



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2015 Market Segmentation

JANUARY 2015



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 **353** 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 **353** is +/- 5.23 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 +/- 5.23 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

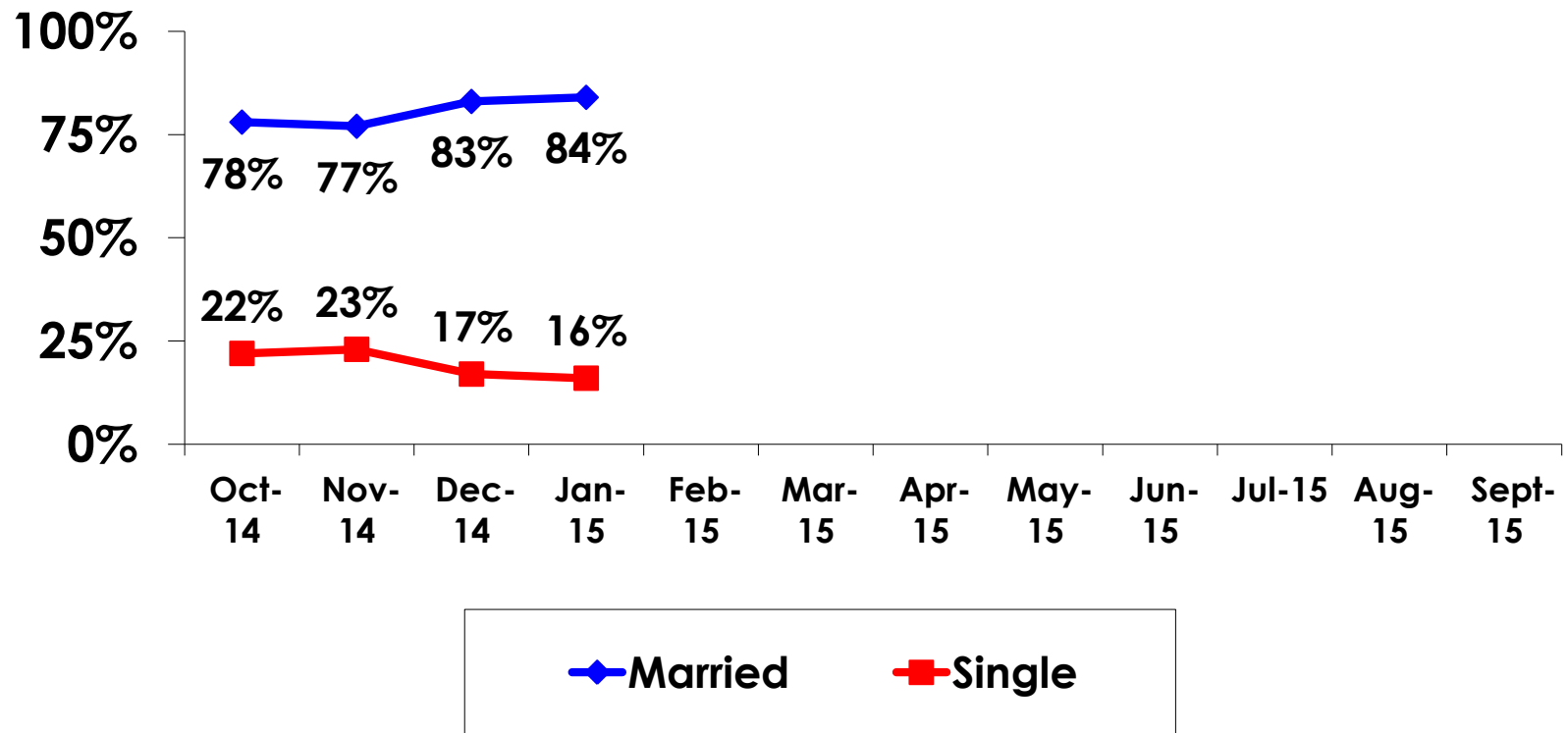
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors –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

Highlighted Segments

	Oct 14	Nov 14	Dec 14	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sept 15
Family/ FIT	8%	9%	14%	13%								
Group	2%	2%	1%	0%								
Eng Language	1%	0%	0%	1%								
Honeymoon	9%	17%	15%	15%								
Wedding	1%	1%	1%	1%								
Incentive	6%	7%	9%	1%								
18-35	60%	55%	53%	54%								
36-55	39%	43%	45%	46%								
Child	44%	33%	45%	48%								
FIT	20%	14%	17%	18%								
Golden Miss	4%	5%	5%	3%								
Senior	1%	1%	1%	1%								
Sport	30%	42%	28%	29%								
TOTAL	351	350	350	353								

SECTION 1 **PROFILE OF RESPONDENTS**

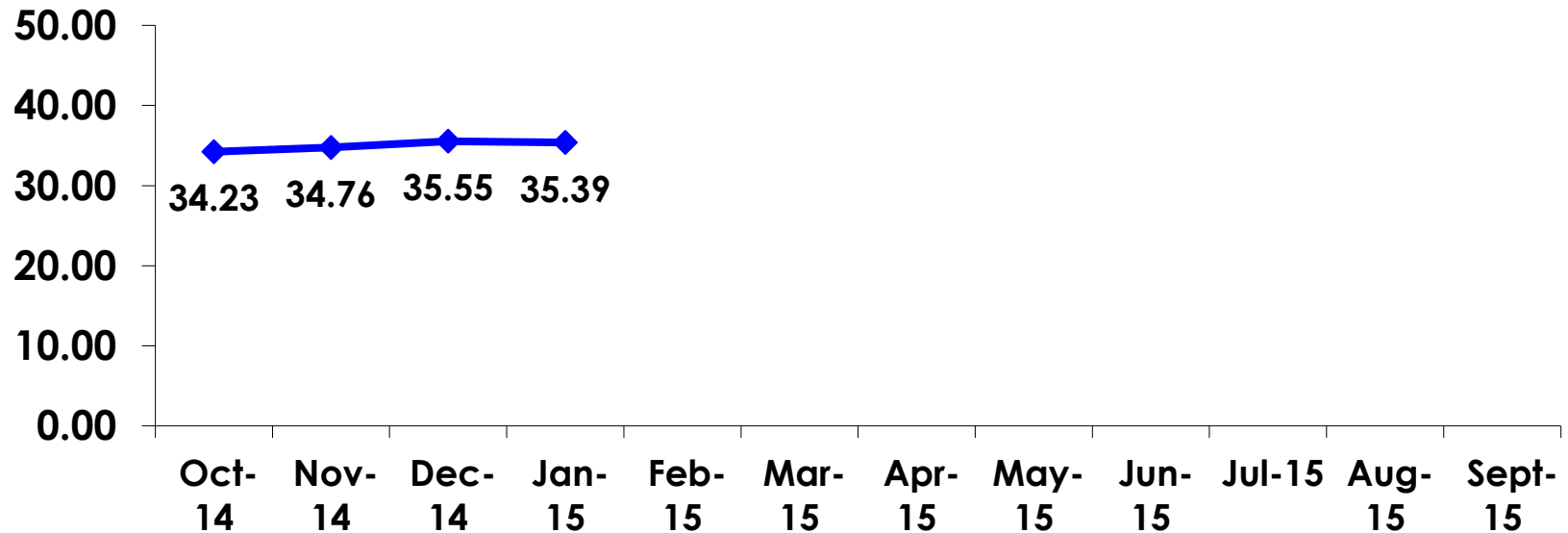
MARITAL STATUS - TRACKING



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	296	42	1	1	53	4	3	141	152	164	45	5	2	80
		Column N %	84%	91%	100%	50%	98%	100%	75%	75%	94%	96%	71%	56%	100%	78%
	Single	Count	57	4	0	1	1	0	1	48	9	6	18	4	0	23
		Column N %	16%	9%	0%	50%	2%	0%	25%	25%	6%	4%	29%	44%	0%	22%
Total		Count	353	46	1	2	54	4	4	189	161	170	63	9	2	103

AVERAGE AGE - TRACKING



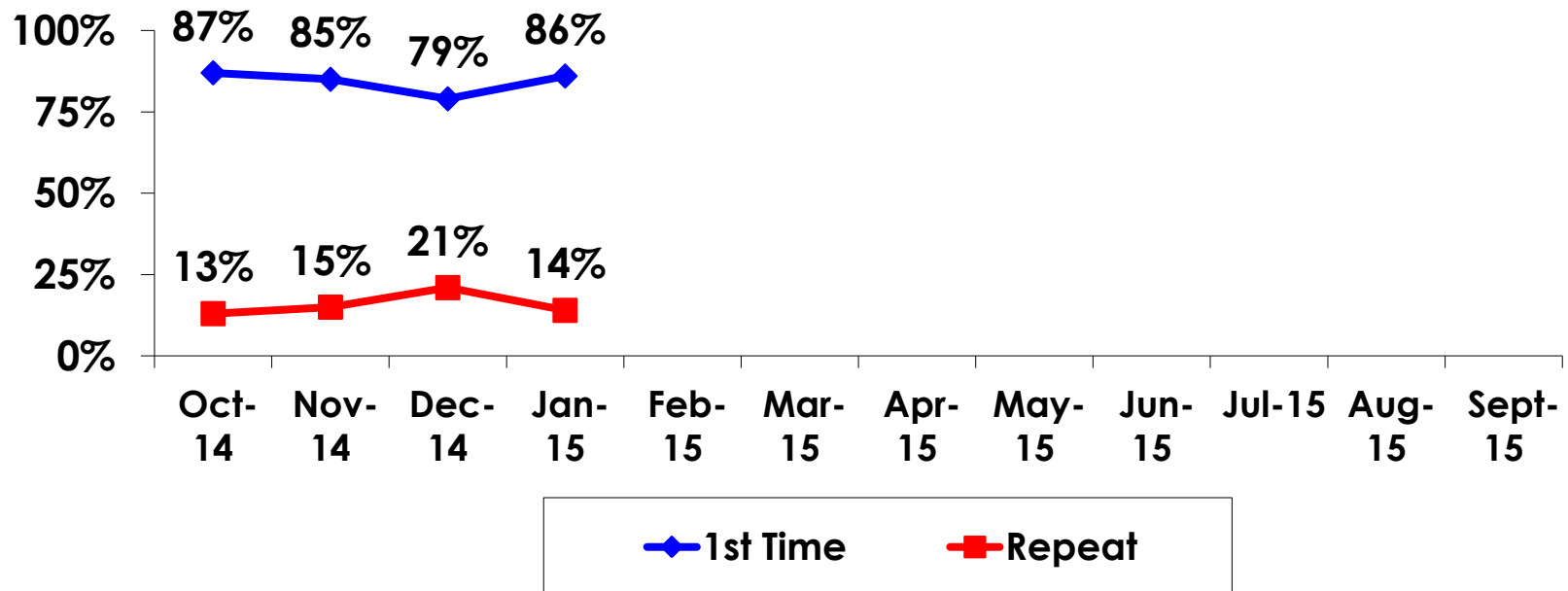
AGE- SEGMENTATION

			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	27	2	0	1	4	0	1	27	0	3	7	0	0	12
		Column N %	8%	4%	0%	50%	7%	0%	25%	14%	0%	2%	11%	0%	0%	12%
	25-34	Count	145	21	0	0	41	4	1	145	0	37	30	8	0	39
		Column N %	41%	46%	0%	0%	76%	100%	25%	77%	0%	22%	48%	89%	0%	38%
	35-49	Count	172	23	1	1	9	0	2	17	155	129	26	1	0	49
		Column N %	49%	50%	100%	50%	17%	0%	50%	9%	96%	76%	41%	11%	0%	48%
	50+	Count	9	0	0	0	0	0	0	0	6	1	0	0	2	3
		Column N %	3%	0%	0%	0%	0%	0%	0%	0%	4%	1%	0%	0%	100%	3%
	Total	Count	353	46	1	2	54	4	4	189	161	170	63	9	2	103
QF	Mean		35.39	35.37	42.00	29.00	31.17	29.50	34.50	29.71	41.57	38.42	33.68	33.00	64.50	34.80
	Median		35	35	42	29	31	30	38	31	41	40	33	32	65	35

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	7	0	0	0	1	0	0	6	1	0	0	0	0	4
		Column N %	2%	0%	0%	0%	2%	0%	0%	3%	1%	0%	0%	0%	0%	0%
KW12.0M-KW24.0M	KW12.0M-KW24.0M	Count	13	0	0	0	6	1	0	9	4	2	0	1	0	2
		Column N %	4%	0%	0%	0%	12%	25%	0%	5%	3%	1%	0%	11%	0%	2%
KW24.0M-KW36.0M	KW24.0M-KW36.0M	Count	45	3	0	1	11	1	0	37	8	10	6	5	0	15
		Column N %	14%	7%	0%	50%	22%	25%	0%	21%	6%	7%	10%	56%	0%	16%
KW36.0M-KW48.0M	KW36.0M-KW48.0M	Count	61	10	1	0	12	2	1	39	22	33	14	0	0	17
		Column N %	19%	23%	100%	0%	24%	50%	33%	23%	15%	22%	24%	0%	0%	18%
KW48.0M-KW60.0M	KW48.0M-KW60.0M	Count	52	4	0	1	9	0	0	23	27	22	6	0	1	16
		Column N %	16%	9%	0%	50%	18%	0%	0%	13%	19%	14%	10%	0%	50%	17%
KW60.0M-KW72.0M	KW60.0M-KW72.0M	Count	42	8	0	0	6	0	1	19	22	22	11	1	1	12
		Column N %	13%	19%	0%	0%	12%	0%	33%	11%	15%	14%	19%	11%	50%	13%
KW72.0M+	KW72.0M+	Count	89	18	0	0	3	0	1	33	56	62	19	2	0	26
		Column N %	28%	42%	0%	0%	6%	0%	33%	19%	39%	41%	32%	22%	0%	28%
No Income	No Income	Count	11	0	0	0	1	0	0	7	4	1	3	0	0	1
		Column N %	3%	0%	0%	0%	2%	0%	0%	4%	3%	1%	5%	0%	0%	1%
Total	Count	320	43	1	2	49	4	3	173	144	152	59	9	2	93	

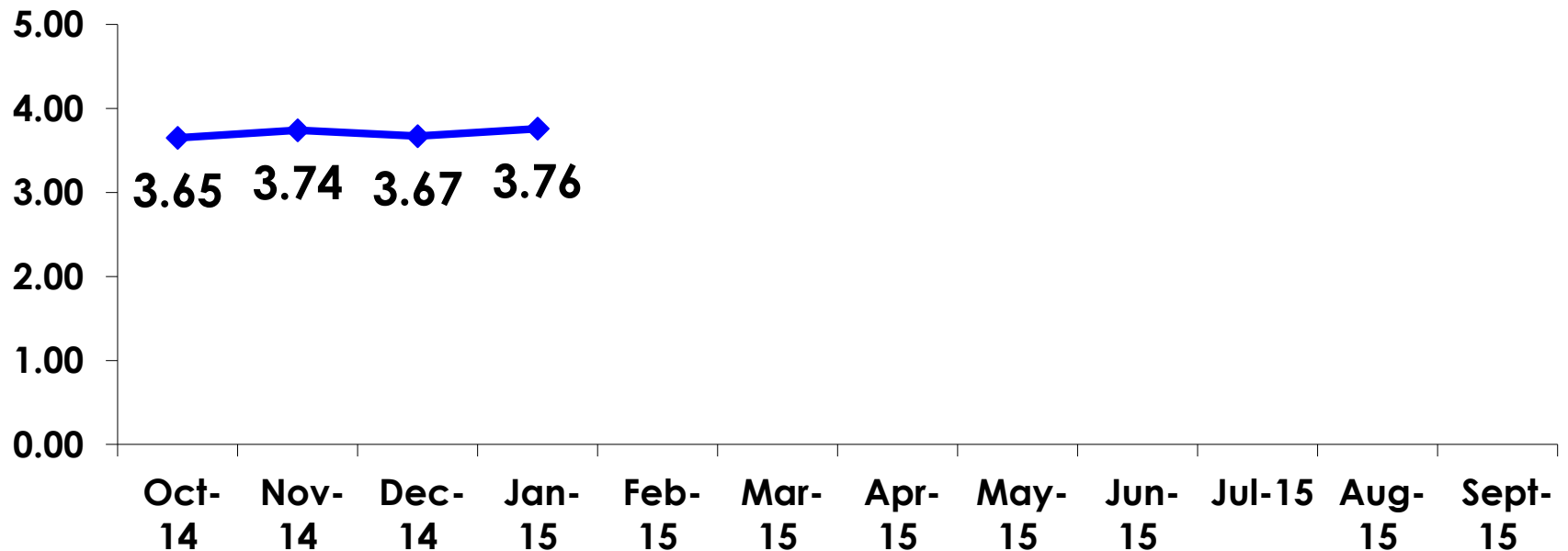
PRIOR TRIPS TO GUAM - TRACKING



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	302	31	1	1	50	4	3	173	128	133	46	8	0	90
		Column N %	86%	69%	100%	50%	93%	100%	75%	92%	81%	79%	74%	89%	0%	88%
	No	Count	49	14	0	1	4	0	1	16	31	35	16	1	2	12
		Column N %	14%	31%	0%	50%	7%	0%	25%	8%	19%	21%	26%	11%	100%	12%
	Total	Count	351	45	1	2	54	4	4	189	159	168	62	9	2	102

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	3.76	5.02	3.00	9.00	3.94	4.00	3.75	3.74	3.80	3.85	4.53	3.22	3.50	4.11
	Median	3	4	3	9	4	4	4	3	3	3	4	3	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	120	0	0	1	28	1	2	47	72	68	0	2	1	40
		Column N %	34%	0%	0%	50%	52%	25%	50%	25%	45%	40%	0%	22%	50%	39%
	Free-time package tour	Count	165	0	0	0	23	3	0	100	63	69	0	6	1	39
		Column N %	47%	0%	0%	0%	43%	75%	0%	53%	39%	41%	0%	67%	50%	38%
	Individually arranged travel (FIT)	Count	63	46	0	1	3	0	0	39	24	32	63	1	0	22
		Column N %	18%	100%	0%	50%	6%	0%	0%	21%	15%	19%	100%	11%	0%	21%
	Group tour	Count	1	0	1	0	0	0	0	0	1	1	0	0	0	0
		Column N %	0%	0%	100%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%
	Company paid travel	Count	2	0	0	0	0	0	2	2	0	0	0	0	0	1
		Column N %	1%	0%	0%	0%	0%	0%	50%	1%	0%	0%	0%	0%	0%	1%
	Other	Count	2	0	0	0	0	0	0	1	1	0	0	0	0	1
		Column N %	1%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	1%
	Total	Count	353	46	1	2	54	4	4	189	161	170	63	9	2	103

TRAVEL MOTIVATION - SEGMENTATION

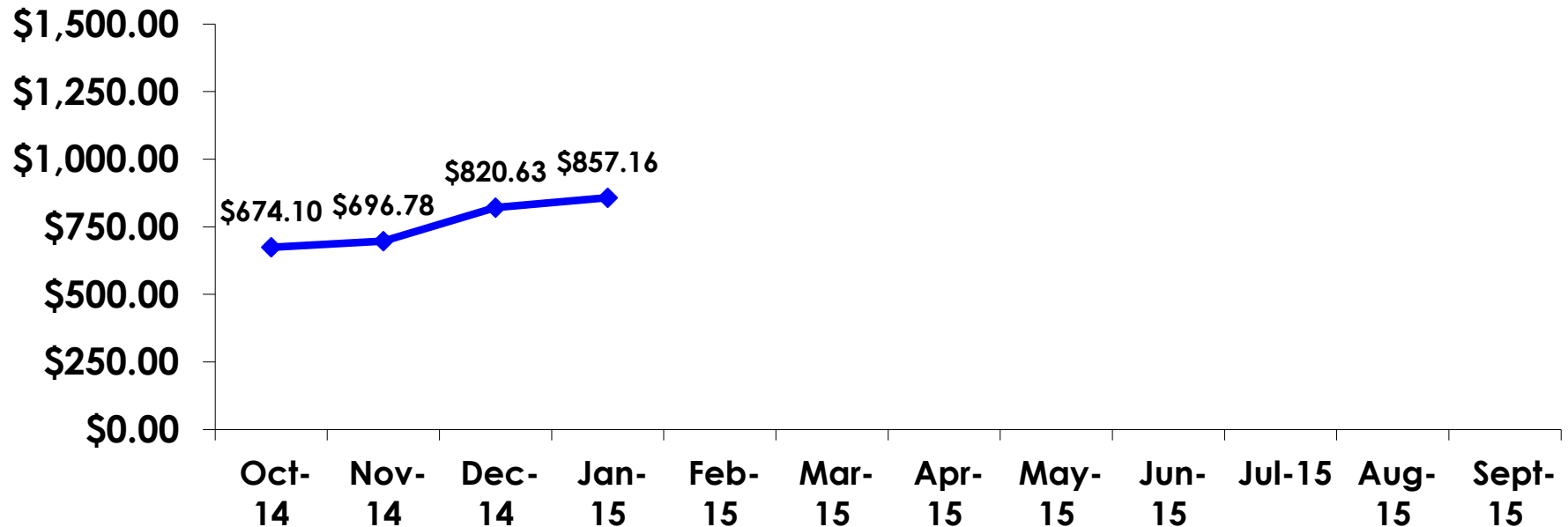
		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	10%	17%	0%	50%	4%	0%	0%	6%	12%	14%	16%	11%	100%	8%
	Price	6%	4%	0%	0%	9%	0%	0%	8%	4%	4%	5%	22%	0%	6%
	Visit friends/ Relatives	3%	2%	0%	50%	0%	0%	0%	2%	4%	2%	3%	0%	0%	1%
	Recomm- friend/family/trvl agnt	21%	17%	0%	0%	13%	0%	0%	15%	27%	29%	16%	11%	0%	22%
	Scuba	1%	2%	0%	0%	0%	0%	0%	1%	2%	2%	3%	0%	0%	4%
	Water sports	15%	15%	0%	0%	13%	0%	25%	15%	14%	14%	19%	11%	0%	50%
	Short travel time	25%	35%	0%	0%	24%	0%	25%	28%	22%	28%	34%	33%	0%	26%
	Golf	2%	2%	0%	0%	2%	0%	0%	1%	3%	2%	2%	0%	0%	7%
	Relax	64%	63%	100%	0%	52%	50%	25%	62%	66%	65%	65%	56%	50%	69%
	Company/ Business Trip	1%	0%	0%	0%	0%	0%	50%	1%	2%	1%	3%	0%	0%	1%
	Company Sponsored	1%	0%	0%	0%	0%	0%	75%	1%	1%	1%	0%	0%	0%	1%
	Safe	24%	35%	0%	0%	17%	0%	25%	21%	27%	28%	31%	33%	0%	20%
	Natural beauty	53%	57%	100%	0%	37%	25%	75%	50%	57%	56%	56%	78%	50%	62%
	Shopping	28%	35%	0%	0%	19%	0%	0%	33%	23%	31%	32%	44%	0%	27%
	Married/ Attn wedding	1%	0%	0%	0%	2%	100%	0%	2%	0%	0%	0%	0%	0%	0%
	Honeymoon	15%	7%	0%	50%	100%	25%	0%	24%	5%	1%	5%	11%	0%	15%
	Pleasure	13%	24%	0%	50%	6%	0%	0%	13%	12%	11%	24%	22%	0%	12%
	Organized sports	2%	2%	0%	0%	0%	0%	0%	1%	3%	3%	3%	0%	0%	7%
	Other	3%	4%	0%	0%	4%	0%	0%	4%	3%	3%	5%	11%	0%	4%
	Total Count	352	46	1	2	54	4	4	188	161	170	62	9	2	103

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%	98%	100%	50%	91%	75%	100%	96%	95%	97%	98%	100%	100%	97%	
	Friend/ Relative	41%	40%	0%	100%	33%	50%	0%	44%	37%	42%	40%	44%	0%	40%	
	Travel Agent Brochure	29%	11%	100%	0%	48%	25%	75%	27%	32%	27%	8%	44%	0%	33%	
	Travel Guidebook-Bookstore	15%	29%	0%	50%	11%	0%	0%	20%	10%	12%	24%	33%	0%	15%	
	Prior Trip	12%	29%	0%	50%	7%	0%	0%	8%	16%	18%	24%	11%	100%	11%	
	GVB Office	10%	11%	0%	0%	13%	25%	0%	10%	9%	10%	10%	0%	0%	13%	
	Co-Worker/ Company Trvl Dept	7%	11%	0%	0%	6%	0%	0%	7%	6%	7%	10%	0%	0%	5%	
	TV	3%	0%	0%	0%	2%	0%	0%	2%	4%	3%	0%	0%	0%	5%	
	Magazine (Consumer)	2%	0%	0%	0%	2%	0%	0%	2%	3%	1%	0%	11%	0%	2%	
	GVB Promo	1%	2%	0%	0%	4%	0%	0%	2%	1%	1%	2%	0%	0%	1%	
	Newspaper	1%	2%	0%	0%	6%	0%	0%	1%	2%	1%	2%	0%	0%	1%	
	Consumer Trvl Show	1%	2%	0%	0%	0%	0%	0%	1%	1%	1%	3%	0%	0%	1%	
	Travel Trade Show	1%	0%	0%	0%	4%	0%	0%	1%	1%	0%	2%	0%	0%	1%	
	Other	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	
	Total	Count	350	45	1	2	54	4	4	189	158	168	62	9	2	103

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING

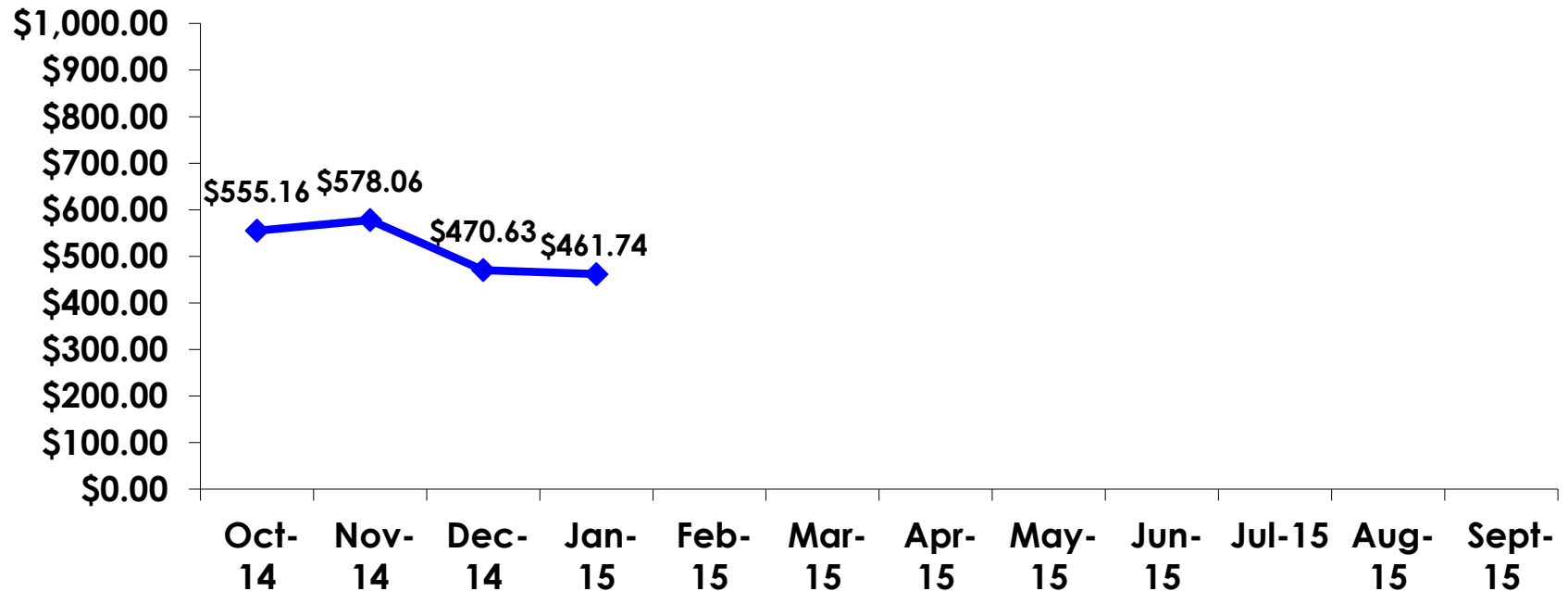


YTD=\$762.31

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	\$857.16	\$725.87	\$1,606.65	\$275.43	\$1,314.31	\$1,147.61	\$367.24	\$849.53	\$869.36	\$767.03	\$822.63	\$1,010.41	\$596.76	\$874.91
	Median	\$918	\$681	\$1,607	\$275	\$1,386	\$1,377	\$0	\$918	\$918	\$868	\$643	\$918	\$597	\$918
	Minimum	\$0	\$0	\$1,607	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$689	\$0	\$0
	Maximum	\$5,968	\$2,883	\$1,607	\$551	\$3,764	\$1,836	\$1,469	\$3,672	\$5,968	\$1,965	\$5,968	\$1,698	\$1,194	\$3,672

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$516.31

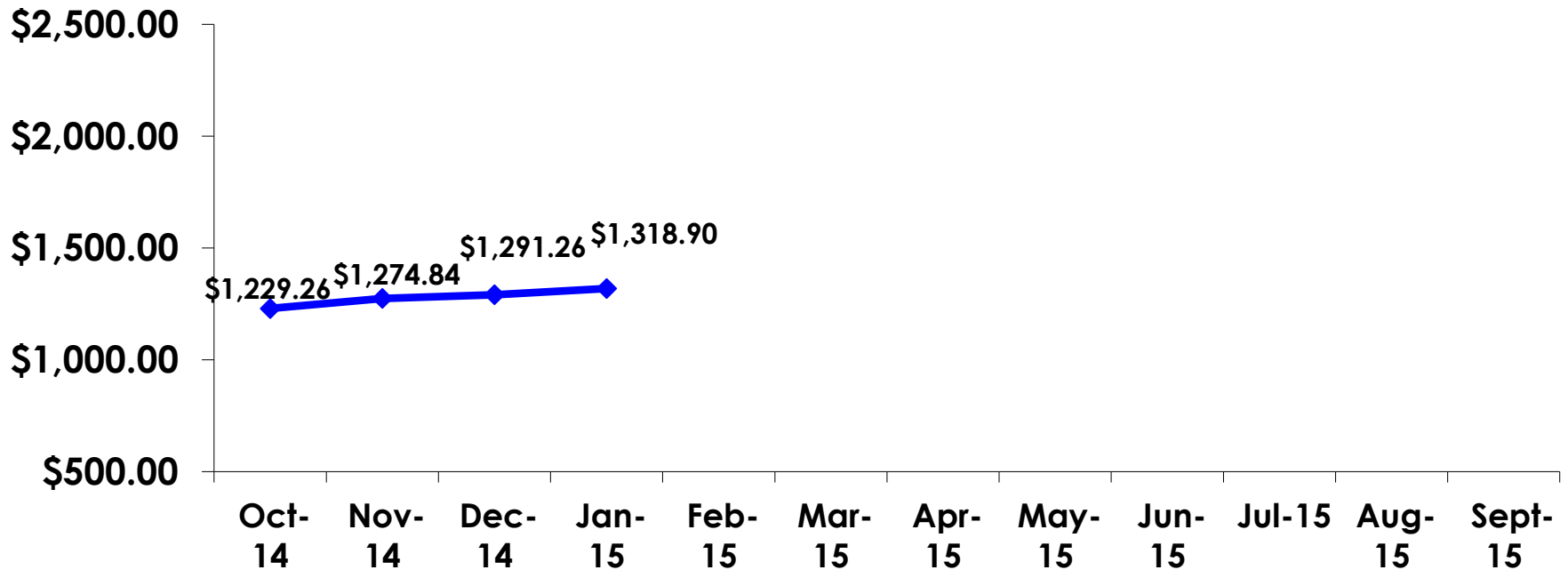
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		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	\$461.74	\$502.92	\$200.00	\$987.67	\$728.50	\$1,207.50	\$125.00	\$544.37	\$369.11	\$331.74	\$515.97	\$327.78	\$50.00	\$515.40
	Median	\$300	\$450	\$200	\$988	\$500	\$1,300	\$0	\$375	\$250	\$215	\$450	\$333	\$50	\$350
	Minimum	\$0	\$0	\$200	\$725	\$0	\$730	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$4,075	\$2,900	\$200	\$1,250	\$3,000	\$1,500	\$500	\$4,075	\$2,000	\$2,900	\$2,900	\$700	\$100	\$4,075

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	\$2,878.57	\$2,313.40	.	.	\$2,267.72	\$3,213.31	.	\$2,100.36	\$3,834.48	\$3,454.96	\$2,227.77	\$1,377.13	\$1,193.51	\$3,336.65
	Median	\$2,571	\$2,249	.	.	\$1,836	\$3,213	.	\$1,956	\$3,305	\$3,030	\$1,928	\$1,377	\$1,194	\$2,571
	Minimum	\$83	\$1,008	.	.	\$1,102	\$3,213	.	\$83	\$1,008	\$1,010	\$826	\$1,377	\$1,194	\$83
	Maximum	\$13,771	\$4,590	.	.	\$3,672	\$3,213	.	\$5,049	\$13,771	\$8,263	\$5,049	\$1,377	\$1,194	\$13,771
AIR/ HOTEL/ MEAL	Mean	\$3,209.26	\$3,137.36	\$6,426.62	.	\$2,827.71	\$3,672.35	\$2,937.88	\$2,719.54	\$3,708.40	\$3,585.56	\$3,137.36	\$2,638.36	.	\$3,573.87
	Median	\$2,754	\$3,213	\$6,427	.	\$2,791	\$3,672	\$2,938	\$2,387	\$3,213	\$3,213	\$3,213	\$2,525	.	\$3,213
	Minimum	\$835	\$2,387	\$6,427	.	\$1,102	\$3,672	\$2,938	\$835	\$1,102	\$1,102	\$2,387	\$835	.	\$918
	Maximum	\$18,362	\$4,131	\$6,427	.	\$4,590	\$3,672	\$2,938	\$7,345	\$18,362	\$11,935	\$4,131	\$4,590	.	\$11,935
AIR ONLY	Mean	\$1,472.16	\$1,343.65	.	\$1,285.32	\$1,306.75	\$1,101.71	.	\$1,057.82	\$2,227.71	\$1,788.19	\$1,350.83	.	.	\$1,560.75
	Median	\$1,102	\$1,285	.	\$1,285	\$1,102	\$1,102	.	\$1,102	\$1,478	\$1,469	\$1,194	.	.	\$1,102
	Minimum	\$165	\$523	.	\$1,285	\$523	\$1,102	.	\$165	\$413	\$165	\$413	.	.	\$459
	Maximum	\$5,968	\$2,754	.	\$1,285	\$2,295	\$1,102	.	\$2,295	\$5,968	\$5,141	\$5,968	.	.	\$5,141
HOTEL ONLY	Mean	\$788.74	\$753.67	.	.	.	\$1,193.51	.	\$738.16	\$934.15	\$870.65	\$647.97	.	.	\$900.56
	Median	\$643	\$689	.	.	.	\$1,194	.	\$643	\$734	\$734	\$459	.	.	\$643
	Minimum	\$92	\$92	.	.	.	\$1,194	.	\$138	\$92	\$92	\$92	.	.	\$358
	Maximum	\$2,020	\$2,020	.	.	.	\$1,194	.	\$2,020	\$2,020	\$2,020	\$2,020	.	.	\$2,020
HOTEL & MEAL	Mean	\$1,364.28	\$1,836.18	\$918.09	\$1,475.83	\$1,544.68	\$1,836.18	.	.	\$1,253.19
	Median	\$918	\$1,836	\$918	\$1,253	\$1,377	\$1,836	.	.	\$1,253
	Minimum	\$643	\$918	\$918	\$643	\$670	\$918	.	.	\$670
	Maximum	\$2,754	\$2,754	\$918	\$2,754	\$2,754	\$2,754	.	.	\$1,836
F&B HOTEL	Mean	\$36.72	\$36.72	\$36.72	.	.	\$36.72	.	.	.
	Median	\$37	\$37	\$37	.	.	\$37	.	.	.
	Minimum	\$37	\$37	\$37	.	.	\$37	.	.	.
	Maximum	\$37	\$37	\$37	.	.	\$37	.	.	.
TRANS- KOREA	Mean	\$133.27	\$255.23	.	.	\$205.04	.	.	\$105.48	\$158.28	\$175.46	\$214.22	.	.	\$298.38
	Median	\$92	\$92	.	.	\$55	.	.	\$46	\$92	\$92	\$92	.	.	\$92
	Minimum	\$9	\$37	.	.	\$9	.	.	\$9	\$9	\$18	\$9	.	.	\$92
	Maximum	\$918	\$918	.	.	\$551	.	.	\$551	\$918	\$918	\$918	.	.	\$918
TRANS- GUAM	Mean	\$181.70	\$201.52	\$207.23	\$137.02	\$205.52	\$201.52	\$55.09	.	\$121.49
	Median	\$184	\$184	\$202	\$170	\$184	\$184	\$55	.	\$156
	Minimum	\$25	\$25	\$55	\$25	\$25	\$25	\$55	.	\$25
	Maximum	\$459	\$459	\$459	\$184	\$459	\$459	\$55	.	\$184
OPT TOURS	Mean	\$495.77	\$328.22	\$87.22	\$659.19	\$563.09	\$328.22	.	.	\$1,836.18
	Median	\$230	\$340	\$87	\$459	\$344	\$340	.	.	\$1,836
	Minimum	\$83	\$83	\$83	\$220	\$83	\$83	.	.	\$1,836
	Maximum	\$1,836	\$551	\$92	\$1,836	\$1,836	\$551	.	.	\$1,836
OTHER	Mean	\$1,100.98	\$1,019.08	.	\$367.24	\$1,511.17	.	.	\$924.06	\$1,297.56	\$895.79	\$1,364.38	.	.	\$504.95
	Median	\$918	\$918	.	\$367	\$1,377	.	.	\$650	\$918	\$918	\$918	.	.	\$459
	Minimum	\$73	\$367	.	\$367	\$184	.	.	\$92	\$73	\$73	\$367	.	.	\$184
	Maximum	\$4,765	\$2,525	.	\$367	\$2,387	.	.	\$2,387	\$4,765	\$2,525	\$4,765	.	.	\$918
TOTAL	Mean	\$2,360.04	\$2,205.15	\$6,426.62	\$826.28	\$2,297.78	\$2,295.22	\$734.47	\$1,878.99	\$2,940.11	\$2,779.52	\$2,043.07	\$2,504.34	\$596.76	\$2,699.71
	Median	\$2,203	\$2,231	\$6,427	\$826	\$2,341	\$2,754	\$0	\$1,836	\$2,754	\$2,754	\$1,836	\$2,479	\$597	\$2,295
	Minimum	\$0	\$0	\$6,427	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$835	\$0	\$0
	Maximum	\$18,362	\$5,876	\$6,427	\$1,653	\$4,682	\$3,672	\$2,938	\$7,345	\$18,362	\$11,935	\$5,968	\$4,590	\$1,194	\$13,771

TOTAL EXPENDITURES – TRACKING



YTD=\$1,278.62

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	\$1,318.90	\$1,228.79	\$1,806.65	\$1,263.09	\$2,042.81	\$2,355.11	\$492.24	\$1,393.90	\$1,238.47	\$1,098.77	\$1,338.59	\$1,338.18	\$646.76	\$1,390.31
Median	\$1,233	\$1,149	\$1,807	\$1,263	\$1,901	\$2,292	\$250	\$1,250	\$1,168	\$1,077	\$1,148	\$1,251	\$647	\$1,303
Minimum	\$0	\$0	\$1,807	\$1,250	\$0	\$1,500	\$0	\$0	\$0	\$0	\$0	\$835	\$0	\$0
Maximum	\$6,268	\$5,783	\$1,807	\$1,276	\$5,402	\$3,336	\$1,469	\$5,783	\$6,268	\$4,865	\$6,268	\$2,013	\$1,294	\$5,402

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 2014, Jan 2015, and Overall Oct-2014 - Jan 2015					
	Oct-14	Nov-14	Dec-14	Jan-15	Combined Oct-2014 - Jan 2015
Drivers:	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks	3	2	7		5
Ease of getting around					
Safety walking around at night			5		
Quality of daytime tours					
Variety of daytime tours					
Quality of nighttime tours				4	2
Variety of nighttime tours					
Quality of shopping					
Variety of shopping	2		4		6
Price of things on Guam				5	
Quality of hotel accommodations			2		7
Quality/cleanliness of air, sky		4		3	3
Quality/cleanliness of parks					
Quality of landscape in Tumon				1	
Quality of landscape in Guam	1	1	3	6	1
Quality of ground handler		3	1		4
Quality/cleanliness of transportation vehicles			6	2	
% of Per Person On Island Expenditures Accounted For	36.8%	24.8%	52.2%	49.9%	39.7%

NOTE: Only significant drivers are included.

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by six significant factors in the January 2015 Period. By rank order they are:
 - **Quality of landscape in Tumon,**
 - **Quality/cleanliness of transportation vehicles,**
 - **Quality/cleanliness of air/sky,**
 - **Quality of night time tours,**
 - **Price of things on Guam, and**
 - **Quality of landscape in Guam.**
- With all six factors the overall r^2 is .499 meaning that **49.9%** of overall satisfaction is accounted for by these factors.

Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2014, Jan 2015 and Overall Oct 2014-Jan 2015					
	Oct-14	Nov-14	Dec-14	Jan-15	Combin ed Oct 2014- Jan 2015
Drivers:	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks					
Ease of getting around					
Safety walking around at night					
Quality of daytime tours					
Variety of daytime tours					
Quality of nighttime tours			1		2
Variety of nighttime tours		2			
Quality of shopping		3	2		3
Variety of shopping					
Price of things on Guam	2	1			1
Quality of hotel accommodations					
Quality/cleanliness of air, sky					
Quality/cleanliness of parks					
Quality of landscape in Tumon	1				
Quality of landscape in Guam		4			
Quality of ground handler					
Quality/cleanliness of transportation vehicles					
% of Per Person On Island Expenditures Accounted For	6.6%	9.7%	2.4%	0.0%	3.5%
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 January 2015 Period.