



# GUAM VISITORS BUREAU

## Korean Visitor Tracker Exit Profile

### FY2013 Market Segmentation

### MAY 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.

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# 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

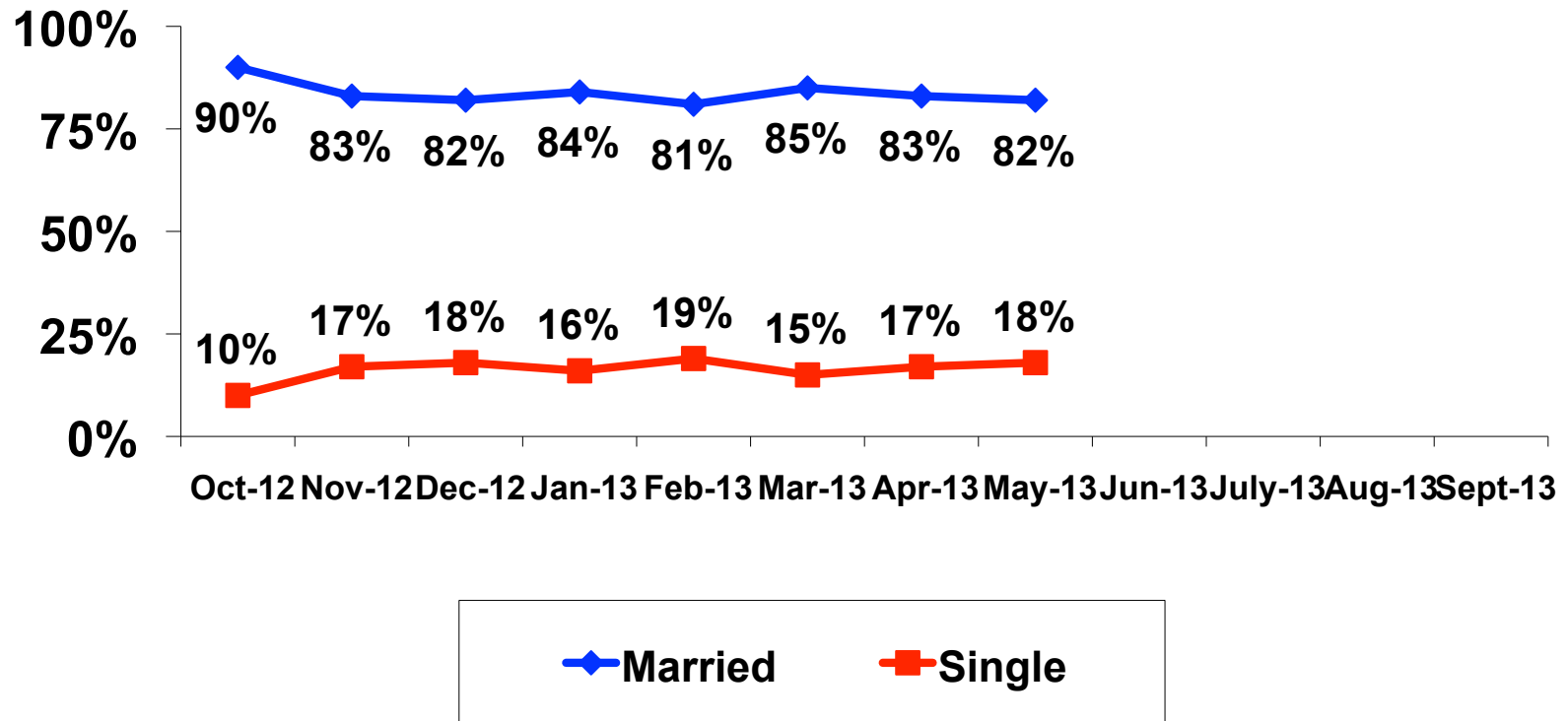
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors –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

# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status Tracking

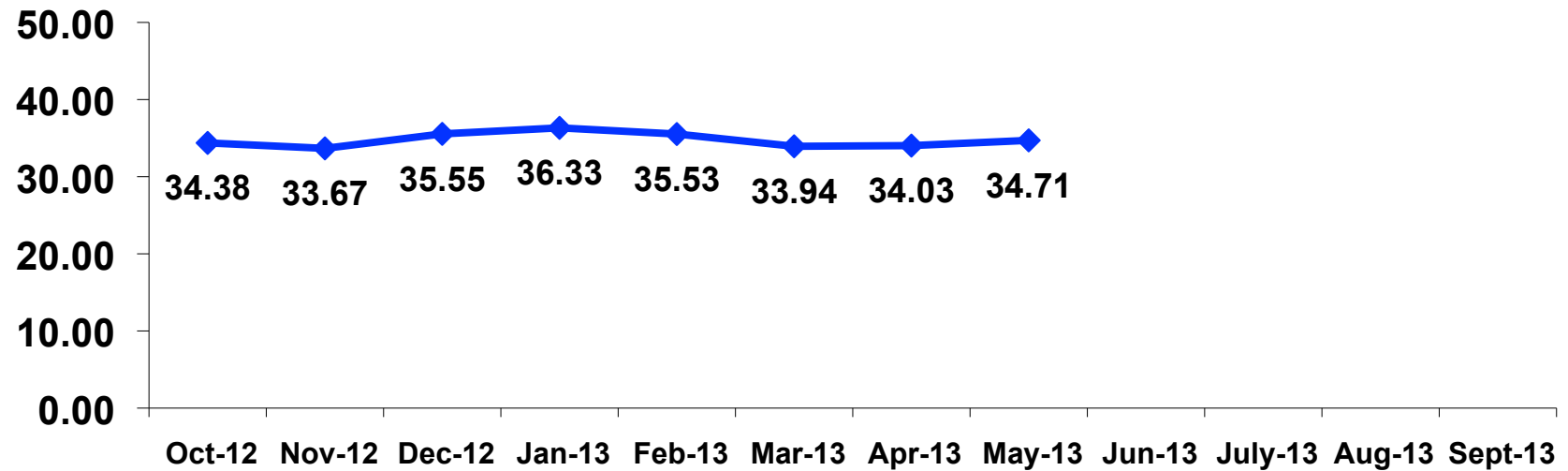


# Marital Status Segmentation

			TOTAL	FAMILY/ FIT	GROUP TRVL	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	287	21	4	46	20	154	124	140	22	17	1	74
		Column N %	82%	81%	80%	96%	69%	75%	95%	99%	69%	89%	100%	83%
	Single	Count	62	5	1	2	9	52	7	2	10	2	0	15
		Column N %	18%	19%	20%	4%	31%	25%	5%	1%	31%	11%	0%	17%
Total		Count	349	26	5	48	29	206	131	142	32	19	1	89



# Average Age Tracking



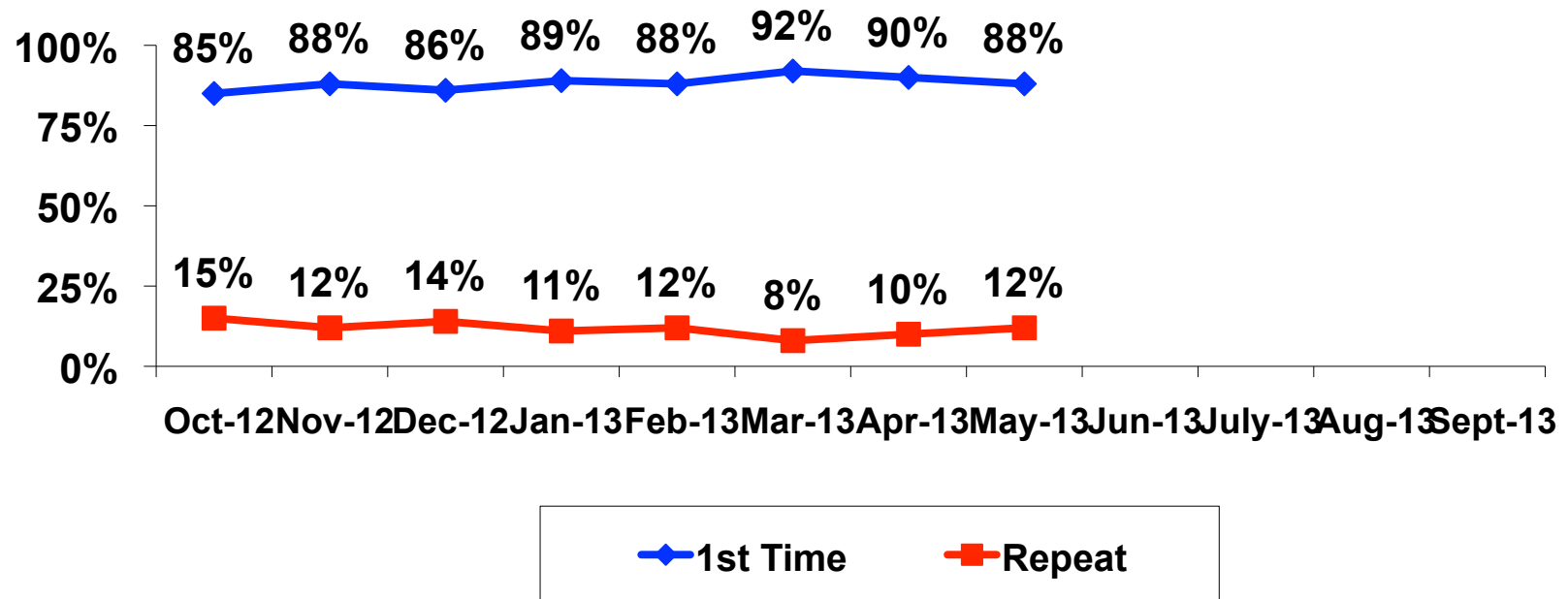
# Age Segmentation

			TOTAL	FAMILY/ FIT	GROUP TRVL	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	14	0	0	2	1	14	0	1	2	0	0	4
		Column N %	4%	0%	0%	4%	3%	7%	0%	1%	6%	0%	0%	5%
	25-34	Count	174	14	1	39	11	174	0	51	17	10	0	40
		Column N %	51%	56%	20%	83%	38%	84%	0%	36%	55%	53%	0%	46%
	35-49	Count	143	11	4	6	17	18	125	87	12	9	0	37
		Column N %	42%	44%	80%	13%	59%	9%	95%	62%	39%	47%	0%	43%
	50+	Count	12	0	0	0	0	0	6	1	0	0	1	6
		Column N %	3%	0%	0%	0%	0%	0%	5%	1%	0%	0%	100%	7%
	Total	Count	343	25	5	47	29	206	131	140	31	19	1	87
QF	Mean		34.71	33.80	37.80	30.15	36.17	30.12	40.77	36.46	32.87	36.05	69.00	35.44
	Median		34	32	39	29	37	30	40	37	32	34	69	34

# Income Segmentation

			TOTAL	FAMILY/ FIT	GROUP TRVL	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-
Q26	<KW12.0M	Count	6	0	0	2	0	3	2	1	0	0	0	2
		Column N %	2%	0%	0%	5%	0%	2%	2%	1%	0%	0%	0%	2%
	KW12.0M-KW24.0M	Count	18	1	0	5	3	13	4	3	1	1	0	5
		Column N %	6%	5%	0%	11%	12%	7%	3%	2%	4%	6%	0%	6%
	KW24.0M-KW36.0M	Count	35	1	2	10	6	25	9	7	2	1	0	7
		Column N %	11%	5%	40%	23%	24%	14%	8%	5%	8%	6%	0%	8%
	KW36.0M-KW48.0M	Count	61	6	1	12	3	36	24	21	8	1	0	16
		Column N %	20%	29%	20%	27%	12%	20%	20%	16%	31%	6%	0%	19%
	KW48.0M-KW60.0M	Count	69	2	0	10	6	36	28	30	4	3	1	22
		Column N %	22%	10%	0%	23%	24%	20%	24%	23%	15%	17%	100%	26%
	KW60.0M-KW72.0M	Count	38	3	2	2	1	24	14	23	3	4	0	3
		Column N %	12%	14%	40%	5%	4%	13%	12%	18%	12%	22%	0%	4%
	KW72.0M+	Count	78	8	0	2	5	39	37	45	8	8	0	28
		Column N %	25%	38%	0%	5%	20%	22%	31%	35%	31%	44%	0%	33%
	No Income	Count	5	0	0	1	1	5	0	0	0	0	0	1
		Column N %	2%	0%	0%	2%	4%	3%	0%	0%	0%	0%	0%	1%
	Total	Count	310	21	5	44	25	181	118	130	26	18	1	84

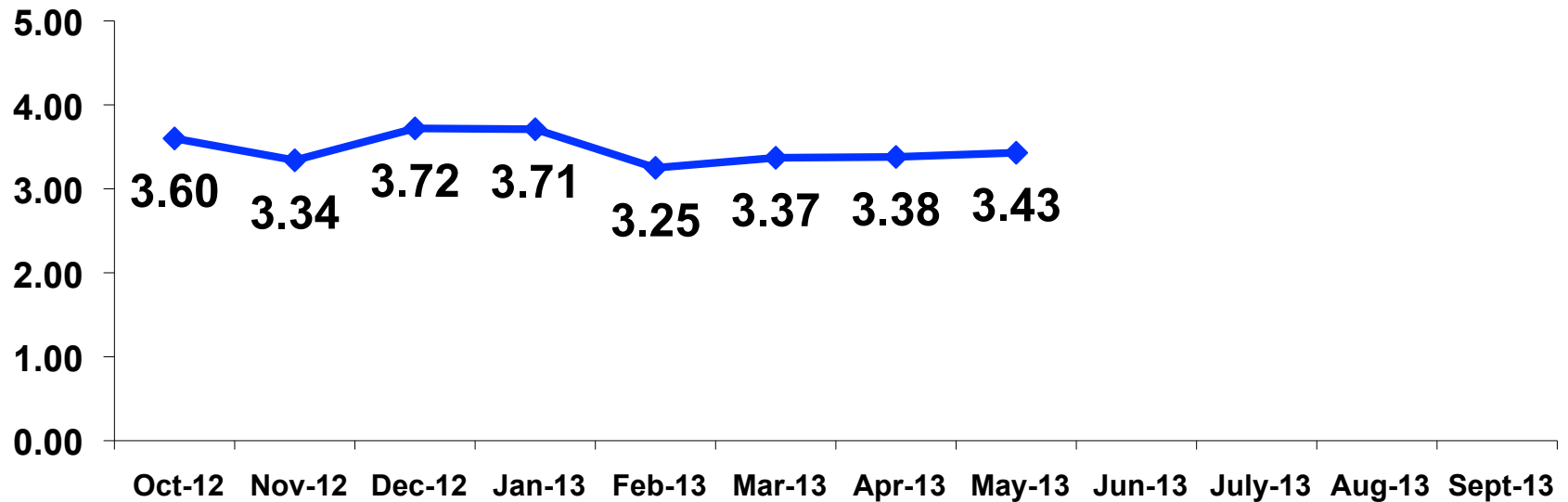
# Prior Trips to Guam Tracking



# Prior Trips to Guam Segmentation

			TOTAL	FAMILY/FIT	GROUP TRVL	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	308	18	5	48	27	182	114	119	22	17	1	81
		Column N %	88%	69%	100%	98%	93%	89%	87%	84%	69%	89%	100%	91%
	No	Count	41	8	0	1	2	23	17	22	10	2	0	8
		Column N %	12%	31%	0%	2%	7%	11%	13%	16%	31%	11%	0%	9%
Total		Count	349	26	5	49	29	205	131	141	32	19	1	89

# Average Length of Stay Tracking



# Average Length of Stay Segmentation

		TOTAL	FAMILY/ FIT	GROUP TRVL	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-
Q8	Mean	3.43	5.65	3.20	4.35	3.07	3.29	3.41	3.28	5.50	3.11	3.00	3.76
	Median	3	4	3	4	3	3	3	3	4	3	3	3

# SECTION 2 **TRAVEL PLANNING**



# Travel Planning Segmentation

			TOTAL	FAMILY/ FIT	GROUP TRVL	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-
Q7	Full package tour	Count	174	0	0	28	11	88	81	84	0	9	0	50
		Column N %	50%	0%	0%	57%	38%	43%	62%	60%	0%	47%	0%	56%
	Free-time package tour	Count	120	0	0	16	1	87	27	48	0	6	1	27
		Column N %	34%	0%	0%	33%	3%	42%	21%	34%	0%	32%	100%	30%
	Individually arranged travel (FIT)	Count	32	26	0	2	0	22	9	9	32	0	0	9
		Column N %	9%	100%	0%	4%	0%	11%	7%	6%	100%	0%	0%	10%
	Group tour	Count	5	0	5	1	1	1	4	0	0	1	0	0
		Column N %	1%	0%	100%	2%	3%	0%	3%	0%	0%	5%	0%	0%
	Company paid travel	Count	16	0	0	2	16	7	9	0	0	3	0	3
		Column N %	5%	0%	0%	4%	55%	3%	7%	0%	0%	16%	0%	3%
	Other	Count	2	0	0	0	0	1	0	0	0	0	0	0
		Column N %	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total		Count	349	26	5	49	29	206	130	141	32	19	1	89

# Travel Motivation Segmentation

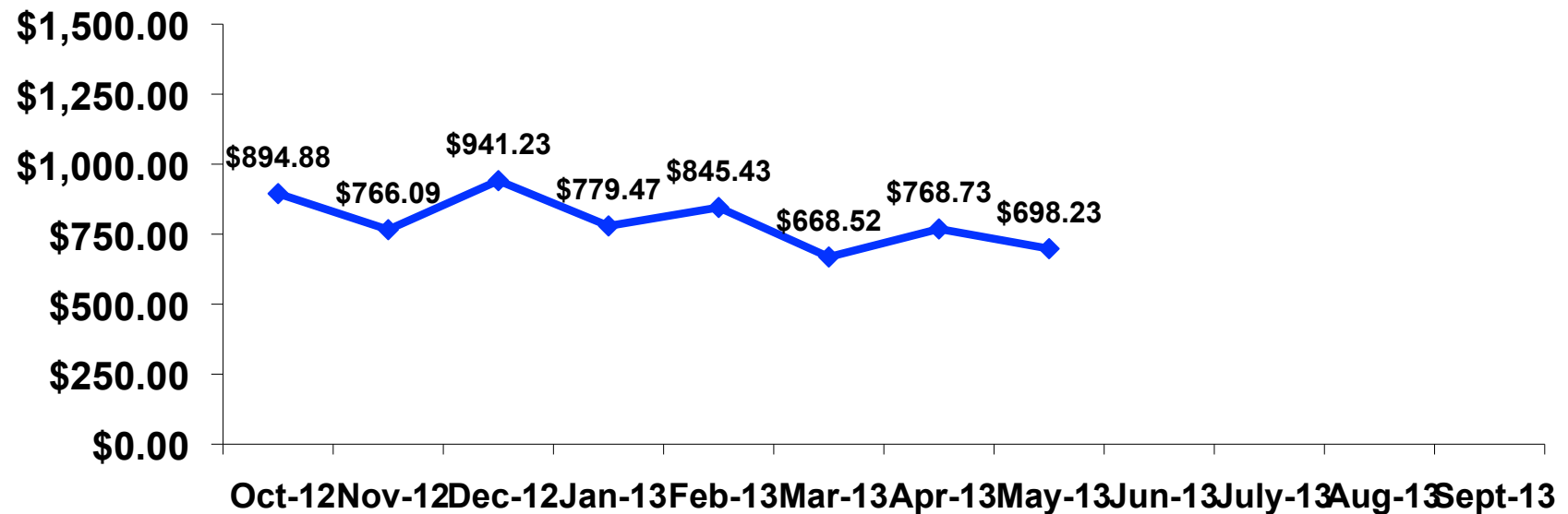
		TOTAL	FAMILY/FIT	GROUP TRVL	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	7%	27%	0%	0%	0%	7%	8%	12%	25%	5%	0%	6%
	Price	12%	12%	20%	10%	3%	11%	11%	13%	13%	11%	100%	8%
	Visit friends/ Relatives	3%	15%	0%	0%	0%	3%	2%	4%	19%	0%	0%	4%
	Recomm- friend/family/trvl agnt	17%	12%	0%	12%	3%	16%	18%	17%	13%	26%	0%	17%
	Scuba	2%	4%	0%	4%	0%	3%	0%	1%	3%	0%	0%	7%
	Water sports	9%	19%	0%	2%	0%	10%	10%	13%	16%	5%	0%	37%
	Short travel time	33%	42%	0%	33%	3%	37%	28%	38%	34%	37%	0%	36%
	Golf	1%	4%	0%	0%	3%	0%	2%	1%	3%	0%	0%	6%
	Relax	58%	46%	20%	53%	14%	63%	49%	67%	44%	42%	0%	57%
	Company/ Business Trip	5%	0%	60%	2%	38%	4%	8%	1%	0%	11%	0%	3%
	Company Sponsored	6%	0%	20%	4%	72%	4%	10%	1%	0%	11%	0%	7%
	Convention/ Trade/ Conference	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%
	Safe	27%	23%	0%	14%	3%	23%	29%	36%	22%	32%	100%	27%
	Natural beauty	48%	42%	0%	37%	28%	44%	54%	58%	38%	58%	100%	54%
	Shopping	19%	35%	0%	27%	0%	25%	11%	14%	28%	5%	100%	19%
	Career Cert/ Testing	3%	0%	0%	0%	0%	4%	1%	0%	3%	5%	0%	0%
	Honeymoon	14%	8%	20%	100%	7%	21%	3%	1%	6%	5%	0%	22%
	Pleasure	13%	15%	20%	6%	3%	13%	12%	13%	22%	16%	100%	13%
	Organized sports	1%	4%	0%	0%	0%	1%	0%	1%	3%	0%	0%	3%
	Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
	Total	Count	349	26	5	49	29	206	130	141	32	19	89

# Information Sources Segmentation

		TOTAL	FAMILY/FIT	GROUP TRVL	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT	
		-	-	-	-	-	-	-	-	-	-	-	-	
Q1	Internet	91%	92%	80%	92%	79%	95%	87%	94%	91%	89%	100%	97%	
	Travel Agent Brochure	43%	15%	40%	54%	41%	40%	46%	44%	13%	47%	0%	51%	
	Friend/ Relative	34%	35%	20%	31%	21%	33%	35%	42%	28%	37%	0%	35%	
	Co-Worker/ Company Trvl Dept	12%	8%	60%	2%	41%	8%	18%	8%	6%	21%	100%	7%	
	Prior Trip	11%	31%	0%	2%	3%	11%	12%	15%	31%	5%	0%	9%	
	Travel Guidebook-Bookstore	7%	8%	0%	10%	0%	9%	3%	5%	6%	11%	0%	7%	
	GVB Office	6%	4%	0%	4%	3%	6%	5%	5%	3%	16%	0%	6%	
	TV	5%	4%	0%	6%	0%	4%	6%	5%	6%	0%	0%	2%	
	GVB Promo	3%	8%	0%	4%	3%	3%	4%	3%	9%	0%	0%	4%	
	Other	1%	4%	0%	2%	0%	2%	0%	1%	3%	5%	0%	2%	
	Magazine (Consumer)	1%	4%	0%	0%	0%	1%	2%	1%	3%	0%	100%	1%	
	Theater Ad	0%	4%	0%	0%	0%	0%	1%	0%	3%	0%	0%	1%	
	Newspaper	0%	4%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	
	Total	Count	349	26	5	48	29	206	131	142	32	19	1	89

SECTION 3  
**EXPENDITURES**

# Prepaid Expenditures Tracking

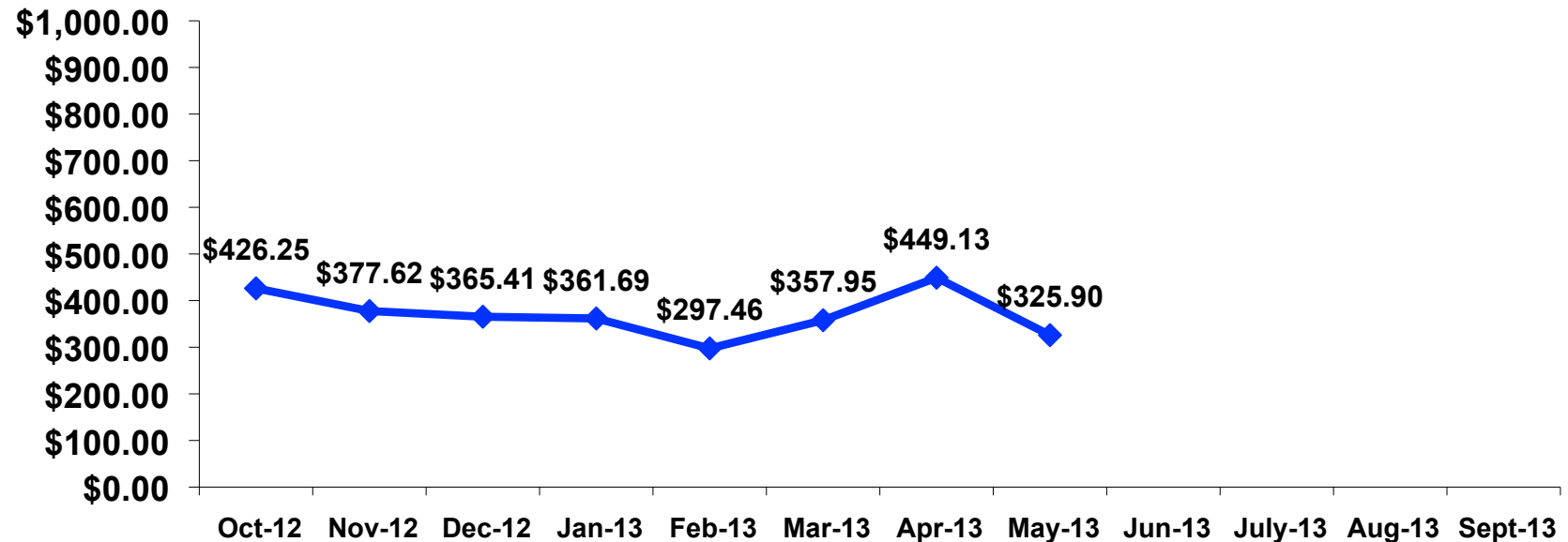


YTD=\$795.27

# Prepaid Expenditures Per Person Segmentation

		TOTAL	FAMILY/ FIT	GROUP TRVL	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$698.23	\$580.98	\$145.59	\$863.60	\$129.90	\$757.07	\$610.93	\$687.03	\$659.72	\$627.38	\$545.96	\$806.50
	Median	\$728	\$645	\$0	\$910	\$0	\$728	\$705	\$690	\$576	\$728	\$546	\$819
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$546	\$0
	Maximum	\$5,460	\$1,365	\$728	\$1,911	\$1,456	\$5,460	\$1,820	\$1,517	\$5,460	\$1,638	\$546	\$2,275

# On-Island Expenditures Tracking



YTD = \$370.17

# On-Island Expenditures Per Person Segmentation

		TOTAL	FAMILY/ FIT	GROUP TRVL	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$325.90	\$488.64	\$62.00	\$421.49	\$252.53	\$377.99	\$259.00	\$255.70	\$449.20	\$292.00	\$50.00	\$367.74
	Median	\$232	\$488	\$0	\$300	\$200	\$278	\$167	\$167	\$404	\$167	\$50	\$234
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$50	\$0
	Maximum	\$2,250	\$2,250	\$200	\$1,725	\$1,000	\$2,250	\$2,000	\$2,250	\$2,250	\$1,210	\$50	\$2,250

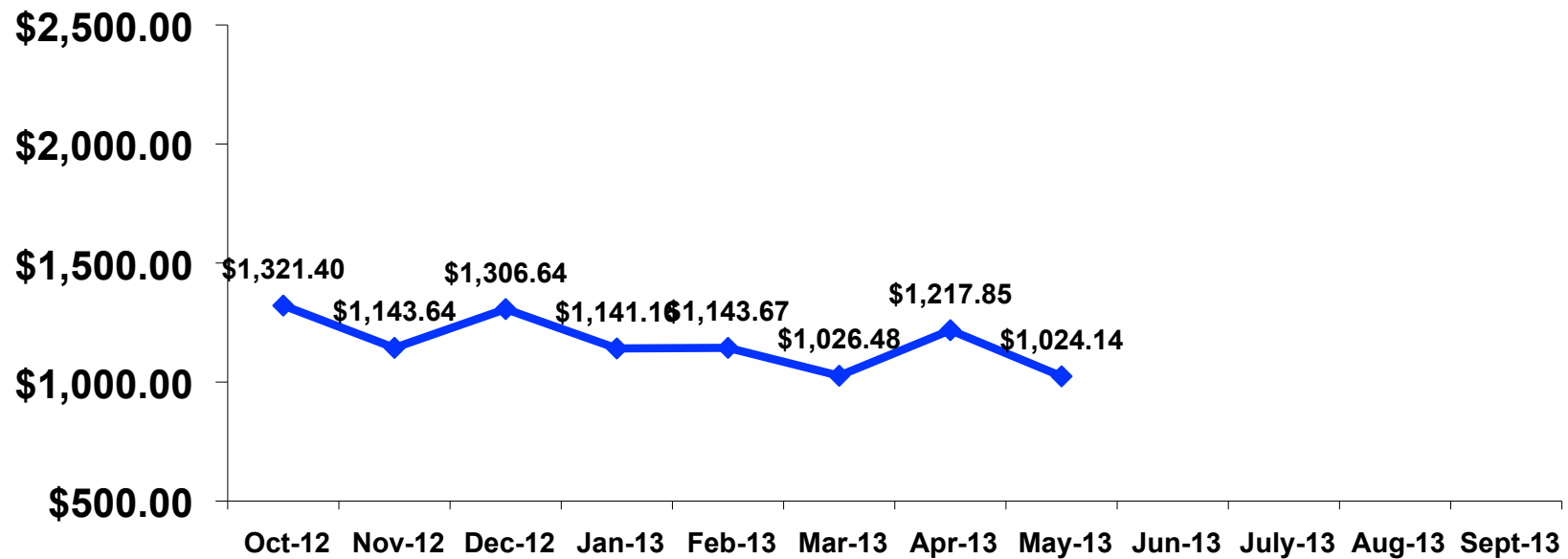




# On-Island Expense Breakdown

		TOTAL	FAMILY/ FIT	GROUP TRVL	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
AIR & HOTEL	Mean	\$1,721.05	\$2,379.98	\$1,455.90	\$1,137.42	\$1,401.30	\$1,549.49	\$2,160.53	\$2,318.17	\$2,379.98	.	\$1,091.92	\$1,996.66
	Median	\$1,429	\$1,592	\$1,456	\$1,092	\$1,401	\$1,319	\$1,752	\$1,820	\$1,592	.	\$1,092	\$1,820
	Minimum	\$582	\$1,274	\$1,456	\$910	\$1,401	\$582	\$1,365	\$728	\$1,274	.	\$1,092	\$819
	Maximum	\$7,279	\$7,279	\$1,456	\$1,456	\$1,401	\$7,279	\$4,550	\$7,279	\$7,279	.	\$1,092	\$4,550
AIR/ HOTEL/ MEAL	Mean	\$2,398.13	\$2,274.84	.	\$2,208.46	\$1,304.24	\$2,099.29	\$3,002.51	\$2,761.04	\$2,274.84	\$2,715.81	.	\$2,653.19
	Median	\$2,113	\$2,275	.	\$2,184	\$1,365	\$1,820	\$2,730	\$2,457	\$2,275	\$2,730	.	\$2,320
	Minimum	\$136	\$1,820	.	\$209	\$1,183	\$136	\$318	\$136	\$1,820	\$728	.	\$819
	Maximum	\$11,829	\$2,730	.	\$3,822	\$1,365	\$8,189	\$11,829	\$11,829	\$2,730	\$6,370	.	\$10,919
AIR ONLY	Mean	\$1,557.37	\$1,110.36	.	.	.	\$1,537.99	\$1,693.39	\$1,802.92	\$1,454.44	.	.	\$1,302.12
	Median	\$1,314	\$1,274	.	.	.	\$1,274	\$1,359	\$1,485	\$1,274	.	.	\$1,314
	Minimum	\$546	\$546	.	.	.	\$546	\$546	\$1,183	\$546	.	.	\$682
	Maximum	\$5,460	\$1,485	.	.	.	\$5,460	\$3,640	\$3,640	\$5,460	.	.	\$2,275
HOTEL ONLY	Mean	\$909.93	\$909.93	.	.	.	\$909.93	.	.	\$909.93	.	.	.
	Median	\$910	\$910	.	.	.	\$910	.	.	\$910	.	.	.
	Minimum	\$910	\$910	.	.	.	\$910	.	.	\$910	.	.	.
	Maximum	\$910	\$910	.	.	.	\$910	.	.	\$910	.	.	.
HOTEL & MEAL	Mean	\$789.69	\$445.87	.	.	.	\$439.80	\$1,099.72	\$1,182.92	\$445.87	.	.	\$701.95
	Median	\$478	\$455	.	.	.	\$455	\$1,365	\$1,365	\$455	.	.	\$500
	Minimum	\$364	\$409	.	.	.	\$364	\$455	\$364	\$409	.	.	\$455
	Maximum	\$1,820	\$455	.	.	.	\$500	\$1,820	\$1,820	\$455	.	.	\$1,820
F&B HOTEL	Mean	\$113.74	.	.	.	.	\$90.99	\$136.49	\$136.49	.	.	.	.
	Median	\$114	.	.	.	.	\$91	\$136	\$136	.	.	.	.
	Minimum	\$91	.	.	.	.	\$91	\$136	\$136	.	.	.	.
	Maximum	\$136	.	.	.	.	\$91	\$136	\$136	.	.	.	.
TRANS- KOREA	Mean	\$58.24	.	.	.	.	\$54.60	\$61.88	\$90.99	.	.	.	\$90.99
	Median	\$62	.	.	.	.	\$55	\$62	\$91	.	.	.	\$91
	Minimum	\$18	.	.	.	.	\$18	\$33	\$91	.	.	.	\$91
	Maximum	\$91	.	.	.	.	\$91	\$91	\$91	.	.	.	\$91
TRANS- GUAM	Mean	\$168.34	\$181.99	.	\$90.99	.	\$144.07	\$204.74	\$204.74	\$181.99	.	.	\$144.07
	Median	\$182	\$182	.	\$91	.	\$159	\$205	\$205	\$182	.	.	\$159
	Minimum	\$91	\$182	.	\$91	.	\$91	\$182	\$182	\$182	.	.	\$91
	Maximum	\$227	\$182	.	\$91	.	\$182	\$227	\$227	\$182	.	.	\$182
OPT TOURS	Mean	\$249.58	\$45.50	.	.	\$181.99	\$215.35	\$454.97	\$454.97	\$45.50	\$90.99	.	\$272.98
	Median	\$182	\$45	.	.	\$182	\$136	\$455	\$455	\$45	\$91	.	\$273
	Minimum	\$45	\$45	.	.	\$182	\$45	\$455	\$455	\$45	\$91	.	\$91
	Maximum	\$455	\$45	.	.	\$182	\$455	\$455	\$455	\$45	\$91	.	\$455
OTHER	Mean	\$179.82	\$193.36	.	\$181.99	\$90.99	\$129.34	\$250.49	\$90.99	\$193.36	.	.	\$210.04
	Median	\$146	\$159	.	\$182	\$91	\$136	\$182	\$91	\$159	.	.	\$182
	Minimum	\$73	\$91	.	\$182	\$91	\$73	\$91	\$91	\$91	.	.	\$91
	Maximum	\$473	\$364	.	\$182	\$91	\$182	\$473	\$91	\$364	.	.	\$473
TOTAL	Mean	\$1,757.71	\$1,542.42	\$291.18	\$1,630.83	\$192.66	\$1,654.46	\$1,979.61	\$2,433.41	\$1,440.89	\$1,862.97	\$1,091.92	\$2,003.06
	Median	\$1,638	\$1,415	\$0	\$1,638	\$0	\$1,538	\$1,820	\$2,275	\$1,365	\$1,456	\$1,092	\$1,820
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,092	\$0
	Maximum	\$11,829	\$7,279	\$1,456	\$3,822	\$1,456	\$8,189	\$11,829	\$11,829	\$7,279	\$6,370	\$1,092	\$10,919

# Total Expenditures Tracking



YTD=\$1,165.56

# Total Expenditures Per Person Segmentation

		TOTAL	FAMILY/ FIT	GROUP TRVL	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$1,024.14	\$1,069.62	\$207.59	\$1,285.09	\$382.43	\$1,135.06	\$869.93	\$942.73	\$1,108.93	\$919.38	\$595.96	\$1,174.24
	Median	\$995	\$1,078	\$110	\$1,395	\$230	\$1,061	\$932	\$940	\$1,059	\$928	\$596	\$1,101
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$596	\$0
	Maximum	\$5,760	\$2,591	\$728	\$2,947	\$1,941	\$5,760	\$2,636	\$2,636	\$5,760	\$2,438	\$596	\$2,947

SECTION 4  
**ADVANCED STATISTICS**

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# 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 2013 and Overall Oct 2012-May 2013									
	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Combined Oct2012-May 2013
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks	3	1		2	7	3			6
Ease of getting around							6		9
Safety walking around at night									
Quality of daytime tours	5		1						
Variety of daytime tours					5		4		4
Quality of nighttime tours					6				
Variety of nighttime tours									
Quality of shopping					8			5	
Variety of shopping			5	3		1	3		7
Price of things on Guam		3							
Quality of hotel accommodations	1		4	5	2	5	1	1	1
Quality/cleanliness of air, sky			3		3				8
Quality/cleanliness of parks								2	
Quality of landscape in Tumon							5		
Quality of landscape in Guam	2	4	6	4		4		4	2
Quality of ground handler			2		4				10
Quality/cleanliness of transportation vehicles	4	2		1	1	2	2	3	3
% of Per Person On Island Expenditures Accounted For	50.4%	49.2%	64.7%	53.6%	62.7%	50.1%	53.4%	64.6%	55.2%

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 five significant factors in the May 2013 Period. By rank order they are:
  - **Quality of hotel accommodations,**
  - **Quality/cleanliness of parks,**
  - **Quality/cleanliness of transportation vehicles,**
  - **Quality of landscape in Guam, and**
  - **Quality of shopping.**
- With all five factors the overall  $r^2$  is .646 meaning that **64.6% 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 2013 and Overall Oct 2012-May 2013**

	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Combined Oct 2012-May 2013
Drivers:	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%	2.7%

NOTE: Only significant drivers are included.



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# 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 May 2013 Period. By rank order they are:
  - **Quality of ground handler,**
  - **Quality of shopping, and**
  - **Variety of night time tours.**
- With these three factors the overall  $r^2$  is .041 meaning that **4.1% of per person on island expenditure is accounted for by these factors.**