

Measurement of Visitor Expenditure in Jamaica Data Sources & Compilation issues

- Method: Data Source
 - exit surveys.
- Procedure:
 - questionnaire administered by interviewers
 - data collected:
 - for one week each month, throughout the year, at the two international both airports, and
 - at the cruise ship piers when there are calls.
 - Sampling unit is “head of the party”
- Expenditure category:
 - Accommodation:
 - Room, Food
 - Food & beverage outside accommodation:
 - Restaurant, nightclubs
 - Entertainment:
 - Attractions, sporting activities
 - Transportation:
 - taxi, car rental, air (inland), transfer, other
 - shopping:
 - in-bond, clothing, CD’s straw products & beads, spirits(Alcohol)
wooden articles, books, other craft.
 - Miscellaneous expenses
- Compilation Issues:
 - Questionnaire design:
 - Sequencing,
 - Key questions - length of stay, party size, currency
 - Control Questions – Total Expenses
 - Vacation Package information
 - Controlling bias

- editing/coding - use of additional information, treatment of commissions and international airfare.
- Check for bias in sample
- treatment of Cruise passengers:
 - pre-paid tours
 - percentage of passengers not disembarking