



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2014 Market Segmentation

APRIL 2014



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 **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 Trvl
 - 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

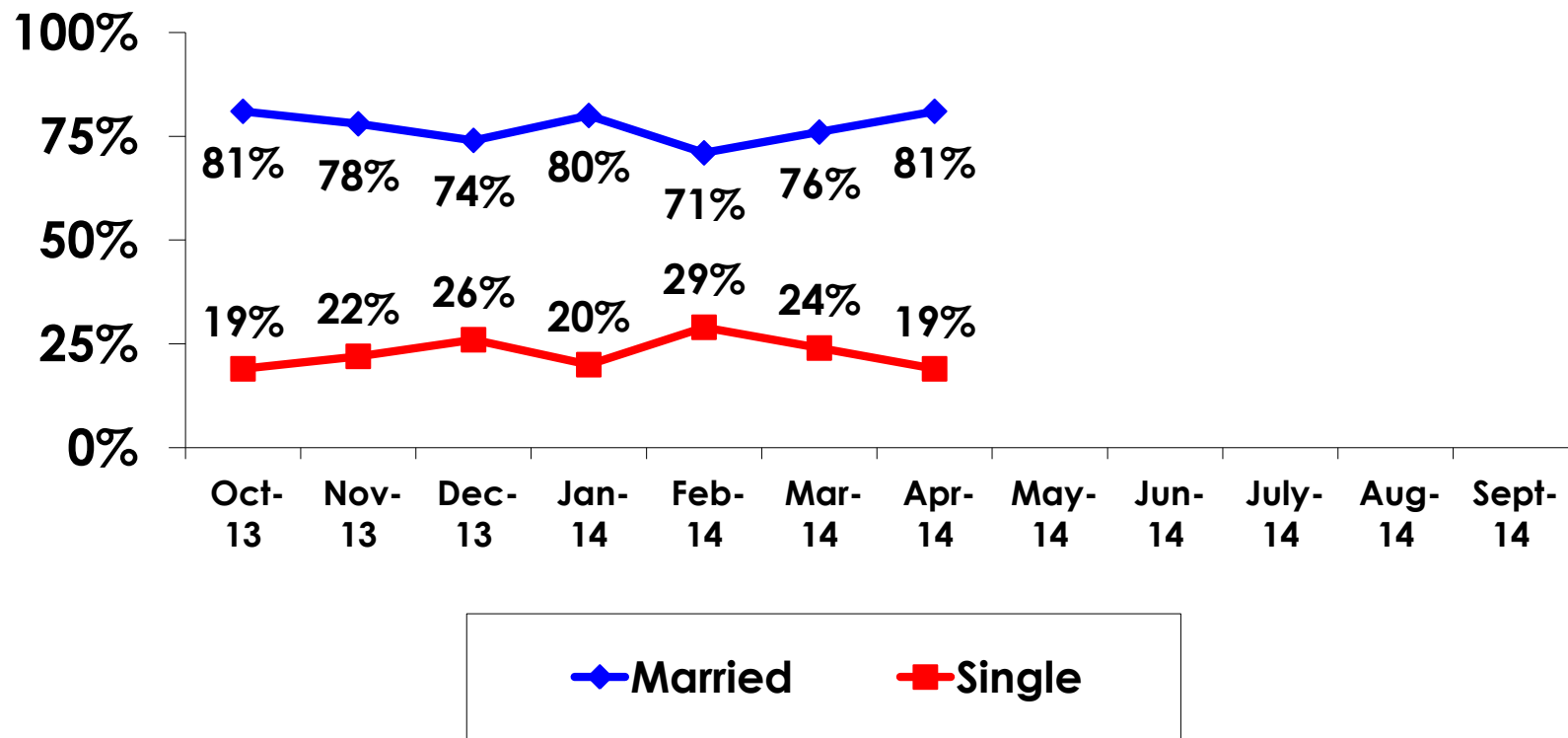
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors – 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%	11%	10%	8%	5%	10%					
Group	1%	1%	1%	1%	1%	1%	-					
Eng Language	1%	1%	1%	1%	1%	2%	1%					
Honeymoon	28%	28%	6%	16%	16%	18%	13%					
Wedding	2%	1%	0%	1%	2%	1%	2%					
Incentive	2%	3%	3%	3%	13%	17%	4%					
18-35	69%	69%	58%	56%	64%	60%	68%					
36-55	28%	28%	37%	43%	33%	36%	31%					
Child	27%	28%	41%	38%	26%	30%	40%					
FIT	15%	10%	18%	16%	15%	13%	21%					
Golden Miss	5%	5%	5%	5%	7%	6%	5%					
Senior	1%	1%	1%	1%	1%	1%	1%					
Sport	31%	27%	32%	32%	36%	28%	31%					
TOTAL	350	350	351	350	350	351	352					

SECTION 1 **PROFILE OF RESPONDENTS**

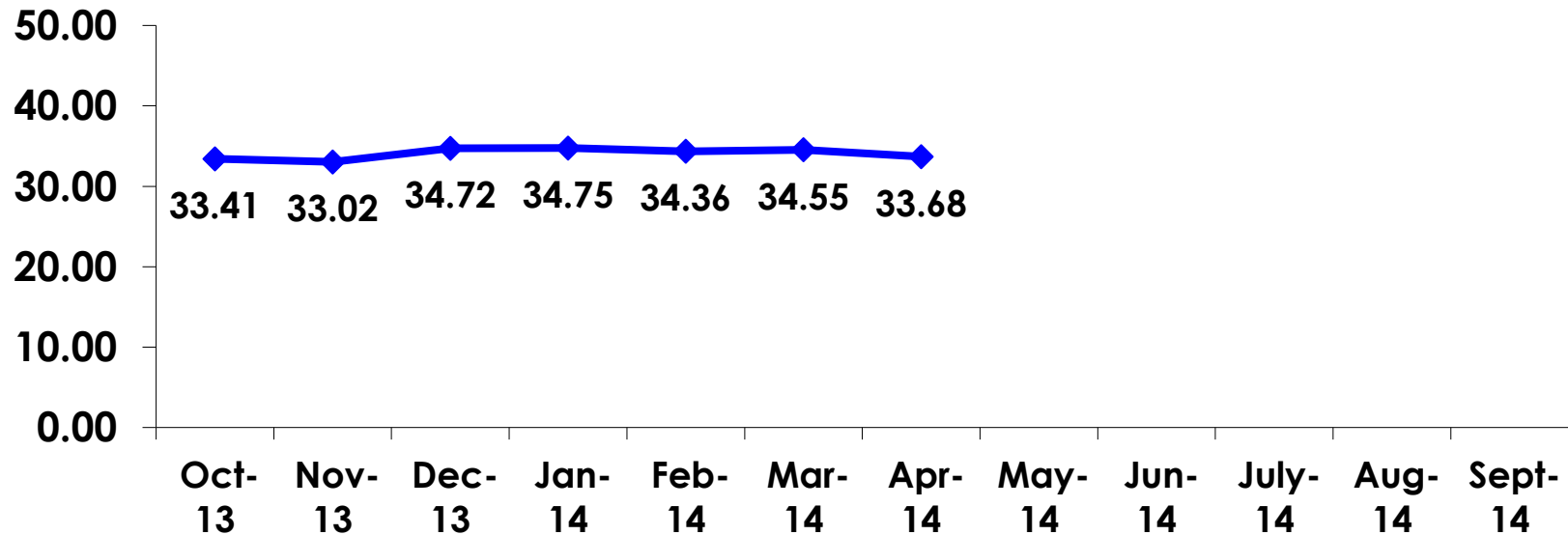
MARITAL STATUS - TRACKING



MARITAL STATUS- SEGMENTATION

			TOTAL	FAMILY/FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	284	31	2	44	7	6	175	105	137	41	12	2	79
		Column N %	81%	91%	100%	100%	100%	43%	74%	96%	97%	55%	75%	100%	72%
	Single	Count	67	3	0	0	0	8	63	4	4	33	4	0	31
		Column N %	19%	9%	0%	0%	0%	57%	26%	4%	3%	45%	25%	0%	28%
Total	Count	351	34	2	44	7	14	238	109	141	74	16	2	110	

AVERAGE AGE - TRACKING



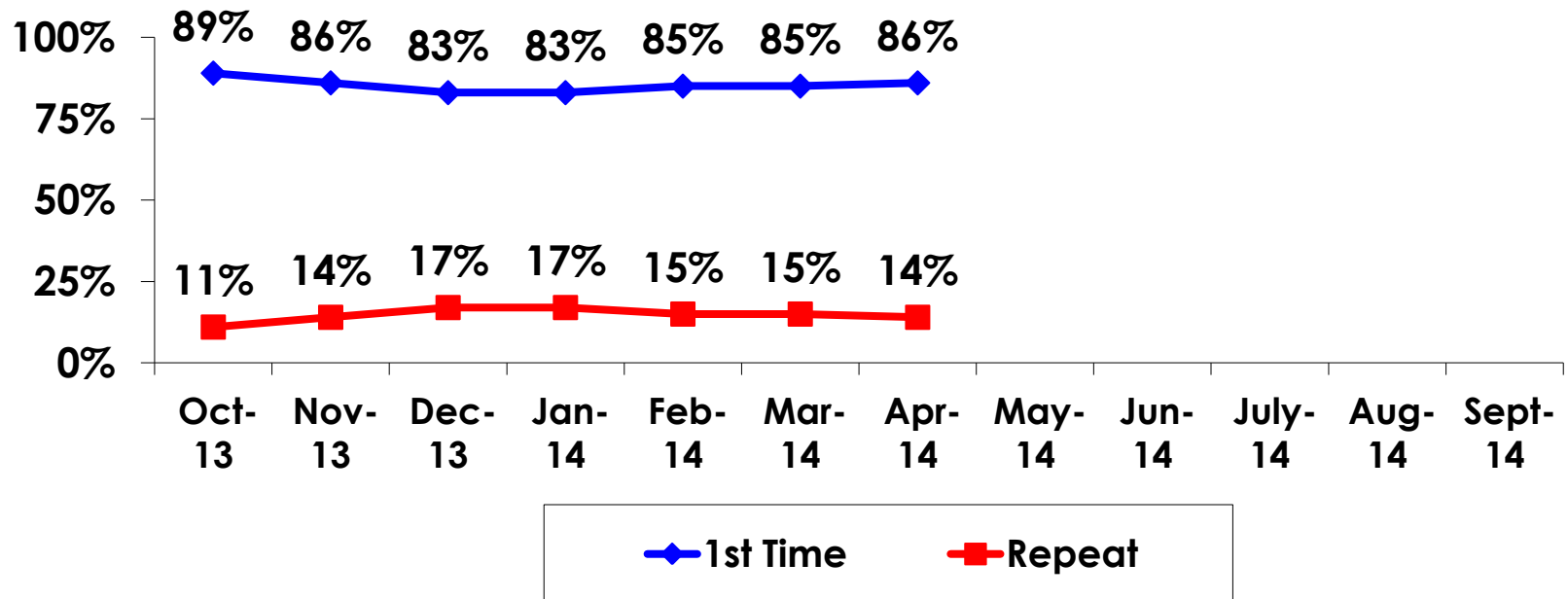
AGE- SEGMENTATION

			TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	11	0	0	3	0	4	11	0	1	4	0	0	7
		Column N %	3%	0%	0%	7%	0%	29%	5%	0%	1%	5%	0%	0%	6%
	25-34	Count	205	23	2	37	6	7	205	0	46	49	8	0	64
		Column N %	58%	68%	100%	82%	86%	50%	86%	0%	33%	66%	50%	0%	58%
	35-49	Count	129	11	0	5	1	3	23	106	92	20	8	0	38
		Column N %	37%	32%	0%	11%	14%	21%	10%	97%	65%	27%	50%	0%	35%
	50+	Count	7	0	0	0	0	0	0	3	2	1	0	2	1
		Column N %	2%	0%	0%	0%	0%	0%	0%	3%	1%	1%	0%	100%	1%
	Total	Count	352	34	2	45	7	14	239	109	141	74	16	2	110
QF		Mean	33.68	33.06	28.50	29.91	30.57	29.71	30.55	39.63	36.89	31.77	34.88	60.00	32.94
		Median	33	32	29	30	29	29	31	39	37	31	34	60	32

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		7	0	0	1	0	0	6	1	1	2	0	0	5
	Column N %		2%	0%	0%	2%	0%	0%	3%	1%	1%	3%	0%	0%	5%
KW12.0M-KW24.0M	Count		6	0	0	2	0	0	5	1	1	1	0	0	2
	Column N %		2%	0%	0%	5%	0%	0%	2%	1%	1%	1%	0%	0%	2%
KW24.0M-KW36.0M	Count		44	5	0	11	2	2	40	3	7	8	4	1	16
	Column N %		13%	16%	0%	27%	33%	15%	18%	3%	5%	12%	27%	50%	15%
KW36.0M-KW48.0M	Count		66	2	0	12	1	4	47	19	24	10	0	0	22
	Column N %		20%	6%	0%	29%	17%	31%	21%	18%	18%	15%	0%	0%	21%
KW48.0M-KW60.0M	Count		83	11	0	7	1	4	57	26	35	22	3	0	24
	Column N %		25%	35%	0%	17%	17%	31%	25%	25%	26%	32%	20%	0%	23%
KW60.0M-KW72.0M	Count		43	7	0	0	0	2	22	19	22	17	6	1	14
	Column N %		13%	23%	0%	0%	0%	15%	10%	18%	16%	25%	40%	50%	13%
KW72.0M+	Count		74	6	2	5	1	1	39	34	46	7	2	0	21
	Column N %		22%	19%	100%	12%	17%	8%	17%	33%	34%	10%	13%	0%	20%
No Income	Count		9	0	0	3	1	0	8	1	0	1	0	0	2
	Column N %		3%	0%	0%	7%	17%	0%	4%	1%	0%	1%	0%	0%	2%
Total	Count		332	31	2	41	6	13	224	104	136	68	15	2	106

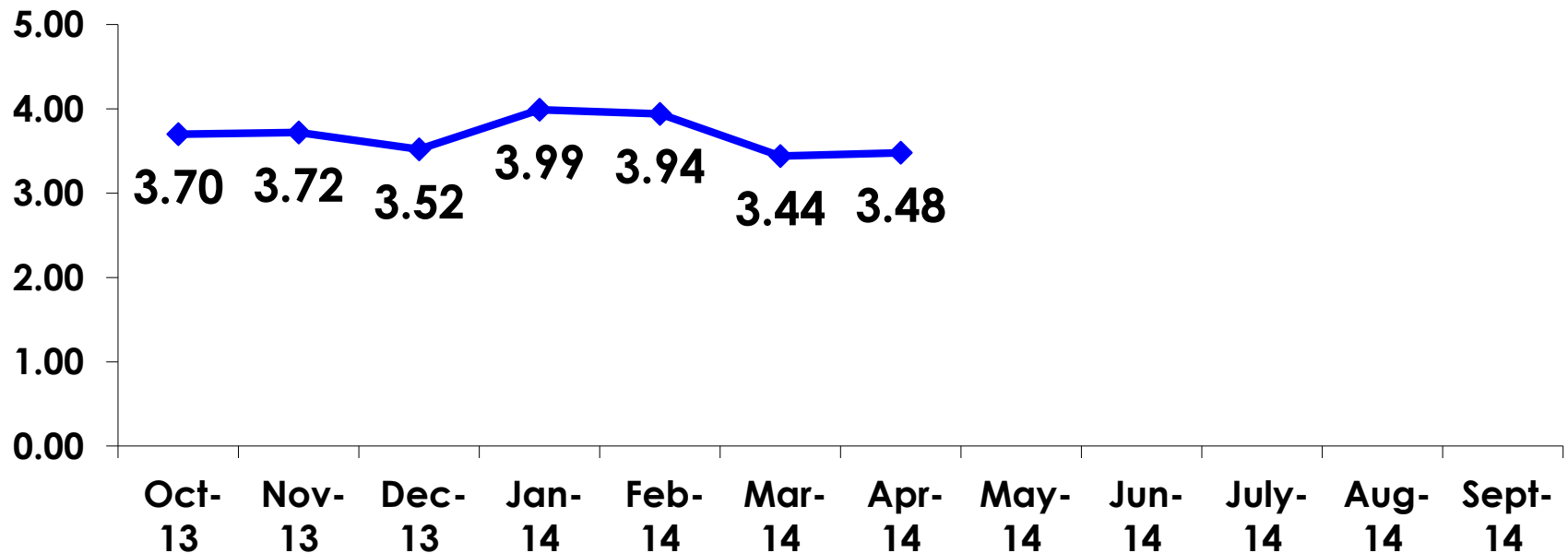
PRIOR TRIPS TO GUAM - TRACKING



PRIOR TRIPS TO GUAM - SEGMENTATION

			TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	301	26	1	44	7	13	208	89	113	55	12	2	95
		Column N %	86%	76%	50%	98%	100%	93%	87%	82%	80%	74%	75%	100%	86%
	No	Count	51	8	1	1	0	1	31	20	28	19	4	0	15
		Column N %	14%	24%	50%	2%	0%	7%	13%	18%	20%	26%	25%	0%	14%
	Total	Count	352	34	2	45	7	14	239	109	141	74	16	2	110

AVG LENGTH OF STAY - TRACKING



AVG LENGTH OF STAY - SEGMENTATION

		TOTAL	FAMILY/FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
Q8	Mean	3.48	3.48	3.50	3.56	3.29	4.23	3.39	3.70	3.32	3.96	3.31	3.00	3.42
	Median	3	3	4	3	3	3	3	3	3	3	3	3	3

SECTION 2 **TRAVEL PLANNING**

TRAVEL PLANNING - SEGMENTATION

			TOTAL	FAMILY/FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
Q7	Full package tour	Count	136	0	2	22	3	2	68	65	78	0	5	2	45
		Column N %	39%	0%	100%	49%	43%	14%	28%	60%	55%	0%	31%	100%	41%
	Free-time package tour	Count	138	0	0	22	3	1	108	29	47	0	7	0	37
		Column N %	39%	0%	0%	49%	43%	7%	45%	27%	33%	0%	44%	0%	34%
	Individually arranged travel (FIT)	Count	74	34	0	1	1	7	60	14	16	74	4	0	27
		Column N %	21%	100%	0%	2%	14%	50%	25%	13%	11%	100%	25%	0%	25%
	Company paid travel	Count	4	0	0	0	0	4	3	1	0	0	0	0	1
		Column N %	1%	0%	0%	0%	0%	29%	1%	1%	0%	0%	0%	0%	1%
	Total	Count	352	34	2	45	7	14	239	109	141	74	16	2	110

TRAVEL MOTIVATION - SEGMENTATION

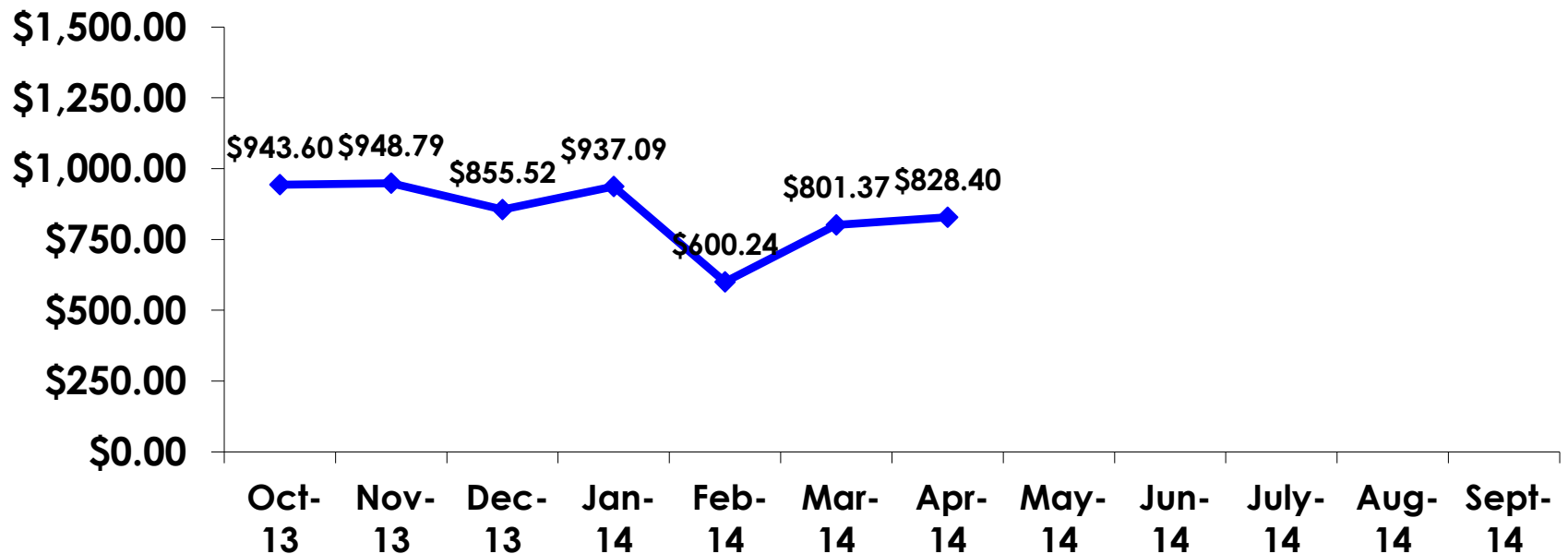
		TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	10%	6%	50%	2%	0%	7%	9%	13%	14%	16%	19%	0%	12%
	Price	12%	12%	0%	7%	29%	29%	13%	10%	10%	18%	6%	0%	20%
	Visit friends/ Relatives	5%	3%	0%	0%	0%	7%	5%	6%	3%	12%	6%	0%	6%
	Recomm- friend/family/trvl agnt	18%	18%	0%	4%	14%	14%	16%	21%	22%	19%	25%	100%	16%
	Scuba	6%	3%	50%	4%	14%	0%	8%	2%	1%	12%	6%	0%	19%
	Water sports	11%	9%	0%	7%	14%	0%	11%	12%	10%	10%	6%	0%	35%
	Short travel time	34%	45%	0%	27%	0%	50%	33%	37%	36%	33%	19%	0%	30%
	Golf	5%	0%	50%	0%	0%	0%	6%	1%	3%	15%	0%	0%	15%
	Relax	54%	64%	50%	31%	0%	36%	52%	57%	66%	47%	75%	50%	46%
	Company/ Business Trip	3%	0%	0%	0%	0%	36%	1%	6%	0%	5%	0%	0%	3%
	Company Sponsored	4%	0%	0%	0%	0%	93%	5%	2%	0%	10%	6%	0%	5%
	Convention/ Trade/ Conference	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
	Safe	26%	18%	50%	16%	0%	36%	21%	35%	32%	22%	25%	50%	26%
	Natural beauty	48%	70%	50%	22%	29%	21%	45%	53%	57%	44%	56%	50%	48%
	Shopping	29%	42%	50%	20%	0%	7%	32%	22%	31%	29%	50%	0%	28%
	Career Cert/ Testing	1%	0%	0%	0%	0%	0%	2%	0%	0%	3%	0%	0%	1%
	Married/ Attn wedding	2%	0%	0%	4%	100%	0%	3%	1%	0%	1%	0%	0%	2%
	Honeymoon	13%	3%	0%	100%	29%	0%	18%	2%	0%	1%	0%	0%	10%
	Pleasure	13%	12%	0%	9%	0%	7%	14%	12%	14%	21%	13%	50%	17%
	Organized sports	3%	0%	0%	0%	0%	7%	3%	3%	1%	7%	0%	0%	10%
	Other	1%	0%	0%	0%	0%	0%	1%	2%	2%	0%	0%	0%	0%
	Total	Count	350	33	2	45	7	14	238	108	140	73	16	109

INFORMATION SOURCES - SEGMENTATION

		TOTAL	FAMILY/FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT	
		-	-	-	-	-	-	-	-	-	-	-	-	-	
Q1	Internet	97%	100%	100%	98%	100%	100%	98%	96%	96%	100%	94%	100%	98%	
	Friend/ Relative	45%	41%	100%	44%	43%	50%	47%	40%	40%	45%	44%	0%	50%	
	Travel Agent Brochure	40%	3%	50%	53%	43%	36%	40%	39%	40%	22%	19%	100%	40%	
	Co-Worker/ Company Trvl Dept	15%	12%	0%	9%	0%	64%	16%	14%	8%	34%	6%	0%	22%	
	Prior Trip	14%	24%	0%	2%	0%	7%	12%	18%	19%	24%	25%	0%	14%	
	Travel Guidebook-Bookstore	11%	18%	0%	16%	0%	14%	13%	9%	8%	19%	25%	0%	11%	
	GVB Office	8%	12%	0%	7%	0%	7%	7%	10%	9%	5%	6%	0%	5%	
	Magazine (Consumer)	5%	6%	100%	2%	14%	0%	5%	4%	4%	7%	6%	0%	6%	
	TV	4%	3%	50%	4%	0%	7%	5%	3%	3%	3%	0%	0%	5%	
	Travel Trade Show	2%	0%	0%	2%	14%	7%	3%	0%	0%	4%	0%	0%	4%	
	GVB Promo	2%	6%	0%	0%	0%	0%	1%	4%	3%	4%	0%	0%	3%	
	Consumer Trvl Show	1%	0%	0%	0%	14%	0%	1%	1%	0%	4%	0%	0%	2%	
	Other	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	
	Newspaper	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	
	Total	Count	352	34	2	45	7	14	239	109	141	74	16	2	110

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING

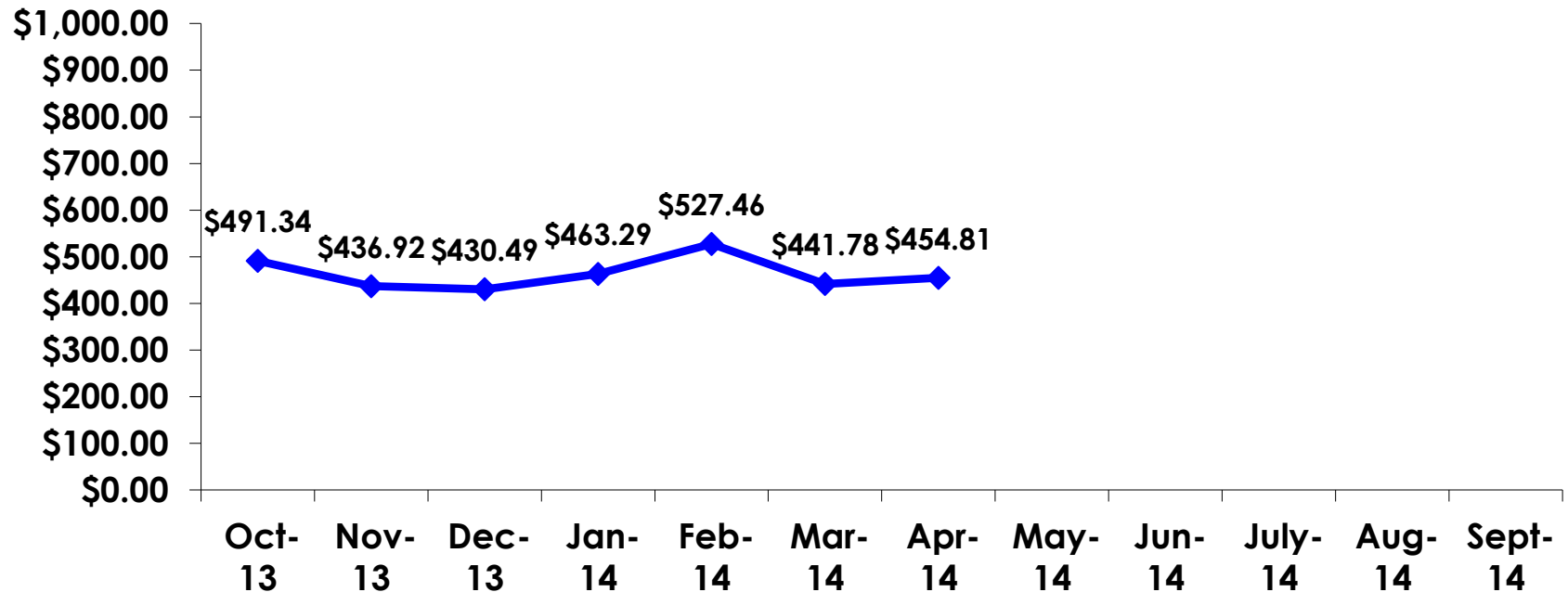


YTD=\$844.89

PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$828.40	\$739.71	\$0.00	\$1,149.84	\$730.00	\$358.27	\$838.64	\$820.81	\$798.76	\$554.83	\$864.05	\$845.63	\$820.95
	Median	\$850	\$708	\$0	\$1,063	\$0	\$0	\$854	\$869	\$846	\$483	\$966	\$846	\$846
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$483	\$0
	Maximum	\$6,378	\$1,450	\$0	\$2,706	\$2,266	\$1,923	\$6,378	\$2,223	\$2,223	\$3,383	\$1,611	\$1,208	\$6,378

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$463.70

ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

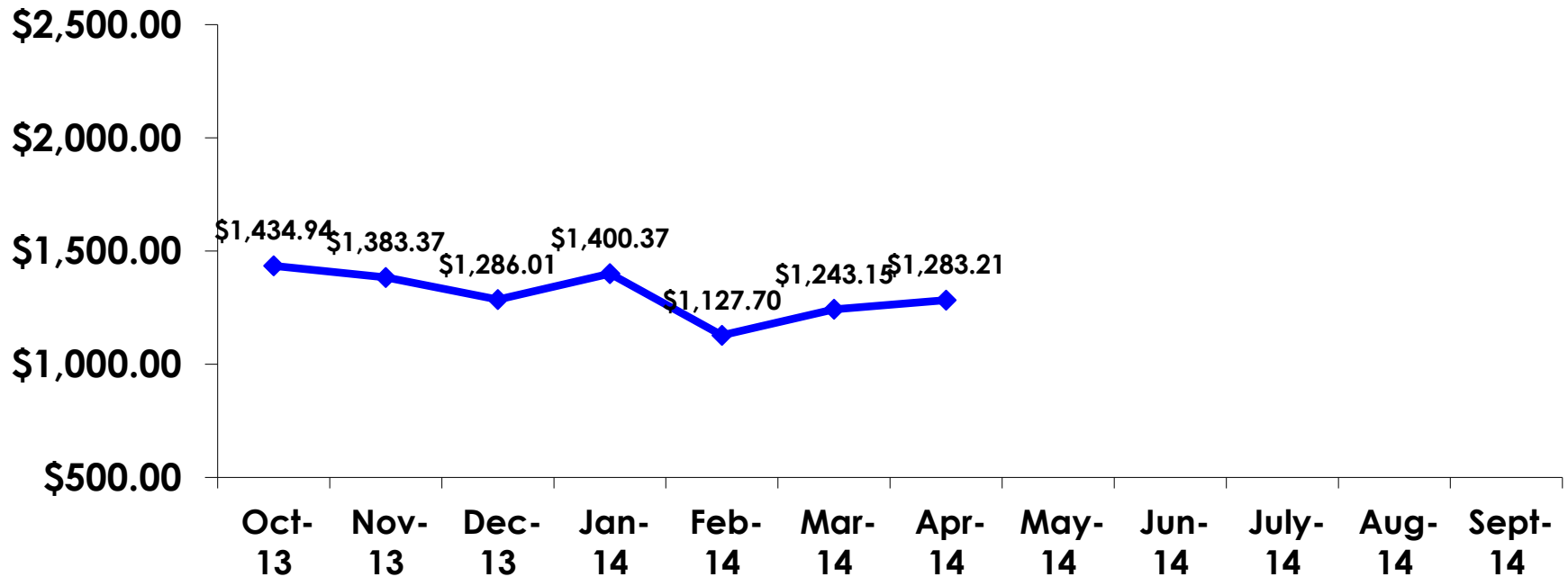
		TOTAL	FAMILY/FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$454.81	\$503.10	\$740.00	\$691.27	\$277.50	\$674.46	\$529.50	\$303.46	\$265.02	\$723.88	\$437.09	\$137.50	\$548.79
	Median	\$300	\$404	\$740	\$500	\$300	\$600	\$395	\$200	\$183	\$639	\$265	\$138	\$446
	Minimum	\$0	\$0	\$500	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$44	\$75	\$0
	Maximum	\$3,590	\$2,000	\$980	\$2,500	\$700	\$1,500	\$3,590	\$2,000	\$2,000	\$3,590	\$2,000	\$200	\$3,590

ON-ISLAND EXPENSE- BREAKDOWN



		TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
AIR & HOTEL	Mean	\$1,954.59	\$2,416.09	.	\$2,005.35	.	\$579.86	\$1,751.18	\$2,399.54	\$2,491.17	\$1,428.18	\$2,561.05	.	\$1,711.03
	Median	\$1,740	\$1,450	.	\$1,836	.	\$580	\$1,546	\$2,237	\$2,252	\$966	\$2,561	.	\$1,450
	Minimum	\$97	\$966	.	\$1,450	.	\$580	\$97	\$966	\$966	\$580	\$1,740	.	\$97
	Maximum	\$4,832	\$4,832	.	\$2,899	.	\$580	\$4,832	\$4,349	\$4,349	\$4,832	\$3,383	.	\$4,832
AIR/ HOTEL/ MEAL	Mean	\$2,928.34	\$2,435.42	.	\$2,824.22	\$2,280.79	\$2,474.08	\$2,633.97	\$3,459.24	\$3,385.32	\$2,376.36	\$3,355.46	\$1,304.69	\$2,994.85
	Median	\$2,706	\$1,933	.	\$2,754	\$2,609	\$2,126	\$2,513	\$3,238	\$2,899	\$1,933	\$2,078	\$1,305	\$2,899
	Minimum	\$116	\$1,740	.	\$1,691	\$1,140	\$1,450	\$116	\$965	\$271	\$1,450	\$966	\$1,160	\$116
	Maximum	\$9,664	\$3,866	.	\$3,962	\$3,093	\$3,846	\$7,538	\$9,664	\$9,664	\$3,866	\$8,698	\$1,450	\$8,505
AIR ONLY	Mean	\$1,183.73	\$1,212.88	.	\$804.56	.	.	\$1,112.56	\$1,504.02	\$1,344.55	\$1,135.96	\$1,720.26	.	\$987.91
	Median	\$966	\$966	.	\$677	.	.	\$933	\$1,382	\$1,189	\$966	\$1,720	.	\$773
	Minimum	\$242	\$483	.	\$609	.	.	\$242	\$483	\$483	\$242	\$1,720	.	\$657
	Maximum	\$3,508	\$3,508	.	\$1,256	.	.	\$2,899	\$3,508	\$3,508	\$3,508	\$1,720	.	\$1,740
HOTEL ONLY	Mean	\$776.89	\$708.08	.	\$922.95	.	.	\$806.01	\$660.40	\$784.75	\$669.26	\$1,179.05	.	\$748.99
	Median	\$773	\$773	.	\$1,049	.	.	\$773	\$628	\$821	\$628	\$1,179	.	\$628
	Minimum	\$87	\$290	.	\$338	.	.	\$87	\$483	\$387	\$87	\$1,179	.	\$483
	Maximum	\$1,546	\$1,179	.	\$1,256	.	.	\$1,546	\$870	\$1,450	\$1,179	\$1,179	.	\$1,256
HOTEL & MEAL	Mean	\$467.11	\$579.86	\$541.20	\$96.64	\$612.08	\$451.00	.	.	\$289.93
	Median	\$387	\$580	\$580	\$97	\$773	\$193	.	.	\$193
	Minimum	\$97	\$193	\$193	\$97	\$97	\$193	.	.	\$97
	Maximum	\$966	\$966	\$966	\$97	\$966	\$966	.	.	\$580
F&B HOTEL	Mean	\$502.55	.	.	\$966.44	.	.	\$579.86	\$347.92	\$347.92	.	.	.	\$347.92
	Median	\$348	.	.	\$966	.	.	\$580	\$348	\$348	.	.	.	\$348
	Minimum	\$193	.	.	\$966	.	.	\$193	\$348	\$348	.	.	.	\$348
	Maximum	\$966	.	.	\$966	.	.	\$966	\$348	\$348	.	.	.	\$348
TRANS- KOREA	Mean	\$67.39	\$25.77	.	\$144.97	.	.	\$68.29	\$66.04	\$60.56	\$31.41	\$48.32	.	\$120.80
	Median	\$48	\$19	.	\$145	.	.	\$48	\$48	\$43	\$29	\$48	.	\$121
	Minimum	\$15	\$19	.	\$145	.	.	\$15	\$19	\$15	\$19	\$48	.	\$48
	Maximum	\$193	\$39	.	\$145	.	.	\$193	\$193	\$193	\$48	\$48	.	\$193
TRANS- GUAM	Mean	\$274.36	\$314.09	\$236.78	\$405.90	\$331.49	\$314.09	.	.	\$193.29
	Median	\$193	\$275	\$193	\$387	\$227	\$275	.	.	\$193
	Minimum	\$77	\$97	\$97	\$77	\$77	\$97	.	.	\$193
	Maximum	\$773	\$773	\$677	\$773	\$773	\$773	.	.	\$193
OPT TOURS	Mean	\$523.03	\$96.64	.	\$232.55	\$214.23	.	\$573.54	\$440.94	\$453.02	\$96.64	\$289.93	.	\$934.42
	Median	\$290	\$97	.	\$184	\$184	.	\$193	\$290	\$290	\$97	\$290	.	\$505
	Minimum	\$29	\$97	.	\$29	\$29	.	\$29	\$97	\$126	\$97	\$290	.	\$184
	Maximum	\$3,479	\$97	.	\$483	\$430	.	\$3,479	\$966	\$966	\$966	\$290	.	\$3,479
OTHER	Mean	\$362.31	.	.	\$734.49	\$1,411.00	.	\$545.79	\$236.45	\$206.55	\$61.21	\$193.29	\$48.32	\$537.58
	Median	\$97	.	.	\$754	\$1,411	.	\$92	\$164	\$97	\$48	\$193	\$48	\$193
	Minimum	\$10	.	.	\$10	\$1,411	.	\$10	\$68	\$48	\$48	\$193	\$48	\$48
	Maximum	\$2,629	.	.	\$1,421	\$1,411	.	\$2,629	\$677	\$677	\$87	\$193	\$48	\$2,629
TOTAL	Mean	\$2,043.98	\$1,768.86	\$0.00	\$2,257.27	\$1,270.86	\$571.58	\$1,781.09	\$2,671.04	\$2,735.91	\$1,027.69	\$2,631.73	\$1,328.85	\$1,900.97
	Median	\$1,933	\$1,498	\$0	\$2,126	\$0	\$0	\$1,730	\$2,706	\$2,706	\$821	\$1,836	\$1,329	\$1,740
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,208	\$0
	Maximum	\$9,664	\$4,832	\$0	\$4,832	\$4,533	\$3,846	\$7,538	\$9,664	\$9,664	\$4,832	\$8,698	\$1,450	\$8,698

TOTAL EXPENDITURES – TRACKING



YTD=\$1,308.28

TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$1,283.21	\$1,242.81	\$740.00	\$1,841.11	\$1,007.50	\$1,032.74	\$1,368.14	\$1,124.27	\$1,063.78	\$1,278.72	\$1,301.14	\$983.13	\$1,369.74
	Median	\$1,200	\$1,186	\$740	\$1,966	\$400	\$850	\$1,311	\$1,068	\$1,069	\$1,039	\$1,336	\$983	\$1,254
	Minimum	\$0	\$167	\$500	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$44	\$558	\$0
	Maximum	\$6,898	\$2,966	\$980	\$3,756	\$2,966	\$2,350	\$6,898	\$2,966	\$2,966	\$4,267	\$2,087	\$1,408	\$6,898

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 2013, Jan, Feb, Mar, Apr 2014, and Overall Oct-2013 - Apr 2014

	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	Combin ed Oct- 2013 - Apr 2014
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks				5				5
Ease of getting around					3			
Safety walking around at night						3		
Quality of daytime tours				3	1	1	2	1
Variety of daytime tours	2							
Quality of nighttime tours								
Variety of nighttime tours								
Quality of shopping		4						
Variety of shopping			3					6
Price of things on Guam								
Quality of hotel accommodations	4	2	4		2	4	3	3
Quality/cleanliness of air, sky	3	5			4			
Quality/cleanliness of parks		1		4				
Quality of landscape in Tumon			2			2	1	2
Quality of landscape in Guam	5			1				
Quality of ground handler								
Quality/cleanliness of transportation vehicles	1	3	1	2		5		4
% of Per Person On Island Expenditures Accounted For	48.6%	49.2%	44.8%	40.8%	38.7%	46.3%	31.4%	41.6%

NOTE: Only significant drivers are included.

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by three significant factors in the April 2014 Period. By rank order they are:
 - **Quality of landscape in Guam,**
 - **Quality of day time tours, and**
 - **Quality of hotel accommodations.**
- With all three factors the overall r^2 is .31.4 meaning that **31.4% of overall satisfaction is accounted for by these factors.**

Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2013, Jan, Feb, Mar, Apr 2014 and Overall Oct-2013-Apr 2014

	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	Combin ed Oct- 2013-Apr 2014
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks								
Ease of getting around								
Safety walking around at night				4				
Quality of daytime tours		1						
Variety of daytime tours								
Quality of nighttime tours								2
Variety of nighttime tours	1							
Quality of shopping			2	2				1
Variety of shopping				3				
Price of things on Guam				1			1	
Quality of hotel accommodations								3
Quality/cleanliness of air, sky								
Quality/cleanliness of parks			1	5				4
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%	4.2%	11.5%	0.0%	0.0%	4.8%	2.4%

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 April 2014 Period. It is:
 - **Price of things on Guam.**
- With this factor the overall r^2 is .048 meaning that **4.8% of per person on island expenditures is accounted for by this factor.**