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

Prepared by: QMark Research

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

SECTION 1
PROFILE OF RESPONDENTS

MARITAL STATUS - TRACKING
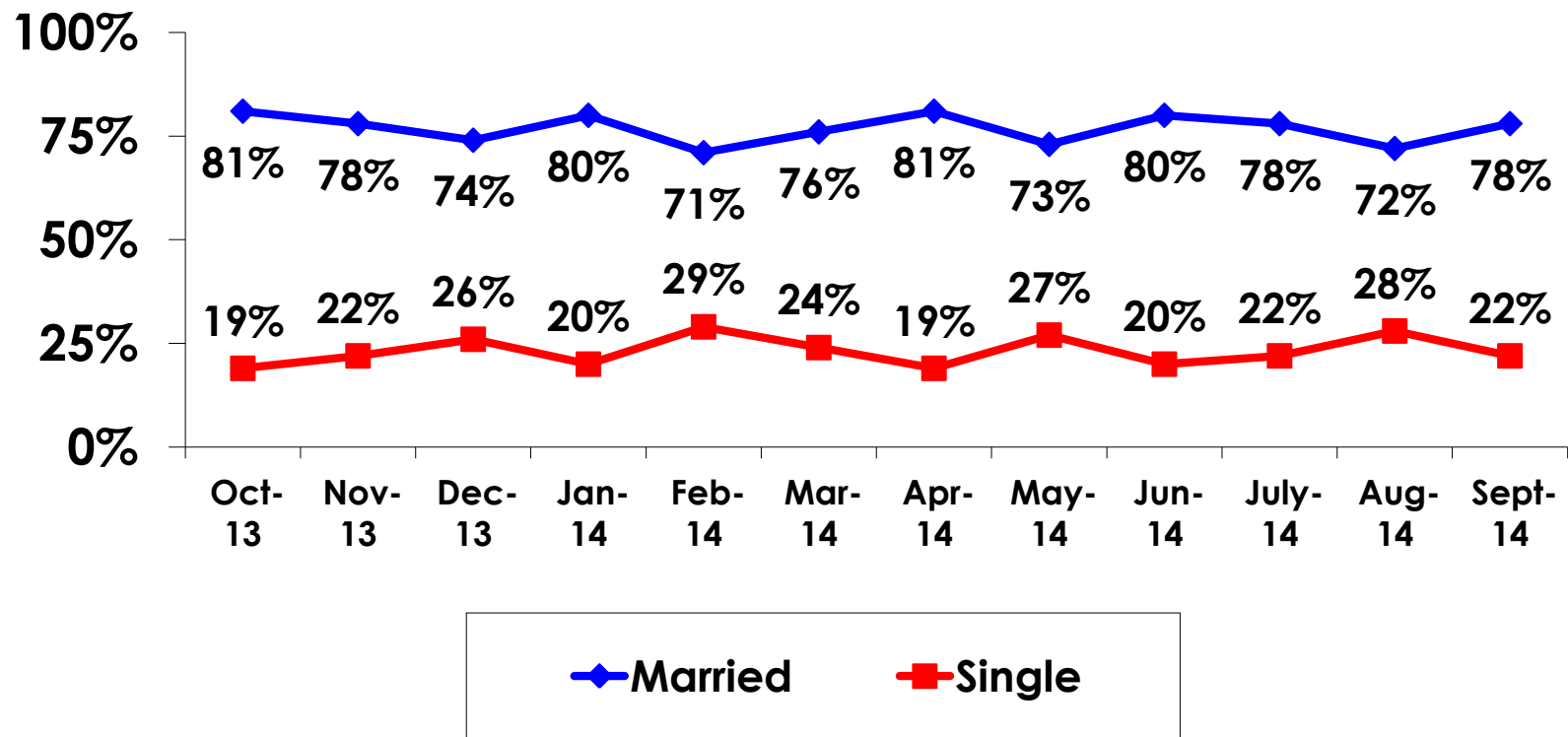
MARITAL STATUS-SEGMENTATION

			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	276	28	1	3	56	1	12	162	106	118	34	13	4	62
		Column N %	78%	82%	100%	75%	100%	50%	63%	72%	91%	93%	57%	62%	100%	67%
	Single	Count	76	6	0	1	0	1	7	64	10	9	26	8	0	30
		Column N %	22%	18%	0%	25%	0%	50%	37%	28%	9%	7%	43%	38%	0%	33%
	Total	Count	352	34	1	4	56	2	19	226	116	127	60	21	4	92

AVERAGE AGE - TRACKING

Line chart of average age by month:

Month	Average Age
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	34.30
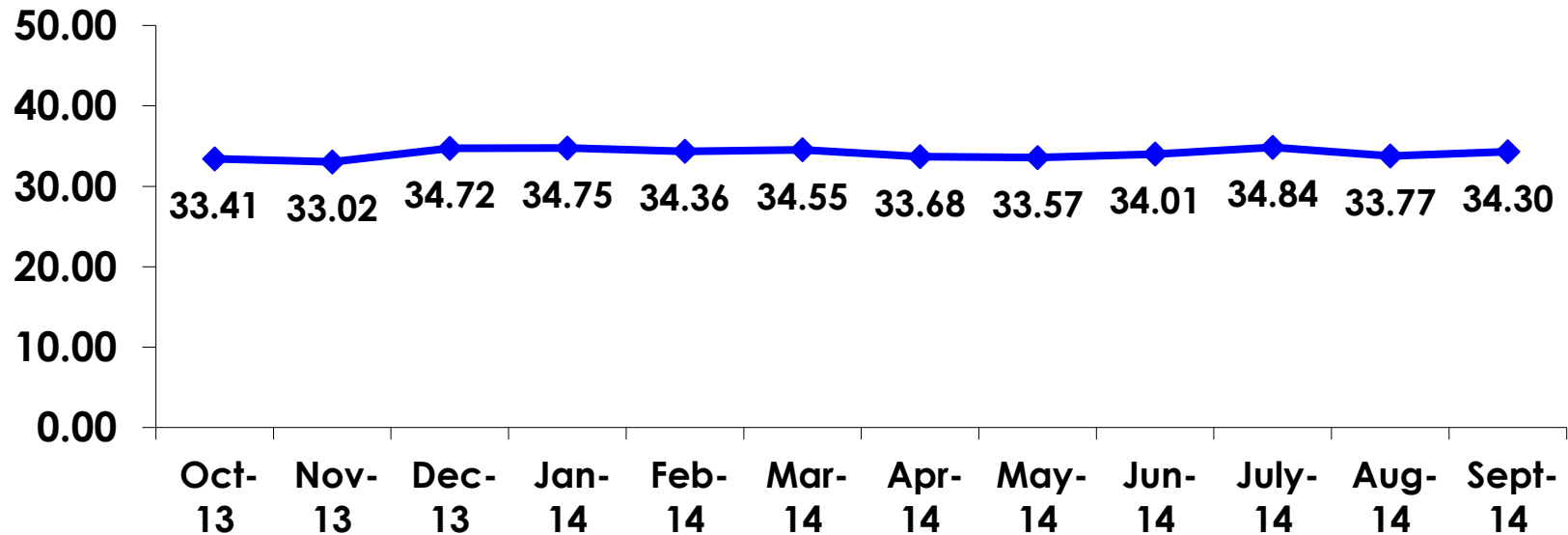
AGE- SEGMENTATION

			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	17	3	0	0	6	0	1	17	0	2	6	0	0	6
		Column N %	5%	9%	0%	0%	11%	0%	5%	8%	0%	2%	10%	0%	0%	7%
	25-34	Count	183	18	0	4	40	2	8	183	0	45	35	12	0	41
		Column N %	53%	55%	0%	100%	73%	100%	42%	81%	0%	36%	59%	57%	0%	45%
	35-49	Count	133	11	1	0	9	0	7	26	107	77	16	9	0	38
		Column N %	38%	33%	100%	0%	16%	0%	37%	12%	92%	62%	27%	43%	0%	42%
	50+	Count	14	1	0	0	0	0	3	0	9	1	2	0	4	6
		Column N %	4%	3%	0%	0%	0%	0%	16%	0%	8%	1%	3%	0%	100%	7%
	Total	Count	347	33	1	4	55	2	19	226	116	125	59	21	4	91
QF	Mean		34.30	32.76	43.00	29.25	30.75	31.00	38.26	30.27	41.00	36.16	31.88	34.29	61.75	35.30
	Median		33	31	43	30	31	31	36	31	39	36	30	34	62	34

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	6	0	0	1	3	0	0	4	1	0	1	0	0	0
		Column N %	2%	0%	0%	33%	6%	0%	0%	2%	1%	0%	2%	0%	0%	0%
	KW12.0M-KW24.0M	Count	8	0	0	0	3	0	0	7	1	0	0	1	0	2
		Column N %	3%	0%	0%	0%	6%	0%	0%	4%	1%	0%	0%	6%	0%	3%
	KW24.0M-KW36.0M	Count	46	6	0	1	17	0	0	43	2	8	10	2	1	14
		Column N %	15%	21%	0%	33%	35%	0%	0%	22%	2%	7%	24%	12%	33%	19%
	KW36.0M-KW48.0M	Count	56	1	0	1	14	0	2	43	12	15	2	4	1	10
		Column N %	19%	3%	0%	33%	29%	0%	17%	22%	12%	13%	5%	24%	33%	14%
	KW48.0M-KW60.0M	Count	52	4	0	0	7	1	0	33	18	22	5	1	0	12
		Column N %	17%	14%	0%	0%	15%	100%	0%	17%	17%	19%	12%	6%	0%	16%
	KW60.0M-KW72.0M	Count	40	7	0	0	2	0	1	21	18	18	9	1	0	8
		Column N %	13%	24%	0%	0%	4%	0%	8%	11%	17%	16%	21%	6%	0%	11%
	KW72.0M+	Count	84	11	1	0	1	0	8	35	49	49	14	8	0	25
		Column N %	28%	38%	100%	0%	2%	0%	67%	18%	48%	43%	33%	47%	0%	34%
	No Income	Count	10	0	0	0	1	0	1	7	2	2	1	0	1	3
		Column N %	3%	0%	0%	0%	2%	0%	8%	4%	2%	2%	2%	0%	33%	4%
	Total	Count	302	29	1	3	48	1	12	193	103	114	42	17	3	74

PRIOR TRIPS TO GUAM - TRACKING

12
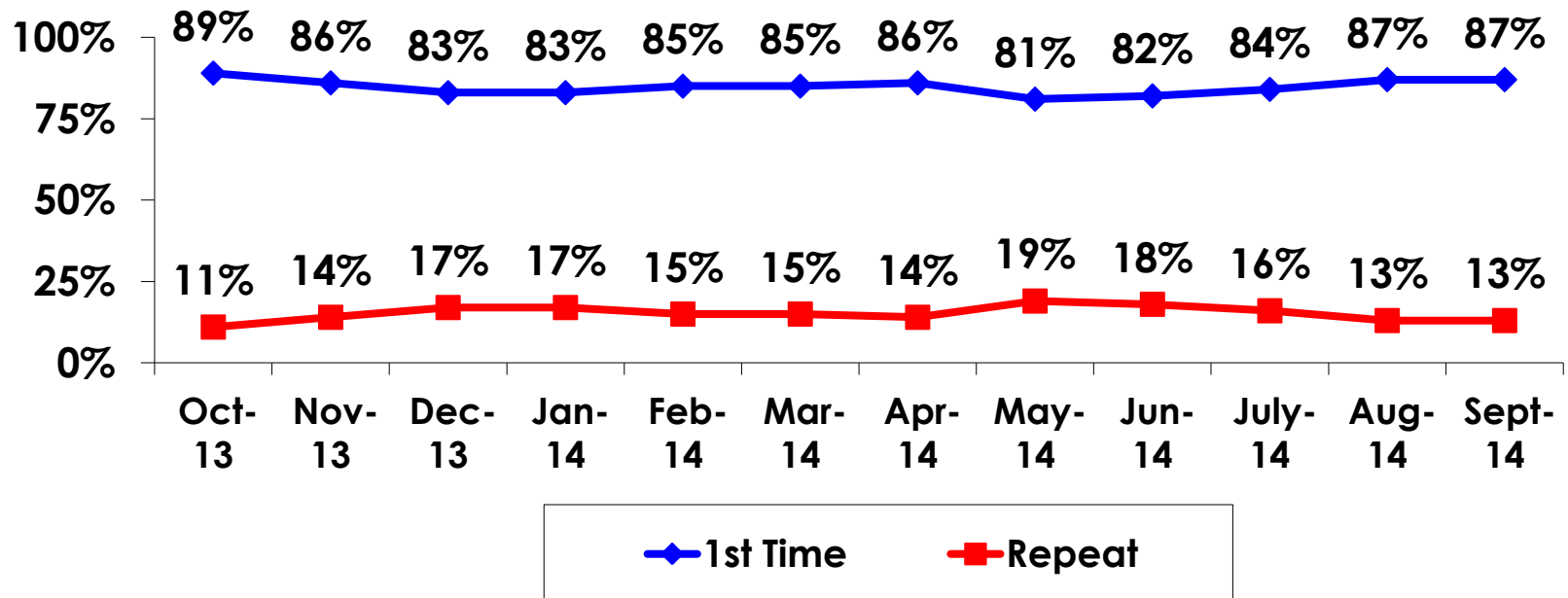
PRIOR TRIPS TO GUAM - SEGMENTATION

			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	307	32	0	4	55	2	13	205	93	105	50	21	4	78
		Column N %	87%	94%	0%	100%	98%	100%	68%	91%	81%	83%	83%	100%	100%	85%
	No	Count	44	2	1	0	1	0	6	21	22	22	10	0	0	14
		Column N %	13%	6%	100%	0%	2%	0%	32%	9%	19%	17%	17%	0%	0%	15%
	Total	Count	351	34	1	4	56	2	19	226	115	127	60	21	4	92

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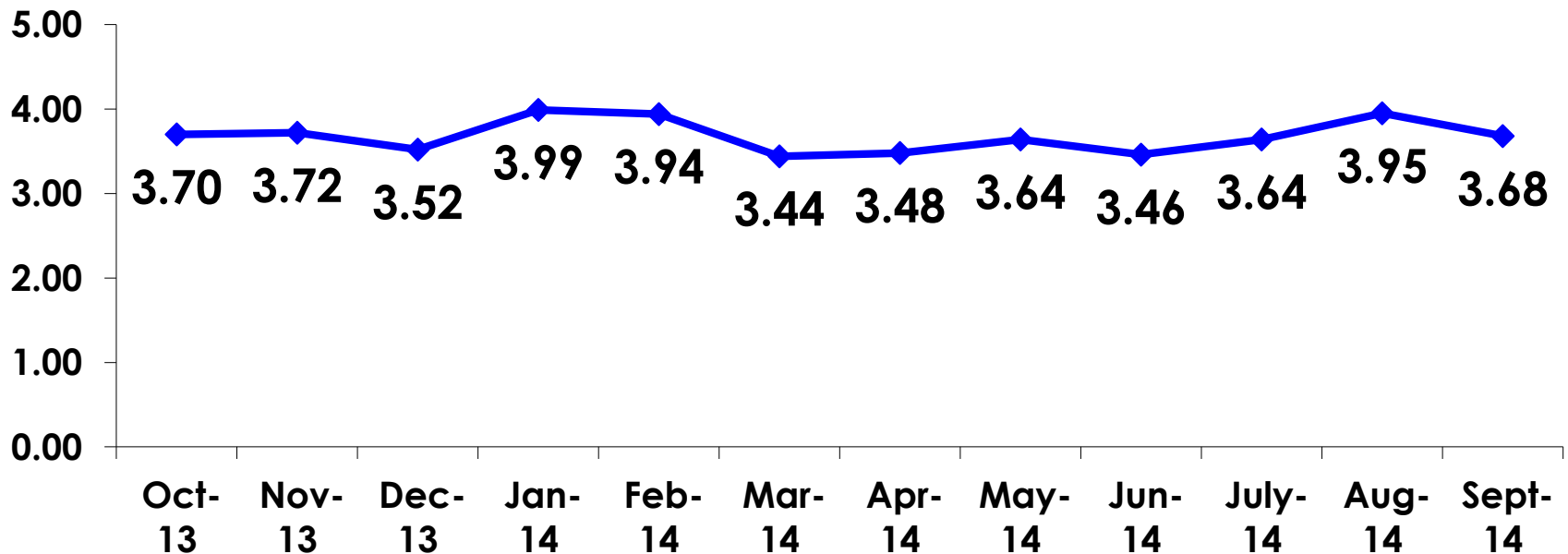
AVG LENGTH OF STAY - SEGMENTATION

		TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q8	Mean	3.68	3.82	4.00	19.25	3.50	3.50	3.76	3.70	3.70	3.52	4.82	3.43	3.25	3.51
	Median	3	4	4	4	4	4	4	3	3	3	4	3	3	3

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	112	0	0	1	34	0	4	61	48	50	0	7	2	32
		Column N %	32%	0%	0%	25%	61%	0%	21%	27%	42%	40%	0%	33%	50%	35%
	Free-time package tour	Count	167	0	0	2	18	1	1	116	46	56	0	11	1	37
		Column N %	48%	0%	0%	50%	32%	50%	5%	52%	40%	44%	0%	52%	25%	41%
	Individually arranged travel (FIT)	Count	60	34	0	1	4	1	5	43	16	15	60	3	0	19
		Column N %	17%	100%	0%	25%	7%	50%	26%	19%	14%	12%	100%	14%	0%	21%
	Group tour	Count	1	0	1	0	0	0	1	0	1	0	0	0	0	0
		Column N %	0%	0%	100%	0%	0%	0%	5%	0%	1%	0%	0%	0%	0%	0%
	Company paid travel	Count	8	0	0	0	0	0	8	4	3	5	0	0	1	3
		Column N %	2%	0%	0%	0%	0%	0%	42%	2%	3%	4%	0%	0%	25%	3%
	Total	Count	348	34	1	4	56	2	19	224	114	126	60	21	4	91

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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	7%	0%	0%	0%	2%	0%	16%	6%	9%	12%	7%	0%	0%	11%
	Price	10%	15%	0%	0%	7%	50%	5%	12%	7%	9%	15%	10%	0%	14%
	Visit friends/ Relatives	4%	6%	0%	25%	0%	0%	5%	4%	5%	4%	10%	0%	0%	3%
	Recomm- friend/family/trvl agnt	18%	18%	0%	25%	5%	0%	11%	16%	21%	19%	20%	33%	0%	21%
	Scuba	4%	3%	0%	0%	0%	0%	5%	4%	3%	2%	5%	10%	25%	14%
	Water sports	10%	12%	0%	25%	0%	0%	0%	8%	14%	14%	8%	14%	0%	38%
	Short travel time	30%	38%	0%	0%	29%	50%	16%	33%	27%	33%	35%	48%	0%	37%
	Golf	2%	3%	0%	0%	0%	0%	0%	2%	2%	1%	2%	0%	0%	7%
	Relax	52%	62%	0%	25%	34%	50%	21%	52%	53%	60%	45%	52%	100%	41%
	Company/ Business Trip	3%	0%	0%	0%	0%	0%	37%	2%	5%	2%	8%	0%	0%	4%
	Company Sponsored	4%	0%	100%	0%	0%	0%	74%	3%	7%	3%	8%	0%	0%	5%
	Safe	23%	29%	0%	0%	14%	0%	21%	20%	30%	31%	22%	19%	25%	29%
	Natural beauty	40%	47%	0%	0%	18%	100%	16%	39%	42%	48%	35%	43%	50%	37%
	Shopping	28%	38%	0%	0%	20%	50%	5%	30%	25%	25%	25%	24%	0%	21%
	Career Cert/ Testing	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	3%	0%	0%	0%
	Married/ Attn wedding	1%	0%	0%	0%	2%	100%	0%	1%	0%	0%	2%	0%	0%	1%
	Honeymoon	16%	12%	0%	50%	100%	50%	0%	20%	8%	1%	7%	10%	0%	12%
	Pleasure	13%	15%	0%	0%	5%	0%	16%	12%	15%	14%	17%	19%	25%	20%
	Organized sports	2%	3%	0%	0%	0%	0%	0%	1%	3%	2%	5%	0%	0%	7%
	Other	4%	3%	0%	25%	4%	0%	0%	4%	5%	7%	3%	5%	0%	1%
	Total Count	351	34	1	4	56	2	19	225	116	126	60	21	4	92

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	96%	91%	100%	100%	98%	100%	89%	95%	98%	94%	95%	90%	75%	99%
	Friend/ Relative	43%	41%	0%	25%	41%	0%	16%	44%	44%	44%	42%	33%	0%	43%
	Travel Agent Brochure	33%	9%	0%	25%	50%	0%	26%	35%	30%	32%	12%	48%	50%	34%
	Co-Worker/ Company Trvl Dept	13%	6%	0%	25%	16%	100%	32%	13%	13%	8%	20%	29%	25%	20%
	Travel Guidebook- Bookstore	12%	12%	0%	0%	7%	0%	0%	13%	9%	9%	12%	14%	25%	13%
	Prior Trip	11%	6%	100%	0%	2%	0%	32%	9%	16%	15%	17%	0%	0%	10%
	GVB Office	7%	12%	0%	0%	7%	0%	0%	7%	8%	10%	8%	14%	0%	5%
	TV	7%	6%	0%	0%	0%	0%	11%	7%	3%	2%	7%	5%	25%	9%
	Magazine (Consumer)	5%	9%	0%	75%	9%	0%	5%	6%	4%	4%	7%	10%	0%	8%
	Newspaper	2%	6%	0%	0%	0%	0%	0%	2%	2%	1%	3%	10%	0%	2%
	Travel Trade Show	1%	3%	0%	0%	0%	0%	0%	1%	2%	1%	5%	0%	0%	4%
	Other	1%	3%	0%	0%	2%	0%	0%	0%	1%	1%	2%	0%	0%	0%
	Consumer Trvl Show	1%	0%	0%	0%	0%	50%	0%	0%	1%	1%	2%	0%	0%	1%
	GVB Promo	1%	3%	0%	0%	0%	0%	0%	0%	1%	1%	2%	0%	0%	0%
	Radio	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Total Count	350	34	1	4	56	2	19	225	116	126	60	21	4	91

SECTION 3
EXPENDITURES

PREPAID EXPENDITURES - 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
$943.60	$948.79	$855.52	$937.09	$600.24	$801.37	$828.40	$809.50	$783.57	$850.87	$905.35	$741.79
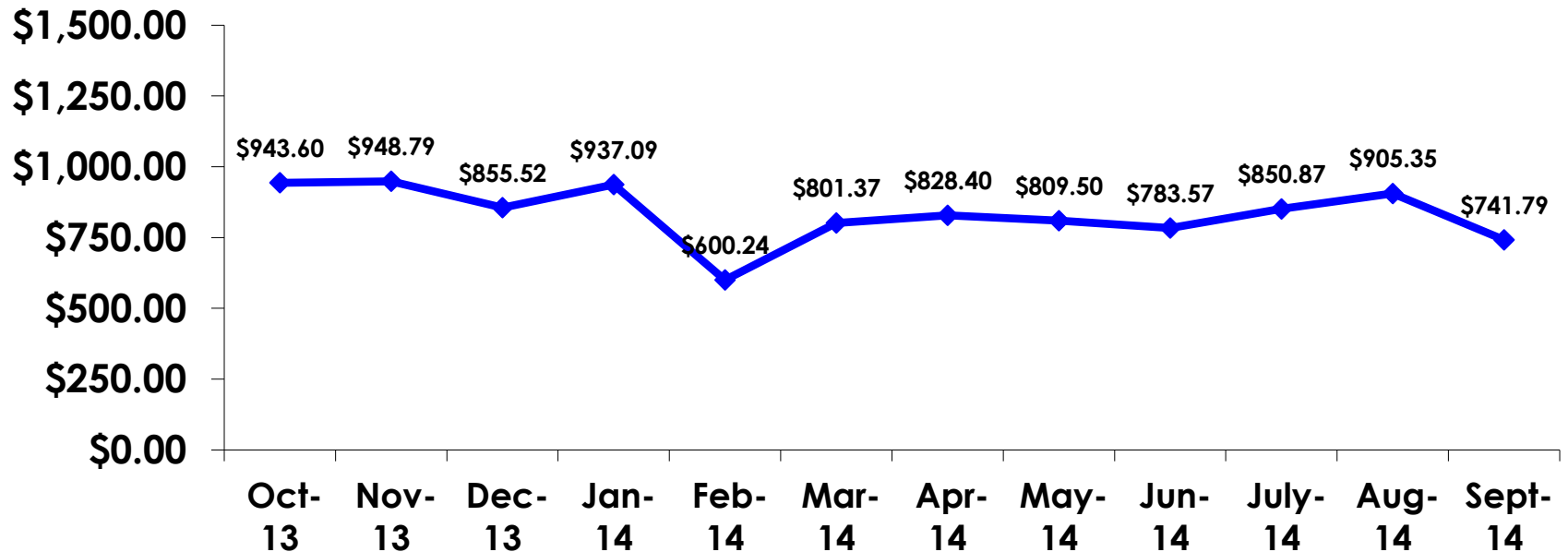
YTD=$833.74

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	$741.79	$588.23	$0.00	$319.01	$1,030.20	$599.64	$212.08	$744.65	$764.78	$749.78	$461.63	$565.08	$683.58	$623.86
	Median	$800	$636	$0	$211	$1,151	$600	$0	$816	$800	$768	$450	$640	$648	$624
	Minimum	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
	Maximum	$2,494	$1,727	$0	$854	$2,399	$1,199	$1,919	$2,399	$2,494	$2,494	$1,727	$1,247	$1,439	$2,207

ON-ISLAND EXPENDITURES - TRACKING

Chart data:
- 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
- Sept-14: $522.47
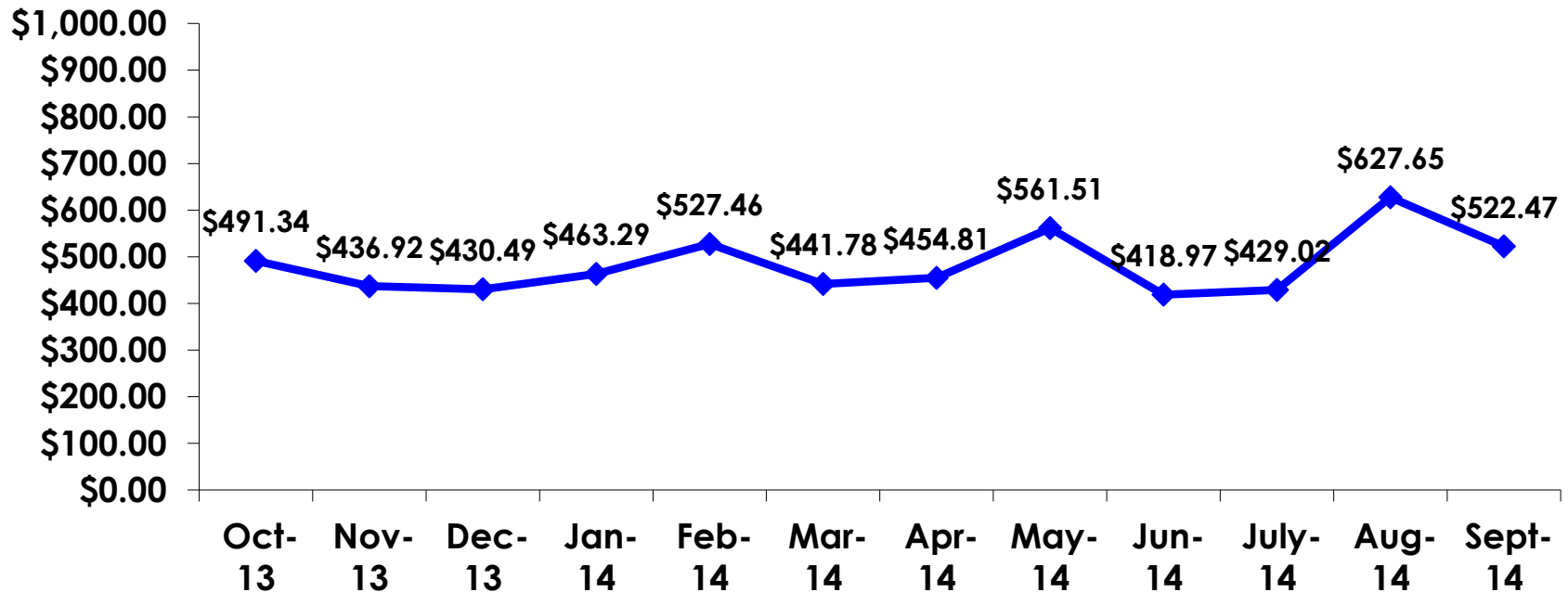
YTD = $483.79

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	$522.47	$599.97	$500.00	$465.00	$704.08	$1,375.00	$503.77	$524.61	$523.61	$383.65	$740.65	$946.68	$220.00	$580.73
	Median	$300	$428	$500	$180	$500	$1,375	$367	$302	$303	$216	$655	$349	$275	$433
	Minimum	$0	$0	$500	$0	$0	$1,300	$0	$0	$0	$0	$0	$0	$0	$0
	Maximum	$9,000	$1,900	$500	$1,500	$3,000	$1,450	$1,300	$9,000	$5,000	$9,000	$5,000	$9,000	$330	$3,000

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	$2,217.80	$2,580.83			$2,158.69	$2,398.54	$1,055.36	$1,924.46	$2,840.83	$3,166.08	$2,156.94	$1,803.70		$2,151.83
	Median	$1,919	$2,303			$2,015	$2,399	$1,055	$1,919	$2,758	$2,974	$1,919	$1,919		$1,151
	Minimum	$576	$796			$1,151	$2,399	$959	$672	$576	$1,151	$672	$1,094		$576
	Maximum	$9,594	$4,989			$3,454	$2,399	$1,151	$4,989	$9,594	$9,594	$4,989	$2,399		$9,594
AIR/ HOTEL/ MEAL	Mean	$2,692.70	$2,681.57			$2,705.24		$5,756.50	$2,421.45	$3,159.51	$3,223.36	$2,423.21	$2,542.45	$3,357.96	$2,759.15
	Median	$2,494	$2,638			$2,878		$5,757	$2,207	$2,878	$3,070	$2,399	$1,996	$3,358	$2,686
	Minimum	$173	$1,794			$959		$5,757	$173	$959	$959	$873	$768	$959	$768
	Maximum	$7,675	$3,742			$4,030		$5,757	$7,675	$6,716	$7,675	$3,742	$5,757	$5,757	$5,757
AIR ONLY	Mean	$1,088.33	$1,277.70		$556.46	$1,016.98			$946.51	$1,449.79	$1,322.08	$1,086.60	$2,197.06	$671.59	$1,112.12
	Median	$950	$1,079		$556	$892			$854	$1,439	$1,439	$931	$2,197	$672	$911
	Minimum	$269	$298		$269	$844			$269	$672	$365	$269	$844	$672	$365
	Maximum	$3,550	$3,550		$844	$1,439			$3,550	$2,111	$2,111	$3,550	$3,550	$672	$3,550
HOTEL ONLY	Mean	$700.18	$551.09			$782.88			$541.78	$1,103.33	$1,103.33	$438.18			$779.53
	Median	$576	$288			$783			$504	$1,199	$1,199	$201			$696
	Minimum	$38	$38			$127			$38	$288	$288	$38			$288
	Maximum	$1,727	$1,343			$1,439			$1,439	$1,727	$1,727	$1,343			$1,439
HOTEL & MEAL	Mean	$1,069.51	$742.83						$627.94	$1,511.08	$1,314.40	$790.18			$616.67
	Median	$826	$600						$600	$1,343	$1,247	$672			$600
	Minimum	$288	$333						$333	$288	$288	$333			$288
	Maximum	$3,070	$1,439						$980	$3,070	$3,070	$1,439			$980
F&B HOTEL	Mean	$14.39							$14.39			$14.39			
	Median	$14							$14			$14			
	Minimum	$14							$14			$14			
	Maximum	$14							$14			$14			
TRANS- KOREA	Mean	$83.18	$95.94						$61.40	$134.00	$152.87	$91.14			
	Median	$76	$96						$77	$75	$96	$91			
	Minimum	$23	$96						$23	$39	$75	$86			
	Maximum	$288	$96						$96	$288	$288	$96			
TRANS- GUAM	Mean	$176.05	$271.83						$180.23	$166.30	$176.53	$271.83	$115.13		$167.26
	Median	$192	$240						$192	$192	$192	$240	$115		$147
	Minimum	$48	$192						$48	$115	$115	$192	$115		$115
	Maximum	$384	$384						$384	$192	$192	$384	$115		$240
OPT TOURS	Mean	$403.78				$191.88			$459.75	$263.84	$647.61	$111.29			$535.35
	Median	$192				$192			$192	$264	$648	$111			$535
	Minimum	$77				$192			$77	$192	$336	$111			$111
	Maximum	$959				$192			$959	$336	$959	$111			$959
OTHER	Mean	$590.52	$1,303.85		$585.24	$879.79			$517.77	$808.79	$832.77	$1,064.31			$300.62
	Median	$379	$1,304		$585	$632			$235	$850	$850	$1,169			$182
	Minimum	$19	$1,169		$585	$48			$19	$96	$192	$585			$144
	Maximum	$2,207	$1,439		$585	$2,207			$2,207	$1,439	$1,439	$1,439			$576
TOTAL	Mean	$1,855.89	$1,727.46	$0.00	$424.54	$2,001.58	$1,199.27	$414.06	$1,657.83	$2,285.16	$2,588.53	$1,156.82	$1,683.09	$1,846.88	$1,587.94
	Median	$1,909	$1,737	$0	$422	$2,221	$1,199	$0	$1,809	$2,399	$2,638	$816	$1,727	$816	$1,094
	Minimum	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
	Maximum	$9,594	$5,181	$0	$854	$4,797	$2,399	$5,757	$7,675	$9,594	$9,594	$5,181	$5,872	$5,757	$9,594

TOTAL EXPENDITURES – TRACKING
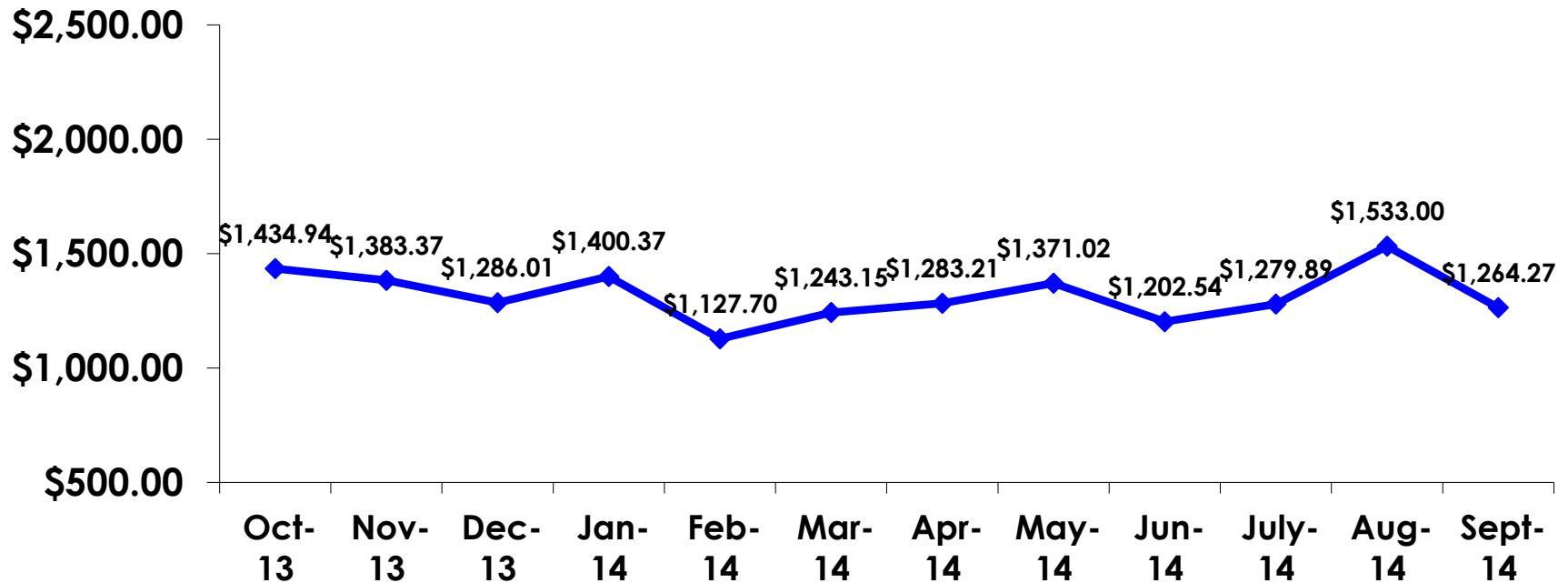
YTD=$1,317.36

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,Sep 2014, and Overall Oct-2013 - Sep 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	**Sep-14 rank**	Combined Oct-2013 - Sep 2014 rank
Quality & Cleanliness of beaches & parks				5				1	3	2	3	**4**	4
Ease of getting around					3								
Safety walking around at night						3		4					8
Quality of daytime tours				3	1	1	2						2
Variety of daytime tours	2												
Quality of nighttime tours													10
Variety of nighttime tours													
Quality of shopping		4								3			
Variety of shopping			3								4	**3**	6
Price of things on Guam													
Quality of hotel accommodations	4	2	4		2	4	3	3	2	4	2	**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	5	1	**1**	7
Quality of ground handler													11
Quality/cleanliness of transportation vehicles	1	3	1	2		5			4	1			5
% 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%	**52.6%**	43.6%

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 September 2014 Period. By rank order they are:
    - **Quality of landscape in Guam,**
    - **Quality of hotel accommodations,**
    - **Variety of shopping, and**
    - **Quality/cleanliness of beaches & parks.**
- With all four factors the overall r^2 is .526 meaning that **52.6% 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, Jul,Aug,Sep 2014 and Overall Oct-2013-Sep 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	**Sep-14 rank**	Combined Oct-2013-Sep 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%	**0.0%**	1.3%
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 September 2014 Period.