# GUAM VISITORS BUREAU
## Korean Visitor Tracker Exit Profile
## FY2013 Market Segmentation
## NOVEMBER 2012

**Prepared by: QMark Research**

# 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% | | | | | | | | | | |
| Group | 0% | - | | | | | | | | | | |
| Eng Language | 0% | - | | | | | | | | | | |
| Honeymoon | 30% | 20% | | | | | | | | | | |
| Wedding | 1% | 1% | | | | | | | | | | |
| Incentive | 3% | 3% | | | | | | | | | | |
| 18-35 | 63% | 66% | | | | | | | | | | |
| 36-55 | 35% | 31% | | | | | | | | | | |
| Child | 36% | 33% | | | | | | | | | | |
| FIT | 8% | 8% | | | | | | | | | | |
| Golden Miss | 4% | 4% | | | | | | | | | | |
| Senior | 1% | 1% | | | | | | | | | | |
| Sport | 33% | 30% | | | | | | | | | | |
| TOTAL | 351 | 351 | | | | | | | | | | |

# SECTION 1
# PROFILE OF RESPONDENTS

# Marital Status Tracking
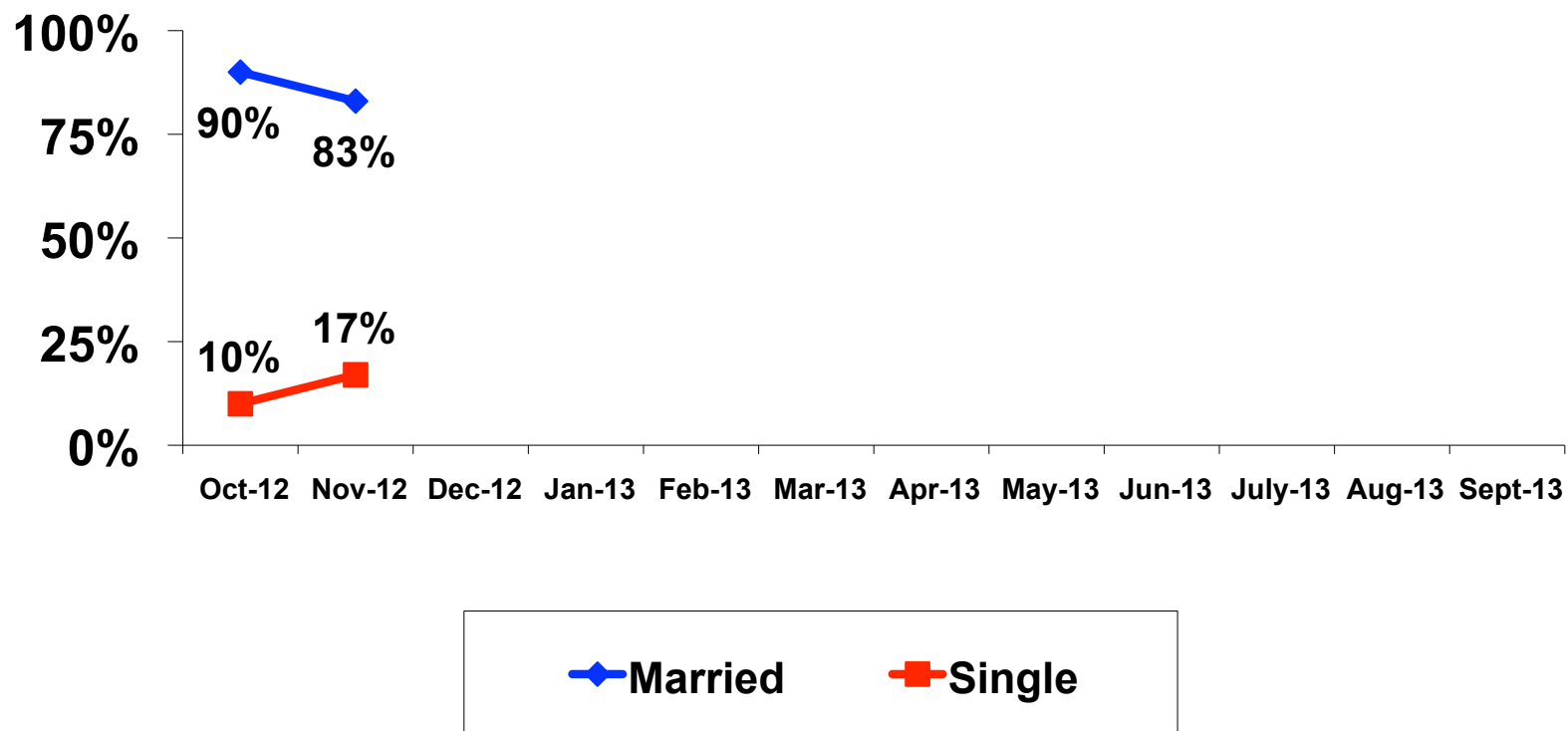
# Marital Status Segmentation

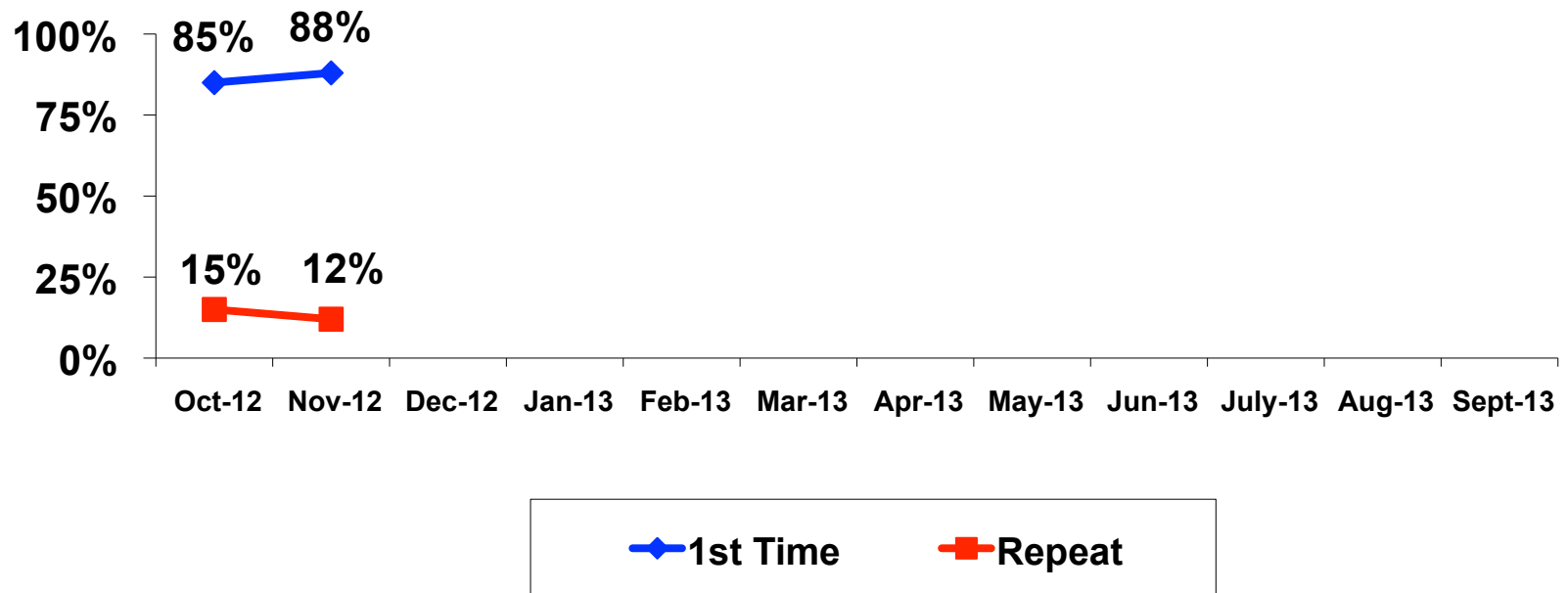| | | | TOTAL | FAMILY/ FIT | HONEYMOON | WEDDING | INCENTIVE TRVL | 18-35 | 36-55 | CHILD | FIT | GOLDEN MISS | SENIORS | SPORT |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | - | - | - | - | - | - | - | - | - | - | - | - |
| QE | Married | Count | 292 | 13 | 68 | 4 | 5 | 179 | 102 | 111 | 16 | 13 | 4 | 82 |
| | | Column N % | 83% | 93% | 99% | 80% | 56% | 77% | 95% | 95% | 57% | 87% | 100% | 80% |
| | Single | Count | 58 | 1 | 1 | 1 | 4 | 53 | 5 | 6 | 12 | 2 | 0 | 21 |
| | | Column N % | 17% | 7% | 1% | 20% | 44% | 23% | 5% | 5% | 43% | 13% | 0% | 20% |
| | Total | Count | 350 | 14 | 69 | 5 | 9 | 232 | 107 | 117 | 28 | 15 | 4 | 103 |

# Average Age Tracking
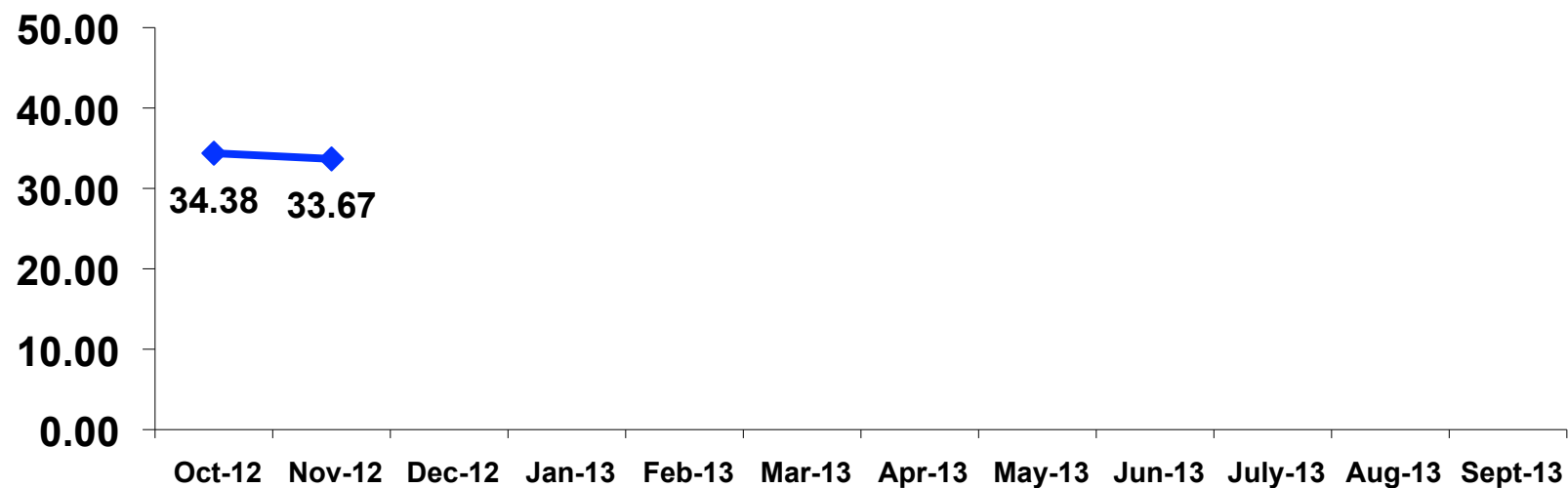
# Age Segmentation

| | | | TOTAL | FAMILY/ FIT | HONEYMOON | WEDDING | INCENTIVE TRVL | 18-35 | 36-55 | CHILD | FIT | GOLDEN MISS | SENIORS | SPORT |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | - | - | - | - | - | - | - | - | - | - | - | - |
| QF | 18-24 | Count | 8 | 0 | 3 | 1 | 0 | 8 | 0 | 0 | 1 | 0 | 0 | 4 |
| | | Column N % | 2% | 0% | 4% | 20% | 0% | 3% | 0% | 0% | 4% | 0% | 0% | 4% |
| | 25-34 | Count | 210 | 10 | 60 | 3 | 6 | 210 | 0 | 44 | 20 | 9 | 0 | 64 |
| | | Column N % | 61% | 71% | 87% | 60% | 67% | 91% | 0% | 38% | 71% | 60% | 0% | 62% |
| | 35-49 | Count | 115 | 3 | 6 | 0 | 2 | 14 | 101 | 69 | 6 | 6 | 0 | 32 |
| | | Column N % | 33% | 21% | 9% | 0% | 22% | 6% | 94% | 59% | 21% | 40% | 0% | 31% |
| | 50+ | Count | 14 | 1 | 0 | 1 | 1 | 0 | 6 | 4 | 1 | 0 | 4 | 3 |
| | | Column N % | 4% | 7% | 0% | 20% | 11% | 0% | 6% | 3% | 4% | 0% | 100% | 3% |
| | Total | Count | 347 | 14 | 69 | 5 | 9 | 232 | 107 | 117 | 28 | 15 | 4 | 103 |
| QF | Mean | | 33.67 | 34.93 | 29.80 | 33.20 | 35.11 | 29.96 | 39.79 | 36.50 | 32.61 | 35.20 | 61.75 | 32.88 |
| | Median | | 32 | 33 | 30 | 29 | 32 | 30 | 38 | 36 | 31 | 33 | 61 | 32 |

# Income Age Segmentation

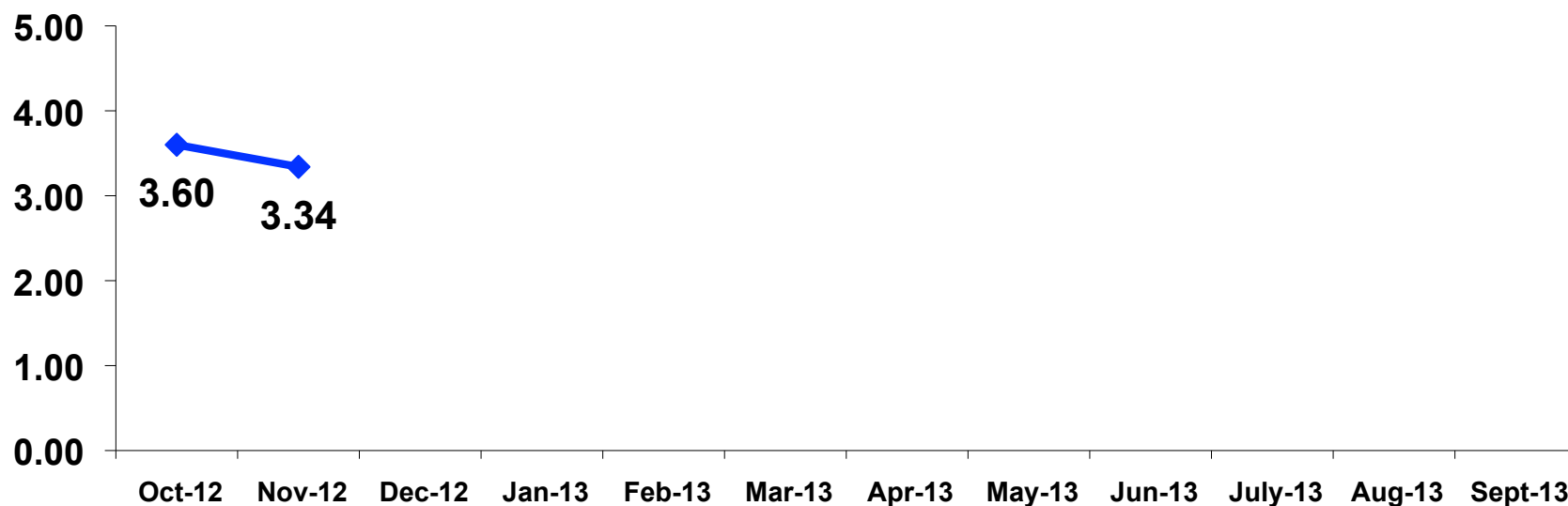| | | | TOTAL | FAMILY/FIT | HONEYMOON | WEDDING | INCENTIVE TRVL | 18-35 | 36-55 | CHILD | FIT | GOLDEN MISS | SENIORS | SPORT |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | - | - | - | - | - | - | - | - | - | - | - | - |
| Q26 | <KW12.0M | Count | 3 | 0 | 2 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| | | Column N % | 1% | 0% | 3% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 3% |
| | KW12.0M-KW24.0M | Count | 20 | 0 | 11 | 1 | 0 | 16 | 3 | 2 | 1 | 0 | 0 | 11 |
| | | Column N % | 6% | 0% | 16% | 33% | 0% | 7% | 3% | 2% | 4% | 0% | 0% | 11% |
| | KW24.0M-KW36.0M | Count | 55 | 0 | 20 | 1 | 3 | 50 | 4 | 6 | 3 | 0 | 1 | 25 |
| | | Column N % | 17% | 0% | 30% | 33% | 33% | 23% | 4% | 6% | 12% | 0% | 33% | 25% |
| | KW36.0M-KW48.0M | Count | 67 | 5 | 17 | 1 | 1 | 50 | 15 | 18 | 8 | 3 | 1 | 20 |
| | | Column N % | 21% | 38% | 25% | 33% | 11% | 23% | 16% | 17% | 32% | 20% | 33% | 20% |
| | KW48.0M-KW60.0M | Count | 56 | 1 | 11 | 0 | 2 | 28 | 23 | 24 | 2 | 1 | 1 | 13 |
| | | Column N % | 17% | 8% | 16% | 0% | 22% | 13% | 24% | 23% | 8% | 7% | 33% | 13% |
| | KW60.0M-KW72.0M | Count | 44 | 3 | 4 | 0 | 1 | 25 | 19 | 14 | 4 | 3 | 0 | 12 |
| | | Column N % | 14% | 23% | 6% | 0% | 11% | 11% | 20% | 13% | 16% | 20% | 0% | 12% |
| | KW72.0M+ | Count | 71 | 3 | 1 | 0 | 2 | 43 | 27 | 38 | 6 | 8 | 0 | 15 |
| | | Column N % | 22% | 23% | 1% | 0% | 22% | 19% | 29% | 36% | 24% | 53% | 0% | 15% |
| | No Income | Count | 9 | 1 | 1 | 0 | 0 | 6 | 3 | 4 | 1 | 0 | 0 | 2 |
| | | Column N % | 3% | 8% | 1% | 0% | 0% | 3% | 3% | 4% | 4% | 0% | 0% | 2% |
| | Total | Count | 325 | 13 | 67 | 3 | 9 | 221 | 94 | 106 | 25 | 15 | 3 | 101 |

# Prior Tips 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 | 307 | 12 | 67 | 5 | 7 | 210 | 87 | 96 | 19 | 13 | 4 | 97 |
| | | Column N % | 88% | 86% | 97% | 100% | 78% | 91% | 83% | 83% | 68% | 87% | 100% | 93% |
| | No | Count | 41 | 2 | 2 | 0 | 2 | 21 | 18 | 19 | 9 | 2 | 0 | 7 |
| | | Column N % | 12% | 14% | 3% | 0% | 22% | 9% | 17% | 17% | 32% | 13% | 0% | 7% |
| | Total | Count | 348 | 14 | 69 | 5 | 9 | 231 | 105 | 115 | 28 | 15 | 4 | 104 |

# 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 | 3.34 | 3.93 | 3.57 | 2.80 | 3.44 | 3.32 | 3.39 | 3.23 | 4.14 | 3.53 | 3.00 | 3.44 |
| | Median | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |

# SECTION 2
# TRAVEL PLANNING

# Travel Planning Segmentation

| | | | TOTAL | FAMILY/ FIT | HONEYMOO N | WEDDING | INCENTIVE TRVL | 18-35 | 36-55 | CHILD | FIT | GOLDEN MISS | SENIORS | SPORT |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | - | - | - | - | - | - | - | - | - | - | - | - |
| Q7 | Full package tour | Count | 148 | 0 | 45 | 4 | 3 | 98 | 46 | 57 | 0 | 5 | 2 | 55 |
| | | Column N % | 42% | 0% | 65% | 80% | 33% | 42% | 43% | 49% | 0% | 33% | 50% | 53% |
| | Free-time package tour | Count | 171 | 0 | 23 | 1 | 2 | 110 | 54 | 55 | 0 | 7 | 2 | 40 |
| | | Column N % | 49% | 0% | 33% | 20% | 22% | 47% | 50% | 47% | 0% | 47% | 50% | 38% |
| | Individually arranged travel (FIT) | Count | 28 | 14 | 1 | 0 | 0 | 21 | 6 | 5 | 28 | 3 | 0 | 8 |
| | | Column N % | 8% | 100% | 1% | 0% | 0% | 9% | 6% | 4% | 100% | 20% | 0% | 8% |
| | Company paid travel | Count | 4 | 0 | 0 | 0 | 4 | 3 | 1 | 0 | 0 | 0 | 0 | 1 |
| | | Column N % | 1% | 0% | 0% | 0% | 44% | 1% | 1% | 0% | 0% | 0% | 0% | 1% |
| | Total | Count | 351 | 14 | 69 | 5 | 9 | 232 | 107 | 117 | 28 | 15 | 4 | 104 |

# Travel Motivation Segmentation

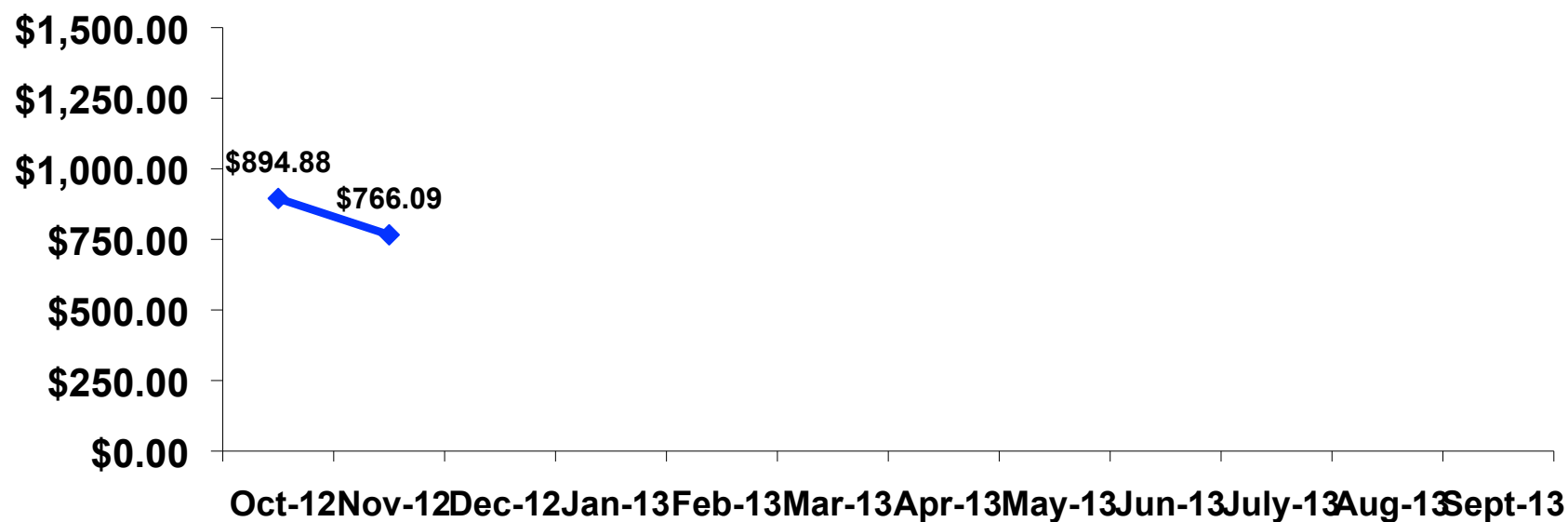| | | TOTAL | FAMILY/ FIT | HONEYMOON | WEDDING | INCENTIVE TRVL | 18-35 | 36-55 | CHILD | FIT | GOLDEN MISS | SENIORS | SPORT |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | - | - | - | - | - | - | - | - | - | - | - | - |
| Q5A | Previous trip | 6% | 7% | 1% | 0% | 0% | 5% | 8% | 9% | 11% | 7% | 0% | 3% |
| | Price | 21% | 14% | 10% | 0% | 0% | 20% | 23% | 26% | 11% | 20% | 25% | 14% |
| | Visit friends/ Relatives | 3% | 7% | 3% | 0% | 0% | 1% | 5% | 2% | 14% | 7% | 0% | 3% |
| | Recomm- friend/family/trvl agnt | 23% | 29% | 19% | 40% | 22% | 20% | 27% | 27% | 18% | 7% | 75% | 19% |
| | Scuba | 4% | 0% | 6% | 0% | 11% | 5% | 3% | 0% | 11% | 0% | 0% | 14% |
| | Water sports | 9% | 7% | 10% | 0% | 11% | 9% | 11% | 10% | 7% | 0% | 0% | 32% |
| | Short travel time | 31% | 64% | 14% | 20% | 22% | 32% | 29% | 32% | 46% | 60% | 50% | 27% |
| | Golf | 1% | 0% | 0% | 0% | 11% | 0% | 4% | 1% | 0% | 0% | 0% | 4% |
| | Relax | 59% | 79% | 41% | 20% | 44% | 59% | 59% | 71% | 46% | 60% | 75% | 62% |
| | Company/ Business Trip | 1% | 0% | 1% | 0% | 33% | 2% | 1% | 0% | 4% | 0% | 0% | 3% |
| | Company Sponsored | 2% | 0% | 0% | 0% | 78% | 2% | 3% | 0% | 0% | 0% | 0% | 4% |
| | Safe | 24% | 36% | 16% | 20% | 11% | 22% | 25% | 35% | 18% | 33% | 50% | 18% |
| | Natural beauty | 51% | 57% | 38% | 20% | 22% | 51% | 48% | 60% | 32% | 67% | 50% | 44% |
| | Shopping | 26% | 57% | 23% | 0% | 22% | 28% | 23% | 32% | 32% | 27% | 25% | 23% |
| | Career Cert/ Testing | 2% | 0% | 1% | 0% | 0% | 3% | 0% | 0% | 14% | 0% | 0% | 1% |
| | Married/ Attn wedding | 1% | 0% | 3% | 100% | 0% | 2% | 0% | 1% | 0% | 0% | 0% | 0% |
| | Honeymoon | 20% | 7% | 100% | 40% | 0% | 28% | 4% | 2% | 4% | 0% | 0% | 36% |
| | Pleasure | 12% | 14% | 4% | 0% | 11% | 10% | 17% | 21% | 14% | 40% | 0% | 9% |
| | Organized sports | 2% | 0% | 3% | 0% | 11% | 2% | 2% | 2% | 4% | 0% | 0% | 7% |
| | Other | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 4% | 0% | 0% | 0% |
| | Total          Count | 350 | 14 | 69 | 5 | 9 | 232 | 106 | 117 | 28 | 15 | 4 | 104 |

# INFORMATION SOURCES - SEGMENTATION

| | | TOTAL | FAMILY/ FIT | HONEYMOON | WEDDING | INCENTIVE TRVL | 18-35 | 36-55 | CHILD | FIT | GOLDEN MISS | SENIORS | SPORT |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | - | - | - | - | - | - | - | - | - | - | - | - |
| Q5A | Relax | 59% | 79% | 41% | 20% | 44% | 59% | 59% | 71% | 46% | 60% | 75% | 62% |
| | Natural beauty | 51% | 57% | 38% | 20% | 22% | 51% | 48% | 60% | 32% | 67% | 50% | 44% |
| | Short travel time | 31% | 64% | 14% | 20% | 22% | 32% | 29% | 32% | 46% | 60% | 50% | 27% |
| | Shopping | 26% | 57% | 23% | 0% | 22% | 28% | 23% | 32% | 32% | 27% | 25% | 23% |
| | Safe | 24% | 36% | 16% | 20% | 11% | 22% | 25% | 35% | 18% | 33% | 50% | 18% |
| | Recomm- friend/family/trvl agnt | 23% | 29% | 19% | 40% | 22% | 20% | 27% | 27% | 18% | 7% | 75% | 19% |
| | Price | 21% | 14% | 10% | 0% | 0% | 20% | 23% | 26% | 11% | 20% | 25% | 14% |
| | Honeymoon | 20% | 7% | 100% | 40% | 0% | 28% | 4% | 2% | 4% | 0% | 0% | 36% |
| | Pleasure | 12% | 14% | 4% | 0% | 11% | 10% | 17% | 21% | 14% | 40% | 0% | 9% |
| | Water sports | 9% | 7% | 10% | 0% | 11% | 9% | 11% | 10% | 7% | 0% | 0% | 32% |
| | Previous trip | 6% | 7% | 1% | 0% | 0% | 5% | 8% | 9% | 11% | 7% | 0% | 3% |
| | Scuba | 4% | 0% | 6% | 0% | 11% | 5% | 3% | 0% | 11% | 0% | 0% | 14% |
| | Visit friends/ Relatives | 3% | 7% | 3% | 0% | 0% | 1% | 5% | 2% | 14% | 7% | 0% | 3% |
| | Career Cert/ Testing | 2% | 0% | 1% | 0% | 0% | 3% | 0% | 0% | 14% | 0% | 0% | 1% |
| | Organized sports | 2% | 0% | 3% | 0% | 11% | 2% | 2% | 2% | 4% | 0% | 0% | 7% |
| | Company Sponsored | 2% | 0% | 0% | 0% | 78% | 2% | 3% | 0% | 0% | 0% | 0% | 4% |
| | Married/ Attn wedding | 1% | 0% | 3% | 100% | 0% | 2% | 0% | 1% | 0% | 0% | 0% | 0% |
| | Company/ Business Trip | 1% | 0% | 1% | 0% | 33% | 2% | 1% | 0% | 4% | 0% | 0% | 3% |
| | Golf | 1% | 0% | 0% | 0% | 11% | 0% | 4% | 1% | 0% | 0% | 0% | 4% |
| | Other | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 4% | 0% | 0% | 0% |
| | Total          Count | 350 | 14 | 69 | 5 | 9 | 232 | 106 | 117 | 28 | 15 | 4 | 104 |

# SECTION 3
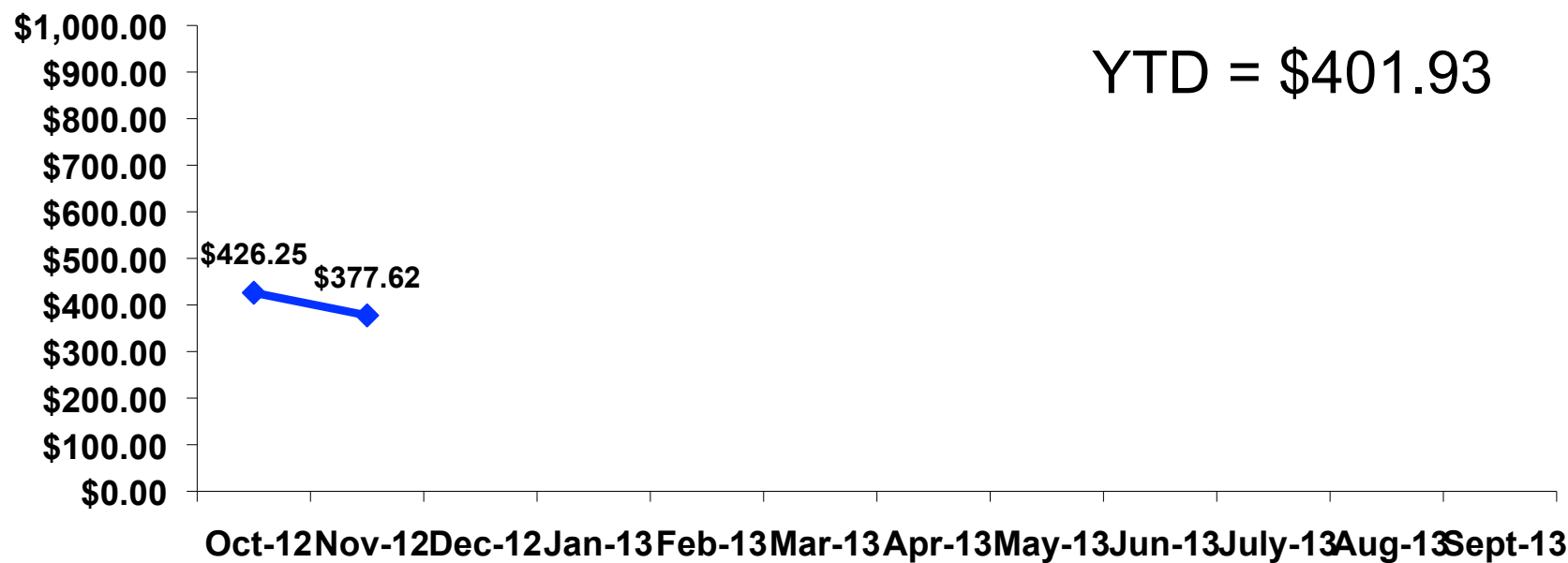# EXPENDITURES

# PREPAID EXPENDITURES - TRACKING

YTD=$830.48

# 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 | $766.09 | $541.18 | $1,214.85 | $843.20 | $499.33 | $806.87 | $695.81 | $629.80 | $560.81 | $659.78 | $903.43 | $927.23 |
| | Median | $710 | $556 | $1,316 | $1,112 | $649 | $718 | $718 | $664 | $551 | $633 | $625 | $834 |
| | Minimum | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $139 | $0 |
| | Maximum | $3,243 | $1,158 | $3,243 | $1,668 | $1,205 | $3,243 | $2,409 | $1,853 | $2,780 | $1,205 | $2,224 | $3,243 |

# ON-ISLAND EXPENDITURES - TRACKING



YTD = $401.93

$1,000.00
$900.00
$800.00
$700.00
$600.00
$500.00
$400.00
$300.00
$200.00
$100.00
$0.00

$426.25 $377.62

Oct-12 Nov-12 Dec-12 Jan-13 Feb-13 Mar-13 Apr-13 May-13 Jun-13 July-13 Aug-13 Sept-13

# 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 | $377.62 | $319.21 | $579.59 | $459.90 | $488.83 | $397.62 | $354.41 | $255.92 | $398.36 | $216.97 | $175.00 | $506.51 |
| | Median | $246 | $192 | $450 | $220 | $500 | $258 | $185 | $167 | $255 | $193 | $225 | $400 |
| | Minimum | $0 | $50 | $0 | $0 | $35 | $0 | $0 | $0 | $0 | $50 | $0 | $0 |
| | Maximum | $2,600 | $1,000 | $2,600 | $1,580 | $1,200 | $2,250 | $2,600 | $2,000 | $1,250 | $700 | $250 | $2,600 |

# ON-ISLAND EXPENSE-BREAKDOWN

Qmark Research

| | | TOTAL | FAMILY/FIT | HONEYMOON | WEDDING | INCENTIVE TRVL | 18-35 | 36-55 | CHILD | FIT | GOLDEN MISS | SENIORS | SPORT |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | - | - | - | - | - | - | - | - | - | - | - | - |
| AIR & HOTEL | Mean | $1,397.08 | $1,111.91 | $1,899.52 | . | $1,189.13 | $1,264.33 | $1,671.35 | $1,904.81 | $1,054.26 | $1,552.05 | $833.94 | $1,137.51 |
| | Median | $1,297 | $1,112 | $1,668 | . | $1,205 | $1,205 | $1,575 | $1,853 | $1,112 | $1,552 | $834 | $954 |
| | Minimum | $463 | $556 | $602 | . | $695 | $463 | $556 | $574 | $463 | $1,205 | $834 | $537 |
| | Maximum | $4,170 | $1,853 | $2,780 | . | $1,668 | $2,780 | $4,170 | $4,170 | $1,853 | $1,900 | $834 | $2,335 |
| AIR/ HOTEL/ MEAL | Mean | $2,328.08 | $2,022.29 | $2,469.97 | $2,254.71 | $1,204.57 | $2,177.53 | $2,606.76 | $2,992.54 | $1,981.37 | $2,408.96 | $4,030.69 | $2,439.67 |
| | Median | $2,224 | $2,177 | $2,409 | $2,224 | $1,205 | $1,927 | $2,594 | $2,641 | $2,177 | $2,372 | $4,031 | $2,363 |
| | Minimum | $93 | $1,418 | $185 | $1,668 | $1,112 | $93 | $269 | $927 | $1,019 | $927 | $2,224 | $93 |
| | Maximum | $7,876 | $2,316 | $4,077 | $2,872 | $1,297 | $7,876 | $7,227 | $7,876 | $2,780 | $5,374 | $5,838 | $7,227 |
| AIR ONLY | Mean | $493.88 | $500.36 | $0.00 | . | . | $503.84 | . | $463.30 | $559.05 | $463.30 | $416.97 | $759.81 |
| | Median | $477 | $491 | $0 | . | . | $505 | . | $463 | $477 | $463 | $417 | $584 |
| | Minimum | $0 | $463 | $0 | . | . | $0 | . | $463 | $371 | $463 | $417 | $584 |
| | Maximum | $1,112 | $547 | $0 | . | . | $1,112 | . | $463 | $1,112 | $463 | $417 | $1,112 |
| HOTEL ONLY | Mean | . | . | . | . | . | . | . | . | . | . | . | . |
| | Median | . | . | . | . | . | . | . | . | . | . | . | . |
| | Minimum | . | . | . | . | . | . | . | . | . | . | . | . |
| | Maximum | . | . | . | . | . | . | . | . | . | . | . | . |
| HOTEL & MEAL | Mean | $926.60 | $1,389.89 | . | . | . | $926.60 | . | $1,389.89 | $926.60 | $1,389.89 | . | $463.30 |
| | Median | $927 | $1,390 | . | . | . | $927 | . | $1,390 | $927 | $1,390 | . | $463 |
| | Minimum | $463 | $1,390 | . | . | . | $463 | . | $1,390 | $463 | $1,390 | . | $463 |
| | Maximum | $1,390 | $1,390 | . | . | . | $1,390 | . | $1,390 | $1,390 | $1,390 | . | $463 |
| F&B HOTEL | Mean | . | . | . | . | . | . | . | . | . | . | . | . |
| | Median | . | . | . | . | . | . | . | . | . | . | . | . |
| | Minimum | . | . | . | . | . | . | . | . | . | . | . | . |
| | Maximum | . | . | . | . | . | . | . | . | . | . | . | . |
| TRANS- KOREA | Mean | $37.99 | $46.33 | . | . | . | $35.21 | . | . | $46.33 | $13.90 | . | . |
| | Median | $30 | $46 | . | . | . | $14 | . | . | $46 | $14 | . | . |
| | Minimum | $14 | $46 | . | . | . | $14 | . | . | $46 | $14 | . | . |
| | Maximum | $78 | $46 | . | . | . | $78 | . | . | $46 | $14 | . | . |
| TRANS- GUAM | Mean | $185.32 | . | . | . | . | . | $185.32 | $185.32 | . | . | . | . |
| | Median | $185 | . | . | . | . | . | $185 | $185 | . | . | . | . |
| | Minimum | $185 | . | . | . | . | . | $185 | $185 | . | . | . | . |
| | Maximum | $185 | . | . | . | . | . | $185 | $185 | . | . | . | . |
| OPT TOURS | Mean | $416.97 | . | . | . | . | . | $416.97 | . | . | . | . | . |
| | Median | $417 | . | . | . | . | . | $417 | . | . | . | . | . |
| | Minimum | $417 | . | . | . | . | . | $417 | . | . | . | . | . |
| | Maximum | $417 | . | . | . | . | . | $417 | . | . | . | . | . |
| OTHER | Mean | $450.33 | . | $741.28 | . | . | $392.14 | $741.28 | . | $741.28 | $301.14 | . | $514.57 |
| | Median | $429 | . | $741 | . | . | $301 | $741 | . | $741 | $301 | . | $741 |
| | Minimum | $61 | . | $741 | . | . | $61 | $741 | . | $741 | $301 | . | $61 |
| | Maximum | $741 | . | $741 | . | . | $741 | $741 | . | $741 | $301 | . | $741 |
| TOTAL | Mean | $1,668.57 | $1,184.72 | $2,117.20 | $1,352.83 | $664.06 | $1,575.02 | $1,902.23 | $2,277.61 | $977.56 | $1,957.46 | $2,328.07 | $1,733.34 |
| | Median | $1,520 | $1,112 | $2,224 | $1,668 | $695 | $1,404 | $1,853 | $2,316 | $741 | $1,853 | $1,529 | $1,668 |
| | Minimum | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $417 | $0 |
| | Maximum | $7,876 | $2,316 | $4,077 | $2,872 | $1,668 | $7,876 | $7,227 | $7,876 | $2,780 | $5,374 | $5,838 | $7,227 |

# 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 | $1,143.64 | $860.39 | $1,794.43 | $1,303.10 | $988.17 | $1,204.48 | $1,049.78 | $884.48 | $959.17 | $876.74 | $1,078.43 | $1,433.74 |
| | Median | $1,020 | $753 | $1,747 | $1,656 | $1,200 | $1,049 | $945 | $870 | $774 | $845 | $725 | $1,266 |
| | Minimum | $0 | $75 | $0 | $0 | $400 | $0 | $0 | $0 | $0 | $75 | $389 | $0 |
| | Maximum | $5,009 | $1,556 | $5,009 | $2,692 | $1,484 | $4,030 | $5,009 | $2,649 | $4,030 | $1,627 | $2,474 | $5,009 |

# 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 2012, and Overall Oct-Nov 2012 | | | |
|---|---|---|---|
| Drivers: | Oct-12 rank | **Nov-12 rank** | Combined Oct-Nov 2012 rank |
| Quality & Cleanliness of beaches & parks | 3 | **1** | 1 |
| Ease of getting around | | | |
| Safety walking around at night | | | |
| Quality of daytime tours | 5 | | 6 |
| Variety of daytime tours | | | |
| Quality of nighttime tours | | | |
| Variety of nighttime tours | | | |
| Quality of shopping | | | |
| Variety of shopping | | | 5 |
| Price of things on Guam | | **3** | |
| Quality of hotel accommodations | 1 | | 3 |
| Quality/cleanliness of air, sky | | | 8 |
| Quality/cleanliness of parks | | | |
| Quality of landscape in Tumon | | | 7 |
| Quality of landscape in Guam | 2 | **4** | 4 |
| Quality of ground handler | | | |
| Quality/cleanliness of transportation vehicles | 4 | **2** | 2 |
| % of Per Person On Island Expenditures Accounted For | 50.4% | **49.2%** | 50.0% |
| 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 four significant factors in the November 2012 Period.  By rank order they are:
    - **Quality & cleanliness of beaches & parks,**
    - **Quality/cleanliness of transportation vehicles,**
    - **Price of things on Guam, and**
    - **Quality of landscape on Guam.**
- With all four factors the overall $r^2$ is .4924 meaning that **49.2% of overall satisfaction is accounted for by these four factors.**

| Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov 2012, and Overall Oct-Nov 2012 | | | |
|---|---|---|---|
| Drivers: | Oct-12 rank | **Nov-12 rank** | Combined Oct-Nov 2012 rank |
| Quality & Cleanliness of beaches & parks | | | |
| Ease of getting around | | | 3 |
| Safety walking around at night | | | |
| Quality of daytime tours | | | |
| Variety of daytime tours | | | |
| Quality of nighttime tours | | | |
| Variety of nighttime tours | | | 2 |
| Quality of shopping | | | 1 |
| Variety of shopping | | | |
| Price of things on Guam | | | |
| Quality of hotel accommodations | | | |
| 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%** | 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 one significant factor in the November 2012 Period. That factor is:
  - **Quality of landscape in Tumon.**
- With this factor the overall $r^2$ is .026 meaning that **2.6% of per person on island expenditure is accounted for by this factor.**