GUAM VISITORS BUREAU
Korean Visitor Tracker Exit Profile
FY2016 Market Segmentation
AUGUST 2016

Prepared by: QMark Research

1

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 **354** 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 **354** is +/- 5.23 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 +/- 5.23 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 15	Nov 15	Dec 15	Jan 16	Feb 16	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Sept 16
Family/ FIT	14%	10%	11%	14%	14%	12%	9%	12%	14%	12%	14%	
Group	1%	1%	1%	1%	1%	0%	0%	1%	1%	-	-	
Eng Language	1%	0%	0%	1%	2%	1%	0%	1%	1%	1%	1%	
Honeymoon	13%	10%	12%	5%	5%	15%	6%	6%	8%	4%	3%	
Wedding	1%	-	-	-	-	0%	0%	0%	1%	0%	-	
Incentive	7%	4%	1%	2%	0%	2%	3%	2%	3%	1%	-	
18-35	65%	57%	55%	47%	53%	67%	60%	52%	58%	61%	54%	
36-55	34%	42%	42%	52%	46%	30%	38%	46%	41%	38%	44%	
Child	43%	47%	48%	53%	48%	40%	47%	56%	48%	41%	47%	
FIT	16%	11%	14%	20%	21%	17%	13%	14%	19%	19%	17%	
Golden Miss	3%	2%	5%	4%	4%	4%	4%	1%	4%	3%	5%	
Senior	1%	0%	2%	1%	0%	2%	1%	1%	1%	0%	1%	
Sport	24%	22%	22%	29%	27%	23%	25%	19%	21%	21%	25%	
TOTAL	**351**	**365**	**368**	**353**	**356**	**354**	**350**	**352**	**356**	**352**	**354**	

SECTION 1
PROFILE OF RESPONDENTS

MARITAL STATUS - TRACKING
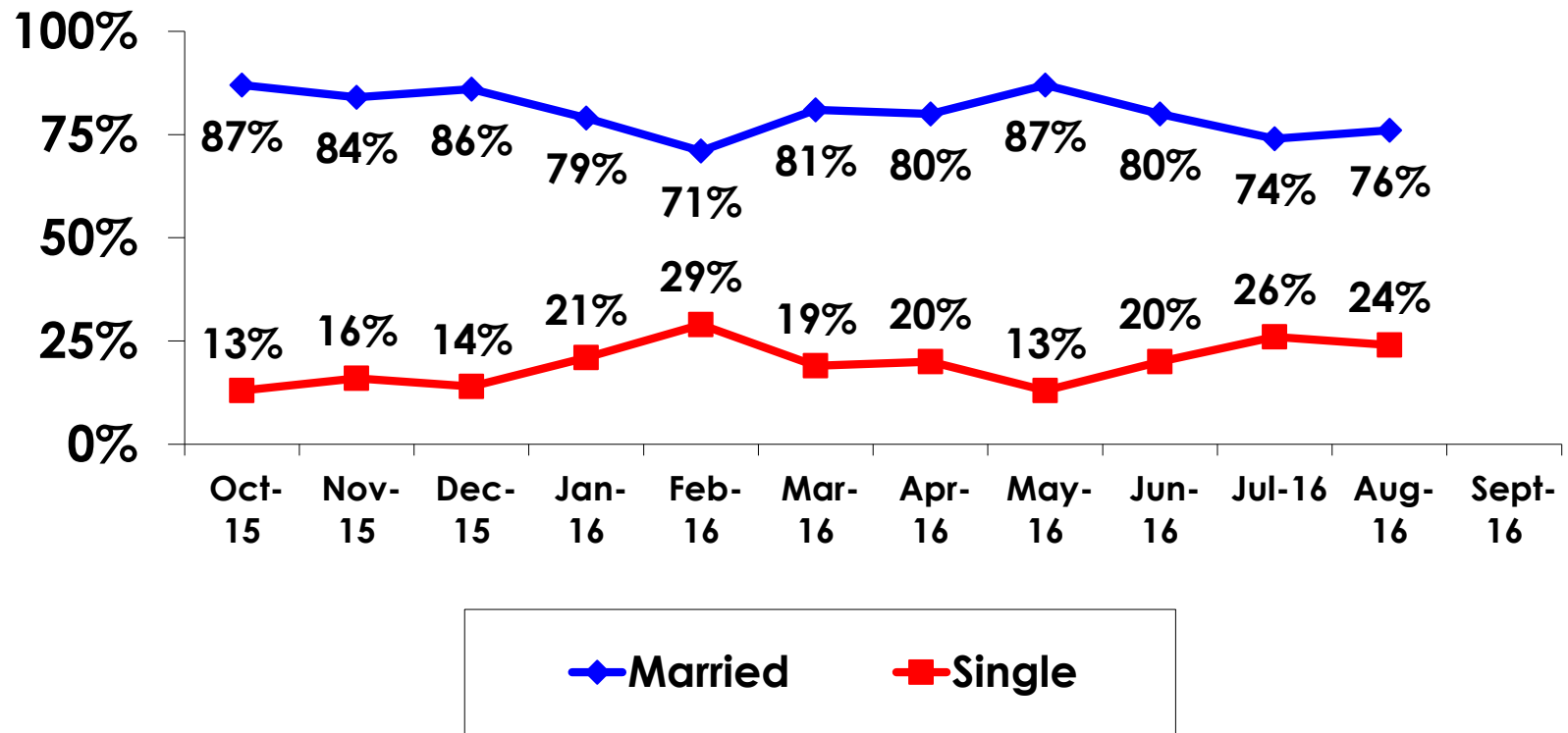
MARITAL STATUS-SEGMENTATION

			TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	270	44	2	12	113	149	165	45	15	5	52
		Column N %	76%	90%	100%	100%	59%	97%	99%	74%	94%	100%	58%
	Single	Count	84	5	0	0	79	5	2	16	1	0	38
		Column N %	24%	10%	0%	0%	41%	3%	1%	26%	6%	0%	42%
	Total	Count	354	49	2	12	192	154	167	61	16	5	90

AVERAGE AGE - TRACKING

Line chart showing average age tracking by month:

Month	Average Age
Oct-15	34.35
Nov-15	34.93
Dec-15	35.69
Jan-16	36.24
Feb-16	34.87
Mar-16	34.23
Apr-16	34.51
May-16	35.82
Jun-16	34.92
Jul-16	34.38
Aug-16	35.34
Sept-16	
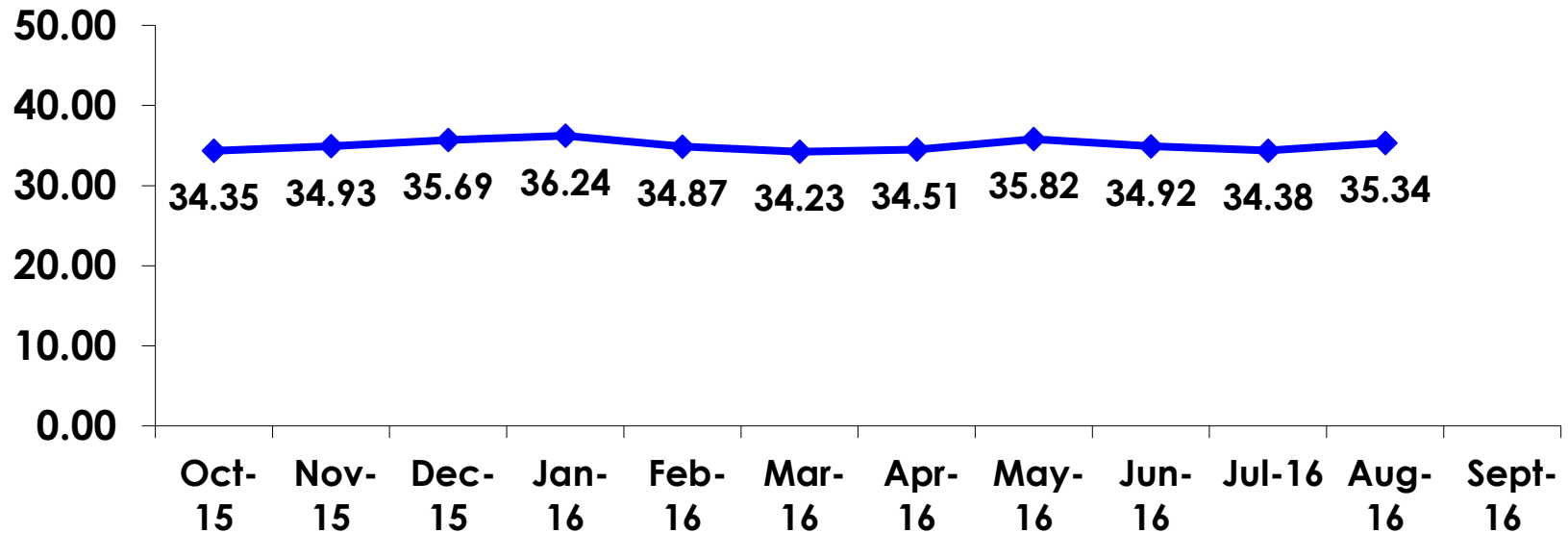
AGE- SEGMENTATION

			TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOO N	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	29	2	0	0	29	0	2	4	0	0	13
		Column N %	8%	4%	0%	0%	15%	0%	1%	7%	0%	0%	14%
	25-34	Count	140	19	0	11	140	0	32	27	6	0	42
		Column N %	40%	39%	0%	92%	73%	0%	19%	44%	38%	0%	47%
	35-49	Count	171	26	2	1	23	148	128	28	10	0	34
		Column N %	48%	53%	100%	8%	12%	96%	77%	46%	63%	0%	38%
	50+	Count	14	2	0	0	0	6	5	2	0	5	1
		Column N %	4%	4%	0%	0%	0%	4%	3%	3%	0%	100%	1%
	Total	Count	354	49	2	12	192	154	167	61	16	5	90
QF	Mean		35.34	36.78	38.00	30.08	29.41	41.41	39.22	35.21	36.50	63.00	32.30
	Median		35	36	38	29	30	41	39	34	36	61	31

INCOME - SEGMENTATION

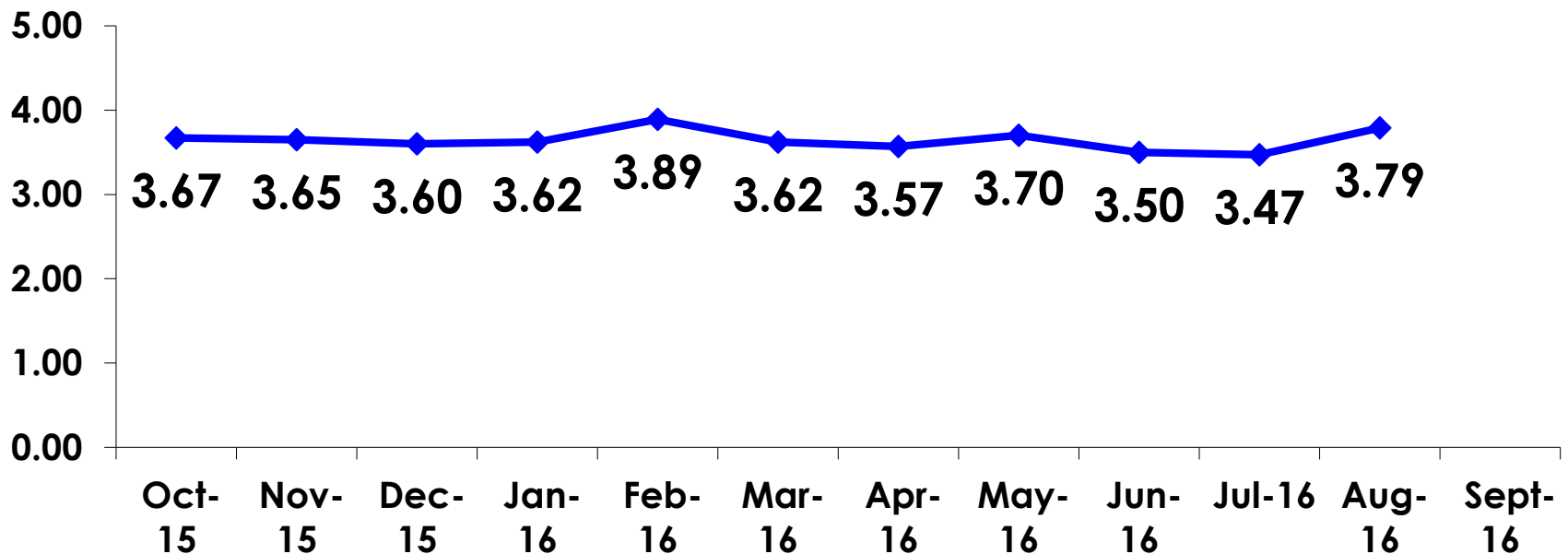|			TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-
Q26	<KW12.0M	Count	2	1	0	0	1	1	0	1	0	0	0
		Column N %	1%	2%	0%	0%	1%	1%	0%	2%	0%	0%	0%
	KW12.0M-KW24.0M	Count	6	1	0	1	5	1	0	2	0	0	2
		Column N %	2%	2%	0%	11%	4%	1%	0%	4%	0%	0%	3%
	KW24.0M-KW36.0M	Count	35	1	0	4	30	5	5	4	1	0	17
		Column N %	14%	2%	0%	44%	24%	4%	4%	8%	8%	0%	22%
	KW36.0M-KW48.0M	Count	34	6	0	1	20	14	11	9	1	0	7
		Column N %	14%	14%	0%	11%	16%	12%	9%	18%	8%	0%	9%
	KW48.0M-KW60.0M	Count	45	7	1	1	23	22	26	7	1	0	15
		Column N %	18%	17%	50%	11%	19%	19%	22%	14%	8%	0%	20%
	KW60.0M-KW72.0M	Count	31	2	0	1	10	19	18	3	2	1	7
		Column N %	13%	5%	0%	11%	8%	16%	15%	6%	15%	50%	9%
	KW72.0M+	Count	83	24	1	1	26	55	58	25	8	1	25
		Column N %	34%	57%	50%	11%	21%	47%	49%	49%	62%	50%	33%
	No Income	Count	9	0	0	0	8	1	1	0	0	0	3
		Column N %	4%	0%	0%	0%	7%	1%	1%	0%	0%	0%	4%
	Total	Count	245	42	2	9	123	118	119	51	13	2	76

PRIOR TRIPS TO GUAM - TRACKING
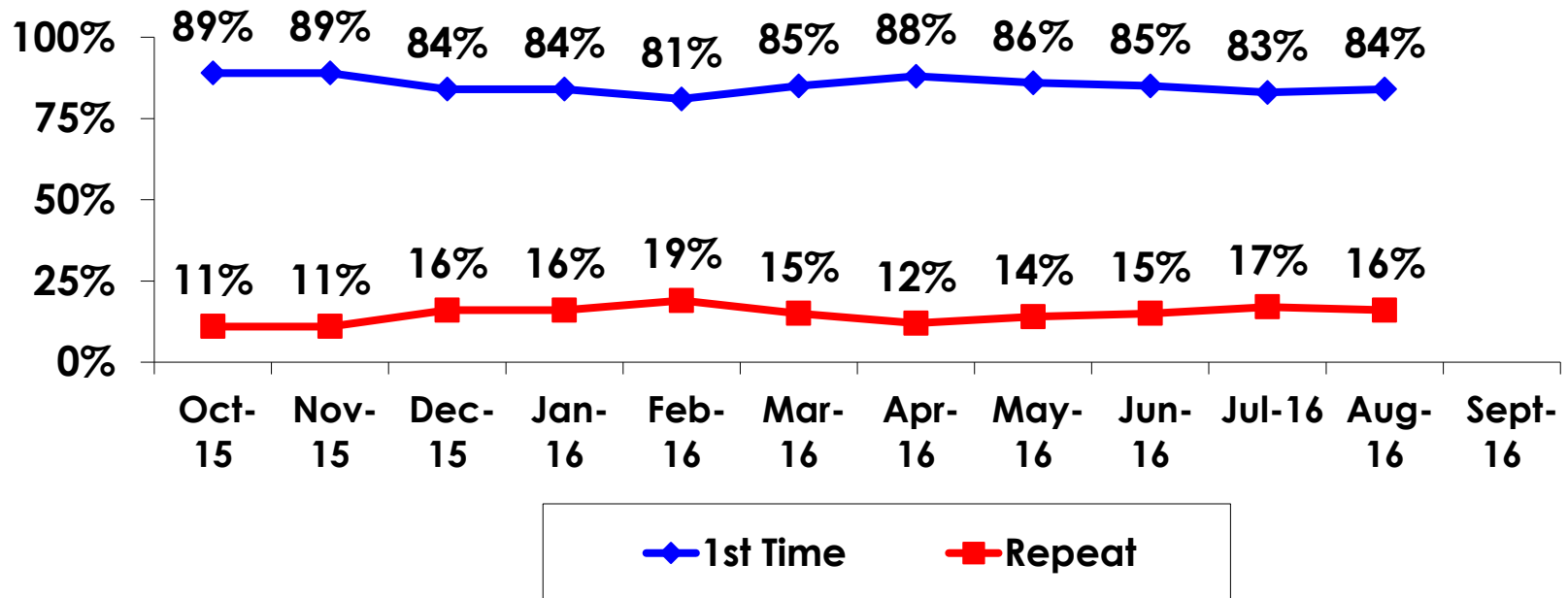
PRIOR TRIPS TO GUAM - SEGMENTATION

			TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	297	37	2	10	176	113	128	46	11	5	79
		Column N %	84%	76%	100%	83%	92%	73%	77%	75%	69%	100%	88%
	No	Count	57	12	0	2	16	41	39	15	5	0	11
		Column N %	16%	24%	0%	17%	8%	27%	23%	25%	31%	0%	12%
	Total	Count	354	49	2	12	192	154	167	61	16	5	90

AVG LENGTH OF STAY - TRACKING

	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sept-16
	3.67	3.65	3.60	3.62	3.89	3.62	3.57	3.70	3.50	3.47	3.79	

AVG LENGTH OF STAY - SEGMENTATION

		TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-
Q8	Mean	3.79	4.39	3.50	3.58	3.69	3.93	3.93	4.41	3.69	3.40	3.78
	Median	3	4	4	3	4	4	4	4	3	3	3

SECTION 2
TRAVEL PLANNING

TRAVEL PLANNING - SEGMENTATION

			TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOO N	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-
Q7	Full package tour	Count	122	0	0	4	49	69	68	0	7	3	18
		Column N %	35%	0%	0%	33%	26%	45%	41%	0%	44%	60%	20%
	Free-time package tour	Count	170	0	1	7	108	60	70	0	8	1	55
		Column N %	48%	0%	50%	58%	57%	39%	42%	0%	50%	20%	61%
	Individually arranged travel (FIT)	Count	61	49	1	1	34	25	29	61	1	1	17
		Column N %	17%	100%	50%	8%	18%	16%	17%	100%	6%	20%	19%
	Total	Count	353	49	2	12	191	154	167	61	16	5	90

TRAVEL MOTIVATION - SEGMENTATION

		TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	11%	12%	0%	8%	5%	18%	17%	11%	19%	0%	10%
	Price	6%	4%	0%	8%	6%	6%	4%	3%	0%	20%	9%
	Visit friends/ Relatives	3%	4%	0%	0%	2%	3%	1%	7%	0%	20%	4%
	Recomm-friend/family/trvl agnt	17%	27%	50%	0%	18%	17%	19%	25%	6%	0%	18%
	Scuba	2%	0%	0%	0%	3%	0%	1%	0%	0%	0%	7%
	Water sports	13%	16%	50%	8%	16%	9%	9%	15%	19%	0%	50%
	Short travel time	25%	33%	0%	8%	24%	27%	26%	30%	50%	20%	24%
	Golf	2%	2%	50%	0%	2%	2%	2%	3%	0%	0%	7%
	Relax	66%	61%	100%	42%	65%	67%	69%	64%	75%	100%	69%
	Company/ Business Trip	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%
	Convention/ Trade/ Conference	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%
	Safe	36%	33%	0%	42%	32%	39%	43%	30%	38%	60%	32%
	Natural beauty	53%	67%	50%	33%	56%	51%	53%	66%	63%	40%	61%
	Shopping	18%	27%	0%	25%	21%	15%	19%	26%	6%	0%	21%
	Career Cert/ Testing	0%	0%	0%	0%	1%	0%	0%	2%	0%	0%	0%
	Honeymoon	3%	2%	0%	100%	6%	1%	1%	2%	0%	0%	1%
	Pleasure	18%	14%	0%	25%	18%	19%	19%	18%	13%	0%	18%
	Organized sports	2%	2%	50%	0%	2%	3%	2%	3%	0%	0%	9%
	Other	2%	4%	0%	0%	1%	2%	2%	3%	6%	0%	0%
	Total Count	354	49	2	12	192	154	167	61	16	5	90

INFORMATION SOURCES - SEGMENTATION

		TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-
Q1	Internet	92%	94%	100%	100%	94%	90%	94%	95%	88%	100%	96%
	Friend/ Relative	41%	39%	50%	17%	49%	31%	37%	43%	38%	20%	44%
	Travel Agent Brochure	27%	10%	50%	42%	24%	32%	28%	10%	31%	40%	25%
	Prior Trip	16%	22%	0%	17%	8%	26%	23%	23%	31%	0%	12%
	Travel Guidebook- Bookstore	13%	12%	0%	8%	14%	12%	8%	13%	13%	20%	17%
	Co-Worker/ Company Trvl Dept	7%	12%	0%	0%	5%	8%	7%	10%	6%	0%	7%
	TV	7%	14%	0%	17%	7%	5%	5%	15%	6%	40%	9%
	GVB Office	5%	8%	50%	0%	5%	5%	6%	7%	0%	20%	4%
	Newspaper	2%	0%	0%	0%	2%	3%	2%	0%	6%	0%	1%
	Magazine (Consumer)	2%	8%	0%	0%	2%	1%	1%	7%	0%	0%	2%
	Travel Trade Show	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%	1%
	GVB Promo	1%	0%	0%	0%	1%	1%	2%	0%	6%	0%	0%
	Other	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
	Radio	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%
	Total Count	353	49	2	12	191	154	167	61	16	5	89

SECTION 3
EXPENDITURES

PREPAID EXPENDITURES - TRACKING
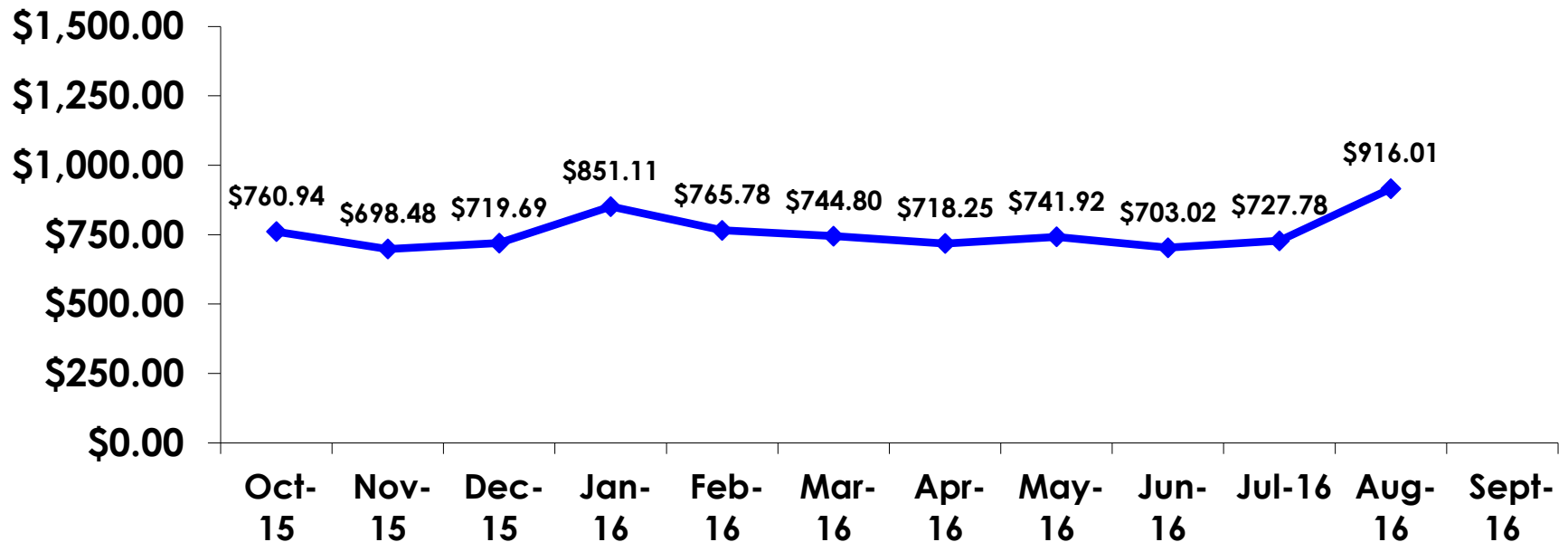
YTD=$758.59

PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	$916.01	$725.56	$612.29	$1,040.36	$900.44	$947.17	$960.82	$700.64	$808.72	$556.88	$908.62
	Median	$953	$817	$612	$1,112	$908	$1,030	$1,029	$817	$1,069	$0	$908
	Minimum	$0	$0	$105	$0	$0	$0	$0	$0	$0	$0	$0
	Maximum	$7,105	$1,816	$1,120	$1,816	$7,105	$2,724	$7,105	$1,816	$1,441	$1,513	$2,724

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	$3,127.62	$3,443.23	.	.	$2,292.58	.	.	$2,499.96	$4,530.68	$4,189.98	$2,768.30	$5,160.19	.	$2,893.68
	Median	$2,717	$3,178	.	.	$2,134	.	.	$2,270	$3,450	$3,541	$2,724	$3,541	.	$2,470
AIR/ HOTEL/ MEAL	Mean	$4,096.07	$2,378.83	.	$2,360.67	$3,949.59	.	.	$3,199.80	$4,593.95	$4,789.83	$2,378.83	$3,370.32	$8,080.77	$3,963.56
	Median	$3,632	$1,997	.	$2,361	$3,632	.	.	$2,724	$4,204	$4,355	$1,997	$3,269	$8,081	$3,496
AIR ONLY	Mean	$1,594.29	$1,479.96	.	.	$1,361.93	.	.	$1,451.81	$1,819.25	$2,524.54	$1,323.55	$2,769.25	.	$1,307.45
	Median	$1,062	$1,362	.	.	$1,362	.	.	$849	$1,816	$1,816	$1,090	$2,769	.	$885
HOTEL ONLY	Mean	$1,082.18	$912.14	.	.	$1,116.78	.	.	$796.20	$1,758.12	$1,726.81	$869.69		.	$919.30
	Median	$908	$908	.	.	$1,117	.	.	$595	$1,090	$1,149	$908		.	$772
HOTEL & MEAL	Mean	$2,103.42	$2,251.72	.	.	.	.	.	$1,089.54	$2,306.20	$2,610.36	$2,251.72	.	.	.
	Median	$1,725	$2,088	.	.	.	.	.	$1,090	$2,088	$2,497	$2,088	.	.	.
F&B HOTEL	Mean	$70.28	.	.	.	.	.	.	$46.40	$118.03	$104.41	.			$60.02
	Median	$91	.	.	.	.	.	.	$46	$118	$104	.			$60
TRANS- KOREA	Mean	$97.84	$178.56		.	$90.80	.	.	$73.62	$130.14	$135.06	$178.56	$249.69	.	$74.91
	Median	$91	$45		.	$91	.	.	$68	$91	$91	$45	$250	.	$91
TRANS- GUAM	Mean	$188.85	$90.80		.	.	.	.	$133.17	$272.39	$90.80	$90.80		.	$163.43
	Median	$91	$91		.	.	.	.	$73	$272	$91	$91		.	$163
OPT TOURS	Mean	$282.22	$522.07	.	.	.	.	.	$266.03	$363.18	$181.59	$522.07	.	.	.
	Median	$159	$522	.	.	.	.	.	$136	$363	$182	$522	.	.	.
OTHER	Mean	$442.98	$489.29	.	.	$245.15	.	.	$408.18	$496.35	$427.69	$444.90	$204.29	.	$497.86
	Median	$350	$409	.	.	$245	.	.	$318	$409	$363	$295	$204	.	$418
TOTAL	Mean	$2,853.07	$2,325.84	.	$2,360.67	$2,315.28	.	.	$2,200.14	$3,639.40	$3,811.04	$2,019.08	$3,218.12	$3,232.31	$2,541.78
	Median	$2,633	$2,451	.	$2,361	$2,497	.	.	$2,134	$3,632	$3,632	$2,043	$2,701	$0	$2,415

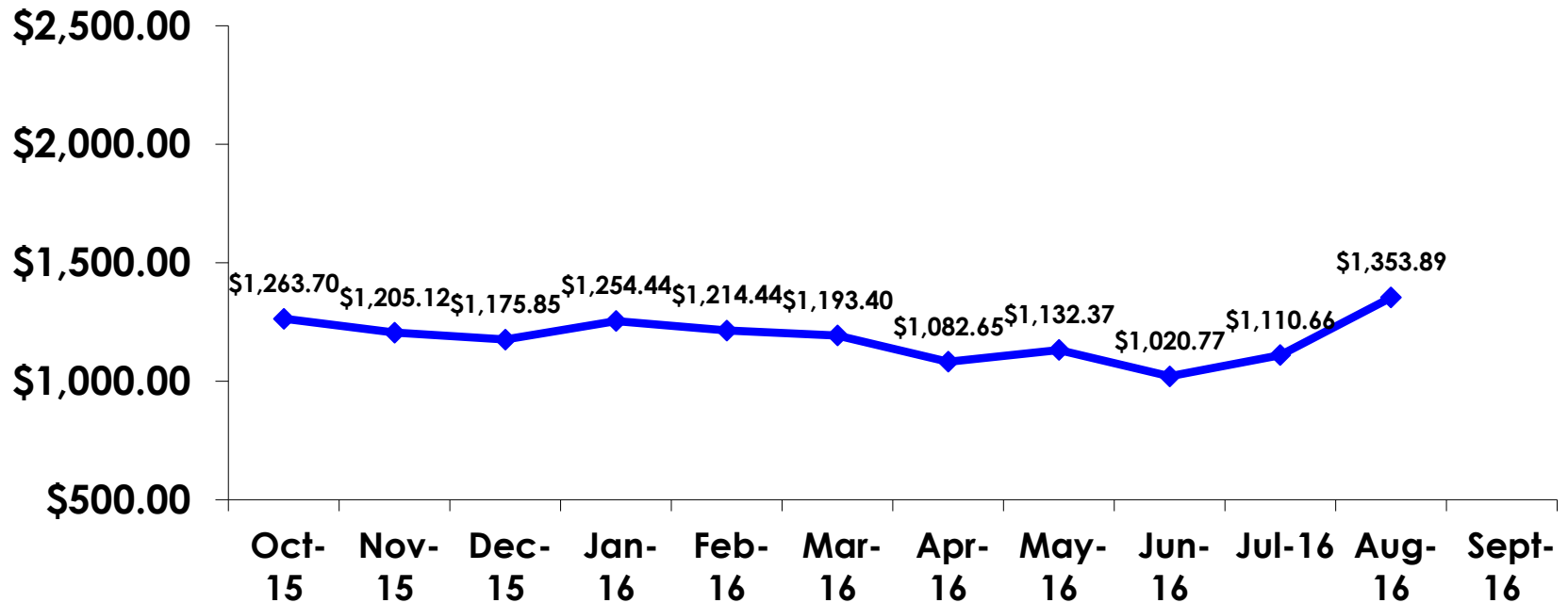# ON-ISLAND EXPENDITURES - TRACKING
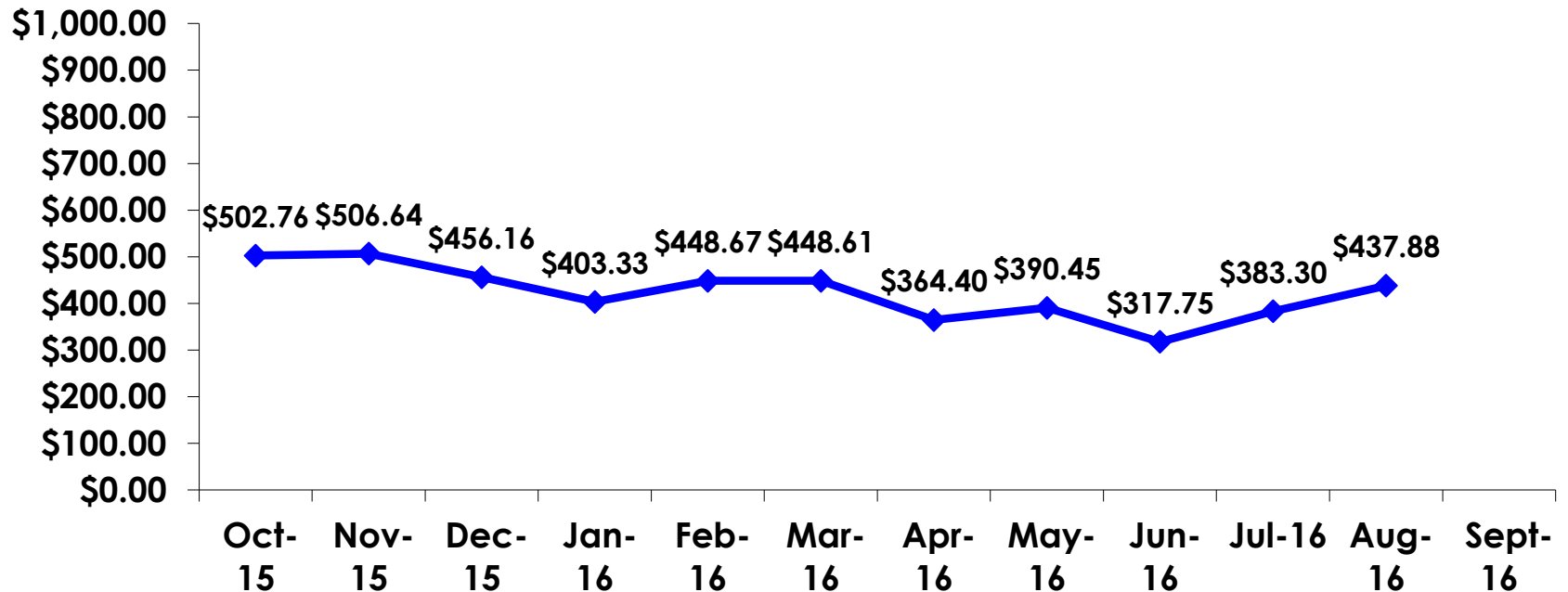
YTD = $423.99

ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	$437.88	$538.91	$301.92	$1,192.72	$472.52	$406.13	$334.61	$509.13	$466.82	$97.17	$491.62
	Median	$333	$500	$302	$1,213	$350	$325	$276	$500	$377	$0	$350
	Minimum	$0	$0	$4	$174	$0	$0	$0	$0	$0	$0	$0
	Maximum	$2,500	$1,510	$600	$2,500	$2,500	$2,000	$2,000	$1,510	$1,833	$250	$2,500

ON-ISLAND EXPENSE-BREAKDOWN

		TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON N	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
F&B HOTEL	Mean	$70.27	$134.08		$0.00	$7.50	.	.	$63.75	$79.85	$101.16	$110.66	$34.69	$8.00	$57.89
F&B FF/STORE	Mean	$19.37	$51.43		$0.00	$15.00	.	.	$14.85	$25.90	$29.19	$42.95	$16.25	$3.00	$20.04
F&B RESTRNT	Mean	$89.72	$237.96		$0.00	$58.33	.	.	$79.35	$96.66	$97.78	$199.34	$86.56	$28.00	$93.73
OPT TOUR	Mean	$84.72	$165.92		$0.00	$33.33	.	.	$64.81	$97.05	$76.19	$147.21	$53.69	$160.00	$114.59
GIFT- SELF	Mean	$148.25	$227.76		$25.00	$237.50	.	.	$120.61	$183.92	$175.35	$184.59	$146.06	$0.00	$150.33
GIFT- OTHER	Mean	$82.57	$153.76		$0.00	$125.00	.	.	$82.48	$81.77	$71.08	$149.41	$103.81	$160.00	$63.64
TRANS	Mean	$67.50	$142.22		$75.00	$59.42	.	.	$63.61	$75.06	$76.80	$123.43	$40.00	$4.80	$77.93
OTHER	Mean	$631.37	$506.73		$825.00	$1,683.33	.	.	$554.04	$757.88	$582.24	$446.89	$998.94	$19.20	$665.29
TOTAL	Mean	$1,193.77	$1,619.86	.	$925.00	$2,219.42	.	.	$1,043.51	$1,398.08	$1,209.80	$1,404.48	$1,480.00	$383.00	$1,243.46

TOTAL EXPENDITURES – TRACKING

YTD=$1,182.56

TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/ FIT	ENG LANG LESSON	HONEYMOON	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	$1,353.89	$1,264.47	$914.21	$2,233.08	$1,372.97	$1,353.30	$1,295.43	$1,209.76	$1,275.54	$654.04	$1,400.24
	Median	$1,337	$1,363	$914	$2,168	$1,308	$1,392	$1,285	$1,265	$1,380	$0	$1,309
	Minimum	$0	$0	$109	$1,082	$0	$0	$0	$0	$0	$0	$0
	Maximum	$8,768	$2,816	$1,720	$3,862	$8,768	$4,024	$8,768	$2,816	$3,274	$1,749	$4,024

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.

30

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												
Drivers:	Oct-15 rank	Nov-15 rank	Dec-15 rank	Jan-16 rank	Feb-16 rank	Mar-16 rank	Apr-16 rank	May-16 rank	Jun-16 rank	Jul-16 rank	**Aug-16 rank**	Combined Oct-2015 - Aug 2016 rank
Quality & Cleanliness of beaches & parks				3			4	3			**4**	9
Ease of getting around			5			5				6		5
Safety walking around at night			2		3			7				
Quality of daytime tours											**2**	8
Variety of daytime tours				2								10
Quality of nighttime tours					6	4						
Variety of nighttime tours												
Quality of shopping	2	3				3	2		3	3	**5**	2
Variety of shopping					2			6				
Price of things on Guam												
Quality of hotel accommodations	5	5	4				5		2	4		4
Quality/cleanliness of air, sky	1			6		2		5				6
Quality/cleanliness of parks		1	3									
Quality of landscape in Tumon	4				5							
Quality of landscape in Guam		4		4	1		1	1	1	1	**1**	1
Quality of ground handler	6			5			6	4		5	**3**	7
Quality/cleanliness of transportation vehicles	3	2	1	1	4	1	3	2	4	2		3
% of Per Person On Island Expenditures Accounted For	56.1%	44.7%	51.3%	49.0%	58.7%	49.5%	45.8%	45.2%	42.5%	50.8%	**57.5%**	50.4%
NOTE: Only significant drivers are included.												

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Korean 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,**
    - **Quality of daytime tours,**
    - **Quality of ground handler,**
    - **Quality & cleanliness of beaches & parks, and**
    - **Quality of shopping.**
- With all five factors the overall r^2 is .595 meaning that **57.5% 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												
Drivers:	Oct-15 rank	Nov-15 rank	Dec-15 rank	Jan-16 rank	Feb-16 rank	Mar-16 rank	Apr-16 rank	May-16 rank	Jun-16 rank	Jul-16 rank	**Aug-16 rank**	Combined Oct-2015-Aug 2016 rank
Quality & Cleanliness of beaches & parks		2					1					
Ease of getting around											**1**	5
Safety walking around at night												
Quality of daytime tours												
Variety of daytime tours										1		2
Quality of nighttime tours					1							8
Variety of nighttime tours									2			4
Quality of shopping		4			2				3	2		6
Variety of shopping		3						2				
Price of things on Guam												
Quality of hotel accommodations											**2**	
Quality/cleanliness of air, sky									4			
Quality/cleanliness of parks												7
Quality of landscape in Tumon												
Quality of landscape in Guam		1					2	1	1			1
Quality of ground handler												
Quality/cleanliness of transportation vehicles				1		1						3
% of Per Person On Island Expenditures Accounted For	0.0%	5.2%	0.0%	1.9%	3.9%	1.2%	5.3%	4.1%	4.9%	1.2%	**5.4%**	2.2%
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 two significant factors in the August 2016 period. By rank order they are:
    - **Ease of getting around, and**
    - **Quality of hotel accommodations.**

- With these factors the overall r^2 is .054 meaning that **5.4% of per person on island expenditure is accounted for by these factors.**