



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2013 Market Segmentation

MARCH 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 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

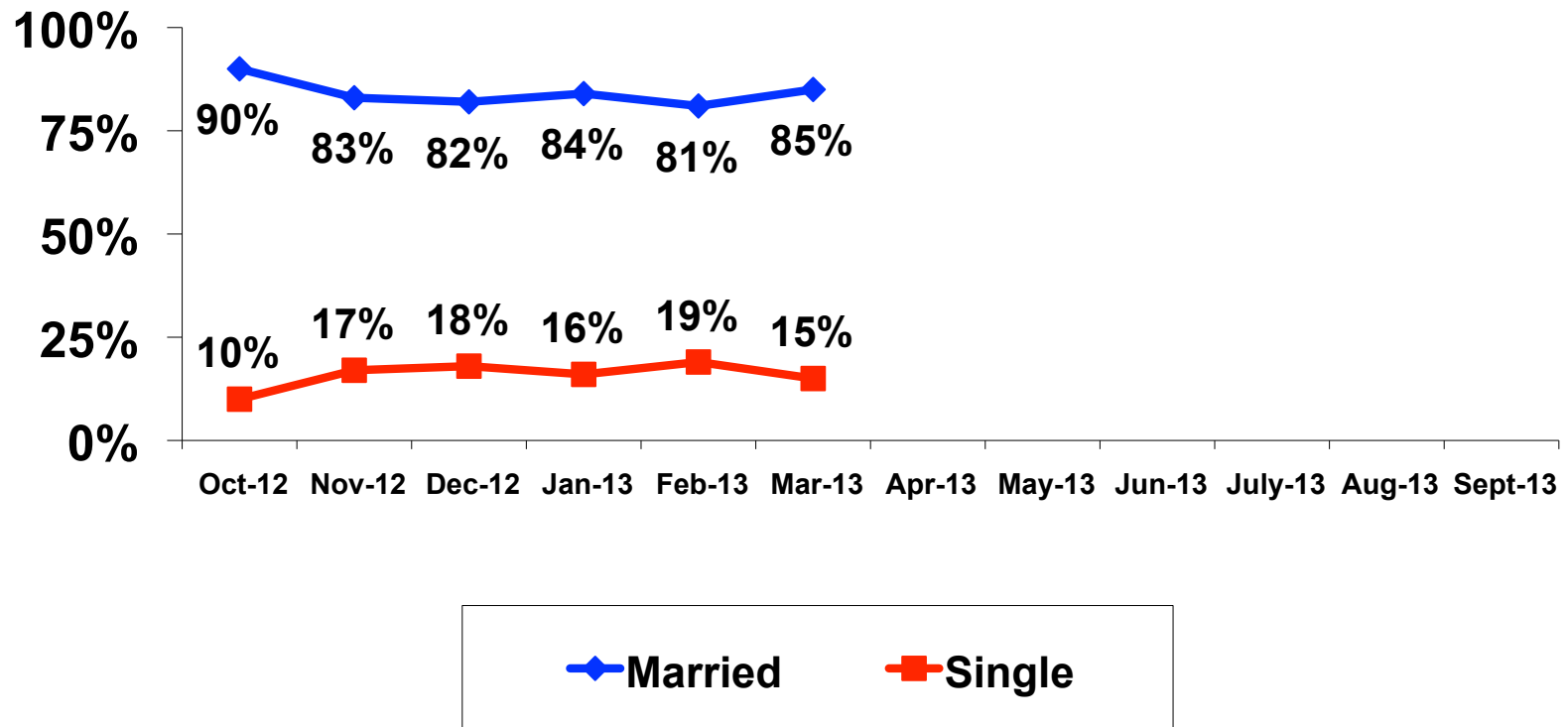
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Travel– Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors –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

SECTION 1
PROFILE OF RESPONDENTS

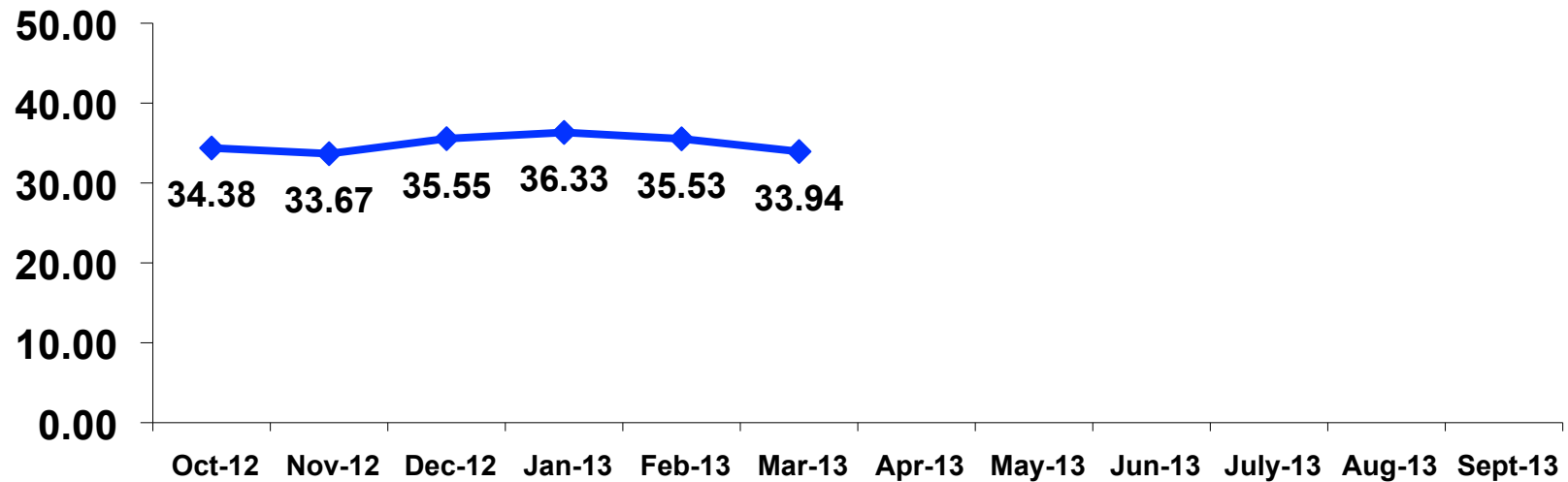
Marital Status Tracking



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	296	20	0	1	79	1	12	197	84	125	22	15	7	64
		Column N %	85%	95%	0%	100%	99%	100%	44%	81%	92%	96%	81%	83%	100%	81%
	Single	Count	53	1	1	0	1	0	15	45	7	5	5	3	0	15
		Column N %	15%	5%	100%	0%	1%	0%	56%	19%	8%	4%	19%	17%	0%	19%
Total		Count	349	21	1	1	80	1	27	242	91	130	27	18	7	79

Average Age Tracking



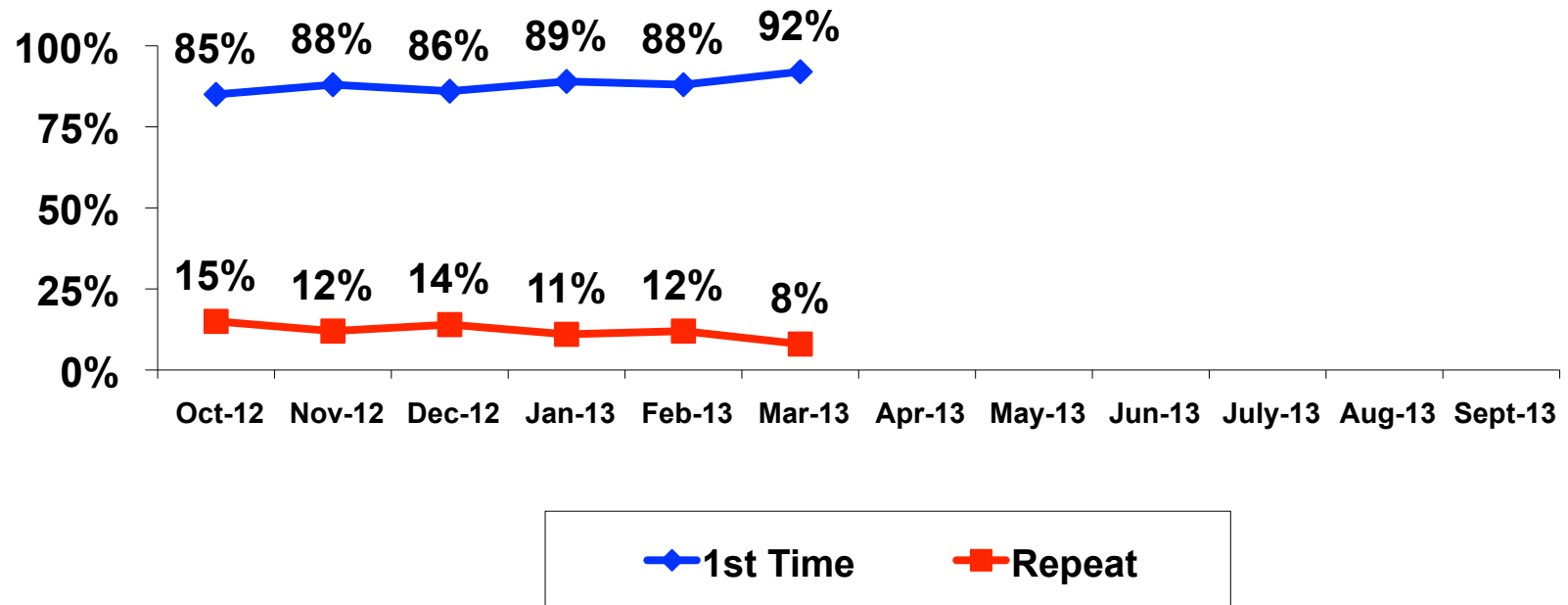
Age Segmentation

			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	10	0	0	0	5	0	2	10	0	0	0	0	0	1
		Column N %	3%	0%	0%	0%	6%	0%	7%	4%	0%	0%	0%	0%	0%	0%
	25-34	Count	208	14	1	1	63	1	17	208	0	63	19	13	0	49
		Column N %	60%	67%	100%	100%	79%	100%	63%	86%	0%	49%	70%	72%	0%	63%
	35-49	Count	109	6	0	0	12	0	8	24	85	64	6	5	0	23
		Column N %	32%	29%	0%	0%	15%	0%	30%	10%	93%	50%	22%	28%	0%	29%
	50+	Count	18	1	0	0	0	0	0	0	6	2	2	0	7	5
		Column N %	5%	5%	0%	0%	0%	0%	0%	0%	7%	2%	7%	0%	100%	6%
	Total	Count	345	21	1	1	80	1	27	242	91	129	27	18	7	78
QF	Mean		33.94	33.48	28.00	26.00	30.46	31.00	31.48	30.57	39.44	35.25	33.41	32.17	62.86	34.06
	Median		33	32	28	26	30	31	30	31	38	35	32	31	61	33

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-KW24.0M	Count	15	0	0	0	6	0	4	15	0	1	0	1	0	2
		Column N %	5%	0%	0%	0%	8%	0%	17%	7%	0%	1%	0%	6%	0%	3%
	KW24.0M-KW36.0M	Count	55	3	1	0	20	1	10	48	7	9	3	3	0	16
		Column N %	19%	21%	100%	0%	28%	100%	43%	24%	9%	8%	17%	17%	0%	23%
	KW36.0M-KW48.0M	Count	61	0	0	0	15	0	4	40	18	16	2	4	2	12
		Column N %	21%	0%	0%	0%	21%	0%	17%	20%	22%	14%	11%	22%	40%	17%
	KW48.0M-KW60.0M	Count	57	4	0	1	15	0	1	39	14	24	5	4	1	10
		Column N %	19%	29%	0%	100%	21%	0%	4%	19%	17%	22%	28%	22%	20%	14%
	KW60.0M-KW72.0M	Count	36	2	0	0	10	0	1	24	12	20	3	1	0	12
		Column N %	12%	14%	0%	0%	14%	0%	4%	12%	15%	18%	17%	6%	0%	17%
	KW72.0M+	Count	67	4	0	0	2	0	3	32	30	40	4	5	1	17
		Column N %	23%	29%	0%	0%	3%	0%	13%	16%	37%	36%	22%	28%	20%	25%
No Income		Count	4	1	0	0	3	0	0	3	0	1	1	0	1	0
		Column N %	1%	7%	0%	0%	4%	0%	0%	1%	0%	1%	6%	0%	20%	0%
Total		Count	295	14	1	1	71	1	23	201	81	111	18	18	5	69

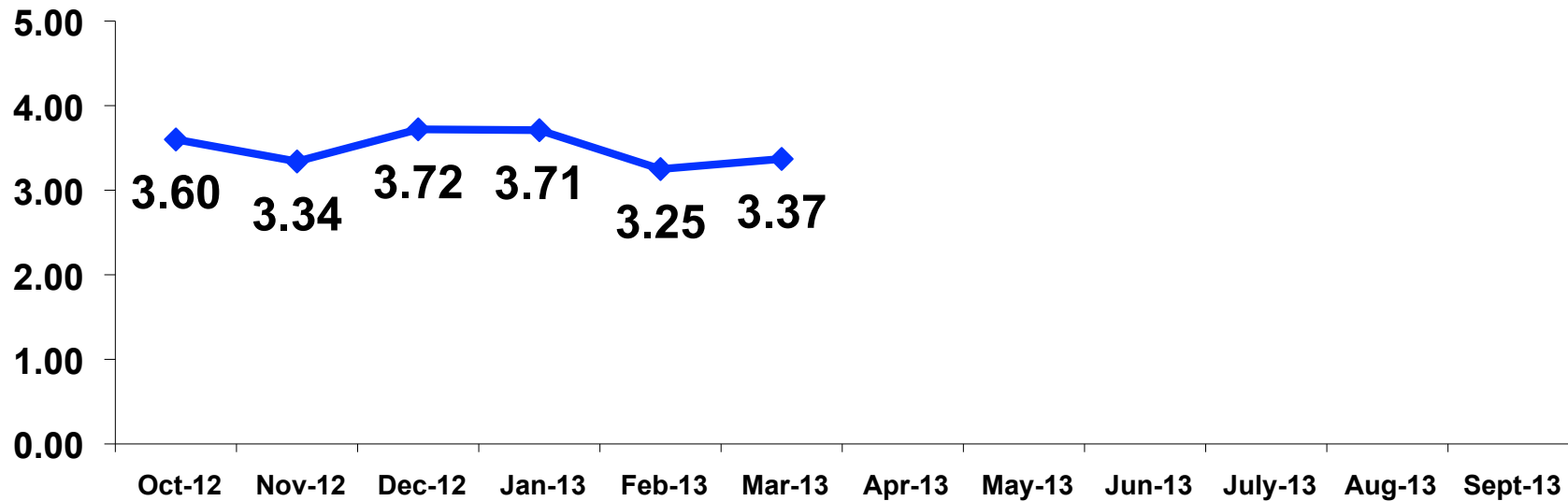
Prior Trips to Guam Tracking



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	322	17	1	1	79	1	26	226	80	112	22	16	7	73
		Column N %	92%	81%	100%	100%	99%	100%	96%	94%	88%	86%	81%	89%	100%	92%
	No	Count	28	4	0	0	1	0	1	15	11	18	5	2	0	6
		Column N %	8%	19%	0%	0%	1%	0%	4%	6%	12%	14%	19%	11%	0%	8%
	Total	Count	350	21	1	1	80	1	27	241	91	130	27	18	7	79

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	3.37	3.90	3.00	4.00	3.56	4.00	3.04	3.41	3.26	3.46	3.78	3.44	3.29	3.53
	Median	3	4	3	4	3	4	3	3	3	3	4	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	184	0	0	0	57	1	7	126	51	73	0	12	4	48
		Column N %	52%	0%	0%	0%	71%	100%	26%	52%	56%	56%	0%	67%	57%	61%
	Free-time package tour	Count	122	0	0	1	21	0	2	83	28	44	0	2	3	26
		Column N %	35%	0%	0%	100%	26%	0%	7%	34%	31%	34%	0%	11%	43%	33%
	Individually arranged travel (FIT)	Count	27	21	0	0	2	0	0	20	7	14	27	3	0	2
		Column N %	8%	100%	0%	0%	3%	0%	0%	8%	8%	11%	100%	17%	0%	3%
	Group tour	Count	1	0	1	0	0	0	1	1	0	0	0	0	0	0
		Column N %	0%	0%	100%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%
	Company paid travel	Count	17	0	0	0	0	0	17	12	5	0	0	1	0	3
		Column N %	5%	0%	0%	0%	0%	0%	63%	5%	5%	0%	0%	6%	0%	4%
	Total	Count	351	21	1	1	80	1	27	242	91	131	27	18	7	79

Travel Motivation Segmentation

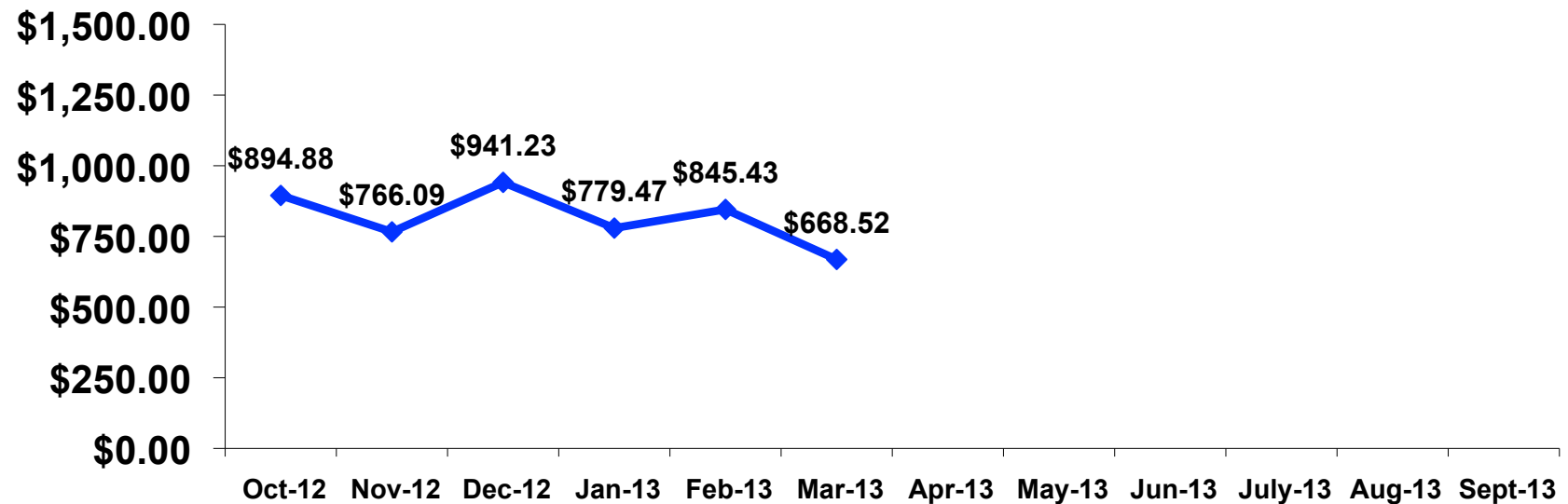
		TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	6%	10%	0%	0%	0%	0%	0%	4%	11%	12%	7%	6%	0%	8%
	Price	15%	10%	0%	0%	15%	0%	0%	16%	15%	16%	7%	6%	0%	12%
	Visit friends/ Relatives	3%	14%	0%	100%	0%	0%	0%	3%	3%	2%	11%	0%	0%	5%
	Recomm- friend/family/trvl agnt	19%	14%	0%	0%	18%	0%	7%	17%	25%	21%	11%	22%	33%	28%
	Scuba	2%	0%	0%	100%	3%	0%	4%	2%	2%	1%	0%	0%	0%	10%
	Water sports	8%	0%	0%	100%	5%	0%	0%	7%	10%	7%	4%	11%	0%	33%
	Short travel time	35%	62%	0%	0%	19%	0%	4%	33%	42%	42%	63%	33%	0%	35%
	Golf	1%	0%	0%	0%	1%	0%	0%	0%	2%	0%	0%	0%	0%	4%
	Relax	58%	62%	0%	0%	49%	0%	4%	56%	64%	71%	63%	72%	100%	65%
	Company/ Business Trip	4%	5%	0%	0%	0%	0%	30%	3%	6%	1%	11%	6%	0%	1%
	Company Sponsored	7%	0%	100%	0%	0%	0%	85%	8%	3%	1%	0%	6%	0%	6%
	Convention/ Trade/ Conference	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
	Safe	27%	38%	0%	100%	18%	100%	4%	26%	33%	40%	30%	28%	33%	26%
	Natural beauty	47%	38%	100%	0%	30%	0%	15%	44%	53%	60%	41%	67%	83%	50%
	Shopping	25%	29%	0%	0%	15%	0%	15%	24%	30%	26%	30%	28%	0%	17%
	Career Cert/ Testing	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
	Married/ Attn wedding	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%
	Honeymoon	23%	10%	0%	0%	100%	0%	0%	31%	7%	2%	7%	0%	0%	31%
	Pleasure	11%	14%	0%	0%	5%	0%	4%	8%	17%	16%	19%	17%	17%	10%
	Organized sports	1%	0%	0%	0%	0%	0%	0%	1%	1%	2%	0%	0%	0%	5%
	Other	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%
	Total	Count	346	21	1	1	80	1	27	242	88	129	27	18	78

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%	95%	100%	100%	95%	100%	96%	98%	95%	97%	93%	94%	57%	94%
	Travel Agent Brochure	39%	0%	0%	100%	64%	100%	33%	39%	44%	36%	7%	11%	14%	48%
	Friend/ Relative	37%	48%	100%	100%	31%	0%	19%	38%	33%	38%	41%	28%	57%	42%
	Co-Worker/ Company Trvl Dept	13%	5%	0%	100%	14%	0%	41%	16%	7%	8%	4%	17%	0%	19%
	Prior Trip	8%	19%	0%	0%	1%	0%	4%	6%	12%	14%	19%	11%	0%	8%
	Travel Guidebook- Bookstore	7%	10%	0%	0%	5%	0%	7%	7%	9%	6%	7%	11%	0%	5%
	TV	5%	5%	0%	0%	6%	0%	4%	5%	7%	3%	4%	0%	0%	10%
	GVB Office	3%	5%	0%	0%	4%	0%	0%	3%	5%	4%	7%	11%	0%	1%
	Magazine (Consumer)	3%	5%	0%	0%	5%	0%	4%	3%	2%	2%	4%	6%	0%	3%
	GVB Promo	1%	5%	0%	0%	0%	0%	7%	1%	3%	2%	4%	0%	0%	1%
	Consumer Trvl Show	1%	5%	0%	0%	1%	0%	0%	0%	1%	0%	4%	0%	0%	0%
	Newspaper	1%	0%	0%	0%	3%	0%	0%	1%	0%	0%	0%	0%	0%	3%
	Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
	Travel Trade Show	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	14%	0%
	Total Count	348	21	1	1	80	1	27	242	91	131	27	18	7	79

SECTION 3 **EXPENDITURES**

Prepaid Expenditures Tracking

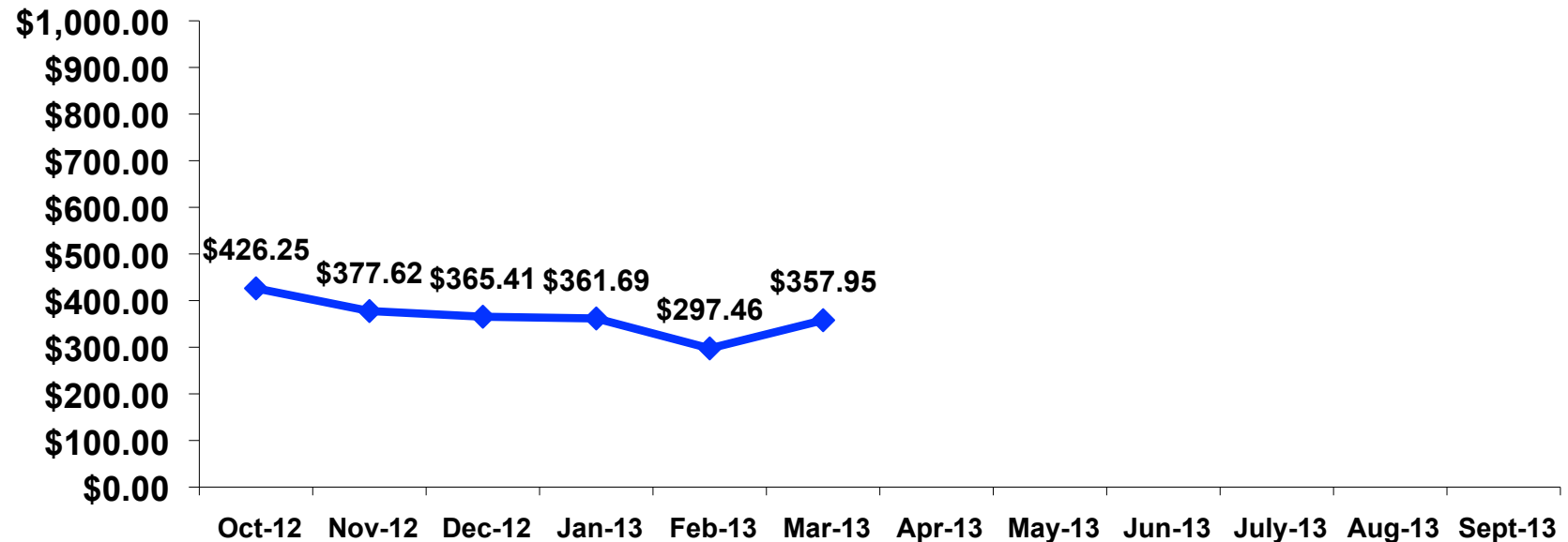


YTD=\$815.85

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	\$668.52	\$445.21	\$0.00	\$974.08	\$923.05	\$724.89	\$125.85	\$704.79	\$605.13	\$633.25	\$463.73	\$683.52	\$513.90	\$673.78
	Median	\$725	\$589	\$0	\$974	\$997	\$725	\$0	\$758	\$680	\$680	\$598	\$785	\$498	\$725
	Minimum	\$0	\$0	\$0	\$974	\$0	\$725	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$2,265	\$951	\$0	\$974	\$2,265	\$725	\$951	\$2,265	\$1,691	\$1,704	\$951	\$1,812	\$1,359	\$1,812

On-Island Expenditures Tracking



YTD = \$364.40

On-Island Expenditures Per Person Segmentation

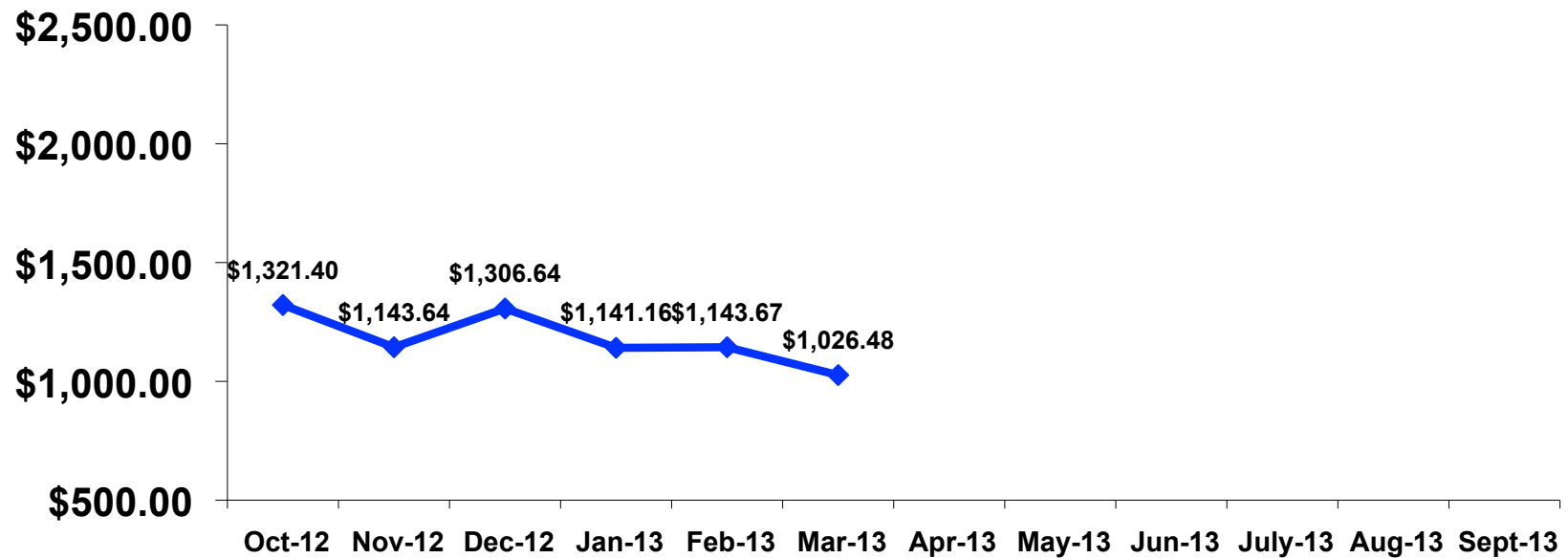
		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$357.95	\$304.44	\$356.00	\$200.00	\$468.72	\$350.00	\$343.41	\$383.70	\$305.32	\$268.81	\$327.16	\$466.94	\$245.24	\$402.99
	Median	\$250	\$200	\$356	\$200	\$305	\$350	\$300	\$260	\$200	\$180	\$300	\$258	\$175	\$273
	Minimum	\$0	\$0	\$356	\$200	\$0	\$350	\$100	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$2,775	\$1,500	\$356	\$200	\$2,000	\$350	\$1,150	\$2,775	\$2,775	\$2,000	\$1,500	\$1,600	\$1,000	\$2,143



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	\$1,800.25	\$1,304.81	.	.	\$1,538.39	.	\$815.51	\$1,886.91	\$1,655.41	\$2,394.00	\$1,060.16	.	\$724.89	\$2,174.68
	Median	\$1,722	\$1,305	.	.	\$1,631	.	\$816	\$1,722	\$1,631	\$2,356	\$1,060	.	\$725	\$2,129
	Minimum	\$136	\$1,305	.	.	\$906	.	\$816	\$544	\$136	\$725	\$816	.	\$725	\$906
	Maximum	\$5,437	\$1,305	.	.	\$2,447	.	\$816	\$5,437	\$2,900	\$5,437	\$1,305	.	\$725	\$3,624
AIR/ HOTEL/ MEAL	Mean	\$2,168.90	\$1,760.46	.	\$3,896.30	\$2,303.76	\$1,449.79	\$1,177.95	\$2,074.91	\$2,523.53	\$2,578.43	\$1,641.08	\$1,986.86	\$1,389.38	\$2,195.62
	Median	\$1,903	\$1,812	.	\$3,896	\$2,492	\$1,450	\$906	\$1,812	\$2,356	\$2,447	\$1,540	\$1,812	\$1,359	\$1,903
	Minimum	\$145	\$1,178	.	\$3,896	\$181	\$1,450	\$725	\$145	\$690	\$906	\$906	\$906	\$997	\$145
	Maximum	\$9,061	\$2,718	.	\$3,896	\$4,078	\$1,450	\$1,903	\$4,984	\$9,061	\$6,145	\$2,718	\$3,760	\$1,812	\$9,061
AIR ONLY	Mean	\$1,143.04	\$1,194.56	\$1,058.38	\$1,297.56	\$1,250.86	\$1,079.57	.	.	\$878.93
	Median	\$965	\$965	\$906	\$1,359	\$1,072	\$951	.	.	\$612
	Minimum	\$181	\$834	\$390	\$181	\$181	\$390	.	.	\$390
	Maximum	\$2,718	\$2,265	\$2,718	\$2,265	\$2,718	\$2,265	.	.	\$1,903
HOTEL ONLY	Mean
	Median
	Minimum
	Maximum
HOTEL & MEAL	Mean	\$857.28	\$875.01	\$658.80	\$1,322.93	\$800.98	\$788.84	.	.	\$459.85
	Median	\$731	\$748	\$725	\$1,196	\$731	\$725	.	.	\$376
	Minimum	\$181	\$589	\$272	\$181	\$181	\$272	.	.	\$272
	Maximum	\$2,718	\$1,667	\$1,087	\$2,718	\$1,667	\$1,667	.	.	\$816
F&B HOTEL	Mean	\$194.82	\$83.82	\$416.81	\$308.08	.	.	.	\$54.37
	Median	\$100	\$91	\$417	\$109	.	.	.	\$54
	Minimum	\$18	\$18	\$109	\$91	.	.	.	\$18
	Maximum	\$725	\$136	\$725	\$725	.	.	.	\$91
TRANS- KOREA	Mean	\$111.75	.	.	.	\$181.22	.	.	\$113.26	\$181.22	\$181.22	.	.	\$36.24	.
	Median	\$109	.	.	.	\$181	.	.	\$104	\$181	\$181	.	.	\$36	.
	Minimum	\$18	.	.	.	\$181	.	.	\$18	\$181	\$181	.	.	\$36	.
	Maximum	\$227	.	.	.	\$181	.	.	\$227	\$181	\$181	.	.	\$36	.
TRANS- GUAM	Mean	\$477.98	\$181.22	.	.	\$74.75	.	.	\$138.64	\$2,174.68	\$1,177.95	\$181.22	.	.	.
	Median	\$181	\$181	.	.	\$75	.	.	\$181	\$2,175	\$1,178	\$181	.	.	.
	Minimum	\$59	\$181	.	.	\$59	.	.	\$59	\$2,175	\$181	\$181	.	.	.
	Maximum	\$2,175	\$181	.	.	\$91	.	.	\$181	\$2,175	\$2,175	\$181	.	.	.
OPT TOURS	Mean	\$235.59	.	.	.	\$283.16	.	.	\$275.46	\$135.92	\$226.53	.	.	.	\$244.65
	Median	\$227	.	.	.	\$249	.	.	\$245	\$136	\$227	.	.	.	\$245
	Minimum	\$91	.	.	.	\$181	.	.	\$181	\$91	\$181	.	.	.	\$245
	Maximum	\$453	.	.	.	\$453	.	.	\$453	\$181	\$272	.	.	.	\$245
OTHER	Mean	\$415.62	.	.	.	\$418.32	.	.	\$433.19	\$416.81	\$737.84	\$18.12	.	\$181.22	\$184.85
	Median	\$181	.	.	.	\$181	.	.	\$181	\$272	\$544	\$18	.	\$181	\$91
	Minimum	\$18	.	.	.	\$168	.	.	\$18	\$91	\$91	\$18	.	\$181	\$18
	Maximum	\$2,718	.	.	.	\$906	.	.	\$2,718	\$906	\$2,718	\$18	.	\$181	\$544
TOTAL	Mean	\$1,590.17	\$1,248.89	\$0.00	\$3,896.30	\$1,733.29	\$1,449.79	\$161.09	\$1,549.43	\$1,832.19	\$2,082.82	\$1,117.34	\$1,545.33	\$730.07	\$1,494.06
	Median	\$1,540	\$1,504	\$0	\$3,896	\$1,812	\$1,450	\$0	\$1,631	\$1,631	\$2,084	\$1,359	\$1,731	\$725	\$1,269
	Minimum	\$0	\$0	\$0	\$3,896	\$0	\$1,450	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$9,061	\$2,990	\$0	\$3,896	\$4,531	\$1,450	\$1,903	\$6,343	\$9,061	\$6,343	\$2,990	\$3,760	\$2,030	\$9,061

Total Expenditures Tracking



YTD=\$1,180.41

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	\$1,026.48	\$749.65	\$356.00	\$1,174.08	\$1,391.77	\$1,074.89	\$469.26	\$1,088.50	\$910.45	\$902.06	\$790.89	\$1,150.47	\$759.14	\$1,076.77
	Median	\$981	\$780	\$356	\$1,174	\$1,401	\$1,075	\$350	\$1,025	\$913	\$913	\$804	\$1,023	\$698	\$1,050
	Minimum	\$0	\$0	\$356	\$1,174	\$0	\$1,075	\$100	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$3,812	\$2,270	\$356	\$1,174	\$3,812	\$1,075	\$1,225	\$3,812	\$3,636	\$2,634	\$2,270	\$2,812	\$2,015	\$3,437

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 2013 and Overall Oct 2012-Mar 2013

	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13	Combined Oct2012-Mar 2013
Drivers:	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks	3	1		2	7	3	2
Ease of getting around							10
Safety walking around at night							
Quality of daytime tours	5		1				
Variety of daytime tours					5		6
Quality of nighttime tours					6		8
Variety of nighttime tours							
Quality of shopping					8		
Variety of shopping			5	3		1	3
Price of things on Guam		3					
Quality of hotel accommodations	1		4	5	2	5	4
Quality/cleanliness of air, sky			3		3		7
Quality/cleanliness of parks							
Quality of landscape in Tumon							11
Quality of landscape in Guam	2	4	6	4		4	5
Quality of ground handler			2		4		9
Quality/cleanliness of transportation vehicles	4	2		1	1	2	1
% of Per Person On Island Expenditures Accounted For	50.4%	49.2%	64.7%	53.6%	62.7%	50.1%	54.3%

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 March 2013 Period. By rank order they are:
 - **Variety of shopping,**
 - **Quality/cleanliness of transportation vehicles,**
 - **Quality/cleanliness of beaches and parks,**
 - **Quality of landscape in Guam, and**
 - **Quality of hotel accommodations**
- With all five factors the overall r^2 is .501 meaning that **50.1% of overall satisfaction is accounted for by these five factors.**

Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2012, Jan, Feb, Mar 2013 and Overall Oct 2012-Mar 2013							
	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13	Combined Oct 2012-Mar 2013
Drivers:	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
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%	0.0%	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 no significant factors in the March 2013 Period.