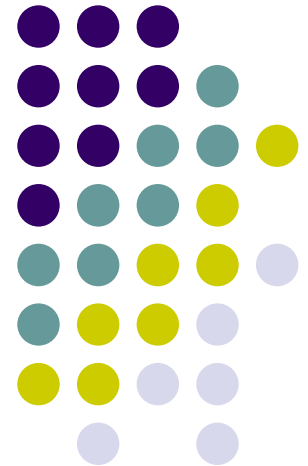


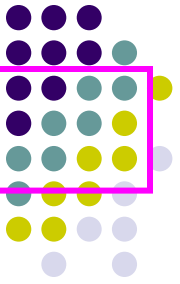
# Visitor Opinion Survey

---

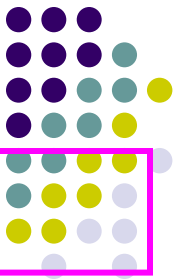
Winter 2005/2006



# Background



- One of the main premise of any tourist destination is ensuring that the visitors' experience is an enjoyable one. This is critical for the future of the tourism industry. It is a fact that satisfied visitors are more likely to recommend the destination to others, thus being a very powerful marketing asset. In light of this fact the Jamaica Tourist Board has deemed it necessary to conduct a Visitor Opinion/ Visitor Satisfaction Survey. This research identified those aspects of the Jamaican experience that are most important in deriving Visitors' satisfaction.
- The report details information collected from visitors who departed from the island in December 2005 and March 2006. The survey covered the satisfaction level of visitors and provided details of the:
  - activities they participated in,
  - likelihood to recommend or revisit ,
  - trip planning process
  - visitor profile including purpose of trip, psychographics profile , income level and their visitor characteristics.
- **Jamaica Tourist Board** has been conducting Visitor Opinion Surveys since 1978 . This document contains tables and graphs for this year's survey (2005/2006) juxtaposed with previous years with data from 1999 and 2001. The questionnaire used for the 2005/2006 survey was amended. These changes were made in keeping with new trends in the tourism industry e.g. psychographic profile of tourist and the emergence of key factors that will possible affect tourist arrival in Jamaica e.g. Americans needing a passport to travel overseas. A copy of the survey instrument is reproduced in Appendix I .



## Background cont'd

### Objectives

The objectives of the survey are outlined below:

- To determine the level of visitor satisfaction with respect to tourist attraction facilities and services.
- To determine how visitors rate Jamaica in comparison with other destinations.
- To ascertain the importance of various factors in influencing their decision to vacation in Jamaica.
- To ascertain their impression of Jamaica before and after the trip.
- To garner their interest in various activities.
- To rate the quality and services at the accommodation at which they stayed.
- To determine if they were harassed, where they were harassed and the type of harassment.

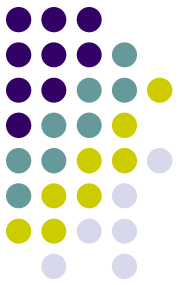
### Methodology

- Face –to-face interviews were done with departing passengers at the Norman Manley International Airport and Sangster International Airport.
- A total of 3,000 interviews were conducted.

### Timing

- Interviews were conducted December 16, 2005-March 14,2006

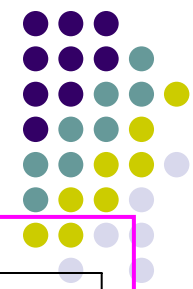
# Summary of findings



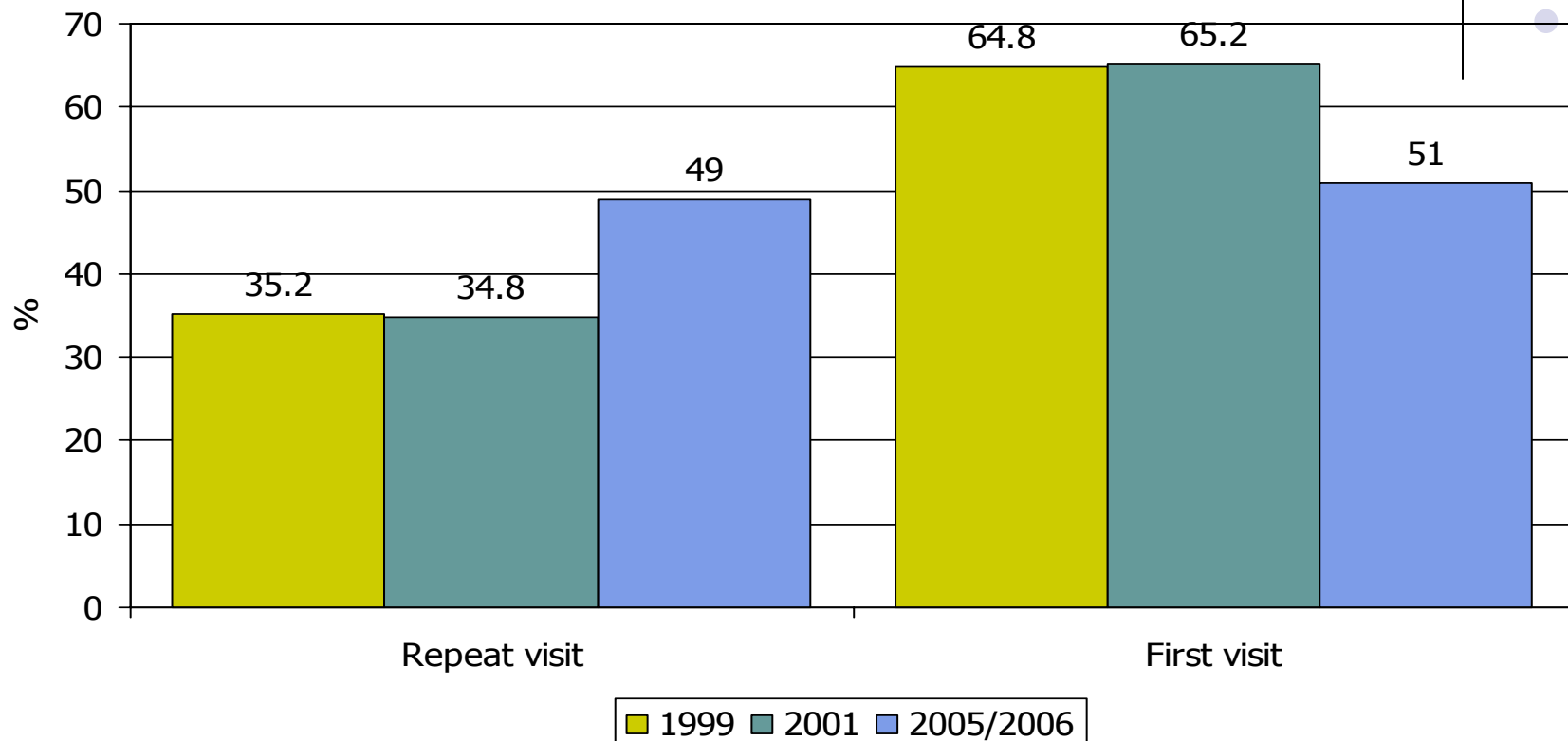
- There is an increase in the number of repeat visitors to Jamaica from 1999 to 2006. There are however more first time visitors (51%) than repeat visitors (49%) in Winter 2005/2006 season. When compared with the country of residence, there are more repeat visitors than first time visitors from USA and Canada. On the other hand there are more first time visitors than repeat visitors from UK and Europe.
- 12% of the respondents' previous visit to Jamaica was on a cruise ship.
- A high number (35%) of the repeat visitors stated that their last visit to Jamaica was less than 1 year ago.
- Mexico was visited in the past 3 years by a large number of the respondents.
- There is a significant decrease in the number of persons who are using travel agents to make their reservation. It is still however the medium through which almost close to 50% of the respondents indicated that they used. The internet has gained increase in popularity since 1999. It is therefore of no surprise that more visitors are using the internet to make reservation.

## Summary of findings cont'd

- Friends or relatives played a vital role in influencing friends and relatives to visit Jamaica.
- Culture (20%) and beaches (19%) were the top reasons indicated by the respondents for visiting Jamaica.
- The majority (53%) of the respondents indicated that they did not visit any attraction while they were visiting.
- Dunn's River was the attraction that most of the visitors indicated that they visited.
- The majority (80%) of the respondents stated that they were not harassed during their stay in Jamaica.
- Those who were harassed on the other hand stated that this was done mainly on the streets or in shopping areas. The majority indicated that they were pressured to buy things or were approached to buy drugs (53%).
- A significant number indicated that their visit was about what was expected.
- 72% of the respondents stated that they would definitely recommend Jamaica to family and friends.

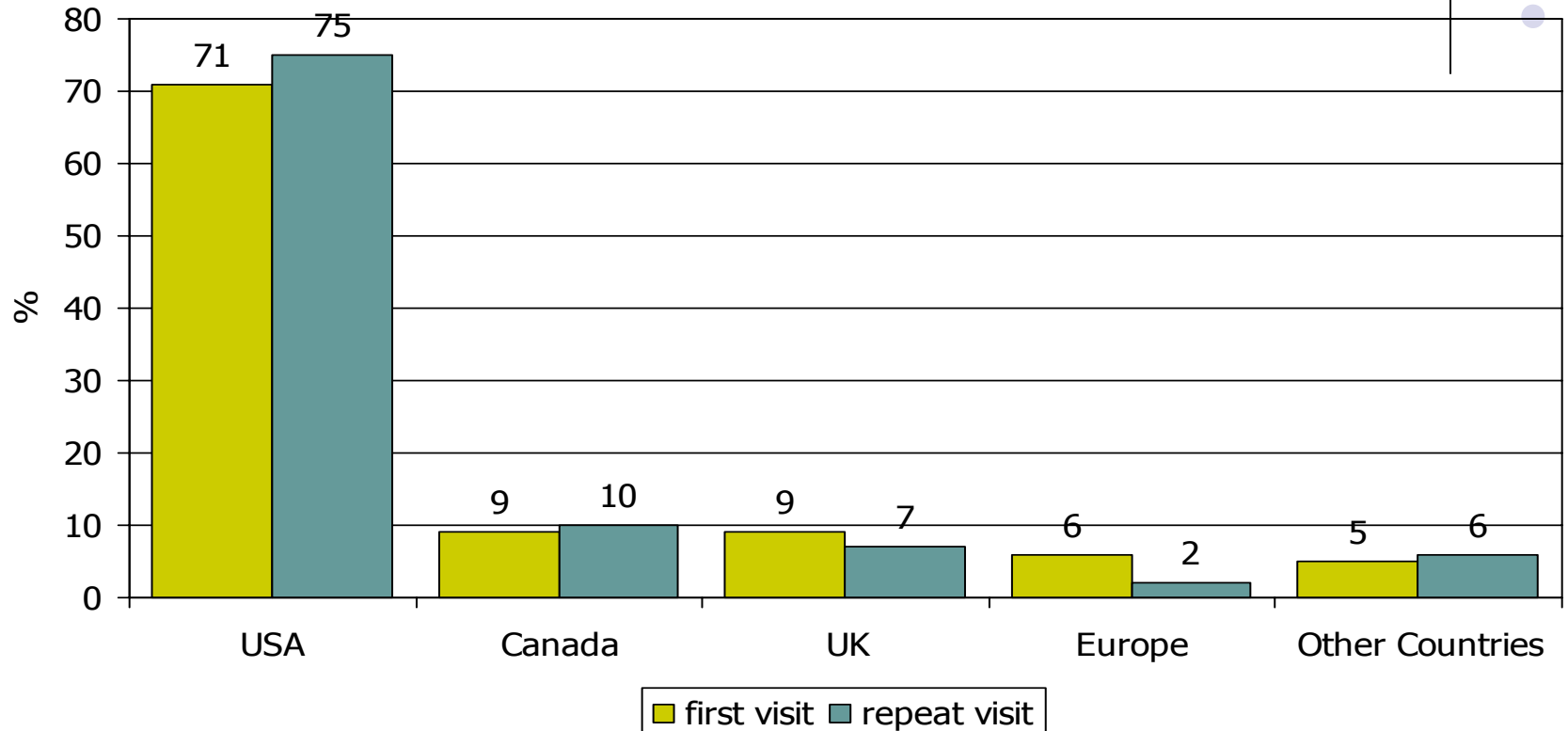


## Is this your visit to Jamaica?

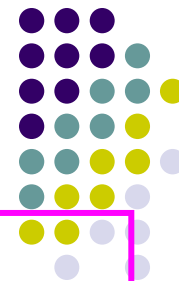


There were 51% first time visitors and 49% repeat visitors interviewed from December to April for the Visitor Satisfaction Survey. The findings showed there is an increase in repeat visitors and a decrease in first time visitors.

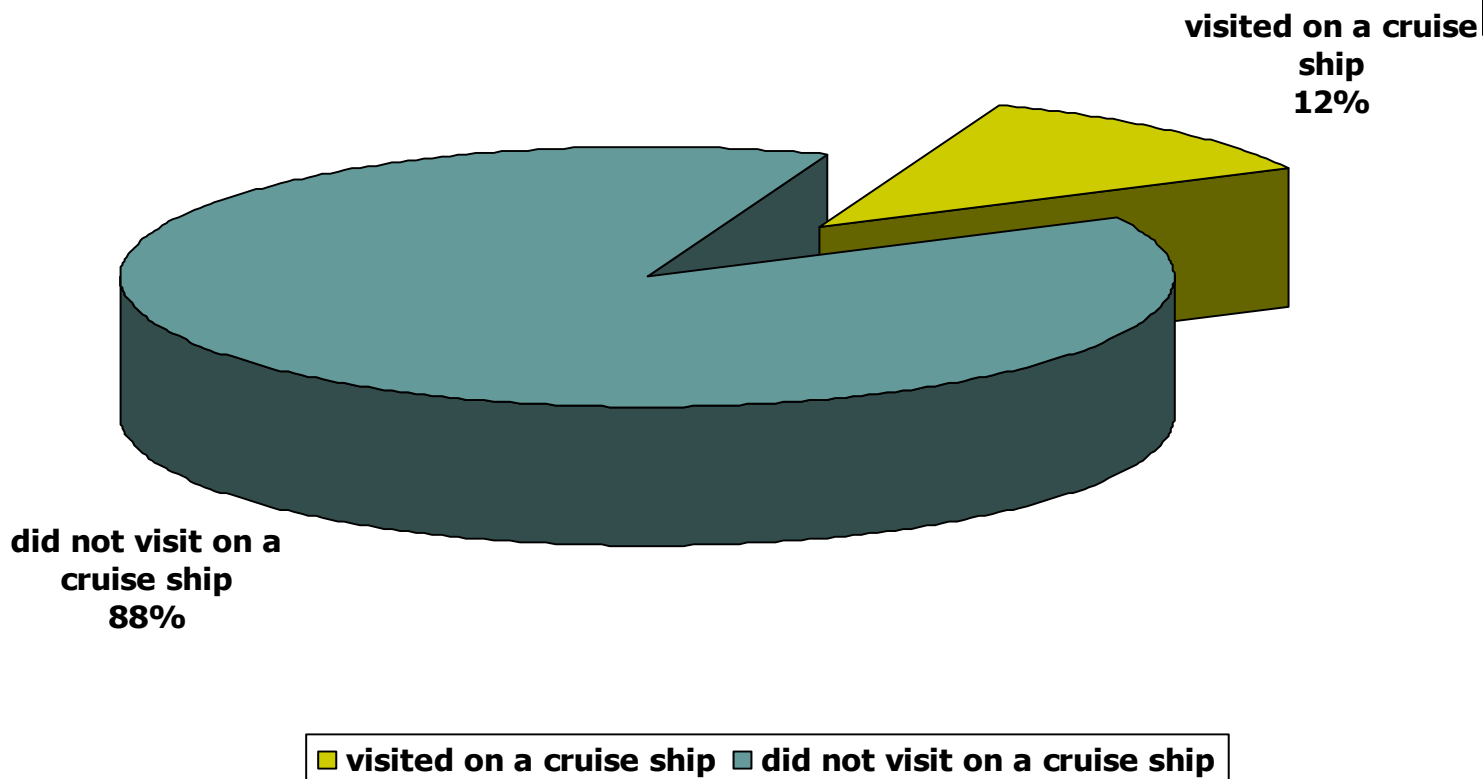
## First & Repeat visit by country



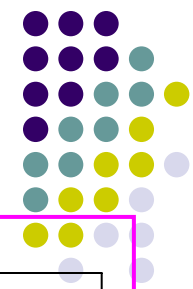
The majority of the visitors interviewed during the time of the survey were from the USA. This finding is synonymous with that reported in the Annual Travel Statistics 2005. It reported that 71.5% of the visitors arriving in Jamaica in 2005 were from USA.



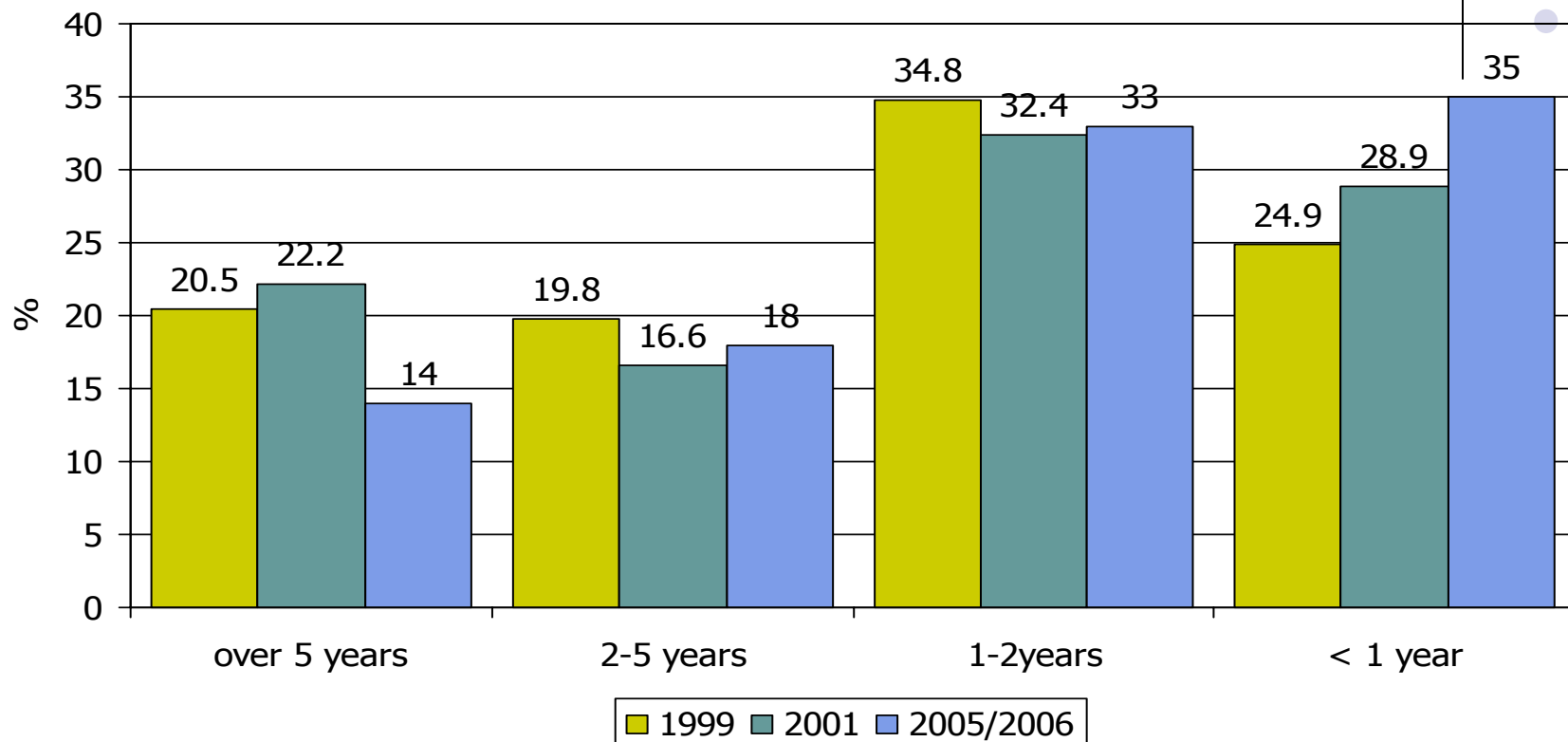
## Incidence of previous visit being on a cruise ship



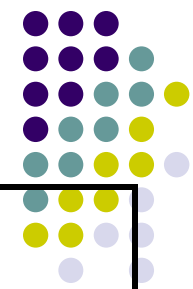
The repeat visitors were asked if their previous visit was on a cruise ship. The majority (88%) stated that this was not the case. 12% on the other hand stated that their previous visit was on a cruise ship.



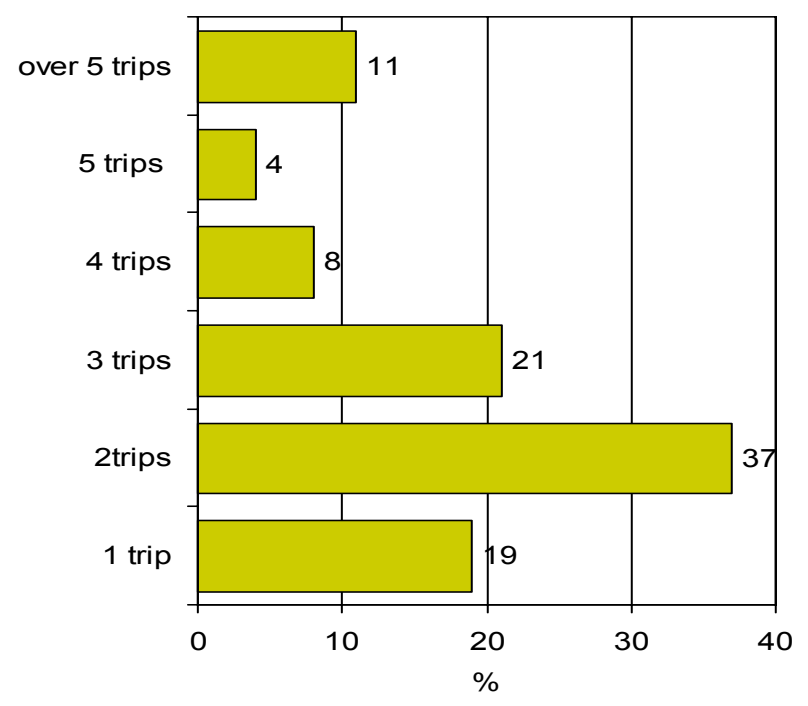
## Last trip to Jamaica



The repeat visitors were asked to state when was their last trip to Jamaica. A high number stated that their last trip was less than 1 year ago. The next highest number indicated that their trip was 1-2 years ago. This findings suggest that approximately 50% of persons who visited Jamaica returned at least once in 2 years 68% of the time. This finding was similar to that of the 1999 and 2001 VOS .

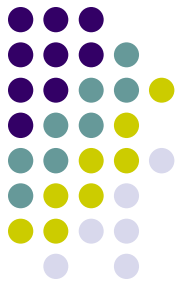


## Number of visits in the last 3 years & Number of visits by country



Number of visit to Jamaica	Country of residence			
	U.S.A	Canada	U.K./ Europe	Caribbean
1	18	30	20	12
2	39	34	32	19
3	22	19	28	15
4	8	6	6	12
5	3	4	6	15
Over 5	10	7	8	27

- The majority (56%) of the repeat visitors traveled to Jamaica 1-2 times during the last 3 years.
- A significant 21% have made 3 trips in the last 3 years.
- When comparing the number of visits in the past 3 years with the country of residence; the survey highlighted that more Canadians (30%) made 1 trip than Americans (18%). A high number of Americans (39%) made 2 trips in the past 3 years.

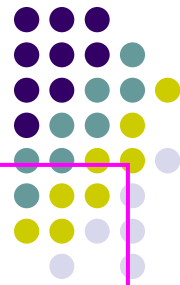


## Last trip to Jamaica by the number of visits in the past 3 years

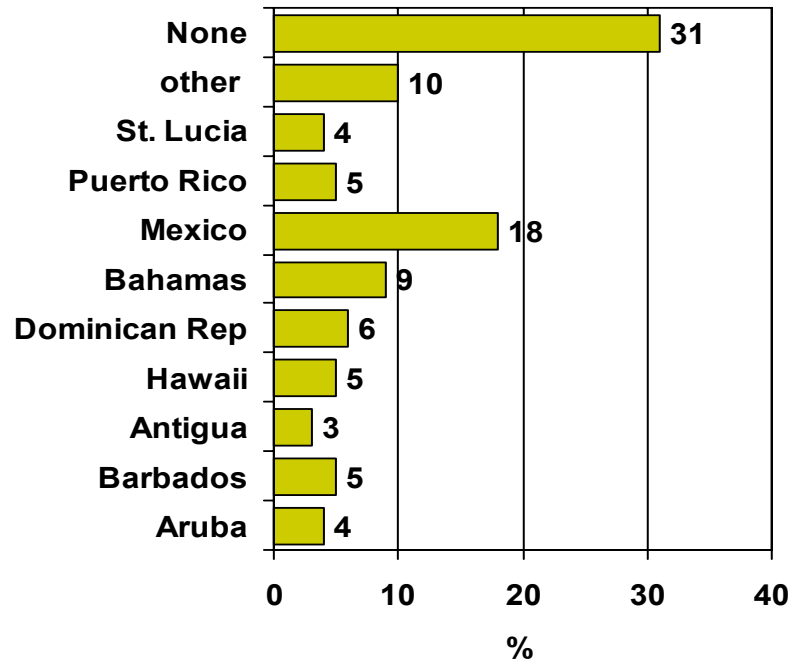
Number of visits to Jamaica in the last 3 years	Last trip to Jamaica		
	Less than 1 year ago %	1-2 years ago %	3-5 years ago %
1	3	4	52
2	24	60	39
3	26	26	7
4	13	7	1
5	8	2	1
Over 5 trips	26	1	0

- A cross tabulation was done with the last time a trip was made and the number of trips during the period.
- A significant number of the persons who visited Jamaica less than 1 year ago stated that they have made 3 trips (26%) and over 5 trips (26%).
- The majority (60%) of those who visited 1-2 years ago made 2 trips. 26% indicated that they made 3 trips.
- The majority (52%) of those who visited 3-5 years ago stated that they made one trip. The next highest response (39%) indicated that they made 2 trips.

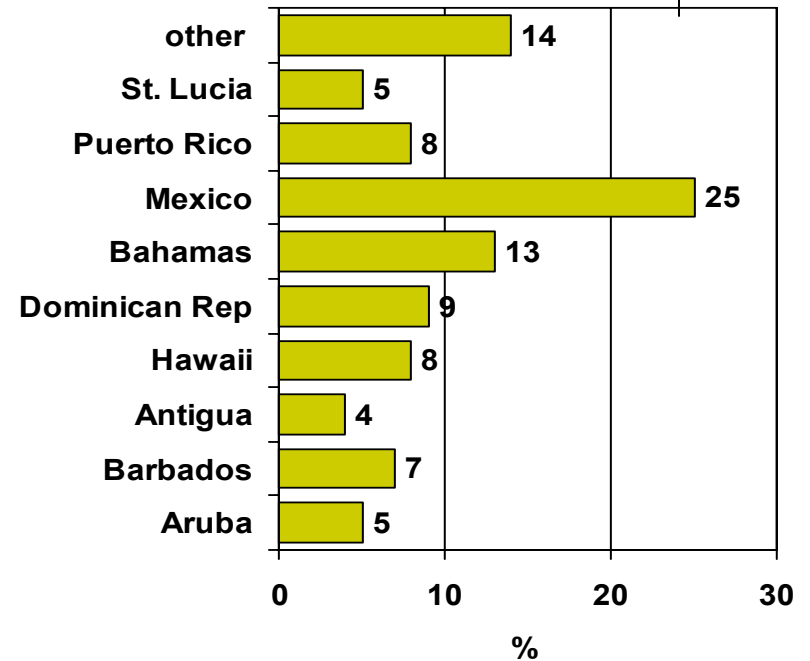
## Destinations visited in the past 3 years



Destinations visited in the past 3 years  
(including none)



Destinations visited in the past 3 years  
(excluding none)



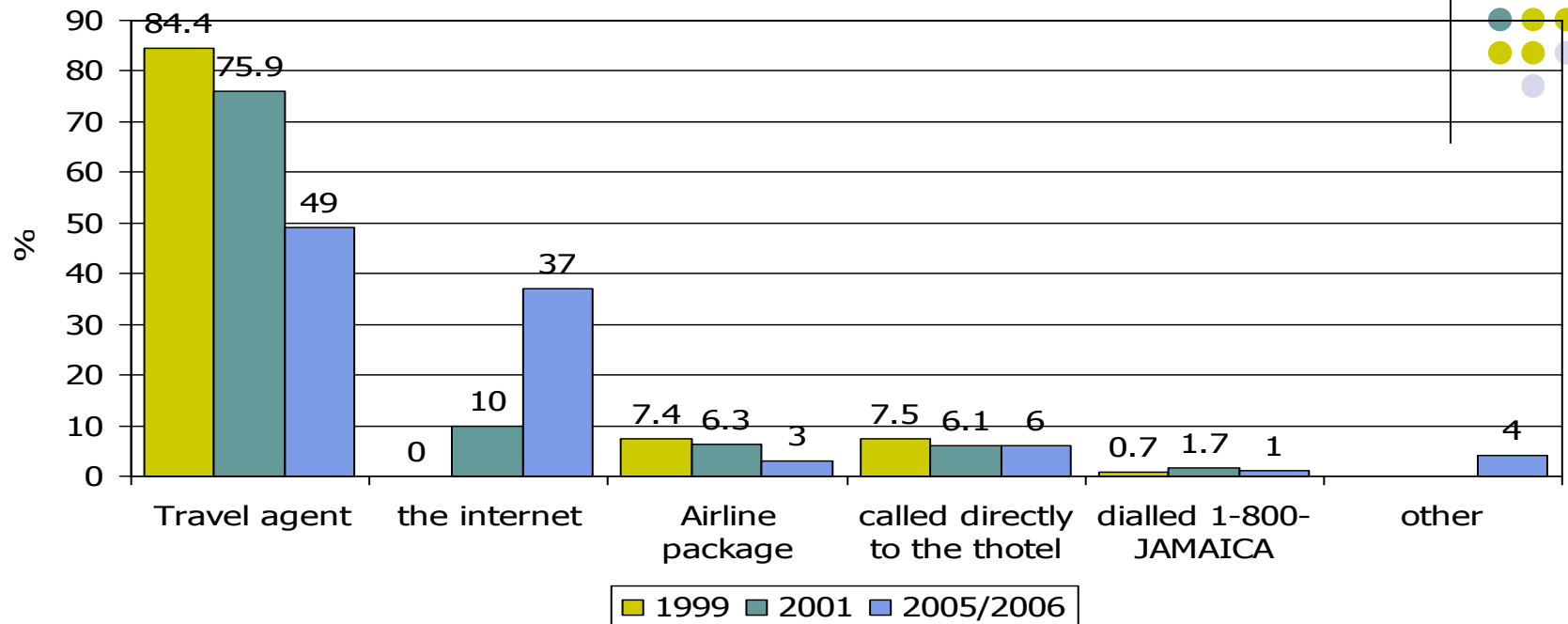
Mexico is the top destination visited by the respondents during the past 3 years. This was followed by Bahamas and the Dominican Republic. A significant number of respondents did not visit any other country in the past 3 years.

## Last trip to Jamaica by country traveled in the past 3 years

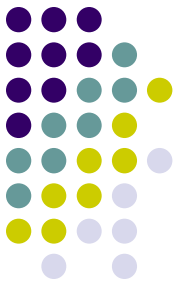
When was your last trip to Jamaica	Aruba											
	Aruba %	Bar. %	Antigua %	Hawaii %	Dom Rep %	Bah. %	Mexico %	Puerto Rico %	St. Lucia %	Can't rem %	None %	Other %
Less than 1 year	37	48	41	40	45	36	34	43	43	29	35	32
1-2 years	31	31	24	27	19	25	30	24	26	43	34	31
3-5 years	17	11	17	10	19	19	19	13	15	0	19	20

- A cross tabulation was done with country traveled in the past 3 years and last visit to Jamaica.
- The survey revealed that persons who visit Jamaica also visit other Caribbean countries.
- A high number of those who visited Jamaica less than a year ago also visited Aruba (37%), Barbados (48%), Antigua (41%), Hawaii (40%), Dominican Republic (45%), Bahamas (36%), Mexico (34%), Puerto Rico (43%), St. Lucia (43%) in the past 3 years.

## What method did you use to make your reservation



- For 1999, 2001 and 2005/2006 Visitor Satisfaction Surveys travel agents have been the number 1 method used to make reservation.
- Almost all reservations were made by travel agents in 1999; approximately 76% used them in 2001. On the other hand less than 50% used them in 2005/2006. These figures show a sharp decline in persons using travel agents.
- It is of no surprise that there is an increase in the number of persons using the internet to make reservations. The report shows that a significant number (37%) of the visitors are using the internet.



## What method did you use to make your reservation by country and income

country	Method					
	T/Agent	1-800	A/line T/Pack	Internet	Hotel	other
USA	47	1	3	40	7	0.04
Can	57	0.3	4	30	6	3
Uk/europe	54	1	5	35	4	2
Carib	69	1	1	12	11	6
Other	56	1	3	29	5	6

- A cross tabulation between country of residence and method of reservation was done.
- It showed that 47% of USA's visitors used a travel agent and 40% used the internet.
- The remaining 13% was shared amongst dialing 1-800(1%) , airline package (3%) and calling the hotel (7%) directly.
- The majority of Canadian (57%) used a travel agent to make their reservation. The next highest number (30%) indicated that they used the internet.
- 7 out of every 10 Caribbean persons used a travel agent, while 1 out of 10 persons used the internet.
- Travel agents and internet are the top media used by visitors regardless of income.

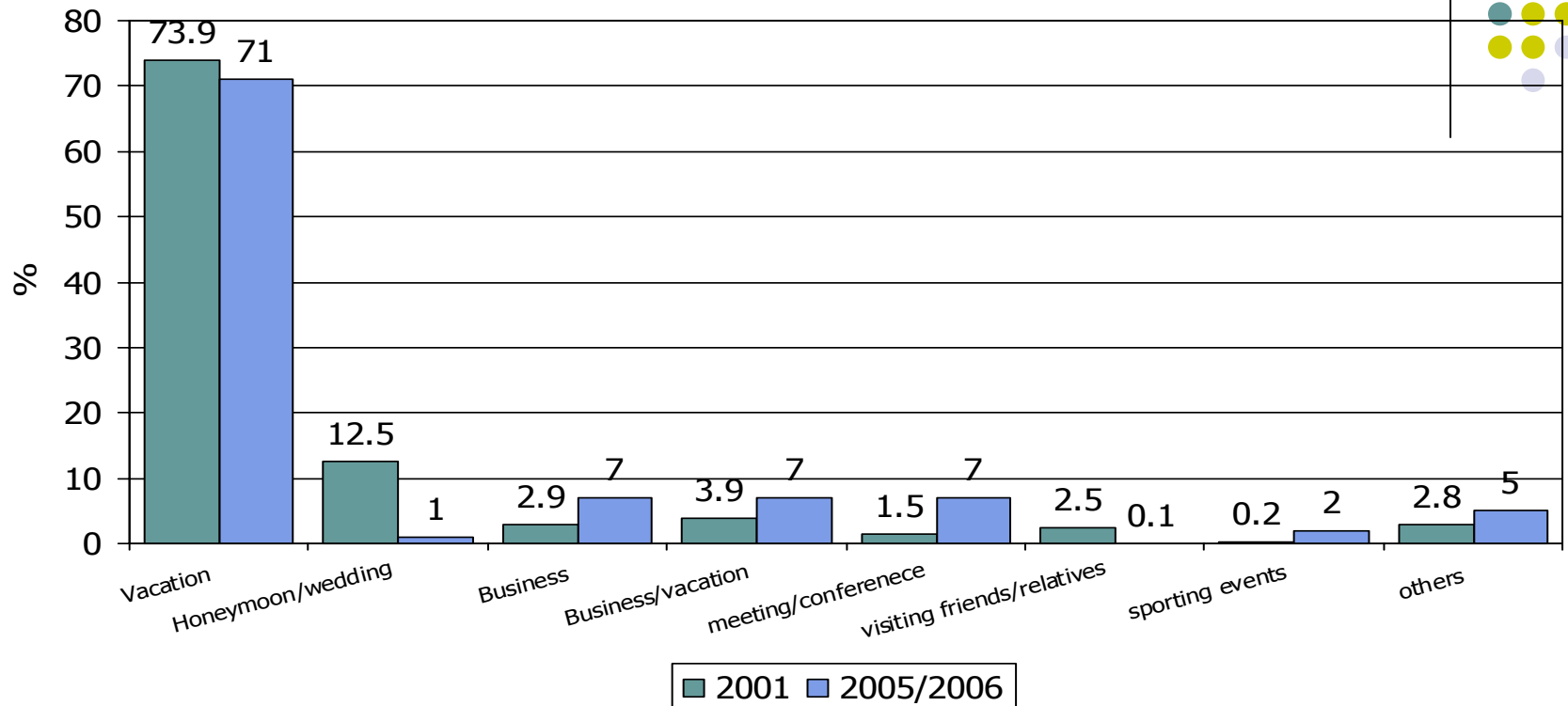
## What method did you use to make your reservation by Gender and age



- There was no significant gender difference with regards to the medium through which reservations were made.
  - In fact the percentage of males and females were almost the same with regards to the methods used.
- 
- The highest number of persons were less than 18 years. The next highest number was in the age group 25-34.
  - over 50% of persons 35-49 (51%) and 50-64 (52%) used the travel agent to make their reservation.
  - It can therefore be concluded that although the internet and travel agents are used by visitors of all ages ; travel agents are more common amongst older persons than the internet.

Age	Method					
	T/Agent	1-800	A/line T/Pack	Internet	Hotel	other
<18 years	40	0	2	48	8	2
18-24	49	1	3	39	4	3
25-34	47	1	3	41	5	3
35-49	51	1	3	36	7	3
50-64	52	1	5	34	7	2
65+	46	1	3	38	9	4

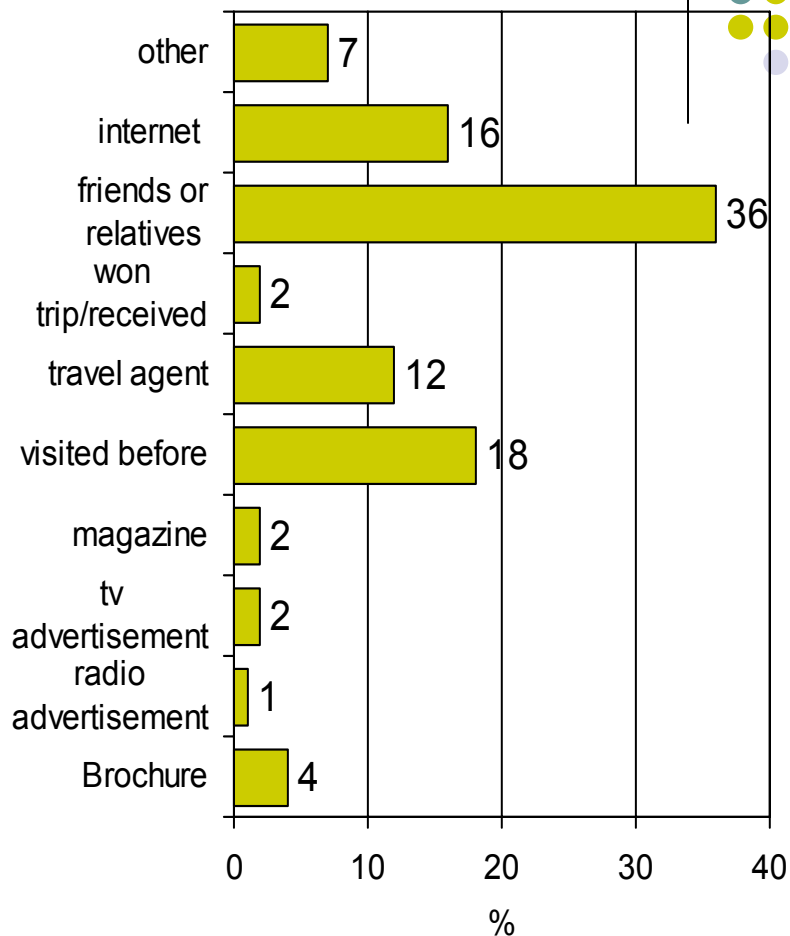
## What was the main purpose of your visit?



The majority of the visitors were in Jamaica on vacation (71%). This is a 3 % decrease from 2001. There was also a significant decrease in the number of visitors who are coming for honeymoon/wedding. There was an increase in the number of persons who were visiting Jamaica for Business and sporting events. This finding is in line with what was reported in the Annual Travel Statistics for 2005. The findings showed that 78.8% of the person who visited Jamaica in 2005 were here for leisure, 7.4% visited friends and relatives, 5.7% did business and 8.1% did other things (other things were not mentioned).

## The importance of each method in influencing decision to vacation in Jamaica & most important factor

Factors	V. imp	F. import	Not so import	Not at all import
	%	%	%	%
Brochure	14	17	19	50
Radio	2	4	19	75
TV	6	14	19	61
Magazine or news paper	7	15	18	60
Visited before	41	10	6	43
T agent	25	19	9	47
Won trip/ gift	5	3	7	84
Friends or relatives	46	16	6	32
Internet	34	19	8	39
other	43	4	4	49



• Friends or relatives (46%), visited before (41%), internet website (34%) and travel agent (25%) were among the top factors that visitors felt were very important in making their decision to vacation in Jamaica. Friends and relatives were considered most important. Factors influencing decision to vacation in Jamaica.

## Important factor by purpose of visit

Factors	Purpose of visit								
	Vacation	Business	meeting	Sports	Honey moon or wedding	Business / vacation	Visit friends/ relatives	Travel agent fam trip	other
Brochure	5	6	4	0	0	0	0	0	4
Radio advertisement	1	0	1	5	5	0	0	20	0
Tv advertisement	2	2	1	0	0	1	0	0	3
Magazine/news	2	1	2	0	0	1	0	20	0
Visited before	21	8	9	10	10	3	33	0	19
Travel agent	13	21	7	15	15	2	33	0	5
Won trip/gift	2	3	1	10	10	1	0	0	0
Friends/ relatives	33	34	14	20	20	90	0	40	40
Internet	19	21	9	5	5	2	0	20	5
other	4	5	50	35	35	2	33	0	24

- The significant factors that influenced a high number of the visitors who came on vacation are friends/relatives(33%) and the fact that they visited before (21%). Friends and relatives (34%) was the top factor that influenced persons who were visiting for business; this was followed by travel agent (21%) and the internet (21%).

## Important factors by method used to make reservation

Factors	Method used to make reservation					
	Travel agent	Dialled 1-800-Jamaica	Airline tour package	The internet	Called directly to the hotel reservation office	Other
Brochure	6	4	4	2	8	3
Radio advertisement	1	0	0	1	0	2
Tv advertisement	2	4	1	2	3	3
Magazine/ news	2	0	2	1	2	3
Visited before	19	17	20	14	27	14
Travel agent	22	0	7	2	2	2
Won trip/gift	3	0	2	2	1	9
Friends/ relatives	29	65	33	44	41	46
Internet	10	0	27	26	8	3
other	6	9	3	8	8	17

- A significant number of those who used travel agents to make their reservation stated that friends/relatives (29%) were influential in their decision to choose Jamaica as a destination. This was closely followed by travel agent (22%) and prior visits (19%).
- The majority (65%) of those who dialled 1-800-Jamaica stated that friends/relatives were influential in them visiting Jamaica.
- Those who utilized airline tour package to make reservation stated that the top three influential factors were friends/relatives (33%), the internet (27%) and they visited before (20%).
- Close to 50% of those who used the internet to make reservations stated that family/friends (44%) influenced their choice. This was closely followed by the internet (26%).



## Important factors by first and repeat visitors

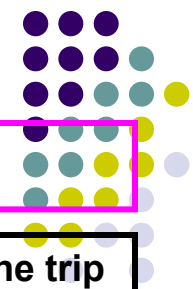
Factors	Is this your first visit to Jamaica?	
	First visit	Repeat visit
Brochure	6	2
Radio advertisement	1	1
Tv advertisement	3	1
Magazine/ news	2	1
Visited before	2	33
Travel agent	18	7
Won trip/gift	3	1
Friends/ relatives	35	37
Internet	24	9
other	7	7

- Friends and relatives (35%) was the top influential factor for first time visitors, this was followed by the internet (24%) and travel agent (18%).
- The repeat visitors on the other hand were influenced by two main factors friends/relatives (37%) and the fact that they visited before (33%).

## Important factors by country of residence

Factors	Country of Residence				
	USA	Canada	UK/Europe	Caribbean	Other
Brochure	3	7	12	6	5
Radio advertisement	1	0	1	2	3
Tv advertisement	2	2	2	0	8
Magazine/ news	1	2	3	3	2
Visited before	19	20	11	7	5
Travel agent	12	15	14	2	9
Won trip/gift	3	2	1	0	2
Friends/ relatives	37	35	31	53	14
Internet	17	12	18	6	17
other	7	6	8	22	13

- The top factor that influenced visitors from the different countries was family/friends. The internet is an influential factor for persons from UK/Europe and other countries than America and Canada.
- A significant number of Canadians (20%) and Americans (19%) stated that they were influenced by the fact that they visited before.



## Impression of Jamaica before and after visit

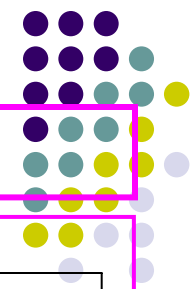
characteristics	Impression before the trip	Impressions after the trip
	Average	Average
Scenery	7	8
Attitude of people	7	8
Beaches	8	8
Music	8	8
Safe place to visit	6	7
Accommodation facilities	8	8
Attractions	7	8
Culture	7	8
Entertainment	7	8
Water sport activities	7	8

- The visitors were asked to rate their impression of Jamaica before and after the trip on a scale of 1-10 where 1 being the lowest and 10 being the highest.
- All the attributes were rated above 5 before and after their visit.
- It should be noted however, that 'safe place' was given the lowest rating before the trip and also given the lowest rating after the visit.

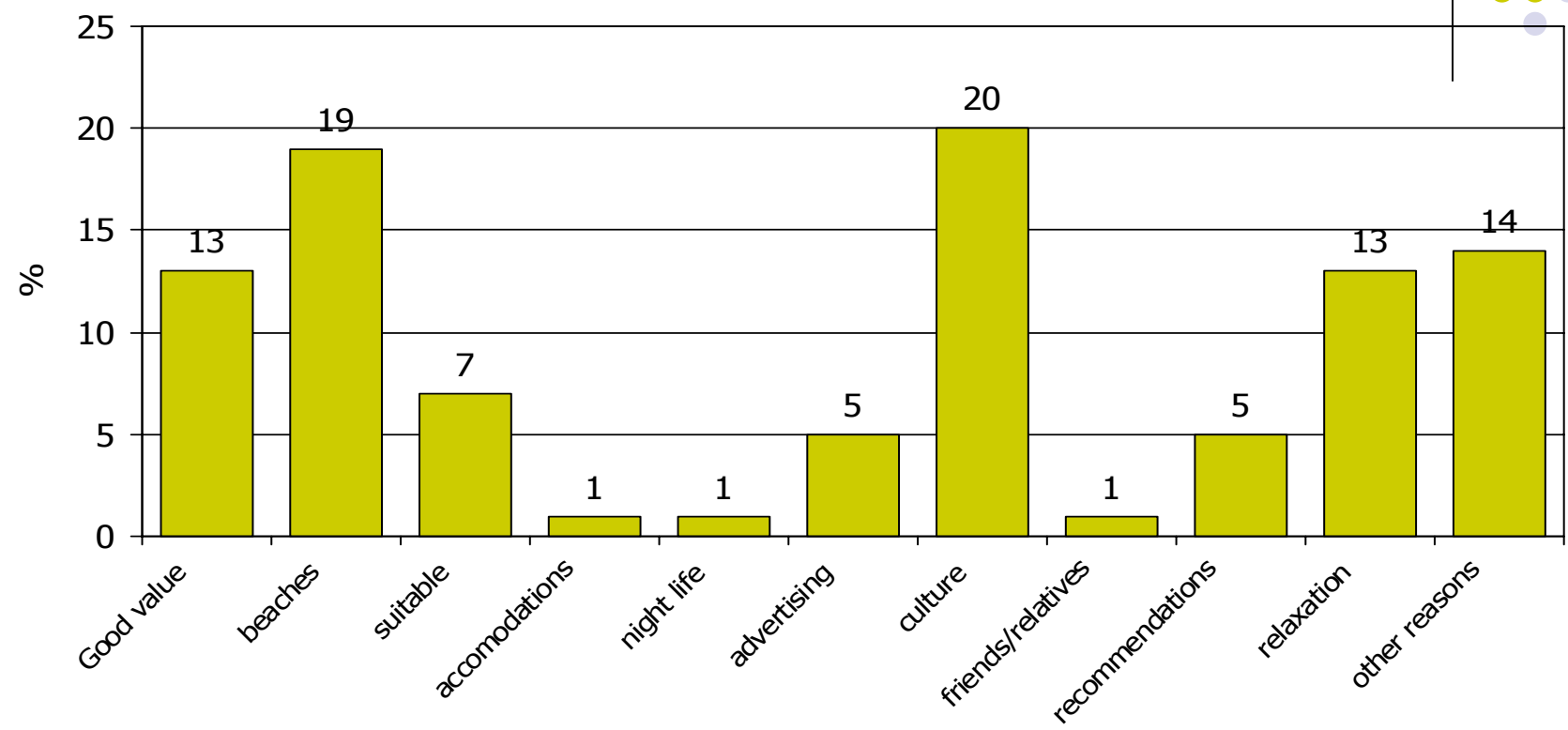
## How interested were in the following

Statements	Very interested	Somewhat interested	Not very interested
	%	%	%
How interested were you in visiting nature areas	39	32	29
How interested were you in guided tours	20	33	47
How interested were you in shopping	26	37	37
How interested were you in dining out	44	32	24
How interested were you in the beaches	79	13	8
How interested were you in water sports	38	32	30
How interested were you in nightlife activities	29	37	34
How interested were you in other activities	41	28	30

- 39% of the visitors indicated that they were very interested in visiting nature areas.
- Close to 50% of the visitors stated they were not interested in guided tours. On the other hand indicated that they are very interested (20%) and somewhat interested (33%).
- A significant number stated that they were very interested (26%) and somewhat interested (37%) in shopping.
- Close to 50% of the respondents indicated that they are very interested in dining out.
- The majority (79%) indicated that they were very interested in beaches.
- A significant number stated that they were very interested (38%), somewhat interested (32%) and not very interested (30%).
- The majority (66%) of the visitors indicated that they were very interested and somewhat interested in night life activities.
- a significant number of the visitors indicated that they were interested in other activities. The main activities that were highlighted by the visitors were sports, culture, relaxation and attractions.

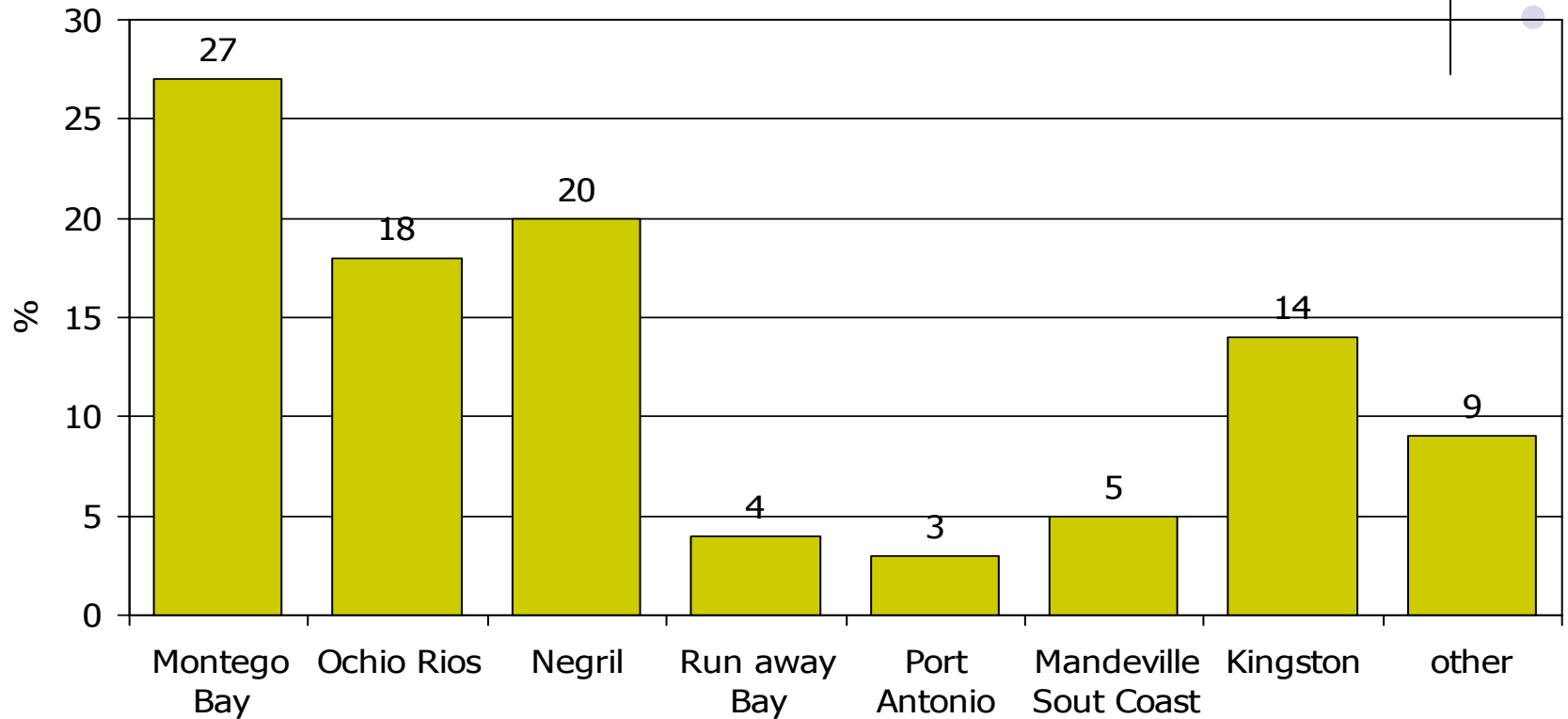


## Main reason for choosing Jamaica

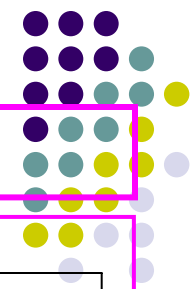


The respondents were asked to indicate the main reasons for choosing Jamaica. Culture(20%) and beaches(19%) were the top factors for choosing Jamaica.

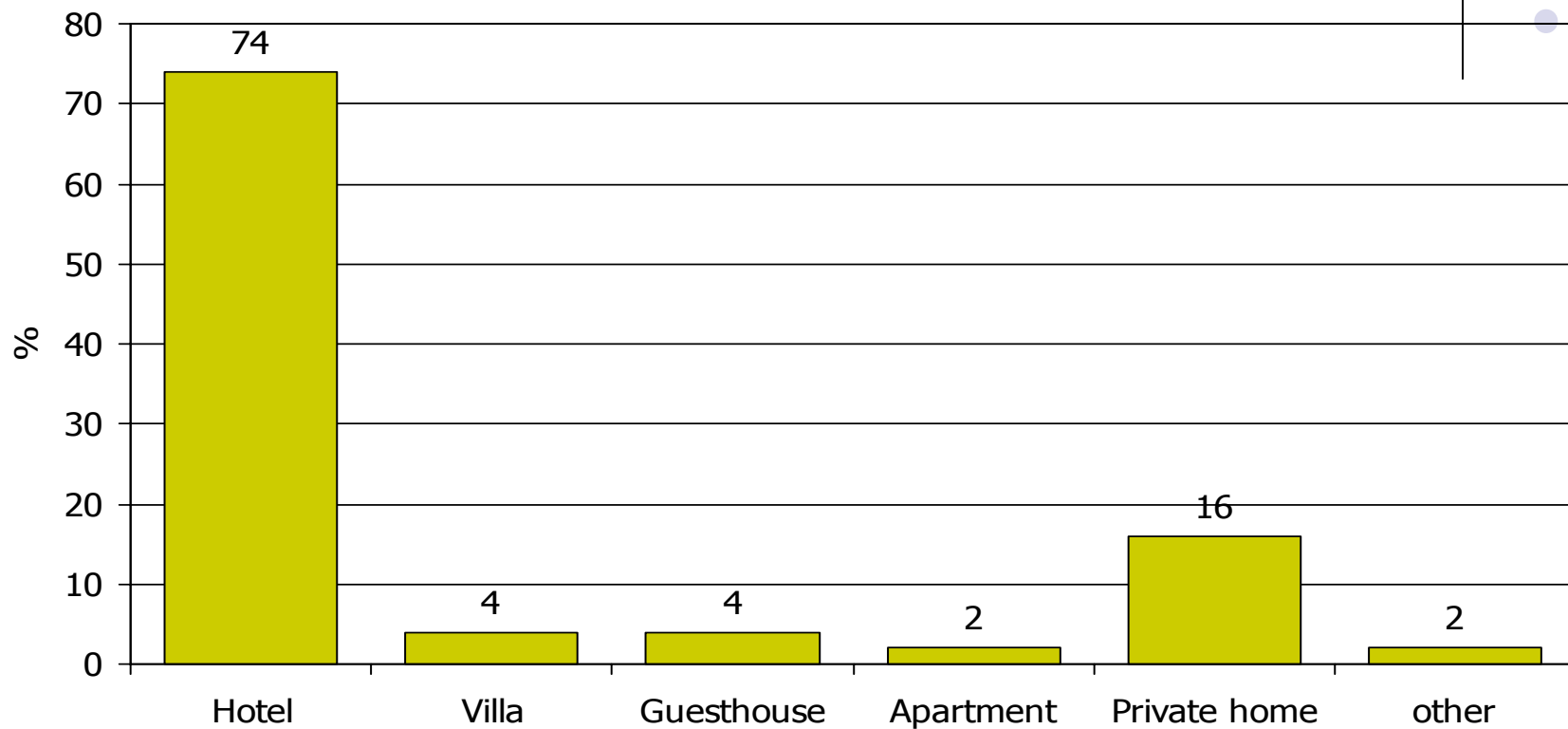
## Area visited



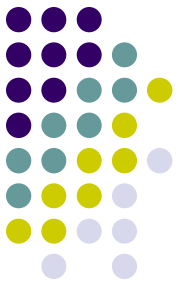
Montego Bay was visited by a significant number of the tourist during the Winter season. This was closely followed by Negril (20%) and Ocho Rios (18%). These findings are in line with the Annual Travel Statistics for 2005. It also showed that Montego Bay (28.3%) had the highest number of visitors. This was followed by Negril (23.2%), Ocho Rios (19.7%), Kingston (13.7%), other areas (8%), Mandeville/South Coast (6%) and Port Antonio (1.1%).



## Type of accommodation used



The majority (74%) of the visitors stayed in a hotel during their time in Jamaica.



## Rating of room quality of the following...

Attributes	Rating			
	Excellent	Good	Fair	poor
Rating of room quality	47	39	12	2
Rating of quality of food and beverage	48	38	12	3
Rating of quality of service	59	30	8	2
Rating of quality of activities	44	40	13	4

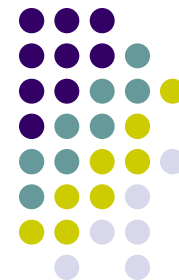
- The majority (86%) of the respondents rated the quality of the room excellent to good with 47% giving it an excellent rating and 39% giving it a good rating.
- The quality of food and beverage was given an excellent rating by close to 50% of the visitors.
- The quality of service was given an excellent rating by the majority (59%) of the visitors.
- The quality of activities was given an excellent rating by 44% of the visitors and 40% gave it a good rating.



## Rating of room quality by area stayed

Area stayed	Rating			
	Excellent	Good	Fair	poor
Montego Bay	47	39	12	2
Ocho Rios	55	35	8	2
Negril	44	43	12	1
Port Antonio	42	48	6	5
Mandeville Southcoast	64	29	7	0
Kingston	33	46	19	2
Other	39	39	18	4

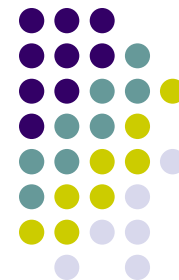
- When comparing room quality with area the visitors stayed it is evident that Mandeville / Southcoast have excellent room quality. The majority (64%) of the visitors who visited this area stated this. Montego bay (47%), Ocho Rios (55%), Negril (44%) and Port Antonio (42%) also received an excellent rating by a significant number of the respondents



## Rating of food and beverage by area stayed

Area stayed	Rating			
	Excellent	Good	Fair	poor
Montego Bay	46	38	13	3
Ocho Rios	55	35	8	2
Negril	48	38	11	3
Runaway Bay	43	45	13	0
Port Antonio	42	34	19	5
Mandeville Southcoast	58	31	10	2
Kingston	34	50	12	4
Other	44	38	14	4

- The majority of the visitors to Ocho Rios (55%) and Mandeville (58%) gave the food and beverage an excellent rating.



## Rating of service by area stayed

Area stayed	Rating			
	Excellent	Good	Fair	poor
Montego Bay	61	28	8	2
Ocho Rios	62	29	8	2
Negril	56	31	11	2
Runaway Bay	60	32	5	4
Port Antonio	49	36	10	5
Mandeville Southcoast	73	21	5	1
Kingston	33	46	19	2
Other	53	30	15	2

- All the areas with the exception of Kingston received excellent rating for service by the highest number of the visitors. A small number of the visitors gave the areas poor rating.

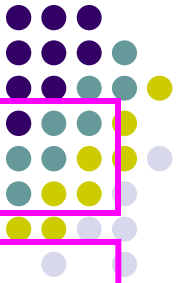


## Rating of activities by area stayed

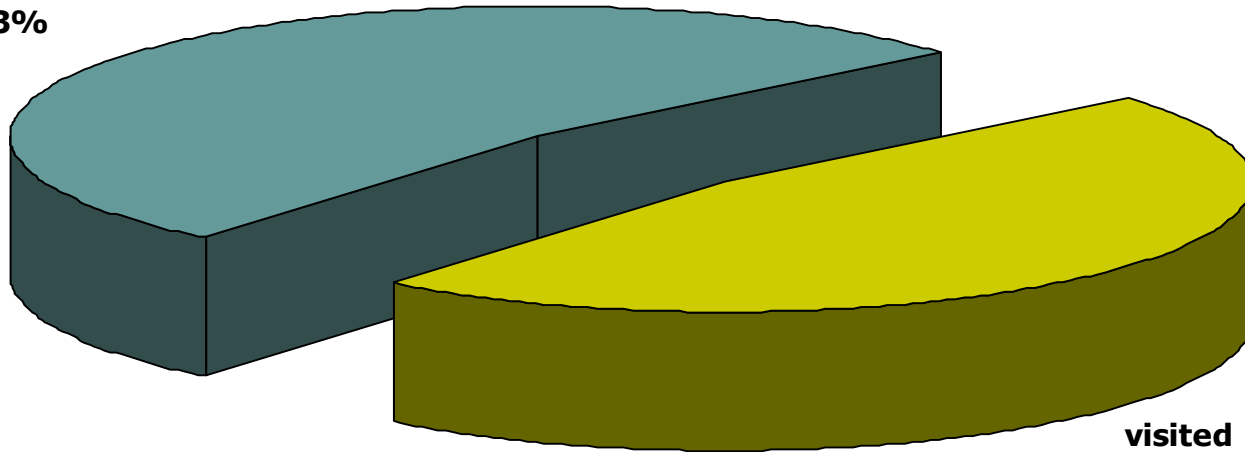
Area stayed	Rating			
	Excellent	Good	Fair	poor
Montego Bay	45	38	13	5
Ocho Rios	46	40	12	2
Negril	42	39	15	4
Runaway Bay	40	49	7	4
Port Antonio	31	51	14	4
Mandeville Southcoast	56	32	9	3
Kingston	24	47	21	8
Other	41	41	14	4

- The areas received an excellent to good rating by the majority of the respondents.

## During your vacation did you visit any of our attractions?



**did not visit any  
attractions  
53%**

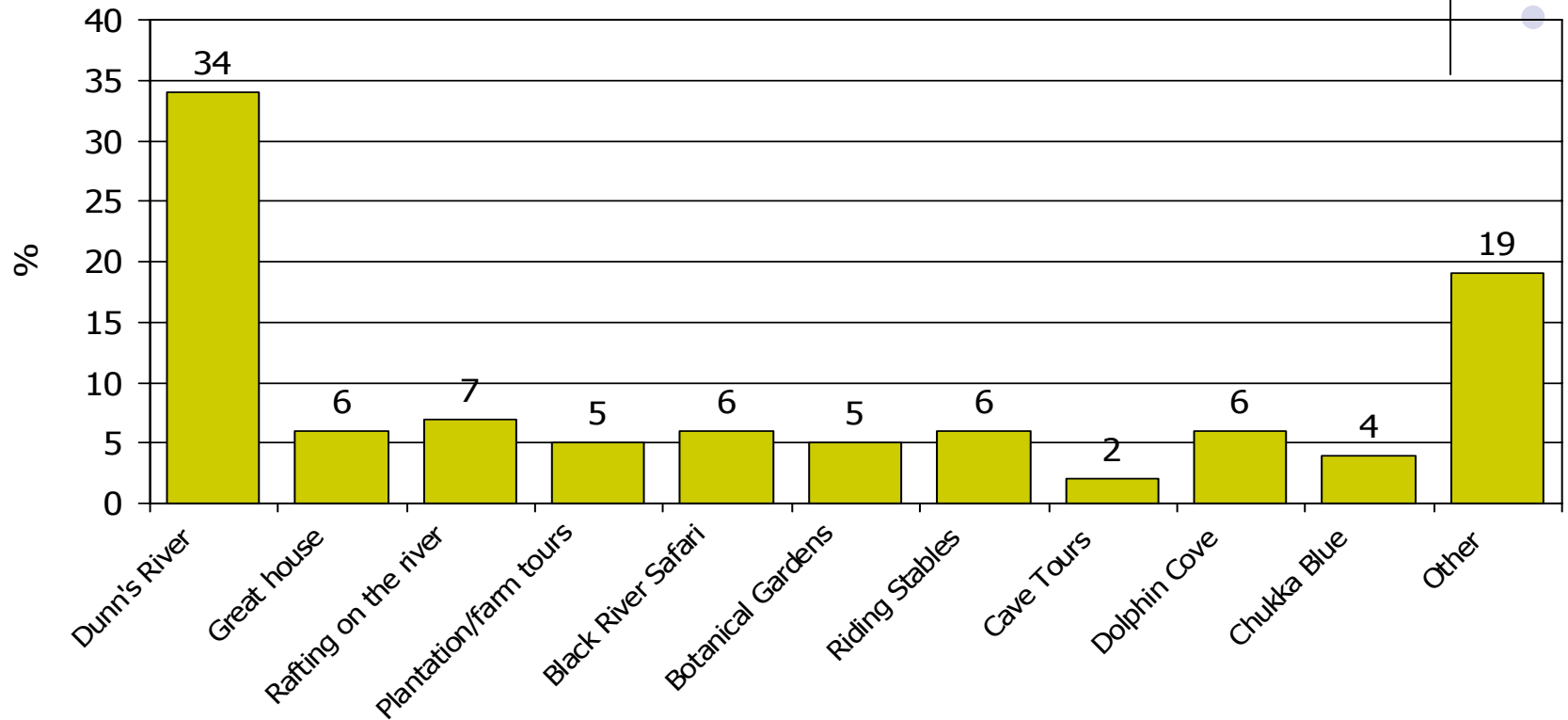


**visited attractions  
47%**

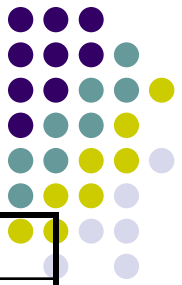
■ visited attractions ■ did not visit any attractions

- The majority (53%) of the visitors stated that they did not visit an attraction. 47% on the other hand indicated that they have visited an attraction.

## Incidence of visiting the following attractions



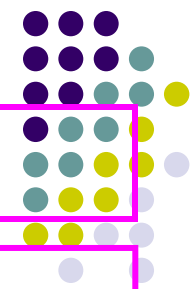
Numerous attractions were visited. The attraction visited by the highest number of the respondents is Dunn's River .



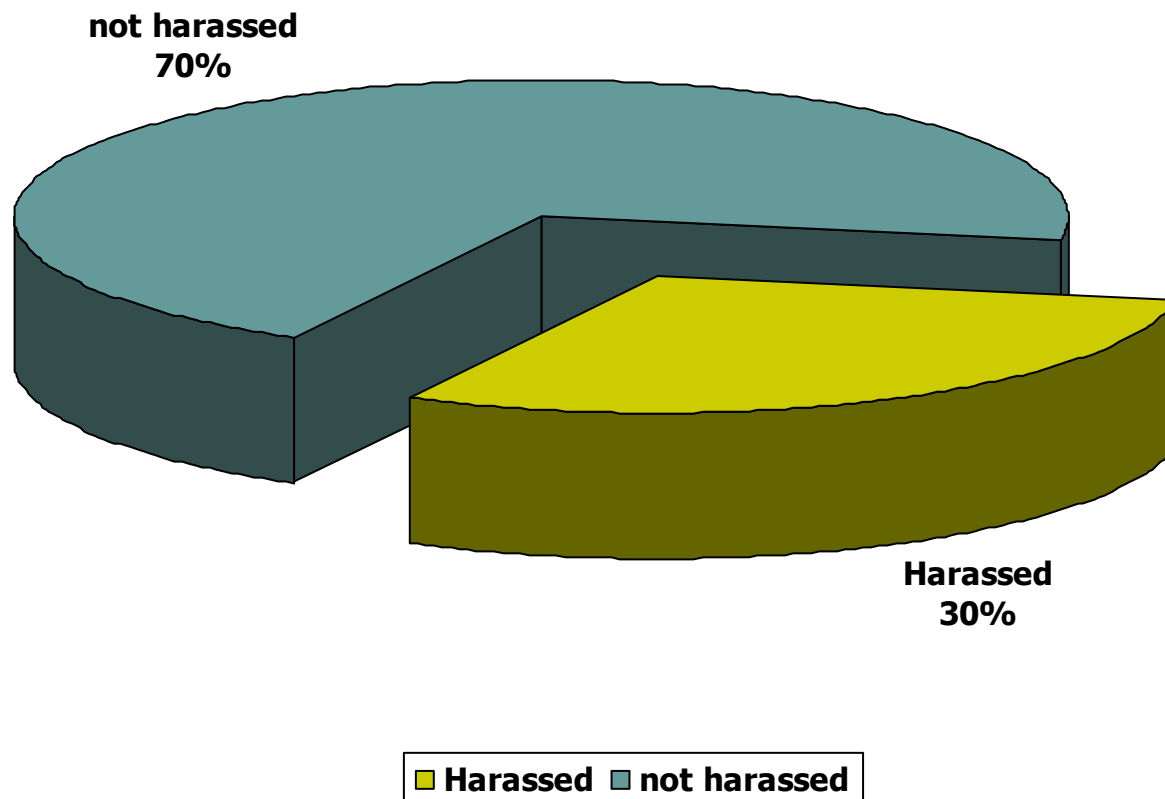
## Rating of attractions with regards to their facilities and services

Attraction	Rating				
	Excellent	Good	Fair	poor	Needs improvement
	%	%	%	%	%
Dunn's River	67	29	3	0.5	0.5
Great House Tours	44	45	8	1	2
Rafting on the River	63	27	6	2	2
Plantation Tours	46	39	9	36	12
Rafting on Black River Safari	47	36	12	3	1
Botanical Gardens	53	30	12	2	3
Riding Stables	54	28	11	1	5
Cave Tours	40	30	16	4	10
Dolphin Cove	63	23	10	1	4
Chukka Blue	58	24	9	4	6
Other places	65	26	6	1	2

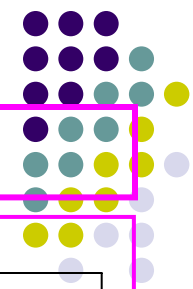
- The majority (67%) of the respondents gave Dunn's River an excellent rating.
- Rafting on the River and Dolphin's Cove received an excellent rating by the majority (63%) of the respondents respectively.



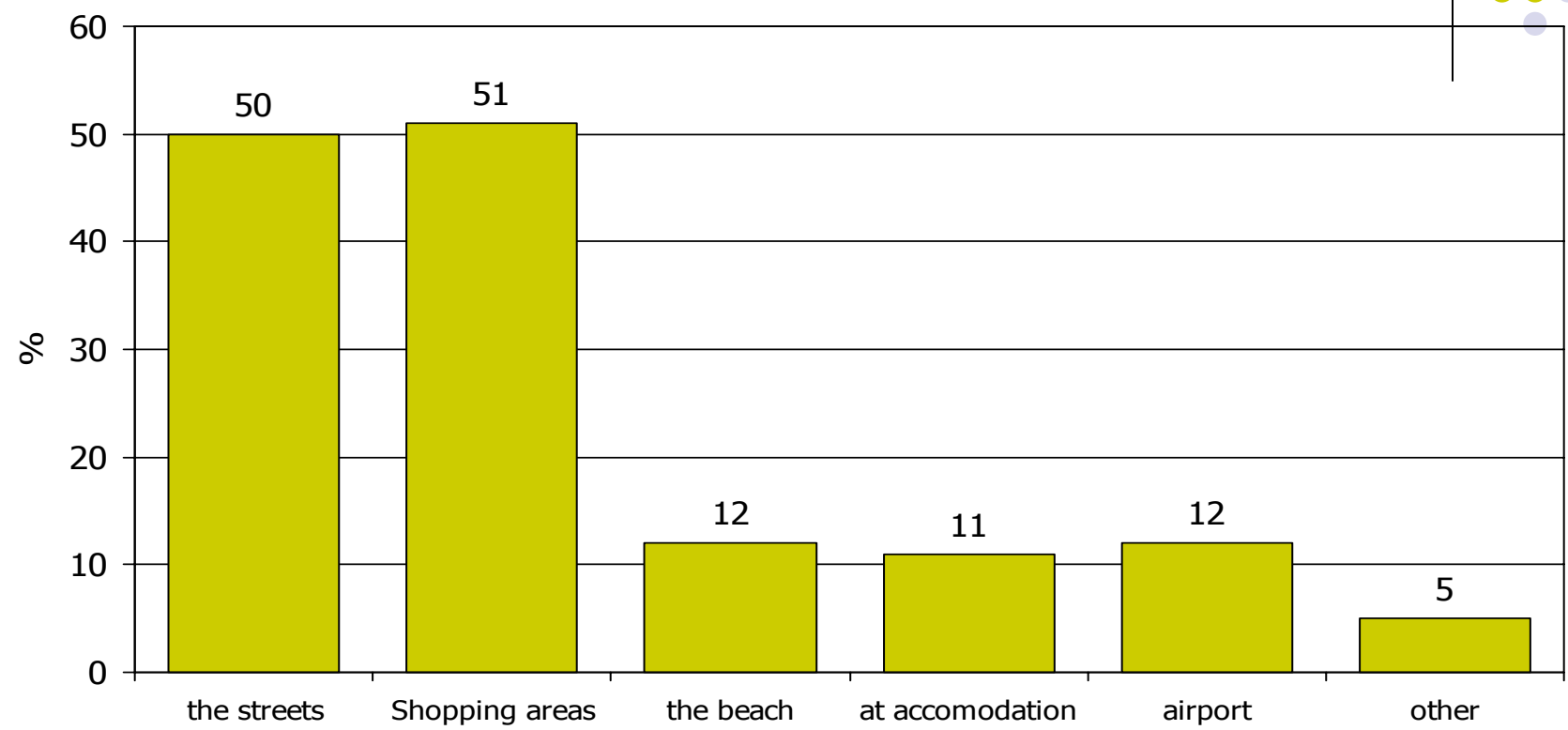
## Harassed during stay



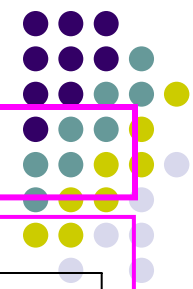
The majority (70%) of the visitors stated that they were not harassed when they visited Jamaica.



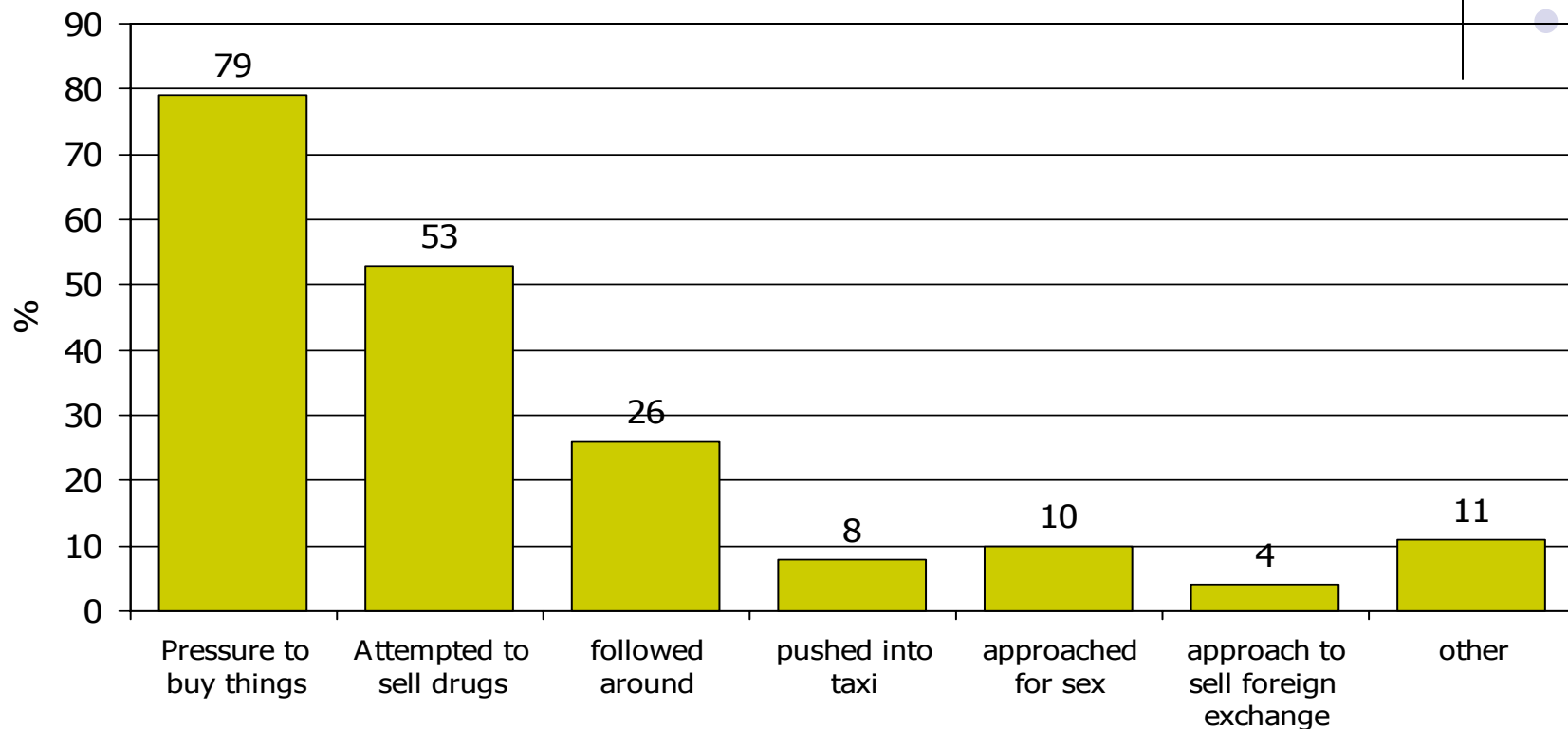
## Places harassed



Some of the visitors who were harassed had this experience on more than one occasion. 50% indicated that they were harassed on the streets and shopping areas (51%).



## Type of harassment



The majority (79%) of the persons who were harassed stated that they were pressured to buy things. Attempts were made to sell 53% of the visitors interviewed drugs.



## Incidence of being harassed by area

Area	Incidence of being harassed	
	Yes	No
Montego Bay	34	66
Ocho Rios	37	63
Negril	36	64
Runaway Bay	41	59
Port Antonio	26	74
Mandeville Southcoast	15	85
Kingston	15	85
Other	25	75

- The respondents who stayed in Runaway Bay reported the highest incidence of harassment. A significant number who were also harassed stayed in Ocho Rios (37%), Negril (36%) and Montego Bay (34%).

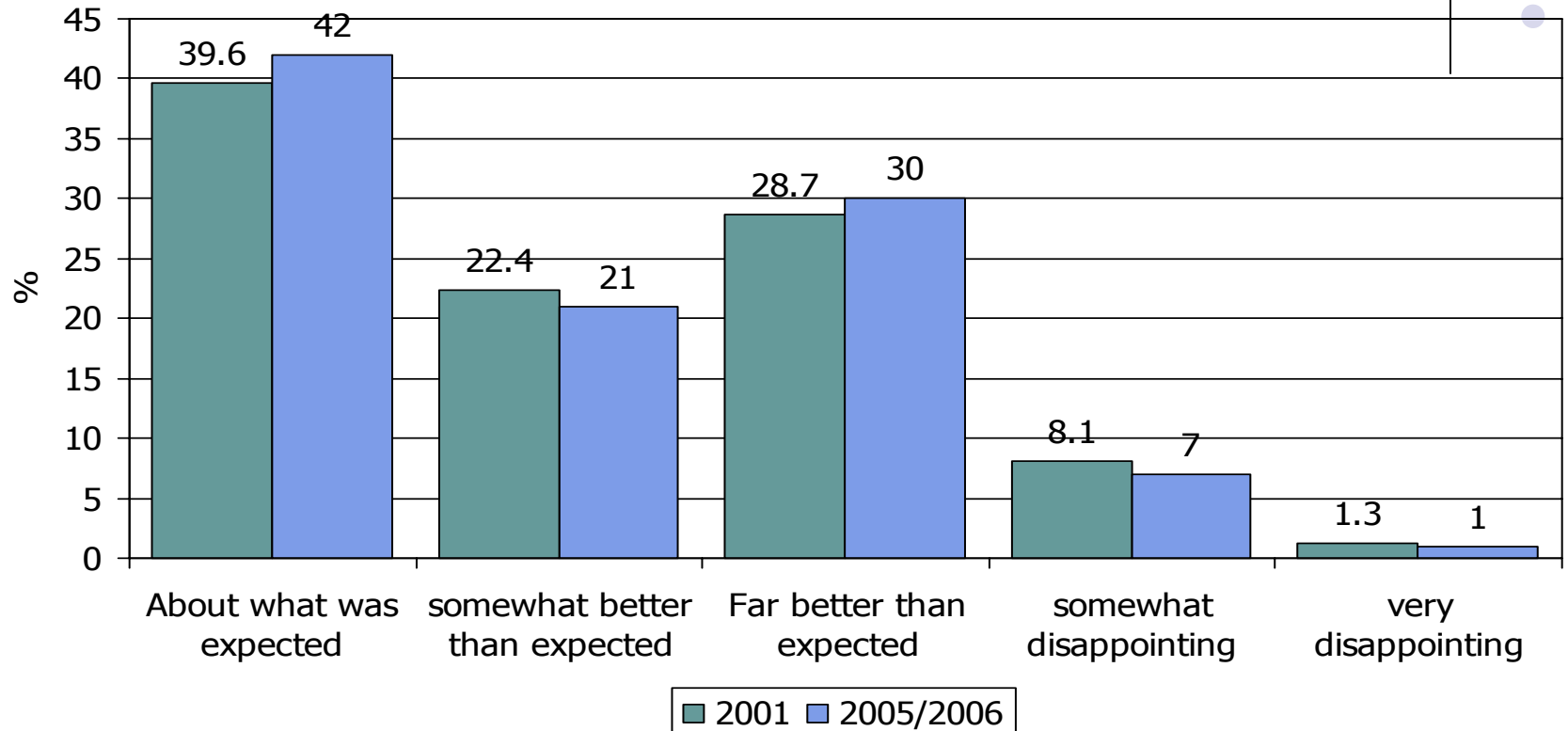


## Type of harassment by area

Area	Places where harassed					
	The streets %	Shopping areas %	Beach %	Accommodation %	Airport %	Other %
Montego Bay	35	31	17	7	8	3
Ocho Rios	28	35	18	6	9	4
Negril	24	20	41	6	9	4
Runaway Bay	29	40	14	8	8	0
Port Antonio	42	21	24	3	3	8
Mandeville Southcoast	35	33	17	8	4	2
Kingston	52	18	9	9	8	4
Other	26	31	31	8	3	2

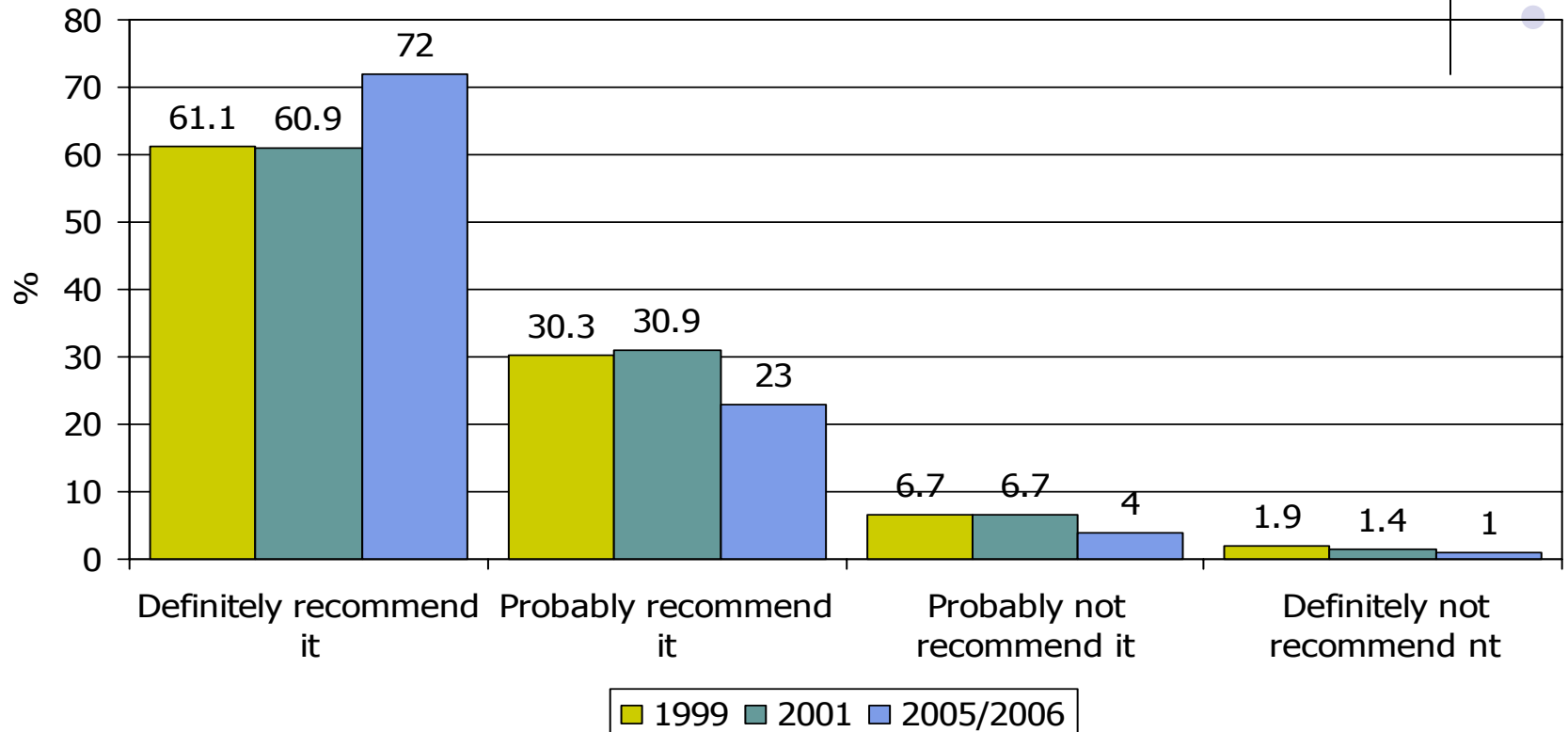
- On the streets (35%) and shopping areas (31%) were the top places where visitors to Montego Bay were harassed. This was the same for a significant number of the persons who went to Ocho Rios. Negril on the other hand had more reports of harassment on the beach.
- A high number (40%) of the visitors who went to Runaway Bay stated that they were harassed in shopping areas.
- Harassment took place mostly on the streets for persons visiting Port Antonio.
- The majority (52%) of the person who were harassed in Kingston were harassed on the streets.

## How was your visit compared with your expectations?



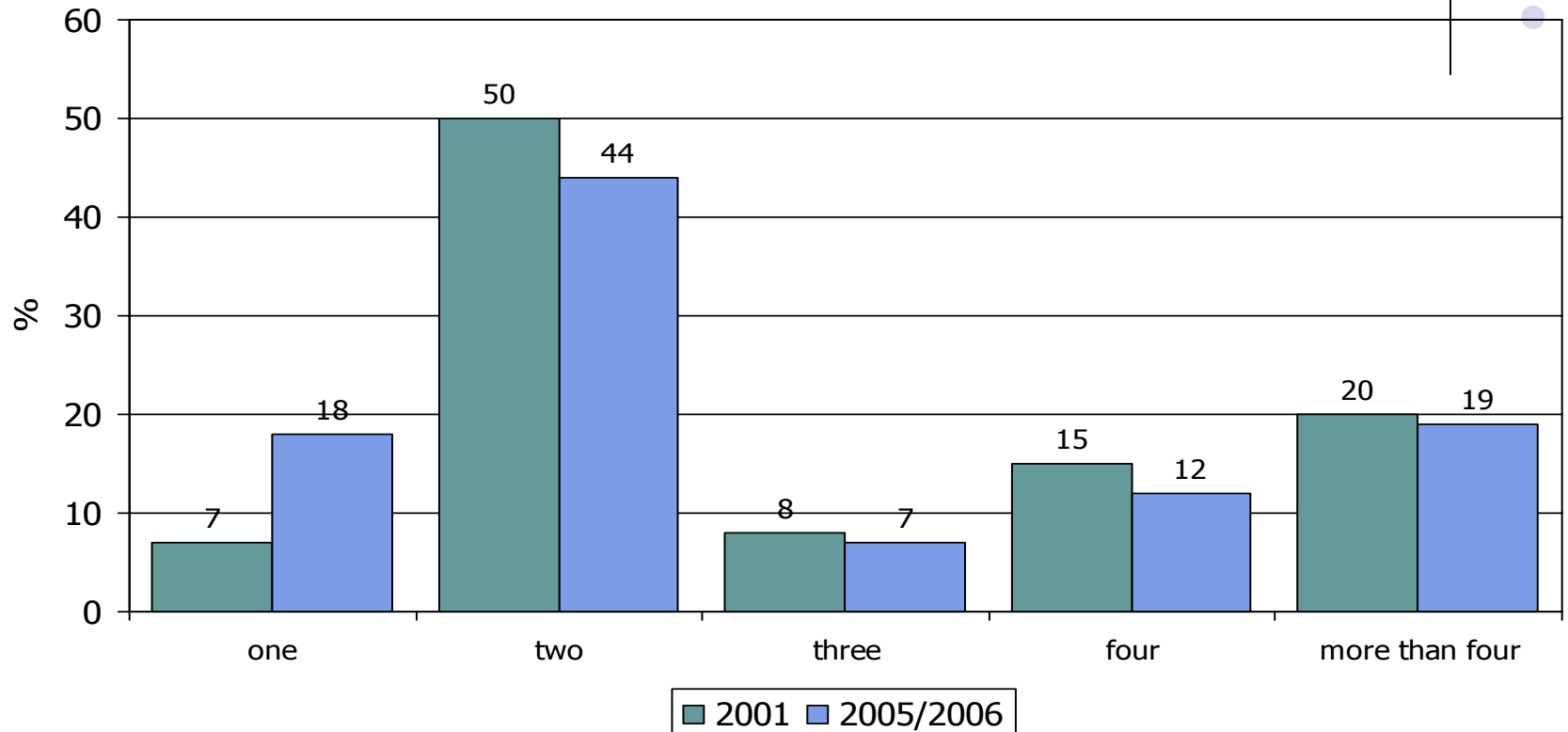
There is an increase from 2001 in the number of persons who stated that their visit to Jamaica was about what was expected. There is also a marginal increase in the number of persons who stated that their trip was far better than expected.

# How likely would you be to recommend Jamaica to your friends?

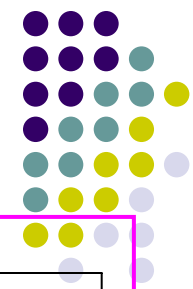


The majority (72%) of the visitors stated that they would recommend Jamaica to family and friends. This shows an increase from the 1999 (61%) and 2001(61%).

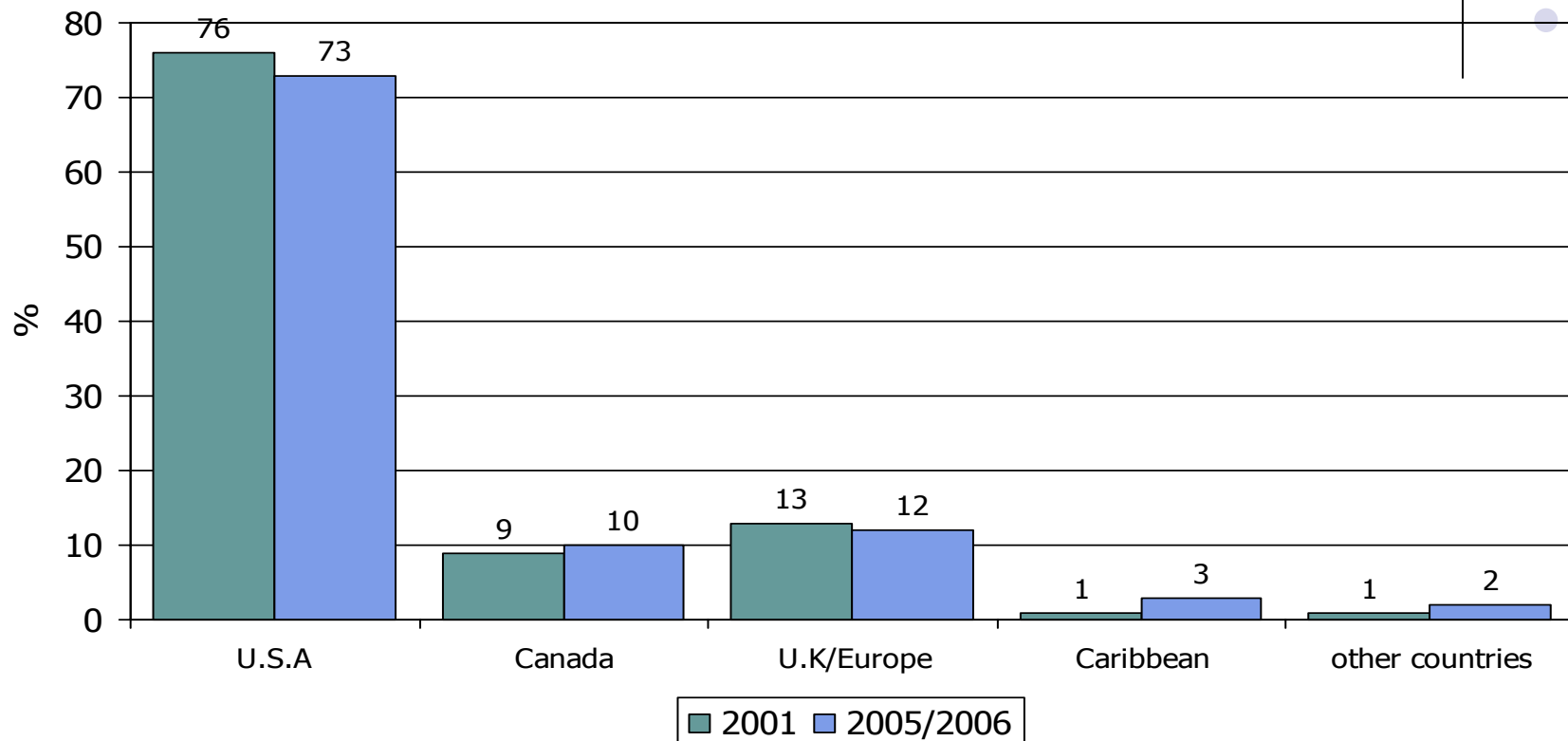
## How many persons in the party



A significant number of the respondents stated that they are traveling with someone else.



## Country of residence



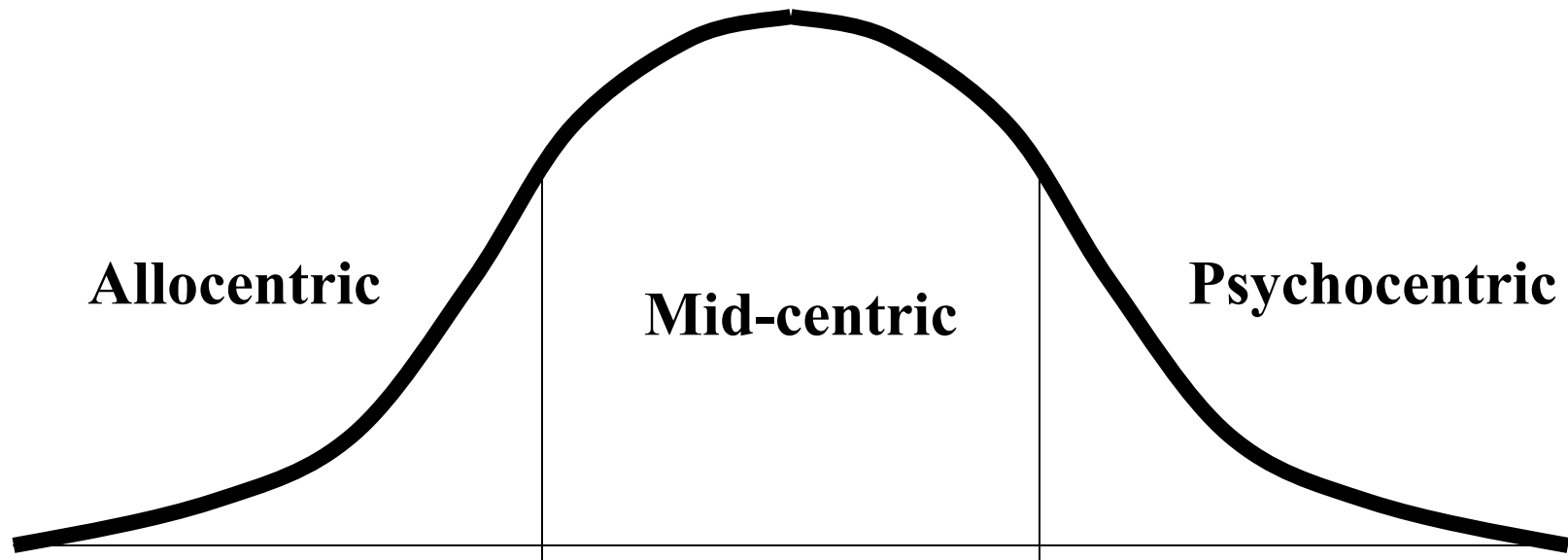
The majority (73%) of the visitors were from the U.S.A.

## Psychographic Profile

- This year's VOS also seek to understand the physiological differences amongst tourist. This was done in order to determine the type of tourists that are visiting Jamaica. According to Plog (<http://jtr.sagepub.com/cgi/reprint/41/2/161.pdf>) the psychological differences amongst tourists causes them to visit a given destination at different stages of its development. This psychological differences of tourists span a continuum from allocentric to the psychocentric.
- **Allocentrics** – these tourists are adventurous and open to experiments and they experience themselves as being in control of their own lives. They are also characterized by high activity level. Prefer non- tourists destinations enjoy meeting and dealing with people from a strange or foreign culture. Tour arrangements include the basics and allow considerable freedom and flexibility.
- **Middle centric** – this is the characteristic for the majority of tourists. They display a mix of allocentric and psychocentric characteristics and prefer to be cushioned from contacts with locals.
- **Psychocentric-** The psychocentrics on the other hand centre their thoughts on the small problem areas of life, but they don't feel that they are in control of their own lives. In terms of tourism they play a very safe hand and opt for the definitely familiar, hence opting out of novelty and risks. They are also considered to be tourists who indulge in low activity level. They prefer familiar travel destinations. They prefer 'sun' and 'fun' spots including considerable relaxation. Prefer familiar atmosphere, language the same or familiar food. They normally request complete tour package with heavy scheduling activity.



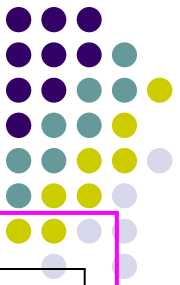
**Plog's Psychographic typology of tourists**  
(Plogs (1974) 'Why destination areas rise and fall in popularity.' The Cornell Hotel & Restaurant Administration Quarterly 15



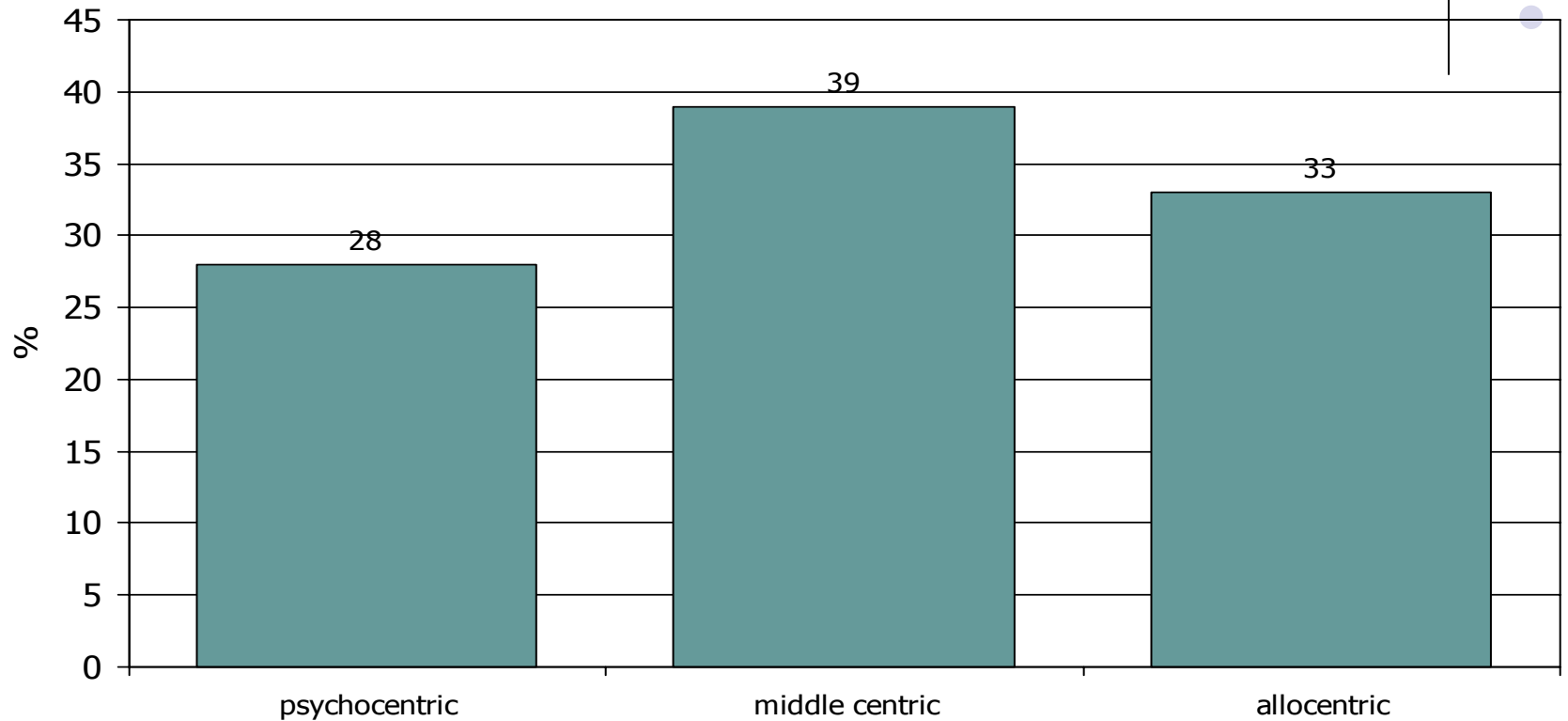
- Independent travellers
- Above average income
- Adventure-seeking

- Majority of travellers
- Seek established destinations
  - May visit destinations popular with allocentrics

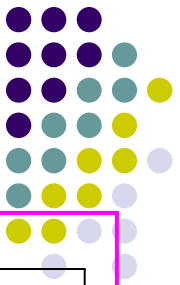
- Less confident travellers
- Seek similar environments to home
- Like familiar experiences



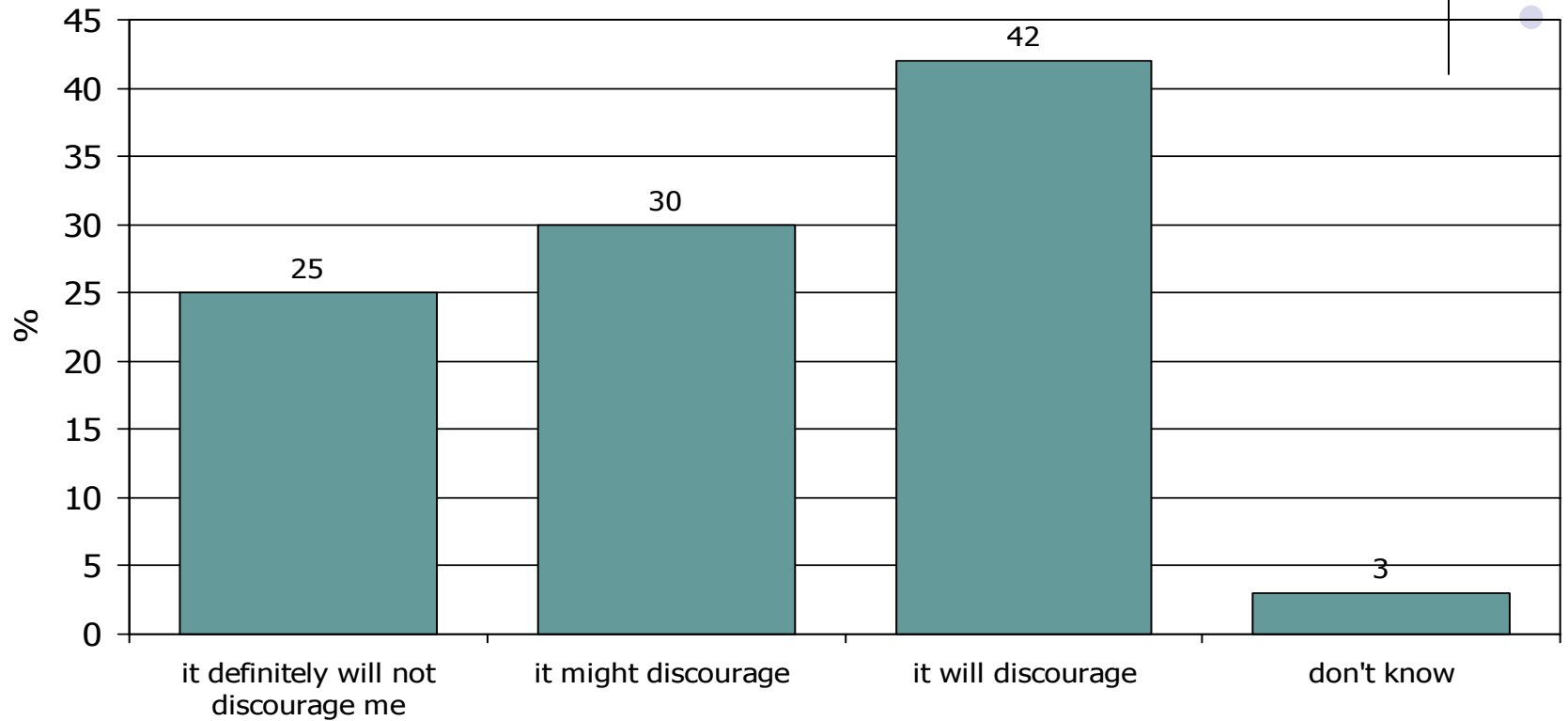
## Psychographic Profile



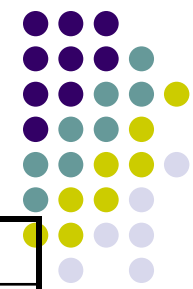
A significant number of the visitors are considered to be middle centric (39%) and allocentric (33%).



## Statements that describes how you feel about hurricane season (June-November)



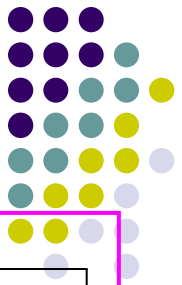
The visitors were asked to indicate how they feel about traveling during the hurricane season. Close to 50% stated that the hurricane season will discourage them from traveling. 25% on the other hand stated that it will not discourage them.



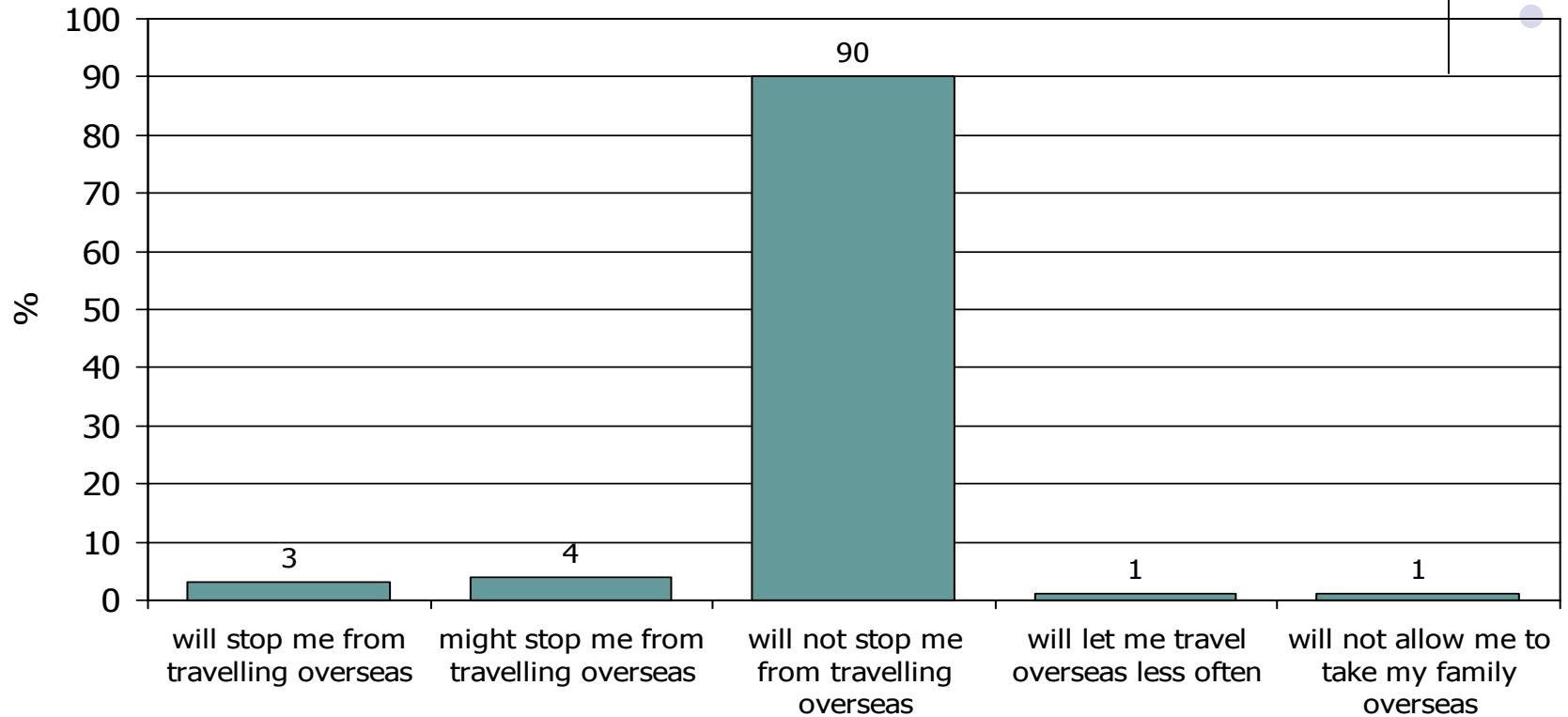
## Statements that describes how you feel about hurricane season (June- November) by country of residence

Statements	Country of residence				
	U.S.A %	Canada %	UK/ Europe %	Caribbean %	Other countries %
it definitely will not discourage me from traveling to Jamaica during that period	23	20	27	64	30
it might discourage me from traveling to Jamaica during that season	32	30	20	13	25
It will discourage me from traveling to Jamaica during that season	41	43	46	23	42
Don't now	4	7	7	0	7

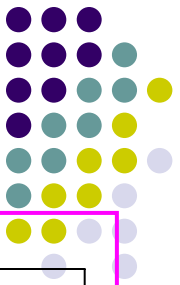
- A large number of the USA visitors stated that the during the Hurricane Season they will be discouraged from traveling to Jamaica. close to 50% of the Canadian and European visitors also indicated same.
- The Caribbean visitors on the other hand stated that Hurricanes will not discourage them from traveling to Jamaica.



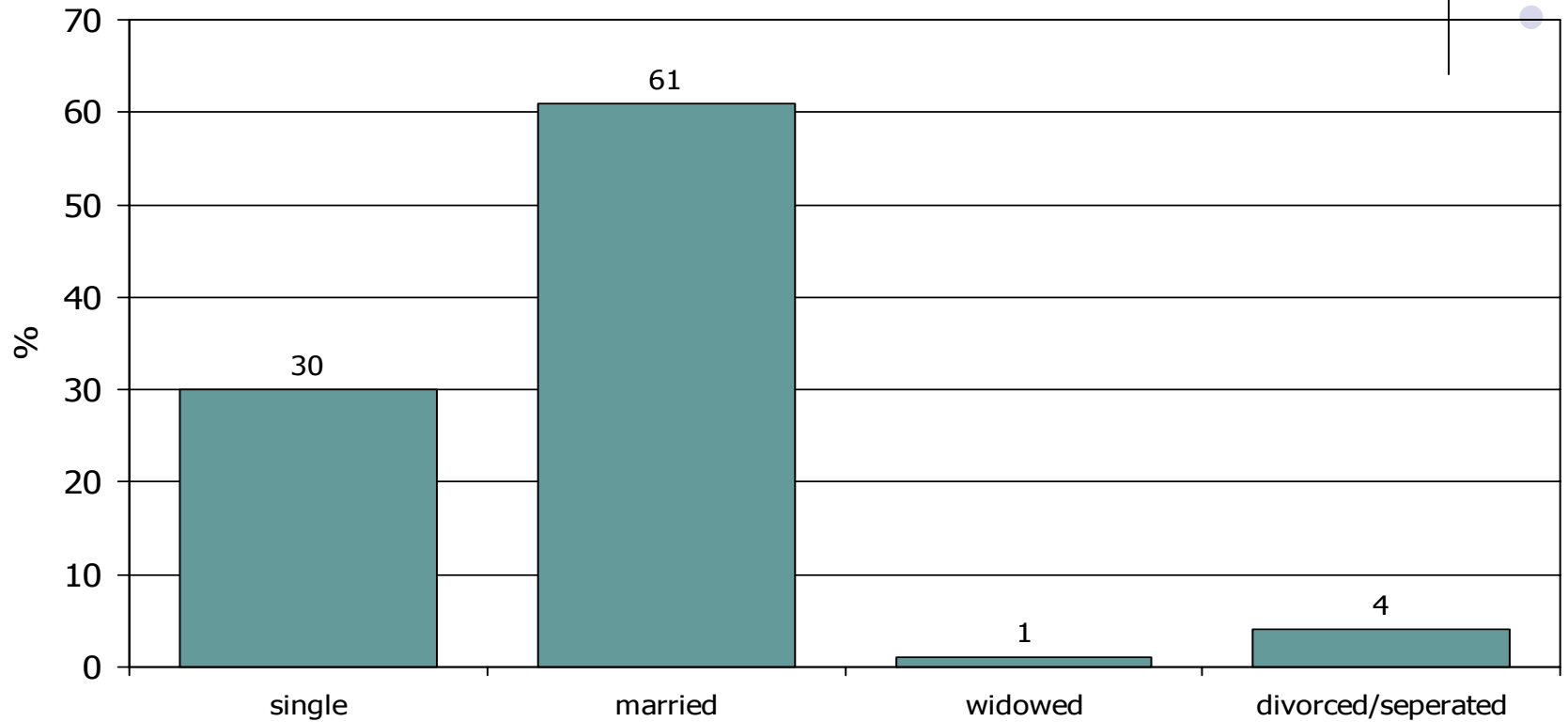
## Would you say that the new US requirement for passport to travel overseas by next year....



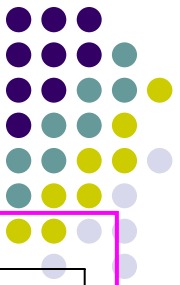
They were also asked to how they felt about the US requirement for passport to travel overseas. The majority (90%) stated that it will not stop them from traveling overseas.



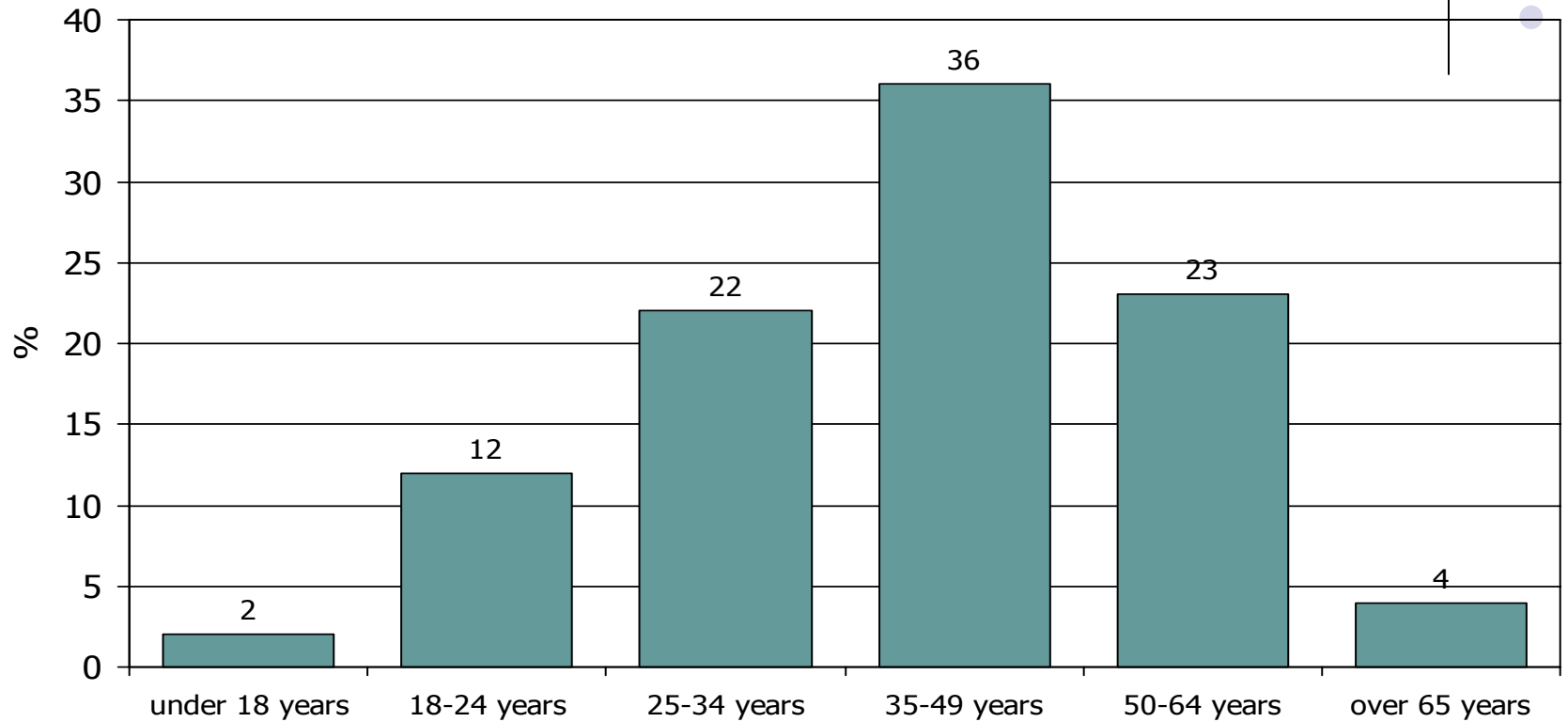
## Marital status



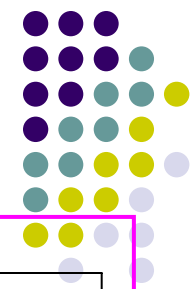
The majority (61%) of the persons who visited are married.



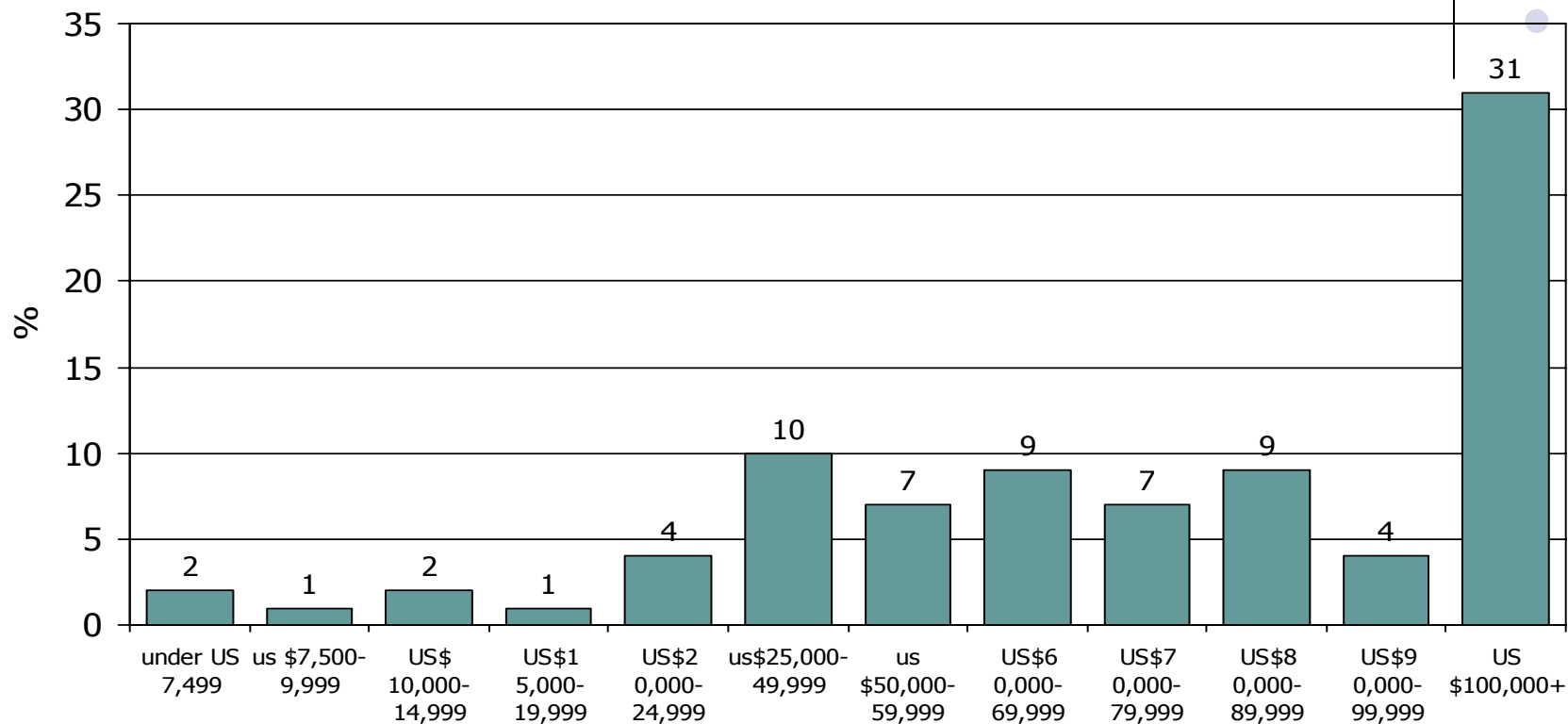
## Age group



The majority (63%) of visitors are in the older age group (35 years and over )



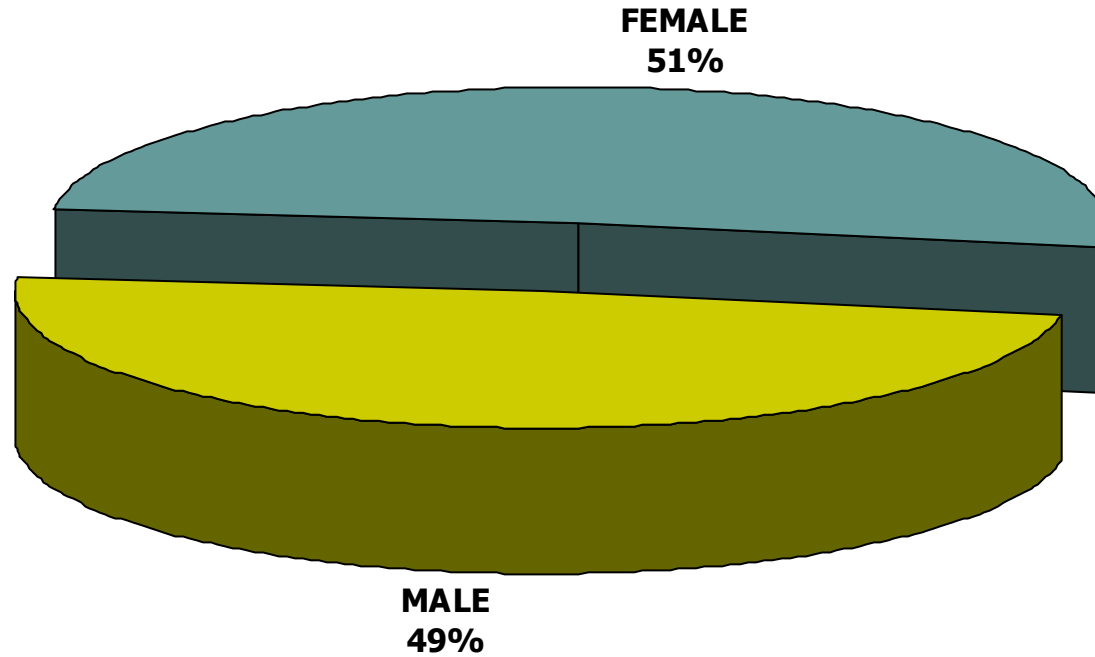
## Annual Household Income before taxes



The majority of visitors fall the in the middle income to upper income group (US\$50,000 and over )



## Gender



There are more females than males visitors.