



# GUAM VISITORS BUREAU

## Korean Visitor Tracker Exit Profile

### FY2014 Market Segmentation

#### MAY 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

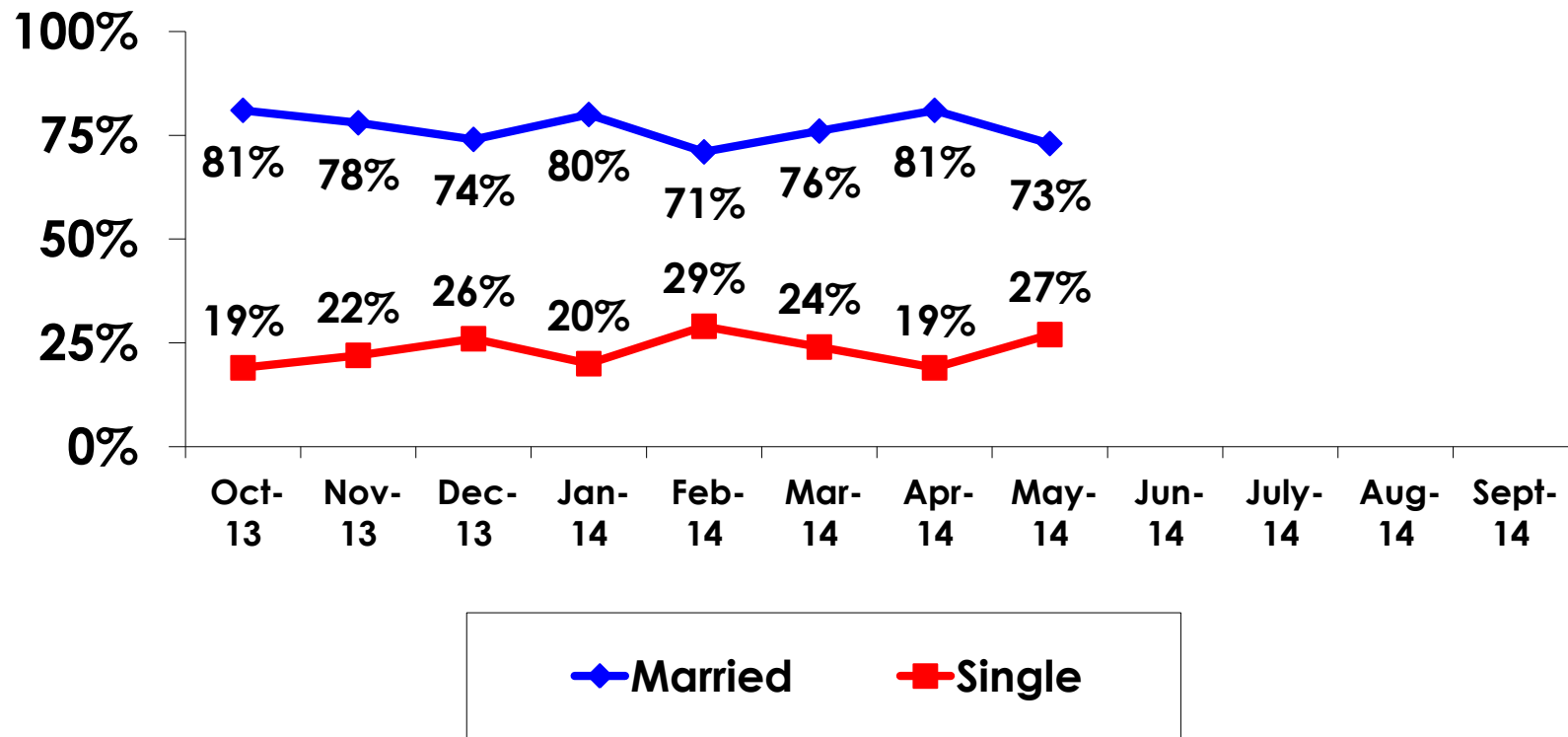
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors – Q.F
- Sports comp/spectator – Q.5/Q.19

# Highlighted Segments

	<b>Oct 13</b>	<b>Nov 13</b>	<b>Dec 13</b>	<b>Jan 14</b>	<b>Feb 14</b>	<b>Mar 14</b>	<b>Apr 14</b>	<b>May 14</b>	<b>Jun 14</b>	<b>Jul 14</b>	<b>Aug 14</b>	<b>Sept 14</b>
<b>Family/ FIT</b>	9%	7%	11%	10%	8%	5%	10%	12%				
<b>Group</b>	1%	1%	1%	1%	1%	1%	-	-				
<b>Eng Language</b>	1%	1%	1%	1%	1%	2%	1%	2%				
<b>Honeymoon</b>	28%	28%	6%	16%	16%	18%	13%	14%				
<b>Wedding</b>	2%	1%	0%	1%	2%	1%	2%	1%				
<b>Incentive</b>	2%	3%	3%	3%	13%	17%	4%	3%				
<b>18-35</b>	69%	69%	58%	56%	64%	60%	68%	64%				
<b>36-55</b>	28%	28%	37%	43%	33%	36%	31%	31%				
<b>Child</b>	27%	28%	41%	38%	26%	30%	40%	31%				
<b>FIT</b>	15%	10%	18%	16%	15%	13%	21%	25%				
<b>Golden Miss</b>	5%	5%	5%	5%	7%	6%	5%	3%				
<b>Senior</b>	1%	1%	1%	1%	1%	1%	1%	1%				
<b>Sport</b>	31%	27%	32%	32%	36%	28%	31%	33%				
<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>				

# SECTION 1 **PROFILE OF RESPONDENTS**

# MARITAL STATUS - TRACKING

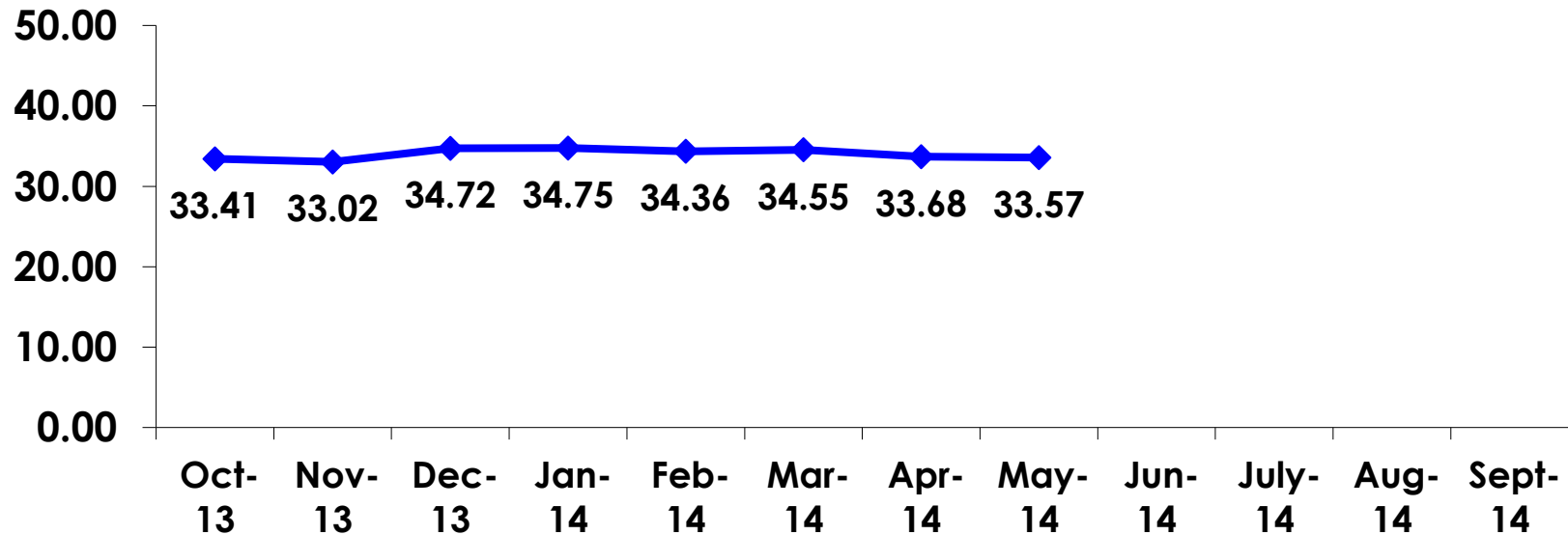


# MARITAL STATUS- SEGMENTATION

			TOTAL	FAMILY/FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	254	39	2	47	1	2	145	98	108	54	5	2	80
		Column N %	73%	93%	33%	94%	33%	20%	65%	90%	100%	64%	42%	100%	70%
	Single	Count	94	3	4	3	2	8	79	11	0	31	7	0	34
		Column N %	27%	7%	67%	6%	67%	80%	35%	10%	0%	36%	58%	0%	30%
Total		Count	348	42	6	50	3	10	224	109	108	85	12	2	114



# AVERAGE AGE - TRACKING



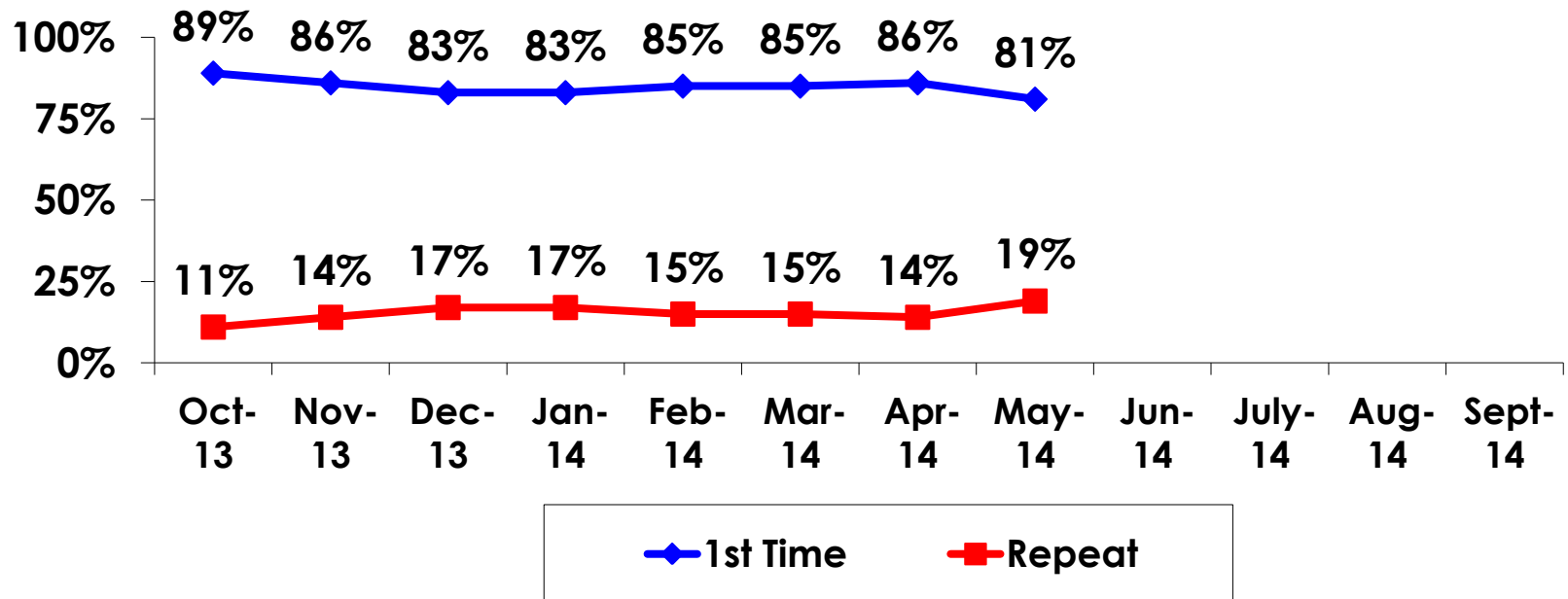
# AGE- SEGMENTATION

			TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	20	0	1	3	1	1	20	0	0	4	0	0	11
		Column N %	6%	0%	17%	6%	33%	10%	9%	0%	0%	5%	0%	0%	10%
	25-34	Count	177	25	4	41	1	7	177	0	24	48	7	0	60
		Column N %	53%	60%	67%	84%	33%	70%	79%	0%	23%	57%	58%	0%	54%
	35-49	Count	134	17	1	5	1	2	27	107	81	29	5	0	41
		Column N %	40%	40%	17%	10%	33%	20%	12%	98%	77%	35%	42%	0%	37%
	50+	Count	5	0	0	0	0	0	0	2	0	3	0	2	0
		Column N %	1%	0%	0%	0%	0%	0%	0%	2%	0%	4%	0%	100%	0%
	Total	Count	336	42	6	49	3	10	224	109	105	84	12	2	112
QF	Mean		33.57	33.83	31.00	29.73	31.00	30.40	30.03	40.09	37.21	33.55	33.75	62.50	32.75
	Median		33	34	28	29	31	31	30	40	37	33	33	63	32

# INCOME - SEGMENTATION

			TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-
Q26 <KW12.0M	Count		9	0	0	4	0	0	7	2	0	2	0	3
	Column N %		3%	0%	0%	9%	0%	0%	3%	2%	0%	3%	0%	3%
KW12.0M-KW24.0M	Count		9	1	0	3	0	0	8	0	0	2	0	3
	Column N %		3%	3%	0%	7%	0%	0%	4%	0%	0%	3%	0%	3%
KW24.0M-KW36.0M	Count		40	4	0	10	0	0	37	3	8	8	4	9
	Column N %		13%	11%	0%	22%	0%	0%	18%	3%	8%	10%	36%	9%
KW36.0M-KW48.0M	Count		42	6	0	11	0	0	31	11	15	9	1	13
	Column N %		13%	16%	0%	24%	0%	0%	15%	11%	15%	12%	9%	12%
KW48.0M-KW60.0M	Count		62	6	1	7	2	3	37	22	16	17	3	23
	Column N %		20%	16%	33%	15%	67%	38%	18%	22%	16%	22%	27%	22%
KW60.0M-KW72.0M	Count		53	5	1	6	0	3	34	17	21	14	0	19
	Column N %		17%	13%	33%	13%	0%	38%	17%	17%	21%	18%	0%	18%
KW72.0M+	Count		82	14	1	4	1	2	37	43	41	20	3	30
	Column N %		26%	37%	33%	9%	33%	25%	18%	43%	41%	26%	27%	29%
No Income	Count		20	2	0	1	0	0	14	1	0	5	0	5
	Column N %		6%	5%	0%	2%	0%	0%	7%	1%	0%	6%	0%	5%
Total	Count		317	38	3	46	3	8	205	99	101	77	11	105

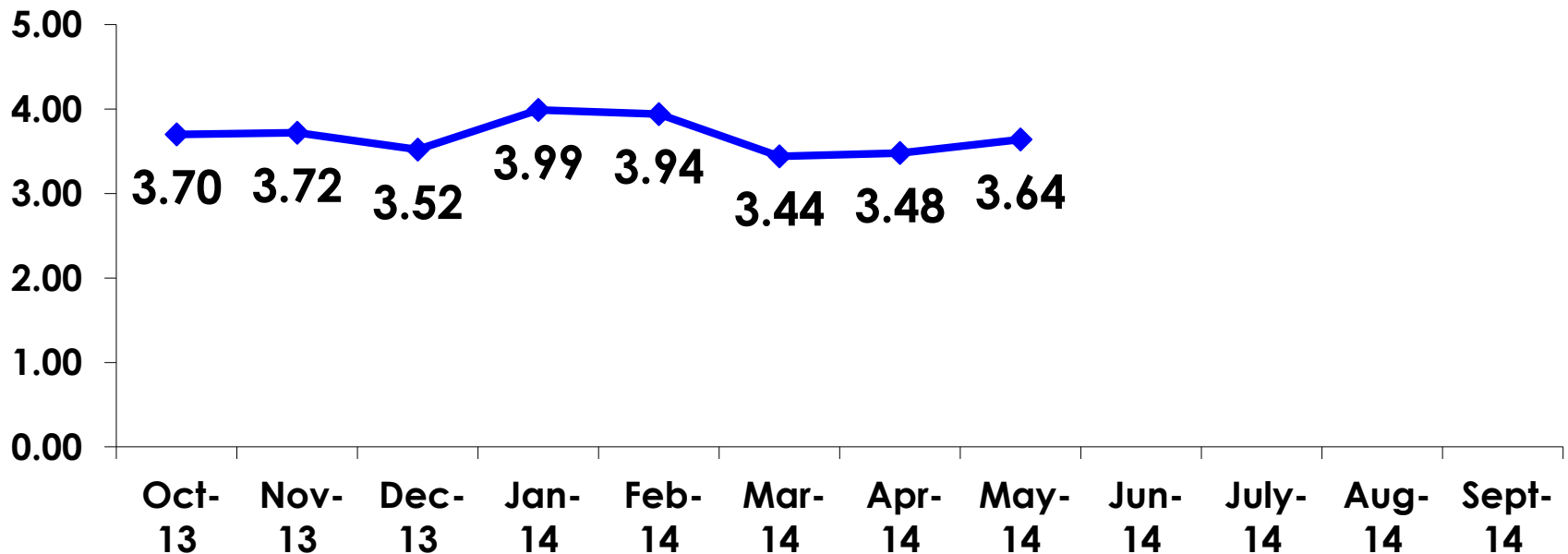
# PRIOR TRIPS TO GUAM - TRACKING



# 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	282	33	5	48	3	9	193	79	84	64	10	0	94
		Column N %	81%	79%	83%	96%	100%	90%	86%	72%	78%	74%	83%	0%	82%
	No	Count	67	9	1	2	0	1	31	30	24	22	2	2	21
		Column N %	19%	21%	17%	4%	0%	10%	14%	28%	22%	26%	17%	100%	18%
	Total	Count	349	42	6	50	3	10	224	109	108	86	12	2	115

# 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	3.71	3.17	4.12	3.50	3.20	3.69	3.59	3.55	3.82	3.50	3.00	3.76
Median	3	4	3	4	4	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	107	0	2	29	0	0	62	41	47	0	3	0	40
		Column N %	32%	0%	33%	58%	0%	0%	29%	38%	44%	0%	25%	0%	36%
	Free-time package tour	Count	138	0	0	17	1	0	86	44	44	0	6	1	38
		Column N %	41%	0%	0%	34%	33%	0%	40%	41%	42%	0%	50%	50%	34%
	Individually arranged travel (FIT)	Count	86	42	2	4	2	4	60	23	14	86	2	1	33
		Column N %	26%	100%	33%	8%	67%	40%	28%	21%	13%	100%	17%	50%	29%
	Company paid travel	Count	6	0	2	0	0	6	6	0	1	0	1	0	1
		Column N %	2%	0%	33%	0%	0%	60%	3%	0%	1%	0%	8%	0%	1%
	Total	Count	337	42	6	50	3	10	214	108	106	86	12	2	112

# TRAVEL MOTIVATION - SEGMENTATION

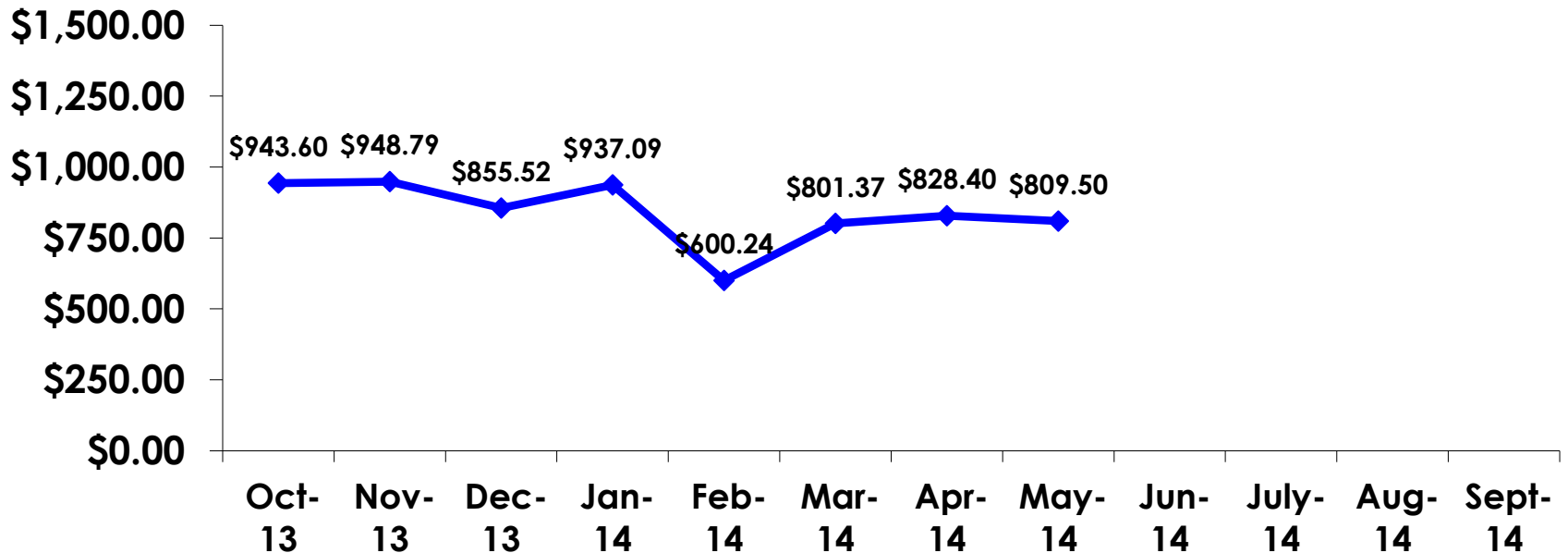
		TOTAL	FAMILY/FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT	
		-	-	-	-	-	-	-	-	-	-	-	-	-	
Q5A	Previous trip	12%	10%	0%	0%	0%	0%	9%	17%	18%	16%	8%	50%	14%	
	Price	16%	10%	17%	6%	0%	0%	13%	17%	15%	16%	0%	100%	22%	
	Visit friends/ Relatives	6%	5%	0%	0%	0%	0%	5%	7%	3%	16%	0%	50%	10%	
	Recomm- friend/family/trvl agnt	18%	12%	17%	12%	0%	0%	17%	18%	20%	15%	8%	50%	18%	
	Scuba	4%	0%	0%	2%	0%	10%	4%	4%	1%	3%	0%	0%	11%	
	Water sports	13%	14%	17%	6%	0%	0%	12%	17%	9%	19%	0%	0%	40%	
	Short travel time	28%	36%	0%	18%	0%	0%	26%	32%	33%	24%	42%	50%	21%	
	Golf	4%	0%	17%	0%	0%	10%	3%	8%	3%	10%	8%	0%	13%	
	Relax	48%	62%	0%	30%	0%	10%	47%	52%	62%	45%	58%	100%	38%	
	Company/ Business Trip	3%	0%	17%	0%	0%	40%	4%	1%	0%	3%	17%	0%	1%	
	Company Sponsored	2%	0%	33%	0%	0%	80%	3%	1%	0%	5%	8%	0%	3%	
	Convention/ Trade/ Conference	1%	0%	17%	0%	0%	30%	1%	0%	0%	1%	0%	0%	1%	
	Safe	28%	24%	33%	22%	0%	40%	26%	39%	33%	24%	25%	0%	37%	
	Natural beauty	43%	33%	17%	22%	0%	0%	41%	49%	46%	37%	42%	50%	45%	
	Shopping	29%	21%	17%	32%	0%	0%	32%	20%	26%	20%	25%	0%	30%	
	Career Cert/ Testing	2%	0%	33%	2%	0%	10%	3%	1%	0%	3%	0%	0%	1%	
	Married/ Attn wedding	1%	2%	0%	0%	100%	0%	1%	1%	0%	2%	0%	0%	0%	
	Honeymoon	14%	10%	0%	100%	0%	0%	20%	5%	2%	5%	0%	0%	18%	
	Pleasure	19%	17%	0%	8%	0%	10%	20%	17%	18%	23%	17%	100%	24%	
	Organized sports	4%	2%	17%	2%	0%	0%	3%	6%	3%	6%	0%	0%	12%	
	Other	4%	10%	0%	0%	0%	0%	5%	2%	5%	6%	8%	0%	4%	
	Total	Count	349	42	6	50	3	10	223	109	108	86	12	2	115

# 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%	98%	100%	94%	100%	100%	96%	96%	97%	95%	100%	0%	96%
Friend/ Relative	39%	40%	67%	30%	33%	70%	39%	42%	43%	50%	58%	100%	38%
Travel Agent Brochure	37%	19%	50%	56%	67%	30%	38%	37%	37%	28%	17%	100%	43%
Prior Trip	17%	14%	17%	2%	0%	10%	13%	24%	21%	22%	17%	100%	18%
Travel Guidebook- Bookstore	15%	24%	0%	16%	0%	0%	17%	13%	10%	17%	17%	0%	16%
Co-Worker/ Company Trvl Dept	13%	2%	17%	0%	33%	40%	14%	11%	10%	17%	8%	0%	19%
TV	10%	14%	0%	12%	0%	10%	11%	7%	6%	7%	0%	0%	8%
GVB Office	5%	10%	0%	4%	0%	0%	5%	5%	3%	5%	0%	0%	7%
Magazine (Consumer)	5%	7%	17%	4%	0%	0%	5%	2%	1%	5%	0%	0%	4%
Travel Trade Show	3%	0%	17%	4%	0%	0%	2%	4%	1%	1%	8%	0%	4%
Newspaper	3%	5%	0%	0%	0%	0%	2%	2%	2%	3%	0%	0%	3%
Consumer Trvl Show	1%	0%	0%	4%	0%	10%	1%	1%	1%	0%	0%	0%	2%
GVB Promo	1%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	2%
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	Count 350	42	6	50	3	10	224	109	108	86	12	2	115

# SECTION 3 **EXPENDITURES**

# PREPAID EXPENDITURES - TRACKING

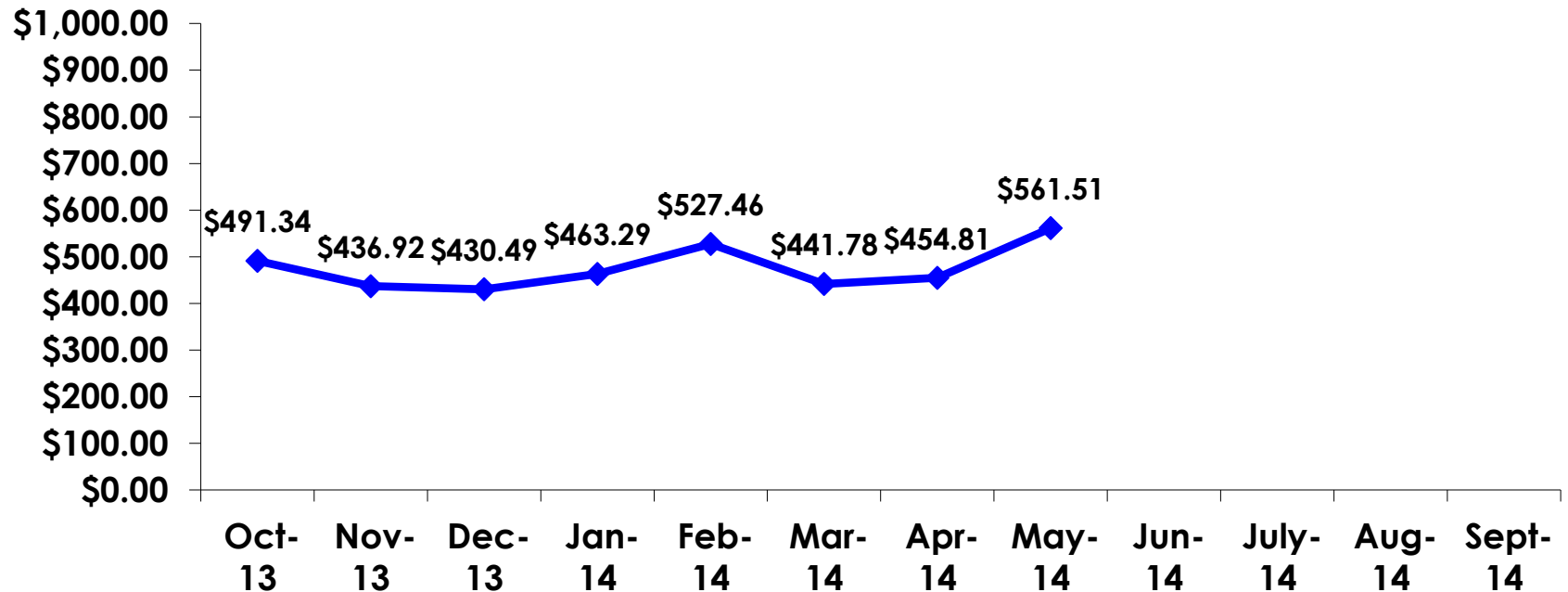


YTD=\$840.47

# 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	\$809.50	\$720.27	\$71.31	\$1,151.23	\$0.00	\$117.35	\$794.65	\$909.26	\$835.41	\$540.07	\$640.88	\$220.03	\$775.90
	Median	\$754	\$782	\$0	\$1,271	\$0	\$0	\$776	\$807	\$795	\$0	\$750	\$220	\$674
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$9,192	\$1,882	\$428	\$2,533	\$0	\$1,173	\$7,334	\$9,192	\$2,934	\$7,334	\$1,277	\$440	\$7,334

# ON-ISLAND EXPENDITURES - TRACKING



YTD = \$475.91

# ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

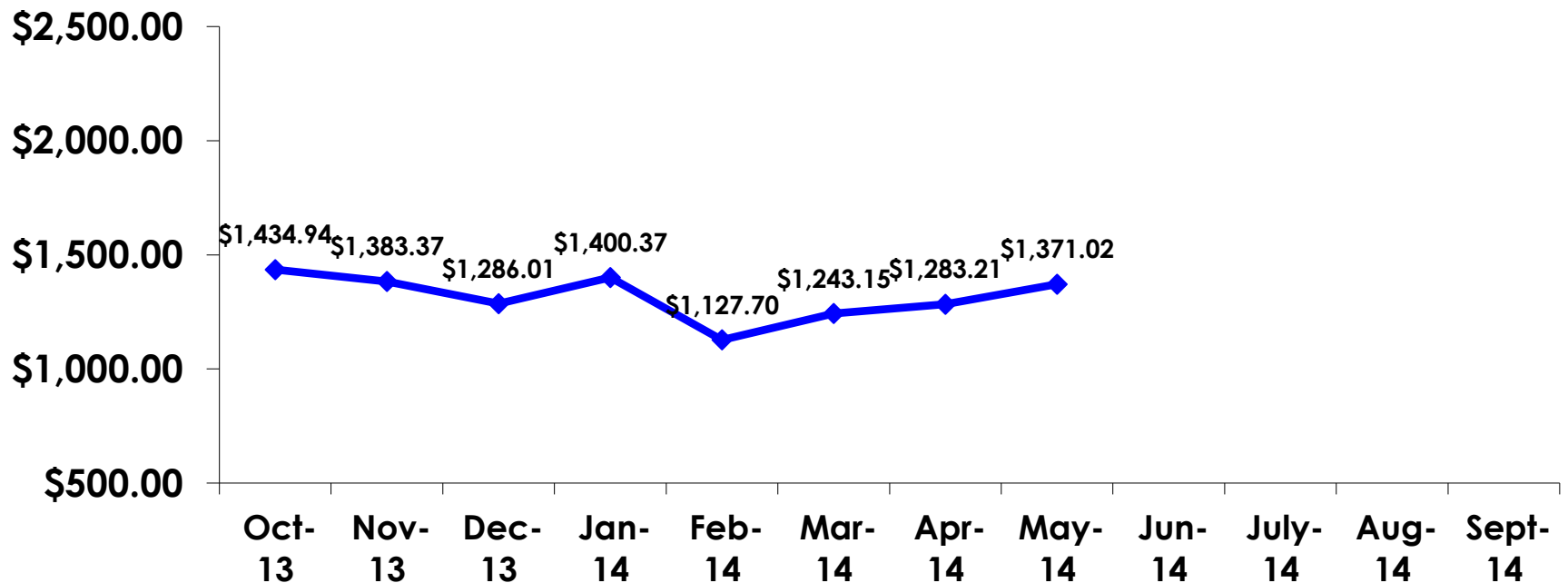
		TOTAL	FAMILY/FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$561.51	\$528.58	\$546.67	\$801.59	\$816.67	\$978.00	\$610.59	\$519.79	\$399.85	\$678.09	\$467.57	\$550.00	\$731.65
	Median	\$365	\$450	\$500	\$500	\$800	\$815	\$400	\$363	\$300	\$658	\$560	\$550	\$555
	Minimum	\$0	\$0	\$450	\$0	\$800	\$500	\$0	\$0	\$0	\$0	\$38	\$400	\$0
	Maximum	\$4,500	\$2,500	\$730	\$4,500	\$850	\$3,000	\$4,500	\$2,933	\$3,000	\$2,500	\$1,000	\$700	\$4,500



# 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	\$2,117.60	\$2,232.89	.	\$2,078.60	.	\$1,173.49	\$1,805.11	\$3,003.00	\$3,002.18	\$2,126.95	\$1,890.62	.	\$1,993.16
	Median	\$1,760	\$2,249	.	\$1,858	.	\$1,173	\$1,491	\$2,445	\$2,689	\$2,200	\$2,445	.	\$1,760
	Minimum	\$176	\$1,271	.	\$176	.	\$1,173	\$176	\$782	\$1,467	\$1,173	\$489	.	\$733
	Maximum	\$9,192	\$3,618	.	\$3,912	.	\$1,173	\$3,912	\$9,192	\$6,845	\$3,618	\$2,738	.	\$3,912
AIR/ HOTEL/ MEAL	Mean	\$3,330.30	\$2,432.55	.	\$3,041.15	.	.	\$2,878.73	\$4,102.81	\$3,871.04	\$2,845.72	\$2,700.20	.	\$3,148.93
	Median	\$2,836	\$2,200	.	\$2,983	.	.	\$2,445	\$3,423	\$3,198	\$2,200	\$2,934	.	\$2,934
	Minimum	\$205	\$1,467	.	\$1,369	.	.	\$205	\$1,173	\$205	\$1,467	\$978	.	\$648
	Maximum	\$19,558	\$4,205	.	\$4,890	.	.	\$19,558	\$14,669	\$14,669	\$7,334	\$4,890	.	\$7,628
AIR ONLY	Mean	\$1,261.37	\$1,719.62	\$1,711.34	\$1,109.93	.	.	\$1,238.63	\$1,442.42	\$1,705.91	\$1,418.24	\$391.16	\$880.12	\$1,008.47
	Median	\$978	\$1,467	\$1,711	\$1,110	.	.	\$978	\$1,442	\$1,662	\$1,125	\$391	\$880	\$905
	Minimum	\$254	\$655	\$1,711	\$655	.	.	\$254	\$636	\$733	\$369	\$391	\$880	\$254
	Maximum	\$3,912	\$3,912	\$1,711	\$1,565	.	.	\$3,912	\$2,445	\$3,227	\$3,912	\$391	\$880	\$2,445
HOTEL ONLY	Mean	\$796.11	\$964.46	.	\$293.37	.	.	\$746.81	\$1,108.30	\$880.12	\$789.44	.	.	\$644.61
	Median	\$587	\$538	.	\$293	.	.	\$587	\$1,271	\$978	\$489	.	.	\$489
	Minimum	\$98	\$98	.	\$293	.	.	\$98	\$391	\$98	\$98	.	.	\$98
	Maximum	\$3,032	\$3,032	.	\$293	.	.	\$3,032	\$1,662	\$1,662	\$3,032	.	.	\$1,662
HOTEL & MEAL	Mean	\$852.49	\$1,157.36	.	.	.	.	\$852.49	.	\$1,157.36	\$1,157.36	.	.	\$358.89
	Median	\$620	\$1,157	.	.	.	.	\$620	.	\$1,157	\$1,157	.	.	\$359
	Minimum	\$215	\$359	.	.	.	.	\$215	.	\$359	\$359	.	.	\$359
	Maximum	\$1,956	\$1,956	.	.	.	.	\$1,956	.	\$1,956	\$1,956	.	.	\$359
F&B HOTEL	Mean	\$92.90	\$136.91	.	.	.	.	\$92.90	.	\$48.90	\$136.91	.	.	\$136.91
	Median	\$93	\$137	.	.	.	.	\$93	.	\$49	\$137	.	.	\$137
	Minimum	\$49	\$137	.	.	.	.	\$49	.	\$49	\$137	.	.	\$137
	Maximum	\$137	\$137	.	.	.	.	\$137	.	\$49	\$137	.	.	\$137
TRANS- KOREA	Mean	\$132.80	\$48.90	.	\$97.79	.	.	\$102.31	\$167.64	\$169.50	\$44.01	.	.	\$26.40
	Median	\$98	\$49	.	\$98	.	.	\$73	\$98	\$127	\$44	.	.	\$26
	Minimum	\$20	\$49	.	\$98	.	.	\$20	\$29	\$29	\$39	.	.	\$26
	Maximum	\$489	\$49	.	\$98	.	.	\$293	\$489	\$489	\$49	.	.	\$26
TRANS- GUAM	Mean	\$193.94	\$253.87	.	\$273.81	.	.	\$218.84	\$150.35	\$125.03	\$237.21	\$391.16	.	\$260.45
	Median	\$166	\$252	.	\$274	.	.	\$224	\$103	\$108	\$252	\$391	.	\$273
	Minimum	\$49	\$68	.	\$274	.	.	\$68	\$49	\$68	\$68	\$391	.	\$127
	Maximum	\$440	\$440	.	\$274	.	.	\$440	\$391	\$196	\$440	\$391	.	\$372
OPT TOURS	Mean	\$531.23	\$185.80	.	\$1,237.05	.	.	\$717.30	\$265.43	\$224.31	\$506.07	.	.	\$510.47
	Median	\$220	\$166	.	\$367	.	.	\$257	\$196	\$196	\$230	.	.	\$303
	Minimum	\$88	\$98	.	\$303	.	.	\$88	\$98	\$88	\$98	.	.	\$98
	Maximum	\$3,912	\$293	.	\$3,912	.	.	\$3,912	\$489	\$489	\$1,467	.	.	\$1,467
OTHER	Mean	\$955.45	\$1,452.68	.	\$3,120.31	.	.	\$976.86	\$893.59	\$763.45	\$1,168.80	\$293.37	.	\$748.28
	Median	\$430	\$1,394	.	\$2,934	.	.	\$450	\$293	\$318	\$1,127	\$293	.	\$607
	Minimum	\$20	\$430	.	\$53	.	.	\$29	\$20	\$20	\$33	\$293	.	\$33
	Maximum	\$4,890	\$2,591	.	\$4,890	.	.	\$4,890	\$2,836	\$2,591	\$2,591	\$293	.	\$2,934
TOTAL	Mean	\$1,961.19	\$1,941.08	\$285.22	\$2,216.53	\$0.00	\$117.35	\$1,722.74	\$2,642.20	\$2,846.55	\$1,159.57	\$1,687.38	\$440.06	\$1,571.09
	Median	\$1,565	\$1,809	\$0	\$2,489	\$0	\$0	\$1,467	\$2,445	\$2,640	\$0	\$1,128	\$440	\$1,027
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$19,558	\$6,943	\$1,711	\$4,890	\$0	\$1,173	\$19,558	\$14,669	\$14,669	\$7,334	\$4,890	\$880	\$7,628

# TOTAL EXPENDITURES – TRACKING



YTD=\$1,316.11

# 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**

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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 2014, and Overall Oct-2013 - May 2014**

	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	<b>May-14</b>	Combin ed Oct- 2013 - May 2014
Drivers:	rank	rank	rank	rank	rank	rank	rank	<b>rank</b>	rank
Quality & Cleanliness of beaches & parks				5				<b>1</b>	5
Ease of getting around					3				
Safety walking around at night						3		<b>4</b>	7
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	<b>3</b>	3
Quality/cleanliness of air, sky	3	5			4				8
Quality/cleanliness of parks		1		4					
Quality of landscape in Tumon			2			2	1	<b>2</b>	2
Quality of landscape in Guam	5			1					9
Quality of ground handler									10
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%	<b>40.0%</b>	41.2%

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 four significant factors in the May 2014 Period. By rank order they are:
  - **Quality & cleanliness of beaches & parks,**
  - **Quality of landscape in Tumon,**
  - **Quality of hotel accommodations, and**
  - **Safety walking around at night.**
- With all four factors the overall  $r^2$  is .40 meaning that **40% 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 2014 and Overall Oct-2013-May 2014									
	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Combined Oct-2013-May 2014
Drivers:	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									
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%	<b>0.0%</b>	1.8%

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 no significant factors in the May 2014 Period.