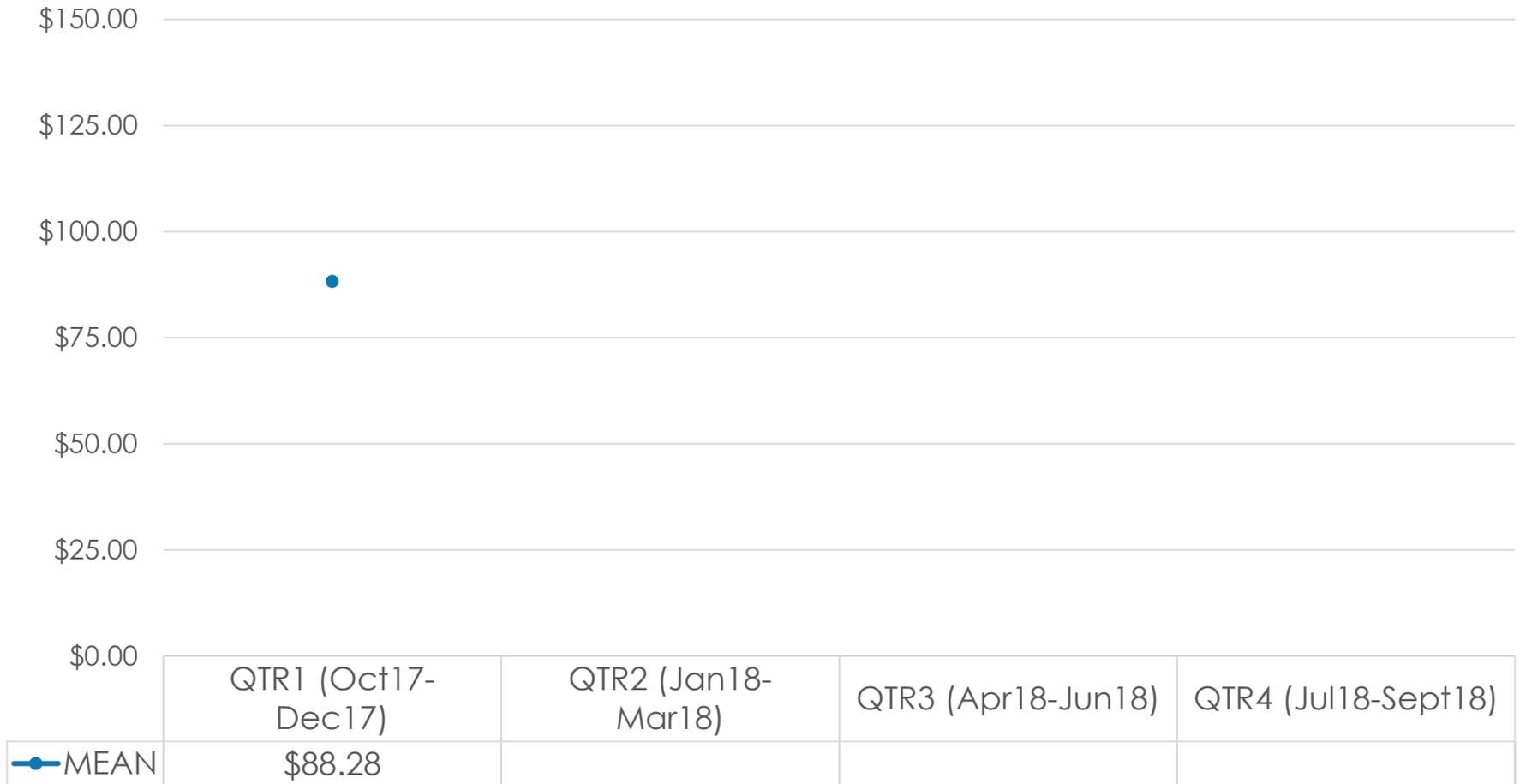
On-Island – FY2018 Tracking

Food & Beverage – Restaurant/ Drinking Est Outside Hotel



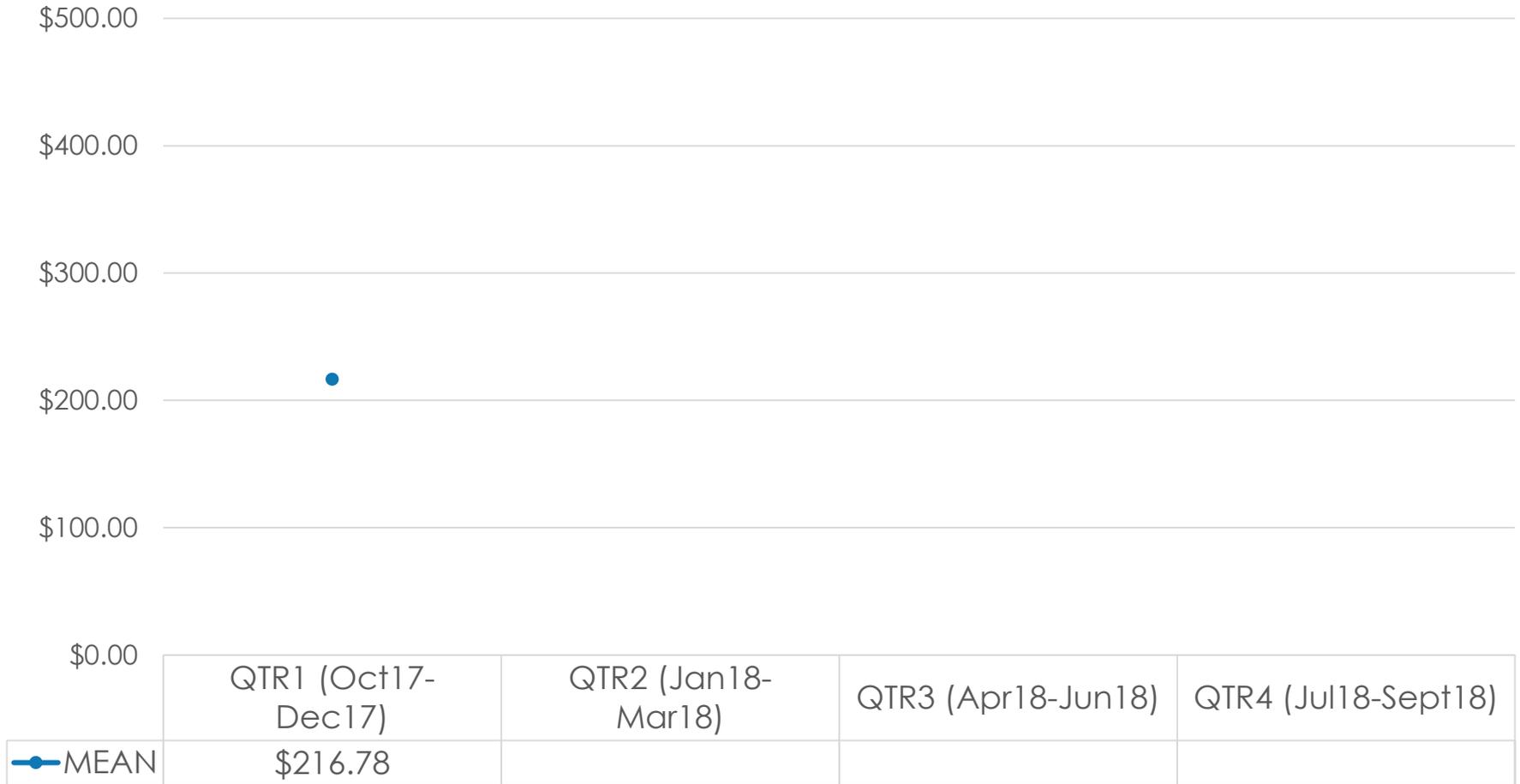
On-Island – FY2018 Tracking

Optional tour/ Activities



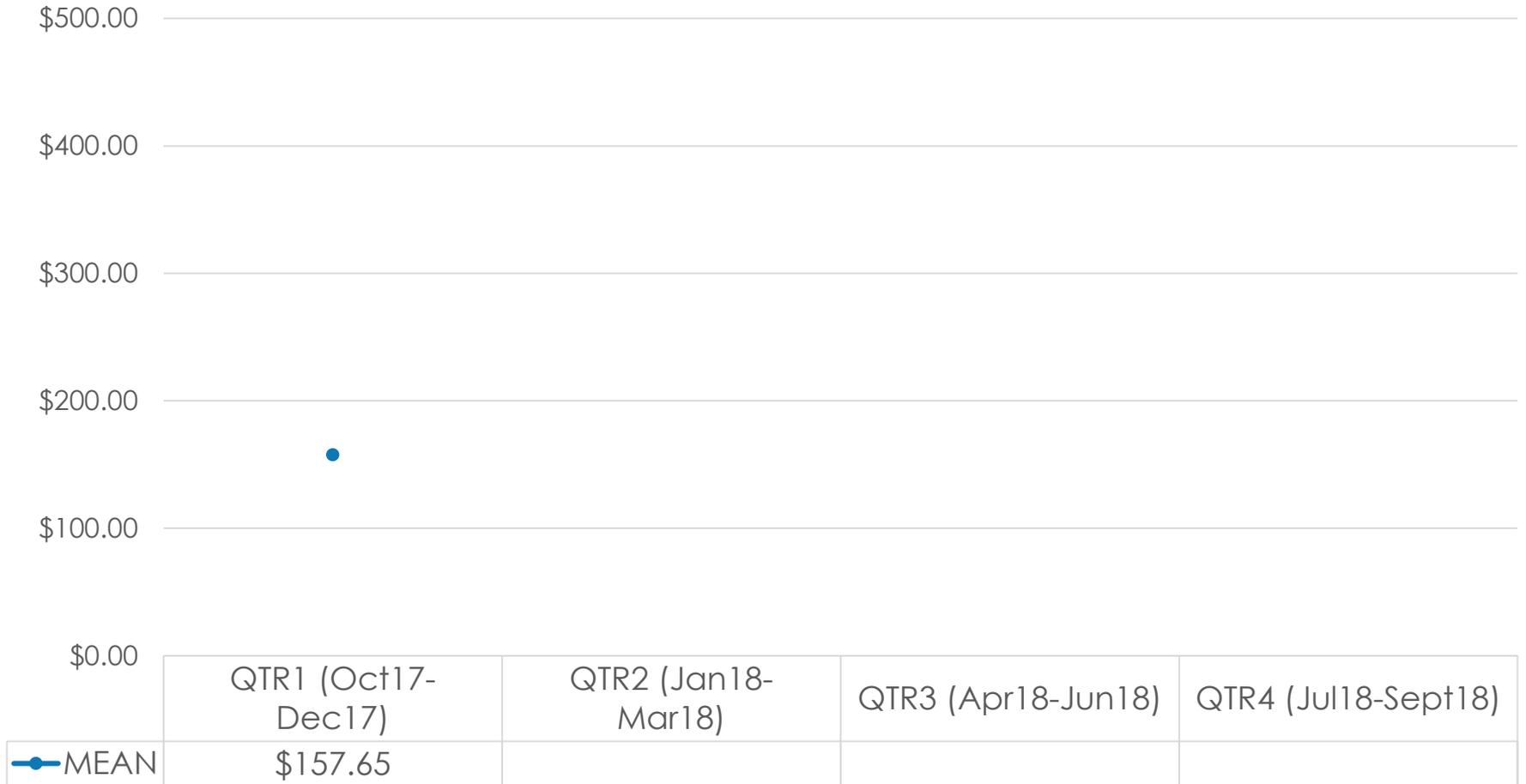
On-Island – FY2018 Tracking

Gift/ Souvenir – Self/ Companion



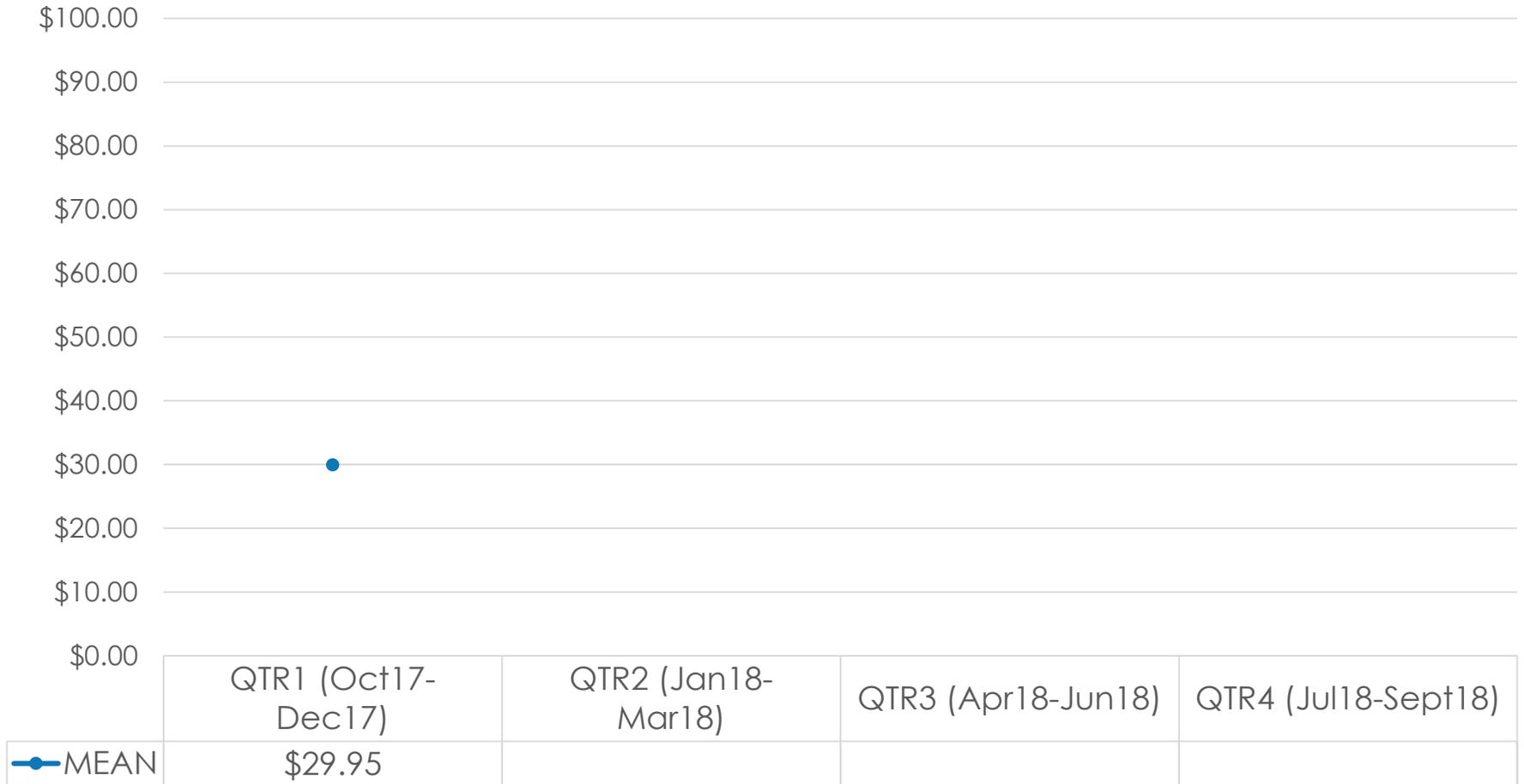
On-Island – FY2018 Tracking

Gift/ Souvenir – Friends/ Family



On-Island – FY2018 Tracking

Local Transportation



On-Island – FY2018 Tracking

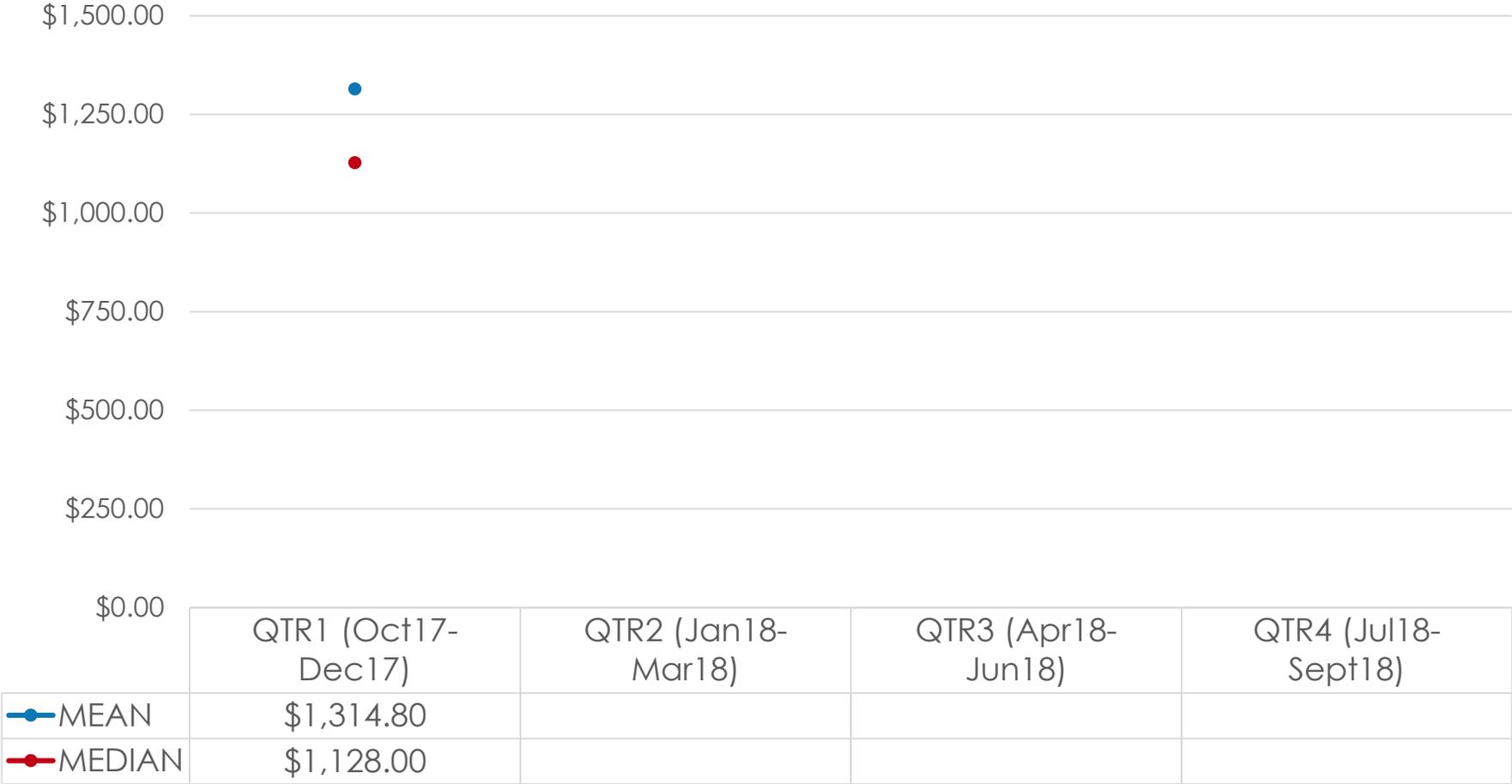
Other Not Included



TOTAL (On-Isle + Prepaid) Expenditures Per Person

- \$1,314.80 = overall mean average prepaid & on-isle expense by respondent

TOTAL Per Person Expenditures – FY2018 Tracking



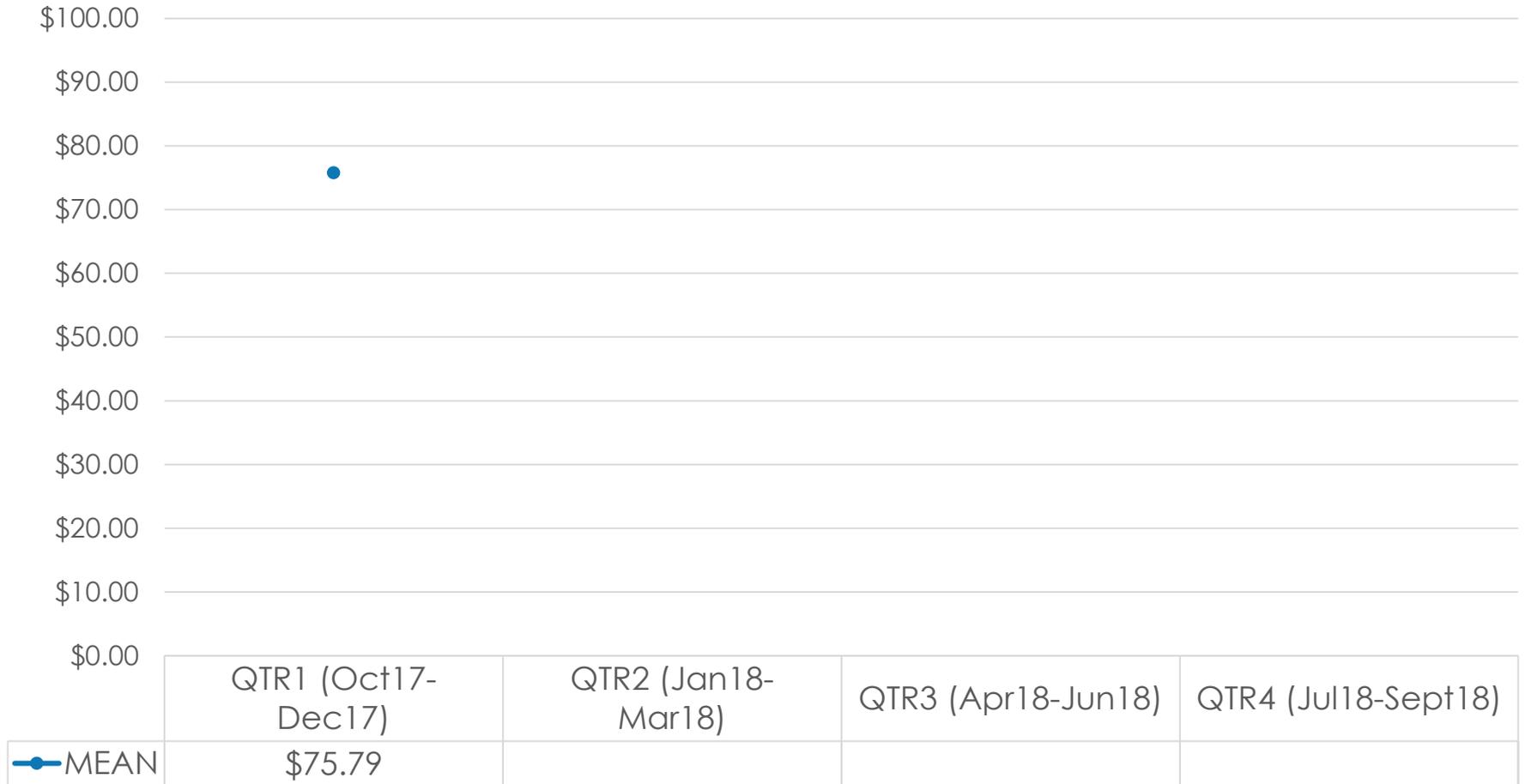
TOTAL Per Person Expenditures – Key Segments

**GVB EXIT SURVEY
TOTAL PER PERSON SPENDIN**

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$1,314.80	\$1,503.67	\$1,240.11	\$1,261.57	\$1,668.35	\$318.84	\$1,554.25	\$946.58
	Median	\$1,128	\$1,322	\$1,059	\$1,144	\$1,448	\$208	\$1,258	\$784

Prepared by Anthology Research

GUAM AIRPORT EXPENDITURE – FY2018 Tracking

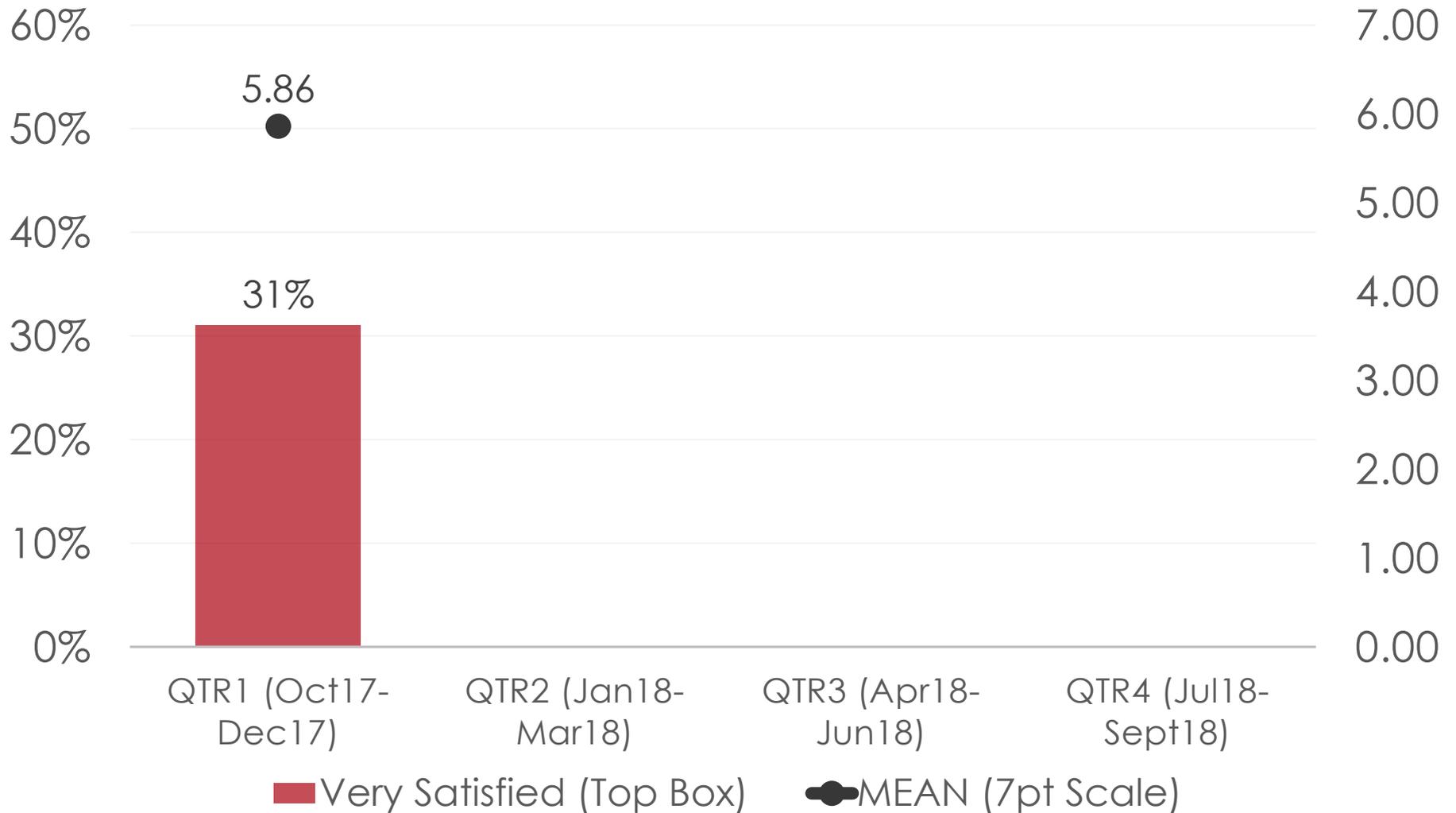


SECTION 4

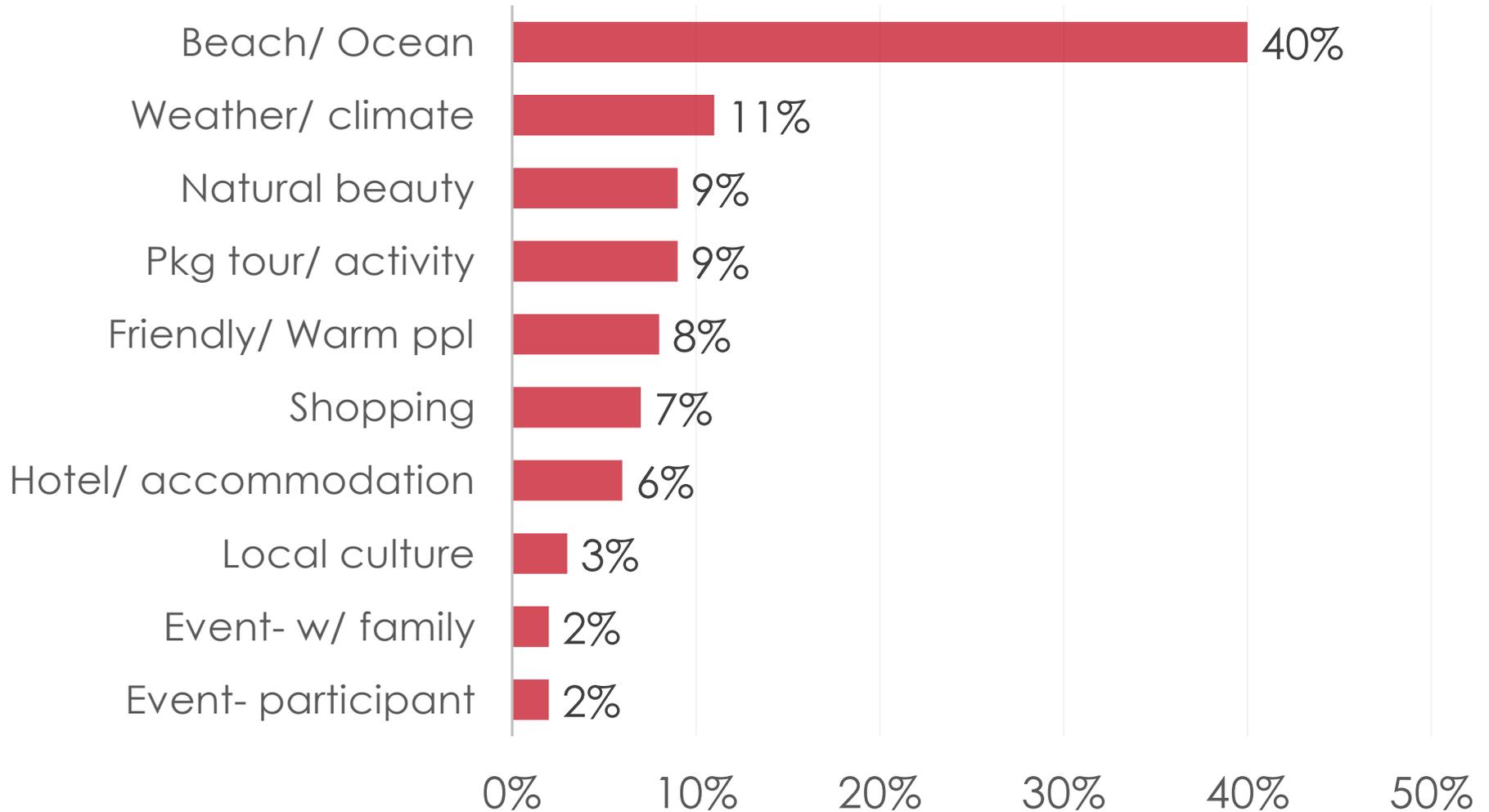
VISITOR SATISFACTION

BEHAVIOR

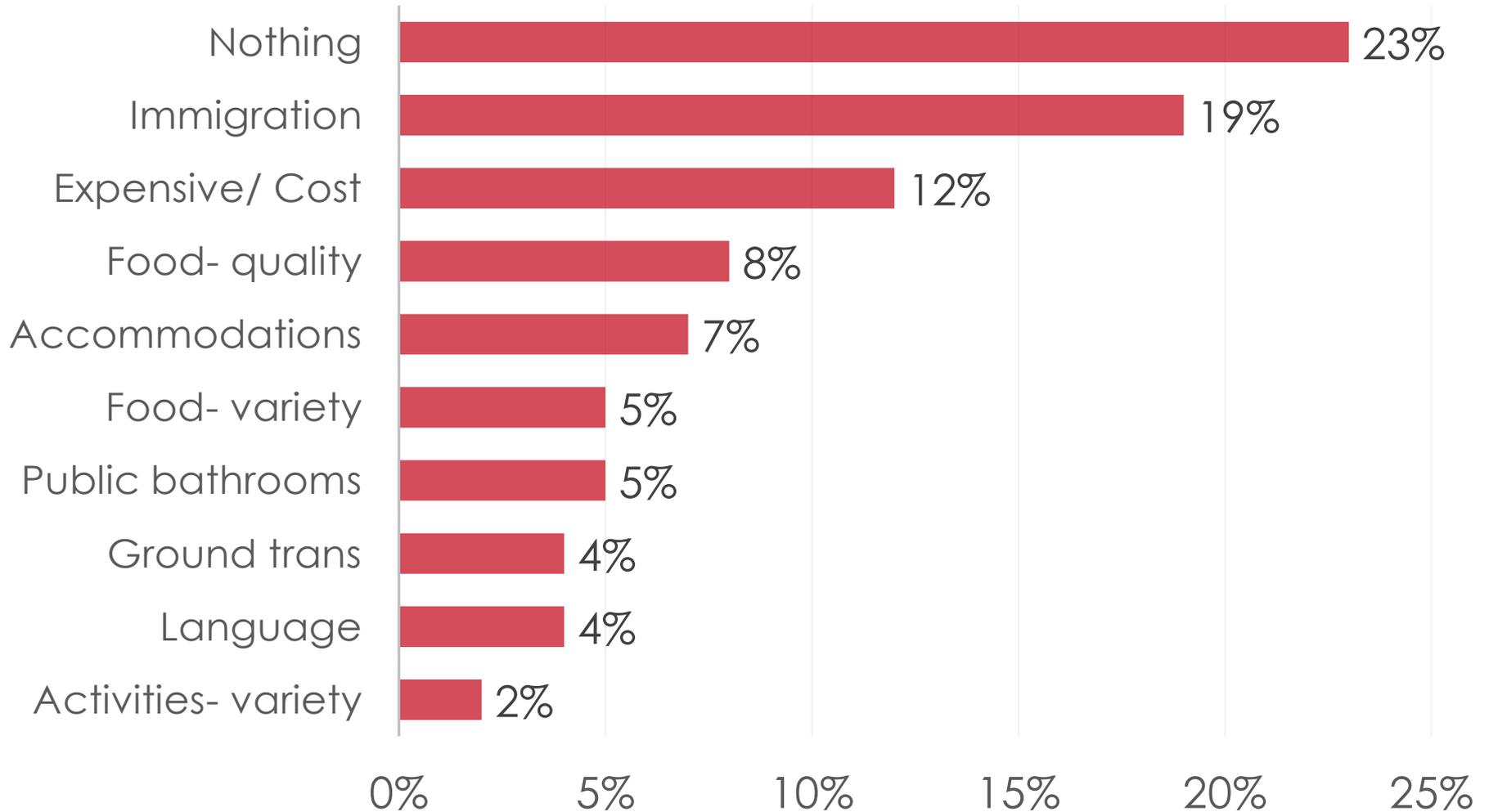
OVERALL SATISFACTION



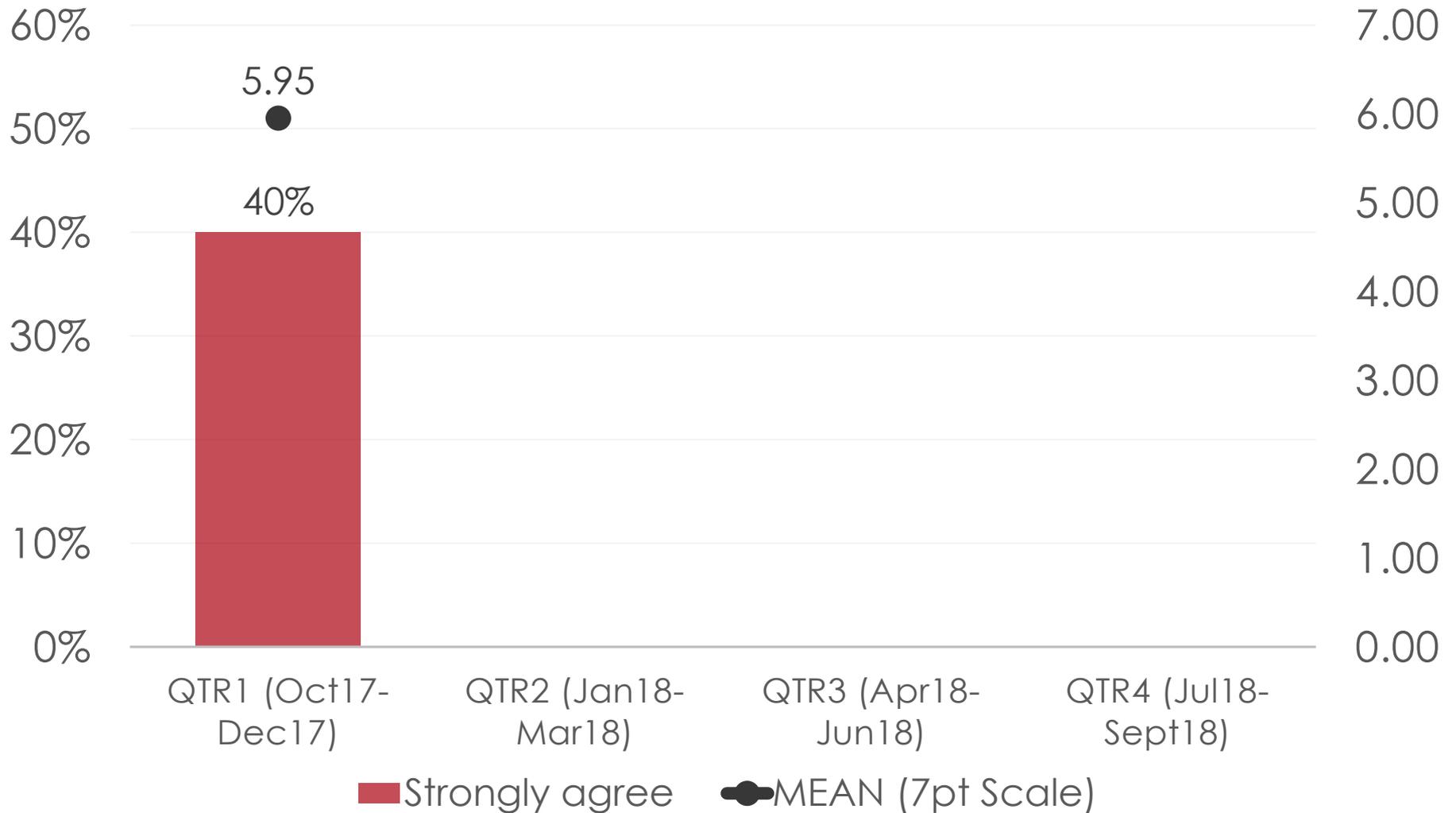
POSITIVE ASPECTS OF TRIP



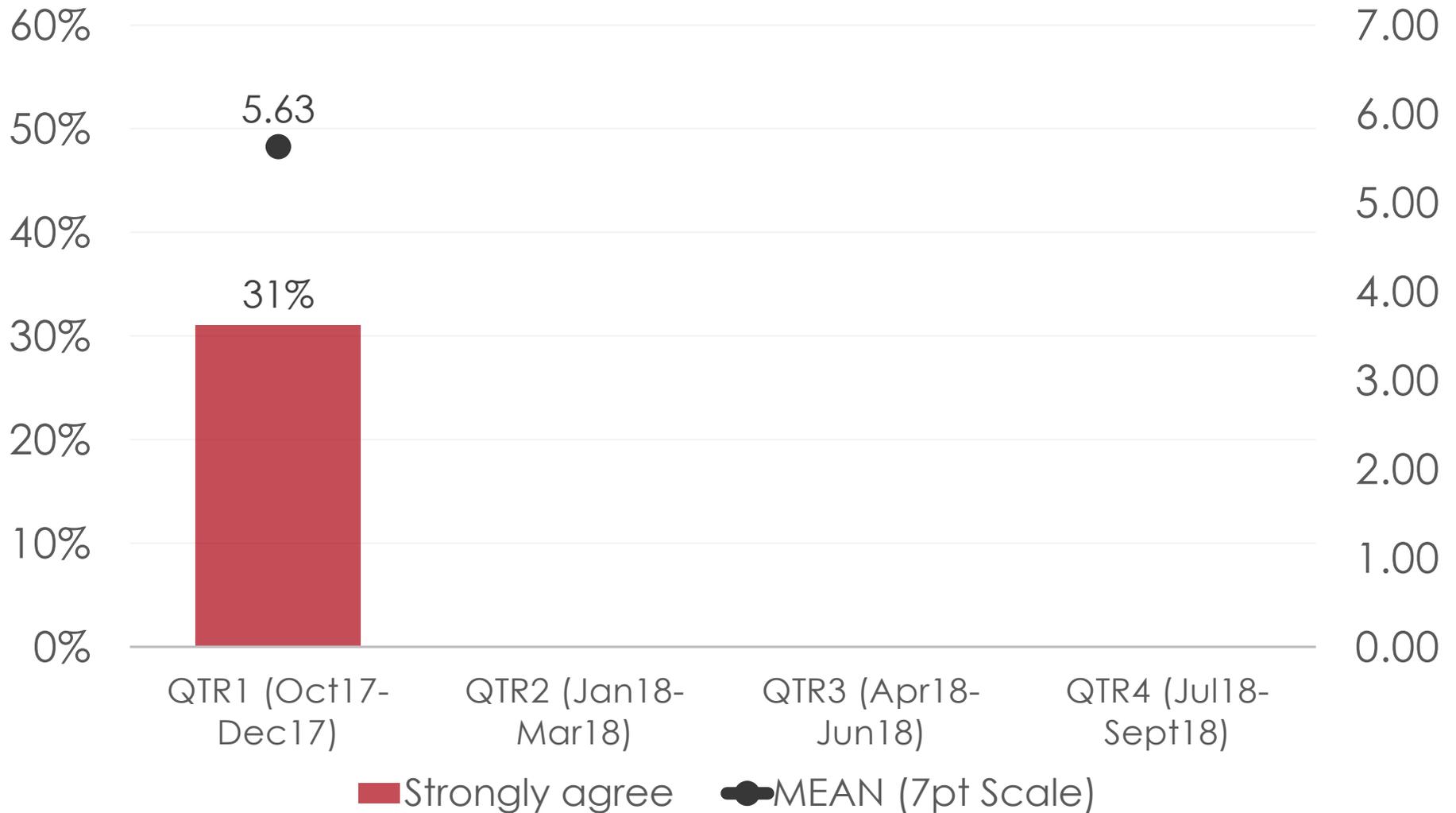
NEGATIVE ASPECTS OF TRIP



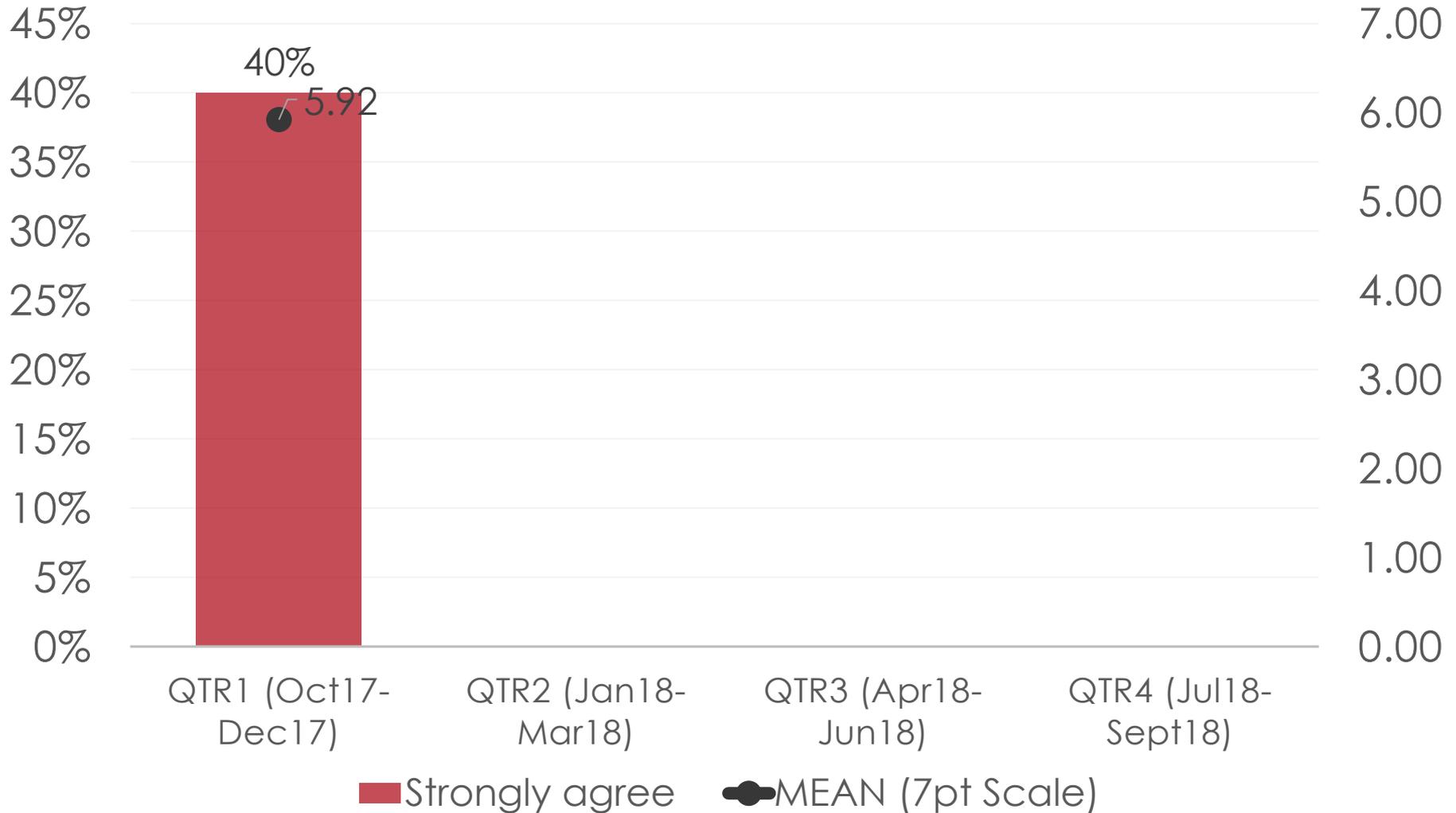
Guam was better than expected



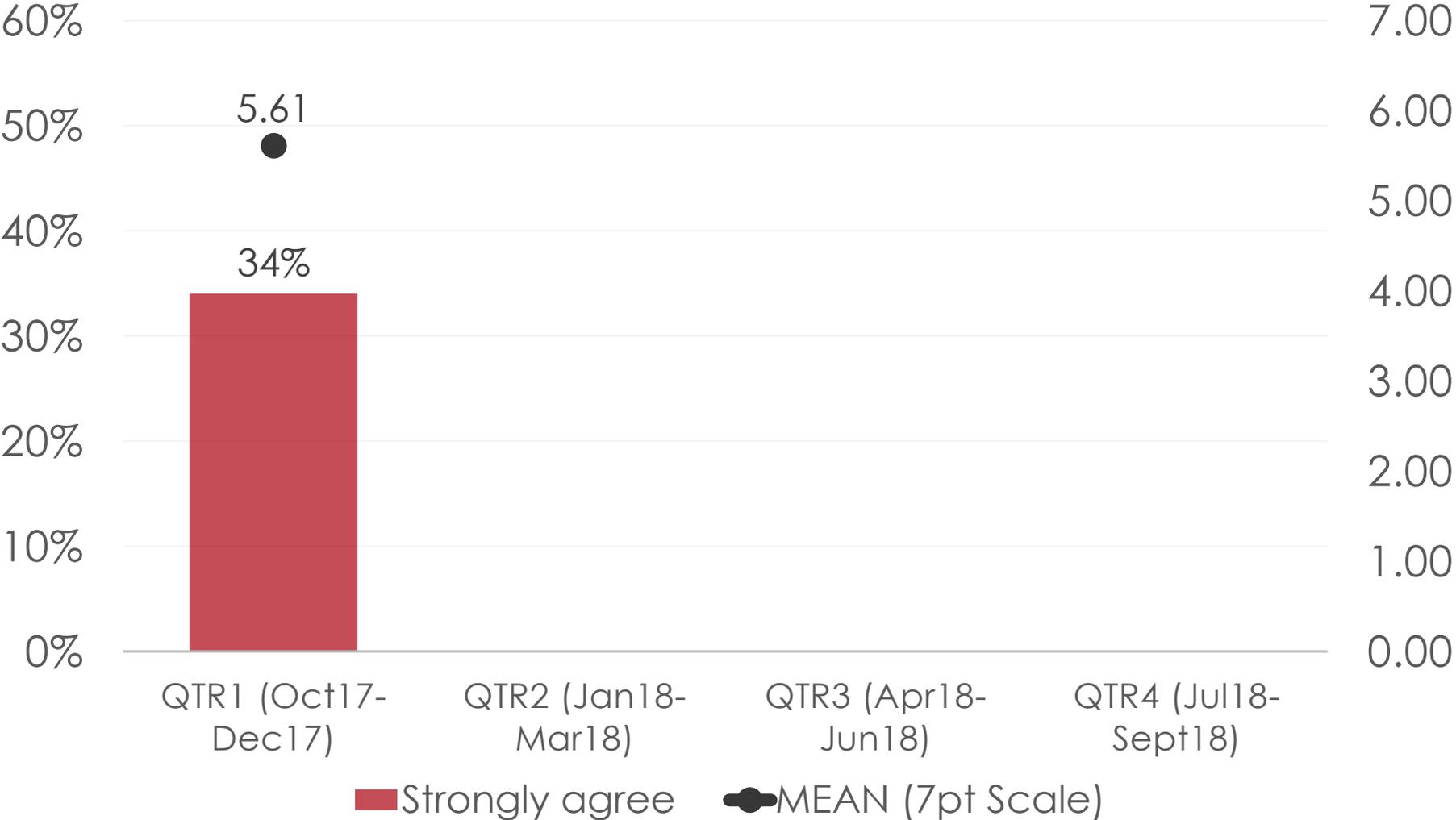
I had no communication problems



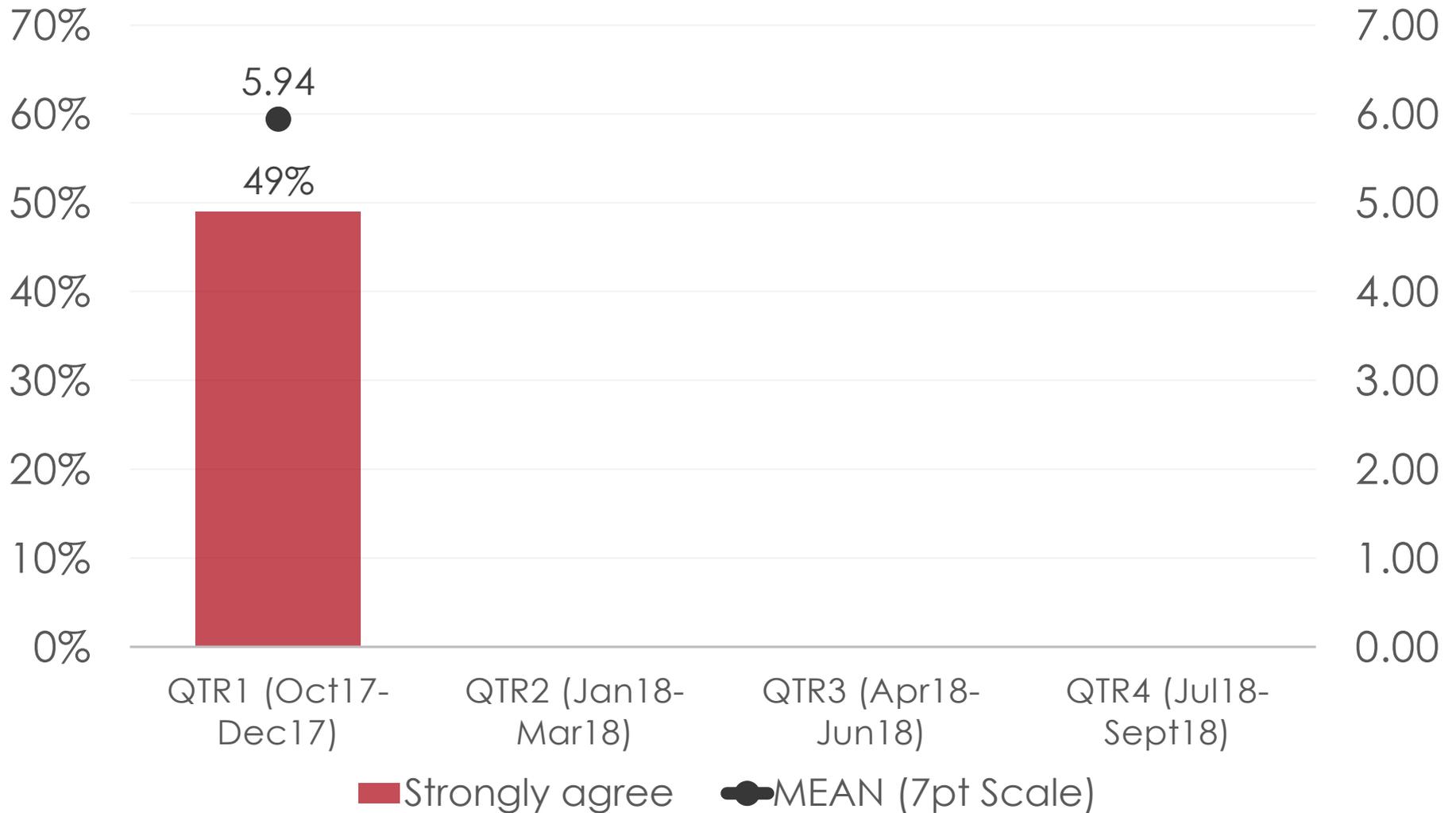
I will recommend Guam to friends



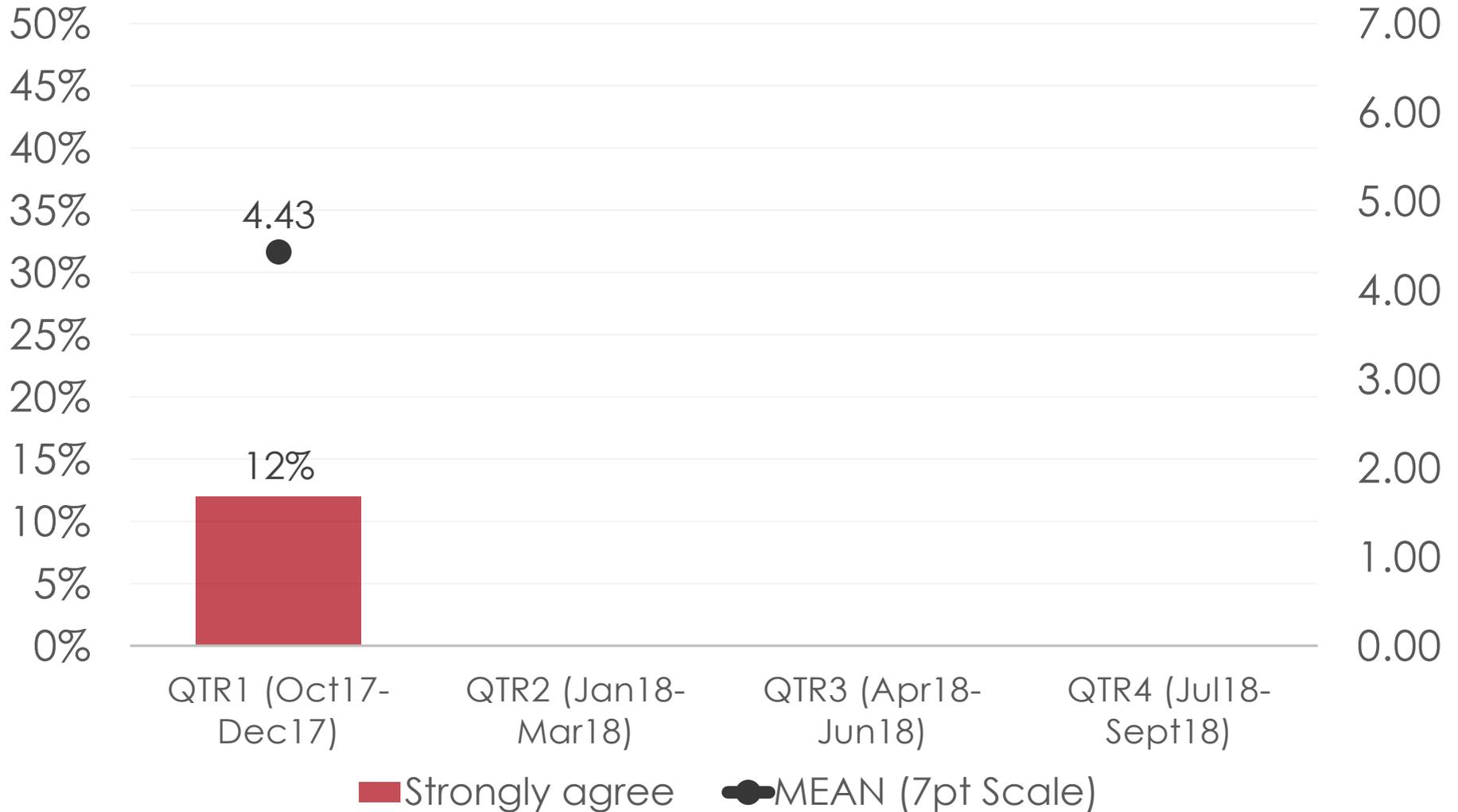
Sites on Guam were attractive



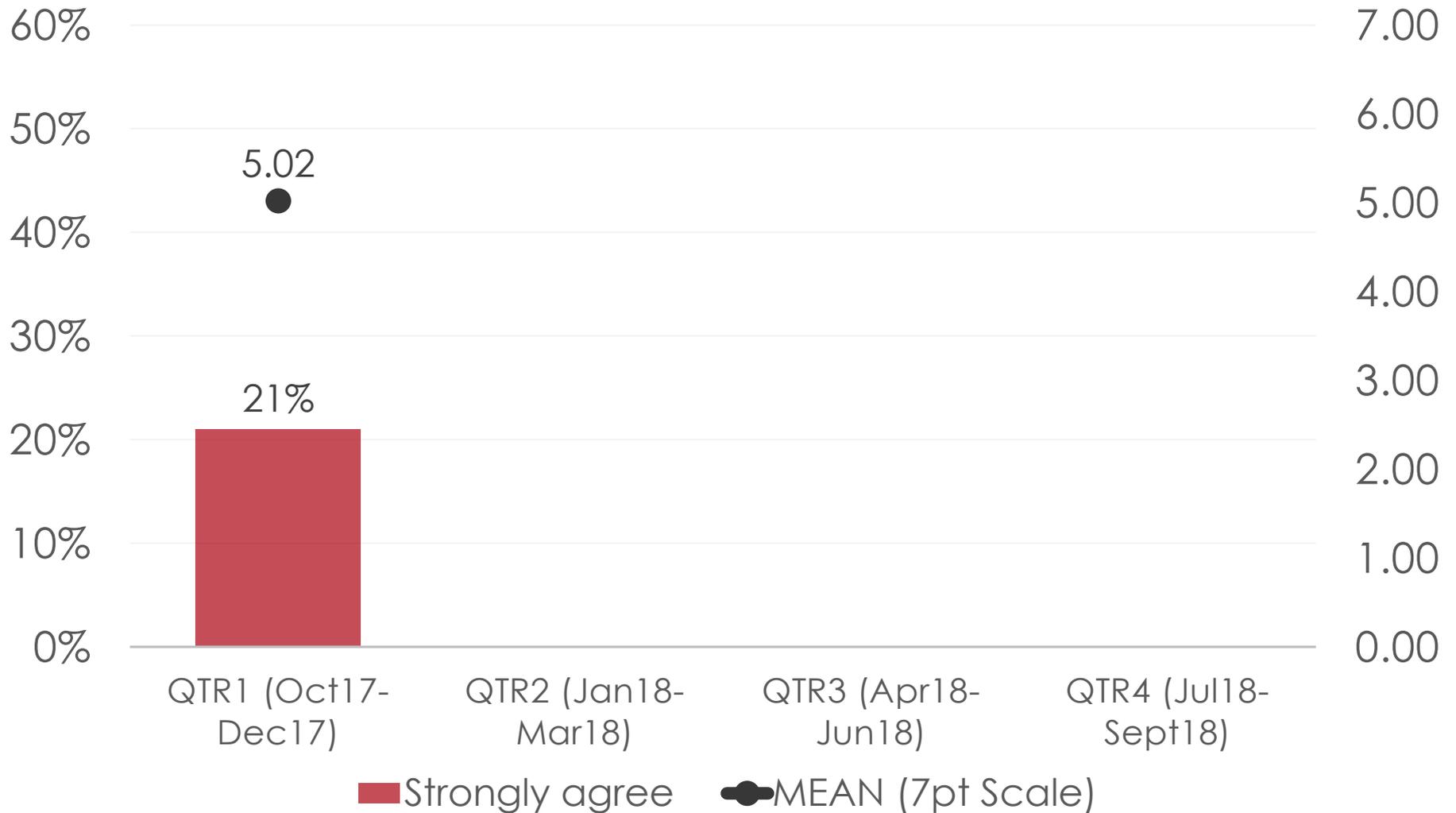
I plan to visit Guam again



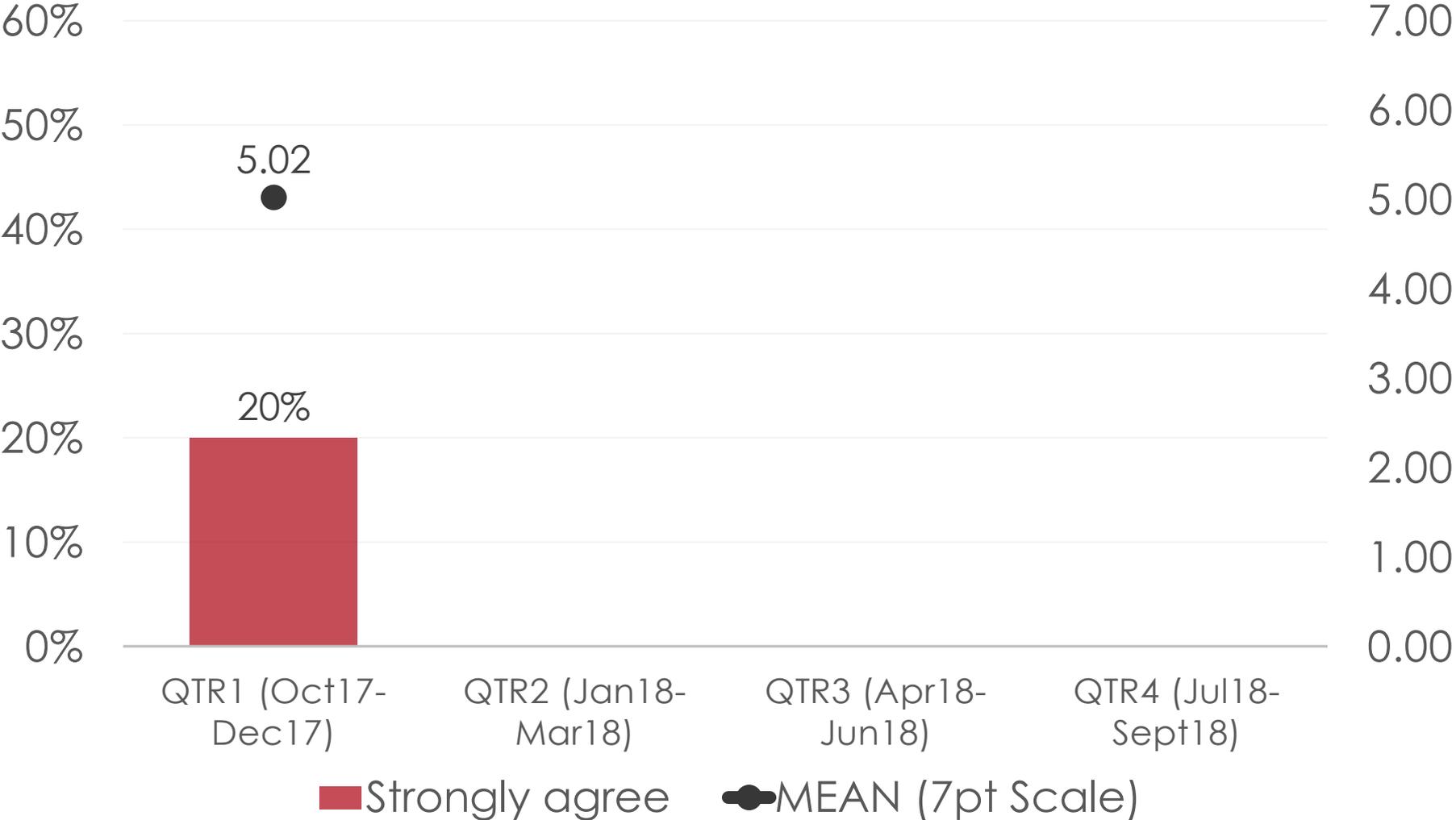
Not enough night time activities



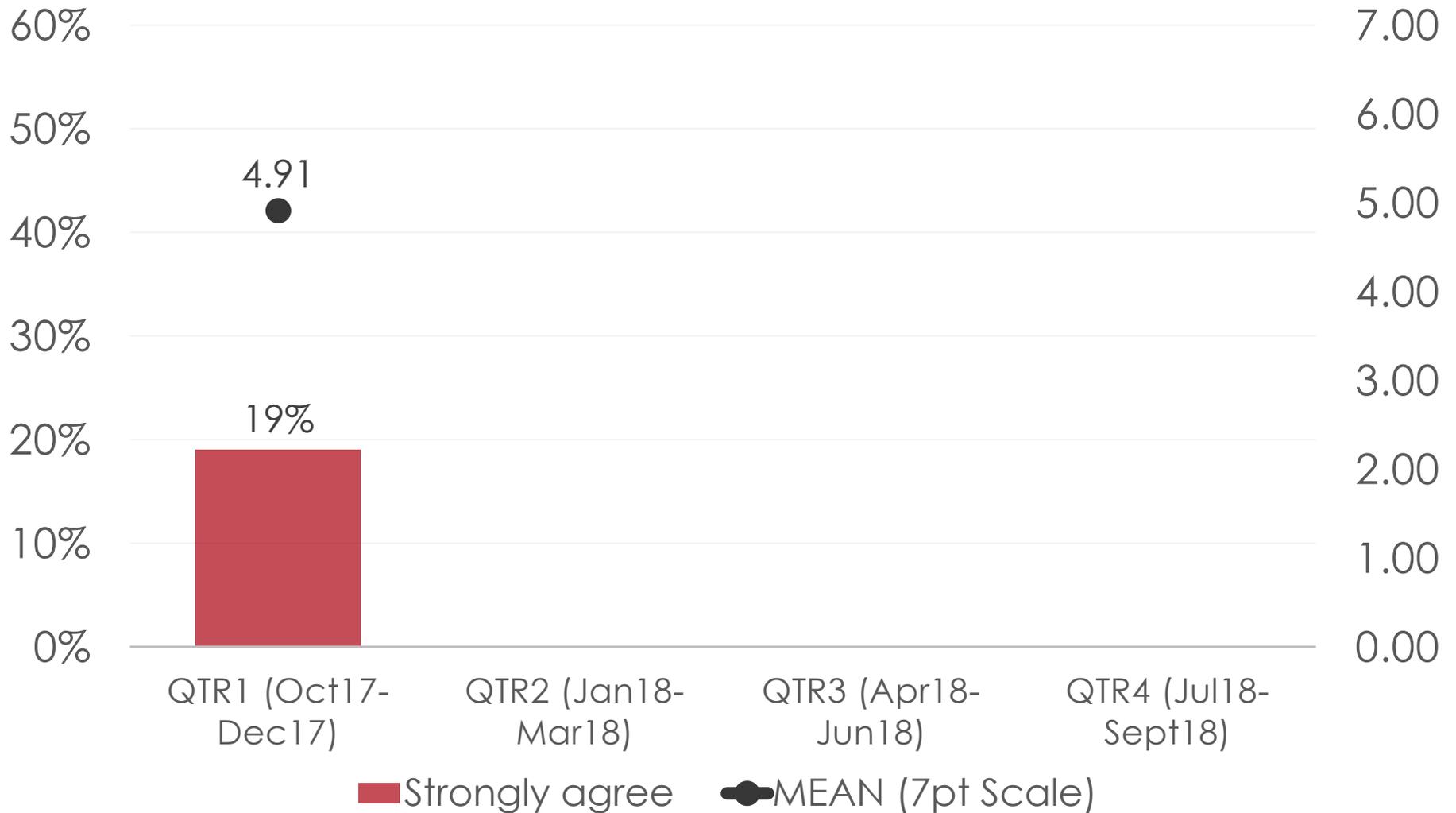
Tour guides were professional



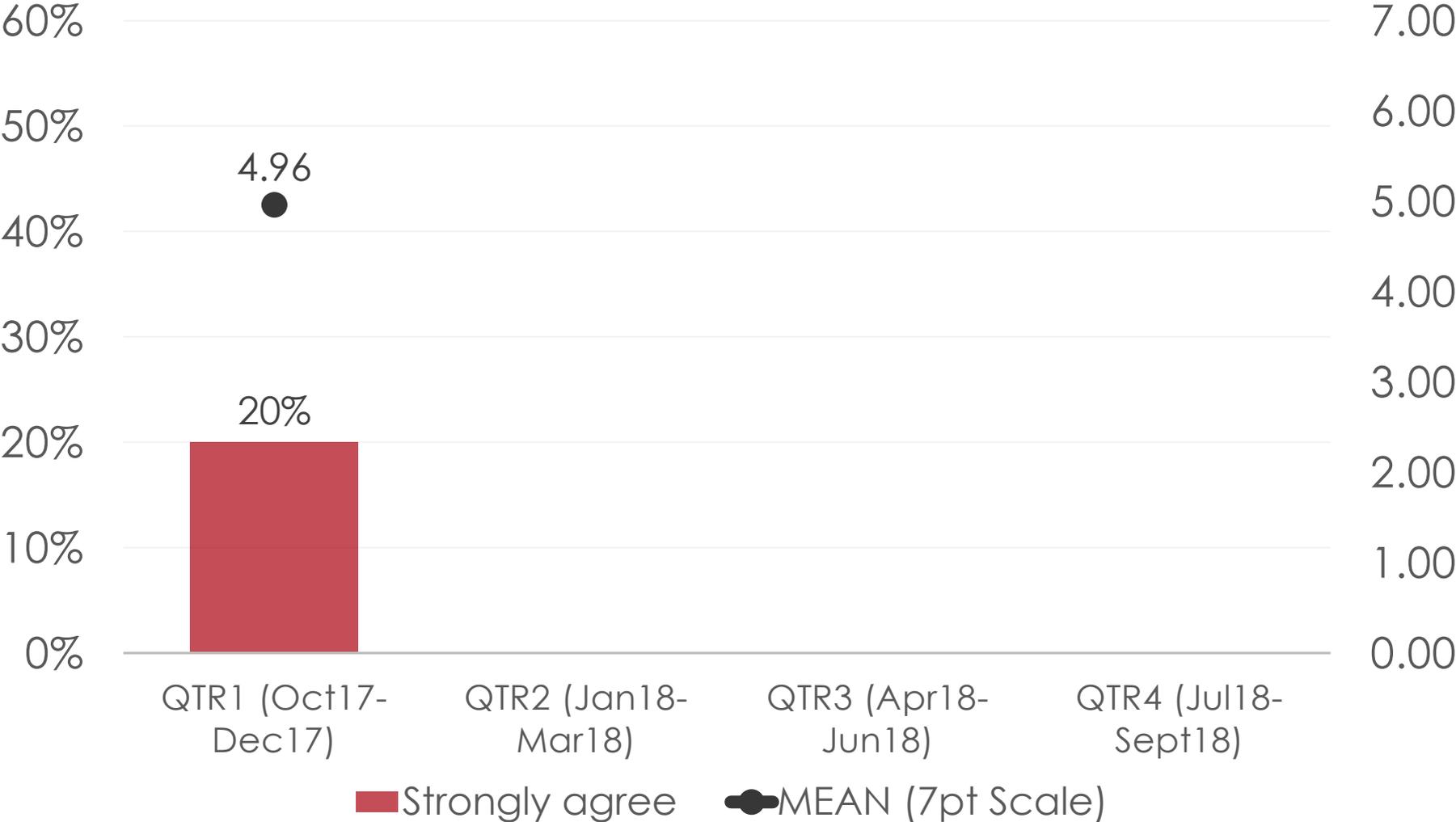
Tour drivers were professional



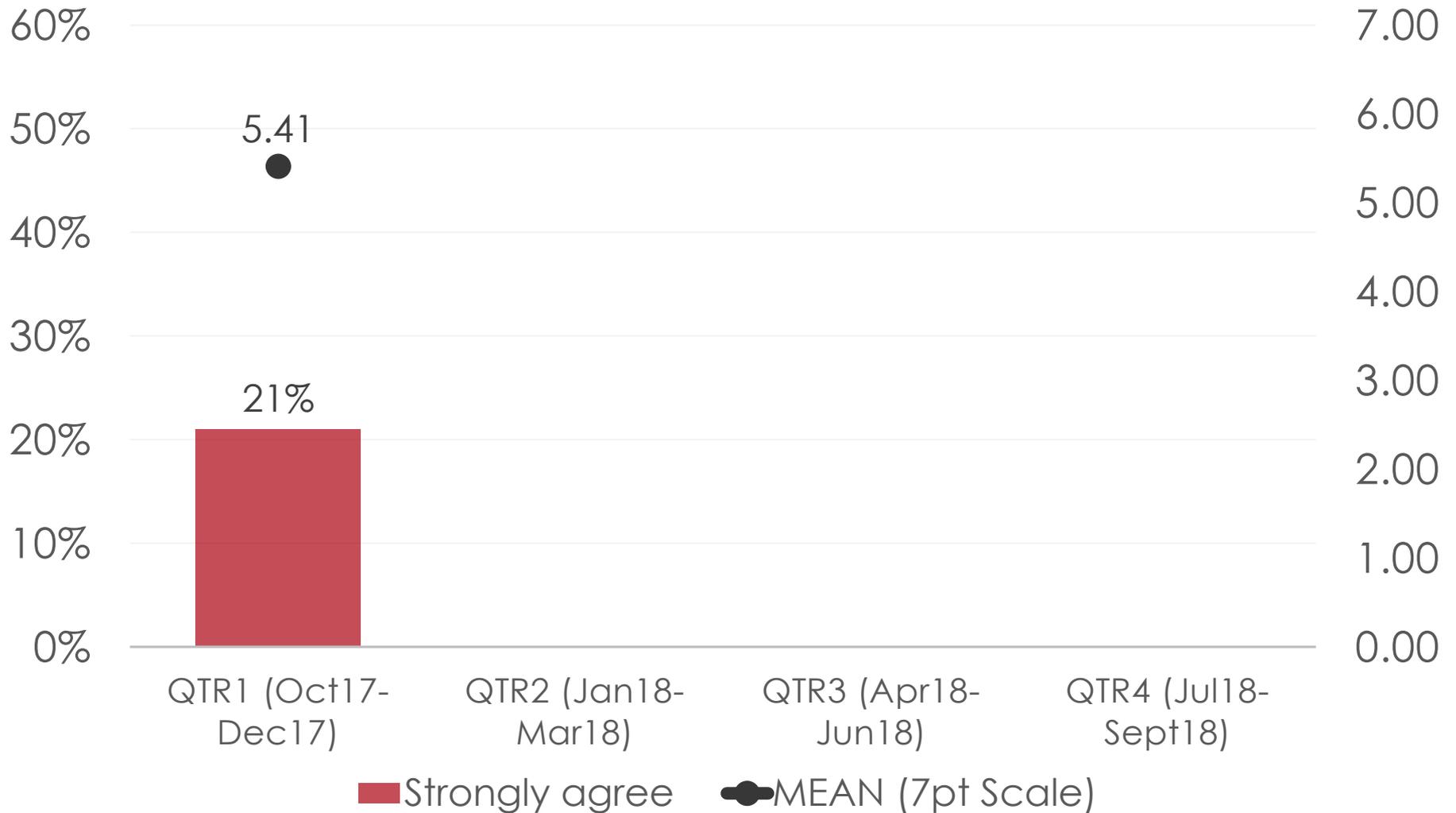
Taxi drivers were professional



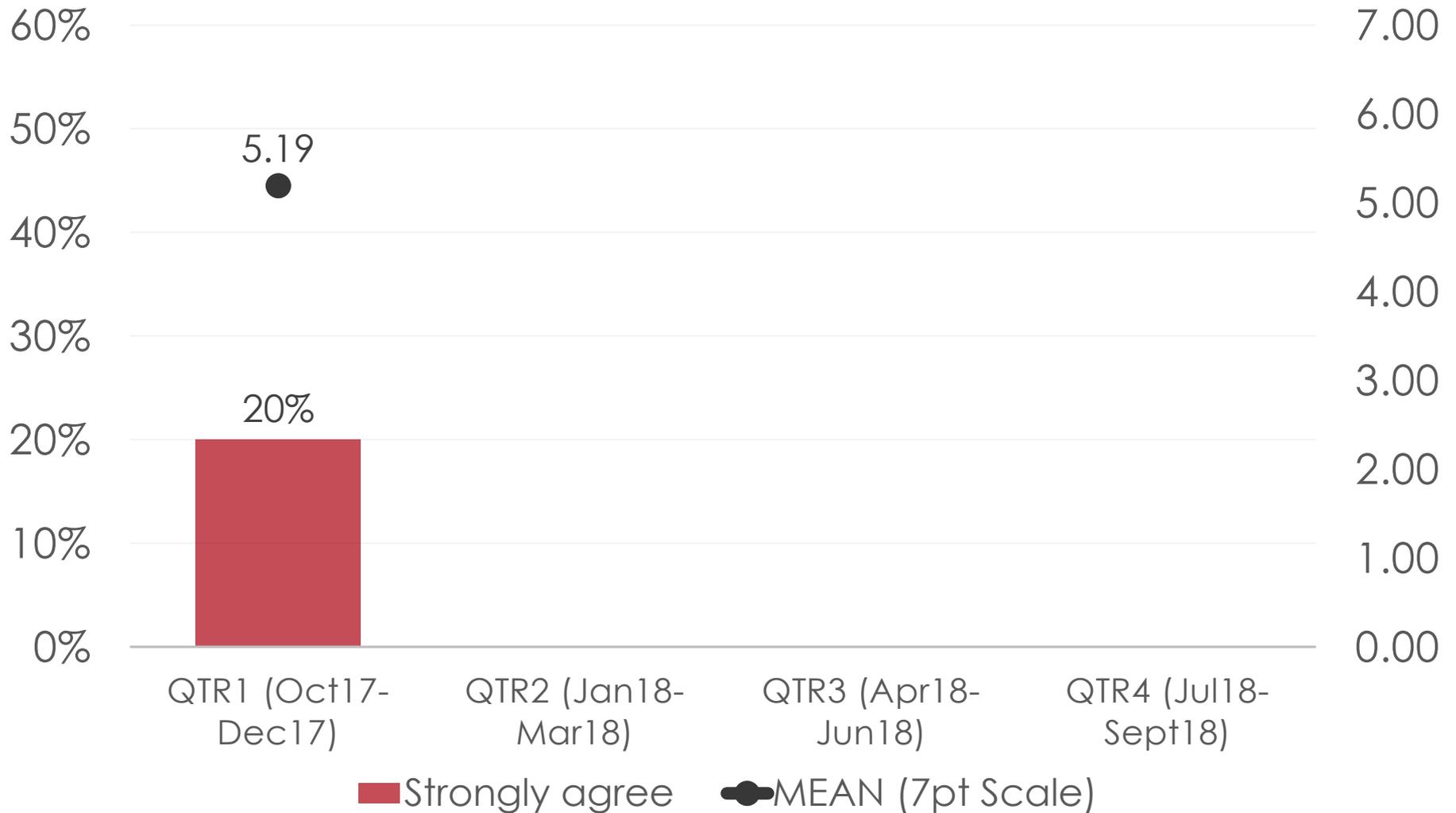
Taxis were clean



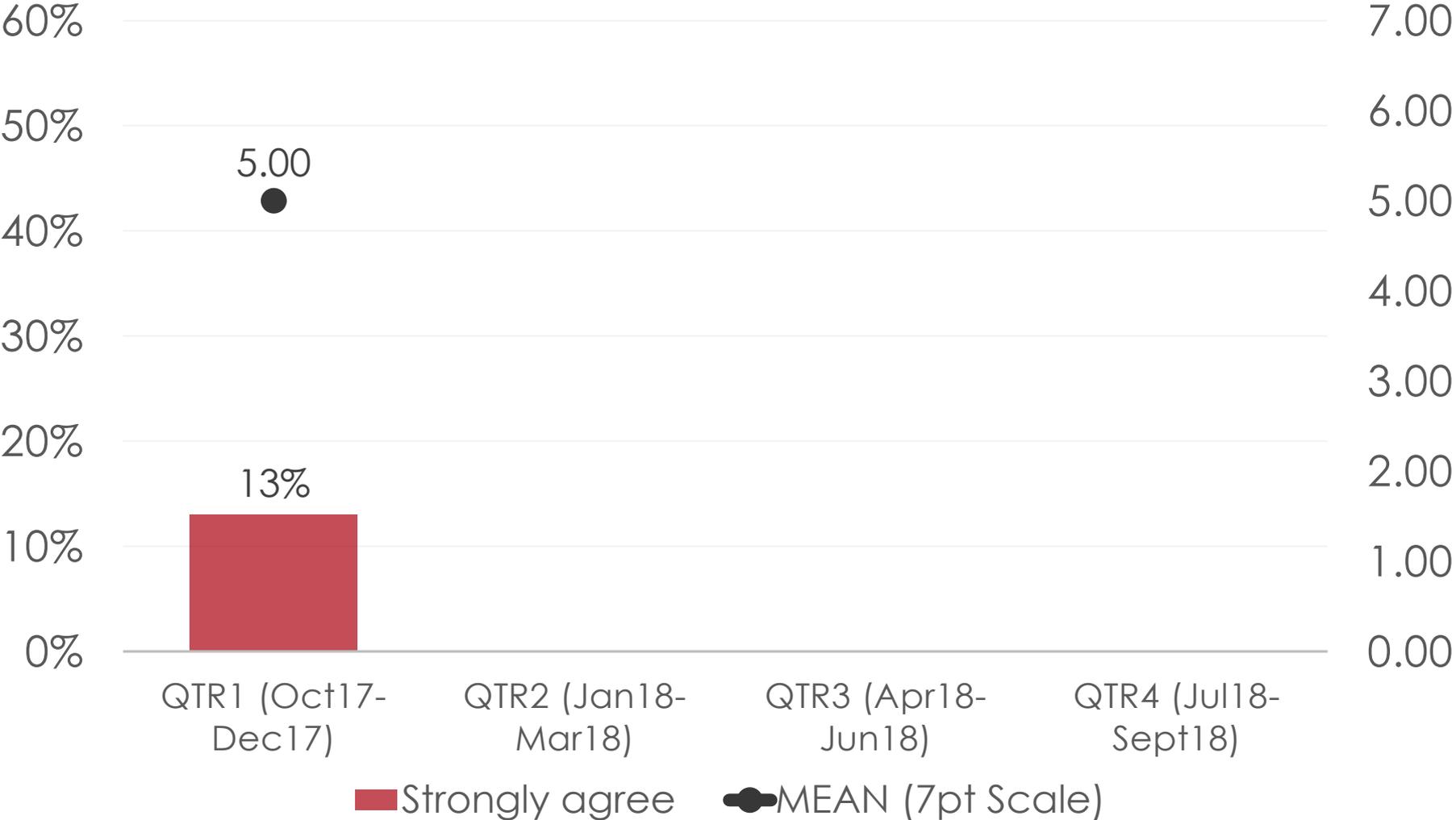
Guam airport was clean



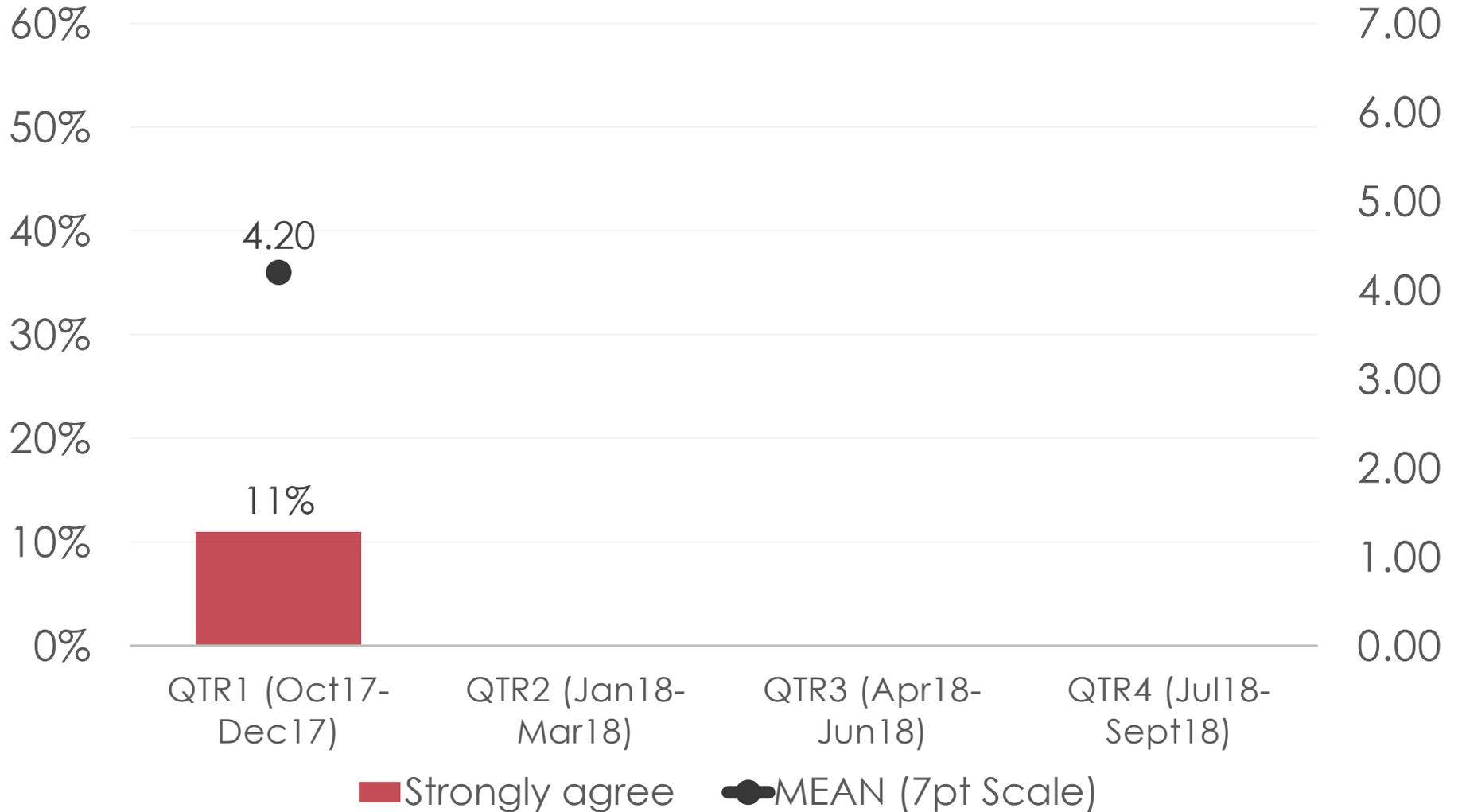
Ease of getting around



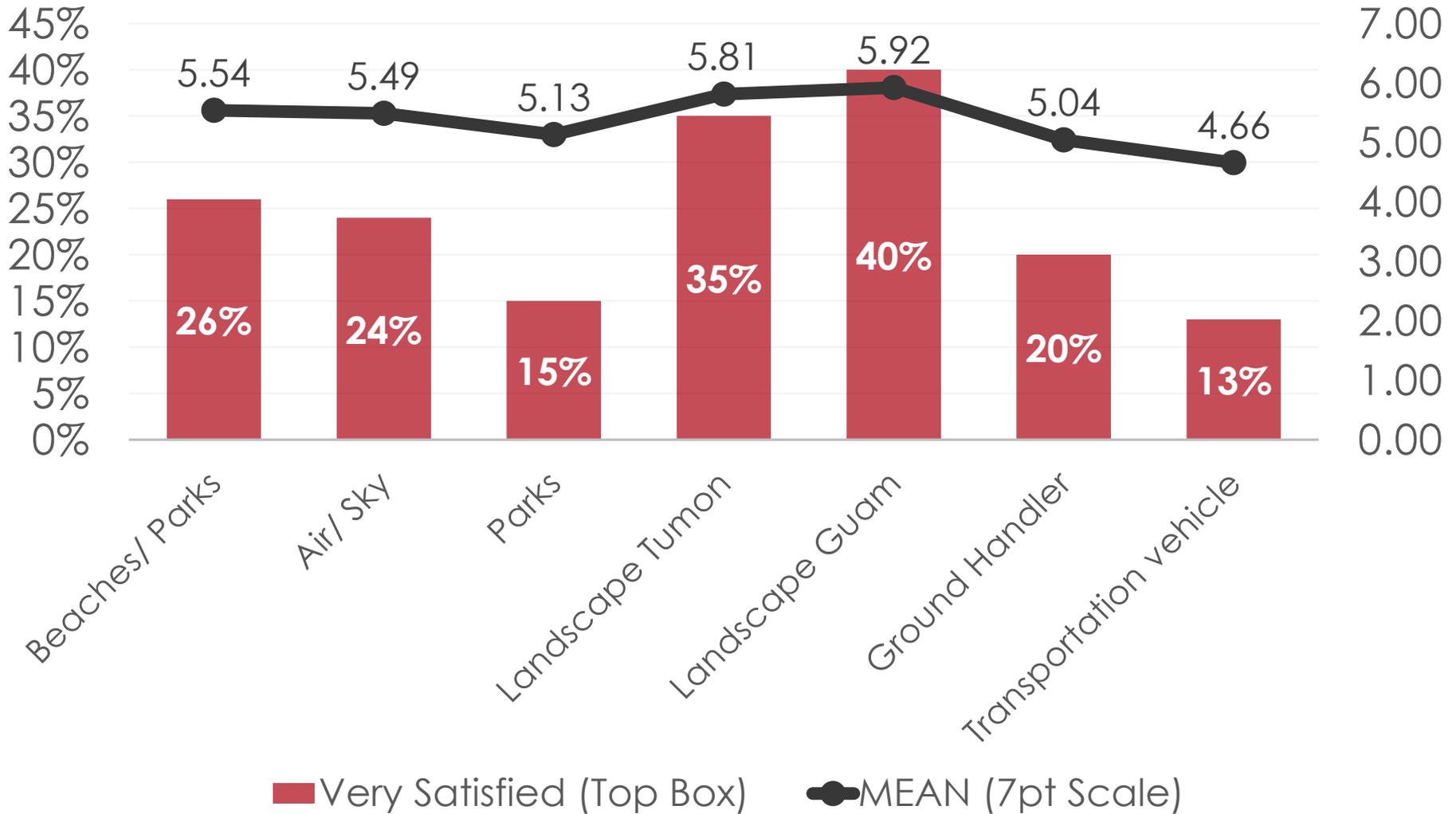
Safety walking around at night



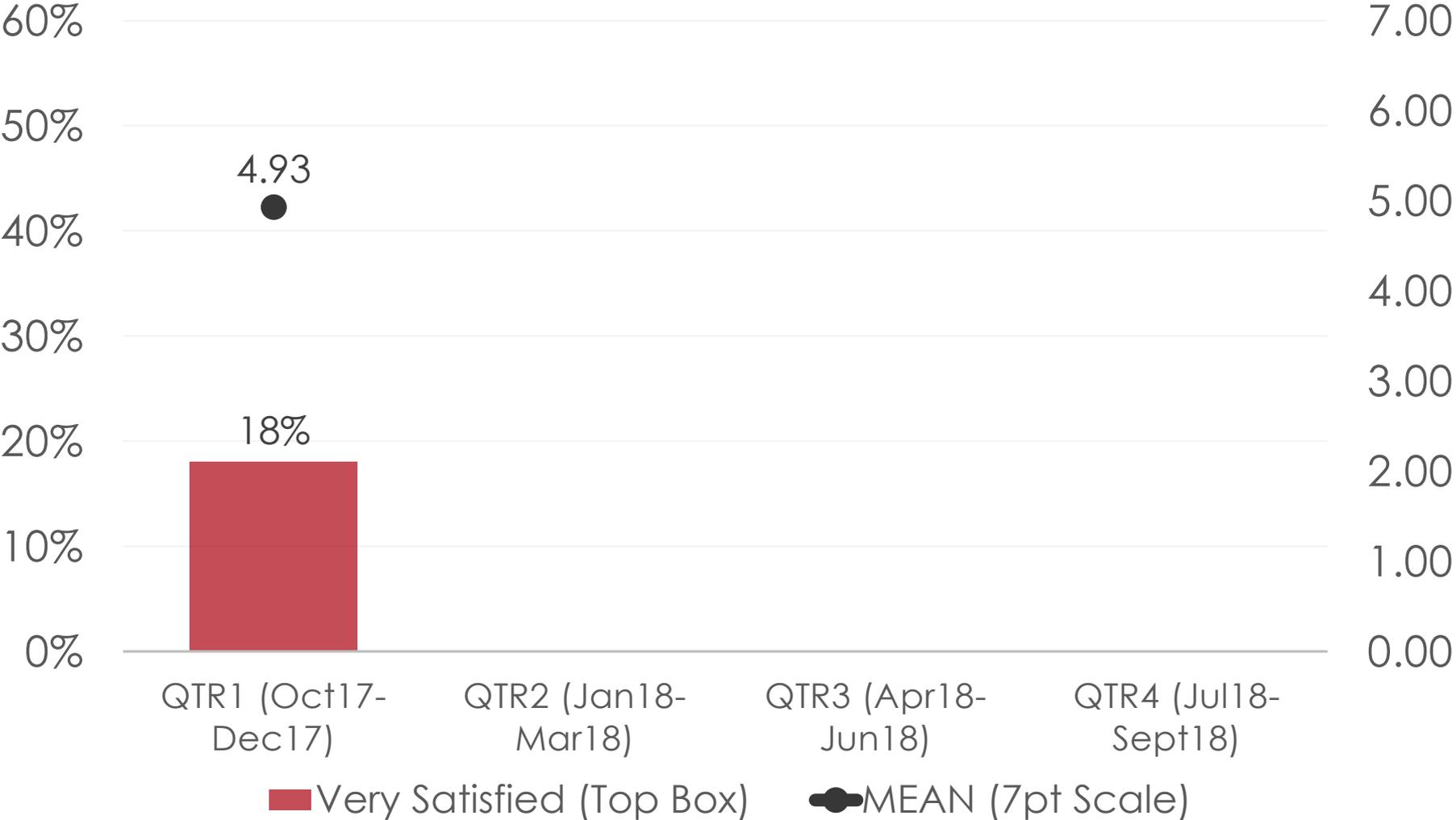
Price of things on Guam



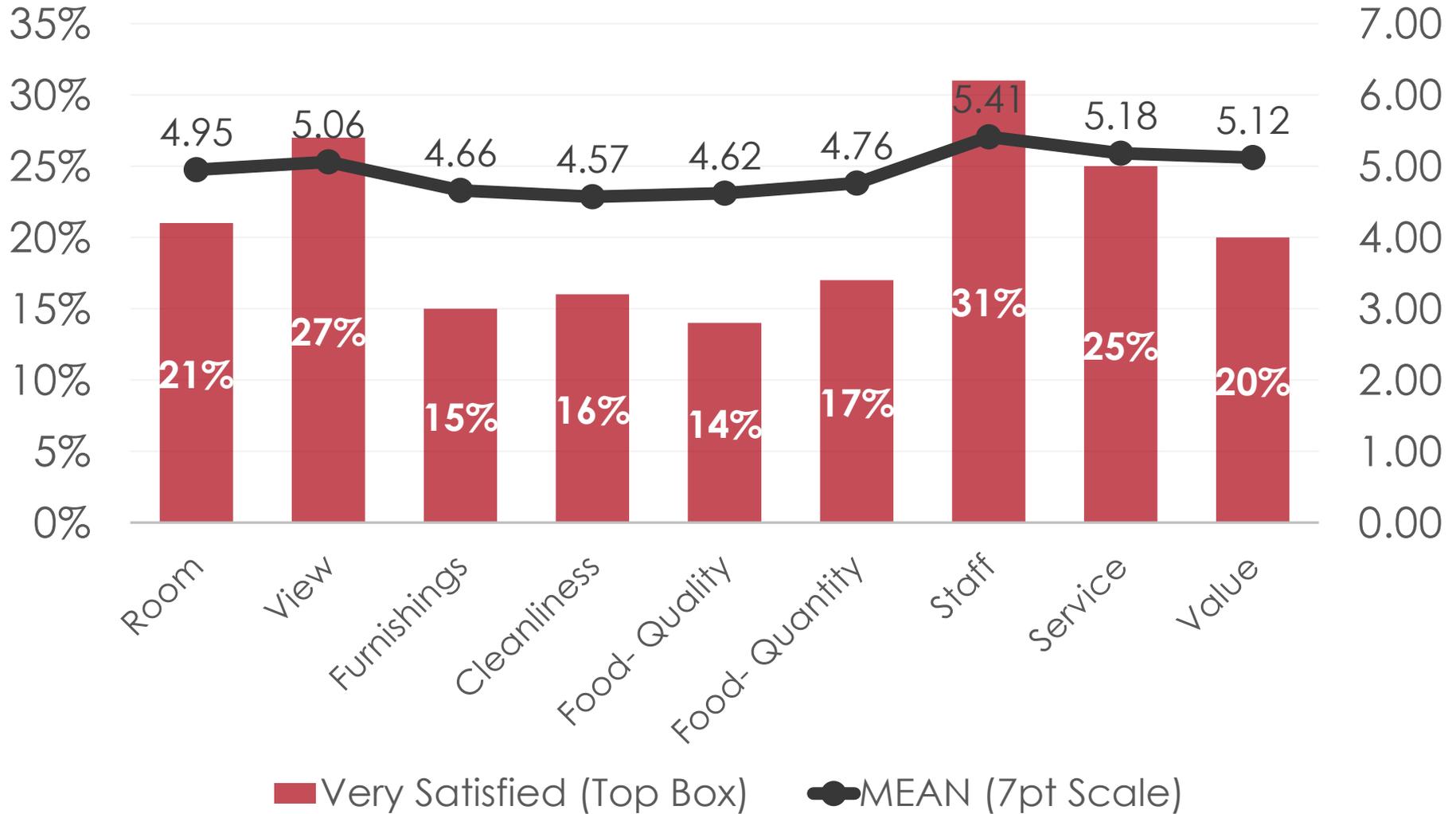
GENERAL SATISFACTION – Quality/ Cleanliness



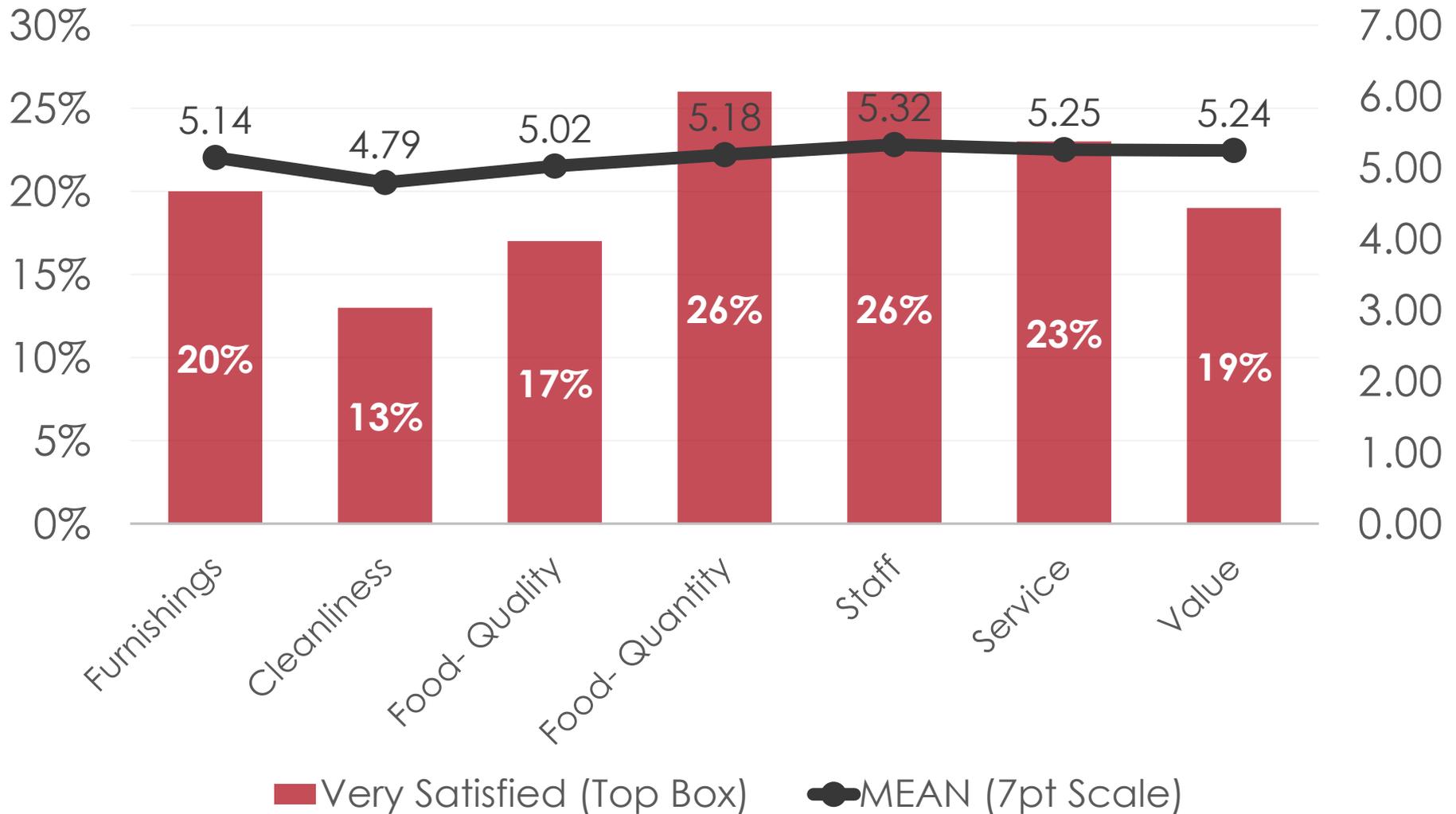
ACCOMMODATIONS – OVERALL SATISFACTION



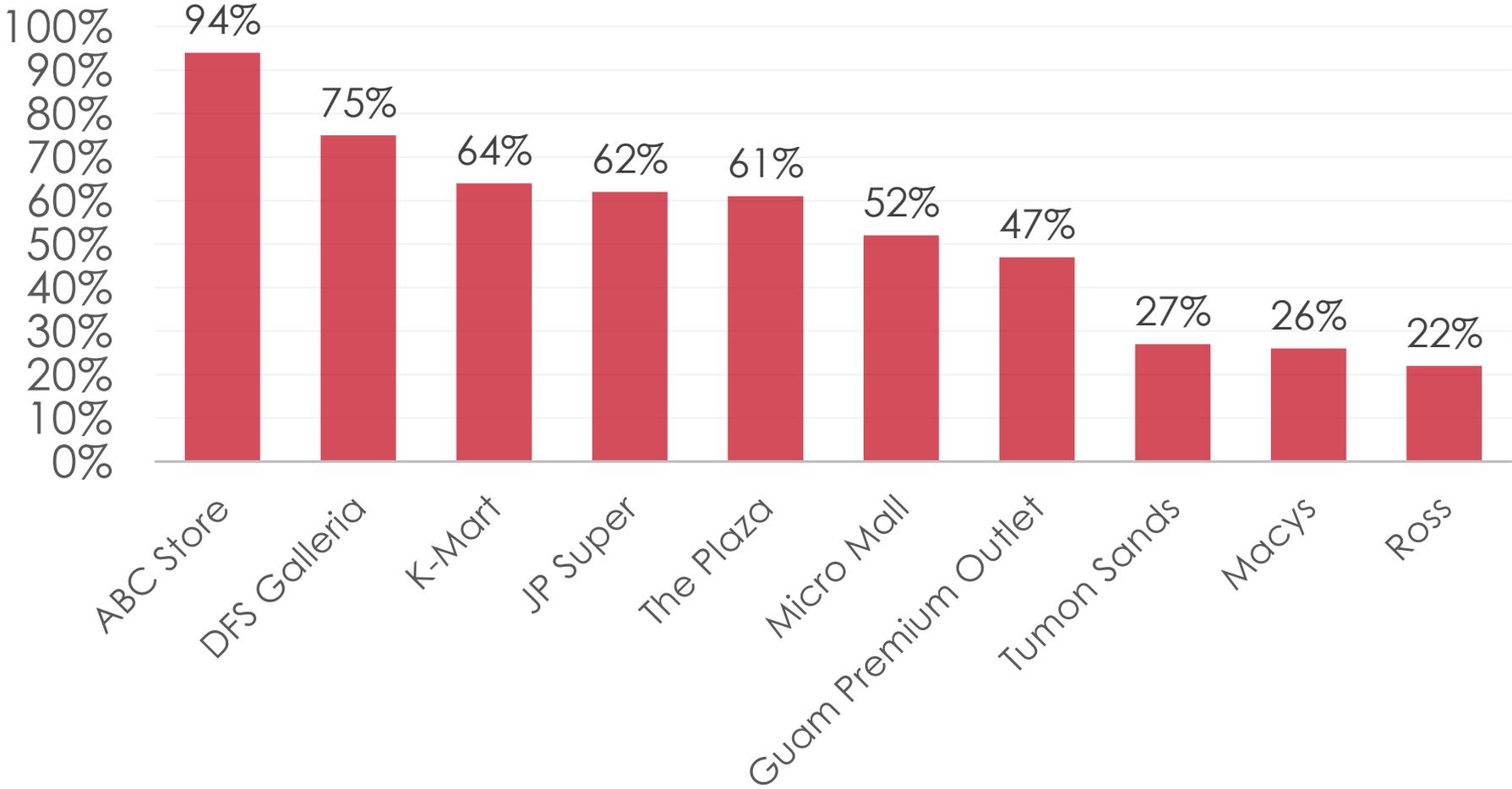
ACCOMMODATIONS – Satisfaction by Category



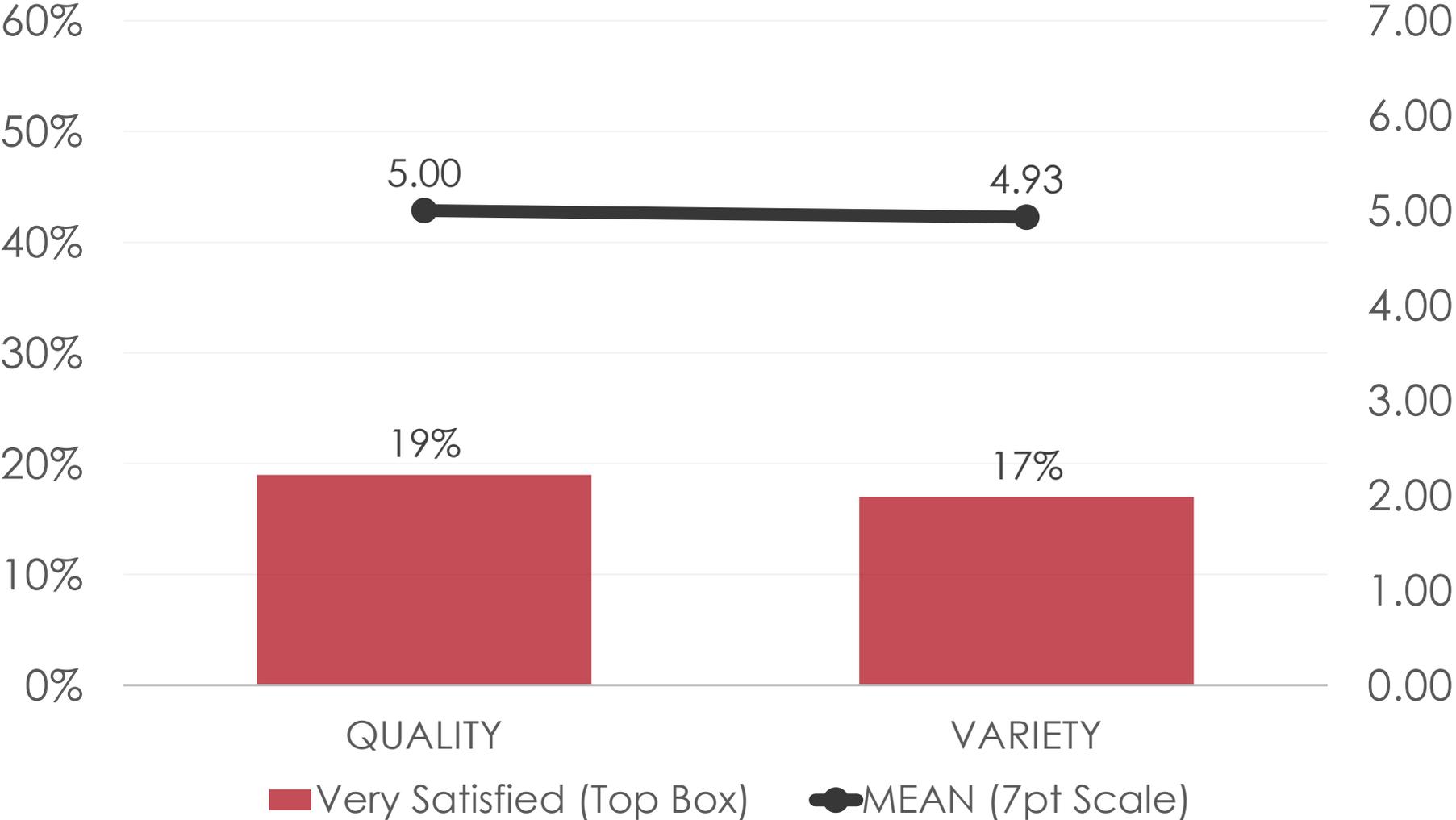
DINING EXPERIENCE (Outside Hotel) – Satisfaction by Category



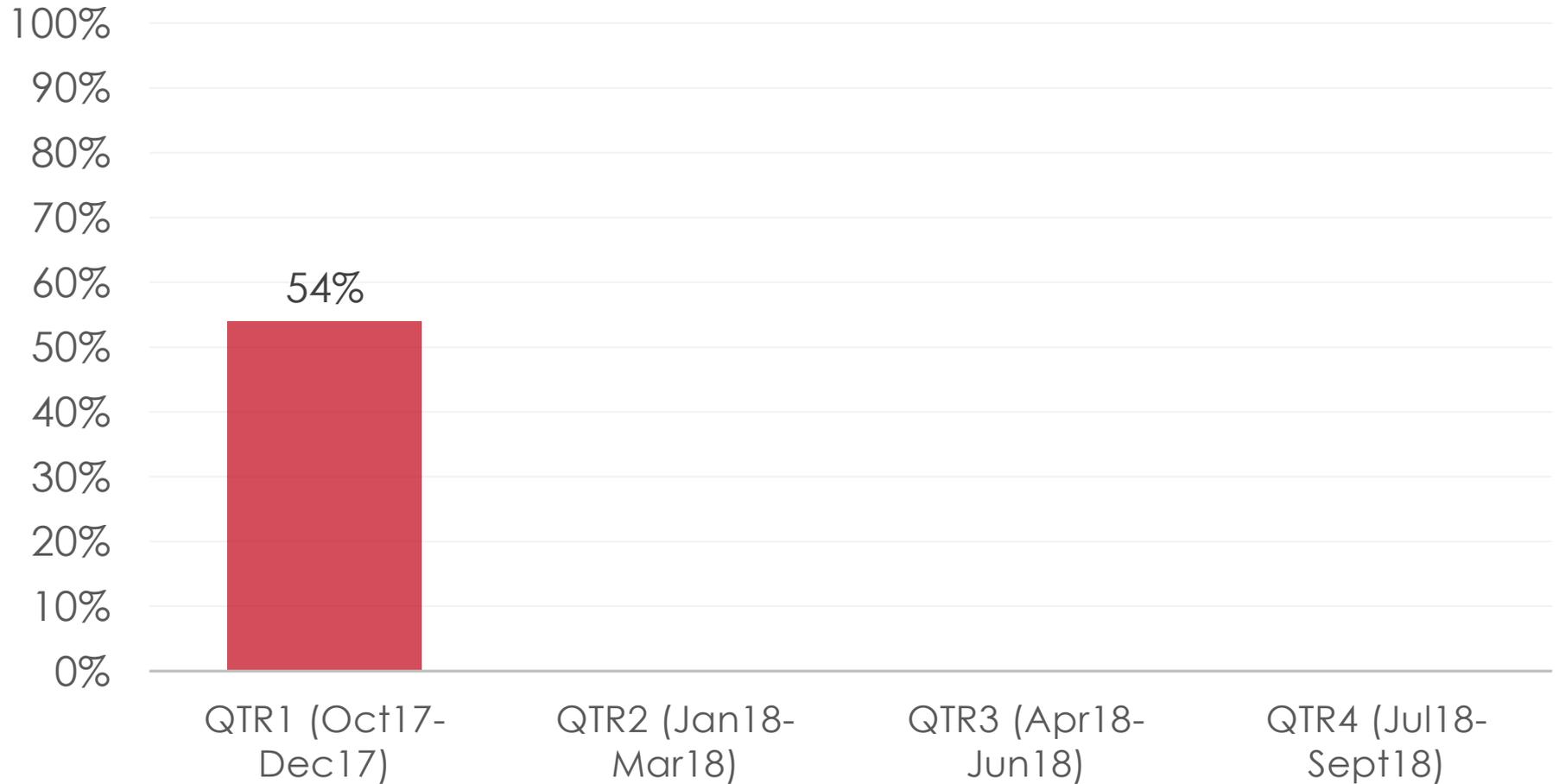
Shopping Malls/ Stores (Top Responses)



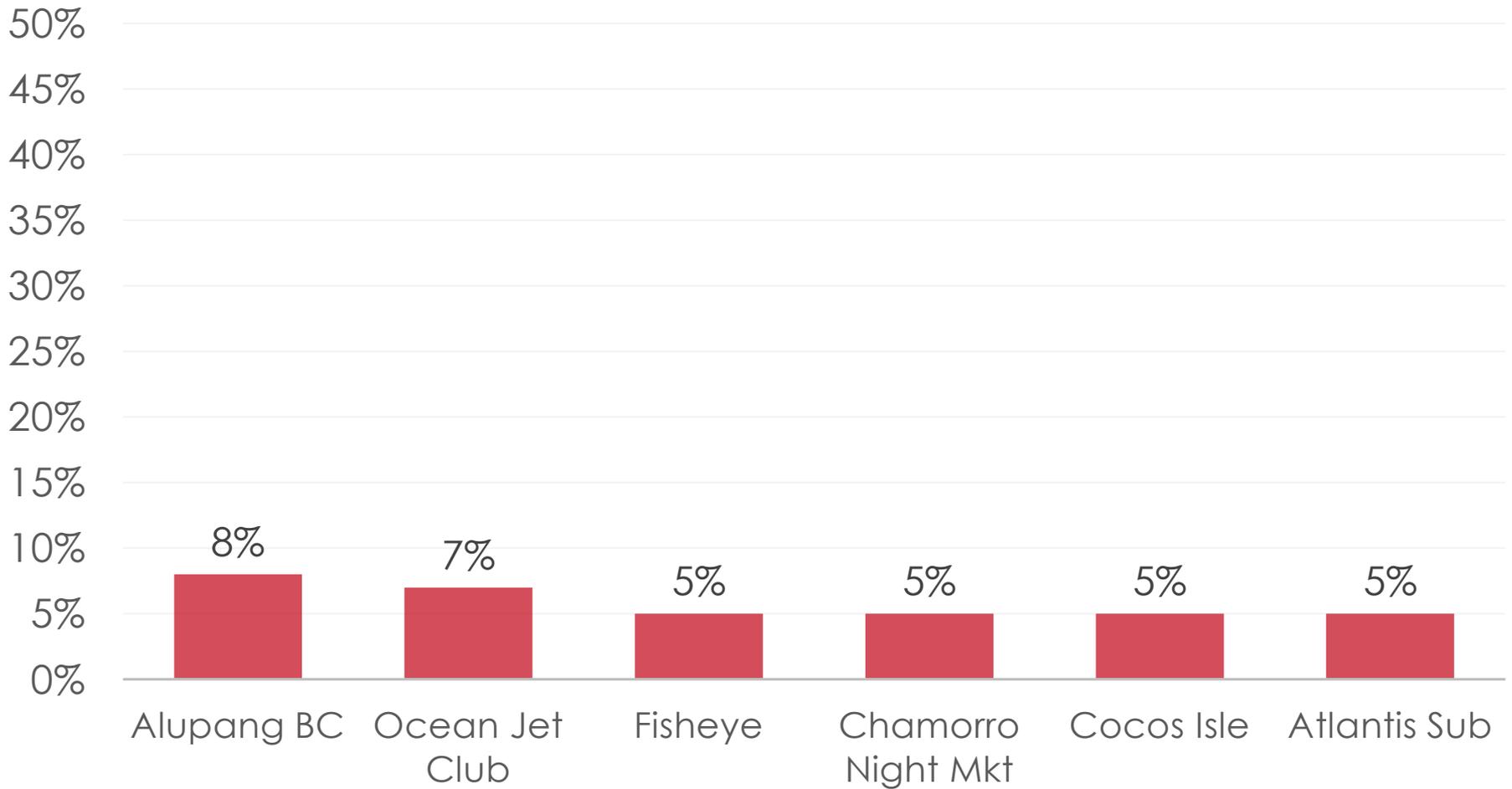
SHOPPING - SATISFACTION



OPTIONAL TOUR PARTICIPATION – FY2018 Tracking

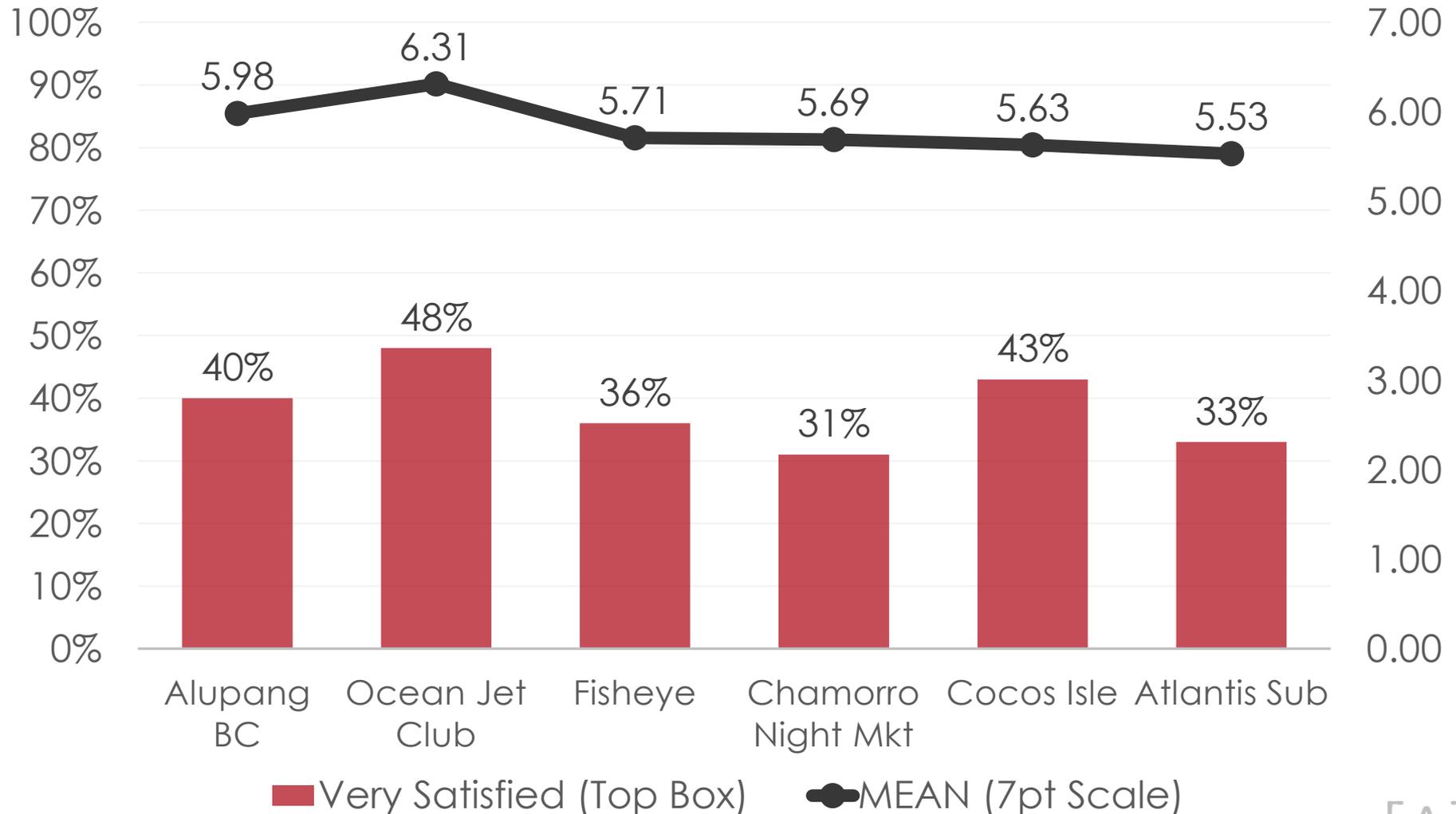


Optional Tour Participation (Top Responses/ 5%+)

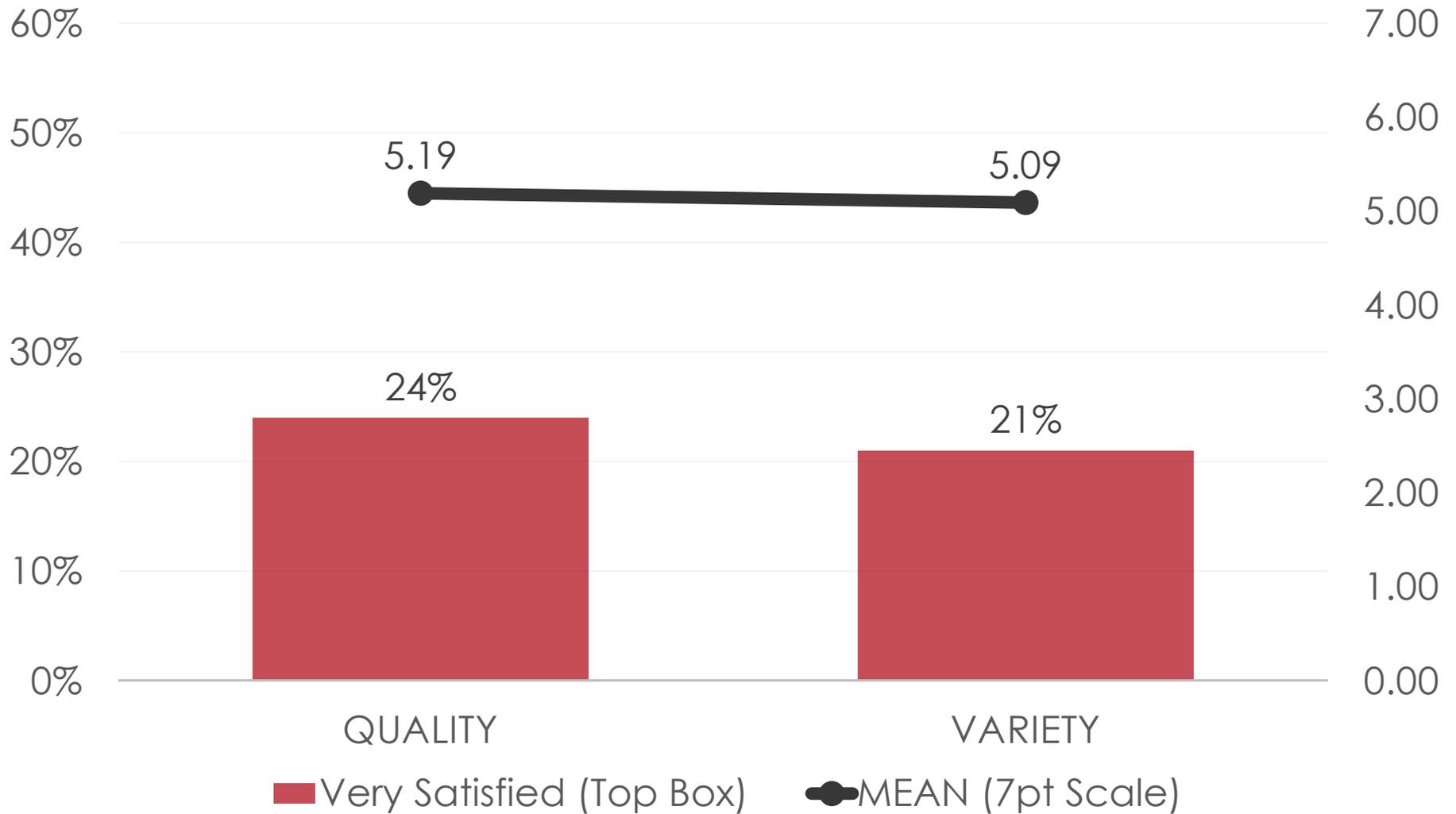


Optional Tour Satisfaction

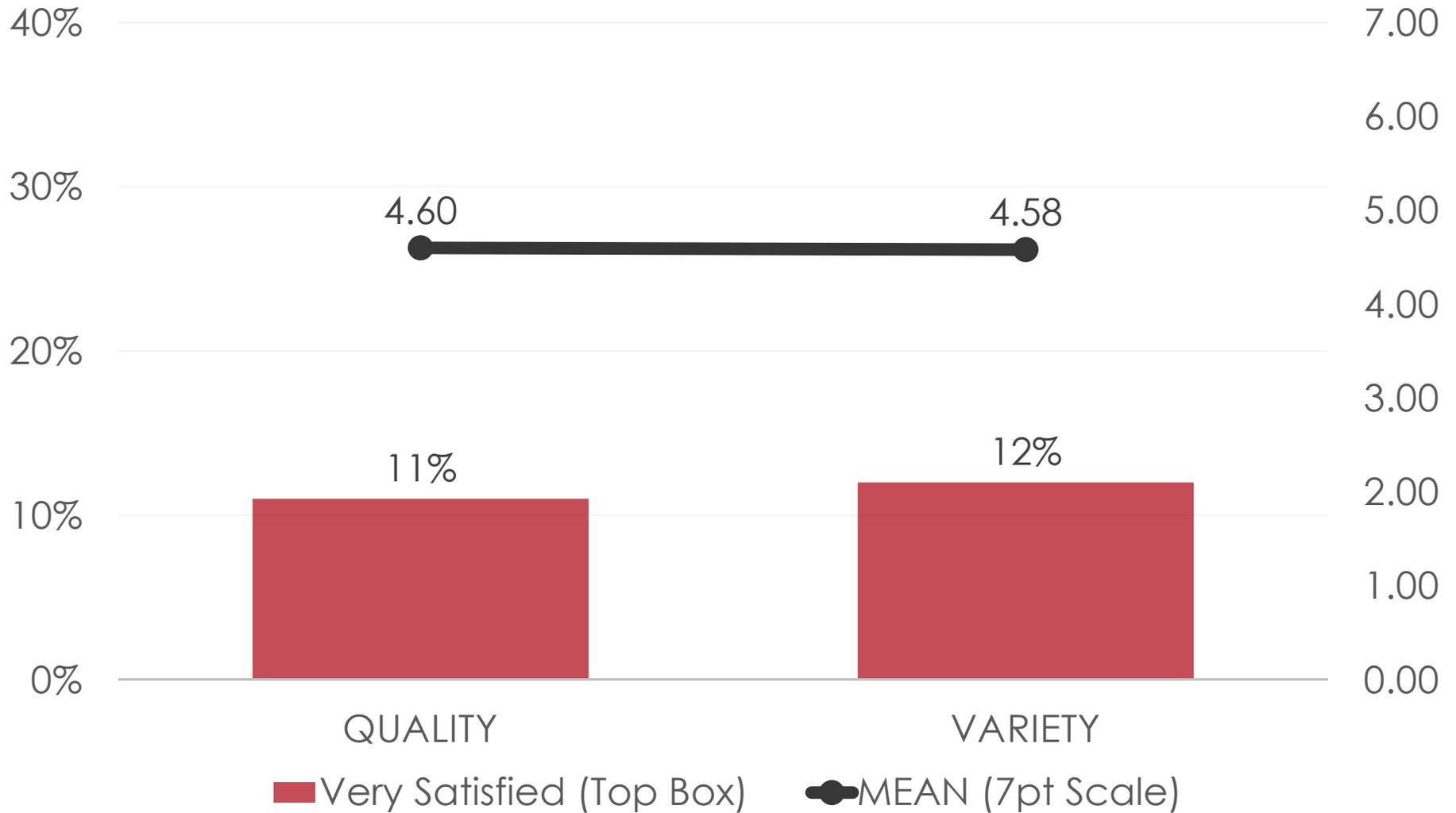
Top Responses only - Participation (5%+)



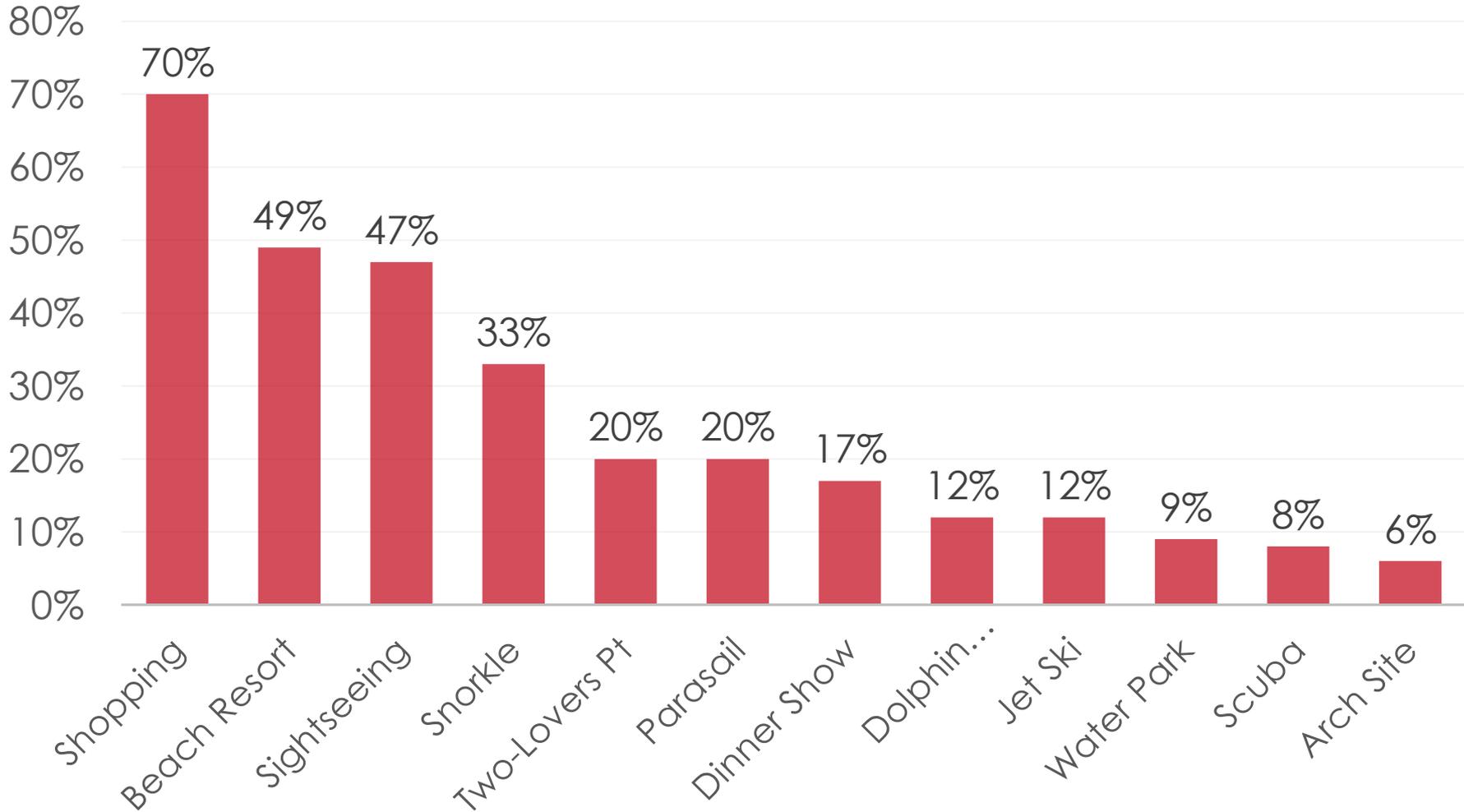
DAY TOUR - SATISFACTION



NIGHT TOUR - SATISFACTION

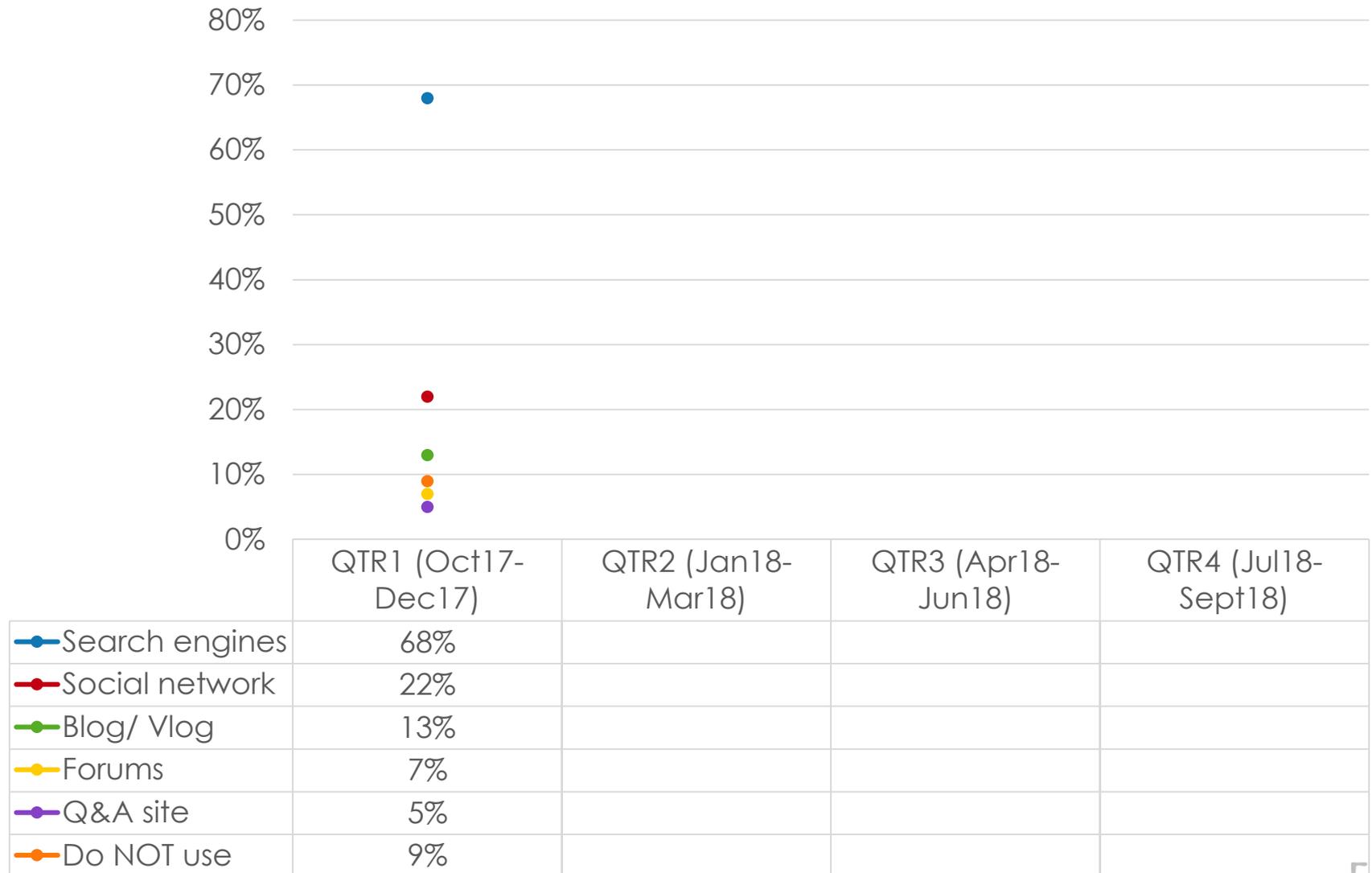


Activities Participation (Top Responses)



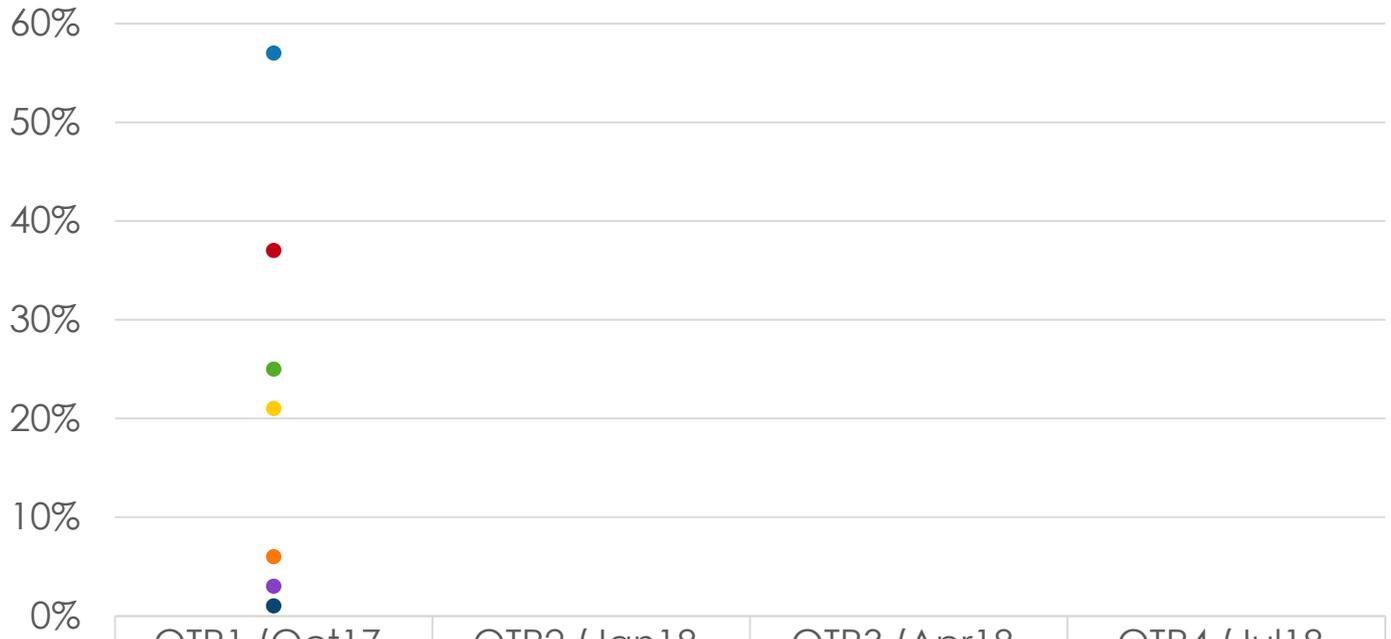
SECTION 5 PROMOTIONS

INTERNET- GUAM SOURCES OF INFORMATION



INTERNET- SOURCES OF INFORMATION

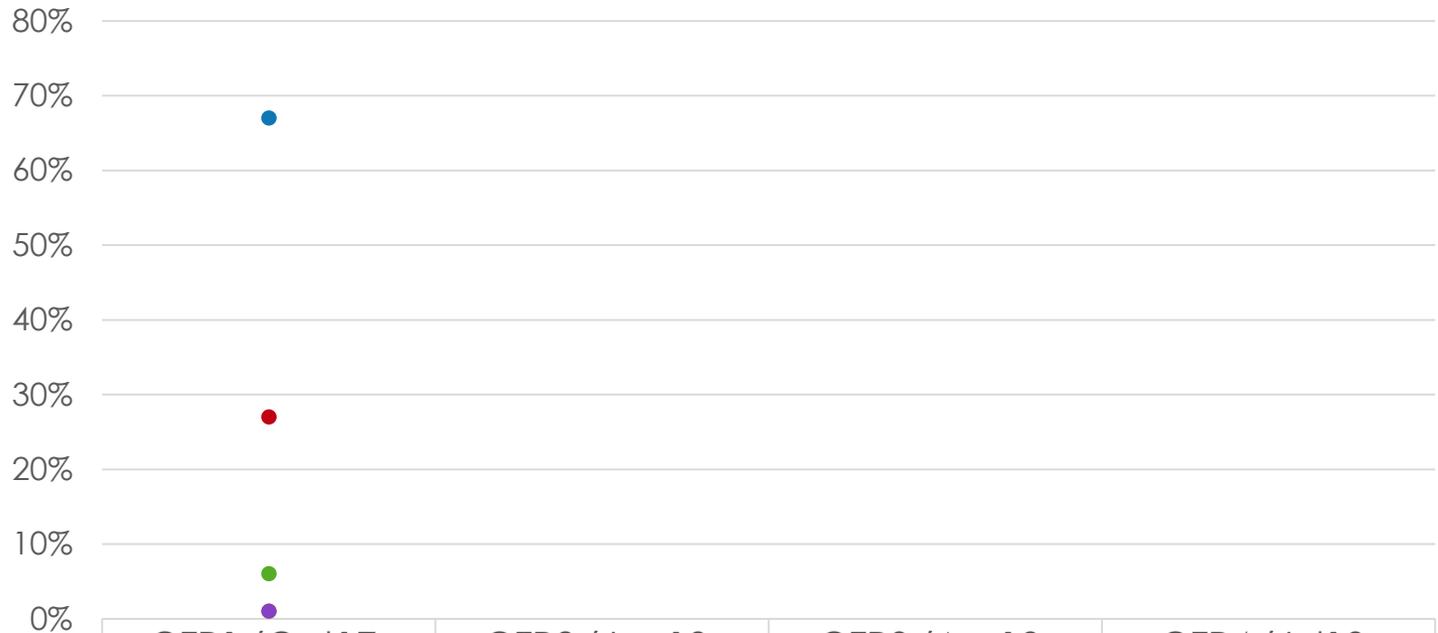
Things to do on Guam



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
Google	57%			
Yahoo	37%			
Instagram	25%			
Online Booking Site	21%			
Facebook	3%			
Twitter	6%			
Other	1%			

INTERNET- SOURCES OF INFORMATION

GVB



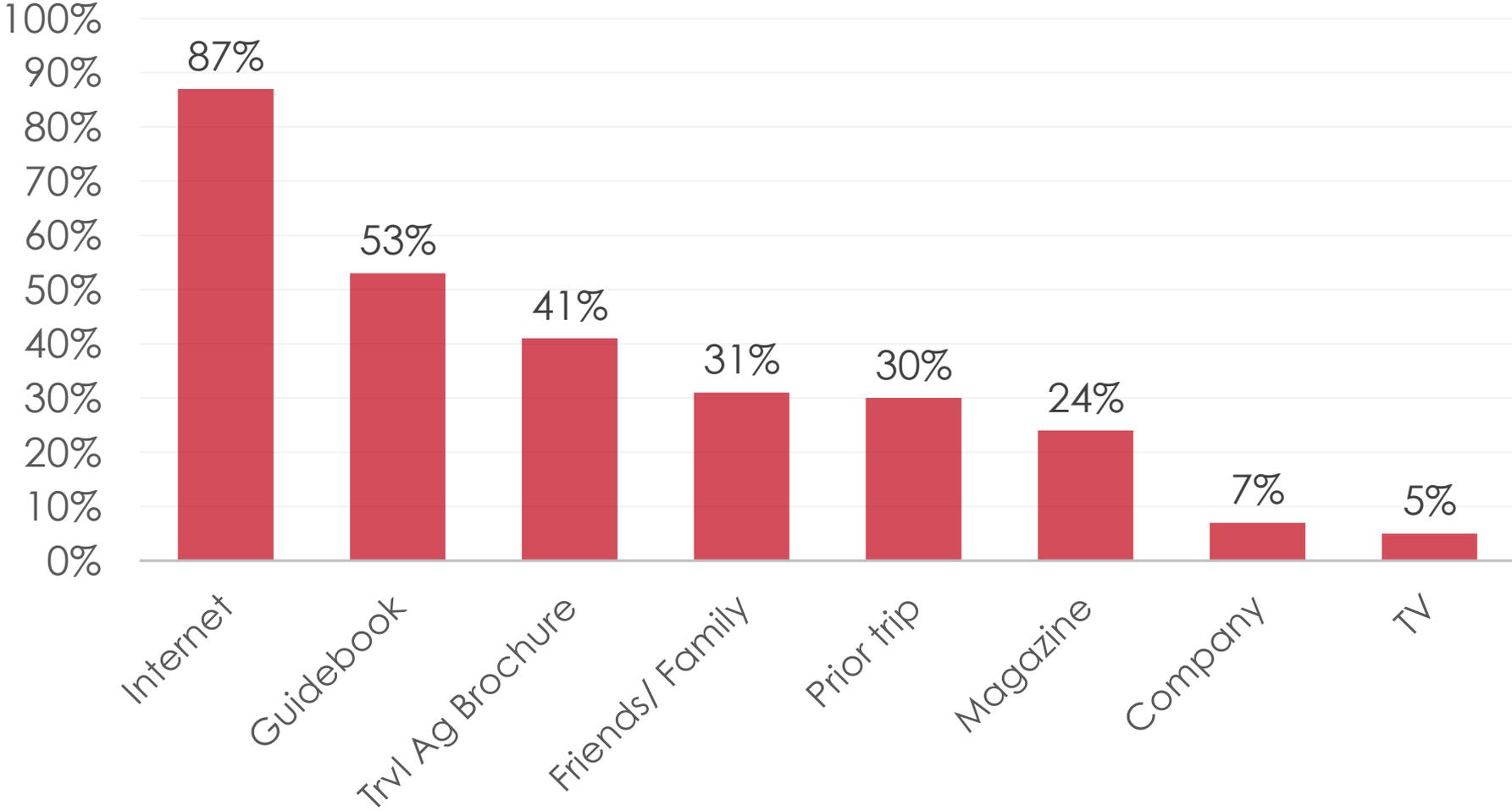
	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
None	67%			
GVB Website	27%			
GVB Instagram	6%			
GVB Twitter	1%			
GVB Facebook'	1%			

TRAVEL MOTIVATION



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
Friends/ Family	39%			
Company/ Bus Trip	10%			
Internet	5%			
Travel Show	3%			
Travel Agent	3%			
Print	2%			
Social Media	1%			
None	40%			

PRE-ARRIVAL SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION – Key Segments

GVB EXIT SURVEY

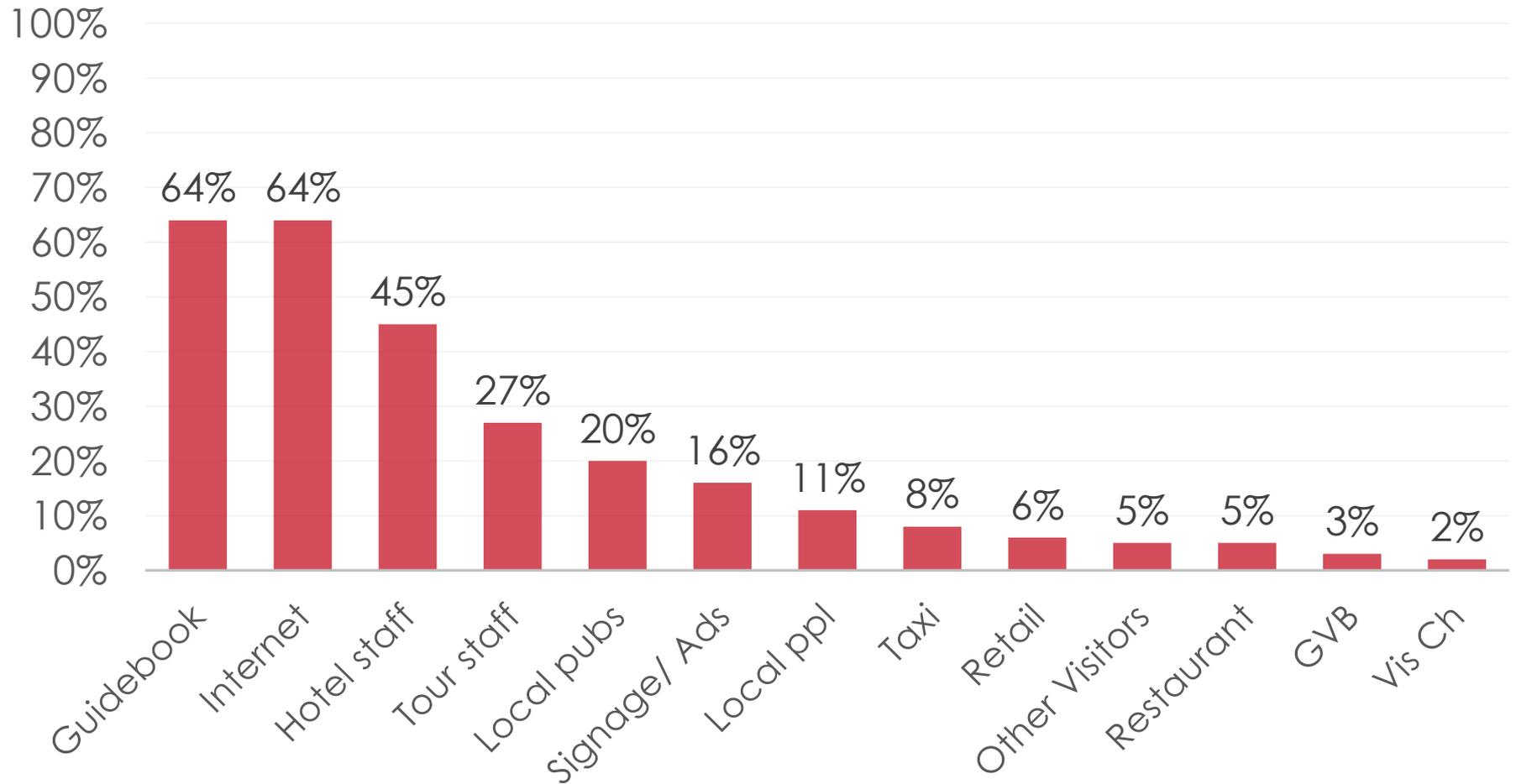
Q1 Please select the top three sources of information you used to find out about Guam before your trip:

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
Q1	Internet/Mobile App	87%	88%	85%	87%	57%	60%	90%	83%
	Travel guide book at bookstores	53%	54%	47%	59%	22%	40%	54%	47%
	Travel agent brochure	41%	43%	29%	35%	52%	40%	46%	48%
	Friend or relative	31%	27%	23%	29%	39%	20%	39%	31%
	I have been to Guam before	30%	32%	62%	32%	52%	20%	14%	27%
	Magazine (consumer)	24%	27%	20%	28%	26%	20%	23%	25%
	Co-worker/ company travel department	7%	2%	7%	7%	4%	40%	3%	18%
	TV	5%	6%	5%	5%	4%		4%	3%
	Consumer travel shows	3%	3%	3%	1%	4%	20%	3%	2%
	Guam Visitors Bureau office	1%	1%	2%	1%				2%
	Guam Visitors Bureau promotional activities	1%	1%	2%	1%	4%		2%	1%
	Travel trade shows	0%	1%	1%	1%	4%		1%	1%
	Newspaper	0%	0%	1%					1%
	Radio	0%	0%	0%					
	Theater ads	0%							0%
	Total	1076	541	519	165	23	5	114	326

Prepared by Anthology Research

ONISLE

SOURCES OF INFORMATION



ON-ISLE SOURCES OF INFORMATION – Key Segments

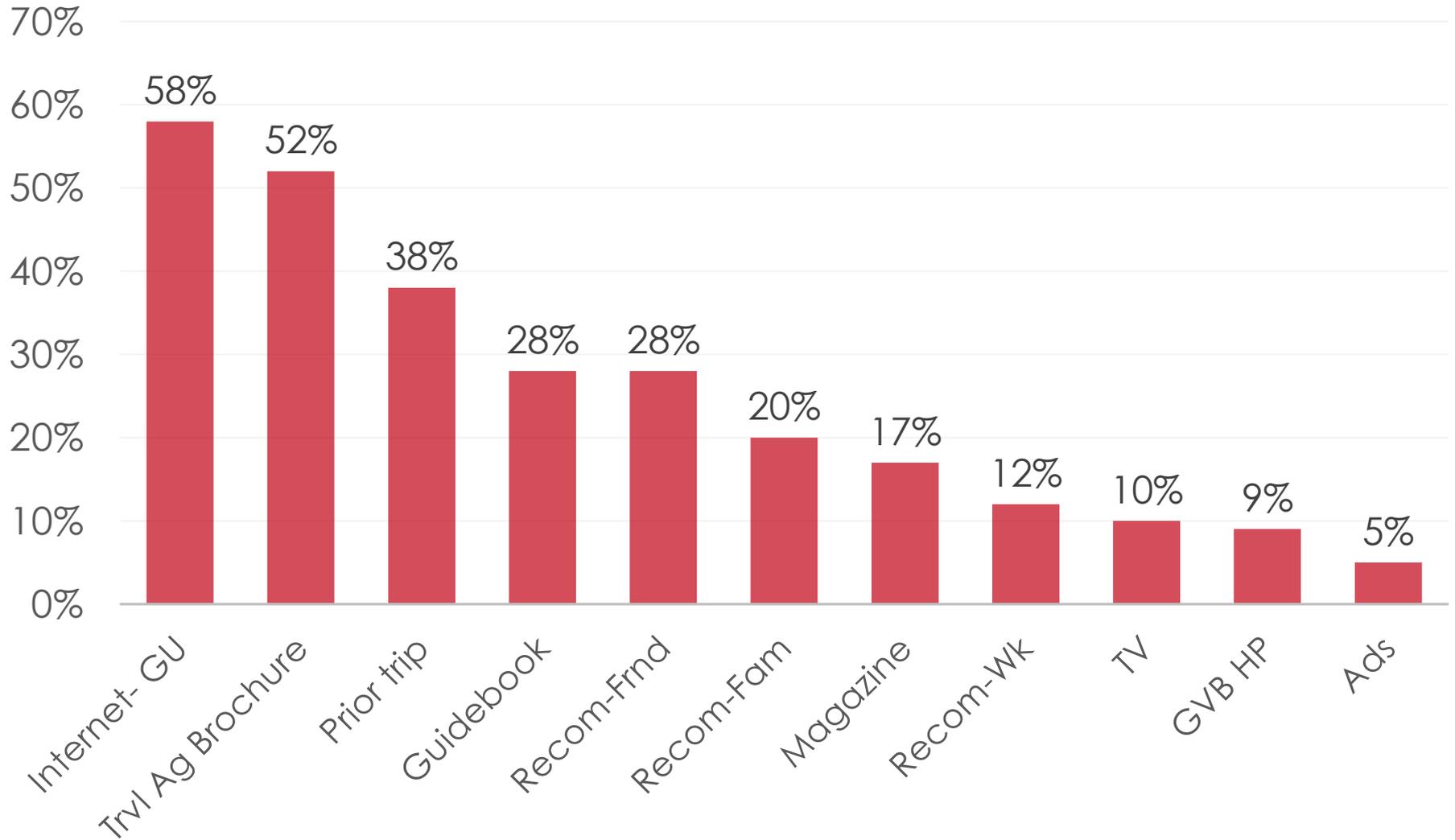
GVB EXIT SURVEY

Q2 Please select the top three sources of information you used to find out about Guam while you were here:

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
Q2	Guide books I brought with me	64%	62%	60%	66%	82%	40%	55%	68%
	Internet/Mobile App	64%	66%	64%	67%	27%	60%	70%	47%
	Hotel staff	45%	50%	43%	32%	27%	40%	54%	41%
	Tour staff	27%	32%	23%	28%	18%	20%	35%	26%
	Local publication	20%	17%	24%	21%	45%	20%	9%	32%
	Signs/ advertisement	16%	10%	18%	16%	41%	60%	4%	31%
	Local people	11%	6%	11%	9%			9%	10%
	Taxi drivers	8%	8%	7%	8%			13%	5%
	Retail staff	6%	5%	6%	4%			4%	5%
	Restaurant staff (outside hotel)	5%	4%	5%	6%	5%		3%	4%
	Other visitors	5%	4%	3%	5%	9%		4%	5%
	Guam Visitors Bureau	3%	3%	5%	2%	5%		4%	4%
	Visitors channel	2%	4%	2%	2%	5%	20%	2%	2%
	Total	1071	539	515	163	22	5	112	323



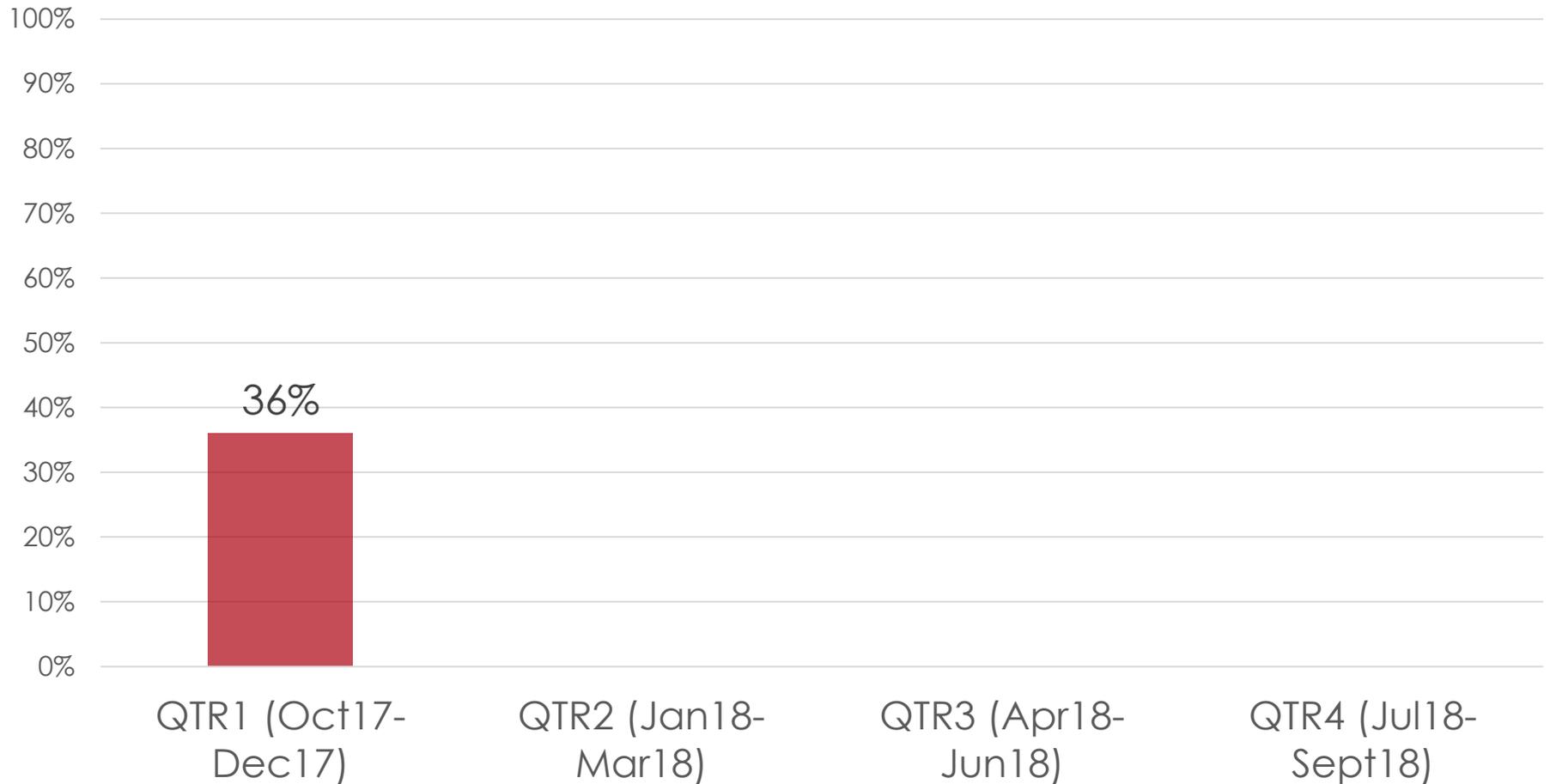
TRAVEL MOTIVATORS



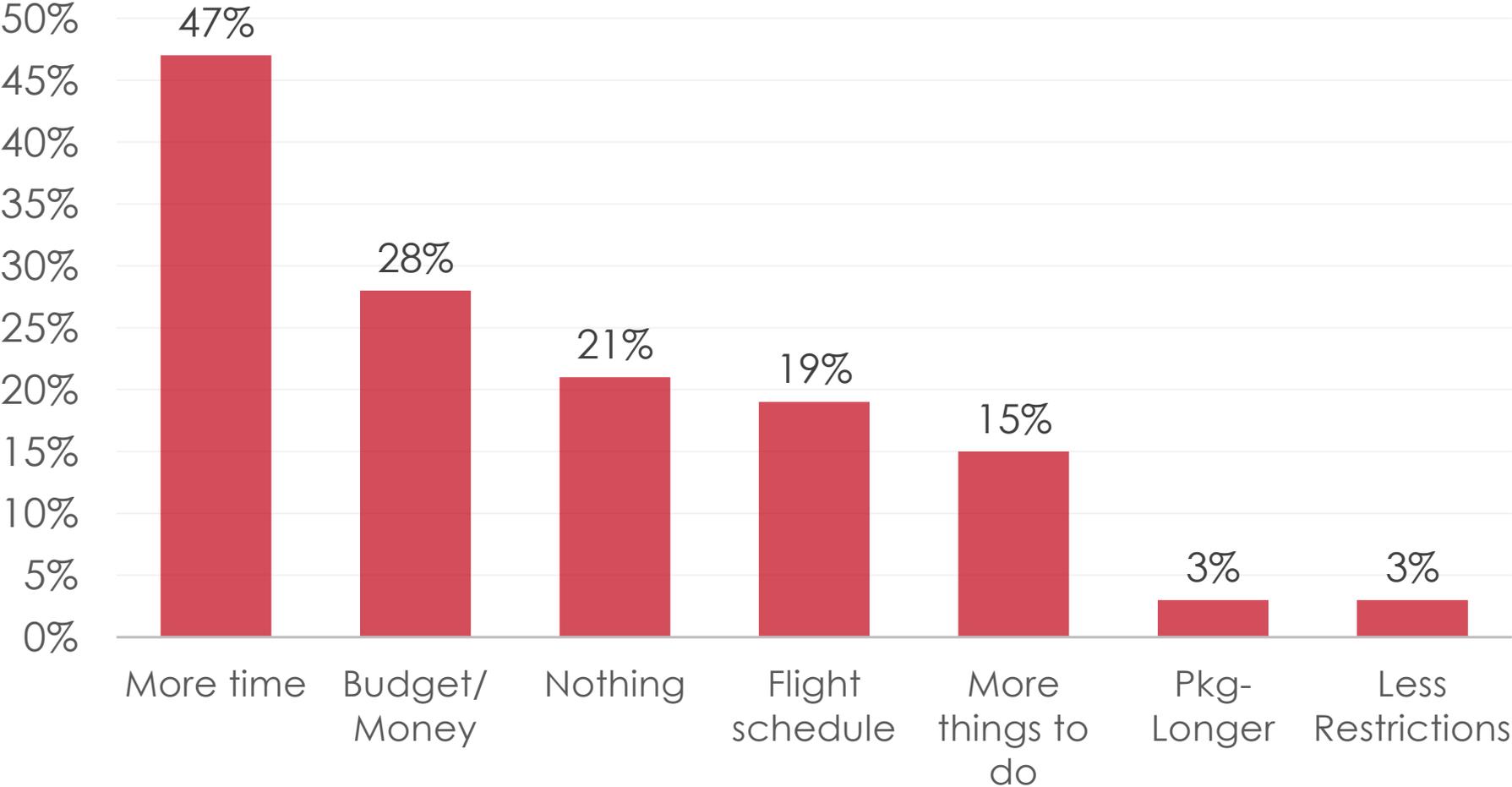
SECTION 6

FUTURE TRAVEL TO GUAM

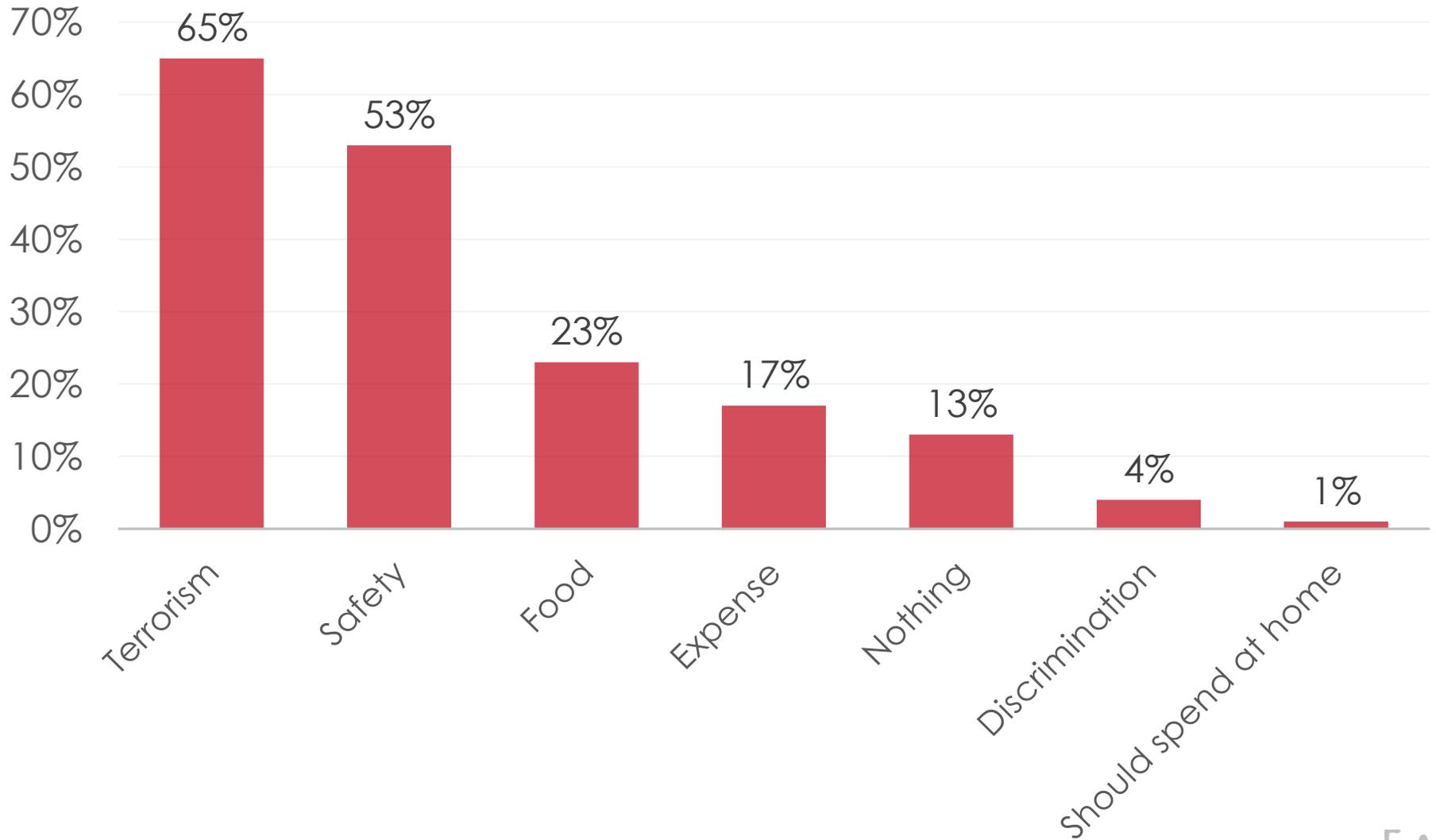
Will security screening/ immigration at Guam Airport impact future travel to Guam?



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



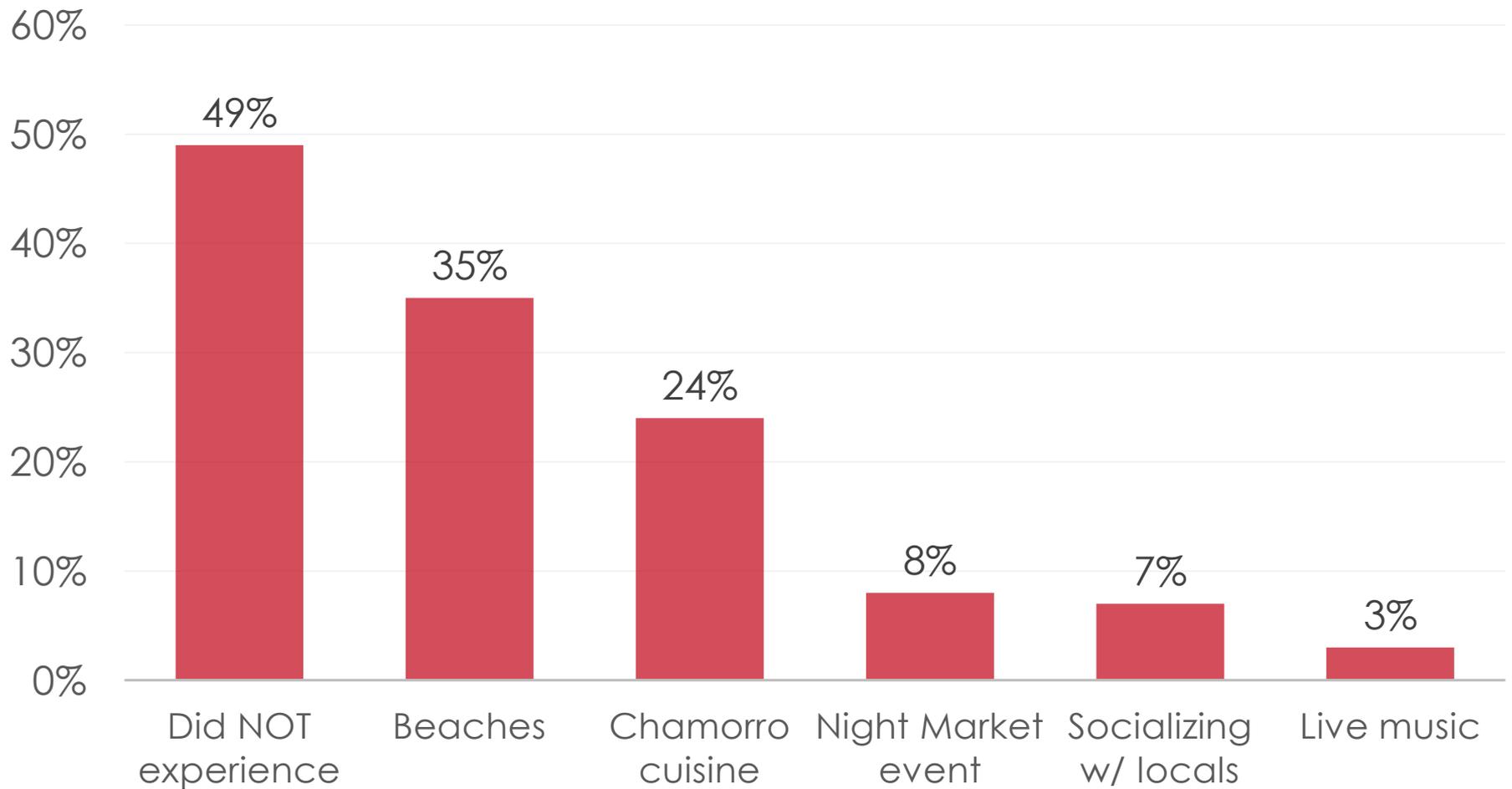
FUTURE TRAVEL CONCERNS



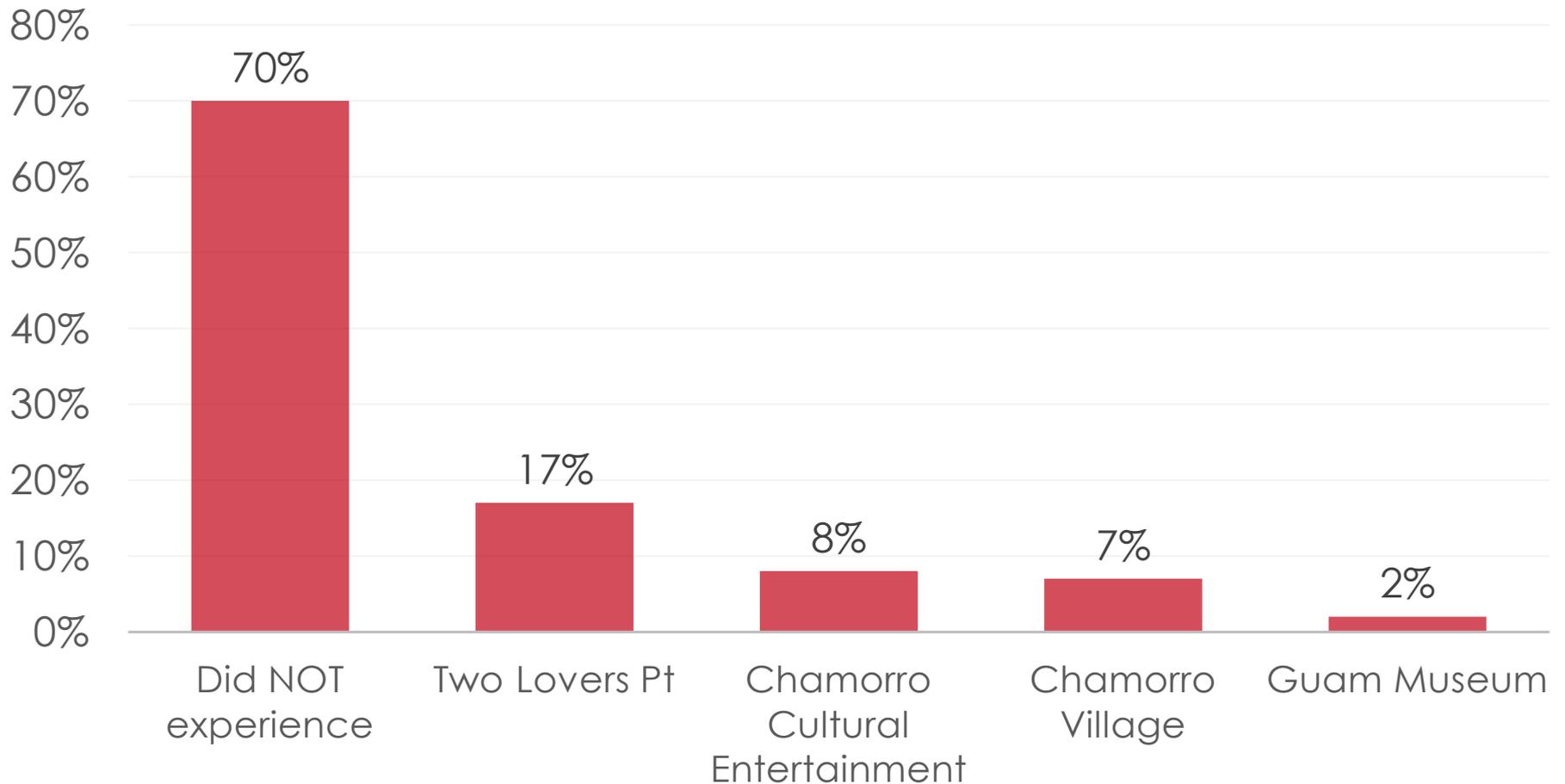
SECTION 7

GUAM CULTURE

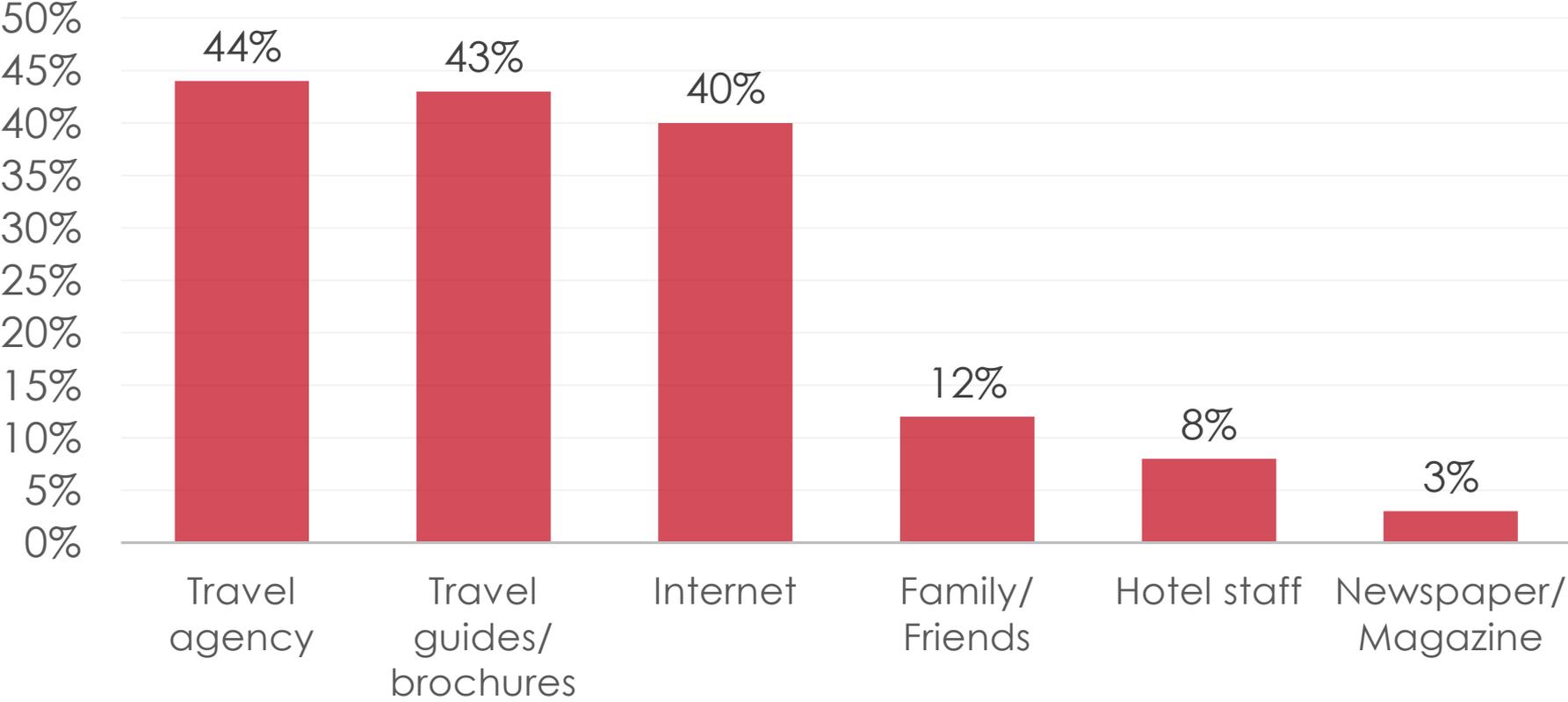
EXPERIENCED- CHAMORRO/ HAFSA ADAI SPIRIT



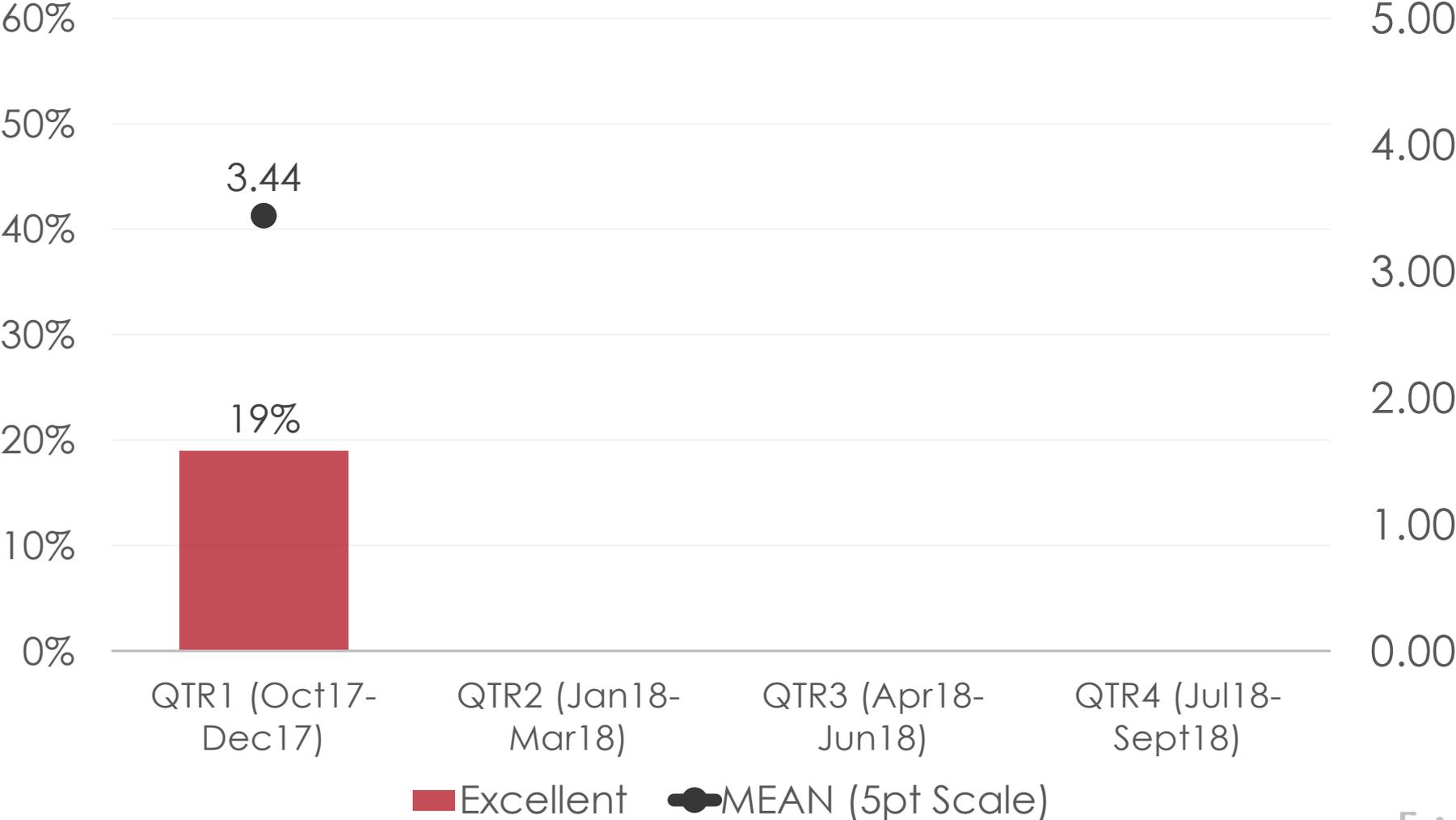
EXPERIENCED- OTHER CULTURAL ACTIVITY/EVENTS



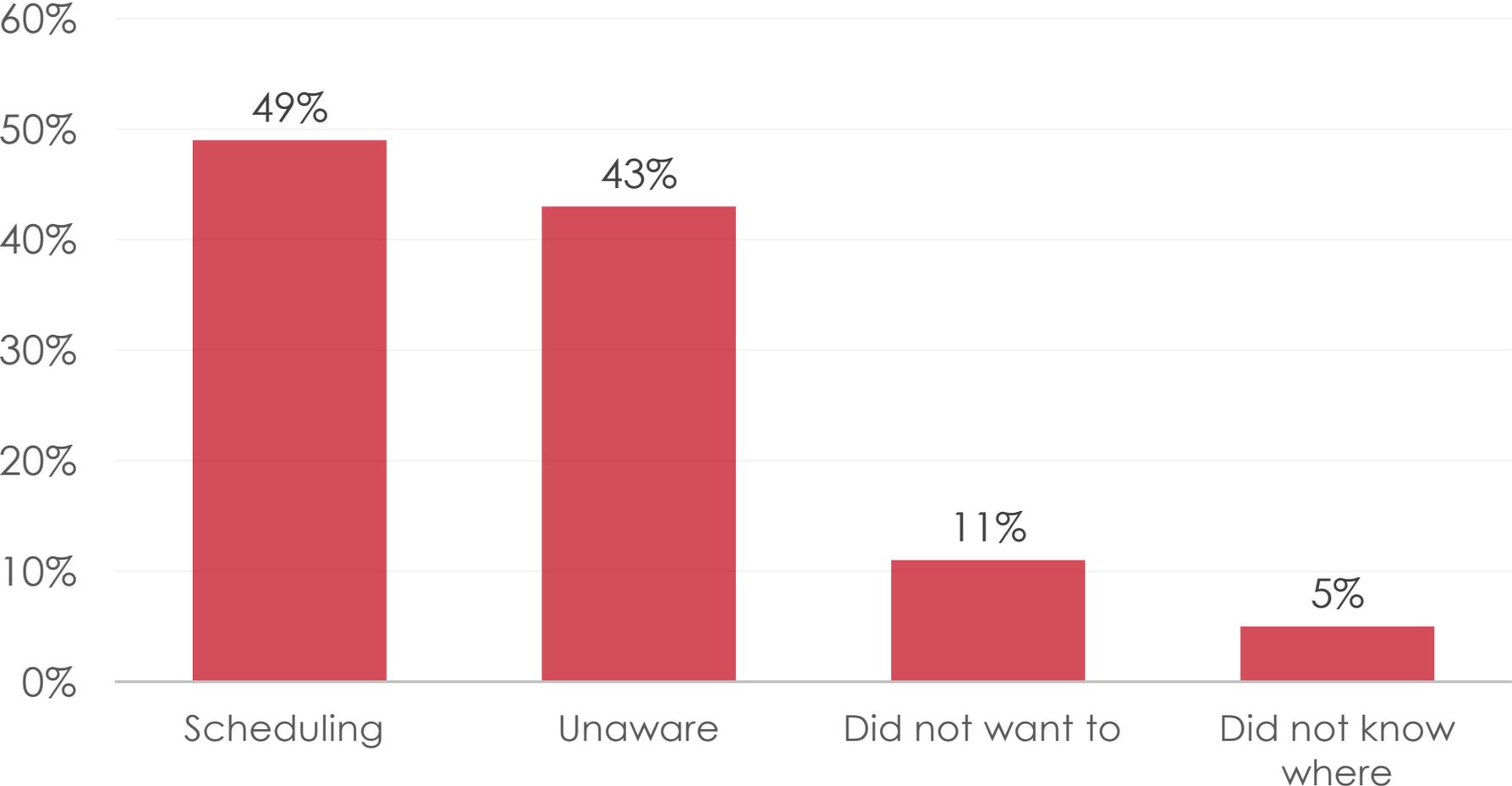
SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS



SATISFACTION- CULTURAL ACTIVITY/EVENTS



OBSTACLES- CULTURAL ACTIVITY/EVENTS



ADVANCED STATISTICS

Analysis Technique

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

Drivers- Overall Satisfaction

Comparison of Drivers of Overall Satisfaction, 1st Qtr. 2017	
	1st Qtr. 2017 rank
Drivers:	
Quality & Cleanliness of beaches & parks	4
Ease of getting around	
Safety walking around at night	
Quality of daytime tours	6
Variety of daytime tours	
Quality of nighttime tours	
Variety of nighttime tours	8
Quality of shopping	
Variety of shopping	2
Price of things on Guam	7
Quality of hotel accommodations	3
Quality/cleanliness of air, sky	5
Quality/cleanliness of parks	
Quality of landscape in Tumon	
Quality of landscape in Guam	1
Quality of ground handler	
Quality/cleanliness of transportation vehicles	
% of Overall Satisfaction Accounted For	55.5%
NOTE: Only significant drivers are included.	

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Japanese visitor's experience on Guam is driven by eight significant factors in the 1st Quarter FY2018 Period. By rank order they are:
 - **Quality of landscape in Guam,**
 - **Variety of shopping,**
 - **Quality of hotel accommodations,**
 - **Quality & cleanliness of beaches & parks,**
 - **Quality/cleanliness of air, sky,**
 - **Quality of day time tours,**
 - **Price of things on Guam, and**
 - **Variety of night time tours.**
- With these factors the overall r^2 is .555 meaning that **55.5% of overall satisfaction is accounted for by these factors.**

Drivers – On-Isle Expenditures

Drivers of Per Person On Island Expenditures, 1st Qtr. 2017	
Drivers:	1st Qtr. 2017 rank
Quality & Cleanliness of beaches & parks	
Ease of getting around	
Safety walking around at night	
Quality of daytime tours	
Variety of daytime tours	4
Quality of nighttime tours	
Variety of nighttime tours	2
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	
Quality of landscape in Tumon	
Quality of landscape in Guam	
Quality of ground handler	5
Quality/cleanliness of transportation vehicles	
% of Per Person On Island Expenditures Accounted For	3.7%
NOTE: Only significant drivers are included.	

Drivers of On-Isle Expenditures

- **Per Person On Island Expenditure** of Japanese visitors on Guam is driven by five significant factors in the 1st Quarter FY2018 Period. By rank order they are:
 - **Quality of shopping,**
 - **Variety of night time tours,**
 - **Variety of shopping,**
 - **Variety of day time tours, and**
 - **Quality of ground handler.**
- With these factors the overall r^2 is .037 meaning that **3.7% of per person on island expenditure is accounted for by these factors.**