Filipino Visitor Tracker Exit Profile & Market Segmentation Report
FY2019 - QTR.2 (JAN-MAR 2019)
Background and Methodology

• All surveys were partially interviewer administered. Upon completion of the surveys, Anthology’s professional Filipino speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent was present.

• A total of 107 departing Filipino 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 107 is +/- 9.4 percentage points with a 95% confidence level. That is, if all Filipino 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 +/- 9.4 percentage points.
Objectives

• To monitor the effectiveness of the Philippines seasonal campaigns in attracting Filipino visitors, refresh certain baseline data, to better understand the nature and economic value or impact of each of the targeted segments in the Philippines marketing plan.

• Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.
Key Highlighted Segments

• The specific objectives were:
  • To determine the relative size and expenditure behavior of the following market segments:
    • FITs (Q12 Not on Organized Group Tour or Q14 Direct booking w/ airline, hotel)
    • Leisure (Q8- relax, natural beauty, sightseeing, vacation)
    • Family (Q11)
    • MICE (Q8- Convention, conference, trade show, meeting, incentive trip)
  • To identify the most significant factors affecting overall visitor satisfaction.
  • To identify (for all visitors from Philippines) the most important determinants of on-island spending.
Key Highlighted Segments

<table>
<thead>
<tr>
<th>Qtr 1 (Oct 18-Dec 18)</th>
<th>Qtr 2 (Jan 19-Mar 19)</th>
<th>Qtr 3 (Apr 19-Jun 19)</th>
<th>Qtr 4 (Jul 19-Sept 19)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FITs</td>
<td>87%</td>
<td>99%</td>
<td></td>
</tr>
<tr>
<td>Leisure Trvl</td>
<td>78%</td>
<td>84%</td>
<td></td>
</tr>
<tr>
<td>Family</td>
<td>48%</td>
<td>53%</td>
<td></td>
</tr>
<tr>
<td>MICE</td>
<td>4%</td>
<td>1%</td>
<td></td>
</tr>
</tbody>
</table>
SECTION 1
PROFILE OF RESPONDENTS
GENDER

Male 36%

Female 64%
Q: Are you married or single?

- Married: 46%
- Single: 54%
Q: Are you married or single?

Marital Status – Tracking

Qtr 1 (Oct 18-Dec 18) | Qtr 2 (Jan 19-Mar 19) | Qtr 3 (Apr 19-Jun 19) | Qtr 4 (Jul 19-Sept 19) | YTD
---|---|---|---|---
Married | 51% | 49% | 46% | 53%
Single | 46% | 54% | | 47%

YTD Married: 53%  
YTD Single: 47%
**MARITAL STATUS – SEGMENTATION**

**GVB VISITOR SATISFACTION STUDY**

Q: Are you married or single?

<table>
<thead>
<tr>
<th></th>
<th>TOTAL</th>
<th>FAMILY</th>
<th>FIT</th>
<th>MICE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Married</td>
<td>107</td>
<td>57</td>
<td>57</td>
<td>106</td>
</tr>
<tr>
<td>Single</td>
<td>54%</td>
<td>26%</td>
<td>55%</td>
<td>100%</td>
</tr>
</tbody>
</table>

*Prepared by Anthology Research*
Q: And what was your age on your last birthday?

Mean = 36.31
Median = 34
Q: And what was your age on your last birthday?

### AGE – TRACKING

<table>
<thead>
<tr>
<th></th>
<th>Qtr1 (Oct18-Dec18)</th>
<th>Qtr2 (Jan19-Mar19)</th>
<th>Qtr3 (Apr19-Jun19)</th>
<th>Qtr4 (Jul19-Sept19)</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEAN</td>
<td>36.12</td>
<td>36.31</td>
<td></td>
<td></td>
<td>36.21</td>
</tr>
<tr>
<td>MEDIAN</td>
<td>34</td>
<td>34</td>
<td></td>
<td></td>
<td>34</td>
</tr>
</tbody>
</table>
AGE – SEGMENTATION

Q: And what was your age on your last birthday?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>TOTAL</th>
<th>FAMILY</th>
<th>FIT</th>
<th>MICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>18%</td>
<td>14%</td>
<td>18%</td>
<td>100%</td>
</tr>
<tr>
<td>25-34</td>
<td>51%</td>
<td>54%</td>
<td>52%</td>
<td></td>
</tr>
<tr>
<td>35-44</td>
<td>11%</td>
<td>11%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>45-54</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>55-64</td>
<td>7%</td>
<td>9%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>65+</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>107</td>
<td>57</td>
<td>105</td>
<td>1</td>
</tr>
<tr>
<td>QF Mean</td>
<td>36.31</td>
<td>37.61</td>
<td>38.03</td>
<td>23.00</td>
</tr>
<tr>
<td>Median</td>
<td>34</td>
<td>36</td>
<td>34</td>
<td>23</td>
</tr>
</tbody>
</table>

*Prepared by Anthology Research*
Q: What was your approximate annual household income, before taxes?

- < PESO 50K: 9%
- PESO 50K-150K: 16%
- PESO 150K-250K: 13%
- PESO 250K-350K: 13%
- PESO 350K-450K: 10%
- PESO 450K+: 28%
Q: What was your approximate annual household income, before taxes?

<table>
<thead>
<tr>
<th></th>
<th>TOTAL</th>
<th>FAMILY</th>
<th>FIT</th>
<th>MICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>D2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt; Peso 50K</td>
<td>9%</td>
<td>5%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Peso 50K-150K</td>
<td>16%</td>
<td>18%</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>Peso 150K-250K</td>
<td>13%</td>
<td>9%</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>Peso 250K-350K</td>
<td>13%</td>
<td>12%</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>Peso 350K-450K</td>
<td>10%</td>
<td>9%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Peso 450K+</td>
<td>28%</td>
<td>33%</td>
<td>28%</td>
<td>100%</td>
</tr>
<tr>
<td>No income</td>
<td>10%</td>
<td>14%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>107</td>
<td>57</td>
<td>108</td>
<td>1</td>
</tr>
</tbody>
</table>

*Prepared by Anthology Research*
Q: In addition to yourself, on this trip, who else was in your travel party?
Q: In addition to yourself, on this trip, who else was in your travel party?

<table>
<thead>
<tr>
<th></th>
<th>Qtr1 (Oct18-Dec18)</th>
<th>Qtr2 (Jan19-Mar19)</th>
<th>Qtr3 (Apr19-Jun19)</th>
<th>Qtr4 (Jul19-Sept19)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spouse</td>
<td>31%</td>
<td>32%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Child&lt;18</td>
<td>8%</td>
<td>13%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adult family</td>
<td>19%</td>
<td>23%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friend/ Assoc</td>
<td>20%</td>
<td>19%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GF/BF</td>
<td>11%</td>
<td>12%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Officemate</td>
<td>6%</td>
<td>2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Child- adult</td>
<td>2%</td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alone</td>
<td>41%</td>
<td>18%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q: In addition to yourself, on this trip, who else was in your travel party?

13% Traveling with a child

- 3% of travelers had a child 0-2 years old in their party.
- 8% had a child 3-6 years old.
- 2% had a child 7-11 years old.
- 5% had a child 12-18 years old.
Q: Including yourself, how many people traveled with you in your immediate party?

- Alone, 22%
- Two persons, 35%
- Three or more, 43%

Mean = 2.95
Median = 2
TRAVEL PARTY SIZE – TRACKING

Q: Including yourself, how many people traveled with you in your immediate party?

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Mean</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr1 (Oct18-Dec18)</td>
<td>2.95</td>
<td>2</td>
</tr>
<tr>
<td>Qtr2 (Jan19-Mar19)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Qtr3 (Apr19-Jun19)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Qtr4 (Jul19-Sept19)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q: Including this trip, how many times have you visited Guam?

Mean = 2.08
Median = 1
Q: Including this trip, how many times have you visited Guam?
**GVB Visitor Satisfaction Study**

**Q9: Including this trip, how many times have you been to Guam?**

<table>
<thead>
<tr>
<th></th>
<th>TOTAL</th>
<th>FAMILY</th>
<th>FIT</th>
<th>MICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st time</td>
<td>52%</td>
<td>49%</td>
<td>53%</td>
<td></td>
</tr>
<tr>
<td>Repeat</td>
<td>48%</td>
<td>51%</td>
<td>47%</td>
<td>100%</td>
</tr>
<tr>
<td>Total</td>
<td>107</td>
<td>67</td>
<td>106</td>
<td>1</td>
</tr>
<tr>
<td>Mean</td>
<td>2.08</td>
<td>2.09</td>
<td>2.03</td>
<td>3.00</td>
</tr>
<tr>
<td>Median</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>3</td>
</tr>
</tbody>
</table>

*Prepared by Anthology Research*
LENGTH OF STAY

Mean number of nights = 4.96
Median number of nights = 4

Q: How many nights did you stay on Guam?
Q: How many nights did you stay on Guam?

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Mean</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr1 (Oct18-Dec18)</td>
<td>5.38</td>
<td>4</td>
</tr>
<tr>
<td>Qtr2 (Jan19-Mar19)</td>
<td>4.96</td>
<td>4</td>
</tr>
<tr>
<td>Qtr3 (Apr19-Jun19)</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Qtr4 (Jul19-Sept19)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>YTD</td>
<td>5.17</td>
<td>4</td>
</tr>
</tbody>
</table>
Q: How many nights did you stay on Guam?

26 nights

<table>
<thead>
<tr>
<th>Length of Stay</th>
<th>TOTAL</th>
<th>FAMILY</th>
<th>FIT</th>
<th>MICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2 nights</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>-</td>
</tr>
<tr>
<td>3 nights</td>
<td>39%</td>
<td>40%</td>
<td>40%</td>
<td>100%</td>
</tr>
<tr>
<td>4+</td>
<td>51%</td>
<td>51%</td>
<td>51%</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>107</td>
<td>57</td>
<td>105</td>
<td>1</td>
</tr>
<tr>
<td>Mean</td>
<td>4.86</td>
<td>5.79</td>
<td>4.94</td>
<td>3.00</td>
</tr>
<tr>
<td>Median</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3</td>
</tr>
</tbody>
</table>

*Prepared by Anthology Research*
Q: What is your occupation?

- Self-employed: 29%
- Company: Mgr: 15%
- Professional/Spec: 14%
SECTION 2
TRAVEL PLANNING
Q: On this trip, I am a member of an organized tour group?

- Organized tour group: 1%
- No: 99%
Q: On this trip, I am a member of an organized tour group?

<table>
<thead>
<tr>
<th>Period</th>
<th>Group Tour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr1 (Oct18-Dec18)</td>
<td>3%</td>
</tr>
<tr>
<td>Qtr2 (Jan19-Mar19)</td>
<td>1%</td>
</tr>
<tr>
<td>Qtr3 (Apr19-Jun19)</td>
<td></td>
</tr>
<tr>
<td>Qtr4 (Jul19-Sept19)</td>
<td></td>
</tr>
<tr>
<td>YTD</td>
<td>2%</td>
</tr>
</tbody>
</table>
Q: Did you book any of your travel arrangements online?

Made Arrangements Online, 69%

No, 31%
Q: Did you book any of your travel arrangements online?

<table>
<thead>
<tr>
<th>Period</th>
<th>Online Booking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr1 (Oct18-Dec18)</td>
<td>69%</td>
</tr>
<tr>
<td>Qtr2 (Jan19-Mar19)</td>
<td></td>
</tr>
<tr>
<td>Qtr3 (Apr19-Jun19)</td>
<td></td>
</tr>
<tr>
<td>Qtr4 (Jul19-Sept19)</td>
<td></td>
</tr>
<tr>
<td>YTD</td>
<td>69%</td>
</tr>
</tbody>
</table>

**ONLINE BOOKING – TRACKING**
Q: How did you book your travel arrangements to Guam?
Q: How did you book your travel arrangements to Guam?
Q: Are you on a prepaid package trip that includes at least airfare and hotel?
Q: Are you on a prepaid package trip that includes at least airfare and hotel?

<table>
<thead>
<tr>
<th>Qtr 1 (Oct18-Dec18)</th>
<th>Qtr 2 (Jan19-Mar19)</th>
<th>Qtr 3 (Apr19-Jun19)</th>
<th>Qtr 4 (Jul19-Sept19)</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prepaid Pkg</td>
<td>37%</td>
<td>39%</td>
<td></td>
<td>38%</td>
</tr>
</tbody>
</table>
Q: Where did you stay while on Guam?

 ACCOMMODATIONS (5%+)
Q: What top three reasons motivated you to travel to Guam on this trip?

- Vacation: 55%
- Shopping: 43%
- Relax: 39%
- Prior Trip - Positive: 25%
- Natural beauty: 21%
- Trvl time: 14%
- Sightseeing: 13%
- Price: 9%
- Adventure: 8%
- Shop E Guam Fest: 7%
- Safety: 6%
- Career Cert: 5%
- Others: 5%
Q: What top three reasons motivated you to travel to Guam on this trip?

<table>
<thead>
<tr>
<th>Reason</th>
<th>TOTAL</th>
<th>QTR FY2019</th>
<th>MONTH FY2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>-</td>
<td></td>
<td>Jan-19</td>
<td>Feb-19</td>
</tr>
<tr>
<td>-</td>
<td></td>
<td>Mar-19</td>
<td>Mar-19</td>
</tr>
<tr>
<td>Vacation</td>
<td>55%</td>
<td>55%</td>
<td>52%</td>
</tr>
<tr>
<td>Shopping</td>
<td>43%</td>
<td>43%</td>
<td>35%</td>
</tr>
<tr>
<td>Just to relax</td>
<td>39%</td>
<td>39%</td>
<td>13%</td>
</tr>
<tr>
<td>To visit friends or relatives</td>
<td>21%</td>
<td>25%</td>
<td>26%</td>
</tr>
<tr>
<td>A previous visit</td>
<td>21%</td>
<td>21%</td>
<td>39%</td>
</tr>
<tr>
<td>Beautiful seas, beaches, tropical climate</td>
<td>14%</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Short travel time (not too far from home)</td>
<td>13%</td>
<td>13%</td>
<td>9%</td>
</tr>
<tr>
<td>Sightseeing/visiting tourist spots</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Price of the tour package</td>
<td>5%</td>
<td>9%</td>
<td>4%</td>
</tr>
<tr>
<td>Adventure</td>
<td>7%</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>Shop Guam e-Festival</td>
<td>6%</td>
<td>0%</td>
<td>4%</td>
</tr>
<tr>
<td>It’s a safe place to spend a vacation</td>
<td>5%</td>
<td>5%</td>
<td>9%</td>
</tr>
<tr>
<td>Career certification/testing</td>
<td>5%</td>
<td>5%</td>
<td>13%</td>
</tr>
<tr>
<td>Recommendation of friend/relatives/travel agency</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Water sports (snorkeling, windsurfing, paragliding)</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Company/business trip</td>
<td>3%</td>
<td>3%</td>
<td>13%</td>
</tr>
<tr>
<td>Government or military</td>
<td>2%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>To golf</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Honeymoon</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Organized sporting activity/event</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Incentive trip</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>School trip</td>
<td>1%</td>
<td>1%</td>
<td>4%</td>
</tr>
<tr>
<td>Social Media networks</td>
<td>1%</td>
<td>1%</td>
<td>4%</td>
</tr>
<tr>
<td>Total</td>
<td>107</td>
<td>107</td>
<td>23</td>
</tr>
</tbody>
</table>

*Prepared by Anthology Research*
SECTION 3
EXPENDITURES
PREPAID PACKAGE EXPENDITURES

• $1,468.49 = overall mean average prepaid package expense (for entire travel party) by respondent

• $621.46 = overall mean average per person prepaid package expenditures
Q: How much did the total prepaid package trip cost for you and other members of your covered travel party?

$1,468.49

$1,070.00
Q: How much did the total prepaid package trip cost for you and other members of your covered travel party?
GVB VISITOR SATISFACTION STUDY

Q20: How much did the total prepaid package trip cost for you and other members of your covered travel party? PER PERSON

<table>
<thead>
<tr>
<th></th>
<th>TOTAL</th>
<th>FAMILY</th>
<th>FIT</th>
<th>MICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PREPAID PKG PER PERSON Mean</td>
<td>$621.46</td>
<td>$696.36</td>
<td>$521.46</td>
<td></td>
</tr>
<tr>
<td>Median</td>
<td>$554</td>
<td>$554</td>
<td>$554</td>
<td></td>
</tr>
</tbody>
</table>

*Prepared by Anthology Research*
Q: (OPTIONAL) Of the total prepaid package trip cost, how much went towards...?

- **Airfare**: Mean $1,293.41, Median $287
- **Lodging**: Mean $377.09, Median $382
- **Other**: Mean $477.74, Median $382
Q: What did the package trip include?

- Airfare: 93%
- Lodging: 81%
- Breakfast: 24%
- Tours/Attractions: 17%
- Lunch/Dinner: 17%
- Rental car: 12%
• $459.47 = overall mean average airfare expense (for entire travel party) by respondent

• $260.37 = overall mean average *per person* airfare expenditures
**AIRFARE – FIT TRAVELER (GROUP) TRACKING**

<table>
<thead>
<tr>
<th></th>
<th>Qtr1 (Oct18-Dec18)</th>
<th>Qtr2 (Jan19-Mar19)</th>
<th>Qtr3 (Apr19-Jun19)</th>
<th>Qtr4 (Jul19-Sept19)</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MEAN</strong></td>
<td>$459.47</td>
<td></td>
<td></td>
<td></td>
<td>$459.47</td>
</tr>
<tr>
<td><strong>MEDIAN</strong></td>
<td>$287.00</td>
<td></td>
<td></td>
<td></td>
<td>$287.00</td>
</tr>
</tbody>
</table>

Q: How much did you and your family/travel party pay for the airline trip costs to Guam (if not included as part of a package)?
**Q: How much did you and your family/travel party pay for the airline trip costs to Guam (if not included as part of a package)?**

<table>
<thead>
<tr>
<th></th>
<th>Qtr1 (Oct18-Dec18)</th>
<th>Qtr2 (Jan19-Mar19)</th>
<th>Qtr3 (Apr19-Jun19)</th>
<th>Qtr4 (Jul19-Sept19)</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEAN</td>
<td></td>
<td>$260.37</td>
<td></td>
<td></td>
<td>$260.37</td>
</tr>
<tr>
<td>MEDIAN</td>
<td></td>
<td>$204.00</td>
<td></td>
<td></td>
<td>$204.00</td>
</tr>
</tbody>
</table>
ONISLE EXPENDITURES

- $960.59 = overall mean average expense (for entire travel party) by respondent

- $524.85 = overall mean average per person expenditures
## ONISLE – TRAVEL PARTY TRACKING

<table>
<thead>
<tr>
<th></th>
<th>Qtr1 (Oct18-Dec18)</th>
<th>Qtr2 (Jan19-Mar19)</th>
<th>Qtr3 (Apr19-Jun19)</th>
<th>Qtr4 (Jul19-Sept19)</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MEAN</strong></td>
<td>$960.59</td>
<td></td>
<td></td>
<td>$960.59</td>
<td></td>
</tr>
<tr>
<td><strong>MEDIAN</strong></td>
<td>$756.00</td>
<td></td>
<td></td>
<td>$756.00</td>
<td></td>
</tr>
</tbody>
</table>
## ONISLE – PER PERSON TRACKING

<table>
<thead>
<tr>
<th></th>
<th>Qtr1 (Oct18-Dec18)</th>
<th>Qtr2 (Jan19-Mar19)</th>
<th>Qtr3 (Apr19-Jun19)</th>
<th>Qtr4 (Jul19-Sept19)</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEAN</td>
<td>$524.85</td>
<td></td>
<td></td>
<td></td>
<td>$524.85</td>
</tr>
<tr>
<td>MEDIAN</td>
<td>$350.00</td>
<td></td>
<td></td>
<td></td>
<td>$350.00</td>
</tr>
</tbody>
</table>

YTD Statistics:
- **Mean:** $524.85
- **Median:** $350.00
ONISLE – PER DAY SPENDING

<table>
<thead>
<tr>
<th>Travel Party</th>
<th>Mean</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>$255.02</td>
<td>$202</td>
<td>$138.62</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Per Person</th>
<th>Mean</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0</td>
<td>$109</td>
<td>$109</td>
</tr>
</tbody>
</table>
## ONISLE – TRAVEL PARTY/ PER DAY TRACKING

<table>
<thead>
<tr>
<th></th>
<th>Qtr1 (Oct18-Dec18)</th>
<th>Qtr2 (Jan19-Mar19)</th>
<th>Qtr3 (Apr19-Jun19)</th>
<th>Qtr4 (Jul19-Sept19)</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MEAN</strong></td>
<td>$255.02</td>
<td></td>
<td></td>
<td></td>
<td>$255.02</td>
</tr>
<tr>
<td><strong>MEDIAN</strong></td>
<td>$202.00</td>
<td></td>
<td></td>
<td></td>
<td>$202.00</td>
</tr>
</tbody>
</table>
## ONISLE – PER PERSON/ PER DAY TRACKING

<table>
<thead>
<tr>
<th></th>
<th>Qtr1 (Oct18-Dec18)</th>
<th>Qtr2 (Jan19-Mar19)</th>
<th>Qtr3 (Apr19-Jun19)</th>
<th>Qtr4 (Jul19-Sept19)</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MEAN</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$138.62</td>
</tr>
<tr>
<td><strong>$</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$100</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$200</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$300</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$400</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$500</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MEDIAN</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$109.00</td>
</tr>
</tbody>
</table>

- **MEAN** $138.62
- **MEDIAN** $109.00
- **YTD** $138.62
Q: How much additional did you and your family spend on Guam – Lodging?
ONISLE – ACCOMMODATIONS TRACKING

Q: How much additional did you and your family spend on Guam – Lodging?

<table>
<thead>
<tr>
<th></th>
<th>Qtr1 (Oct18-Dec18)</th>
<th>Qtr2 (Jan19-Mar19)</th>
<th>Qtr3 (Apr19-Jun19)</th>
<th>Qtr4 (Jul19-Sept19)</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEAN</td>
<td>$331.67</td>
<td></td>
<td></td>
<td></td>
<td>$331.67</td>
</tr>
<tr>
<td>MEDIAN</td>
<td>$250.00</td>
<td></td>
<td></td>
<td></td>
<td>$250.00</td>
</tr>
</tbody>
</table>
Q: How much additional did you and your family spend on Guam – Food & Beverage?
Q: How much additional did you and your family spend on Guam – Food & Beverage?
Q: How much additional did you and your family spend on Guam – Entertainment & Recreation?
ONISLE – TOTAL ENTERTAINMENT & RECREATION TRACKING

Q: How much additional did you and your family spend on Guam – Entertainment & Recreation?

<table>
<thead>
<tr>
<th>Quart</th>
<th>MEAN</th>
<th>MEDIAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr 1 (Oct18-Dec18)</td>
<td>$49.67</td>
<td>$0.00</td>
</tr>
<tr>
<td>Qtr 2 (Jan19-Mar19)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Qtr 3 (Apr19-Jun19)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Qtr 4 (Jul19-Sept19)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q: How much additional did you and your family spend on Guam – Transportation?
Q: How much additional did you and your family spend on Guam – Transportation?
Q: How much additional did you and your family spend on Guam – Shopping?

$312.33

$156.33

$13.84

$18.96

$46.94

$35.55

$25.33

$15.37

$125

$50

$0

$0

$0

$0

$0

$0

$0

$100

$200

$300

$400

$500

$600

$700

TOTAL

Fashion & Clothing

Jewelry/ watches

Cosmetics/ perfume

Accessories

Food - take home

Souvenirs

Other

MEAN

MEDIAN
Q: How much additional did you and your family spend on Guam – Shopping?
Q: How much additional did you and your family spend on Guam – Other spending?
## ONISLE – MISCELLANEOUS TRACKING

**Q: How much additional did you and your family spend on Guam – Other spending?**

<table>
<thead>
<tr>
<th></th>
<th>Qtr 1 (Oct18-Dec18)</th>
<th>Qtr 2 (Jan19-Mar19)</th>
<th>Qtr 3 (Apr19-Jun19)</th>
<th>Qtr 4 (Jul19-Sept19)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MEAN</strong></td>
<td></td>
<td>$23.81</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MEDIAN</strong></td>
<td></td>
<td>$0.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
TOTAL EXPENDITURES PER PERSON (ONISLE + PREPAID)

- $907.10 = Mean average per person
- $789.00 = Median amount spent per person
TOTAL EXPENDITURES PER PERSON TRACKING

<table>
<thead>
<tr>
<th></th>
<th>Qtr1 (Oct18-Dec18)</th>
<th>Qtr2 (Jan19-Mar19)</th>
<th>Qtr3 (Apr19-Jun19)</th>
<th>Qtr4 (Jul19-Sept19)</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEAN</td>
<td>$1,066.08</td>
<td>$907.10</td>
<td></td>
<td></td>
<td>$985.46</td>
</tr>
<tr>
<td>MEDIAN</td>
<td>$945.00</td>
<td>$789.00</td>
<td></td>
<td></td>
<td>$872.00</td>
</tr>
</tbody>
</table>
Q: How much in total did you spend on your purchases at the airport for shopping, dining, etc?

<table>
<thead>
<tr>
<th>Quarter</th>
<th>MEAN</th>
<th>MEDIAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr1 (Oct18-Dec18)</td>
<td>$87.48</td>
<td>$2.00</td>
</tr>
<tr>
<td>Qtr2 (Jan19-Mar19)</td>
<td>$212.78</td>
<td>$10.00</td>
</tr>
</tbody>
</table>
SECTION 4
VISITOR SATISFACTION
Q: Overall, how satisfied are you with your experience while on Guam?

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Very Satisfied (%)</th>
<th>MEAN (7pt Scale)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr1 (Oct18-Dec18)</td>
<td>34%</td>
<td>6.03</td>
</tr>
<tr>
<td>Qtr2 (Jan19-Mar19)</td>
<td>44%</td>
<td>6.23</td>
</tr>
</tbody>
</table>

Qtr3 (Apr19-Jun19): 44%
Qtr4 (Jul19-Sept19): 34%
Q: Overall, how satisfied are you with your experience while on Guam?

OVERALL SATISFACTION – 10PT SCALE

Qtr1 (Oct18-Dec18) | Qtr2 (Jan19-Mar19) | Qtr3 (Apr19-Jun19) | Qtr4 (Jul19-Sept19)

Very Satisfied (Top Box 9-10) | MEAN (10pt Scale)

8.61

58%
Q: Please tell us about one detail that made your trip to Guam excellent?

<table>
<thead>
<tr>
<th>Detail</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping</td>
<td>29%</td>
</tr>
<tr>
<td>Relax</td>
<td>22%</td>
</tr>
<tr>
<td>Beach/ocean</td>
<td>16%</td>
</tr>
<tr>
<td>Hafa Adai</td>
<td>7%</td>
</tr>
<tr>
<td>Safe</td>
<td>7%</td>
</tr>
<tr>
<td>Natural beauty</td>
<td>6%</td>
</tr>
<tr>
<td>Local culture</td>
<td>3%</td>
</tr>
<tr>
<td>Event- Fr/Fm</td>
<td>3%</td>
</tr>
<tr>
<td>Cust Svc</td>
<td>3%</td>
</tr>
<tr>
<td>Food</td>
<td>3%</td>
</tr>
<tr>
<td>Hotel/ Accommodations</td>
<td>1%</td>
</tr>
<tr>
<td>Military/ Hist site</td>
<td>1%</td>
</tr>
</tbody>
</table>
Q: Please tell us about one detail that made your trip to Guam excellent?

- Nothing
- Expensive
- No local culture
- Food
- Accommodations- cleanliness
- Activities- variety
- Cust. Svc
- Public restroom
- Immigration
- Ground trans
- Rental car
- Accommodations- Svc
- Traffic
Q: Please rate your satisfaction with the following aspects of your trip to Guam?

Satisfaction – Entertainment

Qtr1 (Oct18-Dec18)  Qtr2 (Jan19-Mar19)  Qtr3 (Apr19-Jun19)  Qtr4 (Jul19-Sept19)

Very Satisfied (Top Box 9-10) MEAN

42% 7.63
Q: Please rate your satisfaction with the following aspects of your trip to Guam?
Q: Please rate your satisfaction with the following aspects of your trip to Guam?
Q: Please rate your satisfaction with the following aspects of your trip to Guam?
Q: Please rate your satisfaction with the following aspects of your trip to Guam?
Satisfaction – Roads

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

- Very Satisfied (Top Box 9-10)

<table>
<thead>
<tr>
<th>Quarter</th>
<th>MEAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr1 (Oct18-Dec18)</td>
<td>8.13</td>
</tr>
<tr>
<td>Qtr2 (Jan19-Mar19)</td>
<td>48%</td>
</tr>
<tr>
<td>Qtr3 (Apr19-Jun19)</td>
<td></td>
</tr>
<tr>
<td>Qtr4 (Jul19-Sept19)</td>
<td></td>
</tr>
</tbody>
</table>
SATISFACTION – SIGHTSEEING AREAS

Q: Please rate your satisfaction with the following aspects of your trip to Guam?
Q: Please rate your satisfaction with the following aspects of your trip to Guam?
Q: Overall, how would you rate your lodging/hotel accommodations?
Q: How likely are you to recommend Guam to your family and friends?

Extremely likely (Top Box 9-10) MEAN

BRAND ADVOCACY

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Extremely likely (%)</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr1 (Oct18-Dec18)</td>
<td>54%</td>
<td></td>
</tr>
<tr>
<td>Qtr2 (Jan19-Mar19)</td>
<td>60%</td>
<td>8.68</td>
</tr>
<tr>
<td>Qtr3 (Apr19-Jun19)</td>
<td></td>
<td>8.13</td>
</tr>
<tr>
<td>Qtr4 (Jul19-Sept19)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q: How likely are you to return to visit Guam in the next three years?

BRAND LOYALTY

86% Extremely likely (Top Box 9-10)

Qtr2 (Jan19-Mar19)
TRIP EXPECTATIONS

Guam exceeded my expectations 25%

Guam met my expectations 73%

Guam did not meet my expectations 2%
Q: Would you say this trip to Guam...?

- Exceeded expectations
- Met expectations
- Did not meet expectations

<table>
<thead>
<tr>
<th></th>
<th>Qtr1 (Oct18-Dec18)</th>
<th>Qtr2 (Jan19-Mar19)</th>
<th>Qtr3 (Apr19-Jun19)</th>
<th>Qtr4 (Jul19-Sept19)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exceeded expectations</td>
<td></td>
<td>25%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Met expectations</td>
<td></td>
<td>73%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Did not meet</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q: Guam has a number of shopping malls and stores. Please check all those visited during this trip

Micronesian Mall
Premier Outlets
Ross
K-Mart
Macy's
ABC Stores
DFS
Tumon Sands
The Plaza
Agana SC
Jp Store

90% 81% 79% 66% 66% 59% 57% 30% 28% 22% 15%
Q: During this trip to Guam, which of the following activities did you participate in?

- Self-guided/drove around: 36%
- Island sightseeing tour: 28%
- Scenic views/natural landmarks: 23%
- Boat tours/dolphin watch: 9%
- Helicopter ride: 1%
Q: During this trip to Guam, which of the following activities did you participate in?

- Shopping: 74%
- Beach/sunbathing: 40%
- Swimming in ocean: 30%
- Water park: 8%
- Off-roading: 6%
- Boat cruise: 5%
- Hiking: 4%
- Spa: 2%
Q: During this trip to Guam, which of the following activities did you participate in?
Q: During this trip to Guam, which of the following activities did you participate in?

- Chamorro cuisine: 44%
- Chamorro night market: 19%
- Historic military site: 17%
- Chamorro culture: 15%
- Village festival: 8%
- Local night market: 7%
- Archeology site visit: 5%
- Festival/event: 5%
Q: During this trip to Guam, which of the following activities did you participate in?
Q: During this trip to Guam, which of the following attractions did you visit?
Q: Why did you not participate in any cultural activities or events during your recent stay on Guam?
SECTION 6

SOURCES OF INFORMATION
Q: Please select the top three sources of information you used to find out about Guam before your trip
**PRE-ARRIVAL SOURCES OF INFORMATION - SEGMENTATION**

**Q5 Please select the top three sources of information you used to find out about Guam before your trip**

<table>
<thead>
<tr>
<th>Source</th>
<th>TOTAL</th>
<th>FAMILY</th>
<th>FIT</th>
<th>MICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends/relatives</td>
<td>75%</td>
<td>82%</td>
<td>76%</td>
<td>100%</td>
</tr>
<tr>
<td>Internet/Mobile App</td>
<td>63%</td>
<td>77%</td>
<td>70%</td>
<td>100%</td>
</tr>
<tr>
<td>Social media</td>
<td>38%</td>
<td>32%</td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td>I have been to Guam before</td>
<td>23%</td>
<td>26%</td>
<td>24%</td>
<td>100%</td>
</tr>
<tr>
<td>Travel agent brochure</td>
<td>7%</td>
<td>11%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td>7%</td>
<td>4%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Magazine (consumer)</td>
<td>7%</td>
<td>5%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Guam Visitors Bureau promotional activities</td>
<td>5%</td>
<td>7%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Co-worked company travel department</td>
<td>4%</td>
<td>2%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Newspaper</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Guam Visitors Bureau office</td>
<td>1%</td>
<td>1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td>1%</td>
<td>1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Travel trade shows</td>
<td>1%</td>
<td>1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>107</td>
<td>57</td>
<td>108</td>
<td>1</td>
</tr>
</tbody>
</table>

*Prepared by Anthology Research*
Q: Please select the top three sources of information you used to find out about Guam while you were here
ONISLE SOURCES OF INFORMATION

Q: Please select the top three sources of information you used to find out about Guam while you were here

<table>
<thead>
<tr>
<th>Source</th>
<th>TOTAL</th>
<th>FAMILY</th>
<th>FIT</th>
<th>MICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local people</td>
<td>58%</td>
<td>56%</td>
<td>58%</td>
<td>100%</td>
</tr>
<tr>
<td>Hotel staff</td>
<td>55%</td>
<td>51%</td>
<td>56%</td>
<td></td>
</tr>
<tr>
<td>Internet/Mobile App</td>
<td>46%</td>
<td>42%</td>
<td>46%</td>
<td>100%</td>
</tr>
<tr>
<td>Restaurant staff (outside hotel)</td>
<td>30%</td>
<td>33%</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>Social Media</td>
<td>29%</td>
<td>32%</td>
<td>28%</td>
<td></td>
</tr>
<tr>
<td>Taxi drivers</td>
<td>18%</td>
<td>21%</td>
<td>16%</td>
<td>100%</td>
</tr>
<tr>
<td>Signs/advertisement</td>
<td>9%</td>
<td>5%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Other visitors</td>
<td>9%</td>
<td>7%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Guam Visitors Bureau</td>
<td>7%</td>
<td>9%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Visitors channel</td>
<td>6%</td>
<td>5%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Retail staff</td>
<td>4%</td>
<td>5%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Local publication</td>
<td>4%</td>
<td>5%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Tour staff</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Guide books I brought with me</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>107</strong></td>
<td><strong>57</strong></td>
<td><strong>105</strong></td>
<td><strong>1</strong></td>
</tr>
</tbody>
</table>

*Prepared by Anthology Research*
Q: Which internet or social media sources, if any, did you use to learn about Guam?
### Online Sources of Information

**Q: Which internet or social media sources, if any, did you use to learn about Guam?**

<table>
<thead>
<tr>
<th>Source</th>
<th>Q1 (Oct 18-Dec 18)</th>
<th>Q2 (Jan 19-Mar 19)</th>
<th>Q3 (Apr 19-Jun 19)</th>
<th>Q4 (Jul 19-Sept 19)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google</td>
<td></td>
<td>62%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook</td>
<td></td>
<td>48%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yahoo</td>
<td></td>
<td>8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Youtube</td>
<td></td>
<td>26%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IG</td>
<td></td>
<td>42%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GVB</td>
<td></td>
<td>10%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online booking site</td>
<td></td>
<td>22%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SECTION 7
IMMIGRATION
Q: Do you think the security screening and/or immigration process here at the Guam International Airport will affect your decisions to visit Guam again in the future?
Q: Which internet or social media sources, if any, did you use to learn about Guam?
• 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.

• The predictor variables (drivers) are ranked on the percentage they account for the dependent variable. The top two ranked independent variables generally account for the largest percentages of the dependent variable and are thus the best predictors (drivers) of the dependent variable.
## Comparison of Drivers of Overall Satisfaction
### 2nd Qtr. 2019

<table>
<thead>
<tr>
<th>Drivers:</th>
<th>2nd Qtr. 2019 rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment</td>
<td></td>
</tr>
<tr>
<td>Shopping</td>
<td></td>
</tr>
<tr>
<td>Dining</td>
<td></td>
</tr>
<tr>
<td>Beaches</td>
<td></td>
</tr>
<tr>
<td>Parks</td>
<td></td>
</tr>
<tr>
<td>Roads</td>
<td></td>
</tr>
<tr>
<td>Sightseeing Areas</td>
<td>1</td>
</tr>
<tr>
<td>Being a safe and secure destination</td>
<td></td>
</tr>
<tr>
<td>% of Overall Satisfaction Accounted For:</td>
<td>4.2%</td>
</tr>
</tbody>
</table>

NOTE: Only significant drivers are included.
• **Overall satisfaction** with the Philippine visitor’s experience on Guam is driven by one significant factor in the 2\textsuperscript{nd} Quarter 2019 Period. It is:
  
  • **Sightseeing areas.**
  
  • With this factor, the overall $r^2$ is .042 meaning that **4.2% of overall satisfaction is accounted for by this factor.**
## Comparison of Drivers of Per Person On Island Expenditures
2nd Qtr. 2019

<table>
<thead>
<tr>
<th>Drivers:</th>
<th>2nd Qtr. 2019 rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment</td>
<td>1</td>
</tr>
<tr>
<td>Shopping</td>
<td></td>
</tr>
<tr>
<td>Dining</td>
<td></td>
</tr>
<tr>
<td>Beaches</td>
<td></td>
</tr>
<tr>
<td>Parks</td>
<td></td>
</tr>
<tr>
<td>Roads</td>
<td></td>
</tr>
<tr>
<td>Sightseeing Areas</td>
<td></td>
</tr>
<tr>
<td>Being a safe and secure destination</td>
<td></td>
</tr>
</tbody>
</table>

% of Overall Satisfaction Accounted For: 10.3%

NOTE: Only significant drivers are included.
• **Per Person On Island Expenditure** of Philippine visitors on Guam is driven by one significant factor in the 2\textsuperscript{nd} Quarter 2019 Period. It is:
  
  • **Entertainment.**

• With this factor, the overall $r^2$ is .103 meaning that **10.3\% of per person on island expenditure** is accounted for by this factor.