



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2016 Market Segmentation

NOVEMBER 2015



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 **365** 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 **365** is +/- 5.1 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 +/- 5.1 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

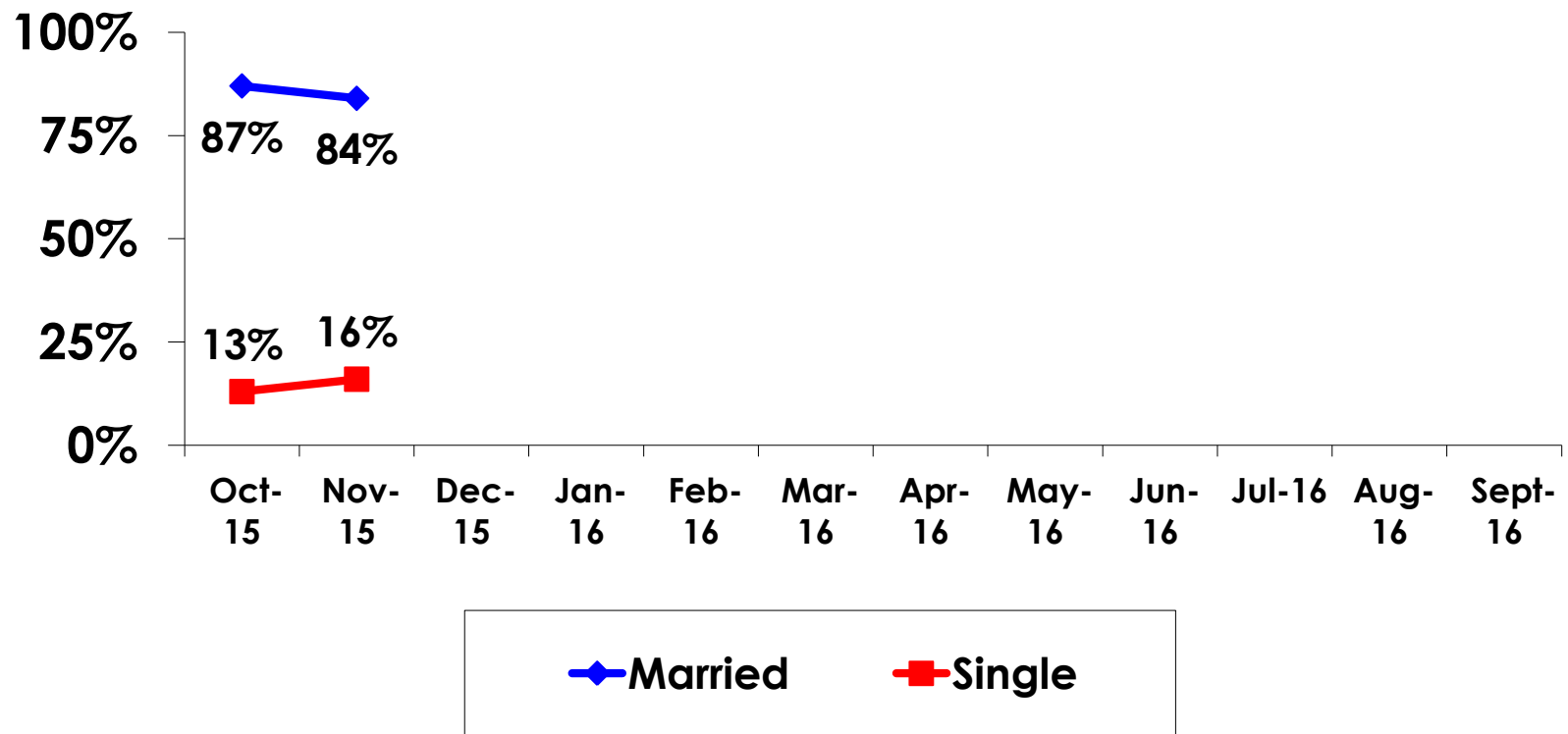
Highlighted Segments

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

SECTION 1 **PROFILE OF RESPONDENTS**

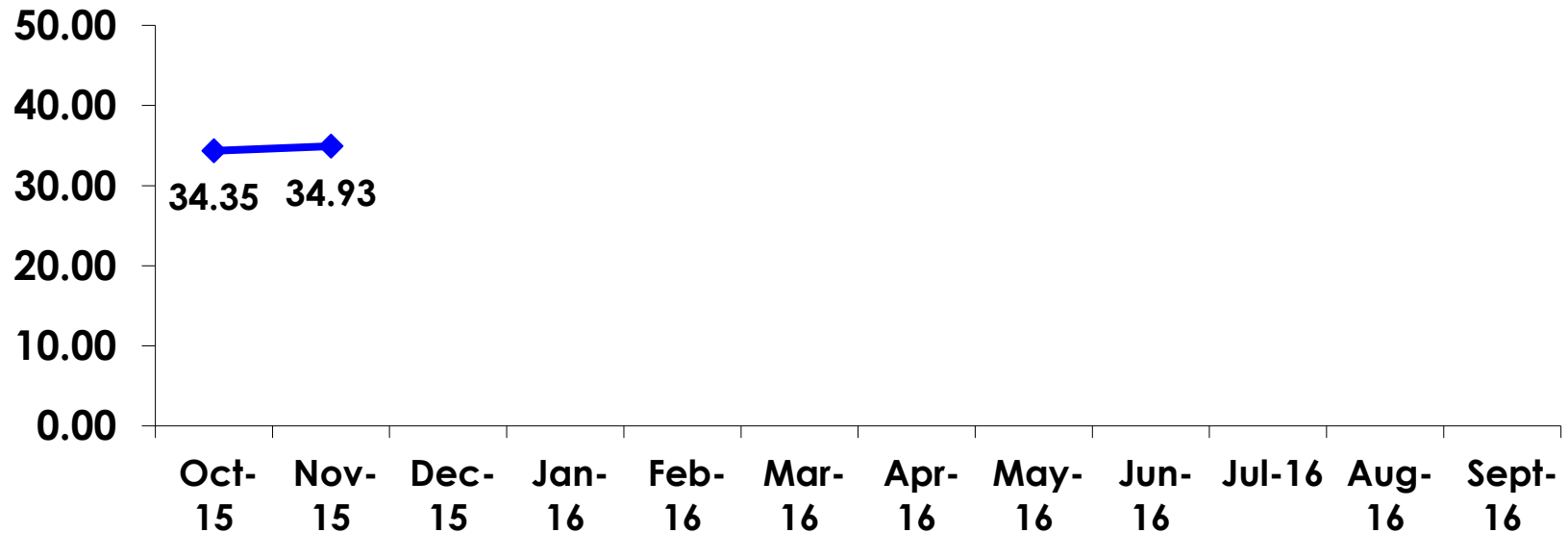
MARITAL STATUS - TRACKING



MARITAL STATUS- SEGMENTATION

			TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	306	33	4	1	37	7	154	148	163	36	5	1	62
		Column N %	84%	94%	100%	100%	100%	50%	74%	96%	95%	90%	63%	100%	77%
	Single	Count	59	2	0	0	0	7	53	6	9	4	3	0	19
		Column N %	16%	6%	0%	0%	0%	50%	26%	4%	5%	10%	38%	0%	23%
Total		Count	365	35	4	1	37	14	207	154	172	40	8	1	81

AVERAGE AGE - TRACKING



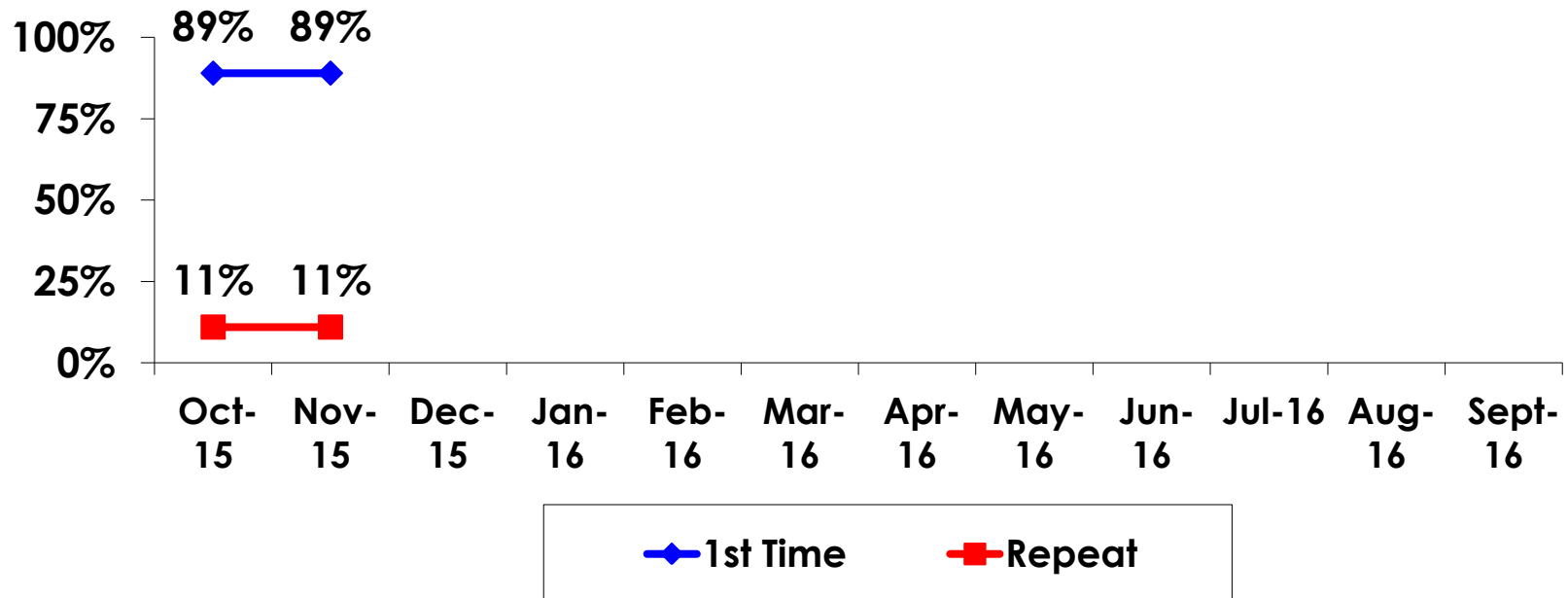
AGE- SEGMENTATION

			TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	8	0	0	0	1	0	8	0	1	0	0	0	4
		Column N %	2%	0%	0%	0%	3%	0%	4%	0%	1%	0%	0%	0%	5%
	25-34	Count	177	21	1	0	30	9	177	0	51	24	5	0	36
		Column N %	48%	60%	25%	0%	81%	64%	86%	0%	30%	60%	63%	0%	44%
	35-49	Count	171	14	2	1	6	5	22	149	118	15	3	0	37
		Column N %	47%	40%	50%	100%	16%	36%	11%	97%	69%	38%	38%	0%	46%
	50+	Count	9	0	1	0	0	0	0	5	2	1	0	1	4
		Column N %	2%	0%	25%	0%	0%	0%	0%	3%	1%	3%	0%	100%	5%
	Total	Count	365	35	4	1	37	14	207	154	172	40	8	1	81
QF	Mean		34.93	33.23	42.50	35.00	30.05	35.07	30.41	40.38	37.27	33.85	34.25	66.00	35.35
	Median		34	34	40	35	29	34	31	40	37	34	33	66	35

INCOME - SEGMENTATION

			TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
Q26 <KW12.0M	Count		1	0	0	0	0	0	1	0	0	0	0	0	0
	Column N %		0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
KW12.0M-KW24.0M	Count		12	1	0	1	4	0	9	3	1	1	0	0	6
	Column N %		4%	3%	0%	100%	11%	0%	5%	2%	1%	3%	0%	0%	8%
KW24.0M-KW36.0M	Count		40	7	1	0	13	5	31	9	6	7	2	0	9
	Column N %		12%	21%	33%	0%	37%	36%	16%	6%	4%	19%	29%	0%	12%
KW36.0M-KW48.0M	Count		56	2	0	0	3	1	40	16	22	3	3	0	13
	Column N %		17%	6%	0%	0%	9%	7%	21%	11%	14%	8%	43%	0%	18%
KW48.0M-KW60.0M	Count		88	7	0	0	10	1	50	36	48	9	1	1	15
	Column N %		26%	21%	0%	0%	29%	7%	26%	26%	30%	24%	14%	100%	20%
KW60.0M-KW72.0M	Count		52	8	1	0	2	1	15	36	38	8	0	0	10
	Column N %		15%	24%	33%	0%	6%	7%	8%	26%	24%	22%	0%	0%	14%
KW72.0M+	Count		79	9	1	0	2	6	41	38	40	9	1	0	21
	Column N %		23%	26%	33%	0%	6%	43%	21%	27%	25%	24%	14%	0%	28%
No Income	Count		9	0	0	0	1	0	6	3	3	0	0	0	0
	Column N %		3%	0%	0%	0%	3%	0%	3%	2%	2%	0%	0%	0%	0%
Total	Count		337	34	3	1	35	14	193	141	158	37	7	1	74

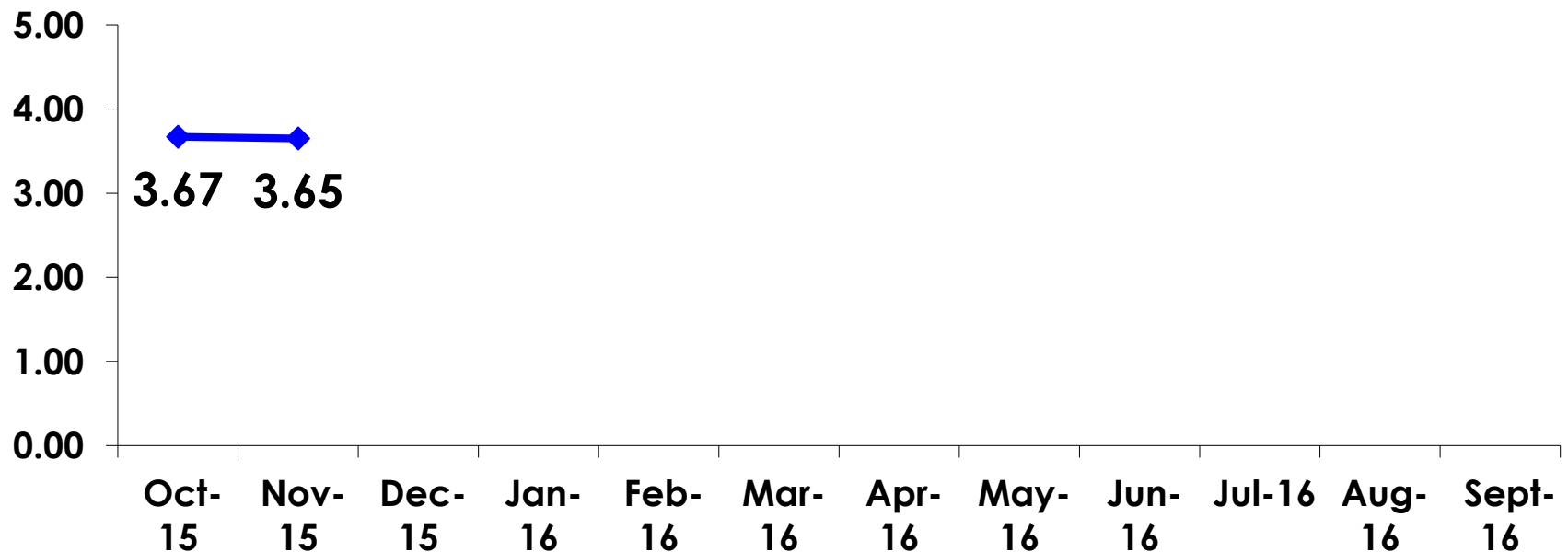
PRIOR TRIPS TO GUAM - TRACKING



PRIOR TRIPS TO GUAM - SEGMENTATION

			TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	321	29	2	1	37	10	184	135	150	32	7	1	74
		Column N %	89%	83%	50%	100%	100%	71%	90%	88%	88%	80%	88%	100%	91%
	No	Count	41	6	2	0	0	4	21	18	21	8	1	0	7
		Column N %	11%	17%	50%	0%	0%	29%	10%	12%	12%	20%	13%	0%	9%
	Total	Count	362	35	4	1	37	14	205	153	171	40	8	1	81

AVG LENGTH OF STAY - TRACKING



AVG LENGTH OF STAY - SEGMENTATION

		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
Q8	Mean	3.65	4.11	3.25	5.00	3.86	3.21	3.66	3.61	3.75	4.13	3.50	4.00	3.58
	Median	3	4	3	5	4	3	4	3	4	4	4	4	3

SECTION 2 **TRAVEL PLANNING**

TRAVEL PLANNING - SEGMENTATION

			TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
Q7	Full package tour	Count	150	0	0	0	14	1	67	82	92	0	4	1	36
		Column N %	41%	0%	0%	0%	38%	7%	32%	54%	53%	0%	50%	100%	44%
	Free-time package tour	Count	162	0	0	0	19	4	107	54	61	0	3	0	34
		Column N %	45%	0%	0%	0%	51%	29%	52%	35%	35%	0%	38%	0%	42%
	Individually arranged travel (FIT)	Count	40	35	0	1	4	0	27	12	18	40	0	0	9
		Column N %	11%	100%	0%	100%	11%	0%	13%	8%	10%	100%	0%	0%	11%
	Group tour	Count	4	0	4	0	0	2	1	2	0	0	0	0	2
		Column N %	1%	0%	100%	0%	0%	14%	0%	1%	0%	0%	0%	0%	2%
	Company paid travel	Count	7	0	0	0	0	7	4	3	1	0	1	0	0
		Column N %	2%	0%	0%	0%	0%	50%	2%	2%	1%	0%	13%	0%	0%
	Other	Count	1	0	0	0	0	0	1	0	0	0	0	0	0
		Column N %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Total	Count	364	35	4	1	37	14	207	153	172	40	8	1	81

TRAVEL MOTIVATION - SEGMENTATION

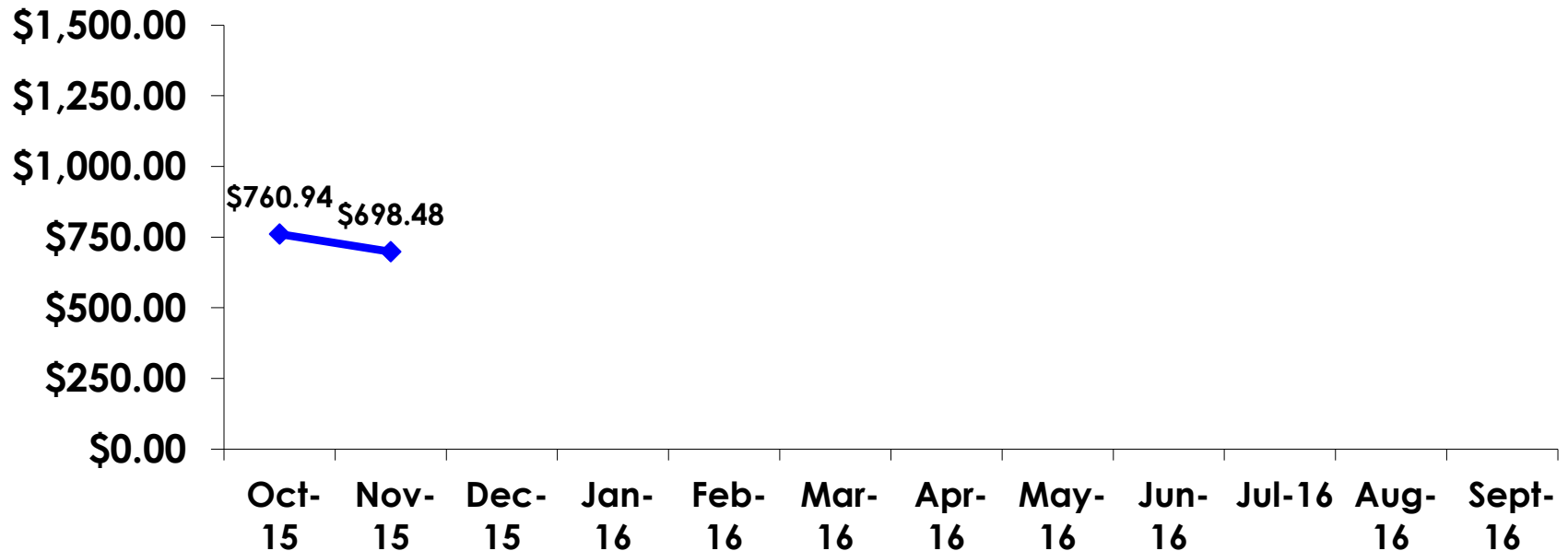
		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	7%	11%	25%	0%	0%	7%	6%	10%	10%	10%	0%	0%	6%
	Price	10%	17%	0%	0%	8%	21%	11%	8%	5%	15%	13%	0%	12%
	Visit friends/ Relatives	2%	0%	25%	0%	0%	7%	1%	1%	1%	3%	0%	0%	5%
	Recomm-friend/family/trvl agnt	22%	20%	0%	100%	11%	0%	24%	21%	26%	18%	25%	0%	19%
	Scuba	4%	3%	0%	0%	11%	14%	5%	3%	2%	3%	0%	0%	20%
	Water sports	9%	11%	0%	100%	5%	0%	9%	10%	10%	13%	38%	0%	42%
	Short travel time	33%	40%	25%	100%	22%	14%	34%	31%	37%	35%	38%	100%	42%
	Golf	2%	0%	50%	0%	3%	7%	1%	1%	1%	0%	0%	0%	7%
	Relax	58%	60%	0%	100%	38%	21%	56%	60%	63%	57%	50%	100%	56%
	Company/ Business Trip	3%	0%	25%	0%	0%	43%	2%	5%	0%	3%	13%	0%	0%
	Company Sponsored	3%	0%	50%	0%	0%	86%	4%	3%	1%	0%	0%	0%	4%
	Safe	26%	34%	25%	100%	11%	14%	27%	26%	30%	30%	25%	0%	26%
	Natural beauty	39%	43%	25%	100%	24%	21%	39%	38%	40%	40%	38%	100%	53%
	Shopping	26%	54%	0%	100%	19%	7%	30%	19%	20%	50%	13%	0%	25%
	Career Cert/ Testing	1%	0%	0%	0%	0%	0%	1%	0%	0%	3%	0%	0%	0%
	Honeymoon	10%	11%	0%	0%	100%	0%	16%	3%	0%	10%	0%	0%	14%
	Pleasure	12%	20%	0%	0%	3%	0%	13%	10%	9%	20%	0%	0%	11%
	Organized sports	1%	0%	0%	0%	3%	0%	1%	1%	2%	0%	0%	0%	5%
	Other	2%	6%	0%	0%	0%	0%	1%	3%	3%	5%	0%	0%	4%
	Total Count	365	35	4	1	37	14	207	154	172	40	8	1	81

INFORMATION SOURCES - SEGMENTATION

		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
Q1	Internet	95%	100%	75%	100%	89%	100%	96%	95%	95%	98%	100%	100%	95%
	Friend/ Relative	44%	40%	25%	100%	53%	29%	48%	39%	40%	38%	38%	100%	44%
	Travel Agent Brochure	34%	3%	0%	0%	53%	29%	30%	40%	37%	3%	25%	0%	42%
	Prior Trip	10%	17%	50%	0%	0%	21%	9%	12%	12%	15%	0%	0%	9%
	Co-Worker/ Company Trvl Dept	10%	9%	25%	0%	8%	29%	9%	11%	10%	8%	0%	0%	17%
	Travel Guidebook-Bookstore	10%	14%	0%	0%	3%	0%	8%	13%	12%	13%	25%	0%	12%
	GVB Office	8%	9%	0%	0%	6%	7%	7%	9%	8%	8%	0%	0%	10%
	TV	4%	3%	25%	0%	0%	7%	4%	3%	4%	3%	0%	0%	4%
	Magazine (Consumer)	3%	0%	0%	0%	3%	7%	3%	3%	1%	0%	0%	0%	6%
	Other	2%	9%	0%	0%	3%	0%	2%	1%	1%	10%	0%	0%	1%
	Consumer Trvl Show	1%	3%	0%	0%	0%	0%	1%	0%	1%	3%	0%	0%	0%
	GVB Promo	1%	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%
	Newspaper	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%
	Travel Trade Show	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	1%
	Total Count	364	35	4	1	36	14	206	154	172	40	8	1	81

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING



YTD=\$729.10

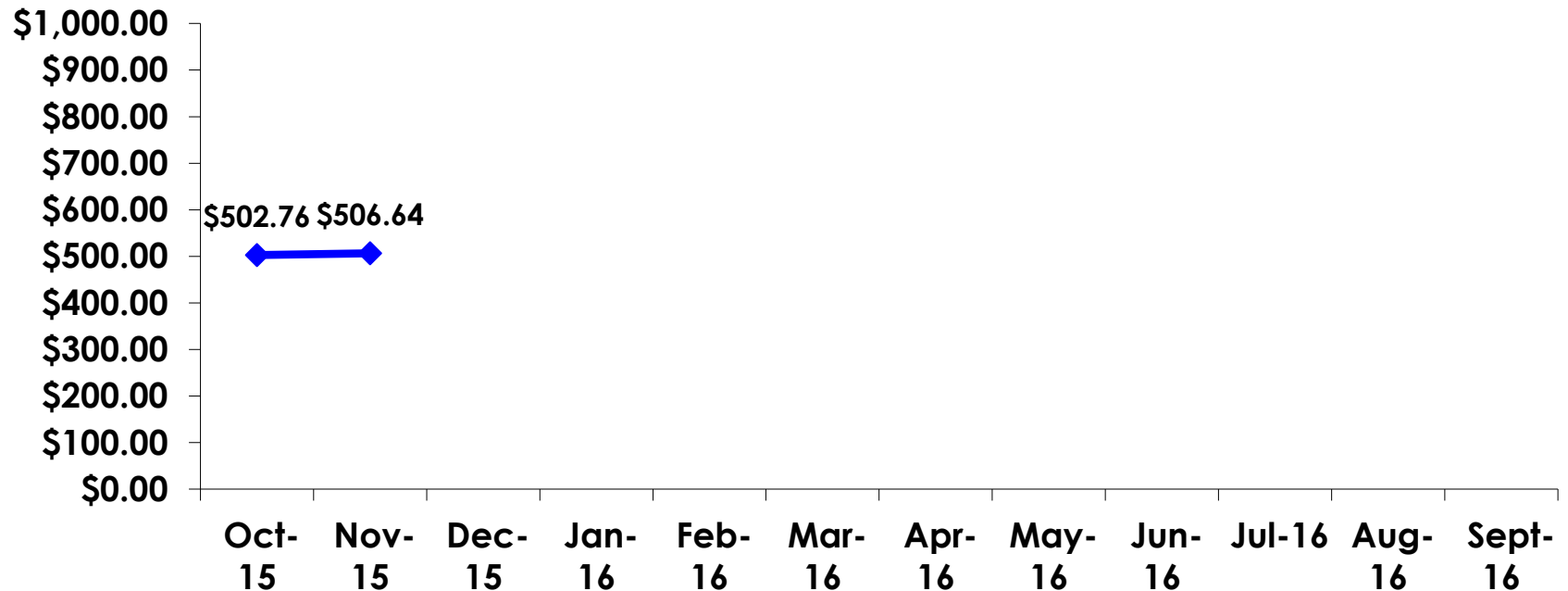
PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$698.48	\$571.54	\$183.95	\$649.22	\$989.75	\$485.15	\$727.42	\$661.69	\$649.84	\$608.63	\$710.63	\$0.00	\$700.40
	Median	\$757	\$608	\$0	\$649	\$1,125	\$519	\$757	\$757	\$757	\$621	\$674	\$0	\$736
	Minimum	\$0	\$0	\$0	\$649	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$5,627	\$1,298	\$736	\$649	\$2,327	\$1,731	\$5,627	\$1,731	\$1,515	\$1,731	\$1,298	\$0	\$1,688

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	\$2,705.46	\$1,952.86	\$3,462.51	\$1,298.44	\$1,915.20	.	\$2,726.30	\$2,415.66	\$3,100.12	\$3,513.36	\$1,814.93	\$969.50	.	\$2,574.38
	Median	\$2,337	\$1,645	\$3,463	\$1,298	\$2,121	.	\$2,726	\$1,904	\$2,597	\$2,727	\$1,342	\$970	.	\$2,597
AIR/ HOTEL/ MEAL	Mean	\$2,603.39	\$2,508.59	.	.	\$2,416.70	.	\$1,975.58	\$2,255.21	\$3,000.33	\$3,085.14	\$2,379.04	\$2,382.64	.	\$2,442.78
	Median	\$2,424	\$2,424	.	.	\$2,424	.	\$1,521	\$2,078	\$2,770	\$3,030	\$2,337	\$1,948	.	\$2,424
AIR ONLY	Mean	\$976.04	\$1,176.26	.	.	\$644.03	.	\$1,038.75	\$930.14	\$1,165.35	\$1,728.66	\$1,072.51	.	.	\$1,024.33
	Median	\$618	\$866	.	.	\$571	.	\$1,039	\$571	\$866	\$887	\$779	.	.	\$701
HOTEL ONLY	Mean	\$673.95	\$724.53	.	.	\$1,005.86	.	\$346.25	\$704.70	\$561.22	\$765.46	\$654.99	.	.	\$502.06
	Median	\$584	\$805	.	.	\$788	.	\$346	\$584	\$606	\$866	\$675	.	.	\$433
HOTEL & MEAL	Mean	\$1,055.99	\$415.50	\$588.53	\$2,458.38	\$415.50	\$415.50	.	.	.
	Median	\$649	\$416	\$649	\$2,458	\$416	\$416	.	.	.
F&B HOTEL	Mean
	Median
TRANS- KOREA	Mean	\$60.31	\$54.82	.	.	\$103.88	.	\$8.66	\$51.53	\$80.38	\$76.94	\$54.82	.	.	\$43.21
	Median	\$61	\$61	.	.	\$104	.	\$9	\$43	\$87	\$87	\$61	.	.	\$34
TRANS- GUAM	Mean	\$230.83	.	\$216.41	.	\$238.05	.	.	\$238.05	\$216.41
	Median	\$216	.	\$216	.	\$238	.	.	\$238	\$216
OPT TOURS	Mean
	Median
OTHER	Mean	\$520.21	\$99.55	.	.	\$137.92	.	\$35.49	\$355.60	\$808.28	\$941.80	\$95.22	.	.	\$632.97
	Median	\$143	\$100	.	.	\$87	.	\$35	\$87	\$476	\$476	\$87	.	.	\$303
TOTAL	Mean	\$2,030.13	\$1,582.49	\$919.73	\$1,298.44	\$1,904.92	.	\$1,130.20	\$1,793.34	\$2,366.00	\$2,621.23	\$1,521.67	\$1,908.17	\$0.00	\$2,030.44
	Median	\$1,818	\$1,385	\$0	\$1,298	\$2,251	.	\$757	\$1,731	\$2,303	\$2,597	\$1,298	\$1,565	\$0	\$2,078

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$504.74

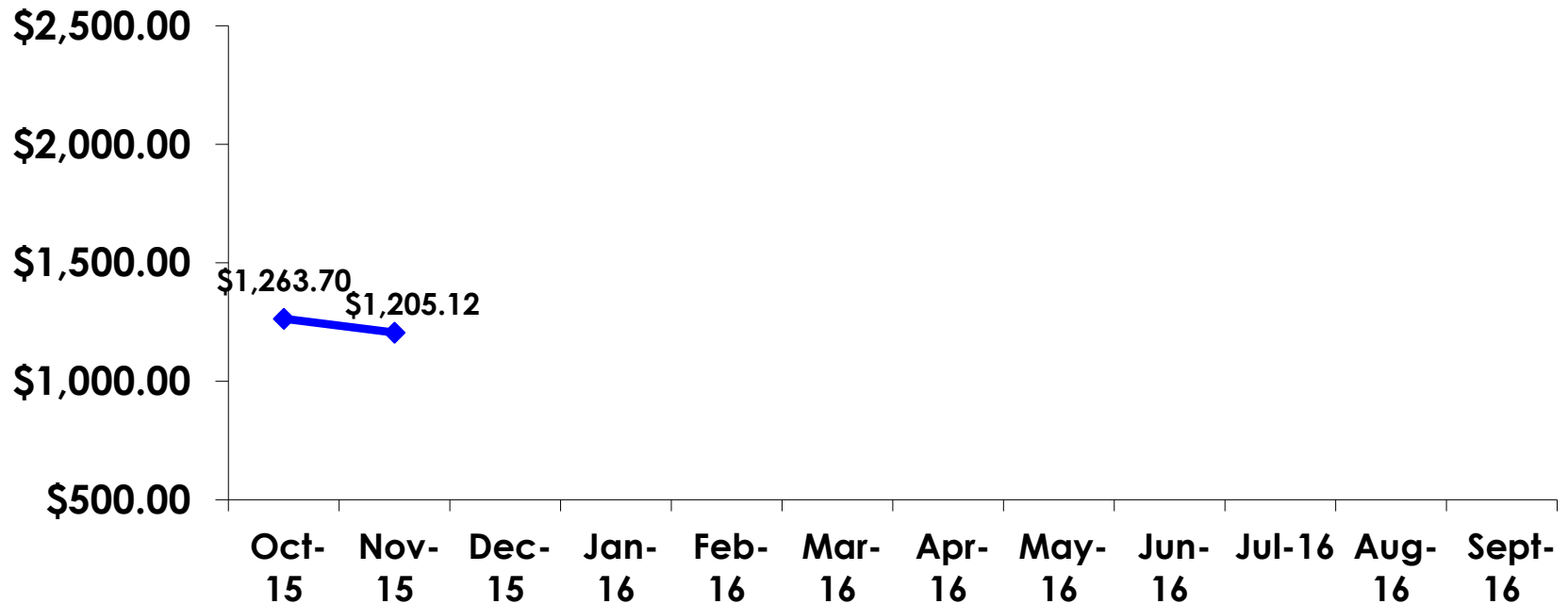
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$506.64	\$570.03	\$405.00	\$1,010.00	\$960.64	\$715.85	\$545.22	\$452.04	\$305.23	\$646.14	\$357.29	\$50.00	\$478.62
	Median	\$350	\$500	\$300	\$1,010	\$1,000	\$388	\$467	\$300	\$250	\$525	\$163	\$50	\$300
	Minimum	\$0	\$0	\$120	\$1,010	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$50	\$0
	Maximum	\$4,100	\$1,900	\$900	\$1,010	\$2,800	\$2,700	\$4,100	\$3,100	\$1,500	\$2,900	\$1,500	\$50	\$2,700

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	\$60.74	\$138.00	\$0.00	\$200.00	\$42.81	.	\$47.14	\$44.97	\$83.53	\$57.19	\$158.25	\$0.00	\$0.00	\$36.20
F&B FF/STORE	Mean	\$37.60	\$66.57	\$25.00	\$20.00	\$57.59	.	\$21.43	\$38.25	\$37.70	\$39.13	\$60.45	\$5.00	\$0.00	\$26.89
F&B RESTRNT	Mean	\$109.04	\$248.11	\$0.00	\$0.00	\$114.41	.	\$38.64	\$120.79	\$96.08	\$89.26	\$245.72	\$31.25	\$0.00	\$84.67
OPT TOUR	Mean	\$85.81	\$82.17	\$100.00	\$0.00	\$183.35	.	\$105.36	\$68.39	\$111.46	\$88.37	\$84.40	\$39.38	\$0.00	\$134.79
GIFT- SELF	Mean	\$213.55	\$300.00	\$50.00	\$0.00	\$426.11	.	\$369.29	\$236.05	\$188.85	\$176.84	\$290.65	\$215.00	\$0.00	\$194.98
GIFT- OTHER	Mean	\$158.71	\$162.86	\$0.00	\$0.00	\$461.43	.	\$178.21	\$155.07	\$167.72	\$128.10	\$150.38	\$87.50	\$0.00	\$130.77
TRANS	Mean	\$78.74	\$150.37	\$39.50	\$150.00	\$72.00	.	\$43.86	\$91.09	\$64.18	\$65.46	\$150.70	\$0.00	\$0.00	\$54.05
OTHER	Mean	\$459.05	\$231.91	\$1,153.00	\$1,650.00	\$508.43	.	\$129.93	\$432.42	\$467.17	\$482.34	\$246.68	\$384.38	\$100.00	\$400.38
TOTAL	Mean	\$1,203.24	\$1,380.00	\$1,367.50	\$2,020.00	\$1,866.14	.	\$933.86	\$1,187.02	\$1,216.69	\$1,126.69	\$1,387.23	\$762.50	\$100.00	\$1,062.72

TOTAL EXPENDITURES – TRACKING



YTD=\$1,233.84

TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY/ FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$1,205.12	\$1,141.57	\$588.95	\$1,659.22	\$1,950.39	\$1,201.01	\$1,272.65	\$1,113.73	\$955.07	\$1,254.77	\$1,067.92	\$50.00	\$1,179.02
	Median	\$1,101	\$1,081	\$300	\$1,659	\$1,952	\$678	\$1,187	\$1,019	\$955	\$1,162	\$1,066	\$50	\$1,040
	Minimum	\$0	\$0	\$120	\$1,659	\$140	\$152	\$0	\$0	\$0	\$0	\$0	\$50	\$0
	Maximum	\$6,222	\$2,333	\$1,636	\$1,659	\$4,297	\$3,831	\$6,222	\$4,658	\$2,258	\$3,333	\$2,798	\$50	\$3,664

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 2015, and Overall Oct-Nov 2015			
	Oct-15	Nov-15	Combin ed Oct- Nov 2015
Drivers:	rank	rank	rank
Quality & Cleanliness of beaches & parks			
Ease of getting around			
Safety walking around at night			
Quality of daytime tours			7
Variety of daytime tours			
Quality of nighttime tours			
Variety of nighttime tours			
Quality of shopping	2	3	2
Variety of shopping			
Price of things on Guam			
Quality of hotel accommodations	5	5	5
Quality/cleanliness of air, sky	1		4
Quality/cleanliness of parks		1	
Quality of landscape in Tumon	4		1
Quality of landscape in Guam		4	
Quality of ground handler	6		6
Quality/cleanliness of transportation vehicles	3	2	3
% of Per Person On Island Expenditures Accounted For	56.1%	44.7%	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 November 2015 Period. By rank order they are:
 - **Quality/cleanliness of parks,**
 - **Quality/cleanliness of transportation vehicles,**
 - **Quality of shopping,**
 - **Quality of landscape in Guam, and**
 - **Quality of hotel accommodations.**
- With all five factors the overall r^2 is .447 meaning that **44.7% of overall satisfaction is accounted for by these factors.**

Comparison of Drivers of Per Person On Isle Expenditure, Oct, Nov 2015, and Overall Oct-Nov 2015			
	Oct-15	Nov-15	Combin ed Oct- Nov 2015
Drivers:	rank	rank	rank
Quality & Cleanliness of beaches & parks		2	
Ease of getting around			
Safety walking around at night			
Quality of daytime tours			
Variety of daytime tours			
Quality of nighttime tours			
Variety of nighttime tours			
Quality of shopping		4	
Variety of shopping		3	
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	
Quality of ground handler			
Quality/cleanliness of transportation vehicles			
% of Per Person On Island Expenditures Accounted For	0.0%	5.2%	0.0%

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 November 2015 Period. By rank order they are:
 - **Quality of landscape in Guam,**
 - **Quality & cleanliness of beaches & parks,**
 - **Variety of shopping, and**
 - **Quality of shopping.**
- With all four factors the overall r^2 is .052 meaning that **5.2% of per person on island expenditure is accounted for by these factors**