



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2014 Market Segmentation

JUNE 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

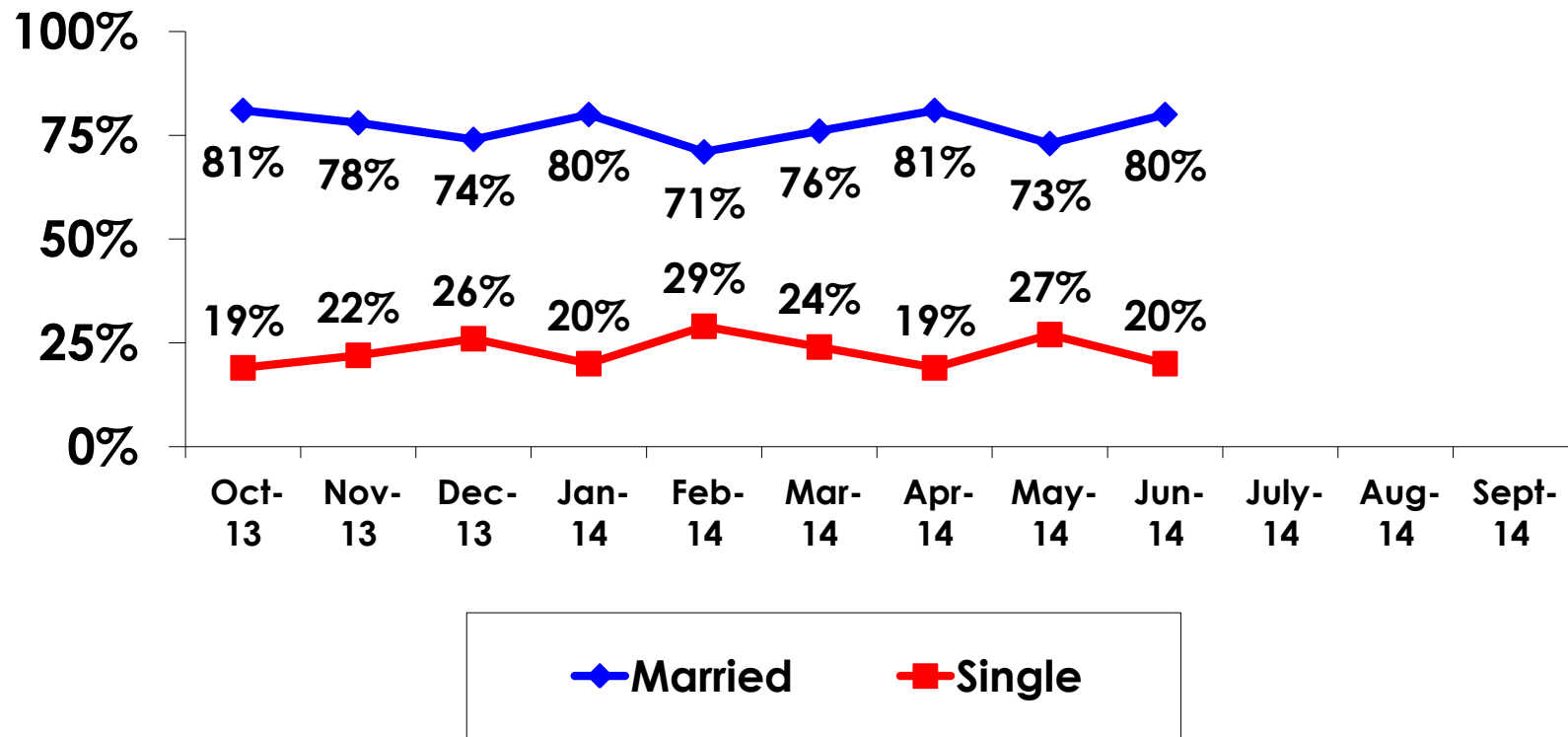
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors –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

SECTION 1 **PROFILE OF RESPONDENTS**

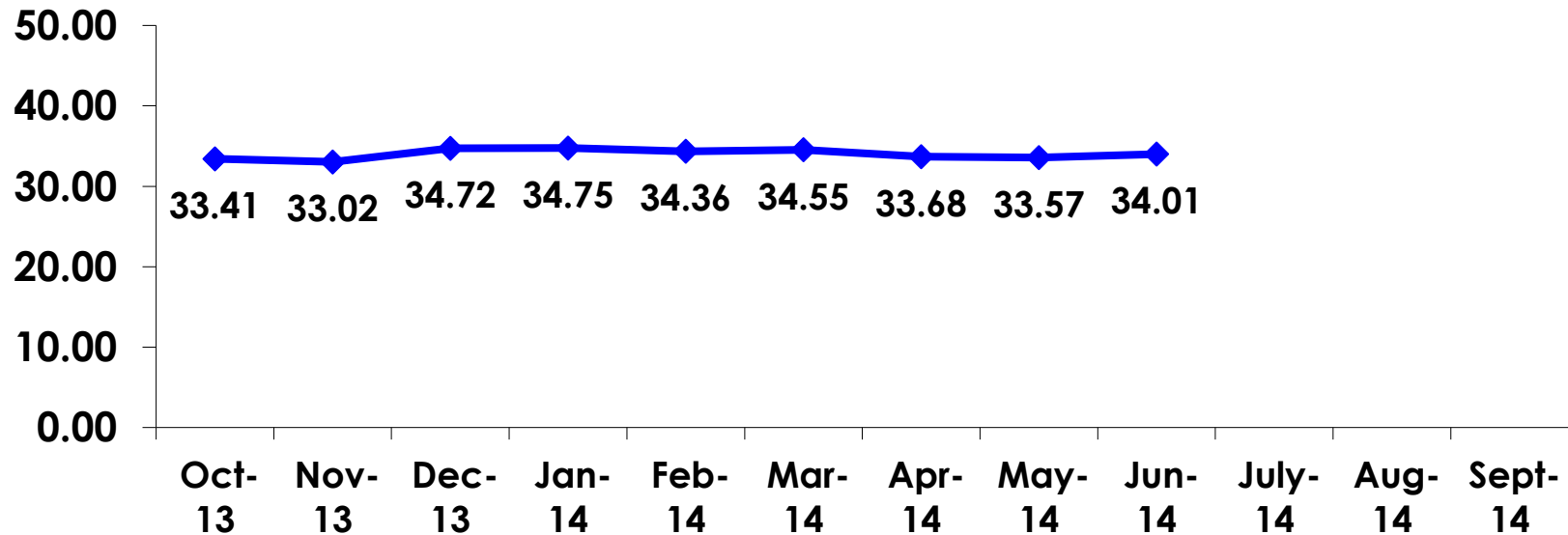
MARITAL STATUS - TRACKING



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	280	21	2	48	3	3	150	124	135	28	18	1	68
		Column N %	80%	81%	67%	100%	100%	33%	71%	96%	96%	57%	86%	100%	78%
	Single	Count	69	5	1	0	0	6	61	5	5	21	3	0	19
		Column N %	20%	19%	33%	0%	0%	67%	29%	4%	4%	43%	14%	0%	22%
Total		Count	349	26	3	48	3	9	211	129	140	49	21	1	87

AVERAGE AGE - TRACKING



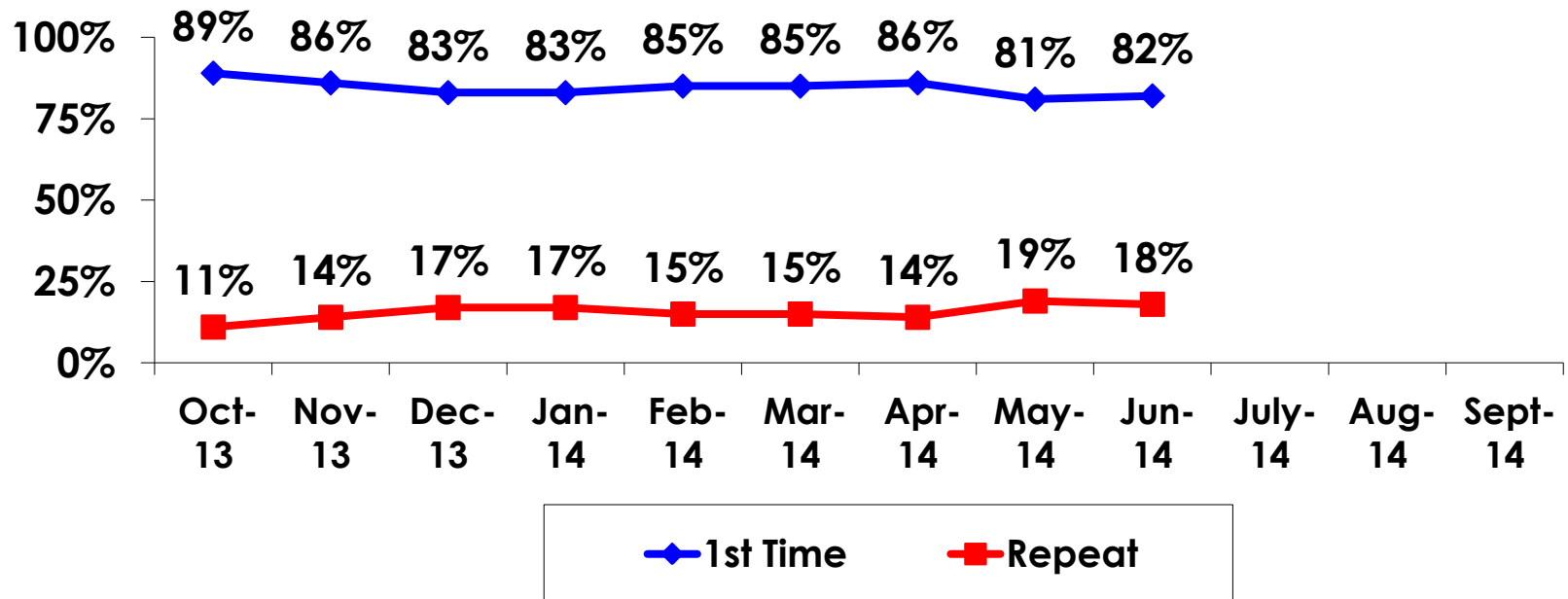
AGE- SEGMENTATION

			TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	16	2	1	3	0	2	16	0	2	5	0	0	3
		Column N %	5%	8%	33%	6%	0%	22%	8%	0%	1%	10%	0%	0%	4%
	25-34	Count	169	9	1	33	1	4	169	0	37	18	10	0	41
		Column N %	49%	35%	33%	70%	33%	44%	80%	0%	27%	38%	48%	0%	48%
	35-49	Count	151	14	1	11	2	3	26	125	97	24	11	0	40
		Column N %	44%	54%	33%	23%	67%	33%	12%	97%	71%	50%	52%	0%	47%
	50+	Count	7	1	0	0	0	0	0	4	1	1	0	1	1
		Column N %	2%	4%	0%	0%	0%	0%	0%	3%	1%	2%	0%	100%	1%
	Total	Count	343	26	3	47	3	9	211	129	137	48	21	1	85
QF	Mean		34.01	34.58	29.00	30.94	38.00	30.44	30.36	39.81	36.60	33.94	34.86	60.00	33.58
	Median		34	35	27	31	38	29	31	39	37	35	35	60	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	6	1	0	1	0	0	3	3	1	2	0	0	3
		Column N %	2%	4%	0%	2%	0%	0%	2%	3%	1%	4%	0%	0%	4%
	KW12.0M-KW24.0M	Count	22	1	1	11	0	2	20	1	1	1	0	0	7
		Column N %	7%	4%	33%	25%	0%	25%	10%	1%	1%	2%	0%	0%	9%
	KW24.0M-KW36.0M	Count	45	3	0	7	0	2	39	4	7	7	2	0	12
		Column N %	14%	13%	0%	16%	0%	25%	20%	3%	5%	16%	10%	0%	15%
	KW36.0M-KW48.0M	Count	50	2	0	6	1	1	33	16	18	4	2	0	10
		Column N %	16%	8%	0%	14%	33%	13%	17%	13%	14%	9%	10%	0%	13%
	KW48.0M-KW60.0M	Count	63	10	0	5	0	2	35	26	33	12	3	1	18
		Column N %	20%	42%	0%	11%	0%	25%	18%	22%	25%	27%	15%	100%	23%
	KW60.0M-KW72.0M	Count	38	1	0	3	1	0	18	19	23	2	7	0	10
		Column N %	12%	4%	0%	7%	33%	0%	9%	16%	18%	4%	35%	0%	13%
	KW72.0M+	Count	79	5	1	8	1	1	31	48	43	11	6	0	17
		Column N %	25%	21%	33%	18%	33%	13%	16%	40%	33%	24%	30%	0%	22%
	No Income	Count	17	1	1	3	0	0	13	3	4	6	0	0	2
		Column N %	5%	4%	33%	7%	0%	0%	7%	3%	3%	13%	0%	0%	3%
	Total	Count	320	24	3	44	3	8	192	120	130	45	20	1	79

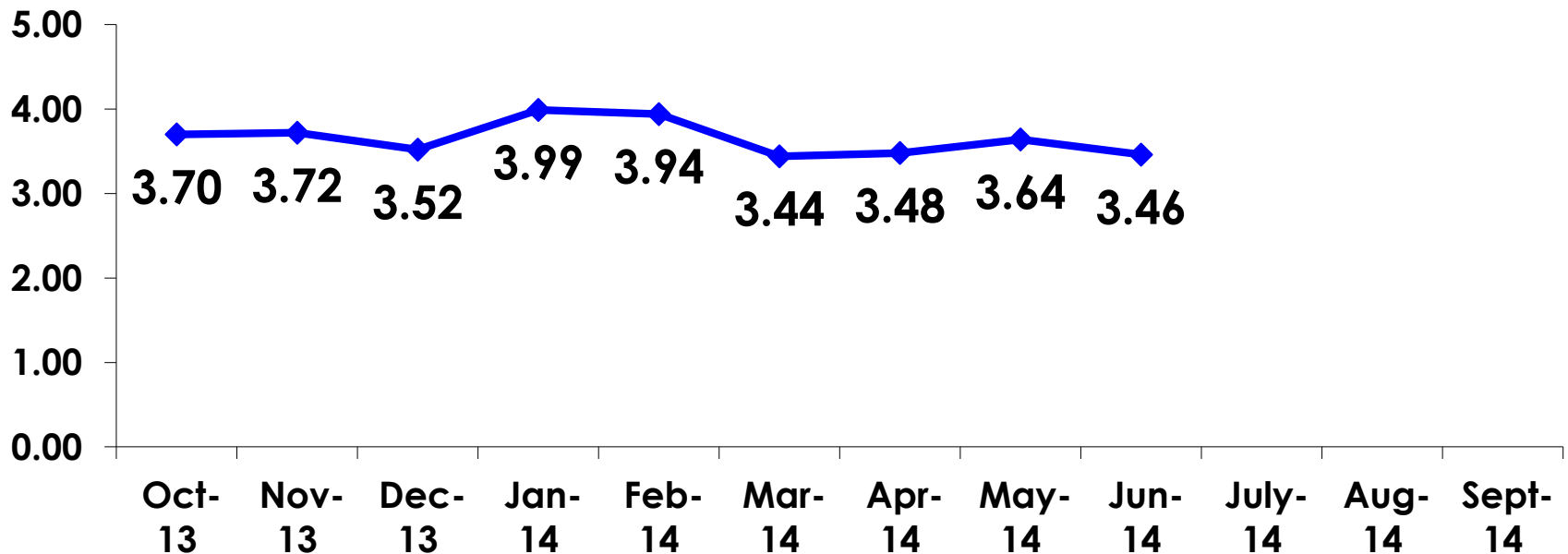
PRIOR TRIPS TO GUAM - TRACKING



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	285	21	2	42	2	4	183	93	106	40	16	0	77
		Column N %	82%	81%	67%	88%	67%	44%	87%	73%	76%	82%	76%	0%	88%
	No	Count	64	5	1	6	1	5	28	35	34	9	5	1	11
		Column N %	18%	19%	33%	13%	33%	56%	13%	27%	24%	18%	24%	100%	13%
	Total	Count	349	26	3	48	3	9	211	128	140	49	21	1	88

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	3.46	3.38	3.67	3.69	3.33	3.88	3.46	3.48	3.43	3.52	3.24	4.00	3.45
Median	3	3	4	4	3	4	3	3	3	3	3	4	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	114	0	1	22	0	0	58	55	58	0	6	0	36
		Column N %	33%	0%	33%	50%	0%	0%	28%	43%	41%	0%	29%	0%	41%
	Free-time package tour	Count	180	0	2	21	3	6	119	53	69	0	14	1	39
		Column N %	52%	0%	67%	48%	100%	67%	57%	41%	49%	0%	67%	100%	45%
	Individually arranged travel (FIT)	Count	49	26	0	1	0	0	27	21	14	49	1	0	12
		Column N %	14%	100%	0%	2%	0%	0%	13%	16%	10%	100%	5%	0%	14%
	Company paid travel	Count	3	0	0	0	0	3	3	0	0	0	0	0	0
		Column N %	1%	0%	0%	0%	0%	33%	1%	0%	0%	0%	0%	0%	0%
	Total	Count	346	26	3	44	3	9	207	129	141	49	21	1	87

TRAVEL MOTIVATION - SEGMENTATION

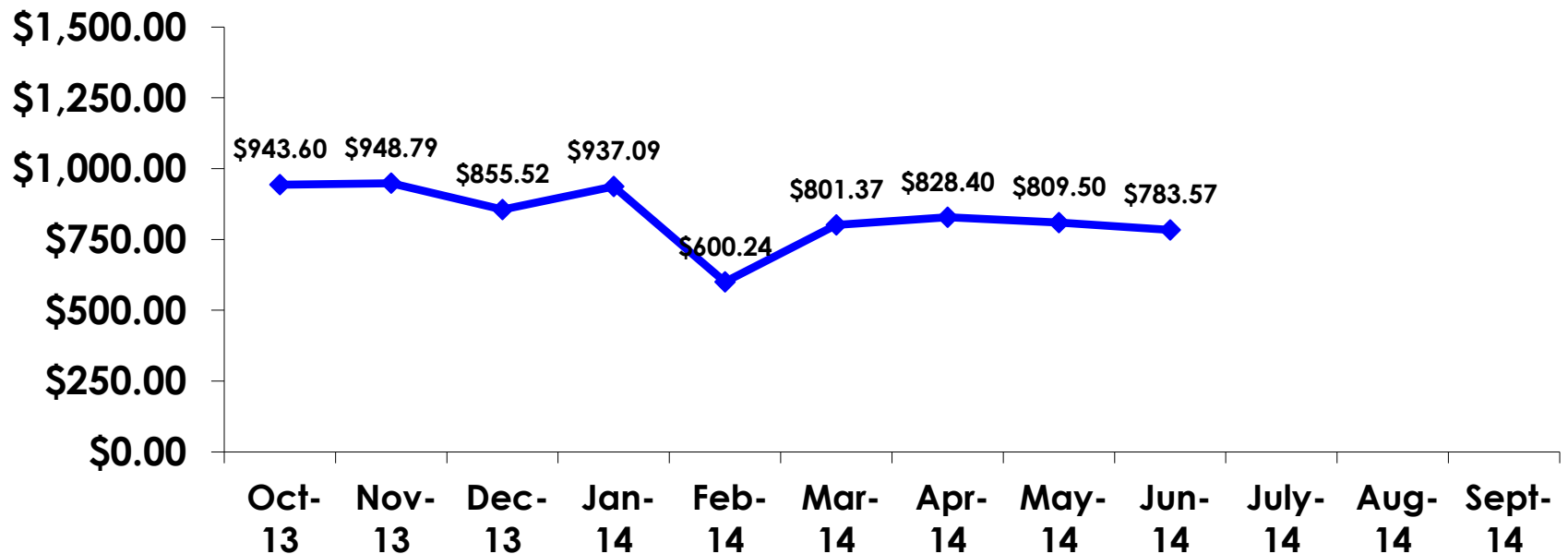
		TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	11%	12%	33%	4%	0%	33%	9%	16%	14%	12%	14%	100%	8%
	Price	12%	12%	0%	4%	0%	0%	9%	16%	14%	10%	5%	0%	13%
	Visit friends/ Relatives	4%	4%	0%	2%	0%	0%	3%	6%	1%	10%	0%	0%	5%
	Recomm- friend/family/trvl agnt	18%	27%	33%	10%	0%	11%	16%	22%	21%	20%	24%	0%	18%
	Scuba	2%	0%	0%	2%	0%	0%	1%	2%	1%	2%	10%	0%	7%
	Water sports	10%	12%	33%	2%	0%	11%	9%	10%	13%	10%	0%	0%	39%
	Short travel time	31%	42%	0%	10%	0%	44%	33%	29%	36%	37%	48%	0%	27%
	Golf	1%	0%	33%	0%	0%	0%	0%	3%	1%	2%	0%	0%	6%
	Relax	59%	69%	33%	29%	33%	22%	59%	58%	66%	57%	81%	0%	50%
	Company/ Business Trip	2%	0%	0%	0%	0%	56%	3%	1%	0%	4%	0%	0%	2%
	Company Sponsored	2%	0%	0%	0%	0%	67%	2%	2%	1%	0%	0%	0%	3%
	Convention/ Trade/ Conference	1%	0%	0%	0%	0%	11%	1%	0%	0%	2%	0%	0%	0%
	Safe	25%	27%	33%	8%	0%	11%	21%	33%	33%	33%	48%	0%	27%
	Natural beauty	46%	65%	33%	15%	0%	44%	45%	49%	52%	59%	62%	0%	43%
	Shopping	33%	35%	33%	19%	33%	33%	36%	27%	35%	41%	57%	0%	33%
	Career Cert/ Testing	1%	0%	0%	0%	0%	0%	1%	0%	0%	2%	0%	0%	1%
	Married/ Attn wedding	1%	0%	0%	2%	100%	0%	0%	2%	1%	0%	0%	0%	0%
	Honeymoon	14%	4%	33%	100%	33%	0%	18%	6%	1%	2%	0%	0%	18%
	Pleasure	17%	19%	33%	8%	0%	22%	15%	20%	20%	18%	38%	0%	14%
	Organized sports	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%
	Other	2%	0%	0%	0%	0%	0%	1%	2%	3%	0%	5%	100%	0%
	Total	Count	350	26	3	48	3	9	211	129	141	49	21	88

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	95%	96%	67%	98%	100%	100%	96%	95%	97%	98%	95%	100%	97%
	Friend/ Relative	38%	62%	0%	29%	0%	56%	37%	40%	40%	49%	43%	0%	42%
	Travel Agent Brochure	35%	19%	33%	54%	33%	33%	35%	35%	34%	18%	29%	0%	39%
	Prior Trip	17%	19%	33%	10%	33%	44%	12%	26%	23%	18%	24%	0%	11%
	Travel Guidebook- Bookstore	12%	19%	0%	8%	33%	0%	11%	15%	14%	20%	19%	0%	13%
	Co-Worker/ Company Trvl Dept	10%	8%	0%	15%	33%	11%	6%	16%	11%	14%	5%	0%	13%
	GVB Office	7%	12%	0%	6%	0%	11%	6%	9%	10%	14%	10%	0%	8%
	TV	7%	8%	0%	8%	0%	11%	7%	9%	9%	10%	0%	0%	10%
	Magazine (Consumer)	4%	4%	33%	0%	0%	0%	3%	6%	5%	4%	5%	0%	6%
	Consumer Trvl Show	2%	0%	67%	2%	0%	11%	2%	3%	4%	0%	5%	0%	5%
	Other	1%	4%	0%	0%	0%	0%	1%	1%	0%	2%	0%	0%	0%
	Travel Trade Show	1%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%
	GVB Promo	1%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%
	Radio	0%	0%	33%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
	Newspaper	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%
	Total	Count	348	26	3	48	3	9	209	129	141	49	21	88

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING

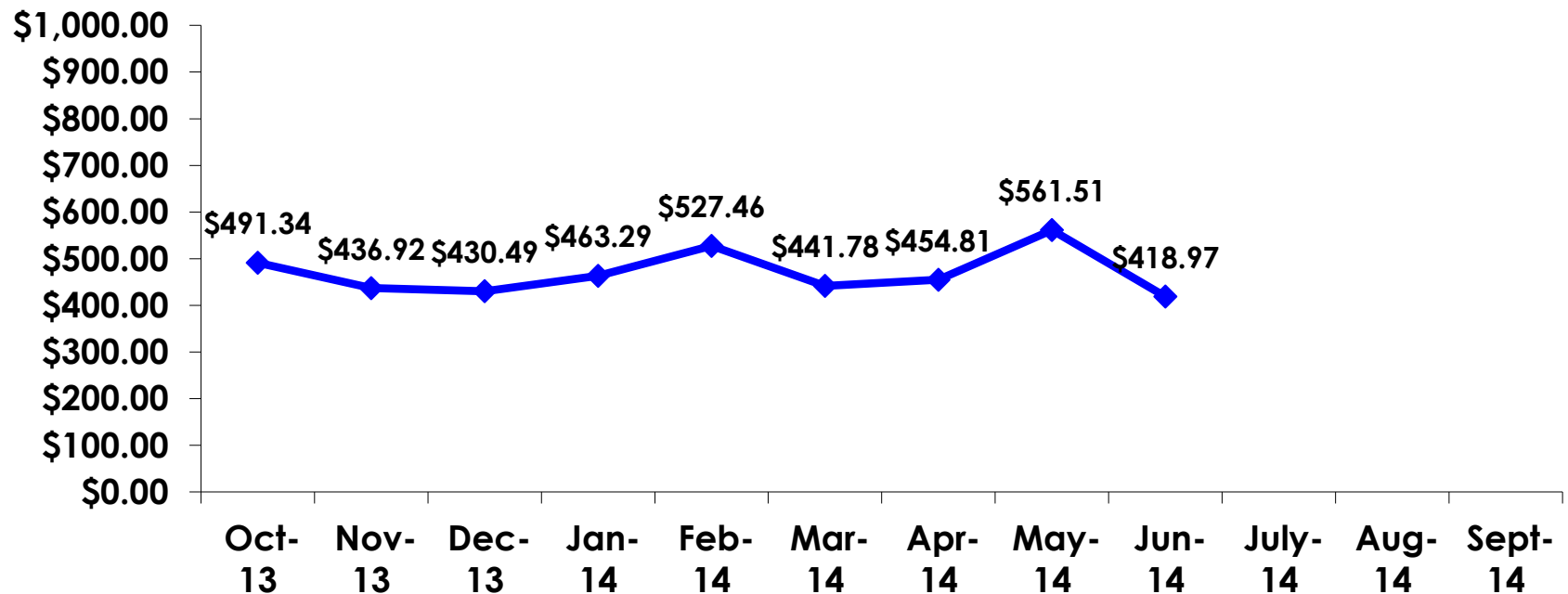


YTD=\$834.15

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	\$783.57	\$685.62	\$804.84	\$1,064.00	\$809.74	\$340.80	\$791.92	\$785.84	\$762.83	\$563.70	\$852.86	\$0.00	\$779.43
	Median	\$809	\$728	\$451	\$1,317	\$982	\$0	\$798	\$818	\$805	\$687	\$818	\$0	\$792
	Minimum	\$0	\$0	\$0	\$0	\$123	\$0	\$0	\$0	\$0	\$0	\$347	\$0	\$0
	Maximum	\$2,945	\$1,963	\$1,963	\$2,061	\$1,325	\$982	\$2,945	\$2,454	\$2,945	\$1,963	\$1,472	\$0	\$2,454

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$469.59

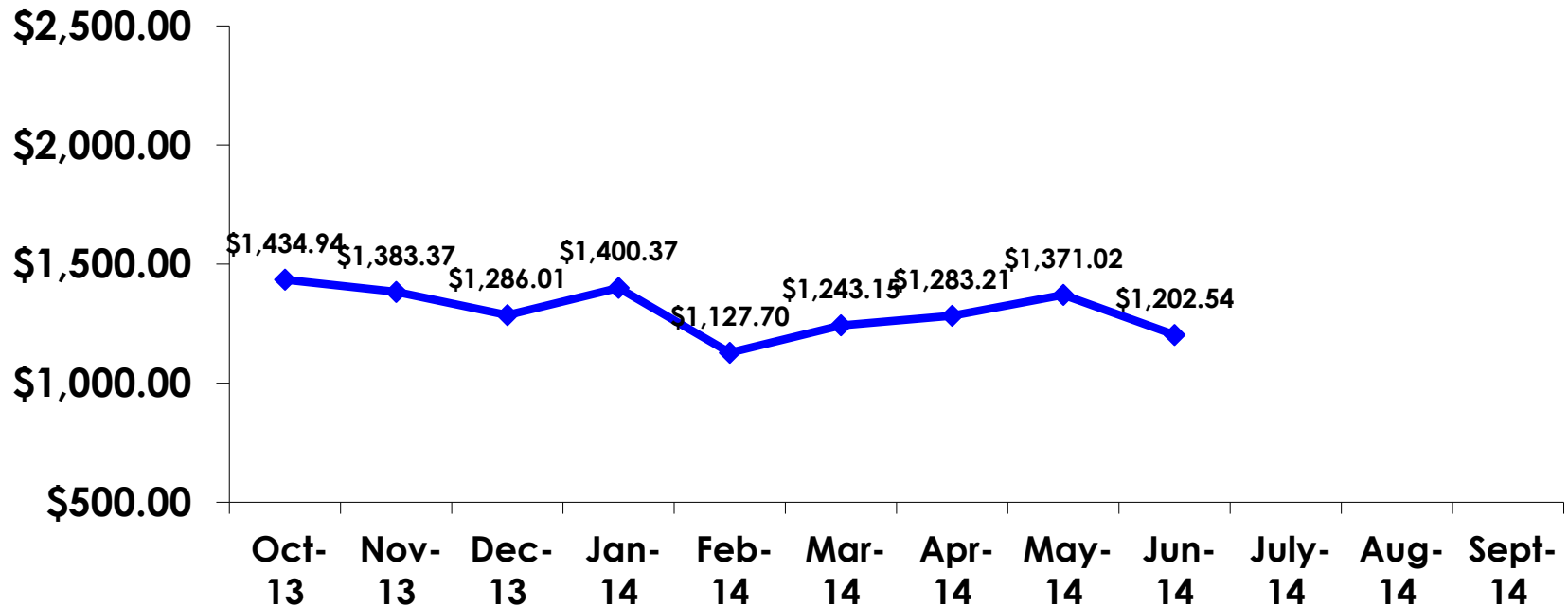
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$418.97	\$400.59	\$289.56	\$527.78	\$837.04	\$450.44	\$452.84	\$376.14	\$281.82	\$589.70	\$412.74	\$0.00	\$427.21
	Median	\$300	\$268	\$202	\$468	\$900	\$438	\$300	\$250	\$200	\$364	\$322	\$0	\$333
	Minimum	\$0	\$43	\$67	\$0	\$111	\$125	\$0	\$0	\$0	\$0	\$33	\$0	\$0
	Maximum	\$5,000	\$1,800	\$600	\$1,800	\$1,500	\$800	\$5,000	\$1,672	\$2,500	\$5,000	\$1,160	\$0	\$1,333

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	\$1,988.78	\$2,407.97	.	\$2,290.19	\$2,650.07	\$3,926.03	\$1,684.81	\$2,509.86	\$2,508.84	\$1,825.61	\$1,972.83	.	\$1,883.51
	Median	\$1,472	\$1,963	.	\$2,650	\$2,650	\$3,926	\$1,276	\$2,356	\$2,159	\$1,521	\$1,040	.	\$1,276
	Minimum	\$491	\$1,472	.	\$1,276	\$2,650	\$3,926	\$491	\$687	\$491	\$687	\$491	.	\$785
	Maximum	\$6,380	\$3,789	.	\$2,945	\$2,650	\$3,926	\$4,417	\$6,380	\$5,889	\$3,789	\$5,889	.	\$3,789
AIR/ HOTEL/ MEAL	Mean	\$2,842.12	\$2,551.92	\$3,091.75	\$2,816.59	\$873.54	\$1,766.72	\$2,476.59	\$3,327.61	\$3,498.84	\$2,049.39	\$2,829.55	.	\$3,073.28
	Median	\$2,650	\$2,748	\$3,092	\$2,945	\$874	\$1,767	\$2,159	\$2,945	\$2,962	\$1,570	\$2,454	.	\$2,748
	Minimum	\$292	\$982	\$2,257	\$1,177	\$874	\$1,570	\$292	\$874	\$292	\$982	\$1,276	.	\$844
	Maximum	\$15,704	\$3,926	\$3,926	\$4,908	\$874	\$1,963	\$5,889	\$15,704	\$15,704	\$3,926	\$5,889	.	\$15,704
AIR ONLY	Mean	\$1,171.62	\$1,416.64	.	\$834.28	.	\$343.53	\$925.50	\$1,868.96	\$1,689.83	\$1,232.69	\$853.91	.	\$941.27
	Median	\$952	\$1,178	.	\$834	.	\$344	\$883	\$1,669	\$1,472	\$982	\$854	.	\$810
	Minimum	\$98	\$294	.	\$834	.	\$344	\$98	\$589	\$834	\$98	\$785	.	\$294
	Maximum	\$3,533	\$3,533	.	\$834	.	\$344	\$1,963	\$3,533	\$3,533	\$3,533	\$923	.	\$2,257
HOTEL ONLY	Mean	\$851.70	\$931.54	.	\$98.15	\$245.38	\$981.51	\$641.66	\$1,571.82	\$1,115.41	\$842.87	.	.	\$604.61
	Median	\$785	\$589	.	\$98	\$245	\$982	\$589	\$1,570	\$1,031	\$638	.	.	\$785
	Minimum	\$98	\$98	.	\$98	\$245	\$982	\$98	\$736	\$245	\$98	.	.	\$98
	Maximum	\$2,552	\$2,552	.	\$98	\$245	\$982	\$1,472	\$2,552	\$2,552	\$2,552	.	.	\$1,080
HOTEL & MEAL	Mean	\$952.06	\$850.64	\$596.76	\$1,840.33	\$2,159.32	\$834.28	\$637.98	.	\$863.73
	Median	\$810	\$859	\$687	\$1,276	\$1,276	\$859	\$638	.	\$736
	Minimum	\$29	\$196	\$29	\$883	\$1,276	\$196	\$638	.	\$393
	Maximum	\$3,926	\$1,276	\$1,178	\$3,926	\$3,926	\$1,276	\$638	.	\$1,276
F&B HOTEL	Mean	\$276.79	\$407.33	\$189.76	\$353.34	.	\$785.21	.	.
	Median	\$177	\$407	\$177	\$177	.	\$785	.	.
	Minimum	\$29	\$29	\$98	\$98	.	\$785	.	.
	Maximum	\$785	\$785	\$294	\$785	.	\$785	.	.
TRANS- KOREA	Mean	\$119.31	\$93.24	.	\$39.26	.	\$99.06	\$138.11	\$164.59	\$93.24	\$48.42	.	.	\$147.23
	Median	\$59	\$93	.	\$39	.	\$49	\$74	\$98	\$93	\$39	.	.	\$147
	Minimum	\$8	\$88	.	\$29	.	\$8	\$15	\$15	\$88	\$8	.	.	\$98
	Maximum	\$982	\$98	.	\$49	.	.	\$294	\$982	\$98	\$98	.	.	\$196
TRANS- GUAM	Mean	\$115.98	\$103.06	.	.	.	\$122.69	\$97.69	\$160.41	\$115.92	\$102.36	\$81.96	.	\$68.71
	Median	\$98	\$98	.	.	.	\$123	\$98	\$147	\$98	\$98	\$82	.	\$69
	Minimum	\$7	\$29	.	.	.	\$98	\$7	\$29	\$7	\$29	\$7	.	\$29
	Maximum	\$294	\$147	.	.	.	\$147	\$294	\$294	\$279	\$147	\$157	.	\$98
OPT TOURS	Mean	\$444.36	\$1,052.18	.	\$387.70	.	\$196.30	\$190.61	\$867.28	\$902.07	\$1,052.18	\$186.49	.	\$681.53
	Median	\$191	\$1,052	.	\$388	.	\$196	\$118	\$589	\$613	\$1,052	\$186	.	\$142
	Minimum	\$1	\$1,052	.	\$186	.	\$196	\$15	\$1	\$1	\$1,052	\$186	.	\$15
	Maximum	\$2,552	\$1,052	.	\$589	.	\$196	\$638	\$2,552	\$2,552	\$1,052	\$186	.	\$2,552
OTHER	Mean	\$402.25	\$237.53	.	\$456.40	\$107.97	.	\$382.40	\$421.24	\$463.91	\$224.11	\$340.26	.	\$364.96
	Median	\$147	\$88	.	\$324	\$108	.	\$167	\$108	\$98	\$123	\$471	.	\$98
	Minimum	\$16	\$49	.	\$49	\$108	.	\$20	\$16	\$16	\$49	\$69	.	\$49
	Maximum	\$1,963	\$785	.	\$1,129	\$108	.	\$1,806	\$1,963	\$1,963	\$785	\$481	.	\$1,963
TOTAL	Mean	\$2,096.28	\$2,104.66	\$2,061.17	\$2,085.07	\$1,292.32	\$1,025.13	\$1,737.51	\$2,722.73	\$2,861.04	\$1,486.93	\$2,585.34	\$0.00	\$2,078.96
	Median	\$1,963	\$1,767	\$2,257	\$2,454	\$982	\$0	\$1,594	\$2,650	\$2,846	\$1,472	\$2,049	\$0	\$1,963
	Minimum	\$0	\$0	\$0	\$0	\$245	\$0	\$0	\$0	\$0	\$0	\$491	\$0	\$0
	Maximum	\$19,630	\$7,138	\$3,926	\$4,908	\$2,650	\$3,926	\$7,224	\$19,630	\$19,630	\$7,138	\$7,224	\$0	\$19,630

TOTAL EXPENDITURES – TRACKING



YTD=\$1,303.50

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	\$1,202.54	\$1,086.21	\$1,094.39	\$1,591.78	\$1,646.78	\$791.25	\$1,244.75	\$1,161.98	\$1,044.65	\$1,153.41	\$1,265.60	\$0.00	\$1,206.65
	Median	\$1,126	\$995	\$1,051	\$1,786	\$1,093	\$700	\$1,157	\$1,082	\$1,049	\$997	\$1,185	\$0	\$1,052
	Minimum	\$0	\$100	\$67	\$0	\$1,023	\$175	\$0	\$0	\$0	\$0	\$691	\$0	\$0
	Maximum	\$5,445	\$2,563	\$2,165	\$3,244	\$2,825	\$1,490	\$5,445	\$3,254	\$5,445	\$5,000	\$1,874	\$0	\$3,254

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 2014, and Overall Oct-2013 - Jun 2014

	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Combi ned Oct- 2013 - June 2014
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks				5				1	3	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								
Variety of shopping			3							6
Price of things on Guam										
Quality of hotel accommodations	4	2	4		2	4	3	3	2	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	8
Quality of ground handler										10
Quality/cleanliness of transportation vehicles	1	3	1	2		5			4	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%	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 four significant factors in the June 2014 Period. By rank order they are:
 - **Quality of landscape in Guam,**
 - **Quality of hotel accommodations,**
 - **Quality & cleanliness of beaches & parks, and**
 - **Quality/cleanliness of transportation vehicles.**
- With all four factors the overall r^2 is .436 meaning that **43.6% 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 2013 and Overall Oct-2013-Jun 2014

	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Combi ned Oct- 2013- Jun 2014
Drivers:	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			
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%	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 one significant factor in the June 2014 Period. It is:
 - **Quality/cleanliness of air, sky.**
- With this factor the overall r^2 is .011 meaning that **1.1% of per person on island expenditures is accounted for by this factor.**