



# ICC World Cup Cricket 2007



## Background

- The West Indies was given the opportunity to host the spectacular ICC Cricket World Cup for the first time. This historical event saw the influx of media personnel, spectators and team members to our shores. Jamaica's World Cup package included hosting the Opening Ceremony along with some warm up matches, first round matches and semi-final matches. Given the tremendous impact hosting such an event would have on our tourism industry; the Jamaica Tourist Board saw the necessity to conduct a survey to garner feedback from the patrons attending the events.

### Objectives

The main objectives of this survey were:

- To determine whether overseas patrons come to Jamaica specifically for the event
- To determine the level of satisfaction among patrons attending the event.

## Background

The specific objectives were:

- To determine if the patrons were visiting Jamaica for the first time.
- To determine the methods patrons use to make reservations.
- To ascertain the name of the Travel Agent used.
- To ascertain the type and location of accommodation used.
- To determine the countries attended or plan to attend for the ICC Cricket World Cup.
- To rate the characteristics of the venues.
- To determine the events attended whilst in Jamaica for the ICC Cricket World Cup.
- To rate the characteristics pertaining to the Opening Ceremony.
- To rate the level of organization of Cricket World Cup

## Methodology

- Face to Face interviews were done with patrons who attended the Cricket Matches. A team of researchers conducted interviews at the hotels in Kingston , Normal Manley International Airport, Montego Bay Airport and the One love Village.
- The interviewers were successful in conducting 213 interviews. This included interviews with spectators , media , team members, Officials and Sponsors.

Timing

- Interviews with the Jamaican residents were done March 13- April 28, 2007.

## Summary

- More than half the persons who were interviewed were visiting Jamaica for the first time.
- The repeat visitors accounted for 46% of those sampled. They were asked to indicate when they had their last trip to Jamaica. Close to 50% stated that their last trip to Jamaica was less than 1 year ago. The next highest number indicated that it was between three (3) to five (5) years ago.
- The majority (92%) of the respondents came to Jamaica specifically for Cricket World Cup. A small number (8%) on the other hand did not come specifically for Cricket world Cup. They came for other purposes but still attended matches.
- A high number (74%) of the respondents indicated that they were in support of a particular team. When asked to state the team close to 50% stated that they were supporting West Indies. The next highest number (16%) was supporting Ireland.
- Just over 50% of the respondents used a Travel Agent to make their reservation. The Travel Agent used by the highest number of the respondents was Cricket Logistics.

## Summary

- A significant (38%) of the patrons attended or planned to attend matches in Barbados.
- The respondents were overall satisfied with the visitor attractions, the places to eat and drink, the shops, accommodations, cleanliness of the country, the tourist information centers and the ground transportation.
- Both airports received favorable ratings from the respondents with regard to cleanliness, comfort, welcome, speed of service etc.
- Over 50% of the respondents were very satisfied with the facilities at Trelawny Multipurpose Stadium and Sabina Park.
- The level of organization of Cricket World Cup was given a very good to excellent rating by the majority (69%) of the respondents.
- Kingston is the areas where the largest number (63%) of the respondents stayed.

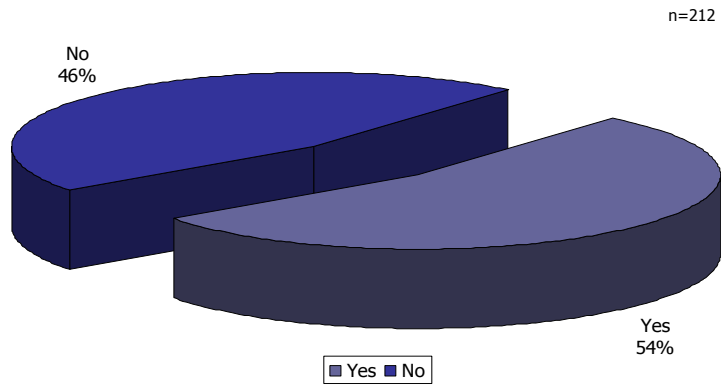
## Summary

- Twenty five percent (25%) of the respondents traveled on a pre-paid tour package.
- Thirty six percent (36%) of the respondents stated that their visit to Jamaica was far better than expected.
- The majority (84%) of the respondents stated that they would definitely recommend Jamaica as a tourist destination.
- Seventy seven percent (77%) indicated that they would definitely recommend Jamaica as a sporting destination.
- Little over 50% indicated that they would recommend Jamaica as a business destination.
- A significant number of the respondents stated that it was extremely likely (39%) and very likely (38%) for them to return to Jamaica.

## Summary

- The highest number (24%) of the persons interviewed were from the West Indies. A small number on the other hand indicated that they reside in the West Indies. In fact a significant number of the respondents reside in England (23%) and USA (22%).

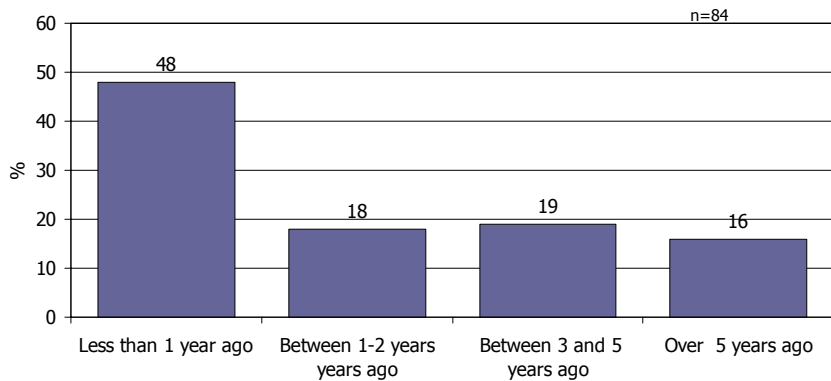
### Is this your first visit to Jamaica?



More than half of the persons interviewed were visiting Jamaica for the first time.

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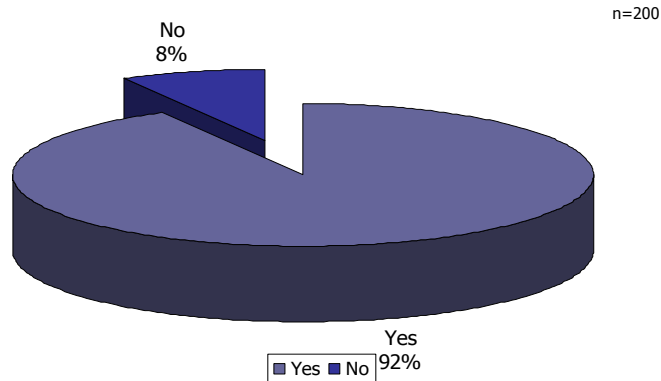
### When was your last trip to Jamaica?



The repeat visitors were asked to indicate their last trip to Jamaica. close to 50% indicated that it was less than 1 year ago.

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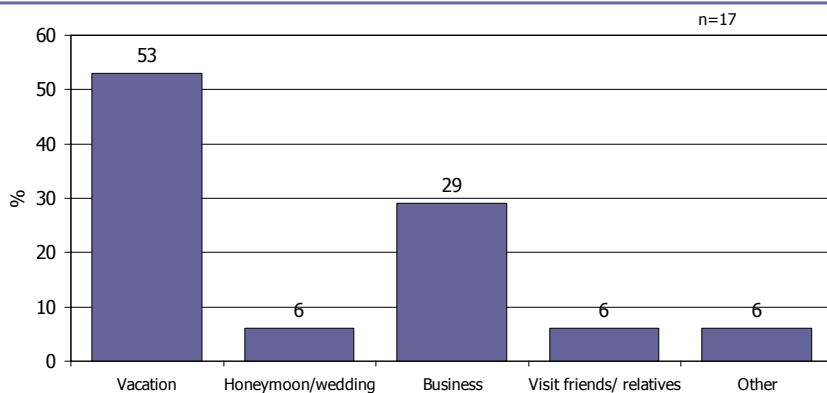
### Did you come to Jamaica Specifically for Cricket World cup?



The vast majority (92%) of those interviewed came to Jamaica specifically for Cricket World Cup.

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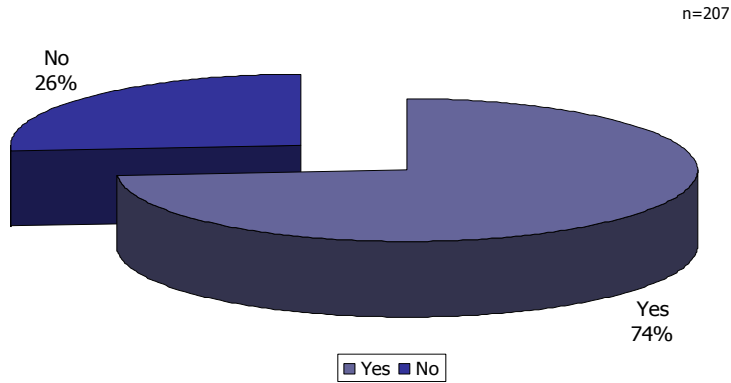
### What was the main purpose of your visit to Jamaica?



Those who came to Jamaica specifically for World Cup Cricket were asked to state the main purpose of their visit. The majority (53%) stated that they were here on vacation. The next highest number (29%) were here on business.

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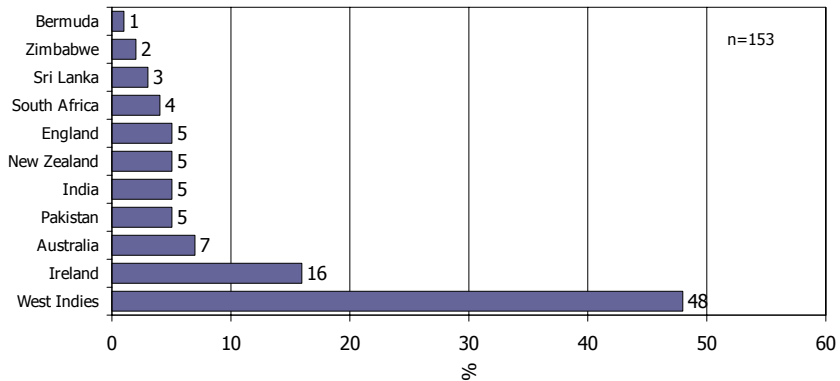
### Is there a particular team you came to support?



The majority (74%) of the persons interviewed indicated that they came to support a particular team.

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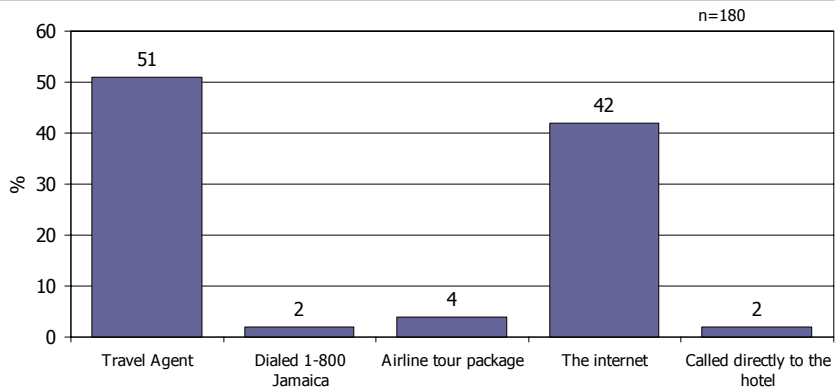
### Name of the team



Those who came to support a particular team were asked to state the name of the team. Close to 50% were in support of the West Indies. The next highest number (16%) were in support of the Irish team.

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## What method did you use to make your reservation?



The majority (51%) of the respondents indicated that they used a travel agent to make their reservation. The next highest number use the internet (42%).

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## Travel Agent used

- Of the Ninety-one (91) persons who stated that they made their reservation through a Travel Agent Fifty-nine (59) persons stated the Travel Agent used. The Travel Agents highlighted by the respondents and the number of persons who used them are listed below.

Cricket Logistics (6)	Gulliver's (4)	Incentive Destinations (3)
Travel Councillor's (3)	American Express (3)	Air Jamaica Vacations (2)
Travel House- Barbados (2)	Sure Travel (2)	Travezee World (2)
Travel World (2)	Caribbean Fun Travel (2)	Travel Inc (1)
CAA Travel (1)	Carlson Wagonlit (1)	Kuoni(1)
Air Jamaica Vacations (1)	Liberty Travel (1)	St. James Travel (1)
Travel Care (1)	Tropical Places (1)	VS Travel Agency (1)
Alpha (1)	India's Travel Bureau (1)	Flight Centre (1)
Travezee World (1)	Student Travel (1)	Polani Travel Agent (1)
Travelocity (1)	E-Bookers (1)	Gets(1)
Sadlier Travel (1)	Malahide Travel (1)	Harvey's World Travel (1)
Simpaul (1)	George Travel (1)	Carib Tours (1)
Other (2)		

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### Travel Agent used

Characteristics	Not Important	Somewhat Important	Important	Very Important
	%	%	%	%
Cricket World Cup	0	1	5	94
Good value	29	14	27	30
Beaches	40	9	23	27
Suitable accommodation facilities	25	6	24	45
Nightlife	37	17	18	28
Attracted by advertisement	62	16	7	15
Culture	28	13	24	35
Friends/relatives recommendation	52	10	16	23
Travel agents recommendations	71	8	8	13
Fun/entertainment	21	15	30	34
Relaxation	27	14	27	31
Scenery/landscape	24	14	29	32
Here on business	57	7	6	6
Easy to get to	49	16	16	19
Other (specify)	43	14	14	29

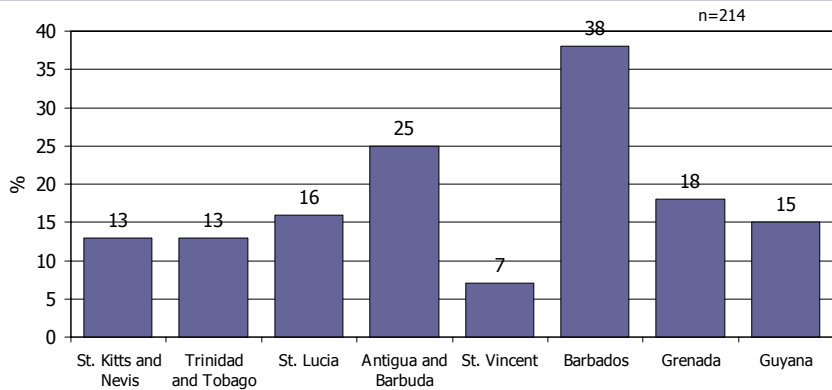
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### Travel Agent used

	Impression before the trip	Ratings after trip
Scenery	7	8
Attitude of people	7	8
Security	6	8
Accommodation facilities	7	8
Transportation	7	8
Entertainment	8	8
Beautification of Kingston	6	7

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## Matches attended or planned to attend



The patrons were asked to state the countries they attended or plan to attend for the various matches. The top country visited by the respondents was Barbados (38%). The country visited by the next highest number of the patrons was Antigua and Barbuda (25%).

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## Number of days in the various countries

Country	Average # numbers days
St. Kitts and Nevis	9
Trinidad and Tobago	7
St. Lucia	7
Antigua and Barbuda	9
St. Vincent and the Grenadines	8
Barbados	8
Grenada	9
Guyana	8
Jamaica	9

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## Thoughts about Jamaica as a destination

Characteristics	Level of satisfaction				
	Not at all satisfied	Not satisfied	Neutral	Satisfied	Very satisfied
	%	%	%	%	%
<b>Visitor attraction</b>					
Quality of service	1	2	6	30	62
Value for money	1	3	11	38	48
Accessibility	0	3	8	38	51
Opening times	1	0	9	39	51
<b>Places to eat and drink</b>					
Variety	0	6	10	31	53
Quality of service	1	6	9	35	50
Value for money	1	6	14	29	51
Accessibility	3	0	12	32	53
Menu choices	1	6	10	29	54
<b>Shops</b>					
Quality of service	0	4	17	30	49
Value for money	1	4	21	28	46
Accessibility	6	0	16	29	49
Opening times	0	7	16	31	46

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## Thoughts about Jamaica as a destination

Characteristics	Level of satisfaction				
	Not at all satisfied	Not satisfied	Neutral	Satisfied	Very satisfied
	%	%	%	%	%
<b>Accommodation</b>					
Quality of service	1	3	7	28	61
Value for money	3	3	9	26	59
Accessibility	1	0	12	27	61
Opening times	0	0	10	26	64
<b>Ease of finding your way around</b>					
Road signs	5	23	20	22	29
Pedestrian signs	4	25	19	21	31
Display maps and info board	5	23	20	20	33
<b>Cleanliness</b>					
countryside	4	9	20	26	42
towns	6	14	26	22	32
beaches	1	4	12	31	52
attractions	1	3	16	29	51

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## Thoughts about Jamaica as a destination

Characteristics	Level of satisfaction				
	Not at all satisfied	Not satisfied	Neutral	Satisfied	Very satisfied
	%	%	%	%	%
<b>Tourist Information</b>					
Welcome	0	2	14	42	42
Speed of service	0	0	13	49	38
Helpfulness of information	0	2	19	34	45
Accessibility	2	0	20	36	42
<b>Ground transportation</b>					
Quality of service	0	7	11	28	54
Value for money	1	6	12	26	55
accessibility	0	4	11	30	55
Availability	0	4	8	30	58

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## Thoughts about Jamaica as a destination

Characteristics	Level of satisfaction				
	Not at all satisfied	Not satisfied	Neutral	Satisfied	Very satisfied
	%	%	%	%	%
<b>MBJ</b>					
Cleanliness	0	0	13	24	63
Comfort	1	3	17	22	58
Welcome	1	3	9	23	65
Speed of service	0	1	9	30	60
Friendliness of immigration officers	0	4	6	30	60
Friendliness of custom officers	0	7	9	26	58
Quality of service	0	3	7	31	60
<b>NMIA</b>					
Cleanliness	1	3	8	37	52
Comfortable	0	4	12	36	49
Welcome	0	3	8	32	57
Speed of service	2	7	10	29	52
Friendliness of immigration Officers	1	1	9	30	59
Friendliness' of Customs Officers	0	3	10	30	57
Quality of service	1	3	11	31	55

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### Thoughts about the venues

Characteristics	Level of satisfaction				
	Not at all satisfied	Not satisfied	Neutral	Satisfied	Very satisfied
	%	%	%	%	%
<b>Trelawny Multipurpose Stadium</b>					
Parking	1	9	14	24	53
Directional signage (e.g. exit signs etc.)	1	8	12	28	51
Screening and access point management	0	4	15	34	48
Organization of the event	0	4	8	30	58
Overall security	0	5	6	30	60
Availability of food and drinks	2	13	13	20	53
cleanliness	1	2	4	32	61
Toilet facilities	0	1	10	31	58
Atmospheric appeals of the grounds	0	2	3	25	69
Seating Management	4	6	6	20	64

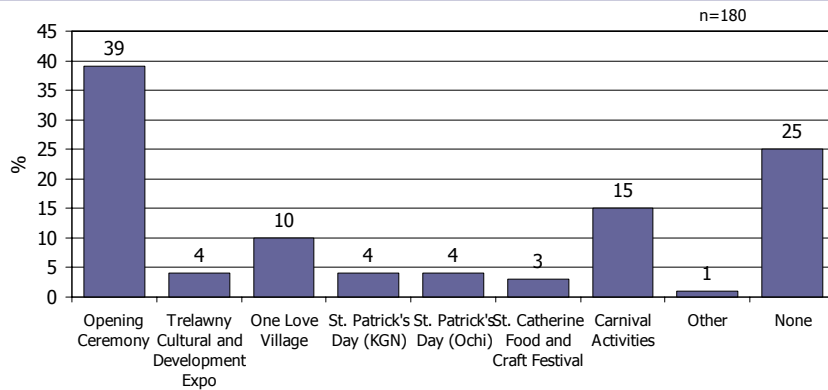
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### Thoughts about the venues

Characteristics	Level of satisfaction				
	Not at all satisfied	Not satisfied	Neutral	Satisfied	Very satisfied
	%	%	%	%	%
<b>Sabina Park</b>					
Park and ride	2	4	5	15	73
Directional signage (e.g. exit signs)	2	4	6	17	72
Transportation to and from venue	0	4	5	19	72
Organization of the event	1	6	2	22	68
Overall security	1	4	1	18	77
Availability of food and drinks	3	6	6	20	66
Cleanliness	1	1	5	27	66
Toilet facilities	1	2	3	28	66
Atmospheric appeal of the grounds	0	2	2	20	77
Seating management	1	3	4	16	76

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## Event attended during visit



The majority (75%) of the patrons visited various Cricket related events while in Jamaica. 39% indicated that they visited the Opening Ceremony. The next highest number (15%) attended Carnival activities. The One Love Village was visited by 10% of the respondents.

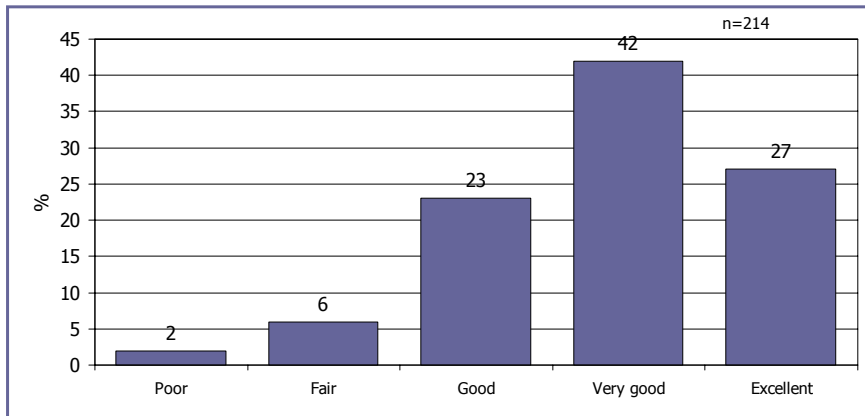
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## Level of satisfaction with aspects of the Opening Ceremony

Characteristics	Level of satisfaction				
	Not at all satisfied	Not satisfied	Neutral	Satisfied	Very satisfied
	%	%	%	%	%
Overall impression of the opening ceremony	0	2	8	34	56
Level of organization	1	4	7	40	48
Representing Caribbean culture	3	1	5	34	57
Expression of Caribbean creativity	3	2	8	32	55
Performance	1	1	5	34	59
Lighting	1	3	11	35	50
Security	2	1	9	34	54
Seating arrangement	3	3	10	36	37
Traffic management	7	6	16	30	42

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## Rating of the level of organization of Cricket World Cup



The visitors were asked to rate the organization of World Cup Cricket. The majority (69%) gave it a very good to excellent rating.

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## Reason for giving it this rating

### Reason for giving it a poor rating

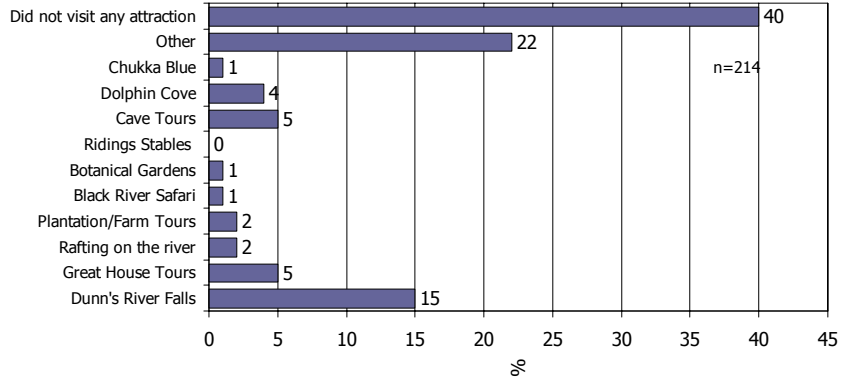
- Fell short of expectations
- Poor organization
- Difficulty getting tickets

### Reasons for giving it fair to excellent rating

- Good organization
- Good experience
- Enjoyed shows
- Liked the venue
- Good security
- Easy access to venue
- People friendly/ helpful
- Good facilities
- Exceeded expectations

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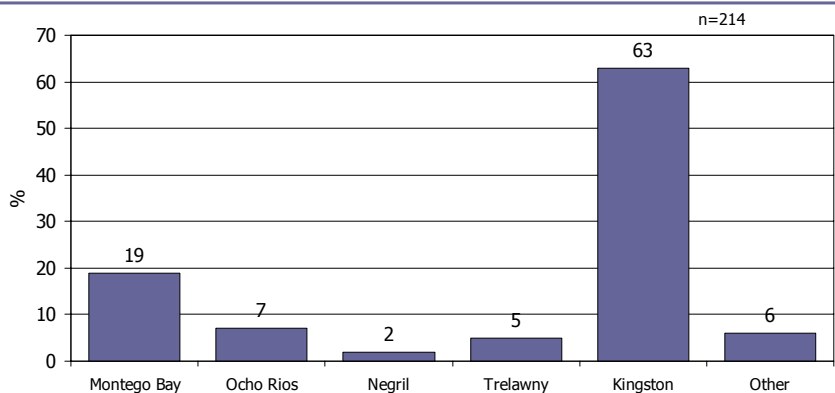
## Places visited during your stay in Jamaica



The majority (60%) of the respondents visited an attraction during their stay.

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## What area of Jamaica did you stay



The majority (63%) of the respondents stayed in Kingston for Cricket World Cup.

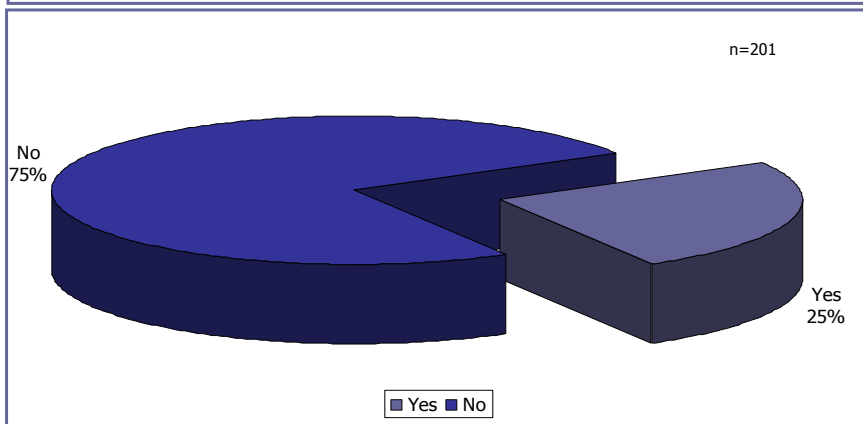
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## Area vs. the type of accommodation

Area	Type of accommodation					
	Hotel	Villa	Guest House	Apartment	Private home	Bed and Breakfast
	%	%	%	%	%	%
Montego Bay	91	4	0	0	2	2
Ocho Rios	75	13	6	0	6	0
Negril	60	0	0	20	20	0
Trelawny	60	0	0	0	40	0
Kingston	77	0	3	2	18	1

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## Did you travel on pre-paid package



75% of the respondents did not travel on a tour package. 25% on the other hand indicated that they traveled on a tour package

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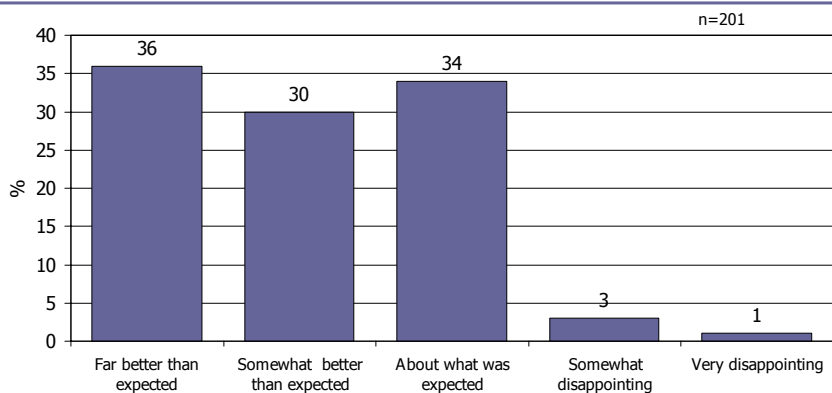
## Expenditure

Item	Cost					
	\$1-\$500	\$501-\$1,000	\$1001-\$2,000	\$2001-\$3,000	\$3001-\$4,000	\$4001 and over
	%	%	%	%	%	%
Cost of tour package*	7	15	37	15	11	15
Extra spent outside of tour package	76	15	9	0	0	0

Distribution of extra expenditure for those who came on a prepaid tour package	%	Distribution of Expenditure for those who did not come on a prepaid tour package	%
Food and beverage outside of accommodation	36	Accommodation (including meals and drinks at the hotel)	49
Transportation	13	Food and beverage outside of accommodation	16
Shopping	37	Transportation	8
Cricket tickets	14	Shopping	12
Total	100	Cricket tickets	15
		Total	100

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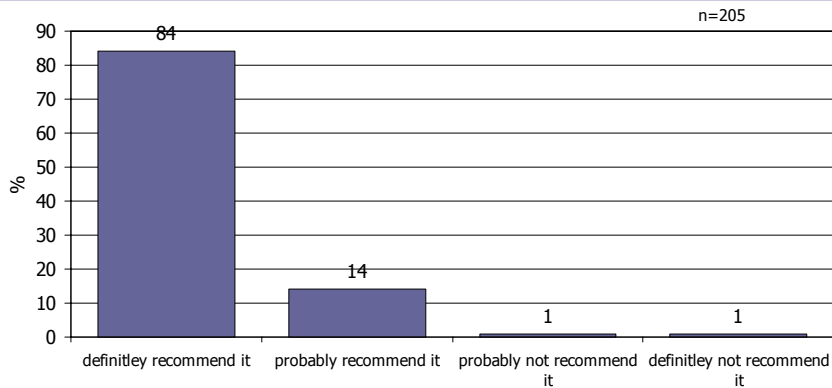
## How was your visit compared to your expectation?



The visitors were asked to rate their visit compared to their expectation. 66% gave their visit a favorable rating. 36% indicated that it was far better than expected and 34% indicated that it was about what was expected.

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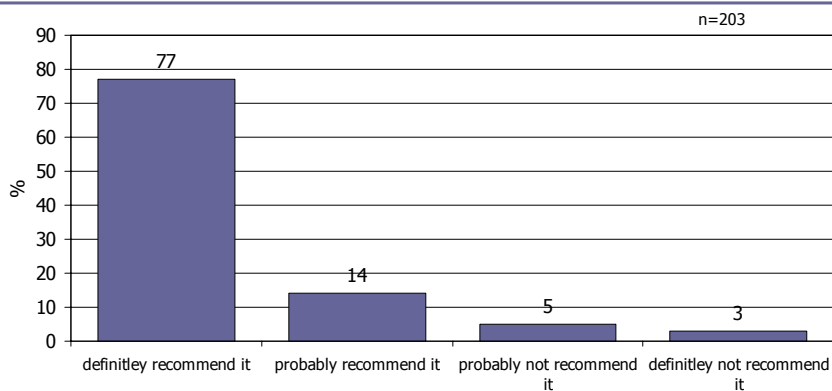
## Likelihood to recommend JA as a tourist destination



The majority (84%) of the respondents stated that they would recommend Jamaica as a tourist destination.

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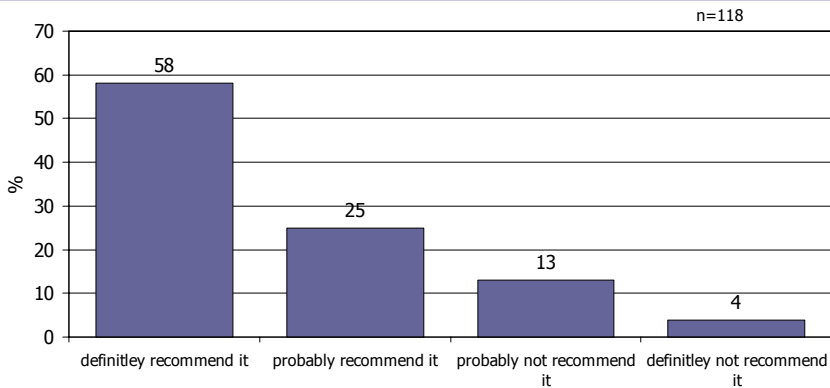
## Likelihood to recommend JA as a sporting destination



The majority (77%) stated that they would recommend Jamaica as a sporting destination.

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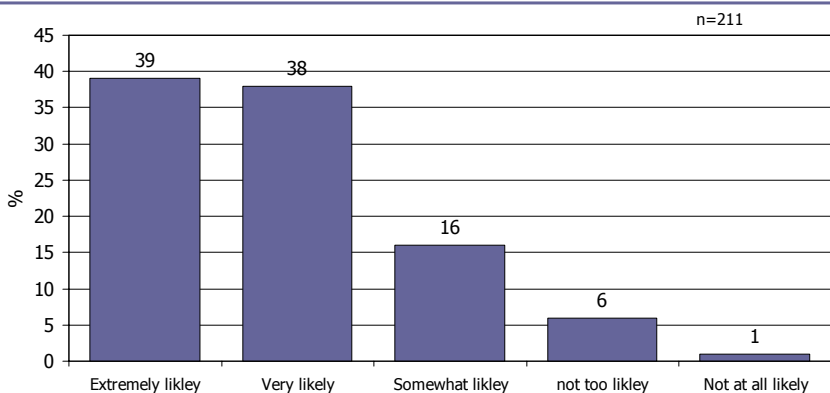
## Likelihood to recommend JA as a business destination



The majority (58%) of the respondents stated that they would definitely recommend Jamaica as a sporting destination.

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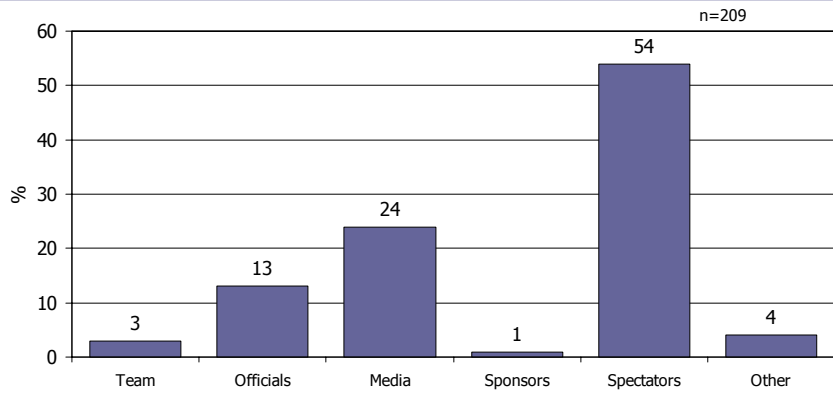
## Likelihood to return to Jamaica



The respondents were asked to indicate their likelihood of returning to Jamaica. 39% indicated that it was extremely likely for them to return to Jamaica. Another 38% stated that it was very likely for them to return to Jamaica.

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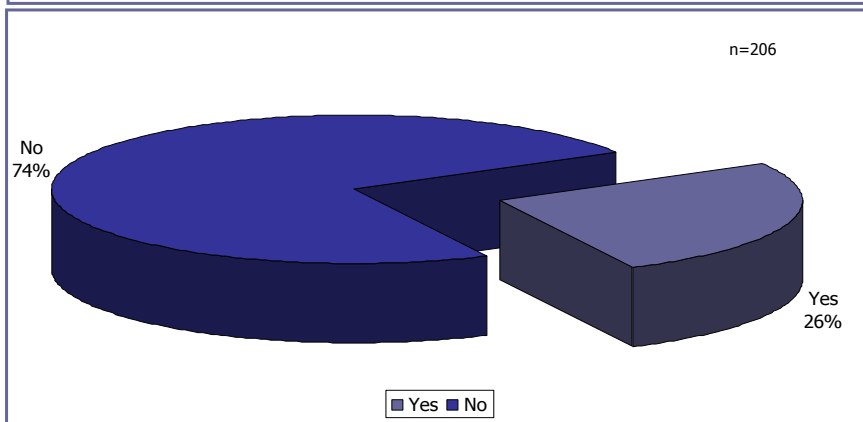
## Classification



The majority (54%) of the persons interviewed were spectators for Cricket World Cup. The next highest (24%) number were media personnel.

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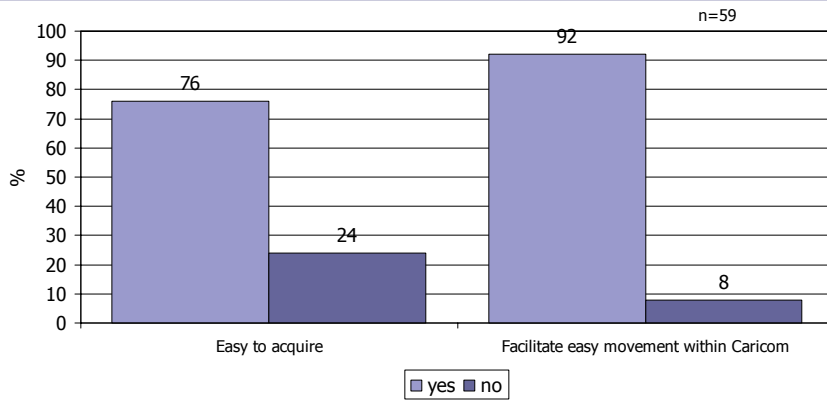
## Did you require a Caricom "special visa" to travel to Jamaica?



The majority (74%) of the respondents did not require a CARICOM "special visa" to travel.

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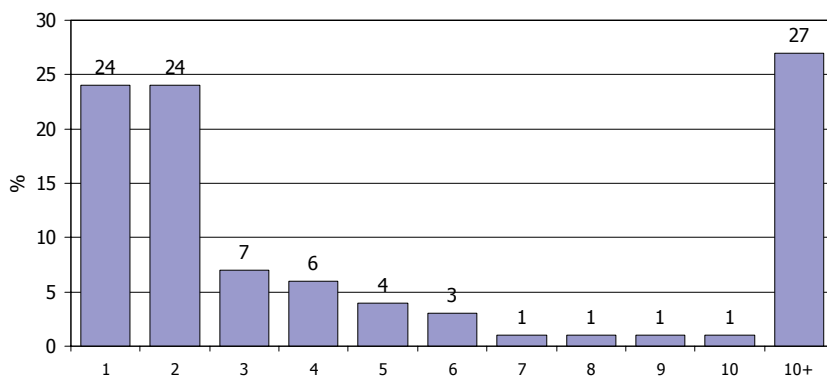
## Thoughts on the Caricom Visa



Those who acquired the CARICOM Visa were asked if it was easy to acquire and if it facilitated easy movement within CARICOM. 76% indicated that it was easy to acquire and 92% stated that it facilitated easy movement within CARICOM.

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## Number of persons in party



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