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 schedules 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? ______________________
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.*