



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2012 MARKET SEGMENTATION –

AUGUST 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 **351** 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 **351** 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.

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.

Highlighted Segments Parameters

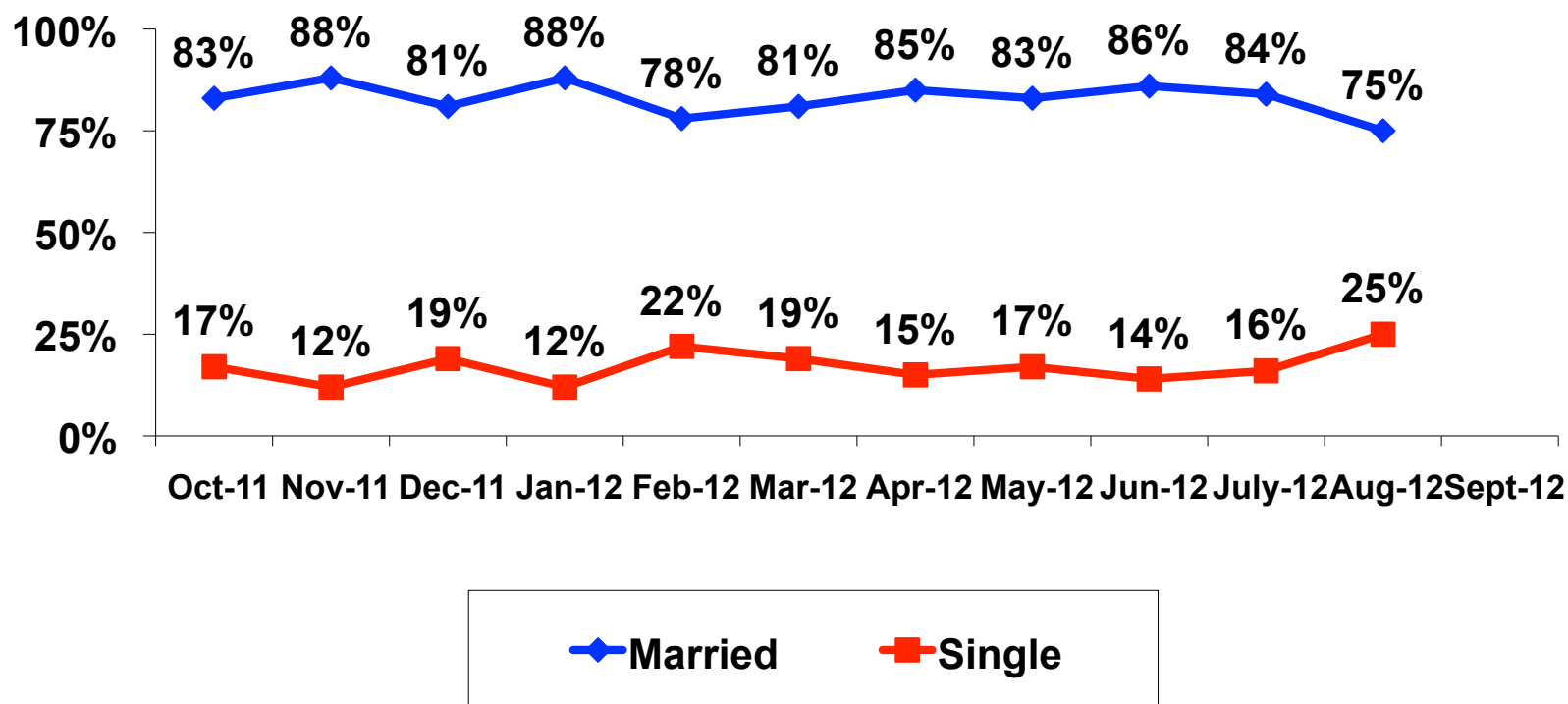
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QD/ Q.31
- Group Travelers – Q.7
- English Language Tour – Q.5/ Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.D
- 36-55 – Q.D
- Traveling with children – Q.6
- FITs – Q.7
- Seniors – 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%	3%	1%	4%	4%	
Gold Miss	2%	2%	3%	2%	3%	3%	3%	3%	1%	2%	3%	
Group	1%	2%	5%	3%	3%	4%	2%	3%	5%	1%	3%	
Eng Lang Tour	0%	1%	1%	1%	0%	-	1%	0%	0%	1%	0%	
Honeymoon	29%	33%	11%	12%	8%	15%	30%	14%	20%	14%	4%	
Wedding	3%	1%	2%	1%	-	0%	2%	-	1%	0%	0%	
Spec Int Trvl	1%	-	0%	1%	1%	1%	0%	1%	1%	1%	1%	
Incentive	5%	5%	14%	5%	11%	9%	13%	11%	20%	3%	2%	
18-35	67%	65%	51%	40%	46%	64%	64%	62%	53%	58%	55%	
36-55	32%	35%	46%	57%	51%	34%	35%	35%	46%	41%	44%	
Child	28%	36%	40%	49%	41%	24%	27%	34%	31%	41%	41%	
FITs	6%	5%	5%	6%	6%	5%	7%	7%	3%	9%	6%	
Seniors	0%	-	1%	1%	1%	1%	1%	1%	0%	1%	1%	
Sports	66%	68%	69%	69%	68%	62%	69%	65%	66%	64%	72%	
Repeat	17%	14%	16%	17%	14%	21%	13%	16%	12%	16%	15%	
TOTAL	352	353	351	352	350	351	352	352	352	353	351	5

SECTION 1 **PROFILE OF RESPONDENTS**

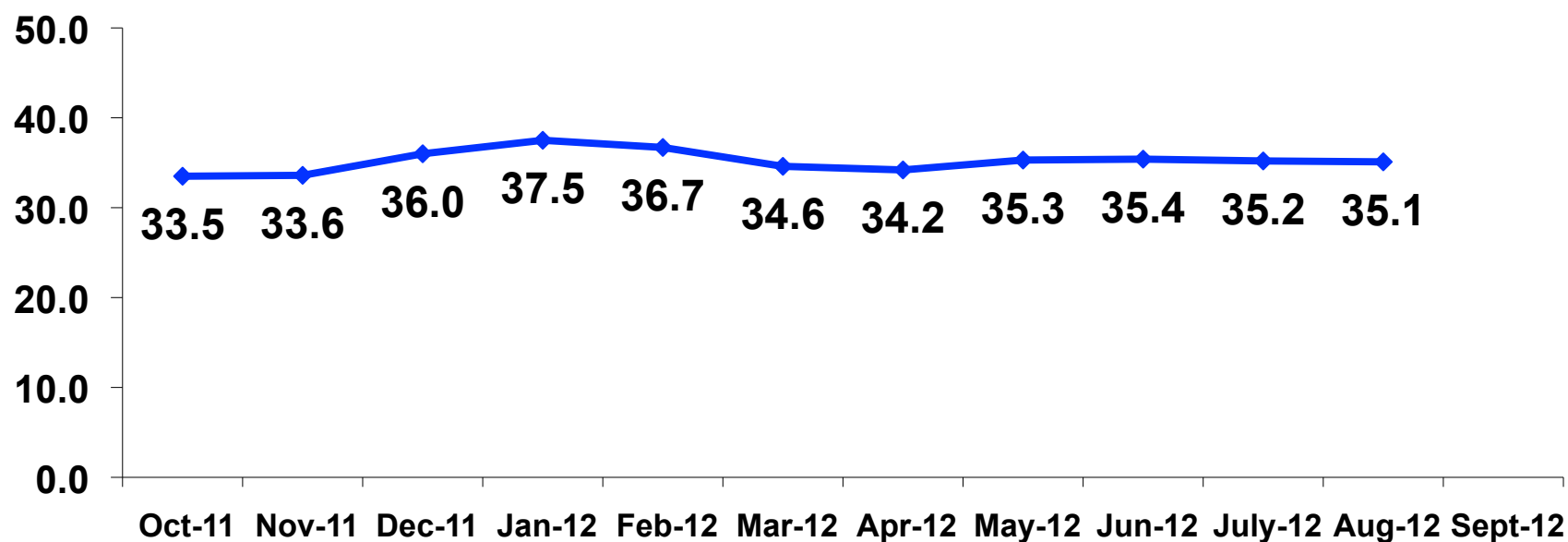
Marital Status Tracking



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	262	13		7	1	13	1	1	6	115	145	141	16	2	187	43
Col %	75%	93%		78%	100%	100%	100%	50%	100%	59%	94%	98%	73%	100%	75%	84%
Single Count	89	1	9	2				1		79	10	3	6		64	8
Col %	25%	7%	100%	22%				50%		41%	6%	2%	27%		25%	16%
Total Count	351	14	9	9	1	13	1	2	6	194	155	144	22	2	251	51

Average Age Tracking



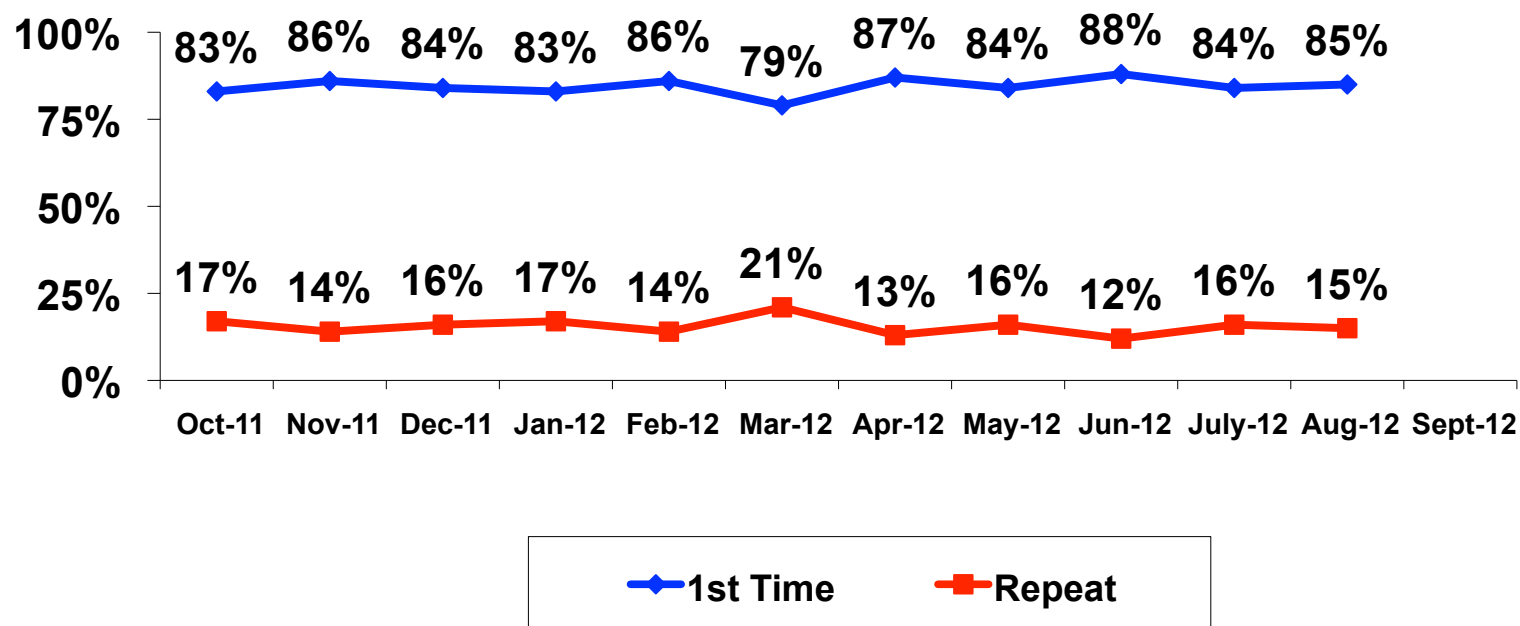
Age Segmentation

		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	171	2	3	5	11	1	2		171		27	9		117	11
		Col %	49%	14%	33%	56%	85%	100%	100%		88%		19%	41%		47%	22%
	35-54	Count	177	11	6	4	1	2		6	23	154	116	12		131	40
		Col %	50%	79%	67%	44%	100%			100%	12%	99%	81%	55%		52%	78%
	55+	Count	3	1								1	1	1	2	3	
		Col %	1%	7%								1%	1%	5%	100%	1%	
Total	Count	351	14	9	9	1	13	1	2	6	194	155	144	22	2	251	51
C	Mean	35.1	42.4	35.6	37.0	45.0	30.8	34.0	26.0	42.8	30.0	41.0	38.3	38.6	69.0	35.5	38.0
	Median	35	42	35	34	45	29	34	26	42	31	40	38	37	69	35	39

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 7					1				6	1				6	
		Col % 2%					8%				3%	1%				3%	
	KW12M-KW24M	Count 9									8	1	2			3	1
		Col % 3%									4%	1%	1%			1%	2%
	KW24M-KW36M	Count 45	1			1	2			1	31	13	6	6	1	31	4
		Col % 13%	8%			100%	17%			17%	17%	9%	4%	29%	50%	13%	8%
	KW36M-KW48M	Count 49	1	4	3		5	1			36	13	16	2		35	4
		Col % 15%	8%	44%	38%		42%	100%			19%	9%	12%	10%		15%	8%
	KW48M-KW60M	Count 46	1	2	2		3			1	30	15	15	2	1	32	7
		Col % 14%	8%	22%	25%		25%			17%	16%	10%	11%	10%	50%	13%	14%
	KW60M-KW72M	Count 41	4	1			1				25	16	20	4		25	6
		Col % 12%	31%	11%			8%				13%	11%	14%	19%		10%	12%
	KW72M+	Count 131	4	2	3				1	4	46	85	77	5		101	25
		Col % 39%	31%	22%	38%				50%	67%	25%	57%	56%	24%		42%	51%
	No Income	Count 9	2						1		5	4	2	2		7	2
		Col % 3%	15%						50%		3%	3%	1%	10%		3%	4%
Total	Count	337	13	9	8	1	12	1	2	6	187	148	138	21	2	240	49

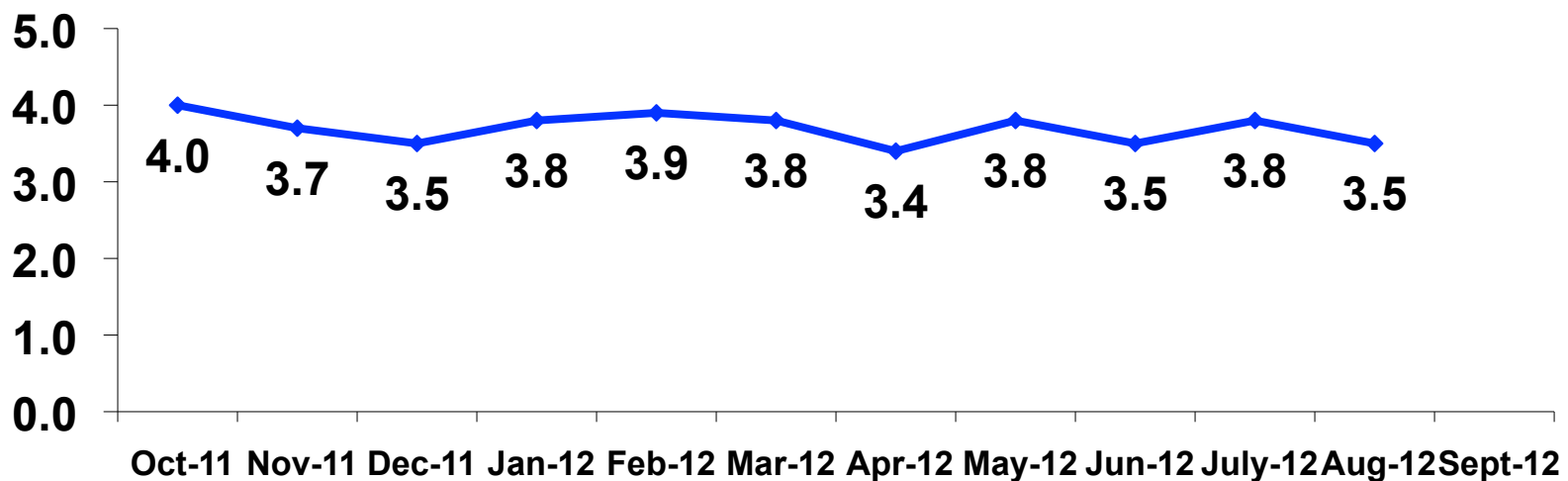
Prior Trips to Guam Tracking



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	299	12	7	7	1	13	1	2	4	178	119	111	19	2	216	
Cal %	85%	86%	78%	78%	100%	100%	100%	100%	67%	92%	77%	77%	86%	100%	86%	
No Count	51	2	2	2					2	15	36	33	3		34	51
Cal %	15%	14%	22%	22%					33%	8%	23%	23%	14%		14%	100%
Total Count	350	14	9	9	1	13	1	2	6	193	155	144	22	2	250	51

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	3.5	4.3	3.6	4.0	5.0	3.9	7.0	3.5	3.5	3.6	3.4	3.6	4.2	3.5	3.5	3.5
Median	3	4	4	4	5	4	7	4	4	4	3	3	4	4	3	3
Minimum	2	3	3	3	5	3	7	3	3	3	2	3	3	3	3	2
Maximum	9	9	4	7	5	7	7	4	4	7	9	7	9	4	9	6

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	161		3			6		1	2	63	97	80		1	121	26
		Col %	46%		33%			46%		50%	33%	33%	63%	56%		50%	48%	51%
	Free-time package tours	Count	155		5			4		1	1	113	42	50			102	19
		Col %	44%		56%			31%		50%	17%	59%	27%	35%			41%	37%
	Individually arranged travel	Count	22	14			1	1				11	10	8	22	1	17	3
		Col %	6%	100%			100%	8%				6%	6%	6%	100%	50%	7%	6%
	Group tour	Count	9		1	9		2	1		2	5	4	5			8	2
		Col %	3%		11%	100%		15%	100%		33%	3%	3%	3%			3%	4%
	Other	Count	1									1					1	
		Col %	0%									1%					0%	
	Company paid travel	Count	1								1		1				1	1
		Col %	0%								17%		1%				0%	2%
Total	Count		349	14	9	9	1	13	1	2	6	193	154	143	22	2	250	51

Travel Motivation 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.5	Just to relax	67%	50%	78%	22%		23%		50%	33%	67%	67%	67%	50%	50%	69%	59%
	Beautiful seas, beaches, tropical climate	50%	50%	89%	33%		15%		50%	17%	59%	40%	47%	41%	50%	49%	43%
	It is a safe place to spend a vacation	36%	43%	44%			8%			33%	33%	39%	41%	45%	100%	35%	49%
	Short travel time	35%	43%	33%		100%	23%				35%	35%	42%	36%	50%	35%	35%
	Recommendation of friend, relative, travel agency	15%	14%		22%		31%	100%		17%	16%	14%	15%	14%	50%	17%	4%
	Shopping	15%	14%	22%	11%		8%		50%	17%	17%	13%	12%	14%	50%	15%	18%
	Water sports	11%	7%		22%		8%				11%	12%	10%	9%		16%	18%
	A previous visit	9%	7%	11%							5%	15%	15%	9%		9%	65%
	Pleasure	9%	21%	44%							9%	9%	8%	18%		9%	14%
	Honeymoon	4%			22%		100%	100%			6%	1%	1%	5%		4%	
	To visit friends or relatives	3%	14%	22%	22%	100%	15%	100%			1%	6%	3%	14%		4%	4%
	Price of the tour package	4%	7%								6%	1%	3%	5%		4%	2%
	To golf	2%		11%						17%	1%	5%	3%			3%	4%
	My company sponsored me	2%			22%					100%		4%	1%			2%	4%
	Organized Sporting Activity	2%									1%	3%	3%	5%		3%	4%
	SCUBA diving	1%	7%			100%					1%	3%	2%	5%		2%	
	Other	1%			11%						1%	2%	3%			1%	
	Company or Business trip	1%								17%		1%	1%			1%	2%
	Promotional materials from GVB	1%									1%			5%		1%	
	To get married or Attend wedding	0%			11%		8%	100%			1%		1%			0%	
	Special Interest Tour	0%							50%		1%					0%	
	Career certification or testing	0%									1%					0%	
Total	Cases	351	14	9	9	1	13	1	2	6	194	155	144	22	2	251	51

Information Sources

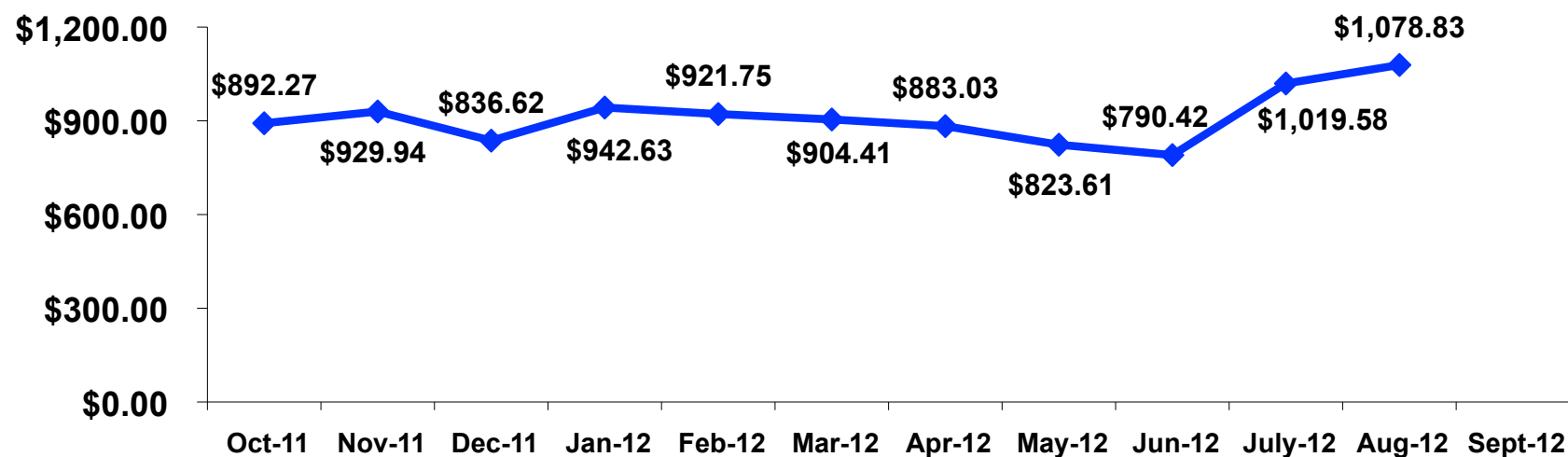
Segmentation

	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.1 Internet	90%	100%	89%	67%	100%	77%	100%	100%	67%	93%	87%	88%	95%	100%	91%	75%
Travel agent brochure	42%	14%	56%	22%		54%			17%	46%	38%	40%	14%		42%	29%
Friend or relative	22%	36%	22%	44%	100%	38%	100%	50%		23%	21%	23%	45%	50%	23%	14%
I have been to Guam before	15%	14%	22%	22%					33%	8%	23%	23%	14%		14%	100%
Travel guide book at bookstores	13%	29%	11%		100%	8%				16%	9%	11%	27%		12%	4%
Company travel department	9%	14%	11%	22%	100%	15%		50%	50%	9%	10%	12%	14%		10%	4%
Guam promo activities	8%	21%		11%		8%				9%	7%	7%	18%		8%	10%
Magazine	4%									2%	6%	6%			3%	10%
TV	4%	7%								4%	3%	4%	5%	50%	4%	
Newspaper	2%	7%	11%	11%						2%	3%	3%	5%		2%	6%
Pod casts	1%									2%		1%			0%	
Total Cases	351	14	9	9	1	13	1	2	6	194	155	144	22	2	251	51

SECTION 3 **EXPENDITURES**

Prepaid Expenditures Tracking

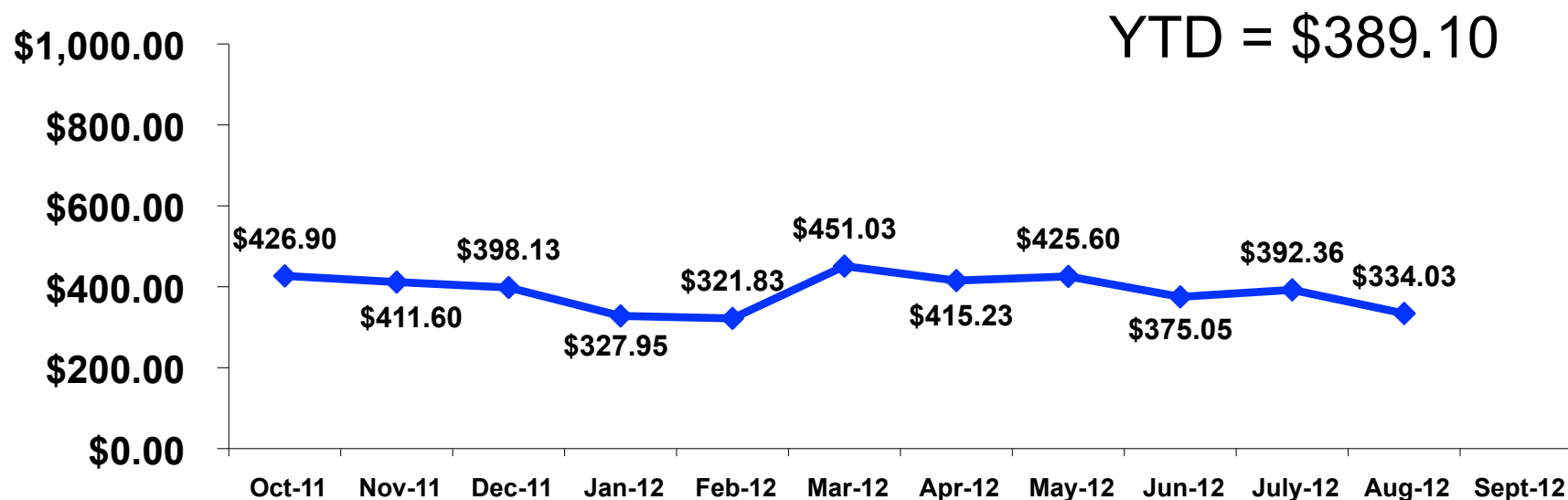
YTD=\$911.20



Prepaid 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
Prepaid	Mean	\$1,078.83	\$807.81	\$1,202.05	\$1,012.07	\$895.20	\$1,790.97	\$1,193.60	\$1,754.59	\$760.92	\$1,122.36	\$1,021.22	\$1,048.68	\$802.97	\$1,320.42	\$1,087.12	\$394.20
per	Median	\$1,253	\$940	\$1,343	\$1,052	\$895	\$1,728	\$1,194	\$1,755	\$0	\$1,253	\$1,164	\$1,194	\$895	\$1,320	\$1,301	\$1,119
person	Minimum	\$00	\$00	\$00	\$00	\$895.20	\$805.68	\$1,193.60	\$1,584.50	\$00	\$00	\$00	\$00	\$00	\$1,193.60	\$00	\$00
converted to \$	Maximum	\$4,028.40	\$1,790.40	\$2,685.60	\$4,028.40	\$895.20	\$4,028.40	\$1,193.60	\$1,924.68	\$3,133.20	\$4,028.40	\$3,133.20	\$4,028.40	\$1,790.40	\$1,447.24	\$3,133.20	\$1,790.40

On-Island Expenditures Tracking



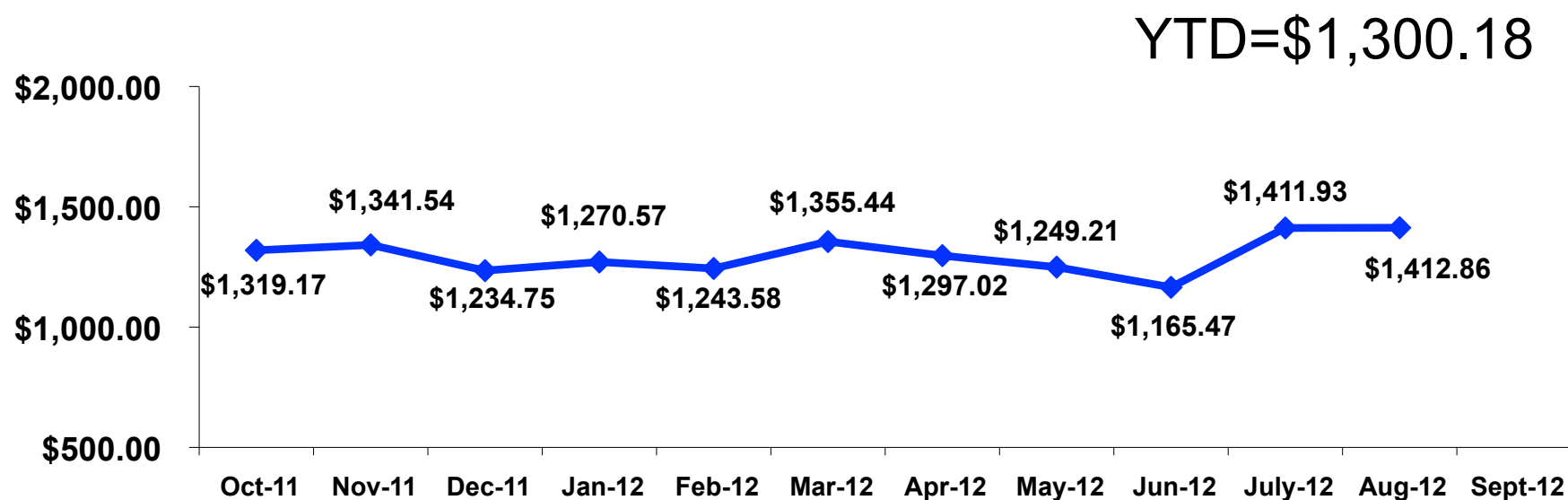
On-Island Expenditures Per Person Segmentation

		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
Per peson on-island exp	Mean	\$334.03	\$411.17	\$365.19	\$431.74	\$218.00	\$433.45	\$433.33	\$325.00	\$226.72	\$389.86	\$266.10	\$262.51	\$418.02	\$183.33	\$330.03	\$322.89
	Median	\$250	\$383	\$400	\$500	\$218	\$433	\$433	\$325	\$214	\$300	\$200	\$176	\$358	\$183	\$240	\$230
	Minimum	\$0.00	\$0.00	\$0.00	\$0.00	\$218.00	\$0.00	\$433.33	\$250.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$33.33	\$0.00	\$0.00
	Maximum	\$3,233.33	\$1,100.00	\$670.00	\$1,333.33	\$218.00	\$1,000.00	\$433.33	\$400.00	\$500.00	\$3,233.33	\$1,725.00	\$3,233.33	\$1,250.00	\$333.33	\$2,250.00	\$2,000.00

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	\$67.89	\$60.00	\$6.67	\$70.44	\$100.00	\$18.46	\$0.00	\$20.00	\$5.67	\$65.78	\$71.42	\$83.95	\$139.55	\$0.00	\$75.06	\$168.20
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$100.00	\$0.00	\$0.00	\$20.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
F&B-FF REST/CONV	Mean	\$27.91	\$32.14	\$35.00	\$22.44	\$200.00	\$16.77	\$0.00	\$0.00	\$0.00	\$23.67	\$33.59	\$33.89	\$40.91	\$0.00	\$27.28	\$27.45
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$200.00	\$0.00	\$0.00	\$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	\$72.93	\$185.71	\$38.89	\$22.22	\$300.00	\$60.23	\$0.00	\$100.00	\$0.00	\$83.55	\$60.58	\$78.54	\$150.00	\$0.00	\$56.76	\$53.53
	Median	\$0.00	\$25.00	\$0.00	\$0.00	\$300.00	\$0.00	\$0.00	\$100.00	\$0.00	\$0.00	\$0.00	\$0.00	\$25.00	\$0.00	\$0.00	\$0.00
OPTIONAL TOUR	Mean	\$143.01	\$72.86	\$164.44	\$17.78	\$200.00	\$110.00	\$160.00	\$200.00	\$183.33	\$154.26	\$130.85	\$133.48	\$50.45	\$0.00	\$166.98	\$127.84
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$200.00	\$0.00	\$160.00	\$200.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
GIFT/ SOUV-SELF	Mean	\$171.90	\$197.14	\$76.67	\$448.89	\$50.00	\$125.15	\$0.00	\$315.00	\$177.67	\$179.29	\$164.87	\$203.26	\$180.00	\$0.00	\$168.64	\$249.80
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$50.00	\$0.00	\$0.00	\$315.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
GIFT/ SOUV- F&F AT HOME	Mean	\$82.48	\$86.43	\$103.33	\$211.11	\$10.00	\$255.00	\$1,000.00	\$0.00	\$66.67	\$86.93	\$77.97	\$88.26	\$95.00	\$0.00	\$79.24	\$64.37
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$10.00	\$200.00	\$1,000.00	\$0.00	\$50.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
LOCAL TRANS	Mean	\$40.17	\$62.86	\$8.33	\$0.00	\$30.00	\$27.54	\$0.00	\$15.00	\$0.00	\$50.24	\$28.07	\$30.03	\$55.91	\$0.00	\$32.00	\$29.04
	Median	\$0.00	\$10.00	\$0.00	\$0.00	\$30.00	\$0.00	\$0.00	\$15.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
OTHER EXP	Mean	\$305.50	\$639.29	\$363.33	\$237.78	\$400.00	\$340.92	\$840.00	\$0.00	\$4.50	\$310.76	\$288.73	\$272.24	\$410.45	\$1,100.00	\$308.53	\$251.12
	Median	\$10.00	\$20.00	\$350.00	\$0.00	\$400.00	\$10.00	\$840.00	\$0.00	\$0.00	\$10.00	\$20.00	\$0.00	\$0.00	\$1,100.00	\$10.00	\$0.00

Total Expenditure Tracking



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	\$1,412.86	\$1,218.98	\$1,567.24	\$1,443.81	\$1,113.20	\$2,224.42	\$1,626.93	\$2,079.59	\$987.64	\$1,512.22	\$1,287.33	\$1,311.18	\$1,220.98	\$1,503.75	\$1,417.15	\$1,217.09
	Median	1505.30	1484.72	1732.79	1070.86	1113.20	2125.44	1626.93	2079.59	350.00	1555.97	1430.05	1385.70	1239.27	1503.75	1542.80	1340.33
	Minimum	.00	.00	.00	.00	1113.20	805.68	1626.93	1984.50	.00	.00	.00	.00	.00	1480.57	.00	.00
	Maximum	4628.40	1990.40	3335.60	4628.40	1113.20	4628.40	1626.93	2174.68	3360.20	4628.40	3435.60	4628.40	2390.40	1526.93	4488.00	2646.29

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 ($p \leq .05$) 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, May, June, July, Aug 2012 and Overall Oct 2011 - Aug 2012												
	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Combine d Oct 2011 - Aug 2012
Independent Variables:	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank
Cleanliness of beaches & parks	2	2	2	4	2	3	2	3	4	3	3	2
Ease of getting around							5			5	2	5
Safety walking around at night												
Quality of daytime tours		5	1	2	3			2	2	1		3
Variety of daytime tours	4	3					4				6	7
Quality of nighttime tours											5	
Variety of nighttime tours												8
Quality of shopping	3	4	4	3		2		4			4	4
Variety of shopping							3		3			9
Price of things on Guam					4	4				4		6
Quality of hotel accommodations	1	1	3	1	1	1	1	1	1	2	1	1
% of Overall Satisfaction Accounted For	57.9%	49.9%	56.2%	53.3%	42.0%	57.5%	50.9%	57.2%	48.5%	55.0%	58.3%	52.2%
NOTE: Only significant variables are ranked.												

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by six significant factors in the August 2012 Period, by rank order they are:
 - **Quality of hotel accommodations,**
 - **Ease of getting around,**
 - **Cleanliness of beaches and parks,**
 - **Quality of shopping,**
 - **Quality of night time tours, and**
 - **Variety of day time tours.**
- With all six factors the overall r^2 is .583 meaning that **58.3% of overall satisfaction is accounted for by these six factors.**

Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2011, and Jan, Feb, Mar, Apr, May, June, July, August 2012 and Overall Oct 2011 - August 2012												
	Oct-1 1	Nov-1 1	Dec-1 1	Jan-1 2	Feb-1 2	Mar-1 2	Apr-1 2	May-1 2	Jun-1 2	Jul-1 2	Aug- 12	Combine d Oct 2011 - Aug 2012
Independent Variables:	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank
Cleanliness of beaches & parks			2									
Ease of getting around	1						2			1		
Safety walking around at night												
Quality of daytime tours											2	
Variety of daytime tours		2										
Quality of nighttime tours				1							1	
Variety of nighttime tours									1			2
Quality of shopping		1										1
Variety of shopping				2			1		2			
Price of things on Guam			1							2		
Quality of hotel accommodations												
% of Overall Satisfaction Accounted For	1.8%	2.1%	3.0%	3.1%	0.0%	0.0%	2.8%	0.0%	6.8%	3.0%	4.3%	1.2%
NOTE: Only significant variables are ranked.												

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 August 2012 Period, by rank order they are:
 - **Quality of night time tours, and**
 - **Quality of day time tours.**
- With these two factors, the overall r^2 is .043 meaning that **4.3% of per person on island expenditure is accounted for by these two factors.**