



# **GUAM VISITORS BUREAU**

## **Korean Visitor Tracker Exit Profile**

### **FY2011 MARKET SEGMENTATION –**

### **NOVEMBER 2010**



**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:
    - 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.

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# Highlighted Segments

## Parameters

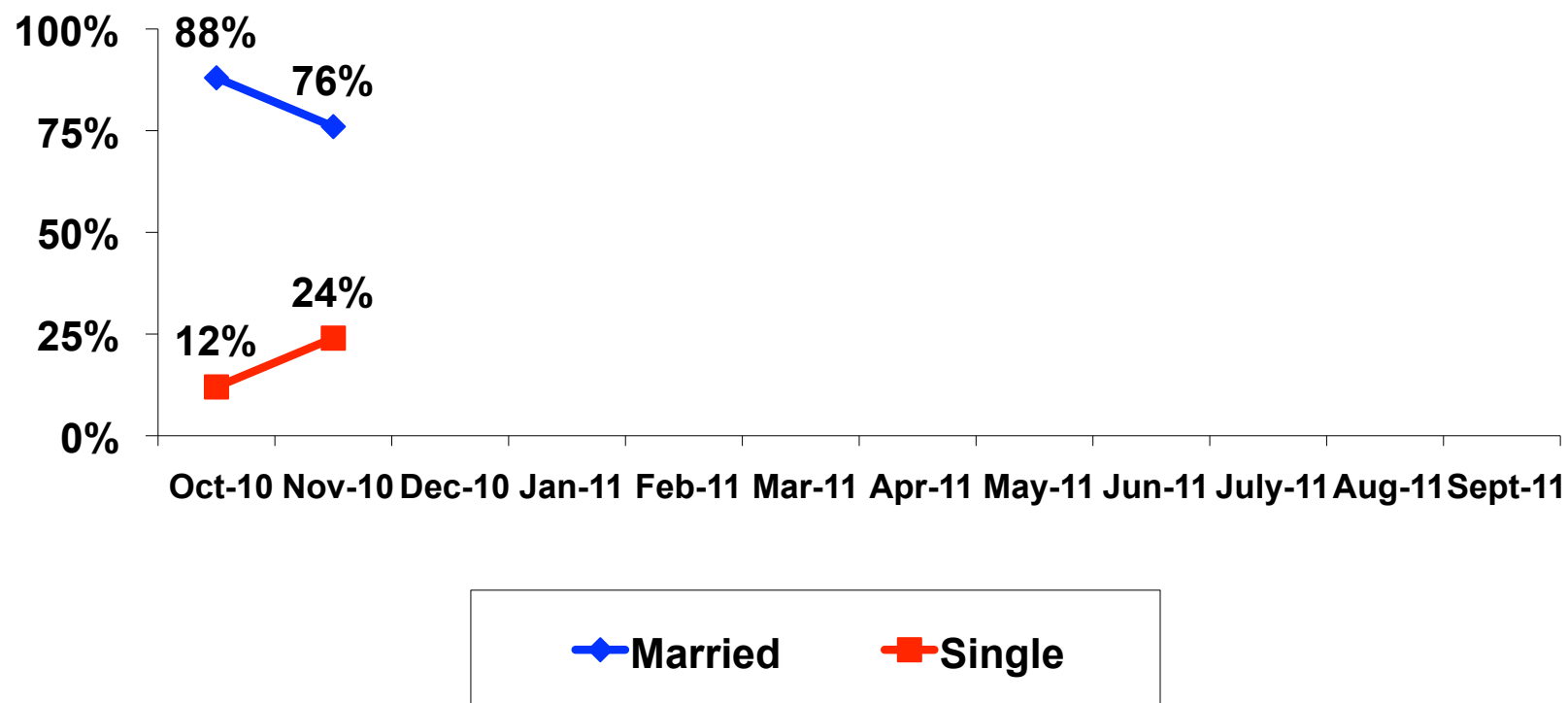
- Families – Q.6
- Repeaters – Q.3A
- Shoppers – Q.19
- Seniors – Q.D/ 51+
- OL/Salary Woman – Q.29/female
- Group Travelers – Q.7
- Students – Q.29
- Golfers – Q.19
- Wedding – Q.5A
- Divers – Q.19
- Honeymooners – Q.5A

1

# SECTION 1

## **PROFILE OF RESPONDENTS**

# Marital Status Tracking

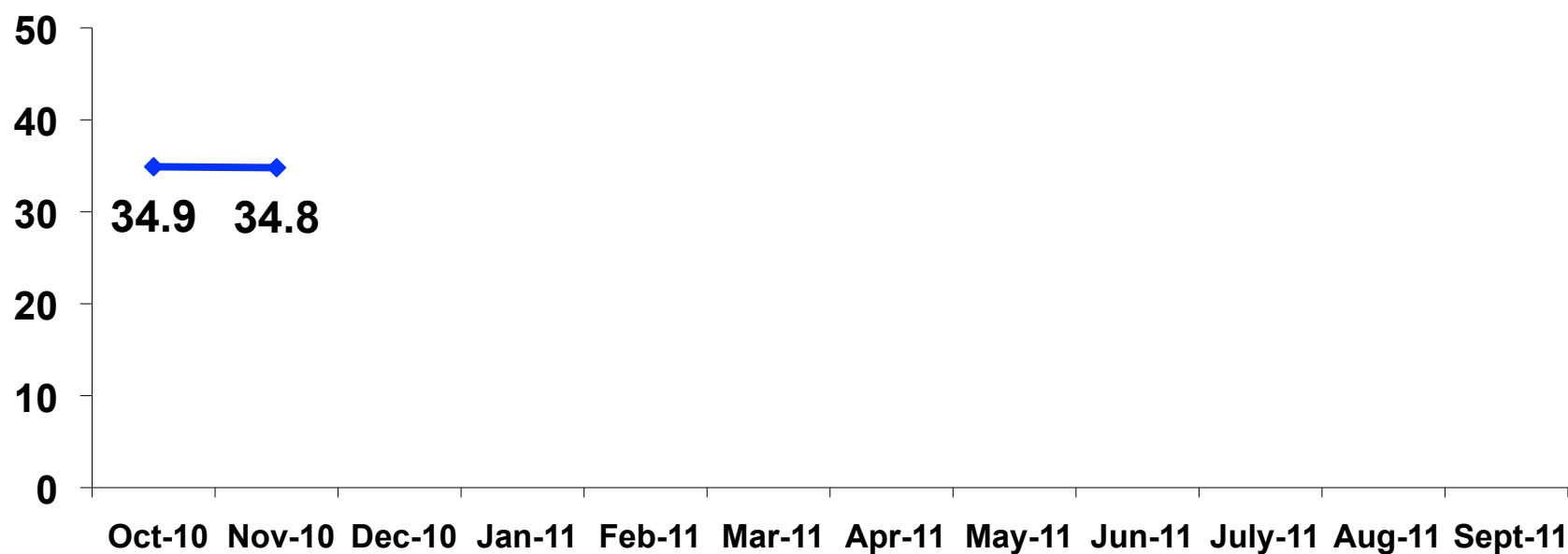


# Marital Status Segmentation

|       |         |       | TOTAL | FAMILY | REPEAT | SHOPPER | OFFICE<br>LADY | GROUP | STUDENT | GOLF | WEDDING | HONEYMOON | DIVE | SENIOR |
|-------|---------|-------|-------|--------|--------|---------|----------------|-------|---------|------|---------|-----------|------|--------|
| B     | Married | Count | 266   | 125    | 47     | 163     | 21             | 14    | 5       | 19   | 1       | 47        | 53   | 18     |
|       |         | Col % | 76%   | 85%    | 78%    | 75%     | 54%            | 67%   | 83%     | 83%  | 50%     | 100%      | 62%  | 100%   |
|       | Single  | Count | 86    | 22     | 13     | 54      | 18             | 7     | 1       | 4    | 1       |           | 32   |        |
|       |         | Col % | 24%   | 15%    | 22%    | 25%     | 46%            | 33%   | 17%     | 17%  | 50%     |           | 38%  |        |
| Total | Count   |       | 352   | 147    | 60     | 217     | 39             | 21    | 6       | 23   | 2       | 47        | 85   | 18     |



# Average Age Tracking



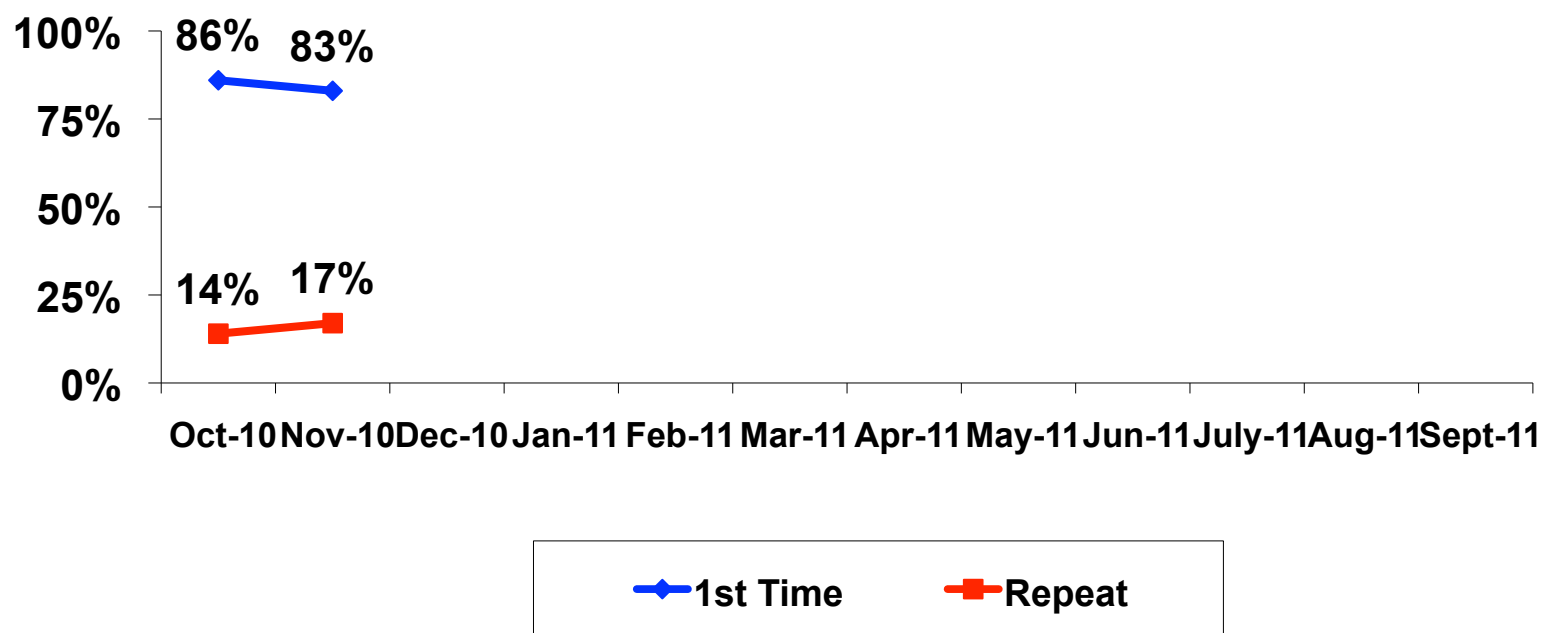
# Age Segmentation

|       |        |       | TOTAL | FAMILY | REPEAT | SHOPPER | OFFICE<br>LADY | GROUP | STUDENT | GOLF | WEDDING | HONEYMOON | DIVE | SENIOR |
|-------|--------|-------|-------|--------|--------|---------|----------------|-------|---------|------|---------|-----------|------|--------|
| D.    | 18-34  | Count | 188   | 46     | 25     | 126     | 25             | 12    | 4       | 12   | 1       | 43        | 62   |        |
|       |        | Col % | 53%   | 31%    | 42%    | 58%     | 64%            | 57%   | 67%     | 52%  | 50%     | 91%       | 73%  |        |
|       | 35-54  | Count | 150   | 95     | 31     | 82      | 14             | 9     | 1       | 10   | 1       | 4         | 22   | 4      |
|       |        | Col % | 43%   | 65%    | 52%    | 38%     | 36%            | 43%   | 17%     | 43%  | 50%     | 9%        | 26%  | 22%    |
|       | 55+    | Count | 14    | 6      | 4      | 9       |                |       | 1       | 1    |         |           | 1    | 14     |
|       |        | Col % | 4%    | 4%     | 7%     | 4%      |                |       | 17%     | 4%   |         |           | 1%   | 78%    |
| Total | Count  |       | 352   | 147    | 60     | 217     | 39             | 21    | 6       | 23   | 2       | 47        | 85   | 18     |
| C     | Mean   |       | 34.8  | 37.3   | 36.6   | 34.4    | 32.5           | 33.9  | 37.7    | 36.0 | 35.5    | 30.0      | 31.8 | 59.7   |
|       | Median |       | 34    | 37     | 36     | 33      | 32             | 33    | 31      | 34   | 36      | 30        | 30   | 59     |

# Income Segmentation

|       |                        |       | TOTAL | FAMILY | REPEAT | SHOPPER | OFFICE<br>LADY | GROUP | STUDENT | GOLF | WEDDING | HONEYMOON | DIVE | SENIOR |
|-------|------------------------|-------|-------|--------|--------|---------|----------------|-------|---------|------|---------|-----------|------|--------|
| Q 31  | Less than KW12 million | Count | 9     | 4      | 2      | 7       |                |       |         | 1    |         | 2         | 3    | 1      |
|       |                        | Col % | 3%    | 3%     | 4%     | 3%      |                |       |         | 5%   |         | 4%        | 4%   | 6%     |
|       | KW12M-KW24M            | Count | 23    | 6      | 1      | 16      | 2              | 3     |         | 2    |         | 6         | 7    | 2      |
|       |                        | Col % | 7%    | 4%     | 2%     | 8%      | 5%             | 14%   |         | 9%   |         | 13%       | 9%   | 11%    |
|       | KW24M-KW36M            | Count | 64    | 13     | 6      | 41      | 8              | 4     | 3       | 3    | 1       | 16        | 23   | 2      |
|       |                        | Col % | 19%   | 9%     | 11%    | 19%     | 21%            | 19%   | 50%     | 14%  | 50%     | 35%       | 28%  | 11%    |
|       | KW36M-KW48M            | Count | 62    | 22     | 5      | 43      | 6              | 3     | 1       | 2    | 1       | 10        | 18   | 1      |
|       |                        | Col % | 18%   | 15%    | 9%     | 20%     | 15%            | 14%   | 17%     | 9%   | 50%     | 22%       | 22%  | 6%     |
|       | KW48M-KW60M            | Count | 65    | 27     | 10     | 39      | 8              | 2     |         | 6    |         | 7         | 10   | 7      |
|       |                        | Col % | 19%   | 19%    | 18%    | 18%     | 21%            | 10%   |         | 27%  |         | 15%       | 12%  | 39%    |
|       | KW60M-KW72M            | Count | 43    | 27     | 12     | 23      | 2              | 4     |         | 4    |         |           | 4    | 3      |
|       |                        | Col % | 13%   | 19%    | 21%    | 11%     | 5%             | 19%   |         | 18%  |         |           | 5%   | 17%    |
|       | KW72M+                 | Count | 70    | 42     | 19     | 39      | 12             | 3     |         | 2    |         | 3         | 13   | 2      |
|       |                        | Col % | 20%   | 29%    | 33%    | 18%     | 31%            | 14%   |         | 9%   |         | 7%        | 16%  | 11%    |
|       | No Income              | Count | 8     | 2      | 2      | 3       | 1              | 2     | 2       | 2    |         | 2         | 4    |        |
|       |                        | Col % | 2%    | 1%     | 4%     | 1%      | 3%             | 10%   | 33%     | 9%   |         | 4%        | 5%   |        |
| Total | Count                  |       | 344   | 143    | 57     | 211     | 39             | 21    | 6       | 22   | 2       | 46        | 82   | 18     |

# Prior Trips to Guam Tracking



# Prior Trips to Guam Segmentation

|       |       |       | TOTAL | FAMILY | REPEAT | SHOPPER | OFFICE<br>LADY | GROUP | STUDENT | GOLF | WEDDING | HONEYMOON | DIVE | SENIOR |
|-------|-------|-------|-------|--------|--------|---------|----------------|-------|---------|------|---------|-----------|------|--------|
| Q 3A  | Yes   | Count | 292   | 114    |        | 190     | 32             | 20    | 5       | 18   | 2       | 45        | 74   | 12     |
|       |       | Col % | 83%   | 78%    |        | 88%     | 82%            | 95%   | 83%     | 78%  | 100%    | 96%       | 87%  | 67%    |
|       | No    | Count | 60    | 33     | 60     | 27      | 7              | 1     | 1       | 5    |         | 2         | 11   | 6      |
|       |       | Col % | 17%   | 22%    | 100%   | 12%     | 18%            | 5%    | 17%     | 22%  |         | 4%        | 13%  | 33%    |
| Total | Count |       | 352   | 147    | 60     | 217     | 39             | 21    | 6       | 23   | 2       | 47        | 85   | 18     |

# Average Length of Stay Tracking



# Average Length of Stay Segmentation

|          | TOTAL | FAMILY | REPEAT | SHOPPER | OFFICE<br>LADY | GROUP | STUDENT | GOLF | WEDDING | HONEYMOON | DIVE | SENIOR |
|----------|-------|--------|--------|---------|----------------|-------|---------|------|---------|-----------|------|--------|
| Q 8 Mean | 3.6   | 3.4    | 3.9    | 3.7     | 3.4            | 3.7   | 3.3     | 4.1  | 3.0     | 3.4       | 3.8  | 4.5    |
| Median   | 3     | 3      | 3      | 3       | 3              | 3     | 3       | 3    | 3       | 3         | 3    | 3      |
| Minimum  | 1     | 2      | 1      | 2       | 2              | 3     | 3       | 3    | 2       | 3         | 1    | 2      |
| Maximum  | 31    | 8      | 25     | 31      | 10             | 12    | 4       | 25   | 4       | 5         | 31   | 25     |

# SECTION 2 **TRAVEL PLANNING**



# Travel Planning Segmentation

|       |                              |       | TOTAL | FAMILY | REPEAT | SHOPPER | OFFICE<br>LADY | GROUP | STUDENT | GOLF | WEDDING | HONEYMOON | DIVE | SENIOR |
|-------|------------------------------|-------|-------|--------|--------|---------|----------------|-------|---------|------|---------|-----------|------|--------|
| Q.7   | Full package tours           | Count | 213   | 90     | 30     | 140     | 25             |       | 4       | 17   |         | 38        | 59   | 12     |
|       |                              | Col % | 61%   | 61%    | 50%    | 65%     | 64%            |       | 67%     | 74%  |         | 81%       | 69%  | 57%    |
|       | Free-time package tours      | Count | 86    | 40     | 20     | 48      | 10             |       | 2       | 2    | 1       | 8         | 16   |        |
|       |                              | Col % | 24%   | 27%    | 33%    | 22%     | 26%            |       | 33%     | 9%   | 50%     | 17%       | 19%  |        |
|       | Individually arranged travel | Count | 25    | 10     | 8      | 15      | 1              |       |         | 2    | 1       | 1         | 4    | 3      |
|       |                              | Col % | 7%    | 7%     | 13%    | 7%      | 3%             |       |         | 9%   | 50%     | 2%        | 5%   | 17%    |
|       | Group tour                   | Count | 21    | 6      | 1      | 11      | 3              | 21    |         | 2    |         |           | 6    | 2      |
|       |                              | Col % | 6%    | 4%     | 2%     | 5%      | 8%             | 100%  |         | 9%   |         |           | 7%   | 11%    |
|       | Other                        | Count | 7     | 1      | 1      | 3       |                |       |         |      |         |           |      | 1      |
|       |                              | Col % | 2%    | 1%     | 2%     | 1%      |                |       |         |      |         |           |      | 6%     |
| Total | Count                        |       | 352   | 147    | 60     | 217     | 39             | 21    | 6       | 23   | 2       | 47        | 85   | 18     |

# Travel Motivation Segmentation

|       |  | TOTAL | FAMILY | REPEAT | SHOPPER | OFFICE<br>LADY | GROUP | STUDENT | GOLF | WEDDING | HONEYMOON | DIVE | SENIOR |
|-------|--|-------|--------|--------|---------|----------------|-------|---------|------|---------|-----------|------|--------|
| Q.5   | Just to relax  | 53%   | 65%    | 53%    | 59%     | 67%            | 24%   | 33%     | 39%  |         | 36%       | 42%  | 44%    |
|       | Beautiful seas, beaches,<br>tropical climate         | 41%   | 50%    | 37%    | 46%     | 46%            | 5%    | 50%     | 26%  |         | 51%       | 29%  | 39%    |
|       | It is a safe place to spend a<br>vacation            | 22%   | 31%    | 23%    | 25%     | 21%            |       | 33%     | 9%   |         | 21%       | 11%  | 28%    |
|       | Recommendation of friend,<br>relative, travel agency | 20%   | 22%    | 10%    | 19%     | 13%            | 14%   | 17%     | 9%   | 50%     | 17%       | 24%  | 22%    |
|       | Short travel time                                    | 17%   | 19%    | 23%    | 20%     | 26%            |       | 17%     | 4%   |         | 17%       | 11%  | 11%    |
|       | Honeymoon  | 13%   |        | 3%     | 14%     | 10%            |       | 17%     | 13%  |         | 100%      | 15%  |        |
|       | Water sports   | 12%   | 13%    | 15%    | 15%     | 15%            |       | 33%     | 9%   |         | 9%        | 16%  | 11%    |
|       | My company sponsored me                              | 13%   | 8%     | 7%     | 12%     | 13%            | 43%   |         | 22%  |         |           | 22%  | 22%    |
|       | Shopping   | 11%   | 7%     | 10%    | 12%     | 15%            | 5%    | 17%     | 17%  |         | 19%       | 14%  | 6%     |
|       | Pleasure   | 9%    | 12%    | 22%    | 11%     | 3%             | 5%    |         | 4%   |         | 11%       | 4%   | 22%    |
|       | A previous visit                                     | 7%    | 13%    | 40%    | 5%      | 8%             |       |         | 9%   |         | 4%        | 2%   | 17%    |
|       | Price of the tour package                            | 5%    | 6%     | 7%     | 5%      |                | 10%   |         | 4%   |         | 6%        | 2%   |        |
|       | Company or Business trip                             | 6%    | 1%     | 5%     | 4%      | 3%             | 24%   |         | 9%   |         |           | 4%   | 17%    |
|       | Other  | 5%    | 6%     | 3%     | 4%      |                | 14%   |         | 4%   |         | 2%        | 7%   |        |
|       | To visit friends or relatives                        | 2%    | 2%     | 8%     | 2%      | 3%             |       |         | 4%   |         | 2%        | 4%   | 6%     |
|       | SCUBA diving   | 2%    | 1%     | 2%     | 2%      | 8%             |       |         | 9%   |         | 2%        | 8%   |        |
|       | Career certification or testing                      | 3%    | 1%     | 7%     | 2%      | 8%             |       |         |      |         |           | 1%   | 6%     |
|       | Special promotion                                    | 2%    | 2%     |        | 3%      | 13%            | 5%    |         |      |         |           | 1%   |        |
|       | Organized Sporting Activity                          | 1%    | 2%     | 7%     | 1%      | 3%             |       |         | 4%   |         |           |      | 11%    |
|       | To golf  | 1%    | 1%     | 3%     | 0%      |                | 5%    |         | 4%   |         |           | 1%   | 17%    |
|       | Promotional materials from<br>GVB                    | 1%    | 1%     | 2%     | 1%      |                |       |         |      |         | 2%        | 1%   | 6%     |
|       | To get married or Attend<br>wedding                  | 1%    | 1%     |        | 0%      |                |       |         |      | 100%    |           | 1%   |        |
|       | Convention, Conference,<br>Trade show                | 1%    |        | 2%     | 0%      |                |       |         |      |         |           |      | 11%    |
| Total | Cases  | 352   | 147    | 60     | 217     | 39             | 21    | 6       | 23   | 2       | 47        | 85   | 18     |

# Information Sources

## Segmentation

|       |                                    | TOTAL | FAMILY | REPEAT | SHOPPER | OFFICE<br>LADY | GROUP | STUDENT | GOLF | WEDDING | HONEYMOON | DIVE | SENIOR |
|-------|------------------------------------|-------|--------|--------|---------|----------------|-------|---------|------|---------|-----------|------|--------|
| Q.1   | Internet                           | 84%   | 84%    | 75%    | 87%     | 84%            | 86%   | 100%    | 78%  | 50%     | 81%       | 76%  | 67%    |
|       | Travel agent brochure              | 40%   | 44%    | 28%    | 46%     | 53%            | 33%   | 33%     | 35%  | 100%    | 53%       | 39%  | 39%    |
|       | Friend or relative                 | 20%   | 22%    | 12%    | 22%     | 21%            | 19%   |         | 22%  |         | 26%       | 30%  | 11%    |
|       | I have been to Guam before         | 17%   | 22%    | 100%   | 13%     | 18%            | 5%    | 17%     | 22%  |         | 4%        | 13%  | 33%    |
|       | Company travel department          | 19%   | 9%     | 8%     | 19%     | 16%            | 29%   |         | 22%  |         | 26%       | 20%  | 11%    |
|       | TV                                 | 9%    | 6%     | 3%     | 8%      | 3%             | 5%    | 17%     | 17%  |         | 15%       | 10%  | 33%    |
|       | Guam promo activities              | 8%    | 7%     | 8%     | 9%      | 11%            |       | 17%     | 13%  |         | 2%        | 1%   | 33%    |
|       | Travel guide book at<br>bookstores | 6%    | 5%     | 5%     | 5%      | 3%             | 5%    |         | 4%   | 50%     | 13%       | 6%   | 6%     |
|       | Newspaper                          | 4%    | 3%     | 5%     | 4%      |                | 14%   |         |      |         | 6%        | 6%   | 11%    |
|       | Magazine                           | 3%    | 3%     |        | 3%      |                | 5%    |         |      |         | 4%        | 2%   | 17%    |
|       | Pod casts                          | 1%    | 1%     | 2%     | 1%      |                | 5%    |         | 4%   |         |           | 2%   |        |
| Total | Cases                              | 351   | 147    | 60     | 216     | 38             | 21    | 6       | 23   | 2       | 47        | 84   | 18     |

# SECTION 3 **EXPENDITURES**

# Prepaid Expenditures Tracking



# Prepaid Expenditures Per Person Segmentation

|  |         | TOTAL      | FAMILY     | REPEAT     | SHOPPER    | OFFICE<br>LADY | GROUP      | STUDENT    | GOLF       | WEDDING    | HONEYMOON  | DIVE       | SENIOR     |
|--|---------|------------|------------|------------|------------|----------------|------------|------------|------------|------------|------------|------------|------------|
| Prepaid<br>per<br>person<br>converted<br>to \$ | Mean    | \$746.73   | \$661.63   | \$835.80   | \$762.31   | \$872.22       | \$290.92   | \$1,141.44 | \$890.63   | \$548.79   | \$1,249.65 | \$741.99   | \$772.00   |
|  | Median  | \$806      | \$819      | \$865      | \$828      | \$928          | \$0        | \$1,141    | \$837      | \$549      | \$1,343    | \$716      | \$736      |
|  | Minimum | \$0.00     | \$0.00     | \$0.00     | \$0.00     | \$0.00         | \$0.00     | \$0.00     | \$0.00     | \$0.00     | \$0.00     | \$0.00     | \$0.00     |
|  | Maximum | \$4,028.61 | \$2,387.33 | \$3,222.89 | \$4,028.61 | \$3,760.04     | \$1,432.40 | \$2,238.12 | \$3,760.04 | \$1,097.57 | \$3,939.09 | \$3,939.09 | \$3,222.89 |

# On-Island Expenditures Tracking



# On-Island Expenditures Per Person Segmentation

|                                   |         | TOTAL      | FAMILY     | REPEAT     | SHOPPER    | OFFICE<br>LADY | GROUP    | STUDENT    | GOLF       | WEDDING  | HONEYMOON  | DIVE       | SENIOR     |
|-----------------------------------|---------|------------|------------|------------|------------|----------------|----------|------------|------------|----------|------------|------------|------------|
| Per<br>person<br>on-island<br>exp | Mean    | \$368.21   | \$229.65   | \$293.54   | \$394.61   | \$403.44       | \$237.40 | \$370.42   | \$339.82   | \$200.00 | \$539.01   | \$436.45   | \$373.08   |
|                                   | Median  | \$250      | \$167      | \$191      | \$264      | \$244          | \$270    | \$143      | \$240      | \$200    | \$427      | \$300      | \$350      |
|                                   | Minimum | \$ .00     | \$ .00     | \$ .00     | \$ .00     | \$ .00         | \$ .00   | \$ .00     | \$ .00     | \$100.00 | \$ .00     | \$ .00     | \$37.50    |
|                                   | Maximum | \$2,500.00 | \$1,500.00 | \$1,500.00 | \$2,500.00 | \$2,000.00     | \$650.00 | \$1,500.00 | \$1,500.00 | \$300.00 | \$2,500.00 | \$2,000.00 | \$1,200.00 |



# On-Island Expenditures

## Segmentation

|               |        | TOTAL    | FAMILY   | REPEAT   | SHOPPER  | OFFICE<br>LADY | GROUP    | STUDENT  | GOLF     | WEDDING  | HONEYMOON | DIVE     | SENIOR   |
|---------------|--------|----------|----------|----------|----------|----------------|----------|----------|----------|----------|-----------|----------|----------|
| F&B-HOTEL     | Mean   | \$41.51  | \$46.39  | \$27.85  | \$37.49  | \$25.38        | \$13.71  | \$9.17   | \$68.35  | \$0.00   | \$38.72   | \$20.91  | \$13.00  |
|               | 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   | \$23.36  | \$23.21  | \$19.18  | \$24.25  | \$27.23        | \$9.90   | \$1.67   | \$20.00  | \$0.00   | \$25.17   | \$18.62  | \$12.22  |
| REST/CONV     | Median | \$0.00   | \$0.00   | \$0.00   | \$0.00   | \$8.00         | \$0.00   | \$0.00   | \$0.00   | \$0.00   | \$0.00    | \$0.00   | \$0.00   |
| F&B-OUT- SIDE | Mean   | \$32.20  | \$17.41  | \$26.42  | \$32.72  | \$20.41        | \$5.57   | \$55.00  | \$24.13  | \$0.00   | \$17.87   | \$25.45  | \$3.33   |
| 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   | \$115.27 | \$129.89 | \$104.18 | \$121.00 | \$144.85       | \$74.29  | \$20.83  | \$40.70  | \$0.00   | \$154.78  | \$143.89 | \$99.56  |
| TOUR          | Median | \$0.00   | \$0.00   | \$0.00   | \$60.00  | \$100.00       | \$0.00   | \$0.00   | \$0.00   | \$0.00   | \$105.00  | \$100.00 | \$0.00   |
| GIFT/         | Mean   | \$150.29 | \$139.34 | \$154.20 | \$188.71 | \$174.77       | \$67.90  | \$58.33  | \$80.70  | \$0.00   | \$194.46  | \$136.99 | \$153.33 |
| SOUV-SELF     | Median | \$0.00   | \$0.00   | \$0.00   | \$20.00  | \$0.00         | \$0.00   | \$0.00   | \$0.00   | \$0.00   | \$0.00    | \$0.00   | \$75.00  |
| GIFT/ SOUV-   | Mean   | \$131.31 | \$128.16 | \$106.58 | \$144.77 | \$193.46       | \$69.05  | \$8.33   | \$62.61  | \$0.00   | \$190.24  | \$139.32 | \$95.61  |
| F&F AT HOME   | Median | \$0.00   | \$0.00   | \$0.00   | \$22.00  | \$22.00        | \$0.00   | \$0.00   | \$0.00   | \$0.00   | \$20.50   | \$50.00  | \$0.00   |
| LOCAL TRANS   | Mean   | \$20.17  | \$18.80  | \$30.02  | \$24.65  | \$16.26        | \$1.52   | \$13.33  | \$20.61  | \$0.00   | \$11.20   | \$16.45  | \$25.00  |
|               | 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   | \$251.12 | \$239.52 | \$248.30 | \$264.61 | \$153.74       | \$119.05 | \$628.33 | \$338.74 | \$900.00 | \$457.30  | \$253.32 | \$483.33 |
|               | Median | \$25.00  | \$50.00  | \$50.00  | \$20.00  | \$0.00         | \$0.00   | \$150.00 | \$40.00  | \$900.00 | \$40.00   | \$4.00   | \$35.00  |

# Total Expenditures Tracking

YTD=\$1,117.37



# Total Expenditures Per Person

## Segmentation

|       |         | TOTAL      | FAMILY   | REPEAT     | SHOPPER    | OFFICE<br>LADY | GROUP    | STUDENT    | GOLF       | WEDDING  | HONEYMOON  | DIVE       | SENIOR     |
|-------|---------|------------|----------|------------|------------|----------------|----------|------------|------------|----------|------------|------------|------------|
| TOTPP | Mean    | \$1,114.81 | \$890.37 | \$1,129.35 | \$1,156.76 | \$1,275.66     | \$528.32 | \$1,511.86 | \$1,230.45 | \$748.79 | \$1,788.66 | \$1,177.81 | \$1,145.08 |
|       | Median  | 1020.25    | 994.29   | 1062.61    | 1059.87    | 1184.77        | 360.00   | 1382.57    | 912.06     | 748.79   | 1853.54    | 1089.35    | 930.94     |
|       | Minimum | .00        | .00      | .00        | .00        | .00            | .00      | .00        | .00        | 100.00   | .00        | .00        | 350.00     |
|       | Maximum | 4422.89    | 2720.66  | 4422.89    | 4422.89    | 4180.04        | 1982.40  | 2663.82    | 4422.89    | 1397.57  | 3939.09    | 3939.09    | 4422.89    |

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

| <b>Comparison of Drivers of Overall Satisfaction, Oct., Nov 2010, and Overall Oct - Nov 2010</b> |               |               |                                |
|--|---------------|---------------|--------------------------------|
|  | <b>Oct-10</b> | <b>Nov-10</b> | <b>Combined Oct - Nov 2010</b> |
| Independent Variables:   | rank          | rank          | rank                           |
| Cleanliness of beaches & parks   | 3             | 3             | 3                              |
| Ease of getting around   |               |               |                                |
| Safety walking around at night   |               |               |                                |
| Quality of daytime tours   |               | 1             | 1                              |
| Variety of daytime tours   | 2             |               | 5                              |
| Quality of nighttime tours   |               |               |                                |
| Variety of nighttime tours   |               |               |                                |
| Quality of shopping  |               |               | 4                              |
| Variety of shopping  |               |               |                                |
| Price of things on Guam  |               |               |                                |
| Quality of hotel accommodations  | 1             | 2             | 2                              |
| % of Overall Satisfaction Accounted For  | <b>54.5%</b>  | <b>38.5%</b>  | <b>47.1%</b>                   |
| 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 three significant factors in the November 2010 Period, by rank order they are:
  - **Quality of day time tours,**
  - **Quality of hotel accommodations, and**
  - **Cleanliness of beaches and parks.**
- With all three factors the overall  $r^2$  is .385 meaning that **38.5% of overall satisfaction is accounted for by these three factors.**

| Comparison of Drivers of Per Person On-Island Expenditures, Oct., Nov 2010, and Overall Oct-Nov 2010 |        |        |                         |
|--|--------|--------|-------------------------|
|  | Oct-10 | Nov-10 | Combined Oct - Nov 2010 |
| Independent Variables:   | rank   | rank   | rank                    |
| Cleanliness of beaches & parks   |        |        |                         |
| Ease of getting around   |        |        |                         |
| Safety walking around at night   |        |        |                         |
| Quality of daytime tours   |        |        |                         |
| Variety of daytime tours   |        |        |                         |
| Quality of nighttime tours   |        |        |                         |
| Variety of nighttime tours   |        |        |                         |
| Quality of shopping  | 1      |        | 1                       |
| Variety of shopping  |        |        | 2                       |
| Price of things on Guam  |        |        |                         |
| Quality of hotel accommodations  |        |        |                         |
| % of Overall Satisfaction Accounted For  | 1.8%   | 0.0%   | 1.9%                    |
| NOTE: Only significant variables are ranked.   |        |        |                         |



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# **Drivers of Per Person On Island Expenditure**

- **There are no significant predictors (drivers) of Per Person On Island Expenditure in the November 2010 period.**