



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2016 Market Segmentation

JUNE 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 Korean speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **356** 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 **356** 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

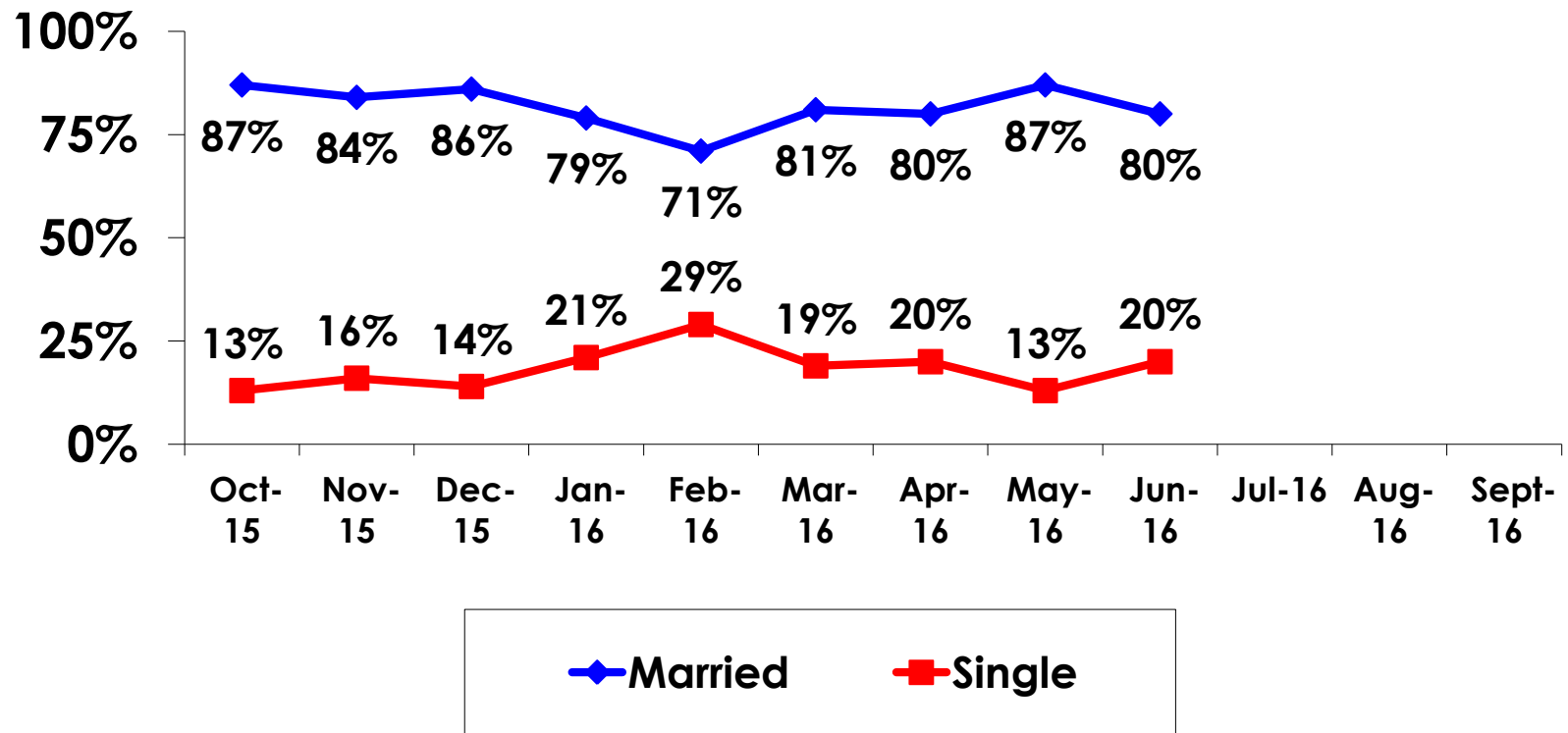
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors –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

Highlighted Segments

	Oct 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%			
Group	1%	1%	1%	1%	1%	0%	0%	1%	1%			
Eng Language	1%	0%	0%	1%	2%	1%	0%	1%	1%			
Honeymoon	13%	10%	12%	5%	5%	15%	6%	6%	8%			
Wedding	1%	-	-	-	-	0%	0%	0%	1%			
Incentive	7%	4%	1%	2%	0%	2%	3%	2%	3%			
18-35	65%	57%	55%	47%	53%	67%	60%	52%	58%			
36-55	34%	42%	42%	52%	46%	30%	38%	46%	41%			
Child	43%	47%	48%	53%	48%	40%	47%	56%	48%			
FIT	16%	11%	14%	20%	21%	17%	13%	14%	19%			
Golden Miss	3%	2%	5%	4%	4%	4%	4%	1%	4%			
Senior	1%	0%	2%	1%	0%	2%	1%	1%	1%			
Sport	24%	22%	22%	29%	27%	23%	25%	19%	21%			
TOTAL	351	365	368	353	356	354	350	352	356			

SECTION 1 **PROFILE OF RESPONDENTS**

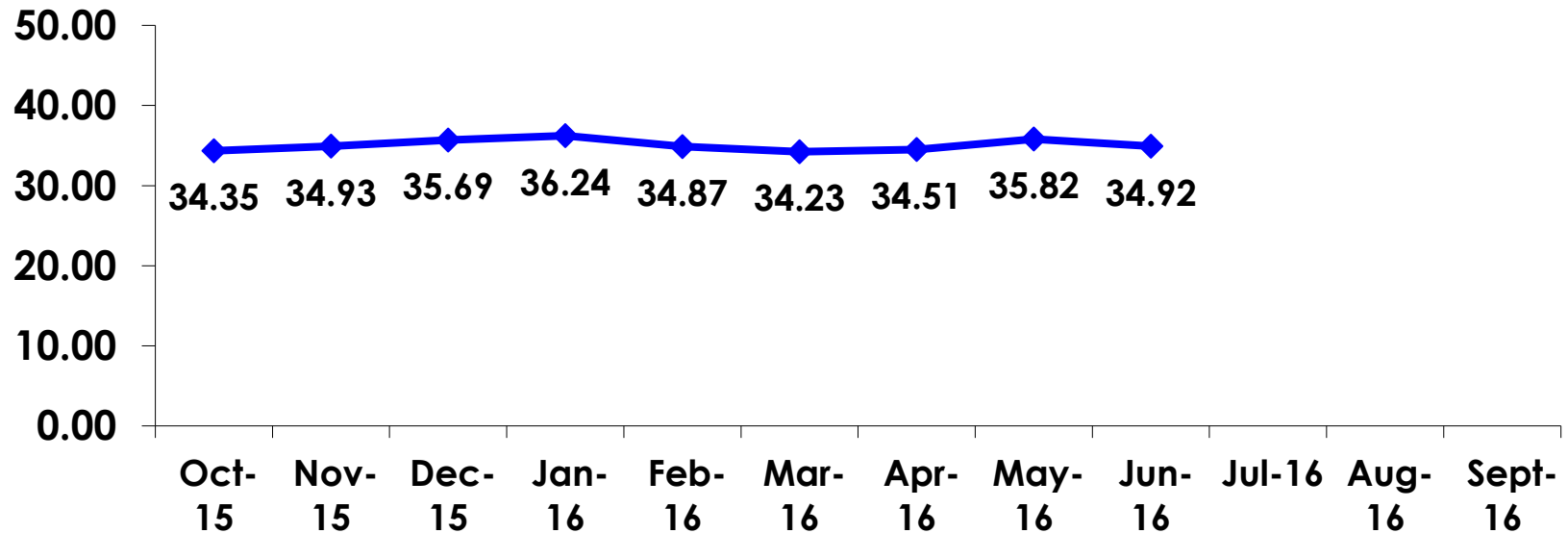
MARITAL STATUS - TRACKING



MARITAL STATUS- SEGMENTATION

			TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	286	48	2	2	27	1	4	142	140	167	51	9	3	54
		Column N %	80%	96%	100%	67%	96%	50%	36%	69%	95%	99%	75%	69%	100%	73%
	Single	Count	70	2	0	1	1	1	7	63	7	2	17	4	0	20
		Column N %	20%	4%	0%	33%	4%	50%	64%	31%	5%	1%	25%	31%	0%	27%
Total		Count	356	50	2	3	28	2	11	205	147	169	68	13	3	74

AVERAGE AGE - TRACKING



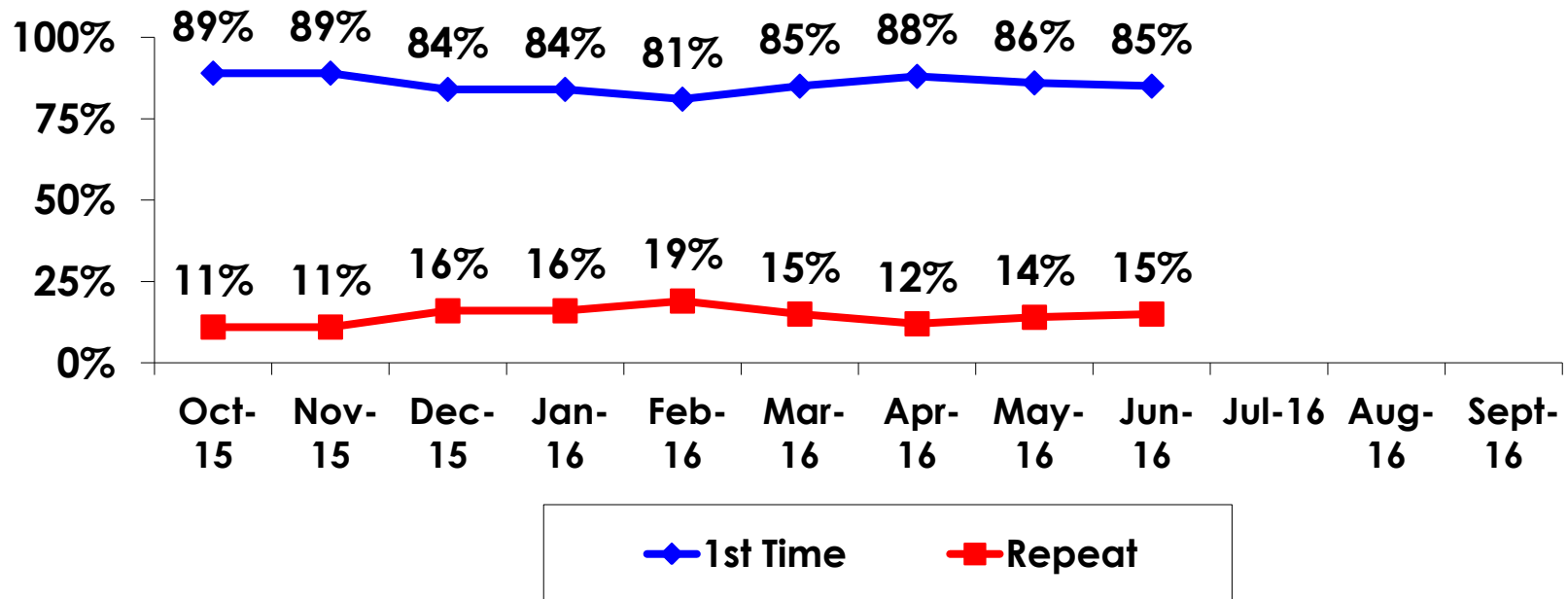
AGE- SEGMENTATION

			TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	10	1	0	0	2	0	0	10	0	1	3	0	0	1
		Column N %	3%	2%	0%	0%	7%	0%	0%	5%	0%	1%	4%	0%	0%	1%
	25-34	Count	178	23	0	2	20	2	7	178	0	41	36	6	0	45
		Column N %	50%	46%	0%	67%	71%	100%	64%	87%	0%	24%	53%	46%	0%	61%
	35-49	Count	158	24	2	1	5	0	3	17	141	123	27	7	0	24
		Column N %	44%	48%	100%	33%	18%	0%	27%	8%	96%	73%	40%	54%	0%	32%
	50+	Count	10	2	0	0	1	0	1	0	6	4	2	0	3	4
		Column N %	3%	4%	0%	0%	4%	0%	9%	0%	4%	2%	3%	0%	100%	5%
	Total	Count	356	50	2	3	28	2	11	205	147	169	68	13	3	74
QF	Mean		34.92	35.74	46.00	32.33	31.32	33.50	35.64	30.15	40.85	38.26	34.13	35.69	62.67	33.99
	Median		34	35	46	33	31	34	32	31	40	39	34	36	62	33

INCOME - SEGMENTATION

			TOTAL	FAMILY/ FIT	GROUP TRVL	ENGLANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q26 <KW12.0M	Count		2	0	0	0	0	0	1	2	0	0	0	0	0	0
	Column N %		1%	0%	0%	0%	0%	0%	11%	1%	0%	0%	0%	0%	0%	0%
KW12.0M-KW24.0M	Count		9	1	0	0	4	0	3	7	2	1	1	0	0	1
	Column N %		3%	2%	0%	0%	20%	0%	33%	5%	2%	1%	2%	0%	0%	2%
KW24.0M-KW36.0M	Count		40	5	0	1	5	0	2	32	8	10	12	2	0	10
	Column N %		14%	11%	0%	50%	25%	0%	22%	21%	7%	7%	19%	15%	0%	17%
KW36.0M-KW48.0M	Count		47	1	2	0	3	0	1	33	14	18	3	3	0	11
	Column N %		17%	2%	100%	0%	15%	0%	11%	21%	12%	13%	5%	23%	0%	18%
KW48.0M-KW60.0M	Count		65	8	0	0	5	0	2	31	34	33	10	1	0	12
	Column N %		23%	17%	0%	0%	25%	0%	22%	20%	28%	24%	16%	8%	0%	20%
KW60.0M-KW72.0M	Count		31	1	0	0	1	0	0	9	22	25	1	3	0	8
	Column N %		11%	2%	0%	0%	5%	0%	0%	6%	18%	18%	2%	23%	0%	13%
KW72.0M+	Count		77	30	0	0	1	0	0	36	39	48	34	4	1	17
	Column N %		28%	64%	0%	0%	5%	0%	0%	23%	32%	35%	54%	31%	100%	28%
No Income	Count		6	1	0	1	1	1	0	4	2	2	2	0	0	1
	Column N %		2%	2%	0%	50%	5%	100%	0%	3%	2%	1%	3%	0%	0%	2%
Total	Count		277	47	2	2	20	1	9	154	121	137	63	13	1	60

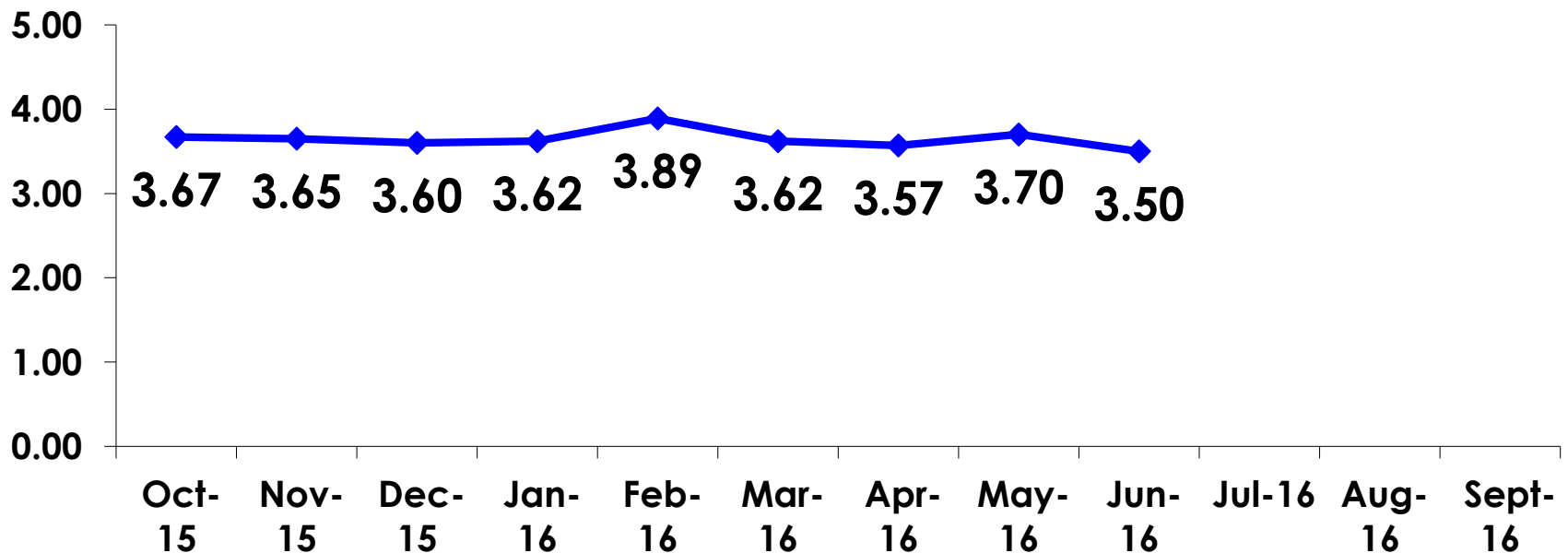
PRIOR TRIPS TO GUAM - TRACKING



PRIOR TRIPS TO GUAM - SEGMENTATION

			TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	302	40	2	2	26	2	10	180	118	138	51	12	3	66
		Column N %	85%	80%	100%	67%	93%	100%	91%	88%	81%	82%	75%	92%	100%	89%
	No	Count	53	10	0	1	2	0	1	25	28	31	17	1	0	8
		Column N %	15%	20%	0%	33%	7%	0%	9%	12%	19%	18%	25%	8%	0%	11%
	Total	Count	355	50	2	3	28	2	11	205	146	169	68	13	3	74

AVG LENGTH OF STAY - TRACKING



AVG LENGTH OF STAY - SEGMENTATION

		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q8	Mean	3.50	3.90	3.00	3.33	3.79	3.00	3.18	3.39	3.66	3.61	3.64	3.23	4.00	3.47
	Median	3	4	3	3	4	3	3	3	3	3	3	3	3	3

SECTION 2 **TRAVEL PLANNING**

TRAVEL PLANNING - SEGMENTATION

			TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q7	Full package tour	Count	127	0	0	1	9	1	4	59	68	75	0	5	0	21
		Column N %	36%	0%	0%	33%	32%	50%	36%	29%	47%	45%	0%	38%	0%	28%
	Free-time package tour	Count	152	0	0	1	15	0	2	96	53	66	0	5	2	34
		Column N %	43%	0%	0%	33%	54%	0%	18%	47%	36%	39%	0%	38%	67%	46%
	Individually arranged travel (FIT)	Count	68	50	0	1	4	1	0	46	21	26	68	3	1	18
		Column N %	19%	100%	0%	33%	14%	50%	0%	23%	14%	15%	100%	23%	33%	24%
	Group tour	Count	2	0	2	0	0	0	0	0	2	1	0	0	0	0
		Column N %	1%	0%	100%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%
	Company paid travel	Count	5	0	0	0	0	0	5	3	2	0	0	0	0	1
		Column N %	1%	0%	0%	0%	0%	0%	45%	1%	1%	0%	0%	0%	0%	0%
	Total	Count	354	50	2	3	28	2	11	204	146	168	68	13	3	74

TRAVEL MOTIVATION - SEGMENTATION

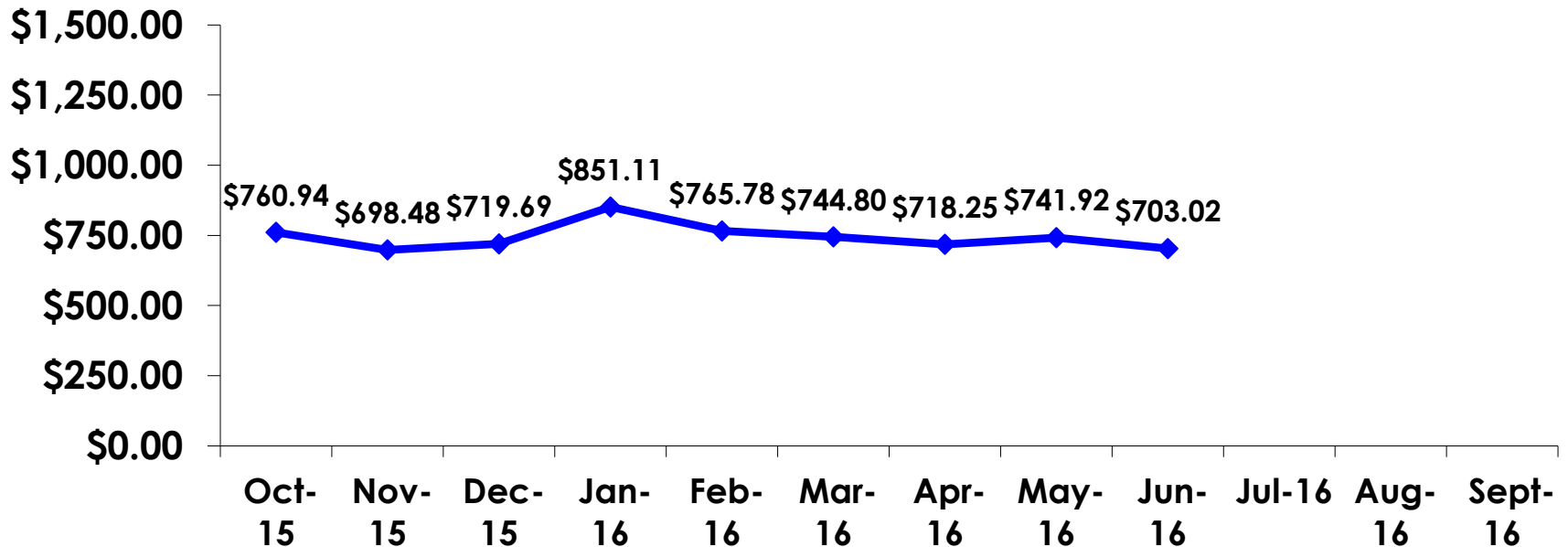
		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Q5A	Previous trip	10%	12%	0%	0%	0%	0%	0%	8%	13%	14%	15%	8%	0%	7%	
	Price	6%	2%	0%	0%	7%	0%	0%	8%	3%	5%	6%	15%	0%	7%	
	Visit friends/ Relatives	1%	0%	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%	33%	0%	
	Recomm-friend/family/trvl agnt	19%	12%	0%	33%	14%	0%	9%	17%	20%	21%	9%	15%	33%	12%	
	Scuba	3%	2%	0%	0%	7%	0%	9%	4%	3%	1%	6%	0%	0%	16%	
	Water sports	10%	14%	0%	0%	7%	0%	9%	12%	8%	8%	16%	23%	0%	50%	
	Short travel time	19%	32%	0%	0%	21%	50%	18%	22%	16%	19%	32%	31%	0%	26%	
	Golf	1%	0%	0%	33%	0%	0%	0%	1%	1%	1%	0%	0%	0%	5%	
	Relax	57%	78%	50%	33%	32%	50%	27%	50%	66%	64%	75%	46%	67%	51%	
	Company/ Business Trip	1%	0%	50%	0%	4%	0%	18%	0%	3%	1%	0%	0%	0%	1%	
	Company Sponsored	3%	0%	0%	0%	4%	0%	82%	3%	1%	1%	0%	0%	0%	3%	
	Convention/ Trade/ Conference	0%	0%	0%	0%	0%	0%	9%	0%	1%	0%	0%	0%	0%	0%	
	Safe	21%	32%	0%	0%	7%	50%	27%	17%	28%	29%	29%	38%	0%	20%	
	Natural beauty	45%	58%	0%	67%	25%	50%	9%	49%	39%	47%	59%	54%	33%	61%	
	Shopping	21%	34%	0%	0%	18%	0%	9%	22%	21%	21%	28%	15%	0%	23%	
	Career Cert/ Testing	1%	0%	0%	33%	0%	0%	0%	1%	1%	0%	4%	0%	0%	1%	
	Married/ Attn wedding	1%	0%	0%	0%	4%	100%	0%	1%	0%	0%	1%	0%	0%	0%	
	Honeymoon	8%	8%	0%	0%	100%	50%	9%	11%	4%	0%	6%	0%	0%	11%	
	Pleasure	14%	14%	0%	0%	18%	50%	9%	16%	12%	13%	16%	8%	0%	14%	
	Organized sports	1%	0%	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	4%	
	Other	2%	0%	0%	0%	4%	0%	0%	2%	2%	2%	1%	8%	0%	0%	
	Total	Count	354	50	2	3	28	2	11	204	146	167	68	13	3	74

INFORMATION SOURCES - SEGMENTATION

		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Q1	Internet	93%	100%	100%	100%	93%	100%	91%	96%	90%	92%	100%	100%	67%	95%	
	Friend/ Relative	39%	48%	0%	33%	25%	100%	45%	41%	35%	41%	43%	31%	67%	41%	
	Travel Agent Brochure	23%	6%	0%	0%	54%	0%	0%	20%	29%	25%	6%	38%	0%	23%	
	Travel Guidebook-Bookstore	10%	16%	0%	0%	11%	50%	0%	11%	8%	7%	16%	0%	33%	14%	
	Prior Trip	10%	14%	0%	33%	7%	0%	9%	10%	10%	12%	15%	0%	0%	9%	
	Co-Worker/ Company Trvl Dept	9%	12%	0%	0%	14%	0%	36%	9%	8%	7%	12%	23%	0%	15%	
	TV	5%	4%	50%	33%	4%	0%	0%	4%	7%	5%	4%	15%	0%	8%	
	GVB Office	3%	8%	0%	0%	0%	0%	0%	2%	3%	3%	6%	0%	0%	3%	
	Newspaper	2%	0%	0%	0%	0%	0%	9%	1%	3%	2%	0%	0%	0%	0%	
	Magazine (Consumer)	1%	2%	0%	0%	0%	0%	0%	0%	3%	2%	1%	0%	0%	3%	
	GVB Promo	1%	2%	0%	0%	4%	0%	9%	0%	2%	1%	1%	0%	0%	3%	
	Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	
	Consumer Trvl Show	0%	2%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	
	Travel Trade Show	0%	2%	0%	0%	4%	0%	0%	0%	0%	0%	1%	0%	0%	0%	
	Total	Count	356	50	2	3	28	2	11	205	147	169	68	13	3	74

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING



YTD=\$744.59

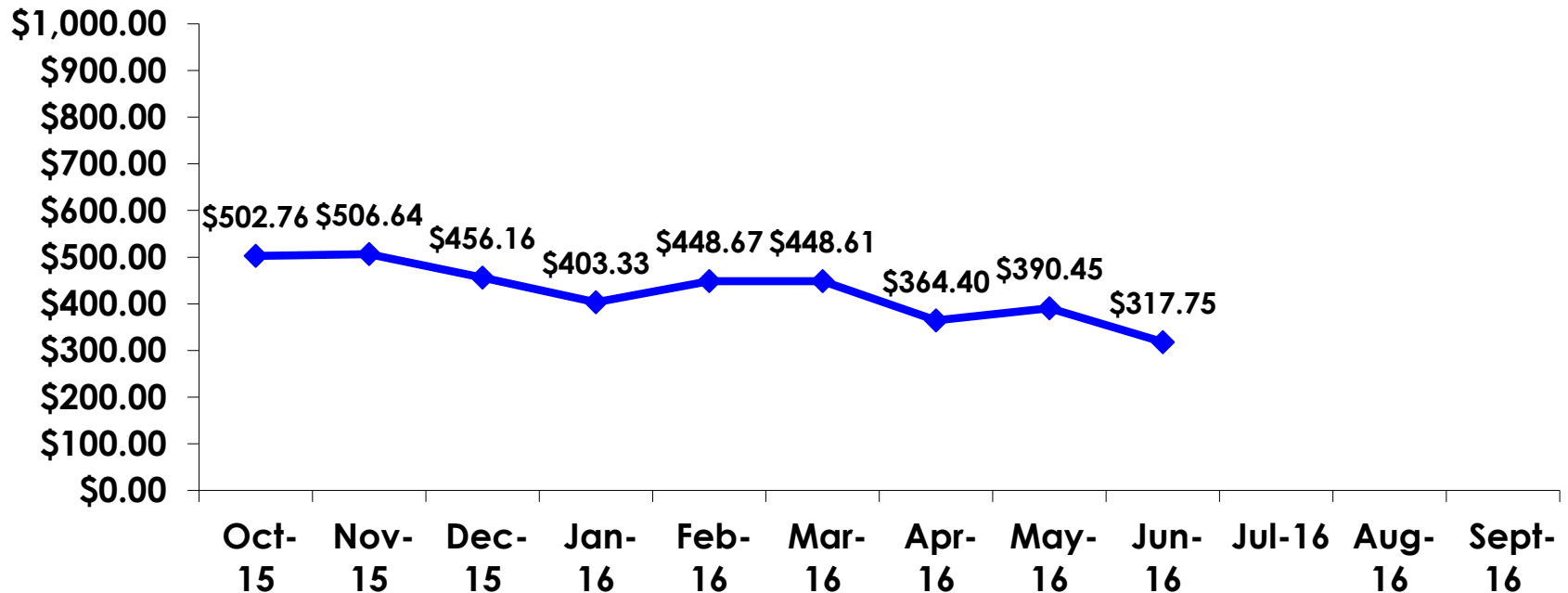
PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$703.02	\$963.07	\$470.81	\$558.78	\$997.41	\$830.33	\$225.68	\$700.49	\$717.97	\$680.12	\$874.92	\$652.33	\$128.40	\$812.88
	Median	\$716	\$709	\$471	\$606	\$1,027	\$830	\$0	\$719	\$725	\$713	\$685	\$685	\$0	\$712
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$10,700	\$10,700	\$942	\$1,070	\$3,450	\$1,661	\$1,284	\$3,450	\$10,700	\$10,700	\$10,700	\$1,669	\$385	\$10,700

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	\$2,181.34	\$1,332.17	\$941.61	\$5,564.07	\$1,679.92		\$813.21	\$1,848.02	\$2,683.94	\$2,840.49	\$1,332.17	\$1,929.45	\$770.41	\$2,056.03
	Median	\$2,054	\$1,070	\$942	\$5,564	\$1,926		\$813	\$1,712	\$2,568	\$2,568	\$1,070	\$2,140	\$770	\$1,712
AIR/HOTEL/MEAL	Mean	\$2,951.66	\$2,075.83			\$2,197.09		\$6,420.08	\$2,416.53	\$3,581.93	\$3,560.35	\$2,075.83	\$4,650.99		\$3,236.09
	Median	\$2,568	\$2,012			\$2,397		\$6,420	\$2,226	\$3,338	\$3,381	\$2,012	\$4,879		\$2,996
AIR ONLY	Mean	\$1,217.85	\$1,498.02			\$1,371.04	\$256.80		\$1,056.28	\$1,516.13	\$1,637.74	\$1,231.46	\$2,182.83		\$1,251.29
	Median	\$805	\$1,198			\$633	\$257		\$723	\$1,241	\$1,198	\$796	\$2,183		\$1,027
HOTEL ONLY	Mean	\$932.16	\$1,032.81		\$256.80	\$840.60	\$599.21		\$794.97	\$1,232.66	\$1,334.11	\$830.33	\$727.61		\$1,032.10
	Median	\$770	\$1,070		\$257	\$411	\$599		\$612	\$1,113	\$1,113	\$646	\$728		\$1,113
HOTEL & MEAL	Mean	\$490.68	\$810.10		\$171.20	\$873.13			\$397.09	\$659.13	\$643.56	\$630.59	\$85.60		\$462.25
	Median	\$257	\$428		\$171	\$873			\$231	\$257	\$257	\$257	\$86		\$171
F&B HOTEL	Mean	\$222.23	\$368.08			\$171.20			\$159.58	\$295.32	\$328.71	\$368.08	\$42.80		\$99.87
	Median	\$171	\$385			\$171			\$86	\$274	\$205	\$385	\$43		\$86
TRANS- KOREA	Mean	\$159.87	\$468.36						\$194.91	\$89.80	\$70.50	\$415.17	\$256.80		\$71.33
	Median	\$86	\$86						\$64	\$86	\$77	\$86	\$257		\$86
TRANS- GUAM	Mean	\$168.12	\$167.72			\$171.20			\$140.43	\$202.32	\$166.26	\$159.46			\$51.36
	Median	\$167	\$167			\$171			\$146	\$171	\$154	\$167			\$47
OPT TOURS	Mean	\$361.40	\$565.92			\$51.36	\$51.36		\$297.37	\$443.22	\$546.42	\$543.24	\$1,712.02		\$346.30
	Median	\$171	\$171			\$26	\$51		\$171	\$214	\$248	\$171	\$1,712		\$171
OTHER	Mean	\$449.96	\$882.40			\$175.48	\$753.29	\$428.01	\$445.98	\$453.69	\$388.77	\$757.03	\$877.41		\$628.31
	Median	\$154	\$443			\$175	\$753	\$428	\$171	\$128	\$291	\$424	\$877		\$257
TOTAL	Mean	\$1,969.89	\$2,327.80	\$470.81	\$3,852.05	\$1,718.14	\$830.33	\$770.41	\$1,676.98	\$2,406.36	\$2,476.86	\$1,977.11	\$2,691.17	\$256.80	\$2,067.96
	Median	\$1,686	\$1,798	\$471	\$4,280	\$1,455	\$830	\$0	\$1,541	\$2,397	\$2,568	\$1,464	\$2,140	\$0	\$1,798

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$426.92

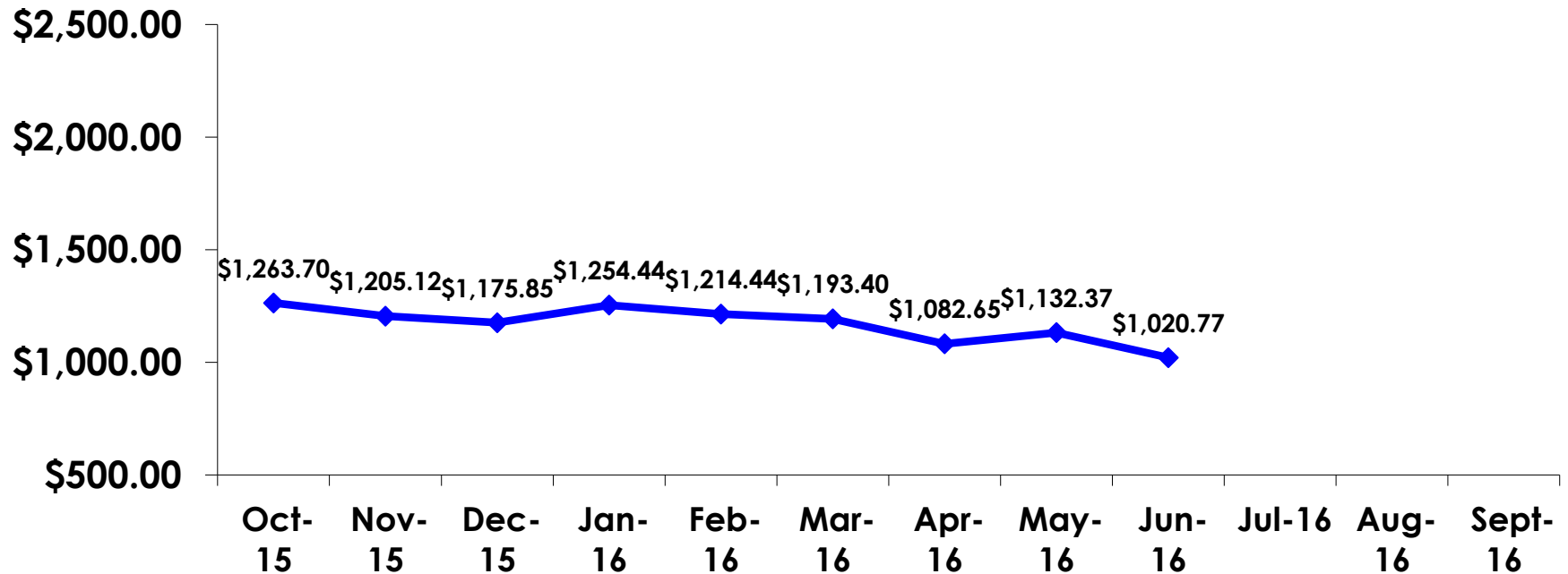
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$317.75	\$375.04	\$125.00	\$275.00	\$607.14	\$347.50	\$292.73	\$362.49	\$262.82	\$222.03	\$403.49	\$330.30	\$58.33	\$371.30
	Median	\$228	\$275	\$125	\$300	\$750	\$348	\$400	\$290	\$167	\$150	\$329	\$200	\$75	\$250
	Minimum	\$0	\$0	\$0	\$25	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$1,750	\$1,375	\$250	\$500	\$1,500	\$695	\$500	\$1,750	\$1,500	\$1,000	\$1,375	\$1,375	\$100	\$1,750

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	\$49.54	\$104.60	\$0.00	\$5.00	\$42.86	\$0.00	\$0.00	\$45.83	\$56.05	\$45.03	\$96.18	\$133.08	\$0.00	\$55.88
F&B FF/STORE	Mean	\$25.20	\$26.38	\$0.00	\$5.00	\$17.50	\$10.00	\$4.55	\$19.45	\$33.90	\$34.25	\$25.72	\$39.62	\$0.00	\$40.20
F&B RESTRNT	Mean	\$90.32	\$180.80	\$0.00	\$6.67	\$57.14	\$87.50	\$0.00	\$98.47	\$81.40	\$107.37	\$153.46	\$161.54	\$0.00	\$133.92
OPT TOUR	Mean	\$51.85	\$51.52	\$0.00	\$16.67	\$84.64	\$5.00	\$20.00	\$52.68	\$52.10	\$37.09	\$62.44	\$76.92	\$0.00	\$117.03
GIFT- SELF	Mean	\$130.65	\$162.28	\$0.00	\$16.67	\$122.86	\$0.00	\$31.82	\$143.17	\$116.75	\$121.97	\$152.71	\$91.54	\$0.00	\$179.68
GIFT- OTHER	Mean	\$100.81	\$150.40	\$0.00	\$10.00	\$209.46	\$230.00	\$116.36	\$107.13	\$94.73	\$84.29	\$123.68	\$216.15	\$0.00	\$102.22
TRANS	Mean	\$45.15	\$87.12	\$0.00	\$6.67	\$37.25	\$15.00	\$10.73	\$50.75	\$38.59	\$40.64	\$86.63	\$43.08	\$0.00	\$56.62
OTHER	Mean	\$353.54	\$373.80	\$250.00	\$800.00	\$581.86	\$0.00	\$109.27	\$327.21	\$397.50	\$373.93	\$357.94	\$437.69	\$116.67	\$169.05
TOTAL	Mean	\$847.06	\$1,136.90	\$250.00	\$866.67	\$1,153.57	\$347.50	\$292.73	\$844.70	\$871.02	\$844.59	\$1,058.75	\$1,199.62	\$116.67	\$854.59

TOTAL EXPENDITURES – TRACKING



YTD=\$1,171.51

TOTAL EXPENDITURES PER PERSON - SEGMENTATION

	TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON Mean	\$1,020.77	\$1,338.11	\$595.81	\$833.78	\$1,604.55	\$1,177.83	\$518.40	\$1,062.98	\$980.79	\$902.15	\$1,278.41	\$982.63	\$186.73	\$1,184.18
Median	\$945	\$961	\$596	\$631	\$1,470	\$1,178	\$500	\$965	\$913	\$856	\$961	\$813	\$100	\$975
Minimum	\$0	\$0	\$0	\$300	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$50	\$0	\$0
Maximum	\$11,414	\$11,414	\$1,192	\$1,570	\$4,674	\$2,356	\$1,784	\$4,674	\$11,414	\$11,414	\$11,414	\$2,338	\$460	\$11,414

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 2015, Jan, Feb, Mar, Apr, May, Jun 2016, and Overall Oct-2015 - Jun 2016

	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Combin ed Oct- 2015 - June 2016
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks				3			4	3		4
Ease of getting around			5			5				
Safety walking around at night			2		3			7		
Quality of daytime tours										
Variety of daytime tours				2						9
Quality of nighttime tours					6	4				
Variety of nighttime tours										
Quality of shopping	2	3				3	2		3	
Variety of shopping					2			6		3
Price of things on Guam										
Quality of hotel accommodations	5	5	4				5		2	5
Quality/cleanliness of air, sky	1			6		2		5		8
Quality/cleanliness of parks		1	3							
Quality of landscape in Tumon	4				5					1
Quality of landscape in Guam		4		4	1		1	1	1	6
Quality of ground handler	6			5			6	4		7
Quality/cleanliness of transportation vehicles	3	2	1	1	4	1	3	2	4	2
% 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%	48.4%

NOTE: Only significant drivers are included.

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by four significant factors in the June 2016 Period. By rank order they are:
 - **Quality of landscape in Guam,**
 - **Quality of hotel accommodations,**
 - **Quality of shopping, and**
 - **Quality/cleanliness of transportation vehicles.**
- With all four factors the overall r^2 is .425 meaning that **42.5% 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 2016 and Overall Oct-2015-Jun 2016

	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Combin ed Oct-2015-Jun 2016
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks		2					1			
Ease of getting around										
Safety walking around at night										
Quality of daytime tours										
Variety of daytime tours										
Quality of nighttime tours					1					2
Variety of nighttime tours									2	
Quality of shopping		4			2				3	
Variety of shopping		3						2		5
Price of things on Guam										
Quality of hotel accommodations										
Quality/cleanliness of air, sky									4	
Quality/cleanliness of parks										4
Quality of landscape in Tumon										6
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%	2.0%

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 four significant factors in the June 2016 period. By rank order they are:
 - **Quality of landscape in Guam,**
 - **Variety of night time tours,**
 - **Quality of shopping, and**
 - **Quality/cleanliness of air, sky.**
- With these factors the overall r^2 is .049 meaning that **4.9% of per person on island expenditure is accounted for by these factors.**