



# Visitor Exit Survey

August 2004  
Report

Statistics Department,  
Ministry of Economic Development,  
Investment and Commerce,  
Government of Anguilla.  
The Valley, Anguilla.

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# Preface

This report is one of a series of Visitor Exit Surveys conducted during 2004. The surveys are conducted during the winter and summer months as visitors origins and activities vary during these times of the year.

The report was designed for investors, planners and programme developers in the tourism and related sectors to aid in their marketing strategies.

Should you have any questions or comments please do not hesitate to contact the Statistics Department either by email to [statistics@gov.ai](mailto:statistics@gov.ai), by telephone numbers (264)-497-3901 or (264)-497-5731, or fax us at (264)-497-3986.

For further information, you are encouraged to visit the government's website, [www.gov.ai/statistics](http://www.gov.ai/statistics), to access a wide range of statistical information relating to Anguilla.

# Acknowledgements

The Department of Statistics would like to thank all visitors who willingly cooperated and completed the survey questionnaires. Your cooperation was greatly appreciated.

We would also like to extend thanks to the hired Interviewers for distributing and collecting the questionnaires. Your patience and hard work is greatly appreciated.

# Methodology

The Visitor Exit Survey was carried out during the month of August 2004. The survey was carried out at the Wallblake Airport and the Blowing Point Seaport, as these ports are the major ports for Visitor Arrivals.

Hired interviewers and Tax Officers distributed and collected the questionnaires, which were given to both Excursionists and Tourists. Both categories of visitors received the same questionnaire.

All non-residents (*persons not resident in Anguilla for more than six months, including persons with Anguillan citizenship*) were asked to complete a questionnaire before departing the island.

One person completed a questionnaire on behalf of a group or family. With this in mind the tabulations are based upon number of questionnaires rather than actual numbers of travellers as one questionnaire can represent more than one traveller.

A total of 1, 078 questionnaires were completed and returned. These completed questionnaires were then edited and scanned prior to the report analysis.

# Description and Analysis of the Data Collected

## Response Rate

The port of Blowing had the higher response rate of 63 percent and Wallblake airport with 38 percent of all non-national departures from Anguilla during August 2004.

Port of Disembarkation	% August 2004
Blowing Point	63%
Wallblake Airport	38%
Total	100%

## I. Visitor Profiles

### I.I Place of residence

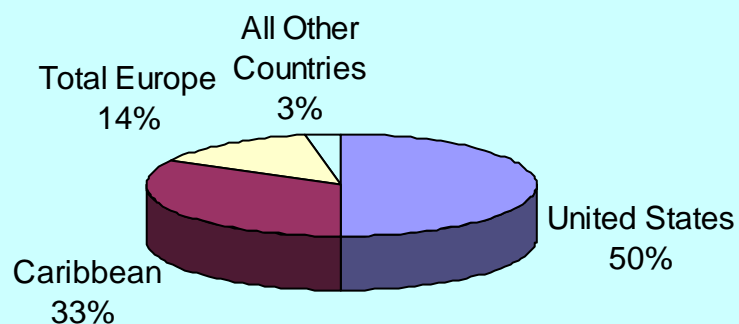
Most visitors to Anguilla come from the United States as shown in Table 1.1.1 accounting, for 50 percent of those visitors departing by air and 52 percent leaving by sea and again the majority came from the North East section of the country. The distribution of tourists who came from this country was about the same for both this survey and the 2003 survey.

However, other markets showed some growth over the same period the survey was conducted during 2003. The Caribbean market showed an 11 percent growth over August 2003. On average this region accounted for 31 percent of visitors who participated in the survey departing Anguilla during August 2004. Alone, countries in Europe represent a small percentage of visitors but as a whole contributed on average 14 percent of the visitors coming to Anguilla.

Table 1.1.1: Departures by Country of Residence

Country of Residence	Tourists			
	August 2003		August 2004	
	% Leaving by Air	% Leaving by Sea	% Leaving by Air	% Leaving by Sea
Canada	1%	4%	3%	4%
U.S. North East	39%	31%	33%	34%
U.S. North West	6%	6%	5%	8%
US Rest	14%	16%	12%	10%
<b>Total United States</b>	<b>59%</b>	<b>54%</b>	<b>50%</b>	<b>52%</b>
Caribbean	24%	8%	19%	9%
St. Martin/St Maarten	0%	8%	14%	19%
<b>Total Caribbean</b>	<b>24%</b>	<b>16%</b>	<b>33%</b>	<b>28%</b>
United Kingdom	5%	9%	6%	3%
France	1%	4%	2%	1%
Germany	1%	0%	0%	0%
Italy	5%	10%	4%	6%
Other Europe	1%	3%	2%	2%
<b>Total Europe</b>	<b>12%</b>	<b>26%</b>	<b>14%</b>	<b>13%</b>
All Other Countries	4%	0%	3%	2%
<b>Total</b>	<b>100%</b>	<b>1%</b>	<b>100%</b>	<b>100%</b>

### Departures by Country of Residence 2004





## I.2 Country of Residence by Length of Stay

Visitors from the North East United States stayed in Anguilla for the longest period of time than those from any other section of the U.S. The majority (40 percent) stayed for a period of 24 or more days. The Caribbean was the second region where visitors stayed for a long time. Usually during the summer there are a lot more Caribbean nationals travelling and this is when Anguilla's Summer Festival is held which also brings in a large number of Caribbean nationals to the island. 26 percent of Caribbean nationals spent just over a week on the island. 7 percent of tourists surveyed from the United Kingdom stayed for just around two weeks.

Table 1.2.1 Country of Residence by Length of Stay

Country of Residence	Length of Stay					Total
	1 - 3 days	4 - 7 days	8-15 days	16 - 23 days	24 or more days	
<b>U.S. North East</b>	34%	29%	32%	33%	40%	32%
<b>U.S. North West</b>	4%	5%	5%	6%	2%	5%
<b>US Rest</b>	12%	16%	7%	15%	11%	12%
<b>Canada</b>	3%	2%	5%	4%	0%	3%
<b>United Kingdom</b>	5%	6%	7%	6%	4%	6%
<b>France</b>	4%	2%	2%	0%	0%	2%
<b>Germany</b>	1%	0%	0%	0%	0%	0%
<b>Italy</b>	6%	2%	4%	4%	4%	4%
<b>Other Europe</b>	1%	2%	2%	2%	4%	2%
<b>St. Martin/St Maarten</b>	20%	8%	20%	8%	0%	14%
<b>Caribbean</b>	7%	26%	13%	21%	23%	18%
<b>Other</b>	3%	2%	3%	0%	9%	3%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

## I.3 Travel Route

During August travelling to Puerto Rico was the preferred travel route for Americans getting to Anguilla. 85 percent used this port at the time the survey was conducted.

4 percent of Canadian visitors travelled to St. Martin and then took the ferry across to Anguilla while 10 percent travelled to Anguilla via other modes of transport<sup>1</sup>.

In getting to Anguilla visitors out of the United Kingdom and from around the Caribbean region travelled via Antigua. 12 percent and 60 percent respectively used this port.

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<sup>1</sup> Charter

Table 1.3.1 Travel Route to Anguilla

Country of Residence	Travel Route						
	Antigua	Puerto Rico	St Maarten, then ferry	St Maarten, then fly	Boat/ship	Other	Total
<b>U.S. North East</b>	8%	54%	29%	17%	0%	10%	32%
<b>U.S. North West</b>	2%	8%	4%	0%	14%	0%	5%
<b>US Rest</b>	5%	23%	10%	6%	0%	10%	12%
<b>Canada</b>	0%	3%	4%	3%	0%	10%	3%
<b>United Kingdom</b>	12%	2%	6%	6%	0%	20%	6%
<b>France</b>	3%	0%	3%	6%	0%	0%	2%
<b>Germany</b>	1%	0%	0%	0%	14%	0%	0%
<b>Italy</b>	3%	2%	4%	6%	0%	20%	4%
<b>Other Europe</b>	2%	1%	1%	9%	14%	0%	2%
<b>St. Martin/St Maarten</b>	1%	0%	23%	6%	43%	0%	14%
<b>Caribbean</b>	60%	5%	12%	37%	14%	20%	18%
<b>Other</b>	6%	1%	2%	6%	0%	10%	3%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

#### I.4 Airline used to travel to Anguilla

For this survey, results indicated that the majority of visitors used American Airlines/American Eagle to travel to Anguilla directly. In comparison with the same period in 2003 the number of persons using this airline almost doubled as shown in the table below.

Table 1.4.1 Airline Used for Travel

Airline	August 2003	August 2004
<b>American</b>	62%	36%
<b>American &amp; Other</b>	4%	2%
<b>US Airways</b>	1%	9%
<b>Air France</b>	1%	4%
<b>Caribbean Star</b>	9%	4%
<b>KLM</b>	0%	3%
<b>LIAT</b>	16%	10%
<b>Winair</b>	6%	5%
<b>Private</b>	0%	1%
<b>Charter</b>	0%	2%
<b>Other</b>	1%	20%
<b>Total</b>	<b>100%</b>	<b>100%</b>

Usage of both Caribbean Star and LIAT fell from the periods August 2003/August 2004 by 5 percentage points and 6 percentage points respectively.

In August 2004, 10 percent of visitors said they had trouble booking their flights. 3 percent said they encountered problems securing a ticket when it came to the time they wanted to travel and 7 percent found it costly and had to shop around for cheaper fares.

## I.5 Travel Companion by Accommodation

Of those persons who participated in the survey and who travelled with their spouses, indicated that they stayed in one of the hotel establishments on the island. Results show that 81.0% stayed in hotels. Of those travelling alone, 61.0% stayed with Friends or Relatives. Staying at a Hotel establishment or with Friends or Relatives was equal in importance to persons travelling alone.

Table 1.5.1 Travel Companion by Accommodation

Travel Companion	Accommodation Type				
	Friends/relatives	Hotel	Own property	Villa/apartment	Total
<b>Spouse/partner</b>	7%	81%	3%	9%	100%
<b>Alone</b>	61%	19%	10%	10%	100%
<b>Family</b>	40%	44%	7%	9%	100%
<b>Family &amp; Friends</b>	42%	33%	6%	18%	100%
<b>Friend(s)</b>	38%	46%	1%	14%	100%
<b>NS</b>	60%	40%	0%	0%	100%
<b>Other</b>	0%	86%	0%	14%	100%
<b>Total</b>	32%	53%	5%	10%	100%

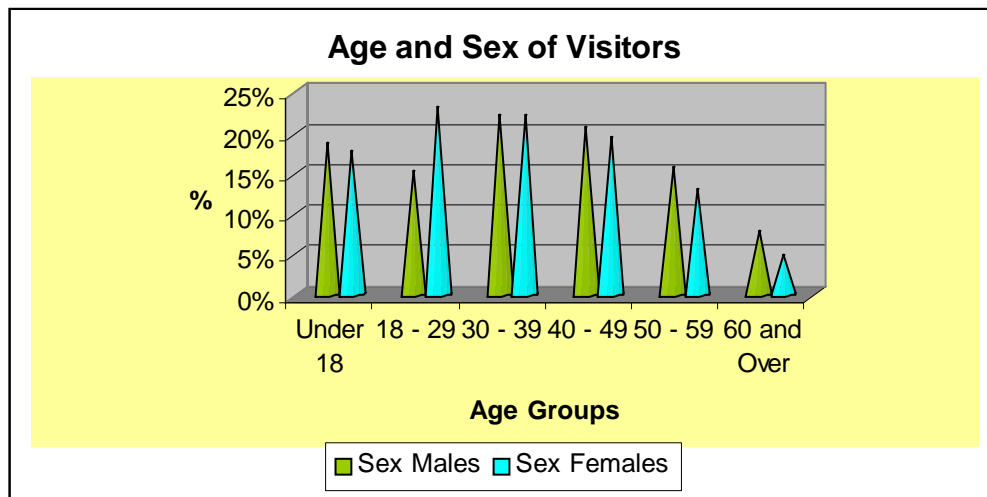
Persons travelling with Family and Friends stayed either with family on the island or at a hotel or in their own property.

## I.6 Ages and Sex of Visitors

Summer visitors seem to be in the younger to middle age group and from the results of the survey indicate that persons visiting fell within the under 18 to 18–59 age group. Just under a quarter were between the ages of 30 – 39 years and one fifth of those departing were between the ages of 40 – 49 years. On average 20 percent of those departing were 50 years and over.

Table 1.6.1 Ages and Sex of Visitors

August 2004			
Age Group	Sex		Total
	Males	Females	
<b>Under 18</b>	19%	18%	18%
<b>18 - 29</b>	15%	23%	19%
<b>30 - 39</b>	22%	22%	22%
<b>40 - 49</b>	21%	19%	20%
<b>50 - 59</b>	16%	13%	14%
<b>60 and Over</b>	8%	5%	6%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

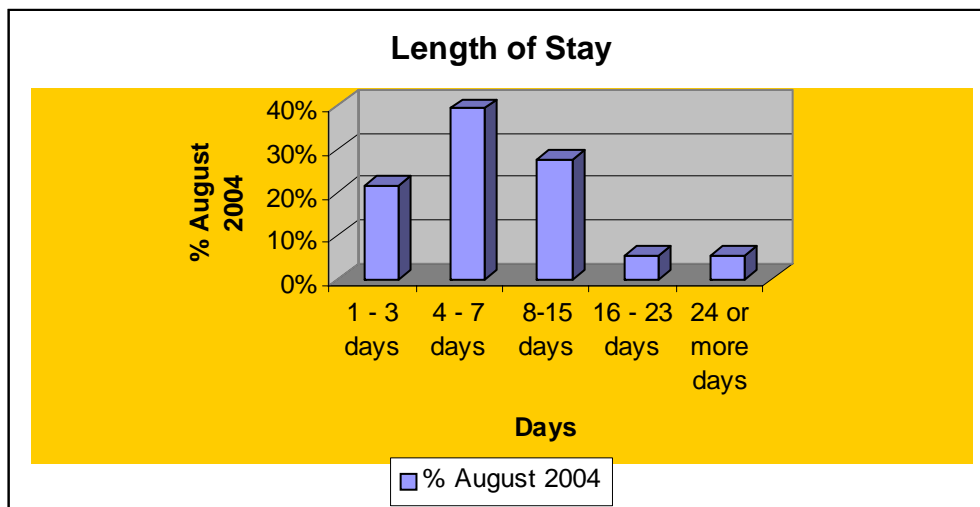


### I.7 Length of Stay

39 percent of visitors who departed in August stayed for just under a week, while 28 percent stayed for two weeks. On average 11 percent stayed for 16 or more days. The remainder of the visitors spent 3 days on the island.

Table 1.7.1 Length of Stay

Length of Stay	% August 2004
1 - 3 days	22%
4 - 7 days	39%
8-15 days	28%
16 - 23 days	6%
24 or more days	5%
Total	100%



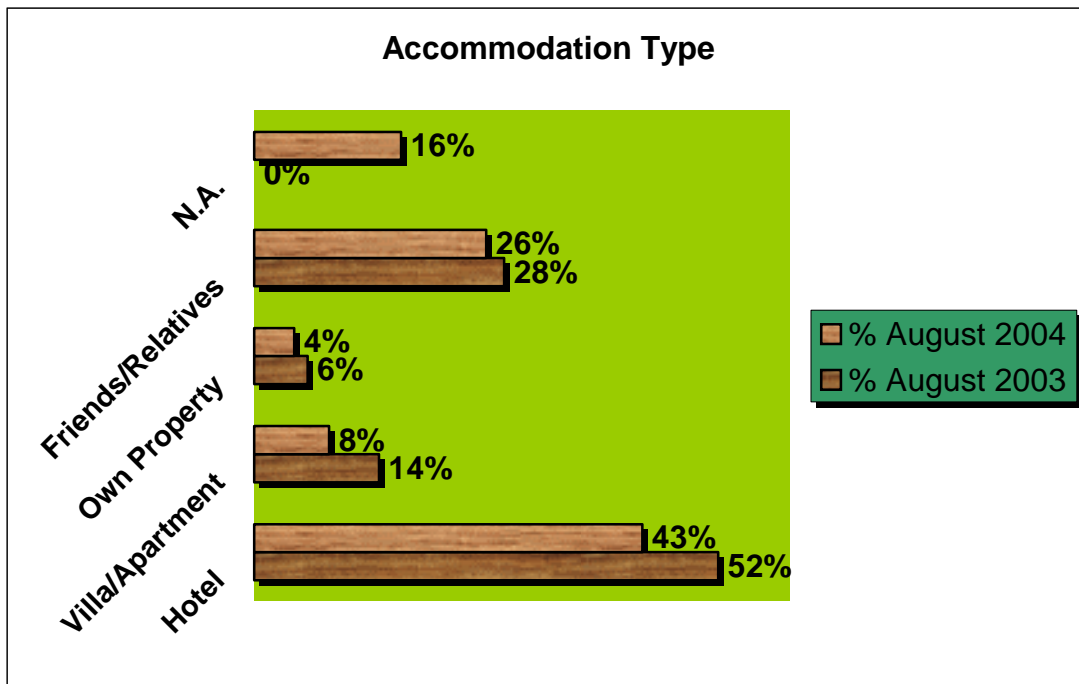
## I.8 Accommodation

This summer less visitors stayed in hotels than in 2003 and fewer also stayed in villas and apartments. On average 43 percent stayed in hotels during this survey period compared to 52 percent in August 2003.

Table 1.8.1 Accommodation Type

Type of Accommodation	% August 2003	% August 2004
Hotel	52%	43%
Villa/Apartment	14%	8%
Own Property	6%	4%
Friends/Relatives	28%	26%
N.A.	0%	16%
Total	100%	100%

Visitors staying in their own property or with friends and relatives fell by 2 percent



## 2. Marketing Implications

### 2.1 Source of Information about Anguilla

16 percent of first-time visitors heard about Anguilla from their friends living on the island while 22 percent heard about it from friends overseas. The Internet was also an important source for information about the island for first-time visitors. 9 percent went to a travel agent to acquire information about Anguilla.

Table 2.1.1 Source of Information

Source of Information about Anguilla	August 2004	
	Repeat Visitors	First-time Visitors
Friends in Anguilla	31%	16%
Friends overseas	9%	22%
Internet	3%	15%
Travel agent	3%	9%
Other	54%	37%
Total	100%	100%

### 2.2 Activities Engaged In

Of the options given for activities to engage in while visiting Anguilla, snorkelling was the favoured among 26 percent of the visitors who participated in the survey. 17 percent enjoyed a leisurely vacation while 16 percent enjoyed an island tour, 6 percent said they attended the Summer Festival, 5 percent explored other neighboring islands and 4 percent indicated they went on a fishing excursion and enjoyed a day at the spa.

During this survey period 6 percent of those departing came to Anguilla for business purposes.

Table 2.2.1 Activities

<b>Activity</b>	<b>% August 2004</b>
Snorkelling	26%
Leisure	17%
Island Tour	16%
Scuba	7%
Business	6%
Summer Festival	6%
Trip to Neighboring Islands	5%
Dolphin Swim	4%
Fishing	4%
Spa Treatment	4%
Nature Trail	2%
Bird Watching	1%
Golf	1%
Trip to Offshore Cays	1%
<b>Total</b>	<b>100%</b>

## 2.3 Rating of Services

Visitors were satisfied with the peace and tranquillity of the island and how safe they felt while visiting. 90 percent rated this as good. Other high ratings of good services offered to visitors were Customs and Immigration (74%), Dining (69%) and Cleanliness (65%). The telephone and Internet services got an “OK” rating of 49 percent. Roads had the highest “Poor” rating of 22 percent. As with previous surveys, this infrastructure always gets a poor rating.

Table 2.3.1 Rating of Services

<b>% August 2004</b>				
<b>Service</b>	<b>Rating</b>			<b>Total</b>
	<b>Good</b>	<b>OK</b>	<b>Poor</b>	
Peace	90%	7%	1%	100%
Safety	83%	11%	1%	100%
Customs & Immigration	74%	24%	2%	100%
Customer Service	72%	25%	2%	100%
Dining	69%	29%	1%	100%
Cleanliness	65%	30%	3%	100%
Taxi	60%	35%	2%	100%
Ferryboat	57%	38%	4%	100%
Telephone & Internet	39%	49%	8%	100%
Roads	19%	55%	22%	100%

## 2.4 Revisit Anguilla

When asked whether or not they would return to Anguilla for another visit 89 percent of the respondents said yes while 8 percent said they might consider returning to the island.

## 3. Visitor Expenditure

### 3.I Accommodation Costs by Type of Accommodation

Accommodation properties on Anguilla ranges from very high-end hotels and villa resorts to moderately priced apartments and condo hotels to low priced small hotels and guesthouses. This wide range of options caters to any person(s) who may wish to come to Anguilla for a vacation.

Table 3.1.1 Accommodation Costs

Accommodation Costs (per person per night)	Type of Accommodation				
	Friends/relatives	Hotel	Own property	Villa/apartment	Total
\$0	45%	2%	26%	5%	17%
NA	47%	7%	56%	14%	32%
US\$1 - \$49	3%	3%	3%	10%	3%
US\$50 - \$99	2%	15%	8%	27%	10%
US\$100 - \$199	0%	27%	5%	22%	14%
US\$200 - 299	1%	13%	0%	11%	7%
US\$300 - \$399	0%	13%	0%	5%	6%
US\$400 - \$499	0%	9%	3%	1%	4%
US\$500 o- \$599	0%	5%	0%	3%	3%
US\$600 or more	0%	6%	0%	1%	3%
Total	100%	100%	100%	100%	100%

During August 2004, 45 percent of the visitors stayed with family or friends. This is typical at this time of the year where it is mostly Anguillans living abroad coming back home for the summer. Half of the paying tourists those that spent between US\$100 – US\$399 stayed in hotels, while 38 percent stayed at a villa or apartment. 6 percent of those survey spent US\$600 a night for accommodation at one of the island's hotels.



### 3.2 Travel Costs

Travelling costs will vary by country from which tourists come. From those tourists coming from the North Eastern half of the United States this cost was on average ranging from US\$500- US\$3000. 74% travelling from this area used their frequent flyer miles to come to Anguilla. As is expected persons travelling from St. Martin and within the region will pay much less than persons travelling from further afar. On average these Caribbean nationals paid US\$50 – US\$999 for their trip to Anguilla. Visitors from Europe including the United Kingdom generally spent between US\$1000 – US\$2999 for their tickets.

Table 3.2.1 Flight Costs

Country of Residence	Flight Costs							
	Less than US\$50	US\$50 - \$499	\$500 - \$999	\$1,000 - \$1,999	\$2,000 - \$2,999	\$3,000 or more	Miles or points	Total
U.S. North East	12%	15%	40%	46%	42%	50%	74%	32%
U.S. North West	2%	2%	6%	9%	8%	6%	5%	5%
US Rest	7%	6%	11%	16%	20%	23%	11%	12%
Canada	2%	4%	2%	4%	2%	0%	5%	3%
United Kingdom	5%	1%	7%	10%	8%	8%	0%	6%
Other Europe	11%	7%	2%	8%	13%	8%	0%	8%
St. Martin/St Maarten	51%	15%	7%	1%	2%	1%	0%	14%
Caribbean	10%	44%	19%	4%	2%	4%	5%	18%
Other	1%	5%	5%	0%	4%	0%	0%	3%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>99%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

### 3.3 Dining Costs

Visitors on their trip to Anguilla enjoy a vast diverse cuisine. During August, US\$50 – US\$150 was the most money spent on eating per day indicated by 31 percent of those responding. 9 percent indicated that they spent close to US\$200 on dining expenses daily.

Table 3.3.1 Dining Costs

<b>Dining Costs</b>	<b>% August 2004</b>
<b>\$0</b>	9%
<b>US\$1 - \$9</b>	4%
<b>US\$10 - \$19</b>	10%
<b>US\$20 - \$29</b>	10%
<b>US\$30 - \$39</b>	6%
<b>US\$40 - 49</b>	10%
<b>US\$50 - 99</b>	17%
<b>US\$100 - \$149</b>	14%
<b>US\$150 - \$199</b>	8%
<b>US\$200 or more</b>	9%
<b>NA</b>	5%
<b>Total</b>	<b>100%</b>

### 3.4 Sundry Costs

This cost includes all other expenditure incurred by the visitor during their stay on the island. These expenses can be souvenirs, tickets to the Summer Festival, trips to neighboring islands etc.

Table 3.4.1 Sundry Expenses

<b>Sundry Costs</b>	<b>% August 2004</b>
<b>Less than US\$20</b>	12%
<b>US\$20 - \$49</b>	11%
<b>US\$50 - \$99</b>	12%
<b>US\$100 - \$199</b>	15%
<b>US\$200 - \$299</b>	9%
<b>US\$300 - \$399</b>	7%
<b>US\$400 - \$499</b>	6%
<b>US\$500 - \$999</b>	9%
<b>US\$1,000 - \$1,999</b>	4%
<b>US\$2,000 or more</b>	3%
<b>NA</b>	12%
<b>Total</b>	<b>100%</b>

# Glossary

**Excursionist:** - A visitor who spends less than 24 hours in the country.

**Place of Residence:** - A person's centre of dwelling for 6 months or more of a year.

**Sundry:** - An assortment of different items not specified. It excludes all the before mentioned items of expenditures such as Dining, Travel and Accommodation.

**Tourist:** - A visitor who spends more than 24 hours in Anguilla. In this case it also includes citizens of Anguilla who do not reside in Anguilla for at least 6 months of the year.

**U.S. North East:** - Maine, New Hampshire, Vermont, Massachusetts, Connecticut and Rhode Island.

**U.S. North West:** - Western Colorado, Wyoming, Montana, Utah, California, Nevada, Idaho, Oregon, Washington, Alaska, and Hawaii.

**U.S. Rest:** - **Southwest** (western Texas, parts of Oklahoma, New Mexico, Arizona, and Nevada), **the Midwest** (Ohio, Michigan, Indiana, Wisconsin, Illinois, Minnesota, Iowa, parts of Missouri, North Dakota, South Dakota, Kansas, Nebraska and eastern Colorado), **the South** (Virginia, West Virginia, Kentucky, Tennessee, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Arkansas, Louisiana, and parts of Missouri, Texas and Oklahoma) and **the Middle Atlantic** (New York, New Jersey, Pennsylvania, Delaware, Washington, DC, and Maryland).