

Measurement of Visitor Expenditure in Jamaica 2008

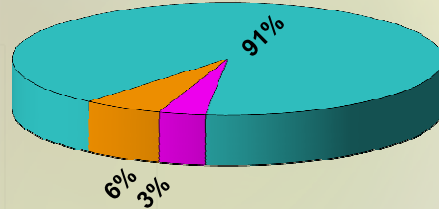
Summary of Findings

Methodology

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

Visitor Expenditure: 2008

Total Expenditure,
US\$1,976 million



Foreign Nationals Non-Resident Jamaicans Cruise Passengers

3

Distribution of Visitor Expenditure: 2008

All Accommodations

	US\$	%
Room	44.17	37.0
Food & Beverage (in accommodation)	24.29	20.3
Food & Beverage (outside accommodation)	8.48	7.1
Entertainment	12.46	10.4
Transportation	7.06	5.9
In-Bond Shopping	2.77	2.3
Clothing	2.46	2.1
Other Shopping	6.38	5.3
Miscellaneous Expenses (+Tax)	11.40	9.5
	119.47	100.0

Distribution of Visitor Expenditure:2008

All Hotels

Expenditure Category	Amt/person/night	Share of
	US\$	Total %
Room	75.35	41.3
Food & Beverage (in accommodation)	41.58	22.8
Food & Beverage (outside accommodation)	5.64	3.1
Entertainment	21.44	11.8
Transportation	7.23	4.0
In-Bond Shopping	4.44	2.4
Clothing	3.62	2.0
Other Shopping	6.68	3.7
Miscellaneous Expenses (+Tax)	16.31	8.9
	182.29	100.0

Distribution of Visitor Expenditure:2008

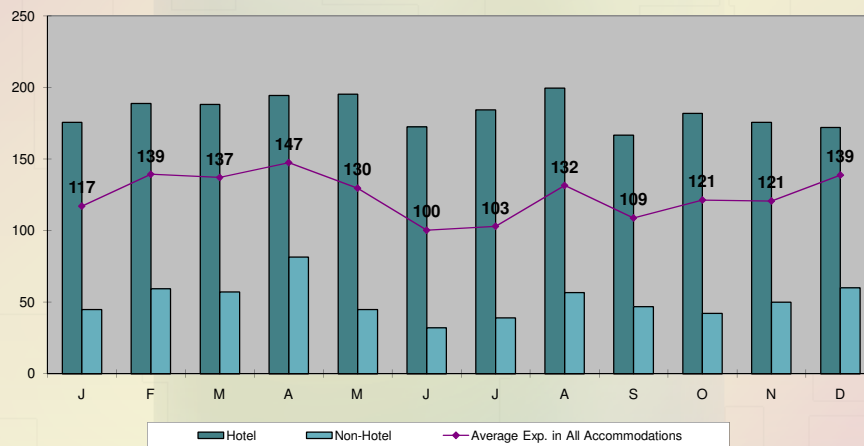
All-Inclusive Hotels

Expenditure Category	Amt/person/night	Share of
	US\$	Total %
Room	77.81	40.8
Food & Beverage (in accommodation)	44.79	23.5
Food & Beverage (outside accommodation)	3.92	2.1
Entertainment	24.63	12.9
Transportation	6.79	3.6
In-Bond Shopping	4.54	2.4
Clothing	3.93	2.1
Other Shopping	6.49	3.4
Miscellaneous Expenses (+Tax)	17.65	9.3
	190.55	100.0

Distribution of Visitor Expenditure:2008 EP Hotels

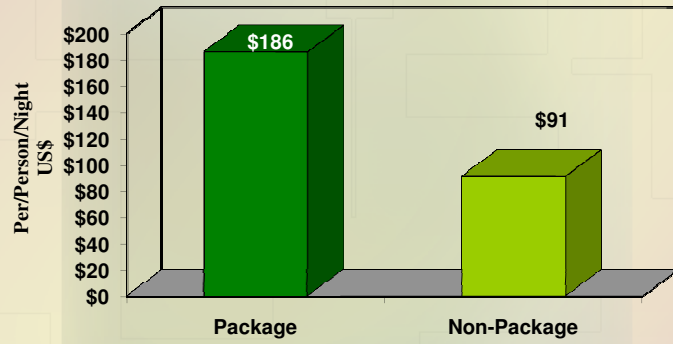
Expenditure Category	Amt/person/night US\$	Share of Total %
Room	62.96	44.8
Food & Beverage (in accommodation)	25.52	18.2
Food & Beverage (outside accommodation)	14.25	10.1
Entertainment	5.14	3.7
Transportation	9.62	6.8
In-Bond Shopping	4.06	2.9
Clothing	1.98	1.4
Other Shopping	7.31	5.2
Miscellaneous Expenses (+Tax)	9.64	6.9
	140.48	100.0

Average Expenditure Per Person Per Night by Month



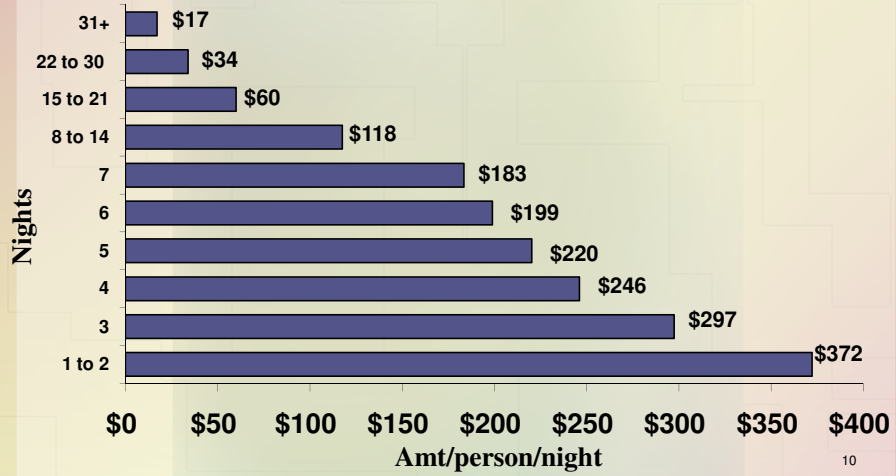
8

Expenditure By Package/Non-Package Tour



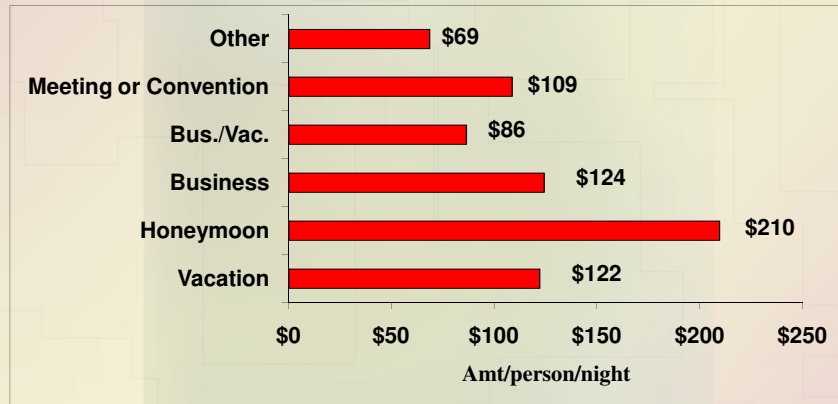
9

Ave. Expenditure per person per night by Length of Stay



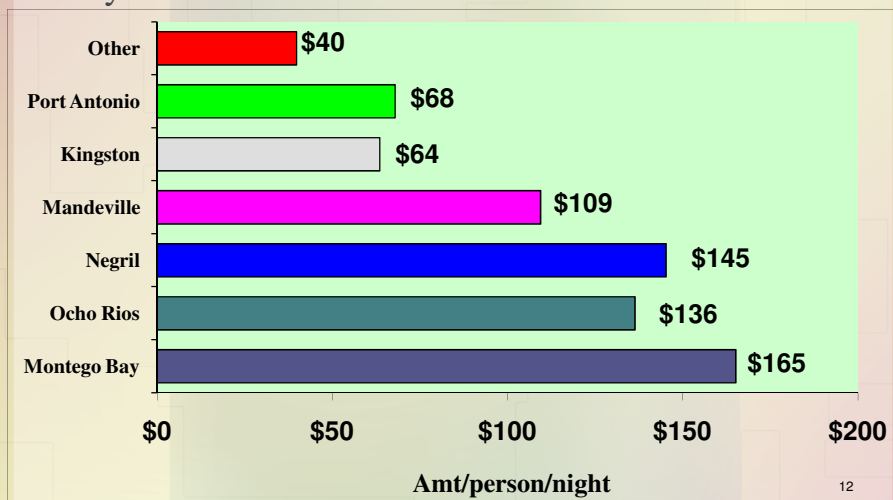
10

Ave. Expenditure per person per night by Purpose of Visit



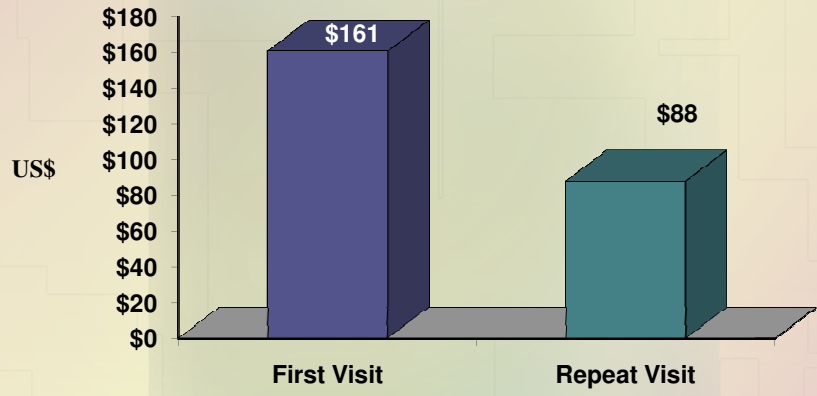
11

Ave. Expenditure per person per night by Area of Stay



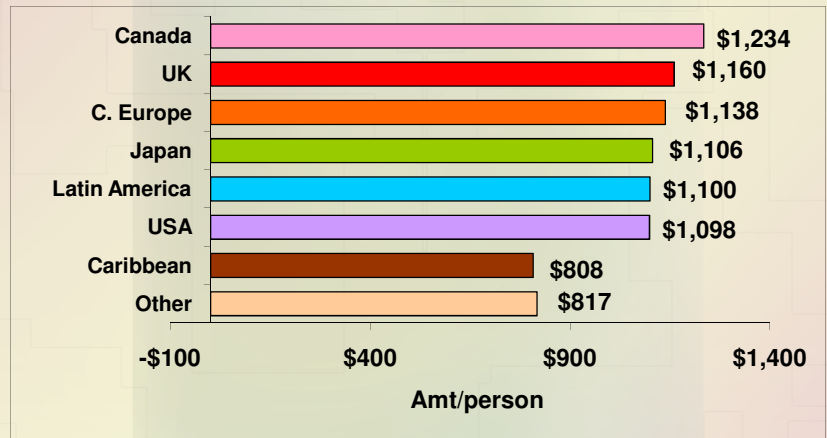
12

Expenditure By First and Repeat Visitors



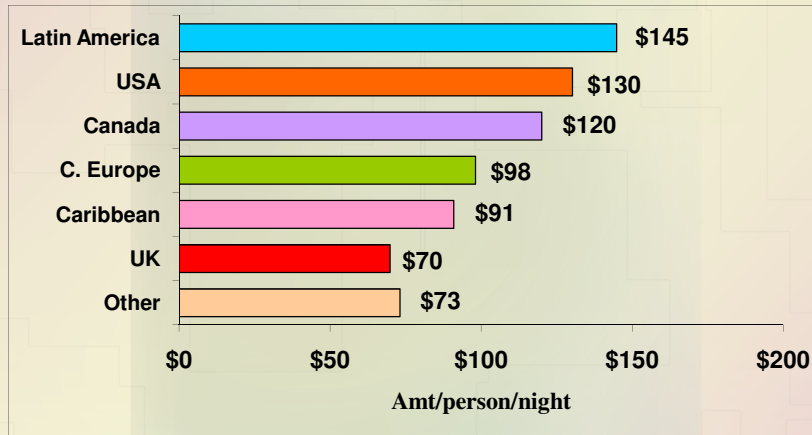
13

Ave. Expenditure per person by Country of Origin



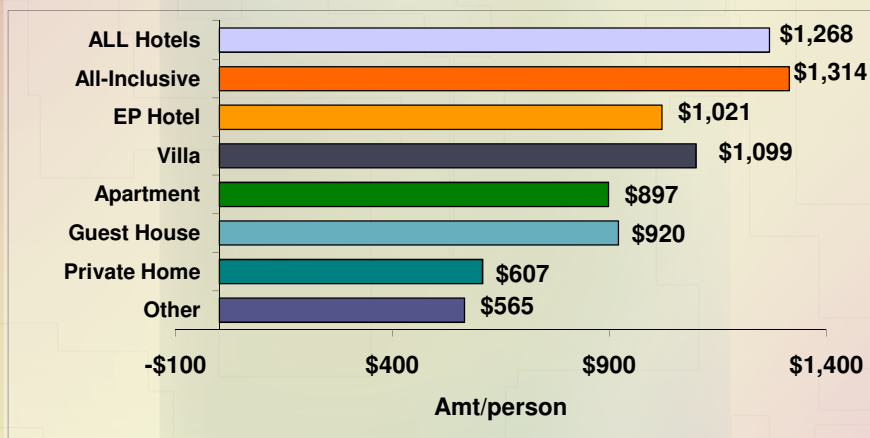
14

Ave. Expenditure per person per night by Country of Origin



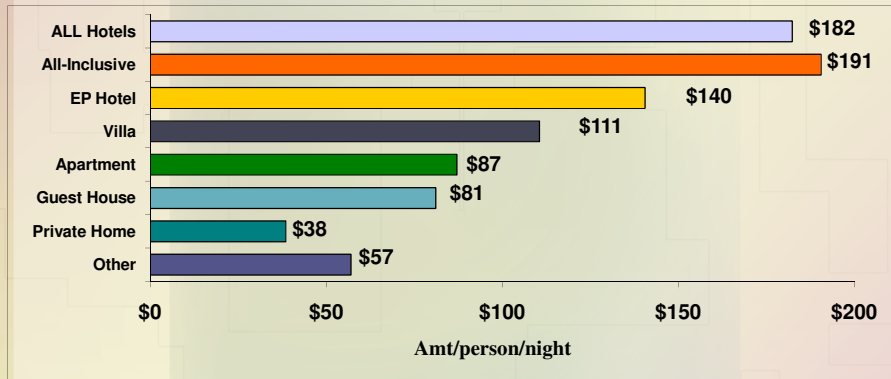
15

Ave. Expenditure per person by Type of Accommodation



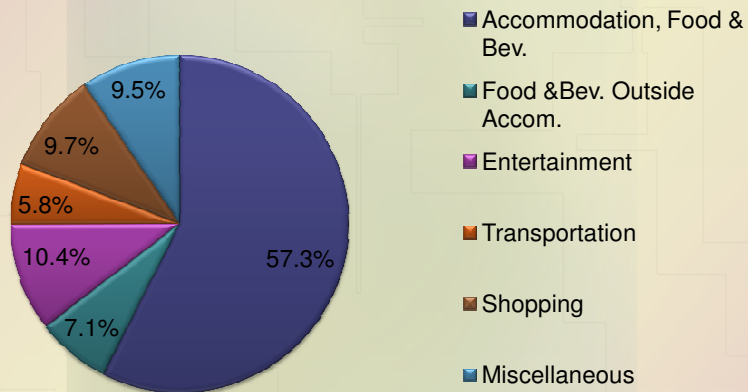
16

Ave. Expenditure per person per night by Type of Accommodation



17

Distribution of Stopover Expenditure 2008



Average Expenditure per Stopover Visitor per day US\$119.47

18