



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2013 Market Segmentation

AUGUST 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

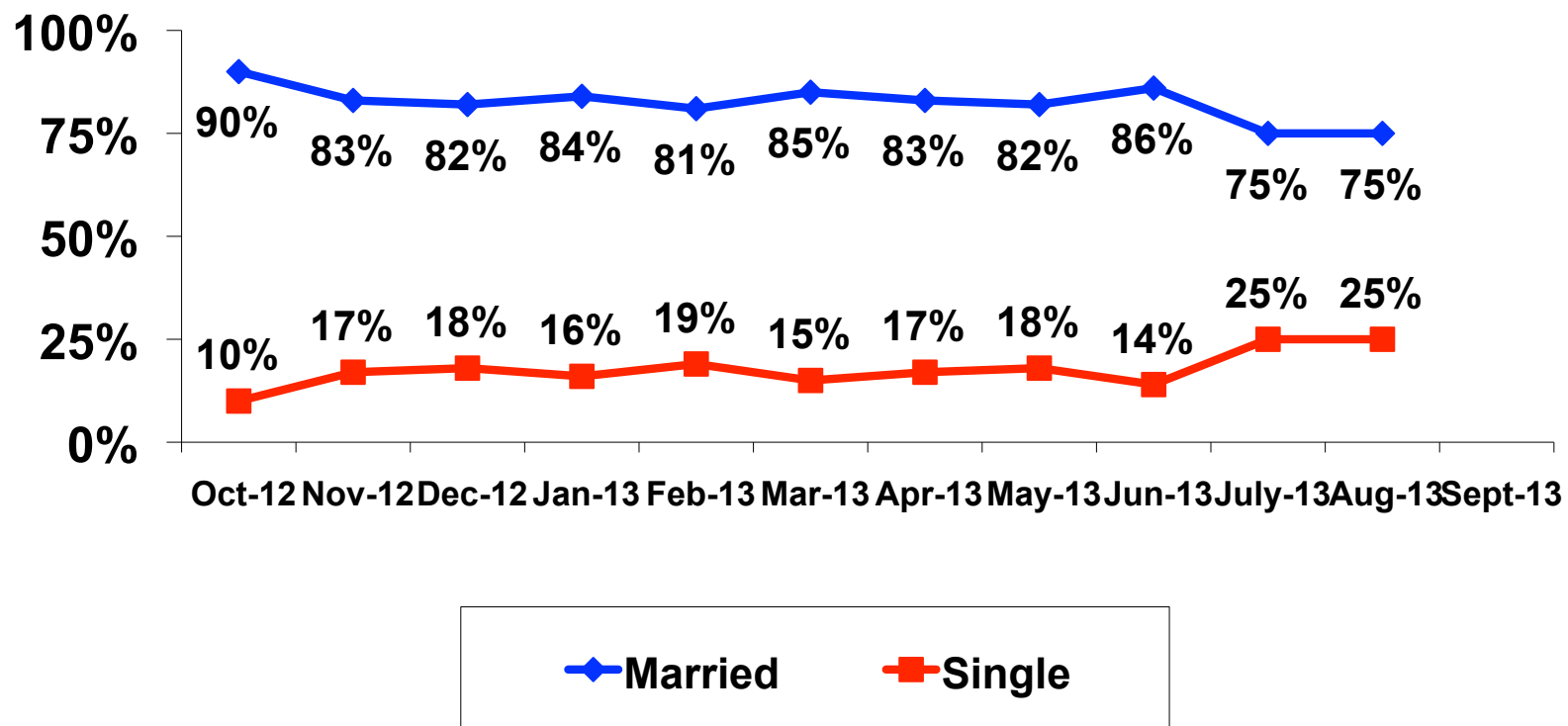
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors – 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% | 7% | 5% | 9% | 8% | |
| Group | 0% | - | - | 1% | 0% | 0% | - | 1% | - | - | 1% | |
| Eng Language | 0% | - | - | 1% | 0% | 0% | 1% | - | - | - | 5% | |
| Honeymoon | 30% | 20% | 11% | 8% | 12% | 23% | 18% | 14% | 8% | 2% | 12% | |
| Wedding | 1% | 1% | 0% | - | 1% | 0% | 1% | - | 0% | 0% | 0% | |
| Incentive | 3% | 3% | 2% | 9% | 2% | 8% | 2% | 8% | 5% | 1% | 2% | |
| 18-35 | 63% | 66% | 47% | 49% | 52% | 69% | 69% | 59% | 52% | 66% | 62% | |
| 36-55 | 35% | 31% | 47% | 47% | 43% | 26% | 26% | 37% | 41% | 31% | 36% | |
| Child | 36% | 33% | 48% | 45% | 44% | 37% | 40% | 41% | 49% | 37% | 37% | |
| FIT | 8% | 8% | 7% | 5% | 7% | 8% | 6% | 9% | 7% | 11% | 11% | |
| Golden Miss | 4% | 4% | 5% | 4% | 3% | 5% | 5% | 5% | 2% | 3% | 3% | |
| Senior | 1% | 1% | 1% | 1% | 1% | 2% | 2% | 0% | 2% | 1% | 1% | |
| Sport | 33% | 30% | 33% | 28% | 24% | 23% | 23% | 25% | 29% | 27% | 30% | |
| TOTAL | 351 | 351 | 350 | 350 | 351 | 351 | 350 | 350 | 350 | 351 | 350 | |

SECTION 1 **PROFILE OF RESPONDENTS**

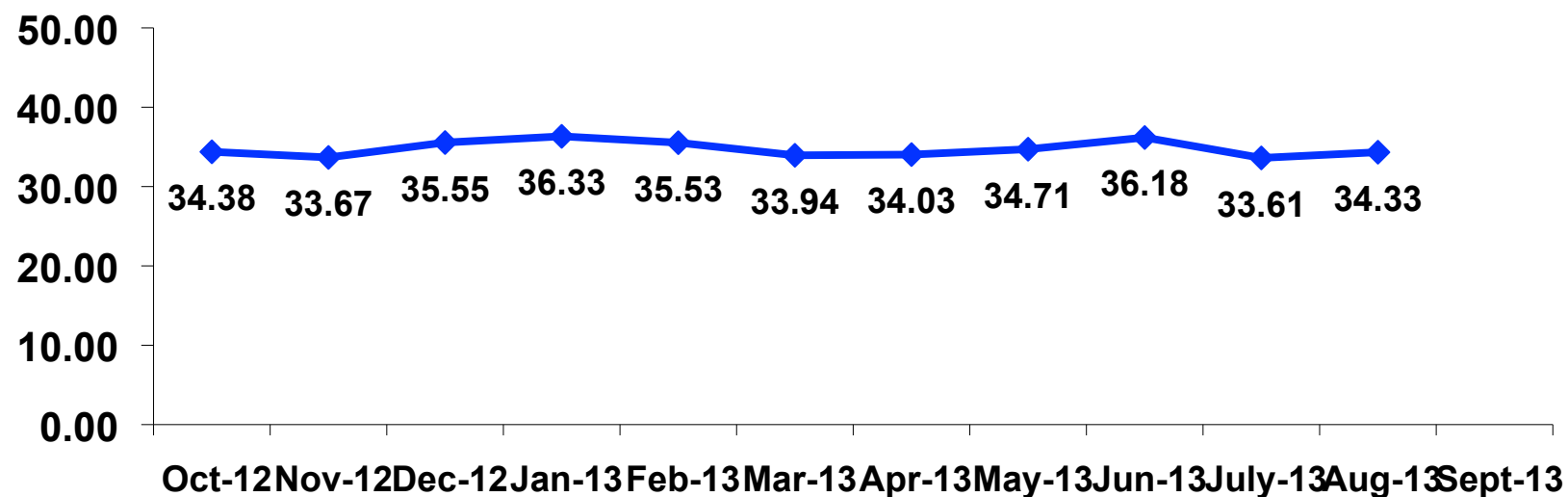
Marital Status Tracking



Marital Status Segmentation

| | | | TOTAL | FAMILY/FIT | GROUP TRVL | ENG LANG LESSON | HONEYMOON | WEDDING | INCENTIVE TRVL | 18-35 | 36-55 | CHILD | FIT | GOLDEN MISS | SENIORS | SPORT |
|----|---------|------------|-------|------------|------------|-----------------|-----------|---------|----------------|-------|-------|-------|-----|-------------|---------|-------|
| | | | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| QE | Married | Count | 261 | 26 | 1 | 16 | 39 | 1 | 4 | 132 | 123 | 127 | 28 | 8 | 4 | 79 |
| | | Column N % | 75% | 93% | 50% | 89% | 95% | 100% | 57% | 61% | 98% | 98% | 76% | 67% | 100% | 75% |
| | Single | Count | 88 | 2 | 1 | 2 | 2 | 0 | 3 | 84 | 3 | 2 | 9 | 4 | 0 | 26 |
| | | Column N % | 25% | 7% | 50% | 11% | 5% | 0% | 43% | 39% | 2% | 2% | 24% | 33% | 0% | 25% |
| | Total | Count | 349 | 28 | 2 | 18 | 41 | 1 | 7 | 216 | 126 | 129 | 37 | 12 | 4 | 105 |
| | | | | | | | | | | | | | | | | |

Average Age Tracking



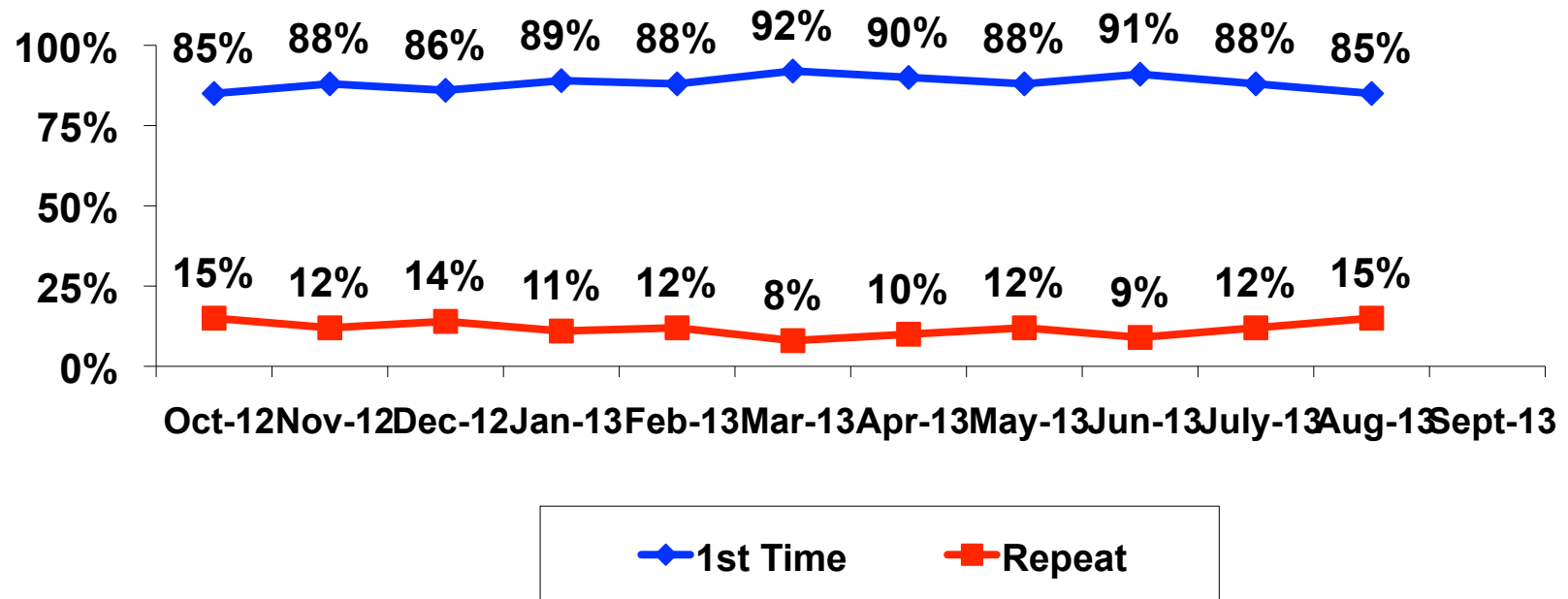
Age Segmentation

| | | | TOTAL | FAMILY/ FIT | GROUP TRVL | ENG LANG LESSON | HONEYMOON | WEDDING | INCENTIVE TRVL | 18-35 | 36-55 | CHILD | FIT | GOLDEN MISS | SENIORS | SPORT |
|----|-------------|------------|-------|-------------|------------|-----------------|-----------|---------|----------------|-------|-------|-------|-------|-------------|---------|-------|
| | | | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| QF | 18-24 | Count | 11 | 1 | 0 | 0 | 3 | 0 | 0 | 11 | 0 | 0 | 3 | 0 | 0 | 3 |
| | | Column N % | 3% | 4% | 0% | 0% | 7% | 0% | 0% | 5% | 0% | 0% | 8% | 0% | 0% | 3% |
| | 25-34 | Count | 185 | 14 | 2 | 7 | 32 | 1 | 4 | 185 | 0 | 32 | 18 | 10 | 0 | 45 |
| | | Column N % | 53% | 50% | 100% | 39% | 78% | 100% | 57% | 86% | 0% | 25% | 49% | 83% | 0% | 43% |
| | 35-49 | Count | 139 | 10 | 0 | 8 | 6 | 0 | 2 | 20 | 119 | 95 | 13 | 2 | 0 | 52 |
| | | Column N % | 40% | 36% | 0% | 44% | 15% | 0% | 29% | 9% | 94% | 74% | 35% | 17% | 0% | 50% |
| QF | 50+ | Count | 12 | 3 | 0 | 3 | 0 | 0 | 1 | 0 | 7 | 1 | 3 | 0 | 4 | 4 |
| | | Column N % | 3% | 11% | 0% | 17% | 0% | 0% | 14% | 0% | 6% | 1% | 8% | 0% | 100% | 4% |
| | Total Count | | 347 | 28 | 2 | 18 | 41 | 1 | 7 | 216 | 126 | 128 | 37 | 12 | 4 | 104 |
| | Mean | | 34.33 | 36.46 | 30.00 | 40.11 | 30.41 | 33.00 | 34.00 | 30.19 | 40.29 | 37.34 | 35.51 | 33.00 | 68.75 | 35.84 |
| | Median | | 33 | 34 | 30 | 37 | 30 | 33 | 33 | 30 | 39 | 38 | 33 | 32 | 69 | 35 |

Income Segmentation

| | | | TOTAL | FAMILY/ FIT | GROUP TRVL | ENG LANG LESSON | HONEYMOON | WEDDING | INCENTIVE TRVL | 18-35 | 36-55 | CHILD | FIT | GOLDEN MISS | SENIORS | SPORT |
|-------|-----------------|------------|-------|-------------|------------|-----------------|-----------|---------|----------------|-------|-------|-------|-----|-------------|---------|-------|
| | | | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Q26 | <KW12.0M | Count | 25 | 0 | 0 | 0 | 1 | 0 | 0 | 25 | 0 | 0 | 0 | 0 | 0 | 4 |
| | | Column N % | 8% | 0% | 0% | 0% | 3% | 0% | 0% | 12% | 0% | 0% | 0% | 0% | 0% | 4% |
| | KW12.0M-KW24.0M | Count | 35 | 0 | 0 | 2 | 5 | 0 | 1 | 28 | 7 | 3 | 1 | 0 | 0 | 10 |
| | | Column N % | 11% | 0% | 0% | 12% | 13% | 0% | 14% | 14% | 6% | 2% | 3% | 0% | 0% | 10% |
| | KW24.0M-KW36.0M | Count | 63 | 2 | 1 | 1 | 17 | 0 | 2 | 52 | 11 | 4 | 4 | 6 | 0 | 15 |
| | | Column N % | 19% | 8% | 50% | 6% | 45% | 0% | 29% | 25% | 9% | 3% | 13% | 50% | 0% | 15% |
| | KW36.0M-KW48.0M | Count | 52 | 1 | 1 | 4 | 8 | 0 | 1 | 33 | 19 | 19 | 4 | 1 | 0 | 17 |
| | | Column N % | 16% | 4% | 50% | 24% | 21% | 0% | 14% | 16% | 16% | 16% | 13% | 8% | 0% | 17% |
| | KW48.0M-KW60.0M | Count | 37 | 5 | 0 | 3 | 5 | 1 | 0 | 24 | 11 | 13 | 6 | 2 | 2 | 14 |
| | | Column N % | 11% | 21% | 0% | 18% | 13% | 100% | 0% | 12% | 9% | 11% | 19% | 17% | 67% | 14% |
| | KW60.0M-KW72.0M | Count | 32 | 5 | 0 | 2 | 1 | 0 | 1 | 12 | 20 | 25 | 5 | 2 | 0 | 12 |
| | | Column N % | 10% | 21% | 0% | 12% | 3% | 0% | 14% | 6% | 17% | 21% | 16% | 17% | 0% | 12% |
| | KW72.0M+ | Count | 76 | 10 | 0 | 5 | 0 | 0 | 2 | 24 | 50 | 56 | 11 | 1 | 1 | 27 |
| | | Column N % | 23% | 42% | 0% | 29% | 0% | 0% | 29% | 12% | 42% | 46% | 34% | 8% | 33% | 27% |
| | No Income | Count | 8 | 1 | 0 | 0 | 1 | 0 | 0 | 6 | 1 | 1 | 1 | 0 | 0 | 2 |
| | | Column N % | 2% | 4% | 0% | 0% | 3% | 0% | 0% | 3% | 1% | 1% | 3% | 0% | 0% | 2% |
| Total | | Count | 328 | 24 | 2 | 17 | 38 | 1 | 7 | 204 | 119 | 121 | 32 | 12 | 3 | 101 |

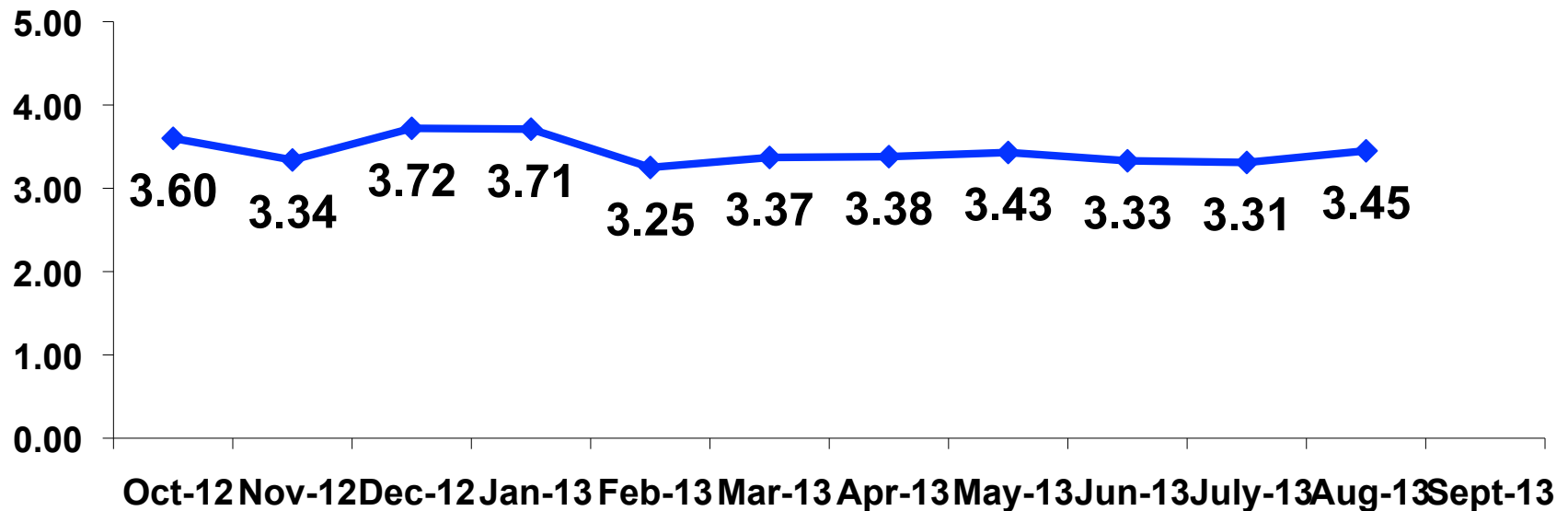
Prior Trips to Guam Tracking



Prior Trips to Guam Segmentation

| | | | TOTAL | FAMILY/ FIT | GROUP TRVL | ENG LANG LESSON | HONEYMOON | WEDDING | INCENTIVE TRVL | 18-35 | 36-55 | CHILD | FIT | GOLDEN MISS | SENIORS | SPORT |
|-----|-------|------------|-------|-------------|------------|-----------------|-----------|---------|----------------|-------|-------|-------|-----|-------------|---------|-------|
| | | | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Q3A | Yes | Count | 297 | 21 | 1 | 12 | 39 | 1 | 5 | 184 | 108 | 109 | 28 | 8 | 2 | 92 |
| | | Column N % | 85% | 75% | 50% | 67% | 95% | 100% | 71% | 85% | 86% | 84% | 76% | 67% | 50% | 88% |
| | No | Count | 53 | 7 | 1 | 6 | 2 | 0 | 2 | 32 | 18 | 21 | 9 | 4 | 2 | 13 |
| | | Column N % | 15% | 25% | 50% | 33% | 5% | 0% | 29% | 15% | 14% | 16% | 24% | 33% | 50% | 12% |
| | Total | Count | 350 | 28 | 2 | 18 | 41 | 1 | 7 | 216 | 126 | 130 | 37 | 12 | 4 | 105 |
| | | | | | | | | | | | | | | | | |

Average Length of Stay Tracking



Average Length of Stay Segmentation

| | | TOTAL | FAMILY/ FIT | GROUP TRVL | ENG LANG LESSON | HONEYMOON | WEDDING | INCENTIVE TRVL | 18-35 | 36-55 | CHILD | FIT | GOLDEN MISS | SENIORS | SPORT |
|----|--------|-------|-------------|------------|-----------------|-----------|---------|----------------|-------|-------|-------|------|-------------|---------|-------|
| | | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Q8 | Mean | 3.45 | 4.04 | 3.00 | 3.33 | 3.37 | 4.00 | 3.40 | 3.33 | 3.63 | 3.59 | 4.06 | 3.58 | 4.25 | 3.44 |
| | Median | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 |

SECTION 2 **TRAVEL PLANNING**

Travel Planning Segmentation

| | | | TOTAL | FAMILY/ FIT | GROUP TRVL | ENG LANG LESSON | HONEYMOON | WEDDING | INCENTIVE TRVL | 18-35 | 36-55 | CHILD | FIT | GOLDEN MISS | SENIORS | SPORT |
|----|------------------------------------|------------|-------|-------------|------------|-----------------|-----------|---------|----------------|-------|-------|-------|------|-------------|---------|-------|
| | | | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Q7 | Full package tour | Count | 180 | 0 | 0 | 6 | 29 | 0 | 2 | 103 | 72 | 79 | 0 | 3 | 1 | 58 |
| | | Column N % | 52% | 0% | 0% | 33% | 71% | 0% | 29% | 49% | 57% | 61% | 0% | 27% | 25% | 56% |
| | Free-time package tour | Count | 121 | 0 | 0 | 11 | 11 | 0 | 1 | 79 | 41 | 40 | 0 | 6 | 1 | 35 |
| | | Column N % | 35% | 0% | 0% | 61% | 27% | 0% | 14% | 38% | 33% | 31% | 0% | 55% | 25% | 34% |
| | Individually arranged travel (FIT) | Count | 37 | 28 | 0 | 1 | 1 | 1 | 0 | 23 | 12 | 11 | 37 | 2 | 2 | 11 |
| | | Column N % | 11% | 100% | 0% | 6% | 2% | 100% | 0% | 11% | 10% | 8% | 100% | 18% | 50% | 11% |
| | Group tour | Count | 2 | 0 | 2 | 0 | 0 | 0 | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| | | Column N % | 1% | 0% | 100% | 0% | 0% | 0% | 14% | 1% | 0% | 0% | 0% | 0% | 0% | 0% |
| | Company paid travel | Count | 3 | 0 | 0 | 0 | 0 | 0 | 3 | 2 | 1 | 0 | 0 | 0 | 0 | 0 |
| | | Column N % | 1% | 0% | 0% | 0% | 0% | 0% | 43% | 1% | 1% | 0% | 0% | 0% | 0% | 0% |
| | Total | Count | 343 | 28 | 2 | 18 | 41 | 1 | 7 | 209 | 126 | 130 | 37 | 11 | 4 | 104 |
| | | Column N % | | | | | | | | | | | | | | |

Travel Motivation Segmentation

| | TOTAL | FAMILY/ FIT | GROUP TRVL | ENG LANG LESSON | HONEYMOON | WEDDING | INCENTIVE TRVL | 18-35 | 36-55 | CHILD | FIT | GOLDEN MISS | SENIORS | SPORT |
|---------------------------------|-------|-------------|------------|-----------------|-----------|---------|----------------|-------|-------|-------|-----|-------------|---------|-------|
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Q5A Previous trip | 8% | 18% | 0% | 17% | 0% | 0% | 14% | 8% | 9% | 11% | 14% | 9% | 25% | 7% |
| Price | 12% | 7% | 0% | 6% | 7% | 0% | 0% | 16% | 5% | 4% | 5% | 9% | 0% | 10% |
| Visit friends/ Relatives | 2% | 7% | 0% | 11% | 2% | 0% | 0% | 2% | 2% | 2% | 11% | 0% | 25% | 3% |
| Recomm- friend/family/trvl agnt | 25% | 4% | 0% | 11% | 10% | 0% | 14% | 23% | 29% | 22% | 8% | 9% | 0% | 19% |
| Scuba | 4% | 0% | 0% | 6% | 2% | 0% | 0% | 5% | 2% | 0% | 3% | 0% | 0% | 13% |
| Water sports | 12% | 18% | 0% | 17% | 2% | 0% | 0% | 10% | 15% | 16% | 14% | 9% | 0% | 40% |
| Short travel time | 27% | 39% | 0% | 28% | 12% | 0% | 0% | 25% | 30% | 30% | 38% | 36% | 25% | 31% |
| Golf | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 3% | 9% | 0% | 3% |
| Relax | 60% | 61% | 50% | 61% | 44% | 0% | 29% | 60% | 60% | 67% | 62% | 73% | 75% | 61% |
| Company/ Business Trip | 1% | 4% | 50% | 6% | 0% | 0% | 29% | 2% | 1% | 0% | 3% | 0% | 0% | 0% |
| Company Sponsored | 1% | 0% | 50% | 0% | 2% | 0% | 57% | 2% | 0% | 1% | 0% | 0% | 0% | 0% |
| Safe | 21% | 21% | 50% | 6% | 10% | 0% | 14% | 17% | 29% | 36% | 22% | 45% | 0% | 20% |
| Natural beauty | 51% | 39% | 100% | 61% | 20% | 0% | 29% | 49% | 54% | 56% | 35% | 64% | 25% | 58% |
| Shopping | 23% | 39% | 50% | 11% | 17% | 0% | 14% | 27% | 16% | 16% | 30% | 27% | 0% | 19% |
| Career Cert/ Testing | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 1% |
| Married/ Attn wedding | 0% | 4% | 0% | 0% | 0% | 100% | 0% | 0% | 0% | 0% | 3% | 0% | 0% | 0% |
| Honeymoon | 12% | 4% | 0% | 0% | 100% | 0% | 14% | 17% | 4% | 1% | 3% | 9% | 0% | 10% |
| Pleasure | 14% | 14% | 50% | 39% | 5% | 0% | 29% | 14% | 13% | 16% | 16% | 18% | 25% | 18% |
| Organized sports | 1% | 0% | 0% | 6% | 0% | 0% | 0% | 0% | 3% | 3% | 0% | 0% | 0% | 4% |
| Other | 2% | 7% | 0% | 0% | 2% | 0% | 0% | 1% | 2% | 2% | 5% | 0% | 0% | 4% |
| Total Count | 346 | 28 | 2 | 18 | 41 | 1 | 7 | 212 | 126 | 129 | 37 | 11 | 4 | 104 |

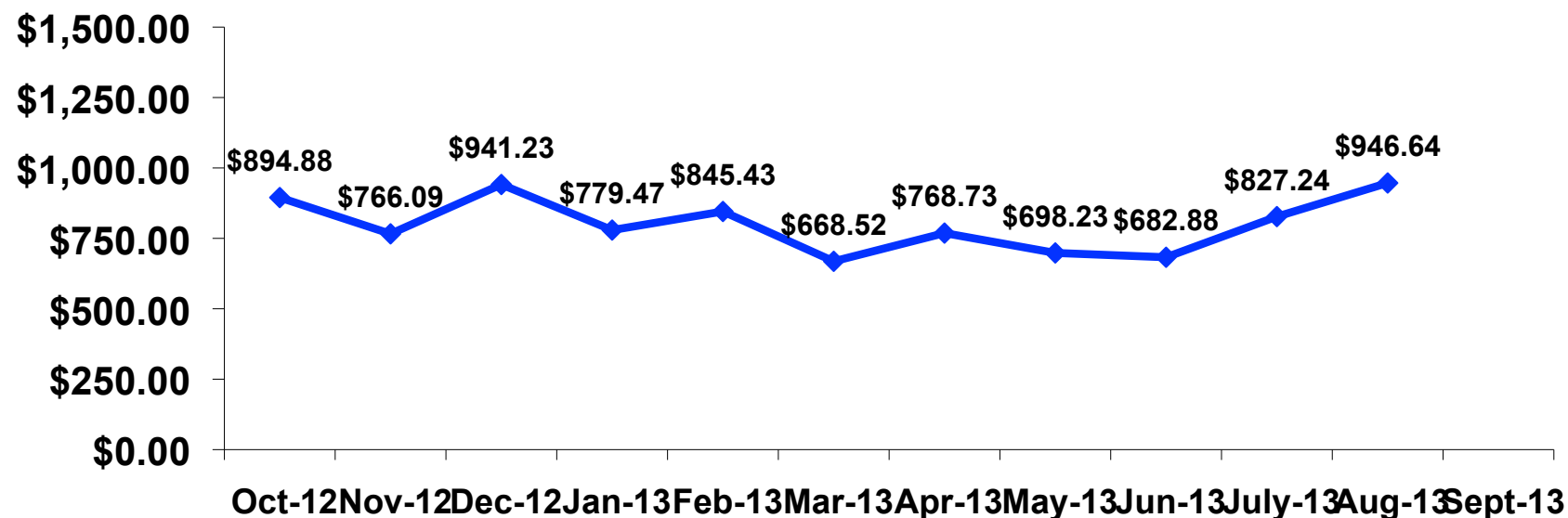
Information Sources

Segmentation

| | | TOTAL | FAMILY/ FIT | GROUP TRVL | ENG LANG LESSON | HONEYMOON | WEDDING | INCENTIVE TRVL | 18-35 | 36-55 | CHILD | FIT | GOLDEN MISS | SENIORS | SPORT |
|----|------------------------------|-------|-------------|------------|-----------------|-----------|---------|----------------|-------|-------|-------|-----|-------------|---------|-------|
| | | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Q1 | Internet | 89% | 82% | 100% | 83% | 90% | 100% | 86% | 90% | 88% | 95% | 81% | 100% | 25% | 88% |
| | Travel Agent Brochure | 45% | 11% | 50% | 17% | 54% | 100% | 43% | 45% | 46% | 43% | 8% | 33% | 0% | 40% |
| | Friend/ Relative | 39% | 57% | 0% | 56% | 41% | 0% | 14% | 38% | 39% | 42% | 57% | 75% | 75% | 48% |
| | TV | 13% | 7% | 0% | 0% | 10% | 0% | 0% | 15% | 10% | 9% | 5% | 8% | 0% | 19% |
| | Prior Trip | 11% | 25% | 50% | 28% | 3% | 0% | 29% | 9% | 14% | 15% | 24% | 25% | 50% | 10% |
| | Travel Guidebook-Bookstore | 9% | 11% | 0% | 17% | 3% | 0% | 0% | 9% | 10% | 10% | 19% | 17% | 0% | 11% |
| | Co-Worker/ Company Trvl Dept | 7% | 4% | 0% | 0% | 0% | 0% | 43% | 6% | 8% | 10% | 8% | 0% | 0% | 4% |
| | GVB Office | 6% | 11% | 0% | 6% | 5% | 0% | 14% | 6% | 6% | 9% | 11% | 17% | 0% | 9% |
| | Magazine (Consumer) | 5% | 0% | 0% | 6% | 8% | 0% | 0% | 6% | 4% | 3% | 3% | 8% | 0% | 7% |
| | GVB Promo | 1% | 0% | 0% | 0% | 3% | 0% | 0% | 1% | 1% | 1% | 3% | 0% | 0% | 2% |
| | Consumer Trvl Show | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 1% | 1% | 0% | 0% | 0% | 1% |
| | Other | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 3% | 0% | 0% | 1% |
| | Newspaper | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 2% |
| | Travel Trade Show | 0% | 4% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 1% | 3% | 0% | 0% | 0% |
| | Total Count | 348 | 28 | 2 | 18 | 39 | 1 | 7 | 215 | 125 | 130 | 37 | 12 | 4 | 104 |

SECTION 3 **EXPENDITURES**

Prepaid Expenditures Tracking

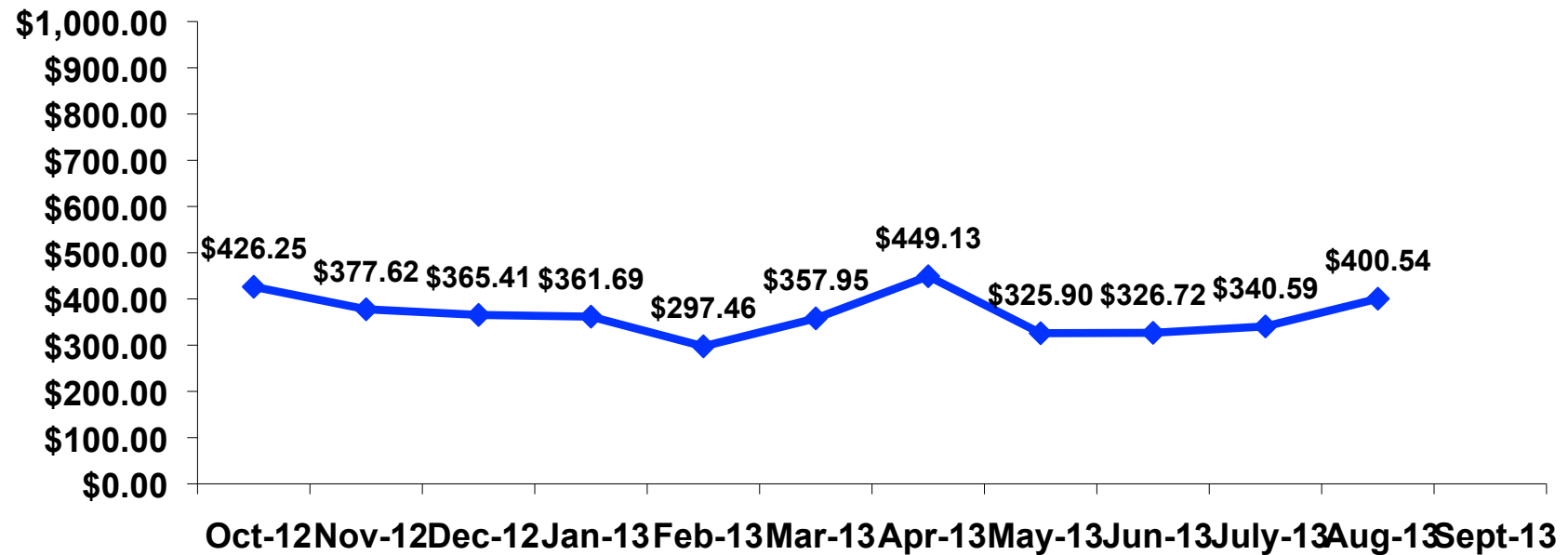


YTD=\$801.72

Prepaid Expenditures Per Person Segmentation

| | | TOTAL | FAMILY/FIT | GROUP TRVL | ENG LANG LESSON | HONEYMOON | WEDDING | INCENTIVE TRVL | 18-35 | 36-55 | CHILD | FIT | GOLDEN MISS | SENIORS | SPORT |
|------------|---------|----------|------------|------------|-----------------|------------|----------|----------------|------------|----------|----------|----------|-------------|----------|----------|
| | | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| PER PERSON | Mean | \$946.64 | \$653.45 | \$0.00 | \$843.75 | \$1,000.33 | \$457.18 | \$209.00 | \$1,007.29 | \$861.40 | \$895.19 | \$689.24 | \$908.02 | \$845.78 | \$968.94 |
| | Median | \$914 | \$693 | \$0 | \$914 | \$1,097 | \$457 | \$0 | \$960 | \$914 | \$914 | \$731 | \$1,105 | \$892 | \$1,006 |
| | Minimum | \$0 | \$0 | \$0 | \$0 | \$0 | \$457 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$457 | \$0 |
| | Maximum | \$13,715 | \$1,128 | \$0 | \$1,372 | \$2,743 | \$457 | \$1,463 | \$13,715 | \$3,692 | \$6,583 | \$1,600 | \$1,554 | \$1,143 | \$2,743 |

On-Island Expenditures Tracking



YTD = \$366.29

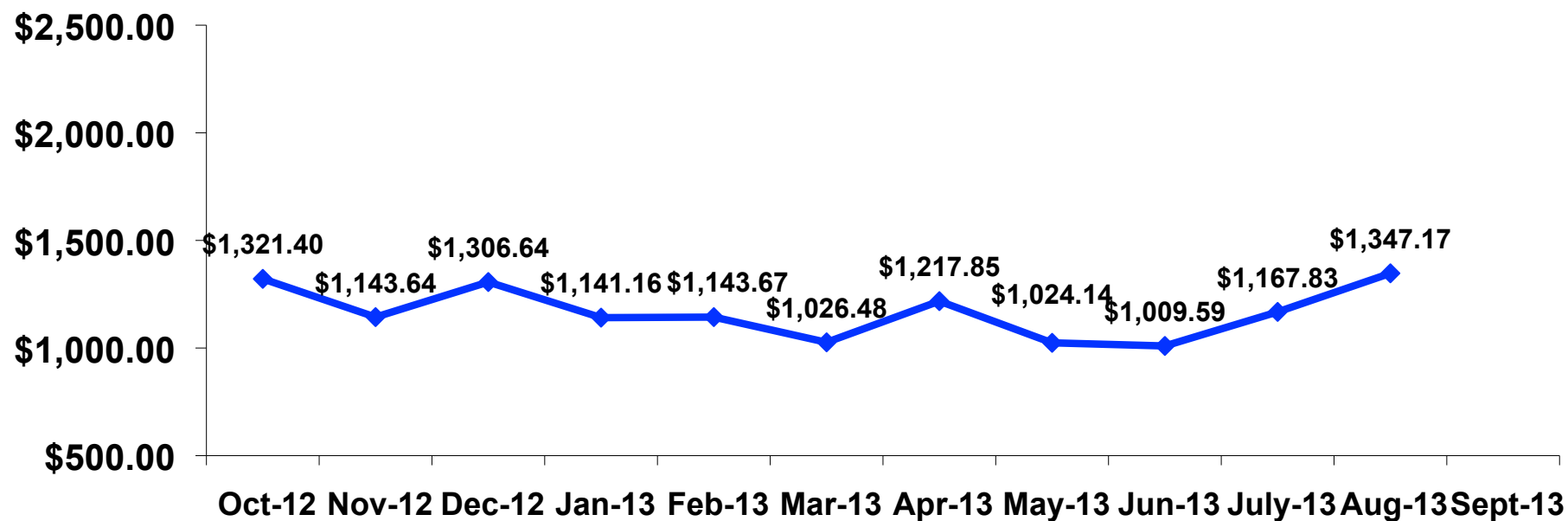
On-Island Expenditures Per Person Segmentation

| | | TOTAL | FAMILY/ FIT | GROUP TRVL | ENG LANG LESSON | HONEYMOON | WEDDING | INCENTIVE TRVL | 18-35 | 36-55 | CHILD | FIT | GOLDEN MISS | SENIORS | SPORT |
|------------|---------|----------|-------------|------------|-----------------|-----------|----------|----------------|----------|----------|----------|----------|-------------|----------|----------|
| | | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| PER PERSON | Mean | \$400.54 | \$529.23 | \$25.00 | \$409.51 | \$485.33 | \$750.00 | \$452.38 | \$447.44 | \$320.31 | \$317.60 | \$532.87 | \$535.06 | \$153.49 | \$409.46 |
| | Median | \$278 | \$425 | \$25 | \$258 | \$500 | \$750 | \$400 | \$333 | \$212 | \$204 | \$450 | \$238 | \$140 | \$275 |
| | Minimum | \$0 | \$0 | \$0 | \$100 | \$0 | \$750 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| | Maximum | \$2,250 | \$1,750 | \$50 | \$1,500 | \$1,650 | \$750 | \$1,250 | \$2,250 | \$1,750 | \$2,000 | \$2,000 | \$2,000 | \$333 | \$2,000 |

On-Island Expense Breakdown

| | | TOTAL | FAMILY/ FIT | GROUP TRVL | ENG LANG LESSON | HONEYMOON | WEDDING | INCENTIVE TRVL | 18-35 | 36-55 | CHILD | FIT | GOLDEN MISS | SENIORS | SPORT |
|------------------|---------|------------|-------------|------------|-----------------|------------|----------|----------------|------------|------------|------------|------------|-------------|------------|------------|
| | | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| AIR & HOTEL | Mean | \$2,299.90 | \$1,645.85 | . | \$3,863.18 | \$2,198.12 | \$914.36 | . | \$2,091.46 | \$2,594.76 | \$3,493.69 | \$1,493.46 | \$2,651.65 | \$3,870.79 | \$2,573.82 |
| | Median | \$1,829 | \$1,463 | . | \$2,514 | \$2,172 | \$914 | . | \$1,737 | \$1,829 | \$3,566 | \$1,280 | \$2,743 | \$1,372 | \$1,829 |
| | Minimum | \$366 | \$914 | . | \$1,280 | \$1,271 | \$914 | . | \$366 | \$914 | \$366 | \$914 | \$2,286 | \$1,097 | \$1,006 |
| | Maximum | \$13,715 | \$2,743 | . | \$9,144 | \$3,109 | \$914 | . | \$13,715 | \$7,864 | \$7,864 | \$2,743 | \$2,926 | \$9,144 | \$9,144 |
| AIR/ HOTEL/ MEAL | Mean | \$3,150.76 | \$2,194.47 | . | \$3,346.56 | \$2,563.41 | . | \$2,925.96 | \$2,656.16 | \$3,686.94 | \$3,783.39 | \$3,566.01 | \$3,870.79 | . | \$3,163.87 |
| | Median | \$2,743 | \$2,194 | . | \$3,612 | \$2,560 | . | \$2,926 | \$2,377 | \$3,383 | \$3,292 | \$3,566 | \$4,206 | . | \$2,835 |
| | Minimum | \$302 | \$2,194 | . | \$302 | \$1,372 | . | \$2,926 | \$302 | \$1,143 | \$302 | \$2,194 | \$3,109 | . | \$302 |
| | Maximum | \$10,972 | \$2,194 | . | \$6,401 | \$4,206 | . | \$2,926 | \$10,515 | \$10,972 | \$10,972 | \$4,938 | \$4,297 | . | \$7,992 |
| AIR ONLY | Mean | \$1,562.38 | \$1,611.56 | . | \$1,440.12 | \$1,691.57 | . | . | \$1,458.31 | \$1,831.66 | \$2,062.69 | \$1,542.44 | \$1,620.55 | \$914.36 | \$1,384.28 |
| | Median | \$1,189 | \$1,097 | . | \$1,326 | \$1,692 | . | . | \$1,143 | \$1,463 | \$1,829 | \$1,097 | \$1,021 | \$914 | \$1,234 |
| | Minimum | \$407 | \$407 | . | \$640 | \$1,189 | . | . | \$457 | \$407 | \$731 | \$407 | \$640 | \$914 | \$407 |
| | Maximum | \$6,766 | \$6,766 | . | \$2,469 | \$2,194 | . | . | \$5,486 | \$6,766 | \$6,766 | \$6,766 | \$3,200 | \$914 | \$2,469 |
| HOTEL ONLY | Mean | \$902.55 | \$1,133.81 | . | \$658.34 | \$548.62 | . | . | \$793.34 | \$1,167.77 | \$1,263.85 | \$1,104.27 | \$480.04 | . | \$1,064.32 |
| | Median | \$823 | \$1,006 | . | \$658 | \$549 | . | . | \$640 | \$1,189 | \$1,189 | \$914 | \$480 | . | \$1,143 |
| | Minimum | \$128 | \$457 | . | \$128 | \$549 | . | . | \$183 | \$128 | \$128 | \$457 | \$320 | . | \$128 |
| | Maximum | \$2,103 | \$2,103 | . | \$1,189 | \$549 | . | . | \$2,103 | \$1,829 | \$2,103 | \$2,103 | \$640 | . | \$2,103 |
| HOTEL & MEAL | Mean | \$1,009.72 | \$640.05 | . | . | . | . | . | \$313.93 | \$1,531.55 | \$1,309.82 | \$640.05 | . | . | \$914.36 |
| | Median | \$914 | \$640 | . | . | . | . | . | \$183 | \$1,372 | \$1,372 | \$640 | . | . | \$914 |
| | Minimum | \$27 | \$183 | . | . | . | . | . | \$27 | \$914 | \$27 | \$183 | . | . | \$183 |
| | Maximum | \$2,469 | \$1,097 | . | . | . | . | . | \$731 | \$2,469 | \$2,469 | \$1,097 | . | . | \$1,646 |
| F&B HOTEL | Mean | \$231.64 | \$91.44 | . | . | . | . | . | \$274.31 | \$210.30 | \$210.30 | \$91.44 | . | . | \$329.17 |
| | Median | \$274 | \$91 | . | . | . | . | . | \$274 | \$210 | \$210 | \$91 | . | . | \$329 |
| | Minimum | \$91 | \$91 | . | . | . | . | . | \$274 | \$91 | \$91 | \$91 | . | . | \$329 |
| | Maximum | \$329 | \$91 | . | . | . | . | . | \$274 | \$329 | \$329 | \$91 | . | . | \$329 |
| TRANS- KOREA | Mean | \$91.93 | . | . | \$91.44 | . | . | . | \$143.10 | \$62.70 | \$109.72 | . | \$365.74 | . | \$52.30 |
| | Median | \$91 | . | . | \$91 | . | . | . | \$91 | \$91 | \$91 | . | \$366 | . | \$37 |
| | Minimum | \$18 | . | . | \$91 | . | . | . | \$24 | \$18 | \$18 | . | \$366 | . | \$18 |
| | Maximum | \$366 | . | . | \$91 | . | . | . | \$366 | \$91 | \$366 | . | \$366 | . | \$91 |
| TRANS- GUAM | Mean | \$97.97 | \$182.87 | . | . | . | . | . | \$98.29 | \$97.53 | \$104.24 | \$182.87 | . | . | \$128.01 |
| | Median | \$73 | \$183 | . | . | . | . | . | \$82 | \$59 | \$59 | \$183 | . | . | \$128 |
| | Minimum | \$46 | \$183 | . | . | . | . | . | \$46 | \$50 | \$46 | \$183 | . | . | \$73 |
| | Maximum | \$183 | \$183 | . | . | . | . | . | \$183 | \$183 | \$183 | \$183 | . | . | \$183 |
| OPT TOURS | Mean | \$309.58 | \$274.31 | . | . | . | . | . | \$435.85 | \$214.87 | \$432.80 | \$274.31 | . | . | \$171.44 |
| | Median | \$274 | \$274 | . | . | . | . | . | \$274 | \$238 | \$293 | \$274 | . | . | \$160 |
| | Minimum | \$91 | \$274 | . | . | . | . | . | \$119 | \$91 | \$91 | \$274 | . | . | \$91 |
| | Maximum | \$914 | \$274 | . | . | . | . | . | \$914 | \$293 | \$914 | \$274 | . | . | \$274 |
| OTHER | Mean | \$174.56 | \$457.18 | . | . | \$457.18 | . | . | \$211.61 | \$109.72 | \$82.29 | \$457.18 | . | . | \$182.87 |
| | Median | \$101 | \$457 | . | . | \$457 | . | . | \$137 | \$87 | \$82 | \$457 | . | . | \$96 |
| | Minimum | \$55 | \$457 | . | . | \$457 | . | . | \$55 | \$73 | \$73 | \$457 | . | . | \$82 |
| | Maximum | \$457 | \$457 | . | . | \$457 | . | . | \$457 | \$192 | \$91 | \$457 | . | . | \$457 |
| TOTAL | Mean | \$2,264.38 | \$1,868.73 | \$0.00 | \$2,808.10 | \$1,893.62 | \$914.36 | \$417.99 | \$1,917.14 | \$2,818.80 | \$3,097.29 | \$1,784.86 | \$2,146.23 | \$3,131.69 | \$2,534.46 |
| | Median | \$1,920 | \$1,692 | \$0 | \$3,017 | \$2,194 | \$914 | \$0 | \$1,783 | \$2,789 | \$3,200 | \$1,509 | \$2,514 | \$1,234 | \$2,450 |
| | Minimum | \$0 | \$0 | \$0 | \$0 | \$0 | \$914 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$914 | \$0 |
| | Maximum | \$13,715 | \$6,766 | \$0 | \$9,144 | \$4,206 | \$914 | \$2,926 | \$13,715 | \$10,972 | \$10,972 | \$6,766 | \$4,572 | \$9,144 | \$9,144 |

Total Expenditures Tracking



YTD=\$1,168.10

Total Expenditures Per Person

Segmentation

| | | TOTAL | FAMILY/ FIT | GROUP TRVL | ENG LANG LESSON | HONEYMOON | WEDDING | INCENTIVE TRVL | 18-35 | 36-55 | CHILD | FIT | GOLDEN MISS | SENIORS | SPORT |
|------------------|---------|------------|-------------|------------|-----------------|------------|------------|----------------|------------|------------|------------|------------|-------------|----------|------------|
| | | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| TOTAL PER PERSON | Mean | \$1,347.17 | \$1,182.68 | \$25.00 | \$1,253.26 | \$1,485.66 | \$1,207.18 | \$661.38 | \$1,454.73 | \$1,181.71 | \$1,212.79 | \$1,222.10 | \$1,443.08 | \$999.27 | \$1,378.39 |
| | Median | \$1,254 | \$1,122 | \$25 | \$1,245 | \$1,650 | \$1,207 | \$400 | \$1,378 | \$1,172 | \$1,182 | \$1,198 | \$1,484 | \$1,058 | \$1,300 |
| | Minimum | \$0 | \$0 | \$0 | \$250 | \$0 | \$1,207 | \$0 | \$0 | \$0 | \$0 | \$0 | \$260 | \$607 | \$0 |
| | Maximum | \$14,015 | \$2,733 | \$50 | \$2,433 | \$3,243 | \$1,207 | \$2,063 | \$14,015 | \$3,779 | \$6,919 | \$3,463 | \$2,000 | \$1,274 | \$3,463 |

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, May, Jun, Jul, Aug 2013 and Overall Oct 2012-Aug 2013 | | | | | | | | | | | | |
|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------------|---------------------------|
| | Oct-12 | Nov-12 | Dec-12 | Jan-13 | Feb-13 | Mar-13 | Apr-13 | May-13 | Jun-13 | Jul-13 | Aug-13 | Combined Oct2012-Aug 2013 |
| Drivers: | rank | rank | rank | rank | rank | rank | rank | rank | rank | rank | rank | rank |
| Quality & Cleanliness of beaches & parks | 3 | 1 | | 2 | 7 | 3 | | | 4 | 3 | 4 | 5 |
| Ease of getting around | | | | | | | 6 | | | | | 10 |
| Safety walking around at night | | | | | | | | | | | | |
| Quality of daytime tours | 5 | | 1 | | | | | | | | | |
| Variety of daytime tours | | | | | 5 | | 4 | | | | | 7 |
| Quality of nighttime tours | | | | | 6 | | | | 7 | | | 9 |
| Variety of nighttime tours | | | | | | | | | | | | |
| Quality of shopping | | | | | 8 | | | 5 | | | | |
| Variety of shopping | | | 5 | 3 | | 1 | 3 | | 3 | | | 4 |
| Price of things on Guam | | 3 | | | | | | | | 5 | | |
| Quality of hotel accommodations | 1 | | 4 | 5 | 2 | 5 | 1 | 1 | 1 | 1 | 1 | 1 |
| Quality/cleanliness of air, sky | | | 3 | | 3 | | | | 6 | 4 | 2 | 6 |
| Quality/cleanliness of parks | | | | | | | | 2 | | 6 | | |
| Quality of landscape in Tumon | | | | | | | 5 | | | | | |
| Quality of landscape in Guam | 2 | 4 | 6 | 4 | | 4 | | 4 | | | | 3 |
| Quality of ground handler | | | 2 | | 4 | | | | 5 | | | 8 |
| Quality/cleanliness of transportation vehicles | 4 | 2 | | 1 | 1 | 2 | 2 | 3 | 2 | 2 | 3 | 2 |
| % of Per Person On Island Expenditures Accounted For | 50.4% | 49.2% | 64.7% | 53.6% | 62.7% | 50.1% | 53.4% | 64.6% | 50.5% | 47.0% | 44.3% | 53.1% |
| NOTE: Only significant drivers are included. | | | | | | | | | | | | |

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by four significant factors in the August 2013 Period. By rank order they are:
 - **Quality of hotel accommodations,**
 - **Quality/cleanliness of air, sky,**
 - **Quality/cleanliness of transportation vehicles, and**
 - **Quality & cleanliness of beaches & parks.**
- With all four factors the overall r^2 is .443 meaning that **43.3% of overall satisfaction is accounted for by these factors.**

| Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2012, Jan, Feb, Mar, Apr, May, Jun, Jul, Aug 2013 and Overall Oct 2012-Aug 2013 | | | | | | | | | | | | |
|---|--------|--------|--------|--------|--------|--------|--------|-------|--------|--------|-------|-------------------|
| | | | | | | | | May-1 | | | | Combined |
| | Oct-12 | Nov-12 | Dec-12 | Jan-13 | Feb-13 | Mar-13 | Apr-13 | 3 | Jun-13 | Jul-13 | Aug-1 | Oct 2012-Aug 2013 |
| Drivers: | rank | rank | rank | rank | 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 | 3 | | 1 | | 2 |
| Quality of shopping | | | | 2 | | | | 2 | | 2 | | 1 |
| Variety of shopping | | | | | | | 1 | | | | 2 | |
| Price of things on Guam | | | | | | | | | | | | |
| Quality of hotel accommodations | | | | 1 | | | | | | | | 3 |
| Quality/cleanliness of air, sky | | | | | | | | | | | | |
| Quality/cleanliness of parks | | | | | | | | | | | | |
| Quality of landscape in Tumon | | 1 | | | | | | | | | | |
| Quality of landscape in Guam | | | | | | | | | | | | |
| Quality of ground handler | | | | | | | | 1 | | | | |
| Quality/cleanliness of transportation vehicles | | | | | | | | | | | 1 | |
| % of Per Person On Island Expenditures Accounted For | 0.0% | 2.6% | 0.0% | 3.7% | 0.0% | 0.0% | 7.3% | 4.1% | 0.0% | 4.2% | 3.2% | 2.4% |
| NOTE: Only significant drivers are included. | | | | | | | | | | | | |

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 2013 Period. By rank order they are:
 - **Quality/cleanliness of transportation vehicles, and**
 - **Variety of shopping.**
- With these two factors the overall r^2 is .032 meaning that **3.2% of per person on island expenditures is accounted for by these factors.**