GUAM VISITORS BUREAU
Korean Visitor Tracker Exit Profile
FY2014 Market Segmentation
DECEMBER 2013

Prepared by: QMark Research

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 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 13	Nov 13	Dec 13	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sept 14
Family/ FIT	9%	7%	11%									
Group	1%	1%	1%									
Eng Language	1%	1%	1%									
Honeymoon	28%	28%	6%									
Wedding	2%	1%	0%									
Incentive	2%	3%	3%									
18-35	69%	69%	58%									
36-55	28%	28%	37%									
Child	27%	28%	41%									
FIT	15%	10%	18%									
Golden Miss	5%	5%	5%									
Senior	1%	1%	1%									
Sport	31%	27%	32%									
TOTAL	**350**	**350**	**351**									

SECTION 1
PROFILE OF RESPONDENTS

Marital Status Tracking
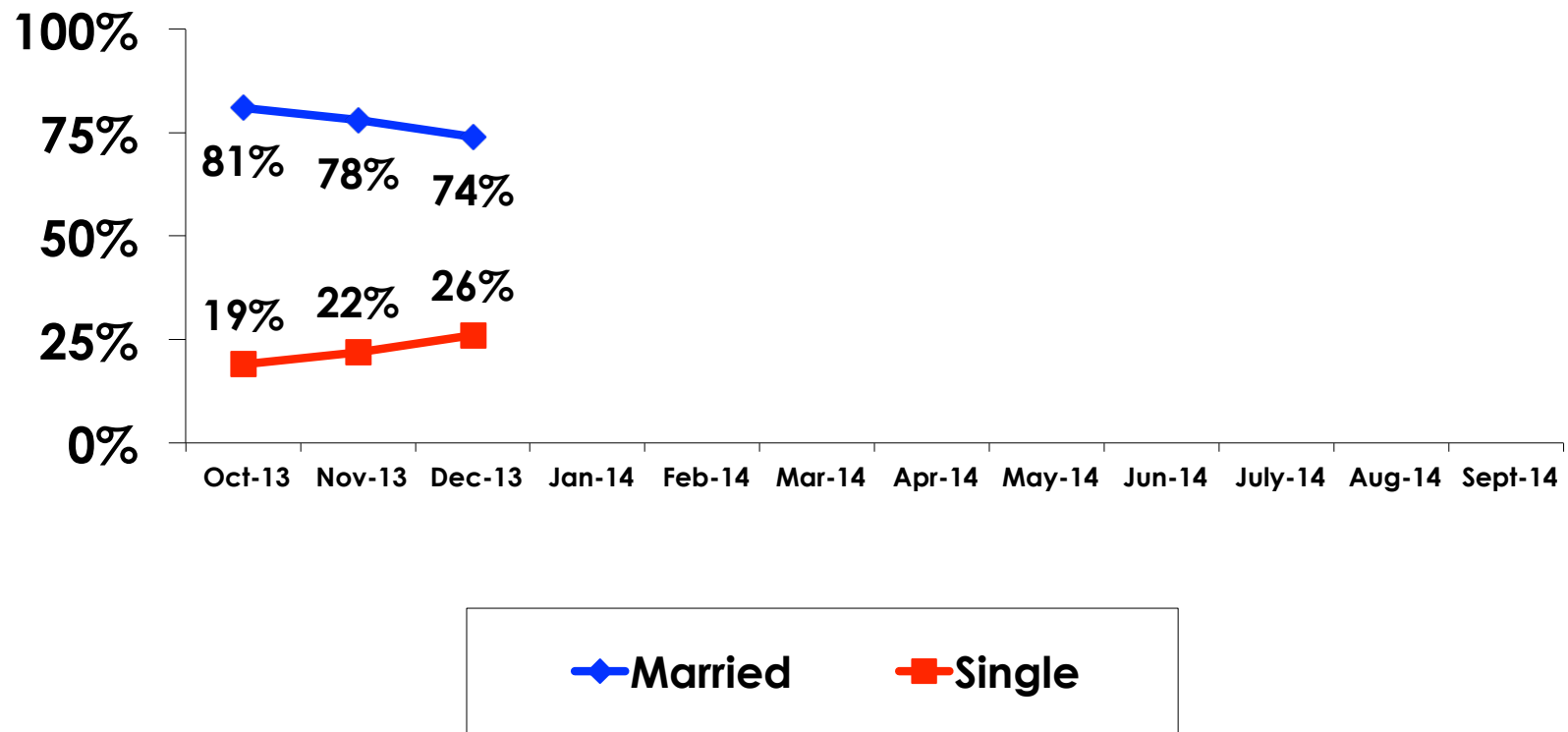
Marital Status Segmentation

			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	260	36	1	1	21	1	10	123	126	136	39	13	3	76
		Column N %	74%	90%	50%	50%	95%	100%	83%	60%	96%	94%	62%	81%	100%	68%
	Single	Count	89	4	1	1	1	0	2	82	5	8	24	3	0	36
		Column N %	26%	10%	50%	50%	5%	0%	17%	40%	4%	6%	38%	19%	0%	32%
	Total	Count	349	40	2	2	22	1	12	205	131	144	63	16	3	112

Average Age Tracking
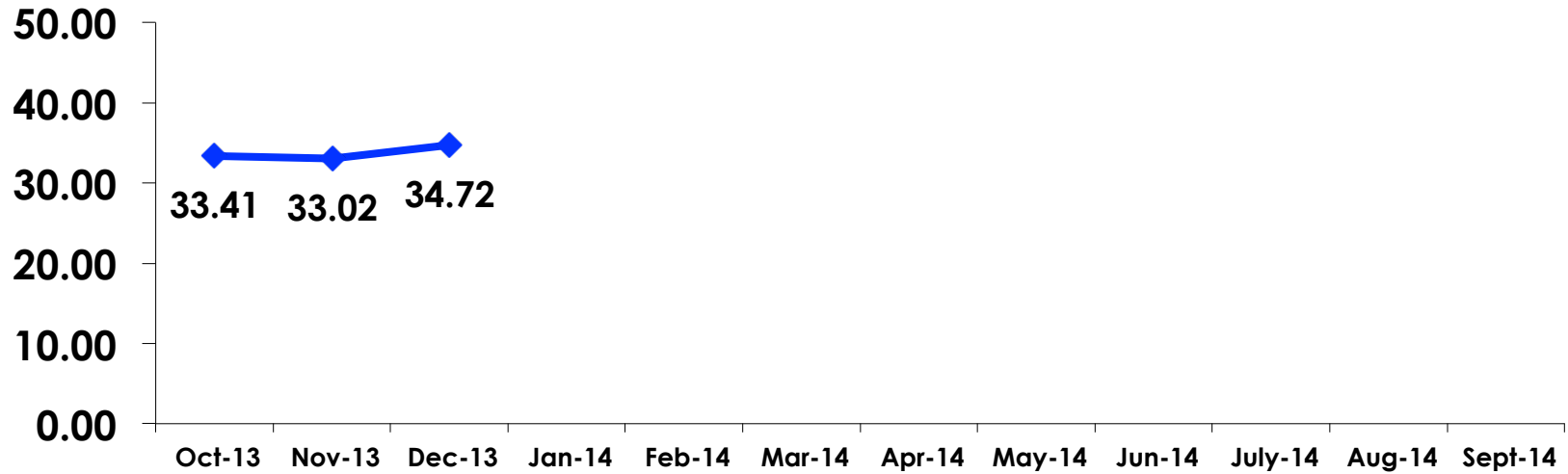
Age Segmentation

			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	41	3	1	0	1	0	1	41	0	6	15	0	0	13
		Column N %	12%	8%	50%	0%	5%	0%	8%	20%	0%	4%	24%	0%	0%	12%
	25-34	Count	150	19	1	2	18	1	4	150	0	47	30	11	0	40
		Column N %	44%	48%	50%	100%	86%	100%	33%	73%	0%	33%	48%	69%	0%	36%
	35-49	Count	132	14	0	0	2	0	5	14	118	86	14	5	0	50
		Column N %	38%	35%	0%	0%	10%	0%	42%	7%	90%	60%	22%	31%	0%	45%
	50+	Count	20	4	0	0	0	0	2	0	13	5	4	0	3	8
		Column N %	6%	10%	0%	0%	0%	0%	17%	0%	10%	3%	6%	0%	100%	7%
	Total	Count	343	40	2	2	21	1	12	205	131	144	63	16	3	111
QF	Mean		34.72	36.08	26.50	32.00	29.90	29.00	36.50	29.03	42.23	37.51	32.03	34.44	66.00	35.89
	Median		34	34	27	32	29	29	35	30	42	37	32	34	66	36

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	5	0	0	0	1	0	0	2	3	2	1	0	0	3
		Column N %	2%	0%	0%	0%	5%	0%	0%	1%	3%	2%	2%	0%	0%	3%
	KW12.0M-KW24.0M	Count	15	0	0	1	2	0	1	12	1	2	3	1	1	5
		Column N %	5%	0%	0%	50%	10%	0%	8%	6%	1%	2%	5%	6%	50%	5%
	KW24.0M-KW36.0M	Count	47	3	0	0	6	0	0	41	3	6	7	3	1	8
		Column N %	15%	8%	0%	0%	29%	0%	0%	21%	3%	5%	12%	19%	50%	8%
	KW36.0M-KW48.0M	Count	47	7	0	0	6	1	4	26	18	18	8	1	0	10
		Column N %	15%	19%	0%	0%	29%	100%	33%	13%	15%	14%	13%	6%	0%	10%
	KW48.0M-KW60.0M	Count	57	10	0	0	5	0	2	32	25	23	10	1	0	27
		Column N %	18%	27%	0%	0%	24%	0%	17%	16%	21%	18%	17%	6%	0%	26%
	KW60.0M-KW72.0M	Count	35	6	0	0	0	0	1	19	16	18	9	3	0	14
		Column N %	11%	16%	0%	0%	0%	0%	8%	10%	14%	14%	15%	19%	0%	13%
	KW72.0M+	Count	91	9	2	1	0	0	3	43	46	55	15	7	0	31
		Column N %	28%	24%	100%	50%	0%	0%	25%	22%	39%	42%	25%	44%	0%	30%
	No Income	Count	26	2	0	0	1	0	1	19	6	7	7	0	0	6
		Column N %	8%	5%	0%	0%	5%	0%	8%	10%	5%	5%	12%	0%	0%	6%
	Total	Count	323	37	2	2	21	1	12	194	118	131	60	16	2	104

Prior Trips to Guam Tracking
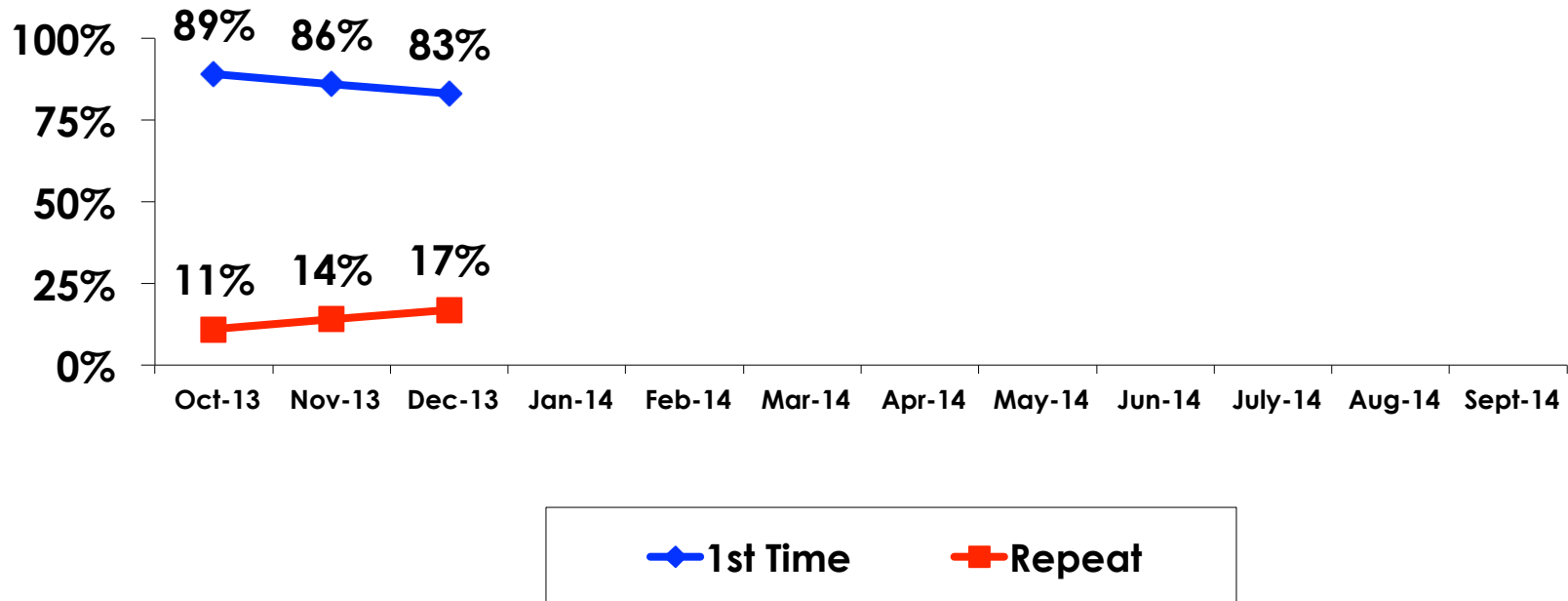
Prior Trips To Guam Segmentation

			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	291	27	2	2	22	1	12	181	97	108	48	14	3	98
		Column N %	83%	68%	100%	100%	100%	100%	100%	88%	74%	75%	76%	88%	100%	88%
	No	Count	59	13	0	0	0	0	0	24	34	36	15	2	0	14
		Column N %	17%	33%	0%	0%	0%	0%	0%	12%	26%	25%	24%	13%	0%	13%
	Total	Count	350	40	2	2	22	1	12	205	131	144	63	16	3	112

Average Length of Stay Tracking
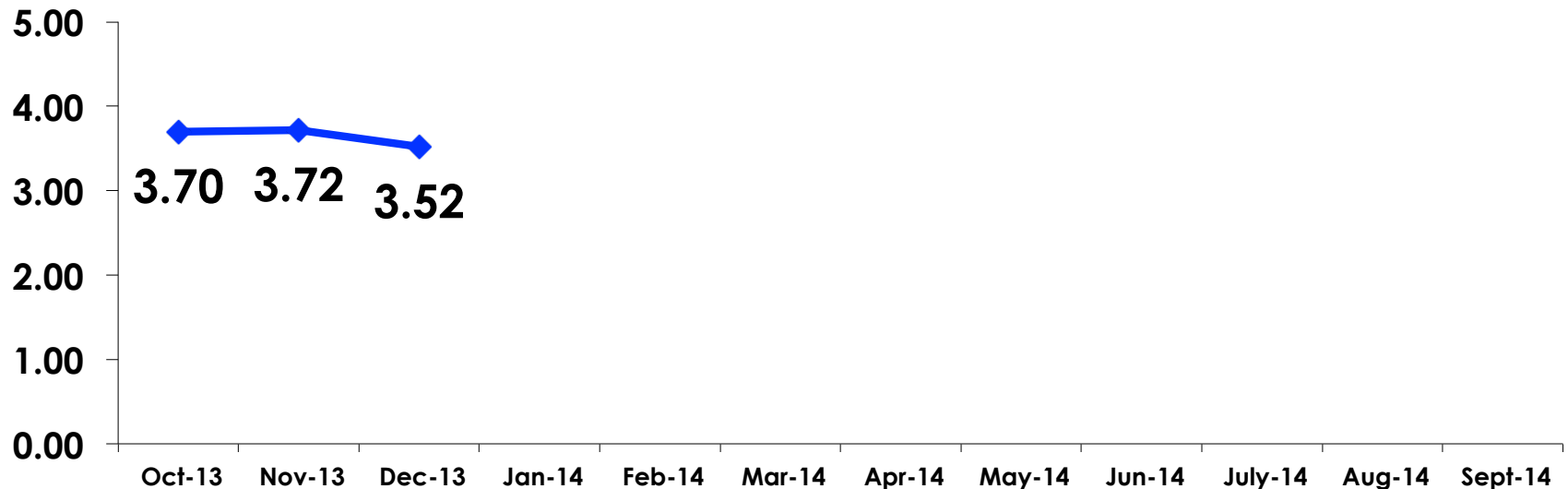
Average Length of Stay Segmentation

		TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q8	Mean	3.52	4.43	5.50	3.00	3.86	4.00	3.42	3.47	3.57	3.67	4.00	3.44	3.00	3.69
	Median	3	4	6	3	4	4	3	3	3	3	3	3	3	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	101	0	0	0	10	1	4	40	54	47	0	6	2	41
		Column N %	29%	0%	0%	0%	45%	100%	33%	20%	42%	33%	0%	38%	67%	36%
	Free-time package tour	Count	173	0	0	2	10	0	0	106	60	76	0	9	1	50
		Column N %	50%	0%	0%	100%	45%	0%	0%	52%	46%	53%	0%	56%	33%	44%
	Individually arranged travel (FIT)	Count	63	40	0	0	2	0	0	49	14	19	63	1	0	19
		Column N %	18%	100%	0%	0%	9%	0%	0%	24%	11%	13%	100%	6%	0%	17%
	Group tour	Count	2	0	2	0	0	0	1	2	0	1	0	0	0	1
		Column N %	1%	0%	100%	0%	0%	0%	8%	1%	0%	1%	0%	0%	0%	1%
	Company paid travel	Count	7	0	0	0	0	0	7	6	1	1	0	0	0	1
		Column N %	2%	0%	0%	0%	0%	0%	58%	3%	1%	1%	0%	0%	0%	1%
	Other	Count	3	0	0	0	0	0	0	2	1	0	0	0	0	1
		Column N %	1%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	1%
	Total	Count	349	40	2	2	22	1	12	205	130	144	63	16	3	113

Travel Motivation Segmentation

Q5A		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	12%	25%	0%	0%	0%	0%	0%	9%	18%	20%	16%	13%	0%	8%
	Price	7%	10%	0%	0%	5%	0%	0%	9%	3%	5%	14%	0%	0%	7%
	Visit friends/ Relatives	2%	3%	0%	0%	0%	0%	0%	3%	1%	3%	3%	6%	0%	1%
	Recomm- friend/family/trvl agnt	19%	25%	0%	50%	9%	100%	8%	17%	23%	20%	22%	25%	33%	20%
	Scuba	2%	3%	0%	0%	0%	0%	0%	2%	2%	1%	2%	0%	0%	6%
	Water sports	13%	13%	0%	0%	5%	0%	0%	9%	18%	16%	11%	6%	0%	39%
	Short travel time	30%	35%	0%	0%	14%	0%	0%	32%	30%	38%	38%	44%	33%	27%
	Golf	3%	3%	0%	0%	0%	0%	0%	8%	1%	5%	1%	2%	0%	0%	8%
	Relax	61%	68%	50%	50%	41%	100%	25%	62%	61%	63%	60%	75%	67%	61%
	Company/ Business Trip	1%	0%	0%	0%	0%	0%	17%	1%	2%	0%	0%	0%	0%	2%
	Company Sponsored	3%	0%	50%	0%	0%	0%	100%	3%	4%	1%	0%	0%	0%	4%
	Convention/ Trade/ Conference	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Safe	27%	50%	0%	0%	9%	0%	0%	27%	29%	35%	43%	31%	33%	27%
	Natural beauty	56%	65%	0%	100%	18%	0%	17%	56%	60%	63%	63%	50%	67%	58%
	Shopping	28%	40%	0%	50%	18%	0%	0%	33%	21%	30%	40%	19%	0%	21%
	Career Cert/ Testing	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%	3%	0%	0%	1%
	Married/ Attn wedding	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%
	Honeymoon	6%	5%	0%	0%	100%	0%	0%	10%	1%	1%	3%	6%	0%	6%
	Pleasure	15%	25%	0%	0%	5%	0%	8%	13%	18%	17%	21%	0%	0%	17%
	Organized sports	2%	3%	50%	0%	5%	0%	0%	1%	2%	2%	2%	0%	0%	5%
	Other	1%	3%	0%	0%	5%	0%	0%	1%	1%	1%	2%	0%	0%	0%
	Total Count	351	40	2	2	22	1	12	205	131	144	63	16	3	113

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	95%	88%	100%	100%	100%	100%	92%	97%	95%	95%	92%	88%	67%	96%
	Friend/ Relative	36%	25%	100%	50%	38%	100%	42%	38%	36%	40%	33%	31%	33%	38%
	Travel Agent Brochure	32%	10%	0%	50%	43%	100%	33%	33%	30%	31%	13%	38%	100%	36%
	Prior Trip	15%	30%	0%	0%	0%	0%	0%	10%	24%	23%	22%	13%	0%	13%
	Travel Guidebook-Bookstore	14%	15%	0%	0%	24%	0%	8%	17%	10%	12%	16%	13%	0%	14%
	GVB Office	11%	10%	50%	0%	10%	100%	8%	12%	10%	15%	8%	25%	0%	16%
	Co-Worker/ Company Trvl Dept	9%	15%	0%	50%	19%	0%	8%	9%	11%	10%	11%	19%	0%	10%
	TV	5%	5%	0%	0%	0%	0%	0%	3%	6%	3%	5%	0%	0%	7%
	Magazine (Consumer)	4%	3%	0%	0%	5%	0%	0%	3%	5%	5%	3%	0%	0%	5%
	GVB Promo	1%	3%	0%	0%	0%	0%	0%	1%	2%	2%	2%	0%	0%	3%
	Newspaper	1%	0%	0%	0%	0%	0%	0%	1%	0%	1%	2%	0%	0%	1%
	Travel Trade Show	1%	5%	0%	0%	0%	0%	0%	0%	2%	1%	3%	0%	0%	1%
	Theater Ad	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Radio	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
	Total Count	348	40	2	2	21	1	12	205	131	144	63	16	3	112

SECTION 3
EXPENDITURES

Prepaid Expenditures Tracking
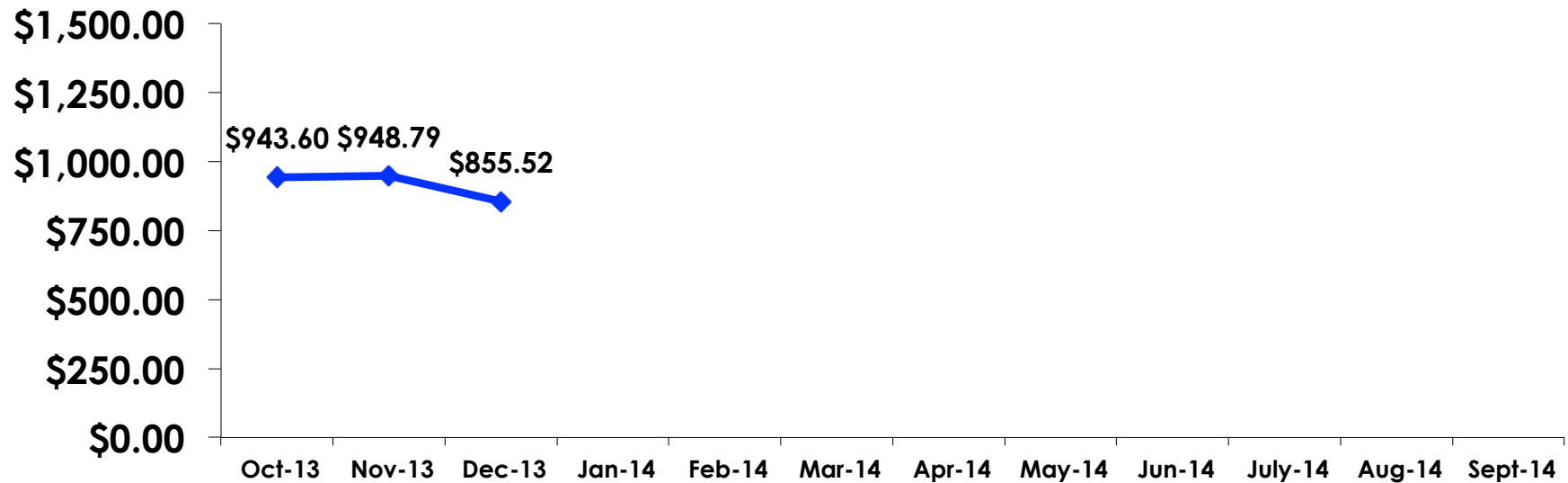
YTD=$915.85

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	$855.52	$652.37	$0.00	$1,361.08	$1,108.06	$1,689.62	$323.84	$855.12	$900.91	$863.17	$645.07	$959.06	$461.52	$925.00
	Median	$873	$696	$0	$1,361	$1,244	$1,690	$0	$868	$939	$875	$704	$967	$0	$939
	Minimum	$0	$0	$0	$845	$0	$1,690	$0	$0	$0	$0	$0	$0	$0	$0
	Maximum	$2,816	$1,877	$0	$1,877	$2,347	$1,690	$1,877	$2,816	$2,628	$2,534	$1,877	$2,534	$1,385	$2,816

On-Island Expenditures Tracking

Chart data points: $491.34 (Oct-13), $436.92 (Nov-13), $430.49 (Dec-13)
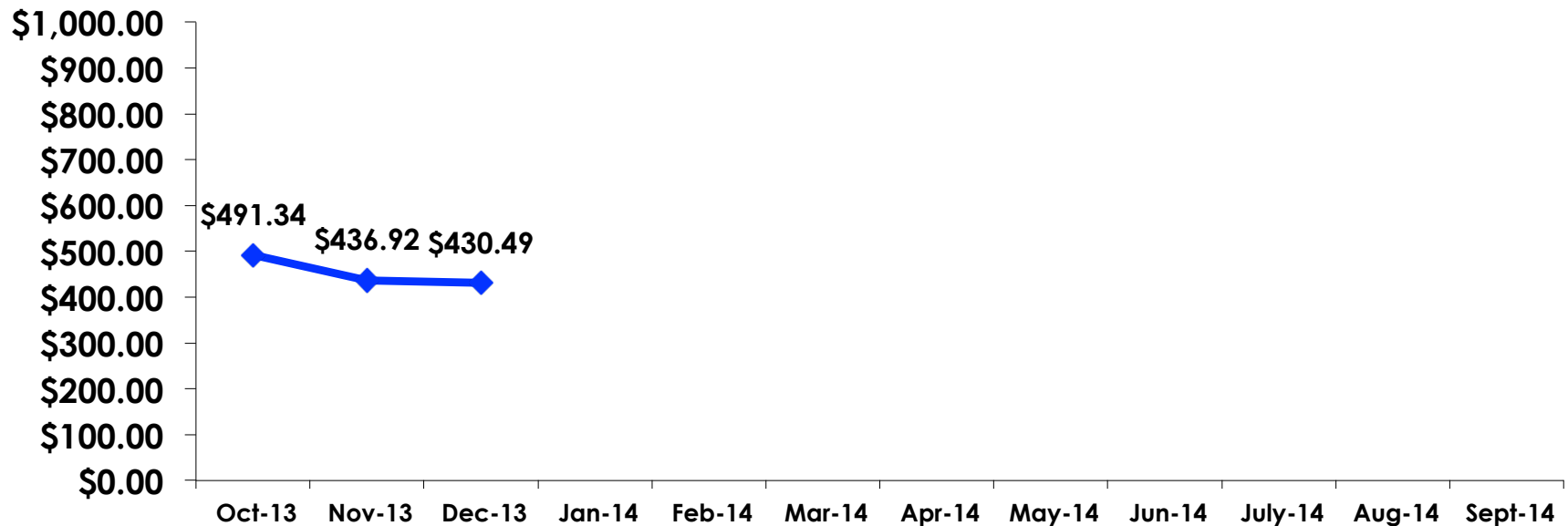
YTD = $452.89

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	$430.49	$477.52	$725.00	$166.25	$1,033.94	$1,000.00	$272.75	$453.02	$384.02	$328.14	$469.75	$392.05	$158.33	$469.01
	Median	$251	$375	$725	$166	$483	$1,000	$200	$267	$250	$245	$375	$226	$150	$250
	Minimum	$0	$0	$450	$0	$0	$1,000	$28	$0	$0	$0	$0	$0	$0	$0
	Maximum	$5,500	$1,667	$1,000	$333	$5,000	$1,000	$1,000	$5,000	$2,375	$1,833	$1,667	$3,000	$325	$5,000

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	$2,296.79	$1,933.67	.	.	$2,377.98	.	.	$2,254.85	$2,382.99	$3,277.54	$1,476.28	$2,105.76	.	$2,285.99
	Median	$1,877	$1,502	.	.	$1,783	.	.	$1,877	$1,783	$2,910	$1,220	$1,999	.	$1,464
	Minimum	$375	$1,126	.	.	$1,783	.	.	$375	$845	$1,126	$375	$1,783	.	$544
	Maximum	$6,571	$3,755	.	.	$3,567	.	.	$6,571	$5,632	$6,383	$3,755	$2,534	.	$6,571
AIR/ HOTEL/ MEAL	Mean	$3,092.64	$2,008.77	.	$1,877.35	$3,086.08	$3,379.23	$6,570.73	$2,758.00	$3,645.44	$3,536.86	$1,830.42	$3,162.30	$5,538.19	$3,164.63
	Median	$2,741	$1,877	.	$1,877	$3,191	$3,379	$6,571	$2,441	$3,285	$3,004	$1,690	$2,816	$5,538	$2,628
	Minimum	$798	$1,220	.	$1,877	$1,783	$3,379	$3,755	$939	$798	$798	$939	$939	$5,538	$939
	Maximum	$9,387	$3,567	.	$1,877	$4,693	$3,379	$9,387	$7,979	$9,387	$8,730	$3,567	$6,101	$5,538	$8,730
AIR ONLY	Mean	$1,343.40	$1,343.20	.	$1,154.57	$844.81	.	.	$980.45	$2,069.31	$1,644.39	$1,134.94	$1,215.59	.	$1,454.23
	Median	$1,206	$1,126	.	$1,155	$845	.	.	$986	$1,737	$1,455	$1,033	$1,216	.	$1,596
	Minimum	$188	$188	.	$1,155	$845	.	.	$188	$563	$451	$188	$375	.	$375
	Maximum	$7,040	$2,816	.	$1,155	$845	.	.	$1,971	$7,040	$3,379	$2,816	$2,056	.	$2,816
HOTEL ONLY	Mean	$802.68	$919.90	.	$535.05	.	.	.	$783.27	$840.12	$821.34	$823.90	$394.24	.	$753.03
	Median	$751	$751	.	$535	.	.	.	$704	$751	$751	$727	$394	.	$751
	Minimum	$94	$394	.	$535	.	.	.	$94	$216	$216	$94	$394	.	$282
	Maximum	$1,690	$1,596	.	$535	.	.	.	$1,596	$1,690	$1,690	$1,596	$394	.	$1,408
HOTEL & MEAL	Mean	$1,094.73	$1,131.10	.	.	.	.	.	$766.59	$1,516.63	$1,508.14	$947.02	$1,652.07	.	$1,574.63
	Median	$882	$1,079	.	.	.	.	.	$845	$1,783	$1,652	$864	$1,652	.	$1,718
	Minimum	$94	$657	.	.	.	.	.	$94	$469	$657	$375	$1,652	.	$779
	Maximum	$2,084	$1,783	.	.	.	.	.	$1,408	$2,084	$2,084	$1,783	$1,652	.	$2,084
F&B HOTEL	Mean	$287.86	.	.	.	.	.	$262.83	$136.11	$591.37	$591.37	$9.39	.	.	$427.10
	Median	$263	.	.	.	.	.	$263	$136	$591	$591	$9	.	.	$427
	Minimum	$9	.	.	.	.	.	$263	$9	$591	$591	$9	.	.	$263
	Maximum	$591	.	.	.	.	.	$263	$263	$591	$591	$9	.	.	$591
TRANS- KOREA	Mean	$103.47	$71.97	.	.	$375.47	.	.	$117.33	$73.75	$89.60	$87.30	$375.47	.	$65.71
	Median	$47	$47	.	.	$375	.	.	$47	$47	$56	$47	$375	.	$47
	Minimum	$9	$28	.	.	$375	.	.	$28	$9	$9	$28	$375	.	$28
	Maximum	$375	$141	.	.	$375	.	.	$375	$188	$188	$188	$375	.	$188
TRANS- GUAM	Mean	$161.55	$158.55	.	.	.	.	.	$187.03	$110.58	$157.70	$143.68	$107.95	.	$144.90
	Median	$155	$188	.	.	.	.	.	$188	$89	$94	$117	$108	.	$188
	Minimum	$19	$28	.	.	.	.	.	$28	$19	$19	$28	$28	.	$19
	Maximum	$563	$329	.	.	.	.	.	$563	$282	$563	$329	$188	.	$282
OPT TOURS	Mean	$263.19	$375.47	.	.	$281.60	.	.	$216.52	$326.83	$339.63	$328.54	.	.	$254.30
	Median	$188	$375	.	.	$282	.	.	$188	$188	$282	$282	.	.	$188
	Minimum	$47	$188	.	.	$282	.	.	$84	$47	$47	$188	.	.	$84
	Maximum	$845	$563	.	.	$282	.	.	$469	$845	$845	$563	.	.	$845
OTHER	Mean	$411.24	$183.04	.	.	.	.	.	$357.17	$474.86	$493.08	$136.11	$553.82	.	$418.75
	Median	$94	$94	.	.	.	.	.	$94	$122	$94	$84	$347	.	$122
	Minimum	$9	$75	.	.	.	.	.	$9	$38	$56	$9	$94	.	$28
	Maximum	$3,379	$469	.	.	.	.	.	$2,347	$3,379	$3,379	$469	$1,220	.	$3,379
TOTAL	Mean	$2,183.03	$1,752.70	$0.00	$1,783.48	$2,233.20	$3,379.23	$1,117.02	$1,995.85	$2,629.54	$2,817.78	$1,522.41	$2,594.27	$1,846.06	$2,361.26
	Median	$1,877	$1,690	$0	$1,783	$2,534	$3,379	$0	$1,877	$2,619	$2,736	$1,408	$2,394	$0	$1,971
	Minimum	$0	$0	$0	$1,690	$0	$3,379	$0	$0	$0	$0	$0	$0	$0	$0
	Maximum	$9,387	$4,382	$0	$1,877	$4,693	$3,379	$9,387	$7,979	$9,387	$8,730	$4,382	$6,383	$5,538	$8,730

Total Expenditures Tracking
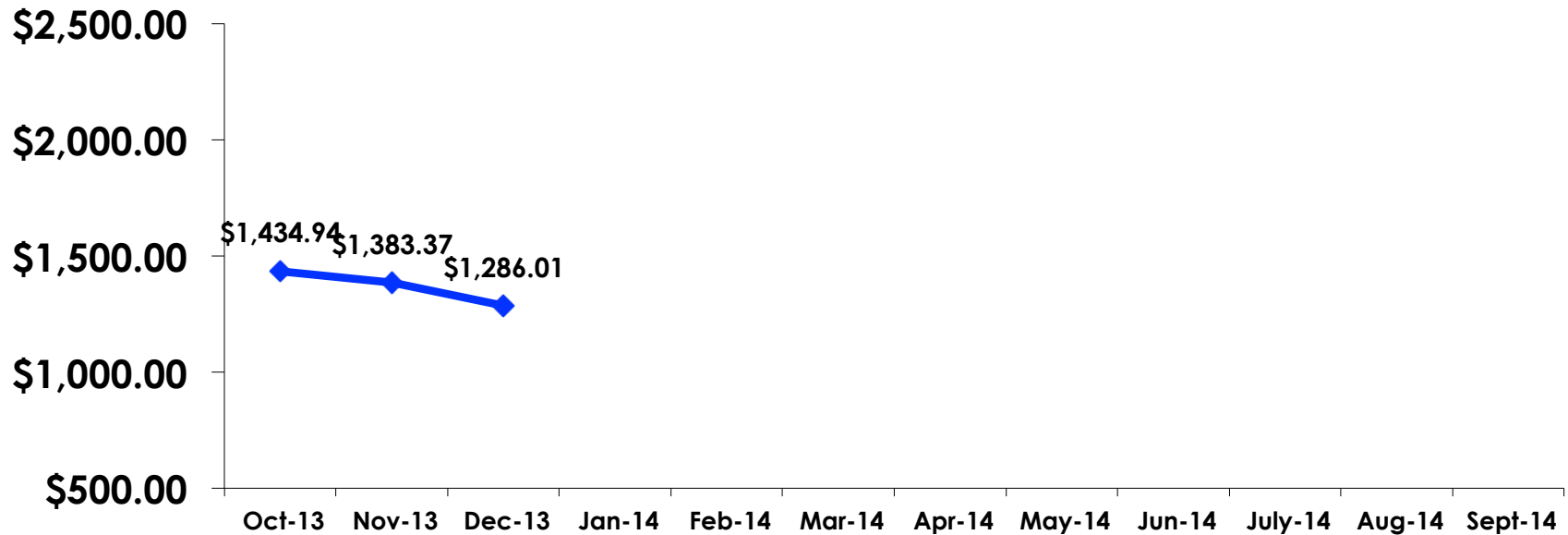
YTD=$1,368.00

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	$1,286.01	$1,129.89	$725.00	$1,527.33	$2,142.00	$2,689.62	$596.59	$1,308.14	$1,284.93	$1,191.31	$1,114.82	$1,351.12	$619.85	$1,394.01
	Median	$1,223	$1,110	$725	$1,527	$1,880	$2,690	$200	$1,223	$1,250	$1,145	$1,101	$1,056	$150	$1,365
	Minimum	$0	$0	$450	$1,177	$0	$2,690	$80	$0	$0	$0	$0	$75	$0	$0
	Maximum	$7,347	$3,190	$1,000	$1,877	$7,347	$2,690	$2,317	$7,347	$4,722	$3,617	$3,190	$4,079	$1,710	$6,183

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, and Overall Oct-Dec 2012				
Drivers:	Oct-13 rank	Nov-13 rank	**Dec-13** **rank**	Combined Oct-Dec 2013 rank
Quality & Cleanliness of beaches & parks				5
Ease of getting around				
Safety walking around at night				
Quality of daytime tours				
Variety of daytime tours	2			6
Quality of nighttime tours				
Variety of nighttime tours				
Quality of shopping		4		8
Variety of shopping			**3**	
Price of things on Guam				
Quality of hotel accommodations	4	2	**4**	2
Quality/cleanliness of air, sky	3	5		7
Quality/cleanliness of parks		1		
Quality of landscape in Tumon			**2**	3
Quality of landscape in Guam	5			
Quality of ground handler				
Quality/cleanliness of transportation vehicles	1	3	**1**	1
% of Per Person On Island Expenditures Accounted For	48.6%	49.2%	**44.8%**	47.6%
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 December 2013 Period. By rank order they are:
    - **Quality/cleanliness of transportation vehicles,**
    - **Quality of landscape in Guam,**
    - **Variety of shopping, and**
    - **Quality of hotel accommodations.**
- With all four factors the overall r^2 is .448 meaning that **44.8% of overall satisfaction is accounted for by these factors.**

Comparison of Drivers of Per Person On Isle Expenditure, Oct, Nov, Dec 2013, and Overall Oct-Dec 2013				
Drivers:	Oct-13 rank	Nov-13 rank	**Dec-13 rank**	Combined Oct-Dec 2013 rank
Quality & Cleanliness of beaches & parks				
Ease of getting around				
Safety walking around at night				
Quality of daytime tours		1		
Variety of daytime tours				
Quality of nighttime tours				2
Variety of nighttime tours	1			
Quality of shopping			**2**	1
Variety of shopping				
Price of things on Guam				
Quality of hotel accommodations				
Quality/cleanliness of air, sky				
Quality/cleanliness of parks			**1**	3
Quality of landscape in Tumon				
Quality of landscape in Guam				
Quality of ground handler				
Quality/cleanliness of transportation vehicles				
% of Per Person On Island Expenditures Accounted For	2.3%	1.1%	**4.2%**	2.9%
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 December 2013 Period. By rank order they are:
  - **Quality/cleanliness of parks, and**
  - **Quality of shopping.**
- With these two factors the overall r^2 is .042 meaning that **4.2% of per person on island expenditures is accounted for by these factors.**