



# GUAM VISITORS BUREAU

## Taiwan Visitor Tracker Exit Profile

### FY2014 Market Segmentation

#### 4th Qtr. (JUL~SEPT 2014)



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.

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# 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.

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# Highlighted Segments

## Parameters

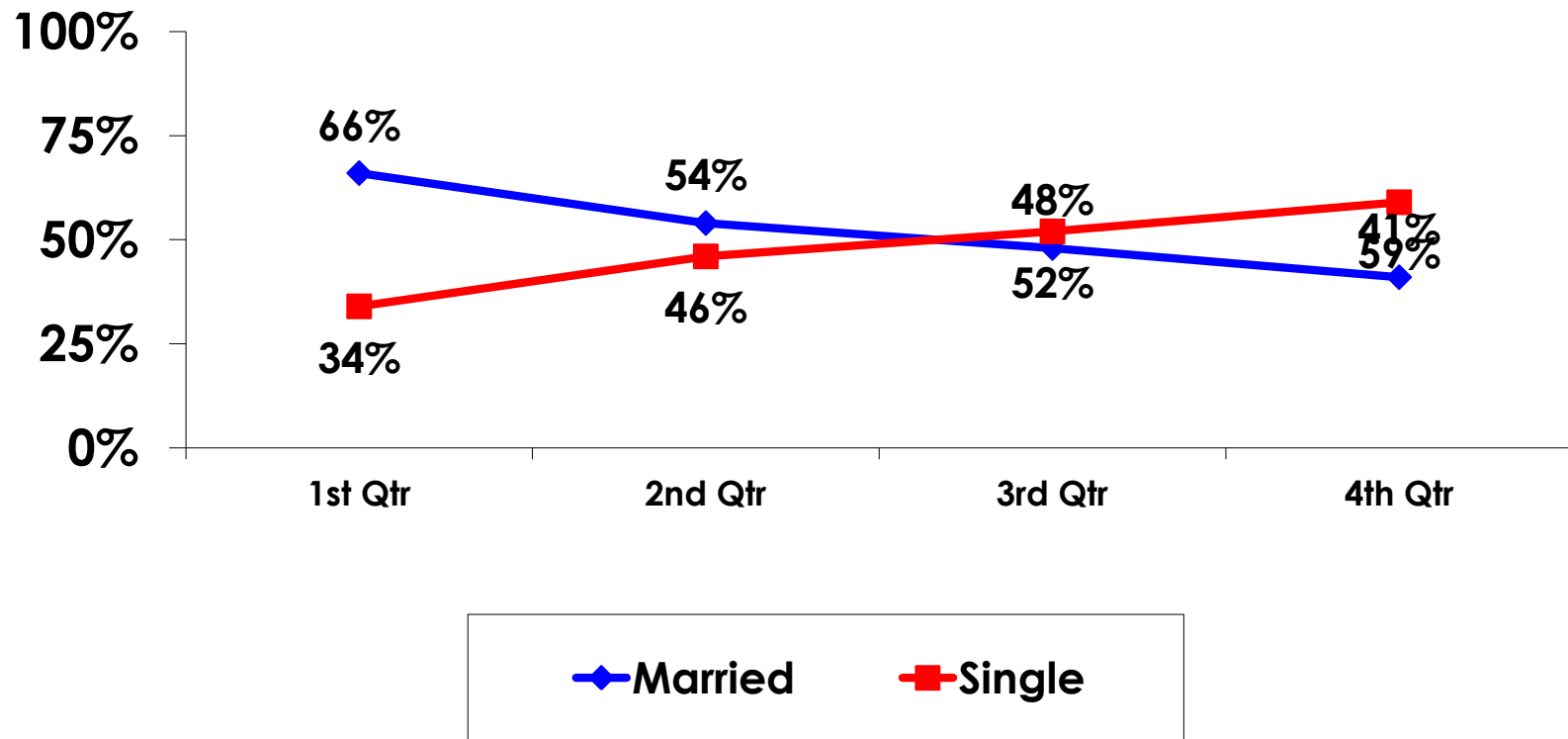
- General leisure group – Q.5A
- Family and/or Child – Q.6
- Special interest group – Q.18/Q7
- Incentive market – Q.5A/Q.7
- 20-40 year old – Q.F
- Mid-high level income – Q.26
- White-collar – Q.25
- W/child – Q.6
- Wedding/ Honeymoon – Q.5A/ Q.13
- Student –Q.25

# Highlighted Segments

	1 <sup>st</sup> QTR	2 <sup>nd</sup> QTR	3 <sup>rd</sup> QTR	4 <sup>th</sup> QTR
<b>General leisure group</b>	27%	37%	41%	53%
<b>Child</b>	17%	9%	14%	21%
<b>Incentive market</b>	3%	6%	2%	2%
<b>Male 20-40</b>	43%	44%	35%	39%
<b>Female 20-40</b>	33%	41%	39%	39%
<b>White collar</b>	46%	51%	54%	48%
<b>Wedding/ Honeymooner</b>	5%	8%	8%	12%
<b>Student</b>	6%	4%	9%	17%
<b>Mid-High income</b>	45%	42%	39%	29%
<b>TOTAL</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>

# SECTION 1 **PROFILE OF RESPONDENTS**

# MARITAL STATUS - TRACKING

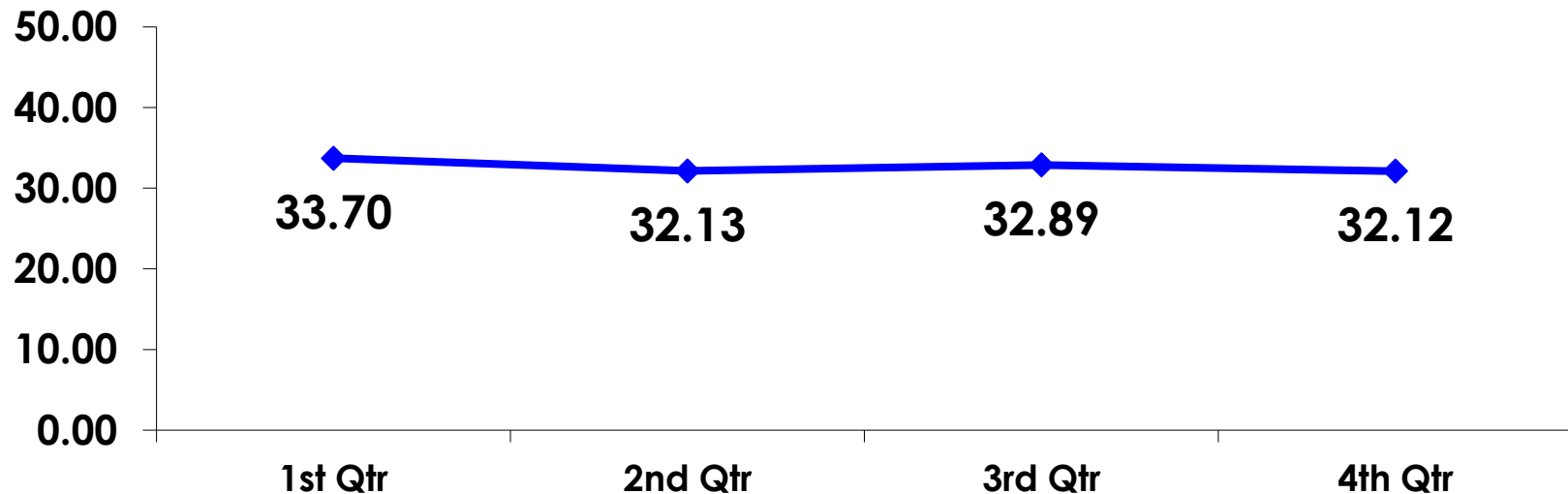


# MARITAL STATUS- SEGMENTATION

			TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
			-	-	-	-	-	-	-	-	-	-
QE	Married	Count	61	29	25	1	22	17	32	14	0	12
		Column N %	41%	37%	81%	33%	37%	29%	44%	78%	0%	27%
	Single	Count	89	50	6	2	37	42	40	4	26	32
		Column N %	59%	63%	19%	67%	63%	71%	56%	22%	100%	73%
	Total	Count	150	79	31	3	59	59	72	18	26	44



# AVERAGE AGE - TRACKING



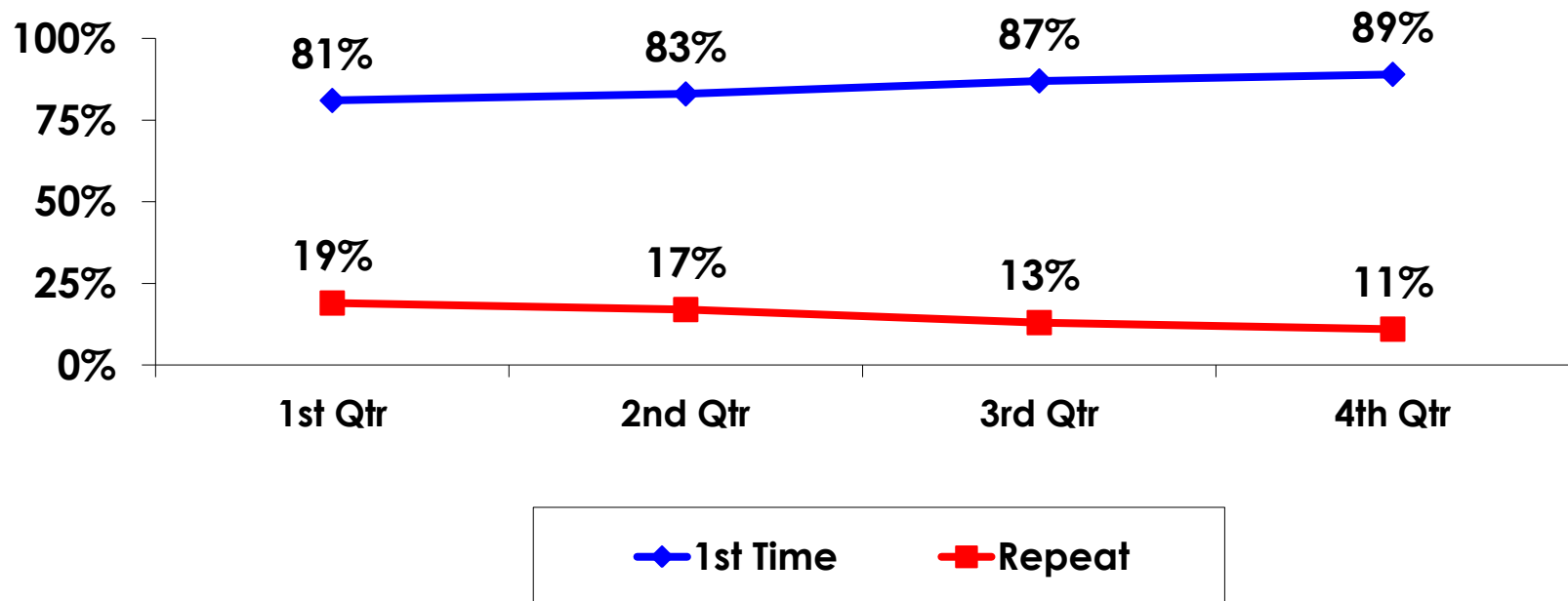
# AGE- SEGMENTATION

			TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
			-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	37	23	2	0	11	21	12	3	20	11
		Column N %	25%	29%	6%	0%	19%	36%	17%	17%	77%	25%
	25-34	Count	65	35	4	2	37	28	39	14	6	17
		Column N %	43%	44%	13%	67%	63%	47%	54%	78%	23%	39%
	35-49	Count	36	17	21	1	11	10	16	1	0	12
		Column N %	24%	22%	68%	33%	19%	17%	22%	6%	0%	27%
	50+	Count	12	4	4	0	0	0	5	0	0	4
		Column N %	8%	5%	13%	0%	0%	0%	7%	0%	0%	9%
	Total	Count	150	79	31	3	59	59	72	18	26	44
QF	Mean		32.12	30.47	40.06	34.67	29.46	28.22	32.57	28.50	22.46	32.25
	Median		30	29	40	31	29	27	31	28	23	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		14	9	1	1	5	7	5	1	6	0
	Column N %		10%	13%	3%	33%	9%	13%	7%	6%	23%	0%
NT160K-NT200K	Count		8	4	1	0	2	2	3	1	3	0
	Column N %		6%	6%	3%	0%	4%	4%	4%	6%	12%	0%
NT200K-NT400K	Count		13	8	3	0	2	9	6	1	1	0
	Column N %		9%	11%	10%	0%	4%	17%	9%	6%	4%	0%
NT400K-NT600K	Count		25	13	4	0	13	8	14	1	4	25
	Column N %		18%	18%	14%	0%	24%	15%	20%	6%	15%	57%
NT600K-NT800K	Count		19	7	5	0	8	8	11	0	2	19
	Column N %		14%	10%	17%	0%	15%	15%	16%	0%	8%	43%
NT800K-NT1.0M	Count		17	6	5	0	9	6	12	5	0	0
	Column N %		12%	8%	17%	0%	17%	11%	17%	31%	0%	0%
NT1.0M+	Count		36	22	9	1	11	12	18	7	4	0
	Column N %		26%	31%	31%	33%	20%	22%	26%	44%	15%	0%
No Income	Count		6	3	1	1	4	2	0	0	6	0
	Column N %		4%	4%	3%	33%	7%	4%	0%	0%	23%	0%
Total	Count		138	72	29	3	54	54	69	16	26	44

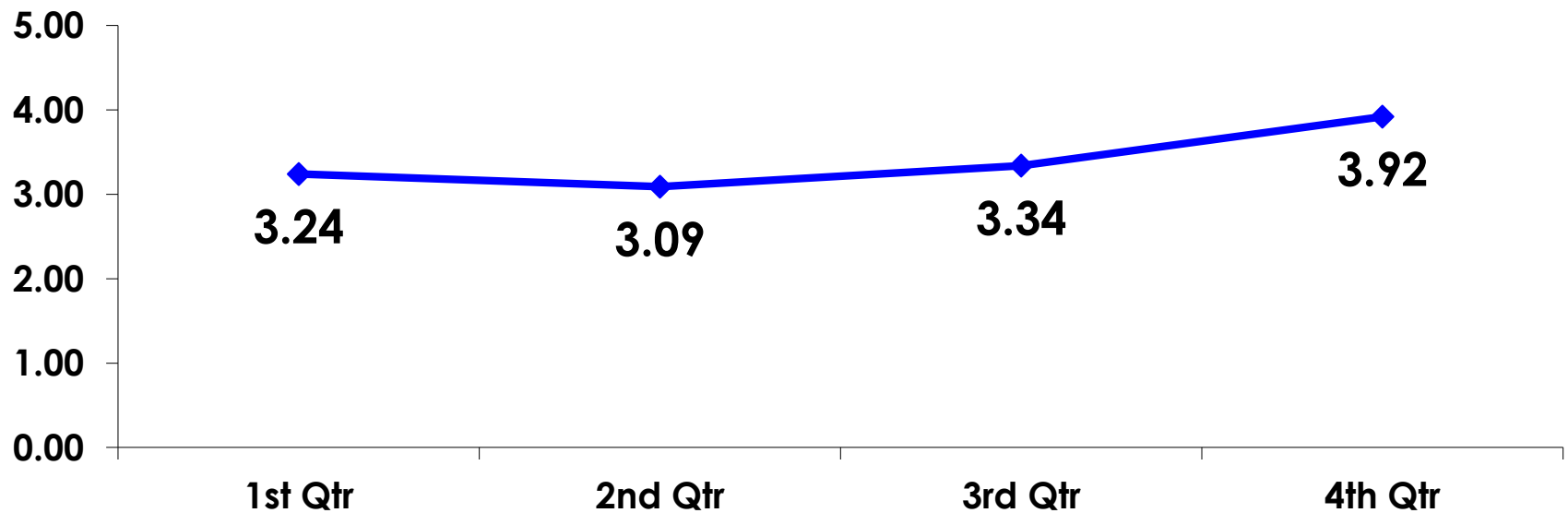
# PRIOR TRIPS TO GUAM - TRACKING



# 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	133	73	28	3	51	52	63	17	23	38
		Column N %	89%	92%	90%	100%	86%	88%	88%	94%	88%	86%
	No	Count	17	6	3	0	8	7	9	1	3	6
		Column N %	11%	8%	10%	0%	14%	12%	13%	6%	12%	14%
	Total	Count	150	79	31	3	59	59	72	18	26	44

# 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	3.92	4.19	3.53	3.33	3.59	4.55	3.73	6.22	3.42	3.67
	Median	4	4	4	3	3	4	4	4	3	4

# 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	50	28	14	1	19	16	20	5	14	13
		Column N %	34%	35%	47%	33%	33%	28%	28%	28%	56%	30%
	Free-time package tour	Count	69	37	12	0	25	30	38	11	8	20
		Column N %	47%	47%	40%	0%	43%	52%	54%	61%	32%	47%
	Individually arranged travel (FIT)	Count	21	11	3	0	11	9	10	2	1	9
		Column N %	14%	14%	10%	0%	19%	16%	14%	11%	4%	21%
	Group tour	Count	6	3	0	0	2	3	1	0	2	1
		Column N %	4%	4%	0%	0%	3%	5%	1%	0%	8%	2%
	Company paid travel	Count	2	0	1	2	1	0	2	0	0	0
		Column N %	1%	0%	3%	67%	2%	0%	3%	0%	0%	0%
	Total	Count	148	79	30	3	58	58	71	18	25	43

# TRAVEL MOTIVATION - SEGMENTATION

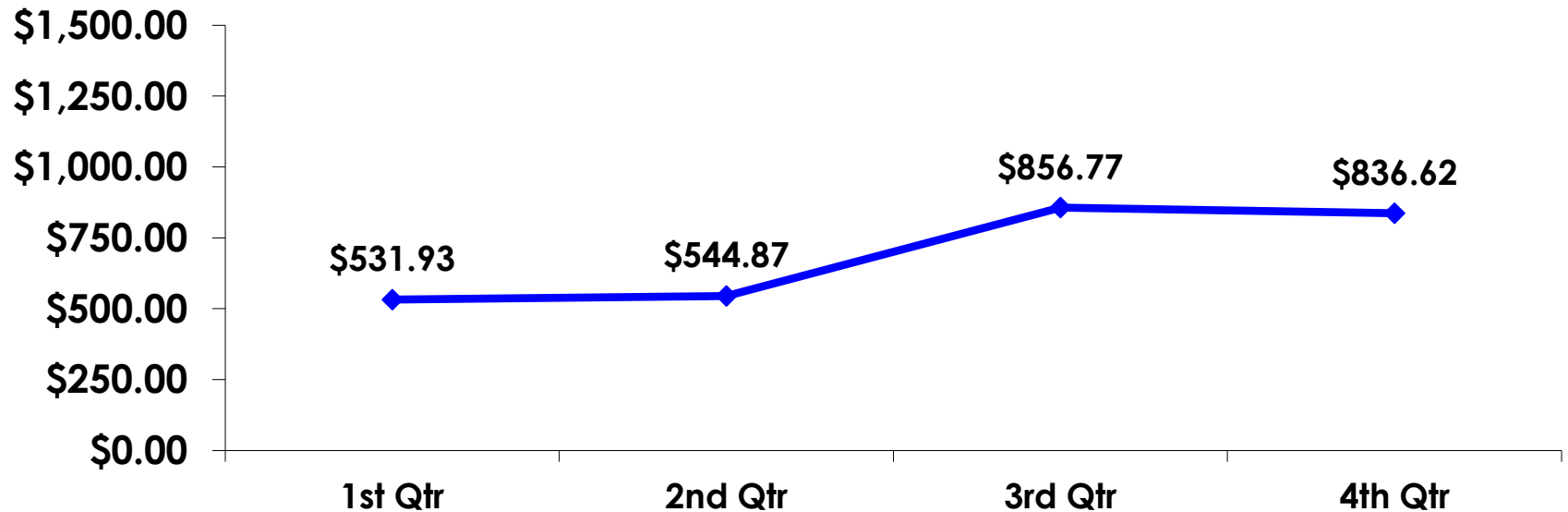
		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME	
		-	-	-	-	-	-	-	-	-	-	
Q5A	Previous trip	7%	6%	10%	0%	8%	5%	6%	6%	8%	5%	
	Price	17%	25%	13%	0%	19%	17%	17%	28%	23%	16%	
	Visit friends/ Relatives	2%	3%	0%	0%	2%	2%	1%	6%	0%	2%	
	Recomm- friend/family/trvl agnt	36%	39%	45%	67%	36%	36%	33%	39%	54%	30%	
	Scuba	21%	23%	23%	0%	20%	20%	22%	28%	23%	23%	
	Water sports	30%	35%	39%	33%	32%	25%	25%	28%	38%	27%	
	Short travel time	12%	19%	13%	0%	5%	20%	13%	11%	12%	9%	
	Relax	51%	96%	42%	0%	46%	63%	46%	72%	65%	43%	
	Company/ Business Trip	2%	1%	0%	0%	3%	0%	3%	0%	0%	5%	
	Company Sponsored	1%	0%	0%	33%	0%	2%	0%	0%	4%	0%	
	Safe	32%	46%	32%	0%	29%	36%	31%	56%	42%	25%	
	Natural beauty	69%	81%	58%	67%	71%	76%	65%	89%	85%	73%	
	Shopping	36%	49%	32%	67%	32%	39%	35%	39%	54%	36%	
	Career Cert/ Testing	3%	0%	0%	0%	3%	3%	4%	0%	4%	5%	
	Married/ Attn wedding	4%	5%	0%	0%	7%	3%	6%	33%	0%	0%	
	Honeymoon	8%	11%	0%	0%	12%	7%	10%	67%	4%	2%	
	Pleasure	13%	24%	6%	0%	14%	12%	14%	22%	27%	11%	
	Organized sports	1%	0%	0%	0%	0%	2%	1%	0%	0%	2%	
	No Visa requirement	27%	29%	16%	0%	22%	34%	29%	33%	12%	30%	
	Other	7%	1%	6%	0%	5%	8%	10%	0%	4%	7%	
	Total	Count	149	79	31	3	59	59	72	18	26	44

# 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	57%	61%	42%	67%	59%	63%	60%	78%	65%	57%	
	Friend/ Relative	51%	59%	48%	0%	57%	53%	56%	56%	46%	52%	
	TV	36%	41%	42%	67%	41%	32%	31%	33%	46%	43%	
	Travel Agent Brochure	36%	41%	42%	0%	27%	34%	29%	33%	46%	41%	
	Travel Guidebook-Bookstore	22%	32%	16%	0%	16%	32%	17%	28%	23%	20%	
	Magazine (Consumer)	16%	22%	16%	33%	18%	15%	16%	17%	15%	16%	
	Prior Trip	12%	8%	10%	0%	14%	12%	13%	6%	12%	14%	
	Consumer Trvl Show	9%	8%	3%	33%	5%	12%	11%	6%	12%	14%	
	Co-Worker/ Company Trvl Dept	8%	9%	10%	0%	9%	8%	11%	6%	0%	9%	
	Travel Trade Show	8%	5%	6%	0%	13%	2%	6%	6%	15%	9%	
	GVB Promo	7%	8%	0%	0%	9%	7%	6%	11%	12%	5%	
	Newspaper	6%	7%	10%	33%	7%	5%	7%	11%	4%	2%	
	Other	1%	1%	0%	0%	2%	2%	1%	6%	0%	2%	
	GVB Office	1%	1%	3%	0%	2%	2%	1%	0%	0%	2%	
	Total	Count	146	76	31	3	56	59	70	18	26	44

# SECTION 3 **EXPENDITURES**

# PREPAID EXPENDITURES - TRACKING

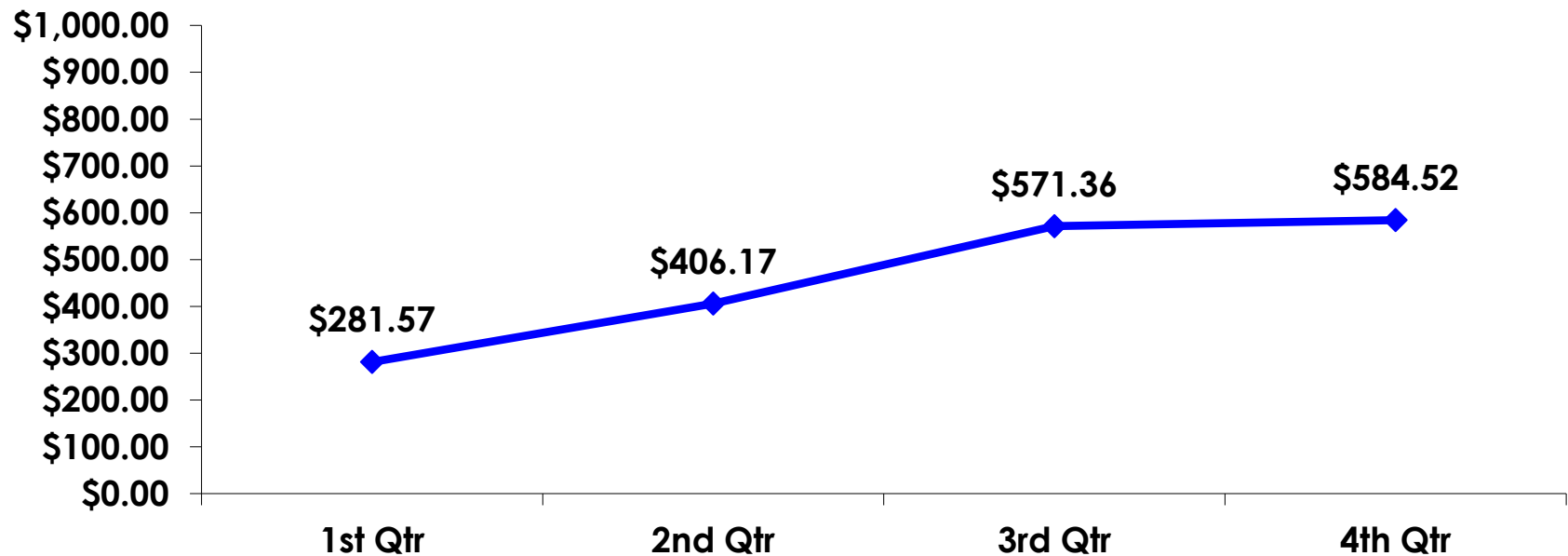


YTD=\$692.55

# 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	\$836.62	\$891.51	\$932.89	\$752.87	\$700.22	\$1,011.99	\$843.29	\$1,008.84	\$802.42	\$912.37
	Median	\$850	\$936	\$1,002	\$922	\$835	\$922	\$835	\$1,047	\$912	\$1,002
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$3,341	\$2,005	\$3,341	\$1,336	\$1,370	\$3,341	\$2,005	\$1,671	\$1,504	\$3,341

# ON-ISLAND EXPENDITURES - TRACKING



YTD = \$460.91

# ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

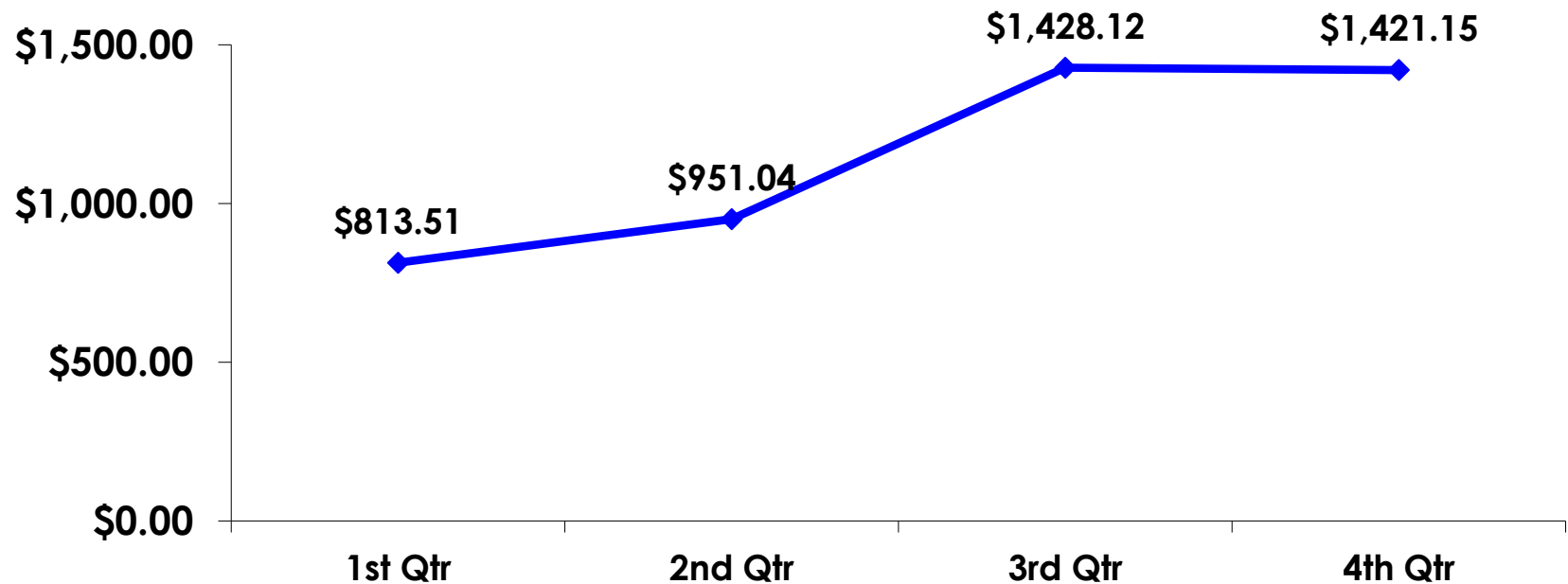
		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
		-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$584.52	\$605.56	\$398.41	\$472.00	\$508.94	\$768.03	\$716.96	\$427.14	\$490.42	\$777.72
	Median	\$342	\$367	\$250	\$400	\$330	\$350	\$375	\$363	\$330	\$400
	Minimum	\$0	\$0	\$0	\$330	\$0	\$0	\$0	\$105	\$0	\$0
	Maximum	\$9,100	\$2,500	\$1,705	\$686	\$2,500	\$9,100	\$9,100	\$1,000	\$1,705	\$9,100



## 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	\$1,018.02	\$1,057.47	\$1,107.03	.	\$1,119.28	\$911.17	\$872.99	\$1,202.81	\$1,031.30	\$971.31
	Median	\$870	\$969	\$819	.	\$1,002	\$802	\$802	\$1,103	\$936	\$819
	Minimum	\$668	\$668	\$799	.	\$802	\$668	\$668	\$802	\$922	\$795
	Maximum	\$2,138	\$2,138	\$1,704	.	\$2,138	\$1,704	\$1,704	\$2,138	\$1,236	\$1,303
AIR/ HOTEL/ MEAL	Mean	\$1,845.32	\$1,731.28	\$3,535.52	\$2,632.81	\$1,473.63	\$1,600.31	\$1,858.67	\$1,476.22	\$1,067.58	\$1,750.49
	Median	\$1,203	\$1,203	\$3,174	\$2,633	\$1,036	\$1,119	\$1,186	\$1,203	\$936	\$1,203
	Minimum	\$334	\$334	\$702	\$922	\$334	\$685	\$334	\$835	\$668	\$668
	Maximum	\$8,353	\$7,685	\$8,353	\$4,343	\$8,353	\$7,685	\$8,353	\$3,341	\$2,051	\$5,346
AIR ONLY	Mean	\$618.11	.	.	.	\$835.28	.	.	.	\$400.94	.
	Median	\$618	.	.	.	\$835	.	.	.	\$401	.
	Minimum	\$401	.	.	.	\$835	.	.	.	\$401	.
	Maximum	\$835	.	.	.	\$835	.	.	.	\$401	.
HOTEL ONLY	Mean	\$200.47	.	.	.	\$200.47	.	.	.	.	.
	Median	\$200	.	.	.	\$200	.	.	.	.	.
	Minimum	\$200	.	.	.	\$200	.	.	.	.	.
	Maximum	\$200	.	.	.	\$200	.	.	.	.	.
HOTEL & MEAL	Mean	\$1,115.94	.	\$1,303.04	.	\$541.26	\$1,403.27	\$1,115.94	.	.	\$922.15
	Median	\$1,303	.	\$1,303	.	\$541	\$1,403	\$1,303	.	.	\$922
	Minimum	\$541	.	\$1,303	.	\$541	\$1,303	\$541	.	.	\$541
	Maximum	\$1,504	.	\$1,303	.	\$541	\$1,504	\$1,504	.	.	\$1,303
F&B HOTEL	Mean	.	.	.	.	.	.	.	.	.	.
	Median	.	.	.	.	.	.	.	.	.	.
	Minimum	.	.	.	.	.	.	.	.	.	.
	Maximum	.	.	.	.	.	.	.	.	.	.
TRANS- TAIWAN	Mean	\$4.18	\$4.18	.	.	.	\$4.18	\$4.18	.	.	\$4.18
	Median	\$4	\$4	.	.	.	\$4	\$4	.	.	\$4
	Minimum	\$4	\$4	.	.	.	\$4	\$4	.	.	\$4
	Maximum	\$4	\$4	.	.	.	\$4	\$4	.	.	\$4
TRANS- GUAM	Mean	\$25.39	\$25.39	.	.	.	\$25.39	\$25.39	.	.	\$8.02
	Median	\$8	\$8	.	.	.	\$8	\$8	.	.	\$8
	Minimum	\$8	\$8	.	.	.	\$8	\$8	.	.	\$8
	Maximum	\$60	\$60	.	.	.	\$60	\$60	.	.	\$8
OPT TOURS	Mean	\$507.41	\$274.77	\$1,670.56	\$1,670.56	\$399.26	\$191.78	\$914.13	.	\$167.06	.
	Median	\$257	\$251	\$1,671	\$1,671	\$399	\$167	\$914	.	\$167	.
	Minimum	\$158	\$158	\$1,671	\$1,671	\$264	\$158	\$158	.	\$167	.
	Maximum	\$1,671	\$535	\$1,671	\$1,671	\$535	\$251	\$1,671	.	\$167	.
OTHER	Mean	\$324.55	\$276.12	\$456.62	\$668.23	\$185.43	\$282.60	\$352.01	\$501.17	.	\$274.36
	Median	\$301	\$234	\$368	\$668	\$185	\$267	\$334	\$501	.	\$301
	Minimum	\$70	\$70	\$334	\$668	\$70	\$155	\$155	\$501	.	\$155
	Maximum	\$668	\$501	\$668	\$668	\$301	\$484	\$668	\$501	.	\$368
TOTAL	Mean	\$1,415.48	\$1,419.22	\$2,756.32	\$2,534.80	\$1,041.52	\$1,372.80	\$1,456.17	\$1,346.10	\$921.00	\$1,275.92
	Median	\$1,014	\$1,169	\$2,155	\$922	\$902	\$1,069	\$1,014	\$1,186	\$922	\$1,041
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$8,353	\$7,685	\$8,353	\$6,682	\$8,353	\$7,685	\$8,353	\$3,341	\$2,051	\$5,346

# TOTAL EXPENDITURES – TRACKING



YTD=\$1,153.46

# 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	\$1,421.15	\$1,497.07	\$1,331.31	\$1,224.87	\$1,209.16	\$1,780.01	\$1,560.25	\$1,435.97	\$1,292.84	\$1,690.10
	Median	\$1,285	\$1,376	\$1,242	\$1,252	\$1,208	\$1,469	\$1,343	\$1,446	\$1,242	\$1,292
	Minimum	\$0	\$0	\$0	\$686	\$0	\$0	\$0	\$500	\$0	\$108
	Maximum	\$10,604	\$3,569	\$3,341	\$1,736	\$3,258	\$10,604	\$10,604	\$2,671	\$3,037	\$10,604

# 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 ( $p < .05$ ) 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, 1st,2nd,3rd,4th Qtr and Overall 1-4 Qtr 2014</b>					
Drivers:	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Combin ed 1-4 Qtr 2014
	rank	rank	rank	<b>rank</b>	rank
Quality & Cleanliness of beaches & parks	4	3			5
Ease of getting around					
Safety walking around at night					
Quality of daytime tours	3		3		4
Variety of daytime tours		1	2	<b>1</b>	3
Quality of nighttime tours					
Variety of nighttime tours					
Quality of shopping	2		1	<b>3</b>	1
Variety of shopping					
Price of things on Guam					
Quality of hotel accommodations	1	2			2
Quality/cleanliness of air, sky					
Quality/cleanliness of parks		4		<b>4</b>	
Quality of landscape in Tumon					
Quality of landscape in Guam					
Quality of ground handler				<b>2</b>	
Quality/cleanliness of transportation vehicles					
% of Per Person On Island Expenditures Accounted For	37.0%	43.9%	29.3%	<b>54.4%</b>	37.3%
NOTE: Only significant drivers are included.					

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# DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Taiwan visitor's experience on Guam is driven by four significant factors in the Fourth Quarter 2014 Period. By rank order they are:
  - **Variety of daytime tours,**
  - **Quality of ground handler,**
  - **Quality of shopping, and**
  - **Quality/cleanliness of parks.**
- With these four factors the overall  $r^2$  is .544 meaning that **54.4% of overall satisfaction is accounted for by these factors.**

<b>Comparison of Drivers of Per Person On-Island Expenditures, 1st,2nd,3rd,4th Qtr 2014, and Overall 1-4th Qtr 2014</b>					
	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Combin ed 1-4 Qtr 2014
Drivers:	rank	rank	rank	<b>rank</b>	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	1			
Quality/cleanliness of parks					
Quality of landscape in Tumon				<b>1</b>	1
Quality of landscape in Guam					
Quality of ground handler			1		
Quality/cleanliness of transportation vehicles					
% of Per Person On Island Expenditures Accounted For	6.9%	14.3%	3.3%	<b>2.3%</b>	6.4%
NOTE: Only significant drivers are included.					



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# Drivers of Per Person On Island Expenditure

- **Per Person On Island Expenditure** of Taiwan visitors on Guam is driven by one significant factor in the Fourth Quarter 2014 Period. It is:
  - **Quality of landscape in Tumon.**
- With this factor the overall  $r^2$  is .023 meaning that **2.3% of per person on island expenditure is accounted for by this factor.**