GUAM VISITORS BUREAU
Korean Visitor Tracker Exit Profile
FY2013 Market Segmentation
SEPTEMBER 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 **352** 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 **352** 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

4

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%	5%	4%	5%	6%	4%	7%	5%	9%	8%	7%
Group	0%	-	-	1%	0%	0%	-	1%	-	-	1%	0%
Eng Language	0%	-	-	1%	0%	0%	1%	-	-	-	5%	0%
Honeymoon	30%	20%	11%	8%	12%	23%	18%	14%	8%	2%	12%	25%
Wedding	1%	1%	0%	-	1%	0%	1%	-	0%	0%	0%	2%
Incentive	3%	3%	2%	9%	2%	8%	2%	8%	5%	1%	2%	4%
18-35	63%	66%	47%	49%	52%	69%	69%	59%	52%	66%	62%	66%
36-55	35%	31%	47%	47%	43%	26%	26%	37%	41%	31%	36%	31%
Child	36%	33%	48%	45%	44%	37%	40%	41%	49%	37%	37%	35%
FIT	8%	8%	7%	5%	7%	8%	6%	9%	7%	11%	11%	8%
Golden Miss	4%	4%	5%	4%	3%	5%	5%	5%	2%	3%	3%	6%
Senior	1%	1%	1%	1%	1%	2%	2%	0%	2%	1%	1%	1%
Sport	33%	30%	33%	28%	24%	23%	23%	25%	29%	27%	30%	30%
TOTAL	351	351	350	350	351	351	350	350	350	351	350	352

SECTION 1
PROFILE OF RESPONDENTS

Marital Status Tracking
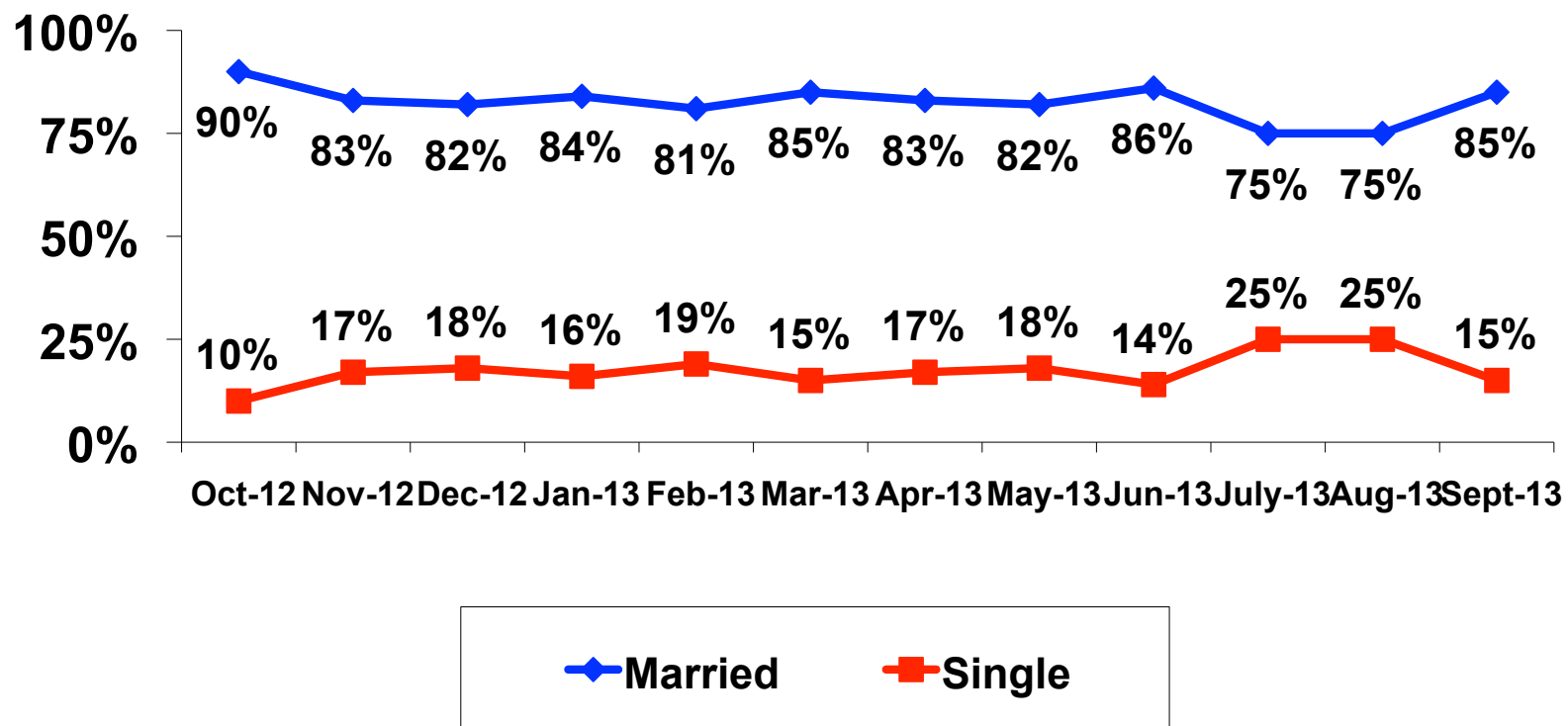
Marital Status Segmentation

QE			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	300	22	1	1	87	7	8	188	103	120	22	18	2	87
		Column N %	85%	96%	100%	100%	100%	100%	62%	81%	94%	99%	81%	82%	100%	82%
	Single	Count	51	1	0	0	0	0	5	44	7	1	5	4	0	19
		Column N %	15%	4%	0%	0%	0%	0%	38%	19%	6%	1%	19%	18%	0%	18%
	Total	Count	351	23	1	1	87	7	13	232	110	121	27	22	2	106

Average Age Tracking

Chart showing average age tracking from Oct-12 to Sept-13 with values: Oct-12: 34.38, Nov-12: 33.67, Dec-12: 35.55, Jan-13: 36.33, Feb-13: 35.53, Mar-13: 33.94, Apr-13: 34.03, May-13: 34.71, Jun-13: 36.18, July-13: 33.61, Aug-13: 34.33, Sept-13: 33.94
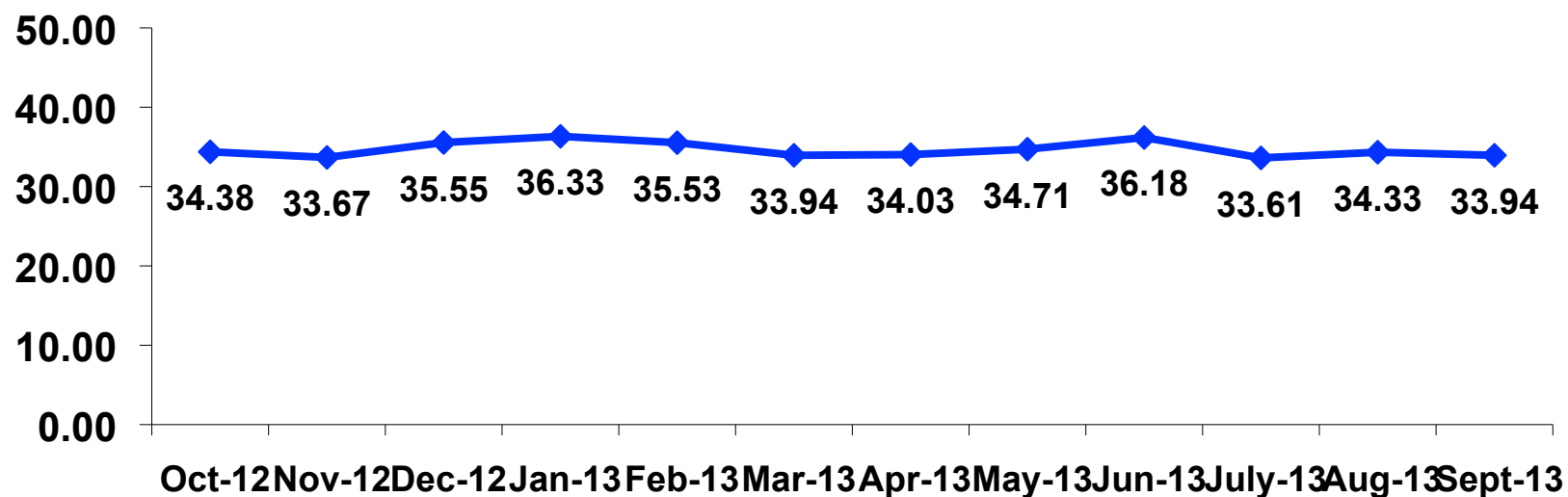
Age Segmentation

			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	9	0	0	0	3	0	2	9	0	0	1	0	0	6
		Column N %	3%	0%	0%	0%	4%	0%	15%	4%	0%	0%	4%	0%	0%	6%
	25-34	Count	200	16	1	1	71	6	5	200	0	36	18	13	0	55
		Column N %	58%	73%	100%	100%	86%	100%	38%	86%	0%	30%	69%	59%	0%	53%
	35-49	Count	130	6	0	0	9	0	6	23	107	82	7	9	0	42
		Column N %	38%	27%	0%	0%	11%	0%	46%	10%	97%	68%	27%	41%	0%	41%
	50+	Count	6	0	0	0	0	0	0	0	3	2	0	0	2	0
		Column N %	2%	0%	0%	0%	0%	0%	0%	0%	3%	2%	0%	0%	100%	0%
	Total	Count	345	22	1	1	83	6	13	232	110	120	26	22	2	103
QF	Mean		33.94	32.68	34.00	27.00	30.29	31.17	33.31	30.52	40.45	37.33	32.31	34.50	61.50	33.86
	Median		33	32	34	27	30	32	34	31	40	37	32	34	62	33

Income Segmentation

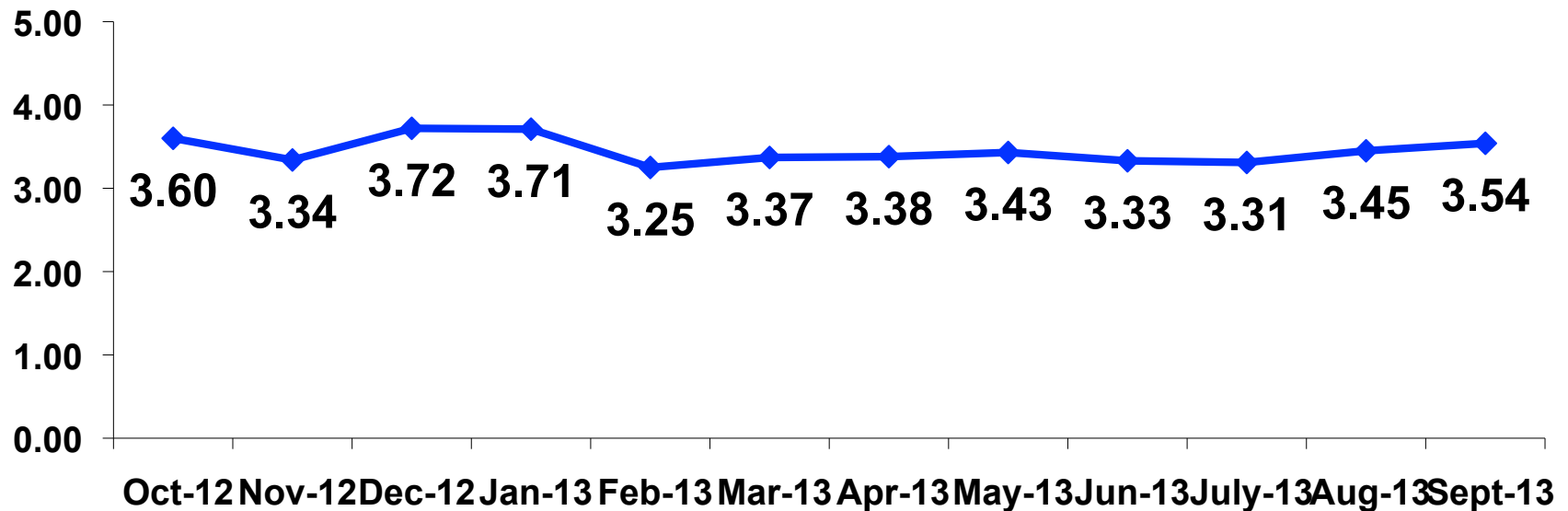|			TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
Q26	<KW12.0M	Count	8	1	0	2	0	2	5	3	0	1	0	0	1
		Column N %	2%	5%	0%	3%	0%	20%	2%	3%	0%	4%	0%	0%	1%
	KW12.0M-KW24.0M	Count	16	0	0	6	1	2	13	3	0	0	2	0	6
		Column N %	5%	0%	0%	8%	14%	20%	6%	3%	0%	0%	10%	0%	6%
	KW24.0M-KW36.0M	Count	51	0	0	22	2	0	44	5	6	1	2	0	20
		Column N %	16%	0%	0%	28%	29%	0%	21%	5%	5%	4%	10%	0%	20%
	KW36.0M-KW48.0M	Count	71	6	1	23	1	0	56	13	17	7	5	1	21
		Column N %	22%	27%	100%	29%	14%	0%	27%	12%	15%	29%	24%	50%	21%
	KW48.0M-KW60.0M	Count	62	5	0	16	2	3	40	20	23	5	4	0	20
		Column N %	19%	23%	0%	21%	29%	30%	19%	19%	20%	21%	19%	0%	20%
	KW60.0M-KW72.0M	Count	33	2	0	2	0	1	16	16	16	2	1	0	8
		Column N %	10%	9%	0%	3%	0%	10%	8%	15%	14%	8%	5%	0%	8%
	KW72.0M+	Count	81	8	0	6	1	2	32	47	51	8	7	1	25
		Column N %	25%	36%	0%	8%	14%	20%	15%	44%	45%	33%	33%	50%	25%
	No Income	Count	4	0	0	1	0	0	4	0	0	0	0	0	1
		Column N %	1%	0%	0%	1%	0%	0%	2%	0%	0%	0%	0%	0%	1%
	Total	Count	326	22	1	78	7	10	210	107	113	24	21	2	102

Prior Trips to Guam Tracking
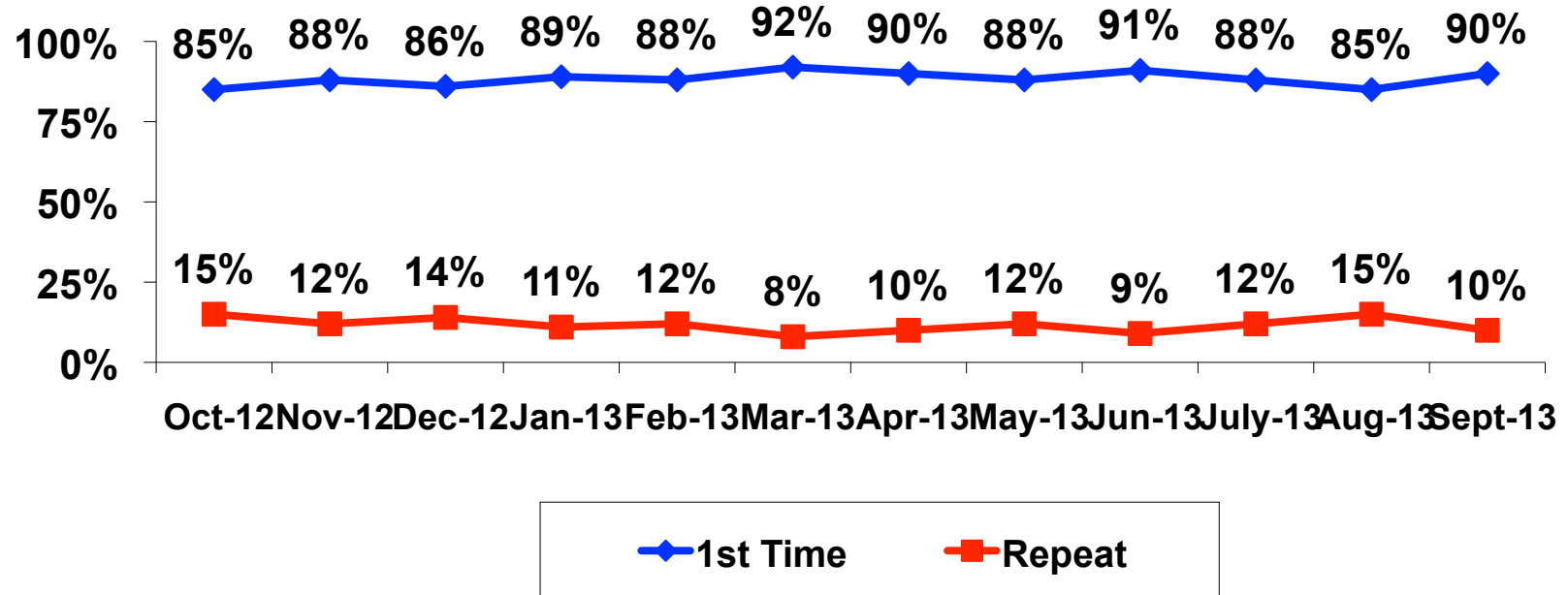
Prior Trips to Guam Segmentation

			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	316	19	1	1	84	6	13	214	93	103	22	20	2	98
		Column N %	90%	83%	100%	100%	97%	86%	100%	92%	85%	85%	81%	91%	100%	92%
	No	Count	35	4	0	0	3	1	0	18	17	18	5	2	0	8
		Column N %	10%	17%	0%	0%	3%	14%	0%	8%	15%	15%	19%	9%	0%	8%
	Total	Count	351	23	1	1	87	7	13	232	110	121	27	22	2	106

13

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	3.54	3.91	4.00	4.00	3.69	3.86	3.31	3.61	3.37	3.44	4.85	3.50	3.50	3.69
	Median	3	4	4	4	4	4	3	3	3	3	4	3	4	3

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	160	0	0	0	52	4	3	90	66	61	0	11	1	52
		Column N %	46%	0%	0%	0%	60%	57%	23%	39%	61%	50%	0%	50%	50%	49%
	Free-time package tour	Count	155	0	0	1	31	3	2	112	38	50	0	7	1	43
		Column N %	44%	0%	0%	100%	36%	43%	15%	48%	35%	41%	0%	32%	50%	41%
	Individually arranged travel (FIT)	Count	27	23	0	0	4	0	0	24	2	10	27	3	0	6
		Column N %	8%	100%	0%	0%	5%	0%	0%	10%	2%	8%	100%	14%	0%	6%
	Group tour	Count	1	0	1	0	0	0	1	1	0	0	0	0	0	0
		Column N %	0%	0%	100%	0%	0%	0%	8%	0%	0%	0%	0%	0%	0%	0%
	Company paid travel	Count	7	0	0	0	0	0	7	4	3	1	0	0	0	5
		Column N %	2%	0%	0%	0%	0%	0%	54%	2%	3%	1%	0%	0%	0%	5%
	Other	Count	1	0	0	0	0	0	0	1	0	0	0	1	0	0
		Column N %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%	0%	0%
	Total	Count	351	23	1	1	87	7	13	232	109	122	27	22	2	106

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	8%	13%	0%	0%	2%	14%	0%	6%	13%	12%	15%	5%	0%	5%
	Price	7%	4%	0%	100%	8%	14%	0%	7%	5%	5%	4%	5%	0%	10%
	Visit friends/ Relatives	1%	0%	0%	0%	0%	0%	0%	1%	1%	1%	4%	0%	0%	2%
	Recomm- friend/family/trvl agnt	20%	13%	0%	100%	15%	0%	0%	19%	25%	28%	15%	18%	0%	19%
	Scuba	2%	0%	0%	0%	2%	0%	0%	3%	1%	1%	4%	9%	0%	7%
	Water sports	11%	9%	0%	0%	7%	14%	8%	11%	11%	11%	7%	32%	0%	36%
	Short travel time	29%	48%	0%	0%	18%	14%	8%	28%	33%	39%	41%	36%	0%	33%
	Golf	2%	4%	0%	0%	1%	0%	8%	2%	3%	2%	4%	0%	0%	7%
	Relax	55%	65%	0%	0%	34%	43%	15%	53%	58%	67%	70%	77%	100%	62%
	Company/ Business Trip	3%	0%	0%	0%	0%	0%	31%	3%	3%	2%	0%	9%	0%	6%
	Company Sponsored	3%	0%	100%	0%	0%	0%	77%	3%	4%	2%	0%	9%	0%	4%
	Safe	22%	13%	0%	100%	11%	29%	0%	21%	25%	31%	15%	41%	0%	27%
	Natural beauty	41%	35%	0%	0%	24%	43%	8%	38%	50%	45%	41%	41%	50%	46%
	Shopping	21%	48%	0%	0%	16%	29%	8%	25%	14%	18%	41%	23%	0%	19%
	Career Cert/ Testing	1%	0%	0%	0%	0%	0%	0%	1%	2%	0%	4%	0%	0%	1%
	Married/ Attn wedding	2%	0%	0%	0%	6%	100%	0%	3%	0%	0%	0%	0%	0%	3%
	Honeymoon	25%	17%	0%	100%	100%	71%	0%	34%	5%	2%	15%	9%	0%	20%
	Pleasure	14%	9%	0%	0%	7%	14%	8%	15%	13%	15%	7%	14%	0%	12%
	Organized sports	3%	0%	0%	0%	0%	0%	0%	1%	5%	6%	4%	9%	0%	8%
	Other	3%	0%	0%	0%	0%	0%	0%	3%	3%	1%	0%	5%	0%	3%
	Total Count	352	23	1	1	87	7	13	232	110	122	27	22	2	106

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	94%	96%	100%	100%	94%	100%	92%	95%	92%	98%	89%	95%	100%	91%
	Travel Agent Brochure	43%	4%	0%	100%	55%	43%	15%	44%	39%	40%	4%	45%	50%	45%
	Friend/ Relative	40%	22%	100%	100%	40%	43%	31%	42%	37%	38%	30%	45%	50%	46%
	Co-Worker/ Company Trvl Dept	12%	13%	0%	100%	13%	0%	23%	13%	10%	12%	11%	18%	0%	12%
	Prior Trip	9%	13%	0%	0%	3%	14%	0%	7%	13%	14%	15%	9%	0%	7%
	Travel Guidebook- Bookstore	8%	30%	0%	0%	8%	14%	8%	10%	5%	10%	26%	14%	0%	8%
	TV	8%	4%	0%	0%	8%	0%	0%	8%	6%	6%	4%	9%	0%	12%
	GVB Office	7%	4%	0%	0%	3%	14%	0%	7%	5%	7%	4%	5%	0%	5%
	Magazine (Consumer)	4%	4%	0%	0%	3%	29%	8%	4%	3%	1%	4%	0%	50%	6%
	Other	1%	9%	0%	0%	1%	0%	0%	1%	0%	2%	7%	0%	0%	0%
	Consumer Trvl Show	1%	0%	0%	0%	1%	0%	0%	1%	1%	1%	0%	0%	0%	1%
	Travel Trade Show	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%
	GVB Promo	1%	0%	0%	0%	0%	0%	8%	0%	1%	2%	0%	0%	0%	2%
	Newspaper	1%	0%	0%	0%	0%	0%	0%	0%	2%	2%	0%	0%	0%	0%
	Radio	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
	Total Count	349	23	1	1	86	7	13	232	110	121	27	22	2	105

SECTION 3
EXPENDITURES
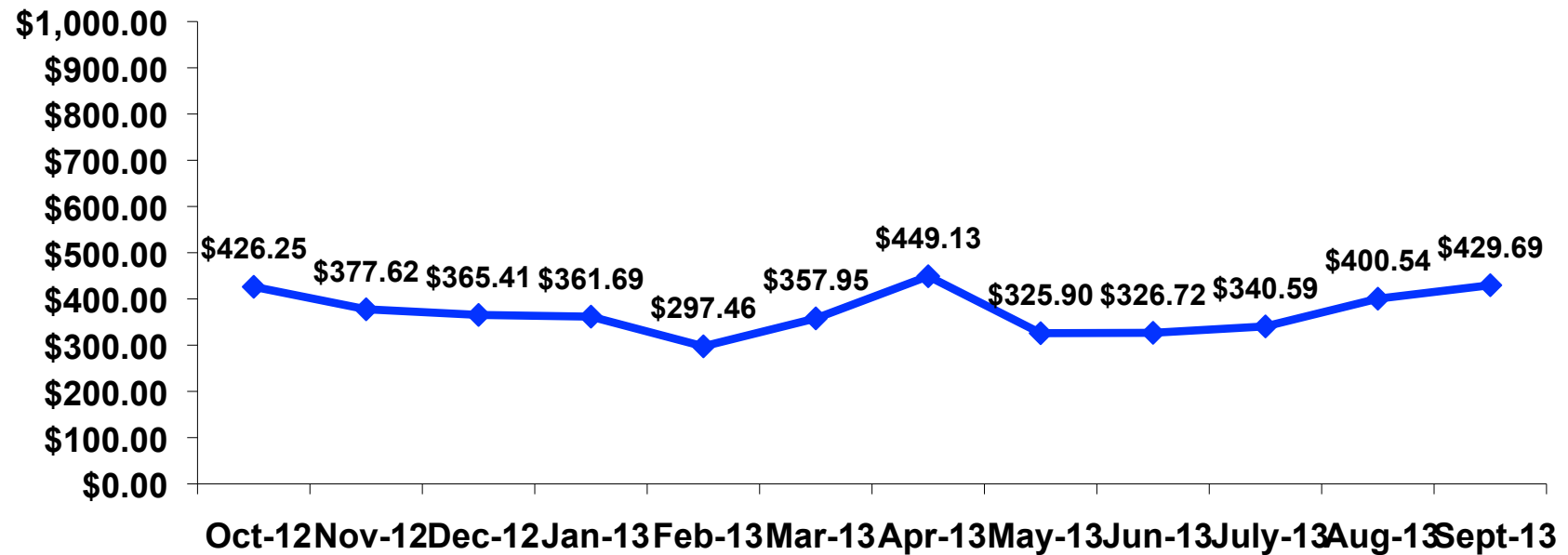
Prepaid Expenditures Tracking
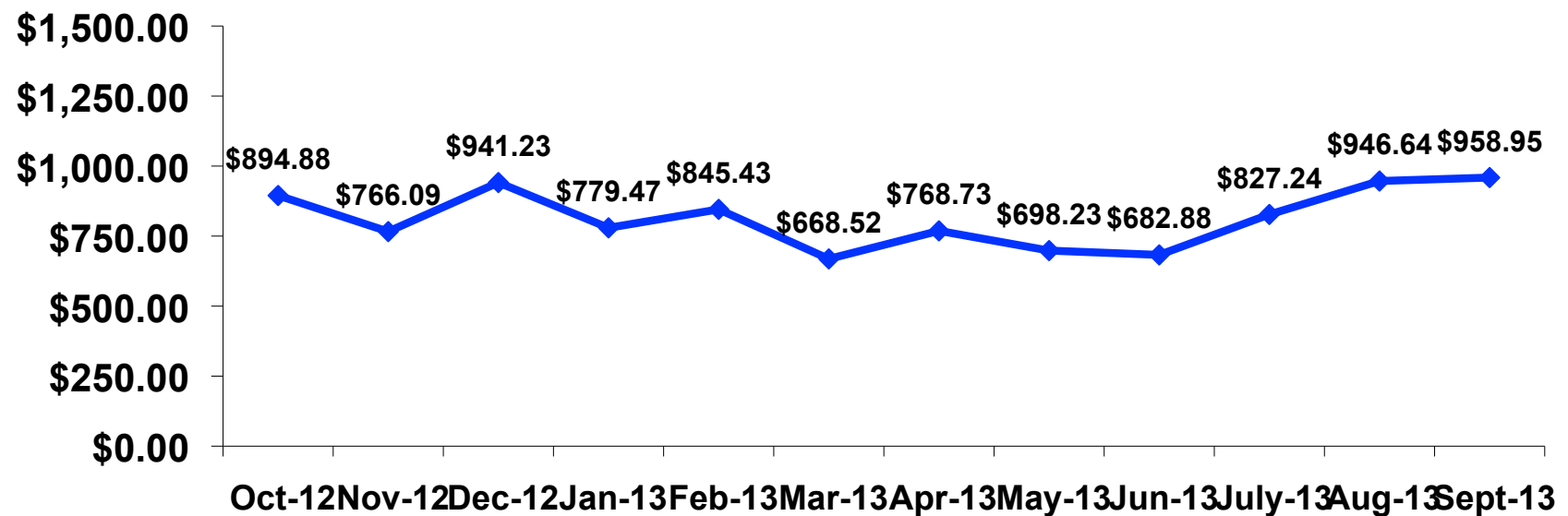
YTD=$814.85

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	$958.95	$775.25	$0.00	$1,203.98	$1,179.34	$1,041.39	$343.68	$971.16	$940.79	$904.93	$787.04	$773.97	$0.00	$937.25
	Median	$1,003	$812	$0	$1,204	$1,411	$1,411	$0	$1,035	$983	$941	$812	$862	$0	$1,003
	Minimum	$0	$0	$0	$1,204	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
	Maximum	$3,104	$1,599	$0	$1,204	$2,728	$1,881	$1,693	$3,104	$3,057	$3,057	$1,599	$1,881	$0	$3,104

On-Island Expenditures Tracking

YTD = $371.59

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	$429.69	$584.28	$0.00	$350.00	$614.13	$676.00	$226.18	$474.51	$337.49	$290.28	$664.38	$503.97	$50.00	$504.28
	Median	$267	$400	$0	$350	$500	$500	$200	$313	$178	$193	$400	$328	$50	$296
	Minimum	$0	$0	$0	$350	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
	Maximum	$3,800	$2,100	$0	$350	$2,500	$1,900	$500	$3,800	$2,500	$2,100	$3,800	$2,200	$100	$3,800

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	$2,426.08	$1,454.81			$2,135.18	.	$1,316.85	$2,161.11	$3,049.34	$3,198.93	$1,454.81	$2,382.88	.	$2,088.78
	Median	$2,210	$1,458			$1,411	.	$1,317	$1,975	$3,010	$3,245	$1,458	$2,257	.	$1,881
	Minimum	$696	$752			$1,270	.	$1,223	$696	$941	$696	$752	$1,881	.	$696
	Maximum	$6,584	$1,881			$3,762	.	$1,411	$3,762	$6,584	$6,584	$1,881	$3,010	.	$4,703
AIR/ HOTEL/ MEAL	Mean	$2,713.36	$2,398.56	.	$2,407.96	$2,699.38	$2,586.68	$2,790.48	$2,516.13	$3,006.33	$3,126.83	$2,436.18	$2,768.14	.	$3,053.64
	Median	$2,728	$2,446	.	$2,408	$2,822	$2,587	$2,446	$2,446	$2,892	$2,982	$2,587	$2,634	.	$2,916
	Minimum	$752	$1,505	.	$2,408	$1,082	$1,411	$1,693	$752	$752	$752	$1,505	$752	.	$752
	Maximum	$6,584	$3,198	.	$2,408	$4,703	$3,762	$4,233	$6,584	$5,644	$6,114	$3,198	$4,703	.	$6,584
AIR ONLY	Mean	$1,723.88	$2,085.33	.		$1,074.65	$1,222.79	.	$1,690.75	$1,900.18	$2,597.01	$1,834.19	$658.43	.	$1,846.86
	Median	$1,246	$1,129	.		$1,223	$1,223	.	$1,223	$1,788	$1,788	$1,035	$658	.	$2,070
	Minimum	$160	$160	.		$160	$1,223	.	$160	$941	$160	$160	$658	.	$696
	Maximum	$11,193	$11,193	.		$1,693	$1,223	.	$11,193	$3,292	$11,193	$11,193	$658	.	$2,540
HOTEL ONLY	Mean	$914.20	$598.85	.		$887.31	$658.43		$681.51	$2,193.97	$1,294.68	$598.85	$225.75	.	$1,541.03
	Median	$715	$536	.		$658	$658		$658	$2,194	$1,223	$536	$226	.	$1,472
	Minimum	$141	$226	.		$658	$658		$141	$1,472	$226	$226	$226	.	$235
	Maximum	$2,916	$1,345	.		$1,345	$658		$1,345	$2,916	$2,916	$1,345	$226	.	$2,916
HOTEL & MEAL	Mean	$882.29	$718.00	.		$1,599.04	.		$870.06		$700.75	$718.00	.	.	.
	Median	$752	$752	.		$1,599	.		$705		$701	$752	.	.	.
	Minimum	$470	$470	.		$1,599	.		$470		$470	$470	.	.	.
	Maximum	$1,599	$931	.		$1,599	.		$1,599		$931	$931	.	.	.
F&B HOTEL	Mean	$197.53	$282.18	.		.	.		$211.64	$141.09	$219.48	$282.18	.	.	$47.03
	Median	$141	$282	.		.	.		$165	$141	$141	$282	.	.	$47
	Minimum	$19	$282	.		.	.		$19	$141	$19	$282	.	.	$47
	Maximum	$499	$282	.		.	.		$499	$141	$499	$282	.	.	$47
TRANS- KOREA	Mean	$120.48	.	.		$169.31	$94.06	.	$122.28	$117.34	$156.77	.	$188.12	.	$163.67
	Median	$94	.	.		$169	$94	.	$94	$129	$188	.	$188	.	$188
	Minimum	$9	.	.		$94	$94	.	$9	$23	$94	.	$188	.	$9
	Maximum	$245	.	.		$245	$94	.	$245	$188	$188	.	$188	.	$245
TRANS- GUAM	Mean	$146.26	$190.47	.		$255.38	.	.	$149.90	$138.27	$181.07	$190.47	$56.44	.	$208.50
	Median	$108	$169	.		$255	.	.	$122	$61	$108	$169	$56	.	$94
	Minimum	$9	$47	.		$135	.	.	$47	$9	$56	$47	$56	.	$61
	Maximum	$470	$376	.		$376	.	.	$376	$470	$470	$376	$56	.	$470
OPT TOURS	Mean	$378.60	$136.39	.		$266.51	.	.	$331.56	$463.59	$487.94	$279.05	$470.30	.	$472.66
	Median	$376	$136	.		$263	.	.	$320	$470	$470	$169	$470	.	$470
	Minimum	$103	$103	.		$160	.	.	$103	$141	$113	$103	$470	.	$113
	Maximum	$941	$169	.		$376	.	.	$687	$941	$941	$564	$470	.	$941
OTHER	Mean	$603.78	$877.90	.		$665.48	$846.55	.	$628.49	$545.55	$509.23	$877.90	$94.06	.	$244.56
	Median	$470	$546	.		$710	$847	.	$546	$329	$282	$546	$94	.	$282
	Minimum	$71	$188	.		$282	$847	.	$71	$94	$71	$188	$94	.	$94
	Maximum	$1,900	$1,900	.		$959	$847	.	$1,900	$1,740	$1,900	$1,900	$94	.	$470
TOTAL	Mean	$2,210.89	$1,664.88	$0.00	$2,407.96	$2,194.35	$1,881.22	$846.55	$1,953.08	$2,754.08	$2,959.59	$1,645.72	$2,037.62	$0.00	$2,242.32
	Median	$2,304	$1,787	$0	$2,408	$2,540	$2,352	$0	$1,975	$2,822	$2,982	$1,787	$2,163	$0	$2,210
	Minimum	$0	$0	$0	$2,408	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
	Maximum	$7,525	$3,762	$0	$2,408	$4,703	$3,762	$4,233	$6,584	$7,525	$7,525	$3,762	$4,891	$0	$6,584

Total Expenditures Tracking
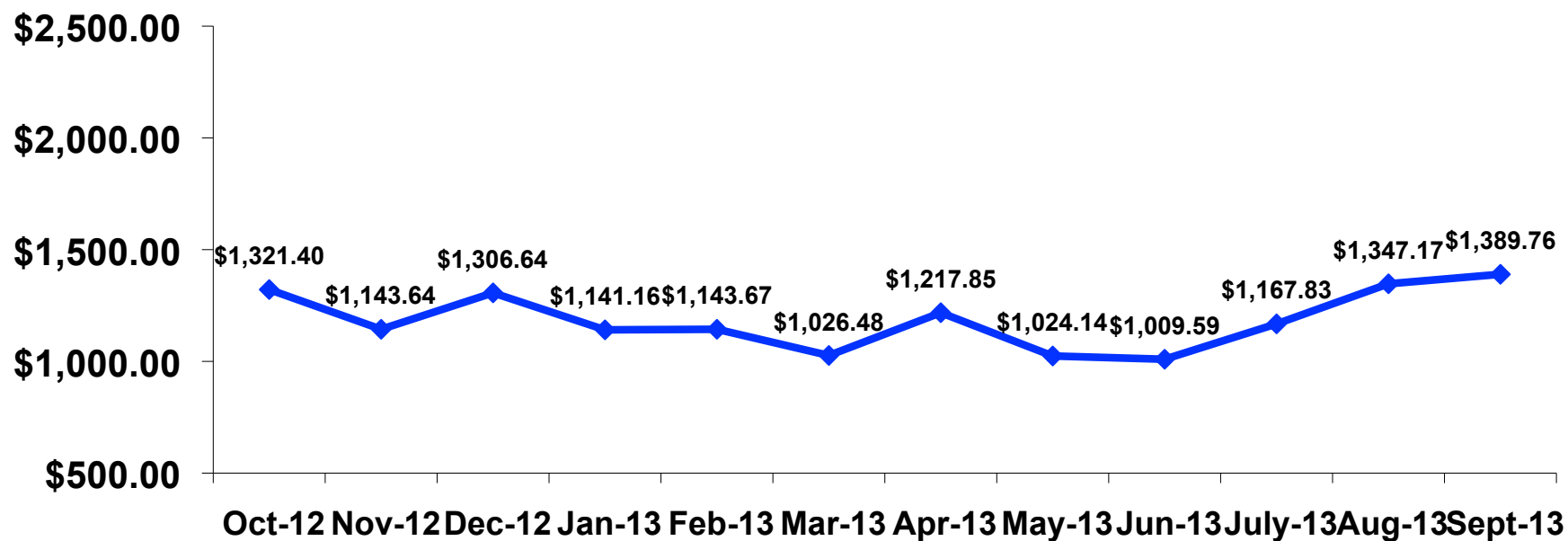
YTD=$1,186.61

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	$1,389.76	$1,359.53	$0.00	$1,553.98	$1,793.47	$1,717.39	$569.86	$1,447.56	$1,278.28	$1,197.30	$1,451.42	$1,277.93	$50.00	$1,441.54
	Median	$1,287	$1,143	$0	$1,554	$1,773	$1,461	$410	$1,392	$1,192	$1,144	$1,175	$1,166	$50	$1,264
	Minimum	$0	$0	$0	$1,554	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
	Maximum	$4,672	$3,323	$0	$1,554	$4,602	$3,311	$1,933	$4,672	$4,657	$4,657	$4,496	$3,339	$100	$4,672

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, Dec 2012, Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep 2013 and Overall Oct 2012-Sep 2013													
Drivers:	Oct-12 rank	Nov-12 rank	Dec-12 rank	Jan-13 rank	Feb-13 rank	Mar-13 rank	Apr-13 rank	May-13 rank	Jun-13 rank	Jul-13 rank	Aug-13 rank	**Sep-13 rank**	Combined Oct2012-Sep 2013 rank
Quality & Cleanliness of beaches & parks	3	1		2	7	3			4	3	4	**5**	5
Ease of getting around							6						9
Safety walking around at night													
Quality of daytime tours	5		1										
Variety of daytime tours					5		4						7
Quality of nighttime tours					6				7				10
Variety of nighttime tours													
Quality of shopping					8			5				**4**	
Variety of shopping			5	3		1	3		3				4
Price of things on Guam		3							5				
Quality of hotel accommodations	1		4	5	2	5	1	1	1	1	1	**3**	1
Quality/cleanliness of air, sky			3		3				6	4	2		6
Quality/cleanliness of parks								2		6			
Quality of landscape in Tumon							5					**2**	
Quality of landscape in Guam	2	4	6	4		4		4				**6**	3
Quality of ground handler			2		4				5				8
Quality/cleanliness of transportation vehicles	4	2		1	1	2	2	3	2	2	3	**1**	2
% of Per Person On Island Expenditures Accounted For	50.4%	49.2%	64.7%	53.6%	62.7%	50.1%	53.4%	64.6%	50.5%	47.0%	44.3%	**55.8%**	53.4%
NOTE: Only significant drivers are included.													

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by six significant factors in the September 2013 Period. By rank order they are:
    - **Quality/cleanliness of transportation vehicles,**
    - **Quality of landscape in Tumon,**
    - **Quality of hotel accommodations,**
    - **Quality of shopping,**
    - **Quality & cleanliness of beaches & parks, and**
    - **Quality of landscape in Guam.**
- With all six factors the overall r^2 is .558 meaning that **55.8% 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, Jun, Jul, Aug, Sep 2013 and Overall Oct 2012-Sep 2013

Drivers:	Oct-12 rank	Nov-12 rank	Dec-12 rank	Jan-13 rank	Feb-13 rank	Mar-13 rank	Apr-13 rank	May-13 rank	Jun-13 rank	Jul-13 rank	Aug-13 rank	**Sep-13 rank**	Combined Oct 2012-Sep 2013 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	1				2
Quality of shopping				2				2	2				1
Variety of shopping						1					2		
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											1		
% of Per Person On Island Expenditures Accounted For	0.0%	2.6%	0.0%	3.7%	0.0%	0.0%	7.3%	4.1%	0.0%	4.2%	3.2%	**0.0%**	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 no significant factors in the September 2013 Period.