

JAMAICA

VISITOR EXPENDITURE SURVEY

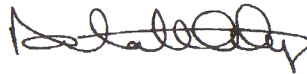
Dear Friend:

We hope you had a very pleasant visit. However, before you leave, we are asking you to complete this questionnaire. Some of the questions are a bit personal -- but rest assured, it is all anonymous.

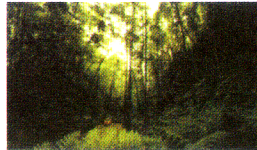
Your answers will help us to improve our services and facilities for the greater comfort of you, our guest.

Thank you for your co-operation.

Yours sincerely,



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





1. A) Date of arrival in Jamaica _____
 B) Date of departure from Jamaica _____

2. Is this your first visit to Jamaica?

Yes No

3. What was the main purpose of your visit?

Vacation ① Honeymoon ② Business ③

Bus./Vac. ④ Convention ⑤ Other (Specify) ⑥ _____

4. Are you on a Prepaid Package Tour?

Yes No Skip to Question 5

If Yes: i) What is a) the name of the Package?

b) the name of the Tour Operating Company

ii) Is your flight scheduled or chartered?

Scheduled Chartered

iii) What was the cost of your Package?

(Specify Currency) _____

iv) Did the Package include: (Tick those that apply)

Airfare Accommodation (room only)

Accommodation (including meals) Car Rental

Transportation to and from Airport & Accommodation Sightseeing Tours

5. What type of accommodation did you use?

Hotel ① Villa ② Apartment ③

Guest House ④ Private Home ⑤ Other ⑥

5a. Please give the name of the Accommodation _____

5b. Which Resort Area did you stay?

Montego Bay ① Ocho Rios ② Negril ③

Port Antonio ④ Mandeville/S. Coast ⑤ Kingston ⑥ Other ⑦

6. **How much did you spend on the following items in Jamaica? Please indicate ...**

i) The number of persons covered by these expenses _____ ii) Type of currency used _____

A. Accommodation (give total bill inclusive of meals, etc.) _____

How much of this was for Room _____

Food and Beverage _____

B. Food and Beverage outside Accommodation

Groceries _____

Restaurant _____

Nightclub _____

C. Entertainment

i) Visitor attractions (e.g. Rafting, Tours, etc.) _____

ii) Sports & Recreation (e.g. Golf Fees, Scuba Diving etc.) _____

D. Transportation

Taxi _____

Car Rental _____

Air (Inland) _____

Transfer _____

Other (Specify) _____

E. Shopping

In-Bond (duty-free) shopping _____

Clothing _____

CDs _____

Straw Products and Beads _____

Spirits (Alcohol) _____

Wooden Articles _____

Books _____

Other Craft Work _____

Other (Specify) _____

F. Miscellaneous Expenses (Gratuities where not included above, Laundry, Telephone, etc.) _____

G. Total Expenses How much altogether did you spend in Jamaica? _____

○ ○ ○ ○ ○

○ ○ ○ ○ ○

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7. Sex: Male Female

8. Age: Under 17 ① 17 - 24 ② 25 - 34 ③
35 - 49 ④ 50 - 64 ⑤ 65+ ⑥

9. Country of Residence:

U.S.A. ① State _____ Zip Code _____ CANADA ② Province _____ Postal Code _____

U.K. ③ County _____ EUROPE ④ Country _____

LATIN AMERICA ⑤ Country _____ JAPAN ⑥

CARIBBEAN ⑦ OTHER ⑧ Specify Country _____

10. Family Income Before Taxes:

Please Specify Currency _____

Under 7,499 ① 7,500 - 9,999 ② 10,000 - 14,999 ③

15,000 - 19,999 ④ 20,000 - 24,999 ⑤ 25,000 - 49,999 ⑥

50,000 - 59,999 ⑦ 60,000 - 69,999 ⑧ 70,000 - 79,999 ⑨

80,000 - 89,999 ⑩ 90,000 - 99,999 ⑪ 100,000+ ⑫

11. ADDITIONAL COMMENTS:-

What is your email address? _____

Please indicate whether you wish to be contacted in the future by the Jamaica Tourist Board.

Yes No

Your email address will not be given to any other entity.