



# GUAM VISITORS BUREAU

## Korean Visitor Tracker Exit Profile

### FY2013 Market Segmentation

### JULY 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 +/- 5.22 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 Trvl
    - 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

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# Highlighted Segments Parameters

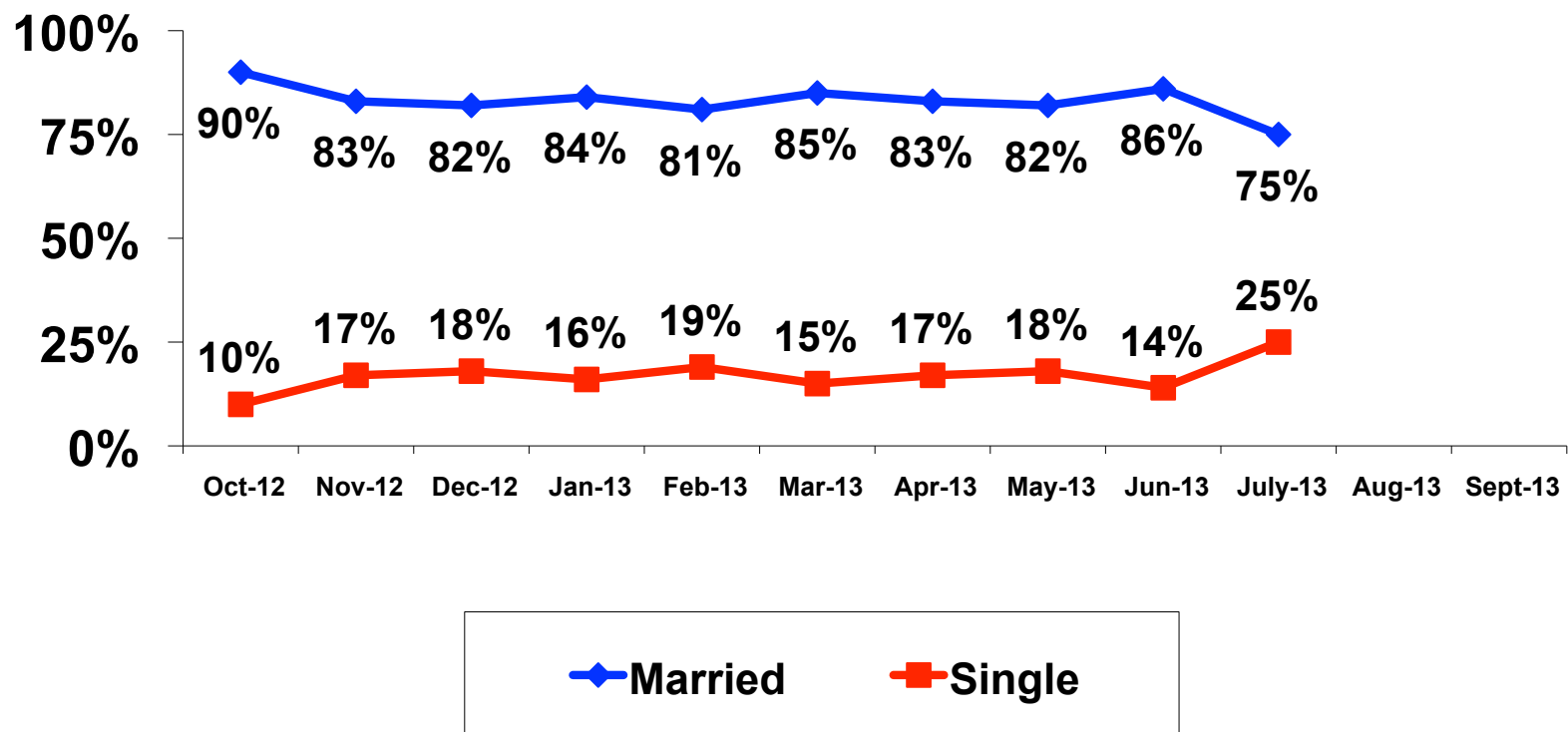
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors –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

# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status Tracking

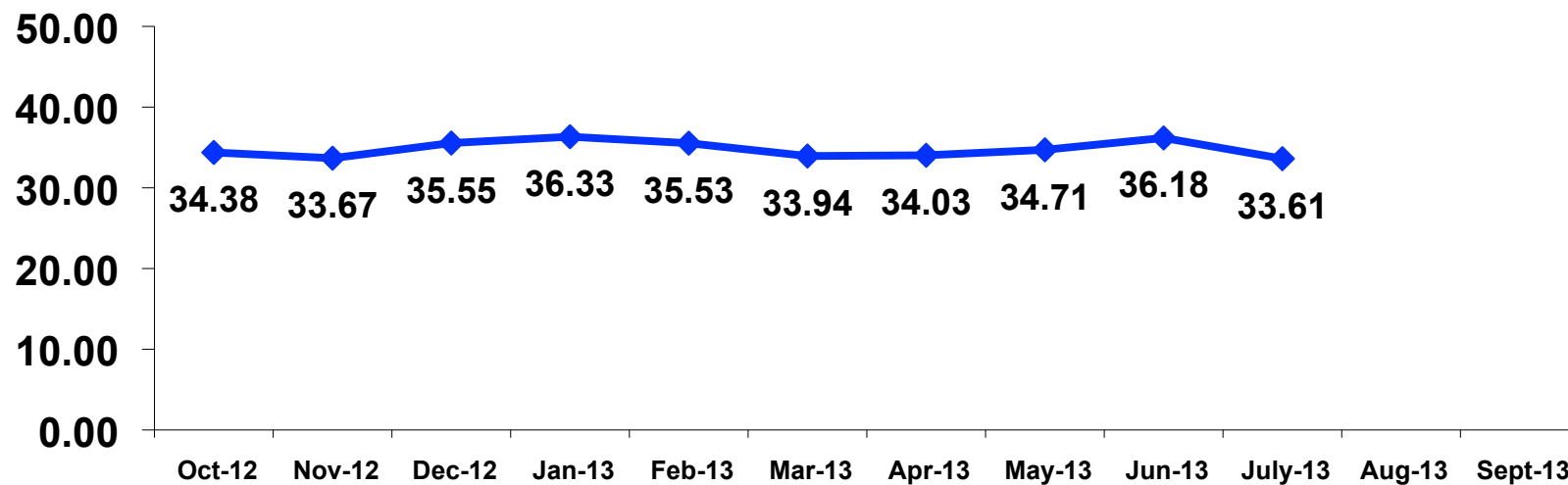


# Marital Status Segmentation

			TOTAL	FAMILY/ FIT	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	262	27	7	1	2	150	104	123	29	8	3	57
		Column N %	75%	90%	88%	100%	67%	65%	95%	95%	73%	80%	100%	61%
	Single	Count	87	3	1	0	1	82	5	6	11	2	0	37
		Column N %	25%	10%	13%	0%	33%	35%	5%	5%	28%	20%	0%	39%
	Total	Count	349	30	8	1	3	232	109	129	40	10	3	94



# Average Age Tracking



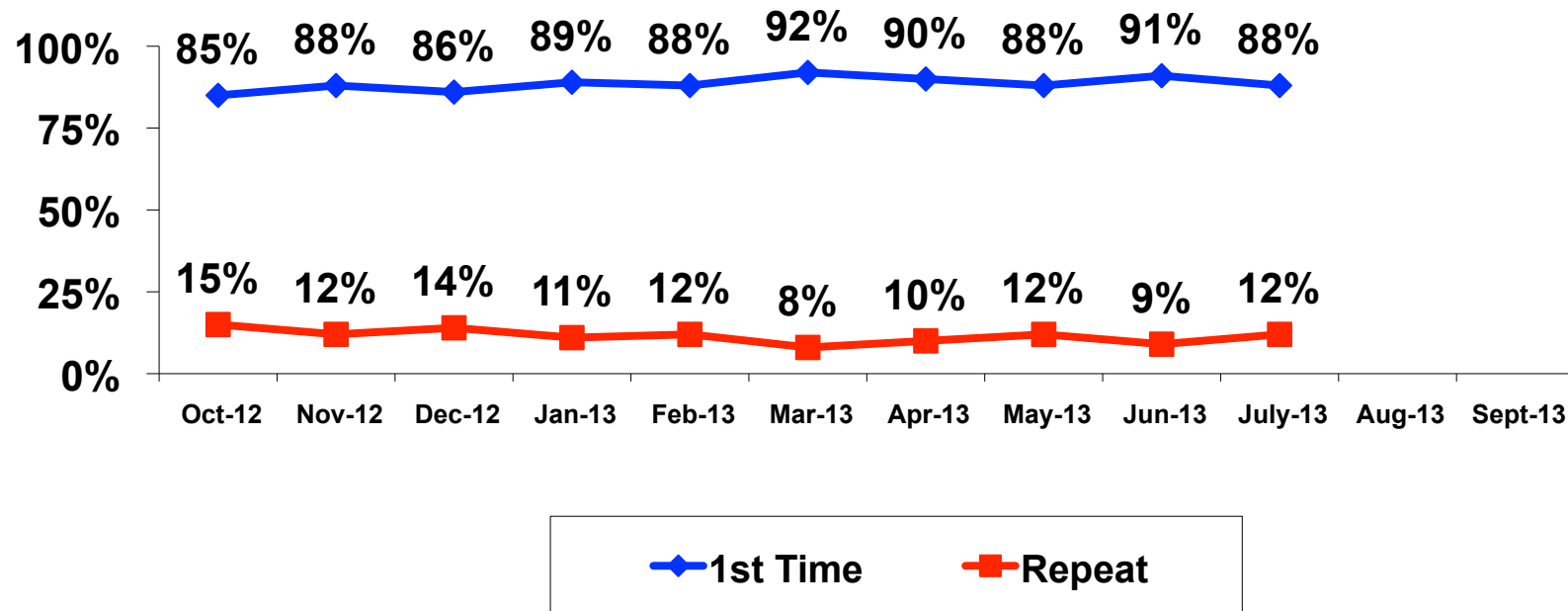
# Age Segmentation

			TOTAL	FAMILY/ FIT	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	21	0	1	0	0	21	0	3	3	0	0	11
		Column N %	6%	0%	13%	0%	0%	9%	0%	2%	8%	0%	0%	12%
	25-34	Count	189	14	7	0	2	189	0	42	20	5	0	51
		Column N %	55%	48%	88%	0%	67%	81%	0%	33%	51%	50%	0%	55%
	35-49	Count	126	15	0	1	1	22	104	82	15	5	0	26
		Column N %	37%	52%	0%	100%	33%	9%	95%	64%	38%	50%	0%	28%
	50+	Count	9	0	0	0	0	0	5	2	1	0	3	4
		Column N %	3%	0%	0%	0%	0%	0%	5%	2%	3%	0%	100%	4%
	Total	Count	345	29	8	1	3	232	109	129	39	10	3	92
QF	Mean		33.61	35.21	29.13	36.00	32.67	29.94	40.36	36.64	33.85	35.00	65.33	32.70
	Median		33	35	31	36	32	31	40	36	33	35	64	31

# Income Segmentation

			TOTAL	FAMILY/ FIT	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-
Q26	<KW12.0M	Count	6	0	0	0	0	4	0	3	0	0	2	2
		Column N %	2%	0%	0%	0%	0%	2%	0%	2%	0%	0%	67%	2%
	KW12.0M-KW24.0M	Count	11	0	0	0	0	9	2	2	1	0	0	5
		Column N %	3%	0%	0%	0%	0%	4%	2%	2%	3%	0%	0%	5%
	KW24.0M-KW36.0M	Count	54	4	2	0	1	49	4	5	9	1	0	18
		Column N %	16%	13%	29%	0%	33%	22%	4%	4%	24%	10%	0%	19%
	KW36.0M-KW48.0M	Count	56	2	2	0	1	44	11	15	2	2	0	10
		Column N %	17%	7%	29%	0%	33%	20%	10%	12%	5%	20%	0%	11%
	KW48.0M-KW60.0M	Count	51	7	1	0	1	33	15	23	7	2	1	14
		Column N %	15%	23%	14%	0%	33%	15%	14%	19%	18%	20%	33%	15%
	KW60.0M-KW72.0M	Count	55	5	2	0	0	29	25	24	7	2	0	18
		Column N %	17%	17%	29%	0%	0%	13%	24%	19%	18%	20%	0%	19%
	KW72.0M+	Count	93	12	0	1	0	44	47	50	12	3	0	21
		Column N %	28%	40%	0%	100%	0%	20%	45%	40%	32%	30%	0%	23%
	No Income	Count	7	0	0	0	0	6	1	2	0	0	0	5
		Column N %	2%	0%	0%	0%	0%	3%	1%	2%	0%	0%	0%	5%
Total		Count	333	30	7	1	3	218	105	124	38	10	3	93

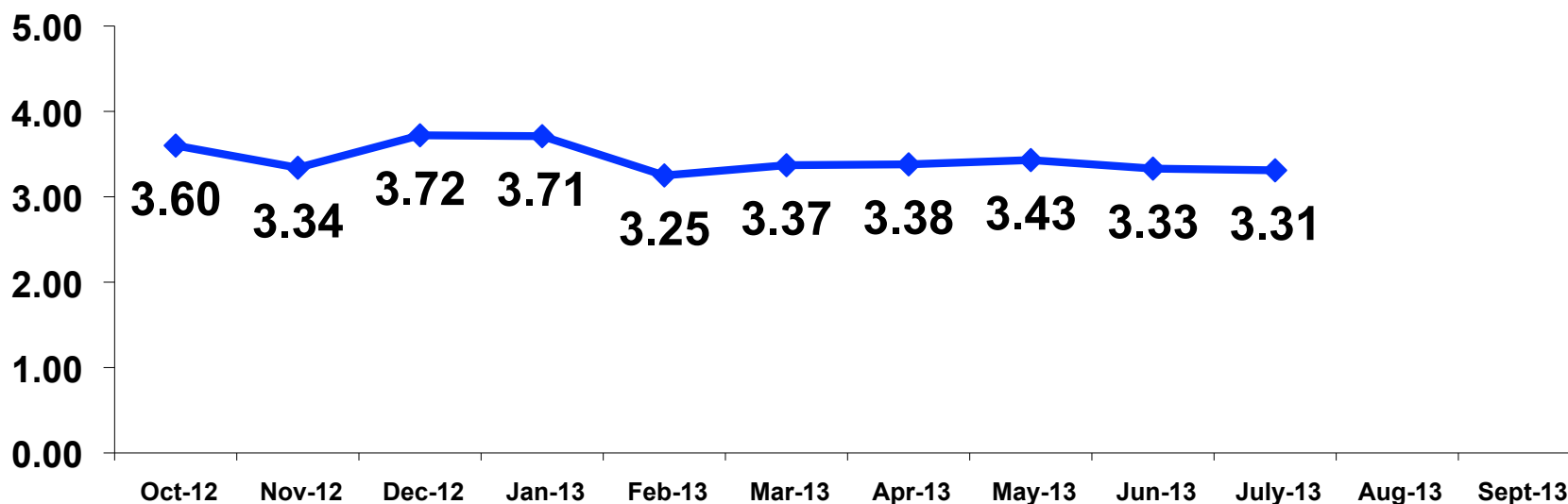
# Prior Trips to Guam Tracking



# Prior Trips to Guam Segmentation

			TOTAL	FAMILY/FIT	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	309	25	8	1	3	214	86	109	31	8	3	90
		Column N %	88%	83%	100%	100%	100%	92%	79%	84%	78%	80%	100%	95%
	No	Count	41	5	0	0	0	18	23	20	9	2	0	5
		Column N %	12%	17%	0%	0%	0%	8%	21%	16%	23%	20%	0%	5%
	Total	Count	350	30	8	1	3	232	109	129	40	10	3	95

# Average Length of Stay Tracking



# Average Length of Stay Segmentation

		TOTAL	FAMILY/ FIT	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-
Q8	Mean	3.31	4.24	3.00	3.00	5.33	3.30	3.33	3.41	4.05	3.50	3.00	3.48
	Median	3	4	3	3	3	3	3	3	4	3	3	3

# SECTION 2 **TRAVEL PLANNING**



# Travel Planning Segmentation

			TOTAL	FAMILY/ FIT	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-
Q7	Full package tour	Count	179	0	4	1	0	105	68	80	0	5	2	53
		Column N %	52%	0%	50%	100%	0%	45%	64%	63%	0%	56%	100%	56%
	Free-time package tour	Count	124	0	4	0	1	94	28	32	0	3	0	30
		Column N %	36%	0%	50%	0%	33%	41%	26%	25%	0%	33%	0%	32%
	Individually arranged travel (FIT)	Count	40	30	0	0	0	29	10	16	40	1	0	12
		Column N %	12%	100%	0%	0%	0%	13%	9%	13%	100%	11%	0%	13%
	Company paid travel	Count	2	0	0	0	2	2	0	0	0	0	0	0
		Column N %	1%	0%	0%	0%	67%	1%	0%	0%	0%	0%	0%	0%
	Other	Count	1	0	0	0	0	1	0	0	0	0	0	0
		Column N %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total		Count	346	30	8	1	3	231	106	128	40	9	2	95

# Travel Motivation Segmentation

		TOTAL	FAMILY/ FIT	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	8%	17%	0%	0%	0%	6%	14%	12%	18%	20%	0%	5%
	Price	8%	3%	25%	0%	33%	10%	6%	6%	5%	0%	33%	15%
	Visit friends/ Relatives	4%	10%	0%	0%	0%	5%	1%	2%	23%	0%	0%	4%
	Recomm- friend/family/trvl agnt	22%	10%	13%	0%	0%	21%	25%	29%	15%	20%	0%	22%
	Scuba	3%	3%	0%	0%	0%	4%	3%	2%	3%	0%	0%	13%
	Water sports	13%	30%	25%	0%	0%	14%	11%	12%	23%	20%	0%	49%
	Short travel time	34%	37%	0%	0%	33%	37%	28%	39%	33%	20%	0%	33%
	Golf	1%	3%	0%	0%	0%	0%	2%	2%	3%	0%	0%	2%
	Relax	67%	70%	38%	100%	0%	71%	60%	69%	55%	70%	67%	70%
	Company/ Business Trip	1%	0%	0%	0%	67%	1%	1%	1%	0%	0%	0%	0%
	Company Sponsored	0%	0%	0%	0%	33%	0%	1%	0%	0%	0%	0%	0%
	Safe	33%	30%	0%	0%	33%	32%	35%	40%	23%	30%	33%	35%
	Natural beauty	57%	60%	13%	0%	33%	59%	54%	64%	50%	50%	33%	68%
	Shopping	27%	50%	25%	0%	0%	32%	17%	22%	43%	40%	0%	37%
	Career Cert/ Testing	1%	0%	0%	0%	0%	1%	1%	1%	5%	0%	0%	0%
	Married/ Attn wedding	0%	0%	0%	100%	0%	0%	1%	0%	0%	0%	0%	0%
	Honeymoon	2%	0%	100%	0%	0%	3%	0%	0%	0%	0%	0%	2%
	Pleasure	14%	7%	0%	0%	0%	17%	6%	12%	5%	20%	0%	19%
	Organized sports	2%	0%	0%	0%	0%	1%	3%	2%	0%	0%	33%	6%
	Other	2%	3%	0%	0%	0%	1%	3%	2%	3%	0%	0%	1%
	Total Count	347	30	8	1	3	229	109	129	40	10	3	94

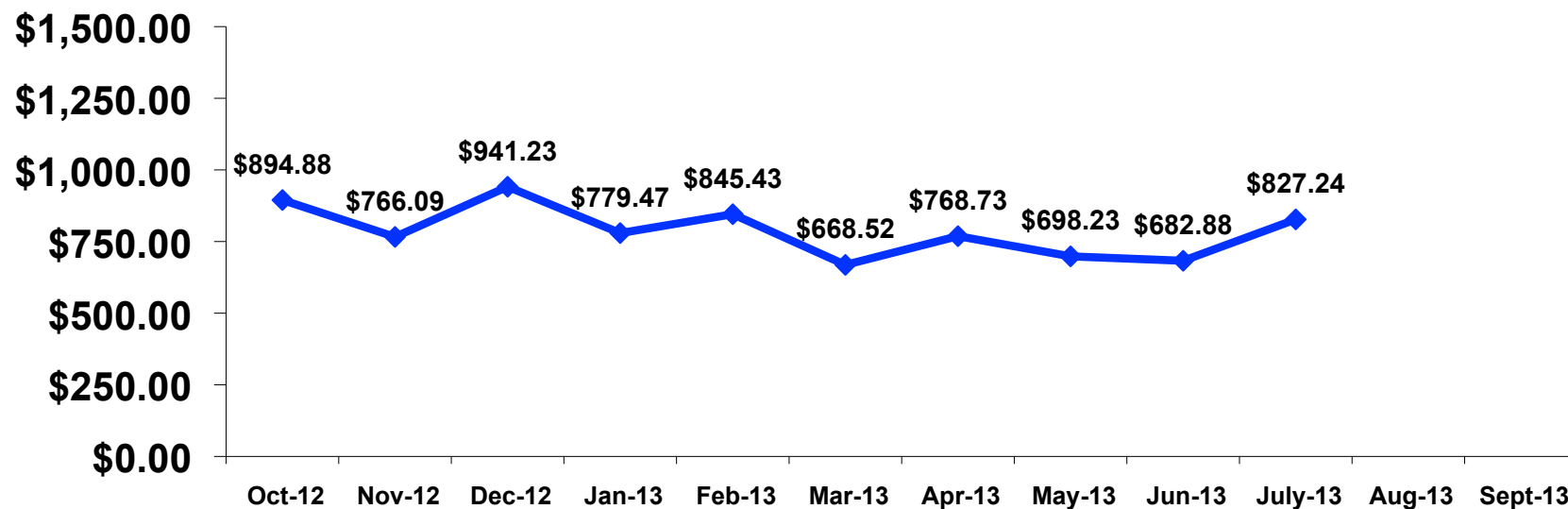
# Information Sources

## Segmentation

		TOTAL	FAMILY/ FIT	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-
Q1	Internet	95%	100%	100%	100%	100%	97%	94%	95%	95%	100%	0%	95%
	Travel Agent Brochure	40%	7%	75%	100%	0%	39%	40%	36%	10%	30%	33%	43%
	Friend/ Relative	38%	41%	13%	0%	67%	41%	32%	47%	46%	50%	67%	46%
	Travel Guidebook-Bookstore	14%	24%	0%	0%	0%	19%	6%	12%	21%	20%	0%	13%
	GVB Office	9%	21%	0%	0%	33%	9%	10%	10%	15%	0%	0%	13%
	Co-Worker/ Company Trvl Dept	9%	3%	25%	0%	33%	10%	7%	7%	5%	0%	0%	3%
	Prior Trip	8%	14%	0%	0%	0%	6%	13%	12%	13%	10%	0%	5%
	TV	4%	0%	13%	0%	0%	5%	3%	3%	0%	0%	0%	4%
	Magazine (Consumer)	2%	0%	13%	0%	0%	3%	0%	2%	0%	0%	0%	2%
	Other	1%	0%	0%	0%	0%	1%	1%	2%	0%	0%	33%	2%
	GVB Promo	1%	0%	0%	0%	0%	1%	1%	2%	0%	0%	0%	0%
	Travel Trade Show	1%	3%	0%	0%	0%	1%	1%	0%	3%	0%	0%	2%
	Consumer Trvl Show	1%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%
	Newspaper	1%	0%	13%	0%	0%	1%	0%	1%	0%	0%	0%	0%
	Total Count	347	29	8	1	3	231	109	129	39	10	3	92

# SECTION 3 **EXPENDITURES**

# Prepaid Expenditures Tracking

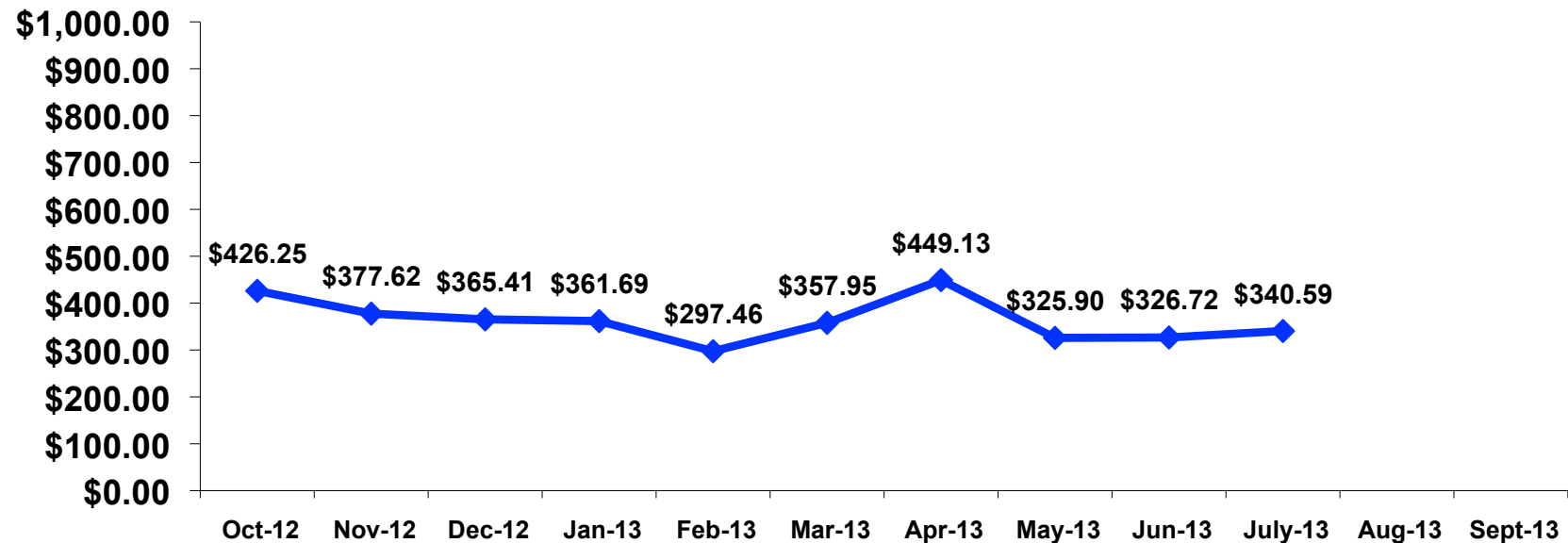


YTD=\$787.24

# Prepaid Expenditures Per Person Segmentation

		TOTAL	FAMILY/ FIT	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$827.24	\$733.81	\$931.35	\$1,705.61	\$375.38	\$840.63	\$816.16	\$812.08	\$653.07	\$1,098.77	\$0.00	\$824.00
	Median	\$898	\$744	\$1,122	\$1,706	\$516	\$898	\$898	\$898	\$665	\$1,137	\$0	\$874
	Minimum	\$0	\$0	\$0	\$1,706	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$2,424	\$1,795	\$1,436	\$1,706	\$610	\$2,424	\$1,885	\$1,795	\$1,795	\$1,634	\$0	\$1,885

# On-Island Expenditures Tracking



YTD = \$362.87

# On-Island Expenditures Per Person Segmentation

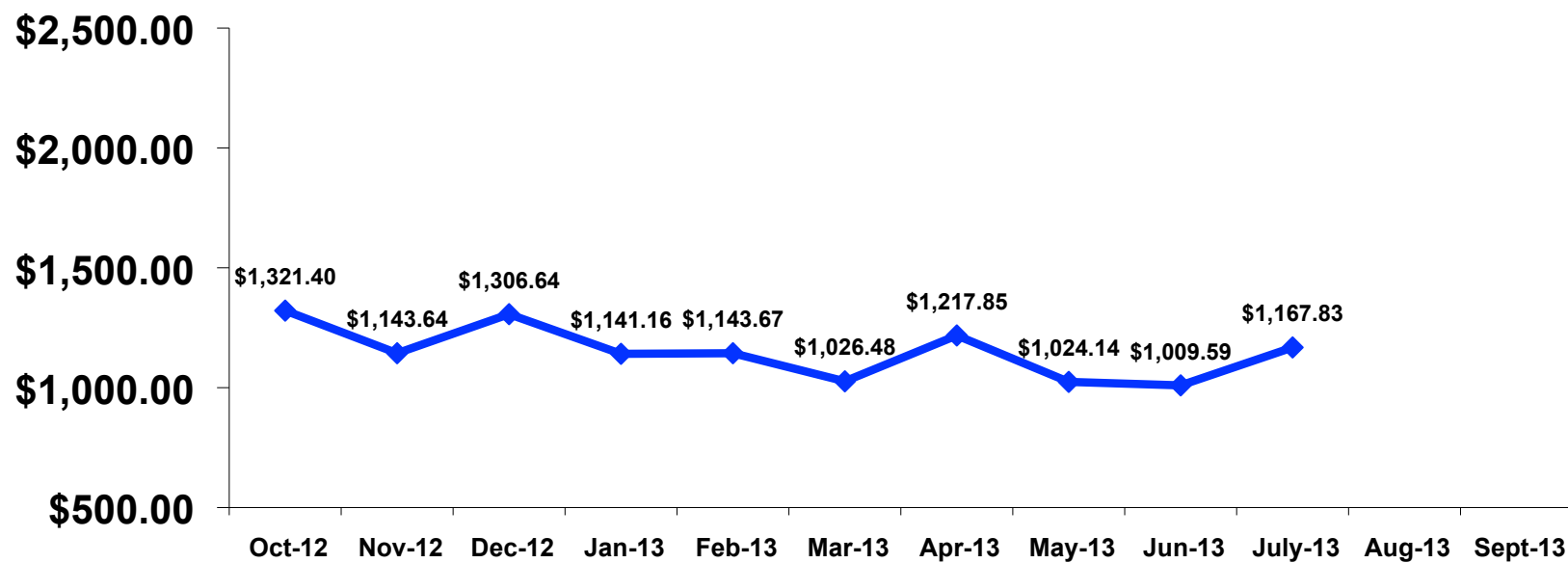
		TOTAL	FAMILY/ FIT	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$340.59	\$415.56	\$322.50	\$700.00	\$389.00	\$373.10	\$278.10	\$254.88	\$420.29	\$391.38	\$16.67	\$399.59
	Median	\$250	\$435	\$275	\$700	\$437	\$309	\$175	\$167	\$416	\$333	\$0	\$295
	Minimum	\$0	\$0	\$0	\$700	\$80	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$2,915	\$1,045	\$1,100	\$700	\$650	\$2,915	\$1,600	\$1,250	\$1,500	\$800	\$50	\$2,915



# ON-ISLAND EXPENSE-BREAKDOWN

		TOTAL	FAMILY/ FIT	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-
AIR & HOTEL	Mean	\$2,894.50	\$2,333.99	.	.	.	\$2,328.06	\$3,773.10	\$3,981.52	\$1,930.03	\$1,346.54	.	\$2,244.23
	Median	\$2,244	\$2,873	.	.	.	\$1,616	\$3,187	\$4,309	\$1,885	\$1,347	.	\$1,212
	Minimum	\$718	\$898	.	.	.	\$718	\$1,122	\$763	\$718	\$1,347	.	\$1,077
	Maximum	\$8,079	\$3,232	.	.	.	\$7,182	\$6,463	\$7,182	\$3,232	\$1,347	.	\$5,745
AIR/ HOTEL/ MEAL	Mean	\$2,514.80	\$3,578.79	\$2,281.63	\$3,411.22	.	\$2,200.56	\$3,208.19	\$3,457.28	\$3,578.79	\$2,852.09	.	\$2,459.93
	Median	\$2,244	\$2,693	\$2,244	\$3,411	.	\$2,065	\$3,142	\$3,456	\$2,693	\$3,052	.	\$1,840
	Minimum	\$539	\$2,657	\$1,212	\$3,411	.	\$539	\$1,077	\$1,077	\$2,657	\$1,347	.	\$539
	Maximum	\$8,079	\$5,386	\$2,873	\$3,411	.	\$8,079	\$6,733	\$6,733	\$5,386	\$4,219	.	\$8,079
AIR ONLY	Mean	\$1,481.38	\$1,553.13	.	.	\$798.94	\$1,451.91	\$1,654.12	\$1,997.94	\$1,375.19	\$1,705.61	.	\$1,523.26
	Median	\$1,167	\$1,149	.	.	\$799	\$1,176	\$1,077	\$2,065	\$1,041	\$1,706	.	\$1,167
	Minimum	\$410	\$794	.	.	\$610	\$410	\$898	\$794	\$410	\$1,706	.	\$539
	Maximum	\$4,488	\$3,770	.	.	\$987	\$3,770	\$4,488	\$4,488	\$3,770	\$1,706	.	\$4,488
HOTEL ONLY	Mean	\$968.84	\$755.69	.	.	.	\$791.76	\$1,630.80	\$1,405.78	\$672.58	\$1,077.23	.	\$1,291.55
	Median	\$628	\$628	.	.	.	\$583	\$943	\$987	\$539	\$1,077	.	\$628
	Minimum	\$90	\$90	.	.	.	\$90	\$269	\$269	\$90	\$1,077	.	\$224
	Maximum	\$5,835	\$2,244	.	.	.	\$2,334	\$5,835	\$5,835	\$2,244	\$1,077	.	\$5,835
HOTEL & MEAL	Mean	\$947.96	\$1,786.40	.	.	\$134.65	\$1,232.40	\$284.27	\$1,763.96	\$1,114.93	.	.	\$767.53
	Median	\$857	\$1,939	.	.	\$135	\$1,347	\$180	\$1,733	\$1,176	.	.	\$768
	Minimum	\$36	\$1,176	.	.	\$135	\$36	\$135	\$1,347	\$36	.	.	\$359
	Maximum	\$2,244	\$2,244	.	.	\$135	\$2,244	\$539	\$2,244	\$2,244	.	.	\$1,176
F&B HOTEL	Mean	.	.	.	.	.	.	.	.	.	.	.	.
	Median	.	.	.	.	.	.	.	.	.	.	.	.
	Minimum	.	.	.	.	.	.	.	.	.	.	.	.
	Maximum	.	.	.	.	.	.	.	.	.	.	.	.
TRANS- KOREA	Mean	\$59.57	\$22.44	.	.	\$215.45	\$49.91	\$80.28	\$77.40	\$23.56	.	.	\$32.65
	Median	\$27	\$13	.	.	\$215	\$27	\$45	\$45	\$20	.	.	\$27
	Minimum	\$6	\$9	.	.	\$215	\$6	\$9	\$9	\$9	.	.	\$9
	Maximum	\$269	\$45	.	.	\$215	\$269	\$215	\$269	\$45	.	.	\$90
TRANS- GUAM	Mean	\$85.74	.	.	.	.	\$80.81	\$95.60	\$98.77	.	\$26.93	.	.
	Median	\$96	.	.	.	.	\$81	\$96	\$135	.	\$27	.	.
	Minimum	\$0	.	.	.	.	\$0	\$57	\$0	.	\$27	.	.
	Maximum	\$162	.	.	.	.	\$162	\$135	\$162	.	\$27	.	.
OPT TOURS	Mean	\$306.52	.	.	.	.	\$319.80	\$271.10	\$166.07	.	\$179.54	.	\$475.78
	Median	\$180	.	.	.	.	\$202	\$149	\$166	.	\$180	.	\$449
	Minimum	\$72	.	.	.	.	\$72	\$126	\$108	.	\$180	.	\$108
	Maximum	\$898	.	.	.	.	\$898	\$539	\$224	.	\$180	.	\$898
OTHER	Mean	\$143.27	.	.	.	.	\$164.92	\$92.76	\$80.79	.	\$8.98	.	\$98.75
	Median	\$90	.	.	.	.	\$90	\$90	\$90	.	\$9	.	\$99
	Minimum	\$9	.	.	.	.	\$9	\$90	\$36	.	\$9	.	\$99
	Maximum	\$449	.	.	.	.	\$449	\$99	\$99	.	\$9	.	\$99
TOTAL	Mean	\$2,133.34	\$2,136.44	\$1,711.22	\$3,411.22	\$547.29	\$1,891.71	\$2,688.11	\$2,995.89	\$1,715.60	\$2,430.95	\$0.00	\$2,133.05
	Median	\$1,795	\$1,759	\$2,244	\$3,411	\$610	\$1,706	\$2,729	\$3,007	\$1,347	\$2,738	\$0	\$1,533
	Minimum	\$0	\$0	\$0	\$3,411	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$10,323	\$5,386	\$2,873	\$3,411	\$1,031	\$8,977	\$10,323	\$10,323	\$5,386	\$4,219	\$0	\$10,323

# Total Expenditures Tracking



YTD=\$1,150.21

# Total Expenditures Per Person Segmentation

		TOTAL	FAMILY/FIT	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$1,167.83	\$1,149.36	\$1,253.85	\$2,405.61	\$764.38	\$1,213.73	\$1,094.26	\$1,066.96	\$1,073.37	\$1,490.16	\$16.67	\$1,223.59
	Median	\$1,208	\$1,120	\$1,297	\$2,406	\$953	\$1,250	\$1,053	\$1,068	\$1,048	\$1,710	\$0	\$1,199
	Minimum	\$0	\$0	\$50	\$2,406	\$80	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$4,037	\$2,215	\$2,536	\$2,406	\$1,260	\$4,037	\$2,947	\$2,556	\$2,667	\$2,284	\$50	\$4,037

# 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 2013 and Overall Oct 2012-Jun 2013**

	Oct-1 2	Nov-1 2	Dec-1 2	Jan-1 3	Feb-1 3	Mar-1 3	Apr-1 3	May-1 3	Jun-1 3	Jul-13 rank	Combined Oct201 2-Jun 2013 rank
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks	3	1		2	7	3			4	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				7		10
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
Quality/cleanliness of air, sky			3		3				6	4	7
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	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%	53.9%
NOTE: Only significant drivers are included.											

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# Drivers of Overall Satisfaction

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by six significant factors in the July 2013 Period. By rank order they are:
  - **Quality of hotel accommodations,**
  - **Quality/cleanliness of transportation vehicles,**
  - **Quality & cleanliness of beaches & parks,**
  - **Quality/cleanliness of air, sky,**
  - **Price of things on Guam, and**
  - **Quality & cleanliness of parks.**
- With all six factors the overall  $r^2$  is .47 meaning that **47% of overall satisfaction is accounted for by these factors.**

Comparison of Drivers of Overall Satisfaction, Oct, Nov, Dec 2012, Jan, Feb, Mar, Apr, May, Jun 2013 and Overall Oct 2012-Jun 2013											
	Oct-1 2	Nov-1 2	Dec-1 2	Jan-1 3	Feb-1 3	Mar-1 3	Apr-1 3	May-1 3	Jun-1 3	Jul-1 3	Combine d Oct 2012- Jul 2013
Drivers:	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				
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											
% 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%	2.5%
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 July 2013 Period. By rank order they are:
  - **Variety of night time tours, 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.**