



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2013 Market Segmentation

APRIL 2013



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 **350** 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 **350** 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 Travel
 - Incentive Market
 - 18-35
 - 36-55
 - Traveling with children
 - FITs
 - Seniors
 - Sports competition/spectator
 - To identify the most significant factors affecting overall visitor satisfaction.
 - To identify (for all Korean visitors) the most important determinants of on-island spending

Highlighted Segments

Parameters

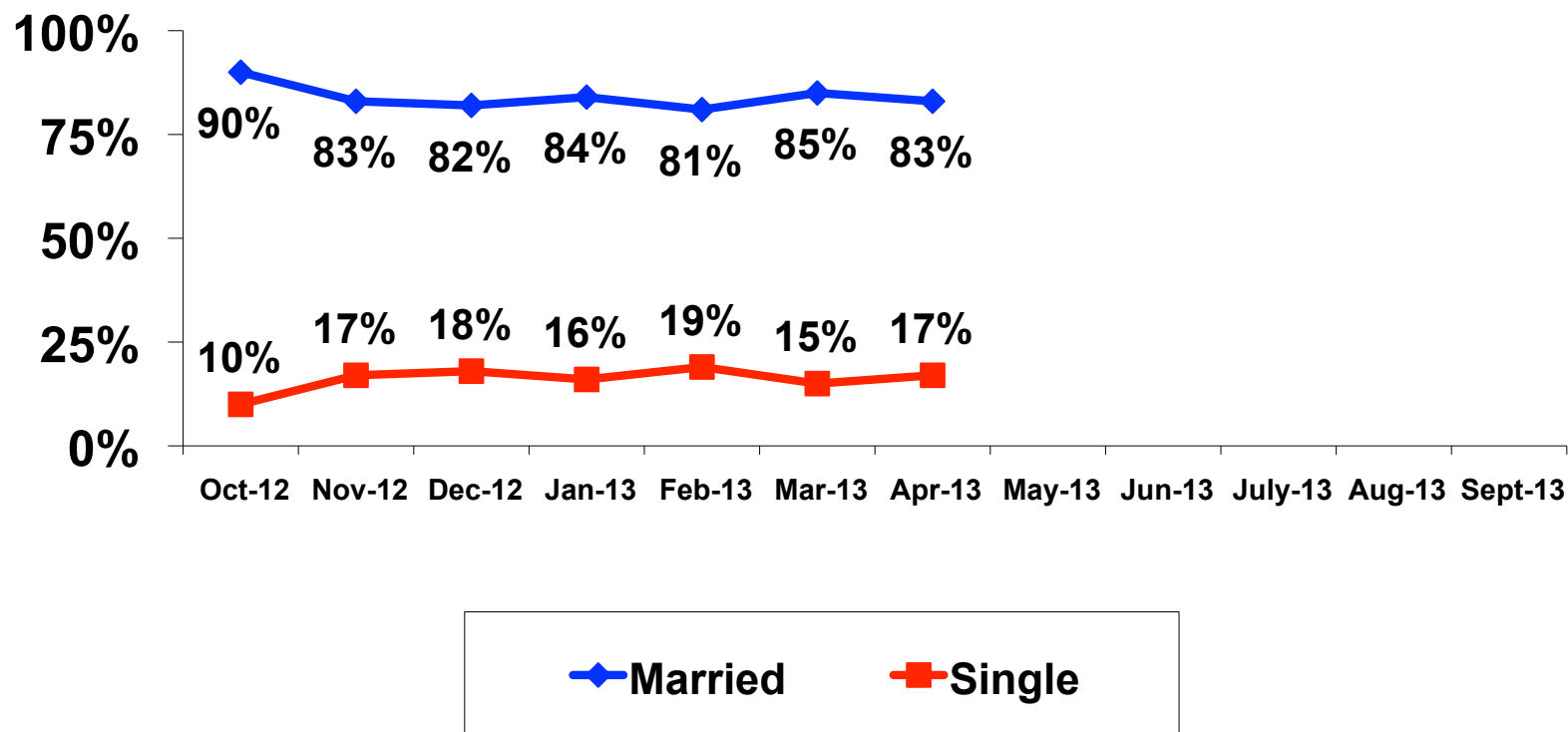
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Travel– Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors – Q.F
- Sports comp/spectator – Q.5/Q.19

Highlighted Segments

	Oct 12	Nov 12	Dec 12	Jan 13	Feb 13	Mar 13	Apr 13	May 13	Jun 13	Jul 13	Aug 13	Sept 13
Family/ FIT	7%	4%	5%	4%	5%	6%	4%					
Group	0%	-	-	1%	0%	0%	-					
Eng Language	0%	-	-	1%	0%	0%	1%					
Honeymoon	30%	20%	11%	8%	12%	23%	18%					
Wedding	1%	1%	0%	-	1%	0%	1%					
Incentive	3%	3%	2%	9%	2%	8%	2%					
18-35	63%	66%	47%	49%	52%	69%	69%					
36-55	35%	31%	47%	47%	43%	26%	26%					
Child	36%	33%	48%	45%	44%	37%	40%					
FIT	8%	8%	7%	5%	7%	8%	6%					
Golden Miss	4%	4%	5%	4%	3%	5%	5%					
Senior	1%	1%	1%	1%	1%	2%	2%					
Sport	33%	30%	33%	28%	24%	23%	23%					
TOTAL	351	351	350	350	351	351	350					

SECTION 1 **PROFILE OF RESPONDENTS**

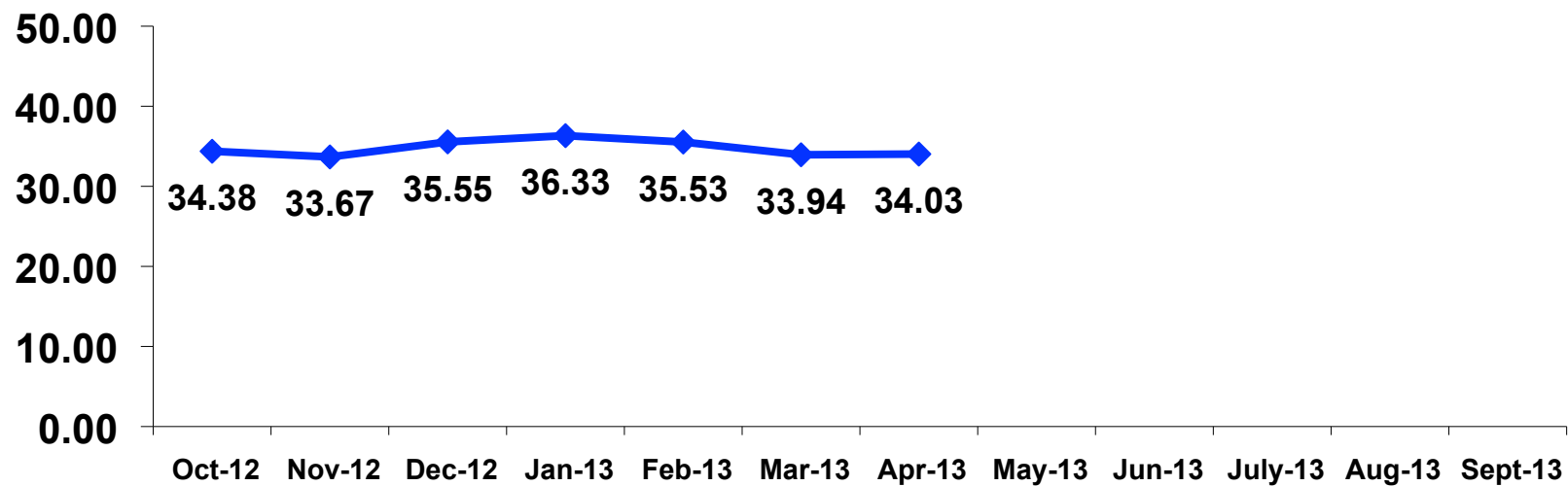
Marital Status Tracking



Marital Status Segmentation

			TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	290	15	2	61	3	4	192	83	136	16	18	8	65
		Column N %	83%	100%	100%	97%	60%	67%	80%	90%	98%	73%	95%	100%	80%
	Single	Count	59	0	0	2	2	2	49	9	3	6	1	0	16
		Column N %	17%	0%	0%	3%	40%	33%	20%	10%	2%	27%	5%	0%	20%
	Total	Count	349	15	2	63	5	6	241	92	139	22	19	8	81

Average Age Tracking



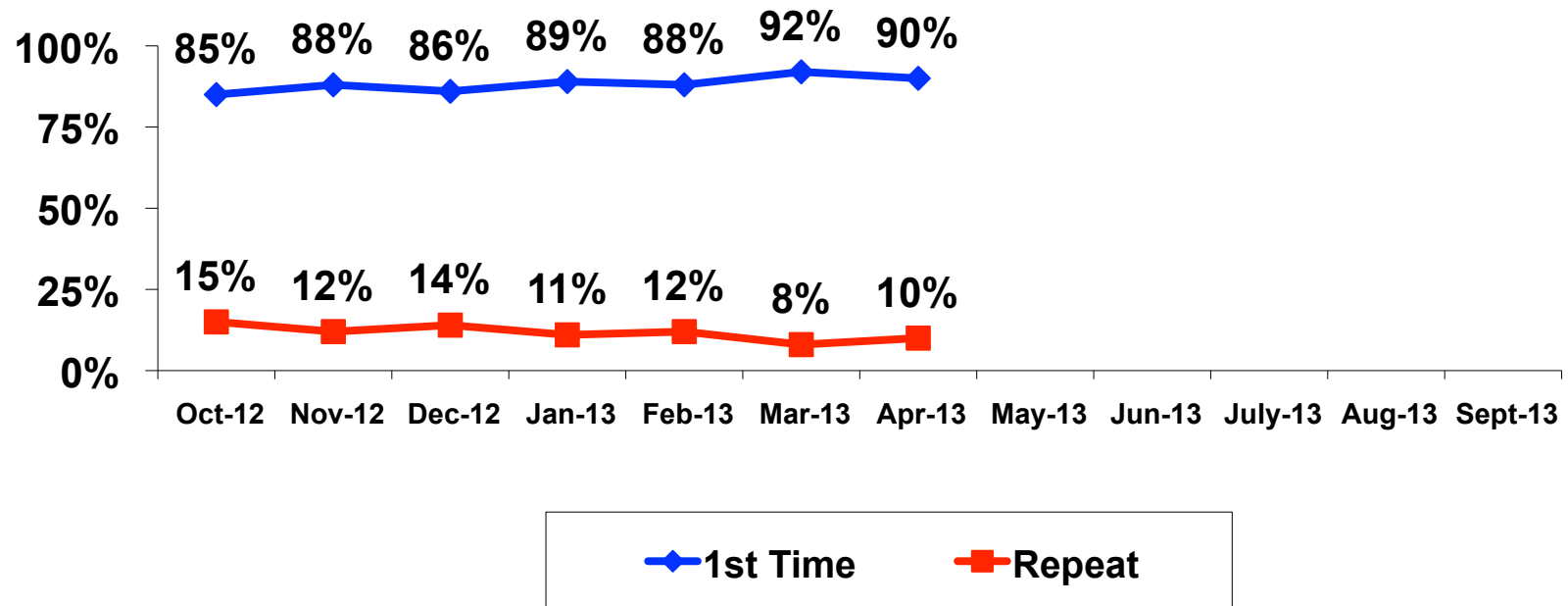
Age Segmentation

			TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	9	0	0	5	0	0	9	0	1	1	0	0	2
		Column N %	3%	0%	0%	8%	0%	0%	4%	0%	1%	5%	0%	0%	3%
	25-34	Count	223	12	1	55	2	4	223	0	69	16	13	0	50
		Column N %	64%	80%	50%	87%	40%	67%	93%	0%	50%	73%	68%	0%	63%
	35-49	Count	96	2	1	3	0	1	9	87	61	3	6	0	25
		Column N %	28%	13%	50%	5%	0%	17%	4%	95%	44%	14%	32%	0%	31%
	50+	Count	19	1	0	0	3	1	0	5	7	2	0	8	3
		Column N %	5%	7%	0%	0%	60%	17%	0%	5%	5%	9%	0%	100%	4%
	Total Count		347	15	2	63	5	6	241	92	138	22	19	8	80
	QF Mean		34.03	34.53	34.00	29.11	48.40	36.00	30.19	39.91	35.93	34.36	34.42	64.75	33.55
	Median		32	33	34	29	53	34	31	39	34	32	33	63	32

Income Segmentation

			TOTAL	FAMILY/FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
Q26	<KW12.0M	Count	11	0	0	2	0	0	7	2	2	0	1	1	3
		Column N %	3%	0%	0%	3%	0%	0%	3%	2%	2%	0%	6%	17%	4%
	KW12.0M-KW24.0M	Count	15	1	0	6	1	0	11	2	3	2	0	2	1
		Column N %	5%	7%	0%	10%	25%	0%	5%	2%	2%	9%	0%	33%	1%
	KW24.0M-KW36.0M	Count	51	0	0	18	2	0	47	1	11	1	1	2	17
		Column N %	16%	0%	0%	31%	50%	0%	21%	1%	9%	5%	6%	33%	23%
	KW36.0M-KW48.0M	Count	54	7	1	9	0	3	42	10	21	7	2	0	12
		Column N %	17%	47%	50%	15%	0%	60%	19%	12%	16%	32%	11%	0%	16%
	KW48.0M-KW60.0M	Count	60	1	0	7	0	1	38	20	26	2	1	0	10
		Column N %	18%	7%	0%	12%	0%	20%	17%	24%	20%	9%	6%	0%	13%
	KW60.0M-KW72.0M	Count	48	2	1	7	1	0	29	16	25	3	5	1	12
		Column N %	15%	13%	50%	12%	25%	0%	13%	19%	19%	14%	28%	17%	16%
	KW72.0M+	Count	72	4	0	8	0	1	40	31	37	6	8	0	17
		Column N %	22%	27%	0%	14%	0%	20%	18%	36%	29%	27%	44%	0%	23%
	No Income	Count	14	0	0	2	0	0	11	3	4	1	0	0	3
		Column N %	4%	0%	0%	3%	0%	0%	5%	4%	3%	5%	0%	0%	4%
	Total	Count	325	15	2	59	4	5	225	85	129	22	18	6	75

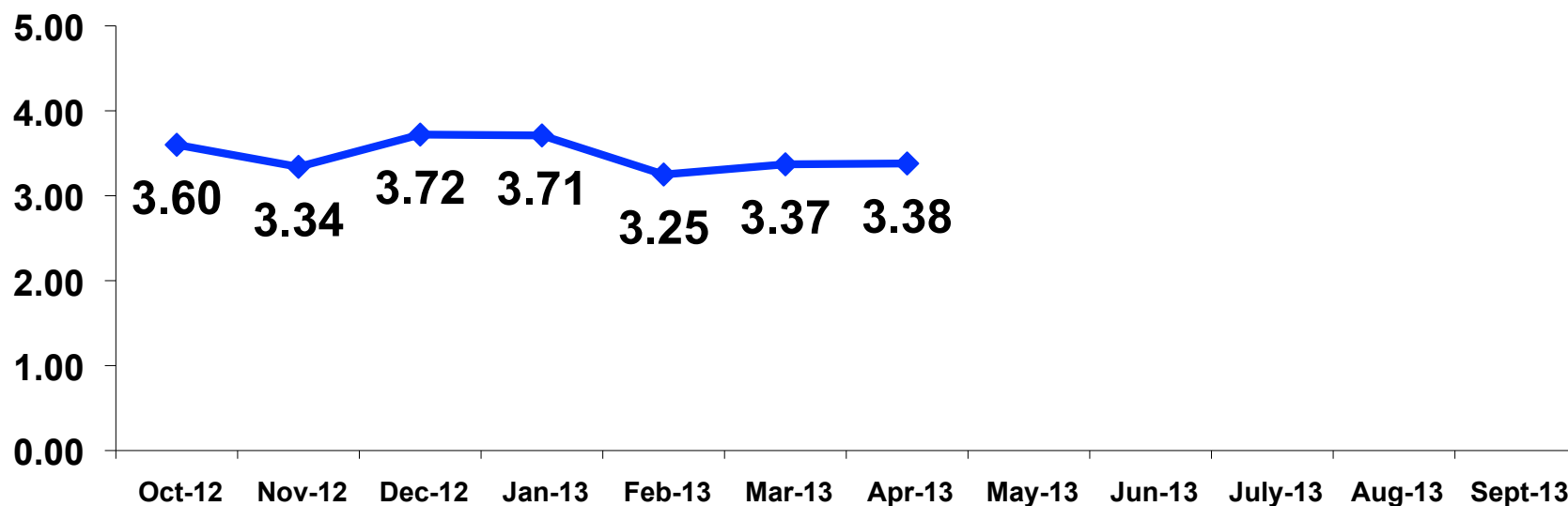
Prior Trips to Guam Tracking



Prior Trips to Guam Segmentation

			TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	313	11	2	62	3	4	223	77	122	16	17	7	76
		Column N %	90%	73%	100%	98%	60%	67%	93%	85%	88%	73%	89%	88%	94%
	No	Count	36	4	0	1	2	2	18	14	17	6	2	1	5
		Column N %	10%	27%	0%	2%	40%	33%	7%	15%	12%	27%	11%	13%	6%
	Total	Count	349	15	2	63	5	6	241	91	139	22	19	8	81

Average Length of Stay



Average Length of Stay Segmentation

		TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
Q8	Mean	3.38	4.07	3.00	3.70	5.60	2.83	3.43	3.25	3.33	4.41	4.00	3.13	3.43
	Median	3	4	3	4	3	3	3	3	3	4	3	3	3

SECTION 2 **TRAVEL PLANNING**

Travel Planning Segmentation

			TOTAL	FAMILY/FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
Q7	Full package tour	Count	171	0	2	49	0	3	117	50	84	0	10	1	43
		Column N %	49%	0%	100%	78%	0%	50%	49%	54%	60%	0%	53%	13%	53%
	Free-time package tour	Count	154	0	0	12	4	1	105	39	48	0	7	6	35
		Column N %	44%	0%	0%	19%	80%	17%	44%	42%	35%	0%	37%	75%	43%
	Individually arranged travel (FIT)	Count	22	15	0	2	1	0	17	3	7	22	1	1	2
		Column N %	6%	100%	0%	3%	20%	0%	7%	3%	5%	100%	5%	13%	2%
	Company paid travel	Count	2	0	0	0	0	2	2	0	0	0	1	0	1
		Column N %	1%	0%	0%	0%	0%	33%	1%	0%	0%	0%	5%	0%	1%
	Total		Count	349	15	2	63	5	6	241	92	139	22	19	81

Travel Motivation Segmentation

	TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
	-	-	-	-	-	-	-	-	-	-	-	-	-
Q5A Previous trip	6%	27%	0%	0%	40%	17%	5%	8%	9%	23%	5%	13%	5%
Price	13%	20%	50%	13%	0%	17%	15%	11%	9%	23%	11%	13%	22%
Visit friends/ Relatives	4%	0%	0%	0%	20%	0%	4%	4%	6%	9%	5%	13%	4%
Recomm- friend/family/trvl agnt	20%	7%	50%	11%	0%	17%	17%	24%	25%	5%	21%	38%	26%
Scuba	1%	7%	0%	2%	0%	0%	2%	0%	0%	5%	0%	0%	6%
Water sports	7%	0%	0%	3%	0%	17%	7%	10%	8%	0%	11%	0%	31%
Short travel time	35%	53%	50%	24%	20%	33%	37%	34%	38%	55%	42%	63%	31%
Golf	1%	0%	0%	0%	0%	0%	0%	3%	1%	0%	0%	0%	4%
Relax	59%	73%	100%	38%	40%	50%	56%	66%	66%	64%	58%	50%	59%
Company/ Business Trip	1%	0%	0%	0%	0%	33%	1%	1%	0%	0%	5%	0%	2%
Company Sponsored	1%	0%	0%	0%	0%	67%	1%	1%	0%	0%	5%	0%	0%
Safe	22%	20%	0%	13%	0%	17%	20%	29%	32%	14%	16%	25%	27%
Natural beauty	49%	40%	50%	27%	40%	67%	45%	58%	56%	36%	53%	63%	52%
Shopping	27%	53%	50%	25%	40%	0%	29%	26%	21%	41%	37%	13%	22%
Career Cert/ Testing	1%	0%	0%	0%	0%	0%	2%	1%	0%	5%	0%	0%	0%
Married/ Attn wedding	1%	0%	0%	0%	100%	0%	1%	1%	0%	5%	0%	25%	0%
Honeymoon	18%	13%	0%	100%	0%	0%	25%	2%	1%	9%	16%	0%	25%
Pleasure	11%	0%	50%	2%	0%	0%	10%	16%	16%	5%	5%	13%	10%
Organized sports	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	25%	4%
Other	1%	0%	0%	0%	0%	0%	2%	1%	2%	5%	5%	0%	0%
Total Count	350	15	2	63	5	6	241	92	140	22	19	8	81

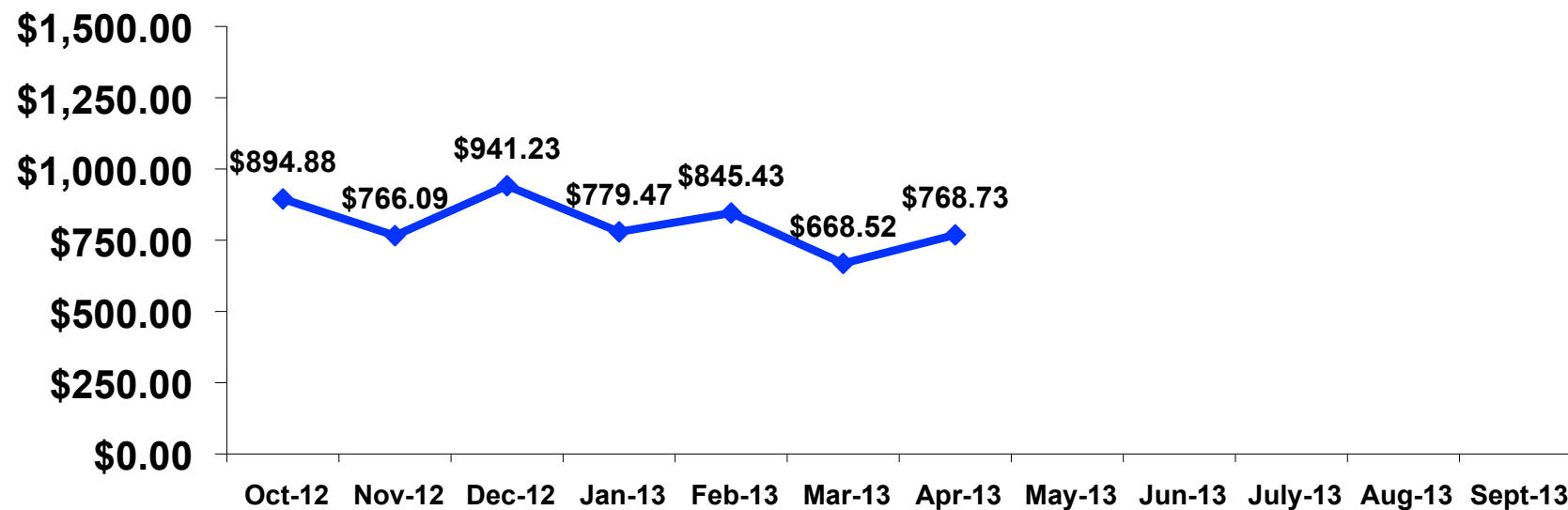
Information Sources

Segmentation

		TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
Q1	Internet	95%	93%	100%	89%	100%	100%	96%	97%	96%	95%	100%	88%	96%
	Travel Agent Brochure	45%	7%	50%	67%	0%	33%	49%	40%	40%	9%	47%	25%	49%
	Friend/ Relative	30%	7%	50%	27%	40%	33%	29%	31%	33%	27%	53%	50%	30%
	Co-Worker/ Company Trvl Dept	11%	0%	0%	11%	0%	33%	10%	12%	11%	0%	11%	13%	6%
	Prior Trip	10%	27%	0%	2%	40%	33%	7%	15%	12%	27%	11%	13%	6%
	Travel Guidebook-Bookstore	9%	27%	0%	10%	20%	0%	9%	11%	6%	23%	21%	13%	13%
	GVB Office	6%	13%	0%	3%	0%	0%	5%	8%	9%	18%	11%	0%	8%
	TV	5%	0%	0%	5%	0%	17%	4%	4%	6%	0%	5%	25%	1%
	Magazine (Consumer)	4%	7%	0%	5%	0%	0%	3%	5%	4%	9%	0%	0%	4%
	GVB Promo	1%	0%	0%	2%	0%	17%	0%	2%	1%	0%	0%	0%	1%
	Other	1%	0%	0%	0%	0%	0%	0%	1%	1%	0%	5%	0%	0%
	Consumer Trvl Show	1%	7%	0%	0%	0%	0%	0%	0%	0%	5%	0%	13%	0%
	Newspaper	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%
	Total Count	349	15	2	63	5	6	241	91	139	22	19	8	80

SECTION 3 **EXPENDITURES**

Prepaid Expenditures Tracking

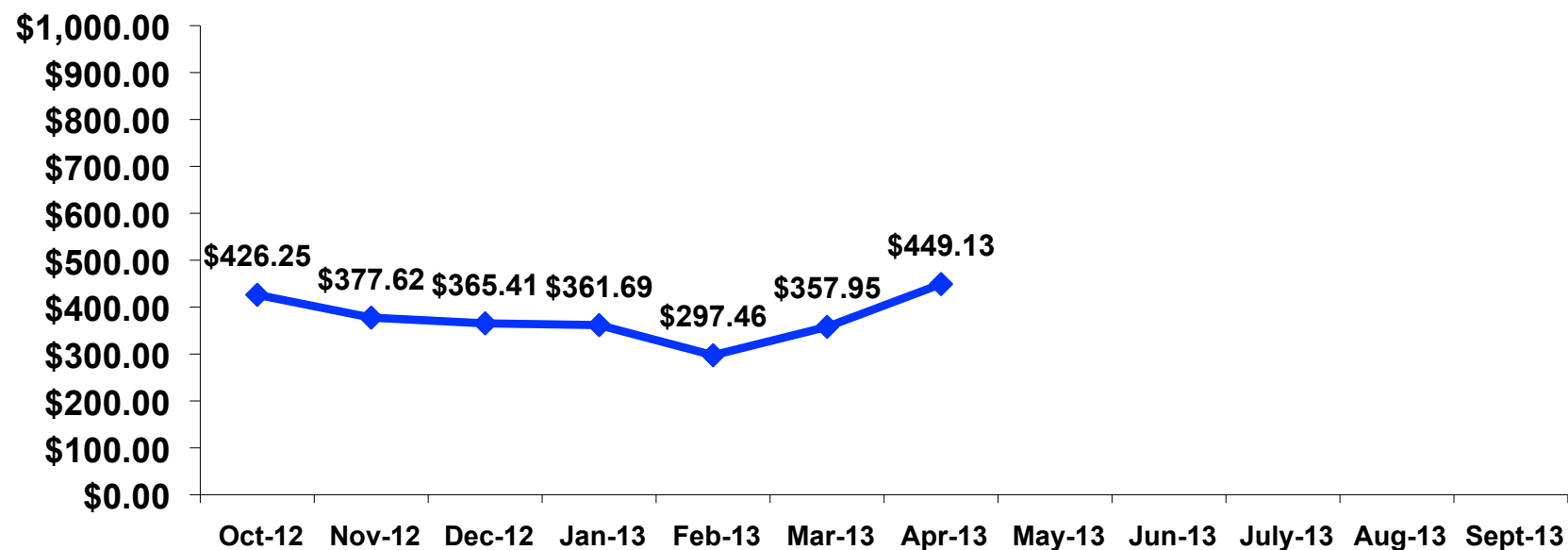


YTD=\$809.12

Prepaid Expenditures Per Person Segmentation

		TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$768.73	\$1,029.42	\$764.50	\$1,159.95	\$710.96	\$217.36	\$792.84	\$708.93	\$686.39	\$902.20	\$768.03	\$668.45	\$853.10
	Median	\$750	\$750	\$764	\$1,259	\$899	\$0	\$764	\$726	\$720	\$697	\$809	\$758	\$787
	Minimum	\$0	\$0	\$720	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$4,857	\$4,857	\$809	\$3,148	\$1,049	\$675	\$3,148	\$2,249	\$4,857	\$4,857	\$1,682	\$1,169	\$2,249

On-Island Expenditures Tracking



YTD = \$376.48

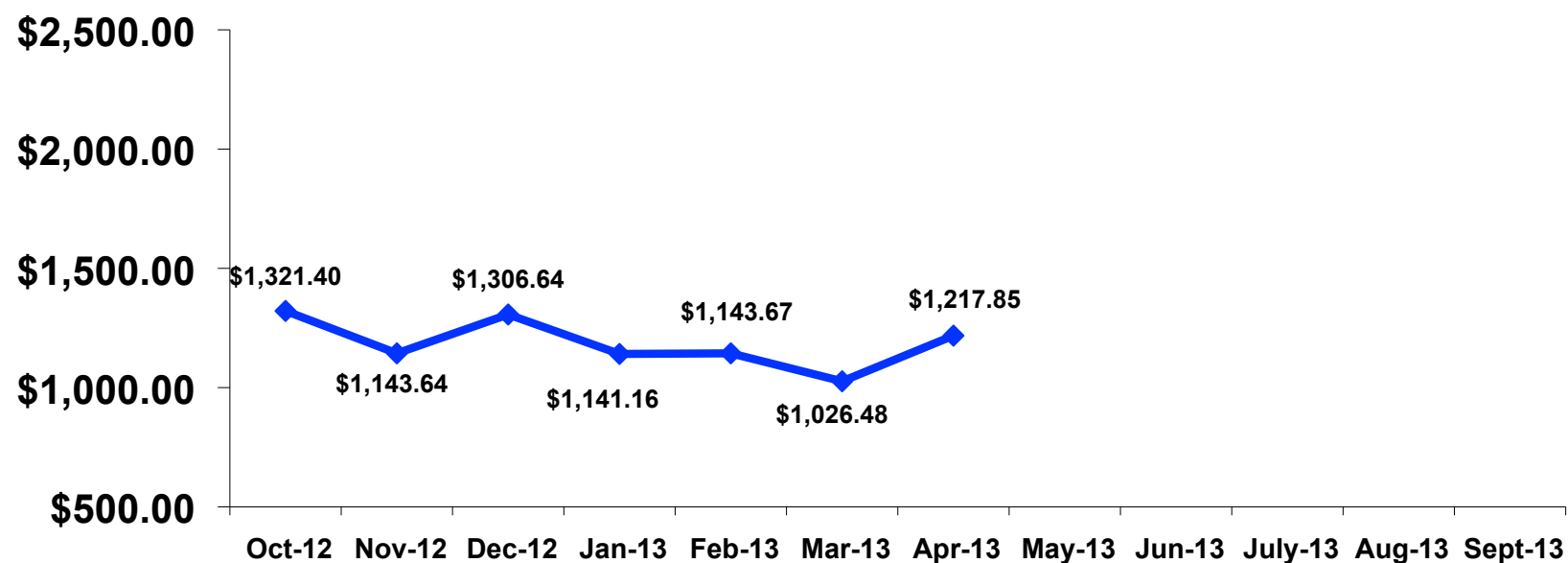
On-Island Expenditures Per Person Segmentation

		TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$449.13	\$950.34	\$387.17	\$761.25	\$425.07	\$51.67	\$467.82	\$422.12	\$281.37	\$807.70	\$428.93	\$374.67	\$563.74
	Median	\$283	\$870	\$387	\$585	\$267	\$15	\$286	\$268	\$167	\$570	\$230	\$275	\$292
	Minimum	\$0	\$0	\$200	\$0	\$150	\$0	\$0	\$0	\$0	\$0	\$0	\$35	\$0
	Maximum	\$3,500	\$2,250	\$574	\$3,500	\$1,125	\$230	\$3,500	\$2,250	\$1,667	\$2,250	\$1,804	\$1,125	\$2,500

On-Island Expense Breakdown

		TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
AIR & HOTEL	Mean	\$1,544.41	\$2,126.21	.	\$1,662.91	\$5,171.61	\$1,259.17	\$1,461.81	\$1,402.90	\$1,921.40	\$1,762.84	\$1,024.88	\$2,104.62	\$1,407.10
	Median	\$1,349	\$1,619	.	\$1,619	\$5,172	\$1,259	\$1,349	\$1,079	\$1,619	\$1,349	\$719	\$1,394	\$1,340
	Minimum	\$180	\$1,187	.	\$1,349	\$4,947	\$1,259	\$450	\$180	\$630	\$720	\$539	\$684	\$539
	Maximum	\$5,396	\$4,857	.	\$2,123	\$5,396	\$1,259	\$5,396	\$5,127	\$5,127	\$4,857	\$2,123	\$4,947	\$2,878
AIR/ HOTEL/ MEAL	Mean	\$2,127.53	\$2,023.67	\$1,573.97	\$2,228.45	.	\$1,349.11	\$1,985.09	\$2,434.12	\$2,536.75	\$1,543.99	\$2,642.47	\$1,618.94	\$2,189.46
	Median	\$1,889	\$2,024	\$1,574	\$2,069	.	\$1,349	\$1,799	\$2,428	\$2,428	\$1,799	\$2,608	\$1,619	\$1,979
	Minimum	\$156	\$1,799	\$720	\$1,259	.	\$1,349	\$156	\$630	\$720	\$585	\$989	\$1,619	\$517
	Maximum	\$5,396	\$2,249	\$2,428	\$3,598	.	\$1,349	\$5,217	\$5,396	\$5,396	\$2,249	\$4,497	\$1,619	\$4,677
AIR ONLY	Mean	\$1,129.00	\$1,010.94	.	\$719.53	\$1,798.82	\$1,007.70	\$1,542.49	\$1,384.01	\$959.49	\$881.42	\$467.69	\$953.37	\$953.37
	Median	\$922	\$899	.	\$764	\$1,799	\$899	\$1,507	\$1,349	\$899	\$881	\$468	\$953	\$953
	Minimum	\$360	\$849	.	\$495	\$899	\$360	\$576	\$899	\$360	\$881	\$468	\$468	\$468
	Maximum	\$2,698	\$1,349	.	\$899	\$2,698	.	\$2,328	\$2,698	\$2,328	\$1,349	\$881	\$468	\$1,439
HOTEL ONLY	Mean
	Median
	Minimum
	Maximum
HOTEL & MEAL	Mean	\$872.73	\$1,068.20	.	\$914.40	\$314.79	.	\$886.37	\$982.16	\$1,129.88	\$936.06	\$1,187.22	\$161.89	\$935.39
	Median	\$944	\$1,015	.	\$899	\$315	.	\$944	\$1,079	\$1,147	\$947	\$1,187	\$162	\$935
	Minimum	\$54	\$899	.	\$899	\$180	.	\$90	\$54	\$90	\$180	\$1,187	\$162	\$162
	Maximum	\$1,709	\$1,349	.	\$944	\$450	.	\$1,349	\$1,709	\$1,709	\$1,349	\$1,187	\$162	\$1,709
F&B HOTEL	Mean	\$26.98	\$26.98	\$26.98	.	.	.	\$26.98
	Median	\$27	\$27	\$27	.	.	.	\$27
	Minimum	\$27	\$27	\$27	.	.	.	\$27
	Maximum	\$27	\$27	\$27	.	.	.	\$27
TRANS- KOREA	Mean	\$116.62	\$179.88	.	\$143.91	\$89.94	.	\$137.91	\$16.19	\$16.19	\$149.90	.	\$134.91	\$53.07
	Median	\$117	\$180	.	\$144	\$90	.	\$144	\$16	\$16	\$180	.	\$135	\$53
	Minimum	\$16	\$180	.	\$144	\$90	.	\$90	\$16	\$16	\$90	.	\$90	\$16
	Maximum	\$180	\$180	.	\$144	\$90	.	\$180	\$16	\$16	\$180	.	\$180	\$90
TRANS- GUAM	Mean	\$134.91	.	.	\$8.99	.	.	\$8.99	\$35.98	\$35.98	.	.	\$359.76	\$197.87
	Median	\$36	.	.	\$9	.	.	\$9	\$36	\$36	.	.	\$360	\$198
	Minimum	\$9	.	.	\$9	.	.	\$9	\$36	\$36	.	.	\$360	\$36
	Maximum	\$360	.	.	\$9	.	.	\$9	\$36	\$36	.	.	\$360	\$360
OPT TOURS	Mean	\$269.82	.	.	\$179.88	.	.	\$179.88	\$359.76	\$359.76	.	.	.	\$359.76
	Median	\$270	.	.	\$180	.	.	\$180	\$360	\$360	.	.	.	\$360
	Minimum	\$180	.	.	\$180	.	.	\$180	\$360	\$360	.	.	.	\$360
	Maximum	\$360	.	.	\$180	.	.	\$180	\$360	\$360	.	.	.	\$360
OTHER	Mean	\$402.60	\$185.28	.	\$1,160.24	\$629.59	.	\$514.64	\$215.86	\$233.85	\$451.50	.	.	\$83.20
	Median	\$273	\$185	.	\$1,160	\$630	.	\$540	\$180	\$234	\$540	.	.	\$83
	Minimum	\$58	\$185	.	\$1,160	\$630	.	\$58	\$108	\$108	\$185	.	.	\$58
	Maximum	\$1,160	\$185	.	\$1,160	\$630	.	\$1,160	\$360	\$360	\$630	.	.	\$108
TOTAL	Mean	\$1,712.87	\$1,901.95	\$1,573.97	\$1,886.76	\$3,057.99	\$434.71	\$1,597.76	\$2,117.41	\$2,106.46	\$1,629.98	\$1,803.93	\$1,412.07	\$1,824.28
	Median	\$1,619	\$1,799	\$1,574	\$1,682	\$3,148	\$0	\$1,529	\$2,114	\$2,204	\$1,709	\$2,069	\$1,124	\$1,619
	Minimum	\$0	\$0	\$720	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$5,396	\$4,857	\$2,428	\$3,598	\$5,396	\$1,349	\$5,396	\$5,396	\$5,396	\$4,857	\$4,497	\$4,947	\$4,677

Total Expenditures Tracking



YTD=\$1,185.75

Total Expenditures Per Person

Segmentation

		TOTAL	FAMILY/FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$1,217.85	\$1,979.77	\$1,151.67	\$1,921.21	\$1,136.03	\$269.02	\$1,260.65	\$1,131.05	\$967.76	\$1,709.90	\$1,196.96	\$1,043.12	\$1,416.84
	Median	\$1,031	\$1,770	\$1,152	\$1,854	\$1,166	\$130	\$1,049	\$1,012	\$916	\$1,489	\$1,006	\$1,066	\$1,097
	Minimum	\$0	\$0	\$920	\$0	\$333	\$0	\$0	\$0	\$0	\$0	\$0	\$35	\$0
	Maximum	\$5,217	\$5,217	\$1,384	\$5,148	\$1,832	\$725	\$5,148	\$4,249	\$5,217	\$5,217	\$2,999	\$1,869	\$4,249

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 2012, Jan, Feb, Mar, Apr 2013 and Overall Oct 2012-Apr 2013

	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13	Apr-13	Combined Oct2012- Apr 2013
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks	3	1		2	7	3		5
Ease of getting around							6	9
Safety walking around at night								
Quality of daytime tours	5		1					
Variety of daytime tours					5		4	6
Quality of nighttime tours					6			8
Variety of nighttime tours								
Quality of shopping					8			
Variety of shopping			5	3		1	3	4
Price of things on Guam		3						
Quality of hotel accommodations	1		4	5	2	5	1	2
Quality/cleanliness of air, sky			3		3			7
Quality/cleanliness of parks								
Quality of landscape in Tumon							5	
Quality of landscape in Guam	2	4	6	4		4		3
Quality of ground handler			2		4			10
Quality/cleanliness of transportation vehicles	4	2		1	1	2	2	1
% of Per Person On Island Expenditures Accounted For	50.4%	49.2%	64.7%	53.6%	62.7%	50.1%	53.4%	54.2%
NOTE: Only significant drivers are included.								

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by six significant factors in the April 2013 Period. By rank order they are:
 - **Quality of hotel accommodations,**
 - **Quality/cleanliness of transportation vehicles,**
 - **Variety of shopping,**
 - **Variety of day time tours,**
 - **Quality of landscape in Tumon, and**
 - **Ease of getting around.**
- With all six factors the overall r^2 is .534 meaning that **53.4% of overall satisfaction is accounted for by these six factors.**

Comparison of Drivers of Per Person On-Island Expenditures, Oct,Nov,Dec 2012, Jan,Feb,Mar,Apr 2013 and Overall Oct 2012-Apr 2013								
	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13	Apr-13	Combined Oct 2012-Apr 2013
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks								
Ease of getting around								
Safety walking around at night								
Quality of daytime tours								
Variety of daytime tours				3				
Quality of nighttime tours								
Variety of nighttime tours							2	1
Quality of shopping				2				2
Variety of shopping							1	
Price of things on Guam								
Quality of hotel accommodations				1				
Quality/cleanliness of air, sky								
Quality/cleanliness of parks								
Quality of landscape in Tumon		1						
Quality of landscape in Guam								
Quality of ground handler								
Quality/cleanliness of transportation vehicles								
% of Per Person On Island Expenditures Accounted For	0.0%	2.6%	0.0%	3.7%	0.0%	0.0%	7.3%	2.2%

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 2013 Period. By rank order they are:
 - **Variety of shopping, and**
 - **Variety of night time tours.**
- With these two factors the overall r^2 is .073 meaning that **7.3% of per person on island expenditure is accounted for by these two factors.**