



Jazz Festival 2003 Visitor Exit Survey Report

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

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Preface

This document contains information about the Jazz Festival Survey conducted in November 2003. A joint committee of the Chief Minister's Office, the Anguilla Tourist Board, the Anguilla Hotel and Tourism Association and the Statistics Department of the Government of Anguilla identified the information that needs to be collected.

This publication was designed for investors, planners and programme developers in the tourism sector and related sectors. The data collected is published in an easy to read format so other sectors or persons interested in the publication can use it. However, should you have any questions or comments please do not hesitate to contact the Statistics Department either by email to 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 enter the government website, www.gov.ai/statistics, to access a wide range of statistical information as relates to Anguilla.

Methodology

A committee met to adjust the visitor exit survey questionnaire, to create the survey instrument for the Jazz Exit Survey.

Airline agents, the tax collectors at Blowing Point Seaport and Wallblake Airport, the Blowing Point dispatchers and one temporary interviewer were trained in the procedure of sharing and collecting survey forms. Tax officers were expected to collect completed forms from visitors and distribute them if the visitors had not received any from the airline agent or other distributor.

The survey instrument was distributed to all interviewers and a form tab was kept to monitor the number of forms dispatched at different times.

On November 15th the survey commenced. All non-residents of Anguilla were given a form on departure, that is all persons who do not reside in Anguilla for more than 6 months of each year. This included persons with Anguillian citizenship who do not reside in Anguilla for at least 6 months of the year. One form was given to every group of persons travelling together, not each individual. So the number of forms distributed does not equal the actual number of persons leaving Anguilla. Both day-trippers and stay- over visitors received the same form.

A total of 456 forms were completed and returned. As scheduled the survey was terminated on the 23rd of November giving a total of nine (9) days. As expected the number of forms completed by persons leaving the island via the seaport is higher as more persons depart via the seaport. The completed forms were the edited and scanned.

Acknowledgments

The statistics department would like to thank all the visitors who kindly cooperated and completed the survey questionnaires. Their time and patience were greatly appreciated.

We would also like to thank the dispatchers, the airline agents, tax collectors, our temporary interviewer, and the staff of the statistics department who distributed and collected the forms.

The Committee who collaborated to identify the information needed to form the questionnaire should also be recognised. Your hard work and willingness were appreciated.

Mrs. Charmine Fleming- Liburd should also be recognised for her persistence and determination in organising and training all persons involved in the distribution of the surveys. She was also the person managing the first Jazz Festival Survey in Anguilla. Without her efforts the survey could not be a success.

Finally recognition should go to Ms. Rhina Meade who undertook the analysis and wrote this report.

Penny Hope-Ross
Chief Statistician

January 2, 2004

Statistical History of Tourism in Anguilla

The Tourism sector includes all short stay means of accommodation such as hotels, villas, etc and restaurants. This sector is the main contributor to Anguilla's Gross Domestic Product (GDP) figure.

The Statistics Department defines a visitor in Anguilla as any person travelling to Anguilla who is not a citizen or resident of Anguilla. A resident is any person residing in Anguilla for more than six months of a year.

Tourism activity in Anguilla is seasonal. There is a high season, which includes the winter months that starts on December 16th and ends April 15th. The low season or summer occurs during April 16 to December 15. Visitor arrivals are usually high during the winter months or high season. During the August month visitor arrivals also increase, this can be accredited to the annual Anguilla Summer Festival. The table below shows the number of visitor arrivals by month for the period 1992-2002.

Table A: VISITOR ARRIVALS BY MONTH 1992-2002

MONTH	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
JANUARY	9,039	10,547	11,670	14,056	6,790	11,791	13,099	11,337	9,399	11,794	9,030
FEBRUARY	9,957	11,204	12,647	13,854	8,205	11,413	12,429	10,671	11,299	11,486	10,533
MARCH	10,161	9,871	12,524	14,412	7,341	14,282	13,099	12,580	12,939	11,316	13,482
APRIL	8,565	10,923	11,274	13,279	8,086	9,396	11,525	10,803	11,857	11,694	10,903
MAY	6,901	8,296	9,243	9,472	7,473	8,869	9,867	8,630	9,504	8,914	9,841
JUNE	5,980	7,048	7,650	8,794	5,810	6,966	7,600	7,833	9,183	8,003	8,004
JULY	7,268	9,190	10,271	9,914	6,193	9,383	9,344	9,409	9,747	8,919	9,835
AUGUST	8,678	10,622	12,180	12,299	8,600	10,497	10,448	11,777	10,350	9,710	11,132
SEPTEMBER	4,268	5,600	6,398	1,702	3,642	3,804	3,840	4,873	3,661	3,241	3,767
OCTOBER	6,228	7,379	8,770	1,694	5,983	6,769	6,138	5,801	5,302	4,354	5,850
NOVEMBER	7,973	9,550	10,846	2,764	8,331	9,627	7,192	5,592	8,259	7,103	8,445
DECEMBER	8,162	11,120	12,307	4,846	9,785	11,068	9,215	7,423	10,969	8,440	10,296
TOTAL	93,180	111,350	125,780	107,086	86,239	113,865	113,796	106,729	112,469	104,974	111,118

Visitors enter Anguilla via airport and seaports. The majority of visitors enter via the seaports. However, the main seaport entrants are excursionists. An excursionist is a visitor who spends less than 24 hours in the country, that is, the person does not overnight in Anguilla. The table below shows visitor arrivals by air and sea for the period 1990- 2002. As shown, for the past 12 years the total visitor arrivals by sea have far exceeded those who enter Anguilla by air.

Table B: VISITOR ARRIVALS BY AIR AND SEA 1990 - 2002

YEAR	AIR	SEA	TOTAL	% BY AIR	% BY SEA
1990	22,138	68,368	90,506	24%	76%
1991	22,386	68,158	90,544	25%	75%
1992	24,145	69,035	93,180	26%	74%
1993	28,714	82,636	111,350	26%	74%
1994	32,889	92,891	125,780	26%	74%
1995	29,478	77,608	107,086	28%	72%
1996	27,919	58,320	86,239	32%	68%
1997	32,614	81,251	113,865	29%	71%
1998	28,953	84,843	113,796	25%	75%
1999	28,537	78,192	106,729	27%	73%
2000	28,575	83,894	112,469	25%	75%
2001	32,070	72,904	104,974	31%	69%
2002	29,654	81,464	111,118	27%	73%

Visitors usually come to Anguilla for business, excursion or vacation. The table below depicts the purpose of travel to Anguilla for the period 1988- 2002. As depicted in the table, the majority of visitors are excursionist and most tourists come to Anguilla for the purpose of vacation.

Table C: VISITOR ARRIVALS BY PURPOSE OF VISIT 1988-2002

YEAR				TOTAL OF VISITORS
	VACATION	BUSINESS	EXCURSION	
1988	23,080	5,127	41,275	69,482
1989	26,201	2,560	43,044	71,805
1990	29,212	1,969	59,325	90,506
1991	29,078	1,924	59,542	90,544
1992	30,062	2,014	61,104	93,180
1993	36,280	1,421	73,692	111,393
1994	42,352	1,353	82,075	125,780
1995	36,280	2,251	68,555	107,086
1996	35,413	2,085	48,741	86,239
1997	40,506	2,675	70,684	113,865
1998	41,092	2,782	69,922	113,796
1999	43,726	3,056	59,947	106,729
2000	40,642	3,147	68,680	112,469
2001	44,051	3,914	57,009	104,974
2002	40,233	3,736	67,149	111,118

The table below shows the number of stay over visitors by Country of Residence. As shown in the table the United States of America followed by the rest of the Caribbean has the greatest number of tourist arrivals.

Table D: TOURIST ARRIVALS BY COUNTRY OF RESIDENCE 1985 – 2002

YEAR	U.S.A.	CANADA	BRITAIN	ITALY	GERMANY	REST OF EUROPE	F.W.I	D.W.I	CARIB.	OTHER	TOTAL
1985	8,357	398	692	-	-	-	-	-	5,670	301	15,418
1986	9,175	435	1,018	-	-	-	-	-	5,848	216	16,692
1987	13,518	518	1,320	-	-	-	-	-	5,293	344	20,993
1988	16,741	977	1,544	-	-	-	-	-	8,374	571	28,207
1989	18,181	826	1,798	-	-	-	-	-	7,421	535	28,761
1990	20,046	896	2,002	-	-	-	-	-	7,675	562	31,181
1991	20,379	915	2,077	-	-	-	-	-	6,985	646	31,002
1992	20,544	915	2,105	-	-	-	-	-	7,718	794	32,076
1993	25,210	962	2,405	-	-	-	-	-	8,183	898	37,658
1994	28,800	1,188	2,742	-	-	-	-	-	9,848	1,127	43,705
1995	24,149	1,107	2,405	-	-	-	-	-	10,016	854	38,531
1996	22,963	1,258	2,552	178	196	-	-	-	9,527	824	37,498
1997	26,659	1,492	2,880	1,790	785	-	-	-	8,491	1,084	43,181
1998	26,297	1,444	2,738	3,983	1,265	2,124	-	-	4,793	1,230	43,874
1999	25,960	1,487	2,703	5,335	1,267	2,415	-	-	6,002	1,613	46,782
2000	24,799	1,512	2,786	3,737	522	2,377	405	327	6,084	1,240	43,789
2001	30,099	1,258	2,789	2,746	546	1,946	236	451	6,682	1,212	47,965
2002	28,755	1,301	2,529	707	537	1,642	210	288	6,925	1,075	43,969

Excursionists usually outnumber tourists. In 2002, for every tourist there were 1.5 excursionists. Tourists however, make a greater contribution to the economy than do excursionists as they spend much more. The table below shows the number of excursionists by country of origin for 1991-2002. The United States makes up 46% of all excursionists.

Table E: EXCURSIONIST ARRIVALS BY COUNTRY OF RESIDENCE 1991-2002

YEAR	U.S.A	CANADA	U.K.	ITALY	GERMANY	Other Europe	F.W.I.	D.W.I.	CARIB	OTHER	TOTAL
1991	36,003	2,710	1,166	-	-	-	-	-	18,256	1,407	59,542
1992	33,241	3,548	1,306	-	-	-	-	-	21,287	1,722	61,104
1993	33,164	3,930	1,374	-	-	-	-	-	32,760	2,464	73,692
1994	36,366	4,856	1,667	-	-	-	-	-	34,713	4,473	82,075
1995	28,149	3,481	1,365	-	-	-	-	-	30,062	5,498	68,555
1996	17,279	1,565	1,020	273	2,489	-	-	-	22,193	3,922	48,741
1997	28,481	3,110	1,384	1,933	5,044	-	-	-	24,521	6,211	70,684
1998	29,743	3,102	1,345	3,104	700	10,721	-	-	14,276	6,831	69,822
1999	25,853	2,983	1,335	2,312	522	8,496	-	-	14,070	4,376	59,947
2000	28,309	3,517	1,645	1,781	1,413	10,242	5,827	7,543	3,345	5,058	68,680
2001	24,506	2,645	1,562	1,293	954	7,098	5,735	7,019	3,458	2,739	57,009
2002	30,806	3,124	2,318	1,196	839	6,804	7,450	8,944	3,524	2,144	67,149

Introduction

There are three ports in Anguilla: Wallblake Airport, Sandy Ground Seaport and Blowing Point Seaport. The most significant of these ports for visitor arrivals are the Blowing Point and Wallblake ports. For this reason only Wallblake and Blowing Point were targeted. The majority of visitors enter Anguilla via the seaports, as mentioned previously.

More visitors normally come to Anguilla during the winter months, as this is the high season. One of the aims of this survey is to see if the Jazz festival caused an increase in the number of visitor arrivals into Anguilla for the purpose of attending the Jazz Festival.

This survey is the first Jazz Festival survey done for the first annual Tranquillity Jazz Festival in Anguilla. However, this survey was just adjusted and is one in a series of exit surveys that are carried out by the Statistics Department.

The number of completed questionnaires exceeded the estimated number by 34%, with a final count of 456 for actual completes.

The response rate of visitors departing Anguilla was generally very good. The table below shows the response rate of visitors for selected questions in the questionnaire.

Table F: RESPONSE RATE FOR SELECTED QUESTIONS

Response Rate	
Country of Residence	100%
First Trip	99%
Length of stay	100%
Activities engaged in	88%
Purpose of visit	98%
Recommend Anguilla	93%
Source of Information about Anguilla	91%
Flight cost ¹	82%

¹ Flight cost includes all travel costs to Anguilla. Whether it was by air or sea vessels or both.

Description and Analysis of Data Collected

1. Profiles

1.1 Place of Residence

Anguilla's major tourist market is the United States of America, for the purpose of this survey it is divided into three (3) geographical areas:

US North East: - Maine, New Hampshire, Vermont, Massachusetts, Connecticut and Rhode Island.

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

US 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).

The North Eastern states of America accounted for a significant 41% of the survey's respondents. Cumulatively the United States of America accounted for 61% of the respondents to the survey.

During the summer months, other Caribbean Islands are also an important source of visitors for Anguilla; and is the second highest, contributing to 14% of all the respondents departing Anguilla for this survey.

Table 1.1.1: DISTRIBUTION OF DEPARTURES BY COUNTRY OF RESIDENCE

Residence		
	Total Arrivals in November	Total Departures for Survey
Canada	4%	3%
Caribbean	8%	14%
St. Martin/St Maarten	12%	5%
Germany	2%	2%
France	n.a.	2%
Italy	1%	1%
Other Europe	9% (inc France)	3%
United Kingdom	5%	5%
U.S. North East	n.a.	41%
U.S. North West	n.a.	8%
U.S. Rest	n.a.	12%
US (Total)	55%	61%
Other	4%	3%

1.2 First Visit to Anguilla

The number of first time visitors, which was 60% of the survey, exceeded the number of return visitors who made up 40% of the sample. Persons travelling from U.S. North East had the highest percentage of first time visitors in this survey but all the persons travelling from Italy and Germany responded that this was their first visit to Anguilla. More than half of the persons travelling from other parts of Europe, France, Canada and other parts of the world said that this was their first visit to Anguilla.

Table 1.2.1: NUMBER OF FIRST TIME VISITORS BY COUNTRY OF RESIDENCE

	First Trip to Anguilla		
		No	Yes
Country of Residence	Canada	0%	3%
	Caribbean	7%	6%
	St. Martin/St Maarten	5%	0%
	Germany	0%	2%
	Italy	0%	1%
	France	0%	1%
	United Kingdom	2%	3%
	Other Europe	1%	2%
	U.S. North East	16%	26%
	U.S. North West	3%	5%
	US Rest	5%	7%
	Other	1%	2%
Total		40%	60%

1.3 Length of Stay

Visitors tend to stay in Anguilla for 4-7 days as depicted in the table with 43 % of the respondents staying in Anguilla for that period of time. Followed by 1-3 days by 23% of the respondents. Excursionists, that is persons who spend less than 24 hours, are the third highest in this survey conducted, with a total of 17%. Few persons stayed for over two weeks or more in Anguilla.

Table 1.3.1: PERCENTAGE OF SAMPLE BY LENGTH OF STAY

Length of Stay	
	Percent
Less than 24 hours	17%
1 - 3 days	23%
4 - 7 days	43%
8 - 15 days	15%
16 - 23 days	2%
24 or more days	1%
Total	100%

1.4 Travel Route to Anguilla

For this survey, the results indicated that the majority of visitors, 54%, entered Anguilla via the ferry to Anguilla from St. Maarten; followed by entrance through Puerto Rico which made up a quarter of the respondents. 7% of the respondents came directly through Antigua. The least number of visitors used the plane via St. Maarten to Anguilla. 8% used some other means of getting to Anguilla.

Table 1.4.1: PERCENTAGE OF SAMPLE BY TRAVEL ROUTE

Travel Route	
	Percent
Antigua	7%
Puerto Rico	26%
St Maarten, then ferry to Anguilla	54%
St. Maarten, then fly to Anguilla	6%
Other	8%
Total	100%

1.5 Airline used to travel to Anguilla

Results indicated that the majority of visitors used American Airlines to travel to Anguilla either directly or taking American Airline to St. Maarten and then the ferry. 1% of the respondents travelled by their private plane. 4% of the sample did not use any airline, but instead used some other vessel of transport, most likely the ferry service.

Table 1.5.1: AIRLINE USED FOR TRAVEL TO ANGUILLA

Airline	
	Percent
American	54%
American and other	2%
Air France	4%
US Airways	6%
BWIA	1%
Caribbean Star	2%
Liat	11%
Winair	2%
Private Plane	1%
Other Airlines	14%
Other Vessel (not airline)	4%
Total	100%

1.6 Booking Arrangements

The majority of the persons, that is 70%, responded that they did not have any problems booking their flights to Anguilla. 9% of the visitors said that they had problems due to timing and 2% had problems due to cost.

Table 1.6.1: PERCENTAGE OF SAMPLE BY BOOKING ARRANGEMENTS

Booking	
	Percent
No	87%
Yes due to cost	2%
Yes due to timing	11%
Total	100%

1.7 Sources of Information about Anguilla

Most of the visitors heard of Anguilla from friends and family both in Anguilla and overseas, 24% and 23 % respectively. Followed by magazines with 15%. The smallest

group of persons, 4%, heard of Anguilla through the newspaper. Both the Internet and travel agents made up 13% each of the survey sample.

Table 1.7.1: SOURCE OF INFORMATION FOR ANGUILLA

Media	
	Percent
Friends and Family in Anguilla	26%
Friends and Family overseas	25%
Internet	14%
Magazine	16%
Newspaper	4%
Travel Agent	14%
Total	100%

Most of the respondents heard of Anguilla through friends or relatives in past surveys also. The Internet for this survey has fallen as an informer of Anguilla. Magazine and newspaper has increased significantly since August's survey.

Table 1.7.2: SOURCE OF INFORMATION FOR ANGUILLA IN AUGUST AND 1ST QUARTER 2003 AND AUGUST 2001

Sources of Information about Anguilla	<i>Aug-01</i>	<i>1st quarter 2003</i>	<i>Aug-03</i>	
	<i>All Visitors</i>	<i>Tourists leaving by Air</i>	<i>Tourist leaving by Air</i>	<i>Tourists leaving by Sea</i>
Friends or relatives	38%	52%	53%	67%
The Internet	22%	5%	23%	9%
Travel Agent	22%	13%	16%	14%
Magazine/Newspaper	13%	N/A	0%	1%
Other	5%	30%	9%	9%
Total	100.00%	100%	100%	100%

1.8 Travel Companions

Most of the visitors leaving Anguilla, 52%, were travelling with their spouse or partner. Another numerous group, were persons travelling alone which took up 20% of the sample. However, the majority of these visitors travelling alone were not excursionists but spent between one day to a week in Anguilla. The number of visitors travelling with their family has fallen significantly from other surveys. This may be an indication that the Jazz festival is not a family attraction.

Table 1.8.1: TRAVEL COMPANIONS

Travel Companions						
	<i>Aug-01</i>	<i>1st Quarter 2003</i>		<i>Aug-03</i>		<i>Nov-03</i>
	<i>All Visitors</i>	<i>Departing by Air</i>	<i>Departing by Sea</i>	<i>Departing by Air</i>	<i>Departing by Sea</i>	All Visitors
Alone	24%	18%	6%	22%	10%	21%
Family	34%	24%	21%	24%	33%	8%
Family & Friends	--	0%	0%	9%	11%	2%
Friend(s)	4%	11%	11%	7%	14%	14%
Other	26%	3%	3%	1%	1%	3%
Spouse/Partner	12%	43%	57%	37%	32%	53%
Total	100%	100%	100%	100%	100%	100%

1.9 Ages and Sex of Visitors

Most of the visitors were over 50 years old, the majority of these being male. As the visitors age increases, so do the numbers visiting Anguilla. Only 4% of the visitors were children. There were more young males than young females coming to Anguilla. Visitors between 30 and 50 years of both male and female gender represented about the same percentage for the survey. 52% of the respondents were male, making males the most popular visitors to Anguilla.

Table 1.9.1: AGE AND SEX OF VISITORS

Age Group	Sex		Total
	Males	Females	
Under 18	2%	2%	4%
18 - 29	10%	7%	17%
30 - 39	12%	12%	24%
40 - 49	12%	12%	24%
50 & over	16%	15%	31%
Total	52%	48%	100%

Unlike this survey where there were more males than females, for the visitors leaving via the Airport in August and 1st Quarter, 2003 there were generally more females for

each age group. This may imply that more males prefer jazz than women. Note well that these figures only relate to persons departing via the airport.

**Table 1.9.2: AGE AND SEX OF VISITORS LEAVING FROM THE AIRPORT,
AUGUST AND 1ST QUARTER, 2003**

	<i>January - March 2003</i>			<i>Aug-03</i>		
Age Group	<i>Males</i>	<i>Females</i>	<i>Total</i>	<i>Males</i>	<i>Females</i>	<i>Total</i>
Under 18	7.60%	6.70%	14.30%	16.20%	17.50%	16.90%
18 - 29	4.40%	9.90%	14.20%	17.90%	21.00%	19.60%
30 - 39	8.00%	9.90%	17.90%	23.90%	25.00%	24.50%
40 - 49	11.00%	8.80%	19.80%	21.70%	21.20%	21.40%
50 & over	18.30%	15.50%	33.80%	20.30%	15.30%	17.60%
Total	49.20%	50.80%	100.00%	46.30%	53.70%	100.00%

1.10 Activities Visitors Engaged In

9 % of the visitors were only engaged in the Jazz Festival. While 18 % attended the Jazz festival and participated in other activities Anguilla had to offer.

Table 1.10.1: ACTIVITIES VISITORS ENGAGED IN DURING STAY

Activity	
	Percent
Boat Racing and other activities	1%
Business	11%
Dolphin swim and other activities	3%
Island tour	15%
Jazz Festival	9%
Jazz Festival and other activities	18%
Scuba diving and other activities	3%
Snorkelling	8%
Snorkelling and other activities	20%
Spa treatment and other activities	10%
Trips offshore Anguilla and other activities	3%
Total	100%

Snorkelling along with other activities, 20%, was a popular activity and 8 % of the respondents only tried snorkelling, for a cumulative number of 24% of all the visitors engaging in snorkelling. Many of the respondents, 15%, had an island tour. 10% participated in spa treatment along with other activities.

1.11 Sources of Information concerning Jazz Festival

Of the sources listed, Publicity in Anguilla was of greatest of importance in informing persons of the Jazz Festival, with 32% of the sample choosing that option in the questionnaire. The Internet and friends in Anguilla followed, each of which with 12% of the sample. TV advertisements were the least significant source of information for the respondents of the survey with only 3%. Some of the persons may not have responded to this question because they were not aware that there was a Jazz Festival occurring in Anguilla and so could not choose a source.

Table 1.11.1 PERCENTAGE OF SAMPLE BY SOURCE OF INFORMATION FOR JAZZ FESTIVAL

Media	
	Percent
Friends in Anguilla	17%
Friends overseas	8%
Internet	17%
Other media overseas	9%
Publicity in Anguilla	45%
TV Advertisement	4%
Total	100%

1.12 Revisiting Anguilla

Respondents were asked if they were considering returning to Anguilla. The majority of persons, 86%, would like to return to Anguilla. 1% said that they would not like to visit Anguilla again. 11% would consider returning but are not certain. The remaining 2% did not respond.

In February 2001, more visitors were willing to return as 93% of the respondents for that survey said that they would definitely return to Anguilla.

Table 1.12.1 PERCENTAGE OF SAMPLE BY REVISITING ANGUILLA

Visit Again	
	Percent
Maybe	11%
No	1%
Yes	88%
Total	100%

1.13 Accommodation

More than half of the visitors stayed in hotels. Villas and apartments were the second most popular form of accommodation among 17% of the respondents. Friends and relatives followed right behind with 14% of the respondents. 6% stayed on their own property and 4% on boats.

Table 1.13.1: TYPE OF ACCOMMODATION

Accommodation	
	Percent
Boat	4%
Friends/relatives	16%
Hotel	58%
Own property	6%
Villa/apartment	17%
Total	100%

1.14 Purpose of Visit

Most of the visitors' main purpose for coming to Anguilla was vacation or leisure, with 63% of the respondents opting for that choice. Followed by 14% of the persons journeying to Anguilla coming for Business purposes. Then 9% of the respondents came for the Jazz Festival. 6% came to be married or to spend their honeymoon and 5% came to visit family and friends. Few of the respondents' main purpose for visiting Anguilla were health, spa, sports, scuba diving or snorkelling.

Table 1.14.1: PURPOSE OF VISIT TO ANGUILLA

Purpose of Visit	
	Percent
Business	14%
Health/Spa/Sports	1%
Jazz Festival	9%
Marriage/Honeymoon	6%
Scuba Diving/Snorkelling	1%
Vacation/leisure	65%
Visit family/friends	5%
Total	100%

1.15 Rating of Services

The Roads of Anguilla are the only service that received a significantly poor rating by 32% of the respondents but was mainly “OK” by 54% of the respondents. Peace and tranquillity received an exceptional rating of good from 96% of the respondents. All the following in descending order received a rating of good by over 50% of the respondents: safety and security, then dining, customs and immigration, accommodation, taxi service, telephone and internet and island’s cleanliness. Visitors did not rate some services, this may be because they were not utilised by that respondent, for example some visitors said they did not use the taxi service.

Table 1.15.1: RATING OF SERVICES

Service	Rating			
	Good	OK	Poor	Total
Island’s Cleanliness	62%	33%	5%	100%
Peace & Tranquillity	96%	4%	0%	100%
Safety & Security	90%	9%	1%	100%
Roads	14%	54%	32%	100%
Dining	83%	16%	0%	100%
Accommodation	91%	9%	0%	100%
Taxi Service	84%	14%	1%	100%
Telephone & Internet	51%	38%	11%	100%
Customs & Immigration	79%	19%	1%	100%

The ratings for Peace and Tranquillity, Safety and Security, Dining, Accommodation, Telephone and Internet, and Customs and Immigration have been fairly stable, with only small fluctuations. The ratings for road are getting progressively worst. The rating of “good” as increased for the Taxi service in Anguilla.

Table 1.15.2 RATING OF SERVICES IN AUGUST, MARCH AND FEBRUARY 2003

Service	August 2003						Mar-03			Feb-03		
	Tourists leaving by Air			Tourists leaving by Sea			All Visitors			All Visitors		
	Good	Fair	Poor	Good	Fair	Poor	Good	Fair	Poor	Good	Fair	Poor
Island's Cleanliness	64%	26%	6%	64%	25%	6%	67%	30%	3%	63%	32%	4%
Peace & Tranquillity	93%	5%	0%	92%	5%	3%	97%	2%	0%	95%	4%	0%
Safety & Security	89%	6%	2%	87%	8%	1%	88%	10%	1%	90%	5%	1%
Roads	50%	18%	30%	53%	17%	26%	17%	61%	22%	17%	59%	20%
Dining	82%	11%	1%	72%	17%	2%	89%	9%	0%	81%	9%	0%
Accommodation	87%	6%	1%	75%	9%	1%	91%	5%	0%	91%	4%	1%
Taxi Service	68%	11%	2%	74%	12%	1%	71%	11%	1%	77%	6%	1%
Telephone & Internet	62%	20%	7%	49%	22%	6%	51%	28%	7%	53%	28%	8%
Customs & Immigration	77%	17%	3%	71%	18%	1%	84%	12%	1%	87%	9%	0%

1.16 Recommendation of Anguilla

The visitors were asked if they would recommend Anguilla to a friend. The majority of the respondents, 86%, said that they would. No one said that they would not recommend Anguilla to a friend and 6 % would consider it but were not certain. 7% of the visitors did not respond.

Table 1.16.1: RECOMMENDING ANGUILLA TO A FRIEND

Recommend	
	Percent
Maybe	7%
No	0%
Yes	93%
Total	100%

2.Visitor Expenditure

Visitors to Anguilla include both stay- over tourists and excursionists. The amount of money a visitor spends can be related to the length of time spent in Anguilla. It can also be cross-related to the country of residence and other relating factors. The average expenditure for flights was US\$686. For accommodation, visitors spent on average US\$222 per day. The average expenditure per day on dining was US\$98. For the entire stay, visitors' total average sundry expenditure was US\$293.

2.1 Flight Cost

Most of the respondents, 45%, spent US\$500- \$999 per person for the flight. 29% of the respondents spent less than \$500 on their flight. 15% of the respondents used accumulated miles or points to travel to Anguilla. 9% of the visitors spent between US\$1000 - \$1999 on the flight.

Table 2.1.1: FLIGHT COST BY COUNTRY OF RESIDENCE

		Flight Cost						Total
Country Of Residence		Less than US\$500	\$500 – \$999	\$1,000 – \$1,999	\$2,000 – \$2,999	\$3,000 or more	Miles or Points	
	Canada	0%	1%	0%	0%	0%	1%	3%
	Caribbean	13%	1%	0%	0%	0%	1%	15%
	France	0%	1%	0%	0%	0%	0%	2%
	Germany	0%	2%	1%	0%	0%	1%	3%
	Italy	0%	0%	0%	0%	0%	0%	0%
	Other	1%	2%	1%	0%	0%	0%	3%
	Other Europe	1%	0%	1%	0%	0%	0%	2%
	St. Martin/St Maarten	1%	0%	0%	0%	0%	0%	1%
	U.S. North East	8%	25%	3%	0%	0%	7%	44%
	U.S. North West	2%	2%	1%	1%	0%	2%	9%
	United Kingdom	1%	2%	1%	0%	1%	0%	5%
	US Rest	2%	8%	1%	0%	0%	2%	13%
Total		29%	45%	9%	1%	2%	15%	100%

The cost of the flight paid per person, varies depending on the starting point of the visitor coming to Anguilla, as a person travelling a few miles from St. Maarten will not pay the same amount as a person travelling from Italy. The table below shows the cost that persons paid for their flights by country of residence. As expected, persons residing

in the Caribbean generally spent less than US\$500 on their flight. The respondent who spent the most on the flight to Anguilla was a resident of the United Kingdom, spending US\$3000 or more on the flight. Followed by 1% of the respondents, who reside in US North East who spent between \$2000- \$2999 on the flight. Visitors from US North East spent the most on flights in total.

The distance a visitor may have to travel and the cost of travel to stay in a country for a specific period of time may also affect the amount of money a person may be willing to spend. The majority of the excursionists spent less than US\$500 to get to Anguilla. Most of the tourists spent 4-7 days in Anguilla; most of these visitors were willing and spent more than \$500 for their flight.

Table 2.1.2: FLIGHT COST BY LENGTH OF STAY

	Flight Cost						Total
		Less than US\$500	\$500 – \$999	\$1,000 – \$1,999	\$2,000 or more	Miles or Points	
Length Of Stay	Less than 24 hours	6%	3%	1%	0%	2%	11%
	1 - 3 days	11%	6%	1%	0%	2%	20%
	4 - 7 days	10%	25%	6%	2%	8%	50%
	8 - 15 days	2%	10%	1%	1%	3%	16%
	16 - 23 days	1%	1%	0%	0%	0%	2%
	24 or more days	1%	0%	0%	0%	0%	1%
Total		29%	45%	9%	3%	15%	100%

2.2 Accommodation Cost

The cost of accommodation that a visitor spends may vary depending on the type of accommodation. Visitors staying on boats- 3%, own property- 5%, or with friends and relatives-14%, had no accommodation cost- a total of 19%. Half of the visitors stayed in hotel accommodations, most of which, 12%, spent US\$500 or more per person for the accommodation per night. 10% of the respondents spent between US\$300- \$400.

Table 2.2.1: ACCOMMODATION EXPENSES BY TYPE OF ACCOMMODATION

	Type of Accommodation				Total
		Friends/ Relatives/Boat/ Own Property	Hotel	Villa/ Apartment	
Accommodation Cost	\$0	18%	3%	3%	24%
	US\$1 - \$49	0%	0%	1%	1%
	US\$50 - \$99	1%	3%	3%	7%
	US\$100 - \$149	0%	6%	2%	8%
	US\$150 - \$199	0%	5%	3%	8%
	US\$200 - \$249	1%	5%	1%	7%
	US\$250 - \$299	0%	8%	1%	9%
	US\$300 - \$399	0%	10%	3%	13%
	US\$400 - \$499	0%	6%	1%	7%
	US\$500 or more	0%	15%	1%	16%
Total		23%	62%	16%	100%

2.3 Dining Cost

Table 2.3.1: DINING EXPENDITURE BY LENGTH OF STAY

		Length of Stay					Total
		Less than 24 hours	1 - 3 days	4 - 7 days	8 - 15 days	16 or more days	
Dining Cost	\$0	0%	2%	2%	1%	0%	7%
	US\$1 - \$9	2%	1%	0%	0%	0%	4%
	US\$10 - \$19	2%	1%	1%	0%	0%	4%
	US\$20 - \$29	1%	1%	0%	1%	0%	4%
	US\$30 - \$39	2%	2%	3%	1%	0%	8%
	US\$40 - 49	1%	3%	3%	1%	0%	8%
	US\$50 - 99	4%	7%	10%	3%	0%	24%
	US\$100 - \$149	1%	3%	11%	3%	1%	19%
	US\$150 - \$199	0%	1%	8%	3%	0%	12%
	US\$200 - \$299	0%	1%	4%	1%	0%	7%
	US\$300 or more	0%	1%	3%	0%	0%	3%
Total		15%	23%	45%	15%	3%	100%

Most visitors- 24%, spent between US\$50-99 for food per day, per person. Followed by 19 % of the respondents who spent between US\$100- \$149 for dining cost. 3% of the

respondents spent more than \$300 per day on dining. Most excursionists spent US\$50-59 on food.

2.4 Sundry Cost

Sundry expenses include all other expenditures, whether it be souvenirs, a new pair of sandals to replace the damaged ones, a car rental, gasoline, cost to fix a punctured tire and so on. It includes a mix match of expenditures that a tourist may have spent money on and excludes all the before mentioned expenditures such as dining, flight and accommodation. Unlike the previous expenditures, this is cumulative for the whole group for the entire time spent in Anguilla. Most of the excursionist spent less than US\$20.

Table 2.4.1: SUNDRY EXPENSES BY LENGTH OF STAY

		Length of stay					
		Less than 24 hours	1 – 3 days	4 – 7 days	8 – 15 days	16 or more days	Total
Costs	Less than US\$20	4%	6%	4%	1%	0%	16%
	More than US\$1,000	0%	1%	3%	2%	0%	6%
	US\$1,000 - \$1,999	0%	1%	2%	1%	0%	3%
	US\$100 - \$199	1%	3%	6%	3%	0%	13%
	US\$150 - \$199	0%	0%	1%	0%	0%	1%
	US\$20 - \$49	3%	4%	6%	1%	0%	14%
	US\$200 - \$299	2%	1%	5%	2%	0%	10%
	US\$300 - \$399	1%	2%	5%	1%	0%	9%
	US\$400 - \$499	1%	1%	3%	1%	0%	5%
	US\$50 - \$99	2%	3%	6%	2%	1%	14%
	US\$500 - \$999	1%	1%	5%	2%	0%	9%
Total		14%	23%	46%	16%	3%	100%

Summary

For this survey, as accustomed, the most important source of the visitors were from the United States of America especially North East USA, then the Caribbean. The visitors mostly travelled through Puerto Rico and into Wallblake airport, and used American Airlines.

Results indicated that booking arrangements to Anguilla were easily made, as many of the visitors had no trouble making arrangements to get to Anguilla. This was the first visit for many of the visitors. Most of the visitors said that they would return to Anguilla, and they also responded that they would recommend Anguilla to a friend. Peace and tranquillity, Safety and security, Dining and Accommodation were highly rated among the respondents.

The visitors mostly travelled with their spouse or partner. The main purpose of travel to Anguilla was to spend some time devoted to pleasure, rest and relaxation. The Jazz Festival was the most popular activity.

The number of visitors attending the Jazz festival exceeded the number of visitors whose main purpose of visit was the Jazz Festival. Snorkelling was also a popular activity among the visitors. Some of the least popular activities were Bird watching, Nature trails, Boat racing, Dolphin swim and Trips to neighbouring island and offshore Cays.

Jazz Festival visitors have displayed a different pattern of behaviour than do visitors during other times of the year. There are more males than females this trip. More than half of the visitors stayed in hotels, and during the summer months, visitors usually stay with friends and family. Visitors tend to stay in Anguilla for 4-7 days.

Local publicity was a very important medium for publicising information for the Tranquillity Jazz Festival.

From the survey results it was estimated that on average visitors spent US\$686 for travelling to Anguilla, US\$222 per day on accommodation, expenditure per day on dining was US\$98 and for the duration of their stay US\$293 was spent on sundry items.

Appendix



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Please take a minute to complete this questionnaire. Only one questionnaire need be completed per group and only those who do not live in Anguilla for at least 6 months of the year should answer it.. The information will help us to improve our visitor services. Use only the pencil provided and shade circles completely. Form will be machine scanned. Return your completed questionnaire to the official as you depart for your trip.

1. Where do you live?

- ☐ U.S. A. North East ☐ Germany
☐ U.S. A. West ☐ France
☐ U.S.A. Rest ☐ Other Europe
☐ Canada ☐ St. Martin/St Maarten
☐ United Kingdom ☐ Other Caribbean
☐ Italy ☐ Other

2. Is this your first visit to Anguilla?

- ☐ Yes ☐ No

3. How long did you stay in Anguilla?

- ☐ Less than 24 hours
☐ 1 - 3 days
☐ 4 - 7 days
☐ 8 - 15 days
☐ 16 - 23 days
☐ 24 or more days

4. How did you travel to Anguilla?

- ☐ Via St Maarten, ferry to Anguilla
☐ Via St Maarten, fly to Anguilla
☐ Via Puerto Rico
☐ Via Antigua
☐ Other

5. On which Airline(s) did you travel?

- ☐ American Airlines/Eagle ☐ Virgin Atlantic
☐ Caribbean Star/Sun ☐ Air Canada
☐ Liat ☐ Private plane
☐ Winair ☐ Charter plan
☐ US Airways ☐ BWIA
☐ Air France ☐ British Airways
☐ KLM ☐ Other
☐ Delta

6. Did you have any trouble booking your flights?

- ☐ Yes (due to availability) ☐ Yes (due to cost) ☐ No

7. How did you hear about Anguilla?

- ☐ The Internet
☐ Travel Agent
☐ Magazine
☐ Newspaper
☐ Friends/family in Anguilla
☐ Friends/family overseas

8. How many people are in your party by age and sex?

	Males	Females
Under 18 years	<input type="text"/>	<input type="text"/>
18 - 29 years	<input type="text"/>	<input type="text"/>
30 - 39 years	<input type="text"/>	<input type="text"/>
40 - 49 years	<input type="text"/>	<input type="text"/>
50 and over	<input type="text"/>	<input type="text"/>

9. With whom did you travel?

- ☐ Spouse/partner ☐ Alone
☐ Family ☐ Family & friends
☐ Friend(s) ☐ Other

10. What activities did you engage in?

- ☐ Boat Racing ☐ Nature Trail
☐ Scuba diving ☐ Spa treatment
☐ Snorkelling ☐ Trip to Offshore Cays
☐ Island tour ☐ Trip to neighboring islands
☐ Dolphin swim ☐ Jazz Festival
☐ Bird watching

11. How did you hear about the Anguilla Jazz Festival?

- ☐ Publicity in Anguilla
☐ Internet
☐ Friends/family in Anguilla
☐ Friends/family overseas
☐ TV Advertisement
☐ Other media overseas

Please turn page and answer questions overleaf. Thank you

12. Would you visit Anguilla again?

- ☐ Yes ☐ No ☐ Maybe

13. What type of accommodation did you stay in?

- ☐ Hotel
☐ Own property
☐ Friends/relatives
☐ Villa/apartment (rented)
☐ Boat

14. What was the main purpose of your visit?

- ☐ Vacation/leisure ☐ Scuba Diving/snorkelling
☐ Business ☐ Health/Spa/Sports
☐ Visit family/friends
☐ Jazz Festival
☐ Marriage/honeymoon

15 How would you rate the following?

- | | | | |
|-----------------------|----------------------------|----------------------------|----------------------------|
| Island's Cleanliness | <input type="radio"/> Good | <input type="radio"/> Fair | <input type="radio"/> Poor |
| Peace & Tranquility | <input type="radio"/> Good | <input type="radio"/> Fair | <input type="radio"/> Poor |
| Customer Service | <input type="radio"/> Good | <input type="radio"/> Fair | <input type="radio"/> Poor |
| Safety & Security | <input type="radio"/> Good | <input type="radio"/> Fair | <input type="radio"/> Poor |
| Roads | <input type="radio"/> Good | <input type="radio"/> Fair | <input type="radio"/> Poor |
| Dining | <input type="radio"/> Good | <input type="radio"/> Fair | <input type="radio"/> Poor |
| Accommodation | <input type="radio"/> Good | <input type="radio"/> Fair | <input type="radio"/> Poor |
| Taxi Service | <input type="radio"/> Good | <input type="radio"/> Fair | <input type="radio"/> Poor |
| Telephone & Internet | <input type="radio"/> Good | <input type="radio"/> Fair | <input type="radio"/> Poor |
| Customs & Immigration | <input type="radio"/> Good | <input type="radio"/> Fair | <input type="radio"/> Poor |

16. Would you recommend Anguilla to a friend?

- ☐ Yes ☐ No ☐ Maybe

The following information will assist us in calculating the economic activity of Anguilla. Your information will be kept confidential.

17. What was the flight cost per person?

- ☐ Less than US\$500 ☐ \$2,000 - \$2,999
☐ \$500 - \$999 ☐ \$3,000 or more
☐ \$1,000 - \$1,999 ☐ miles or points

18. How much did you pay per person per night for accommodation?

- ☐ \$0 ☐ US\$200 - 249
☐ US\$1 - \$49 ☐ US\$250 - \$299
☐ US\$50 - \$99 ☐ US\$300 - \$399
☐ US\$100 - \$149 ☐ US\$400 - \$499
☐ US\$150 - 199 ☐ US\$500 or more

19. How much did you spend on eating and drinking per person per day?

- ☐ \$0 ☐ US\$40 - \$49
☐ US\$1 - \$9 ☐ US\$50 - \$99
☐ US\$10 - \$19 ☐ US\$100 - \$149
☐ US\$20 - \$29 ☐ US\$150 - \$199
☐ US\$30 - \$39 ☐ US\$200 - \$299
☐ US\$300 or more

20. How much did you spend on things other than accommodation, eating and drinking in total for your whole group and stay?

- ☐ Less than US\$20 ☐ US\$300 - \$399
☐ US\$20 - \$49 ☐ US\$400 - \$499
☐ US\$50 - \$99 ☐ US\$500 - \$999
☐ US\$100 - \$199 ☐ US\$1,000 - \$1,999
☐ US\$200 - \$299 ☐ More than US\$2,000

21. Date today

Day		Month		Year	

Thank you and Bon Voyage, please hand in completed questionnaire and pencil