



**GUAM VISITORS BUREAU**  
**Korean Visitor Tracker Exit Profile**  
**FY2012 MARKET SEGMENTATION –**  
**JULY 2012**



**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 **353** 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 **353** is +/- 5.2 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 +/- 5.2 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 (for all Korean visitors) the most important determinants of on-island spending; and
  - To identify the most significant factors affecting overall visitor satisfaction.

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# Highlighted Segments

## Parameters

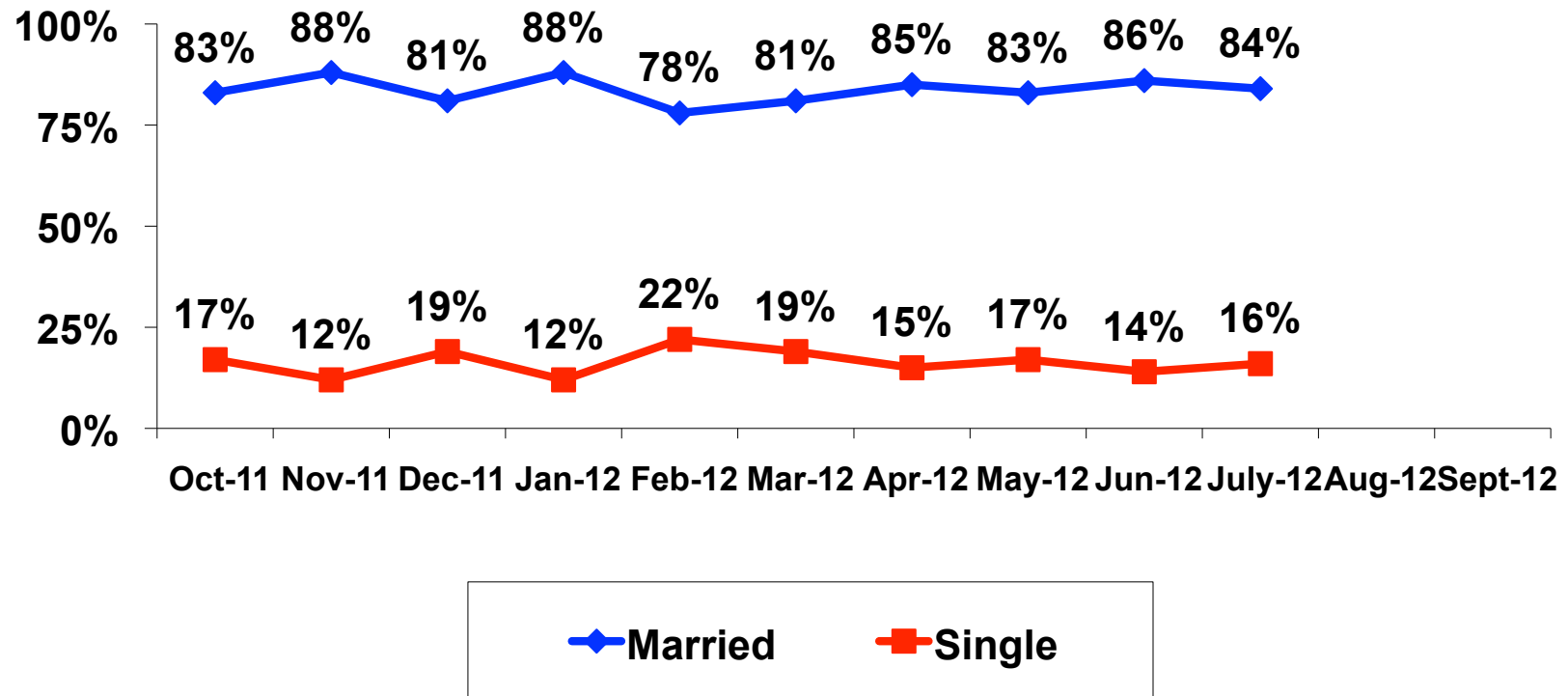
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QD/ Q.31
- Group Travelers – Q.7
- English Language Tour – Q.5/ Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.D
- 36-55 – Q.D
- Traveling with children – Q.6
- FITs – Q.7
- Seniors – Q.D
- Sports comp/spectator – Q.5/Q.18/Q.19/Q.26

# Highlighted Segments

	Oct 11	Nov 11	Dec 11	Jan 12	Feb 12	Mar 12	Apr 12	May 12	Jun 12	Jul 12	Aug 12	Sept 12
Family/ FITs	2%	2%	3%	3%	3%	1%	2%	3%	1%	4%		
Gold Miss	2%	2%	3%	2%	3%	3%	3%	3%	1%	2%		
Group	1%	2%	5%	3%	3%	4%	2%	3%	5%	1%		
Eng Lang Tour	0%	1%	1%	1%	0%	-	1%	0%	0%	1%		
Honeymoon	29%	33%	11%	12%	8%	15%	30%	14%	20%	14%		
Wedding	3%	1%	2%	1%	-	0%	2%	-	1%	0%		
Spec Int Trvl	1%	-	0%	1%	1%	1%	0%	1%	1%	1%		
Incentive	5%	5%	14%	5%	11%	9%	13%	11%	20%	3%		
18-35	67%	65%	51%	40%	46%	64%	64%	62%	53%	58%		
36-55	32%	35%	46%	57%	51%	34%	35%	35%	46%	41%		
Child	28%	36%	40%	49%	41%	24%	27%	34%	31%	41%		
FITs	6%	5%	5%	6%	6%	5%	7%	7%	3%	9%		
Seniors	0%	-	1%	1%	1%	1%	1%	1%	0%	1%		
Sports	66%	68%	69%	69%	68%	62%	69%	65%	66%	64%		
Repeat	17%	14%	16%	17%	14%	21%	13%	16%	12%	16%		
<b>TOTAL</b>	<b>352</b>	<b>353</b>	<b>351</b>	<b>352</b>	<b>350</b>	<b>351</b>	<b>352</b>	<b>352</b>	<b>352</b>	<b>353</b>		<b>5</b>

# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status Tracking

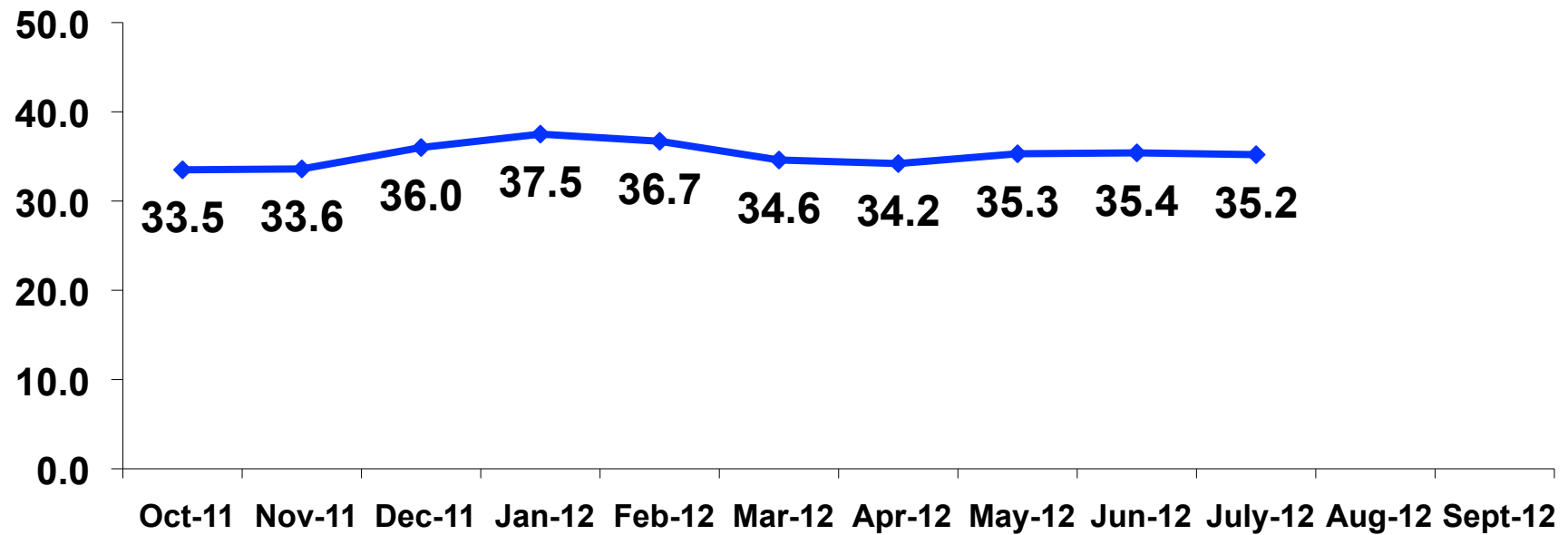


# Marital Status Segmentation

	TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPEC IAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
B Married Count	296	13		2	3	51	1	2	9	156	136	144	23	2	185	51
Col %	84%	93%		50%	100%	100%	100%	50%	90%	76%	94%	99%	77%	100%	81%	91%
Single Count	57	1	7	2				2	1	49	8	1	7		44	5
Col %	16%	7%	100%	50%				50%	10%	24%	6%	1%	23%		19%	9%
Total Count	353	14	7	4	3	51	1	4	10	205	144	145	30	2	229	56



# Average Age Tracking



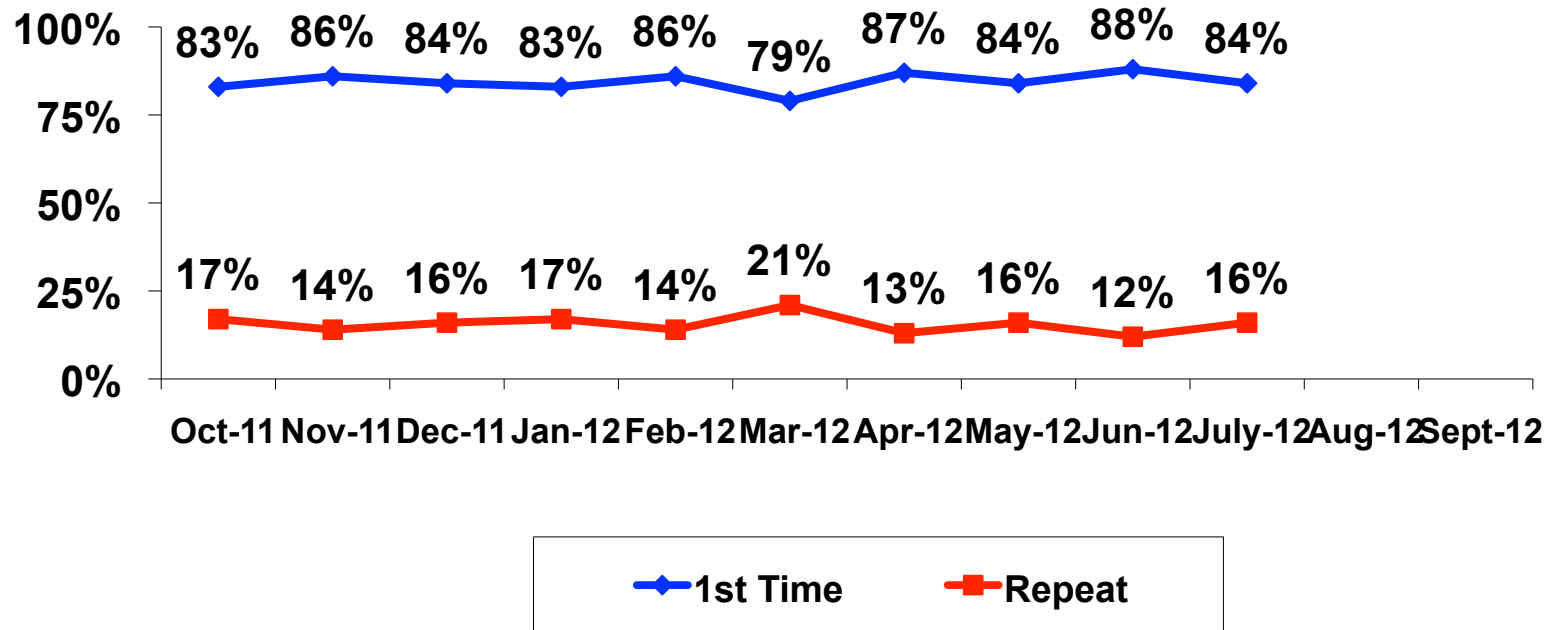
# Age Segmentation

		TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPEC IAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
D.	18-34	Count	188	5	4	2	42	1	4	4	188		45	14		120	17
		Col %	53%	36%	57%	50%	82%	100%	100%	40%	92%		31%	47%		52%	30%
	35-54	Count	161	9	3	2	2	9		5	17	144	100	16		106	38
		Col %	46%	64%	43%	50%	67%	18%		50%	8%	100%	69%	53%		46%	68%
	55+	Count	4				1			1					2	3	1
		Col %	1%				33%			10%					100%	1%	2%
Total	Count	353	14	7	4	3	51	1	4	10	205	144	145	30	2	229	56
C	Mean	35.2	37.6	35.6	35.0	47.7	31.1	34.0	25.0	40.5	30.5	41.1	37.6	36.4	71.0	34.8	38.7
	Median	34	37	34	37	41	31	34	26	41	31	41	37	36	71	34	39

# Income Segmentation

	TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPEC IAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
Q.31 Less than KW12 million	Count 5 Col % 1%			1 25%		2 4%		1 25%	1 10%	4 2%	1 1%	1 1%			4 2%	1 2%
KW12M-KW24M	Count 11 Col % 3%					3 6%			2 20%	5 3%	6 4%	1 1%	3 11%		8 4%	1 2%
KW24M-KW36M	Count 48 Col % 14%					17 35%	1 100%	1 25%		40 21%	8 6%	6 4%	3 11%		37 17%	
KW36M-KW48M	Count 58 Col % 17%	2 14%	4 57%			10 20%		1 25%	3 30%	47 24%	11 8%	12 9%	4 14%		35 16%	5 9%
KW48M-KW60M	Count 57 Col % 17%	4 29%				7 14%			2 20%	35 18%	22 16%	32 24%	4 14%		35 16%	11 20%
KW60M-KW72M	Count 50 Col % 15%	1 7%	1 14%		1 33%	5 10%				22 11%	28 21%	27 20%	3 11%		26 12%	8 15%
KW72M+	Count 90 Col % 27%	7 50%	2 29%	2 50%	1 33%	3 6%				29 15%	58 43%	54 40%	11 39%	1 50%	63 28%	23 43%
No Income	Count 15 Col % 4%			1 25%	1 33%	2 4%		1 25%	2 20%	13 7%	1 1%	2 1%		1 50%	14 6%	5 9%
Total	Count 334	14	7	4	3	49	1	4	10	195	135	135	28	2	222	54

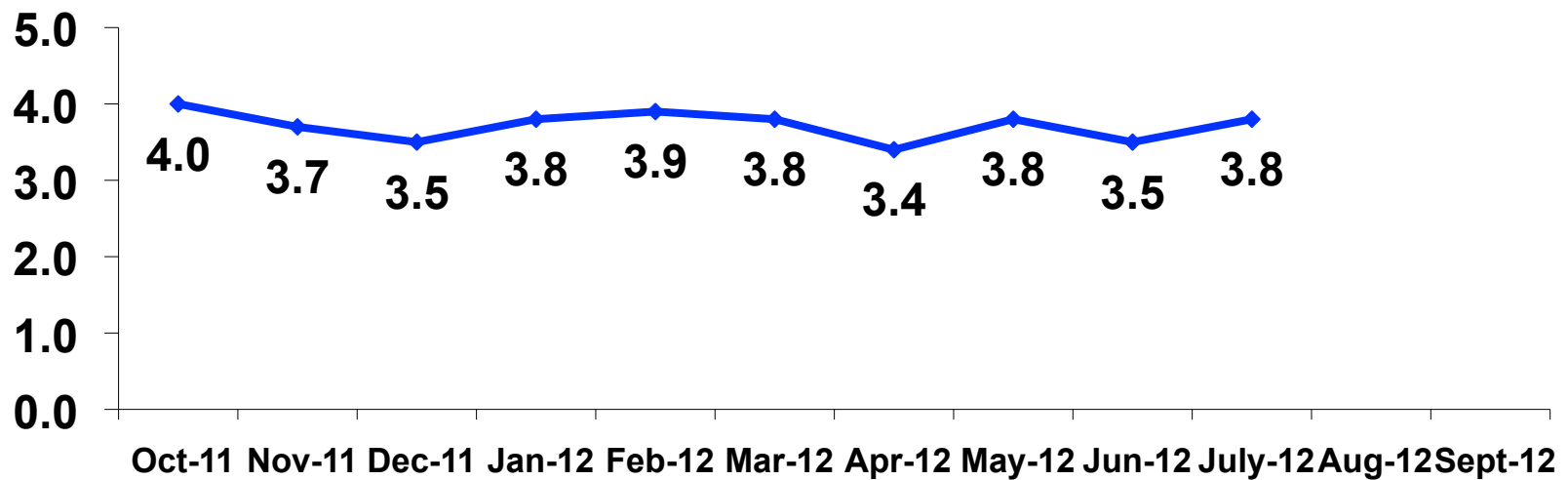
# Prior Trips to Guam Tracking



# Prior Trips to Guam Segmentation

	TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPECIAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
Q.3A Yes	Count	297	8	6	3	1	51	1	3	8	187	107	113	19	1	196
	Col %	84%	57%	86%	75%	33%	100%	100%	75%	80%	91%	74%	78%	63%	50%	86%
No	Count	56	6	1	1	2			1	2	18	37	32	11	1	33
	Col %	16%	43%	14%	25%	67%			25%	20%	9%	26%	22%	37%	50%	14%
Total	Count	353	14	7	4	3	51	1	4	10	205	144	145	30	2	229

# Average Length of Stay Tracking



# Average Length of Stay Segmentation

	TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPEC IAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
Q8 Mean	3.8	6.7	3.6	3.5	5.3	3.8	3.0	3.8	4.4	3.6	4.1	4.1	6.4	6.0	3.7	5.0
Median	3	5	3	4	4	4	3	4	4	3	3	3	4	6	3	4
Minimum	2	3	3	3	3	3	3	3	3	2	3	2	3	3	2	3
Maximum	35	35	5	4	9	7	3	4	9	7	35	35	35	9	9	35

# SECTION 2 **TRAVEL PLANNING**



# Travel Planning Segmentation

			TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPEC IAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
Q.7	Full package tours	Count	179		4		2	36		2	3	90	87	86			118	23
		Col %	51%		57%		67%	71%		50%	30%	44%	60%	59%			52%	41%
	Free-time package tours	Count	135		2			15	1	1	2	97	37	45		1	90	19
		Col %	38%		29%			29%	100%	25%	20%	47%	26%	31%		50%	39%	34%
	Individually arranged travel	Count	30	14	1							14	16	13	30		14	11
		Col %	8%	100%	14%							7%	11%	9%	100%		6%	20%
	Group tour	Count	4			4				1	1	2	2	1			4	1
		Col %	1%			100%				25%	10%	1%	1%	1%			2%	2%
	Other	Count	1									1					1	
		Col %	0%									0%					0%	
	Company paid travel	Count	4				1				4	1	2			1	2	2
		Col %	1%				33%				40%	0%	1%			50%	1%	4%
Total	Count		353	14	7	4	3	51	1	4	10	205	144	145	30	2	229	56

# Travel Motivation Segmentation

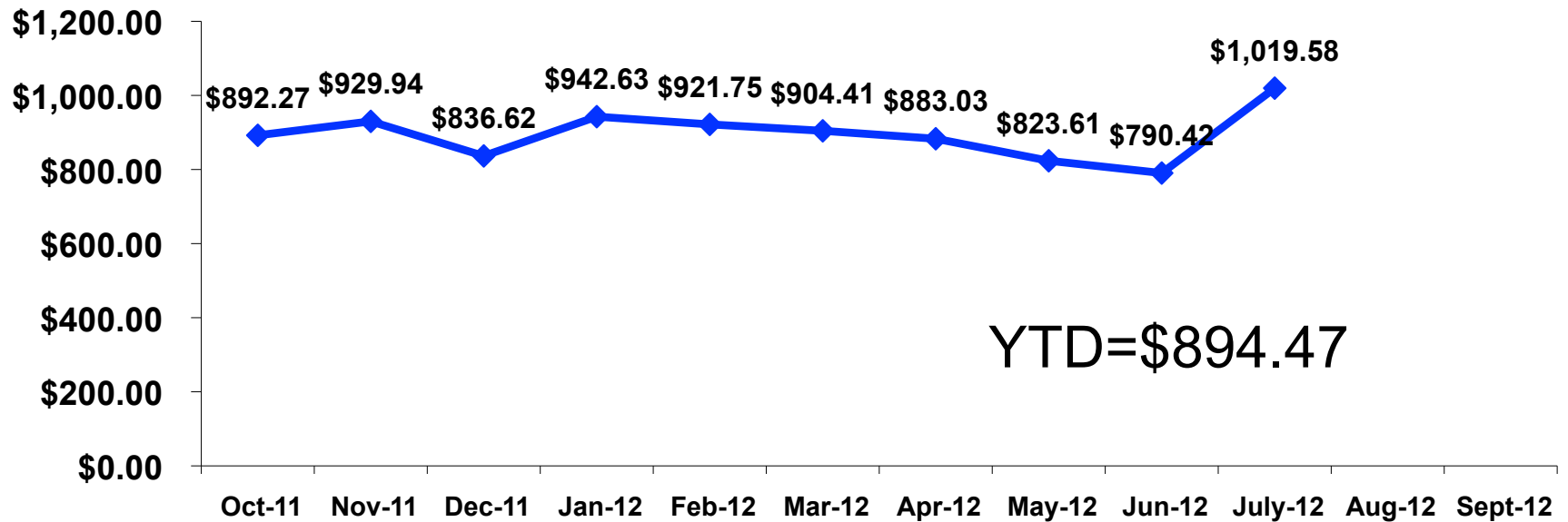
	TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPECIAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
Q.5 Just to relax	64%	71%	100%	75%		49%	100%	50%	20%	61%	70%	72%	60%		68%	63%
Beautiful seas, beaches, tropical climate	44%	36%	43%	75%	33%	27%	100%	75%	10%	43%	47%	47%	30%	50%	49%	34%
Short travel time	29%	36%		25%	67%	29%		25%	10%	34%	22%	33%	27%		28%	38%
It is a safe place to spend a vacation	29%	29%	29%	25%	33%	25%	100%	25%	10%	26%	32%	34%	23%	50%	31%	32%
Recommendation of friend, relative, travel agency	19%	14%	29%	25%		12%		25%	10%	21%	15%	19%	13%		21%	4%
Shopping	17%	21%	29%			14%	100%			21%	12%	16%	17%		16%	27%
Honeymoon	14%					100%	100%	25%		22%	4%				17%	
A previous visit	10%	21%			33%			25%		6%	17%	16%	20%		9%	64%
Pleasure	12%	21%	14%	25%	67%			25%	10%	11%	12%	14%	13%	50%	12%	29%
Water sports	12%	7%							10%	10%	14%	12%	7%		18%	9%
Price of the tour package	7%			25%	33%	4%				6%	9%	9%	3%		7%	7%
To visit friends or relatives	3%	21%								2%	4%	3%	23%		3%	9%
Other	3%	7%		25%						3%	3%	4%	3%		3%	2%
SCUBA diving	3%		14%			2%			10%	4%	1%	1%	3%		4%	2%
My company sponsored me	2%			25%				25%	70%	1%	3%	1%			3%	
Company or Business trip	2%								20%	1%	4%		17%		1%	5%
Organized Sporting Activity	2%					2%			10%	2%	1%	2%			3%	
To golf	1%	7%							10%	1%	1%	1%	3%		2%	2%
Special promotion	1%								10%	1%		1%	3%		1%	
Special Interest Tour	1%							50%		1%					0%	2%
Convention, Conference, Trade show	0%				33%				10%					50%	0%	2%
To get married or Attend wedding	0%					2%	100%			0%					0%	
Promotional materials from GVB	0%										1%	1%				
Career certification or testing	0%									0%		1%				
Total Cases	353	14	7	4	3	51	1	4	10	205	144	145	30	2	229	56

# Information Sources Segmentation

	TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPEC IAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHLD	FIT	SENIOR	SPORTS	REPEAT
Q.1 Internet	88%	71%	86%	75%	67%	86%	100%	75%	50%	89%	87%	90%	77%	50%	86%	73%
Travel agent brochure	47%	7%	29%	50%	33%	65%		25%	20%	47%	47%	50%	17%	50%	51%	38%
Friend or relative	21%	29%	43%		33%	27%	100%			25%	17%	23%	27%		25%	13%
I have been to Guam before	16%	43%	14%	25%	67%			25%	20%	8%	26%	22%	37%	50%	14%	98%
Company travel department	14%	21%	29%	25%	33%	14%		50%	40%	20%	7%	10%	13%		13%	7%
TV	6%					6%				5%	7%	7%	3%	50%	7%	9%
Travel guide book at bookstores	7%	7%				6%				8%	5%	3%	3%		5%	9%
Newspaper	4%	7%	14%			6%			10%	4%	4%	6%	3%		4%	7%
Guam promo activities	5%	7%								4%	6%	4%	10%		5%	7%
Magazine	3%	7%								3%	3%	4%	10%		3%	4%
Pod casts	1%	7%			33%				20%	1%	1%	2%	7%	50%	2%	4%
Total Cases	352	14	7	4	3	51	1	4	10	204	144	145	30	2	228	56

SECTION 3  
**EXPENDITURES**

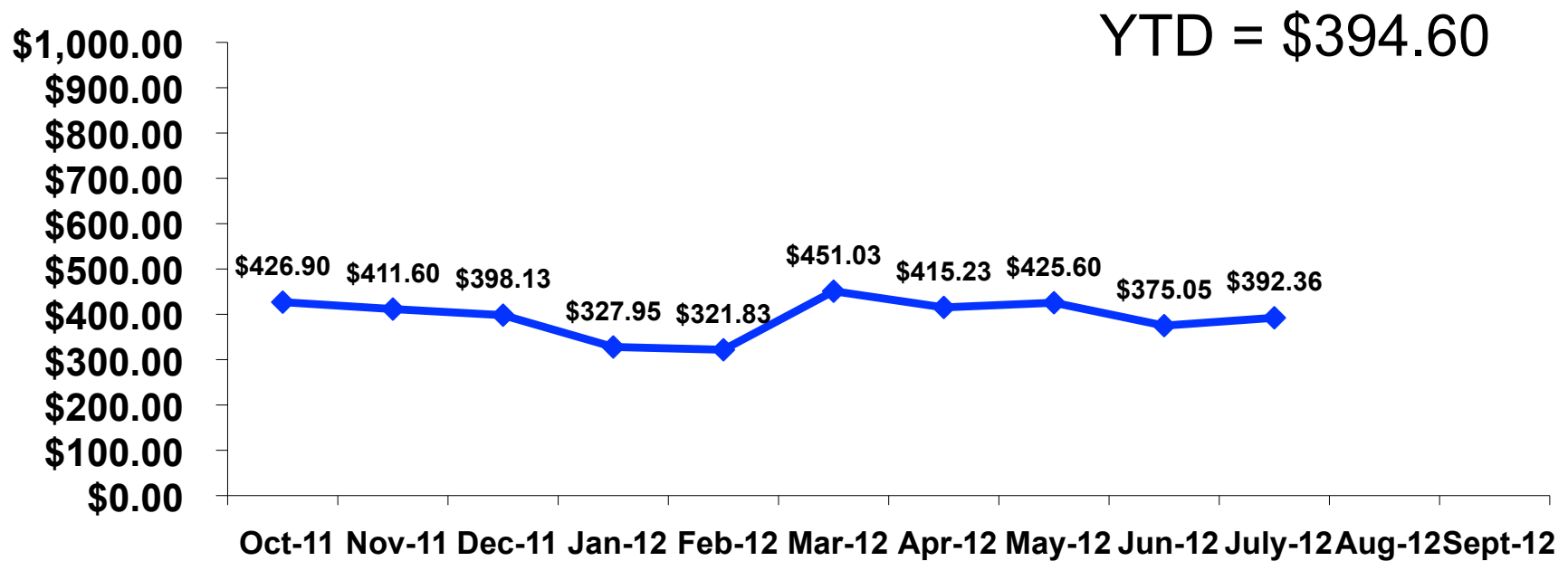
# Prepaid Expenditures Tracking



# Prepaid Expenditures Per Person Segmentation

		TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPEC IAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
Prepaid per person converted to \$	Mean	\$1,019.58	\$705.63	\$980.25	\$597.57	\$1,098.47	\$1,504.64	\$1,054.53	\$1,094.07	\$437.63	\$1,052.51	\$961.78	\$907.77	\$802.86	\$1,713.61	\$1,020.65	\$935.28
	Median	\$1,055	\$912	\$1,172	\$439	\$1,011	\$1,494	\$1,055	\$1,164	\$0	\$1,055	\$992	\$967	\$912	\$1,714	\$1,037	\$1,031
	Minimum	\$0.00	\$0.00	\$0.00	\$0.00	\$878.77	\$0.00	\$1,054.53	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,406.04	\$0.00	\$0.00
	Maximum	\$3,515.09	\$1,647.70	\$1,757.55	\$1,511.49	\$1,406.04	\$3,515.09	\$1,054.53	\$2,047.54	\$1,406.04	\$3,515.09	\$2,636.32	\$1,889.36	\$2,636.32	\$2,021.18	\$3,515.09	\$2,536.32

# On-Island Expenditures Tracking



# On-Island Expenditures Per Person Segmentation

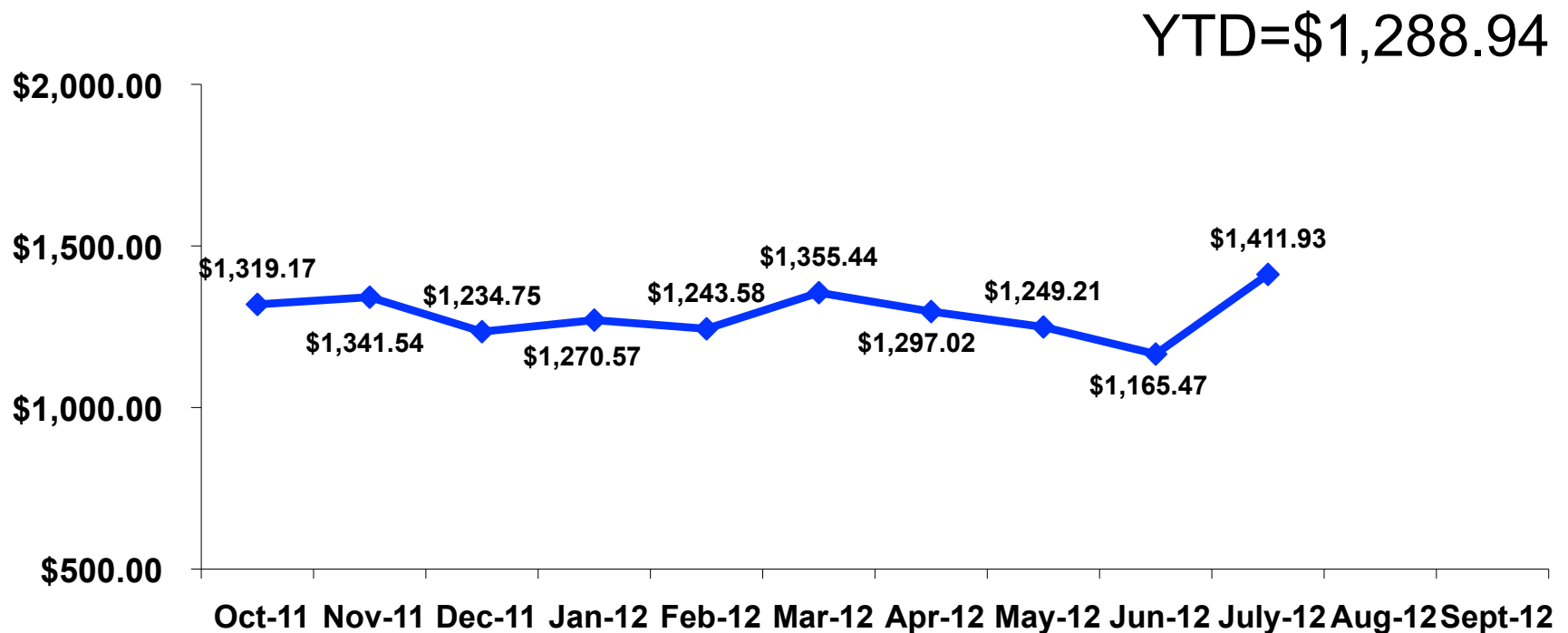
		TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPECIAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
Per person on-island exp	Mean	\$392.36	\$329.52	\$208.40	\$129.58	\$2,766.67	\$656.60	\$200.00	\$879.58	\$857.58	\$441.22	\$280.29	\$221.97	\$407.08	\$3,605.00	\$407.06	\$495.06
	Median	\$250	\$283	\$183	\$88	\$1,250	\$500	\$200	\$648	\$100	\$292	\$178	\$175	\$375	\$3,605	\$267	\$200
	Minimum	\$0.00	\$0.00	\$0.00	\$33.33	\$50.00	\$0.00	\$200.00	\$33.33	\$33.33	\$0.00	\$0.00	\$0.00	\$0.00	\$210.00	\$0.00	\$0.00
	Maximum	\$7,000.00	\$1,000.00	\$440.00	\$310.00	\$7,000.00	\$3,000.00	\$200.00	\$2,190.00	\$7,000.00	\$4,000.00	\$3,000.00	\$1,250.00	\$1,000.00	\$7,000.00	\$7,000.00	\$7,000.00



# On-Island Expense Breakdown

		TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPECIAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
F&B-HOTEL	Mean	\$37.03	\$257.14	\$40.00	\$2.50	\$350.00	\$24.20	\$0.00	\$16.25	\$109.00	\$29.98	\$40.86	\$51.17	\$157.24	\$500.00	\$38.92	\$57.50
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$50.00	\$0.00	\$0.00	\$7.50	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$500.00	\$0.00	\$0.00
F&B-FF REST/CONV	Mean	\$25.33	\$36.43	\$22.86	\$42.00	\$16.67	\$37.80	\$0.00	\$30.00	\$15.00	\$24.53	\$27.18	\$22.61	\$29.31	\$0.00	\$24.59	\$23.96
	Median	\$0.00	\$0.00	\$0.00	\$15.00	\$0.00	\$0.00	\$0.00	\$10.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
F&B-OUT- SIDE HOTEL/ REST	Mean	\$51.33	\$97.86	\$39.14	\$2.50	\$0.00	\$39.75	\$0.00	\$25.00	\$5.50	\$54.61	\$47.24	\$44.83	\$134.14	\$60.00	\$50.23	\$57.77
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$60.00	\$0.00	\$0.00
OPTIONAL TOUR	Mean	\$115.78	\$53.57	\$29.57	\$97.50	\$0.00	\$211.57	\$0.00	\$32.50	\$31.00	\$103.54	\$129.11	\$105.70	\$45.24	\$60.00	\$144.29	\$56.88
	Median	\$0.00	\$0.00	\$0.00	\$50.00	\$0.00	\$180.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$60.00	\$0.00	\$0.00
GIFT/ SOUV-SELF	Mean	\$217.00	\$260.71	\$28.57	\$115.00	\$33.33	\$416.27	\$0.00	\$650.00	\$180.50	\$240.60	\$189.24	\$214.30	\$262.07	\$0.00	\$210.79	\$261.61
	Median	\$0.00	\$75.00	\$0.00	\$100.00	\$0.00	\$140.00	\$0.00	\$50.00	\$12.50	\$20.00	\$0.00	\$50.00	\$50.00	\$0.00	\$20.00	\$0.00
GIFT/SOUV- F&F AT HOME	Mean	\$124.73	\$46.43	\$46.43	\$25.00	\$0.00	\$272.69	\$0.00	\$405.00	\$55.00	\$135.64	\$111.17	\$133.01	\$58.62	\$50.00	\$139.88	\$63.54
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$100.00	\$0.00	\$60.00	\$50.00	\$0.00	\$0.00	\$0.00	\$0.00	\$50.00	\$0.00	\$0.00
LOCAL TRANS	Mean	\$46.73	\$102.86	\$18.29	\$0.00	\$1,666.67	\$16.82	\$0.00	\$0.00	\$511.00	\$34.72	\$29.73	\$37.16	\$126.90	\$2,540.00	\$50.28	\$146.59
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$50.00	\$2,540.00	\$0.00	\$0.00
OTHER EXP	Mean	\$316.80	\$421.43	\$478.57	\$20.50	\$5,000.00	\$297.53	\$400.00	\$587.50	\$1,061.00	\$331.85	\$232.94	\$201.52	\$261.72	\$5,000.00	\$319.00	\$572.27
	Median	\$20.00	\$0.00	\$10.00	\$0.00	\$5,000.00	\$6.00	\$400.00	\$65.00	\$40.00	\$10.00	\$30.00	\$10.00	\$0.00	\$5,000.00	\$20.00	\$45.00

# Total Expenditures Tracking



# Total Expenditures Per Person Segmentation

	TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPEC IAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
TOTPP Mean	\$1,411.93	\$1,035.16	\$1,188.66	\$727.15	\$3,865.13	\$2,161.24	\$1,254.53	\$1,973.66	\$1,295.21	\$1,493.73	\$1,242.06	\$1,129.74	\$1,209.94	\$5,318.61	\$1,427.71	\$1,430.34
Median	1321.19	1218.57	1524.70	526.89	2260.59	2037.85	1254.53	1811.87	350.00	1425.66	1232.05	1173.47	1283.70	5318.61	1348.47	1242.07
Minimum	.00	.00	.00	33.33	928.77	800.00	1254.53	33.33	33.33	.00	.00	.00	.00	2231.18	.00	.00
Maximum	8406.04	1944.68	1840.88	1821.49	8406.04	4977.24	1254.53	4237.54	8406.04	4659.08	4977.24	2260.59	3186.32	8406.04	8406.04	8406.04

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 2011, Jan, Feb, Mar, Apr, May, June, July 2012 and Overall Oct 2011 - July 2012**

Independent Variables:	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Combined Oct 2011-July 2012
	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank
Cleanliness of beaches & parks	2	2	2	4	2	3	2	3	4	<b>3</b>	2
Ease of getting around							5			<b>5</b>	7
Safety walking around at night											
Quality of daytime tours		5	1	2	3			2	2	<b>1</b>	3
Variety of daytime tours	4	3					4				6
Quality of nighttime tours											
Variety of nighttime tours											
Quality of shopping	3	4	4	3		2		4			4
Variety of shopping							3		3		
Price of things on Guam					4	4				<b>4</b>	5
Quality of hotel accommodations	1	1	3	1	1	1	1	1	1	<b>2</b>	
% of Overall Satisfaction Accounted For	57.9%	49.9%	56.2%	53.3%	42.0%	57.5%	50.9%	57.2%	48.5%	<b>55.0%</b>	51.7%

NOTE: Only significant variables are ranked.

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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 July 2012 Period, by rank order they are:
  - **Quality of daytime tours,**
  - **Quality of hotel accommodations,**
  - **Cleanliness of beaches and parks,**
  - **Price of things on Guam, and**
  - **Ease of getting around.**
- With all five factors the overall  $r^2$  is .550 meaning that **55.0% of overall satisfaction is accounted for by these five factors.**

**Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2011, and Jan, Feb, Mar, Apr, May, June, July 2012 and Overall Oct 2011 - July 2012**

	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Combined Oct 2011-June 2012
Independent Variables:	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank
Cleanliness of beaches & parks			2								
Ease of getting around	1						2			1	
Safety walking around at night											
Quality of daytime tours											
Variety of daytime tours		2									
Quality of nighttime tours				1							
Variety of nighttime tours									1		2
Quality of shopping		1									1
Variety of shopping				2			1		2		
Price of things on Guam			1							2	
Quality of hotel accommodations											
% of Overall Satisfaction Accounted For	1.8%	2.1%	3.0%	3.1%	0.0%	0.0%	2.8%	0.0%	6.8%	3.0%	1.4%

NOTE: Only significant variables are ranked.



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# Drivers of Per Person On Island Expenditure

- **Per person on island expenditure** of Korean visitors on Guam is driven by two significant factors in the July 2012 Period, by rank order they are:
  - **Ease of getting around, and**
  - **Price of things on Guam.**
- With these two factors the overall  $r^2$  is .030 meaning that **3.0% of per person on island expenditure is accounted for by these two factors.**