



GUAM VISITORS BUREAU

Taiwan Visitor Tracker Exit Profile

FY2016 Market Segmentation

4TH QTR (JUL~SEPT 2016)



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

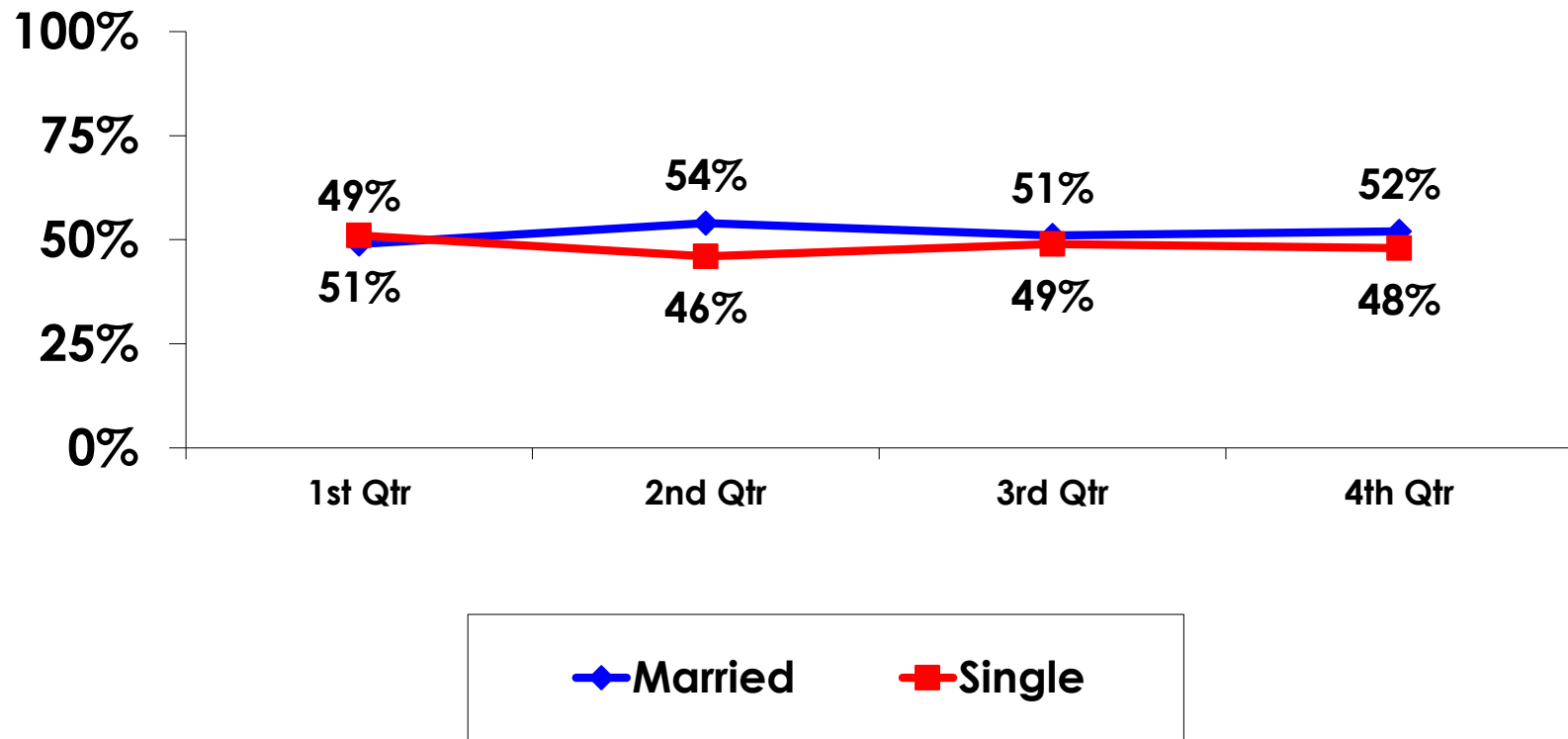
- General leisure group – Q.5A
- Family and/or Child – Q.6
- Special interest group – Q.18/Q7
- Incentive market – Q.5A/Q.7
- 20-40 year old – Q.F
- Mid-high level income – Q.26
- White-collar – Q.25
- W/child – Q.6
- Wedding/ Honeymoon – Q.5A/ Q.13
- Student –Q.25

Highlighted Segments

	1 st QTR	2 nd QTR	3 rd QTR	4 th QTR
General leisure group	51%	49%	53%	55%
Child	9%	25%	9%	24%
Incentive market	4%	3%	8%	4%
Male 20-40	42%	25%	37%	31%
Female 20-40	41%	45%	47%	31%
White collar	50%	45%	62%	43%
Wedding/ Honeymooner	22%	21%	15%	15%
Student	3%	9%	8%	13%
Mid-High income	38%	33%	38%	32%
TOTAL	150	150	150	150

SECTION 1 **PROFILE OF RESPONDENTS**

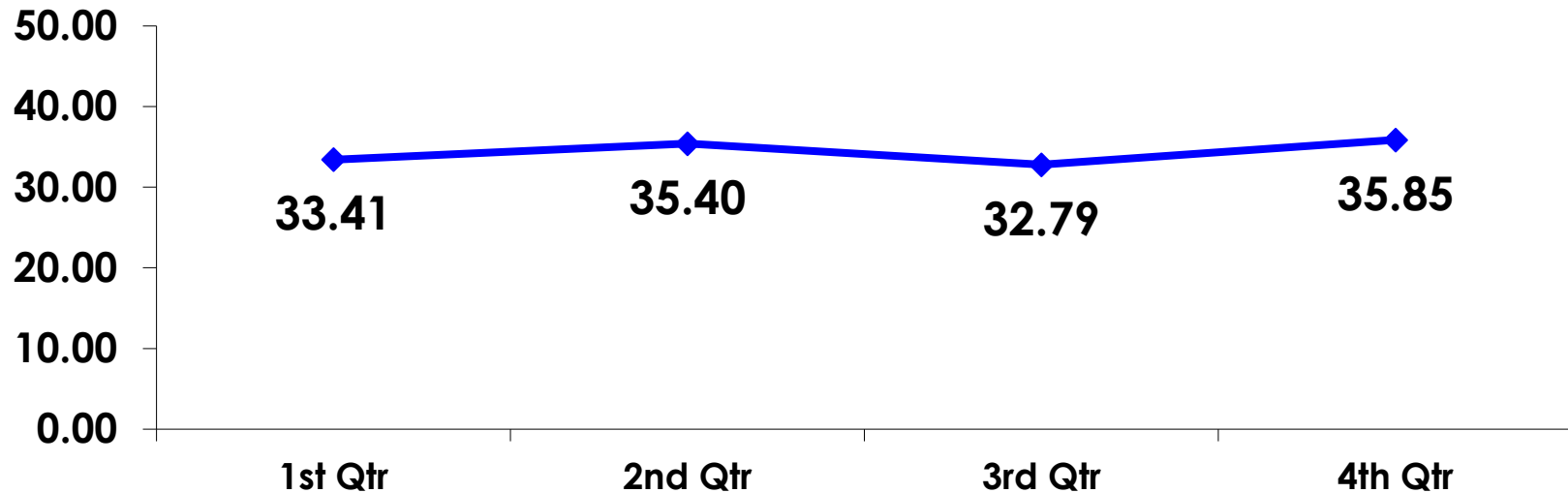
MARITAL STATUS - TRACKING



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	78	39	28	2	18	16	34	7	0	21
		Column N %	52%	47%	78%	33%	39%	35%	52%	30%	0%	44%
	Single	Count	72	44	8	4	28	30	31	16	19	27
		Column N %	48%	53%	22%	67%	61%	65%	48%	70%	100%	56%
Total		Count	150	83	36	6	46	46	65	23	19	48

AVERAGE AGE - TRACKING



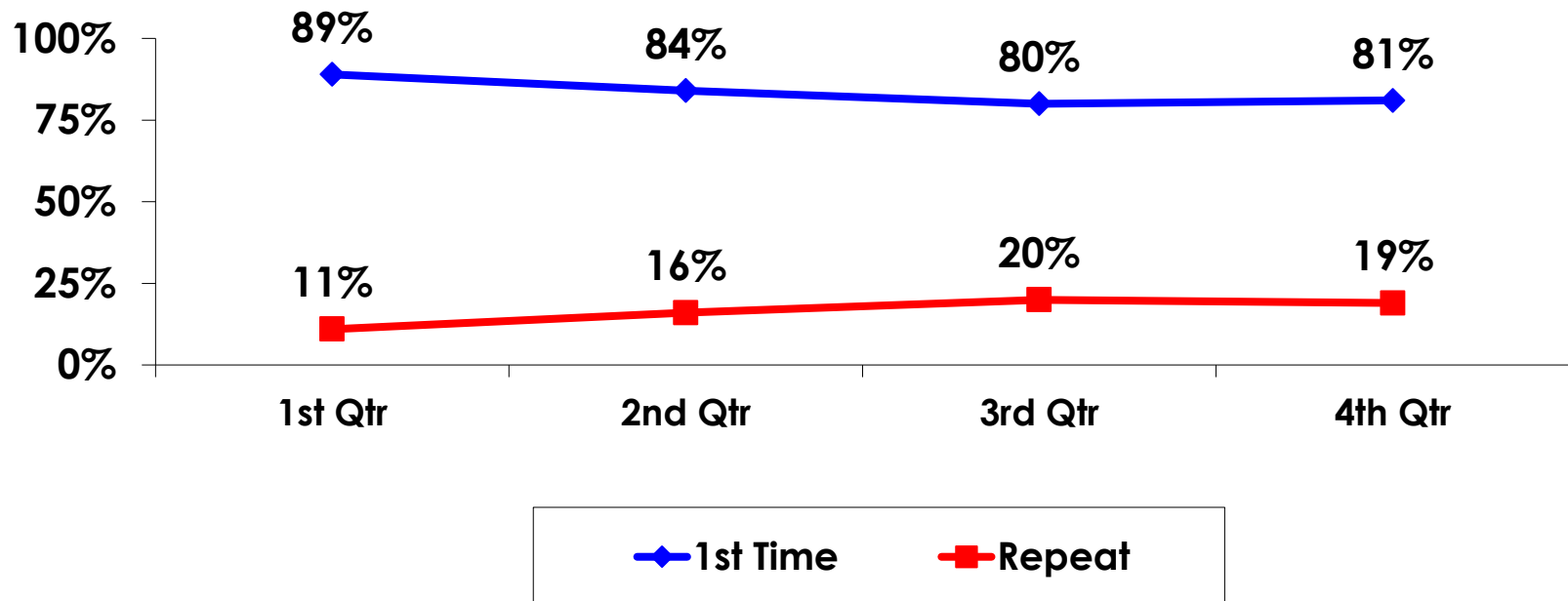
AGE- SEGMENTATION

			TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
			-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	28	20	4	0	11	12	4	6	17	11
		Column N %	19%	24%	11%	0%	24%	26%	6%	26%	89%	23%
	25-34	Count	45	25	1	2	25	20	19	11	0	17
		Column N %	30%	30%	3%	33%	54%	43%	29%	48%	0%	35%
	35-49	Count	59	30	28	4	10	14	33	6	2	14
		Column N %	39%	36%	78%	67%	22%	30%	51%	26%	11%	29%
	50+	Count	18	8	3	0	0	0	9	0	0	6
		Column N %	12%	10%	8%	0%	0%	0%	14%	0%	0%	13%
	Total	Count	150	83	36	6	46	46	65	23	19	48
QF	Mean		35.85	34.54	40.56	35.17	29.89	29.91	38.43	30.13	23.00	34.21
	Median		35	33	43	36	31	31	37	29	21	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	8	6	0	1	2	5	5	1	0	0
		Column N %	5%	7%	0%	17%	4%	11%	8%	4%	0%	0%
	NT160K-NT200K	Count	8	3	2	1	2	2	5	1	0	0
		Column N %	5%	4%	6%	17%	4%	4%	8%	4%	0%	0%
	NT200K-NT400K	Count	8	3	1	0	2	4	4	0	0	0
		Column N %	5%	4%	3%	0%	4%	9%	6%	0%	0%	0%
	NT400K-NT600K	Count	21	10	2	1	8	6	10	7	2	21
		Column N %	14%	12%	6%	17%	17%	13%	15%	30%	11%	44%
	NT600K-NT800K	Count	27	17	3	1	11	8	10	5	3	27
		Column N %	18%	20%	8%	17%	24%	17%	15%	22%	16%	56%
	NT800K-NT1.0M	Count	25	11	8	0	5	5	11	2	1	0
		Column N %	17%	13%	22%	0%	11%	11%	17%	9%	5%	0%
	NT1.0M+	Count	41	25	18	2	13	11	20	7	4	0
		Column N %	27%	30%	50%	33%	28%	24%	31%	30%	21%	0%
	No Income	Count	12	8	2	0	3	5	0	0	9	0
		Column N %	8%	10%	6%	0%	7%	11%	0%	0%	47%	0%
	Total	Count	150	83	36	6	46	46	65	23	19	48

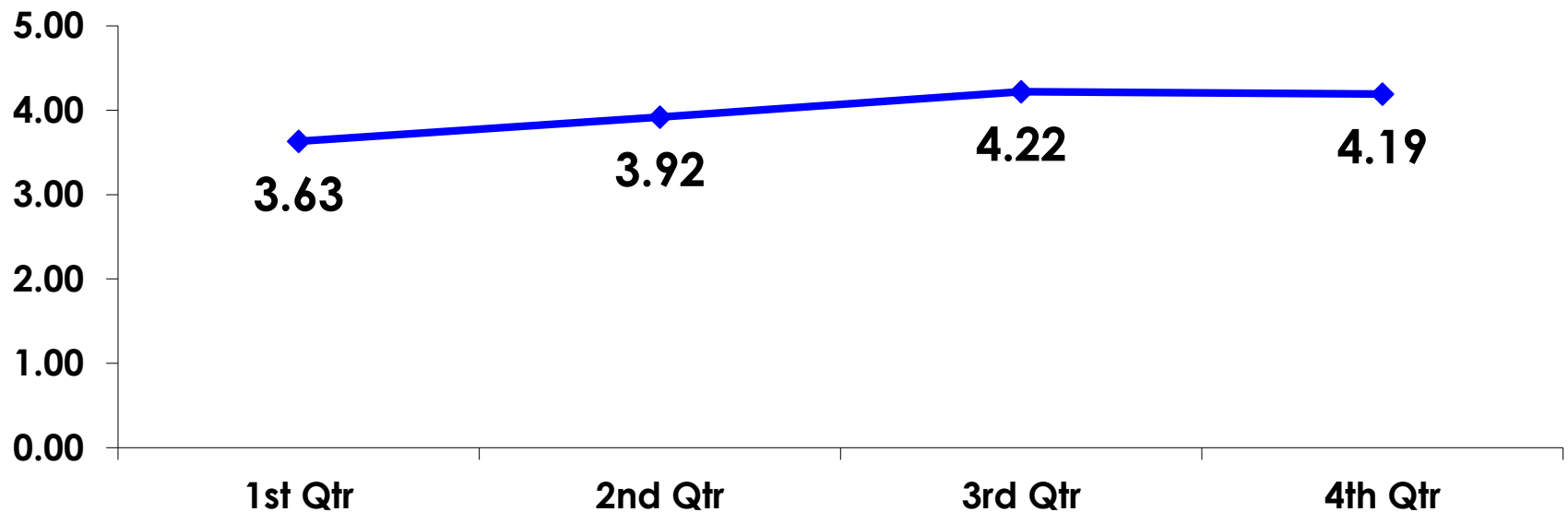
PRIOR TRIPS TO GUAM - TRACKING



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	121	68	28	4	39	37	51	21	16	41
		Column N %	81%	82%	78%	67%	85%	80%	78%	91%	84%	85%
	No	Count	29	15	8	2	7	9	14	2	3	7
		Column N %	19%	18%	22%	33%	15%	20%	22%	9%	16%	15%
Total		Count	150	83	36	6	46	46	65	23	19	48

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	4.19	4.38	4.00	4.00	4.21	4.60	4.32	4.05	4.44	4.00
	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	54	26	18	0	12	15	29	11	2	15
		Column N %	37%	31%	50%	0%	27%	33%	45%	48%	11%	34%
	Free-time package tour	Count	55	34	12	0	19	19	20	9	10	20
		Column N %	38%	41%	33%	0%	43%	41%	31%	39%	53%	45%
	Individually arranged travel (FIT)	Count	24	17	3	0	10	8	6	2	7	5
		Column N %	17%	20%	8%	0%	23%	17%	9%	9%	37%	11%
	Group tour	Count	8	4	2	2	2	2	6	0	0	4
		Column N %	6%	5%	6%	33%	5%	4%	9%	0%	0%	9%
	Company paid travel	Count	4	2	1	4	1	2	3	1	0	0
		Column N %	3%	2%	3%	67%	2%	4%	5%	4%	0%	0%
	Total	Count	145	83	36	6	44	46	64	23	19	44

TRAVEL MOTIVATION - SEGMENTATION

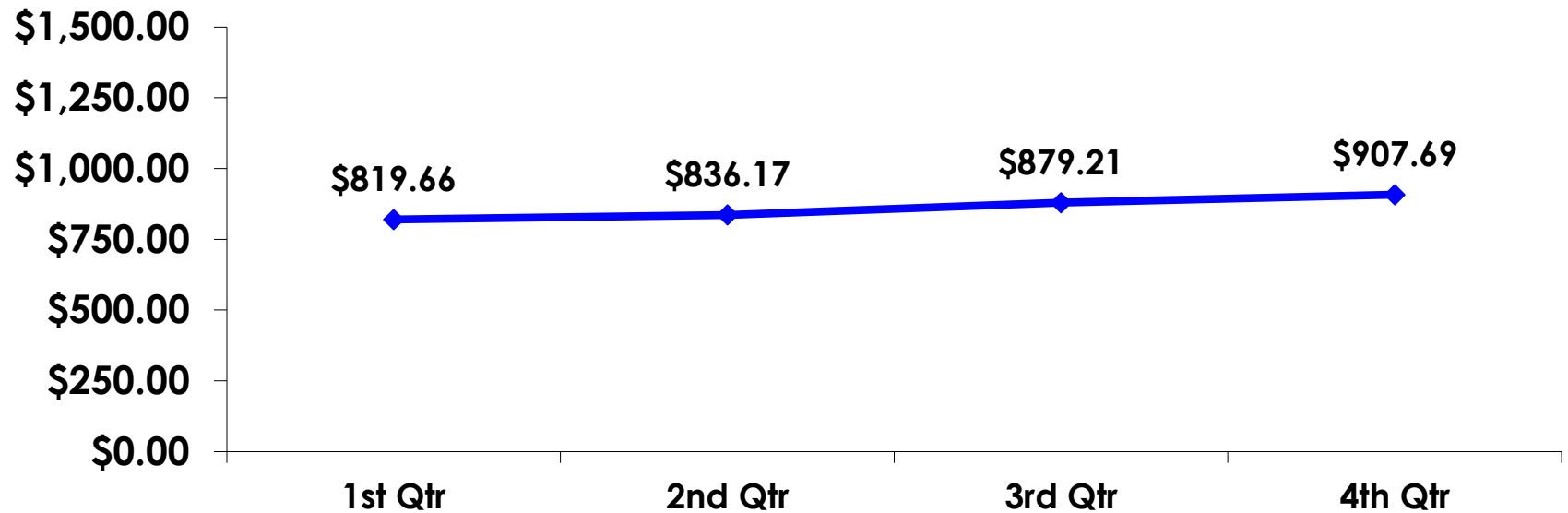
		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME	
		-	-	-	-	-	-	-	-	-	-	
Q5A	Previous trip	12%	12%	17%	33%	9%	11%	14%	0%	16%	9%	
	Price	6%	8%	6%	0%	9%	2%	8%	0%	5%	0%	
	Visit friends/ Relatives	1%	2%	0%	0%	0%	2%	0%	0%	5%	0%	
	Recomm- friend/family/trvl agnt	24%	28%	22%	17%	30%	17%	15%	22%	37%	30%	
	Scuba	27%	39%	17%	17%	28%	35%	18%	22%	74%	28%	
	Water sports	32%	40%	36%	50%	26%	26%	22%	4%	53%	23%	
	Short travel time	8%	8%	11%	17%	11%	7%	6%	9%	21%	2%	
	Relax	50%	89%	61%	33%	43%	54%	48%	35%	63%	47%	
	Company/ Business Trip	7%	2%	11%	33%	2%	9%	11%	0%	5%	9%	
	Company Sponsored	1%	0%	0%	17%	2%	0%	2%	0%	0%	2%	
	Convention/ Trade/ Conference	1%	1%	0%	0%	0%	2%	2%	0%	0%	0%	
	Safe	36%	46%	33%	50%	28%	39%	35%	17%	47%	30%	
	Natural beauty	76%	92%	89%	83%	72%	76%	78%	65%	89%	77%	
	Shopping	38%	43%	33%	50%	43%	30%	37%	26%	47%	40%	
	Career Cert/ Testing	3%	2%	0%	0%	2%	7%	3%	0%	5%	0%	
	Married/ Attn wedding	13%	8%	8%	0%	17%	20%	12%	83%	0%	19%	
	Honeymoon	3%	4%	0%	17%	4%	7%	2%	22%	0%	6%	
	Pleasure	16%	29%	8%	17%	20%	17%	6%	13%	32%	19%	
	Organized sports	1%	0%	0%	17%	2%	2%	3%	0%	0%	2%	
	No Visa requirement	26%	33%	25%	67%	15%	30%	28%	17%	37%	23%	
	Other	1%	1%	3%	0%	0%	2%	2%	0%	5%	0%	
	Total	Count	148	83	36	6	46	46	65	23	19	47

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	50%	48%	42%	33%	59%	50%	57%	61%	42%	45%
	Friend/ Relative	43%	42%	33%	50%	57%	41%	48%	65%	63%	40%
	Travel Agent Brochure	33%	34%	47%	33%	22%	26%	34%	13%	37%	30%
	TV	25%	31%	31%	17%	24%	28%	22%	22%	32%	21%
	Travel Guidebook- Bookstore	20%	28%	22%	33%	15%	24%	23%	9%	26%	15%
	Prior Trip	19%	17%	19%	33%	15%	20%	22%	9%	11%	15%
	Consumer Trvl Show	18%	23%	14%	17%	20%	11%	14%	17%	21%	17%
	GVB Promo	9%	12%	6%	17%	9%	11%	12%	9%	5%	13%
	Magazine (Consumer)	9%	10%	14%	50%	7%	9%	11%	4%	11%	6%
	Co-Worker/ Company Trvl Dept	7%	7%	14%	50%	4%	9%	6%	4%	5%	6%
	Travel Trade Show	6%	7%	11%	0%	2%	9%	6%	0%	0%	6%
	Newspaper	3%	5%	3%	33%	0%	7%	3%	4%	5%	0%
	Other	1%	2%	0%	0%	0%	4%	0%	4%	0%	2%
	Theater Ad	1%	1%	0%	17%	0%	2%	2%	4%	0%	0%
	Radio	1%	1%	3%	0%	2%	0%	2%	4%	0%	0%
	GVB Office	1%	1%	3%	0%	2%	0%	2%	4%	0%	0%
	Total	Count 148	83	36	6	46	46	65	23	19	47

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING



YTD=\$860.68

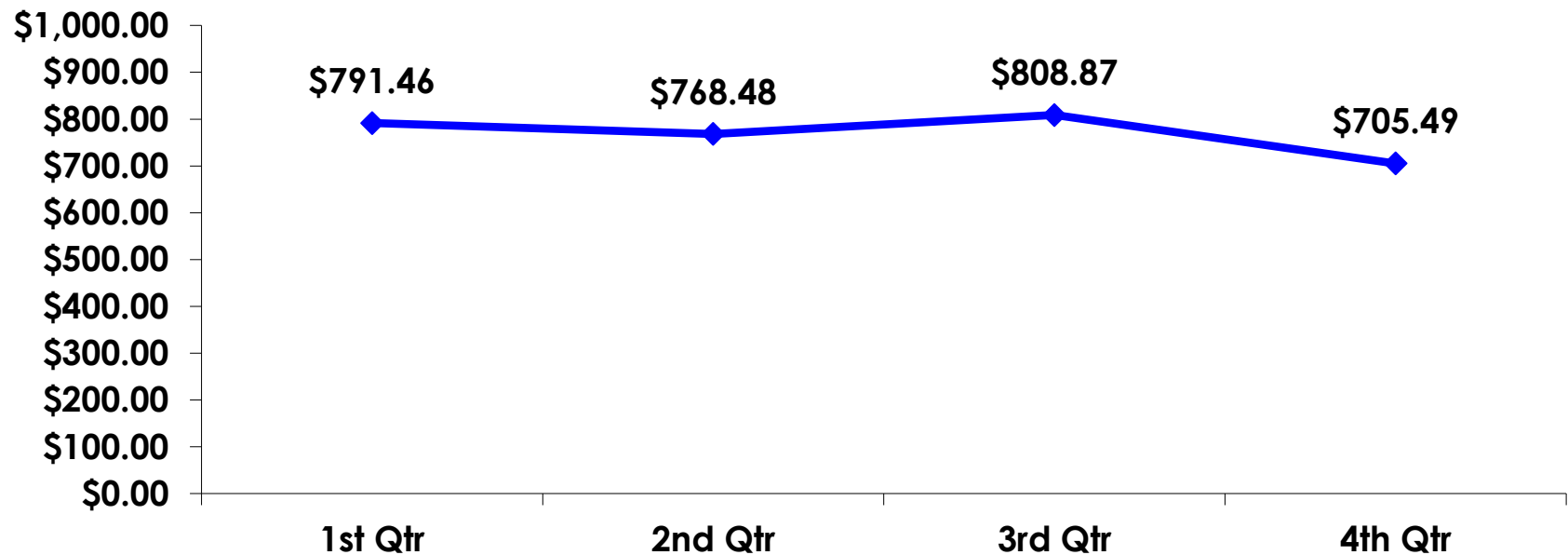
PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
		-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$907.69	\$1,017.76	\$1,086.30	\$420.08	\$1,013.07	\$805.37	\$929.66	\$1,132.02	\$818.20	\$906.02
	Median	\$1,048	\$1,134	\$1,229	\$0	\$1,118	\$945	\$1,134	\$1,260	\$788	\$1,103
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$3,418	\$3,418	\$2,520	\$1,260	\$3,418	\$2,520	\$2,520	\$2,048	\$2,363	\$2,048

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	\$1,840.85	\$2,111.16	\$4,599.87	\$2,520.48	\$1,859.53	\$1,035.23	\$1,888.43	\$1,608.70	\$2,433.05	\$1,489.97
	Minimum	\$315	\$315	\$945	\$2,520	\$945	\$315	\$315	\$945	\$945	\$315
	Maximum	\$9,452	\$9,452	\$9,452	\$2,520	\$3,365	\$2,048	\$9,452	\$3,365	\$9,452	\$2,773
AIR/ HOTEL/ MEAL	Mean	\$2,253.43	\$2,388.77	\$3,468.66	\$630.12	\$2,103.49	\$1,940.83	\$2,455.89	\$1,737.68	\$2,312.70	\$2,224.04
	Minimum	\$630	\$630	\$882	\$630	\$914	\$630	\$630	\$630	\$1,059	\$914
	Maximum	\$6,931	\$6,931	\$6,931	\$630	\$6,931	\$4,726	\$6,931	\$3,655	\$3,970	\$6,301
AIR ONLY	Mean	\$1,079.08	\$1,228.73	\$2,520.48	.	\$598.61	.	\$724.64	\$724.64	.	.
	Minimum	\$347	\$347	\$2,520	.	\$347	.	\$630	\$630	.	.
	Maximum	\$2,520	\$2,520	\$2,520	.	\$819	.	\$819	\$819	.	.
HOTEL ONLY	Mean	\$630.12	\$630.12	.	.	\$630.12	.	\$630.12	\$630.12	.	.
	Minimum	\$630	\$630	.	.	\$630	.	\$630	\$630	.	.
	Maximum	\$630	\$630	.	.	\$630	.	\$630	\$630	.	.
HOTEL & MEAL	Mean	\$2,070.39	\$1,795.84	\$5,482.04	.	\$614.37	.	\$2,194.92	\$472.59	\$1,071.20	\$630.12
	Minimum	\$284	\$284	\$5,041	.	\$284	.	\$473	\$473	\$1,071	\$630
	Maximum	\$5,923	\$5,923	\$5,923	.	\$1,071	.	\$5,041	\$473	\$1,071	\$630
F&B HOTEL	Mean
	Minimum
	Maximum
TRANS- TAIWAN	Mean	\$42.16	\$35.74	\$63.01	.	\$28.99	\$31.19	\$63.01	\$35.60	\$18.59	\$8.19
	Minimum	\$8	\$8	\$50	.	\$8	\$13	\$63	\$8	\$13	\$8
	Maximum	\$76	\$76	\$76	.	\$63	\$63	\$63	\$63	\$25	\$8
TRANS- GUAM	Mean	\$212.27	\$188.41	\$108.70	\$315.06	\$63.01	\$320.31	\$181.16	\$322.94	.	\$252.05
	Minimum	\$60	\$60	\$60	\$315	\$63	\$315	\$63	\$315	.	\$189
	Maximum	\$331	\$315	\$158	\$315	\$63	\$331	\$315	\$331	.	\$315
OPT TOURS	Mean	\$292.51	\$315.22	\$425.33	\$315.06	\$360.07	\$256.38	\$240.23	\$315.06	.	\$378.07
	Minimum	\$63	\$79	\$378	\$315	\$63	\$80	\$63	\$315	.	\$315
	Maximum	\$630	\$567	\$473	\$315	\$630	\$315	\$630	\$315	.	\$630
OTHER	Mean	\$621.54	\$597.67	\$1,035.65	.	\$647.13	\$1,066.79	\$646.60	\$253.94	\$788.70	\$549.31
	Minimum	\$63	\$110	\$63	.	\$236	\$63	\$63	\$63	\$444	\$63
	Maximum	\$3,781	\$1,134	\$3,781	.	\$1,134	\$3,781	\$3,781	\$401	\$1,134	\$945
TOTAL	Mean	\$1,687.32	\$1,974.27	\$3,273.12	\$630.12	\$1,591.94	\$1,360.13	\$1,810.58	\$1,531.88	\$1,694.19	\$1,500.80
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$9,452	\$9,452	\$9,452	\$2,520	\$6,931	\$7,561	\$9,452	\$3,655	\$9,452	\$6,301

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$768.57

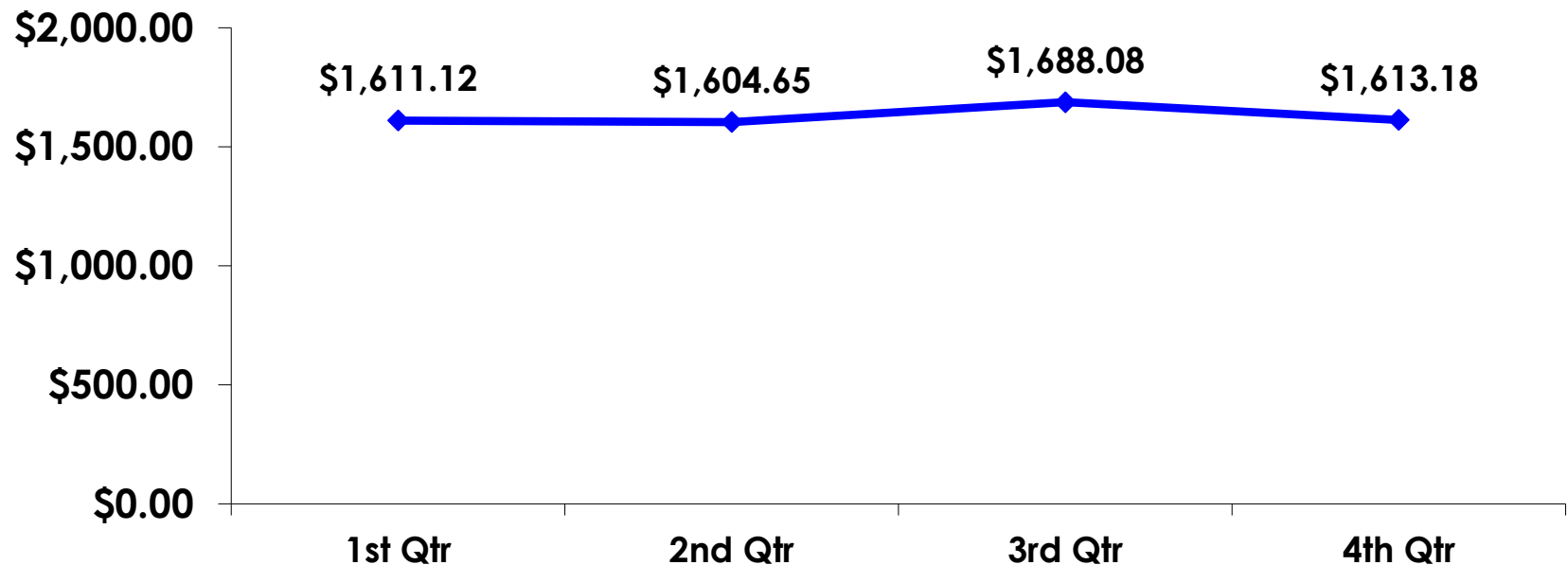
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	GEN LEISURE GRP	CHILD	INCENTIVE MKT	MALE 20-40	FEMALE 20-40	WHITE COLLAR	WEDDING/ HNYMOON	STUDENT	MID INCOME
		-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$705.49	\$611.02	\$396.57	\$370.00	\$675.19	\$564.39	\$765.94	\$585.87	\$666.97	\$433.55
	Median	\$400	\$450	\$333	\$295	\$473	\$447	\$422	\$445	\$549	\$308
	Minimum	\$0	\$0	\$0	\$30	\$0	\$0	\$0	\$30	\$0	\$0
	Maximum	\$8,000	\$5,704	\$1,250	\$900	\$4,000	\$2,867	\$5,704	\$2,066	\$2,217	\$2,066

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	\$47.19	\$54.46	\$74.31	\$35.00	\$98.33	\$22.70	\$83.22	\$89.13	\$53.37	\$19.44
F&B FF/STORE	\$70.59	\$79.57	\$67.36	\$56.67	\$58.26	\$68.63	\$92.32	\$44.78	\$100.53	\$51.00
F&B RESTRNT	\$73.54	\$96.07	\$89.00	\$35.00	\$107.43	\$31.80	\$108.86	\$88.13	\$0.53	\$59.90
OPT TOUR	\$126.59	\$134.20	\$221.25	\$105.00	\$109.63	\$114.43	\$139.26	\$132.74	\$195.84	\$81.31
GIFT- SELF	\$223.54	\$146.13	\$275.83	\$161.67	\$158.63	\$119.80	\$236.58	\$140.04	\$127.89	\$114.69
GIFT- OTHER	\$129.87	\$87.41	\$134.72	\$60.00	\$69.93	\$66.26	\$149.98	\$74.83	\$27.89	\$39.38
TRANS	\$36.85	\$36.43	\$71.72	\$0.00	\$31.24	\$56.85	\$16.54	\$50.43	\$18.16	\$19.83
OTHER	\$373.93	\$399.69	\$414.78	\$0.00	\$538.52	\$312.00	\$357.65	\$546.26	\$483.00	\$214.31
TOTAL	\$1,082.09	\$1,033.96	\$1,348.97	\$453.33	\$1,171.98	\$792.48	\$1,184.42	\$1,166.35	\$1,007.21	\$599.85

TOTAL EXPENDITURES – TRACKING



YTD=\$1,629.26

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	\$1,613.18	\$1,628.79	\$1,482.87	\$790.08	\$1,688.26	\$1,369.75	\$1,695.60	\$1,717.89	\$1,485.18	\$1,339.57
	Median	\$1,513	\$1,511	\$1,585	\$600	\$1,578	\$1,337	\$1,580	\$1,545	\$1,288	\$1,467
	Minimum	\$0	\$0	\$0	\$200	\$0	\$150	\$0	\$155	\$0	\$0
	Maximum	\$9,055	\$7,279	\$3,263	\$1,760	\$5,260	\$3,938	\$7,279	\$4,114	\$4,378	\$4,114

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. 2016					
	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Combin ed 1-4 Qtr 2016
Drivers:	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks					7
Ease of getting around				5	
Safety walking around at night	4				
Quality of daytime tours	1		1		1
Variety of daytime tours		1			
Quality of nighttime tours					
Variety of nighttime tours					
Quality of shopping			3	4	6
Variety of shopping	3				
Price of things on Guam		2		3	3
Quality of hotel accommodations			4		5
Quality/cleanliness of air, sky					
Quality/cleanliness of parks					
Quality of landscape in Tumon			2		
Quality of landscape in Guam				2	4
Quality of ground handler	2				
Quality/cleanliness of transportation vehicles		3		1	2
% of Per Person On Island Expenditures Accounted For	59.4%	52.1%	43.3%	67.0%	52.2%

NOTE: Only significant drivers are included.

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Taiwan visitor's experience on Guam is driven by five significant factors in the Fourth Quarter 2016 Period. By rank order they are:
 - **Quality/cleanliness of transportation vehicles,**
 - **Quality of landscape in Guam,**
 - **Price of things on Guam,**
 - **Quality of shopping, and**
 - **Ease of getting around.**
- With these factors the overall r^2 is .670 meaning that **67.0% of overall satisfaction is accounted for by these factors.**

Comparison of Drivers of Per Person On-Island Expenditures, 1st,2nd,3rd,4th Qtrs. 2016, and Overall 1-4th Qtrs. 2016

	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Combin ed 1-4 Qtr 2016
Drivers:	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks					
Ease of getting around		2			
Safety walking around at night					
Quality of daytime tours					
Variety of daytime tours		3			
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					
Quality/cleanliness of parks					
Quality of landscape in Tumon		1			
Quality of landscape in Guam					
Quality of ground handler					
Quality/cleanliness of transportation vehicles			1		
% of Per Person On Island Expenditures Accounted For	0.0%	10.8%	2.6%	0.0%	0.0%

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 factor in the Fourth Quarter 2016 Period.