

# Guam Visitors Bureau

## Taiwan Visitor Tracker Exit Profile & Market Segmentation Report

FY2018

QTR.3 (APR-JUN 2018)

Prepared by: Anthology Research

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#instaGuam



# Background and Methodology

- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, Anthology's professional Taiwanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **158** 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 **158** is +/- 7.8 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 +/- 7.8 percentage points.

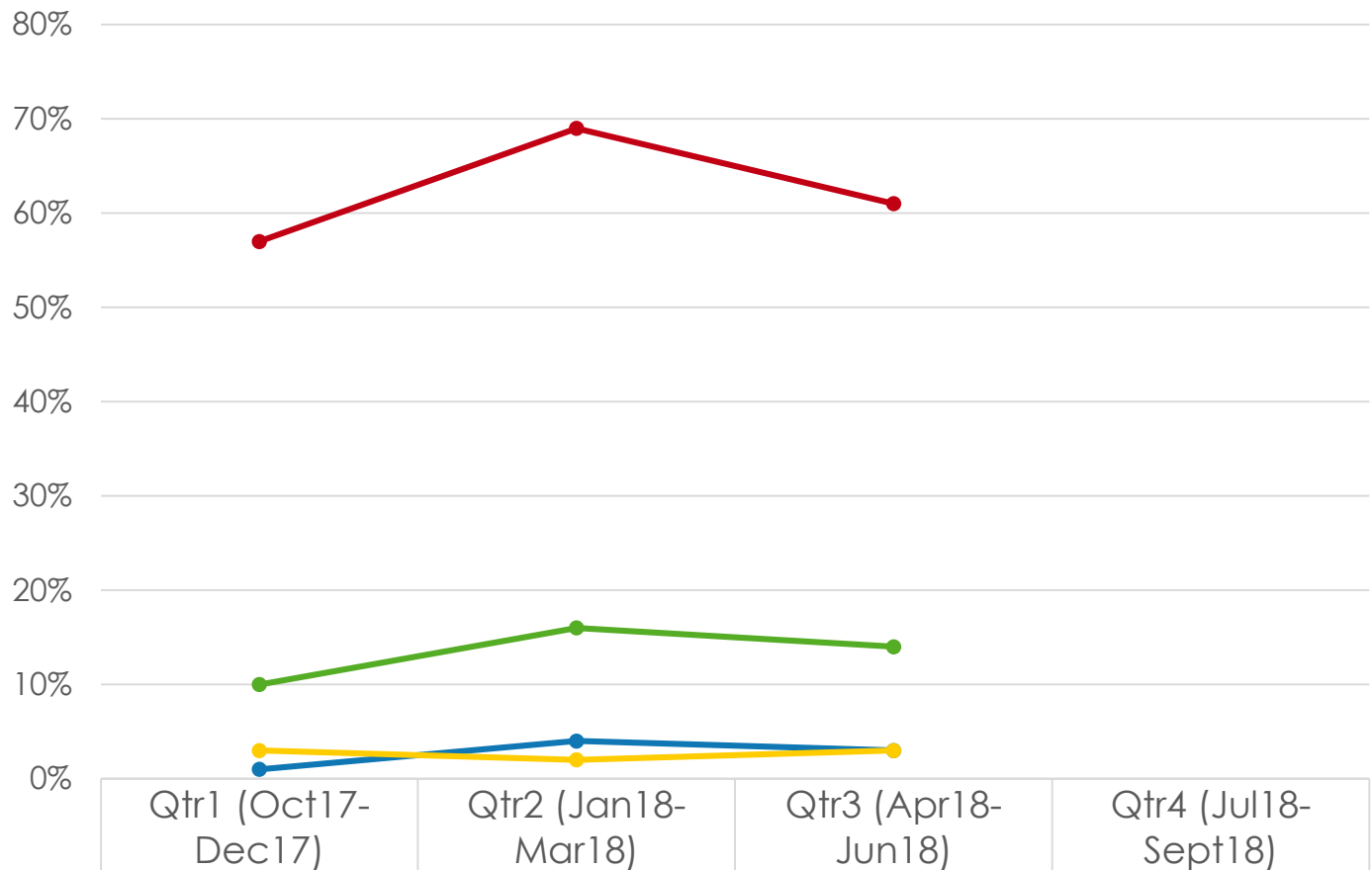
# Objectives

- To monitor the effectiveness of the Taiwan seasonal campaigns in attracting Taiwan visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Taiwan 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:
    - MICE (Q5A Convention/ Conference/ Trade Show/ Company sponsored)
    - Sports/ Adventure Traveler (Q5A Organized sporting activity/ Scuba/ Water sports, Q18 Skydiving, Q19 Scuba, snorkel, windsurf)
    - Wedding (Q5A)
    - Honeymoon (Q5A)
  - To identify the most significant factors affecting overall visitor satisfaction.
  - To identify (for all Taiwanese visitors) the most important determinants of on-island spending

# Key Highlighted Segments

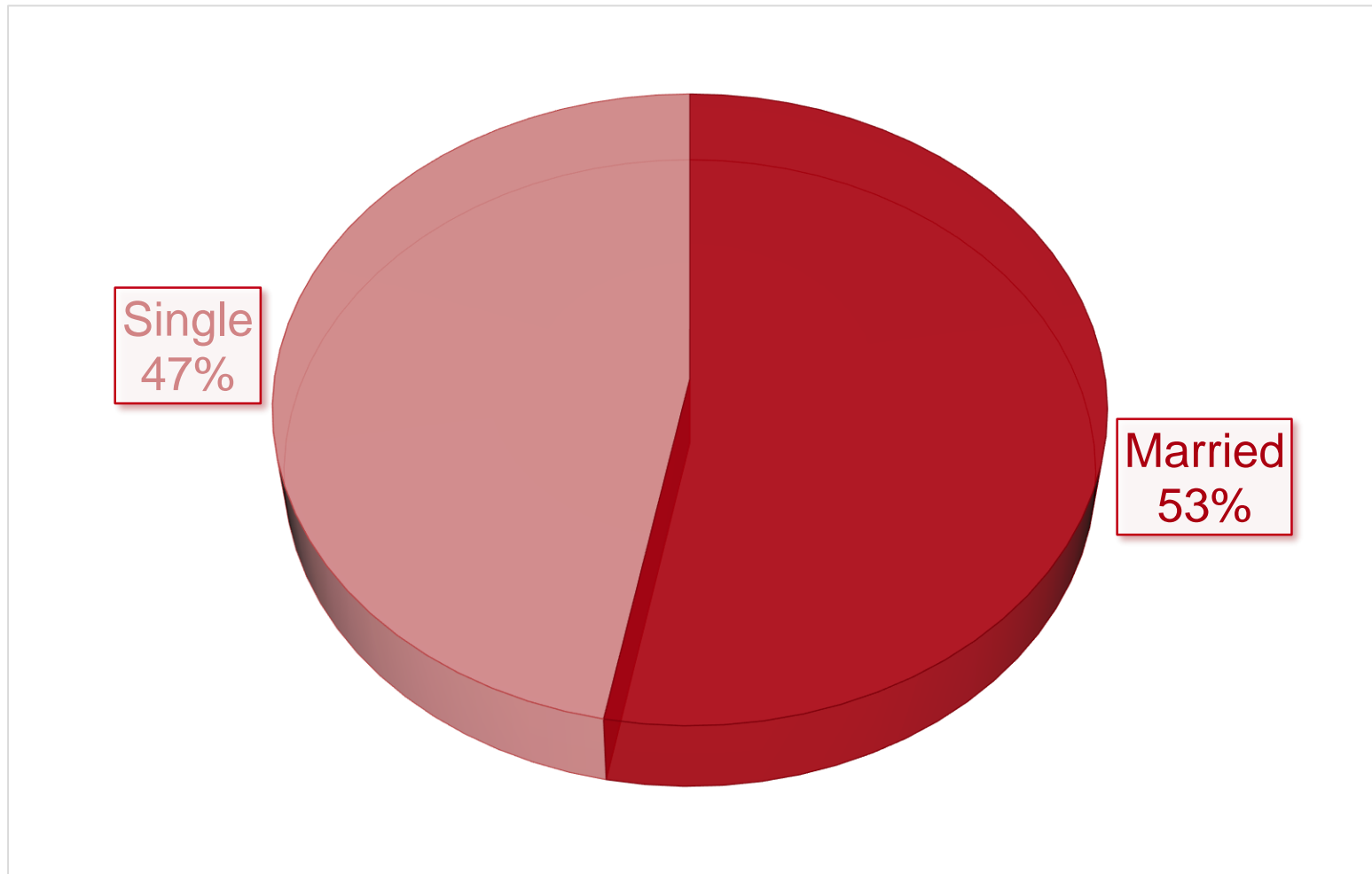


— MICE	1%	4%	3%	
— Sports/ Adventure	57%	69%	61%	
— Honeymoon	10%	16%	14%	
— Wedding	3%	2%	3%	

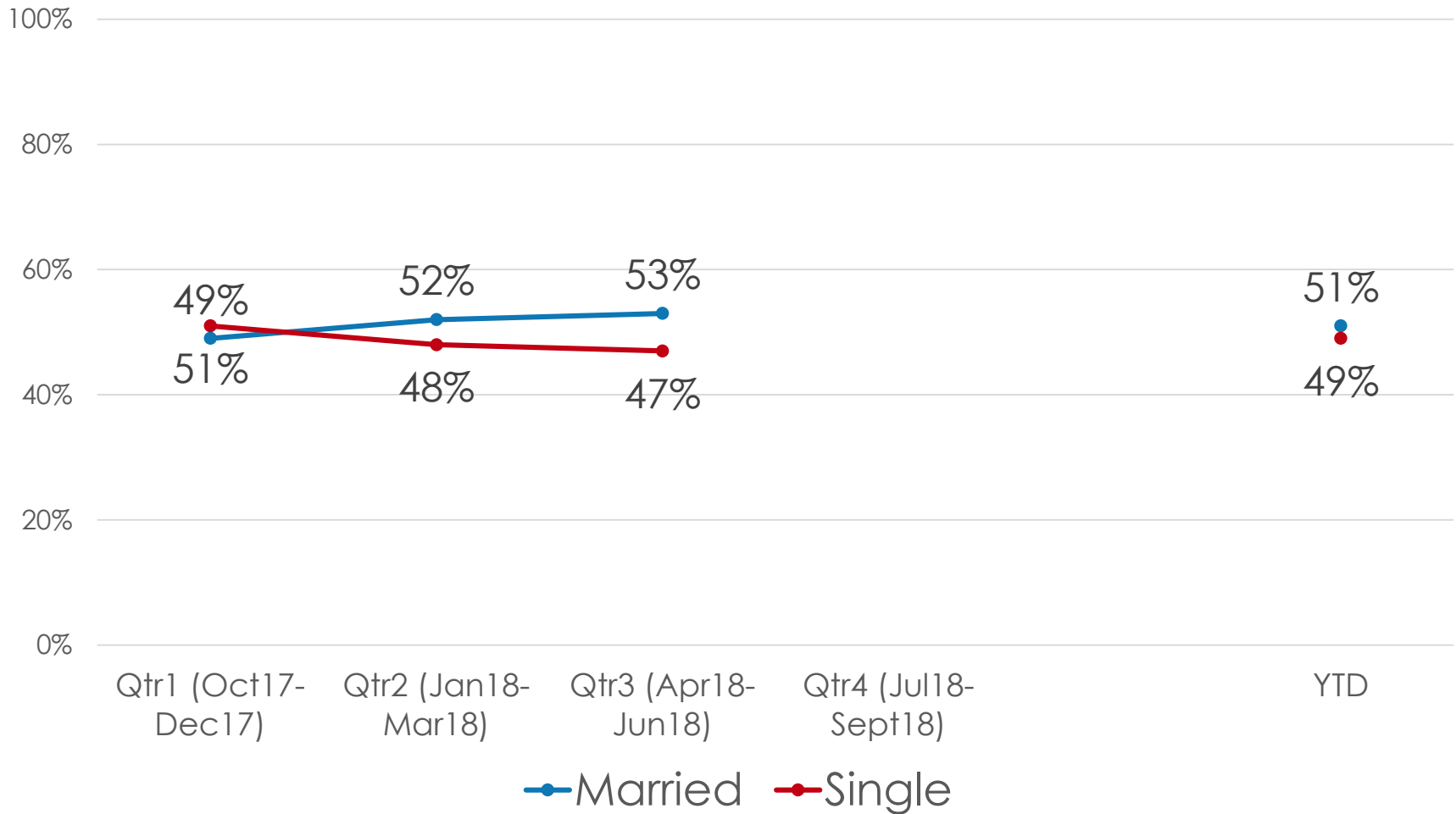
# SECTION 1

## PROFILE OF RESPONDENTS

# Marital Status



# Marital status – FY2018 Tracking





# Marital status – Key Segments

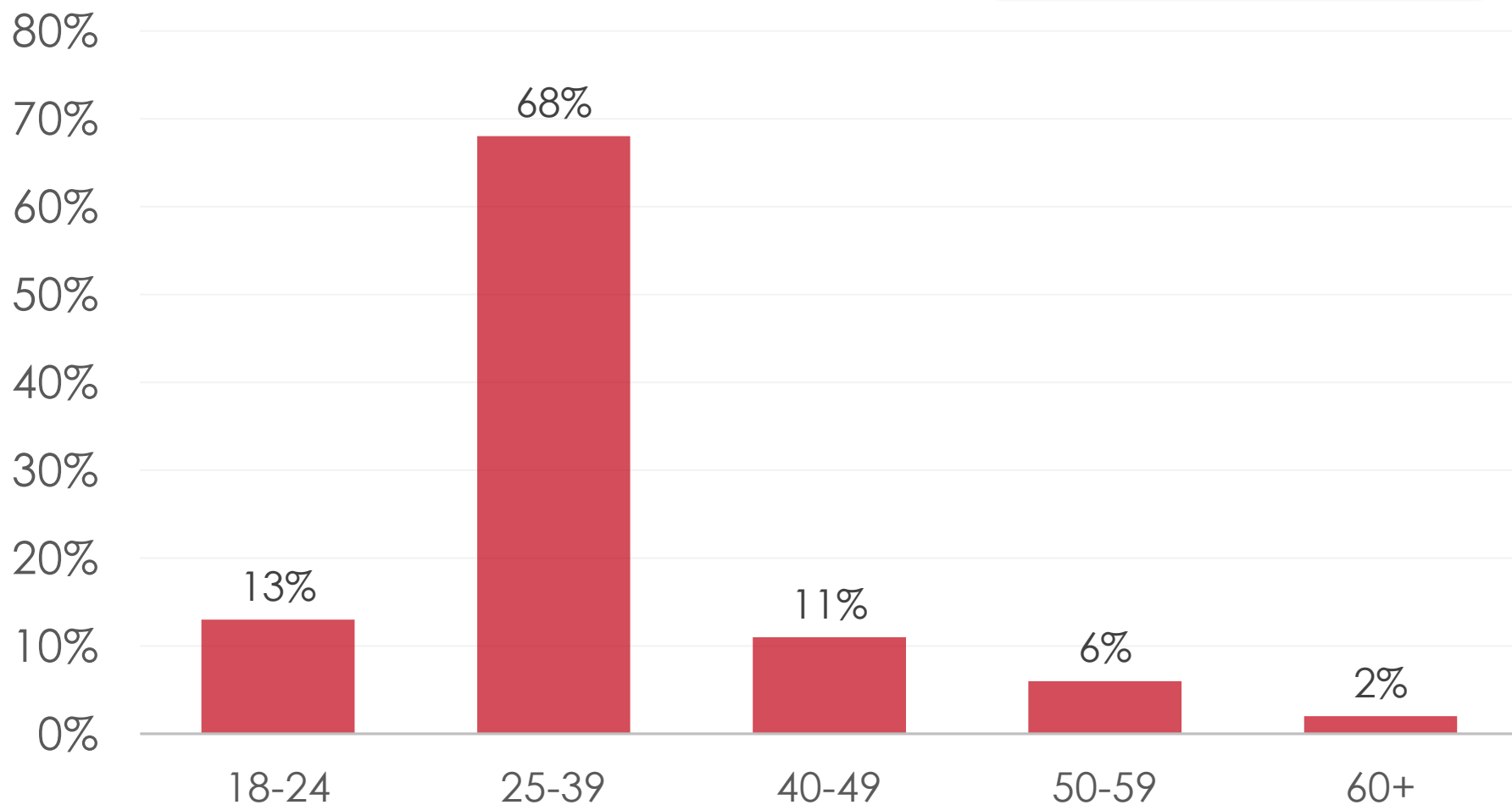
**GVB EXIT SURVEY  
QE MARITAL STATUS**

		TOTAL	MICE	SPORT/ ADV	WEDDING	HONEYMOON
		-	-	-	-	-
QE	Married	53%	40%	51%	75%	100%
	Single	47%	60%	49%	25%	
	Total	158	5	96	4	22

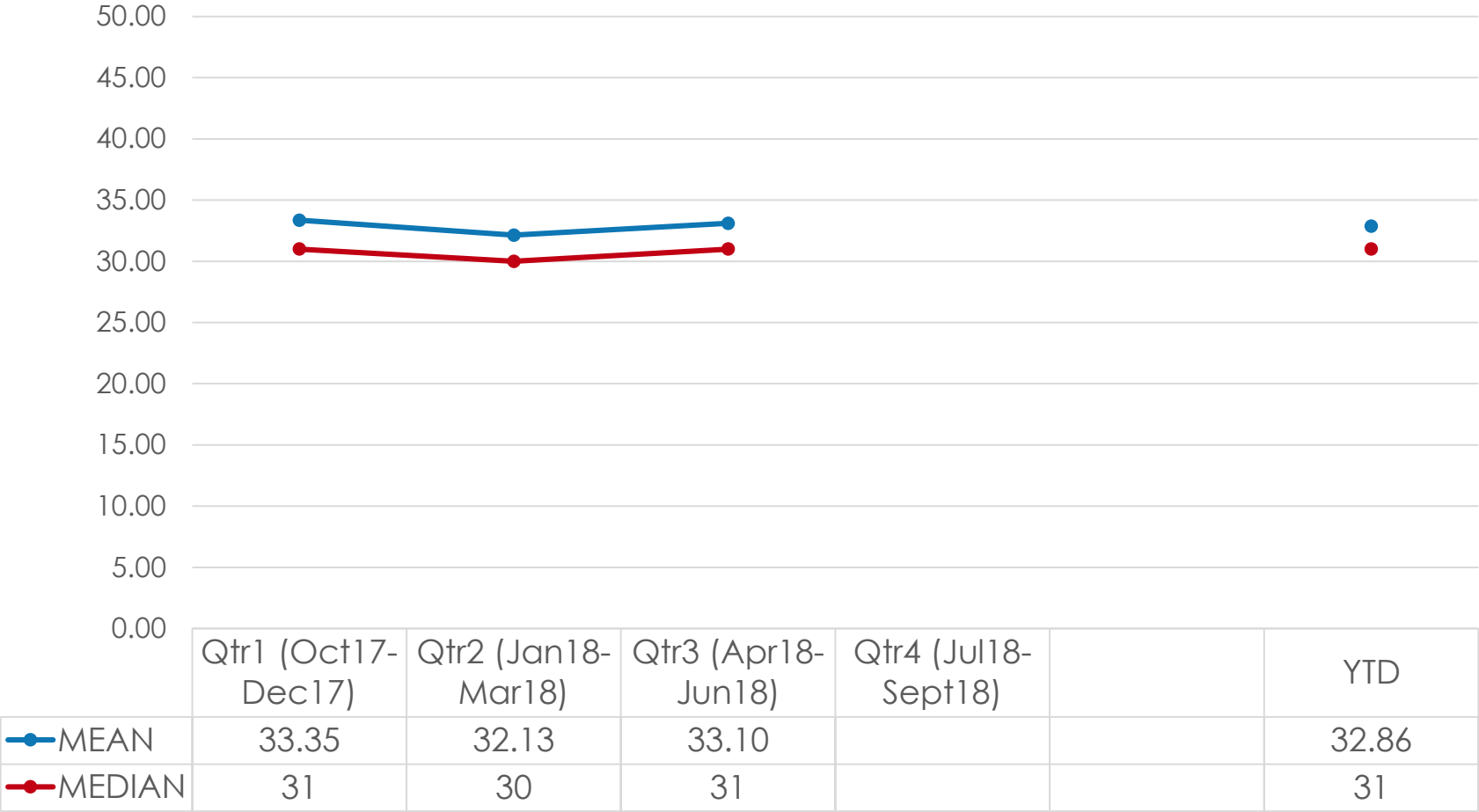
Prepared by Anthology Research

# Age

MEAN = 33.10  
MEDIAN = 31



# Age – FY2018 Tracking



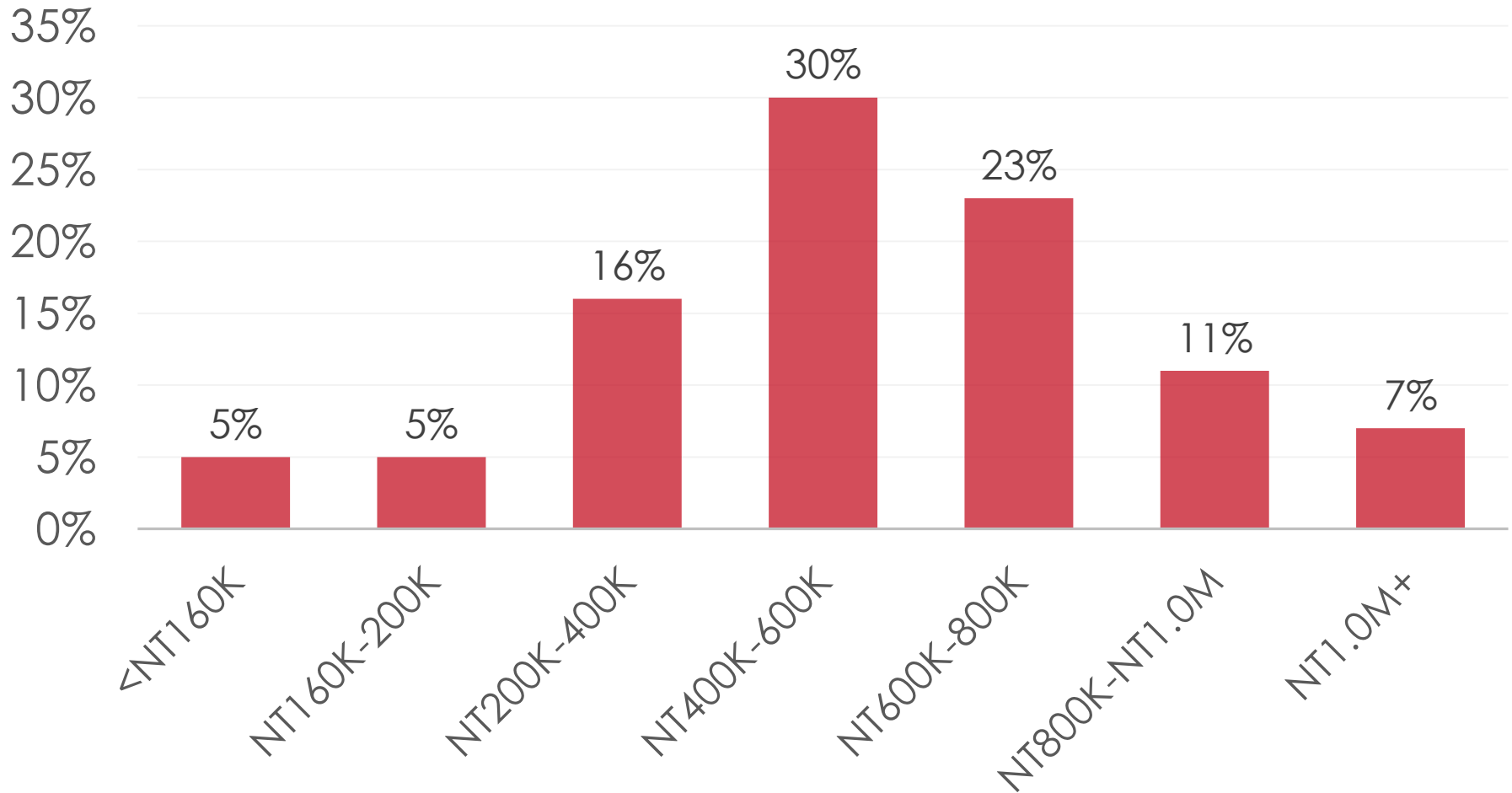
# Age – Key Segments

**GVB EXIT SURVEY  
AGE**

		TOTAL	MICE	SPORT/ ADV	WEDDING	HONEYMOON
		-	-	-	-	-
SD	18-24	13%		16%		5%
	25-39	68%	100%	69%	100%	86%
	40-49	11%		7%		9%
	50-59	6%		7%		
	60+	2%		1%		
	Total	158	5	96	4	22
SD	Mean	33.10	33.80	32.11	31.00	31.05
	Median	31	36	30	30	31

Prepared by Anthology Research

# Annual Household Income



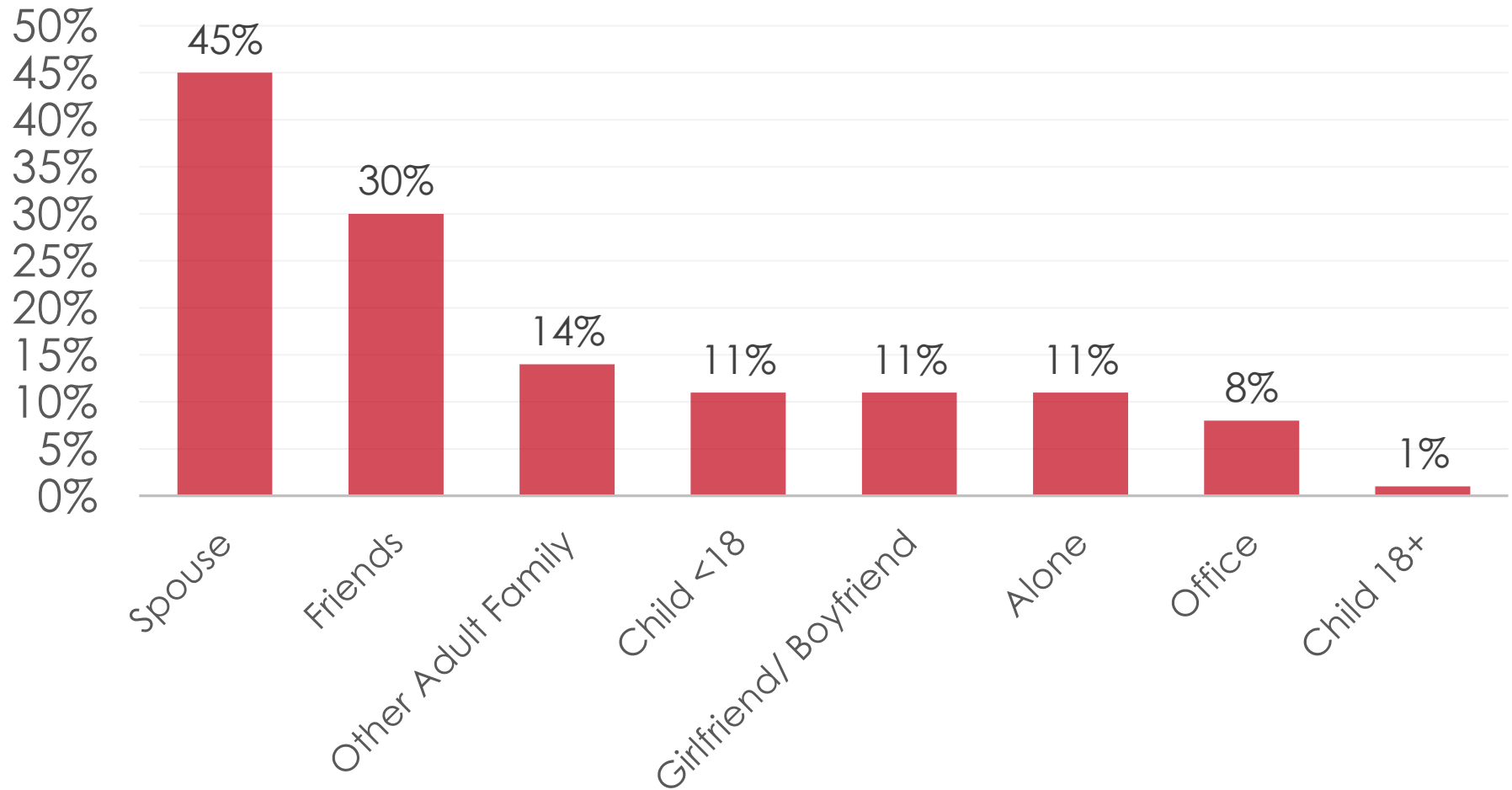
# Annual Household Income – Key Segments

**GVB EXIT SURVEY**  
**Q26 Household income:**

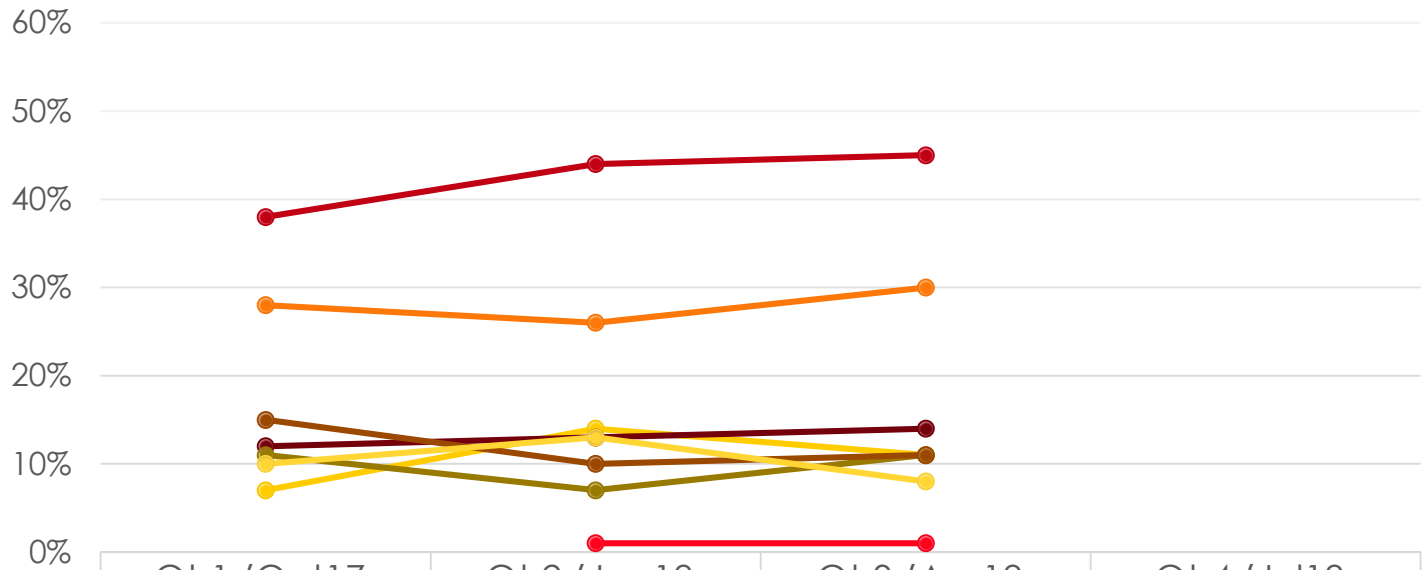
		TOTAL	MICE	SPORT/ADV	WEDDING	HONEYMOON
		-	-	-	-	-
Q26	Less than NT160K	5%		5%		5%
	NT160K-NT200K	5%		1%	33%	
	NT200K-NT400K	16%		12%		38%
	NT400K-NT600K	30%	40%	33%	67%	33%
	NT600K-NT800K	23%	20%	23%		24%
	NT800K-NT1.0M	11%		14%		
	NT1.0M+	7%	40%	8%		
	No Income	4%		4%		
	Total	151	5	92	3	21

Prepared by Anthology Research

# Travel Party



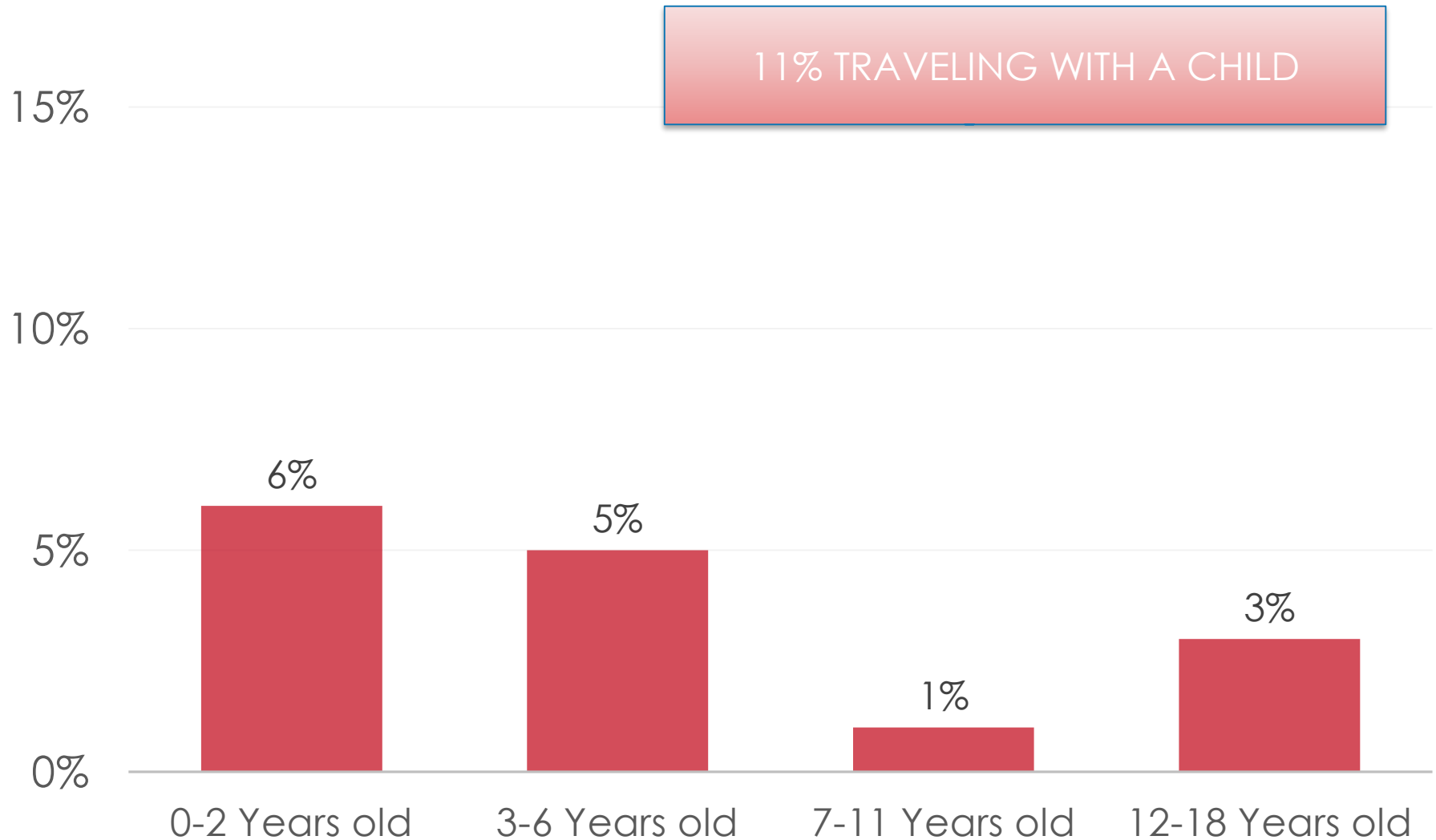
# Travel Party



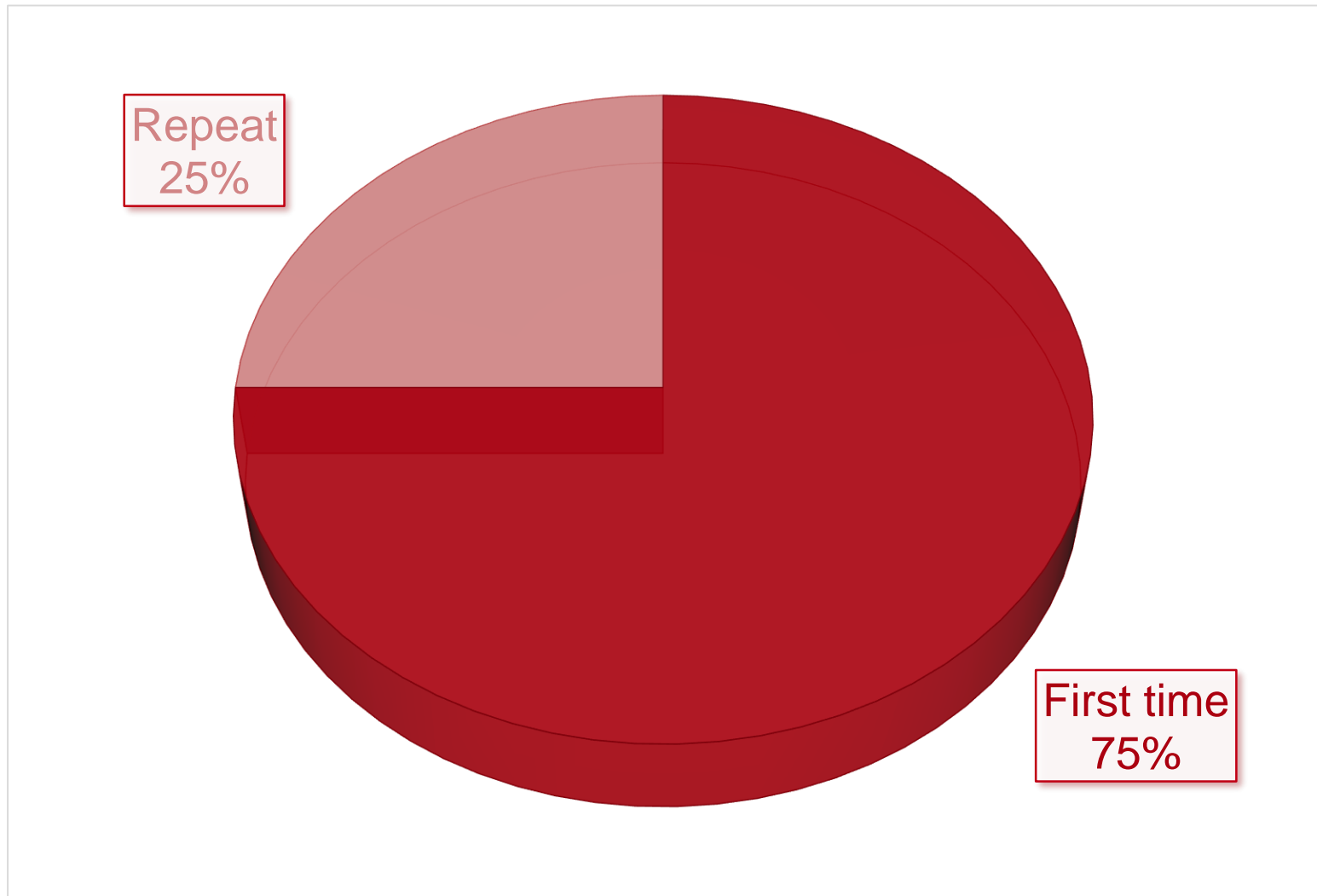
Spouse	38%	44%	45%	
Child <18	7%	14%	11%	
Friend/ Assoc	28%	26%	30%	
Other Adult Family	12%	13%	14%	
Alone	11%	7%	11%	
Girlfriend/ Boyfriend	15%	10%	11%	
Child- Adult		1%	1%	
Office	10%	13%	8%	



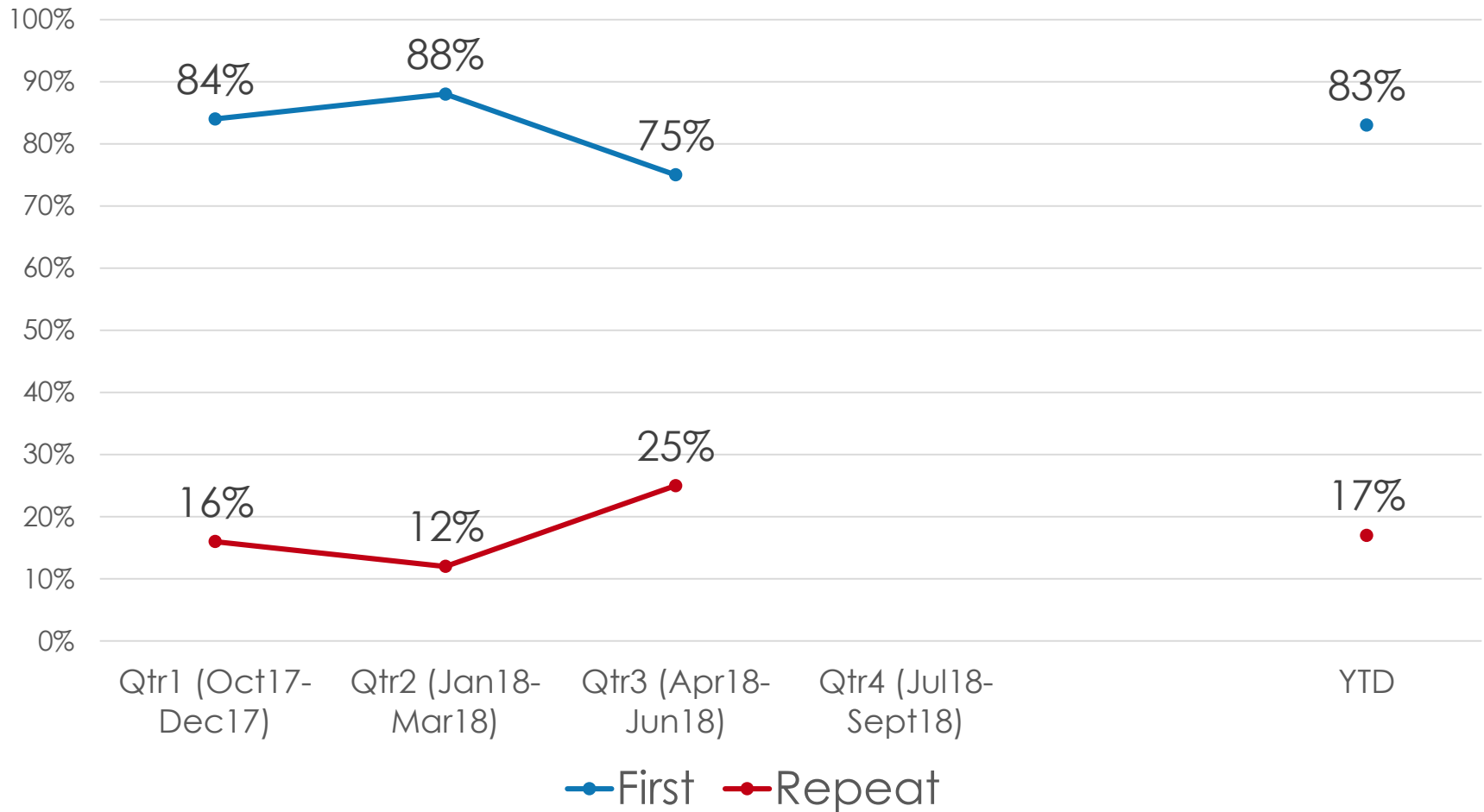
# Travel Party - Children



# Trips to Guam



# Trips to Guam – FY2018 Tracking



# Trips to Guam – Key Segments

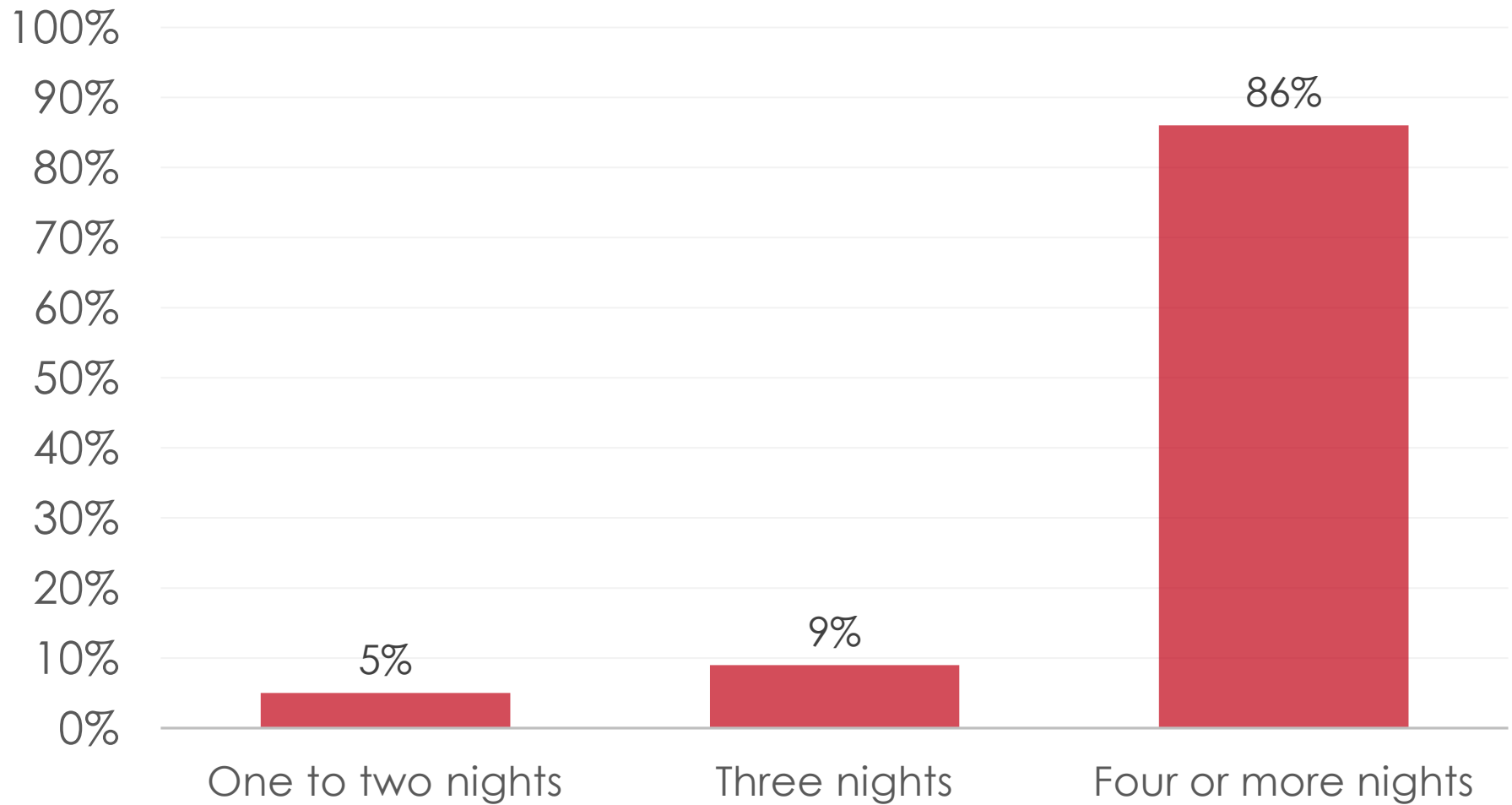
**GVB EXIT SURVEY**  
**Q3 Including this trip, how many times have you visited Guam?**

		TOTAL	MICE	SPORT/ ADV	WEDDING	HONEYMOON
		-	-	-	-	-
Q3	1st Time	75%	80%	82%	100%	100%
	Repeat	25%	20%	18%		
	Total	158	5	96	4	22
Q3A	Mean	1.66	1.20	1.49	1.00	1.00
	Median	1	1	1	1	1

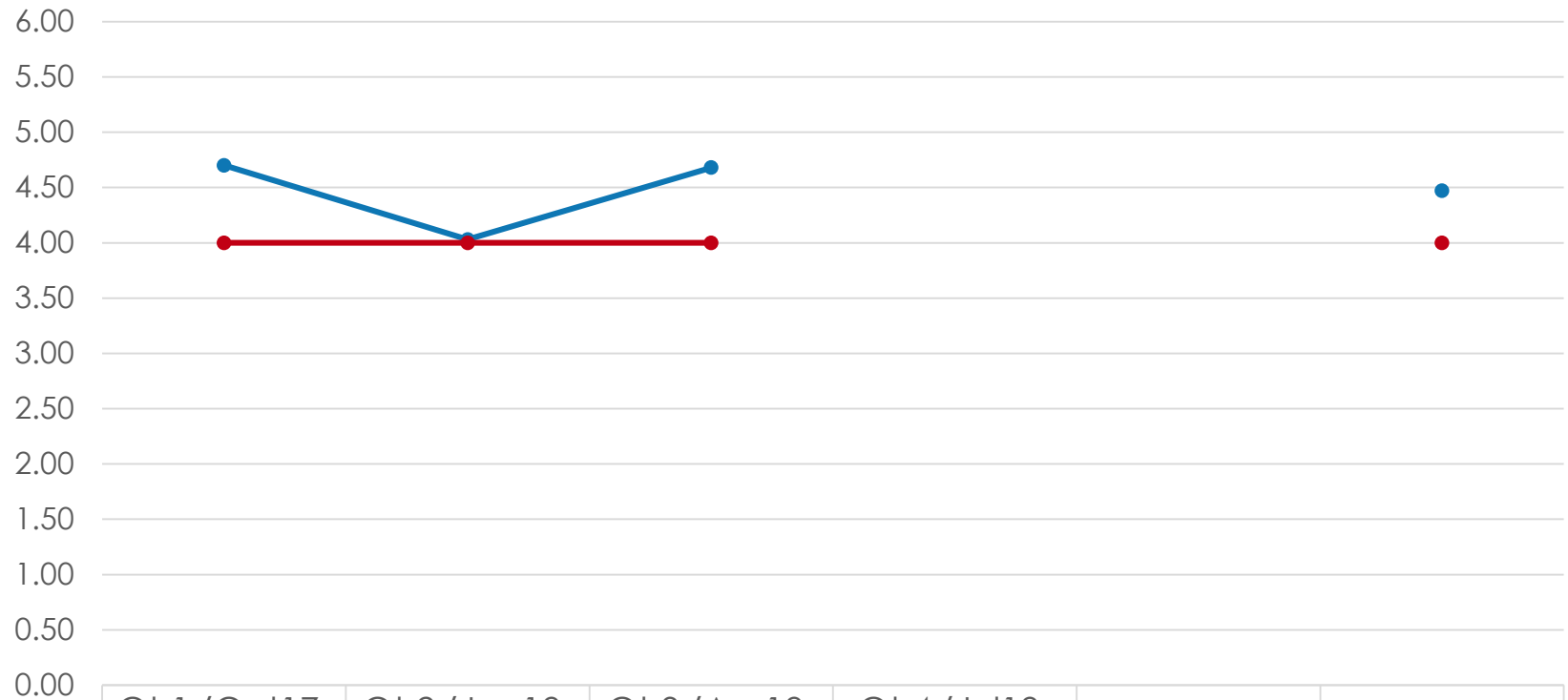
Prepared by Anthology Research

# Length of Stay

MEAN NUMBER OF NIGHTS = 4.68  
MEDIAN NUMBER OF NIGHTS = 4



# Length of Stay – FY2018 Tracking



	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)		YTD
MEAN	4.70	4.03	4.68			4.47
MEDIAN	4	4	4			4

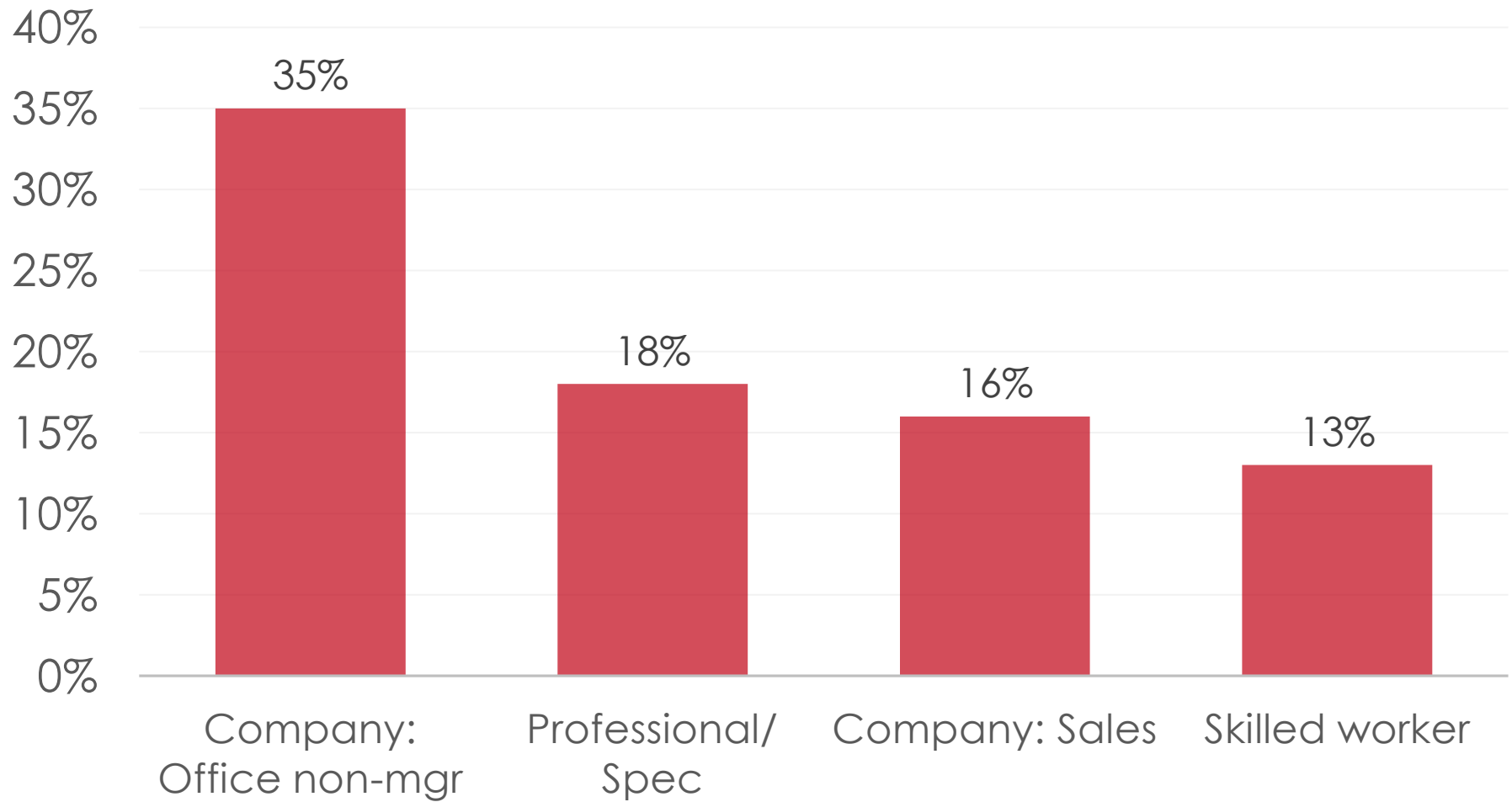
# Length of Stay – Key Segments

**GVB EXIT SURVEY**  
**SA How many nights did you stay on Guam?**

		TOTAL	MICE	SPORT/ADV	WEDDING	HONEYMOON
		-	-	-	-	-
SA	1-2	5%				
	3	9%		6%	25%	5%
	4+	86%	100%	94%	75%	95%
	Total	158	5	96	4	22
SA	Mean	4.68	4.20	4.86	4.25	4.82
	Median	4	4	4	5	5

Prepared by Anthology Research

# Occupation – Top Responses (10%+)

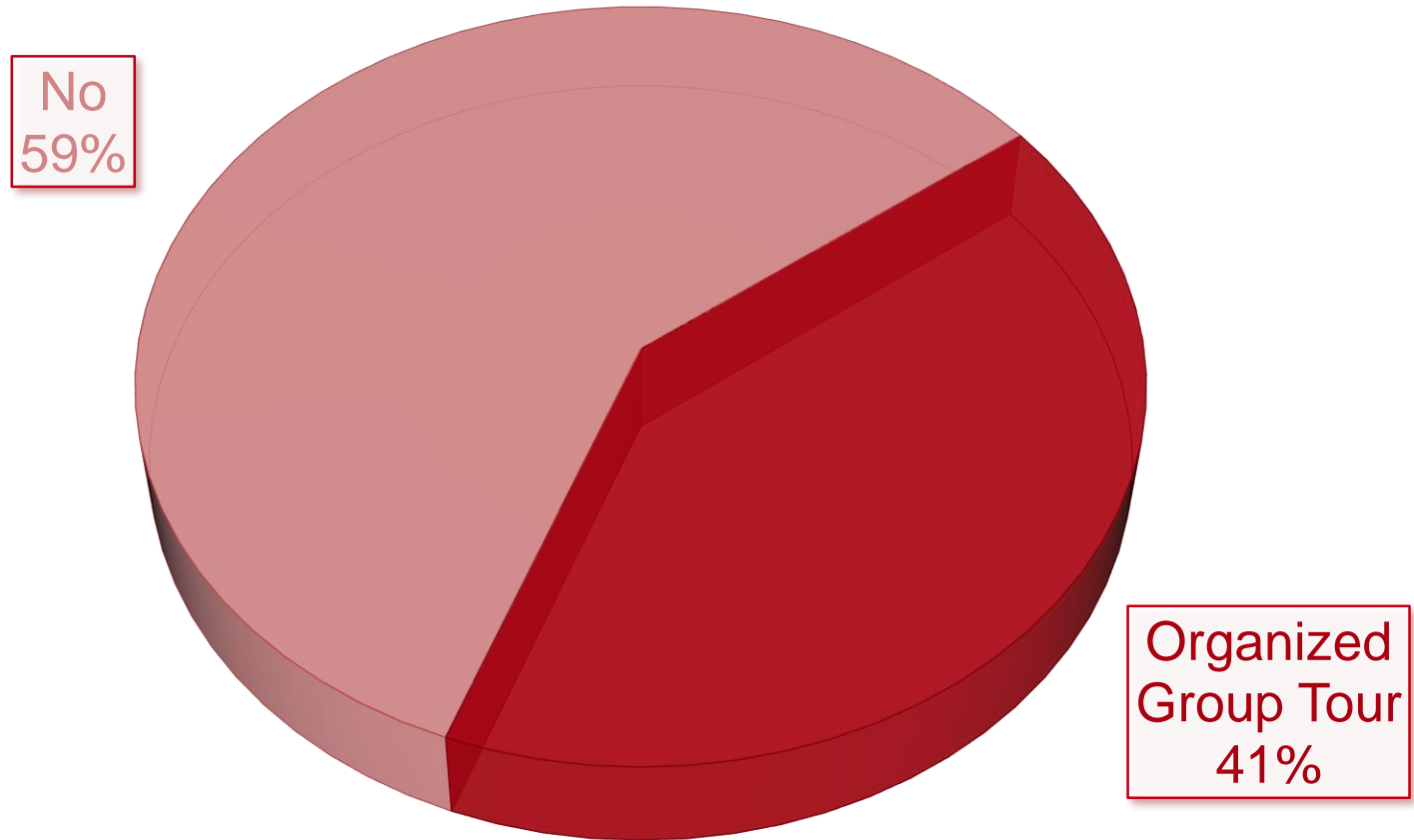




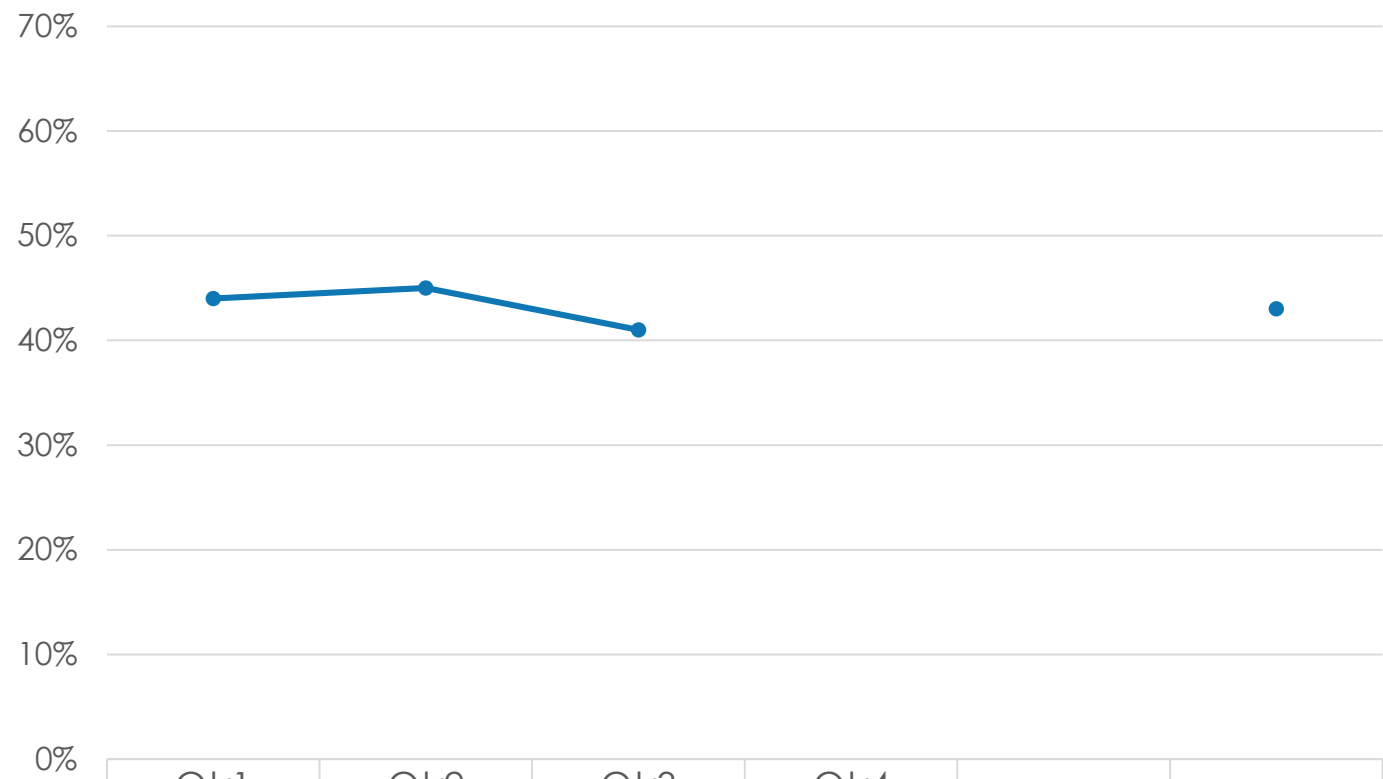
# SECTION 2

# TRAVEL PLANNING

# Organized Group Tour

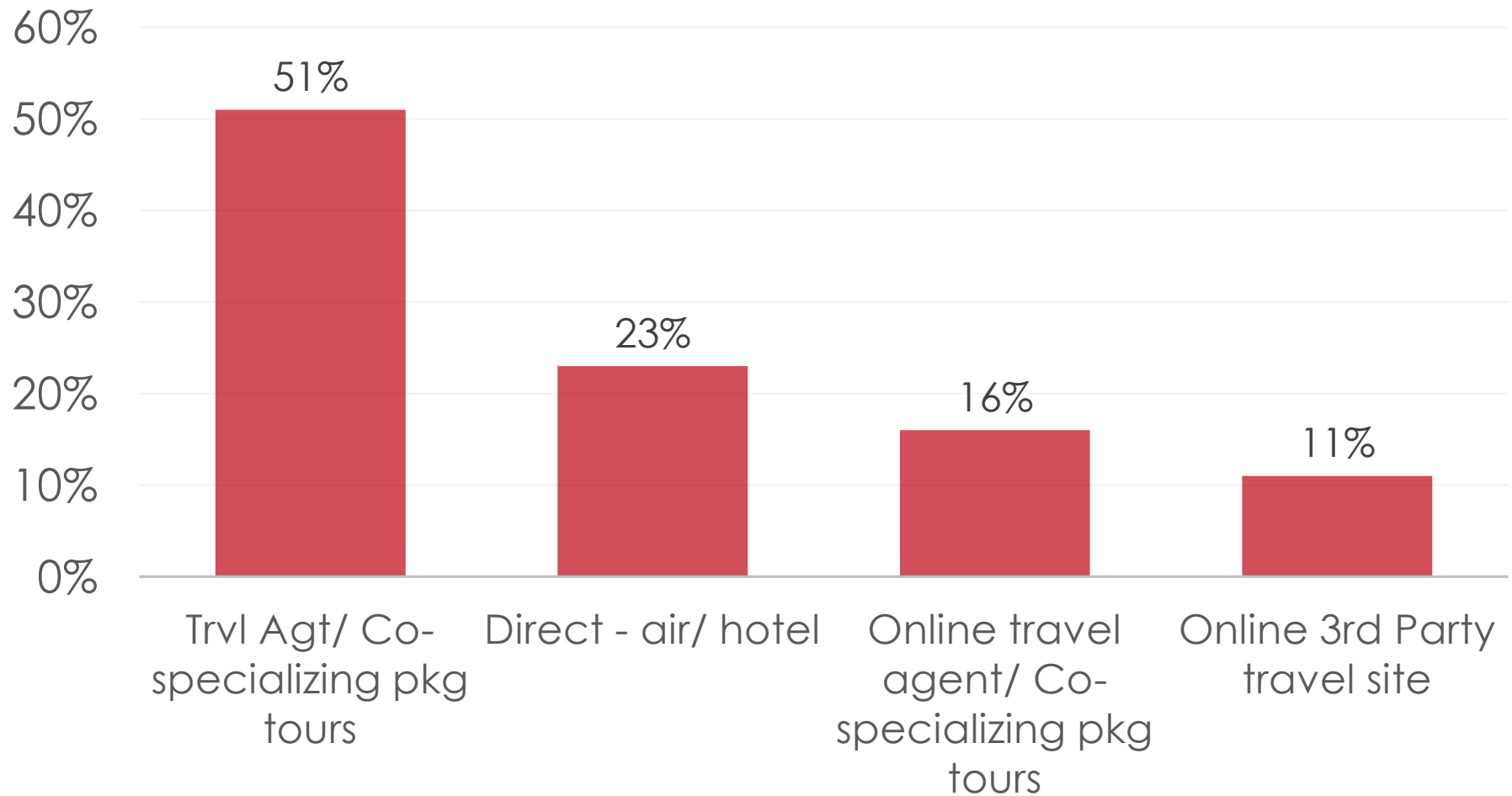


# Organized Group Tour

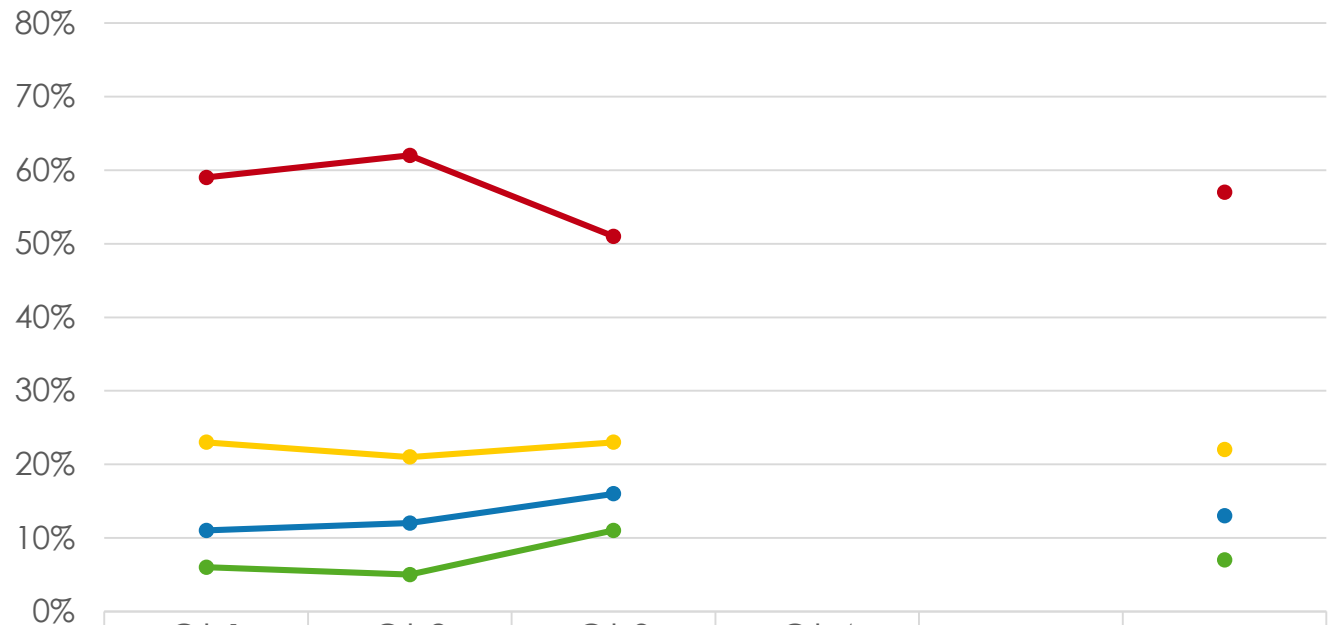


Organized Group Tour	44%	45%	41%			43%
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# Travel Arrangements - Sources

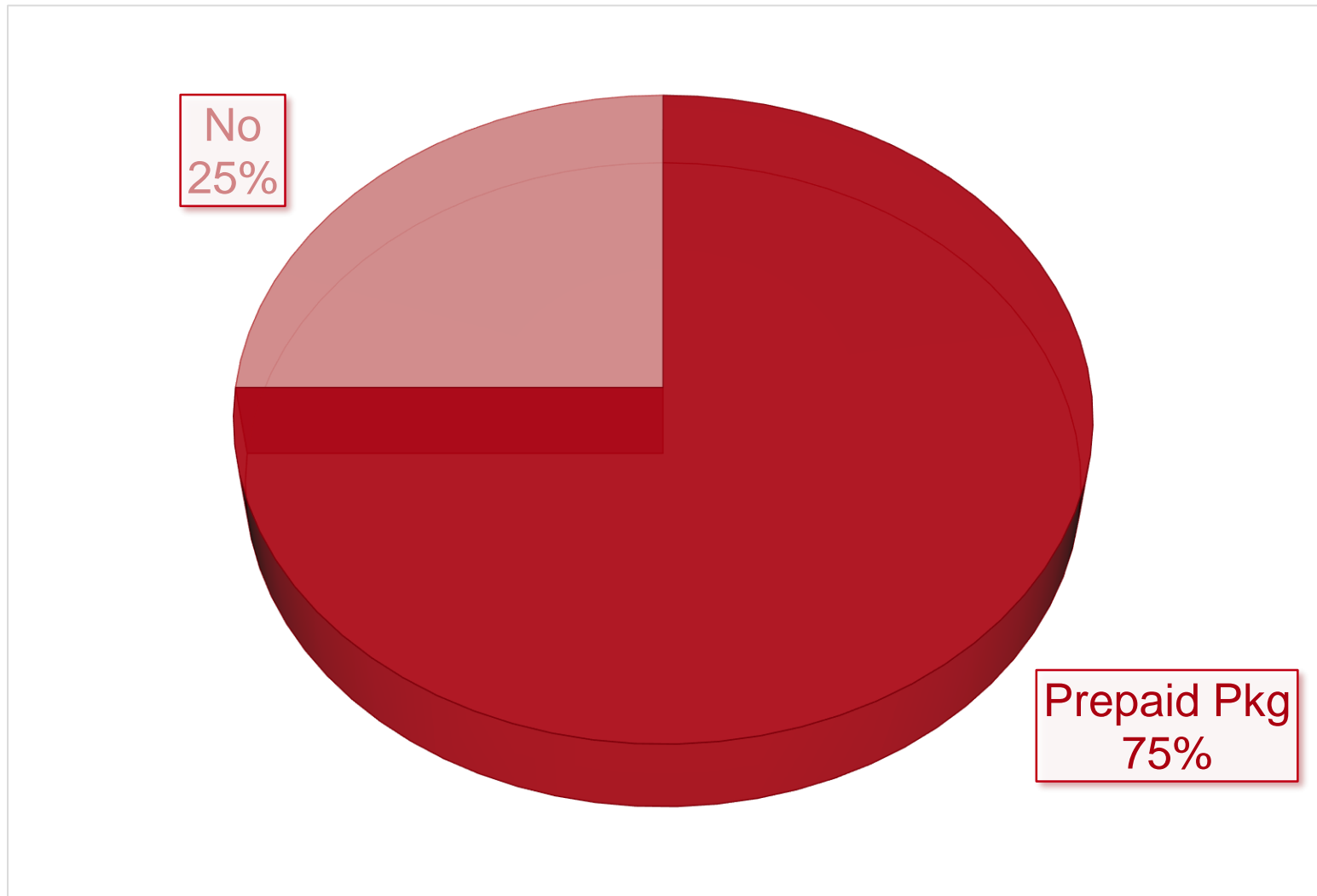


# Travel Arrangements - Sources

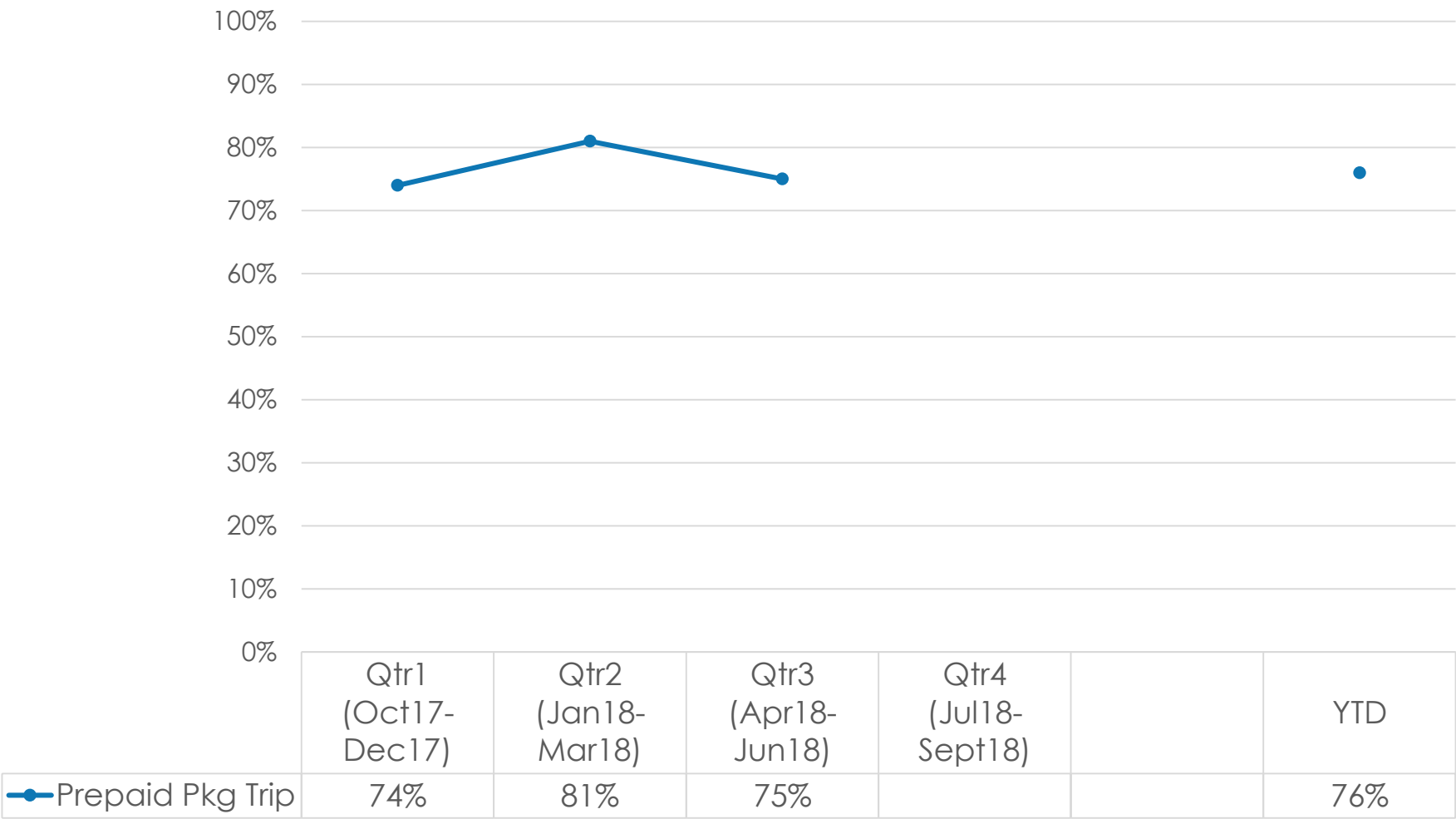


	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)		YTD
Online travel agent	11%	12%	16%			13%
Trvl Agt/ Co- Pkg Tour	59%	62%	51%			57%
Online 3rd Party	6%	5%	11%			7%
Direct Air/ Hotel	23%	21%	23%			22%

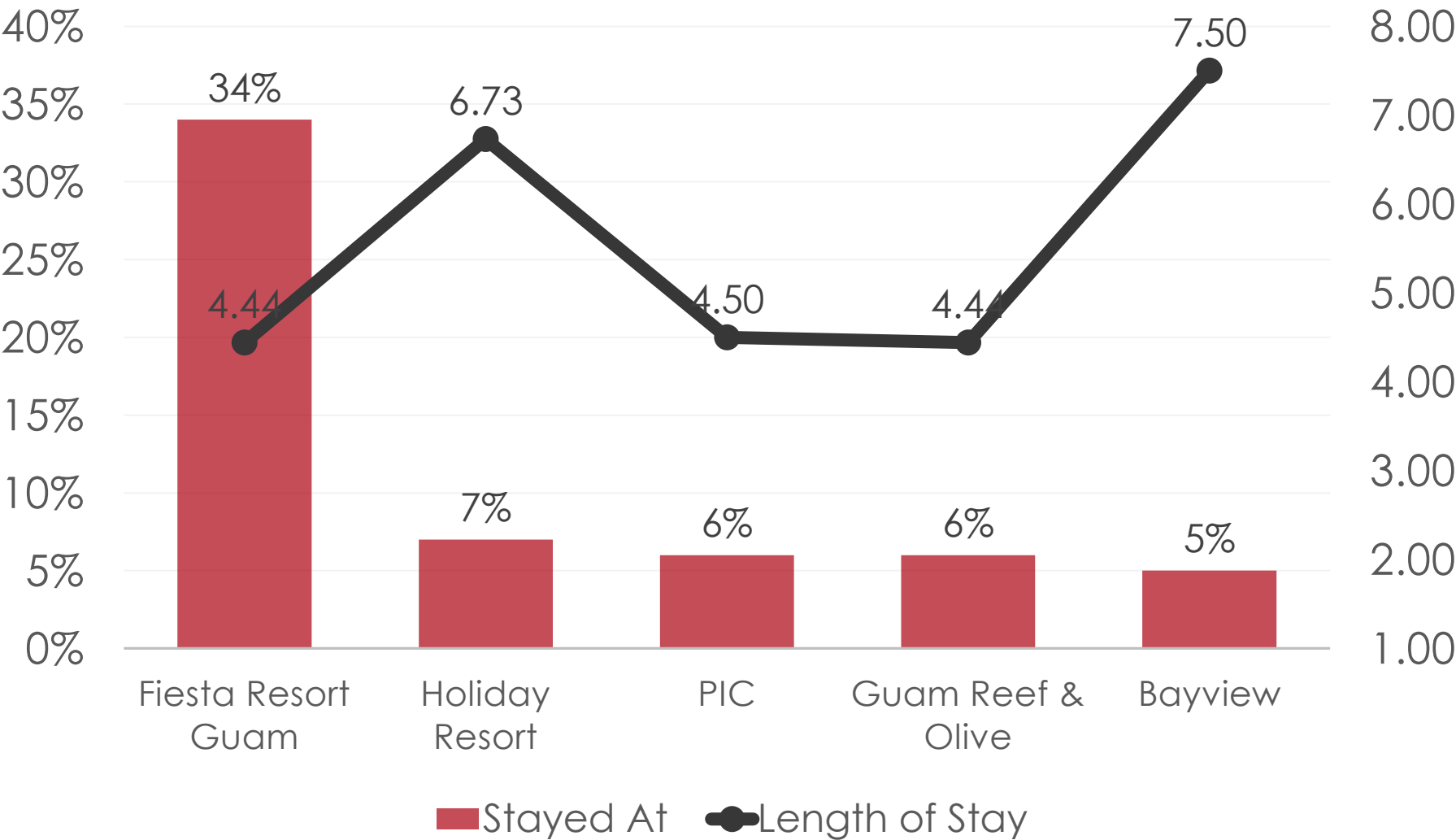
# Prepaid Package Trip



# Prepaid Package Trip

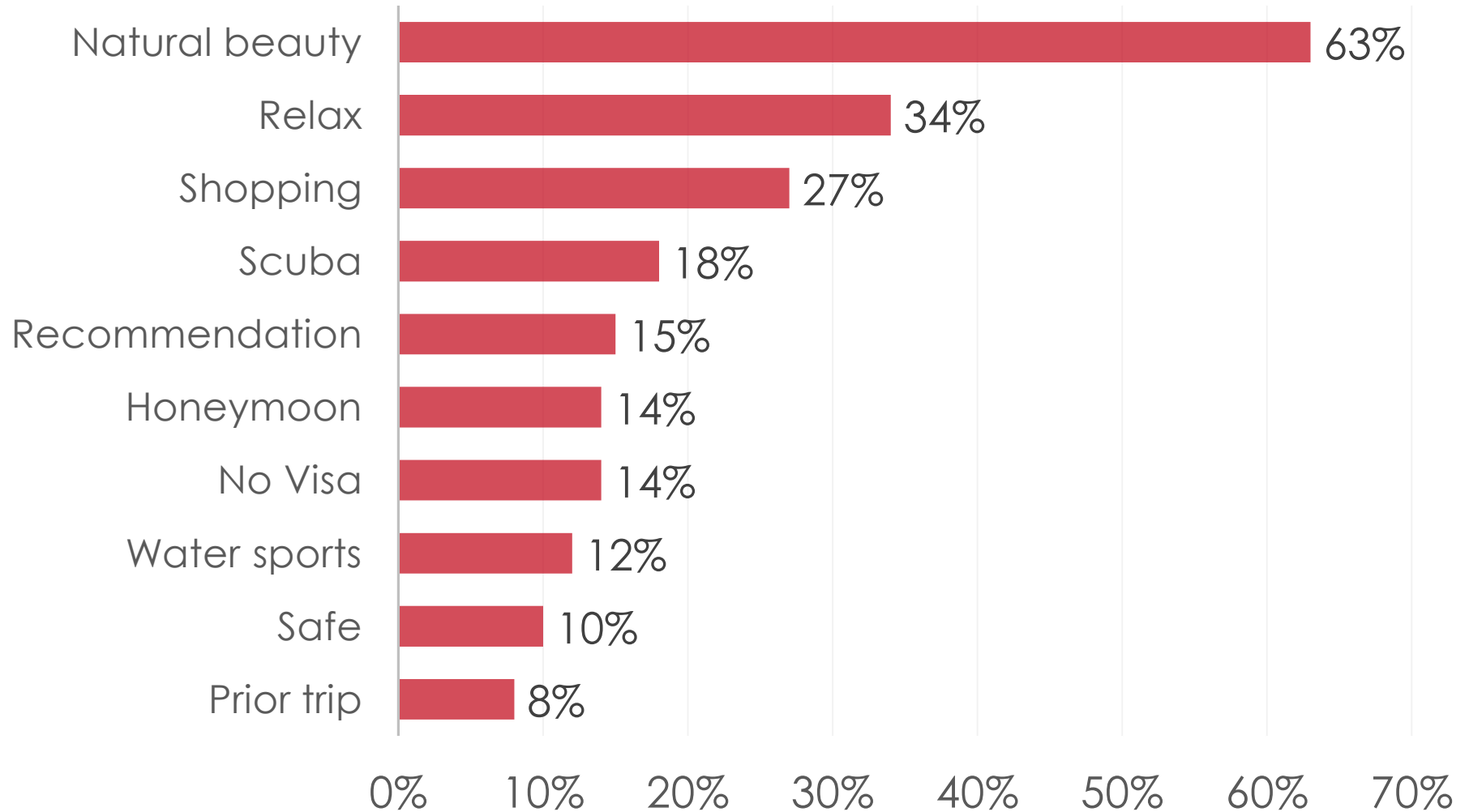


# Accommodations (Top Responses/ 5%+)





# Travel Motivation (Top Responses)



# Travel Motivation – Key Segments

**GVB EXIT SURVEY**  
**Q5A Please select the top three reasons that motivated you to travel to Guam?**

		TOTAL	MICE	SPORT/ ADV	WEDDING	HONEYMOON
		-	-	-	-	-
Q5A	Beautiful seas, beaches, tropical climate	63%	60%	61%	50%	73%
	Just to relax	34%	20%	38%		18%
	Shopping	27%	20%	27%		41%
	Scuba diving	18%		29%		32%
	Recommendation of friend/ relative/ travel agency	15%	20%	11%	75%	
	Honeymoon	14%		16%		100%
	No Visa required	14%		14%		9%
	Water sports (snorkeling, windsurfing, parasailing)	12%		20%		
	It is a safe place to spend a vacation	10%		10%		5%
	A previous visit	8%		5%		
	Pleasure/ vacation	6%	20%	8%		
	Short travel time (not too far from home)	4%		4%		5%
	Company/ business trip	4%		2%		
	Price of the tour package	3%		1%		
	Incentive trip	3%	100%	5%		
	Adventure	3%		5%		5%
	Career certification/ testing	3%				
	To Get Married/ attend Wedding	3%			100%	
	To visit friends or relatives	2%		2%		
	Organized sporting activity/ event	2%	20%	3%		
	To golf	1%		1%		
	Total	157	5	96	4	22

# SECTION 3

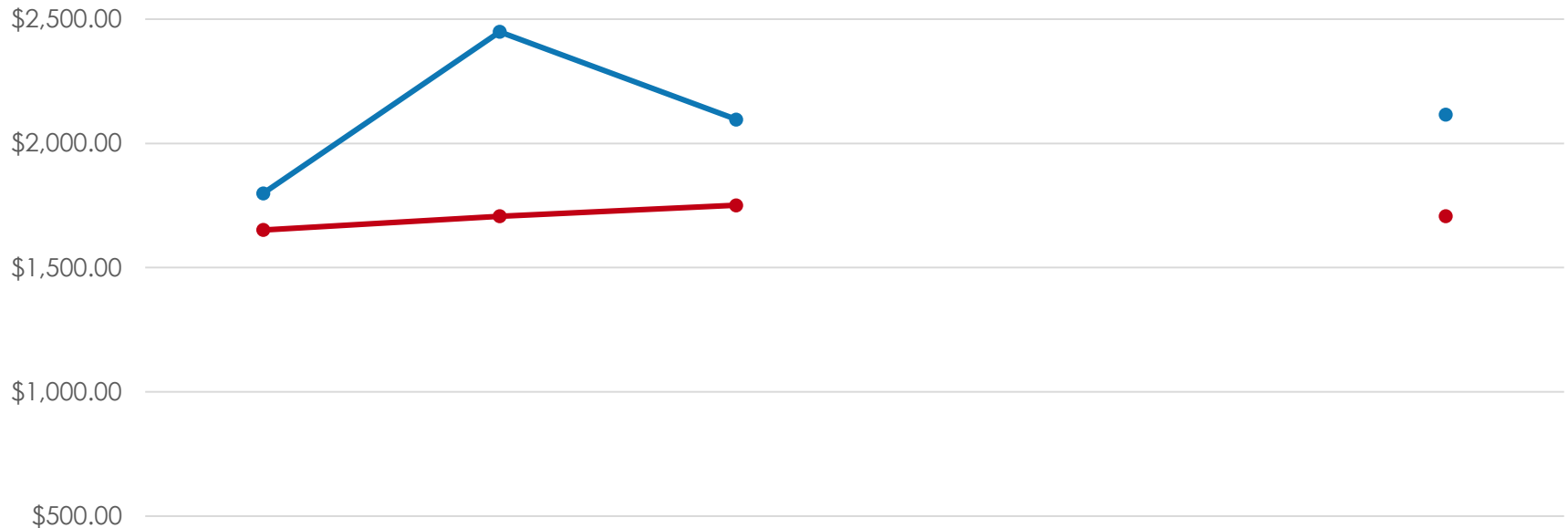
# EXPENDITURES

# Prepaid Expenditures

EXCHANGE RATE TWD 29.67=\$1

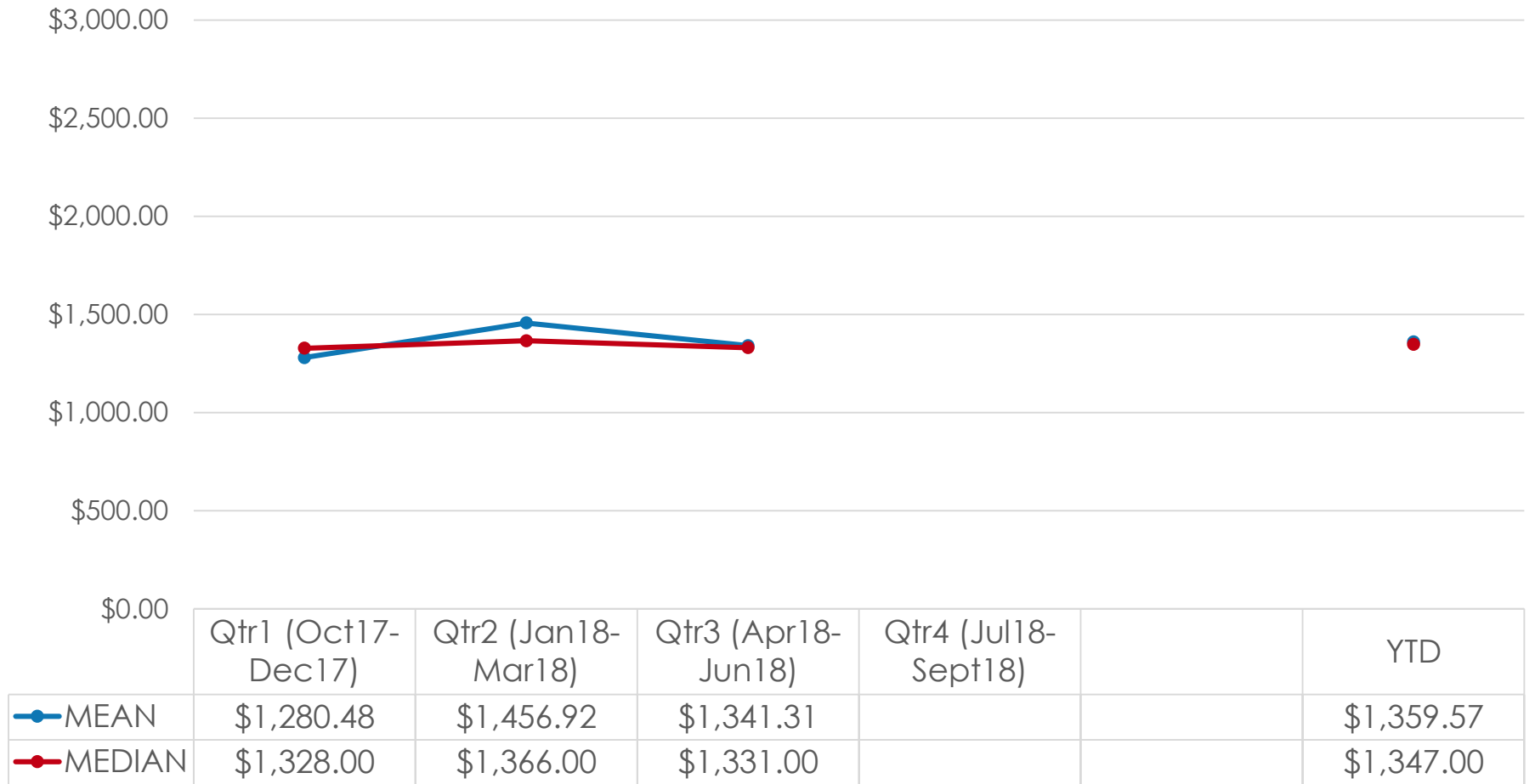
- \$2,096.55 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$1,341.31 = overall mean average per person prepaid expenditures

# Prepaid Entire Travel Party – FY2018 Tracking



	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)		YTD
MEAN	\$1,798.89	\$2,449.25	\$2,096.55			\$2,115.60
MEDIAN	\$1,652.00	\$1,707.00	\$1,751.00			\$1,707.00

# Prepaid Per Person– FY2018 Tracking



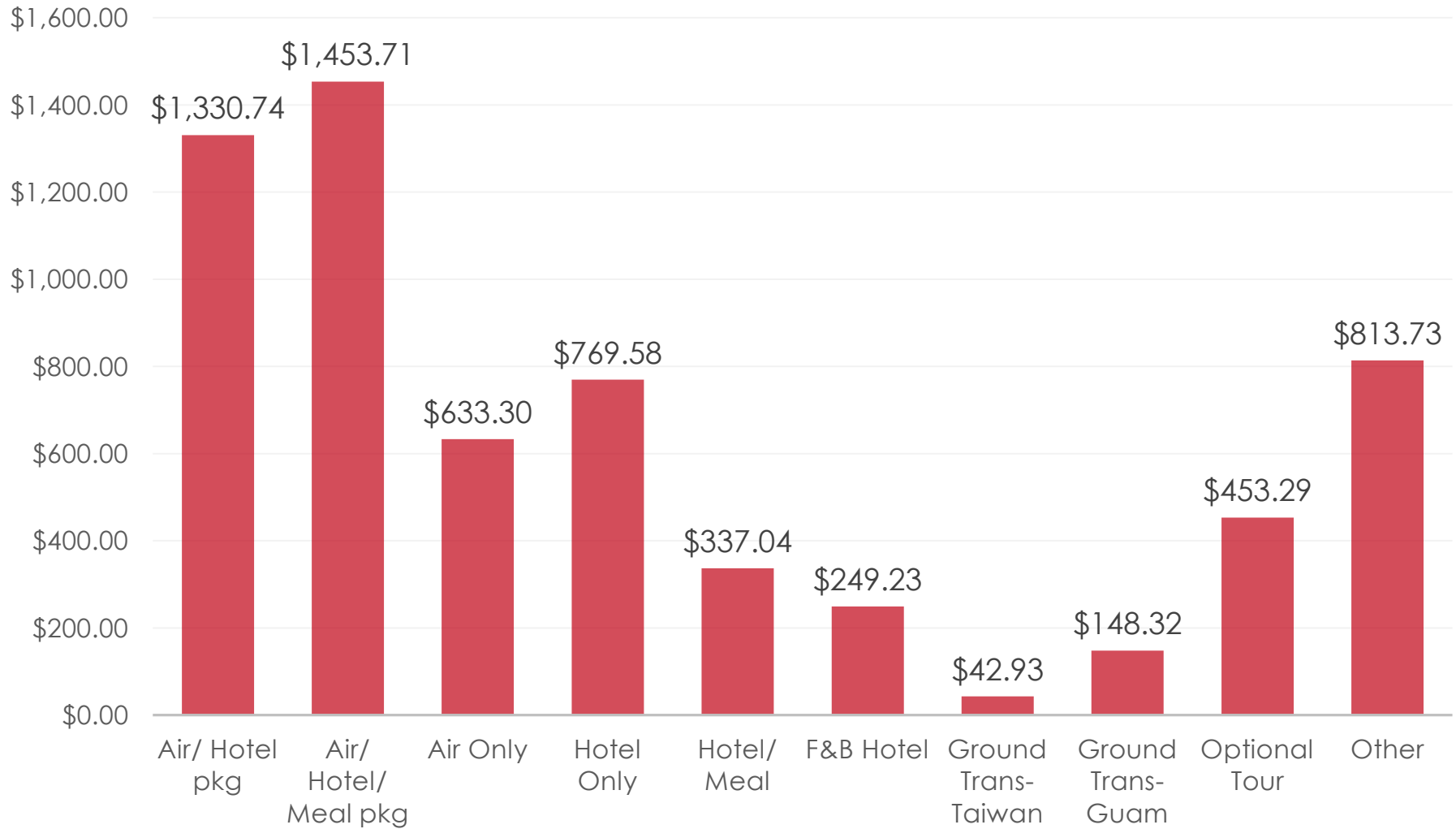
# Prepaid Per Person– Key Segments

**GVB EXIT SURVEY  
Q10A PREPAID - PER PERSON:**

		TOTAL	MICE	SPORT/ADV	WEDDING	HONEYMOON
		-	-	-	-	-
PREPAID PP	Mean	\$1,341.31	\$1,444.56	\$1,412.06	\$940.91	\$1,579.50
	Median	\$1,331	\$1,348	\$1,348	\$997	\$1,685

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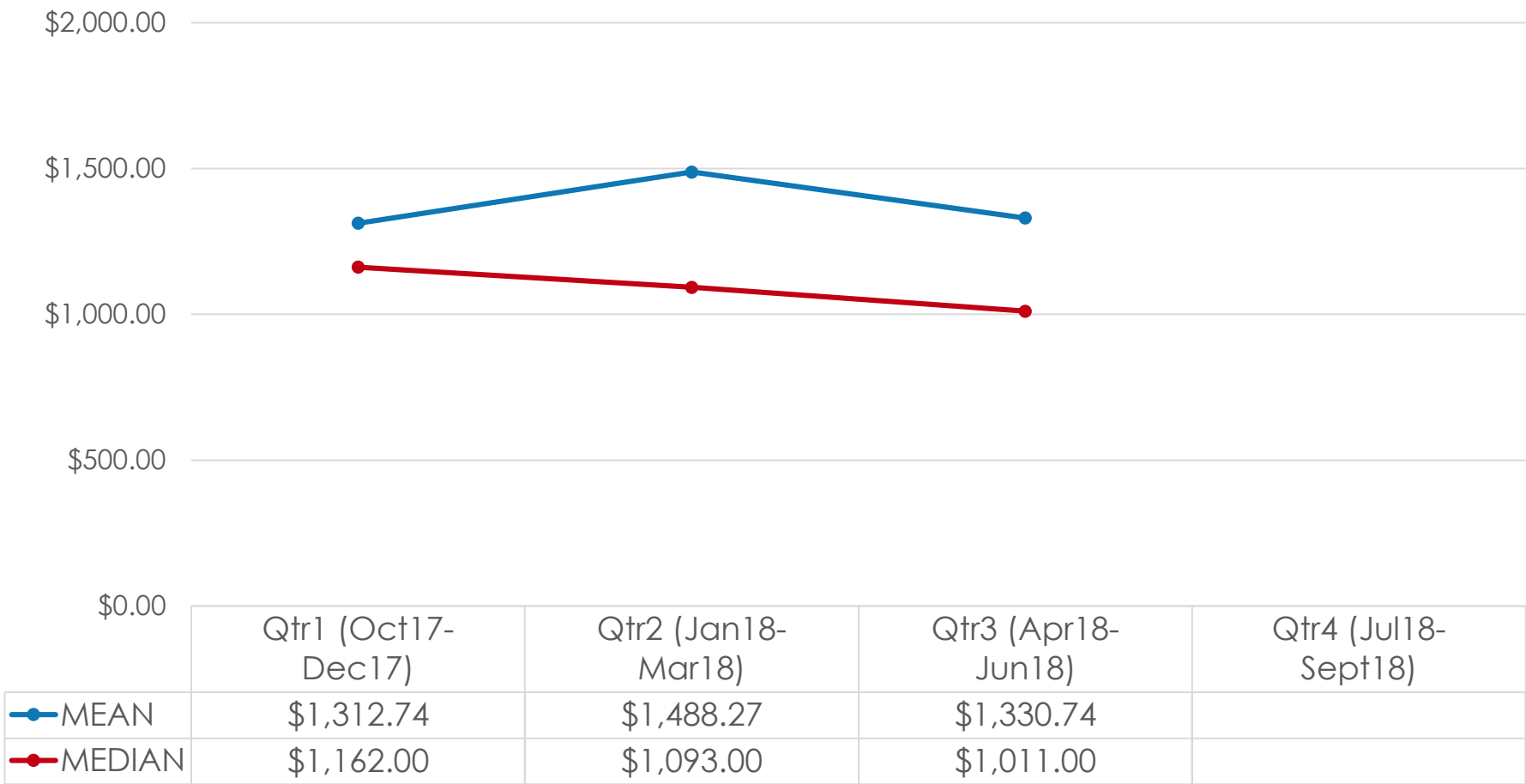
# Prepaid Expenses by Category – MEAN Entire Travel Party





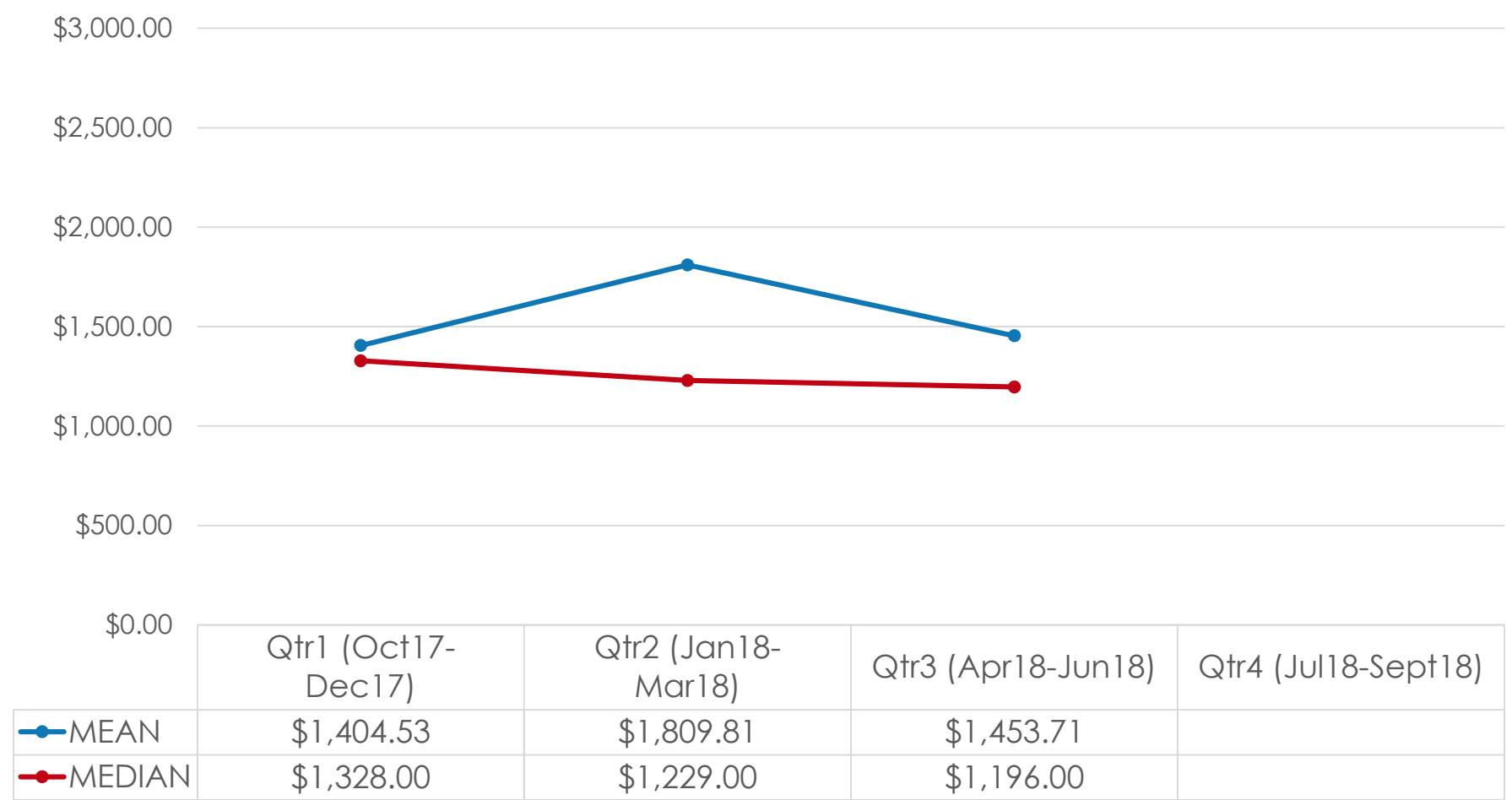
# Prepaid– FY2018 Tracking

## Airfare & Accommodation Packages



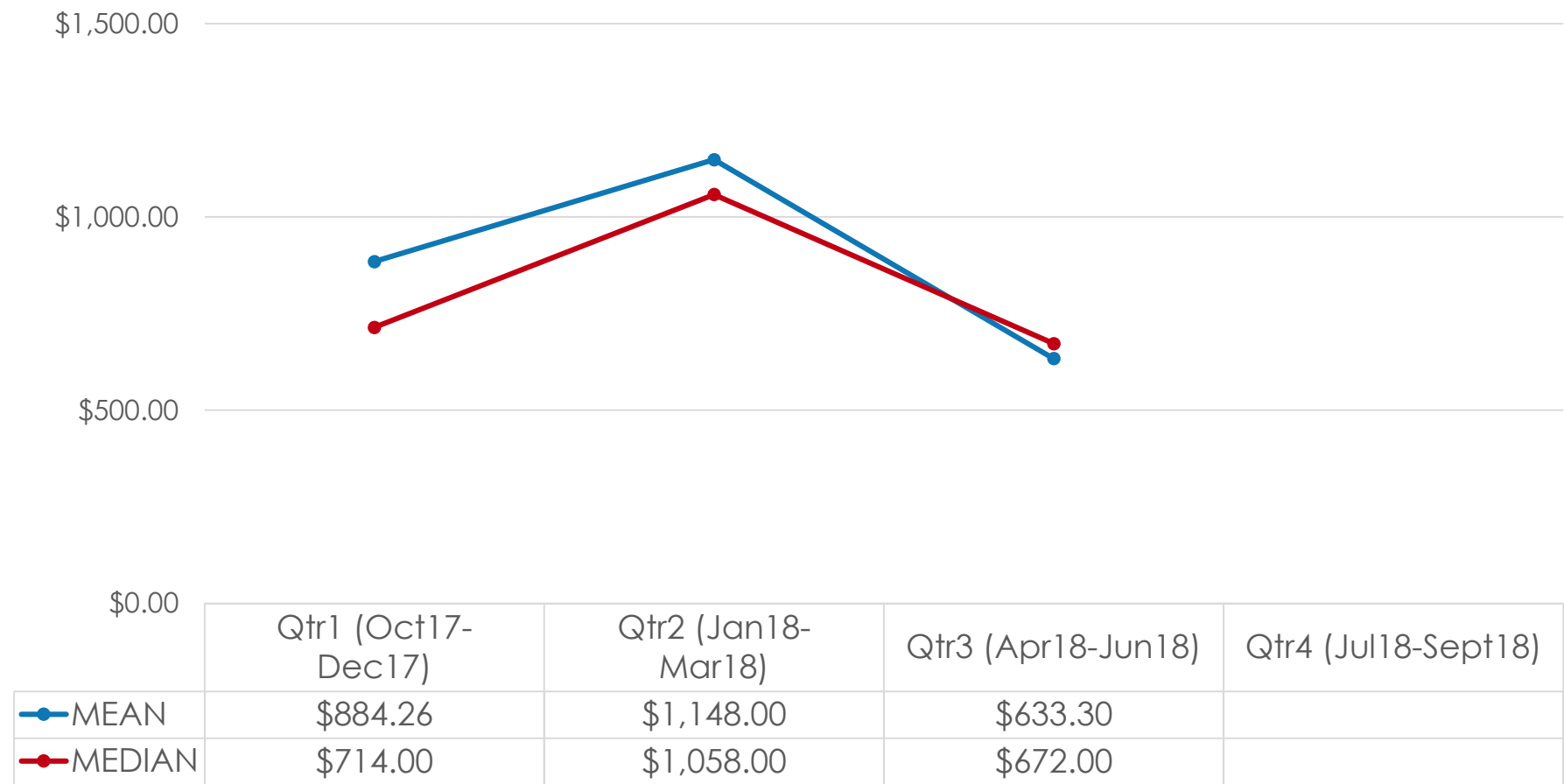
# Prepaid– FY2018 Tracking

## Airfare & Accommodation W/ Meal Packages

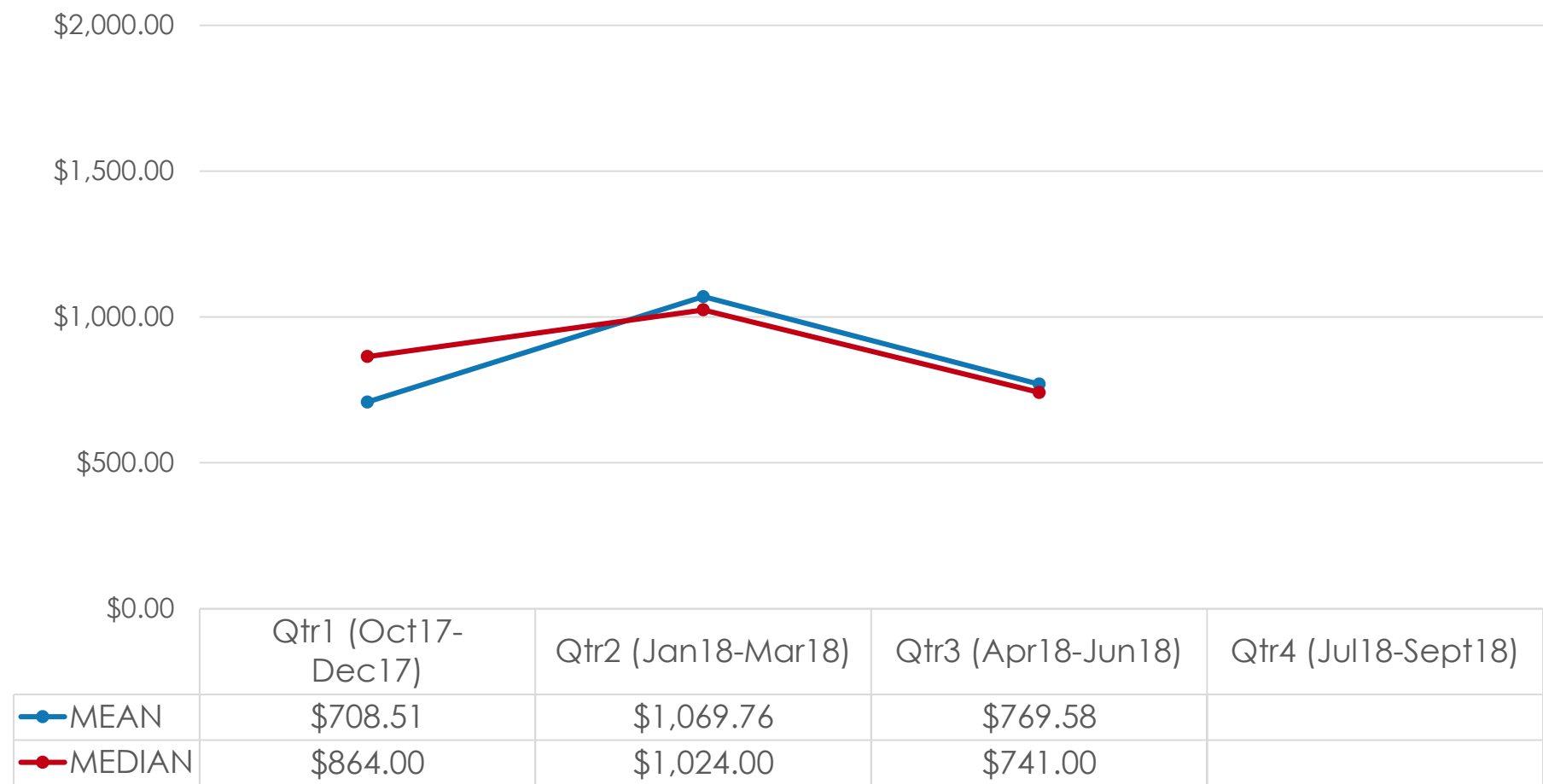


# Prepaid– FY2018 Tracking

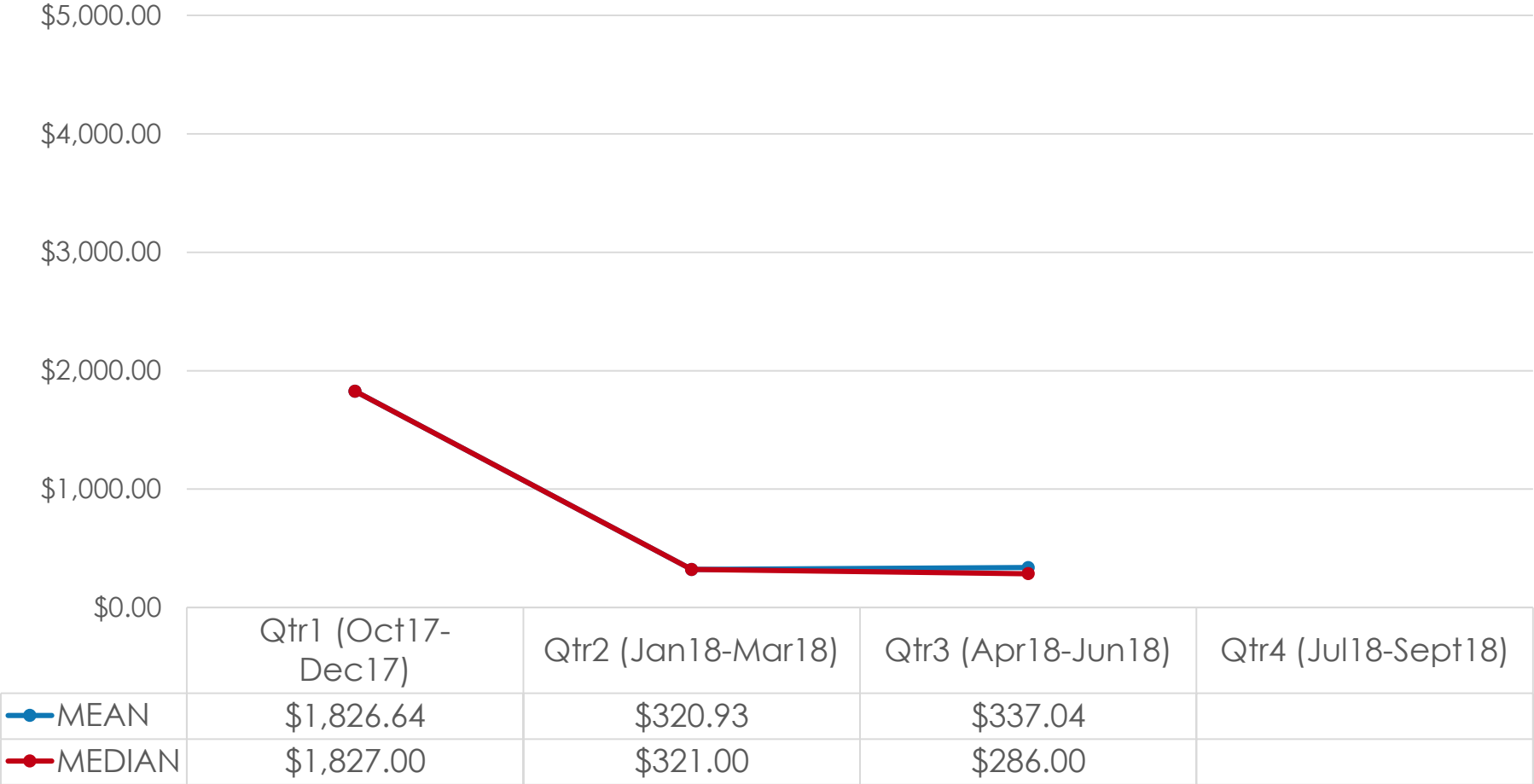
## Airfare Only



# Prepaid– FY2018 Tracking Accommodations Only

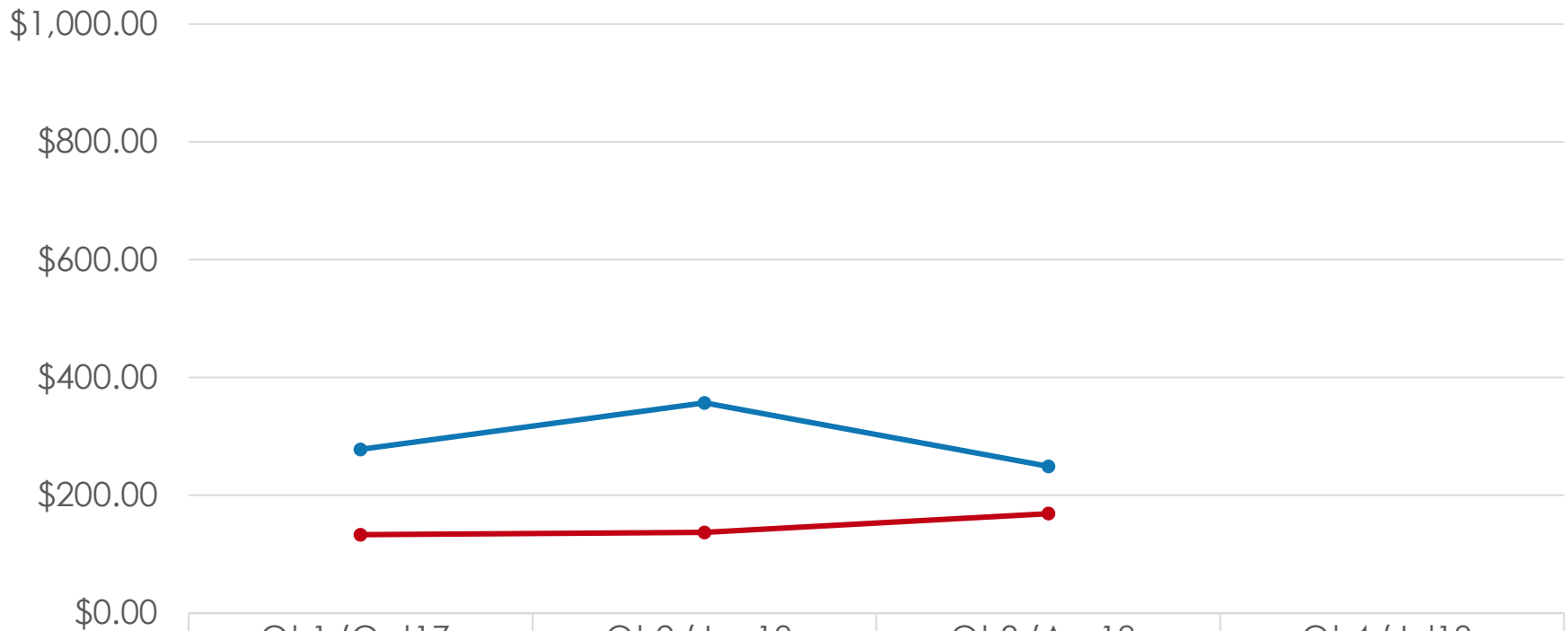


# Prepaid– FY2018 Tracking Accommodations w/ Meal Only



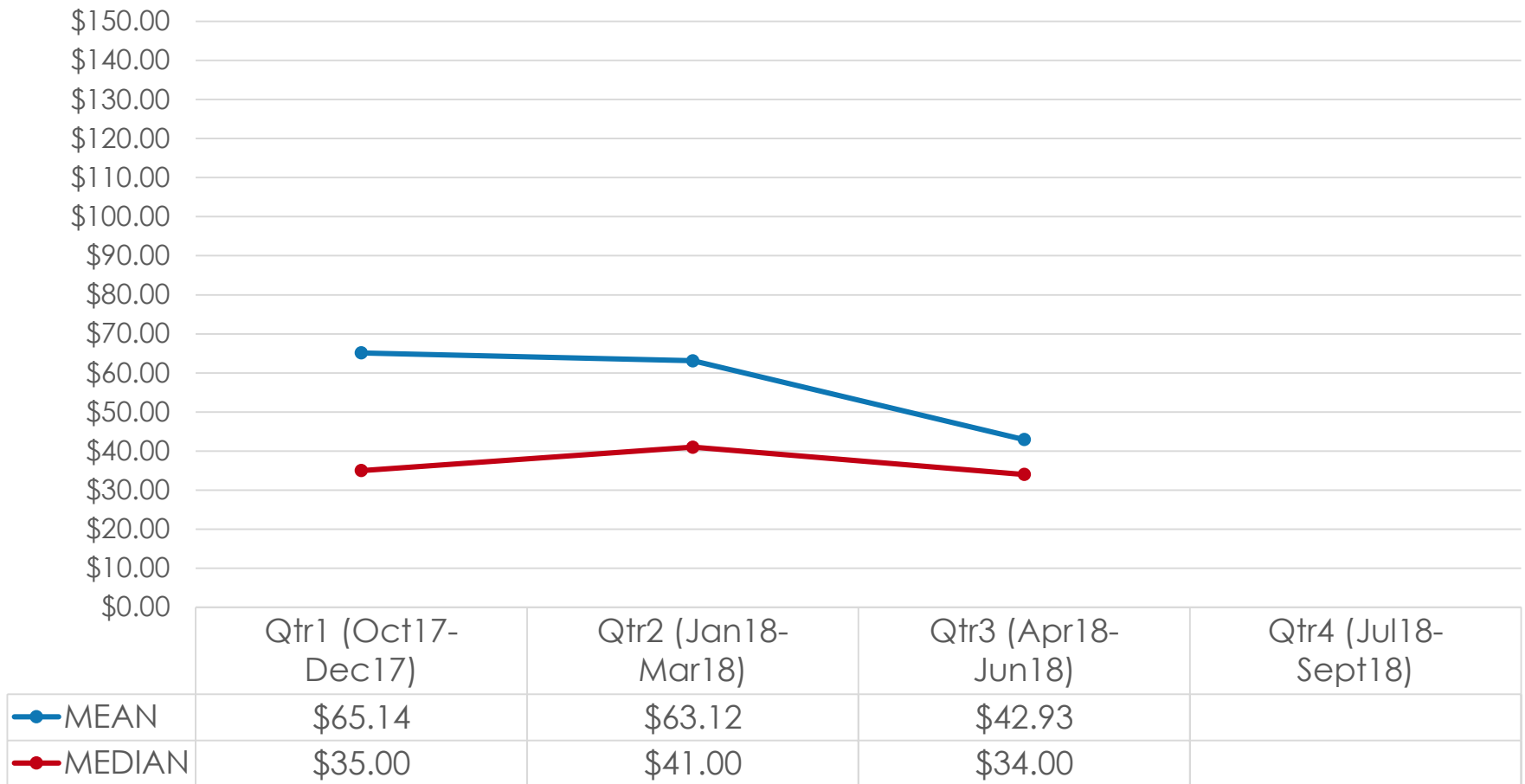
# Prepaid– FY2018 Tracking

## Food & Beverage in Hotel



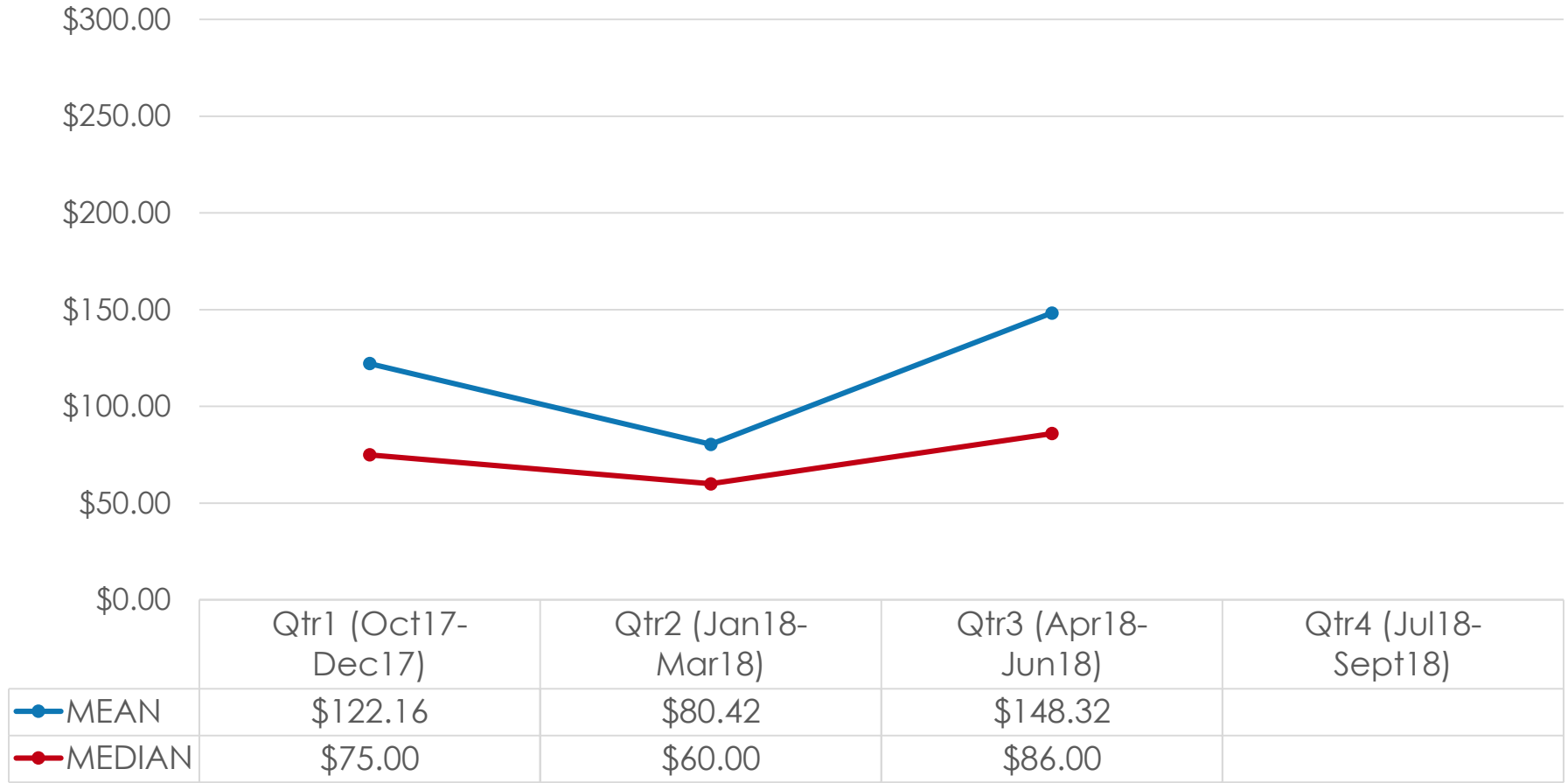
# Prepaid– FY2018 Tracking

## Ground Transportation - Taiwan



# Prepaid– FY2018 Tracking

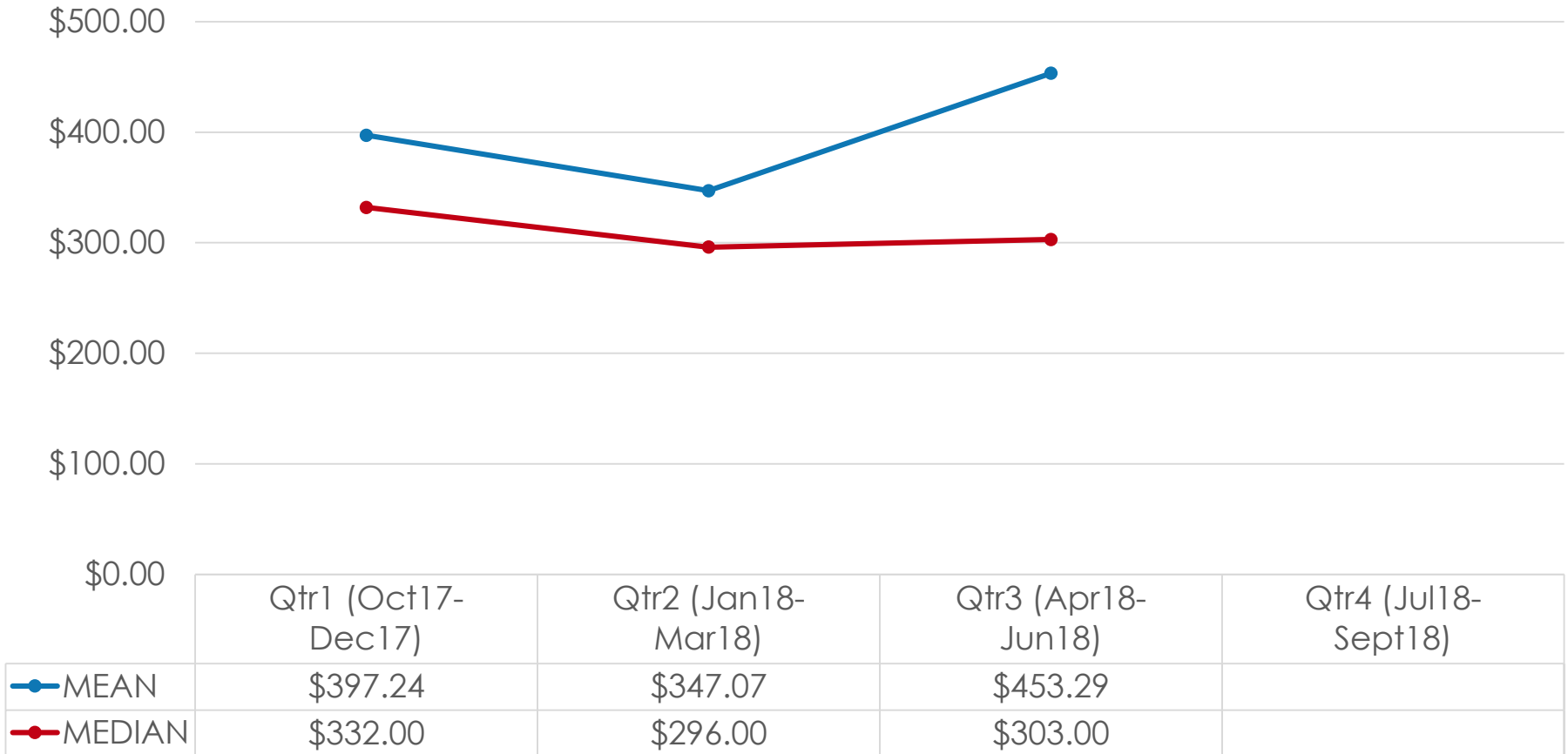
## Ground Transportation - Guam





# Prepaid– FY2018 Tracking

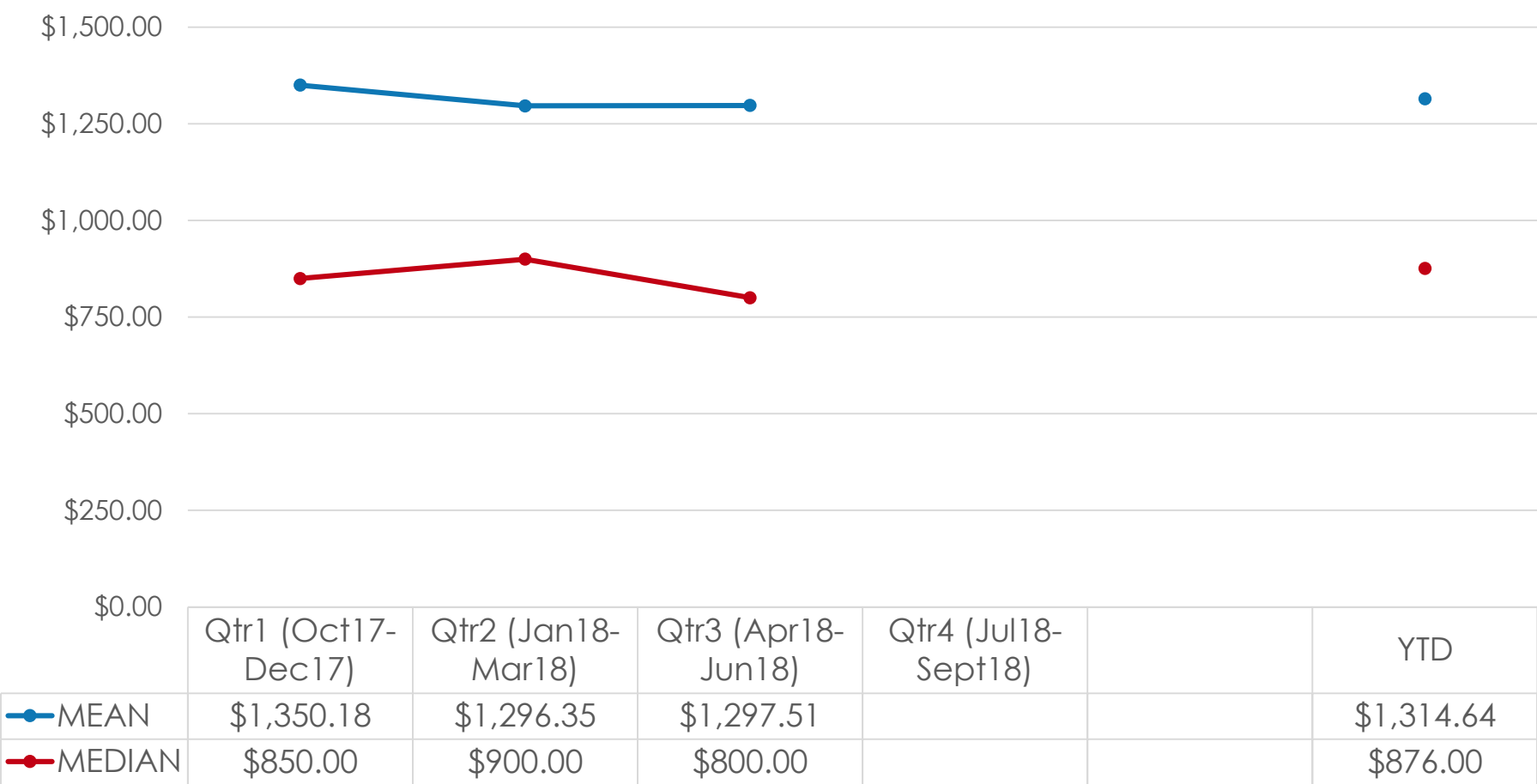
## Optional tours/ Activities



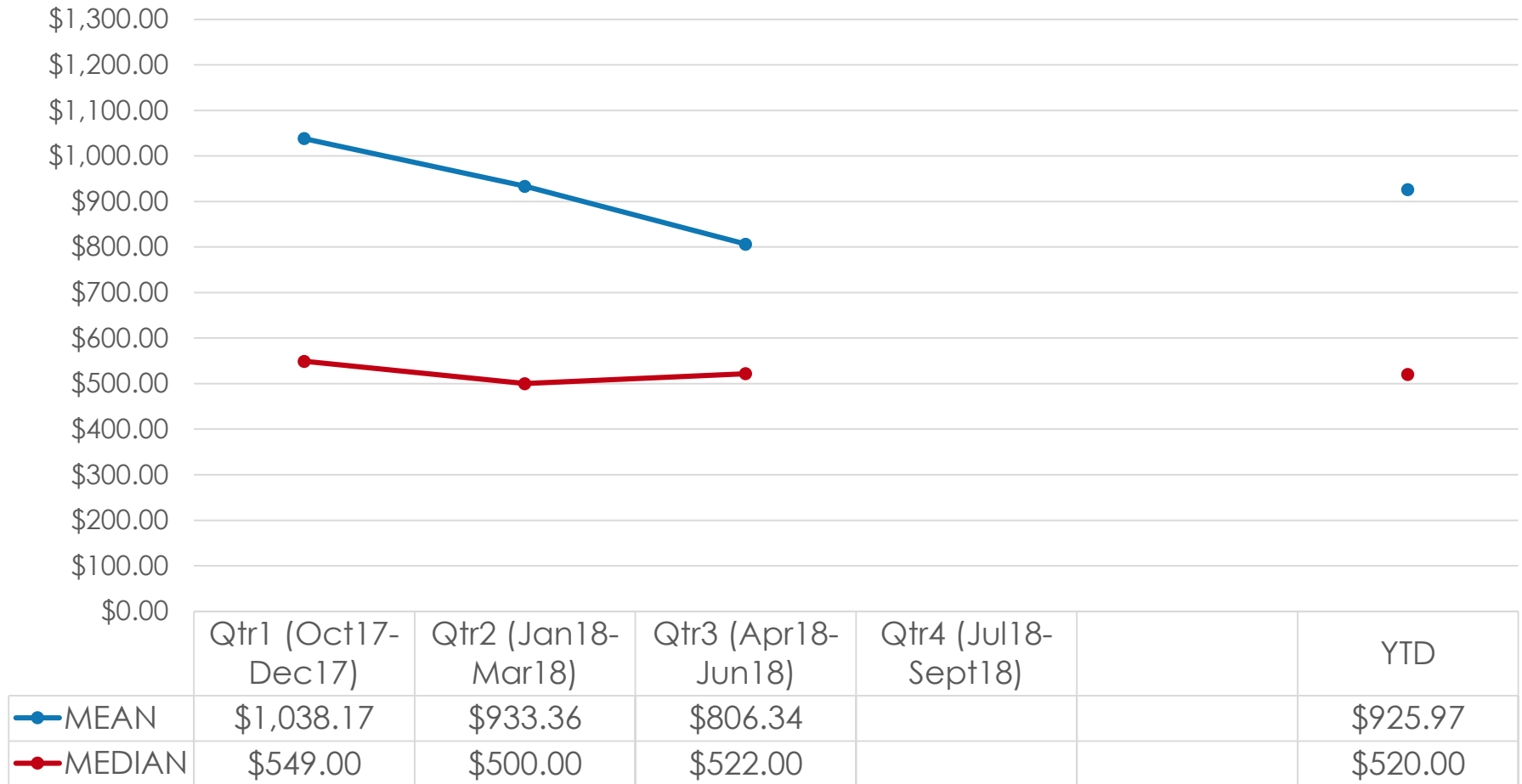
# On-Island Expenditures

- \$1,297.51 = overall mean average on-island expense (for entire travel party size) by respondent
- \$806.34 = overall mean average per person on-island expenditures

# On-Island Entire Travel Party – FY2018 Tracking



# On-Island Per Person – FY2018 Tracking



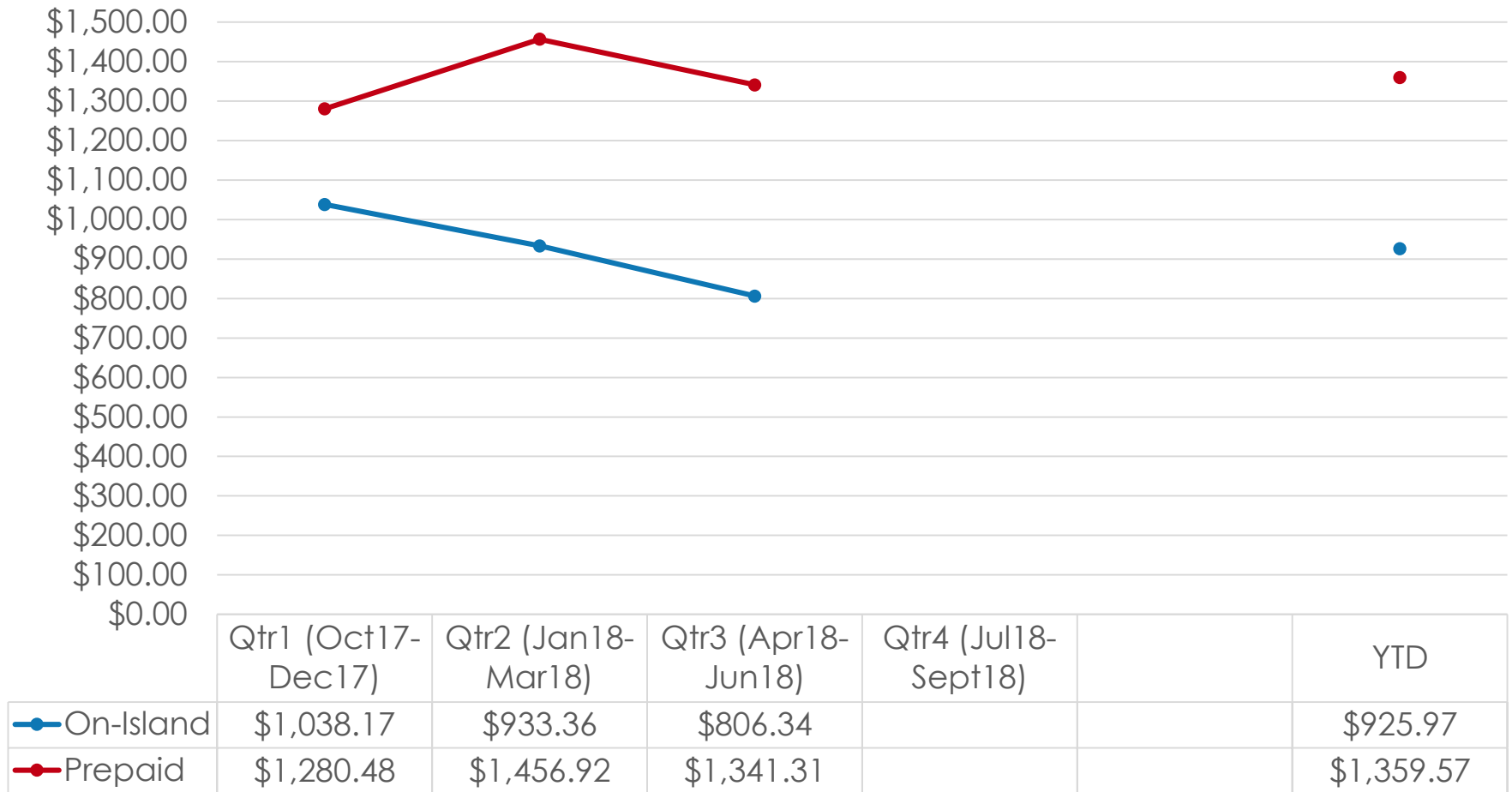
# On-Island Per Person – Key Segments

GVB EXIT SURVEY  
Q11A ONISLE EXPENDITURE- PER PERSO

		TOTAL	MICE	SPORT/ADV	WEDDING	HONEYMOO N
		-	-	-	-	-
ONISLE PP	Mean	\$806.34	\$825.60	\$808.36	\$423.75	\$1,068.73
	Median	\$522	\$700	\$600	\$400	\$575

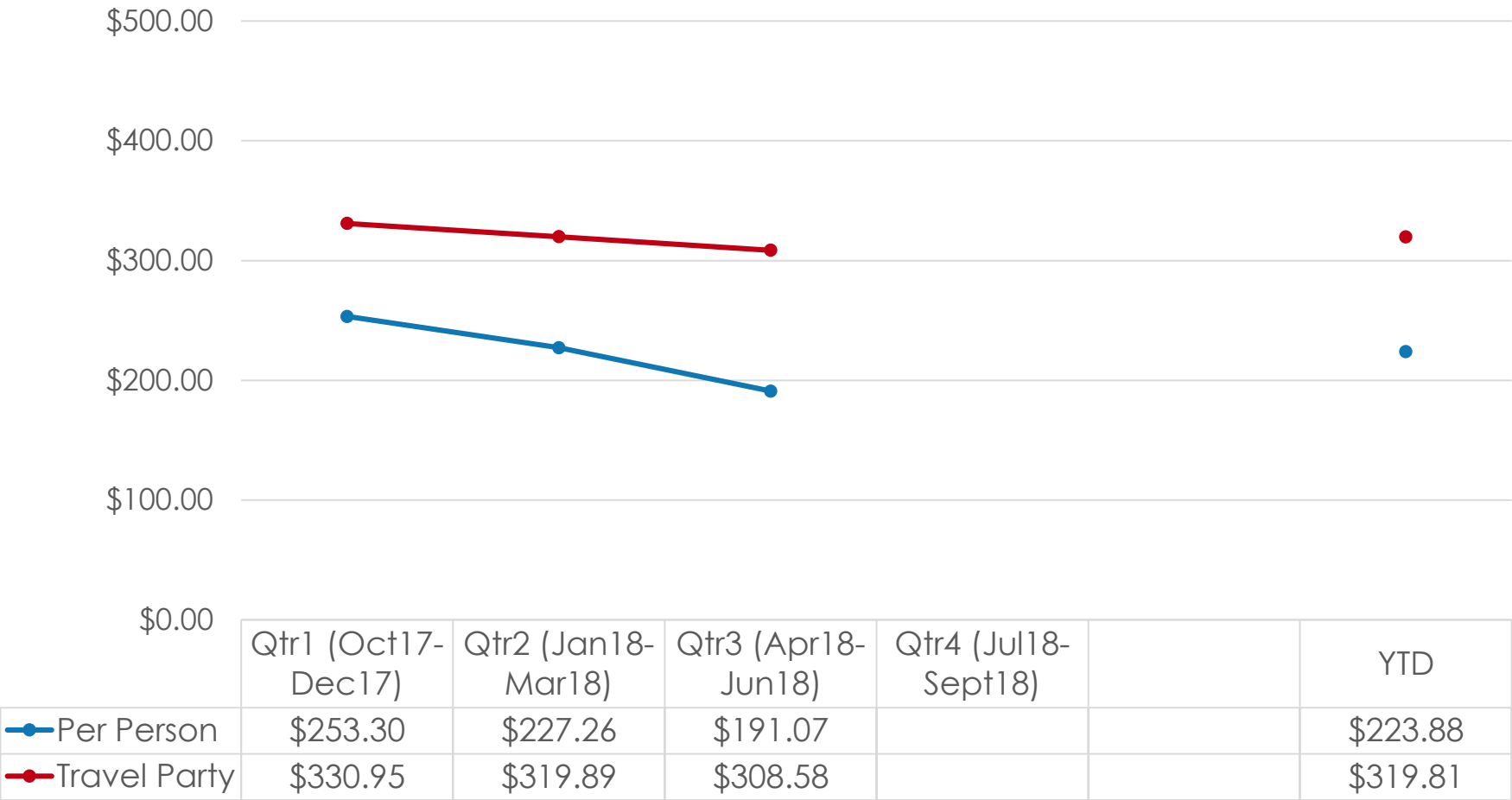
Prepared by Anthology Research

# Per Person MEAN expenditures – FY2018 Tracking On-Island/ Prepaid



# On-Island Per Day Spending – FY2018 Tracking

## MEAN



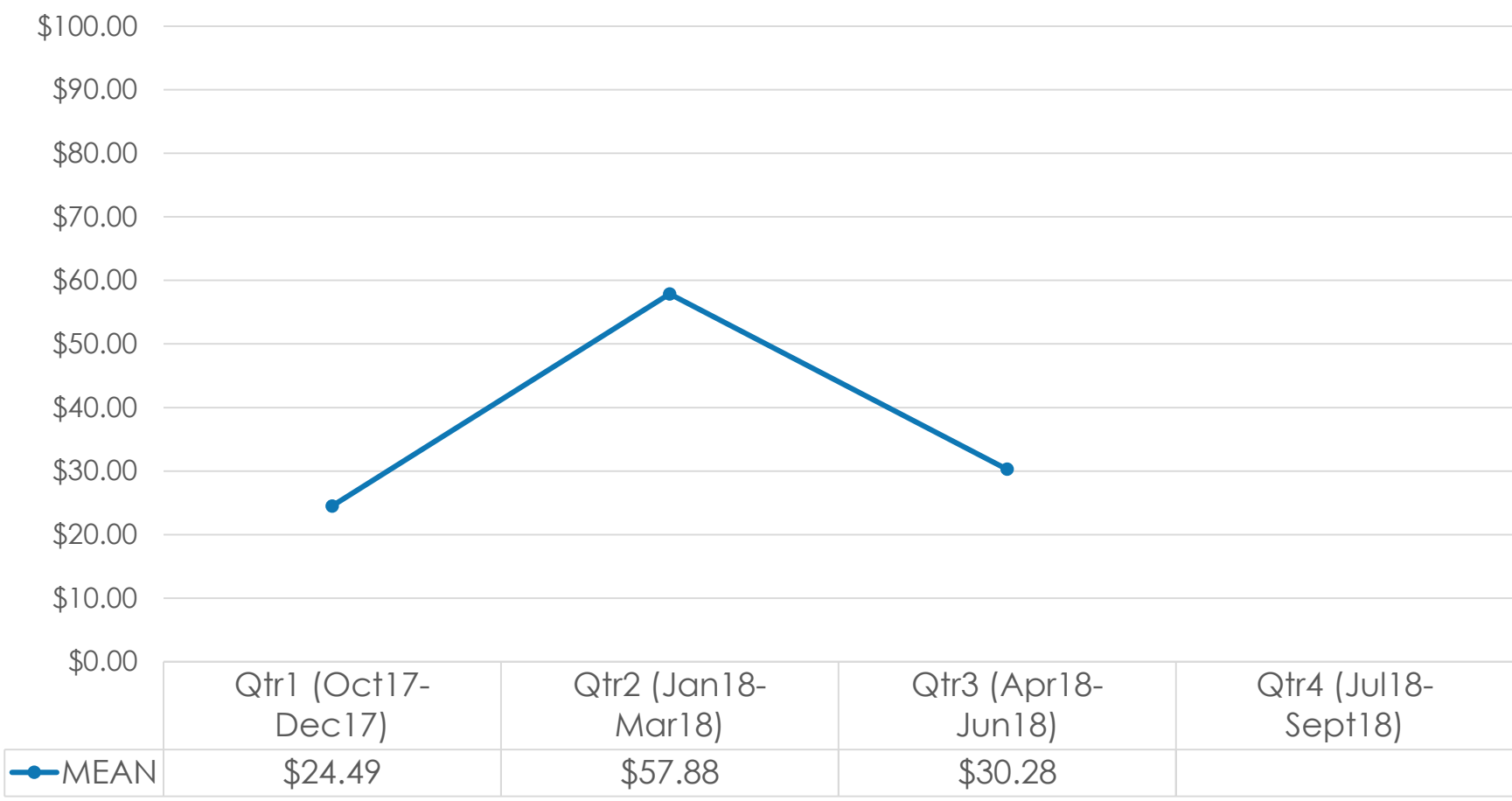
# On-Island Expenses by Category – MEAN Entire Travel Party





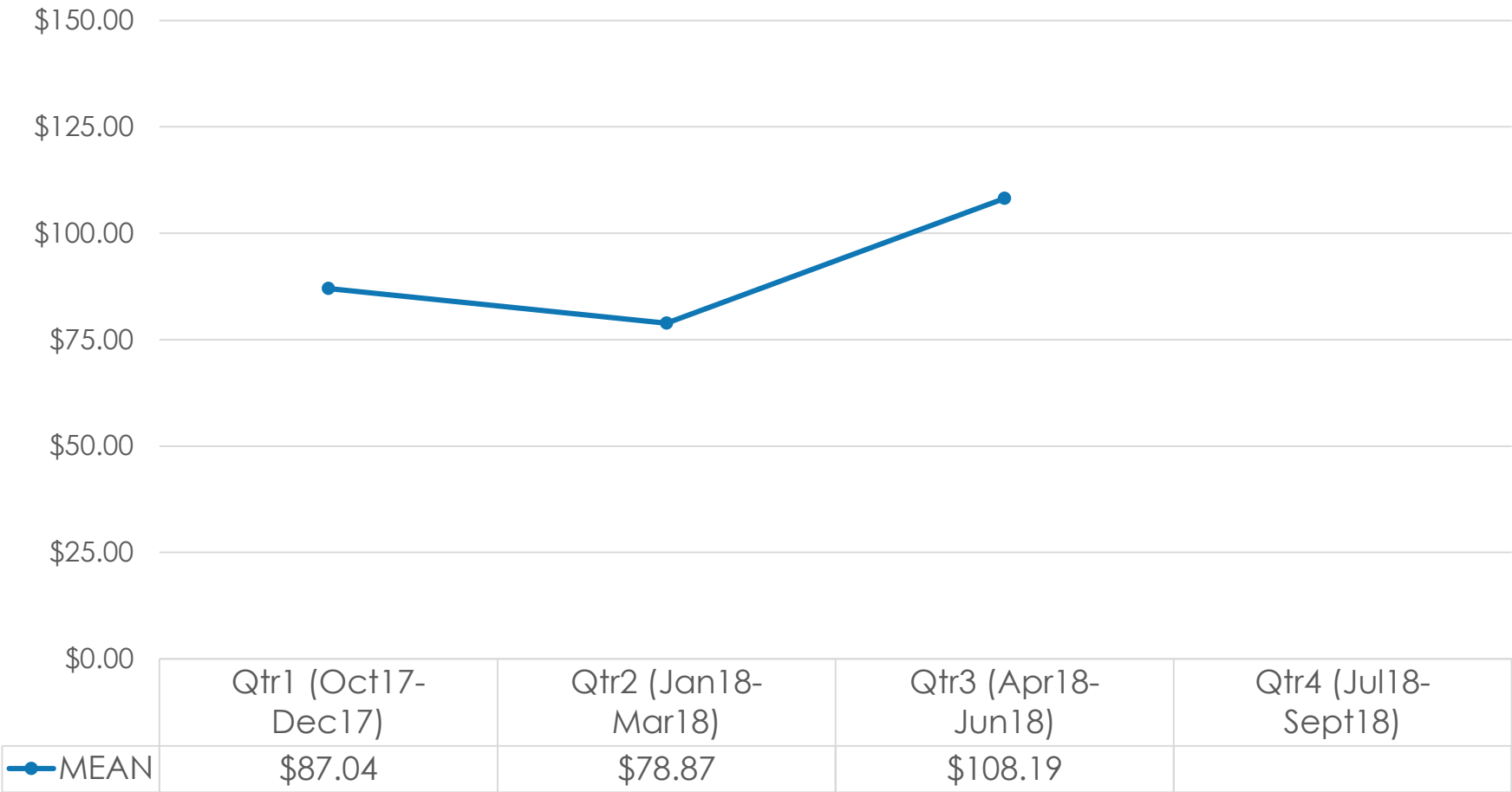
# On-Island – FY2018 Tracking

## Food & Beverage - Hotel



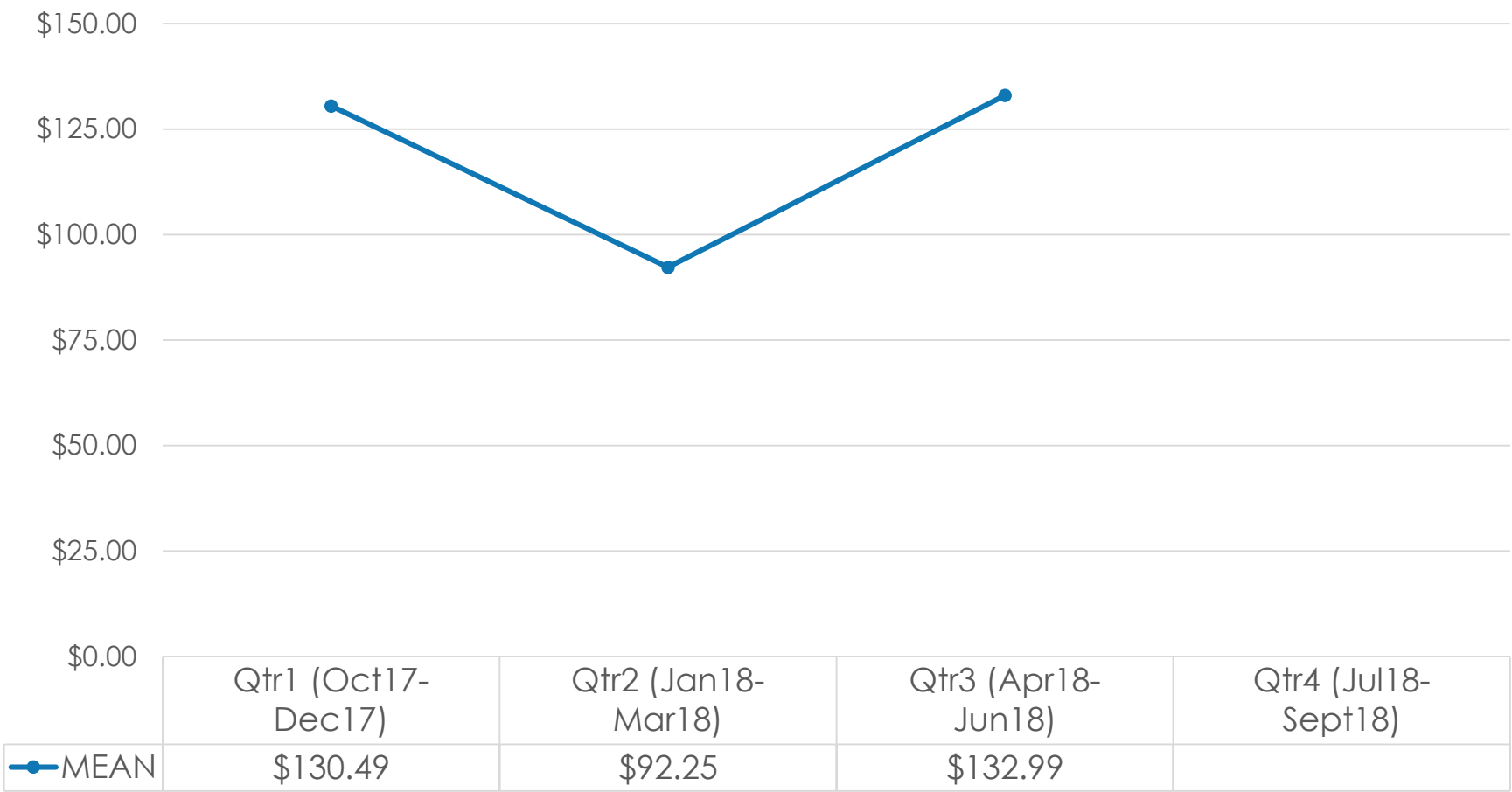
# On-Island – FY2018 Tracking

## Food & Beverage – Fast Food/ Convenience Store



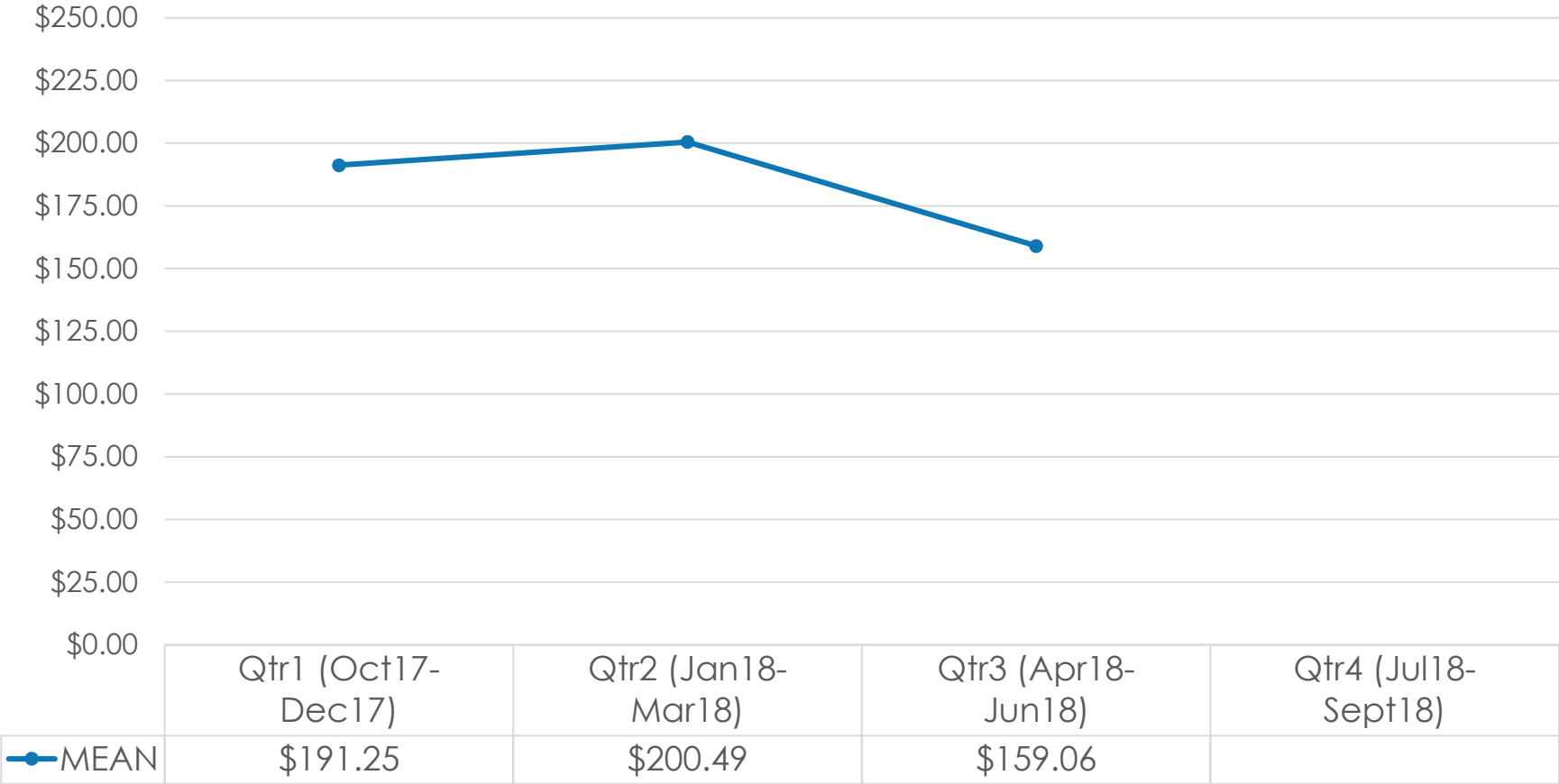
# On-Island – FY2018 Tracking

## Food & Beverage – Restaurant/ Drinking Est Outside Hotel



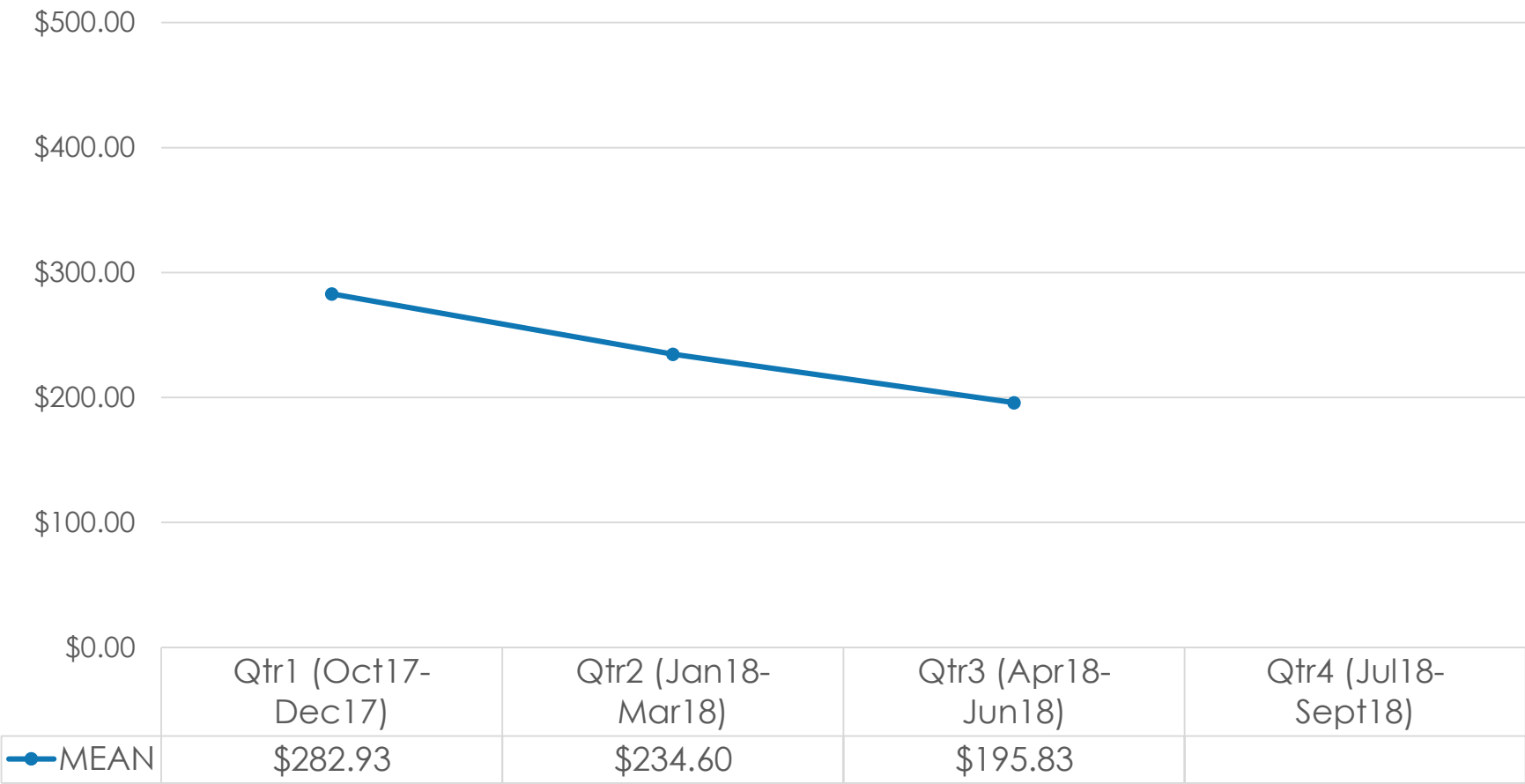
# On-Island – FY2018 Tracking

## Optional tour/ Activities



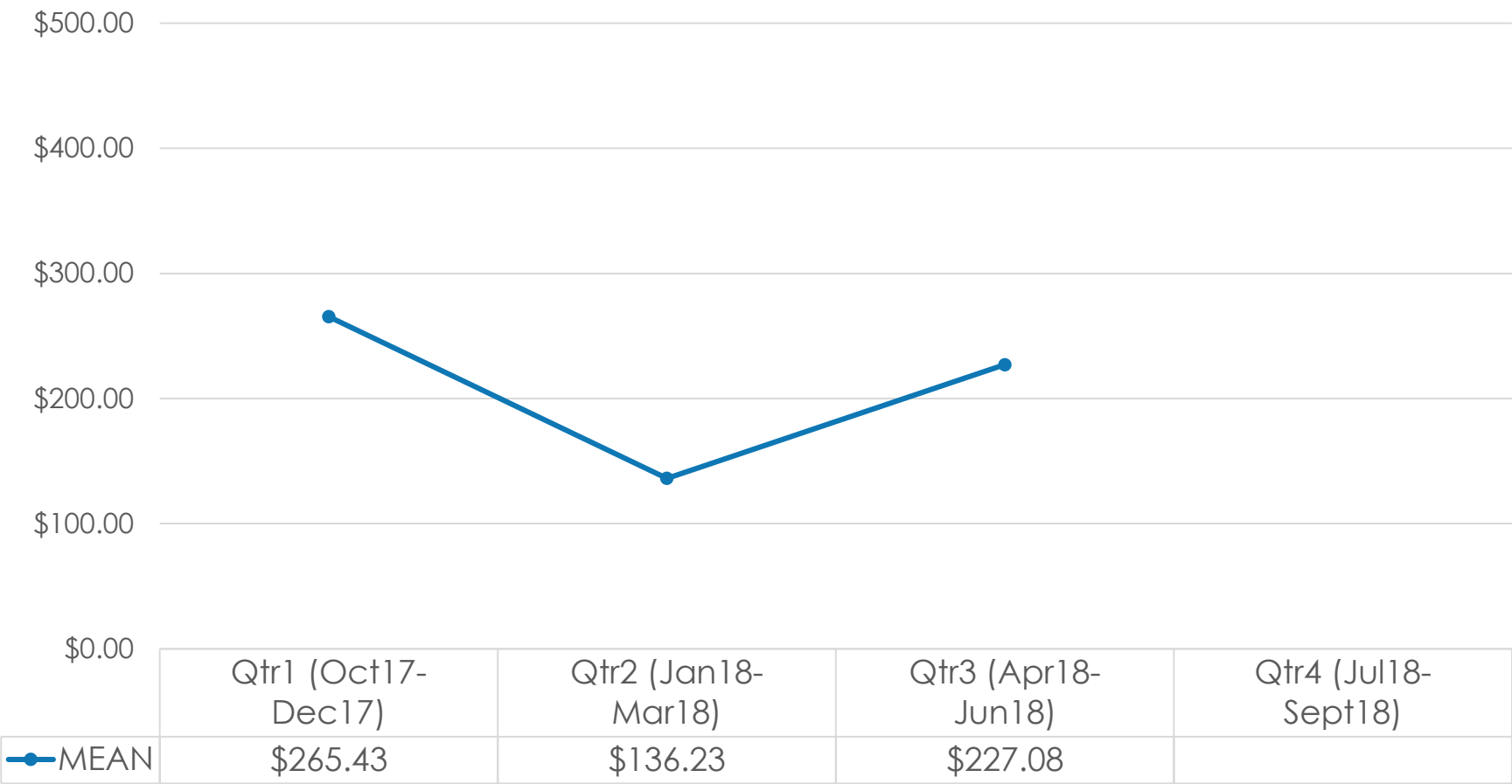
# On-Island – FY2018 Tracking

## Gift/ Souvenir – Self/ Companion



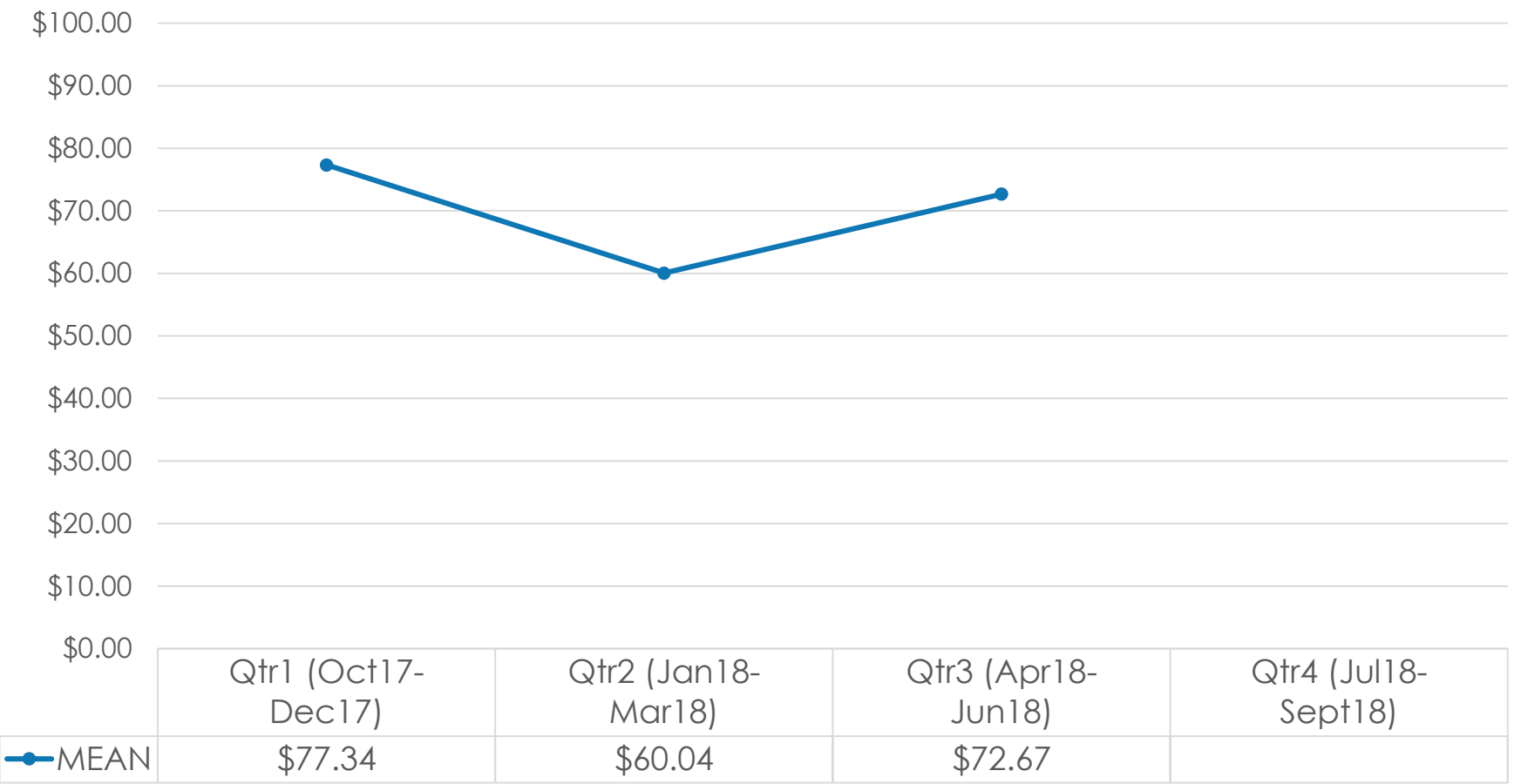
# On-Island – FY2018 Tracking

## Gift/ Souvenir – Friends/ Family



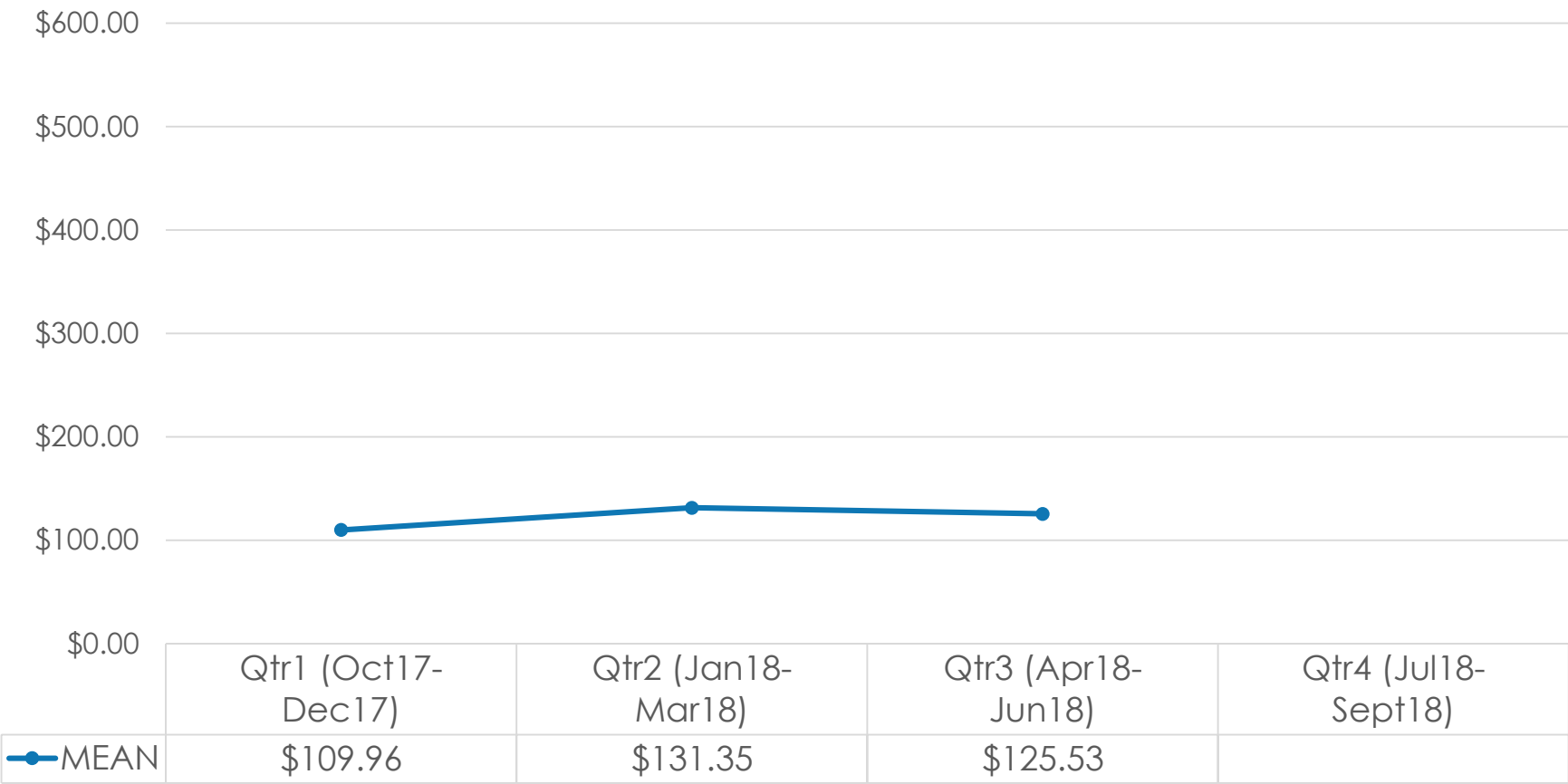
# On-Island – FY2018 Tracking

## Local Transportation



# On-Island – FY2018 Tracking

## Other Not Included

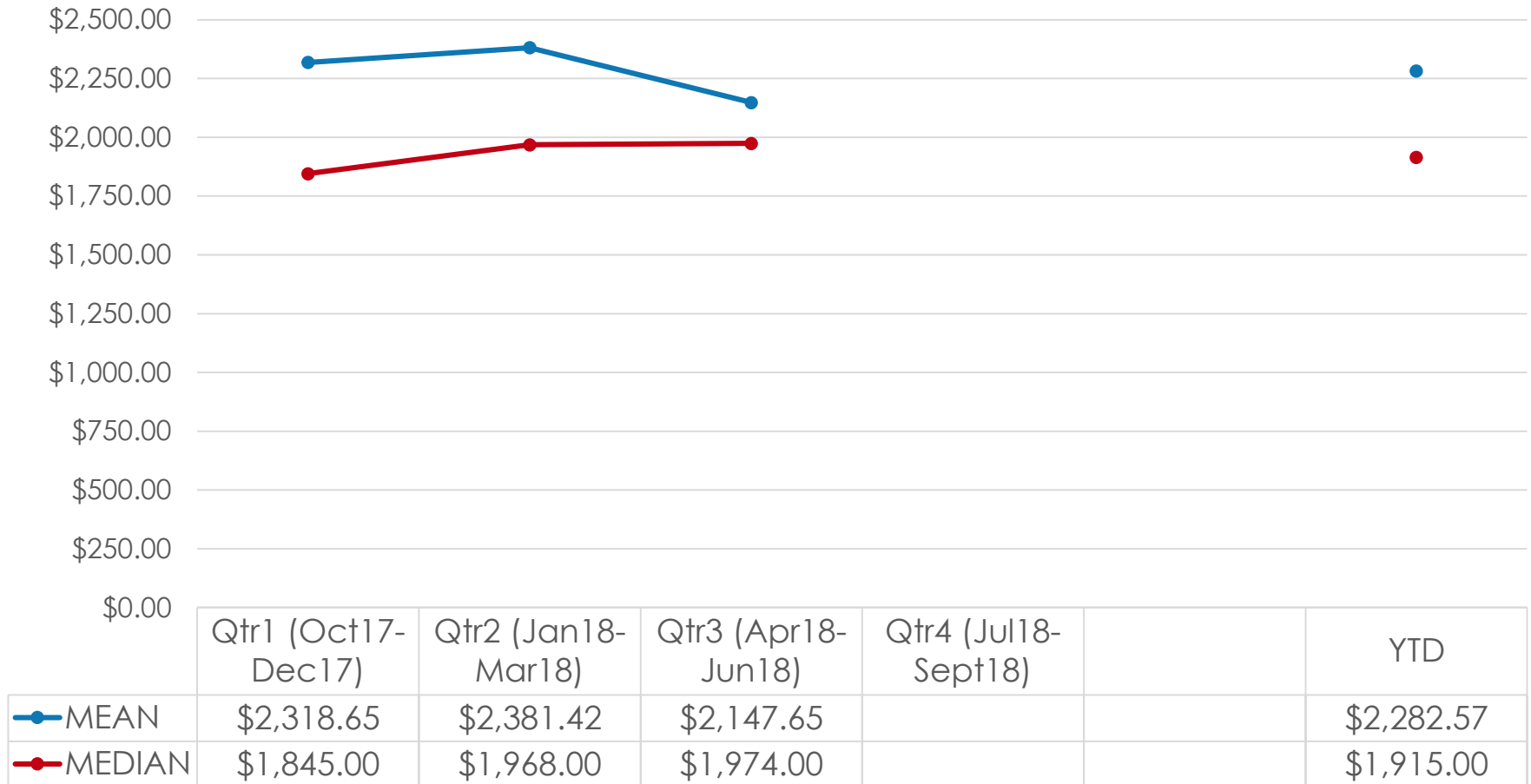




# TOTAL (On-Isle + Prepaid) Expenditures Per Person

- \$2,147.65 = overall mean average prepaid expense by respondent/ Per Person

# TOTAL Per Person Expenditures – FY2018 Tracking



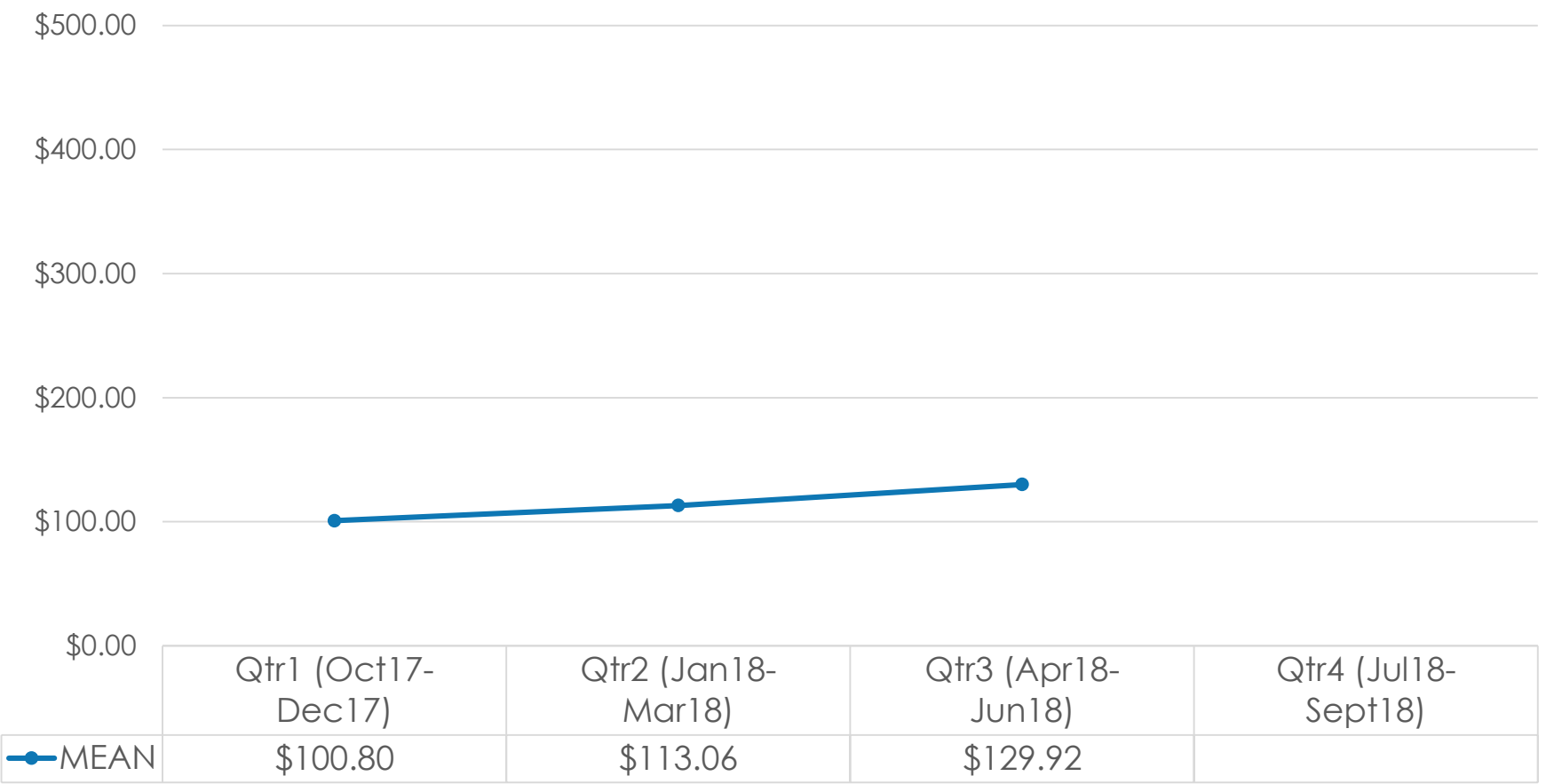
# TOTAL Per Person Expenditures – Key Segments

**GVB EXIT SURVEY  
TOTAL PER PERSON SPENDING:**

		TOTAL	MICE	SPORT/ADV	WEDDING	HONEYMOON
		-	-	-	-	-
TOTAL PP	Mean	\$2,147.65	\$2,270.16	\$2,220.42	\$1,364.66	\$2,648.22
	Median	\$1,974	\$1,848	\$2,021	\$1,520	\$2,157

Prepared by Anthology Research

# GUAM AIRPORT EXPENDITURE – FY2018 Tracking

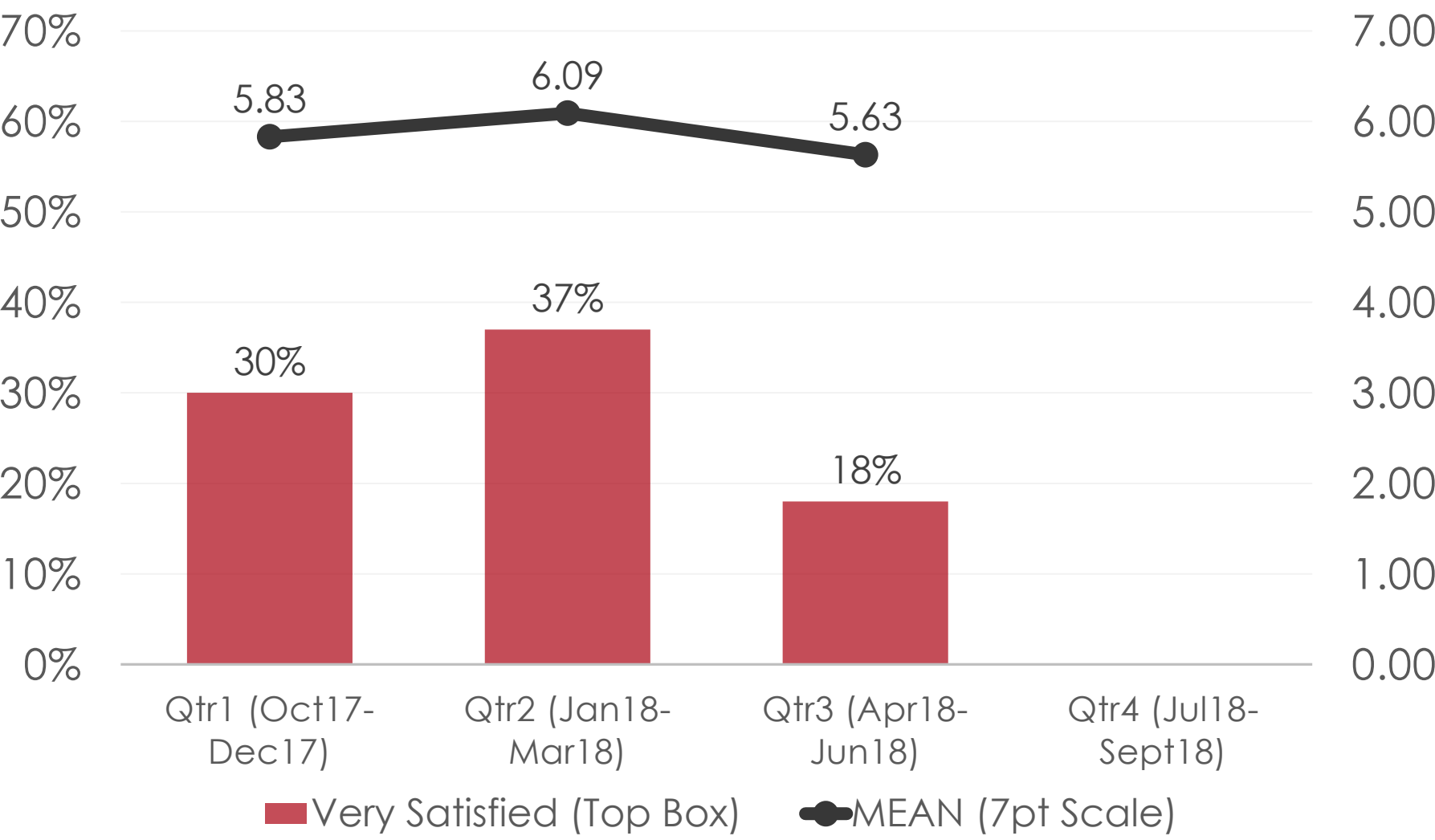


# SECTION 4

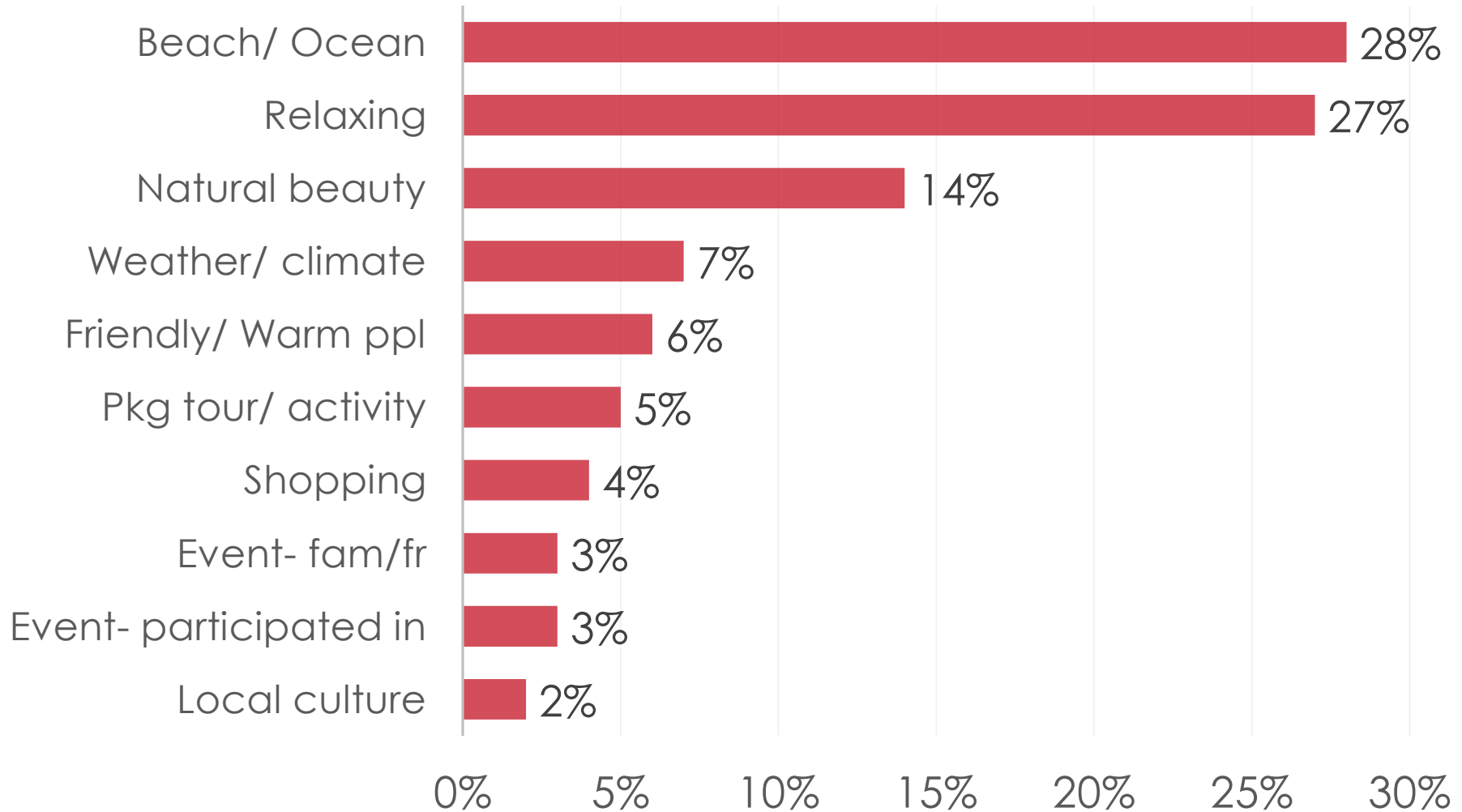
## VISITOR SATISFACTION

### BEHAVIOR

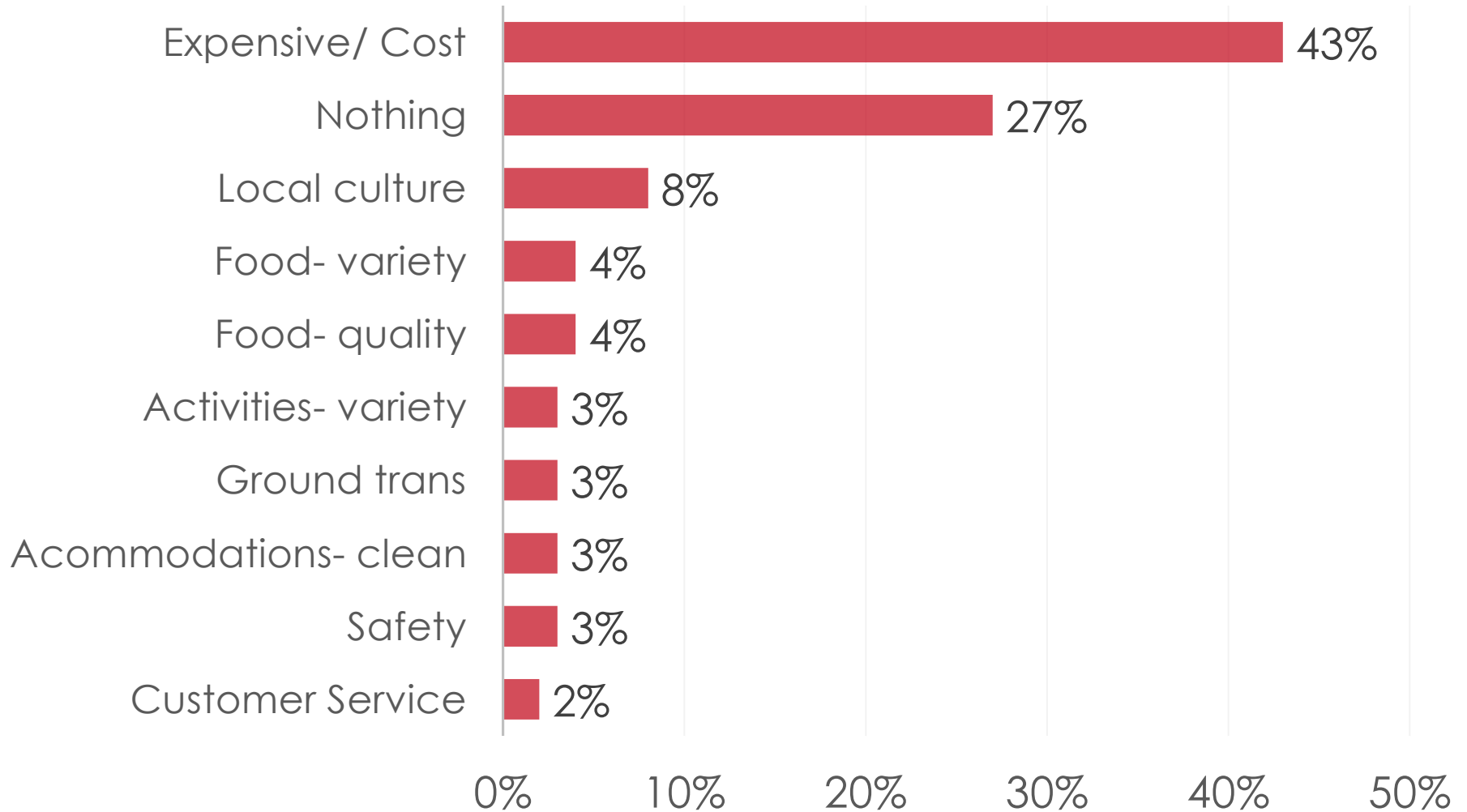
# OVERALL SATISFACTION



# Positive Aspect of Trip

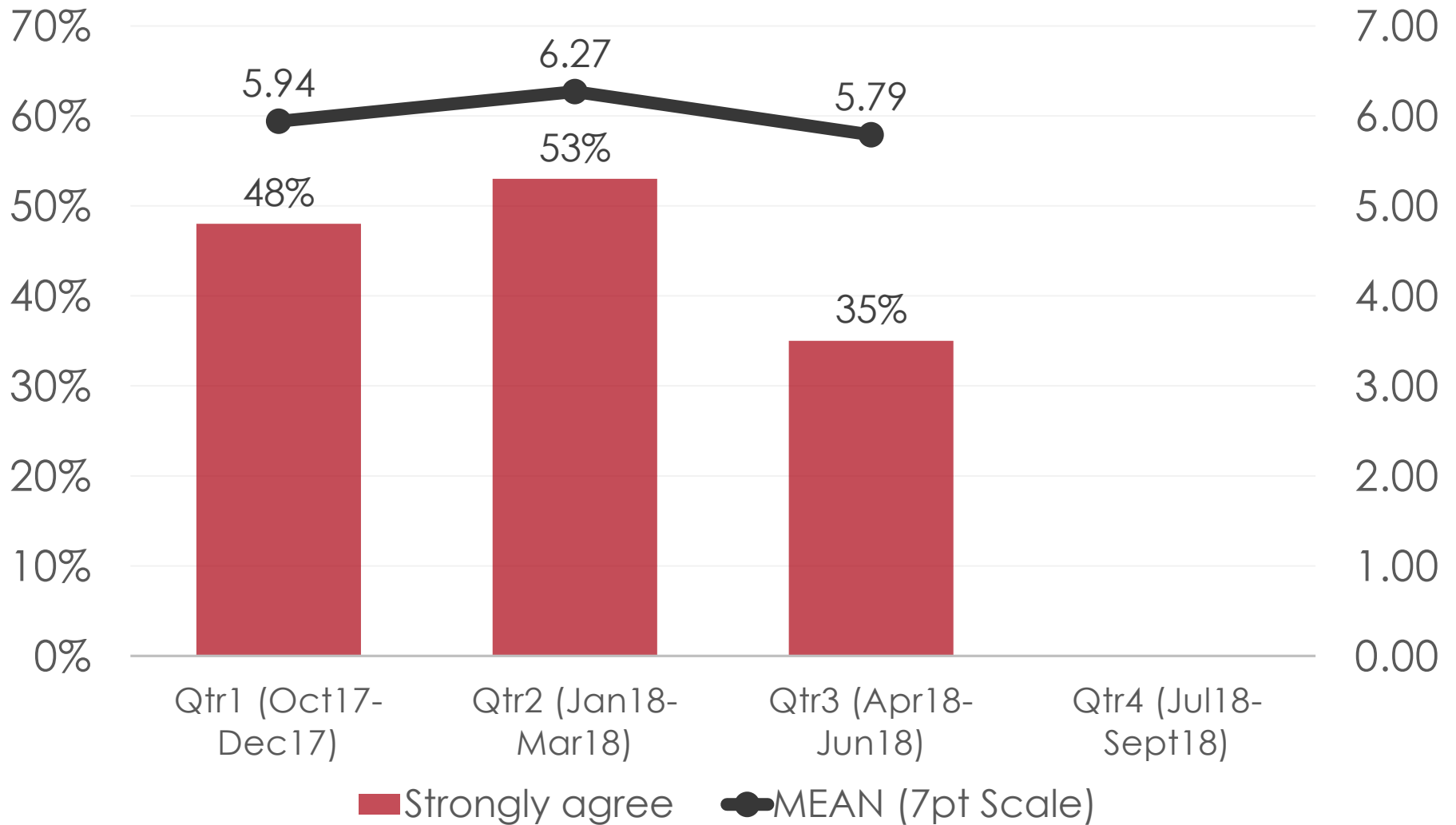


# Negative Aspect of Trip

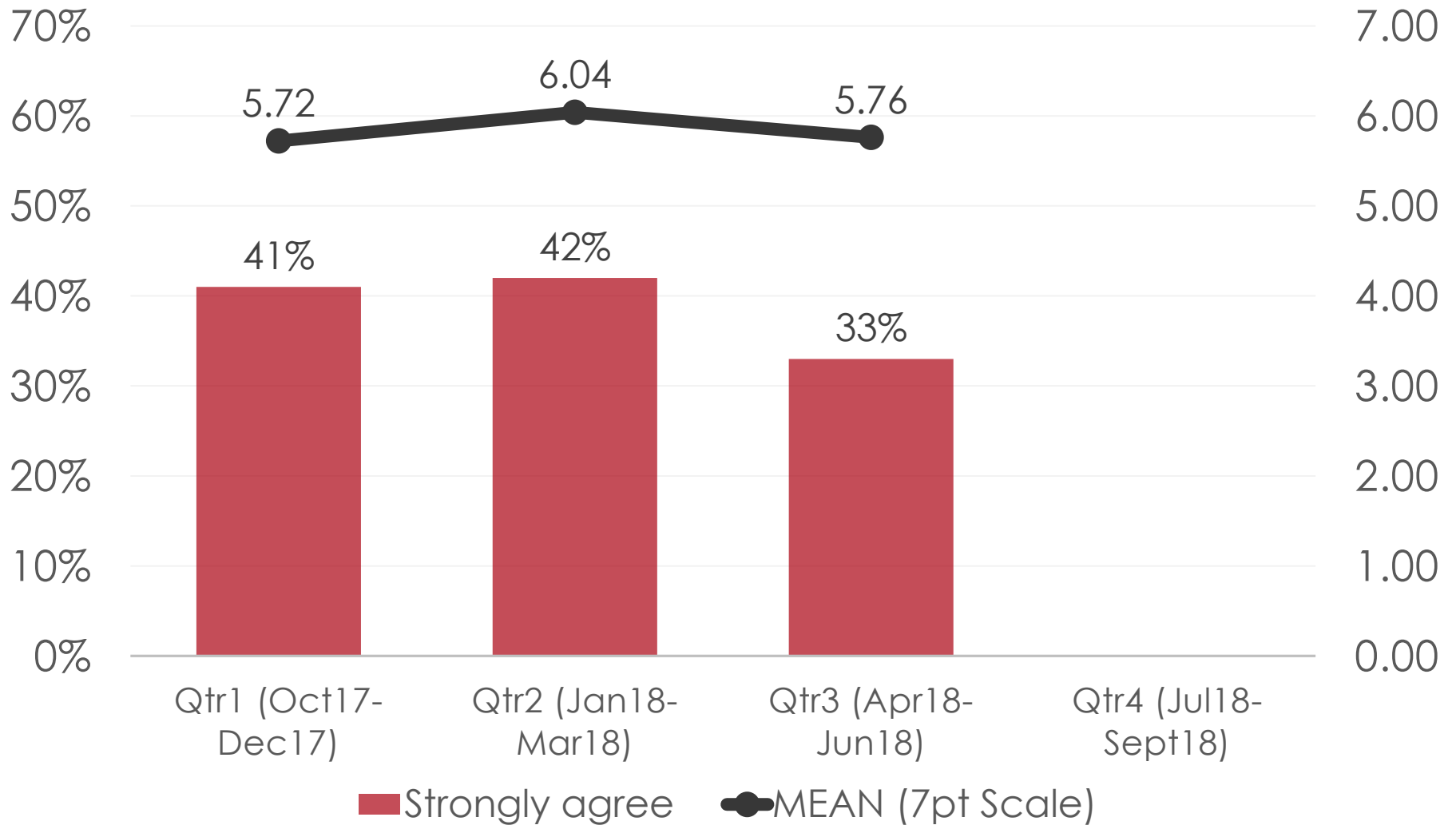




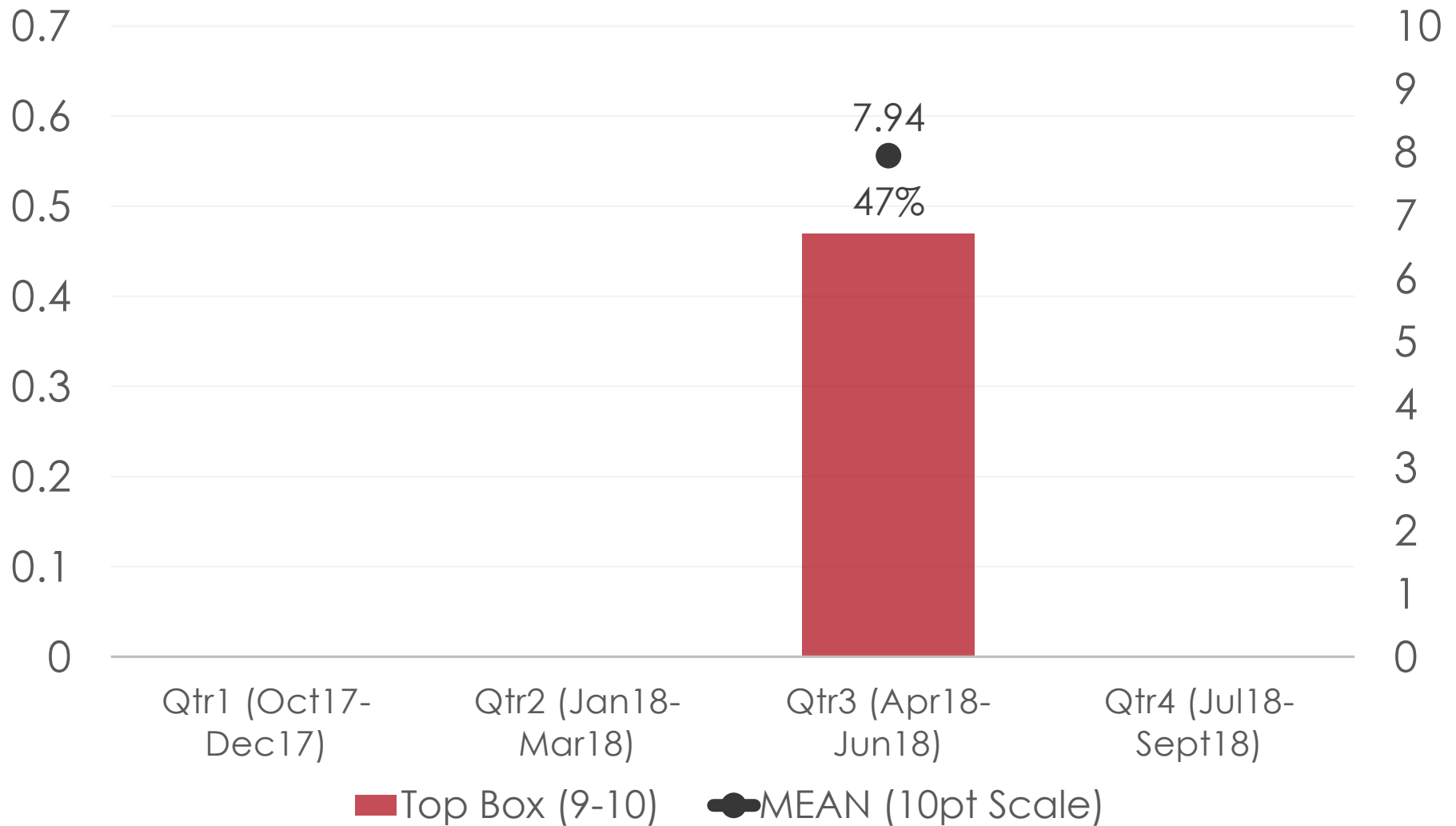
# Guam was better than expected



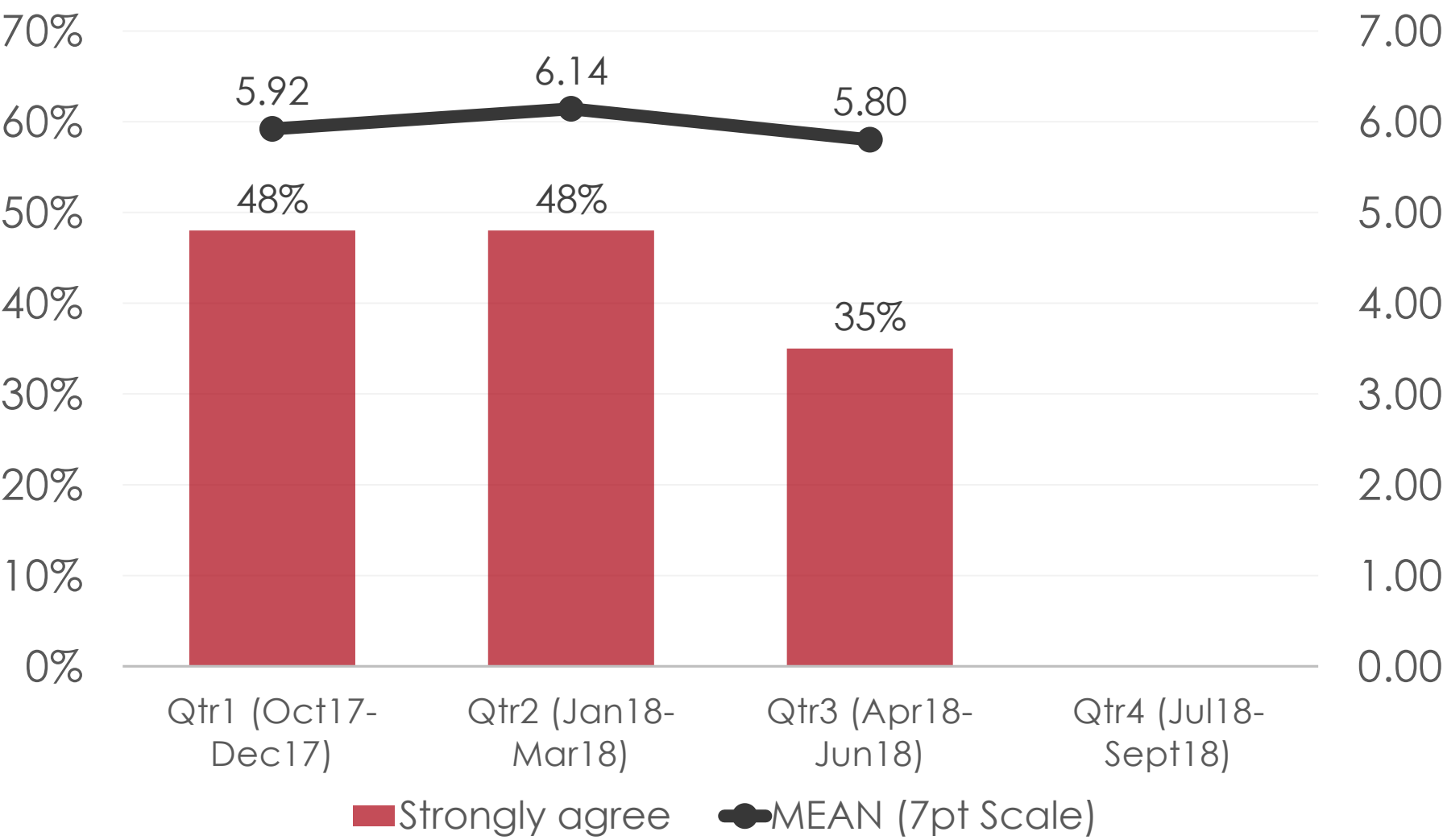
# I had no communication problems



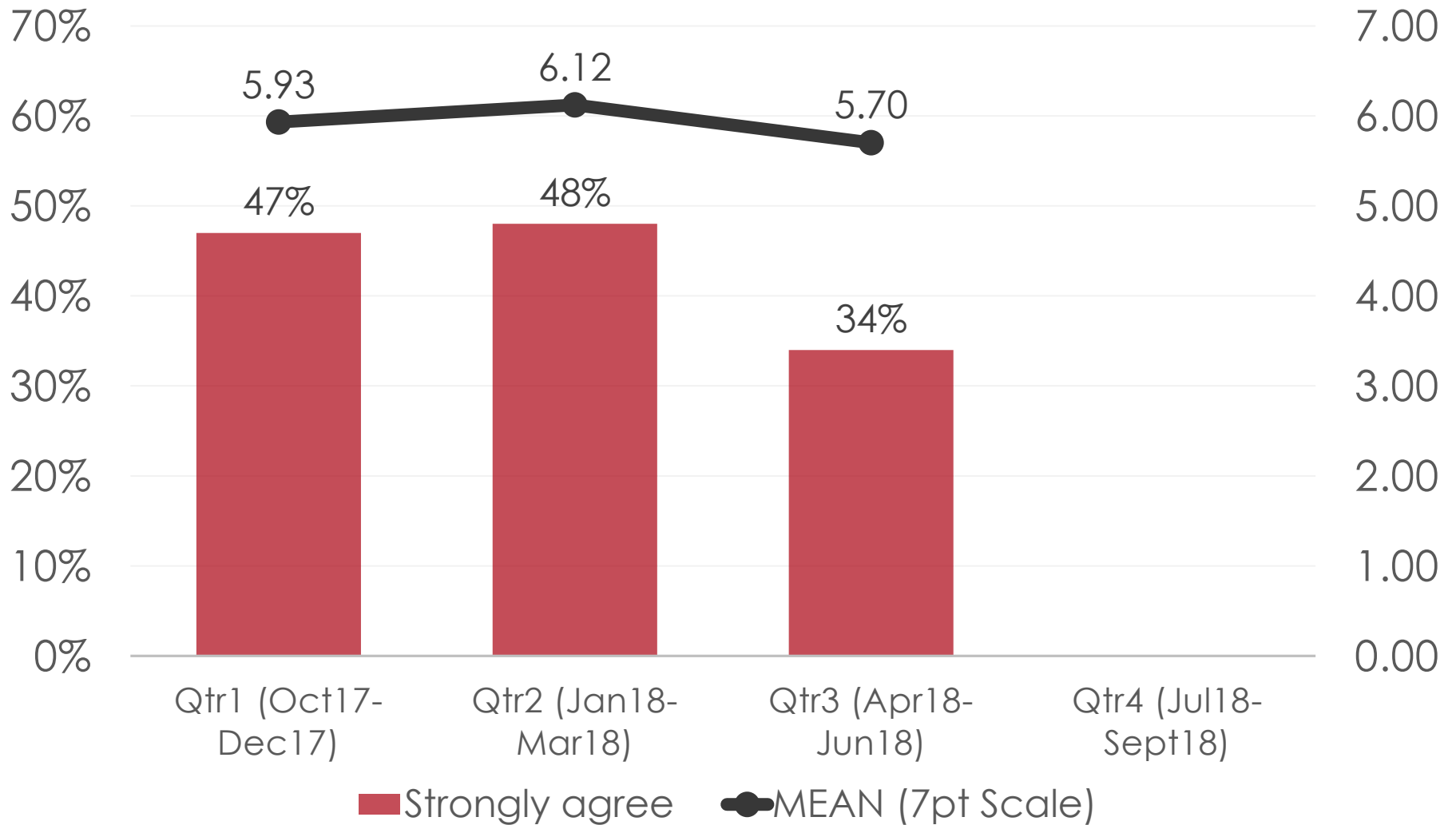
# Recommend Guam - family & friends



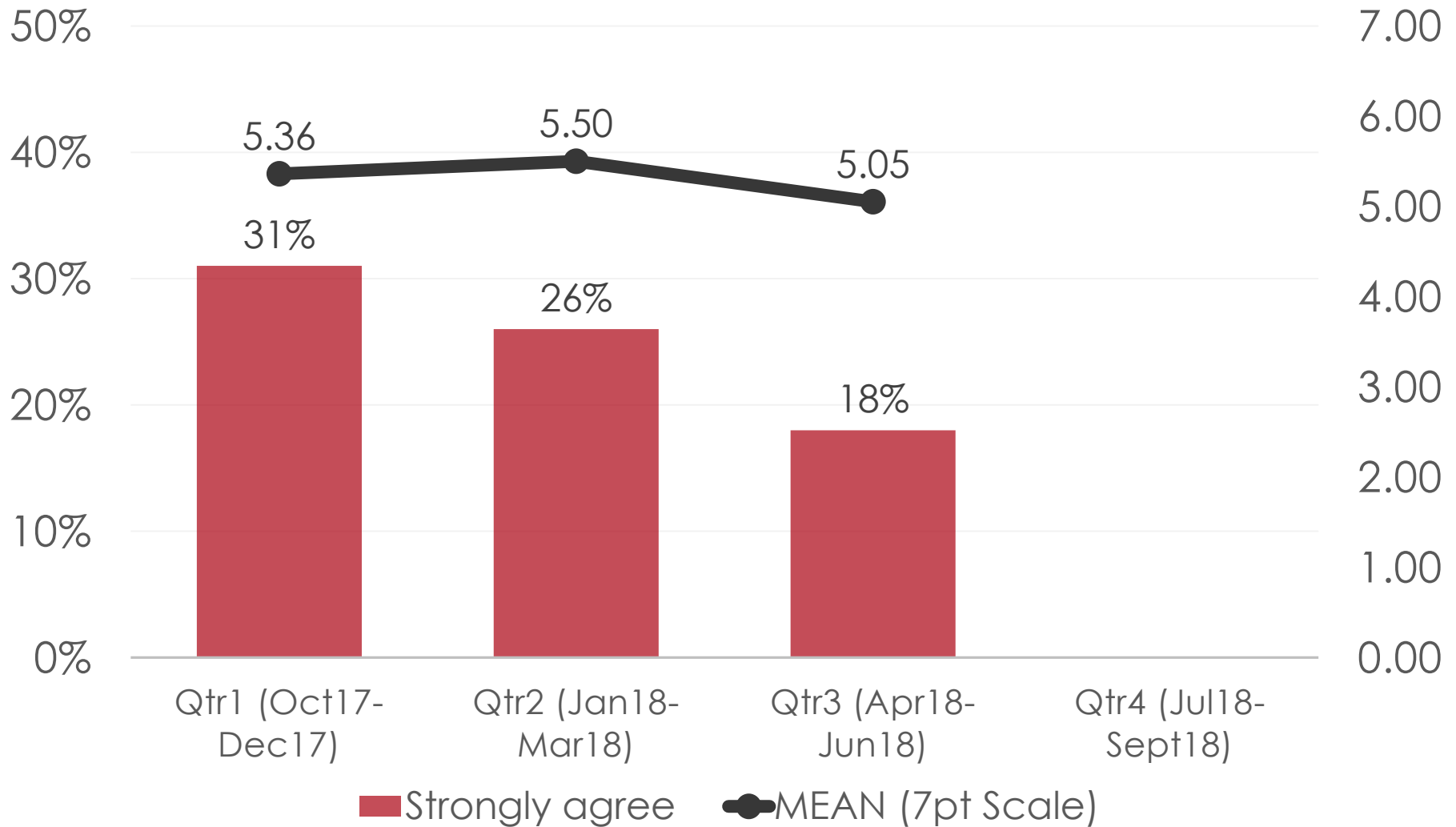
# Sites on Guam were attractive



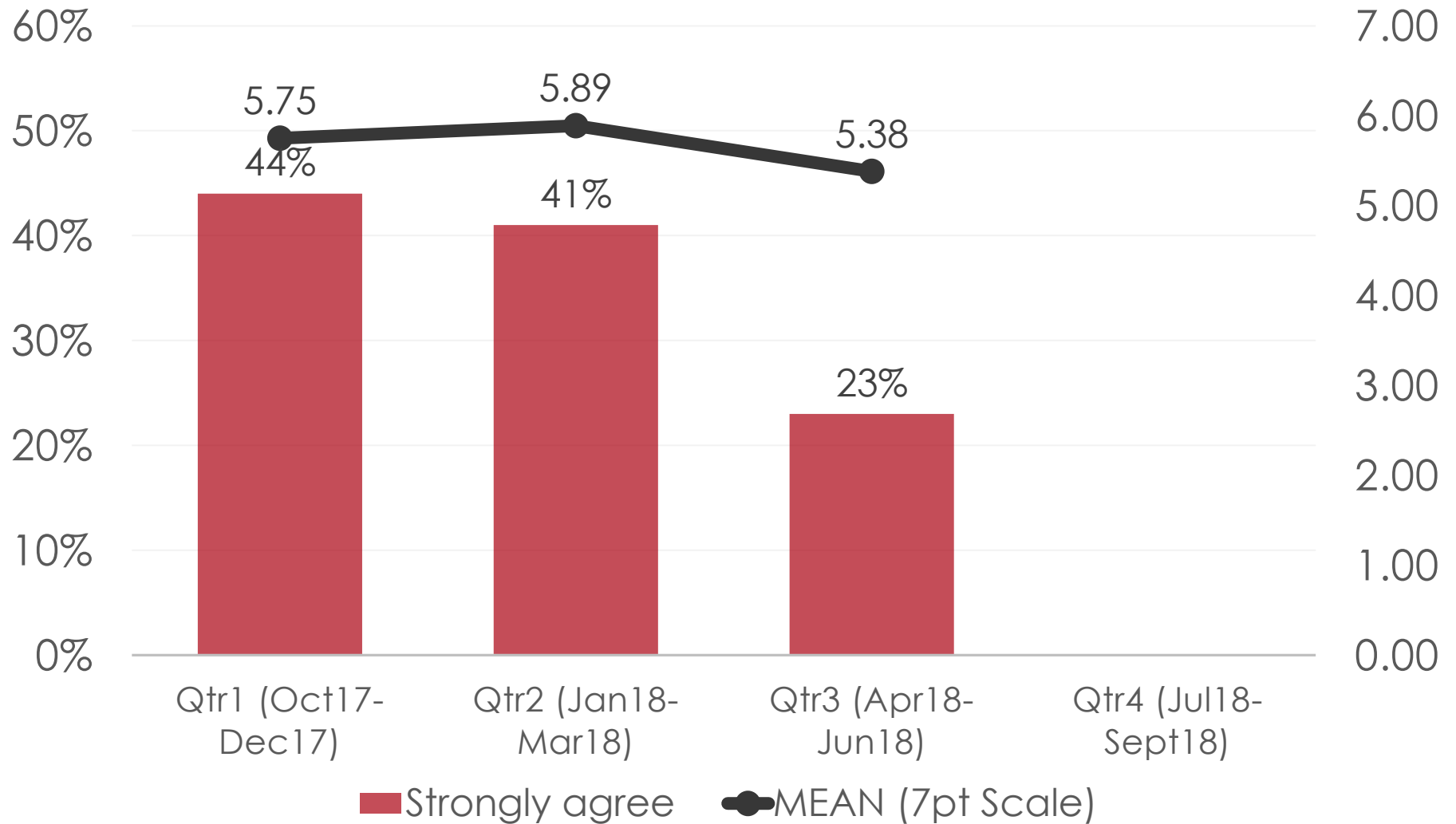
# I plan to visit Guam again



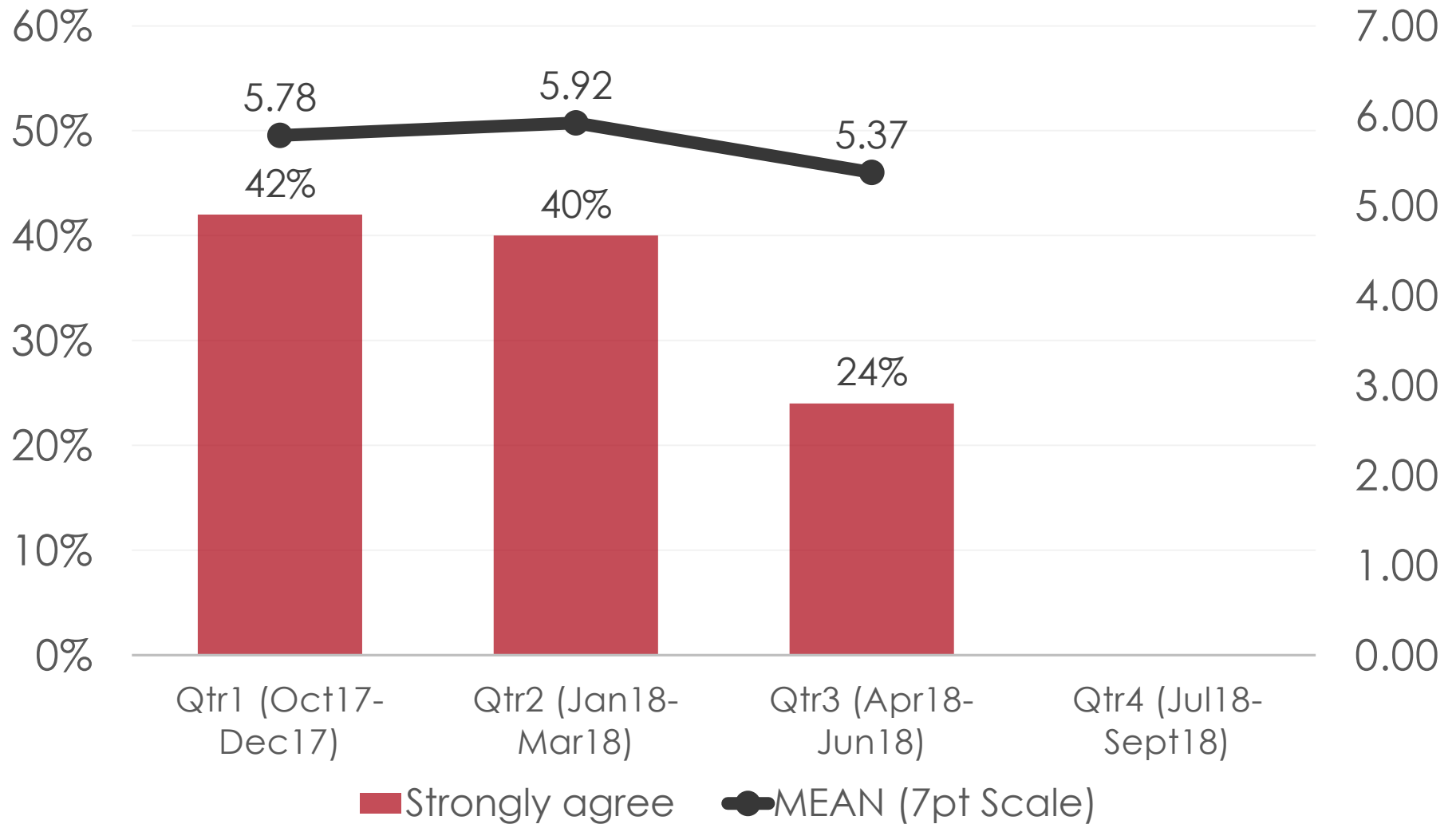
# Not enough night time activities



# Tour guides were professional

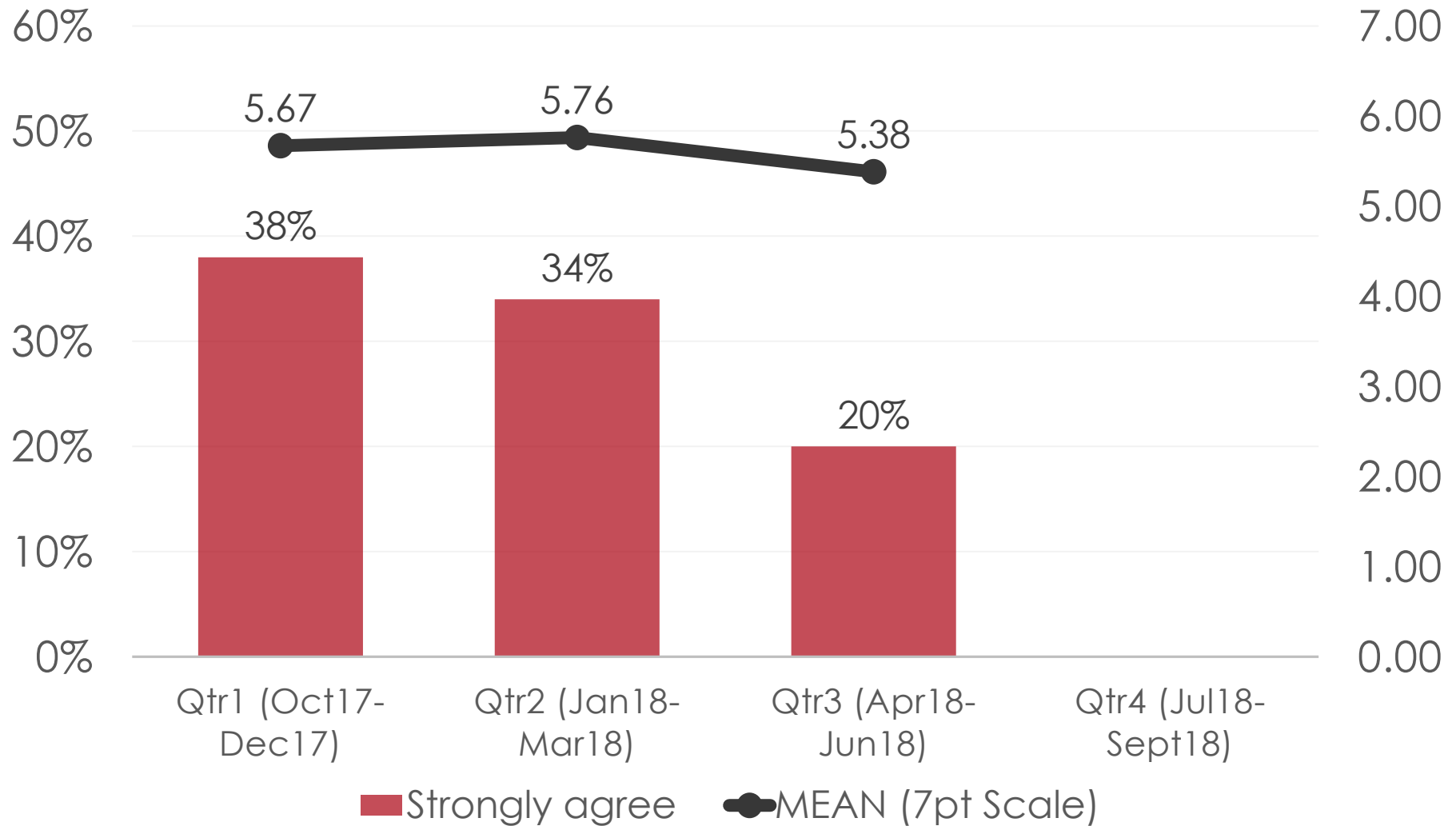


# Tour drivers were professional

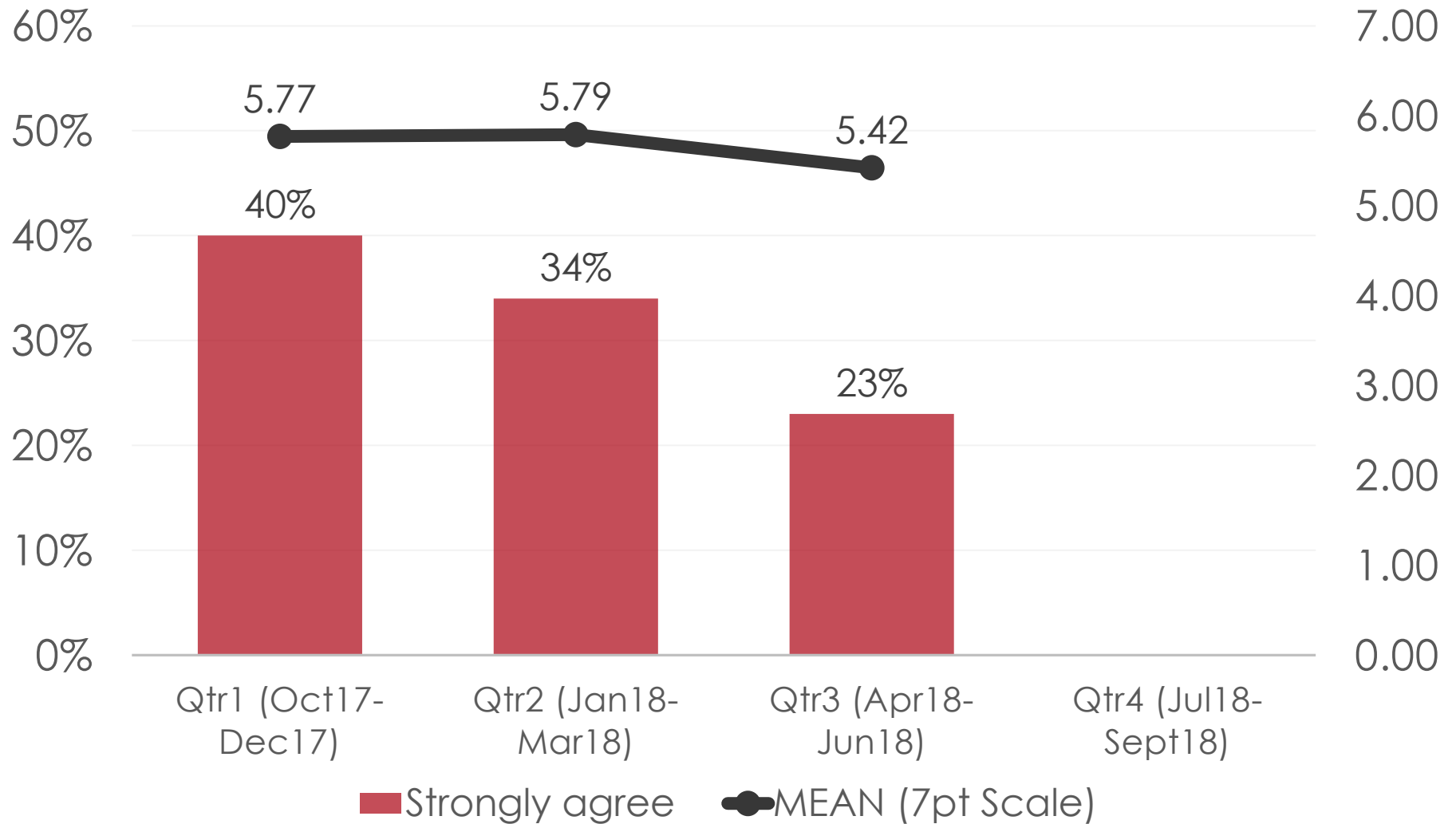




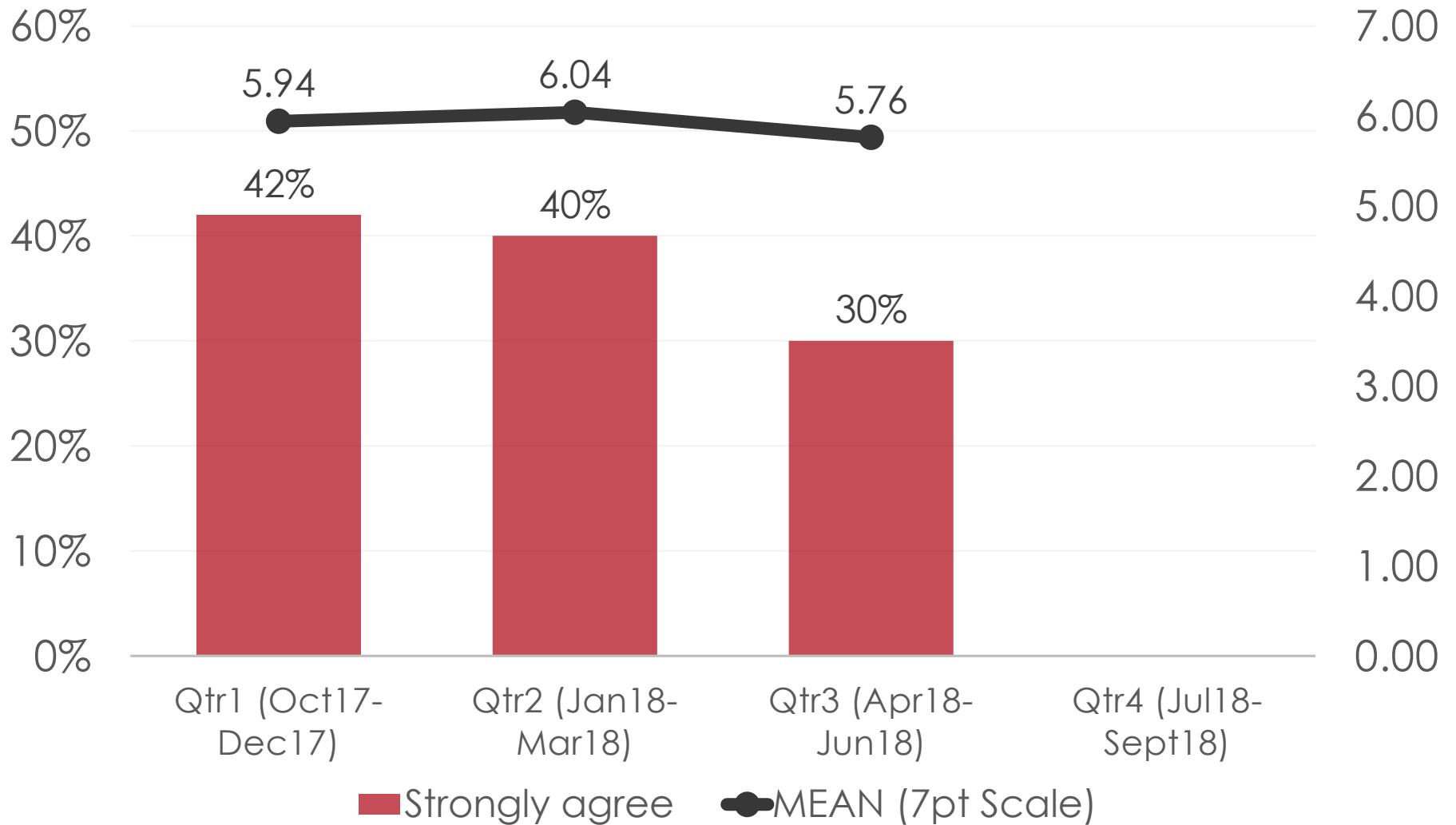
# Taxi drivers were professional



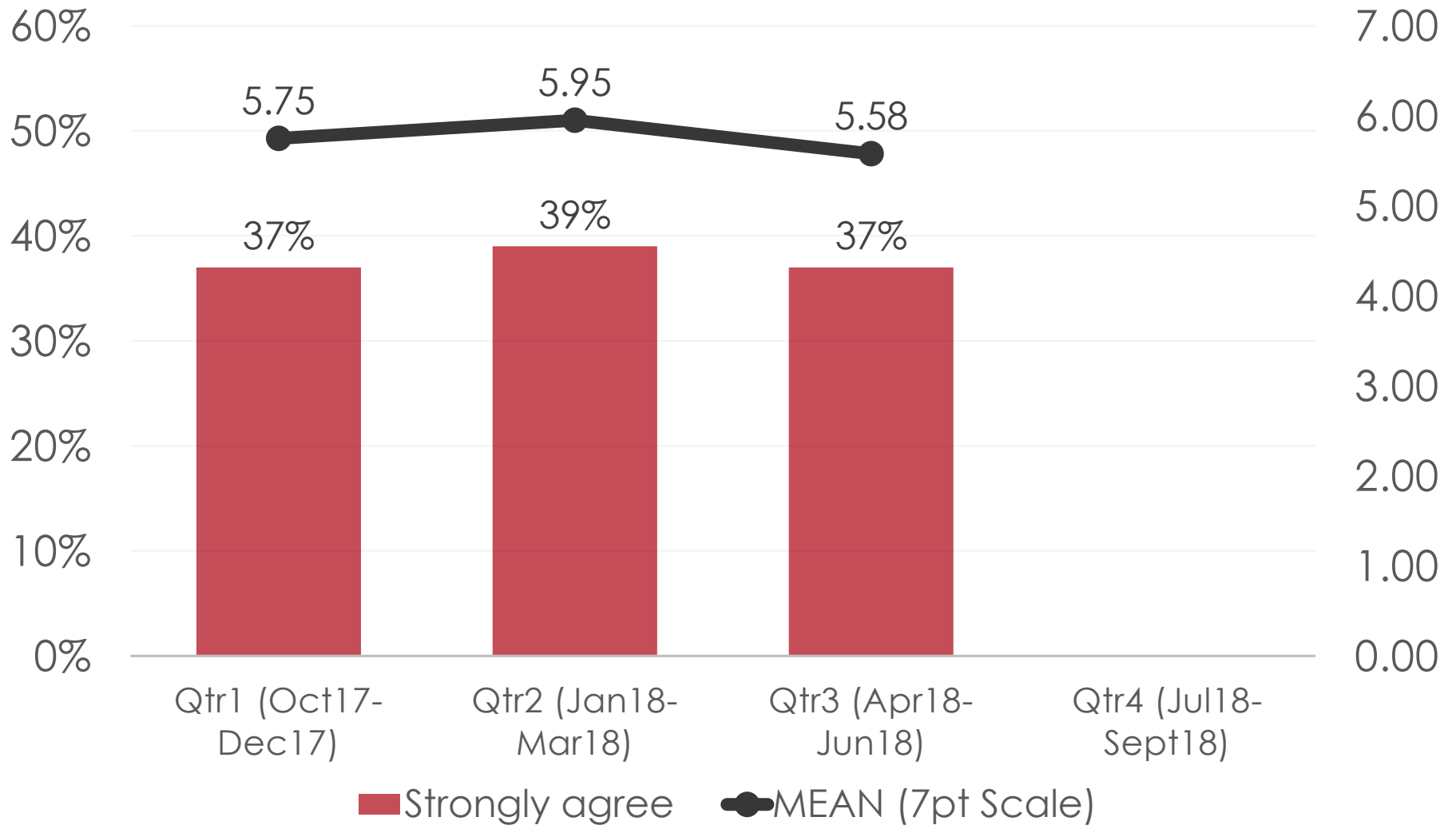
# Taxis were clean



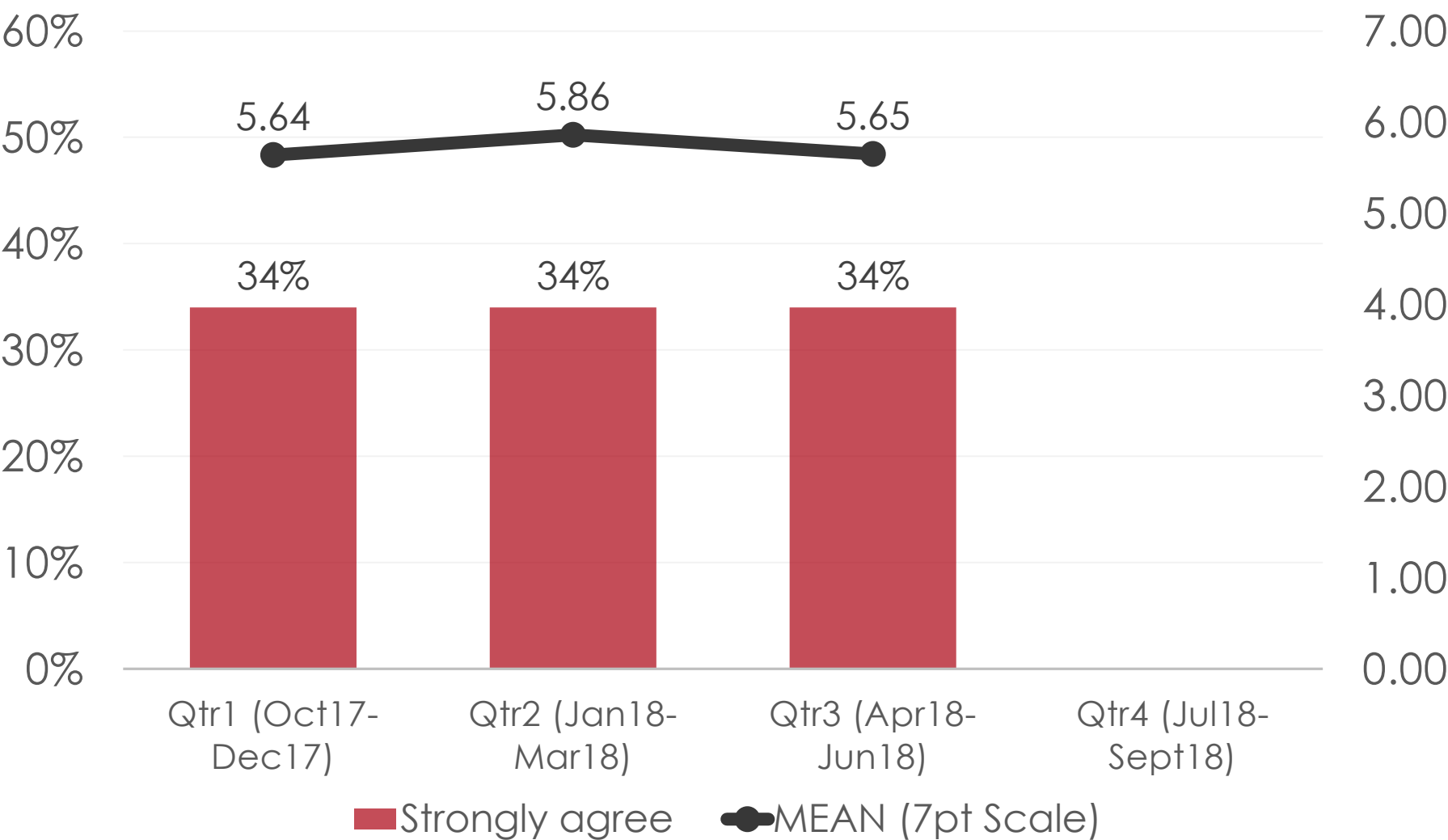
# Guam airport was clean



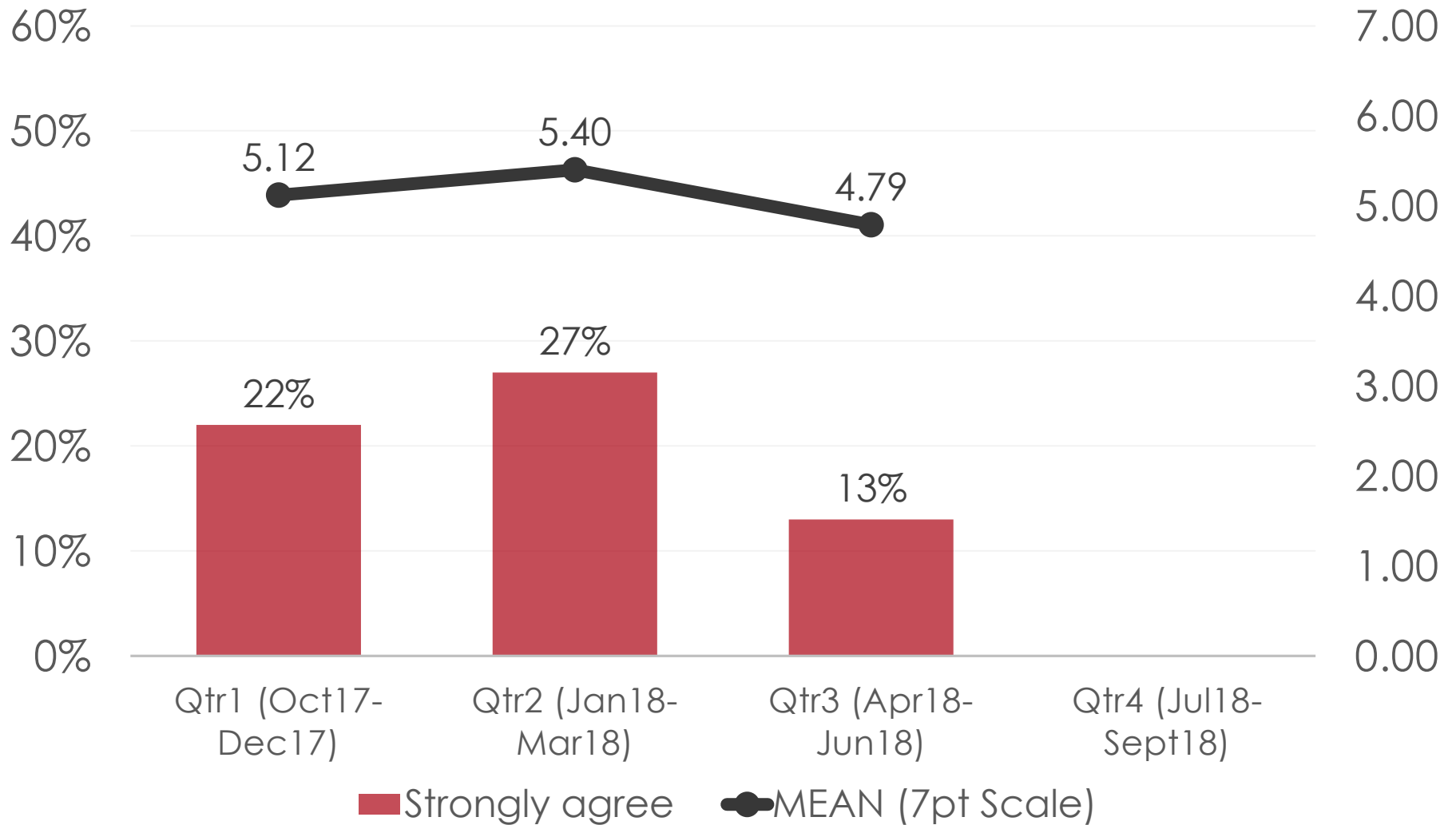
# Ease of getting around



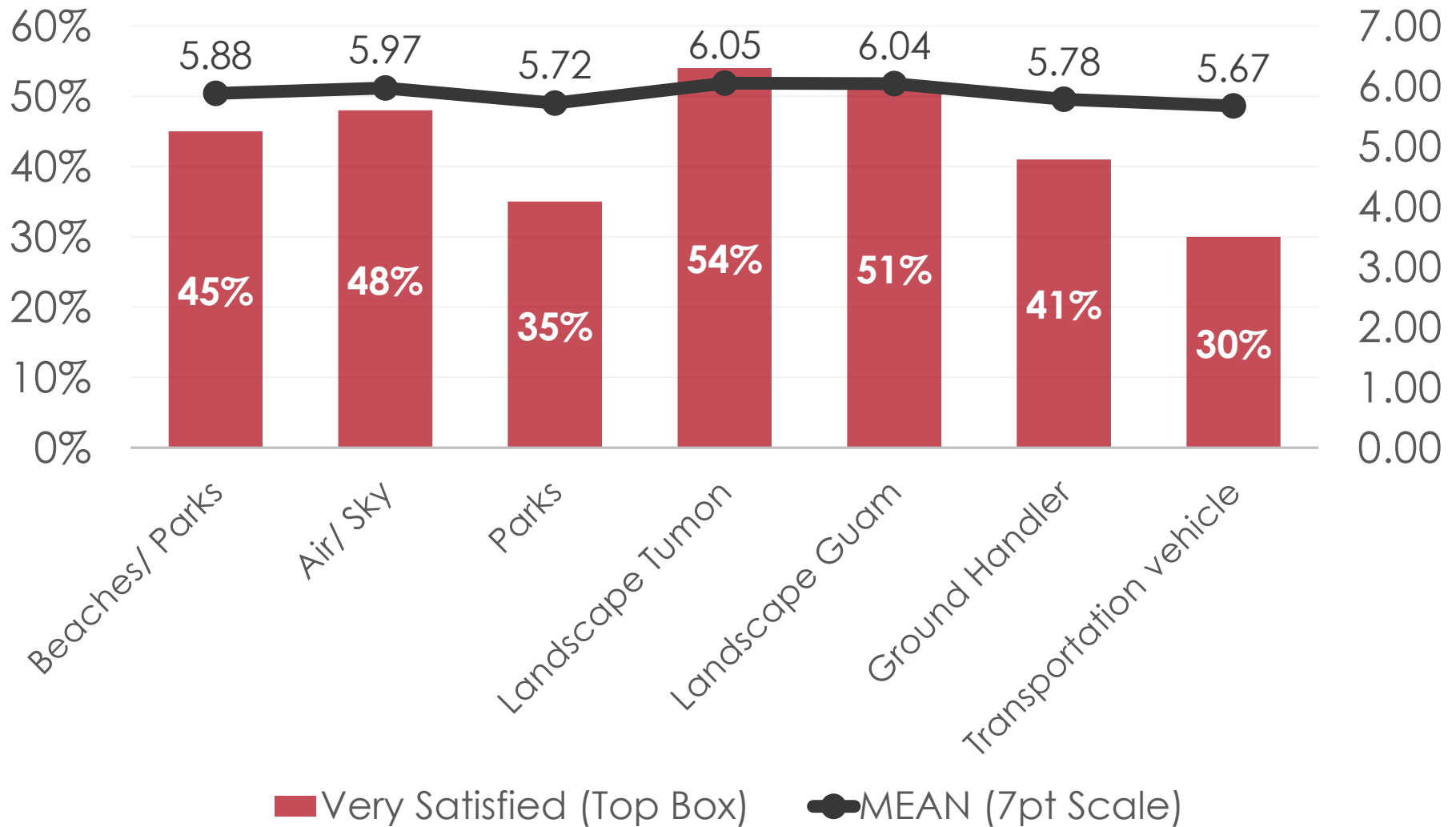
# Safety walking around at night



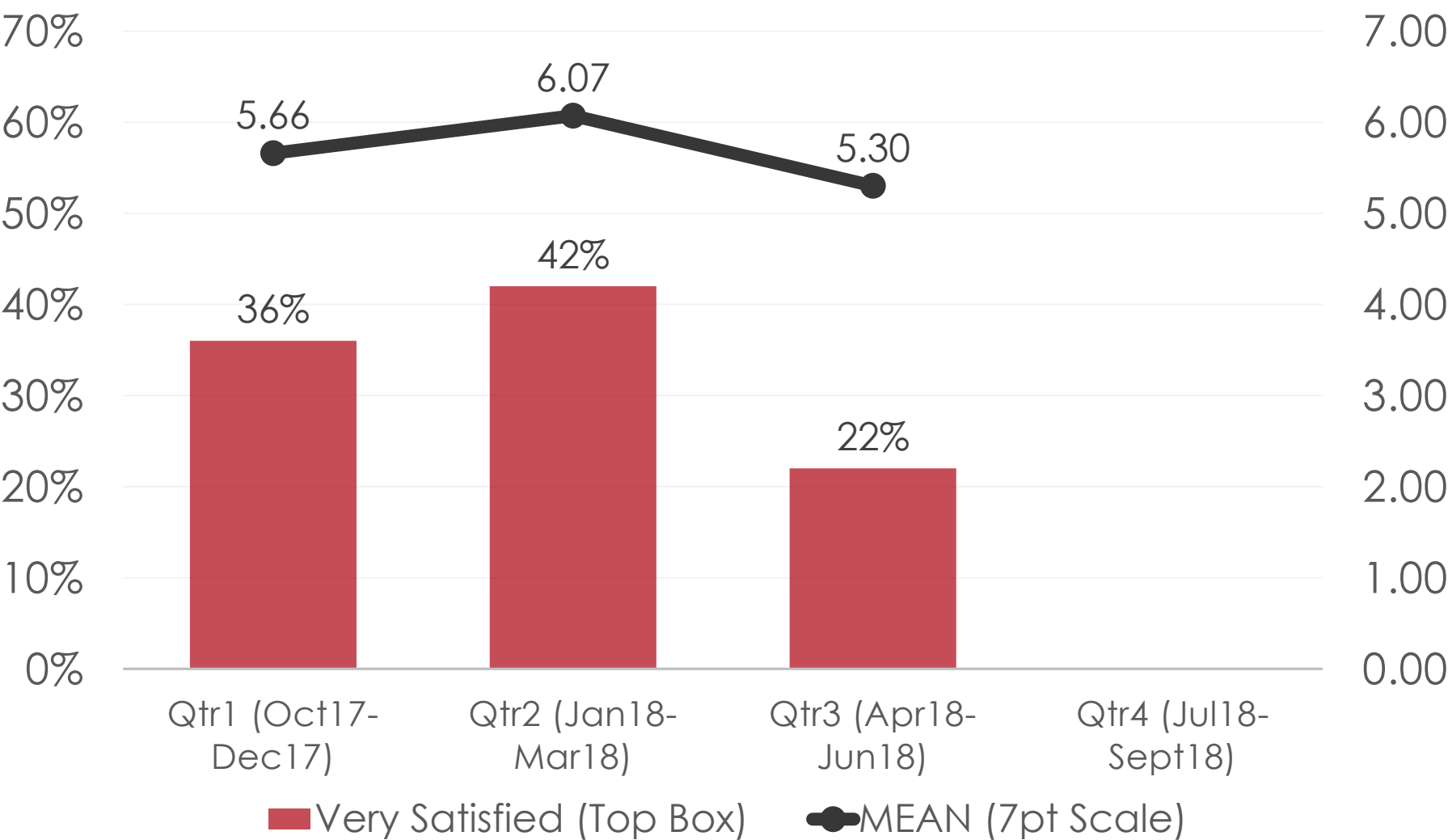
# Price of things on Guam



# GENERAL SATISFACTION – Quality/ Cleanliness



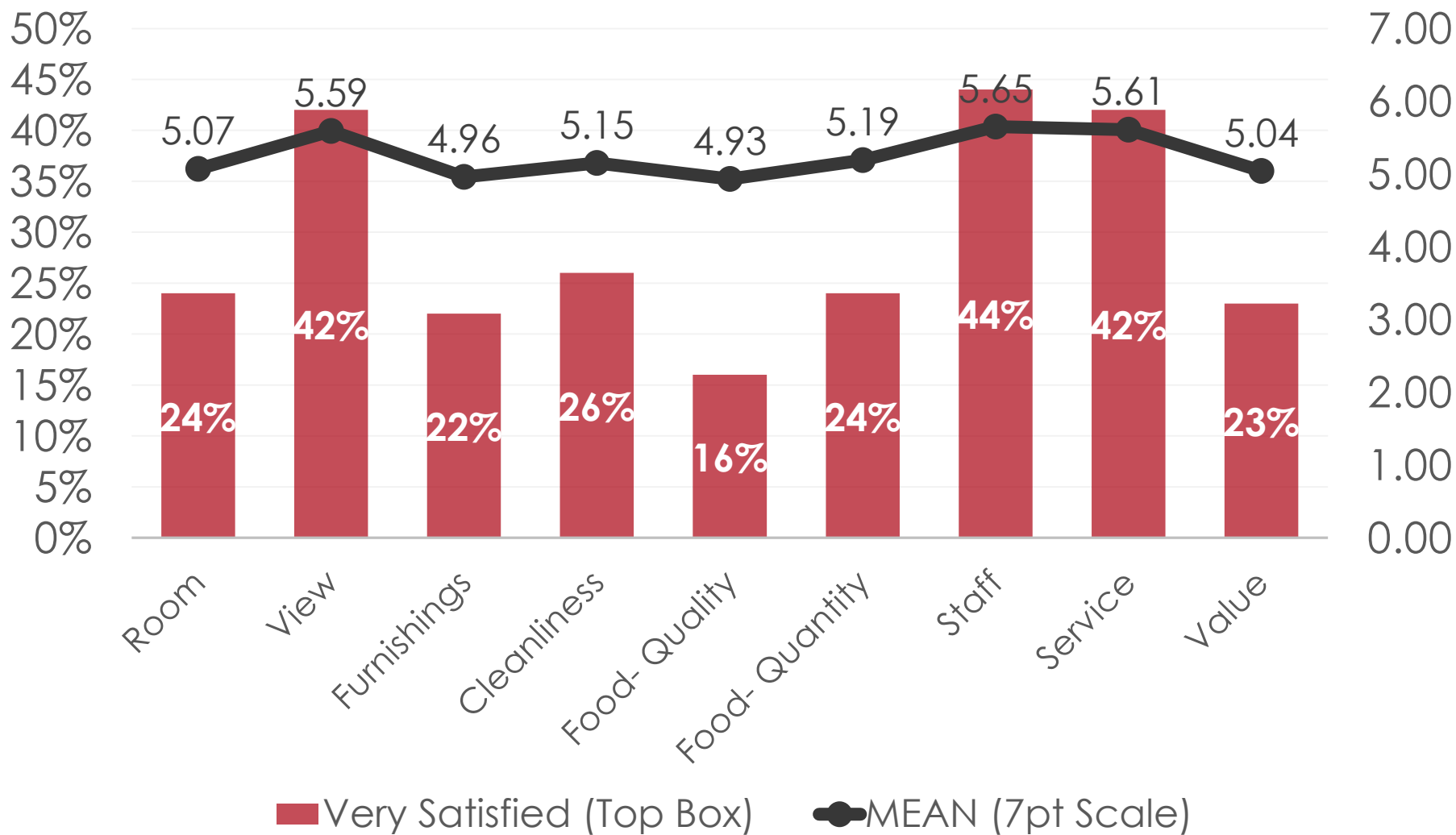
# ACCOMMODATIONS – OVERALL SATISFACTION



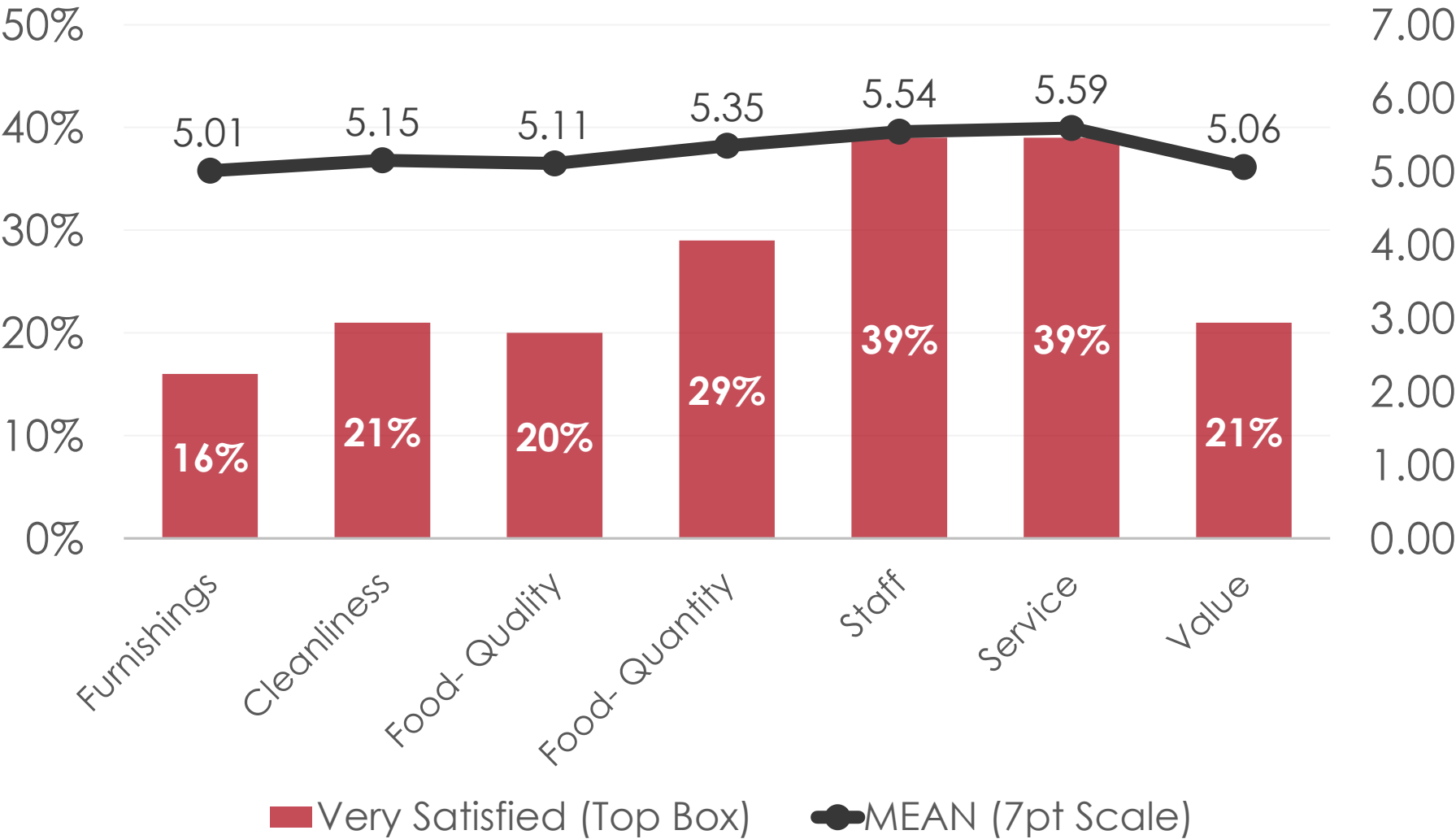


# ACCOMMODATIONS –

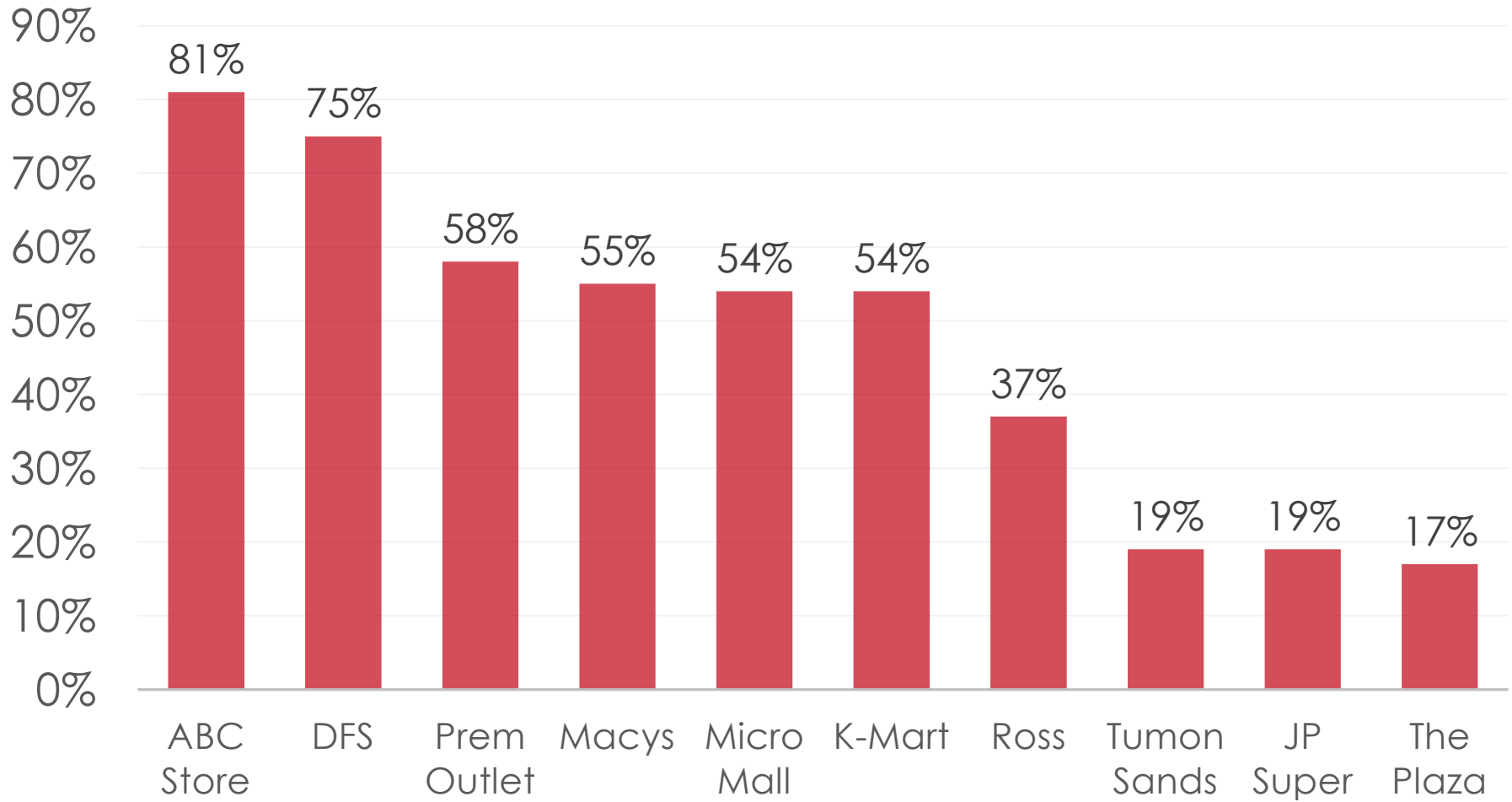
## Satisfaction by Category



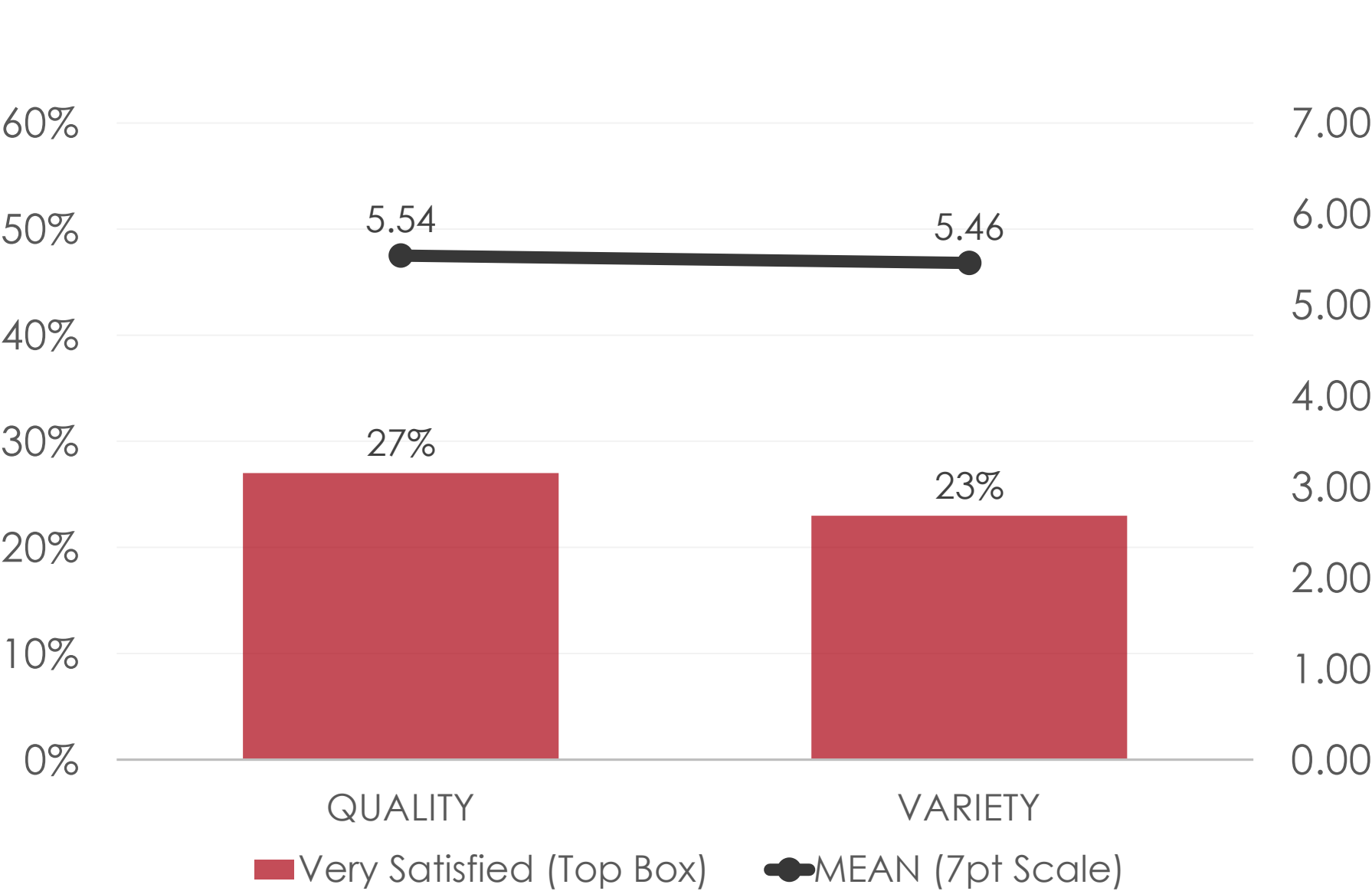
# DINING EXPERIENCE (Outside Hotel) – Satisfaction by Category



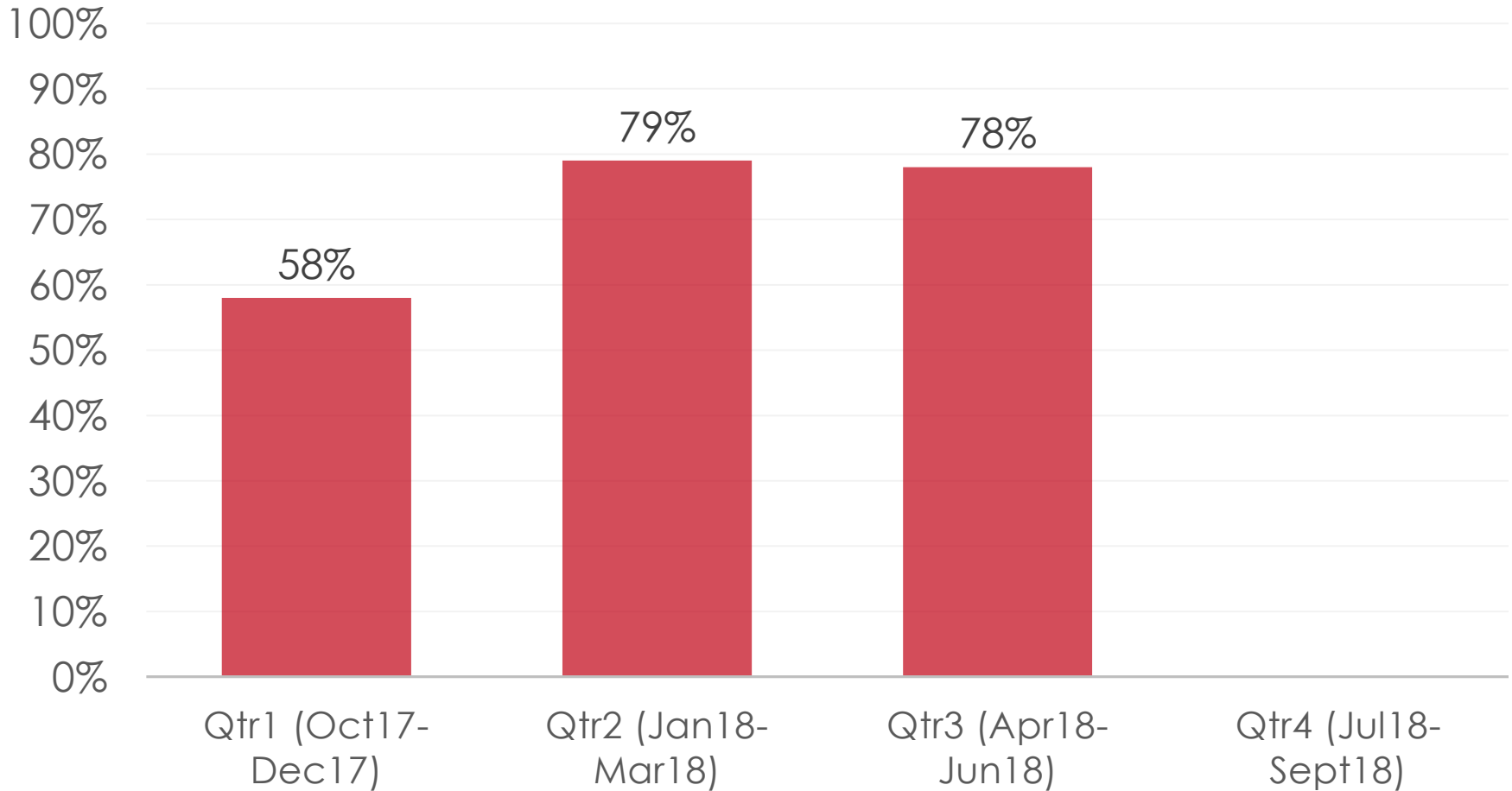
# Shopping Malls/ Stores (Top Responses)



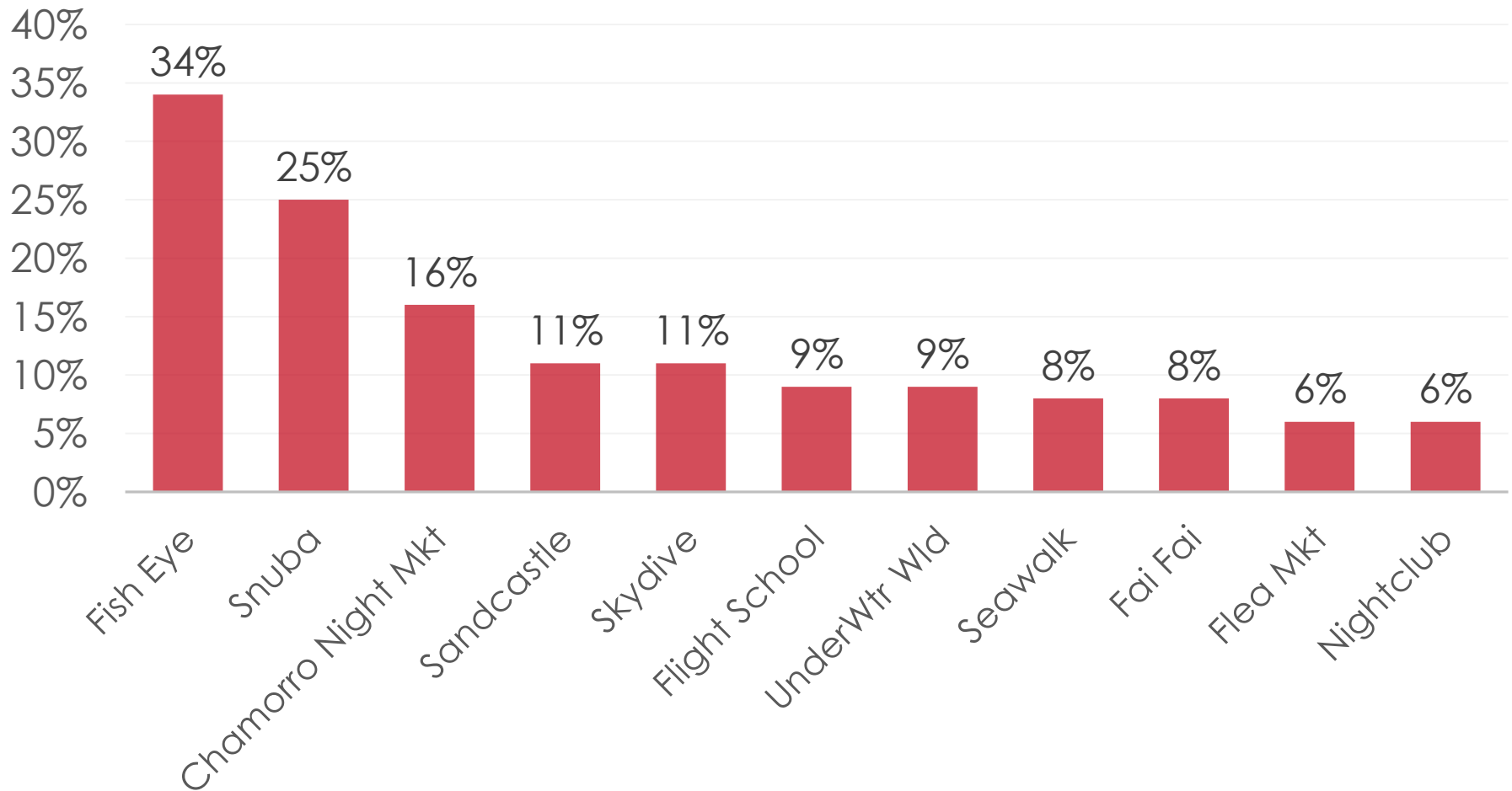
# SHOPPING - SATISFACTION



# OPTIONAL TOUR PARTICIPATION – FY2018 Tracking

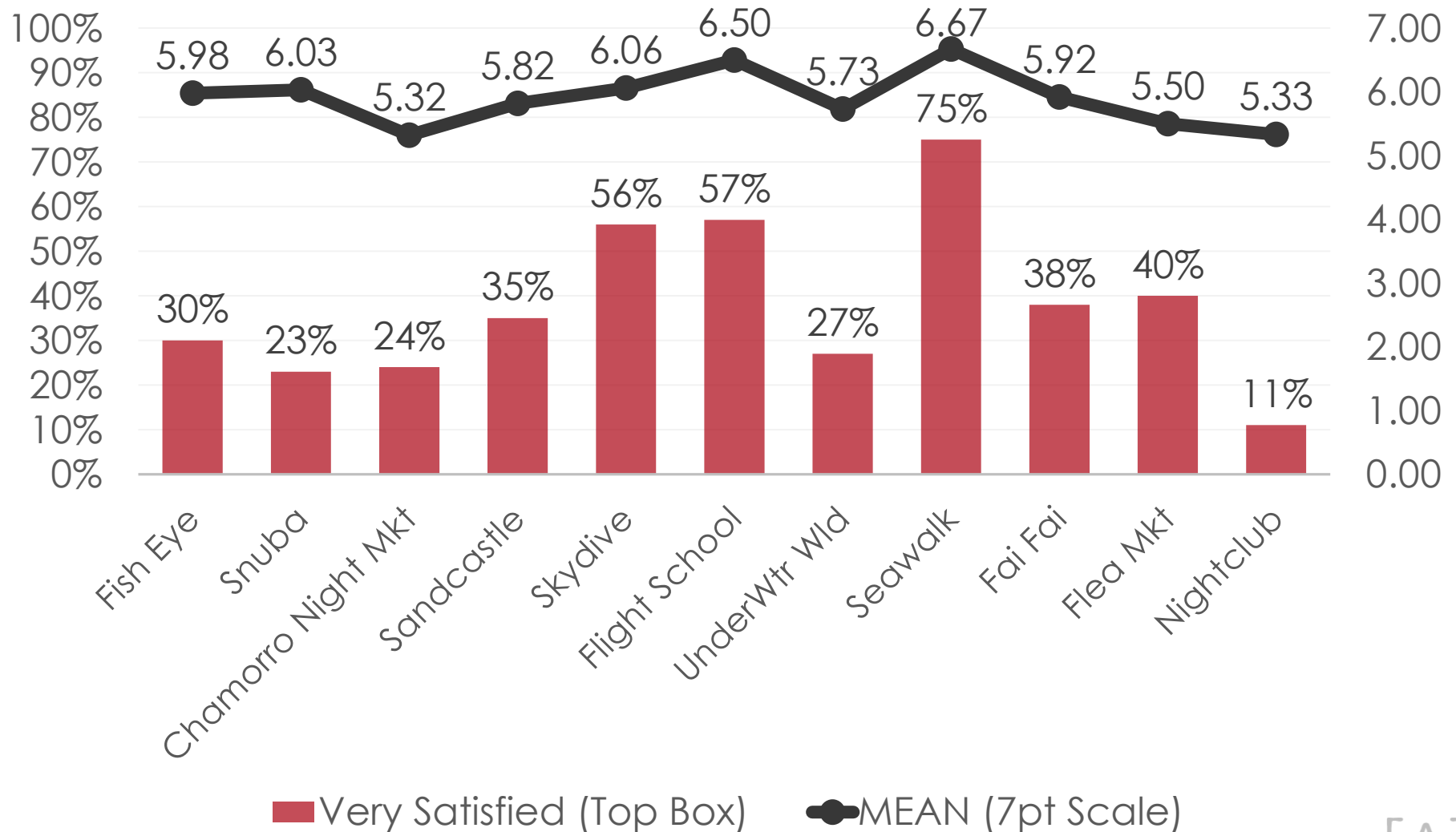


# Optional Tour Participation (Top Responses/ 5%+)

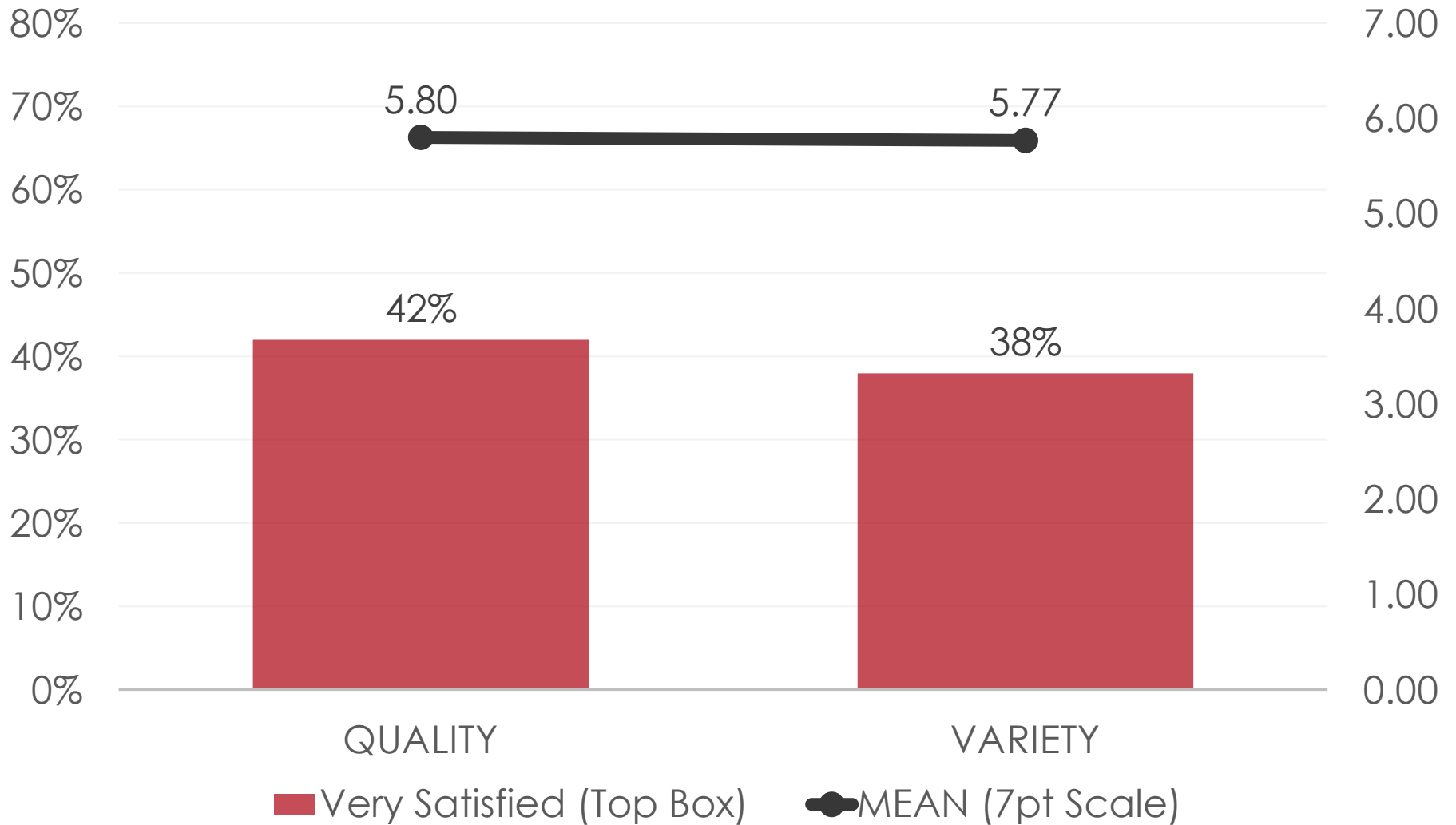


# Optional Tour Satisfaction

## Top Responses only - Participation (5%+)

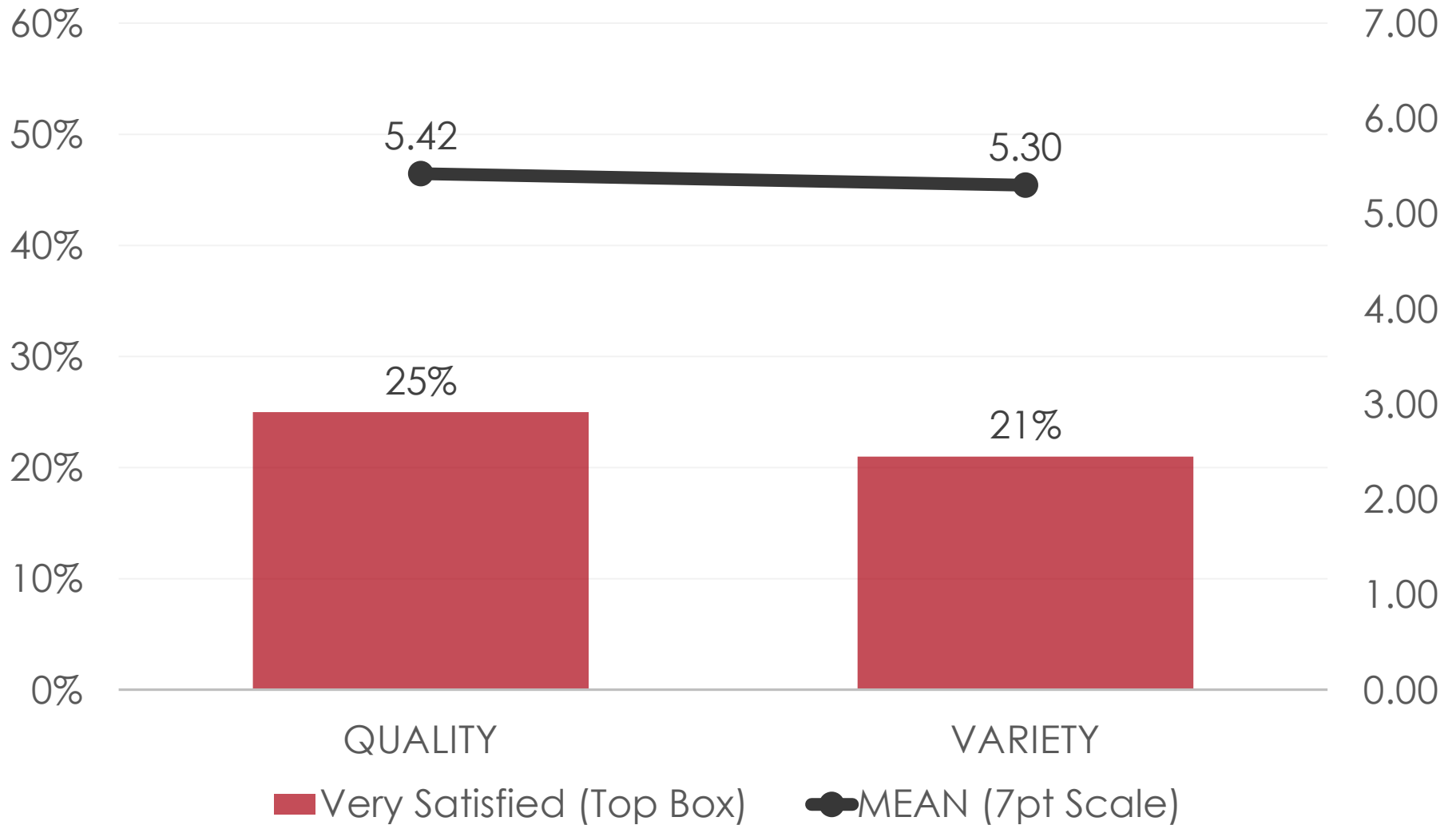


# DAY TOUR - SATISFACTION

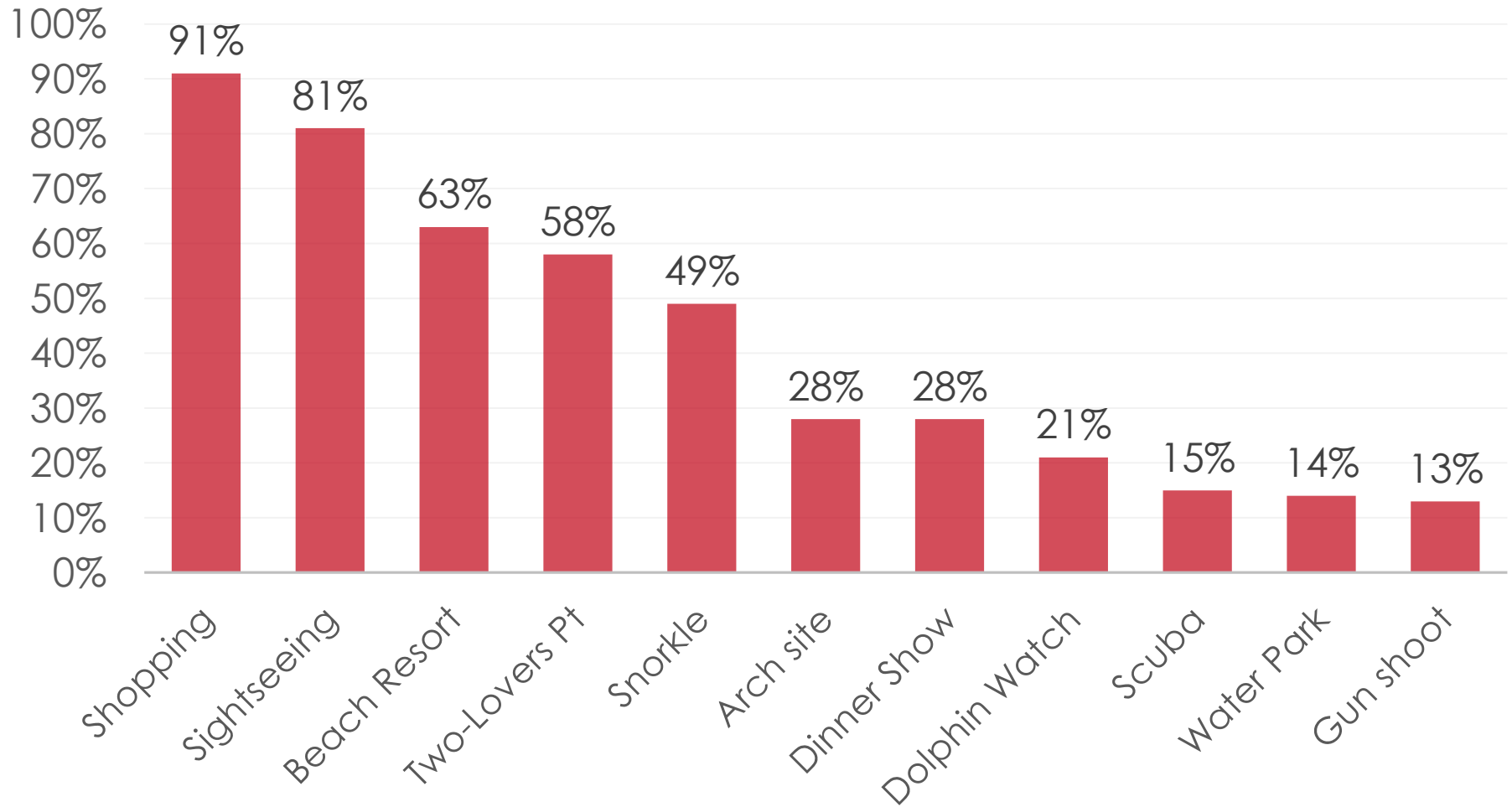




# NIGHT TOUR - SATISFACTION



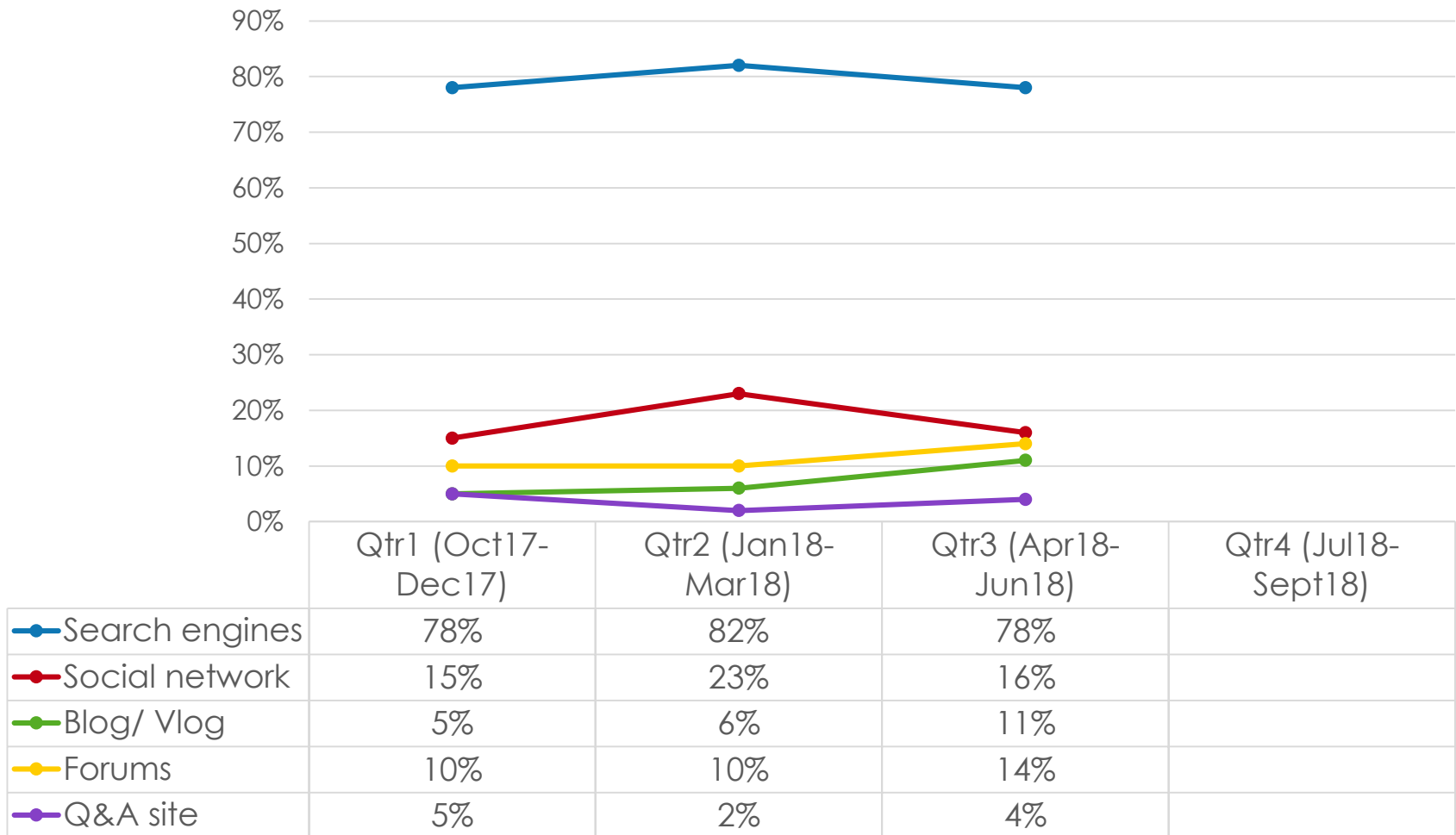
# Activities Participation (Top Responses)



# SECTION 5

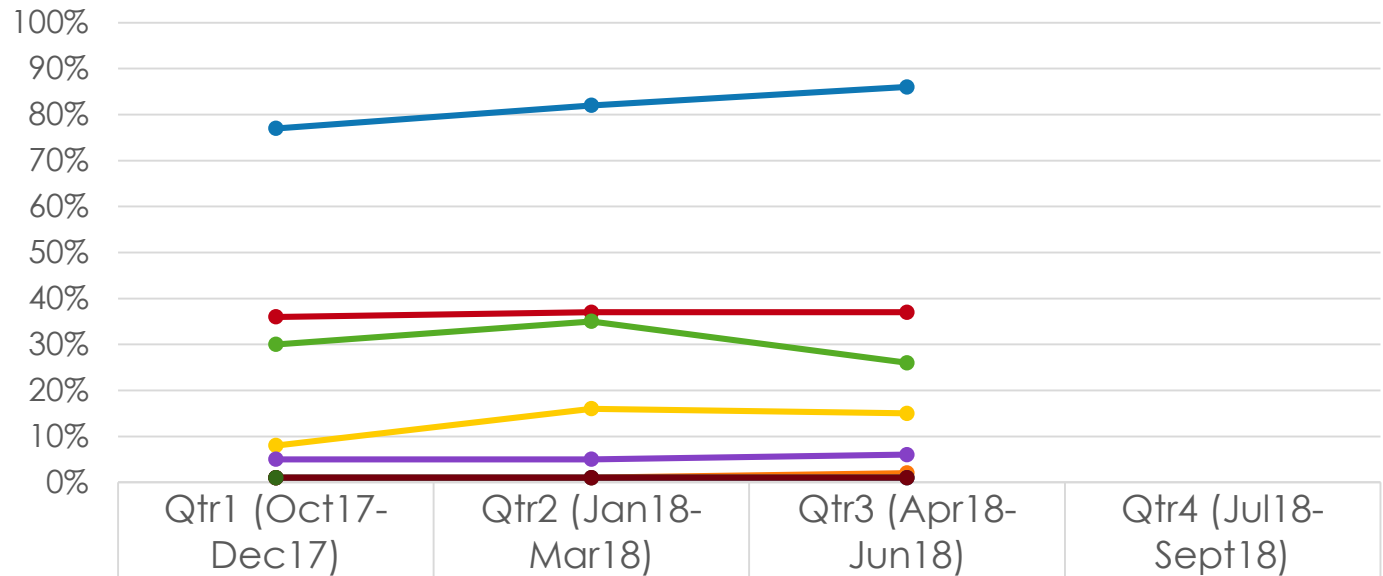
# PROMOTIONS

# INTERNET- GUAM SOURCES OF INFORMATION



# INTERNET- SOURCES OF INFORMATION

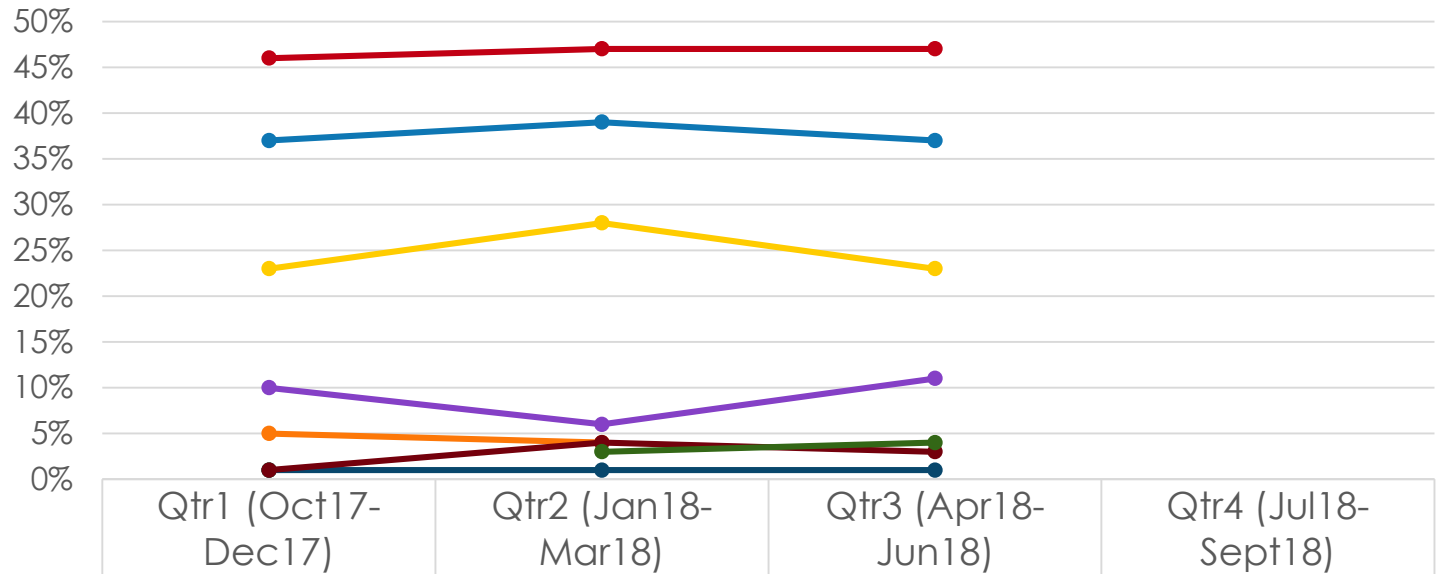
## Things to do on Guam



Google	77%	82%	86%	
Facebook	36%	37%	37%	
Yahoo	30%	35%	26%	
Instagram	8%	16%	15%	
Online booking site	5%	5%	6%	
Baidu	1%	1%	2%	
Twitter	1%	1%	1%	
Weibo	1%	1%	1%	
Sina	1%			

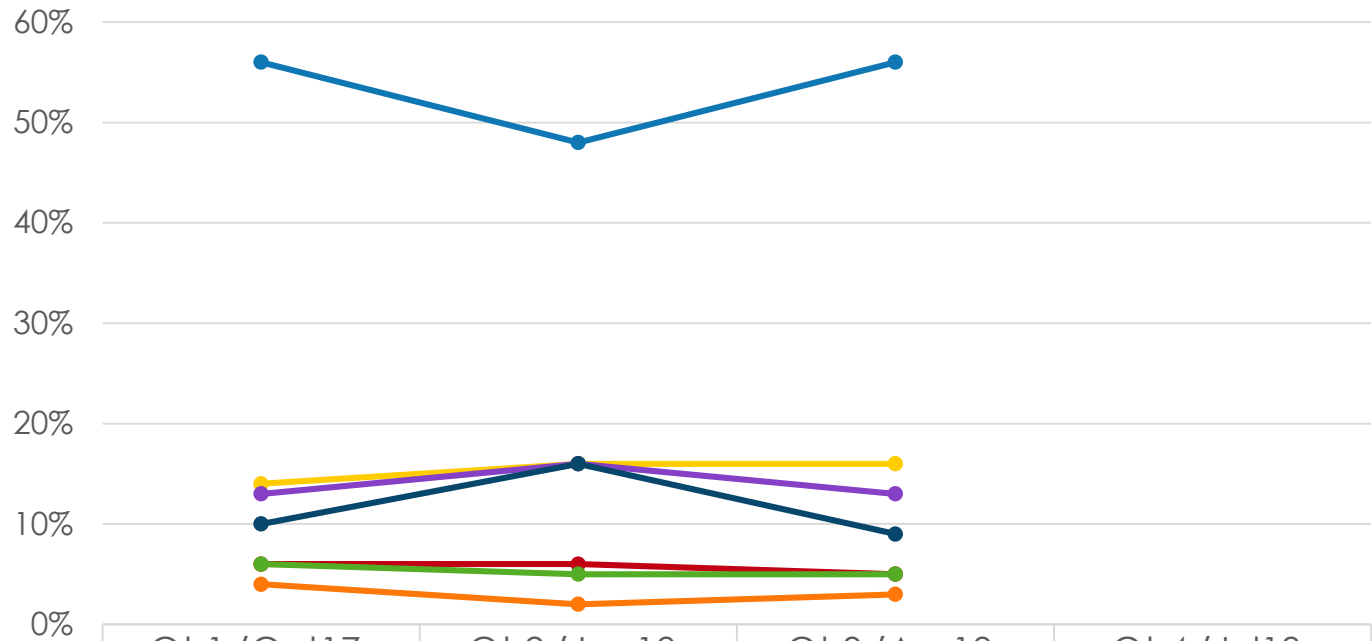
# INTERNET- SOURCES OF INFORMATION

## GVB



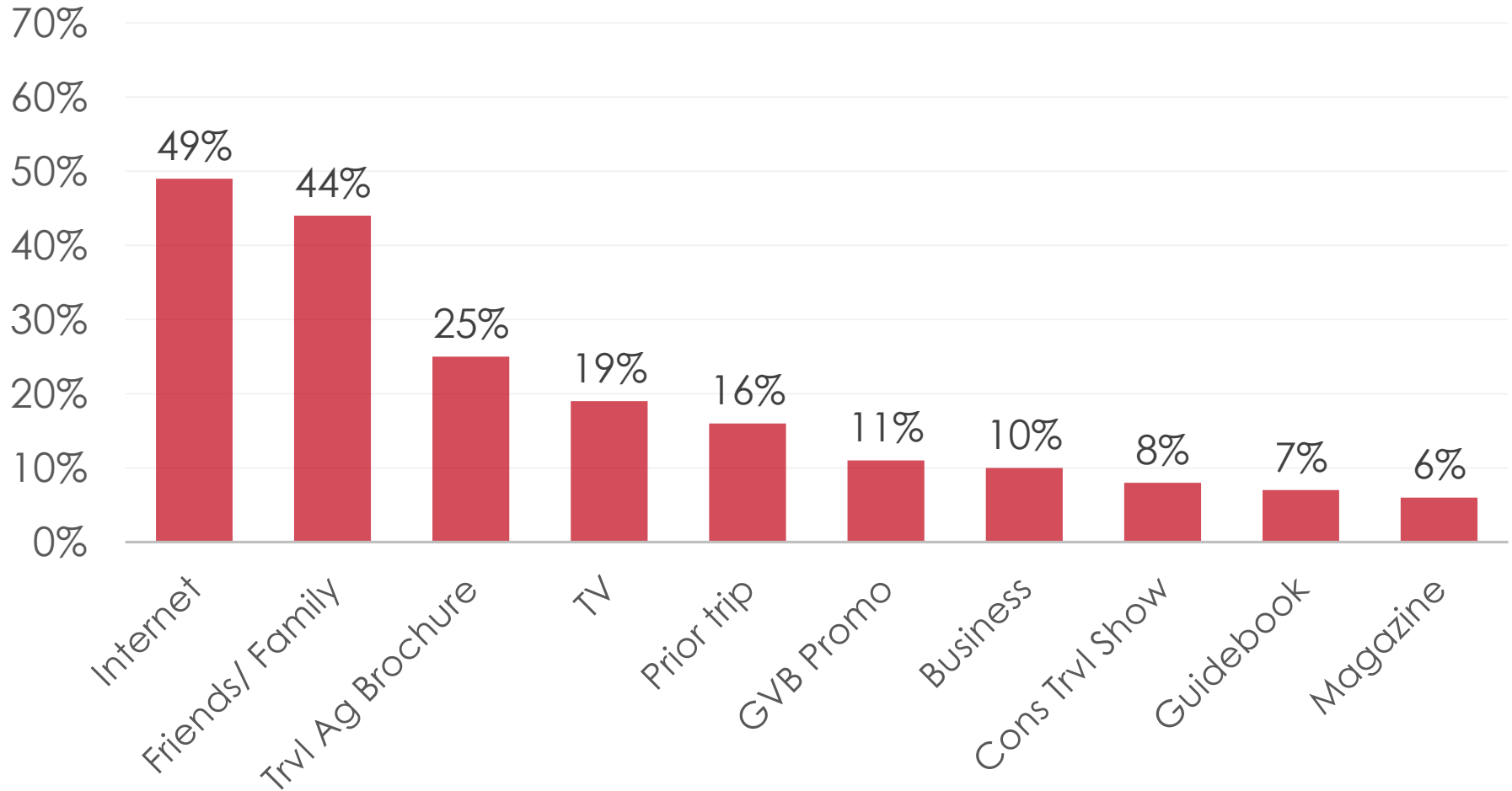
None	37%	39%	37%	
GVB Website	46%	47%	47%	
GVB Weibo	1%			
GVB Facebook	23%	28%	23%	
GVB IG	10%	6%	11%	
GVB Blog	5%	4%		
GVB Sina	1%	1%	1%	
GVB Café	1%	4%	3%	
GVB Twitter		3%	4%	

# TRAVEL MOTIVATION



	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
Friends/ Family	56%	48%	56%	
Company/ Bus Trip	6%	6%	5%	
Internet	6%	5%	5%	
Travel Show	14%	16%	16%	
Travel Agent	13%	16%	13%	
Print	4%	2%	3%	
Social Media	10%	16%	9%	

# PRE-ARRIVAL SOURCES OF INFORMATION





# PRE-ARRIVAL SOURCES OF INFORMATION – Key Segments

## GVB EXIT SURVEY

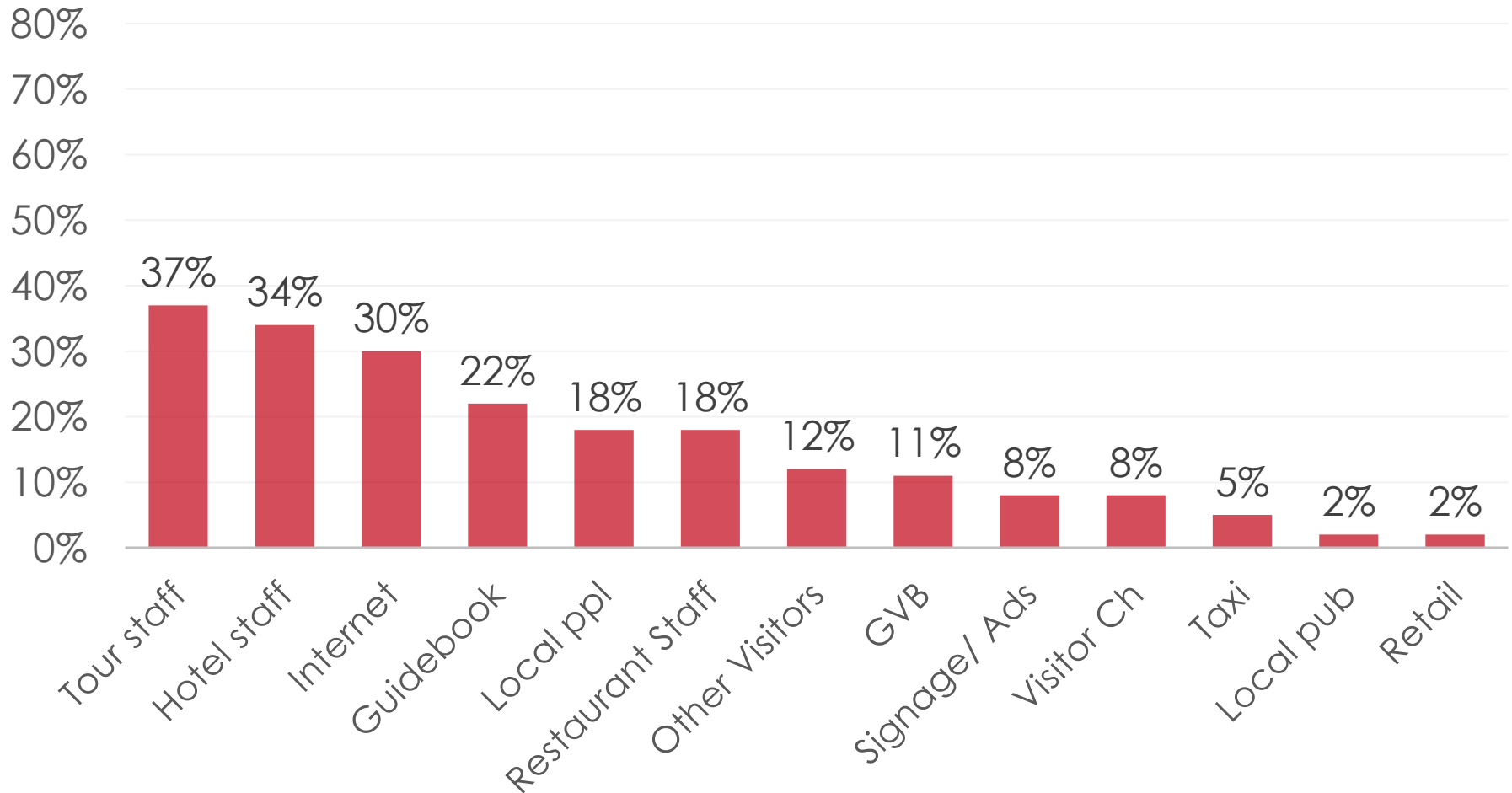
Q1 Please select the top three sources of information you used to find out about Guam before your trip:

		TOTAL	MICE	SPORT/ ADV	WEDDING	HONEYMOON
		-	-	-	-	-
Q1	Internet/Mobile App	49%	80%	50%	75%	50%
	Friend or relative	44%	20%	43%	75%	50%
	Travel agent brochure	25%	40%	25%	50%	36%
	TV	19%	40%	22%	25%	23%
	I have been to Guam before	16%	20%	14%		
	Guam Visitors Bureau promotional activities	11%		11%		18%
	Co-worker/ company travel department	10%	20%	9%		14%
	Consumer travel shows	8%	20%	9%		14%
	Travel guide book at bookstores	7%		9%		5%
	Magazine (consumer)	6%		6%		
	Newspaper	4%		4%		9%
	Travel trade shows	3%		3%		5%
	Guam Visitors Bureau office	2%		2%		5%
	Total	158	5	96	4	22

Prepared by Anthology Research

# ONISLE

## SOURCES OF INFORMATION



# ON-ISLE SOURCES OF INFORMATION – Key Segments

## GVB EXIT SURVEY

Q2 Please select the top three sources of information you used to find out about Guam while you were here:

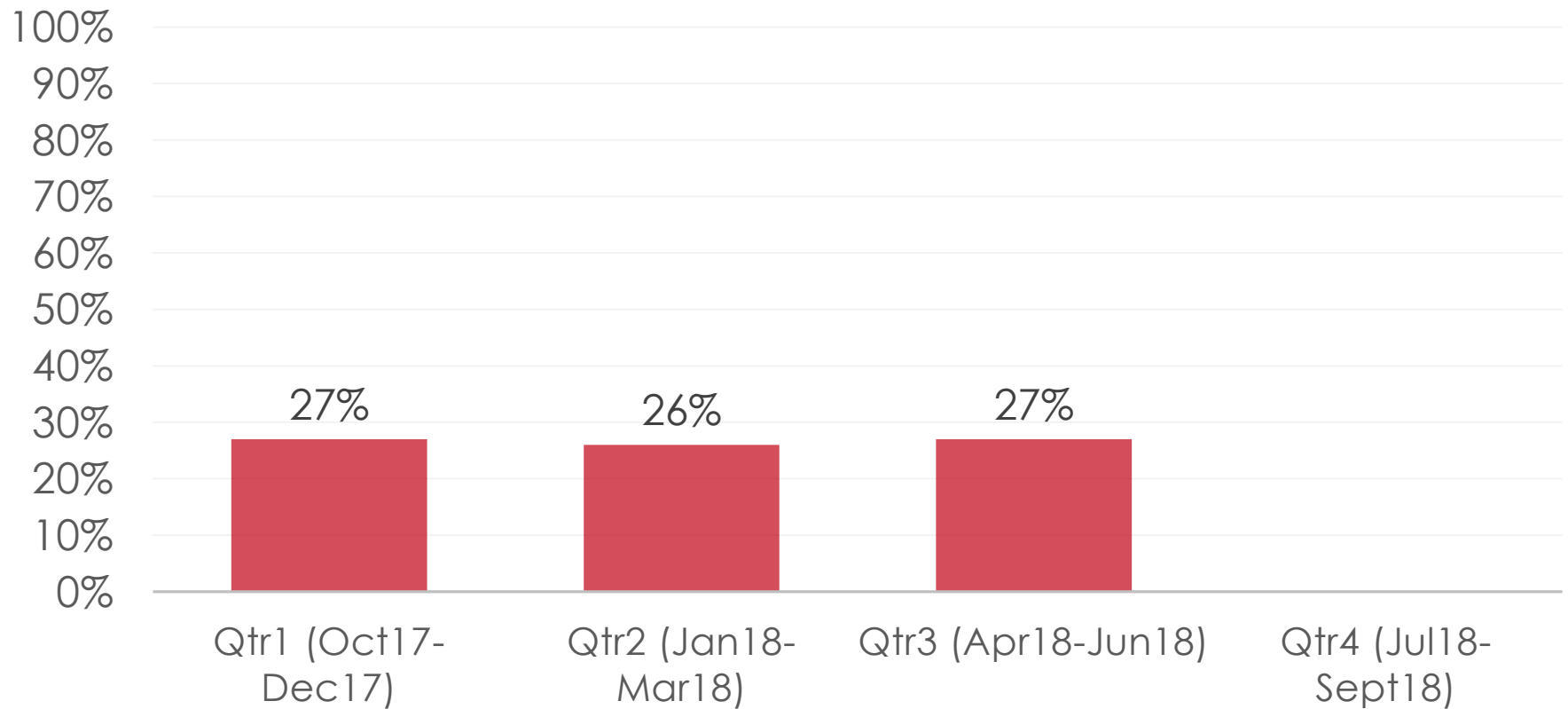
		TOTAL	MICE	SPORT/ADV	WEDDING	HONEYMOON
		-	-	-	-	-
Q2	Tour staff	37%	60%	44%	50%	64%
	Hotel staff	34%	40%	36%		18%
	Internet/Mobile App	30%	40%	27%	75%	32%
	Guide books I brought with me	22%		24%	75%	23%
	Local people	18%	20%	20%	25%	14%
	Restaurant staff (outside hotel)	18%		18%		
	Other visitors	12%	20%	11%		27%
	Guam Visitors Bureau	11%		10%	25%	9%
	Signs/ advertisement	8%	20%	8%		9%
	Visitors channel	8%	20%	7%		9%
	Taxi drivers	5%	20%	7%		9%
	Retail staff	2%	20%	3%		
	Local publication	2%		2%		
	Total	158	5	96	4	22

Prepared by Anthology Research

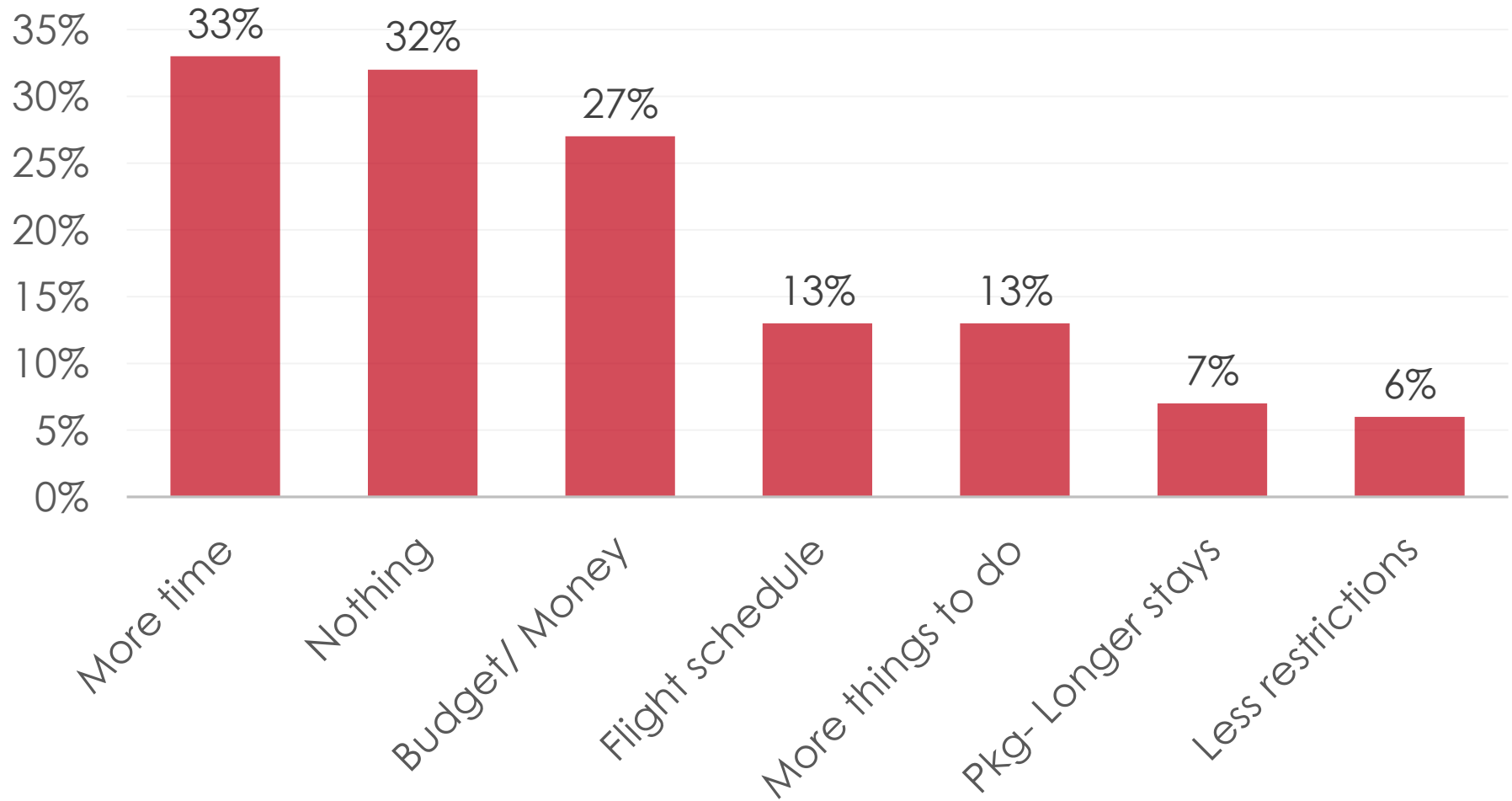
# SECTION 6

## FUTURE TRAVEL TO GUAM

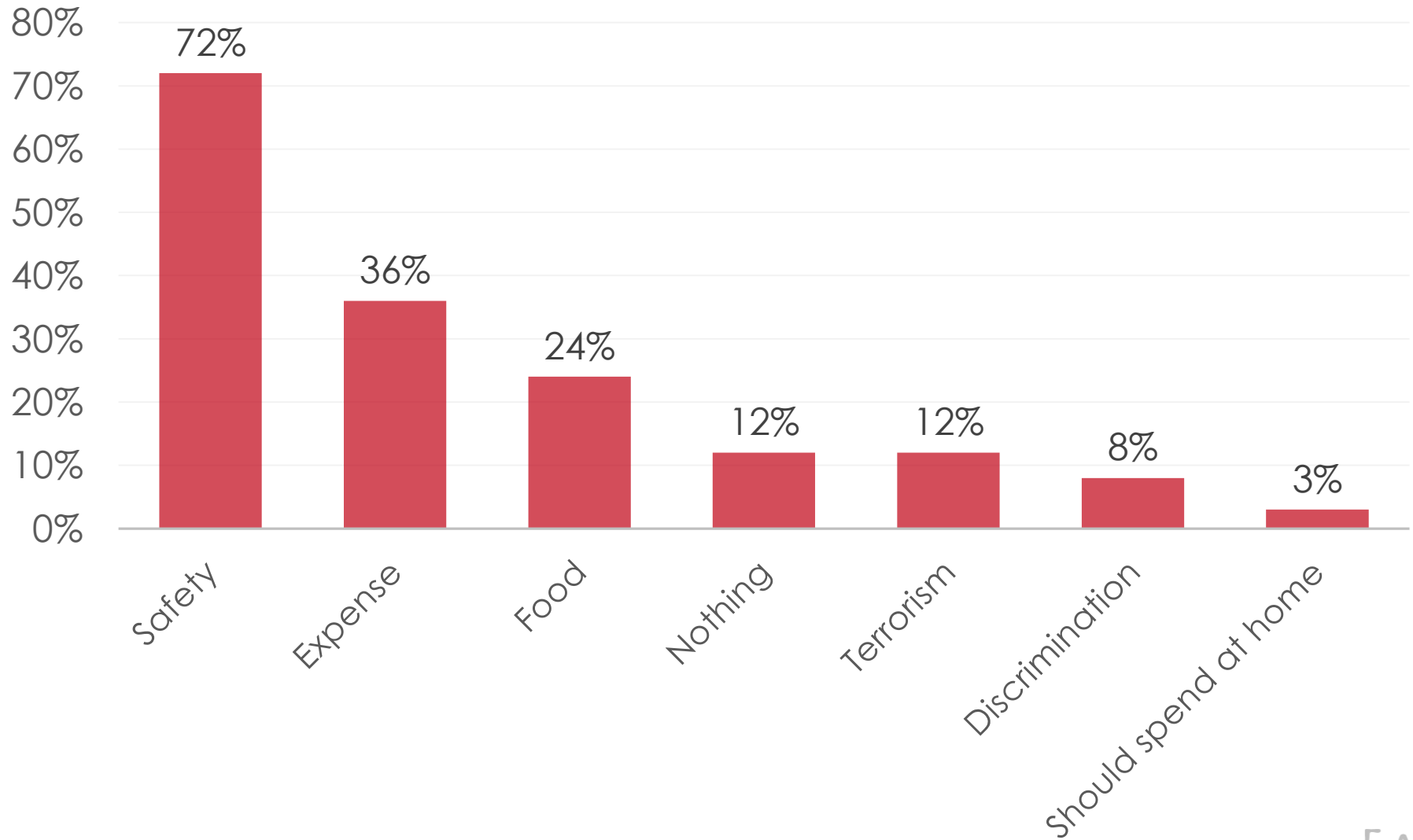
# Will security screening/ immigration at Guam Airport impact future travel to Guam?



# What would it take to make you stay an extra day on Guam?



# FUTURE TRAVEL CONCERNS

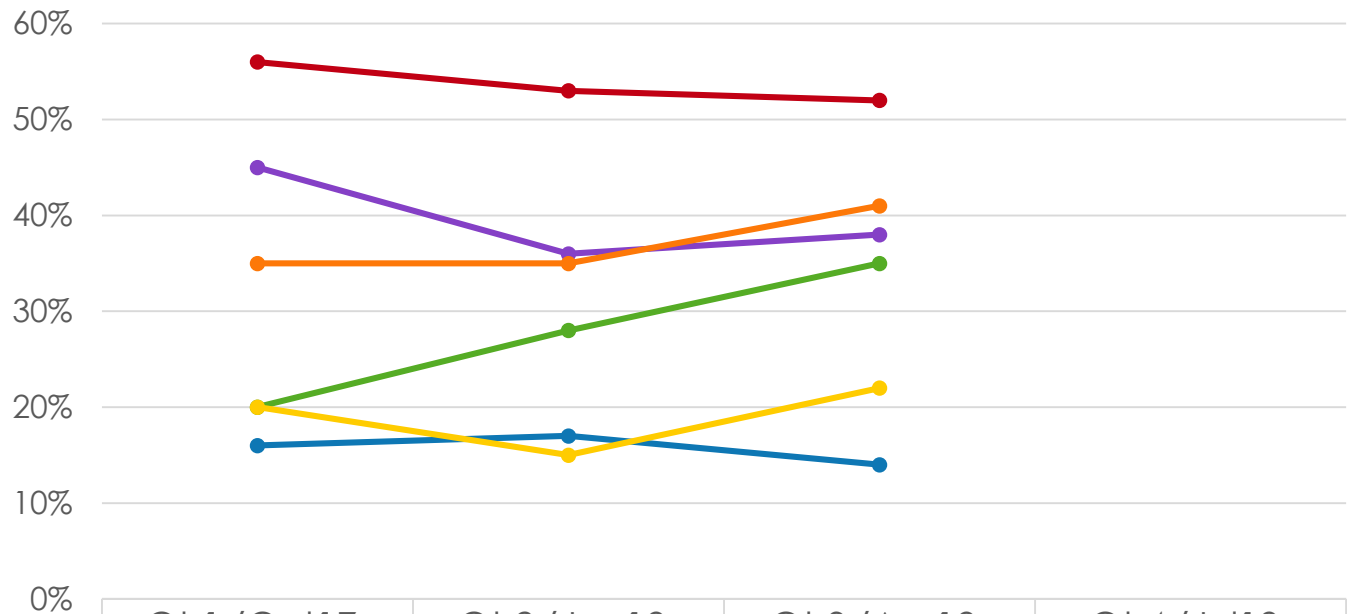


# SECTION 7

## GUAM CULTURE

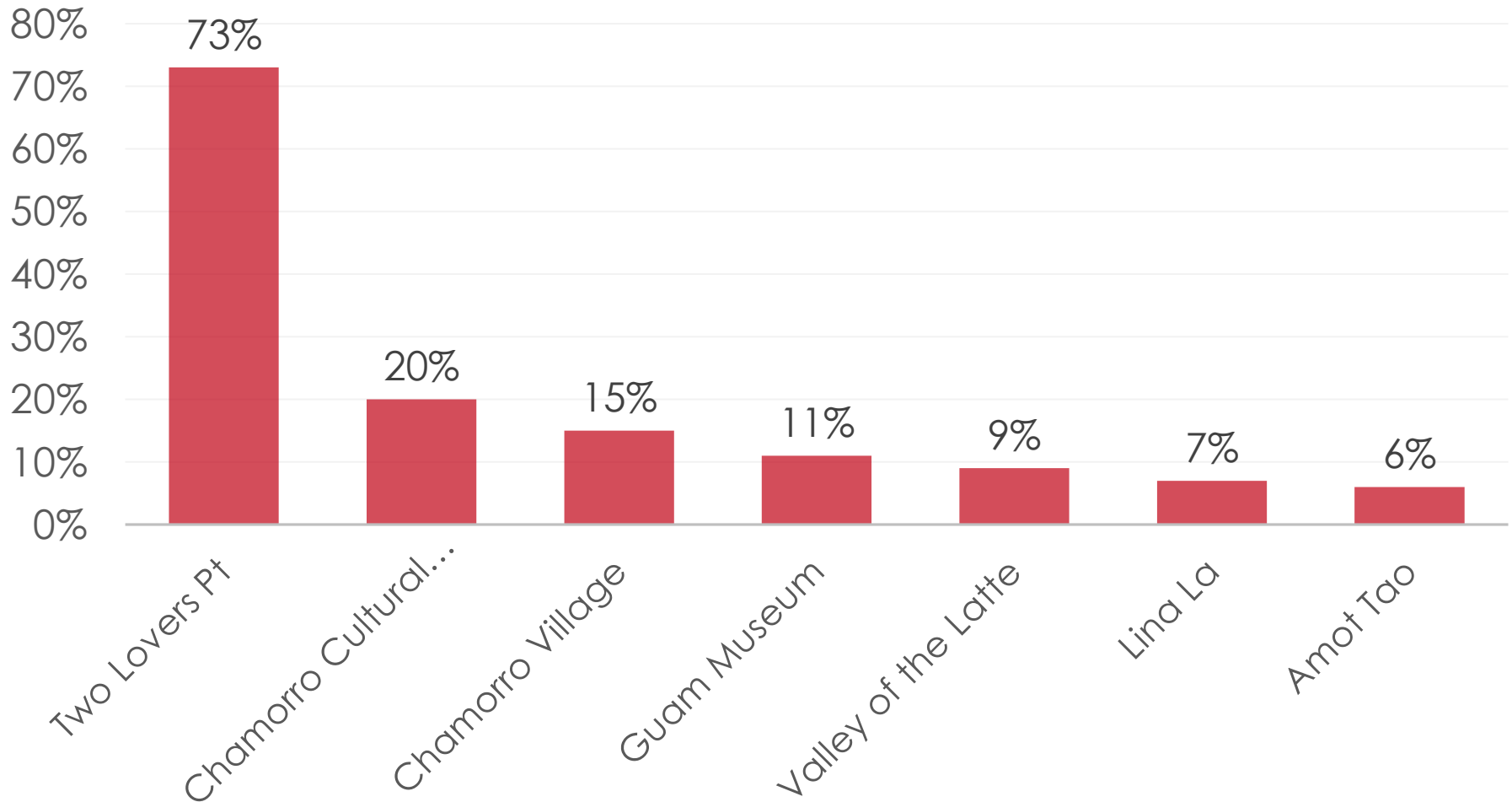


# EXPERIENCED- CHAMORRO/ HAFA ADAI SPIRIT

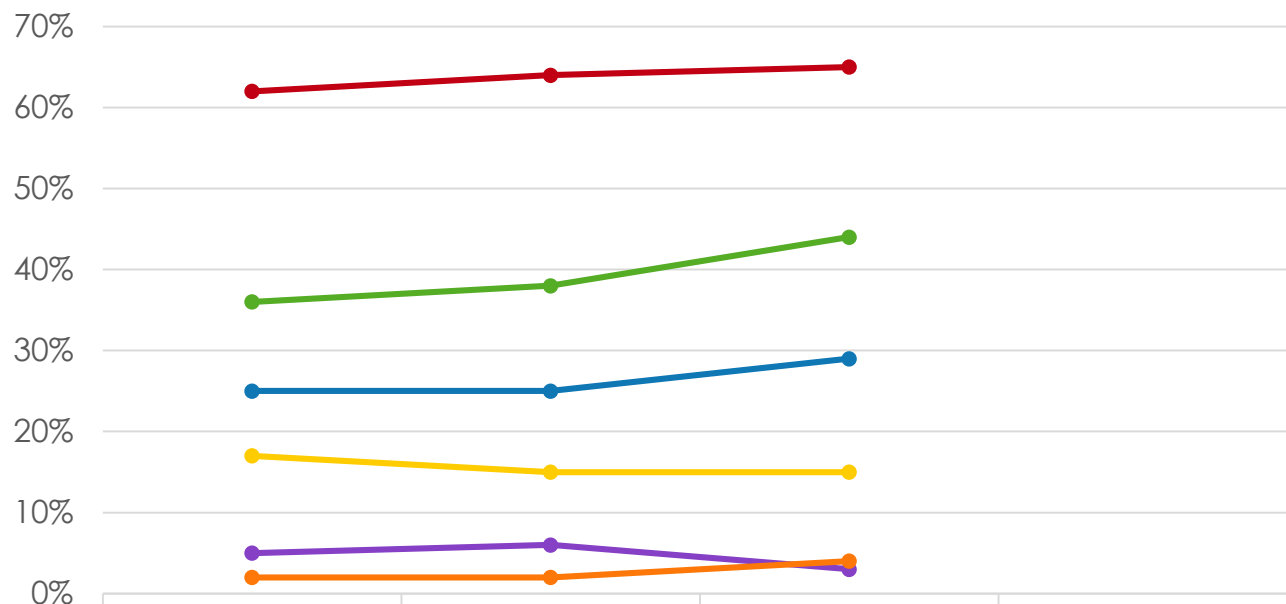


	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
Did NOT experience	16%	17%	14%	
Beaches	56%	53%	52%	
Chamorro cuisine	20%	28%	35%	
Night Market	20%	15%	22%	
Socializing- locals	45%	36%	38%	
Local Music	35%	35%	41%	

# EXPERIENCED- OTHER CULTURAL ACTIVITY/EVENTS

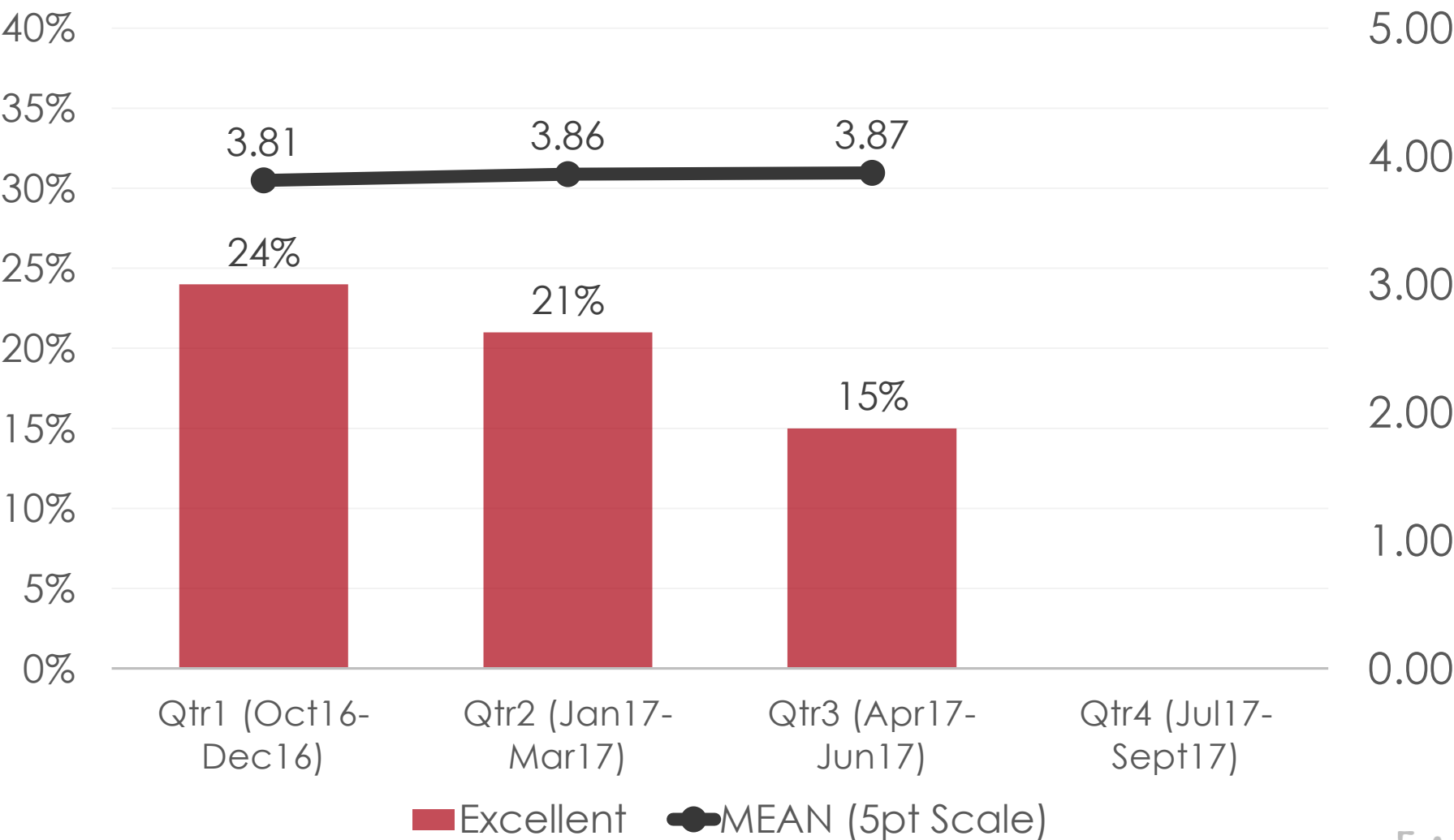


# SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS

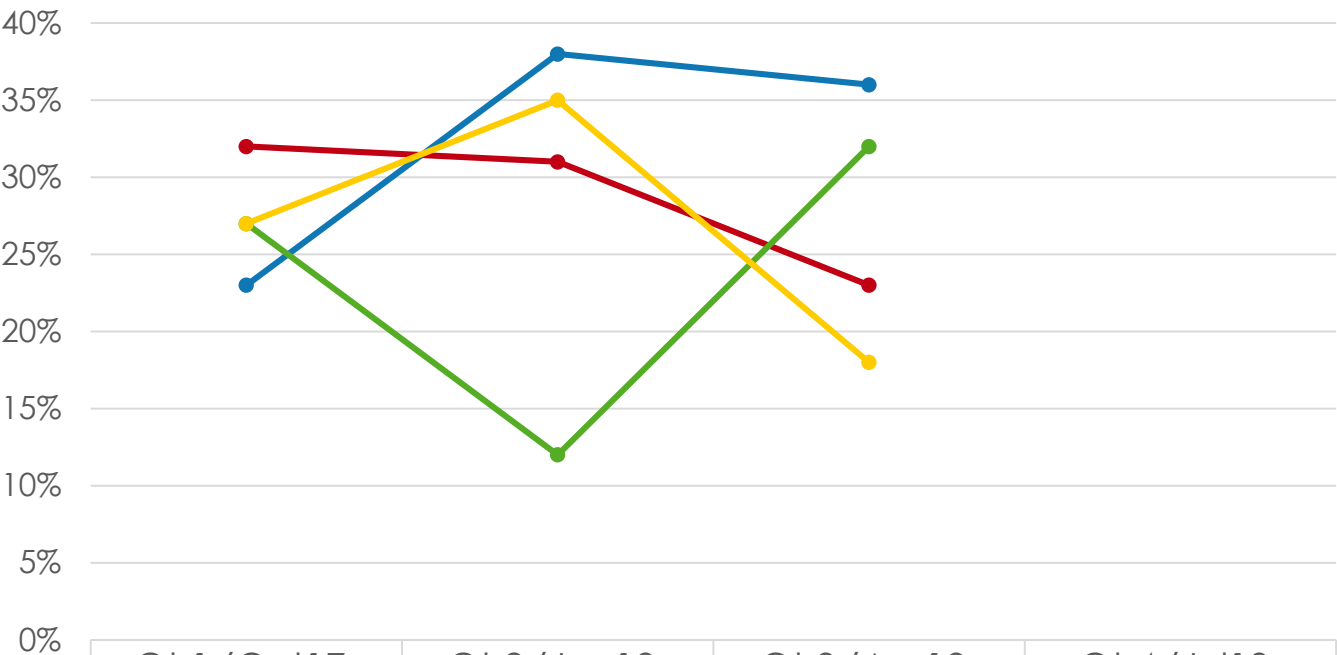


	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
Travel guide/ brochure	25%	25%	29%	
Travel agency	62%	64%	65%	
Internet	36%	38%	44%	
Family/ Friends	17%	15%	15%	
Hotel staff	5%	6%	3%	
Print	2%	2%	4%	

# SATISFACTION- CULTURAL ACTIVITY/EVENTS



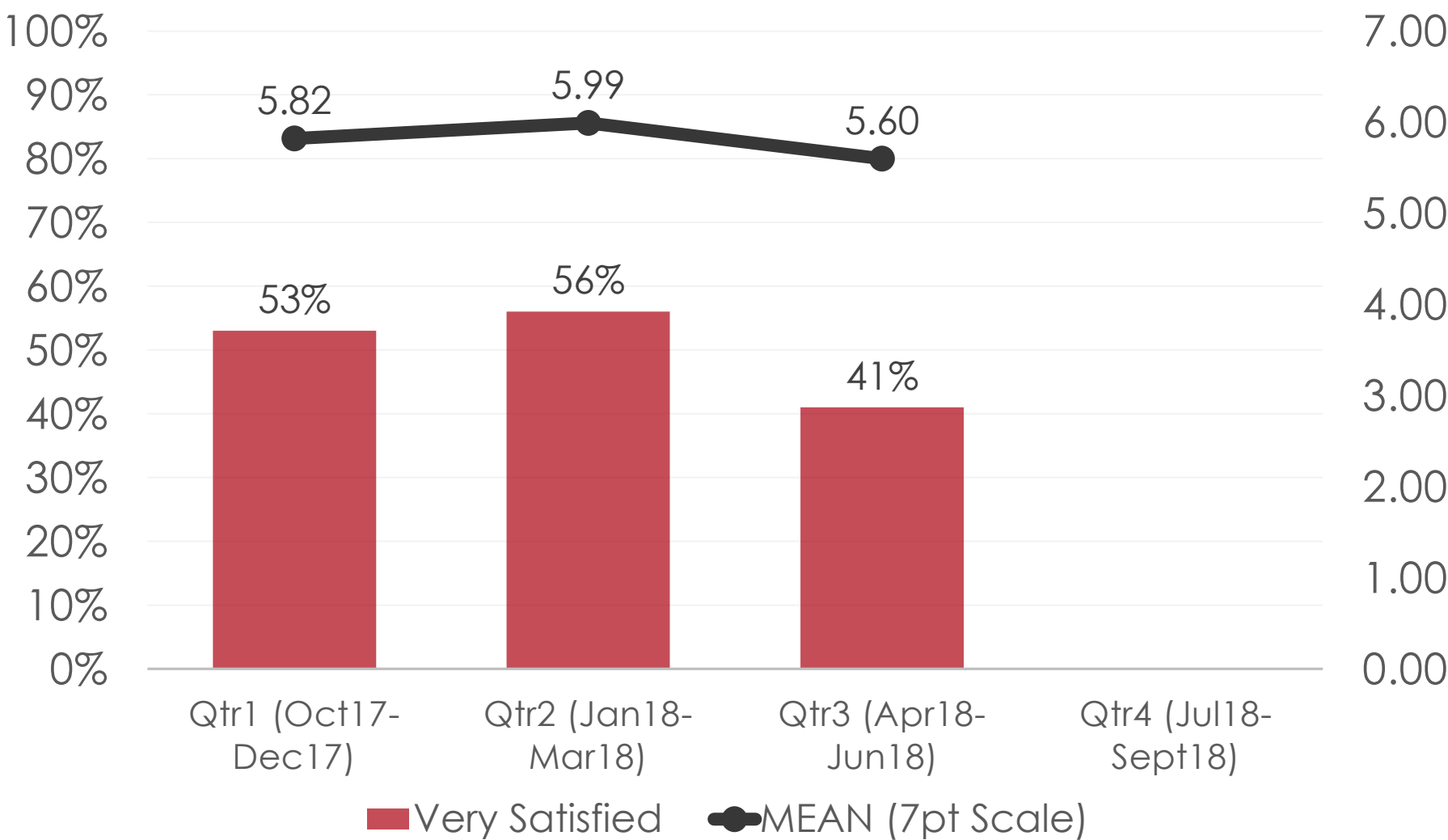
# OBSTACLES- CULTURAL ACTIVITY/EVENTS



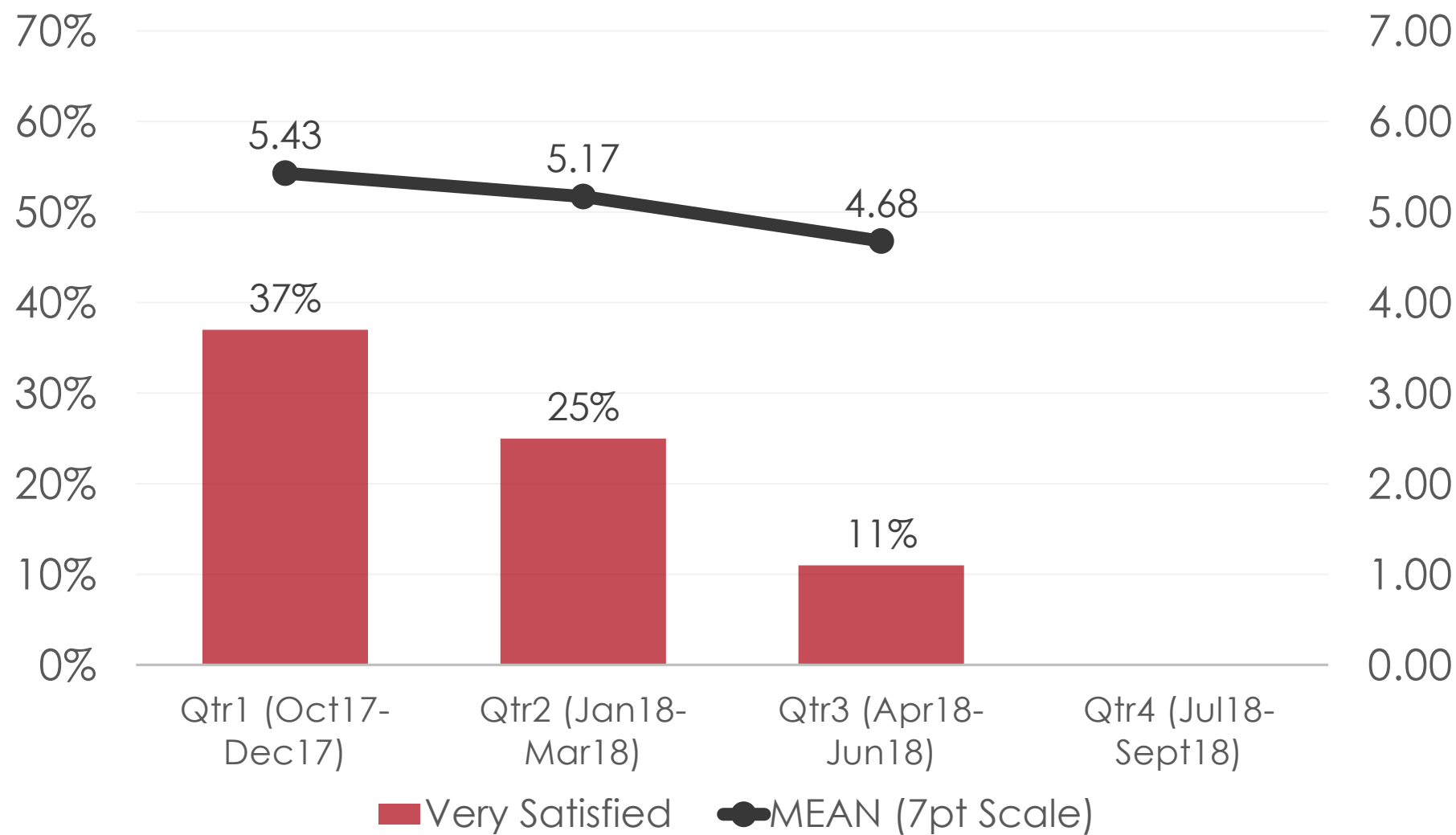
— Schedule	Qtr1 (Oct17-Dec17)	23%	Qtr2 (Jan18-Mar18)	38%	Qtr3 (Apr18-Jun18)	36%	Qtr4 (Jul18-Sep18)
— Unaware		32%		31%		23%	
— Did not want to		27%		12%		32%	
— Did not know where		27%		35%		18%	

# WEDDING SATISFACTION

# Wedding Facility

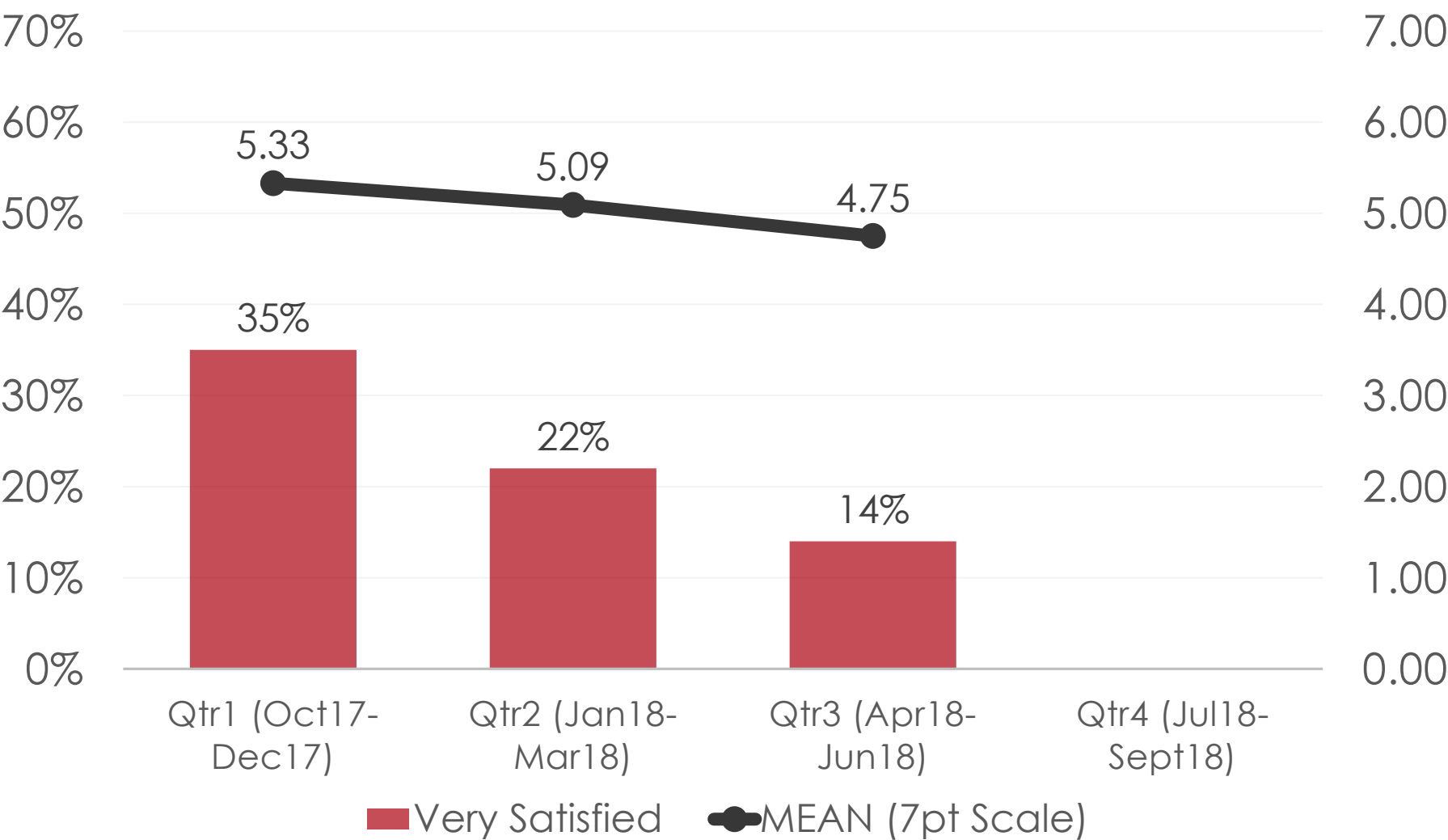


# Wedding Facility Staff

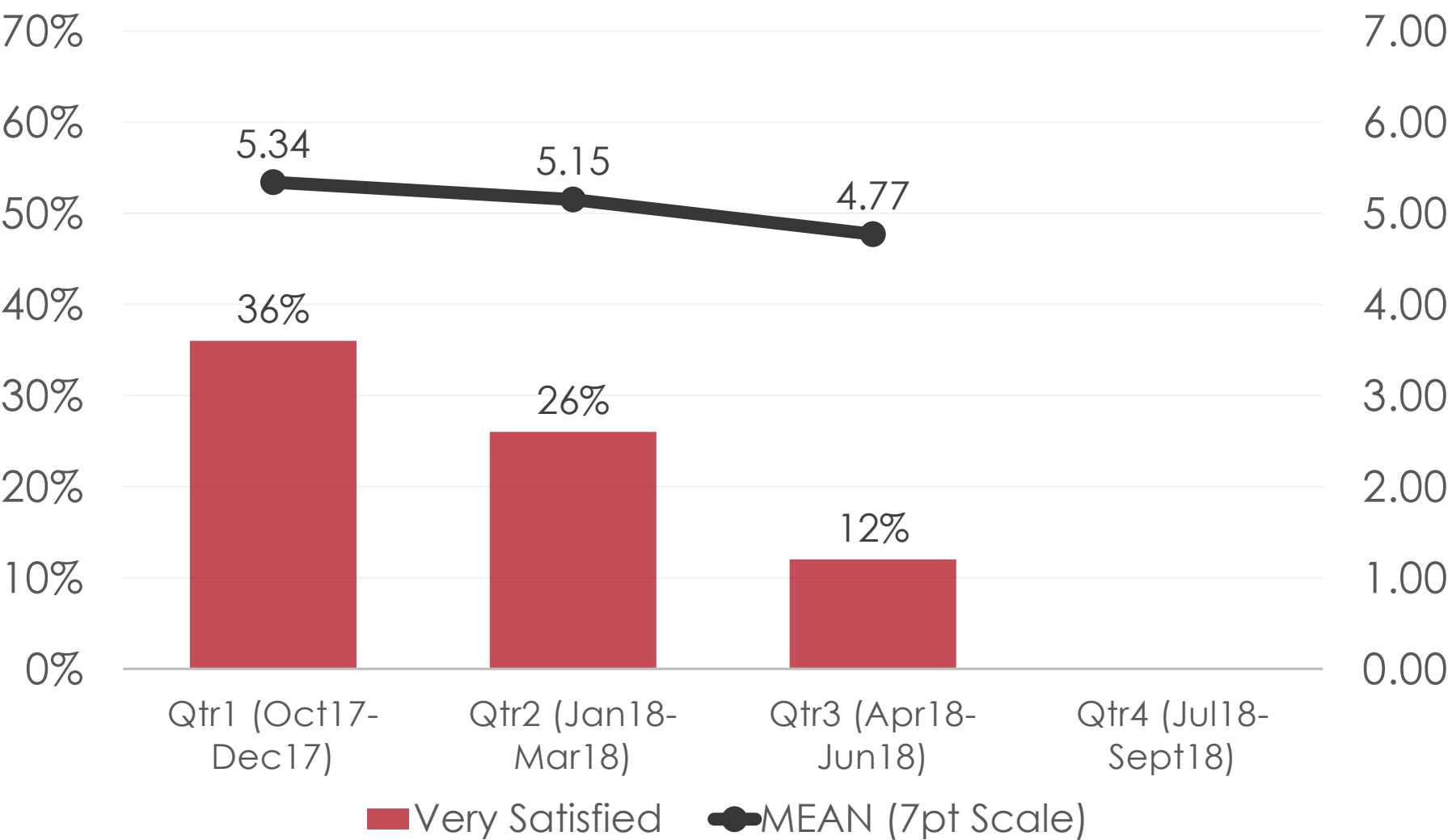




# Wedding Services



# Wedding Package



# 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 ( $p \leq .05$ ) drivers and the percentage of the dependent variables accounted for by each significant predictor and by all of them combined.

# Drivers- Overall Satisfaction

Comparison of Drivers of Overall Satisfaction, 1st,2nd,3rd Qtr. and Overall 1-3 Qtr. 2018				
	1st Qtr.	2nd Qtr.	3rd Qtr.	Combined 1-3 Qtr. 2018
Drivers:	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks				
Ease of getting around				
Safety walking around at night				
Quality of daytime tours	1		1	
Variety of daytime tours				2
Quality of nighttime tours				
Variety of nighttime tours				
Quality of shopping				
Variety of shopping			2	
Price of things on Guam		2		3
Quality of hotel accommodations				4
Quality/cleanliness of air, sky	2			
Quality/cleanliness of parks				
Quality of landscape in Tumon				
Quality of landscape in Guam		1		1
Quality of ground handler				
Quality/cleanliness of transportation vehicles				
% of Per Person On Island Expenditures Accounted For	57.5%	37.7%	32.4%	44.4%
NOTE: Only significant drivers are included.				

# Drivers of Overall Satisfaction

- **Overall satisfaction** with the Taiwan visitor's experience on Guam is driven by two significant factors in the 3rd Quarter 2018 Period. By rank order they are:
  - **Quality of daytime tours, and**
  - **Variety of shopping.**
- With these two factors the overall  $r^2$  is .324, meaning that **32.4% of overall satisfaction is accounted for by these factors.**

# Drivers – On-Isle Expenditures

Comparison of Drivers of Per Person On-Island Expenditures, 1st,2nd,3rd Qtrs. 2018, and Overall 1-3rd Qtrs. 2018				
	1st Qtr	2nd Qtr	3rd Qtr.	Combined 1-3 Qtr. 2018
Drivers:	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks				
Ease of getting around		1		
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				
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	0.0%	2.8%	<b>0.0%</b>	0.0%
NOTE: Only significant drivers are included.				

# Drivers of On-Isle Expenditures

- **Per Person On Island Expenditure** of Taiwan visitors on Guam is driven by no significant factor in the 3rd Quarter FY2018 period.