

GOVERNMENT OF ANGUILLA



Anguilla Visitor Expenditure Survey, August 2001



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Preface

Thanks are expressed to Dawnette Bryan of the Information Systems and Technology Department of the Anguilla Government. The results of this publication would not have been possible had it not been for her dedication and willingness to produce the tables. She did this using SPSS software. Thanks are also expressed to Avonelle Caragliano for managing the survey and to the interviewers for their work. Of course this survey would not have been possible were it not for the cooperation of those visitors to Anguilla in the Summer of 2001.

The information in this publication should be used by investors, planners and programme developers in the Tourism Sector and related sectors.

Any comments are welcome and questions should be directed to the Statistics Department at tel: 1-264-497-3901/5731, fax: 1-264-497-3986 and email pennyb@gov.ai.

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METHODOLOGY AND SAMPLE

The Anguilla Visitor Expenditure Survey was carried out during the two-week period of Sunday August 12th – 26th 2001. Five interviewers were hired and trained in questionnaire and interviewing techniques. They were stationed in shifts to interview persons leaving Anguilla from the Wallbake Airport and Blowing Point Port. The interviewers approached individuals in the departure lounge at Blowing Point and by the check in terminals at the airport, to identify whether they were residents of Anguilla or not. All non-residents were asked to complete the Visitor Survey Form. Interviewers were paid according to the number of completed questionnaires, which provided an incentive to the interviewers to encourage visitors to complete the forms. The number of forms completed was 385.

There was an average of 2 people per travel party. Only one individual from each party was required to fill out the questionnaire. While interviewers were not stationed at the ports 24 hours a day, they were there during the time of ferry departure and when most flights left the airport. The shifts worked were 6:00 a.m. to 4:30 p.m. at the airport and 7:00 a.m. to 6:00 p.m. at Blowing Point.

The questions were the same as those asked on the previous Summer Visitor Expenditure Survey. This Visitor Form was geared towards the Summer Festival period and included questions on attendance at the events and total expenditure at those events. A summary of the questions can be found in Appendix 1.

Response was generally good.

SURVEY HIGHLIGHTS

1. PROFILE OF VISITORS

1.1 Purpose of Visit

Most visitors came to Anguilla to vacation. 60% of stopover visitors gave this as the reason for their visit to Anguilla in the Summer 2001 survey, compared to 53% in the summer of 1999 when the previous summer survey was conducted. Vacation is an even more important reason for visitors from the Caribbean where 66% of those answering from this region gave this as their main purpose for visiting Anguilla. During this time of the year (Summer Festival) most visitors come from the Caribbean.

Table 1: Distribution of Main Purpose of Visit

Purpose	Visitor Survey (Summer Festival - August 2001)
Summer Festival	12%
Business Only	4%
Honeymoon	7%
Diving	1%
Vacation	60%
Vacation/Business	4%
Visit Friends/Relatives	12%
Total	100%

1.2 Place of Residence

Most visitors to Anguilla come from the United States. For excursionists, the Caribbean, especially the French and Dutch West Indies, is important but still not as important a source as the United States. Europe, which includes the United Kingdom, Italy and Germany, follows third in Visitor Arrivals.

Table 2: Distribution by Country of Residence for Arrivals and the Survey

	Arrivals Jan- June 2001		August 2001
	Day	Stay-over	
United States	47%	67%	57%
Canada	6%	3%	2%
United Kingdom	2%	5%	7%
Other Europe	18%	11%	5%
Caribbean	21%	11%	26%
Other	6%	3%	3%
Total	100%	100%	100%

1.3 Age Profile of Visitors

The age question was only answered by one member of each group. That is the one who answered the whole questionnaire but it does give some indication of the age of the other members of the groups who answered the questionnaire. On average 8.4% of the visitors who took this survey were under the age of 18 compared to 1% for those that took the winter 2001 survey in the same age category. During the summer, more families tend to travel as opposed to the winter vacation. 18.1% of the visitors to the island who took the survey were in the 18-29 age group, compared to 10% for the Winter 2001 Survey, whereas 2.6% were in the 60+ age group for this survey compared to 8% for the Winter 2001 Survey.

Table 3: Age Distribution of Respondents

	Male	Female
Under 18	7.0%	9.9%
18 – 29	18.4%	17.9%
30 – 39	17.1%	17.7%
40 – 49	13.0%	13.2%
50 – 59	11.7%	10.9%
60+	3.1%	2.1%

1.4 First Visit to Anguilla

73.7% of visitors from other Europe, which includes Switzerland, Austria etc. said this was their first trip to Anguilla. First time visitors from the United States followed closely with 60.6%. The United States of America is Anguilla's most important source market in terms of visitor arrivals.

Table 4: Country of Residence and first visit to Anguilla

Country of Residence	1st Visit
United States	60.6%
Canada	37.5%
United Kingdom	40.7%
Other Europe	73.7%
Caribbean	38.2%

1.5 Travel Companions

Family/Children made up 33.5% of all visitors during the survey period August 2001 up from 32.8% for the summer 1999 Survey. The main reason that families make up the larger type of visitors is that children are more likely to be on holidays in the summer months hence more family vacations. In 2001 couples comprised 11.7% of visitors compared to 38% in 1999. There was an increase in visitors traveling alone for 2001 compared to 1999. There was also an increase in unaccompanied visitors, which made up 24% for the 2001 survey as opposed to 10.8% for 1999 of all visitors.

Table 5: Travel Companions

	Summer 1999 All Visitors	February 2001		August 2001 All Visitors
		Day	Stopover	
Alone	10.8%	10%	10%	24.4%
Family/Children	32.8%	24%	11%	33.5%
Spouse/Partner	38.2%	41%	62%	11.7%
Friends	17.2%	22%	16%	4.2%
Other	1.0%	3%	1%	26.2%
TOTAL	100%	100%	100%	100%

1.6 Accommodation Type

On average 43% of Visitors stayed in hotels for the 2001 survey compared to 46% for the 1999 summer survey. Those visitors staying with friends or relatives increased to 27% in comparison to 17% in 1999. Visitors staying in Apartments/Villas dropped slightly from 18% in 1999 to 16% for the 2001 summer survey.

Table 6: Accommodation Where Visitors Stayed

	United States	Caribbean	Canada	Other Europe	Total
Hotel	49.5%	23.5%	25.0	73.7%	43.0%
Guesthouse	4.1%	3.9%	0.0	5.3%	3.3%
Apartment/Villa	18.3%	17.3%	12.5	15.8%	16.0%
Friend/Relative	19.3%	53.9%	37.5	0.0	27.6%
Other	8.8%	2.3%	25.0%	5.2%	10.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

2 MARKETING IMPLICATIONS

2.1 Sources of Information

Of the sources listed in the questionnaire, close to half of both day and stopover visitors said that friends or relatives were very important or important in affecting their decision to visit Anguilla. In the survey carried out in the summers of 1999 and 2001, friends or relatives were also the most important source. The Internet and Travel Agents were equal in the degree of importance with newspapers, magazines with the Tourist Board being the least important.

Table 7: Sources of Information that are Very Important or Important in Deciding to Visit Anguilla

	<u>February 2001</u>		<u>Summer 1999</u>	<u>August 2001</u>
	Day	Stop over	Stop over	All visitors
Friends/Relatives	49%	49%	64%	56%
Travel Agent	20%	29%	42%	32%
Internet	14%	29%	42%	35%
Newspaper/Magazine	13%	17%	33%	22%
Tourist Board	13%	7%	15%	15%

As with previous surveys, beaches were cited as the most important factor for visitors to Anguilla. In the summer of 2001 66.5% gave Beaches as the most important factor while 84.4% of the visitors said it was the most important factor during the summer of 1999. Although this survey was geared towards the Anguilla Summer Festival period, only 20% gave this as their most important reason to visit.

Table 8: Important factors in making decision to Visit Anguilla

	Summer 1999	August 2001
Proximity to St.Martin	12.7%	10.4%
Unspoilt Nature	47.1%	28.1%
Beaches	84.4%	66.5%
Unknown Island	38.8%	22.9%
Water Sports	14.5%	12.2%

2.2 Attendance at Summer Festival Events.

This survey was geared towards the Summer Festival in order to get an idea of how many people visiting at that time actually attended the events. More than half the visitors indicated that they did not attend any of the Summer Festival events and those who did either said that the shows were either good or average. The most popular event was the Boat Races and the least popular activities were the Soca Explosion Show and the Prince and Princess Show.

Table 9: Percentage of visitors not attending Summer Festival Events

Calypso Monarch	65.5%
Miss Anguilla Pageant	66.8%
Leeward Islands Calypso Show	67.3%
Parade of Troupes	59.7%
Talented Teen Show	68.6%
Soca Explosion Show	73.2%
Prince and Princess Show	70.4%
J'ouvert	66.2%
Boat Race	55.6%
Band Festival	69.1%

2.3 Recommend to a Friend or Return

73% of the visitors surveyed said that they would definitely return to Anguilla while 77% said that they would definitely recommend Anguilla to a friend.

3. VISITOR EXPENDITURE

Visitor expenditure varies according to a number of factors. The two most important are the length of stay and the number of persons in the party.

Table 10: Arrivals by intended length of Stay

Length of stay	Arrivals Oct- March 2001	Arrivals Apr-Sept 2001
1 – 3 days	3,295	3,748
4 – 15 days	19,745	17,152
16 +	2,190	1,835
Total	25,230	22,735

The average number of people in a party of visitors is 2. The estimated spending per person for the summer 2001 survey was therefore US\$2,208 up from US\$1,870 for the February 2001 Survey.

Visitors for this survey period spent on average per group US\$4,416 up from US\$3,372 from the February 2001 survey.

Table 11: Mean Expenditure of All Visitors by Number of Persons, US\$

Number of Persons	Mean Expenditure
1	\$810
2	\$2,405
3	\$3,258
4	\$4,086

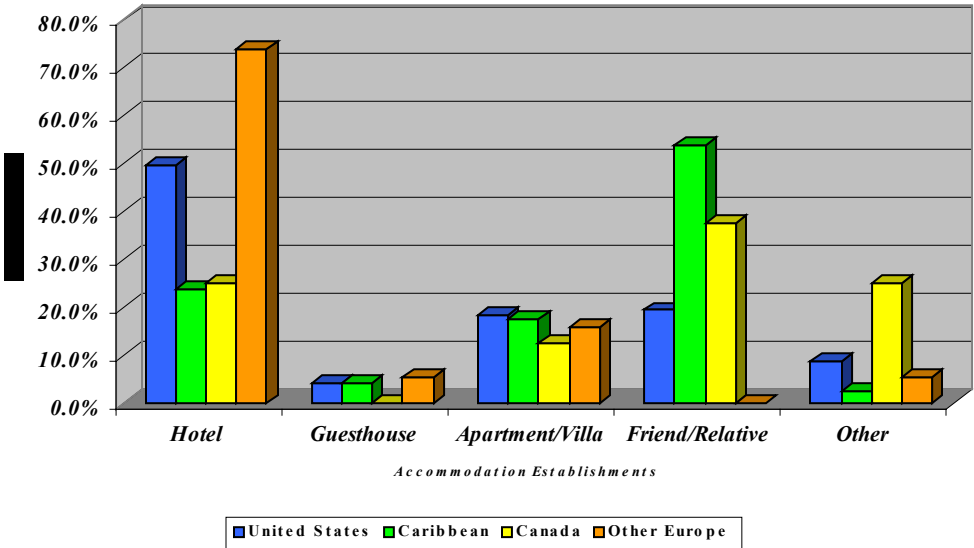
Estimated total visitor expenditure during the summer months (April to Sept) was US\$22.4 million for 2001.

Estimates for visitor expenditure during the winter months (October to March) 2001 was US\$37.0 million. Total visitor expenditure for the year 2001 was therefore \$62.1 million including excursionist spending.

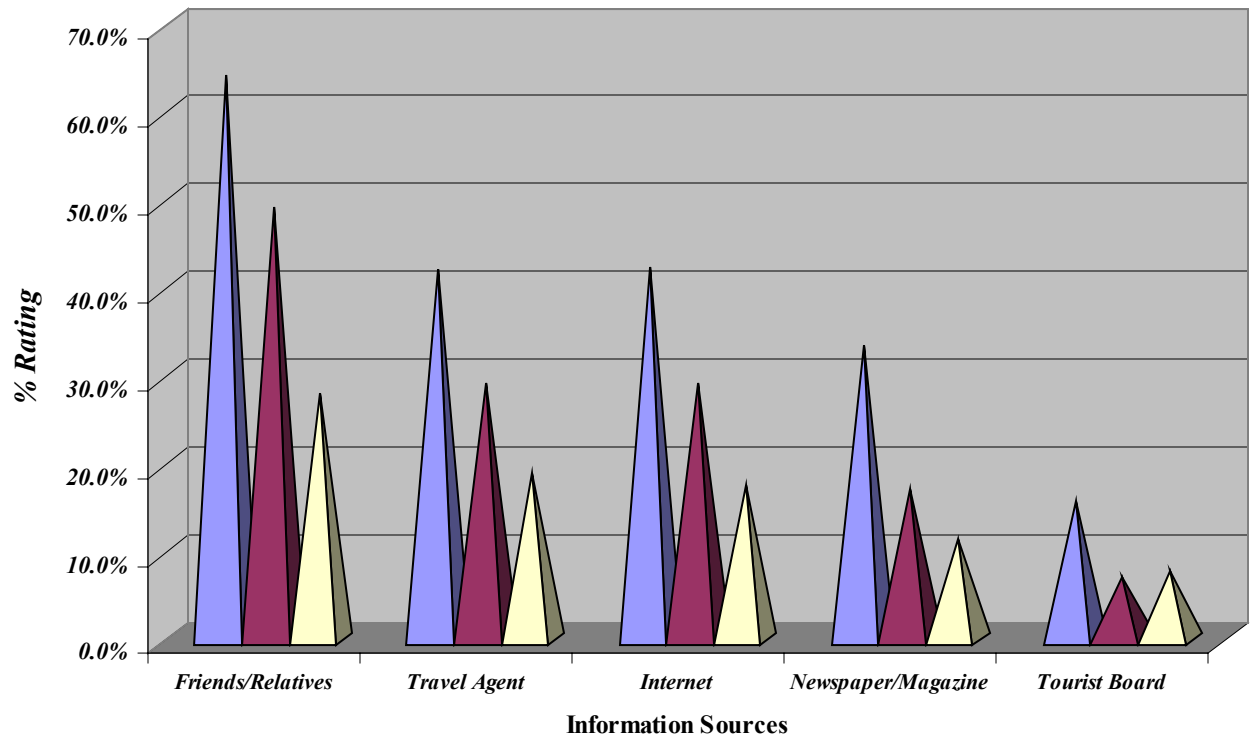
Appendix 1. Summary of Questions asked on the Survey Form

Questions
Place of Residence
Main purpose of visit.
Number of Visits to Anguilla
Number of Visits to Caribbean
Place of Stay on Anguilla
Number of Nights spent on Anguilla
Age Group
Travel companions
Mode of Transportation
Importance of sources of Information
Factors influencing visit to Anguilla
Period of advanced planning
Attendance at Summer Festival Events
Total Expenditure at the Events and for entire vacation
Number of persons covered by expenditures
Expenditure breakdown: Meals and drinks Transportation Shopping Entertainment Other
Return to Anguilla?

Accommodation Establishments where Visitors stayed



Rating of Information Sources



■ August 1999 ■ February 2001 ■ August 2001

Travel Decision Factors

