

Tourism Division – C.B.S.

Types of information available:

- Administrative data...
- Collection of hotel information...
- Visitor Survey information...

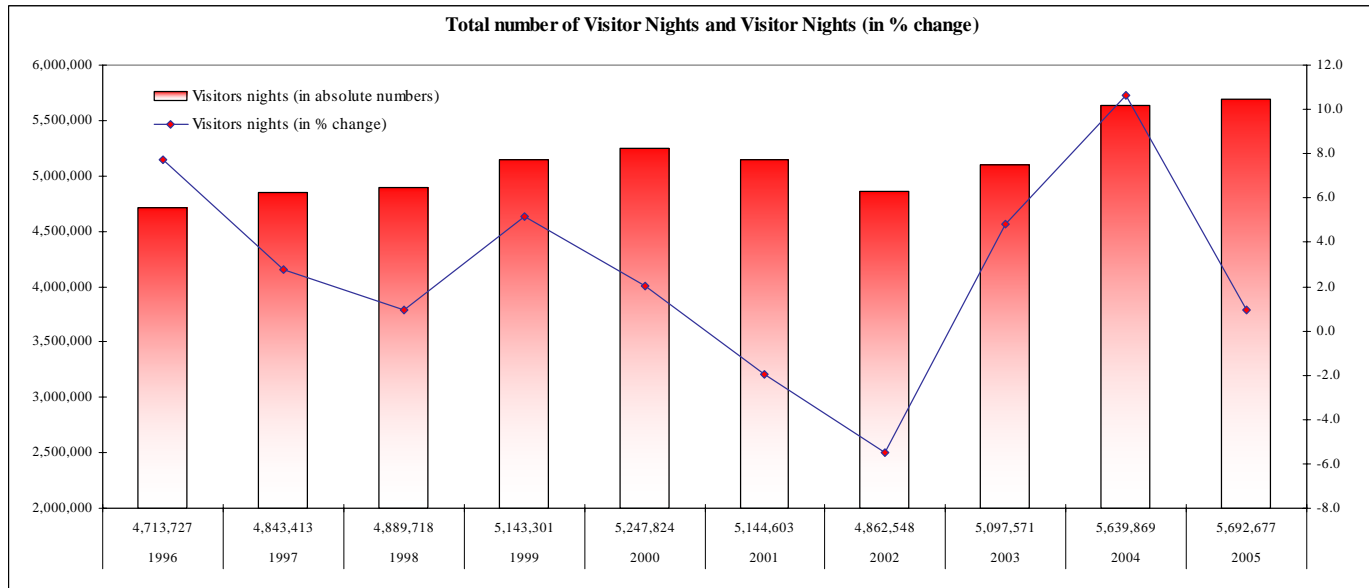
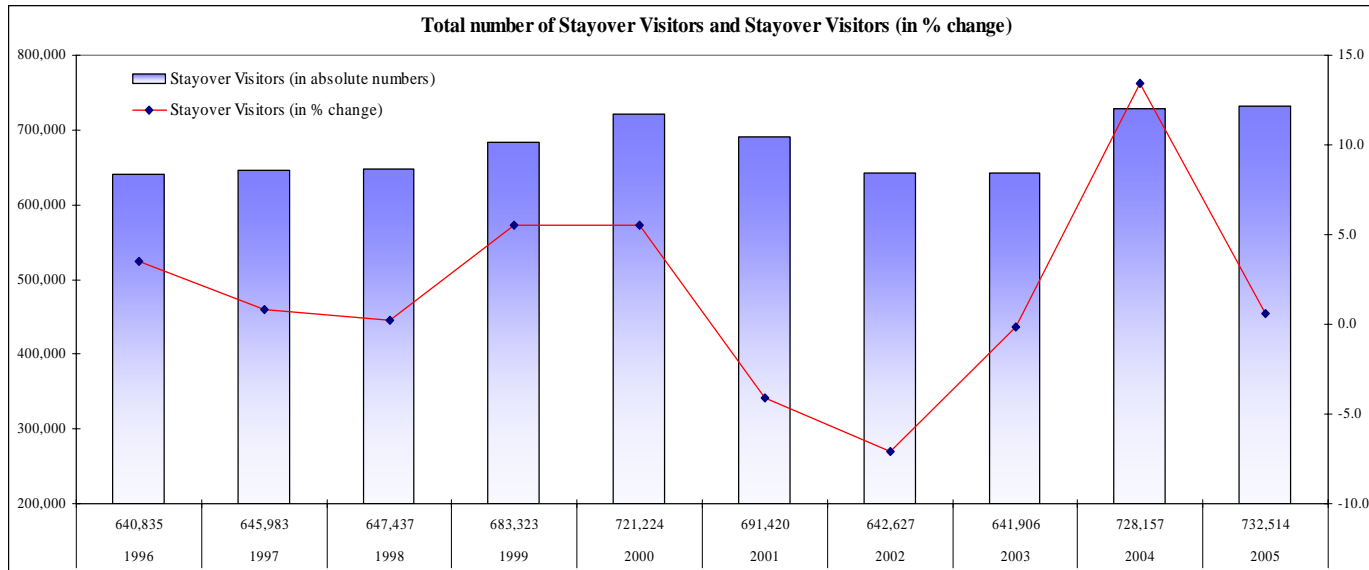
Tourism Division – C.B.S.

- Administrative data
 - Visitor Nights
 - Stay-over Visitors
 - Visitors by CarrierAruba Tourism Authority (ATA)
 - Cruise Passengers
 - Cruise Calls
 - Crew Members
- Cruise Tourism Authority (CTA)
- Airport Traffic
- Airport Landings
- Department of Immigration
- Tourism Receipts
- Central Bank of Aruba (CBA)
- Lodging Tax
- Casino Tax
- SIAD (Tax collectors office)

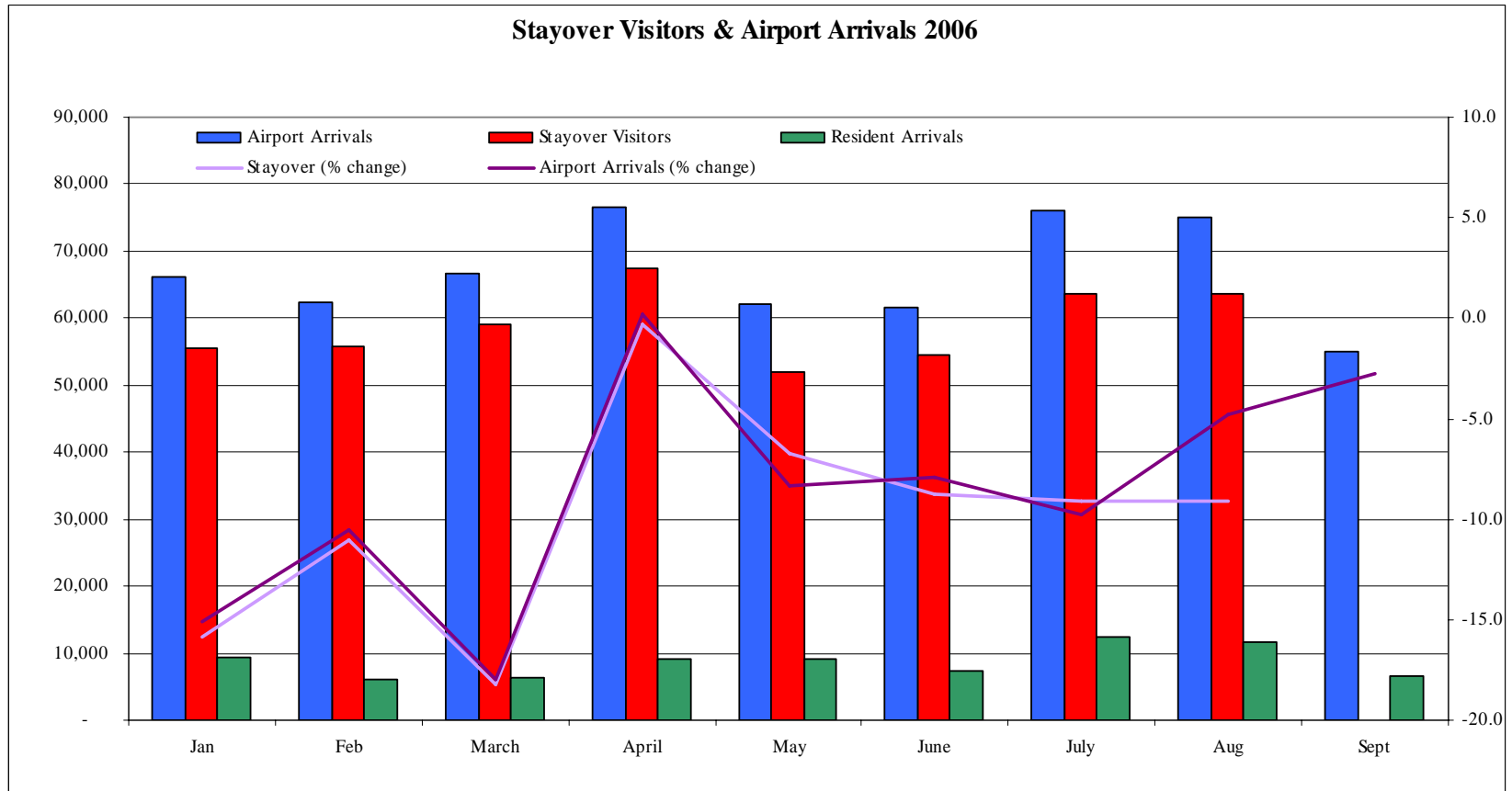
Tourism Division – C.B.S.

- Administrative data
 - (International data gathered:)
 - Arrivals in the Caribbean
 - Cruise passengers to the Caribbean
 - Cruise calls to the Caribbean
 - Estimates of Visitor Expenditures
 - Number of Rooms in the Caribbean
 - Occupancies in the Caribbean
- Caribbean
Tourism
Organization
(CTO)

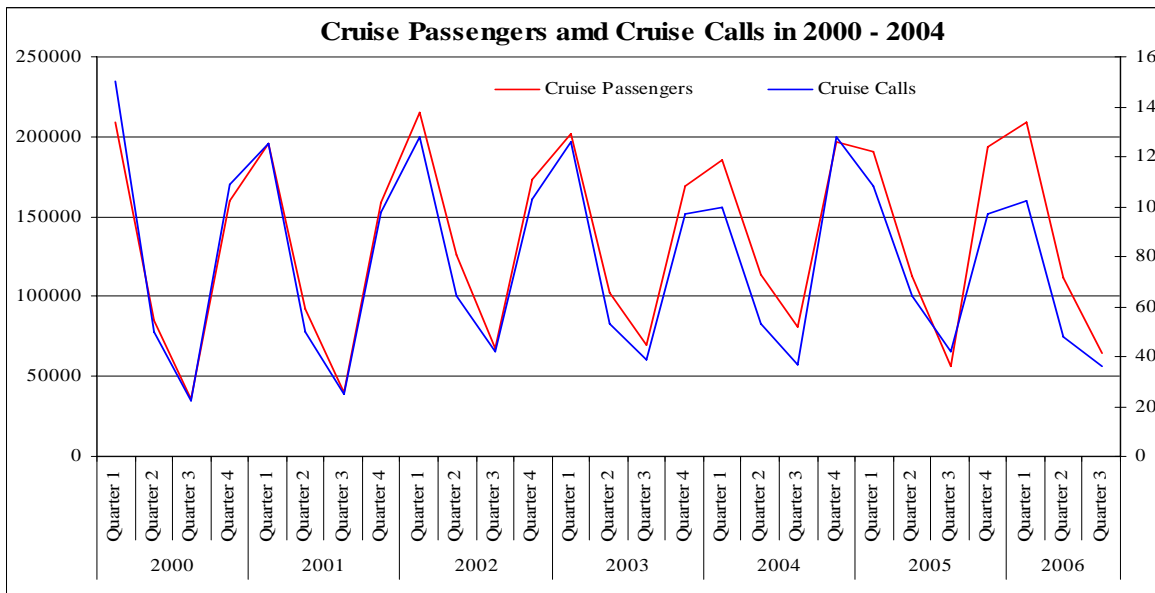
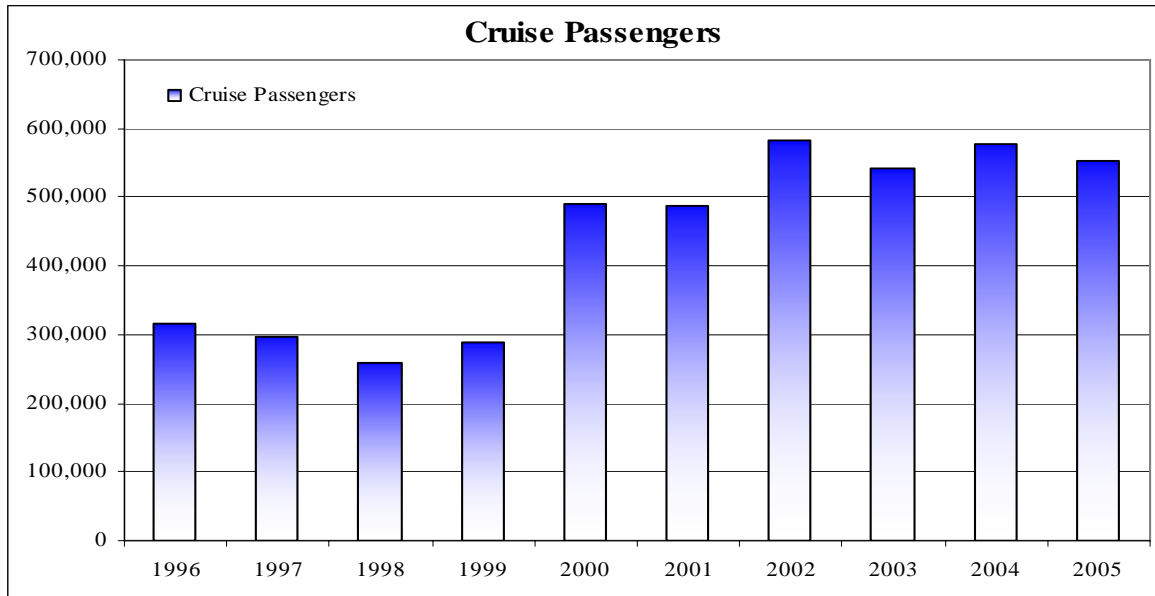
Tourism Division – C.B.S.



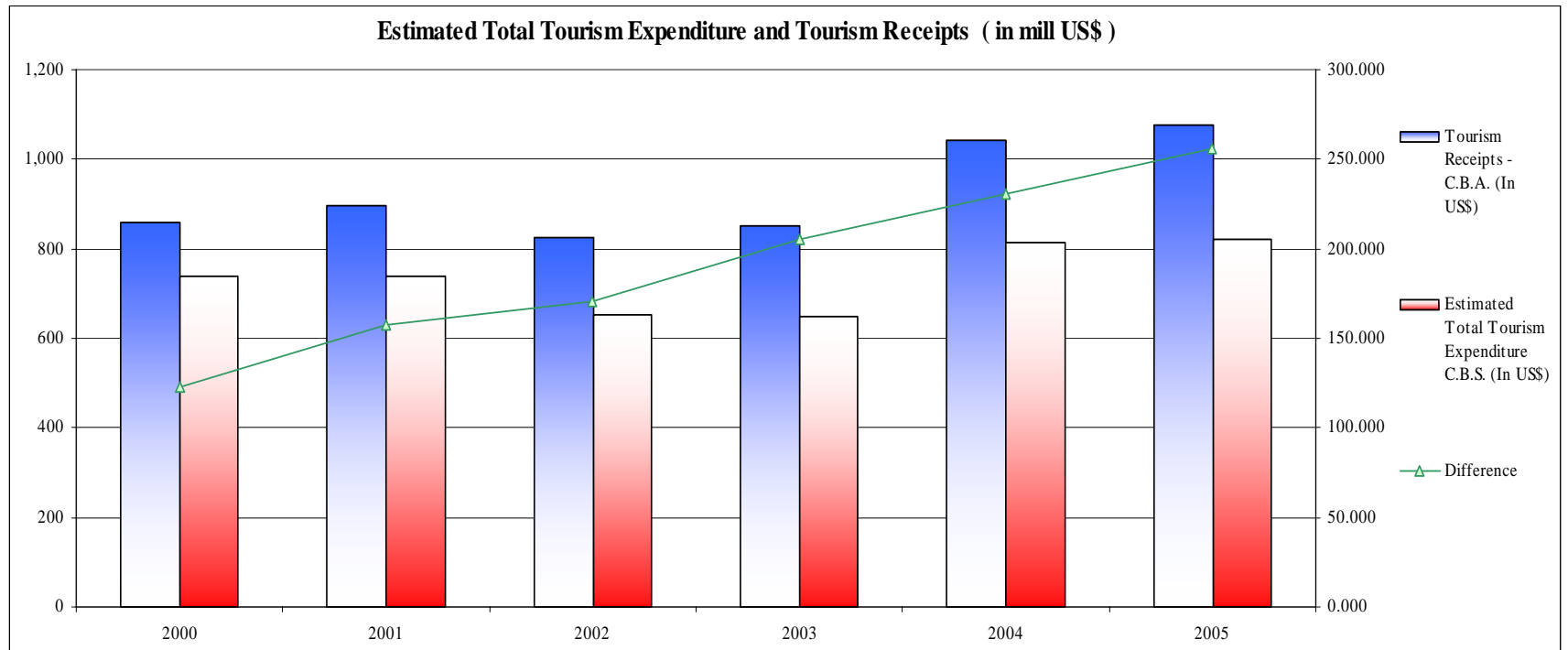
Tourism Division – C.B.S.



Tourism Division – C.B.S.



Tourism Division – C.B.S.



Tourism Division – C.B.S.

- Collection of Hotel Information
(all AHATA members)
 - Occupancy
 - Average Daily Rate (ADR)
 - Revenue per available Room (Revpar)
 - Total Room Revenue
 - Number of Hotel Rooms
 - Occupied Room Nights
 - Available Room Nights

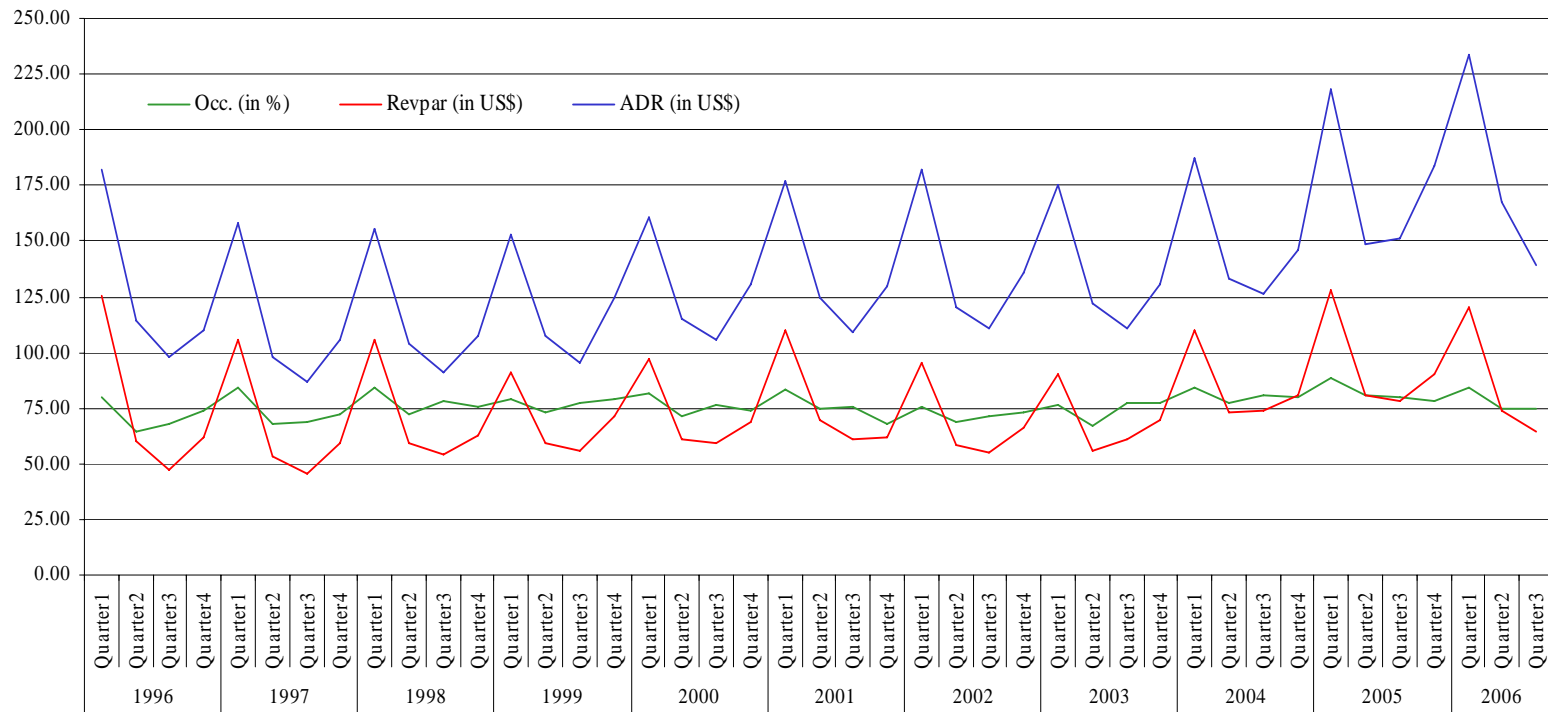
Tourism Division – C.B.S.

The data:

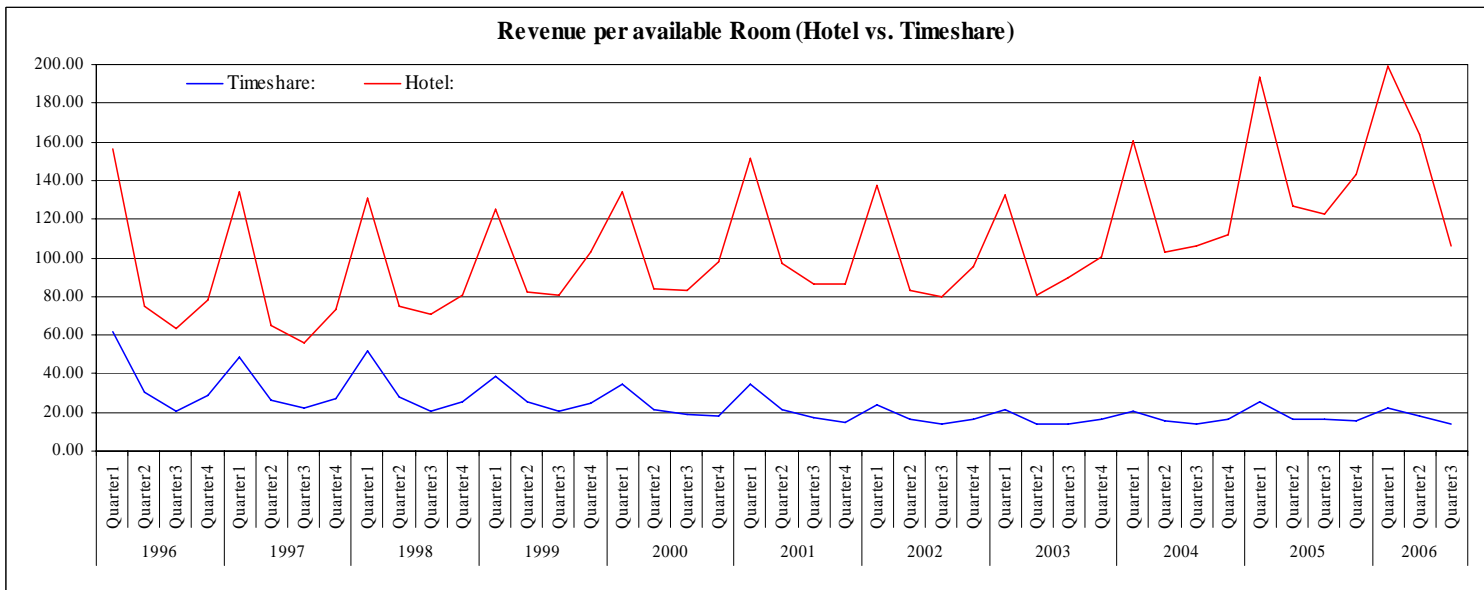
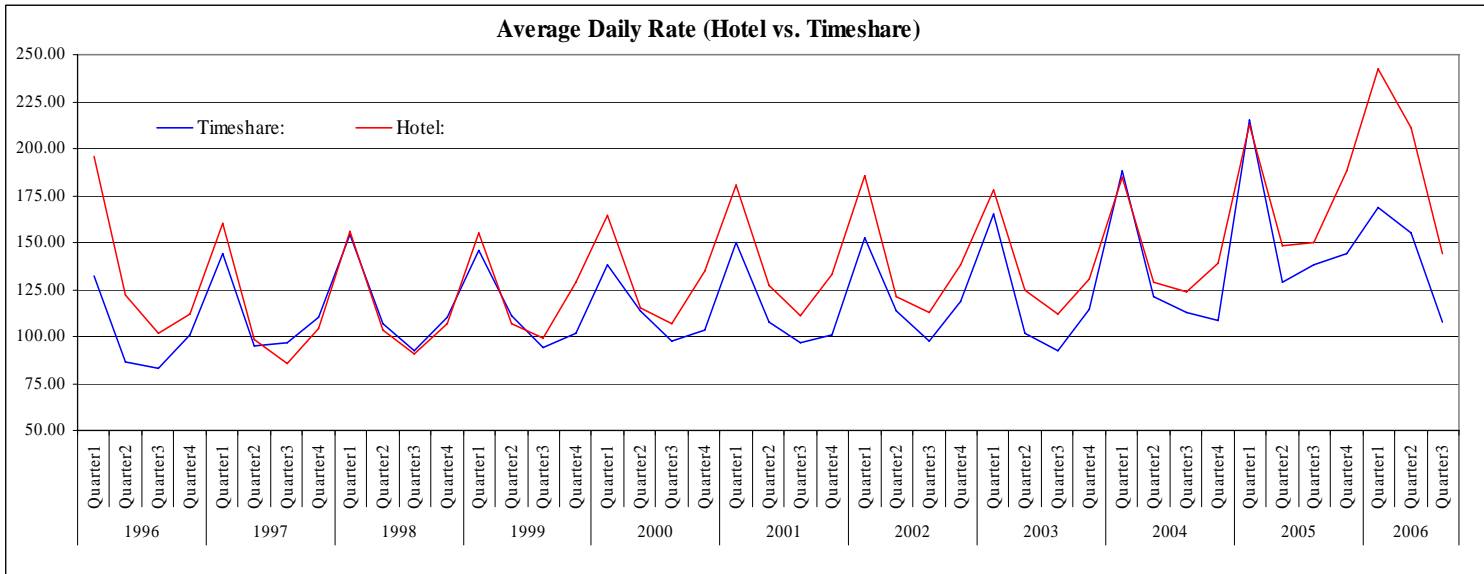
		ROOM STATISTICS								
		OCCUPANCY			ADR			REVPAR		
		TOTAL	HOTEL	TIMESHARE	TOTAL	HOTEL	TIMESHARE	TOTAL	HOTEL	TIMESHARE
2000	Quarter1	81.5	82.3	81.5	160.64	164.62	138.54	97.38	134.25	34.62
	Quarter2	71.7	72.4	70.4	115.31	115.62	113.28	60.97	83.73	21.30
	Quarter3	76.8	77.3	75.8	105.81	107.02	97.44	59.32	82.73	18.90
	Quarter4	73.7	72.8	75.0	130.58	134.33	103.71	69.03	97.97	18.45
2001	Quarter1	83.6	83.8	82.9	176.62	180.55	150.37	110.00	151.64	34.33
	Quarter2	75.0	76.5	72.1	124.22	126.70	107.34	69.47	97.06	21.13
	Quarter3	75.7	77.6	72.1	109.26	111.00	96.22	61.05	86.21	17.30
	Quarter4	68.2	64.8	70.0	129.51	133.45	100.47	61.51	86.62	15.14
2002	Quarter1	75.8	74.0	78.9	182.07	185.72	152.66	95.54	137.44	23.92
	Quarter2	68.3	68.4	68.1	123.76	121.28	113.78	59.67	83.02	16.16
	Quarter3	71.0	70.5	71.6	110.50	112.57	97.23	54.49	79.44	13.74
	Quarter4	72.5	69.2	79.1	135.03	137.78	118.93	66.48	95.23	16.72
2003	Quarter1	76.3	74.8	79.1	175.56	178.01	165.65	90.21	132.88	21.45
	Quarter2	66.9	64.7	70.6	121.78	124.24	101.61	55.76	80.36	14.40
	Quarter3	77.6	80.8	73.2	110.46	111.55	92.36	61.34	89.79	13.64
	Quarter4	76.9	77.1	76.7	130.62	130.42	114.64	69.71	100.48	16.25
2004	Quarter1	84.5	87.1	80.3	187.61	184.33	188.36	109.55	160.60	20.48
	Quarter2	77.3	80.1	72.1	133.19	128.46	121.08	72.90	103.29	15.29
	Quarter3	80.9	85.7	70.5	126.02	123.94	112.67	73.56	106.28	14.29
	Quarter4	80.0	80.5	73.5	146.31	138.72	108.55	80.40	111.98	16.51
2005	Quarter1	88.1	91.20	83.60	217.89	212.53	215.41	128.39	193.80	25.72
	Quarter2	80.7	85.60	74.30	148.93	148.44	128.94	80.66	127.04	16.80
	Quarter3	79.6	81.70	76.50	151.29	149.87	138.02	78.04	122.67	16.70
	Quarter4	77.9	76.30	78.90	184.12	188.08	143.94	90.29	143.15	15.26
2006	Quarter1	84.3	82.2%	87.1%	233.93	242.21	168.77	119.94	198.91	21.87
	Quarter2	74.4	77.6%	81.6%	167.83	210.71	155.31	74.21	163.43	18.39
	Quarter3	74.7	73.8%	75.7%	138.94	143.75	107.28	64.12	106.09	14.28
	Quarter4									
		TOTAL	HOTEL	TIMESHARE	TOTAL	HOTEL	TIMESHARE	TOTAL	HOTEL	TIMESHARE
	1996	71.5	68.5	78.2	127.25	132.98	103.45	71.79	91.08	33.76
	1997	73.4	73.4	77.0	114.65	114.66	114.60	65.94	81.86	31.43
	1998	77.6	77.6	77.5	116.47	115.94	119.66	70.71	90.01	31.37
	1999	77.0	79.7	73.1	121.08	122.44	114.37	69.34	97.58	27.38
	2000	75.9	76.2	75.7	128.71	130.81	115.07	71.54	99.43	23.28
	2001	75.6	75.7	74.2	136.01	138.89	115.71	75.32	105.25	21.78
	2002	71.9	70.5	73.4	138.61	140.74	121.31	69.04	99.29	17.61
	2003	74.4	74.3	74.9	134.23	136.19	117.09	69.18	100.97	16.42
	2004	80.7	83.8	75.5	148.68	149.71	137.21	84.15	125.50	16.78
	2005	81.7	83.9	78.3	177.05	179.05	157.63	94.99	150.18	18.66

Tourism Division – C.B.S.

Total Accommodation Related Statistics / Indicators (Trends) 1996 - 2005



Tourism Division – C.B.S.



Tourism Division – C.B.S.

- Visitor Survey
 - Highlights (most important developments)
 - Visitor Profile (age, household income, occupation, method of booking, prior visit with cruise)
 - Behavior of the visitors (purpose of visit, number of visit, type of accommodation, travel arrangement, etc)
 - Satisfaction of the visitors (ratings, likes, dislikes)
 - Money Aspects of the visitors (average expenditure, estimated total expenditure)

Questionnaires:

A10 What is your occupation?
 Retired House wife Student
 + Other: _____

A11 Could you provide your total yearly household income?
(This information is strictly confidential and like all other information on this form, will be used for statistical purposes only.)
 Less than US\$ 20,000 US\$ 50,001-US\$ 75,000
 US\$ 20,001-US\$ 30,000 US\$ 75,001-US\$ 100,000
 US\$ 30,001-US\$ 50,000 US\$ 100,001 and over

B. Expenditure of the Visitor

B4a How did you book your trip?
 On-line (internet) Travel agency Tour operator Charter operator Other
 Name: _____

B1 What type of flight did you use?
 Charter Scheduled

B3 Did you travel on a pre-paid package?
 Yes No → *Go to question B5a*

B5 What was the total cost of the pre-paid package?
 US\$: _____ *(In US\$ please)*

B6 Which of the following did the pre-paid package include:
 Air ticket Beverages Accommodation Car Breakfast Excursions /Tours Lunch Transportation to/from departure point abroad Dinner Transportation to/from hotel

B8a Of the total amount of money spent in Aruba, could you give an indication in percentages what was the methods of payment used:
(Total 100%)
 Cash: _____ % Traveller's Check: _____ %
 Credit Card: _____ % Voucher: _____ %

B9 How many persons does this expenditure cover?
(Please indicate adults and children separately)
 Total: _____ Adults: _____ Children: _____

B7 *If you came with a pre-paid package, please continue with question B10 and please fill-in section B10(B), the group's total trip expenditure during the trip.*
 If you did not come on a pre-paid package, did you make any advance payments before coming to Aruba?
 Yes → *Please fill-in question B10 (B) and B10(B) - the group's total expenditures before commencement of the trip and total expenditures during the trip.*
 No → *Please fill-in question B10 (B) only - the group's total trip expenditures during trip.*

B10 + *(A) Pre-Trip US\$ (B) During Trip US\$*

GRAND TOTAL: →	_____	_____
Accommodation (incl. meals & drinks at the hotel) →	_____	_____
Food & Beverage (consumed outside hotel) →	_____	_____
Groceries, sundries (purchased in stores) →	_____	_____
Entertainment/Recreation →	_____	_____
Taxi →	_____	_____
Car rental →	_____	_____
Public Transportation →	_____	_____
Tax Free Shopping →	_____	_____
Shopping →	_____	_____
Casino's →	_____	_____
Internet / Telephone →	_____	_____
Other Specify: _____	_____	_____

C. Satisfaction of the Visitor:

C1 Concerning your visit to Aruba, how would you rate each of the following aspects:

	Good	Average	Poor
Accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meals & Drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entertainment/Recreation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

C2 Concerning your visit to Aruba, how would you rate value for money paid for the following aspects:

	Good	Average	Poor
Accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meals & Drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entertainment/Recreation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

C3 Please tell us what you liked & disliked about your visit to Aruba?
(Write in block letters!)

Likes: _____

Dislikes: _____

Expensiveness (In general) Service (Hotel/Restaurant) Nothing

END OF FORM
 The Central Bureau of Statistics thanks you for your co-operation.



Visitor Survey 2006

Central Bureau of Statistics / Ministry of Finance and Economic Affairs
 L.G. Smith Boulevard 160, Oranjestad.
 Tel: 583-7433 / Fax: 583-8057 E-mail: cbs@setarnet.aw

YEAR: 2 0 0 6 MONTH: _____

Form I: Visitors leaving by Air

Attente!
 a. Vul de antwoorden in de wit gelaten hokjes van de vragenlijst en met potlood.
 b. Volg goed de aanwijzingen met pijltekens en de aanduidingen voor sprongen.
 c. Indien de respondent geen antwoord wil geven op een vraag, vul dan "9" in alle corresponderende hokjes of leeg laten.

Examples:
 To indicate:
 Figures: 3 2 7 5
 Writing: ARUBA

Confidential
 _____ Serial Number
 _____ Enquete Number
 _____ TYPE

A. Characteristics of the visitor

A1 What was the main purpose of your visit to Aruba?
 Vacation Business & Leisure
 Honeymoon Business Only /Convention /Conference
 Incentive /Award Wedding
 Visit Friend /Relative
 Golf *(Write in block letters!)*
 Other → Specify: _____

A2 What is your place of residence? *(Please check only one!)*
 United States → State Code: _____ Zip Code: _____
 Venezuela
 The Netherlands
 Brazil *(Write in block letters!)*
 Netherlands Antilles → Island: _____
 Canada *(Write in block letters!)*
 Colombia
 Other → Country: _____

A3 How many times have you been to Aruba?
 First time 2-5 times 6 times and up

A4a Have you ever been to Aruba by cruise?
 Yes No

A4b Have you visited the Caribbean prior to this visit?
 Yes *Go to question A4ba* No *Go to question A4c*

A4ba If yes, mention the last 2 (two) Caribbean destinations:
 1. _____
 2. _____ *(Write in block letters!)*

A4c Which other Caribbean island would you like to visit?

A3a Which of the following sources of information was the single most important source in making your decision to visit Aruba?
(Please check only one!)
 Friends / Relatives Business (Work)
 Travel Agent Tourist Board
 Newspaper / Magazine Repeat visit
 Television / Radio Other → Specify: _____
 Internet
 Cruise Ship

A5 Where did you stay in Aruba? *(Please check only one!)*
 Hotel → Name: _____
 Guest House /Apartment /Villa *Go to question A7*
 Friend /Relative
 Other → Specify: _____
 Timeshare Resort → Name: _____ *Go to question A6*

A6 Is this timeshare owned by you?
 Yes Transient (Rented as a Hotel / Walk-in)
 No → Specify: Exchange
 Other: _____

A7 How many nights did you spend in Aruba?
 Nights: _____

A8 In which age group are you?
 Under 20 years 40-49 years
 20-29 years 50-64 years
 30-39 years 65 years and over

A9 Person's sex? (by observation!!!)
 Male Female

PLEASE CONTINUE ON THE OTHER SIDE

Tourism Division – C.B.S.

- Cruise Survey
 - Highlights (most important developments)
 - List of Tables (based on all questions on the questionnaire)

Questionnaires:

B.2. Did you buy any on-shore excursions or tours for Aruba on the ship? If yes, how much did it cost you and how many persons does this expenditure cover?

Yes No (Go to Question B.3.)

In US\$ # of Persons

B.3. Did you buy any on-shore excursions or tours for Aruba while on shore in Aruba? If yes, how much did it cost you and how many persons does this expenditure cover?

Yes No (Go to Question B.4.)

In US\$ # of Persons

B.4a/b. What were your traveling party's expenditures in Aruba for each of the following categories (A) and how many persons do these expenditures cover (B)?

	In US\$ (A)	(B)
GRAND TOTAL:	<input type="text"/>	<input type="text"/>
Food & Beverage (consumed outside the cruise ship)	<input type="text"/>	<input type="text"/>
Shopping (Goods & Services)	<input type="text"/>	<input type="text"/>
Excursions / Tours	<input type="text"/>	<input type="text"/>
% Souvenirs	<input type="text"/>	<input type="text"/>
Car rental	<input type="text"/>	<input type="text"/>
% Apparel & Shoes	<input type="text"/>	<input type="text"/>
Taxi	<input type="text"/>	<input type="text"/>
% Jewelry	<input type="text"/>	<input type="text"/>
Public Transportation	<input type="text"/>	<input type="text"/>
% Perfume	<input type="text"/>	<input type="text"/>
Casino's	<input type="text"/>	<input type="text"/>
Telephone / Internet	<input type="text"/>	<input type="text"/>
Other	<input type="text"/>	<input type="text"/>

Specify:

C. Satisfaction of the Visitors:

C.1. What was the most enjoyable aspect of your trip to Aruba? (Please check only one!)

Shopping Meeting the people of Aruba

Beaches Everything

Sightseeing Other → Specify:

Casinos Weather

C.2. What was the least enjoyable aspect of your trip to Aruba? (Please check only one!)

Shopping Meeting the people of Aruba

Beaches Everything

Sightseeing Other → Specify:

Casinos Weather

Explain why:

C.3. Concerning your visit to Aruba, how would you rate the following aspects: (Only what is relevant!)

a. Shopping (Goods & Services) +

b. Tours / Excursions Please fill in from the following ratings:

c. Taxis 1 = Very Dissatisfied

d. Local transportation 2 = Dissatisfied

e. Casinos 3 = Somewhat Dissatisfied

f. Beaches 4 = Somewhat Satisfied

g. The people of Aruba 5 = Satisfied

h. Telephone / Internet 6 = Very Satisfied

i. Quality of Service

j. Cruise Terminal Facilities

C.4. Concerning your visit to Aruba, how would you rate the value for money paid for the following aspects:

a. Shopping Please fill in from the following ratings:

b. Tours / Excursions 1 = Very Dissatisfied

c. Local transportation 2 = Dissatisfied

d. Taxis 3 = Somewhat Dissatisfied

4 = Somewhat Satisfied

5 = Satisfied

6 = Very Satisfied

C.5. If you shopped in Aruba, what primary factor influenced your purchase decisions? (Please check only one!)

Price of goods Good service

Products specific to Aruba Other Specify:

Accessibility of shops Quality of Products

C.6. In thinking about all your expenditures on-shore, do you think your spending pattern would have been different if there had been: (Please check only one!)

More varied shopping

More value for your money

More things to do / places to go

Better transportation to stores / attractions

Less aggressive selling or "push" to buy

Better Shops' opening hours / days

Other → Specify:

C.7. Based on your experience on this vacation so far, which are you most likely to do on your next vacation? (Please check only one!)

Take another cruise

Visit Aruba for a land-based vacation


Combine a cruise and an Aruba land-based vacation

Visit another Caribbean island for a land-based vacation

Don't know (yet)

Other → Specify:

END OF FORM
The Central Bureau of Statistics thanks you for your co-operation



CBS
CENTRAL BUREAU OF STATISTICS

Cruise Passenger Survey 2005
Central Bureau of Statistics / Ministry of Finance and Economic Affairs
L.G. Smith Boulevard 160, Oranjestad.
Tel: 583-7433 / Fax: 583-8057
E-mail: cbs@setarnet.aw

Confidential

Serial Number

Enquetree Number

DAY of the month

Controleur

Form: Cruise Ship Passengers only

YEAR: PERIOD:

Examples: Figures Writing

Attention!
a. Vul de antwoorden in, in de wit gelaten hokjes van de vragenlijst en met #2 potlood.
b. Volg goed de aanwijzingen met pijljes en de aanduidingen voor sprongen
c. Indien de respondent geen antwoord wil geven op een vraag, vul dan '0' in alle corresponderende hokjes van leeg laten.
d. ** If respondent is from Aruba thank him/her for cooperation, terminate interview **

A. Characteristics of the visitor

A.1. Please provide the name of the ship on which you arrived in Aruba and the port from which you departed?

Ship:

Port: (Write in block letters!)

A.2. What is your place of residence? (Please check only one!)

United States State:

Canada (Write in block letters!)

Europe Country:

Netherlands Antilles Island:

South America Country:

Central America Country:

Caribbean Country:

Other Country:

A.3. Is this your first cruise to Aruba? Yes No

A.4. Including this visit, how many times have you visited Aruba?

1 2 3 4+

A.5. Did the presence of Aruba on the itinerary influence your decision to take this cruise?

Yes (go to question A.6.) No (go to question A.7.)

A.6. Which of the following sources of information was the single most important source in making your decision to take this cruise? (Please check only one!)

Friends / Relatives Tourist Board

Travel Agent Experience (been here before)

Newspaper / Magazine Other Specify:

Television / Radio Ad

Internet

(Go to Question A.8.)

A.7. What influenced you to take this cruise? (Not Aruba!)

A.8. What is your marital status?

Never Married Divorced

Married Legally Separated

Widowed

A.9. What is your occupation?

Retired House wife (Ama di cas)

A.10. Please mention the gender and the age of the persons in your traveling party, including yourself!

(Please mark the gender with an X)

Person	1	2	3	4	5
Gender	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Age	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Person	6	7	8	9	10
Gender	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Age	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

A.11. Could you provide the total yearly household income? (This information is strictly confidential and like all other information on this form, will be used for statistical purposes only!!!)

Less than US\$ 20,000 US\$ 50,001-US\$ 75,000

US\$ 20,001-US\$ 30,000 US\$ 75,001-US\$ 100,000

US\$ 30,001-US\$ 50,000 US\$ 100,001 and over

B. Expenditure of the Visitor

What was the total cost of your cruise package for your travel party, including airfare and land, how many persons does this expenditure cover and for how many nights? Did it include Airfare? Did it include Land transport?

In US\$ # of Persons

of nights

Airfare Land transport

(Please mark the Land / Airfare with an X)

CONTINUE ON THE OTHER SIDE

Tourism Division – C.B.S.

- Other Incidental Surveys (on request)
 - Meta Corp 2006 (plus others, including cruise)
 - Attraction Park Survey
 - Etc.

Tourism Division – C.B.S.

Publications:

Survey Results together with all other administrative data gathered by C.B.S. (on Tourism)

- Visitor Survey (Quarterly and Year Reports - 1996 until 2006)
- Cruise Survey (1997, 2002, 2005 (not published yet))
- Outbound Visitor Survey (projected 2007/2008)
- Hotel Report (monthly since 1996)
- Other (Incidentals)

