



# GUAM VISITORS BUREAU

## Japan Visitor Tracker Exit Profile

### FY2016 Market Segmentation

### AUGUST 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 Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **352** departing Japanese 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 **352** is +/- 5.23 percentage points with a 95% confidence level. That is, if all Japanese 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 +/- 5.23 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:
    - Families
    - OL's/ salary women
    - Group travelers
    - Silvers
    - Wedding participants
    - Sports activities/spectators
    - 18-35
    - 36-55
    - Traveling with children
    - Honeymooners
    - Repeat visitors
  - To identify (for all Japanese 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

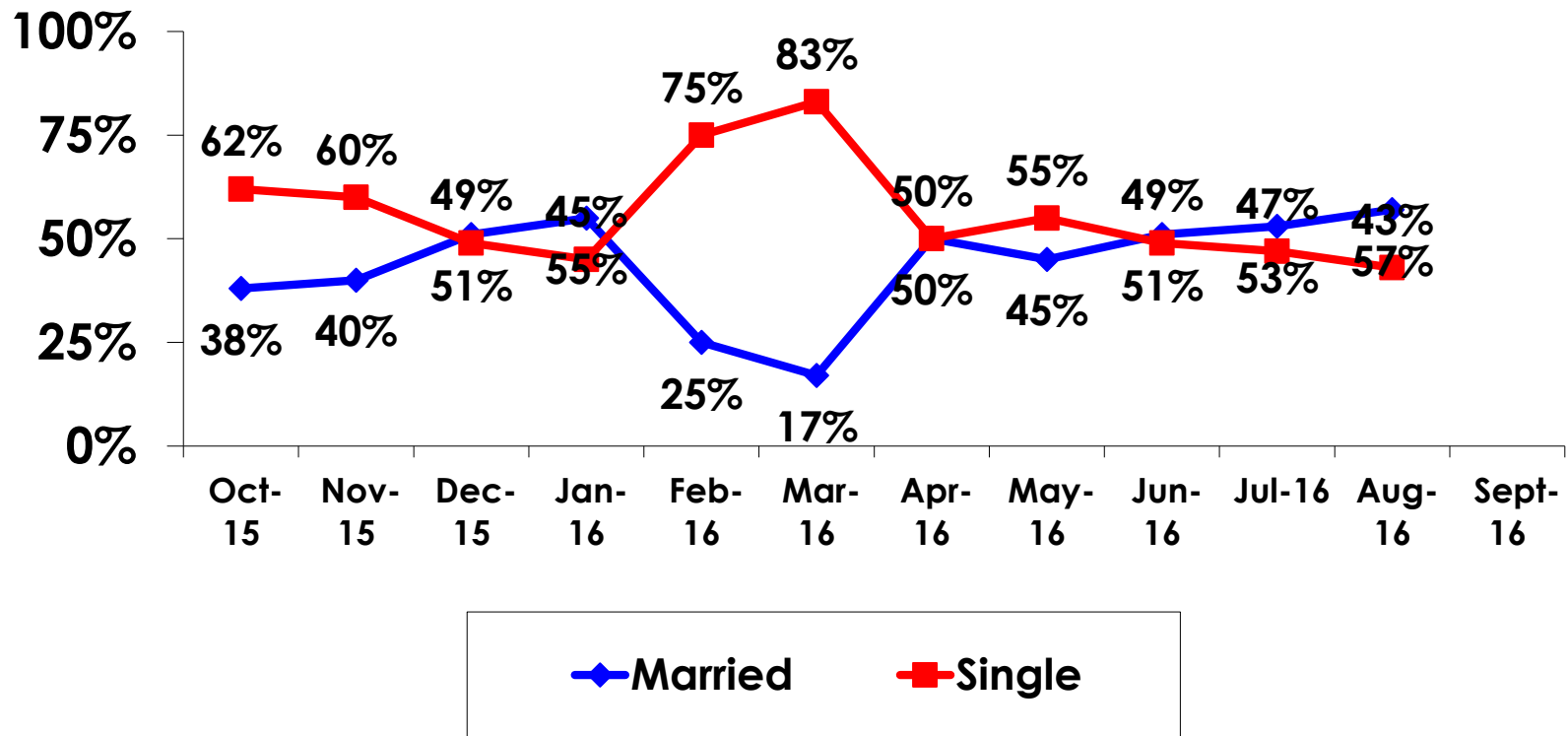
- Families – Q.6
- OL's/ salary women – Q.29/Female
- Group travelers – Q.7
- Silvers – Q.D
- Wedding participants – Q.5
- Sports activities/spectators – Q.5/Q.19
- 18-35 – Q.D
- 36-55 – Q.D
- Traveling with children – Q.6
- Honeymooners – Q.5
- Repeat visitors – Q.3A

# Highlighted Segments

	Oct 15	Nov 15	Dec 15	Jan 16	Feb 16	Mar 16	Apr 16	May 16	Jun 16	July 16	Aug 16	Sept 16
<b>Families</b>	31%	36%	48%	56%	25%	18%	42%	42%	38%	53%	58%	
<b>Office Lady</b>	9%	12%	10%	12%	10%	7%	11%	10%	16%	17%	11%	
<b>Group</b>	5%	7%	5%	1%	6%	5%	3%	2%	7%	3%	2%	
<b>Silver</b>	6%	2%	4%	5%	2%	3%	7%	5%	7%	5%	2%	
<b>Wedding</b>	7%	9%	3%	3%	4%	3%	8%	10%	11%	4%	2%	
<b>Sport</b>	31%	37%	33%	37%	29%	40%	25%	33%	28%	28%	35%	
<b>18-35</b>	73%	66%	55%	49%	81%	85%	60%	64%	59%	56%	51%	
<b>36-55</b>	19%	29%	37%	44%	15%	10%	30%	28%	29%	35%	46%	
<b>Child</b>	6%	14%	26%	35%	7%	5%	14%	13%	11%	26%	43%	
<b>Honeymoon</b>	7%	3%	5%	2%	3%	2%	5%	7%	9%	4%	2%	
<b>Repeat</b>	35%	46%	50%	56%	32%	26%	49%	45%	50%	48%	48%	
<b>TOTAL</b>	<b>351</b>	<b>351</b>	<b>356</b>	<b>353</b>	<b>354</b>	<b>356</b>	<b>350</b>	<b>350</b>	<b>352</b>	<b>351</b>	<b>352</b>	

# SECTION 1 **PROFILE OF RESPONDENTS**

# MARITAL STATUS - TRACKING

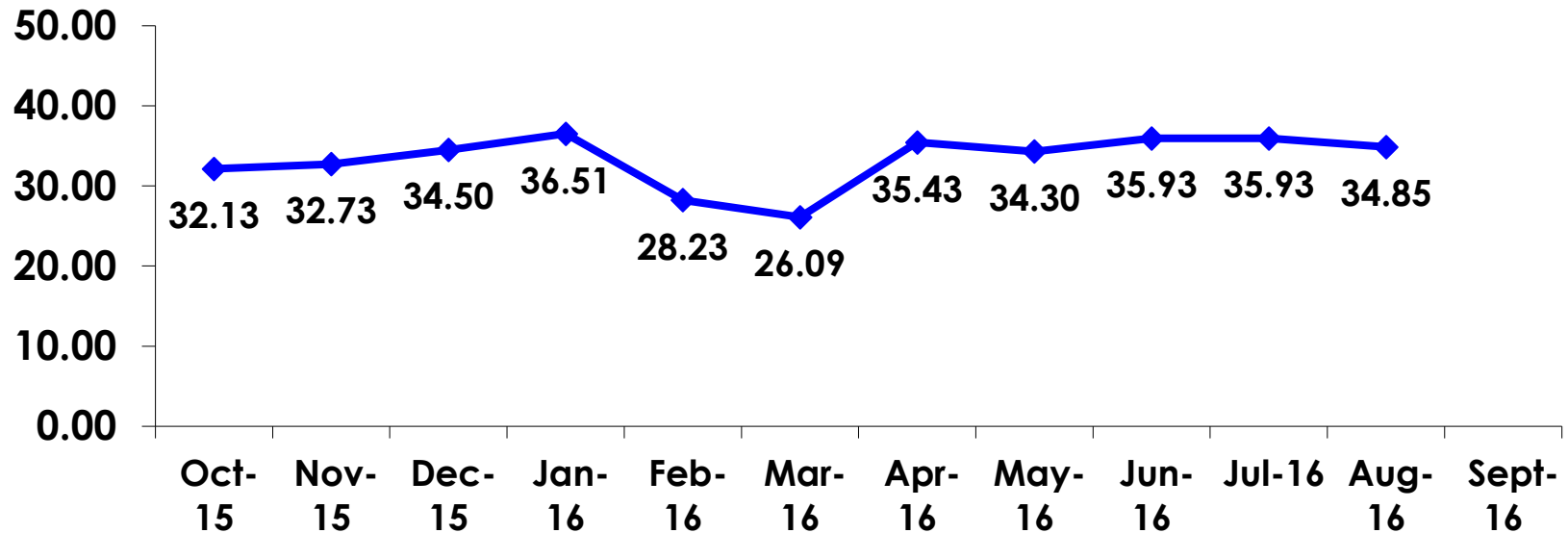


# MARITAL STATUS- SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	57%	90%	35%	50%	100%	83%	60%	21%	94%	95%	100%	70%
	Single	43%	10%	65%	50%		17%	40%	79%	6%	5%		30%
	Total Count	351	204	40	6	8	6	123	177	162	151	8	167



# AVERAGE AGE - TRACKING



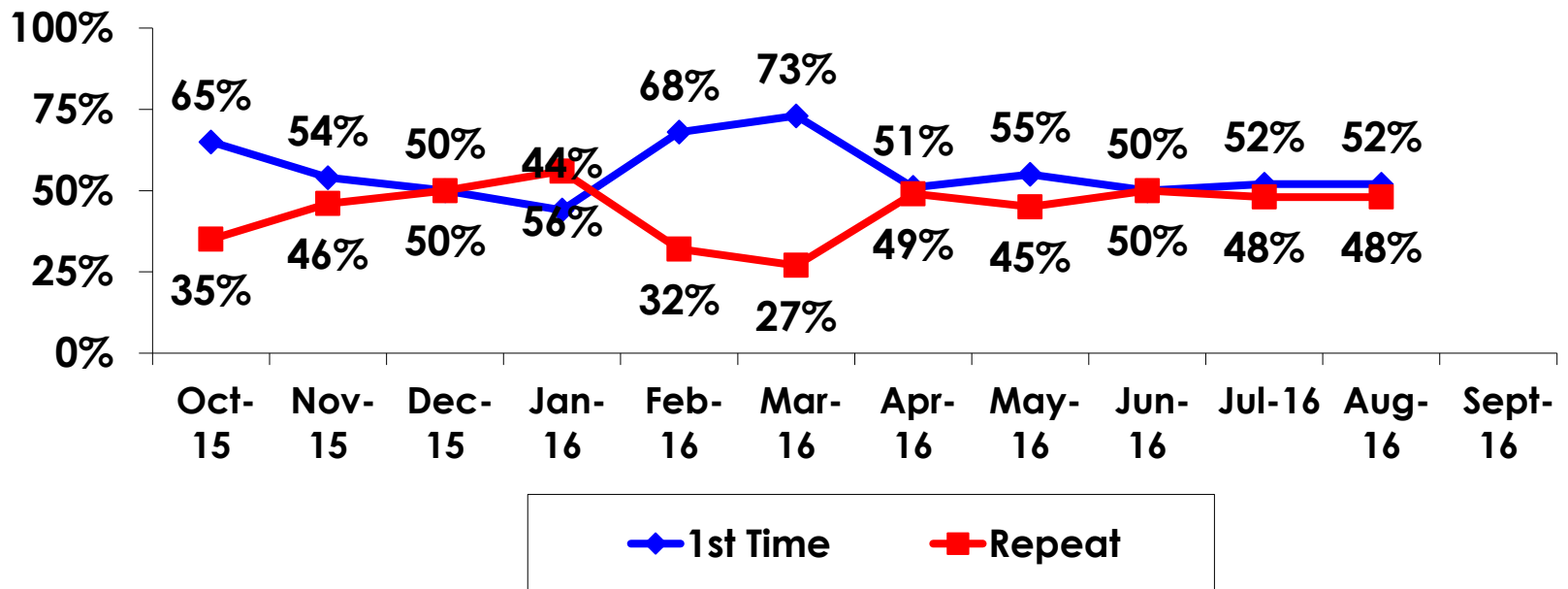
# AGE- SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	23%	3%	30%	50%		50%	22%	46%		1%	13%	13%
	25-34	26%	16%	43%	17%		17%	25%	52%		6%	75%	19%
	35-49	44%	71%	25%	33%			46%	2%	92%	87%	13%	57%
	50+	7%	10%	3%		100%	33%	7%		8%	7%		11%
	Total Count	351	203	40	6	8	6	122	178	162	150	8	168
QF	Mean	34.85	41.20	31.27	29.50	63.75	32.83	35.34	25.30	43.52	42.75	28.00	38.79
	Median	35	42	27	26	63	25	38	25	43	42	28	40

# INCOME - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
Q26	<Y2.0 million	6%	1%	3%		13%		4%	12%	1%	1%		5%
	Y2.0M-Y3.0M	9%	5%	32%	20%		17%	9%	17%	3%	3%		4%
	Y3.0M-Y4.0M	7%	5%	13%		13%		7%	12%	2%	3%	14%	6%
	Y4.0M-Y5.0M	9%	7%	6%		13%		12%	11%	7%	7%		6%
	Y5.0M-Y7.0M	17%	18%	10%	40%	38%	17%	14%	19%	15%	17%	71%	19%
	Y7.0M-Y10.0M	18%	24%	10%	20%		33%	18%	7%	29%	27%		23%
	Y10.0M+	33%	40%	26%	20%	25%	33%	35%	20%	43%	42%	14%	38%
	No Income	1%						1%	2%				
	Total Count	303	191	31	5	8	6	113	138	153	142	7	153

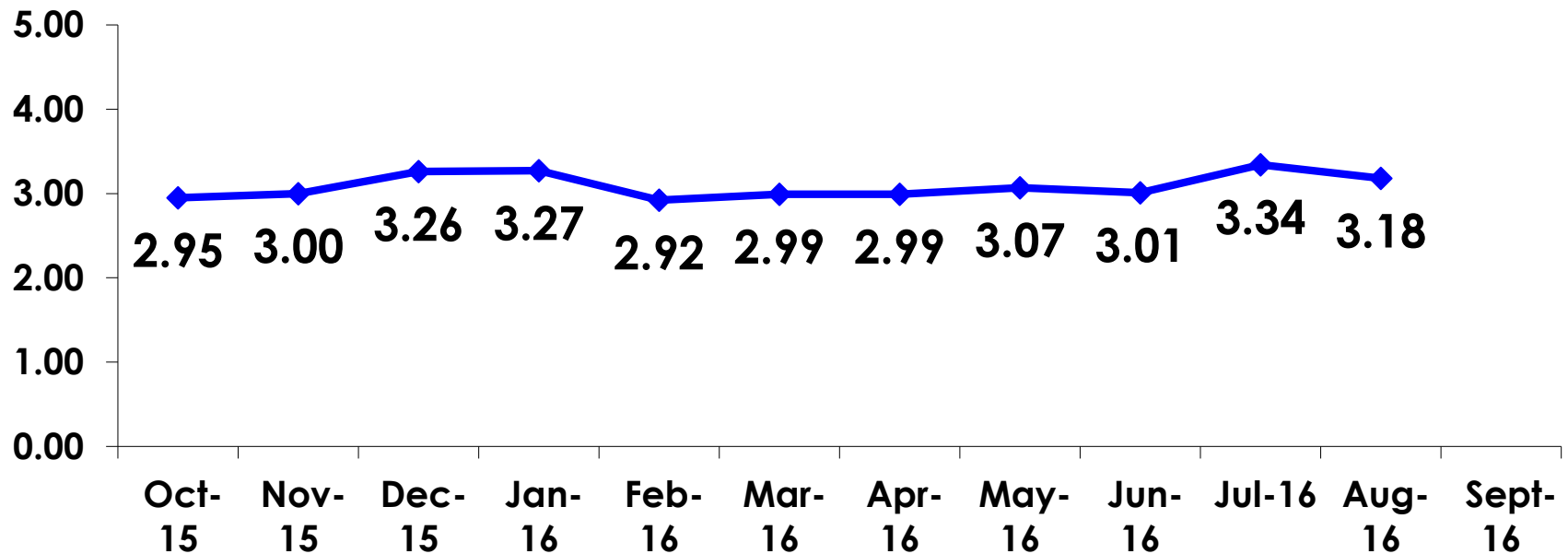
# PRIOR TRIPS TO GUAM - TRACKING



# PRIOR TRIPS TO GUAM - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	52%	39%	45%	50%	38%	67%	63%	69%	35%	36%	75%	
	No	48%	61%	55%	50%	63%	33%	37%	31%	65%	64%	25%	100%
	Total Count	352	204	40	6	8	6	123	178	162	151	8	168

# AVG LENGTH OF STAY - TRACKING



# AVG LENGTH OF STAY - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
Q8	Mean	3.18	3.47	3.13	3.17	3.75	3.17	3.35	2.88	3.46	3.56	3.75	3.36
	Median	3	3	3	3	3	3	3	3	3	3	4	3

# SECTION 2 **TRAVEL PLANNING**



# TRAVEL PLANNING - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT	
		-	-	-	-	-	-	-	-	-	-	-	-	
Q7	Free-time package tour	61%	55%	63%		75%	33%	64%	67%	53%	52%	75%	56%	
	Full package tour	21%	25%	25%		25%	67%	22%	20%	23%	25%	25%	22%	
	Individually arranged travel (FIT)	14%	19%	8%				10%	10%	20%	22%		18%	
	Company paid travel	2%	1%	3%				1%	1%	2%	1%		2%	
	Group tour	2%	0%	3%	100%			2%	2%	1%	1%		2%	
	Other	0%						1%	1%				1%	
	Total	Count	352	204	40	6	8	6	123	178	162	151	8	168

# TRAVEL MOTIVATION - SEGMENTATION

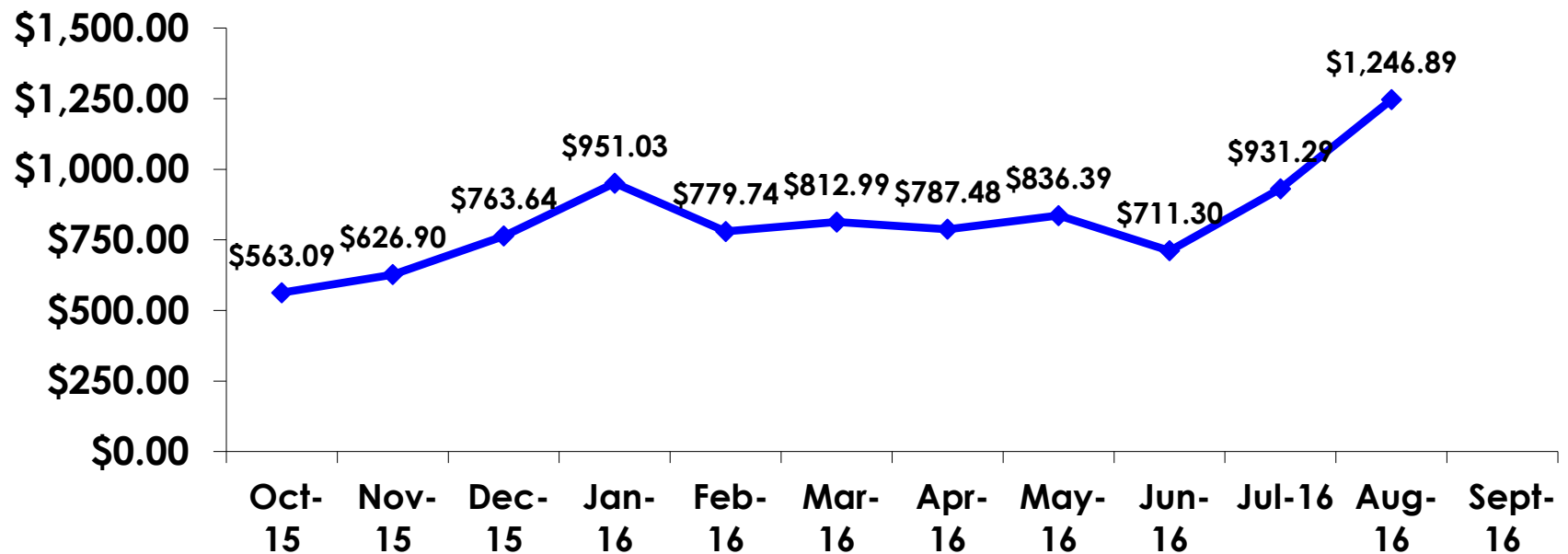
		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT	
		-	-	-	-	-	-	-	-	-	-	-	-	
Q5A	Previous trip	40%	54%	45%	50%	50%	17%	33%	23%	57%	56%	25%	84%	
	Price	16%	15%	8%	33%	13%	17%	22%	15%	18%	16%	25%	17%	
	Visit friends/ Relatives	1%						1%	1%	1%			1%	
	Recomm- friend/family/trvl agnt	23%	15%	38%	17%	38%		17%	32%	14%	15%	13%	11%	
	Scuba	4%	0%		17%	13%		9%	6%	1%	1%		2%	
	Water sports	26%	28%	18%	33%	13%	17%	39%	20%	33%	31%	13%	27%	
	Short travel time	65%	74%	57%	50%	75%	33%	66%	55%	74%	77%	63%	72%	
	Golf	1%	2%	3%		13%		2%		3%	3%		2%	
	Relax	36%	37%	43%	50%	38%		40%	35%	36%	34%		41%	
	Company/ Business Trip	2%	1%	3%				1%	1%	3%	1%		2%	
	Company Sponsored	1%	1%					1%		2%	2%		1%	
	Safe	36%	44%	40%	33%	50%		39%	27%	44%	45%		41%	
	Natural beauty	68%	69%	75%	83%	50%	17%	76%	67%	69%	72%	38%	68%	
	Shopping	34%	30%	38%	67%	25%		29%	39%	27%	26%		38%	
	Married/ Attn wedding	2%	2%	3%			100%	2%	2%	1%		13%	1%	
	Honeymoon	2%	4%				17%	2%	5%		1%	100%	1%	
	Pleasure	59%	59%	75%	67%	38%	17%	60%	59%	59%	58%	25%	57%	
	Organized sports	1%	1%						1%	1%	2%		2%	
	Other	4%	5%					2%	2%	6%	5%		5%	
	Total	Count	349	202	40	6	8	6	122	177	160	149	8	167

# INFORMATION SOURCES - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT	
		-	-	-	-	-	-	-	-	-	-	-	-	
Q1	Internet	86%	83%	80%	83%	50%	67%	89%	89%	84%	85%	88%	83%	
	Travel Guidebook- Bookstore	51%	53%	53%	33%	25%	33%	58%	49%	54%	54%	75%	50%	
	Travel Agent Brochure	48%	50%	50%	83%	25%	83%	51%	44%	52%	50%	88%	49%	
	Prior Trip	44%	57%	48%	50%	63%	33%	33%	26%	62%	60%	25%	92%	
	Magazine (Consumer)	32%	31%	30%	33%	25%	17%	33%	32%	33%	31%	13%	27%	
	Friend/ Relative	25%	16%	20%	33%	13%	17%	26%	35%	16%	13%	50%	14%	
	TV	8%	6%	8%	17%			7%	10%	6%	5%		7%	
	Co-Worker/ Company Trvl Dept	3%	3%					2%	3%	4%	3%		3%	
	Consumer Trvl Show	2%	2%			13%		2%	3%	1%	1%	13%	1%	
	GVB Office	1%	1%				17%	1%	1%	1%	1%		1%	
	GVB Promo	1%	1%					1%		2%	2%		1%	
	Newspaper	1%	1%			25%		1%		1%			1%	
	Radio	1%	0%					2%	1%	1%	1%			
	Other	0%							1%					
	Travel Trade Show	0%							1%					
	Theater Ad	0%						1%	1%					
	Total	Count	352	204	40	6	8	6	123	178	162	151	8	168

# SECTION 3 **EXPENDITURES**

# PREPAID EXPENDITURES - TRACKING



YTD=\$819.20

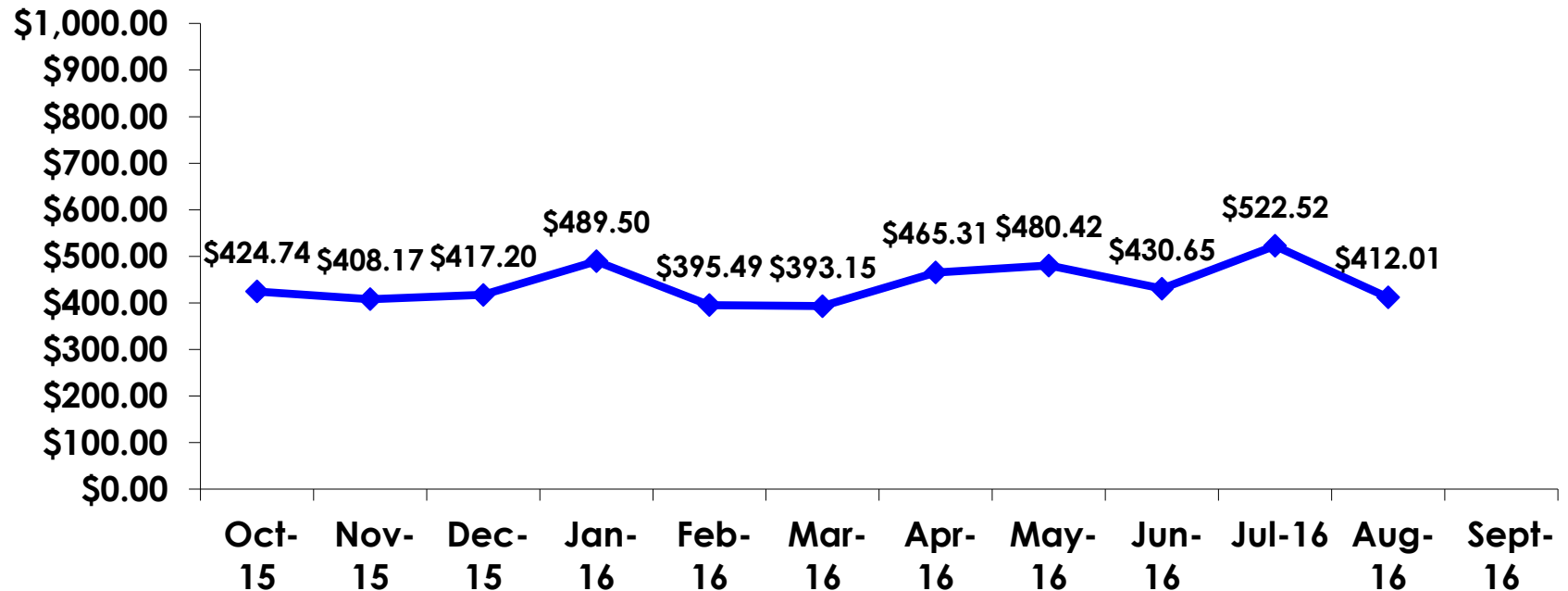
# PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$1,246.89	\$1,320.54	\$1,252.48	\$1,508.11	\$1,238.63	\$1,977.85	\$1,342.70	\$1,171.82	\$1,313.49	\$1,270.41	\$2,002.57	\$1,281.66
	Median	\$1,236	\$1,298	\$1,328	\$1,558	\$1,365	\$1,978	\$1,286	\$1,187	\$1,298	\$1,286	\$1,830	\$1,236
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$8,900	\$4,945	\$2,637	\$2,472	\$1,592	\$3,708	\$3,708	\$8,900	\$3,708	\$3,362	\$4,945	\$8,900

# PREPAID EXPENDITURES BREAKDOWN

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
AIR & HOTEL	Mean	\$3,105.07	\$4,602.28	\$2,431.99	\$1,977.85	\$3,434.39	\$4,173.26	\$3,015.65	\$1,868.59	\$4,791.84	\$5,097.77	\$4,598.50	\$3,631.99
	Median	\$1,978	\$4,450	\$1,928	\$1,582	\$2,472	\$4,945	\$1,978	\$1,335	\$4,598	\$4,712	\$4,747	\$2,967
AIR/ HOTEL/ MEAL	Mean	\$5,483.58	\$5,927.98	\$5,043.51	\$1,483.39	.	.	\$6,669.42	\$3,098.63	\$5,960.57	\$6,456.21	\$6,922.47	\$5,639.34
	Median	\$5,686	\$5,934	\$4,648	\$1,483	.	.	\$6,675	\$1,533	\$5,884	\$5,953	\$6,922	\$5,884
AIR ONLY	Mean	\$2,449.06	\$2,714.22	\$2,017.41	.	.	.	\$1,602.06	\$2,187.64	\$2,591.88	\$2,839.11	\$1,977.85	\$2,185.07
	Median	\$1,978	\$2,670	\$593	.	.	.	\$1,582	\$1,335	\$2,670	\$2,917	\$1,978	\$1,978
HOTEL ONLY	Mean	\$1,200.63	\$1,506.87	\$519.19	.	.	.	\$1,107.59	\$953.61	\$1,466.65	\$1,595.97	\$1,384.49	\$1,210.20
	Median	\$1,187	\$1,434	\$297	.	.	.	\$989	\$1,088	\$1,483	\$1,483	\$1,384	\$1,276
HOTEL & MEAL	Mean	\$1,137.26	\$1,137.26	.	.	.	.	\$148.34	.	\$1,137.26	\$1,137.26	.	\$988.92
	Median	\$1,310	\$1,310	.	.	.	.	\$148	.	\$1,310	\$1,310	.	\$989
F&B HOTEL	Mean	.	.	.	.	.	.	.	.	.	.	.	.
	Median	.	.	.	.	.	.	.	.	.	.	.	.
TRANS- JAPAN	Mean	\$111.03	\$170.59	\$2.97	.	.	.	\$31.52	\$49.74	\$173.24	\$224.98	.	\$50.33
	Median	\$35	\$89	\$3	.	.	.	\$30	\$30	\$99	\$124	.	\$20
TRANS- GUAM	Mean	\$148.34	\$247.23	\$98.89	.	.	.	\$82.41	\$82.41	\$247.23	\$98.89	.	\$197.78
	Median	\$99	\$247	\$99	.	.	.	\$99	\$99	\$247	\$99	.	\$99
OPT TOURS	Mean	\$451.77	\$603.09	\$692.25	.	\$791.14	\$1,681.17	\$516.24	\$246.74	\$682.15	\$527.00	\$395.57	\$437.41
	Median	\$297	\$494	\$890	.	\$791	\$1,681	\$297	\$198	\$494	\$494	\$396	\$297
OTHER	Mean	\$950.99	\$1,486.20	\$161.19	\$642.80	.	\$7,911.39	\$912.93	\$628.83	\$1,480.25	\$1,040.48	\$2,966.77	\$645.62
	Median	\$494	\$618	\$99	\$643	.	\$7,911	\$297	\$297	\$569	\$618	\$2,967	\$198
TOTAL	Mean	\$3,181.78	\$4,433.34	\$2,463.85	\$1,780.06	\$3,103.99	\$5,356.67	\$3,533.15	\$1,871.36	\$4,596.34	\$4,790.06	\$4,005.14	\$3,503.52
	Median	\$1,978	\$4,450	\$1,582	\$1,731	\$2,522	\$4,945	\$2,275	\$1,483	\$4,712	\$4,945	\$3,659	\$2,967

# ON-ISLAND EXPENDITURES - TRACKING



YTD = \$439.80



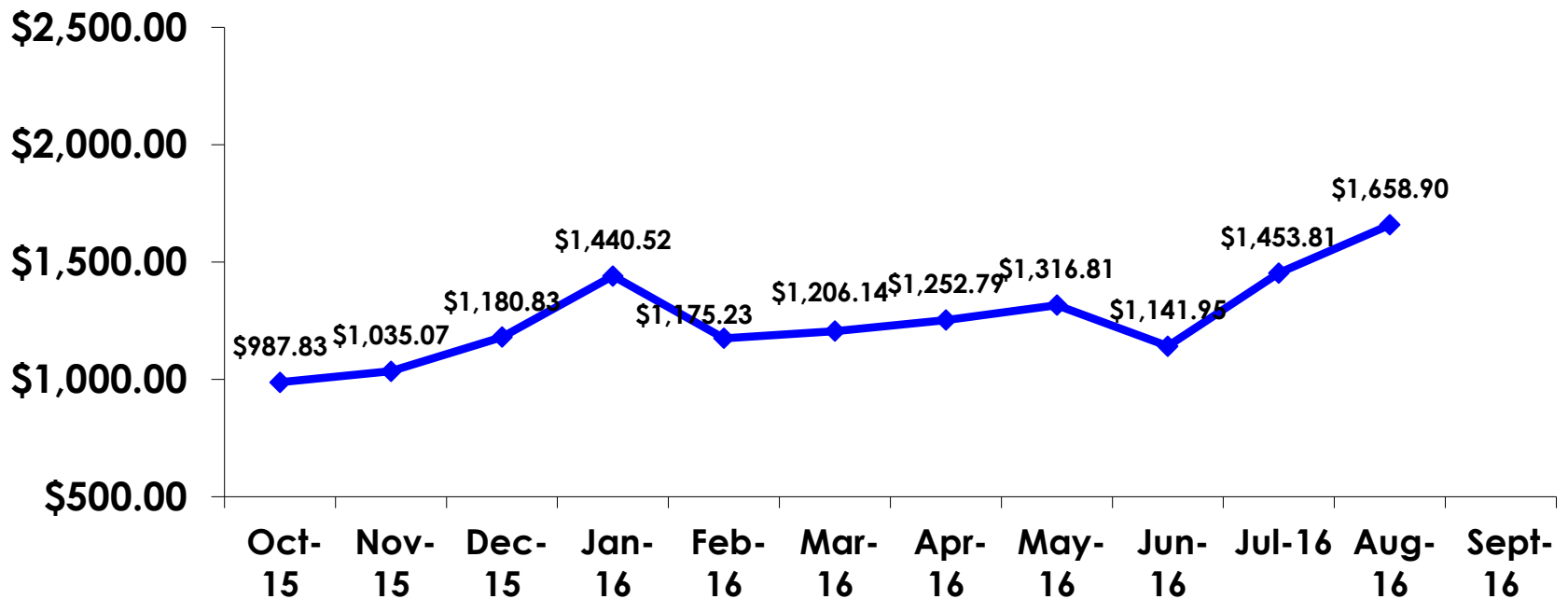
# ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$412.01	\$386.15	\$380.50	\$496.67	\$540.00	\$372.92	\$429.76	\$445.10	\$362.32	\$352.68	\$571.88	\$422.38
	Median	\$323	\$300	\$400	\$430	\$450	\$375	\$352	\$383	\$250	\$250	\$500	\$371
	Minimum	\$0	\$0	\$0	\$300	\$0	\$100	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$3,500	\$2,000	\$953	\$1,000	\$1,650	\$668	\$2,085	\$3,500	\$2,000	\$1,727	\$1,750	\$2,000

# ON-ISLAND EXPENSE- BREAKDOWN

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
F&B HOTEL	Mean	\$71.47	\$108.47	\$17.63	\$45.00	\$50.00	\$5.83	\$95.37	\$27.87	\$120.35	\$123.57	\$16.88	\$90.70
F&B FF/STORE	Mean	\$44.17	\$61.07	\$35.43	\$1.67	\$30.00	\$75.00	\$60.78	\$30.58	\$59.97	\$64.07	\$77.50	\$40.21
F&B RESTRNT	Mean	\$128.15	\$181.99	\$148.58	\$33.33	\$0.00	\$195.00	\$145.24	\$71.87	\$194.55	\$194.05	\$68.75	\$161.08
OPT TOUR	Mean	\$98.10	\$116.75	\$44.85	\$20.00	\$47.50	\$178.33	\$127.10	\$73.90	\$128.37	\$134.25	\$157.50	\$98.26
GIFT- SELF	Mean	\$222.99	\$325.07	\$147.00	\$16.67	\$443.75	\$111.67	\$206.00	\$142.12	\$282.38	\$325.00	\$295.00	\$280.39
GIFT- OTHER	Mean	\$120.78	\$149.83	\$75.38	\$111.67	\$35.00	\$178.33	\$140.63	\$98.38	\$143.96	\$136.24	\$344.38	\$125.98
TRANS	Mean	\$26.54	\$32.51	\$8.90	\$5.00	\$7.50	\$14.33	\$21.42	\$20.92	\$32.78	\$36.89	\$15.63	\$28.05
OTHER	Mean	\$196.64	\$237.73	\$180.03	\$263.33	\$445.00	\$284.83	\$190.54	\$153.38	\$233.96	\$249.57	\$168.13	\$272.68
TOTAL	Mean	\$907.46	\$1,210.96	\$657.78	\$496.67	\$1,058.75	\$1,043.33	\$987.07	\$619.11	\$1,193.24	\$1,260.33	\$1,143.75	\$1,094.97

# TOTAL EXPENDITURES – TRACKING



YTD=\$1,259.00

# TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$1,658.90	\$1,706.69	\$1,632.98	\$2,004.78	\$1,778.63	\$2,350.76	\$1,772.47	\$1,616.91	\$1,675.81	\$1,623.09	\$2,574.45	\$1,704.03
	Median	\$1,636	\$1,608	\$1,673	\$2,205	\$1,949	\$2,448	\$1,701	\$1,636	\$1,586	\$1,562	\$2,861	\$1,649
	Minimum	\$0	\$0	\$0	\$300	\$0	\$200	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$9,700	\$5,195	\$3,137	\$2,832	\$2,936	\$4,083	\$4,083	\$9,700	\$4,083	\$3,829	\$5,195	\$9,700

# 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.

**Comparison of Drivers of Overall Satisfaction, Oct, Nov, Dec 2015, Jan, Feb, Mar, Apr, May, Jun, Jul, Aug 2016, and Overall Oct-2015 - Aug 2016**

	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	<b>Aug-16</b>	Combi ned Oct- 2015 - Aug 2016
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	<b>rank</b>	rank
Quality & Cleanliness of beaches & parks	4	4	3					2			<b>3</b>	4
Ease of getting around											<b>2</b>	10
Safety walking around at night												
Quality of daytime tours				2								8
Variety of daytime tours	5											
Quality of nighttime tours												
Variety of nighttime tours												
Quality of shopping		3			2	4			3			
Variety of shopping	2			5				4		3		3
Price of things on Guam				1							<b>4</b>	
Quality of hotel accommodations			2			2	3		2	5	<b>5</b>	5
Quality/cleanliness of air, sky			4									9
Quality/cleanliness of parks					1							
Quality of landscape in Tumon	1	1	1	3						1		6
Quality of landscape in Guam					4	1	1	5	1	4	<b>1</b>	1
Quality of ground handler						3		1				7
Quality/cleanliness of transportation vehicles	3	2		4	3	5	2	3	4	2		2
% of Overall Satisfaction Accounted For	65.6%	46.7%	53.1%	45.9%	44.2%	50.0%	53.0%	55.9%	42.5%	55.7%	<b>61.1%</b>	49.8%

NOTE: Only significant drivers are included.

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# DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Japanese visitor's experience on Guam is driven by five significant factors in the August 2016 Period. By rank order they are:
  - **Quality of landscape in Guam,**
  - **Ease of getting around,**
  - **Quality & cleanliness of beaches & parks,**
  - **Price of things on Guam, and**
  - **Quality of hotel accommodations.**
- With all five factors the overall  $r^2$  is .611 meaning that **61.1% of overall satisfaction is accounted for by these factors.**



**Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2015, Jan, Feb, Mar, Apr, May, Jun, Jul, Aug 2016 and Overall Oct 2015-Aug 2016**

	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Combi ned Oct 2015- Aug 2016
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks												
Ease of getting around				3							1	
Safety walking around at night		2										
Quality of daytime tours	3											
Variety of daytime tours												
Quality of nighttime tours												
Variety of nighttime tours				2								2
Quality of shopping				1								1
Variety of shopping						1						
Price of things on Guam				4						1		
Quality of hotel accommodations	1											
Quality/cleanliness of air, sky												
Quality/cleanliness of parks	2	1										
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	4.8%	4.8%	0.0%	12.8%	0.0%	1.9%	0.0%	0.0%	0.0%	5.1%	2.4%	0.7%

NOTE: Only significant drivers are included.

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# Drivers of Per Person On Island Expenditure

- **Per Person On Island Expenditure** of Japanese visitors on Guam is driven by one significant factor in the August 2016 Period. It is:
  - **Ease of getting around.**
- With this factor the overall  $r^2$  is .024 meaning that **2.4% of Per Person On Island Expenditure is accounted for by this factor.**