



**GUAM VISITORS BUREAU**  
**Korean Visitor Tracker Exit Profile**  
**FY2012 MARKET SEGMENTATION –**  
**APRIL 2012**



**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 Korean speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **352** departing Korean 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 +/- 5.22 percentage points with a 95% confidence level. That is, if all Korean 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 +/- 5.22 percentage points.

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# Objectives

- **The specific objectives of the analysis were:**
  - To determine the relative size and expenditure behavior of the following market segments:
    - Family/FITs
    - Golden Miss
    - Group Travelers
    - English Language Tour
    - Honeymooner
    - Wedding
    - Special Interest Trvl
    - Incentive Market
    - 18-35
    - 36-55
    - Traveling with children
    - FITs
    - Seniors
    - Sports competition/spectator
  - To identify (for all Korean visitors) the most important determinants of on-island spending; and
  - To identify the most significant factors affecting overall visitor satisfaction.

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# Highlighted Segments

## Parameters

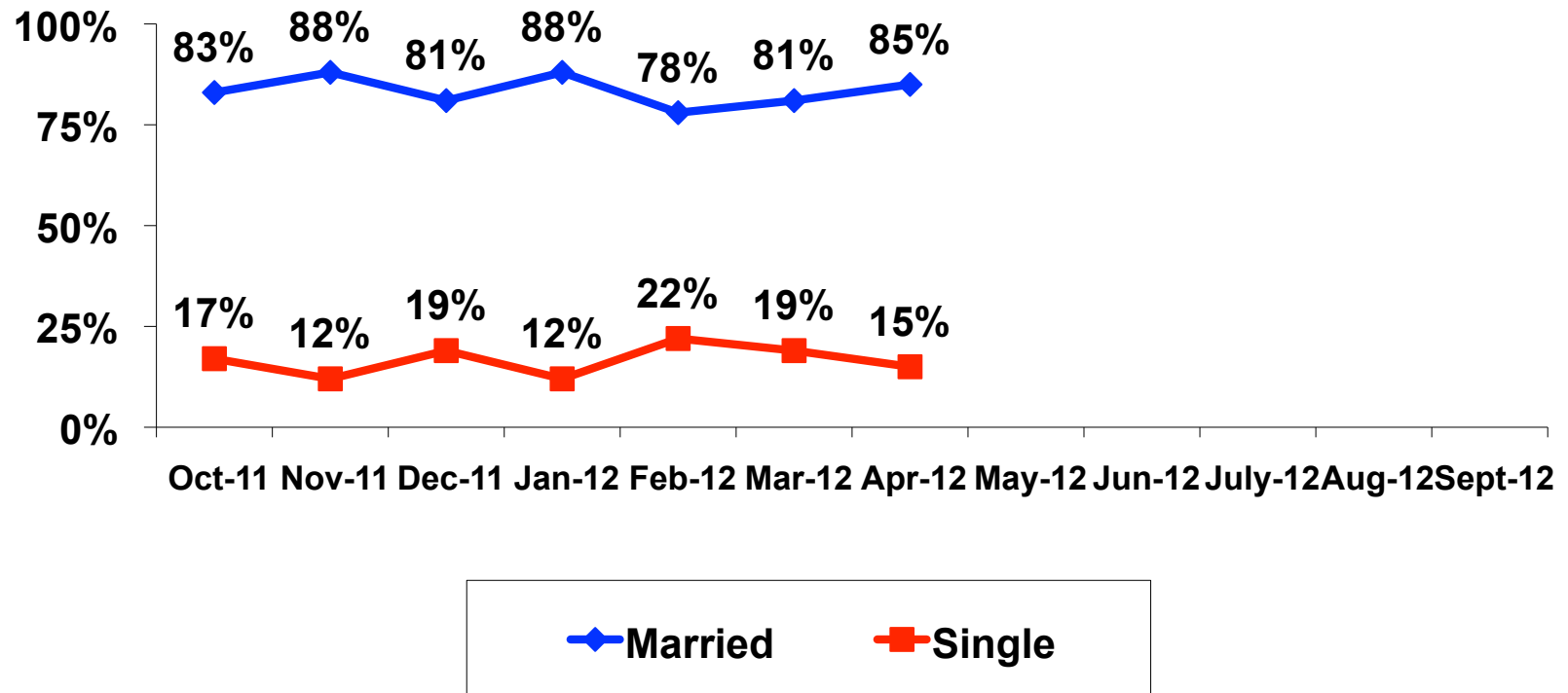
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QD/ Q.31
- Group Travelers – Q.7
- English Language Tour – Q.5/ Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.D
- 36-55 – Q.D
- Traveling with children – Q.6
- FITs – Q.7
- Seniors – Q.D
- Sports comp/spectator – Q.5/Q.18/Q.19/Q.26

# Highlighted Segments

	Oct 11	Nov 11	Dec 11	Jan 12	Feb 12	Mar 12	Apr 12	May 12	Jun 12	Jul 12	Aug 12	Sept 12
Family/ FITs	2%	2%	3%	3%	3%	1%	2%					
Gold Miss	2%	2%	3%	2%	3%	3%	3%					
Group	1%	2%	5%	3%	3%	4%	2%					
Eng Lang Tour	0%	1%	1%	1%	0%	-	1%					
Honeymoon	29%	33%	11%	12%	8%	15%	30%					
Wedding	3%	1%	2%	1%	-	0%	2%					
Spec Int Trvl	1%	-	0%	1%	1%	1%	0%					
Incentive	5%	5%	14%	5%	11%	9%	13%					
18-35	67%	65%	51%	40%	46%	64%	64%					
36-55	32%	35%	46%	57%	51%	34%	35%					
Child	28%	36%	40%	49%	41%	24%	27%					
FITs	6%	5%	5%	6%	6%	5%	7%					
Seniors	0%	-	1%	1%	1%	1%	1%					
Sports	66%	68%	69%	69%	68%	62%	69%					
Repeat	17%	14%	16%	17%	14%	21%	13%					
<b>TOTAL</b>	<b>352</b>	<b>353</b>	<b>351</b>	<b>352</b>	<b>350</b>	<b>351</b>	<b>352</b>					<b>5</b>

SECTION 1  
**PROFILE OF RESPONDENTS**

# Marital Status Tracking

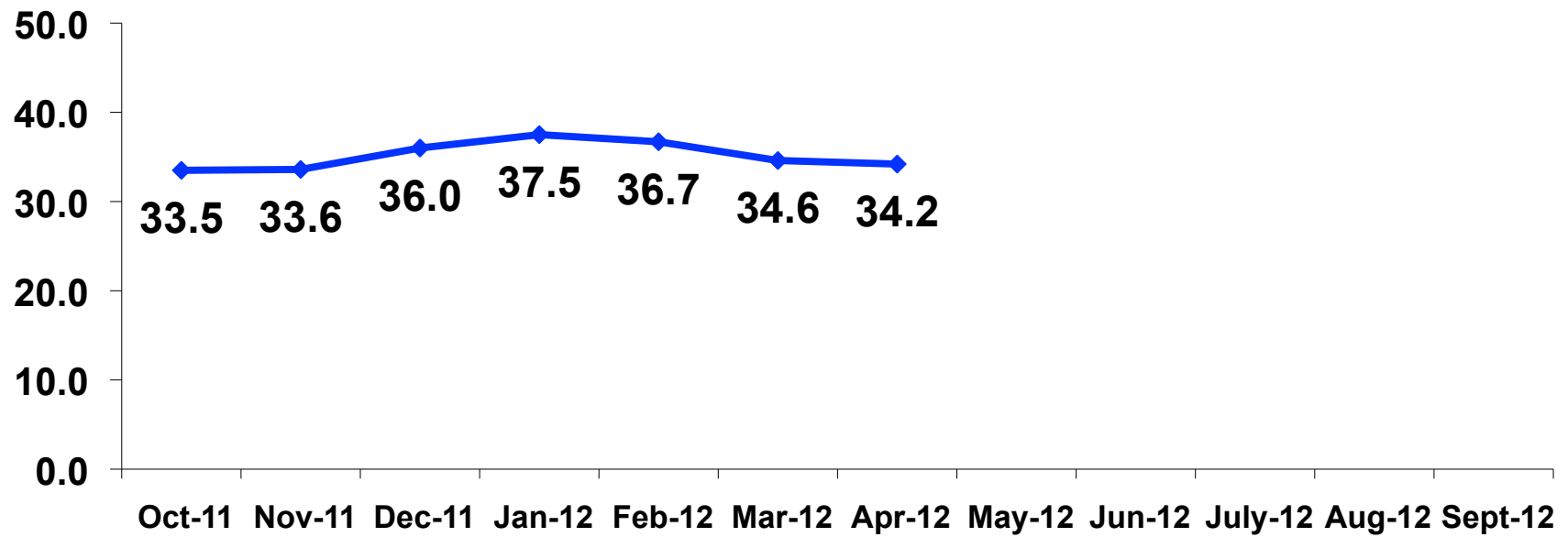


# Marital Status Segmentation

			TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPEC IAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
B	Married	Count	298	5		5	3	104	5	1	26	175	117	91	14	3	201	32
		Col %	85%	83%		71%	100%	98%	83%	100%	59%	78%	96%	97%	61%	100%	83%	71%
	Single	Count	54	1	11	2		2	1		18	49	5	3	9		40	13
		Col %	15%	17%	100%	29%		2%	17%		41%	22%	4%	3%	39%		17%	29%
Total	Count		352	6	11	7	3	106	6	1	44	224	122	94	23	3	241	45



# Average Age Tracking



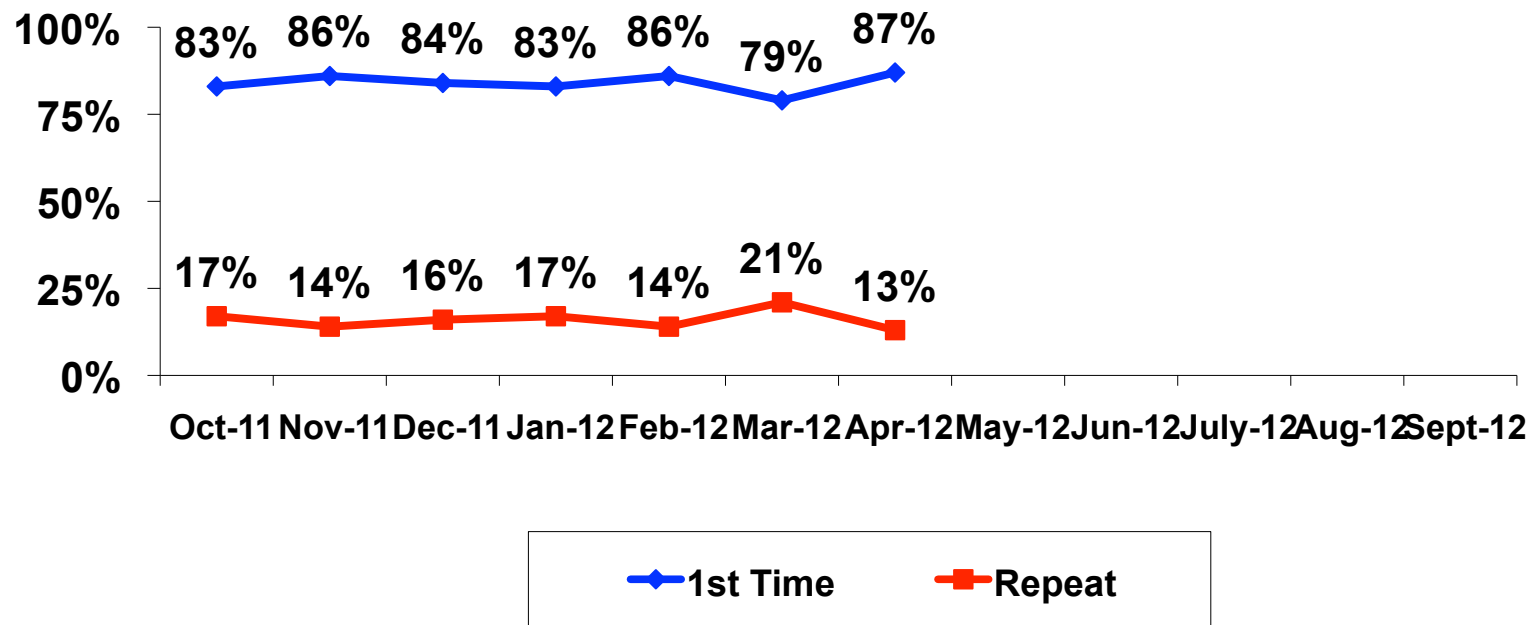
# Age Segmentation

	TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPEC IAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
D. 18-34	Count	199	3	7	4	2	83	5	1	24	199	22	16		138	20
	Col %	57%	50%	64%	57%	67%	78%	83%	100%	55%	89%	23%	70%		57%	44%
35-54	Count	146	3	4	3	1	23	1		15	25	121	72	7	98	24
	Col %	41%	50%	36%	43%	33%	22%	17%		34%	11%	99%	77%	30%	41%	53%
55+	Count	7								5		1		3	5	1
	Col %	2%								11%		1%		100%	2%	2%
Total	Count	352	6	11	7	3	106	6	1	44	224	122	94	23	241	45
C	Mean	34.2	37.0	35.1	31.9	32.3	31.2	32.2	30.0	35.7	30.3	40.0	37.4	32.4	66.0	34.2
	Median	34	35	34	34	30	30	31	30	34	30	39	37	32	66	34

# Income Segmentation

	TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPEC IAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
Q.31 Less than KW12 million	Count 8					2			1	6	2	2	1		6	2
	Col % 2%					2%			2%	3%	2%	2%	5%		3%	4%
KW12M-KW24M	Count 28					22	1		2	24	4	1			17	
	Col % 8%					21%	17%		5%	11%	3%	1%			7%	
KW24M-KW36M	Count 65			1		20	2		14	53	10	6	3	1	37	5
	Col % 19%			17%		19%	33%		33%	24%	8%	7%	14%	50%	16%	11%
KW36M-KW48M	Count 53	1	5	1		25			5	40	12	8	4		43	8
	Col % 15%	20%	45%	17%		24%			12%	18%	10%	9%	18%		18%	18%
KW48M-KW60M	Count 64		3	2	1	18	1		9	33	31	22	3		45	7
	Col % 19%		27%	33%	50%	17%	17%		21%	15%	26%	24%	14%		19%	16%
KW60M-KW72M	Count 45	1	2		1	10	1	1	3	26	19	17	1		29	4
	Col % 13%	20%	18%		50%	10%	17%	100%	7%	12%	16%	19%	5%		12%	9%
KW72M+	Count 67	3	1	2		3	1		7	25	41	35	7	1	49	18
	Col % 20%	60%	9%	33%		3%	17%		17%	11%	34%	38%	32%	50%	21%	40%
No Income	Count 12					5			1	11			3		10	1
	Col % 4%					5%			2%	5%			14%		4%	2%
Total	Count 342	5	11	6	2	105	6	1	42	218	119	91	22	2	236	45

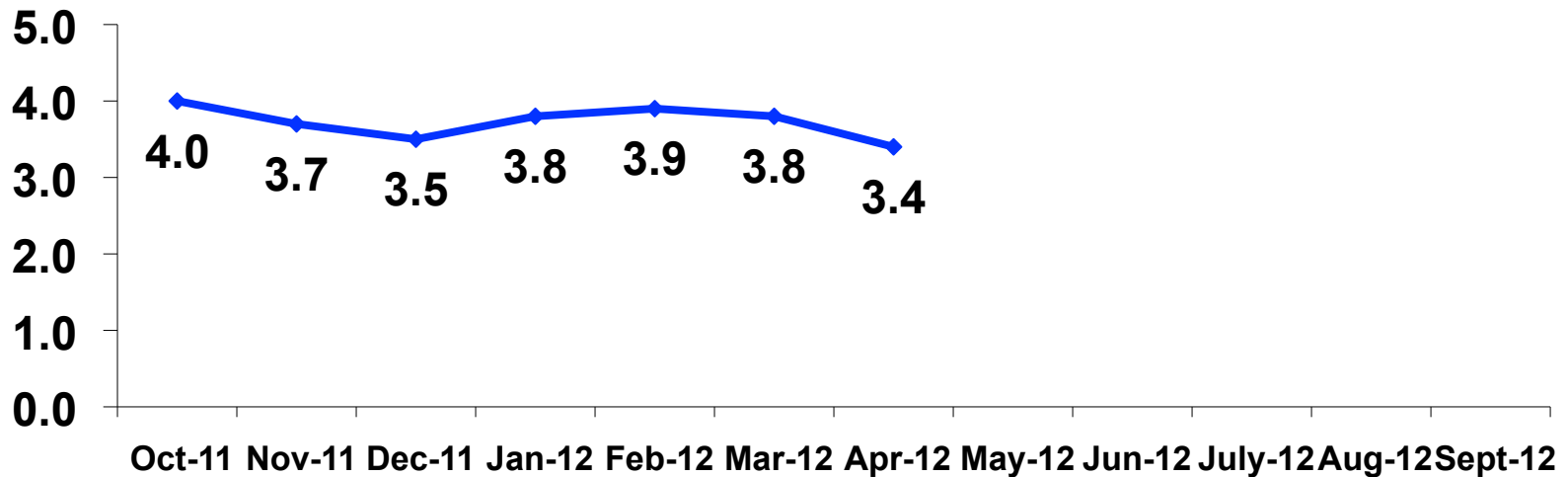
# Prior Trips to Guam Tracking



# Prior Trips to Guam Segmentation

	TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPEC IAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
Q.3A Yes	Count	5	7	5	2	105	5	1	38	197	103	81	13	3	212	
	Col %	87%	83%	64%	71%	67%	99%	33%	100%	88%	85%	87%	59%	100%	88%	
No	Count	1	4	2	1	1	1		6	26	18	12	9		28	45
	Col %	13%	17%	36%	29%	33%	1%	17%	14%	12%	15%	13%	41%		12%	100%
Total	Count	350	6	11	7	3	106	6	44	223	121	93	22	3	240	45

# Average Length of Stay Tracking



# Average Length of Stay Segmentation

	TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPEC IAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
Q.8 Mean	3.4	3.7	3.4	3.0	3.3	3.3	3.7	4.0	3.1	3.4	3.5	3.3	4.6	3.3	3.4	3.8
Median	3	4	3	3	3	3	3	4	3	3	3	3	4	3	3	3
Minimum	1	2	1	3	3	3	3	4	2	1	2	3	1	3	1	1
Maximum	26	6	6	3	4	5	5	4	4	21	26	6	21	4	26	21

# SECTION 2 **TRAVEL PLANNING**



# Travel Planning Segmentation

	TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPECIAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
Q.7 Full package tours	Count 197		4		3	86	3		16	120	76	59		1	146	13
	Col % 56%		36%		100%	81%	50%		36%	54%	62%	63%		33%	61%	29%
Free-time package tours	Count 109		5			19	3	1	9	72	34	32		1	64	21
	Col % 31%		45%			18%	50%	100%	20%	32%	28%	34%		33%	27%	47%
Individually arranged travel	Count 23	6	2							18	5	2	23		14	9
	Col % 7%	100%	18%							8%	4%	2%	100%		6%	20%
Group tour	Count 7			7		1			4	5	2	1			6	2
	Col % 2%			100%		1%			9%	2%	2%	1%			2%	4%
Company paid travel	Count 15								15	8	5			1	11	
	Col % 4%								34%	4%	4%			33%	5%	
Total	Count 351	6	11	7	3	106	6	1	44	223	122	94	23	3	241	45

# Travel Motivation Segmentation

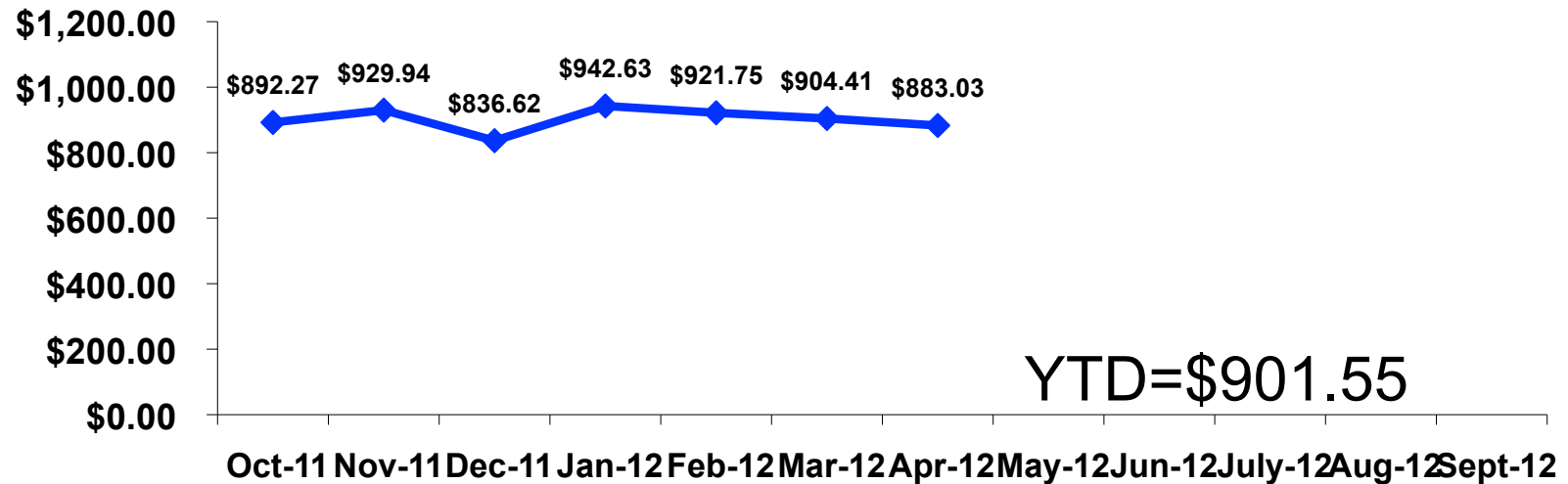
	TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPECIAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
Q.5 Just to relax	54%	50%	55%	29%	33%	40%	33%	100%	25%	49%	64%	79%	30%	67%	54%	49%
Beautiful seas, beaches, tropical climate	38%	33%	45%	14%	33%	24%	33%		23%	35%	43%	51%	26%	33%	38%	42%
Honeymoon	30%			14%		100%	33%	100%	2%	40%	13%				33%	2%
Short travel time	29%	67%	27%	14%		27%	17%		11%	29%	31%	36%	26%		25%	31%
It is a safe place to spend a vacation	26%	33%	9%	14%		18%	33%		20%	23%	30%	41%	22%	67%	26%	27%
Shopping	15%	17%	9%			14%	17%		2%	18%	10%	12%	22%		14%	20%
Recommendation of friend, relative, travel agency	14%	33%	18%			13%			5%	12%	17%	14%	22%		15%	13%
My company sponsored me	12%		9%	57%		1%			93%	11%	11%	5%		33%	13%	13%
Price of the tour package	7%	17%	9%		33%	7%			9%	8%	6%	6%	9%		5%	2%
Pleasure	7%		18%	14%		2%			7%	6%	8%	7%	13%		7%	16%
Water sports	5%				33%	2%	17%		7%	4%	7%	7%	4%		7%	2%
A previous visit	4%	17%	18%							4%	6%	4%	17%		3%	33%
Career certification or testing	3%		18%						5%	4%	2%	1%	17%		3%	16%
To visit friends or relatives	3%					2%				4%	2%	3%	17%		2%	4%
SCUBA diving	3%					2%			2%	3%	2%	2%	9%		4%	2%
To get married or Attend wedding	2%					2%	100%			2%	1%				2%	2%
To golf	1%			14%	33%				5%	1%	1%	1%			2%	2%
Company or Business trip	2%			14%					5%	0%	3%				2%	
Other	1%	17%							2%	1%		1%	4%		0%	
Organized Sporting Activity	0%				33%						1%	1%			0%	
Convention, Conference, Trade show	0%					1%				0%					0%	
Total Cases	352	6	11	7	3	106	6	1	44	224	122	94	23	3	241	45

# Information Sources Segmentation

	TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPECIAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
Q.1 Internet	85%	83%	100%	83%	100%	81%	50%	100%	81%	86%	85%	91%	78%	33%	83%	80%
Travel agent brochure	49%		36%	50%		70%	67%	100%	36%	50%	48%	52%	4%		51%	20%
Friend or relative	19%	33%	9%		33%	19%	83%		14%	19%	19%	20%	35%	33%	20%	13%
I have been to Guam before	13%	17%	36%	33%	33%	1%	17%		14%	12%	15%	13%	39%		12%	100%
Company travel department	14%	17%				10%	17%		38%	15%	10%	11%	4%	67%	13%	2%
Travel guide book at bookstores	6%	33%				7%				6%	7%	6%	13%		6%	4%
TV	6%	17%				5%			12%	5%	7%	3%	13%		5%	11%
Guam promo activities	5%					5%			5%	6%	2%	2%	9%		5%	2%
Newspaper	3%					1%			5%	2%	6%	4%	9%	33%	2%	4%
Magazine	3%	17%				1%	17%			2%	3%	3%	4%		2%	
Total Cases	350	6	11	6	3	105	6	1	42	222	122	94	23	3	240	45

# SECTION 3 **EXPENDITURES**

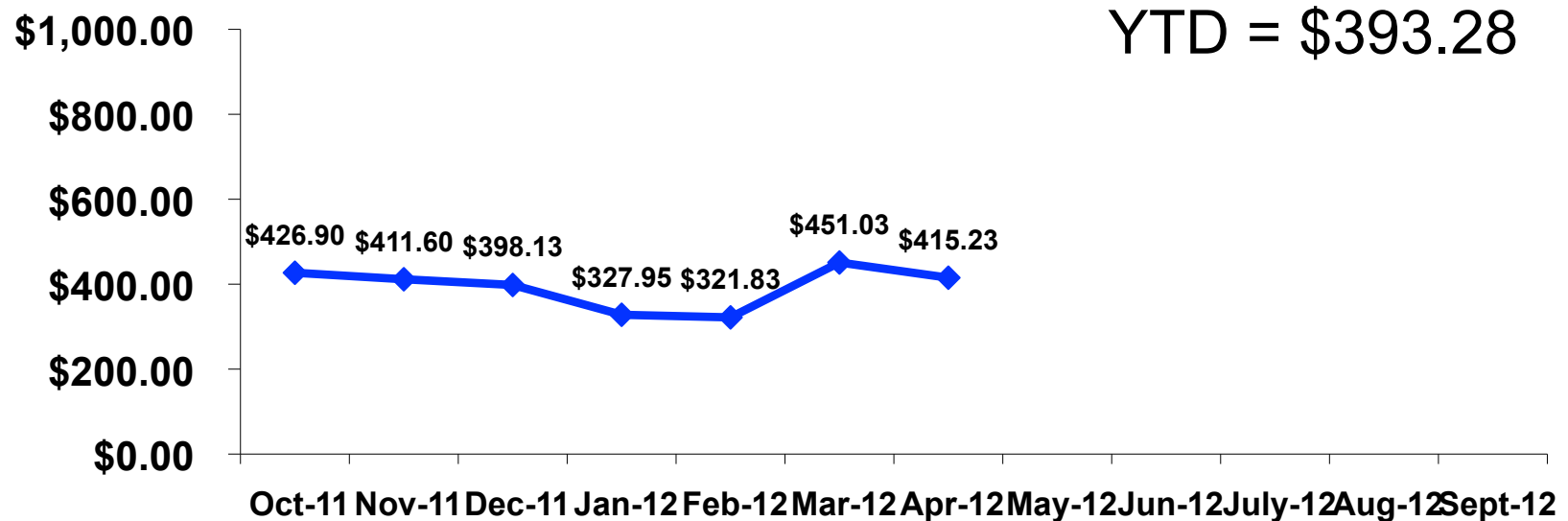
# Prepaid Expenditures Tracking



# Prepaid Expenditures Per Person Segmentation

		TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPECIAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
Prepaid	Mean	\$883.03	\$648.36	\$439.71	\$728.97	\$861.53	\$1,198.61	\$1,010.53	\$132.77	\$557.48	\$948.63	\$773.67	\$802.07	\$618.25	\$383.56	\$869.02	\$595.16
per	Median	\$885	\$741	\$62	\$686	\$797	\$1,328	\$1,018	\$133	\$613	\$974	\$874	\$863	\$797	\$0	\$885	\$885
person	Minimum	\$0.00	\$0.00	\$0.00	\$0.00	\$460.27	\$0.00	\$0.00	\$132.77	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
converted to \$	Maximum	\$3,540.54	\$1,327.70	\$1,106.42	\$1,770.27	\$1,327.70	\$3,540.54	\$1,681.76	\$132.77	\$1,770.27	\$3,540.54	\$2,708.52	\$1,770.27	\$1,681.76	\$1,150.68	\$3,540.54	\$1,416.22

# On-Island Expenditures Tracking



# On-Island Expenditures Per Person Segmentation

		TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPECIAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
Per person on-island exp	Mean	\$415.23	\$271.72	\$382.45	\$153.57	\$92.22	\$593.80	\$1,047.50	\$250.00	\$225.25	\$471.47	\$320.26	\$208.28	\$418.06	\$216.67	\$442.58	\$410.70
	Median	\$250	\$175	\$167	\$105	\$110	\$445	\$1,125	\$250	\$145	\$300	\$150	\$136	\$325	\$200	\$275	\$200
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$250.00	\$0	\$0	\$0	\$0	\$0	\$150.00	\$0	\$0
	Maximum	\$4,290.00	\$822.00	\$1,022.00	\$500.00	\$166.67	\$3,250.00	\$2,000.00	\$250.00	\$1,600.00	\$3,250.00	\$4,290.00	\$2,300.00	\$1,050.00	\$300.00	\$4,290.00	\$2,500.00

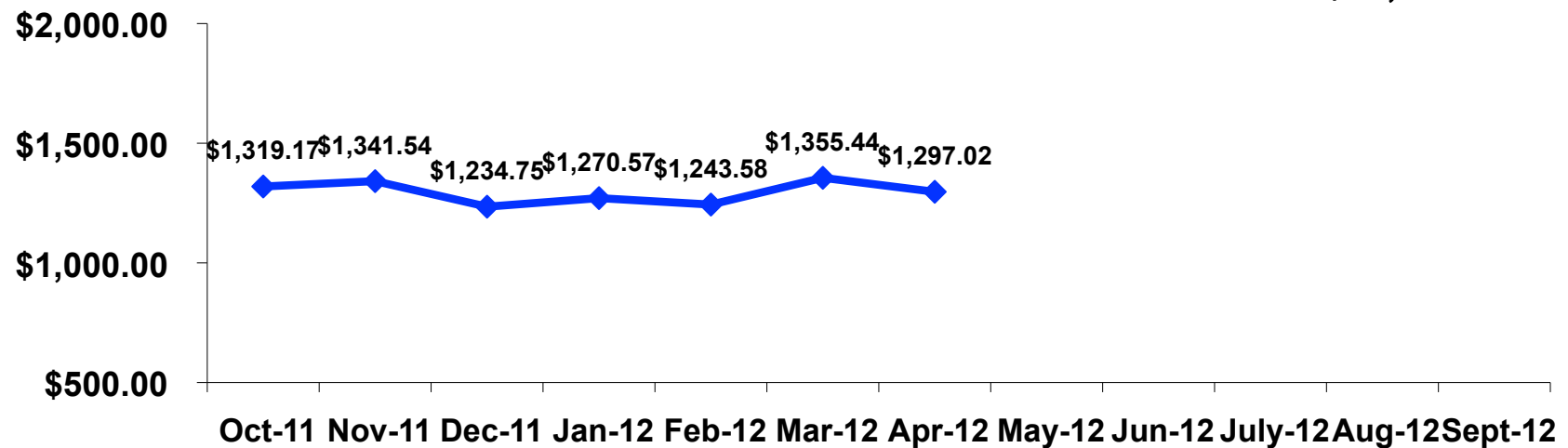


# On-Island Expense Breakdown

		TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPEC IAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
F&B-HOTEL	Mean	\$52.08	\$128.33	\$33.18	\$0.00	\$0.00	\$25.50	\$35.00	\$0.00	\$28.30	\$52.24	\$54.36	\$31.59	\$95.65	\$0.00	\$43.31	\$95.56
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$5.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
F&B-FF REST/CONV	Mean	\$25.42	\$21.67	\$19.18	\$12.86	\$0.00	\$31.19	\$108.33	\$0.00	\$9.05	\$27.99	\$21.95	\$23.62	\$23.04	\$0.00	\$28.68	\$21.58
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$25.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
F&B-OUT- SIDE HOTEL/ REST	Mean	\$36.42	\$83.33	\$64.55	\$0.00	\$0.00	\$27.47	\$93.33	\$0.00	\$16.79	\$43.13	\$25.88	\$40.54	\$53.04	\$0.00	\$40.04	\$61.73
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$30.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
OPTIONAL TOUR	Mean	\$101.95	\$136.67	\$30.91	\$0.00	\$0.00	\$138.68	\$185.00	\$0.00	\$91.84	\$94.19	\$96.61	\$102.79	\$70.65	\$0.00	\$118.15	\$50.78
	Median	\$0.00	\$100.00	\$0.00	\$0.00	\$0.00	\$0.00	\$105.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
GIFT/ SOUV-SELF	Mean	\$215.01	\$103.33	\$266.36	\$50.00	\$0.00	\$329.34	\$816.67	\$0.00	\$58.00	\$246.50	\$167.77	\$181.44	\$160.87	\$0.00	\$260.89	\$189.44
	Median	\$0.00	\$0.00	\$10.00	\$10.00	\$0.00	\$5.00	\$450.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$14.00	\$0.00
GIFT/ SOUV- F&F AT HOME	Mean	\$104.38	\$83.33	\$10.00	\$28.57	\$0.00	\$177.59	\$116.67	\$0.00	\$45.02	\$100.84	\$116.00	\$81.35	\$84.57	\$0.00	\$115.71	\$56.16
	Median	\$0.00	\$50.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$80.00	\$0.00	\$0.00	\$0.00
LOCAL TRANS	Mean	\$17.24	\$61.00	\$38.55	\$11.43	\$0.00	\$9.17	\$21.67	\$0.00	\$8.14	\$20.97	\$11.25	\$22.79	\$59.87	\$0.00	\$18.13	\$23.36
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
OTHER EXP	Mean	\$293.04	\$343.33	\$230.36	\$50.71	\$313.33	\$456.99	\$391.67	\$500.00	\$101.91	\$341.24	\$206.42	\$195.85	\$207.83	\$483.33	\$248.64	\$342.51
	Median	\$5.00	\$230.00	\$14.00	\$0.00	\$440.00	\$35.00	\$175.00	\$500.00	\$0.00	\$5.00	\$7.50	\$0.00	\$0.00	\$300.00	\$5.00	\$0.00

# Total Expenditures Tracking

YTD=\$1,294.64



# Total Expenditures Per Person Segmentation

	TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPEC IAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
TOTPP Mean	\$1,297.02	\$920.08	\$822.16	\$882.54	\$953.75	\$1,792.41	\$2,058.03	\$382.77	\$782.73	\$1,418.40	\$1,093.93	\$1,010.35	\$1,036.31	\$600.23	\$1,309.90	\$1,105.86
Median	1185.14	980.47	815.77	685.98	906.62	1809.38	2474.83	382.77	688.19	1352.70	1004.50	991.39	946.62	300.00	1192.75	1061.22
Minimum	.00	.00	.00	30.00	626.94	.00	.00	382.77	.00	.00	.00	.00	.00	150.00	.00	24.00
Maximum	6945.41	2149.70	2084.16	1970.27	1327.70	4770.27	2885.14	382.77	2590.27	4770.27	6945.41	4070.27	2381.76	1350.68	6945.41	3473.65

SECTION 4  
**ADVANCED STATISTICS**

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# 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 2011, Jan, Feb, Mar, Apr 2012 and Overall Oct 2011 - Apr 2012								
	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	Combined Oct 2011 - Apr 2012
Independent Variables:	rank	rank	rank	rank	rank	rank	rank	rank
Cleanliness of beaches & parks	2	2	2	4	2	3	<b>2</b>	2
Ease of getting around							<b>5</b>	6
Safety walking around at night								
Quality of daytime tours		5	1	2	3			3
Variety of daytime tours	4	3					<b>4</b>	7
Quality of nighttime tours								
Variety of nighttime tours								
Quality of shopping	3	4	4	3		2		4
Variety of shopping							<b>3</b>	
Price of things on Guam					4	4		5
Quality of hotel accommodations	1	1	3	1	1	1	<b>1</b>	1
% of Overall Satisfaction Accounted For	57.9%	49.9%	56.2%	53.3%	42.0%	57.5%	<b>50.9%</b>	51.3%

NOTE: Only significant variables are ranked.

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# Drivers of Overall Satisfaction

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by five significant factors in the April 2012 Period, by rank order they are:
  - **Quality of hotel accommodations,**
  - **Cleanliness of beaches and parks,**
  - **Variety of shopping,**
  - **Variety of daytime tours, and**
  - **Ease of getting around.**
- With all five factors the overall  $r^2$  is .509 meaning that **50.9% of overall satisfaction is accounted for by these five factors.**

**Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2011, and Jan, Feb, Mar, Apr 2012 and Overall Oct 2011 - Apr 2012**

	Oct-11	Nov-11	Dec-1	Jan-1	Feb-1	Mar-1	Apr-1	Combined Oct 2011 - Apr 2012
Independent Variables:	rank	rank	rank	rank	rank	rank	rank	rank
Cleanliness of beaches & parks			2					3
Ease of getting around	1						2	
Safety walking around at night								
Quality of daytime tours								
Variety of daytime tours		2						
Quality of nighttime tours				1				2
Variety of nighttime tours								
Quality of shopping		1						1
Variety of shopping				2			1	
Price of things on Guam			1					
Quality of hotel accommodations								
% of Overall Satisfaction Accounted For	1.8%	2.1%	3.0%	3.1%	0.0%	0.0%	2.8%	1.6%

NOTE: Only significant variables are ranked.



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# Drivers of Per Person On Island Expenditure

- **Per Person On-Island Expenditure** of Korean visitors on Guam is driven by two significant factors in the April 2012 Period, by rank order they are:
  - **Variety of shopping, and**
  - **Ease of getting around.**
- With these two factors the overall  $r^2$  is .028 meaning that **2.8% of per person on-island expenditure is accounted for by these two factors.**