



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2012 MARKET SEGMENTATION –

SEPTEMBER 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 **350** 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 **350** 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

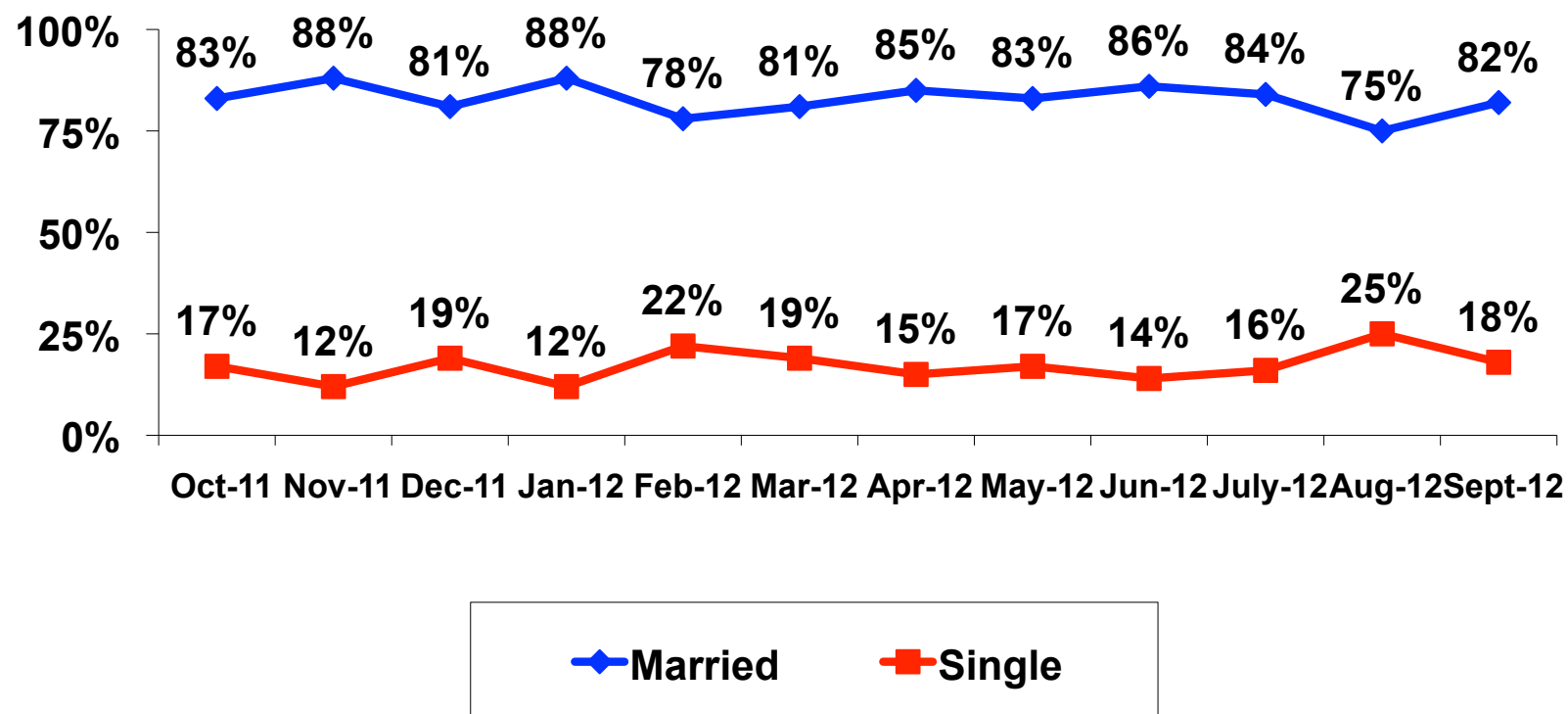
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QD/ Q.31
- Group Travelers – Q.7
- English Language Tour – Q.5/ Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.D
- 36-55 – Q.D
- Traveling with children – Q.6
- FITs – Q.7
- Seniors – 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%	4%	4%	3%
Gold Miss	2%	2%	3%	2%	3%	3%	3%	3%	1%	2%	3%	3%
Group	1%	2%	5%	3%	3%	4%	2%	3%	5%	1%	3%	1%
Eng Lang Tour	0%	1%	1%	1%	0%	-	1%	0%	0%	1%	0%	0%
Honeymoon	29%	33%	11%	12%	8%	15%	30%	14%	20%	14%	4%	23%
Wedding	3%	1%	2%	1%	-	0%	2%	-	1%	0%	0%	2%
Spec Int Trvl	1%	-	0%	1%	1%	1%	0%	1%	1%	1%	1%	-
Incentive	5%	5%	14%	5%	11%	9%	13%	11%	20%	3%	2%	3%
18-35	67%	65%	51%	40%	46%	64%	64%	62%	53%	58%	55%	66%
36-55	32%	35%	46%	57%	51%	34%	35%	35%	46%	41%	44%	31%
Child	28%	36%	40%	49%	41%	24%	27%	34%	31%	41%	41%	33%
FITs	6%	5%	5%	6%	6%	5%	7%	7%	3%	9%	6%	7%
Seniors	0%	-	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%
Sports	66%	68%	69%	69%	68%	62%	69%	65%	66%	64%	72%	69%
Repeat	17%	14%	16%	17%	14%	21%	13%	16%	12%	16%	15%	13%
TOTAL	352	353	351	352	350	351	352	352	352	353	351	350

SECTION 1 **PROFILE OF RESPONDENTS**

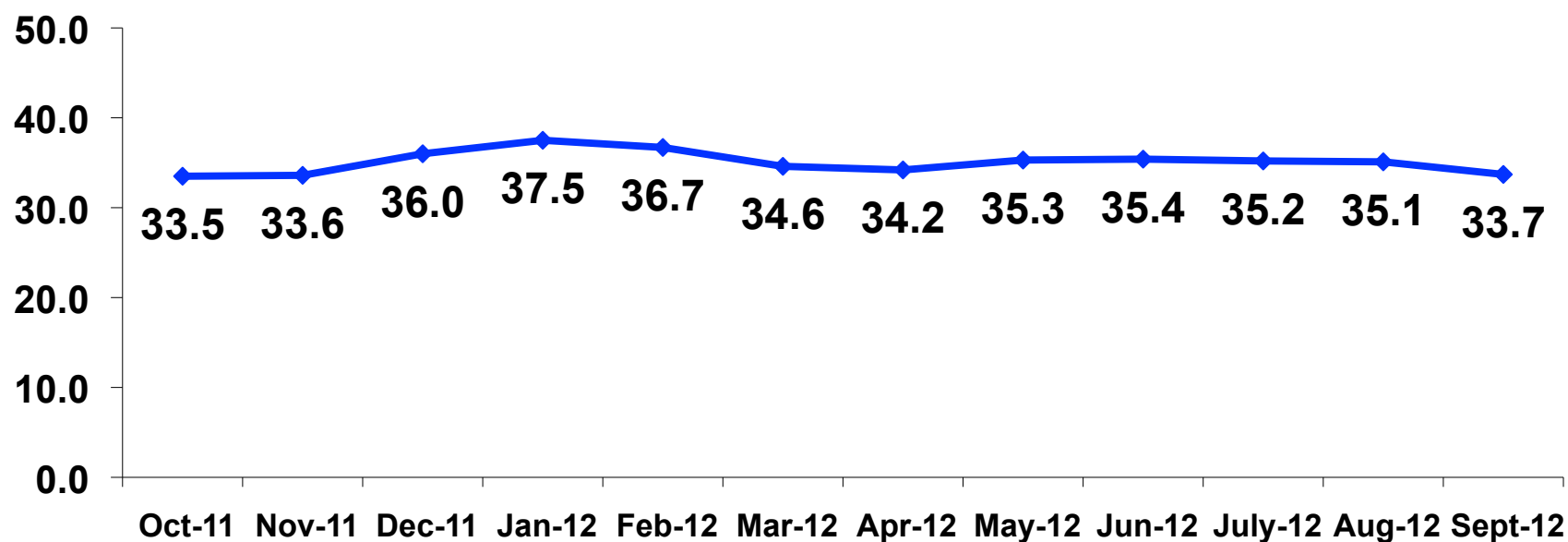
Marital Status Tracking



Marital Status 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
B	Married Count	288	9		2	1	78	5		10	176	104	114	20	4	193	34
	Col %	82%	90%		100%	100%	99%	83%		83%	76%	95%	97%	83%	100%	80%	77%
	Single Count	62	1	10			1	1		2	56	6	3	4		47	10
	Col %	18%	10%	100%			1%	17%		17%	24%	5%	3%	17%		20%	23%
Total Count		350	10	10	2	1	79	6		12	232	110	117	24	4	240	44

Average Age Tracking



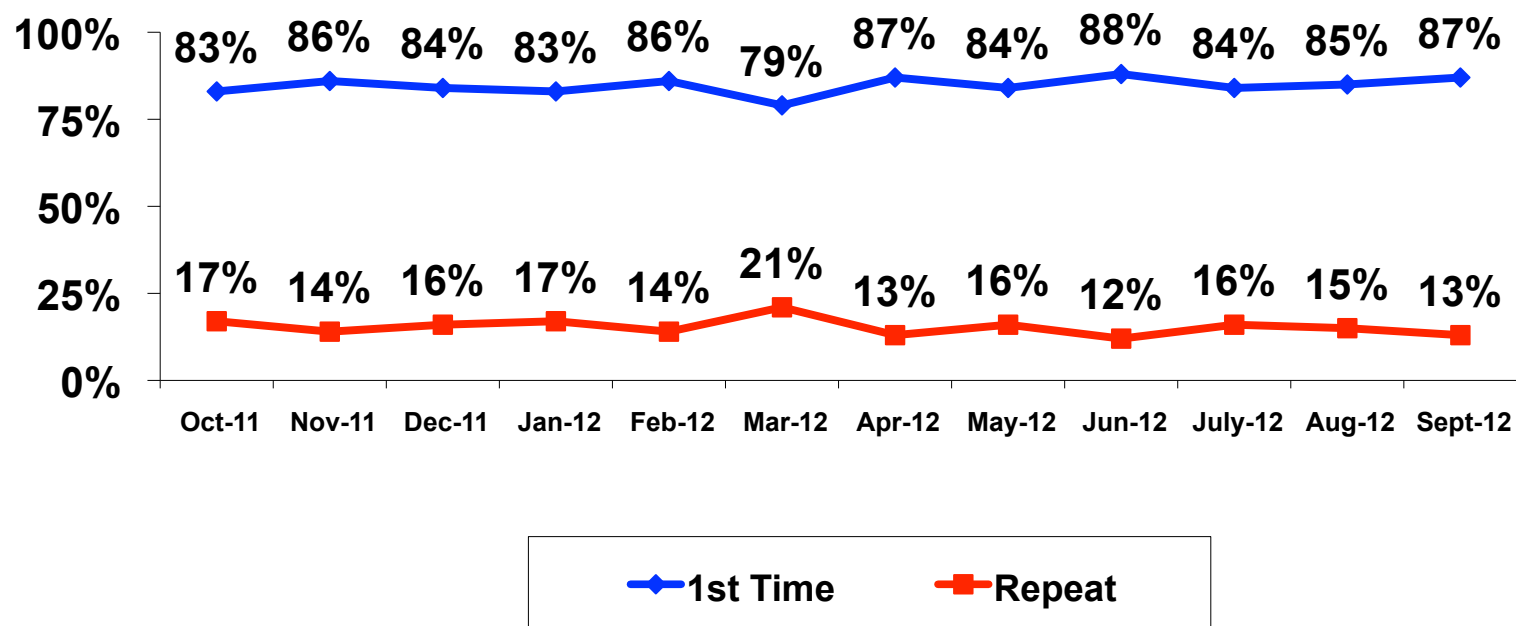
Age Segmentation

			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
D.	18-34	Count	216	3	7	1		65	4		4	216		46	12		157	17
		Col %	62%	30%	70%	50%		82%	67%		33%	93%		40%	50%		66%	40%
	35-54	Count	125	7	3	1	1	14	2		8	16	109	70	12		78	24
		Col %	36%	70%	30%	50%	100%	18%	33%		67%	7%	99%	60%	50%		33%	56%
	55+	Count	8										1			4	4	2
		Col %	2%										1%			100%	2%	5%
Total	Count		349	10	10	2	1	79	6		12	232	110	116	24	4	239	43
C	Mean		33.7	35.3	33.0	36.0	37.0	30.7	32.2		37.7	30.1	39.8	35.9	34.5	63.0	33.2	36.1
	Median		32	38	32	36	37	30	29		38	30	39	36	35	63	32	36

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	8					1	1			8			1		7	1
		Col %	2%					1%	17%			4%			4%		3%	2%
	KW12M-KW24M	Count	24					9				22	2	2	1		20	1
		Col %	7%					12%				10%	2%	2%	4%		9%	2%
	KW24M-KW36M	Count	45					23			1	43	1	3	2	1	31	3
		Col %	14%					31%			8%	20%	1%	3%	8%	25%	14%	7%
	KW36M-KW48M	Count	61		4			22	1		1	44	17	9	1		42	9
		Col %	18%		40%			29%	17%		8%	20%	16%	8%	4%		18%	21%
	KW48M-KW60M	Count	55	2	3			10	1			37	15	24	5	2	34	7
		Col %	17%	20%	30%			13%	17%			17%	14%	22%	21%	50%	15%	16%
	KW60M-KW72M	Count	45	2	1			1	1		2	23	22	23	3		31	10
		Col %	14%	20%	10%			1%	17%		17%	11%	21%	21%	13%		14%	23%
	KW72M+	Count	85	6	2	2		7	2		8	37	45	45	10	1	57	12
		Col %	26%	60%	20%	100%		9%	33%		67%	17%	43%	41%	42%	25%	25%	28%
	No Income	Count	8					2				5	2	4	1		6	
		Col %	2%					3%				2%	2%	4%	4%		3%	
Total	Count		331	10	10	2		75	6		12	219	104	110	24	4	228	43

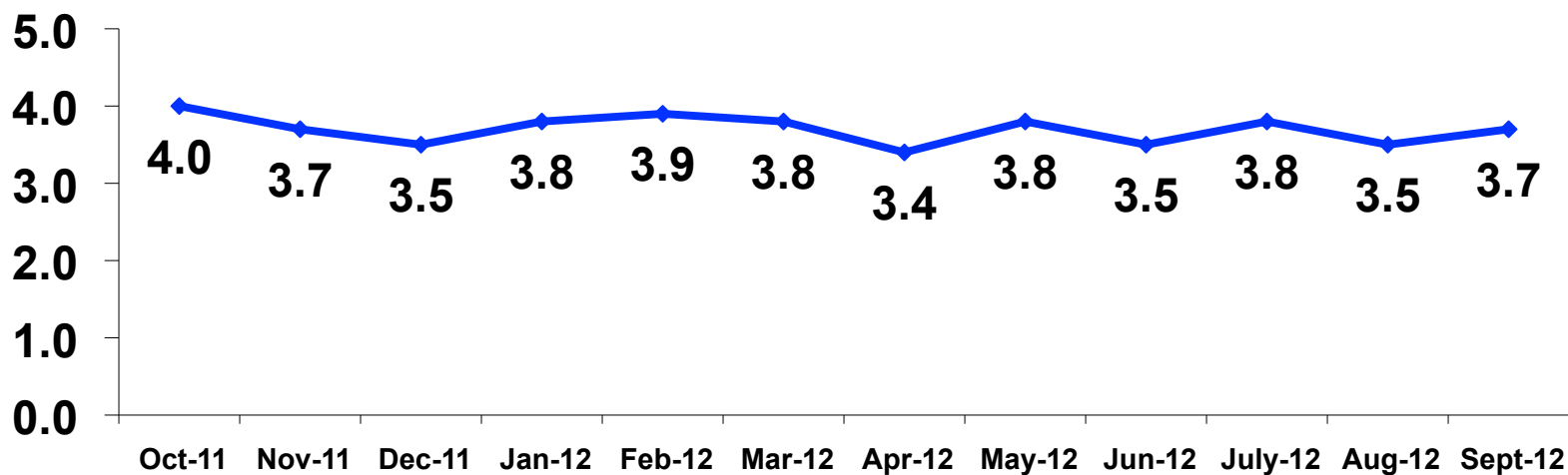
Prior Trips To Guam Tracking



Prior Trips to Guam 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.3A	Yes	Count	305	10	9	2	1	74	6		6	212	88	101	20	3	210	
		Col %	87%	100%	90%	100%	100%	94%	100%		50%	92%	80%	87%	83%	75%	88%	
	No	Count	44		1			5			6	19	22	15	4	1	29	44
		Col %	13%		10%			6%			50%	8%	20%	13%	17%	25%	12%	100%
Total Count			349	10	10	2	1	79	6		12	231	110	116	24	4	239	44

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
									.								
Q.8	Mean	3.7	4.2	3.3	3.0	3.0	3.4	4.3	.	4.2	3.5	4.2	3.5	7.4	3.0	3.5	4.2
	Median	3	4	3	3	3	3	4	.	3	3	3	3	4	3	3	3
	Minimum	1	3	3	3	3	2	3	.	1	2	1	3	3	3	1	1
	Maximum	84	7	5	3	3	6	6	.	12	12	84	7	84	3	13	13

SECTION 2 **TRAVEL PLANNING**

Travel Planning 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.7	Full package tours	Count	173		5		1	53	3		2	111	56	68		3	111	15
		Col %	49%		50%		100%	67%	50%		17%	48%	51%	58%		75%	46%	34%
	Free-time package tours	Count	140		5			25	3		1	104	34	35		1	104	19
		Col %	40%		50%			32%	50%		8%	45%	31%	30%		25%	43%	43%
	Individually arranged travel	Count	24	10				1				12	12	10	24		16	4
		Col %	7%	100%				1%				5%	11%	9%	100%		7%	9%
	Group tour	Count	2			2					2	1	1	2			2	
		Col %	1%			100%					17%	0%	1%	2%			1%	
	Other	Count	4									2	2	1			3	1
		Col %	1%									1%	2%	1%			1%	2%
	Company paid travel	Count	7								7	2	5	1			4	5
		Col %	2%								58%	1%	5%	1%			2%	11%
Total	Count		350	10	10	2	1	79	6		12	232	110	117	24	4	240	44

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	60%	80%	70%	50%	100%	42%	17%		17%	59%	60%	67%	50%	75%	60%	59%
	Beautiful seas, beaches, tropical climate	39%	30%	40%			27%	17%		8%	38%	43%	45%	33%	50%	40%	34%
	Short travel time	28%	50%	20%			28%	17%			32%	20%	28%	38%	25%	27%	20%
	It is a safe place to spend a vacation	25%	30%	20%			14%	17%		8%	23%	29%	33%	38%	25%	25%	27%
	Honeymoon	23%					100%	33%			30%	8%		4%		26%	11%
	Shopping	17%	10%	20%			15%				19%	14%	18%	13%		17%	20%
	Recommendation of friend, relative, travel agency	15%	10%	30%		100%	13%				16%	14%	18%	8%		17%	
	Water sports	9%	20%	40%			3%				8%	12%	10%	13%	25%	14%	9%
	Pleasure	10%	10%	10%			4%	17%			8%	14%	11%	8%		10%	23%
	A previous visit	6%									3%	11%	9%	13%	25%	6%	50%
	Price of the tour package	7%	10%	10%			9%				8%	5%	7%	13%	25%	7%	9%
	Company or Business trip	3%								42%	3%	4%	1%	8%		3%	14%
	SCUBA diving	3%					3%				3%	3%	2%	4%		4%	2%
	Other	3%					3%			8%	3%	2%	3%			3%	2%
	My company sponsored me	2%			100%					58%	1%	5%	4%			3%	2%
	Organized Sporting Activity	2%		20%				17%			3%	1%	2%			3%	
	To visit friends or relatives	2%					3%				2%	2%	1%	8%	25%	2%	5%
	To get married or Attend wedding	2%					3%	100%			2%	2%	1%			1%	
	Promotional materials from GVB	2%					3%				2%	1%	1%			1%	2%
	To golf	1%	10%								0%	1%	1%	4%		1%	2%
	Special promotion	1%	10%								1%			4%		1%	
	Career certification or testing	0%									0%					0%	2%
Total	Cases	350	10	10	2	1	79	6		12	232	110	117	24	4	240	44

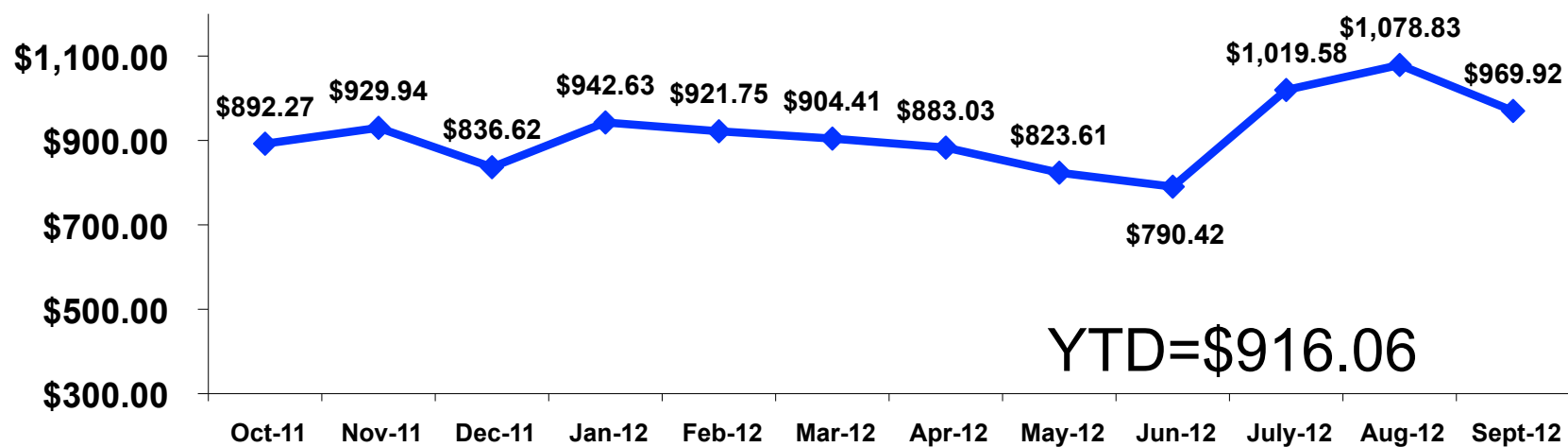
Information Sources

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.1	Internet	84%	100%	80%	100%	100%	81%	100%		67%	84%	87%	90%	92%		85%	70%
	Travel agent brochure	46%	30%	50%		100%	58%	17%			46%	42%	40%	21%	100%	45%	27%
	Friend or relative	21%	20%	30%			28%	33%			23%	14%	18%	21%	75%	20%	5%
	Company travel department	15%	30%		50%		10%			50%	15%	18%	21%	33%		17%	14%
	I have been to Guam before	13%		10%			6%			50%	8%	20%	13%	17%	25%	12%	100%
	Travel guide book at bookstores	11%		10%		100%	6%	33%			11%	10%	11%	4%		9%	2%
	Guam promo activities	6%	10%	10%			9%				6%	6%	4%	8%		6%	5%
	TV	6%					1%				5%	6%	6%		50%	6%	9%
	Newspaper	3%					3%				3%	3%	3%	4%		2%	2%
	Magazine	2%					1%			8%	2%	3%	3%			3%	5%
	Pod casts	0%								8%	0%						2%
Total	Cases	350	10	10	2	1	79	6		12	232	110	117	24	4	240	44

SECTION 3 **EXPENDITURES**

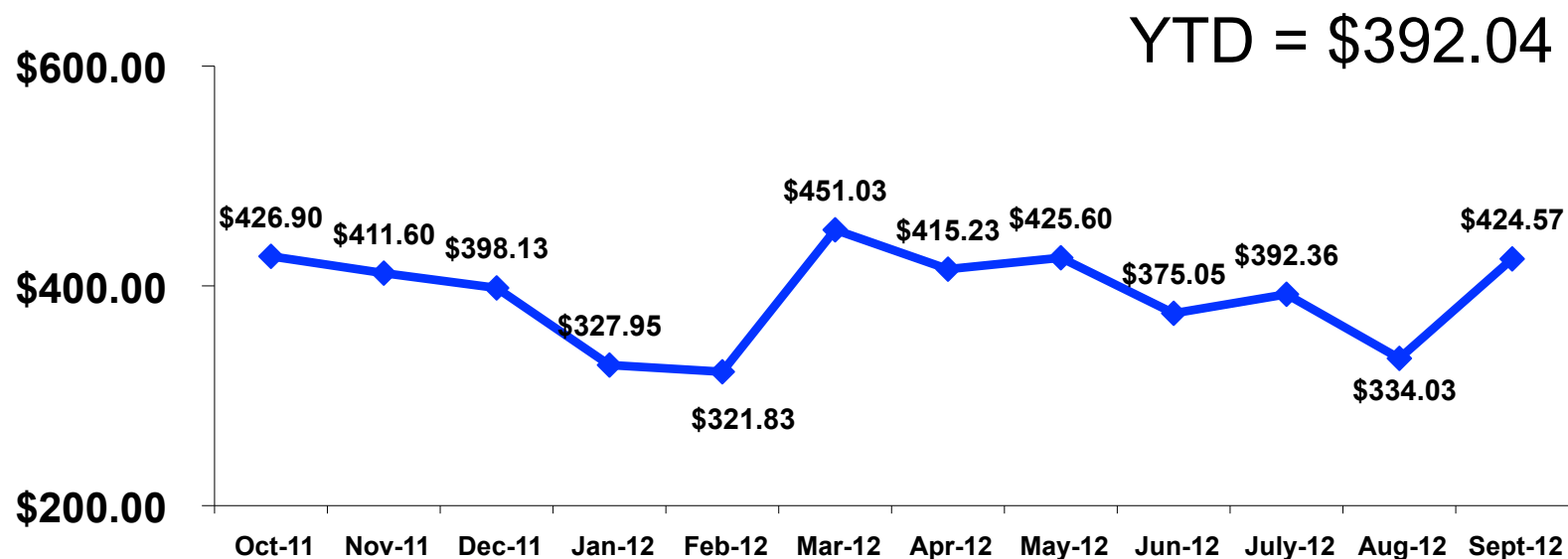
Prepaid Expenditures Tracking



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	\$969.92	\$953.54	\$981.30	\$708.81	\$895.34	\$1,286.02	\$1,014.72	.	\$842.62	\$999.75	\$907.30	\$845.50	\$846.97	\$640.17	\$987.98	\$764.76
	Median	\$995	\$858	\$1,052	\$709	\$895	\$1,343	\$1,030	.	\$973	\$1,037	\$895	\$895	\$709	\$448	\$1,021	\$895
	Minimum	\$0.00	\$0.00	\$0.00	\$671.51	\$895.34	\$0.00	\$0.00	.	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Maximum	\$3,939.51	\$2,686.03	\$1,432.55	\$746.12	\$895.34	\$3,939.51	\$1,790.69	.	\$2,238.36	\$3,939.51	\$2,686.03	\$2,686.03	\$2,686.03	\$1,665.34	\$2,686.03	\$2,238.36

On-Island Expenditures Tracking



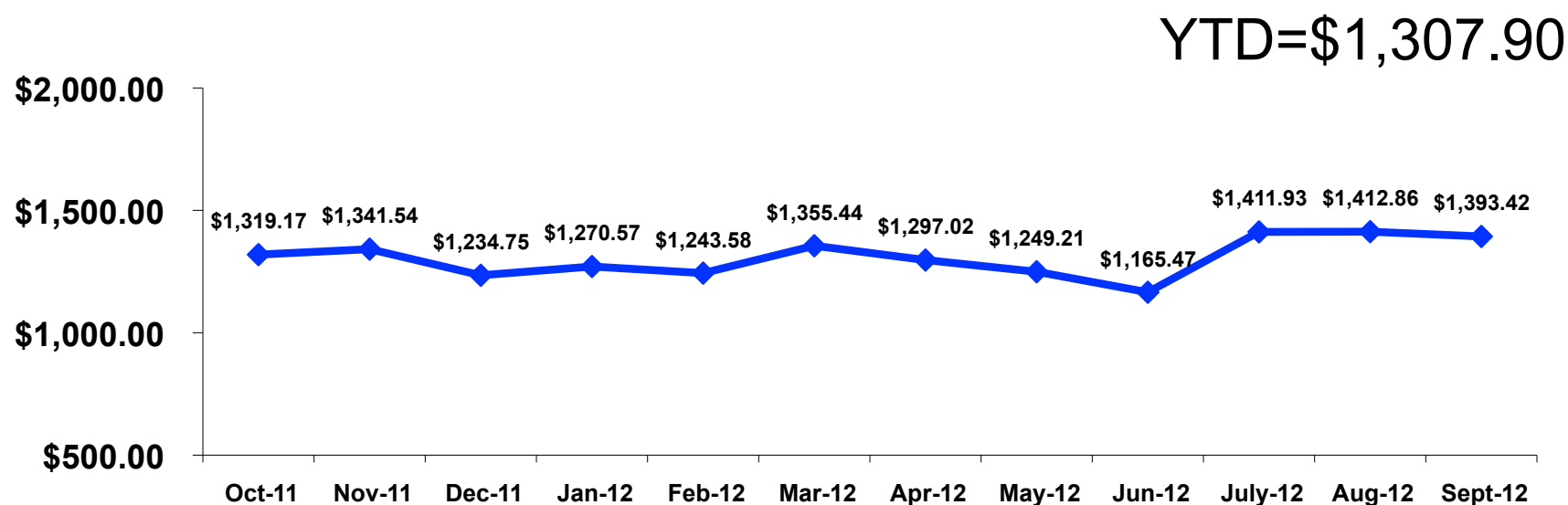
On-Island Expenditures Per Person

		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 peson on-island exp	Mean	\$424.57	\$456.67	\$488.00	\$233.33	\$182.00	\$572.73	\$350.00	.	\$204.31	\$472.97	\$257.98	\$212.38	\$542.26	\$187.50	\$475.26	\$425.11
	Median	\$250	\$500	\$400	\$233	\$182	\$430	\$300	.	\$175	\$321	\$150	\$150	\$500	\$75	\$304	\$239
	Minimum	\$0.00	\$0.00	\$133.33	\$216.67	\$182.00	\$0.00	\$0.00	.	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Maximum	\$8,000.00	\$683.33	\$1,000.00	\$250.00	\$182.00	\$3,400.00	\$1,000.00	.	\$500.00	\$3,400.00	\$2,000.00	\$1,166.67	\$2,000.00	\$600.00	\$8,000.00	\$2,000.00

On-Island Expense Breakdown

		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
									.								
F&B-HOTEL	Mean	\$57.79	\$425.10	\$32.50	\$0.00	\$50.00	\$10.72	\$16.67	.	\$2.50	\$38.09	\$101.96	\$91.03	\$194.63	\$13.75	\$54.73	\$21.91
	Median	\$0.00	\$5.00	\$2.50	\$0.00	\$50.00	\$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	\$20.56	\$30.00	\$24.00	\$0.00	\$100.00	\$23.49	\$8.33	.	\$18.33	\$19.74	\$23.13	\$27.85	\$23.33	\$0.00	\$23.07	\$22.05
	Median	\$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	\$0.00	\$0.00
F&B-OUT- SIDE HOTEL/ REST	Mean	\$53.53	\$150.00	\$120.00	\$0.00	\$50.00	\$59.39	\$91.67	.	\$6.25	\$60.42	\$40.27	\$40.21	\$178.33	\$50.00	\$59.63	\$56.02
	Median	\$0.00	\$50.00	\$0.00	\$0.00	\$50.00	\$0.00	\$0.00	.	\$0.00	\$0.00	\$0.00	\$0.00	\$100.00	\$0.00	\$0.00	\$0.00
OPTIONAL TOUR	Mean	\$81.82	\$124.80	\$127.50	\$100.00	\$0.00	\$125.16	\$16.67	.	\$55.00	\$83.97	\$79.73	\$88.41	\$98.04	\$0.00	\$103.03	\$60.45
	Median	\$0.00	\$150.00	\$80.00	\$100.00	\$0.00	\$0.00	\$0.00	.	\$0.00	\$0.00	\$0.00	\$0.00	\$52.50	\$0.00	\$0.00	\$0.00
GIFT/ SOUV-SELF	Mean	\$188.09	\$438.20	\$128.00	\$0.00	\$200.00	\$250.14	\$308.33	.	\$40.00	\$216.73	\$126.90	\$143.40	\$268.00	\$137.50	\$185.65	\$171.34
	Median	\$0.00	\$266.00	\$50.00	\$0.00	\$200.00	\$0.00	\$100.00	.	\$0.00	\$0.00	\$0.00	\$0.00	\$90.00	\$75.00	\$0.00	\$0.00
GIFT/SOUV- F&F AT HOME	Mean	\$121.26	\$170.00	\$101.50	\$400.00	\$200.00	\$214.43	\$16.67	.	\$129.17	\$132.74	\$100.14	\$83.21	\$131.67	\$72.50	\$132.97	\$106.16
	Median	\$0.00	\$0.00	\$42.50	\$400.00	\$200.00	\$0.00	\$0.00	.	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$20.00	\$0.00	\$0.00
LOCAL TRANS	Mean	\$33.30	\$127.50	\$72.80	\$0.00	\$28.00	\$25.33	\$75.00	.	\$35.00	\$35.90	\$28.89	\$37.45	\$89.79	\$0.00	\$36.17	\$31.64
	Median	\$0.00	\$155.00	\$30.00	\$0.00	\$28.00	\$0.00	\$0.00	.	\$0.00	\$0.00	\$0.00	\$0.00	\$82.50	\$0.00	\$0.00	\$0.00
OTHER EXP	Mean	\$306.09	\$19.40	\$96.70	\$325.00	\$100.00	\$412.10	\$166.67	.	\$85.42	\$361.70	\$125.41	\$211.26	\$218.50	\$1.25	\$348.91	\$323.98
	Median	\$10.00	\$2.00	\$20.50	\$325.00	\$100.00	\$10.00	\$0.00	.	\$0.00	\$30.00	\$0.00	\$40.00	\$0.00	\$0.00	\$11.00	\$0.00

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	\$1,393.42	\$1,410.21	\$1,469.30	\$942.15	\$1,077.34	\$1,858.75	\$1,364.72	.	\$1,046.92	\$1,472.72	\$1,160.30	\$1,057.87	\$1,389.23	\$827.67	\$1,461.89	\$1,189.86
	Median	1277.12	1263.56	1431.99	942.15	1077.34	1895.34	1653.48	.	1062.30	1413.95	1093.05	1062.01	1319.75	797.67	1395.34	1129.37
	Minimum	.00	625.00	980.00	921.51	1077.34	.00	.00	.	.00	.00	.00	.00	.00	.00	.00	.00
	Maximum	9701.15	2811.03	1984.88	962.79	1077.34	5939.51	2090.69	.	2638.36	5939.51	3738.36	2811.03	2811.03	1715.34	9701.15	2638.36

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.

Comparison of Drivers of Overall Satisfaction, Oct, Nov, Dec 2011, Jan, Feb, Mar, Apr, May, June, July, Aug, Sept 2012 and Overall Oct 2011 - Sept 2012

													Combined Oct 2011 - Sep 2012
	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	
Independent Variables:	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank
Cleanliness of beaches & parks	2	2	2	4	2	3	2	3	4	3	3	2	2
Ease of getting around							5			5	2		5
Safety walking around at night													
Quality of daytime tours		5	1	2	3			2	2	1		4	3
Variety of daytime tours	4	3					4				6		7
Quality of nighttime tours											5		
Variety of nighttime tours													8
Quality of shopping	3	4	4	3		2		4			4		4
Variety of shopping							3		3			3	9
Price of things on Guam					4	4				4			6
Quality of hotel accommodations	1	1	3	1	1	1	1	1	1	2	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%	55.0%	58.3%	50.8%	52.1%

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 September 2012 Period, by rank order they are:
 - **Quality of hotel accommodations,**
 - **Cleanliness of beaches and parks,**
 - **Variety of shopping, and**
 - **Quality of day time tours.**
- With all four factors the overall r^2 is .508 meaning that **50.8% 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, July, Aug, Sept 2012 and Overall Oct 2011 - September 2012													
	Oct-1 1	Nov-1 1	Dec-1 1	Jan-1 2	Feb-1 2	Mar-1 2	Apr-1 2	May-1 2	Jun-1 2	Jul-1 2	Aug-1 2	Sep-1 2	Combined Oct 2011 - Sep 2012
Independent Variables:	rank	rank	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												1	
Quality of daytime tours											2		
Variety of daytime tours		2											
Quality of nighttime tours				1							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%	4.3%	1.7%	1.2%
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 one significant factor in the September 2012 Period, it is:
 - **Safety walking around at night.**
- With this factor the overall r^2 is .017 meaning that **1.7% of per person on island expenditure is accounted for by this factor.**