



GUAM VISITORS BUREAU

Taiwan Visitor Tracker Exit Profile

FY2015 Market Segmentation

4th QTR. (JUL-SEPT'15)



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

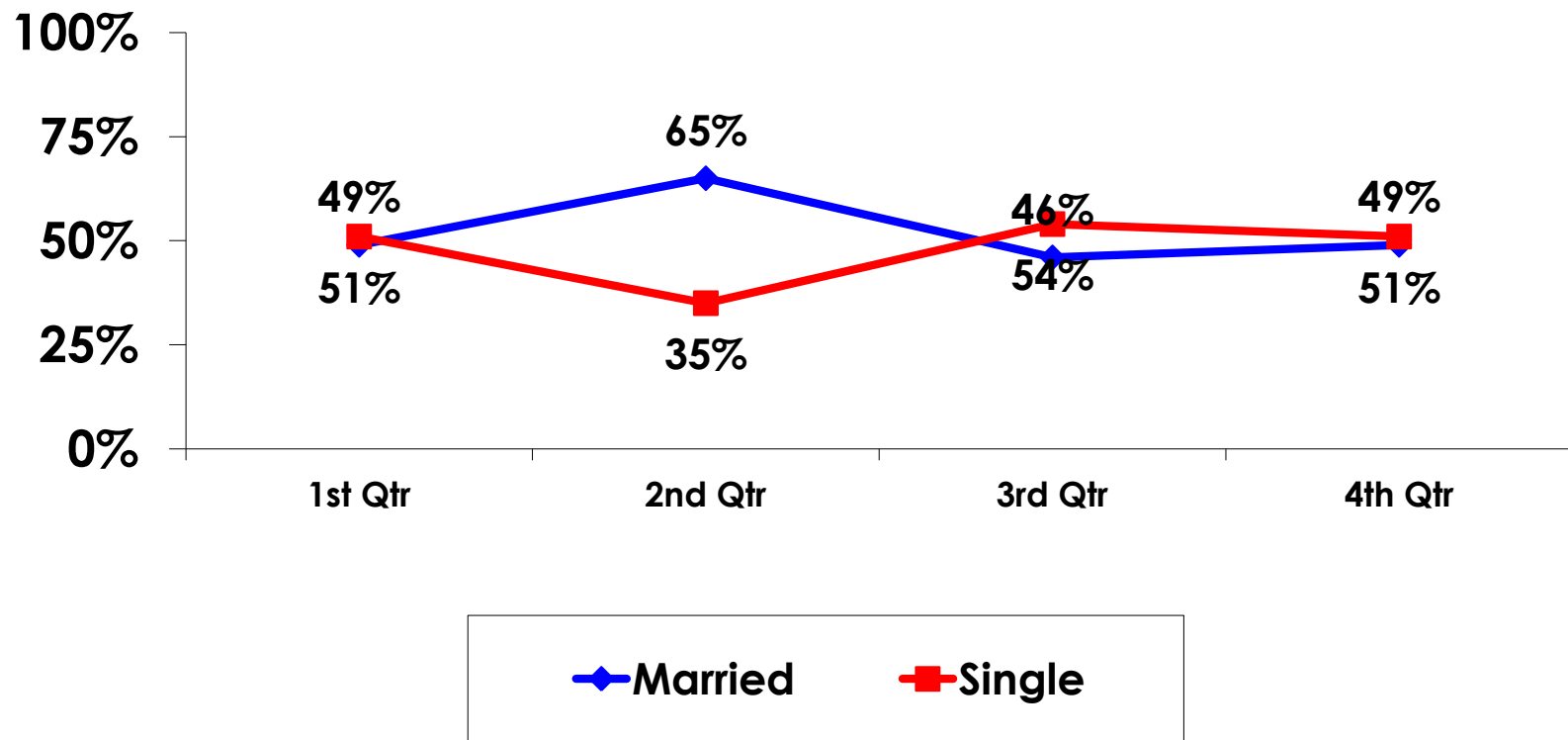
- General leisure group – Q.5A
- Family and/or Child – Q.6
- Special interest group – Q.18/Q7
- Incentive market – Q.5A/Q.7
- 20-40 year old – Q.F
- Mid-high level income – Q.26
- White-collar – Q.25
- W/child – Q.6
- Wedding/ Honeymoon – Q.5A/ Q.13
- Student –Q.25

Highlighted Segments

	1 st QTR	2 nd QTR	3 rd QTR	4 th QTR
General leisure group	50%	43%	41%	56%
Child	9%	25%	9%	27%
Incentive market	5%	-	3%	5%
Male 20-40	36%	35%	40%	31%
Female 20-40	48%	45%	43%	37%
White collar	56%	57%	47%	50%
Wedding/ Honeymooner	17%	25%	15%	11%
Student	3%	9%	17%	15%
Mid-High income	40%	29%	40%	33%
TOTAL	150	150	152	150

SECTION 1 **PROFILE OF RESPONDENTS**

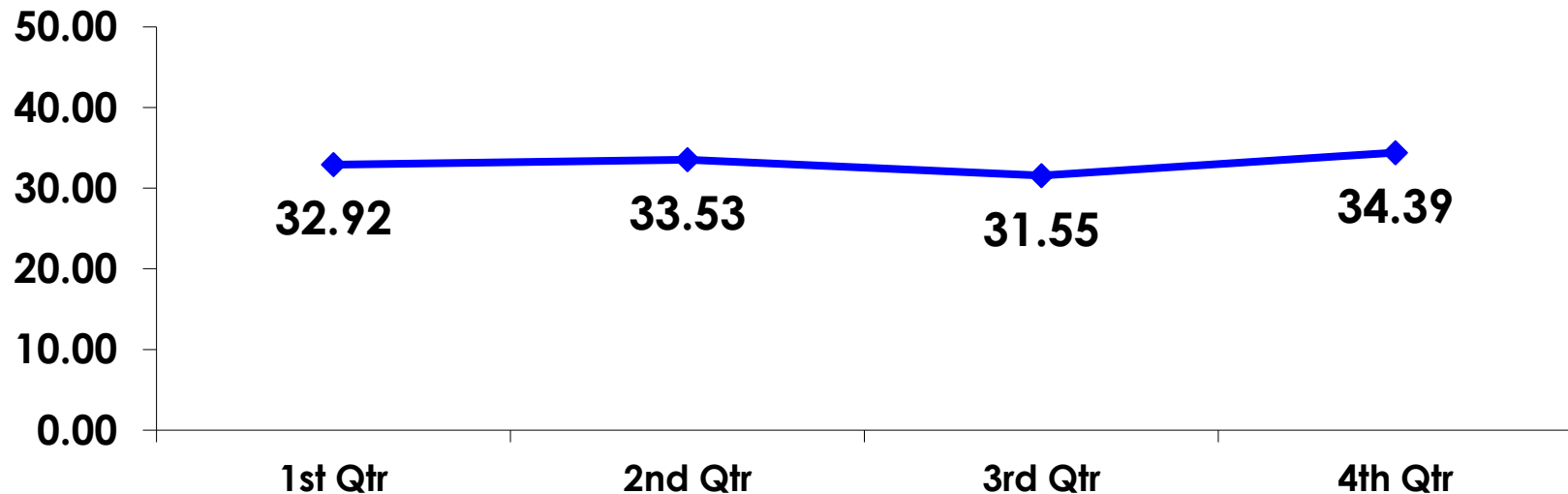
MARITAL STATUS - TRACKING



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	73	33	31	4	20	19	39	14	3	22
		Column N %	49%	39%	78%	50%	43%	34%	52%	82%	14%	44%
	Single	Count	77	51	9	4	26	37	36	3	19	28
		Column N %	51%	61%	23%	50%	57%	66%	48%	18%	86%	56%
	Total	Count	150	84	40	8	46	56	75	17	22	50

AVERAGE AGE - TRACKING



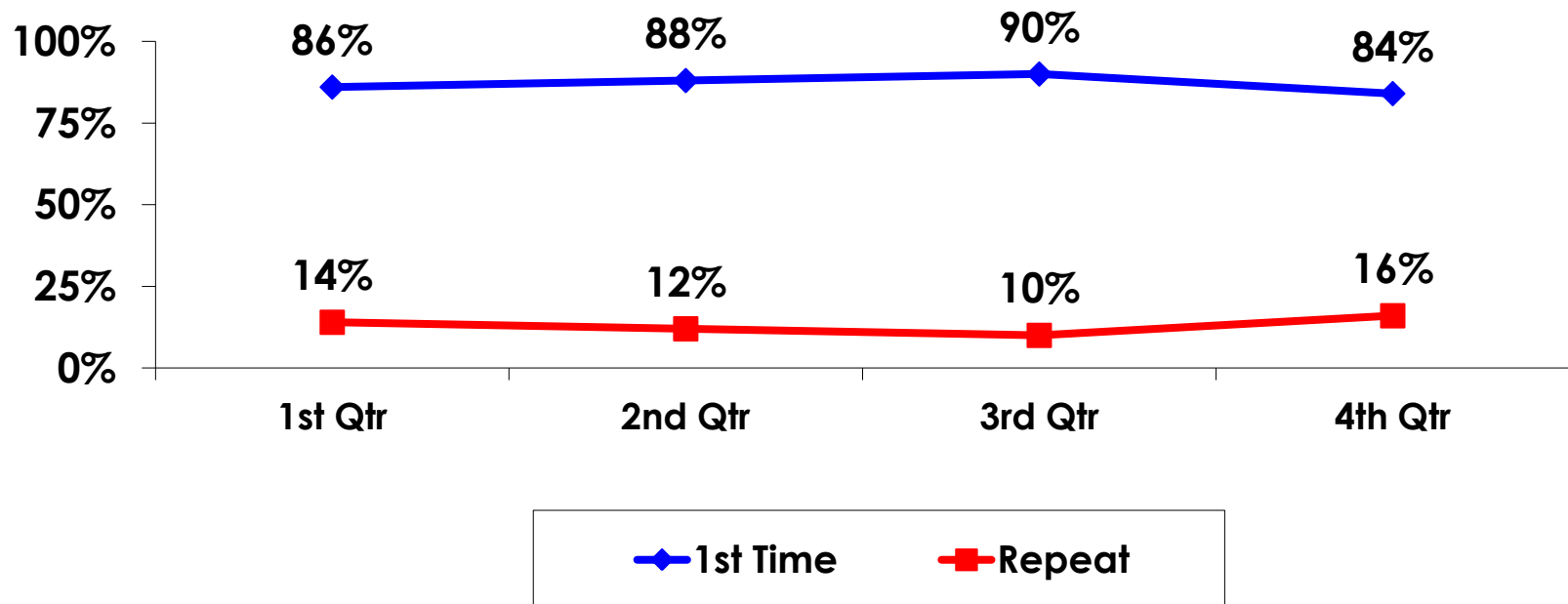
AGE- SEGMENTATION

			TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
			-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	32	21	3	0	5	21	5	2	21	8
		Column N %	21%	25%	8%	0%	11%	38%	7%	12%	95%	16%
	25-34	Count	50	28	7	3	29	21	30	13	1	25
		Column N %	33%	33%	18%	38%	63%	38%	40%	76%	5%	50%
	35-49	Count	54	29	22	4	12	14	34	2	0	14
		Column N %	36%	35%	55%	50%	26%	25%	45%	12%	0%	28%
	50+	Count	14	6	8	1	0	0	6	0	0	3
		Column N %	9%	7%	20%	13%	0%	0%	8%	0%	0%	6%
	Total	Count	150	84	40	8	46	56	75	17	22	50
QF	Mean		34.39	32.88	41.23	38.13	30.78	28.52	36.55	31.18	20.68	33.48
	Median		33	31	42	36	31	30	35	31	20	32

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	5	2	1	0	2	2	1	0	3	0
		Column N %	3%	3%	3%	0%	4%	4%	1%	0%	17%	0%
	NT160K-NT200K	Count	14	7	5	0	4	5	5	2	2	0
		Column N %	10%	9%	13%	0%	9%	10%	7%	12%	11%	0%
	NT200K-NT400K	Count	15	11	2	0	4	9	9	3	3	0
		Column N %	10%	14%	5%	0%	9%	17%	12%	18%	17%	0%
	NT400K-NT600K	Count	21	12	2	0	9	8	10	3	4	21
		Column N %	15%	15%	5%	0%	20%	15%	14%	18%	22%	42%
	NT600K-NT800K	Count	29	13	9	3	11	11	16	4	2	29
		Column N %	20%	16%	23%	38%	24%	21%	22%	24%	11%	58%
	NT800K-NT1.0M	Count	21	12	5	4	6	8	15	3	0	0
		Column N %	15%	15%	13%	50%	13%	15%	21%	18%	0%	0%
	NT1.0M+	Count	35	22	14	1	10	7	17	2	2	0
		Column N %	24%	28%	36%	13%	22%	13%	23%	12%	11%	0%
	No Income	Count	4	1	1	0	0	2	0	0	2	0
		Column N %	3%	1%	3%	0%	0%	4%	0%	0%	11%	0%
	Total	Count	144	80	39	8	46	52	73	17	18	50

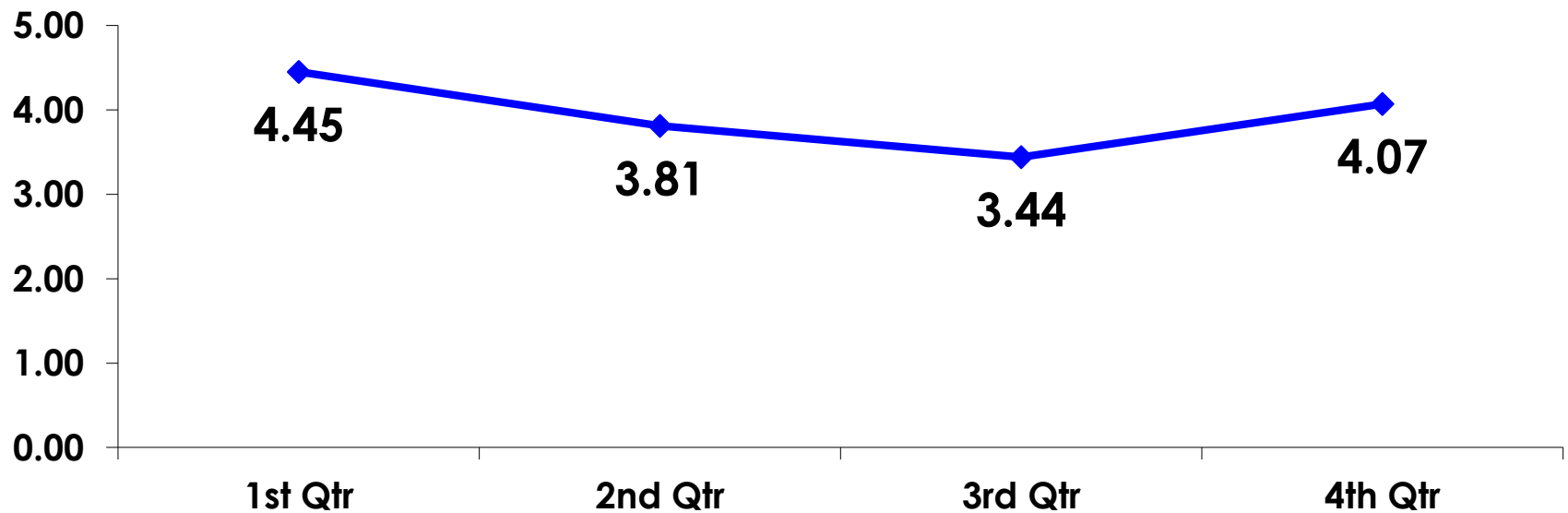
PRIOR TRIPS TO GUAM - TRACKING



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	126	69	32	5	39	49	63	14	19	44
		Column N %	84%	82%	80%	63%	85%	88%	84%	82%	86%	88%
	No	Count	24	15	8	3	7	7	12	3	3	6
		Column N %	16%	18%	20%	38%	15%	13%	16%	18%	14%	12%
	Total	Count	150	84	40	8	46	56	75	17	22	50

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	4.07	4.17	3.92	3.75	3.93	4.22	4.12	5.12	3.77	3.82
	Median	4	4	4	4	4	4	4	4	4	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	63	35	16	1	24	14	39	12	3	18
		Column N %	42%	42%	41%	13%	53%	25%	53%	71%	14%	37%
	Free-time package tour	Count	64	38	16	0	16	34	25	4	18	25
		Column N %	43%	45%	41%	0%	36%	61%	34%	24%	82%	51%
	Individually arranged travel (FIT)	Count	15	7	5	0	3	5	4	1	1	3
		Column N %	10%	8%	13%	0%	7%	9%	5%	6%	5%	6%
	Group tour	Count	3	0	1	3	0	1	2	0	0	1
		Column N %	2%	0%	3%	38%	0%	2%	3%	0%	0%	2%
	Company paid travel	Count	4	4	1	4	2	2	4	0	0	2
		Column N %	3%	5%	3%	50%	4%	4%	5%	0%	0%	4%
	Total	Count	149	84	39	8	45	56	74	17	22	49

TRAVEL MOTIVATION - SEGMENTATION

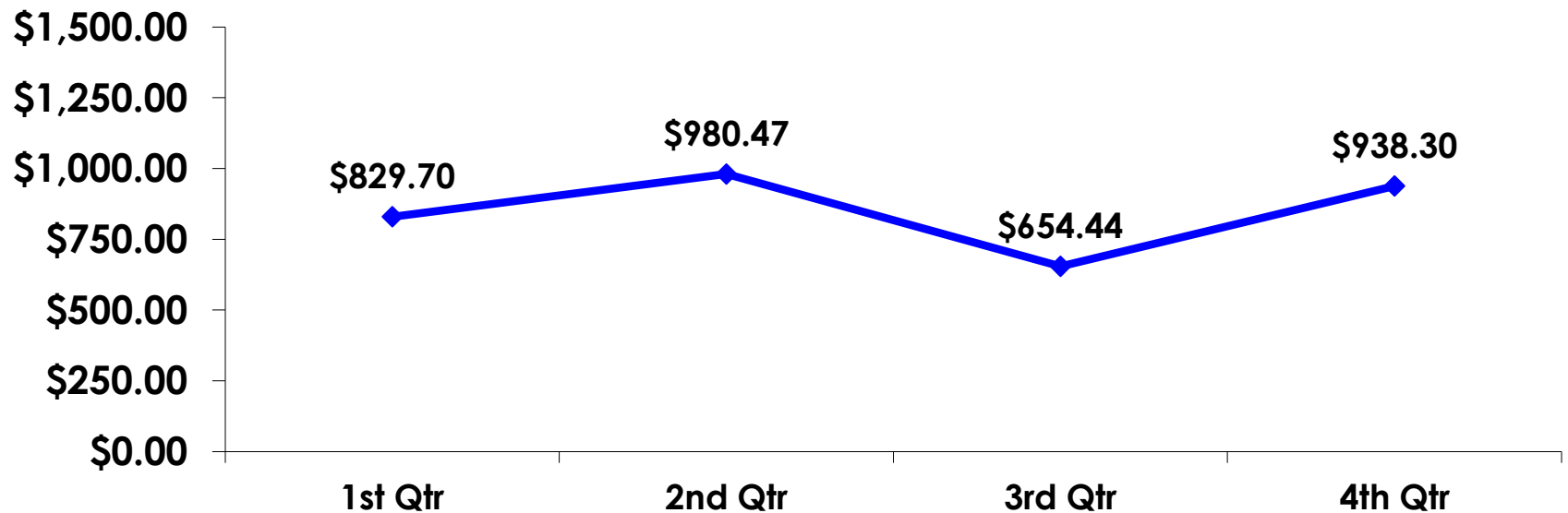
		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME	
		-	-	-	-	-	-	-	-	-	-	
Q5A	Previous trip	11%	13%	15%	25%	13%	7%	14%	12%	5%	10%	
	Price	15%	18%	15%	0%	16%	16%	22%	29%	23%	18%	
	Visit friends/ Relatives	3%	4%	3%	0%	4%	2%	3%	6%	0%	4%	
	Recomm- friend/family/trvl agnt	36%	32%	43%	25%	29%	36%	31%	18%	55%	35%	
	Scuba	27%	33%	13%	13%	31%	30%	19%	24%	59%	31%	
	Water sports	26%	30%	25%	13%	24%	25%	26%	18%	41%	24%	
	Short travel time	16%	20%	18%	13%	18%	9%	16%	12%	14%	12%	
	Golf	1%	1%	0%	0%	2%	0%	1%	0%	0%	2%	
	Relax	55%	98%	45%	63%	53%	61%	55%	53%	55%	49%	
	Company/ Business Trip	1%	1%	3%	0%	2%	0%	3%	0%	0%	2%	
	Company Sponsored	2%	2%	0%	38%	4%	0%	3%	0%	0%	0%	
	Convention/ Trade/ Conference	1%	0%	0%	13%	0%	0%	1%	0%	0%	0%	
	Safe	35%	42%	35%	0%	29%	43%	32%	24%	59%	37%	
	Natural beauty	77%	88%	75%	38%	73%	80%	77%	71%	77%	78%	
	Shopping	37%	45%	35%	13%	38%	39%	35%	47%	45%	47%	
	Career Cert/ Testing	1%	0%	0%	0%	2%	2%	1%	0%	5%	2%	
	Married/ Attn wedding	1%	1%	0%	0%	0%	2%	0%	6%	0%	2%	
	Honeymoon	11%	10%	0%	0%	18%	9%	14%	94%	5%	12%	
	Pleasure	12%	21%	8%	0%	16%	9%	5%	6%	23%	12%	
	Organized sports	1%	1%	0%	0%	0%	0%	0%	6%	0%	2%	
	No Visa requirement	28%	36%	30%	38%	20%	23%	26%	29%	23%	22%	
	Other	2%	2%	0%	13%	4%	0%	3%	0%	0%	4%	
	Total	Count	149	84	40	8	45	56	74	17	22	49

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	61%	70%	50%	63%	78%	58%	64%	76%	71%	63%
	Friend/ Relative	43%	49%	40%	0%	38%	45%	40%	41%	67%	43%
	Travel Agent Brochure	33%	37%	25%	50%	36%	31%	30%	29%	43%	35%
	TV	29%	32%	25%	13%	16%	40%	29%	29%	48%	20%
	Travel Guidebook- Bookstore	18%	23%	18%	13%	18%	25%	21%	12%	14%	22%
	Consumer Trvl Show	15%	16%	10%	13%	13%	18%	21%	18%	10%	14%
	Prior Trip	14%	17%	18%	38%	13%	11%	15%	12%	10%	10%
	Magazine (Consumer)	14%	16%	13%	13%	16%	9%	7%	6%	10%	12%
	GVB Promo	9%	11%	13%	0%	4%	11%	7%	12%	19%	10%
	Travel Trade Show	7%	11%	8%	0%	9%	4%	7%	0%	10%	6%
	Co-Worker/ Company Trvl Dept	7%	7%	3%	13%	7%	7%	7%	0%	5%	10%
	Newspaper	5%	6%	3%	13%	9%	4%	3%	0%	10%	4%
	GVB Office	1%	1%	3%	0%	0%	4%	1%	0%	0%	0%
	Other	1%	1%	0%	0%	2%	0%	0%	0%	0%	2%
	Total	Count 147	82	40	8	45	55	73	17	21	49

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING



YTD=\$850.07

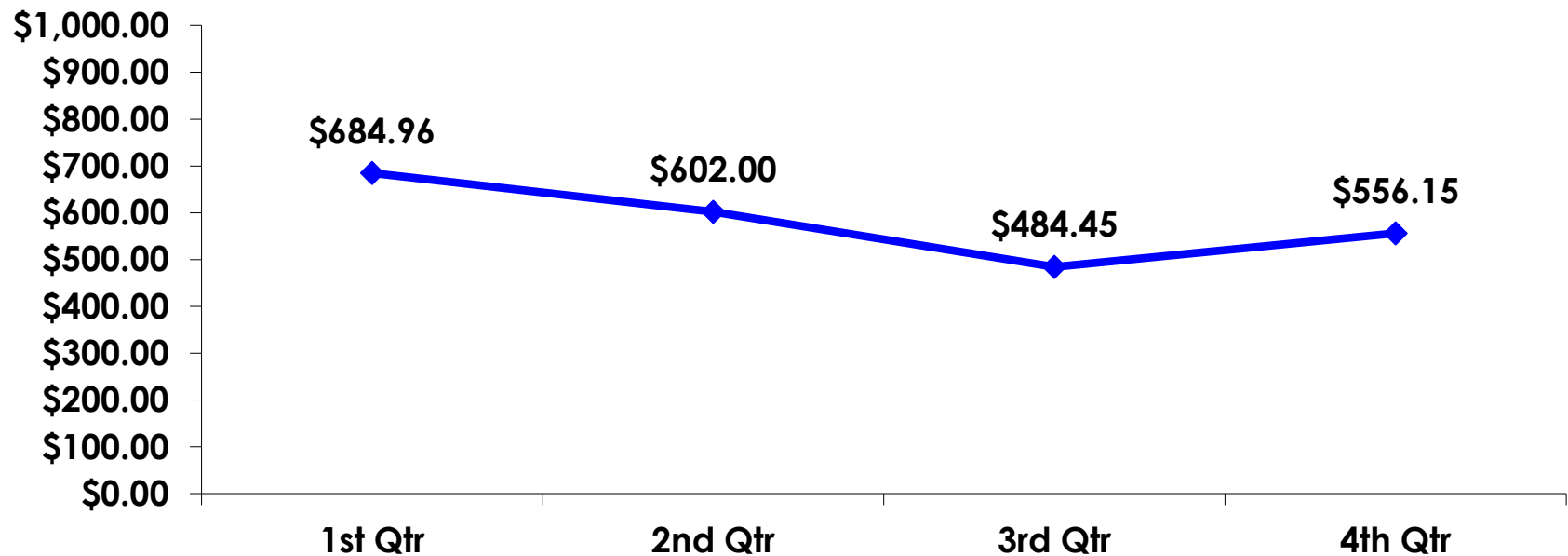
PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
		-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$938.30	\$976.46	\$912.86	\$381.30	\$882.81	\$974.36	\$963.99	\$903.63	\$753.11	\$883.82
	Median	\$947	\$982	\$947	\$0	\$962	\$789	\$985	\$988	\$786	\$868
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$5,049	\$5,049	\$1,893	\$1,262	\$2,635	\$5,049	\$5,049	\$1,736	\$1,578	\$3,156

PREPAID EXPENDITURES

		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
		-	-	-	-	-	-	-	-	-	-
AIR & HOTEL	Mean	\$1,878.06	\$1,408.10	\$3,905.81	\$631.11	\$1,904.26	\$1,343.80	\$1,974.86	\$1,505.73	\$881.98	\$2,117.17
	Minimum	\$577	\$577	\$820	\$631	\$631	\$577	\$631	\$915	\$577	\$577
	Maximum	\$6,942	\$4,418	\$6,942	\$631	\$6,942	\$4,733	\$6,311	\$2,398	\$1,578	\$6,942
AIR/ HOTEL/ MEAL	Mean	\$2,058.19	\$1,998.42	\$3,129.79	\$2,366.68	\$1,731.46	\$1,556.66	\$2,022.85	\$1,449.20	\$2,013.25	\$1,619.22
	Minimum	\$568	\$568	\$677	\$1,262	\$789	\$568	\$677	\$972	\$675	\$677
	Maximum	\$7,889	\$7,889	\$7,889	\$3,471	\$6,311	\$5,049	\$7,889	\$2,367	\$6,311	\$6,311
AIR ONLY	Mean	\$716.31	\$716.31	\$631.11	.	.	.	\$631.11	.	.	.
	Minimum	\$631	\$631	\$631	.	.	.	\$631	.	.	.
	Maximum	\$802	\$802	\$631	.	.	.	\$631	.	.	.
HOTEL ONLY	Mean	\$946.67	\$946.67	\$946.67	.	.	.	\$946.67	.	.	.
	Minimum	\$947	\$947	\$947	.	.	.	\$947	.	.	.
	Maximum	\$947	\$947	\$947	.	.	.	\$947	.	.	.
HOTEL & MEAL	Mean	\$1,609.34	\$2,840.01	\$2,840.01	.	.	.	\$1,609.34	.	.	.
	Minimum	\$379	\$2,840	\$2,840	.	.	.	\$379	.	.	.
	Maximum	\$2,840	\$2,840	\$2,840	.	.	.	\$2,840	.	.	.
F&B HOTEL	Mean
	Minimum
	Maximum
TRANS- TAIWAN	Mean	\$37.44	\$44.74	\$37.87	.	\$28.31	\$31.87	\$36.46	\$28.19	\$19.25	\$28.14
	Minimum	\$5	\$5	\$16	.	\$9	\$5	\$13	\$13	\$5	\$5
	Maximum	\$158	\$158	\$63	.	\$47	\$73	\$73	\$38	\$32	\$73
TRANS- GUAM	Mean	\$139.70	\$213.95	.	.	\$40.71	\$127.49	\$65.64	\$86.46	.	\$189.33
	Minimum	\$4	\$4	.	.	\$4	\$4	\$4	\$4	.	\$189
	Maximum	\$473	\$473	.	.	\$66	\$189	\$189	\$189	.	\$189
OPT TOURS	Mean	\$301.93	\$338.77	\$284.00	.	\$269.41	\$335.12	\$303.72	\$135.69	\$47.33	\$481.22
	Minimum	\$47	\$194	\$252	.	\$158	\$47	\$114	\$114	\$47	\$252
	Maximum	\$631	\$631	\$316	.	\$410	\$631	\$631	\$158	\$47	\$631
OTHER	Mean	\$834.60	\$911.82	\$1,644.05	.	\$737.22	\$753.34	\$1,037.28	\$496.48	\$280.32	\$630.06
	Minimum	\$28	\$28	\$931	.	\$221	\$63	\$28	\$268	\$63	\$174
	Maximum	\$3,156	\$3,156	\$3,156	.	\$2,840	\$1,956	\$3,156	\$814	\$606	\$1,956
TOTAL	Mean	\$1,727.56	\$1,689.45	\$3,222.67	\$670.56	\$1,347.36	\$1,336.45	\$1,895.34	\$1,394.76	\$847.84	\$1,452.61
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$8,646	\$8,646	\$8,646	\$3,471	\$6,942	\$5,049	\$7,889	\$2,524	\$1,704	\$6,942

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$581.57

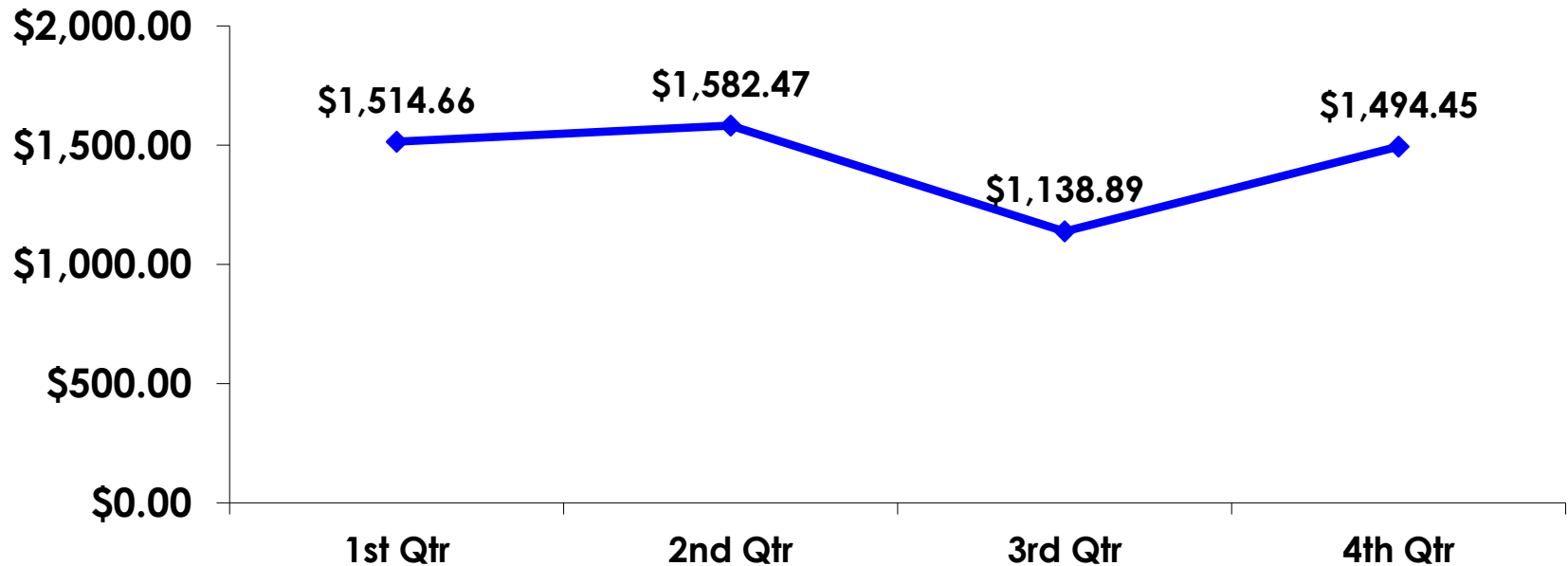
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
		-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$556.15	\$646.11	\$394.92	\$570.94	\$607.49	\$603.74	\$630.18	\$640.88	\$348.05	\$725.52
	Median	\$327	\$363	\$203	\$741	\$301	\$406	\$354	\$354	\$346	\$459
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$5,000	\$5,000	\$2,575	\$1,050	\$5,000	\$2,667	\$5,000	\$2,500	\$803	\$5,000

ON-ISLAND EXPENSE- BREAKDOWN

	TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
	-	-	-	-	-	-	-	-	-	-
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
F&B HOTEL	\$19.90	\$24.98	\$53.43	\$1.88	\$4.20	\$14.00	\$28.13	\$7.18	\$0.00	\$13.40
F&B FF/STORE	\$45.23	\$41.90	\$73.30	\$96.25	\$31.30	\$50.16	\$55.68	\$52.94	\$18.64	\$70.40
F&B RESTRNT	\$55.93	\$55.23	\$75.80	\$41.63	\$50.91	\$62.70	\$62.51	\$60.53	\$26.05	\$55.60
OPT TOUR	\$132.73	\$131.17	\$183.73	\$96.00	\$102.57	\$135.27	\$139.81	\$69.71	\$84.18	\$203.82
GIFT- SELF	\$238.30	\$281.07	\$219.00	\$334.50	\$372.04	\$192.29	\$267.11	\$394.18	\$57.82	\$313.16
GIFT- OTHER	\$87.29	\$85.69	\$103.63	\$116.25	\$59.63	\$93.68	\$100.09	\$151.65	\$82.05	\$90.10
TRANS	\$37.10	\$34.11	\$46.63	\$38.13	\$23.07	\$55.07	\$31.35	\$34.65	\$35.18	\$38.52
OTHER	\$179.54	\$190.56	\$148.95	\$117.13	\$219.93	\$145.91	\$221.81	\$364.76	\$102.18	\$202.38
TOTAL	\$795.45	\$852.01	\$899.75	\$854.25	\$860.41	\$738.29	\$901.24	\$1,110.12	\$404.27	\$993.54

TOTAL EXPENDITURES – TRACKING



YTD=\$1,431.64

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	\$1,494.45	\$1,622.57	\$1,307.78	\$952.24	\$1,490.30	\$1,578.09	\$1,594.17	\$1,544.51	\$1,101.15	\$1,609.34
	Median	\$1,323	\$1,348	\$1,230	\$790	\$1,448	\$1,216	\$1,362	\$1,454	\$1,096	\$1,409
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$160	\$0	\$0
	Maximum	\$5,823	\$5,823	\$3,522	\$2,207	\$5,000	\$5,823	\$5,589	\$2,989	\$2,218	\$5,823

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.

Comparison of Drivers of Overall Satisfaction, 1st,2nd,3rd,4th Qtr and Overall 1-4 Qtr 2015					
	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Combin ed 1-4 Qtr 2015
Drivers:	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks				4	
Ease of getting around			4		
Safety walking around at night					
Quality of daytime tours		1			3
Variety of daytime tours			5		
Quality of nighttime tours					
Variety of nighttime tours	4				7
Quality of shopping				2	6
Variety of shopping					
Price of things on Guam			3		5
Quality of hotel accommodations	2	2		1	2
Quality/cleanliness of air, sky	3				8
Quality/cleanliness of parks			1		
Quality of landscape in Tumon					
Quality of landscape in Guam				3	4
Quality of ground handler	1				
Quality/cleanliness of transportation vehicles		3	2		1
% of Per Person On Island Expenditures Accounted For	51.6%	55.7%	50.6%	57.3%	54.3%
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 Fourth Quarter 2015 Period. By rank order they are:
 - **Quality of hotel accommodations,**
 - **Quality of shopping,**
 - **Quality of landscape on Guam, and**
 - **Quality & cleanliness of beaches & parks.**
- With these four factors the overall r^2 is .573 meaning that **57.3% of overall satisfaction is accounted for by these factors.**

Comparison of Drivers of Per Person On-Island Expenditures, 1st,2nd,3rd,4th Qtrs. 2015, and Overall 1-4th Qtrs. 2015					
	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Combin ed 1-4 Qtr 2015
Drivers:	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks					
Ease of getting around					
Safety walking around at night	1				1
Quality of daytime tours					
Variety of daytime tours					
Quality of nighttime tours					
Variety of nighttime tours					
Quality of shopping					
Variety of shopping		2	2		3
Price of things on Guam					
Quality of hotel accommodations					
Quality/cleanliness of air, sky			1		
Quality/cleanliness of parks					
Quality of landscape in Tumon		1			
Quality of landscape in Guam					
Quality of ground handler					2
Quality/cleanliness of transportation vehicles					
% of Per Person On Island Expenditures Accounted For	4.8%	10.3%	6.0%	0.0%	3.8%
NOTE: Only significant drivers are included.					

Drivers of Per Person On Island Expenditure

- **Per Person On Island Expenditure** of Taiwan visitors on Guam is driven by no significant factors in the Fourth Quarter 2015 Period.