



GUAM VISITORS BUREAU

Japan Visitor Tracker Exit Profile

FY2016 Market Segmentation

MAY 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 **350** 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 **350** 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.

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.

Highlighted Segments Parameters

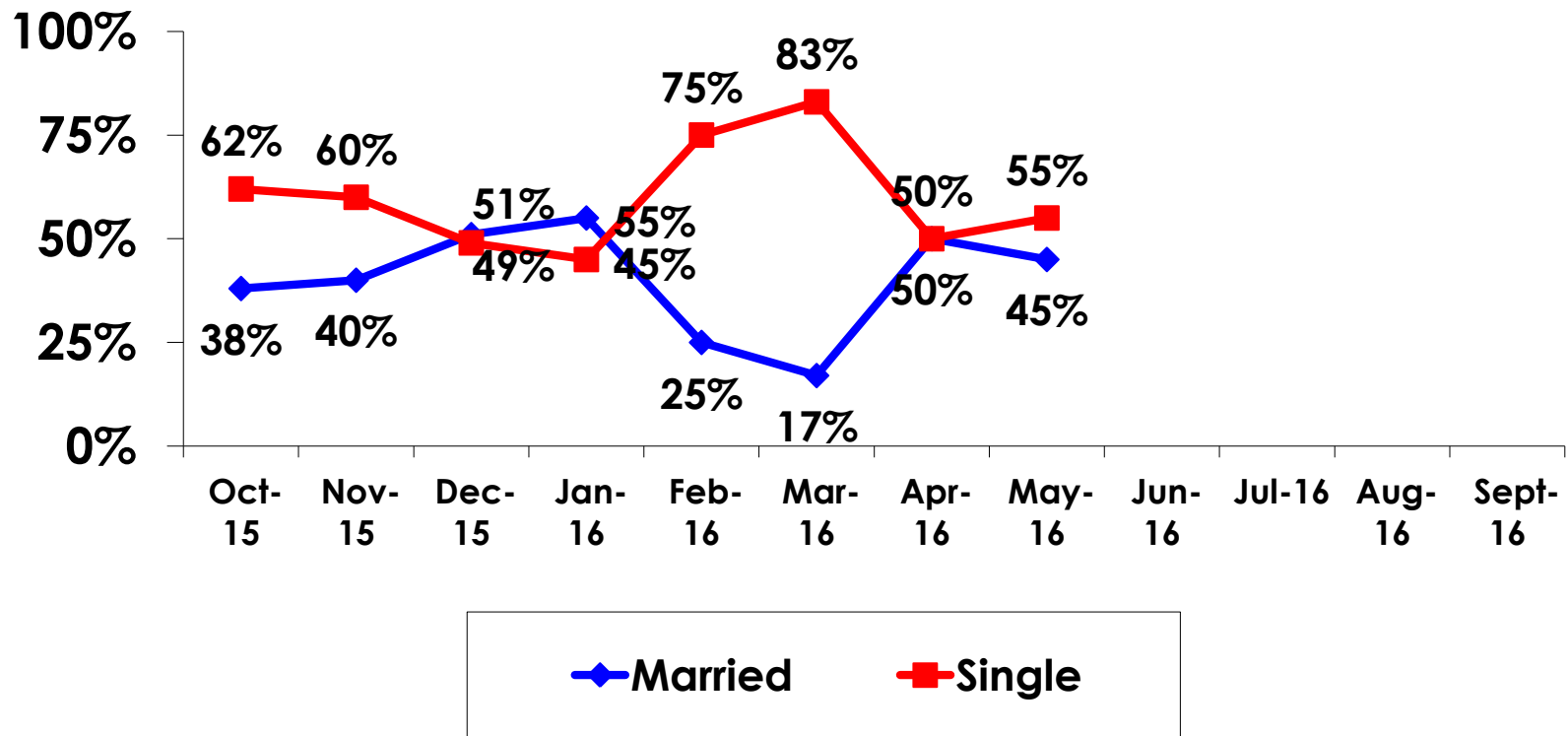
- Families – Q.6
- OL's/ salary women – Q.29/Female
- Group travelers – Q.7
- Silvers – Q.D
- Wedding participants – Q.5
- Sports activities/spectators – Q.5/Q.19
- 18-35 – Q.D
- 36-55 – Q.D
- Traveling with children – Q.6
- Honeymooners – Q.5
- Repeat visitors – Q.3A

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
Families	31%	36%	48%	56%	25%	18%	42%	42%				
Office Lady	9%	12%	10%	12%	10%	7%	11%	10%				
Group	5%	7%	5%	1%	6%	5%	3%	2%				
Silver	6%	2%	4%	5%	2%	3%	7%	5%				
Wedding	7%	9%	3%	3%	4%	3%	8%	10%				
Sport	31%	37%	33%	37%	29%	40%	25%	33%				
18-35	73%	66%	55%	49%	81%	85%	60%	64%				
36-55	19%	29%	37%	44%	15%	10%	30%	28%				
Child	6%	14%	26%	35%	7%	5%	14%	13%				
Honey-moon	7%	3%	5%	2%	3%	2%	5%	7%				
Repeat	35%	46%	50%	56%	32%	26%	49%	45%				
TOTAL	351	351	356	353	354	356	350	350				

SECTION 1 **PROFILE OF RESPONDENTS**

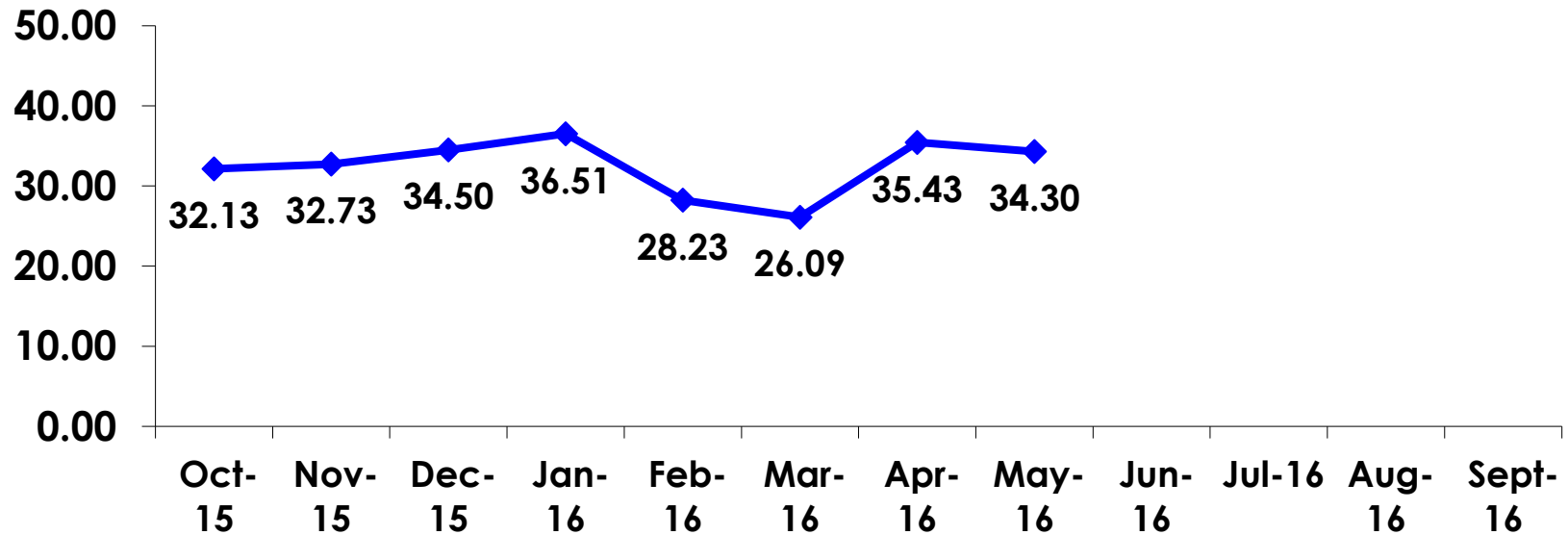
MARITAL STATUS - TRACKING



MARITAL STATUS- SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	45%	86%	6%	71%	95%	59%	40%	25%	78%	95%	100%	54%
	Single	55%	14%	94%	29%	5%	41%	60%	75%	22%	5%		46%
	Total Count	347	144	34	7	19	34	116	222	98	43	23	155

AVERAGE AGE - TRACKING



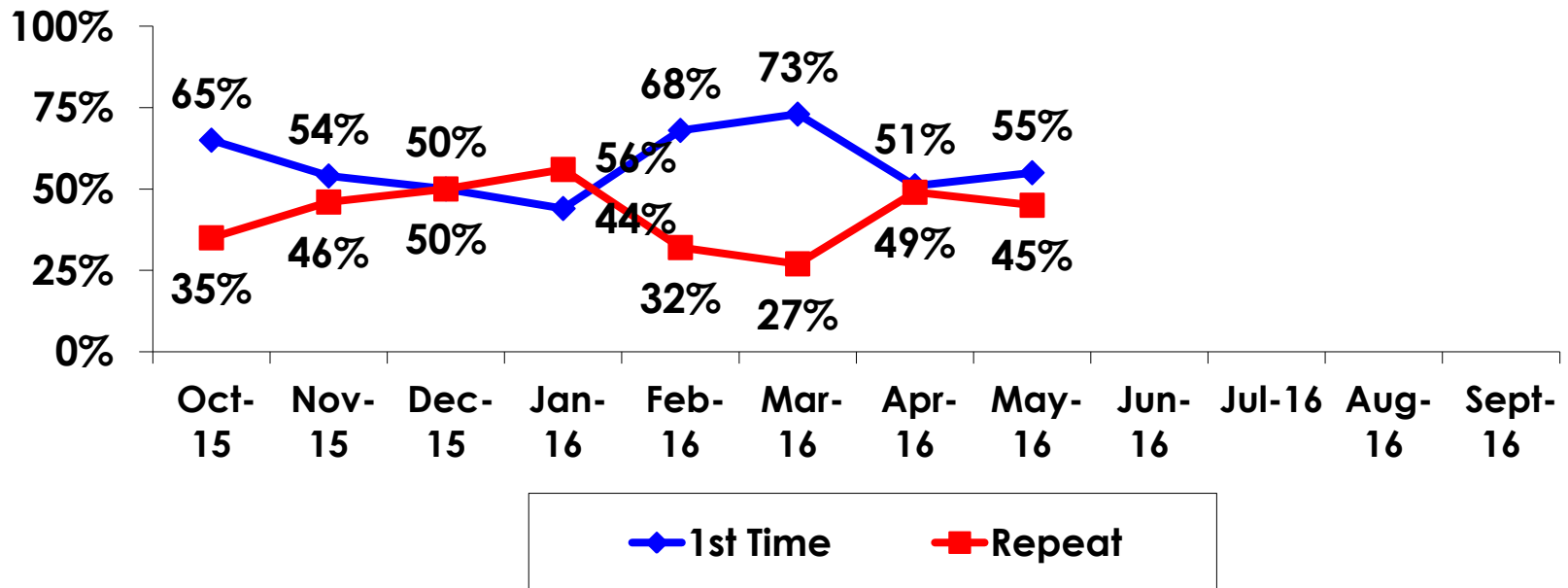
AGE- SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	24%	8%	38%	43%		11%	28%	38%			17%	12%
	25-34	37%	24%	53%	29%		43%	41%	58%		9%	50%	34%
	35-49	25%	43%	9%	14%		20%	22%	4%	78%	75%	29%	34%
	50+	14%	24%		14%	100%	26%	9%		22%	16%	4%	20%
	Total Count	348	145	34	7	19	35	116	223	99	44	24	155
QF	Mean	34.30	41.33	27.85	30.29	65.37	38.26	32.39	26.55	44.11	43.70	31.54	38.21
	Median	30	40	27	29	66	33	28	26	44	43	31	37

INCOME - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
Q26	<Y2.0 million	6%	2%	3%			3%	6%	8%	4%	2%		5%
	Y2.0M-Y3.0M	17%	11%	41%		18%	19%	12%	23%	4%	5%	13%	14%
	Y3.0M-Y4.0M	13%	11%	19%	20%	6%	28%	20%	15%	10%	7%	29%	10%
	Y4.0M-Y5.0M	17%	21%	9%	20%	12%	13%	16%	17%	17%	17%	38%	11%
	Y5.0M-Y7.0M	20%	23%	9%	20%	24%	19%	20%	17%	26%	31%	13%	20%
	Y7.0M-Y10.0M	14%	17%	9%	40%	18%	13%	9%	11%	19%	19%	8%	20%
	Y10.0M+	12%	15%	9%		24%	6%	15%	7%	20%	19%		18%
	No Income	1%						2%	2%				1%
	Total Count	314	140	32	5	17	32	106	192	96	42	24	147

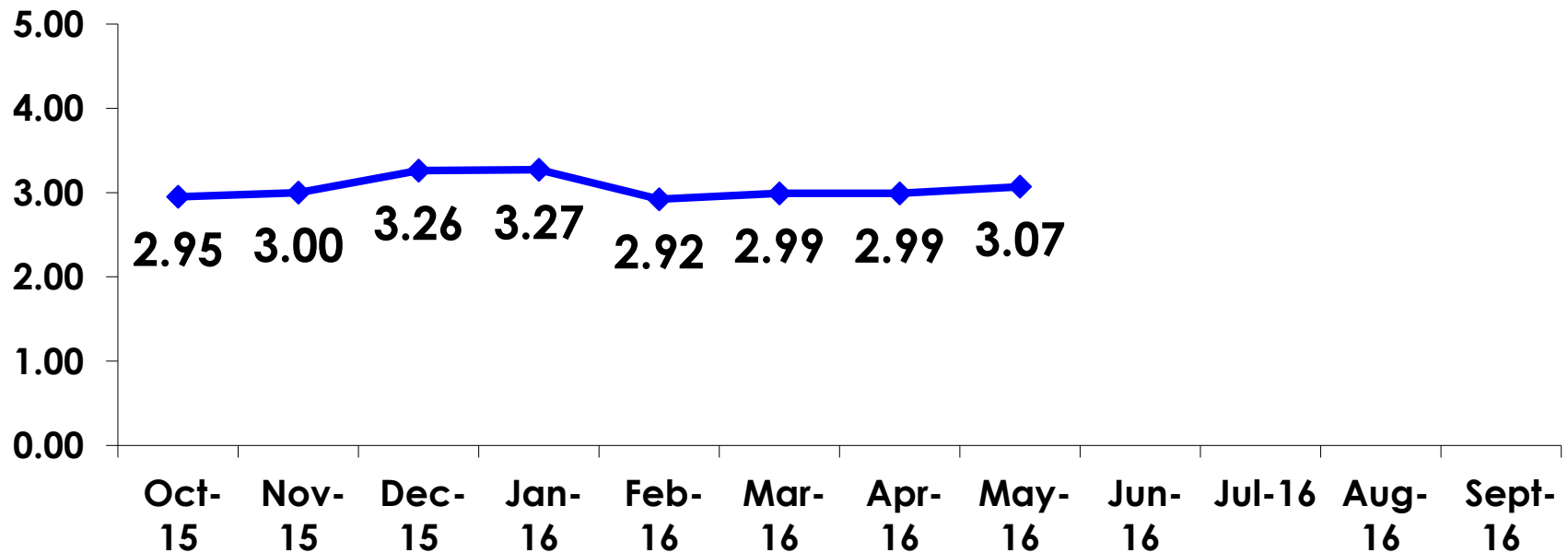
PRIOR TRIPS TO GUAM - TRACKING



PRIOR TRIPS TO GUAM - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	55%	48%	65%	43%	42%	86%	61%	67%	33%	32%	79%	
	No	45%	52%	35%	57%	58%	14%	39%	33%	67%	68%	21%	100%
	Total Count	350	147	34	7	19	35	116	223	99	44	24	156

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	3.07	3.41	2.88	2.86	3.53	3.14	3.14	2.92	3.31	3.66	3.21	3.20
	Median	3	3	3	3	3	3	3	3	3	3	3	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	59%	56%	74%		47%	63%	64%	65%	49%	64%	54%	54%	
	Full package tour	22%	28%	6%		21%	26%	20%	19%	27%	18%	38%	21%	
	Individually arranged travel (FIT)	13%	16%	18%		26%	9%	11%	9%	17%	16%	8%	20%	
	Company paid travel	4%				5%		3%	4%	3%			2%	
	Group tour	2%		3%	100%		3%	1%	2%	2%			3%	
	Other	1%	1%						0%	1%	2%		1%	
	Total	Count	349	147	34	7	19	35	115	222	99	44	24	156

TRAVEL MOTIVATION - SEGMENTATION

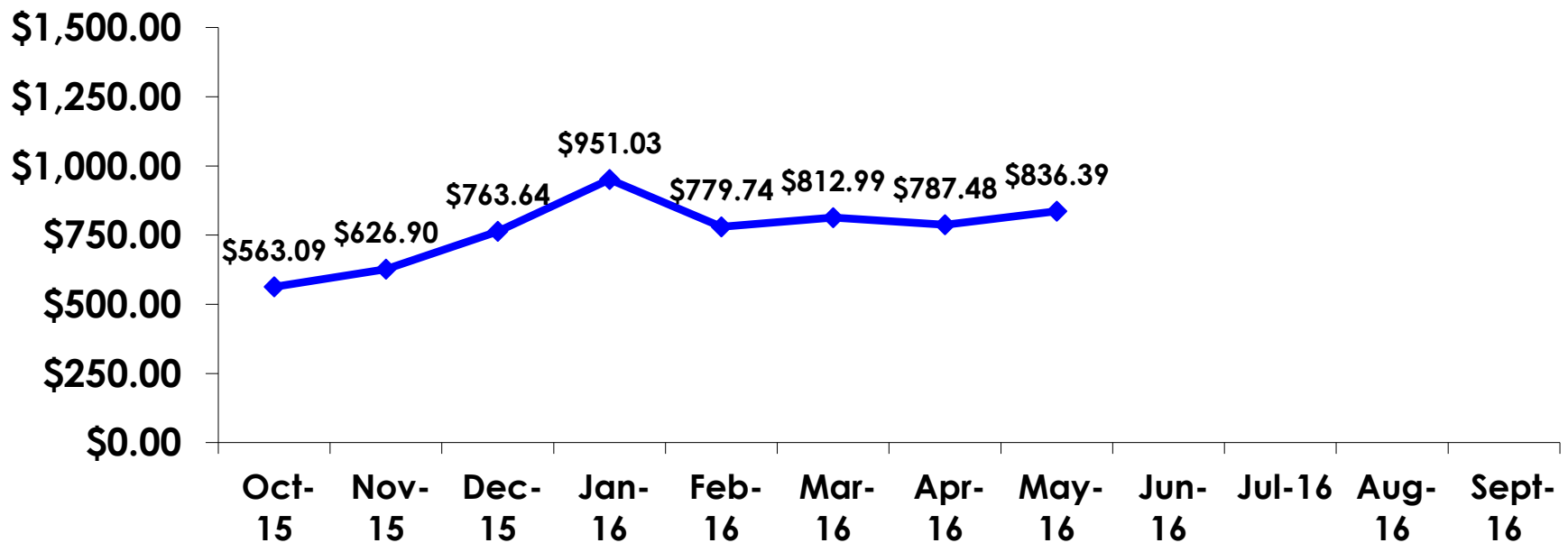
		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	34%	40%	29%	43%	50%	14%	31%	25%	51%	57%	8%	76%
	Price	17%	16%	21%		22%		20%	18%	15%	16%	4%	14%
	Visit friends/ Relatives	3%	1%	3%				3%	4%	1%	2%		3%
	Recomm- friend/family/trvl agnt	20%	10%	24%	14%	22%		21%	24%	12%	20%	4%	15%
	Scuba	5%	5%	3%				7%	3%	8%			6%
	Water sports	19%	12%	32%		6%	6%	32%	22%	16%	20%	8%	20%
	Short travel time	54%	63%	59%	14%	50%	20%	54%	51%	62%	68%	50%	65%
	Golf	3%	3%			17%	3%	3%	1%	4%	2%		4%
	Relax	40%	37%	50%		33%	6%	47%	40%	39%	43%	13%	48%
	Company/ Business Trip	5%			71%			6%	6%	6%			3%
	Company Sponsored	0%	1%						0%				1%
	Safe	25%	29%	35%	14%	22%	3%	26%	22%	31%	39%	25%	29%
	Natural beauty	59%	55%	82%	14%	44%	11%	68%	61%	58%	73%	29%	64%
	Shopping	32%	32%	47%		33%	6%	28%	30%	31%	32%	17%	38%
	Career Cert/ Testing	0%						1%		1%			
	Married/ Attn wedding	10%	14%	6%	14%	28%	100%	8%	9%	8%	7%	21%	3%
	Honeymoon	7%	16%				14%	7%	8%	7%	2%	100%	3%
	Pleasure	50%	46%	53%	14%	44%	11%	59%	54%	45%	57%	33%	56%
	Organized sports	1%	1%		14%			3%	1%	1%			1%
	Other	3%	3%					3%	3%	5%	2%	4%	3%
	Total Count	349	146	34	7	18	35	116	223	99	44	24	156

INFORMATION SOURCES - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
Q1	Internet	81%	77%	91%	57%	58%	82%	84%	86%	77%	77%	96%	79%
	Travel Guidebook- Bookstore	55%	61%	50%	43%	63%	64%	57%	57%	51%	61%	67%	54%
	Prior Trip	37%	40%	29%	57%	58%	15%	33%	29%	50%	52%	17%	83%
	Travel Agent Brochure	36%	37%	26%	43%	42%	48%	41%	36%	35%	41%	50%	31%
	Friend/ Relative	29%	23%	32%	43%	16%	48%	28%	34%	22%	30%	25%	21%
	Magazine (Consumer)	27%	32%	24%		37%	27%	25%	25%	29%	34%	50%	23%
	TV	12%	12%	15%		16%	3%	14%	13%	10%	2%	13%	12%
	Co-Worker/ Company Trvl Dept	3%	3%	3%			6%	3%	4%	1%	7%		1%
	Newspaper	2%	2%		14%			2%	1%	2%	2%		1%
	Radio	1%	1%						1%	1%	2%	4%	1%
	GVB Promo	1%	1%			5%	3%	1%	0%	1%			
	Other	1%	1%			5%		1%		1%			
	Travel Trade Show	1%						1%	1%				1%
	GVB Office	1%	1%	3%					0%	1%			1%
	Consumer Trvl Show	0%						1%	0%				
	Theater Ad	0%							0%				
	Total	Count	348	146	34	7	19	33	116	222	98	44	156

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING



YTD=\$765.35

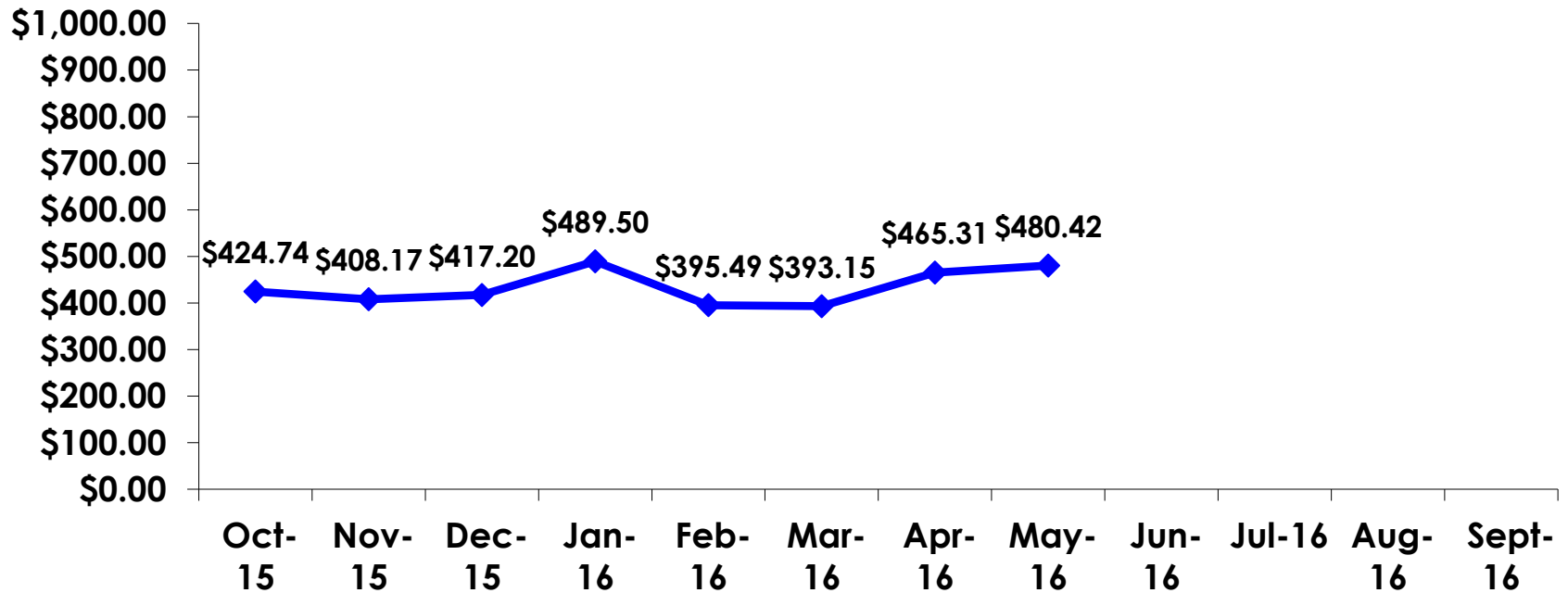
PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$836.39	\$974.61	\$1,298.96	\$425.99	\$932.06	\$995.87	\$887.52	\$798.93	\$908.70	\$888.36	\$1,220.57	\$803.79
	Median	\$688	\$762	\$734	\$0	\$918	\$918	\$734	\$642	\$734	\$654	\$1,055	\$642
	Minimum	\$0	\$0	\$266	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$14,038	\$4,588	\$14,038	\$1,835	\$2,294	\$2,294	\$3,364	\$14,038	\$3,364	\$3,058	\$4,588	\$4,588

PREPAID EXPENDITURES BREAKDOWN

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
AIR & HOTEL	Mean	\$1,540.47	\$2,412.13	\$1,292.90	\$389.94	\$2,566.29	\$1,953.98	\$1,708.39	\$1,150.28	\$2,450.85	\$3,394.27	\$1,984.13	\$1,543.28
	Median	\$918	\$1,697	\$653	\$390	\$2,064	\$1,073	\$918	\$734	\$1,468	\$2,019	\$1,835	\$918
AIR/ HOTEL/ MEAL	Mean	\$2,220.39	\$3,031.24	.	\$1,284.52	\$1,387.74	.	\$2,752.55	\$1,841.91	\$3,027.80	\$8,257.64	\$2,409.40	\$1,762.94
	Median	\$1,743	\$2,340	.	\$1,285	\$1,285	.	\$1,560	\$1,803	\$1,835	\$8,258	\$2,386	\$1,835
AIR ONLY	Mean	\$1,063.69	\$1,508.71	\$573.45	.	\$917.52	\$1,697.40	\$1,116.31	\$554.04	\$1,595.83	\$626.97	\$3,119.55	\$1,239.77
	Median	\$661	\$1,055	\$505	.	\$918	\$1,697	\$459	\$459	\$918	\$596	\$3,120	\$734
HOTEL ONLY	Mean	\$836.09	\$970.73	\$734.01	.	.	\$734.01	\$1,156.07	\$678.96	\$907.51	\$620.24	\$734.01	\$899.17
	Median	\$734	\$826	\$459	.	.	\$734	\$1,376	\$551	\$734	\$716	\$734	\$734
HOTEL & MEAL	Mean	\$1,039.85	\$1,330.40	.	.	\$2,018.53	\$458.76	\$2,018.53	\$550.51	.	\$2,018.53	.	\$2,018.53
	Median	\$642	\$1,330	.	.	\$2,019	\$459	\$2,019	\$551	.	\$2,019	.	\$2,019
F&B HOTEL	Mean	\$173.02	\$198.79	.	.	\$183.50	.	\$150.47	\$189.62	\$137.63	\$122.34	.	\$160.57
	Median	\$92	\$138	.	.	\$184	.	\$92	\$92	\$138	\$92	.	\$138
TRANS- JAPAN	Mean	\$194.26	\$226.46	\$46.33	\$64.23	\$100.93	\$152.31	\$230.85	\$211.95	\$111.00	\$133.70	\$354.16	\$225.29
	Median	\$92	\$92	\$46	\$64	\$92	\$92	\$78	\$92	\$92	\$138	\$275	\$92
TRANS- GUAM	Mean	\$210.26	\$192.68	.	.	.	\$183.50	\$281.37	\$151.39	\$269.14	\$188.09	\$183.50	\$132.38
	Median	\$101	\$147	.	.	.	\$184	\$138	\$96	\$184	\$184	\$184	\$92
OPT TOURS	Mean	\$326.91	\$520.23	\$305.07	\$233.97	\$162.74	\$357.83	\$398.31	\$252.51	\$652.14	\$889.99	\$550.51	\$334.72
	Median	\$184	\$303	\$206	\$234	\$151	\$147	\$184	\$170	\$330	\$275	\$459	\$184
OTHER	Mean	\$648.66	\$1,196.27	\$134.57	\$192.68	\$483.22	\$909.65	\$822.20	\$475.02	\$1,159.89	\$1,059.73	\$1,853.38	\$925.03
	Median	\$184	\$395	\$156	\$193	\$229	\$918	\$184	\$176	\$252	\$138	\$918	\$184
TOTAL	Mean	\$1,553.12	\$2,451.64	\$1,373.71	\$425.99	\$2,002.09	\$1,954.31	\$1,880.27	\$1,146.23	\$2,422.71	\$3,257.18	\$2,567.51	\$1,663.75
	Median	\$918	\$1,743	\$849	\$0	\$1,835	\$1,101	\$918	\$826	\$1,468	\$1,835	\$2,569	\$1,009

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$434.11

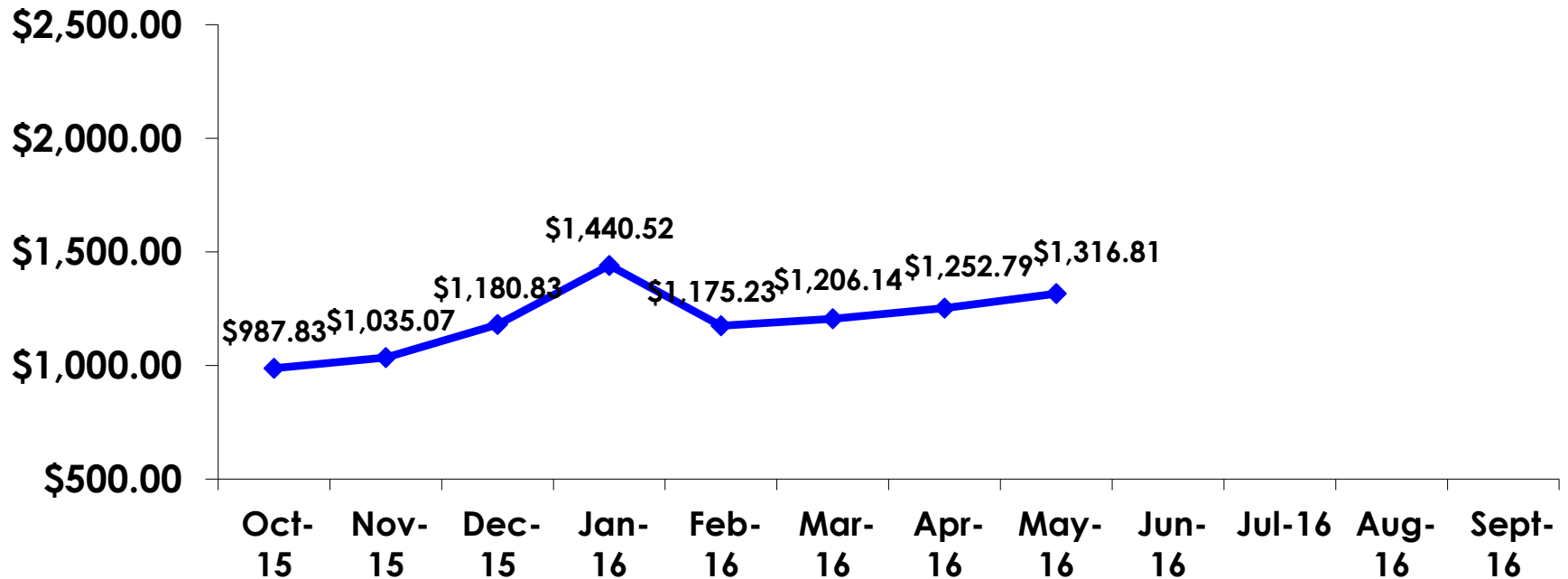
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$480.42	\$512.56	\$461.59	\$379.29	\$504.56	\$376.26	\$471.50	\$466.31	\$518.97	\$320.99	\$585.42	\$553.17
	Median	\$350	\$350	\$400	\$350	\$350	\$250	\$400	\$350	\$350	\$267	\$350	\$400
	Minimum	\$0	\$0	\$0	\$0	\$0	\$60	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$8,500	\$8,500	\$1,000	\$1,100	\$3,500	\$2,000	\$1,750	\$4,000	\$8,500	\$1,000	\$4,000	\$8,500

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	\$47.20	\$87.03	\$38.09	\$14.29	\$86.95	\$34.71	\$44.84	\$42.62	\$48.18	\$96.11	\$232.75	\$82.20
F&B FF/STORE	Mean	\$40.93	\$65.04	\$16.94	\$7.14	\$29.21	\$41.14	\$60.62	\$34.74	\$57.94	\$60.61	\$67.63	\$44.82
F&B RESTRNT	Mean	\$89.65	\$133.33	\$44.53	\$35.71	\$145.53	\$105.94	\$104.74	\$66.66	\$134.31	\$185.57	\$93.33	\$121.74
OPT TOUR	Mean	\$60.68	\$77.80	\$33.82	\$14.29	\$15.79	\$55.43	\$101.56	\$58.23	\$76.36	\$69.32	\$114.38	\$64.81
GIFT- SELF	Mean	\$175.39	\$276.46	\$50.29	\$114.29	\$94.42	\$88.86	\$118.10	\$134.50	\$288.87	\$228.64	\$244.17	\$275.65
GIFT- OTHER	Mean	\$124.47	\$160.69	\$115.74	\$28.57	\$122.37	\$97.83	\$157.54	\$92.01	\$203.23	\$171.39	\$228.33	\$153.97
TRANS	Mean	\$15.98	\$25.25	\$8.26	\$0.00	\$34.37	\$20.57	\$9.69	\$10.62	\$25.99	\$32.91	\$21.25	\$22.58
OTHER	Mean	\$218.19	\$310.48	\$153.91	\$150.71	\$589.79	\$218.80	\$185.50	\$157.44	\$287.41	\$300.91	\$189.83	\$226.62
TOTAL	Mean	\$773.05	\$1,136.76	\$461.59	\$379.29	\$1,118.42	\$666.14	\$782.59	\$596.82	\$1,124.32	\$1,145.45	\$1,191.67	\$993.03

TOTAL EXPENDITURES – TRACKING



YTD=\$1,199.47

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	\$1,316.81	\$1,487.18	\$1,760.55	\$805.27	\$1,436.62	\$1,372.13	\$1,359.01	\$1,265.24	\$1,427.67	\$1,209.35	\$1,805.99	\$1,356.96
	Median	\$1,084	\$1,168	\$1,223	\$675	\$1,234	\$1,098	\$1,118	\$1,051	\$1,169	\$1,073	\$1,418	\$1,100
	Minimum	\$0	\$0	\$459	\$0	\$0	\$153	\$0	\$0	\$0	\$0	\$381	\$0
	Maximum	\$14,388	\$9,418	\$14,388	\$2,085	\$5,152	\$2,739	\$4,711	\$14,388	\$9,418	\$3,558	\$8,588	\$9,418

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 2016, and Overall Oct-2015 - May 2016

	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Combin ed Oct- 2015 - May 2016
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks	4	4	3					2	4
Ease of getting around									
Safety walking around at night									
Quality of daytime tours				2					9
Variety of daytime tours	5								
Quality of nighttime tours									
Variety of nighttime tours									
Quality of shopping		3			2	4			
Variety of shopping	2			5				4	3
Price of things on Guam				1					
Quality of hotel accommodations			2			2	3		5
Quality/cleanliness of air, sky			4						8
Quality/cleanliness of parks					1				
Quality of landscape in Tumon	1	1	1	3					1
Quality of landscape in Guam					4	1	1	5	7
Quality of ground handler						3		1	6
Quality/cleanliness of transportation vehicles	3	2		4	3	5	2	3	2
% of Overall Satisfaction Accounted For	65.6%	46.7%	53.1%	45.9%	44.2%	50.0%	53.0%	55.9%	49.0%

NOTE: Only significant drivers are included.

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Japanese visitor's experience on Guam is driven by five significant factors in the May 2016 Period. By rank order they are:
 - **Quality of ground handler,**
 - **Quality & cleanliness of beaches & parks,**
 - **Quality/cleanliness of transportation vehicles,**
 - **Variety of shopping, and**
 - **Quality of landscape in Guam.**
 - .
- With all five factors the overall r^2 is .559 meaning that **55.9%** 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 2016 and Overall Oct-2015-May 2016

	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Combin ed Oct- 2015- May 2016
Drivers:	rank	rank	rank	rank	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks									
Ease of getting around				3					
Safety walking around at night		2							
Quality of daytime tours	3								
Variety of daytime tours									
Quality of nighttime tours									
Variety of nighttime tours				2					1
Quality of shopping				1					2
Variety of shopping						1			
Price of things on Guam				4					
Quality of hotel accommodations	1								
Quality/cleanliness of air, sky									3
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%	0.9%

NOTE: Only significant drivers are included.

Drivers of Per Person On Island Expenditure

- **Per Person On Island Expenditure** of Japanese visitors on Guam is driven by no significant factors in the May 2016 Period.