# GUAM VISITORS BUREAU
## Korean Visitor Tracker Exit Profile
## FY2014 Market Segmentation
## NOVEMBER 2013

## 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 **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
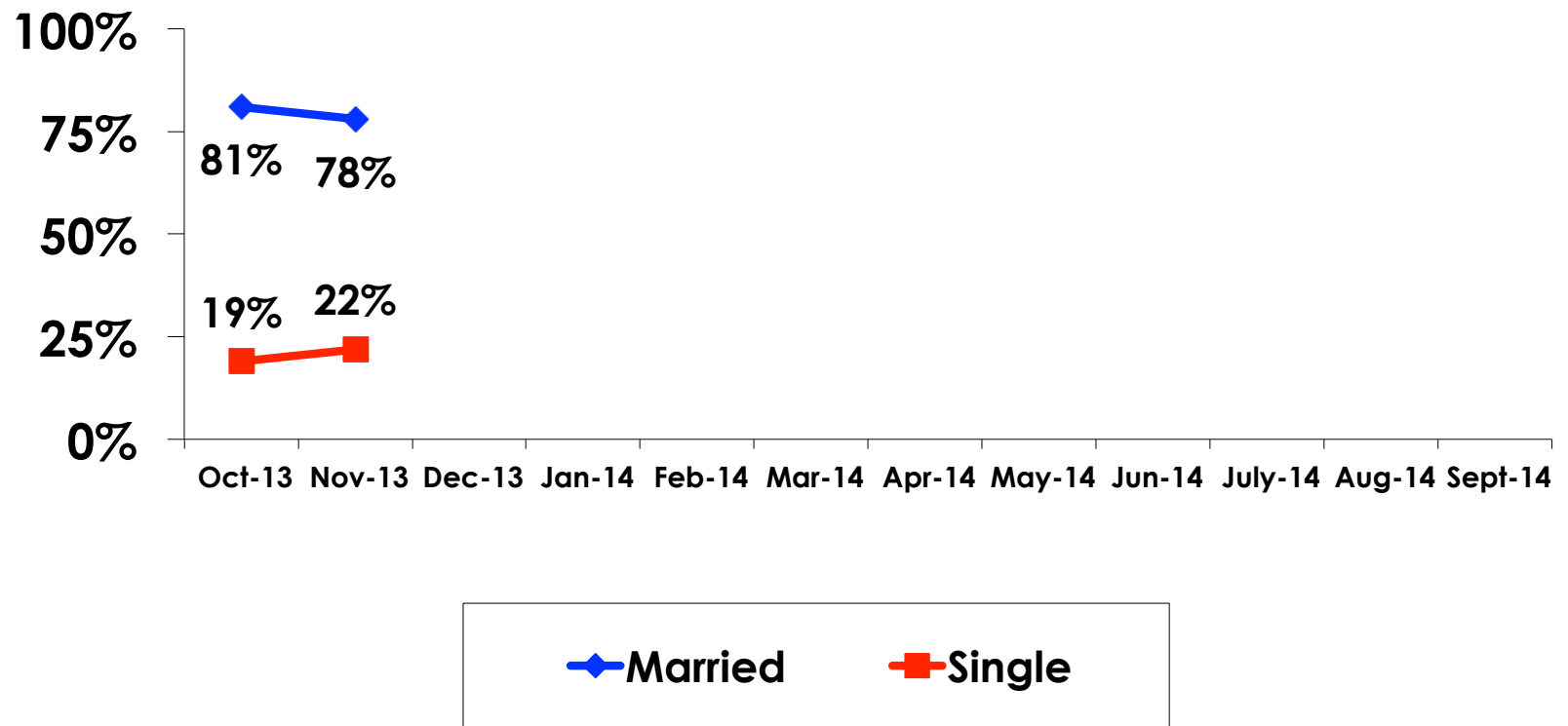- Sports comp/spectator – Q.5/Q.19

# Highlighted Segments

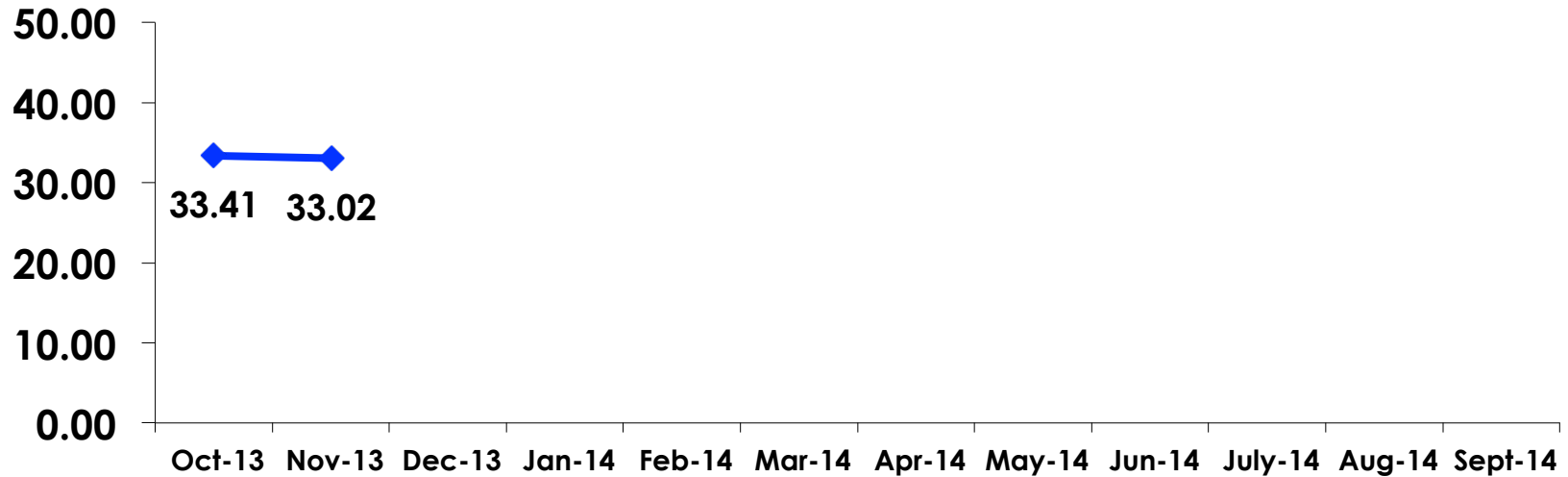| | Oct 13 | Nov 13 | Dec 13 | Jan 14 | Feb 14 | Mar 14 | Apr 14 | May 14 | Jun 14 | Jul 14 | Aug 14 | Sept 14 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Family/ FIT** | 9% | 7% | | | | | | | | | | |
| **Group** | 1% | 1% | | | | | | | | | | |
| **Eng Language** | 1% | 1% | | | | | | | | | | |
| **Honeymoon** | 28% | 28% | | | | | | | | | | |
| **Wedding** | 2% | 1% | | | | | | | | | | |
| **Incentive** | 2% | 3% | | | | | | | | | | |
| **18-35** | 69% | 69% | | | | | | | | | | |
| **36-55** | 28% | 28% | | | | | | | | | | |
| **Child** | 27% | 28% | | | | | | | | | | |
| **FIT** | 15% | 10% | | | | | | | | | | |
| **Golden Miss** | 5% | 5% | | | | | | | | | | |
| **Senior** | 1% | 1% | | | | | | | | | | |
| **Sport** | 31% | 27% | | | | | | | | | | |
| **TOTAL** | **350** | **350** | | | | | | | | | | |

# 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 | 271 | 20 | 2 | 2 | 97 | 3 | 8 | 173 | 89 | 94 | 22 | 15 | 5 | 68 |
| | | Column N % | 78% | 80% | 50% | 100% | 99% | 100% | 67% | 72% | 92% | 95% | 63% | 79% | 100% | 72% |
| | Single | Count | 78 | 5 | 2 | 0 | 1 | 0 | 4 | 67 | 8 | 5 | 13 | 4 | 0 | 26 |
| | | Column N % | 22% | 20% | 50% | 0% | 1% | 0% | 33% | 28% | 8% | 5% | 37% | 21% | 0% | 28% |
| | Total | Count | 349 | 25 | 4 | 2 | 98 | 3 | 12 | 240 | 97 | 99 | 35 | 19 | 5 | 94 |

# Average Age Tracking



| | Oct-13 | Nov-13 | Dec-13 | Jan-14 | Feb-14 | Mar-14 | Apr-14 | May-14 | Jun-14 | July-14 | Aug-14 | Sept-14 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 33.41 | 33.02 | | | | | | | | | | |

# 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 | 34 | 2 | 2 | 0 | 8 | 0 | 1 | 34 | 0 | 0 | 5 | 0 | 0 | 22 |
| | | Column N % | 10% | 8% | 50% | 0% | 8% | 0% | 8% | 14% | 0% | 0% | 14% | 0% | 0% | 24% |
| | 25-34 | Count | 192 | 10 | 0 | 1 | 80 | 2 | 7 | 192 | 0 | 34 | 15 | 9 | 0 | 38 |
| | | Column N % | 56% | 40% | 0% | 50% | 82% | 67% | 58% | 80% | 0% | 34% | 43% | 47% | 0% | 41% |
| | 35-49 | Count | 106 | 10 | 2 | 1 | 10 | 1 | 4 | 14 | 92 | 60 | 12 | 10 | 0 | 28 |
| | | Column N % | 31% | 40% | 50% | 50% | 10% | 33% | 33% | 6% | 95% | 61% | 34% | 53% | 0% | 30% |
| | 50+ | Count | 13 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 5 | 5 | 3 | 0 | 5 | 4 |
| | | Column N % | 4% | 12% | 0% | 0% | 0% | 0% | 0% | 0% | 5% | 5% | 9% | 0% | 100% | 4% |
| | Total | Count | 345 | 25 | 4 | 2 | 98 | 3 | 12 | 240 | 97 | 99 | 35 | 19 | 5 | 92 |
| QF | Mean | | 33.02 | 36.20 | 32.50 | 35.00 | 29.93 | 33.00 | 33.17 | 29.10 | 40.39 | 37.27 | 34.51 | 35.11 | 63.20 | 31.96 |
| | Median | | 32 | 35 | 32 | 35 | 30 | 33 | 33 | 30 | 39 | 37 | 32 | 36 | 64 | 31 |

# 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 | Count | 6 | 0 | 0 | 0 | 4 | 0 | 0 | 6 | 0 | 0 | 0 | 0 | 0 | 4 |
| | | Column N % | 2% | 0% | 0% | 0% | 4% | 0% | 0% | 3% | 0% | 0% | 0% | 0% | 0% | 4% |
| | KW12.0M-KW24.0M | Count | 20 | 0 | 0 | 0 | 14 | 1 | 2 | 17 | 2 | 0 | 0 | 2 | 0 | 6 |
| | | Column N % | 6% | 0% | 0% | 0% | 15% | 33% | 22% | 8% | 2% | 0% | 0% | 12% | 0% | 7% |
| | KW24.0M-KW36.0M | Count | 55 | 3 | 0 | 0 | 32 | 1 | 0 | 48 | 7 | 4 | 8 | 1 | 0 | 14 |
| | | Column N % | 17% | 13% | 0% | 0% | 35% | 33% | 0% | 22% | 8% | 4% | 25% | 6% | 0% | 16% |
| | KW36.0M-KW48.0M | Count | 55 | 4 | 0 | 0 | 16 | 0 | 0 | 38 | 14 | 14 | 4 | 3 | 1 | 15 |
| | | Column N % | 17% | 17% | 0% | 0% | 18% | 0% | 0% | 18% | 16% | 16% | 13% | 18% | 25% | 17% |
| | KW48.0M-KW60.0M | Count | 58 | 4 | 1 | 0 | 12 | 0 | 3 | 32 | 23 | 18 | 4 | 5 | 1 | 14 |
| | | Column N % | 18% | 17% | 33% | 0% | 13% | 0% | 33% | 15% | 26% | 20% | 13% | 29% | 25% | 16% |
| | KW60.0M-KW72.0M | Count | 33 | 2 | 1 | 1 | 5 | 1 | 1 | 23 | 9 | 14 | 2 | 2 | 1 | 9 |
| | | Column N % | 10% | 9% | 33% | 50% | 5% | 33% | 11% | 11% | 10% | 16% | 6% | 12% | 25% | 10% |
| | KW72.0M+ | Count | 57 | 8 | 0 | 1 | 4 | 0 | 3 | 25 | 31 | 32 | 10 | 3 | 1 | 14 |
| | | Column N % | 18% | 35% | 0% | 50% | 4% | 0% | 33% | 12% | 35% | 36% | 31% | 18% | 25% | 16% |
| | No Income | Count | 31 | 2 | 1 | 0 | 4 | 0 | 0 | 27 | 2 | 7 | 4 | 1 | 0 | 13 |
| | | Column N % | 10% | 9% | 33% | 0% | 4% | 0% | 0% | 13% | 2% | 8% | 13% | 6% | 0% | 15% |
| | Total | Count | 315 | 23 | 3 | 2 | 91 | 3 | 9 | 216 | 88 | 89 | 32 | 17 | 4 | 89 |

# Prior Trips to Guam Tracking
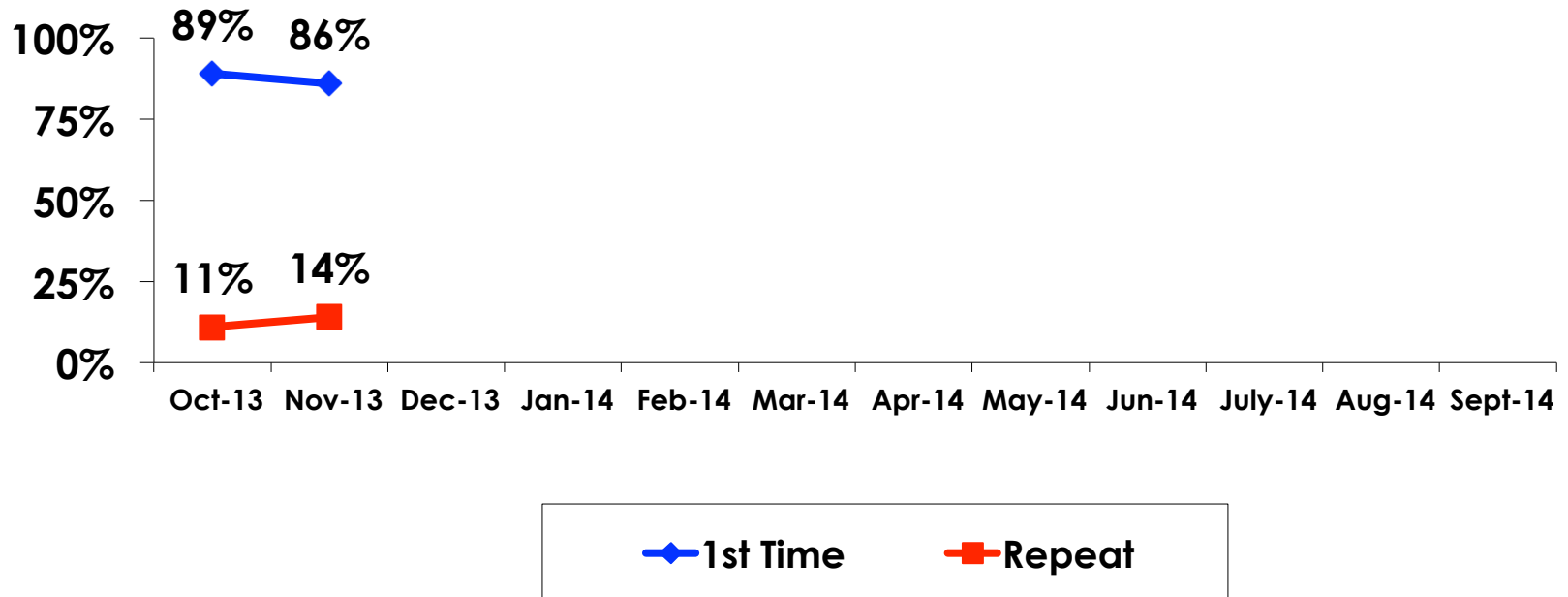
# Prior Trips to Guam Segmentation

| | | | 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 | 300 | 21 | 2 | 2 | 97 | 3 | 10 | 219 | 70 | 77 | 28 | 14 | 4 | 83 |
| | | Column N % | 86% | 84% | 50% | 100% | 99% | 100% | 83% | 92% | 72% | 78% | 80% | 74% | 80% | 87% |
| | No | Count | 48 | 4 | 2 | 0 | 1 | 0 | 2 | 20 | 27 | 22 | 7 | 5 | 1 | 12 |
| | | Column N % | 14% | 16% | 50% | 0% | 1% | 0% | 17% | 8% | 28% | 22% | 20% | 26% | 20% | 13% |
| | Total | Count | 348 | 25 | 4 | 2 | 98 | 3 | 12 | 239 | 97 | 99 | 35 | 19 | 5 | 95 |

# Average Length of Stay Tracking
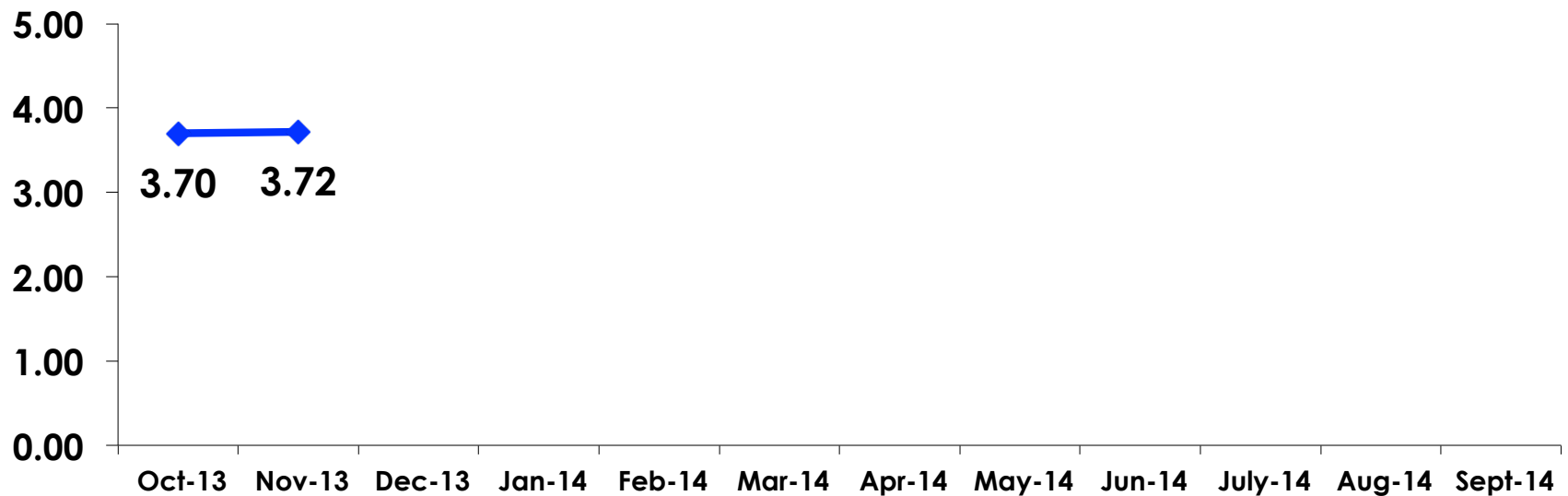
# Average Length of Stay Segmentation

| | | TOTAL | FAMILY/ FIT | GROUP TRVL | ENG LANG LESSON | HONEYMOON | WEDDING | INCENTIVE TRVL | 18-35 | 36-55 | CHILD | FIT | GOLDEN MISS | SENIORS | SPORT |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Q8 | Mean | 3.72 | 4.00 | 6.00 | 3.00 | 3.94 | 3.67 | 3.00 | 3.76 | 3.64 | 3.71 | 3.86 | 3.61 | 3.60 | 3.83 |
| | Median | 4 | 4 | 7 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |

# 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 | 147 | 0 | 0 | 2 | 68 | 2 | 2 | 95 | 50 | 40 | 0 | 10 | 0 | 44 |
| | | Column N % | 42% | 0% | 0% | 100% | 69% | 67% | 17% | 40% | 52% | 40% | 0% | 53% | 0% | 46% |
| | Free-time package tour | Count | 152 | 0 | 0 | 0 | 29 | 1 | 1 | 111 | 33 | 44 | 0 | 5 | 5 | 34 |
| | | Column N % | 44% | 0% | 0% | 0% | 30% | 33% | 8% | 47% | 34% | 44% | 0% | 26% | 100% | 36% |
| | Individually arranged travel (FIT) | Count | 35 | 25 | 0 | 0 | 1 | 0 | 1 | 22 | 11 | 14 | 35 | 2 | 0 | 10 |
| | | Column N % | 10% | 100% | 0% | 0% | 1% | 0% | 8% | 9% | 11% | 14% | 100% | 11% | 0% | 11% |
| | Group tour | Count | 4 | 0 | 4 | 0 | 0 | 0 | 1 | 2 | 2 | 1 | 0 | 0 | 0 | 2 |
| | | Column N % | 1% | 0% | 100% | 0% | 0% | 0% | 8% | 1% | 2% | 1% | 0% | 0% | 0% | 2% |
| | Company paid travel | Count | 7 | 0 | 0 | 0 | 0 | 0 | 7 | 6 | 1 | 0 | 0 | 2 | 0 | 3 |
| | | Column N % | 2% | 0% | 0% | 0% | 0% | 0% | 58% | 3% | 1% | 0% | 0% | 11% | 0% | 3% |
| | Other | Count | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 2 |
| | | Column N % | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 2% |
| | Total | Count | 348 | 25 | 4 | 2 | 98 | 3 | 12 | 238 | 97 | 99 | 35 | 19 | 5 | 95 |

# 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 | 9% | 8% | 0% | 0% | 1% | 0% | 0% | 6% | 19% | 18% | 9% | 11% | 0% | 9% |
| | Price | 13% | 32% | 25% | 0% | 7% | 33% | 8% | 12% | 16% | 16% | 34% | 5% | 20% | 14% |
| | Visit friends/ Relatives | 2% | 4% | 0% | 0% | 1% | 0% | 0% | 2% | 0% | 0% | 3% | 0% | 0% | 5% |
| | Recomm- friend/family/trvl agnt | 18% | 12% | 25% | 50% | 14% | 0% | 0% | 18% | 20% | 19% | 17% | 16% | 0% | 22% |
| | Scuba | 1% | 8% | 0% | 0% | 2% | 33% | 0% | 2% | 0% | 0% | 6% | 0% | 0% | 5% |
| | Water sports | 7% | 12% | 0% | 0% | 2% | 0% | 0% | 7% | 8% | 6% | 23% | 11% | 0% | 27% |
| | Short travel time | 25% | 60% | 0% | 0% | 22% | 33% | 0% | 25% | 26% | 26% | 51% | 26% | 20% | 22% |
| | Golf | 3% | 4% | 25% | 0% | 0% | 0% | 0% | 1% | 5% | 3% | 3% | 11% | 40% | 11% |
| | Relax | 50% | 64% | 25% | 100% | 33% | 33% | 42% | 45% | 65% | 61% | 66% | 47% | 40% | 46% |
| | Company/ Business Trip | 0% | 0% | 0% | 0% | 0% | 0% | 8% | 0% | 1% | 0% | 0% | 5% | 0% | 0% |
| | Company Sponsored | 3% | 0% | 25% | 0% | 0% | 0% | 92% | 3% | 3% | 1% | 3% | 11% | 0% | 4% |
| | Safe | 28% | 48% | 0% | 0% | 20% | 33% | 0% | 24% | 36% | 41% | 43% | 11% | 40% | 31% |
| | Natural beauty | 47% | 68% | 25% | 100% | 28% | 0% | 17% | 45% | 47% | 62% | 74% | 42% | 60% | 51% |
| | Shopping | 26% | 36% | 50% | 50% | 26% | 0% | 25% | 29% | 21% | 26% | 34% | 16% | 0% | 23% |
| | Career Cert/ Testing | 2% | 0% | 0% | 0% | 0% | 0% | 8% | 2% | 1% | 0% | 3% | 5% | 0% | 0% |
| | Married/ Attn wedding | 1% | 0% | 0% | 0% | 2% | 100% | 0% | 1% | 0% | 0% | 0% | 5% | 0% | 1% |
| | Honeymoon | 28% | 4% | 0% | 0% | 100% | 67% | 0% | 37% | 9% | 2% | 3% | 5% | 0% | 27% |
| | Pleasure | 14% | 28% | 0% | 0% | 10% | 0% | 0% | 14% | 16% | 14% | 29% | 5% | 0% | 21% |
| | Organized sports | 2% | 4% | 25% | 0% | 0% | 0% | 8% | 3% | 0% | 1% | 3% | 0% | 0% | 6% |
| | Other | 3% | 8% | 0% | 0% | 1% | 0% | 0% | 2% | 6% | 5% | 6% | 5% | 0% | 1% |
| | Total          Count | 348 | 25 | 4 | 2 | 98 | 3 | 12 | 238 | 97 | 99 | 35 | 19 | 5 | 95 |

# 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 | 90% | 92% | 100% | 100% | 90% | 67% | 92% | 93% | 90% | 95% | 94% | 84% | 60% | 83% |
| | Travel Agent Brochure | 46% | 4% | 25% | 100% | 58% | 67% | 42% | 47% | 44% | 35% | 14% | 53% | 20% | 58% |
| | Friend/ Relative | 38% | 48% | 50% | 50% | 40% | 67% | 25% | 37% | 39% | 41% | 40% | 42% | 40% | 37% |
| | Travel Guidebook-Bookstore | 14% | 40% | 0% | 0% | 10% | 0% | 0% | 17% | 8% | 15% | 31% | 11% | 20% | 11% |
| | Prior Trip | 13% | 16% | 25% | 0% | 1% | 0% | 17% | 8% | 28% | 22% | 20% | 26% | 20% | 13% |
| | GVB Office | 11% | 16% | 0% | 0% | 6% | 33% | 0% | 11% | 10% | 11% | 17% | 16% | 0% | 7% |
| | Co-Worker/ Company Trvl Dept | 8% | 8% | 0% | 0% | 6% | 0% | 42% | 8% | 8% | 7% | 11% | 5% | 0% | 7% |
| | TV | 6% | 0% | 0% | 50% | 4% | 0% | 0% | 6% | 5% | 5% | 3% | 0% | 0% | 11% |
| | Magazine (Consumer) | 3% | 4% | 25% | 0% | 3% | 0% | 0% | 4% | 2% | 4% | 3% | 0% | 20% | 5% |
| | Newspaper | 1% | 8% | 0% | 0% | 1% | 0% | 0% | 1% | 2% | 2% | 6% | 0% | 0% | 3% |
| | Consumer Trvl Show | 1% | 0% | 0% | 0% | 3% | 0% | 0% | 1% | 1% | 0% | 0% | 0% | 0% | 0% |
| | Travel Trade Show | 1% | 0% | 0% | 0% | 2% | 0% | 0% | 1% | 2% | 0% | 0% | 5% | 0% | 1% |
| | Other | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 1% | 0% | 3% | 0% | 0% | 2% |
| | GVB Promo | 1% | 4% | 0% | 0% | 2% | 0% | 0% | 1% | 0% | 0% | 3% | 0% | 0% | 1% |
| | Theater Ad | 0% | 0% | 0% | 0% | 0% | 0% | 8% | 0% | 1% | 0% | 3% | 0% | 0% | 0% |
| | Radio | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% |
| | Total              Count | 349 | 25 | 4 | 2 | 98 | 3 | 12 | 240 | 97 | 99 | 35 | 19 | 5 | 95 |

# SECTION 3
# EXPENDITURES

# **Prepaid Expenditures Tracking**
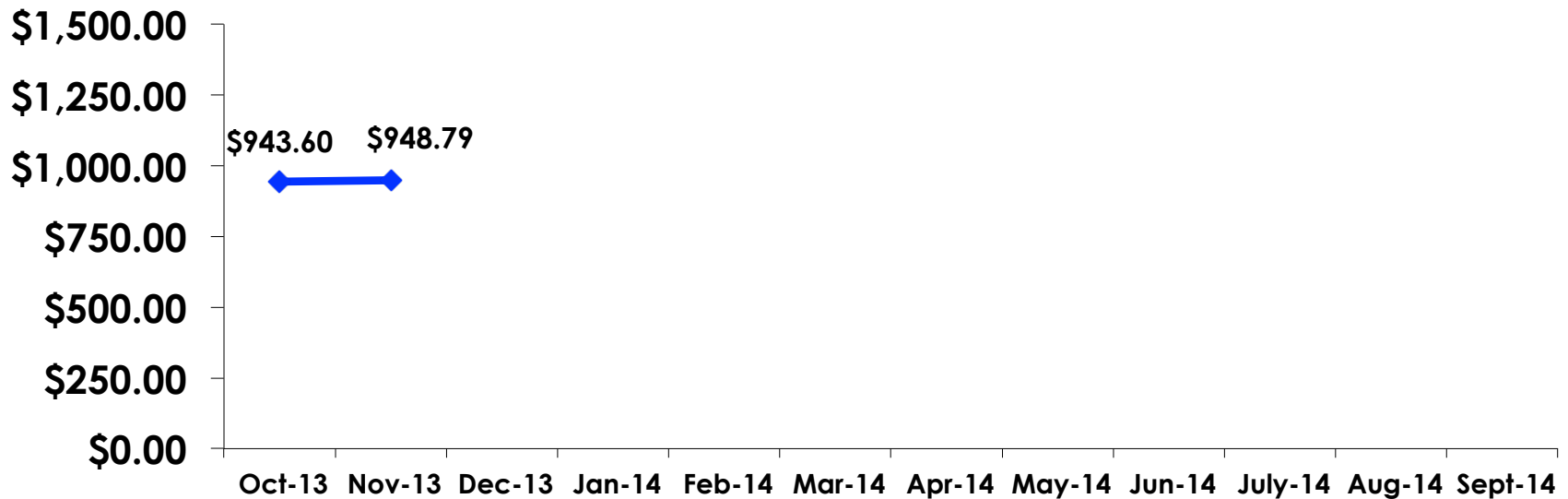


YTD=$946.19

# 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 | $948.79 | $932.53 | $198.94 | $919.07 | $1,234.45 | $426.37 | $902.10 | $969.51 | $932.84 | $844.81 | $845.17 | $916.75 | $397.95 | $959.13 |
| | Median | $947 | $947 | $15 | $919 | $1,421 | $0 | $1,019 | $947 | $947 | $853 | $853 | $947 | $0 | $919 |
| | Minimum | $0 | $0 | $0 | $853 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 |
| | Maximum | $3,790 | $1,990 | $767 | $985 | $2,369 | $1,279 | $3,790 | $3,790 | $2,445 | $1,990 | $1,990 | $3,790 | $1,326 | $3,790 |

# On-Island Expenditures Tracking
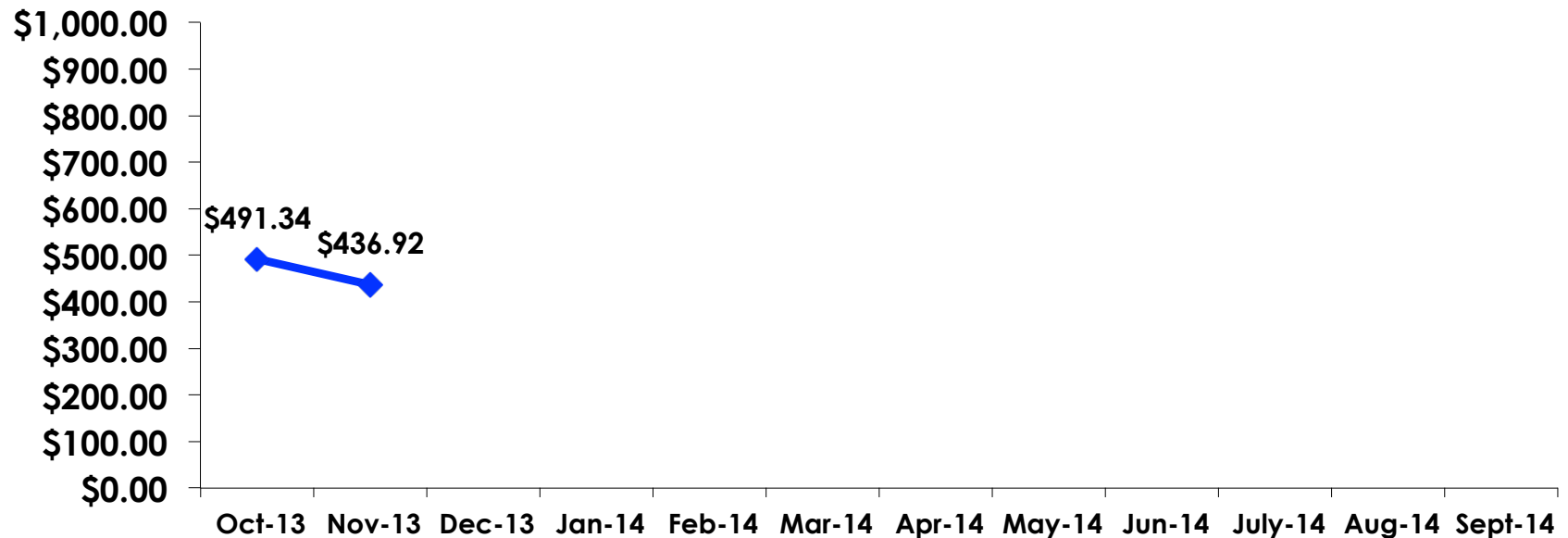


YTD = $464.13

# 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 | $436.92 | $401.37 | $112.50 | $369.17 | $581.86 | $966.67 | $327.25 | $461.92 | $402.24 | $284.15 | $437.29 | $389.52 | $303.00 | $350.78 |
| | Median | $329 | $350 | $75 | $369 | $500 | $800 | $353 | $382 | $250 | $200 | $400 | $333 | $300 | $333 |
| | Minimum | $0 | $0 | $0 | $73 | $0 | $600 | $0 | $0 | $0 | $0 | $0 | $0 | $75 | $0 |
| | Maximum | $2,500 | $1,250 | $300 | $665 | $2,431 | $1,500 | $700 | $2,500 | $2,416 | $1,333 | $1,250 | $1,000 | $550 | $1,000 |

# 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 | $2,316.18 | $3,790.00 | $379.00 | . | $2,027.02 | . | $3,032.00 | $1,802.76 | $4,426.93 | $3,786.35 | $3,790.00 | $1,137.00 | . | $2,896.29 |
| | Median | $1,682 | $3,790 | $379 | . | $1,705 | . | $3,032 | $1,507 | $2,842 | $2,606 | $3,790 | $1,137 | . | $1,232 |
| | Minimum | $379 | $3,790 | $379 | . | $947 | . | $1,232 | $379 | $1,137 | $947 | $3,790 | $1,137 | . | $379 |
| | Maximum | $18,950 | $3,790 | $379 | . | $3,600 | . | $4,832 | $4,737 | $18,950 | $18,950 | $3,790 | $1,137 | . | $18,950 |
| AIR/ HOTEL/ MEAL | Mean | $2,588.07 | $2,219.04 | . | $2,226.62 | $2,583.74 | $1,279.12 | $2,605.62 | $2,409.95 | $2,992.02 | $3,488.76 | $2,165.04 | $2,069.85 | $1,326.50 | $2,818.37 |
| | Median | $2,369 | $1,990 | . | $2,227 | $2,842 | $1,279 | $2,606 | $2,274 | $2,558 | $3,008 | $1,942 | $1,535 | $1,326 | $2,274 |
| | Minimum | $663 | $1,232 | . | $1,895 | $938 | $1,279 | $1,421 | $663 | $938 | $1,137 | $1,232 | $910 | $1,326 | $711 |
| | Maximum | $12,317 | $3,269 | . | $2,558 | $4,643 | $1,279 | $3,790 | $5,022 | $12,317 | $12,317 | $3,269 | $4,131 | $1,326 | $12,317 |
| AIR ONLY | Mean | $1,198.88 | $1,240.11 | $5,590.24 | . | $947.50 | . | $2,084.50 | $1,081.46 | $1,747.66 | $1,971.75 | $1,130.29 | $1,895.00 | . | $1,192.39 |
| | Median | $905 | $947 | $5,590 | . | $853 | . | $2,084 | $900 | $1,326 | $1,886 | $938 | $1,895 | . | $758 |
| | Minimum | $208 | $426 | $5,590 | . | $758 | . | $2,084 | $208 | $559 | $663 | $379 | $1,895 | . | $379 |
| | Maximum | $5,590 | $2,842 | $5,590 | . | $1,232 | . | $2,084 | $2,842 | $5,590 | $5,590 | $2,842 | $1,895 | . | $5,590 |
| HOTEL ONLY | Mean | $866.84 | $1,057.75 | $2,842.50 | . | $379.00 | . | $1,137.00 | $820.69 | $1,039.88 | $1,380.19 | $907.37 | . | . | $782.63 |
| | Median | $701 | $758 | $2,842 | . | $379 | . | $1,137 | $568 | $900 | $1,374 | $758 | . | . | $550 |
| | Minimum | $128 | $568 | $2,842 | . | $379 | . | $1,137 | $128 | $284 | $644 | $284 | . | . | $284 |
| | Maximum | $2,842 | $1,895 | $2,842 | . | $379 | . | $1,137 | $1,895 | $2,842 | $2,842 | $1,895 | . | . | $2,842 |
| HOTEL & MEAL | Mean | $778.30 | $862.22 | . | . | $663.25 | . | $473.75 | $852.75 | $1,231.75 | $1,231.75 | $862.22 | $1,231.75 | . | $521.12 |
| | Median | $568 | $568 | . | . | $663 | . | $474 | $616 | $1,232 | $1,232 | $568 | $1,232 | . | $568 |
| | Minimum | $332 | $332 | . | . | $663 | . | $474 | $474 | $1,232 | $1,232 | $332 | $1,232 | . | $332 |
| | Maximum | $1,705 | $1,705 | . | . | $663 | . | $474 | $1,705 | $1,232 | $1,232 | $1,705 | $1,232 | . | $663 |
| F&B HOTEL | Mean | $245.00 | . | . | . | $47.37 | . | $300.04 | $246.35 | $241.61 | . | $473.75 | . | . | $47.37 |
| | Median | $284 | . | . | . | $47 | . | $379 | $284 | $242 | . | $474 | . | . | $47 |
| | Minimum | $9 | . | . | . | $47 | . | $47 | $47 | $9 | . | $474 | . | . | $47 |
| | Maximum | $474 | . | . | . | $47 | . | $474 | $474 | $474 | . | $474 | . | . | $47 |
| TRANS- KOREA | Mean | $93.49 | $28.42 | . | . | $47.37 | . | . | $83.38 | $98.54 | $95.93 | $28.42 | . | . | $118.44 |
| | Median | $76 | $28 | . | . | $47 | . | . | $47 | $85 | $85 | $28 | . | . | $118 |
| | Minimum | $19 | $19 | . | . | $47 | . | . | $19 | $28 | $19 | $19 | . | . | $47 |
| | Maximum | $284 | $38 | . | . | $47 | . | . | $227 | $284 | $227 | $38 | . | . | $189 |
| TRANS- GUAM | Mean | $120.17 | $68.69 | . | . | $86.22 | . | $379.00 | $104.44 | $161.07 | $135.02 | $130.75 | $137.39 | . | $170.55 |
| | Median | $109 | $38 | . | . | $62 | . | $379 | $104 | $114 | $128 | $47 | $137 | . | $171 |
| | Minimum | $8 | $28 | . | . | $8 | . | $379 | $8 | $47 | $104 | $28 | $104 | . | $171 |
| | Maximum | $379 | $171 | . | . | $189 | . | $379 | $189 | $379 | $180 | $379 | $171 | . | $171 |
| OPT TOURS | Mean | $274.66 | $189.50 | . | . | $292.19 | . | . | $254.37 | $308.46 | $260.56 | $189.50 | $284.25 | . | $258.67 |
| | Median | $189 | $142 | . | . | $265 | . | . | $189 | $189 | $189 | $142 | $284 | . | $284 |
| | Minimum | $40 | $95 | . | . | $40 | . | . | $40 | $95 | $95 | $95 | $142 | . | $40 |
| | Maximum | $758 | $426 | . | . | $663 | . | . | $663 | $758 | $758 | $426 | $426 | . | $426 |
| OTHER | Mean | $391.43 | $338.39 | . | $75.80 | $561.24 | . | $1,279.12 | $384.14 | $256.46 | $342.82 | $338.39 | $352.94 | . | $500.82 |
| | Median | $189 | $426 | . | $76 | $568 | . | $1,279 | $189 | $142 | $284 | $426 | $360 | . | $322 |
| | Minimum | $9 | $9 | . | $76 | $57 | . | $1,279 | $38 | $9 | $9 | $9 | $28 | . | $57 |
| | Maximum | $2,606 | $568 | . | $76 | $1,565 | . | $1,279 | $1,565 | $947 | $947 | $568 | $663 | . | $1,279 |
| TOTAL | Mean | $2,074.46 | $2,222.45 | $2,202.94 | $2,264.52 | $2,168.97 | $426.37 | $1,997.64 | $1,882.17 | $2,672.45 | $3,031.05 | $1,960.51 | $1,541.43 | $530.60 | $2,253.61 |
| | Median | $1,895 | $2,350 | $189 | $2,265 | $1,895 | $0 | $1,326 | $1,857 | $2,350 | $2,842 | $1,705 | $1,421 | $0 | $1,611 |
| | Minimum | $0 | $0 | $0 | $1,971 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 |
| | Maximum | $18,950 | $4,737 | $8,433 | $2,558 | $4,737 | $1,279 | $4,832 | $5,116 | $18,950 | $18,950 | $4,737 | $4,131 | $1,326 | $18,950 |

# **Total Expenditures Tracking**



Total expenditures line chart showing:
- Oct-13: $1,434.94
- Nov-13: $1,383.37

Y-axis ranges from $500.00 to $2,500.00. X-axis: Oct-13, Nov-13, Dec-13, Jan-14, Feb-14, Mar-14, Apr-14, May-14, Jun-14, July-14, Aug-14, Sept-14

YTD=$1,409.23

# 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 | $1,383.37 | $1,333.89 | $311.44 | $1,288.24 | $1,816.31 | $1,393.04 | $1,229.35 | $1,432.17 | $1,324.69 | $1,128.93 | $1,282.46 | $1,306.26 | $700.95 | $1,309.91 |
| | Median | $1,312 | $1,392 | $165 | $1,288 | $1,921 | $1,500 | $1,326 | $1,419 | $1,255 | $1,159 | $1,343 | $1,152 | $550 | $1,287 |
| | Minimum | $0 | $0 | $0 | $926 | $0 | $800 | $0 | $0 | $0 | $0 | $0 | $300 | $75 | $0 |
| | Maximum | $4,311 | $2,535 | $917 | $1,650 | $4,042 | $1,879 | $4,190 | $4,190 | $4,311 | $3,007 | $2,535 | $4,190 | $1,766 | $4,190 |

# 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.

| | | | Combined Oct-Nov 2013 |
|---|---|---|---|
| | Oct-13 | **Nov-13** | |
| Drivers: | rank | **rank** | rank |
| Quality & Cleanliness of beaches & parks | | | 5 |
| Ease of getting around | | | |
| Safety walking around at night | | | |
| Quality of daytime tours | | | |
| Variety of daytime tours | 2 | | 4 |
| Quality of nighttime tours | | | |
| Variety of nighttime tours | | | |
| Quality of shopping | | **4** | 6 |
| Variety of shopping | | | |
| Price of things on Guam | | | |
| Quality of hotel accommodations | 4 | **2** | 3 |
| Quality/cleanliness of air, sky | 3 | **5** | 2 |
| Quality/cleanliness of parks | | **1** | |
| Quality of landscape in Tumon | | | |
| Quality of landscape in Guam | 5 | | 7 |
| Quality of ground handler | | | |
| Quality/cleanliness of transportation vehicles | 1 | **3** | 1 |
| % of Per Person On Island Expenditures Accounted For | 48.6% | **49.2%** | 49.0% |
| NOTE: Only significant drivers are included. | | | |

**Comparison of Drivers of Overall Satisfaction, Oct, Nov 2013, and Overall Oct-Nov 2013**

# Drivers of Overall Satisfaction

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by five significant factors in the November 2013 Period.  By rank order they are:
    - **Quality /cleanliness of parks,**
    - **Quality of hotel accommodations,**
    - **Quality/cleanliness of transportation vehicles,**
    - **Quality of shopping, and**
    - **Quality & cleanliness of air, sky.**
- With all five factors the overall $r^2$ is .492 meaning that **49.2% of overall satisfaction is accounted for by these factors.**

| Comparison of Drivers of Per Person On Isle Expenditure, Oct, Nov 2013, and Overall Oct-Nov 2013 | | | |
|---|---|---|---|
| | Oct-13 | **Nov-13** | Combined Oct-Nov 2013 |
| Drivers: | rank | **rank** | rank |
| Quality & Cleanliness of beaches & parks | | | |
| Ease of getting around | | | |
| Safety walking around at night | | | |
| Quality of daytime tours | | **1** | |
| Variety of daytime tours | | | |
| Quality of nighttime tours | | | 2 |
| Variety of nighttime tours | 1 | | |
| 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 | | | |
| Quality of landscape in Guam | | | |
| Quality of ground handler | | | |
| Quality/cleanliness of transportation vehicles | | | |
| % of Per Person On Island Expenditures Accounted For | 2.3% | **1.1%** | 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 one significant factor in the November 2013 Period. It is:

  - **Quality of day time tours.**

- With this factor the overall $r^2$ is .011 meaning that **1.1% of per person on island expenditures is accounted for by this factor.**