



GUAM VISITORS BUREAU

Taiwan Visitor Tracker Exit Profile

FY2014 Market Segmentation

1ST Qtr. (OCT~DEC 2013)



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 Chinese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **150** departing Taiwanese 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 **150** is +/- 8.0 percentage points with a 95% confidence level. That is, if all Taiwanese 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 +/- 8.0 percentage points.

OBJECTIVES

- **The specific objectives of the analysis were:**
 - To determine the relative size and expenditure behavior of the following market segments:
 - General leisure group
 - Family and/or Child
 - Special interest group
 - Incentive market
 - 20-40 year old
 - Mid-high level income
 - White-collar
 - w/ child
 - Wedding/ Honeymoon
 - Student
 - To identify (for all Taiwanese visitors) the most important determinants of on-island spending; and
 - To identify the most significant factors affecting overall visitor satisfaction.

Highlighted Segments Parameters

- General leisure group – Q.5A
- Family and/or Child – Q.6
- Special interest group – Q.18/Q7
- Incentive market – Q.5A/Q.7
- 20-40 year old – Q.F
- Mid-high level income – Q.26
- White-collar – Q.25
- W/child – Q.6
- Wedding/ Honeymoon – Q.5A/ Q.13
- Student –Q.25

Highlighted Segments

| | 1 st QTR | 2 nd QTR | 3 rd QTR | 4 th QTR |
|-----------------------|---------------------|---------------------|---------------------|---------------------|
| General leisure group | 27% | | | |
| Child | 17% | | | |
| Incentive market | 3% | | | |
| Male 20-40 | 43% | | | |
| Female 20-40 | 33% | | | |
| White collar | 46% | | | |
| Wedding/ Honeymooner | 5% | | | |
| Student | 6% | | | |
| Mid-High income | 45% | | | |
| TOTAL | 150 | | | |

SECTION 1 **PROFILE OF RESPONDENTS**

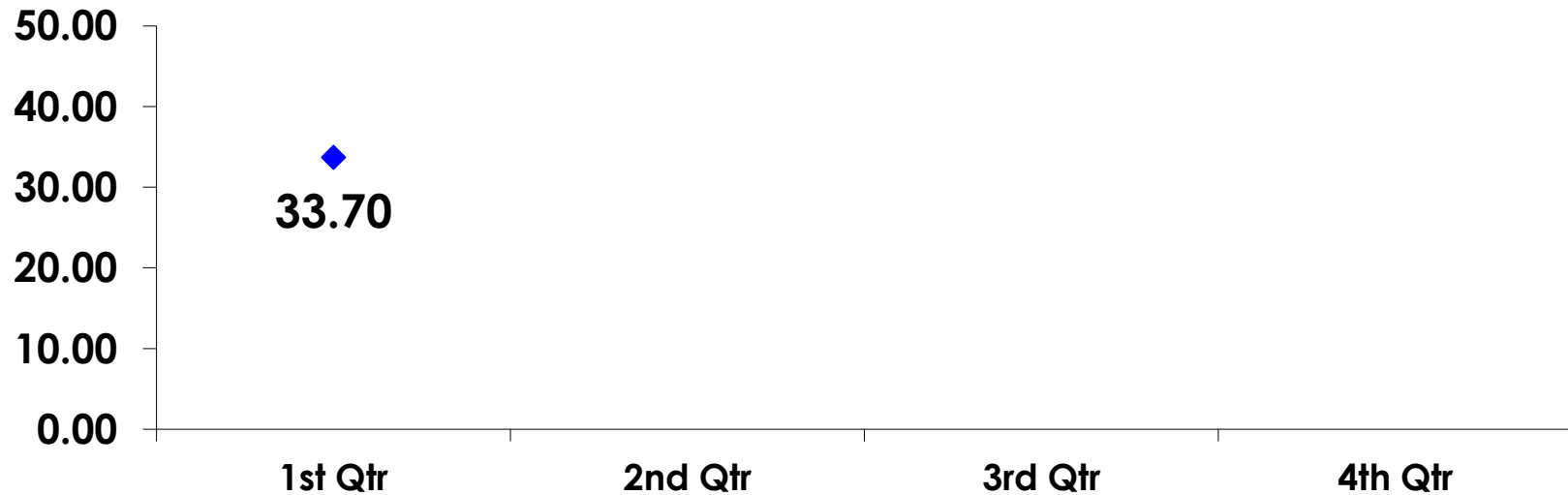
MARITAL STATUS - TRACKING



MARITAL STATUS- SEGMENTATION

| | | | TOTAL | GEN LEISURE GRP | CHILD | INCENTIVE MKT | MALE 20-40 | FEMALE 20-40 | WHITE COLLAR | WEDDING/ HNYMOON | STUDENT | MID INCOME |
|----|---------|------------|-------|-----------------|-------|---------------|------------|--------------|--------------|------------------|---------|------------|
| | | | - | - | - | - | - | - | - | - | - | - |
| QE | Married | Count | 99 | 25 | 22 | 4 | 41 | 28 | 47 | 7 | 1 | 50 |
| | | Column N % | 66% | 61% | 88% | 100% | 63% | 57% | 68% | 100% | 11% | 75% |
| | Single | Count | 51 | 16 | 3 | 0 | 24 | 21 | 22 | 0 | 8 | 17 |
| | | Column N % | 34% | 39% | 12% | 0% | 37% | 43% | 32% | 0% | 89% | 25% |
| | Total | Count | 150 | 41 | 25 | 4 | 65 | 49 | 69 | 7 | 9 | 67 |

AVERAGE AGE - TRACKING



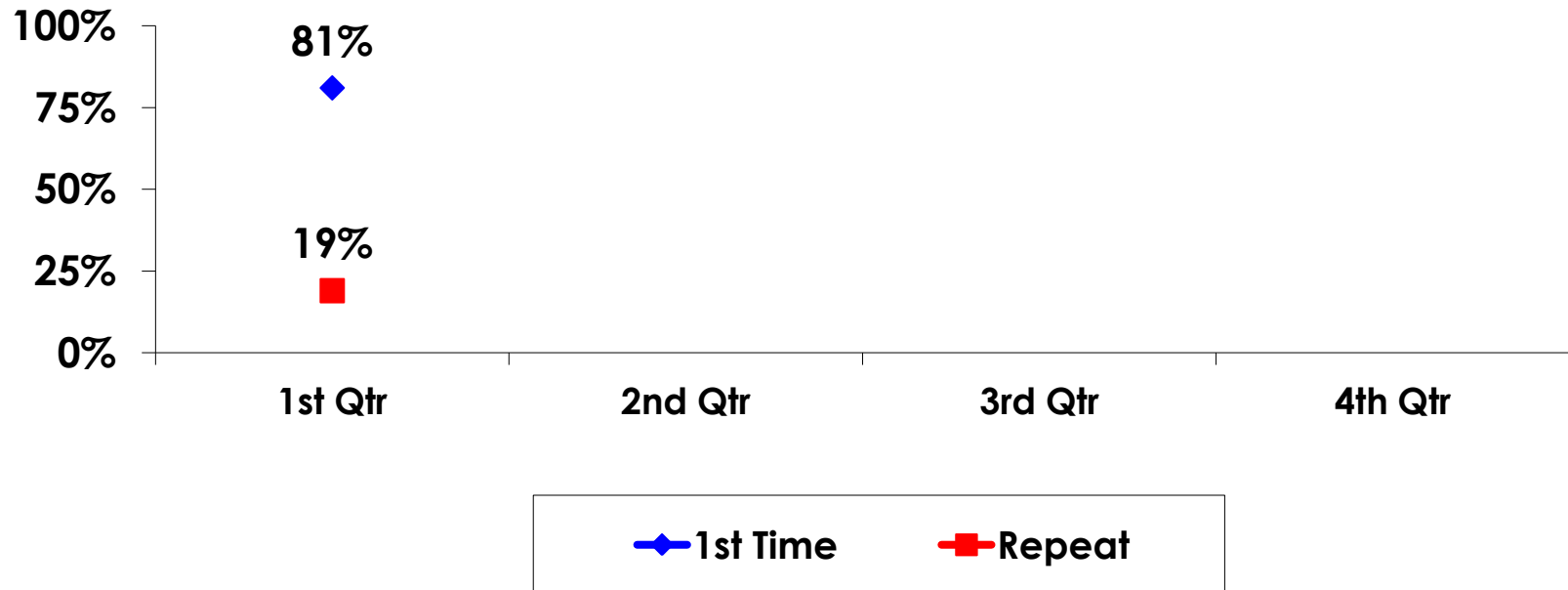
AGE- SEGMENTATION

| | | | TOTAL | GEN LEISURE GRP | CHILD | INCENTIVE MKT | MALE 20-40 | FEMALE 20-40 | WHITE COLLAR | WEDDING/ HNYMOON | STUDENT | MID INCOME |
|----|-------|------------|-------|-----------------|-------|---------------|------------|--------------|--------------|------------------|---------|------------|
| | | | - | - | - | - | - | - | - | - | - | - |
| QF | 18-24 | Count | 12 | 4 | 1 | 0 | 3 | 5 | 3 | 0 | 7 | 1 |
| | | Column N % | 8% | 10% | 4% | 0% | 5% | 10% | 4% | 0% | 78% | 1% |
| | 25-34 | Count | 73 | 17 | 5 | 2 | 46 | 27 | 40 | 7 | 1 | 37 |
| | | Column N % | 49% | 44% | 20% | 50% | 71% | 55% | 58% | 100% | 11% | 55% |
| | 35-49 | Count | 57 | 16 | 19 | 2 | 16 | 17 | 24 | 0 | 1 | 27 |
| | | Column N % | 39% | 41% | 76% | 50% | 25% | 35% | 35% | 0% | 11% | 40% |
| | 50+ | Count | 6 | 2 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 2 |
| | | Column N % | 4% | 5% | 0% | 0% | 0% | 0% | 3% | 0% | 0% | 3% |
| | Total | Count | 148 | 39 | 25 | 4 | 65 | 49 | 69 | 7 | 9 | 67 |
| QF | | Mean | 33.70 | 32.95 | 38.56 | 39.50 | 30.75 | 31.22 | 33.23 | 27.29 | 22.89 | 33.90 |
| | | Median | 32 | 32 | 40 | 40 | 31 | 31 | 31 | 27 | 22 | 31 |

INCOME - SEGMENTATION

| | | | TOTAL | GEN LEISURE GRP | CHILD | INCENTIVE MKT | MALE 20-40 | FEMALE 20-40 | WHITE COLLAR | WEDDING/ HNYMOON | STUDENT | MID INCOME |
|---------------|------------|--|-------|-----------------|-------|---------------|------------|--------------|--------------|------------------|---------|------------|
| | | | - | - | - | - | - | - | - | - | - | - |
| Q26 <=NT160K | Count | | 6 | 3 | 1 | 0 | 4 | 2 | 3 | 2 | 2 | 0 |
| | Column N % | | 6% | 11% | 4% | 0% | 10% | 6% | 5% | 29% | 25% | 0% |
| NT160K-NT200K | Count | | 2 | 0 | 1 | 0 | 2 | 0 | 1 | 0 | 0 | 0 |
| | Column N % | | 2% | 0% | 4% | 0% | 5% | 0% | 2% | 0% | 0% | 0% |
| NT200K-NT400K | Count | | 5 | 1 | 2 | 0 | 1 | 3 | 4 | 0 | 0 | 0 |
| | Column N % | | 5% | 4% | 9% | 0% | 2% | 9% | 7% | 0% | 0% | 0% |
| NT400K-NT600K | Count | | 41 | 10 | 3 | 0 | 21 | 16 | 27 | 3 | 0 | 41 |
| | Column N % | | 39% | 37% | 13% | 0% | 50% | 46% | 47% | 43% | 0% | 61% |
| NT600K-NT800K | Count | | 26 | 4 | 6 | 1 | 7 | 8 | 17 | 2 | 1 | 26 |
| | Column N % | | 25% | 15% | 26% | 100% | 17% | 23% | 29% | 29% | 13% | 39% |
| NT800K-NT1.0M | Count | | 8 | 2 | 2 | 0 | 2 | 4 | 3 | 0 | 1 | 0 |
| | Column N % | | 8% | 7% | 9% | 0% | 5% | 11% | 5% | 0% | 13% | 0% |
| NT1.0M+ | Count | | 13 | 5 | 8 | 0 | 4 | 2 | 3 | 0 | 2 | 0 |
| | Column N % | | 12% | 19% | 35% | 0% | 10% | 6% | 5% | 0% | 25% | 0% |
| No Income | Count | | 4 | 2 | 0 | 0 | 1 | 0 | 0 | 0 | 2 | 0 |
| | Column N % | | 4% | 7% | 0% | 0% | 2% | 0% | 0% | 0% | 25% | 0% |
| Total | Count | | 105 | 27 | 23 | 1 | 42 | 35 | 58 | 7 | 8 | 67 |

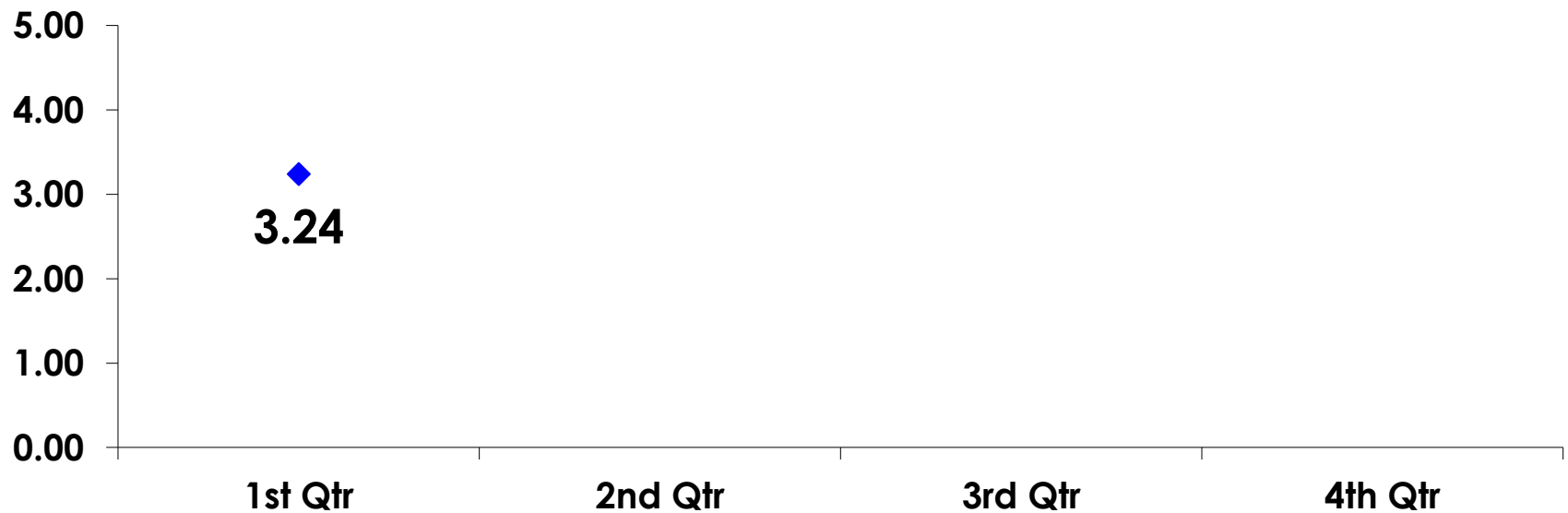
PRIOR TRIPS TO GUAM - TRACKING



PRIOR TRIPS TO GUAM - SEGMENTATION

| | | | TOTAL | GEN LEISURE GRP | CHILD | INCENTIVE MKT | MALE 20-40 | FEMALE 20-40 | WHITE COLLAR | WEDDING/ HNYMOON | STUDENT | MID INCOME |
|-----|-------|------------|-------|-----------------|-------|---------------|------------|--------------|--------------|------------------|---------|------------|
| | | | - | - | - | - | - | - | - | - | - | - |
| Q3A | Yes | Count | 120 | 35 | 22 | 2 | 53 | 38 | 59 | 7 | 7 | 53 |
| | | Column N % | 81% | 85% | 88% | 50% | 82% | 78% | 86% | 100% | 78% | 80% |
| | No | Count | 29 | 6 | 3 | 2 | 12 | 11 | 10 | 0 | 2 | 13 |
| | | Column N % | 19% | 15% | 12% | 50% | 18% | 22% | 14% | 0% | 22% | 20% |
| | Total | Count | 149 | 41 | 25 | 4 | 65 | 49 | 69 | 7 | 9 | 66 |

AVG LENGTH OF STAY - TRACKING



AVG LENGTH OF STAY - SEGMENTATION

| | | TOTAL | GEN LEISURE GRP | CHILD | INCENTIVE MKT | MALE 20-40 | FEMALE 20-40 | WHITE COLLAR | WEDDING/ HNYMOON | STUDENT | MID INCOME |
|----|--------|-------|-----------------|-------|---------------|------------|--------------|--------------|------------------|---------|------------|
| | | - | - | - | - | - | - | - | - | - | - |
| Q8 | Mean | 3.24 | 3.33 | 3.64 | 3.00 | 3.17 | 3.23 | 3.18 | 3.29 | 3.67 | 3.11 |
| | Median | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |

SECTION 2 **TRAVEL PLANNING**

TRAVEL PLANNING - SEGMENTATION

| | | | TOTAL | GEN LEISURE GRP | CHILD | INCENTIVE MKT | MALE 20-40 | FEMALE 20-40 | WHITE COLLAR | WEDDING/ HNYMOON | STUDENT | MID INCOME |
|----|------------------------------------|------------|-------|-----------------|-------|---------------|------------|--------------|--------------|------------------|---------|------------|
| | | | - | - | - | - | - | - | - | - | - | - |
| Q7 | Full package tour | Count | 18 | 5 | 8 | 1 | 9 | 4 | 6 | 1 | 4 | 4 |
| | | Column N % | 12% | 12% | 32% | 25% | 14% | 8% | 9% | 14% | 44% | 6% |
| | Free-time package tour | Count | 77 | 24 | 11 | 1 | 35 | 24 | 36 | 5 | 4 | 34 |
| | | Column N % | 52% | 59% | 44% | 25% | 55% | 49% | 52% | 71% | 44% | 52% |
| | Individually arranged travel (FIT) | Count | 51 | 11 | 6 | 0 | 20 | 20 | 25 | 1 | 1 | 26 |
| | | Column N % | 34% | 27% | 24% | 0% | 31% | 41% | 36% | 14% | 11% | 39% |
| | Group tour | Count | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 1 |
| | | Column N % | 1% | 2% | 0% | 0% | 0% | 2% | 1% | 0% | 0% | 2% |
| | Company paid travel | Count | 2 | 0 | 0 | 2 | 0 | 0 | 1 | 0 | 0 | 1 |
| | | Column N % | 1% | 0% | 0% | 50% | 0% | 0% | 1% | 0% | 0% | 2% |
| | Total | Count | 149 | 41 | 25 | 4 | 64 | 49 | 69 | 7 | 9 | 66 |

TRAVEL MOTIVATION - SEGMENTATION

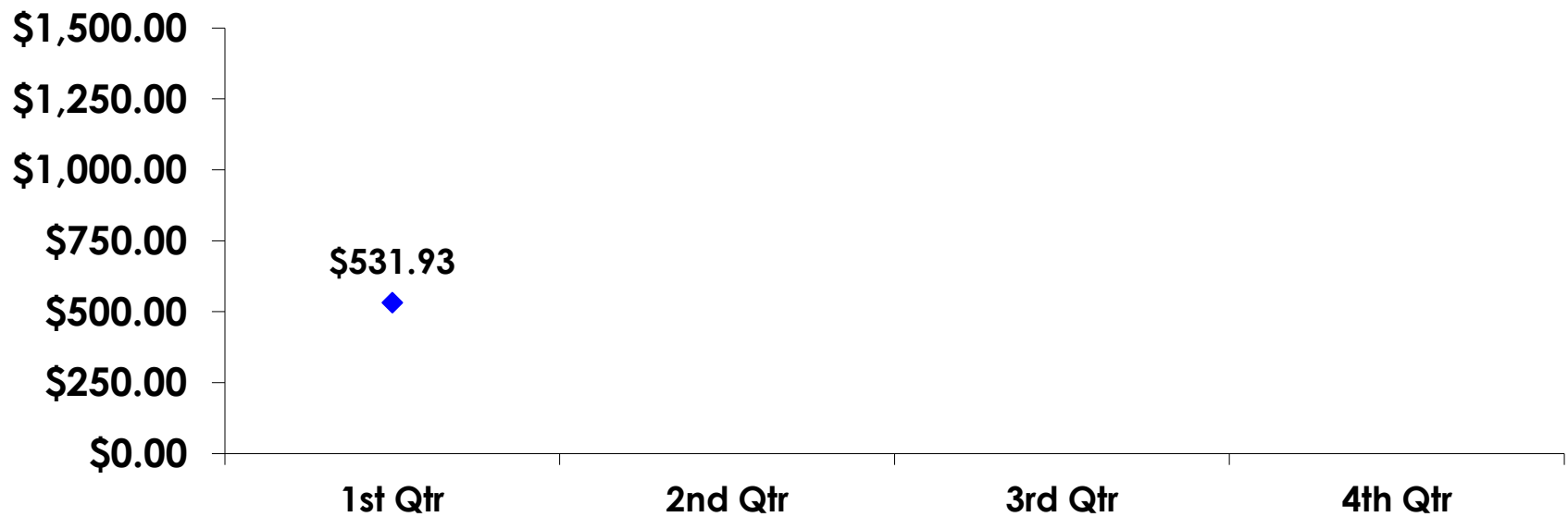
| | | TOTAL | GEN LEISURE GRP | CHILD | INCENTIVE MKT | MALE 20-40 | FEMALE 20-40 | WHITE COLLAR | WEDDING/ HNYMOON | STUDENT | MID INCOME | |
|-----|---------------------------------|-------|-----------------------|-------|------------------|------------|--------------|-----------------|---------------------|---------|------------|----|
| | | - | - | - | - | - | - | - | - | - | - | |
| Q5A | Previous trip | 5% | 2% | 4% | 25% | 2% | 8% | 4% | 0% | 0% | 9% | |
| | Price | 9% | 10% | 28% | 0% | 9% | 2% | 14% | 0% | 11% | 4% | |
| | Visit friends/ Relatives | 3% | 2% | 0% | 0% | 2% | 4% | 3% | 0% | 11% | 3% | |
| | Recomm- friend/family/trvl agnt | 13% | 20% | 44% | 0% | 11% | 4% | 10% | 14% | 33% | 7% | |
| | Scuba | 17% | 20% | 32% | 0% | 22% | 16% | 14% | 29% | 56% | 15% | |
| | Water sports | 9% | 15% | 16% | 0% | 11% | 6% | 3% | 14% | 44% | 6% | |
| | Short travel time | 4% | 7% | 20% | 0% | 3% | 2% | 1% | 0% | 11% | 1% | |
| | Golf | 1% | 0% | 4% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | |
| | Relax | 25% | 93% | 28% | 0% | 23% | 29% | 14% | 43% | 33% | 18% | |
| | Company/ Business Trip | 3% | 5% | 4% | 0% | 3% | 4% | 3% | 0% | 11% | 4% | |
| | Company Sponsored | 1% | 0% | 0% | 50% | 3% | 0% | 0% | 0% | 0% | 0% | |
| | Convention/ Trade/ Conference | 4% | 0% | 0% | 50% | 3% | 0% | 4% | 0% | 0% | 4% | |
| | Safe | 19% | 15% | 24% | 0% | 14% | 22% | 20% | 14% | 22% | 22% | |
| | Natural beauty | 38% | 46% | 60% | 0% | 34% | 37% | 30% | 43% | 56% | 25% | |
| | Shopping | 7% | 15% | 16% | 0% | 3% | 8% | 6% | 14% | 33% | 7% | |
| | Career Cert/ Testing | 1% | 0% | 0% | 0% | 0% | 4% | 1% | 0% | 11% | 0% | |
| | Married/ Attn wedding | 1% | 0% | 0% | 0% | 2% | 0% | 1% | 14% | 0% | 1% | |
| | Honeymoon | 4% | 10% | 0% | 0% | 6% | 4% | 6% | 86% | 11% | 6% | |
| | Pleasure | 3% | 12% | 8% | 0% | 3% | 0% | 3% | 14% | 22% | 3% | |
| | No Visa requirement | 18% | 15% | 16% | 0% | 20% | 22% | 17% | 14% | 11% | 19% | |
| | Total | Count | 150 | 41 | 25 | 4 | 65 | 49 | 69 | 7 | 9 | 67 |

INFORMATION SOURCES - SEGMENTATION

| | | TOTAL | GEN LEISURE GRP | CHILD | INCENTIVE MKT | MALE 20-40 | FEMALE 20-40 | WHITE COLLAR | WEDDING/ HNYMOON | STUDENT | MID INCOME | |
|----|---------------------------------|-------|-----------------------|-------|------------------|------------|--------------|-----------------|---------------------|---------|------------|----|
| | | - | - | - | - | - | - | - | - | - | - | |
| Q1 | Internet | 44% | 46% | 72% | 25% | 45% | 35% | 43% | 14% | 44% | 51% | |
| | Friend/ Relative | 32% | 41% | 40% | 0% | 35% | 29% | 32% | 43% | 89% | 25% | |
| | TV | 17% | 29% | 16% | 0% | 15% | 10% | 13% | 29% | 44% | 12% | |
| | Co-Worker/ Company Trvl Dept | 17% | 10% | 4% | 75% | 20% | 22% | 13% | 29% | 0% | 16% | |
| | Prior Trip | 9% | 7% | 4% | 0% | 3% | 16% | 9% | 0% | 22% | 9% | |
| | Travel Agent Brochure | 8% | 17% | 24% | 0% | 5% | 4% | 9% | 29% | 22% | 7% | |
| | Travel Guidebook- Bookstore | 7% | 15% | 20% | 0% | 3% | 6% | 4% | 14% | 11% | 1% | |
| | Newspaper | 6% | 7% | 12% | 0% | 2% | 6% | 6% | 0% | 0% | 6% | |
| | Magazine (Consumer) | 6% | 15% | 20% | 0% | 3% | 4% | 3% | 14% | 22% | 4% | |
| | Consumer Trvl Show | 5% | 7% | 0% | 0% | 5% | 8% | 3% | 29% | 22% | 1% | |
| | Travel Trade Show | 5% | 10% | 0% | 0% | 3% | 6% | 3% | 29% | 11% | 0% | |
| | Radio | 3% | 2% | 0% | 0% | 2% | 4% | 1% | 0% | 0% | 1% | |
| | GVB Promo | 2% | 2% | 4% | 0% | 2% | 2% | 1% | 0% | 0% | 1% | |
| | GVB Office | 1% | 0% | 8% | 0% | 0% | 0% | 1% | 0% | 0% | 3% | |
| | Total | Count | 150 | 41 | 25 | 4 | 65 | 49 | 69 | 7 | 9 | 67 |

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING

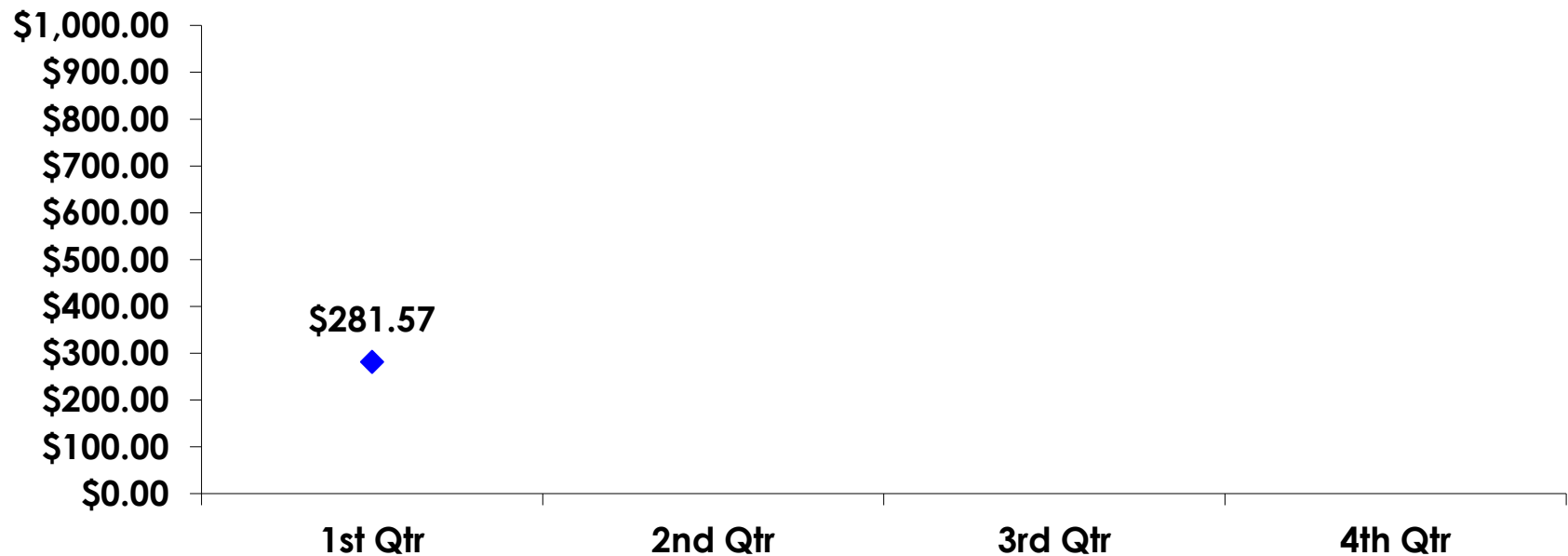


YTD=\$531.93

PREPAID EXPENDITURES PER PERSON - SEGMENTATION

| | | TOTAL | GEN LEISURE GRP | CHILD | INCENTIVE MKT | MALE 20-40 | FEMALE 20-40 | WHITE COLLAR | WEDDING/ HNYMOON | STUDENT | MID INCOME |
|------------|---------|----------|-----------------|------------|---------------|------------|--------------|--------------|------------------|----------|------------|
| | | - | - | - | - | - | - | - | - | - | - |
| PER PERSON | Mean | \$531.93 | \$558.72 | \$1,252.09 | \$0.00 | \$401.32 | \$431.11 | \$522.27 | \$459.14 | \$793.25 | \$373.73 |
| | Median | \$434 | \$478 | \$1,080 | \$0 | \$0 | \$261 | \$428 | \$0 | \$831 | \$0 |
| | Minimum | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| | Maximum | \$6,514 | \$2,374 | \$6,514 | \$0 | \$2,327 | \$1,828 | \$6,514 | \$2,323 | \$1,662 | \$2,493 |

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$281.57

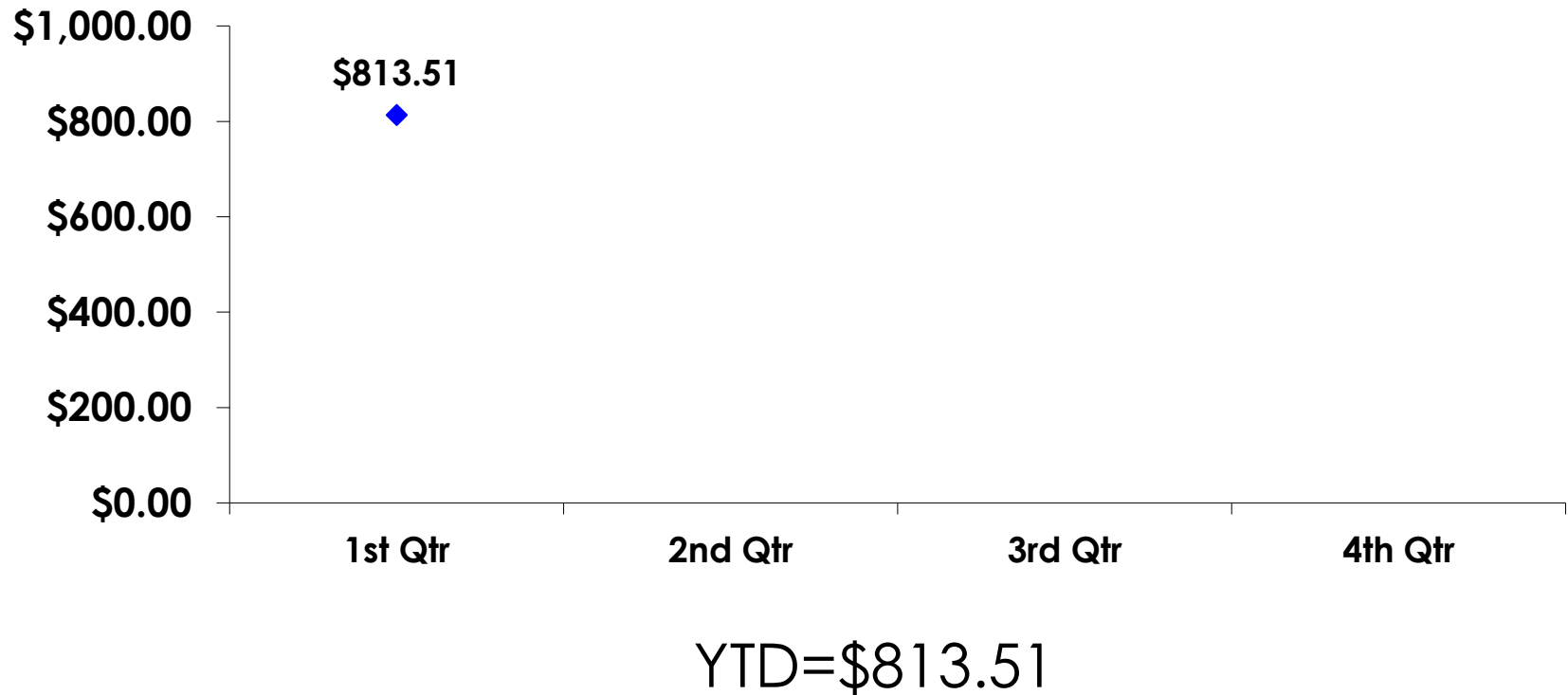
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

| | | TOTAL | GEN LEISURE GRP | CHILD | INCENTIVE MKT | MALE 20-40 | FEMALE 20-40 | WHITE COLLAR | WEDDING/ HNYMOON | STUDENT | MID INCOME |
|------------|---------|----------|-----------------|----------|---------------|------------|--------------|--------------|------------------|------------|------------|
| | | - | - | - | - | - | - | - | - | - | - |
| PER PERSON | Mean | \$281.57 | \$311.09 | \$249.54 | \$400.00 | \$316.66 | \$217.94 | \$165.30 | \$229.36 | \$1,282.11 | \$179.58 |
| | Median | \$0 | \$0 | \$200 | \$300 | \$0 | \$0 | \$0 | \$275 | \$180 | \$0 |
| | Minimum | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| | Maximum | \$10,000 | \$1,875 | \$780 | \$1,000 | \$10,000 | \$1,860 | \$900 | \$506 | \$10,000 | \$1,550 |

ON-ISLAND EXPENSE- BREAKDOWN

| | | TOTAL | GEN LEISURE GRP | CHILD | INCENTIVE MKT | MALE 20-40 | FEMALE 20-40 | WHITE COLLAR | WEDDING/ HNYMOON | STUDENT | MID INCOME |
|------------------|---------|------------|-----------------|------------|---------------|------------|--------------|--------------|------------------|------------|------------|
| | | - | - | - | - | - | - | - | - | - | - |
| AIR & HOTEL | Mean | \$1,212.88 | \$2,017.05 | \$2,160.39 | . | \$975.50 | \$662.91 | \$844.77 | . | \$4,985.51 | \$1,077.79 |
| | Median | \$582 | \$1,230 | \$2,160 | . | \$582 | \$582 | \$582 | . | \$4,986 | \$582 |
| | Minimum | \$261 | \$548 | \$1,994 | . | \$449 | \$261 | \$261 | . | \$4,986 | \$518 |
| | Maximum | \$4,986 | \$4,986 | \$2,327 | . | \$2,327 | \$1,629 | \$1,994 | . | \$4,986 | \$4,986 |
| AIR/ HOTEL/ MEAL | Mean | \$2,688.45 | \$3,505.52 | \$5,354.44 | . | \$1,966.28 | \$1,926.80 | \$1,990.02 | \$2,552.58 | \$3,174.11 | \$2,572.62 |
| | Median | \$1,296 | \$2,386 | \$5,318 | . | \$1,356 | \$1,189 | \$1,276 | \$2,553 | \$831 | \$1,197 |
| | Minimum | \$665 | \$698 | \$1,828 | . | \$831 | \$665 | \$665 | \$1,781 | \$831 | \$831 |
| | Maximum | \$11,633 | \$11,633 | \$11,633 | . | \$7,860 | \$6,116 | \$6,647 | \$3,324 | \$7,860 | \$11,633 |
| AIR ONLY | Mean | \$1,562.13 | . | \$1,894.49 | . | \$1,994.20 | . | \$1,994.20 | . | \$897.39 | \$1,994.20 |
| | Median | \$1,795 | . | \$1,894 | . | \$1,994 | . | \$1,994 | . | \$897 | \$1,994 |
| | Minimum | \$897 | . | \$1,795 | . | \$1,994 | . | \$1,994 | . | \$897 | \$1,994 |
| | Maximum | \$1,994 | . | \$1,994 | . | \$1,994 | . | \$1,994 | . | \$897 | \$1,994 |
| HOTEL ONLY | Mean | \$2,193.62 | . | . | . | \$2,193.62 | . | \$2,193.62 | . | . | \$2,193.62 |
| | Median | \$2,194 | . | . | . | \$2,194 | . | \$2,194 | . | . | \$2,194 |
| | Minimum | \$2,194 | . | . | . | \$2,194 | . | \$2,194 | . | . | \$2,194 |
| | Maximum | \$2,194 | . | . | . | \$2,194 | . | \$2,194 | . | . | \$2,194 |
| HOTEL & MEAL | Mean | \$764.44 | . | . | . | . | . | . | . | \$764.44 | . |
| | Median | \$764 | . | . | . | . | . | . | . | \$764 | . |
| | Minimum | \$764 | . | . | . | . | . | . | . | \$764 | . |
| | Maximum | \$764 | . | . | . | . | . | . | . | \$764 | . |
| F&B HOTEL | Mean | \$33.24 | \$33.24 | . | . | . | . | . | . | . | . |
| | Median | \$33 | \$33 | . | . | . | . | . | . | . | . |
| | Minimum | \$33 | \$33 | . | . | . | . | . | . | . | . |
| | Maximum | \$33 | \$33 | . | . | . | . | . | . | . | . |
| TRANS- TAIWAN | Mean | \$41.21 | \$16.62 | . | . | \$33.24 | \$40.22 | \$44.09 | . | . | \$16.62 |
| | Median | \$44 | \$17 | . | . | \$33 | \$44 | \$43 | . | . | \$17 |
| | Minimum | \$17 | \$17 | . | . | \$33 | \$17 | \$33 | . | . | \$17 |
| | Maximum | \$56 | \$17 | . | . | \$33 | \$56 | \$56 | . | . | \$17 |
| TRANS- GUAM | Mean | \$70.33 | \$149.57 | \$57.39 | . | . | \$78.11 | . | . | . | \$29.91 |
| | Median | \$39 | \$150 | \$39 | . | . | \$66 | . | . | . | \$30 |
| | Minimum | \$30 | \$150 | \$33 | . | . | \$30 | . | . | . | \$30 |
| | Maximum | \$150 | \$150 | \$100 | . | . | \$150 | . | . | . | \$30 |
| OPT TOURS | Mean | \$290.10 | \$301.66 | \$457.00 | . | \$403.60 | \$264.68 | \$162.92 | \$325.72 | . | \$79.44 |
| | Median | \$326 | \$326 | \$332 | . | \$326 | \$229 | \$113 | \$326 | . | \$79 |
| | Minimum | \$33 | \$60 | \$332 | . | \$54 | \$33 | \$33 | \$326 | . | \$33 |
| | Maximum | \$831 | \$665 | \$831 | . | \$831 | \$665 | \$332 | \$326 | . | \$126 |
| OTHER | Mean | \$727.22 | \$1,420.87 | \$1,349.79 | . | \$831.45 | \$348.04 | \$179.31 | \$997.10 | . | \$1,314.40 |
| | Median | \$332 | \$698 | \$997 | . | \$997 | \$299 | \$100 | \$997 | . | \$412 |
| | Minimum | \$43 | \$166 | \$92 | . | \$93 | \$43 | \$93 | \$997 | . | \$100 |
| | Maximum | \$4,986 | \$4,986 | \$4,986 | . | \$1,645 | \$1,097 | \$425 | \$997 | . | \$4,986 |
| TOTAL | Mean | \$1,206.17 | \$1,820.71 | \$3,995.00 | \$0.00 | \$766.37 | \$800.63 | \$947.22 | \$918.28 | \$2,350.58 | \$980.81 |
| | Median | \$515 | \$582 | \$3,324 | \$0 | \$0 | \$261 | \$548 | \$0 | \$831 | \$0 |
| | Minimum | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| | Maximum | \$16,618 | \$16,618 | \$16,618 | \$0 | \$7,860 | \$7,312 | \$6,647 | \$4,646 | \$7,860 | \$16,618 |

TOTAL EXPENDITURES – TRACKING



TOTAL EXPENDITURES PER PERSON - SEGMENTATION

| | | TOTAL | GEN LEISURE GRP | CHILD | INCENTIVE MKT | MALE 20-40 | FEMALE 20-40 | WHITE COLLAR | WEDDING/ HNYMOON | STUDENT | MID INCOME |
|------------------|---------|----------|-----------------|------------|---------------|------------|--------------|--------------|------------------|------------|------------|
| | | - | - | - | - | - | - | - | - | - | - |
| TOTAL PER PERSON | Mean | \$813.51 | \$869.81 | \$1,501.64 | \$400.00 | \$717.99 | \$649.05 | \$687.57 | \$688.50 | \$2,075.36 | \$553.31 |
| | Median | \$515 | \$548 | \$1,180 | \$300 | \$333 | \$400 | \$478 | \$275 | \$1,426 | \$200 |
| | Minimum | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| | Maximum | \$10,000 | \$3,088 | \$6,764 | \$1,000 | \$10,000 | \$2,763 | \$6,764 | \$2,829 | \$10,000 | \$3,088 |

SECTION 4 **ADVANCED STATISTICS**

ANALYSIS TECHNIQUE

- Dependent variables: total per person on island expenditure and overall satisfaction (numeric)
- Independent variables are satisfaction with different aspects of trip to Guam (numeric).
- Use of linear stepwise regression to derive predictors (drivers) of on-island expenditure and overall satisfaction, Since both the independent and dependent variables are numeric.
- This determines the significant ($p < .05$) drivers and the percentage of the dependent variables accounted for by each significant predictor and by all of them combined.

| Drivers of Overall Satisfaction, 1st Qtr 2014 | |
|--|--------------|
| Drivers: | rank |
| Quality & Cleanliness of beaches & parks | 4 |
| Ease of getting around | |
| Safety walking around at night | |
| Quality of daytime tours | 3 |
| Variety of daytime tours | |
| Quality of nighttime tours | |
| Variety of nighttime tours | |
| Quality of shopping | 2 |
| Variety of shopping | |
| Price of things on Guam | |
| Quality of hotel accommodations | 1 |
| Quality/cleanliness of air, sky | |
| Quality/cleanliness of parks | |
| Quality of landscape in Tumon | |
| Quality of landscape in Guam | |
| Quality of ground handler | |
| Quality/cleanliness of transportation vehicles | |
| % of Overall Satisfaction Accounted For | 37.0% |
| NOTE: Only significant drivers are included. | |

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Taiwan visitor's experience on Guam is driven by four significant factors in the First Quarter 2014 Period. By rank order they are:
 - **Quality of hotel accommodations,**
 - **Quality of shopping,**
 - **Quality of day time tours, and**
 - **Quality and cleanliness of beaches and parks.**
- With these four factors the overall r^2 is .37 meaning that **37% of overall satisfaction is accounted for by these factors.**

Drivers of Per Person On Island Expenditures, 1st Qtr 2014

| Drivers: | rank |
|--|-------------|
| Quality & 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 | |
| Variety of shopping | |
| Price of things on Guam | |
| Quality of hotel accommodations | |
| Quality/cleanliness of air, sky | 1 |
| Quality/cleanliness of parks | |
| Quality of landscape in Tumon | |
| Quality of landscape in Guam | |
| Quality of ground handler | |
| Quality/cleanliness of transportation vehicles | |
| % of Per Person On Island Expenditures Accounted For | 6.9% |
| NOTE: Only significant drivers are included. | |

Drivers of Per Person On Island Expenditure

- **Per person on island expenditure** of the Taiwan visitor's on Guam is driven by one significant factor in the First Quarter 2014 Period. That factor is:
 - **Quality/cleanliness of air, sky.**
- With this factor the overall r^2 is .069 meaning that **6.9% of per person on island expenditure is accounted for by this factor.**