



GUAM VISITORS BUREAU

Japan Visitor Tracker Exit Profile

FY2016 Market Segmentation

JULY 2016



Prepared by: QMark Research

Information contained herein is the property of the Guam Visitors Bureau.

The use of this information, in part or in whole, shall require written permission from the Guam Visitors Bureau.¹

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 **351** 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 **351** 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

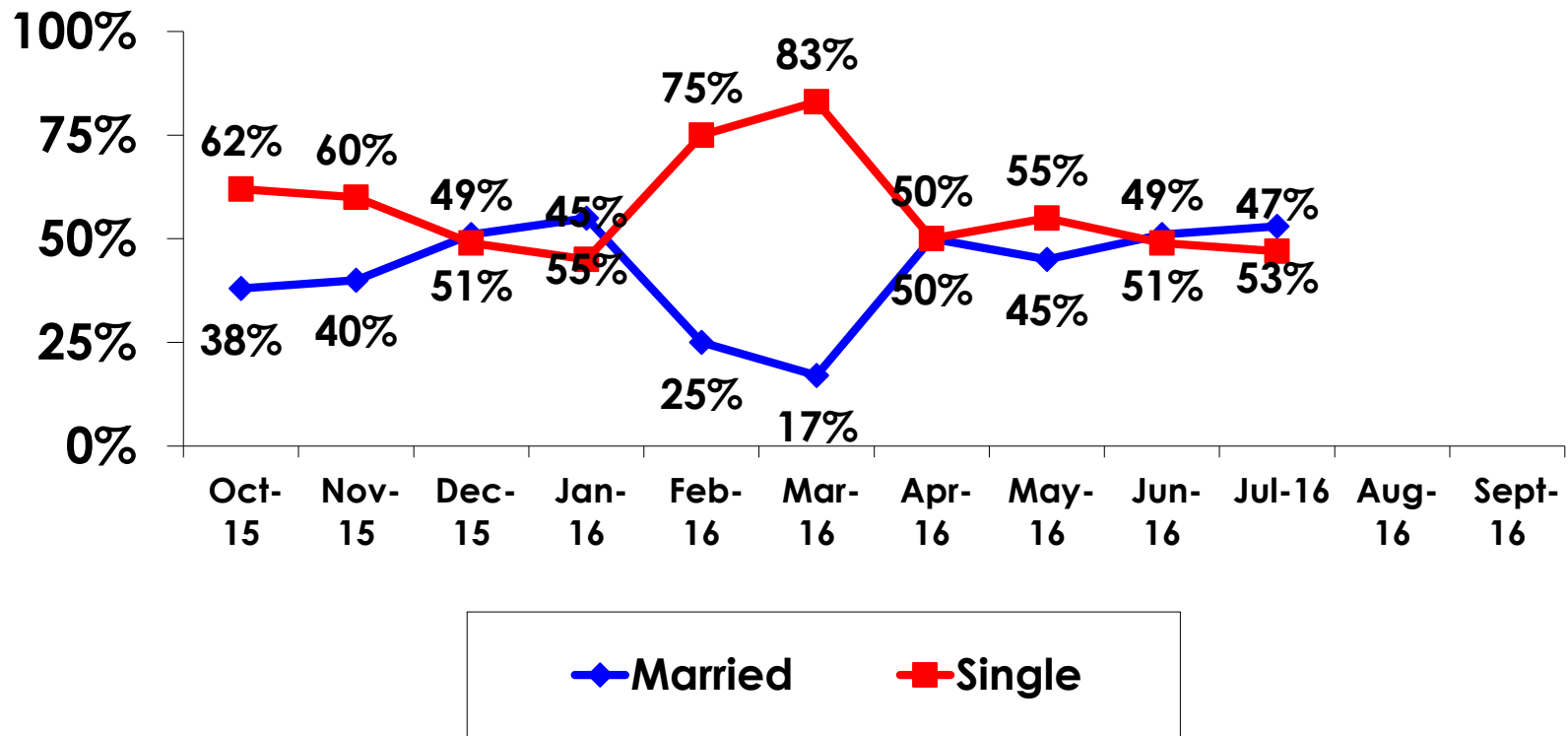
- Families – Q.6
- OL's/ salary women – Q.29/Female
- Group travelers – Q.7
- Silvers – Q.D
- Wedding participants – Q.5
- Sports activities/spectators – Q.5/Q.19
- 18-35 – Q.D
- 36-55 – Q.D
- Traveling with children – Q.6
- Honeymooners – Q.5
- Repeat visitors – Q.3A

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%	38%	53%		
Office Lady	9%	12%	10%	12%	10%	7%	11%	10%	16%	17%		
Group	5%	7%	5%	1%	6%	5%	3%	2%	7%	3%		
Silver	6%	2%	4%	5%	2%	3%	7%	5%	7%	5%		
Wedding	7%	9%	3%	3%	4%	3%	8%	10%	11%	4%		
Sport	31%	37%	33%	37%	29%	40%	25%	33%	28%	28%		
18-35	73%	66%	55%	49%	81%	85%	60%	64%	59%	56%		
36-55	19%	29%	37%	44%	15%	10%	30%	28%	29%	35%		
Child	6%	14%	26%	35%	7%	5%	14%	13%	11%	26%		
Honeymoon	7%	3%	5%	2%	3%	2%	5%	7%	9%	4%		
Repeat	35%	46%	50%	56%	32%	26%	49%	45%	50%	48%		
TOTAL	351	351	356	353	354	356	350	350	352	351		

SECTION 1 **PROFILE OF RESPONDENTS**

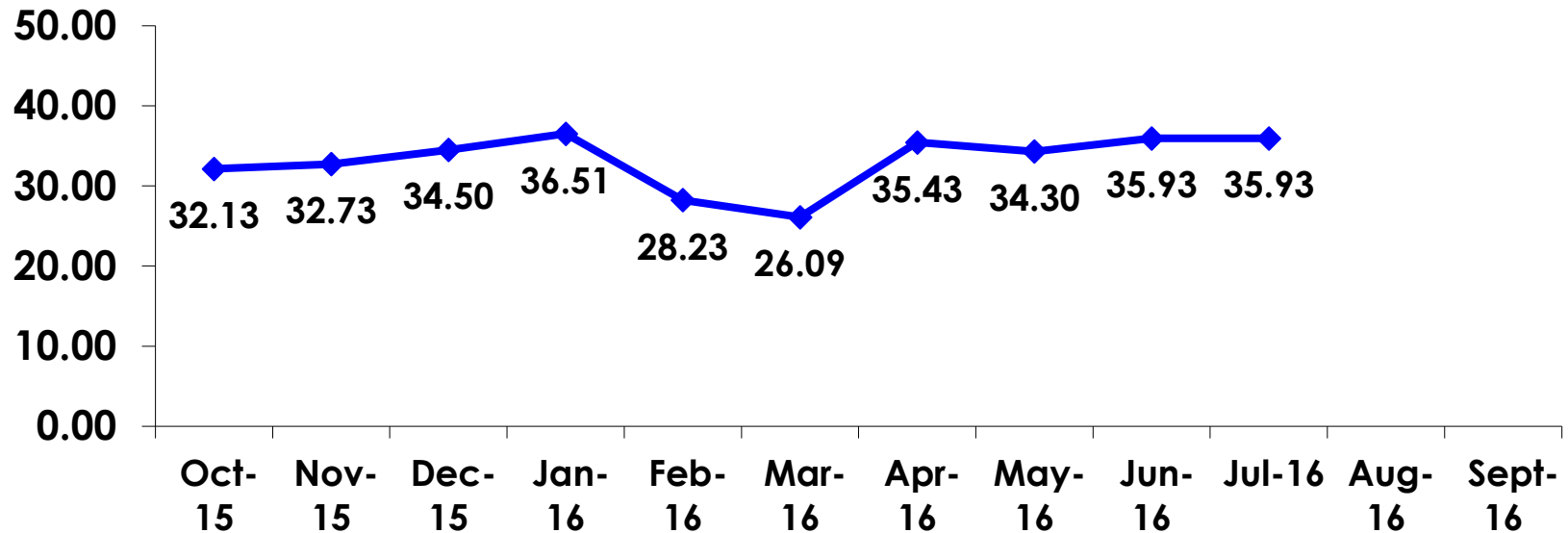
MARITAL STATUS - TRACKING



MARITAL STATUS- SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	53%	88%	27%	40%	94%	67%	55%	28%	84%	96%	100%	64%
	Single	47%	12%	73%	60%	6%	33%	45%	72%	16%	4%		36%
	Total Count	351	186	60	10	16	15	99	195	124	92	15	169

AVERAGE AGE - TRACKING



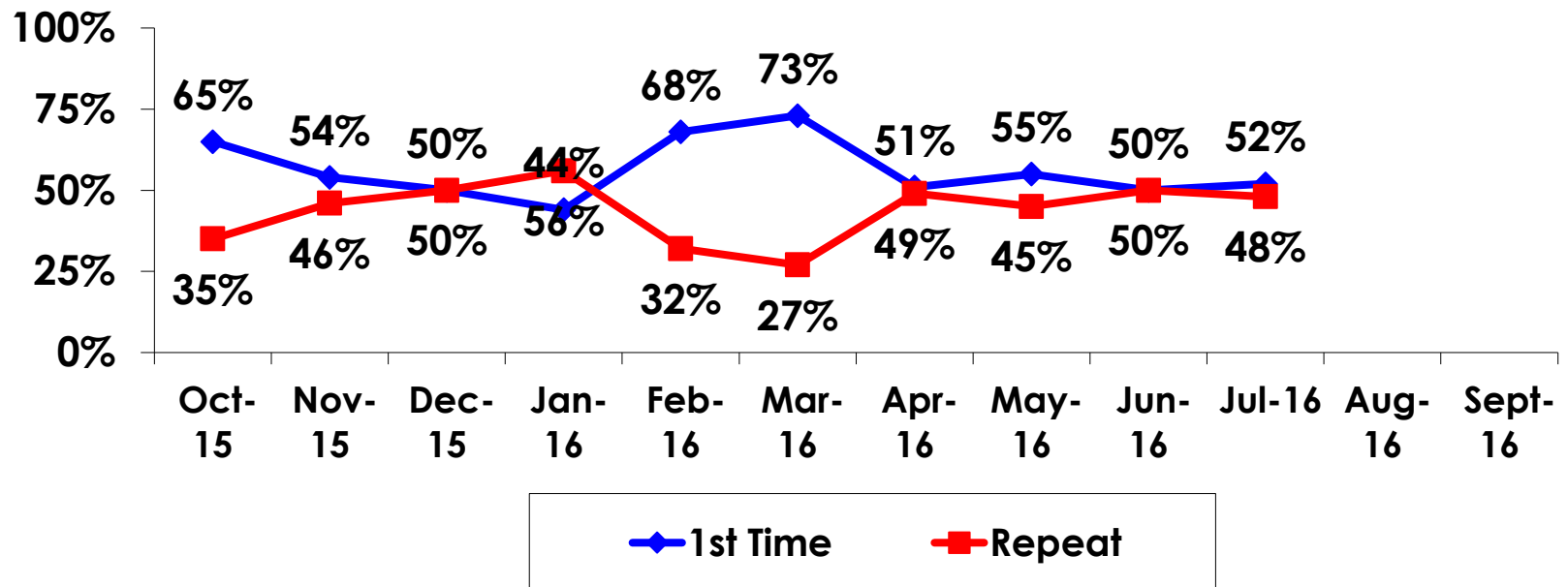
AGE- SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	17%	5%	22%	50%		20%	14%	31%		2%	20%	9%
	25-34	36%	23%	47%	20%		33%	41%	64%		13%	47%	30%
	35-49	32%	50%	20%	30%		27%	36%	5%	82%	74%	27%	46%
	50+	15%	21%	12%		100%	20%	8%		18%	11%	7%	15%
	Total Count	350	185	60	10	16	15	99	195	124	92	15	169
QF	Mean	35.93	40.74	33.23	28.50	64.06	37.47	34.42	27.11	43.51	41.05	31.53	38.73
	Median	33	40	29	25	63	33	32	27	43	41	29	38

INCOME - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
Q26	<Y2.0 million	6%	3%	4%		19%	13%	3%	7%	1%	1%		6%
	Y2.0M-Y3.0M	10%	3%	20%	33%	13%		4%	14%	3%			7%
	Y3.0M-Y4.0M	14%	9%	27%	33%	19%	20%	15%	18%	5%	4%	15%	11%
	Y4.0M-Y5.0M	15%	14%	21%	11%	13%	7%	11%	18%	12%	11%	38%	11%
	Y5.0M-Y7.0M	21%	22%	11%	11%	19%	20%	20%	17%	27%	23%	31%	24%
	Y7.0M-Y10.0M	18%	28%	7%		13%	20%	19%	11%	31%	35%	15%	20%
	Y10.0M+	16%	21%	11%	11%	6%	20%	26%	14%	22%	27%		22%
	No Income	0%						1%					
Total	Count	318	169	56	9	16	15	89	175	113	83	13	161

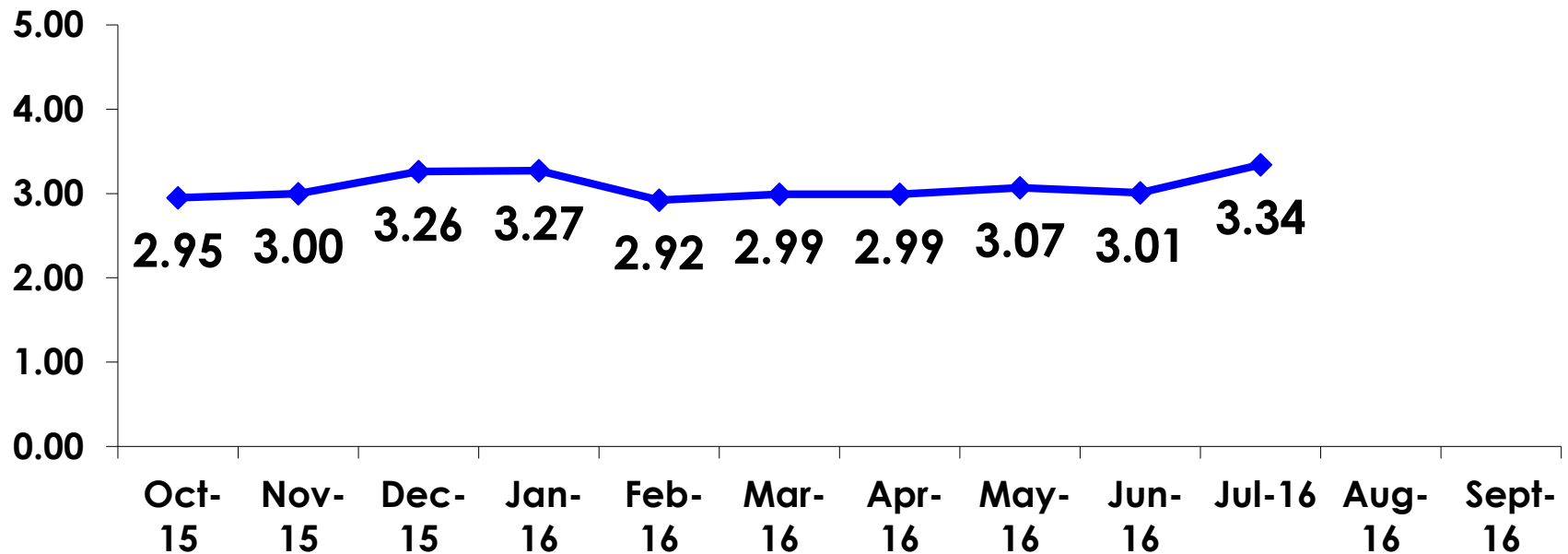
PRIOR TRIPS TO GUAM - TRACKING



PRIOR TRIPS TO GUAM - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	52%	43%	58%	70%	56%	67%	49%	64%	33%	32%	60%	
	No	48%	57%	42%	30%	44%	33%	51%	36%	67%	68%	40%	100%
	Total Count	351	186	60	10	16	15	99	195	124	92	15	169

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	3.34	3.64	3.00	2.80	4.20	3.80	3.40	3.15	3.44	3.73	4.13	3.54
	Median	3	3	3	3	4	4	3	3	3	4	4	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	55%	55%	62%		60%	57%	51%	61%	48%	43%	60%	54%
	Full package tour	22%	23%	18%		20%	21%	23%	19%	23%	30%	27%	20%
	Individually arranged travel (FIT)	18%	22%	7%		20%	14%	21%	14%	23%	26%		20%
	Group tour	3%	1%	5%	100%			5%	4%	2%			2%
	Company paid travel	2%	1%	7%			7%		1%	5%		7%	2%
	Other	1%		2%					1%			7%	1%
	Total Count	348	185	60	10	15	14	99	194	124	92	15	168

TRAVEL MOTIVATION - SEGMENTATION

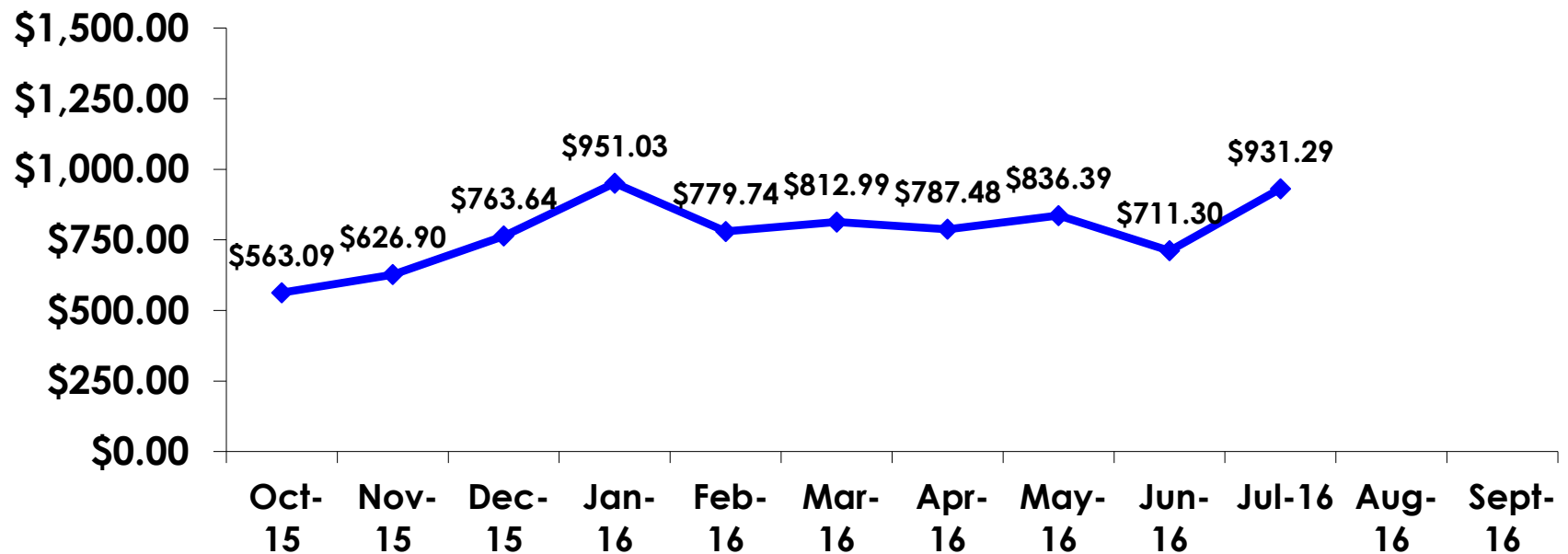
		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT	
		-	-	-	-	-	-	-	-	-	-	-	-	
Q5A	Previous trip	37%	43%	33%	20%	25%	33%	39%	31%	47%	53%	33%	76%	
	Price	20%	19%	28%				17%	23%	19%	15%	13%	20%	
	Visit friends/ Relatives	2%	2%			13%		1%	2%	1%			1%	
	Recomm- friend/family/trvl agnt	18%	12%	22%	10%	13%		16%	19%	16%	12%		13%	
	Scuba	6%	4%	10%		6%	7%	12%	7%	3%		7%	7%	
	Water sports	20%	22%	18%		6%	27%	37%	22%	20%	27%	13%	20%	
	Short travel time	66%	68%	60%		44%	33%	70%	68%	67%	73%	47%	69%	
	Golf	2%	3%			6%		1%	1%	2%	1%		4%	
	Relax	40%	40%	33%		13%	20%	39%	44%	41%	45%	40%	44%	
	Company/ Business Trip	5%	1%	17%	70%		7%	5%	5%	7%		7%	5%	
	Company Sponsored	1%	1%		20%			2%	1%	2%	2%		2%	
	Convention/ Trade/ Conference	0%							1%					
	Safe	34%	36%	23%	10%	19%	20%	26%	34%	38%	43%	33%	38%	
	Natural beauty	65%	66%	60%		38%	53%	70%	70%	61%	68%	47%	66%	
	Shopping	35%	30%	40%		13%	33%	32%	42%	23%	27%	33%	34%	
	Career Cert/ Testing	0%	1%					1%	1%					
	Married/ Attn wedding	4%	6%			19%	100%	6%	4%	3%	3%	13%	3%	
	Honeymoon	4%	8%				13%	6%	5%	3%	3%	100%	4%	
	Pleasure	55%	52%	45%		38%	27%	59%	62%	46%	58%	67%	53%	
	Organized sports	2%	3%	2%		6%		3%	1%	3%	3%		3%	
	Other	2%	2%	2%				3%	3%		1%	7%	2%	
	Total	Count	351	186	60	10	16	15	99	195	124	92	15	169

INFORMATION SOURCES - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT	
		-	-	-	-	-	-	-	-	-	-	-	-	
Q1	Internet	80%	75%	87%	50%	38%	80%	87%	88%	79%	78%	73%	82%	
	Travel Guidebook- Bookstore	57%	58%	58%	60%	56%	67%	59%	62%	54%	54%	60%	54%	
	Travel Agent Brochure	45%	45%	38%	50%	38%	53%	48%	47%	43%	43%	73%	40%	
	Prior Trip	34%	42%	32%	10%	38%	33%	37%	25%	48%	51%	20%	70%	
	Magazine (Consumer)	32%	36%	35%	40%	25%	40%	33%	31%	36%	36%	47%	33%	
	Friend/ Relative	23%	14%	33%	20%	25%	20%	17%	26%	17%	8%	7%	18%	
	TV	9%	9%	7%	10%		20%	3%	10%	7%	11%		8%	
	Co-Worker/ Company Trvl Dept	4%	2%	10%	40%			3%	5%	4%	1%	7%	2%	
	Consumer Trvl Show	2%	2%	2%				2%	3%	1%	3%		3%	
	GVB Office	1%	2%					2%		3%	3%		2%	
	Other	1%	2%			6%		2%		2%	2%		1%	
	Newspaper	1%	1%					1%		1%	1%		1%	
	Travel Trade Show	0%	1%							1%	1%		1%	
	Total	Count	351	186	60	10	16	15	99	195	124	92	15	169

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING



YTD=\$776.48

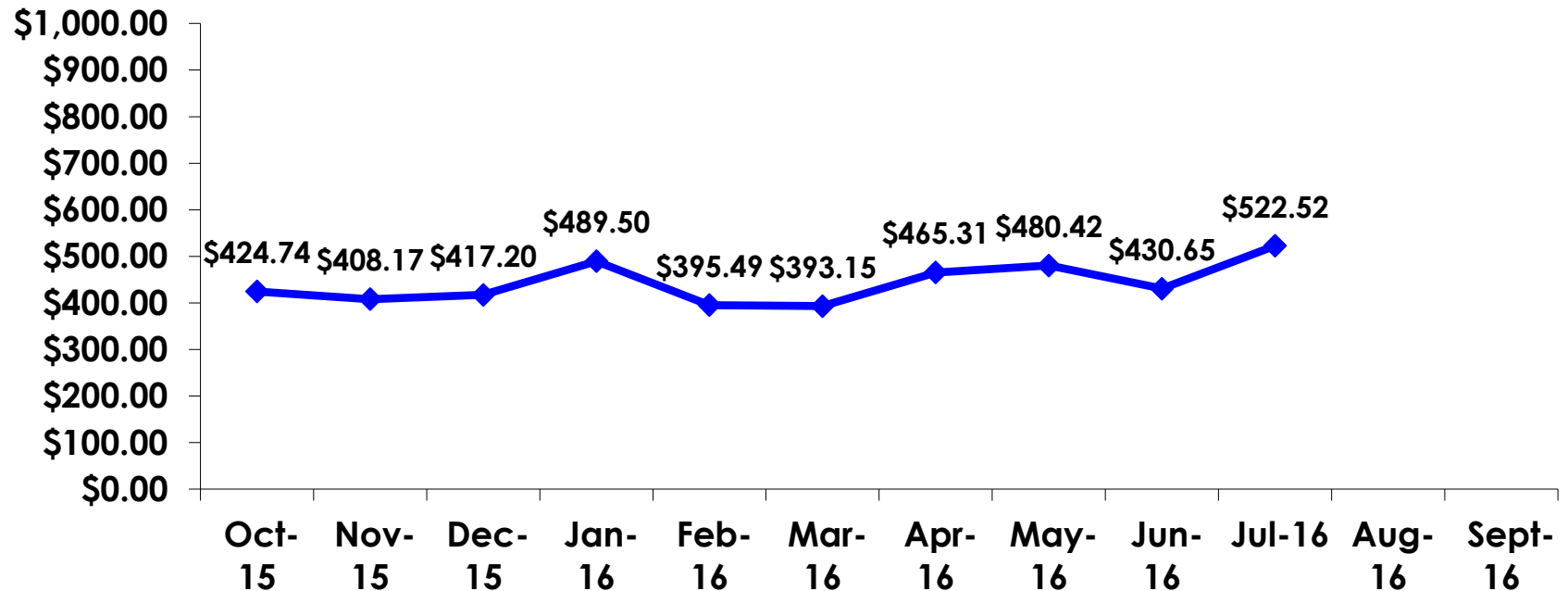
PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$931.29	\$967.39	\$898.51	\$401.19	\$1,141.08	\$1,345.86	\$1,014.51	\$891.36	\$955.03	\$975.36	\$1,173.75	\$922.10
	Median	\$962	\$962	\$962	\$0	\$1,106	\$1,010	\$1,010	\$914	\$962	\$962	\$1,251	\$962
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$4,810	\$4,810	\$3,887	\$3,887	\$1,924	\$4,810	\$4,810	\$4,810	\$3,887	\$2,405	\$2,405	\$2,405

PREPAID EXPENDITURES BREAKDOWN

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
AIR & HOTEL	Mean	\$2,071.38	\$2,956.98	\$1,321.32	\$3,463.54	\$2,221.23	\$2,676.37	\$2,405.94	\$1,505.84	\$3,055.12	\$3,686.00	\$2,708.66	\$2,433.78
	Median	\$1,515	\$2,448	\$1,106	\$3,464	\$2,117	\$1,924	\$1,732	\$1,155	\$2,598	\$3,415	\$2,694	\$1,924
AIR/ HOTEL/ MEAL	Mean	\$2,795.09	\$3,444.29	\$2,081.97	.	\$3,655.96	\$4,810.47	\$3,415.43	\$1,669.23	\$4,161.05	\$4,401.58	.	\$3,128.18
	Median	\$1,924	\$2,886	\$1,251	.	\$3,848	\$4,810	\$3,367	\$1,395	\$2,982	\$3,945	.	\$1,924
AIR ONLY	Mean	\$1,387.22	\$1,738.98	\$721.57	.	\$1,250.72	\$1,106.41	\$1,414.28	\$926.23	\$1,691.68	\$1,961.98	.	\$1,365.69
	Median	\$1,299	\$1,636	\$722	.	\$1,347	\$1,106	\$1,395	\$481	\$1,539	\$1,828	.	\$938
HOTEL ONLY	Mean	\$822.78	\$879.47	\$962.09	.	\$721.57	\$865.88	\$706.18	\$554.41	\$979.41	\$1,036.17	.	\$888.13
	Median	\$577	\$770	\$962	.	\$722	\$866	\$866	\$529	\$770	\$914	.	\$673
HOTEL & MEAL	Mean	\$1,106.41	\$1,924.19	\$1,924.19	\$288.63	\$1,924.19	\$1,924.19	.	\$1,924.19
	Median	\$1,106	\$1,924	\$1,924	\$289	\$1,924	\$1,924	.	\$1,924
F&B HOTEL	Mean	\$206.85	\$269.39	\$96.21	\$9.62	\$288.63	.	\$96.21	\$102.62	\$320.70	\$320.70	.	\$432.94
	Median	\$192	\$289	\$96	\$10	\$289	.	\$96	\$10	\$289	\$289	.	\$433
TRANS- JAPAN	Mean	\$167.53	\$251.72	\$109.04	\$9.62	\$182.80	\$192.42	\$162.35	\$162.59	\$169.70	\$106.15	.	\$219.36
	Median	\$96	\$168	\$96	\$10	\$192	\$192	\$168	\$67	\$144	\$96	.	\$96
TRANS- GUAM	Mean	\$64.89	\$42.97	\$96.21	\$9.62	.	.	\$80.17	\$67.83	\$59.01	\$71.19	.	\$64.27
	Median	\$48	\$48	\$96	\$10	.	.	\$96	\$30	\$71	\$71	.	\$71
OPT TOURS	Mean	\$302.02	\$412.37	\$193.11	\$96.21	\$192.42	\$404.08	\$382.12	\$221.28	\$387.15	\$501.57	\$384.84	\$354.72
	Median	\$192	\$308	\$144	\$96	\$192	\$192	\$289	\$192	\$289	\$308	\$385	\$192
OTHER	Mean	\$364.32	\$548.78	\$168.69	\$211.66	\$96.21	.	\$401.77	\$184.16	\$526.33	\$802.39	\$288.63	\$419.47
	Median	\$171	\$192	\$150	\$212	\$96	.	\$171	\$120	\$192	\$481	\$289	\$144
TOTAL	Mean	\$1,944.00	\$2,709.92	\$1,207.21	\$401.19	\$2,191.17	\$2,674.62	\$2,231.61	\$1,393.41	\$2,763.12	\$3,400.66	\$2,411.65	\$2,275.72
	Median	\$1,443	\$2,309	\$1,049	\$0	\$2,020	\$1,924	\$1,636	\$1,058	\$2,405	\$2,982	\$2,886	\$1,924

ON-ISLAND EXPENDITURES - TRACKING



YTD = \$442.57

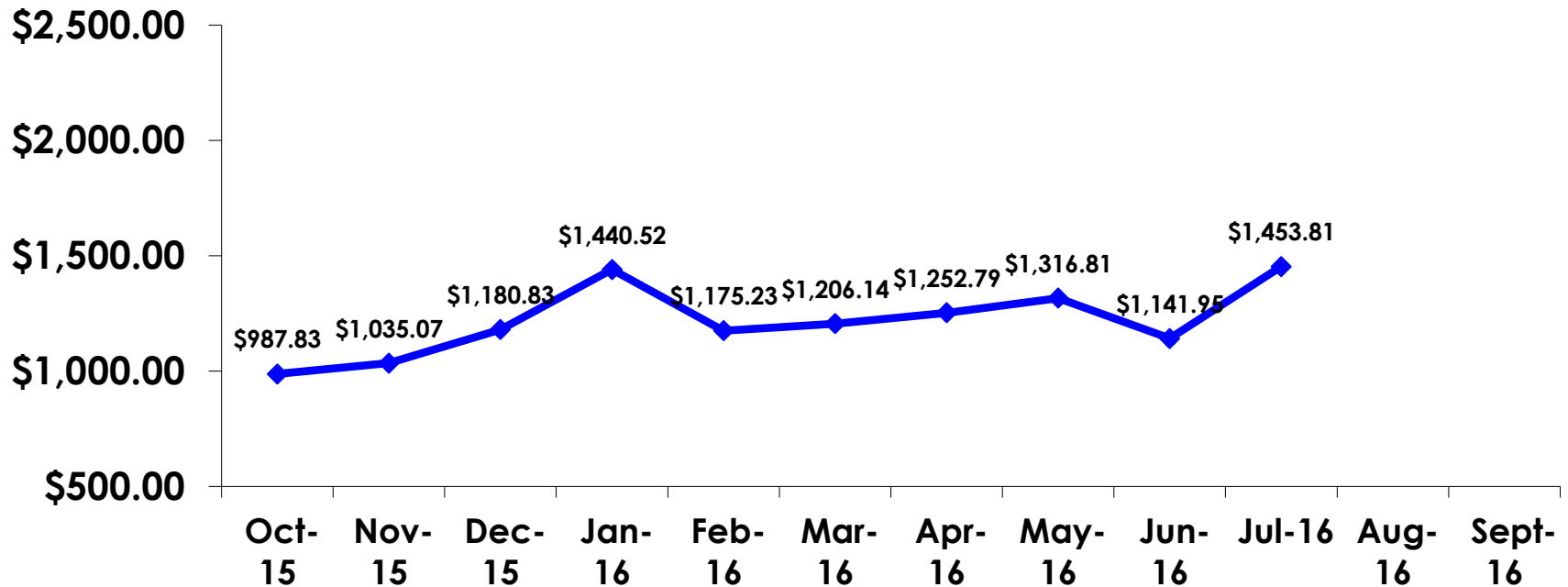
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	OFFICE LADY	GROUP TRVL	SILVERS	WEDDING	SPORT	18-35	36-55	WITH CHILD	HONEYMOON	REPEAT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$522.52	\$443.79	\$646.16	\$483.50	\$517.21	\$981.50	\$460.64	\$581.43	\$431.75	\$323.34	\$542.89	\$531.27
	Median	\$380	\$300	\$500	\$488	\$491	\$550	\$350	\$420	\$300	\$259	\$500	\$375
	Minimum	\$0	\$0	\$0	\$200	\$100	\$60	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$5,820	\$5,820	\$3,500	\$800	\$2,000	\$5,820	\$2,133	\$5,820	\$3,300	\$1,333	\$1,450	\$5,820

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	\$58.30	\$87.22	\$30.08	\$30.00	\$132.19	\$51.00	\$78.66	\$30.74	\$95.83	\$116.90	\$26.67	\$84.92
F&B FF/STORE	Mean	\$40.97	\$47.29	\$24.13	\$32.50	\$45.63	\$42.00	\$44.29	\$38.10	\$44.05	\$56.89	\$29.00	\$49.46
F&B RESTRNT	Mean	\$118.15	\$159.54	\$79.28	\$59.00	\$74.06	\$156.67	\$156.56	\$106.40	\$147.85	\$196.00	\$101.33	\$159.91
OPT TOUR	Mean	\$60.09	\$72.98	\$48.53	\$94.00	\$76.25	\$72.00	\$116.48	\$52.05	\$77.54	\$92.01	\$58.00	\$67.94
GIFT- SELF	Mean	\$252.26	\$266.98	\$279.15	\$182.00	\$49.38	\$1,200.00	\$201.91	\$280.01	\$247.54	\$181.58	\$203.33	\$325.25
GIFT- OTHER	Mean	\$134.36	\$150.40	\$105.28	\$59.00	\$273.13	\$178.00	\$142.09	\$112.48	\$127.63	\$137.15	\$134.67	\$160.30
TRANS	Mean	\$13.96	\$20.03	\$4.13	\$22.00	\$20.25	\$20.67	\$17.75	\$11.48	\$18.86	\$20.85	\$7.60	\$18.02
OTHER	Mean	\$234.98	\$314.87	\$285.73	\$30.00	\$308.75	\$224.00	\$197.21	\$215.98	\$241.98	\$264.30	\$580.73	\$211.69
TOTAL	Mean	\$913.71	\$1,119.58	\$856.33	\$508.50	\$979.62	\$1,944.33	\$955.45	\$848.42	\$1,001.28	\$1,065.68	\$1,141.33	\$1,077.78

TOTAL EXPENDITURES – TRACKING



YTD=\$1,219.06

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	\$1,453.81	\$1,411.18	\$1,544.67	\$884.69	\$1,658.29	\$2,327.36	\$1,475.16	\$1,472.78	\$1,386.78	\$1,298.70	\$1,716.64	\$1,453.37
	Median	\$1,355	\$1,336	\$1,453	\$488	\$1,527	\$1,722	\$1,451	\$1,335	\$1,342	\$1,342	\$1,843	\$1,359
	Minimum	\$0	\$0	\$100	\$200	\$130	\$100	\$0	\$0	\$0	\$0	\$397	\$0
	Maximum	\$6,943	\$6,943	\$4,539	\$4,487	\$3,924	\$6,943	\$6,943	\$6,943	\$4,487	\$2,770	\$2,989	\$6,782

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, Jun, Jul 2016, and Overall Oct-2015 - July 2016

	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Combi ned Oct- 2015 - Jul 2016
Drivers:	rank	rank	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							
Variety of daytime tours	5										9
Quality of nighttime tours											
Variety of nighttime tours											
Quality of shopping		3			2	4			3		
Variety of shopping	2			5				4		3	3
Price of things on Guam				1							
Quality of hotel accommodations			2			2	3		2	5	5
Quality/cleanliness of air, sky			4								8
Quality/cleanliness of parks					1						
Quality of landscape in Tumon	1	1	1	3						1	1
Quality of landscape in Guam					4	1	1	5	1	4	6
Quality of ground handler						3		1			7
Quality/cleanliness of transportation vehicles	3	2		4	3	5	2	3	4	2	2
% of Overall Satisfaction Accounted For	65.6%	46.7%	53.1%	45.9%	44.2%	50.0%	53.0%	55.9%	42.5%	55.7%	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 July 2016 Period. By rank order they are:
 - **Quality of landscape in Tumon,**
 - **Quality & cleanliness of transportation vehicles,**
 - **Variety of shopping,**
 - **Quality of landscape in Guam, and**
 - **Quality of hotel accommodations.**
- With all five factors the overall r^2 is .557 meaning that **55.7% 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, Jun, Jul 2016 and Overall Oct-2015-Jul 2016

	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Combi ned Oct- 2015- Jul 2016
Drivers:	rank	rank	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							2
Quality of shopping				1							1
Variety of shopping						1					
Price of things on Guam				4						1	3
Quality of hotel accommodations	1										
Quality/cleanliness of air, sky											
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%	0.0%	5.1%	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 one significant factor in the July 2016 Period. It is:
 - **Price of things on Guam.**
- With this factor the overall r^2 is .051 meaning that **5.1% of Per Person On Island Expenditure is accounted for by this factor.**