



Visitor Exit Survey Report

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

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Preface

This report is one of a series of Visitor Exit Surveys to be conducted during 2005. The surveys are conducted during the winter and summer months as visitors origins and activities vary during these times of the year.

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

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

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

Acknowledgements

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

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

Methodology

The Visitor Exit Survey was carried out during the month of January 2005. The survey was carried out at the Wallblake Airport and the Blowing Point Seaport, as these ports are the major ports for Visitor Arrivals.

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

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

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

A total of 958 questionnaires were completed and returned. These completed questionnaires were then edited and scanned prior to the report analysis.

The overall response rate is estimated to be 50%. The majority of returned questionnaires were completed at Blowing Point terminal, 65%. This was probably due to the closure of the Airport in late 2004. The table below shows the percentage of forms completed at the port of exits targeted in this survey.

RESPONSE RATE BY PORT OF EXIT

Response Rate	
Port	Percent
Wallblake Airport	34%
Blowing Point Seaport	65%
Unknown	1%

Summary

In January 2005 958 questionnaires were completed by visitors leaving Anguilla. This data formed the base of this survey report, which focused on three main areas Visitor Profile, Marketing Implications and Expenditure. In addition the report in its entirety is centered around tourists rather than excursionists. It is the tourists who are more likely to contribute significantly to the economy of Anguilla. However details of excursionists' country of origin and their dining expenses is included. The finding of this survey is summarized below

Visitor Profile

- The United States of America was the main source of tourists and excursionist arrivals, 66% and 49% respectively.
- Most popular route traveled was via St Maarten and then ferry to Anguilla (67%)
- Most popular carrier of tourist to Anguilla was American Airlines/ American Eagle (52%)
- Traveling with one's spouse appeared to be the most common way in which tourists visiting Anguilla travel (47%)
- The largest proportion of both male and female tourists aged 50 years and over, 42% and 26% respectively.
- Just over half (54%) of tourist spent between one to seven days in Anguilla. Very few spent sixteen or more days (9%).
- More than half of tourists visiting Anguilla stay in hotels (56%)

Marketing Implication

- Leisure (29% was the most popular activity engaged in by tourists, followed by Snorkeling, Island tour and Spa Treatment, 24%, 11% and 10% respectively.
- Most highly rated service was Peace and Tranquility (96%) followed by safety and security, Accommodation and taxi service.
- The largest known source of information on Anguilla is friends in Anguilla (22%).
- Most tourists (76%) reported having no difficulty making their own booking.
- Majority (96%) indicated that they would visit Anguilla again and also recommend Anguilla to friends.

Visitor Expenditure

- The largest proportion of both tourists and excursionists spent between US\$ 50 to \$99 on food for each person, 21% and 20% respectively. Another 18% of tourists spent US\$200 or more on food for each person.
- Tourists who spent US\$600 or more nightly on accommodation accounted for 18% of those surveyed. In addition most tourists who spent US\$100 or more on accommodation stayed in a hotel.
- Tourists who spent US\$3,000 or more on their airfare accounted for 26% of tourists surveyed. It was tourists mainly from the North East US, US Rest, United Kingdom who incurred airfare costs of this amount.

1. Introduction

The visitor exit survey; initially known as the visitor expenditure survey, is a series of surveys conducted annually from 2001. January is the first of four surveys that will be conducted in 2005. The remaining three surveys will be held in June, August and November 2005. The survey is based on data gathered from visitors leaving Anguilla from two of the three ports of entry Wallblake Airport and Blowing Point seaport the main ports for visit arrivals.

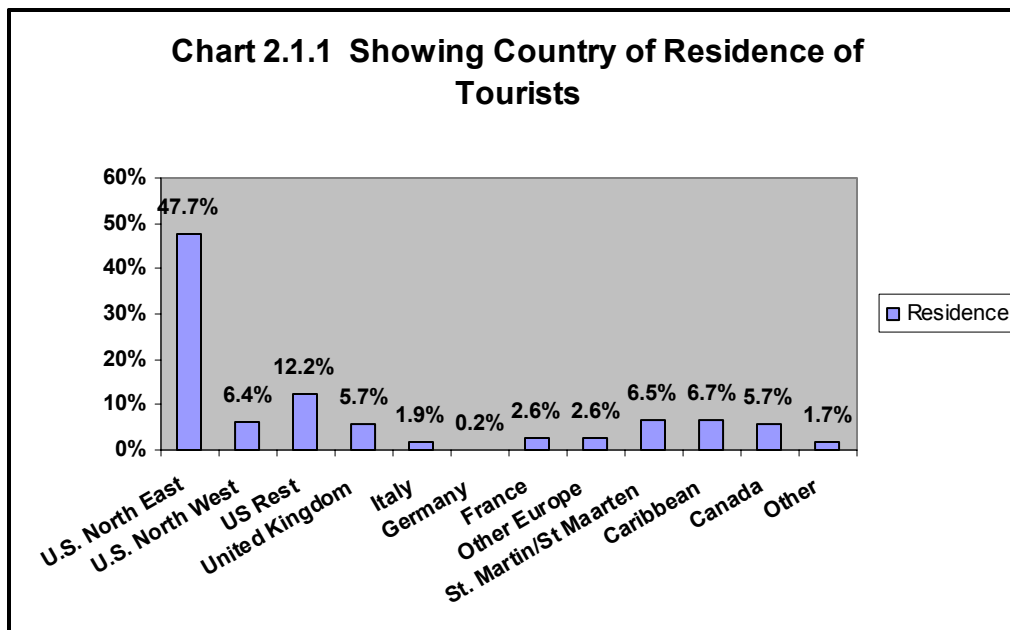
The survey is designed to identify the main source of visitor arrivals as well as to gather information about the characteristics of these visitors to Anguilla. Visitor characteristics are used to determine how it may be associated with the goods or services they tend to utilize. This includes their spending level, type of expenses, activities engaged in and the level of satisfaction with the whole experience of being in Anguilla.

2. Visitor Profile

2.1 Country of Residence

2.1.1 Country of Residence Tourists

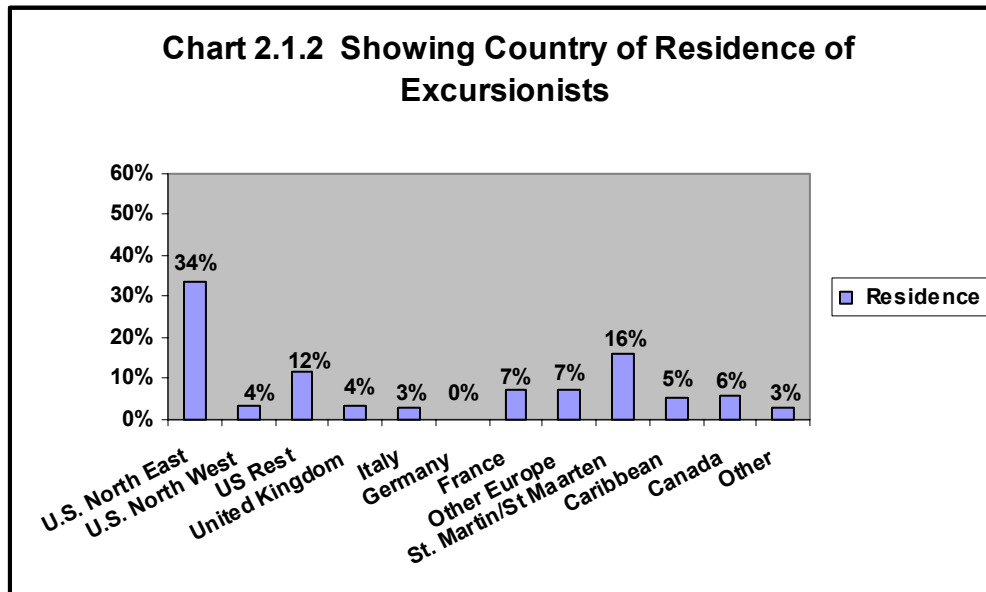
The United states continues to be the main source of visitors to Anguilla (66% in 2005 and 62% in 2004). Most of these visitors from the United States came from the North East of the country, accounting for 48% of all visitors in January 2005 shown in chart 2.1.1 below. See also table 7.1 in appendix. Details of individual countries are also given in the glossary. Europe as a whole represents the second largest (13%) market of visitors though considerably smaller than the US market.



2.1.2 Country of Residence Excursionists

The United States of America as a whole account for the greatest number of excursionists surveyed as is the case among tourists, Europe as a whole accounts for the second largest proportion of excursionists surveyed (21%). Contributing to this figure mainly are tourists from France and other parts of Europe not identified (7% respectively).

When countries were considered individually it was found that St Maarten / St. Martin accounted for the second largest proportion of excursionists surveyed 16%. See chart 2.1.2 below.



2.2 Travel Route to Anguilla

As Anguilla does not have an international Airport it is not possible for tourists to travel directly to Anguilla. Therefore tourists will have to travel via different Airports in the region. The most popular route traveled in January by tourists was via St. Maarten and then ferry to Anguilla (67%). Although Puerto Rico is the second most popular route taken, the percentage of tourists traveling this route has dropped considerably (14% in 2005 compared to 32% in 2004). The temporary closure of Wallblake Airport in late 2004 could have influenced this decline. The Airport closure may have influenced travel through Antigua in a similar way as the percentage of tourists traveling this route declined. (6% in 2005 compared to 12% in 2004), as indicated in table 2.2.1

Table 2.2.1 Percentage of Tourists by Travel Route to Anguilla

Travel Route	% January 2004	% January 2005
St Maarten, then ferry	43%	67%
St Maarten, then fly	9%	7%
Via Puerto Rico	32%	14%
Via Antigua	12%	6%
Boat/ship	2%	3%
Other	1%	2%
Total	100%	100%

2.3 Airline Used to Travel to Anguilla

The most popular carrier of tourists to Anguilla appeared to be American Airlines / American Eagle. In January 2005, just over half (52%) of the tourists used American to travel to Anguilla or used it for part of their journey (48% only and 4% with other Airlines) similarly in 2004 (only 49% and 2% with other airlines). US Airways, which carried the second largest proportion of tourists en route to Anguilla in 2004, has increased slightly when compared with January 2004. (10% in 2005 compared to 7% in 2004). 20% of tourists traveled by other means including sea crafts. See table 2.31 below.

Table 2.3.1 Airline Used for Travel to Anguilla

Airline	% January 2004	% January 2005
American	49%	48%
American and other	2%	4%
Caribbean Star	4%	1%
Caribbean Star and other	0%	1%
Liat	6%	5%
Liat & other	1%	1%
Winair	5%	4%
Winair and other	1%	1%
US Airways and other	7%	11%
Charter and other	2%	2%
Private Plane	2%	2%
Other	20%	20%
Total	100%	100%

2.4 Travel Companion of Tourists

Traveling with one's spouse appears to be the most common way in which tourists visiting Anguilla travel. In January 2005 47%, the largest proportion, of tourists

indicated that they traveled with their spouse. Similarly in 2004, 44% indicated that they traveled with their spouse. Traveling with family was also quite popular as 21%, the second largest proportion indicated that they traveled with family see table 2.4.1.

Table 2.4.1 Travel Companions of Tourists

Travel Companion	% January 2004	% January 2005
Alone	14%	15%
Family	24%	21%
Family & friends	8%	7%
Friend(s)	8%	8%
Spouse/partner	44%	47%
Other	2%	1%
Total	100%	100%

2.5 Age Distribution of Tourists by Sex

The largest proportion of both male and female tourists was 50 years and over (42% and 26 % respectively). The smallest proportion of female tourists was under 18 years of age (11%), while 9% the smallest proportion of males were between 18 and 29 years of age.

The age distribution for January 2005 is similar to January 2004. See table 2.5.1. below

Table 2.5.1 Age Distribution of Tourists by Sex

Age Group	% January 2004			% January 2005		
	Sex			Sex		
	Males	Females	Total	Males	Females	Total
Under 18	15%	14%	15%	12%	11%	15%
18 - 29	12%	14%	13%	9%	15%	15%
30 - 39	17%	17%	17%	16%	23%	25%
40 - 49	22%	22%	22%	22%	25%	29%
50 & over	34%	32%	12%	42%	26%	16%
Total	100%	100%	100%	100%	100%	100%

2.6 Length of Stay of Tourists

Just over half (54%) of tourists spent between one to seven days in Anguilla. Very few spent 16 or more days (9%).

Tourists spending between 4 to 7 days appear to be most common as 38% of those surveyed indicated that they stayed for this length of time. Another 25% indicated they

stayed for 8 to 11 days. A further 16% also indicated they stayed for 1 to 3 days. See table 2.6.1 below.

Table 2.6.1 Length of Stay of Tourists

Length of Stay	% January 2004	% January 2005
Less than 24 hour	20%	n/a
1 - 3 days	11%	16%
4 - 7 days	31%	38%
8 - 11 days	20%	25%
12 - 15 days	9%	13%
16 - 23 days	4%	6%
24 or more days	4%	3%
Total	100%	100%

2.7 Accommodation of Tourists

More than half (56%) of tourists visiting Anguilla stayed in hotels. While the second largest proportion of tourists stayed in Villas or Apartments. The third largest proportion of tourist stayed with friends and relatives. However, in 2004 the proportion of tourists staying with friends and relatives were more than those staying in Villa's or an Apartment. See table 2.7.1 below.

Table 2.7.1 Tourist Accommodation by Type

Type of Accommodation	% January 2004	% January 2005
Boat	1%	<1%
Friends/relatives	20%	19%
Hotel	57%	56%
Own property	5%	5%
Villa/apartment	17%	20%
Total	100%	100%

2.8 Travel Companion by Accommodation Type

The largest proportion of tourists who traveled alone stayed with friends and relatives, while the largest proportion of those who traveled with family or friends stayed in hotels. However the largest proportion of those traveling with friends and family stayed in villas or apartments. The majority (71%) of visitors traveling as a couple stayed in hotels. See table 2.8.1 below.

Table 2.8.1 Travel Companion by Accommodation Type

Companion	Boat		Friends/Relatives		Hotel		Own Property		Villa/Apartment		NA		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Alone	---	---	55	45%	35	29%	8	7%	22	18%	1	1%	121	100%
Family	---	---	35	21%	79	46%	13	8%	41	24%	2	1%	170	100%
Family & friends	---	---	7	13%	21	40%	2	4%	22	42%	---	---	52	100%
Friend(s)	---	---	12	21%	27	47%	3	5%	14	25%	1	2%	57	100%
Spouse/partner	1	<1%	37	10%	263	71%	12	3%	55	15%	2	1%	370	100%
Other	---	---	2	22%	6	67%	---	---	---	---	1	11%	9	100%
Total	1	<1%	148	19%	431	55%	38	5%	154	20%	7	1%	779	100%

2.9 Country of Residence by Length of Stay

The majority (82%) of visitors from St Martin/St Maarten only spent between 1 and 3 days in Anguilla. This is also the case with visitors from France (77%). In addition the largest proportion of Caribbean visitors also spent three days or less in Anguilla (40%). See table 2.9.1 below.

The largest proportion of United States visitors spent between four to seven days in Anguilla. US North East 40%, US North West 42% and US Rest 50%). Details of individual countries are given in the glossary.

Table 2.9.1 Country of Residence by Length of Stay

Country	1 - 3 days		4 - 7 days		8 - 11 days		12 - 15 days		16 - 23 days		24 or more days		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
US North East	27	7%	160	40%	138	35%	48	12%	24	6%	3	1%	400	100%
US North West	9	16%	23	42%	16	29%	4	7%	1	2%	2	4%	55	100%
US Rest	11	11%	48	49%	20	21%	11	11%	5	5%	2	2%	97	100%
United Kingdom	7	14%	14	29%	7	14%	12	24%	5	10%	4	8%	49	100%
Italy	1	8%	7	54%	4	31%	1	8%	---	---	---	---	13	100%
Germany	---	---	1	50%	---	---	1	50%	---	---	---	---	2	100%
France	10	77%	2	15%	---	---	1	8%	---	---	---	---	13	100%
Other Europe	1	8%	6	46%	1	8%	2	15%	1	8%	2	15%	13	100%
St. martin/St Maarten	28	82%	2	6%	1	3%	---	---	1	3%	2	6%	34	100%
Caribbean	22	40%	15	27%	2	4%	7	13%	2	4%	7	13%	55	100%
Canada	6	13%	18	40%	7	16%	9	20%	4	9%	1	2%	45	100%
Other	5	45%	2	18%	---	---	3	27%	1	9%	---	---	11	100%
Total	127	16%	298	38%	196	25%	99	13%	44	6%	23	3%	787	100%

3. Marketing Implications

From a marketing stand point it is important to understand what attracts tourists to Anguilla initially and gauge their level of satisfaction with the whole experience of being in Anguilla. This information is useful in that it allows identification of activities and services of interest to certain markets. It is also useful when targeting new markets as well as maintaining present markets.

The most popular activities that tourists can engage in were examined, as well as rating of services used while in Anguilla. How they learnt about Anguilla, difficulties with booking arrangements, whether they would visit Anguilla again and whether they would recommend Anguilla to friends was also examined.

3.1 Activities Engaged In

From the list of activities listed in Table 3.1.1. The most popular for January 2005 was Leisure with a participation rate of 29%. Second most popular was snorkeling (participation rate 24%). Third and fourth most popular was Island tour and Spa Treatment (11% and 10% respectively). This trend was similar to January 2004. However, trips to neighbouring Islands was slightly more popular than Spa Treatment (18% and 17% respectively)

3.1.1 Activities Visitors Engaged in During Their Stay on Anguilla

Activity	% January 2004	% January 2005
Golf	1%	2%
Fishing	4%	4%
Scuba Diving	6%	3%
Snorkelling	29%	24%
Island Tour	22%	11%
Dolphin Swim	11%	2%
Leisure	61%	29%
Bird Watching	6%	2%
Nature Trail	6%	1%
Spa Treatment	17%	10%
Trip to Offshore Cays	9%	1%
Trip to Neighbouring Islands	18%	4%
Museum	N/A	N/A
Business	9%	6%

3.2 Rating of Services used by Tourists

Peace and Tranquility was the most highly rated service by tourists surveyed in January 2005, this was followed by Safety and Security, Accommodation, Taxi service and Dining with each receiving a 'Good' rating of 96%, 94%, 93%, 90% & 89% respectively. The remaining services also received fairly good ratings with the exception of roads, which received a "Good" rating of 31%. See table 3.2.1 below.

More than half (58%) of tourists rated the roads as just 'ok'. Telephone and Internet which received the second lowest 'Good' rating had 27% of tourists rating it as 'ok'. Roads and Telephone and Internet received the highest 'Poor' rating, 11% and 10% respectively.

Table 3.2.1 Rating of Services used by Tourists

Service	% January 2004				% January 2005			
	Rating			Total	Rating			Total
	Good	OK	Poor		Good	OK	Poor	
Customs	83%	15%	2%	100%	84%	15%	1%	100%
Customer Service	84%	15%	1%	100%	86%	13%	1%	100%
Roads	23%	53%	24%	100%	31%	58%	11%	100%
Safety and Security	89%	10%	1%	100%	94%	6%	<1%	100%
Dining	86%	13%	1%	100%	89%	11%	<1%	100%
Accommodation	91%	8%	1%	100%	93%	7%	<1%	100%
Taxi Service	84%	14%	2%	100%	90%	9%	1%	100%
Telephone & Internet	59%	30%	11%	100%	63%	27%	10%	100%
Peace & Tranquility	95%	5%	<1%	100%	96%	4%	-	100%
Island's Cleanliness	73%	25%	2%	100%	74%	24%	2%	100%
Ferryboat	75%	21%	4%	100%	71%	25%	4%	100%

3.3 Sources and Views of Anguilla

Friends in Anguilla are the largest known proportion (22 %) with friends overseas being the second largest (18%) of source of information on Anguilla. The Internet is the least popular source of information on Anguilla as only 7% indicated that this was their source of information on Anguilla.

76% of tourists responsible for making their own booking reported that they had no difficulties. Unfortunately though, 15% did report having difficulties due to timing.

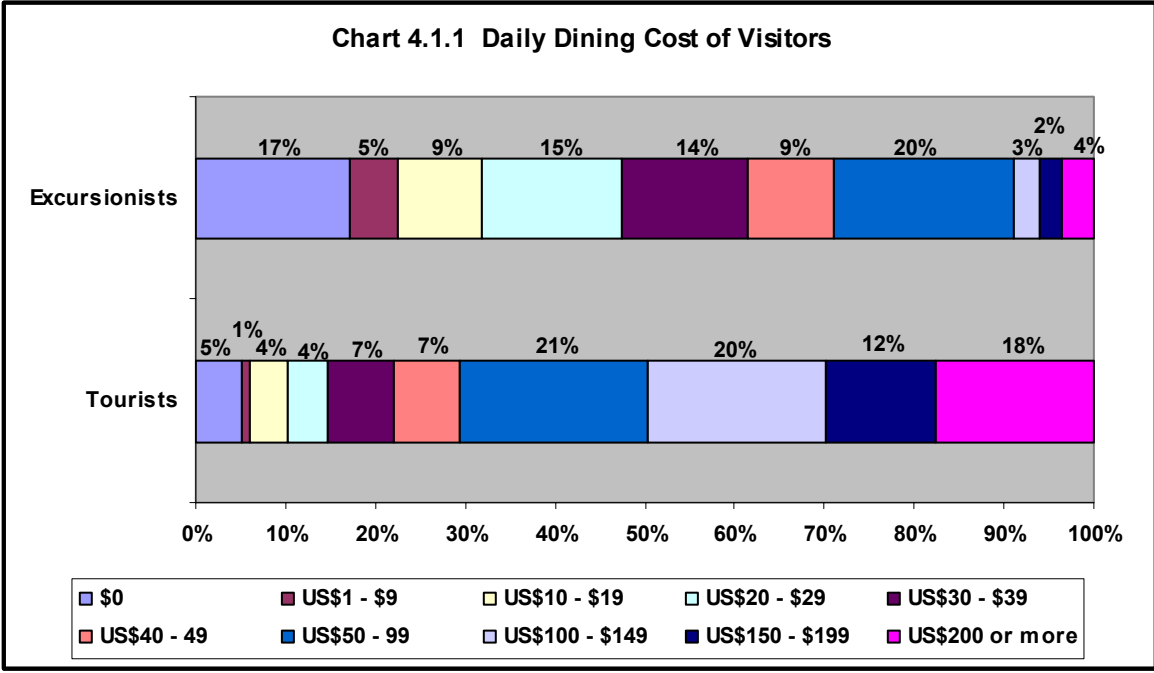
When asked if they would visit Anguilla again the majority (96%) indicated that they would. Furthermore when asked if they would recommend Anguilla to friends the vast majority also indicated that they would. This is a good indication for the future of tourism in Anguilla.

4. Visitor Expenditure

The amount of money visitors spend while in Anguilla among others things depend largely on the length of their stay. Therefore it is the tourists (stay over visitors) rather than the excursionist (day tripper) that are likely to contribute significantly to the economy of Anguilla. The dining expenses of excursionists were examined. In addition the dining, accommodation, airfare and other expenses of tourist were also examined.

4.1 Dining Expenses of Visitors

The largest proportion of both tourist and excursionists spent between US\$50 - \$99 individually on food daily (21% and 20% respectively). The second largest proportion spent between US\$100 - \$149 daily for tourists (20%). Tourists who spent US\$ 200 or more individually on food daily, accounts for 18% of the tourists surveyed, the third largest proportion. See Chart 4.1.1 below.



4.2 Accommodation Expenses of Tourists

Accommodation properties on Anguilla range from the large high priced hotels and villas resorts to smaller more moderately priced small hotels, condo hotels, apartments and guesthouses. All of which tourists have the option of utilizing depending on availability, affordability and suitability to their needs while in Anguilla.

After examining the January 2005 data it was found that 33% of tourists surveyed spent between US\$100 and \$399 on accommodation nightly for each person. A further 18% spent US\$600.00 or more on accommodation nightly. It was also noted that 31% of tourists surveyed spent no money on accommodation. See table7.7 in Appendix.

4.2.1 Accommodation Expense by Type of Accommodation

Most of the tourists who spent US\$100 or more stayed in hotels. This is especially the case with those who spent US\$600 or more nightly as the majority (90%) indicated that they stayed in a hotel, see Table 4.2.1. In addition half of those who spent between US\$50-\$99 indicated that they stayed in hotels, while another 45% stayed in Villas or Apartments. Furthermore just over half (52%) of tourists incurring expenditure between US\$1- \$49 nightly on accommodation stayed in a Villa or Apartment.

Tourists incurring no accommodation cost stayed mainly with friends or relatives (75%), while 13% stayed in their own property.

Table 4.2.1 Individual Accommodation Expense by type of Accommodation

	Boat		Friends/ Relatives		Hotel		Own Property		Villa/ Apartment		NA		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
US\$0			73	74%	7	7%	13	13%	4	4%	1	1%	98	100%
US\$1 - \$49			3	13%	7	30%	1	4%	12	52%	---	---	23	100%
US\$50 - \$99	1	2%	2	3%	29	50%	---	---	26	45%	---	---	58	100%
US\$100 - \$199			3	3%	70	68%	2	2%	28	27%	---	---	103	100%
US\$200 - \$299			5	6%	68	76%	---	---	16	18%	---	---	89	100%
US\$300 - \$399	1	1%	---	---	51	72%	---	---	19	27%	---	---	71	100%
US\$400 - \$499			---	---	25	74%	1	3%	8	24%	---	---	34	100%
US\$500 - \$599			---	---	22	79%	---	---	6	21%	---	---	28	100%
US\$600 or more			2	1%	125	90%	1	1%	11	8%	---	---	139	100%
NA			60	48%	22	17%	17	13%	21	17%	6	5%	126	100%
Total	2	<1%	148	19%	426	55%	35	5%	151	20%	7	1%	769	100%

4.3 Airfare / Boat Fare Expenses of Tourists

Travel cost to Anguilla varies considerably depending on the country from which tourists travel. International tourists, that is tourists from the United States of America, Europe and the wider world are expected to pay considerably more for their airfare to Anguilla, when compared with tourists of Caribbean origin. Another factor in the cost of airfare is the time of travel. During the high season airfares tend to be at their peak. See table 7.8 in appendix.

Examination of the January 2005 data found that 26% of tourists spent US\$3000 or more on their airfare for each person. A further 24% spent between US\$1,000 to \$1,999 on airfare to Anguilla for each person, the second largest proportion of the tourists surveyed.

4.3.1 Country of Residence by Individual Airfare/Boat fare to Anguilla

In January 2005 the largest proportion of tourists from two of the three main areas in the US, North East and US Rest spent US\$3,000 or more for their airfare. However the largest proportion of tourists from the North West incurred airfare costs between US\$1,000 to US\$1,999. See table 4.3.1 below.

Among the European countries United Kingdom appeared to be generally most costly as it had the largest proportion (33%) spending US\$3,000 or more on airfare. However, other European countries like Italy the largest proportion (46%) spent between US\$1,000 to US\$1,999 on airfare. This was also the case among Canadians as the largest proportion (34%) airfare cost was in this price range.

Within the Caribbean region just over half (52%) of the tourists from St. Maarten/ St Martin spent less than US\$50 on their airfare/ boat fare. Other Caribbean Islands largest proportion 47% spent in the region of US\$50 to \$499.

Table 4.3.1 Country of Residence by Individual Airfare / Boat fare to Anguilla of Tourist

Country	Less than US\$50		US\$50 - US\$499		US\$500 - US\$999		US\$1,000 - US\$1,999		US\$2,000 - US\$2,999		US\$3,000 or more		miles or points		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
US North East	1	0%	12	3%	58	15%	86	22%	80	21%	123	32%	26	7%	386	100%
US North West	---	---	1	2%	12	24%	17	33%	8	16%	10	20%	3	6%	51	100%
US Rest	---	---	5	5%	18	19%	26	27%	10	11%	29	31%	7	7%	95	100%
United Kingdom	1	2%	3	6%	4	8%	14	29%	9	18%	16	33%	2	4%	49	100%
Italy	---	---	---	---	1	8%	6	46%	1	8%	4	31%	1	8%	13	100%
Germany	---	---	---	---	---	---	1	50%	---	---	---	---	1	50%	2	100%
France	1	8%	4	31%	1	8%	4	31%	---	---	2	15%	1	8%	13	100%
Other Europe	---	---	2	15%	2	15%	6	46%	1	8%	2	15%	---	---	13	100%
St. martin/St Maarten	17	52%	14	42%	2	6%	---	---	---	---	---	---	---	---	33	100%
Caribbean	1	2%	23	47%	12	24%	8	16%	4	8%	---	---	1	2%	49	100%
Canada	---	---	3	7%	9	20%	15	34%	8	18%	8	18%	1	2%	44	100%
Other	3	27%	4	36%	1	9%	1	9%	1	9%	---	---	1	9%	11	100%
Total	24	3%	71	9%	120	16%	184	24%	122	16%	194	26%	44	6%	759	100%

4.4 Inland Transportation Expenses of Tourists

When the daily transportation cost of tourists surveyed in January was examined it was found that the largest proportion (44%) spent in the area of US\$1 to \$49 daily. A further 1/5 spent in the area of US\$50 to \$99.

4.5 Sundry Expenses

Sundry expenses, which refer to expenses excluding flight, transportation, accommodation and food, were also considered. In addition, it relates to expenses of the whole group or party throughout their stay.

It was found that 18% incurred expenses between US\$100 to \$199 while another 17% spent less than US\$20, the second largest proportion. Additionally another 15% spent between US\$50 to \$99 on sundry items.

5. Conclusion

The data received from visitors departing Anguilla in January 2005 was based on 169 questionnaires completed by excursionists and 789 questionnaires completed by tourists totaling 958. The report focuses mainly on tourists who are more likely to contribute significantly to the economy of Anguilla.

The main information gathered from the January survey was that the United States of American continues to be the main source of Visitors arrivals. In addition traveling to St. Maarten, then taking the ferry to Anguilla appeared to be the most common means of traveling to Anguilla and American Airlines/American Eagle was the most popular Airline used.

Approximately half of visitors surveyed spent between one to seven days on Anguilla. Leisure was the most popular activity engaged in and Peace and Tranquility most highly rated service.

In looking at expenses it was found that just over a quarter of tourist spent US\$3,000 or more on airfare. In addition just under a fifth spent US\$200 or more on food. Approximately a fifth also spent US\$600 or more nightly on accommodation.

6. Glossary

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

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

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

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

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

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

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

7. Appendix

Questionnaire



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Please take a minute to complete this questionnaire. All 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. Please 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. How long did you stay in Anguilla?

- Less than a day 12 - 15 days
- 1 - 3 days 16 - 23 days
- 4 - 7 days 24 or more days
- 8 - 11 days

3. How did you travel to Anguilla?

- Ferry from St. Maarten to Anguilla
- Flight from St Maarten to Anguilla
- Flight direct from Puerto Rico
- Flight from other Caribbean Island
- Boat/ship
- Other

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

- American Airlines/Eagle Virgin Atlantic
- Caribbean Star/Sun Air Canada
- Liat BWIA
- Winair British Airways
- US Airways Jet Blue
- Air France Charter plane
- KLM Private plane
- Delta Other
- None

5. Did you have any trouble booking your flights?

- Yes (due to availability)
- Yes (due to cost)
- No
- Not applicable

6. Is this your first visit to Anguilla?

- Yes No

7. 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 - 59 years	<input type="text"/>	<input type="text"/>
60 and over	<input type="text"/>	<input type="text"/>

8. With whom did you travel (mark one only)?

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

9. What activities did you engage in?

- Golf Nature Trail
- Fishing Spa treatment
- Scuba diving Trip to Offshore Cays
- Snorkelling Trip to neighboring islands
- Island tour Business
- Dolphin swim Leisure
- Bird watching Jazz Festival

Please turn page and answer questions overleaf. Thank you

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 during your visit?

- Island's Cleanliness Good Fair Poor
- Peace & Tranquility Good Fair Poor
- Customer Service Good Fair Poor
- Safety & Security Good Fair Poor
- Roads Good Fair Poor
- Dining Good Fair Poor
- Accommodation Good Fair Poor
- Taxi Service Good Fair Poor
- Telephone & Internet Good Fair Poor
- Customs & Immigration Good Fair Poor
- Ferryboat Good Fair 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 accommodation?

- \$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. How much did you spend on transportation cost per day? (taxi, car/ van rentals, etc)

- \$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

18. 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

19. 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 US\$2,000 or more

Interviewer No.

Date today

Day Month Year

- Wallblake
- Blowing Point

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

Table 7.1 Distribution of Country of Residence of Tourists

Country of Residence	% January 2004	% January 2005
U.S. North East	41.2%	47.7%
U.S. North West	7.2%	6.4%
US Rest	13.1%	12.2%
Total United States	61.6%	66.3%
United Kingdom	5.5%	5.7%
Italy	3%	1.9%
Germany	1.2%	0.2%
France	3.0%	2.6%
Other Europe	2.2%	2.6%
Total Europe	14.6%	13.0%
St. Martin/St Maarten	4.7%	6.5%
Caribbean	9.7%	6.7%
Canada	5.3%	5.7%
Other	4.1%	1.7%
Total	100%	100%

Table 7.2 Distribution of Country of Residence of Excursionists

Country of Residence	% January 2005
U.S. North East	34%
U.S. North West	4%
US Rest	12%
Total United States	49%
United Kingdom	4%
Italy	3%
Germany	--
France	7%
Other Europe	7%
Total Europe	21%
St. Martin/St Maarten	16%
Caribbean	5%
Canada	6%
Other	3%
Total	100%

Table 7.3 Source of information about Anguilla

Source	Count	Row %
Friends in Anguilla	174	23%
Friends overseas	142	18%
Internet	52	7%
Other media	66	9%
Other	267	35%
Travel agent	67	9%
Total	768	100%

Table 7.4 Difficulty with Booking Arrangements

Difficulty	Count	Row%
No	598	77%
Not applicable	41	5%
Yes due to cost	22	3%
Yes due to timing	116	15%
Total	777	100%

Table 7.5 Revisit Anguilla Again

Revisit	Count	Row%
Maybe	21	3%
No	6	1%
Yes	756	97%
Total	783	100%

Table 7.6 Dining Cost of Visitors

Individual Cost	Tourists		Excursionists	
	Count	% Row	Count	Row%
\$0	39	5%	29	17%
US\$1 - \$9	7	1%	9	5%
US\$10 - \$19	33	4%	16	9%
US\$20 - \$29	34	4%	26	15%
US\$30 - \$39	57	7%	24	14%
US\$40 - 49	57	7%	16	9%
US\$50 - 99	160	21%	34	20%
US\$100 - \$149	153	20%	5	3%
US\$150 - \$199	95	12%	4	2%
US\$200 or more	135	18%	6	4%
Total	770	100%	169	100%

Table 7.7 Accommodation Expenses of Tourists

Nightly Cost	Count	Row%
NA	244	31%
US\$1 - \$49	23	3%
US\$50 - \$99	58	7%
US\$100 - \$199	103	13%
US\$200 - 299	89	11%
US\$300 - \$399	71	9%
US\$400 - \$499	34	4%
US\$500 - \$599	28	4%
US\$600 or more	139	18%
	789	100%

Table 7.8 Airfare / Boat fare Expenses of Tourists

Individual Cost	Count	Row%
Less than US\$50	24	3%
US\$50 - \$499	71	9%
\$500 - \$999	120	16%
\$1,000 - \$1,999	184	24%
\$2,000 - \$2,999	123	16%
\$3,000 or more	194	26%
miles or points	44	6%
Total	760	100%

Table 7.9 Transportation Expense Tourists

Cost	Count	Row%
NA	165	21%
US\$1 - \$49	337	44%
US\$50 - \$99	155	20%
US\$100 - \$199	44	6%
US\$200 - 299	26	3%
US\$300 - \$399	23	3%
US\$400 - \$499	7	1%
US\$500 - \$599	4	1%
US\$600 or more	10	1%
Total	771	100%

Table 7.10 Sundry Expenses Tourists

Cost	Count	Row%
Less than US\$20	127	17%
US\$20 - \$49	93	12%
US\$50 - \$99	113	15%
US\$100 - \$199	134	18%
US\$200 - \$299	78	10%
US\$300 - \$399	44	6%
US\$400 - \$499	47	6%
US\$500 - \$999	45	6%
US\$1,000 - \$1,999	38	5%
US\$2,000 or more	37	5%
Total	756	100%