GUAM VISITORS BUREAU
Korean Visitor Tracker Exit Profile
FY2014 Market Segmentation
AUGUST 2014

Prepared by: QMark Research

1

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 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

3

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

4

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%	12%	7%	7%	9%	
Group	1%	1%	1%	1%	1%	1%	-	-	-	-	1%	
Eng Language	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	3%	
Honeymoon	28%	28%	6%	16%	16%	18%	13%	14%	14%	11%	9%	
Wedding	2%	1%	0%	1%	2%	1%	2%	1%	1%	1%	-	
Incentive	2%	3%	3%	3%	13%	17%	4%	3%	3%	2%	2%	
18-35	69%	69%	58%	56%	64%	60%	68%	64%	60%	57%	65%	
36-55	28%	28%	37%	43%	33%	36%	31%	31%	37%	41%	31%	
Child	27%	28%	41%	38%	26%	30%	40%	31%	40%	43%	29%	
FIT	15%	10%	18%	16%	15%	13%	21%	25%	14%	13%	18%	
Golden Miss	5%	5%	5%	5%	7%	6%	5%	3%	6%	4%	4%	
Senior	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	
Sport	31%	27%	32%	32%	36%	28%	31%	33%	25%	29%	38%	
TOTAL	350	350	351	350	350	351	352	350	350	350	350	

SECTION 1
PROFILE OF RESPONDENTS

MARITAL STATUS - TRACKING
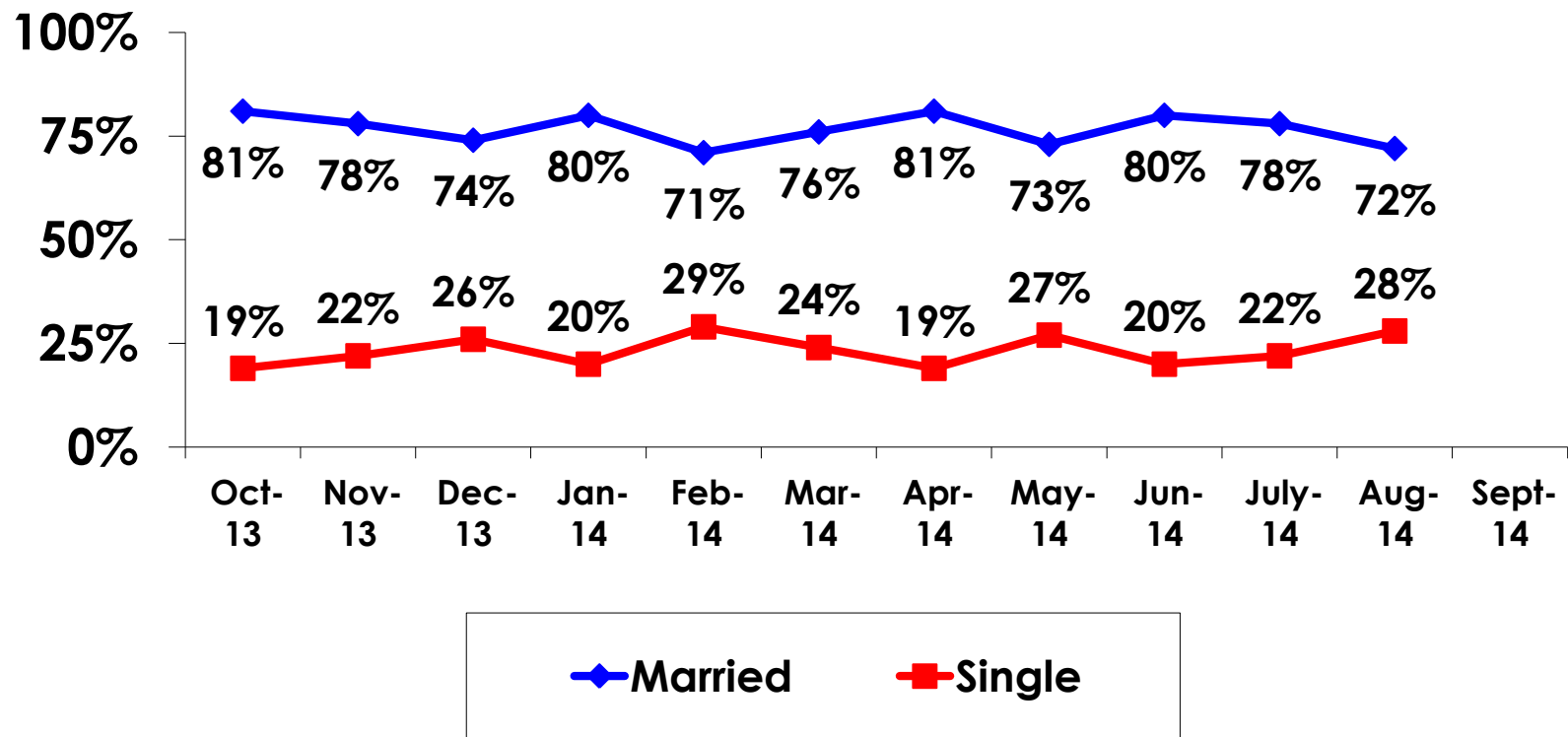
MARITAL STATUS-SEGMENTATION

			TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	252	28	0	6	29	4	140	101	101	34	12	3	84
		Column N %	72%	88%	0%	55%	97%	57%	61%	94%	98%	53%	80%	100%	63%
	Single	Count	98	4	2	5	1	3	88	6	2	30	3	0	50
		Column N %	28%	13%	100%	45%	3%	43%	39%	6%	2%	47%	20%	0%	37%
	Total	Count	350	32	2	11	30	7	228	107	103	64	15	3	134

AVERAGE AGE - TRACKING

A line chart showing average age tracking from Oct-13 to Sept-14. Y-axis ranges from 0.00 to 50.00. Data values:
- Oct-13: 33.41
- Nov-13: 33.02
- Dec-13: 34.72
- Jan-14: 34.75
- Feb-14: 34.36
- Mar-14: 34.55
- Apr-14: 33.68
- May-14: 33.57
- Jun-14: 34.01
- July-14: 34.84
- Aug-14: 33.77
- Sept-14:
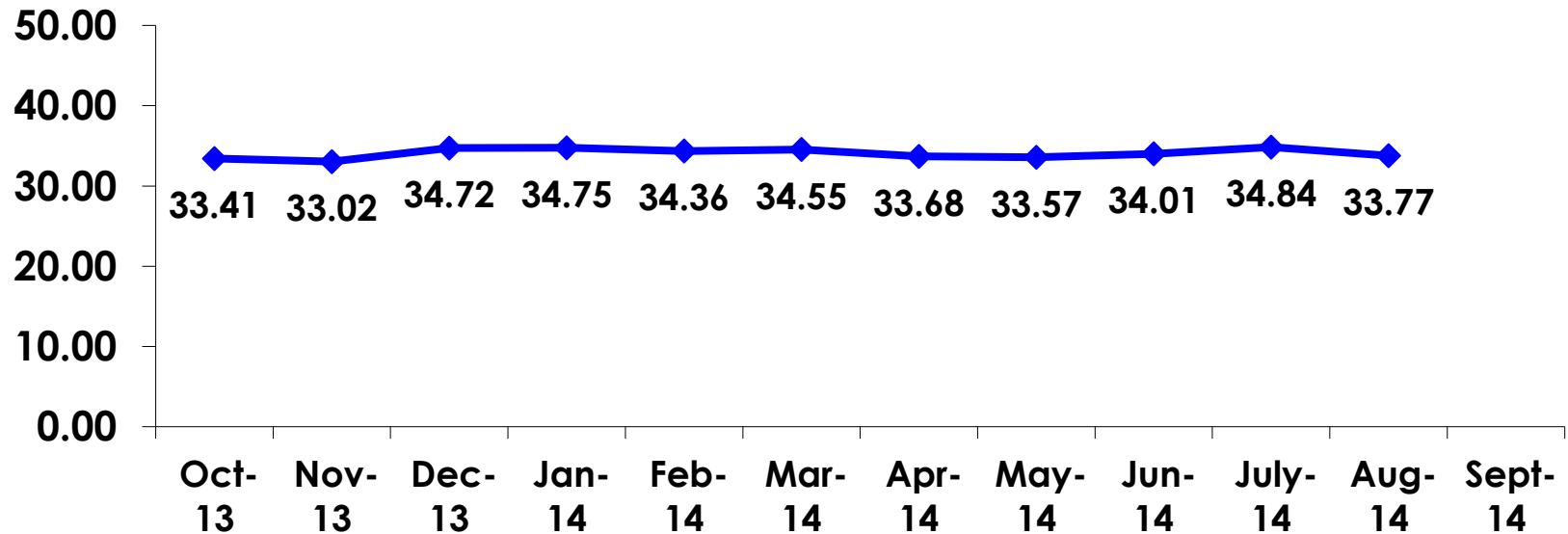
AGE- SEGMENTATION

			TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	25	2	1	3	2	0	25	0	1	8	0	0	14
		Column N %	7%	6%	50%	30%	7%	0%	11%	0%	1%	13%	0%	0%	11%
	25-34	Count	182	17	1	3	23	4	182	0	30	33	10	0	68
		Column N %	53%	53%	50%	30%	77%	57%	80%	0%	30%	52%	67%	0%	52%
	35-49	Count	124	11	0	3	5	3	21	103	68	20	5	0	42
		Column N %	36%	34%	0%	30%	17%	43%	9%	96%	67%	32%	33%	0%	32%
	50+	Count	10	2	0	1	0	0	0	4	2	2	0	3	6
		Column N %	3%	6%	0%	10%	0%	0%	0%	4%	2%	3%	0%	100%	5%
	Total	Count	341	32	2	10	30	7	228	107	101	63	15	3	130
QF	Mean		33.77	33.97	22.50	32.60	30.43	36.14	29.83	40.61	37.22	32.29	34.47	65.00	33.60
	Median		33	34	23	28	30	33	31	40	37	33	33	65	32

10

INCOME - SEGMENTATION

Q26			TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
Q26	<KW12.0M	Count	7	0	0	2	1	0	4	1	3	0	0	1	2
		Column N %	2%	0%	0%	20%	4%	0%	2%	1%	3%	0%	0%	50%	2%
	KW12.0M-KW24.0M	Count	16	1	0	0	3	0	13	3	3	3	1	0	5
		Column N %	5%	3%	0%	0%	11%	0%	7%	3%	3%	6%	7%	0%	4%
	KW24.0M-KW36.0M	Count	36	4	1	2	6	0	30	6	3	7	3	0	10
		Column N %	12%	14%	50%	20%	22%	0%	15%	6%	3%	15%	21%	0%	9%
	KW36.0M-KW48.0M	Count	38	2	0	1	5	0	30	7	10	4	1	0	17
		Column N %	12%	7%	0%	10%	19%	0%	15%	7%	10%	9%	7%	0%	15%
	KW48.0M-KW60.0M	Count	60	6	0	2	5	1	47	13	22	7	1	0	21
		Column N %	20%	21%	0%	20%	19%	25%	24%	13%	23%	15%	7%	0%	19%
	KW60.0M-KW72.0M	Count	46	5	0	0	3	2	26	17	15	8	1	0	16
		Column N %	15%	17%	0%	0%	11%	50%	13%	18%	15%	17%	7%	0%	14%
	KW72.0M+	Count	93	11	1	2	2	1	41	49	40	14	7	1	39
		Column N %	30%	38%	50%	20%	7%	25%	21%	51%	41%	30%	50%	50%	35%
	No Income	Count	10	0	0	1	2	0	9	1	1	4	0	0	3
		Column N %	3%	0%	0%	10%	7%	0%	5%	1%	1%	9%	0%	0%	3%
	Total	Count	306	29	2	10	27	4	200	97	97	47	14	2	113

PRIOR TRIPS TO GUAM - 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
1st Time	89%	86%	83%	83%	85%	85%	86%	81%	82%	84%	87%	
Repeat	11%	14%	17%	17%	15%	15%	14%	19%	18%	16%	13%	
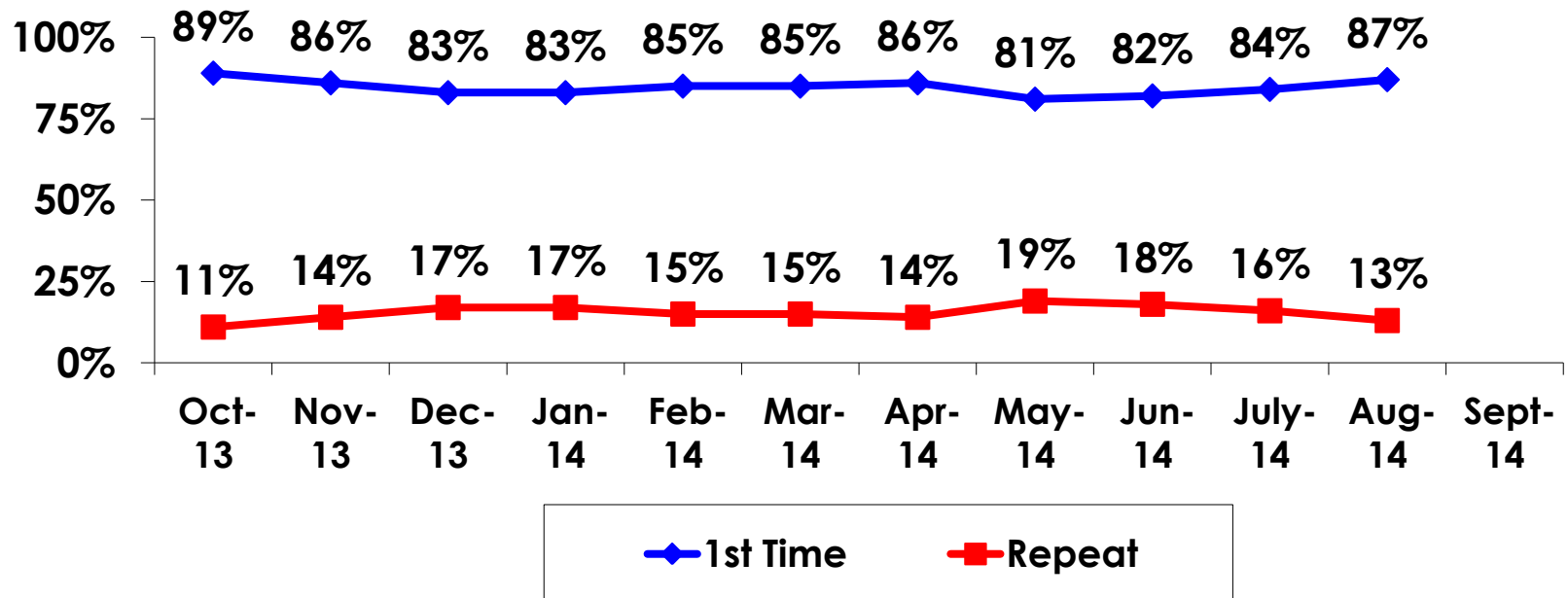
PRIOR TRIPS TO GUAM - SEGMENTATION

			TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	303	31	2	9	29	6	200	93	86	55	12	3	115
		Column N %	87%	97%	100%	82%	100%	86%	88%	87%	83%	87%	80%	100%	86%
	No	Count	44	1	0	2	0	1	27	14	17	8	3	0	18
		Column N %	13%	3%	0%	18%	0%	14%	12%	13%	17%	13%	20%	0%	14%
	Total	Count	347	32	2	11	29	7	227	107	103	63	15	3	133

AVG LENGTH OF STAY - TRACKING
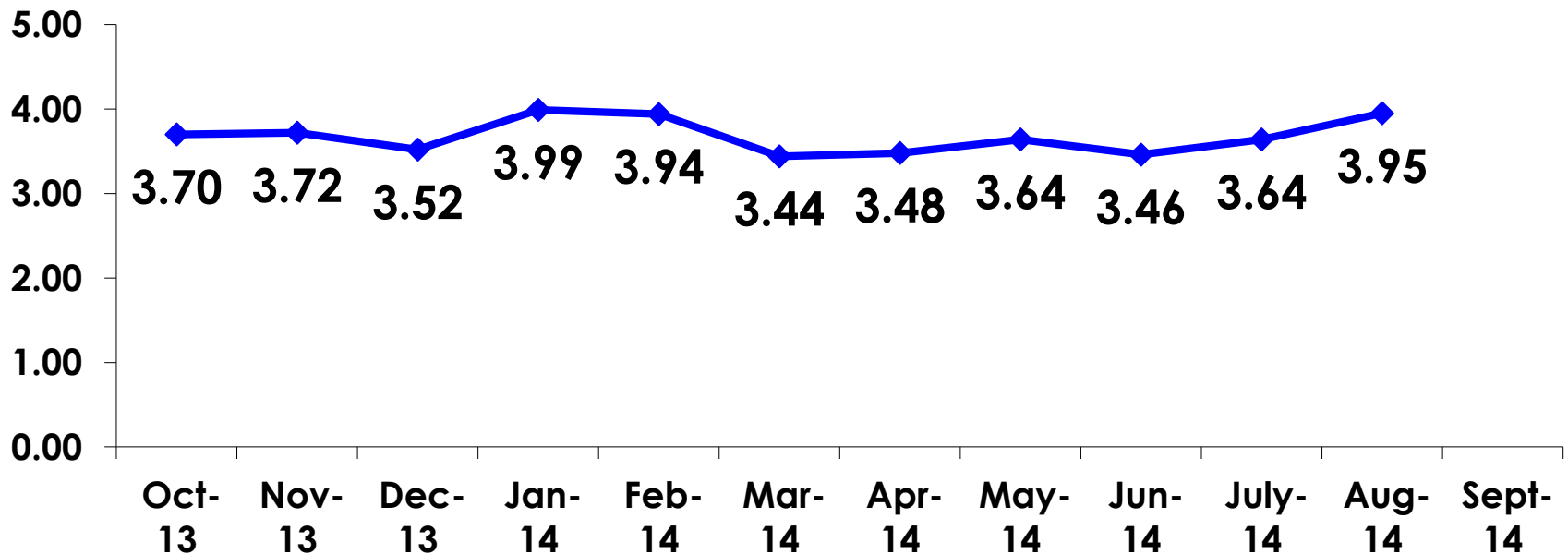
AVG LENGTH OF STAY - SEGMENTATION

		TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
Q8	Mean	3.95	3.84	8.50	6.30	3.79	15.71	4.22	3.50	3.51	4.16	3.73	3.33	3.80
	Median	3	4	9	3	4	3	3	3	3	3	3	3	3

SECTION 2
TRAVEL PLANNING

TRAVEL PLANNING - SEGMENTATION

			TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
Q7	Full package tour	Count	79	0	0	3	15	1	39	38	37	0	4	0	34
		Column N %	23%	0%	0%	27%	52%	14%	17%	36%	36%	0%	27%	0%	26%
	Free-time package tour	Count	197	0	0	6	13	0	138	50	55	0	7	3	70
		Column N %	57%	0%	0%	55%	45%	0%	62%	47%	54%	0%	47%	100%	53%
	Individually arranged travel (FIT)	Count	64	32	0	2	1	5	44	18	10	64	4	0	27
		Column N %	19%	100%	0%	18%	3%	71%	20%	17%	10%	100%	27%	0%	20%
	Group tour	Count	2	0	2	0	0	0	2	0	0	0	0	0	1
		Column N %	1%	0%	100%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%
	Company paid travel	Count	1	0	0	0	0	1	1	0	0	0	0	0	0
		Column N %	0%	0%	0%	0%	0%	14%	0%	0%	0%	0%	0%	0%	0%
	Total	Count	343	32	2	11	29	7	224	106	102	64	15	3	132

TRAVEL MOTIVATION - SEGMENTATION

		TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	8%	3%	0%	9%	0%	0%	9%	7%	10%	11%	7%	0%	10%
	Price	11%	22%	0%	27%	10%	0%	13%	6%	6%	17%	7%	33%	13%
	Visit friends/ Relatives	5%	6%	0%	18%	3%	0%	6%	4%	3%	14%	7%	0%	7%
	Recomm- friend/family/trvl agnt	20%	13%	50%	18%	10%	14%	15%	33%	28%	8%	20%	33%	22%
	Scuba	5%	3%	0%	0%	0%	0%	5%	7%	3%	8%	0%	0%	13%
	Water sports	17%	13%	0%	27%	0%	0%	15%	20%	14%	25%	13%	33%	43%
	Short travel time	35%	41%	0%	45%	23%	0%	39%	27%	37%	34%	40%	67%	40%
	Golf	4%	0%	0%	18%	0%	0%	4%	5%	1%	8%	7%	0%	11%
	Relax	55%	75%	0%	36%	30%	14%	52%	61%	61%	45%	60%	67%	51%
	Company/ Business Trip	3%	3%	0%	0%	0%	86%	2%	4%	1%	8%	7%	0%	3%
	Company Sponsored	2%	3%	0%	0%	0%	86%	1%	3%	1%	8%	0%	0%	1%
	Convention/ Trade/ Conference	1%	0%	0%	0%	0%	0%	1%	2%	1%	0%	7%	0%	1%
	Safe	29%	31%	0%	18%	0%	0%	28%	32%	44%	25%	13%	33%	28%
	Natural beauty	48%	59%	0%	36%	17%	14%	47%	53%	52%	44%	40%	0%	45%
	Shopping	32%	38%	0%	36%	20%	14%	35%	26%	27%	28%	13%	0%	34%
	Career Cert/ Testing	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	7%	0%	0%
	Honeymoon	9%	3%	0%	0%	100%	0%	11%	4%	2%	2%	0%	0%	6%
	Pleasure	14%	13%	0%	18%	3%	0%	14%	12%	17%	17%	20%	0%	20%
	Organized sports	3%	3%	0%	0%	0%	0%	3%	3%	2%	5%	7%	0%	7%
	Other	3%	0%	50%	9%	3%	0%	4%	4%	5%	3%	0%	0%	3%
	Total Count	350	32	2	11	30	7	228	107	103	64	15	3	134

INFORMATION SOURCES - SEGMENTATION

		TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
Q1	Internet	95%	88%	100%	91%	97%	100%	96%	95%	96%	90%	100%	67%	96%
	Friend/ Relative	40%	28%	0%	36%	37%	14%	41%	41%	48%	37%	47%	33%	44%
	Travel Agent Brochure	34%	25%	0%	27%	43%	14%	32%	41%	32%	25%	13%	33%	30%
	Travel Guidebook-Bookstore	16%	13%	0%	9%	13%	0%	20%	9%	13%	11%	33%	0%	17%
	Co-Worker/ Company Trvl Dept	13%	13%	0%	18%	7%	57%	11%	21%	14%	19%	20%	0%	16%
	Prior Trip	12%	3%	0%	9%	0%	14%	11%	13%	15%	13%	20%	0%	13%
	TV	10%	13%	0%	18%	17%	0%	10%	8%	7%	13%	0%	0%	8%
	GVB Office	6%	13%	0%	9%	3%	0%	7%	5%	5%	6%	7%	33%	10%
	Magazine (Consumer)	3%	3%	0%	9%	10%	0%	1%	4%	3%	5%	0%	33%	4%
	GVB Promo	1%	0%	0%	0%	7%	0%	1%	3%	0%	0%	0%	0%	1%
	Newspaper	1%	3%	50%	0%	0%	0%	0%	3%	2%	3%	0%	0%	2%
	Other	1%	0%	0%	0%	0%	0%	1%	0%	1%	2%	0%	0%	1%
	Travel Trade Show	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	33%	1%
	Radio	1%	3%	0%	9%	0%	0%	0%	1%	0%	3%	0%	0%	1%
	Consumer Trvl Show	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%
	Total Count	349	32	2	11	30	7	228	106	103	63	15	3	134

SECTION 3
EXPENDITURES
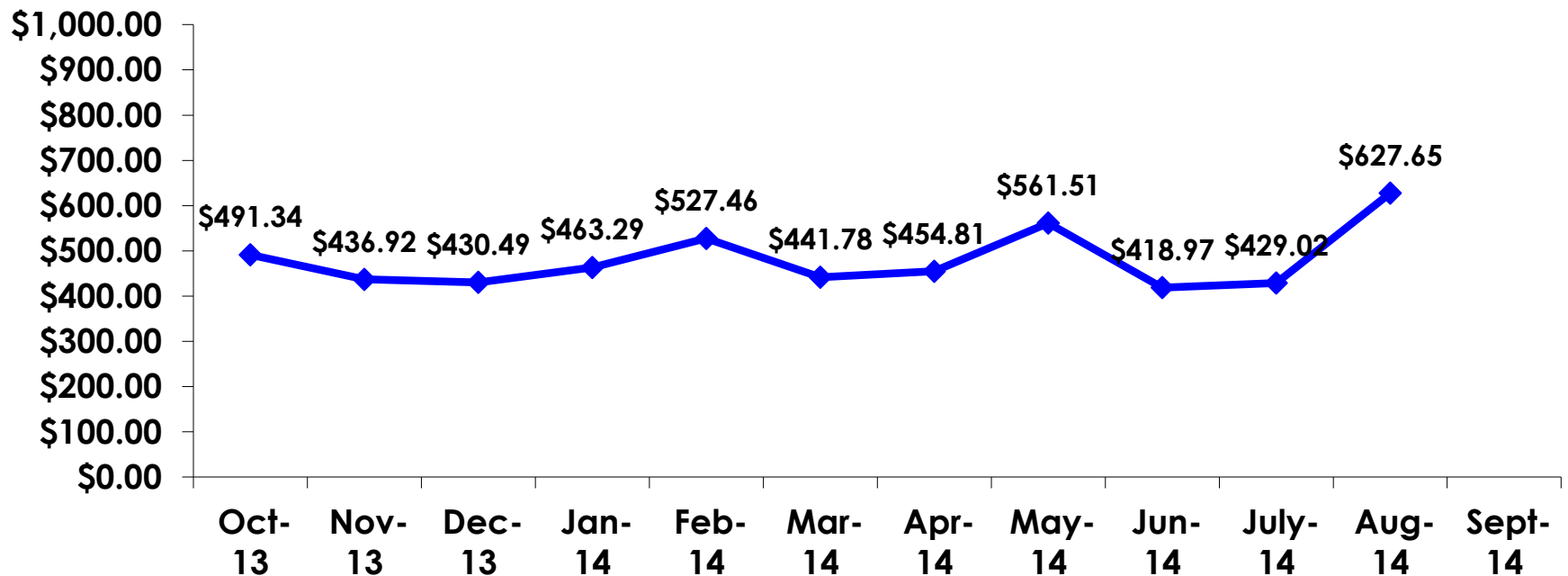
PREPAID EXPENDITURES - TRACKING
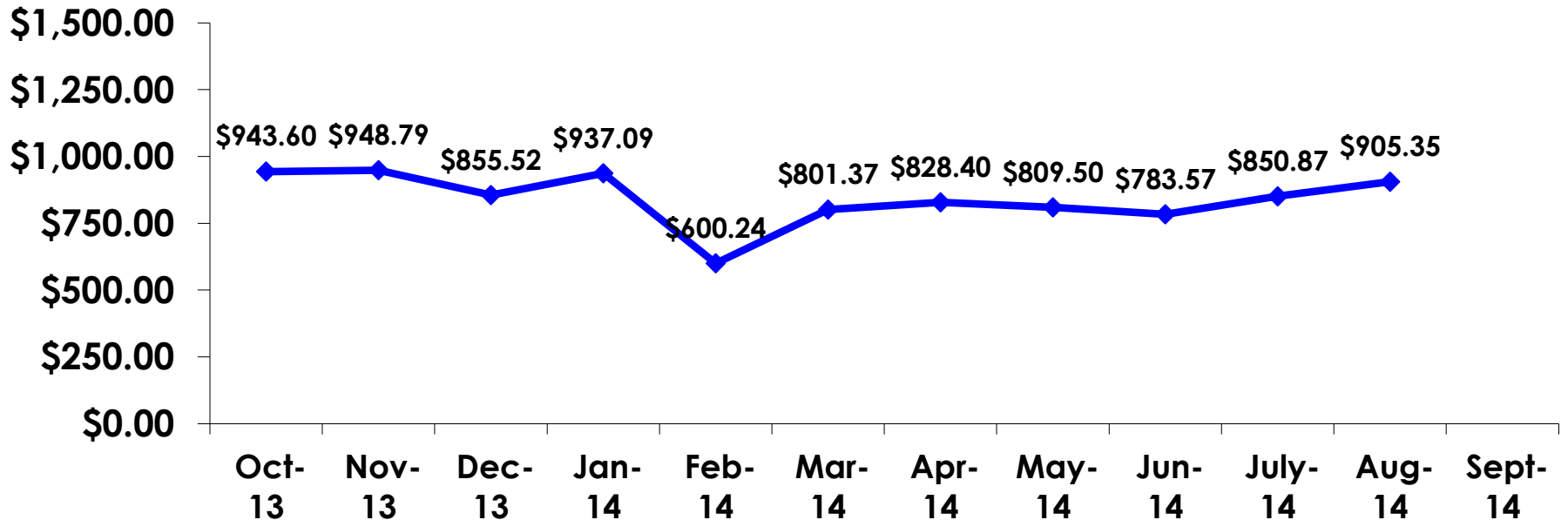
YTD=$842.14

PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	$905.35	$800.67	$660.22	$731.95	$1,001.75	$342.80	$864.60	$1,005.68	$960.39	$547.03	$1,175.58	$798.79	$872.67
	Median	$978	$831	$660	$968	$1,149	$0	$978	$1,030	$1,005	$580	$1,304	$1,174	$978
	Minimum	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
	Maximum	$3,815	$1,956	$1,320	$1,761	$2,299	$1,226	$2,328	$3,815	$2,152	$1,956	$2,201	$1,223	$3,815

ON-ISLAND EXPENDITURES - TRACKING

Month	Value
Oct-13	$491.34
Nov-13	$436.92
Dec-13	$430.49
Jan-14	$463.29
Feb-14	$527.46
Mar-14	$441.78
Apr-14	$454.81
May-14	$561.51
Jun-14	$418.97
July-14	$429.02
Aug-14	$627.65

YTD = $480.26

ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	$627.65	$826.92	$950.00	$436.06	$716.45	$828.57	$644.36	$629.64	$386.97	$779.50	$640.83	$681.67	$765.36
	Median	$451	$667	$950	$350	$325	$900	$500	$400	$250	$700	$500	$950	$563
	Minimum	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$13	$0	$0
	Maximum	$6,450	$2,500	$1,900	$1,200	$6,450	$2,000	$6,450	$5,100	$2,000	$3,000	$1,567	$1,095	$6,450

ON-ISLAND EXPENSE- BREAKDOWN

		TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
AIR & HOTEL	Mean	$2,418.11	$1,532.37	$1,320.45	$1,463.90	$2,445.27	$5,868.66	$2,157.34	$3,094.09	$3,864.15	$1,787.15	$4,010.25	.	$1,591.62
	Median	$1,956	$1,320	$1,320	$1,467	$2,445	$5,869	$1,956	$1,956	$3,081	$1,394	$2,934	.	$1,467
	Minimum	$489	$1,076	$1,320	$773	$2,347	$5,869	$489	$929	$1,174	$929	$2,347	.	$489
	Maximum	$12,715	$2,543	$1,320	$2,152	$2,543	$5,869	$9,781	$12,715	$12,715	$6,358	$7,825	.	$3,912
AIR/ HOTEL/ MEAL	Mean	$3,042.10	$2,911.97		$3,684.21	$2,483.91	$3,677.69	$2,527.17	$3,944.16	$3,878.09	$2,911.97	$3,386.71	$2,396.37	$3,157.20
	Median	$2,568	$2,592		$3,423	$2,587	$3,678	$2,250	$3,619	$3,678	$2,592	$3,179	$2,396	$2,665
	Minimum	$293	$293		$1,761	$978	$3,678	$822	$293	$978	$293	$1,761	$2,347	$978
	Maximum	$19,562	$5,869		$5,869	$4,597	$3,678	$6,847	$19,562	$9,781	$5,869	$5,380	$2,445	$9,781
AIR ONLY	Mean	$1,705.09	$1,246.39		$3,227.76			$1,737.89	$1,509.96	$1,722.87	$1,187.54	$1,721.47		$1,356.96
	Median	$1,320	$1,272		$3,228			$1,345	$1,272	$1,810	$1,272	$1,721		$1,320
	Minimum	$108	$147		$3,228			$108	$147	$147	$147	$1,721		$108
	Maximum	$13,694	$1,761		$3,228			$13,694	$3,228	$3,228	$1,761	$1,721		$3,228
HOTEL ONLY	Mean	$719.66	$640.66		$3,129.95			$570.73	$1,146.34	$1,215.65	$574.64			$769.91
	Median	$514	$602		$3,130			$489	$978	$978	$514			$489
	Minimum	$98	$98		$3,130			$98	$156	$98	$98			$196
	Maximum	$3,130	$978		$3,130			$1,369	$3,130	$3,130	$978			$3,130
HOTEL & MEAL	Mean	$1,479.39	$1,075.92					$1,491.62	$1,467.16	$1,479.39	$1,075.92			$1,711.69
	Median	$1,492	$1,076					$1,492	$1,467	$1,492	$1,076			$1,712
	Minimum	$880	$880					$1,272	$880	$880	$880			$1,712
	Maximum	$2,054	$1,272					$1,712	$2,054	$2,054	$1,272			$1,712
F&B HOTEL	Mean	.	.											
	Median	.	.											
	Minimum	.	.											
	Maximum	.	.											
TRANS- KOREA	Mean	$121.77	$68.47			$97.81		$101.89	$151.61	$141.83	$68.47	$195.62		$134.49
	Median	$98	$68			$98		$83	$161	$147	$68	$196		$134
	Minimum	$10	$68			$98		$10	$49	$49	$68	$196		$44
	Maximum	$235	$68			$98		$196	$235	$225	$68	$196		$225
TRANS- GUAM	Mean	$459.71	$127.15		$195.62			$483.47	$293.43	$224.97	$259.20			$270.61
	Median	$210	$127		$196			$196	$293	$225	$259			$225
	Minimum	$98	$127		$196			$98	$293	$225	$127			$196
	Maximum	$2,152	$127		$196			$2,152	$293	$225	$391			$391
OPT TOURS	Mean	$390.16	$953.66			$176.06		$687.94	$241.27	$475.36	$953.66			$384.72
	Median	$274	$954			$176		$587	$235	$293	$954			$293
	Minimum	$98	$587			$156		$156	$98	$98	$587			$274
	Maximum	$1,320	$1,320			$196		$1,320	$391	$1,320	$1,320			$587
OTHER	Mean	$482.27				$489.05		$314.08	$875.60	$1,075.92	$978.11	$880.30		$670.01
	Median	$172				$489		$235	$172	$98	$978	$880		$298
	Minimum	$10				$489		$10	$78	$78	$978	$880		$29
	Maximum	$3,052				$489		$880	$3,052	$3,052	$978	$880		$3,052
TOTAL	Mean	$2,132.60	$1,856.27	$660.22	$1,999.79	$1,931.77	$1,363.76	$1,786.20	$2,957.62	$3,198.59	$1,247.24	$3,062.14	$1,597.58	$1,972.90
	Median	$1,956	$1,761	$660	$1,467	$2,299	$0	$1,761	$2,543	$3,130	$1,095	$2,934	$2,347	$1,761
	Minimum	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
	Maximum	$12,715	$5,869	$1,320	$6,358	$4,597	$5,869	$9,781	$12,715	$12,715	$6,358	$7,825	$2,445	$9,781

TOTAL EXPENDITURES – TRACKING
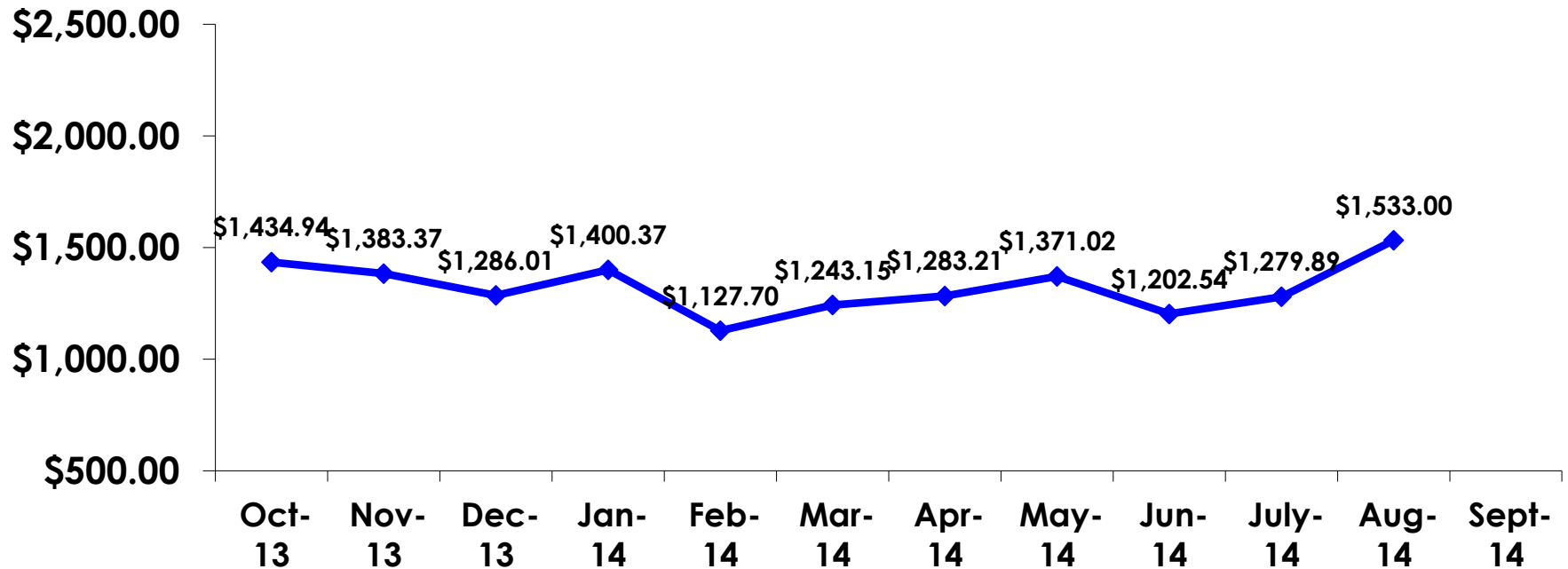
YTD=$1,322.21

TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	$1,533.00	$1,627.60	$1,610.22	$1,168.01	$1,718.20	$1,171.38	$1,508.96	$1,635.33	$1,347.35	$1,326.53	$1,816.41	$1,480.46	$1,638.02
	Median	$1,427	$1,455	$1,610	$1,200	$1,674	$1,000	$1,434	$1,426	$1,297	$1,213	$1,967	$2,173	$1,500
	Minimum	$0	$147	$0	$0	$0	$0	$0	$0	$0	$0	$746	$0	$0
	Maximum	$6,450	$3,967	$3,220	$2,168	$6,450	$3,174	$6,450	$6,372	$3,804	$3,967	$2,503	$2,269	$6,450

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, May, Jun, Jul, Aug 2014, and Overall Oct-2013 - Aug 2014												
Drivers:	Oct-13 rank	Nov-13 rank	Dec-13 rank	Jan-14 rank	Feb-14 rank	Mar-14 rank	Apr-14 rank	May-14 rank	Jun-14 rank	Jul-14 rank	**Aug-14 rank**	Combined Oct-2013 - Aug 2014 rank
Quality & Cleanliness of beaches & parks				5				1	3	2	**3**	3
Ease of getting around					3							8
Safety walking around at night						3	4					
Quality of daytime tours				3	1	1	2					6
Variety of daytime tours	2											
Quality of nighttime tours												
Variety of nighttime tours												
Quality of shopping		4								3		4
Variety of shopping			3								**4**	
Price of things on Guam												
Quality of hotel accommodations	4	2	4		2	4	3	3	2	4	**2**	5
Quality/cleanliness of air, sky	3	5			4							7
Quality/cleanliness of parks		1		4								10
Quality of landscape in Tumon			2			2	1	2				11
Quality of landscape in Guam	5			1					1	5	**1**	1
Quality of ground handler												9
Quality/cleanliness of transportation vehicles	1	3	1	2		5			4	1		2
% of Per Person On Island Expenditures Accounted For	48.6%	49.2%	44.8%	40.8%	38.7%	46.3%	31.4%	40.0%	43.6%	43.5%	**50.4%**	46.6%
NOTE: Only significant drivers are included.												

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by four significant factors in the August 2014 Period. By rank order they are:

  - **Quality of landscape in Guam,**
  - **Quality of hotel accommodations,**
  - **Quality & cleanliness of beaches & parks, and**
  - **Variety of shopping.**

- With all four factors the overall r^2 is .504 meaning that **50.4% 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, May, Jun, Jul, Aug 2014 and Overall Oct-2013-Aug 2014												
Drivers:	Oct-13 rank	Nov-13 rank	Dec-13 rank	Jan-14 rank	Feb-14 rank	Mar-14 rank	Apr-14 rank	May-14 rank	Jun-14 rank	Jul-14 rank	**Aug-14 rank**	Combined Oct-2013-Aug 2014 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			1		
Quality of hotel accommodations												
Quality/cleanliness of air, sky									1			
Quality/cleanliness of parks			1	5								
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%	0.0%	1.1%	2.4%	**0.0%**	1.7%
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 factor in the August 2014 Period.