



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2016 Market Segmentation

DECEMBER 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 **368** 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 **368** 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

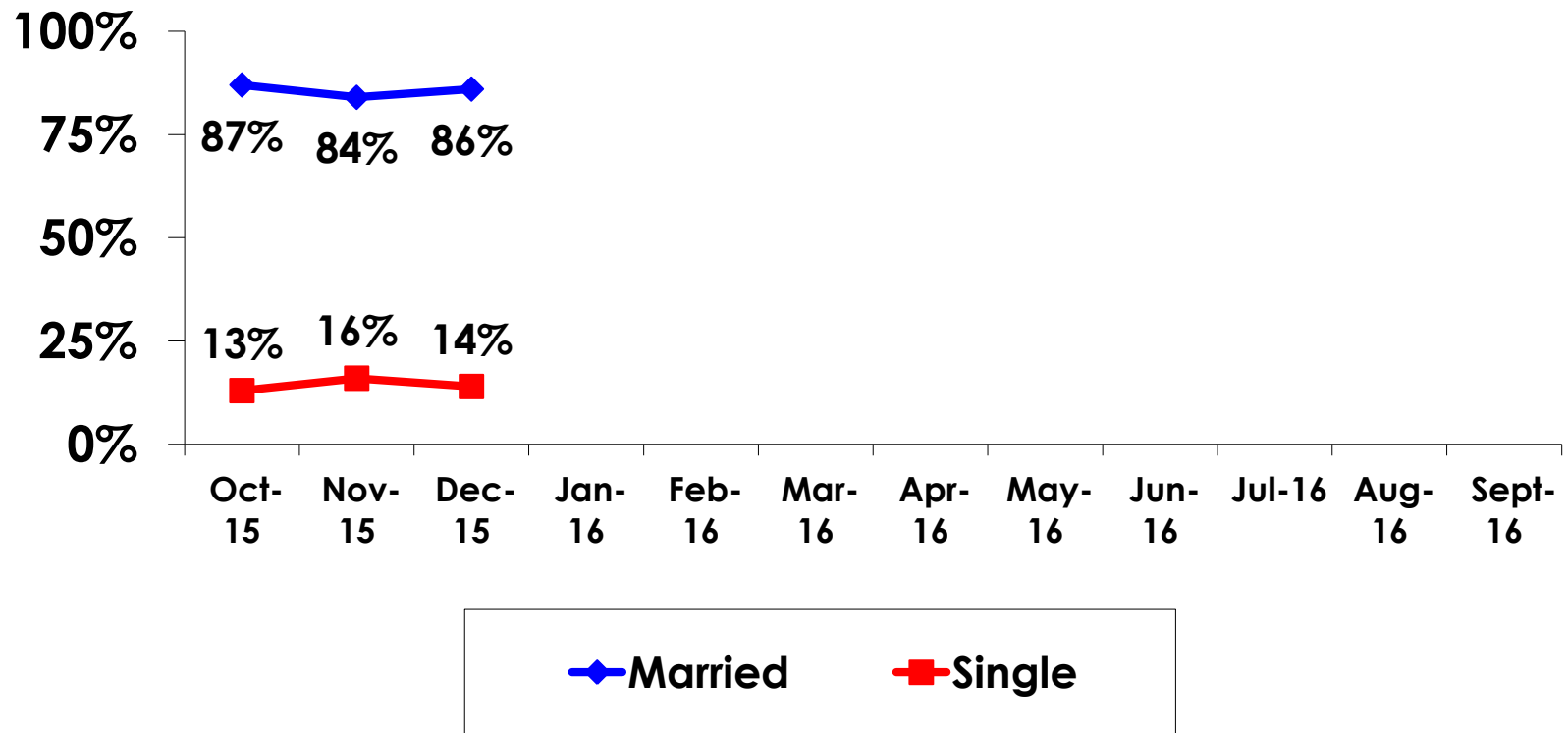
- **The specific objectives of the analysis were:**
 - To determine the relative size and expenditure behavior of the following market segments:
 - Family/FITs
 - Golden Miss
 - Group Travelers
 - English Language Tour
 - Honeymooner
 - Wedding
 - Special Interest Trvl
 - Incentive Market
 - 18-35
 - 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

SECTION 1 **PROFILE OF RESPONDENTS**

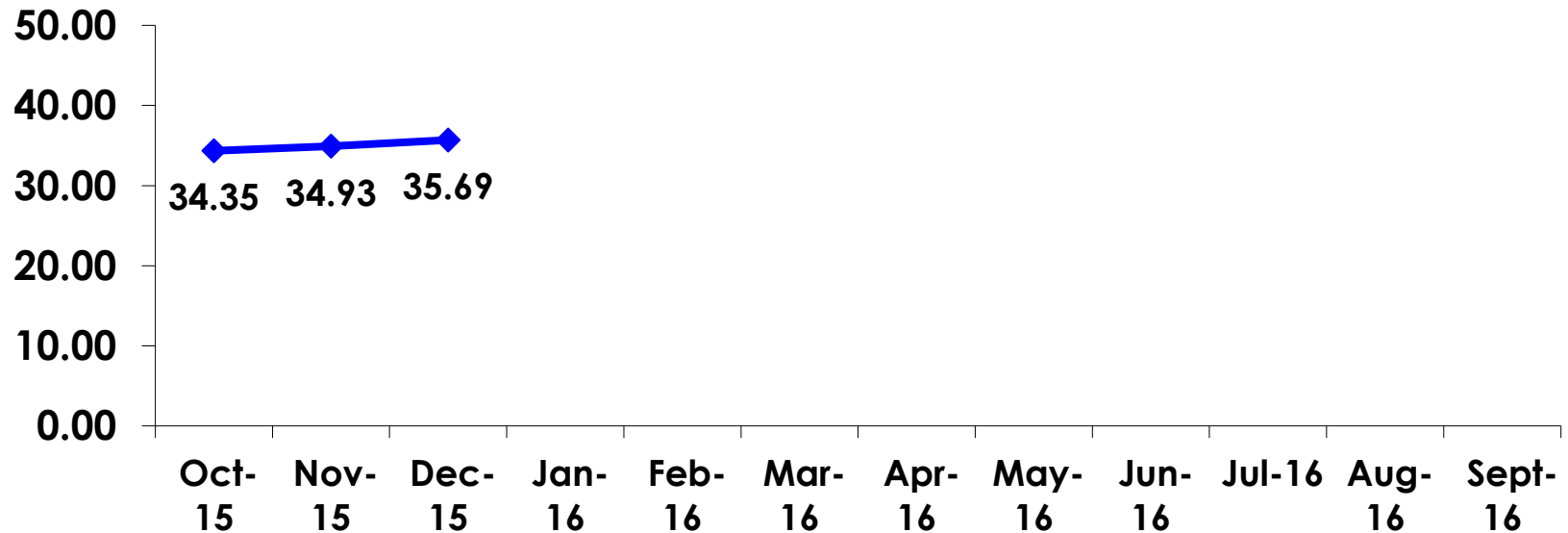
MARITAL STATUS - TRACKING



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 | 317 | 36 | 1 | 1 | 44 | 2 | 161 | 144 | 173 | 37 | 16 | 7 | 65 |
| | | Column N % | 86% | 86% | 50% | 100% | 100% | 67% | 80% | 94% | 98% | 71% | 84% | 100% | 79% |
| | Single | Count | 51 | 6 | 1 | 0 | 0 | 1 | 41 | 9 | 3 | 15 | 3 | 0 | 17 |
| | | Column N % | 14% | 14% | 50% | 0% | 0% | 33% | 20% | 6% | 2% | 29% | 16% | 0% | 21% |
| | Total | Count | 368 | 42 | 2 | 1 | 44 | 3 | 202 | 153 | 176 | 52 | 19 | 7 | 82 |

AVERAGE AGE - TRACKING



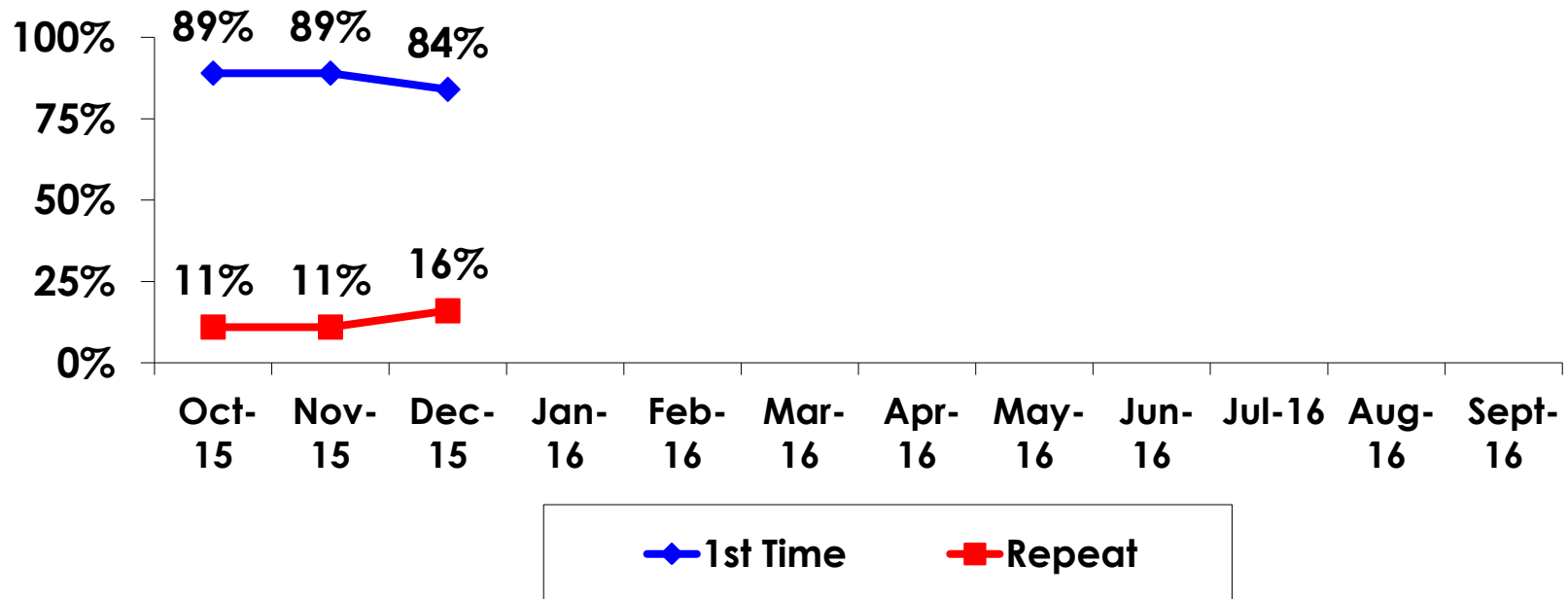
AGE- SEGMENTATION

| | | | 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 | 10 | 1 | 1 | 0 | 3 | 0 | 10 | 0 | 0 | 2 | 0 | 0 | 3 |
| | | Column N % | 3% | 2% | 50% | 0% | 7% | 0% | 5% | 0% | 0% | 4% | 0% | 0% | 4% |
| | 25-34 | Count | 168 | 16 | 0 | 0 | 36 | 1 | 168 | 0 | 48 | 22 | 7 | 0 | 38 |
| | | Column N % | 46% | 38% | 0% | 0% | 82% | 33% | 83% | 0% | 28% | 42% | 37% | 0% | 46% |
| | 35-49 | Count | 170 | 24 | 1 | 0 | 5 | 2 | 24 | 146 | 124 | 27 | 12 | 0 | 38 |
| | | Column N % | 46% | 57% | 50% | 0% | 11% | 67% | 12% | 95% | 71% | 52% | 63% | 0% | 46% |
| | 50+ | Count | 18 | 1 | 0 | 1 | 0 | 0 | 0 | 7 | 2 | 1 | 0 | 7 | 3 |
| | | Column N % | 5% | 2% | 0% | 100% | 0% | 0% | 0% | 5% | 1% | 2% | 0% | 100% | 4% |
| | Total | Count | 366 | 42 | 2 | 1 | 44 | 3 | 202 | 153 | 174 | 52 | 19 | 7 | 82 |
| QF | Mean | | 35.69 | 35.98 | 29.50 | 57.00 | 29.93 | 35.00 | 30.50 | 40.79 | 37.73 | 35.23 | 35.74 | 62.00 | 35.12 |
| | Median | | 35 | 35 | 30 | 57 | 29 | 35 | 31 | 40 | 37 | 35 | 35 | 60 | 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 | | 8 | 1 | 0 | 0 | 2 | 0 | 6 | 2 | 2 | 2 | 1 | 0 | 1 |
| | Column N % | | 2% | 3% | 0% | 0% | 5% | 0% | 3% | 1% | 1% | 4% | 6% | 0% | 1% |
| KW24.0M-KW36.0M | Count | | 40 | 1 | 0 | 0 | 14 | 0 | 33 | 5 | 5 | 2 | 2 | 1 | 12 |
| | Column N % | | 12% | 3% | 0% | 0% | 37% | 0% | 19% | 4% | 3% | 4% | 11% | 33% | 16% |
| KW36.0M-KW48.0M | Count | | 60 | 5 | 0 | 0 | 13 | 1 | 46 | 13 | 24 | 6 | 1 | 1 | 10 |
| | Column N % | | 19% | 14% | 0% | 0% | 34% | 33% | 26% | 9% | 15% | 13% | 6% | 33% | 14% |
| KW48.0M-KW60.0M | Count | | 68 | 10 | 0 | 0 | 5 | 1 | 40 | 28 | 36 | 14 | 6 | 0 | 16 |
| | Column N % | | 21% | 28% | 0% | 0% | 13% | 33% | 23% | 20% | 23% | 30% | 33% | 0% | 22% |
| KW60.0M-KW72.0M | Count | | 40 | 6 | 0 | 0 | 2 | 0 | 10 | 28 | 22 | 6 | 3 | 1 | 6 |
| | Column N % | | 12% | 17% | 0% | 0% | 5% | 0% | 6% | 20% | 14% | 13% | 17% | 33% | 8% |
| KW72.0M+ | Count | | 95 | 12 | 1 | 1 | 2 | 1 | 35 | 56 | 63 | 14 | 4 | 0 | 25 |
| | Column N % | | 30% | 33% | 100% | 100% | 5% | 33% | 20% | 41% | 40% | 30% | 22% | 0% | 34% |
| No Income | Count | | 10 | 1 | 0 | 0 | 0 | 0 | 4 | 6 | 5 | 2 | 1 | 0 | 3 |
| | Column N % | | 3% | 3% | 0% | 0% | 0% | 0% | 2% | 4% | 3% | 4% | 6% | 0% | 4% |
| Total | Count | | 322 | 36 | 1 | 1 | 38 | 3 | 175 | 138 | 157 | 46 | 18 | 3 | 73 |

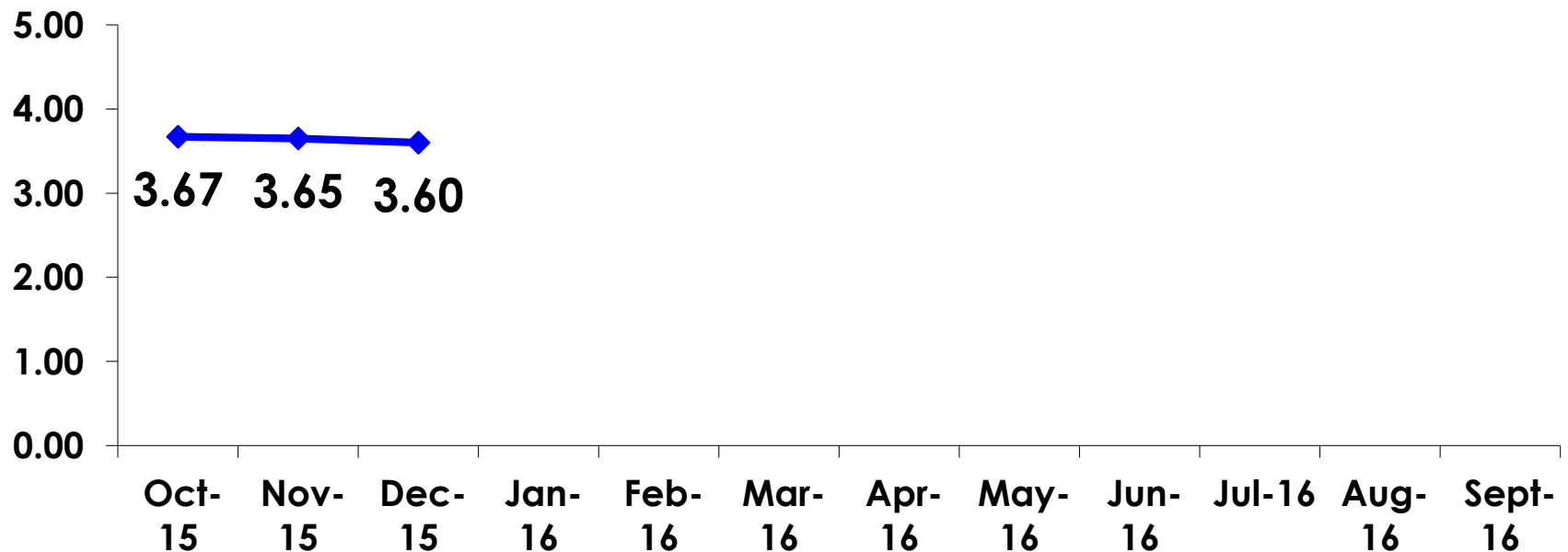
PRIOR TRIPS TO GUAM - TRACKING



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 | 307 | 34 | 2 | 1 | 40 | 3 | 179 | 115 | 139 | 42 | 17 | 7 | 71 |
| | | Column N % | 84% | 81% | 100% | 100% | 91% | 100% | 89% | 76% | 79% | 81% | 89% | 100% | 87% |
| | No | Count | 59 | 8 | 0 | 0 | 4 | 0 | 22 | 37 | 36 | 10 | 2 | 0 | 11 |
| | | Column N % | 16% | 19% | 0% | 0% | 9% | 0% | 11% | 24% | 21% | 19% | 11% | 0% | 13% |
| | Total | Count | 366 | 42 | 2 | 1 | 44 | 3 | 201 | 152 | 175 | 52 | 19 | 7 | 82 |

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 | 3.60 | 3.64 | 6.00 | 3.00 | 3.70 | 3.00 | 3.64 | 3.57 | 3.60 | 3.77 | 3.68 | 3.43 | 3.78 |
| | Median | 3 | 4 | 6 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 |

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 | 130 | 0 | 0 | 0 | 17 | 1 | 64 | 61 | 78 | 0 | 7 | 4 | 26 |
| | | Column N % | 35% | 0% | 0% | 0% | 39% | 33% | 32% | 40% | 44% | 0% | 37% | 57% | 32% |
| | Free-time package tour | Count | 182 | 0 | 0 | 1 | 25 | 1 | 105 | 70 | 74 | 0 | 7 | 2 | 44 |
| | | Column N % | 50% | 0% | 0% | 100% | 57% | 33% | 52% | 46% | 42% | 0% | 37% | 29% | 54% |
| | Individually arranged travel (FIT) | Count | 52 | 42 | 0 | 0 | 2 | 0 | 30 | 21 | 24 | 52 | 5 | 1 | 10 |
| | | Column N % | 14% | 100% | 0% | 0% | 5% | 0% | 15% | 14% | 14% | 100% | 26% | 14% | 12% |
| | Group tour | Count | 2 | 0 | 2 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 2 |
| | | Column N % | 1% | 0% | 100% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 2% |
| | Company paid travel | Count | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 |
| | | Column N % | 0% | 0% | 0% | 0% | 0% | 33% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| | Total | Count | 367 | 42 | 2 | 1 | 44 | 3 | 201 | 153 | 176 | 52 | 19 | 7 | 82 |

TRAVEL MOTIVATION - SEGMENTATION

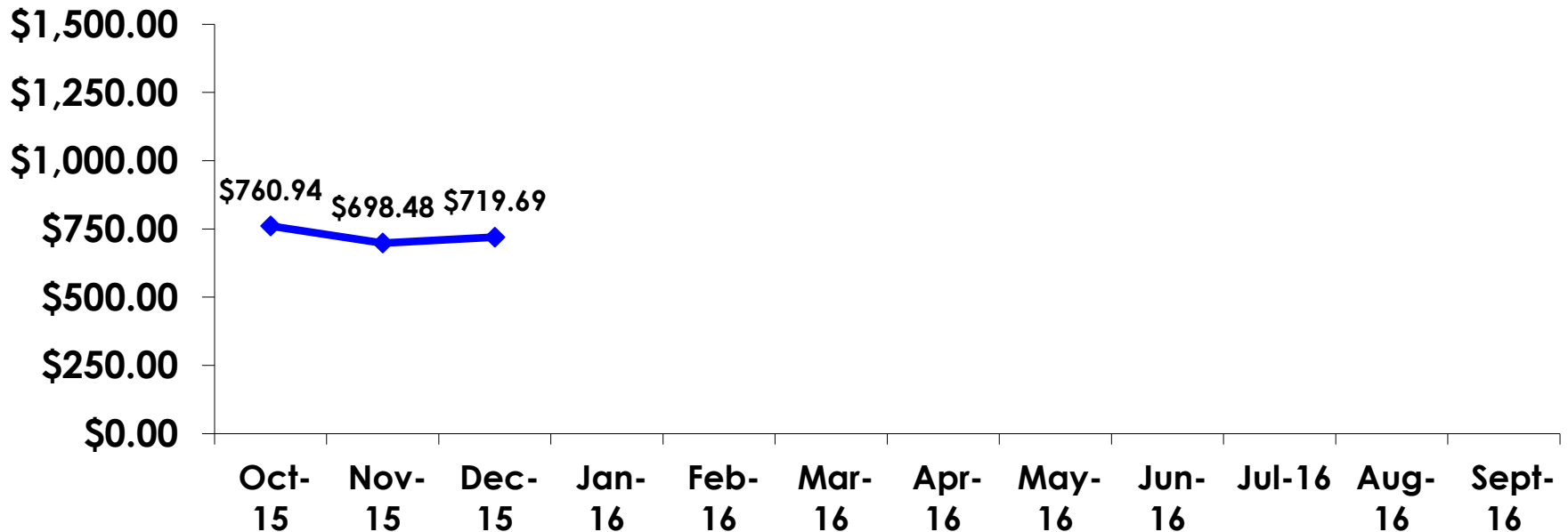
| | | TOTAL | FAMILY/ FIT | GROUP TRVL | ENG LANG LESSON | HONEYMOON | INCENTIVE TRVL | 18-35 | 36-55 | CHILD | FIT | GOLDEN MISS | SENIORS | SPORT |
|-----|--------------------------------|-------|-------------|------------|-----------------|-----------|----------------|-------|-------|-------|-----|-------------|---------|-------|
| | | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Q5A | Previous trip | 11% | 17% | 0% | 0% | 5% | 0% | 8% | 15% | 14% | 15% | 11% | 0% | 9% |
| | Price | 10% | 19% | 0% | 0% | 11% | 0% | 11% | 9% | 9% | 19% | 0% | 0% | 15% |
| | Visit friends/ Relatives | 2% | 2% | 0% | 0% | 0% | 0% | 3% | 2% | 1% | 10% | 0% | 0% | 0% |
| | Recomm-friend/family/trvl agnt | 23% | 12% | 50% | 0% | 16% | 0% | 25% | 18% | 19% | 12% | 32% | 71% | 20% |
| | Scuba | 3% | 5% | 0% | 0% | 7% | 0% | 4% | 1% | 2% | 6% | 5% | 0% | 12% |
| | Water sports | 10% | 7% | 0% | 0% | 11% | 0% | 11% | 8% | 8% | 6% | 5% | 0% | 44% |
| | Short travel time | 27% | 45% | 0% | 0% | 25% | 33% | 31% | 23% | 24% | 42% | 21% | 14% | 34% |
| | Golf | 2% | 0% | 50% | 0% | 2% | 0% | 0% | 3% | 0% | 0% | 0% | 0% | 7% |
| | Relax | 60% | 69% | 50% | 100% | 39% | 33% | 56% | 64% | 69% | 69% | 58% | 86% | 60% |
| | Company/ Business Trip | 1% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% |
| | Company Sponsored | 1% | 0% | 0% | 0% | 0% | 67% | 0% | 1% | 1% | 0% | 0% | 0% | 0% |
| | Safe | 30% | 43% | 0% | 0% | 18% | 33% | 29% | 33% | 37% | 38% | 32% | 14% | 29% |
| | Natural beauty | 43% | 60% | 50% | 0% | 23% | 0% | 39% | 49% | 50% | 56% | 37% | 29% | 50% |
| | Shopping | 24% | 33% | 0% | 0% | 25% | 33% | 29% | 20% | 21% | 29% | 16% | 0% | 29% |
| | Career Cert/ Testing | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 2% | 0% | 0% | 1% |
| | Honeymoon | 12% | 5% | 0% | 0% | 100% | 0% | 20% | 2% | 0% | 4% | 0% | 0% | 13% |
| | Pleasure | 10% | 7% | 0% | 0% | 9% | 0% | 11% | 9% | 12% | 8% | 0% | 14% | 16% |
| | Organized sports | 2% | 2% | 0% | 0% | 2% | 0% | 4% | 0% | 2% | 2% | 0% | 0% | 10% |
| | Other | 2% | 7% | 0% | 0% | 0% | 0% | 2% | 3% | 3% | 6% | 0% | 0% | 1% |
| | Total Count | 367 | 42 | 2 | 1 | 44 | 3 | 202 | 152 | 175 | 52 | 19 | 7 | 82 |

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 | 93% | 98% | 100% | 100% | 95% | 33% | 96% | 93% | 94% | 96% | 95% | 57% | 99% | |
| | Friend/ Relative | 44% | 50% | 50% | 100% | 41% | 67% | 48% | 38% | 43% | 50% | 37% | 43% | 46% | |
| | Travel Agent Brochure | 29% | 7% | 0% | 0% | 50% | 33% | 27% | 30% | 30% | 6% | 26% | 71% | 17% | |
| | Prior Trip | 15% | 19% | 0% | 0% | 9% | 0% | 10% | 23% | 20% | 19% | 11% | 0% | 11% | |
| | Travel Guidebook-Bookstore | 11% | 12% | 0% | 0% | 18% | 0% | 12% | 9% | 7% | 15% | 11% | 0% | 14% | |
| | Co-Worker/ Company Trvl Dept | 10% | 12% | 0% | 0% | 9% | 67% | 11% | 9% | 10% | 10% | 5% | 29% | 15% | |
| | GVB Office | 9% | 10% | 0% | 0% | 14% | 0% | 12% | 6% | 8% | 13% | 16% | 0% | 10% | |
| | TV | 3% | 7% | 0% | 0% | 0% | 0% | 2% | 5% | 5% | 6% | 0% | 0% | 2% | |
| | GVB Promo | 2% | 2% | 0% | 0% | 2% | 0% | 2% | 3% | 2% | 2% | 0% | 14% | 2% | |
| | Magazine (Consumer) | 2% | 0% | 0% | 0% | 2% | 0% | 2% | 1% | 1% | 0% | 0% | 0% | 1% | |
| | Newspaper | 1% | 0% | 0% | 0% | 0% | 0% | 2% | 1% | 2% | 0% | 5% | 0% | 2% | |
| | Consumer Trvl Show | 1% | 0% | 0% | 100% | 0% | 0% | 0% | 1% | 1% | 0% | 0% | 0% | 2% | |
| | Travel Trade Show | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 1% | 0% | 0% | 0% | 0% | |
| | Other | 0% | 0% | 0% | 0% | 2% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | |
| | Total | Count | 367 | 42 | 2 | 1 | 44 | 3 | 202 | 152 | 175 | 52 | 19 | 7 | 81 |

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING



YTD=\$725.90

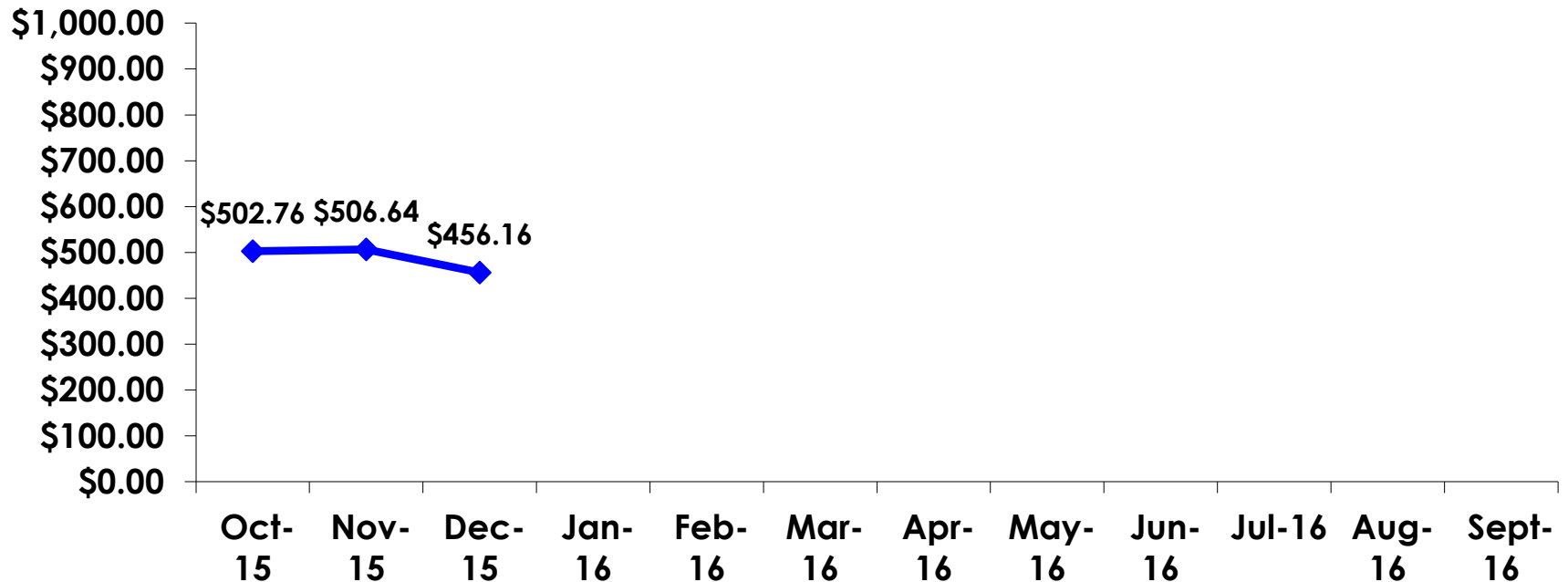
PREPAID EXPENDITURES PER PERSON - SEGMENTATION

| | TOTAL | FAMILY/FIT | GROUP TRVL | ENG LANG LESSON | HONEYMOON | INCENTIVE TRVL | 18-35 | 36-55 | CHILD | FIT | GOLDEN MISS | SENIORS | SPORT |
|------------|----------|------------|------------|-----------------|------------|----------------|----------|----------|----------|----------|-------------|----------|----------|
| | - | - | - | - | - | - | - | - | - | - | - | - | - |
| PER PERSON | | | | | | | | | | | | | |
| Mean | \$719.69 | \$694.62 | \$286.22 | \$738.46 | \$1,066.49 | \$858.67 | \$731.81 | \$711.65 | \$651.73 | \$648.89 | \$603.59 | \$714.41 | \$750.55 |
| Median | \$772 | \$709 | \$286 | \$738 | \$1,148 | \$0 | \$773 | \$763 | \$730 | \$694 | \$771 | \$837 | \$744 |
| Minimum | \$0 | \$0 | \$0 | \$738 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| Maximum | \$2,576 | \$1,288 | \$572 | \$738 | \$2,130 | \$2,576 | \$2,576 | \$2,130 | \$1,546 | \$1,288 | \$1,288 | \$1,288 | \$2,130 |

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 | \$2,537.05 | \$2,814.93 | \$1,717.34 | | \$1,849.96 | | | \$2,193.22 | \$2,934.85 | \$3,260.89 | \$2,639.96 | \$2,203.92 | \$2,112.16 | \$2,585.59 |
| | Median | \$2,147 | \$2,808 | \$1,717 | | \$1,717 | | | \$1,889 | \$2,576 | \$2,778 | \$2,147 | \$1,803 | \$1,717 | \$2,147 |
| AIR/ HOTEL/ MEAL | Mean | \$2,850.86 | \$2,130.58 | | | \$2,438.88 | | \$2,576.01 | \$2,541.51 | \$3,346.18 | \$3,228.42 | \$2,008.34 | \$2,951.68 | | \$2,702.47 |
| | Median | \$2,576 | \$2,340 | | | \$2,404 | | \$2,576 | \$2,404 | \$2,919 | \$2,919 | \$2,275 | \$2,962 | | \$2,576 |
| AIR ONLY | Mean | \$835.13 | \$1,064.04 | | | \$718.42 | | | \$879.36 | \$794.44 | \$1,080.49 | \$906.18 | \$1,144.90 | \$472.27 | \$968.41 |
| | Median | \$794 | \$987 | | | \$859 | | | \$816 | \$816 | \$987 | \$859 | \$945 | \$472 | \$764 |
| HOTEL ONLY | Mean | \$613.28 | \$733.77 | | | \$913.05 | | | \$660.07 | \$565.01 | \$640.10 | \$733.77 | \$601.07 | \$300.53 | \$586.10 |
| | Median | \$580 | \$644 | | | \$859 | | | \$601 | \$507 | \$558 | \$644 | \$601 | \$301 | \$601 |
| HOTEL & MEAL | Mean | \$383.20 | \$1,064.75 | | | | | | \$875.84 | \$136.87 | | \$506.62 | | | \$136.36 |
| | Median | \$197 | \$1,065 | | | | | | \$876 | \$136 | | \$472 | | | \$136 |
| F&B HOTEL | Mean | \$966.01 | \$42.93 | | | | | | | \$966.01 | \$966.01 | \$42.93 | | | |
| | Median | \$966 | \$43 | | | | | | | \$966 | \$966 | \$43 | | | |
| TRANS- KOREA | Mean | \$74.87 | \$90.16 | | | \$72.99 | | | \$53.01 | \$100.70 | \$63.79 | \$120.52 | \$85.87 | | \$57.96 |
| | Median | \$52 | \$73 | | | \$43 | | | \$43 | \$86 | \$86 | \$60 | \$86 | | \$26 |
| TRANS- GUAM | Mean | \$234.42 | \$429.34 | | | | | | \$234.42 | | \$234.42 | \$429.34 | | | \$429.34 |
| | Median | \$234 | \$429 | | | | | | \$234 | | \$234 | \$429 | | | \$429 |
| OPT TOURS | Mean | \$171.73 | | | | | | | \$171.73 | | | \$85.87 | | | \$85.87 |
| | Median | \$172 | | | | | | | \$172 | | | \$86 | | | \$86 |
| OTHER | Mean | \$334.57 | \$255.15 | | \$738.46 | \$270.48 | | | \$240.97 | \$406.00 | \$384.26 | \$255.24 | \$124.51 | | \$343.90 |
| | Median | \$301 | \$172 | | \$738 | \$253 | | | \$77 | \$361 | \$356 | \$245 | \$125 | | \$275 |
| TOTAL | Mean | \$2,106.97 | \$2,129.10 | \$858.67 | \$738.46 | \$2,009.64 | | \$858.67 | \$1,864.51 | \$2,493.53 | \$2,625.12 | \$1,843.83 | \$1,852.47 | \$1,619.09 | \$2,153.76 |
| | Median | \$2,061 | \$1,932 | \$859 | \$738 | \$2,147 | | \$0 | \$1,846 | \$2,318 | \$2,576 | \$1,717 | \$1,717 | \$1,288 | \$2,127 |

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$488.25

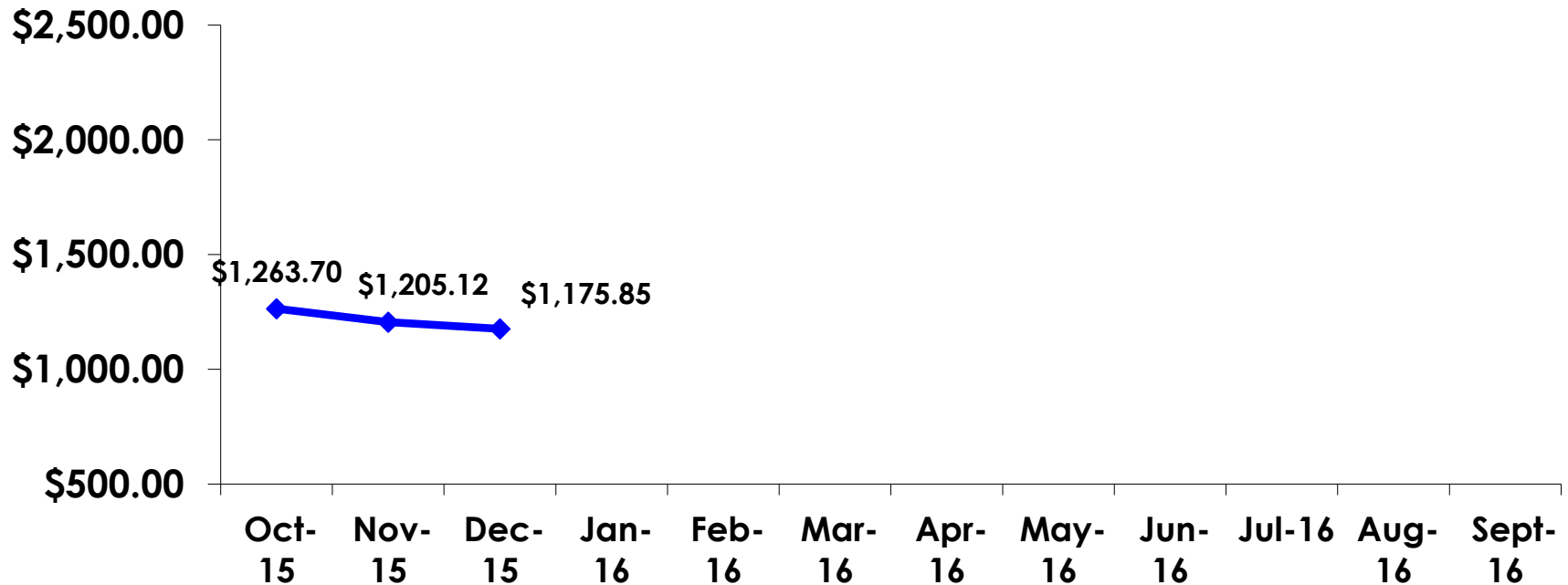
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

| | | TOTAL | FAMILY/FIT | GROUP TRVL | ENG LANG LESSON | HONEYMOON | INCENTIVE TRVL | 18-35 | 36-55 | CHILD | FIT | GOLDEN MISS | SENIORS | SPORT |
|------------|---------|----------|------------|------------|-----------------|-----------|----------------|----------|----------|----------|----------|-------------|----------|----------|
| | | - | - | - | - | - | - | - | - | - | - | - | - | - |
| PER PERSON | Mean | \$456.16 | \$423.16 | \$83.33 | \$120.00 | \$826.72 | \$100.00 | \$508.85 | \$406.74 | \$275.12 | \$468.61 | \$334.07 | \$185.71 | \$542.92 |
| | Median | \$309 | \$276 | \$83 | \$120 | \$600 | \$100 | \$355 | \$250 | \$200 | \$368 | \$267 | \$150 | \$303 |
| | Minimum | \$0 | \$0 | \$0 | \$120 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| | Maximum | \$4,000 | \$2,500 | \$167 | \$120 | \$3,795 | \$200 | \$3,795 | \$4,000 | \$2,000 | \$2,500 | \$1,000 | \$500 | \$3,795 |

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 | \$63.35 | \$52.62 | \$0.00 | \$0.00 | \$10.07 | . | \$0.00 | \$36.89 | \$103.67 | \$83.13 | \$44.04 | \$27.37 | \$0.00 | \$68.62 |
| F&B FF/STORE | Mean | \$35.20 | \$28.33 | \$0.00 | \$0.00 | \$22.07 | . | \$0.00 | \$23.22 | \$54.01 | \$42.86 | \$33.46 | \$33.16 | \$0.00 | \$37.73 |
| F&B RESTRNT | Mean | \$94.30 | \$149.83 | \$0.00 | \$0.00 | \$98.18 | . | \$76.67 | \$100.65 | \$92.95 | \$99.05 | \$133.13 | \$108.95 | \$21.43 | \$90.98 |
| OPT TOUR | Mean | \$91.28 | \$106.57 | \$0.00 | \$120.00 | \$134.75 | . | \$0.00 | \$91.02 | \$88.91 | \$93.06 | \$107.81 | \$55.79 | \$62.86 | \$171.20 |
| GIFT- SELF | Mean | \$181.01 | \$178.10 | \$0.00 | \$0.00 | \$300.00 | . | \$83.33 | \$210.25 | \$156.99 | \$180.48 | \$177.25 | \$215.79 | \$17.14 | \$160.94 |
| GIFT- OTHER | Mean | \$140.18 | \$94.29 | \$0.00 | \$0.00 | \$459.98 | . | \$0.00 | \$156.18 | \$129.33 | \$86.30 | \$83.85 | \$142.63 | \$35.71 | \$151.15 |
| TRANS | Mean | \$73.32 | \$129.74 | \$0.00 | \$0.00 | \$56.02 | . | \$6.67 | \$78.34 | \$71.42 | \$71.94 | \$122.35 | \$72.11 | \$0.00 | \$62.34 |
| OTHER | Mean | \$478.25 | \$569.93 | \$250.00 | \$0.00 | \$409.64 | . | \$0.00 | \$433.36 | \$530.38 | \$427.35 | \$512.83 | \$218.95 | \$505.71 | \$460.35 |
| TOTAL | Mean | \$1,163.50 | \$1,309.40 | \$250.00 | \$120.00 | \$1,498.89 | . | \$166.67 | \$1,140.86 | \$1,229.11 | \$1,084.85 | \$1,216.63 | \$875.79 | \$642.86 | \$1,207.94 |

TOTAL EXPENDITURES – TRACKING



YTD=\$1,214.15

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 | \$1,175.85 | \$1,117.78 | \$369.56 | \$858.46 | \$1,893.21 | \$958.67 | \$1,240.66 | \$1,118.40 | \$926.85 | \$1,117.50 | \$937.66 | \$900.13 | \$1,293.47 |
| | Median | \$1,054 | \$972 | \$370 | \$858 | \$1,728 | \$100 | \$1,059 | \$1,051 | \$962 | \$1,015 | \$992 | \$872 | \$1,016 |
| | Minimum | \$0 | \$0 | \$0 | \$858 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$71 | \$0 | \$0 |
| | Maximum | \$5,384 | \$3,788 | \$739 | \$858 | \$5,384 | \$2,776 | \$5,384 | \$5,130 | \$2,526 | \$3,788 | \$1,859 | \$1,788 | \$5,384 |

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, and Overall Oct-Dec 2015 | | | | |
|---|--------|--------|--------------|----------------------------------|
| | Oct-15 | Nov-15 | Dec-15 | Combin ed Oct- Dec 2015 |
| Drivers: | rank | rank | rank | rank |
| Quality & Cleanliness of beaches & parks | | | | |
| Ease of getting around | | | 5 | 9 |
| Safety walking around at night | | | 2 | 5 |
| Quality of daytime tours | | | | 10 |
| Variety of daytime tours | | | | |
| Quality of nighttime tours | | | | |
| Variety of nighttime tours | | | | |
| Quality of shopping | 2 | 3 | | 3 |
| Variety of shopping | | | | |
| Price of things on Guam | | | | |
| Quality of hotel accommodations | 5 | 5 | 4 | 4 |
| Quality/cleanliness of air, sky | 1 | | | 6 |
| Quality/cleanliness of parks | | 1 | 3 | |
| Quality of landscape in Tumon | 4 | | | 1 |
| Quality of landscape in Guam | | 4 | | 7 |
| Quality of ground handler | 6 | | | 8 |
| Quality/cleanliness of transportation vehicles | 3 | 2 | 1 | 2 |
| % of Overall Satisfaction Accounted For: | 56.1% | 44.7% | 51.3% | 49.1% |
| 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 December 2015 Period. By rank order they are:
 - **Quality/cleanliness of transportation vehicles,**
 - **Safety walking around at night,**
 - **Quality/cleanliness of parks,**
 - **Quality of hotel accommodations, and**
 - **Ease of getting around.**
- With all five factors the overall r^2 is .513 meaning that **51.3% of overall satisfaction is accounted for by these factors.**

| Comparison of Drivers of Per Person On Isle Expenditure, Oct, Nov, Dec 2015, and Overall Oct-Dec 2015 | | | | |
|---|--------|--------|-------------|-----------------------|
| | Oct-15 | Nov-15 | Dec-15 | Combined Oct-Dec 2015 |
| Drivers: | rank | 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 | | 1 |
| Price of things on Guam | | | | 2 |
| 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% | 1.0% |

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 no significant factors in the December 2015 period.