



GUAM VISITORS BUREAU

Korean 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 Korean speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **352** 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 **352** 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

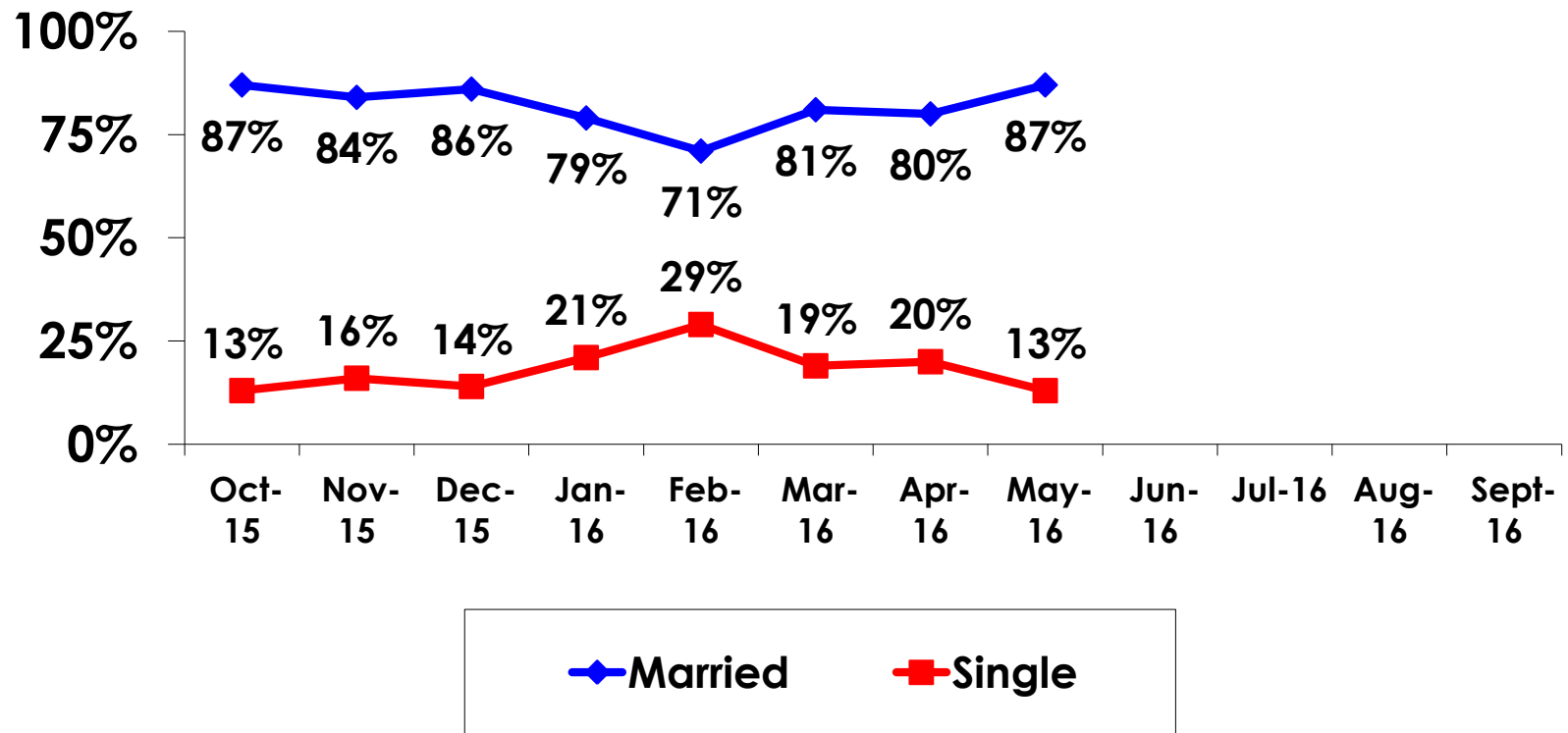
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors – 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%				
Group	1%	1%	1%	1%	1%	0%	0%	1%				
Eng Language	1%	0%	0%	1%	2%	1%	0%	1%				
Honeymoon	13%	10%	12%	5%	5%	15%	6%	6%				
Wedding	1%	-	-	-	-	0%	0%	0%				
Incentive	7%	4%	1%	2%	0%	2%	3%	2%				
18-35	65%	57%	55%	47%	53%	67%	60%	52%				
36-55	34%	42%	42%	52%	46%	30%	38%	46%				
Child	43%	47%	48%	53%	48%	40%	47%	56%				
FIT	16%	11%	14%	20%	21%	17%	13%	14%				
Golden Miss	3%	2%	5%	4%	4%	4%	4%	1%				
Senior	1%	0%	2%	1%	0%	2%	1%	1%				
Sport	24%	22%	22%	29%	27%	23%	25%	19%				
TOTAL	351	365	368	353	356	354	350	352				

SECTION 1 **PROFILE OF RESPONDENTS**

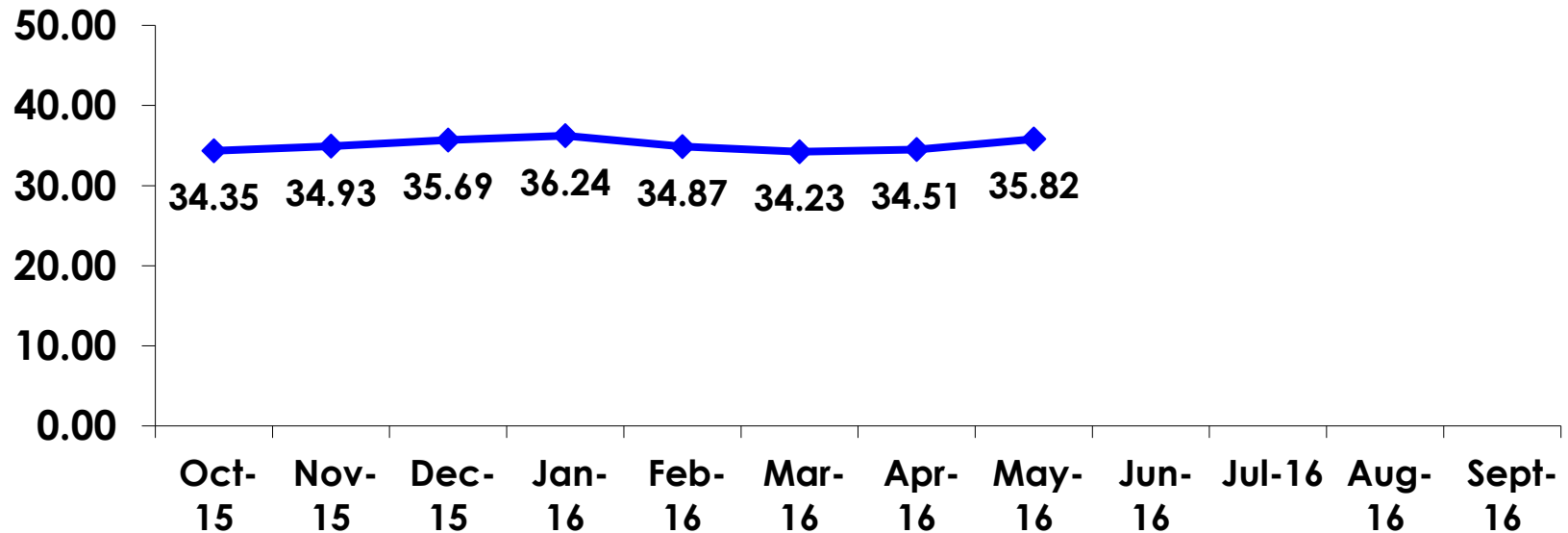
MARITAL STATUS - TRACKING



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	307	40	0	1	21	1	5	147	155	193	42	4	4	54
		Column N %	87%	95%	0%	50%	100%	100%	71%	80%	95%	97%	88%	80%	100%	81%
	Single	Count	45	2	2	1	0	0	2	37	8	5	6	1	0	13
		Column N %	13%	5%	100%	50%	0%	0%	29%	20%	5%	3%	13%	20%	0%	19%
	Total	Count	352	42	2	2	21	1	7	184	163	198	48	5	4	67

AVERAGE AGE - TRACKING



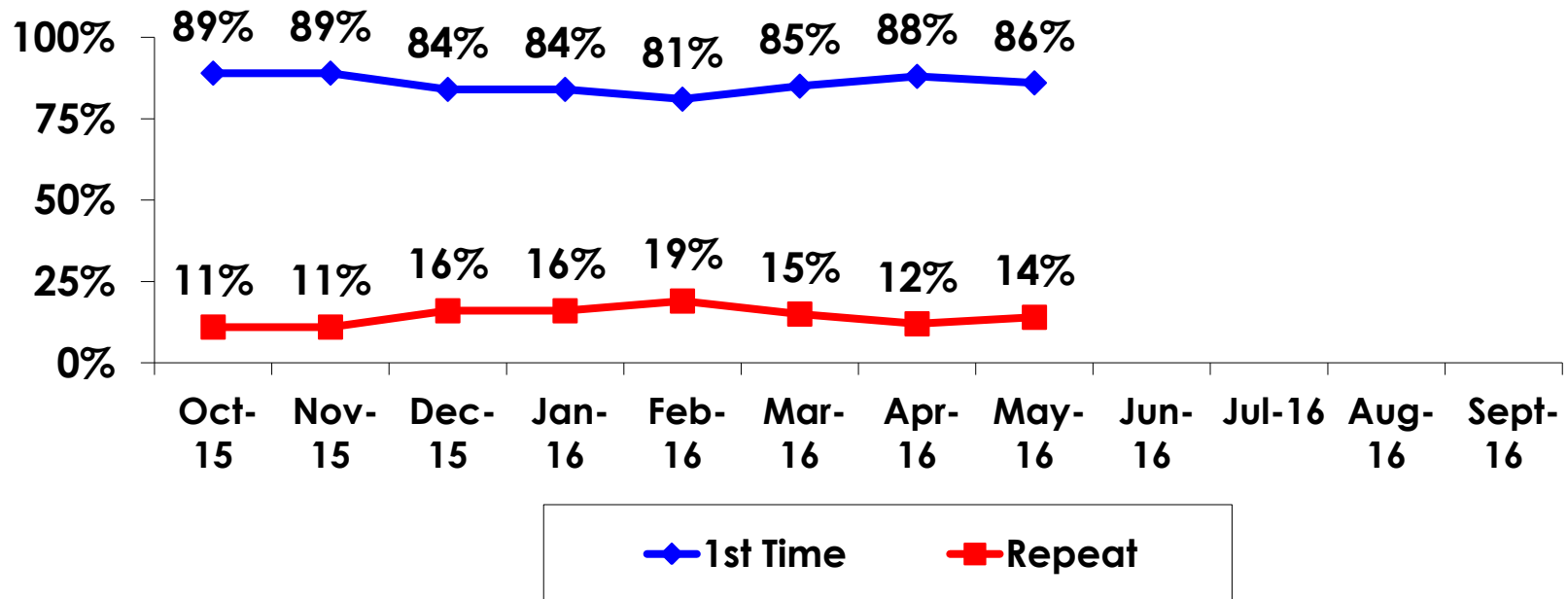
AGE- SEGMENTATION

			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	2	1	0	0	0	10	0	3	2	0	0	3
		Column N %	3%	2%	100%	50%	0%	0%	0%	5%	0%	2%	4%	0%	0%	4%
	25-34	Count	153	27	0	1	18	1	2	153	0	50	30	2	0	29
		Column N %	44%	66%	0%	50%	86%	100%	29%	83%	0%	25%	64%	40%	0%	43%
	35-49	Count	175	12	0	0	3	0	5	21	154	142	13	3	0	33
		Column N %	50%	29%	0%	0%	14%	0%	71%	11%	94%	72%	28%	60%	0%	49%
	50+	Count	13	1	0	0	0	0	0	0	9	3	2	0	4	2
		Column N %	4%	2%	0%	0%	0%	0%	0%	0%	6%	2%	4%	0%	100%	3%
	Total	Count	351	41	2	2	21	1	7	184	163	198	47	5	4	67
QF	Mean		35.82	33.98	22.50	25.50	30.67	25.00	37.71	30.53	41.11	38.04	33.77	35.20	63.50	34.96
	Median		35	33	23	26	30	25	37	31	40	38	33	37	64	35

INCOME - SEGMENTATION

			TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q26	<KW12.0M	Count	1	0	1	0	0	0	0	1	0	0	0	0	0	1
		Column N %	0%	0%	50%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
KW12.0M-KW24.0M	Count	10	0	0	1	1	0	1	5	3	1	1	0	2	2	
	Column N %	3%	0%	0%	50%	6%	0%	14%	4%	2%	1%	2%	0%	67%	3%	
KW24.0M-KW36.0M	Count	32	4	0	0	6	1	0	28	4	8	5	1	0	7	
	Column N %	11%	10%	0%	0%	35%	100%	0%	20%	3%	5%	11%	25%	0%	12%	
KW36.0M-KW48.0M	Count	45	3	1	1	5	0	2	32	12	17	3	0	1	4	
	Column N %	16%	8%	50%	50%	29%	0%	29%	23%	8%	10%	7%	0%	33%	7%	
KW48.0M-KW60.0M	Count	74	5	0	0	0	0	1	28	46	58	5	0	0	11	
	Column N %	26%	13%	0%	0%	0%	0%	14%	20%	32%	34%	11%	0%	0%	18%	
KW60.0M-KW72.0M	Count	44	6	0	0	1	0	1	14	30	29	8	1	0	14	
	Column N %	15%	15%	0%	0%	6%	0%	14%	10%	21%	17%	17%	25%	0%	23%	
KW72.0M+	Count	71	21	0	0	4	0	2	27	44	52	23	2	0	19	
	Column N %	25%	53%	0%	0%	24%	0%	29%	19%	31%	31%	50%	50%	0%	32%	
No Income	Count	11	1	0	0	0	0	0	5	5	5	1	0	0	2	
	Column N %	4%	3%	0%	0%	0%	0%	0%	4%	3%	3%	2%	0%	0%	3%	
Total	Count	288	40	2	2	17	1	7	140	144	170	46	4	3	60	

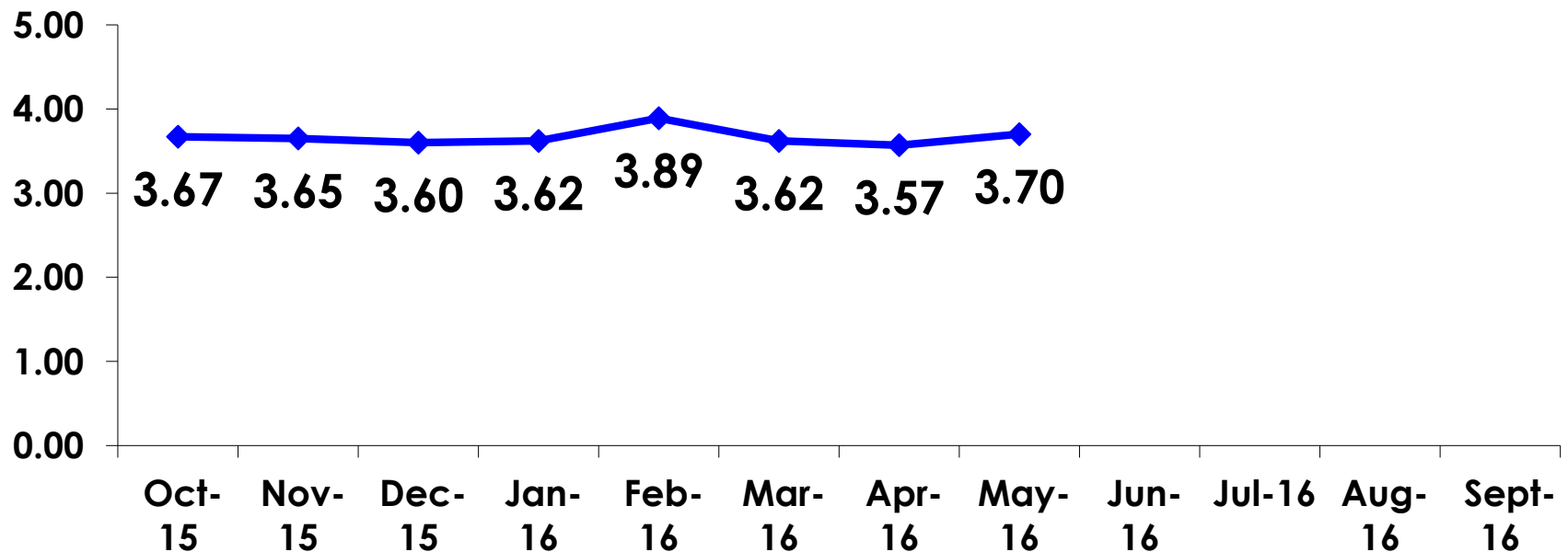
PRIOR TRIPS TO GUAM - TRACKING



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	30	1	1	20	1	4	166	132	167	33	3	4	56
		Column N %	86%	71%	50%	50%	95%	100%	57%	90%	81%	84%	69%	60%	100%	84%
	No	Count	50	12	1	1	1	0	3	18	31	31	15	2	0	11
		Column N %	14%	29%	50%	50%	5%	0%	43%	10%	19%	16%	31%	40%	0%	16%
	Total	Count	352	42	2	2	21	1	7	184	163	198	48	5	4	67

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	3.70	3.67	3.00	6.50	3.95	4.00	6.71	3.65	3.77	3.51	4.06	3.00	3.00	3.61
Median	3	4	3	7	4	4	4	3	3	3	4	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	162	0	0	0	10	1	0	72	89	105	0	1	1	27
		Column N %	46%	0%	0%	0%	48%	100%	0%	39%	55%	53%	0%	20%	25%	40%
	Free-time package tour	Count	134	0	0	0	8	0	3	76	55	66	0	4	3	26
		Column N %	38%	0%	0%	0%	38%	0%	43%	41%	34%	33%	0%	80%	75%	39%
	Individually arranged travel (FIT)	Count	48	42	0	1	3	0	0	32	15	26	48	0	0	13
		Column N %	14%	100%	0%	50%	14%	0%	0%	17%	9%	13%	100%	0%	0%	19%
	Group tour	Count	2	0	2	1	0	0	0	2	0	0	0	0	0	1
		Column N %	1%	0%	100%	50%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%
	Company paid travel	Count	4	0	0	0	0	0	4	1	3	0	0	0	0	0
		Column N %	1%	0%	0%	0%	0%	0%	57%	1%	2%	0%	0%	0%	0%	0%
	Other	Count	2	0	0	0	0	0	0	1	1	1	0	0	0	0
		Column N %	1%	0%	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%
	Total	Count	352	42	2	2	21	1	7	184	163	198	48	5	4	67

TRAVEL MOTIVATION - SEGMENTATION

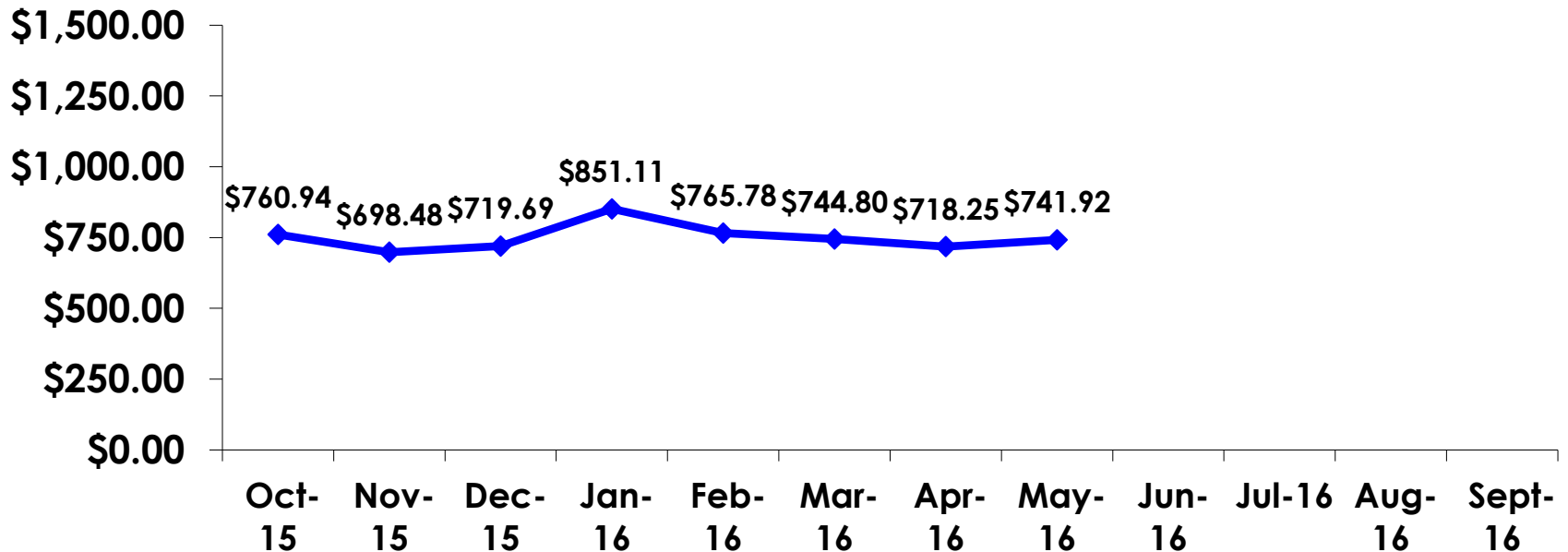
		TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	7%	14%	50%	50%	0%	0%	0%	4%	10%	9%	17%	20%	0%	12%
	Price	6%	10%	50%	0%	10%	0%	14%	7%	6%	5%	8%	0%	0%	6%
	Visit friends/ Relatives	3%	2%	50%	50%	0%	0%	0%	4%	1%	2%	4%	20%	0%	3%
	Recomm-friend/family/trvl agnt	16%	10%	0%	0%	0%	0%	14%	14%	17%	17%	13%	20%	50%	13%
	Scuba	2%	0%	0%	0%	0%	0%	0%	1%	4%	2%	0%	0%	0%	12%
	Water sports	11%	19%	0%	0%	0%	0%	0%	13%	9%	11%	19%	20%	0%	57%
	Short travel time	23%	45%	0%	0%	14%	0%	14%	23%	23%	27%	44%	0%	0%	39%
	Golf	1%	0%	50%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	4%
	Relax	58%	62%	100%	50%	19%	0%	43%	50%	69%	72%	60%	60%	0%	60%
	Company/ Business Trip	2%	0%	0%	0%	0%	0%	29%	2%	2%	0%	2%	0%	0%	0%
	Company Sponsored	1%	0%	0%	0%	0%	0%	57%	1%	1%	1%	0%	0%	0%	0%
	Safe	28%	33%	50%	0%	19%	100%	14%	23%	33%	33%	29%	20%	50%	34%
	Natural beauty	40%	60%	50%	0%	14%	100%	29%	40%	40%	44%	60%	20%	50%	54%
	Shopping	17%	29%	50%	0%	19%	0%	14%	17%	18%	18%	27%	20%	25%	27%
	Career Cert/ Testing	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
	Married/ Attn wedding	0%	0%	0%	0%	0%	100%	0%	1%	0%	0%	0%	0%	0%	0%
	Honeymoon	6%	7%	0%	0%	100%	0%	0%	10%	1%	0%	6%	0%	0%	3%
	Pleasure	12%	10%	50%	0%	14%	0%	0%	13%	10%	11%	10%	0%	0%	12%
	Organized sports	2%	2%	0%	0%	0%	0%	0%	2%	2%	2%	2%	0%	0%	9%
	Other	2%	5%	0%	0%	5%	0%	0%	2%	1%	2%	4%	0%	25%	1%
	Total Count	351	42	2	2	21	1	7	183	163	197	48	5	4	67

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	91%	93%	50%	100%	86%	100%	100%	91%	91%	93%	94%	80%	100%	96%	
	Friend/ Relative	36%	60%	50%	0%	24%	100%	14%	35%	37%	40%	60%	20%	50%	45%	
	Travel Agent Brochure	31%	5%	50%	50%	38%	0%	14%	27%	37%	37%	4%	40%	0%	34%	
	Prior Trip	14%	29%	50%	50%	5%	0%	43%	10%	18%	16%	29%	40%	0%	16%	
	Travel Guidebook- Bookstore	9%	12%	0%	0%	10%	0%	14%	9%	8%	6%	13%	40%	25%	10%	
	Co-Worker/ Company Trvl Dept	9%	10%	0%	0%	0%	0%	43%	8%	10%	7%	8%	40%	25%	9%	
	TV	4%	12%	0%	0%	10%	0%	14%	2%	6%	3%	10%	0%	0%	7%	
	GVB Office	3%	7%	0%	0%	10%	0%	0%	2%	4%	3%	6%	0%	0%	1%	
	Newspaper	1%	0%	0%	0%	0%	0%	0%	2%	1%	2%	0%	0%	0%	0%	
	Magazine (Consumer)	1%	2%	0%	0%	5%	0%	0%	2%	1%	1%	2%	0%	0%	0%	
	Other	0%	2%	0%	0%	0%	0%	0%	1%	0%	0%	2%	0%	0%	1%	
	Consumer Trvl Show	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	
	Radio	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	
	Total	Count	352	42	2	2	21	1	7	184	163	198	48	5	4	67

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING



YTD=\$749.78

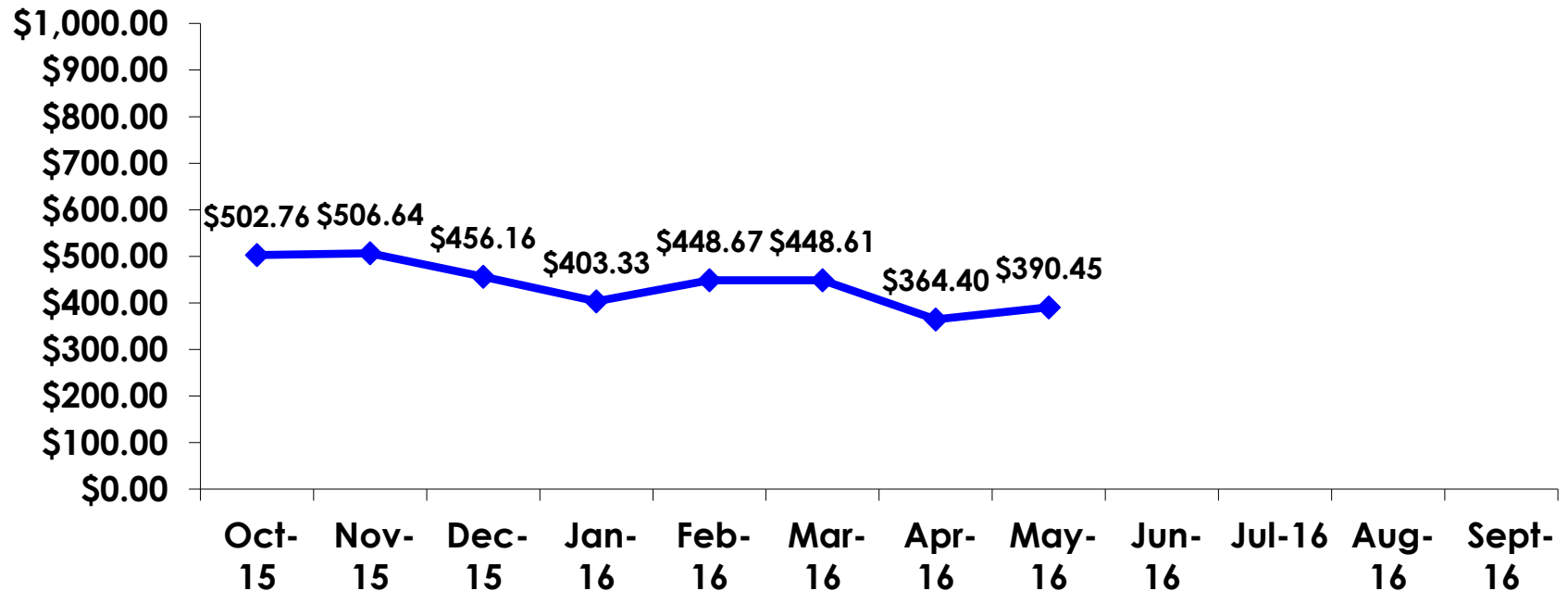
PREPAID EXPENDITURES PER PERSON - SEGMENTATION

	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	\$741.92	\$625.17	\$430.85	\$0.00	\$1,084.52	\$1,507.98	\$587.81	\$766.27	\$722.67	\$667.07	\$622.06	\$481.98	\$591.23	\$871.64
Median	\$776	\$630	\$431	\$0	\$1,206	\$1,508	\$0	\$819	\$776	\$754	\$651	\$574	\$450	\$862
Minimum	\$0	\$0	\$0	\$0	\$0	\$1,508	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Maximum	\$5,946	\$2,686	\$862	\$0	\$2,154	\$1,508	\$2,413	\$2,686	\$5,946	\$2,686	\$2,686	\$1,206	\$1,465	\$5,946

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	\$2,546.94	\$2,014.40	\$861.70	.	\$1,744.95	.	.	\$2,018.22	\$3,178.67	\$2,949.40	\$1,990.54	\$1,798.09	\$2,498.94	\$2,842.81
	Median	\$2,068	\$1,723	\$862	.	\$1,723	.	.	\$1,723	\$2,542	\$2,585	\$1,723	\$1,723	\$2,499	\$1,896
AIR/ HOTEL/ MEAL	Mean	\$3,021.12	\$2,029.32	.	.	\$2,310.70	\$3,015.97	\$4,050.01	\$2,742.38	\$3,304.03	\$3,498.84	\$2,029.32	.	.	\$2,859.78
	Median	\$2,585	\$2,025	.	.	\$2,585	\$3,016	\$4,050	\$2,542	\$3,016	\$3,102	\$2,025	.	.	\$2,585
AIR ONLY	Mean	\$1,165.50	\$1,689.90	.	.	\$861.70	.	\$504.10	\$1,208.41	\$1,124.96	\$1,668.26	\$1,580.37	.	\$517.02	\$1,391.98
	Median	\$862	\$1,163	.	.	\$862	.	\$504	\$862	\$948	\$1,551	\$1,120	.	\$517	\$862
HOTEL ONLY	Mean	\$867.83	\$783.37	.	.	\$947.88	.	\$1,348.57	\$760.62	\$1,153.12	\$1,093.70	\$733.77	.	\$517.02	\$662.44
	Median	\$689	\$776	.	.	\$948	.	\$1,349	\$689	\$776	\$948	\$646	.	\$517	\$603
HOTEL & MEAL	Mean	\$1,501.83	\$1,608.52	\$1,551.07	\$1,482.13	\$1,594.15	\$1,608.52	.	.	\$1,062.77
	Median	\$1,723	\$2,154	\$1,551	\$1,723	\$1,939	\$2,154	.	.	\$948
F&B HOTEL	Mean
	Median
TRANS- KOREA	Mean	\$59.49	\$75.40	.	.	\$103.40	.	\$86.17	\$54.81	\$67.71	\$67.71	\$75.40	.	\$86.17	\$53.14
	Median	\$47	\$56	.	.	\$103	.	\$86	\$47	\$43	\$43	\$56	.	\$86	\$43
TRANS- GUAM	Mean	\$236.49	\$228.35	\$225.48	\$258.51	\$211.98	\$228.35	.	.	\$155.11
	Median	\$172	\$172	\$172	\$259	\$172	\$172	.	.	\$155
OPT TOURS	Mean	\$560.11	\$430.85	.	.	\$430.85	.	.	\$603.19	\$344.68	\$344.68	\$430.85	.	.	\$344.68
	Median	\$431	\$431	.	.	\$431	.	.	\$431	\$345	\$345	\$431	.	.	\$345
OTHER	Mean	\$621.15	\$649.15	.	.	\$51.70	.	.	\$677.05	\$564.90	\$307.63	\$1,208.54	.	\$344.68	\$1,561.84
	Median	\$190	\$672	.	.	\$52	.	.	\$194	\$172	\$172	\$896	.	\$345	\$1,637
TOTAL	Mean	\$2,206.82	\$1,946.63	\$430.85	\$0.00	\$2,004.08	\$3,015.97	\$1,120.22	\$1,990.17	\$2,479.43	\$2,544.75	\$1,883.90	\$1,078.85	\$1,615.70	\$2,419.98
	Median	\$2,034	\$1,422	\$431	\$0	\$2,154	\$3,016	\$0	\$1,754	\$2,327	\$2,585	\$1,379	\$1,258	\$1,293	\$1,896

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$440.56

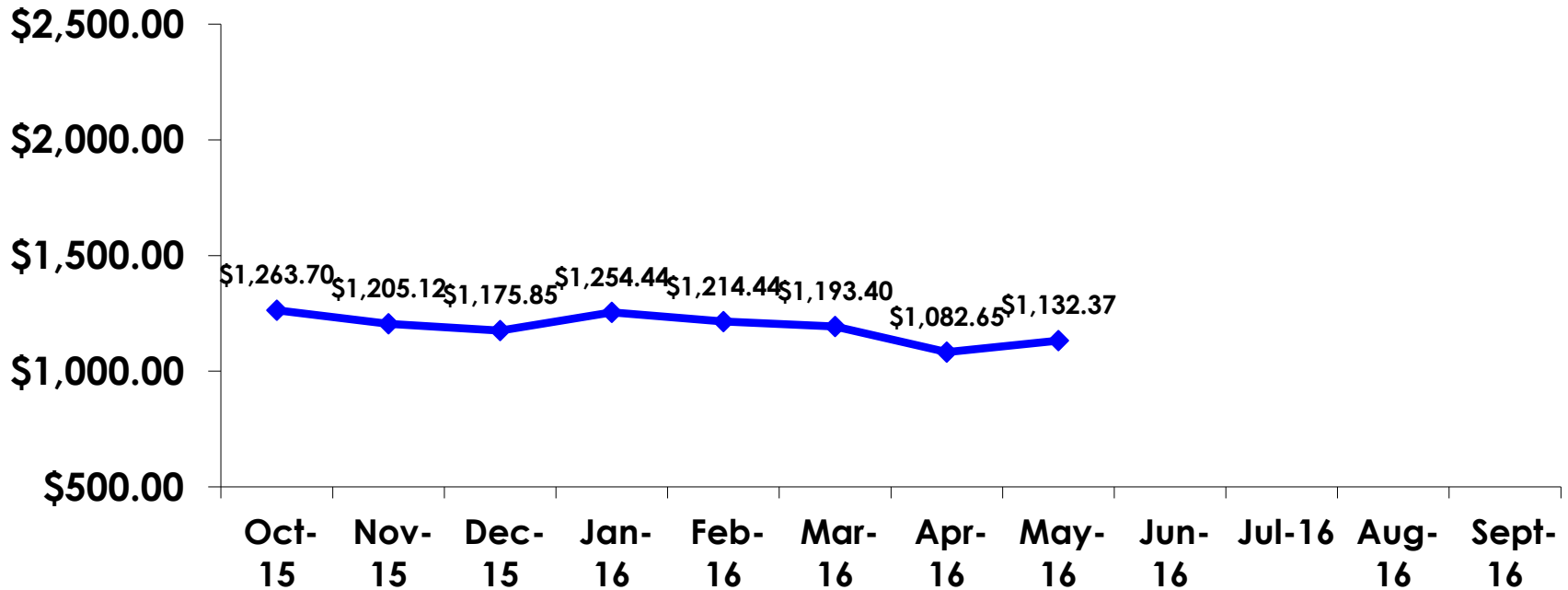
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		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	\$390.45	\$515.09	\$1,000.00	\$500.00	\$931.33	\$750.00	\$379.64	\$427.15	\$348.18	\$279.34	\$513.41	\$151.67	\$397.50	\$416.70
	Median	\$300	\$406	\$1,000	\$500	\$850	\$750	\$300	\$300	\$250	\$200	\$400	\$125	\$195	\$300
	Minimum	\$0	\$0	\$0	\$0	\$0	\$750	\$13	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$4,500	\$1,500	\$2,000	\$1,000	\$4,500	\$750	\$1,050	\$4,500	\$3,000	\$2,000	\$1,500	\$500	\$1,200	\$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	\$52.64	\$157.43	\$0.00	\$0.00	\$9.90	\$0.00	\$0.00	\$53.11	\$52.50	\$71.73	\$141.19	\$18.40	\$50.00	\$50.13
F&B FF/STORE	Mean	\$25.79	\$45.02	\$0.00	\$0.00	\$45.71	\$0.00	\$67.14	\$22.91	\$28.98	\$30.07	\$39.60	\$0.00	\$10.00	\$33.67
F&B RESTRNT	Mean	\$78.96	\$245.24	\$0.00	\$0.00	\$100.48	\$0.00	\$117.14	\$99.51	\$56.35	\$88.13	\$223.33	\$0.00	\$25.00	\$90.06
OPT TOUR	Mean	\$74.72	\$106.19	\$0.00	\$0.00	\$134.29	\$0.00	\$28.57	\$81.79	\$67.13	\$69.41	\$103.33	\$0.00	\$77.50	\$86.57
GIFT- SELF	Mean	\$170.70	\$300.95	\$0.00	\$0.00	\$178.33	\$0.00	\$157.14	\$168.32	\$178.62	\$159.85	\$269.58	\$0.00	\$0.00	\$234.48
GIFT- OTHER	Mean	\$129.32	\$184.76	\$0.00	\$0.00	\$672.62	\$0.00	\$185.71	\$145.71	\$104.97	\$101.34	\$166.46	\$0.00	\$400.00	\$120.15
TRANS	Mean	\$53.81	\$134.19	\$0.00	\$0.00	\$71.81	\$0.00	\$58.57	\$56.90	\$47.93	\$49.70	\$121.48	\$28.00	\$75.00	\$52.51
OTHER	Mean	\$449.07	\$339.52	\$1,000.00	\$500.00	\$641.90	\$1,500.00	\$18.57	\$379.69	\$539.08	\$484.18	\$338.33	\$333.60	\$0.00	\$332.99
TOTAL	Mean	\$1,035.30	\$1,513.31	\$1,000.00	\$500.00	\$1,855.05	\$1,500.00	\$632.86	\$1,008.48	\$1,075.56	\$1,054.92	\$1,403.31	\$380.00	\$637.50	\$1,000.55

TOTAL EXPENDITURES – TRACKING



YTD=\$1,190.34

TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/FIT	GROUP TRVL	ENGLANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$1,132.37	\$1,140.26	\$1,430.85	\$500.00	\$2,015.85	\$2,257.98	\$967.45	\$1,193.42	\$1,070.85	\$946.41	\$1,135.48	\$633.65	\$988.73	\$1,288.34
	Median	\$1,069	\$1,054	\$1,431	\$500	\$1,837	\$2,258	\$500	\$1,117	\$1,020	\$987	\$1,050	\$708	\$645	\$1,146
	Minimum	\$0	\$0	\$0	\$0	\$0	\$2,258	\$13	\$0	\$0	\$0	\$0	\$0	\$0	\$68
	Maximum	\$6,346	\$2,849	\$2,862	\$1,000	\$5,793	\$2,258	\$2,713	\$5,793	\$6,346	\$3,379	\$2,849	\$1,206	\$2,665	\$6,346

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				3			4	3	11
Ease of getting around			5			5			10
Safety walking around at night			2		3			7	6
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	
Price of things on Guam									
Quality of hotel accommodations	5	5	4				5		5
Quality/cleanliness of air, sky	1			6		2		5	7
Quality/cleanliness of parks		1	3						
Quality of landscape in Tumon	4				5				2
Quality of landscape in Guam		4		4	1		1	1	4
Quality of ground handler	6			5			6	4	8
Quality/cleanliness of transportation vehicles	3	2	1	1	4	1	3	2	1
% of Per Person On Island Expenditures Accounted For	56.1%	44.7%	51.3%	49.0%	58.7%	49.5%	45.8%	45.2%	48.9%

NOTE: Only significant drivers are included.

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by seven significant factors in the May 2016 Period. By rank order they are:
 - **Quality of landscape in Guam,**
 - **Quality/cleanliness of transportation vehicles,**
 - **Quality & cleanliness of beaches & parks,**
 - **Quality of ground handler,**
 - **Quality/cleanliness of air, sky,**
 - **Variety of shopping, and**
 - **Safety in walking around at night.**
- With all seven factors the overall r^2 is .452 meaning that **45.2% 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		2					1		
Ease of getting around									3
Safety walking around at night									
Quality of daytime tours									
Variety of daytime tours									
Quality of nighttime tours					1				2
Variety of nighttime tours									
Quality of shopping		4			2				
Variety of shopping		3						2	
Price of things on Guam									
Quality of hotel accommodations									
Quality/cleanliness of air, sky									
Quality/cleanliness of parks									
Quality of landscape in Tumon									
Quality of landscape in Guam		1					2	1	1
Quality of ground handler									
Quality/cleanliness of transportation vehicles				1		1			4
% of Per Person On Island Expenditures Accounted For	0.0%	5.2%	0.0%	1.9%	3.9%	1.2%	5.3%	4.1%	1.6%

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 May 2016 period. By rank order they are:
 - **Quality of landscape in Guam, and**
 - **Variety of shopping.**
- With these factors the overall r^2 is .041 meaning that **4.1% of per person on island expenditure is accounted for by these factors.**