

Measurement of Visitor Expenditure in Jamaica 2007

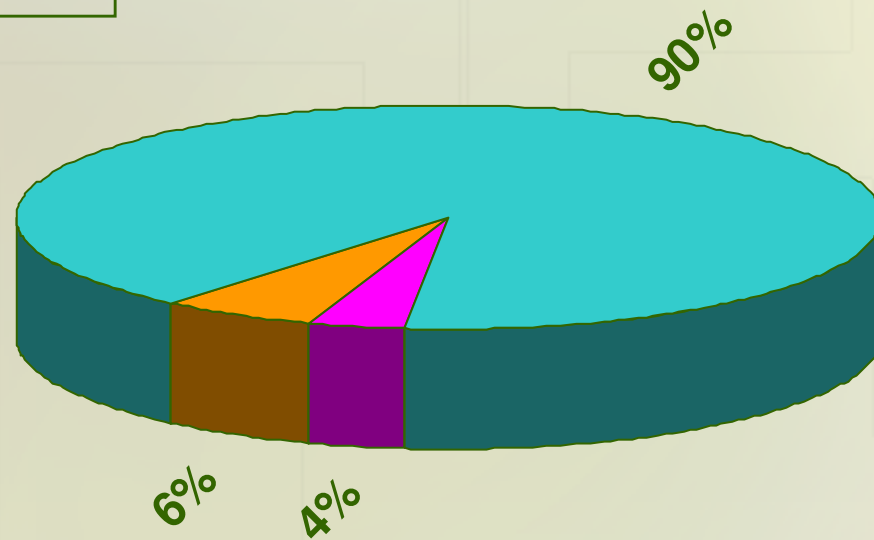
Summary of Findings

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: 2007

Total Expenditure,
US\$1,910 million



■ Foreign Nationals ■ Non-Resident Jamaicans ■ Cruise Passengers

Distribution of Visitor Expenditure: 2007

All Accommodations

	US\$	%
Room	43.93	38.4
Food & Beverage (in accommodation)	24.74	21.6
Food & Beverage (outside accommodation)	7.34	6.4
Entertainment	11.19	9.8
Transportation	6.96	6.1
In-Bond Shopping	3.12	2.7
Clothing	2.39	2.1
Other Shopping	4.78	4.2
Miscellaneous Expenses	10.09	8.8
	114.54	100.0

Distribution of Visitor Expenditure:2007

All Hotels

Expenditure Category	Amt/person/night	Share of Total
	US\$	%
Room	75.23	41.6
Food & Beverage (in accommodation)	43.40	24.0
Food & Beverage (outside accommodation)	4.71	2.6
Entertainment	19.87	11.0
Transportation	7.98	4.4
In-Bond Shopping	4.96	2.7
Clothing	3.68	2.0
Other Shopping	5.78	3.2
Miscellaneous Expenses	15.17	8.4
	180.78	100.0

Distribution of Visitor Expenditure:2007

All-Inclusive Hotels

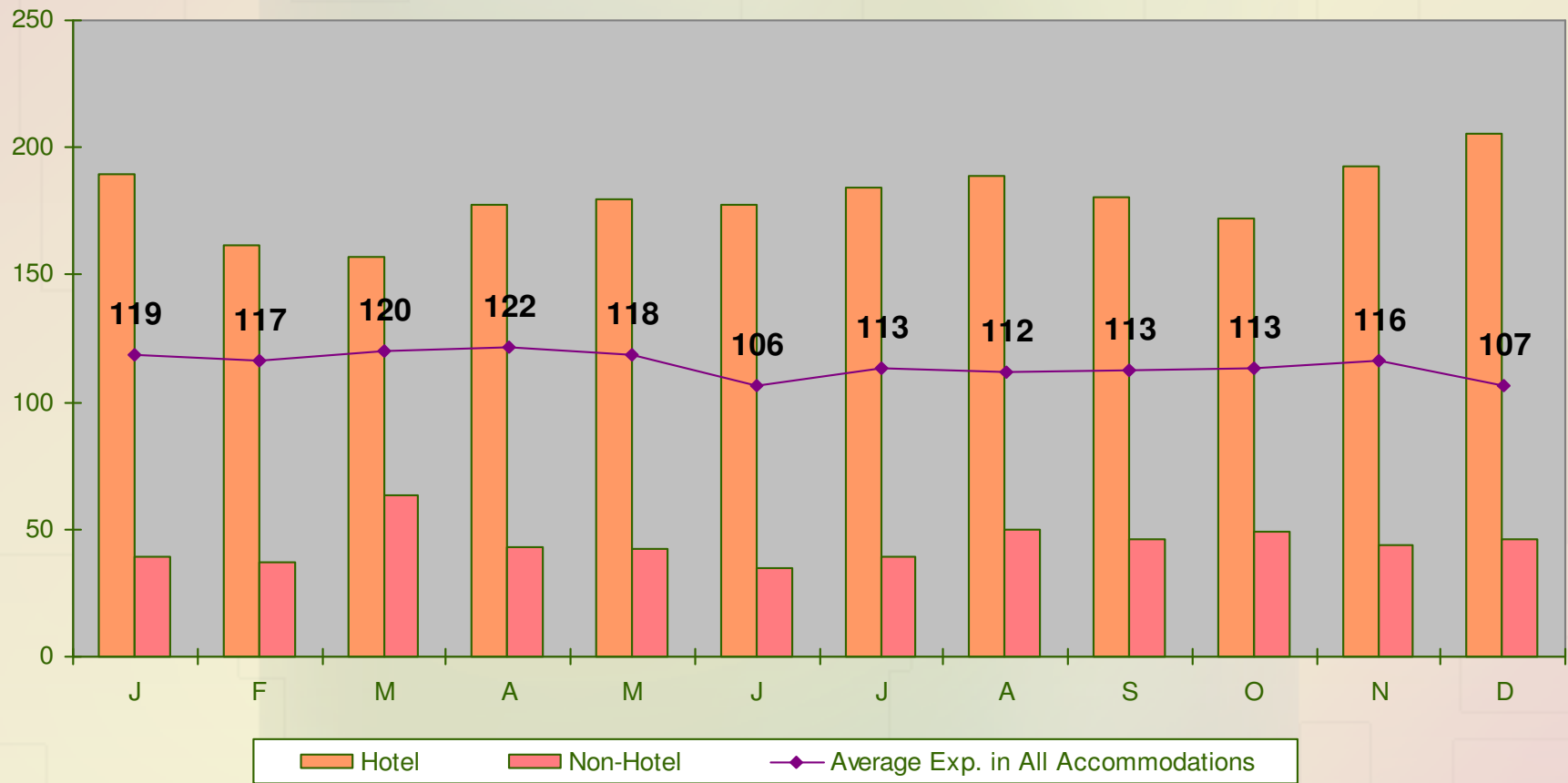
Expenditure Category	Amt/person/night	Share of Total
	US\$	%
Room	75.74	40.7
Food & Beverage (in accommodation)	45.52	24.5
Food & Beverage (outside accommodation)	2.92	1.6
Entertainment	22.63	12.2
Transportation	7.48	4.0
In-Bond Shopping	5.55	3.0
Clothing	3.96	2.1
Other Shopping	5.96	3.2
Miscellaneous Expenses	16.26	8.7
	186.02	100.0

Distribution of Visitor Expenditure:2007

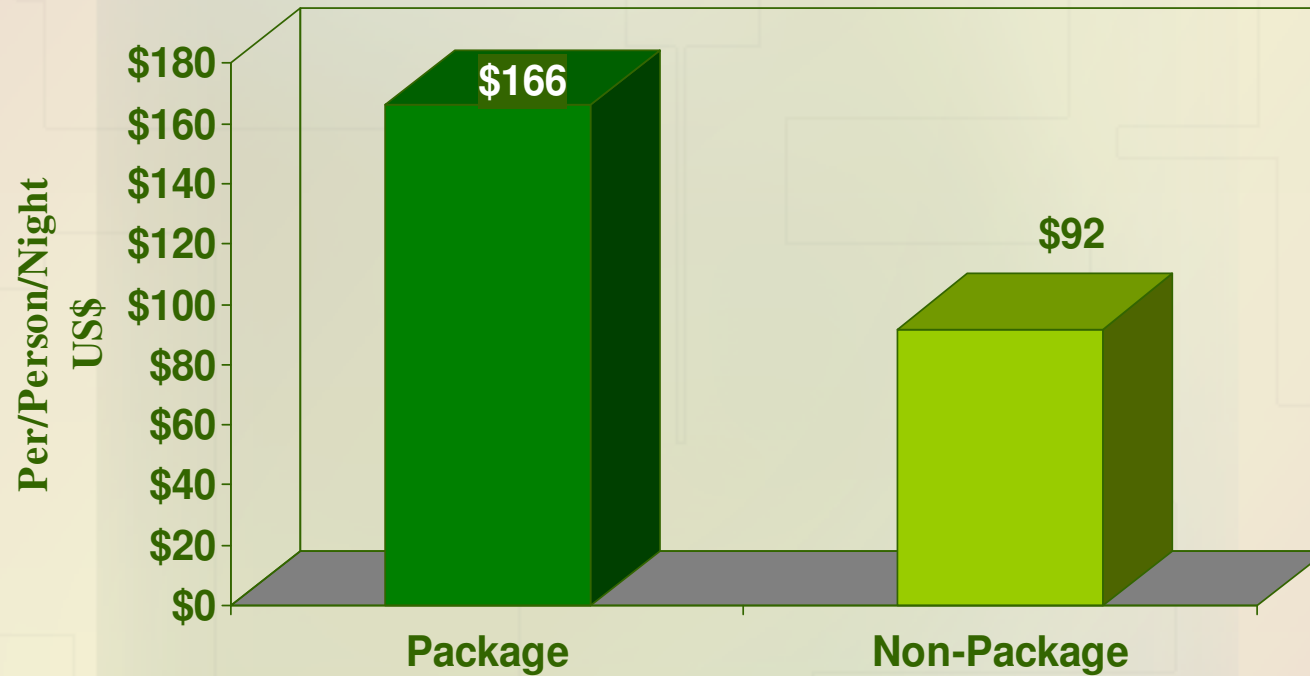
EP Hotels

Expenditure Category	Amt/person/night	Share of Total
	US\$	%
Room	72.69	47.2
Food & Beverage (in accommodation)	32.48	21.1
Food & Beverage (outside accommodation)	13.99	9.1
Entertainment	5.62	3.6
Transportation	10.69	6.9
In-Bond Shopping	1.91	1.2
Clothing	2.24	1.5
Other Shopping	4.91	3.2
Miscellaneous Expenses	9.58	6.2
	154.11	100.0

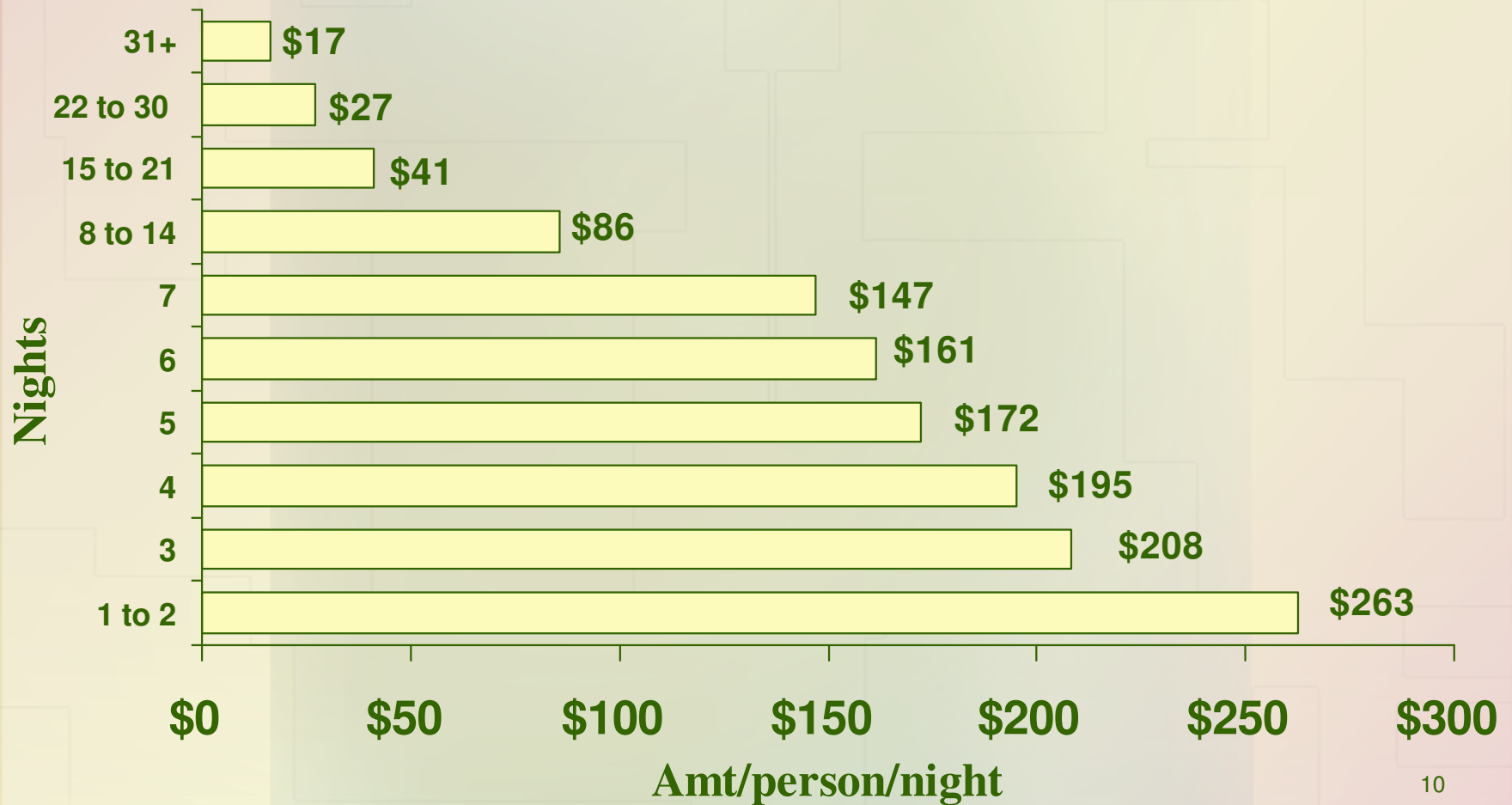
Average Expenditure Per Person Per Night by Month



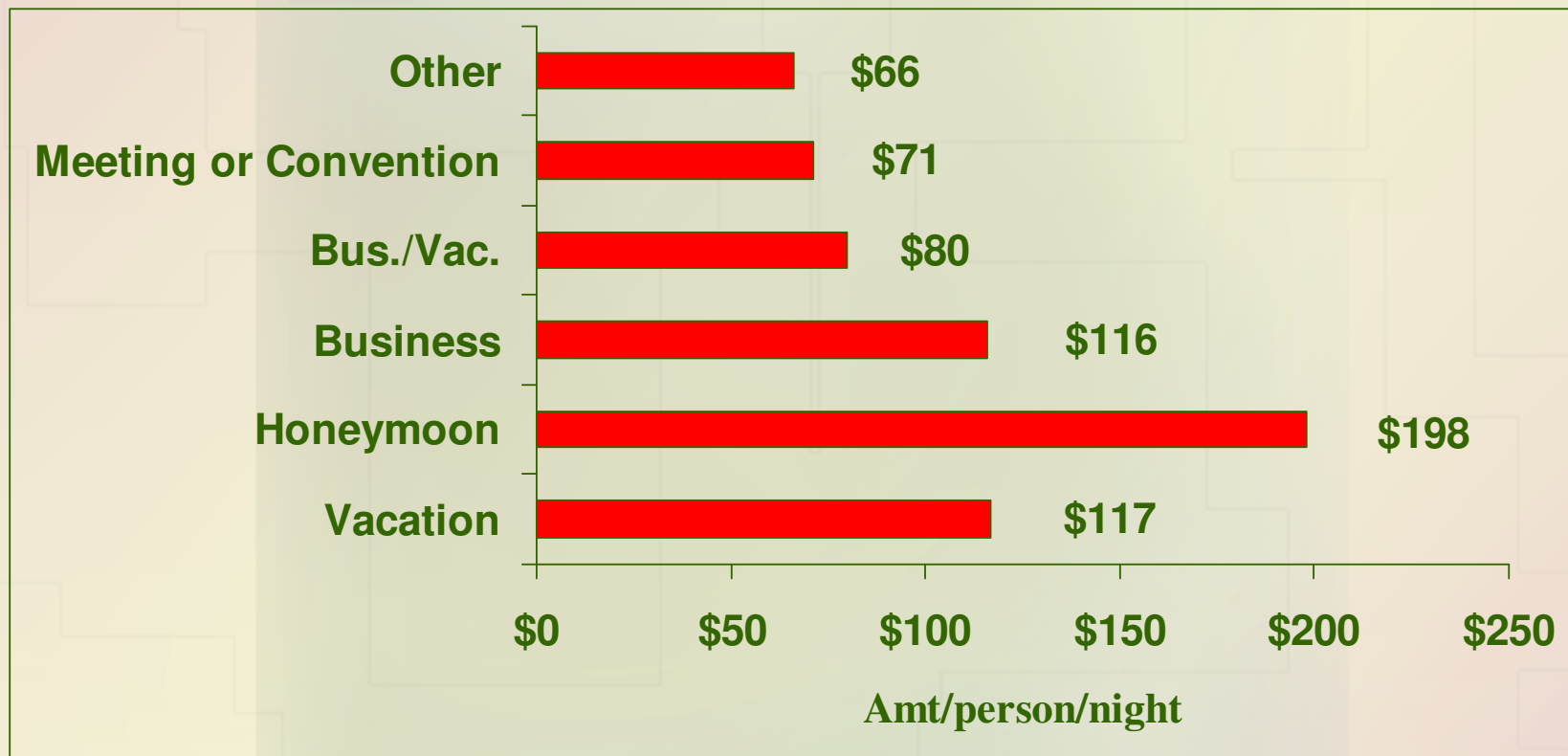
Expenditure By Package/Non-Package Tour



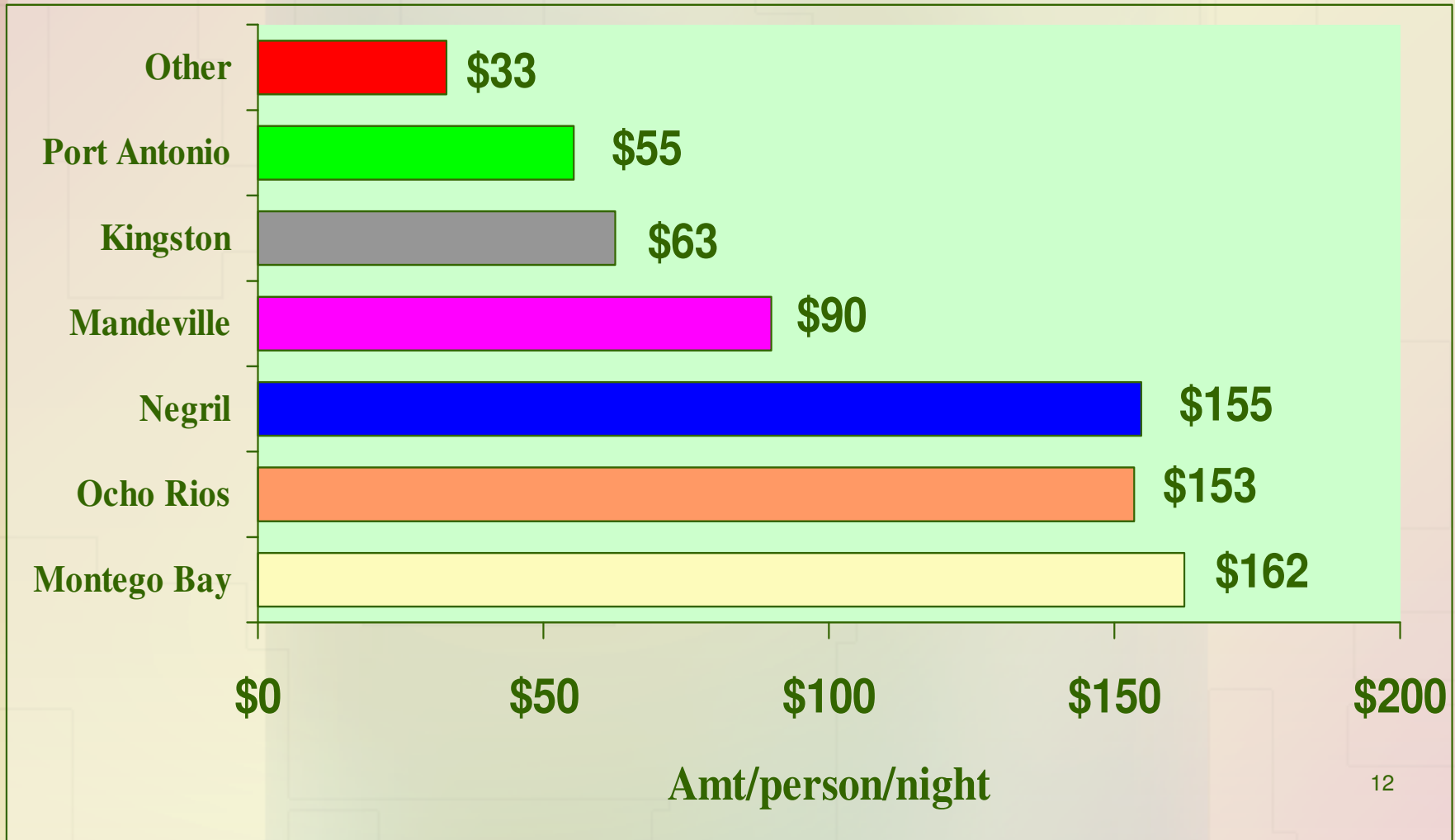
Ave. Expenditure per person per night by Length of Stay



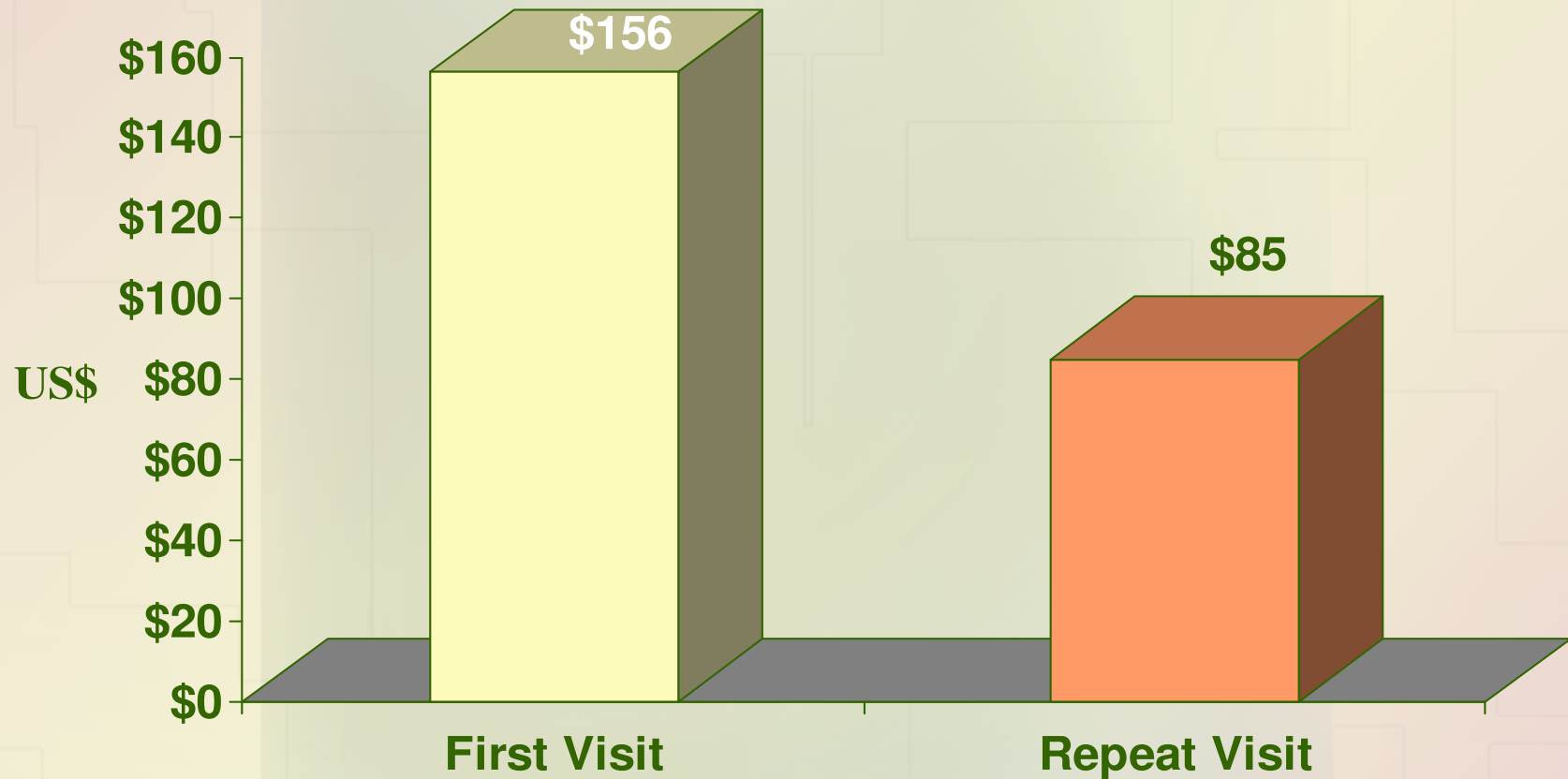
Ave. Expenditure per person per night by Purpose of Visit



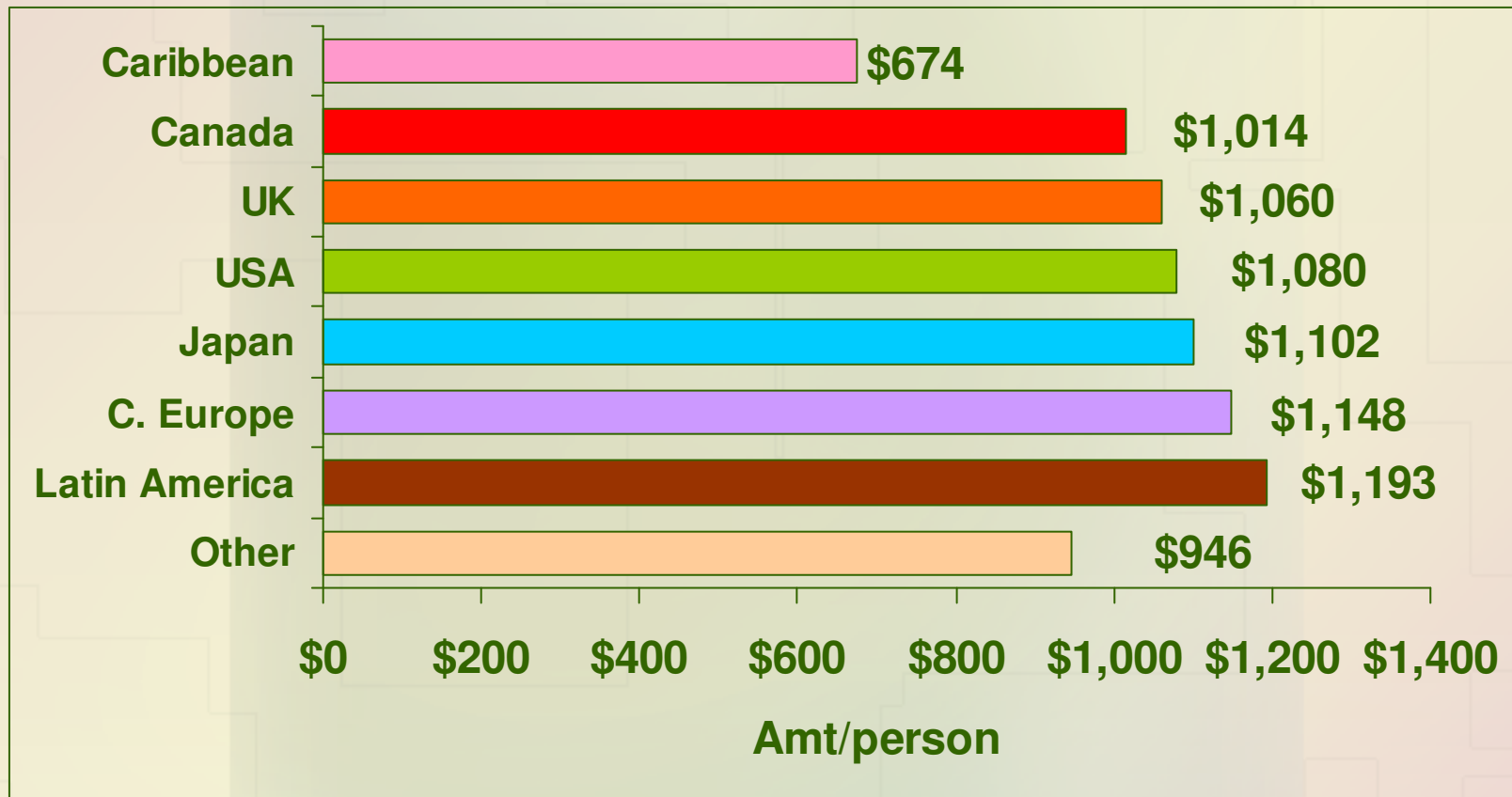
Ave. Expenditure per person per night by Area of Stay



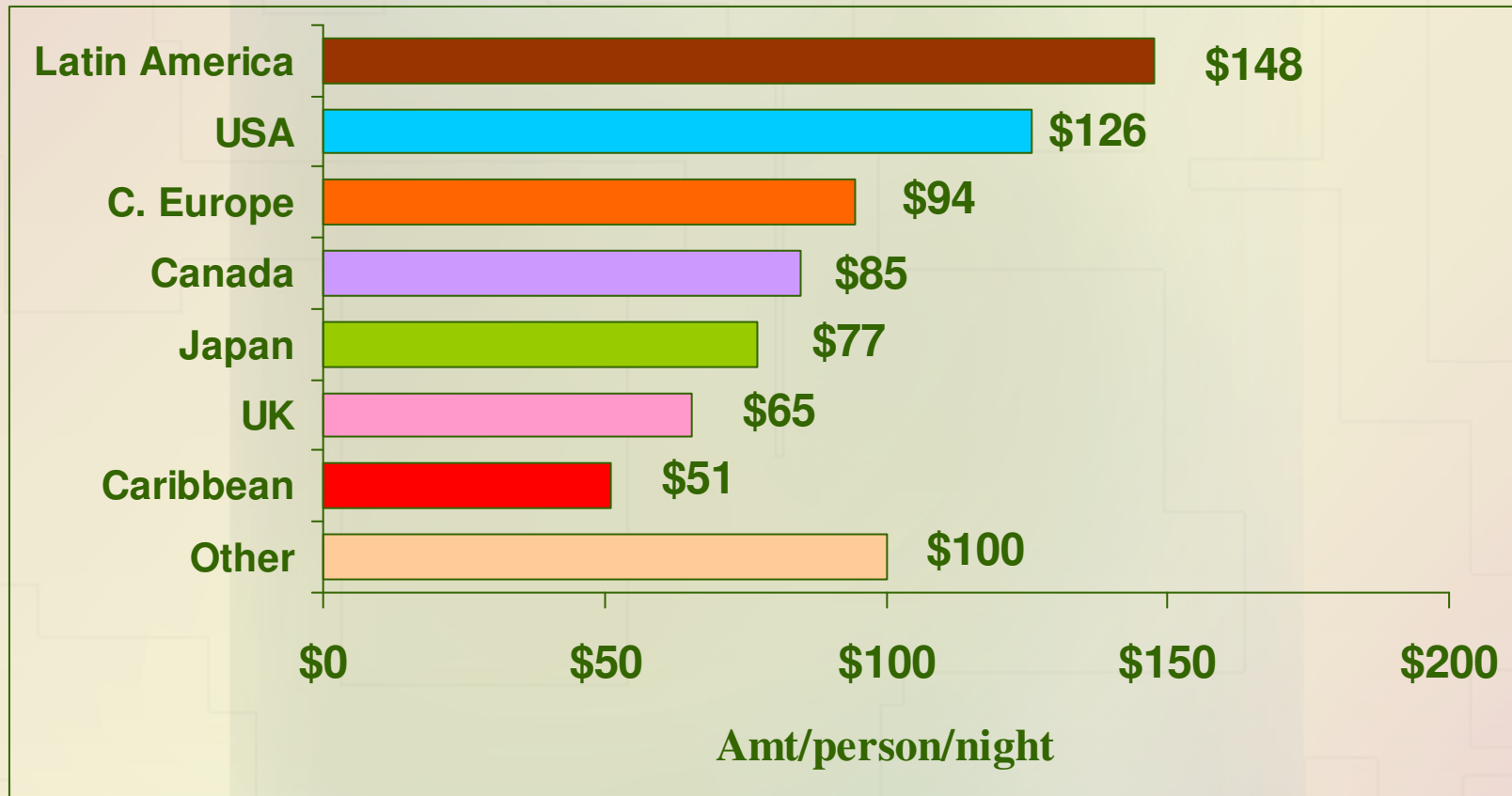
Expenditure By First and Repeat Visitors



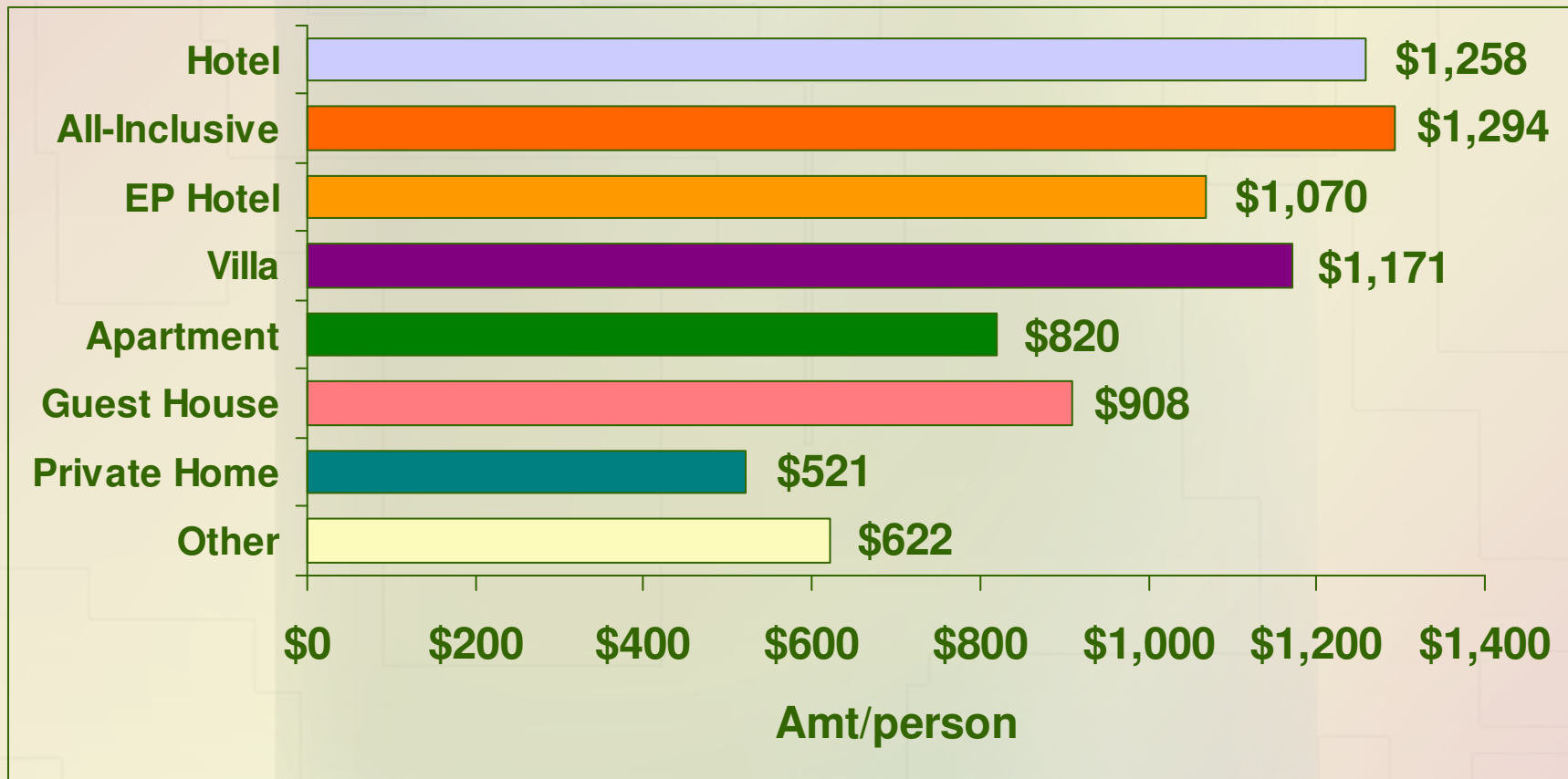
Ave. Expenditure per person by Country of Origin



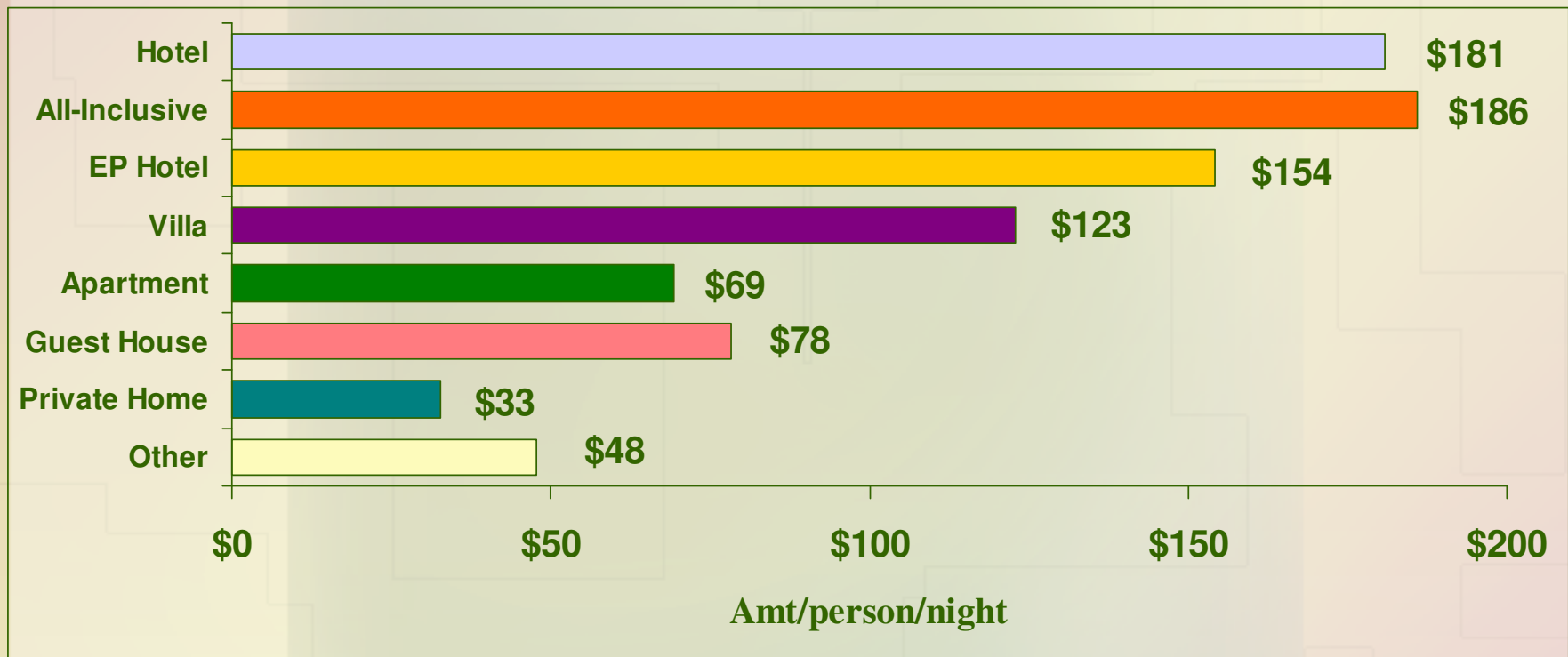
Ave. Expenditure per person per night by Country of Origin



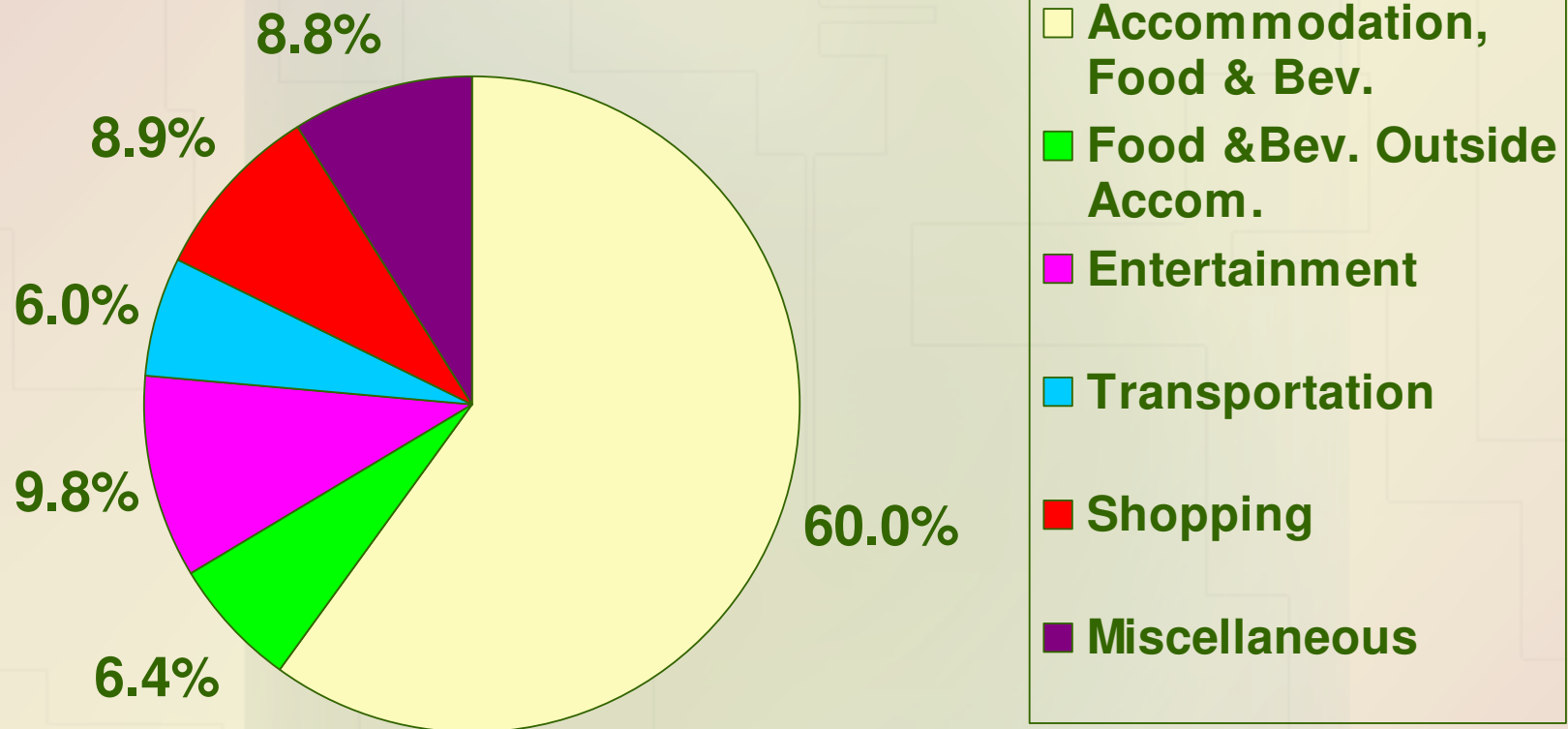
Ave. Expenditure per person by Type of Accommodation



Ave. Expenditure per person per night by Type of Accommodation



Distribution of Stopover Expenditure 2007



Average Expenditure per Stopover Visitor per day US\$114.54