



# **GUAM VISITORS BUREAU**

## **Korean Visitor Tracker Exit Profile**

### **FY2015 Market Segmentation**

#### **OCTOBER 2014**



**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 **351** 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 **351** 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.

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# 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

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# Highlighted Segments Parameters

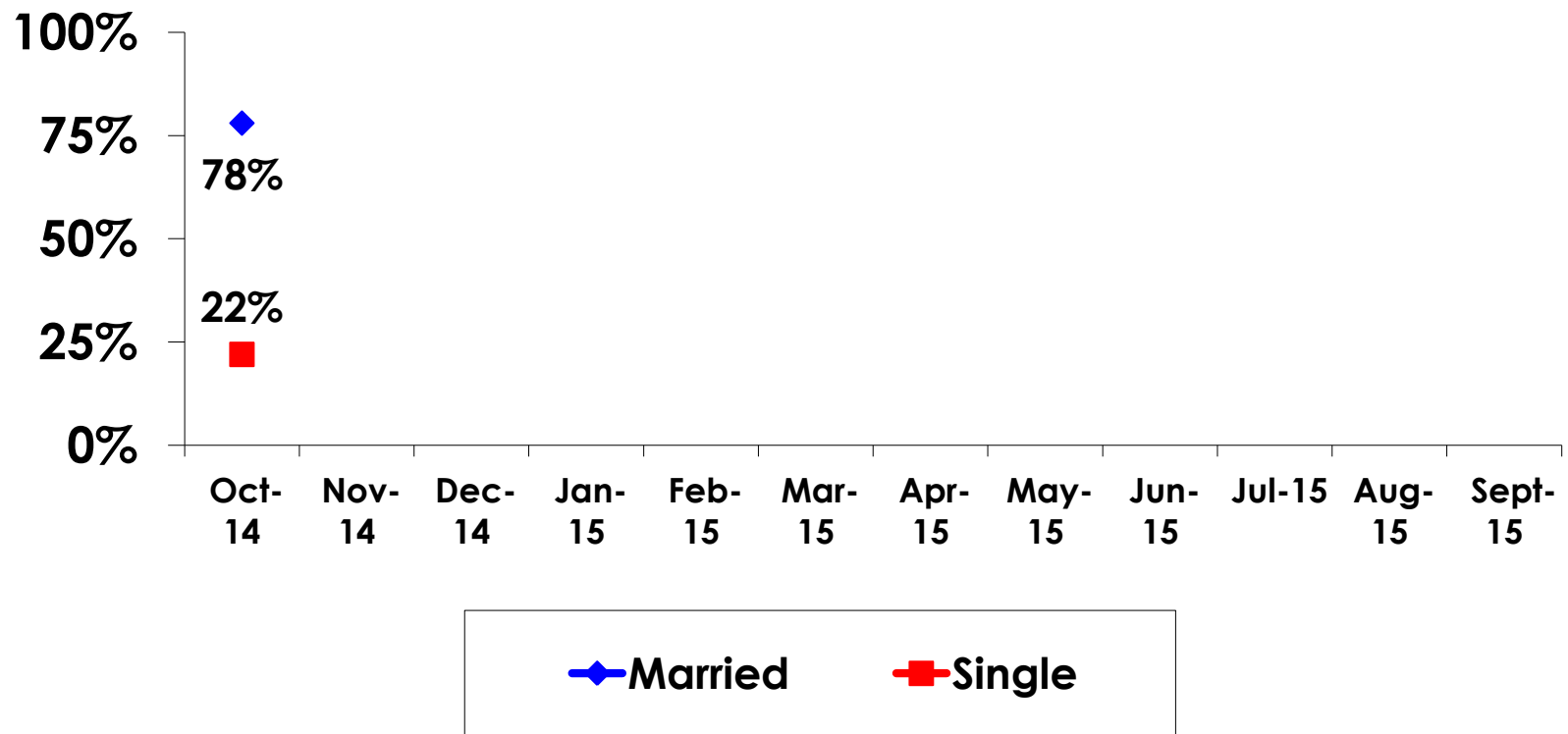
- Family/ FITs – Q.6/ Q.7
- Golden Miss - Female/ QF/ Q.25
- Group Travelers – Q.7
- English Language Tour – Q.18
- Honeymooner – Q.5
- Wedding – Q.5
- Special Interest Trvl – Q.5/ Q.18
- Incentive Market – Q.5/ Q.7
- 18-35 – Q.F
- 36-55 – Q.F
- Traveling with children – Q.6
- FITs – Q.7
- Seniors –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

# Highlighted Segments

	Oct 14	Nov 14	Dec 14	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sept 15
Family/ FIT	8%											
Group	2%											
Eng Language	1%											
Honeymoon	9%											
Wedding	1%											
Incentive	6%											
18-35	60%											
36-55	39%											
Child	44%											
FIT	20%											
Golden Miss	4%											
Senior	1%											
Sport	30%											
<b>TOTAL</b>	<b>351</b>											

# SECTION 1 **PROFILE OF RESPONDENTS**

# MARITAL STATUS - TRACKING

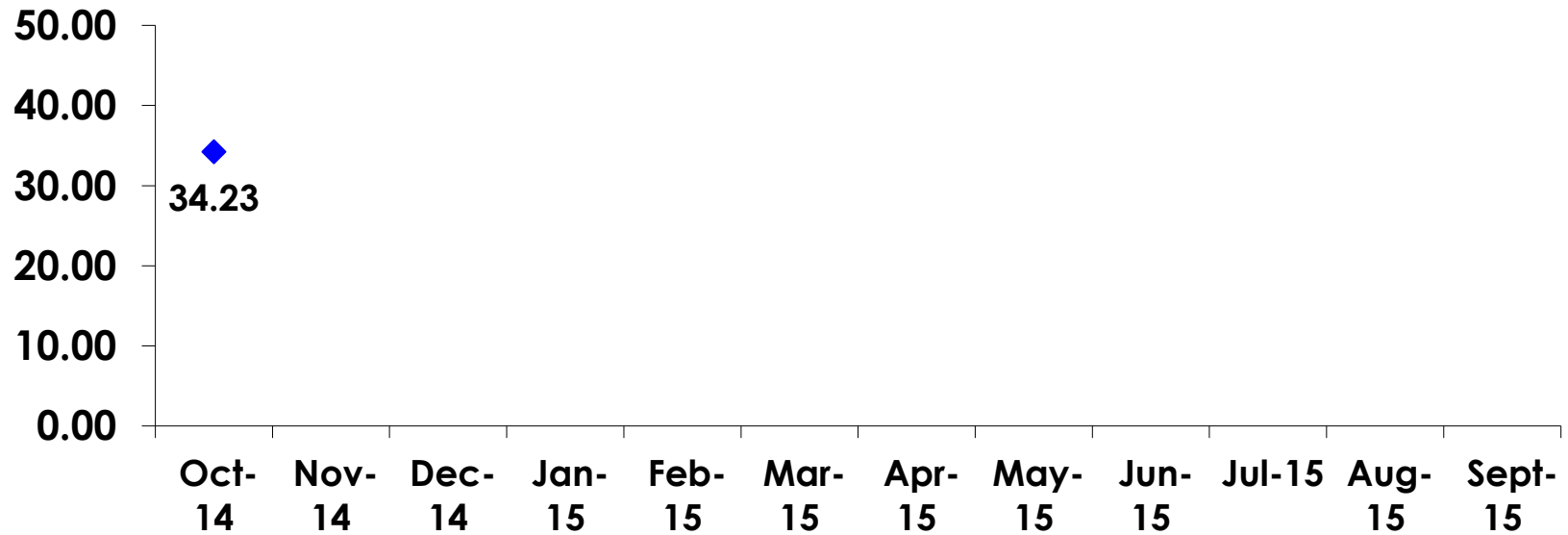


# MARITAL STATUS- SEGMENTATION

			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	273	23	2	1	30	1	13	142	126	153	35	12	3	67
		Column N %	78%	79%	33%	25%	97%	25%	65%	68%	93%	98%	49%	86%	100%	66%
	Single	Count	78	6	4	3	1	3	7	68	10	3	36	2	0	35
		Column N %	22%	21%	67%	75%	3%	75%	35%	32%	7%	2%	51%	14%	0%	34%
	Total	Count	351	29	6	4	31	4	20	210	136	156	71	14	3	102



# AVERAGE AGE - TRACKING



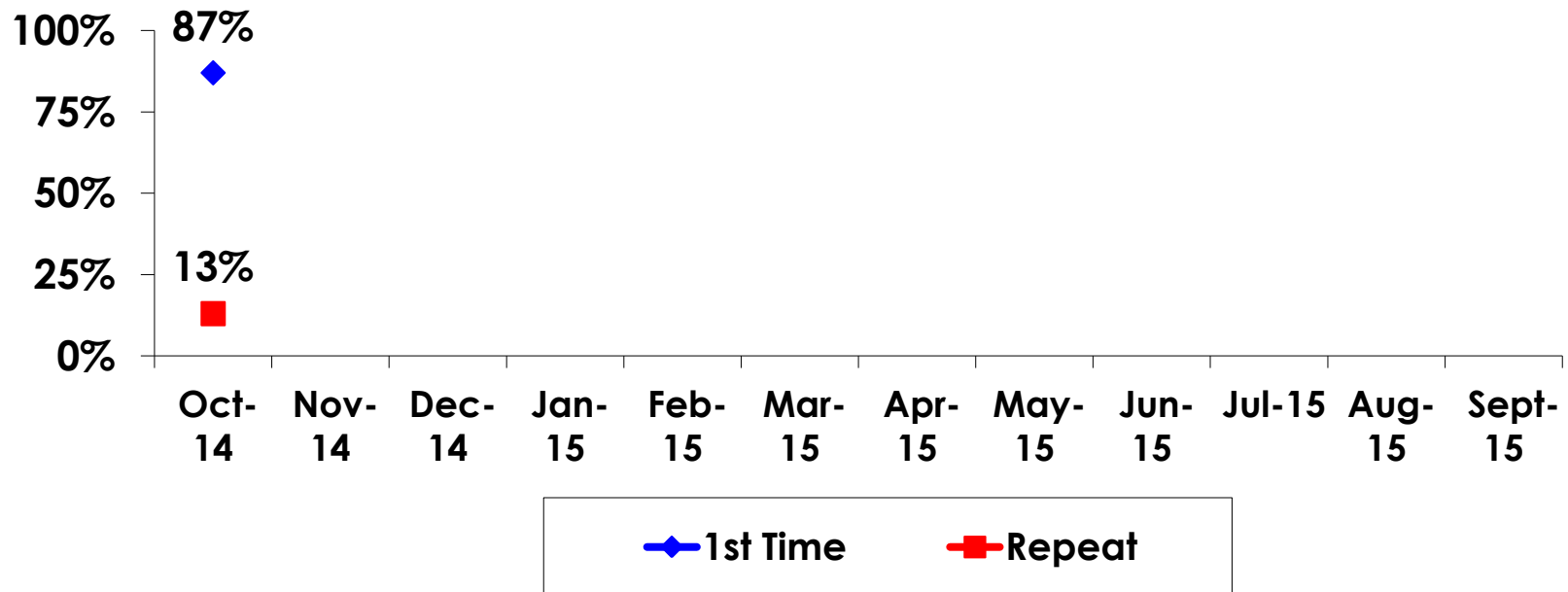
# AGE- SEGMENTATION

			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	29	1	0	2	6	0	2	29	0	1	6	0	0	19
		Column N %	8%	3%	0%	50%	19%	0%	10%	14%	0%	1%	8%	0%	0%	19%
	25-34	Count	156	16	4	2	23	3	8	156	0	40	43	7	0	36
		Column N %	44%	55%	67%	50%	74%	75%	40%	74%	0%	26%	61%	50%	0%	35%
	35-49	Count	155	11	1	0	2	1	9	25	130	111	19	7	0	44
		Column N %	44%	38%	17%	0%	6%	25%	45%	12%	96%	71%	27%	50%	0%	43%
	50+	Count	11	1	1	0	0	0	1	0	6	4	3	0	3	3
		Column N %	3%	3%	17%	0%	0%	0%	5%	0%	4%	3%	4%	0%	100%	3%
	Total	Count	351	29	6	4	31	4	20	210	136	156	71	14	3	102
QF	Mean		34.23	34.93	34.67	26.00	28.10	31.50	35.15	29.61	40.35	37.62	32.87	35.71	64.00	33.05
	Median		34	34	32	25	27	30	34	30	39	37	31	36	63	33

# INCOME - SEGMENTATION

			TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SPORT
			-	-	-	-	-	-	-	-	-	-	-	-	-
Q26	<KW12.0M	Count	6	0	1	1	0	0	2	3	3	2	0	0	3
		Column N %	2%	0%	25%	25%	0%	0%	12%	2%	3%	1%	0%	0%	4%
KW12.0M-KW24.0M	Count	Count	12	0	1	2	4	0	2	11	1	1	3	0	6
		Column N %	4%	0%	25%	50%	14%	0%	12%	6%	1%	1%	6%	0%	8%
KW24.0M-KW36.0M	Count	Count	41	5	1	0	8	0	0	32	9	11	7	2	12
		Column N %	14%	18%	25%	0%	28%	0%	0%	18%	8%	8%	13%	15%	16%
KW36.0M-KW48.0M	Count	Count	36	5	0	0	5	0	1	26	10	15	6	1	4
		Column N %	12%	18%	0%	0%	17%	0%	6%	15%	8%	11%	11%	8%	5%
KW48.0M-KW60.0M	Count	Count	57	5	1	0	8	0	3	36	20	27	9	2	13
		Column N %	19%	18%	25%	0%	28%	0%	18%	21%	17%	20%	17%	15%	17%
KW60.0M-KW72.0M	Count	Count	43	6	0	0	1	1	4	21	21	26	10	2	14
		Column N %	15%	21%	0%	0%	3%	50%	24%	12%	18%	19%	19%	15%	18%
KW72.0M+	Count	Count	74	6	0	0	1	1	5	27	47	42	12	5	18
		Column N %	25%	21%	0%	0%	3%	50%	29%	16%	39%	31%	23%	38%	23%
No Income	Count	Count	26	1	0	1	2	0	0	18	8	13	6	1	7
		Column N %	9%	4%	0%	25%	7%	0%	0%	10%	7%	9%	11%	8%	9%
Total	Count	295	28	4	4	29	2	17	174	119	137	53	13	77	

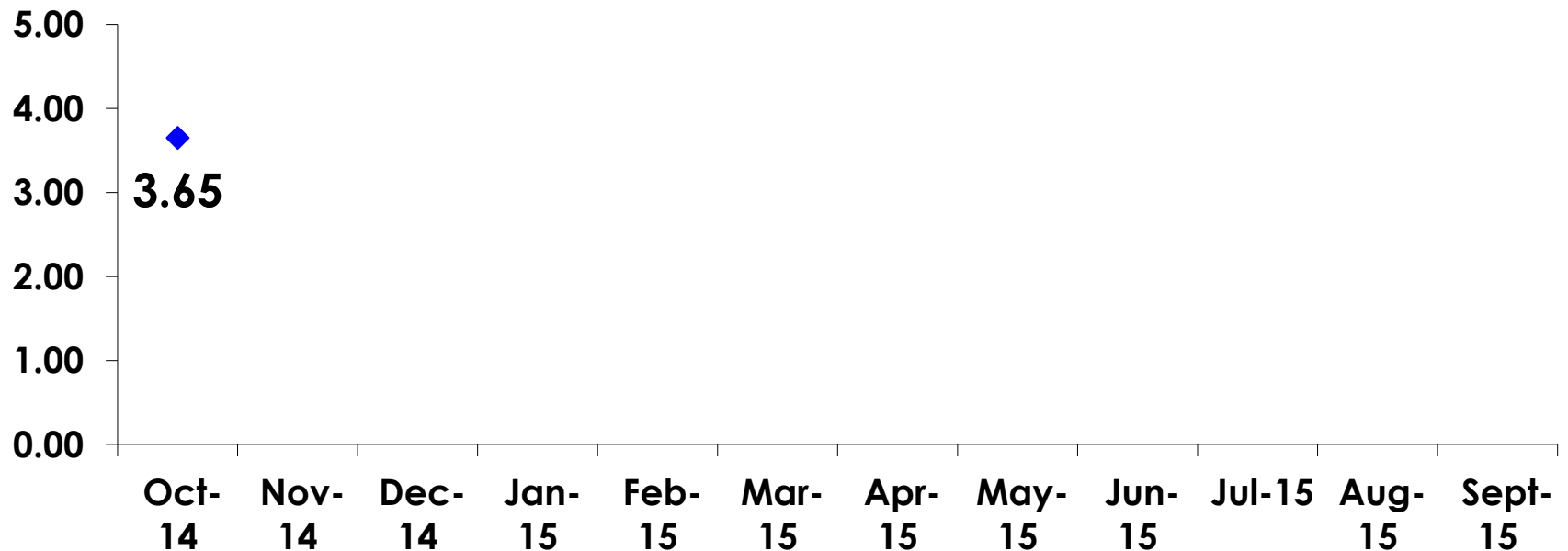
# PRIOR TRIPS TO GUAM - TRACKING



# 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	304	23	5	4	30	3	18	184	115	138	55	12	3	92
		Column N %	87%	79%	83%	100%	97%	75%	90%	88%	85%	88%	77%	86%	100%	90%
	No	Count	47	6	1	0	1	1	2	26	21	18	16	2	0	10
		Column N %	13%	21%	17%	0%	3%	25%	10%	12%	15%	12%	23%	14%	0%	10%
	Total	Count	351	29	6	4	31	4	20	210	136	156	71	14	3	102

# 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	3.65	3.69	3.33	3.50	3.87	3.00	3.26	3.72	3.56	3.69	3.63	3.57	3.00	3.70
Median	3	4	3	4	4	3	3	4	3	4	3	4	3	4

# 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	132	0	0	1	17	1	6	66	64	78	0	8	2	40
		Column N %	38%	0%	0%	25%	55%	25%	30%	32%	47%	50%	0%	57%	67%	40%
	Free-time package tour	Count	134	0	0	1	11	0	4	86	47	65	0	4	0	32
		Column N %	38%	0%	0%	25%	35%	0%	20%	41%	35%	42%	0%	29%	0%	32%
	Individually arranged travel (FIT)	Count	71	29	0	1	3	2	3	49	20	13	71	1	1	25
		Column N %	20%	100%	0%	25%	10%	50%	15%	23%	15%	8%	100%	7%	33%	25%
	Group tour	Count	6	0	6	0	0	1	1	4	2	0	0	1	0	2
		Column N %	2%	0%	100%	0%	0%	25%	5%	2%	1%	0%	0%	7%	0%	2%
	Company paid travel	Count	6	0	0	1	0	0	6	3	3	0	0	0	0	2
		Column N %	2%	0%	0%	25%	0%	0%	30%	1%	2%	0%	0%	0%	0%	2%
	Other	Count	1	0	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%	0%
	Total	Count	350	29	6	4	31	4	20	209	136	156	71	14	3	101

# TRAVEL MOTIVATION - SEGMENTATION

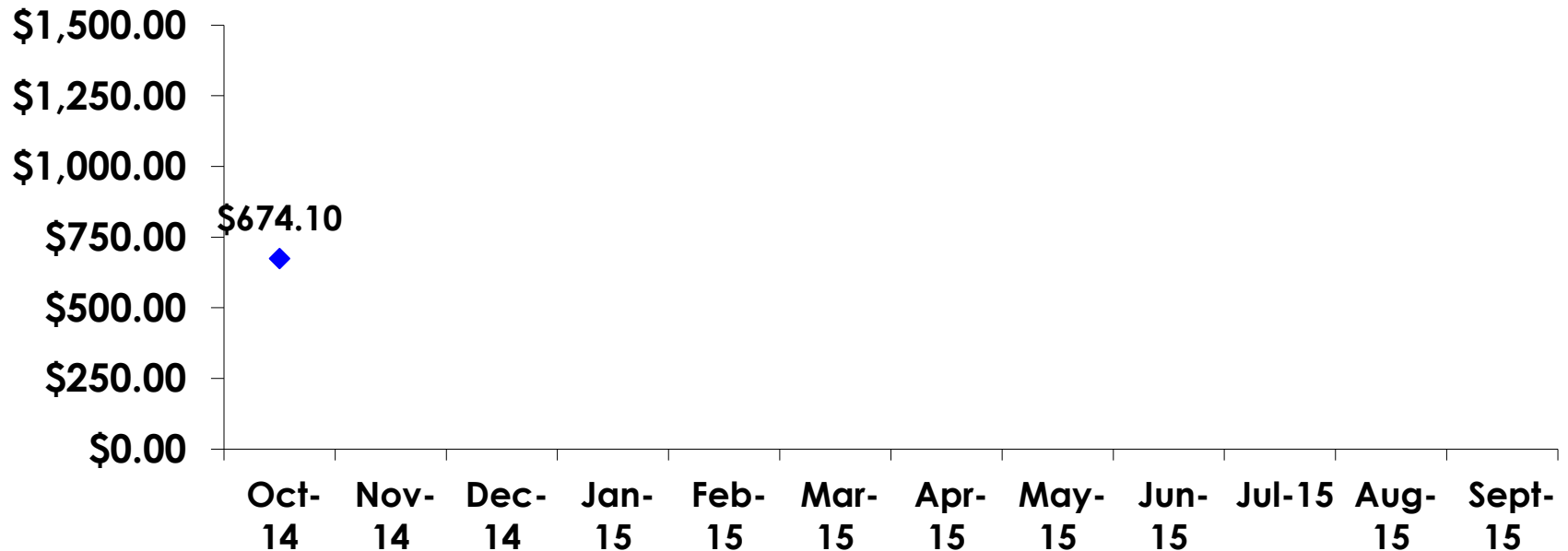
		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q5A	Previous trip	9%	17%	0%	0%	3%	25%	5%	7%	13%	10%	15%	14%	0%	7%
	Price	13%	10%	17%	0%	23%	50%	10%	17%	6%	4%	21%	29%	67%	24%
	Visit friends/ Relatives	4%	3%	33%	0%	0%	50%	0%	4%	4%	4%	8%	7%	0%	7%
	Recomm- friend/family/trvl agnt	18%	10%	33%	0%	6%	25%	5%	16%	19%	23%	15%	29%	67%	17%
	Scuba	4%	0%	0%	0%	6%	0%	0%	5%	3%	1%	7%	0%	0%	14%
	Water sports	13%	3%	0%	25%	10%	0%	10%	14%	12%	8%	13%	14%	0%	45%
	Short travel time	35%	38%	0%	0%	23%	50%	10%	40%	27%	35%	38%	50%	67%	40%
	Golf	1%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	5%
	Relax	48%	45%	17%	25%	32%	0%	30%	43%	54%	64%	27%	43%	67%	35%
	Company/ Business Trip	2%	0%	33%	25%	0%	0%	20%	1%	4%	1%	3%	0%	0%	3%
	Company Sponsored	5%	0%	17%	25%	0%	0%	90%	5%	6%	3%	4%	0%	0%	5%
	Convention/ Trade/ Conference	1%	0%	0%	0%	0%	0%	0%	1%	1%	0%	6%	0%	33%	2%
	Safe	31%	31%	0%	25%	26%	25%	15%	25%	40%	38%	38%	50%	0%	37%
	Natural beauty	47%	52%	17%	25%	23%	25%	30%	45%	51%	57%	42%	71%	0%	40%
	Shopping	29%	48%	0%	50%	23%	25%	15%	33%	24%	32%	35%	36%	0%	24%
	Career Cert/ Testing	2%	0%	0%	0%	0%	0%	5%	3%	1%	0%	4%	0%	0%	1%
	Married/ Attn wedding	1%	0%	17%	0%	0%	100%	0%	1%	1%	0%	3%	7%	0%	2%
	Honeymoon	9%	10%	0%	25%	100%	0%	0%	14%	1%	1%	4%	7%	0%	12%
	Pleasure	11%	10%	17%	0%	0%	25%	5%	12%	9%	10%	14%	7%	0%	11%
	Organized sports	2%	0%	0%	0%	0%	0%	0%	2%	1%	1%	3%	0%	0%	7%
	Other	3%	0%	17%	0%	0%	0%	5%	2%	3%	1%	4%	0%	33%	5%
	Total Count	350	29	6	4	31	4	20	209	136	155	71	14	3	102

# 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	95%	97%	67%	75%	100%	100%	95%	96%	94%	96%	96%	100%	33%	96%
Friend/ Relative	43%	31%	50%	25%	32%	75%	42%	41%	45%	41%	44%	57%	100%	42%
Travel Agent Brochure	33%	14%	67%	25%	29%	50%	21%	33%	33%	35%	25%	36%	100%	44%
Co-Worker/ Company Trvl Dept	15%	7%	0%	0%	23%	50%	21%	19%	10%	5%	32%	14%	0%	29%
Travel Guidebook-Bookstore	13%	48%	0%	0%	16%	0%	16%	14%	13%	10%	30%	0%	0%	17%
Prior Trip	12%	17%	17%	0%	3%	0%	5%	11%	13%	11%	15%	14%	0%	8%
TV	8%	3%	0%	0%	6%	0%	0%	8%	8%	8%	8%	7%	0%	9%
GVB Office	7%	21%	0%	25%	10%	0%	5%	5%	10%	8%	14%	21%	0%	7%
Magazine (Consumer)	5%	7%	0%	0%	0%	0%	0%	4%	6%	8%	7%	7%	0%	3%
Consumer Trvl Show	2%	0%	17%	25%	6%	0%	0%	3%	1%	1%	1%	0%	0%	3%
Travel Trade Show	2%	3%	0%	0%	3%	0%	5%	2%	1%	1%	4%	7%	0%	4%
GVB Promo	2%	7%	0%	25%	0%	0%	5%	2%	2%	3%	3%	0%	0%	3%
Newspaper	2%	3%	0%	0%	0%	0%	0%	1%	2%	4%	1%	0%	0%	3%
Other	1%	0%	17%	0%	0%	0%	0%	0%	2%	1%	0%	0%	0%	1%
Theater Ad	1%	0%	0%	0%	0%	0%	5%	1%	1%	1%	3%	0%	0%	1%
Radio	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Count	350	29	6	4	31	4	19	210	135	156	71	14	3	102

# SECTION 3 **EXPENDITURES**

# PREPAID EXPENDITURES - TRACKING

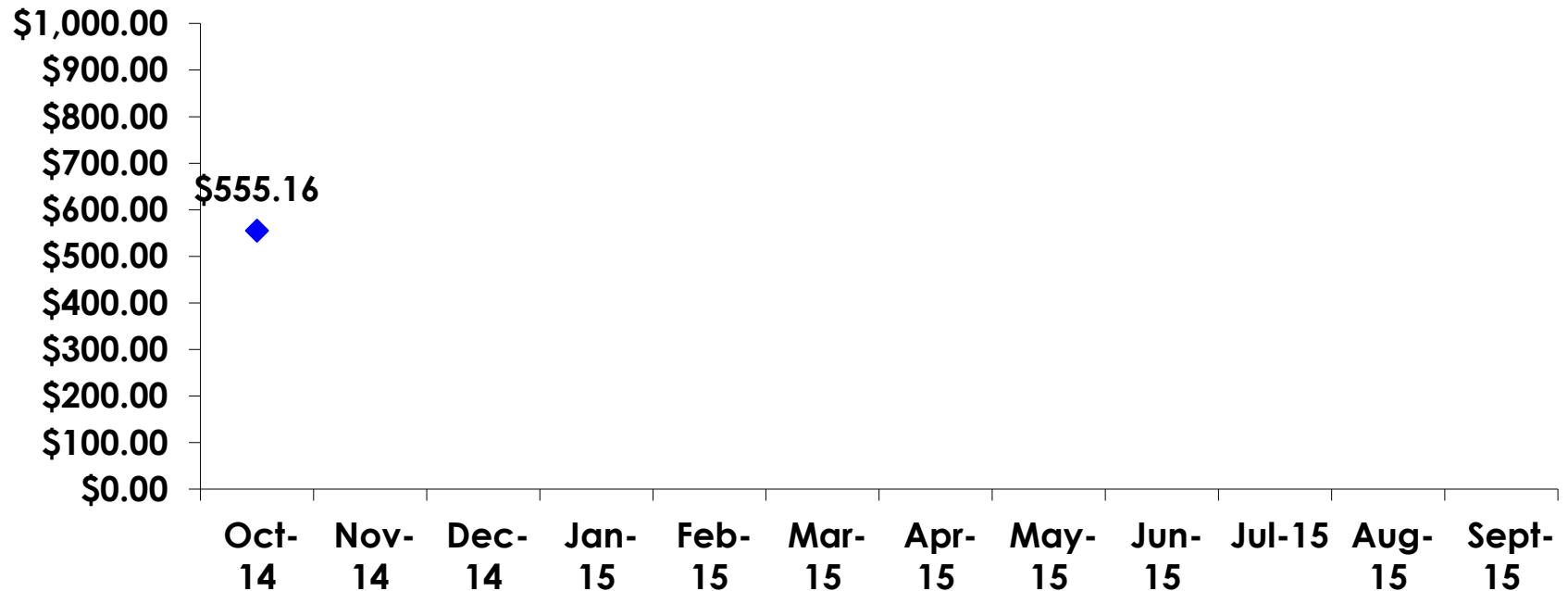


YTD=\$674.10

# 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	\$674.10	\$710.87	\$476.39	\$821.78	\$847.24	\$0.00	\$473.08	\$653.17	\$726.85	\$741.78	\$453.66	\$588.30	\$0.00	\$642.19
	Median	\$738	\$581	\$0	\$906	\$877	\$0	\$0	\$692	\$770	\$784	\$254	\$726	\$0	\$692
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$3,688	\$2,720	\$1,660	\$1,475	\$2,720	\$0	\$1,434	\$2,720	\$3,688	\$2,320	\$2,720	\$1,037	\$0	\$3,688

# ON-ISLAND EXPENDITURES - TRACKING



YTD = \$555.16

# ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

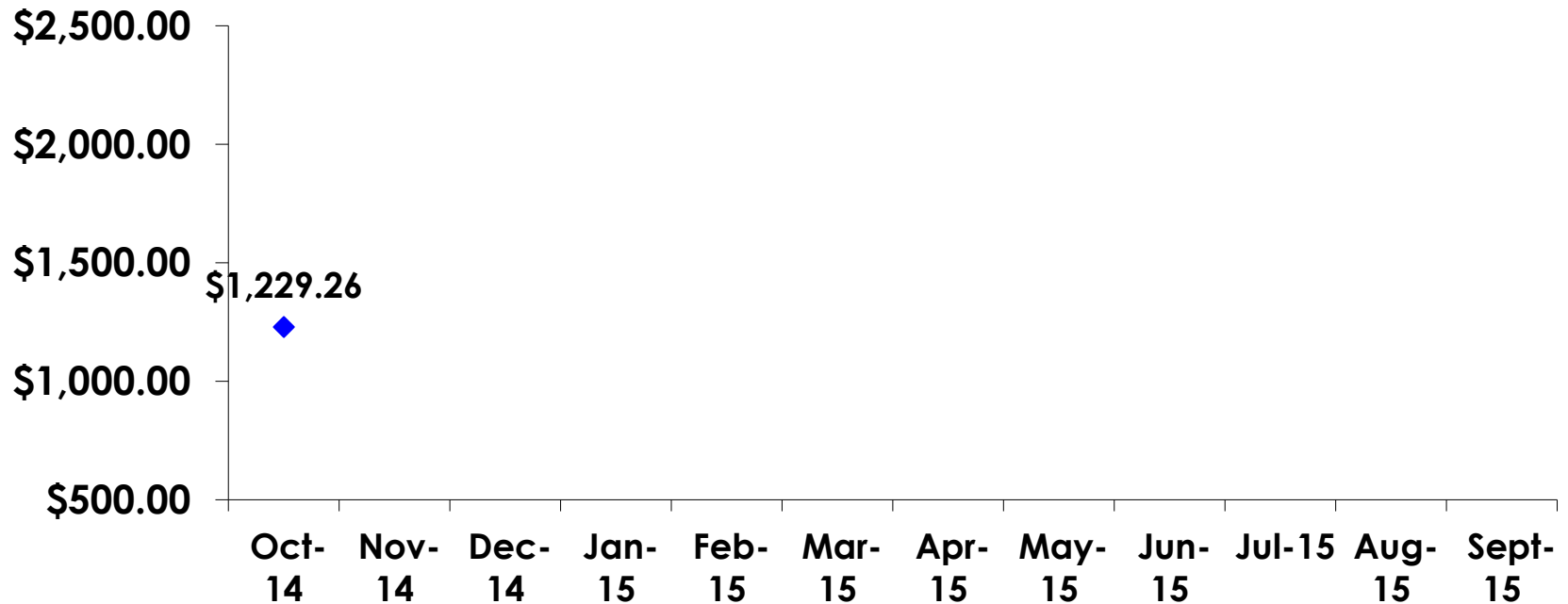
		TOTAL	FAMILY/FIT	GROUP TRVL	ENG LANG LESSON	HONEYMOON	WEDDING	INCENTIVE TRVL	18-35	36-55	CHILD	FIT	GOLDEN MISS	SENIORS	SPORT
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$555.16	\$678.01	\$563.33	\$399.06	\$869.24	\$837.50	\$426.81	\$620.59	\$442.62	\$383.28	\$857.03	\$485.60	\$1,122.22	\$764.38
	Median	\$407	\$500	\$490	\$113	\$750	\$875	\$246	\$500	\$314	\$263	\$700	\$340	\$967	\$678
	Minimum	\$0	\$0	\$350	\$20	\$0	\$500	\$20	\$0	\$0	\$0	\$0	\$160	\$600	\$0
	Maximum	\$3,000	\$2,300	\$850	\$1,350	\$2,300	\$1,100	\$2,500	\$3,000	\$2,300	\$2,000	\$2,500	\$1,000	\$1,800	\$3,000



# 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
AIR & HOTEL	Mean	\$2,197.90	\$1,535.21	\$1,429.18	\$1,475.28	\$1,844.10		\$1,914.18	\$2,032.52	\$2,434.19	\$2,493.84	\$1,348.71	\$2,766.15		\$2,441.92
	Median	\$2,047	\$1,452	\$1,429	\$1,475	\$1,936		\$1,383	\$1,936	\$2,397	\$2,674	\$1,383	\$2,766		\$2,065
	Minimum	\$590	\$590	\$1,199	\$1,475	\$1,475		\$922	\$645	\$645	\$590	\$590	\$2,766		\$645
	Maximum	\$7,376	\$2,305	\$1,660	\$1,475	\$2,029		\$3,688	\$3,688	\$7,376	\$4,610	\$2,305	\$2,766		\$7,376
AIR/ HOTEL/ MEAL	Mean	\$2,954.58	\$2,120.71		\$3,688.20	\$2,466.48		\$5,633.03	\$2,542.13	\$3,560.62	\$3,330.31	\$1,880.98	\$3,227.17		\$3,678.58
	Median	\$2,766	\$2,443		\$3,688	\$2,443		\$4,149	\$2,490	\$3,227	\$3,181	\$2,305	\$3,365		\$2,766
	Minimum	\$240	\$553		\$3,688	\$1,475		\$532	\$532	\$240	\$1,199	\$553	\$1,291		\$1,475
	Maximum	\$13,702	\$3,043		\$3,688	\$3,688		\$13,702	\$9,220	\$13,702	\$9,220	\$3,043	\$4,426		\$13,702
AIR ONLY	Mean	\$1,155.18	\$1,124.06		\$1,014.25	\$829.84			\$1,051.14	\$1,326.11	\$1,535.21	\$902.58	\$965.08		\$1,407.90
	Median	\$922	\$922		\$1,014	\$738			\$922	\$1,153	\$1,383	\$668	\$636		\$738
	Minimum	\$198	\$415		\$1,014	\$461			\$350	\$198	\$198	\$350	\$415		\$415
	Maximum	\$5,901	\$2,766		\$1,014	\$1,291			\$5,901	\$3,319	\$3,319	\$2,766	\$1,844		\$5,901
HOTEL ONLY	Mean	\$881.14	\$800.13		\$673.10	\$991.20			\$801.26	\$1,067.53	\$1,259.11	\$657.29	\$1,088.02		\$937.42
	Median	\$793	\$756		\$673	\$991			\$738	\$1,106	\$1,106	\$609	\$839		\$673
	Minimum	\$175	\$184		\$673	\$876			\$175	\$184	\$553	\$175	\$369		\$461
	Maximum	\$2,305	\$1,844		\$673	\$1,106			\$2,305	\$2,305	\$2,305	\$1,844	\$2,305		\$2,305
HOTEL & MEAL	Mean	\$1,507.55	\$454.88			\$368.82			\$2,461.87	\$553.23	\$615.47	\$454.88			
	Median	\$461	\$369			\$369			\$539	\$461	\$586	\$369			
	Minimum	\$286	\$286			\$369			\$286	\$369	\$369	\$286			
	Maximum	\$8,483	\$710			\$369			\$8,483	\$922	\$922	\$710			
F&B HOTEL	Mean	\$138.31	\$92.20			\$92.20			\$92.20	\$184.41		\$138.31			\$184.41
	Median	\$138	\$92			\$92			\$92	\$184		\$138			\$184
	Minimum	\$92	\$92			\$92			\$92	\$184		\$92			\$184
	Maximum	\$184	\$92			\$92			\$92	\$184		\$184			\$184
TRANS- KOREA	Mean	\$76.49	\$4.61		\$92.20	\$115.26			\$64.89	\$99.70	\$92.67	\$48.41	\$46.10		\$87.29
	Median	\$55	\$5		\$92	\$115			\$51	\$83	\$65	\$48	\$46		\$77
	Minimum	\$5	\$5		\$92	\$46			\$15	\$5	\$5	\$5	\$46		\$46
	Maximum	\$184	\$5		\$92	\$184			\$184	\$184	\$184	\$92	\$46		\$184
TRANS- GUAM	Mean	\$163.70	\$116.79			\$138.31		\$416.77	\$173.35	\$110.65	\$157.67	\$116.79			\$118.02
	Median	\$138	\$120			\$138		\$417	\$138	\$111	\$129	\$120			\$129
	Minimum	\$60	\$92			\$92		\$417	\$60	\$92	\$60	\$92			\$92
	Maximum	\$417	\$138			\$184		\$417	\$417	\$129	\$323	\$138			\$138
OPT TOURS	Mean	\$340.87	\$193.63			\$368.82			\$249.53	\$432.21	\$374.58	\$329.63			\$517.67
	Median	\$217	\$166			\$138			\$175	\$323	\$277	\$267			\$369
	Minimum	\$46	\$46			\$46			\$60	\$46	\$138	\$46			\$46
	Maximum	\$1,106	\$369			\$922			\$922	\$1,106	\$1,106	\$738			\$1,106
OTHER	Mean	\$434.65	\$797.57			\$324.25			\$316.85	\$683.34	\$453.71	\$468.40	\$138.31		\$457.07
	Median	\$175	\$798			\$231			\$166	\$258	\$99	\$148	\$138		\$461
	Minimum	\$5	\$28			\$5			\$5	\$46	\$5	\$28	\$138		\$55
	Maximum	\$2,536	\$1,567			\$738			\$1,567	\$2,536	\$2,536	\$1,567	\$138		\$922
TOTAL	Mean	\$1,840.29	\$1,422.34	\$476.39	\$1,735.76	\$1,594.40	\$0.00	\$1,865.40	\$1,576.08	\$2,311.59	\$2,558.04	\$780.82	\$2,111.49	\$0.00	\$1,724.57
	Median	\$1,660	\$1,208	\$0	\$1,627	\$1,844	\$0	\$0	\$1,475	\$2,374	\$2,766	\$507	\$2,029	\$0	\$1,443
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$13,702	\$4,149	\$1,660	\$3,688	\$3,688	\$0	\$13,702	\$9,220	\$13,702	\$9,220	\$4,149	\$4,426	\$0	\$13,702

# TOTAL EXPENDITURES – TRACKING



YTD=\$1,229.26

# 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	\$1,229.26	\$1,388.87	\$1,039.73	\$1,220.84	\$1,716.48	\$837.50	\$899.89	\$1,273.76	\$1,169.47	\$1,125.06	\$1,310.69	\$1,073.90	\$1,122.22	\$1,406.56
Median	\$1,122	\$1,238	\$690	\$1,312	\$1,656	\$875	\$775	\$1,219	\$1,083	\$1,054	\$1,204	\$1,038	\$967	\$1,296
Minimum	\$0	\$0	\$350	\$20	\$0	\$500	\$20	\$0	\$0	\$0	\$0	\$167	\$600	\$0
Maximum	\$4,720	\$4,720	\$2,460	\$2,240	\$4,720	\$1,100	\$3,883	\$4,720	\$4,588	\$3,555	\$4,720	\$1,822	\$1,800	\$4,588

# SECTION 4 **ADVANCED STATISTICS**

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# 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.

<b>Drivers of Overall Satisfaction, October 2014</b>	
Drivers:	<b>rank</b>
Quality & Cleanliness of beaches & parks	<b>3</b>
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	
Variety of shopping	<b>2</b>
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	<b>1</b>
Quality of ground handler	
Quality/cleanliness of transportation vehicles	
% of Overall Satisfaction Accounted For	<b>36.8%</b>
NOTE: Only significant drivers are included.	

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# DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by three significant factors in the October 2014 Period. By rank order they are:
  - **Quality of landscape in Guam,**
  - **Variety of shopping, and**
  - **Quality/cleanliness of beaches & parks.**
- With all three factors the overall  $r^2$  is .368 meaning that **36.8% of overall satisfaction is accounted for by these factors.**

<b>Drivers of Per Person On Island Expenditures, Oct 2014</b>	
<b>Drivers:</b>	<b>rank</b>
Quality & Cleanliness of beaches & parks	
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	
Variety of shopping	
Price of things on Guam	<b>2</b>
Quality of hotel accommodations	
Quality/cleanliness of air, sky	
Quality/cleanliness of parks	
Quality of landscape in Tumon	<b>1</b>
Quality of landscape in Guam	
Quality of ground handler	
Quality/cleanliness of transportation vehicles	
% of Per Person On Island Expenditures Accounted For	<b>6.6%</b>
NOTE: Only significant drivers are included.	



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# 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 October 2014 Period.
- . By rank order they are:
  - **Quality of landscape in Tumon, and**
  - **Price of things on Guam.**
- With these two factors the overall  $r^2$  is .066, meaning that **6.6% of per person on island expenditure is accounted for by these factors.**