

# Measurement of Visitor Expenditure in Jamaica 2006

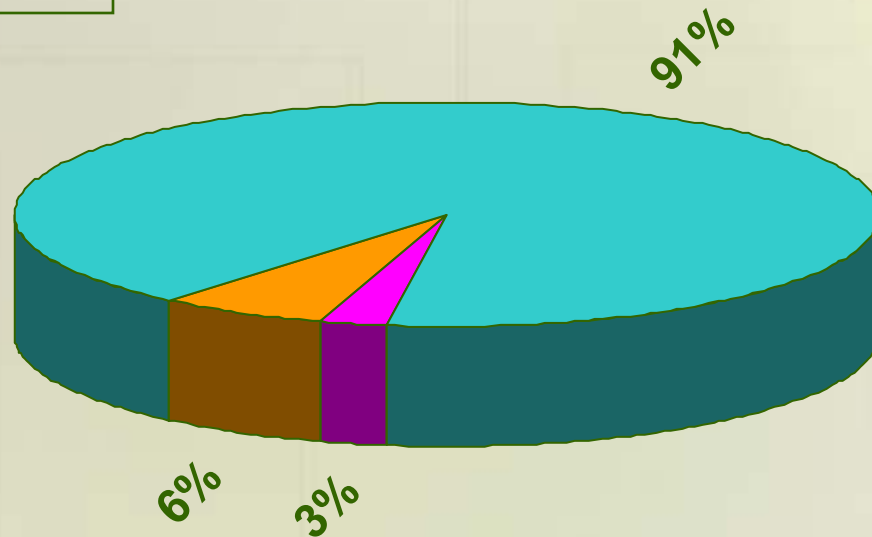
Summary of Findings

# Methodology

- Exit Surveys
- Procedure:
  - questionnaire administered by interviewers
  - data collected:
    - for one week each month, throughout the year, at the two international both airports, and
  - Sampling unit is “head of the party”

# Visitor Expenditure: 2006

Total Expenditure,  
US\$1,871 million



■ Foreign Nationals ■ Non-Resident Jamaicans ■ Cruise Passengers

# Distribution of Visitor Expenditure: 2006

## All Accommodations

<b>Expenditure Category</b>	<b>Amt/person/night</b>	<b>Share of</b>
	<b>US\$</b>	<b>Total</b>
		<b>%</b>
<b>Room</b>	<b>39.85</b>	<b>36.0</b>
<b>Food &amp; Beverage (in accommodation)</b>	<b>21.80</b>	<b>19.7</b>
<b>Food &amp; Beverage (outside accommodation)</b>	<b>8.20</b>	<b>7.4</b>
<b>Entertainment</b>	<b>11.37</b>	<b>10.3</b>
<b>Transportation</b>	<b>6.72</b>	<b>6.1</b>
<b>In-Bond Shopping</b>	<b>3.34</b>	<b>3.0</b>
<b>Clothing</b>	<b>3.38</b>	<b>3.1</b>
<b>Other Shopping</b>	<b>5.78</b>	<b>5.2</b>
<b>Miscellaneous Expenses</b>	<b>10.20</b>	<b>9.2</b>
	<b>110.64</b>	<b>100.0</b>

# Distribution of Visitor Expenditure:2006

## All Hotels

<b>Expenditure Category</b>	<b>Amt/person/night</b>	<b>Share of Total</b>
	<b>US\$</b>	<b>%</b>
<b>Room</b>	<b>65.98</b>	<b>39.6</b>
<b>Food &amp; Beverage (in accommodation)</b>	<b>37.40</b>	<b>22.5</b>
<b>Food &amp; Beverage (outside accommodation)</b>	<b>5.23</b>	<b>3.1</b>
<b>Entertainment</b>	<b>19.40</b>	<b>11.7</b>
<b>Transportation</b>	<b>7.03</b>	<b>4.2</b>
<b>In-Bond Shopping</b>	<b>4.87</b>	<b>2.9</b>
<b>Clothing</b>	<b>4.91</b>	<b>2.9</b>
<b>Other Shopping</b>	<b>6.55</b>	<b>3.9</b>
<b>Miscellaneous Expenses</b>	<b>15.10</b>	<b>9.1</b>
	<b>166.47</b>	<b>100.0</b>

# Distribution of Visitor Expenditure:2006

## All-Inclusive Hotels

<b>Expenditure Category</b>	<b>Amt/person/night</b>	<b>Share of Total</b>
	<b>US\$</b>	<b>%</b>
<b>Room</b>	<b>64.86</b>	<b>38.7</b>
<b>Food &amp; Beverage (in accommodation)</b>	<b>38.91</b>	<b>23.2</b>
<b>Food &amp; Beverage (outside accommodation)</b>	<b>3.26</b>	<b>1.9</b>
<b>Entertainment</b>	<b>21.75</b>	<b>13.0</b>
<b>Transportation</b>	<b>5.91</b>	<b>3.5</b>
<b>In-Bond Shopping</b>	<b>5.05</b>	<b>3.0</b>
<b>Clothing</b>	<b>5.22</b>	<b>3.1</b>
<b>Other Shopping</b>	<b>6.53</b>	<b>3.9</b>
<b>Miscellaneous Expenses</b>	<b>15.92</b>	<b>9.5</b>
	<b>167.41</b>	<b>100.0</b>

# Distribution of Visitor Expenditure:2006

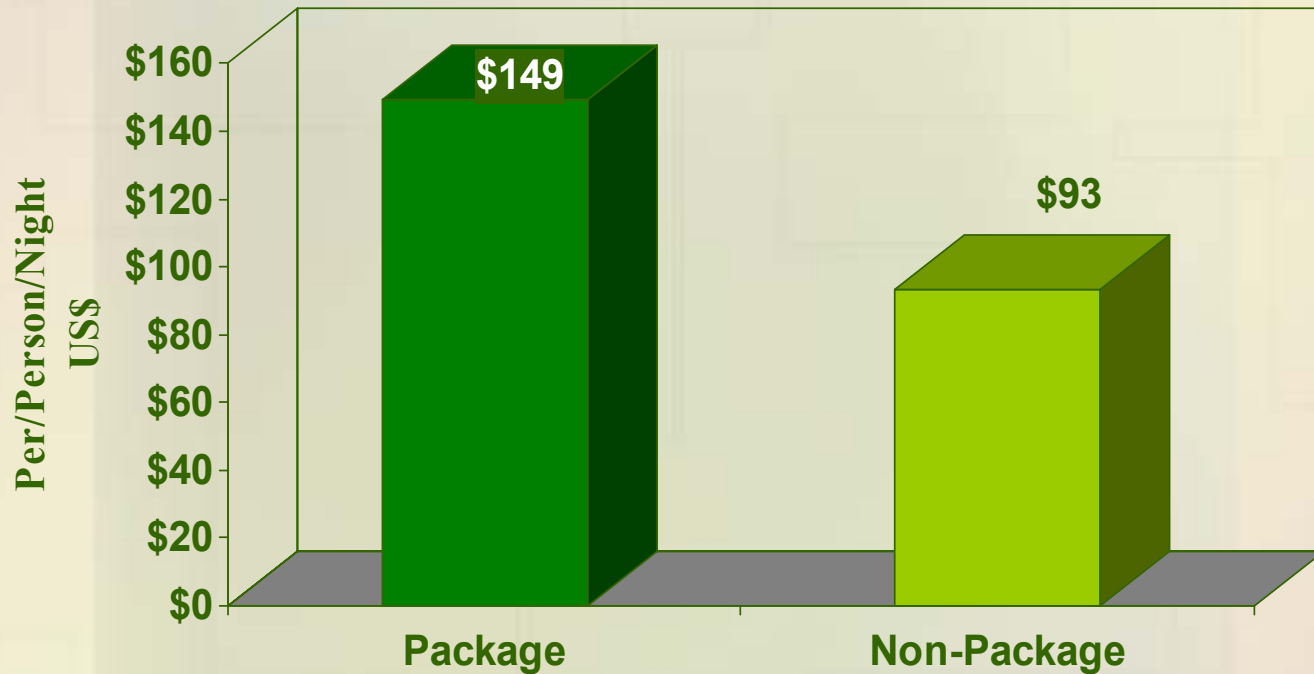
## EP Hotels

Expenditure Category	Amt/person/night	Share of
	US\$	Total %
Room	72.88	45.3
Food & Beverage (in accommodation)	28.18	17.5
Food & Beverage (outside accommodation)	17.29	10.7
Entertainment	5.06	3.1
Transportation	13.96	8.7
In-Bond Shopping	3.76	2.3
Clothing	3.04	1.9
Other Shopping	6.72	4.2
Miscellaneous Expenses	10.08	6.3
	<b>160.97</b>	<b>100.0</b>

# Average Expenditure Per Person Per Night by Month



# Expenditure By Package/Non-Package Tour



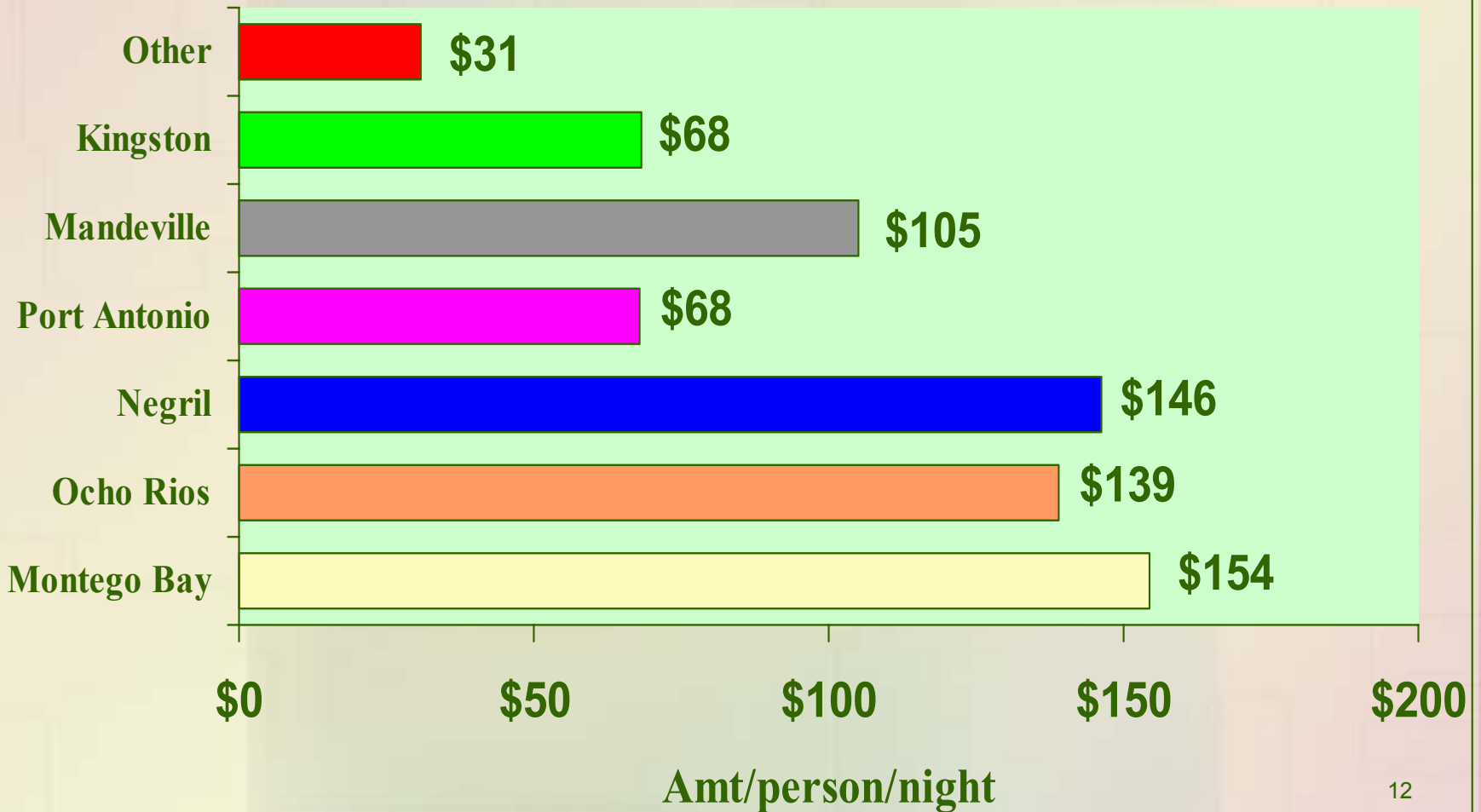
# Ave. Expenditure per person per night by Length of Stay



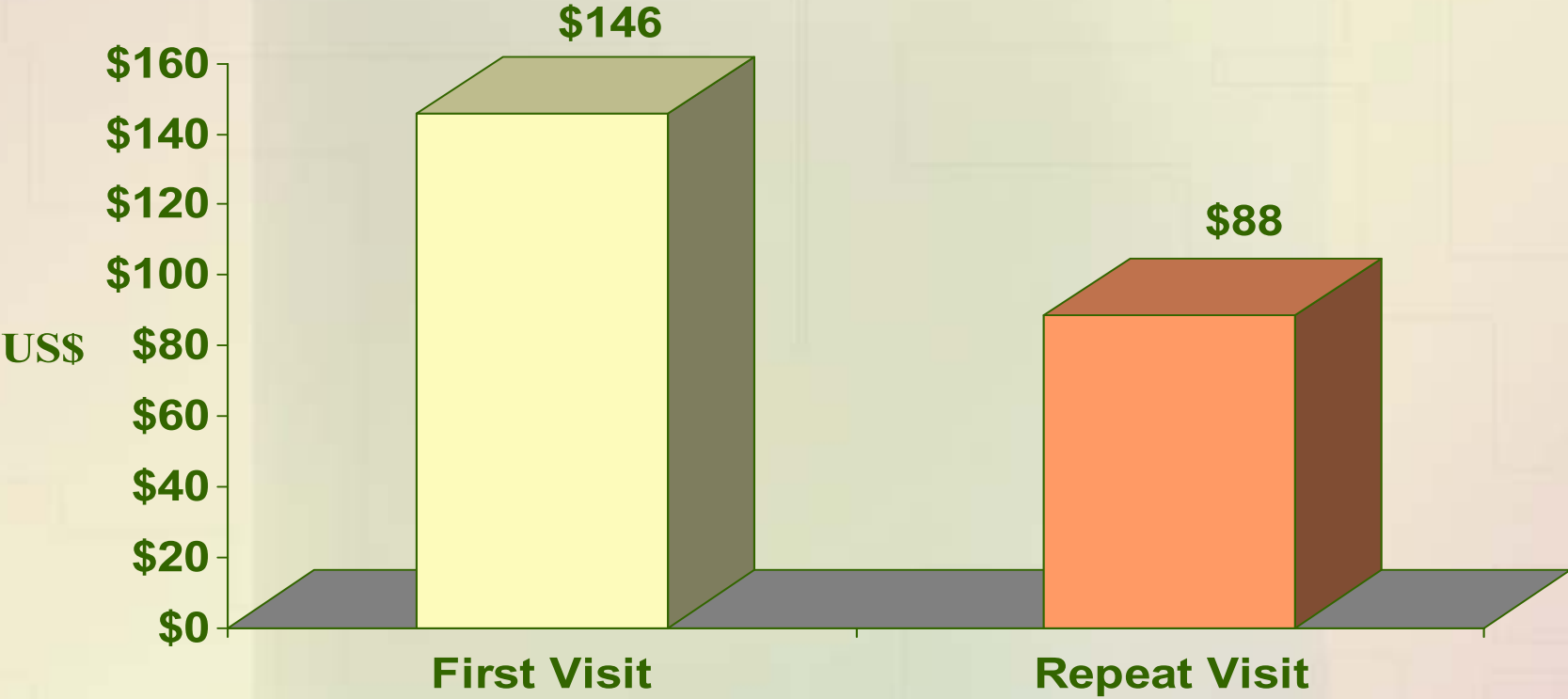
# Ave. Expenditure per person per night by Purpose of Visit



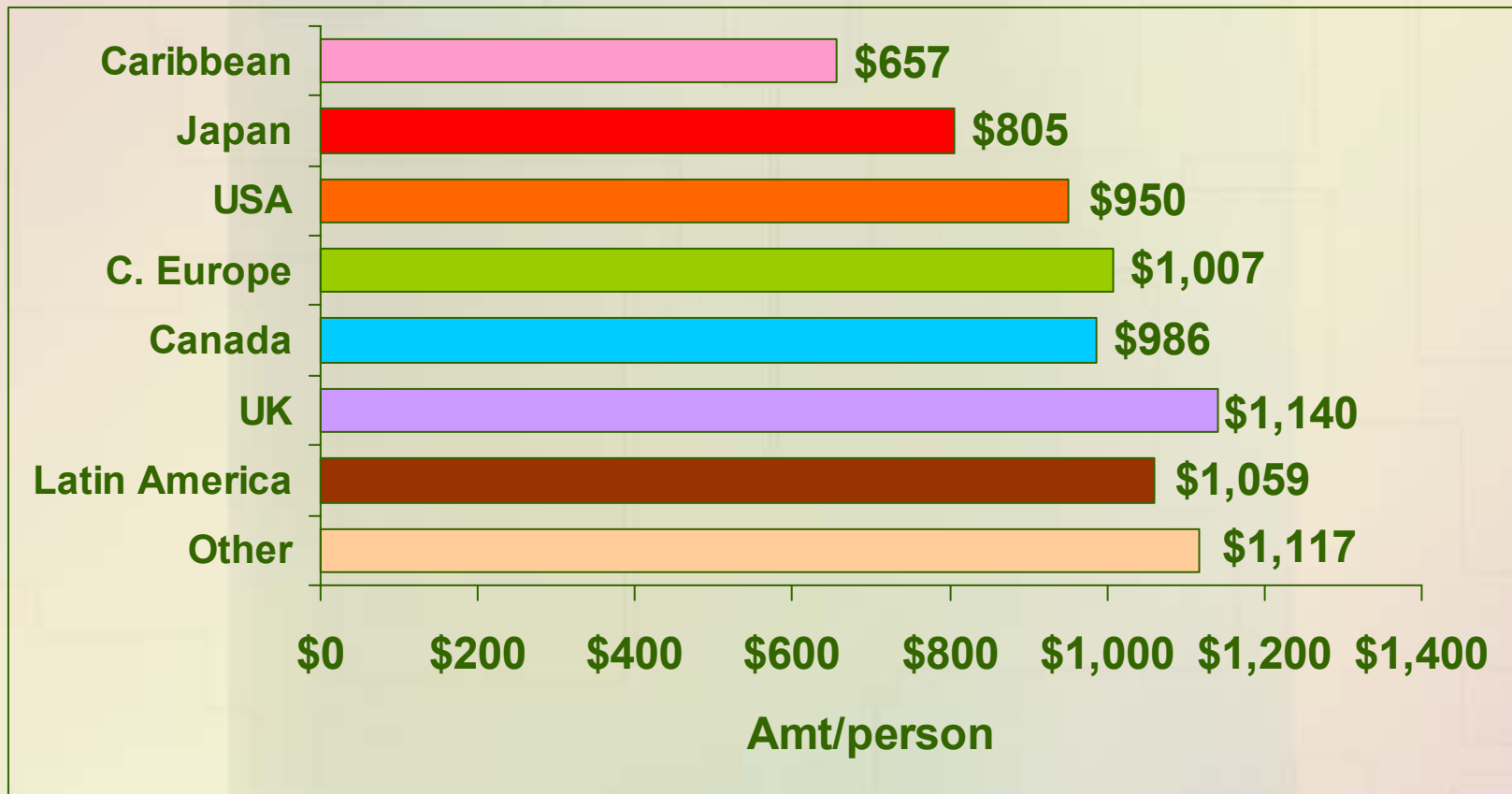
# Ave. Expenditure per person per night by Area of Stay



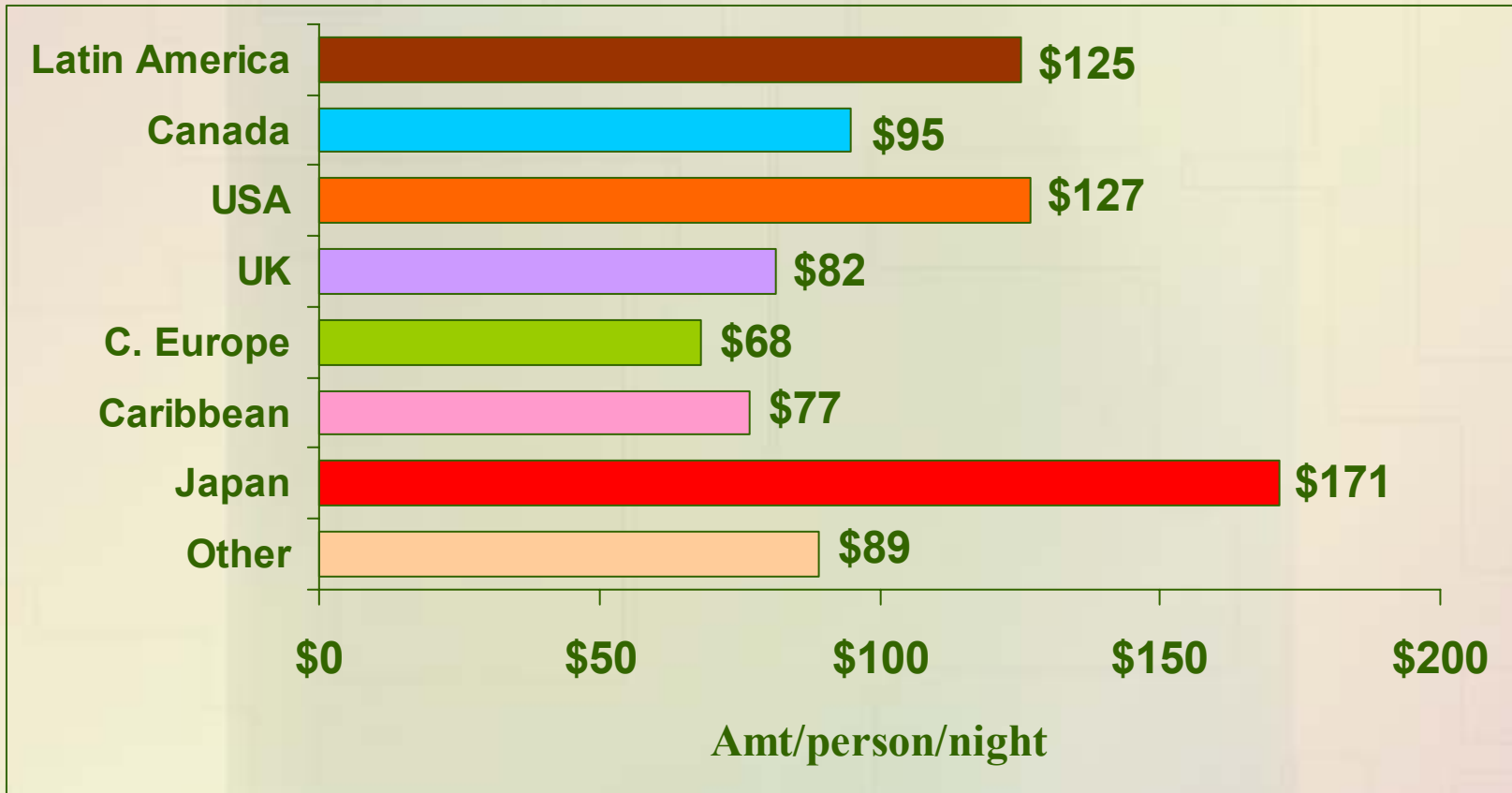
# Expenditure By First and Repeat Visitors



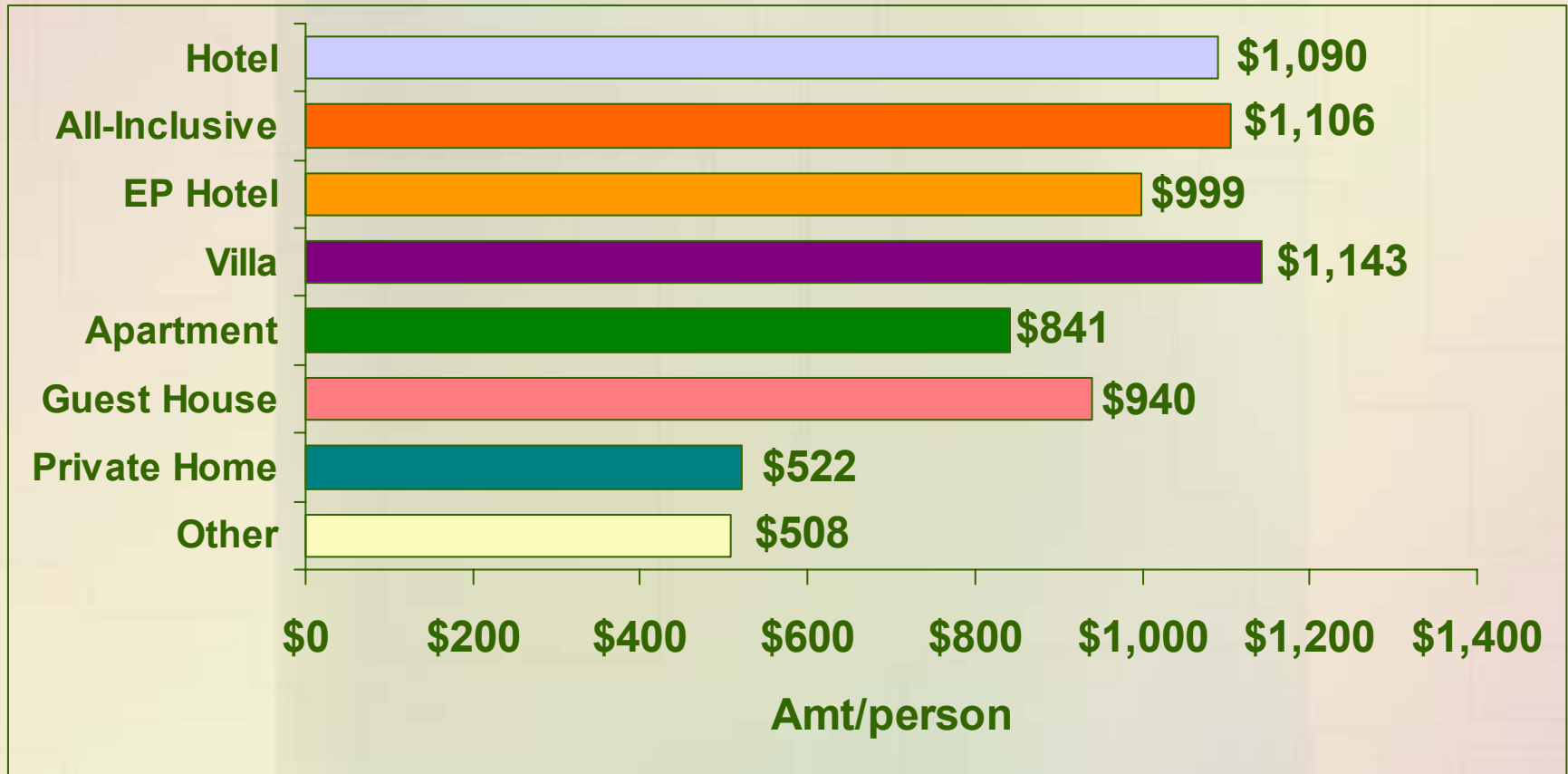
# Ave. Expenditure per person by Country of Origin



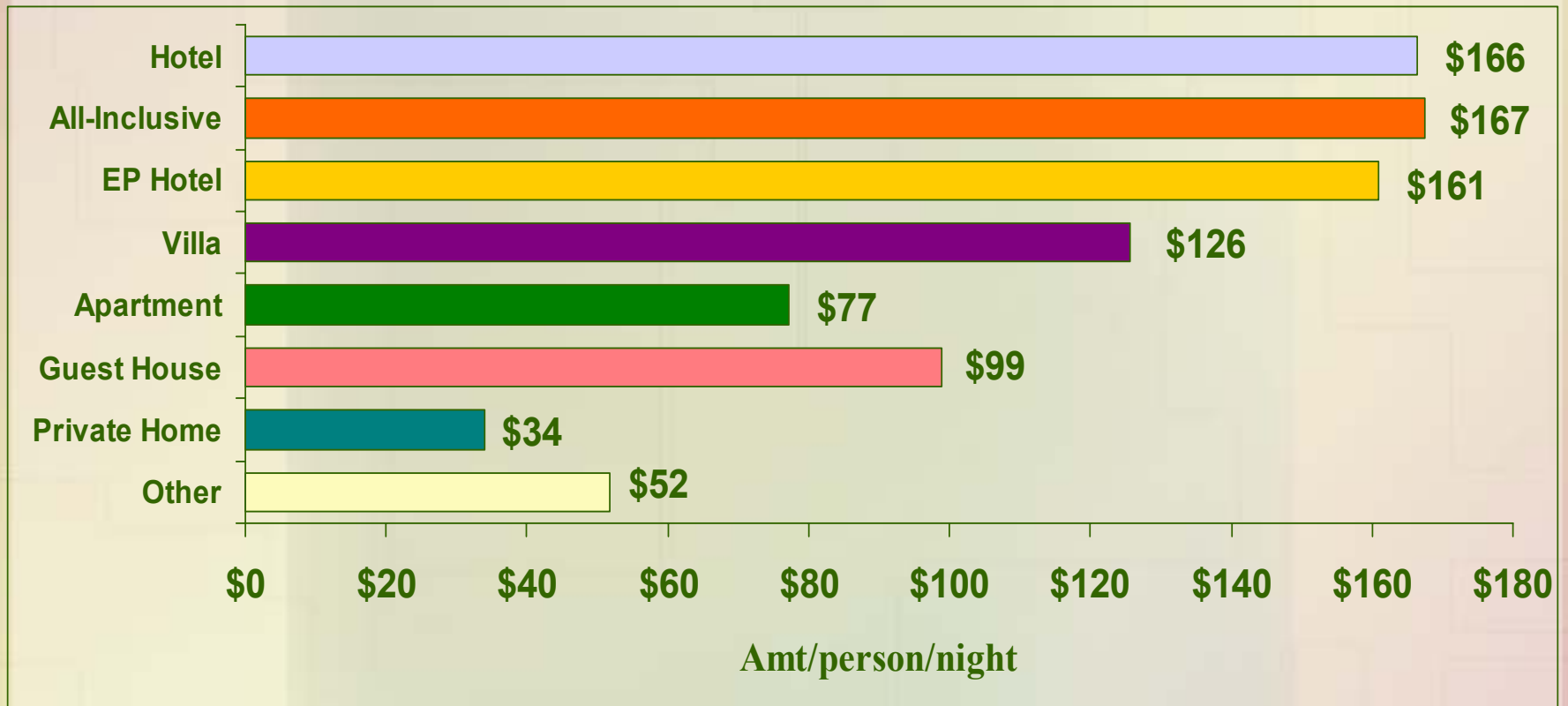
# Ave. Expenditure per person per night by Country of Origin



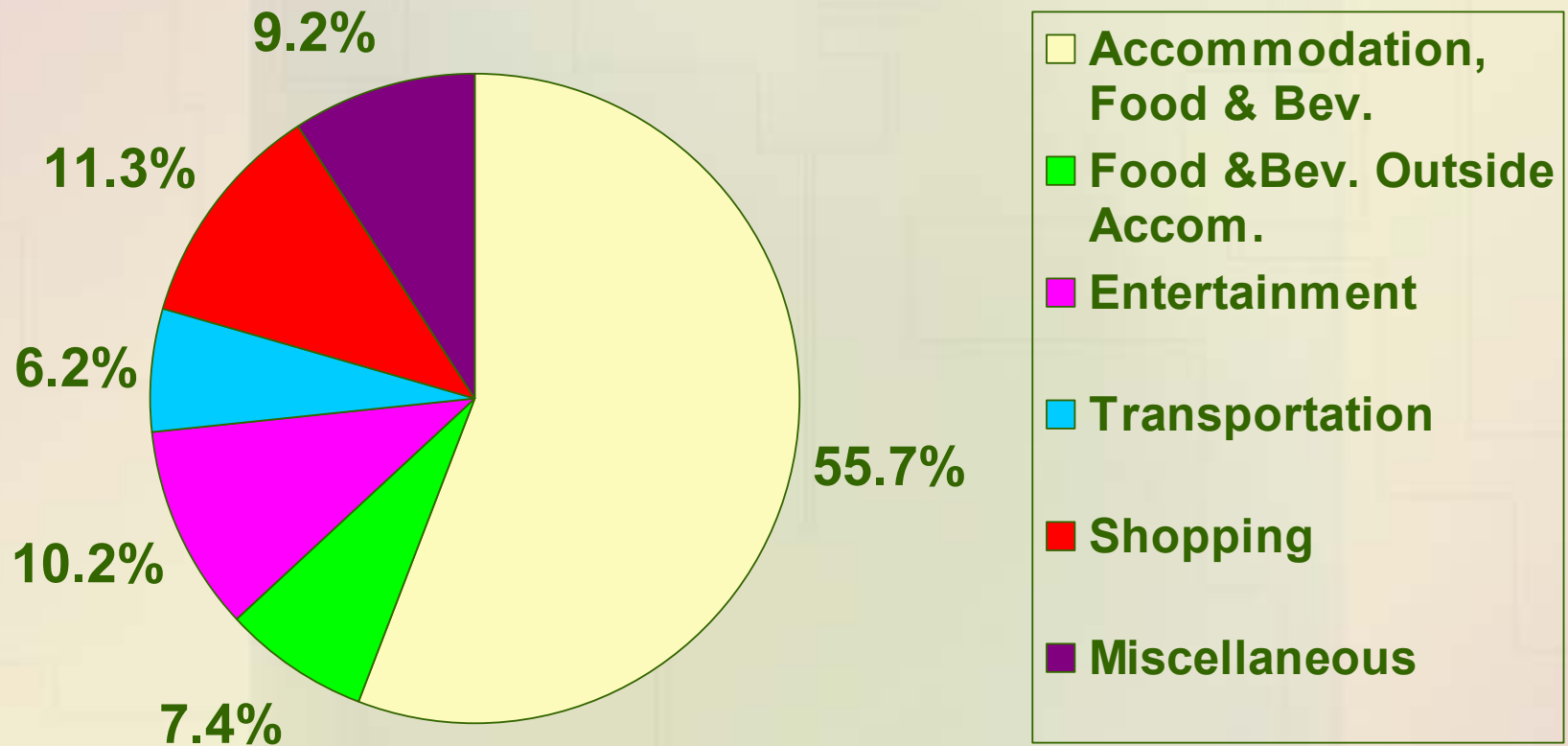
# Ave. Expenditure per person by Type of Accommodation



# Ave. Expenditure per person per night by Type of Accommodation



# Distribution of Stopover Expenditure 2006



*Average Expenditure per Stopover Visitor per day US\$110.64*