

Guam Visitors Bureau

Korean Visitor Tracker Exit Profile & Market Segmentation Report

FY2017

DECEMBER 2016

Prepared by: Anthology Research

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GUAM
VISITORS
BUREAU
SETBISION BISITAN GUÅHAN



Background and Methodology

- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, Anthology'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 +/- 5.23 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.

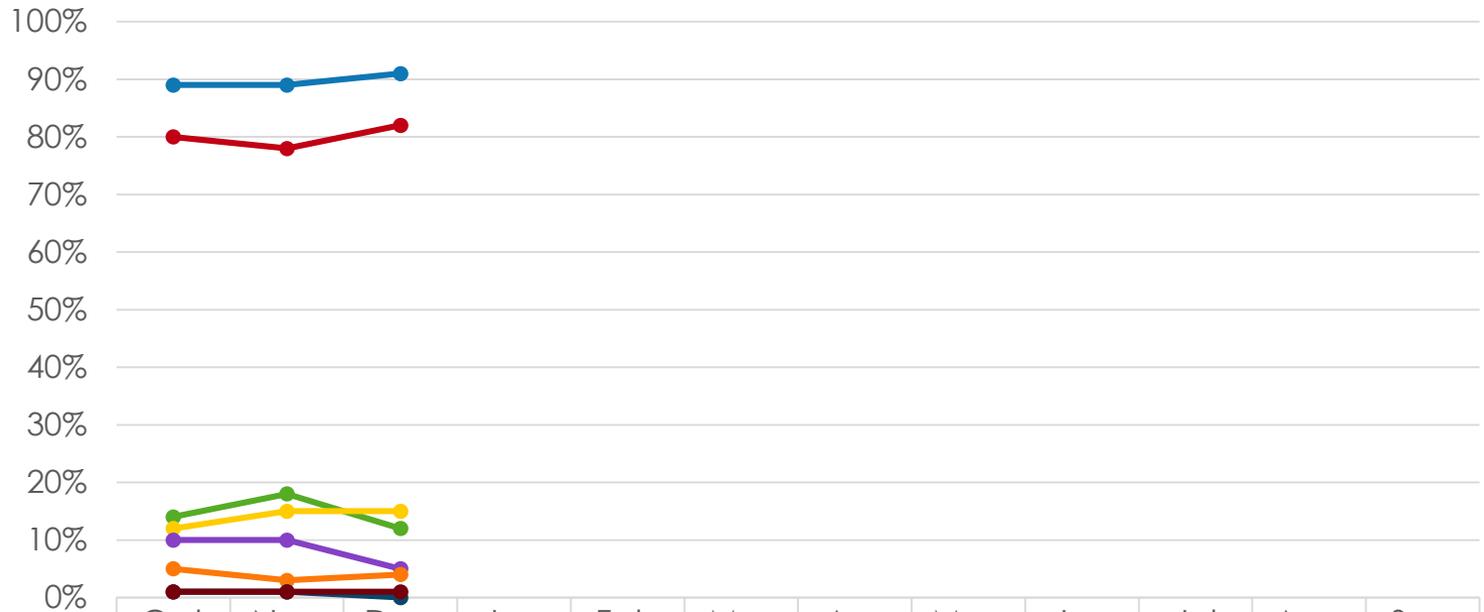
Objectives

- To monitor the effectiveness of the Korean seasonal campaigns in attracting Korean visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Korea marketing plan.
- Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.

Key Highlighted Segments

- **The specific objectives were:**
 - To determine the relative size and expenditure behavior of the following market segments:
 - Families (Q6)
 - FITS (Q7)
 - MICE (Q5A Convention/ Conference/ Trade Show/ Company sponsored)
 - Leisure Traveler (Q5A Here to relax/ Here to see beaches, tropical climate, here for pleasure)
 - Wedding (Q5A)
 - Honeymoon (Q5A)
 - Group Tour (Q7)
 - Repeat Visitor (Q3A)
 - To identify the most significant factors affecting overall visitor satisfaction.
 - To identify (for all Korean visitors) the most important determinants of on-island spending

Key Highlighted Segments

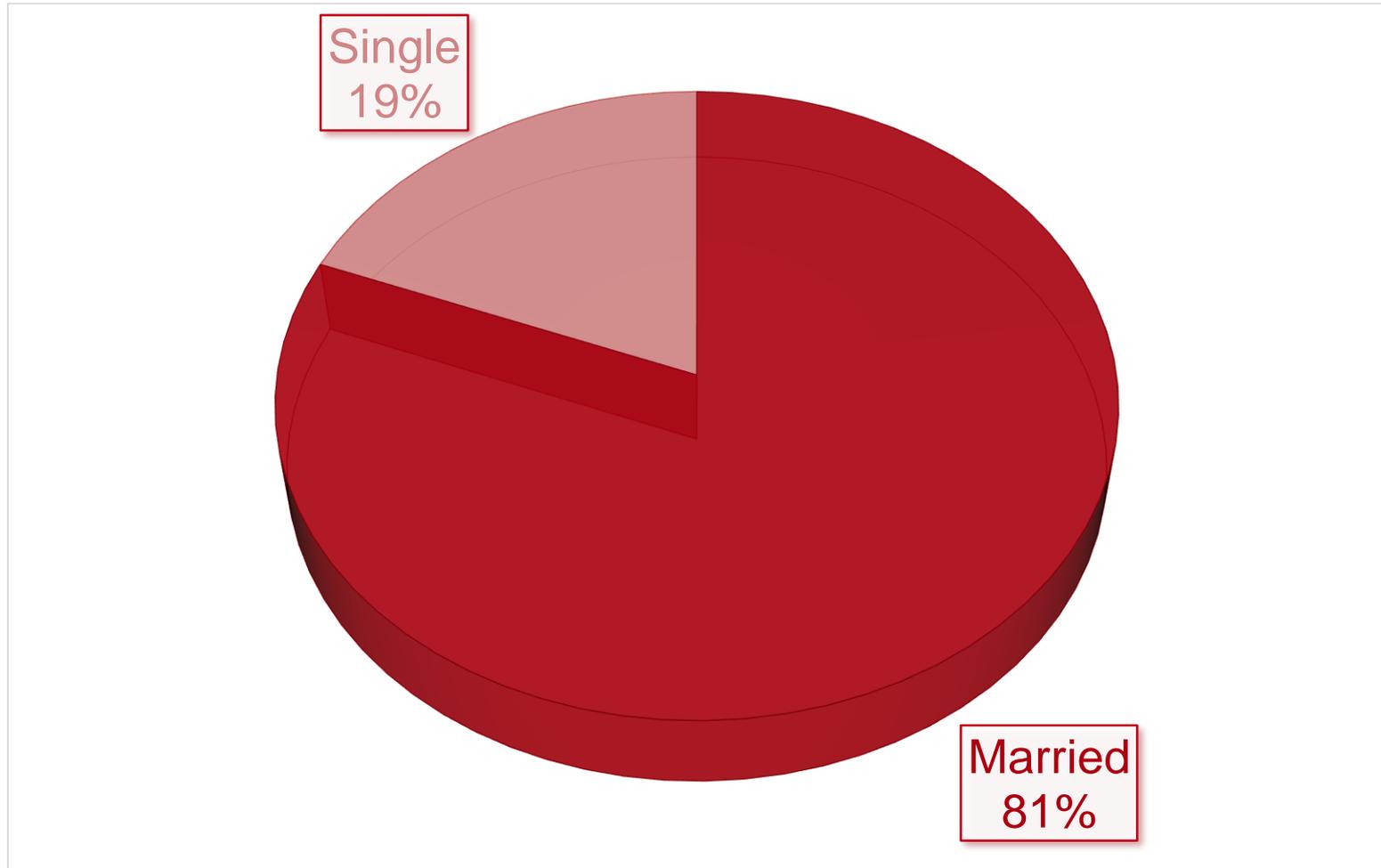


	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
Leisure Traveler	89%	89%	91%									
Family	80%	78%	82%									
Repeat	14%	18%	12%									
FIT	12%	15%	15%									
Honey-moon	10%	10%	5%									
MICE	5%	3%	4%									
Wedding	1%	1%	0%									
Group	1%	1%	1%									

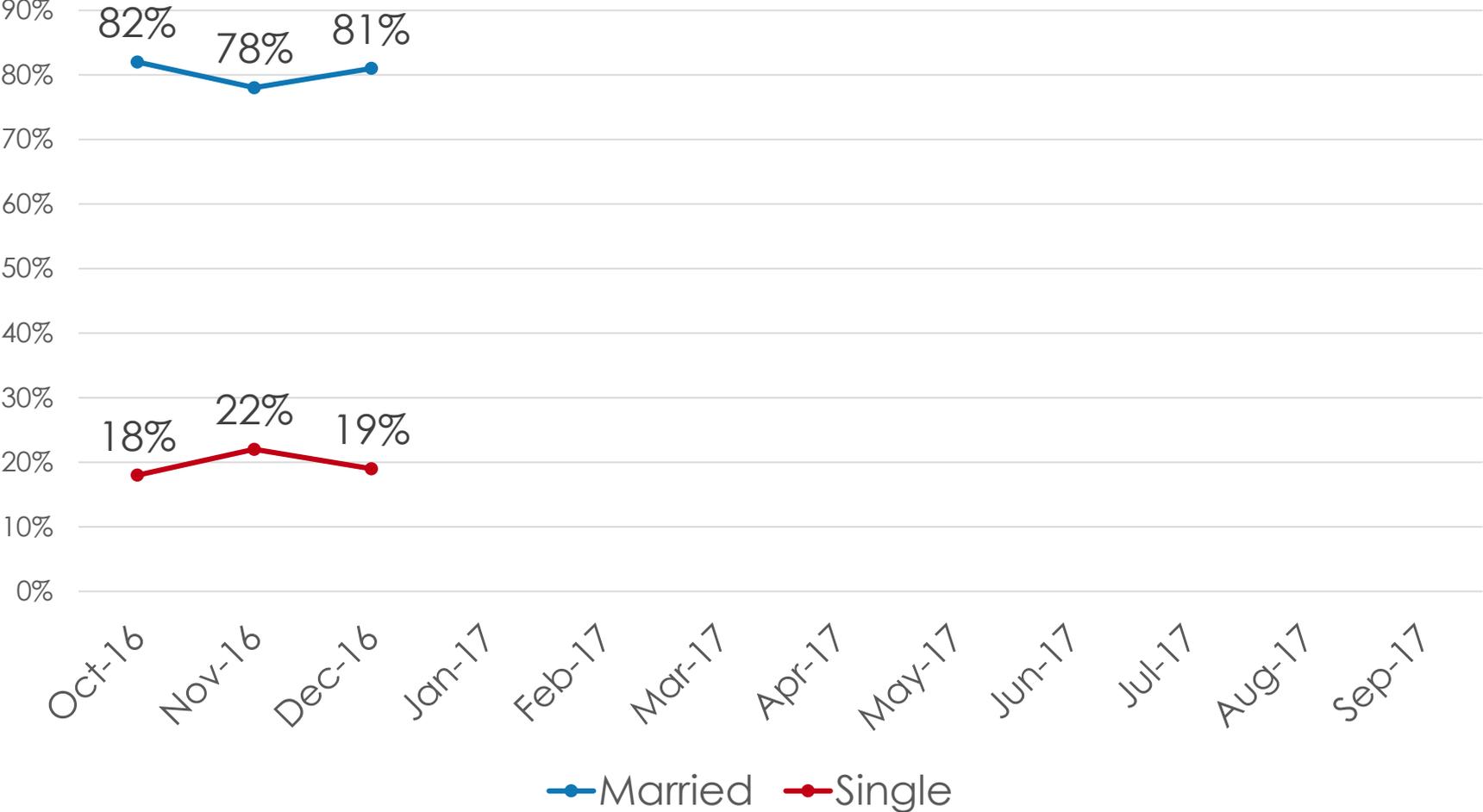
SECTION 1

PROFILE OF RESPONDENTS

Marital Status



Marital status – FY2017 Tracking



Marital status – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

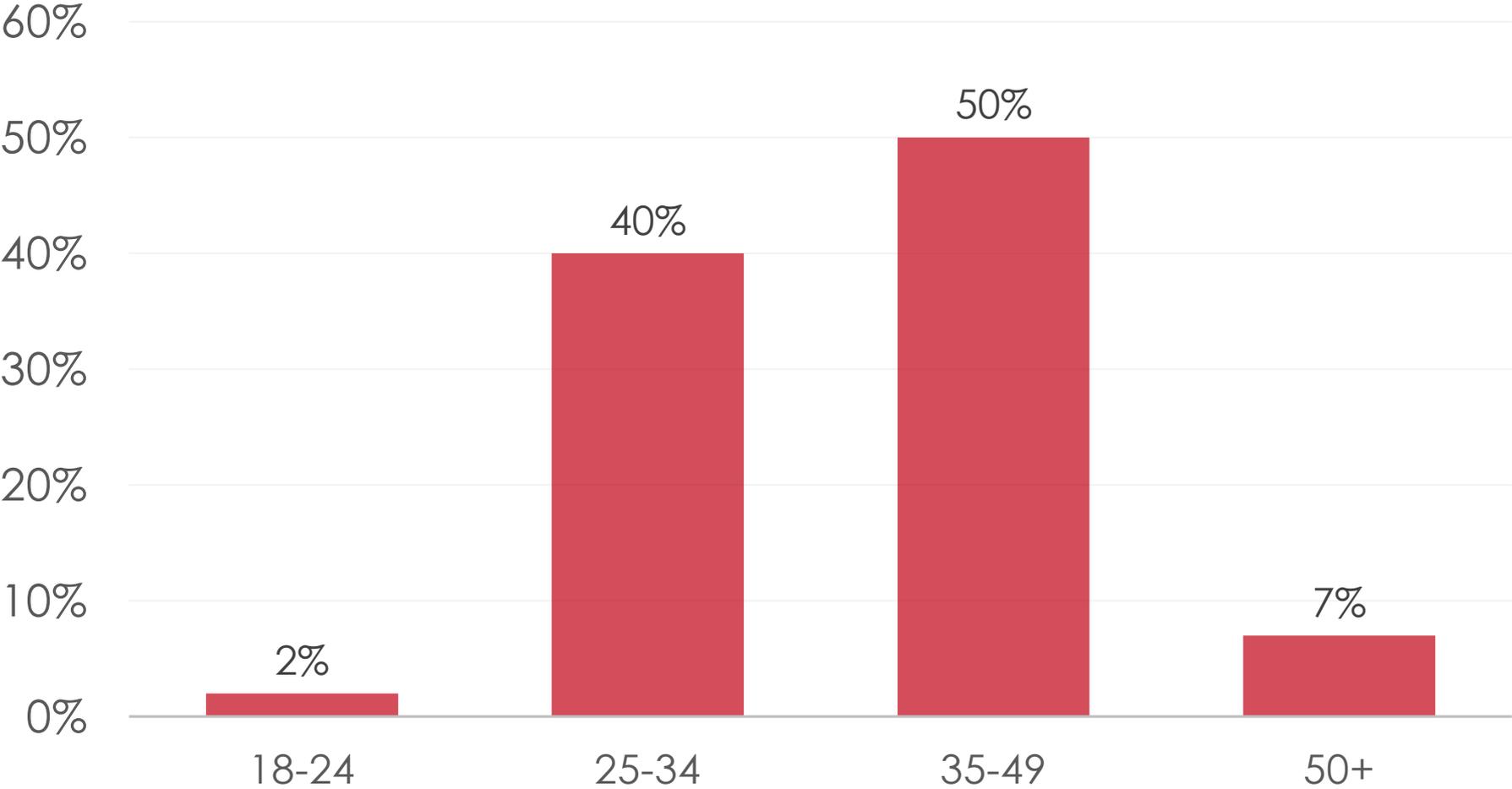
QE Are you married or single?

		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
QE	Married	81%	72%	79%	88%	100%	81%	93%	100%	83%
	Single	19%	28%	21%	12%		19%	7%		17%
	Total	350	54	14	17	1	320	287	2	42

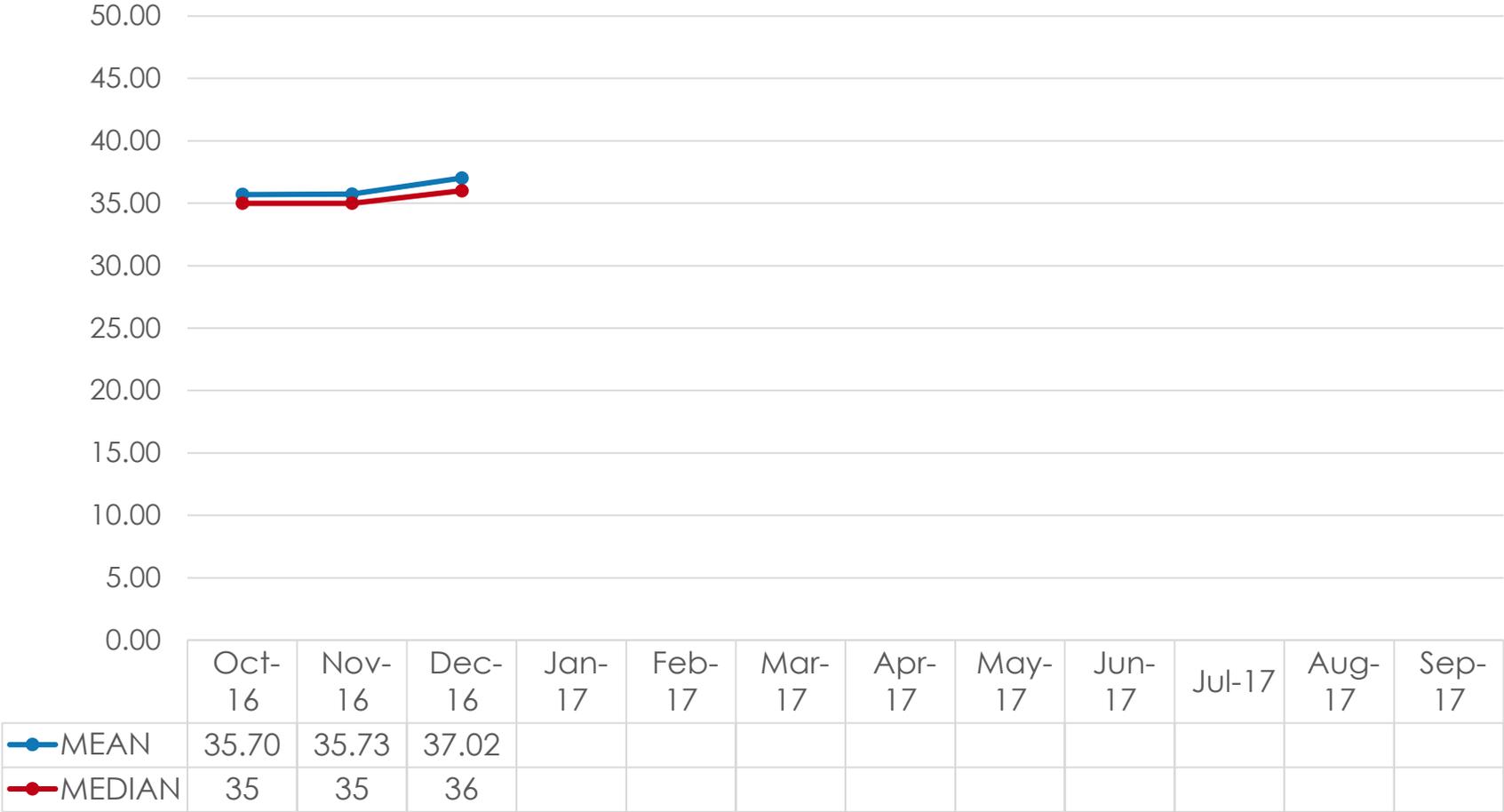
Prepared by QMark Research

Age

MEAN = 37.02
MEDIAN = 36



Age – FY2017 Tracking



Age – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

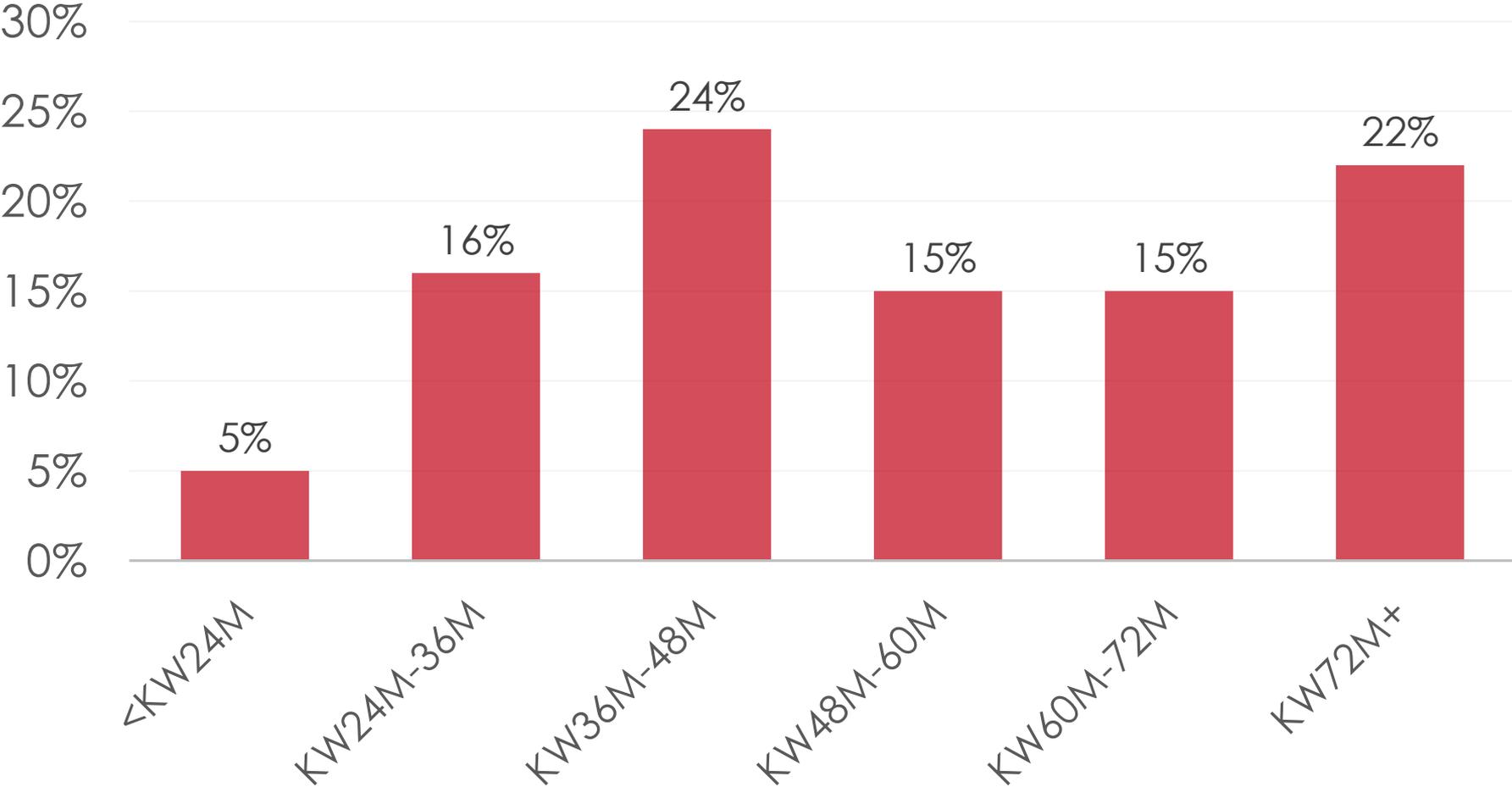
QF And what was your age on your last birthday?

		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
QF	18-24	2%	2%	7%			2%	1%		
	25-34	40%	46%	29%	82%	100%	41%	36%		21%
	35-49	50%	46%	57%	18%		49%	55%		69%
	50+	7%	6%	7%			8%	8%	100%	10%
	Total	349	54	14	17	1	319	286	2	42
QF	Mean	37.02	35.46	39.07	31.59	29.00	36.81	37.64	58.00	39.50
	Median	36	35	42	31	29	36	36	58	39

Prepared by QMark Research

Annual Household Income

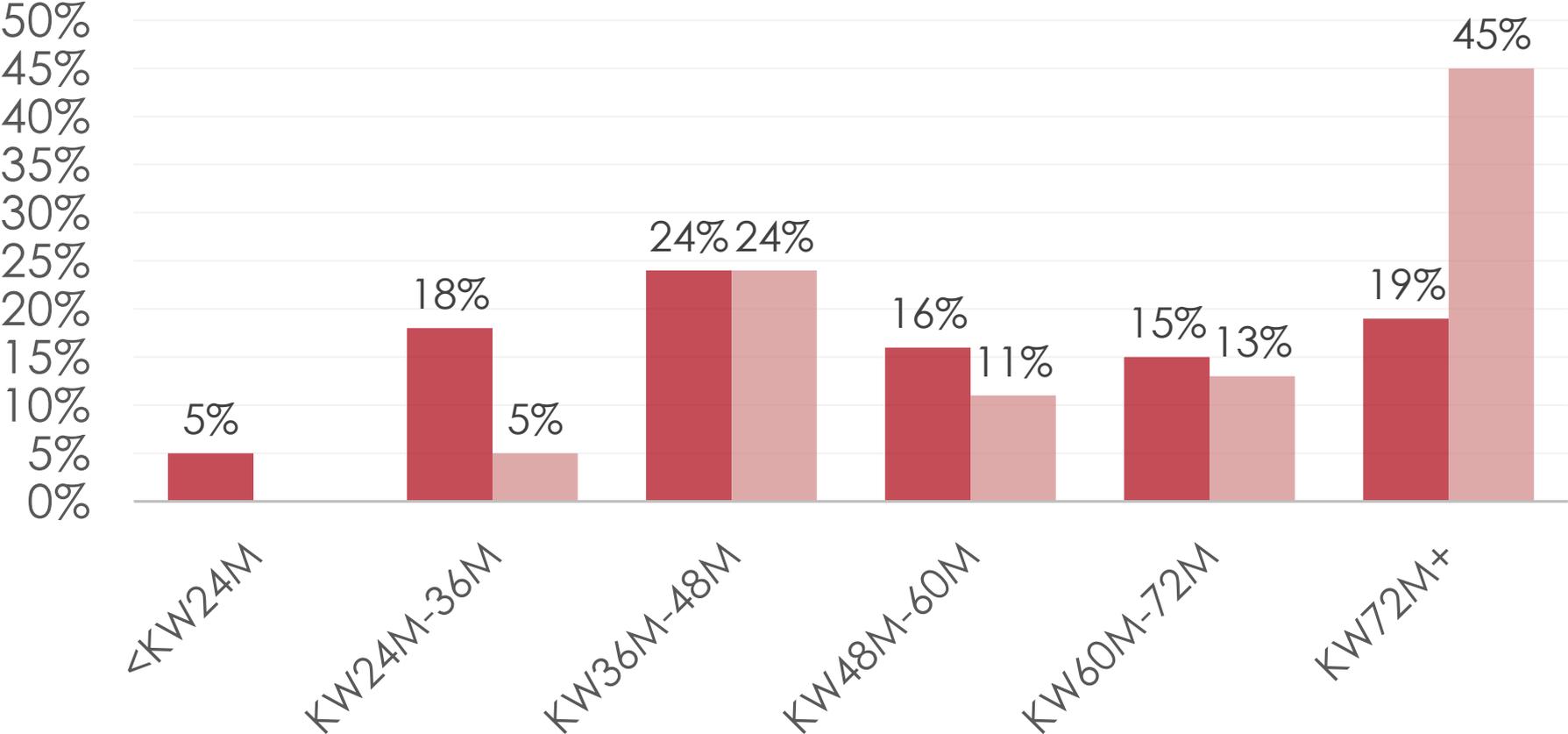
EXCHANGE RATE KW1,171.34=\$1



Annual Household Income

EXCHANGE RATE KW1,171.34=\$1

■ 1st Time ■ Repeat



Annual Household Income – Key Segments

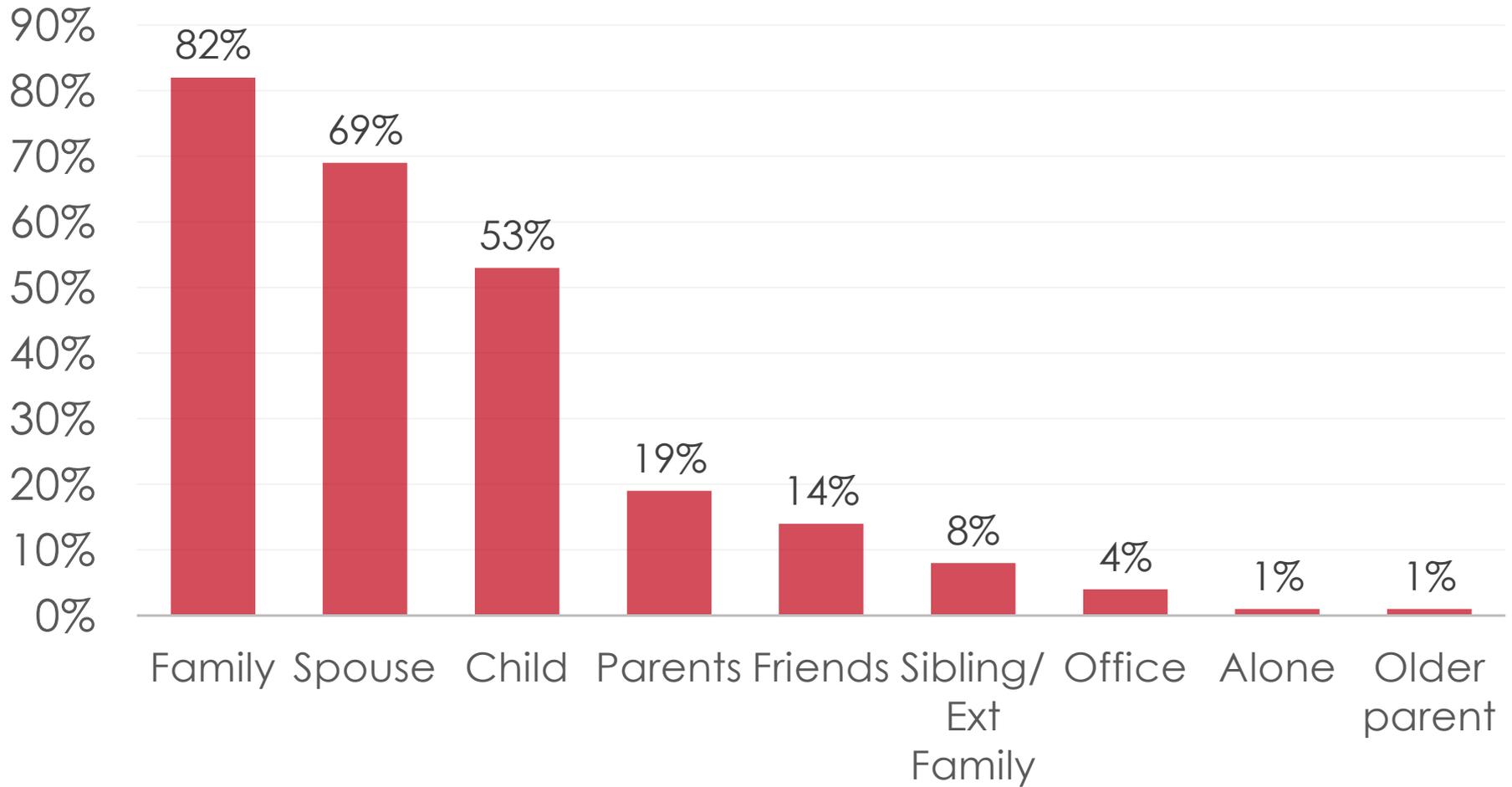
GUAM VISITORS BUREAU - EXIT SURVEY

Q26 What is your approximate annual household income before taxes?

	TOTAL	FIT	MICE	HONEY-MOON	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
	-	-	-	-	-	-	-	-
Q26 <KW12.0M	1%				0%	1%		
KW12.0M-KW24.0M	4%	2%			3%	1%		
KW24.0M-KW36.0M	16%	15%	15%	43%	16%	13%		5%
KW36.0M-KW48.0M	24%	26%	15%	36%	25%	25%	50%	24%
KW48.0M-KW60.0M	15%	15%	8%	7%	15%	17%		11%
KW60.0M-KW72.0M	15%	19%	31%	7%	15%	15%		13%
KW72.0M+	22%	23%	23%		22%	25%		45%
No Income	3%		8%	7%	3%	4%	50%	3%
Total	314	47	13	14	287	253	2	38

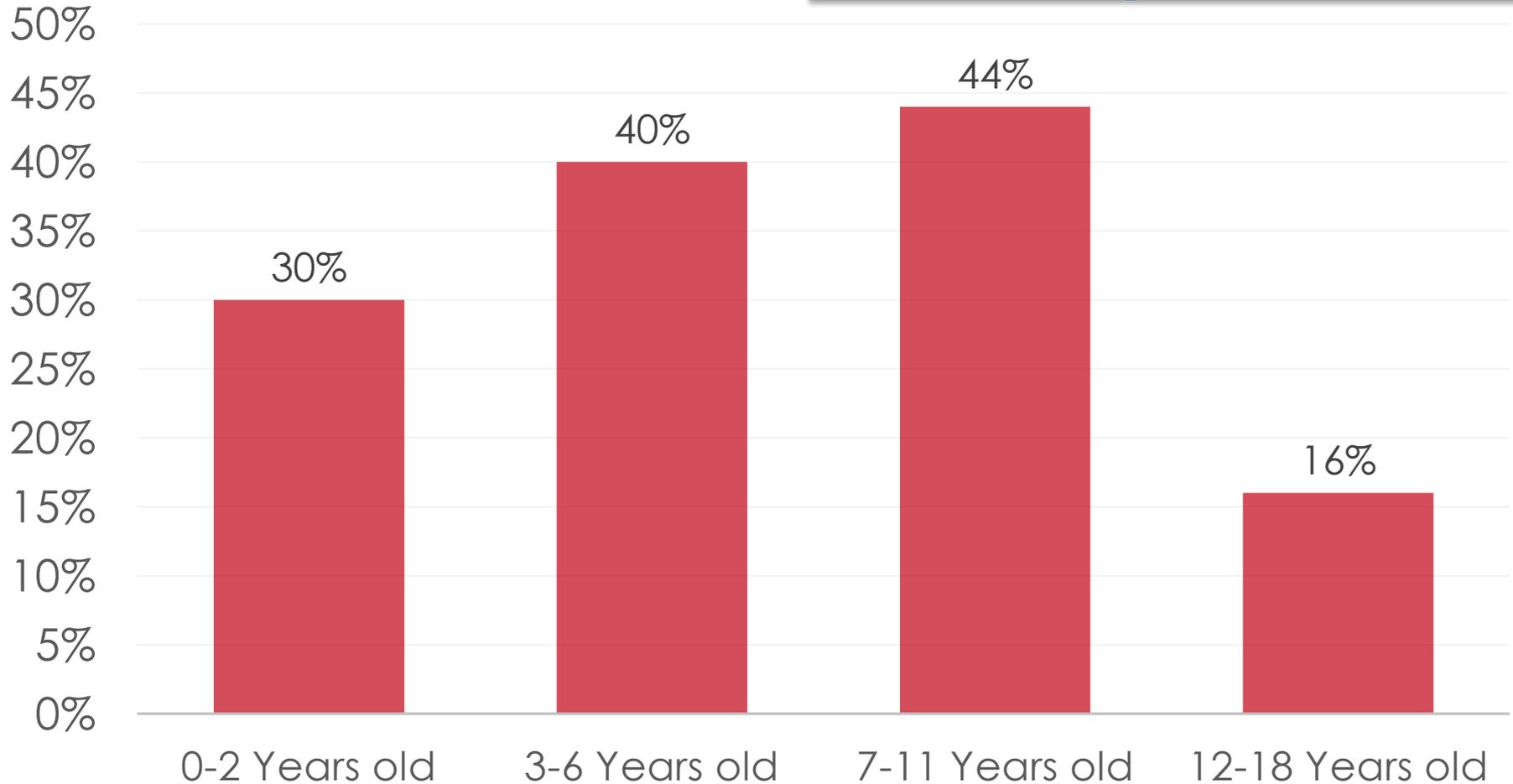
Prepared by QMark Research

Travel Party

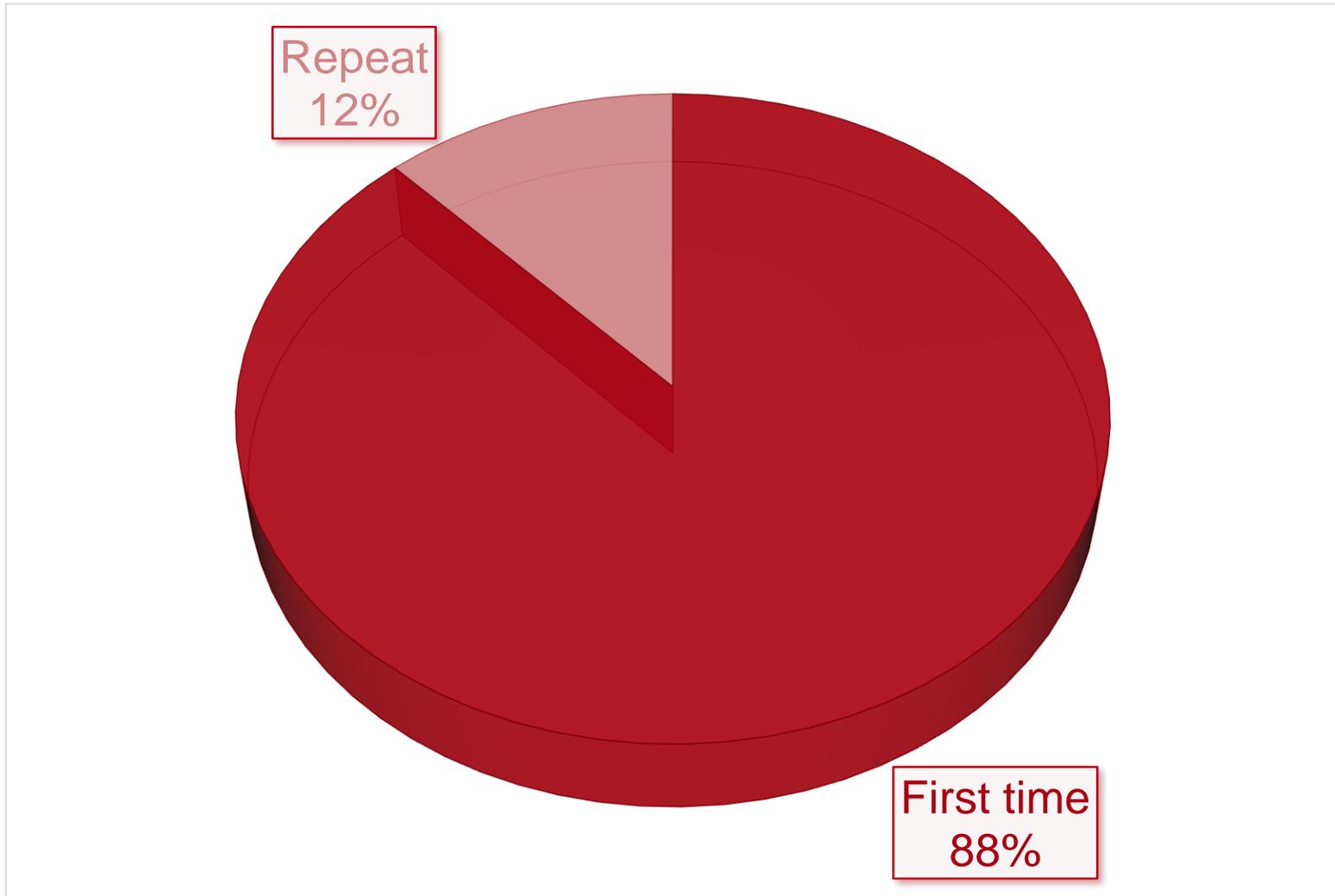


Travel Party - Children

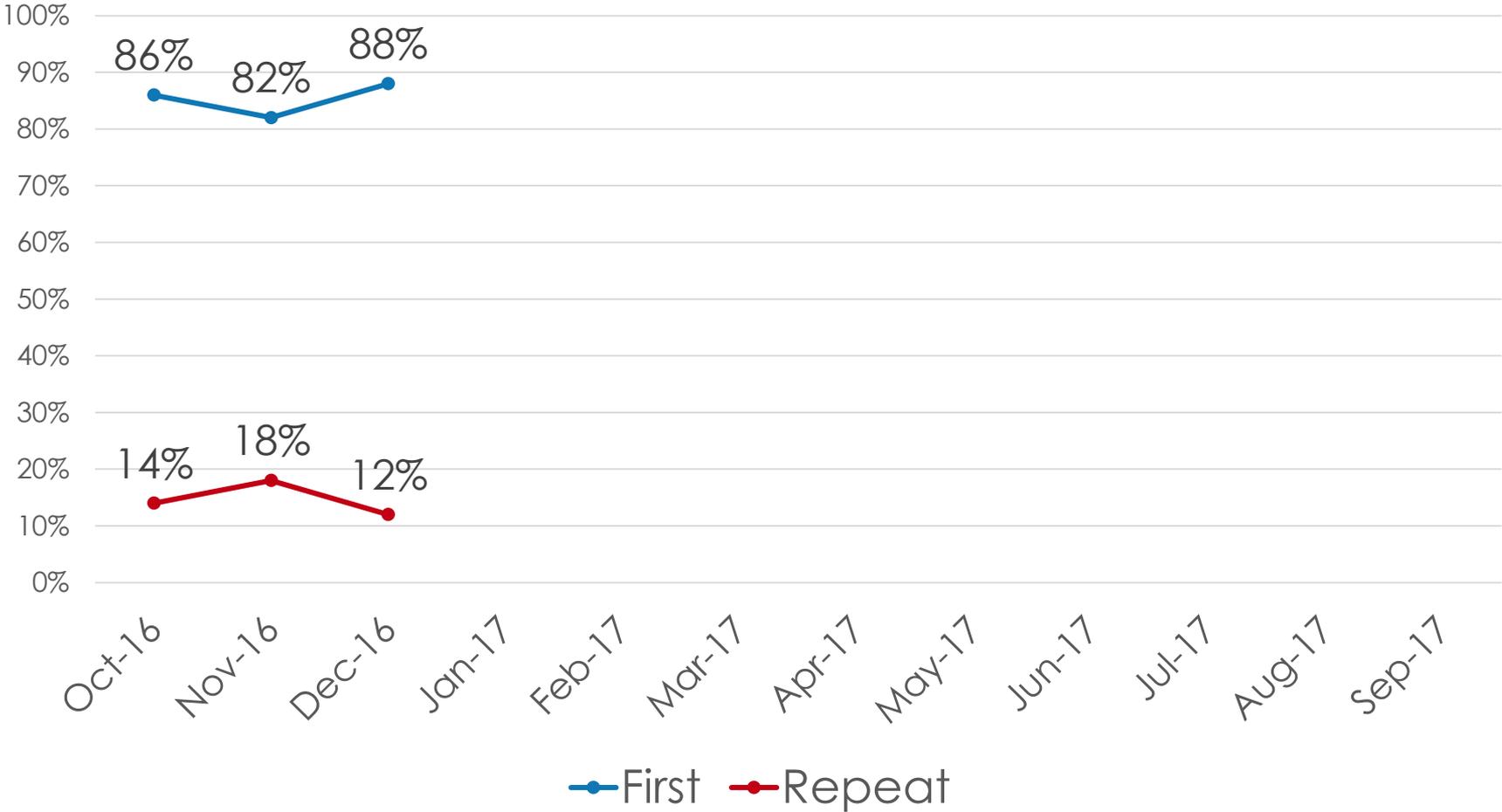
N = 184
53% TRAVELING WITH A CHILD



Trips to Guam



Trips to Guam – FY2017 Tracking



Trips to Guam – Key Segments

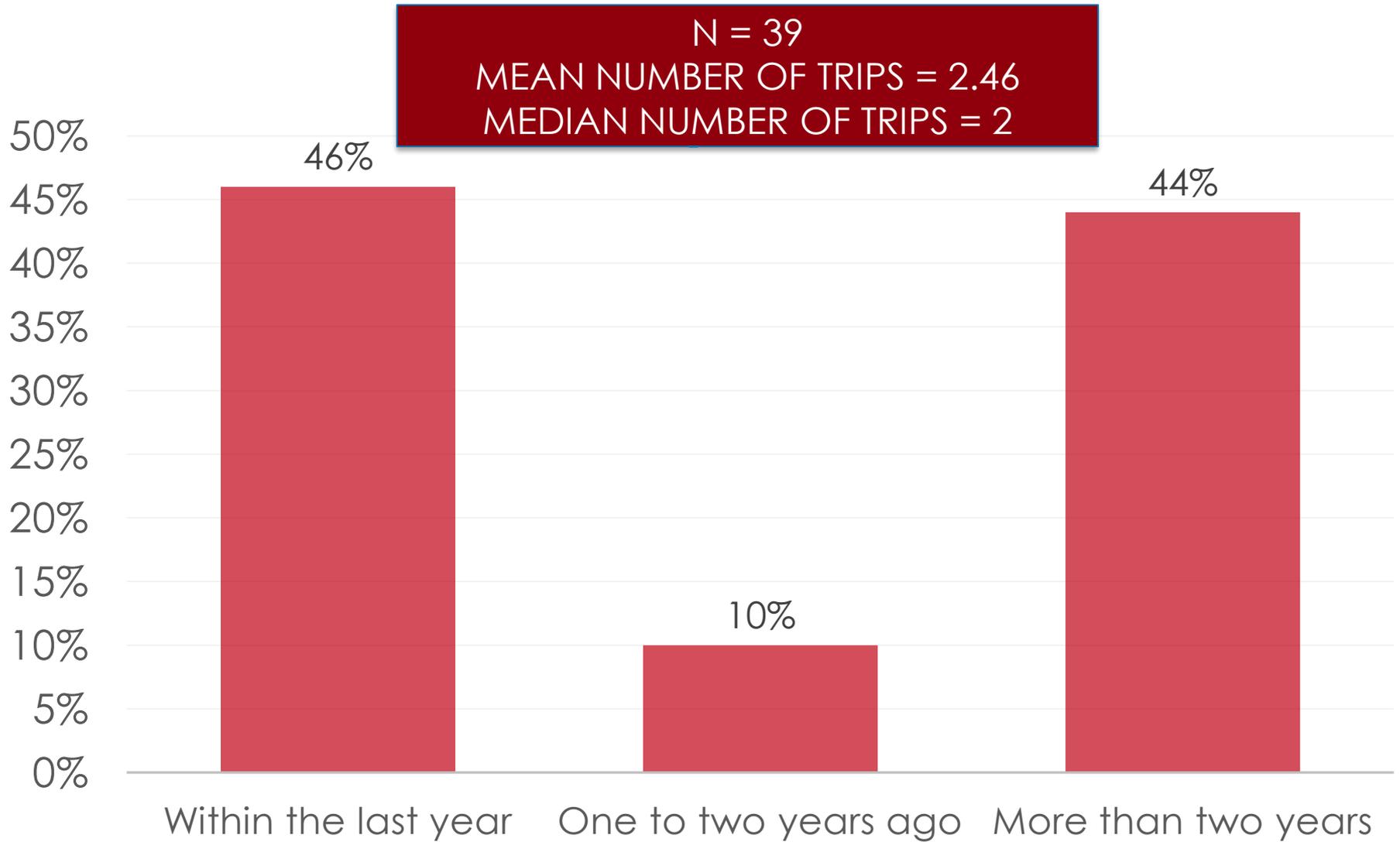
GUAM VISITORS BUREAU - EXIT SURVEY

Q3A Is this your first trip to Guam?

		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
Q3A	Yes	88%	80%	71%	94%	100%	90%	89%	50%	
	No	12%	20%	29%	6%		10%	11%	50%	100%
	Total	350	54	14	17	1	320	287	2	42

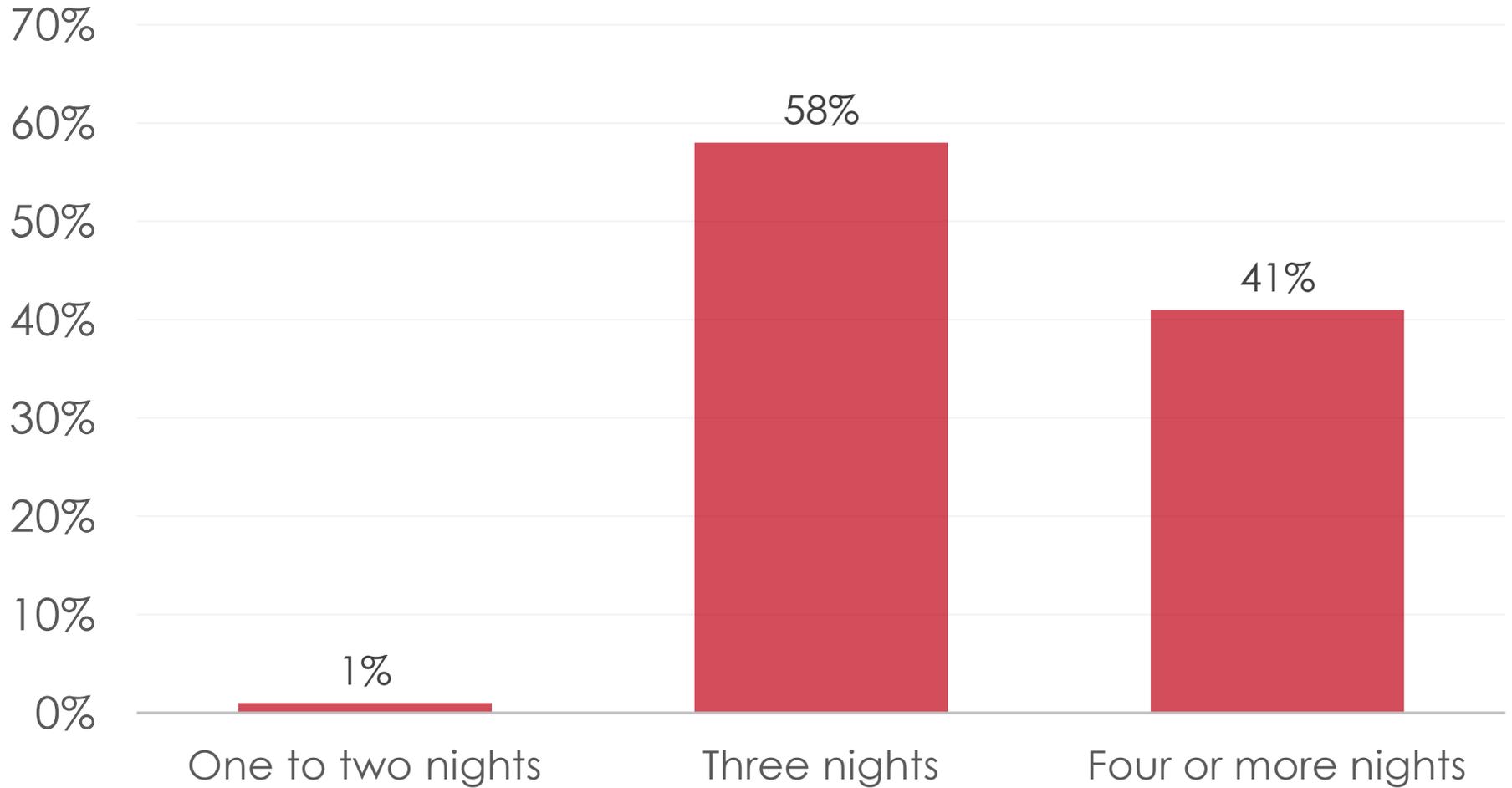
Prepared by QMark Research

Repeat Visitor- Most Recent Trip



Length of Stay

MEAN NUMBER OF NIGHTS = 3.54
MEDIAN NUMBER OF NIGHTS = 3



Length of Stay – FY2017 Tracking



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	3.60	3.64	3.54									
MEDIAN	3	3	3									

Length of Stay – Key Segments

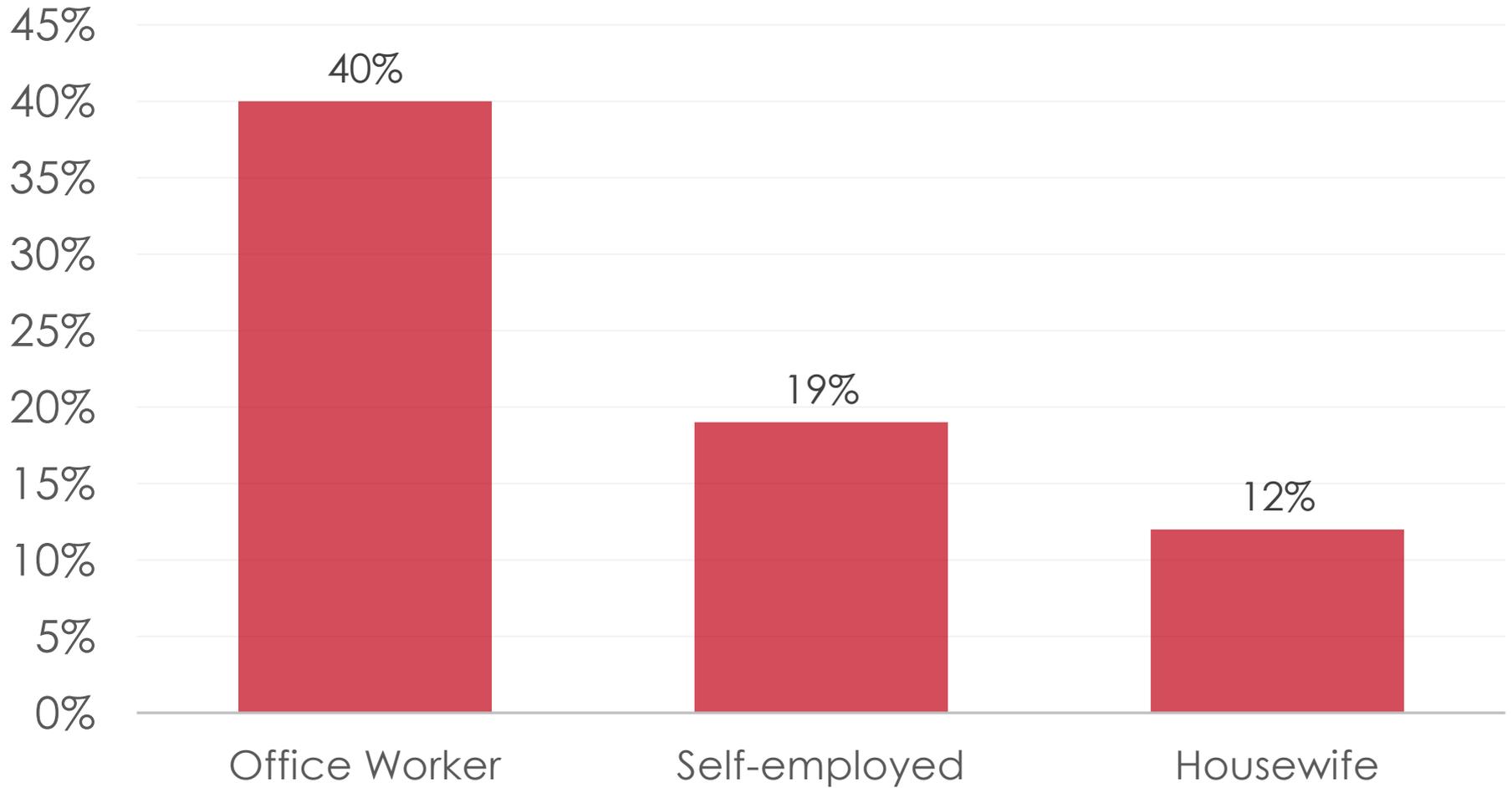
GUAM VISITORS BUREAU - EXIT SURVEY

Q3C REPEAT VISITOR - When was your last visit?

		TOTAL	FIT	MICE	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-
Q3C	Within last year	46%	82%		53%	48%		46%
	One to Two years	10%			7%	10%		10%
	More than two years	44%	18%	100%	40%	41%	100%	44%
	Total	39	11	4	30	29	1	39

Prepared by QMark Research

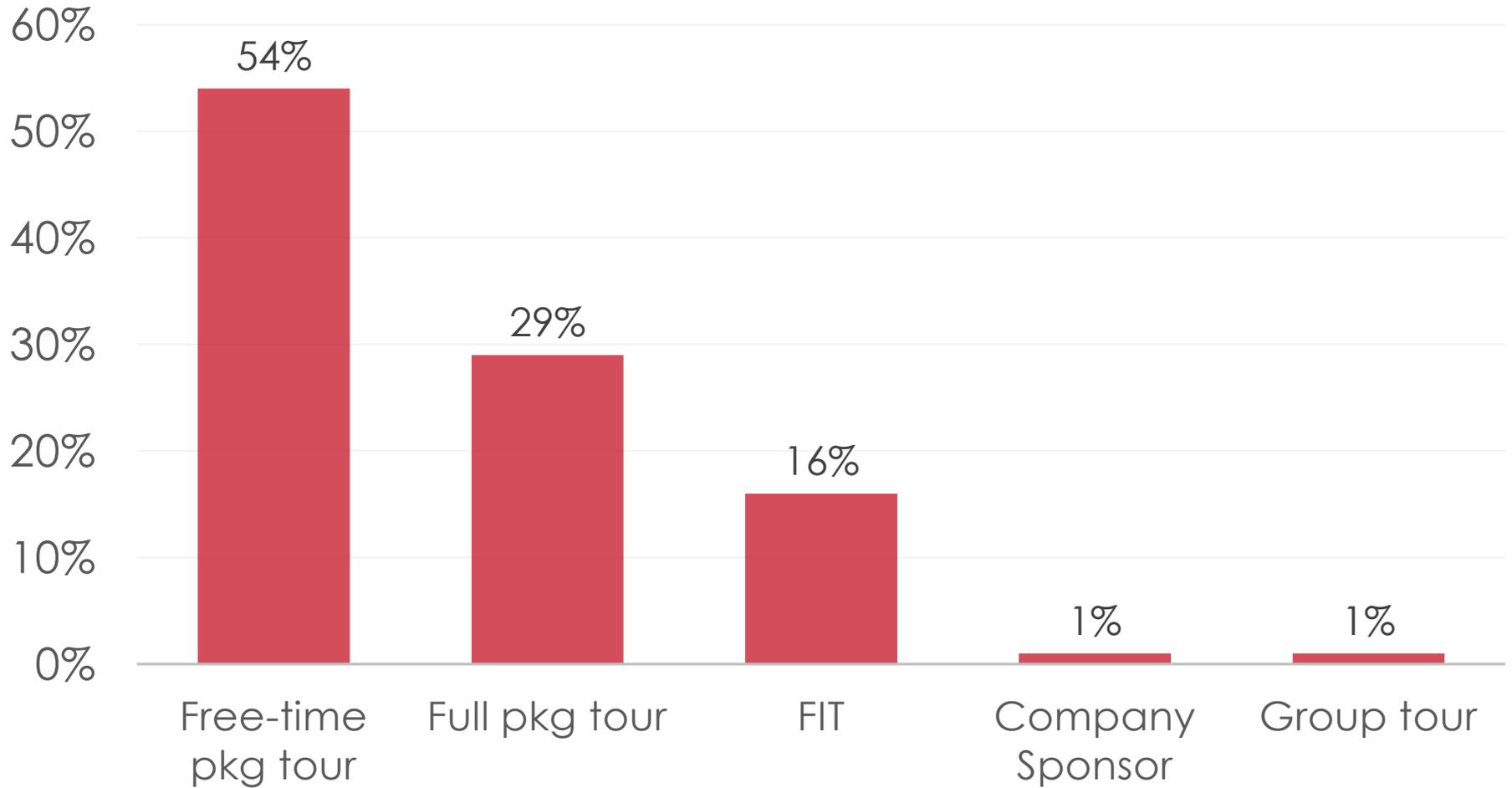
Occupation – Top Responses (10%+)



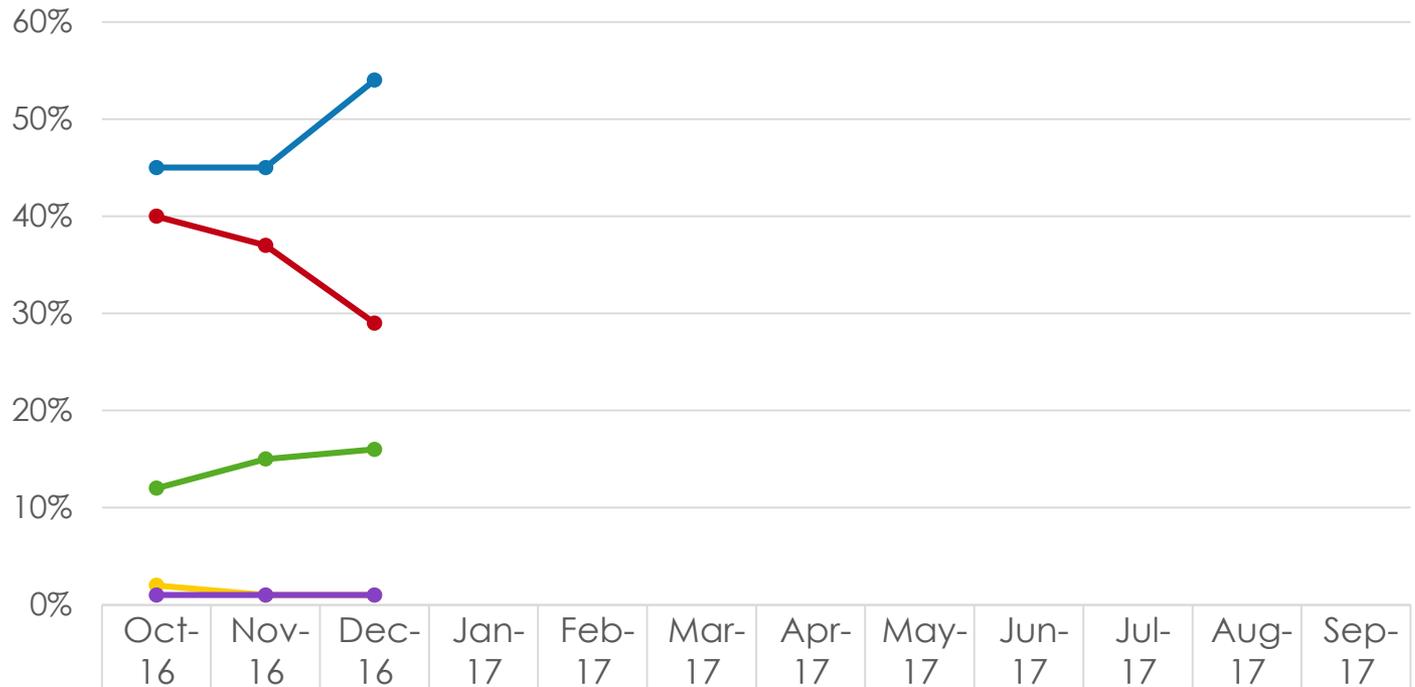
SECTION 2

TRAVEL PLANNING

Travel Planning



Travel Planning – FY2017 Tracking



Free-time pkg tour	45%	45%	54%									
Full pkg tour	40%	37%	29%									
FIT	12%	15%	16%									
Company	2%	1%	1%									
Group	1%	1%	1%									

Travel Planning – Key Segments

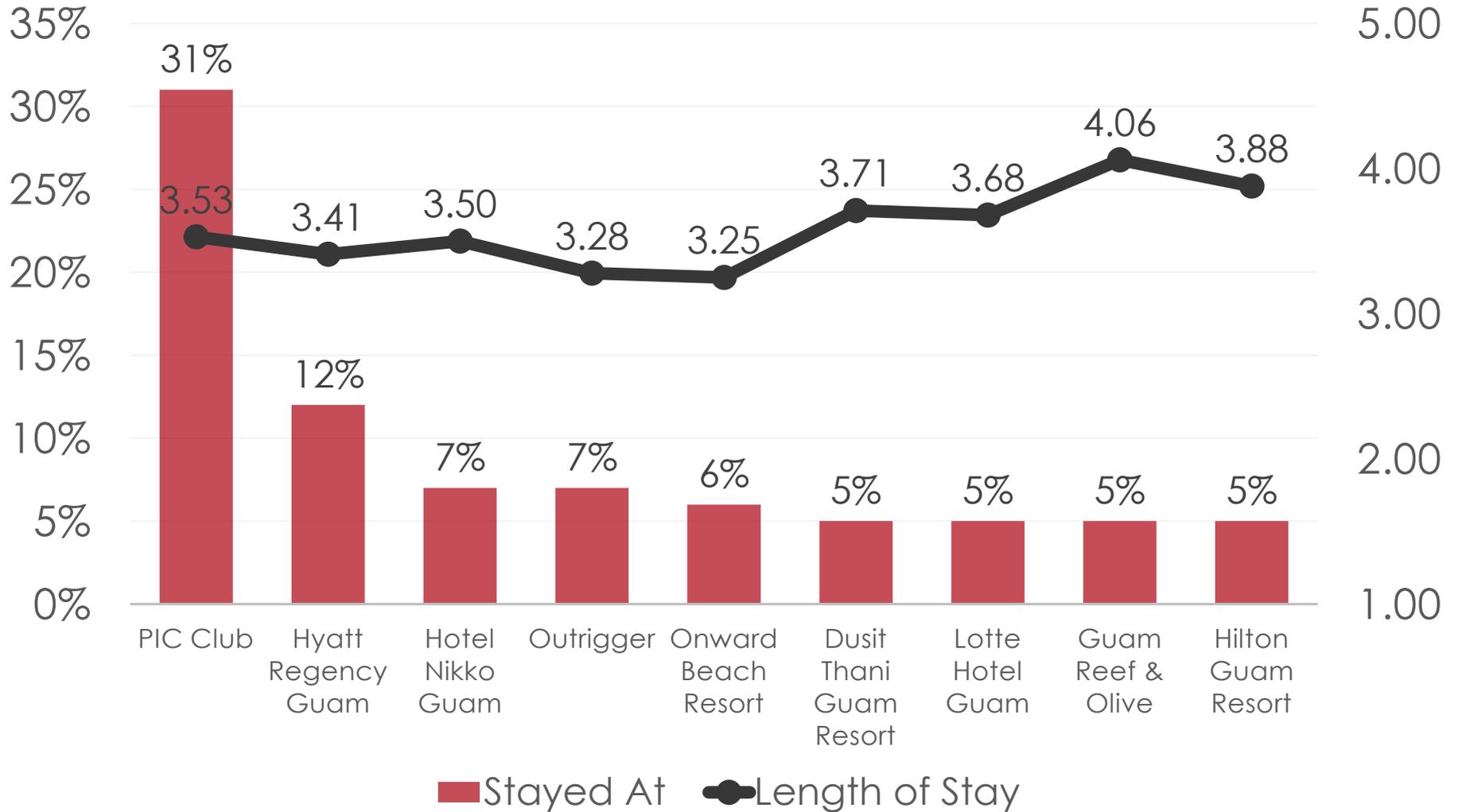
GUAM VISITORS BUREAU - EXIT SURVEY

Q7 Please describe your travel arrangements to Guam?

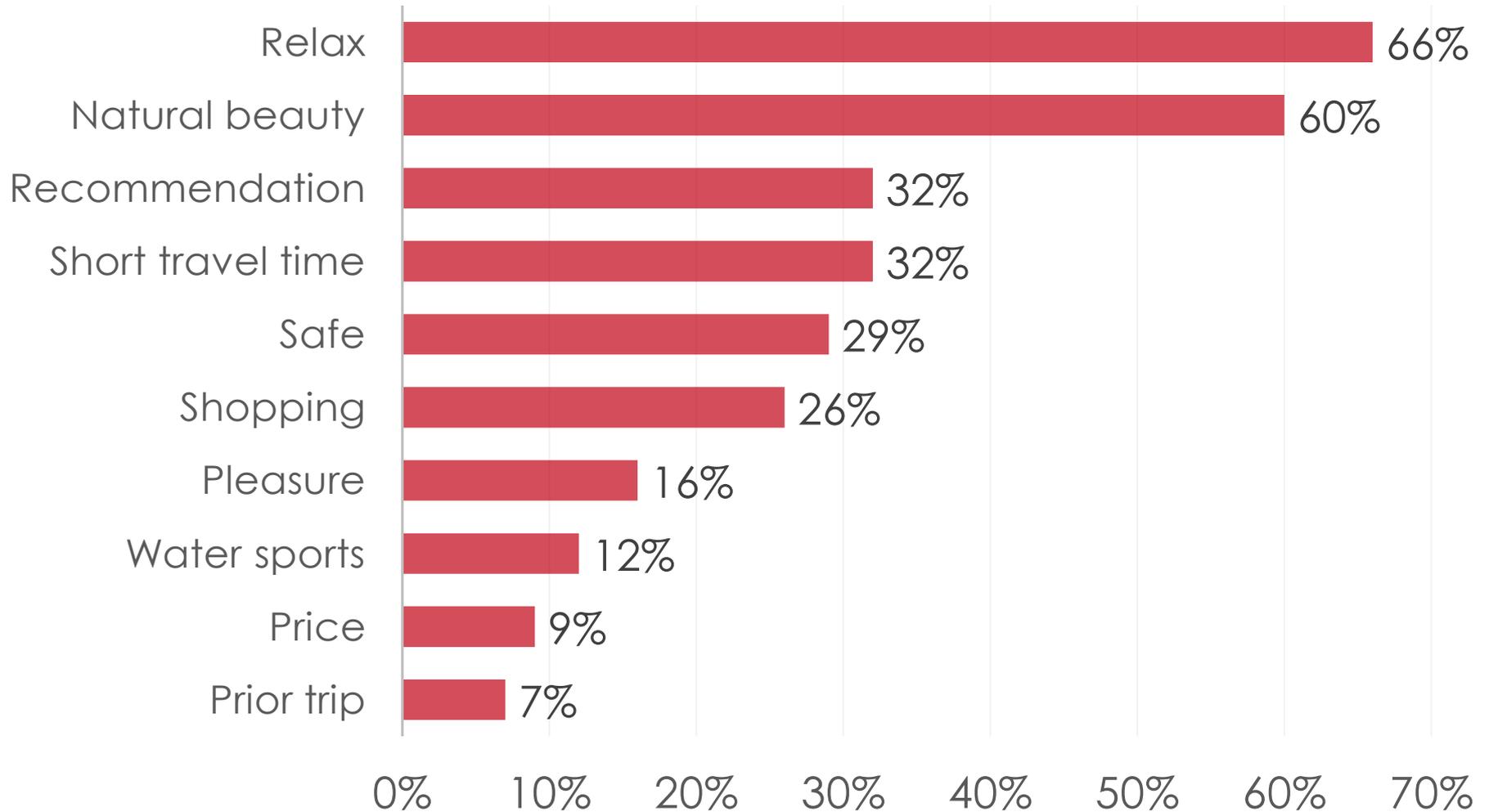
		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
Q7	Free-time package tour	54%		7%	71%	100%	54%	55%		52%
	Full package tour	29%		50%	24%		29%	30%		19%
	Individually arranged travel (FIT)	16%	100%	7%	6%		16%	14%		26%
	Company paid travel	1%		29%			1%	0%		
	Group tour	1%		7%			1%	1%	100%	2%
	Total	348	54	14	17	1	318	286	2	42

Prepared by QMark Research

Accommodations (Top Responses)



Travel Motivation (Top Responses)



Travel Motivation – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

Q5A Please select the top 3 reasons that motivated you to travel to Guam?

		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
Q5A	Relax	66%	69%	57%	65%		71%	69%	100%	59%
	Natural beauty	60%	63%	36%	47%	100%	65%	58%		51%
	Recomm- friend/family/trvl agnt	32%	26%	7%	12%		30%	32%		7%
	Short travel time	32%	39%	29%	18%		29%	32%		27%
	Safe	29%	26%	21%	24%		28%	31%		32%
	Shopping	26%	35%	14%	29%		26%	27%		27%
	Pleasure	16%	9%		24%		18%	15%		20%
	Water sports	12%	20%	7%			11%	13%		7%
	Price	9%	4%	7%			8%	8%		7%
	Previous trip	7%	13%	14%			6%	6%		61%
	Honeymoon	5%	2%		100%	100%	5%	5%		2%
	Visit friends/ Relatives	4%	2%				3%	5%		2%
	Company Sponsored	4%	2%	93%			3%	2%	50%	10%
	Other	2%					2%	3%		5%
	Company/ Business Trip	2%		14%			1%	1%		
	Golf	1%	2%	7%	6%		2%	1%	50%	5%
	Career Cert/ Testing	1%	4%				1%	0%		
	Scuba	1%					1%	1%		
	Organized sports	1%					1%	0%		
	Married/ Attn wedding	0%			6%	100%	0%	0%		
	Convention/ Trade/ Conference	0%		7%			0%			
	Total	348	54	14	17	1	320	285	2	41

Prepared by QMark Research

SECTION 3

EXPENDITURES

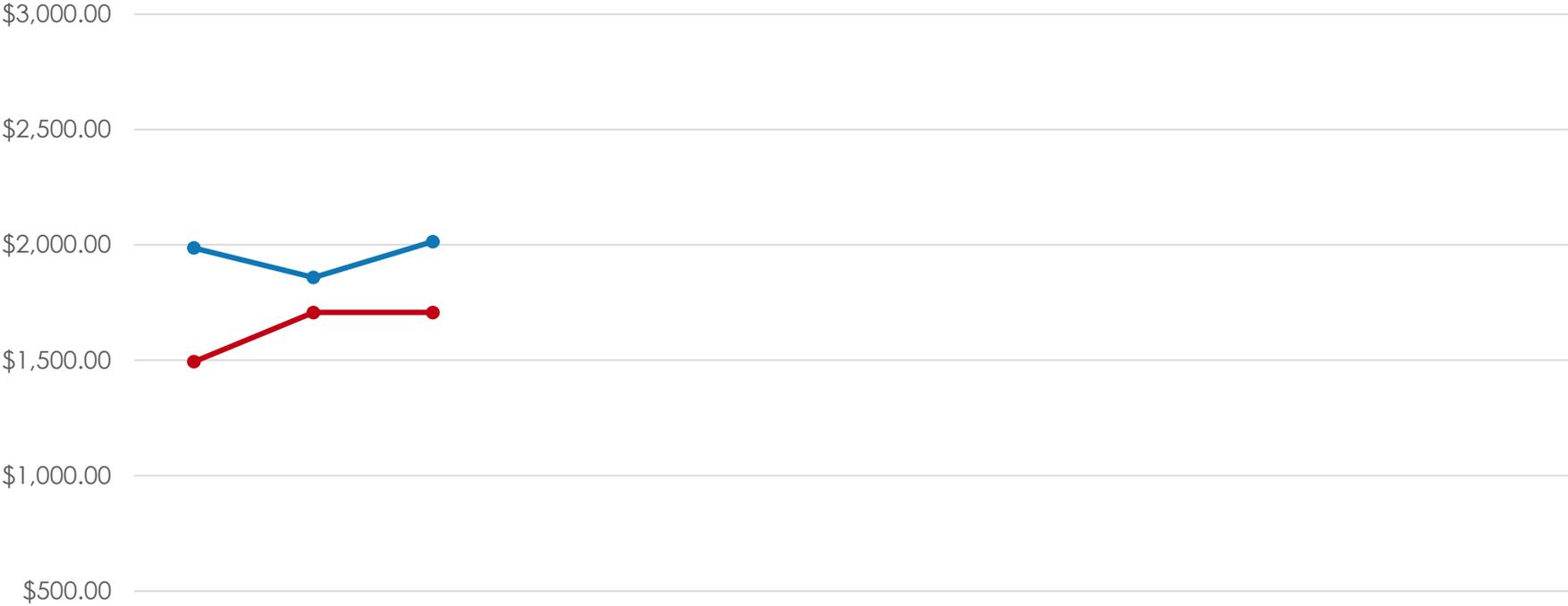
Prepaid Expenditures

EXCHANGE RATE KW1,171.34=\$1

- \$2,014.43 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$645.02 = overall mean average per person prepaid expenditures

Prepaid Entire Travel Party – FY2017

Tracking



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
● MEAN	\$1,986.98	\$1,858.83	\$2,014.43									
● MEDIAN	\$1,494.00	\$1,707.00	\$1,707.00									

Prepaid Per Person– FY2017 Tracking



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$658.04	\$720.62	\$645.02									
MEDIAN	\$733.00	\$745.00	\$691.00									

Prepaid Per Person– Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

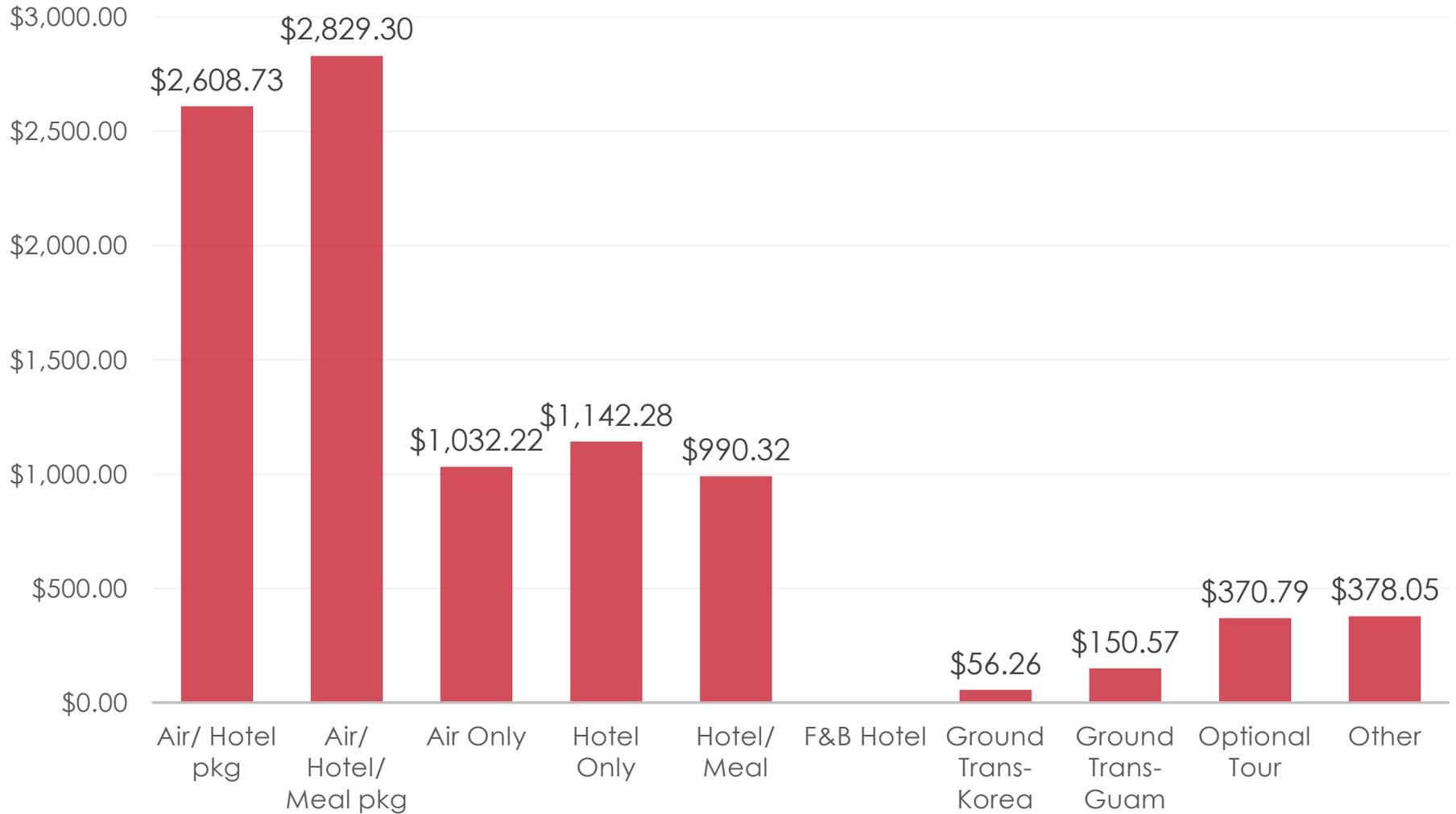
Q10A How much did you pay in RUSSIA before coming to Guam for the tour package, your airfare, lodging meals, and transportation?

PER PERSON

		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
PREPAID PP	Mean	\$645.02	\$572.99	\$101.49	\$993.31	\$1,536.70	\$643.91	\$647.59	\$0.00	\$647.83
	Median	\$691	\$534	\$0	\$1,003	\$1,537	\$683	\$696	\$0	\$783

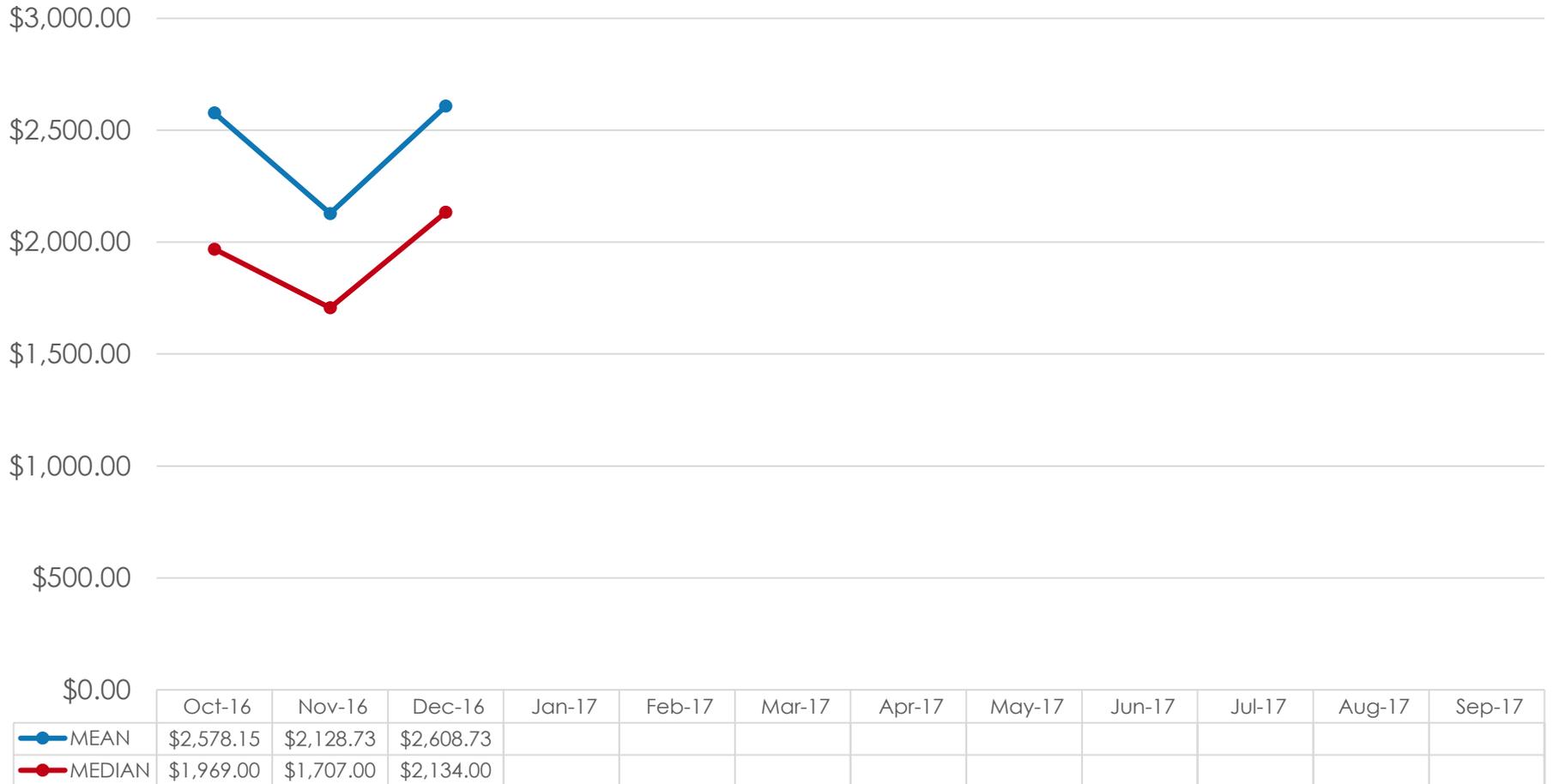
Prepared by QMark Research

Prepaid Expenses by Category – MEAN Entire Travel Party



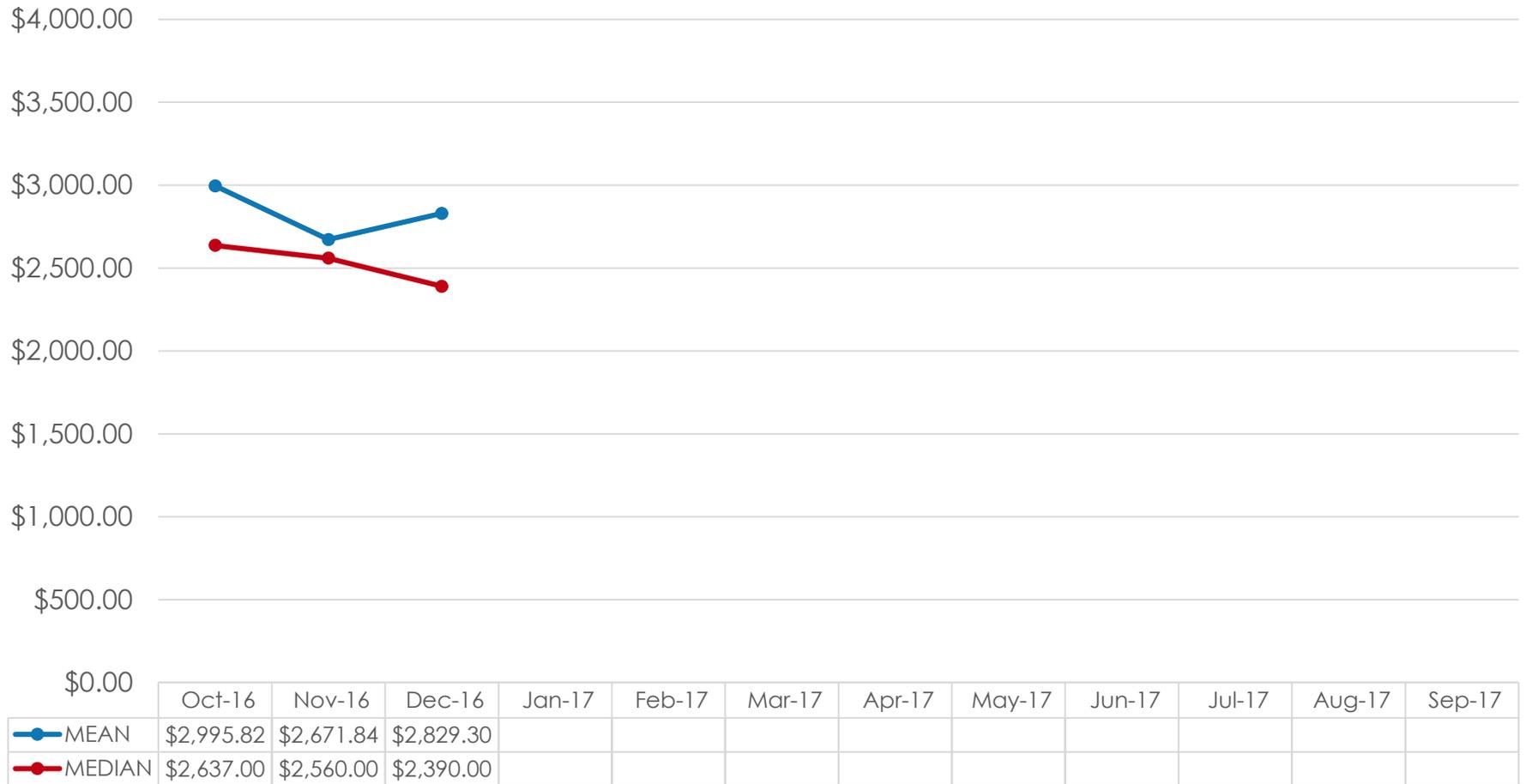
Prepaid- FY2017 Tracking

Airfare & Accommodation Packages



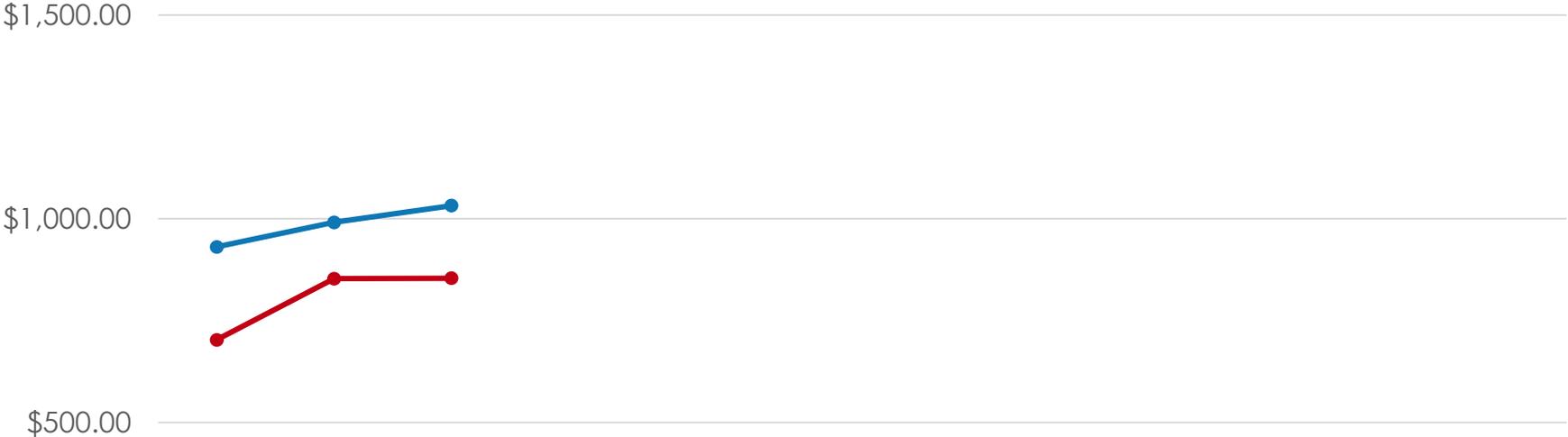
Prepaid- FY2017 Tracking

Airfare & Accommodation W/ Meal Packages



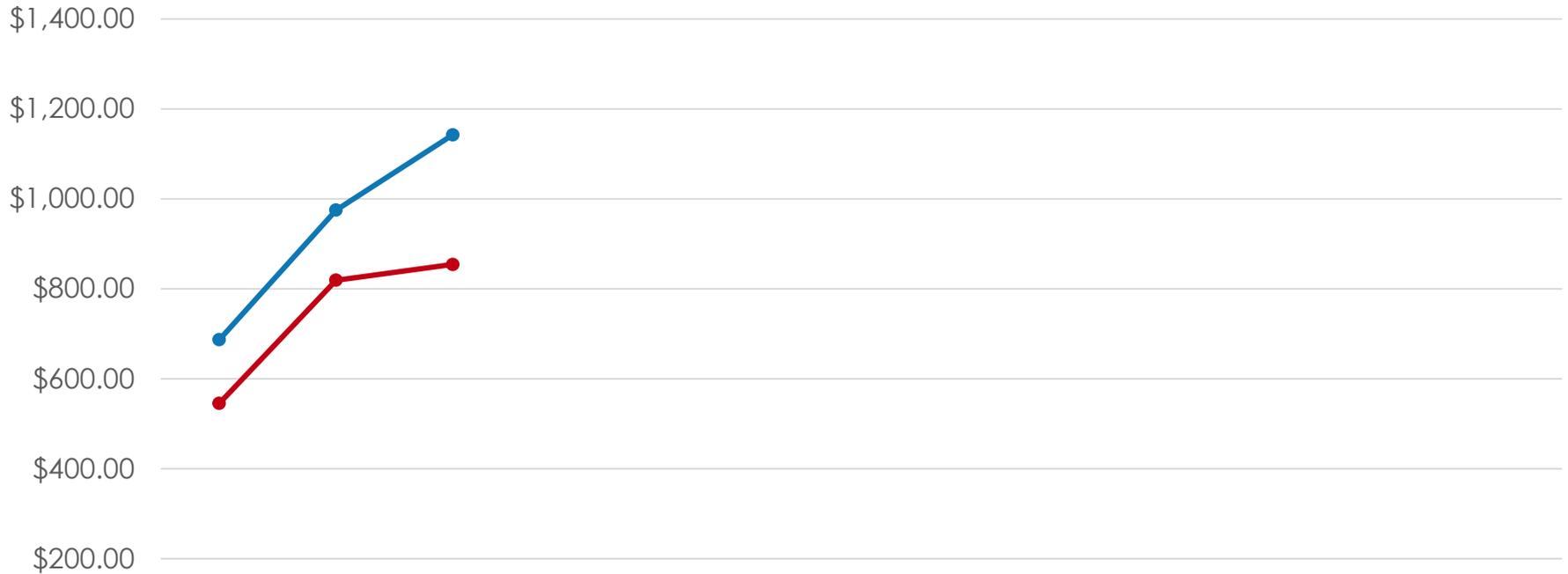
Prepaid- FY2017 Tracking

Airfare Only



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$930.99	\$991.20	\$1,032.22									
MEDIAN	\$703.00	\$853.00	\$854.00									

Prepaid- FY2017 Tracking Accommodations Only



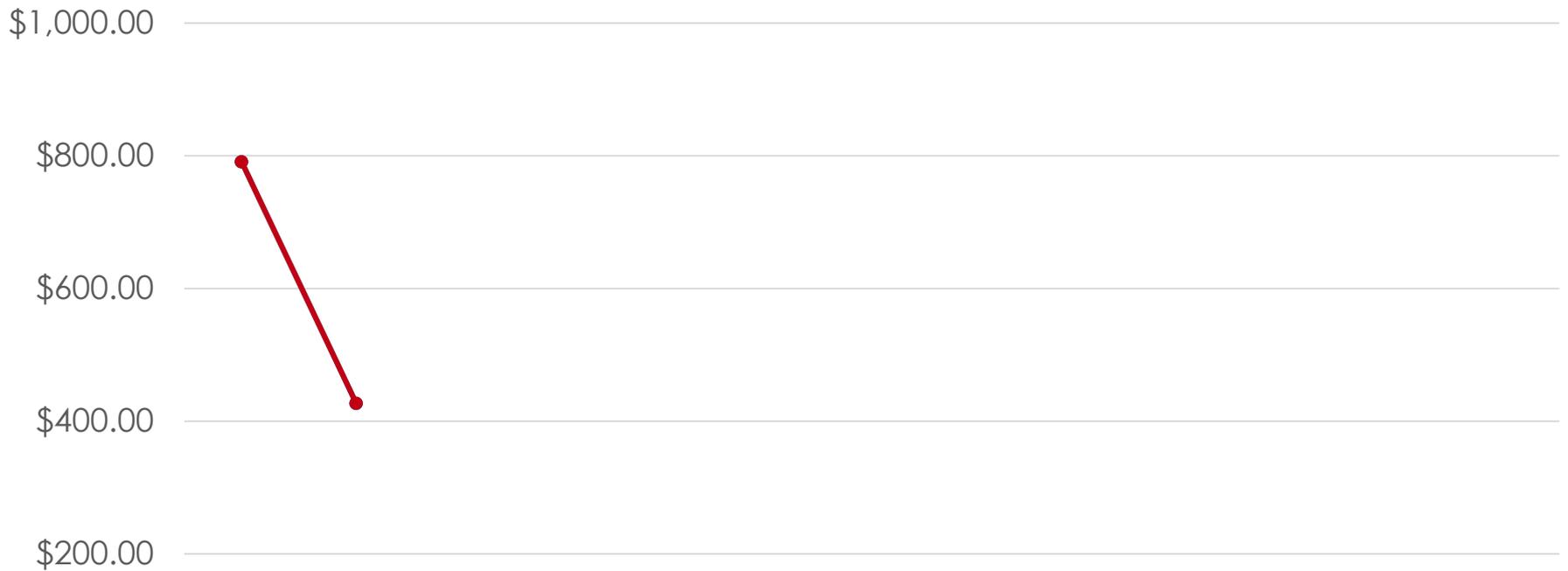
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$686.81	\$974.76	\$1,142.28									
MEDIAN	\$545.00	\$819.00	\$854.00									

Prepaid- FY2017 Tracking Accommodations w/ Meal Only



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$799.92	\$901.21	\$990.32									
MEDIAN	\$879.00	\$853.00	\$768.00									

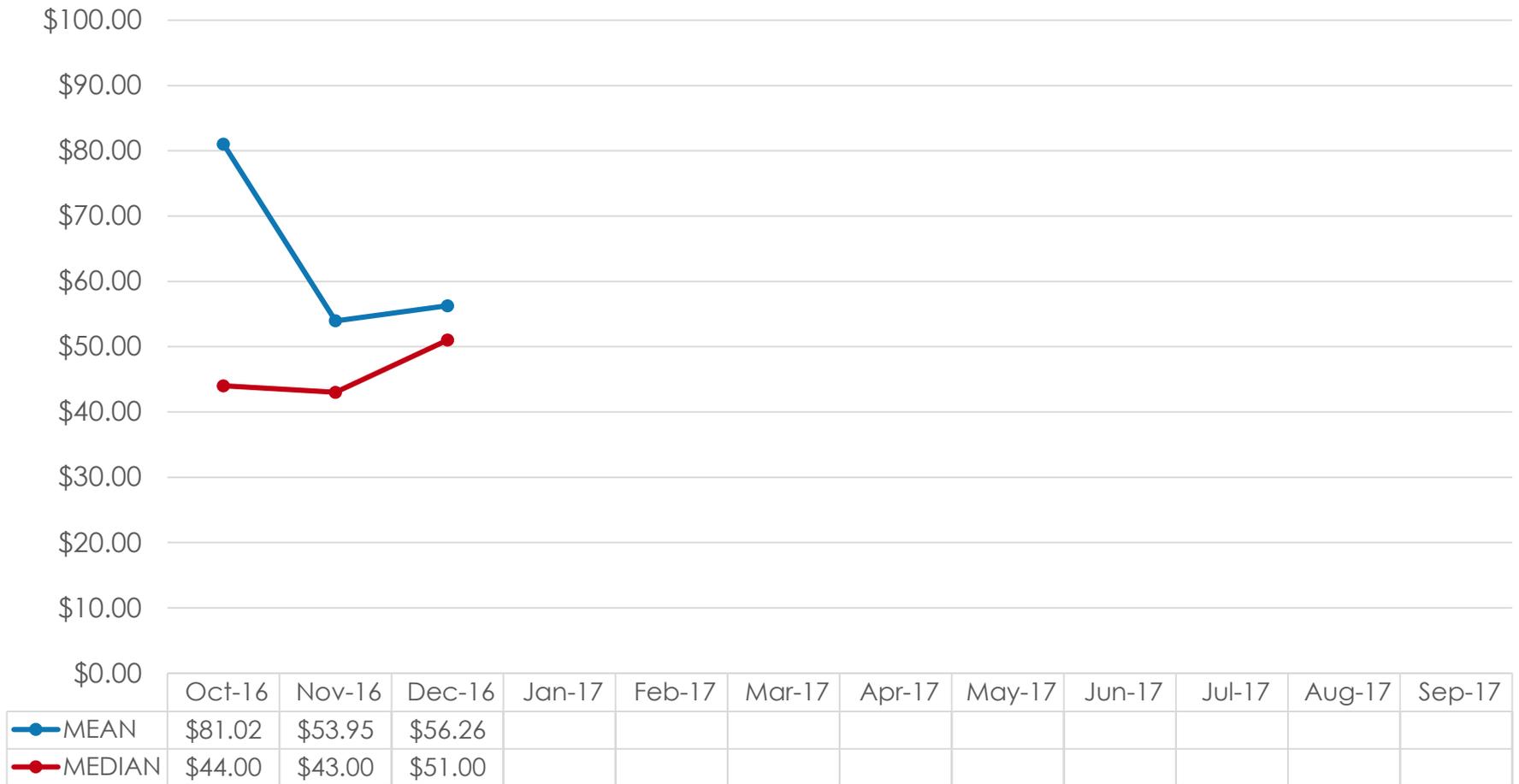
Prepaid– FY2017 Tracking Food & Beverage in Hotel



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$791.13	\$426.71										
MEDIAN	\$791.00	\$427.00										

Prepaid- FY2017 Tracking

Ground Transportation - Korea



Prepaid- FY2017 Tracking

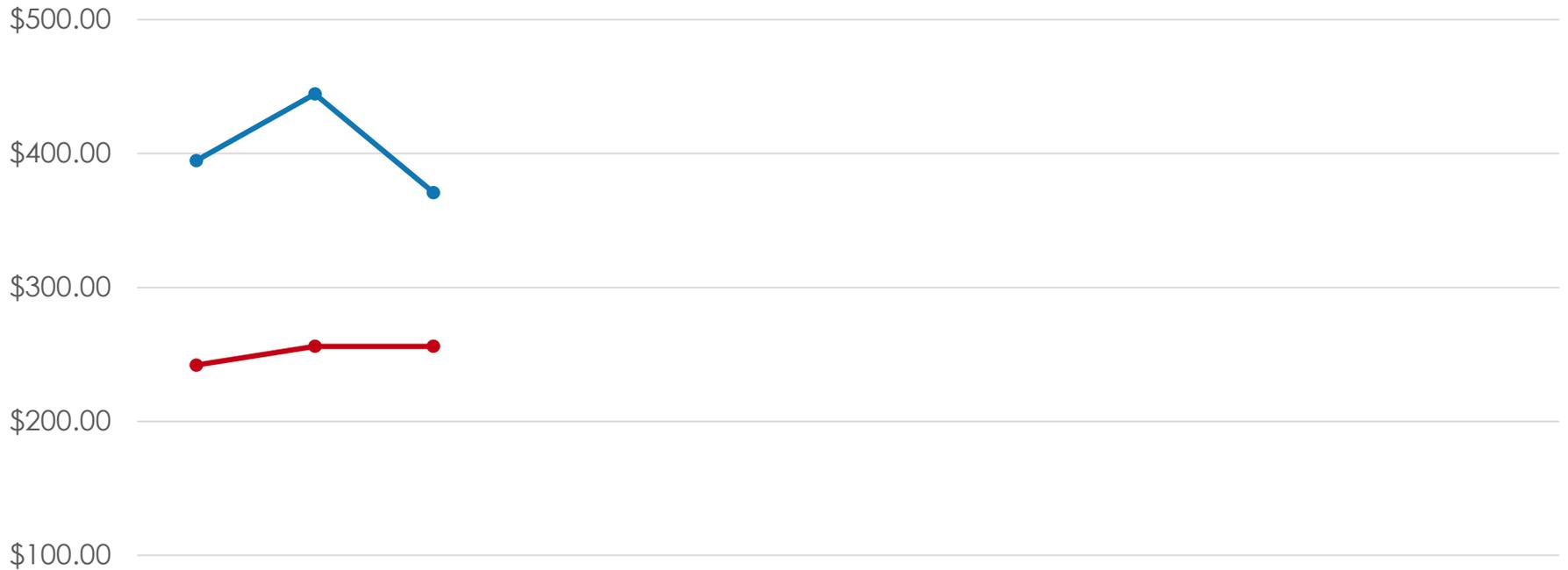
Ground Transportation - Guam



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$185.47	\$209.35	\$150.57									
MEDIAN	\$176.00	\$162.00	\$128.00									

Prepaid- FY2017 Tracking

Optional tours/ Activities

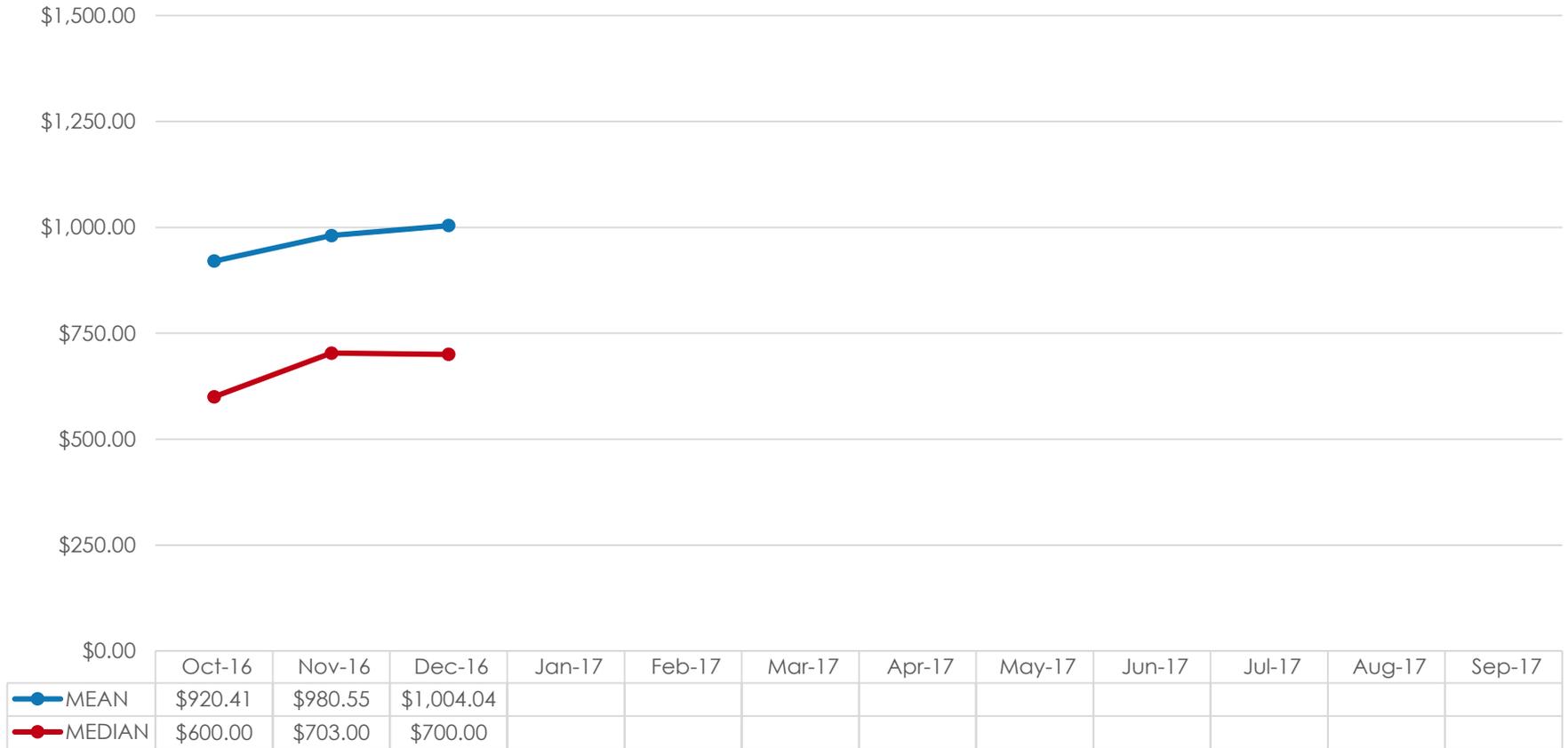


	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
● MEAN	\$394.68	\$444.49	\$370.79									
● MEDIAN	\$242.00	\$256.00	\$256.00									

On-Island Expenditures

- \$1,004.04 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$366.24 = overall mean average per person prepaid expenditures

On-Island Entire Travel Party – FY2017 Tracking



On-Island Per Person – FY2017 Tracking



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$356.05	\$412.21	\$366.24									
MEDIAN	\$269.00	\$300.00	\$300.00									

On-Island Per Person – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

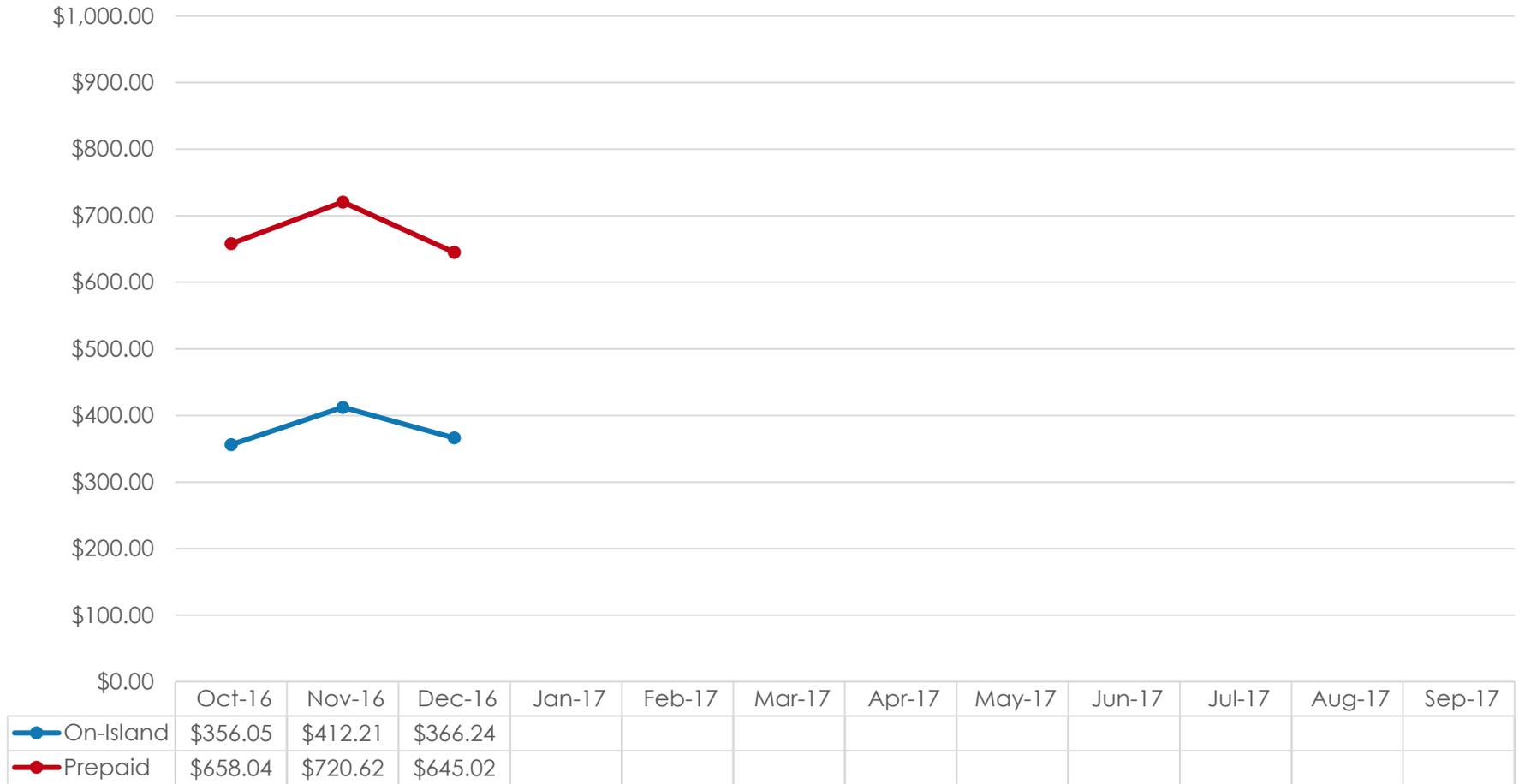
Q11A How much in total did you spend while on Guam during this trip?

PER PERSON

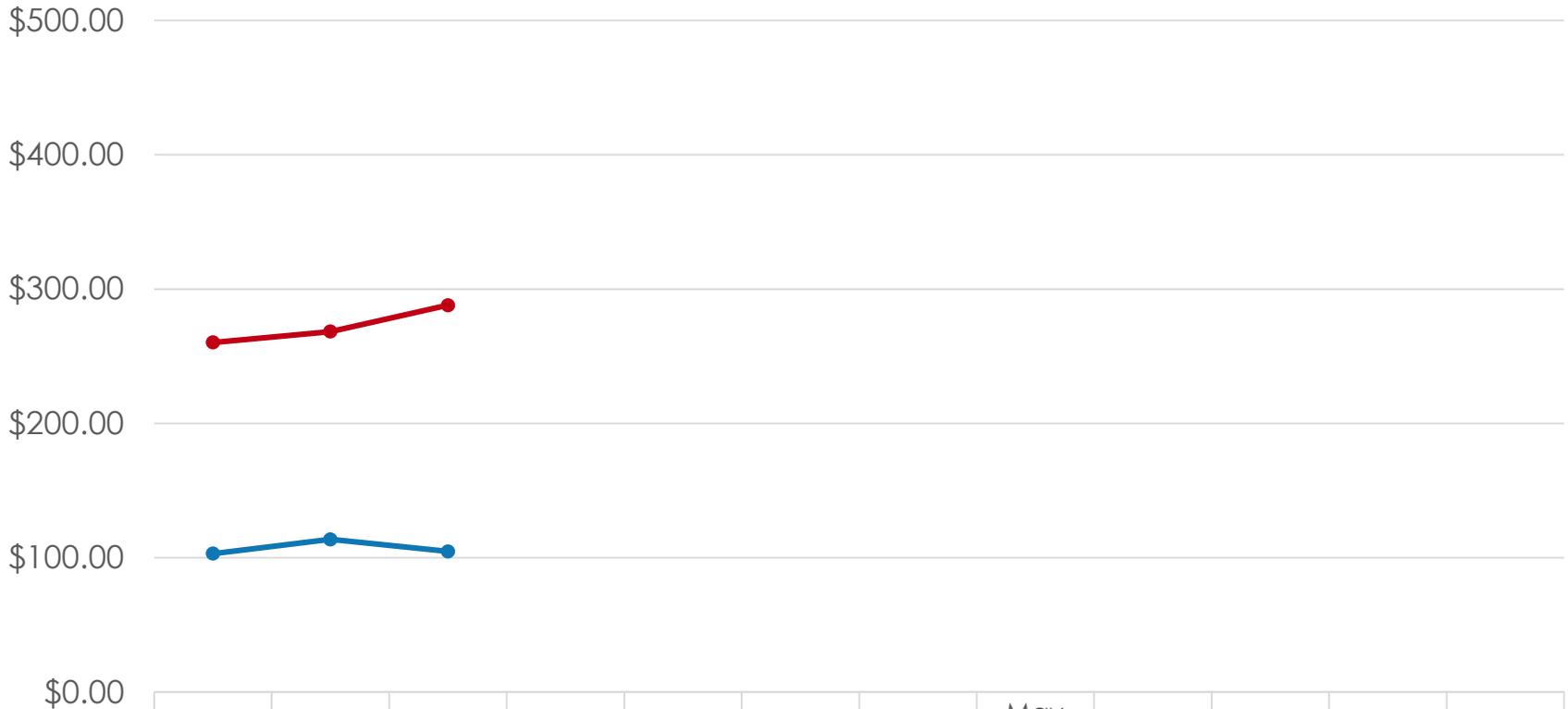
		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
ONISLE PP	Mean	\$366.24	\$401.04	\$349.52	\$801.82	\$1,000.00	\$376.46	\$360.51	\$187.50	\$338.45
	Median	\$300	\$328	\$260	\$900	\$1,000	\$300	\$275	\$188	\$250

Prepared by QMark Research

Per Person MEAN expenditures – FY2017 Tracking On-Island/ Prepaid



On-Island Per Day Spending – FY2017 Tracking MEAN



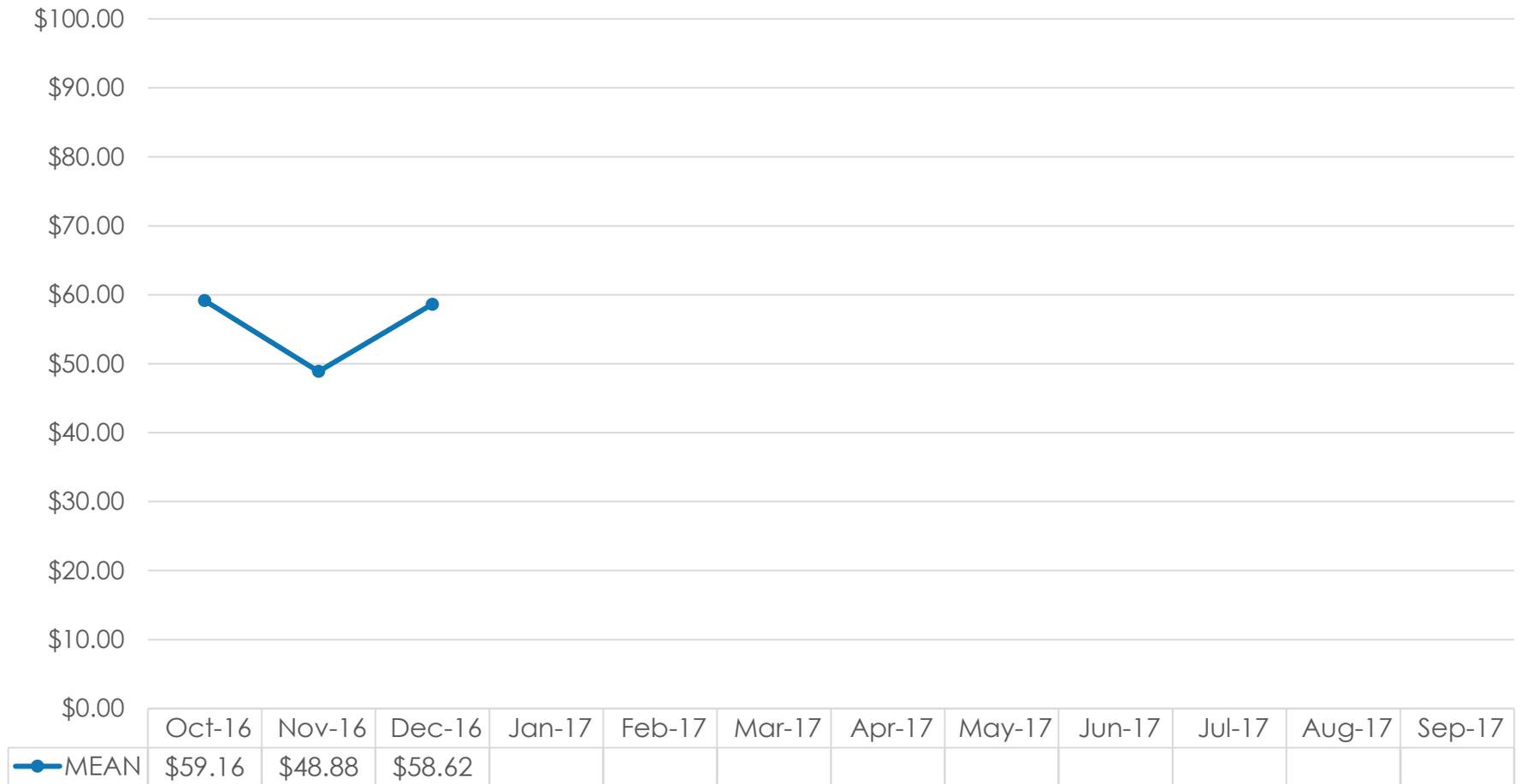
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
Per Person	\$103.06	\$113.69	\$104.72									
Travel Party	\$260.30	\$268.39	\$287.95									

On-Island Expenses by Category – MEAN Entire Travel Party



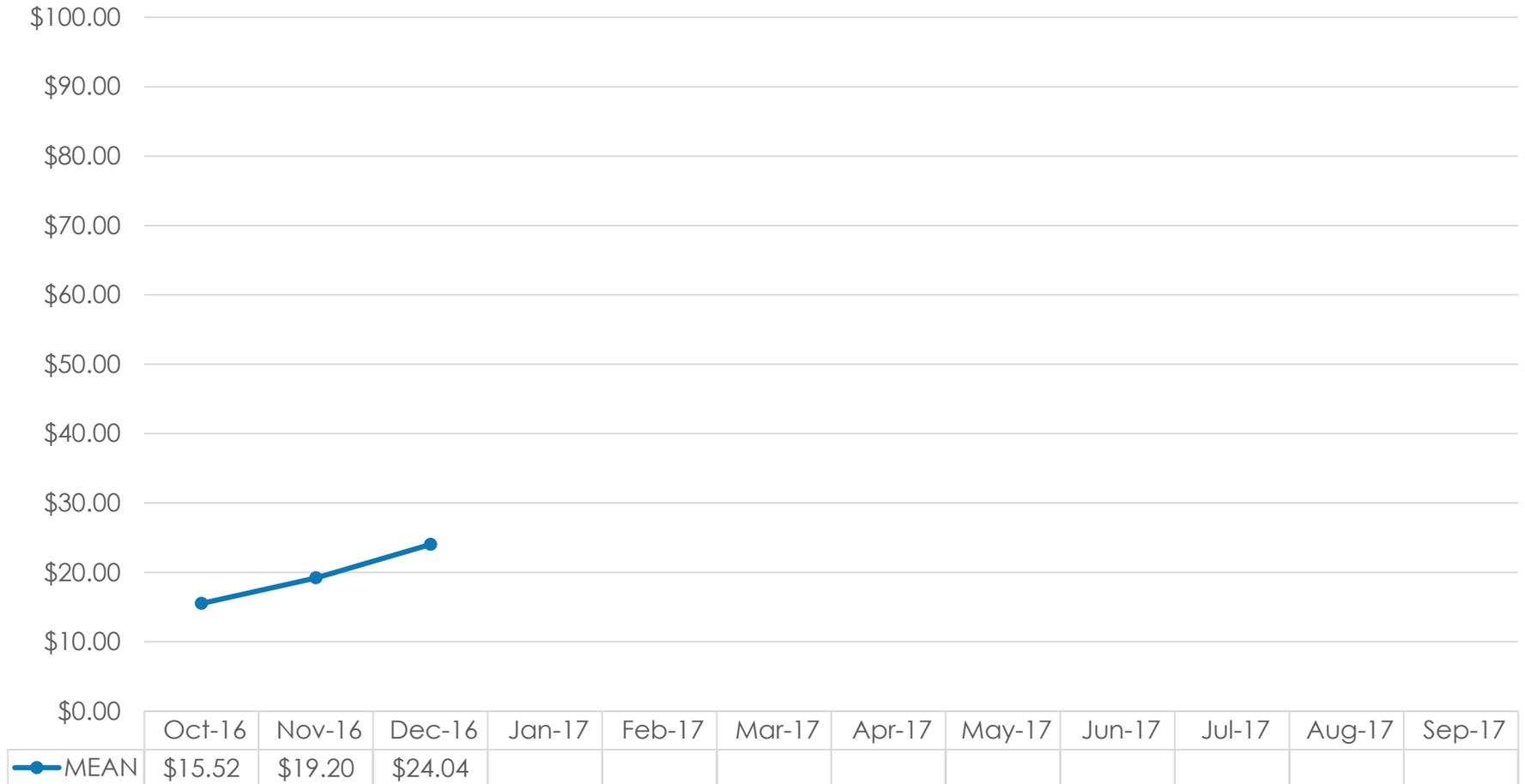
On-Island – FY2017 Tracking

Food & Beverage - Hotel



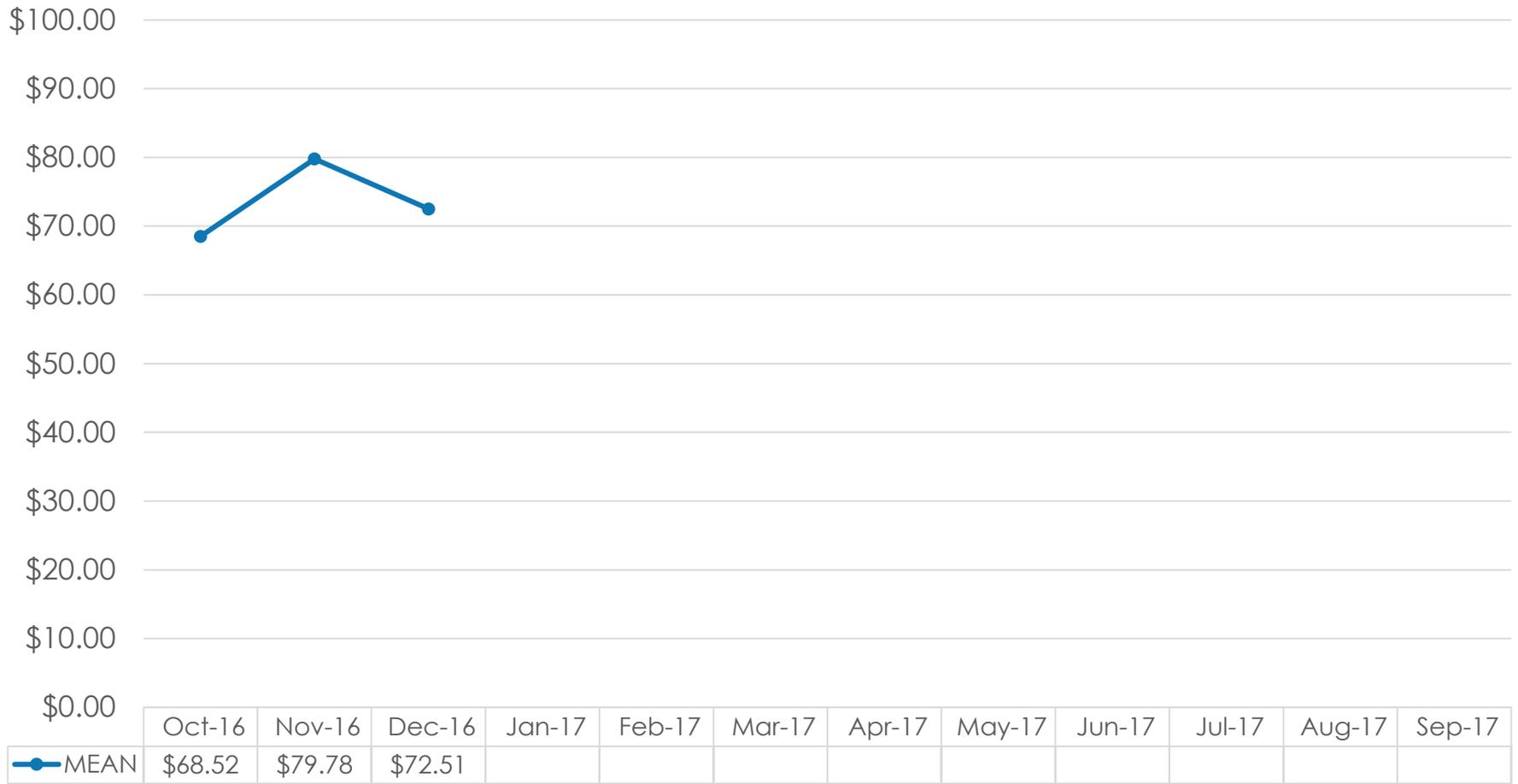
On-Island – FY2017 Tracking

Food & Beverage – Fast Food/ Convenience Store



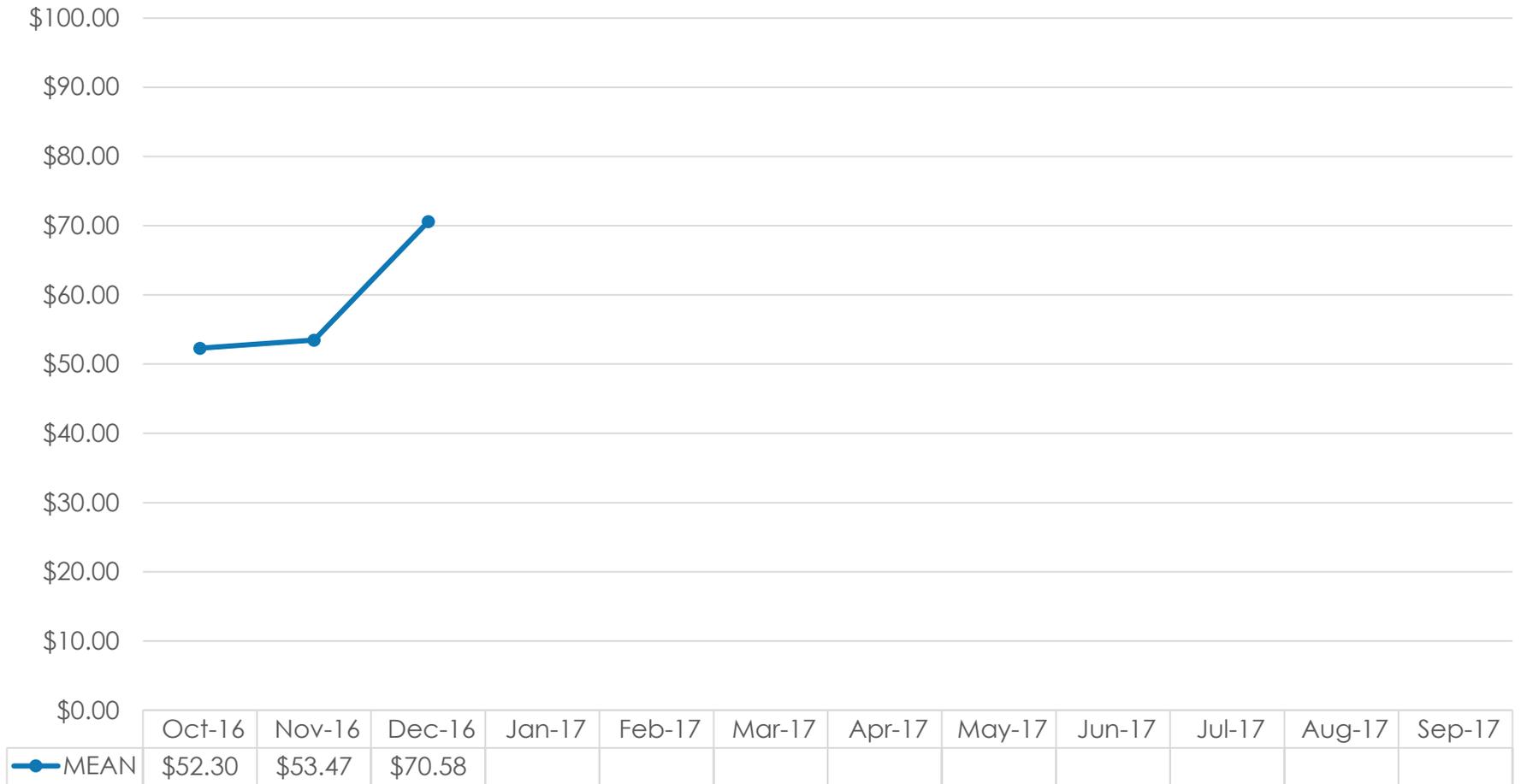
On-Island – FY2017 Tracking

Food & Beverage – Restaurant/ Drinking Est Outside Hotel



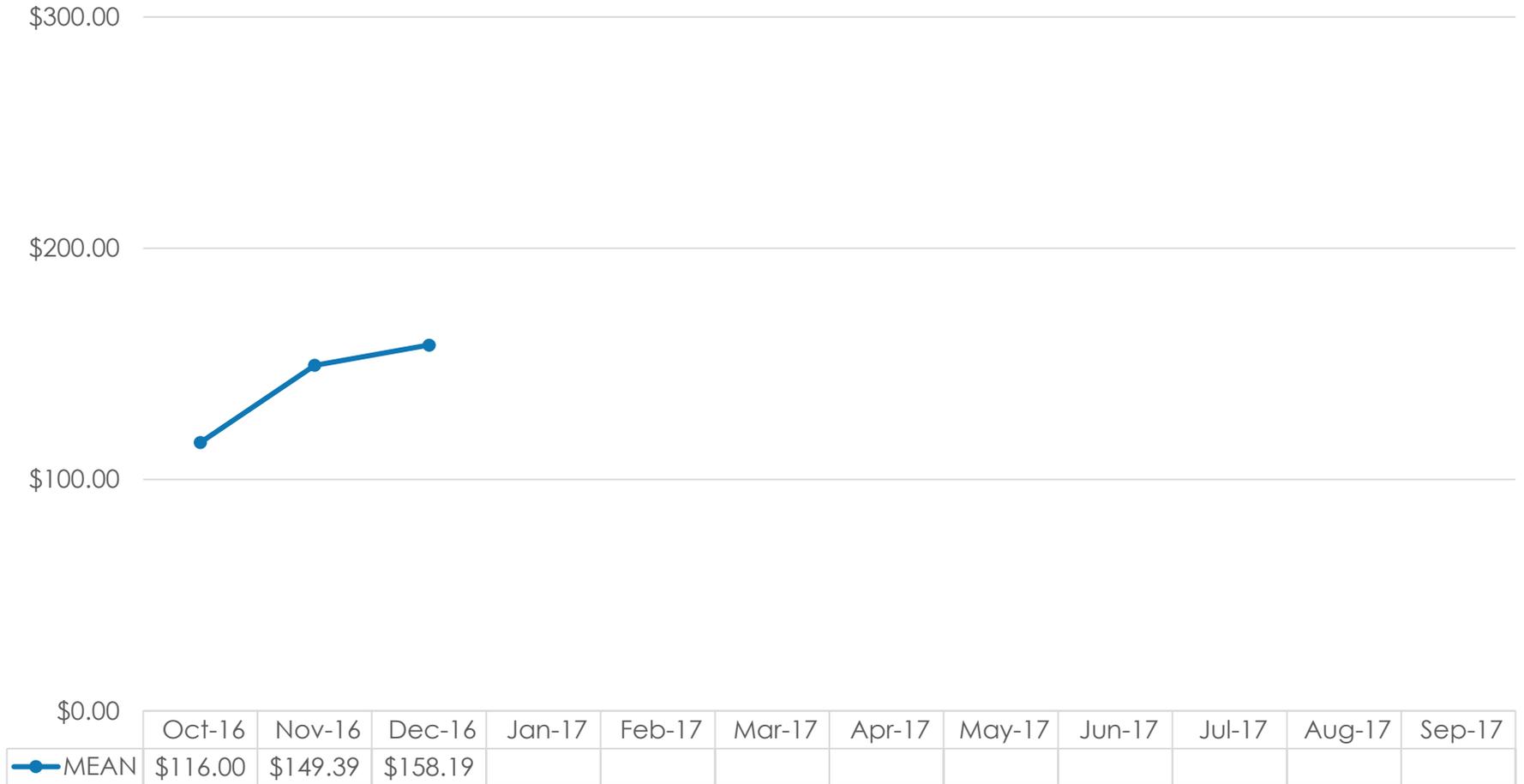
On-Island – FY2017 Tracking

Optional tour/ Activities



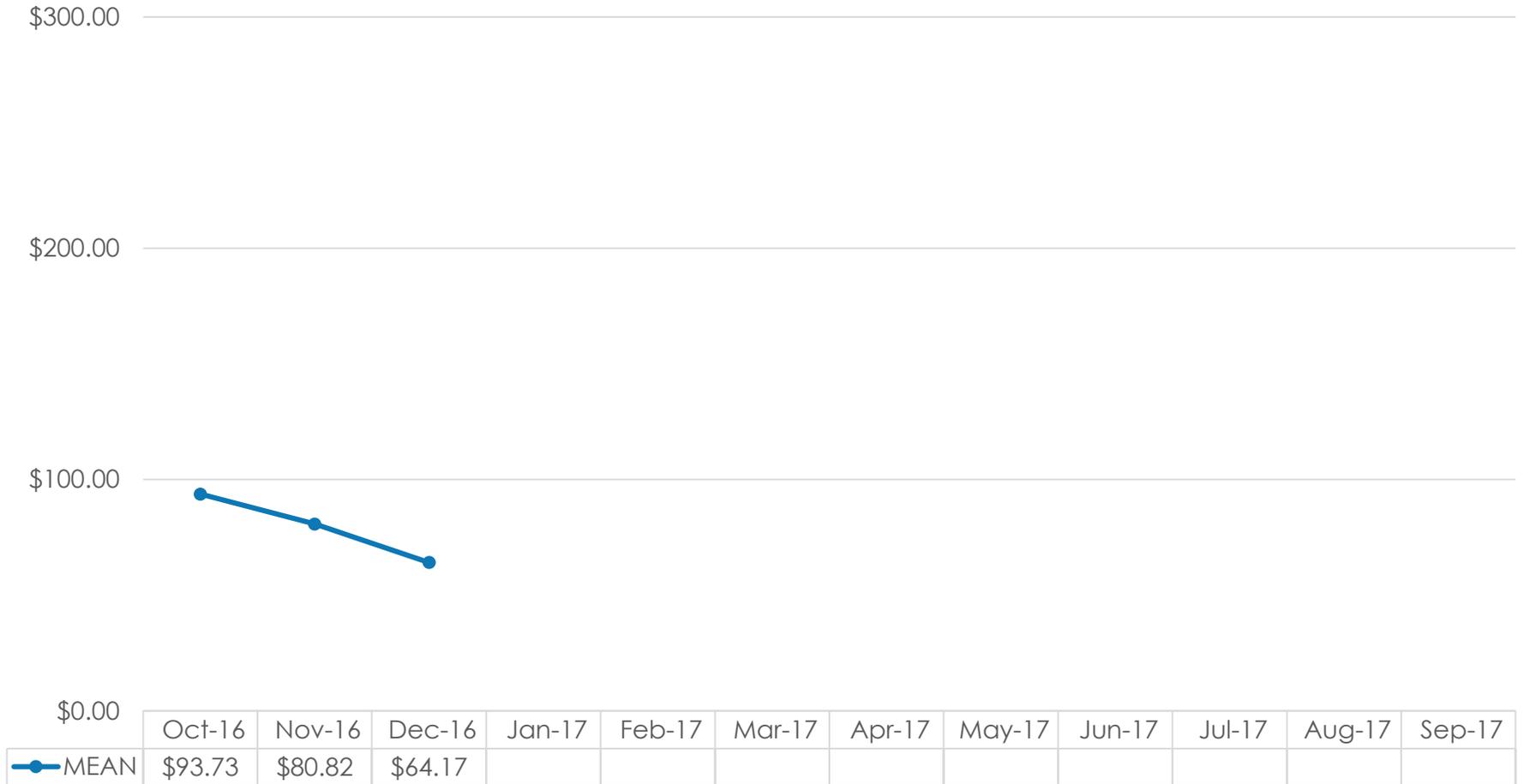
On-Island – FY2017 Tracking

Gift/ Souvenir – Self/ Companion



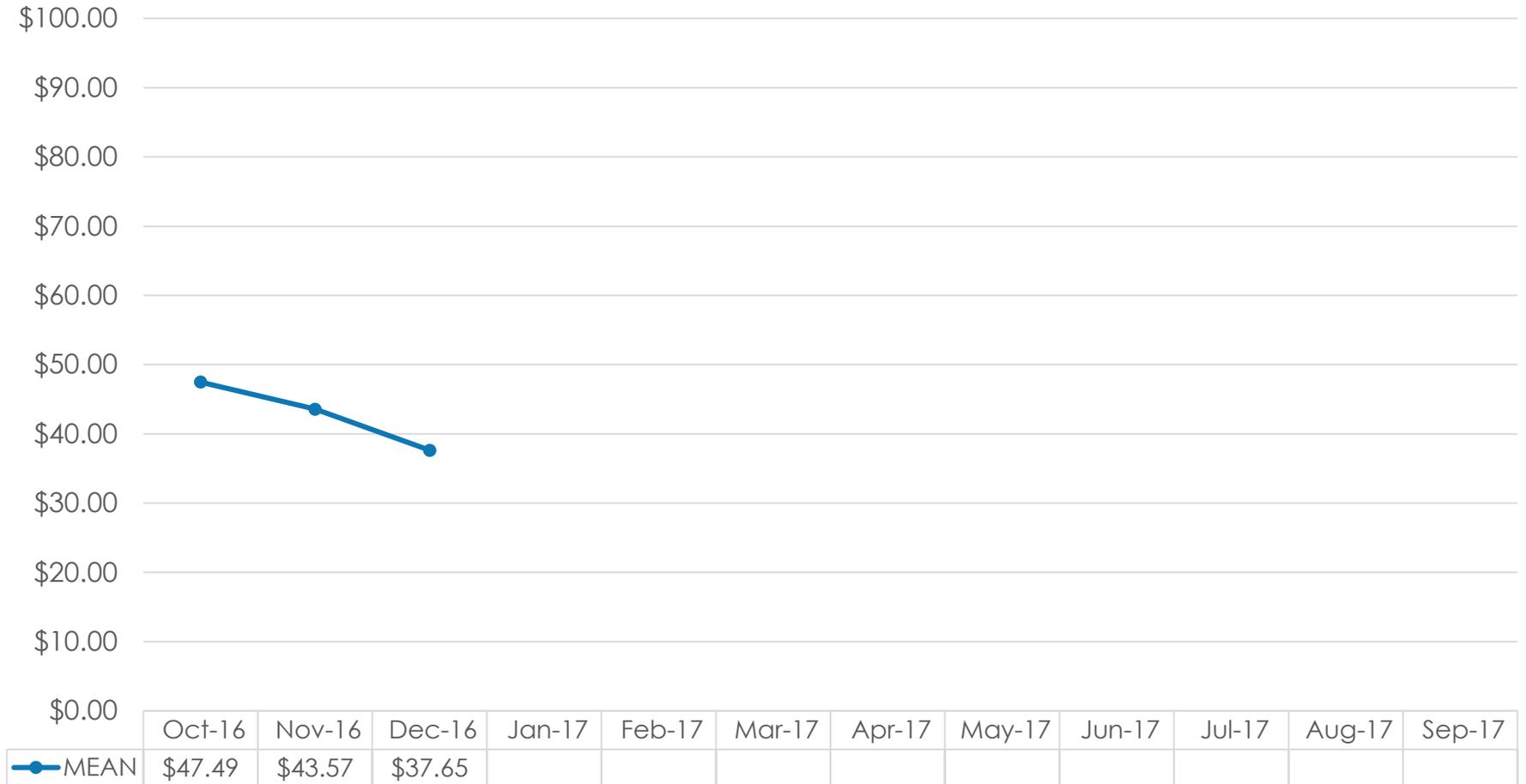
On-Island – FY2017 Tracking

Gift/ Souvenir – Friends/ Family



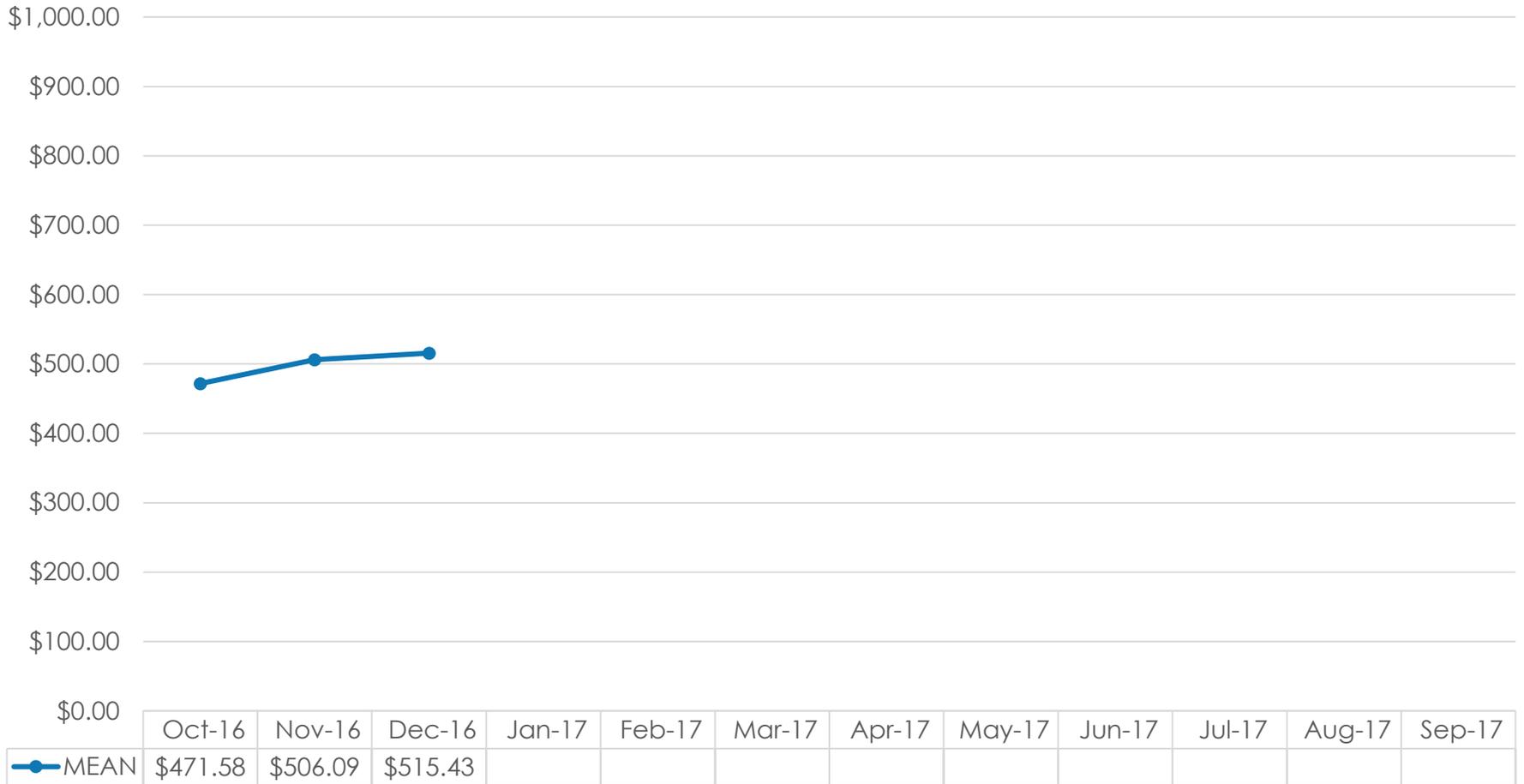
On-Island – FY2017 Tracking

Local Transportation



On-Island – FY2017 Tracking

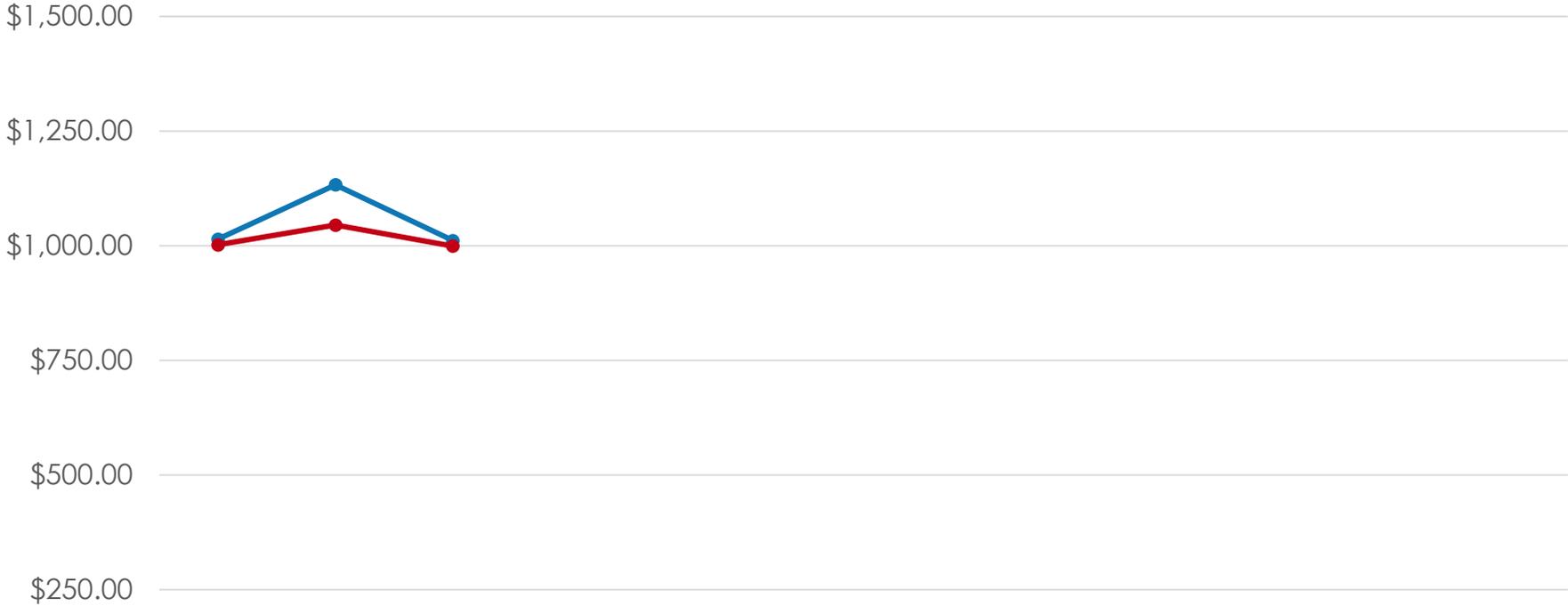
Other Not Included



TOTAL (On-Isle + Prepaid) Expenditures Per Person

- \$1,011.26 = overall mean average prepaid & on-isle expense

TOTAL Per Person Expenditures – FY2017 Tracking



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$1,014.09	\$1,132.84	\$1,011.26									
MEDIAN	\$1,002.00	\$1,045.00	\$999.00									

TOTAL Per Person Expenditures – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

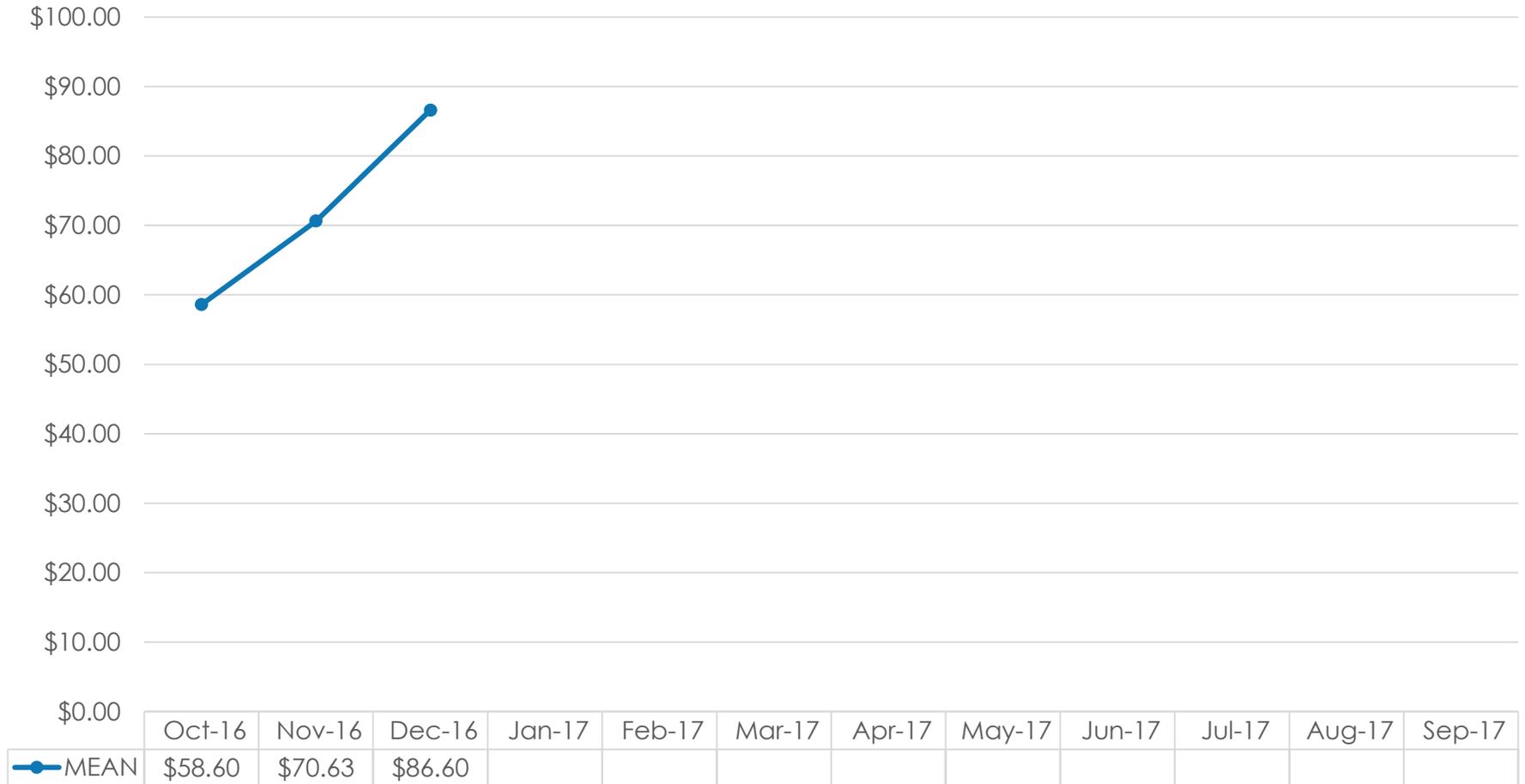
TOTAL EXPENDITURES (On-Isle / Prepaid)

PER PERSON

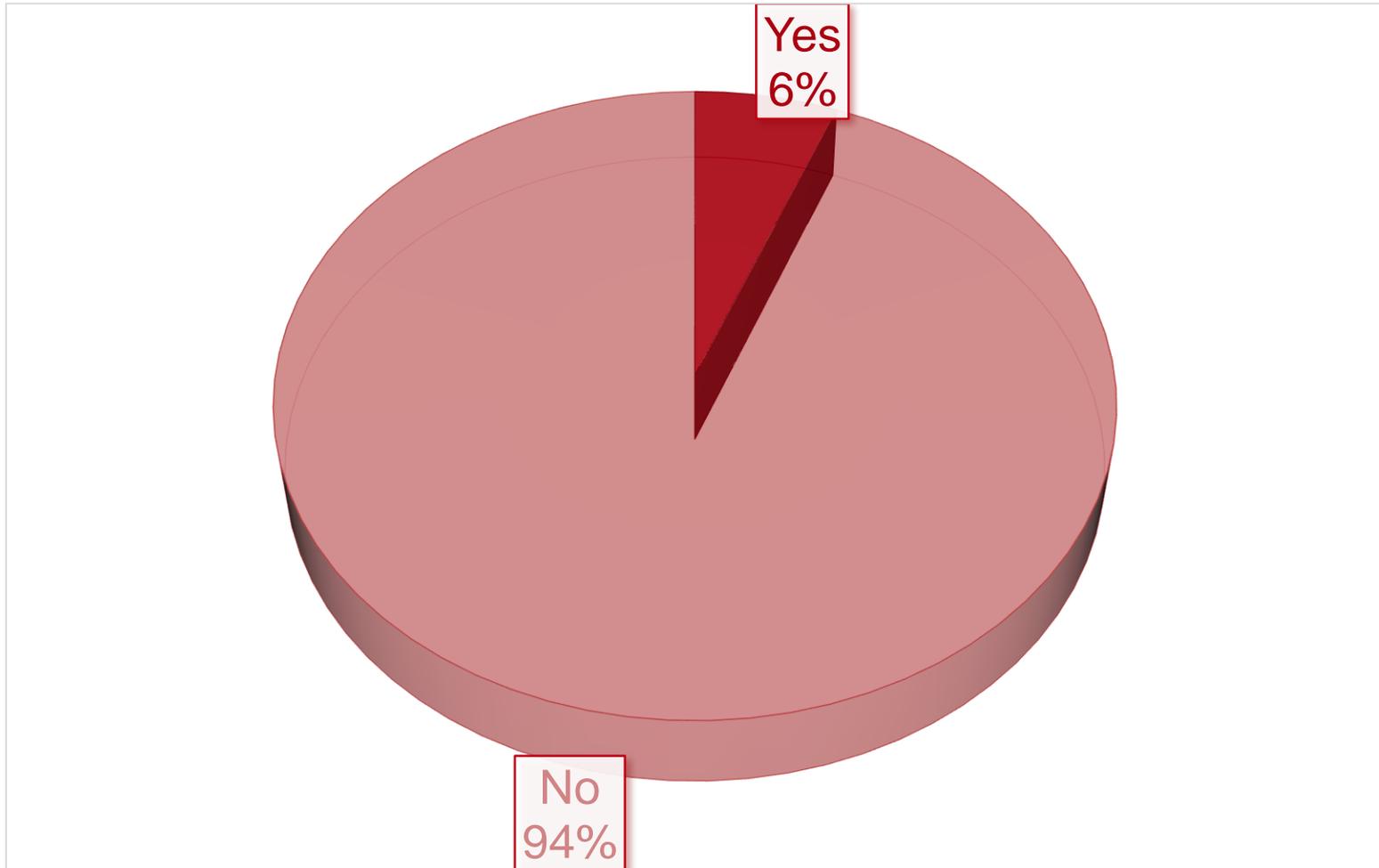
		TOTAL	FIT	MICE	HONEY- MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
TOTAL PP	Mean	\$1,011.26	\$974.03	\$451.01	\$1,795.13	\$2,536.70	\$1,020.37	\$1,008.10	\$187.50	\$986.29
	Median	\$999	\$915	\$260	\$1,854	\$2,537	\$1,000	\$974	\$188	\$1,031

Prepared by QMark Research

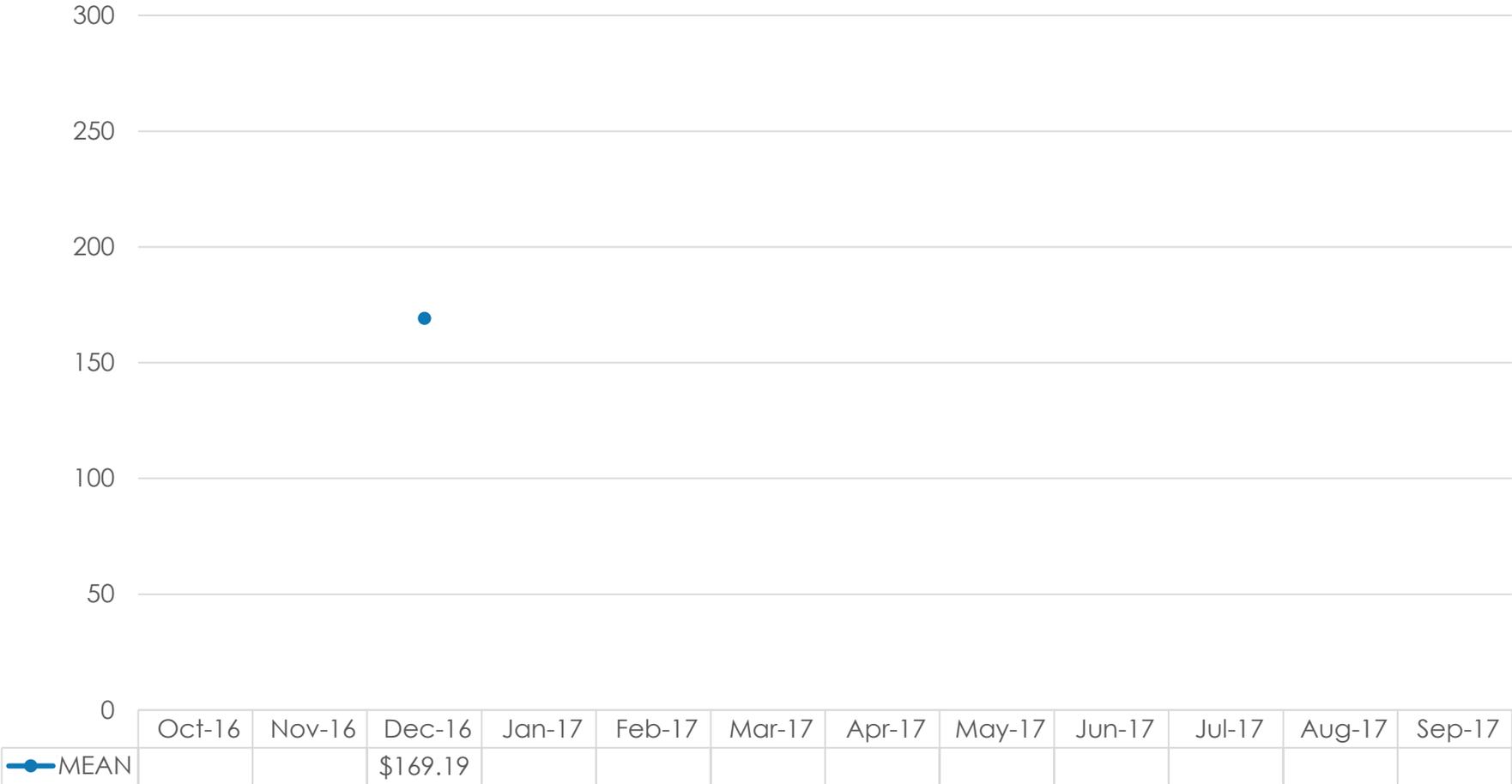
GUAM AIRPORT EXPENDITURE – FY2017 Tracking



PARTICIPATED IN SHOP GUAM e-FESTIVAL



SHOP GUAM E-FESTIVAL SPENDING – FY2017 Tracking

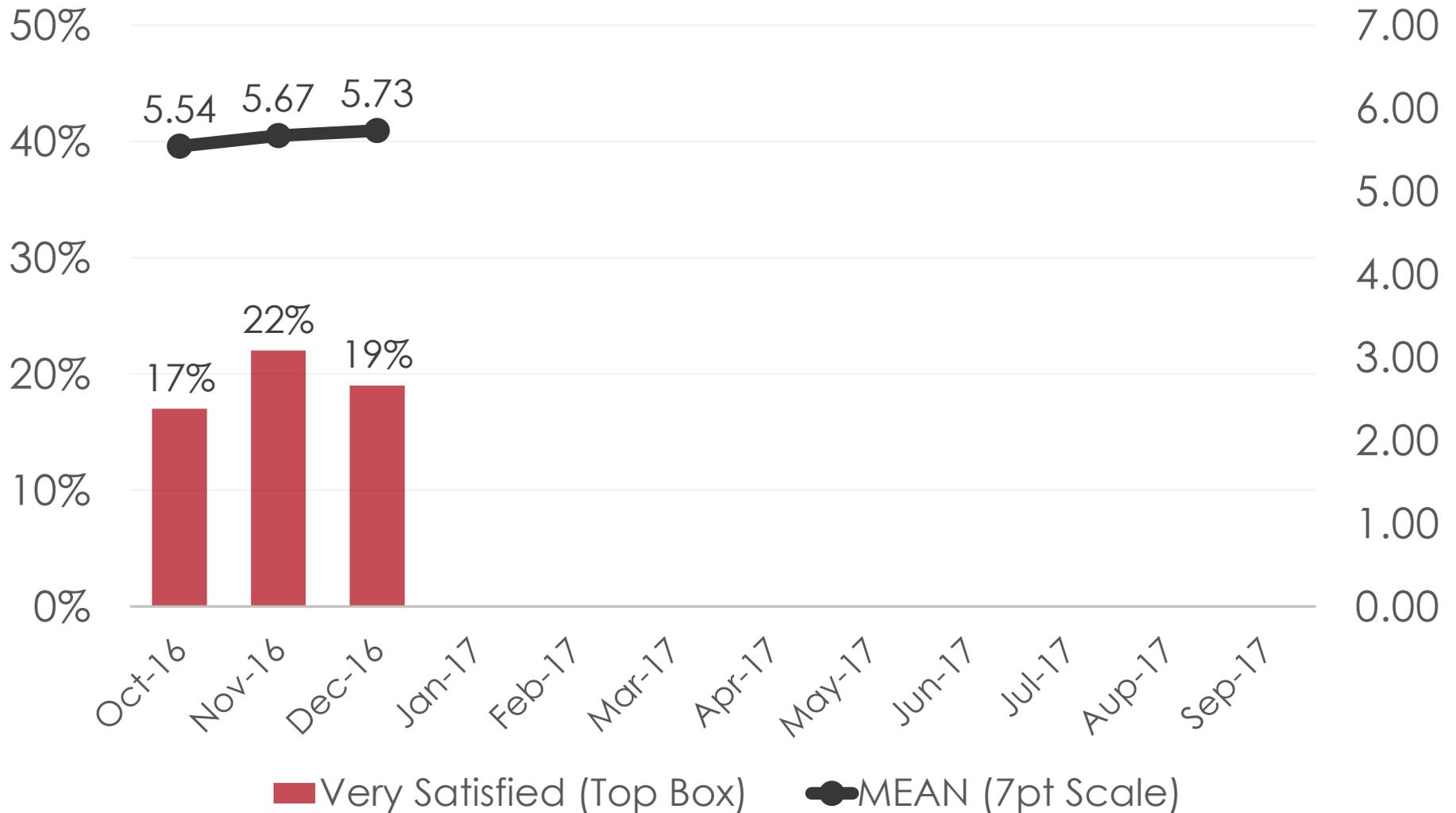


SECTION 4

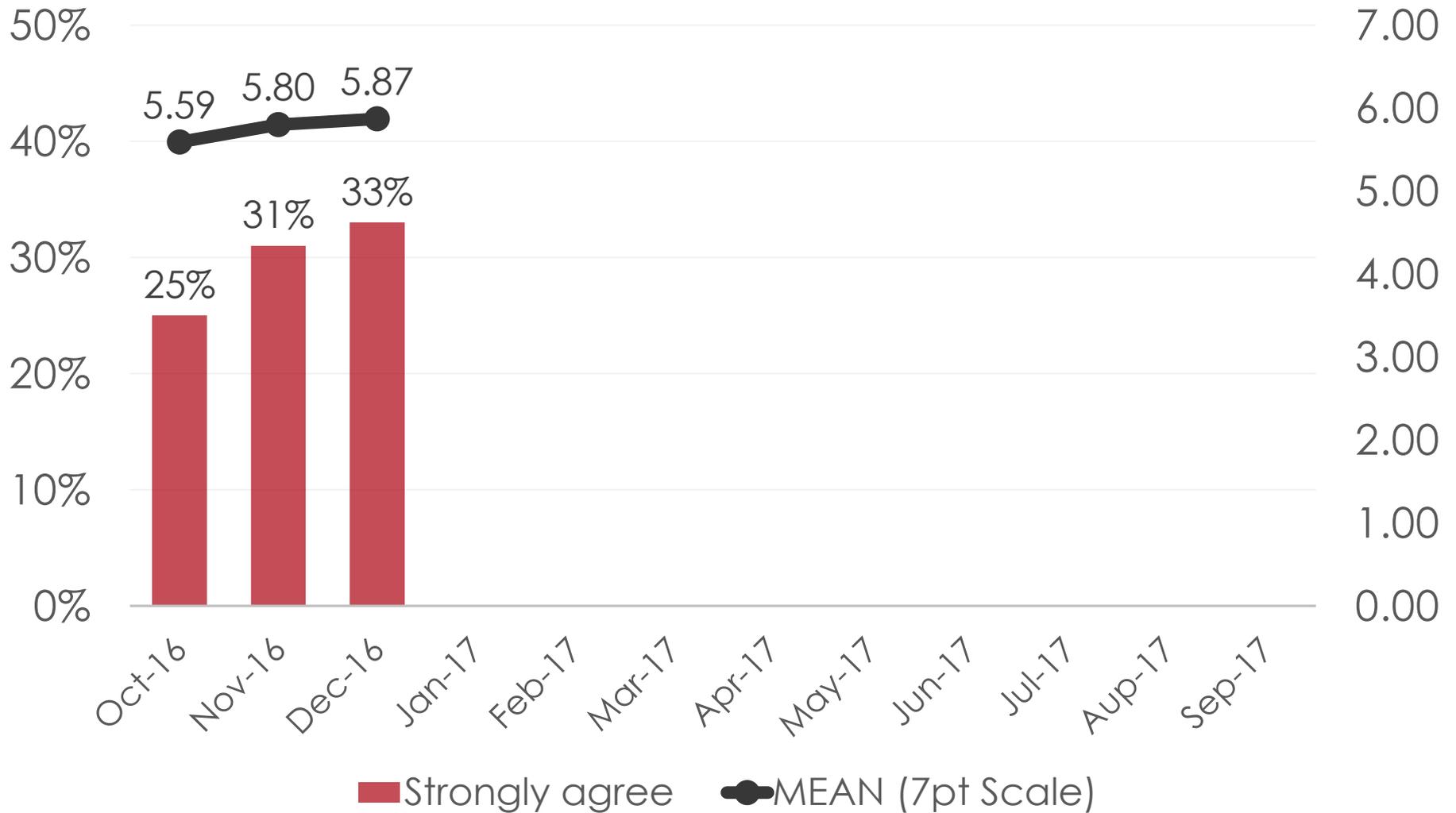
VISITOR SATISFACTION

BEHAVIOR

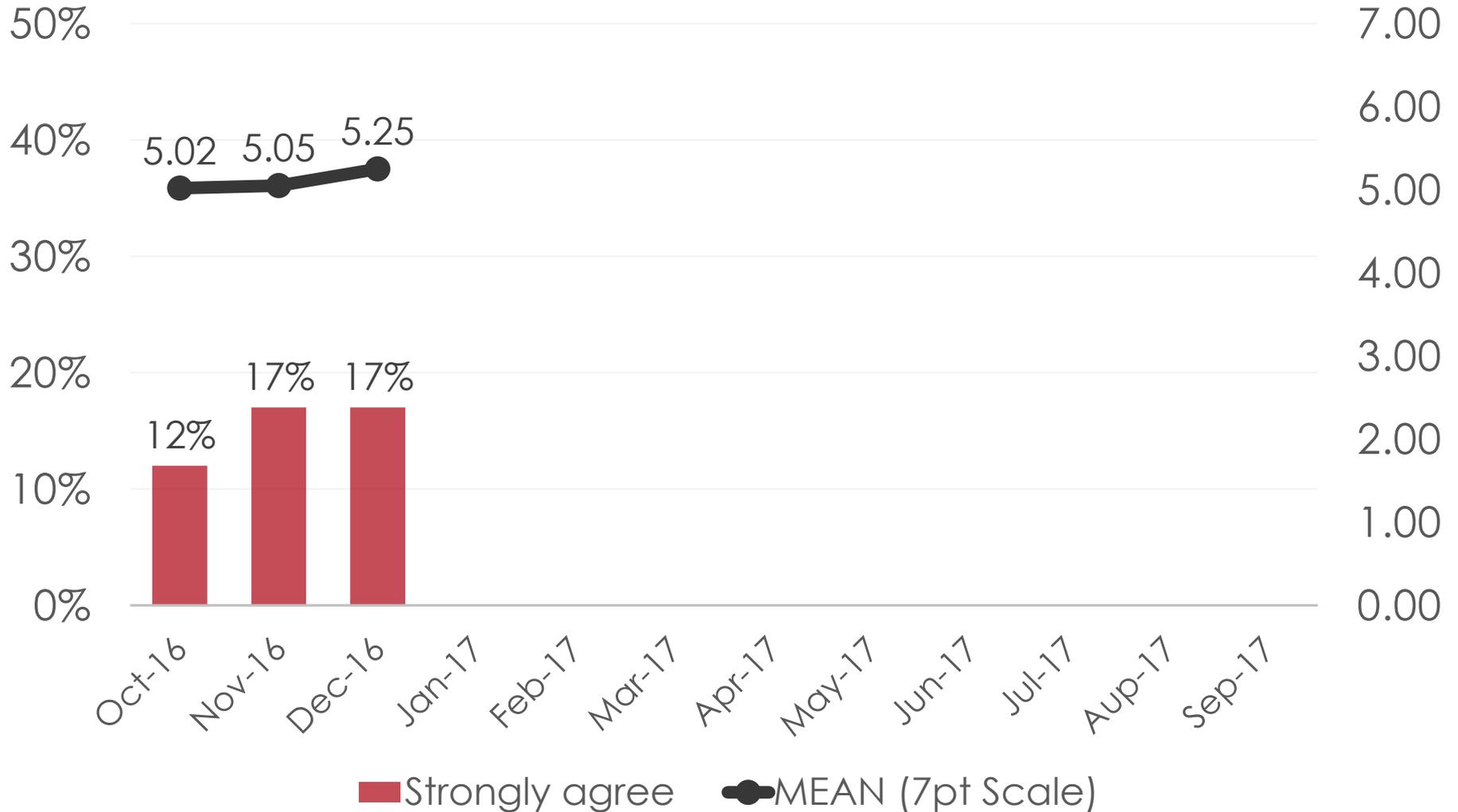
OVERALL SATISFACTION



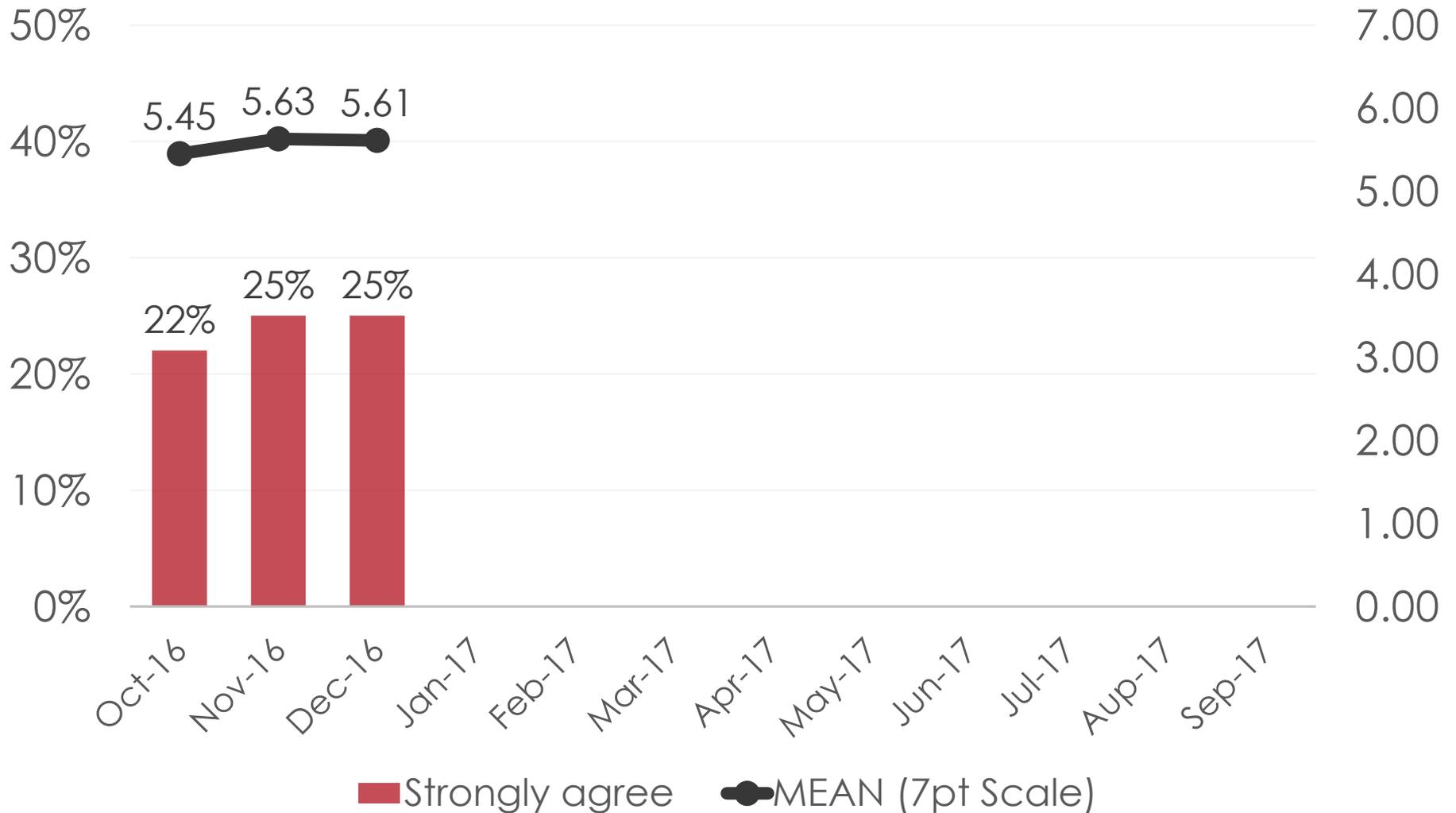
Guam was better than expected



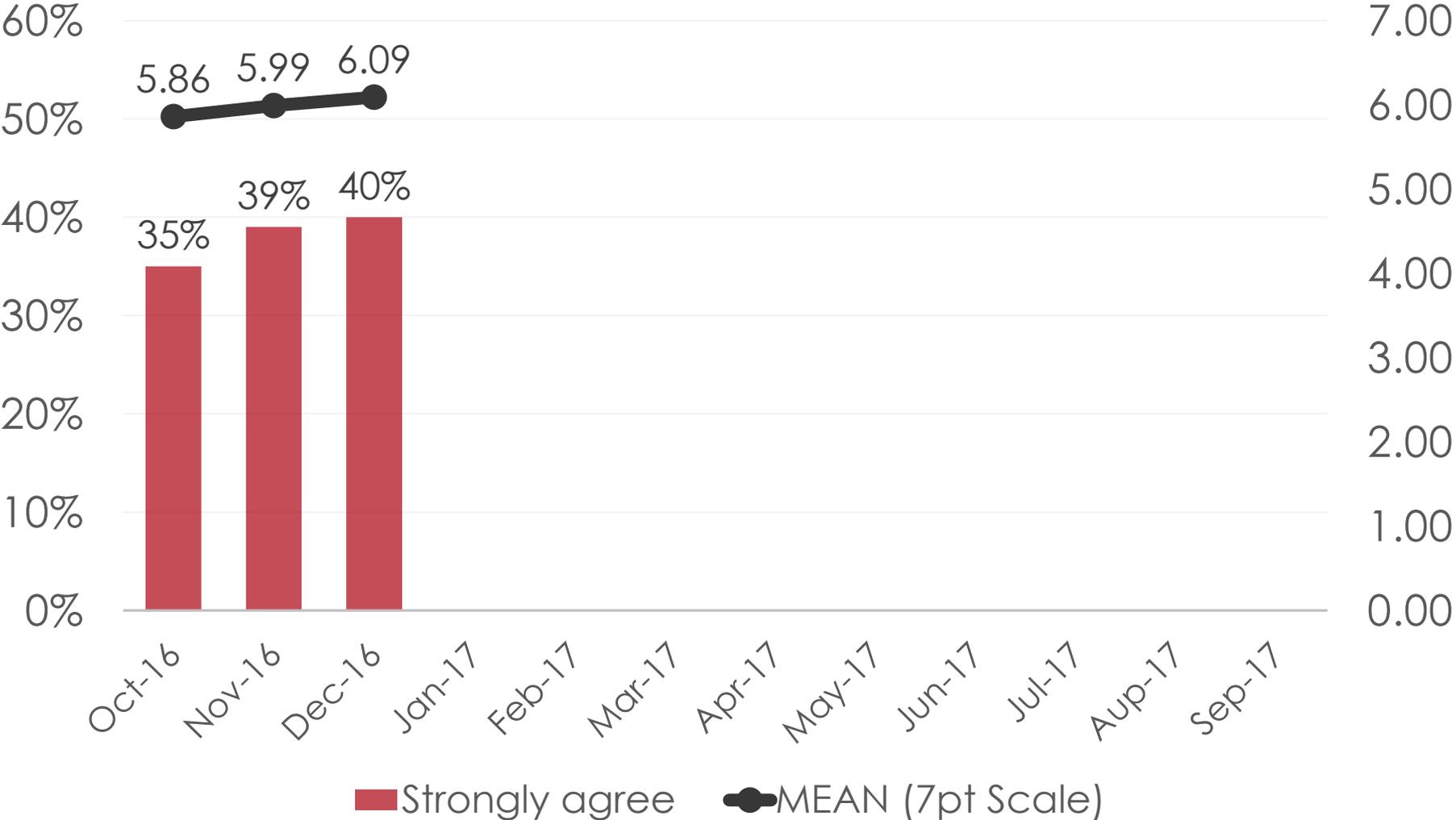
I had no communication problems



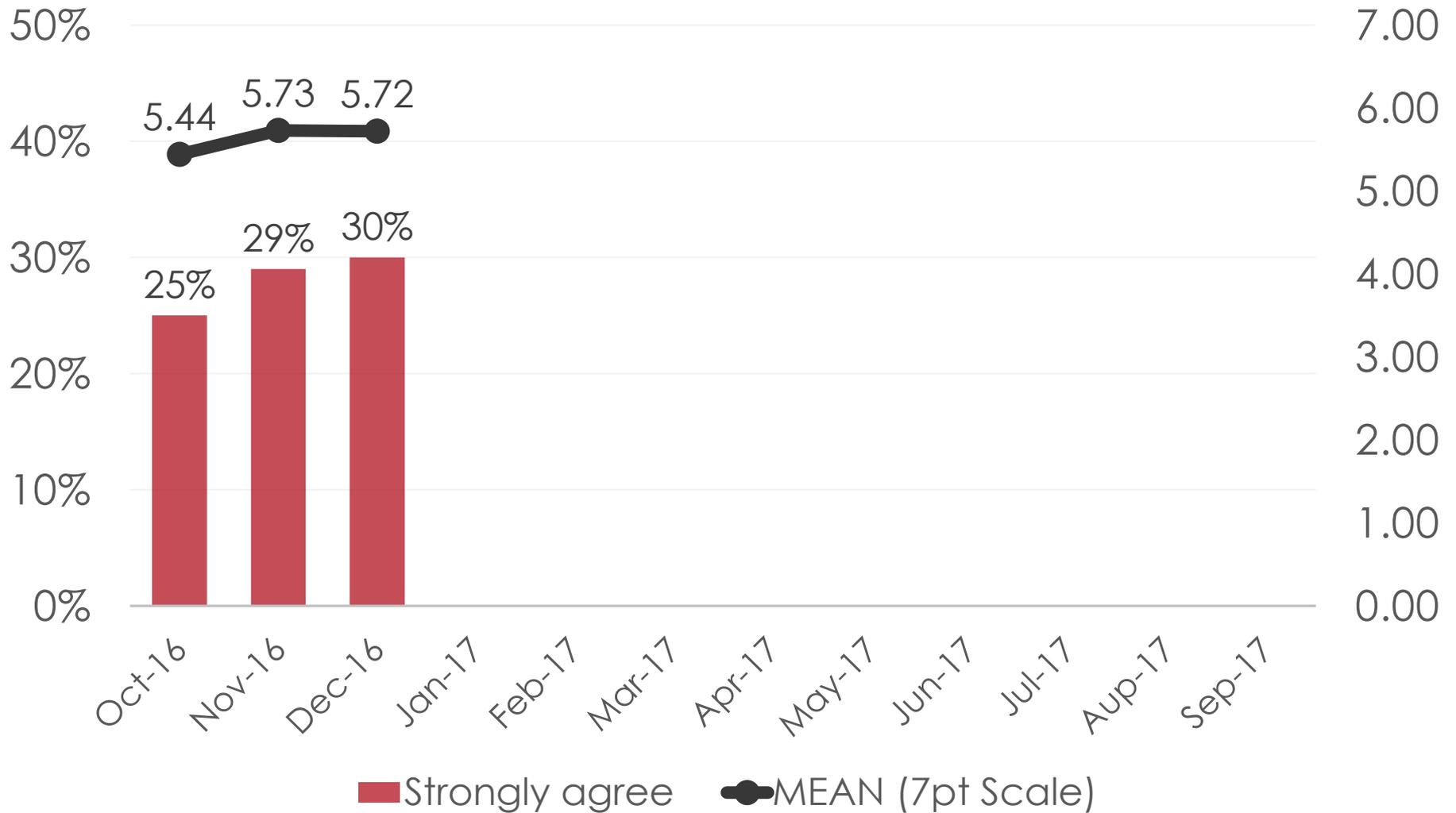
I will recommend Guam to friends



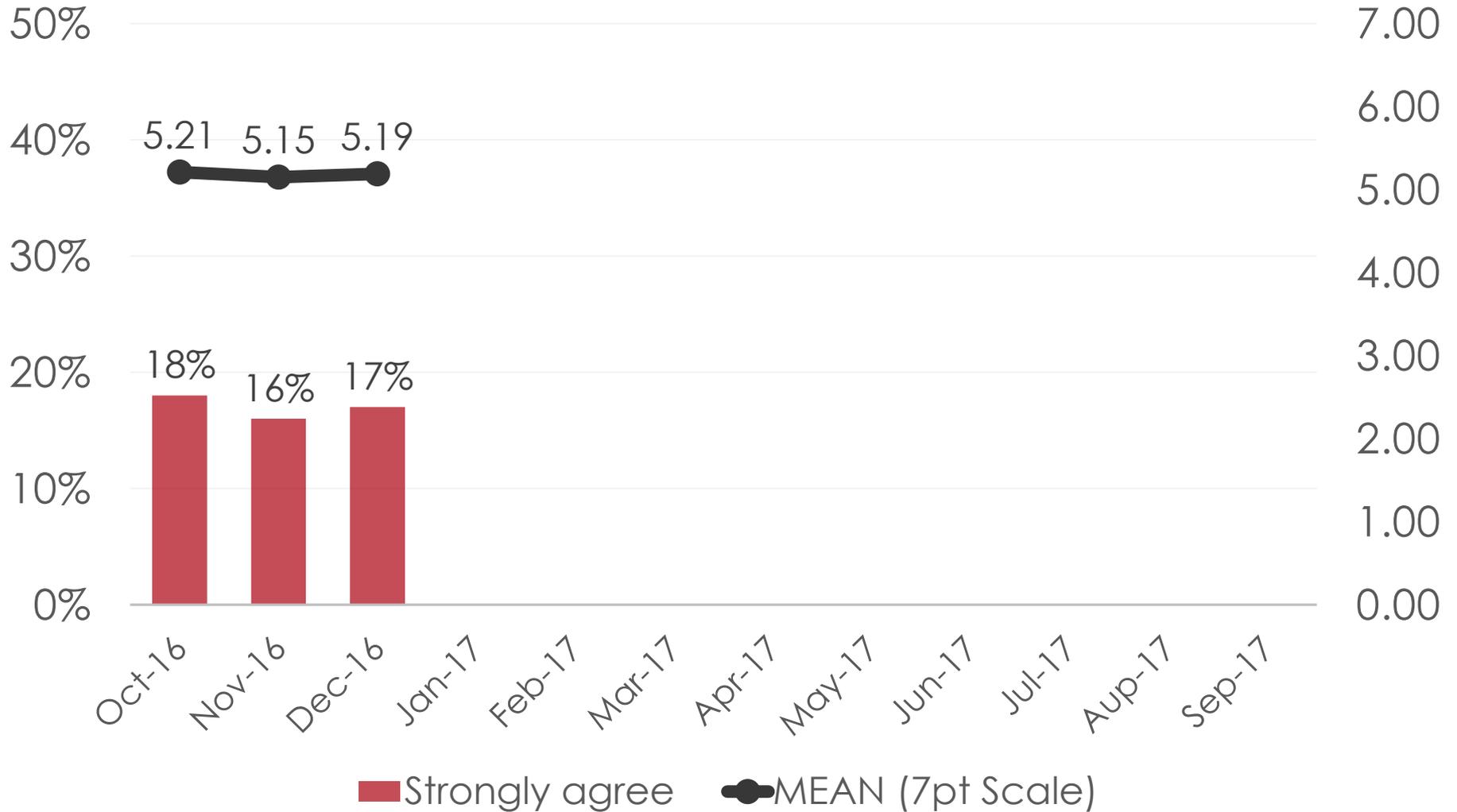
Sites on Guam were attractive



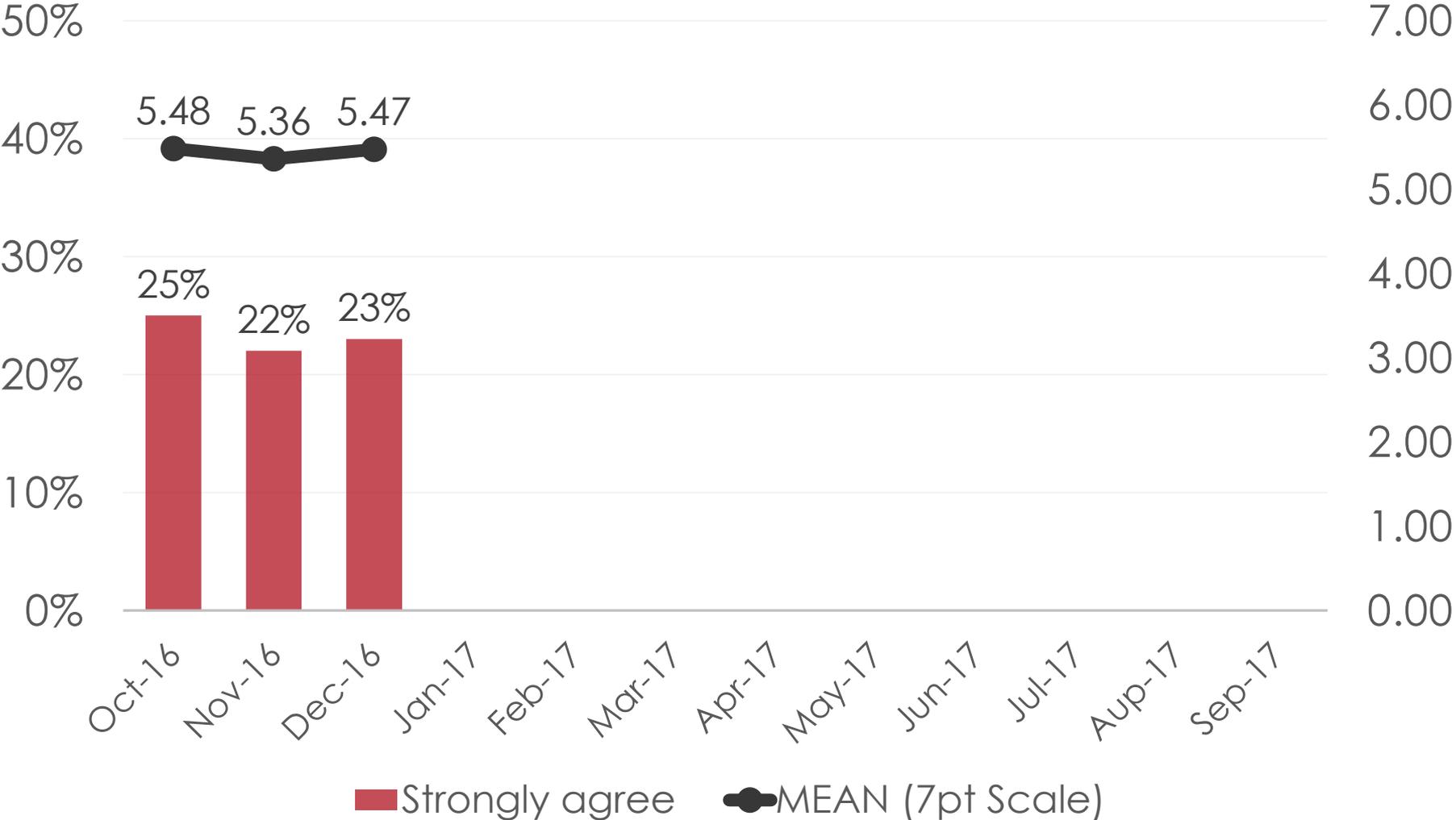
I plan to visit Guam again



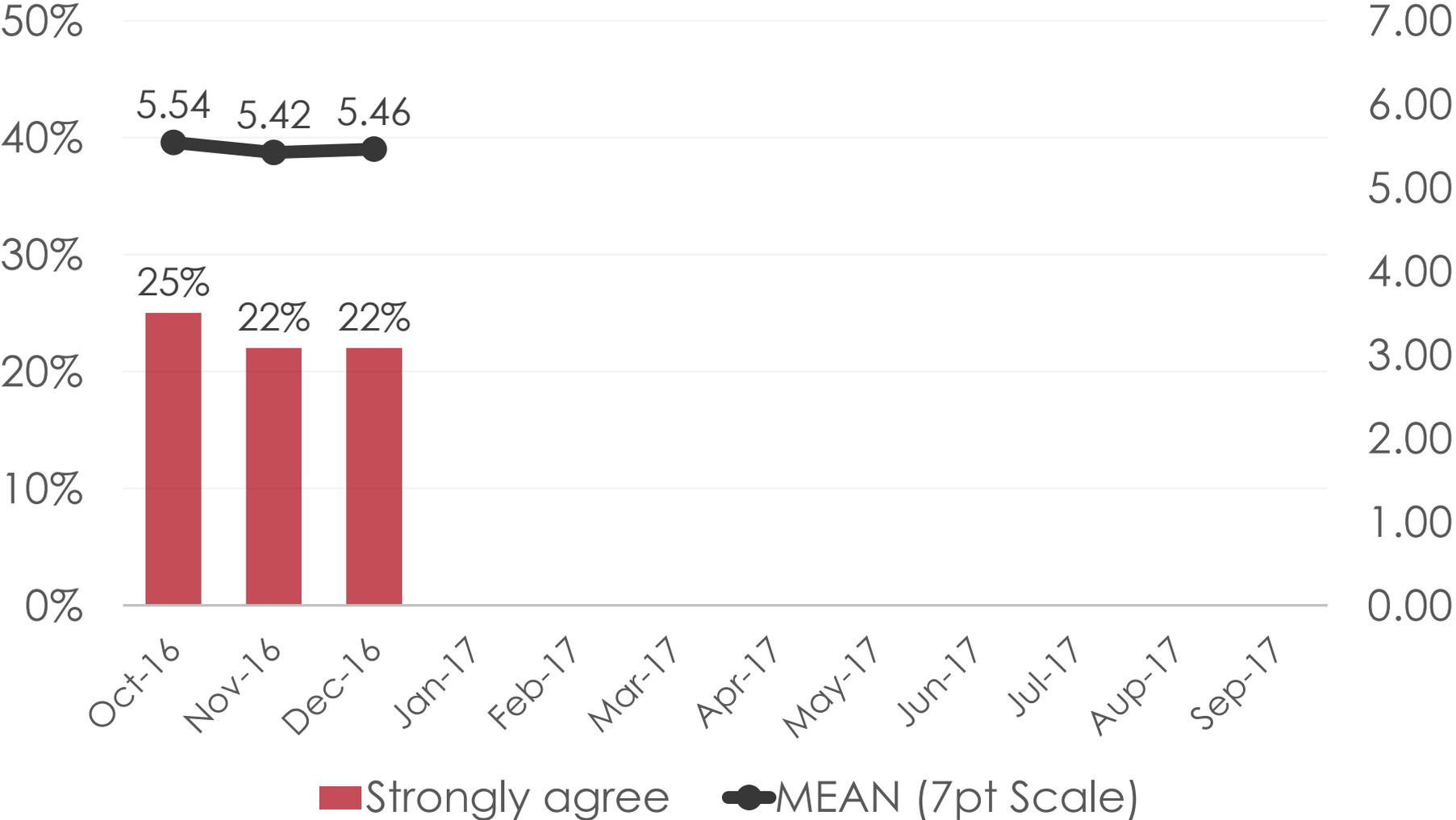
Not enough night time activities



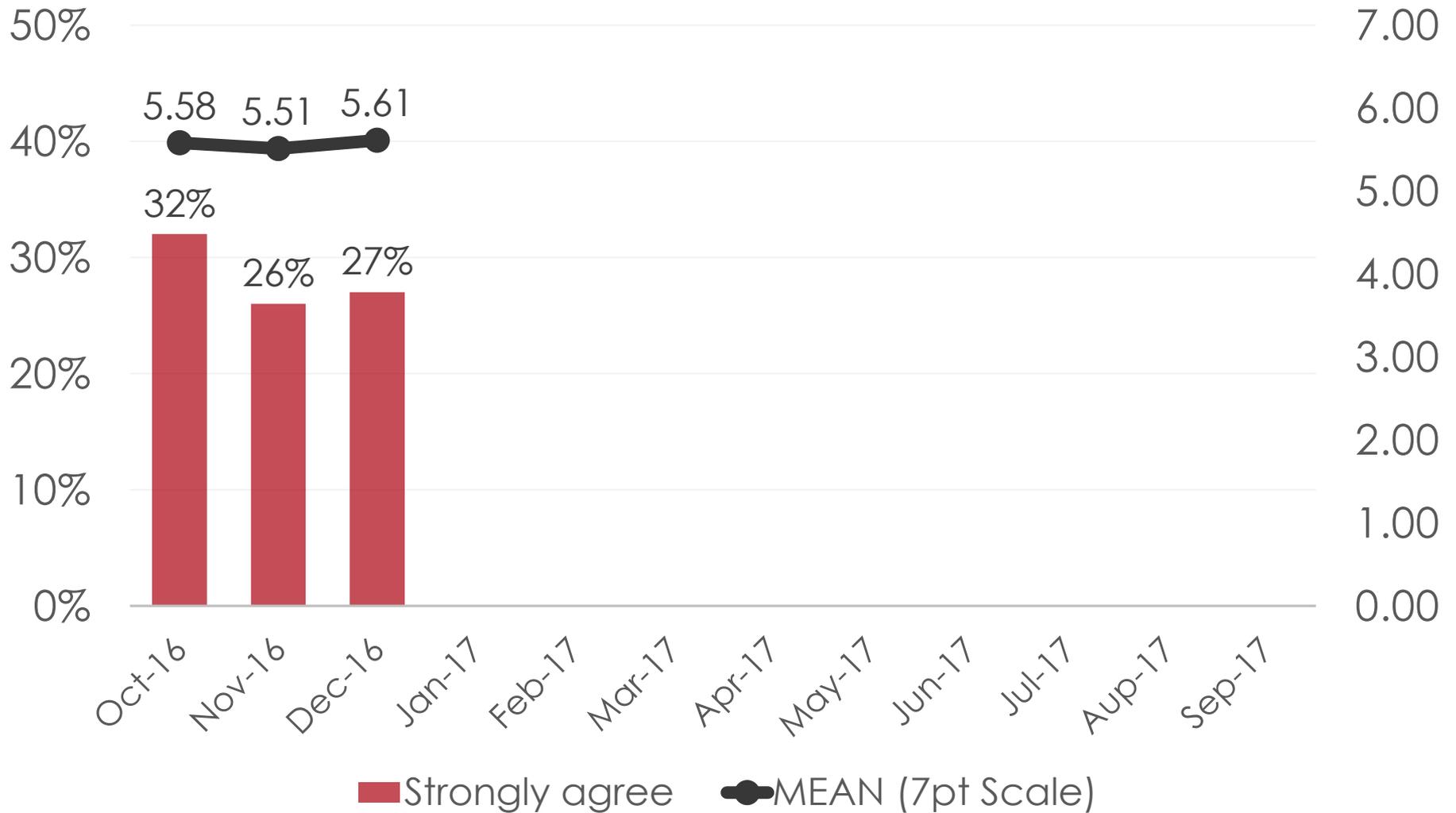
Tour guides were professional



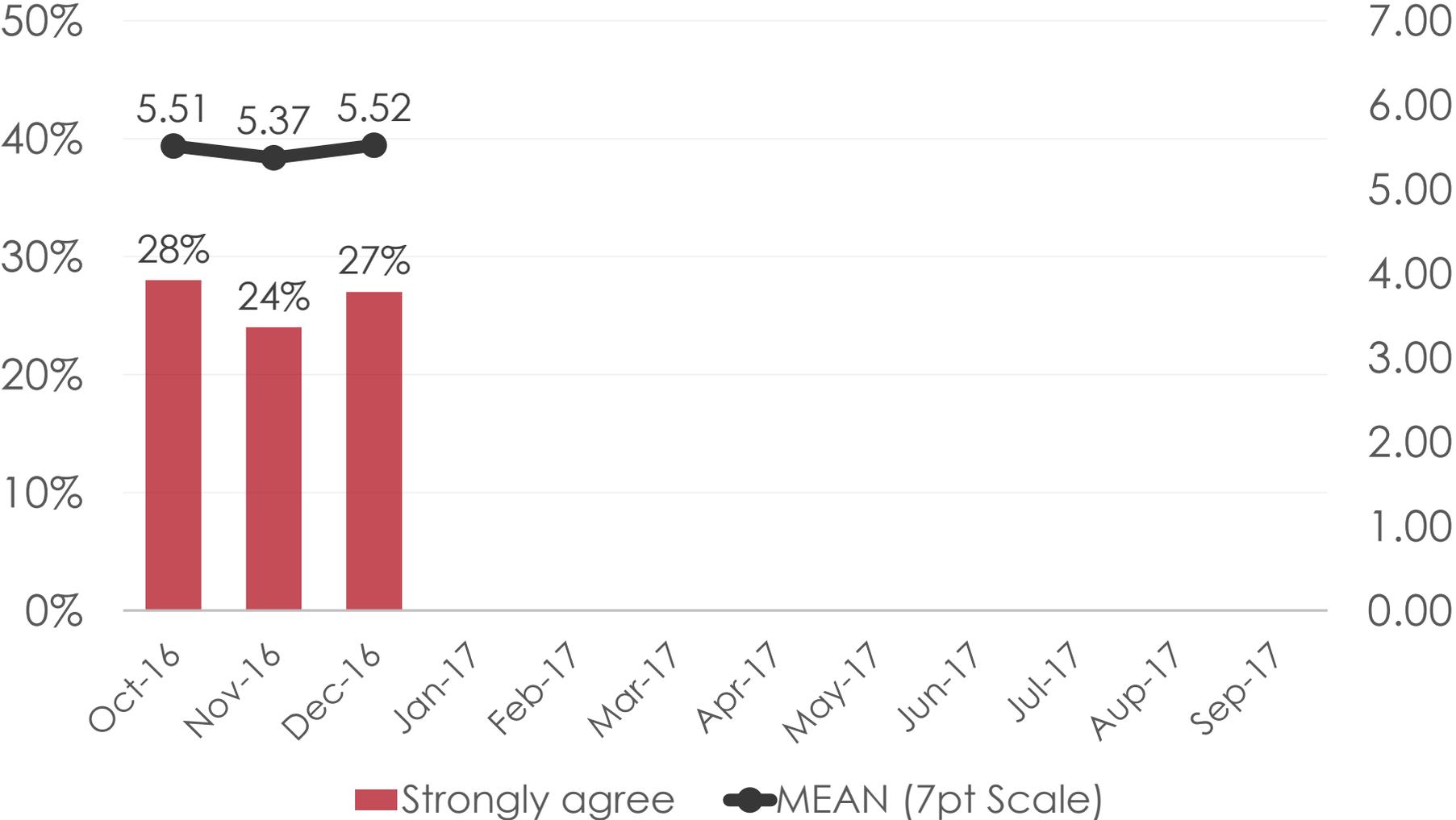
Tour drivers were professional



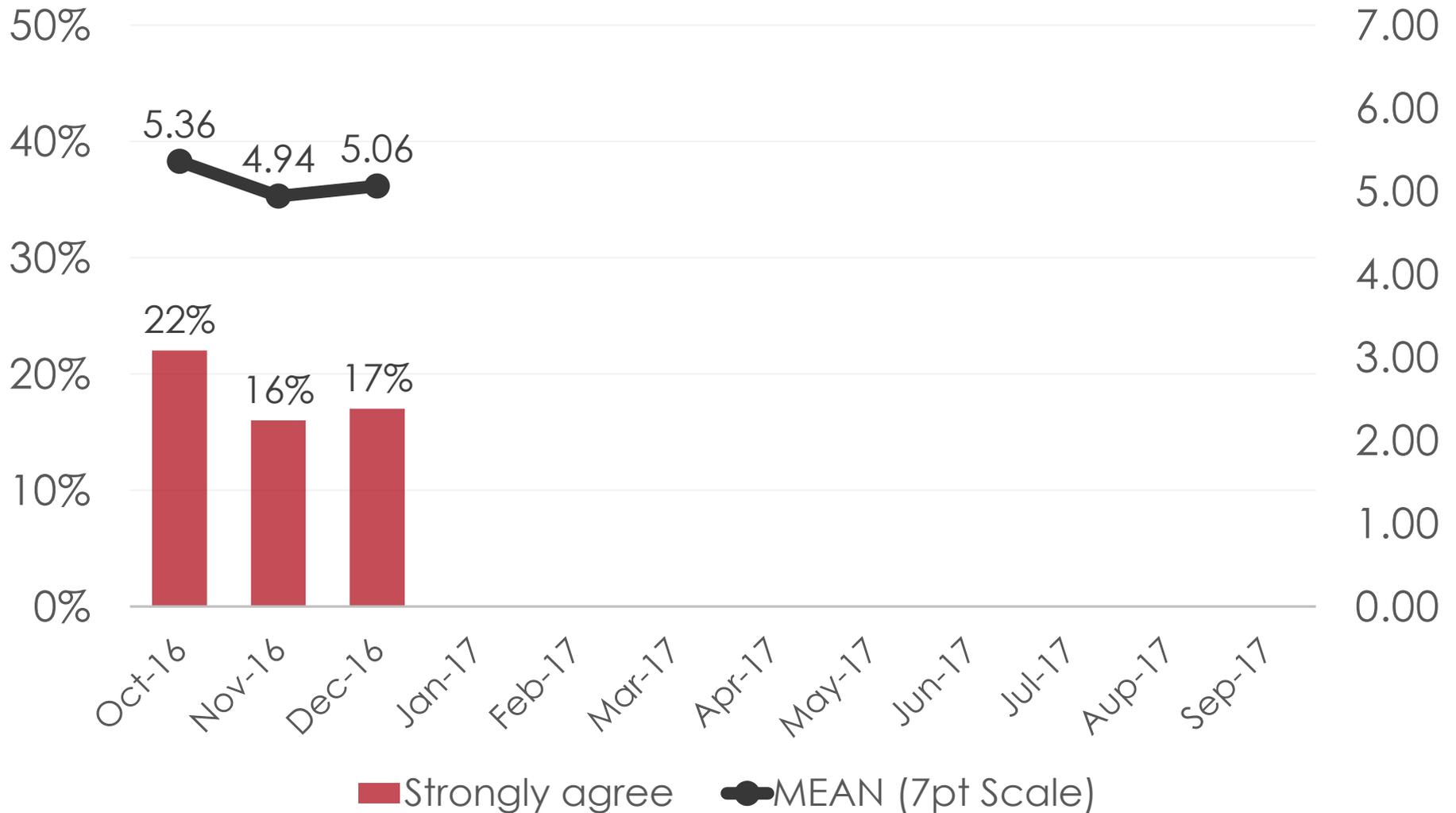
Taxi drivers were professional



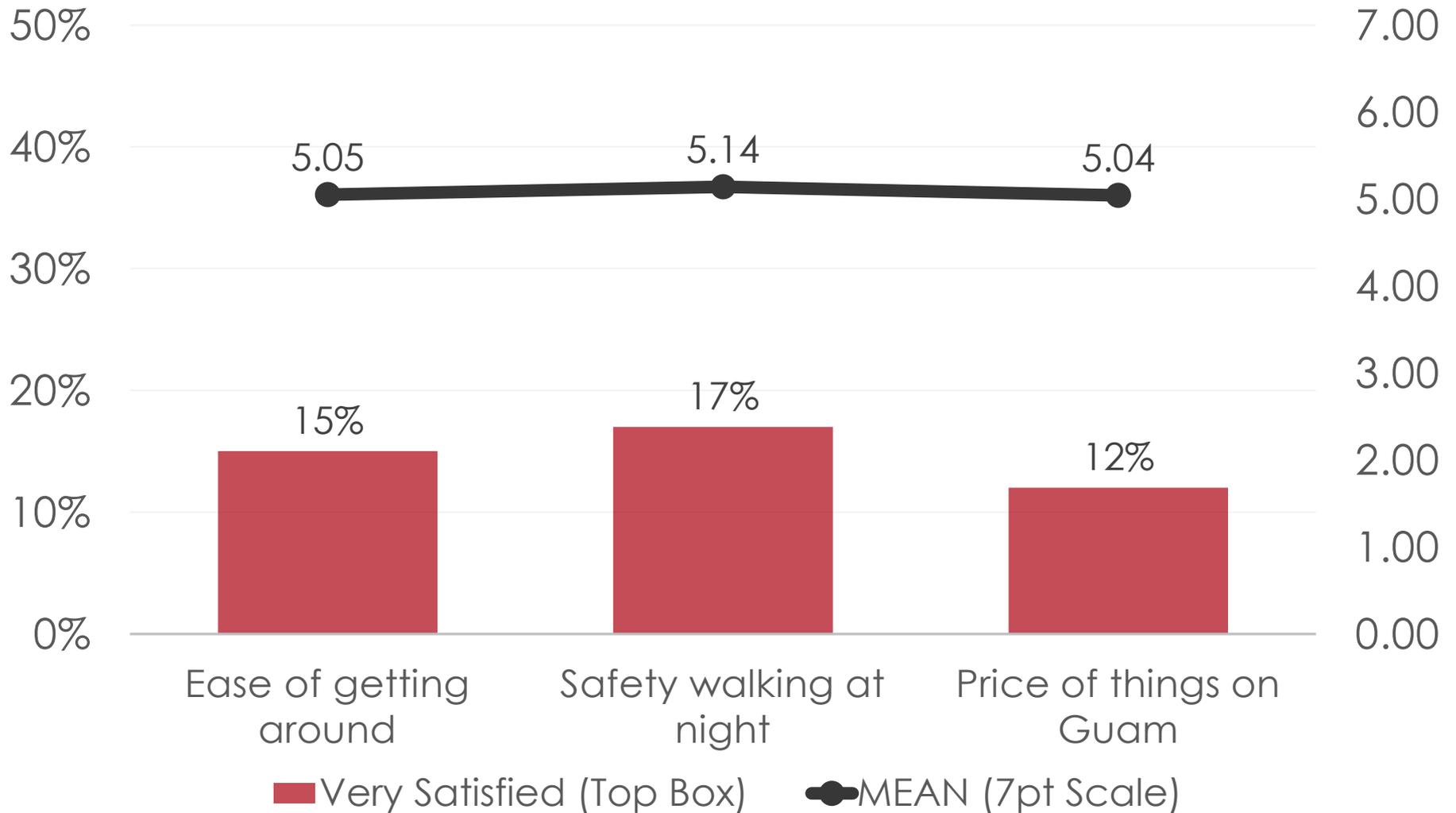
Taxis were clean



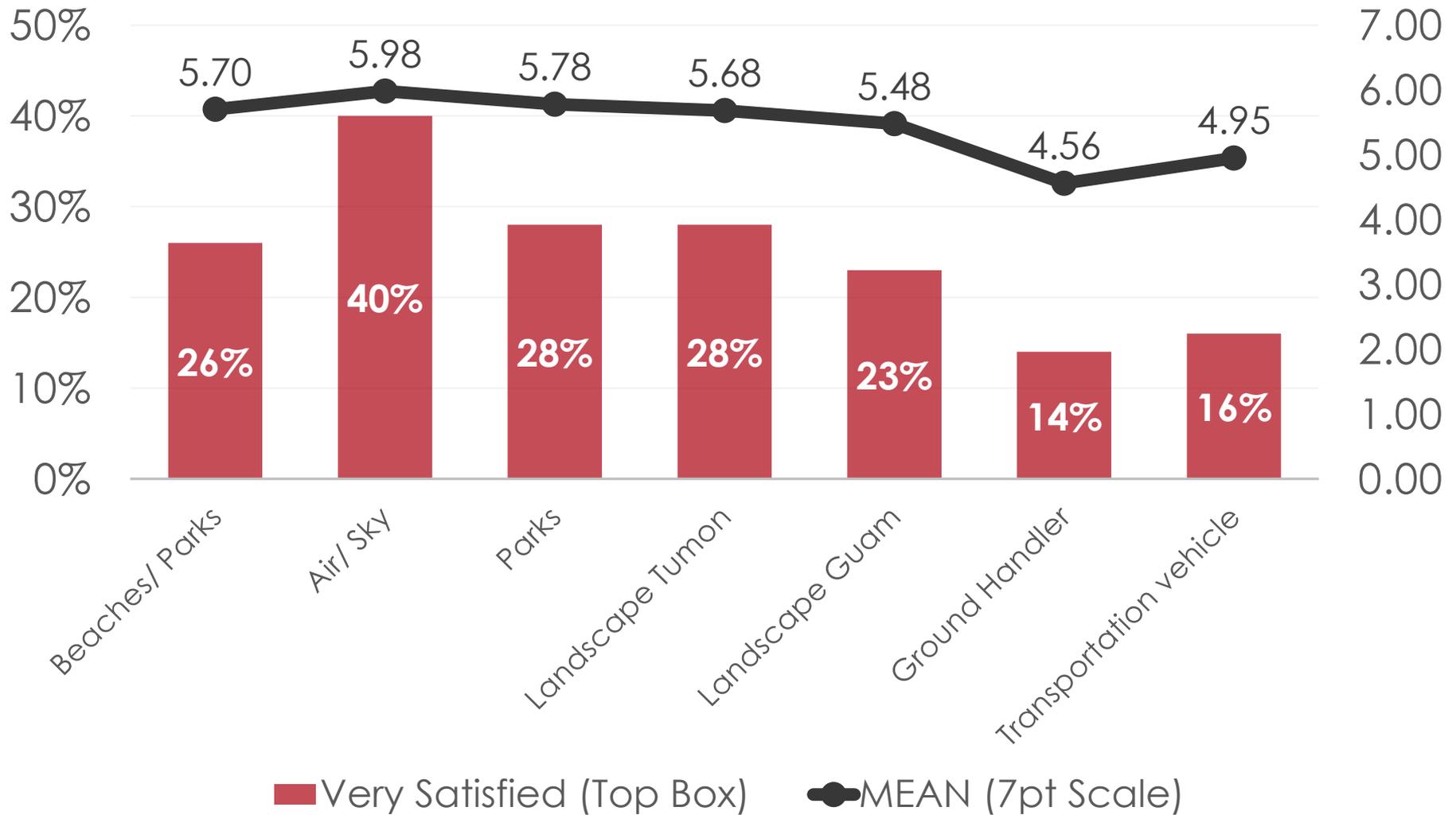
Guam airport was clean



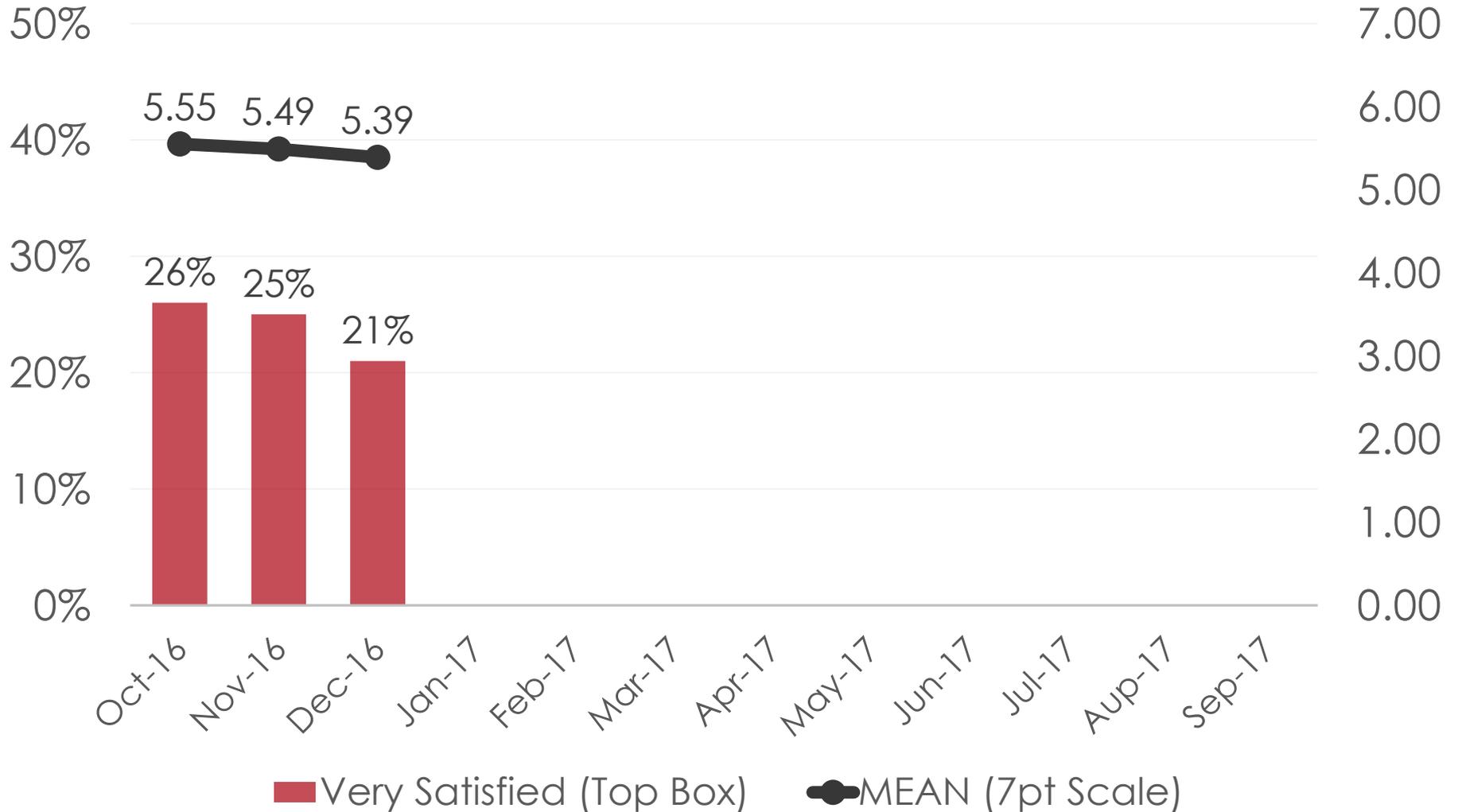
GENERAL SATISFACTION



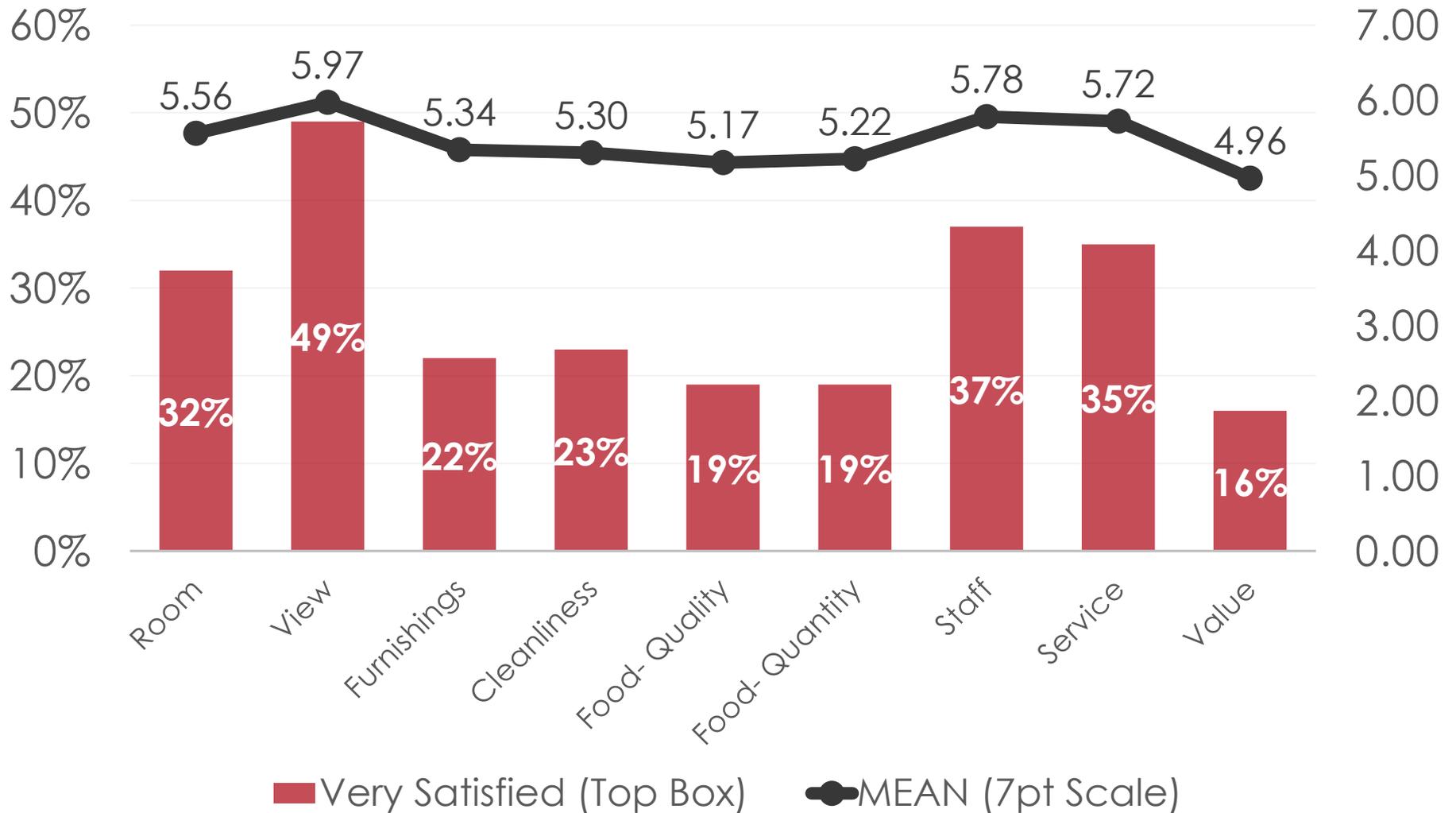
GENERAL SATISFACTION – Quality/ Cleanliness



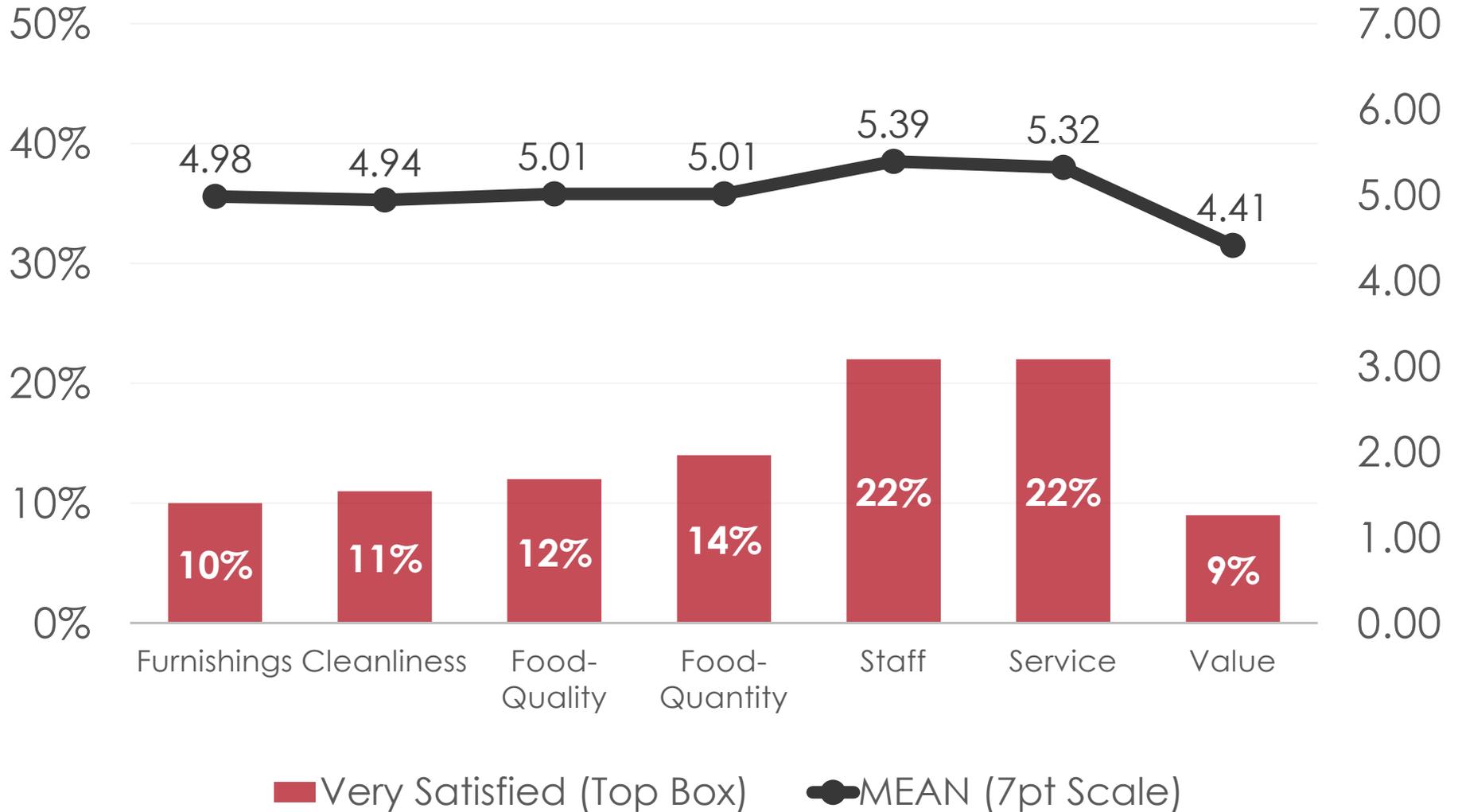
ACCOMMODATIONS – OVERALL SATISFACTION



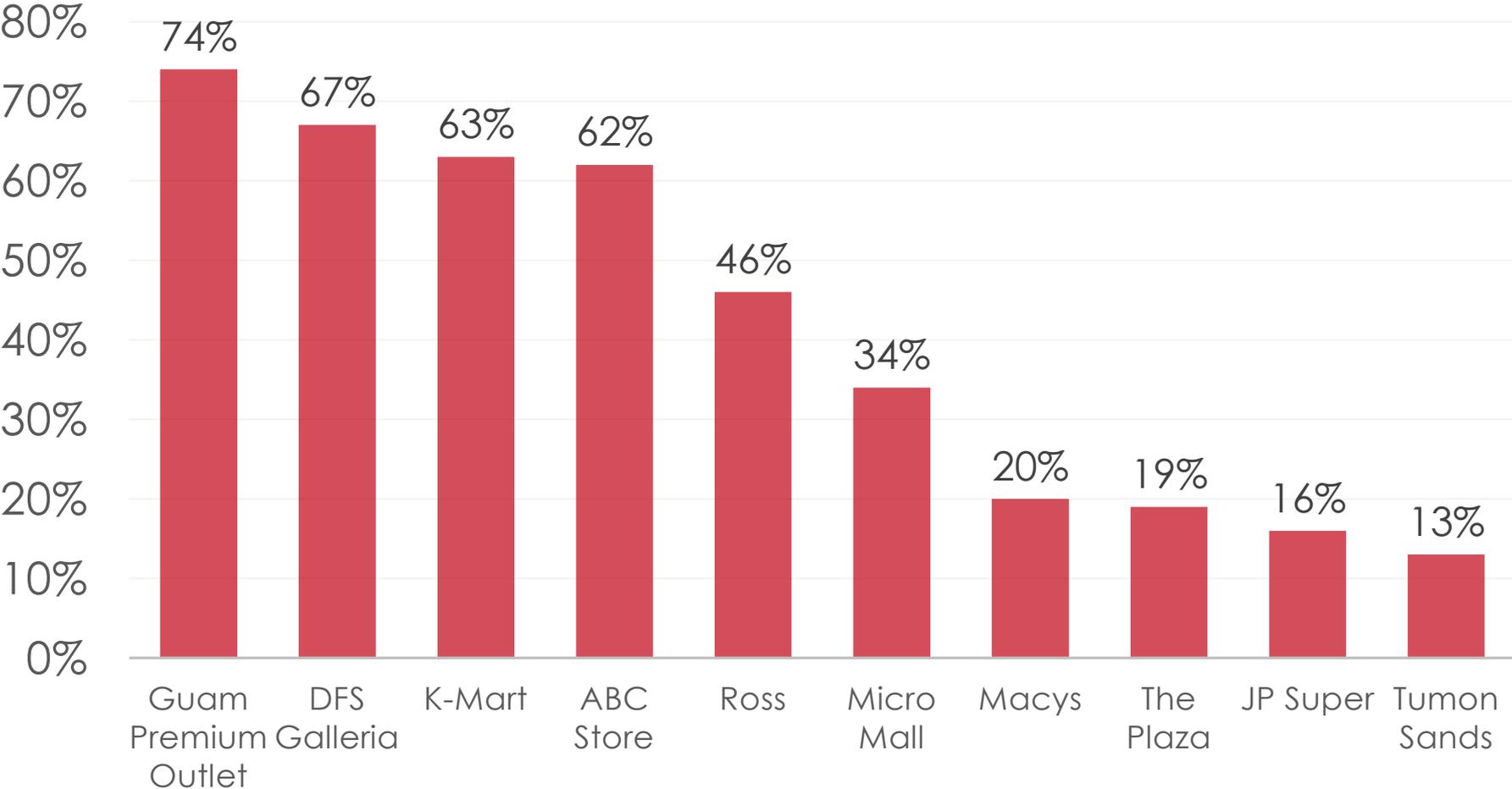
ACCOMMODATIONS – Satisfaction by Category



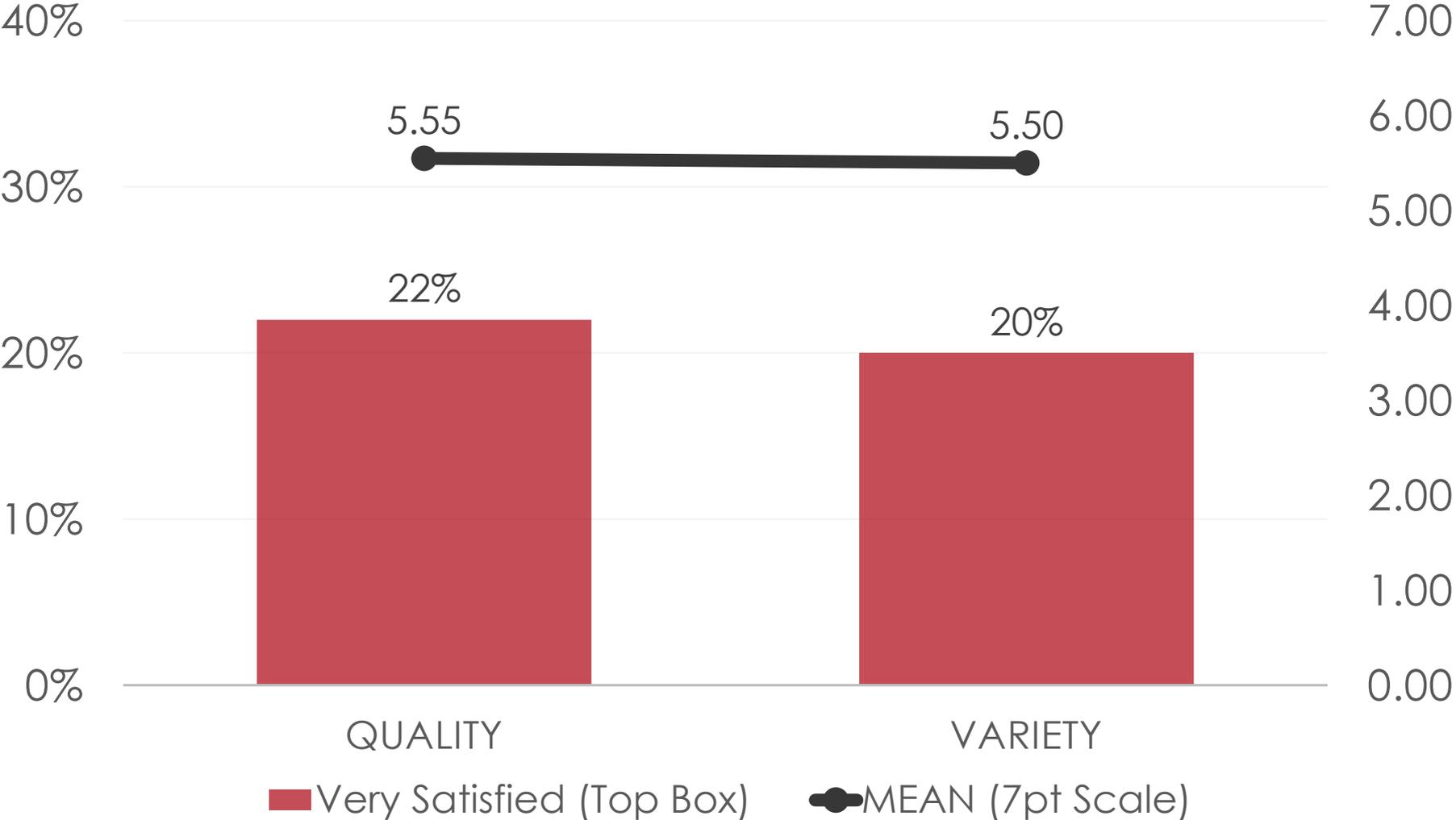
DINING EXPERIENCE (Outside Hotel) – Satisfaction by Category



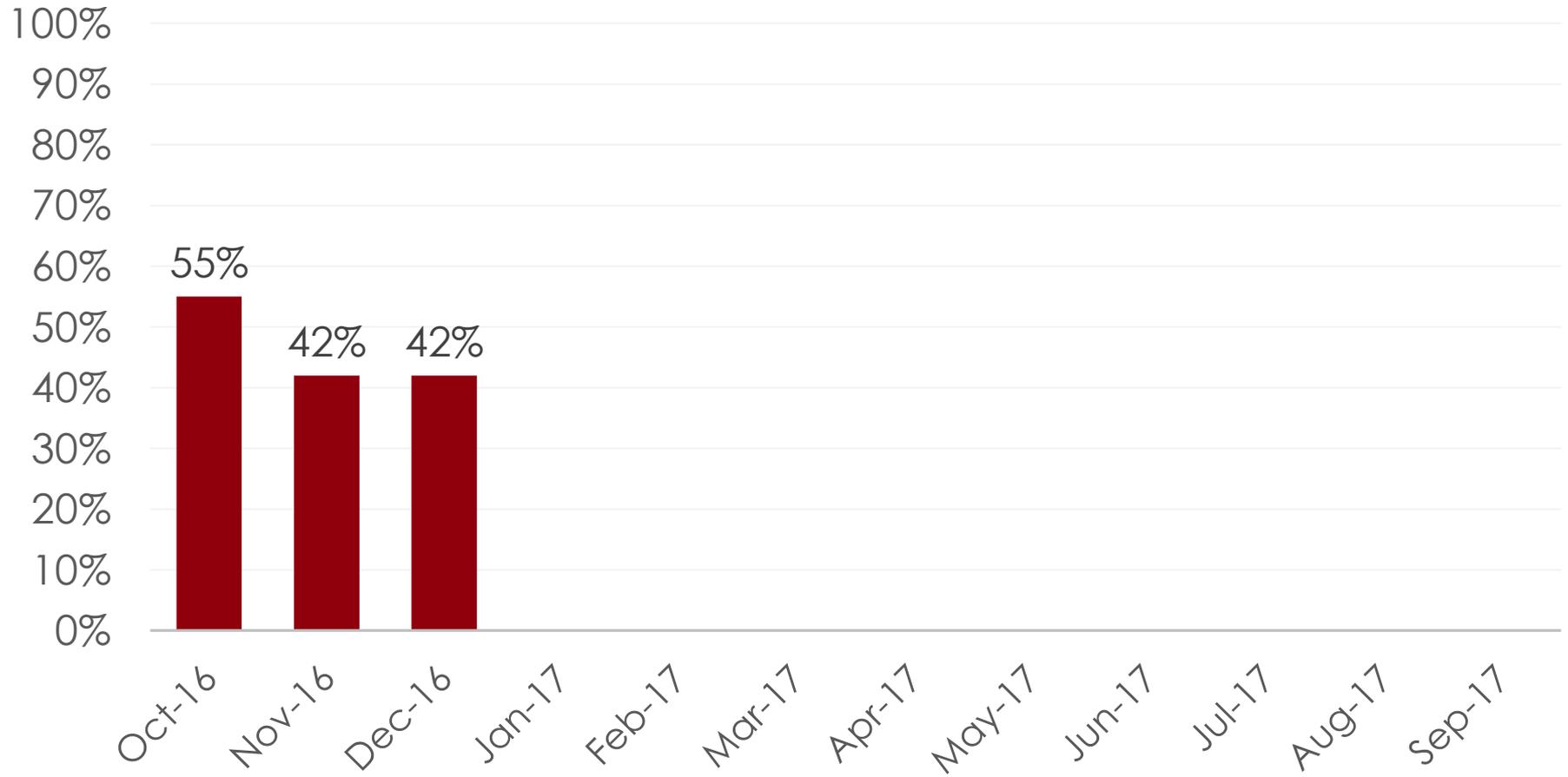
Shopping Malls/ Stores (Top Responses)



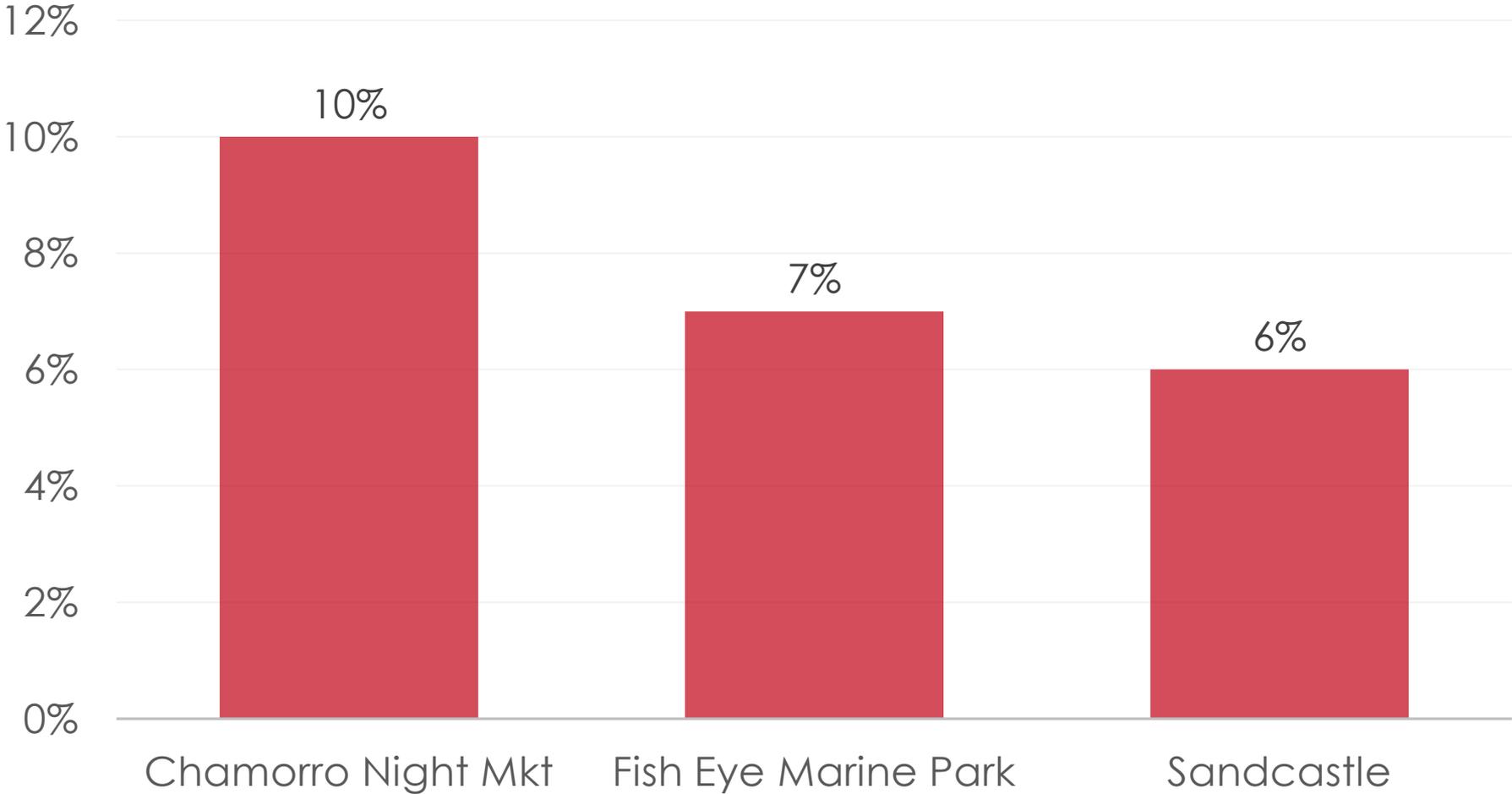
SHOPPING - SATISFACTION



OPTIONAL TOUR PARTICIPATION – FY2017 Tracking

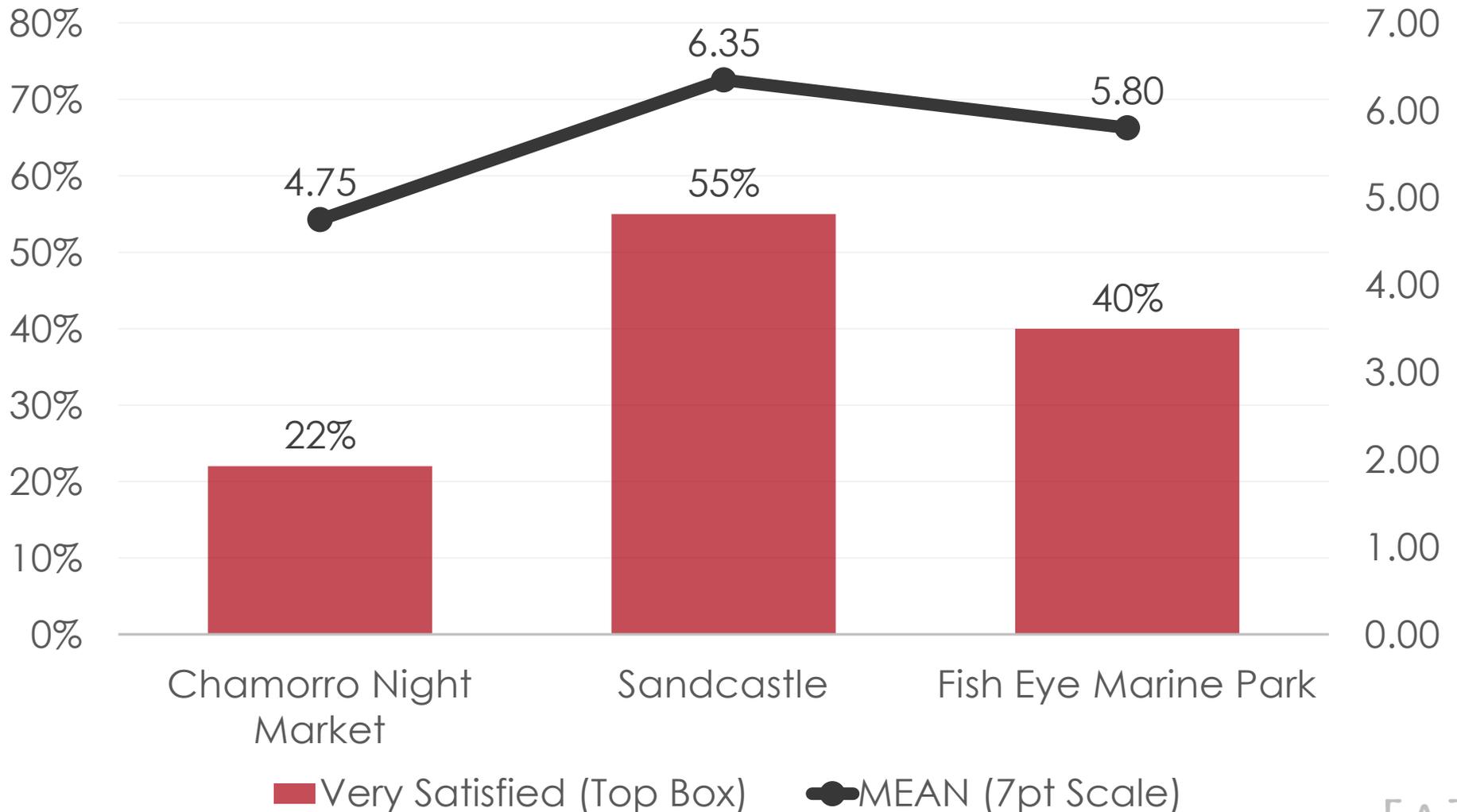


Optional Tour Participation (Top Responses)

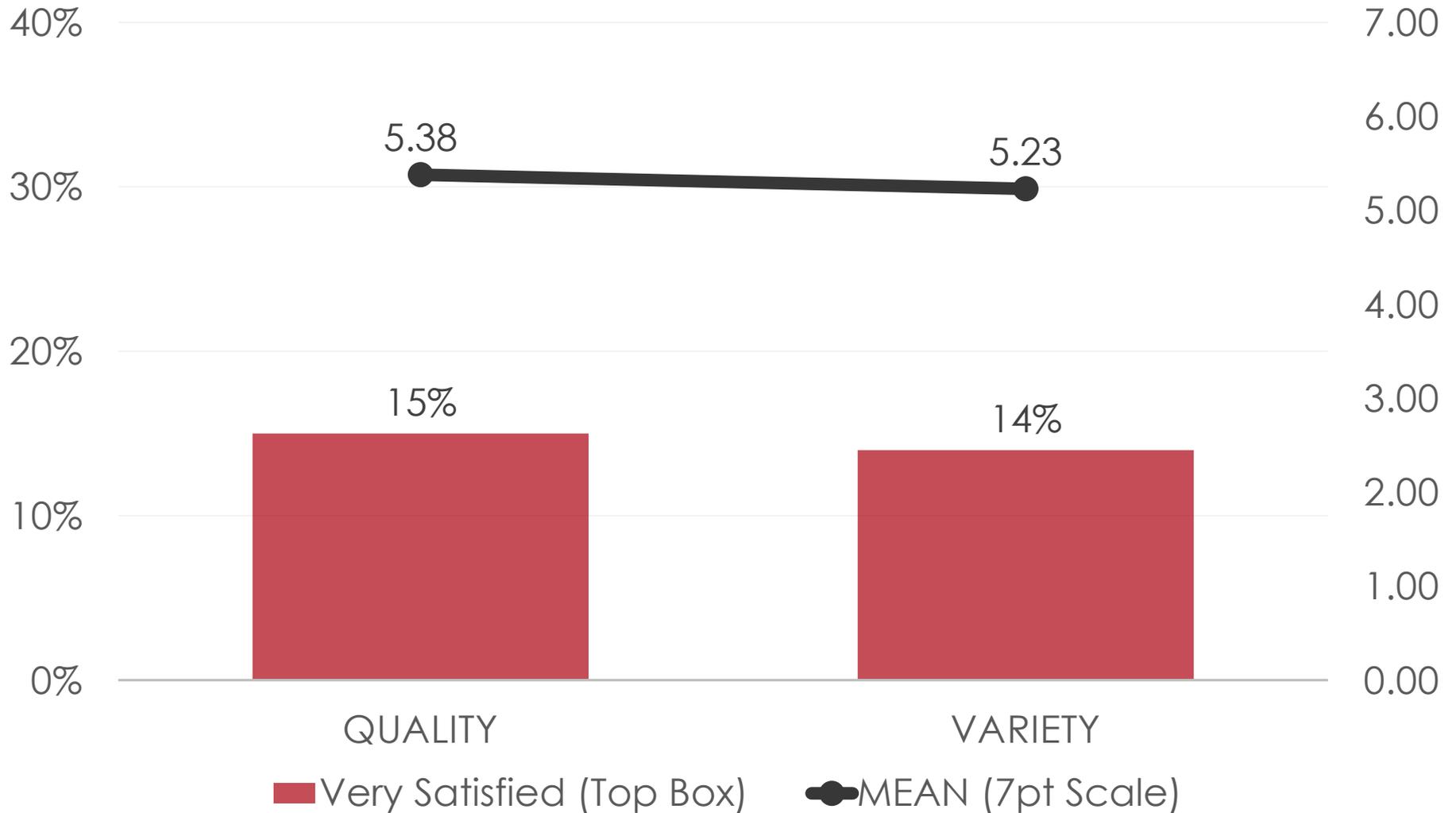


Optional Tour Satisfaction

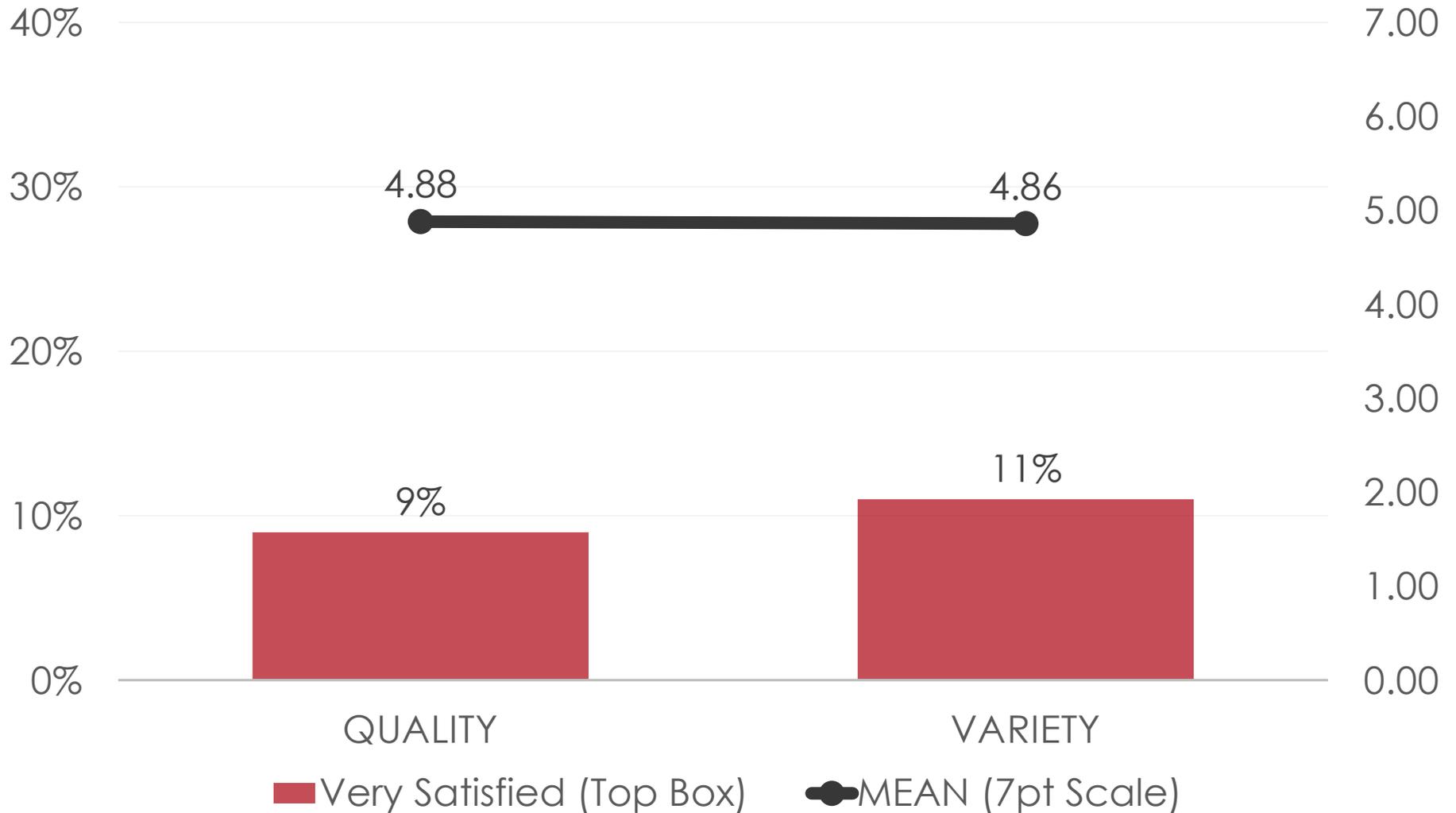
Top Responses only - Participation (5%+)



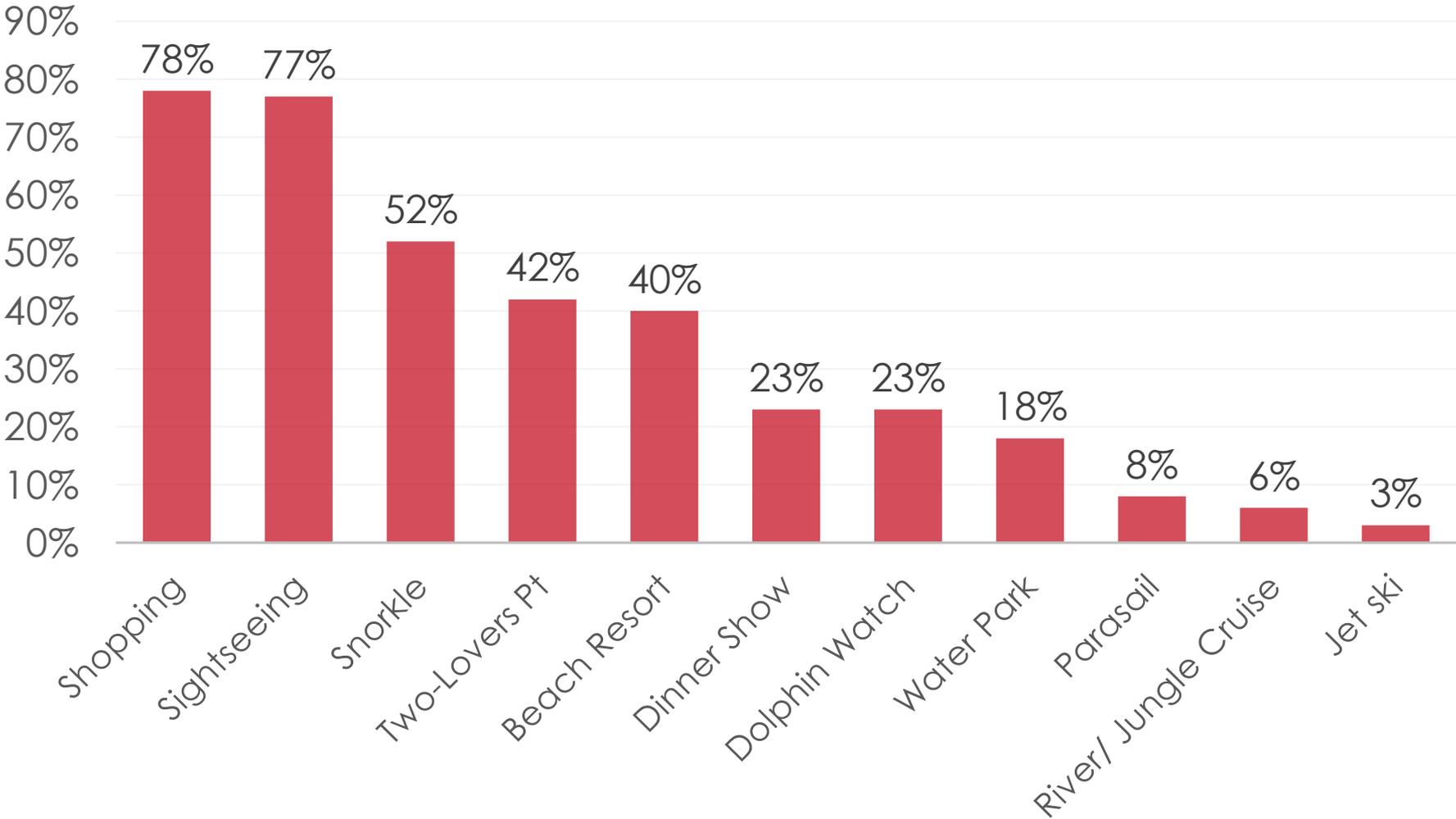
DAY TOUR - SATISFACTION



NIGHT TOUR - SATISFACTION

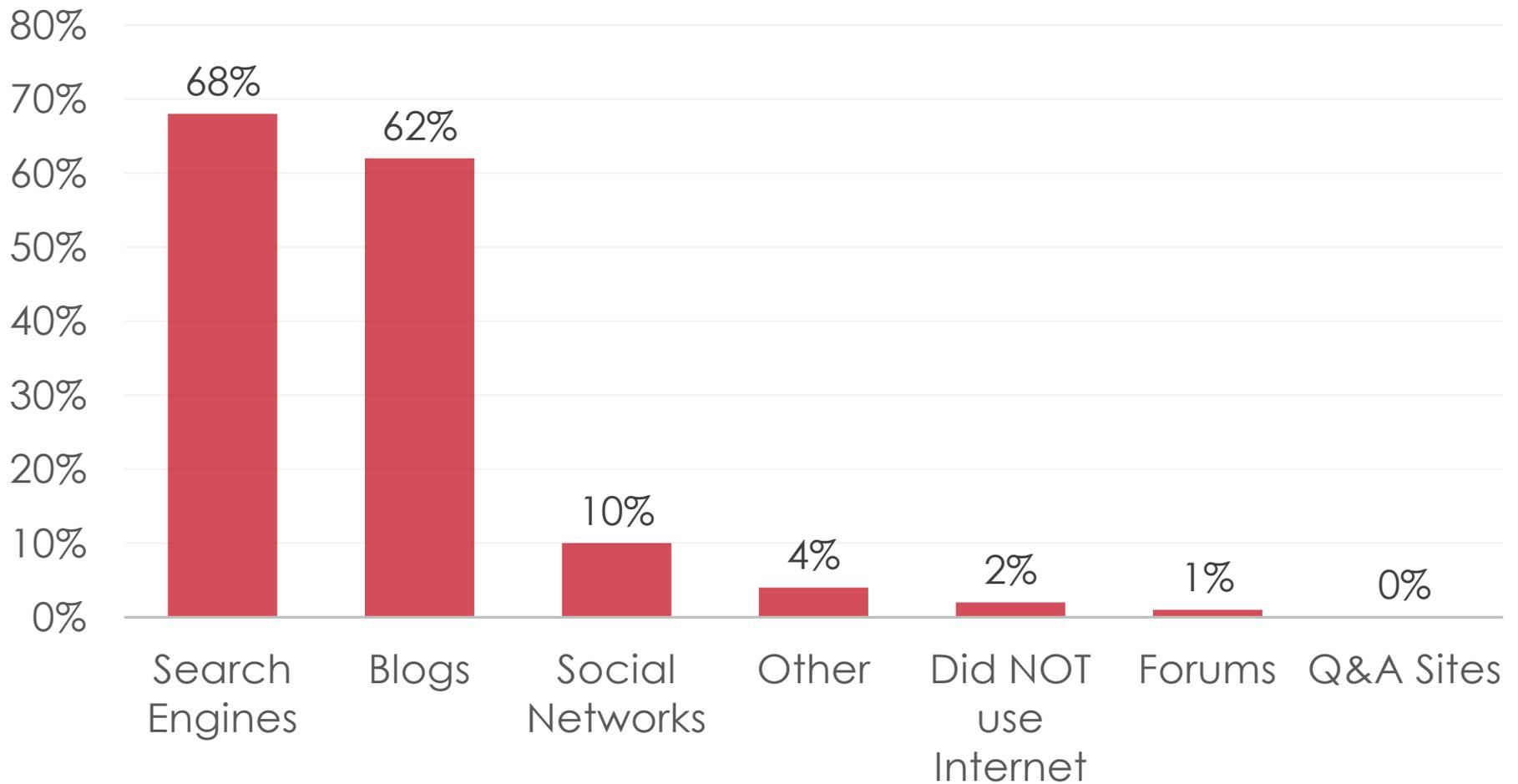


Activities Participation (Top Responses)



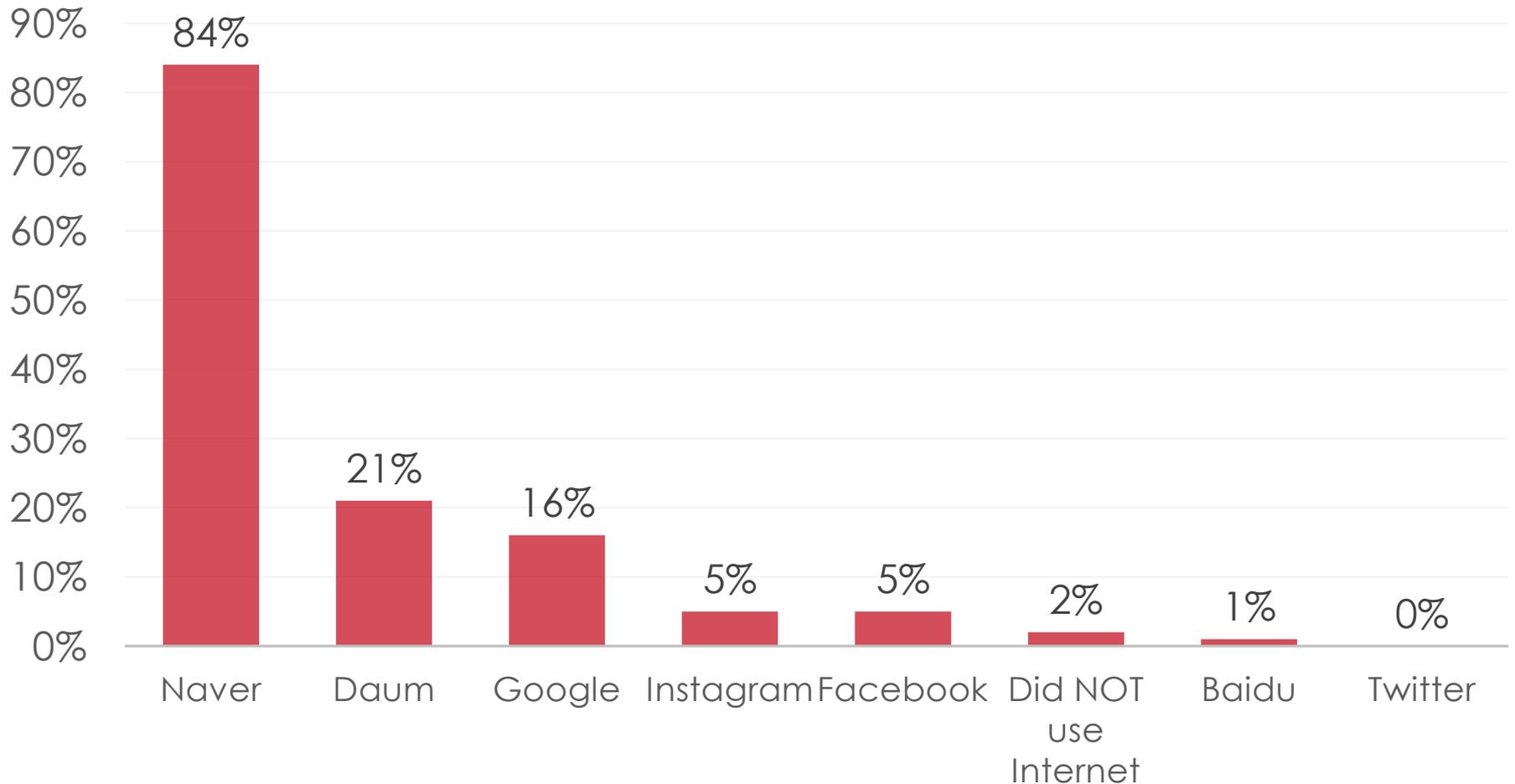
SECTION 5 PROMOTIONS

INTERNET- GUAM SOURCES OF INFORMATION



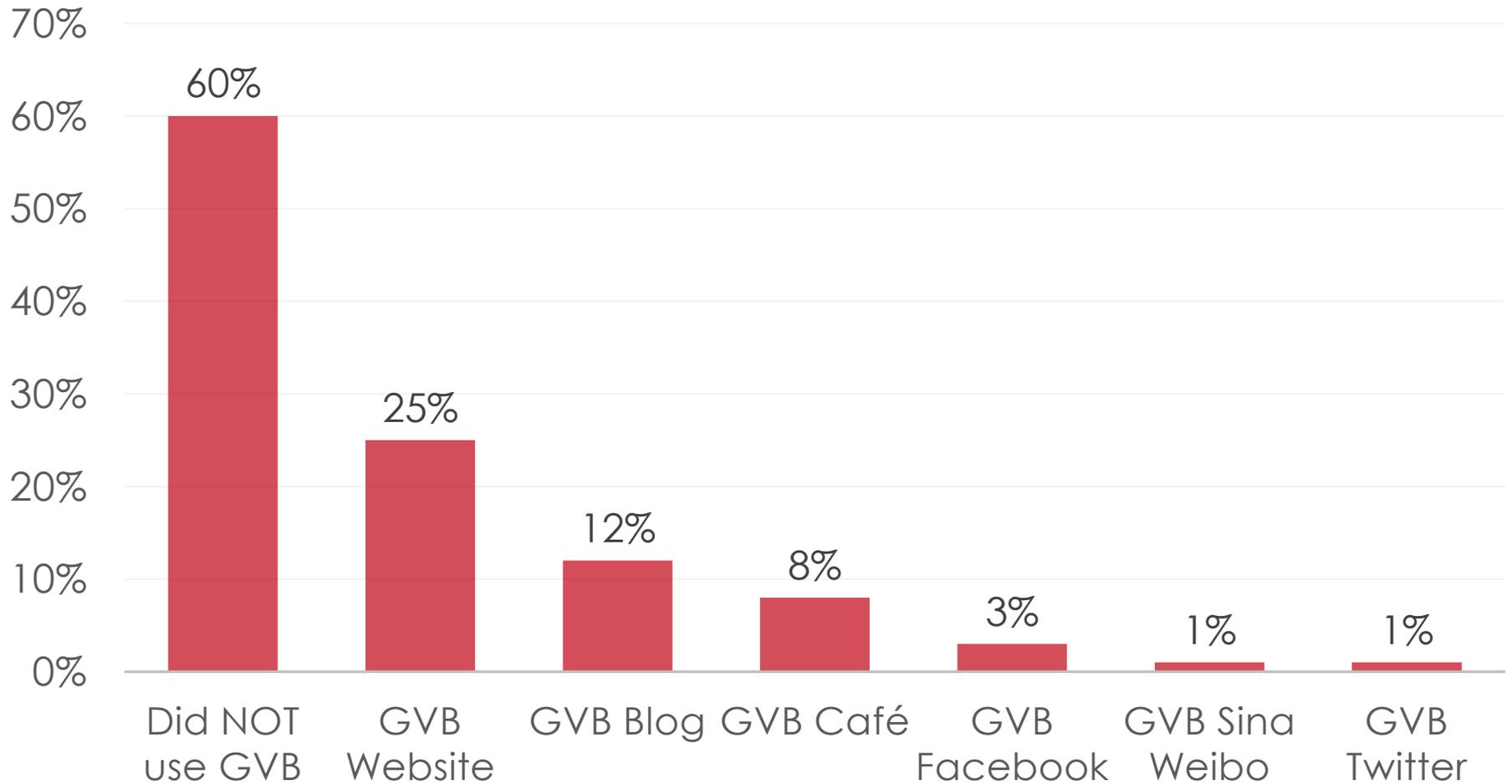
INTERNET- SOURCES OF INFORMATION

Things to do on Guam

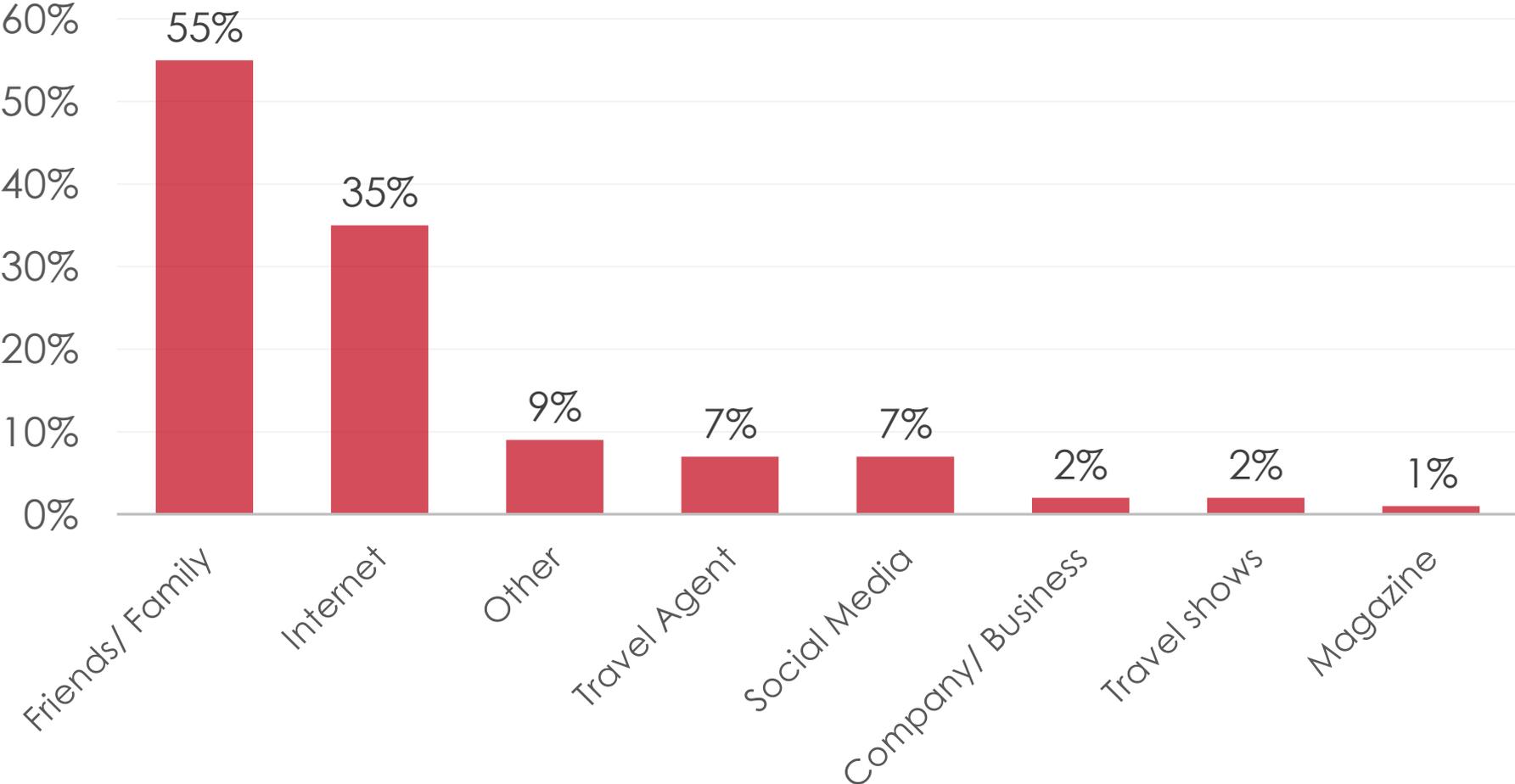


INTERNET- SOURCES OF INFORMATION

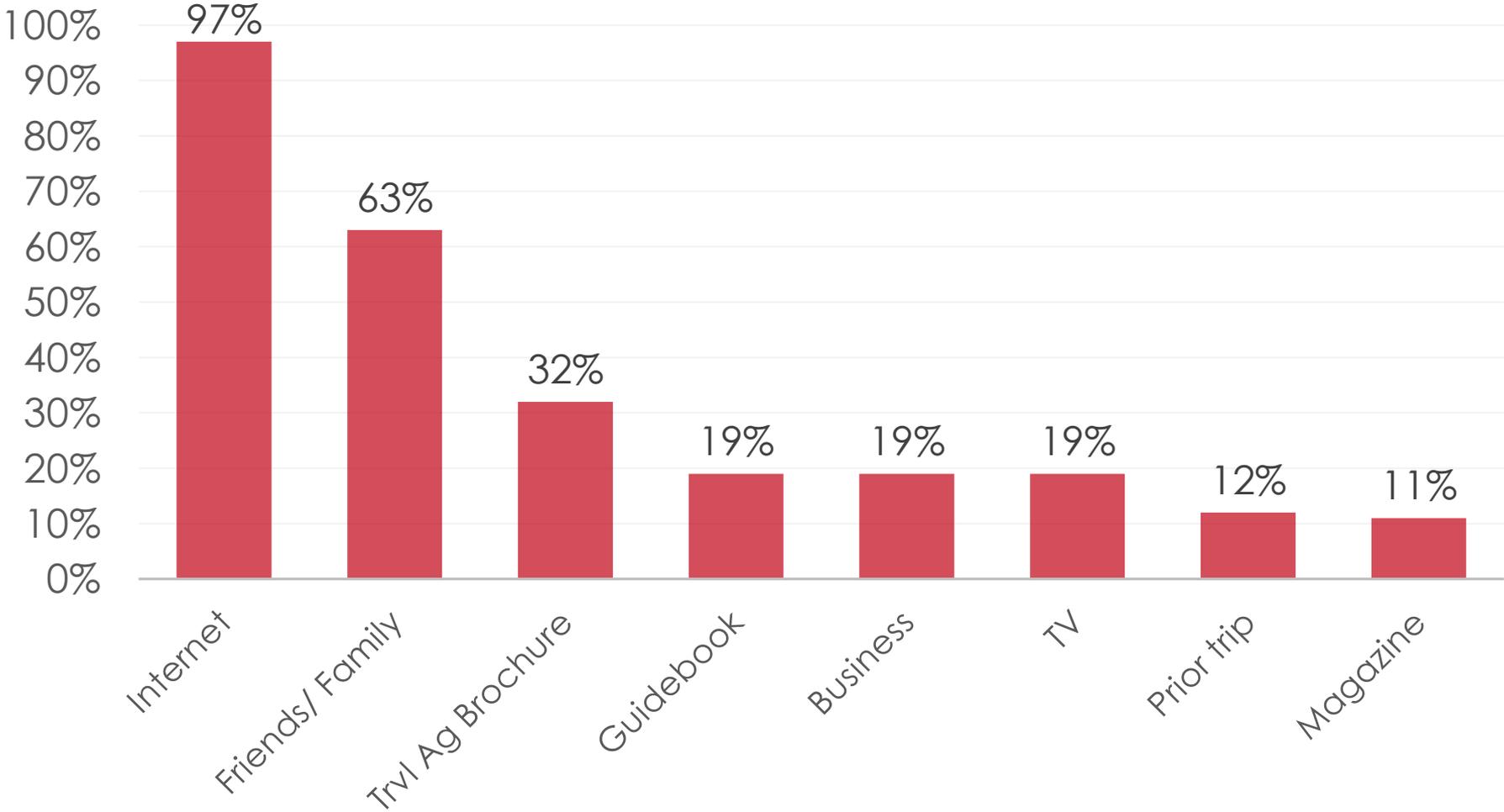
GVB



TRAVEL MOTIVATION



PRE-ARRIVAL SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

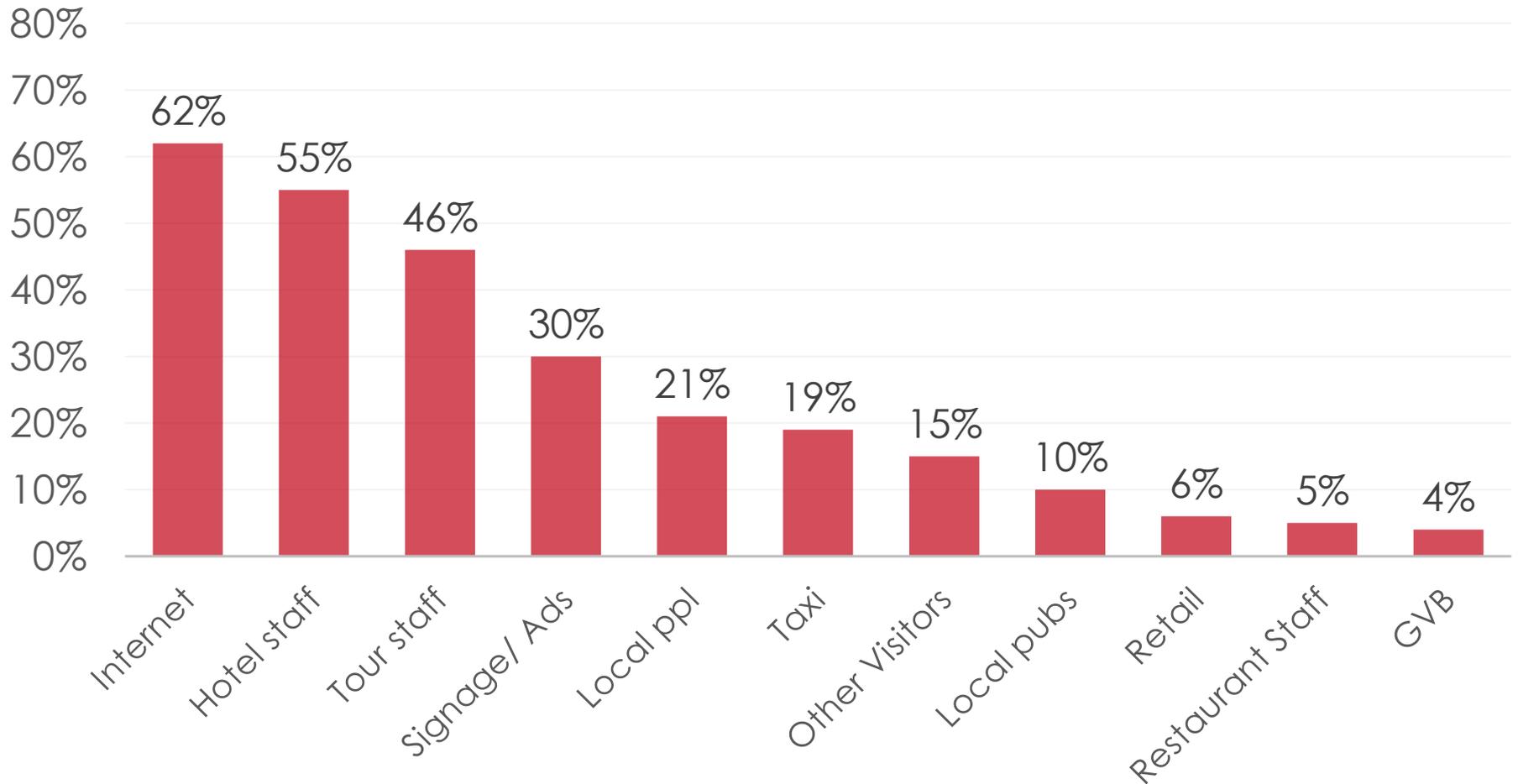
Q1 Please select the top 3 sources of information you used to find out about Guam before you trip.

		TOTAL	FIT	MICE	HONEY- MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
Q1	Internet	97%	100%	93%	100%	100%	97%	96%	100%	98%
	Friend/ Relative	63%	59%	21%	59%		64%	63%		40%
	Travel Agent Brochure	32%	20%	36%	59%	100%	32%	34%		21%
	Co-Worker/ Company Trvl Dept	19%	19%	29%	12%		20%	18%		5%
	Travel Guidebook- Bookstore	19%	20%	7%	24%	100%	20%	17%		7%
	TV	19%	24%	14%	12%		18%	21%	100%	26%
	Prior Trip	12%	20%	29%	6%		10%	11%	100%	98%
	Magazine (Consumer)	11%	9%	7%	18%		12%	10%		7%
	Newspaper	7%	2%				7%	8%		
	GVB Office	3%	11%				3%	3%		2%
	Travel Trade Show	2%		7%			2%	2%		5%
	Consumer Trvl Show	1%					2%	1%		
	GVB Promo	1%			6%		1%	0%		
	Other	1%					1%	1%		
	Total	349	54	14	17	1	319	286	1	42

Prepared by QMark Research

ONISLE

SOURCES OF INFORMATION



ON-ISLE SOURCES OF INFORMATION – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

Q2 Please select the top 3 sources of information you used to find out about Guam while you were here.

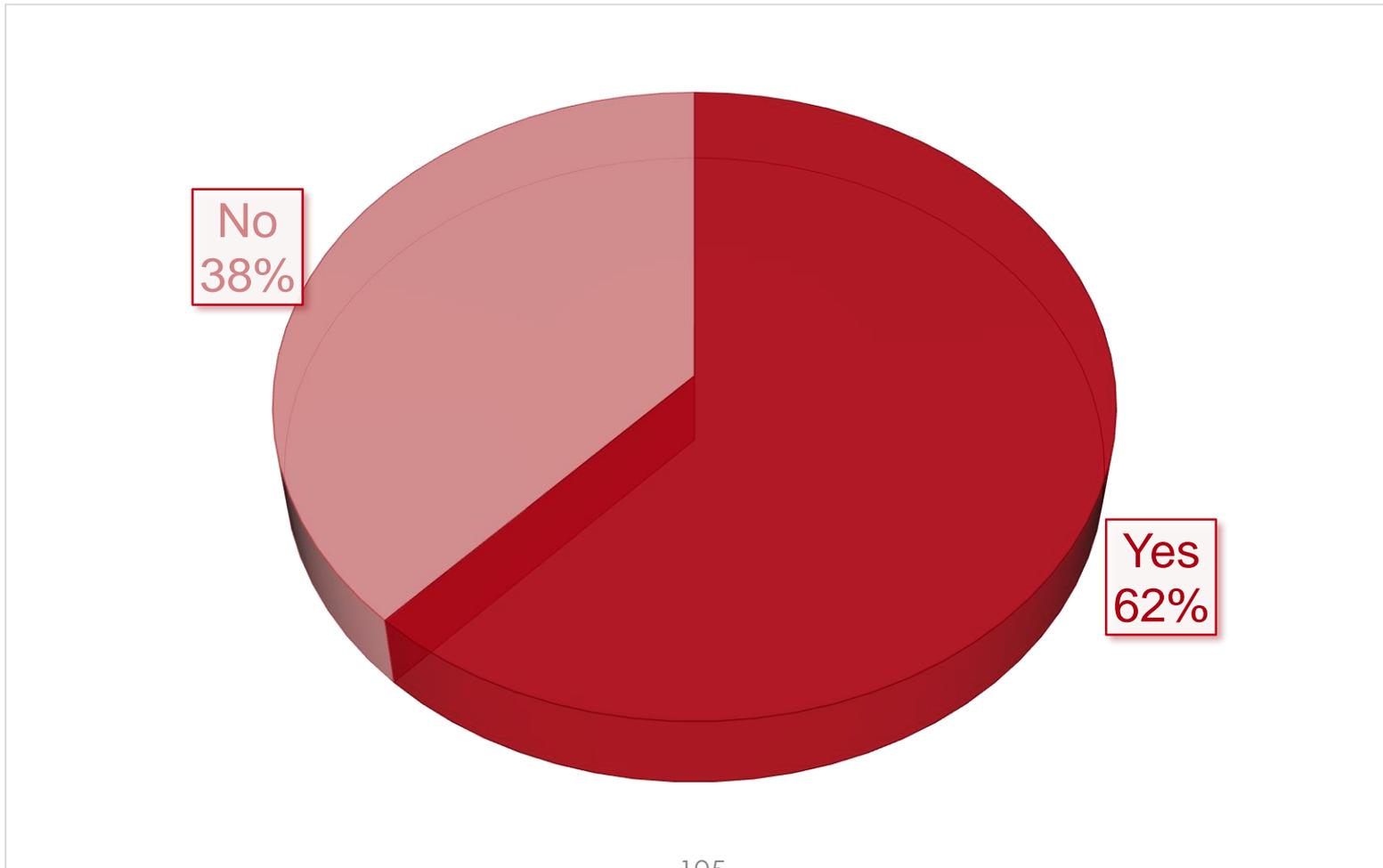
		TOTAL	FIT	MICE	HONEY- MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
Q2	Internet	62%	75%	50%	59%	100%	63%	62%		63%
	Hotel Staff	55%	55%	57%	59%	100%	54%	57%	100%	71%
	Tour Staff	46%	8%	57%	71%	100%	45%	44%		37%
	Signs/ Advertisement	30%	23%	29%	24%		30%	28%	100%	29%
	Local Ppl	21%	17%	7%	18%		20%	18%		15%
	Taxi Driver	19%	25%	14%	12%		17%	20%		27%
	Other Visitors	15%	19%	21%	29%		15%	16%	100%	12%
	Local Publication	10%	6%		12%		10%	10%		5%
	Retail Staff	6%	9%	7%	12%		6%	7%		12%
	Restaurant Staff	5%	6%	14%	6%		5%	5%		7%
	GVB	4%	8%				3%	4%		2%
	Visitor Channel	3%	2%				3%	4%		
	Other	1%	2%	7%			2%	0%		
	Total	345	53	14	17	1	315	282	1	41

Prepared by QMark Research

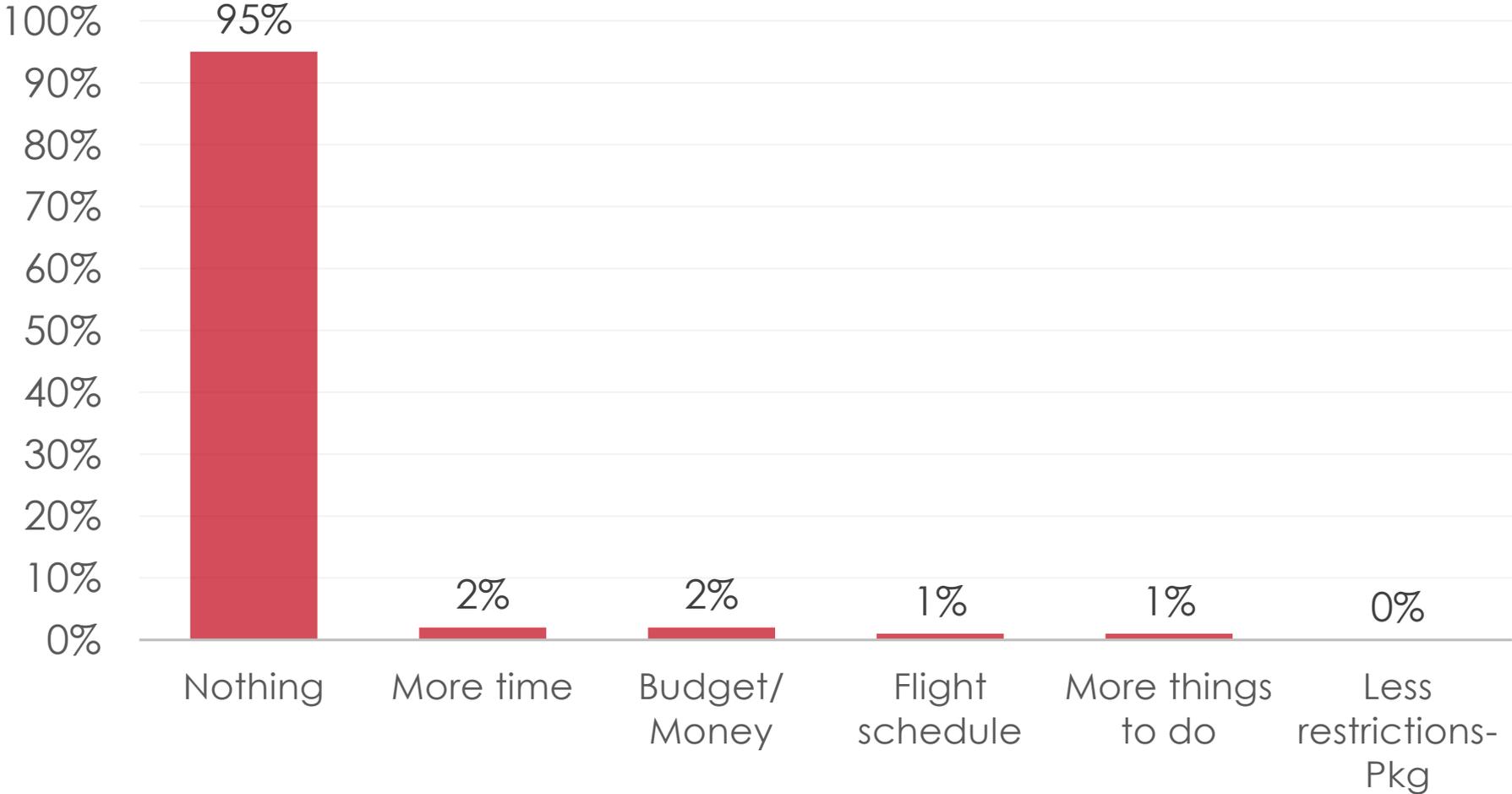
SECTION 6

FUTURE TRAVEL TO GUAM

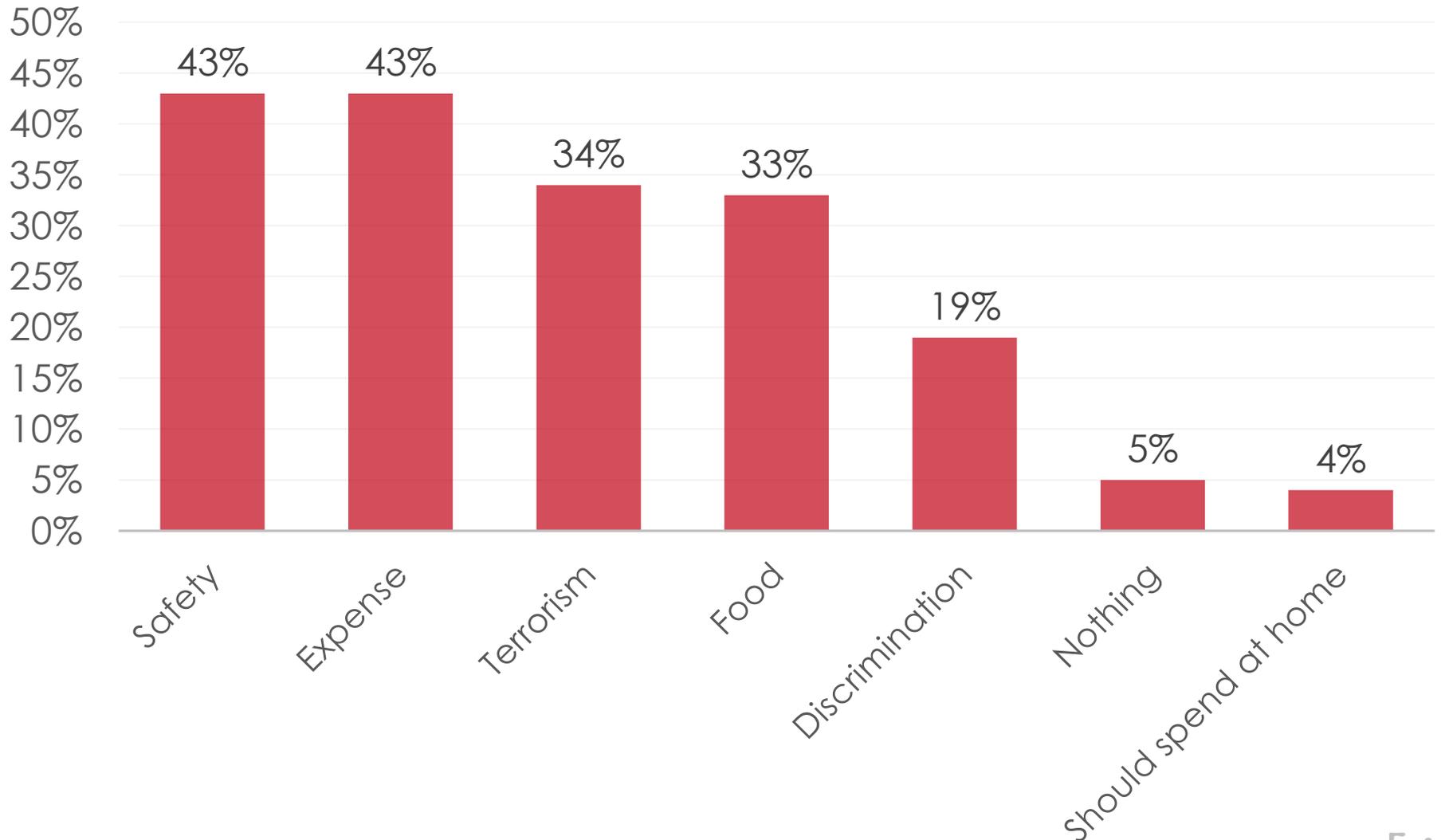
Will security screening/ immigration at Guam Airport impact future travel to Guam?



What would it take to make you stay an extra day on Guam?



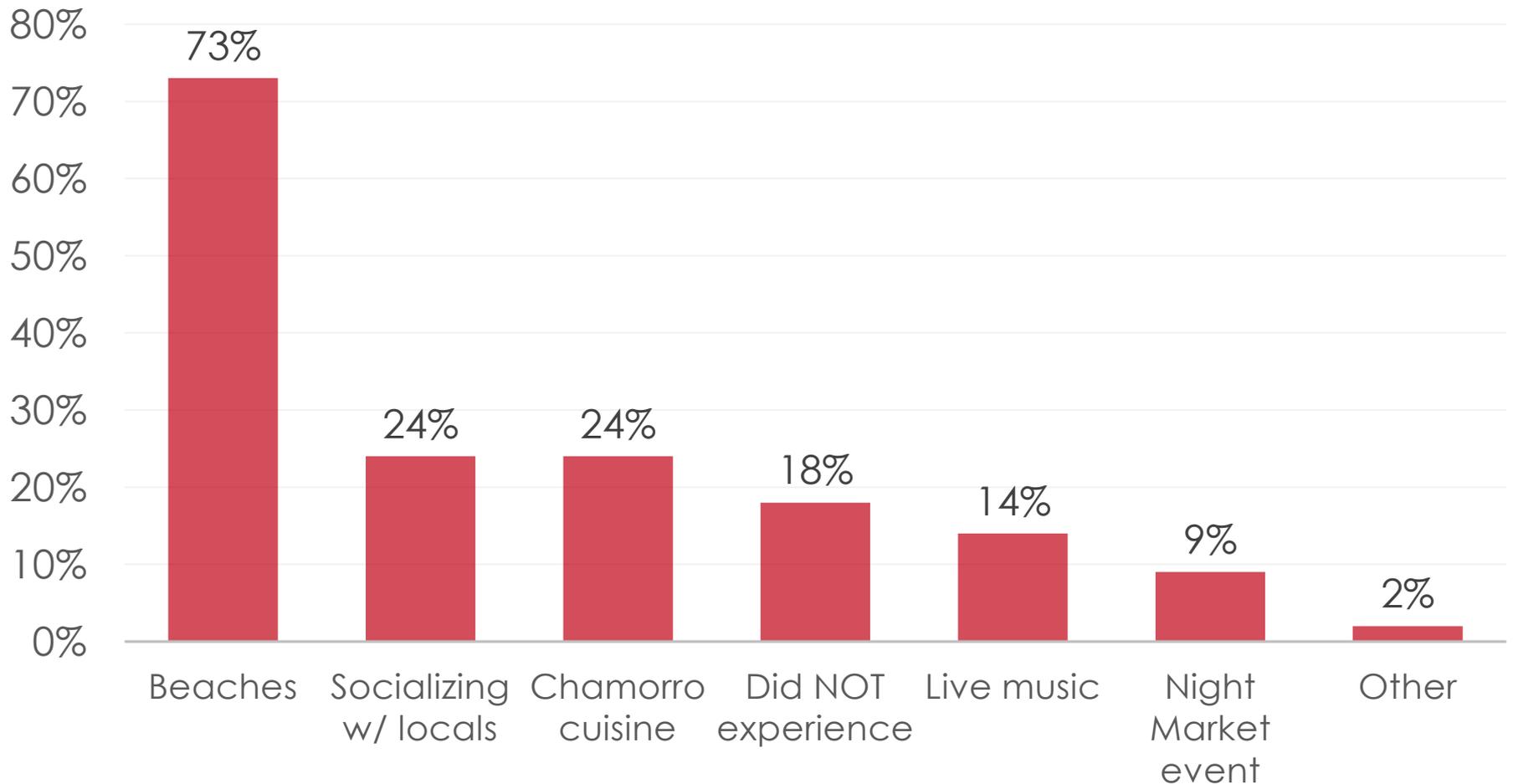
FUTURE TRAVEL CONCERNS



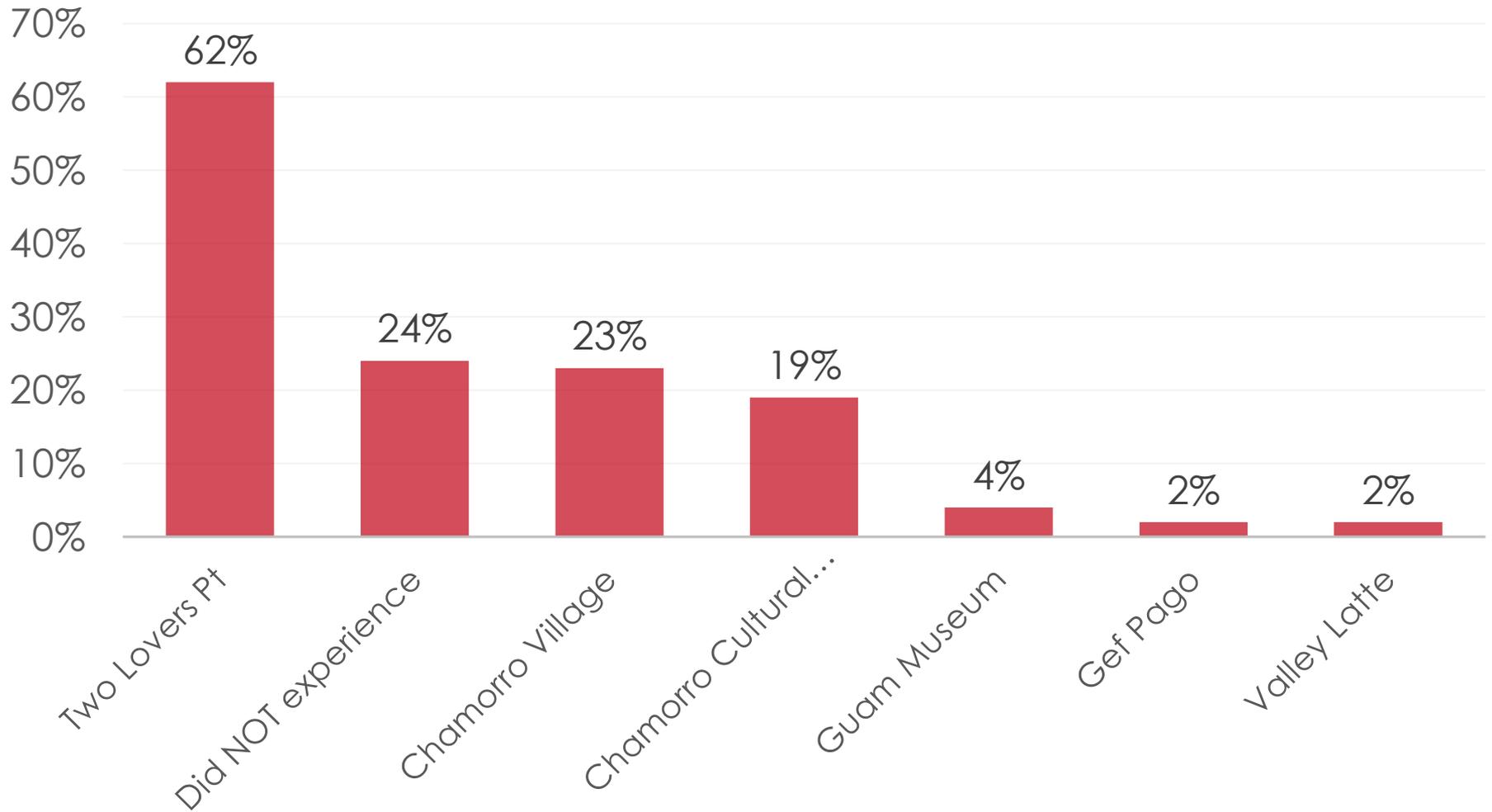
SECTION 7

GUAM CULTURE

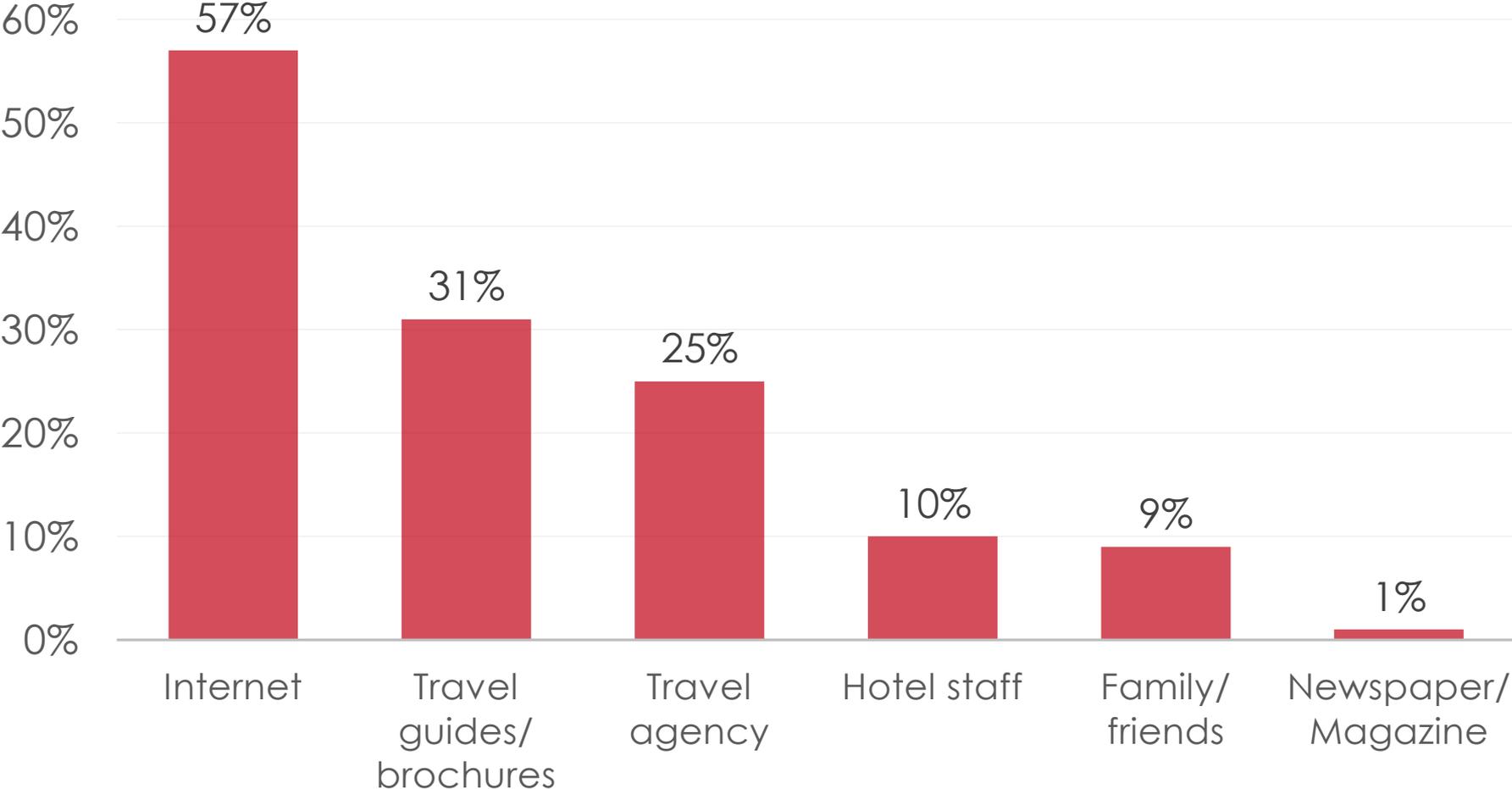
EXPERIENCED- CHAMORRO/ HAFSA ADAI SPIRIT



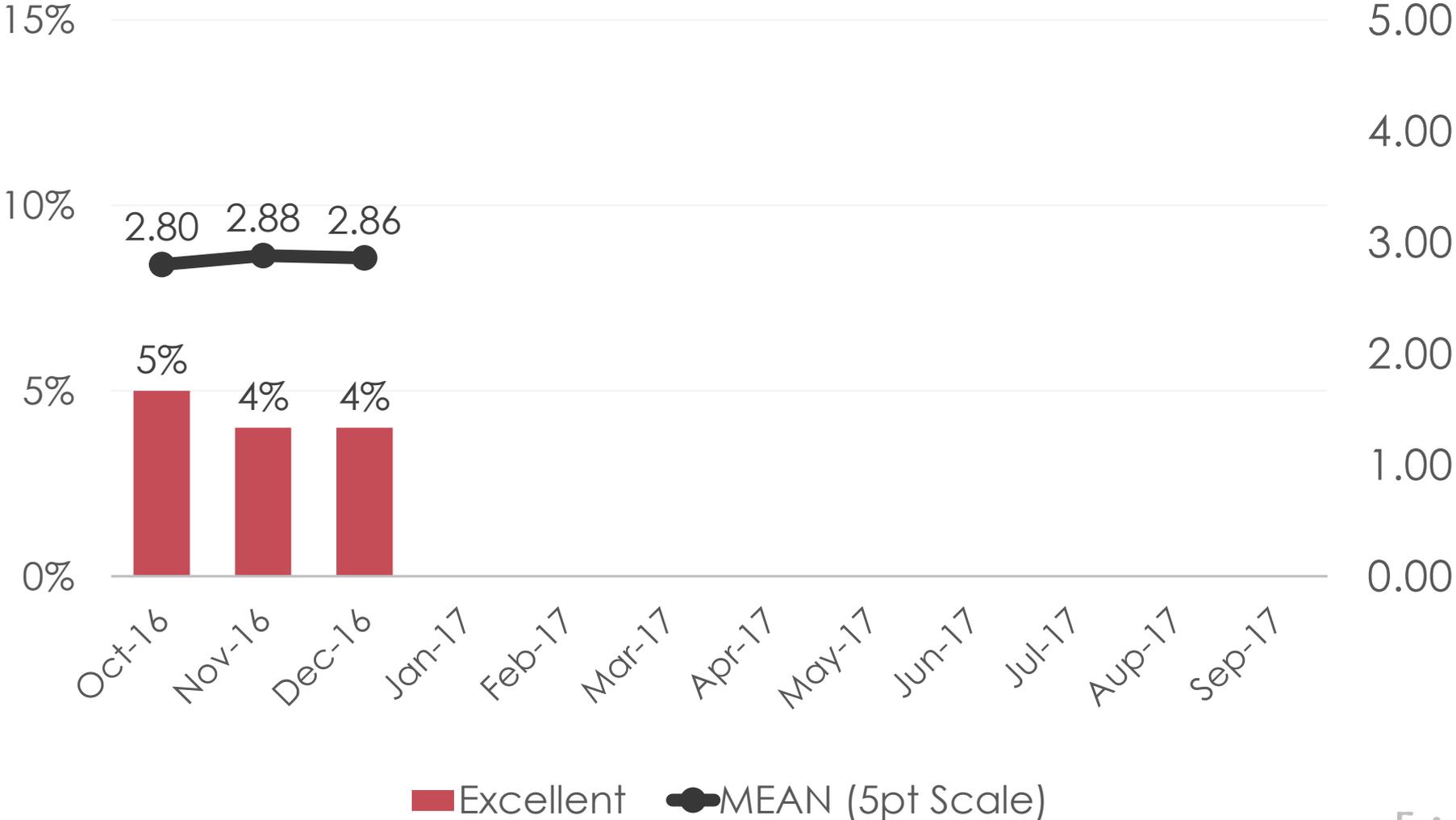
EXPERIENCED- OTHER CULTURAL ACTIVITY/EVENTS



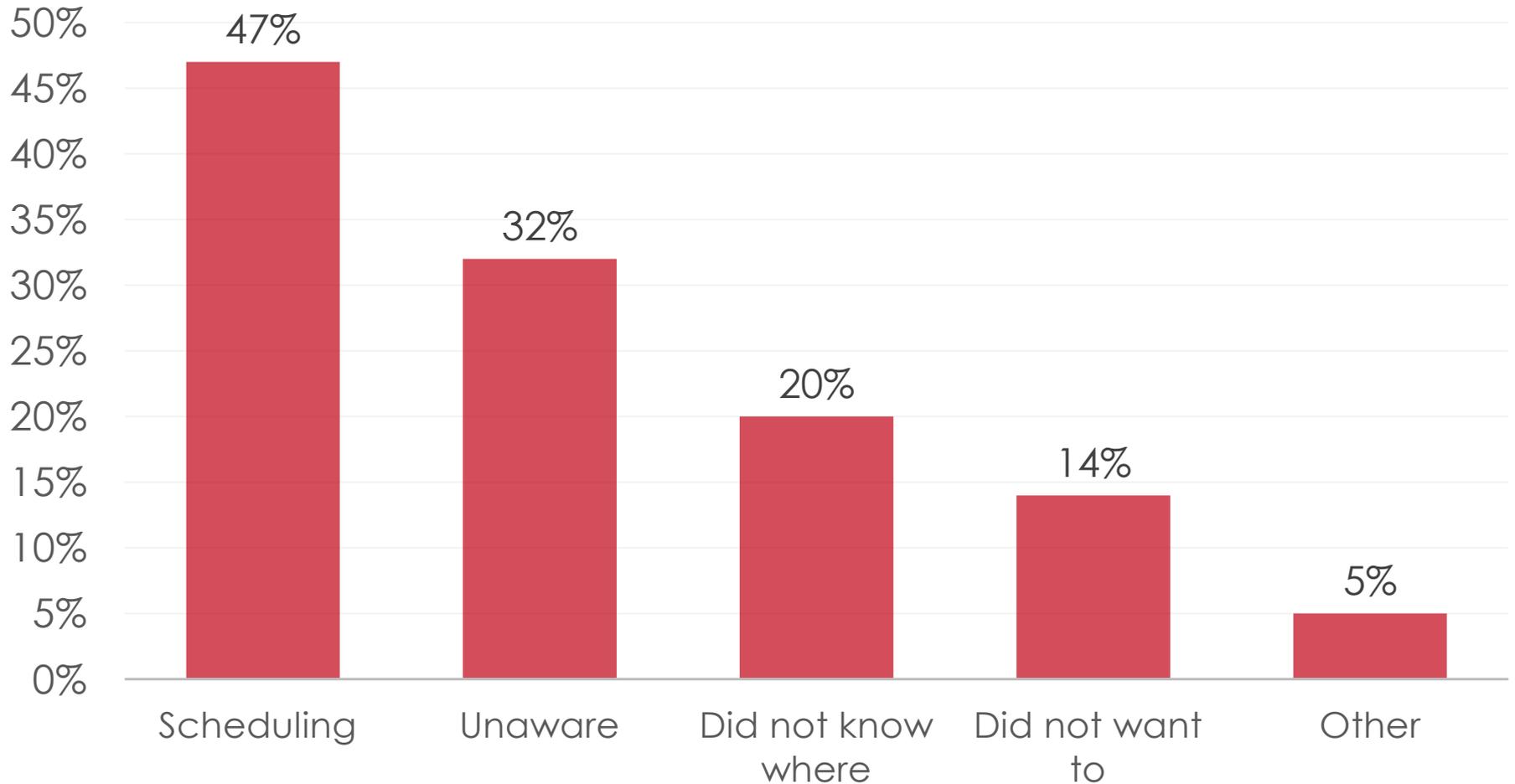
SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS



SATISFACTION- CULTURAL ACTIVITY/EVENTS



OBSTACLES- CULTURAL ACTIVITY/EVENTS



SECTION 7

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 ($p \leq .05$) drivers and the percentage of the dependent variables accounted for by each significant predictor and by all of them combined.

Drivers- Overall Satisfaction

Comparison of Drivers of Overall Satisfaction, Oct, Nov, Dec 2016, and Overall Oct-Dec 2016				
	Oct-16	Nov-16	Dec-16	Combined Oct-Dec 2016
Drivers:	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks	3	3		3
Ease of getting around			4	7
Safety walking around at night	7			
Quality of daytime tours			3	
Variety of daytime tours				
Quality of nighttime tours				
Variety of nighttime tours				
Quality of shopping			6	5
Variety of shopping	6			
Price of things on Guam				
Quality of hotel accommodations	4	4		4
Quality/cleanliness of air, sky				
Quality/cleanliness of parks	1			8
Quality of landscape in Tumon		2	1	1
Quality of landscape in Guam			5	9
Quality of ground handler	5		2	6
Quality/cleanliness of transportation vehicles	2	1		2
% of Overall Satisfaction Accounted For:	64.0%	61.8%	44.1%	56.4%

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 December 2016 Period. By rank order they are:
 - **Quality of landscape in Tumon,**
 - **Quality of ground handler,**
 - **Quality of day time tours,**
 - **Ease of getting around at night,**
 - **Quality of landscape in Guam, and**
 - **Quality of shopping.**
- With all six factors the overall r^2 is .441 meaning that **44.1% of overall satisfaction is accounted for by these factors.**

Drivers – On-Isle Expenditures

Comparison of Drivers of Per Person On Isle Expenditure, Oct, Nov, Dec 2016, and Overall Oct-Dec 2016				
	Oct-16	Nov-16	Dec-16	Combined Oct-Dec 2016
Drivers:	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks	1			3
Ease of getting around		2		
Safety walking around at night				
Quality of daytime tours				
Variety of daytime tours				
Quality of nighttime tours				
Variety of nighttime tours				
Quality of shopping		3		
Variety of shopping				
Price of things on Guam		1		2
Quality of hotel accommodations				
Quality/cleanliness of air, sky				
Quality/cleanliness of parks				
Quality of landscape in Tumon				
Quality of landscape in Guam				
Quality of ground handler	2			1
Quality/cleanliness of transportation vehicles				
% of Per Person On Island Expenditures Accounted For	5.9%	7.2%	0.0%	2.9%

NOTE: Only significant drivers are included.

Drivers of On-Isle Expenditures

- **Per Person On Island Expenditure** of Korean visitors on Guam is driven by no significant factor in the December 2016 period