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 351 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 351 is +/- 5.22 percentage points with a 95% confidence level. That is, if all Korean visitors who traveled to Guam in the same time period were asked these questions, we can be 95% certain that their responses would not differ by +/- 5.22 percentage points.
OBJECTIVES

• The specific objectives of the analysis were:
  – To determine the relative size and expenditure behavior of the following market segments:
    • Divers
    • Families
    • Golfers
    • Group Travelers
    • OL’s/ salary women
    • Seniors
    • Shoppers
    • Repeat Visitors
    • Students
    • Visitors coming to Guam for a wedding
    • Honeymooners
  – To identify (for all Korean visitors) the most important determinants of on-island spending; and
  – To identify the most significant factors affecting overall visitor satisfaction.
Highlighted Segments
Parameters

- Families – Q.6
- Repeaters – Q.3A
- Shoppers – Q.19
- Seniors – Q.D/ 51+
- OL/Salary Woman – Q.29/female
- Group Travelers – Q.7
- Students – Q.29
- Golfers – Q.19
- Wedding – Q.5A
- Divers – Q.19
- Honeymooners – Q.5A
## Highlighted Segments

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SECTION 1
PROFILE OF RESPONDENTS
MARITAL STATUS - TRACKING

Oct-09 Nov-09 Dec-09 Jan-10 Feb-10 Mar-10 Apr-10 May-10 Jun-10 July-10 Aug-10 Sept-10

- Married:
  - Oct-09: 68%
  - Nov-09: 76%
  - Dec-09: 79%
  - Jan-10: 77%
  - Feb-10: 79%
  - Mar-10: 77%
  - Apr-10: 79%
  - May-10: 77%
  - Jun-10: 79%
  - Jul-10: 77%
  - Aug-10: 79%
  - Sept-10: 77%

- Single:
  - Oct-09: 32%
  - Nov-09: 24%
  - Dec-09: 21%
  - Jan-10: 23%
  - Feb-10: 21%
  - Mar-10: 23%
  - Apr-10: 21%
  - May-10: 23%
  - Jun-10: 21%
  - Jul-10: 23%
  - Aug-10: 21%
  - Sept-10: 23%
## Marital Status - Segmentation

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AVERAGE AGE - TRACKING

Oct-09 Nov-09 Dec-09 Jan-10 Feb-10 Mar-10 Apr-10 May-10 Jun-10 July-10 Aug-10 Sept-10

33.6 33.6 34.6 35.5
### AGE - SEGMENTATION

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11
PRIOR TRIPS TO GUAM - TRACKING

Oct-09  Nov-09  Dec-09  Jan-10  Feb-10  Mar-10  Apr-10  May-10  Jun-10  July-10  Aug-10  Sept-10

1st Time  Repeat

75%  79%  81%  79%
25%  21%  19%  21%

PRIOR TRIPS TO GUAM - SEGMENTATION

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AVG LENGTH OF STAY - TRACKING

The chart shows the average length of stay from October 2009 to September 2010. The data points are as follows:

- Oct-09: 3.8
- Nov-09: 3.8
- Dec-09: 3.6
- Jan-10: 3.9
- Feb-10: 4.0

The trend shows a slight increase over time.
# AVG LENGTH OF STAY - SEGMENTATION

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SECTION 2
TRAVEL PLANNING
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EXPENDITURES
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<td>$1,761.40</td>
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<td>$2,377.89</td>
<td>$2,642.10</td>
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ON-ISLAND EXPENDITURES - TRACKING

YTD = $426.04
# ON-ISLAND EXPENDITURES

## PER PERSON - SEGMENTATION

<table>
<thead>
<tr>
<th>Per person on-island exp</th>
<th>TOTAL</th>
<th>FAMILY</th>
<th>REPEAT</th>
<th>SHOPPER</th>
<th>OFFICE LADY</th>
<th>GROUP</th>
<th>STUDENT</th>
<th>GOLF</th>
<th>WEDDING</th>
<th>HONEYMOON</th>
<th>DIVE</th>
<th>SENIOR</th>
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<td>$250</td>
<td>$313</td>
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## ON-ISLAND EXPENSE - BREAKDOWN

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<th>SHOPPER</th>
<th>OFFICE LADY</th>
<th>GROUP</th>
<th>STUDENT</th>
<th>GOLF</th>
<th>WEDDING</th>
<th>HONEYMOON</th>
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<th>SENIOR</th>
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<tbody>
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25
TOTAL EXPENDITURES - TRACKING

YTD=$1,159.15
### TOTAL EXPENDITURES PER PERSON - SEGMENTATION

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<th>TOTPP</th>
<th>TOTAL</th>
<th>FAMILY</th>
<th>REPEAT</th>
<th>SHOPPER</th>
<th>OFFICE LADY</th>
<th>GROUP</th>
<th>STUDENT</th>
<th>GOLF</th>
<th>WEDDING</th>
<th>HONEYMOON</th>
<th>DIVE</th>
<th>SENIOR</th>
</tr>
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<tbody>
<tr>
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SECTION 4
ADVANCED STATISTICS
ANALYSIS TECHNIQUE

- Dependent variables: total per person on island expenditure and overall satisfaction (numeric)
- Independent variables are satisfaction with different aspects of trip to Guam (numeric).
- Use of linear stepwise regression to derive predictors (drivers) of on-island expenditure and overall satisfaction, Since both the independent and dependent variables are numeric.
- This determines the significant (p=<.05)drivers and the percentage of the dependent variables accounted for by each significant predictor and by all of them combined.
# Comparison of Drivers of Overall Satisfaction, Oct, Nov, Dec 2009, and Jan 2010 and Overall Oct 2009 - Jan 2010

<table>
<thead>
<tr>
<th>Independent Variables:</th>
<th>Oct-09</th>
<th>Nov-09</th>
<th>Dec-09</th>
<th>Jan-10</th>
<th>Combined Oct 2009 - Jan 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>rank</td>
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<td>rank</td>
<td>rank</td>
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</tr>
<tr>
<td>Cleanliness of beaches &amp; parks</td>
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<tr>
<td>Ease of getting around</td>
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<td>5</td>
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<tr>
<td>Safety walking around at night</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of daytime tours</td>
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<td>2</td>
<td>2</td>
<td>2</td>
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</tr>
<tr>
<td>Variety of daytime tours</td>
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<td>3</td>
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<tr>
<td>Quality of nighttime tours</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Variety of nighttime tours</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of shopping</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Variety of shopping</td>
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<tr>
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<td>% of Overall Satisfaction Accounted For</td>
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<td><strong>45.2%</strong></td>
<td><strong>44.0%</strong></td>
<td><strong>43.1%</strong></td>
<td><strong>44.3%</strong></td>
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</table>

NOTE: Only significant variables are ranked.
DRIVERS OF OVERALL SATISFACTION

• **Overall satisfaction** with the Korean visitor’s experience on Guam is driven by four significant factors in the January 2010 Period, by rank order they are:
  - Quality of hotel accommodations,
  - Cleanliness of beaches and parks,
  - Variety of daytime tours, and
  - Price of things on Guam

• With all four factors the overall $r^2$ is .431 meaning that 43.1% of overall satisfaction is accounted for by these four factors.
### Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2009, and Jan 2010 and Overall Oct 2009 - Jan 2010

<table>
<thead>
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<th>Independent Variables:</th>
<th>Oct-09</th>
<th>Nov-09</th>
<th>Dec-09</th>
<th>Jan-10</th>
<th>Combined Oct 2009 - Jan 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<tr>
<td>Ease of getting around</td>
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<tr>
<td>Safety walking around at night</td>
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<td>Quality of daytime tours</td>
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<tr>
<td>% of Overall Satisfaction Accounted For</td>
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<td>2.3%</td>
<td>5.9%</td>
<td>0.8%</td>
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</table>

NOTE: Only significant variables are ranked.
Drivers of Per Person On Island Expenditure

- **Per Person On Island Expenditure** is driven by three significant factors in the January 2010 Period, by rank order they are:
  - Quality of hotel accommodations,
  - Quality of shopping, and
  - Variety of shopping
- With all three factors the overall $r^2$ is .059 meaning that **5.9% of per person on island expenditure is accounted for by these three factors.**