



# GUAM VISITORS BUREAU

## Korean Visitor Tracker Exit Profile

### FY2016 Market Segmentation

### SEPTEMBER 2016



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 **354** 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 **354** 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.

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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

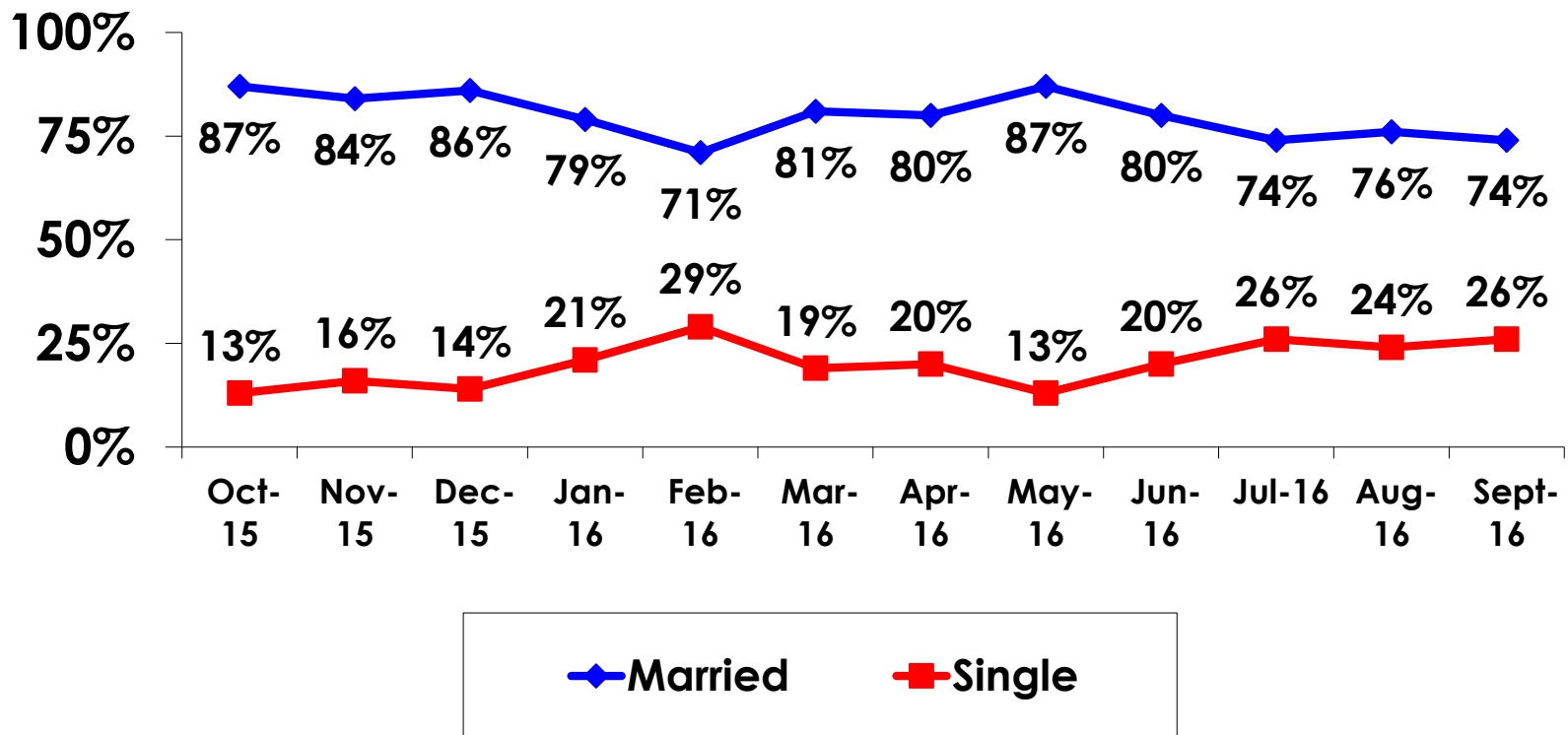
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors –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

# Highlighted Segments

	<b>Oct 15</b>	<b>Nov 15</b>	<b>Dec 15</b>	<b>Jan 16</b>	<b>Feb 16</b>	<b>Mar 16</b>	<b>Apr 16</b>	<b>May 16</b>	<b>Jun 16</b>	<b>Jul 16</b>	<b>Aug 16</b>	<b>Sept 16</b>
<b>Family/ FIT</b>	14%	10%	11%	14%	14%	12%	9%	12%	14%	12%	14%	14%
<b>Group</b>	1%	1%	1%	1%	1%	0%	0%	1%	1%	-	-	0%
<b>Eng Language</b>	1%	0%	0%	1%	2%	1%	0%	1%	1%	1%	1%	-
<b>Honeymoon</b>	13%	10%	12%	5%	5%	15%	6%	6%	8%	4%	3%	9%
<b>Wedding</b>	1%	-	-	-	-	0%	0%	0%	1%	0%	-	-
<b>Incentive</b>	7%	4%	1%	2%	0%	2%	3%	2%	3%	1%	-	1%
<b>18-35</b>	65%	57%	55%	47%	53%	67%	60%	52%	58%	61%	54%	69%
<b>36-55</b>	34%	42%	42%	52%	46%	30%	38%	46%	41%	38%	44%	29%
<b>Child</b>	43%	47%	48%	53%	48%	40%	47%	56%	48%	41%	47%	39%
<b>FIT</b>	16%	11%	14%	20%	21%	17%	13%	14%	19%	19%	17%	19%
<b>Golden Miss</b>	3%	2%	5%	4%	4%	4%	4%	1%	4%	3%	5%	3%
<b>Senior</b>	1%	0%	2%	1%	0%	2%	1%	1%	1%	0%	1%	2%
<b>Sport</b>	24%	22%	22%	29%	27%	23%	25%	19%	21%	21%	25%	19%
<b>TOTAL</b>	<b>351</b>	<b>365</b>	<b>368</b>	<b>353</b>	<b>356</b>	<b>354</b>	<b>350</b>	<b>352</b>	<b>356</b>	<b>352</b>	<b>354</b>	<b>354</b>

# SECTION 1 **PROFILE OF RESPONDENTS**

# MARITAL STATUS - TRACKING

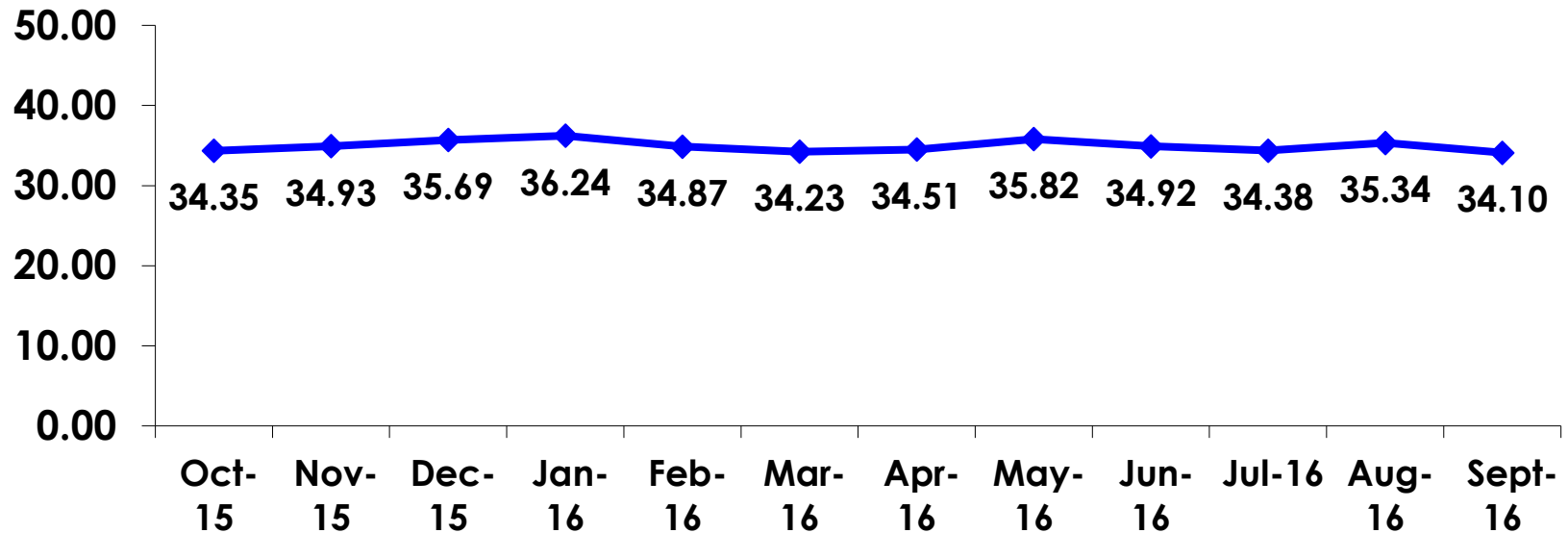


# MARITAL STATUS- SEGMENTATION

			TOTAL	FAMILY/ FIT	GROUP TRVL	HONEYMOON	INCENTIVE	18-35	36-55	CHILD	FIT	GOLDEN	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	263	41	1	31	3	160	94	137	41	8	7	37
		Column N %	74%	85%	100%	100%	100%	66%	93%	100%	61%	67%	100%	56%
	Single	Count	91	7	0	0	0	84	7	0	26	4	0	29
		Column N %	26%	15%	0%	0%	0%	34%	7%	0%	39%	33%	0%	44%
Total		Count	354	48	1	31	3	244	101	137	67	12	7	66



# AVERAGE AGE - TRACKING



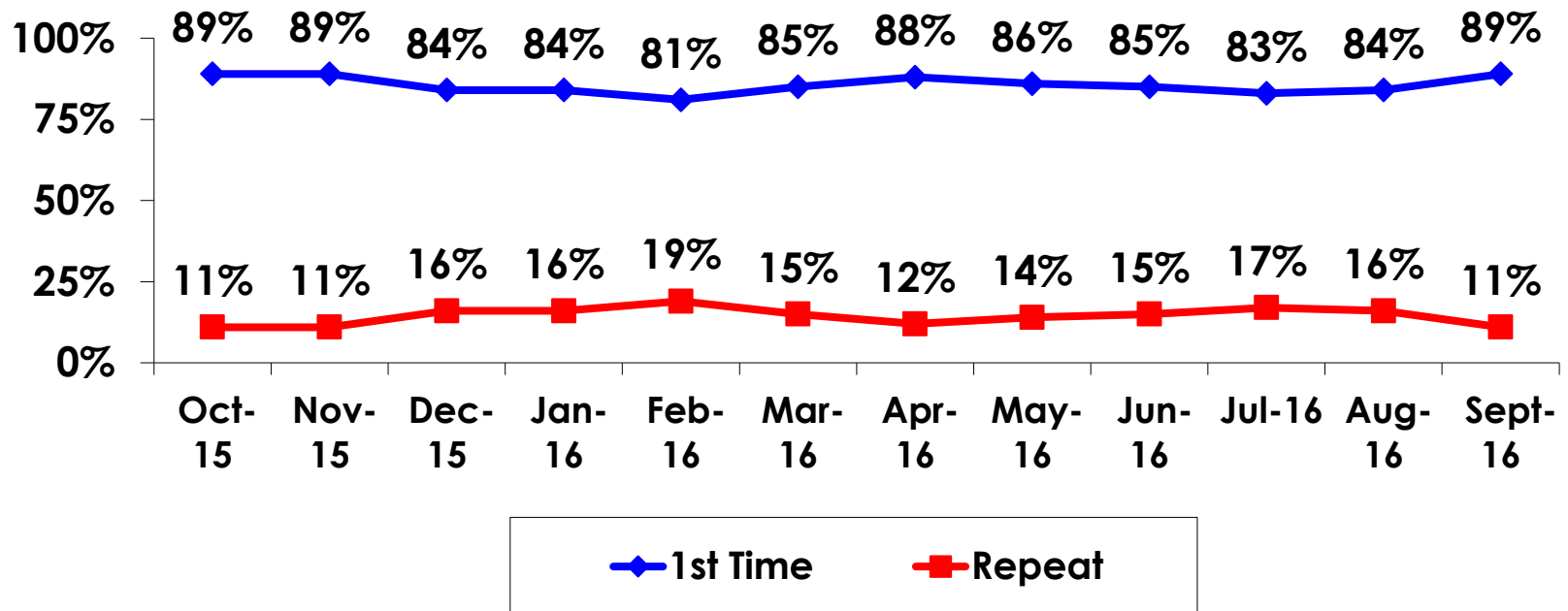
# AGE- SEGMENTATION

			TOTAL	FAMILY/ FIT	GROUP TRVL	HONEYMOO N	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	19	2	0	2	0	19	0	0	6	0	0	7
		Column N %	5%	4%	0%	6%	0%	8%	0%	0%	9%	0%	0%	11%
	25-34	Count	195	31	1	22	2	195	0	46	44	5	0	41
		Column N %	55%	65%	100%	71%	67%	80%	0%	34%	66%	42%	0%	62%
	35-49	Count	125	14	0	7	1	30	95	84	16	7	0	15
		Column N %	35%	29%	0%	23%	33%	12%	94%	61%	24%	58%	0%	23%
	50+	Count	15	1	0	0	0	0	6	7	1	0	7	3
		Column N %	4%	2%	0%	0%	0%	0%	6%	5%	1%	0%	100%	5%
	Total	Count	354	48	1	31	3	244	101	137	67	12	7	66
QF	Mean		34.10	32.54	30.00	30.97	38.33	30.26	40.95	38.01	31.31	35.42	62.43	32.24
	Median		33	33	30	30	34	31	40	37	31	35	63	31

# INCOME - SEGMENTATION

			TOTAL	FAMILY/ FIT	GROUP TRVL	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-
Q26 <KW12.0M	Count		5	0	0	1	0	4	1	0	0	0	0	0
	Column N %		2%	0%	0%	5%	0%	3%	1%	0%	0%	0%	0%	0%
KW12.0M-KW24.0M	Count		10	2	0	3	0	9	1	2	4	0	0	5
	Column N %		4%	6%	0%	14%	0%	6%	1%	2%	8%	0%	0%	10%
KW24.0M-KW36.0M	Count		29	3	0	5	0	27	1	4	5	2	1	8
	Column N %		13%	9%	0%	24%	0%	18%	1%	4%	10%	20%	20%	16%
KW36.0M-KW48.0M	Count		51	9	1	6	0	38	13	14	16	2	0	11
	Column N %		22%	26%	100%	29%	0%	25%	18%	16%	31%	20%	0%	22%
KW48.0M-KW60.0M	Count		43	3	0	3	0	24	19	26	6	2	0	6
	Column N %		19%	9%	0%	14%	0%	16%	27%	29%	12%	20%	0%	12%
KW60.0M-KW72.0M	Count		30	2	0	2	1	14	15	14	3	0	0	6
	Column N %		13%	6%	0%	10%	100%	9%	21%	16%	6%	0%	0%	12%
KW72.0M+	Count		56	14	0	0	0	32	21	29	16	4	3	11
	Column N %		24%	41%	0%	0%	0%	21%	30%	32%	31%	40%	60%	22%
No Income	Count		5	1	0	1	0	4	0	1	2	0	1	3
	Column N %		2%	3%	0%	5%	0%	3%	0%	1%	4%	0%	20%	6%
Total	Count		229	34	1	21	1	152	71	90	52	10	5	50

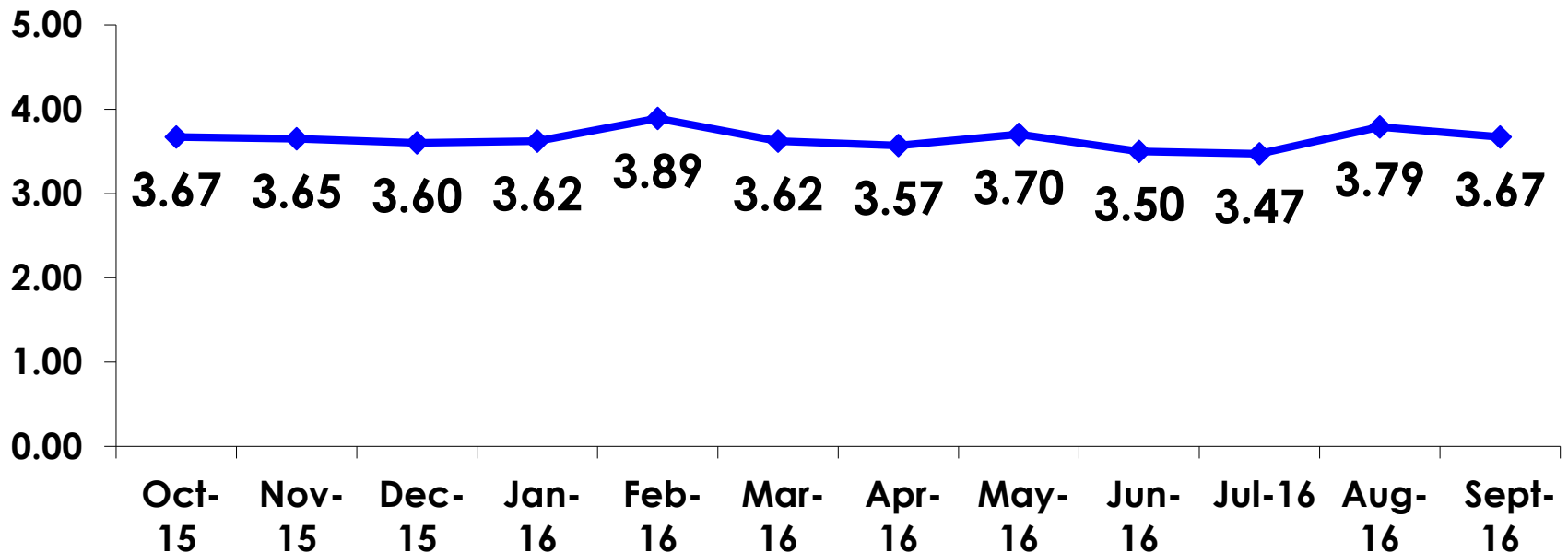
# PRIOR TRIPS TO GUAM - TRACKING



# PRIOR TRIPS TO GUAM - SEGMENTATION

			TOTAL	FAMILY/FIT	GROUP TRVL	HONEYMOON	INCENTIVE	18-35	36-55	CHILD	FIT	GOLDEN	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	315	41	1	31	3	218	89	117	56	11	6	59
		Column N %	89%	85%	100%	100%	100%	89%	88%	85%	84%	92%	86%	89%
	No	Count	39	7	0	0	0	26	12	20	11	1	1	7
		Column N %	11%	15%	0%	0%	0%	11%	12%	15%	16%	8%	14%	11%
	Total	Count	354	48	1	31	3	244	101	137	67	12	7	66

# AVG LENGTH OF STAY - TRACKING



# AVG LENGTH OF STAY - SEGMENTATION

		TOTAL	FAMILY/FIT	GROUP TRVL	HONEYMOON	INCENTIVE	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-
Q8	Mean	3.67	3.83	4.00	3.81	3.00	3.63	3.74	3.79	3.81	3.42	4.43	3.44
	Median	4	4	4	4	3	4	4	4	4	3	4	3

# SECTION 2 **TRAVEL PLANNING**



# TRAVEL PLANNING - SEGMENTATION

			TOTAL	FAMILY/ FIT	GROUP TRVL	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-
Q7	Full package tour	Count	111	0	0	13	1	55	51	62	0	5	4	17
		Column N %	31%	0%	0%	42%	33%	23%	50%	45%	0%	42%	57%	26%
	Free-time package tour	Count	173	0	0	13	2	130	39	51	0	5	3	33
		Column N %	49%	0%	0%	42%	67%	53%	39%	37%	0%	42%	43%	50%
	Individually arranged travel (FIT)	Count	67	48	0	4	0	57	10	24	67	2	0	16
		Column N %	19%	100%	0%	13%	0%	23%	10%	18%	100%	17%	0%	24%
	Group tour	Count	1	0	1	1	0	1	0	0	0	0	0	0
		Column N %	0%	0%	100%	3%	0%	0%	0%	0%	0%	0%	0%	0%
	Other	Count	1	0	0	0	0	0	1	0	0	0	0	0
		Column N %	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
	Total	Count	353	48	1	31	3	243	101	137	67	12	7	66

# TRAVEL MOTIVATION - SEGMENTATION

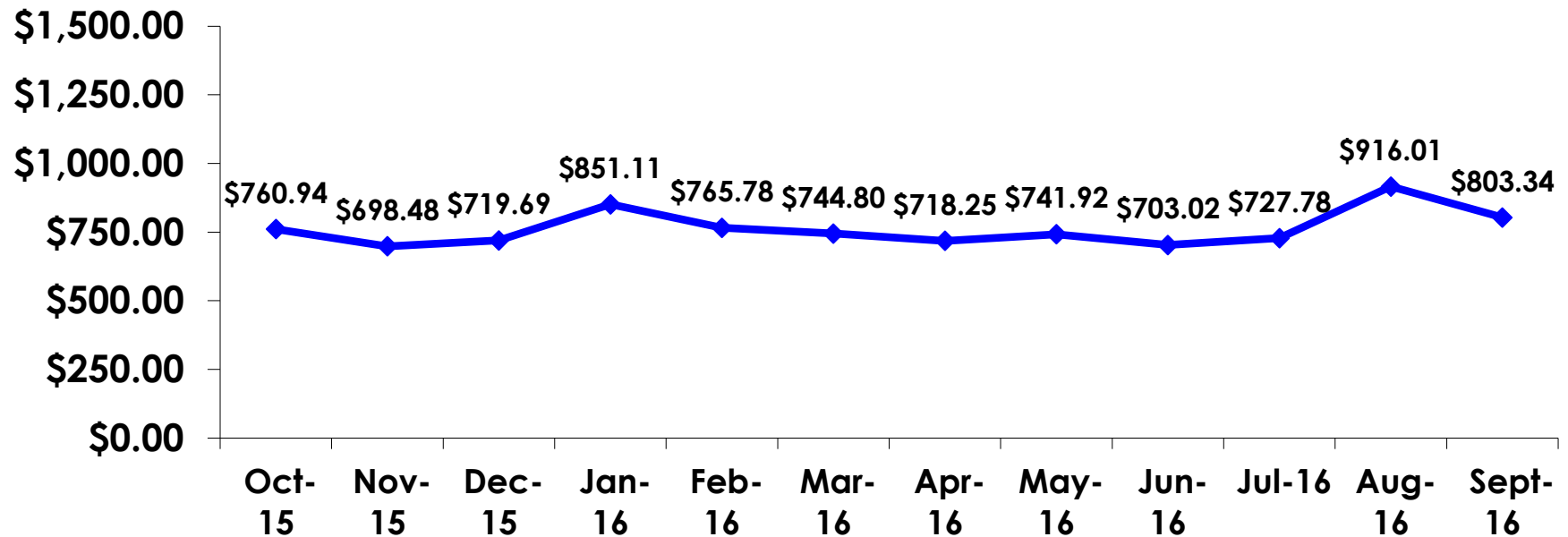
		TOTAL	FAMILY/FIT	GROUP TRVL	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	8%	10%	0%	0%	0%	9%	6%	9%	13%	8%	0%	8%
	Price	8%	2%	0%	3%	0%	9%	5%	7%	7%	8%	0%	11%
	Visit friends/ Relatives	3%	0%	100%	3%	0%	3%	0%	1%	3%	0%	14%	2%
	Recomm-friend/family/trvl agnt	19%	15%	0%	0%	0%	18%	20%	23%	18%	17%	29%	20%
	Scuba	4%	6%	0%	3%	0%	5%	0%	0%	9%	0%	0%	20%
	Water sports	9%	10%	0%	3%	0%	10%	7%	4%	13%	8%	0%	47%
	Short travel time	18%	23%	0%	13%	0%	20%	13%	19%	24%	33%	29%	29%
	Golf	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%
	Relax	66%	81%	0%	45%	33%	63%	74%	74%	76%	58%	71%	56%
	Company/ Business Trip	1%	0%	0%	0%	0%	0%	2%	1%	0%	8%	0%	2%
	Company Sponsored	1%	0%	0%	0%	100%	1%	1%	1%	0%	0%	0%	0%
	Safe	32%	35%	0%	19%	33%	29%	38%	40%	34%	42%	43%	30%
	Natural beauty	44%	50%	0%	10%	0%	46%	41%	43%	52%	42%	29%	64%
	Shopping	22%	25%	0%	16%	67%	25%	18%	20%	22%	25%	14%	30%
	Career Cert/ Testing	1%	0%	0%	0%	0%	1%	0%	0%	3%	0%	0%	0%
	Honeymoon	9%	8%	100%	100%	0%	10%	6%	1%	6%	0%	0%	9%
	Pleasure	14%	15%	0%	3%	0%	14%	14%	13%	21%	25%	14%	24%
	Organized sports	2%	0%	0%	0%	0%	3%	0%	1%	0%	8%	0%	11%
	Other	3%	6%	0%	6%	0%	2%	3%	1%	4%	8%	0%	3%
	Total Count	354	48	1	31	3	244	101	137	67	12	7	66

# INFORMATION SOURCES - SEGMENTATION

		TOTAL	FAMILY/ FIT	GROUP TRVL	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-
Q1	Internet	96%	98%	100%	100%	67%	97%	94%	95%	97%	100%	86%	94%
	Friend/ Relative	45%	38%	100%	55%	67%	47%	41%	40%	42%	42%	57%	41%
	Travel Agent Brochure	21%	6%	0%	39%	33%	18%	28%	23%	6%	8%	29%	27%
	Prior Trip	10%	15%	0%	0%	0%	10%	12%	14%	16%	8%	14%	9%
	Travel Guidebook- Bookstore	10%	10%	0%	16%	0%	11%	7%	7%	12%	0%	14%	21%
	Co-Worker/ Company Trvl Dept	7%	13%	0%	3%	0%	7%	7%	8%	10%	8%	14%	12%
	TV	5%	4%	0%	3%	33%	6%	4%	7%	3%	17%	0%	9%
	GVB Office	4%	8%	0%	0%	0%	4%	5%	5%	9%	0%	0%	6%
	Consumer Trvl Show	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%	14%	2%
	Magazine (Consumer)	1%	0%	0%	0%	0%	1%	0%	1%	1%	0%	0%	0%
	Travel Trade Show	1%	0%	0%	0%	0%	0%	2%	1%	0%	0%	0%	0%
	GVB Promo	1%	2%	0%	0%	0%	0%	1%	1%	1%	0%	0%	2%
	Newspaper	1%	0%	0%	0%	0%	0%	1%	1%	0%	0%	14%	0%
	Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Radio	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%
	Total Count	354	48	1	31	3	244	101	137	67	12	7	66

# SECTION 3 **EXPENDITURES**

# PREPAID EXPENDITURES - TRACKING



YTD=\$762.31

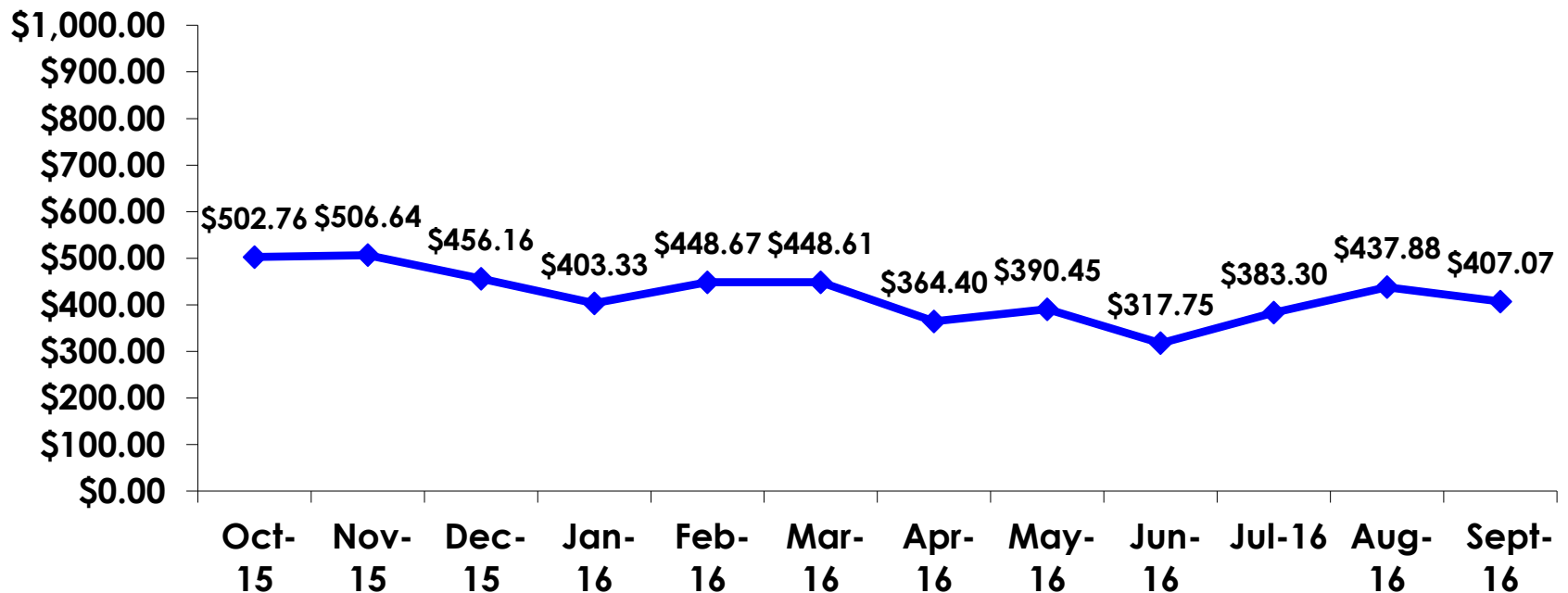
# PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/FIT	GROUP TRVL	HONEYMOON	INCENTIVE	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$803.34	\$734.35	\$0.00	\$1,084.29	\$542.51	\$800.69	\$815.40	\$717.43	\$743.47	\$645.49	\$565.11	\$838.49
	Median	\$904	\$747	\$0	\$1,266	\$723	\$904	\$882	\$769	\$723	\$746	\$678	\$904
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$4,340	\$1,646	\$0	\$1,872	\$904	\$4,340	\$2,984	\$2,984	\$2,260	\$1,356	\$904	\$1,872

# 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	\$2,304.48	\$2,748.72	.	.	\$2,288.41	.	\$2,712.55	\$2,132.44	\$2,582.13	\$2,842.40	\$2,277.04	\$2,260.46	\$3,390.69	\$1,964.49
	Median	\$1,808	\$2,260	.	.	\$2,532	.	\$2,713	\$1,808	\$2,260	\$2,600	\$1,808	\$2,260	\$3,391	\$1,808
AIR/ HOTEL/ MEAL	Mean	\$2,922.98	\$1,722.47	.	.	\$2,659.69	.	\$2,170.04	\$2,537.07	\$3,639.04	\$3,720.16	\$2,067.57	\$3,571.53	\$3,315.34	\$2,853.79
	Median	\$2,713	\$1,591	.	.	\$2,713	.	\$2,170	\$2,568	\$3,128	\$3,255	\$1,763	\$2,984	\$3,617	\$2,713
AIR ONLY	Mean	\$1,020.69	\$936.48	.	.	\$861.99	.	.	\$977.67	\$1,357.63	\$1,105.91	\$954.88	.	.	\$971.09
	Median	\$814	\$723	.	.	\$995	.	.	\$769	\$1,446	\$904	\$692	.	.	\$678
HOTEL ONLY	Mean	\$870.54	\$888.00	.	.	\$1,003.64	.	.	\$848.54	\$1,085.02	\$887.31	\$807.62	\$1,175.44	.	\$936.96
	Median	\$814	\$814	.	.	\$1,004	.	.	\$769	\$1,085	\$904	\$769	\$1,175	.	\$814
HOTEL & MEAL	Mean	\$1,247.77	\$2,079.62	.	.	\$1,175.44	.	.	\$1,152.83	\$1,627.53	\$994.60	\$2,079.62	.	.	.
	Median	\$1,175	\$2,080	.	.	\$1,175	.	.	\$1,040	\$1,628	\$904	\$2,080	.	.	.
F&B HOTEL	Mean	.	.	.	.	.	.	.	.	.	.	.	.	.	.
	Median	.	.	.	.	.	.	.	.	.	.	.	.	.	.
TRANS- KOREA	Mean	\$53.45	\$42.95	.	.	.	.	.	\$51.54	\$67.81	\$51.54	\$42.95	.	.	\$51.99
	Median	\$45	\$43	.	.	.	.	.	\$45	\$68	\$45	\$43	.	.	\$52
TRANS- GUAM	Mean	\$263.72	\$322.49	.	.	\$135.63	.	.	\$213.72	\$813.77	\$515.38	\$320.99	.	.	\$203.44
	Median	\$244	\$271	.	.	\$136	.	.	\$217	\$814	\$515	\$271	.	.	\$226
OPT TOURS	Mean	\$305.61	\$388.80	.	.	.	.	.	\$314.20	\$271.26	\$180.84	\$388.80	.	.	\$388.80
	Median	\$271	\$425	.	.	.	.	.	\$258	\$271	\$181	\$425	.	.	\$425
OTHER	Mean	\$384.35	\$298.76	.	.	\$63.29	.	.	\$320.34	\$569.64	\$426.47	\$298.13	.	.	\$398.22
	Median	\$181	\$181	.	.	\$63	.	.	\$181	\$163	\$181	\$154	.	.	\$136
TOTAL	Mean	\$2,094.61	\$2,062.67	\$0.00	.	\$2,121.91	.	\$1,627.53	\$1,846.30	\$2,661.96	\$2,625.76	\$1,869.37	\$2,260.46	\$2,389.63	\$2,036.04
	Median	\$1,899	\$1,808	\$0	.	\$2,260	.	\$2,170	\$1,808	\$2,532	\$2,713	\$1,628	\$2,215	\$2,713	\$1,808

# ON-ISLAND EXPENDITURES - TRACKING



YTD = \$422.59



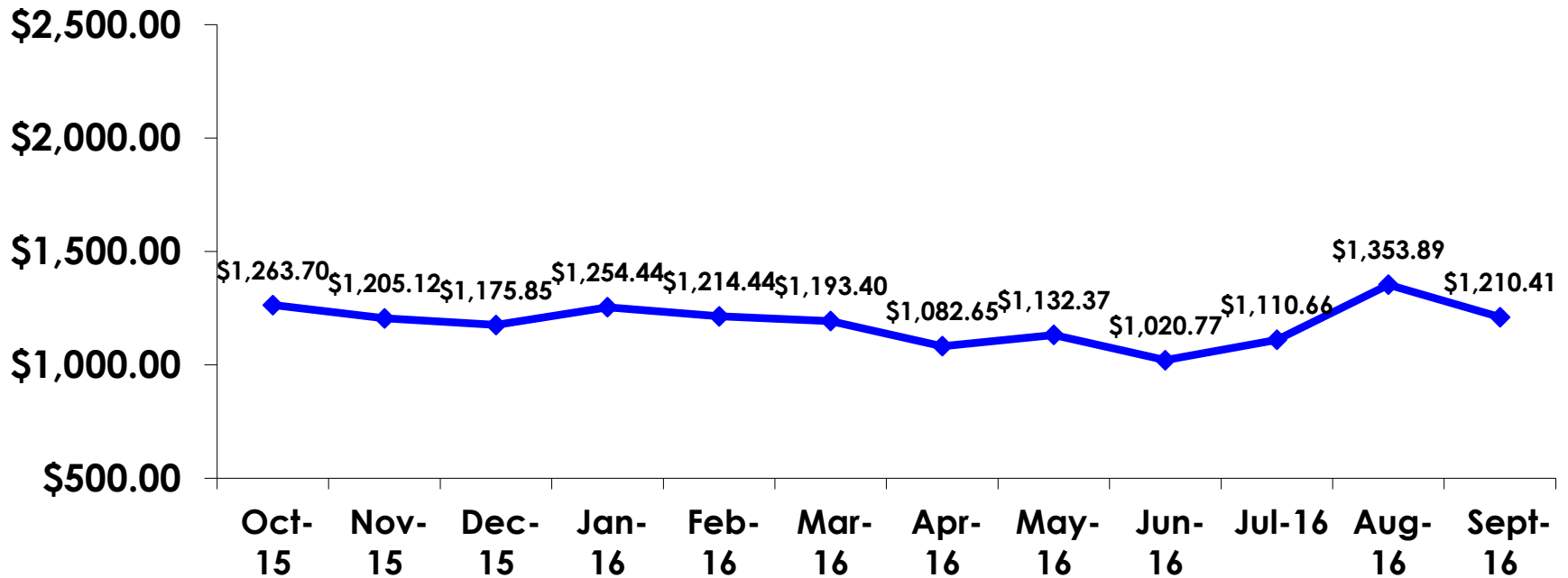
# ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/ FIT	GROUP TRVL	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$407.07	\$439.58	\$500.00	\$682.65	\$440.00	\$437.79	\$353.93	\$269.47	\$473.80	\$307.50	\$154.99	\$544.78
	Median	\$337	\$397	\$500	\$500	\$353	\$394	\$300	\$250	\$401	\$325	\$75	\$417
	Minimum	\$0	\$0	\$500	\$0	\$300	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$4,100	\$1,290	\$500	\$4,100	\$667	\$4,100	\$1,750	\$1,333	\$1,500	\$750	\$625	\$4,100

# 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	\$34.47	\$45.42	\$0.00		\$32.77		\$0.00	\$30.43	\$45.60	\$26.68	\$43.97	\$8.33	\$14.29	\$27.44
F&B FF/STORE	Mean	\$16.96	\$18.52	\$0.00		\$21.61		\$0.00	\$18.05	\$15.53	\$14.12	\$17.90	\$0.00	\$4.29	\$20.61
F&B RESTRNT	Mean	\$93.75	\$184.71	\$0.00		\$80.65		\$0.00	\$106.09	\$71.58	\$85.44	\$181.28	\$54.17	\$10.00	\$138.64
OPT TOUR	Mean	\$62.50	\$80.96	\$0.00		\$71.61		\$46.67	\$69.07	\$51.22	\$65.99	\$90.39	\$33.33	\$14.29	\$115.73
GIFT- SELF	Mean	\$128.67	\$250.63	\$0.00		\$219.35		\$233.33	\$159.02	\$58.91	\$131.35	\$192.54	\$85.00	\$114.29	\$128.64
GIFT- OTHER	Mean	\$95.90	\$162.50	\$0.00		\$224.19		\$700.00	\$103.15	\$83.66	\$85.18	\$122.66	\$58.33	\$47.14	\$93.79
TRANS	Mean	\$57.59	\$112.29	\$0.00		\$49.10		\$40.00	\$62.57	\$50.04	\$57.07	\$105.67	\$70.83	\$9.57	\$64.53
OTHER	Mean	\$460.57	\$292.96	\$2,000.00		\$695.35		\$100.00	\$407.46	\$588.33	\$453.39	\$318.69	\$627.50	\$481.43	\$594.23
TOTAL	Mean	\$948.97	\$1,137.35	\$2,000.00		\$1,397.55		\$1,120.00	\$956.21	\$958.94	\$914.85	\$1,065.48	\$937.50	\$695.29	\$1,183.59

# TOTAL EXPENDITURES – TRACKING



YTD=\$1,184.87

# TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/ FIT	GROUP TRVL	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$1,210.41	\$1,173.93	\$500.00	\$1,766.94	\$982.51	\$1,238.48	\$1,169.34	\$986.89	\$1,217.27	\$952.99	\$720.10	\$1,383.27
	Median	\$1,162	\$1,167	\$500	\$1,790	\$1,077	\$1,193	\$1,130	\$1,003	\$1,141	\$941	\$962	\$1,249
	Minimum	\$0	\$0	\$500	\$0	\$300	\$0	\$0	\$0	\$0	\$0	\$72	\$0
	Maximum	\$5,440	\$2,401	\$500	\$5,230	\$1,571	\$5,440	\$2,984	\$2,984	\$2,630	\$2,023	\$1,190	\$5,230

# 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 2015, Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep 2016, and Overall Oct 2015 - Sep 2016													
	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Combi ned Oct 2015 - Sep 2016
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks				3			4	3			4	2	9
Ease of getting around			5			5				6			5
Safety walking around at night			2		3			7					
Quality of daytime tours											2		7
Variety of daytime tours				2									
Quality of nighttime tours					6	4							
Variety of nighttime tours													
Quality of shopping	2	3				3	2		3	3	5	5	2
Variety of shopping					2			6					10
Price of things on Guam													
Quality of hotel accommodations	5	5	4				5		2	4		4	4
Quality/cleanliness of air, sky	1			6		2		5					6
Quality/cleanliness of parks		1	3										
Quality of landscape in Tumon	4				5								
Quality of landscape in Guam		4		4	1		1	1	1	1	1	1	1
Quality of ground handler	6			5			6	4		5	3		8
Quality/cleanliness of transportation vehicles	3	2	1	1	4	1	3	2	4	2		3	3
% of Per Person On Island Expenditures Accounted For	56.1%	44.7%	51.3%	49.0%	58.7%	49.5%	45.8%	45.2%	42.5%	50.8%	57.5%	55.8%	50.8%

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# DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by five significant factors in the September 2016 Period. By rank order they are:
  - **Quality of landscape in Guam,**
  - **Quality & cleanliness of beaches & parks,**
  - **Quality/cleanliness of transportation vehicles,**
  - **Quality of hotel accommodations, and**
  - **Quality of shopping.**
- With all five factors the overall  $r^2$  is .558 meaning that **55.8% 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, May, Jun, Jul, Aug, Sep 2016 and Overall Oct 2015-Sep 2016**

	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Combi ned Oct 2015- Sep 2016
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks		2					1						
Ease of getting around											1		5
Safety walking around at night												3	
Quality of daytime tours													
Variety of daytime tours										1			2
Quality of nighttime tours					1								
Variety of nighttime tours									2				4
Quality of shopping		4			2				3	2			6
Variety of shopping		3						2					
Price of things on Guam												2	
Quality of hotel accommodations											2		
Quality/cleanliness of air, sky									4			1	
Quality/cleanliness of parks													
Quality of landscape in Tumon													
Quality of landscape in Guam		1					2	1	1				1
Quality of ground handler													
Quality/cleanliness of transportation vehicles				1		1							3
% of Per Person On Island Expenditures Accounted For	0.0%	5.2%	0.0%	1.9%	3.9%	1.2%	5.3%	4.1%	4.9%	1.2%	5.4%	6.4%	2.2%

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 three significant factors in the September 2016 period. By rank order they are:
  - **Quality/cleanliness of air, sky,**
  - **Price of things on Guam, and**
  - **Safety walking around at night.**
- With these factors the overall  $r^2$  is .064 meaning that **6.4% of per person on island expenditure is accounted for by these factors.**