



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2013 Market Segmentation

JANUARY 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 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; and
 - To identify (for all Korean visitors) the most important determinants of on-island spending

Highlighted Segments

Parameters

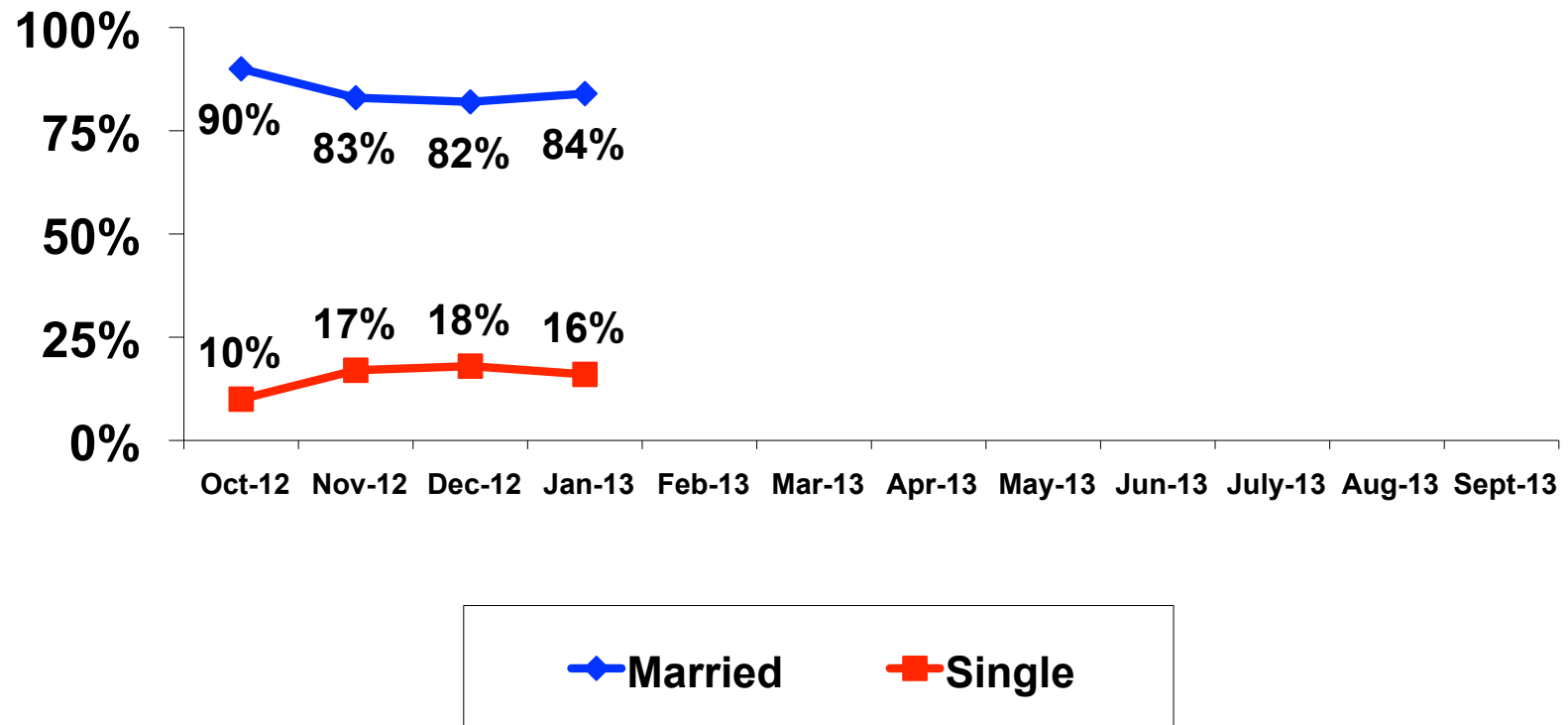
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Travel – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors – 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%								
Group	0%	-	-	1%								
Eng Language	0%	-	-	1%								
Honeymoon	30%	20%	11%	8%								
Wedding	1%	1%	0%	-								
Incentive	3%	3%	2%	9%								
18-35	63%	66%	47%	49%								
36-55	35%	31%	47%	47%								
Child	36%	33%	48%	45%								
FIT	8%	8%	7%	5%								
Golden Miss	4%	4%	5%	4%								
Senior	1%	1%	1%	1%								
Sport	33%	30%	33%	28%								
TOTAL	351	351	350	350								

SECTION 1
PROFILE OF RESPONDENTS

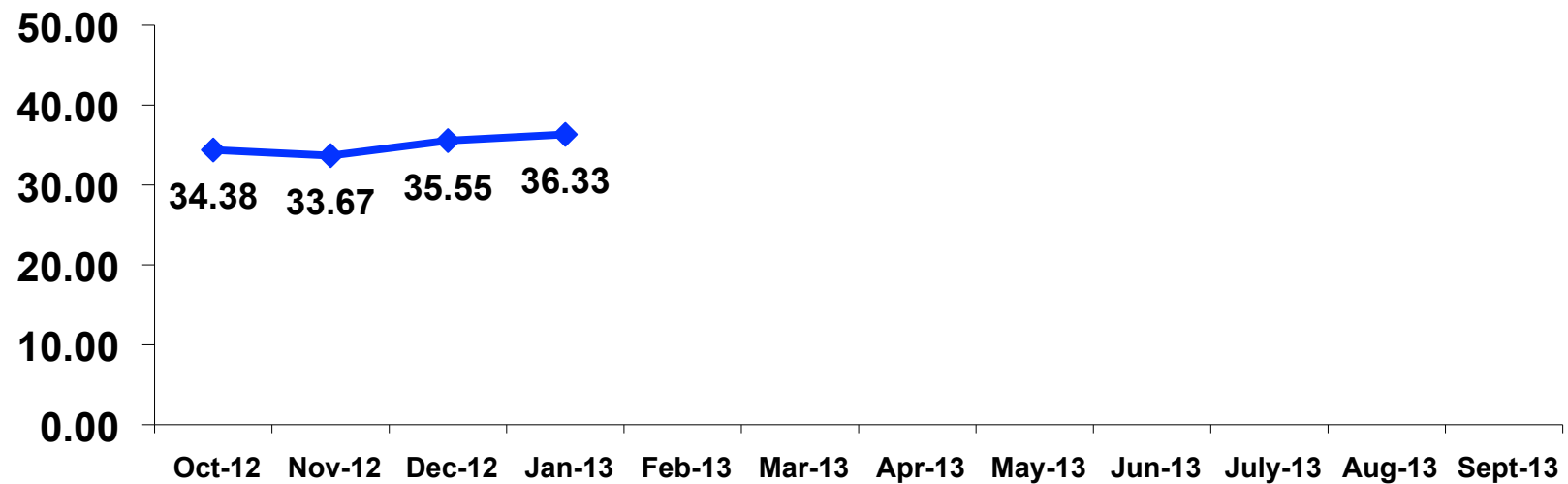
Marital Status Tracking



Marital Status Segmentation

			TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	294	12	2	4	28	29	124	159	148	15	10	2	73
		Column N %	84%	92%	100%	80%	97%	97%	72%	96%	94%	83%	77%	100%	74%
	Single	Count	55	1	0	1	1	1	48	7	9	3	3	0	25
		Column N %	16%	8%	0%	20%	3%	3%	28%	4%	6%	17%	23%	0%	26%
Total		Count	349	13	2	5	29	30	172	166	157	18	13	2	98

Average Age Tracking



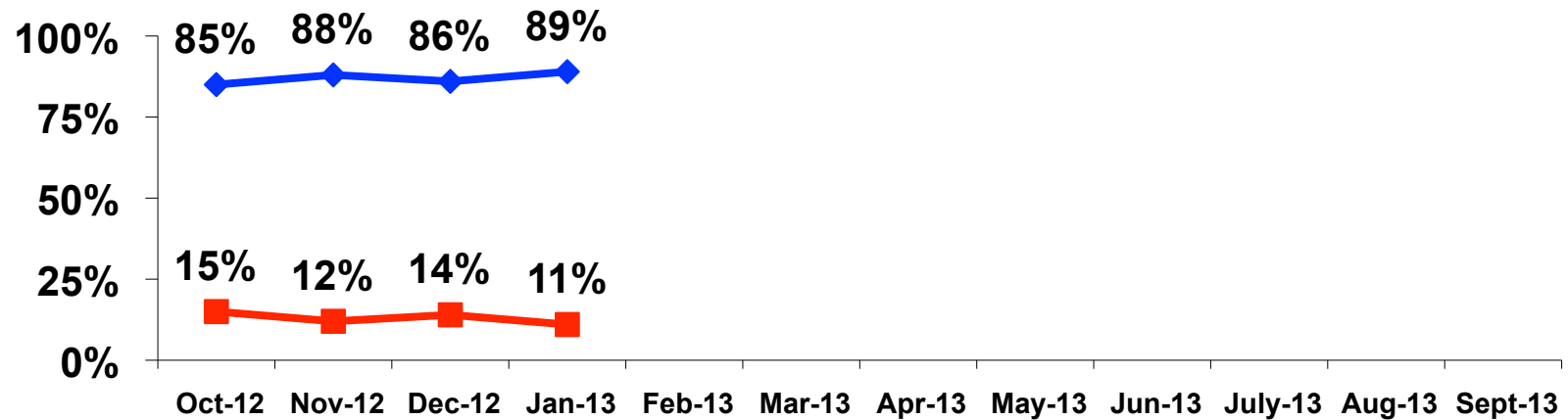
Age Segmentation

			TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	18	0	0	0	1	0	18	0	3	1	0	0	10
		Column N %	5%	0%	0%	0%	4%	0%	10%	0%	2%	6%	0%	0%	10%
	25-34	Count	143	5	0	2	26	3	143	0	47	9	6	0	35
		Column N %	41%	42%	0%	40%	93%	10%	83%	0%	30%	53%	46%	0%	36%
	35-49	Count	158	6	1	3	0	21	12	146	100	6	7	0	46
		Column N %	46%	50%	50%	60%	0%	70%	7%	88%	64%	35%	54%	0%	48%
	50+	Count	26	1	1	0	1	6	0	20	6	1	0	2	5
		Column N %	8%	8%	50%	0%	4%	20%	0%	12%	4%	6%	0%	100%	5%
	Total	Count	345	12	2	5	28	30	173	166	156	17	13	2	96
QF	Mean		36.33	38.83	51.00	37.80	30.11	44.00	29.66	42.42	37.71	35.00	37.54	66.50	36.06
	Median		35	36	51	37	30	44	31	41	38	34	40	67	37

Income Segmentation

			TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
Q26	<KW12.0M	Count	4	0	1	1	2	4	0	0	0	0	0	3
		Column N %	1%	0%	33%	4%	9%	3%	0%	0%	0%	0%	0%	4%
	KW12.0M-KW24.0M	Count	10	0	0	3	1	8	2	4	0	0	0	3
		Column N %	4%	0%	0%	11%	4%	6%	2%	3%	0%	0%	0%	4%
	KW24.0M-KW36.0M	Count	29	0	0	7	1	22	6	5	1	3	0	9
		Column N %	11%	0%	0%	26%	4%	15%	5%	4%	8%	25%	0%	11%
	KW36.0M-KW48.0M	Count	35	1	0	3	1	23	12	16	1	2	0	9
		Column N %	13%	11%	0%	11%	4%	16%	10%	13%	8%	17%	0%	11%
	KW48.0M-KW60.0M	Count	65	2	0	4	7	31	29	27	4	2	1	17
		Column N %	24%	22%	0%	15%	30%	22%	24%	23%	31%	17%	50%	21%
	KW60.0M-KW72.0M	Count	60	3	2	7	4	28	31	29	4	2	0	18
		Column N %	22%	33%	67%	26%	17%	20%	26%	24%	31%	17%	0%	22%
	KW72.0M+	Count	60	3	0	1	7	20	38	36	3	3	1	16
		Column N %	22%	33%	0%	4%	30%	14%	32%	30%	23%	25%	50%	20%
	No Income	Count	9	0	0	1	0	7	2	2	0	0	0	6
		Column N %	3%	0%	0%	4%	0%	5%	2%	2%	0%	0%	0%	7%
	Total	Count	272	9	3	27	23	143	120	119	13	12	2	81

Prior Trips To Guam Tracking

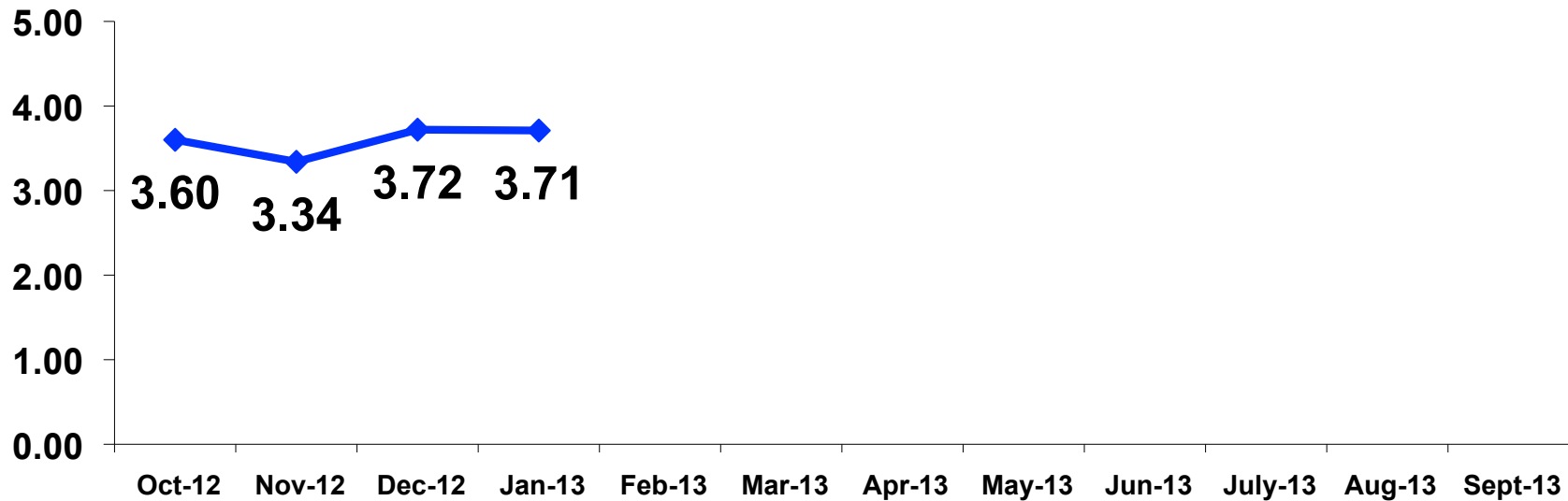


◆ 1st Time ■ Repeat

Prior Trips To Guam Segmentation

			TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	314	4	2	5	29	27	158	146	140	6	11	1	88
		Column N %	89%	31%	100%	100%	100%	90%	91%	88%	89%	33%	85%	50%	90%
	No	Count	37	9	0	0	0	3	15	20	18	12	2	1	10
		Column N %	11%	69%	0%	0%	0%	10%	9%	12%	11%	67%	15%	50%	10%
	Total	Count	351	13	2	5	29	30	173	166	158	18	13	2	98

Average Length of Stay Tracking



Average Length of Stay Segmentation

		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
Q8	Mean	3.71	6.00	3.50	3.00	3.69	4.00	3.98	3.47	3.45	5.33	3.31	3.50	4.21
	Median	3	4	4	3	4	3	3	3	3	4	3	4	3

SECTION 2 **TRAVEL PLANNING**

Travel Planning Segmentation

			TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
Q7	Full package tour	Count	169	0	0	3	21	6	78	86	90	0	7	0	48
		Column N %	48%	0%	0%	60%	72%	20%	45%	52%	57%	0%	58%	0%	49%
	Free-time package tour	Count	137	0	0	0	8	0	81	52	58	0	4	1	38
		Column N %	39%	0%	0%	0%	28%	0%	47%	32%	37%	0%	33%	50%	39%
	Individually arranged travel (FIT)	Count	18	13	0	0	0	0	11	5	8	18	0	1	2
		Column N %	5%	100%	0%	0%	0%	0%	0%	6%	3%	5%	100%	0%	50%
	Group tour	Count	2	0	2	1	0	1	0	2	0	0	0	0	1
		Column N %	1%	0%	100%	20%	0%	3%	0%	1%	0%	0%	0%	0%	1%
	Company paid travel	Count	23	0	0	1	0	23	3	19	1	0	1	0	9
		Column N %	7%	0%	0%	20%	0%	77%	2%	12%	1%	0%	8%	0%	9%
	Other	Count	1	0	0	0	0	0	0	1	1	0	0	0	0
		Column N %	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%
	Total	Count	350	13	2	5	29	30	173	165	158	18	12	2	98

Travel Motivation Segmentation

		TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	5%	23%	0%	0%	0%	0%	4%	5%	7%	17%	15%	0%	5%
	Price	10%	31%	0%	40%	3%	0%	10%	9%	10%	22%	8%	0%	9%
	Visit friends/ Relatives	5%	23%	50%	0%	0%	0%	4%	5%	4%	22%	0%	50%	8%
	Recomm- friend/family/trvl agnt	24%	8%	50%	20%	3%	7%	20%	28%	27%	11%	15%	0%	29%
	Scuba	2%	0%	0%	0%	3%	3%	2%	1%	0%	6%	8%	0%	7%
	Water sports	11%	0%	0%	60%	10%	10%	14%	9%	10%	0%	23%	0%	38%
	Short travel time	23%	15%	0%	0%	34%	0%	28%	20%	25%	17%	38%	0%	20%
	Golf	2%	8%	0%	0%	0%	0%	0%	4%	1%	6%	0%	50%	7%
	Relax	58%	69%	50%	60%	45%	33%	62%	52%	66%	72%	54%	0%	54%
	Company/ Business Trip	5%	0%	0%	20%	3%	43%	2%	8%	1%	0%	8%	0%	7%
	Company Sponsored	5%	0%	50%	20%	0%	57%	0%	10%	1%	0%	8%	0%	3%
	Convention/ Trade/ Conference	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%
	Safe	25%	46%	0%	0%	31%	0%	28%	23%	34%	39%	31%	50%	18%
	Natural beauty	49%	69%	0%	20%	41%	23%	49%	49%	54%	50%	38%	50%	50%
	Shopping	15%	31%	0%	20%	38%	0%	25%	6%	15%	22%	0%	0%	12%
	Career Cert/ Testing	1%	0%	0%	0%	0%	0%	1%	1%	0%	6%	0%	0%	2%
	Honeymoon	8%	0%	0%	0%	100%	0%	16%	1%	1%	0%	8%	0%	7%
	Pleasure	12%	23%	50%	0%	0%	7%	11%	13%	16%	17%	8%	50%	9%
	Organized sports	2%	0%	0%	20%	0%	0%	2%	2%	4%	0%	0%	0%	6%
	Other	2%	15%	0%	0%	0%	0%	2%	2%	3%	11%	8%	0%	0%
	Total Count	346	13	2	5	29	30	170	164	154	18	13	2	98

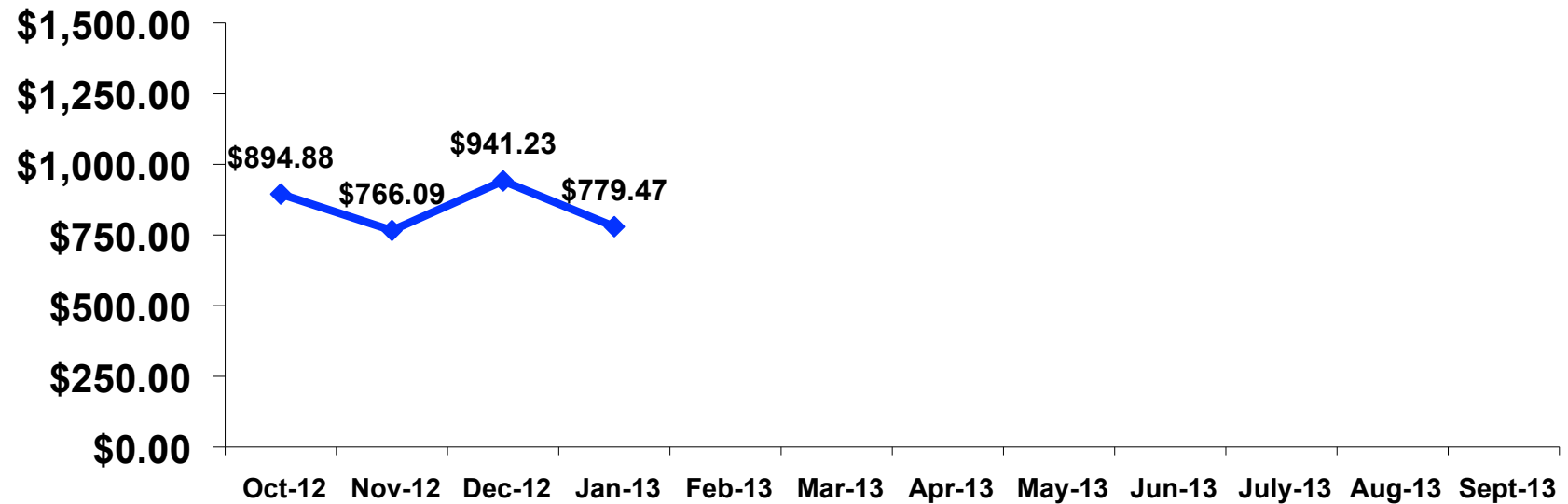
Information Sources Segmentation

		TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT	
		-	-	-	-	-	-	-	-	-	-	-	-	-	
Q1	Internet	91%	92%	50%	100%	97%	67%	98%	85%	95%	89%	100%	50%	90%	
	Travel Agent Brochure	46%	0%	100%	60%	66%	60%	42%	52%	47%	6%	46%	50%	52%	
	Friend/ Relative	30%	15%	0%	20%	34%	17%	32%	28%	38%	17%	23%	0%	35%	
	Co-Worker/ Company Trvl Dept	11%	15%	0%	0%	17%	27%	10%	10%	8%	11%	8%	0%	9%	
	Prior Trip	10%	54%	0%	0%	0%	7%	8%	11%	11%	56%	15%	50%	10%	
	Travel Guidebook-Bookstore	7%	8%	0%	0%	0%	3%	9%	5%	8%	6%	0%	0%	6%	
	GVB Office	5%	0%	0%	20%	0%	3%	5%	5%	5%	0%	8%	0%	7%	
	TV	5%	8%	50%	0%	14%	3%	5%	6%	4%	6%	0%	0%	5%	
	Magazine (Consumer)	4%	0%	0%	0%	7%	7%	5%	2%	1%	0%	15%	0%	3%	
	GVB Promo	3%	8%	0%	0%	0%	3%	3%	4%	3%	11%	0%	0%	6%	
	Consumer Trvl Show	1%	0%	0%	0%	0%	3%	1%	1%	1%	0%	0%	0%	0%	
	Other	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	
	Theater Ad	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	
	Total	Count	349	13	2	5	29	30	173	165	156	18	13	2	98

SECTION 3 **EXPENDITURES**

Prepaid Expenditures Tracking

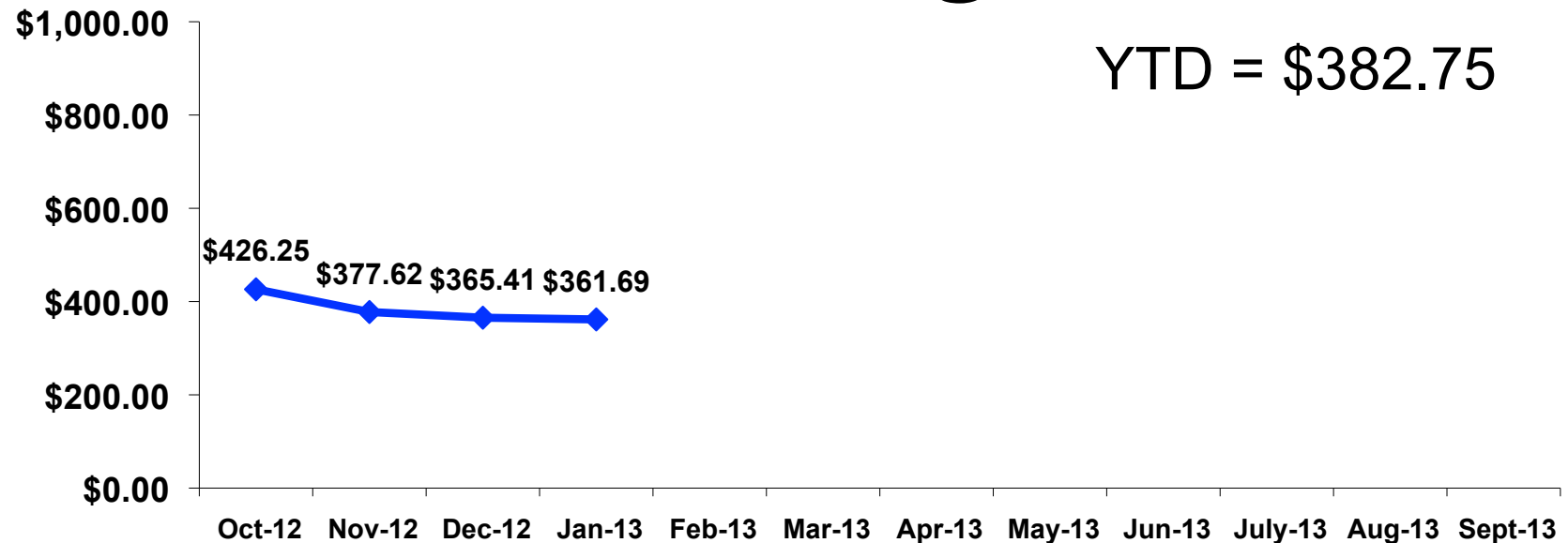
YTD=\$845.37



Prepaid Expenditures Per Person Segmentation

	TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
	-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON Mean	\$779.47	\$493.73	\$0.00	\$204.51	\$1,218.29	\$209.76	\$864.60	\$704.52	\$820.66	\$464.09	\$955.40	\$0.00	\$727.78
Median	\$850	\$472	\$0	\$0	\$1,227	\$0	\$897	\$850	\$916	\$425	\$1,085	\$0	\$861
Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Maximum	\$5,654	\$1,133	\$0	\$1,023	\$3,681	\$1,416	\$3,681	\$5,654	\$2,045	\$1,133	\$2,313	\$0	\$2,643

On-Island Expenditures Tracking



On-Island Expenditures Per Person Segmentation

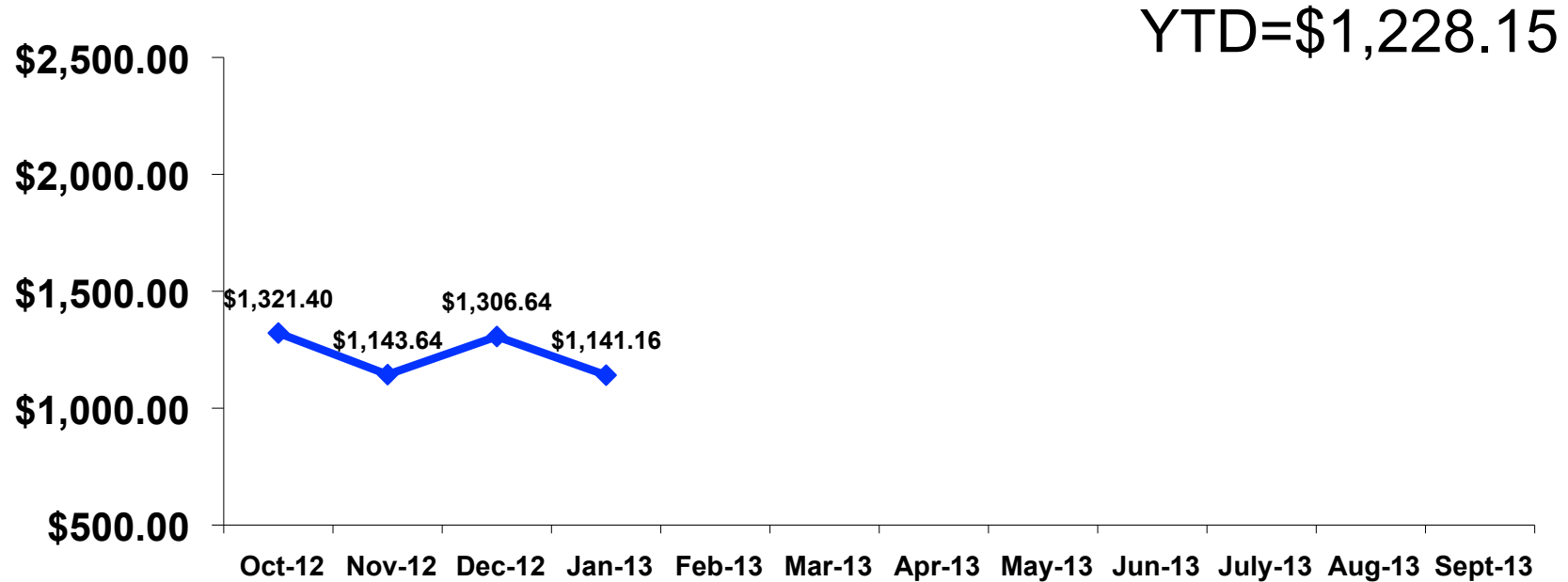
		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$361.69	\$533.33	\$60.00	\$352.33	\$468.62	\$685.10	\$416.75	\$318.86	\$235.43	\$518.52	\$355.49	\$250.00	\$339.02
	Median	\$200	\$500	\$60	\$142	\$375	\$213	\$273	\$150	\$125	\$450	\$257	\$250	\$250
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$4,008	\$1,667	\$120	\$1,000	\$1,250	\$4,008	\$4,000	\$4,008	\$2,150	\$1,667	\$1,050	\$500	\$1,375



On-Island Expense Breakdown

		TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
AIR & HOTEL	Mean	\$2,513.07	\$1,581.04	.	.	\$1,415.86	\$943.90	\$1,773.17	\$3,303.99	\$3,325.26	\$1,642.39	\$2,170.98	.	\$2,239.23
	Median	\$2,011	\$1,793	.	.	\$1,416	\$944	\$1,888	\$2,549	\$2,832	\$1,888	\$2,171	.	\$2,360
	Minimum	\$736	\$850	.	.	\$1,416	\$944	\$755	\$736	\$850	\$850	\$2,171	.	\$850
	Maximum	\$12,743	\$1,888	.	.	\$1,416	\$944	\$3,587	\$12,743	\$12,271	\$1,888	\$2,171	.	\$4,720
AIR/ HOTEL/ MEAL	Mean	\$2,924.31	\$3,011.05	.	\$6,135.37	\$2,645.80	\$1,887.81	\$2,720.53	\$3,235.55	\$3,389.28	\$3,011.05	\$2,690.13	.	\$3,217.73
	Median	\$2,832	\$1,888	.	\$6,135	\$2,926	\$1,416	\$2,454	\$3,304	\$3,398	\$1,888	\$3,115	.	\$2,926
	Minimum	\$565	\$1,699	.	\$6,135	\$840	\$1,416	\$840	\$565	\$831	\$1,699	\$1,227	.	\$831
	Maximum	\$7,362	\$5,446	.	\$6,135	\$4,342	\$3,304	\$7,362	\$6,607	\$7,362	\$5,446	\$3,964	.	\$7,362
AIR ONLY	Mean	\$948.62	\$1,887.81	\$578.14	\$1,887.81	\$1,689.59	\$959.64	.	.	\$566.34
	Median	\$684	\$1,888	\$590	\$1,888	\$1,690	\$614	.	.	\$566
	Minimum	\$378	\$1,888	\$378	\$1,888	\$1,491	\$378	.	.	\$566
	Maximum	\$1,888	\$1,888	\$755	\$1,888	\$1,888	\$1,888	.	.	\$566
HOTEL ONLY	Mean
	Median
	Minimum
	Maximum
HOTEL & MEAL	Mean
	Median
	Minimum
	Maximum
F&B HOTEL	Mean	\$566.34	\$943.90	\$188.78	\$943.90	\$566.34	\$943.90	.	.	.
	Median	\$566	\$944	\$189	\$944	\$566	\$944	.	.	.
	Minimum	\$189	\$944	\$189	\$944	\$189	\$944	.	.	.
	Maximum	\$944	\$944	\$189	\$944	\$944	\$944	.	.	.
TRANS- KOREA	Mean	\$121.13	\$53.49	\$188.78	\$129.79	.	\$188.78	.	\$235.98
	Median	\$94	\$47	\$189	\$94	.	\$189	.	\$236
	Minimum	\$19	\$19	\$94	\$47	.	\$189	.	\$189
	Maximum	\$283	\$94	\$283	\$283	.	\$189	.	\$283
TRANS- GUAM	Mean	\$114.40	\$217.10	\$128.13	.	\$86.37	\$217.10	.	.	\$59.47
	Median	\$59	\$217	\$138	.	\$59	\$217	.	.	\$59
	Minimum	\$9	\$217	\$9	.	\$9	\$217	.	.	\$59
	Maximum	\$227	\$217	\$227	.	\$217	\$217	.	.	\$59
OPT TOURS	Mean	\$3,303.66	\$188.78	\$4,861.10	\$4,813.91	.	\$283.17	.	\$283.17
	Median	\$283	\$189	\$4,861	\$4,814	.	\$283	.	\$283
	Minimum	\$189	\$189	\$283	\$189	.	\$283	.	\$283
	Maximum	\$9,439	\$189	\$9,439	\$9,439	.	\$283	.	\$283
OTHER	Mean	\$302.05	\$409.02	\$141.59	\$94.39	.	\$188.78	.	\$141.59
	Median	\$189	\$189	\$142	\$94	.	\$189	.	\$142
	Minimum	\$94	\$94	\$94	\$94	.	\$189	.	\$94
	Maximum	\$944	\$944	\$189	\$94	.	\$189	.	\$189
TOTAL	Mean	\$1,960.71	\$1,415.86	\$0.00	\$1,227.07	\$2,147.22	\$283.17	\$1,838.20	\$2,146.58	\$2,734.70	\$1,182.50	\$2,080.22	\$0.00	\$1,890.05
	Median	\$1,699	\$1,699	\$0	\$0	\$2,360	\$0	\$1,888	\$1,690	\$2,832	\$732	\$2,171	\$0	\$1,227
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$12,743	\$5,663	\$0	\$6,135	\$4,342	\$3,304	\$7,362	\$12,743	\$12,271	\$5,663	\$4,625	\$0	\$7,362

Total Expenditures Tracking



Total Expenditures Per Person Segmentation

		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$1,141.16	\$1,027.07	\$60.00	\$556.85	\$1,686.91	\$894.86	\$1,281.36	\$1,023.39	\$1,056.08	\$982.60	\$1,310.89	\$250.00	\$1,066.79
	Median	\$1,085	\$944	\$60	\$500	\$2,043	\$350	\$1,211	\$998	\$1,078	\$897	\$1,272	\$250	\$1,025
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$6,042	\$2,611	\$120	\$1,164	\$3,981	\$4,944	\$4,944	\$6,042	\$3,586	\$2,611	\$3,313	\$500	\$3,313

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 2013 and Overall Oct 2012-Jan 2013					
	Oct-12	Nov-12	Dec-12	Jan-13	Combined Oct2012-Jan 2013
Drivers:	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks	3	1		2	2
Ease of getting around					10
Safety walking around at night					
Quality of daytime tours	5		1		
Variety of daytime tours					5
Quality of nighttime tours					11
Variety of nighttime tours					
Quality of shopping					
Variety of shopping			5	3	7
Price of things on Guam		3			
Quality of hotel accommodations	1		4	5	3
Quality/cleanliness of air, sky			3		6
Quality/cleanliness of parks					
Quality of landscape in Tumon					
Quality of landscape in Guam	2	4	6	4	4
Quality of ground handler			2		12
Quality/cleanliness of transportation vehicles	4	2		1	1
% of Per Person On Island Expenditures Accounted For	50.4%	49.2%	64.7%	53.6%	53.9%

NOTE: Only significant drivers are included.

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by five significant factors in the January 2013 Period. By rank order they are:
 - **Quality & cleanliness of transportation vehicles,**
 - **Quality & cleanliness of beaches and parks,**
 - **Variety of shopping,**
 - **Quality of landscape on Guam, and**
 - **Quality of hotel accommodations.**
- With all six factors the overall r^2 is .536 meaning that **53.6% of overall satisfaction is accounted for by these five factors.**

Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2012, Jan 2013 and Overall Oct 2012-Jan 2013					
	Oct-12	Nov-12	Dec-12	Jan-13	Combined Oct 2012-Jan 2013
Drivers:	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					1
Quality of shopping				2	2
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%	1.8%
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 three significant factors in the January 2013 Period. . By rank order they are:
 - **Quality of hotel accommodations,**
 - **Quality of shopping, and**
 - **Variety of day time tours.**
- With all three factors the overall r^2 is .037 meaning that **3.7% of per person on island expenditure is accounted for by these three factors.**