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

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Nov-14 77% 23%
Dec-14 83% 17%
Jan-15 84% 16%
Feb-15 72% 28%
Mar-15 75% 25%
Apr-15 77% 23%
May-15 93% 7%
Jun-15 93% 7%
Jul-15 96% 4%
Aug-15
Sept-15

Married
Single
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PRIOR TRIPS TO GUAM - TRACKING

First Time

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Nov-14 15% 50%
Dec-14 21% 75%
Jan-15 14% 100%
Feb-15 18% 75%
Mar-15 15% 50%
Apr-15 10% 25%
May-15 11% 0%
Jun-15 9% 0%
Jul-15 3% 0%
Aug-15 0% 0%
Sep-15 0% 0%

1st Time

Repeat
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# Travel Motivation - Segmentation

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EXPENDITURES
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ON-ISLAND EXPENDITURES - TRACKING

YTD = $525.60
# On-Island Expenditures Per Person - Segmentation

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<th>HONEYMOON</th>
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<th>36-55</th>
<th>CHILD</th>
<th>GOLDEN MISS</th>
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# ON-ISLAND EXPENSE-BREAKDOWN

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TOTAL EXPENDITURES – TRACKING

YTD=$1,369.11
TOTAL EXPENDITURES PER PERSON - SEGMENTATION

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<th>HONEYMOON</th>
<th>WEDDING</th>
<th>INCENTIVE TRVL</th>
<th>18-35</th>
<th>36-55</th>
<th>CHILD</th>
<th>GOLDEN MISS</th>
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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.

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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 June 2015 Period. By rank order they are:
  – Quality of landscape in Guam,
  – Quality of hotel accommodations,
  – Quality of nighttime tours
  – Variety of shopping,
  – Variety of daytime tours
  – Quality/cleanliness of transportation vehicles, and
  – Quality/cleanliness of air, sky.

• With all six factors the overall $r^2$ is .322 meaning that 32.2% of overall satisfaction is accounted for by these factors.

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<td>Quality of ground handler</td>
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<tr>
<td>% of Per Person On Island Expenditures Accounted For</td>
<td>6.6%</td>
<td>9.7%</td>
<td>2.4%</td>
<td>0.0%</td>
<td>5.7%</td>
<td>2.2%</td>
<td>10.0%</td>
<td>0.0%</td>
<td>15.8%</td>
<td>0.0%</td>
<td>1.8%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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 July 2015 Period.