



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2013 Market Segmentation

JUNE 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 +/- 5.23 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.
 - To identify (for all Korean visitors) the most important determinants of on-island spending

Highlighted Segments Parameters

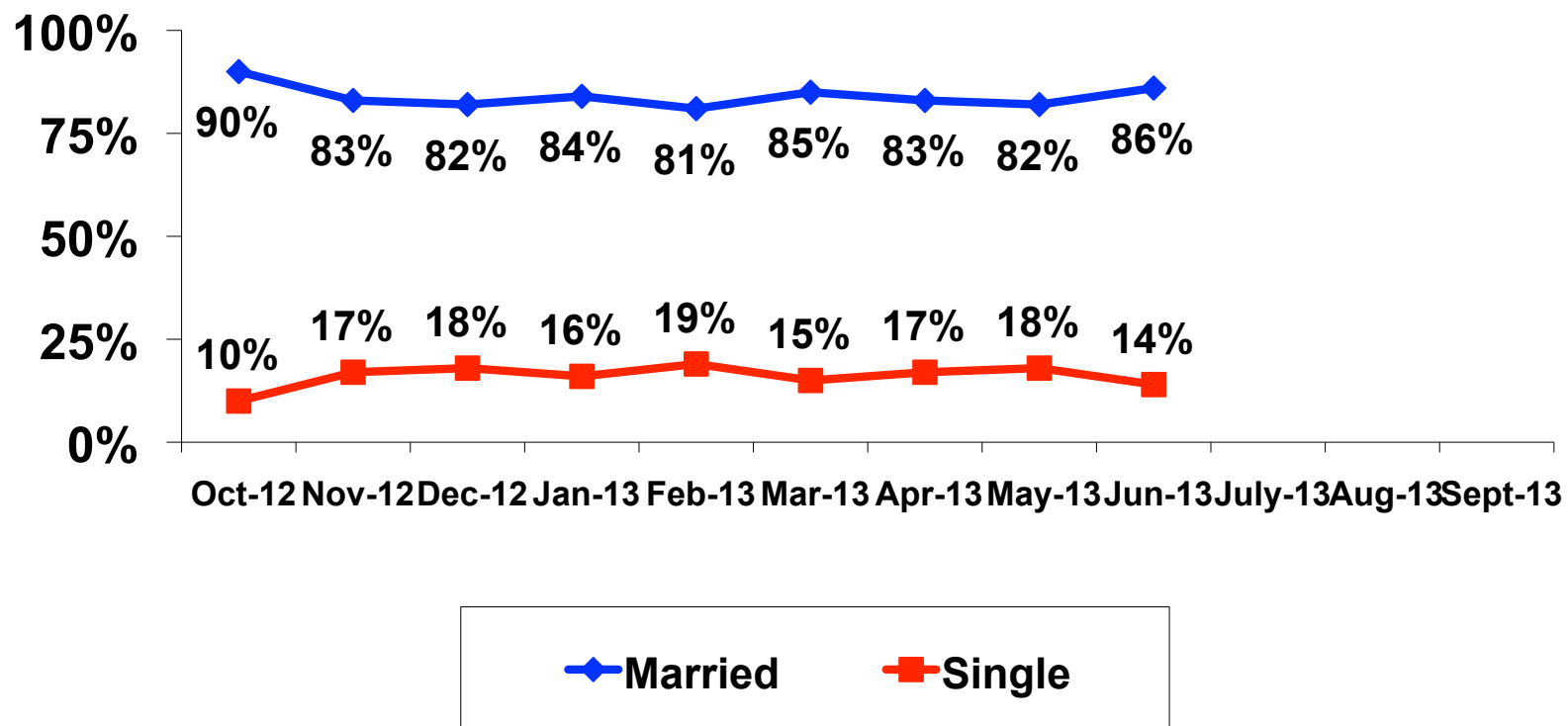
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Travel – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors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

SECTION 1 **PROFILE OF RESPONDENTS**

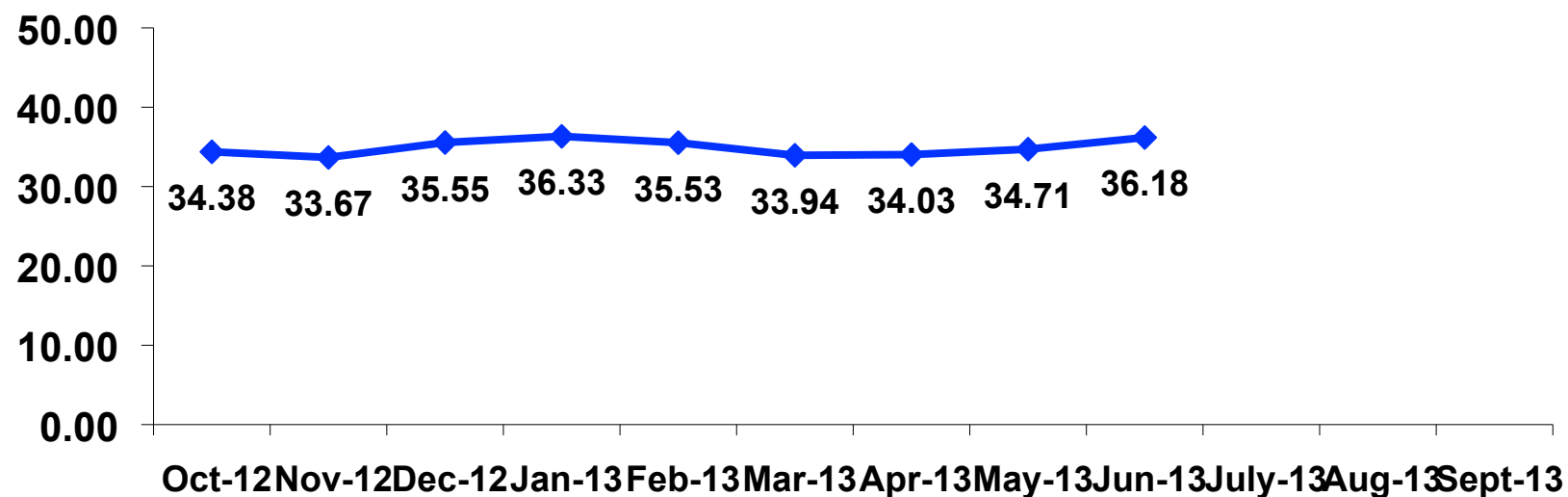
Marital Status Tracking



Marital Status Tracking

			TOTAL	FAMILY/ FIT	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	300	15	29	1	15	140	139	167	16	7	8	78
		Column N %	86%	83%	100%	100%	88%	77%	98%	98%	70%	88%	100%	78%
	Single	Count	47	3	0	0	2	43	3	4	7	1	0	22
		Column N %	14%	17%	0%	0%	12%	23%	2%	2%	30%	13%	0%	22%
	Total	Count	347	18	29	1	17	183	142	171	23	8	8	100

Average Age Tracking



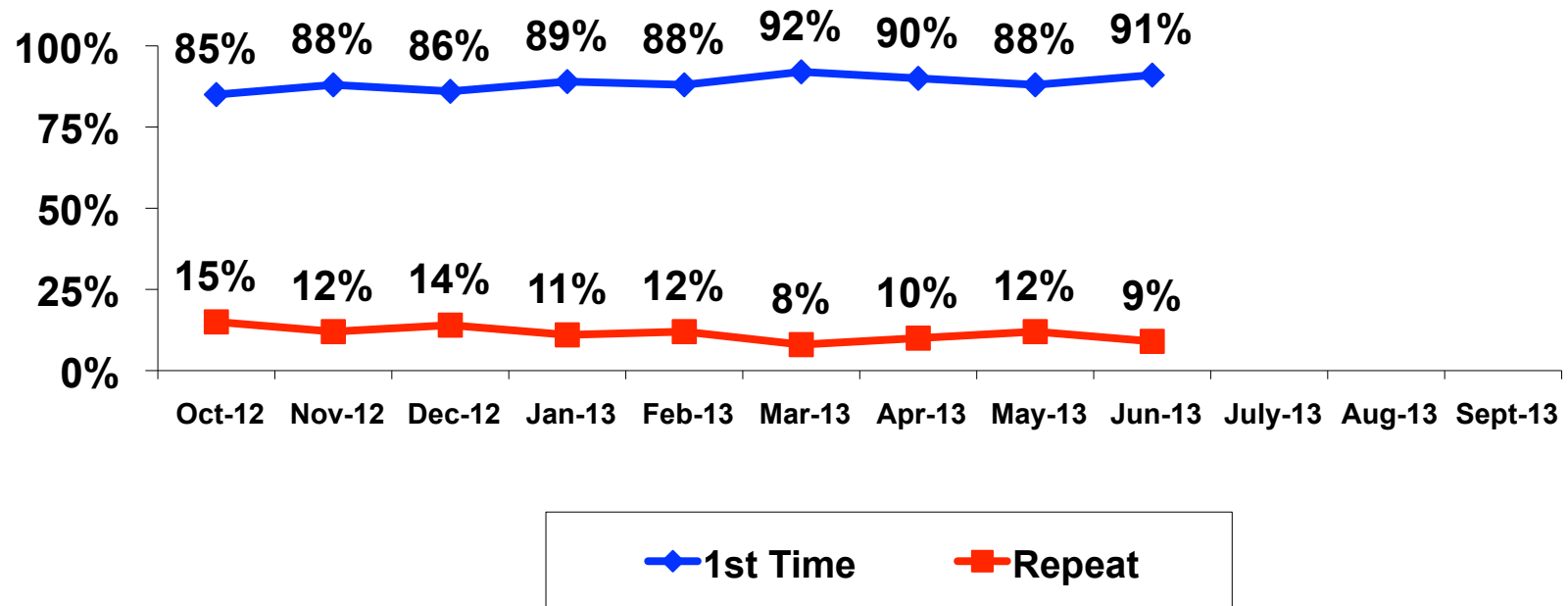
Age Segmentation

			TOTAL	FAMILY/ FIT	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	16	2	1	0	2	16	0	3	2	0	0	9
		Column N %	5%	12%	3%	0%	12%	9%	0%	2%	9%	0%	0%	9%
	25-34	Count	150	9	24	0	3	150	0	53	13	6	0	41
		Column N %	44%	53%	83%	0%	18%	82%	0%	31%	59%	75%	0%	41%
	35-49	Count	145	4	4	1	9	17	128	105	4	2	0	40
		Column N %	42%	24%	14%	100%	53%	9%	90%	62%	18%	25%	0%	40%
	50+	Count	31	2	0	0	3	0	15	8	3	0	8	9
		Column N %	9%	12%	0%	0%	18%	0%	10%	5%	14%	0%	100%	9%
	Total	Count	342	17	29	1	17	183	143	169	22	8	8	99
	Mean		36.18	34.35	30.45	39.00	39.06	30.22	40.99	37.19	35.45	33.25	64.75	35.51
QF	Median		35	32	30	39	38	31	39	36	32	33	64	34

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	3	1	3	0	0	1	2
		Column N %	2%	0%	0%	0%	0%	2%	1%	2%	0%	0%	13%	2%
	KW12.0M-KW24.0M	Count	12	0	2	0	0	10	1	6	0	0	0	5
		Column N %	4%	0%	7%	0%	0%	6%	1%	4%	0%	0%	0%	5%
	KW24.0M-KW36.0M	Count	47	1	12	0	3	32	11	11	3	0	3	15
		Column N %	15%	7%	44%	0%	27%	19%	8%	7%	15%	0%	38%	16%
	KW36.0M-KW48.0M	Count	47	3	5	0	2	31	15	15	6	1	0	12
		Column N %	15%	20%	19%	0%	18%	19%	12%	9%	30%	13%	0%	13%
	KW48.0M-KW60.0M	Count	53	3	6	0	1	28	19	29	3	2	2	7
		Column N %	17%	20%	22%	0%	9%	17%	15%	18%	15%	25%	25%	8%
	KW60.0M-KW72.0M	Count	39	2	0	0	1	15	22	26	2	2	1	9
		Column N %	12%	13%	0%	0%	9%	9%	17%	16%	10%	25%	13%	10%
	KW72.0M+	Count	104	6	1	1	4	40	61	66	6	3	1	41
		Column N %	33%	40%	4%	100%	36%	24%	47%	42%	30%	38%	13%	44%
	No Income	Count	6	0	1	0	0	6	0	2	0	0	0	2
		Column N %	2%	0%	4%	0%	0%	4%	0%	1%	0%	0%	0%	2%
	Total	Count	314	15	27	1	11	165	130	158	20	8	8	93

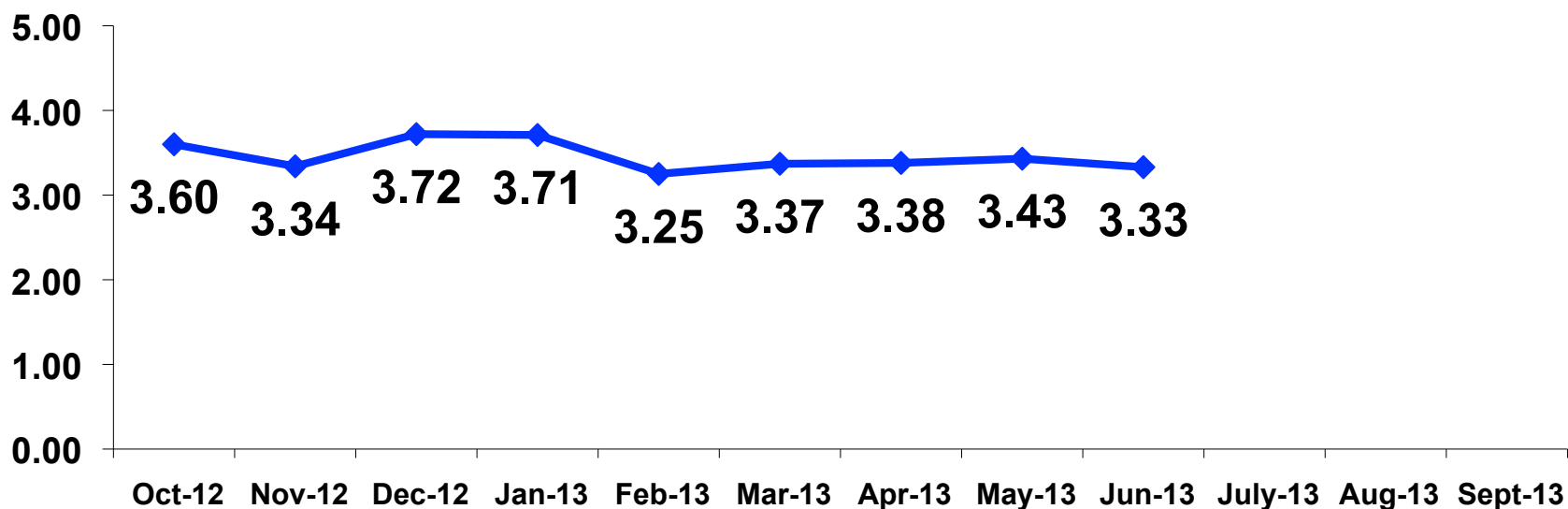
Prior Trips to Guam Tracking



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	317	17	28	0	14	169	127	159	19	8	5	93
		Column N %	91%	94%	97%	0%	82%	92%	89%	92%	83%	100%	63%	92%
	No	Count	33	1	1	1	3	14	16	14	4	0	3	8
		Column N %	9%	6%	3%	100%	18%	8%	11%	8%	17%	0%	38%	8%
	Total	Count	350	18	29	1	17	183	143	173	23	8	8	101

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	3.33	4.06	3.55	3.00	2.94	3.33	3.31	3.31	4.09	3.38	3.75	3.44
	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	196	0	23	1	5	81	102	123	0	2	4	57
		Column N %	56%	0%	79%	100%	29%	44%	72%	71%	0%	25%	50%	57%
	Free-time package tour	Count	120	0	4	0	2	82	32	45	0	4	3	32
		Column N %	34%	0%	14%	0%	12%	45%	23%	26%	0%	50%	38%	32%
	Individually arranged travel (FIT)	Count	23	18	2	0	0	17	2	5	23	1	1	7
		Column N %	7%	100%	7%	0%	0%	9%	1%	3%	100%	13%	13%	7%
	Company paid travel	Count	10	0	0	0	10	3	6	0	0	1	0	4
		Column N %	3%	0%	0%	0%	59%	2%	4%	0%	0%	13%	0%	4%
	Total	Count	349	18	29	1	17	183	142	173	23	8	8	100

Travel Motivation Segmentation

		TOTAL	FAMILY/ FIT	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	3%	0%	3%	0%	6%	4%	3%	3%	0%	0%	0%	3%
	Price	13%	17%	7%	0%	0%	15%	12%	14%	13%	38%	13%	19%
	Visit friends/ Relatives	1%	0%	3%	0%	0%	1%	1%	1%	4%	0%	13%	0%
	Recomm- friend/family/trvl agnt	27%	33%	17%	0%	12%	24%	30%	31%	26%	13%	13%	29%
	Scuba	3%	11%	7%	0%	0%	3%	3%	1%	9%	0%	0%	10%
	Water sports	11%	22%	7%	0%	6%	12%	9%	10%	17%	0%	0%	37%
	Short travel time	34%	50%	28%	0%	12%	38%	31%	35%	39%	50%	13%	38%
	Golf	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%
	Relax	63%	56%	66%	0%	41%	63%	67%	68%	57%	38%	50%	59%
	Company/ Business Trip	1%	0%	0%	0%	18%	0%	3%	0%	0%	0%	13%	2%
	Company Sponsored	3%	0%	0%	0%	65%	2%	5%	1%	0%	13%	0%	3%
	Safe	32%	39%	28%	0%	24%	28%	36%	35%	35%	38%	38%	37%
	Natural beauty	53%	78%	38%	0%	29%	47%	57%	53%	70%	50%	50%	52%
	Shopping	23%	28%	24%	0%	6%	27%	19%	25%	26%	0%	0%	20%
	Career Cert/ Testing	1%	6%	0%	0%	0%	2%	0%	0%	13%	0%	0%	1%
	Married/ Attn wedding	0%	0%	0%	100%	0%	0%	1%	1%	0%	0%	0%	0%
	Honeymoon	8%	11%	100%	0%	0%	14%	3%	2%	9%	0%	0%	7%
	Pleasure	13%	17%	10%	0%	6%	13%	13%	14%	22%	13%	38%	14%
	Organized sports	2%	0%	3%	0%	0%	1%	4%	3%	0%	0%	0%	8%
	Other	1%	0%	0%	0%	0%	1%	1%	2%	0%	0%	0%	1%
	Total Count	350	18	29	1	17	183	143	173	23	8	8	101

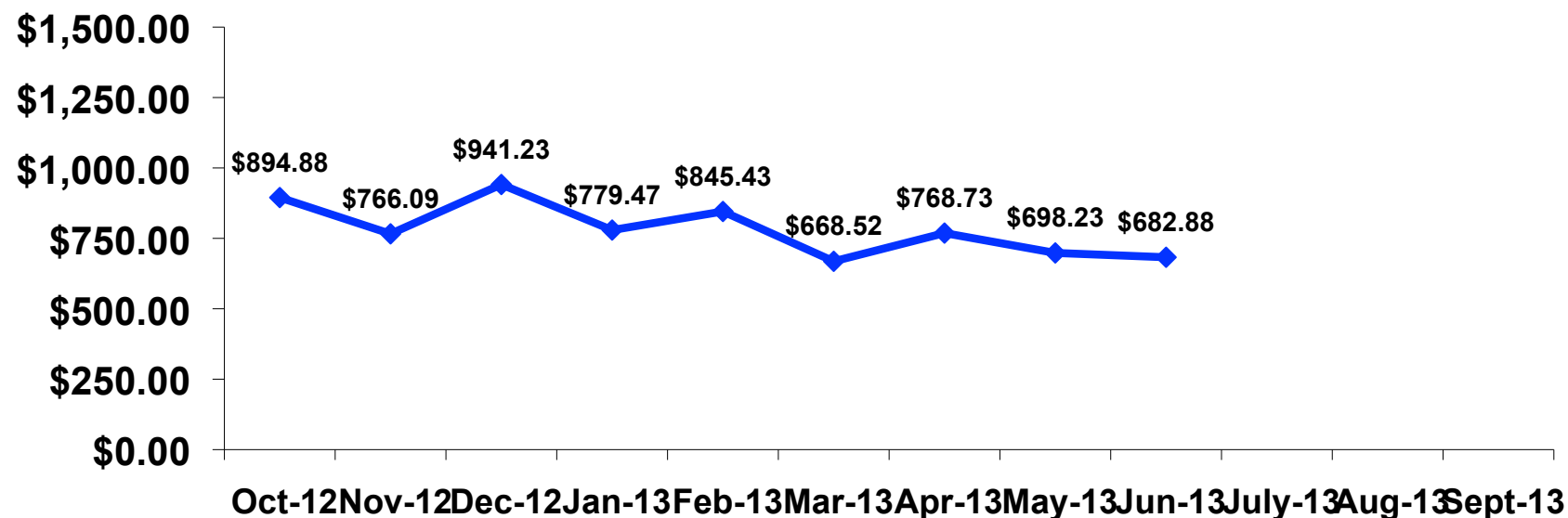
Information Sources

Segmentation

		TOTAL	FAMILY/ FIT	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-
Q1	Internet	94%	94%	90%	100%	71%	97%	92%	98%	91%	100%	75%	95%
	Travel Agent Brochure	42%	24%	52%	0%	47%	40%	46%	43%	23%	13%	63%	44%
	Friend/ Relative	41%	59%	28%	0%	35%	40%	43%	48%	55%	25%	0%	40%
	Co-Worker/ Company Trvl Dept	12%	12%	7%	0%	59%	10%	14%	9%	9%	38%	13%	13%
	Prior Trip	10%	6%	3%	100%	18%	8%	11%	8%	18%	0%	38%	8%
	TV	6%	6%	3%	0%	6%	4%	8%	6%	5%	25%	13%	9%
	Travel Guidebook-Bookstore	5%	18%	3%	0%	0%	7%	3%	5%	18%	13%	25%	9%
	GVB Office	5%	0%	3%	0%	6%	3%	7%	5%	0%	0%	13%	4%
	Magazine (Consumer)	2%	0%	3%	0%	0%	1%	4%	4%	0%	0%	0%	3%
	GVB Promo	1%	0%	0%	0%	6%	1%	3%	2%	0%	0%	0%	0%
	Newspaper	1%	0%	0%	0%	6%	1%	2%	1%	0%	0%	0%	1%
	Travel Trade Show	1%	0%	7%	0%	0%	1%	1%	1%	0%	0%	0%	1%
	Consumer Trvl Show	0%	0%	0%	0%	6%	0%	0%	0%	0%	0%	0%	1%
	Total Count	347	17	29	1	17	183	143	171	22	8	8	100

SECTION 3 **EXPENDITURES**

Prepaid Expenditures Tracking

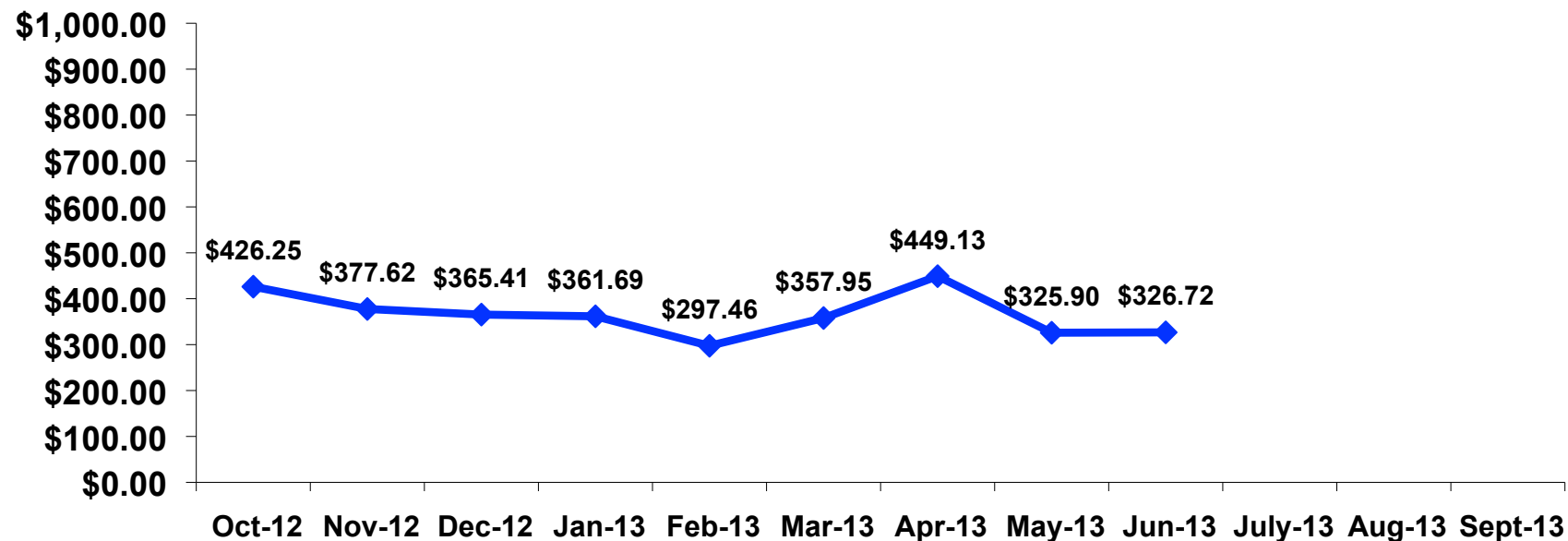


YTD=\$782.79

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	\$682.88	\$629.64	\$981.20	\$0.00	\$252.39	\$715.45	\$671.36	\$698.33	\$632.67	\$585.11	\$407.83	\$660.07
	Median	\$745	\$673	\$1,073	\$0	\$0	\$751	\$760	\$751	\$676	\$708	\$313	\$760
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$3,218	\$1,520	\$2,682	\$0	\$1,251	\$1,788	\$3,218	\$3,218	\$1,520	\$894	\$983	\$1,788

On-Island Expenditures Tracking



YTD = \$365.35

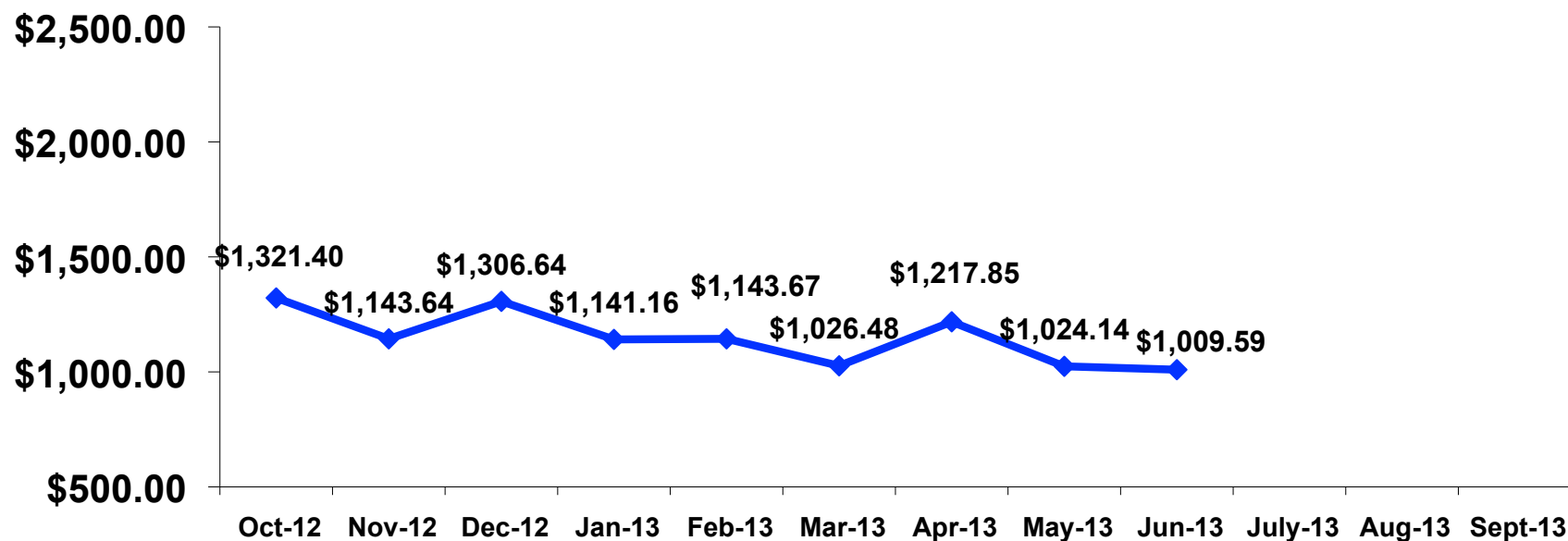
On-Island Expenditures Per Person Segmentation

		TOTAL	FAMILY/ FIT	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$326.72	\$527.51	\$459.72	\$0.00	\$539.80	\$353.15	\$294.70	\$225.10	\$507.40	\$312.29	\$450.00	\$342.52
	Median	\$245	\$493	\$400	\$0	\$200	\$267	\$190	\$180	\$485	\$242	\$425	\$250
	Minimum	\$0	\$0	\$0	\$0	\$37	\$0	\$0	\$0	\$0	\$167	\$50	\$0
	Maximum	\$3,000	\$1,070	\$1,000	\$0	\$2,000	\$1,800	\$3,000	\$1,050	\$1,070	\$650	\$1,050	\$3,000

On-Island Expense Breakdown

		TOTAL	FAMILY/ FIT	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-
AIR & HOTEL	Mean	\$1,572.56	\$1,690.85	\$1,560.70	.	\$89.39	\$1,479.02	\$1,501.18	\$2,381.27	\$1,465.67	\$1,787.74	\$5,363.22	\$1,065.99
	Median	\$1,341	\$1,430	\$1,457	.	\$89	\$1,341	\$1,341	\$2,235	\$1,341	\$1,788	\$5,363	\$894
	Minimum	\$89	\$894	\$894	.	\$89	\$107	\$89	\$670	\$536	\$1,341	\$5,363	\$89
	Maximum	\$5,363	\$4,469	\$2,592	.	\$89	\$4,469	\$3,218	\$5,363	\$4,469	\$2,235	\$5,363	\$1,788
AIR/ HOTEL/ MEAL	Mean	\$2,512.10	\$3,039.16	\$2,238.25	.	\$1,206.73	\$2,282.69	\$2,794.01	\$2,969.37	\$2,055.90	\$4,290.58	\$2,413.45	\$2,625.81
	Median	\$2,324	\$3,039	\$2,190	.	\$983	\$2,056	\$2,682	\$2,682	\$2,056	\$2,682	\$1,967	\$2,458
	Minimum	\$89	\$3,039	\$983	.	\$715	\$715	\$89	\$259	\$1,073	\$1,967	\$1,520	\$89
	Maximum	\$8,939	\$3,039	\$3,575	.	\$2,145	\$8,224	\$8,939	\$8,939	\$3,039	\$8,224	\$3,754	\$8,939
AIR ONLY	Mean	\$1,437.15	\$989.96	.	.	.	\$1,653.66	\$1,501.70	\$1,537.46	\$989.96	.	.	\$1,555.34
	Median	\$1,609	\$1,019	.	.	.	\$1,743	\$1,582	\$1,582	\$1,019	.	.	\$1,555
	Minimum	\$313	\$313	.	.	.	\$894	\$1,144	\$894	\$313	.	.	\$1,555
	Maximum	\$2,235	\$1,609	.	.	.	\$2,235	\$1,698	\$2,235	\$1,609	.	.	\$1,555
HOTEL ONLY	Mean
	Median
	Minimum
	Maximum
HOTEL & MEAL	Mean	\$766.17	\$898.34	.	.	.	\$1,005.60	\$659.23	\$976.55	\$898.34	.	.	\$1,027.95
	Median	\$715	\$1,028	.	.	.	\$1,006	\$612	\$1,184	\$1,028	.	.	\$1,028
	Minimum	\$72	\$197	.	.	.	\$670	\$72	\$197	\$197	.	.	\$1,028
	Maximum	\$1,341	\$1,341	.	.	.	\$1,341	\$1,341	\$1,341	\$1,341	.	.	\$1,028
F&B HOTEL	Mean
	Median
	Minimum
	Maximum
TRANS- KOREA	Mean	\$81.94	\$26.82	\$98.33	\$109.50	.	.	.	\$56.61
	Median	\$67	\$27	\$72	\$76	.	.	.	\$63
	Minimum	\$27	\$27	\$27	\$63	.	.	.	\$27
	Maximum	\$223	\$27	\$223	\$223	.	.	.	\$80
TRANS- GUAM	Mean	\$92.44	\$96.98	.	.	.	\$111.85	\$89.39	\$53.63	\$96.98	.	.	\$96.98
	Median	\$89	\$89	.	.	.	\$123	\$89	\$54	\$89	.	.	\$89
	Minimum	\$18	\$18	.	.	.	\$18	\$89	\$18	\$18	.	.	\$18
	Maximum	\$183	\$183	.	.	.	\$183	\$89	\$89	\$183	.	.	\$183
OPT TOURS	Mean	\$227.30	\$169.84	\$270.40	\$278.22	.	.	.	\$197.77
	Median	\$201	\$143	\$268	\$246	.	.	.	\$116
	Minimum	\$27	\$80	\$27	\$80	.	.	.	\$27
	Maximum	\$536	\$322	\$536	\$536	.	.	.	\$536
OTHER	Mean	\$312.58	.	\$625.71	.	.	\$416.93	\$251.40	\$299.45	.	.	.	\$382.58
	Median	\$223	.	\$626	.	.	\$340	\$134	\$304	.	.	.	\$358
	Minimum	\$36	.	\$626	.	.	\$89	\$36	\$72	.	.	.	\$179
	Maximum	\$791	.	\$626	.	.	\$791	\$733	\$733	.	.	.	\$733
TOTAL	Mean	\$1,822.04	\$1,543.99	\$1,855.86	\$0.00	\$336.52	\$1,713.94	\$2,021.47	\$2,439.35	\$1,348.25	\$2,279.37	\$1,575.45	\$1,778.28
	Median	\$1,743	\$1,347	\$2,145	\$0	\$0	\$1,537	\$2,324	\$2,503	\$1,341	\$1,877	\$760	\$1,439
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$9,833	\$4,469	\$3,575	\$0	\$2,145	\$8,224	\$9,833	\$9,833	\$4,469	\$8,224	\$5,363	\$9,833

Total Expenditures Tracking



YTD=\$1,148.24

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	\$1,009.59	\$1,157.15	\$1,440.93	\$0.00	\$792.19	\$1,068.60	\$966.05	\$923.43	\$1,140.07	\$897.40	\$857.83	\$1,002.59
	Median	\$1,001	\$1,167	\$1,417	\$0	\$500	\$1,078	\$971	\$941	\$1,159	\$990	\$630	\$1,000
	Minimum	\$0	\$0	\$0	\$0	\$40	\$0	\$0	\$0	\$0	\$200	\$50	\$0
	Maximum	\$4,341	\$1,849	\$3,482	\$0	\$2,215	\$2,788	\$4,341	\$3,218	\$1,849	\$1,544	\$2,033	\$4,341

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-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Combined Oct2012-Jun 2013
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks	3	1		2	7	3			4	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	
Variety of nighttime tours										10
Quality of shopping					8			5		
Variety of shopping			5	3		1	3		3	4
Price of things on Guam		3								
Quality of hotel accommodations	1		4	5	2	5	1	1	1	1
Quality/cleanliness of air, sky			3		3				6	7
Quality/cleanliness of parks								2		
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
% 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%	54.6%

NOTE: Only significant drivers are included.

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by seven significant factors in the June 2013 Period. By rank order they are:
 - **Quality of hotel accommodations,**
 - **Quality/cleanliness of transportation vehicles,**
 - **Variety of shopping,**
 - **Quality & cleanliness of beaches & parks,**
 - **Quality of ground handler,**
 - **Quality/cleanliness of air, sky, and**
 - **Quality of night time tours.**
- With all seven factors the overall r^2 is .505 meaning that **50.5% 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 2013 and Overall Oct 2012-Jun2013

	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Combined Oct 2012-Jun 2013
Drivers:	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		2
Quality of shopping				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%	2.2%

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 no significant factors in the June 2013 Period.