



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2011 MARKET SEGMENTATION –

MARCH 2011



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 +/- 5.22 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

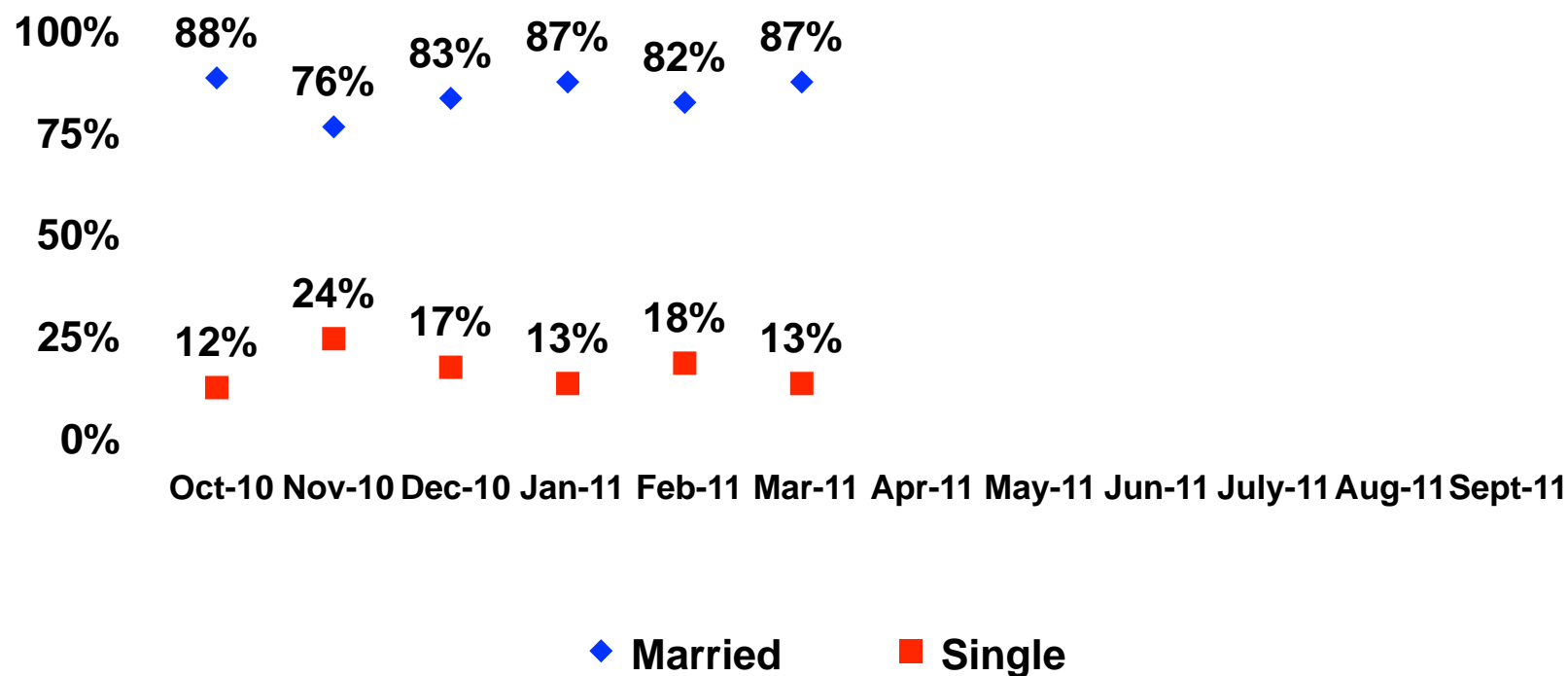
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| | Oct 10 | Nov 10 | Dec 10 | Jan 11 | Feb 11 | Mar 11 | Apr 11 | May 11 | Jun 11 | Jul 11 | Aug 11 | Sept 11 |
|----------------------------|------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|------------|
| Families | 41% | 42% | 31% | 48% | 58% | 26% | | | | | | |
| Repeaters | 14% | 17% | 18% | 12% | 23% | 16% | | | | | | |
| Shoppers | 54% | 62% | 57% | 56% | 53% | 61% | | | | | | |
| Seniors | 4% | 5% | 6% | 9% | 6% | 5% | | | | | | |
| OL/Salary woman | 10% | 11% | 16% | 7% | 9% | 12% | | | | | | |
| Group Travelers | 5% | 6% | 2% | 3% | 1% | 1% | | | | | | |
| Students | 1% | 2% | 2% | 1% | 1% | 1% | | | | | | |
| Golfers | 5% | 7% | 9% | 8% | 8% | 4% | | | | | | |
| Wedding | 1% | 1% | 1% | 1% | 0% | 1% | | | | | | |
| Divers | 17% | 24% | 17% | 18% | 16% | 14% | | | | | | |
| Honey- mooners | 25% | 13% | 28% | 16% | 7% | 38% | | | | | | |
| TOTAL | 353 | 352 | 354 | 353 | 353 | 353 | | | | | | |

SECTION 1

PROFILE OF RESPONDENTS

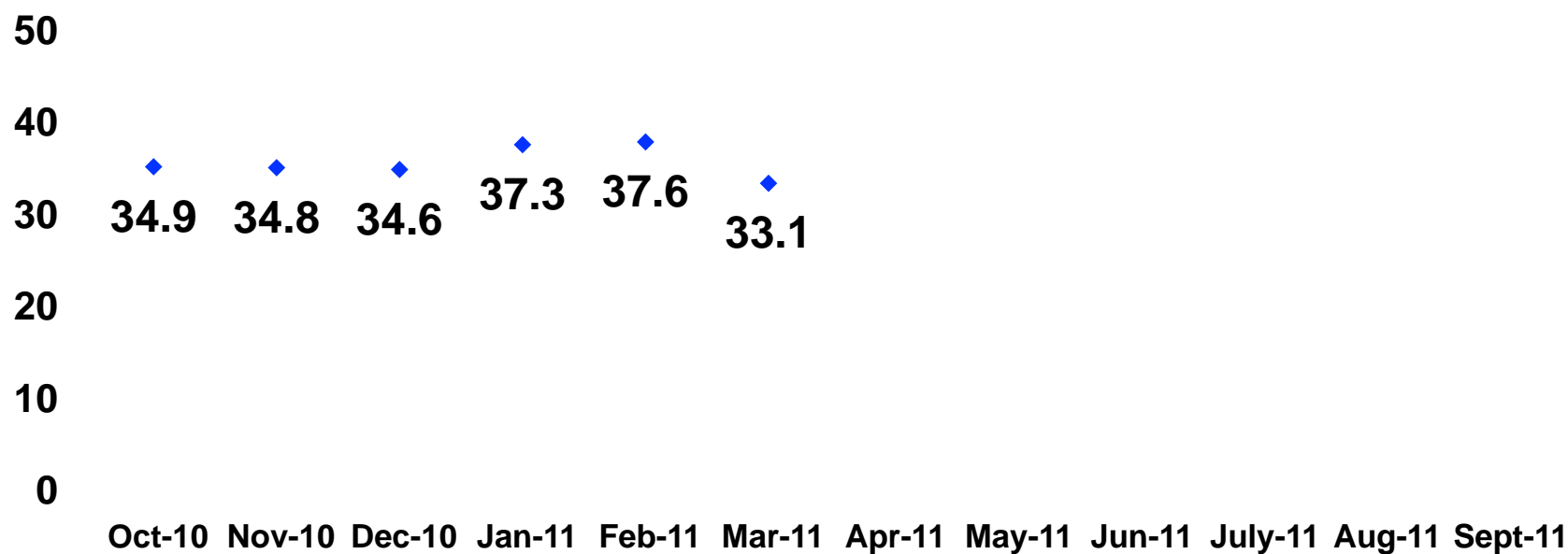
Marital Status Tracking



Marital Status Segmentation

| | | | TOTAL | FAMILY | REPEAT | SHOPPER | OFFICE LADY | GROUP | STUDENT | GOLF | WEDDING | HONEYMOON | DIVE | SENIOR |
|-------|---------|-------|-------|--------|--------|---------|----------------|-------|---------|------|---------|-----------|------|--------|
| B | Married | Count | 306 | 83 | 44 | 193 | 35 | 5 | 3 | 11 | 3 | 134 | 41 | 16 |
| | | Col % | 87% | 90% | 76% | 90% | 81% | 100% | 60% | 73% | 100% | 99% | 85% | 94% |
| | Single | Count | 47 | 9 | 14 | 22 | 8 | | 2 | 4 | | 1 | 7 | 1 |
| | | Col % | 13% | 10% | 24% | 10% | 19% | | 40% | 27% | | 1% | 15% | 6% |
| Total | Count | | 353 | 92 | 58 | 215 | 43 | 5 | 5 | 15 | 3 | 135 | 48 | 17 |

Average Age Tracking



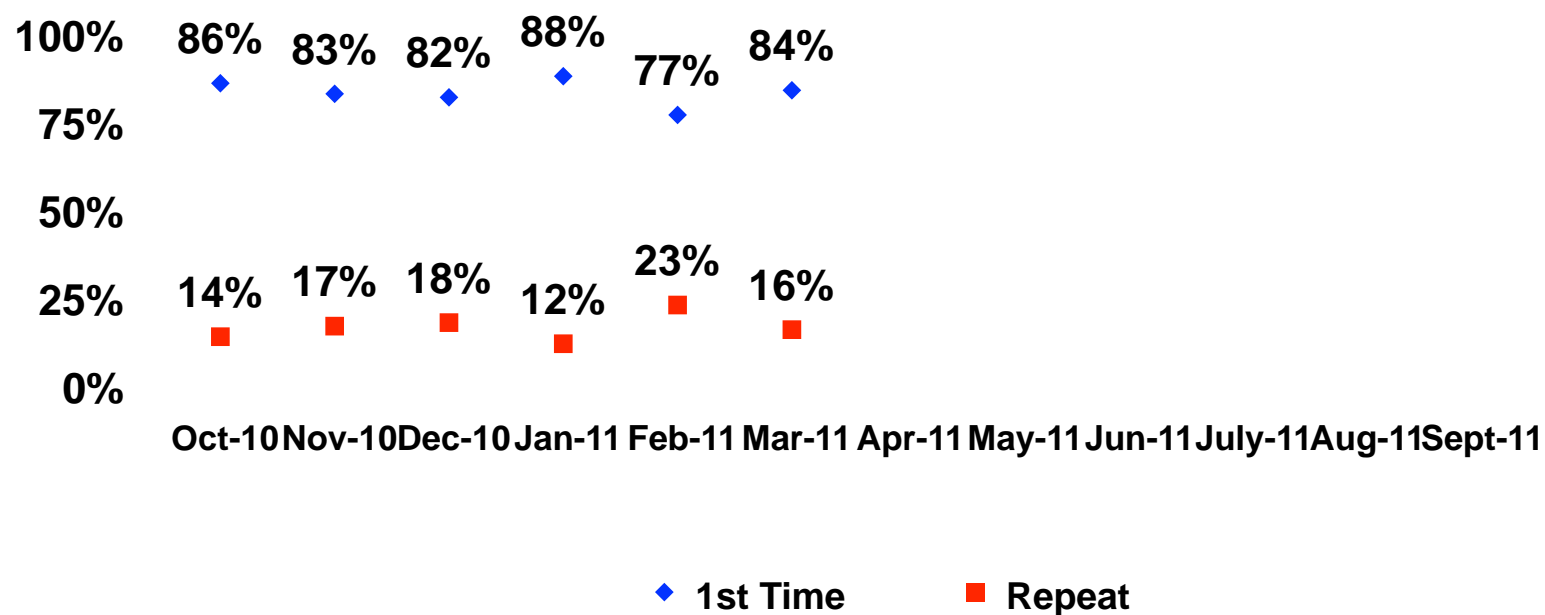
Age Segmentation

| | | | TOTAL | FAMILY | REPEAT | SHOPPER | OFFICE LADY | GROUP | STUDENT | GOLF | WEDDING | HONEYMOON | DIVE | SENIOR |
|-------|--------|-------|-------|--------|--------|---------|----------------|-------|---------|------|---------|-----------|------|--------|
| D. | 18-34 | Count | 249 | 45 | 30 | 159 | 39 | 1 | 5 | 8 | 3 | 120 | 41 | |
| | | Col % | 71% | 49% | 52% | 74% | 91% | 20% | 100% | 53% | 100% | 89% | 85% | |
| | 35-54 | Count | 93 | 44 | 24 | 47 | 4 | 3 | | 7 | | 15 | 6 | 6 |
| | | Col % | 26% | 48% | 41% | 22% | 9% | 60% | | 47% | | 11% | 13% | 35% |
| | 55+ | Count | 11 | 3 | 4 | 9 | | 1 | | | | | 1 | 11 |
| | | Col % | 3% | 3% | 7% | 4% | | 20% | | | | | 2% | 65% |
| Total | Count | | 353 | 92 | 58 | 215 | 43 | 5 | 5 | 15 | 3 | 135 | 48 | 17 |
| C | Mean | | 33.1 | 35.7 | 36.2 | 33.0 | 30.0 | 41.2 | 30.6 | 36.1 | 30.0 | 29.9 | 30.6 | 56.4 |
| | Median | | 31 | 35 | 34 | 31 | 30 | 42 | 31 | 33 | 29 | 29 | 29 | 56 |

Income Segmentation

| | | | TOTAL | FAMILY | REPEAT | SHOPPER | OFFICE LADY | GROUP | STUDENT | GOLF | WEDDING | HONEYMOON | DIVE | SENIOR |
|-------|------------------------|-------|-------|--------|--------|---------|----------------|-------|---------|------|---------|-----------|------|--------|
| Q.31 | Less than KW12 million | Count | 10 | 2 | 3 | 7 | | | | | | 5 | 1 | 1 |
| | | Col % | 3% | 2% | 5% | 3% | | | | | | 4% | 2% | 6% |
| | KW12M-KW24M | Count | 26 | 2 | 5 | 13 | 4 | | | 1 | | 15 | 5 | |
| | | Col % | 8% | 2% | 9% | 6% | 10% | | | 7% | | 11% | 11% | |
| | KW24M-KW36M | Count | 68 | 10 | 5 | 47 | 17 | | 2 | 1 | 1 | 36 | 13 | 1 |
| | | Col % | 20% | 11% | 9% | 22% | 40% | | 67% | 7% | 33% | 27% | 28% | 6% |
| | KW36M-KW48M | Count | 70 | 14 | 10 | 46 | 6 | 2 | | 1 | 2 | 40 | 13 | 6 |
| | | Col % | 20% | 16% | 17% | 22% | 14% | 40% | | 7% | 67% | 31% | 28% | 38% |
| | KW48M-KW60M | Count | 42 | 13 | 9 | 32 | 6 | 1 | | 2 | | 13 | 4 | |
| | | Col % | 12% | 14% | 16% | 15% | 14% | 20% | | 13% | | 10% | 9% | |
| | KW60M-KW72M | Count | 47 | 13 | 9 | 25 | 6 | 2 | | 2 | | 13 | 4 | 2 |
| | | Col % | 14% | 14% | 16% | 12% | 14% | 40% | | 13% | | 10% | 9% | 13% |
| | KW72M+ | Count | 71 | 32 | 13 | 36 | 3 | | | 7 | | 8 | 6 | 6 |
| | | Col % | 21% | 36% | 22% | 17% | 7% | | | 47% | | 6% | 13% | 38% |
| | No Income | Count | 10 | 4 | 4 | 5 | | | 1 | 1 | | 1 | | |
| | | Col % | 3% | 4% | 7% | 2% | | | 33% | 7% | | 1% | | |
| Total | Count | | 344 | 90 | 58 | 211 | 42 | 5 | 3 | 15 | 3 | 131 | 46 | 16 |

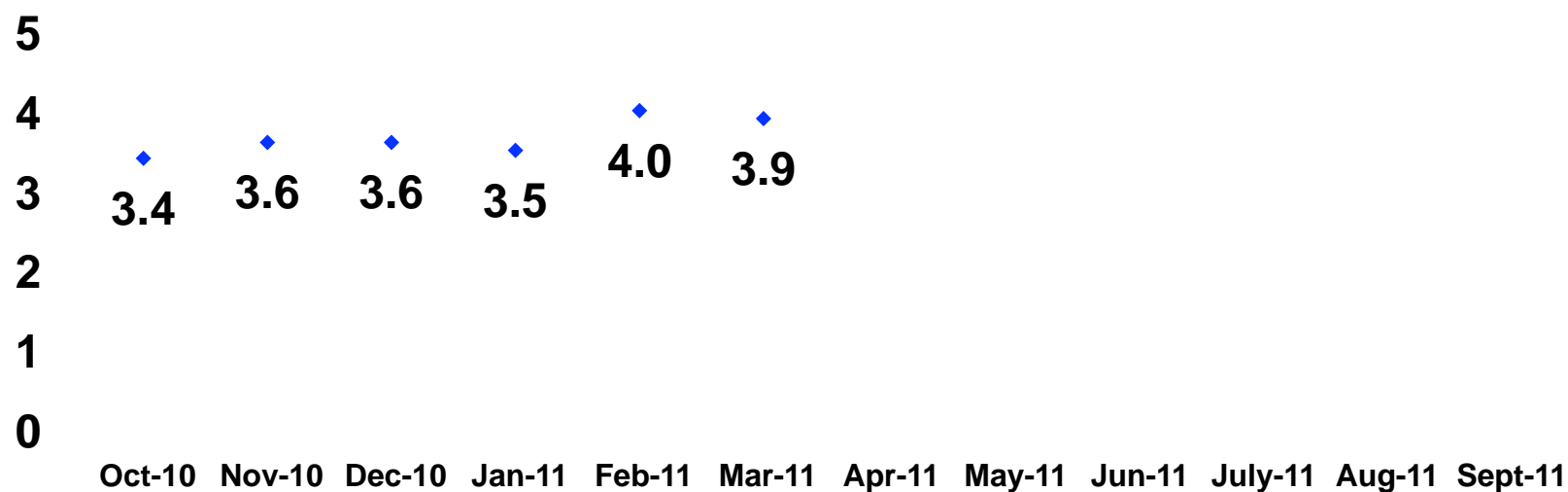
Prior Trips to Guam Tracking



Prior Trips to Guam Segmentation

| | | | TOTAL | FAMILY | REPEAT | SHOPPER | OFFICE LADY | GROUP | STUDENT | GOLF | WEDDING | HONEYMOON | DIVE | SENIOR |
|-------|-------|-------|-------|--------|--------|---------|----------------|-------|---------|------|---------|-----------|------|--------|
| Q.3A | Yes | Count | 295 | 70 | | 181 | 35 | 4 | 5 | 10 | 3 | 130 | 43 | 12 |
| | | Col % | 84% | 76% | | 84% | 81% | 80% | 100% | 67% | 100% | 96% | 90% | 71% |
| | No | Count | 58 | 22 | 58 | 34 | 8 | 1 | | 5 | | 5 | 5 | 5 |
| | | Col % | 16% | 24% | 100% | 16% | 19% | 20% | | 33% | | 4% | 10% | 29% |
| Total | Count | | 353 | 92 | 58 | 215 | 43 | 5 | 5 | 15 | 3 | 135 | 48 | 17 |

Average Length of Stay Tracking



Average Length of Stay Segmentation

| | TOTAL | FAMILY | REPEAT | SHOPPER | OFFICE LADY | GROUP | STUDENT | GOLF | WEDDING | HONEYMOON | DIVE | SENIOR |
|----------|-------|--------|--------|---------|----------------|-------|---------|------|---------|-----------|------|--------|
| Q 8 Mean | 3.9 | 4.1 | 4.7 | 3.9 | 3.3 | 3.0 | 3.2 | 7.4 | 3.3 | 3.4 | 3.6 | 3.5 |
| Median | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 |
| Minimum | 1 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 1 |
| Maximum | 90 | 45 | 45 | 90 | 5 | 3 | 4 | 45 | 4 | 6 | 14 | 5 |

SECTION 2 **TRAVEL PLANNING**

Travel Planning Segmentation

| | | | TOTAL | FAMILY | REPEAT | SHOPPER | OFFICE LADY | GROUP | STUDENT | GOLF | WEDDING | HONEYMOON | DIVE | SENIOR |
|-------|------------------------------|-------|-------|--------|--------|---------|----------------|-------|---------|------|---------|-----------|------|--------|
| Q.7 | Full package tours | Count | 204 | 47 | 23 | 128 | 34 | | 3 | 9 | 3 | 96 | 34 | 7 |
| | | Col % | 58% | 51% | 40% | 60% | 79% | | 60% | 60% | 100% | 71% | 71% | 41% |
| | Free-time package tours | Count | 116 | 38 | 22 | 69 | 7 | | 2 | 4 | | 35 | 10 | 6 |
| | | Col % | 33% | 41% | 38% | 32% | 16% | | 40% | 27% | | 26% | 21% | 35% |
| | Individually arranged travel | Count | 19 | 7 | 10 | 11 | 2 | | | 2 | | 3 | 2 | 1 |
| | | Col % | 5% | 8% | 17% | 5% | 5% | | | 13% | | 2% | 4% | 6% |
| | Group tour | Count | 5 | | 1 | 3 | | 5 | | | | 1 | 1 | 1 |
| | | Col % | 1% | | 2% | 1% | | 100% | | | | 1% | 2% | 6% |
| | Other | Count | 1 | | | 1 | | | | | | | | 1 |
| | | Col % | 0% | | | 0% | | | | | | | | 6% |
| | Company paid travel | Count | 8 | | 2 | 3 | | | | | | | 1 | 1 |
| | | Col % | 2% | | 3% | 1% | | | | | | | 2% | 6% |
| Total | Count | | 353 | 92 | 58 | 215 | 43 | 5 | 5 | 15 | 3 | 135 | 48 | 17 |

Travel Motivation Segmentation

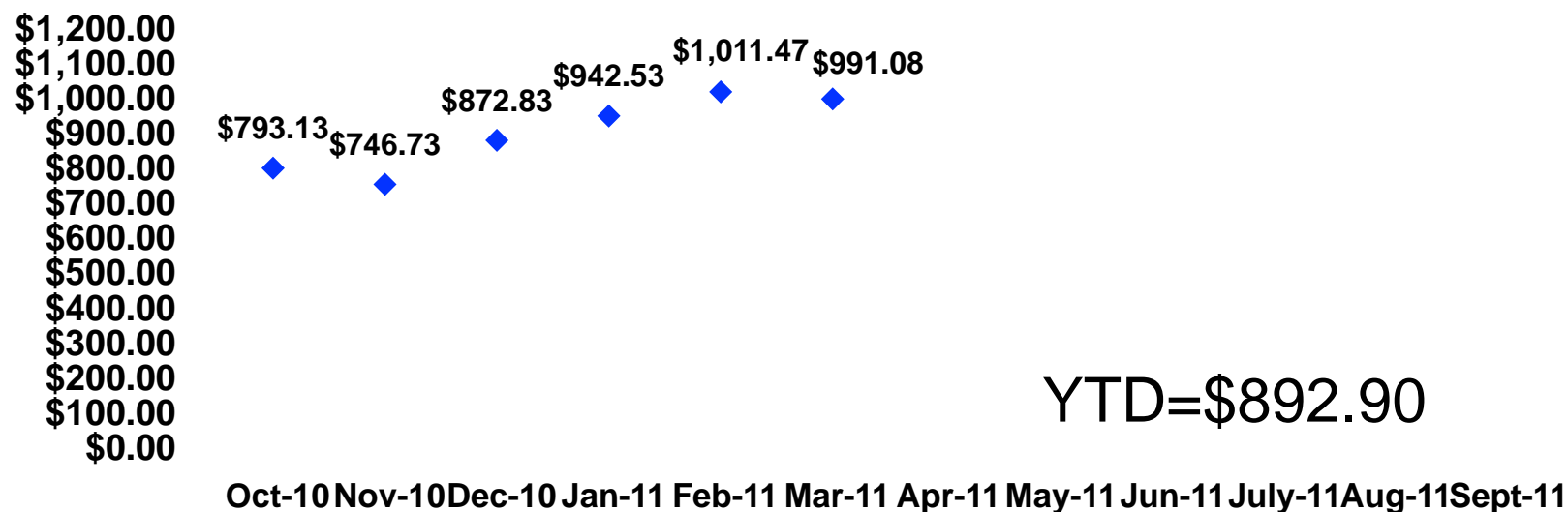
| | | TOTAL | FAMILY | REPEAT | SHOPPER | OFFICE LADY | GROUP | STUDENT | GOLF | WEDDING | HONEYMOON | DIVE | SENIOR |
|-------|--|-------|--------|--------|---------|----------------|-------|---------|------|---------|-----------|------|--------|
| Q.5 | Just to relax | 50% | 66% | 57% | 50% | 53% | 60% | 40% | 53% | | 34% | 48% | 65% |
| | Honeymoon | 38% | 2% | 9% | 42% | 44% | 20% | 20% | 7% | 33% | 100% | 50% | |
| | Beautiful seas, beaches, tropical climate | 40% | 52% | 38% | 37% | 37% | | 40% | 67% | 33% | 25% | 46% | 53% |
| | Short travel time | 29% | 36% | 41% | 28% | 37% | | | 20% | 33% | 27% | 27% | 18% |
| | It is a safe place to spend a vacation | 26% | 40% | 36% | 23% | 23% | 20% | 60% | 7% | 33% | 16% | 15% | 35% |
| | Shopping | 16% | 24% | 34% | 17% | 16% | | 20% | 13% | | 10% | 10% | 12% |
| | Recommendation of friend, relative, travel agency | 16% | 21% | 7% | 17% | 21% | | 20% | 13% | 33% | 17% | 8% | |
| | A previous visit | 8% | 16% | 50% | 8% | 12% | | | 20% | | 1% | 8% | 12% |
| | Pleasure | 7% | 12% | 17% | 10% | 5% | | | 20% | | 1% | 8% | 24% |
| | Price of the tour package | 8% | 7% | 10% | 8% | 7% | | | 7% | | 9% | 6% | |
| | Water sports | 6% | 4% | 12% | 5% | 5% | | 20% | 13% | | 3% | 17% | 18% |
| | To visit friends or relatives | 3% | 3% | 10% | 3% | | | | 33% | | | 4% | |
| | Other | 3% | 3% | 2% | 4% | 2% | 20% | | 7% | | 3% | 4% | |
| | To golf | 2% | 2% | 10% | 3% | | | | 40% | | | | 6% |
| | Company or Business trip | 2% | | 9% | 2% | 2% | 40% | | | | | 2% | 18% |
| | SCUBA diving | 2% | | 2% | 3% | | | 20% | | | 3% | 10% | |
| | My company sponsored me | 3% | | 2% | 1% | | 20% | | 13% | | | | 18% |
| | Organized Sporting Activity | 2% | 1% | 2% | 1% | 2% | | | | | 1% | 4% | 6% |
| | Promotional materials from GVB | 1% | 3% | 2% | 1% | | | | | | 1% | 2% | |
| | To get married or Attend wedding | 1% | | | 0% | 2% | | | | 100% | 1% | 2% | |
| | Career certification or testing | 1% | 1% | 2% | | | | | | | | | |
| | Convention, Conference, Trade show | 0% | | 2% | | | | | | | | | |
| Total | Cases | 353 | 92 | 58 | 215 | 43 | 5 | 5 | 15 | 3 | 135 | 48 | 17 |

Information Sources Segmentation

| | | TOTAL | FAMILY | REPEAT | SHOPPER | OFFICE LADY | GROUP | STUDENT | GOLF | WEDDING | HONEYMOON | DIVE | SENIOR |
|-------|---------------------------------|-------|--------|--------|---------|----------------|-------|---------|------|---------|-----------|------|--------|
| Q.1 | Internet | 86% | 85% | 74% | 87% | 93% | 100% | 60% | 73% | 100% | 84% | 96% | 94% |
| | Travel agent brochure | 43% | 34% | 26% | 45% | 37% | 20% | 80% | 27% | 100% | 57% | 40% | 19% |
| | Friend or relative | 23% | 24% | 9% | 22% | 19% | 20% | 40% | 33% | 67% | 28% | 19% | 13% |
| | I have been to Guam before | 16% | 24% | 97% | 15% | 19% | 20% | | 33% | | 4% | 10% | 31% |
| | Company travel department | 13% | 8% | 5% | 14% | 26% | 40% | | 13% | | 14% | 8% | 13% |
| | Travel guide book at bookstores | 8% | 4% | 17% | 9% | 9% | | | 7% | | 6% | 6% | 13% |
| | Guam promo activities | 9% | 8% | 7% | 8% | 14% | | | | | 7% | 10% | |
| | TV | 7% | 7% | 5% | 5% | 2% | | | 13% | | 7% | 6% | 13% |
| | Newspaper | 5% | 7% | 5% | 4% | 7% | | | | | 5% | 6% | 6% |
| | Magazine | 3% | 5% | 5% | 1% | 5% | | | | | 3% | 2% | 6% |
| | Pod casts | 0% | | | 0% | | | | | | 1% | | |
| Total | Cases | 352 | 92 | 58 | 215 | 43 | 5 | 5 | 15 | 3 | 135 | 48 | 16 |

SECTION 3 **EXPENDITURES**

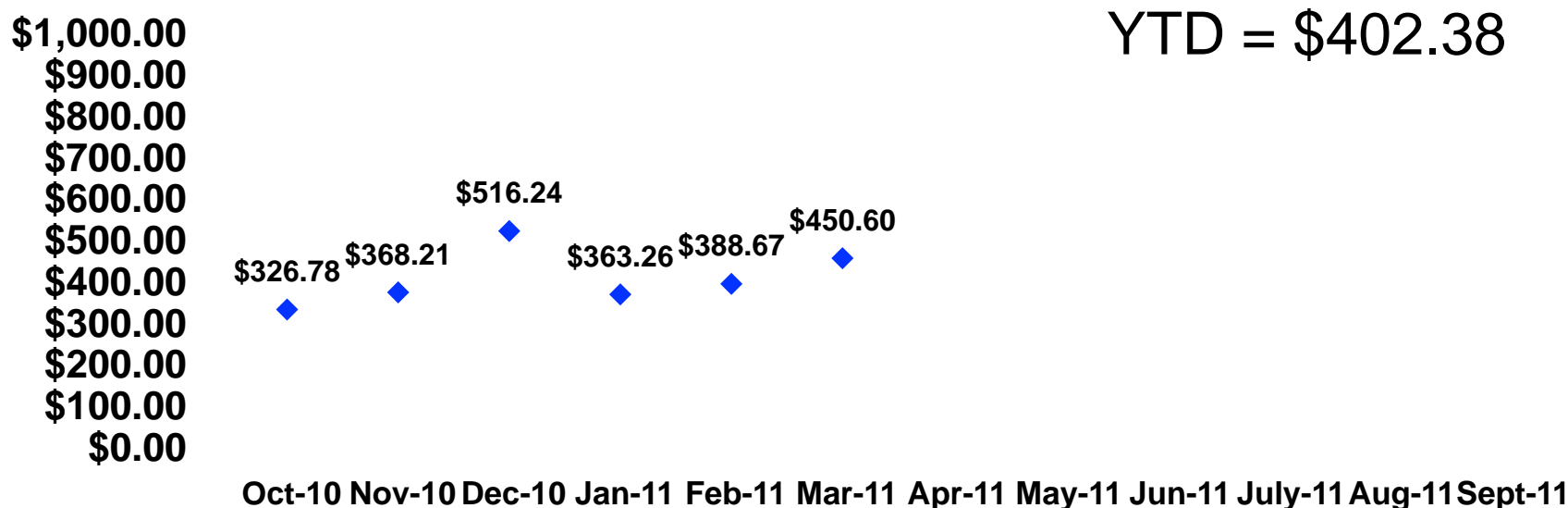
Prepaid Expenditures Tracking



Prepaid Expenditures Per Person Segmentation

| | | TOTAL | FAMILY | REPEAT | SHOPPER | OFFICE LADY | GROUP | STUDENT | GOLF | WEDDING | HONEYMOON | DIVE | SENIOR |
|--|---------|------------|------------|------------|------------|----------------|--------|------------|------------|------------|------------|------------|------------|
| Prepaid per person converted to \$ | Mean | \$991.08 | \$808.27 | \$744.79 | \$989.31 | \$1,111.02 | \$0.00 | \$941.64 | \$914.29 | \$1,689.36 | \$1,266.61 | \$943.48 | \$744.57 |
| | Median | \$1,010 | \$833 | \$821 | \$1,039 | \$1,184 | \$0 | \$892 | \$1,004 | \$1,410 | \$1,341 | \$1,004 | \$892 |
| | Minimum | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$642.43 | \$0.00 | \$1,338.40 | \$0.00 | \$0.00 | \$0.00 |
| | Maximum | \$4,015.20 | \$3,542.30 | \$3,542.30 | \$3,122.94 | \$3,122.94 | \$0.00 | \$1,300.63 | \$3,542.30 | \$2,319.90 | \$4,015.20 | \$2,319.90 | \$1,784.54 |

On-Island Expenditures Tracking



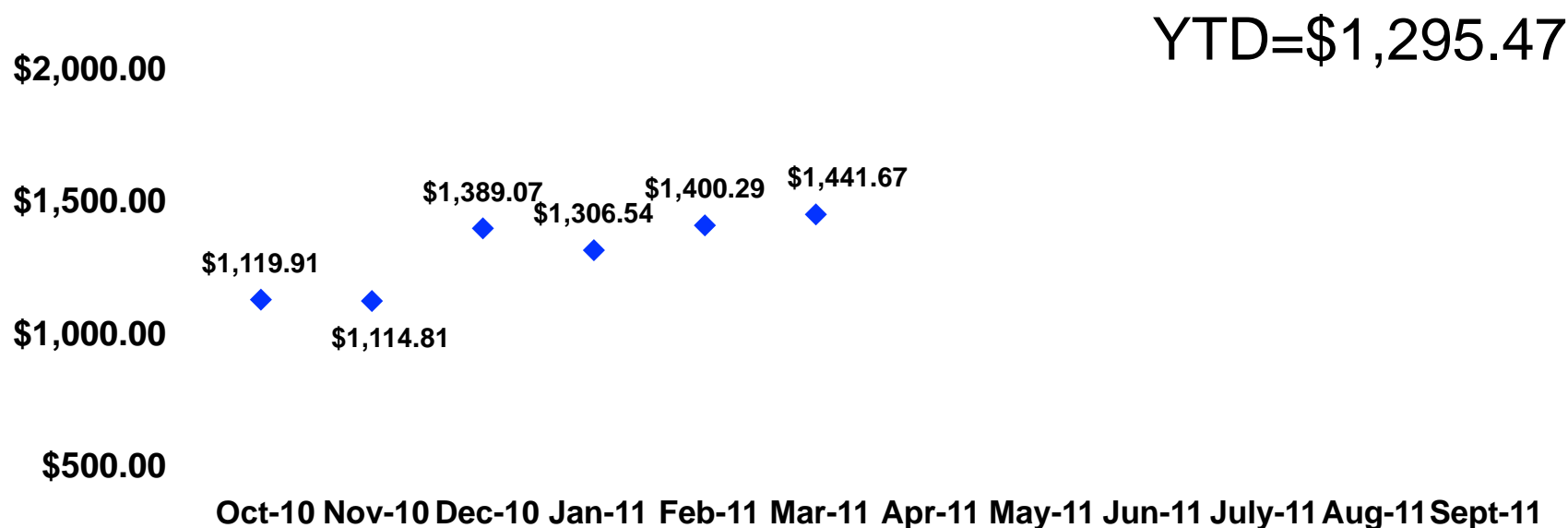
On-Island Expenditures Per Person Segmentation

| | | TOTAL | FAMILY | REPEAT | SHOPPER | OFFICE LADY | GROUP | STUDENT | GOLF | WEDDING | HONEYMOON | DIVE | SENIOR |
|-----------------------------------|---------|------------|------------|------------|------------|----------------|------------|----------|------------|------------|------------|------------|------------|
| Per person on-island exp | Mean | \$450.60 | \$297.38 | \$473.50 | \$473.30 | \$444.47 | \$400.00 | \$482.00 | \$940.81 | \$394.67 | \$566.29 | \$508.10 | \$329.01 |
| | Median | \$350 | \$227 | \$375 | \$400 | \$400 | \$250 | \$500 | \$338 | \$139 | \$500 | \$371 | \$200 |
| | Minimum | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$30.00 | \$166.67 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| | Maximum | \$4,000.00 | \$3,200.00 | \$3,200.00 | \$4,000.00 | \$1,575.00 | \$1,250.00 | \$900.00 | \$4,000.00 | \$1,045.00 | \$4,000.00 | \$4,000.00 | \$1,000.00 |

On-Island Expenditures Breakdown

| | | TOTAL | FAMILY | REPEAT | SHOPPER | OFFICE LADY | GROUP | STUDENT | GOLF | WEDDING | HONEYMOON | DIVE | SENIOR |
|---------------|--------|----------|----------|----------|----------|----------------|----------|----------|----------|----------|-----------|----------|----------|
| F&B-HOTEL | Mean | \$29.74 | \$23.59 | \$39.36 | \$29.81 | \$34.42 | \$14.40 | \$62.00 | \$58.00 | \$1.00 | \$22.15 | \$19.67 | \$97.76 |
| | 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 |
| F&B-FF | Mean | \$31.70 | \$36.03 | \$27.47 | \$32.23 | \$43.26 | \$4.00 | \$56.00 | \$45.67 | \$3.33 | \$35.73 | \$35.52 | \$18.82 |
| REST/CONV | Median | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$20.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| F&B-OUT- SIDE | Mean | \$58.83 | \$67.23 | \$97.41 | \$73.53 | \$63.02 | \$0.00 | \$64.00 | \$240.00 | \$0.00 | \$38.21 | \$69.69 | \$100.59 |
| HOTEL/ REST | 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 |
| OPTIONAL | Mean | \$136.32 | \$133.61 | \$88.57 | \$145.05 | \$131.65 | \$60.00 | \$36.00 | \$239.33 | \$283.33 | \$175.05 | \$210.10 | \$245.47 |
| TOUR | Median | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$100.00 | \$0.00 | \$0.00 | \$70.00 | \$170.00 | \$140.00 | \$170.00 | \$0.00 |
| GIFT/ | Mean | \$230.95 | \$192.37 | \$221.52 | \$245.30 | \$279.30 | \$300.00 | \$160.00 | \$506.67 | \$148.33 | \$264.76 | \$244.38 | \$70.59 |
| SOUV-SELF | Median | \$0.00 | \$0.00 | \$85.00 | \$0.00 | \$100.00 | \$0.00 | \$0.00 | \$0.00 | \$45.00 | \$0.00 | \$0.00 | \$0.00 |
| GIFT/ SOUV- | Mean | \$175.25 | \$137.72 | \$135.17 | \$205.53 | \$200.81 | \$162.00 | \$30.00 | \$132.00 | \$340.00 | \$271.92 | \$242.31 | \$133.82 |
| F&F AT HOME | Median | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$100.00 | \$0.00 | \$0.00 | \$0.00 | \$20.00 | \$77.00 | \$0.00 | \$0.00 |
| LOCAL TRANS | Mean | \$32.07 | \$36.35 | \$41.90 | \$35.69 | \$30.60 | \$12.00 | \$6.00 | \$118.00 | \$6.67 | \$30.98 | \$28.63 | \$15.29 |
| | 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 |
| OTHER EXP | Mean | \$233.35 | \$291.85 | \$256.86 | \$231.40 | \$177.63 | \$147.60 | \$650.00 | \$199.43 | \$6.67 | \$283.53 | \$253.50 | \$65.94 |
| | Median | \$10.00 | \$55.00 | \$40.00 | \$10.00 | \$0.00 | \$120.00 | \$700.00 | \$0.00 | \$10.00 | \$10.00 | \$15.00 | \$0.00 |

Total Expenditures Tracking



Total Expenditures Per Person Segmentation

| | | TOTAL | FAMILY | REPEAT | SHOPPER | OFFICE LADY | GROUP | STUDENT | GOLF | WEDDING | HONEYMOON | DIVE | SENIOR |
|-------|---------|------------|------------|------------|------------|----------------|----------|------------|------------|------------|------------|------------|------------|
| TOTPP | Mean | \$1,441.67 | \$1,105.65 | \$1,218.29 | \$1,462.61 | \$1,555.49 | \$400.00 | \$1,423.64 | \$1,855.10 | \$2,084.03 | \$1,833.77 | \$1,451.58 | \$1,073.58 |
| | Median | 1371.36 | 1055.21 | 1106.29 | 1426.11 | 1524.26 | 250.00 | 1533.96 | 1319.17 | 1548.78 | 1850.67 | 1388.00 | 1177.98 |
| | Minimum | .00 | .00 | .00 | .00 | 250.00 | 30.00 | 809.10 | .00 | 1338.40 | .00 | .00 | .00 |
| | Maximum | 6742.30 | 6742.30 | 6742.30 | 5070.72 | 3359.54 | 1250.00 | 1725.33 | 6742.30 | 3364.90 | 5515.20 | 5070.72 | 2070.72 |

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

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Comparison of Drivers of Overall Satisfaction, Oct, Nov, Dec 2010, Jan, Feb, Mar 2011 and Overall Oct 2010 - Mar 2011

| | Oct-10 | Nov-10 | Dec-10 | Jan-11 | Feb-11 | Mar-11 | Combined Oct 2010 - Mar 2011 |
|---|---------------|---------------|---------------|---------------|---------------|---------------|---|
| Independent Variables: | rank | rank | rank | rank | rank | rank | rank |
| Cleanliness of beaches & parks | 3 | 3 | 2 | 4 | 3 | | 3 |
| Ease of getting around | | | | 2 | 4 | | 5 |
| Safety walking around at night | | | | | | | |
| Quality of daytime tours | | 1 | | | | 3 | 6 |
| Variety of daytime tours | 2 | | 4 | 5 | 2 | 2 | 2 |
| Quality of nighttime tours | | | | | | 4 | |
| Variety of nighttime tours | | | | | | | |
| Quality of shopping | | | 3 | 3 | | | 4 |
| Variety of shopping | | | | 6 | | | |
| Price of things on Guam | | | | | | | |
| Quality of hotel accommodations | 1 | 2 | 1 | 1 | 1 | 1 | 1 |
| % of Overall Satisfaction Accounted For | 54.5% | 38.5% | 57.9% | 50.4% | 53.7% | 43.6% | 48.9% |

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 March 2011 Period, by rank order they are:
 - **Quality of hotel accommodations,**
 - **Variety of daytime tours,**
 - **Quality of daytime tours, and**
 - **Quality of nighttime tours.**
- With all four factors the overall r^2 is .436 meaning that **43.6% of overall satisfaction is accounted for by these four factors.**

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Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2010, and Jan, Feb, Mar 2011 and Overall Oct 2010 - Mar 2011

| | Oct-10 | Nov-10 | Dec-10 | Jan-11 | Feb-11 | Mar-11 | Combined Oct 2010 - Mar 2011 |
|--|---------------|---------------|---------------|---------------|---------------|---------------|---|
| Independent Variables: | rank | rank | rank | rank | rank | rank | rank |
| Cleanliness of beaches & parks | | | | | | | |
| Ease of getting around | | | | | | | 3 |
| Safety walking around at night | | | | | | | |
| Quality of daytime tours | | | | | | | |
| Variety of daytime tours | | | | | | | |
| Quality of nighttime tours | | | | | | | |
| Variety of nighttime tours | | | | 1 | | | 1 |
| Quality of shopping | 1 | | | | | | 2 |
| Variety of shopping | | | | | | | |
| Price of things on Guam | | | | | | | |
| Quality of hotel accommodations | | | | | | | |
| % of Overall Satisfaction Accounted For | 1.8% | 0.0% | 0.0% | 2.3% | 0.0% | 0.0% | 1.1% |
| NOTE: Only significant variables are ranked. | | | | | | | |

Drivers of Per Person On Island Expenditure

- **Per Person On Island Expenditure** with the Korean visitors on Guam is driven by no significant factor in the March 2011 Period.