



# GUAM VISITORS BUREAU

## Korean Visitor Tracker Exit Profile

### FY2016 Market Segmentation

#### APRIL 2016



Prepared by: QMark Research

Information contained herein is the property of the Guam Visitors Bureau.

The use of this information, in part or in whole, shall require written permission from the Guam Visitors Bureau.<sup>1</sup>

---

# 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

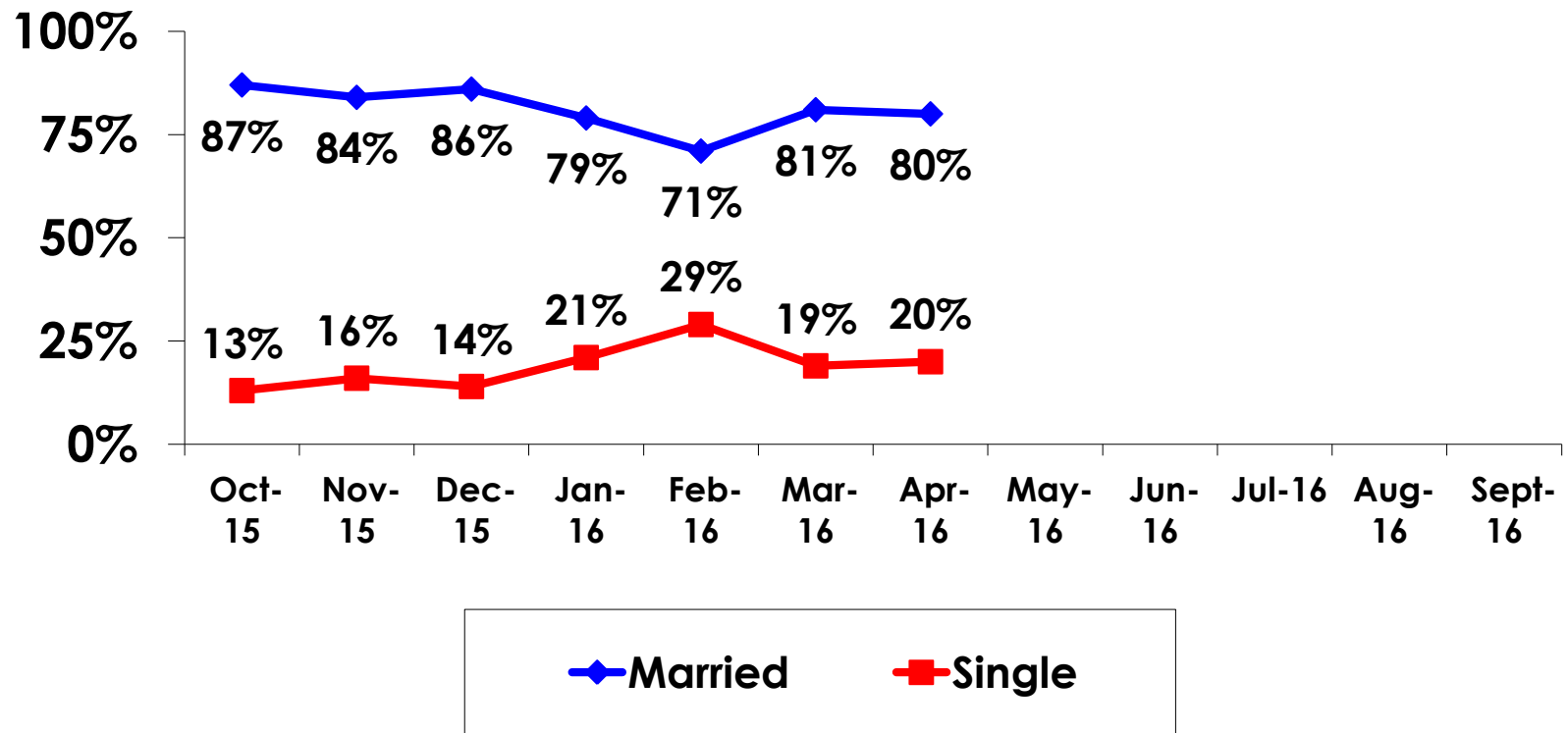
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors –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

# Highlighted Segments

	Oct 15	Nov 15	Dec 15	Jan 16	Feb 16	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Sept 16
Family/ FIT	14%	10%	11%	14%	14%	12%	9%					
Group	1%	1%	1%	1%	1%	0%	0%					
Eng Language	1%	0%	0%	1%	2%	1%	0%					
Honeymoon	13%	10%	12%	5%	5%	15%	6%					
Wedding	1%	-	-	-	-	0%	0%					
Incentive	7%	4%	1%	2%	0%	2%	3%					
18-35	65%	57%	55%	47%	53%	67%	60%					
36-55	34%	42%	42%	52%	46%	30%	38%					
Child	43%	47%	48%	53%	48%	40%	47%					
FIT	16%	11%	14%	20%	21%	17%	13%					
Golden Miss	3%	2%	5%	4%	4%	4%	4%					
Senior	1%	0%	2%	1%	0%	2%	1%					
Sport	24%	22%	22%	29%	27%	23%	25%					
<b>TOTAL</b>	<b>351</b>	<b>365</b>	<b>368</b>	<b>353</b>	<b>356</b>	<b>354</b>	<b>350</b>					

# SECTION 1 **PROFILE OF RESPONDENTS**

# MARITAL STATUS - TRACKING

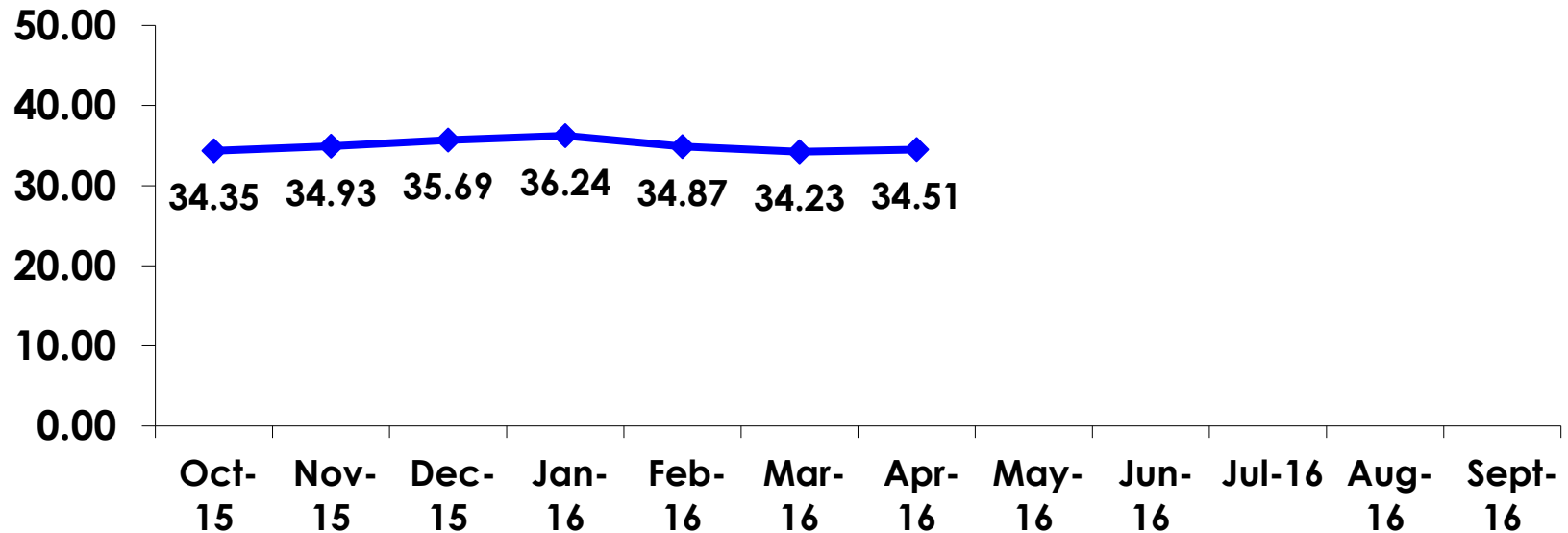


# MARITAL STATUS- SEGMENTATION

			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	279	27	1	1	21	1	7	142	131	165	28	11	2	65
		Column N %	80%	84%	100%	100%	100%	100%	64%	67%	98%	99%	60%	79%	100%	75%
	Single	Count	71	5	0	0	0	0	4	69	2	1	19	3	0	22
		Column N %	20%	16%	0%	0%	0%	0%	36%	33%	2%	1%	40%	21%	0%	25%
	Total	Count	350	32	1	1	21	1	11	211	133	166	47	14	2	87



# AVERAGE AGE - TRACKING



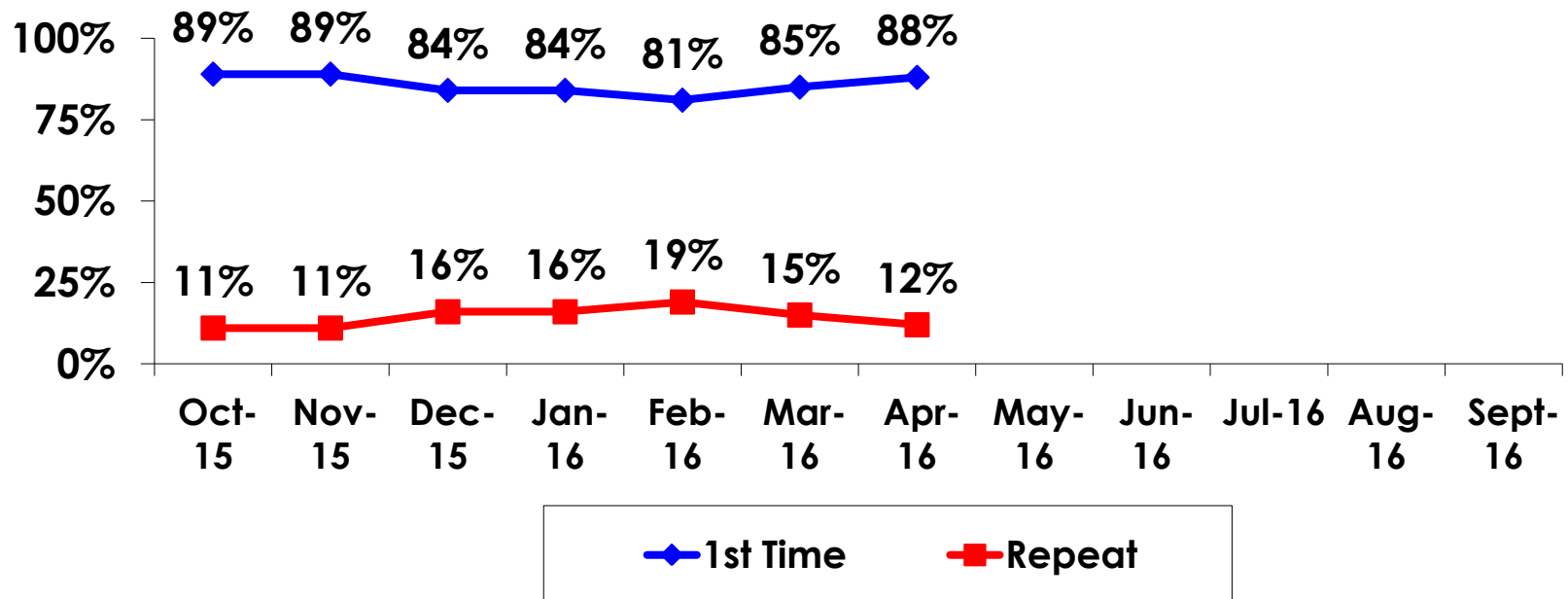
# AGE- SEGMENTATION

			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	17	3	0	0	2	0	1	17	0	0	6	0	0	5
		Column N %	5%	9%	0%	0%	10%	0%	9%	8%	0%	0%	13%	0%	0%	6%
	25-34	Count	174	19	0	1	17	1	4	174	0	37	31	9	0	50
		Column N %	50%	59%	0%	100%	81%	100%	36%	82%	0%	22%	66%	64%	0%	57%
	35-49	Count	148	9	1	0	2	0	6	20	128	128	9	5	0	30
		Column N %	42%	28%	100%	0%	10%	0%	55%	9%	96%	77%	19%	36%	0%	34%
	50+	Count	11	1	0	0	0	0	0	0	5	1	1	0	2	2
		Column N %	3%	3%	0%	0%	0%	0%	0%	0%	4%	1%	2%	0%	100%	2%
	Total	Count	350	32	1	1	21	1	11	211	133	166	47	14	2	87
QF	Mean		34.51	32.22	42.00	27.00	29.81	27.00	35.18	29.85	40.83	37.86	30.53	33.50	61.00	33.59
	Median		33	31	42	27	30	27	35	30	40	38	30	32	61	32

# 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	9	0	0	0	2	0	0	6	3	2	0	0	0	3
		Column N %	3%	0%	0%	0%	13%	0%	0%	4%	3%	1%	0%	0%	0%	4%
	KW12.0M-KW24.0M	Count	12	0	0	0	0	0	3	9	3	2	1	1	0	4
		Column N %	5%	0%	0%	0%	0%	0%	38%	6%	3%	1%	2%	8%	0%	5%
	KW24.0M-KW36.0M	Count	33	1	0	1	2	1	1	29	3	6	6	1	0	9
		Column N %	13%	3%	0%	100%	13%	100%	13%	20%	3%	4%	14%	8%	0%	12%
	KW36.0M-KW48.0M	Count	44	2	0	0	5	0	1	32	12	20	3	1	0	13
		Column N %	17%	7%	0%	0%	31%	0%	13%	22%	11%	15%	7%	8%	0%	18%
	KW48.0M-KW60.0M	Count	69	10	1	0	3	0	2	29	39	48	12	6	1	16
		Column N %	26%	33%	100%	0%	19%	0%	25%	20%	35%	36%	27%	46%	50%	22%
	KW60.0M-KW72.0M	Count	31	3	0	0	2	0	0	8	21	21	3	1	1	9
		Column N %	12%	10%	0%	0%	13%	0%	0%	6%	19%	16%	7%	8%	50%	12%
	KW72.0M+	Count	54	11	0	0	1	0	1	24	29	34	15	3	0	16
		Column N %	21%	37%	0%	0%	6%	0%	13%	17%	26%	25%	34%	23%	0%	22%
	No Income	Count	9	3	0	0	1	0	0	8	1	1	4	0	0	3
		Column N %	3%	10%	0%	0%	6%	0%	0%	6%	1%	1%	9%	0%	0%	4%
	Total	Count	261	30	1	1	16	1	8	145	111	134	44	13	2	73

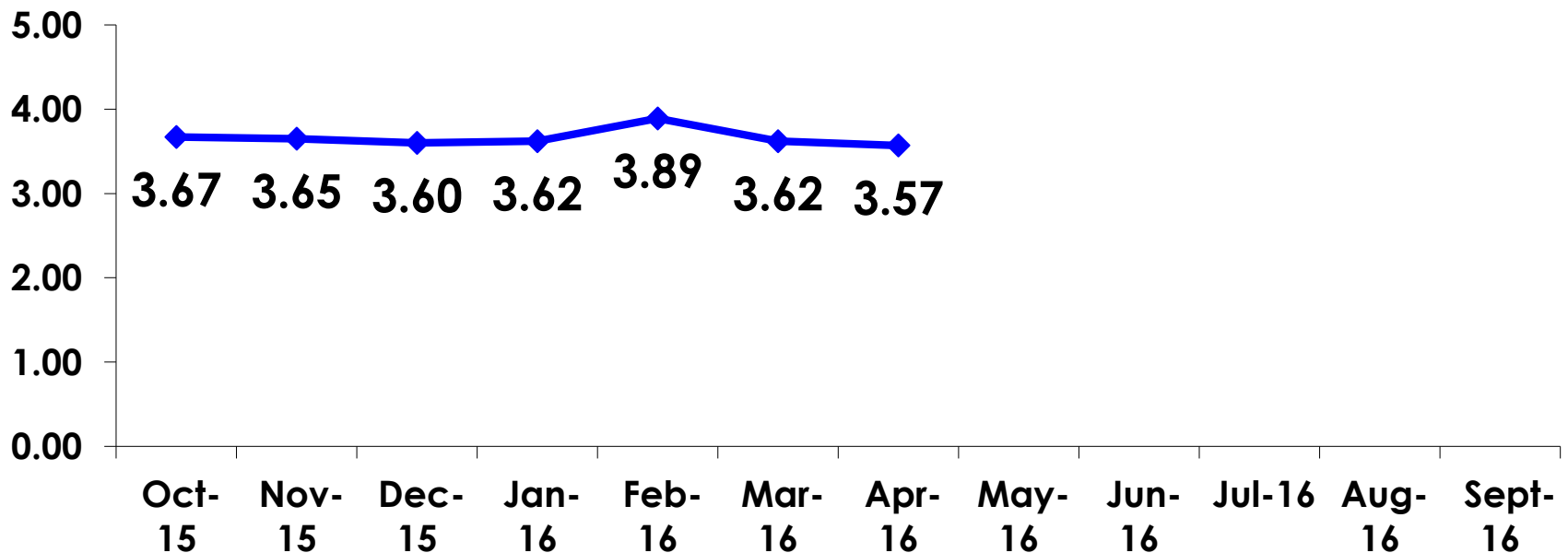
# PRIOR TRIPS TO GUAM - TRACKING



# 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	309	26	1	1	21	1	10	190	114	139	39	11	2	76
		Column N %	88%	81%	100%	100%	100%	100%	91%	90%	86%	84%	83%	79%	100%	87%
	No	Count	41	6	0	0	0	0	1	21	19	27	8	3	0	11
		Column N %	12%	19%	0%	0%	0%	0%	9%	10%	14%	16%	17%	21%	0%	13%
	Total	Count	350	32	1	1	21	1	11	211	133	166	47	14	2	87

# 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	3.57	4.00	3.00	3.00	4.10	3.00	3.18	3.55	3.62	3.65	3.72	3.29	3.00	3.63
	Median	3	4	3	3	4	3	3	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	164	0	0	0	8	0	1	88	72	93	0	5	1	39
		Column N %	47%	0%	0%	0%	38%	0%	9%	42%	54%	56%	0%	36%	50%	45%
	Free-time package tour	Count	132	0	0	1	8	1	3	79	52	59	0	5	1	25
		Column N %	38%	0%	0%	100%	38%	100%	27%	38%	39%	36%	0%	36%	50%	29%
	Individually arranged travel (FIT)	Count	47	32	0	0	5	0	1	39	7	12	47	3	0	19
		Column N %	13%	100%	0%	0%	24%	0%	9%	19%	5%	7%	100%	21%	0%	22%
	Group tour	Count	1	0	1	0	0	0	1	0	1	1	0	1	0	1
		Column N %	0%	0%	100%	0%	0%	0%	9%	0%	1%	1%	0%	7%	0%	1%
	Company paid travel	Count	5	0	0	0	0	0	5	4	1	0	0	0	0	3
		Column N %	1%	0%	0%	0%	0%	0%	45%	2%	1%	0%	0%	0%	0%	3%
	Total	Count	349	32	1	1	21	1	11	210	133	165	47	14	2	87

# TRAVEL MOTIVATION - SEGMENTATION

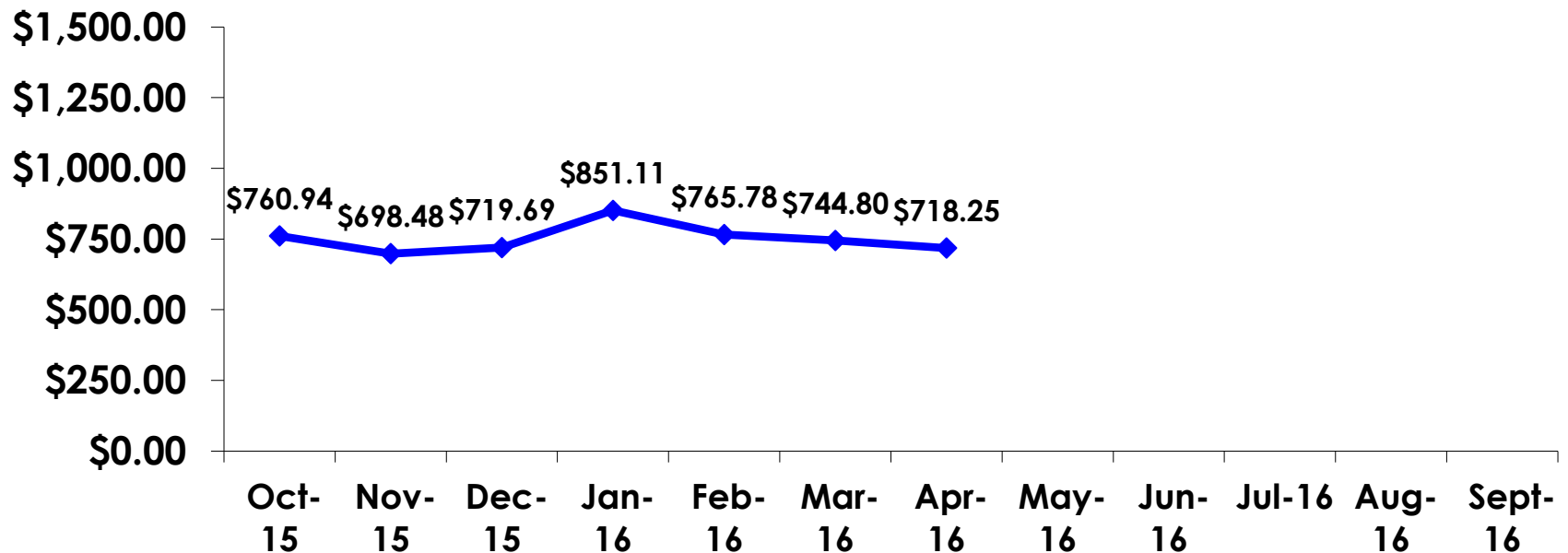
		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	9%	16%	0%	0%	0%	0%	0%	8%	11%	14%	13%	21%	0%	11%
	Price	10%	19%	0%	0%	14%	0%	0%	13%	5%	7%	17%	7%	0%	11%
	Visit friends/ Relatives	2%	3%	0%	0%	5%	0%	0%	3%	1%	1%	2%	0%	0%	1%
	Recomm-friend/family/trvl agnt	20%	13%	0%	100%	5%	100%	0%	16%	26%	21%	15%	14%	0%	18%
	Scuba	3%	3%	0%	0%	5%	0%	9%	6%	0%	1%	2%	7%	0%	14%
	Water sports	15%	25%	0%	0%	14%	0%	18%	19%	9%	12%	23%	0%	0%	59%
	Short travel time	25%	63%	0%	0%	38%	0%	9%	30%	18%	24%	57%	14%	0%	30%
	Golf	2%	3%	0%	0%	0%	0%	0%	0%	4%	1%	2%	0%	0%	7%
	Relax	56%	75%	0%	0%	43%	0%	27%	50%	67%	66%	70%	50%	100%	54%
	Company/ Business Trip	2%	0%	0%	0%	0%	0%	18%	1%	2%	1%	0%	0%	50%	1%
	Company Sponsored	3%	3%	100%	0%	0%	0%	91%	3%	3%	2%	2%	7%	0%	5%
	Safe	19%	31%	0%	0%	19%	0%	9%	16%	24%	28%	26%	7%	0%	23%
	Natural beauty	43%	63%	0%	0%	38%	0%	36%	45%	41%	42%	70%	50%	0%	46%
	Shopping	17%	50%	0%	0%	24%	0%	0%	20%	14%	19%	43%	29%	0%	21%
	Career Cert/ Testing	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	2%	0%	0%	0%
	Married/ Attn wedding	0%	0%	0%	100%	0%	100%	0%	0%	0%	0%	0%	0%	0%	1%
	Honeymoon	6%	16%	0%	0%	100%	0%	0%	9%	2%	1%	11%	0%	0%	7%
	Pleasure	14%	16%	0%	0%	14%	0%	18%	16%	12%	14%	19%	21%	0%	16%
	Organized sports	1%	6%	0%	0%	0%	0%	0%	2%	0%	0%	6%	0%	0%	6%
	Other	1%	0%	0%	0%	0%	0%	0%	1%	2%	2%	0%	0%	0%	3%
	Total Count	348	32	1	1	21	1	11	210	132	166	47	14	2	87

# 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	94%	100%	100%	100%	95%	100%	100%	94%	95%	95%	100%	79%	100%	95%
	Friend/ Relative	34%	41%	100%	0%	29%	0%	27%	34%	34%	33%	45%	43%	0%	39%
	Travel Agent Brochure	23%	16%	0%	0%	52%	0%	18%	20%	29%	26%	11%	14%	0%	21%
	Prior Trip	11%	16%	0%	0%	0%	0%	9%	9%	14%	15%	15%	21%	0%	11%
	Travel Guidebook-Bookstore	9%	22%	0%	0%	0%	0%	0%	10%	8%	9%	19%	14%	0%	10%
	Co-Worker/ Company Trvl Dept	6%	6%	0%	0%	10%	0%	27%	5%	6%	4%	9%	0%	50%	7%
	TV	3%	3%	0%	100%	5%	100%	9%	3%	3%	2%	2%	0%	0%	6%
	GVB Promo	2%	6%	0%	0%	0%	0%	0%	2%	3%	3%	6%	14%	0%	5%
	GVB Office	2%	9%	0%	0%	0%	0%	0%	1%	4%	3%	9%	7%	0%	3%
	Magazine (Consumer)	2%	6%	0%	0%	0%	0%	0%	2%	2%	1%	6%	0%	0%	2%
	Newspaper	1%	6%	0%	0%	0%	0%	0%	1%	2%	2%	6%	0%	0%	2%
	Consumer Trvl Show	0%	3%	0%	0%	0%	0%	0%	0%	1%	1%	2%	0%	0%	1%
	Total Count	349	32	1	1	21	1	11	210	133	166	47	14	2	87

# SECTION 3 **EXPENDITURES**

# PREPAID EXPENDITURES - TRACKING



YTD=\$750.89

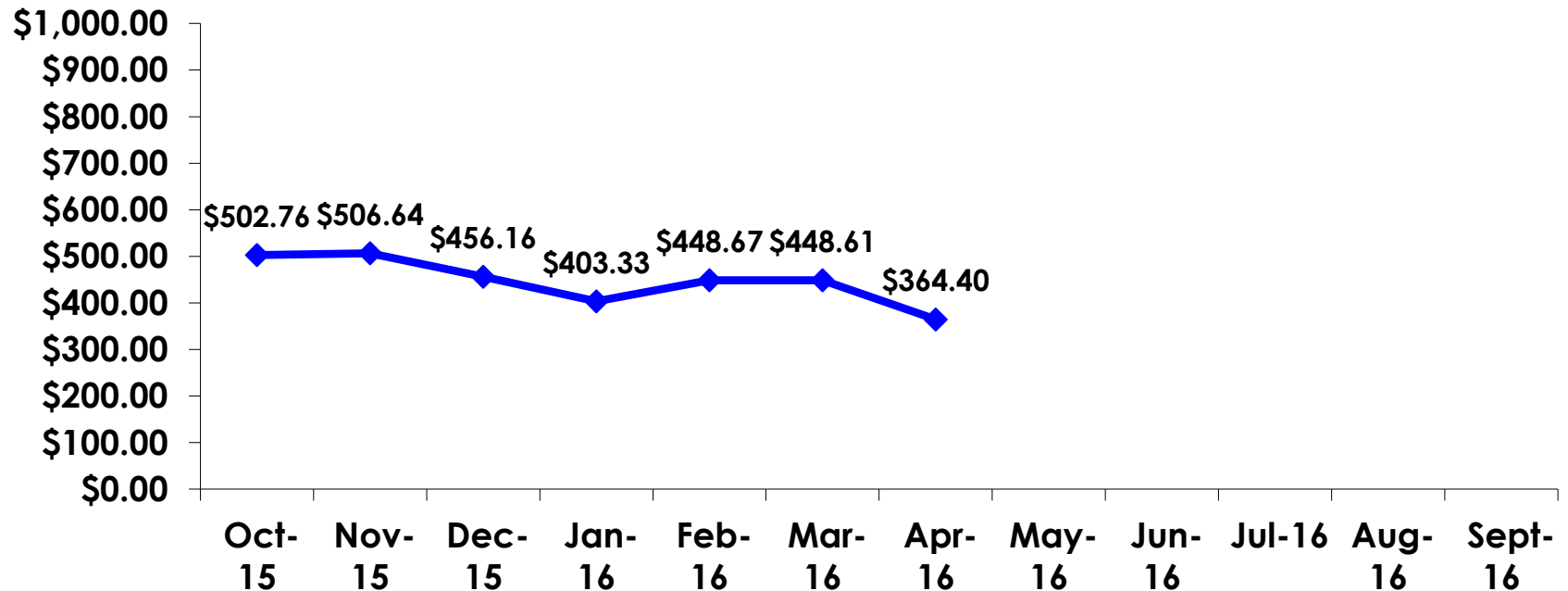
# PREPAID EXPENDITURES PER PERSON - SEGMENTATION

	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	\$718.25	\$662.61	\$0.00	\$956.02	\$1,226.01	\$956.02	\$221.89	\$701.31	\$736.84	\$707.80	\$674.89	\$626.07	\$630.11	\$724.01
Median	\$782	\$652	\$0	\$956	\$1,260	\$956	\$0	\$782	\$811	\$782	\$634	\$747	\$630	\$782
Minimum	\$0	\$0	\$0	\$956	\$0	\$956	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Maximum	\$2,825	\$1,304	\$0	\$956	\$2,825	\$956	\$956	\$2,825	\$2,607	\$1,730	\$2,607	\$1,130	\$1,260	\$2,825

# PREPAID 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	\$2,567.52	\$1,818.81	.	.	\$1,764.30	.	\$956.02	\$1,961.98	\$3,641.86	\$3,240.70	\$1,639.28	\$2,372.68	.	\$3,003.55
	Median	\$2,086	\$1,564	.	.	\$1,564	.	\$956	\$1,738	\$3,042	\$2,607	\$1,304	\$2,390	.	\$2,347
AIR/ HOTEL/ MEAL	Mean	\$3,238.67	\$2,176.26	.	\$1,912.05	\$2,576.84	\$1,912.05	\$3,041.89	\$2,622.78	\$3,702.88	\$3,610.29	\$2,103.25	\$3,356.94	\$16,382.76	\$2,693.50
	Median	\$2,607	\$2,129	.	\$1,912	\$2,607	\$1,912	\$3,042	\$2,260	\$3,129	\$2,955	\$2,064	\$3,207	\$16,383	\$2,434
AIR ONLY	Mean	\$931.10	\$856.70	.	.	\$1,586.13	.	\$1,042.93	\$844.56	\$1,197.37	\$1,161.03	\$797.51	\$724.26	.	\$1,074.39
	Median	\$782	\$826	.	.	\$739	.	\$1,043	\$608	\$1,217	\$1,217	\$608	\$435	.	\$782
HOTEL ONLY	Mean	\$668.78	\$830.48	.	.	\$803.93	.	\$1,129.85	\$609.19	\$907.14	\$709.77	\$672.11	\$394.00	.	\$731.50
	Median	\$574	\$608	.	.	\$739	.	\$1,130	\$521	\$913	\$652	\$521	\$435	.	\$608
HOTEL & MEAL	Mean	\$1,396.01	\$1,912.05	.	.	.	.	.	\$1,164.61	\$1,781.68	\$1,716.50	\$1,390.58	.	.	\$2,230.72
	Median	\$1,173	\$1,912	.	.	.	.	.	\$1,130	\$1,391	\$1,304	\$1,217	.	.	\$2,607
F&B HOTEL	Mean	.	.	.	.	.	.	.	.	.	.	.	.	.	.
	Median	.	.	.	.	.	.	.	.	.	.	.	.	.	.
TRANS- KOREA	Mean	\$92.99	\$60.84	.	.	\$260.73	.	.	\$60.11	\$150.23	\$104.29	\$60.84	\$43.46	.	\$63.01
	Median	\$74	\$52	.	.	\$261	.	.	\$56	\$87	\$87	\$52	\$43	.	\$65
TRANS- GUAM	Mean	\$169.48	\$434.56	.	.	\$434.56	.	.	\$169.48	.	\$117.33	\$260.73	.	.	\$260.73
	Median	\$130	\$435	.	.	\$435	.	.	\$130	.	\$117	\$261	.	.	\$261
OPT TOURS	Mean	\$226.47	\$521.47	.	.	.	.	.	\$247.52	\$173.82	\$304.19	\$521.47	.	.	\$285.07
	Median	\$174	\$521	.	.	.	.	.	\$160	\$174	\$304	\$521	.	.	\$174
OTHER	Mean	\$583.79	\$1,042.93	.	.	\$347.64	.	.	\$632.47	\$535.12	\$572.37	\$843.04	.	.	\$715.57
	Median	\$391	\$826	.	.	\$348	.	.	\$435	\$261	\$261	\$608	.	.	\$521
TOTAL	Mean	\$2,230.28	\$1,859.08	\$0.00	\$1,912.05	\$2,274.76	\$1,912.05	\$560.97	\$1,696.71	\$2,964.69	\$2,883.83	\$1,540.18	\$1,879.76	\$8,191.38	\$2,009.45
	Median	\$1,899	\$1,564	\$0	\$1,912	\$2,432	\$1,912	\$0	\$1,617	\$2,607	\$2,607	\$1,217	\$1,634	\$8,191	\$1,564

# ON-ISLAND EXPENDITURES - TRACKING



YTD = \$447.62



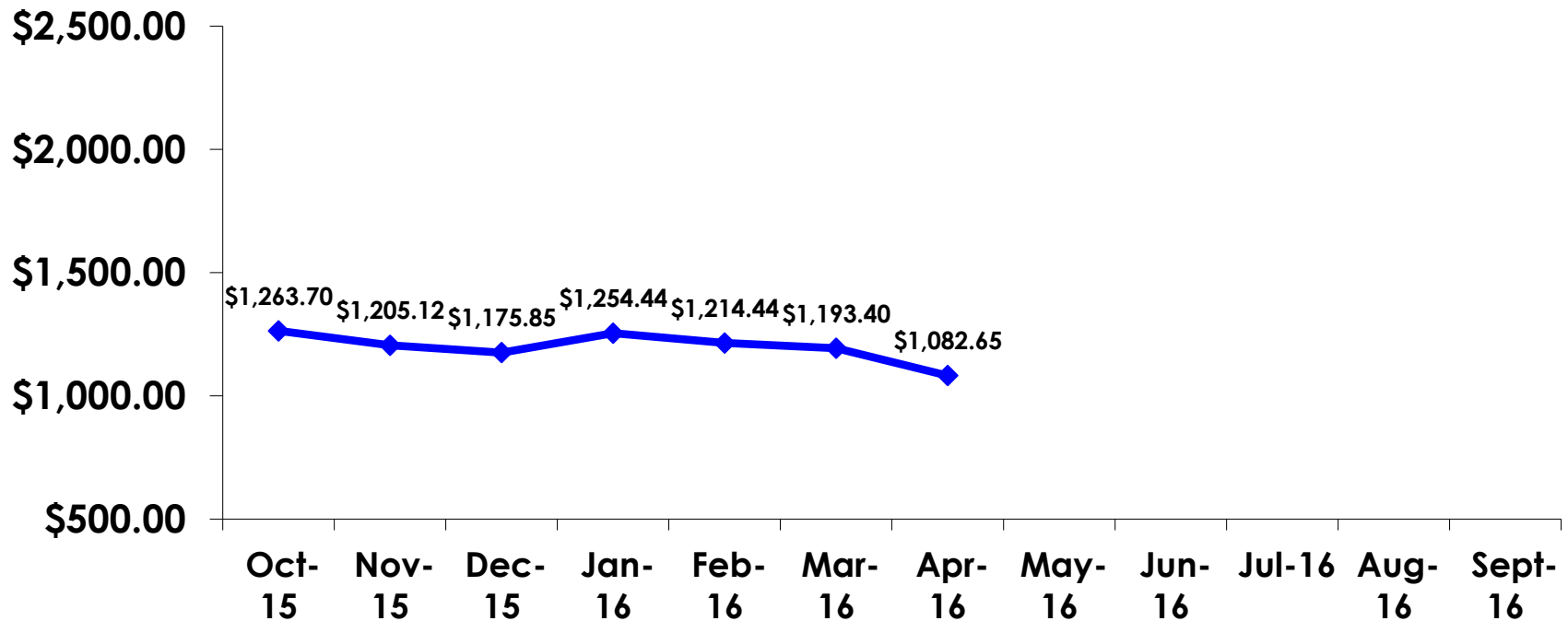
# ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		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	\$364.40	\$665.39	\$0.00	\$150.00	\$858.07	\$150.00	\$426.97	\$388.65	\$329.61	\$261.76	\$616.69	\$218.46	\$76.92	\$444.34
	Median	\$250	\$500	\$0	\$150	\$750	\$150	\$250	\$300	\$200	\$198	\$500	\$179	\$77	\$300
	Minimum	\$0	\$0	\$0	\$150	\$0	\$150	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$4,000	\$2,500	\$0	\$150	\$2,500	\$150	\$1,000	\$3,000	\$4,000	\$1,667	\$2,500	\$1,000	\$154	\$4,000

# 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
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
F&B HOTEL	Mean	\$48.48	\$148.13	\$0.00	\$0.00	\$141.43	\$0.00	\$4.55	\$45.03	\$54.62	\$47.93	\$123.40	\$7.14	\$0.00	\$79.05
F&B FF/STORE	Mean	\$20.13	\$45.00	\$0.00	\$0.00	\$23.81	\$0.00	\$5.91	\$14.26	\$29.98	\$26.98	\$35.11	\$7.14	\$0.00	\$26.76
F&B RESTRNT	Mean	\$60.89	\$162.81	\$0.00	\$0.00	\$112.38	\$0.00	\$0.00	\$57.91	\$63.08	\$66.42	\$140.85	\$73.21	\$0.00	\$77.93
OPT TOUR	Mean	\$80.30	\$138.72	\$0.00	\$0.00	\$124.24	\$0.00	\$74.55	\$74.02	\$93.87	\$87.05	\$111.57	\$98.57	\$0.00	\$111.78
GIFT- SELF	Mean	\$169.16	\$378.56	\$0.00	\$0.00	\$384.62	\$0.00	\$110.00	\$145.79	\$212.74	\$204.81	\$303.49	\$55.36	\$0.00	\$204.07
GIFT- OTHER	Mean	\$103.40	\$277.19	\$0.00	\$0.00	\$245.38	\$0.00	\$194.55	\$98.02	\$116.60	\$109.93	\$247.45	\$71.43	\$0.00	\$92.30
TRANS	Mean	\$77.07	\$201.69	\$0.00	\$300.00	\$190.67	\$300.00	\$23.18	\$81.01	\$72.78	\$77.20	\$173.28	\$25.00	\$0.00	\$75.00
OTHER	Mean	\$454.44	\$406.47	\$0.00	\$0.00	\$499.57	\$0.00	\$224.09	\$331.34	\$631.14	\$513.44	\$299.45	\$60.71	\$1,000.00	\$363.60
TOTAL	Mean	\$1,013.86	\$1,758.56	\$0.00	\$300.00	\$1,722.10	\$300.00	\$636.82	\$847.39	\$1,274.82	\$1,133.75	\$1,434.60	\$398.57	\$1,000.00	\$1,030.48

# TOTAL EXPENDITURES – TRACKING



YTD=\$1,198.51

# 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	\$1,082.65	\$1,327.99	\$0.00	\$1,106.02	\$2,084.08	\$1,106.02	\$648.86	\$1,089.97	\$1,066.45	\$969.56	\$1,291.57	\$844.54	\$707.03	\$1,168.34
	Median	\$1,038	\$1,113	\$0	\$1,106	\$2,054	\$1,106	\$400	\$1,043	\$1,014	\$985	\$1,121	\$969	\$707	\$1,075
	Minimum	\$0	\$233	\$0	\$1,106	\$0	\$1,106	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$5,260	\$3,499	\$0	\$1,106	\$4,485	\$1,106	\$1,956	\$4,485	\$5,260	\$2,536	\$3,499	\$1,713	\$1,414	\$5,260

# 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 2015, Jan, Feb, Mar, Apr 2016, and Overall Oct 2015 - Apr 2016**

	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	<b>Apr-16</b>	Combine d Oct- 2015 - Apr 2016
Drivers:	rank	rank	rank	rank	rank	rank	<b>rank</b>	rank
Quality & Cleanliness of beaches & parks				3			<b>4</b>	
Ease of getting around			5			5		9
Safety walking around at night			2		3			10
Quality of daytime tours								4
Variety of daytime tours				2				
Quality of nighttime tours					6	4		
Variety of nighttime tours								
Quality of shopping	2	3				3	<b>2</b>	3
Variety of shopping					2			
Price of things on Guam								
Quality of hotel accommodations	5	5	4				<b>5</b>	6
Quality/cleanliness of air, sky	1			6		2		7
Quality/cleanliness of parks		1	3					
Quality of landscape in Tumon	4				5			2
Quality of landscape in Guam		4		4	1		<b>1</b>	5
Quality of ground handler	6			5			<b>6</b>	8
Quality/cleanliness of transportation vehicles	3	2	1	1	4	1	<b>3</b>	1
% of Per Person On Island Expenditures Accounted For	56.1%	44.7%	51.3%	49.0%	58.7%	49.5%	<b>45.8%</b>	49.3%

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 April 2016 Period. By rank order they are:
  - **Quality of landscape in Guam,**
  - **Quality of shopping,**
  - **Quality/cleanliness of transportation vehicles,**
  - **Quality & cleanliness of beaches & parks,**
  - **Quality of hotel accommodations, and**
  - **Quality of ground handler.**
- With all six factors the overall  $r^2$  is .458 meaning that **45.8% of overall satisfaction is accounted for by these factors.**



Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2015, Jan, Feb, Mar, Apr 2016 and Overall Oct 2015-Apr 2016								
	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	Combine d Oct- 2015- Apr 2016
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks		2					1	
Ease of getting around								3
Safety walking around at night								
Quality of daytime tours								
Variety of daytime tours								
Quality of nighttime tours					1			
Variety of nighttime tours								2
Quality of shopping		4			2			
Variety of shopping		3						
Price of things on Guam								
Quality of hotel accommodations								
Quality/cleanliness of air, sky								
Quality/cleanliness of parks								
Quality of landscape in Tumon								
Quality of landscape in Guam		1					2	1
Quality of ground handler								
Quality/cleanliness of transportation vehicles				1		1		4
% of Per Person On Island Expenditures Accounted For	0.0%	5.2%	0.0%	1.9%	3.9%	1.2%	5.3%	1.2%

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 two significant factors in the April 2016 period. By rank order they are:
  - **Quality & cleanliness of beaches & parks, and**
  - **Quality of landscape in Guam.**
- With these factors the overall  $r^2$  is .053 meaning that **5.3% of per person on island expenditure is accounted for by these factors.**