



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2014 Market Segmentation

OCTOBER 2013



Prepared by: QMark Research

Information contained herein is the property of the Guam Visitors Bureau.

The use of this information, in part or in whole, shall require written permission from the Guam Visitors Bureau.

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 +/- 5.22 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

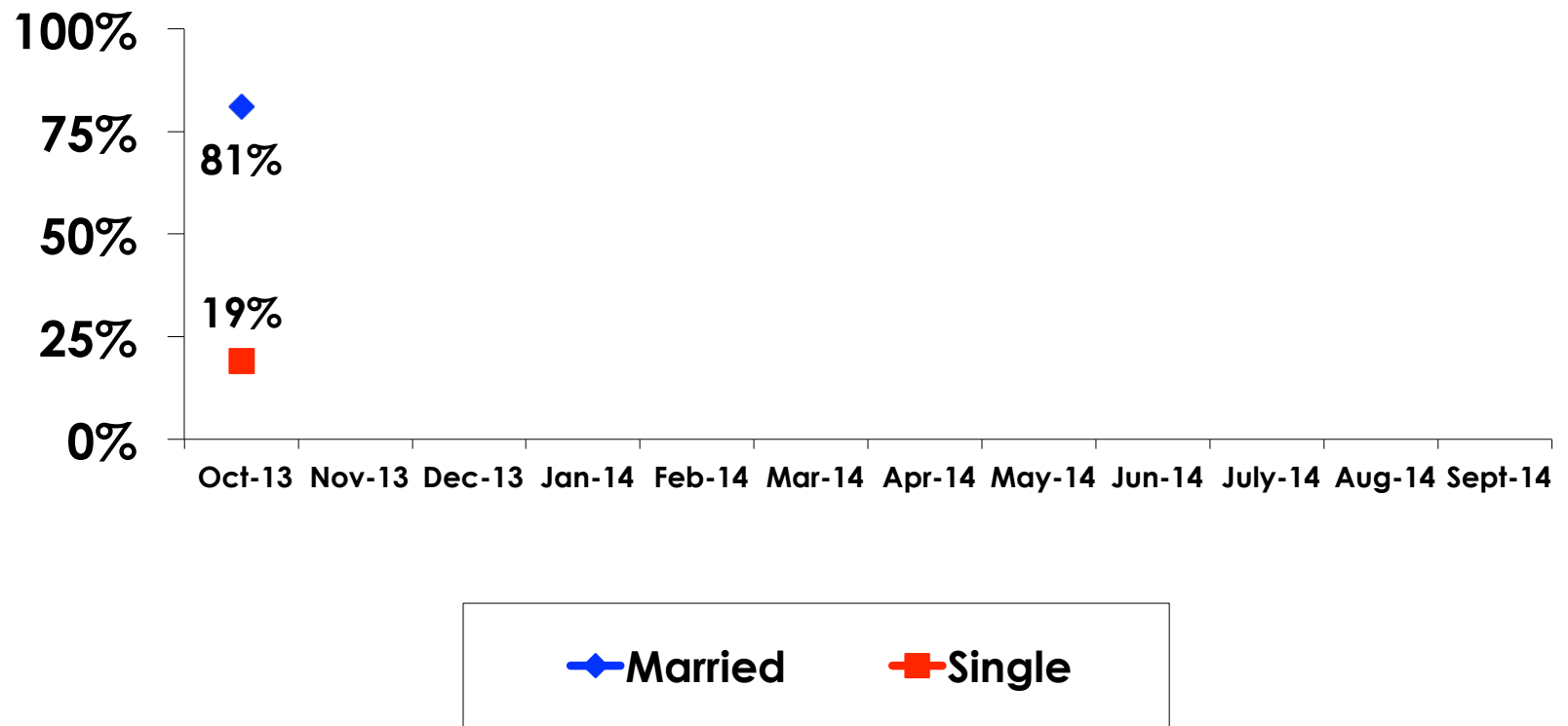
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Travel– Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors – Q.F
- Sports comp/spectator – Q.5/Q.19

Highlighted Segments

	Oct 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%											
Group	1%											
Eng Language	1%											
Honeymoon	28%											
Wedding	2%											
Incentive	2%											
18-35	69%											
36-55	28%											
Child	27%											
FIT	15%											
Golden Miss	5%											
Senior	1%											
Sport	31%											
TOTAL	350											

SECTION 1 **PROFILE OF RESPONDENTS**

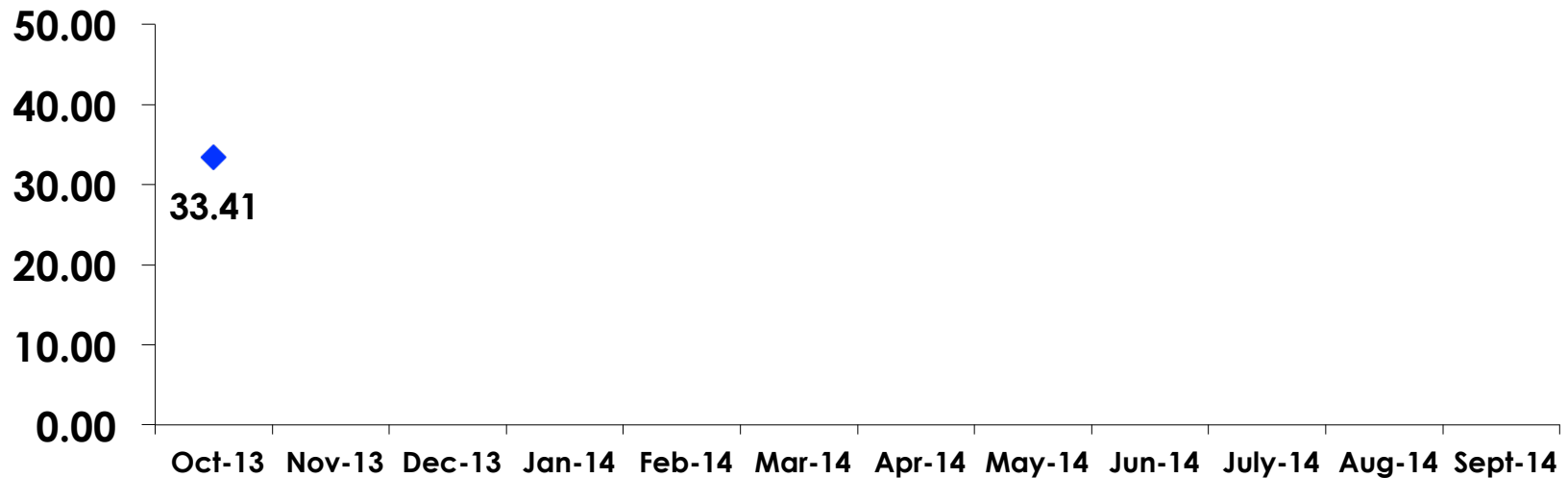
Marital Status Tracking



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	283	31	3	4	94	7	3	180	94	91	33	13	2	83
		Column N %	81%	94%	75%	100%	97%	100%	43%	75%	96%	97%	65%	76%	100%	77%
	Single	Count	65	2	1	0	3	0	4	61	4	3	18	4	0	25
		Column N %	19%	6%	25%	0%	3%	0%	57%	25%	4%	3%	35%	24%	0%	23%
	Total	Count	348	33	4	4	97	7	7	241	98	94	51	17	2	108

Average Age Tracking



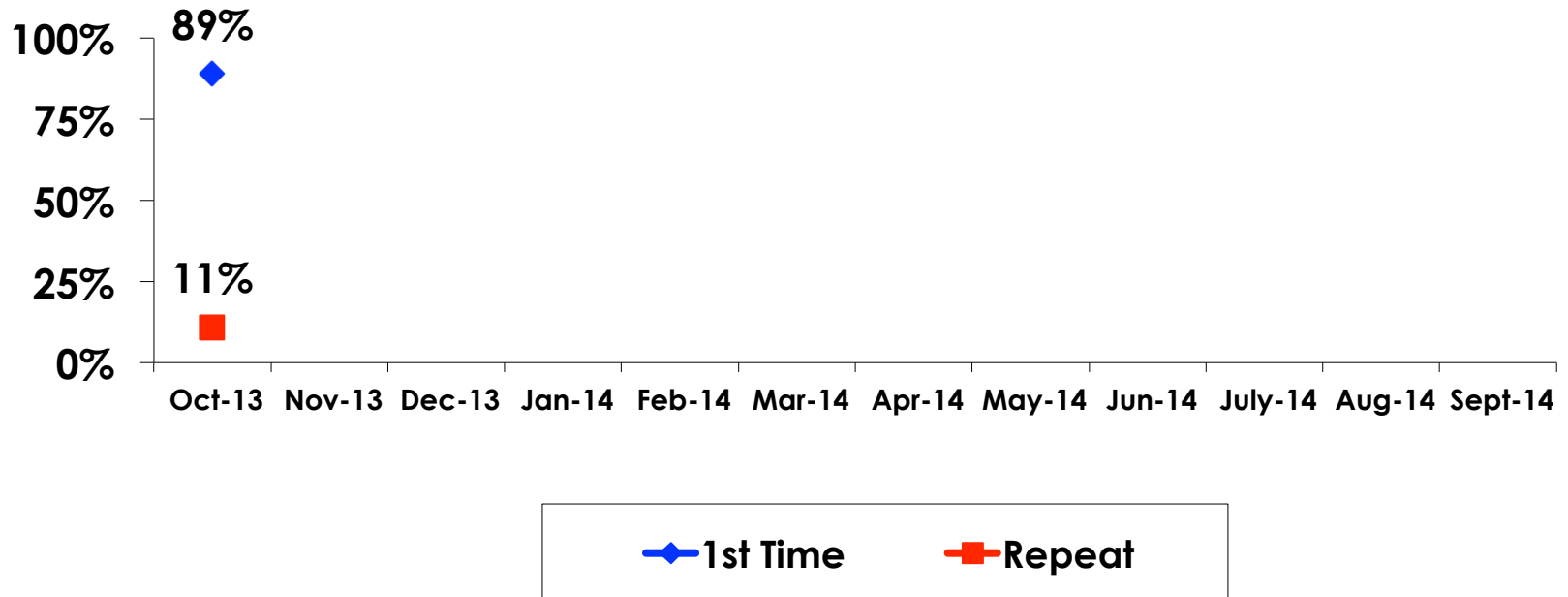
Age Segmentation

			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	18	1	1	0	8	0	0	18	0	2	2	0	0	9
		Column N %	5%	3%	25%	0%	8%	0%	0%	7%	0%	2%	4%	0%	0%	8%
	25-34	Count	205	20	1	2	77	5	6	205	0	29	36	10	0	54
		Column N %	59%	61%	25%	50%	80%	71%	86%	85%	0%	31%	71%	59%	0%	50%
	35-49	Count	111	9	2	2	11	2	0	19	92	58	10	7	0	43
		Column N %	32%	27%	50%	50%	11%	29%	0%	8%	94%	62%	20%	41%	0%	40%
	50+	Count	12	3	0	0	0	0	1	0	6	5	3	0	2	2
		Column N %	3%	9%	0%	0%	0%	0%	14%	0%	6%	5%	6%	0%	100%	2%
	Total	Count	346	33	4	4	96	7	7	242	98	94	51	17	2	108
	Mean		33.41	34.82	31.75	35.25	29.61	32.00	32.43	29.77	40.80	37.63	32.73	34.59	63.50	33.19
	Median		32	32	31	34	30	31	29	30	40	38	30	32	64	32

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	8	1	0	0	1	0	1	4	3	2	1	0	1	0
		Column N %	3%	3%	0%	0%	1%	0%	17%	2%	3%	2%	2%	0%	100%	0%
	KW12.0M-KW24.0M	Count	24	1	0	0	13	0	0	20	4	2	2	0	0	5
		Column N %	8%	3%	0%	0%	15%	0%	0%	9%	4%	2%	4%	0%	0%	5%
	KW24.0M-KW36.0M	Count	64	2	0	0	29	1	3	53	10	11	8	4	0	27
		Column N %	20%	6%	0%	0%	33%	17%	50%	24%	11%	12%	17%	24%	0%	27%
	KW36.0M-KW48.0M	Count	59	7	0	1	19	2	0	47	11	14	11	3	0	16
		Column N %	19%	23%	0%	25%	21%	33%	0%	22%	12%	16%	24%	18%	0%	16%
	KW48.0M-KW60.0M	Count	56	6	0	2	14	1	1	35	20	15	7	5	0	25
		Column N %	18%	19%	0%	50%	16%	17%	17%	16%	22%	17%	15%	29%	0%	25%
	KW60.0M-KW72.0M	Count	35	5	2	0	6	2	0	21	14	15	6	1	0	14
		Column N %	11%	16%	100%	0%	7%	33%	0%	10%	15%	17%	13%	6%	0%	14%
	KW72.0M+	Count	56	9	0	0	4	0	1	27	28	27	10	4	0	12
		Column N %	18%	29%	0%	0%	4%	0%	17%	12%	30%	30%	22%	24%	0%	12%
	No Income	Count	15	0	0	1	3	0	0	11	3	3	1	0	0	1
		Column N %	5%	0%	0%	25%	3%	0%	0%	5%	3%	3%	2%	0%	0%	1%
Total	Count	317	31	2	4	89	6	6	218	93	89	46	17	1	100	

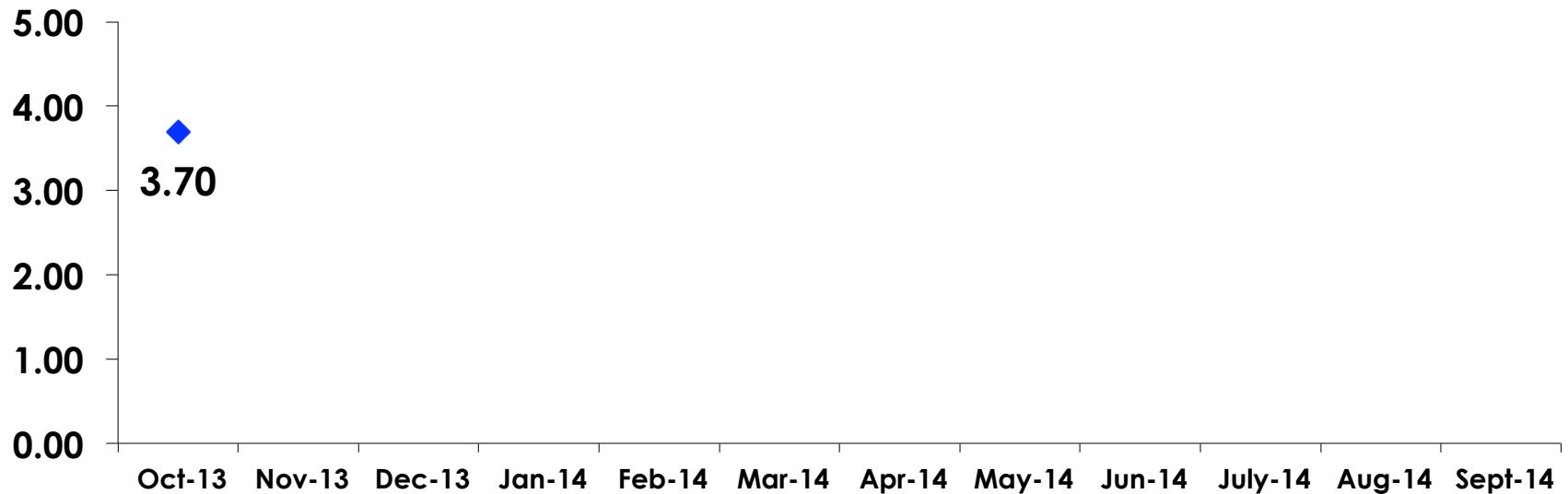
Prior Trips to Guam Tracking



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	311	27	4	3	97	7	6	225	77	81	43	15	1	98
		Column N %	89%	82%	100%	75%	100%	100%	86%	93%	79%	84%	84%	88%	50%	90%
	No	Count	39	6	0	1	0	0	1	17	21	15	8	2	1	11
		Column N %	11%	18%	0%	25%	0%	0%	14%	7%	21%	16%	16%	12%	50%	10%
	Total	Count	350	33	4	4	97	7	7	242	98	96	51	17	2	109

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	3.70	3.94	4.00	3.50	4.03	5.29	3.14	3.77	3.56	3.64	3.80	3.76	4.00	3.87
	Median	4	4	4	3	4	5	3	4	3	3	4	4	4	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	157	0	0	3	62	3	3	102	50	48	0	6	0	53
		Column N %	45%	0%	0%	75%	64%	43%	43%	43%	51%	51%	0%	35%	0%	50%
	Free-time package tour	Count	130	0	0	1	31	3	3	91	37	35	0	7	1	35
		Column N %	38%	0%	0%	25%	32%	43%	43%	38%	38%	37%	0%	41%	50%	33%
	Individually arranged travel (FIT)	Count	51	33	0	0	3	1	0	41	8	11	51	4	1	16
		Column N %	15%	100%	0%	0%	3%	14%	0%	17%	8%	12%	100%	24%	50%	15%
	Group tour	Count	4	0	4	0	0	0	0	2	2	1	0	0	0	2
		Column N %	1%	0%	100%	0%	0%	0%	0%	1%	2%	1%	0%	0%	0%	2%
	Company paid travel	Count	1	0	0	0	0	0	1	1	0	0	0	0	0	0
		Column N %	0%	0%	0%	0%	0%	0%	14%	0%	0%	0%	0%	0%	0%	0%
	Other	Count	3	0	0	0	1	0	0	2	1	0	0	0	0	1
		Column N %	1%	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	1%
	Total	Count	346	33	4	4	97	7	7	239	98	95	51	17	2	107

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%	15%	0%	0%	0%	0%	0%	6%	16%	11%	12%	6%	0%	8%
Price	9%	12%	33%	50%	11%	14%	14%	10%	9%	5%	10%	24%	0%	12%
Visit friends/ Relatives	3%	6%	33%	0%	0%	14%	0%	3%	5%	4%	4%	0%	0%	6%
Recomm- friend/family/trvl agnt	21%	9%	33%	25%	14%	14%	0%	18%	26%	29%	14%	12%	0%	19%
Scuba	4%	6%	0%	25%	2%	14%	0%	6%	1%	1%	8%	6%	0%	14%
Water sports	10%	3%	0%	0%	7%	14%	14%	8%	13%	14%	6%	6%	0%	31%
Short travel time	28%	45%	0%	50%	23%	14%	0%	28%	27%	30%	45%	35%	50%	23%
Golf	1%	0%	33%	25%	0%	0%	0%	0%	1%	1%	0%	0%	0%	2%
Relax	53%	58%	33%	50%	40%	29%	29%	54%	52%	57%	63%	47%	0%	58%
Company/ Business Trip	1%	0%	0%	0%	0%	0%	14%	1%	3%	1%	2%	12%	0%	1%
Company Sponsored	2%	0%	0%	0%	0%	0%	86%	2%	1%	0%	0%	0%	0%	1%
Safe	26%	21%	33%	25%	18%	29%	14%	23%	36%	39%	24%	18%	0%	26%
Natural beauty	42%	45%	33%	50%	21%	14%	57%	42%	44%	46%	53%	18%	50%	44%
Shopping	27%	24%	0%	25%	26%	29%	0%	30%	21%	21%	27%	24%	0%	29%
Career Cert/ Testing	1%	0%	0%	0%	0%	0%	0%	1%	1%	0%	2%	0%	0%	0%
Married/ Attn wedding	2%	3%	0%	0%	3%	100%	0%	3%	1%	1%	2%	6%	0%	3%
Honeymoon	28%	9%	0%	25%	100%	43%	0%	38%	6%	4%	6%	12%	0%	26%
Pleasure	9%	3%	67%	0%	3%	0%	14%	8%	12%	8%	4%	6%	0%	12%
Organized sports	2%	0%	33%	0%	1%	0%	0%	2%	3%	3%	0%	0%	0%	7%
Other	3%	9%	0%	0%	0%	0%	0%	3%	3%	6%	8%	12%	0%	1%
Total Count	348	33	3	4	97	7	7	240	98	96	51	17	2	109

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	92%	94%	100%	100%	95%	57%	100%	95%	87%	93%	96%	94%	100%	89%
	Travel Agent Brochure	44%	12%	50%	50%	57%	57%	14%	44%	45%	42%	14%	35%	0%	46%
	Friend/ Relative	38%	36%	50%	50%	38%	29%	29%	37%	38%	41%	31%	18%	0%	36%
	Travel Guidebook-Bookstore	14%	21%	0%	0%	20%	71%	14%	16%	7%	9%	18%	18%	50%	13%
	Prior Trip	9%	12%	0%	25%	0%	0%	14%	6%	19%	15%	10%	12%	0%	10%
	Co-Worker/ Company Trvl Dept	9%	12%	0%	25%	8%	0%	14%	9%	11%	11%	12%	24%	0%	8%
	GVB Office	7%	3%	0%	25%	4%	14%	0%	7%	7%	7%	12%	18%	0%	11%
	TV	6%	3%	0%	25%	2%	0%	0%	5%	9%	9%	2%	0%	0%	5%
	Magazine (Consumer)	3%	0%	0%	50%	2%	0%	14%	4%	2%	2%	0%	0%	0%	3%
	Consumer Trvl Show	2%	0%	0%	50%	4%	0%	0%	2%	2%	0%	0%	0%	0%	4%
	Newspaper	1%	0%	0%	25%	1%	14%	0%	2%	1%	1%	0%	0%	0%	2%
	Travel Trade Show	1%	0%	0%	0%	2%	0%	0%	1%	1%	0%	0%	6%	0%	2%
	GVB Promo	1%	0%	0%	0%	2%	0%	0%	0%	2%	1%	0%	0%	0%	1%
	Other	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%
	Theater Ad	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%
	Radio	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
	Total Count	350	33	4	4	97	7	7	242	98	96	51	17	2	109

SECTION 3 **EXPENDITURES**

Prepaid Expenditures Tracking

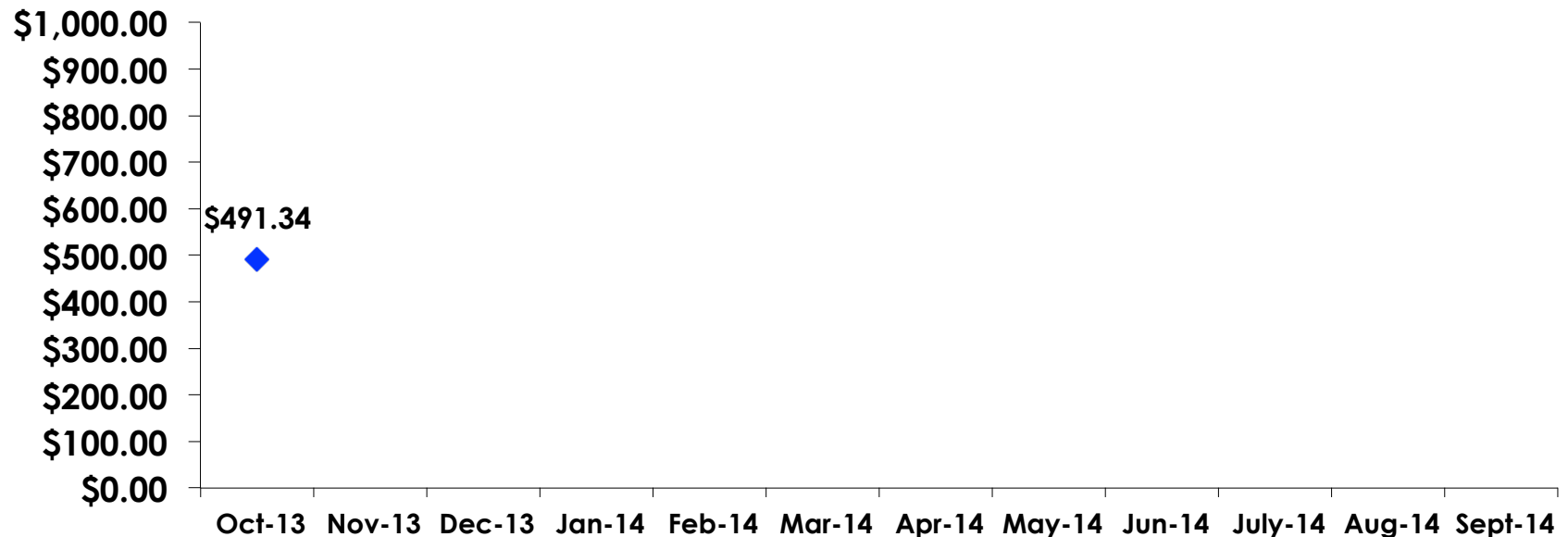


YTD=\$943.60

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	\$943.60	\$646.36	\$236.21	\$1,005.06	\$1,278.33	\$1,754.01	\$802.59	\$969.01	\$879.87	\$739.12	\$640.73	\$1,021.30	\$1,251.90	\$1,072.43
	Median	\$945	\$630	\$0	\$1,006	\$1,417	\$1,653	\$945	\$945	\$945	\$814	\$661	\$1,039	\$1,252	\$986
	Minimum	\$0	\$0	\$0	\$865	\$0	\$472	\$0	\$0	\$0	\$0	\$0	\$0	\$945	\$0
	Maximum	\$4,762	\$2,126	\$945	\$1,143	\$4,762	\$3,212	\$1,890	\$4,762	\$2,173	\$1,890	\$2,126	\$3,212	\$1,559	\$4,762

On-Island Expenditures Per Person Per Stay Tracking



YTD = \$491.34

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	\$491.34	\$667.40	\$82.50	\$885.00	\$662.71	\$825.64	\$392.57	\$531.99	\$423.92	\$268.05	\$692.67	\$577.54	\$0.00	\$501.87
	Median	\$332	\$333	\$35	\$770	\$500	\$900	\$250	\$375	\$300	\$153	\$400	\$500	\$0	\$348
	Minimum	\$0	\$0	\$0	\$0	\$0	\$480	\$200	\$0	\$0	\$0	\$0	\$46	\$0	\$0
	Maximum	\$4,000	\$4,000	\$260	\$2,000	\$4,000	\$1,500	\$700	\$4,000	\$2,500	\$2,000	\$4,000	\$1,500	\$0	\$4,000

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	\$1,868.89	\$1,761.17	\$944.83	\$1,143.25	\$1,672.35	\$1,181.04	\$1,889.66	\$1,754.89	\$2,013.70	\$2,349.19	\$1,507.53	.	\$3,779.33	\$1,567.48
	Median	\$1,403	\$1,323	\$945	\$1,143	\$1,441	\$1,181	\$1,890	\$1,379	\$1,890	\$2,457	\$1,323	.	\$3,779	\$1,417
	Minimum	\$661	\$1,134	\$945	\$1,143	\$1,134	\$945	\$1,890	\$661	\$900	\$756	\$661	.	\$3,779	\$900
	Maximum	\$8,503	\$3,231	\$945	\$1,143	\$2,834	\$1,417	\$1,890	\$8,503	\$3,779	\$3,562	\$3,231	.	\$3,779	\$3,175
AIR/ HOTEL/ MEAL	Mean	\$2,663.79	\$2,680.62	.	\$2,423.49	\$2,532.53	\$2,896.85	\$2,645.53	\$2,535.73	\$2,996.81	\$3,487.77	\$2,504.85	\$2,755.76	\$1,558.97	\$2,738.82
	Median	\$2,527	\$1,890	.	\$2,423	\$2,806	\$3,307	\$1,890	\$2,457	\$2,882	\$3,307	\$1,890	\$2,646	\$1,559	\$2,475
	Minimum	\$283	\$1,417	.	\$1,729	\$283	\$1,417	\$1,323	\$283	\$945	\$1,417	\$1,417	\$1,417	\$1,559	\$283
	Maximum	\$9,691	\$5,669	.	\$3,118	\$4,346	\$4,195	\$4,724	\$5,669	\$9,691	\$9,691	\$5,669	\$4,630	\$1,559	\$9,691
AIR ONLY	Mean	\$859.92	\$1,063.22	.	\$1,568.42	\$738.39	.	.	\$766.71	\$1,127.89	\$1,219.78	\$859.41	\$1,700.70	.	\$859.62
	Median	\$850	\$945	.	\$1,568	\$738	.	.	\$756	\$1,039	\$1,427	\$756	\$1,701	.	\$850
	Minimum	\$189	\$227	.	\$1,568	\$626	.	.	\$189	\$661	\$227	\$227	\$1,701	.	\$331
	Maximum	\$1,701	\$1,701	.	\$1,568	\$850	.	.	\$1,701	\$1,606	\$1,701	\$1,701	\$1,701	.	\$1,568
HOTEL ONLY	Mean	\$629.44	\$957.43	.	.	\$661.38	.	.	\$604.69	\$708.62	\$916.49	\$717.21	\$1,511.73	.	\$616.84
	Median	\$567	\$865	.	.	\$661	.	.	\$520	\$756	\$945	\$661	\$1,512	.	\$567
	Minimum	\$189	\$661	.	.	\$425	.	.	\$189	\$283	\$283	\$274	\$1,512	.	\$283
	Maximum	\$1,512	\$1,512	.	.	\$898	.	.	\$1,512	\$1,134	\$1,512	\$1,512	\$1,512	.	\$945
HOTEL & MEAL	Mean	\$798.62	\$1,322.76	.	\$283.45	\$1,322.76	.	.	\$633.35	\$1,294.42	\$1,308.59	\$1,322.76	.	.	\$288.65
	Median	\$794	\$1,323	.	\$283	.	.	.	\$294	\$1,294	\$1,309	\$1,323	.	.	\$289
	Minimum	\$283	\$1,323	.	\$283	.	.	.	\$283	\$1,294	\$1,294	\$1,323	.	.	\$283
	Maximum	\$1,323	\$1,323	.	\$283	.	.	.	\$1,323	\$1,294	\$1,323	\$1,323	.	.	\$294
F&B HOTEL	Mean	\$157.47	\$283.45	.	.	\$60.47	.	.	\$163.77	\$144.87	\$330.69	\$283.45	.	.	\$85.03
	Median	\$76	\$283	.	.	\$57	.	.	\$76	\$76	\$331	\$283	.	.	\$85
	Minimum	\$38	\$283	.	.	\$38	.	.	\$38	\$76	\$283	\$283	.	.	\$76
	Maximum	\$378	\$283	.	.	\$94	.	.	\$378	\$283	\$378	\$283	.	.	\$94
TRANS- KOREA	Mean	\$62.25	\$51.97	.	\$94.48	\$129.13	.	\$30.23	\$61.01	\$66.14	\$52.91	\$27.15	\$94.48	.	\$62.60
	Median	\$47	\$52	.	\$94	\$118	.	\$30	\$38	\$47	\$47	\$9	\$94	.	\$47
	Minimum	\$3	\$9	.	\$94	\$57	.	\$30	\$3	\$9	\$28	\$3	\$94	.	\$28
	Maximum	\$283	\$94	.	\$94	\$283	.	\$30	\$283	\$142	\$94	\$94	\$94	.	\$113
TRANS- GUAM	Mean	\$132.48	\$132.28	.	.	\$85.03	\$94.48	\$139.55	\$141.11	\$109.84	\$143.07	\$274.95	\$94.48	.	\$239.72
	Median	\$94	\$132	.	.	\$64	\$94	\$140	\$94	\$85	\$113	\$113	\$94	.	\$189
	Minimum	\$6	\$76	.	.	\$23	\$94	\$90	\$6	\$28	\$28	\$52	\$94	.	\$25
	Maximum	\$945	\$189	.	.	\$189	\$94	\$189	\$945	\$312	\$312	\$945	\$94	.	\$945
OPT TOURS	Mean	\$292.11	\$122.83	.	.	\$451.63	\$94.48	\$314.16	\$320.98	\$248.81	\$214.95	\$415.73	\$165.35	.	\$405.49
	Median	\$189	\$123	.	.	\$378	\$94	\$314	\$189	\$194	\$203	\$321	\$165	.	\$283
	Minimum	\$47	\$76	.	.	\$94	\$94	\$61	\$61	\$47	\$47	\$76	\$94	.	\$123
	Maximum	\$945	\$170	.	.	\$945	\$94	\$567	\$945	\$775	\$472	\$945	.	.	\$945
OTHER	Mean	\$444.21	\$290.54	.	.	\$391.10	\$736.97	.	\$524.56	\$315.64	\$489.68	\$260.03	\$667.68	.	\$544.43
	Median	\$94	\$269	.	.	\$283	\$737	.	\$283	\$94	\$142	\$243	\$567	.	\$94
	Minimum	\$6	\$57	.	.	\$9	\$57	.	\$6	\$9	\$10	\$6	\$19	.	\$19
	Maximum	\$2,834	\$567	.	.	\$1,323	\$1,417	.	\$1,890	\$2,834	\$2,834	\$567	\$1,417	.	\$2,834
TOTAL	Mean	\$1,962.06	\$1,459.99	\$236.21	\$1,984.15	\$2,205.32	\$2,644.18	\$1,537.70	\$1,871.87	\$2,229.39	\$2,563.43	\$1,273.54	\$2,282.60	\$2,669.15	\$2,126.69
	Median	\$1,890	\$1,464	\$0	\$1,838	\$2,457	\$3,212	\$1,323	\$1,890	\$1,890	\$2,834	\$1,134	\$2,457	\$2,669	\$1,890
	Minimum	\$0	\$0	\$0	\$1,143	\$0	\$945	\$0	\$0	\$0	\$0	\$0	\$0	\$1,559	\$0
	Maximum	\$9,691	\$5,669	\$945	\$3,118	\$4,762	\$4,252	\$5,480	\$8,503	\$9,691	\$9,691	\$5,669	\$4,649	\$3,779	\$9,691

Total Expenditures Tracking



YTD=\$1,434.94

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	\$1,434.94	\$1,313.76	\$318.71	\$1,890.06	\$1,941.04	\$2,579.65	\$1,195.17	\$1,501.00	\$1,303.79	\$1,007.16	\$1,333.40	\$1,598.84	\$1,251.90	\$1,574.30
	Median	\$1,314	\$1,064	\$35	\$1,756	\$1,929	\$2,317	\$1,195	\$1,445	\$1,197	\$1,018	\$1,161	\$1,500	\$1,252	\$1,462
	Minimum	\$0	\$0	\$0	\$905	\$0	\$972	\$250	\$0	\$0	\$0	\$0	\$650	\$945	\$0
	Maximum	\$4,779	\$4,762	\$1,205	\$3,143	\$4,779	\$4,212	\$2,590	\$4,779	\$3,373	\$3,890	\$4,762	\$4,212	\$1,559	\$4,779

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 2013	
Drivers:	rank
Quality & Cleanliness of beaches & parks	
Ease of getting around	
Safety walking around at night	
Quality of daytime tours	
Variety of daytime tours	2
Quality of nighttime tours	
Variety of nighttime tours	
Quality of shopping	
Variety of shopping	
Price of things on Guam	
Quality of hotel accommodations	4
Quality/cleanliness of air, sky	3
Quality/cleanliness of parks	
Quality of landscape in Tumon	
Quality of landscape in Guam	5
Quality of ground handler	
Quality/cleanliness of transportation vehicles	1
% of Overall Satisfaction Accounted For	48.6%
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 October 2013 Period. By rank order they are:
 - **Quality/cleanliness of transportation vehicles,**
 - **Variety of day time tours,**
 - **Quality/cleanliness of air, sky,**
 - **Quality of hotel accommodations, and**
 - **Quality of landscape in Guam.**
- With all five factors the overall r^2 is .486 meaning that **48.6% of overall satisfaction is accounted for by these factors.**

Drivers of Per Person On Island Expenditures, Oct 2013	
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	1
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	2.3%
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 October 2013 Period. It is:
 - **Variety of night time tours.**
- With this factor the overall r^2 is .023 meaning that **2.3% of per person on island expenditures is accounted for by this factor.**