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Preface

This document contains information about the Visitor Exit Survey conducted in January 2004. 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 needed to be collected. Collection of this information is adjusted as necessary.

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 relating to Anguilla.

Methodology

The January 2004 Visitor Exit Survey questionnaire (see appendix) was based upon the survey questionnaire used in the previous years surveys but was re-arranged and adjusted to better facilitate the data collection process, while still collecting all the necessary data.

Seven (7) selected interviewers, dispatch officers, and departure tax officers were trained in the procedure of administering and collecting the survey questionnaires. The survey questionnaires along with other equipment, such as pencils, erasers and clipboards, were distributed to all interviewers prior to the commencement of the survey. A questionnaire report was kept to monitor the number of forms printed and distributed by interviewee and port.

On January 1st 2004, the Visitor Exit Survey commenced. All non-residents of Anguilla were given a questionnaire to complete before departure, that is all persons who do not live in Anguilla for more than six (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 person was allowed to complete the form on behalf of a group or family. Therefore, the number of forms distributed does not equal the actual number of persons leaving Anguilla. The tabulations are based upon questionnaires rather than actual numbers of travellers as one questionnaire can represent more than one traveller. Both excursionists (day-trippers) and tourists (stay-over) visitors received the identical survey instrument.

While it is not possible to give a precise response rate as not all forms indicated the number of persons covered by the forms, the response rate is estimated to be 50%.

The departure tax officers at the Wallblake Airport were required to collect the completed questionnaire(s) from departing visitors.

1,575 forms were completed and returned. As is the trend the number of questionnaires completed by individuals leaving the island via the seaport registered higher as more persons disembarked via this port. The completed forms were edited and scanned prior to the analysis of the data collected.

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 sincerely thank the dispatchers, the airline agents, tax collectors, our temporary interviewers, and the staff of the statistics department who distributed and collected the forms.

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. Mrs. Fleming- Liburd also managed the Visitor Exit Survey in Anguilla for January 2004. She also produced a few of the tables for the analysis of the survey. Without her efforts the survey could not have been a success.

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

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's activity is a major 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 (6) 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 16th to December 15th. 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 1993-2003

| MONTH | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 |
|------------------|----------------|----------------|----------------|---------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| January | 10,547 | 11,670 | 14,056 | 6,790 | 11,791 | 13,099 | 11,337 | 9,399 | 11,794 | 9,030 | 9,193 |
| February | 11,204 | 12,647 | 13,854 | 8,205 | 11,413 | 12,429 | 10,671 | 11,299 | 11,486 | 10,533 | 10,164 |
| March | 9,871 | 12,524 | 14,412 | 7,341 | 14,282 | 13,099 | 12,580 | 12,939 | 11,316 | 13,482 | 10,808 |
| April | 10,923 | 11,274 | 13,279 | 8,086 | 9,396 | 11,525 | 10,803 | 11,857 | 11,694 | 10,903 | 9,736 |
| May | 8,296 | 9,243 | 9,472 | 7,473 | 8,869 | 9,867 | 8,630 | 9,504 | 8,914 | 9,841 | 10,016 |
| June | 7,048 | 7,650 | 8,794 | 5,810 | 6,966 | 7,600 | 7,833 | 9,183 | 8,003 | 8,004 | 7,725 |
| July | 9,190 | 10,271 | 9,914 | 6,193 | 9,383 | 9,344 | 9,409 | 9,747 | 8,919 | 9,835 | 11,020 |
| August | 10,622 | 12,180 | 12,299 | 8,600 | 10,497 | 10,448 | 11,777 | 10,350 | 9,710 | 11,132 | 11,947 |
| September | 5,600 | 6,398 | 1,702 | 3,642 | 3,804 | 3,840 | 4,873 | 3,661 | 3,241 | 3,767 | 3,482 |
| October | 7,379 | 8,770 | 1,694 | 5,983 | 6,769 | 6,138 | 5,801 | 5,302 | 4,354 | 5,850 | 5,447 |
| November | 9,550 | 10,846 | 2,764 | 8,331 | 9,627 | 7,192 | 5,592 | 8,259 | 7,103 | 8,445 | 8,244 |
| December | 11,120 | 12,307 | 4,846 | 9,785 | 11,068 | 9,215 | 7,423 | 10,969 | 8,440 | 10,296 | 11,500 |
| TOTAL | 111,350 | 125,780 | 107,086 | 86,239 | 113,865 | 113,796 | 106,729 | 112,469 | 104,974 | 111,118 | 109,282 |
| % change | 19.50% | 13.00% | -14.90% | 19.50% | 32.00% | -0.10% | -6.20% | 5.40% | -6.70% | 5.90% | -1.70% |

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 a 12-year period the total visitor arrivals by sea have far exceeded those who enter Anguilla by air.

TABLE B: VISITOR ARRIVALS BY AIR AND SEA 1993 – 2003

| YEAR | AIR | SEA | TOTAL | % By Sea |
|------|--------|--------|---------|----------|
| 1993 | 28,714 | 82,636 | 111,350 | 74.2 |
| 1994 | 32,889 | 92,891 | 125,780 | 73.9 |
| 1995 | 29,478 | 77,608 | 107,086 | 72.5 |
| 1996 | 27,919 | 58,320 | 86,239 | 67.6 |
| 1997 | 32,614 | 81,251 | 113,865 | 71.4 |
| 1998 | 28,953 | 84,843 | 113,796 | 74.6 |
| 1999 | 28,537 | 78,192 | 106,729 | 73.3 |
| 2000 | 28,575 | 83,894 | 112,469 | 74.6 |
| 2001 | 32,070 | 72,904 | 104,974 | 69.4 |
| 2002 | 29,654 | 81,464 | 111,118 | 73.3 |
| 2003 | 28,331 | 80,951 | 109,282 | 74.1 |

Visitors usually come to Anguilla for business, excursion or vacation. The table below depicts the purpose of travel to Anguilla for the period 1991-2003. 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 1991-2003

| Year | PURPOSE OF VISIT | | | | | | Total Visitors |
|------|------------------|----------|----------|----------|-----------|----------|----------------|
| | Vacation | % Change | Business | % Change | Excursion | % Change | |
| 1991 | 29,078 | -0.5% | 1,924 | -2.3% | 59,542 | 0.4% | 90,544 |
| 1992 | 30,062 | 3.4% | 2,014 | 4.7% | 61,104 | 2.6% | 93,180 |
| 1993 | 36,237 | 20.5% | 1,421 | -29.4% | 73,692 | 20.6% | 111,350 |
| 1994 | 42,352 | 16.9% | 1,353 | -4.8% | 82,075 | 11.4% | 125,780 |
| 1995 | 36,280 | -14.3% | 2,251 | 66.4% | 68,555 | -16.5% | 107,086 |
| 1996 | 35,413 | -2.4% | 2,085 | -7.4% | 48,741 | -28.9% | 86,239 |
| 1997 | 40,506 | 14.4% | 2,675 | 28.3% | 70,684 | 45.0% | 113,865 |
| 1998 | 41,092 | 1.4% | 2,782 | 4.0% | 69,922 | -1.1% | 113,796 |
| 1999 | 43,726 | 6.4% | 3,056 | 9.8% | 59,947 | -14.3% | 106,729 |
| 2000 | 40,642 | -7.1% | 3,147 | 3.0% | 68,680 | 14.6% | 112,469 |
| 2001 | 44,051 | 8.4% | 3,914 | 24.4% | 57,009 | -17.0% | 104,974 |
| 2002 | 40,233 | -8.7% | 3,736 | -4.5% | 67,149 | 17.8% | 111,118 |
| 2003 | 43,096 | 7.1% | 3,819 | 2.2% | 62,367 | -7.1% | 109,282 |

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, provides the greatest number of tourist arrivals.

Table D: TOURIST ARRIVALS BY COUNTRY OF RESIDENCE 1990 – 2003

| YEAR | U.S.A. | CANADA | U.K. | ITALY | GERMANY | Other Europe | F.W.I. | D.W.I. | CARIB. | OTHER | TOTAL |
|------|--------|--------|-------|-------|---------|--------------|--------|--------|--------|-------|--------|
| 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 | 1,610 | 233 | 297 | 6,925 | 1,075 | 43,969 |
| 2003 | 30,644 | 1,289 | 2,962 | 945 | 649 | 1,752 | 236 | 296 | 6,830 | 1,312 | 46,915 |

Excursionists usually outnumber tourists. Tourists however are increasing as a percentage of all visitors. In 2003, for every tourists made up closer to half of all visitors at 42%. Tourists 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 1991-2003. The United States makes up 42% of all excursionists.

Table E: EXCURSIONIST ARRIVALS BY COUNTRY OF RESIDENCE 1991-2003

| 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 |
| 2003 | 26,348 | 3,007 | 2,119 | 1,170 | 775 | 7,120 | 8,228 | 8,446 | 3,214 | 1,940 | 62,367 |

Introduction – Visitor Exit Survey

This survey is one in a series of Visitor Exit Surveys that are carried out by the Statistics Department, and is the first of six Visitor Exit Surveys that will be carried out in 2004. The survey instrument is adjusted as needed and such adjustments are documented. The questionnaire used in January 2004 is not identical to that used in January 2003. Because of this, responses made in 2004 may not be comparable to those in 2003. In these cases the reader will notice 'N/A', please take note.

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 the Wallblake and Blowing Point ports were targeted. The majority of visitors enter Anguilla via the seaports, as mentioned previously. Excursionists and tourists received the same form, therefore, some questions may not be applicable to the visitor, and in these cases a '**not applicable**' option will be listed.

More visitors normally come to Anguilla during the winter months, as this is the 'high' season. The winter months range from December 16th to April 15th. Compared to January 2003 when there were only 650 completed forms collected, it can be concluded that the increase in visitors captured for this survey reflects an increase in the number of visitors travelling to Anguilla.

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

Table F: RESPONSE RATE FOR SELECTED QUESTIONS BASED UPON NUMBER OF QUESTIONNAIRES RECEIVED

| Response Rate | |
|-----------------------|------|
| Country of Residence | 100% |
| First Trip | 95% |
| Companions | 82% |
| Activities Engaged In | 93% |
| Recommend Anguilla | 98% |
| Travel Costs | 91% |
| Ratings- Road | 97% |

The visitors departing Anguilla mostly left on Wednesday, as the number of forms completed on Wednesdays was higher than any other day of the week, and Monday was the lowest. The table below shows the distribution of forms completed by visitors by day of the week.

Table G: DISTRIBUTION OF FORMS BY DAY OF THE WEEK

| Response Rate | |
|------------------------|-------------------|
| Day of the Week | Percentage |
| Sunday | 15% |
| Monday | 11% |
| Tuesday | 14% |
| Wednesday | 18% |
| Thursday | 15% |
| Friday | 14% |
| Saturday | 14% |
| Total | 100% |

The table below shows the number of forms completed at the port of exits targeted in this survey. The overall response rate is estimated to be 50%. Wallblake airport had the higher number of completed forms being returned by a difference of 18 percentage points.

Table H: RESPONSE RATE BY PORT OF EXIT

| Response Rate | |
|-----------------------|----------------|
| Port | Percent |
| Wallblake Airport | 58% |
| Blowing Point Seaport | 42% |

Description and Analysis of Data Collected

1.Profiles

1.1 Place of Residence

Anguilla's major tourist market is the United States of America (U.S.A). For the purpose of this survey the U.S.A is divided into three (3) geographical areas:

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).

Table 1.1.1: DISTRIBUTION OF DEPARTURES BY COUNTRY OF RESIDENCE

| Country | % January 2003 | % January 2004 |
|----------------------------|-----------------------|-----------------------|
| U.S. North East | 52.4% | 41.2% |
| U.S. North West | 5.8% | 7.2% |
| US Rest | 14.2% | 13.1% |
| Total United States | 72.4% | 61.6% |
| United Kingdom | 5.9% | 5.5% |
| Italy | 1% | 3% |
| Germany | 0.7% | 1.2% |
| France | 0.5% | 3.0% |
| Other Europe | 1.4% | 2.2% |
| Total Europe | 9.5% | 14.6% |
| St. Martin/St Maarten | 1.0% | 4.7% |
| Caribbean | 9.3% | 9.7% |
| Canada | 3.2% | 5.3% |
| Other | 4.6% | 4.1% |
| Total | 100.0% | 100.0% |

As shown in Table 1.1 the U.S.A has continued to be Anguilla’s main source for visitor arrivals and has accounted for 61.6 % of all visitors and again, the majority comes from U.S. North East with 41.2 % of visitor departures. However, other country markets are growing. Singly, countries in Europe represent a small percentage of visitors but combined they are the second highest market for visitors, 14.6 %, coming to Anguilla. Visitors coming from France and Italy have increased this year by 2.5 and 2 percentage points respectively. The Caribbean follows with a contribution of 9.7 % of visitors who participated in the survey. St. Martin/St Maarten and Canada have also depicted signs of an increasing visitor market for Anguilla.

1.2 Travel Route to Anguilla

For this survey, the results indicated that flying to St. Martin and then taking the ferry to Anguilla has increased significantly as a means of travel. In January 2004 the majority of visitors, 43%, entered Anguilla via the ferry from St. Martin; unlike in January of 2003 when Puerto Rico was the most popular travel route. In 2004 Puerto Rico, which made up 32% of the respondents. Other travel routes to Anguilla followed similar patterns to those in January 2003. 12% of the respondents came directly through Antigua, a 2-percentage point increase from January 2003. Decreasing by 1 percentage point from January 2003, 9% of the visitors came to Anguilla via a flight from St. Maarten. 2% of the visitors used a boat or ship as a means of getting to Anguilla.

Table 1.2.1: PERCENTAGE OF SAMPLE BY TRAVEL ROUTE

| Travel Route | | |
|-----------------------------------|-----------------------|-----------------------|
| | % January 2003 | % January 2004 |
| St Martin, then ferry to Anguilla | 23% | 43% |
| St Maarten, then fly to Anguilla | 10% | 9% |
| Via Puerto Rico | 48% | 32% |
| Via Antigua | 10% | 12% |
| Boat/ship | N/A | 2% |
| Other | 10% | 1% |
| Total | 100% | 100% |

1.3 Airline used to travel to Anguilla

American Airlines remains the most popular airline to travel to Anguilla as indicated in Table 1.3.1. However, this airline is decreasing in importance from 57% of visitors last year to 49% in January 2004. With the increase in number of flights offered by Winair from St. Martin their market share increased from 4% to 6% of all airline users. 20% of the respondents travelled by other means not elsewhere listed, whether by a different airline, aircraft or sea craft. The ranking of airlines in January 2004 has not changed from in 2003, the visitors may be satisfied with the airline they use and do not seek to change their choice of travel craft.

Table 1.3.1: AIRLINE USED FOR TRAVEL TO ANGUILLA

| Airline | % January 2003 | % January 2004 |
|---|-----------------------|-----------------------|
| American | 57% | 49% |
| American and other | 4% | 2% |
| Caribbean Star | 4% | 4% |
| Caribbean Star and other | 1% | 0% |
| Liat | 9% | 6% |
| Liat & other | 2% | 1% |
| Winair | 2% | 5% |
| Winair and other | 2% | 1% |
| US Airways and other | 8% | 7% |
| Charter and other | 1% | 2% |
| Private Plane | 1% | 2% |
| All other means of travel (Air and Sea) | 10% | 20% |
| Total | 100% | 100% |

1.4 Booking Arrangements

The majority of the visitors who were responsible for making their booking arrangements, 88%, 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 3% had problems due to cost. However, in January 2003, 13% indicated that they had problems because flights were not available and 6% said they had problems due to costs. Therefore, it can be said that booking arrangements made for January 2004 had a lower degree of difficulty for acquiring flights than last year, January 2003.

Table 1.4.1: BOOKING ARRANGEMENTS

| Difficulty | % January 2004 |
|-------------------|-----------------------|
| No | 88% |
| Yes due to cost | 3% |
| Yes due to timing | 9% |
| Total | 100% |

1.5 Travel Companions

In January 2003, visitors mostly travelled with their spouse or partner. This was the case again in this survey where 44% of the visitors travelled with their spouse or partner. Few persons, 14%, travelled alone; an increase of 4 percentage points from January 2003. While 40% travelled in groups, be it a group of family, family and friends or just friends. This indicates that Anguilla during January is a family oriented destination. 2% of the visitors travelled with a person(s) who does not share a relationship as those listed.

Table 1.5.1: TRAVEL COMPANIONS

| Travel Companion | % January 2004 |
|-------------------------|-----------------------|
| Alone | 14% |
| Family | 24% |
| Family & friends | 8% |
| Friend(s) | 8% |
| Spouse/partner | 44% |
| Other | 2% |
| Total | 100% |

1.6 Age and Sex of Visitors

As the visitors' age increases, so do the numbers visiting Anguilla. Visitors from 30 – 59 years were fairly evenly distributed in terms of age and carried the same percentage of visitors for each sex at their respective age groups. Most of the visitors were over 40 years old, and were equally yoked for both males and females. 15% of the visitors were children, an increase of 2 percentage points from last year January's percentage. Again in 2004, there were more male children than female children visiting Anguilla but there were less young males

than young females 18- 29 years of age coming to Anguilla. Visitors 60 and over made up 12 % of the visitors, most of which were of the male gender.

Table 1.6.1: AGE AND SEX OF VISITORS

| | % January 2003 | | | % January 2004 | | |
|--------------|----------------|-------------|-------------|----------------|-------------|-------------|
| | Sex | | | Sex | | |
| Age Group | Males | Females | Total | Males | Females | Total |
| Under 18 | 14% | 13% | 13% | 15% | 14% | 15% |
| 18 - 29 | 21% | 17% | 19% | 12% | 14% | 13% |
| 30 - 39 | 15% | 20% | 18% | 17% | 17% | 17% |
| 40 - 49 | 18% | 18% | 18% | 22% | 22% | 22% |
| 50 - 59 | 32% | 32% | 32% | 21% | 21% | 21% |
| 60 & over | N/A | N/A | N/A | 13% | 11% | 12% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% |

1.7 Source of Information about Anguilla

The number of return visitors, which was 53% of the survey, exceeded the number of first-time visitors who made up 47% of the respondents.

Most of the visitors heard of Anguilla from friends and family both in Anguilla and overseas, 20% and 17 % respectively. Most of the return visitors first heard of Anguilla from friends and family, mostly in Anguilla, followed by other sources not stated.

The smallest group of persons, 8%, heard of Anguilla through the Internet. However, the number of first- time visitors who heard of Anguilla through the Internet has increased by 11 percentage points from the return visitors who first heard of Anguilla through the Internet, showing that the Internet is becoming an increasingly important source of information about Anguilla. But it has only increased by 1 percentage point from last January's position, which is not considered significant.

Table 1.7.1: SOURCE OF INFORMATION ABOUT ANGUILLA BY FIRST TIME VISITORS

| Source of Information About Anguilla | % January 2003 | | | % January 2004 | | |
|--------------------------------------|-----------------|---------------------|-------------|-----------------|---------------------|-------------|
| | Repeat Visitors | First-time Visitors | Total | Repeat Visitors | First-time Visitors | Total |
| Friends in Anguilla | N/A | N/A | - | 25% | 15% | 20% |
| Friends overseas | N/A | N/A | - | 16% | 18% | 17% |
| Total Friends or Relatives | 56% | 55% | 55% | 41% | 33% | 38% |
| The Internet | 3% | 13% | 7% | 3% | 14% | 8% |
| Travel Agent | 9% | 11% | 10% | 9% | 14% | 11% |
| Other Media | N/A | N/A | - | 8% | 12% | 10% |
| Other | 32% | 22% | 28% | 38% | 27% | 33% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% |

1.8 Length of Stay

Visitors tend to stay in Anguilla for 4-15 days as depicted in the table with 61 % of the respondents staying in Anguilla for that period of time. Followed by excursionists, 11%. Excursionists are visitors who spend less than 24 hours in the country. They were followed by tourists who spent between 1-3 days. Few tourists, even less than in January 2003, spent over 2 weeks in Anguilla. In January 2003, the majority of visitors stayed for 8-15 days.

Table 1.8.1: LENGTH OF STAY

| Length of Stay | % January 2003 | % January 2004 |
|--------------------|----------------|----------------|
| Less than 24 hours | N/A | 20% |
| 1 - 3 days | 12% | 11% |
| 4 - 7 days | 36% | 31% |
| 8 - 15 days | 43% | 30% |
| 16 - 23 days | 6% | 4% |
| 24 or more days | 4% | 4% |
| Total | 100% | 100% |

1.9 Accommodation

A slightly higher proportion of tourists stayed in hotels in January 2004, 457%, compared to last year when 54% stayed in hotels. Friends or relatives were the second most popular type of accommodation in January 2004 with 17% of the respondents. Villas and apartments in 2003 were the second most popular form

of accommodation among 22% of the respondents a decline of 5 percentage points from last year January's percentage to 17%. Few visitors, 5%, stayed on their own property and 1% stayed on boats.

Table 1.9.1: TYPE OF ACCOMMODATION

| Type of Accommodation | % January 2003 | % January 2004 |
|------------------------------|-----------------------|-----------------------|
| Boat | 0% | 1% |
| Friends/relatives | 17% | 20% |
| Hotel | 54% | 57% |
| Own property | 7% | 5% |
| Villa/apartment | 22% | 17% |
| Total | 100% | 100% |

1.10 Activities Visitors Engaged In

Two new categories of activity were added to this question in January 2004. "Leisure" which was identified by 61% of all respondents as an activity that they participated in and 1% said that they played golf. There are different activities that a visitor may engage in while in Anguilla. The most popular of these are listed and visitors may highlight the activities they engaged in during their stay. In January 2003, visitors tended to participate in at least five (5) of the activities listed. The most popular activity then was snorkelling, then island tours and trips to neighbouring islands. This year, January 2004, visitors mostly spent their time in leisure. Snorkelling, Island tours and Trips to Neighbouring Islands were the most popular activities that visitors engaged in. The number of visitors who snorkel has decreased by almost half from January 2003's participation percentage, and so has the trips to neighbouring islands. All the activities have decreased except the dolphin swim. This may be due to the addition of the two new activities offered this year that were not available as a choice last year.

Table 1.10.1: ACTIVITIES VISITORS ENGAGED IN DURING STAY

| Activity | % January 2003 | % January 2004 |
|------------------------------|----------------|----------------|
| Golf | N/A | 1% |
| Fishing | 5% | 4% |
| Scuba Diving | 8% | 6% |
| Snorkelling | 50% | 29% |
| Island Tour | 35% | 22% |
| Dolphin Swim | 9% | 11% |
| Leisure | N/A | 61% |
| Bird Watching | 10% | 6% |
| Nature Trail | 9% | 6% |
| Spa Treatment | 29% | 17% |
| Trip to Offshore Cays | 22% | 9% |
| Trip to Neighbouring Islands | 33% | 18% |
| Museum | 3% | N/A |
| Business | N/A | 9% |

1.11 Rating of Services

Peace and Tranquillity was the only service that did not receive a 'poor' rating by any of the visitors departing Anguilla and had the most visitors, 95% rating the service Peace and Tranquillity as 'good'. However, it has fallen by 2 percentage points from January 2003's percentage. Safety and Security's 'good' rating also fell from last January's percentage by -3 percentage points to 89%.

Roads and Telephone and Internet had a significant percentage of the visitors rating them as "poor" in January 2003 and again in January 2004. Telephone and Internet followed by Roads had the highest improvement to a 'good' rating from January 2003 by 9 and 7 percentage points respectively among all the services listed. Island's Cleanliness also improved in its ratings by 7 percentage points from last year's percentage.

Another "service" that received an exceptional majority of the visitor ratings as 'good' is Accommodation. The other "services" all improved in their good ratings except for Customer Service, Dining and the Taxi Service that have remained the same.

Table 1.11.1: RATING OF SERVICES

| Service | % January 2003 | | | | % January 2004 | | | |
|-----------------------|----------------|-----|------|-------|----------------|-----|------|-------|
| | Rating | | | Total | Rating | | | Total |
| | Good | OK | Poor | | Good | OK | Poor | |
| Customs & Immigration | 81% | 18% | 2% | 100% | 83% | 15% | 2% | 100% |
| Customer Service | 84% | 15% | 2% | 100% | 84% | 15% | 1% | 100% |
| Roads | 16% | 63% | 21% | 100% | 23% | 53% | 24% | 100% |
| Safety & Security | 92% | 8% | 0% | 100% | 89% | 10% | 1% | 100% |
| Dining | 86% | 14% | 0% | 100% | 86% | 13% | 1% | 100% |
| Accommodation | 90% | 10% | 0% | 100% | 91% | 8% | 1% | 100% |
| Taxi Service | 84% | 14% | 2% | 100% | 84% | 14% | 2% | 100% |
| Telephone & Internet | 50% | 36% | 13% | 100% | 59% | 30% | 11% | 100% |
| Peace & Tranquillity | 97% | 3% | 0% | 100% | 95% | 5% | 0% | 100% |
| Island's Cleanliness | 66% | 31% | 4% | 100% | 73% | 25% | 2% | 100% |
| Ferryboat | N/A | N/A | N/A | N/A | 75% | 21% | 4% | 100% |

1.12 Revisiting Anguilla

Respondents were asked if they would visit Anguilla again. The majority of persons, 92%, would like to return to Anguilla. 1% said that they would not like to visit Anguilla again, the deprecating reasons for this is unknown. 7% would consider returning to Anguilla. In January 2003, 93% of the first time visitors said that they would return Anguilla.

Table 1.12.1 PERCENTAGE OF SAMPLE BY REVISITING ANGUILLA

| Revisit | |
|--------------|----------------|
| | % January 2004 |
| Maybe | 7% |
| No | 1% |
| Yes | 92% |
| Total | 100% |

1.13 Recommendation of Anguilla

The visitors were asked if they would recommend Anguilla to a friend. The majority of the respondents, 93%, said that they would. Disparagingly, 1% of the

visitors responded that they would not recommend Anguilla to a friend and 6 % would consider it.

Table 1.13.1: RECOMMENDING ANGUILLA TO A FRIEND

| Recommend | |
|------------------|-----------------------|
| | % January 2004 |
| Maybe | 6% |
| No | 1% |
| 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 travel in 2004 was US\$1,014 a significant increase from January 2003 which was US\$875. For accommodation, visitors spent on average US\$94 per day, which was less than January 2003's, which was US\$144 per day. The average expenditure per day on dining was US\$55, a decline from last year January's US\$90 per day. For the entire stay, where most visitors spent between 4 to 15 days, their total average sundry expenditure was US\$337 while in January 2003, US\$281 was spent and visitors mostly stayed for 8-15 days. The visitors spent less this year January on food and accommodation but spent much more on travel costs and other expenses

2.1 Travel Expense

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 or some other distant country. 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 between US\$50 - \$499 on their flight. Visitors travelling from Europe mostly spent US\$1,000- \$1,999. Visitors from the United Kingdom mainly spent \$3000 or more to get to Anguilla. Persons travelling from U.S. North East

had a wide range of travel costs spending mostly between US\$500- \$3,000 or more. Many of them also travelled on Miles or Points.

Table 2.1.1: TRAVEL COST BY COUNTRY OF RESIDENCE JANUARY 2004

| Country of Residence | Travel Costs- January 2004 | | | | | | | | |
|-----------------------|----------------------------|----------------|---------------|-------------------|-------------------|-----------------|-----------------|-------------|-------------|
| | Less than US\$50 | US\$50 – \$499 | \$500 – \$999 | \$1,000 – \$1,999 | \$2,000 – \$2,999 | \$3,000 or more | miles or points | No Response | Total |
| Canada | 8% | 7% | 5% | 5% | 4% | 3% | 8% | 6% | 5% |
| Caribbean | 6% | 33% | 18% | 2% | 2% | 0% | 3% | 6% | 10% |
| St. Martin/St Maarten | 25% | 10% | 1% | 1% | 0% | 0% | 0% | 9% | 5% |
| Europe | 13% | 10% | 6% | 13% | 6% | 7% | 2% | 15% | 9% |
| United Kingdom | 3% | 2% | 7% | 7% | 4% | 8% | 3% | 7% | 6% |
| U.S. North East | 24% | 22% | 38% | 46% | 54% | 57% | 56% | 31% | 41% |
| U.S. North West | 5% | 4% | 6% | 11% | 7% | 7% | 8% | 11% | 7% |
| US Rest | 11% | 8% | 15% | 12% | 19% | 15% | 20% | 9% | 13% |
| Other | 5% | 5% | 5% | 4% | 5% | 2% | 2% | 5% | 4% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

In January 2003, persons from the United Kingdom spent the most on travel expenses, US\$3,000 or more and persons residing in the Caribbean mostly spent less than US\$500. Visitors from the United States tended to pay anywhere from US\$500 to \$2,000.

Table 2.1.2: TRAVEL COST BY COUNTRY OF RESIDENCE JANUARY 2003

| Country of Residence | Travel Costs - January 2003 | | | | | |
|----------------------|-----------------------------|---------------|-------------------|-------------------|-----------------|-------|
| | Less than US\$500 | \$500 – \$999 | \$1,000 – \$1,999 | \$2,000 – \$2,999 | \$3,000 or more | Total |
| Canada | 6% | 22% | 50% | 22% | 0% | 100% |
| Caribbean | 92% | 2% | 6% | 0% | 0% | 100% |
| Europe | 19% | 31% | 38% | 13% | 0% | 100% |
| U.S. North East | 16% | 55% | 21% | 6% | 3% | 100% |
| U.S. North West | 22% | 25% | 44% | 6% | 3% | 100% |
| US Rest | 21% | 50% | 24% | 4% | 1% | 100% |
| United Kingdom | 28% | 19% | 22% | 9% | 22% | 100% |
| Other | 40% | 28% | 12% | 12% | 8% | 100% |

Many of the visitors who spent less than \$50 to travel to Anguilla who reside in distant countries may be day-trippers – who come to Anguilla from a neighbouring island. This is depicted in table 2.1.2 where 76% of the visitors who spent less US\$ 50 to get to Anguilla stayed for less than 24 hours.

The distance, along with the cost of travel a visitor may have to spend to get a country to stay for a specific period of time may also affect the amount of money a person may be willing to spend. Most of the tourists spent 4-7 days in Anguilla and 45% of them spent between US\$2,000- 2,999 for their travel expenses.

Table 2.1.3: TRAVEL EXPENSE BY LENGTH OF STAY

| Length of Stay | Travel Costs | | | | | | | | Total |
|--------------------|------------------|----------------|---------------|-------------------|-------------------|-----------------|-----------------|-------------|-------------|
| | Less than US\$50 | US\$50 – \$499 | \$500 – \$999 | \$1,000 – \$1,999 | \$2,000 – \$2,999 | \$3,000 or more | Miles or Points | No Response | |
| Less than 24 hours | 76% | 44% | 5% | 7% | 3% | 4% | 5% | 32% | 11% |
| 1 - 3 days | 15% | 21% | 14% | 10% | 3% | 3% | 6% | 17% | 9% |
| 4 - 7 days | 3% | 16% | 33% | 39% | 45% | 38% | 36% | 28% | 4% |
| 8 - 15 days | 3% | 6% | 20% | 26% | 27% | 32% | 30% | 10% | 4% |
| 12 - 15 days | 3% | 5% | 14% | 9% | 13% | 12% | 11% | 6% | 31% |
| 16 - 23 days | 0% | 4% | 10% | 2% | 3% | 5% | 8% | 4% | 20% |
| 24 or more days | 0% | 3% | 3% | 6% | 5% | 4% | 5% | 3% | 20% |
| No Response | 1% | 0% | 0% | 1% | 1% | 1% | 0% | 1% | 1% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

2.2 Accommodation Cost

The cost of accommodation that a visitor spends may vary depending on the type of accommodation. 13 % of the visitors had no accommodation expenses. The majority of these visitors with no accommodation costs stayed on their own property- 33%, or with friends and relatives-52%. Most of the visitors who did have accommodation expenses spent US\$600 or more per person each night of their tenancy, and mostly stayed in hotels. Most of the tourists renting villas or apartments spent between US\$100-199 per night.

Table 2.2.1: ACCOMMODATION EXPENSES BY TYPE OF ACCOMMODATION JANUARY 2004

| % January 2004 | | | | | | |
|---|--|--------------|-------------------------|-----------------------------|---|--------------|
| Accommodation Costs (per person per night) | Type of Accommodation | | | | | Total |
| | Friends/ Relatives/ Boats | Hotel | Own property | Villa/ Apartment | Not Applicable / No Response | |
| \$0 | 49% | 2% | 33% | 5% | 11% | 13% |
| US\$1 - \$49 | 5% | 1% | 3% | 4% | 0% | 2% |
| US\$50 - \$99 | 1% | 4% | 5% | 17% | 1% | 5% |
| US\$100 - \$199 | 3% | 16% | 0% | 25% | 1% | 12% |
| US\$200 - 299 | 1% | 17% | 3% | 10% | 0% | 10% |
| US\$300 - \$399 | 0% | 11% | 2% | 10% | 1% | 7% |
| US\$400 - \$499 | 0% | 7% | 0% | 4% | 0% | 4% |
| US\$500 o- \$599 | 0% | 5% | 2% | 3% | 0% | 3% |
| US\$600 or more | 1% | 25% | 0% | 6% | 0% | 13% |
| Not applicable / No Response | 14% | 11% | 4% | 5% | 33% | 31% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% |

In January 2003, more than a half of tourists staying at hotels paid more than US\$300 per night per person while only a quarter staying in villas paid this amount. Like 2003, hotels were the most highly paid for accommodation facilities.

Table 2.2.2: ACCOMMODATION EXPENSES BY TYPE OF ACCOMMODATION JANUARY 2003

| % January 2003 | | | | | |
|---|------------------------------|--------------|---------------------|------------------------|--------------|
| Accommodation Costs (per person per night) | Type of Accommodation | | | | Total |
| | Friends/ Relatives | Hotel | Own property | Villa/apartment | |
| \$0 | 87% | 3% | 67% | 6% | 20% |
| US\$1 - \$49 | 1% | 6% | 0% | 8% | 6% |
| US\$50 - \$99 | 6% | 5% | 0% | 20% | 8% |
| US\$100 - \$149 | 0% | 10% | 4% | 18% | 10% |
| US\$150 - 199 | 3% | 8% | 19% | 6% | 7% |
| US\$200 - 249 | 1% | 6% | 4% | 8% | 6% |
| US\$250 - \$299 | 0% | 10% | 0% | 10% | 8% |
| US\$300 or more | 1% | 52% | 7% | 24% | 36% |
| Total | 100% | 100% | 100% | 100% | 100% |

2.3 Dining Cost

Most excursionists spent US\$20-29 of food during their visit. A significant 12% spent nothing on dining. 18% of the tourists spent between US\$100-149 for food per day, per person. Followed by 16 % of the respondents who spent between US\$50- \$99 for dining cost.18% of the respondents spent more than \$200 per day on dining.

Table 2.3.1: DINING EXPENDITURE BY LENGTH OF STAY

| Amount Spent | Length of Stay | | | | | | | | Total |
|-----------------|--------------------|-------------|-------------|-------------|--------------|--------------|-----------------|-------------|-------------|
| | Less than 24 hours | 1 - 3 days | 4 - 7 days | 8 – 11 days | 12 – 15 days | 16 - 23 days | 24 or more days | No Response | |
| \$0 | 12% | 11% | 4% | 3% | 7% | 16% | 5% | 0% | 7% |
| US\$1 - \$9 | 6% | 3% | 2% | 1% | 1% | 7% | 3% | 0% | 3% |
| US\$10 - \$19 | 13% | 7% | 2% | 2% | 5% | 7% | 7% | 0% | 6% |
| US\$20 - \$29 | 15% | 4% | 3% | 3% | 7% | 9% | 21% | 9% | 7% |
| US\$30 - \$39 | 5% | 7% | 4% | 3% | 8% | 3% | 8% | 0% | 5% |
| US\$40 - 49 | 9% | 9% | 5% | 6% | 8% | 12% | 5% | 0% | 7% |
| US\$50 - 99 | 10% | 15% | 19% | 18% | 18% | 12% | 8% | 9% | 16% |
| US\$100 - \$149 | 8% | 9% | 22% | 26% | 21% | 13% | 20% | 27% | 18% |
| US\$150 - \$199 | 1% | 9% | 12% | 17% | 10% | 3% | 2% | 9% | 10% |
| US\$200 or more | 2% | 9% | 19% | 15% | 7% | 9% | 10% | 18% | 12% |
| No Response | 18% | 16% | 6% | 6% | 8% | 7% | 11% | 27% | 10% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

In January 2003, there was a wide range over which visitors spent there money on food, and it was fairly evenly distributed as shown in Table 2.3.2. Most of the visitors, 24 %, spent between US\$50 -\$99 on dining. 21% of the visitors spent US\$200 or more on dining each day per person during their stay.

Table 2.3.2: DINING EXPENDITURES FOR JANUARY 2003

| Eating Costs (per person per day) | % January 2003 |
|-----------------------------------|----------------|
| \$0 | 4.40% |
| US\$1 - \$49 | 23.80% |
| US\$50 - 99 | 24.30% |
| US\$100 - \$149 | 15.40% |
| US\$150 - \$199 | 11.50% |
| US\$200 or more | 20.60% |
| Total | 100.00% |

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 visitor may have spent money on and excludes all the before mentioned expenditures such as Dining, Travel to Anguilla and Accommodation. Unlike the previous expenditures, this is cumulative for the whole group for the entire time spent in Anguilla.

Most of the excursionists spent less than US\$20 during their stay. Tourists, on the other hand, spent between US\$20- \$200 during their stay and tourists normally stay in Anguilla for 4-15 days. Table 2.4.1 depicts visitor expenditure on sundry items by length of stay.

Table 2.4.1: SUNDRY EXPENSES BY LENGTH OF STAY

| Amount Spent (for entire stay) | Length of Stay | | | | | | | | Total |
|-----------------------------------|-----------------------|---------------|---------------|----------------|-----------------|-----------------|--------------------|----------------|-------------|
| | Less than 24 hours | 1 – 3 days | 4 - 7 days | 8 – 11 days | 12 - 15 days | 16 - 23 days | 24 or more days | No Response | |
| Less than US\$20 | 27% | 16% | 8% | 8% | 5% | 9% | 7% | 0% | 12% |
| US\$20 - \$49 | 15% | 12% | 12% | 7% | 8% | 4% | 7% | 0% | 11% |
| US\$50 - \$99 | 13% | 9% | 11% | 11% | 12% | 3% | 8% | 9% | 11% |
| US\$100 - \$199 | 9% | 15% | 15% | 15% | 7% | 6% | 8% | 0% | 12% |
| US\$200 - \$299 | 4% | 7% | 12% | 10% | 11% | 18% | 10% | 9% | 9% |
| US\$300 - \$399 | 1% | 5% | 5% | 7% | 12% | 3% | 2% | 9% | 5% |
| US\$400 - \$499 | 1% | 3% | 8% | 10% | 4% | 6% | 8% | 0% | 6% |
| US\$500 - \$999 | 2% | 3% | 9% | 13% | 18% | 15% | 16% | 9% | 9% |
| US\$1,000 - \$1,999 | 1% | 1% | 6% | 7% | 7% | 4% | 10% | 0% | 5% |
| US\$2,000 or more | 2% | 3% | 4% | 7% | 5% | 15% | 11% | 0% | 5% |
| No Response | 27% | 26% | 9% | 5% | 12% | 16% | 13% | 64% | 15% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Summary

The survey carried out of visitors who departed Anguilla during January 2004 showed that, the U.S.A. was again the most important market for visitors to Anguilla, with North East U.S.A being the main source. However, tourist markets are increasing from Europe and the Caribbean.

Visitors means of travel to Anguilla is changing from flying directly to Anguilla to flying to St. Martin then taking the ferry. American Airlines is therefore decreasing in importance as a carrier to Anguilla.

Results indicated that booking arrangements to Anguilla were easily made, as many of the visitors had no trouble making arrangements to get to Anguilla whether by cost or timing/ availability. This was the first visit for 47% of the visitors while more than half were return visitors to Anguilla's shores. 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, Accommodation, Safety and Security and Dining were rated as ' good' by over 85 % of the visitors.

The visitors mostly travelled with their spouse or partner. There was a fairly equal balance of males and females this trip. Many of the visitors also travelled in groups of family or friends or both. Snorkelling, Island tours and Trips to Neighbouring Islands were popular activities among the visitors and many participated in Leisure.

More than half of the visitors stayed in hotels and visitors tend to stay in Anguillan for 4-7 days.

From the survey results it was estimated that on average visitors spent US\$1,014 for travelling to Anguilla, US\$94 per day on accommodation, expenditure per day on dining was US\$55 and for the duration of their stay US\$337 was spent on sundry items.

Many of the patterns and trends practised by visitors in January of 2003 were again repeated in January 2004, showing only gentle fluctuations. A few of the more obvious changes displayed by the visitors include the travel route used by visitors, activities they engaged in became more lax and changes in visitor expenditures.

10. What type of accommodation did you stay in?

- Hotel Friends/relatives
- Own property Boat
- Rented property Not applicable

11. How would you rate the following that you experienced during your visit?

- | | | | |
|-----------------------|----------------------------|----------------------------|----------------------------|
| 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 |
| Ferryboat | <input type="radio"/> Good | <input type="radio"/> Fair | <input type="radio"/> Poor |

12. How did you first hear about Anguilla?

- Internet Friends in Anguilla
- Other media Friends overseas
- Travel agent Other

13. Would you visit Anguilla again?

- Yes No Maybe

14. Would you recommend Anguilla to a friend for a holiday?

- Yes No Maybe

15. How much did the trip cost per person?

- Less than US\$50 US\$2,000 - \$2,999
- US\$50 - \$499 US\$3,000 or more
- US\$500 - \$999 miles or points
- US\$1,000 - \$1,999

16. How much did you pay per person per night for accomodation?

- \$0 US\$300 - \$399
- US\$1 - \$49 US\$400 - \$499
- US\$50 - \$99 US\$500 - \$599
- US\$100 - \$199 US\$600 or more
- US\$200 - 299 Not applicable

17. About 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 or more

18. How much did you spend on things other than accomodation, 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 US\$2,000 or more

19. Date today

| | | | | | |
|-----|--|-------|--|------|--|
| | | | | | |
| Day | | Month | | Year | |

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