



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2013 Market Segmentation

FEBRUARY 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 **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 +/- 5.23 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 +/- 5.23 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 Travellers
 - 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

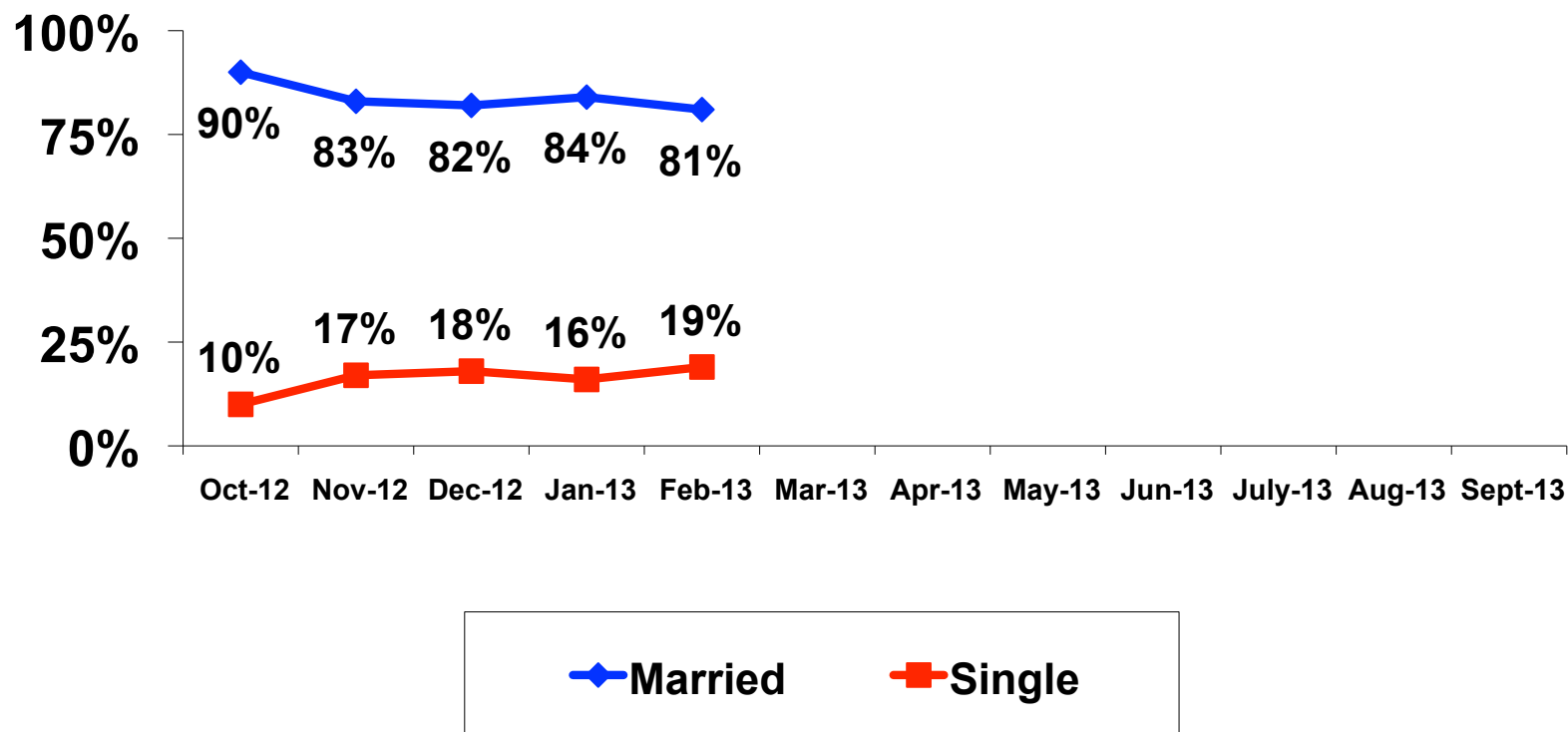
Highlighted Segments

	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%							
Group	0%	-	-	1%	0%							
Eng Language	0%	-	-	1%	0%							
Honeymoon	30%	20%	11%	8%	12%							
Wedding	1%	1%	0%	-	1%							
Incentive	3%	3%	2%	9%	2%							
18-35	63%	66%	47%	49%	52%							
36-55	35%	31%	47%	47%	43%							
Child	36%	33%	48%	45%	44%							
FIT	8%	8%	7%	5%	7%							
Golden Miss	4%	4%	5%	4%	3%							
Senior	1%	1%	1%	1%	1%							
Sport	33%	30%	33%	28%	24%							
TOTAL	351	351	350	350	351							

SECTION 1

PROFILE OF RESPONDENTS

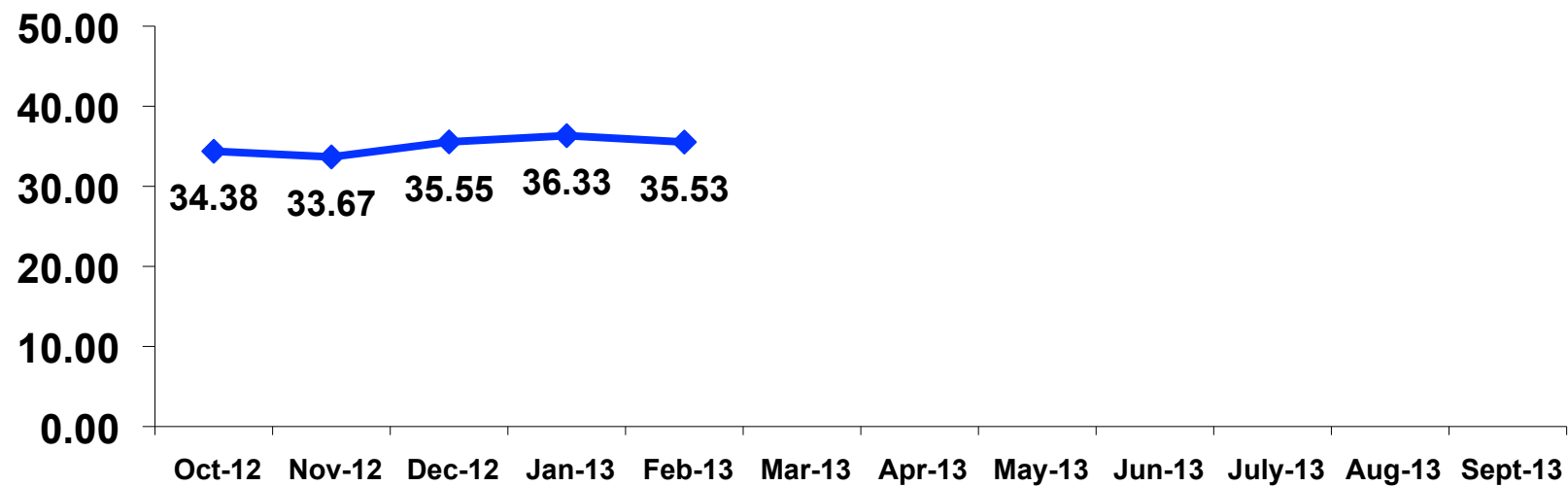
Marital Status Tracking



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	283	18	1	0	40	2	4	124	146	149	20	10	3	67
		Column N %	81%	100%	100%	0%	95%	100%	57%	69%	96%	97%	77%	83%	100%	82%
	Single	Count	67	0	0	1	2	0	3	57	6	5	6	2	0	15
		Column N %	19%	0%	0%	100%	5%	0%	43%	31%	4%	3%	23%	17%	0%	18%
	Total	Count	350	18	1	1	42	2	7	181	152	154	26	12	3	82

Average Age Tracking



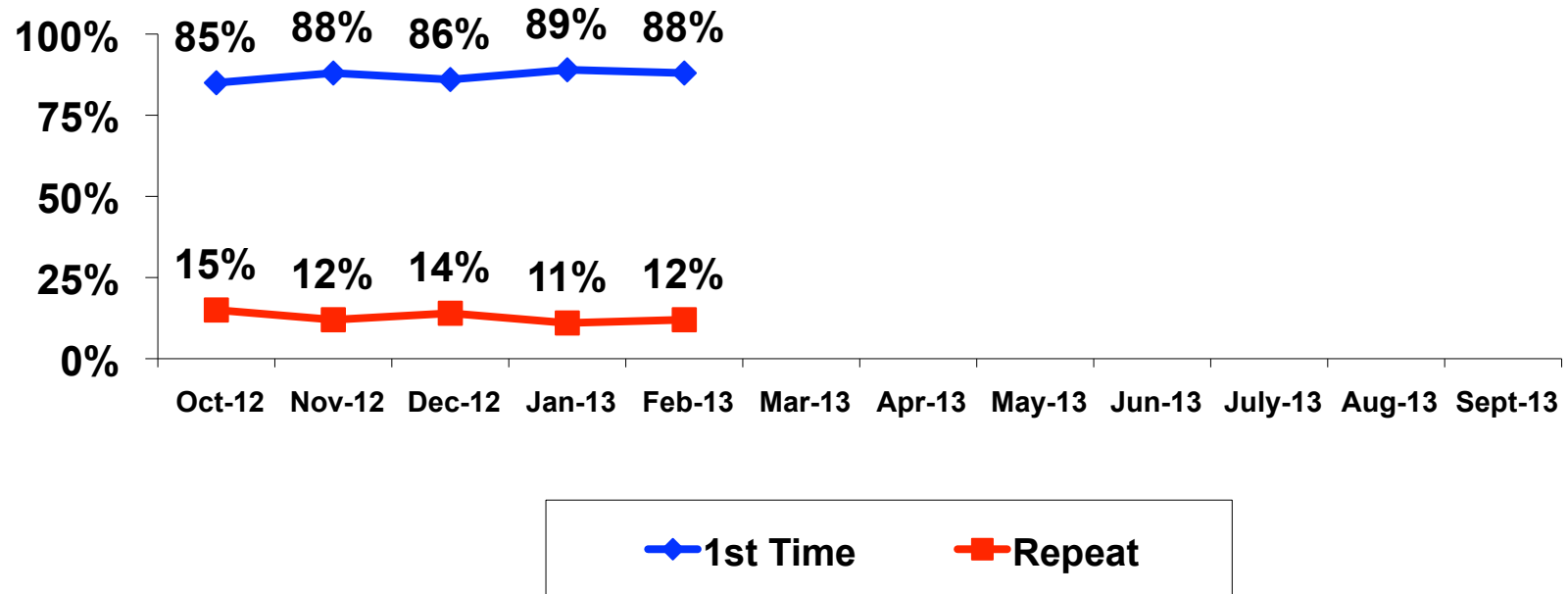
Age Segmentation

			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	14	0	0	0	2	0	0	14	0	0	1	0	0	1
		Column N %	4%	0%	0%	0%	5%	0%	0%	8%	0%	0%	4%	0%	0%	1%
	25-34	Count	148	11	0	1	32	2	3	148	0	33	15	4	0	24
		Column N %	44%	65%	0%	100%	76%	100%	43%	82%	0%	22%	63%	33%	0%	31%
	35-49	Count	163	5	1	0	7	0	3	19	144	112	7	8	0	48
		Column N %	48%	29%	100%	0%	17%	0%	43%	10%	95%	74%	29%	67%	0%	62%
	50+	Count	14	1	0	0	1	0	1	0	8	7	1	0	3	4
		Column N %	4%	6%	0%	0%	2%	0%	14%	0%	5%	5%	4%	0%	100%	5%
	Total	Count	339	17	1	1	42	2	7	181	152	152	24	12	3	77
	Mean		35.53	35.47	42.00	34.00	31.98	26.50	38.57	30.27	40.74	38.76	34.25	36.00	67.33	37.03
	Median		35	33	42	34	31	27	39	30	40	38	33	36	66	38

Income Sefmentation

			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	3	0	0	0	1	0	0	3	0	0	0	0	0	2
		Column N %	1%	0%	0%	0%	3%	0%	0%	2%	0%	0%	0%	0%	0%	3%
	KW12.0M-KW24.0M	Count	15	1	0	0	1	1	1	12	3	1	2	0	0	6
		Column N %	5%	7%	0%	0%	3%	50%	17%	8%	2%	1%	10%	0%	0%	9%
	KW24.0M-KW36.0M	Count	41	1	0	0	16	1	1	32	6	9	2	1	0	9
		Column N %	14%	7%	0%	0%	42%	50%	17%	20%	5%	7%	10%	9%	0%	13%
	KW36.0M-KW48.0M	Count	49	0	0	1	9	0	0	31	17	15	1	0	1	7
		Column N %	17%	0%	0%	100%	24%	0%	0%	19%	14%	11%	5%	0%	50%	10%
	KW48.0M-KW60.0M	Count	70	3	0	0	4	0	2	40	27	33	3	1	0	17
		Column N %	24%	20%	0%	0%	11%	0%	33%	25%	22%	25%	14%	9%	0%	24%
	KW60.0M-KW72.0M	Count	32	4	0	0	1	0	2	11	20	20	5	0	0	7
		Column N %	11%	27%	0%	0%	3%	0%	33%	7%	16%	15%	24%	0%	0%	10%
	KW72.0M+	Count	73	6	0	0	3	0	0	23	47	50	8	9	1	19
		Column N %	25%	40%	0%	0%	8%	0%	0%	14%	38%	38%	38%	82%	50%	27%
	No Income	Count	13	0	1	0	3	0	0	8	5	5	0	0	0	3
		Column N %	4%	0%	100%	0%	8%	0%	0%	5%	4%	4%	0%	0%	0%	4%
	Total	Count	296	15	1	1	38	2	6	160	125	133	21	11	2	70

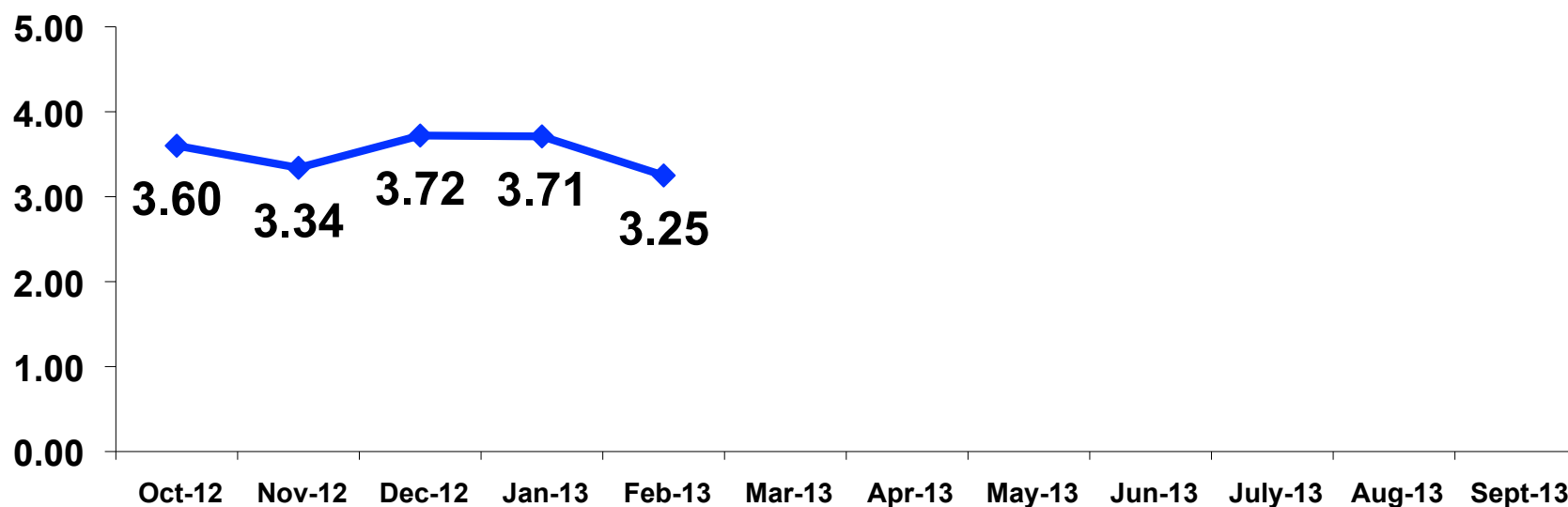
Prior Trips to Guam Tracking



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	308	16	0	40	2	7	164	128	129	23	11	2	78
		Column N %	88%	89%	0%	95%	100%	100%	91%	85%	85%	88%	92%	67%	95%
	No	Count	41	2	1	2	0	0	17	22	23	3	1	1	4
		Column N %	12%	11%	100%	5%	0%	0%	9%	15%	15%	12%	8%	33%	5%
Total		Count	349	18	1	42	2	7	181	150	152	26	12	3	82

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	3.25	4.33	3.00	3.00	3.29	3.00	3.00	3.24	3.27	3.27	4.08	3.25	3.33	3.37
	Median	3	3	3	3	3	3	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	181	0	0	0	26	1	4	78	95	89	0	7	1	47
		Column N %	52%	0%	0%	0%	62%	50%	57%	43%	63%	59%	0%	58%	33%	57%
	Free-time package tour	Count	138	0	0	1	14	1	1	84	46	52	0	4	2	29
		Column N %	40%	0%	0%	100%	33%	50%	14%	47%	30%	34%	0%	33%	67%	35%
	Individually arranged travel (FIT)	Count	26	18	0	0	2	0	0	17	7	10	26	1	0	6
		Column N %	7%	100%	0%	0%	5%	0%	0%	9%	5%	7%	100%	8%	0%	7%
	Group tour	Count	1	0	1	0	0	0	0	0	1	1	0	0	0	0
		Column N %	0%	0%	100%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%
	Company paid travel	Count	2	0	0	0	0	0	2	0	2	0	0	0	0	0
		Column N %	1%	0%	0%	0%	0%	0%	29%	0%	1%	0%	0%	0%	0%	0%
	Other	Count	1	0	0	0	0	0	0	1	0	0	0	0	0	1
		Column N %	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%
	Total	Count	349	18	1	1	42	2	7	180	151	152	26	12	3	83

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	7%	12%	0%	0%	2%	0%	0%	4%	11%	12%	8%	8%	0%	2%
Price	7%	6%	0%	0%	7%	0%	0%	9%	5%	7%	4%	8%	33%	10%
Visit friends/ Relatives	3%	12%	0%	0%	2%	0%	0%	3%	3%	3%	8%	8%	0%	2%
Recomm- friend/family/trvl agnt	23%	6%	100%	0%	19%	0%	29%	24%	23%	24%	8%	42%	0%	22%
Scuba	1%	0%	0%	0%	2%	0%	0%	1%	2%	1%	0%	0%	0%	5%
Water sports	8%	6%	0%	0%	0%	0%	0%	5%	12%	11%	8%	8%	0%	35%
Short travel time	25%	29%	0%	100%	24%	0%	14%	29%	22%	30%	20%	25%	33%	24%
Golf	2%	6%	0%	0%	0%	0%	0%	1%	3%	3%	4%	8%	33%	9%
Relax	59%	47%	0%	100%	40%	50%	57%	54%	63%	64%	48%	42%	100%	55%
Company/ Business Trip	1%	0%	0%	0%	0%	0%	14%	2%	1%	0%	0%	0%	0%	1%
Company Sponsored	1%	0%	0%	0%	2%	0%	71%	2%	1%	2%	0%	0%	0%	0%
Safe	26%	53%	0%	0%	21%	50%	0%	26%	26%	32%	48%	25%	33%	22%
Natural beauty	52%	41%	0%	0%	38%	50%	14%	45%	59%	58%	40%	33%	67%	56%
Shopping	14%	35%	0%	100%	12%	0%	0%	15%	13%	16%	28%	8%	0%	12%
Career Cert/ Testing	2%	0%	0%	0%	0%	0%	0%	4%	0%	0%	12%	0%	0%	0%
Married/ Attn wedding	1%	0%	0%	0%	2%	100%	0%	1%	0%	0%	0%	0%	0%	0%
Honeymoon	12%	12%	0%	0%	100%	50%	14%	21%	3%	1%	8%	0%	0%	11%
Pleasure	10%	24%	0%	0%	12%	0%	0%	8%	11%	11%	16%	0%	33%	12%
Organized sports	2%	6%	0%	0%	2%	0%	0%	2%	2%	2%	4%	0%	0%	9%
Other	1%	6%	0%	0%	0%	0%	0%	1%	1%	1%	4%	0%	0%	1%
Total Count	345	17	1	1	42	2	7	178	149	152	25	12	3	82

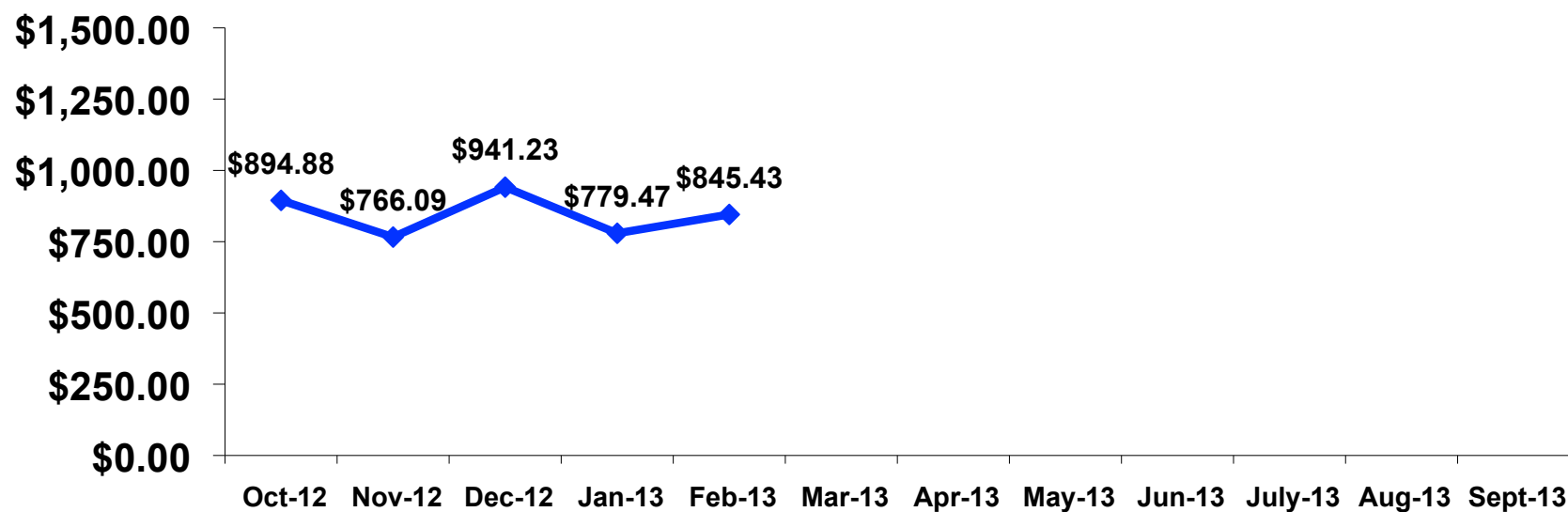
Information Sources

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	93%	94%	100%	100%	90%	50%	71%	96%	92%	95%	96%	100%	67%	98%
	Travel Agent Brochure	44%	0%	0%	0%	55%	100%	43%	41%	47%	45%	8%	17%	67%	48%
	Friend/ Relative	36%	50%	100%	0%	45%	50%	57%	37%	35%	41%	52%	50%	0%	27%
	Prior Trip	11%	11%	0%	100%	5%	0%	0%	9%	13%	14%	12%	0%	33%	5%
	Travel Guidebook- Bookstore	8%	22%	0%	0%	5%	0%	14%	9%	6%	6%	20%	0%	0%	5%
	Co-Worker/ Company Trvl Dept	7%	6%	0%	0%	2%	0%	14%	6%	9%	9%	4%	17%	0%	11%
	TV	4%	11%	0%	0%	5%	0%	0%	4%	5%	5%	8%	0%	0%	5%
	GVB Office	4%	6%	0%	0%	5%	0%	0%	5%	3%	3%	12%	0%	0%	6%
	Magazine (Consumer)	3%	0%	0%	0%	5%	0%	0%	3%	3%	1%	0%	0%	0%	4%
	GVB Promo	2%	6%	0%	0%	0%	0%	0%	2%	2%	2%	8%	0%	0%	6%
	Newspaper	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%
	Other	0%	0%	0%	0%	2%	0%	0%	1%	0%	0%	0%	0%	0%	0%
	Consumer Trvl Show	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
	Travel Trade Show	0%	0%	0%	0%	2%	0%	0%	1%	0%	0%	0%	0%	0%	0%
	Total Count	341	18	1	1	42	2	7	179	148	151	25	12	3	82

SECTION 3 **EXPENDITURES**

Prepaid Expenditures Tracking

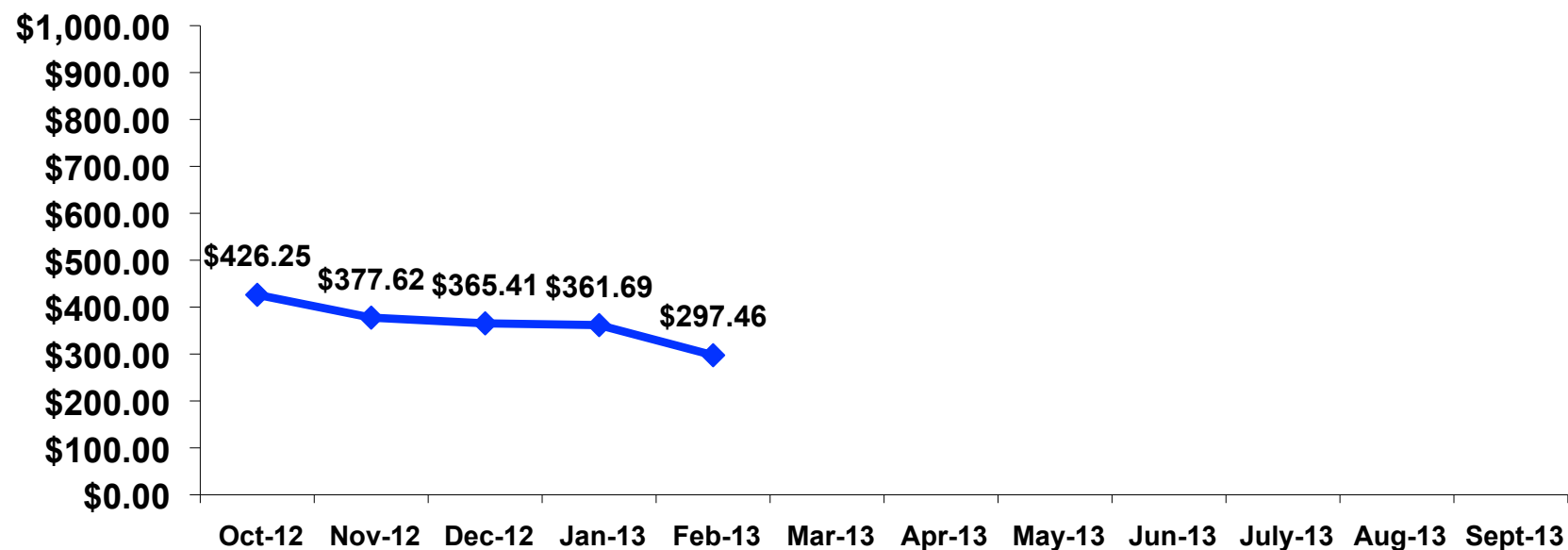


YTD=\$845.38

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	\$845.43	\$628.02	\$0.00	\$0.00	\$934.10	\$834.00	\$712.21	\$888.52	\$805.18	\$814.42	\$665.98	\$1,143.27	\$943.14	\$929.72
	Median	\$927	\$513	\$0	\$0	\$982	\$834	\$908	\$927	\$927	\$927	\$749	\$1,112	\$744	\$927
	Minimum	\$0	\$0	\$0	\$0	\$0	\$741	\$0	\$0	\$0	\$0	\$0	\$834	\$695	\$0
	Maximum	\$3,707	\$1,853	\$0	\$0	\$2,323	\$927	\$1,390	\$3,707	\$2,780	\$2,780	\$1,853	\$1,575	\$1,390	\$3,707

On-Island Expenditures Tracking



YTD = \$365.69

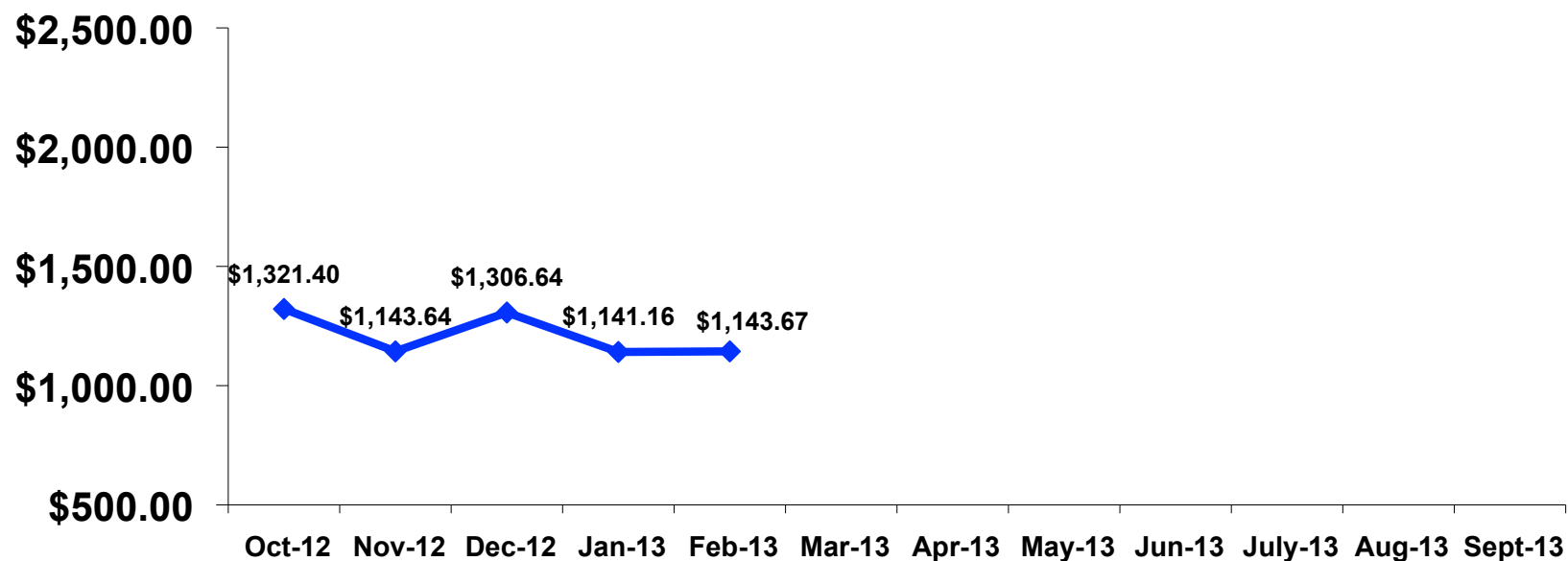
On-Island Expenditures Per Person Segmentation

		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	\$297.46	\$583.56	\$0.00	\$0.00	\$427.93	\$312.50	\$219.19	\$368.09	\$221.91	\$193.67	\$472.47	\$351.65	\$353.75	\$304.29
	Median	\$200	\$465	\$0	\$0	\$338	\$313	\$133	\$250	\$167	\$153	\$303	\$183	\$380	\$230
	Minimum	\$0	\$0	\$0	\$0	\$0	\$100	\$0	\$0	\$0	\$0	\$0	\$0	\$31	\$0
	Maximum	\$4,000	\$3,000	\$0	\$0	\$1,188	\$525	\$500	\$4,000	\$1,360	\$950	\$3,000	\$1,710	\$650	\$4,000

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	\$1,710.39	\$1,612.40	.	.	\$1,429.71	\$1,482.66	\$1,390.00	\$1,591.99	\$1,882.81	\$2,124.77	\$1,525.63	\$1,315.86	\$5,559.98	\$2,134.64
	Median	\$1,390	\$1,529	.	.	\$1,205	\$1,483	\$1,390	\$1,316	\$1,853	\$1,946	\$1,483	\$1,112	\$5,560	\$1,737
	Minimum	\$83	\$927	.	.	\$927	\$1,483	\$1,390	\$83	\$927	\$926	\$741	\$927	\$5,560	\$927
	Maximum	\$5,560	\$2,780	.	.	\$1,946	\$1,483	\$1,390	\$4,633	\$4,633	\$5,560	\$2,780	\$1,946	\$5,560	\$5,560
AIR/ HOTEL/ MEAL	Mean	\$2,696.76	\$5,603.23	.	.	\$2,095.98	\$1,853.33	\$2,285.77	\$2,271.34	\$3,145.80	\$3,333.06	\$4,092.77	\$2,456.98	\$1,811.63	\$2,918.59
	Median	\$2,409	\$3,707	.	.	\$1,983	\$1,853	\$1,390	\$1,853	\$3,197	\$3,429	\$2,845	\$1,909	\$1,812	\$2,780
	Minimum	\$93	\$1,983	.	.	\$927	\$1,853	\$1,297	\$93	\$278	\$1,018	\$797	\$1,297	\$1,390	\$185
	Maximum	\$11,120	\$11,120	.	.	\$4,448	\$1,853	\$4,170	\$11,120	\$7,413	\$7,413	\$11,120	\$5,560	\$2,233	\$6,950
AIR ONLY	Mean	\$1,555.25	\$2,084.99	\$1,556.80	\$1,554.15	\$1,469.18	\$2,084.99	.	.	\$1,756.03
	Median	\$1,668	\$2,085	\$1,668	\$1,668	\$1,668	\$2,085	.	.	\$2,178
	Minimum	\$0	\$1,668	\$0	\$0	\$0	\$1,668	.	.	\$0
	Maximum	\$2,669	\$2,502	\$2,502	\$2,669	\$2,669	\$2,502	.	.	\$2,669
HOTEL ONLY	Mean
	Median
	Minimum
	Maximum
HOTEL & MEAL	Mean	\$1,862.59	\$1,482.66	\$2,052.56	\$1,862.59	.	.	.	\$2,529.79
	Median	\$1,575	\$1,483	\$2,053	\$1,575	.	.	.	\$2,530
	Minimum	\$1,483	\$1,483	\$1,575	\$1,483	.	.	.	\$2,530
	Maximum	\$2,530	\$1,483	\$2,530	\$2,530	.	.	.	\$2,530
F&B HOTEL	Mean	\$333.60	\$185.33	\$477.23	\$261.78	\$354.45	\$370.67	.	.	\$256.38
	Median	\$232	\$185	\$477	\$232	\$232	\$371	.	.	\$185
	Minimum	\$28	\$185	\$28	\$28	\$28	\$185	.	.	\$28
	Maximum	\$927	\$185	\$927	\$556	\$927	\$556	.	.	\$556
TRANS- KOREA	Mean	\$65.45	\$148.27	\$63.71	\$67.18	\$75.99	\$37.07	.	.	\$55.60
	Median	\$51	\$148	\$60	\$42	\$56	\$37	.	.	\$37
	Minimum	\$37	\$148	\$42	\$37	\$37	\$37	.	.	\$37
	Maximum	\$148	\$148	\$93	\$148	\$148	\$37	.	.	\$93
TRANS- GUAM	Mean	\$137.05	\$169.89	.	.	\$34.29	.	\$22.24	\$157.36	\$109.96	\$118.75	\$169.12	.	.	\$137.61
	Median	\$153	\$185	.	.	\$34	.	\$22	\$185	\$93	\$139	\$176	.	.	\$153
	Minimum	\$7	\$139	.	.	\$22	.	\$22	\$22	\$7	\$7	\$139	.	.	\$22
	Maximum	\$297	\$185	.	.	\$46	.	\$22	\$297	\$278	\$222	\$185	.	.	\$222
OPT TOURS	Mean	\$426.27	.	.	.	\$268.73	.	.	\$354.45	\$617.78	\$602.33	\$1,112.00	.	.	\$580.71
	Median	\$334	.	.	.	\$167	.	.	\$320	\$463	\$602	\$1,112	.	.	\$463
	Minimum	\$83	.	.	.	\$83	.	.	\$83	\$278	\$278	\$1,112	.	.	\$167
	Maximum	\$1,112	.	.	.	\$556	.	.	\$927	\$1,112	\$927	\$1,112	.	.	\$1,112
OTHER	Mean	\$719.38	.	.	.	\$639.40	.	\$200.16	\$802.03	\$581.64	\$674.30	\$556.00	.	.	\$843.26
	Median	\$216	.	.	.	\$56	.	\$200	\$118	\$394	\$216	\$556	.	.	\$394
	Minimum	\$9	.	.	.	\$9	.	\$200	\$9	\$93	\$93	\$556	.	.	\$9
	Maximum	\$2,780	.	.	.	\$1,853	.	\$200	\$2,780	\$1,390	\$2,409	\$556	.	.	\$2,780
TOTAL	Mean	\$1,984.18	\$1,920.77	\$0.00	\$0.00	\$1,652.20	\$1,667.99	\$1,231.14	\$1,778.15	\$2,229.16	\$2,491.65	\$1,870.44	\$1,981.52	\$3,061.08	\$2,320.94
	Median	\$1,853	\$1,538	\$0	\$0	\$1,853	\$1,668	\$1,297	\$1,501	\$2,201	\$2,632	\$1,297	\$1,529	\$2,233	\$1,890
	Minimum	\$0	\$0	\$0	\$0	\$0	\$1,483	\$0	\$0	\$0	\$0	\$0	\$927	\$1,390	\$0
	Maximum	\$11,305	\$11,305	\$0	\$0	\$4,646	\$1,853	\$4,541	\$11,305	\$8,266	\$7,877	\$11,305	\$5,560	\$5,560	\$8,266

Total Expenditures Tracking



YTD=\$1,211.26

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	\$1,143.67	\$1,211.58	\$0.00	\$0.00	\$1,362.03	\$1,146.50	\$931.40	\$1,256.61	\$1,028.40	\$1,008.09	\$1,138.44	\$1,494.92	\$1,296.89	\$1,237.42
	Median	\$1,142	\$995	\$0	\$0	\$1,433	\$1,146	\$1,008	\$1,276	\$1,073	\$1,058	\$1,000	\$1,382	\$1,394	\$1,229
	Minimum	\$0	\$167	\$0	\$0	\$0	\$841	\$0	\$0	\$0	\$0	\$0	\$927	\$726	\$0
	Maximum	\$7,707	\$4,853	\$0	\$0	\$2,598	\$1,452	\$1,790	\$7,707	\$2,947	\$2,947	\$4,853	\$2,822	\$1,770	\$7,707

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 2013 and Overall Oct 2012-Feb 2013

	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Combined Oct2012- Feb 2013
Drivers:	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks	3	1		2	7	2
Ease of getting around						
Safety walking around at night						12
Quality of daytime tours	5		1			
Variety of daytime tours					5	5
Quality of nighttime tours					6	11
Variety of nighttime tours						
Quality of shopping					8	
Variety of shopping			5	3		7
Price of things on Guam		3				
Quality of hotel accommodations	1		4	5	2	3
Quality/cleanliness of air, sky			3		3	6
Quality/cleanliness of parks						
Quality of landscape in Tumon						13
Quality of landscape in Guam	2	4	6	4		4
Quality of ground handler			2		4	10
Quality/cleanliness of transportation vehicles	4	2		1	1	1
% of Per Person On Island Expenditures Accounted For	50.4%	49.2%	64.7%	53.6%	62.7%	55.5%

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by eight significant factors in the February 2013 Period. By rank order they are:
 - **Quality & cleanliness of transportation vehicles,**
 - **Quality of hotel accommodations,**
 - **Quality/cleanliness of air, sky,**
 - **Quality of ground handler,**
 - **Variety of day time tours,**
 - **Quality of night time tours,**
 - **Quality & cleanliness of beaches & parks, and**
 - **Quality of shopping**
- With all eight factors the overall r^2 is .627 meaning that **62.7% of overall satisfaction is accounted for by these eight factors.**

Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2012, Jan, Feb 2013 and Overall Oct 2012-Feb 2013						
	Oct-12 rank	Nov-12 rank	Dec-12 rank	Jan-13 rank	Feb-13 rank	Combined Oct 2012- Feb 2013 rank
Drivers:						
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
Quality of shopping				2		1
Variety of shopping						
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%	1.9%
NOTE: Only significant drivers are included.						

Drivers of Per Person Island Expenditure

- **Per Person On Island Expenditure** of Korean visitors on Guam is driven by *no significant factors* in the February 2013 Period.