

Guam Visitors Bureau

Korean Visitor Tracker Exit Profile & Market Segmentation Report

FY2017

JUNE 2017

Prepared by: Anthology Research

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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 **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.

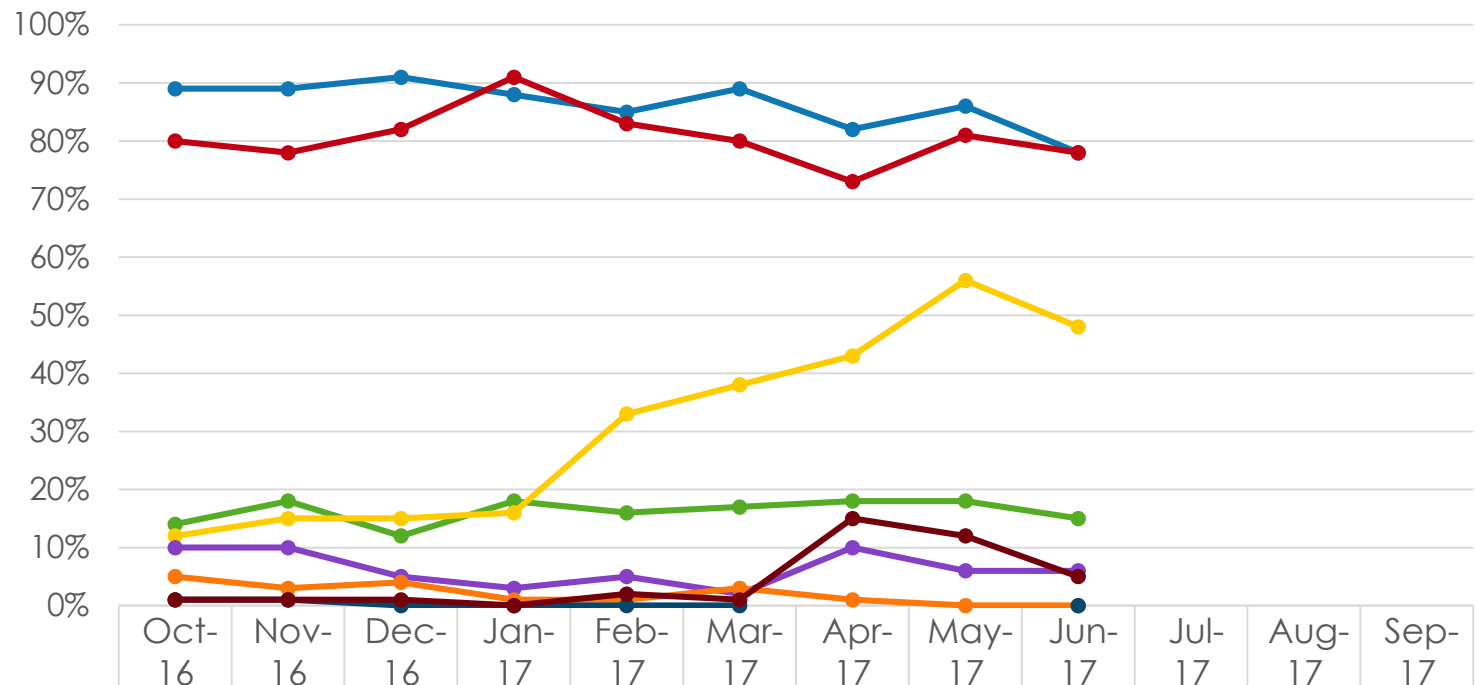
Objectives

- 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:
 - 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 (Q6)
 - Repeat Visitor (Q3)
 - FIT (Q7 Direct with airline/ hotel or online 3rd party travel site)
 - FAMILY (Q5 traveling with spouse/ child/ adult child/ adult family)
 - 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

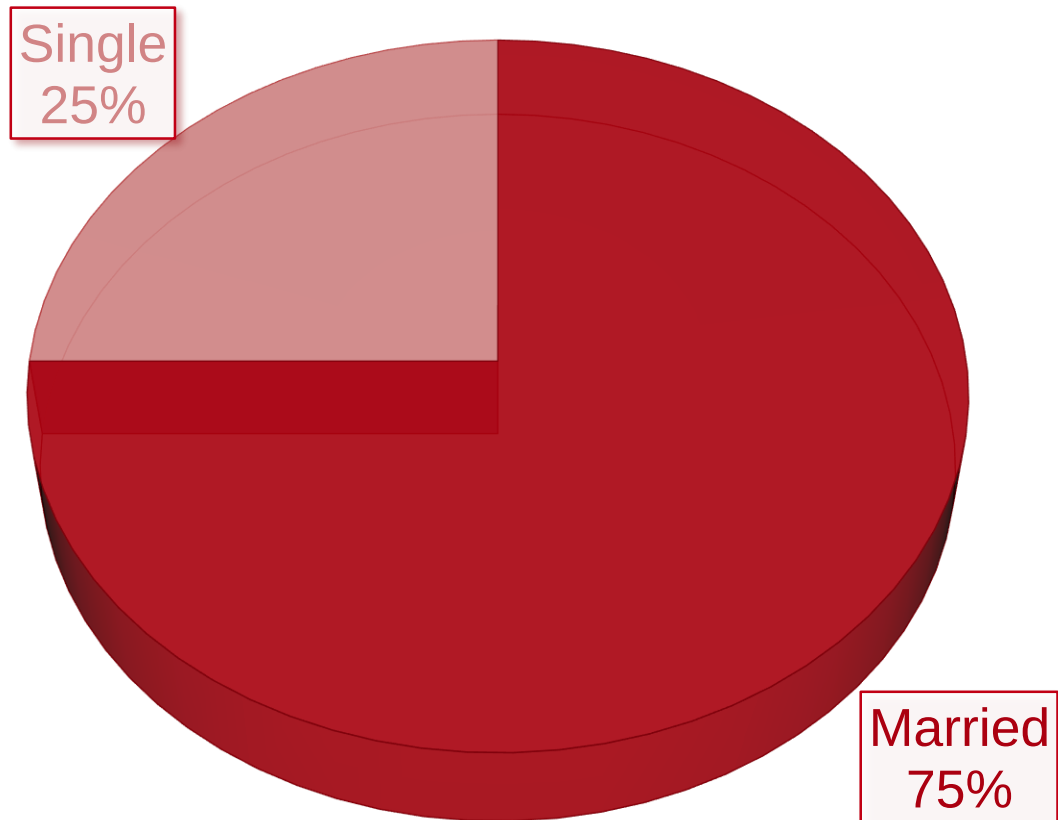


Leisure Traveler	89%	89%	91%	88%	85%	89%	82%	86%	78%			
Family	80%	78%	82%	91%	83%	80%	73%	81%	78%			
Repeat	14%	18%	12%	18%	16%	17%	18%	18%	15%			
FIT	12%	15%	15%	16%	33%	38%	43%	56%	48%			
Honey-moon	10%	10%	5%	3%	5%	2%	10%	6%	6%			
MICE	5%	3%	4%	1%	1%	3%	1%	0%	0%			
Wedding	1%	1%	0%	0%	0%	0%			0%			
Group	1%	1%	1%	0%	2%	1%	15%	12%	5%			

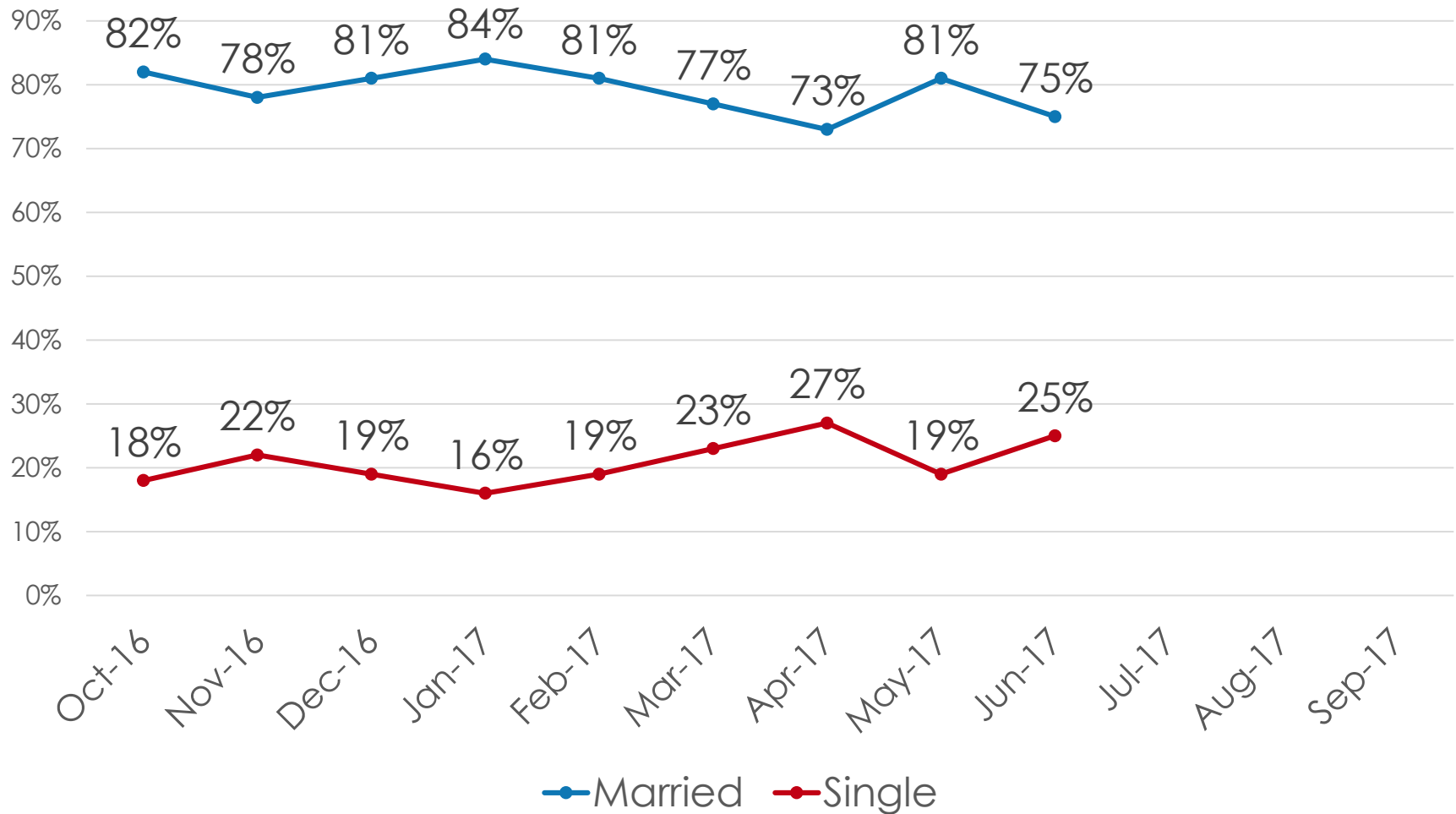
SECTION 1

PROFILE OF RESPONDENTS

Marital Status



Marital status – FY2017 Tracking



Marital status – Key Segments

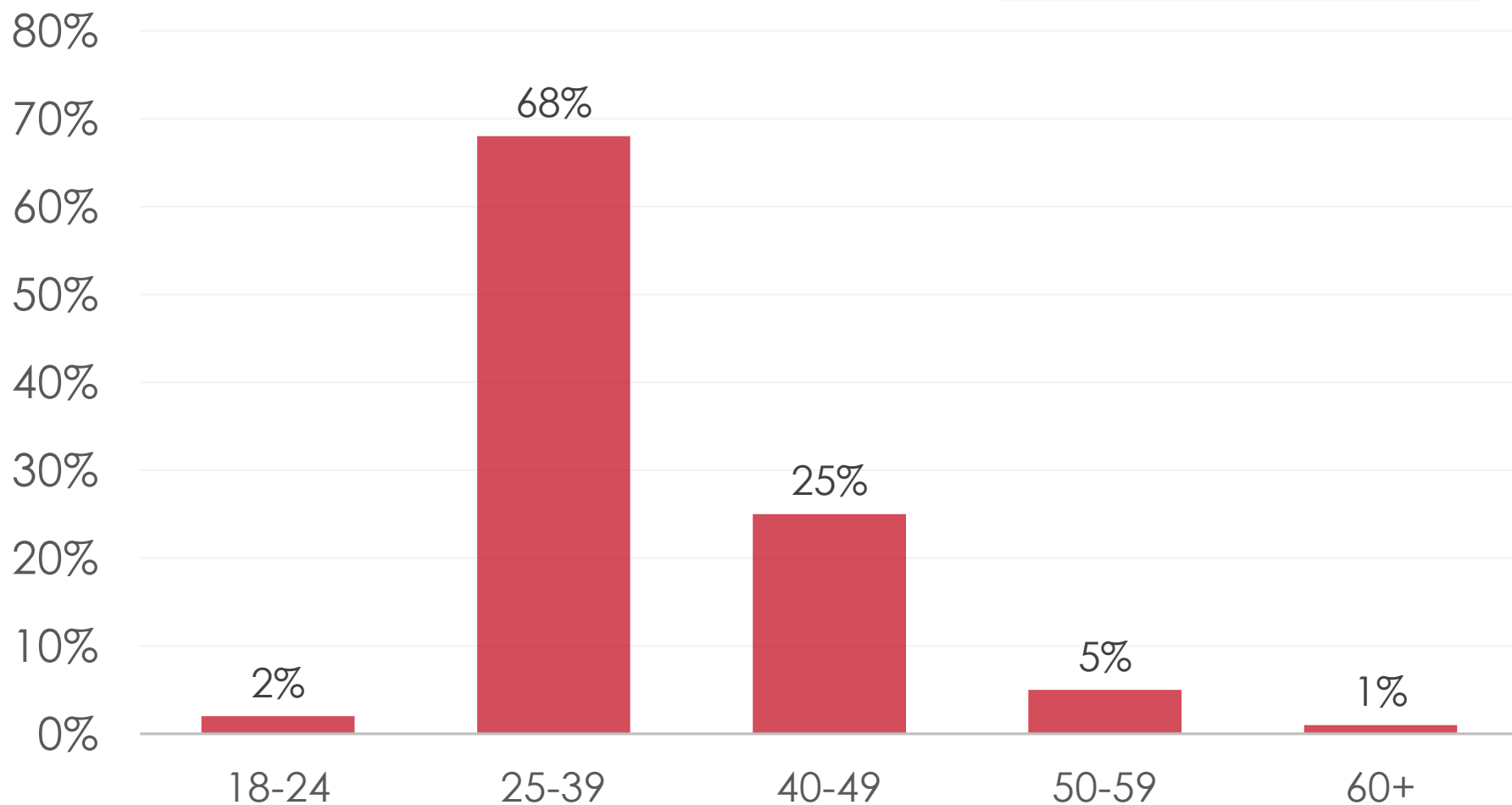
**GVB EXIT SURVEY
QE MARITAL STATUS**

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
QE	Married	75%		100%	100%	78%	89%	81%	95%	55%
	Single	25%	100%			22%	11%	19%	5%	45%
	Total	354	1	22	1	277	19	52	275	170

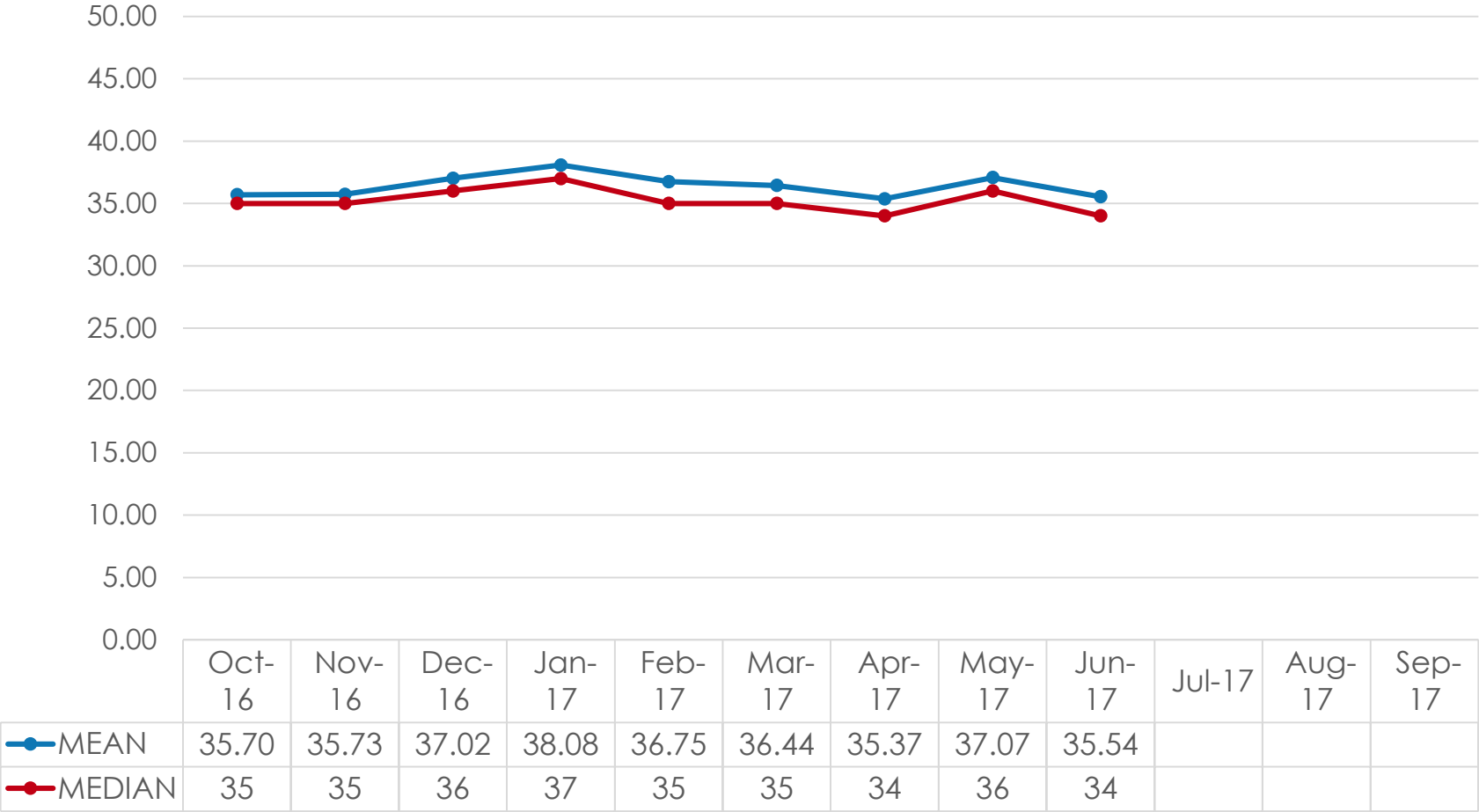
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Age

MEAN = 35.54
MEDIAN = 34



Age – FY2017 Tracking



Age – Key Segments

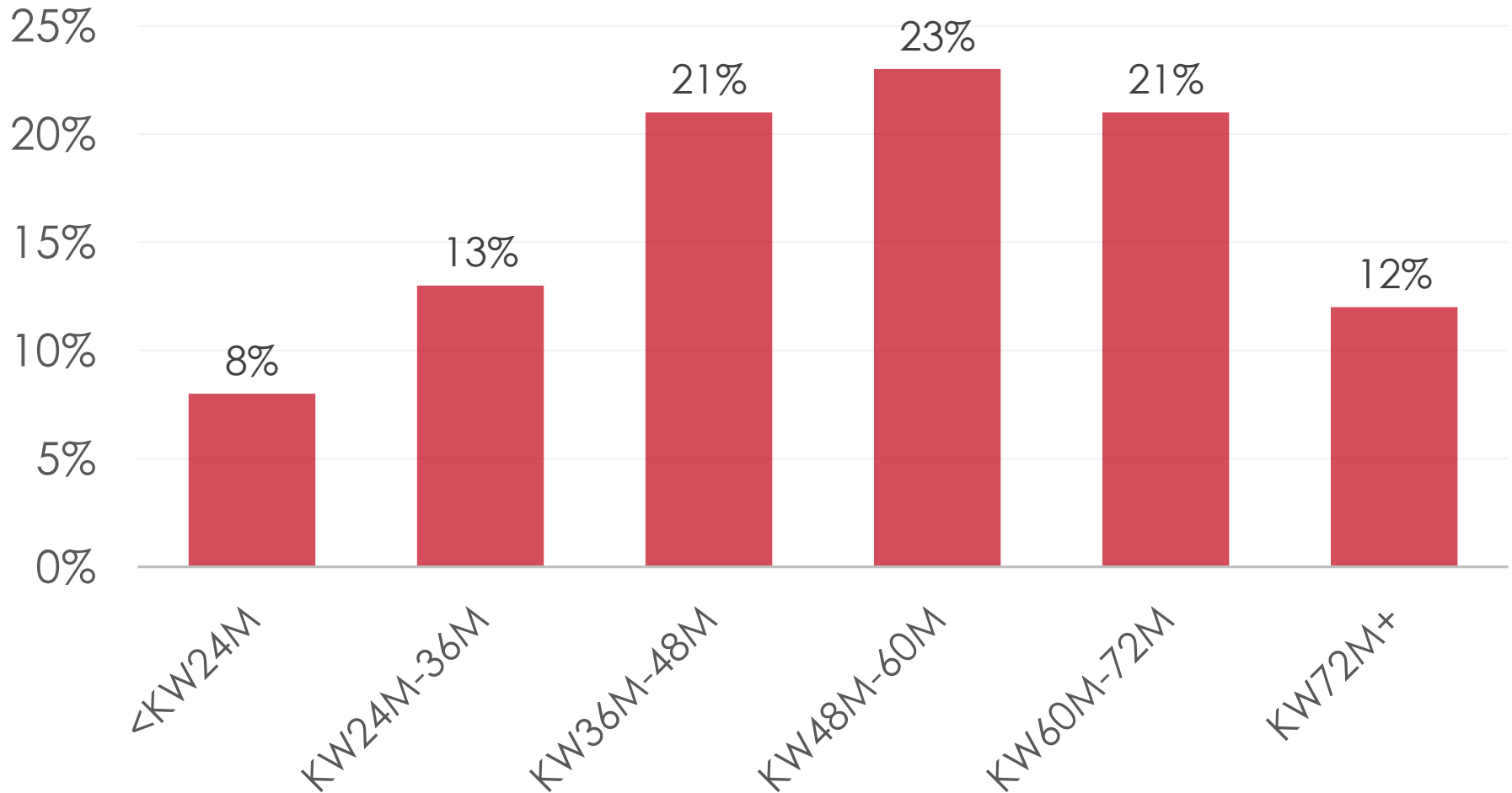
GVB EXIT SURVEY
AGE

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
SD	18-24	2%		5%		2%		4%	1%	4%
	25-39	68%	100%	95%		65%	68%	54%	62%	83%
	40-49	25%			100%	26%	16%	31%	31%	13%
	50-59	5%				6%	16%	10%	6%	1%
	60+	1%				0%		2%	1%	
	Total	354	1	22	1	277	19	52	275	170
SD	Mean	35.54	31.00	30.50	45.00	36.03	38.63	37.75	37.27	32.19
	Median	34	31	30	45	34	36	37	36	32

Prepared by Anthology Research

Annual Household Income

EXCHANGE RATE KW1,124.58=\$1



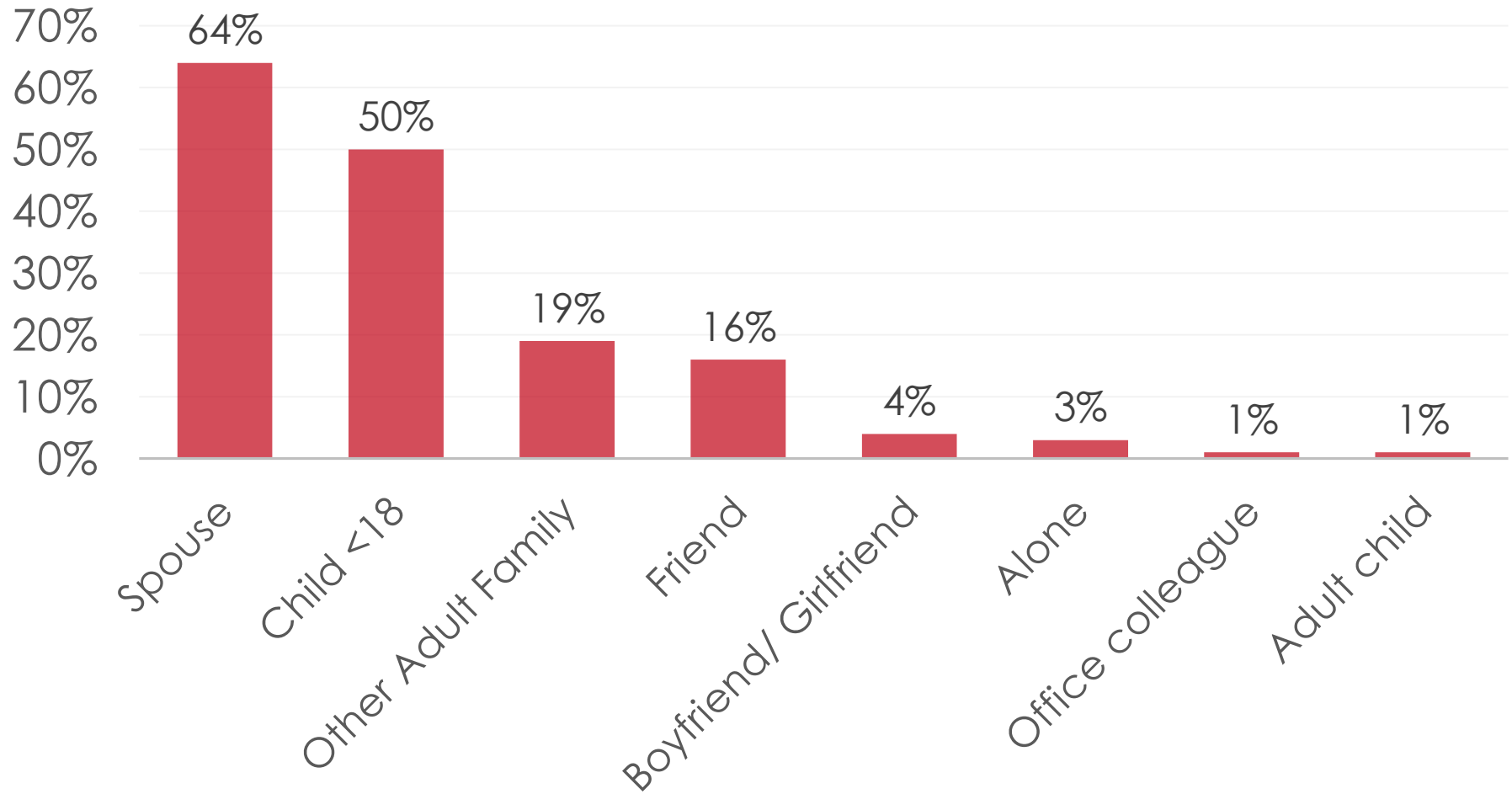
Annual Household Income – Key Segments

GVB EXIT SURVEY
Q26 Household income:

	TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
	-	-	-	-	-	-	-	-	-
Q26 Up to KW12,000,000	1%		5%		1%			0%	1%
KW12,000,001 ~ KW24,000,000	7%				5%	11%	2%	1%	14%
KW24,000,001 ~ KW36,000,000	13%		27%		12%	11%	8%	7%	19%
KW36,000,001 ~ KW48,000,000	21%	100%	27%	100%	20%	16%	23%	23%	22%
KW48,000,001 ~ KW60,000,000	23%		32%		25%	26%	25%	27%	21%
KW60,000,001 ~ KW72,000,000	21%		5%		21%	5%	21%	26%	10%
More than KW72,000,001	12%		5%		15%	26%	15%	15%	10%
No Income	2%				1%	5%	6%	1%	4%
Total	354	1	22	1	277	19	52	275	170

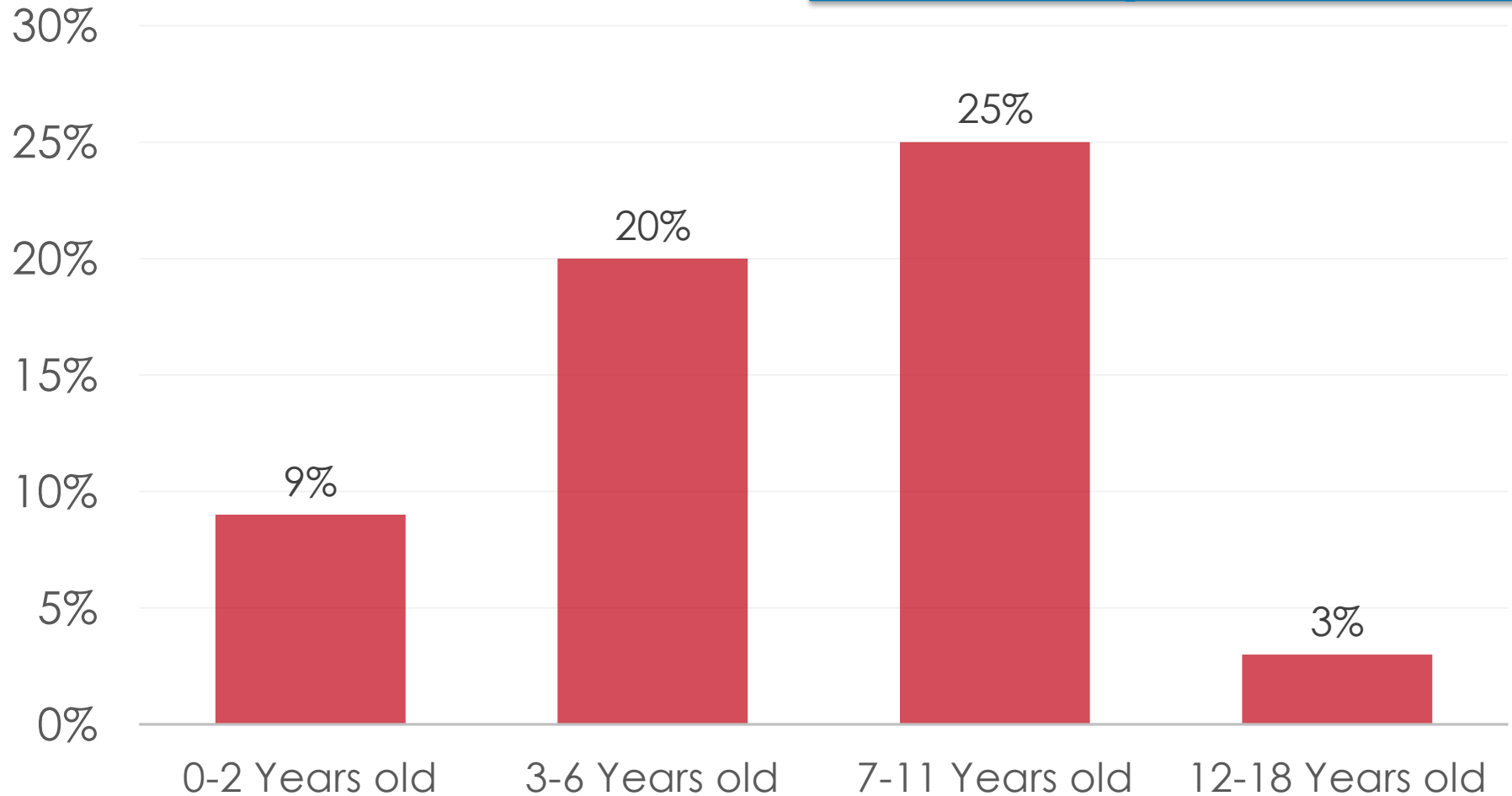
Prepared by Anthology Research

Travel Party

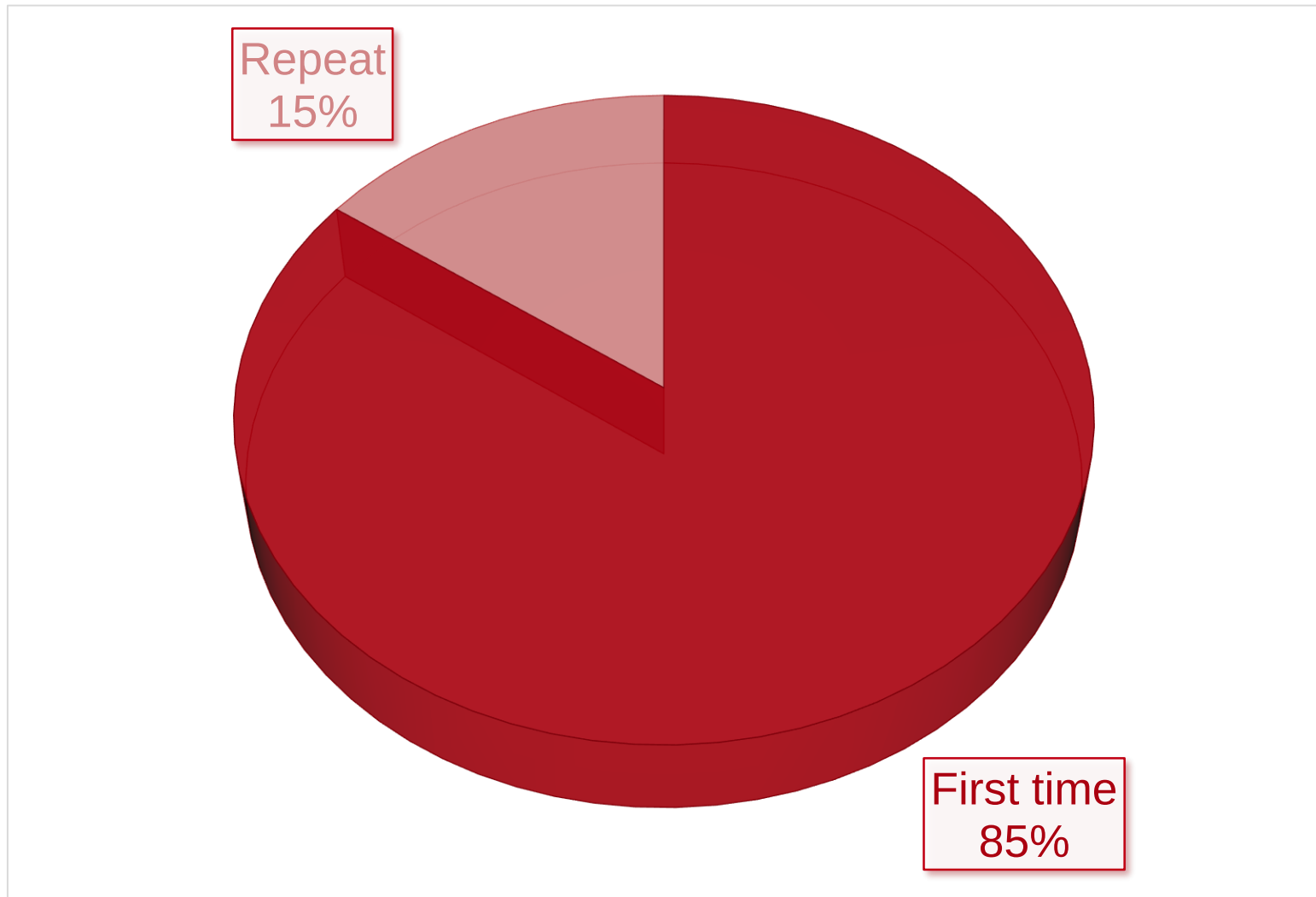


Travel Party - Children

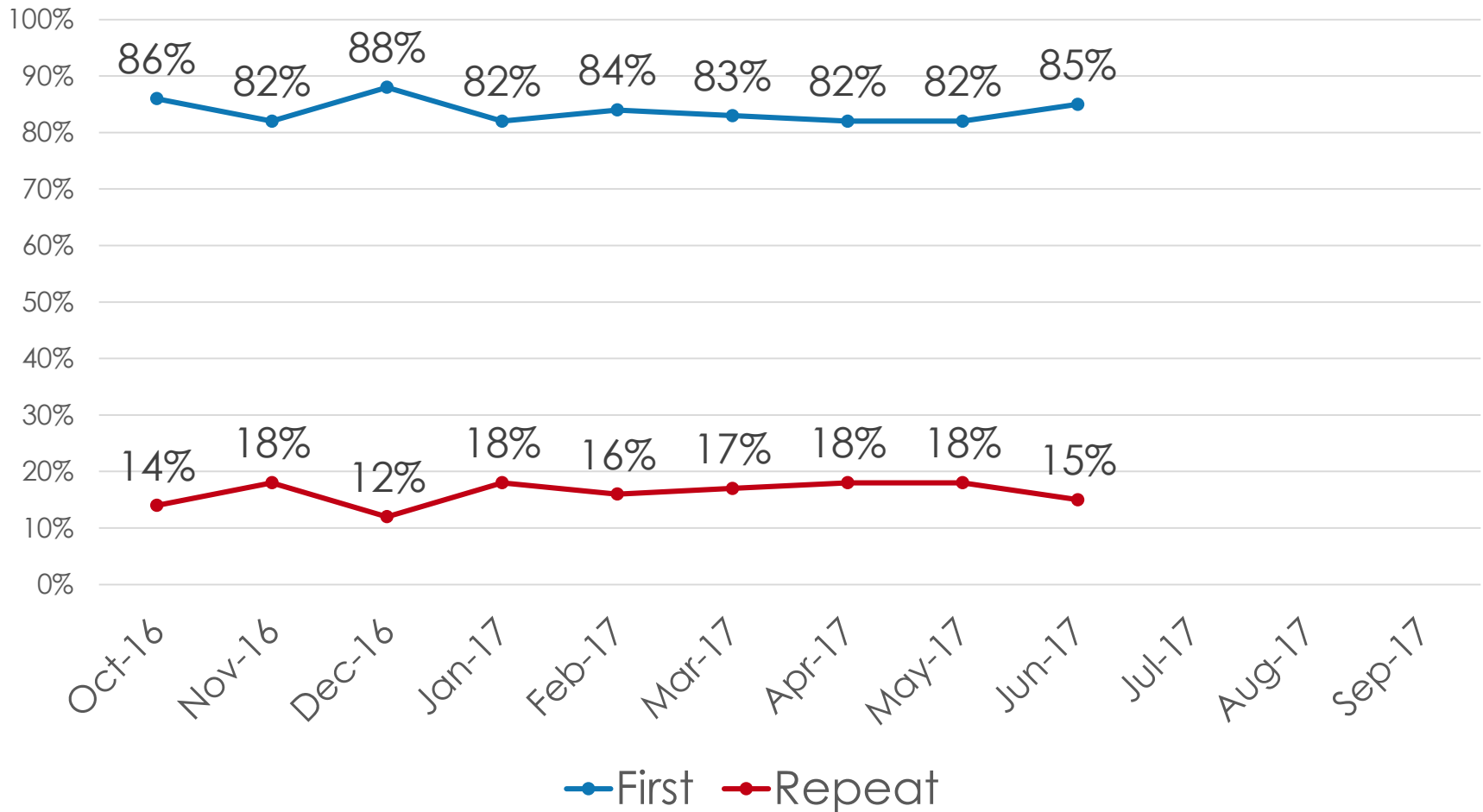
50% TRAVELING WITH A CHILD



Trips to Guam



Trips to Guam – FY2017 Tracking



Trips to Guam – Key Segments

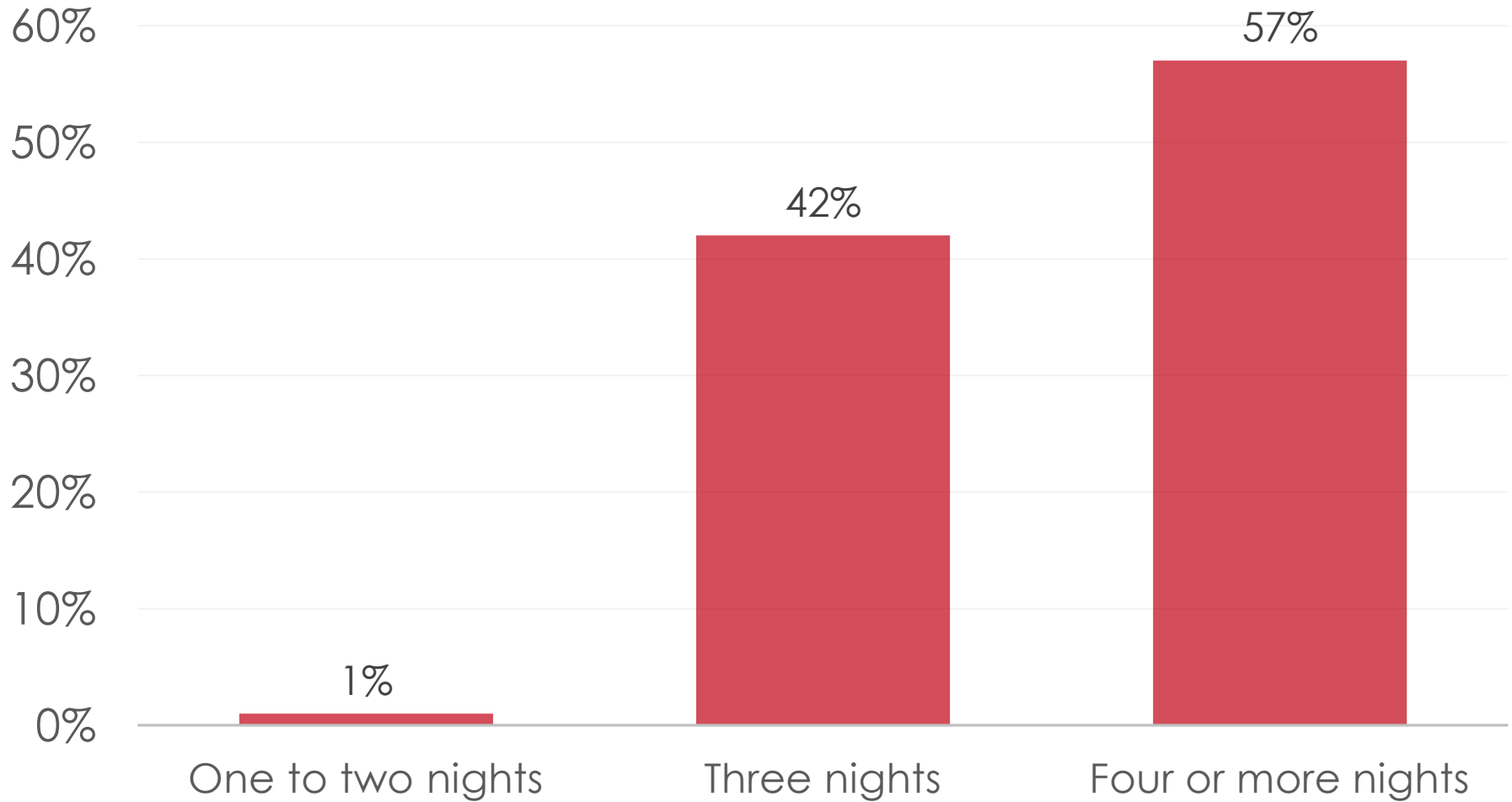
GVG EXIT SURVEY
Q3 Including this trip, how many times have you visited Guam?

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q3	1st Time	85%		95%	100%	88%	89%		85%	83%
	Repeat	15%	100%	5%		12%	11%	100%	15%	17%
	Total	354	1	22	1	277	19	52	275	170
Q3	Mean	1.19	3.00	1.05	1.00	1.16	1.11	2.29	1.20	1.25
	Median	1	3	1	1	1	1	2	1	1

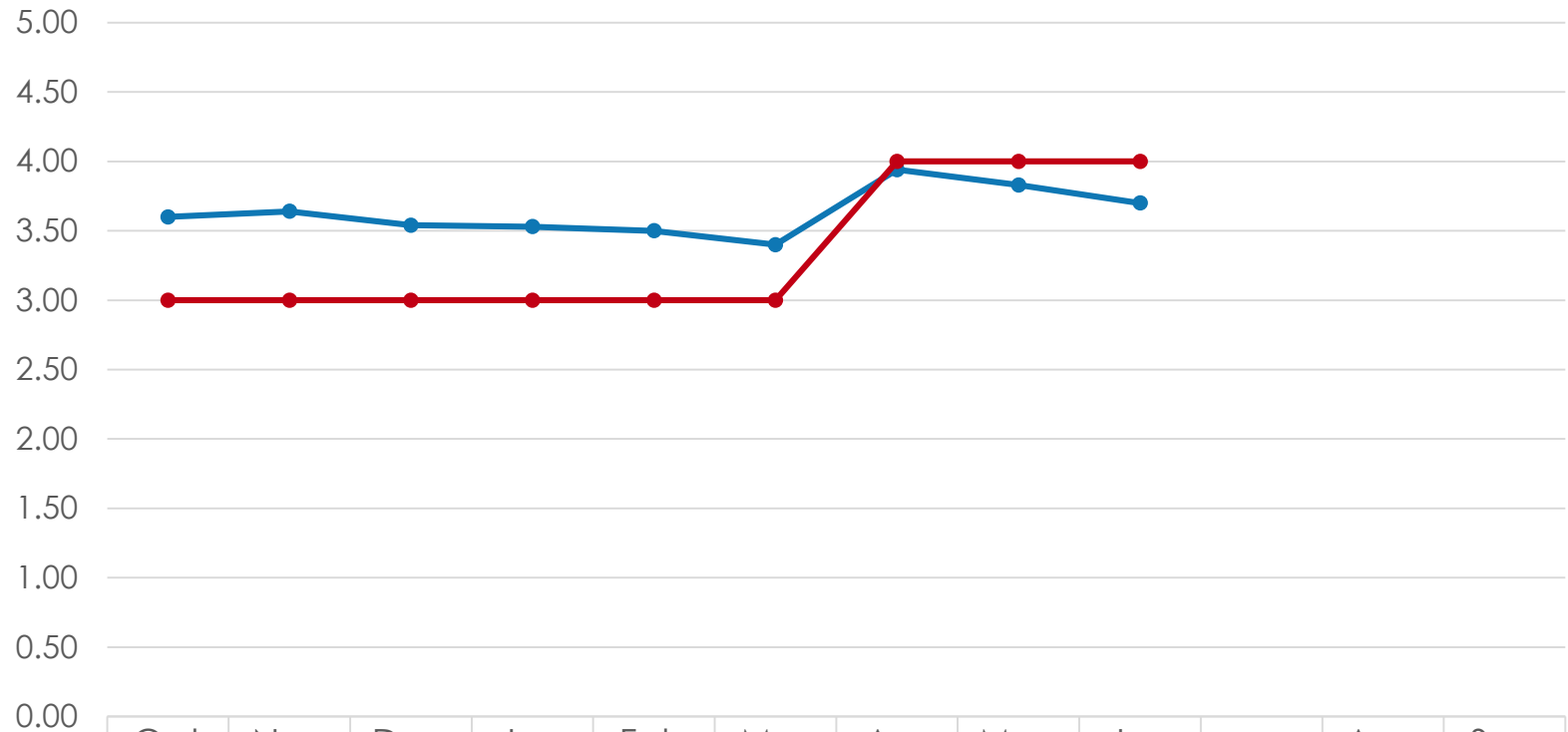
Prepared by Anthology Research

Length of Stay

MEAN NUMBER OF NIGHTS = 3.70
MEDIAN NUMBER OF NIGHTS = 4



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	3.53	3.50	3.40	3.94	3.83	3.70			
MEDIAN	3	3	3	3	3	3	4	4	4			

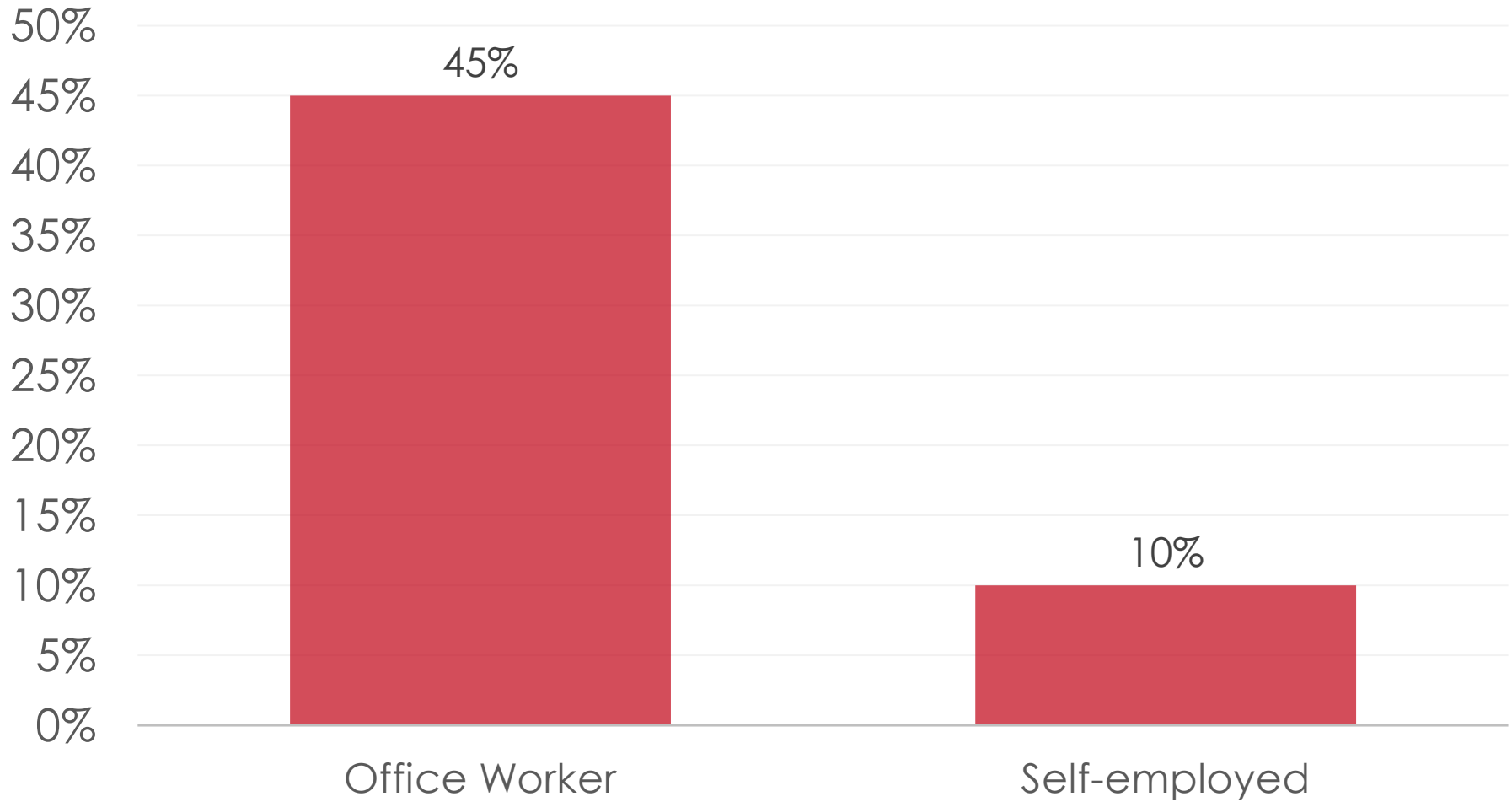
Length of Stay – Key Segments

GVB EXIT SURVEY
SA How many nights did you stay on Guam?

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
SA	1-2	1%				1%			0%	1%
	3	42%	100%	27%		45%	47%	42%	41%	41%
	4+	57%		73%	100%	54%	53%	58%	58%	58%
	Total	354	1	22	1	277	19	52	275	170
SA	Mean	3.70	3.00	4.18	4.00	3.69	3.63	3.73	3.73	3.72
	Median	4	3	4	4	4	4	4	4	4

Prepared by Anthology Research

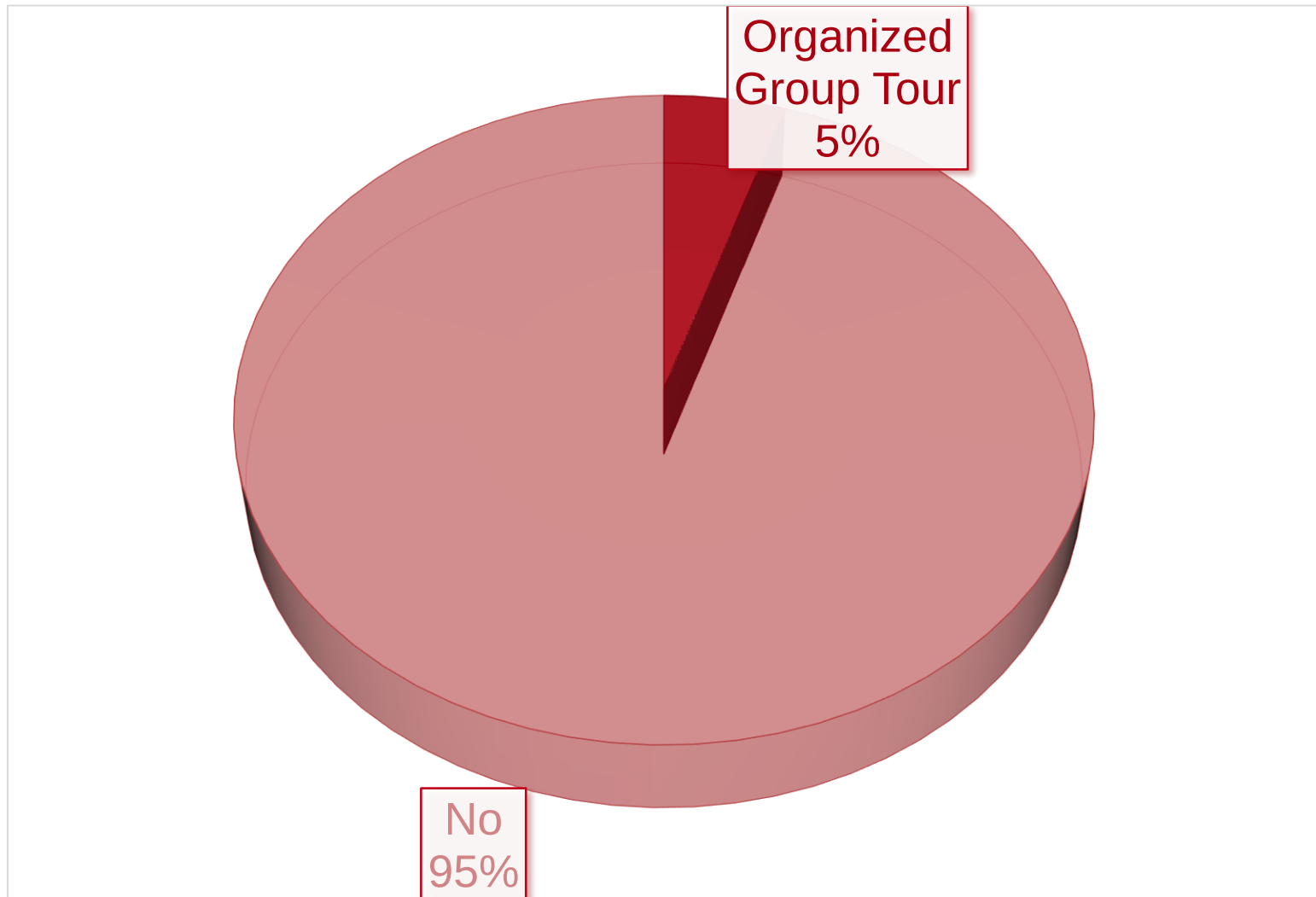
Occupation – Top Responses (10%+)



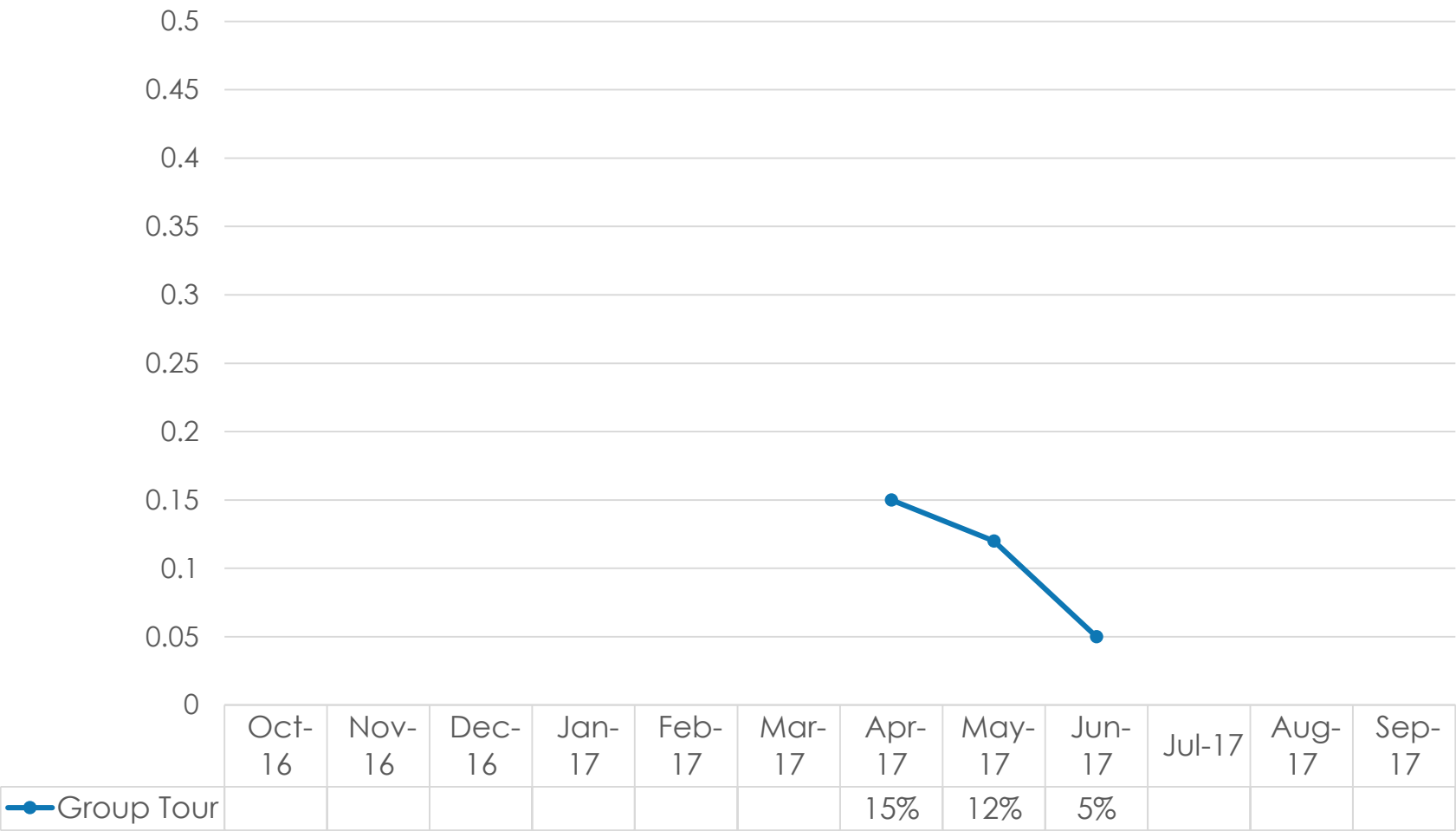
SECTION 2

TRAVEL PLANNING

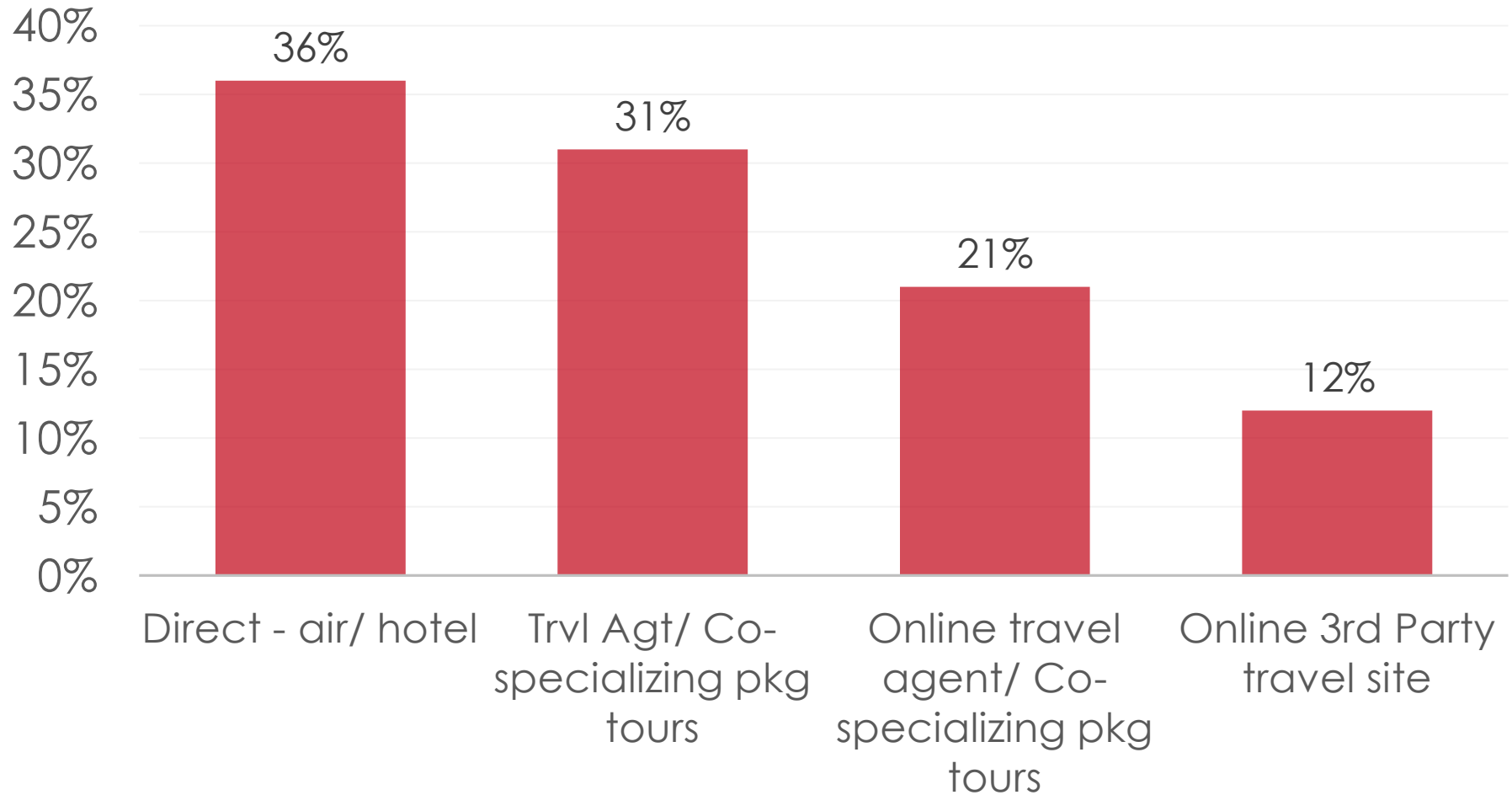
Organized Group Tour



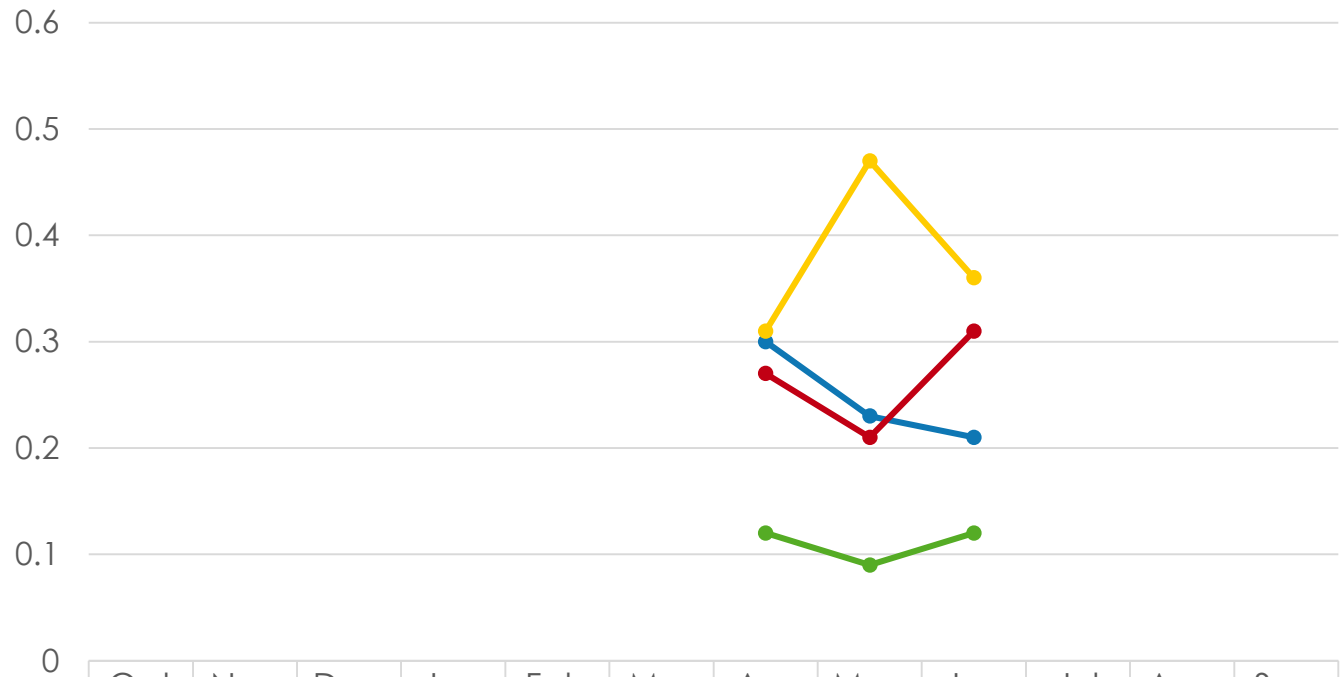
Organized Group Tour – FY2017 Tracking



Travel Arrangements - Sources

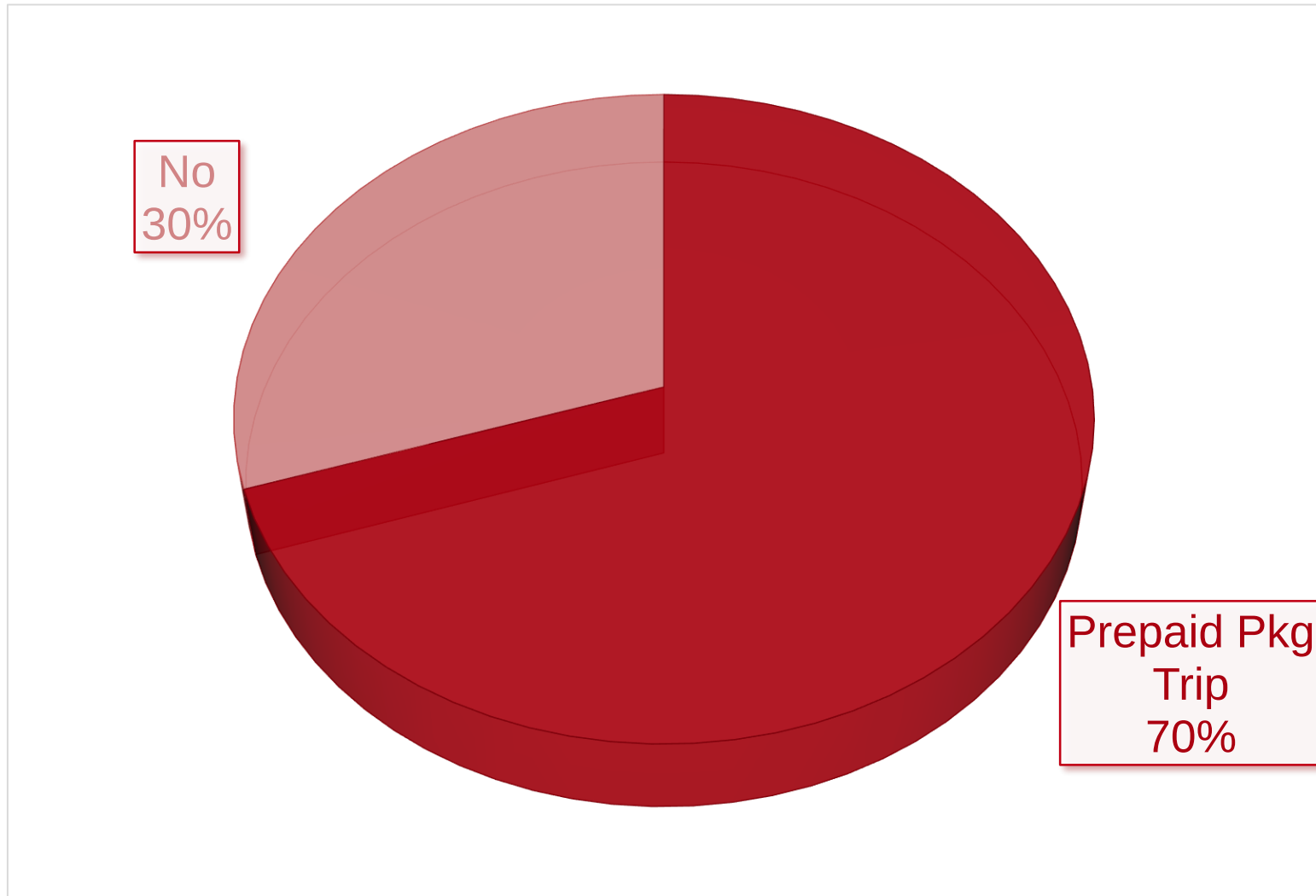


Travel Arrangements - Sources

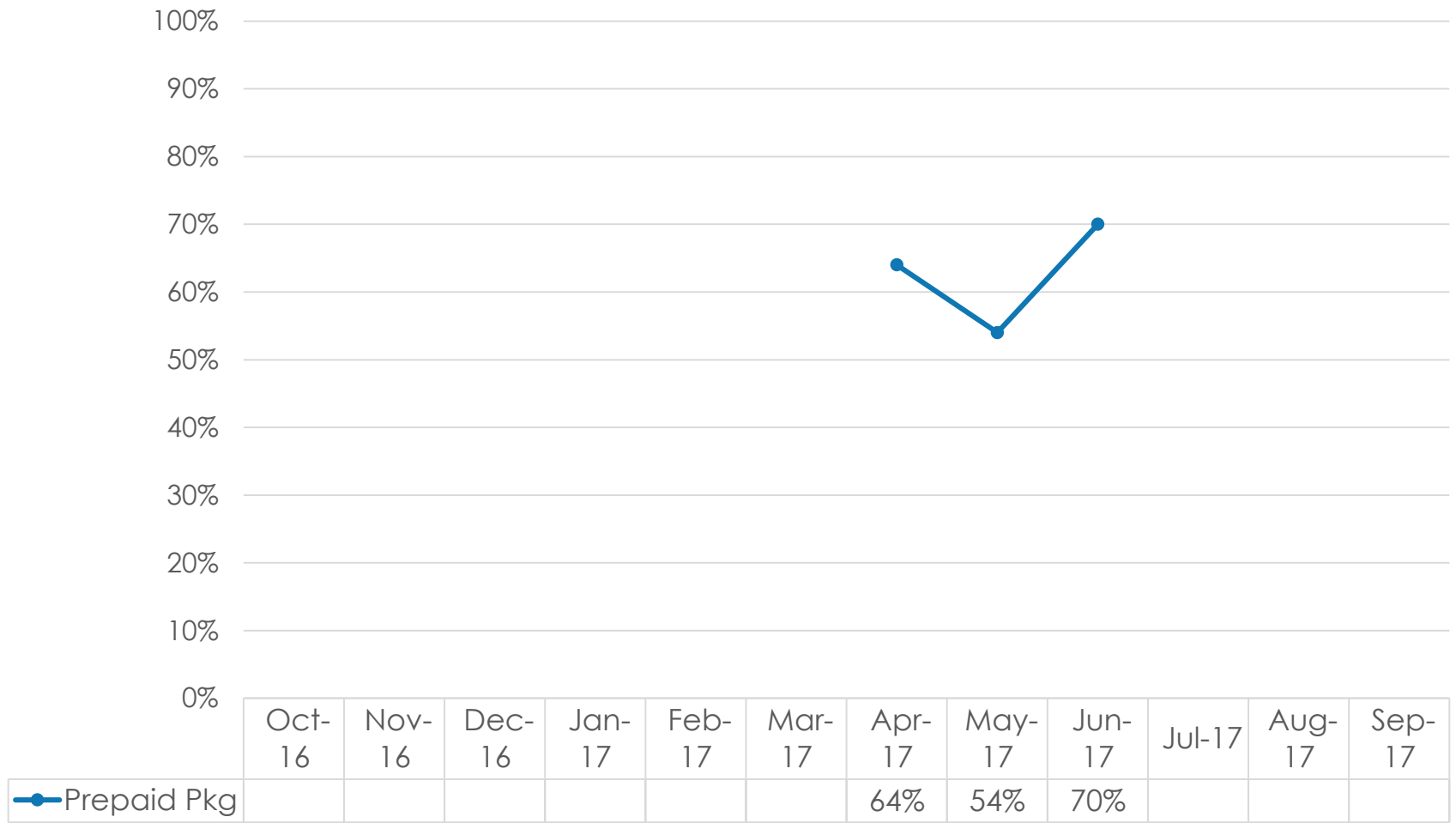


	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
Online travel agent							30%	23%	21%			
Trvl Agt/ Co- Pkg Tour							27%	21%	31%			
Online 3rd Party							12%	9%	12%			
Direct Air/ Hotel							31%	47%	36%			

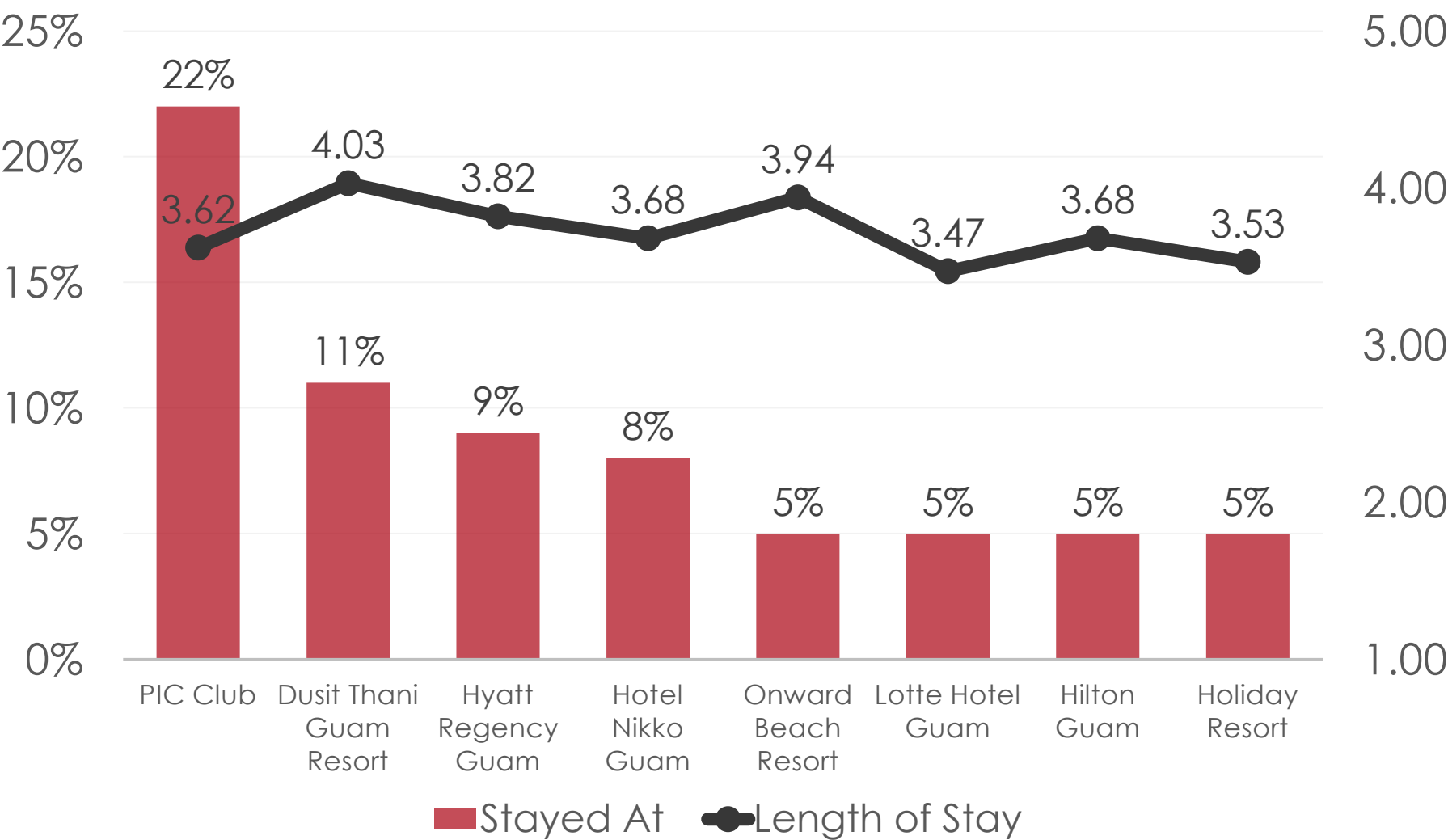
Prepaid Package Trip



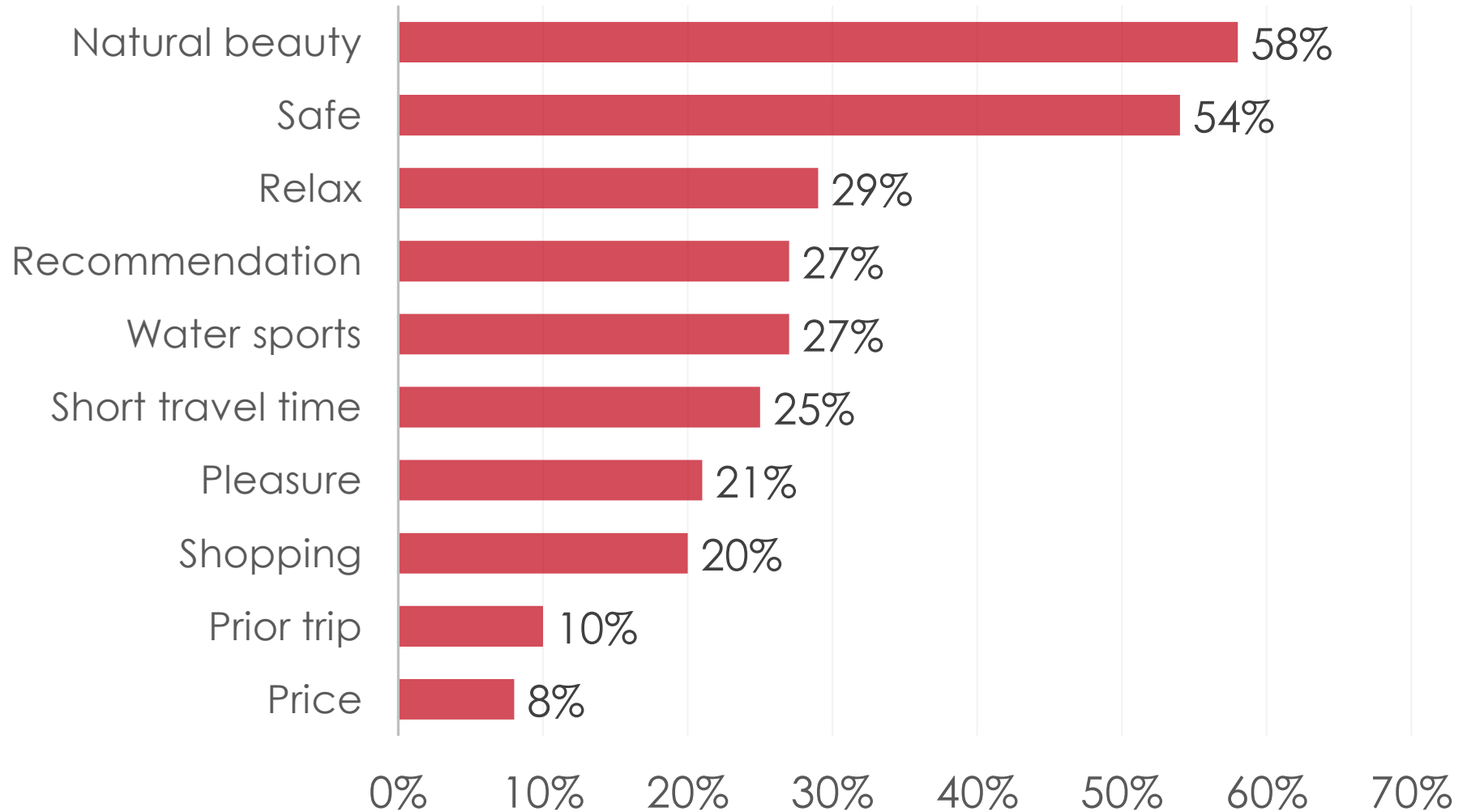
Prepaid Pkg Trip – FY2017 Tracking



Accommodations (Top Responses)



Travel Motivation (Top Responses)



Travel Motivation – Key Segments

GVB EXIT SURVEY

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

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q5A	Beautiful seas, beaches, tropical climate	58%		55%		74%	53%	38%	58%	59%
	It is a safe place to spend a vacation	54%		50%	100%	55%	53%	40%	56%	54%
	Just to relax	29%		32%		38%	42%	17%	33%	23%
	Recommendation of friend/ relative/ travel agency	27%		5%		20%	53%	25%	26%	22%
	Water sports (snorkeling, windsurfing, parasailing)	27%		5%		20%	5%	17%	25%	29%
	Short travel time (not too far from home)	25%		14%		23%	26%	12%	27%	25%
	Pleasure/ vacation	21%		27%		26%	16%	17%	19%	24%
	Shopping	20%		14%		19%	16%	13%	16%	29%
	A previous visit	10%	100%			8%	5%	69%	10%	9%
	Price of the tour package	8%				3%	11%	21%	8%	11%
	To visit friends or relatives	6%			100%	3%	5%	10%	5%	6%
	Honeymoon	6%		100%		7%	5%	2%	8%	2%
	Scuba diving	4%				1%		4%	3%	3%
	To golf	1%				2%	5%	2%	2%	
	Career certification/ testing	1%				1%	5%	6%	1%	2%
	Company/ business trip	1%	100%			0%		2%	0%	
	My company sponsored me	1%				0%		2%	1%	
	Convention/ conference/ trade show/ meeting	0%	100%					2%		
	To Get Married/ attend Wedding	0%			100%				0%	
	Total	354	1	22	1	277	19	52	275	170

SECTION 3

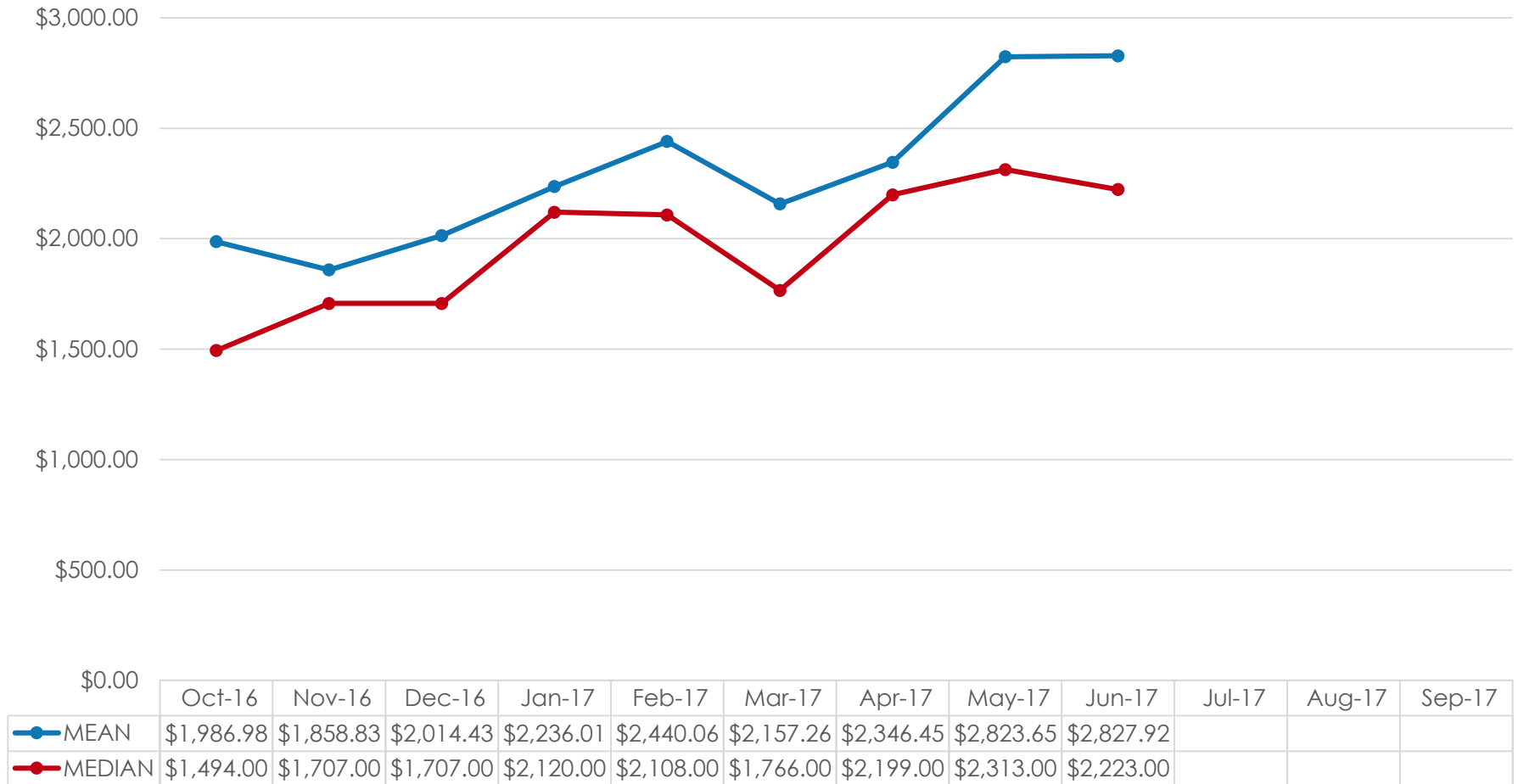
EXPENDITURES

Prepaid Expenditures

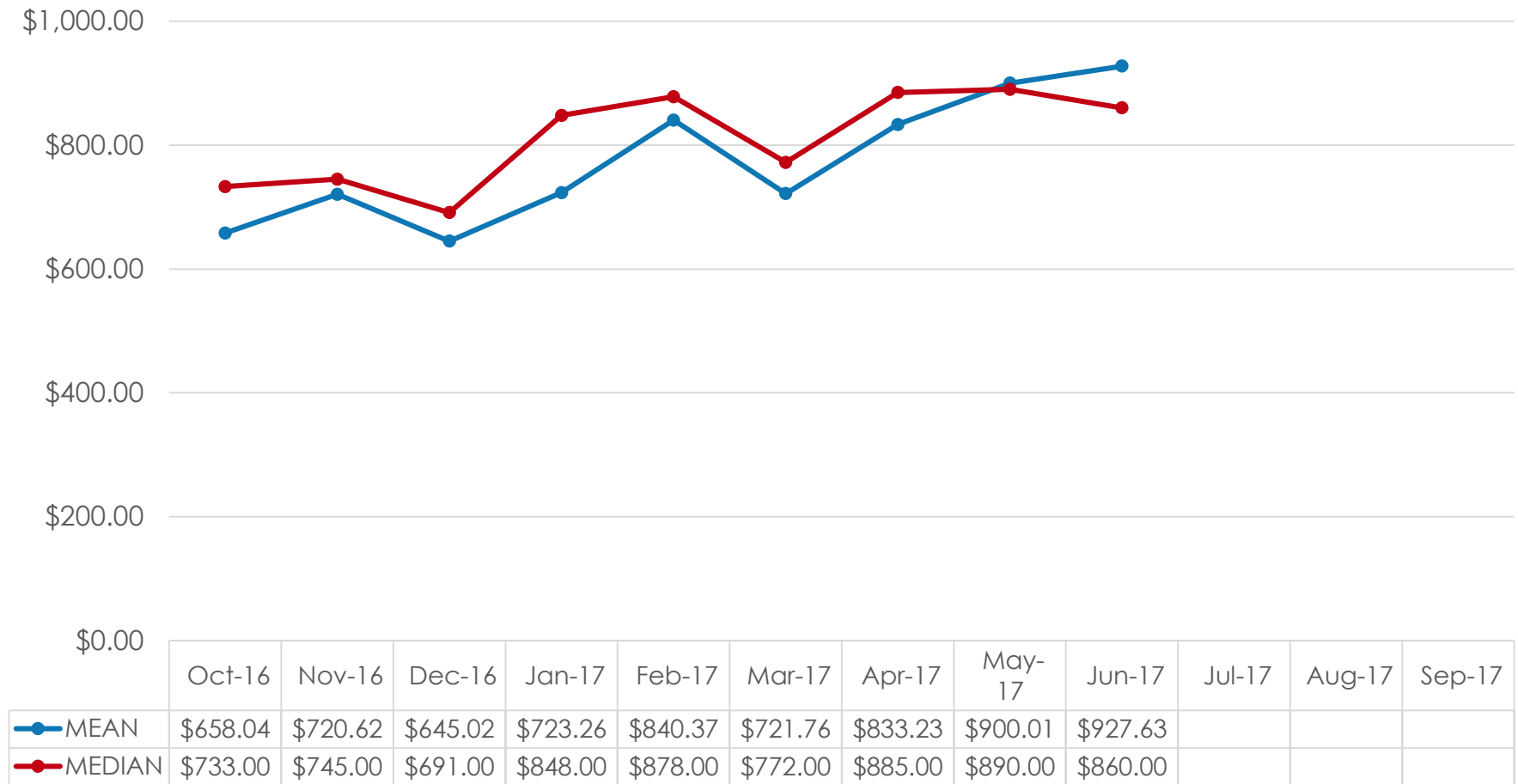
EXCHANGE RATE KW1,124.58=\$1

- \$2,827.92 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$927.63 = overall mean average per person prepaid expenditures

Prepaid Entire Travel Party – FY2017 Tracking



Prepaid Per Person– FY2017 Tracking



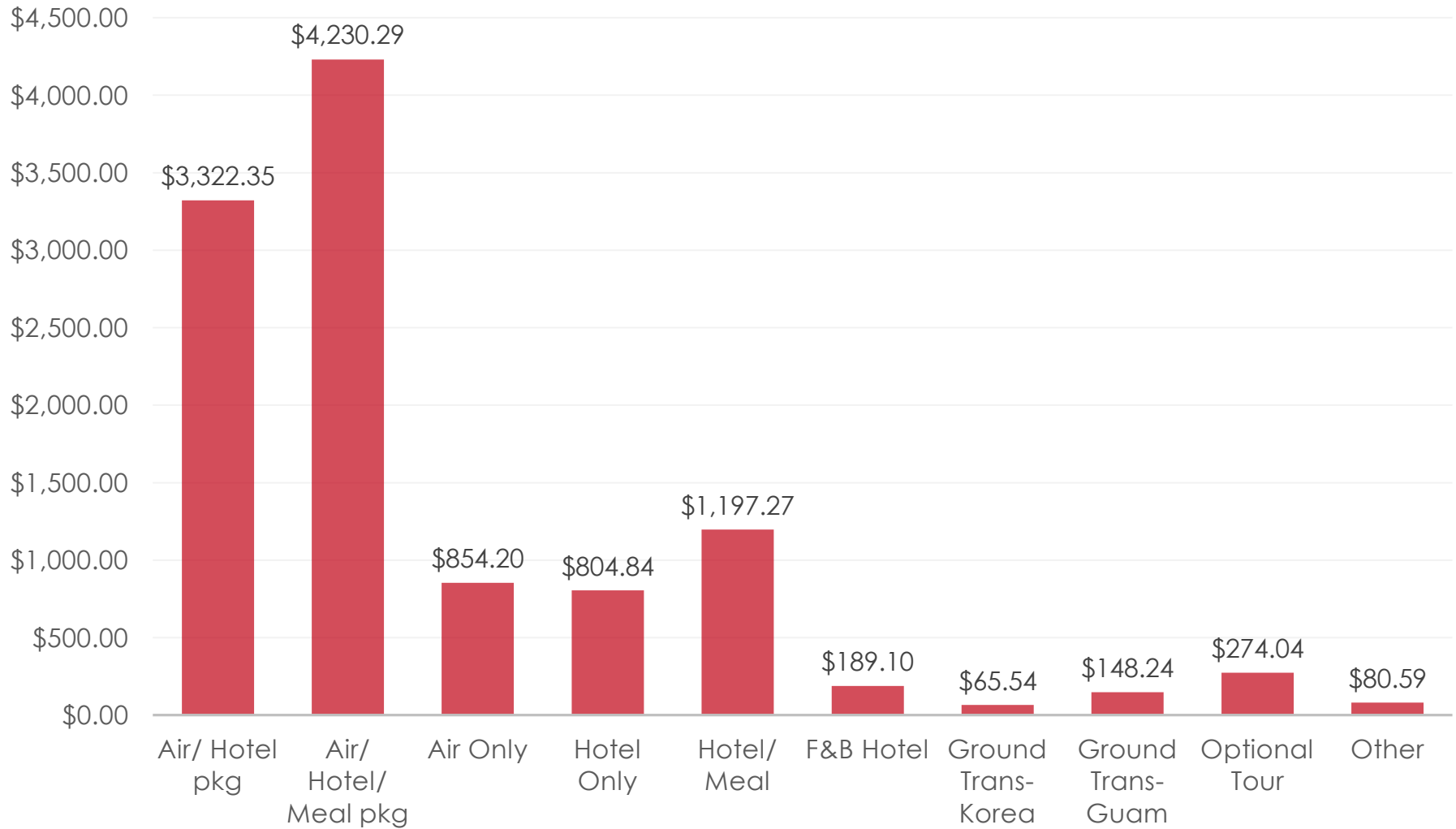
Prepaid Per Person– Key Segments

**GVB EXIT SURVEY
Q10A PREPAID - PER PERSON:**

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
PREPAID PP	Mean	\$927.63	\$1,333.83	\$1,725.49	\$1,556.14	\$929.82	\$618.29	\$735.24	\$994.81	\$757.46
	Median	\$860	\$1,334	\$1,289	\$1,556	\$830	\$667	\$778	\$889	\$711

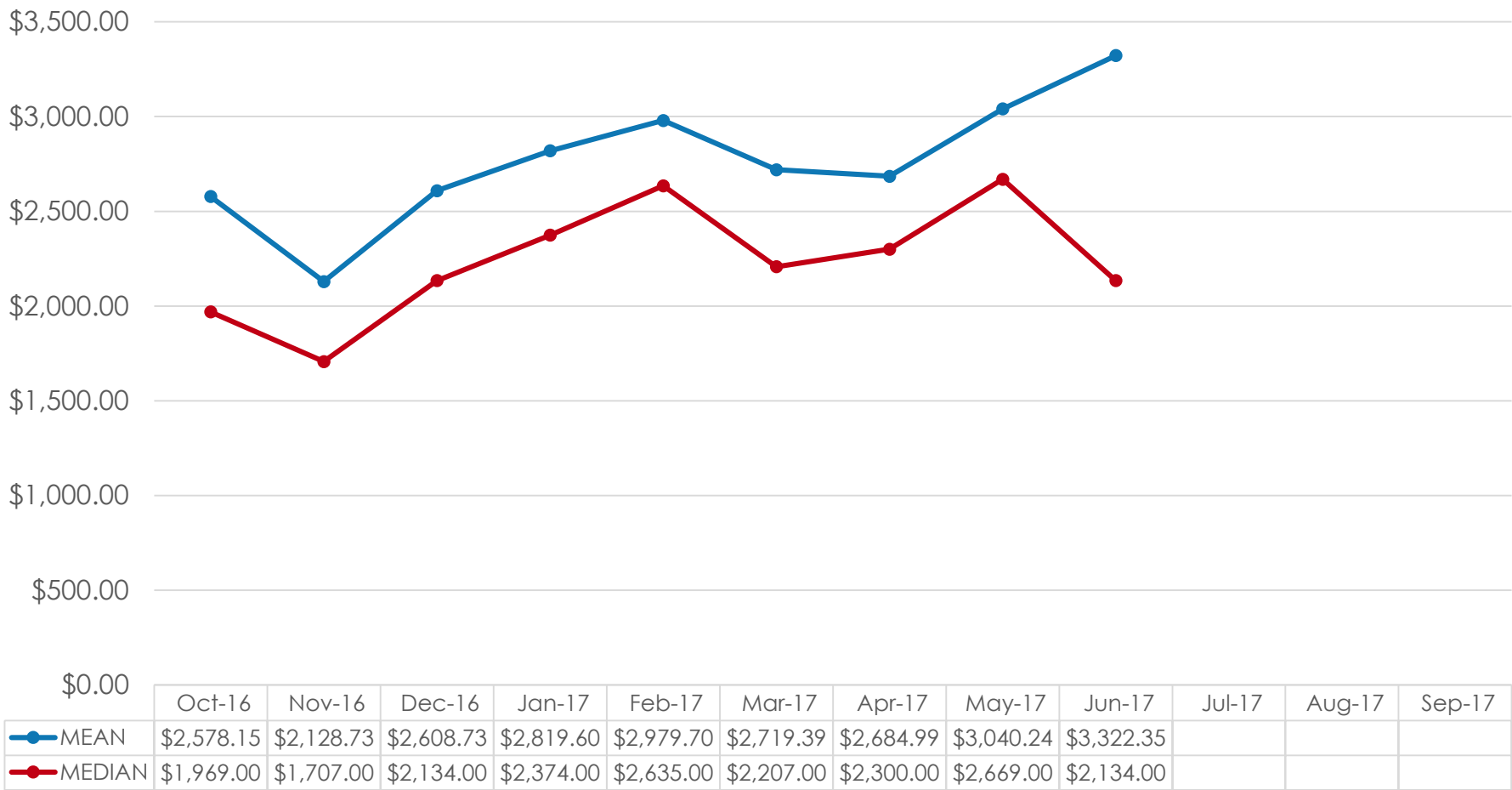
Prepared by Anthology Research

Prepaid Expenses by Category – MEAN Entire Travel Party



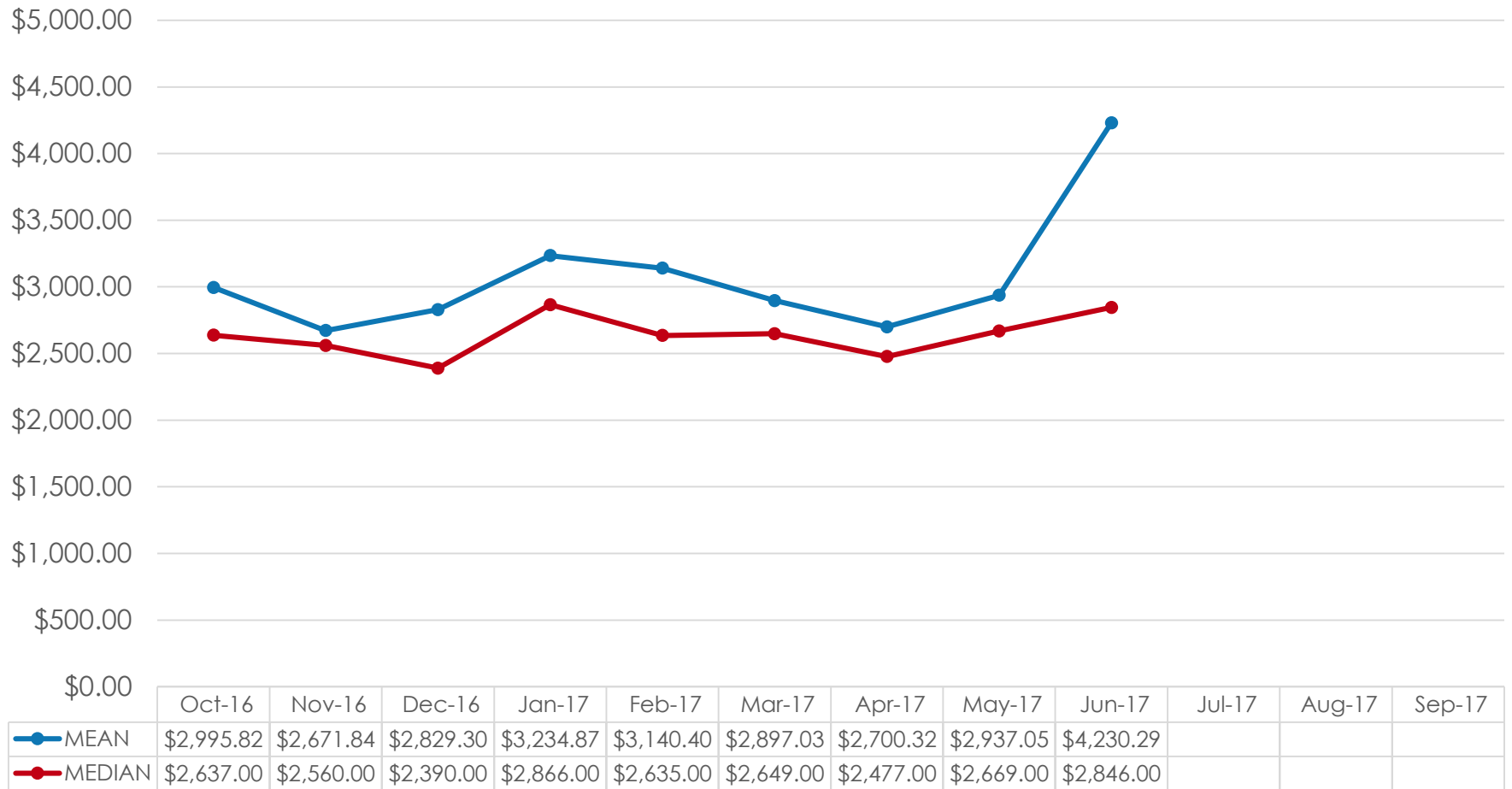
Prepaid– FY2017 Tracking

Airfare & Accommodation Packages



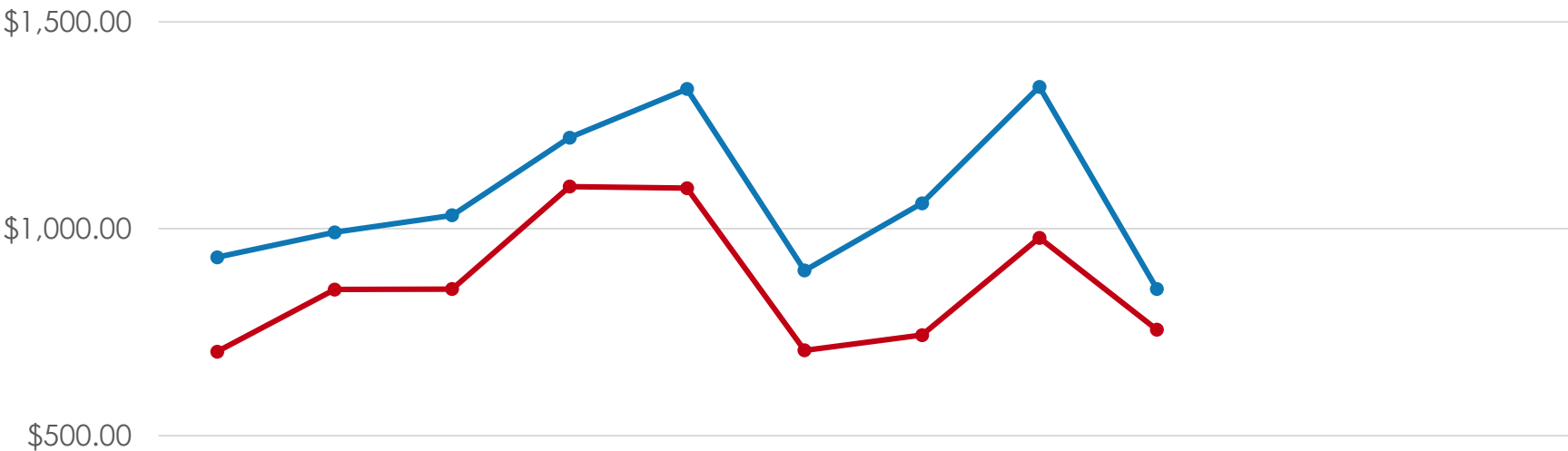
Prepaid– FY2017 Tracking

Airfare & Accommodation W/ Meal Packages



Prepaid– FY2017 Tracking

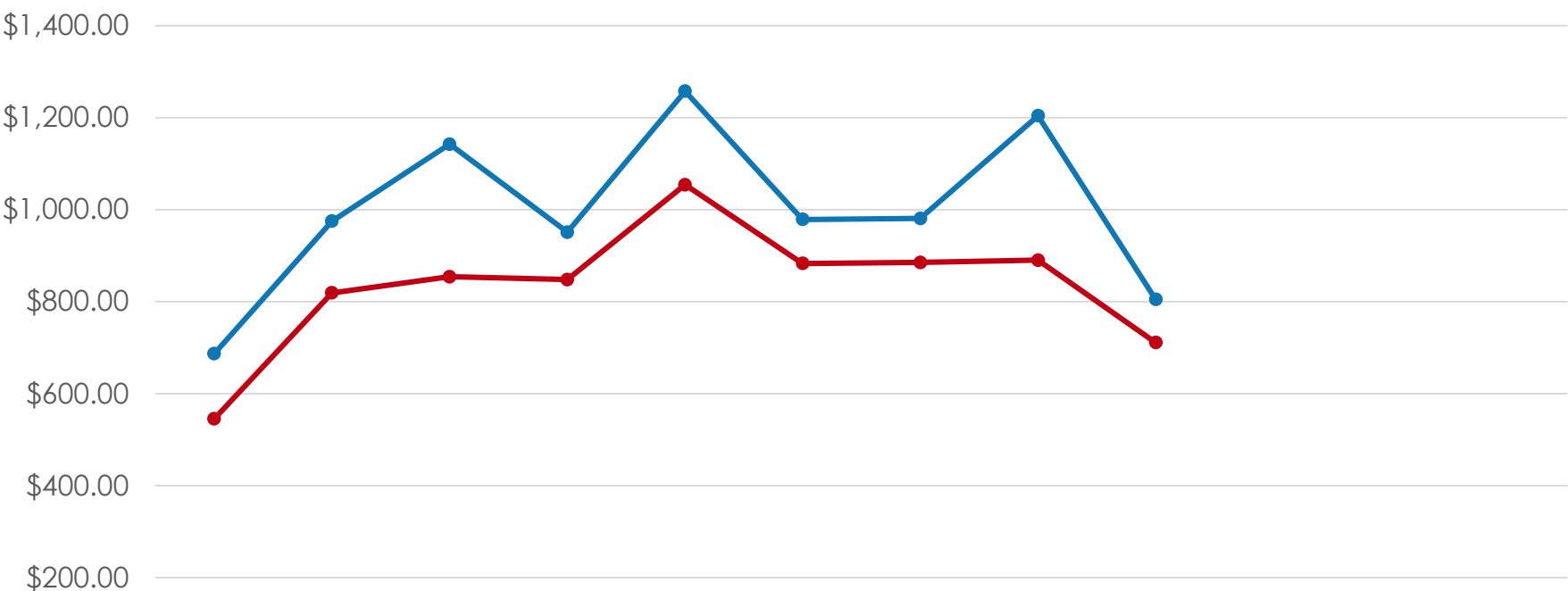
Airfare Only



	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	\$1,220.24	\$1,337.74	\$899.01	\$1,061.69	\$1,342.90	\$854.20			
MEDIAN	\$703.00	\$853.00	\$854.00	\$1,102.00	\$1,098.00	\$706.00	\$743.00	\$978.00	\$756.00			

Prepaid– FY2017 Tracking

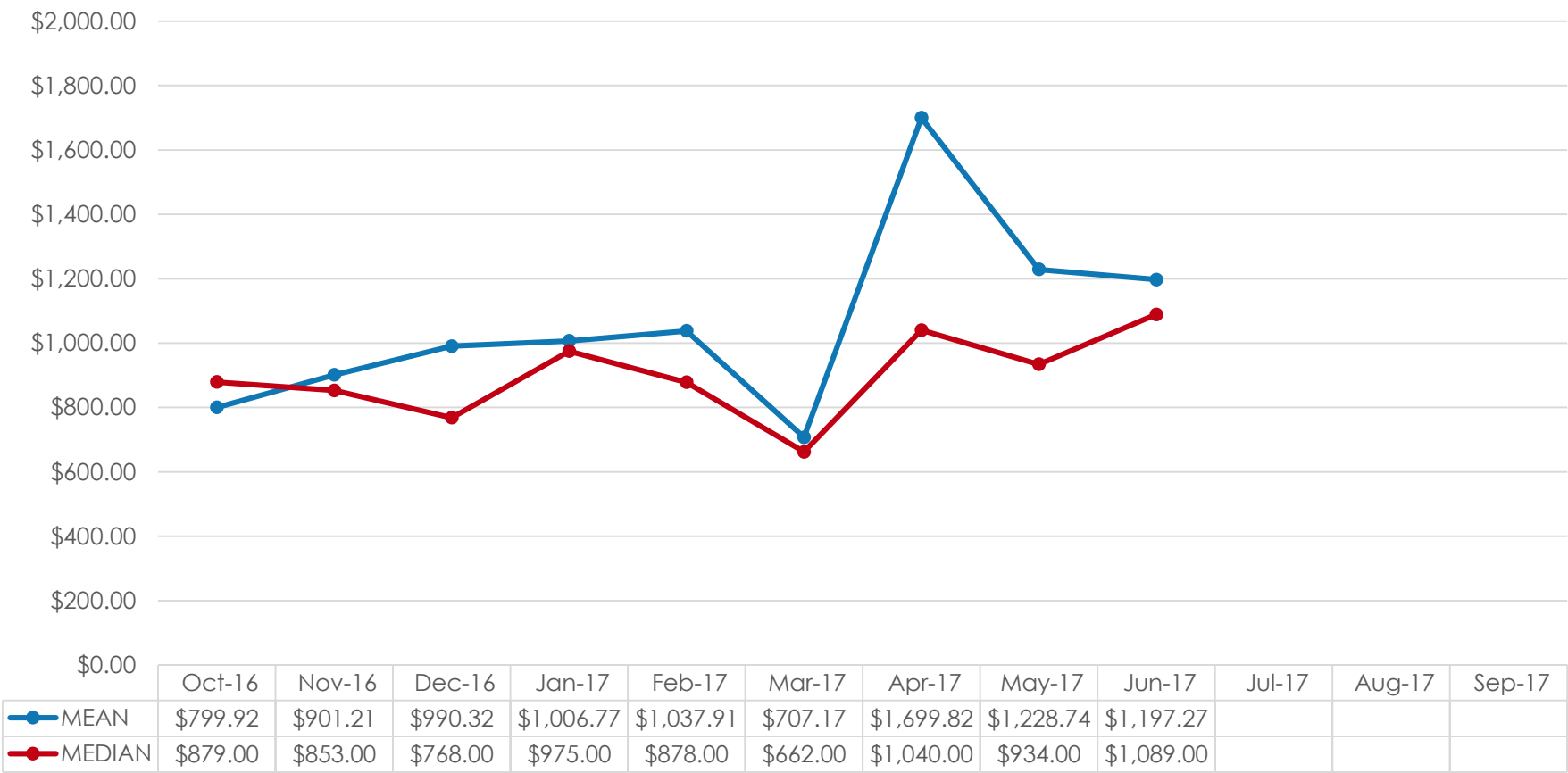
Accommodations Only



	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	\$951.10	\$1,257.38	\$978.59	\$980.77	\$1,204.05	\$804.84			
MEDIAN	\$545.00	\$819.00	\$854.00	\$848.00	\$1,054.00	\$883.00	\$885.00	\$890.00	\$711.00			

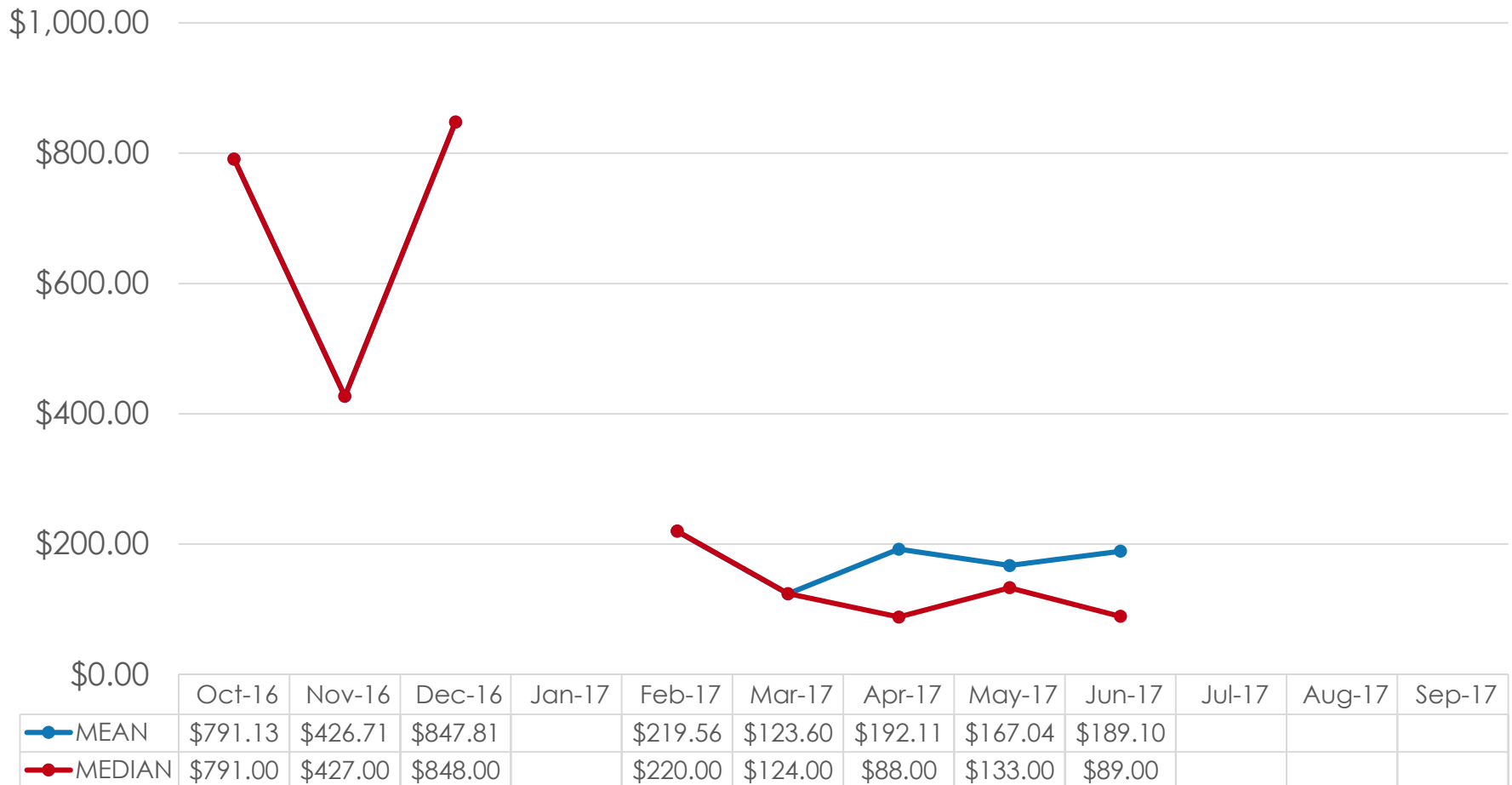
Prepaid– FY2017 Tracking

Accommodations w/ Meal Only



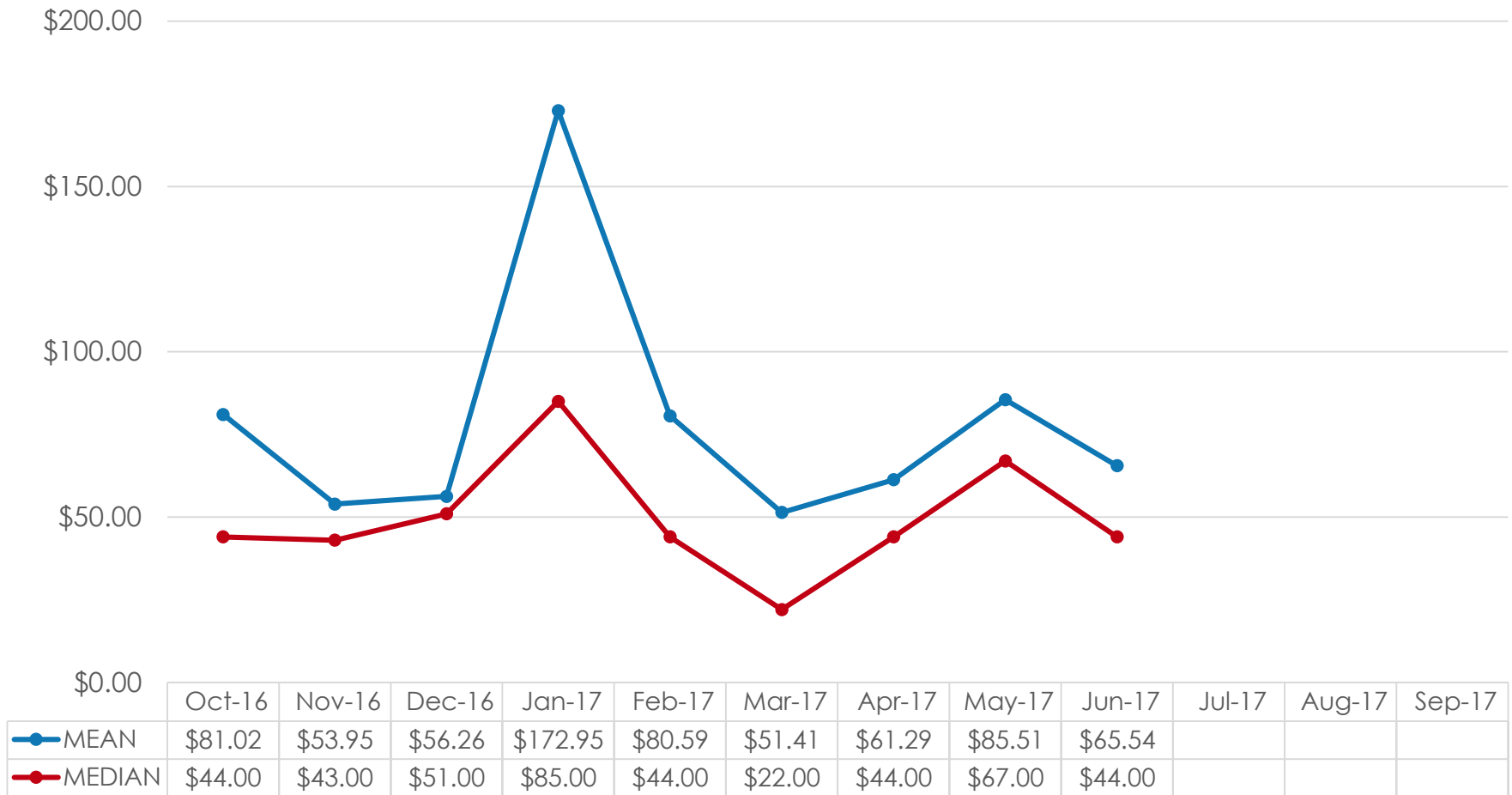
Prepaid– FY2017 Tracking

Food & Beverage in Hotel



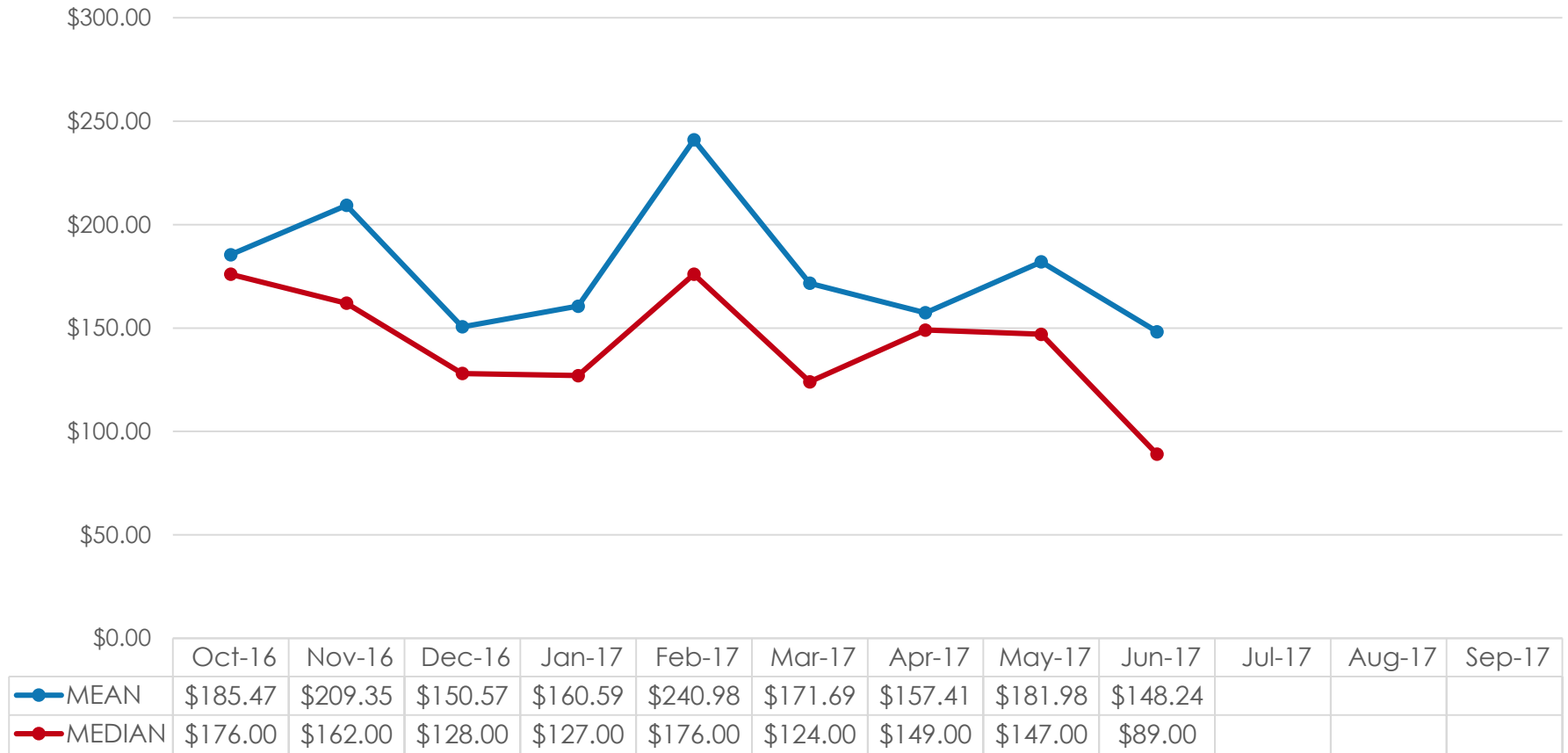
Prepaid– FY2017 Tracking

Ground Transportation - Korea



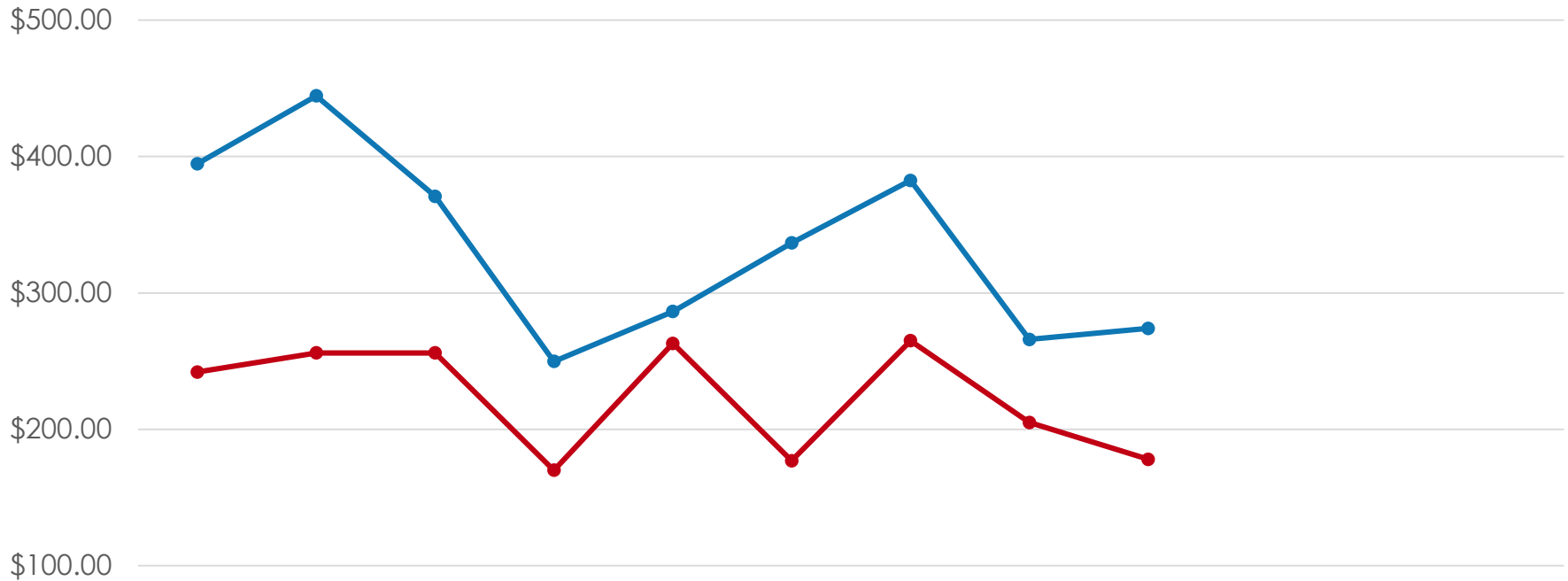
Prepaid- FY2017 Tracking

Ground Transportation - Guam



Prepaid– FY2017 Tracking

Optional tours/ Activities

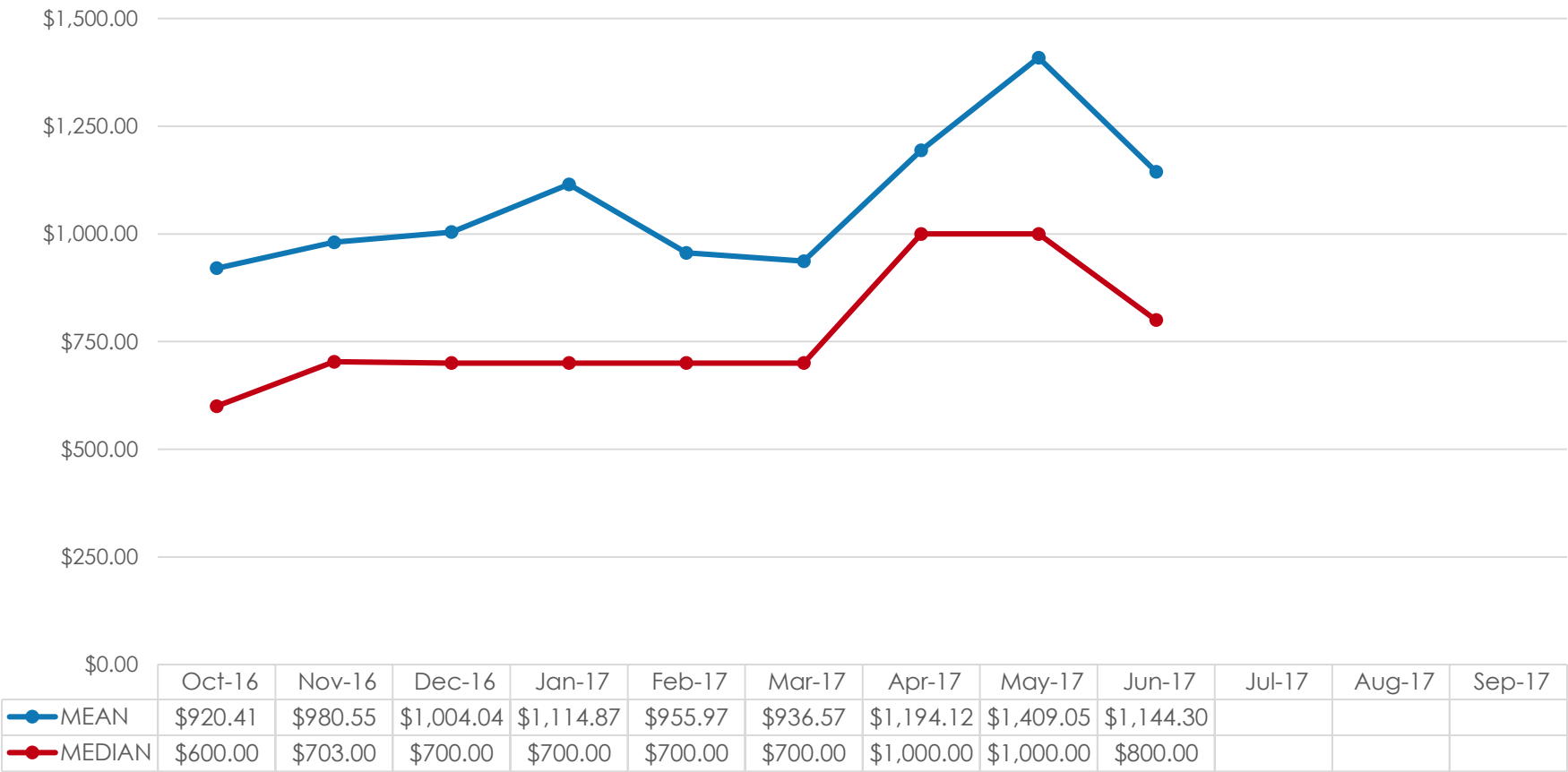


	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$394.68	\$444.49	\$370.79	\$249.85	\$286.33	\$336.64	\$382.43	\$265.87	\$274.04			
MEDIAN	\$242.00	\$256.00	\$256.00	\$170.00	\$263.00	\$177.00	\$265.00	\$205.00	\$178.00			

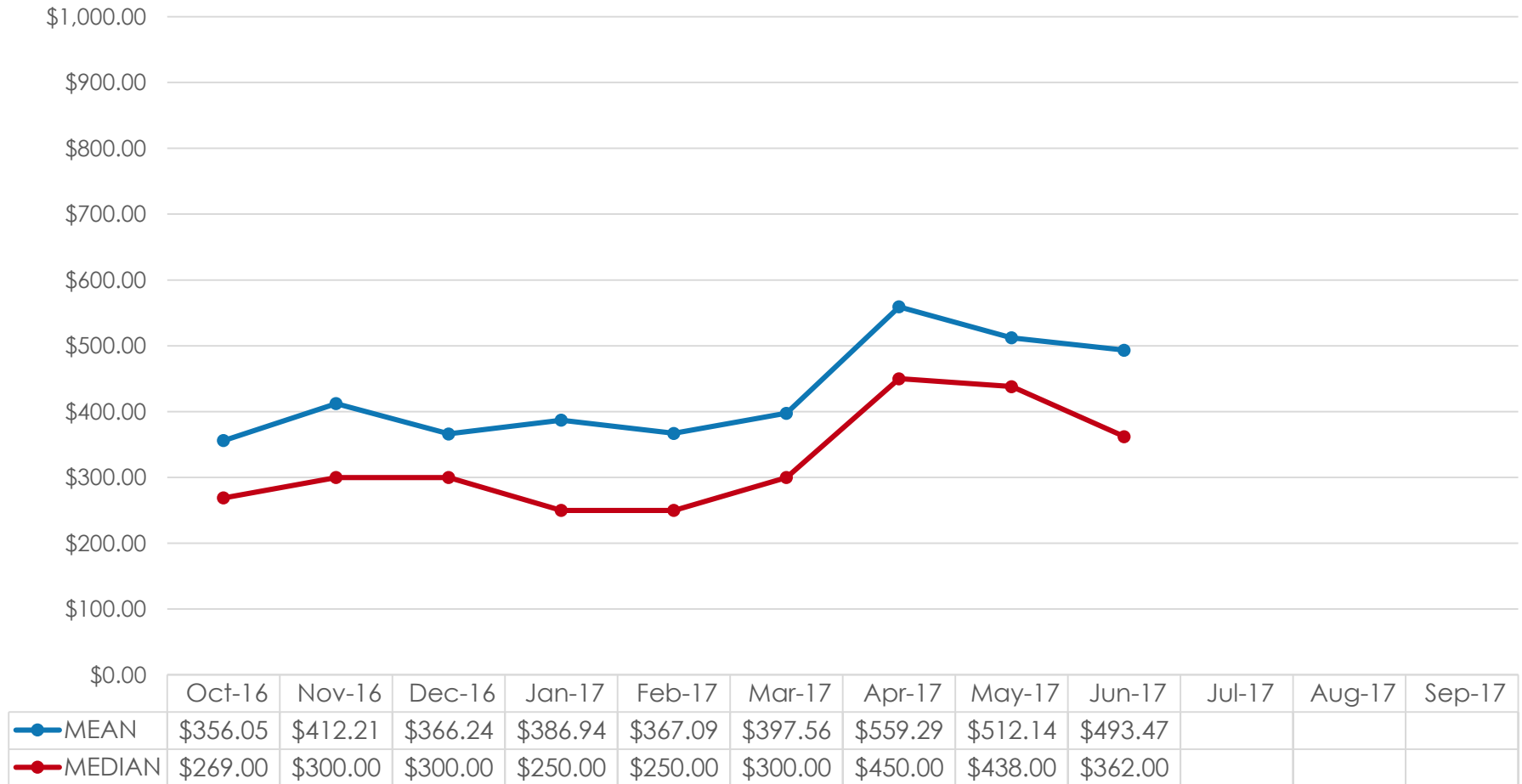
On-Island Expenditures

- \$1,144.30 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$493.47 = overall mean average per person prepaid expenditures

On-Island Entire Travel Party – FY2017 Tracking



On-Island Per Person – FY2017 Tracking



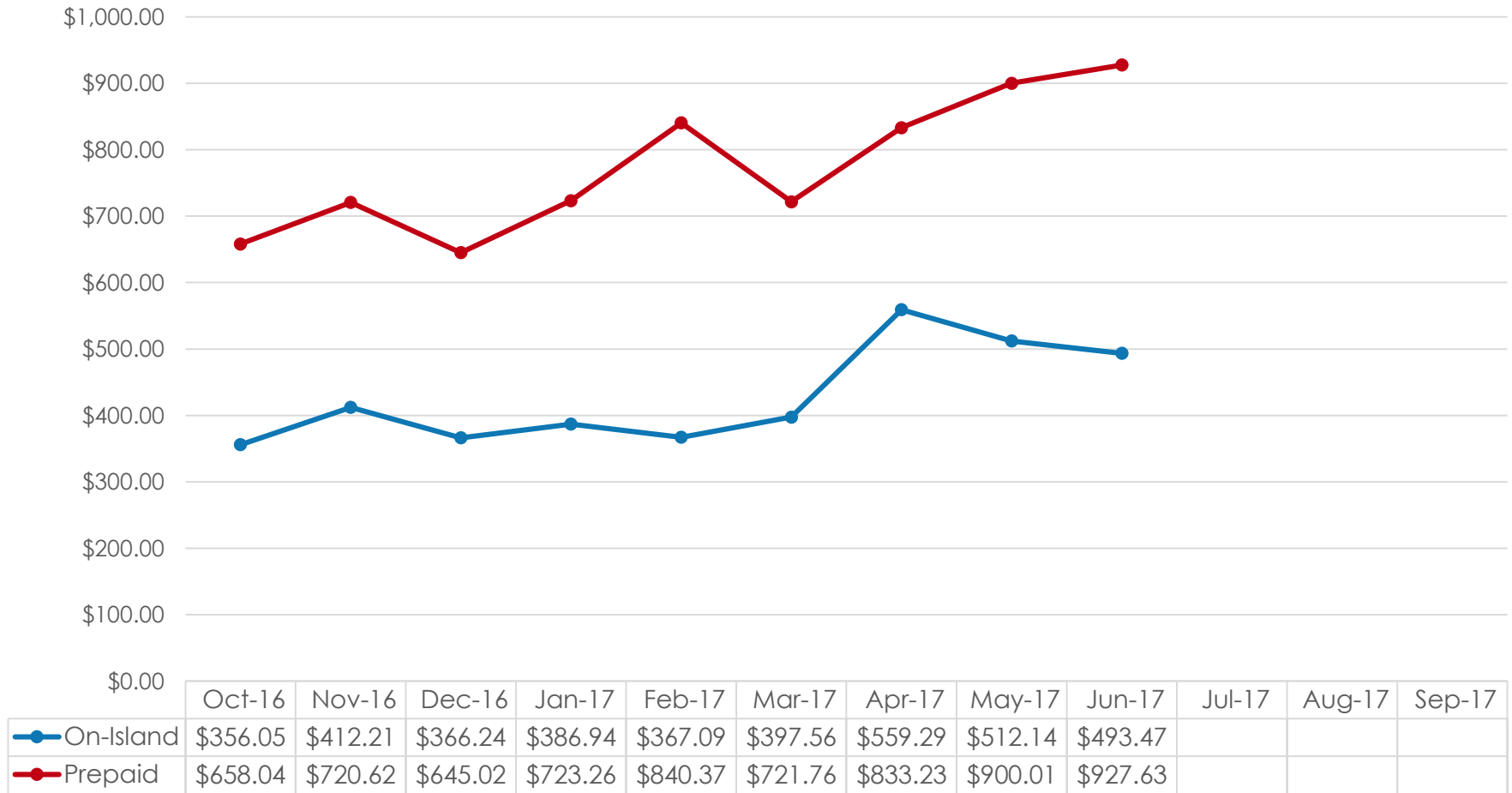
On-Island Per Person – Key Segments

**GVB EXIT SURVEY
Q11A ONISLE EXPENDITURE- PER PERSO**

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
ONISLE PP	Mean	\$493.47	\$0.00	\$934.09	\$100.00	\$492.52	\$410.51	\$468.40	\$462.03	\$639.52
	Median	\$362	\$0	\$725	\$100	\$375	\$300	\$317	\$333	\$460

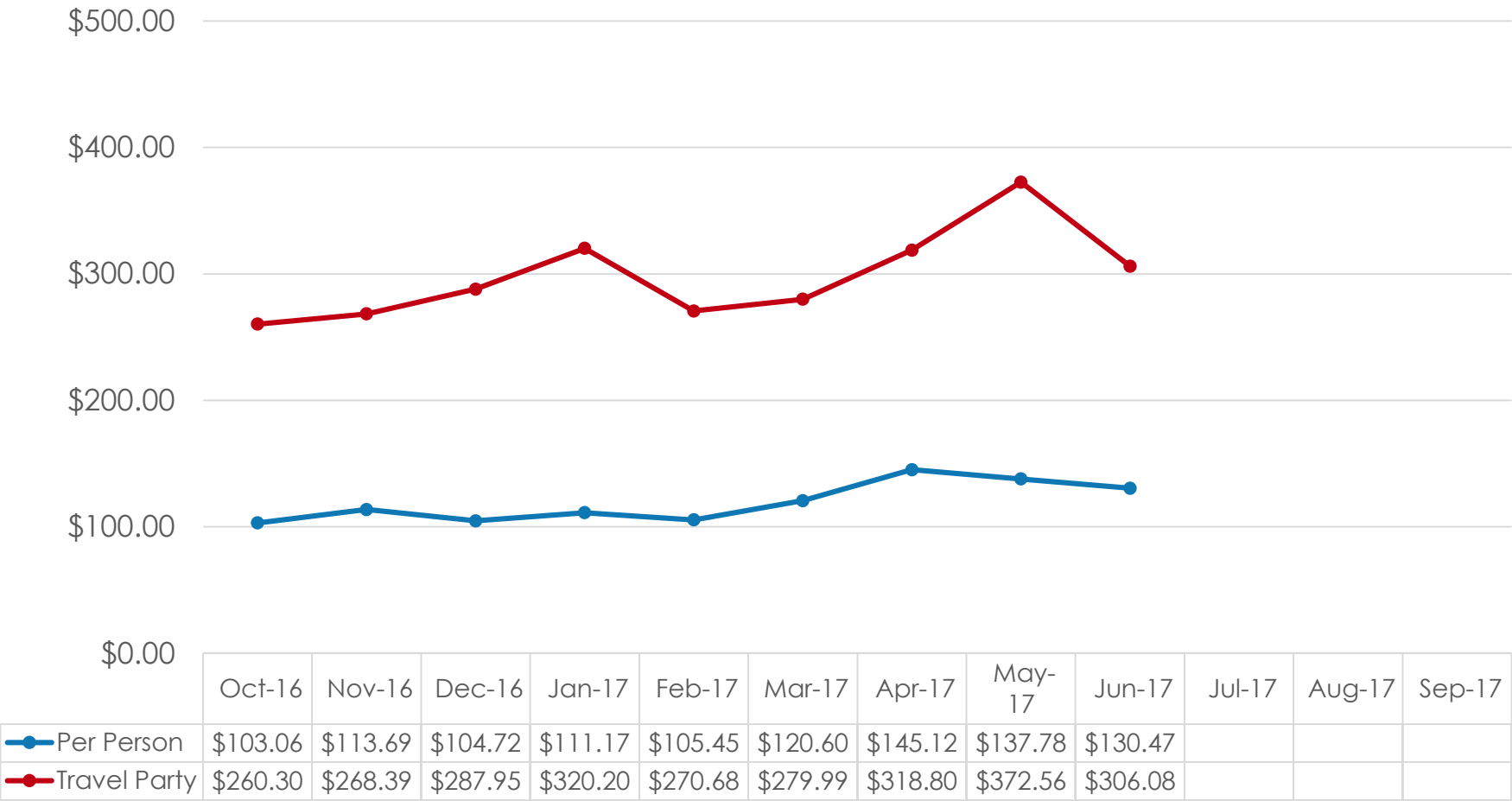
Prepared by Anthology Research

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



On-Island Per Day Spending – FY2017 Tracking

MEAN

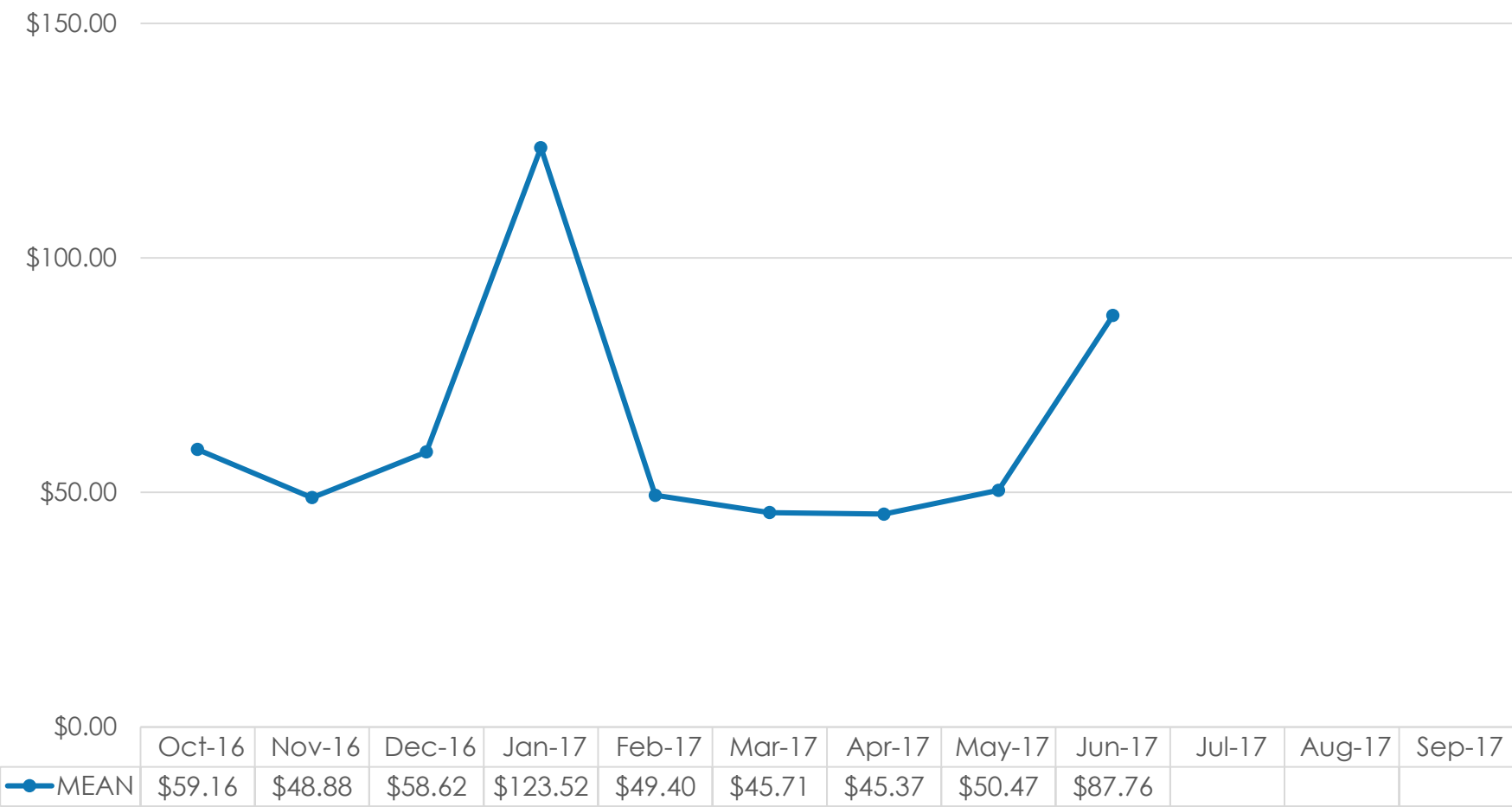


On-Island Expenses by Category – MEAN Entire Travel Party



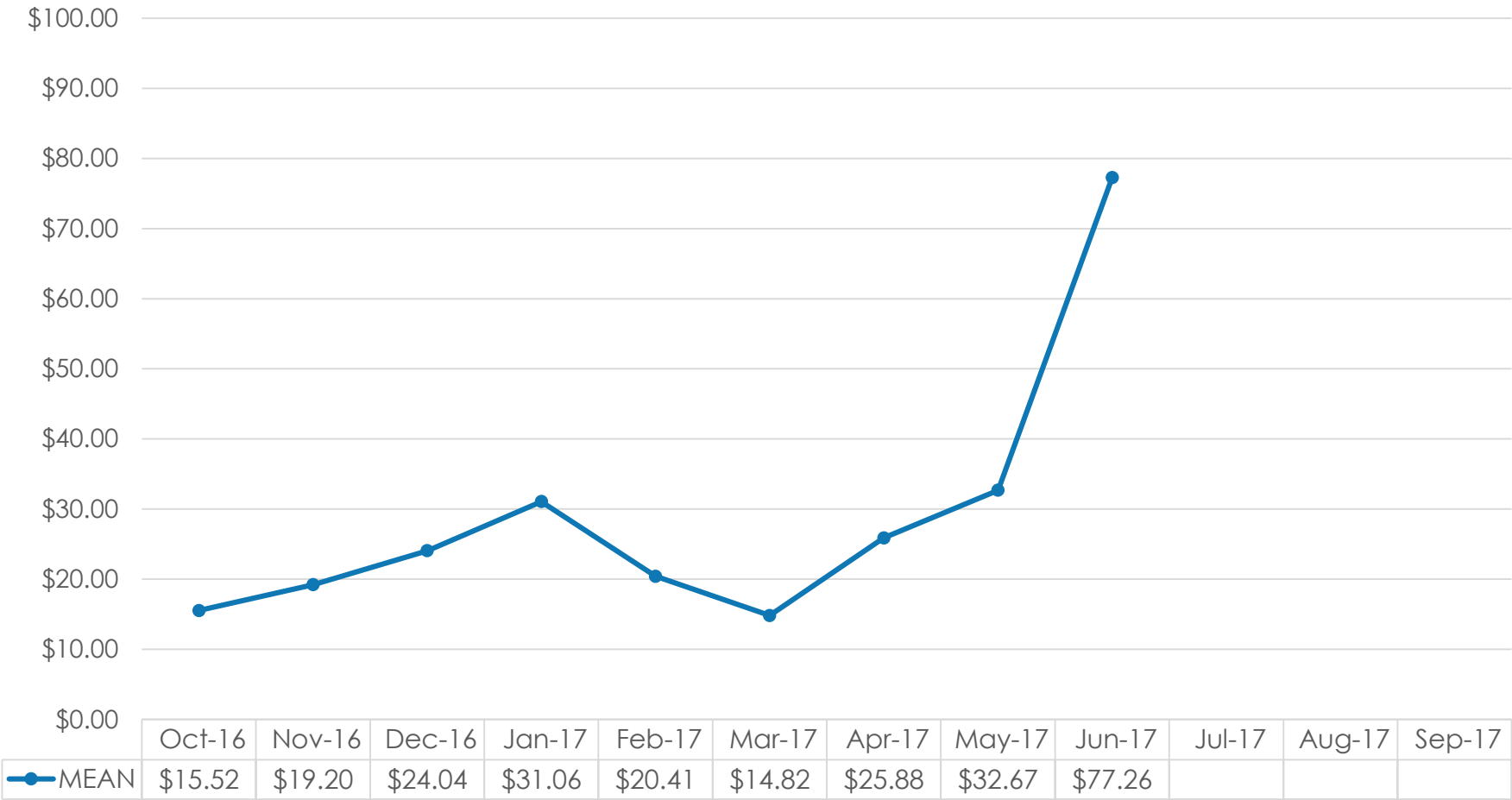
On-Island – FY2017 Tracking

Food & Beverage - Hotel



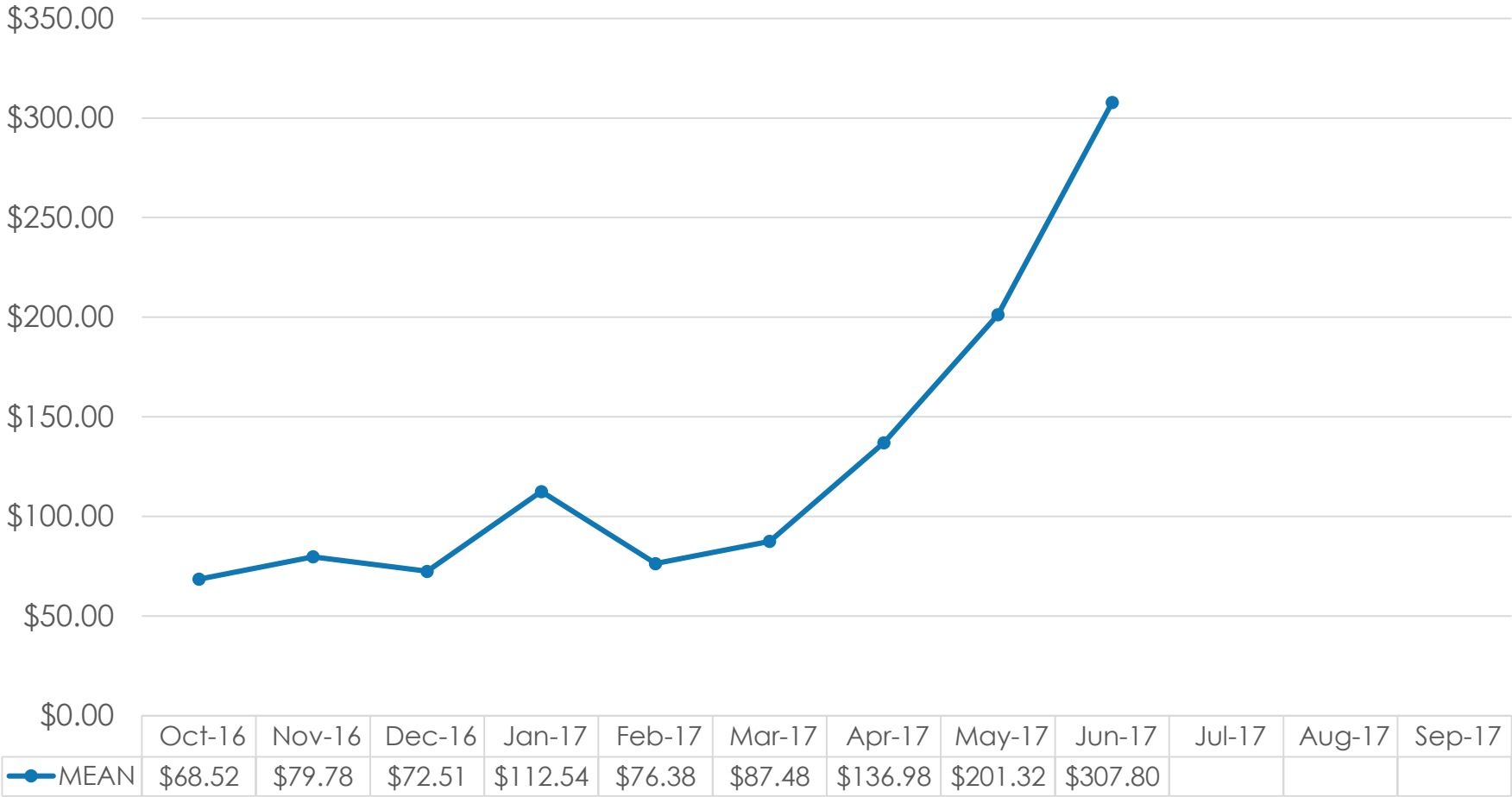
On-Island – FY2017 Tracking

Food & Beverage – Fast Food/ Convenience Store



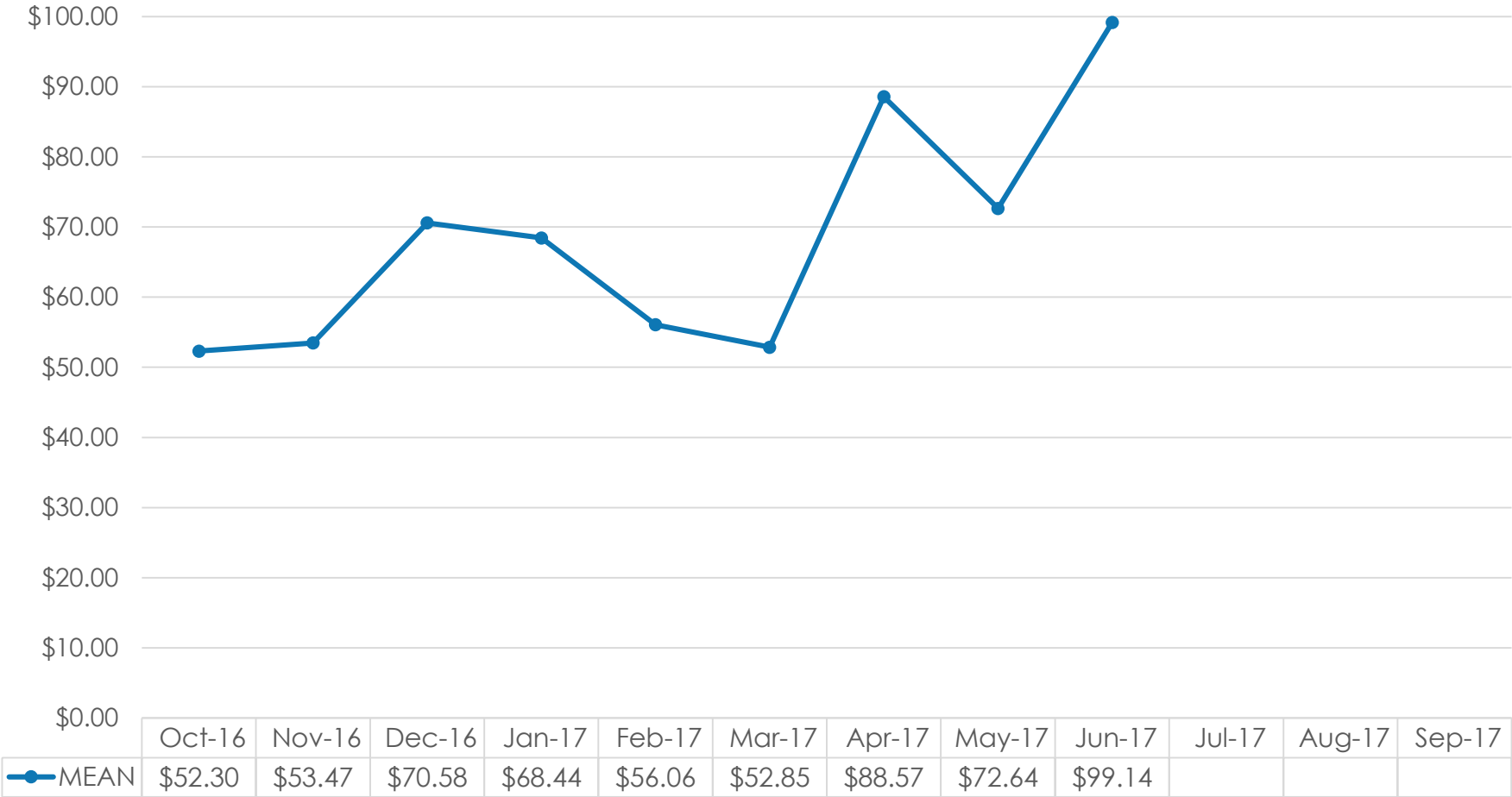
On-Island – FY2017 Tracking

Food & Beverage – Restaurant/ Drinking Est Outside Hotel



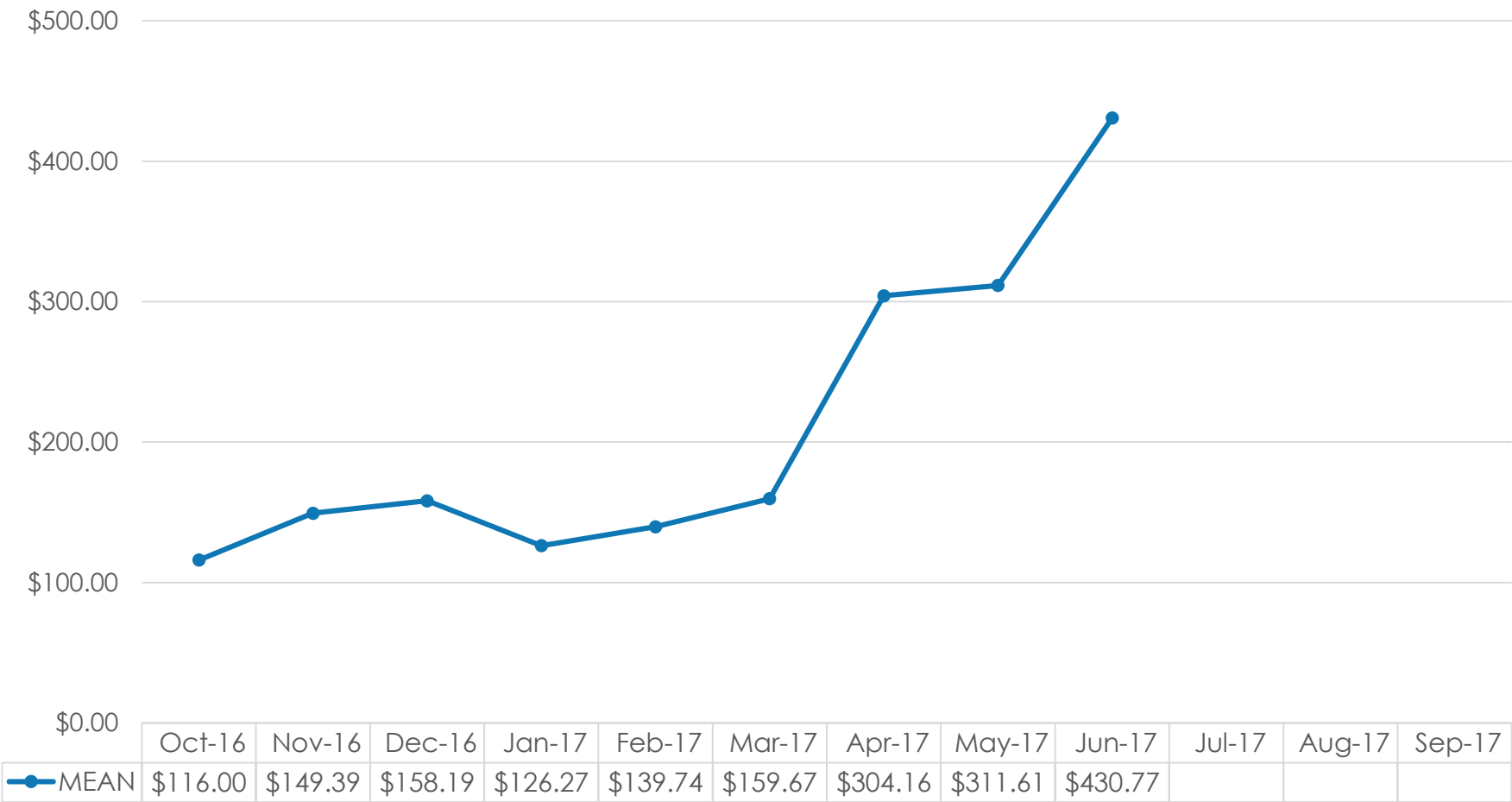
On-Island – FY2017 Tracking

Optional tour/ Activities



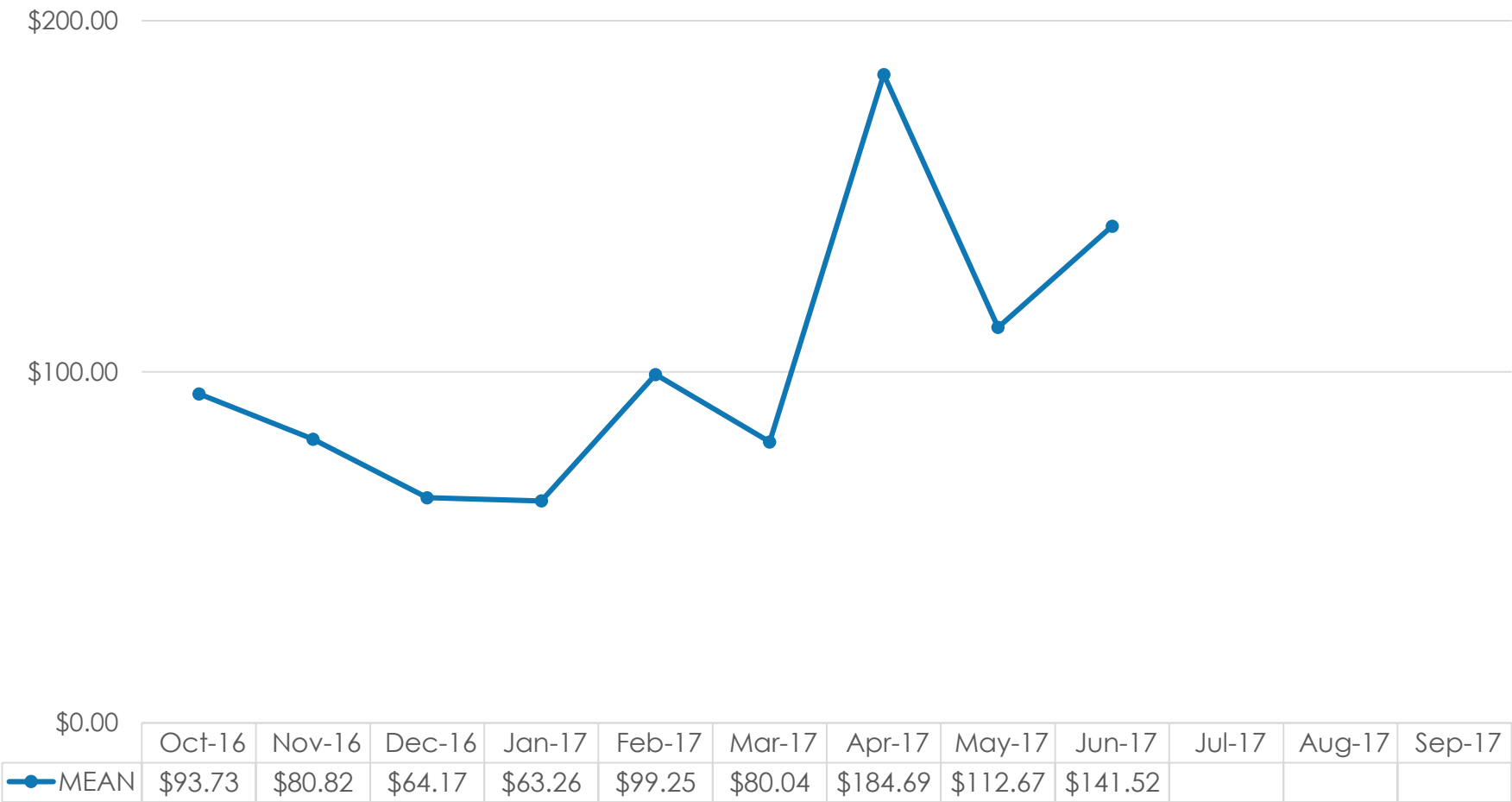
On-Island – FY2017 Tracking

Gift/ Souvenir – Self/ Companion



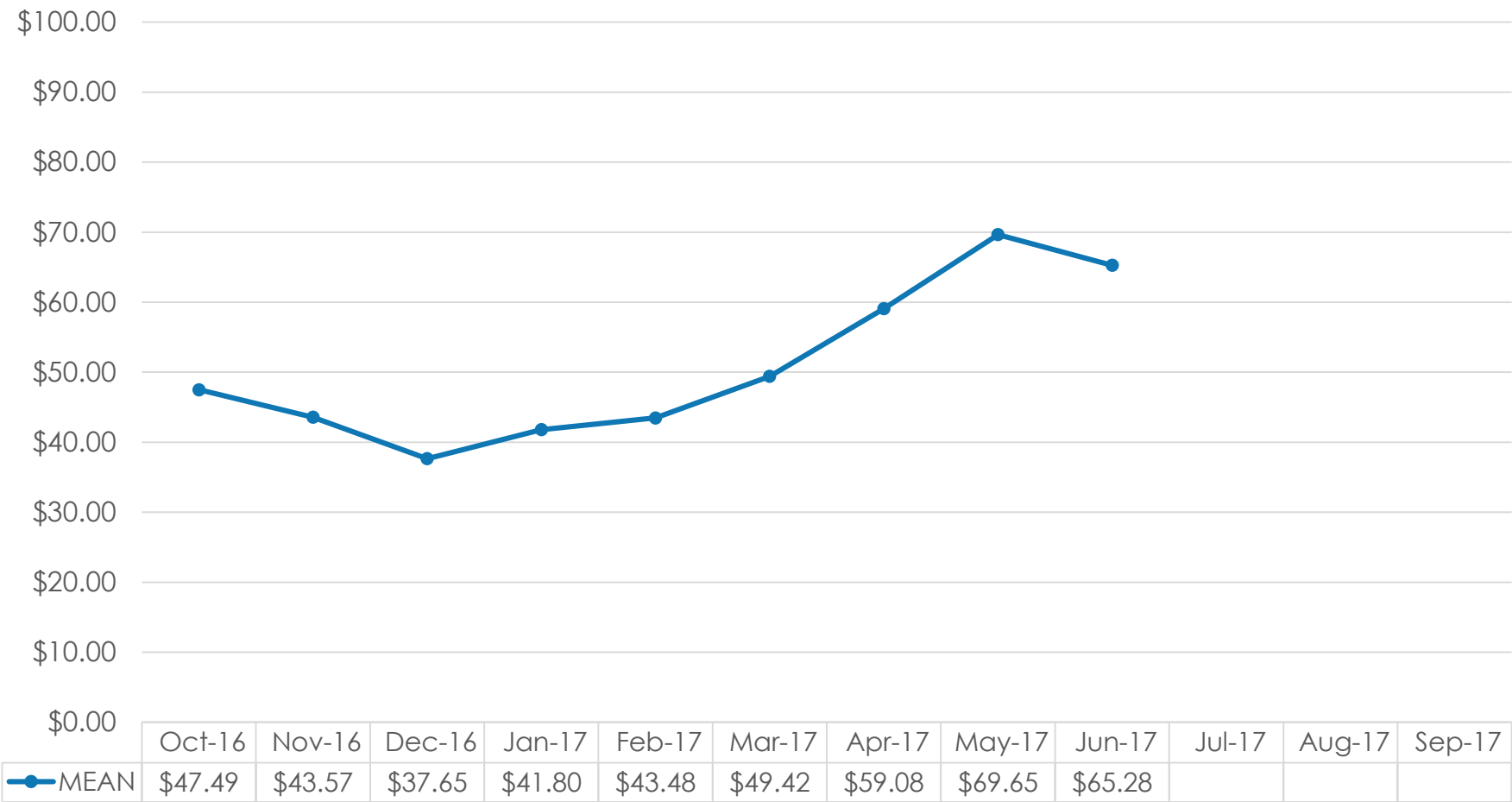
On-Island – FY2017 Tracking

Gift/ Souvenir – Friends/ Family



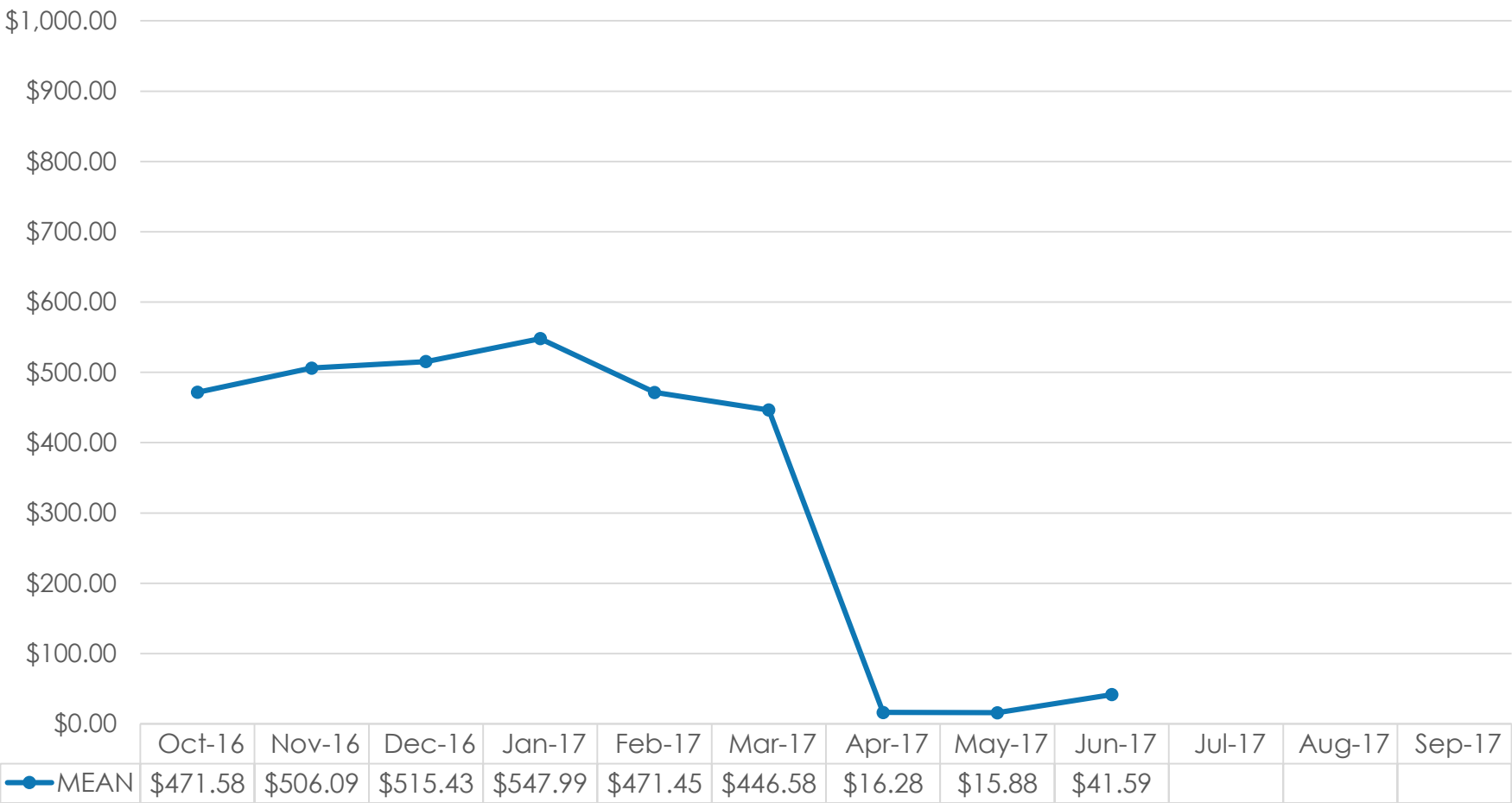
On-Island – FY2017 Tracking

Local Transportation



On-Island – FY2017 Tracking

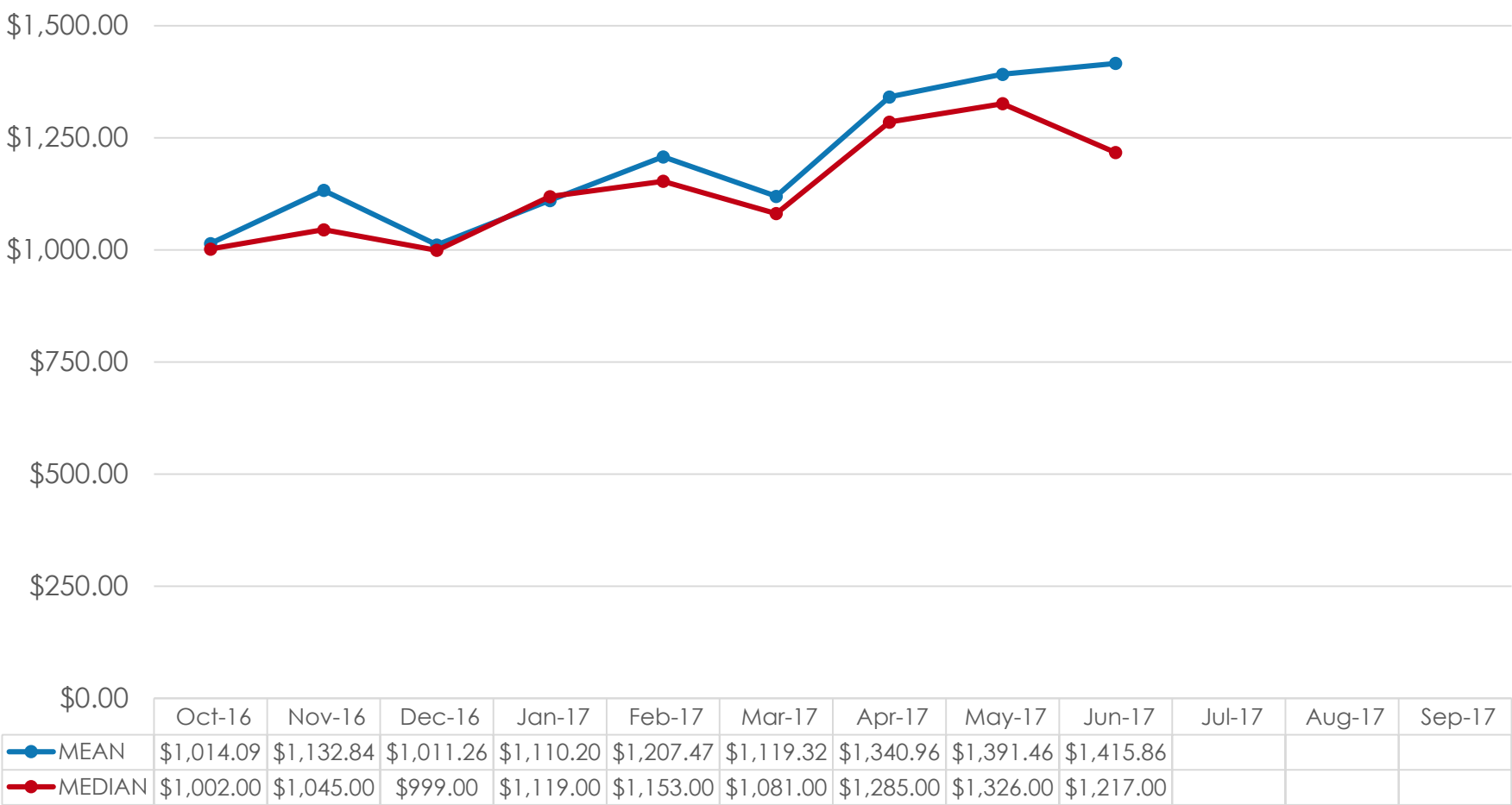
Other Not Included



TOTAL (On-Isle + Prepaid) Expenditures Per Person

- \$1,415.86 = overall mean average prepaid & on-isle expense by respondent

TOTAL Per Person Expenditures – FY2017 Tracking



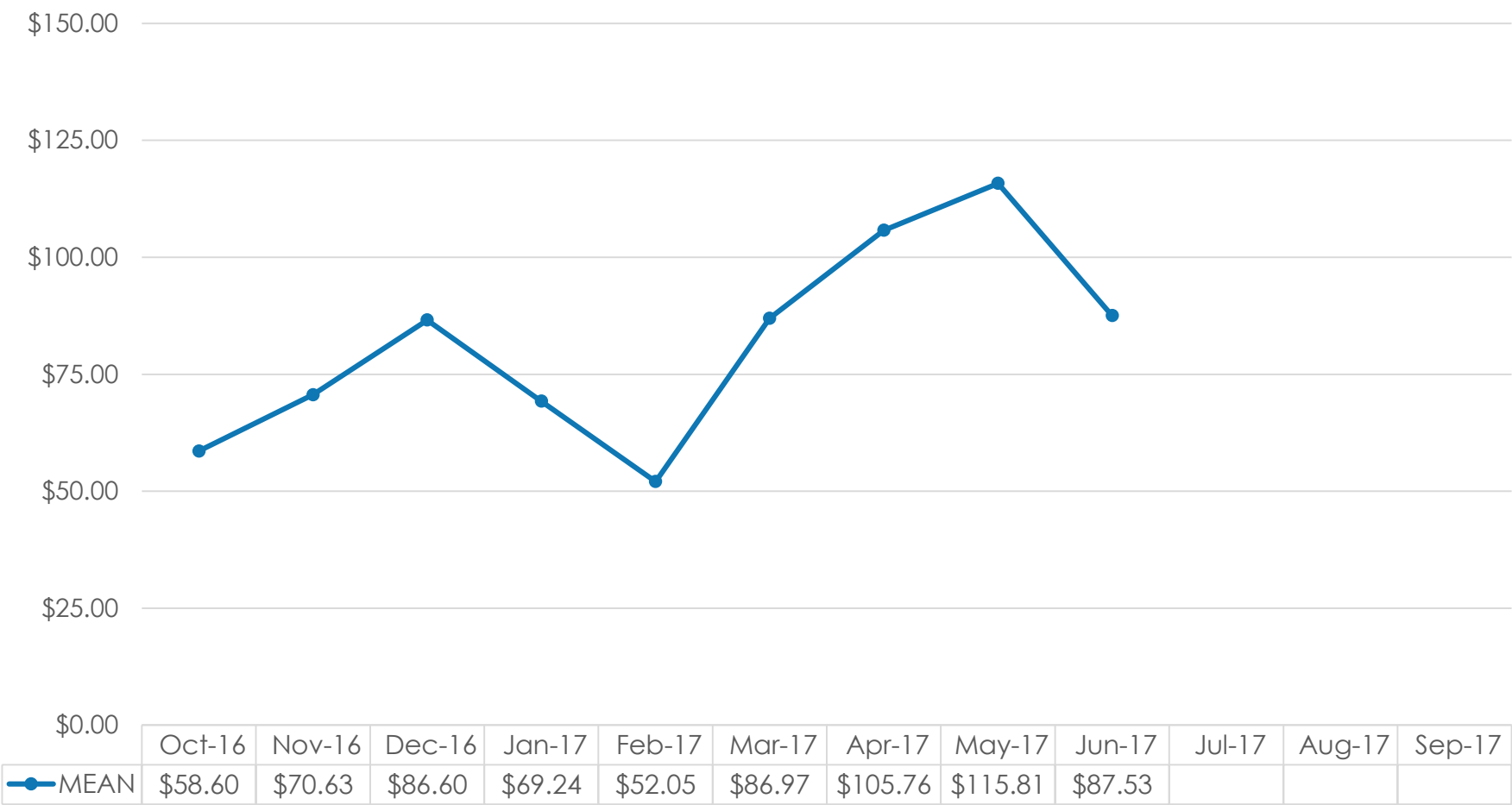
TOTAL Per Person Expenditures – Key Segments

GVB EXIT SURVEY
TOTAL - PER PERSON

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
TOTAL PP	Mean	\$1,415.86	\$1,333.83	\$2,659.58	\$1,656.14	\$1,415.62	\$1,028.80	\$1,189.51	\$1,449.60	\$1,396.98
	Median	\$1,217	\$1,334	\$2,003	\$1,656	\$1,234	\$1,089	\$1,122	\$1,223	\$1,146

Prepared by Anthology Research

GUAM AIRPORT EXPENDITURE – FY2017 Tracking

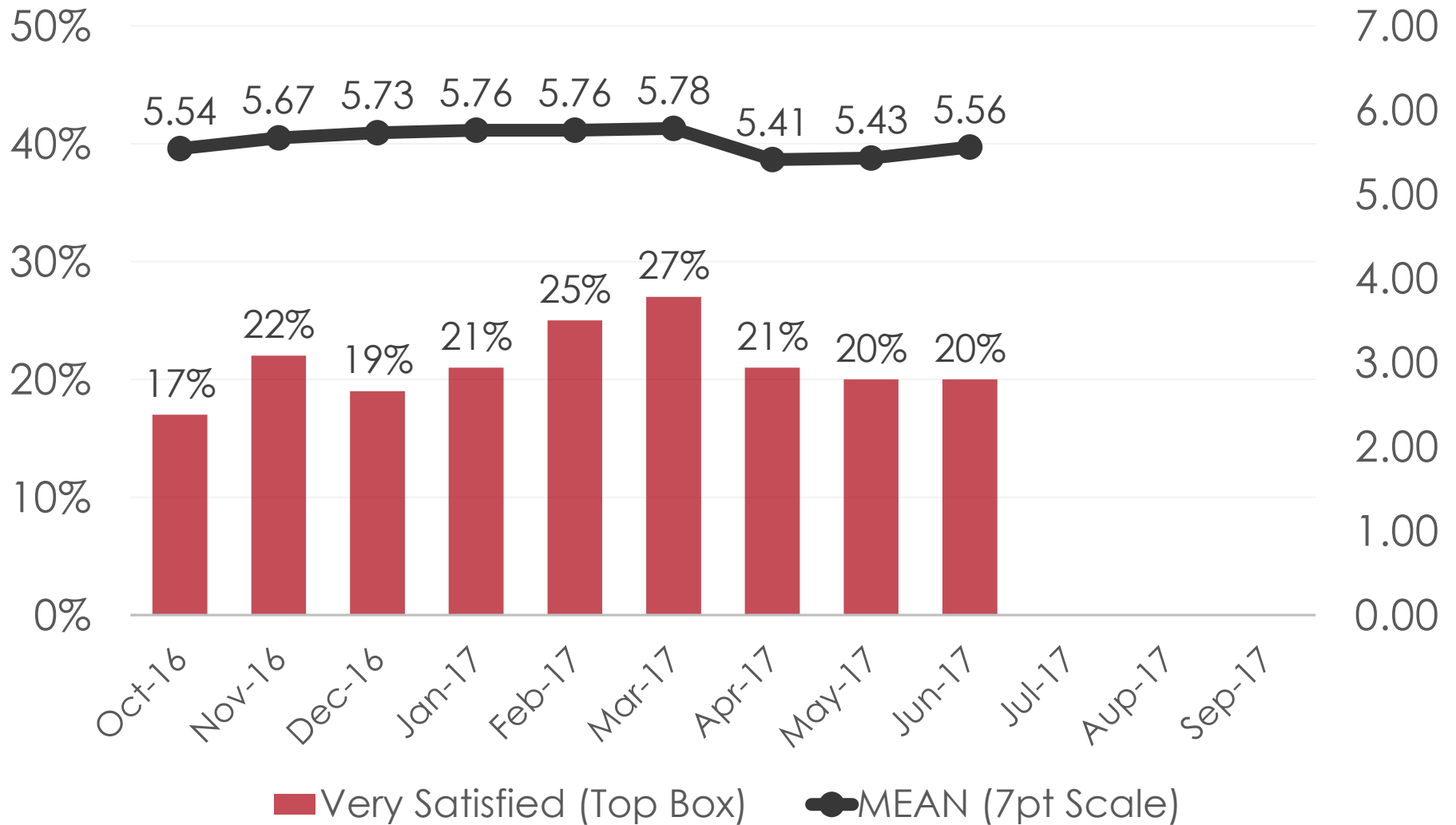


SECTION 4

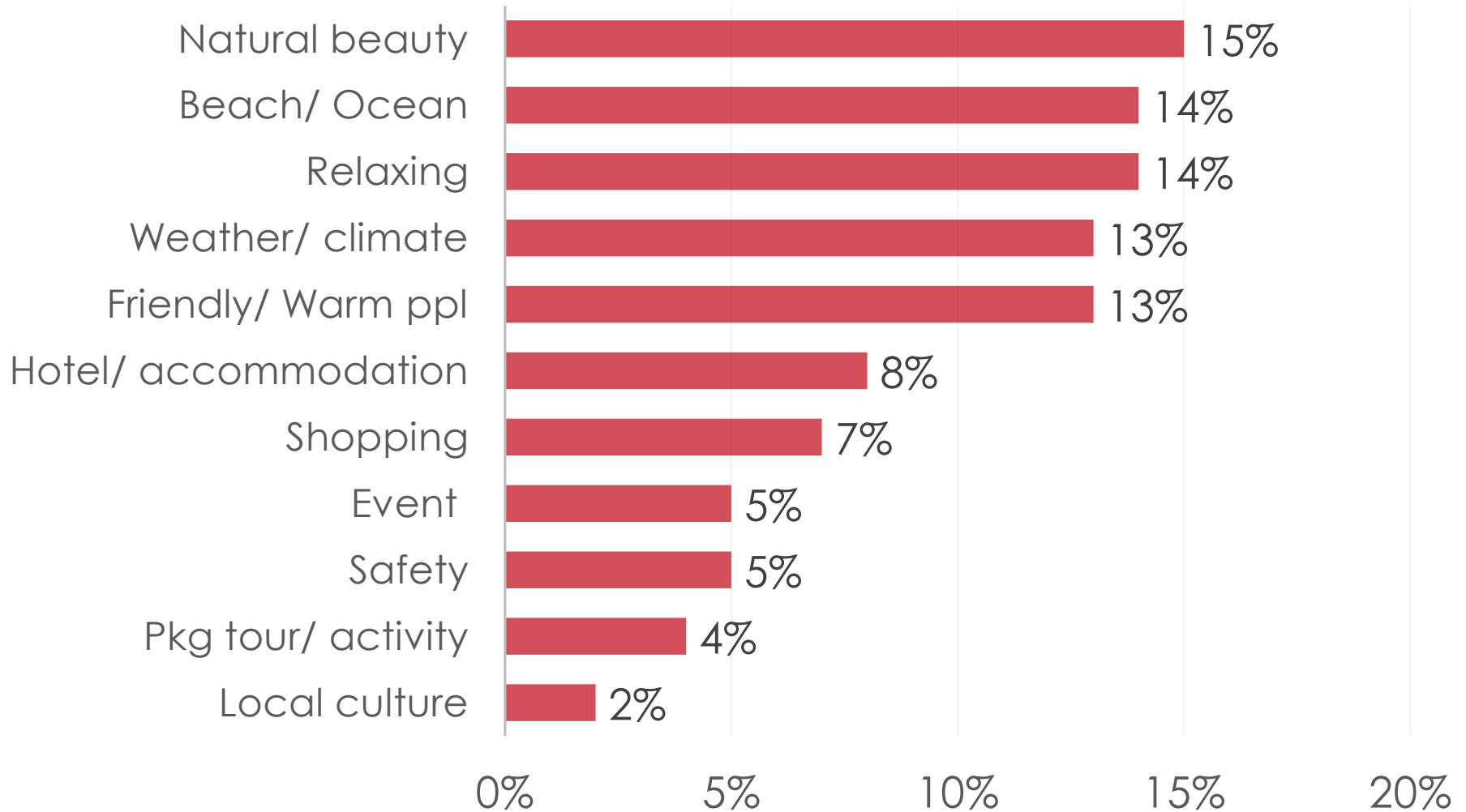
VISITOR SATISFACTION

BEHAVIOR

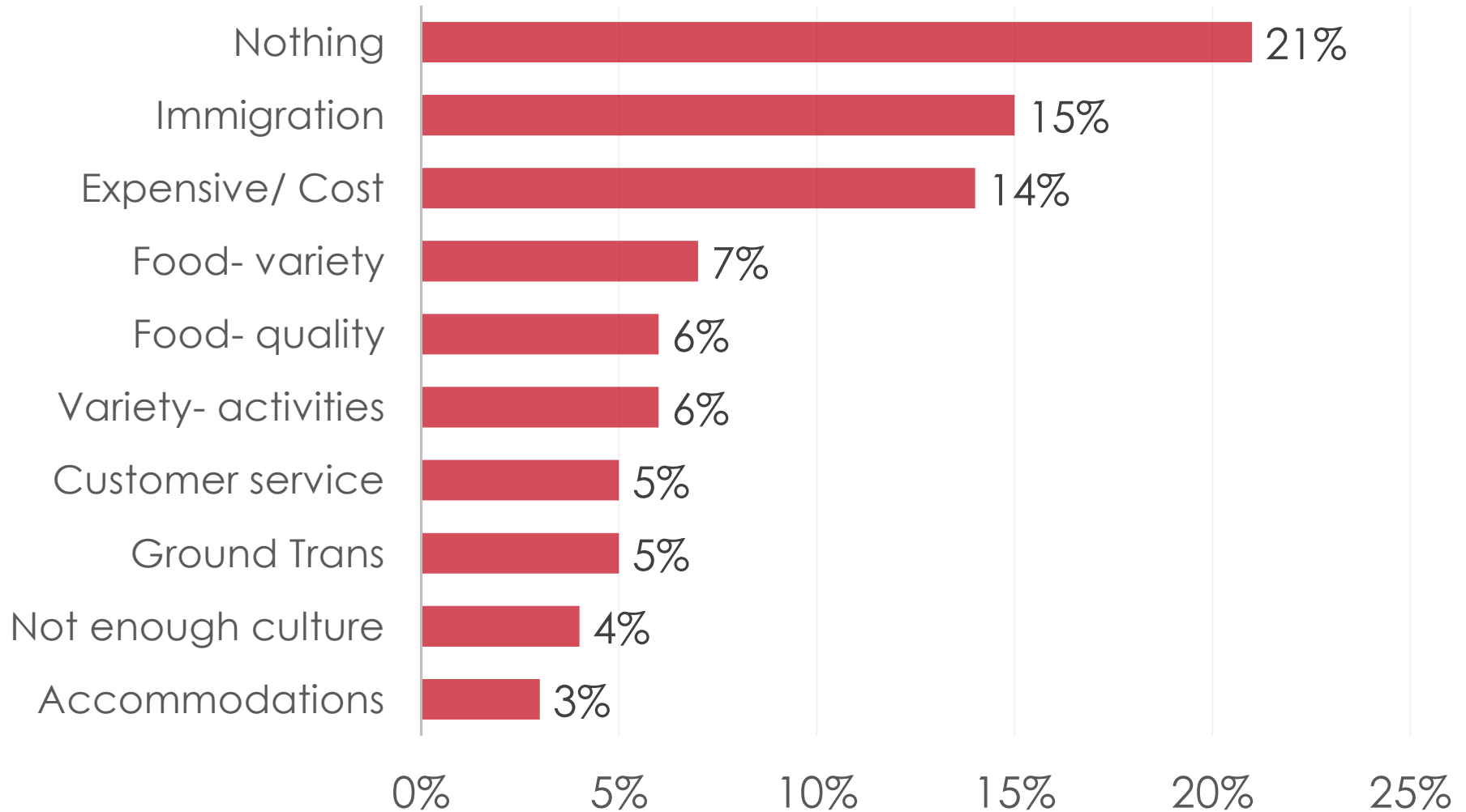
OVERALL SATISFACTION



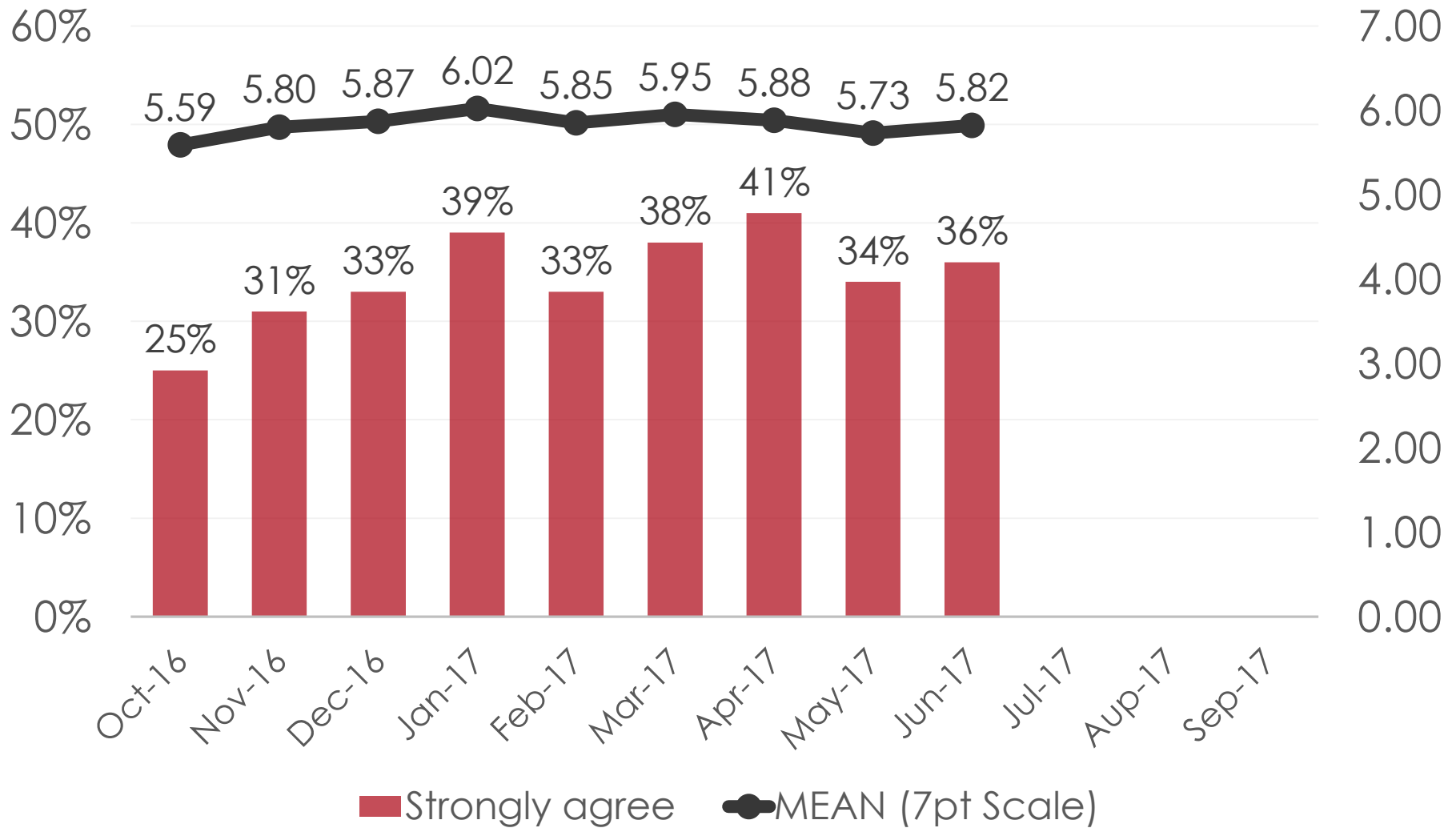
Positive aspects of trip (Top Reason)



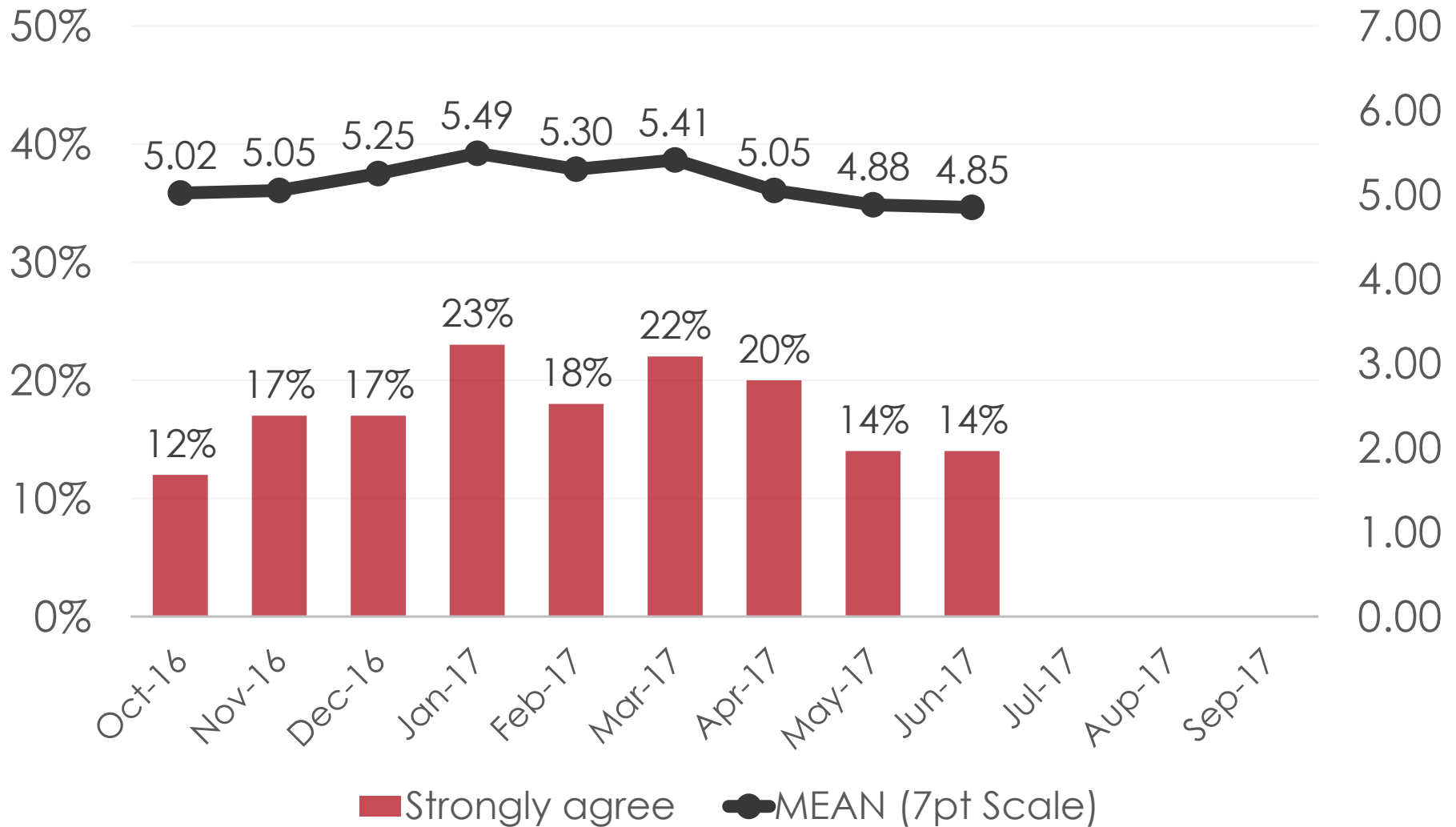
Negative aspects of trip (Top Reason)



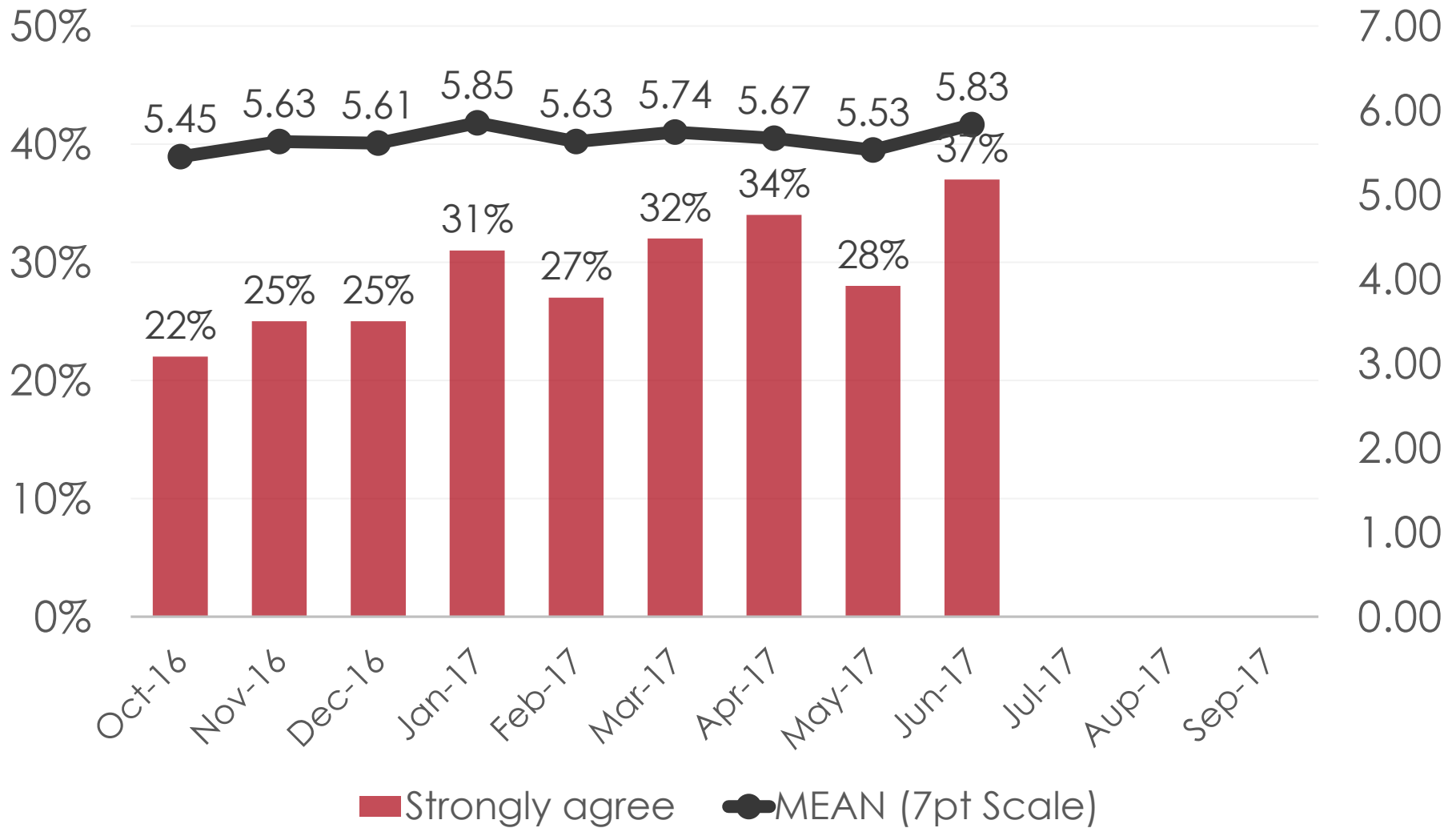
Guam was better than expected



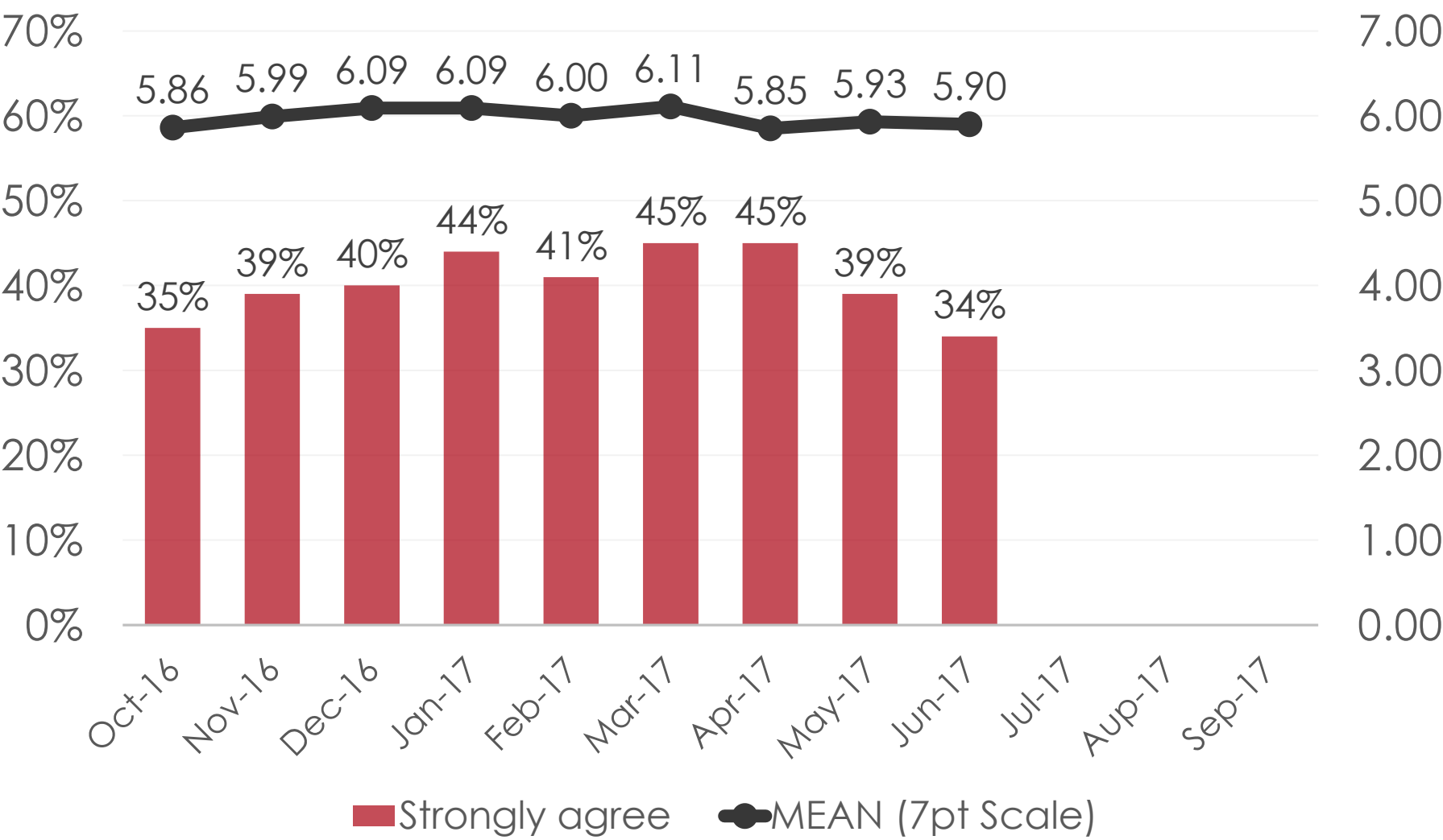
I had no communication problems



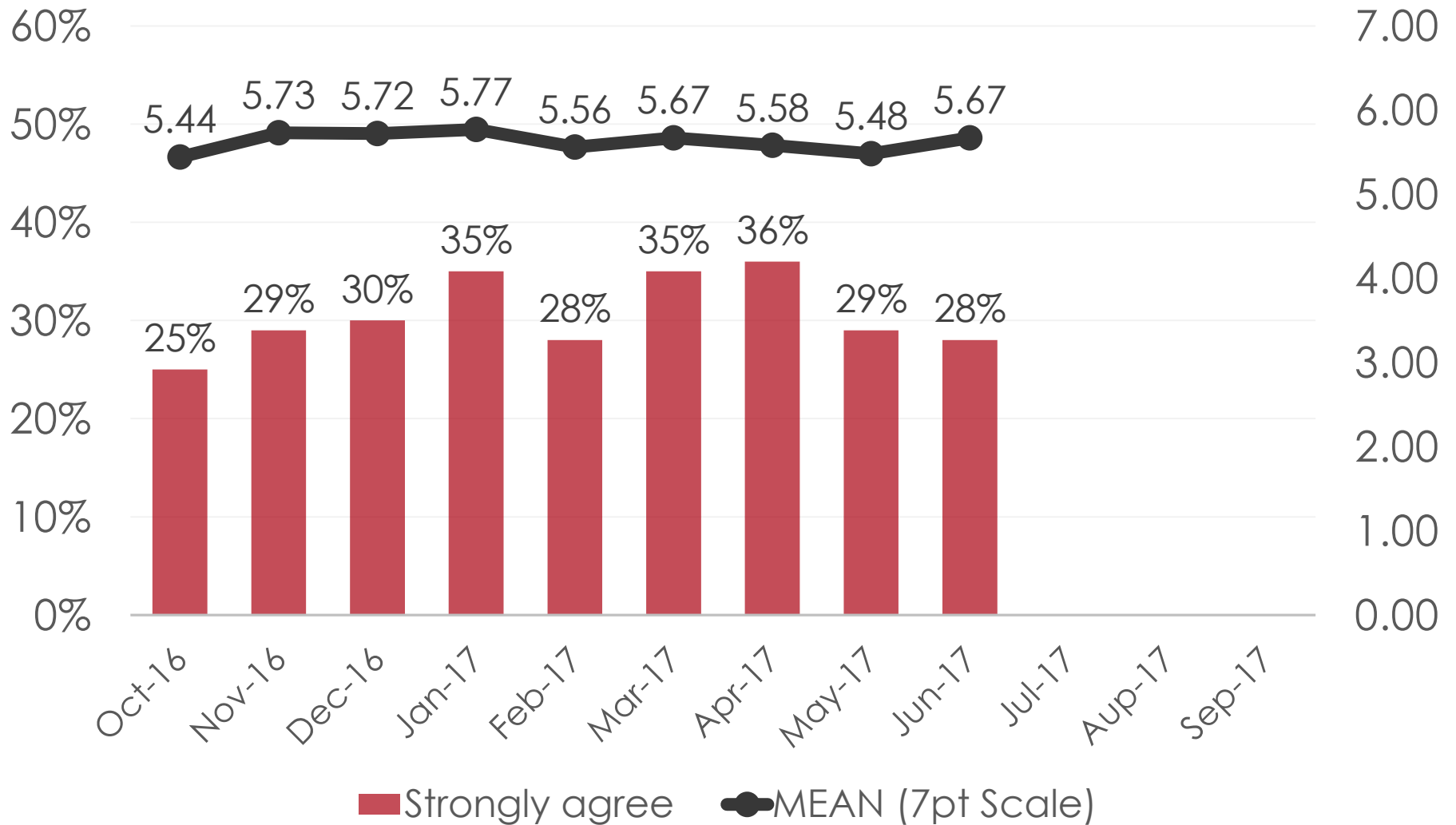
I will recommend Guam to friends



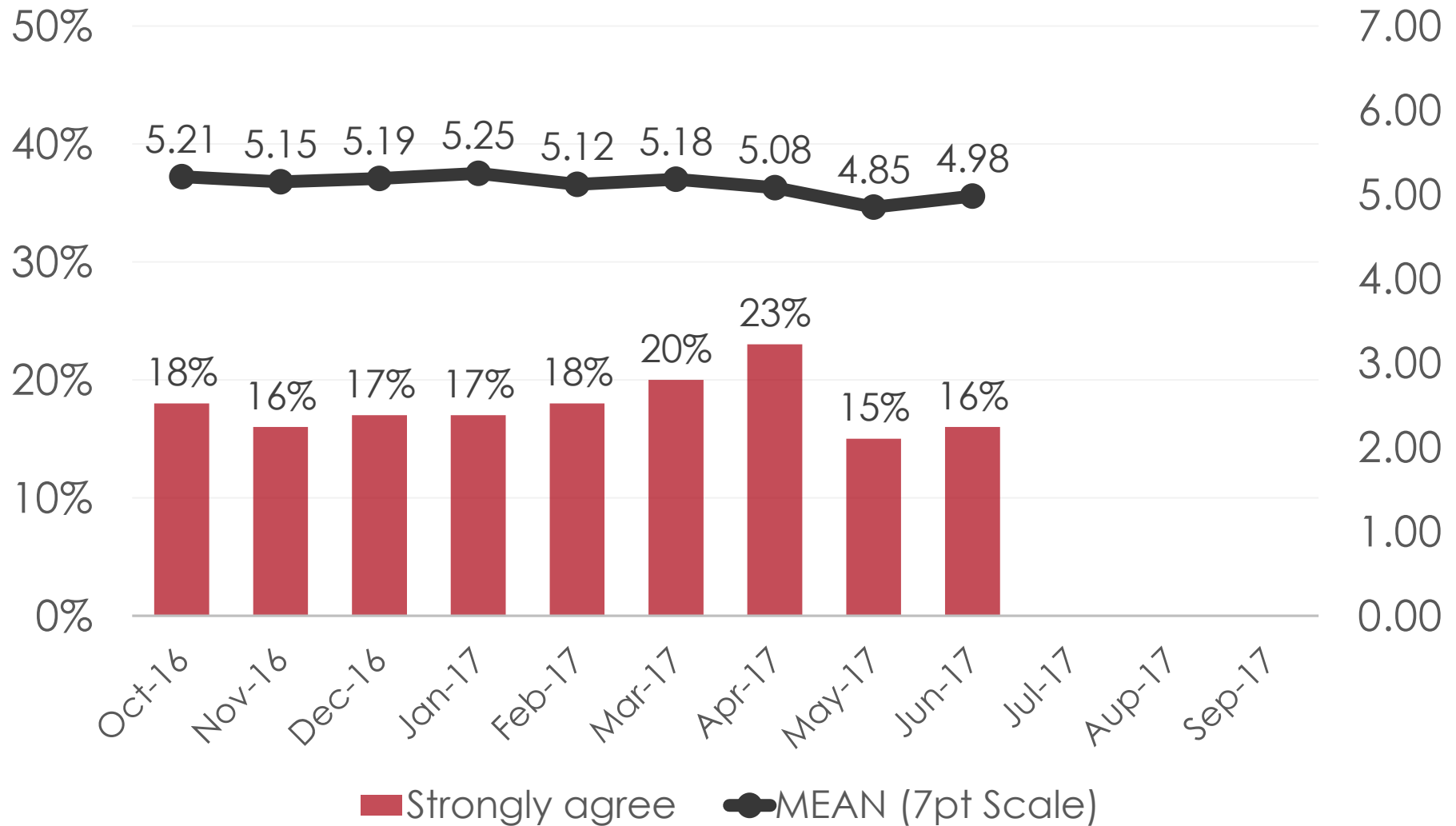
Sites on Guam were attractive



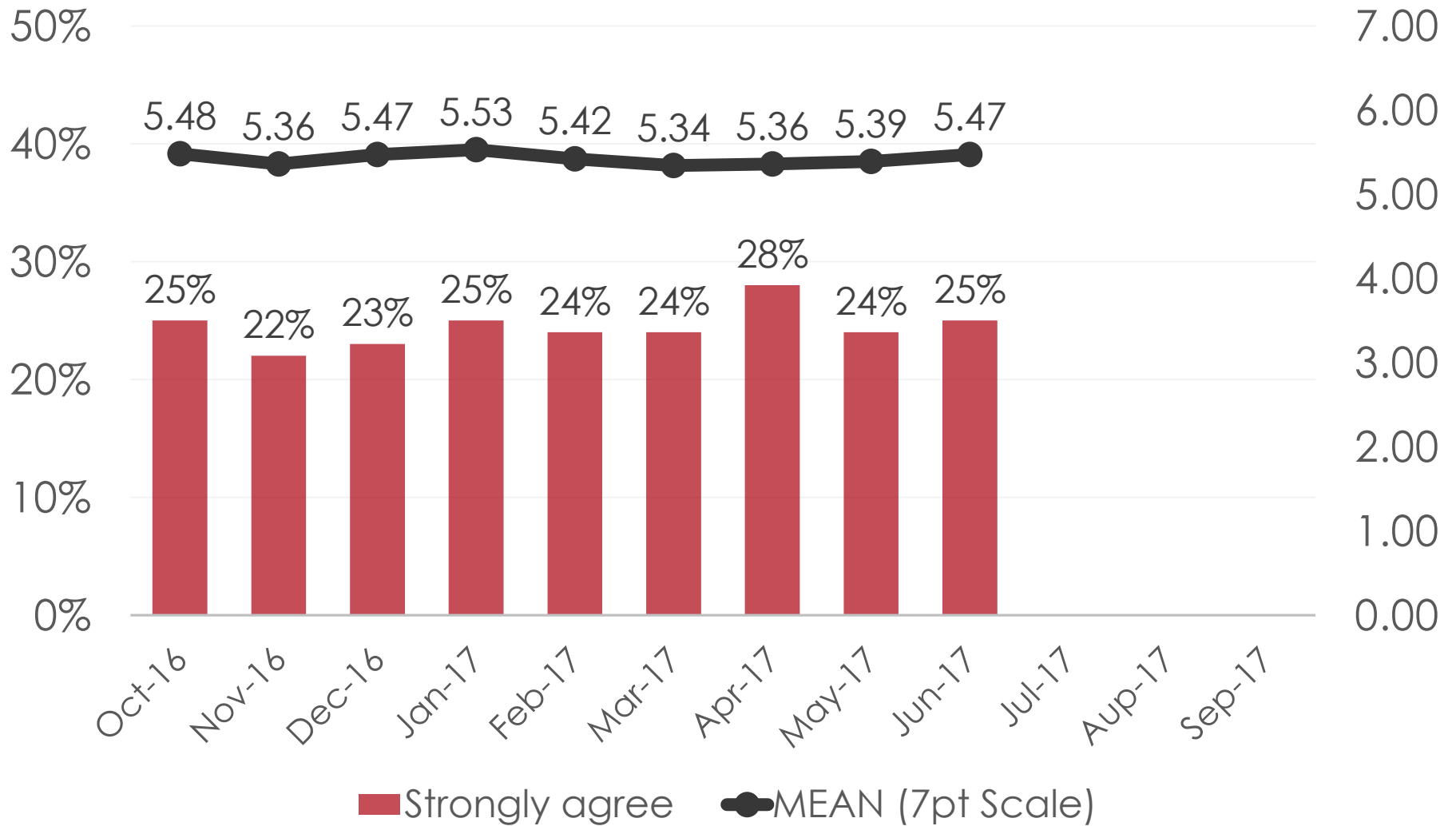
I plan to visit Guam again



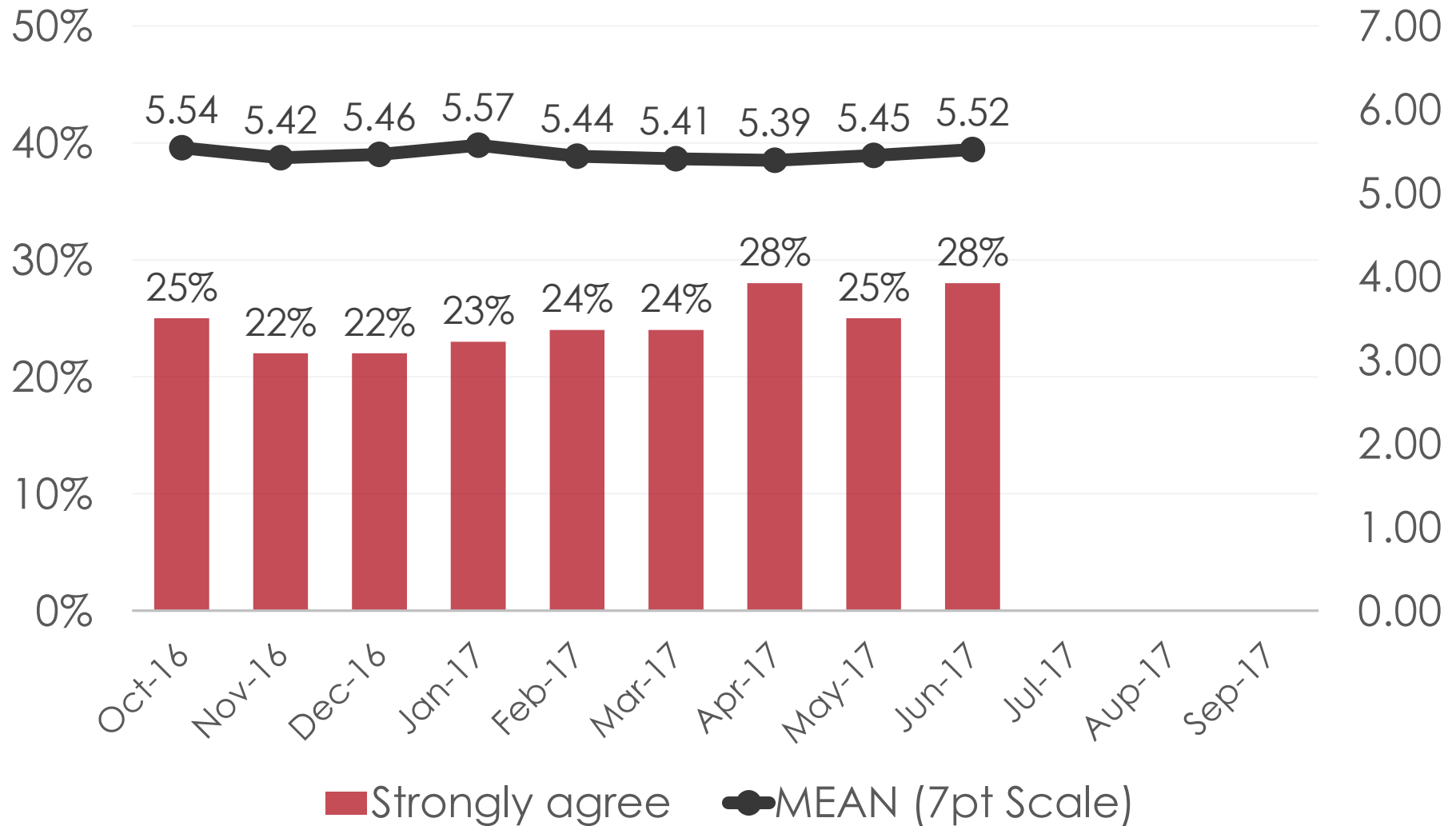
Not enough night time activities



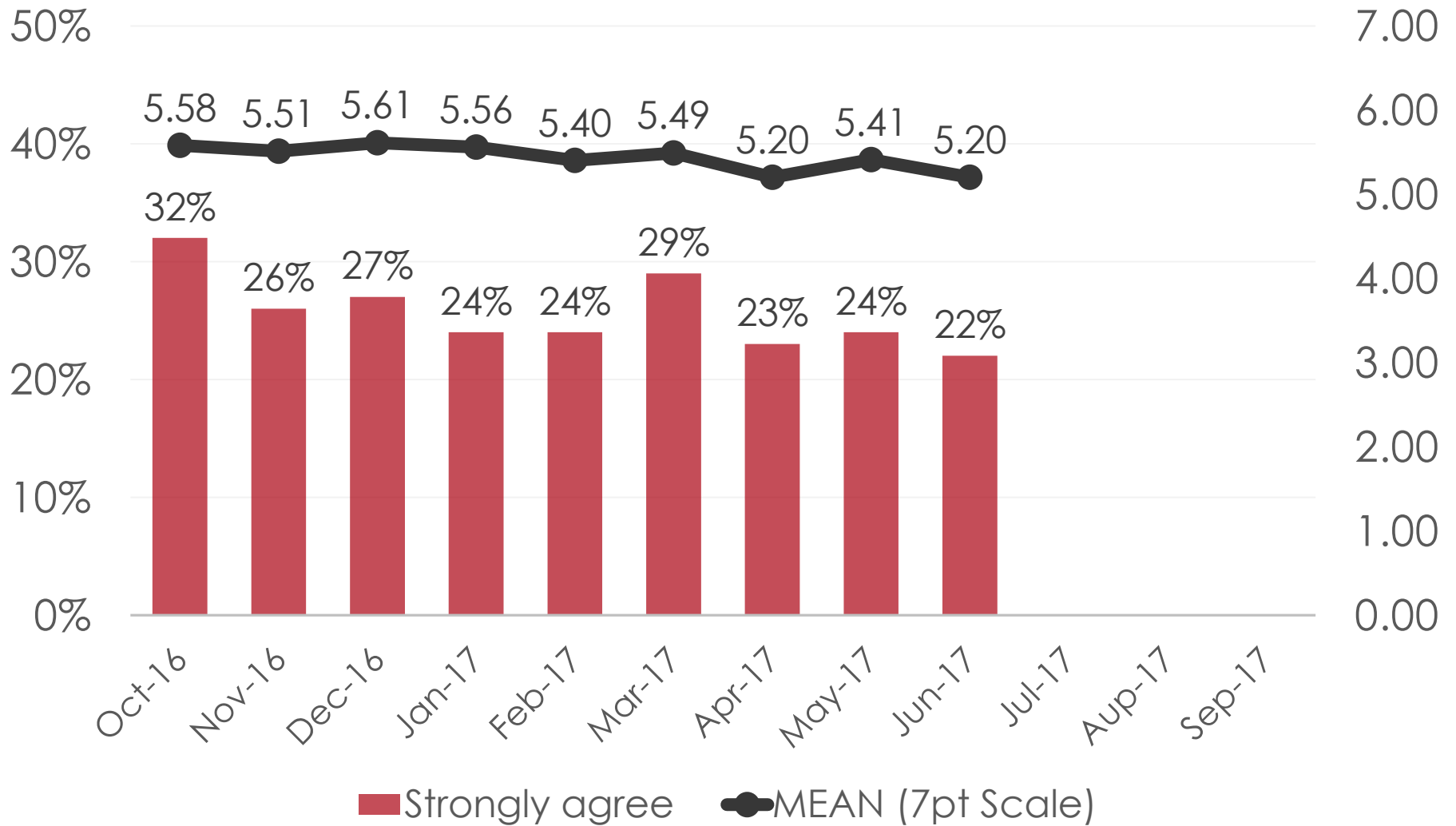
Tour guides were professional



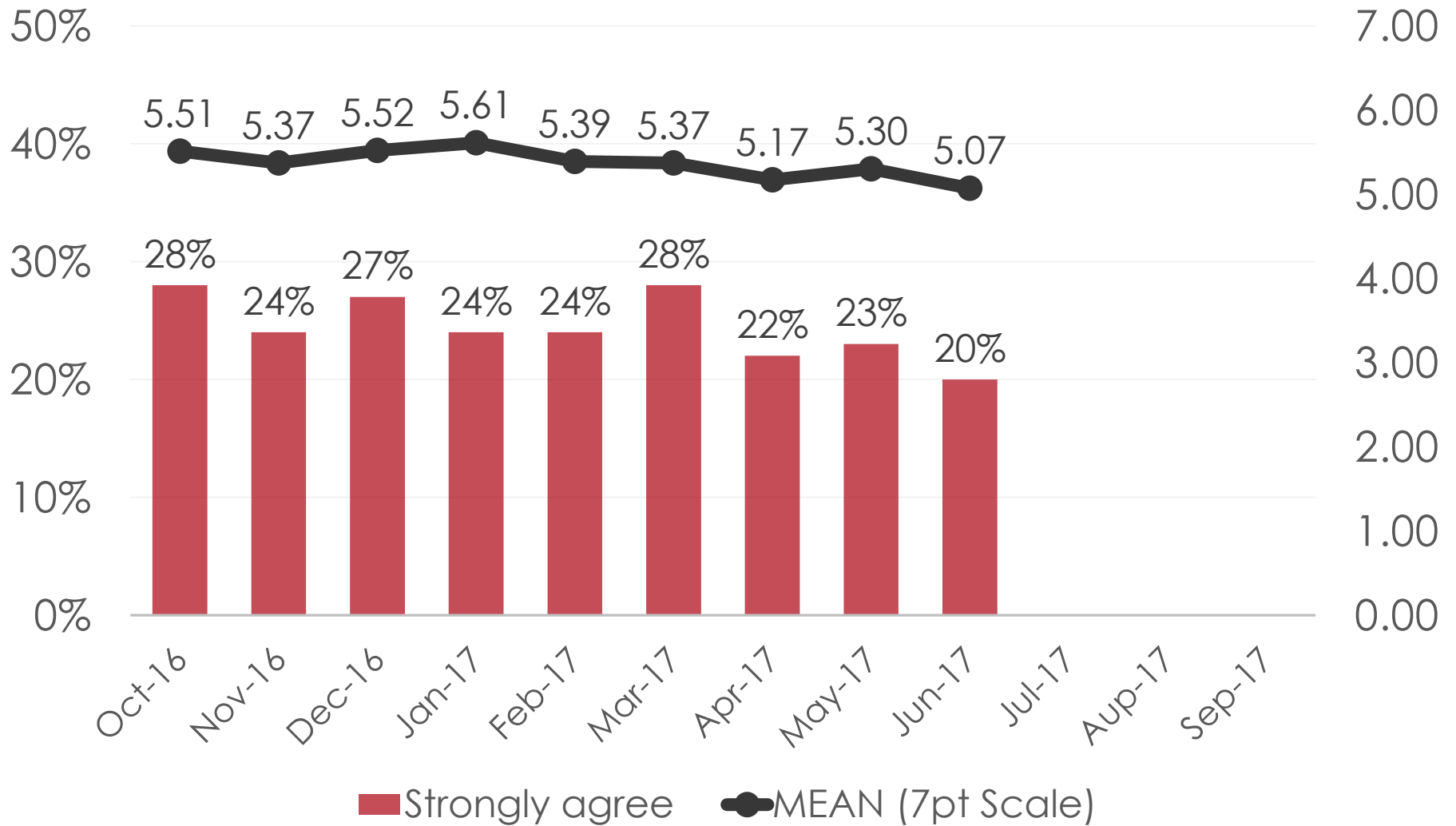
Tour drivers were professional



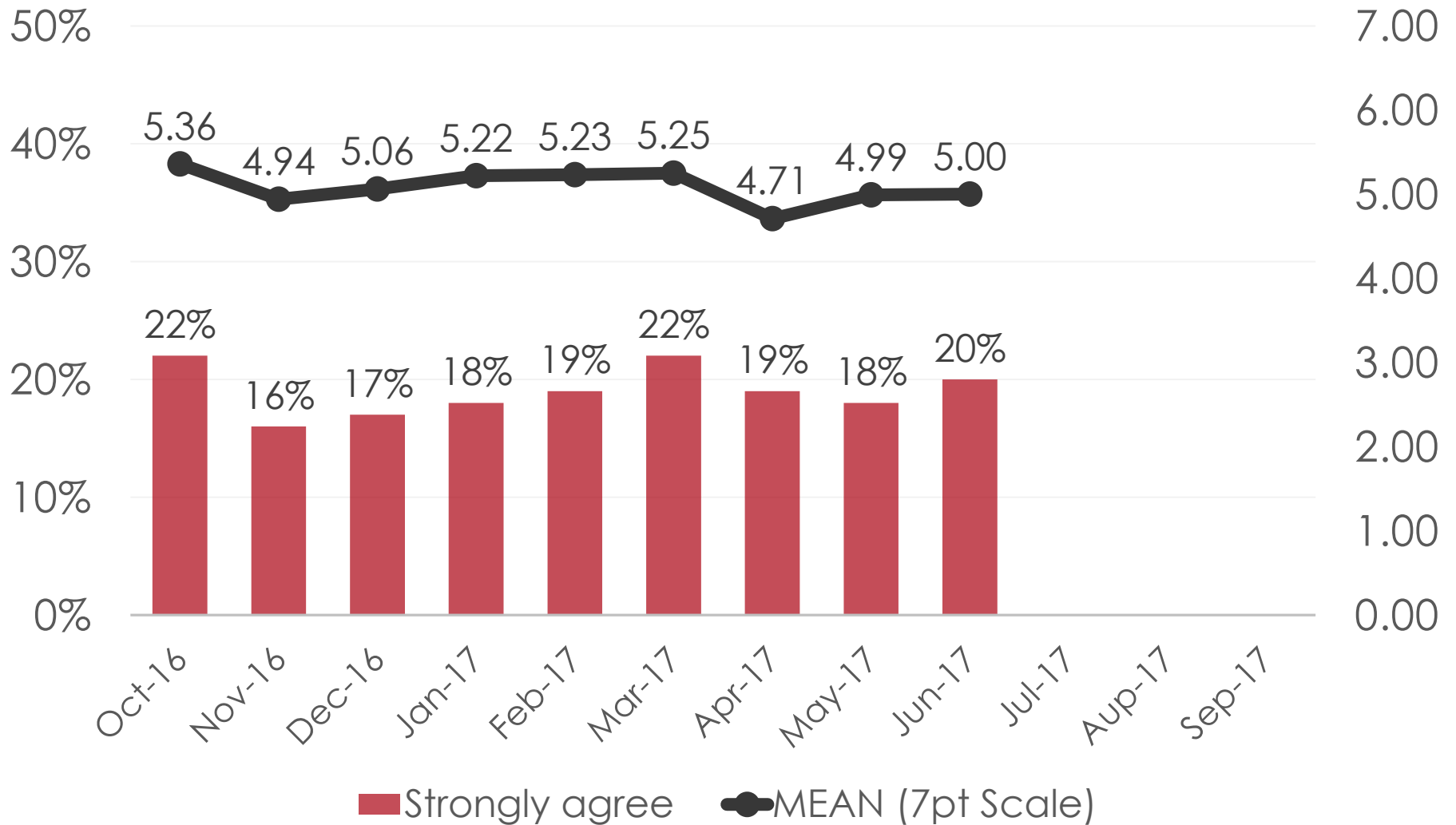
Taxi drivers were professional



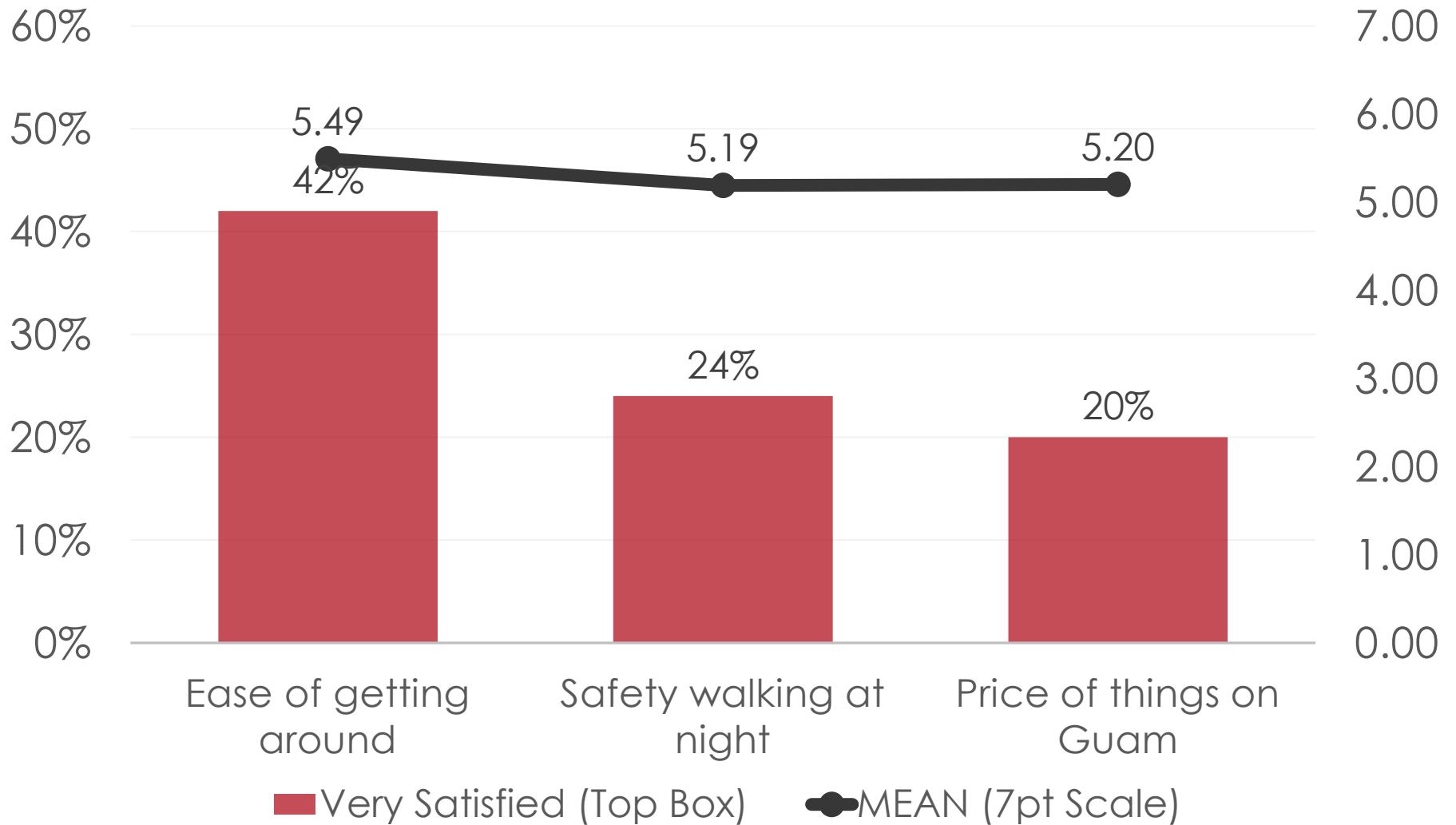
Taxis were clean



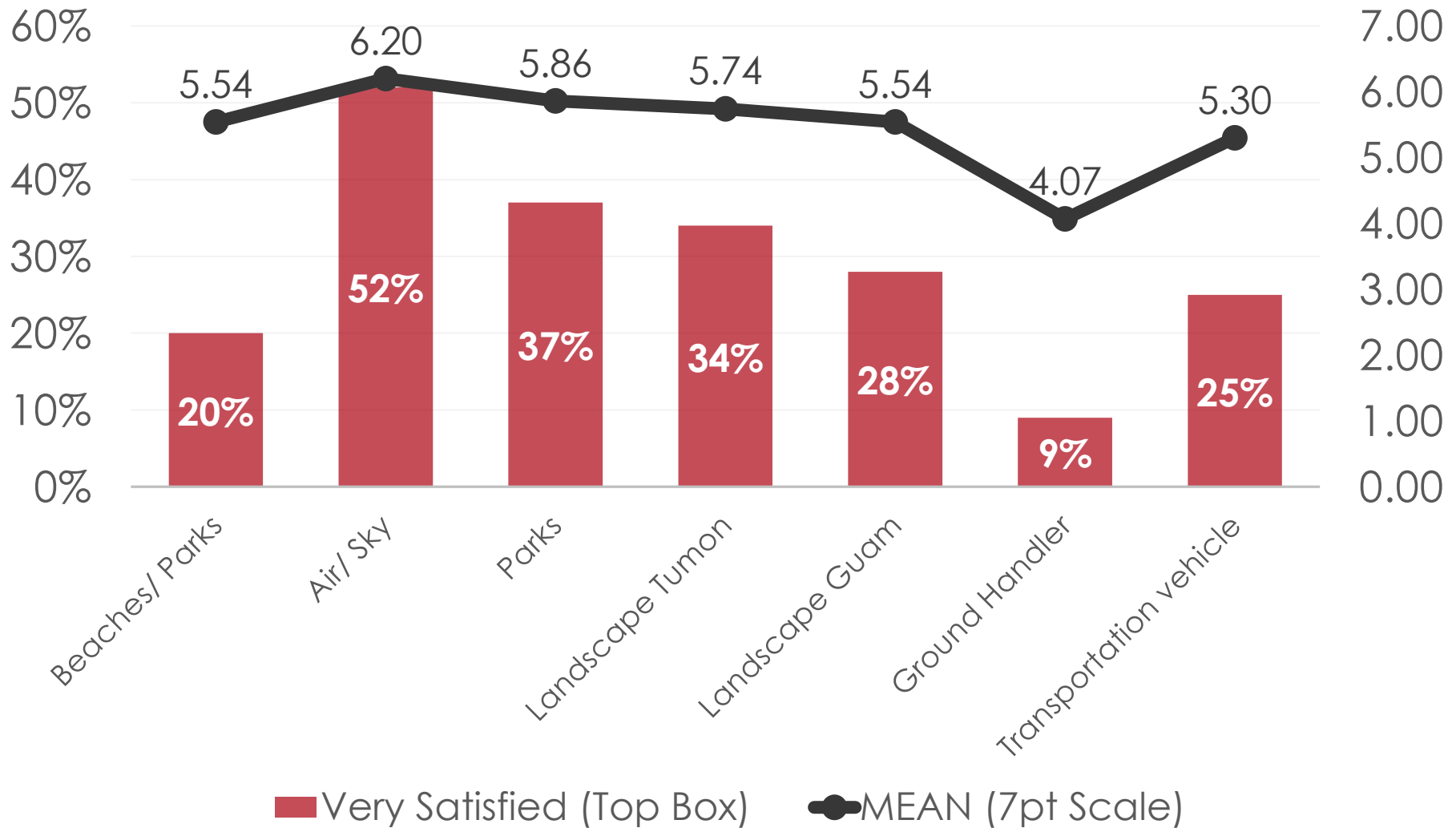
Guam airport was clean



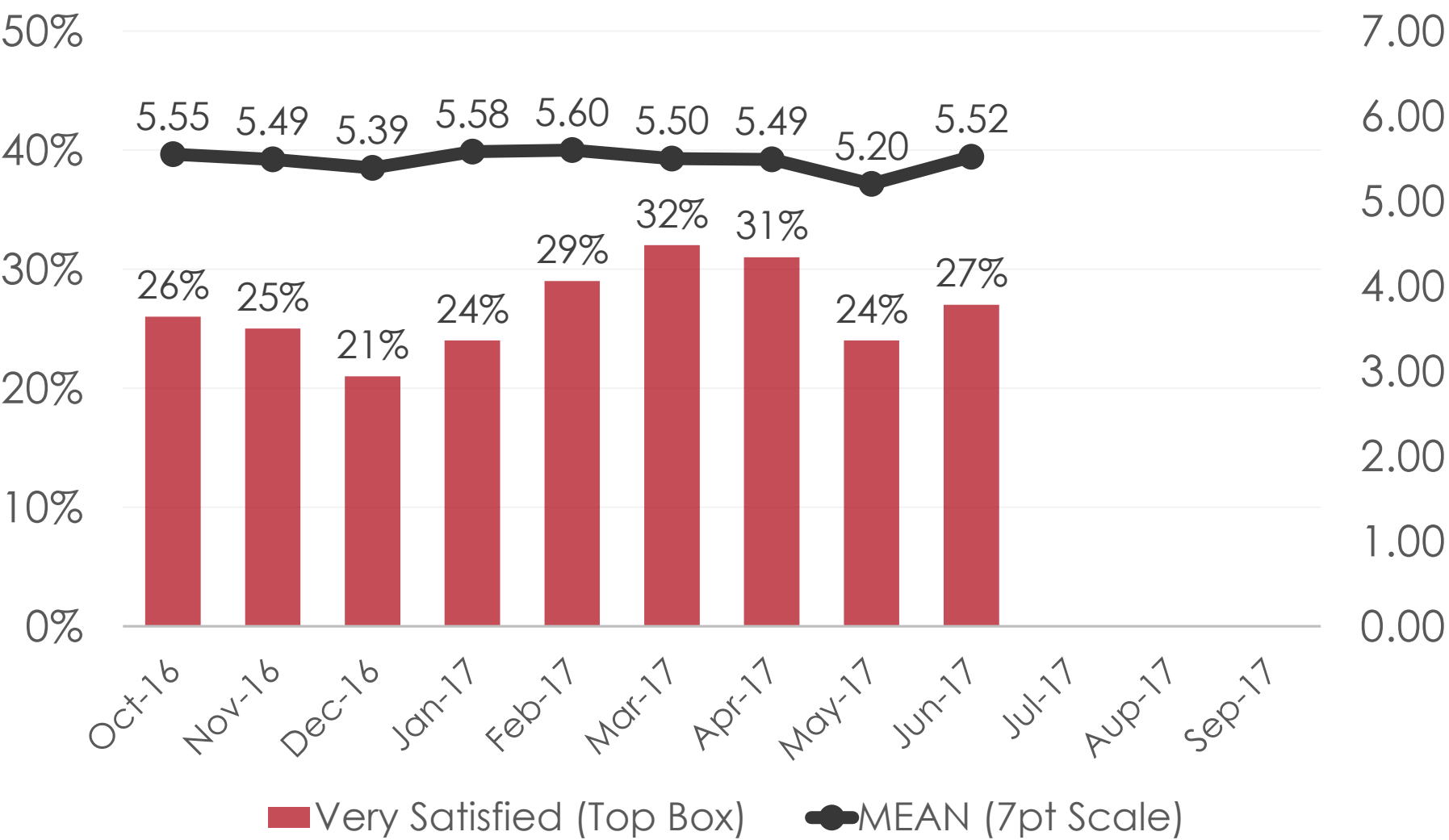
GENERAL SATISFACTION



GENERAL SATISFACTION – Quality/ Cleanliness

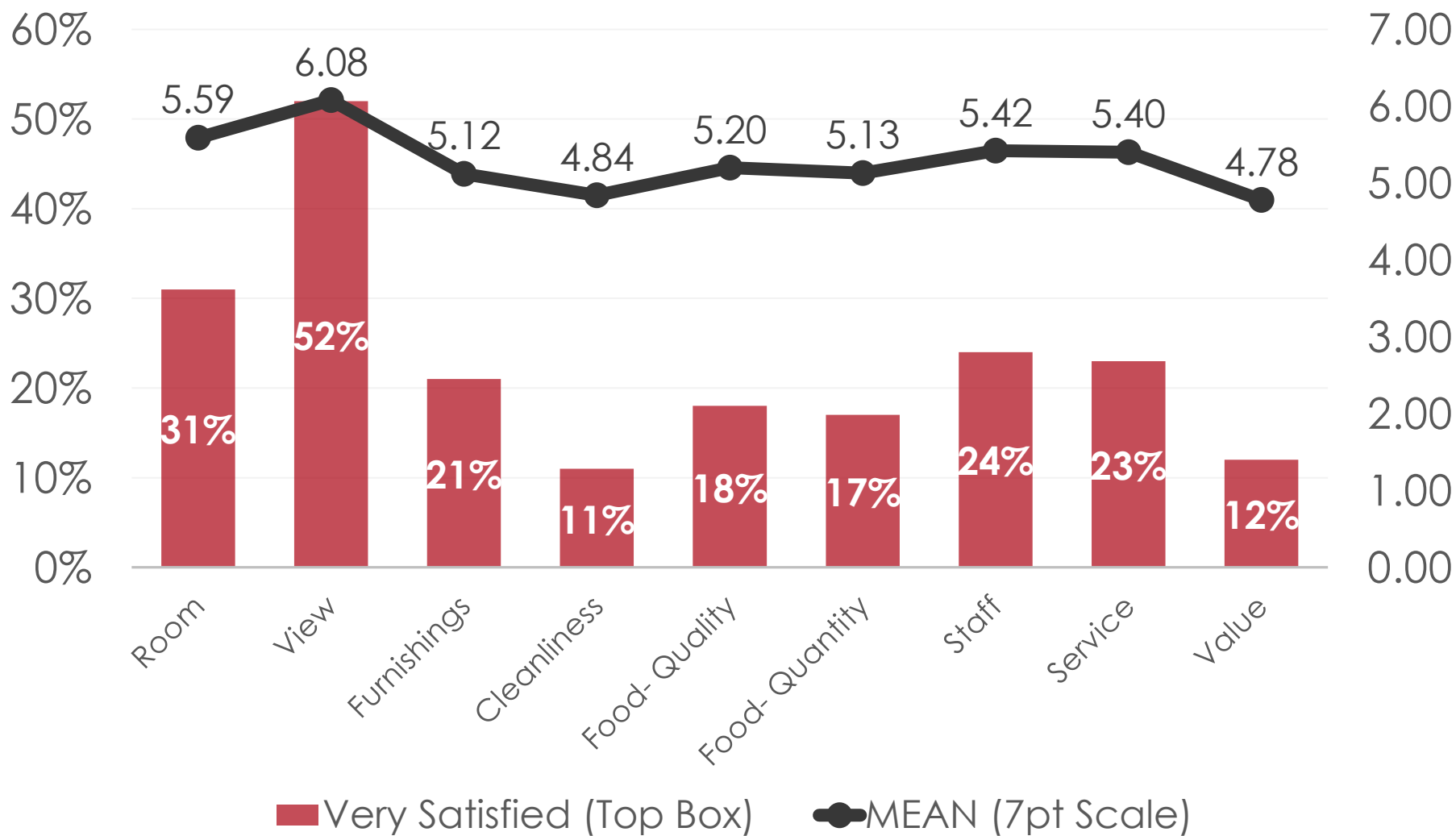


ACCOMMODATIONS – OVERALL SATISFACTION

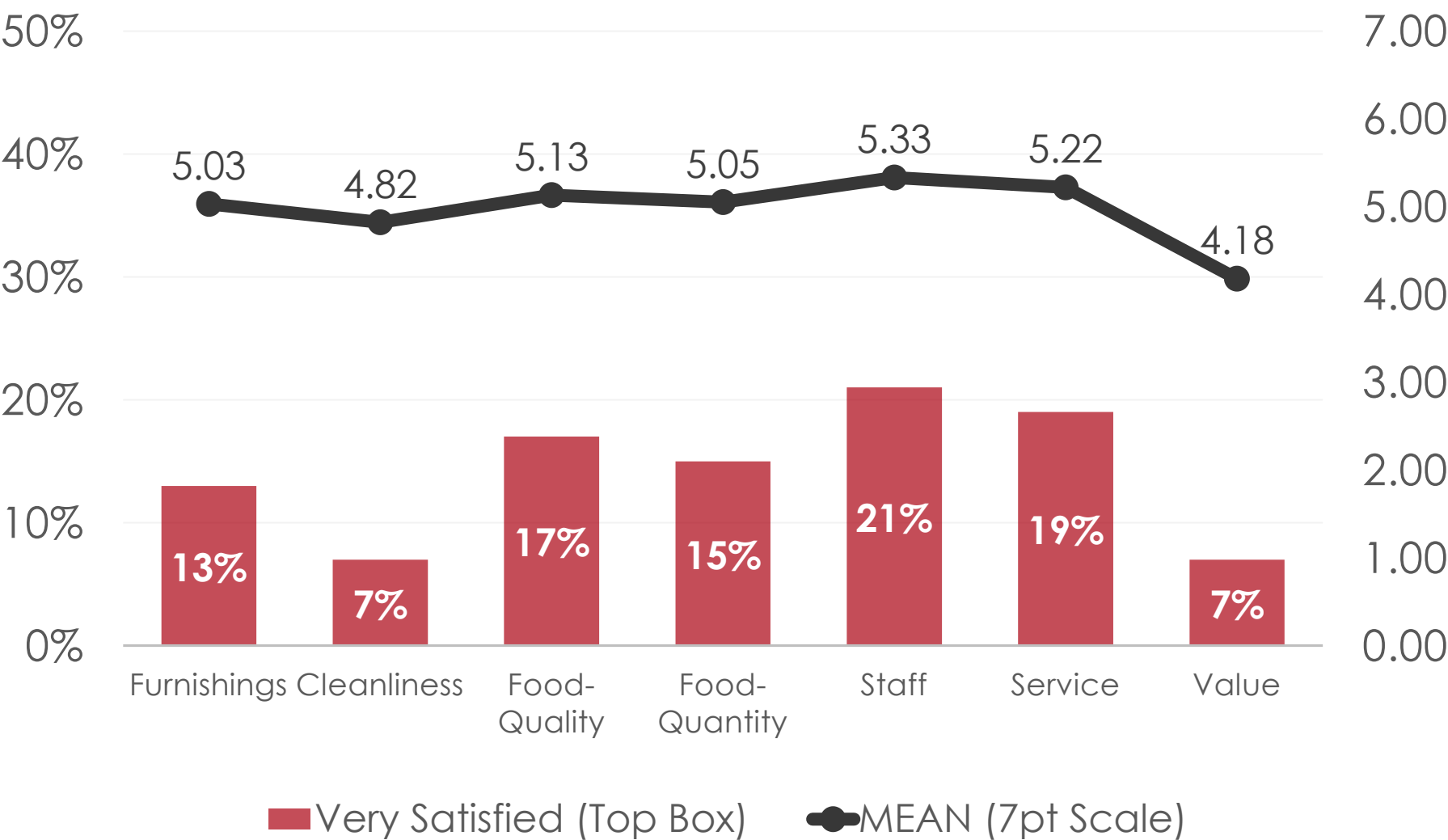


ACCOMMODATIONS –

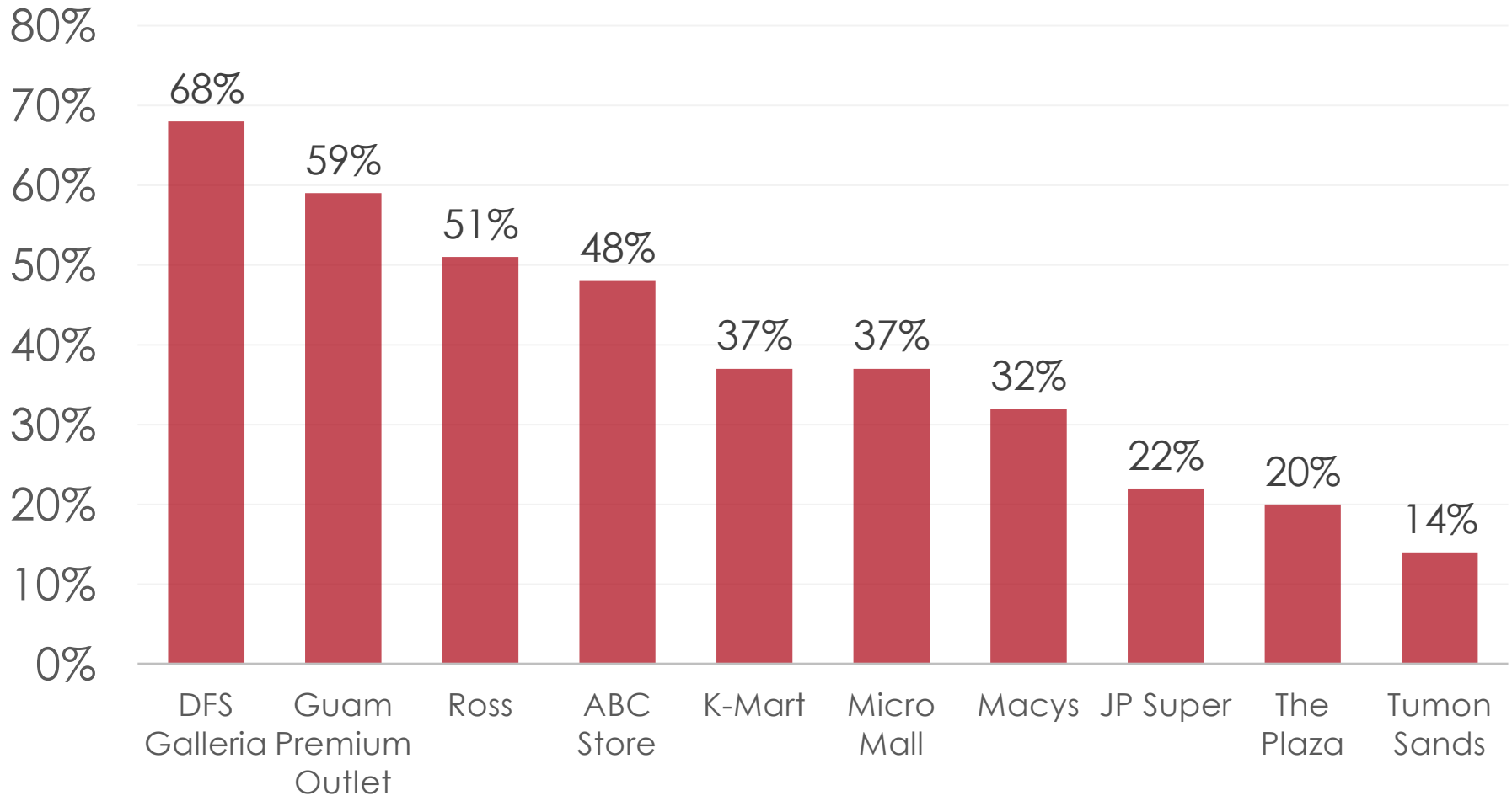
Satisfaction by Category



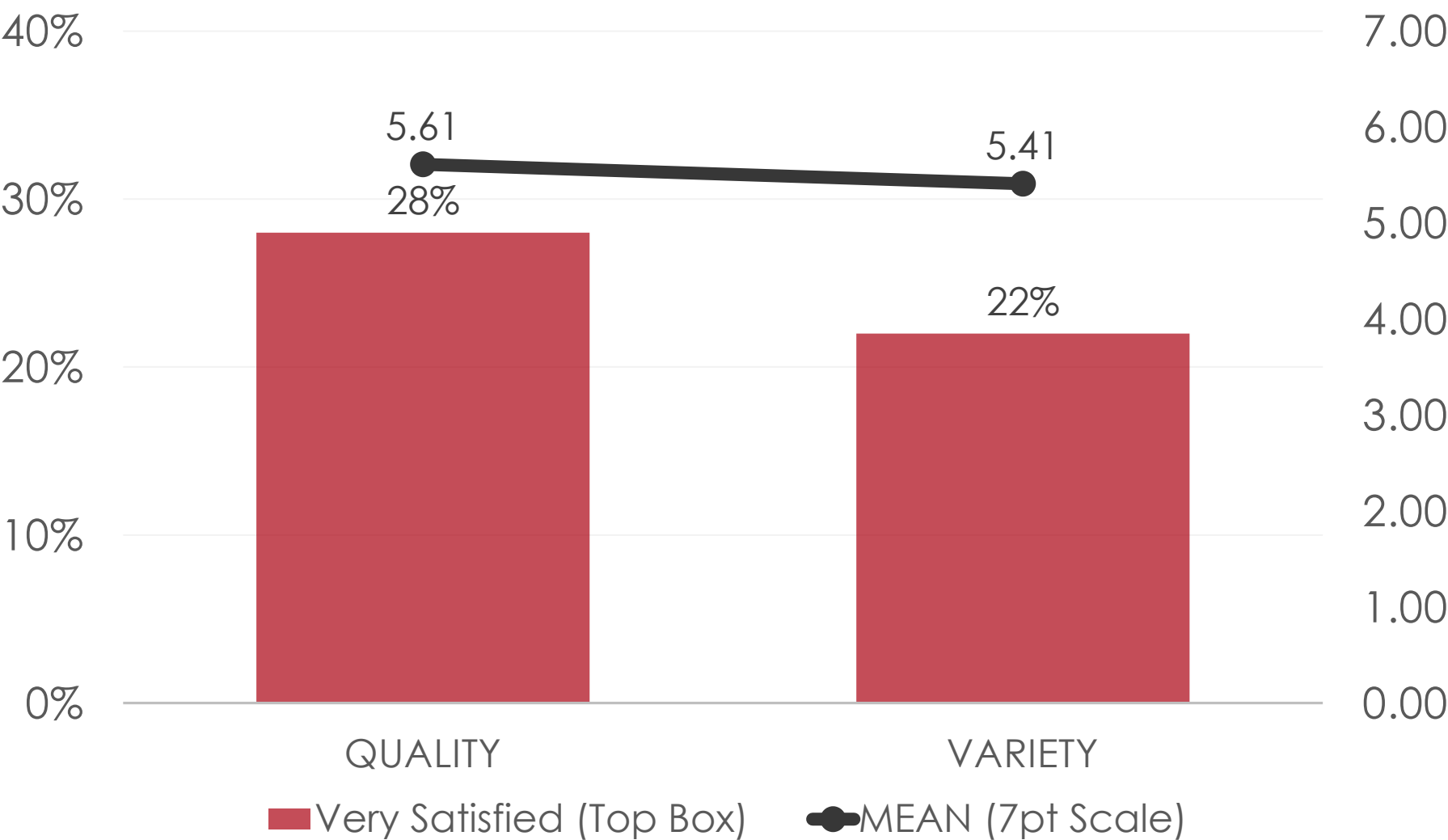
DINING EXPERIENCE (Outside Hotel) – Satisfaction by Category



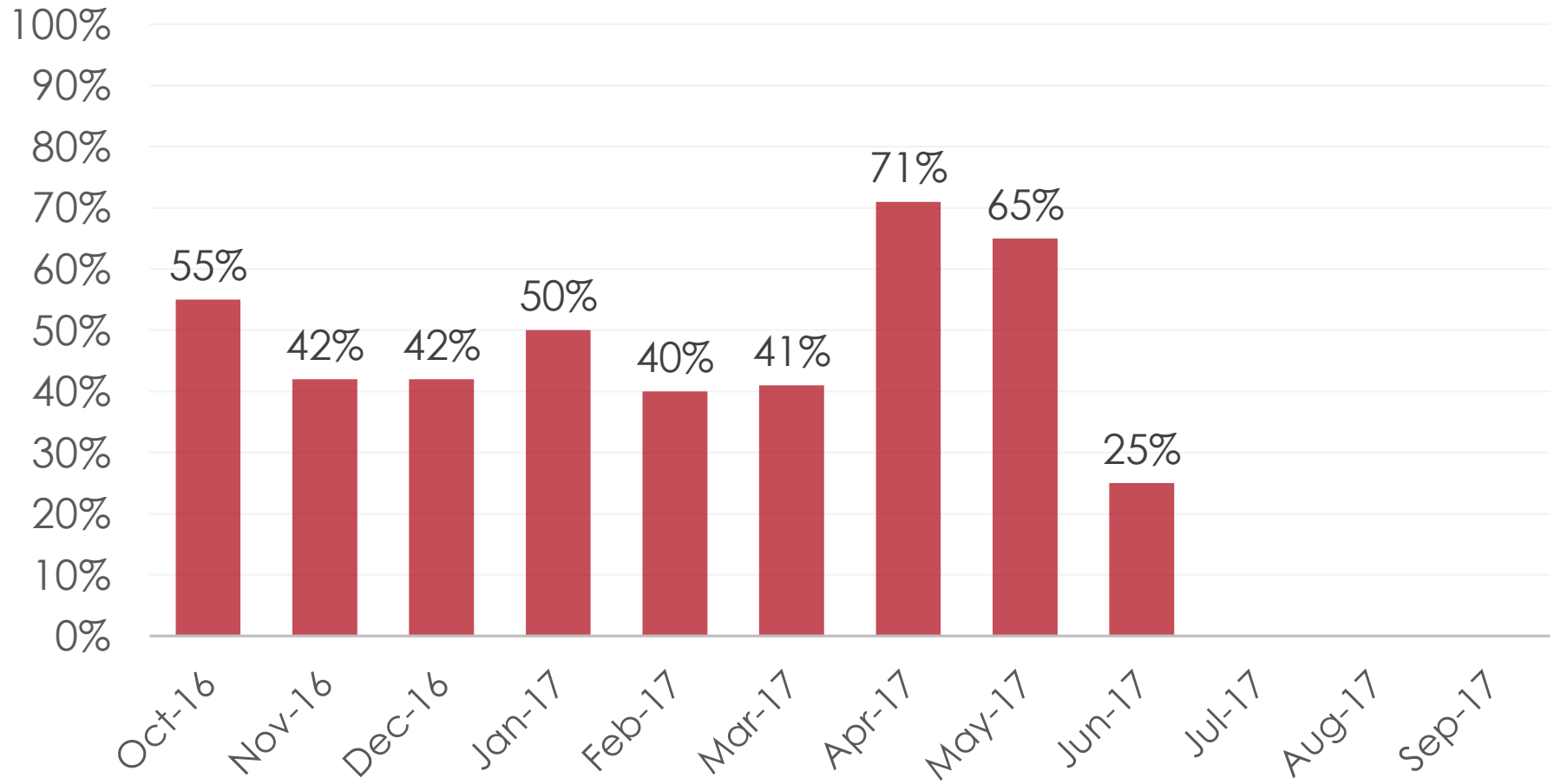
Shopping Malls/ Stores (Top Responses)



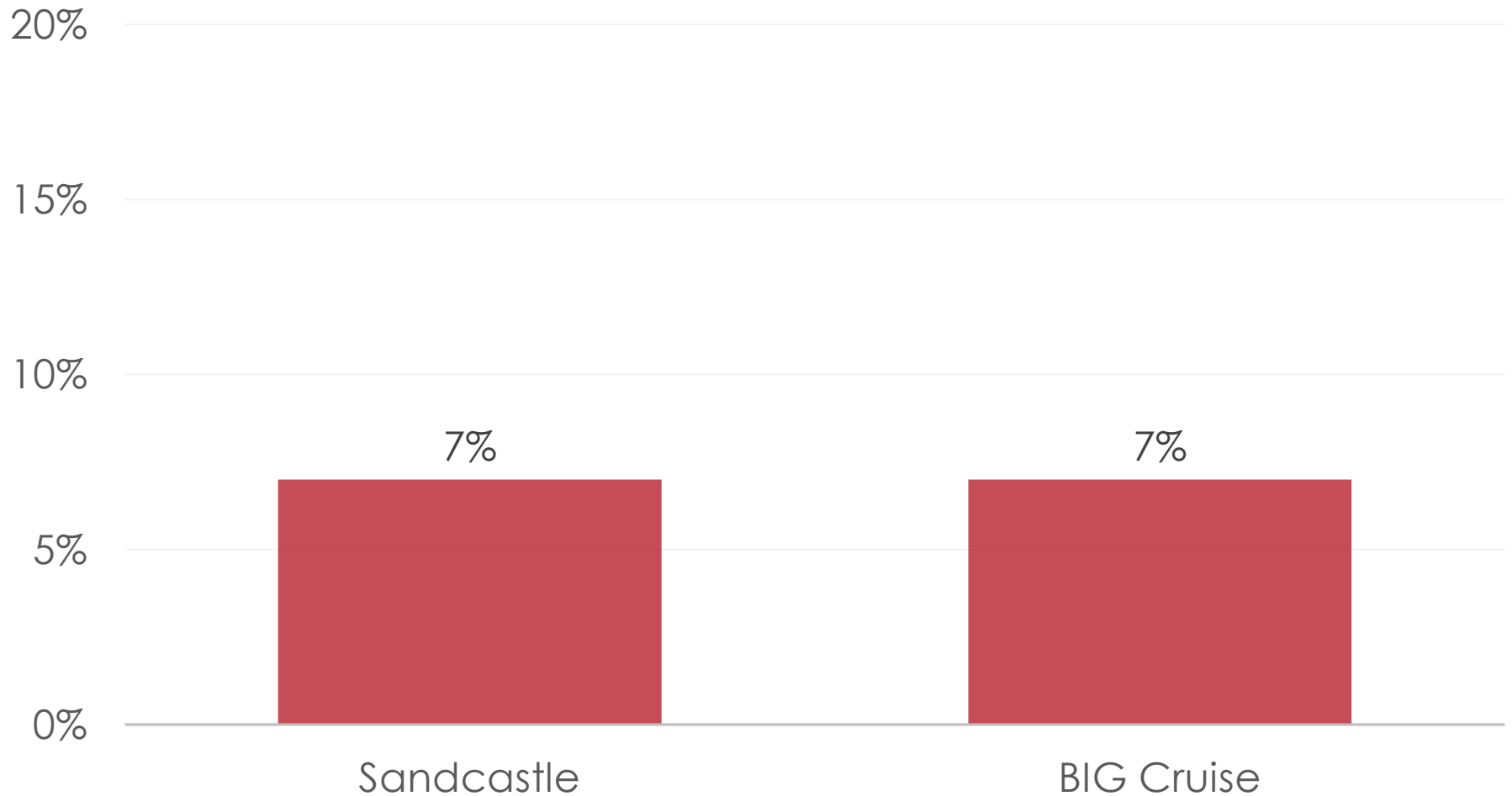
SHOPPING - SATISFACTION



OPTIONAL TOUR PARTICIPATION – FY2017 Tracking

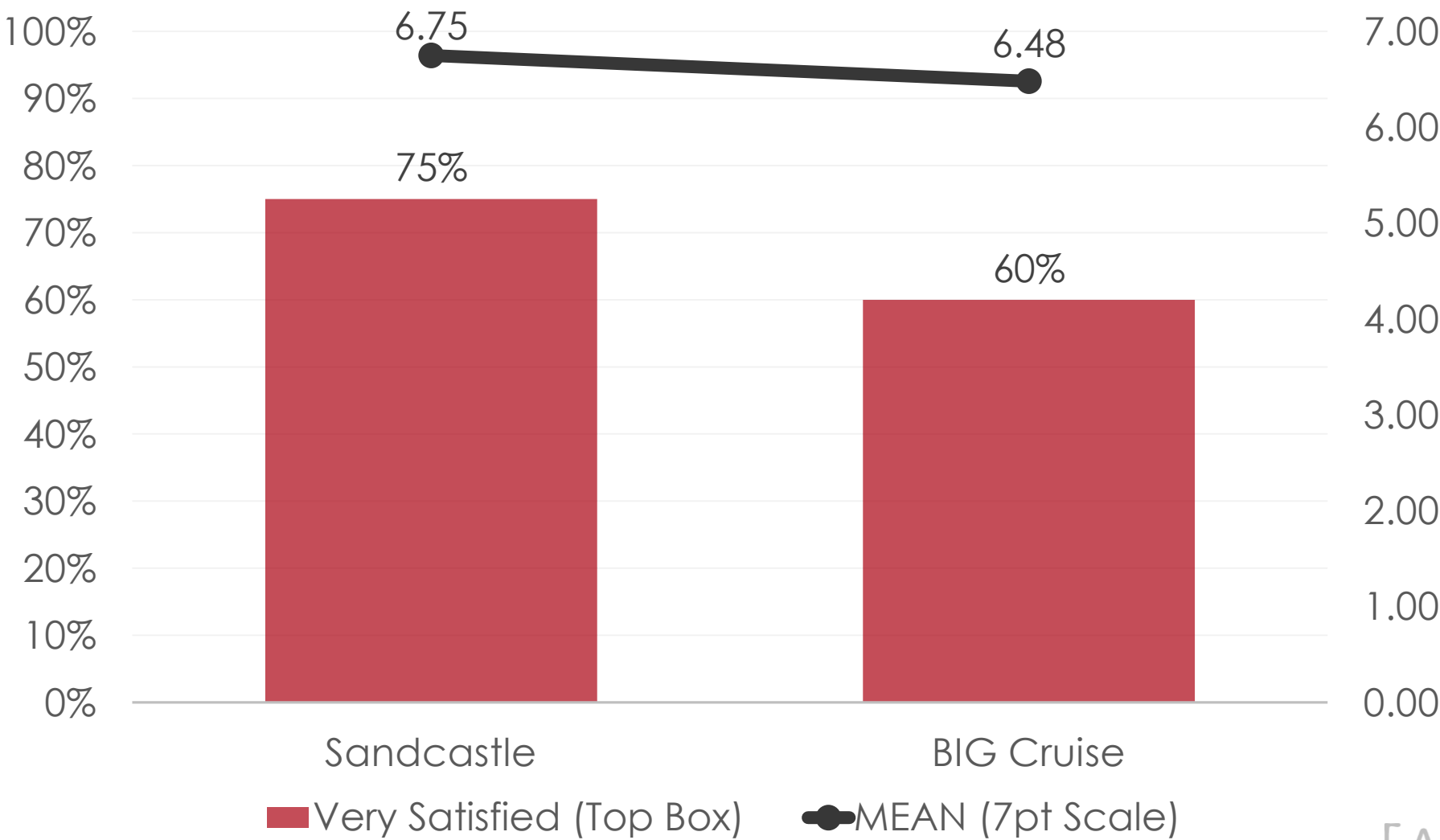


Optional Tour Participation (Top Responses 5%+)

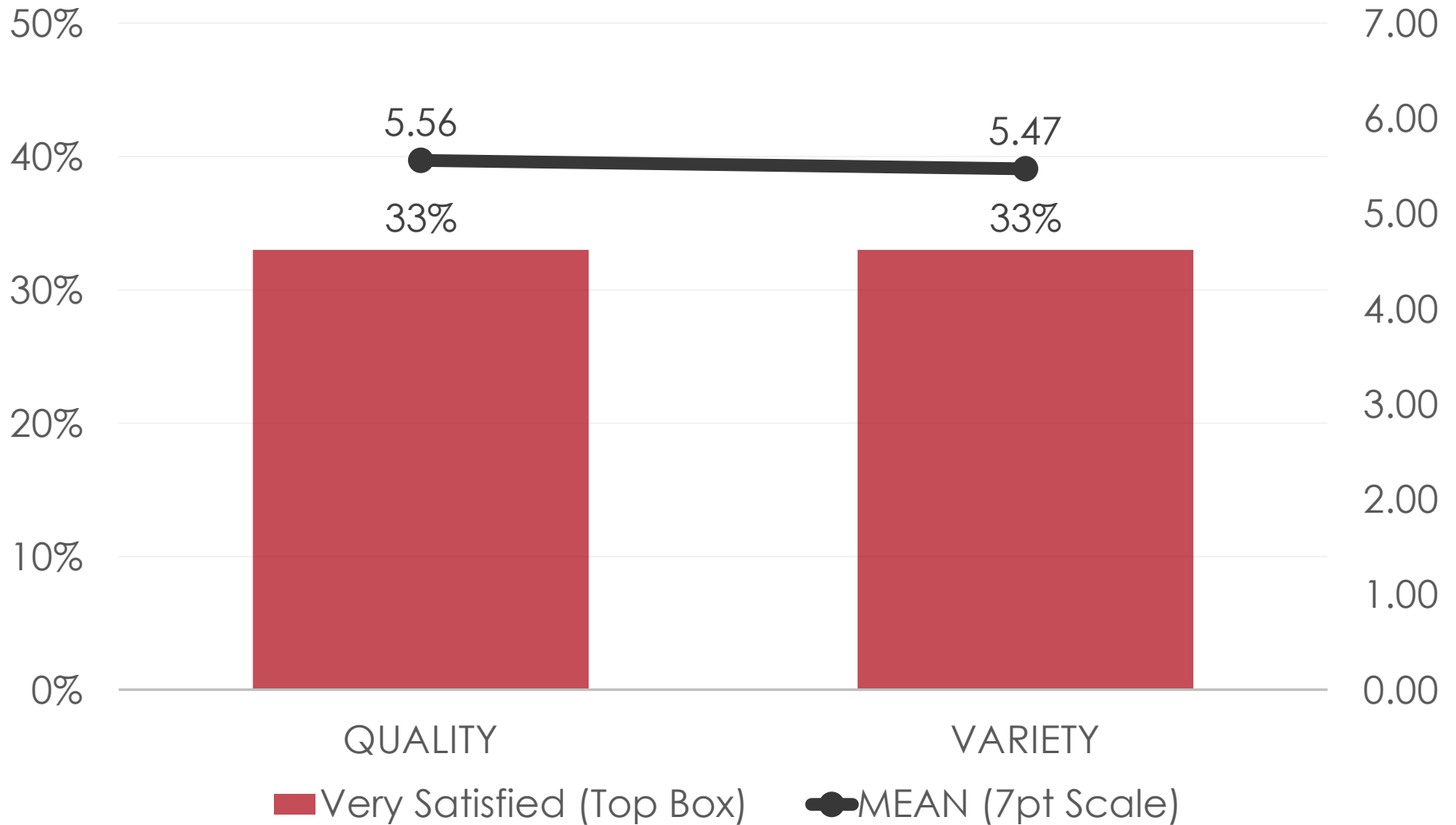


Optional Tour Satisfaction

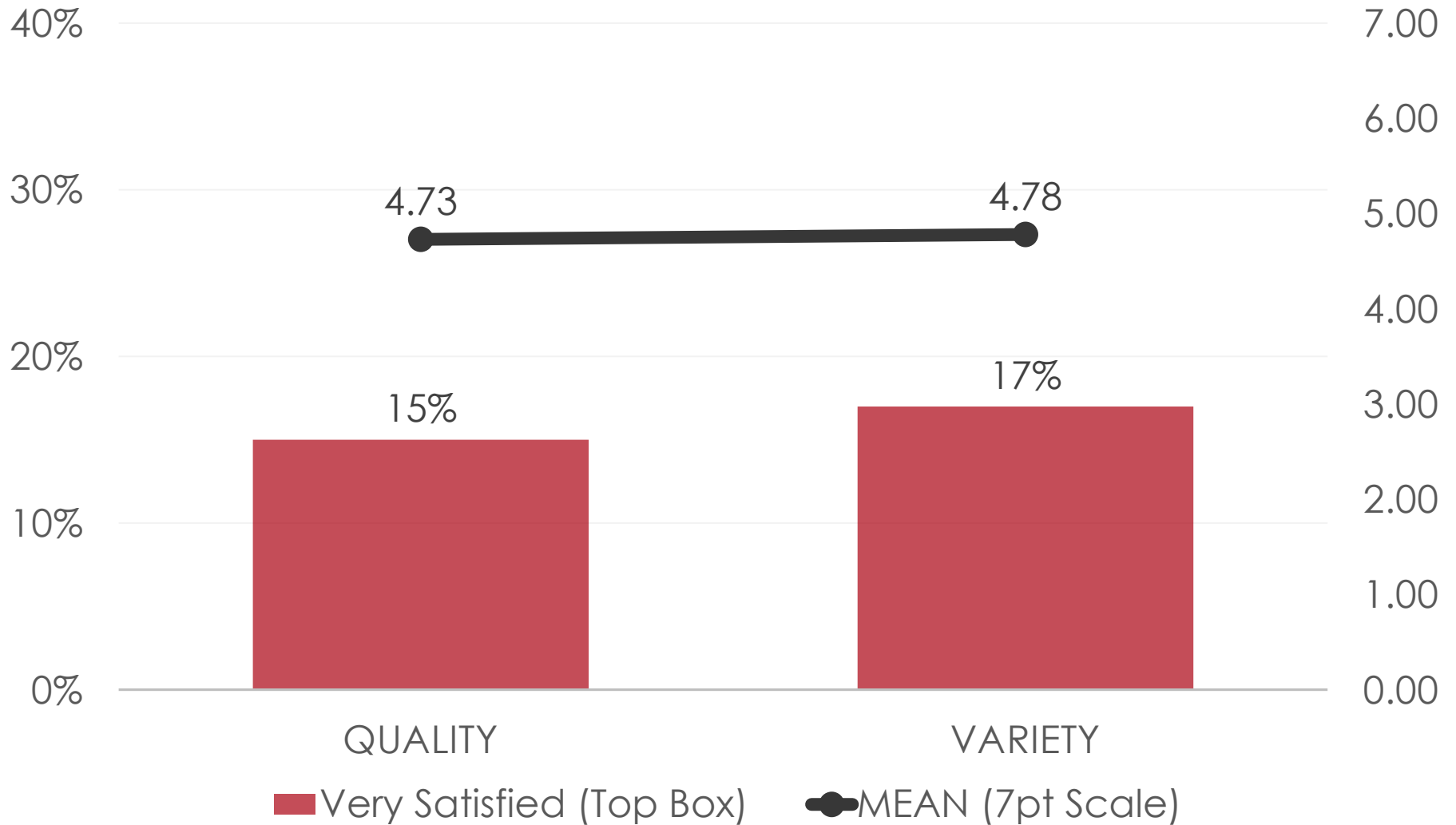
Top Responses only - Participation (5%+)



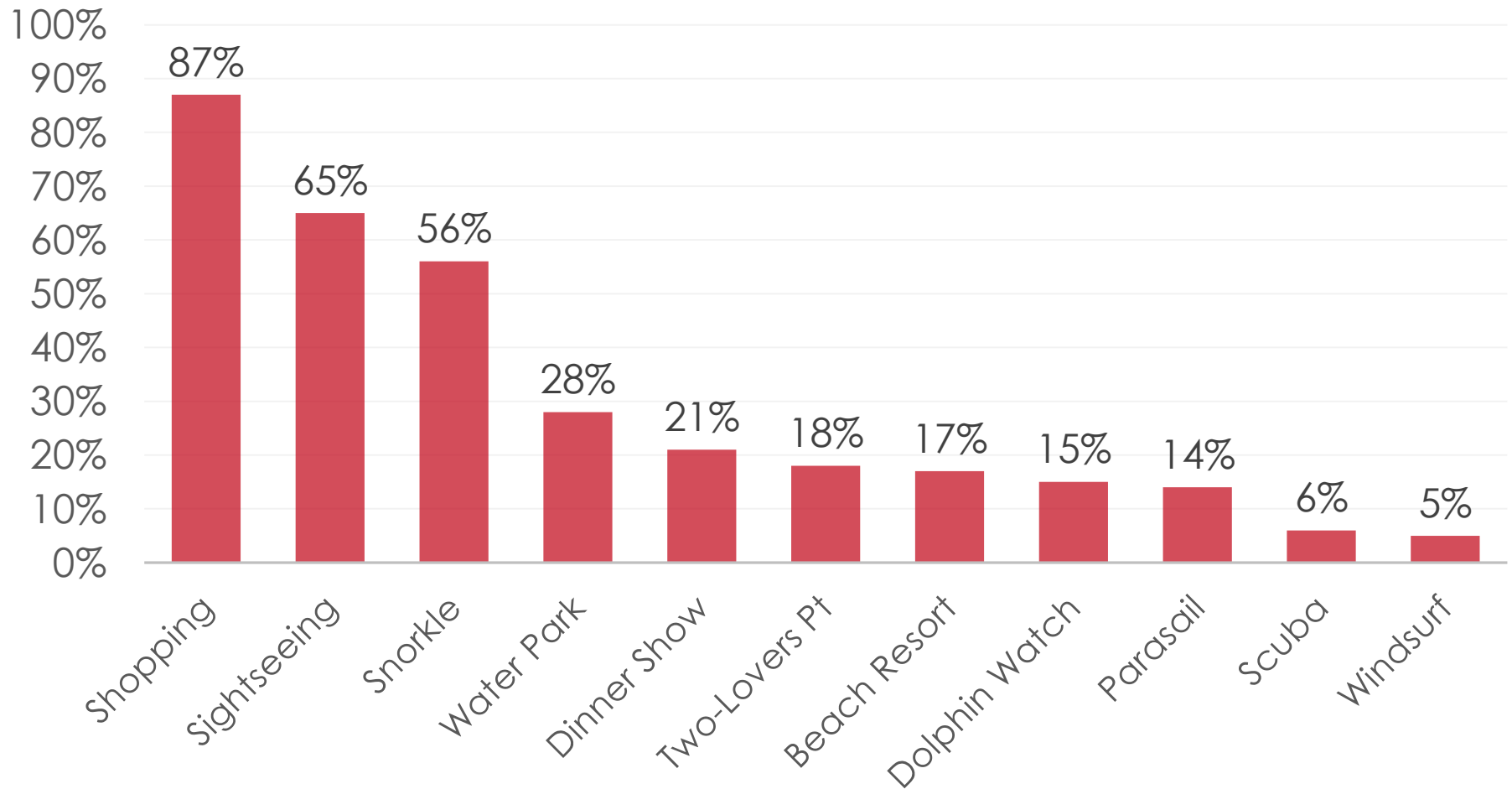
DAY TOUR - SATISFACTION



NIGHT TOUR - SATISFACTION



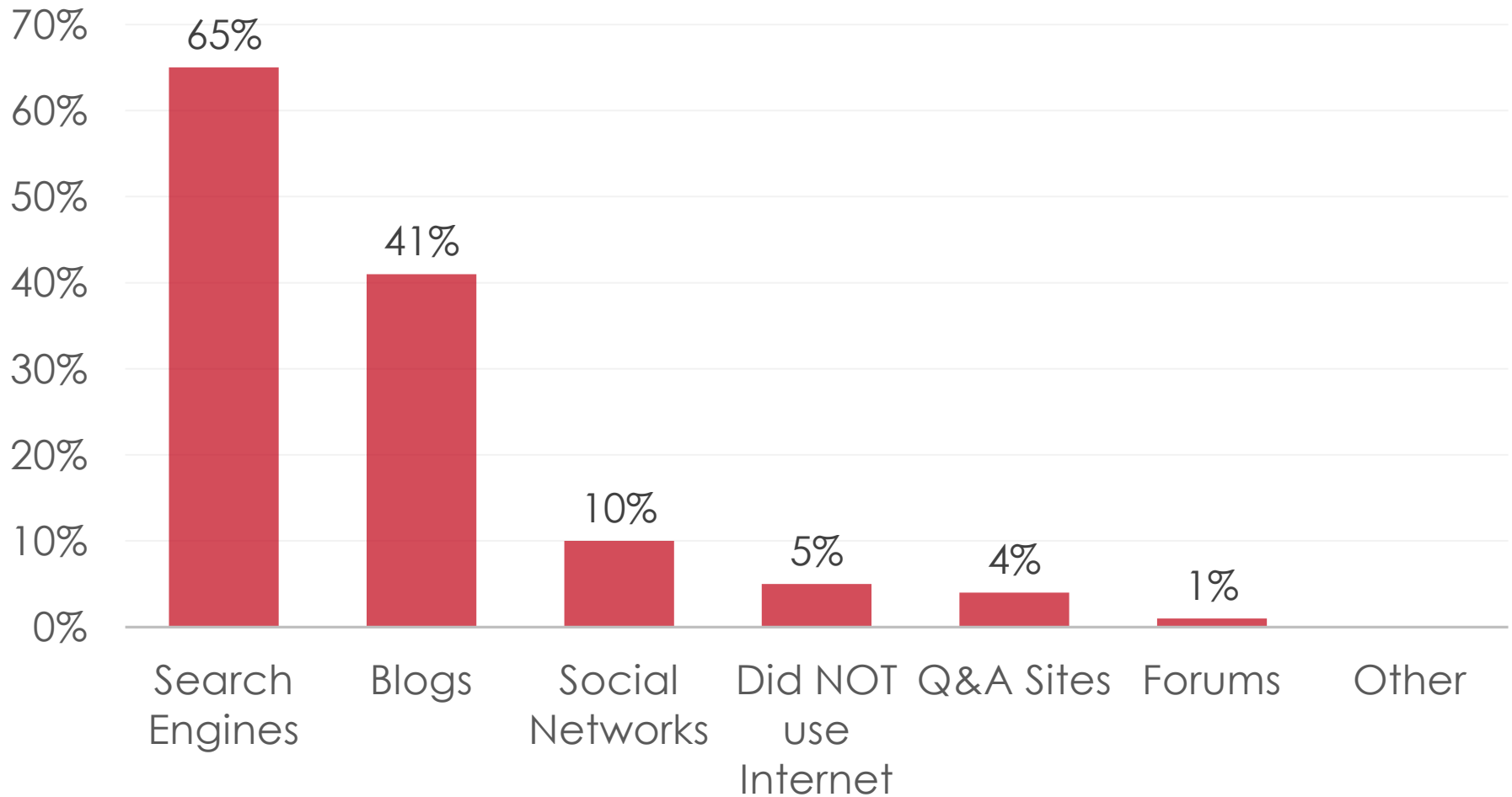
Activities Participation (Top Responses)



SECTION 5

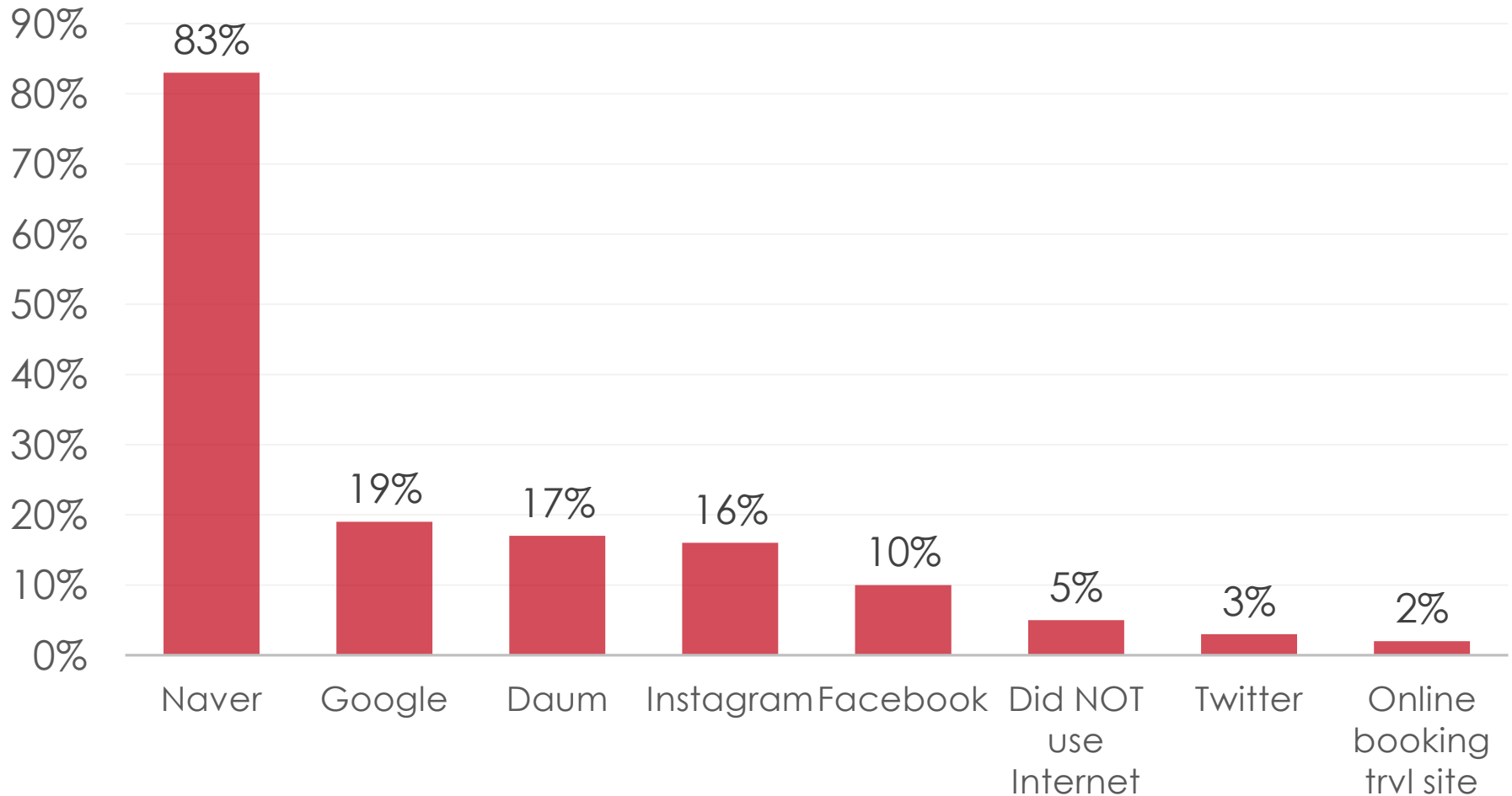
PROMOTIONS

INTERNET- GUAM SOURCES OF INFORMATION



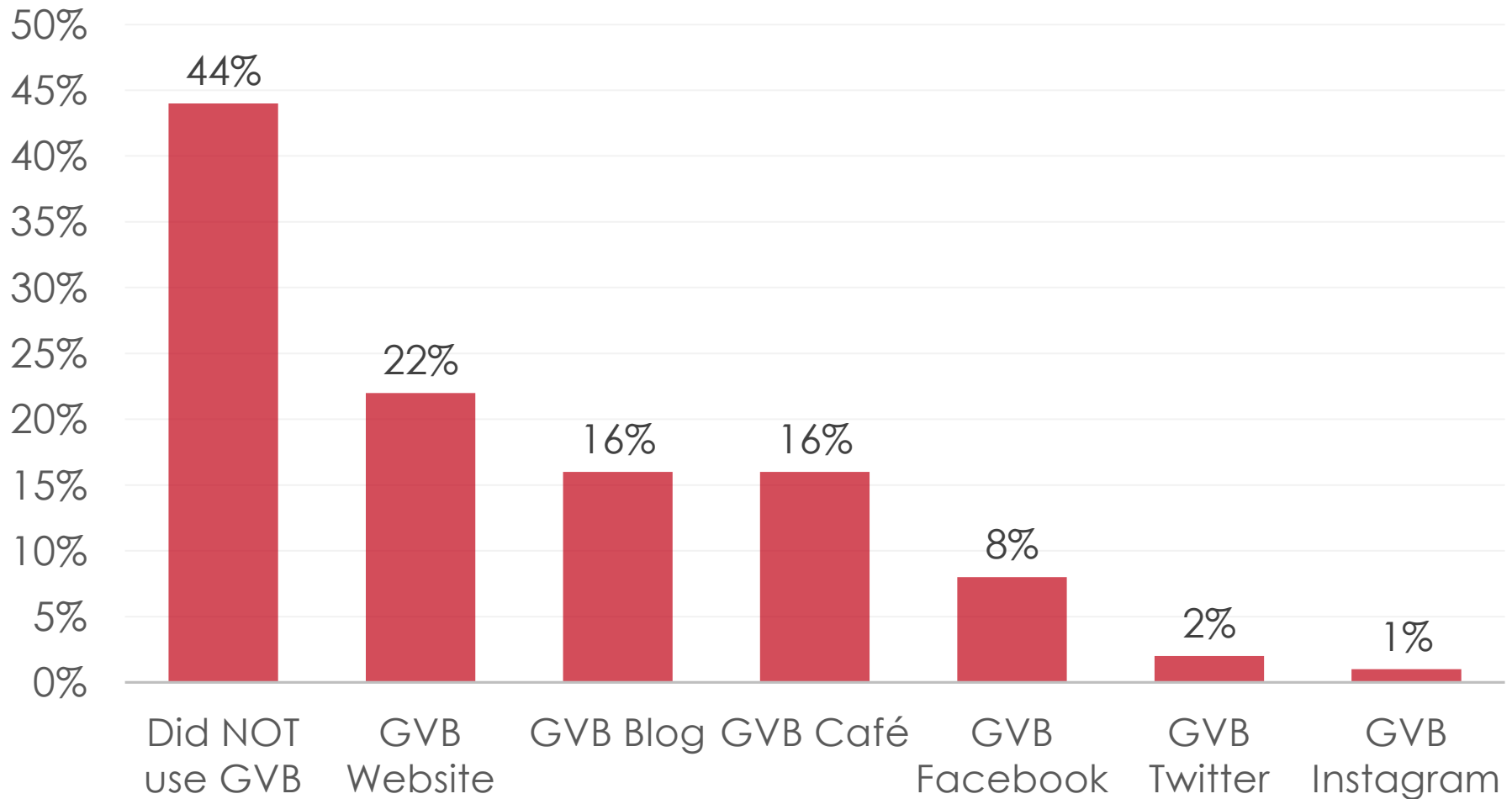
INTERNET- SOURCES OF INFORMATION

Things to do on Guam

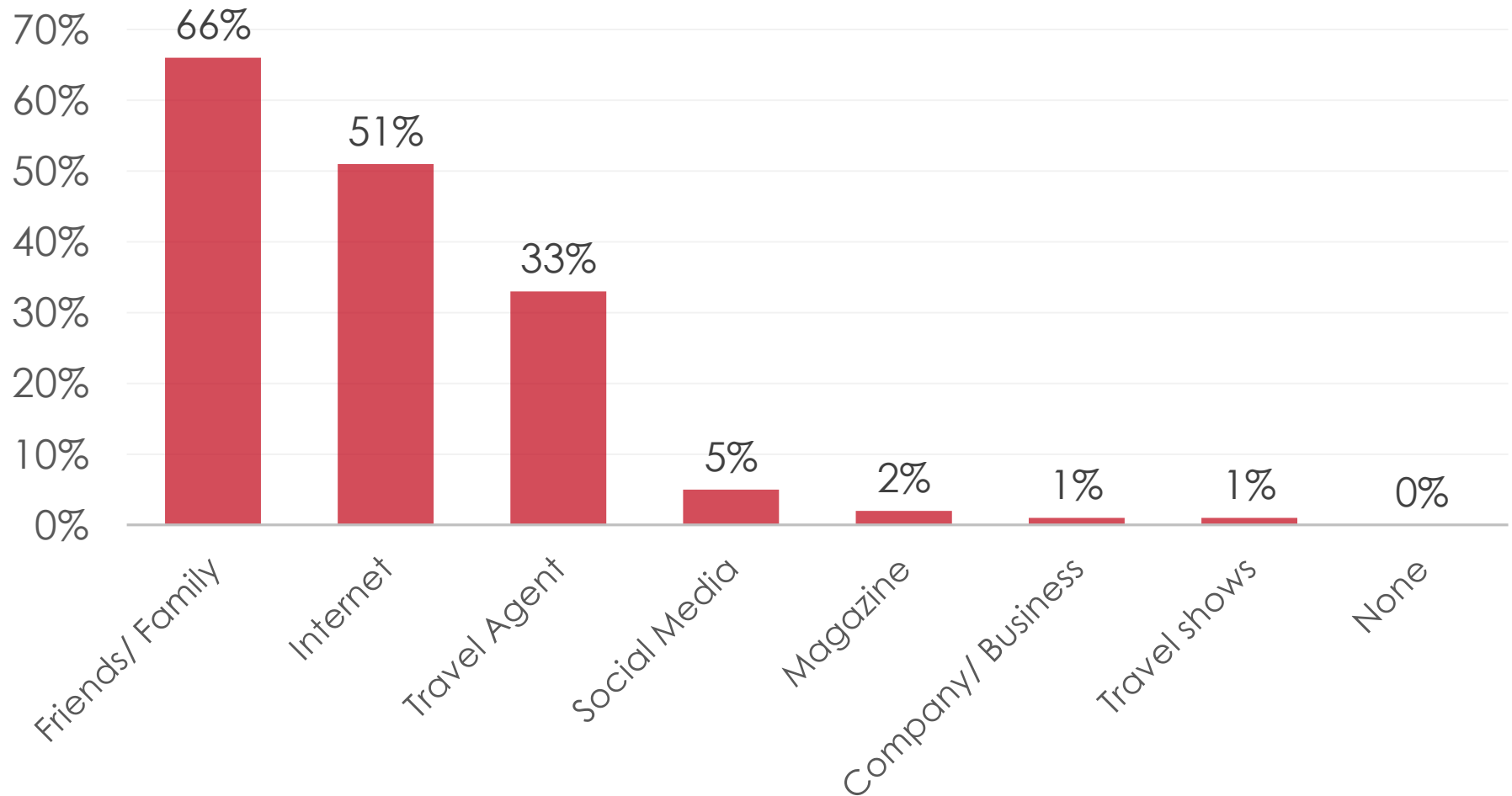


INTERNET- SOURCES OF INFORMATION

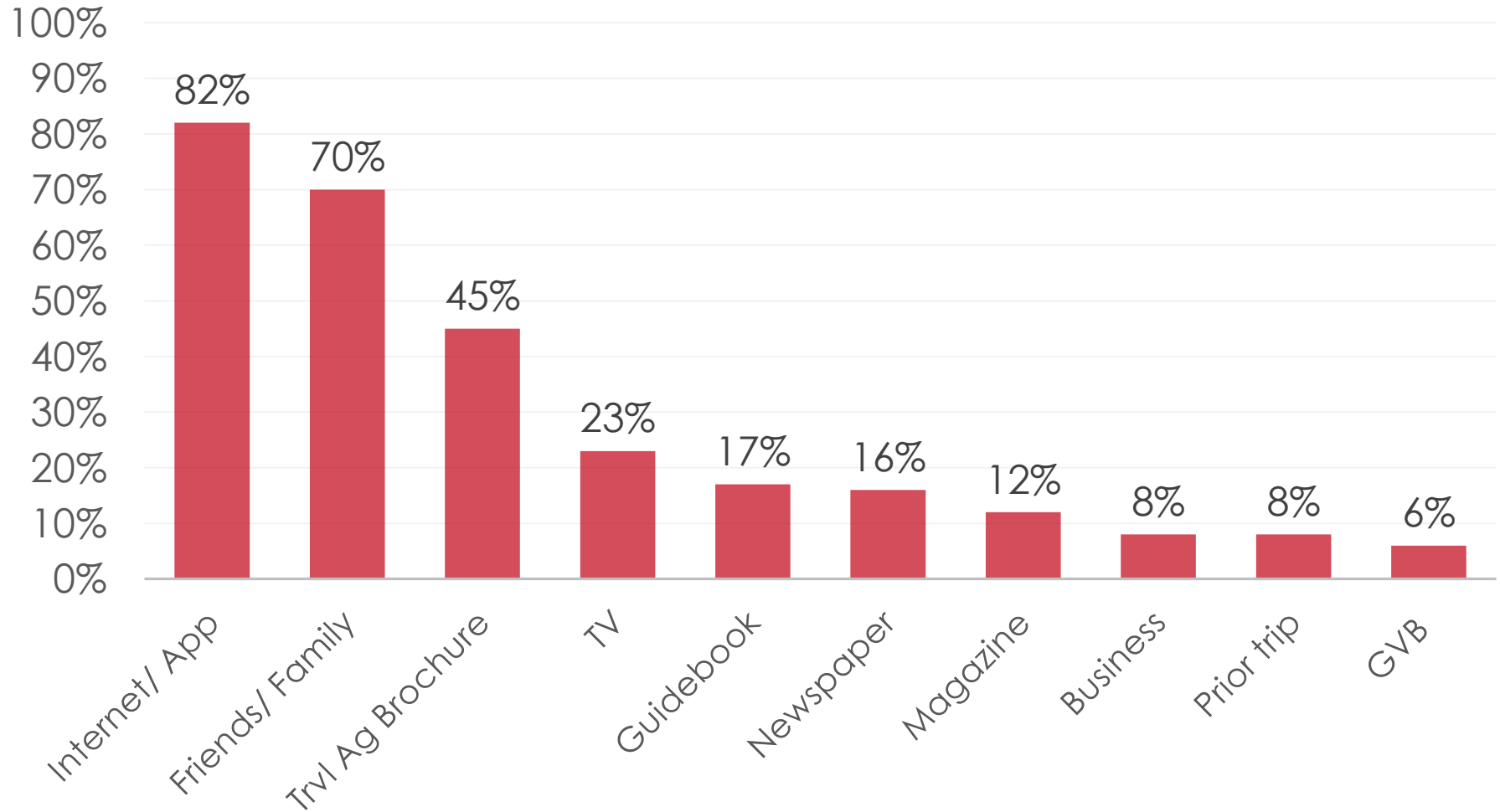
GVB



TRAVEL MOTIVATION



PRE-ARRIVAL SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION –

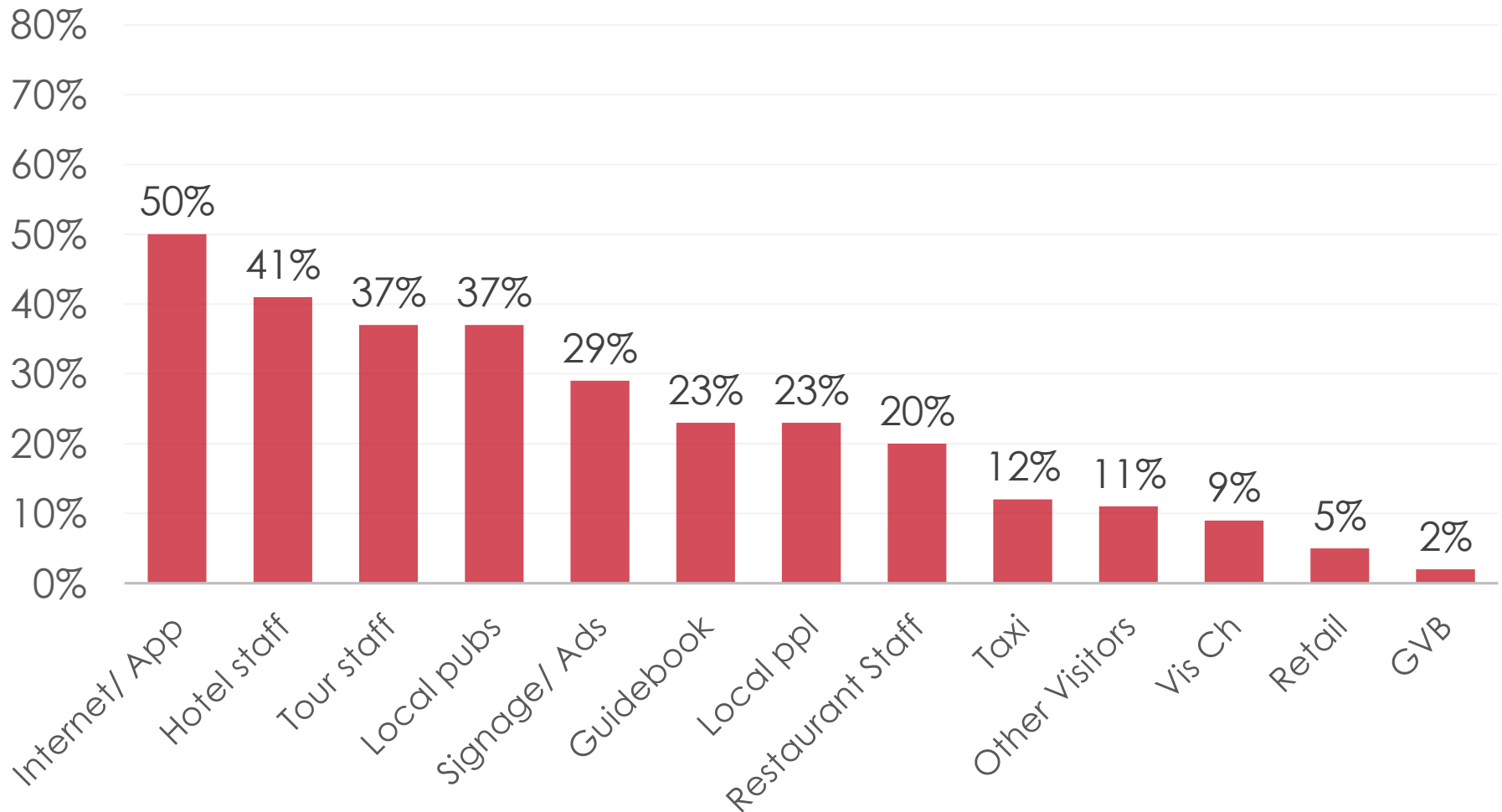
GVB EXIT SURVEY

Q1 Please select the top three sources of information you used to find out about Guam before your trip:

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q1	Internet/Mobile App	82%		95%		86%	79%	67%	82%	91%
	Friend or relative	70%		55%	100%	70%	79%	58%	66%	76%
	Travel agent brochure	45%		64%		48%	47%	31%	55%	14%
	TV	23%		5%	100%	20%	16%	29%	21%	29%
	Travel guide book at bookstores	17%		14%		19%	5%	10%	12%	30%
	Newspaper	16%		41%		17%	5%	13%	19%	4%
	Magazine (consumer)	12%		5%		11%	21%	2%	11%	16%
	Co-worker/ company travel department	8%	100%	14%		10%	21%	8%	9%	11%
	I have been to Guam before	8%		5%		7%	11%	56%	9%	12%
	Guam Visitors Bureau office	6%	100%	5%	100%	6%		15%	6%	5%
	Guam Visitors Bureau promotional activities	3%	100%			3%		4%	3%	3%
	Radio	2%				1%		2%	2%	2%
	Theater ads	2%				1%	11%	4%	1%	2%
	Travel trade shows	1%				1%	5%	2%	1%	2%
	Consumer travel shows	0%				0%			0%	
	Total	354	1	22	1	277	19	52	275	170

ONISLE

SOURCES OF INFORMATION



ON-ISLE SOURCES OF INFORMATION – Key Segments

GVB EXIT SURVEY

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

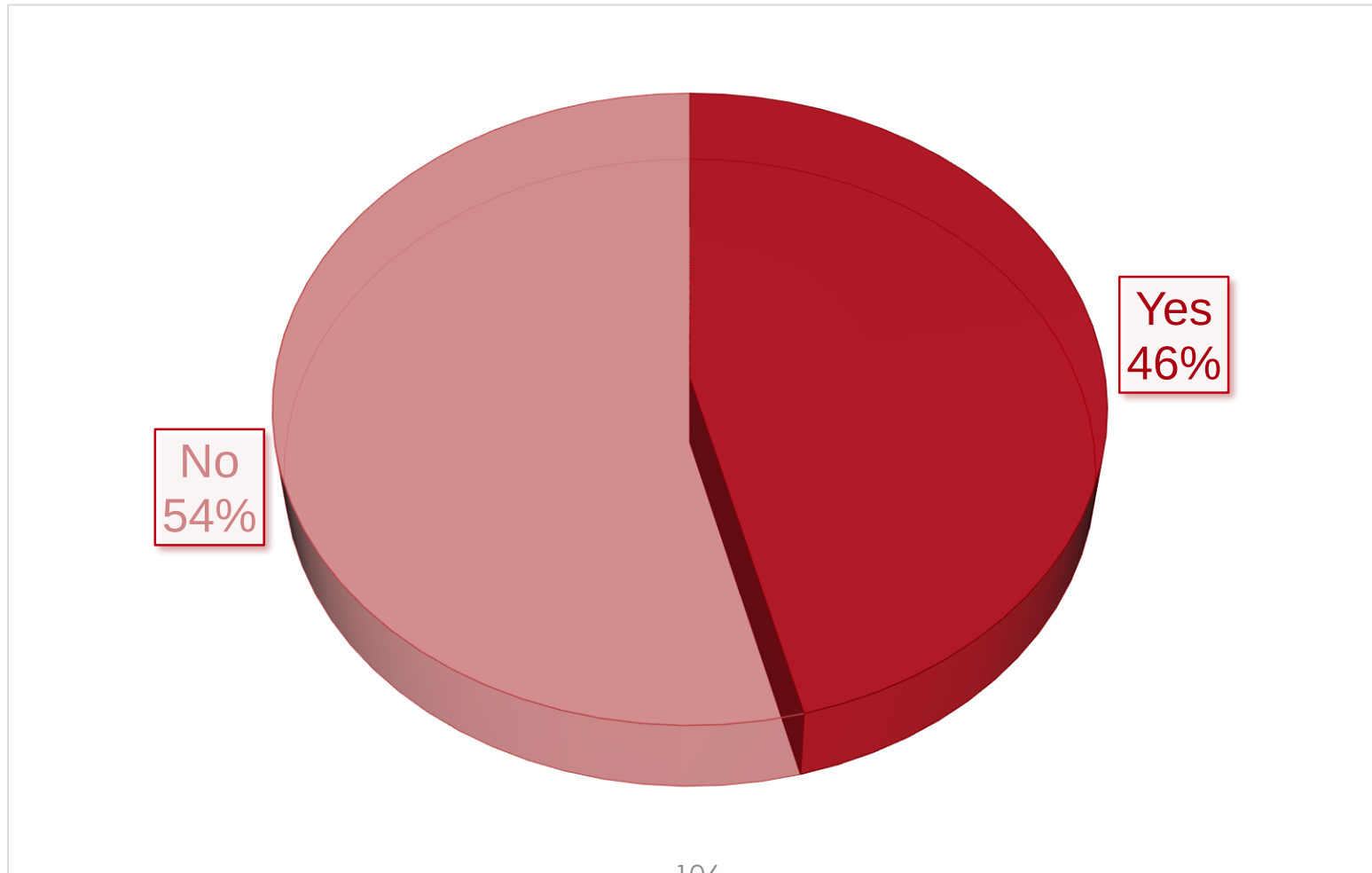
		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q2	Internet/Mobile App	50%		64%		54%	32%	40%	47%	66%
	Hotel staff	41%		41%	100%	39%	53%	56%	42%	41%
	Local publication	37%		45%		40%	42%	33%	39%	35%
	Tour staff	37%	100%	59%		38%	16%	29%	39%	23%
	Signs/ advertisement	29%		23%	100%	25%	32%	33%	30%	24%
	Local people	23%	100%	9%		19%	16%	29%	20%	22%
	Guide books I brought with me	23%		14%		25%	16%	19%	18%	39%
	Restaurant staff (outside hotel)	20%		23%	100%	16%	42%	15%	19%	14%
	Taxi drivers	12%	100%	9%		13%	21%	15%	12%	10%
	Other visitors	11%		5%		12%	26%	12%	13%	11%
	Visitors channel	9%				8%		8%	10%	5%
	Retail staff	5%		5%		5%		4%	5%	4%
	Guam Visitors Bureau	2%		5%		3%	5%	2%	3%	1%
	Total	353	1	22	1	276	19	52	274	170

Prepared by Anthology Research

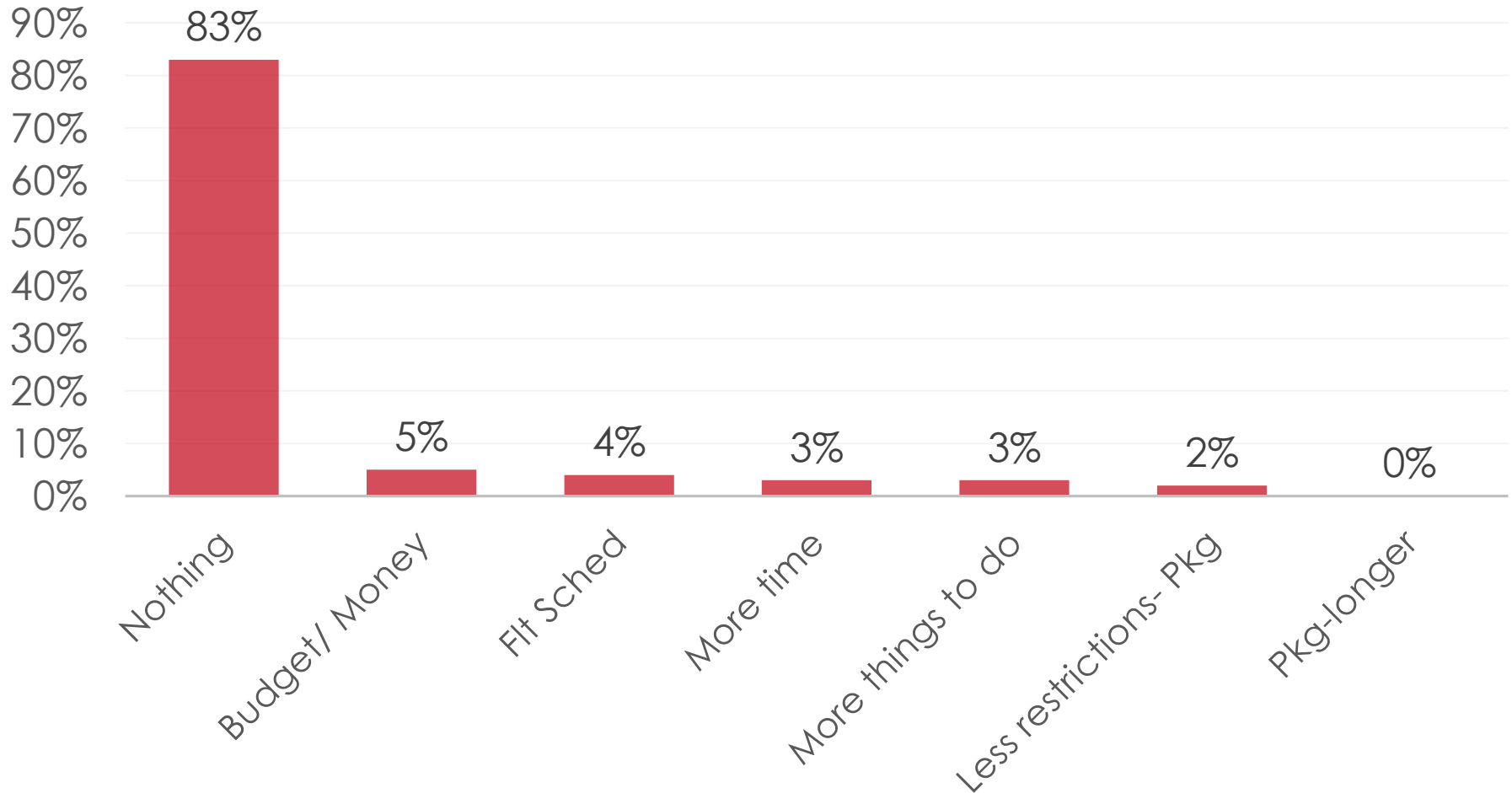
SECTION 6

FUTURE TRAVEL TO GUAM

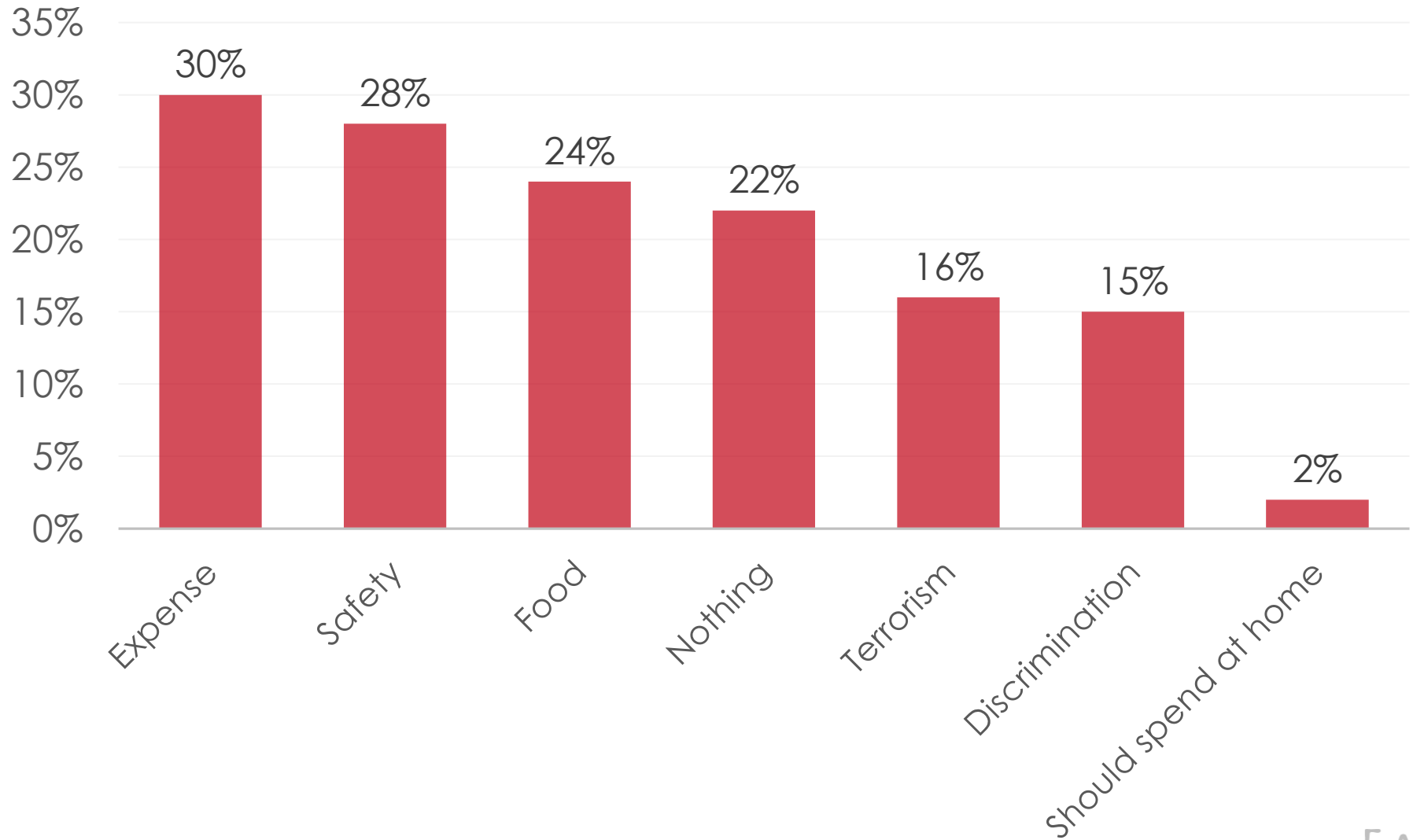
Will security screening/ immigration at Guam Airport impact future travel to Guam?



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



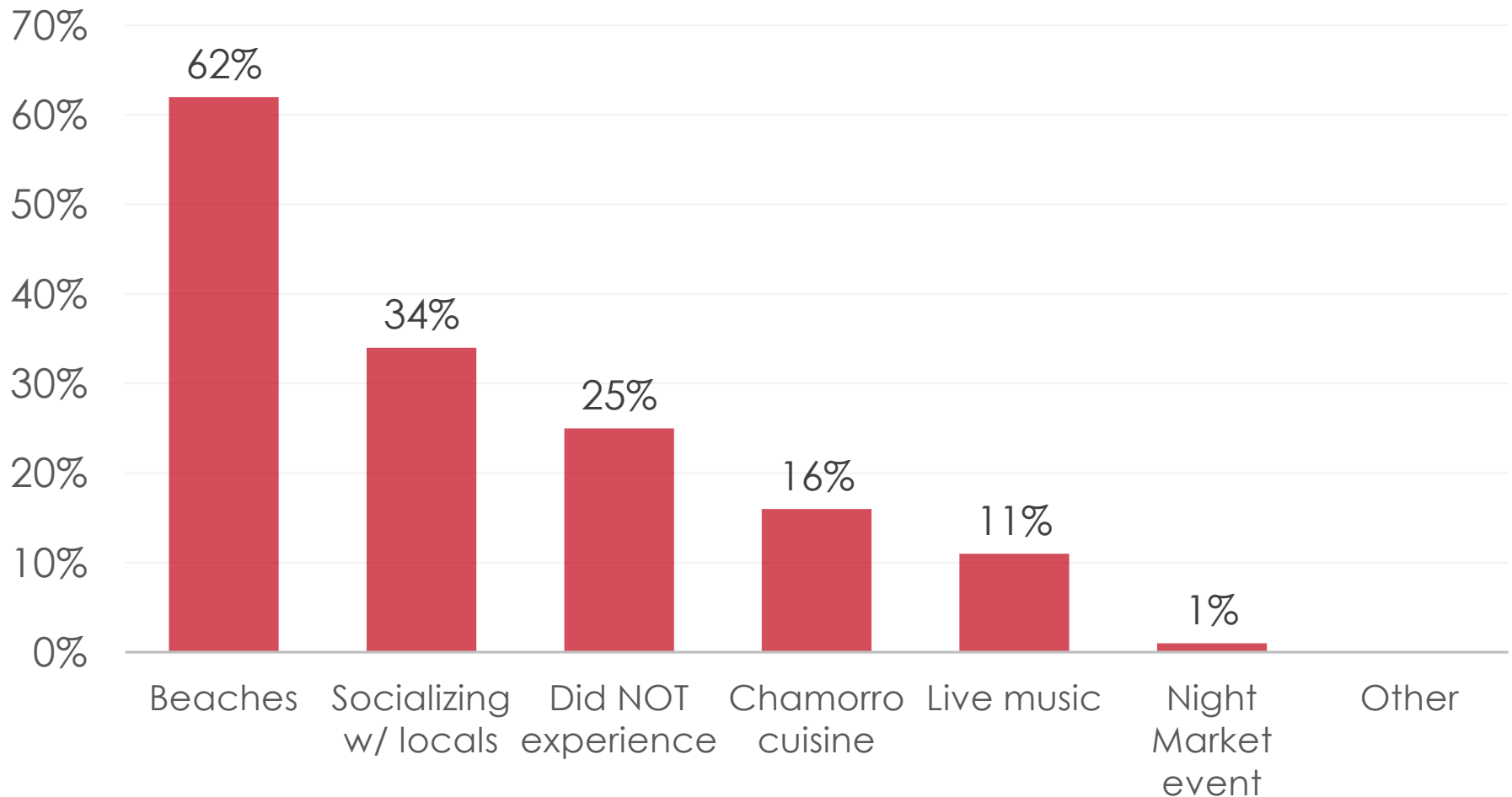
FUTURE TRAVEL CONCERNS



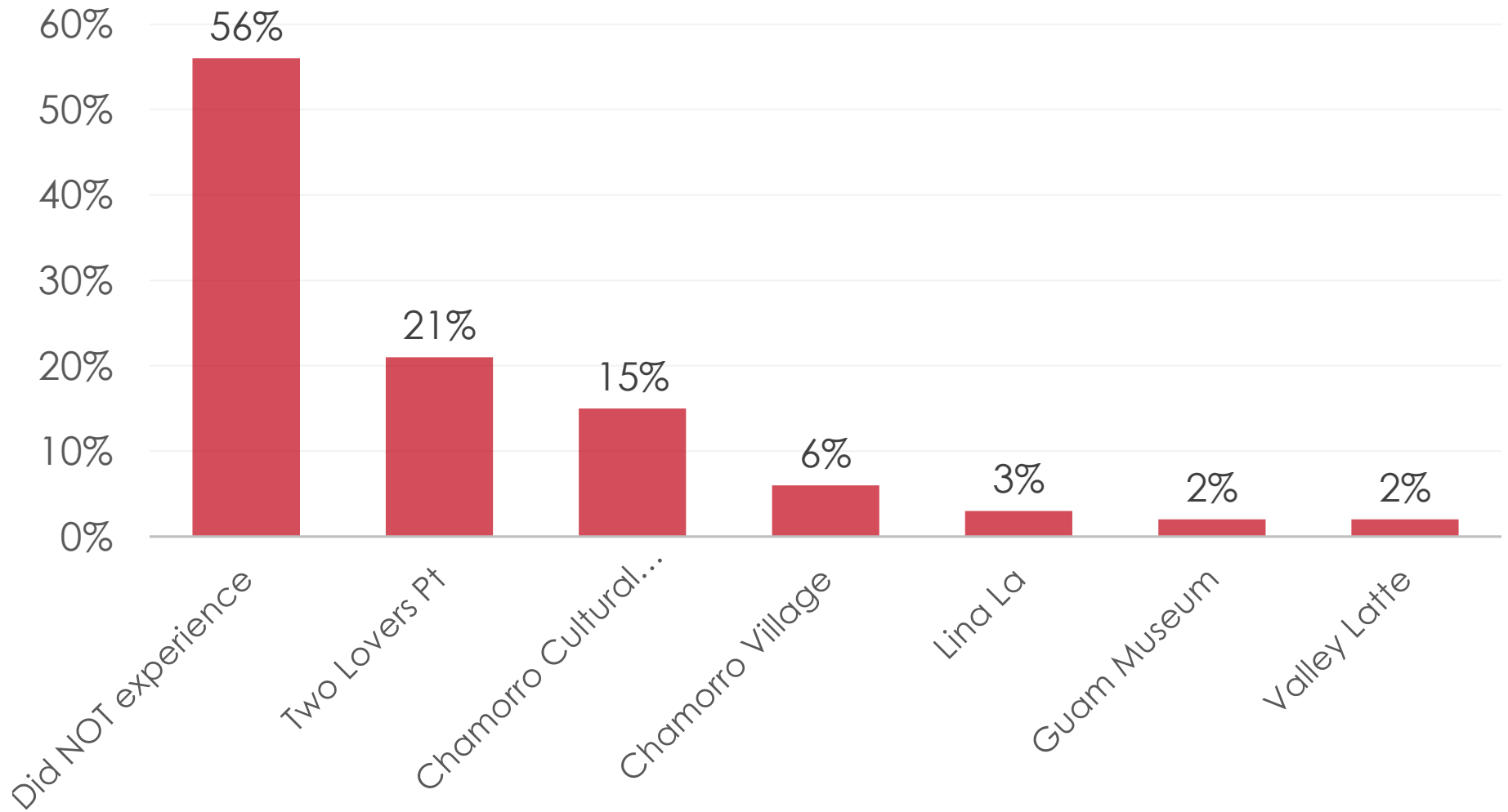
SECTION 7

GUAM CULTURE

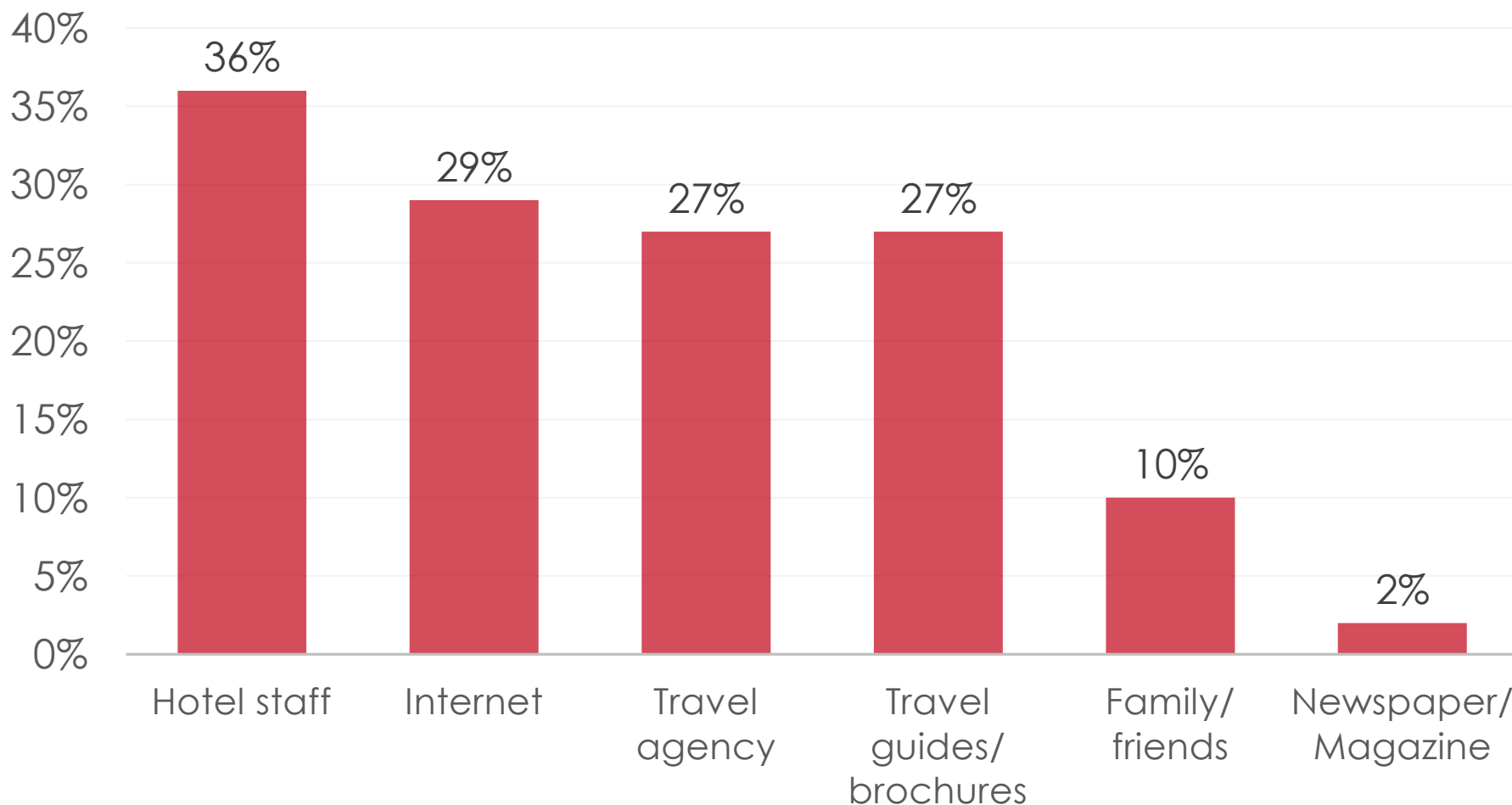
EXPERIENCED- CHAMORRO/ HAF A ADAI SPIRIT



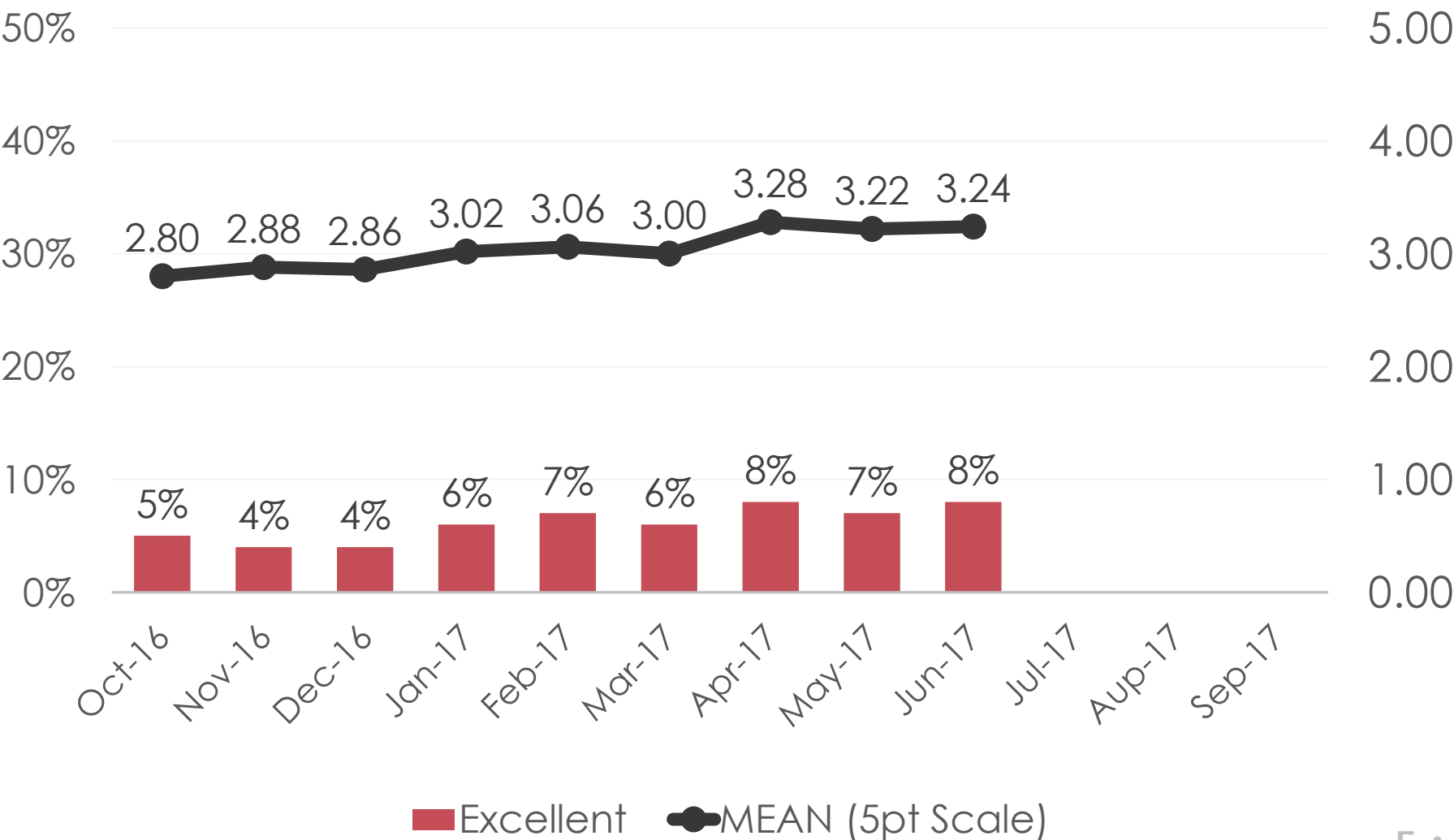
EXPERIENCED- OTHER CULTURAL ACTIVITY/EVENTS



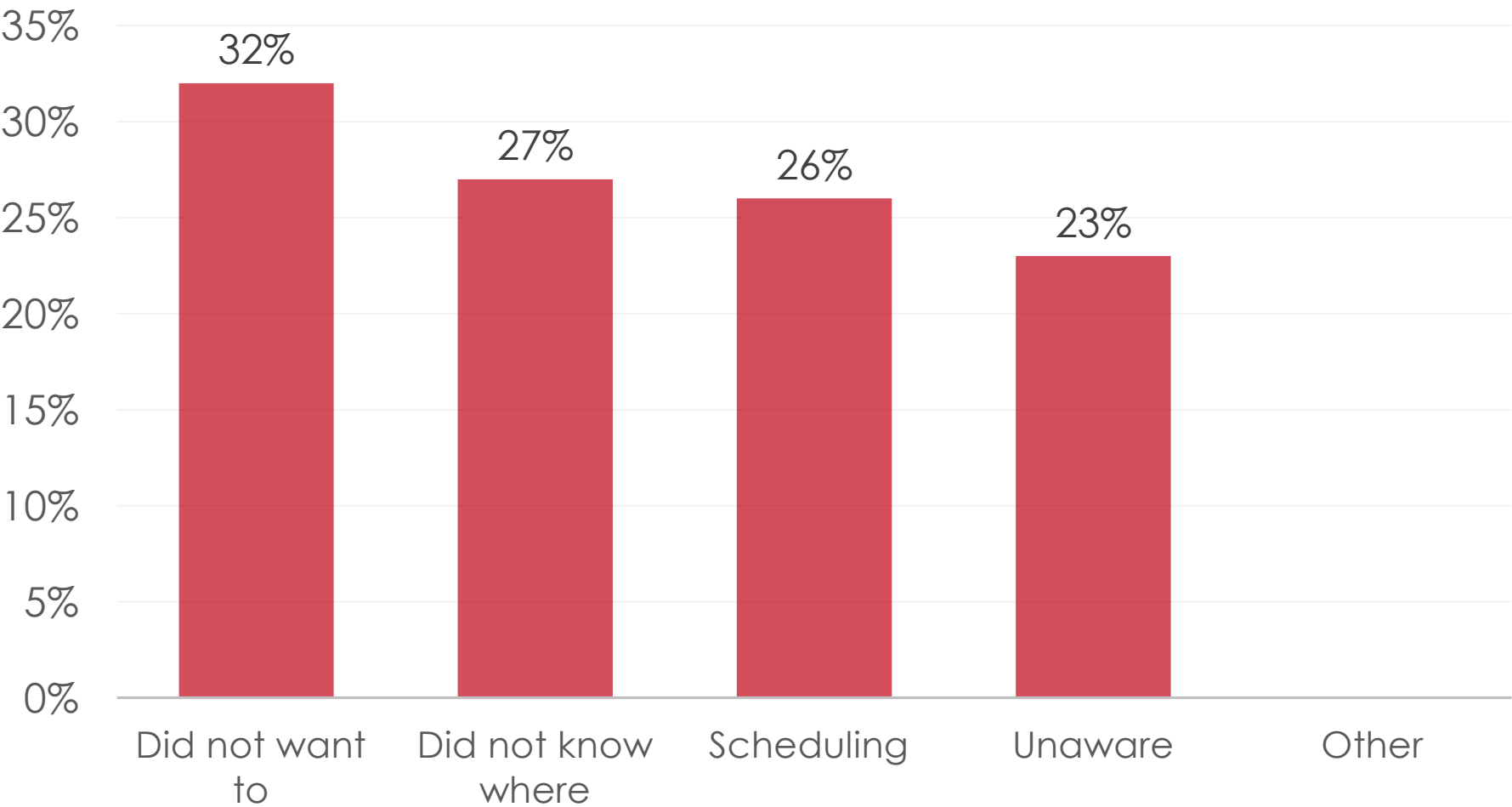
SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS



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, Jan, Feb, Mar, Apr, May, Jun 2017, and Overall Oct 2016 - Jun 2017										
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Combined Oct 2016 - June 2017
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks	3	3		3	6					6
Ease of getting around			4							10
Safety walking around at night	7									
Quality of daytime tours			3		2					3
Variety of daytime tours						3			2	
Quality of nighttime tours							2	4		
Variety of nighttime tours										11
Quality of shopping			6	2			5			7
Variety of shopping	6					7				
Price of things on Guam						6				
Quality of hotel accommodations	4	4			4			2	4	4
Quality/cleanliness of air, sky						4	3	6	3	8
Quality/cleanliness of parks	1				5					
Quality of landscape in Tumon		2	1	1	1	1	1			1
Quality of landscape in Guam			5	4		5		1		9
Quality of ground handler	5		2				4	5	5	5
Quality/cleanliness of transportation vehicles	2	1			3	2		3	1	2
% of Per Person On Island Expenditures Accounted For	64.0%	61.8%	44.1%	40.8%	57.5%	56.1%	45.3%	50.2%	42.7%	50.5%
NOTE: Only significant drivers are included.										

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by five significant factors in the June 2017 Period. By rank order they are:
 - **Quality/cleanliness of transportation vehicles,**
 - **Variety of day time tours,**
 - **Quality/cleanliness of air, sky,**
 - **Quality of hotel accommodations, and**
 - **Quality of ground handler.**
- With all six factors the overall r^2 is .427 meaning that **42.7% of overall satisfaction is accounted for by these factors.**

Drivers – On-Isle Expenditures

Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2016, Jan, Feb, Mar, Apr, May, Jun 2017 and Overall Oct 2016-Jun 2017										
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Combined Oct 2016-Jun 2017
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks	1									
Ease of getting around		2								
Safety walking around at night										
Quality of daytime tours										
Variety of daytime tours								1		
Quality of nighttime tours										
Variety of nighttime tours										2
Quality of shopping		3								
Variety of shopping										
Price of things on Guam		1								
Quality of hotel accommodations					1					
Quality/cleanliness of air, sky						1			1	
Quality/cleanliness of parks										
Quality of landscape in Tumon										
Quality of landscape in Guam										
Quality of ground handler	2									
Quality/cleanliness of transportation vehicles										1
% of Per Person On Island Expenditures Accounted For	5.9%	7.2%	0.0%	0.0%	2.0%	1.5%	0.0%	2.6%	1.4%	0.6%
NOTE: Only significant drivers are included.										

Drivers of On-Isle Expenditures

- **Per Person On Island Expenditure** of Korean visitors on Guam is driven by one significant factor in the June 2017 period. It is:
 - **Quality/cleanliness of air, sky.**
- With this factor the overall r^2 is .014 meaning that **1.4% of per person on island expenditure is accounted for by this factor.**