

THE SURVEY QUESTIONNAIRE



**THE TURKS & CAICOS ISLANDS
DEPARTMENT OF ECONOMIC PLANNING & STATISTICS**

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THE TURKS & CAICOS ISLANDS TOURIST BOARD

SURVEY OF DEPARTING VISITORS

Thanks for your cooperation and have a safe trip!

We thank you for your visit to the Turks & Caicos Islands and hope that your stay was a pleasant and rewarding experience.

Before you leave, we would like you to give us a few minutes of your time and complete this questionnaire as accurately as you can.

The information you give will help us to better plan and develop our tourism industry. We hope that you will see the benefit of our efforts when you next visit our islands.

Thank you for your help.

Only one person from each family or spending party should complete a questionnaire.

Your information will be treated confidentially. We do not require your name.

Statistical Office
Department of Economic Planning and Statistics
Ministry of Finance
Turks & Caicos Islands

FOR OFFICE USE		
DATE	<input type="text"/>	<input type="text" value="06"/> <input type="text" value="2004"/>
SERIAL NO.	<input type="text"/>	INTERVIEWER'S CODE <input type="text"/>

Section 1

1. Port of Entry: 1. Airport 2. Seaport
 Name of Island of Entry: _____
2. What is Your Country of Usual Residence:
 a. USA e. HAITI
 b. CANADA f. DOM. REP
 c. UK g. BAHAMAS
 d. JAMAICA h. OTHER (Specify) _____
3. Are you traveling:
 a. Alone c. With Children/Family #____
 b. With Spouse/Partner d. Group or Friends #____
4. To which age group do you belong?
 a. 15 - 24 d. 55 - 64
 b. 25 - 34 e. Over 65
 c. 35 - 54 f. Not stated
5. Is this your first visit to the Caribbean?
 i. Yes ii. No
6. Is this your first visit to the Turks & Caicos Islands?
 i. Yes ii. No
 (If No, # of Previous Visits)
7. Which islands did you visit during THIS trip? (*tick (√) all that apply*)
 a. Grand Turk d. Middle Caicos g. Parrot Cay
 b. Salt Cay e. North Caicos h. Pine Cay
 c. South Caicos f. Providenciales i. Other _____

8. Name three places of interest that you visited.
 i. _____
 ii. _____
 iii. _____
9. What was the main reason for your visit: (*tick (√) one only*)
 a. Business/Conference e. Wedding
 b. Diving f. Spa Activities
 c. Fishing g. Visiting Friends or Relatives
 d. Water Sports h. Other
 (Specify)
10. Gender: a. Male b. Female
11. What was the **MAIN** source of information in the planning of this trip?
 (Tick (√) one only)
 a. Recommendation of friends/relatives
 b. Advertisements, Brochures, Films, Electronic/Print Media etc.
 c. Internet/email _____
 d. Tour Operator/Travel Agent _____
 e. Other (*Specify*) _____
 f. Not Stated
12. Please list the three **MAIN** magazines regularly read by you and your family in your home country.
 12.1 _____
 12.2 _____
 12.3 _____

Section 2

13. Please fill the table below with the name of each Establishment at which you stayed along with the length of your stay. Kindly fill in the amount of money you have spent on accommodation and meals.

	Name of Establishment	No. of Nights	Hotel with Meals \$	Hotel without Meals \$	Meals Inside Hotel \$	Meals Outside Hotel \$
1						
2						
3						
4						

(Please note: This table refers to prepared meals as in restaurants and other eating establishments.)

Package Expenditure Items:

14. Did you travel on a package? 1. Yes 2. No

14.1 Cost of Package: US\$

14.2 Name of Agent/Tour Operator _____

14.3 Please indicate items included in the package (Tick "✓" All That Apply)

- | | | | |
|--------------------|--------------------------|--------------------------|--------------------------|
| a. Airfare | <input type="checkbox"/> | e. Sightseeing | <input type="checkbox"/> |
| b. Accommodation | <input type="checkbox"/> | f. Taxes | <input type="checkbox"/> |
| c. Local Transport | <input type="checkbox"/> | g. Other (Specify) _____ | |
| d. Meals | <input type="checkbox"/> | | |

Non Package Expenditure Items:

15.1 Total Land Transport (Excluding Tours):

a. Car, Bike, Scooter Rentals: US\$

b. Taxis US\$

15.2 Telephone/Cellular Phone & Internet Charges US\$

15.3 Sight-seeing Tours: US\$

15.4 Total Shopping: US\$

a. Groceries Supplies US\$

b. Handy Craft US\$

c. Medical Services US\$

d. Souvenirs US\$

15.5 Entertainment/Water Sports US\$

15.6 Inter-island Transport 1. Yes 2. No

a. Domestic Air Transport US\$

b. Domestic Island Ferry US\$

15.7 All Other Visitor Expenditure: US\$

15.8 Total Expenditure: US\$

16. How many persons, including you are covered in the above expenditure?

17. Which of the following Forms of Payment did you make use of during your stay in the Turks & Caicos Islands?

1. Cash 4. Visa

2. Traveler's Cheques 5. Master Card

3. American Express 6. Other Credit Cards

7. Other (Specify) _____

Section 3

18. How important were each of the following factors in your decision to visit the Turks & Caicos Islands? (Answer on a Scale of 1 to 5)

	NOT IMPORTANT			VERY IMPORTANT	
Climate/Beaches	1	2	3	4	5
Beaches	1	2	3	4	5
Cost of Trip	1	2	3	4	5
Visiting Friends/Relatives	1	2	3	4	5
Previous Trip	1	2	3	4	5
Business Climate	1	2	3	4	5
Diving/Water Sports	1	2	3	4	5

19. How far in advance did you:-

19.1 Decide to visit the Turks & Caicos Islands?

(1) Under 1 Month	(2) 1 - 3 Month(s)	(3) 4 - 12 Months	(4) Over 1 Year	(5) Not Stated
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19.2 Make travel arrangements?

(1) Under 1 Month	(2) 1 - 3 Month(s)	(3) 4 - 12 Months	(4) Over 1 Year	(5) Not Stated
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

20. Did you feel safe in the Turks and Caicos Islands?

i. Yes ii. No

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21. Were you satisfied with the following:

21.1 ACCESS:

	NOT SATISFIED					VERY SATISFIED				
a. Flight Arrangements/Connections	1	2	3	4	5					
b. Immigration	1	2	3	4	5					
c. Customs	1	2	3	4	5					

21.2 QUALITY

a. Facilities <i>(Accommodation, Resources, Ground Transport, Beaches, Etc.)</i>	1	2	3	4	5					
b. Public Utilities <i>(Electricity, Water, Telephone, Computer Services)</i>	1	2	3	4	5					
c. Hospitality <i>(Attitudes of the locals, Entertainment, Sales personnel, Etc.)</i>	1	2	3	4	5					

21.3 OVERALL VALUE FOR MONEY? 1 2 3 4 5

22. Would you return to Turks & Caicos Islands?

Definitely Probably Definitely Not

23. Would you recommend Turks & Caicos Islands to others?

Definitely Probably Definitely Not

24. What recommendations would you like to make to improve the Tourism product of The Turks and Caicos Islands?

i. _____

ii. _____

iii. _____

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