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