



**FOR IMMEDIATE RELEASE:**

***"Cruise Visitor Survey - 1997", a new publication by Central Bureau of Statistics (CBS) in cooperation with Cruise Tourism Authority (CTA)***

Oranjestad, Augustus 25, 1998 -- Central Bureau of Statistics in cooperation with Cruise Tourism Authority conducted a Cruise Visitor Survey in 1997. The survey, which was organized and produced by CBS in cooperation with CTA, took place in the main port of Aruba, "Paardenbaai". A total of 1,023 passengers who were leaving the island were interviewed. The following gives only a brief summary of the main results of the survey available in the "Cruise Visitor Survey - 1997".

The "Cruise Visitor Survey - 1997" also contains more

***Place of residence of the passengers***

This is an entire new information which can now be supplied by the results of the survey. According to these results, 68.2% of the interviewed passengers came from the United States, 11.9% came from Europe and 7.9% came from Canada. Of the passengers that came from the United States, 12.8 came from Florida, 10.5% came from California and 7.7% came from New York. The majority of the passenger from Europe are from Germany and the Netherlands. Most of the interviewed passengers that came from the Caribbean region came from Puerto Rico. Almost half of the passengers that came from the South American countries are from Brazil.

***Satisfaction of the passengers***

While the interviewed passengers were in Aruba they enjoyed sightseeing and the beaches the most. They were primarily "satisfied" to "very satisfied" with the products and services offered in Aruba. Interviewed passengers were mostly dissatisfied with the shopping in Aruba because the shops were closed on Sundays and they close early in the week days. Products specific to Aruba and price of the goods were primary factors that influenced passengers' shopping decision.

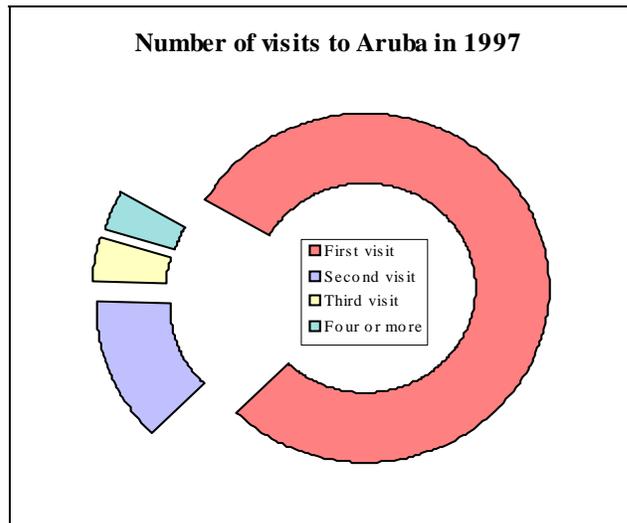
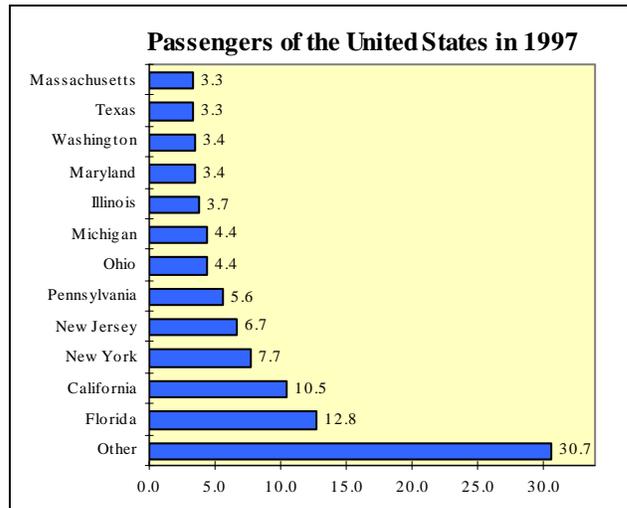
***Characteristics of the passengers***

The results of the survey show that the majority of the interviewed passengers were married couples and a large number of these passengers were over 50 years old. The traveling party size consisted mostly of 2 people.

About 25% of these interviewed passengers fall in the income group of US\$ 50,001 to US\$ 75,000 and an other 18% in the group of US\$ 30,001 to US\$ 50,000. About one third of the interviewed passengers are either professionals, technicians or associate professionals.

Almost 85% of the interviewed cruise passengers came to Aruba for the first time with a cruise. Further more, a little more than 20% of these passengers were repeat visitors to Aruba, meaning they came either by air or by boat.

The outcome of the survey also indicates that each passenger spent about US\$ 64 in Aruba, which can also be broken down in to different expense categories. The average package price that each interviewed passenger paid to take the cruise was about US\$ 1,461.



detailed information as well as different tables with the main results and conclusions of the survey. The publication is available at the Central Bureau of Statistics, L.G. Smith Blvd. 160, Sun Plaza Building and at the Cruise Tourism Authority, Royal Plaza Mall, suite 227. For further information and suggestions feel free to contact the CBS at tel. 837433, fax 838057 or e-mail at [cbs@setarnet.aw](mailto:cbs@setarnet.aw) or CTA at tel. 833648 or fax 835088.