



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2014 Market Segmentation

FEBUARY 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 **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

Highlighted Segments Parameters

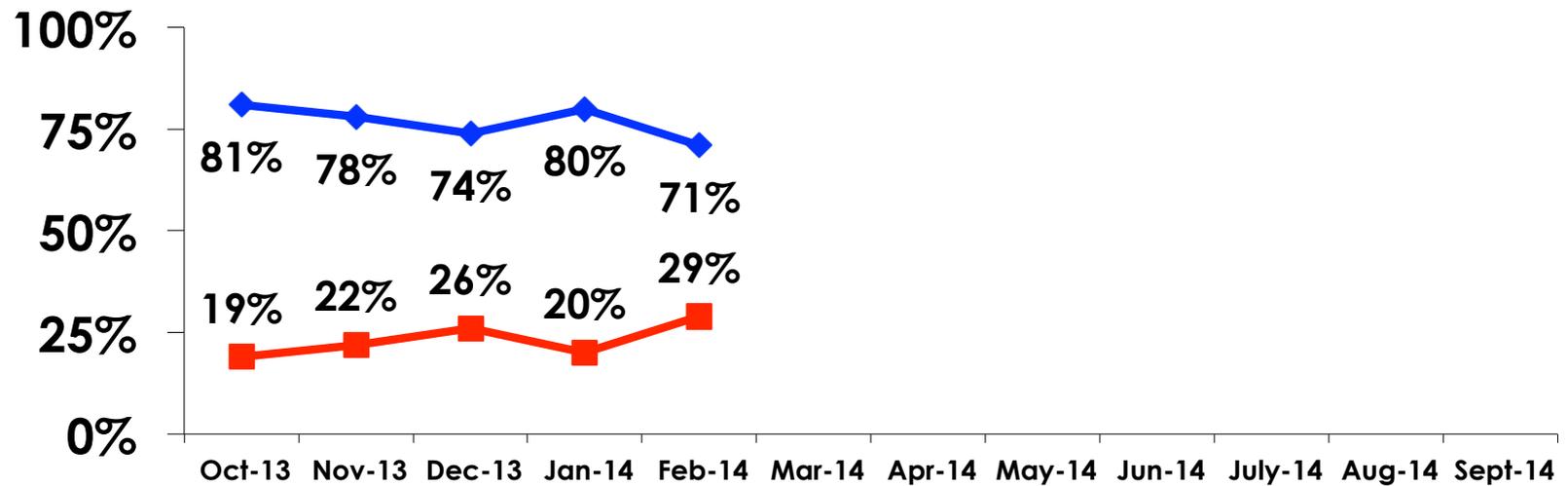
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Travel – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors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

SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status Tracking

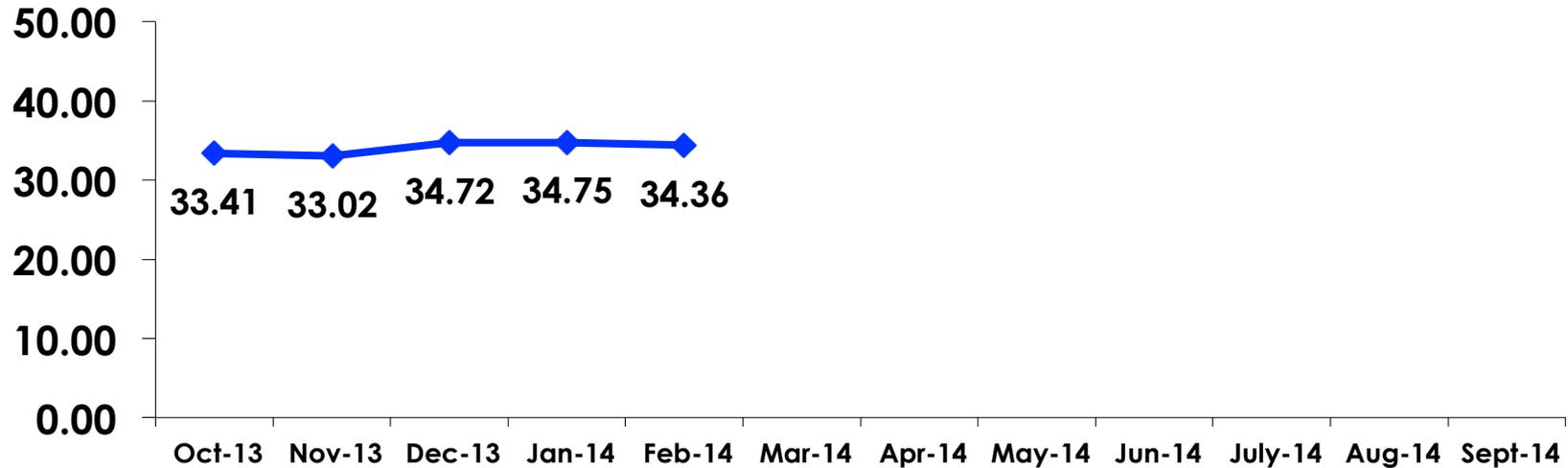


◆ Married ■ Single

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	248	26	1	4	55	5	20	137	101	84	32	17	5	80
		Column N %	71%	93%	25%	80%	98%	71%	45%	61%	88%	93%	63%	74%	100%	63%
	Single	Count	102	2	3	1	1	2	24	86	14	6	19	6	0	47
		Column N %	29%	7%	75%	20%	2%	29%	55%	39%	12%	7%	37%	26%	0%	37%
Total		Count	350	28	4	5	56	7	44	223	115	90	51	23	5	127

Average Age Tracking



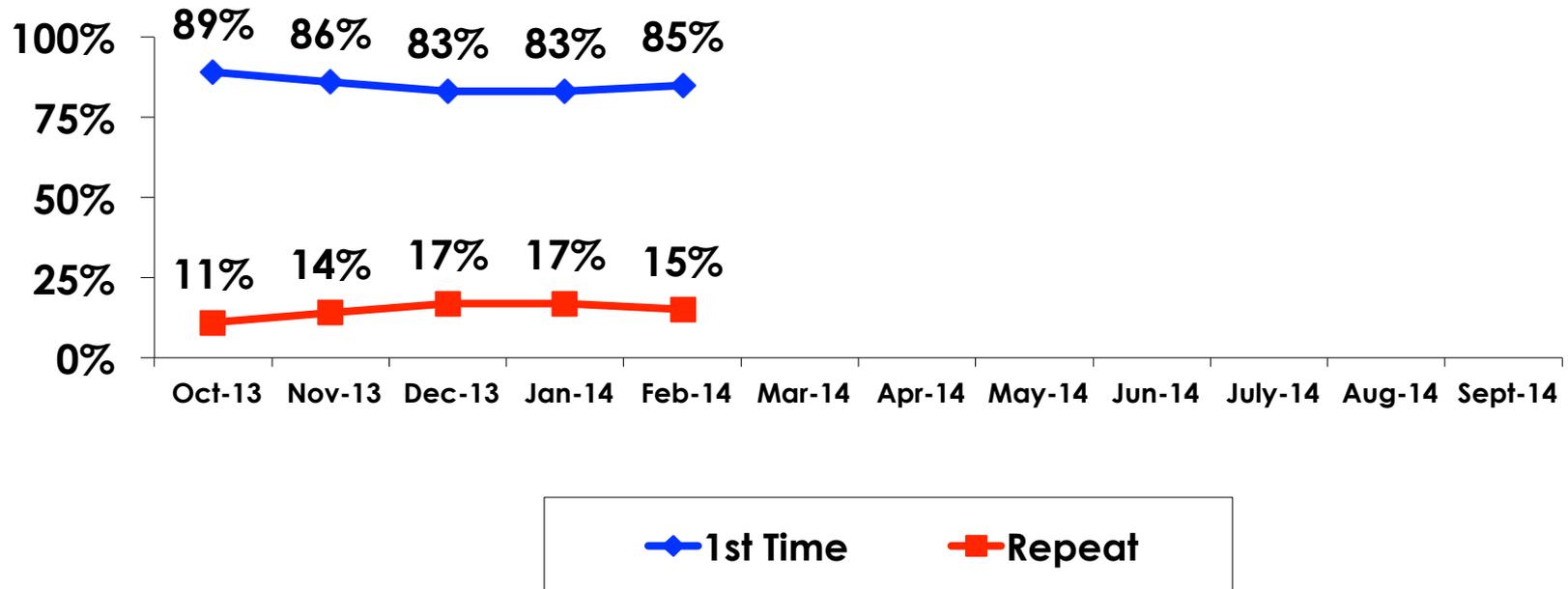
Age Segmentation

			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	15	0	0	0	6	0	0	15	0	1	0	0	0	8
		Column N %	4%	0%	0%	0%	11%	0%	0%	7%	0%	1%	0%	0%	0%	6%
	25-34	Count	194	14	3	2	39	7	23	194	0	29	30	15	0	69
		Column N %	56%	50%	75%	40%	70%	100%	53%	87%	0%	33%	60%	65%	0%	54%
	35-49	Count	122	14	1	3	11	0	19	14	108	59	17	8	0	44
		Column N %	35%	50%	25%	60%	20%	0%	44%	6%	94%	66%	34%	35%	0%	35%
	50+	Count	15	0	0	0	0	0	1	0	7	0	3	0	5	6
		Column N %	4%	0%	0%	0%	0%	0%	2%	0%	6%	0%	6%	0%	100%	5%
	Total	Count	346	28	4	5	56	7	43	223	115	89	50	23	5	127
QF	Mean		34.36	36.46	31.25	38.80	30.45	29.00	34.30	29.73	41.44	36.98	35.94	34.30	63.60	34.27
	Median		33	36	31	44	30	29	32	30	40	37	33	33	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		5	0	0	0	0	1	0	4	0	0	0	2	1	3
	Column N %		2%	0%	0%	0%	0%	14%	0%	2%	0%	0%	0%	9%	20%	3%
KW12.0M-KW24.0M	Count		20	1	2	1	5	1	3	13	5	3	2	0	2	8
	Column N %		6%	4%	50%	20%	9%	14%	7%	6%	5%	4%	4%	0%	40%	7%
KW24.0M-KW36.0M	Count		54	4	0	1	10	1	13	42	10	10	6	1	0	23
	Column N %		16%	14%	0%	20%	18%	14%	32%	20%	10%	12%	12%	4%	0%	19%
KW36.0M-KW48.0M	Count		71	2	2	1	19	1	8	53	18	11	9	6	0	30
	Column N %		22%	7%	50%	20%	35%	14%	20%	25%	17%	13%	18%	26%	0%	25%
KW48.0M-KW60.0M	Count		54	3	0	0	11	2	8	38	15	14	6	5	0	21
	Column N %		16%	11%	0%	0%	20%	29%	20%	18%	14%	17%	12%	22%	0%	18%
KW60.0M-KW72.0M	Count		32	3	0	0	3	0	3	21	9	8	6	1	0	10
	Column N %		10%	11%	0%	0%	5%	0%	7%	10%	9%	10%	12%	4%	0%	8%
KW72.0M+	Count		75	13	0	2	4	1	6	28	45	34	15	8	1	21
	Column N %		23%	46%	0%	40%	7%	14%	15%	13%	43%	41%	31%	35%	20%	18%
No Income	Count		19	2	0	0	3	0	0	15	2	3	5	0	1	4
	Column N %		6%	7%	0%	0%	5%	0%	0%	7%	2%	4%	10%	0%	20%	3%
Total	Count		330	28	4	5	55	7	41	214	104	83	49	23	5	120

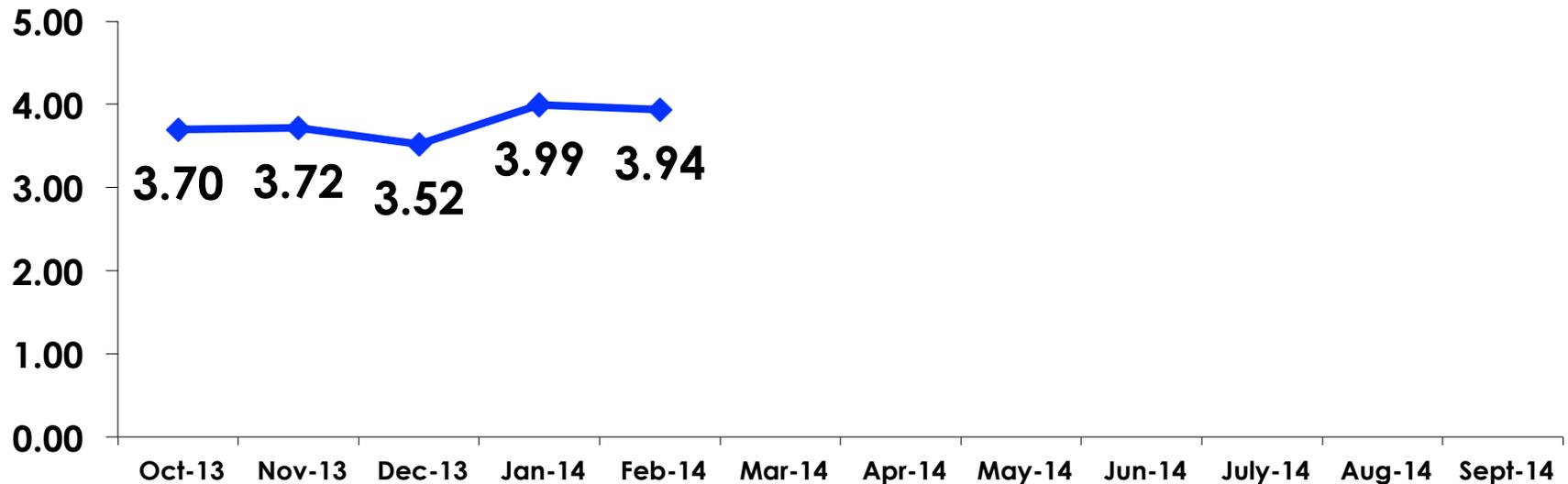
Prior Trips tp Guam Tracking



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	299	20	3	5	55	7	37	200	90	72	36	20	4	112
		Column N %	85%	71%	75%	100%	98%	100%	84%	90%	78%	80%	71%	87%	80%	88%
	No	Count	51	8	1	0	1	0	7	23	25	18	15	3	1	15
		Column N %	15%	29%	25%	0%	2%	0%	16%	10%	22%	20%	29%	13%	20%	12%
	Total	Count	350	28	4	5	56	7	44	223	115	90	51	23	5	127

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	3.94	3.52	3.00	4.00	4.04	3.83	3.86	4.06	3.70	3.40	4.72	4.09	5.00	4.06
	Median	3	4	3	4	4	4	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	129	0	0	3	38	3	13	78	48	35	0	7	1	53
		Column N %	37%	0%	0%	60%	68%	43%	30%	36%	42%	39%	0%	32%	20%	42%
	Free-time package tour	Count	140	0	0	2	16	2	6	94	39	42	0	9	3	50
		Column N %	40%	0%	0%	40%	29%	29%	14%	43%	34%	47%	0%	41%	60%	40%
	Individually arranged travel (FIT)	Count	51	28	0	0	1	2	0	30	19	11	51	3	1	18
		Column N %	15%	100%	0%	0%	2%	29%	0%	14%	17%	12%	100%	14%	20%	14%
	Group tour	Count	4	0	4	0	0	0	4	4	0	0	0	1	0	1
		Column N %	1%	0%	100%	0%	0%	0%	9%	2%	0%	0%	0%	5%	0%	1%
	Company paid travel	Count	20	0	0	0	1	0	20	12	8	1	0	2	0	4
		Column N %	6%	0%	0%	0%	2%	0%	47%	5%	7%	1%	0%	9%	0%	3%
	Other	Count	2	0	0	0	0	0	0	1	1	1	0	0	0	0
		Column N %	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%
	Total	Count	346	28	4	5	56	7	43	219	115	90	51	22	5	126

Travel Motivation Segmentation

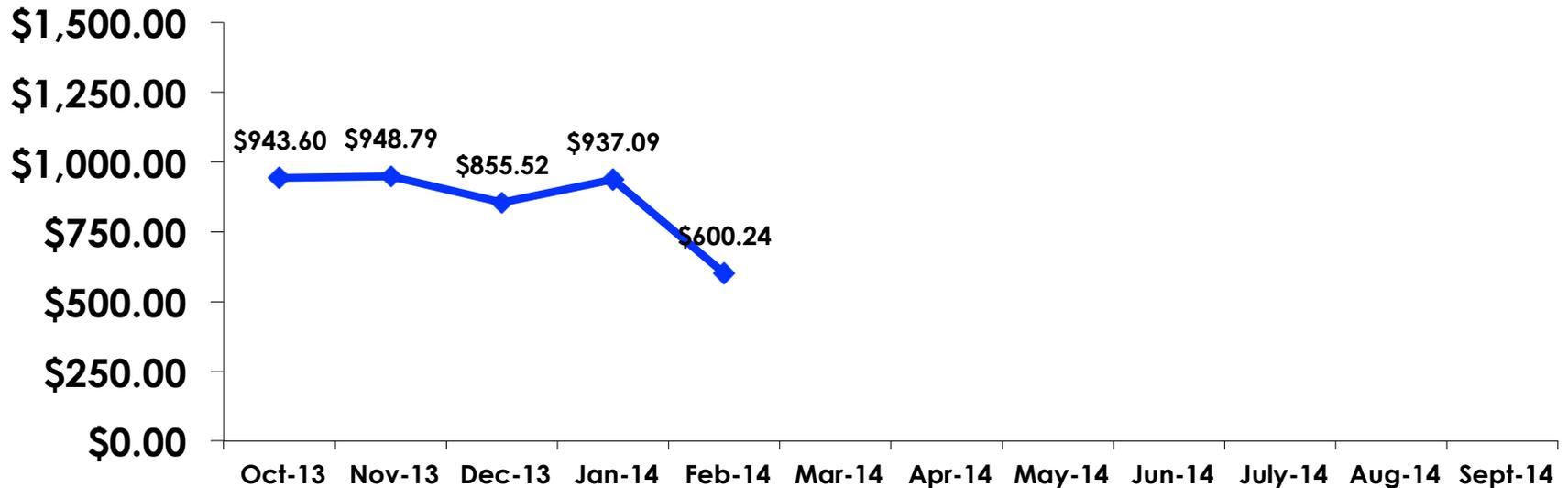
	TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q5A Previous trip	9%	14%	0%	0%	0%	0%	2%	7%	11%	14%	22%	9%	20%	7%
Price	18%	21%	0%	60%	11%	29%	9%	21%	12%	18%	18%	30%	40%	15%
Visit friends/ Relatives	3%	0%	0%	0%	2%	0%	0%	3%	3%	2%	6%	4%	20%	4%
Recomm- friend/family/trvl agnt	16%	0%	0%	40%	9%	14%	7%	17%	13%	19%	6%	13%	60%	23%
Scuba	3%	4%	0%	20%	0%	14%	0%	4%	2%	1%	4%	4%	0%	8%
Water sports	15%	7%	0%	20%	9%	14%	7%	12%	21%	18%	10%	9%	0%	40%
Short travel time	22%	39%	0%	20%	25%	0%	5%	22%	25%	33%	25%	17%	0%	24%
Golf	4%	0%	0%	60%	0%	0%	2%	4%	3%	2%	14%	4%	0%	10%
Relax	43%	50%	25%	20%	21%	43%	16%	39%	48%	67%	37%	57%	60%	47%
Company/ Business Trip	8%	0%	0%	0%	2%	0%	27%	7%	11%	1%	4%	17%	0%	6%
Company Sponsored	11%	0%	100%	20%	0%	0%	84%	9%	13%	3%	0%	17%	0%	12%
Safe	25%	14%	0%	60%	7%	14%	9%	21%	28%	42%	22%	43%	100%	24%
Natural beauty	39%	46%	25%	40%	25%	29%	32%	38%	41%	57%	31%	48%	60%	38%
Shopping	23%	32%	0%	20%	20%	14%	11%	24%	20%	24%	27%	17%	0%	22%
Career Cert/ Testing	1%	0%	0%	0%	2%	0%	0%	0%	1%	0%	2%	4%	0%	1%
Married/ Attn wedding	2%	4%	0%	0%	0%	100%	0%	3%	0%	0%	4%	9%	0%	3%
Honeymoon	16%	4%	0%	0%	100%	0%	2%	22%	6%	0%	2%	4%	0%	13%
Pleasure	10%	7%	25%	20%	5%	0%	5%	9%	11%	18%	6%	4%	20%	13%
Organized sports	4%	7%	0%	0%	2%	14%	0%	3%	4%	4%	4%	4%	20%	10%
Other	3%	11%	0%	0%	0%	0%	0%	2%	4%	4%	6%	0%	20%	2%
Total Count	349	28	4	5	56	7	44	223	114	90	51	23	5	127

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%	96%	86%	98%	95%	94%	97%	90%	87%	60%	93%
	Friend/ Relative	38%	25%	25%	60%	38%	29%	39%	39%	37%	39%	25%	43%	100%	39%
	Travel Agent Brochure	37%	21%	0%	40%	59%	43%	20%	38%	36%	39%	20%	22%	20%	41%
	Prior Trip	14%	21%	25%	0%	2%	0%	16%	10%	20%	19%	25%	13%	20%	12%
	Co-Worker/ Company Trvl Dept	13%	14%	25%	20%	5%	0%	27%	12%	14%	10%	8%	26%	40%	14%
	TV	12%	18%	0%	40%	5%	0%	2%	12%	12%	9%	22%	30%	0%	12%
	Travel Guidebook-Bookstore	9%	14%	0%	0%	11%	14%	2%	9%	7%	9%	10%	9%	0%	7%
	GVB Office	8%	4%	0%	40%	4%	0%	5%	9%	6%	12%	4%	4%	0%	10%
	Magazine (Consumer)	6%	4%	0%	20%	0%	0%	0%	5%	4%	6%	8%	0%	40%	8%
	Consumer Trvl Show	3%	0%	0%	0%	0%	14%	2%	3%	2%	0%	10%	4%	0%	6%
	Travel Trade Show	3%	4%	0%	0%	0%	14%	5%	3%	0%	0%	6%	0%	20%	6%
	Newspaper	3%	0%	0%	20%	0%	14%	0%	2%	3%	1%	2%	0%	20%	2%
	Theater Ad	1%	0%	0%	0%	0%	0%	0%	1%	1%	0%	4%	4%	0%	2%
	Radio	1%	0%	0%	0%	0%	0%	2%	0%	1%	0%	0%	0%	0%	0%
	GVB Promo	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	1%
	Total Count	350	28	4	5	56	7	44	223	115	90	51	23	5	127

SECTION 3 **EXPENDITURES**

Prepaid Expenditures Tracking

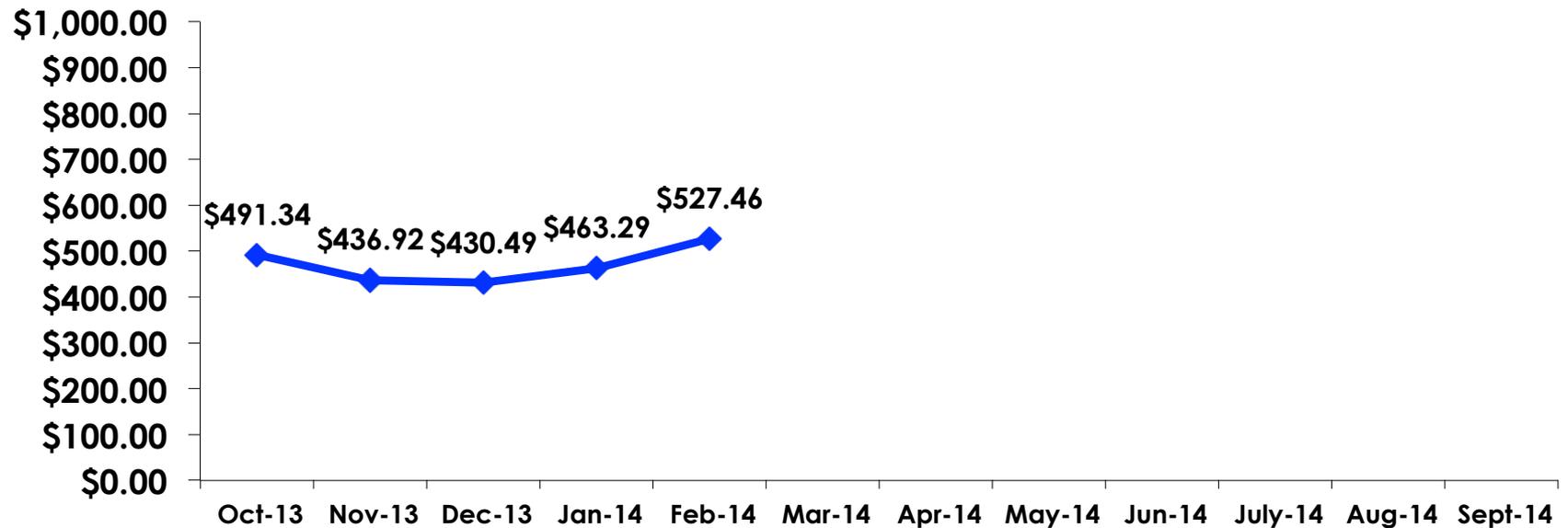


YTD=\$856.94

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	\$600.24	\$584.05	\$0.00	\$296.06	\$1,153.13	\$546.27	\$126.64	\$646.73	\$537.42	\$577.53	\$438.90	\$517.19	\$149.59	\$625.72
	Median	\$623	\$542	\$0	\$0	\$1,082	\$561	\$0	\$617	\$631	\$701	\$374	\$701	\$0	\$735
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$3,459	\$3,085	\$0	\$779	\$3,459	\$1,402	\$1,315	\$3,459	\$3,085	\$1,605	\$3,085	\$1,402	\$748	\$2,267

On-Island Expenditures Tracking



YTD = \$469.88

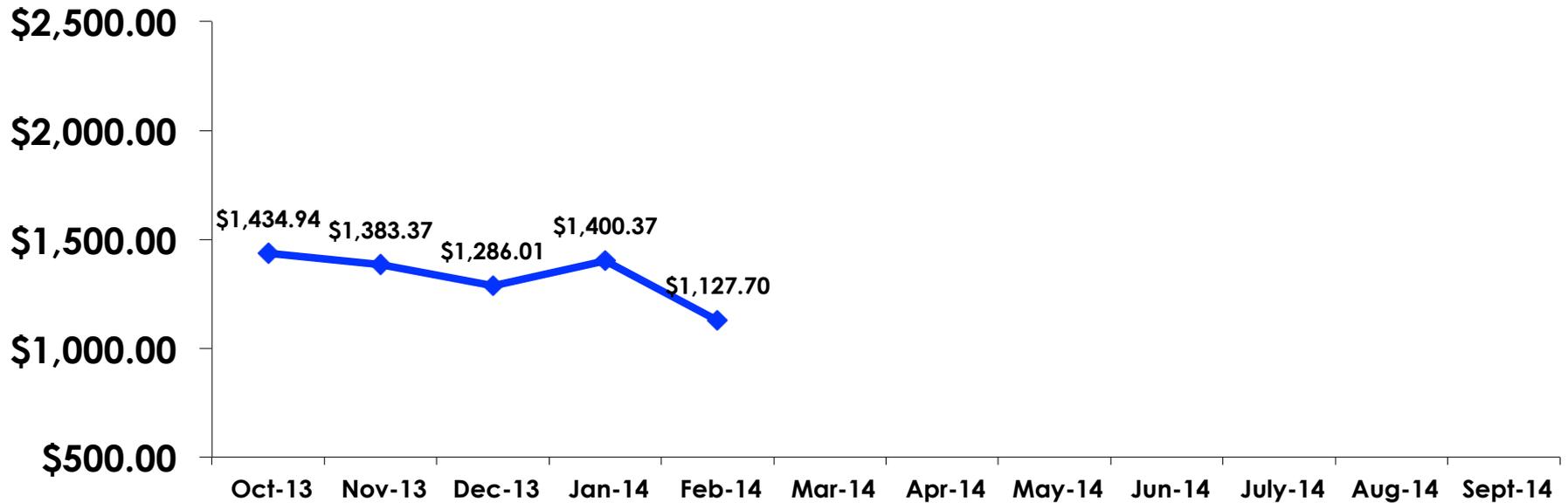
On-Island Expenditures Per Person Segmentation

		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	\$527.46	\$423.84	\$116.25	\$620.00	\$635.46	\$724.29	\$344.54	\$550.48	\$500.39	\$335.92	\$631.52	\$580.89	\$386.00	\$607.36
	Median	\$300	\$383	\$75	\$100	\$500	\$500	\$200	\$333	\$263	\$227	\$500	\$333	\$130	\$333
	Minimum	\$0	\$0	\$50	\$0	\$0	\$35	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$6,000	\$1,150	\$265	\$2,000	\$2,600	\$2,000	\$2,060	\$4,000	\$6,000	\$4,000	\$6,000	\$1,500	\$1,400	\$3,250

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	\$2,021.90	\$1,499.63	.	\$1,519.26	\$2,083.33	\$560.96	\$701.20	\$1,696.34	\$2,247.92	\$2,409.20	\$1,358.76	\$790.01	.	\$2,104.93
	Median	\$1,730	\$1,047	.	\$1,519	\$1,996	\$561	\$701	\$1,496	\$2,043	\$2,291	\$991	\$790	.	\$1,809
	Minimum	\$561	\$561	.	\$701	\$1,122	\$561	\$701	\$561	\$654	\$879	\$561	\$701	.	\$561
	Maximum	\$6,545	\$3,740	.	\$2,337	\$2,992	\$561	\$701	\$3,646	\$5,610	\$5,610	\$3,740	\$879	.	\$6,545
AIR/ HOTEL/ MEAL	Mean	\$2,283.37	\$2,211.11	.	\$2,397.11	\$1,458.49	\$960.64	\$2,110.58	\$2,703.28	\$2,717.91	\$2,123.85	\$2,273.05	\$2,273.05	\$1,495.89	\$2,323.73
	Median	\$2,057	\$2,412	.	\$2,104	\$1,402	\$1,019	\$1,963	\$2,478	\$2,524	\$2,216	\$2,384	\$1,496	\$2,104	
	Minimum	\$187	\$935	.	\$187	\$1,290	\$589	\$187	\$916	\$935	\$935	\$1,402	\$1,496	\$187	
	Maximum	\$9,349	\$3,085	.	\$4,534	\$1,683	\$1,215	\$4,675	\$9,349	\$9,349	\$3,085	\$3,366	\$1,496	\$9,349	
AIR ONLY	Mean	\$1,201.38	\$1,872.97	.	\$888.18	\$373.97	\$1,748.32	\$1,149.60	\$1,369.67	\$1,892.56	\$1,367.67	\$671.28	.	\$1,287.09	
	Median	\$748	\$841	.	\$841	\$374	\$1,748	\$748	\$631	\$1,468	\$701	\$561	.	\$935	
	Minimum	\$47	\$355	.	\$701	\$374	\$1,748	\$47	\$374	\$748	\$355	\$374	.	\$47	
	Maximum	\$6,545	\$6,545	.	\$1,122	\$374	\$1,748	\$6,545	\$3,740	\$3,740	\$6,545	\$1,468	.	\$3,740	
HOTEL ONLY	Mean	\$1,004.55	\$978.56	.	\$589.01	\$519.82	\$1,109.63	\$514.21	\$560.96	\$885.51	\$327.23	.	\$555.35		
	Median	\$561	\$692	.	\$589	\$520	\$625	\$561	\$561	\$654	\$327	.	\$517		
	Minimum	\$150	\$374	.	\$150	\$520	\$150	\$327	\$374	\$327	\$327	.	\$327		
	Maximum	\$5,610	\$2,805	.	\$1,028	\$520	\$5,610	\$654	\$748	\$2,805	\$327	.	\$860		
HOTEL & MEAL	Mean	\$766.64	\$1,495.89	.	.	.	\$584.33	\$1,495.89	\$467.46	\$1,495.89	.	\$1,215.41			
	Median	\$748	\$1,496	.	.	.	\$608	\$1,496	\$467	\$1,496	.	\$1,215			
	Minimum	\$187	\$1,496	.	.	.	\$187	\$1,496	\$467	\$1,496	.	\$935			
	Maximum	\$1,496	\$1,496	.	.	.	\$935	\$1,496	\$467	\$1,496	.	\$1,496			
F&B HOTEL	Mean	\$100.50	.	.	\$93.49	.	\$118.42	\$46.75	\$168.29	\$93.49	\$93.49	.	\$107.52		
	Median	\$93	.	.	\$93	.	\$93	\$47	\$168	\$93	\$93	.	\$108		
	Minimum	\$47	.	.	\$93	.	\$93	\$47	\$168	\$93	\$93	.	\$47		
	Maximum	\$168	.	.	\$93	.	\$168	\$47	\$168	\$93	\$93	.	\$168		
TRANS- KOREA	Mean	\$99.54	\$205.68	.	\$93.49	.	\$99.73	\$86.48	\$130.89	\$135.56	\$126.22	\$116.87	.	\$120.37	
	Median	\$93	\$206	.	\$93	.	\$93	\$93	\$150	\$122	\$126	\$117	.	\$93	
	Minimum	\$19	\$206	.	\$93	.	\$19	\$47	\$19	\$93	\$47	\$47	.	\$47	
	Maximum	\$206	\$206	.	\$93	.	\$187	\$187	\$206	\$206	\$206	\$187	.	\$206	
TRANS- GUAM	Mean	\$161.12	.	.	\$123.88	.	\$280.48	\$167.90	\$134.01	\$280.48	\$140.24	\$210.36	.	\$167.70	
	Median	\$140	.	.	\$117	.	\$280	\$164	\$93	\$280	\$140	\$210	.	\$164	
	Minimum	\$19	.	.	\$28	.	\$280	\$19	\$28	\$280	\$140	\$140	.	\$19	
	Maximum	\$280	.	.	\$234	.	\$280	\$280	\$280	\$280	\$280	\$140	.	\$280	
OPT TOURS	Mean	\$272.53	.	.	\$395.01	.	\$177.64	\$302.29	\$227.89	\$196.34	.	\$257.11	.	\$339.38	
	Median	\$252	.	.	\$280	.	\$178	\$280	\$224	\$215	.	\$257	.	\$257	
	Minimum	\$19	.	.	\$93	.	\$75	\$19	\$75	\$140	.	\$234	.	\$19	
	Maximum	\$1,402	.	.	\$1,402	.	\$280	\$1,402	\$421	\$234	.	\$280	.	\$1,402	
OTHER	Mean	\$506.22	\$402.02	.	\$670.81	.	\$26.18	\$603.77	\$320.87	\$378.65	\$402.02	.	\$335.38		
	Median	\$467	\$486	.	\$374	.	\$26	\$467	\$374	\$421	\$486	.	\$374		
	Minimum	\$6	\$206	.	\$28	.	\$6	\$28	\$6	\$187	\$206	.	\$47		
	Maximum	\$2,524	\$514	.	\$2,524	.	\$47	\$2,524	\$654	\$486	\$514	.	\$823		
TOTAL	Mean	\$1,318.14	\$1,218.75	\$0.00	\$607.70	\$2,114.61	\$758.63	\$177.25	\$1,250.98	\$1,473.74	\$1,868.82	\$815.22	\$1,074.36	\$299.18	\$1,473.70
	Median	\$935	\$935	\$0	\$0	\$2,057	\$561	\$0	\$935	\$935	\$2,057	\$374	\$701	\$0	\$972
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$9,349	\$3,740	\$0	\$2,337	\$4,675	\$1,683	\$2,969	\$4,862	\$9,349	\$9,349	\$3,740	\$3,366	\$1,496	\$9,349

Total Expenditures Tracking



YTD=\$1,326.39

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	\$1,127.70	\$1,007.89	\$116.25	\$916.06	\$1,788.60	\$1,270.55	\$471.18	\$1,197.21	\$1,037.81	\$913.45	\$1,070.42	\$1,098.08	\$535.59	\$1,233.08
	Median	\$1,000	\$1,008	\$75	\$879	\$1,787	\$950	\$200	\$1,079	\$879	\$907	\$883	\$1,000	\$400	\$1,108
	Minimum	\$0	\$0	\$50	\$0	\$0	\$300	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$7,767	\$4,235	\$265	\$2,000	\$4,837	\$2,402	\$2,122	\$4,837	\$7,767	\$4,000	\$7,767	\$2,402	\$1,400	\$3,990

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.

Comparison of Drivers of Overall Satisfaction, Oct, Nov, Dec 2013, Jan, Feb 2014, and Overall Oct-2013 - Feb 2014						
	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Combined Oct-2013 - Feb 2014
Drivers:	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks				5		5
Ease of getting around					3	
Safety walking around at night						
Quality of daytime tours				3	1	2
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
Quality/cleanliness of air, sky	3	5			4	3
Quality/cleanliness of parks		1		4		
Quality of landscape in Tumon			2			
Quality of landscape in Guam	5			1		7
Quality of ground handler						8
Quality/cleanliness of transportation vehicles	1	3	1	2		1
% of Per Person On Island Expenditures Accounted For	48.6%	49.2%	44.8%	40.8%	38.7%	43.9%

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 February 2014 Period. By rank order they are:
 - **Quality of day time tours,**
 - **Quality of hotel accommodations,**
 - **Ease of getting around, and**
 - **Quality/cleanliness of air, sky.**
- With all four factors the overall r^2 is .387 meaning that **38.7% of overall satisfaction is accounted for by these factors.**

Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2013, Jan, Feb 2014 and Overall Oct-2013-Feb 2014						
	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Combined Oct 2013-Feb 2014
Drivers:	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		
Quality of hotel accommodations						
Quality/cleanliness of air, sky						
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%	2.7%

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 factors in the February 2014 Period.