



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2015 Market Segmentation

APRIL 2015



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 Korean speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **350** departing Korean 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 **350** is +/- 5.22 percentage points with a 95% confidence level. That is, if all Korean 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 +/- 5.22 percentage points.

OBJECTIVES

- **The specific objectives of the analysis were:**
 - To determine the relative size and expenditure behavior of the following market segments:
 - Family/FITs
 - Golden Miss
 - Group Travelers
 - English Language Tour
 - Honeymooner
 - Wedding
 - Special Interest Trvl
 - Incentive Market
 - 18-35
 - 36-55
 - Traveling with children
 - FITs
 - Seniors
 - Sports competition/spectator
 - To identify the most significant factors affecting overall visitor satisfaction.
 - To identify (for all Korean visitors) the most important determinants of on-island spending

Highlighted Segments Parameters

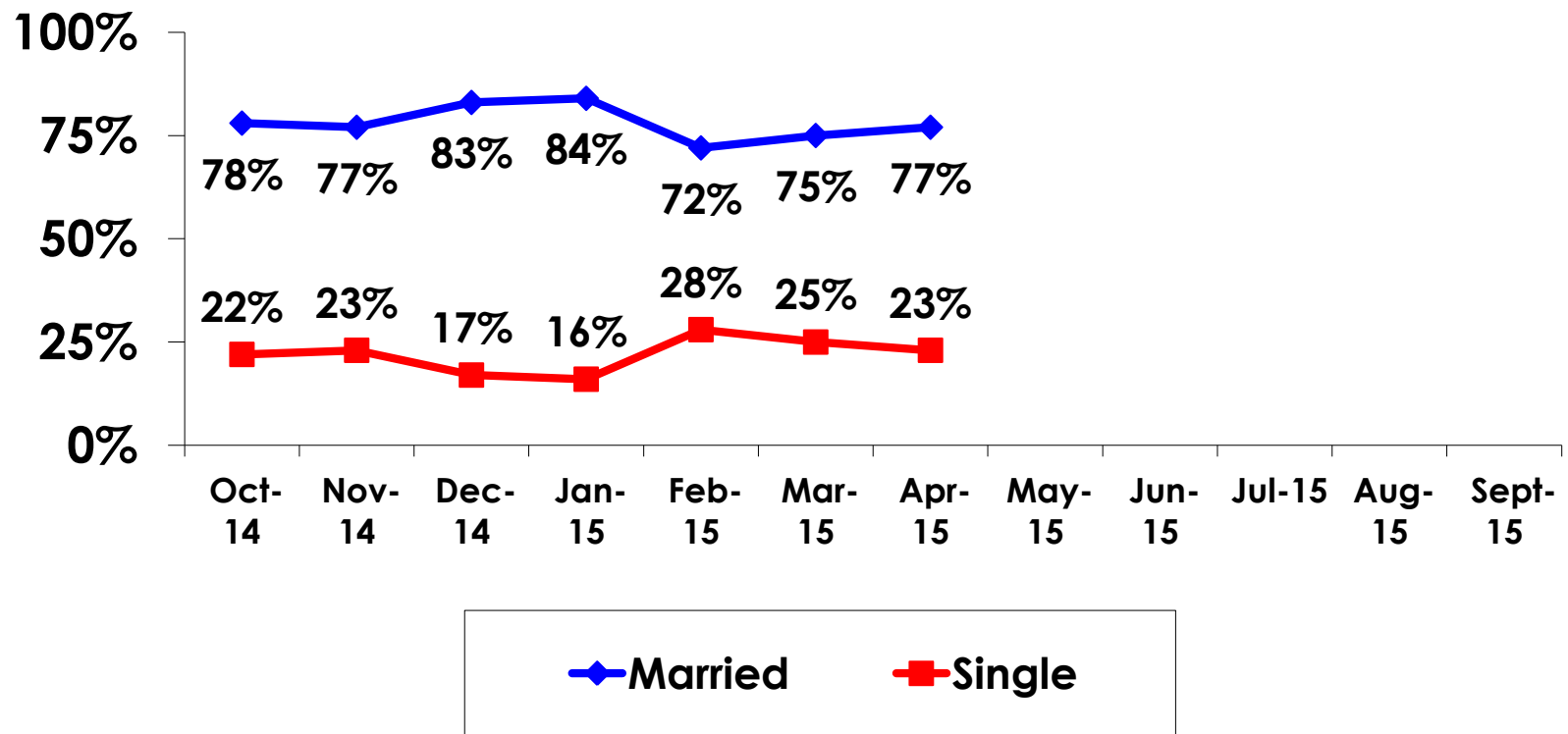
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors – Q.F
- Sports comp/spectator – Q.5/Q.19

Highlighted Segments

	Oct 14	Nov 14	Dec 14	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sept 15
Family/ FIT	8%	9%	14%	13%	5%	5%	3%					
Group	2%	2%	1%	0%	1%	0%	-					
Eng Language	1%	0%	0%	1%	-	0%	0%					
Honeymoon	9%	17%	15%	15%	5%	4%	9%					
Wedding	1%	1%	1%	1%	1%	1%	1%					
Incentive	6%	7%	9%	1%	3%	2%	1%					
18-35	60%	55%	53%	54%	55%	65%	65%					
36-55	39%	43%	45%	46%	43%	32%	33%					
Child	44%	33%	45%	48%	35%	37%	32%					
FIT	20%	14%	17%	18%	17%	14%	10%					
Golden Miss	4%	5%	5%	3%	5%	8%	5%					
Senior	1%	1%	1%	1%	1%	1%	1%					
Sport	30%	42%	28%	29%	48%	38%	42%					
TOTAL	351	350	350	353	351	352	350					

SECTION 1 **PROFILE OF RESPONDENTS**

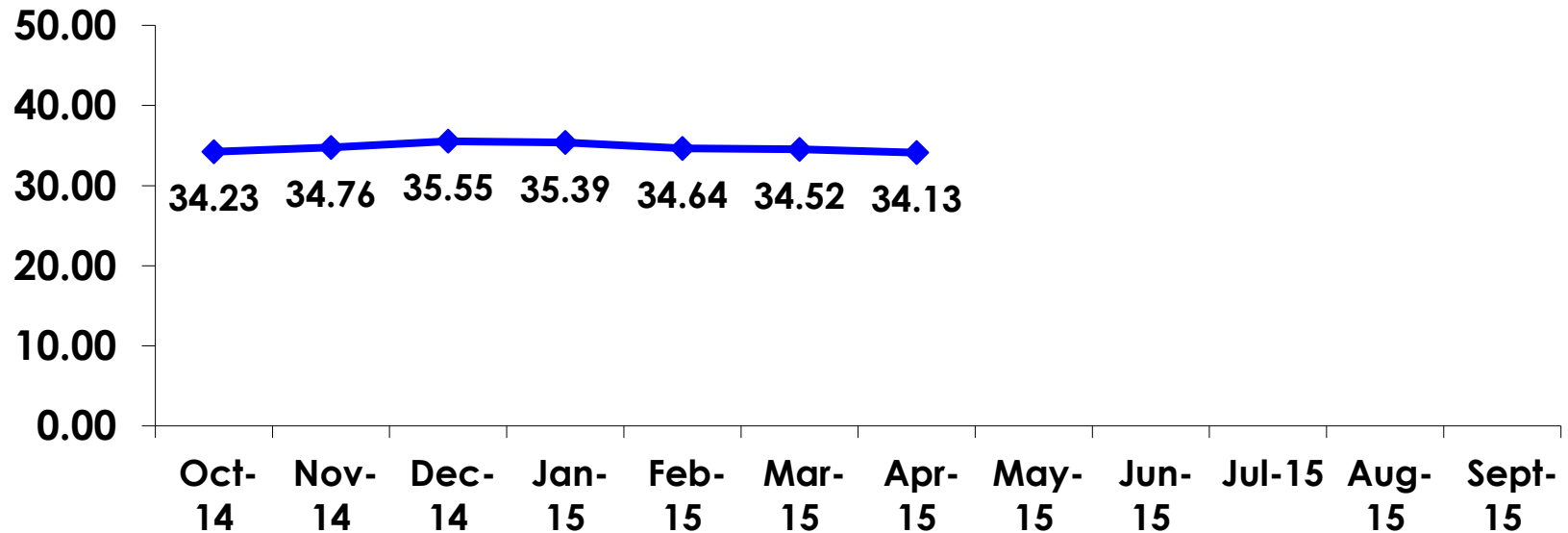
MARITAL STATUS - TRACKING



MARITAL STATUS- SEGMENTATION

			TOTAL	FAMILY/FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	268	8	0	31	3	2	150	114	109	13	17	2	106
		Column N %	77%	73%	0%	97%	75%	50%	66%	97%	98%	38%	89%	100%	72%
	Single	Count	82	3	1	1	1	2	79	3	2	21	2	0	42
		Column N %	23%	27%	100%	3%	25%	50%	34%	3%	2%	62%	11%	0%	28%
	Total	Count	350	11	1	32	4	4	229	117	111	34	19	2	148

AVERAGE AGE - TRACKING



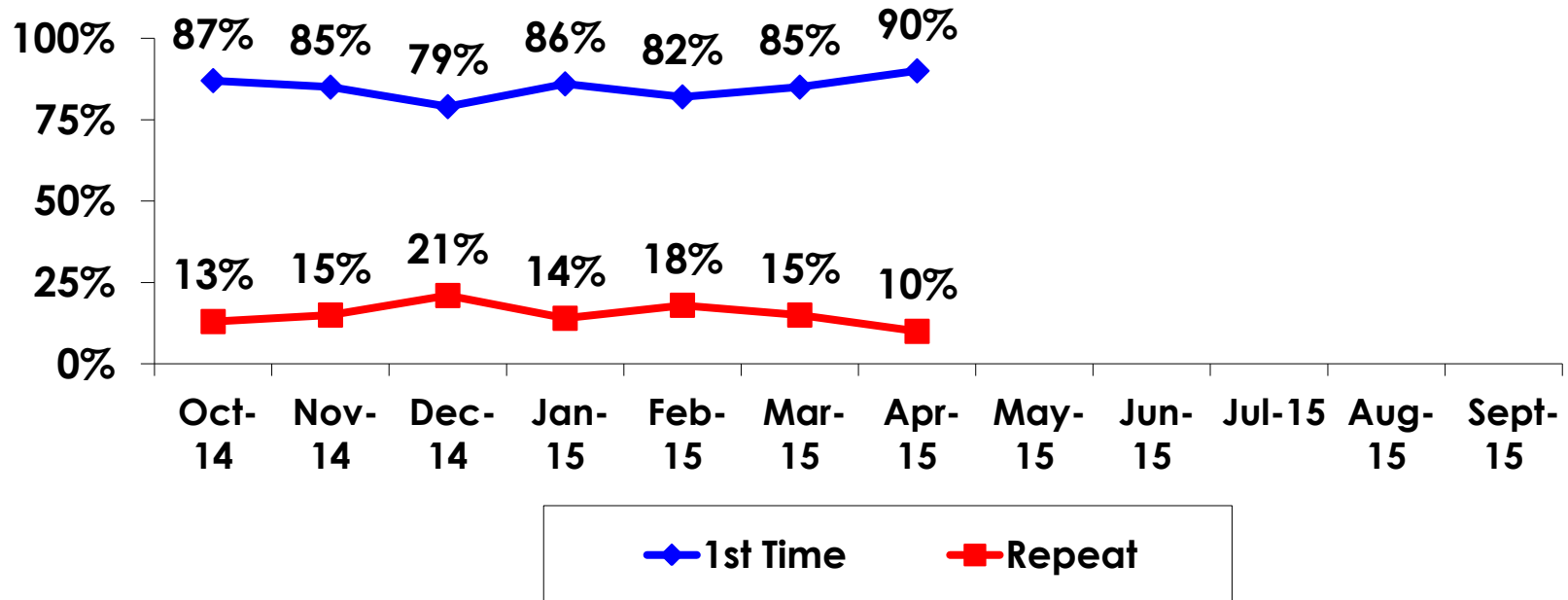
AGE- SEGMENTATION

			TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	10	0	0	1	0	0	10	0	1	2	0	0	4
		Column N %	3%	0%	0%	3%	0%	0%	4%	0%	1%	6%	0%	0%	3%
	25-34	Count	194	6	1	29	3	2	194	0	36	22	13	0	77
		Column N %	55%	55%	100%	91%	75%	50%	85%	0%	32%	65%	68%	0%	52%
	35-49	Count	133	5	0	2	0	2	25	108	73	9	6	0	63
		Column N %	38%	45%	0%	6%	0%	50%	11%	92%	66%	26%	32%	0%	43%
	50+	Count	13	0	0	0	1	0	0	9	1	1	0	2	4
		Column N %	4%	0%	0%	0%	25%	0%	0%	8%	1%	3%	0%	100%	3%
	Total	Count	350	11	1	32	4	4	229	117	111	34	19	2	148
QF		Mean	34.13	35.45	29.00	30.72	35.25	33.00	30.42	40.44	36.17	32.44	33.11	64.50	34.22
		Median	33	34	29	31	32	34	31	39	36	31	32	65	33

INCOME - SEGMENTATION

			TOTAL	FAMILY/ FIT	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SPORT
			-	-	-	-	-	-	-	-	-	-	-
Q26 <KW12.0M	Count		5	0	1	0	0	5	0	0	2	1	0
	Column N %		2%	0%	3%	0%	0%	3%	0%	0%	14%	5%	0%
KW12.0M-KW24.0M	Count		8	0	1	0	0	7	1	1	0	0	3
	Column N %		3%	0%	3%	0%	0%	4%	1%	1%	0%	0%	3%
KW24.0M-KW36.0M	Count		31	0	10	0	0	25	6	4	0	1	13
	Column N %		11%	0%	33%	0%	0%	15%	6%	4%	0%	5%	12%
KW36.0M-KW48.0M	Count		37	1	7	0	1	30	7	9	1	4	17
	Column N %		14%	10%	23%	0%	100%	18%	7%	9%	7%	21%	16%
KW48.0M-KW60.0M	Count		81	3	5	1	0	53	28	33	4	6	31
	Column N %		30%	30%	17%	50%	0%	31%	28%	33%	29%	32%	29%
KW60.0M-KW72.0M	Count		70	0	4	1	0	38	32	32	0	4	30
	Column N %		26%	0%	13%	50%	0%	22%	32%	32%	0%	21%	28%
KW72.0M+	Count		37	5	2	0	0	13	24	19	6	3	12
	Column N %		14%	50%	7%	0%	0%	8%	24%	19%	43%	16%	11%
No Income	Count		1	1	0	0	0	0	1	1	1	0	0
	Column N %		0%	10%	0%	0%	0%	0%	1%	1%	7%	0%	0%
Total	Count		270	10	30	2	1	171	99	99	14	19	106

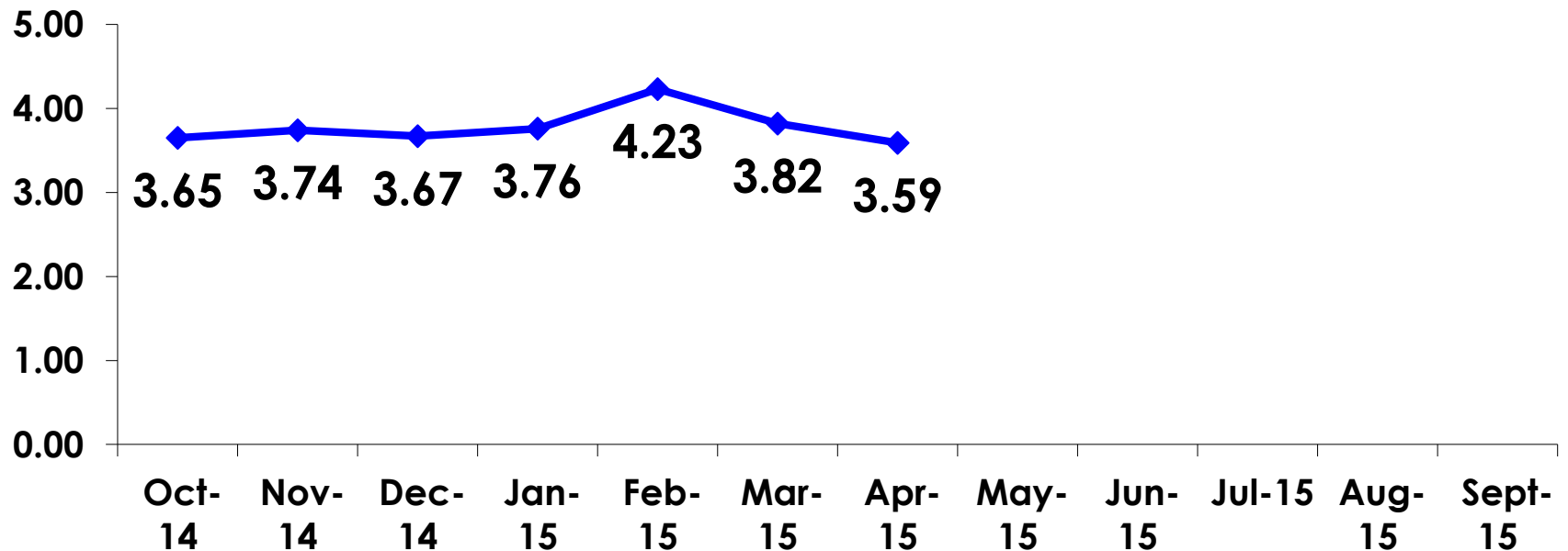
PRIOR TRIPS TO GUAM - TRACKING



PRIOR TRIPS TO GUAM - SEGMENTATION

			TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	314	8	1	31	3	4	210	100	98	26	18	2	126
		Column N %	90%	73%	100%	97%	75%	100%	92%	85%	88%	76%	95%	100%	85%
	No	Count	36	3	0	1	1	0	19	17	13	8	1	0	22
		Column N %	10%	27%	0%	3%	25%	0%	8%	15%	12%	24%	5%	0%	15%
Total		Count	350	11	1	32	4	4	229	117	111	34	19	2	148

AVG LENGTH OF STAY - TRACKING



AVG LENGTH OF STAY - SEGMENTATION

	TOTAL	FAMILY/FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
	-	-	-	-	-	-	-	-	-	-	-	-	-
Q8													
Mean	3.59	4.00	3.00	3.63	3.50	3.25	3.57	3.65	3.91	3.35	3.74	3.00	3.65
Median	3	4	3	4	4	3	3	4	4	3	4	3	3

SECTION 2 **TRAVEL PLANNING**

TRAVEL PLANNING - SEGMENTATION

			TOTAL	FAMILY/FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
Q7	Full package tour	Count	172	0	0	16	0	1	91	77	74	0	12	2	80
		Column N %	50%	0%	0%	50%	0%	25%	40%	66%	67%	0%	63%	100%	54%
	Free-time package tour	Count	141	0	0	14	2	2	111	30	31	0	7	0	51
		Column N %	41%	0%	0%	44%	50%	50%	49%	26%	28%	0%	37%	0%	34%
	Individually arranged travel (FIT)	Count	34	11	1	2	2	1	25	9	5	34	0	0	17
		Column N %	10%	100%	100%	6%	50%	25%	11%	8%	5%	100%	0%	0%	11%
	Total	Count	347	11	1	32	4	4	227	116	110	34	19	2	148

TRAVEL MOTIVATION - SEGMENTATION

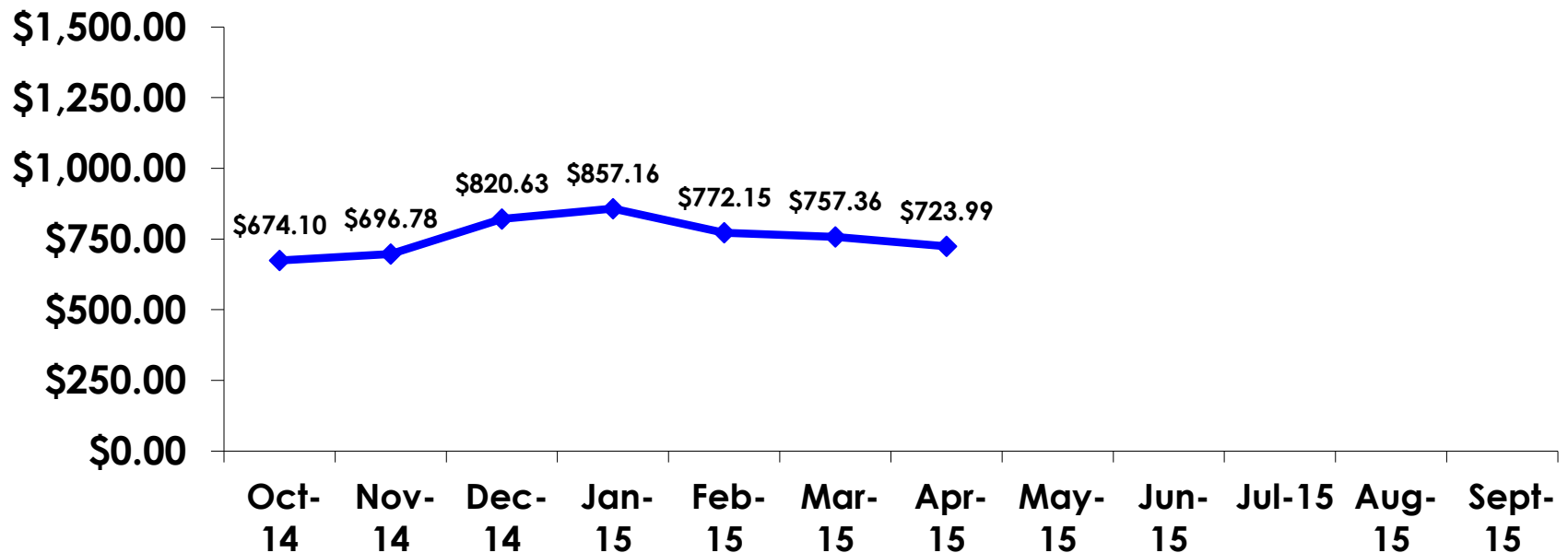
		TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT	
		-	-	-	-	-	-	-	-	-	-	-	-	-	
Q5A	Previous trip	8%	27%	0%	3%	25%	0%	6%	12%	9%	21%	5%	0%	12%	
	Price	22%	18%	0%	13%	25%	50%	24%	15%	13%	24%	11%	50%	17%	
	Visit friends/ Relatives	3%	9%	0%	0%	0%	0%	4%	2%	4%	6%	0%	0%	5%	
	Recomm- friend/family/trvl agnt	25%	18%	0%	13%	0%	25%	26%	24%	31%	15%	26%	0%	23%	
	Scuba	3%	9%	0%	0%	0%	25%	3%	3%	1%	6%	0%	0%	7%	
	Water sports	10%	9%	0%	6%	0%	25%	13%	6%	7%	12%	5%	0%	24%	
	Short travel time	37%	45%	0%	22%	25%	50%	37%	36%	37%	38%	58%	50%	44%	
	Golf	3%	0%	0%	0%	0%	0%	3%	5%	2%	3%	0%	0%	8%	
	Relax	46%	45%	0%	22%	0%	25%	41%	58%	59%	24%	63%	50%	42%	
	Company/ Business Trip	2%	0%	100%	0%	0%	25%	2%	3%	2%	15%	0%	0%	3%	
	Company Sponsored	1%	0%	0%	0%	0%	100%	1%	1%	0%	3%	0%	0%	3%	
	Safe	26%	18%	0%	13%	25%	50%	21%	34%	24%	44%	16%	100%	33%	
	Natural beauty	25%	45%	0%	25%	50%	25%	25%	27%	27%	29%	21%	0%	24%	
	Shopping	16%	36%	0%	22%	0%	25%	19%	11%	12%	24%	21%	0%	12%	
	Career Cert/ Testing	1%	0%	0%	0%	0%	0%	1%	0%	0%	6%	0%	0%	1%	
	Married/ Attn wedding	1%	0%	0%	3%	100%	0%	1%	1%	0%	6%	0%	0%	1%	
	Honeymoon	9%	18%	0%	100%	25%	0%	13%	2%	1%	6%	5%	0%	7%	
	Pleasure	11%	18%	0%	9%	0%	25%	13%	8%	13%	12%	5%	0%	8%	
	Organized sports	1%	0%	0%	0%	0%	25%	1%	3%	2%	3%	0%	0%	3%	
	Other	1%	9%	0%	0%	0%	0%	1%	2%	3%	3%	0%	0%	1%	
	Total	Count	347	11	1	32	4	4	227	116	111	34	19	2	148

INFORMATION SOURCES - SEGMENTATION

		TOTAL	FAMILY/FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT	
		-	-	-	-	-	-	-	-	-	-	-	-	-	
Q1	Internet	94%	90%	100%	91%	100%	100%	97%	89%	95%	97%	95%	0%	95%	
	Friend/ Relative	38%	70%	0%	28%	100%	25%	34%	44%	49%	48%	32%	100%	39%	
	Travel Agent Brochure	36%	10%	0%	47%	25%	0%	32%	42%	38%	12%	32%	100%	40%	
	Co-Worker/ Company Trvl Dept	17%	0%	100%	6%	0%	25%	19%	14%	9%	48%	5%	0%	20%	
	Travel Guidebook-Bookstore	14%	20%	0%	13%	25%	25%	16%	11%	11%	18%	11%	0%	20%	
	Prior Trip	9%	30%	0%	3%	25%	0%	8%	12%	12%	18%	5%	0%	13%	
	TV	4%	0%	0%	6%	0%	0%	3%	6%	3%	3%	5%	0%	3%	
	GVB Office	4%	10%	0%	6%	0%	0%	2%	8%	5%	3%	5%	0%	3%	
	Magazine (Consumer)	4%	0%	0%	0%	25%	25%	3%	4%	3%	6%	0%	50%	5%	
	Newspaper	3%	0%	0%	3%	0%	0%	2%	6%	5%	0%	0%	0%	3%	
	GVB Promo	1%	0%	0%	0%	0%	0%	0%	3%	3%	3%	5%	0%	3%	
	Consumer Trvl Show	1%	0%	0%	0%	25%	0%	1%	1%	1%	6%	0%	0%	2%	
	Other	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	1%	
	Total	Count	348	10	1	32	4	4	228	116	111	33	19	2	148

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING



YTD=\$757.55

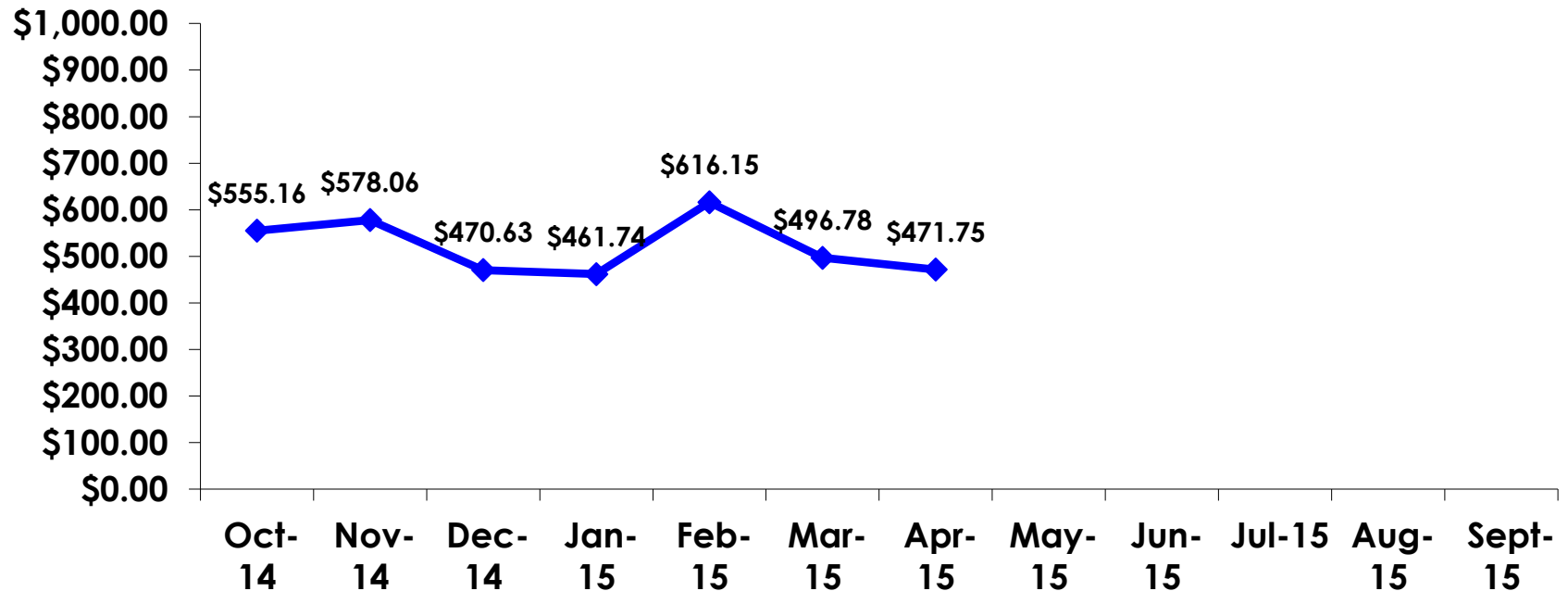
PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$723.99	\$638.65	\$0.00	\$991.40	\$344.49	\$97.60	\$705.10	\$780.21	\$770.23	\$244.00	\$900.50	\$321.52	\$703.04
	Median	\$827	\$643	\$0	\$1,130	\$230	\$0	\$781	\$919	\$827	\$0	\$1,010	\$322	\$827
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$3,491	\$1,332	\$0	\$1,837	\$919	\$390	\$3,491	\$2,501	\$1,654	\$1,332	\$1,378	\$643	\$2,501

PREPAID EXPENSE- BREAKDOWN

		TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
AIR & HOTEL	Mean	\$2,271.58	\$2,572.16	.	.	\$1,727.02	\$872.70	.	\$1,807.84	\$3,278.53	\$3,228.64	\$1,754.58	\$3,934.79	\$643.04	\$2,134.28
	Median	\$1,883	\$2,572	.	.	\$1,837	\$873	.	\$1,562	\$2,756	\$2,756	\$1,755	\$3,583	\$643	\$2,021
AIR/ HOTEL/ MEAL	Mean	\$3,023.27	\$4,570.17	.	.	\$2,639.36	.	.	\$2,678.86	\$3,543.26	\$3,184.41	\$4,570.17	\$3,288.69	.	\$2,981.17
	Median	\$2,756	\$4,570	.	.	\$2,756	.	.	\$2,572	\$3,215	\$2,940	\$4,570	\$2,848	.	\$2,756
AIR ONLY	Mean	\$920.61	\$1,147.12	.	.	\$1,102.35	.	\$551.18	\$766.47	\$1,537.17	\$1,451.43	\$974.02	.	.	\$1,056.42
	Median	\$873	\$928	.	.	\$1,102	.	\$551	\$758	\$1,102	\$1,148	\$698	.	.	\$758
HOTEL ONLY	Mean	\$667.03	\$770.12	.	.	\$1,102.35	.	.	\$612.61	\$1,102.35	\$1,120.73	\$715.38	.	.	\$551.18
	Median	\$551	\$919	.	.	\$1,102	.	.	\$551	\$1,102	\$1,121	\$735	.	.	\$551
HOTEL & MEAL	Mean	\$183.73	\$183.73	\$183.73	\$183.73
	Median	\$184	\$184	\$184	\$184
F&B HOTEL	Mean
	Median
TRANS- KOREA	Mean	\$97.70	.	.	.	\$65.84	\$45.93	\$45.93	\$75.63	\$143.52	\$93.97	\$27.56	\$91.86	.	\$105.81
	Median	\$92	.	.	.	\$73	\$46	\$46	\$92	\$92	\$92	\$28	\$92	.	\$92
TRANS- GUAM	Mean
	Median
OPT TOURS	Mean	\$206.69	.	.	.	\$275.59	.	.	\$183.73	\$275.59
	Median	\$230	.	.	.	\$276	.	.	\$184	\$276
OTHER	Mean	\$387.22	\$183.73	.	.	\$652.23	\$45.93	.	\$405.57	\$264.87	\$257.79	\$137.79	\$91.86	.	\$151.00
	Median	\$110	\$184	.	.	\$92	\$46	.	\$101	\$225	\$204	\$184	\$92	.	\$92
TOTAL	Mean	\$1,977.51	\$1,900.51	.	\$0.00	\$1,982.80	\$459.31	\$195.21	\$1,642.53	\$2,695.27	\$2,842.43	\$692.95	\$2,997.63	\$321.52	\$1,866.24
	Median	\$1,837	\$2,021	.	\$0	\$2,260	\$459	\$0	\$1,562	\$2,572	\$2,756	\$0	\$2,756	\$322	\$1,837

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$521.43

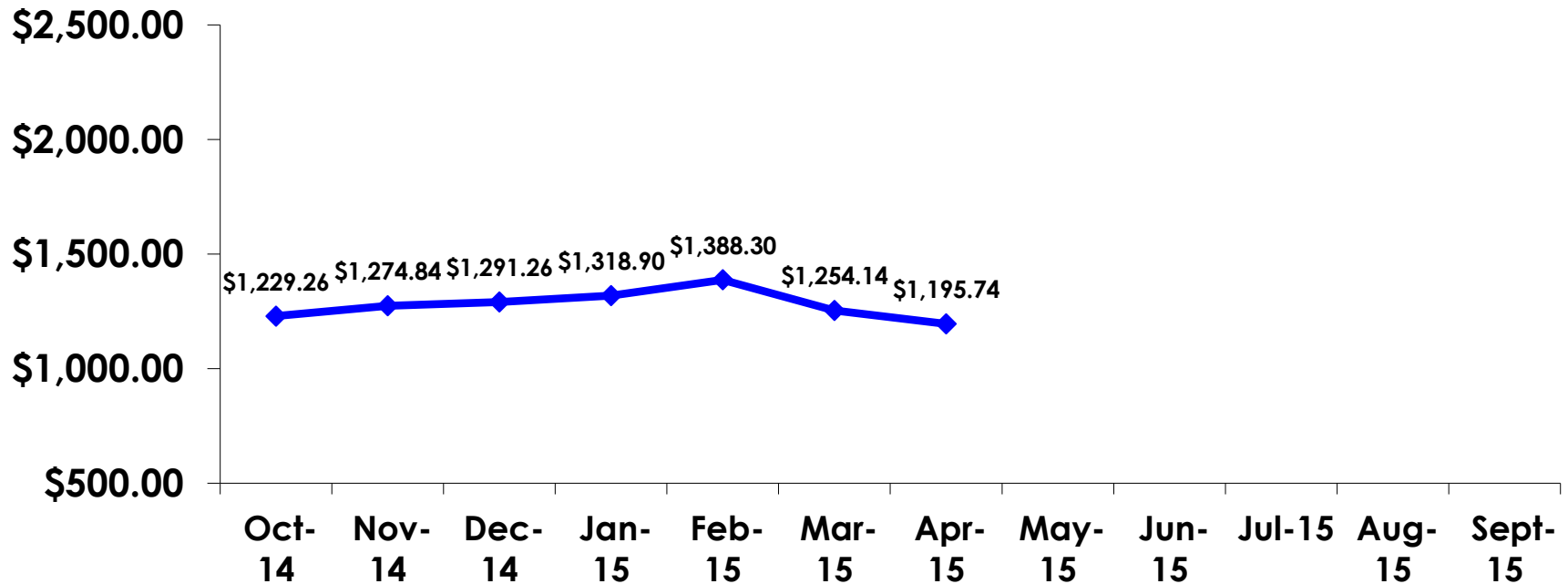
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$471.75	\$502.08	\$750.00	\$733.48	\$682.50	\$1,046.25	\$481.45	\$430.87	\$316.08	\$739.20	\$363.29	\$775.00	\$563.84
	Median	\$400	\$425	\$750	\$750	\$615	\$900	\$400	\$350	\$250	\$800	\$374	\$775	\$500
	Minimum	\$0	\$0	\$750	\$0	\$400	\$385	\$0	\$0	\$0	\$0	\$0	\$600	\$0
	Maximum	\$2,400	\$1,500	\$750	\$1,700	\$1,100	\$2,000	\$2,400	\$2,000	\$1,440	\$1,550	\$1,000	\$950	\$2,000

ON-ISLAND EXPENSE- BREAKDOWN

		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
F&B HOTEL	Mean	\$33.31	\$25.00		\$0.00	\$23.44	\$25.00	\$0.00	\$39.69	\$19.32	\$69.73	\$39.85	\$12.11	\$55.00	\$30.27
F&B FF/STORE	Mean	\$23.94	\$43.18		\$0.00	\$34.69	\$0.00	\$25.00	\$20.90	\$29.27	\$28.29	\$26.32	\$25.26	\$30.00	\$29.19
F&B RESTRNT	Mean	\$68.14	\$341.82		\$0.00	\$100.63	\$0.00	\$25.00	\$59.26	\$85.56	\$79.46	\$144.71	\$58.95	\$75.00	\$67.77
OPT TOUR	Mean	\$171.81	\$91.82		\$0.00	\$162.81	\$0.00	\$100.00	\$156.33	\$198.58	\$208.05	\$131.18	\$263.16	\$175.00	\$219.28
GIFT- SELF	Mean	\$206.54	\$479.09		\$0.00	\$259.38	\$150.00	\$10.00	\$167.25	\$273.57	\$262.50	\$215.88	\$151.05	\$215.00	\$260.91
GIFT- OTHER	Mean	\$168.57	\$165.45		\$0.00	\$256.25	\$150.00	\$0.00	\$140.22	\$214.96	\$173.24	\$182.94	\$150.00	\$195.00	\$232.50
TRANS	Mean	\$71.33	\$117.27		\$0.00	\$110.97	\$90.00	\$12.50	\$60.64	\$89.57	\$72.25	\$94.41	\$103.16	\$0.00	\$86.52
OTHER	Mean	\$368.51	\$65.91		\$750.00	\$489.13	\$375.00	\$1,470.00	\$342.31	\$409.04	\$298.84	\$277.50	\$238.84	\$805.00	\$386.37
TOTAL	Mean	\$1,118.99	\$1,329.55		\$750.00	\$1,435.72	\$790.00	\$1,642.50	\$993.97	\$1,325.87	\$1,208.05	\$1,112.79	\$1,086.84	\$1,550.00	\$1,311.01

TOTAL EXPENDITURES – TRACKING



YTD=\$1,278.97

TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/FIT	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$1,195.74	\$1,140.73	\$750.00	\$1,724.88	\$1,026.99	\$1,143.85	\$1,186.55	\$1,211.07	\$1,086.31	\$983.20	\$1,263.78	\$1,096.52	\$1,266.88
	Median	\$1,172	\$976	\$750	\$1,948	\$995	\$900	\$1,163	\$1,258	\$1,085	\$880	\$1,319	\$1,097	\$1,255
	Minimum	\$0	\$0	\$750	\$0	\$800	\$775	\$0	\$0	\$0	\$0	\$0	\$950	\$0
	Maximum	\$5,891	\$2,510	\$750	\$3,124	\$1,319	\$2,000	\$5,891	\$3,042	\$3,094	\$2,510	\$2,178	\$1,243	\$3,124

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, Oct, Nov, Dec 2014, Jan, Feb, Mar, Apr 2015, and Overall Oct 2014 - Apr 2015

	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	Combin ed Oct- 2014 - Apr 2015
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks	3	2	7				6	4
Ease of getting around								
Safety walking around at night			5		2	2		6
Quality of daytime tours								
Variety of daytime tours								
Quality of nighttime tours				4			3	2
Variety of nighttime tours					3			
Quality of shopping								
Variety of shopping	2		4			4		7
Price of things on Guam				5				
Quality of hotel accommodations			2		1		2	5
Quality/cleanliness of air, sky		4		3		5	4	3
Quality/cleanliness of parks							1	
Quality of landscape in Tumon				1		1		
Quality of landscape in Guam	1	1	3	6		3	5	1
Quality of ground handler		3	1					
Quality/cleanliness of transportation vehicles			6	2				8
% of Per Person On Island Expenditures Accounted For	36.8%	24.8%	52.2%	49.9%	31.0%	45.2%	43.6%	38.5%

NOTE: Only significant drivers are included.

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by six significant factors in the April 2015 Period. By rank order they are:
 - **Quality/cleanliness of parks,**
 - **Quality of hotel accommodations,**
 - **Quality of night time tours,**
 - **Quality/cleanliness of air, sky,**
 - **Quality of landscape in Guam, and**
 - **Quality & cleanliness of beaches & parks.**
- With all six factors the overall r^2 is .436 meaning that **43.6%** of overall satisfaction is accounted for by these factors.

Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2014, Jan, Feb, Mar, Apr 2015 and Overall Oct 2014-Apr 2015

	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	Combin ed Oct- 2014- Apr 2015
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks								
Ease of getting around					3			5
Safety walking around at night					2	1		7
Quality of daytime tours								
Variety of daytime tours					1			3
Quality of nighttime tours			1					2
Variety of nighttime tours		2			4			
Quality of shopping		3	2					8
Variety of shopping								
Price of things on Guam	2	1						4
Quality of hotel accommodations								
Quality/cleanliness of air, sky								
Quality/cleanliness of parks								
Quality of landscape in Tumon	1							
Quality of landscape in Guam		4						6
Quality of ground handler							1	1
Quality/cleanliness of transportation vehicles								
% of Per Person On Island Expenditures Accounted For	6.6%	9.7%	2.4%	0.0%	5.7%	2.2%	10.0%	4.2%

NOTE: Only significant drivers are included.

Drivers of Per Person On Island Expenditure

- **Per Person On Island Expenditure** of Korean visitors on Guam is driven by one significant factor in the April 2015 Period. It is:
 - **Quality of ground handler.**
- With this factor, the overall r^2 is .100 meaning that **10.0% of per person on island expenditure is accounted for by this factor.**