



# GUAM VISITORS BUREAU

## Korean Visitor Tracker Exit Profile

### FY2014 Market Segmentation

### JULY 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.

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# 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

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# Highlighted Segments

## Parameters

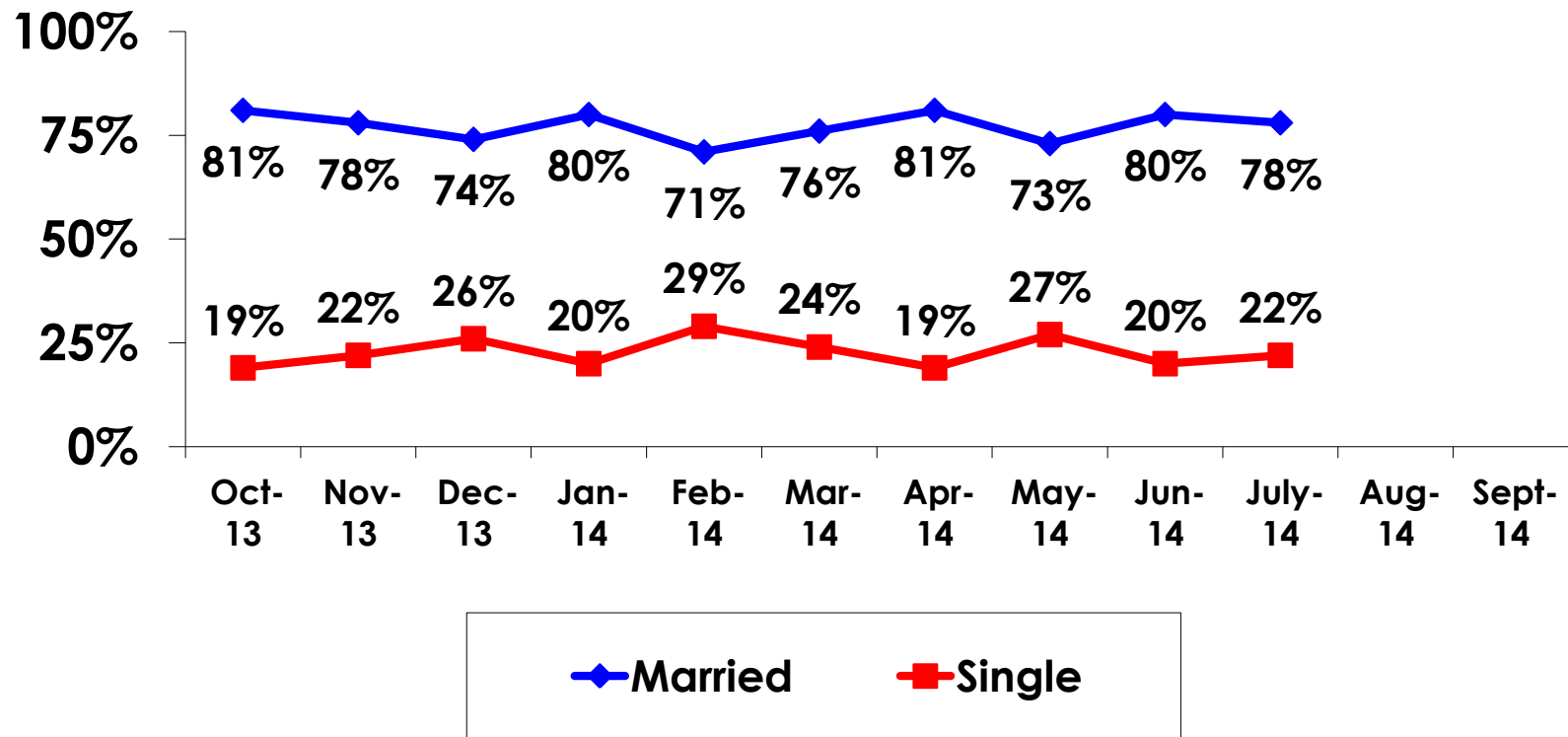
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors – 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%	12%	7%	7%		
Group	1%	1%	1%	1%	1%	1%	-	-	-	-		
Eng Language	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%		
Honeymoon	28%	28%	6%	16%	16%	18%	13%	14%	14%	11%		
Wedding	2%	1%	0%	1%	2%	1%	2%	1%	1%	1%		
Incentive	2%	3%	3%	3%	13%	17%	4%	3%	3%	2%		
18-35	69%	69%	58%	56%	64%	60%	68%	64%	60%	57%		
36-55	28%	28%	37%	43%	33%	36%	31%	31%	37%	41%		
Child	27%	28%	41%	38%	26%	30%	40%	31%	40%	43%		
FIT	15%	10%	18%	16%	15%	13%	21%	25%	14%	13%		
Golden Miss	5%	5%	5%	5%	7%	6%	5%	3%	6%	4%		
Senior	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%		
Sport	31%	27%	32%	32%	36%	28%	31%	33%	25%	29%		
<b>TOTAL</b>	<b>350</b>	<b>350</b>	<b>351</b>	<b>350</b>	<b>350</b>	<b>351</b>	<b>352</b>	<b>350</b>	<b>350</b>	<b>350</b>		

# SECTION 1 **PROFILE OF RESPONDENTS**

# MARITAL STATUS - TRACKING

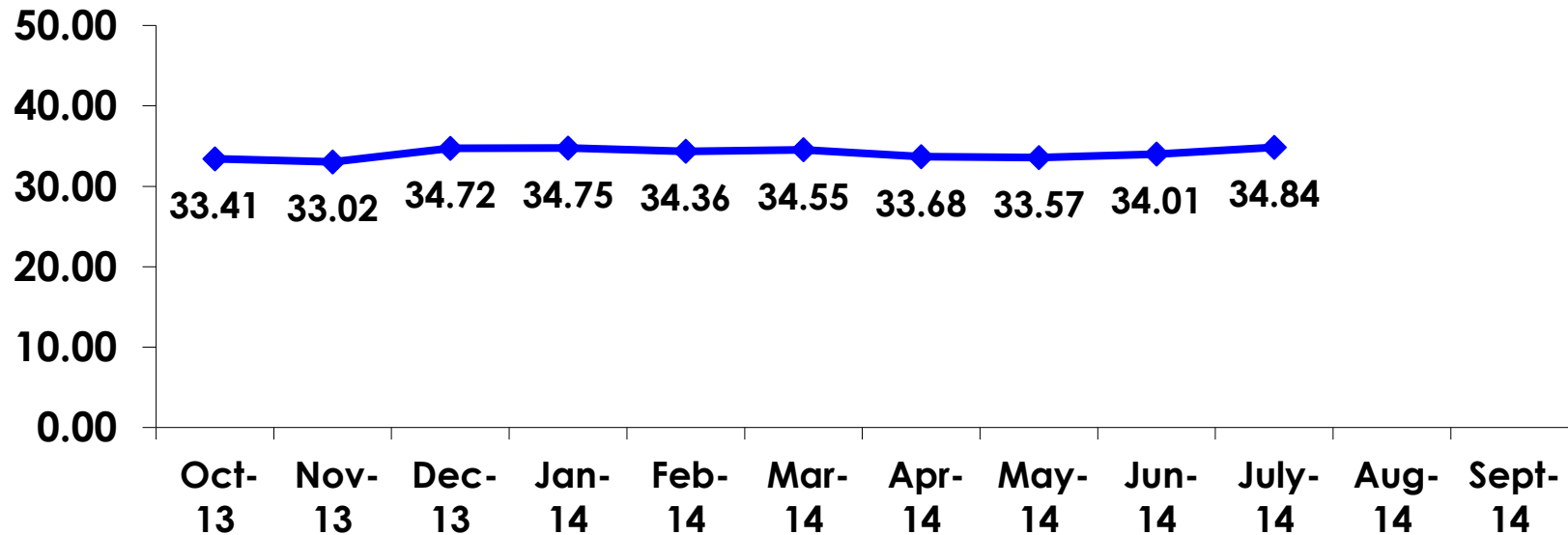


# MARITAL STATUS- SEGMENTATION

			TOTAL	FAMILY/FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	273	22	0	36	2	1	130	138	150	23	11	2	69
		Column N %	78%	92%	0%	97%	67%	17%	65%	95%	99%	50%	85%	100%	68%
	Single	Count	76	2	2	1	1	5	69	7	1	23	2	0	32
		Column N %	22%	8%	100%	3%	33%	83%	35%	5%	1%	50%	15%	0%	32%
	Total	Count	349	24	2	37	3	6	199	145	151	46	13	2	101



# AVERAGE AGE - TRACKING



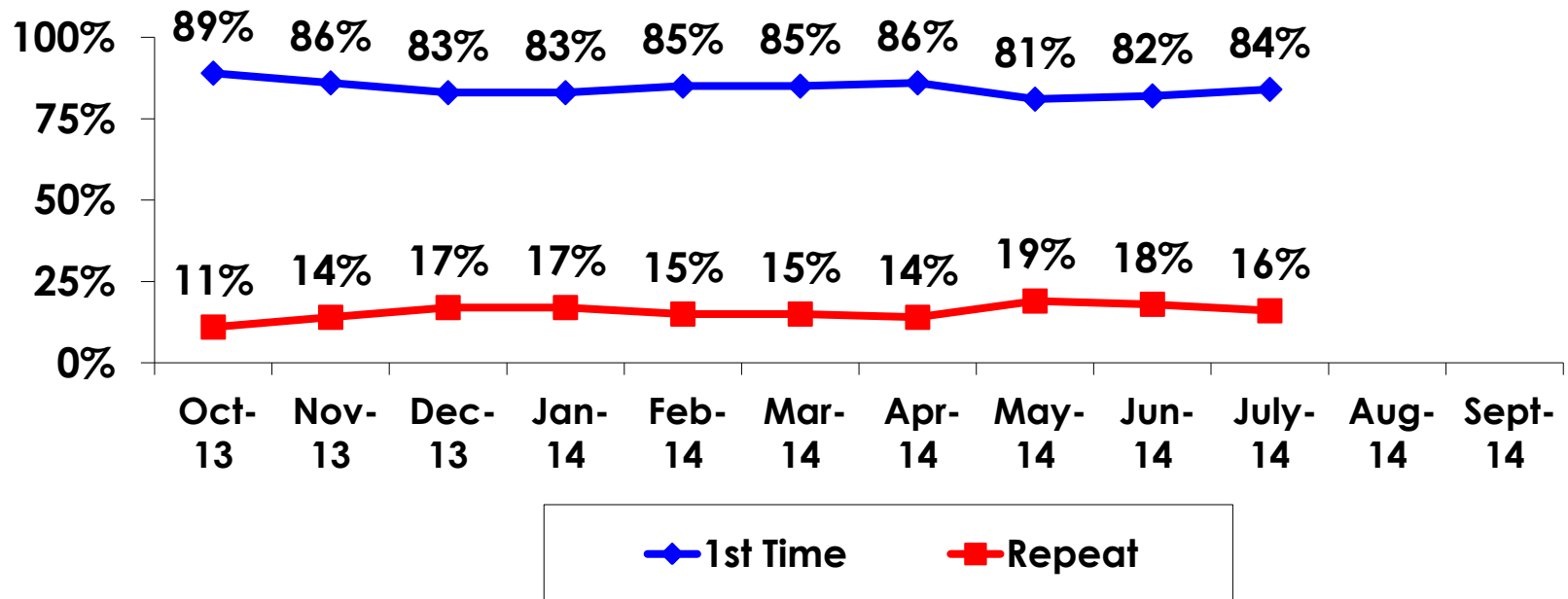
# AGE- SEGMENTATION

			TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	19	2	1	2	2	1	19	0	1	6	0	0	7
		Column N %	5%	9%	50%	5%	67%	17%	10%	0%	1%	13%	0%	0%	7%
	25-34	Count	154	9	1	26	1	3	154	0	35	25	4	0	48
		Column N %	44%	39%	50%	70%	33%	50%	77%	0%	23%	56%	31%	0%	48%
	35-49	Count	167	12	0	9	0	2	26	141	111	14	9	0	44
		Column N %	48%	52%	0%	24%	0%	33%	13%	97%	74%	31%	69%	0%	44%
	50+	Count	7	0	0	0	0	0	0	4	2	0	0	2	2
		Column N %	2%	0%	0%	0%	0%	0%	0%	0%	3%	1%	0%	0%	100%
	Total	Count	347	23	2	37	3	6	199	145	149	45	13	2	101
QF	Mean		34.84	35.09	25.50	31.11	23.67	32.33	30.24	40.42	38.13	31.62	36.08	75.50	34.34
	Median		35	35	26	30	24	30	31	40	38	30	35	76	34

# 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		3	0	0	0	0	0	3	0	1	0	1	0	0
	Column N %		1%	0%	0%	0%	0%	0%	2%	0%	1%	0%	8%	0%	0%
KW12.0M-KW24.0M	Count		11	0	0	3	0	1	8	3	3	2	0	0	3
	Column N %		3%	0%	0%	8%	0%	25%	4%	2%	2%	6%	0%	0%	3%
KW24.0M-KW36.0M	Count		34	1	0	12	1	0	30	4	3	3	1	0	12
	Column N %		11%	5%	0%	33%	50%	0%	16%	3%	2%	8%	8%	0%	13%
KW36.0M-KW48.0M	Count		48	1	0	9	0	0	33	14	10	1	1	1	14
	Column N %		15%	5%	0%	25%	0%	0%	18%	10%	7%	3%	8%	50%	16%
KW48.0M-KW60.0M	Count		52	8	0	4	0	1	31	20	25	13	4	1	11
	Column N %		16%	38%	0%	11%	0%	25%	17%	15%	17%	36%	33%	50%	12%
KW60.0M-KW72.0M	Count		49	1	1	3	0	2	25	24	24	4	2	0	16
	Column N %		15%	5%	100%	8%	0%	50%	14%	18%	17%	11%	17%	0%	18%
KW72.0M+	Count		102	8	0	2	0	0	35	66	72	9	3	0	28
	Column N %		32%	38%	0%	6%	0%	0%	19%	48%	50%	25%	25%	0%	31%
No Income	Count		23	2	0	3	1	0	17	6	5	4	0	0	6
	Column N %		7%	10%	0%	8%	50%	0%	9%	4%	3%	11%	0%	0%	7%
Total	Count		322	21	1	36	2	4	182	137	143	36	12	2	90

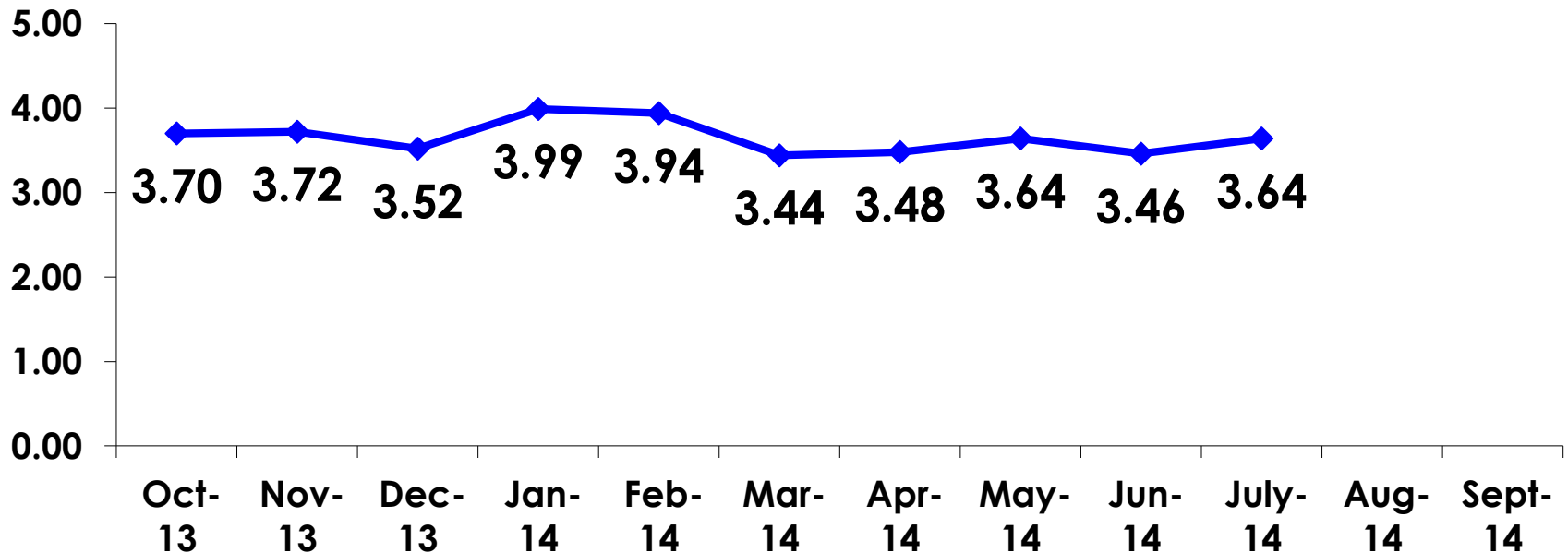
# PRIOR TRIPS TO GUAM - TRACKING



# 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	293	15	0	36	3	6	173	114	118	30	8	2	82
		Column N %	84%	63%	0%	97%	100%	100%	87%	79%	78%	65%	62%	100%	81%
	No	Count	57	9	2	1	0	0	26	31	34	16	5	0	19
		Column N %	16%	38%	100%	3%	0%	0%	13%	21%	22%	35%	38%	0%	19%
	Total	Count	350	24	2	37	3	6	199	145	152	46	13	2	101

# 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	3.64	4.08	60.00	3.47	3.33	3.67	3.74	3.50	3.42	5.31	3.46	3.00	4.23
	Median	3	4	60	3	3	4	3	3	3	4	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	150	0	0	24	1	1	59	88	83	0	6	1	40
		Column N %	44%	0%	0%	69%	33%	17%	31%	61%	55%	0%	46%	50%	40%
	Free-time package tour	Count	145	0	0	10	2	3	99	44	54	0	6	1	41
		Column N %	42%	0%	0%	29%	67%	50%	51%	31%	36%	0%	46%	50%	41%
	Individually arranged travel (FIT)	Count	46	24	2	1	0	0	34	11	14	46	1	0	19
		Column N %	13%	100%	100%	3%	0%	0%	18%	8%	9%	100%	8%	0%	19%
	Company paid travel	Count	2	0	0	0	0	2	1	1	0	0	0	0	1
		Column N %	1%	0%	0%	0%	0%	33%	1%	1%	0%	0%	0%	0%	1%
	Total	Count	343	24	2	35	3	6	193	144	151	46	13	2	101

# TRAVEL MOTIVATION - SEGMENTATION

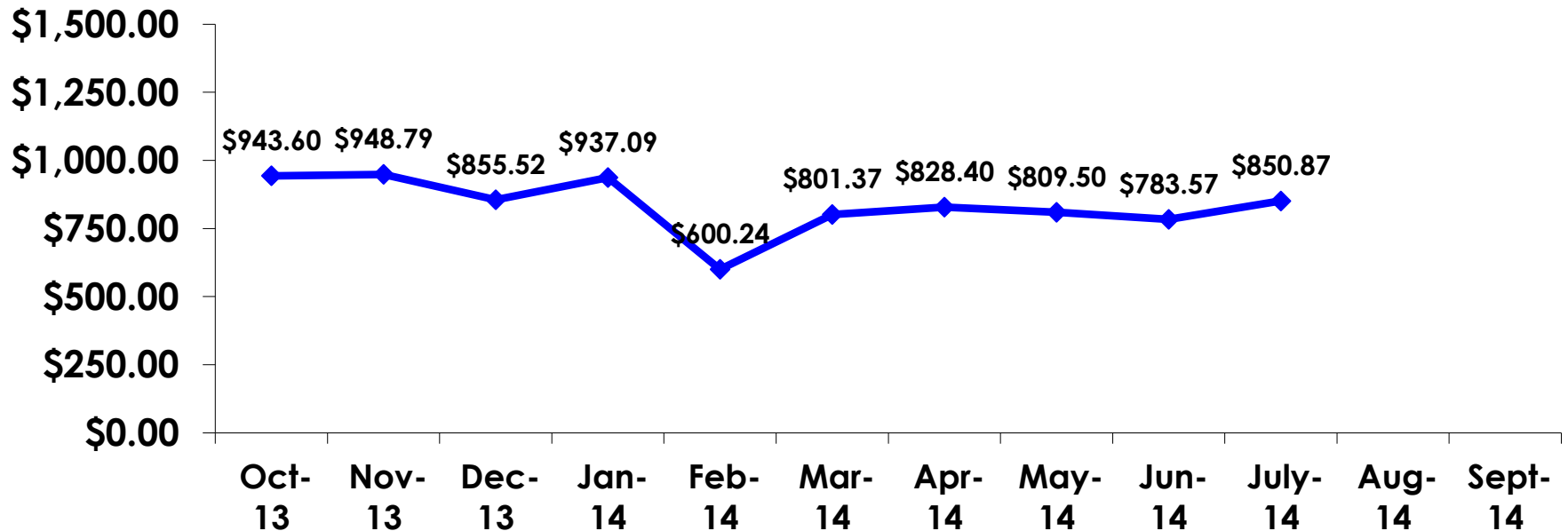
		TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT	
		-	-	-	-	-	-	-	-	-	-	-	-	-	
Q5A	Previous trip	12%	29%	50%	3%	0%	0%	9%	18%	19%	22%	31%	0%	13%	
	Price	13%	21%	0%	3%	0%	17%	15%	10%	10%	17%	8%	50%	14%	
	Visit friends/ Relatives	4%	13%	50%	0%	0%	0%	5%	3%	3%	17%	0%	0%	7%	
	Recomm- friend/family/trvl agnt	20%	21%	0%	11%	0%	0%	14%	26%	28%	15%	15%	100%	24%	
	Scuba	3%	4%	0%	0%	33%	0%	4%	3%	2%	7%	0%	0%	12%	
	Water sports	12%	8%	100%	5%	33%	17%	12%	14%	13%	11%	0%	0%	43%	
	Short travel time	33%	46%	0%	16%	0%	0%	34%	31%	39%	37%	46%	0%	38%	
	Golf	3%	8%	0%	0%	0%	17%	3%	3%	1%	11%	0%	0%	10%	
	Relax	58%	67%	50%	41%	67%	0%	55%	63%	70%	48%	77%	0%	55%	
	Company/ Business Trip	1%	0%	0%	0%	0%	67%	2%	1%	1%	0%	8%	0%	1%	
	Company Sponsored	1%	0%	0%	0%	0%	83%	2%	1%	0%	0%	8%	0%	2%	
	Convention/ Trade/ Conference	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	
	Safe	30%	33%	0%	8%	33%	0%	27%	32%	39%	35%	23%	50%	38%	
	Natural beauty	46%	58%	50%	22%	67%	33%	43%	50%	54%	43%	54%	0%	49%	
	Shopping	30%	42%	50%	16%	33%	17%	35%	24%	30%	28%	15%	0%	24%	
	Career Cert/ Testing	1%	0%	0%	0%	0%	0%	2%	0%	0%	7%	0%	0%	0%	
	Married/ Attn wedding	1%	0%	0%	3%	100%	0%	2%	0%	0%	0%	0%	0%	2%	
	Honeymoon	11%	4%	0%	100%	33%	0%	16%	4%	2%	2%	8%	0%	8%	
	Pleasure	15%	25%	50%	5%	0%	0%	13%	17%	15%	22%	31%	0%	27%	
	Organized sports	3%	8%	0%	0%	0%	0%	3%	4%	2%	9%	0%	0%	12%	
	Other	3%	4%	0%	3%	0%	0%	3%	5%	4%	2%	0%	0%	3%	
	Total	Count	349	24	2	37	3	6	199	145	152	46	13	2	101

# 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	94%	96%	100%	95%	100%	83%	95%	92%	94%	96%	92%	100%	94%
Travel Agent Brochure	41%	8%	0%	59%	0%	17%	38%	46%	43%	15%	62%	50%	50%
Friend/ Relative	41%	50%	100%	38%	67%	0%	39%	42%	46%	43%	23%	0%	45%
Prior Trip	13%	33%	100%	3%	0%	0%	10%	19%	22%	26%	38%	0%	17%
Travel Guidebook- Bookstore	13%	25%	0%	16%	33%	17%	17%	6%	6%	26%	0%	50%	10%
Co-Worker/ Company Trvl Dept	10%	8%	0%	11%	0%	67%	13%	6%	5%	11%	8%	0%	15%
TV	9%	4%	50%	11%	33%	0%	10%	9%	5%	11%	15%	0%	10%
GVB Office	5%	4%	0%	3%	0%	0%	4%	6%	5%	2%	0%	0%	3%
Magazine (Consumer)	2%	0%	0%	0%	0%	17%	2%	1%	2%	0%	8%	0%	4%
Other	1%	8%	0%	0%	0%	0%	0%	3%	1%	4%	0%	0%	2%
Consumer Trvl Show	1%	0%	0%	0%	0%	17%	1%	2%	1%	0%	0%	0%	3%
Travel Trade Show	1%	0%	0%	5%	0%	0%	1%	1%	1%	0%	0%	0%	1%
GVB Promo	1%	4%	0%	3%	0%	0%	1%	1%	1%	2%	0%	0%	0%
Newspaper	1%	0%	0%	0%	0%	17%	1%	1%	1%	0%	0%	0%	3%
Theater Ad	1%	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	1%
Radio	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%
Total	Count 349	24	2	37	3	6	199	145	151	46	13	2	101

# SECTION 3 **EXPENDITURES**

# PREPAID EXPENDITURES - TRACKING

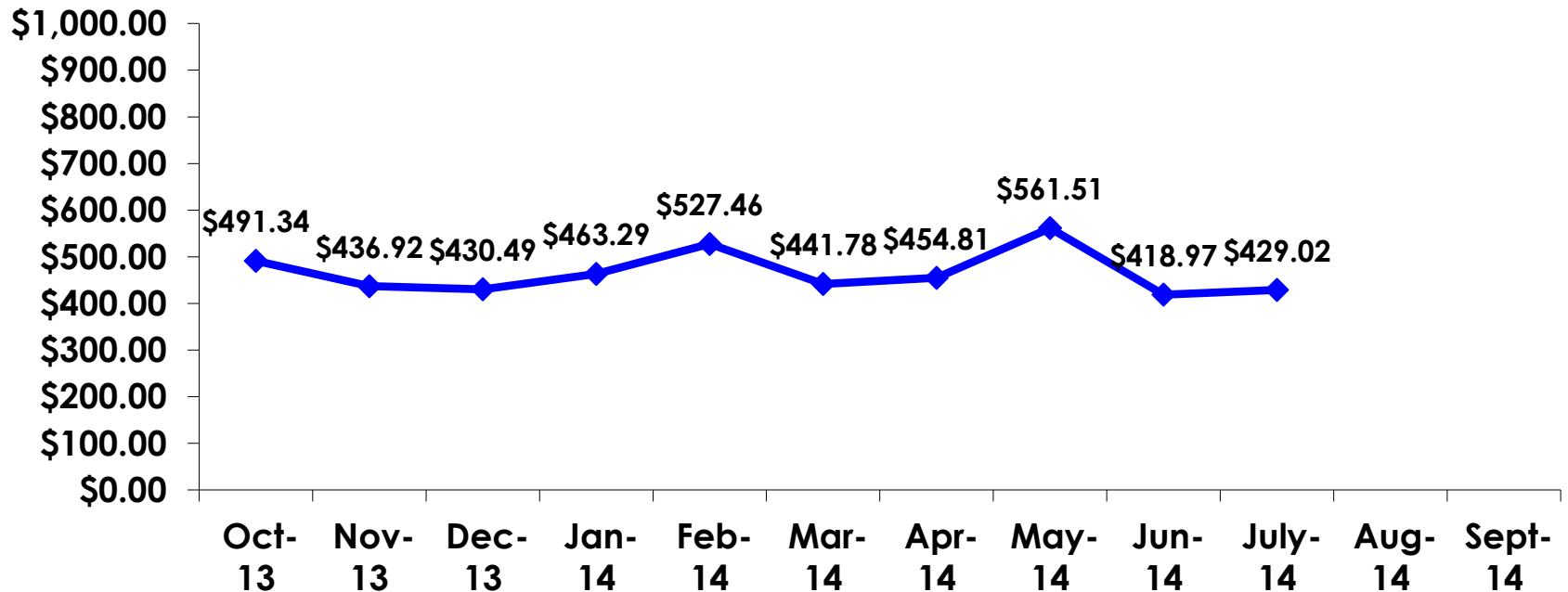


YTD=\$835.82

# 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	\$850.87	\$604.36	\$0.00	\$1,127.41	\$826.23	\$163.61	\$846.54	\$854.78	\$821.61	\$662.28	\$884.25	\$1,202.54	\$716.03
	Median	\$915	\$528	\$0	\$1,276	\$614	\$0	\$883	\$920	\$883	\$282	\$1,055	\$1,203	\$785
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,178	\$0
	Maximum	\$9,326	\$3,436	\$0	\$1,963	\$1,865	\$982	\$8,835	\$9,326	\$9,326	\$8,835	\$1,472	\$1,227	\$2,454

# ON-ISLAND EXPENDITURES - TRACKING



YTD = \$465.54

# ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

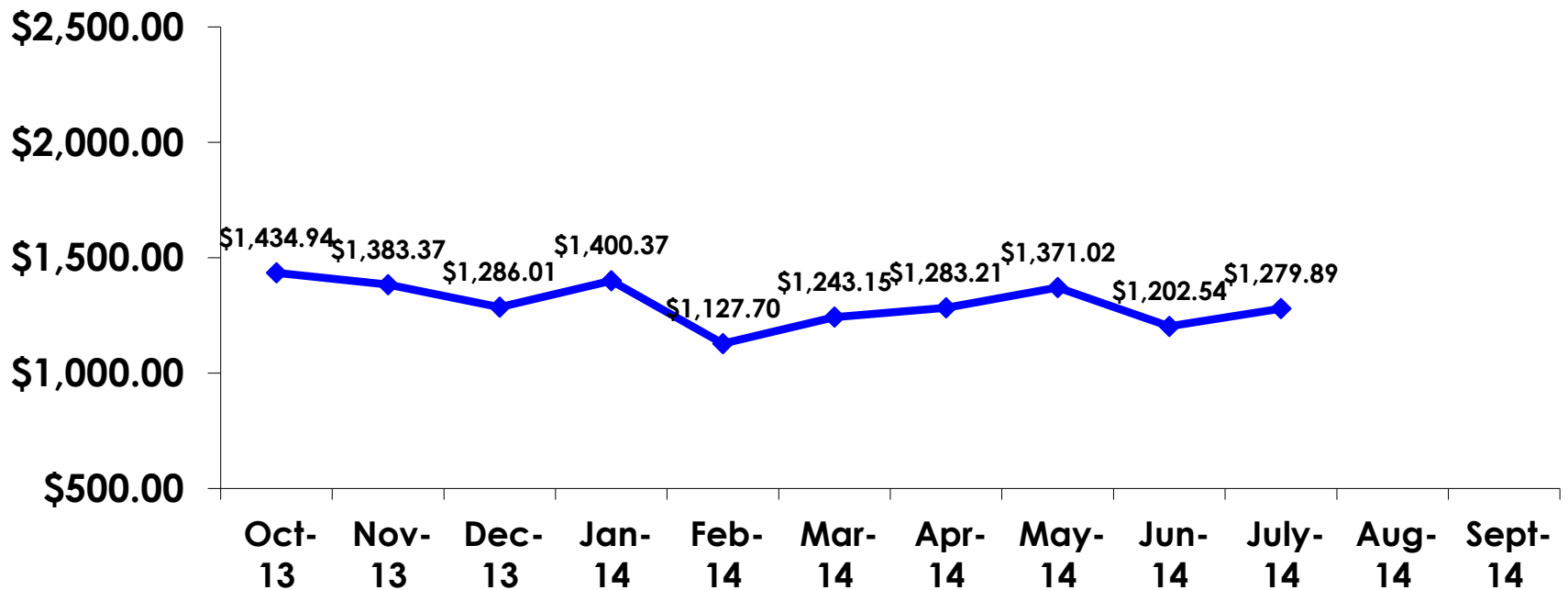
		TOTAL	FAMILY/FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$429.02	\$498.01	\$750.00	\$486.78	\$575.00	\$700.00	\$506.95	\$332.74	\$263.36	\$658.88	\$284.73	\$50.00	\$618.95
	Median	\$267	\$428	\$750	\$300	\$475	\$725	\$363	\$200	\$184	\$613	\$154	\$50	\$475
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$4,000	\$2,000	\$1,500	\$2,500	\$1,250	\$1,450	\$4,000	\$2,000	\$1,350	\$2,000	\$1,000	\$100	\$4,000



# 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 \$2,455.76	\$1,865.16	.	\$2,077.20	.	.	\$2,071.86	\$2,977.93	\$2,897.36	\$1,374.33	.	.	\$1,851.88
	Median \$1,963	\$1,865	.	\$2,160	.	.	\$1,963	\$2,945	\$2,945	\$1,374	.	.	\$1,472
	Minimum \$539	\$1,767	.	\$1,551	.	.	\$539	\$785	\$1,178	\$785	.	.	\$687
	Maximum \$9,326	\$1,963	.	\$2,552	.	.	\$5,890	\$9,326	\$9,326	\$1,963	.	.	\$3,927
AIR/ HOTEL/ MEAL	Mean \$3,124.20	\$2,401.80	.	\$2,674.83	\$2,478.70	\$9,816.63	\$2,676.74	\$3,630.95	\$3,853.19	\$2,422.74	\$3,566.71	\$3,558.53	\$3,065.14
	Median \$2,847	\$2,160	.	\$2,749	\$2,479	\$9,817	\$2,454	\$3,215	\$3,266	\$2,160	\$2,454	\$3,559	\$2,552
	Minimum \$687	\$1,963	.	\$1,178	\$1,227	\$9,817	\$687	\$883	\$844	\$982	\$1,472	\$1,227	\$687
	Maximum \$15,314	\$3,082	.	\$3,927	\$3,730	\$9,817	\$9,817	\$15,314	\$15,314	\$3,927	\$8,835	\$5,890	\$10,995
AIR ONLY	Mean \$1,114.38	\$1,483.95	.	\$569.36	.	.	\$867.48	\$1,896.24	\$1,493.11	\$1,241.19	\$1,472.49	.	\$1,155.56
	Median \$844	\$1,168	.	\$569	.	.	\$736	\$1,914	\$1,472	\$820	\$1,472	.	\$589
	Minimum \$108	\$108	.	\$196	.	.	\$196	\$108	\$108	\$108	\$1,472	.	\$216
	Maximum \$3,711	\$3,711	.	\$942	.	.	\$2,945	\$3,711	\$3,711	\$3,711	\$1,472	.	\$2,454
HOTEL ONLY	Mean \$799.18	\$846.19	.	\$1,389.05	.	.	\$708.02	\$1,528.45	\$1,023.68	\$658.96	\$981.66	.	\$461.38
	Median \$594	\$540	.	\$1,389	.	.	\$540	\$1,528	\$982	\$491	\$982	.	\$540
	Minimum \$79	\$304	.	\$393	.	.	\$79	\$1,388	\$393	\$245	\$982	.	\$79
	Maximum \$2,385	\$1,963	.	\$2,385	.	.	\$2,385	\$1,669	\$1,669	\$1,963	\$982	.	\$687
HOTEL & MEAL	Mean \$932.58	\$981.66	.	.	.	.	\$908.04	\$981.66	\$981.66	\$981.66	.	.	\$932.58
	Median \$933	\$982	.	.	.	.	\$908	\$982	\$982	\$982	.	.	\$933
	Minimum \$883	\$982	.	.	.	.	\$883	\$982	\$982	\$982	.	.	\$883
	Maximum \$982	\$982	.	.	.	.	\$933	\$982	\$982	\$982	.	.	\$982
F&B HOTEL	Mean .	.	.	.	.	.	.	.	.	.	.	.	.
	Median .	.	.	.	.	.	.	.	.	.	.	.	.
	Minimum .	.	.	.	.	.	.	.	.	.	.	.	.
	Maximum .	.	.	.	.	.	.	.	.	.	.	.	.
TRANS- KOREA	Mean \$76.03	\$120.99	.	\$19.63	.	.	\$40.09	\$147.90	\$125.65	\$89.35	.	.	\$29.45
	Median \$34	\$136	.	\$20	.	.	\$27	\$162	\$98	\$79	.	.	\$29
	Minimum \$15	\$15	.	\$20	.	.	\$15	\$24	\$24	\$15	.	.	\$29
	Maximum \$294	\$196	.	\$20	.	.	\$145	\$294	\$294	\$196	.	.	\$29
TRANS- GUAM	Mean \$110.79	.	.	\$78.53	.	.	\$127.62	\$88.35	\$94.89	.	\$117.80	.	\$98.17
	Median \$98	.	.	\$79	.	.	\$118	\$98	\$98	.	\$118	.	\$98
	Minimum \$49	.	.	\$79	.	.	\$79	\$49	\$49	.	\$98	.	\$98
	Maximum \$196	.	.	\$79	.	.	\$196	\$118	\$137	.	\$137	.	\$98
OPT TOURS	Mean \$177.85	.	.	\$170.15	.	.	\$131.82	\$210.08	\$222.10	.	.	.	\$229.71
	Median \$147	.	.	\$118	.	.	\$137	\$147	\$172	.	.	.	\$147
	Minimum \$39	.	.	\$98	.	.	\$39	\$49	\$39	.	.	.	\$98
	Maximum \$589	.	.	\$294	.	.	\$294	\$589	\$589	.	.	.	\$589
OTHER	Mean \$623.61	\$969.23	.	\$9.82	.	.	\$524.33	\$809.75	\$602.82	\$667.90	\$353.40	.	\$453.33
	Median \$294	\$491	.	\$10	.	.	\$294	\$196	\$196	\$294	\$353	.	\$491
	Minimum \$10	\$294	.	\$10	.	.	\$10	\$20	\$20	\$157	\$353	.	\$98
	Maximum \$4,712	\$2,122	.	\$10	.	.	\$2,122	\$4,712	\$4,712	\$2,122	\$353	.	\$696
TOTAL	Mean \$2,303.53	\$1,632.18	\$0.00	\$2,210.60	\$1,652.47	\$1,636.10	\$1,898.44	\$2,852.92	\$3,002.29	\$1,253.48	\$2,703.35	\$3,558.53	\$1,938.29
	Median \$1,963	\$1,556	\$0	\$2,552	\$1,227	\$0	\$1,669	\$2,847	\$2,945	\$687	\$2,454	\$3,559	\$1,472
	Minimum \$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,227	\$0
	Maximum \$15,707	\$5,226	\$0	\$3,927	\$3,730	\$9,817	\$9,817	\$15,707	\$15,707	\$8,835	\$8,835	\$5,890	\$11,780

# TOTAL EXPENDITURES – TRACKING



YTD=\$1,301.14

# 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	\$1,279.89	\$1,102.38	\$750.00	\$1,614.19	\$1,401.23	\$863.61	\$1,353.49	\$1,187.53	\$1,084.97	\$1,321.15	\$1,168.98	\$1,252.54	\$1,334.98
	Median	\$1,227	\$1,019	\$750	\$1,563	\$1,864	\$825	\$1,312	\$1,179	\$1,108	\$1,002	\$1,254	\$1,253	\$1,252
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$250	\$1,178	\$0
	Maximum	\$9,576	\$5,436	\$1,500	\$3,972	\$2,340	\$1,450	\$9,342	\$9,576	\$9,576	\$9,342	\$2,227	\$1,327	\$4,982

# SECTION 4 **ADVANCED STATISTICS**

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# 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 2014, and Overall Oct-2013 - Jul 2014**

	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	<b>Jul-14</b>	Combined Oct-2013 - July 2014
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank	rank	<b>rank</b>	rank
Quality & Cleanliness of beaches & parks				5				1	3	<b>2</b>	5
Ease of getting around					3						
Safety walking around at night						3		4			7
Quality of daytime tours				3	1	1	2				2
Variety of daytime tours	2										
Quality of nighttime tours											
Variety of nighttime tours											
Quality of shopping		4								<b>3</b>	
Variety of shopping			3								6
Price of things on Guam											
Quality of hotel accommodations	4	2	4		2	4	3	3	2	<b>4</b>	3
Quality/cleanliness of air, sky	3	5			4						9
Quality/cleanliness of parks		1		4							
Quality of landscape in Tumon			2			2	1	2			1
Quality of landscape in Guam	5			1					1	<b>5</b>	8
Quality of ground handler											10
Quality/cleanliness of transportation vehicles	1	3	1	2		5			4	<b>1</b>	4
% 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%	<b>43.5%</b>	41.9%

NOTE: Only significant drivers are included.

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# Drivers of Overall Satisfaction

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by five significant factors in the July 2014 Period. By rank order they are:
  - **Quality/cleanliness of transportation vehicles,**
  - **Quality & cleanliness of beaches & parks,**
  - **Quality of shopping,**
  - **Quality of hotel accommodations, and**
  - **Quality of landscape in Guam.**
- With all five factors the overall  $r^2$  is .435 meaning that **43.5% 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 2014  
and Overall Oct-2013-Jul 2014**

	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Combined Oct- 2013- Jul 2014
Drivers:	rank	rank	rank	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			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%	<b>2.4%</b>	1.7%

NOTE: Only significant drivers are included.



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# 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 July 2014 Period. It is:
  - **Price of things on Guam.**
- With this factor, the overall  $r^2$  is .024 meaning that **2.4% of per person on island expenditures is accounted for by this factor.**