



GUAM VISITORS BUREAU
Korean Visitor Tracker Exit Profile
FY2012 MARKET SEGMENTATION –
JUNE 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 **352** 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 **352** 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:
 - 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.

Highlighted Segments

Parameters

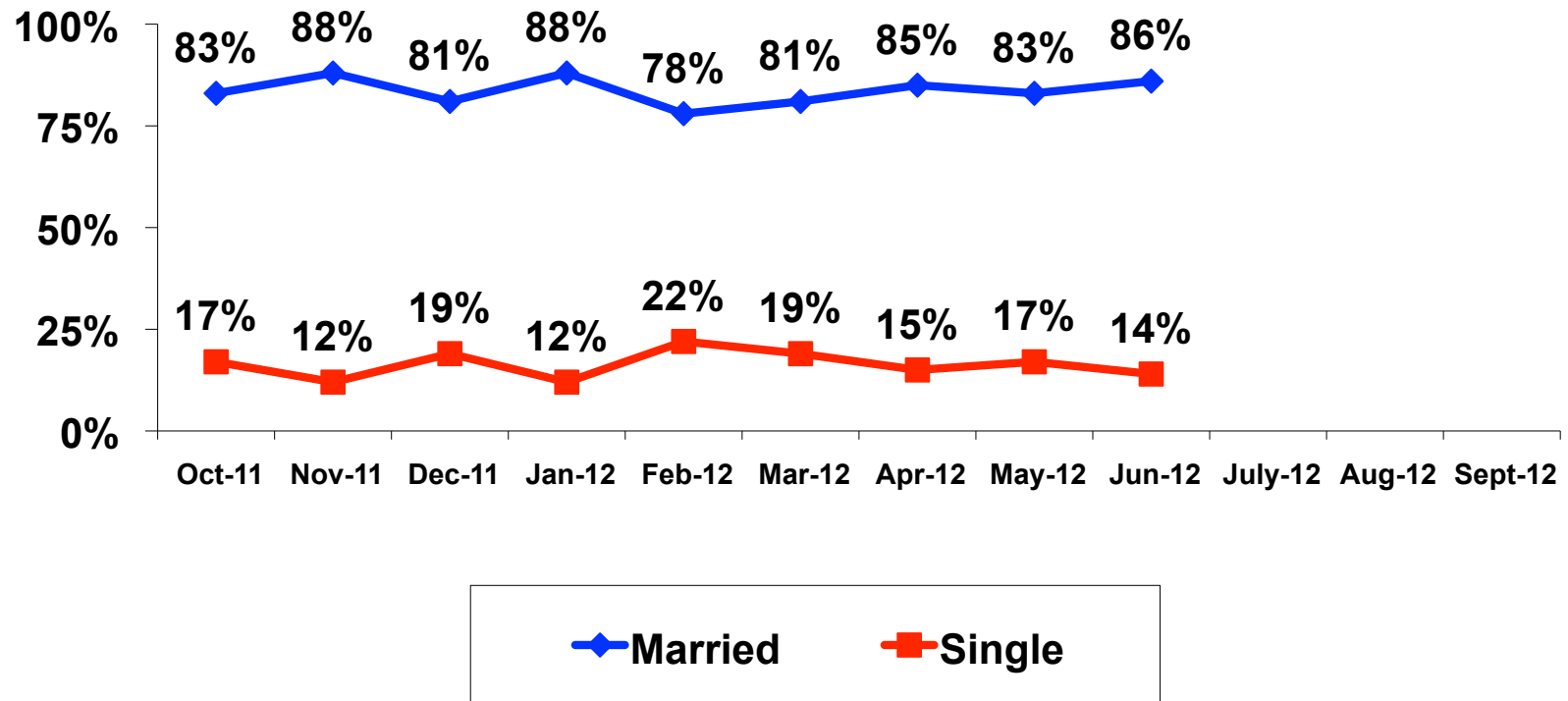
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QD/ Q.31
- Group Travelers – Q.7
- English Language Tour – Q.5/ Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.D
- 36-55 – Q.D
- Traveling with children – Q.6
- FITs – Q.7
- Seniors – 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%			
Gold Miss	2%	2%	3%	2%	3%	3%	3%	3%	1%			
Group	1%	2%	5%	3%	3%	4%	2%	3%	5%			
Eng Lang Tour	0%	1%	1%	1%	0%	-	1%	0%	0%			
Honeymoon	29%	33%	11%	12%	8%	15%	30%	14%	20%			
Wedding	3%	1%	2%	1%	-	0%	2%	-	1%			
Spec Int Trvl	1%	-	0%	1%	1%	1%	0%	1%	1%			
Incentive	5%	5%	14%	5%	11%	9%	13%	11%	20%			
18-35	67%	65%	51%	40%	46%	64%	64%	62%	53%			
36-55	32%	35%	46%	57%	51%	34%	35%	35%	46%			
Child	28%	36%	40%	49%	41%	24%	27%	34%	31%			
FITs	6%	5%	5%	6%	6%	5%	7%	7%	3%			
Seniors	0%	-	1%	1%	1%	1%	1%	1%	0%			
Sports	66%	68%	69%	69%	68%	62%	69%	65%	66%			
Repeat	17%	14%	16%	17%	14%	21%	13%	16%	12%			
TOTAL	352	353	351	352	350	351	352	352	352			5

SECTION 1 **PROFILE OF RESPONDENTS**

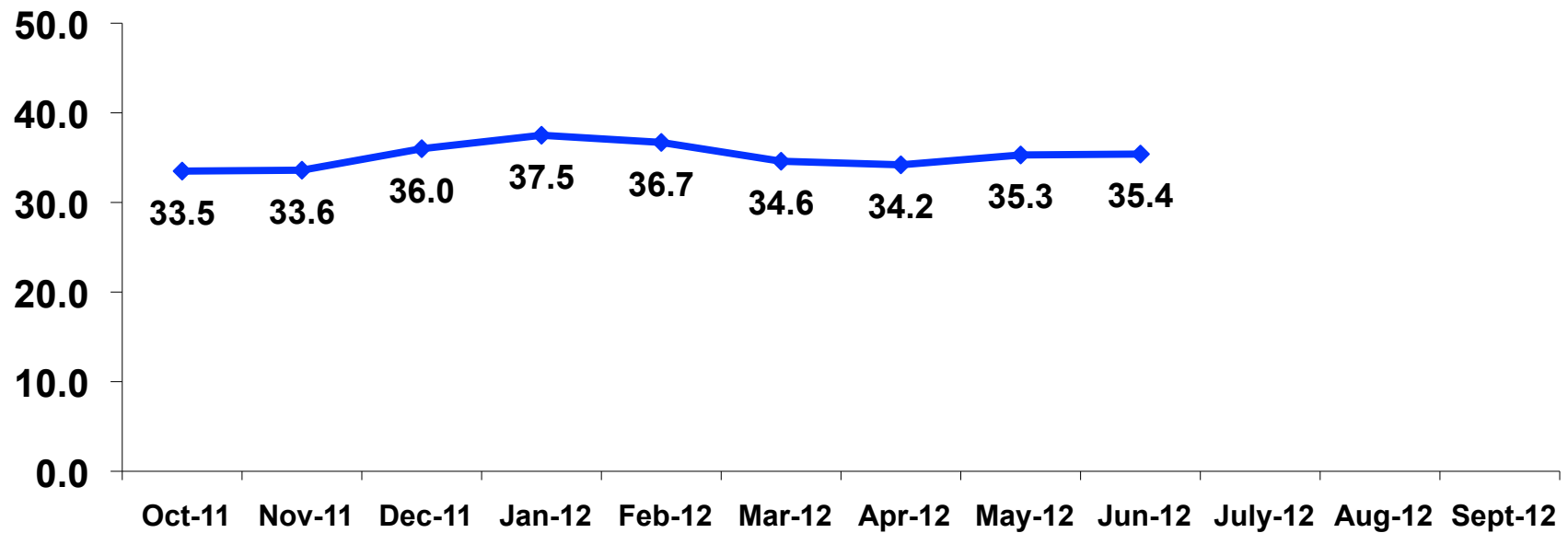
Marital Status Tracking



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	301	3	14	1	69	4	4	52	142	155	108	5	1	199	37
	Col %	86%	75%	88%	100%	100%	100%	100%	74%	76%	97%	98%	45%	100%	86%	88%
Single	Count	51	1	3	2				18	46	5	2	6		33	5
	Col %	14%	25%	100%	13%				26%	24%	3%	2%	55%		14%	12%
Total	Count	352	4	3	16	69	4	4	70	188	160	110	11	1	232	42

Average Age Tracking



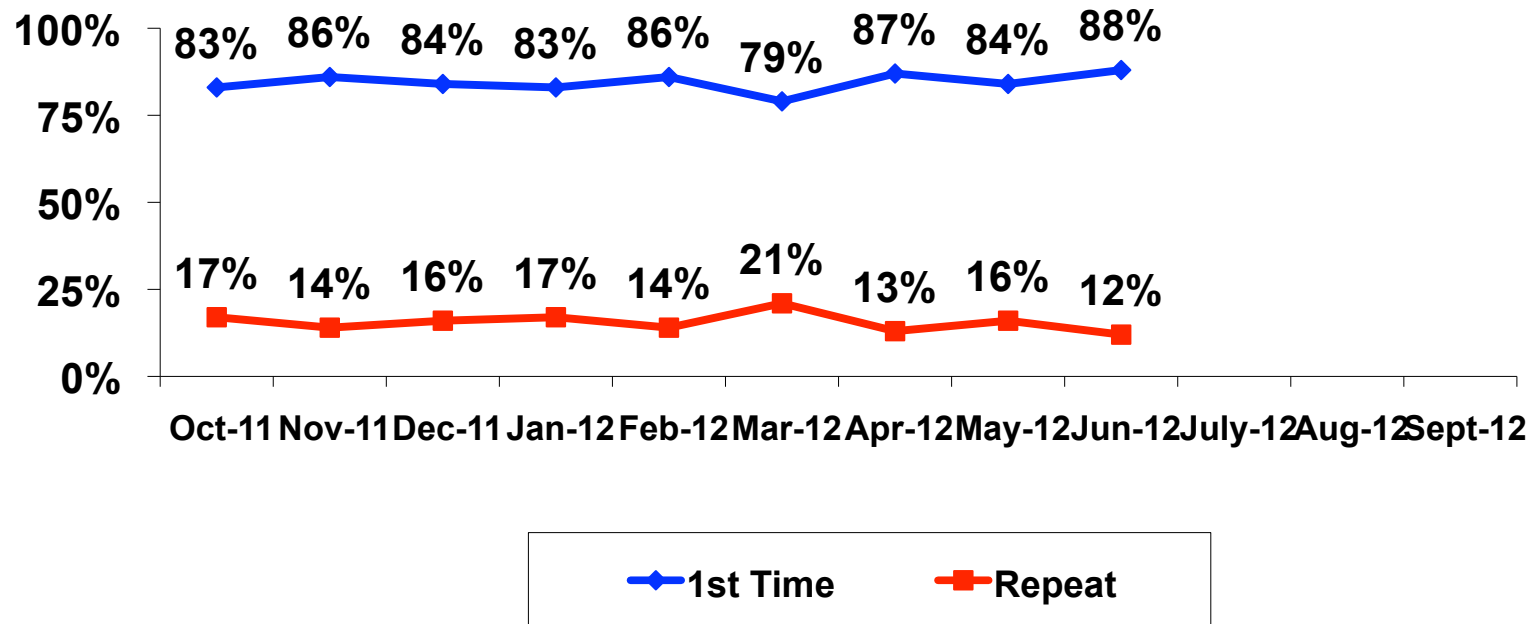
Age Segmentation

	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	2	3	6	1	60	2	3	24	169		27	7		114	8	
	Col %	48%	50%	100%	38%	100%	87%	50%	75%	34%	90%	25%	64%		49%	19%	
35-54	Count	2		9		9	2	1	45	19	159	83	4		114	33	
	Col %	51%	50%	56%		13%	50%	25%	64%	10%	99%	75%	36%		49%	79%	
55+	Count			1					1		1			1	4	1	
	Col %			6%					1%		1%			100%	2%	2%	
Total	Count	4	3	16	1	69	4	4	70	188	160	110	11	1	232	42	
C	Mean	35.4	35.0	30.7	40.0	34.0	30.3	33.3	33.0	37.8	30.2	41.0	37.6	31.6	66.0	35.3	38.5
	Median	35	35	30	40	34	30	33	33	38	30	40	38	32	66	35	39

Income 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.31 Less than KW12 million	Count 10 Col % 3%			1					2	7	3	2	1		4	
KW12M-KW24M	Count 28 Col % 8%			2		6			8	19	8	1	1	1	15	3
KW24M-KW36M	Count 56 Col % 17%			3		16		1	11	39	16	8	2		38	4
KW36M-KW48M	Count 62 Col % 18%			3	1	15	1	2	12	37	25	19			46	6
KW48M-KW60M	Count 52 Col % 15%		1	1		11		1	13	28	24	18	1		35	7
KW60M-KW72M	Count 30 Col % 9%		1	2		5	1		1	15	14	12	2		21	6
KW72M+	Count 91 Col % 27%	4	1	4		9	2		20	29	61	45	4		58	14
No Income	Count 7 Col % 2%	100%	33%	25%		2	50%		1	4	3				5	1
Total	Count 336	4	3	16	1	64	4	4	68	178	154	105	11	1	222	41

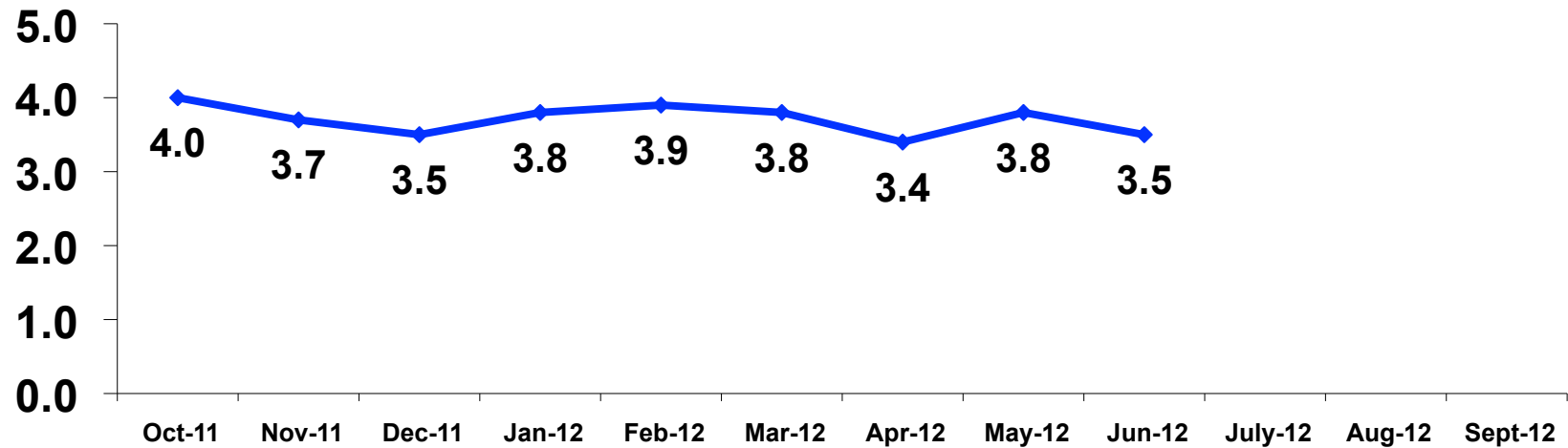
Prior Trips To Guam Tracking



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	310	3	3	14	1	67	4	4	64	177	130	95	7	1	207
	Col %	88%	75%	100%	38%	100%	97%	100%	100%	91%	94%	81%	86%	64%	100%	89%
No	Count	42	1		2		2			6	11	30	15	4		25
	Col %	12%	25%		13%		3%			9%	6%	19%	14%	36%		11%
Total	Count	352	4	3	16	1	69	4	4	70	188	160	110	11	1	232

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	3.5	3.3	3.3	3.4	3.0	3.4	3.5	3.3	3.4	3.4	3.6	3.4	3.7	3.0	3.5	3.9
Median	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	4
Minimum	1	3	3	3	3	3	3	3	2	1	1	3	1	3	2	1
Maximum	15	4	4	4	3	5	4	4	7	6	15	5	10	3	15	15

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	199		2	1	54	2	3	25	105	91	68		1	139	17
		Col %	57%		67%	100%	78%	50%	75%	36%	56%	57%	62%		100%	60%	40%
	Free-time package tours	Count	86				14		1	1	53	33	30			53	15
		Col %	25%				20%		25%	1%	28%	21%	27%			23%	36%
	Individually arranged travel	Count	11	4			1	1			8	3	4	11		8	4
		Col %	3%	100%			1%	25%			4%	2%	4%	100%		3%	10%
	Group tour	Count	16			16		1		5	6	9	3			10	2
		Col %	5%			100%		25%		7%	3%	6%	3%			4%	5%
	Other	Count	2							1	1	1				1	1
		Col %	1%							1%	1%	1%				0%	2%
	Company paid travel	Count	37				1			37	14	23	5			20	3
		Col %	11%				33%			54%	7%	14%	5%			9%	7%
Total	Count		351	4	3	16	1	69	4	69	187	160	110	11	1	231	42

Travel Motivation Segmentation

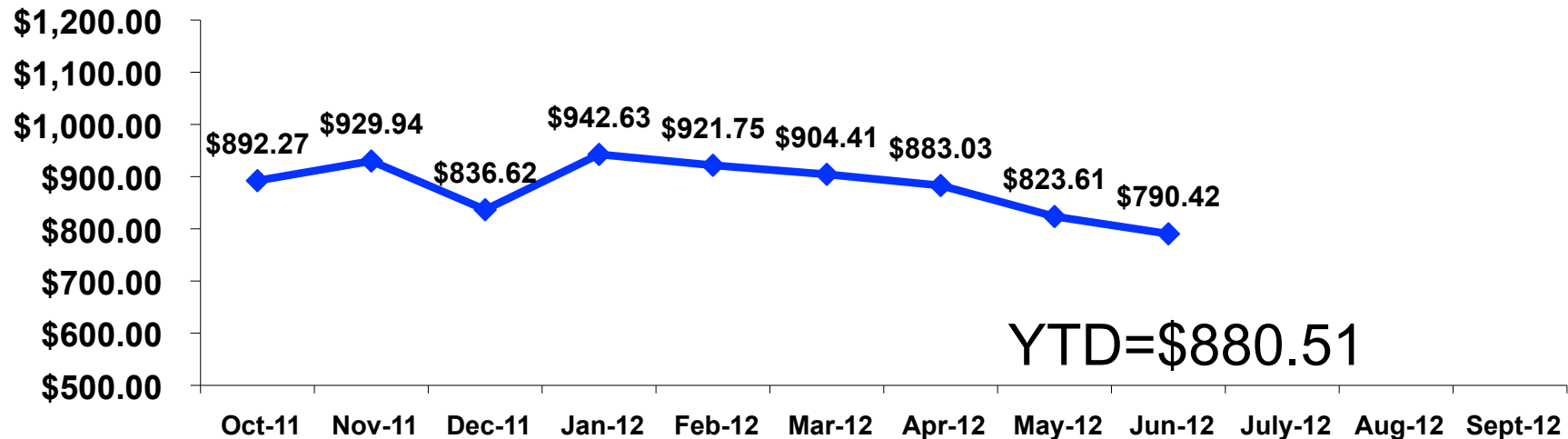
	TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPEC IAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHILD	FIT	SENIOR	SPORTS	REPEAT
Q.5 Just to relax	48%	75%	33%	27%		33%		25%	23%	47%	50%	65%	73%		49%	52%
Beautiful seas, beaches, tropical climate	29%	50%		13%		19%			10%	27%	31%	43%	45%		30%	38%
Honeymoon	20%					100%				34%	4%		9%		25%	5%
It is a safe place to spend a vacation	21%	50%				12%	25%		3%	20%	22%	30%	36%		19%	26%
My company sponsored me	17%		100%	33%	100%			25%	86%	13%	22%	8%			16%	10%
Short travel time	20%	25%				29%		25%		26%	13%	25%	9%		17%	14%
Recommendation of friend, relative, travel agency	15%			7%		13%	25%		3%	14%	16%	23%		100%	15%	7%
Shopping	13%	50%	33%			16%			1%	18%	9%	15%	27%		13%	19%
Pleasure	9%			13%		6%			6%	11%	8%	9%	27%		9%	24%
Special promotion	6%			33%					13%	3%	10%	4%			5%	5%
Price of the tour package	5%					7%				6%	4%	5%			4%	7%
A previous visit	4%	25%				1%			1%	2%	5%	5%	18%		3%	31%
Water sports	3%			7%					1%	1%	6%	5%			5%	5%
Company or Business trip	4%			13%					9%	3%	5%	2%	9%		2%	10%
Other	3%					1%				3%	3%	5%			3%	5%
To get married or Attend wedding	1%	25%		7%			100%			2%	1%	2%	9%		1%	
To visit friends or relatives	1%									1%	2%		9%		1%	5%
SCUBA diving	1%			7%			25%		1%		2%	1%			1%	
Promotional materials from GVB	1%						25%			1%	1%	1%	9%		0%	2%
To golf	1%								1%	1%	1%	1%			1%	2%
Special Interest Tour	1%							75%		1%	1%				1%	
Career certification or testing	1%									2%					0%	5%
Organized Sporting Activity	1%										1%	1%			1%	
Convention, Conference, Trade show	0%								1%		1%					
Total Cases	351	4	3	15	1	69	4	4	70	187	160	110	11	1	232	42

Information Sources 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.1 Internet	84%	100%	100%	64%		88%	75%	75%	74%	89%	77%	89%	91%	100%	85%	83%
Travel agent brochure	45%			64%		60%	50%		46%	46%	44%	43%			49%	29%
Friend or relative	24%	50%	33%	14%		22%	25%		14%	24%	24%	29%	27%	100%	25%	12%
Company travel department	16%		33%	14%		16%	25%	50%	22%	18%	14%	10%	27%		14%	10%
I have been to Guam before	12%	25%		14%		3%			9%	6%	19%	14%	36%		11%	100%
TV	8%			7%	100%	6%		25%	10%	8%	9%	12%			10%	7%
Travel guide book at bookstores	7%	25%		14%		6%		25%	10%	8%	6%	5%	18%		8%	5%
Guam promo activities	7%	25%			100%	4%	25%	25%	3%	8%	6%	10%	9%		6%	2%
Newspaper	4%					1%			6%	2%	5%	4%	9%		4%	5%
Magazine	2%			7%		3%			3%	1%	3%	4%	9%		2%	
Pod casts	1%			7%					1%		2%	1%			1%	
Total Cases	348	4	3	14	1	68	4	4	69	186	158	110	11	1	230	42

SECTION 3
EXPENDITURES

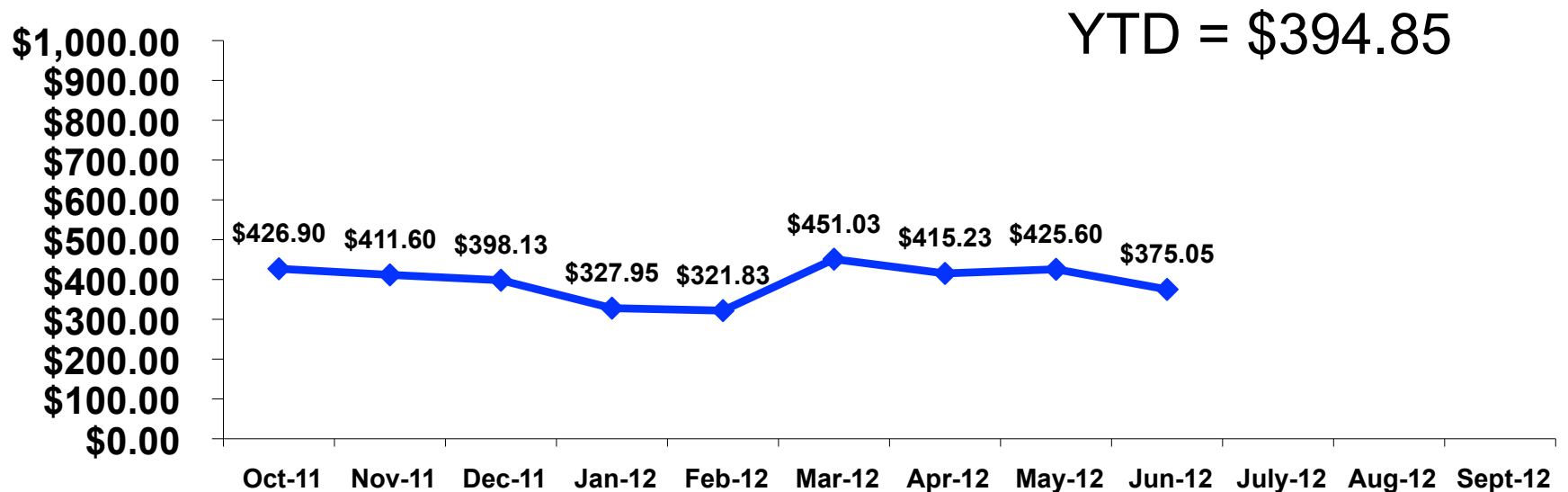
Prepaid Expenditures Tracking



Prepaid 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
Prepaid	Mean	\$790.42	\$955.97	\$455.73	\$434.37	\$0.00	\$1,298.05	\$1,297.77	\$966.44	\$372.83	\$875.23	\$683.68	\$789.38	\$682.04	\$1,025.40	\$840.08	\$648.29
per	Median	\$854	\$940	\$0	\$0	\$0	\$1,367	\$1,271	\$1,207	\$0	\$972	\$812	\$854	\$769	\$1,025	\$929	\$833
person	Minimum	\$0.00	\$769.05	\$0.00	\$0.00	\$0.00	\$0.00	\$939.95	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,025.40	\$0.00	\$0.00
converted to \$	Maximum	\$3,759.78	\$1,174.93	\$1,367.19	\$1,538.09	\$0.00	\$3,759.78	\$1,708.99	\$1,452.64	\$1,708.99	\$3,759.78	\$1,922.62	\$1,922.62	\$1,174.93	\$1,025.40	\$3,759.78	\$1,538.09

On-Island Expenditures Tracking



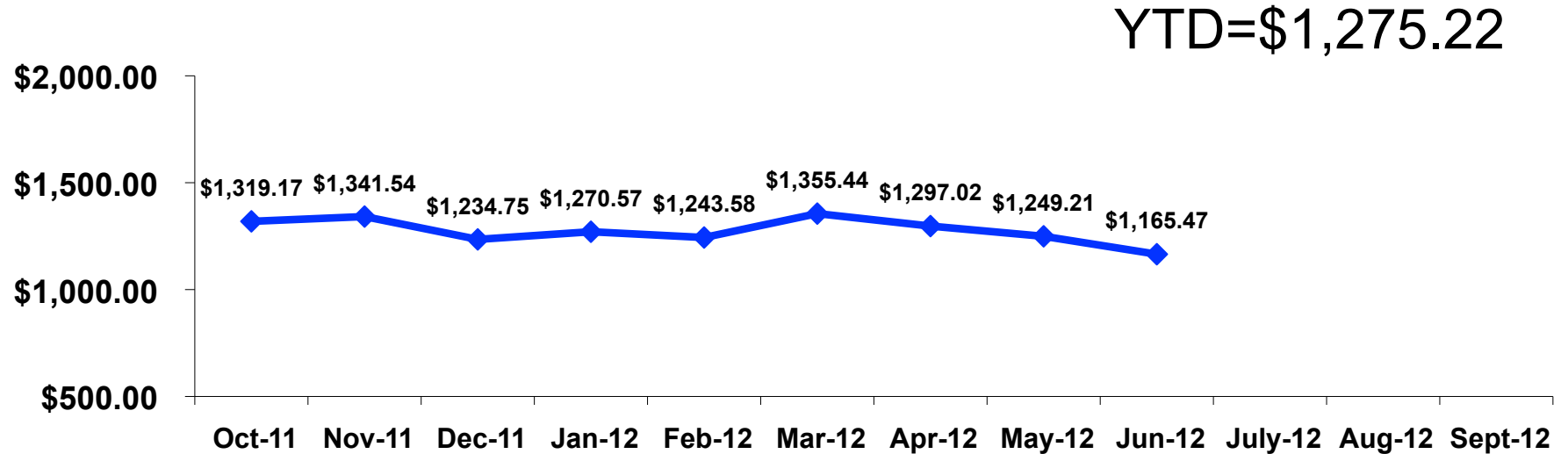
On-Island Expenditures Per Person Segmentation

		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
Per person on-island exp	Mean	\$375.05	\$568.33	\$409.44	\$191.77	\$285.00	\$624.34	\$323.75	\$638.75	\$292.61	\$445.92	\$296.29	\$244.12	\$384.62	\$44.44	\$400.83	\$471.71
	Median	\$250	\$400	\$333	\$125	\$285	\$420	\$325	\$455	\$152	\$313	\$200	\$171	\$350	\$44	\$250	\$280
	Minimum	\$0.00	\$140.00	\$195.00	\$0.00	\$285.00	\$0.00	\$200.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$44.44	\$0.00	\$0.00
	Maximum	\$5,000.00	\$1,333.33	\$700.00	\$1,000.00	\$285.00	\$5,000.00	\$445.00	\$1,645.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$1,333.33	\$1,333.33	\$44.44	\$5,000.00

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	\$51.23	\$575.00	\$3.33	\$22.00	\$0.00	\$46.63	\$150.00	\$18.75	\$25.06	\$39.85	\$65.42	\$63.13	\$230.55	\$0.00	\$52.37	\$181.98
	Median	\$0.00	\$550.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
F&B-FF REST/CONV	Mean	\$25.55	\$25.00	\$5.00	\$13.75	\$0.00	\$44.25	\$62.50	\$0.00	\$21.61	\$24.37	\$26.33	\$29.40	\$36.36	\$0.00	\$27.00	\$33.31
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$75.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
F&B-OUT- SIDE HOTEL/ REST	Mean	\$43.54	\$450.00	\$0.00	\$0.00	\$0.00	\$26.09	\$0.00	\$156.25	\$54.64	\$44.20	\$43.29	\$47.71	\$210.00	\$0.00	\$31.13	\$144.76
	Median	\$0.00	\$250.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$100.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
OPTIONAL TOUR	Mean	\$111.98	\$125.00	\$106.67	\$118.75	\$0.00	\$196.81	\$312.50	\$22.50	\$82.17	\$94.15	\$132.23	\$96.10	\$50.91	\$0.00	\$119.10	\$96.95
	Median	\$0.00	\$100.00	\$120.00	\$0.00	\$0.00	\$170.00	\$375.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
GIFT/ SOUV-SELF	Mean	\$194.65	\$375.00	\$36.67	\$33.44	\$0.00	\$263.59	\$25.00	\$750.00	\$77.70	\$199.18	\$193.24	\$231.53	\$227.27	\$0.00	\$193.36	\$271.55
	Median	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$150.00	\$0.00	\$0.00	\$0.00	\$50.00	\$0.00	\$0.00	\$0.00	\$75.00
GIFT/ SOUV- F&F AT HOME	Mean	\$136.17	\$75.00	\$210.00	\$97.19	\$0.00	\$250.65	\$297.50	\$125.00	\$74.23	\$157.04	\$103.82	\$110.62	\$136.36	\$400.00	\$142.13	\$185.81
	Median	\$0.00	\$0.00	\$50.00	\$0.00	\$0.00	\$0.00	\$150.00	\$100.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$400.00	\$0.00	\$8.00
LOCAL TRANS	Mean	\$18.42	\$75.00	\$0.00	\$3.00	\$0.00	\$17.97	\$25.00	\$45.00	\$14.21	\$21.24	\$14.85	\$19.75	\$43.64	\$0.00	\$17.10	\$38.29
	Median	\$0.00	\$50.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$15.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
OTHER EXP	Mean	\$258.30	\$50.00	\$335.00	\$56.88	\$570.00	\$284.09	\$0.00	\$160.00	\$225.76	\$327.19	\$181.42	\$212.28	\$67.64	\$0.00	\$292.77	\$196.38
	Median	\$10.00	\$0.00	\$5.00	\$0.00	\$570.00	\$20.00	\$0.00	\$35.00	\$0.00	\$17.50	\$0.00	\$34.00	\$0.00	\$0.00	\$20.00	\$1.50

Total Expenditures Tracking



Total Expenditures Per Person Segmentation

	TOTAL	FAMILY/FIT	GOLDEN MISS	GROUP	ENG LANG TOUR	HONEYMOON	MARRIED	SPECIAL INT TRVL	INCENTIVE MKT	18-35	36-55	CHLD	FIT	SENIOR	SPORTS	REPEAT
TOTPP Mean	\$1,165.47	\$1,524.30	\$865.18	\$626.14	\$285.00	\$1,922.40	\$1,621.52	\$1,605.19	\$665.44	\$1,321.15	\$979.96	\$1,033.49	\$1,066.66	\$1,069.84	\$1,240.91	\$1,120.00
Median	1150.70	1500.16	333.33	225.00	285.00	1778.43	1596.06	1561.77	300.00	1291.76	1000.00	1105.40	994.50	1069.84	1197.44	1068.74
Minimum	.00	994.50	195.00	.00	285.00	150.00	1139.95	285.00	.00	.00	.00	.00	125.00	1069.84	.00	.00
Maximum	6452.64	2102.38	2067.19	1788.09	285.00	6452.64	2153.99	3012.19	5000.00	6452.64	5000.00	2472.66	2102.38	1069.84	6452.64	5000.00

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 2011, Jan, Feb, Mar, Apr, May, June 2012 and Overall Oct 2011 - June 2012										
	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Combined Oct 2011 - Jun 2012
Independent Variables:	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank
Cleanliness of beaches & parks	2	2	2	4	2	3	2	3	4	2
Ease of getting around							5			
Safety walking around at night										
Quality of daytime tours		5	1	2	3			2	2	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				5
Quality of hotel accommodations	1	1	3	1	1	1	1	1	1	1
% of Overall Satisfaction Accounted For	57.9%	49.9%	56.2%	53.3%	42.0%	57.5%	50.9%	57.2%	48.5%	51.4%

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 June 2012 Period, by rank order they are:
 - **Quality of hotel accommodations,**
 - **Quality of daytime tours,**
 - **Variety of shopping, and**
 - **Cleanliness of beaches and parks.**
- With all four factors the overall r^2 is .485 meaning that **48.5% of overall satisfaction is accounted for by these four factors.**

Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2011, and Jan, Feb, Mar, Apr, May, June 2012 and Overall Oct 2011 - June 2012										
	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Combined Oct 2011 - June 2012
Independent Variables:	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank
Cleanliness of beaches & parks			2							
Ease of getting around	1						2			
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							
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%	1.7%

NOTE: Only significant variables are ranked.

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 June 2012 Period, by rank order they are:
 - **Variety of night time tours, and**
 - **Variety of shopping.**
- With these two factors the overall r^2 is .068, meaning that **6.8% of per person on-island expenditure is accounted for by these two factors.**