



GUAM VISITORS BUREAU

Japan Visitor Tracker Exit Profile

FY2013 Market Segmentation

OCTOBER 2012



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

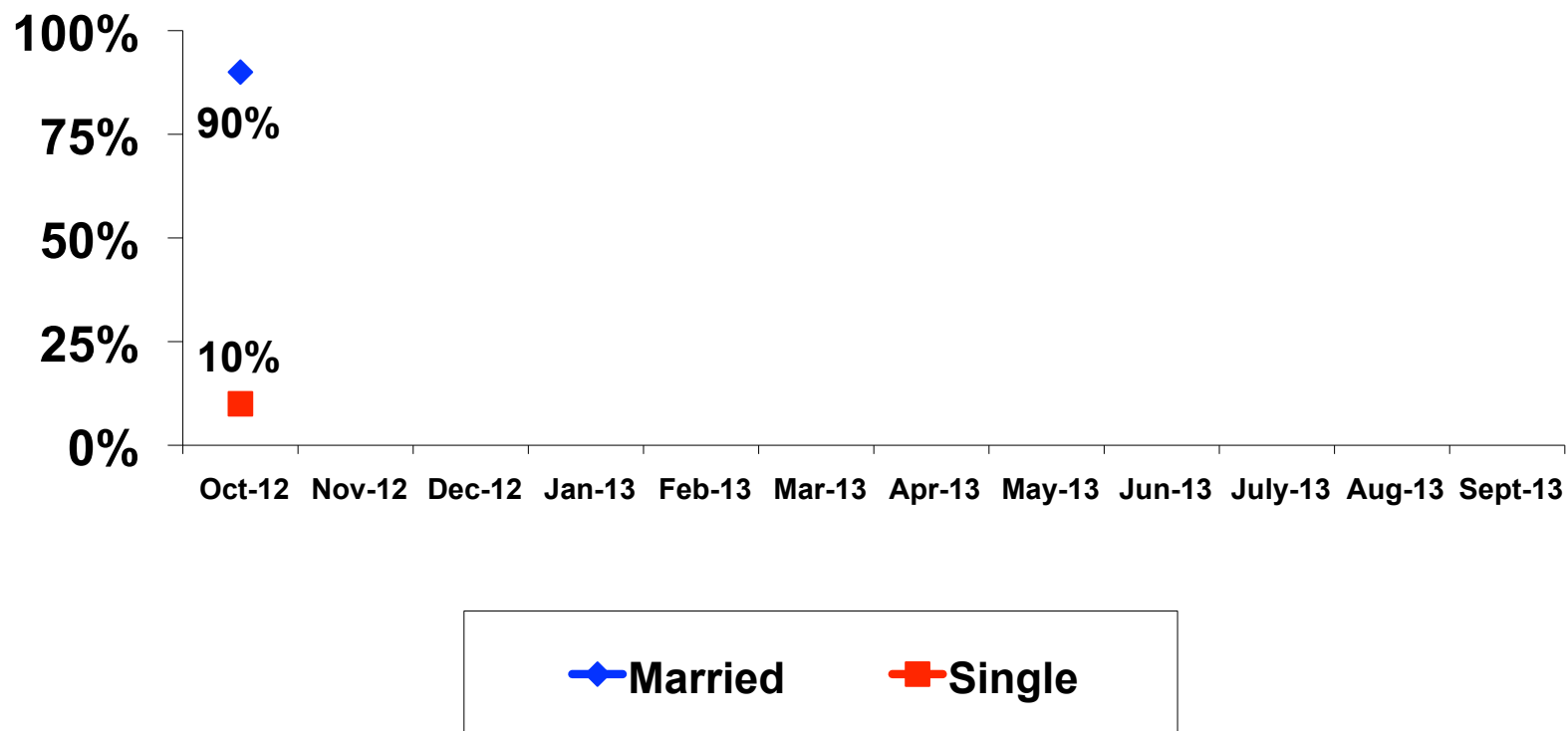
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Travel – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors – 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%											
Group	0%											
Eng Language	0%											
Honeymoon	30%											
Wedding	1%											
Incentive	3%											
18-35	63%											
36-55	35%											
Child	36%											
FIT	8%											
Golden Miss	4%											
Senior	1%											
Sport	33%											
TOTAL	351											

SECTION 1 **PROFILE OF RESPONDENTS**

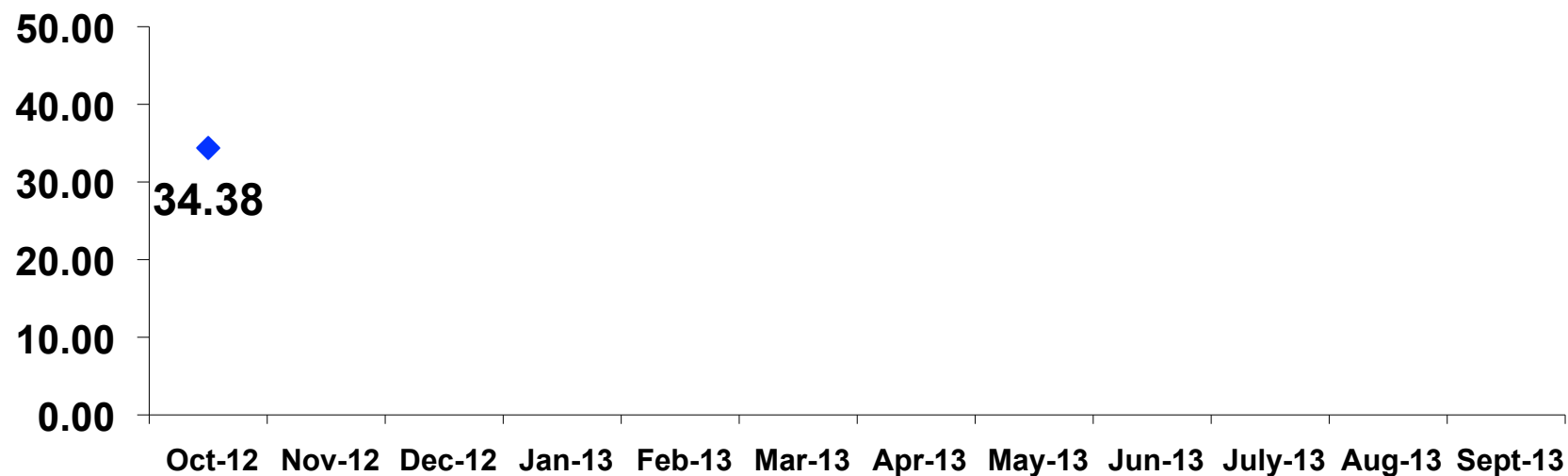
Marital Status Tracking



Marital Status Segmentation

			TOTAL	FAMILY/ FIT	GROUP TRVL	ENGLANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	314	23	0	1	105	5	8	189	116	122	24	14	4	105
		Column N %	90%	92%	0%	100%	100%	100%	67%	86%	96%	98%	83%	93%	100%	92%
	Single	Count	36	2	1	0	0	0	4	31	5	2	5	1	0	9
		Column N %	10%	8%	100%	0%	0%	0%	33%	14%	4%	2%	17%	7%	0%	8%
	Total	Count	350	25	1	1	105	5	12	220	121	124	29	15	4	114

Average Age Tracking



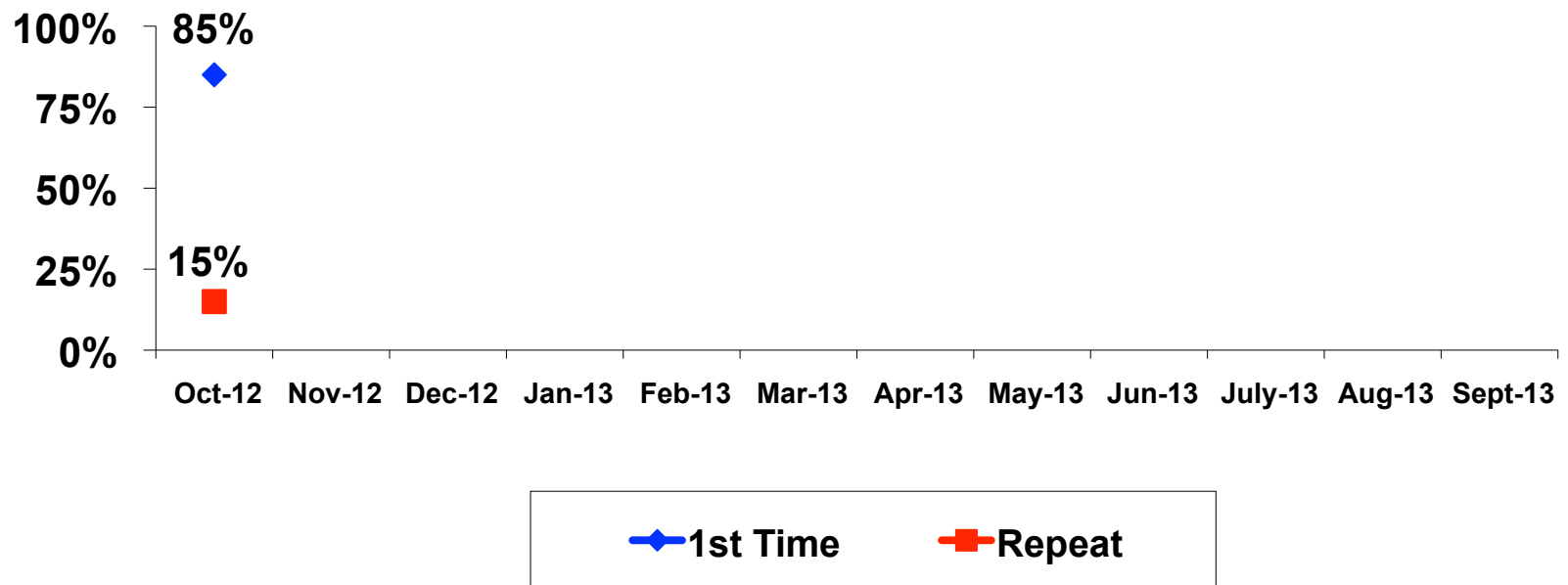
Age Segmentation

			TOTAL	FAMILY/FIT	GROUP TRVL	ENGLANG LESSON	HONEYMOO N	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	9	0	0	0	5	0	0	9	0	0	1	0	0	1
		Column N %	3%	0%	0%	0%	5%	0%	0%	4%	0%	0%	3%	0%	0%	1%
	25-34	Count	192	17	1	1	82	3	6	192	0	30	19	8	0	72
		Column N %	55%	68%	100%	100%	78%	60%	50%	87%	0%	24%	66%	53%	0%	63%
	35-49	Count	136	8	0	0	18	2	6	19	117	91	9	7	0	38
		Column N %	39%	32%	0%	0%	17%	40%	50%	9%	97%	74%	31%	47%	0%	33%
	50+	Count	12	0	0	0	0	0	0	0	4	2	0	0	4	3
		Column N %	3%	0%	0%	0%	0%	0%	0%	0%	3%	2%	0%	0%	100%	3%
	Total	Count	349	25	1	1	105	5	12	220	121	123	29	15	4	114
QF	Mean		34.38	33.96	25.00	29.00	30.50	34.20	34.58	30.24	40.12	37.85	33.76	34.60	65.50	33.31
	Median		33	33	25	29	30	33	33	30	39	38	33	34	63	32

Income Segmentation

			TOTAL	FAMILY/FIT	GROUP TRVL	ENGLANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT	
			-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Q26	<KW12.0M	Count	4	0	0	0	2	0	1	3	1	0	1	0	0	2	
		Column N %	1%	0%	0%	0%	2%	0%	11%	2%	1%	0%	4%	0%	0%	2%	
	KW12.0M-KW24.0M	Count	19	0	0	0	9	1	1	16	3	2	0	0	0	6	
		Column N %	6%	0%	0%	0%	10%	25%	11%	8%	3%	2%	0%	0%	0%	6%	
	KW24.0M-KW36.0M	Count	61	5	1	0	32	1	4	51	9	9	6	1	1	32	
		Column N %	20%	24%	100%	0%	36%	25%	44%	27%	9%	8%	25%	7%	25%	30%	
	KW36.0M-KW48.0M	Count	54	6	0	1	21	0	0	41	12	15	7	4	0	17	
		Column N %	18%	29%	0%	100%	24%	0%	0%	21%	11%	13%	29%	27%	0%	16%	
	KW48.0M-KW60.0M	Count	46	2	0	0	10	0	1	27	17	19	2	3	1	14	
		Column N %	15%	10%	0%	0%	11%	0%	11%	14%	16%	17%	8%	20%	25%	13%	
	KW60.0M-KW72.0M	Count	24	2	0	0	3	1	1	14	9	11	2	1	1	3	
		Column N %	8%	10%	0%	0%	3%	25%	11%	7%	9%	10%	8%	7%	25%	3%	
	KW72.0M+	Count	90	6	0	0	9	1	1	34	51	54	6	6	1	29	
		Column N %	29%	29%	0%	0%	10%	25%	11%	18%	49%	47%	25%	40%	25%	27%	
	No Income	Count	9	0	0	0	2	0	0	6	3	4	0	0	0	3	
		Column N %	3%	0%	0%	0%	2%	0%	0%	3%	3%	4%	0%	0%	0%	3%	
	Total		Count	307	21	1	1	88	4	9	192	105	114	24	15	4	106

Prior Trips to Guam Tracking



Prior Trips to Guam Segmentation

			TOTAL	FAMILY/FIT	GROUP TRVL	ENGLANG LESSON	HONEYMOO N	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	299	16	1	1	103	3	6	194	96	98	20	13	4	100
		Column N %	85%	64%	100%	100%	98%	60%	50%	89%	79%	79%	69%	87%	100%	88%
	No	Count	51	9	0	0	2	2	6	25	25	26	9	2	0	13
		Column N %	15%	36%	0%	0%	2%	40%	50%	11%	21%	21%	31%	13%	0%	12%
	Total	Count	350	25	1	1	105	5	12	219	121	124	29	15	4	113

Average Length of Stay Tracking



Average Length of Stay Segmentation

		TOTAL	FAMILY/ FIT	GROUP TRVL	ENGLANG LESSON	HONEYMOO N	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q8	Mean	3.60	3.96	3.00	4.00	3.80	4.20	3.08	3.55	3.75	3.40	5.10	3.43	3.00	3.66
	Median	3	4	3	4	4	4	3	3	3	3	4	3	3	3

SECTION 2 **TRAVEL PLANNING**

Travel Motivation Segmentation

			TOTAL	FAMILY/FIT	GROUP TRVL	ENGLANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q7	Full package tour	Count	183	0	0	1	72	1	4	109	67	71	0	5	3	71
		Column N %	52%	0%	0%	100%	69%	20%	33%	50%	55%	57%	0%	33%	75%	62%
	Free-time package tour	Count	132	0	0	0	30	2	3	84	45	43	0	8	1	36
		Column N %	38%	0%	0%	0%	29%	40%	25%	38%	37%	34%	0%	53%	25%	32%
	Individually arranged travel (FIT)	Count	29	25	0	0	3	2	1	21	8	11	29	2	0	5
		Column N %	8%	100%	0%	0%	3%	40%	8%	10%	7%	9%	100%	13%	0%	4%
	Group tour	Count	1	0	1	0	0	0	0	1	0	0	0	0	0	1
		Column N %	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
	Company paid travel	Count	4	0	0	0	0	0	4	3	1	0	0	0	0	1
		Column N %	1%	0%	0%	0%	0%	0%	33%	1%	1%	0%	0%	0%	0%	1%
	Other	Count	2	0	0	0	0	0	0	2	0	0	0	0	0	0
		Column N %	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
	Total	Count	351	25	1	1	105	5	12	220	121	125	29	15	4	114

Travel Motivation Segmentation

		TOTAL	FAMILY/FIT	GROUP TRVL	ENGLANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	9%	28%	0%	0%	0%	0%	0%	6%	12%	16%	25%	13%	0%	7%
	Price	12%	16%	0%	0%	14%	0%	8%	13%	12%	10%	14%	27%	0%	13%
	Visit friends/ Relatives	3%	12%	0%	0%	0%	40%	0%	3%	2%	2%	14%	0%	0%	1%
	Recomm- friend/family/trvl agnt	22%	4%	0%	0%	18%	0%	0%	21%	23%	28%	4%	27%	25%	25%
	Scuba	3%	0%	100%	0%	4%	20%	0%	3%	2%	1%	0%	0%	0%	8%
	Water sports	11%	8%	0%	0%	9%	20%	8%	11%	10%	14%	7%	13%	0%	32%
	Short travel time	32%	52%	0%	0%	23%	20%	8%	34%	30%	42%	46%	53%	25%	31%
	Golf	1%	4%	0%	0%	0%	0%	0%	0%	1%	2%	4%	0%	0%	2%
	Relax	56%	60%	0%	0%	36%	60%	17%	50%	68%	73%	54%	67%	50%	54%
	Company/ Business Trip	1%	0%	0%	0%	0%	0%	8%	0%	2%	1%	0%	0%	0%	0%
	Company Sponsored	3%	4%	0%	0%	1%	0%	92%	3%	3%	0%	4%	0%	0%	4%
	Convention/ Trade/ Conference	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%
	Safe	30%	32%	0%	0%	17%	20%	0%	26%	36%	45%	29%	40%	25%	31%
	Natural beauty	40%	48%	0%	0%	25%	40%	0%	33%	52%	51%	43%	73%	50%	43%
	Shopping	21%	24%	0%	0%	13%	20%	25%	24%	17%	17%	21%	20%	0%	26%
	Career Cert/ Testing	2%	0%	0%	0%	0%	0%	0%	3%	0%	0%	7%	0%	0%	0%
	Married/ Attn wedding	1%	8%	0%	0%	1%	100%	0%	1%	2%	0%	7%	0%	0%	1%
	Honeymoon	30%	12%	0%	100%	100%	20%	8%	43%	10%	2%	11%	13%	0%	43%
	Pleasure	12%	4%	100%	0%	10%	20%	8%	10%	12%	14%	4%	13%	0%	17%
	Organized sports	2%	0%	0%	0%	3%	20%	0%	3%	1%	1%	0%	0%	0%	6%
	Other	1%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%	1%
Total Count		347	25	1	1	105	5	12	216	121	125	28	15	4	114

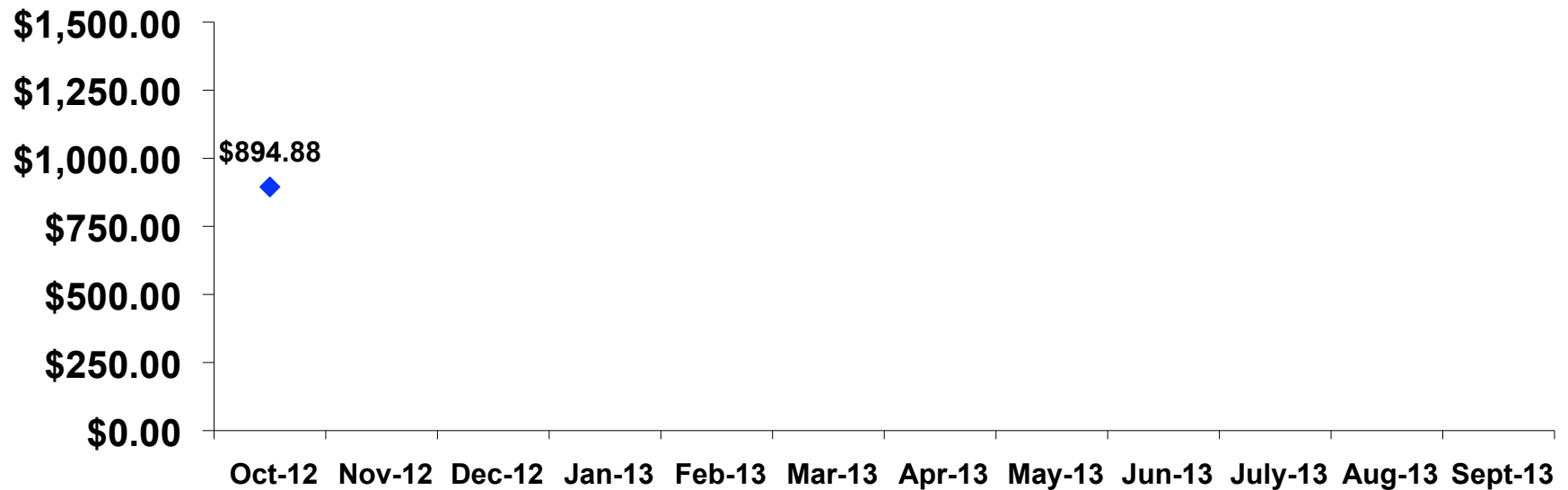
Information Sources Segmentation

		TOTAL	FAMILY/FIT	GROUP TRVL	ENGLANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q1	Internet	93%	100%	0%	100%	90%	80%	75%	92%	94%	95%	93%	100%	100%	96%
	Travel Agent Brochure	48%	24%	0%	100%	59%	60%	25%	45%	53%	47%	21%	60%	50%	57%
	Friend/ Relative	40%	44%	0%	100%	34%	80%	50%	40%	40%	42%	48%	27%	25%	37%
	Prior Trip	13%	28%	0%	0%	1%	20%	50%	9%	20%	21%	24%	13%	0%	11%
	Co-Worker/ Company Trvl Dept	12%	12%	100%	0%	13%	0%	33%	14%	11%	7%	14%	13%	0%	10%
	GVB Office	12%	20%	0%	0%	13%	0%	17%	14%	9%	7%	21%	20%	0%	12%
	Travel Guidebook- Bookstore	9%	12%	0%	0%	13%	0%	0%	8%	11%	6%	10%	13%	0%	10%
	TV	4%	4%	0%	0%	4%	0%	0%	3%	4%	4%	3%	0%	25%	4%
	Magazine (Consumer)	4%	4%	0%	0%	1%	0%	17%	3%	5%	2%	3%	0%	0%	4%
	Newspaper	2%	0%	0%	0%	3%	0%	0%	3%	0%	1%	0%	0%	25%	1%
	Consumer Trvl Show	2%	0%	0%	0%	1%	0%	0%	2%	1%	1%	3%	0%	0%	1%
	Travel Trade Show	1%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	2%
	GVB Promo	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	3%	0%	0%	0%
	Other	0%	0%	0%	0%	0%	20%	0%	0%	0%	0%	0%	0%	0%	0%
	Total Count	351	25	1	1	105	5	12	220	121	125	29	15	4	114

SECTION 3 **EXPENDITURES**

Prepaid Expenditures Tracking

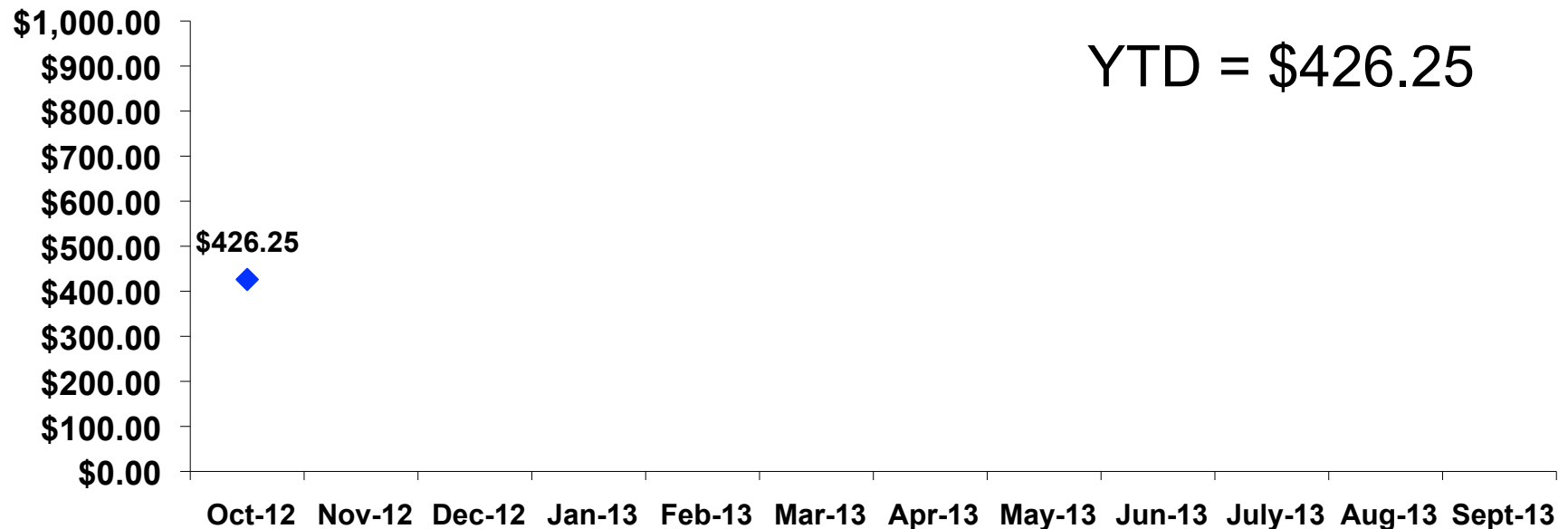
YTD=\$894.88



Prepaid Expenditures Per Person Segmentation

		TOTAL	FAMILY/FIT	GROUP TRVL	ENGLANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$894.88	\$749.06	\$0.00	\$0.00	\$1,118.79	\$1,515.33	\$289.77	\$908.17	\$862.33	\$818.87	\$708.85	\$1,351.49	\$1,075.19	\$951.84
	Median	\$915	\$686	\$0	\$0	\$1,281	\$1,354	\$0	\$915	\$915	\$839	\$686	\$1,220	\$1,190	\$915
	Minimum	\$0	\$0	\$0	\$0	\$0	\$915	\$0	\$0	\$0	\$0	\$0	\$617	\$549	\$0
	Maximum	\$3,889	\$3,020	\$0	\$0	\$2,928	\$3,020	\$1,601	\$3,477	\$3,889	\$1,944	\$3,020	\$3,889	\$1,373	\$2,379

On-Island Expenditures Tracking



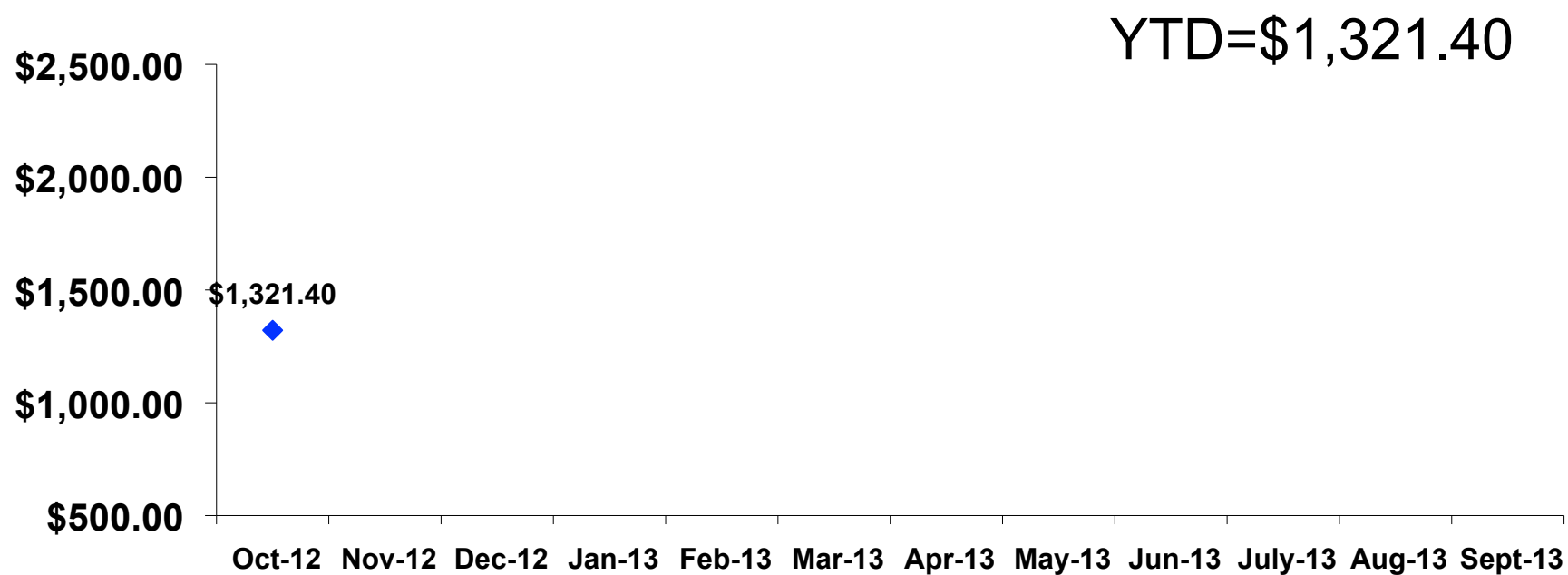
On-Island Expenditures Per Person Segmentation

		TOTAL	FAMILY/FIT	GROUP TRVL	ENGLANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$426.25	\$363.31	\$0.00	\$850.00	\$574.57	\$662.46	\$548.90	\$499.39	\$277.71	\$225.74	\$382.16	\$405.59	\$727.50	\$519.92
	Median	\$300	\$300	\$0	\$850	\$450	\$500	\$366	\$350	\$200	\$170	\$333	\$200	\$595	\$333
	Minimum	\$0	\$0	\$0	\$850	\$0	\$135	\$0	\$0	\$0	\$0	\$0	\$43	\$220	\$0
	Maximum	\$3,000	\$900	\$0	\$850	\$3,000	\$1,500	\$2,100	\$3,000	\$1,250	\$1,500	\$900	\$1,150	\$1,500	\$3,000

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	\$1,926.57	\$1,128.57	.	.	\$1,551.29	\$2,708.56	\$1,098.07	\$1,564.85	\$2,956.54	\$3,161.68	\$1,043.16	\$1,783.67	\$1,250.58	\$2,106.66
	Median	\$1,390	\$1,007	.	.	\$1,373	\$2,709	\$1,098	\$1,373	\$2,811	\$2,811	\$1,007	\$1,647	\$1,281	\$1,418
	Minimum	\$458	\$1,007	.	.	\$641	\$2,709	\$1,098	\$458	\$750	\$915	\$915	\$1,373	\$1,098	\$641
	Maximum	\$8,235	\$1,373	.	.	\$2,745	\$2,709	\$1,098	\$6,222	\$8,235	\$8,235	\$1,373	\$2,468	\$1,373	\$8,235
AIR/ HOTEL/ MEAL	Mean	\$2,791.38	\$2,646.34	.	.	\$2,429.72	\$5,490.33	\$3,202.69	\$2,393.52	\$3,178.32	\$3,248.66	\$2,646.34	\$4,115.00	\$5,490.33	\$2,786.02
	Median	\$2,562	\$2,709	.	.	\$2,288	\$5,490	\$3,203	\$2,288	\$2,745	\$2,928	\$2,709	\$3,660	\$5,490	\$2,562
	Minimum	\$0	\$1,281	.	.	\$750	\$2,745	\$3,203	\$750	\$0	\$0	\$1,281	\$1,437	\$5,490	\$970
	Maximum	\$17,844	\$3,752	.	.	\$4,758	\$8,235	\$3,203	\$7,320	\$8,235	\$7,778	\$3,752	\$7,778	\$5,490	\$7,320
AIR ONLY	Mean	\$1,167.84	\$1,153.80	.	.	\$915.06	\$2,241.89	\$109.81	\$1,061.46	\$1,486.97	\$1,174.32	\$1,153.80	\$137.26	.	\$1,143.82
	Median	\$1,075	\$1,052	.	.	\$915	\$2,242	\$110	\$1,007	\$1,418	\$1,212	\$1,052	\$137	.	\$1,144
	Minimum	\$110	\$110	.	.	\$732	\$2,013	\$110	\$110	\$641	\$137	\$110	\$137	.	\$915
	Maximum	\$2,471	\$2,471	.	.	\$1,098	\$2,471	\$110	\$2,059	\$2,471	\$2,059	\$2,471	\$137	.	\$1,373
HOTEL ONLY	Mean
	Median
	Minimum
	Maximum
HOTEL & MEAL	Mean	\$1,207.87	\$1,129.44	.	.	\$823.55	\$1,006.56	.	\$901.84	\$2,125.98	\$1,531.19	\$1,129.44	\$704.59	.	\$777.80
	Median	\$915	\$915	.	.	\$915	\$1,007	.	\$915	\$2,471	\$1,084	\$915	\$705	.	\$778
	Minimum	\$458	\$641	.	.	\$458	\$1,007	.	\$458	\$705	\$641	\$641	\$705	.	\$641
	Maximum	\$3,203	\$2,471	.	.	\$1,098	\$1,007	.	\$1,464	\$3,203	\$3,203	\$2,471	\$705	.	\$915
F&B HOTEL	Mean
	Median
	Minimum
	Maximum
TRANS- KOREA	Mean	\$106.15	\$274.52	.	.	\$109.81	\$274.52	.	\$71.68	\$157.85	\$41.18	\$274.52	.	.	\$61.77
	Median	\$92	\$275	.	.	\$110	\$275	.	\$92	\$158	\$41	\$275	.	.	\$62
	Minimum	\$14	\$275	.	.	\$110	\$275	.	\$14	\$41	\$41	\$275	.	.	\$14
	Maximum	\$275	\$275	.	.	\$110	\$275	.	\$110	\$275	\$41	\$275	.	.	\$110
TRANS- GUAM	Mean	\$247.06	\$247.06	\$247.06	.	\$247.06	\$247.06	.	.	\$247.06
	Median	\$247	\$247	\$247	.	\$247	\$247	.	.	\$247
	Minimum	\$247	\$247	\$247	.	\$247	\$247	.	.	\$247
	Maximum	\$247	\$247	\$247	.	\$247	\$247	.	.	\$247
OPT TOURS	Mean	\$208.18	\$54.90	.	.	\$137.26	.	.	\$137.26	\$231.81	\$301.97	\$54.90	.	.	.
	Median	\$114	\$55	.	.	\$137	.	.	\$137	\$92	\$302	\$55	.	.	.
	Minimum	\$55	\$55	.	.	\$137	.	.	\$137	\$55	\$55	\$55	.	.	.
	Maximum	\$549	\$55	.	.	\$137	.	.	\$137	\$549	\$549	\$55	.	.	.
OTHER	Mean	\$458.58	\$228.76	.	.	\$791.25	.	\$183.01	\$444.12	\$516.40	\$638.40	\$228.76	.	.	\$895.95
	Median	\$183	\$229	.	.	\$275	.	\$183	\$229	\$183	\$458	\$229	.	.	\$866
	Minimum	\$1	\$183	.	.	\$92	.	\$92	\$1	\$92	\$183	\$183	.	.	\$275
	Maximum	\$1,830	\$275	.	.	\$1,830	.	\$275	\$1,830	\$1,275	\$1,275	\$275	.	.	\$1,577
TOTAL	Mean	\$2,128.83	\$1,606.11	\$0.00	\$0.00	\$1,891.26	\$3,890.82	\$480.40	\$1,744.21	\$2,688.64	\$2,950.48	\$1,447.68	\$3,336.11	\$2,310.51	\$2,307.25
	Median	\$1,912	\$1,373	\$0	\$0	\$1,830	\$2,745	\$0	\$1,556	\$2,745	\$2,811	\$1,281	\$2,468	\$1,327	\$2,274
	Minimum	\$0	\$0	\$0	\$0	\$0	\$2,709	\$0	\$0	\$0	\$0	\$0	\$1,373	\$1,098	\$0
	Maximum	\$17,844	\$3,752	\$0	\$0	\$4,758	\$8,235	\$3,203	\$7,778	\$8,235	\$8,235	\$3,752	\$7,778	\$5,490	\$8,235

Total Expenditures Tracking



Total Expenditures Per Person

Segmentation

		TOTAL	FAMILY/FIT	GROUP TRVL	ENGLANG LESSON	HONEYMOO N	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$1,321.40	\$1,112.37	\$0.00	\$850.00	\$1,695.71	\$2,177.79	\$838.66	\$1,408.33	\$1,140.04	\$1,044.61	\$1,091.01	\$1,757.08	\$1,802.69	\$1,473.44
	Median	\$1,188	\$1,172	\$0	\$850	\$1,660	\$1,815	\$611	\$1,324	\$1,124	\$1,015	\$1,172	\$1,745	\$1,680	\$1,277
	Minimum	\$0	\$0	\$0	\$850	\$0	\$1,193	\$0	\$0	\$0	\$0	\$0	\$738	\$979	\$0
	Maximum	\$4,830	\$3,520	\$0	\$850	\$4,830	\$3,520	\$2,100	\$4,830	\$4,089	\$2,873	\$3,520	\$4,089	\$2,873	\$4,830

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 ($p \leq .05$) drivers and the percentage of the dependent variables accounted for by each significant predictor and by all of them combined.

Drivers of Overall Satisfaction, October 2012	
Drivers:	rank
Quality & Cleanliness of beaches & parks	3
Ease of getting around	
Safety walking around at night	
Quality of daytime tours	5
Variety of daytime tours	
Quality of nighttime tours	
Variety of nighttime tours	
Quality of shopping	
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	
Quality of landscape in Guam	2
Quality of ground handler	
Quality/cleanliness of transportation vehicles	4
% of Per Person On Island Expenditures Accounted For	50.4%

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by five significant factors in the October 2012 Period. By rank order they are:
 - **Quality of hotel accommodations,**
 - **Quality of landscape in Guam,**
 - **Quality & cleanliness of beaches & parks,**
 - **Quality/cleanliness of transportation vehicles, and**
 - **Quality of daytime tours.**
- With all five factors the overall r^2 is .504 meaning that **50.4% of overall satisfaction is accounted for by these five factors.**

Drivers of Per Person On Island Expenditures, Oct 2012	
Drivers:	rank
Quality & Cleanliness of beaches & parks	
Ease of getting around	
Safety walking around at night	
Quality of daytime tours	
Variety of daytime tours	
Quality of nighttime tours	
Variety of nighttime tours	
Quality of shopping	
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	0.0%

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 October 2012 Period.