

9. Sex: Male  Female

10. Age Under 18  18 - 23  24 - 34  35 - 49  50 - 64  65+

11. Country of Residence:

U.S.A. State \_\_\_\_\_ Germany

Canada Province \_\_\_\_\_ Italy

U.K. County \_\_\_\_\_ Other Europe

Latin America  Caribbean  Japan  Other  \_\_\_\_\_



12. Family Income Before Tax: (Please specify currency)

Under 7,499  7,500 - 9,999  10,000 - 14,999

15,000 - 19,999  20,000 - 24,999  25,000 - 49,999

50,000 - 59,999  60,000 - 69,999  70,000 - 79,999

80,000 - 89,999  90,000 - 99,999  100,000 +

13. Do you mind being contacted by the JTB for similar information or promotional offers?

Yes  No

13a. If yes, kindly give your email address. \_\_\_\_\_

**Comments**

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**OFFICIAL USE**

Time \_\_\_\_\_

Date \_\_\_\_\_

Interviewer \_\_\_\_\_

Name of Ship \_\_\_\_\_

Port :  
 Montego Bay  Ocho Rios  Port Antonio

**VISITOR EXPENDITURE SURVEY (CRUISE PASSENGERS)**

*Dear Visitor:*

*We sincerely hope you had a pleasant cruise. Before you leave, we are asking you to complete this short questionnaire.*

*Your answers will help us to improve our service and facilitate for the greater comfort of you, our cruise visitors.*

*Thank you for your cooperation.*

*Yours sincerely,*

**Antoinette G. Lyn**  
 Research & Market Intelligence Manager  
 (Marketing Department)

1. Is this your first trip to Jamaica?

Yes  No

1a. Is this your first **cruise** trip to Jamaica?

Yes  No

2. How would you rate your experience in Jamaica on this trip?

Most enjoyable ● Enjoyable ● Fair ● Poor ●

3. How much altogether did you spend in Jamaica? \_\_\_\_\_ ● ● ● ●

3a. How many persons are covered by this expense? \_\_\_\_\_ ● ●

3b. How much did you spend on the following items in Jamaica?

A. Food and Beverage bought off Ship \_\_\_\_\_ ● ● ●

B. Visitor Attractions & Entertainment

i. Prepaid \_\_\_\_\_ ● ● ●  
(Tour bought on board cruise ship i.e. Raft Tours, etc.)

ii. Tour purchased while in Jamaica  
(Name of Tour) \_\_\_\_\_ ● ● ●

C. Transportation:

Taxi \_\_\_\_\_ ● ● ●

Car Rental \_\_\_\_\_ ● ● ●

Other Transportation \_\_\_\_\_ ● ● ●

D. Shopping:

In-Bond Shopping \_\_\_\_\_ ● ● ● ●

Clothing \_\_\_\_\_ ● ● ●

Straw Products and Beads \_\_\_\_\_ ● ● ●

Wooden articles \_\_\_\_\_ ● ● ●

Other Shopping \_\_\_\_\_ ● ● ●

E. Tips \_\_\_\_\_ ● ●

F. Miscellaneous \_\_\_\_\_ ● ● ●

● ● ● ●

4. How likely would you be to return to Jamaica?

	Extremely likely	Very likely	Somewhat likely	Not too likely	Not at all likely
(a) On Another Cruise	●	●	●	●	●
(b) As a Land-based Visitor	●	●	●	●	●

5. How would you rate the facilities and services at this port of call?

	<u>Exc.</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Needs Improvement</u>
(a) Shopping	●	●	●	●	●
(b) Guided Tours	●	●	●	●	●
(c) Transportation	●	●	●	●	●

6. Did you visit any of the following Attractions while on-shore, if so, how would you rate their facilities and services?

	<u>Exc.</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Needs Improvement</u>
(a) Dunn's River Falls	●	●	●	●	●
(b) Rafting on a River	●	●	●	●	●
(c) Plantation/Farm Tours	●	●	●	●	●
(d) Botanical Gardens	●	●	●	●	●
(e) City Tours	●	●	●	●	●
(f) Boat Rides	●	●	●	●	●
(g) Adventure Tours	●	●	●	●	●
(h) Margaritaville	●	●	●	●	●
(i) Dolphin Cove	●	●	●	●	●
(j) Horseback Riding	●	●	●	●	●
(k) Other (specify)	●	●	●	●	●

7. Would you say that you were harassed in any way during your visit here?

Yes ● No ●

7a. Where were you harassed?

On the Streets ● In the Shopping Areas ● On the Beach ●  
At the Attractions Visited ● At the Pier ●

8. Which other ports have you visited already on this trip?

\_\_\_\_\_

8a. How do you rate this port of call to other ports you already visited on this trip?

Much better ● Better ● About the same ● Worse ●