Tourism Exit Survey

Cruise and Stay-Over Arrivals 2021

DEPARTMENT OF STATISTICS

SHOPPING / DINING / ACTIVITIES / NIGHT LIFE / FAMILY FUN

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Introduction

The Department of Statistics (STAT) conducts the Tourism Exit Survey (TES) multiple times per year. The survey is conducted amongst visitors to the island prior to departure. They are approached at our two main ports of entry, namely, at Princess Juliana International Airport to collect information from stay-over visitors and at Port St. Maarten to collect information from cruise visitors.

This survey is used to assess visitor and trip characteristics, spending and travel patterns. TES consists of two types of surveys - the expenditure and the satisfaction surveys. The former captures mainly information pertaining to the average amount spent on various categories, such as accommodation, food, transportation etc., and the latter captures the level of satisfaction for various products and services.

This report presents the results of the TES surveys conducted in 2019. The report is divided in two sections in which part one provides the findings for the stay-over visitors and section for the cruise visitors.

Tourism Exit Survey

Part 1. Stay-over visitors

The focus of this section is on the stay-over visitors in which St. Maarten's overall stay-over arrivals will be covered. In addition, this section presents the results of the expenditure and satisfaction surveys that were conducted at the Princess Juliana International Airport in 2021. The surveys took place in May, August, and December 2021.

Stay-over arrivals 2021

In 2021 of the total arrivals, stay-over arrivals increased from 106,425 from the previous year to 248,852 in 2021, an increase of one hundred and thirty-three percent. However, 2021 was still twenty-two percent less than 2019.

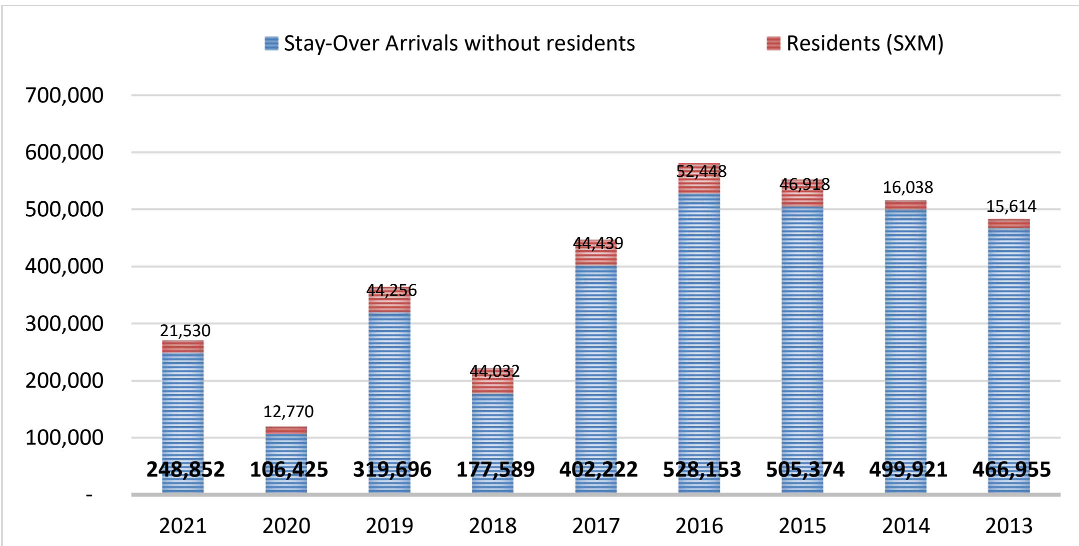


Figure 1. Stay Over Arrivals.

In terms of arrivals by region, visitors from North America and Europe remained the largest groups and accounted for 61% and 29% respectively of the total stay-over arrivals for 2019. Moreover, visitors from the Caribbean, South America and the rest of the world accounted for 10% of the remaining stay-over arrivals. The largest annual change in arrivals from 2018 to 2019 occurred in the North American regions with an increase of 152%. Specifically, the United States (U.S.) and Canadian markets increased by 146% and 203% respectively.

In terms of arrivals by region, visitors from North America and Europe remained the largest groups and accounted for 68% and 26% respectively of the total stay-over arrivals for 2021. Moreover, visitors from the Caribbean, South America and the rest of the world accounted for 6% of the remaining stay-over arrivals. The largest annual change in arrivals from 2020 to 2021 occurred in the North American regions with an increase of 68%. Specifically, the United States (U.S.) and Canadian markets increased by 94% and -8% respectively.

Comparison of the 2018 and 2019 arrivals by region reveals that there were significant changes with the arrivals from North America and Europe. In 2019, visitors from North America accounted for 62% of overall stay-over arrivals, whereas they accounted for only 43% of arrivals in 2018. Moreover, visitors from Europe accounted for 29% of all stay-over arrivals in 2017, which increased to 42% in 2018.

Comparison of the 2020 and 2021 arrivals by region reveals that there were significant changes with the arrivals from North America and Europe. In 2021, visitors from North America accounted for 62% of overall stay-over arrivals, whereas they accounted for only 60% of arrivals in 2020. Moreover, visitors from Europe accounted for 26% of all stay-over arrivals in 2021, which increased to 32% in 2020.

Table 1. stay-over arrivals by region

	2018	2019	% of 2018 overall arrivals	% of 2019 overall arrivals	% change 2018/2019
North America	76,697	193,478	43%	61%	152%
Caribbean	11,752	13,287	7%	4%	13%
Europe	75,018	91,813	42%	29%	22%
South America	4,175	7,188	2%	2%	72%
Rest of the World	9,948	13,930	6%	4%	40%
Total	**177,589**	**319,696**	**100%**	**100%**	**80%**

Table 1. stay-over arrivals by region

	2021	2020	% of 2021 overall arrivals	% of 2020 overall arrivals	% change 2021/2020
North America	169,064	63,879	68%	60%	165%
Caribbean	4,456	2,537	2%	2%	76%
Europe	65,017	33,735	26%	32%	93%
South America	1,615	1,580	1%	1%	2%
Rest of the World	8,700	4,695	3%	4%	85%
Total	**248,852**	**106,425**	**100%**	**100%**	**134%**

Results of 2021 Stay-over Tourism Exit Survey

1. Visitor profile

Number of visits

Slightly over one half of the respondents in 2021 were returning visitors. First time visitors accounted for 47% of the sample, compared to 53% that were returning visitors. Of those returning, 9% indicated that their first visit to the island was via a cruise. Moreover, 38% of returnees indicated they had visited the island one to three times in the past, whereas 62% indicated that they had been to the island four or more times before.

Table 2. First visit to island - 2021

	First time visit to island	First visit was via cruise
Yes	48%	9%
No	52%	91%

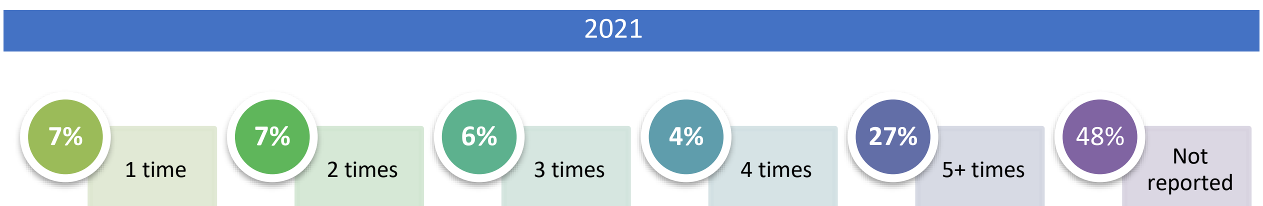


Figure 2. Number of visits to island.

Age and gender

Approximately 48% of the respondents were male and 52% were female. The largest percentage of respondents were in the age category of 60+ years. Ages 15 - 29 years and 30 - 39 years followed closely behind; with ages 50 - 59 years and 40 - 49 years thereafter.

Table 3. Age and gender

	Male	Female	Total
Under 18 years	3%	2%	3%
18 - 24 years	5%	7%	6%
25 - 34 years	16%	20%	19%
35 - 44 years	23%	15%	19%
45 - 54 years	25%	21%	23%
55 - 64 years	25%	19%	22%
65 + years	3%	15%	9%
Average Age	43	35	39

Travel party size

The average travel party size was three persons. Visitors from the South America had the largest travel party size with an average of 2.7 persons. Visitors from Canada and the United States followed with the next largest travel group size.

Table 4. Average travel party size by region/country	
Average travel party size	**2.7 persons**
United States	2.6 persons
Canada	2.4 persons
Caribbean	1.5 persons
Europe	4.0 persons
Central America	1.2 persons
South America	1.8 persons
Other	1.4 persons
Not reported	2.0 persons

Travel party composition

The travel party composition indicates that 60% of respondents either travelled alone (24%) or with their spouse/partner (39%). The remaining respondents travelled with their family, friends, or a combination of both (34%). While 1% travelled with business associates.

Table 5. Travel party composition	
Alone, no travel companion	20%
You & your spouse / partner	41%
Family only	10%
Friends only	13%
Family & Friends	11%
Business associates	2%
Other	0%
Not reported	3%
Total	**100%**

Moreover, observing the relationship between travel party composition and region reveals that visitors from the Caribbean and Europe often travelled alone, whereas visitors from the United States frequently had a companion and travelled with their spouse/partner.

Table 6. Travel party composition by region

	United States	**North America**	**Caribbean**	**Europe**
Alone, no travel companion	8%	9%	5%	5%
You & your spouse / partner	29%	33%	2%	5%
Family only	6%	7%	1%	1%
Friends only	9%	11%	1%	2%
Family & Friends	7%	8%	1%	2%
Business associates	0%	0%	1%	1%
Other	0%	0%	0%	0%
Not reported	1%	2%	0%	1%
	62%	**71%**	**10%**	**16%**

Purpose of visit

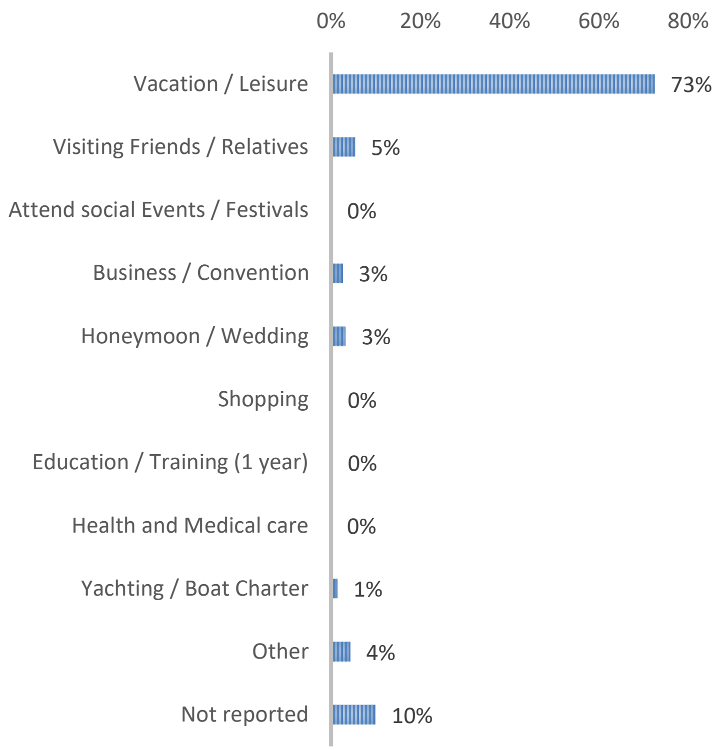


Figure 3. Purpose of visit

The main reason given for travelling to the island was vacation/leisure at 72%. The second largest reason chosen was other (16%) which consisted mainly of persons who were in transit to other countries. Additionally, 6% of the respondents were on the island for business purposes or visiting friends or relatives.

Length of stay

Respondents stayed on average 8.2 nights on the island. European visitors remained the longest, namely, 13 nights, followed by Canadians with an average of 11 nights. The Caribbean, Other[1], and the United States were next in line. The region registered with the least sum of nights stayed on the island was Latin America.

Table 7. Average length of stay in nights (per region)

	Average stay in nights
United States	7.1
Canada	11.7
Caribbean	8.7
Europe	13.4
Central America	-
South America	3.5
Other	7.2
Not reported	7.6
Total Average	**8.2**

[1] "Other" representation of a composite of nations from other regions,

Country/region

Figure 4 displays the country/region of permanent residence of the visitors surveyed. Many of the respondents, 63%, were from the United States. The second largest group of respondents were from the Europe at 15%. Visitors from Canada and the Caribbean accounted for 10% and 9% respectively.

Most respondents from the United States were from the top five states ranked in the following order of New York, Florida, New Jersey, Georgia, Massachusetts. The top five respondents from the Caribbean were from Curacao, Sint Eustatius, Saba, Anguilla, Dominican Republic. The top five European respondents were from France, the Netherlands, the United Kingdom, Germany, and Sweden.

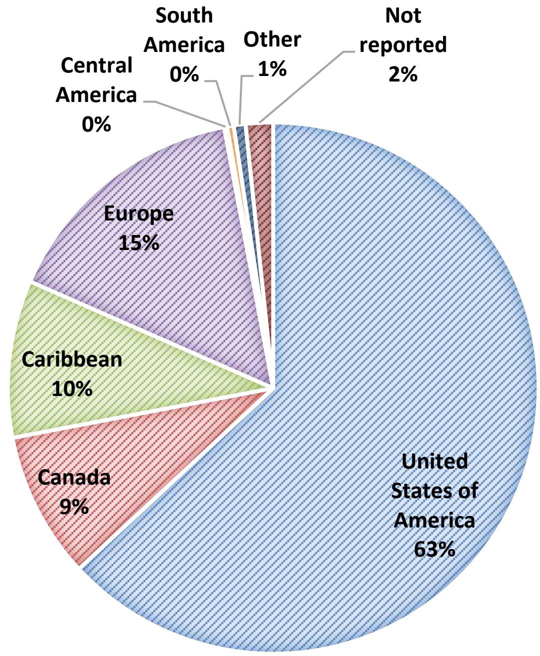


Figure 4. Country/region of permanent residence.

Income

Majority of respondents in 2019 had a gross annual household income of over US $125,000 (31%). Of the remaining groups, 11% fell into the category of USD $100,001 - USD $125,000, 14% grossed between USD $75,001 - USD $100,000, 13% grossed USD $50,001 - USD $75,000, 12% grossed USD $25,000 - USD $50,000, and respondents who had an income of less than USD $25,000 were 18% of the total.

Table 8. Household income	
Less than USD $25,000	18%
USD $25,000 - USD $50,000	12%
USD $50,001 - USD $75,000	13%
USD $75,001 - USD $100,000	14%
USD $100,001 - USD $125,000	11%
USD $125,001 and over	31%

2. Activities

Figure 5 shows activities the respondents participated in during their stay on the island. More than one half of the respondents dined (83%), visited the beaches (81%), shopped (61%), and visited Philipsburg (50%). Of the four districts noticeably advertised to visitors, Philipsburg was the most visited followed by Marigot, Orient Bay, and Grand Case. Plane spotting/watching, and Boat trips were also highly attended activities during their stay.

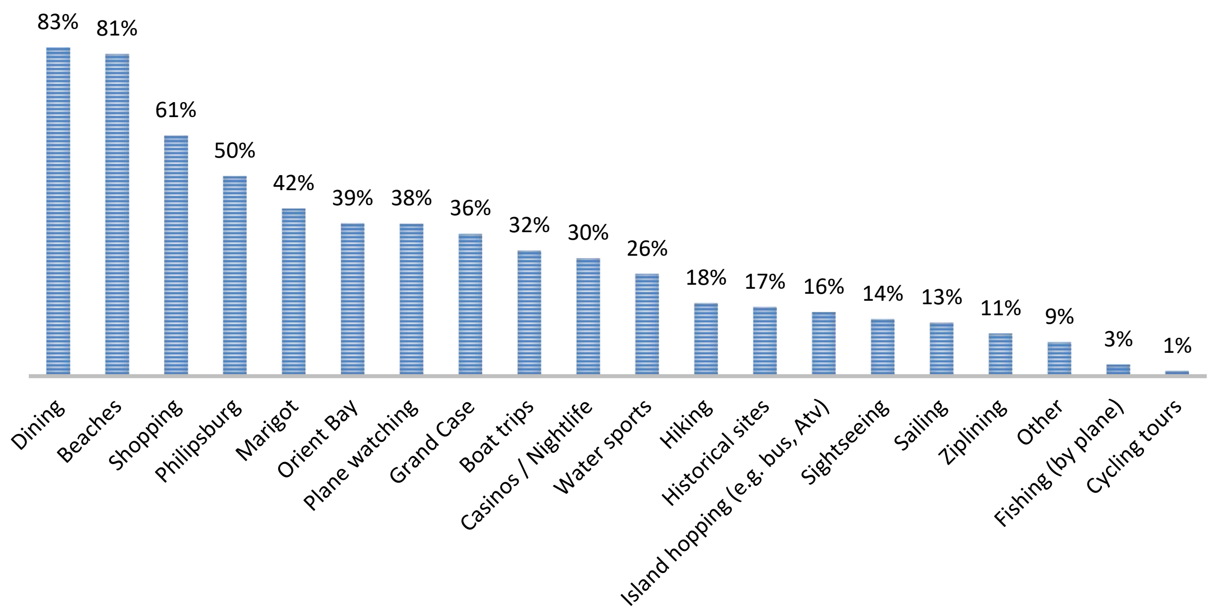


Figure 5. Activity participation.

Figure 6 shows where respondents stayed during their stay on the island. Most respondents stayed at hotels, while the second largest group stayed in timeshares. Additionally, 10% in the alternative lodgings industry (Airbnb, VRBO, Homeaway, etc.), 9% in a condo/villa, 8% with friends/relatives, and 9% divided among the remaining accommodation types.

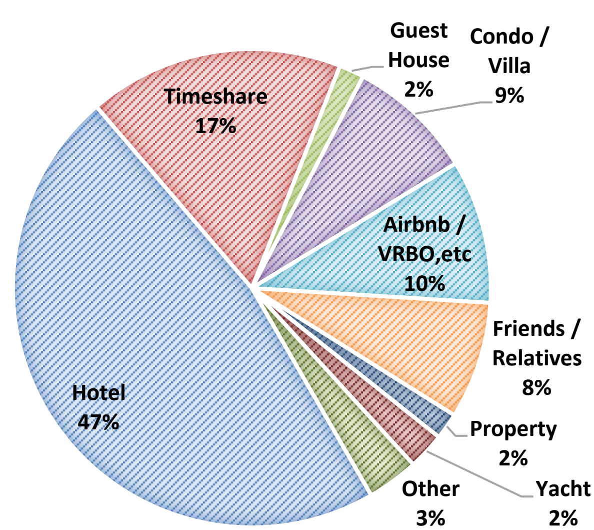


Figure 6. Accommodation Type.

3. Satisfaction

Respondents were asked to rate certain aspects of the island with '1' being 'Very poor' and '5' being 'Excellent'. For the ratings of the entire island, the top scores were considered above 3.0. The aspects rated above a 3.0, from highest to lowest, were immigration services, airlines, island's cleanliness, and airport facilities. Communication services and sightseeing were considered average and slightly above, with ratings of 2.9 and 2.5 respectively. The remaining aspects fell below an average score. (See figure 7 and 8)

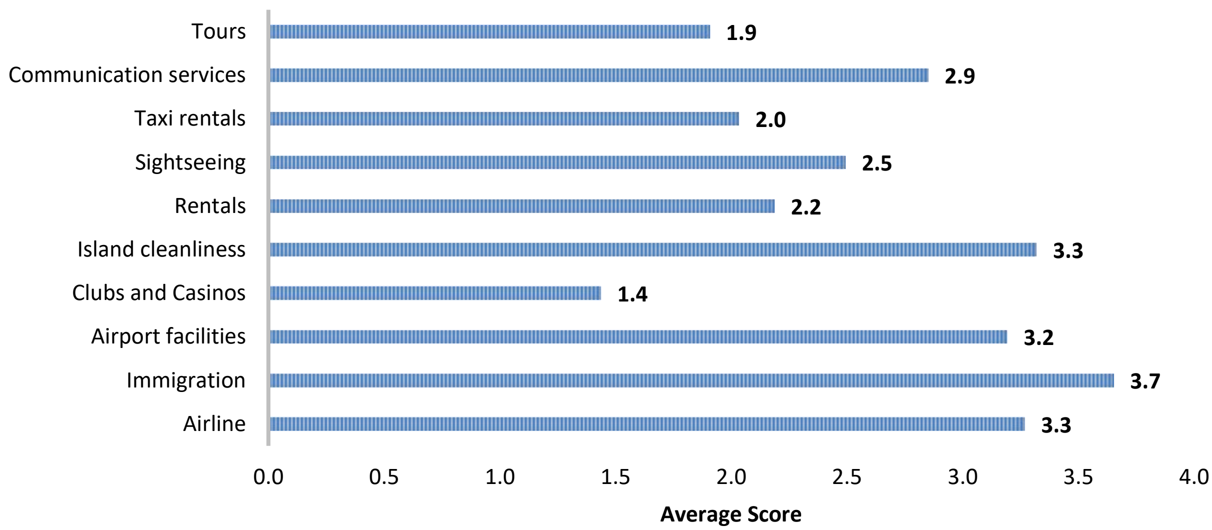


Figure 7. Island-wide satisfaction ratings.

In all the categories shown in figure 8, Dutch side (Dutch) scored higher than the French side (French) on average. The Dutch obtained the highest scores in the categories of friendliness and beaches. Whereas, with the French, the highest average score was beaches. The aspect with the largest average score difference between both sides of the island were accommodations, with a difference of 1.4, favoring the Dutch side.

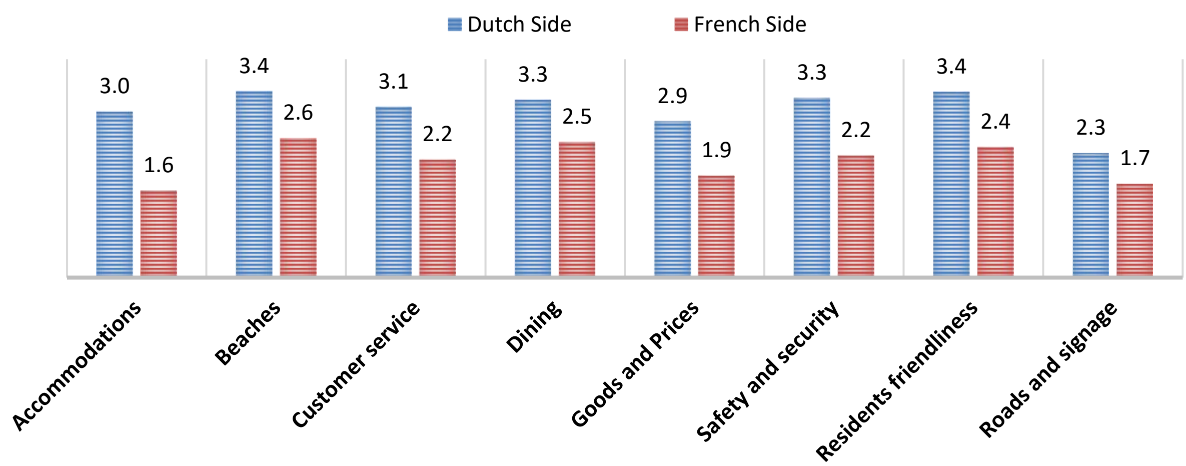


Figure 8. Comparison of satisfaction ratings.

The survey also captured to what extent visitors' expectations were met during their visit to the island. Over 91% of respondents' expectations were positively met – 620% indicated that their expectations were met and 31% indicated that their experience exceeded their expectations. For 6% of respondents, their experience on the island was below their expectations. **While 6% were none-responses**.

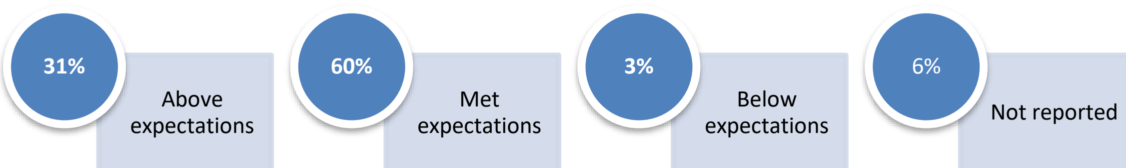


Figure 9. Visitor expectations.

Many respondents were quite positive when asked if they would "return or recommend" the island to others. The percentage of respondents who would "definitely return and recommend" to others was well over 50% and overall. The percentage with a positive response for both "definitely or probably return" and recommend intentions were well above 80%. **While 2% and 1% were none-responses for returns and recommendations respectively.**

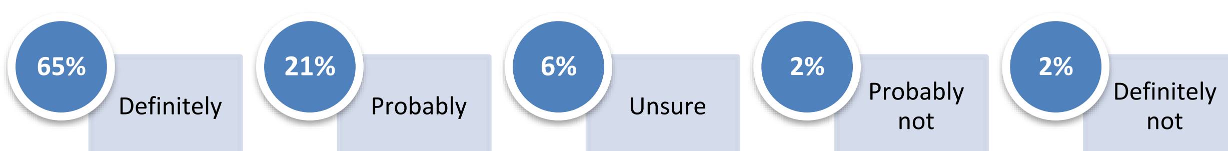


Figure 10. Intentions of return.

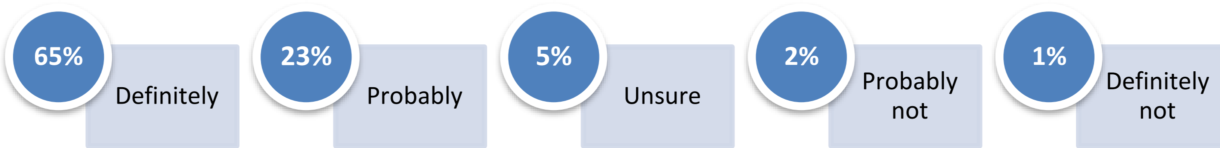


Figure 11. Recommend to others.

4. Expenditure

The Average Daily Expenditure (ADE) amongst visitors surveyed in 2021 was $163.59 per person per day. Compared to 2019, this increased by 57%.

Figure 13 shows the average daily expenditure by region. Visitors from Caribbean had the largest ADE at $218.08 per person followed by visitors from North America with $174.11 per person (USA and Canada, $186.37 and $161.85 respectively). The lowest ADE were visitors from Europe, with $110.12 per person per day. Latin Americans were responses were to limited to report.

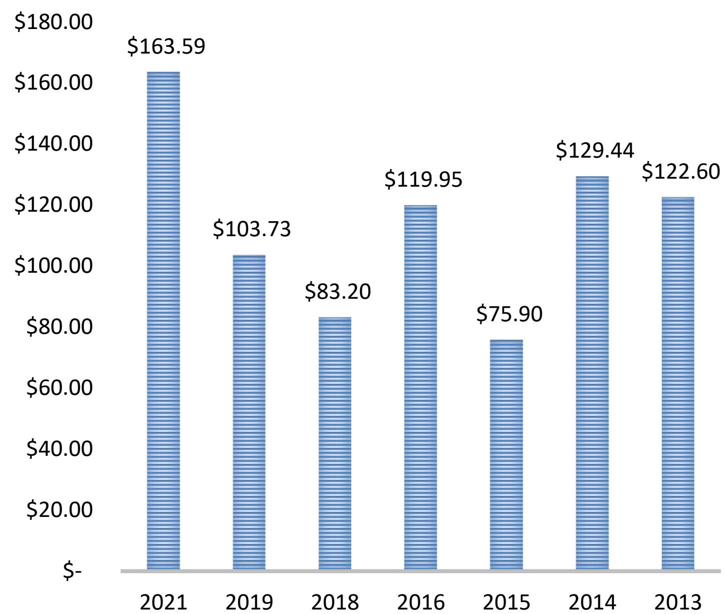


Figure 12. Average daily expenditure.

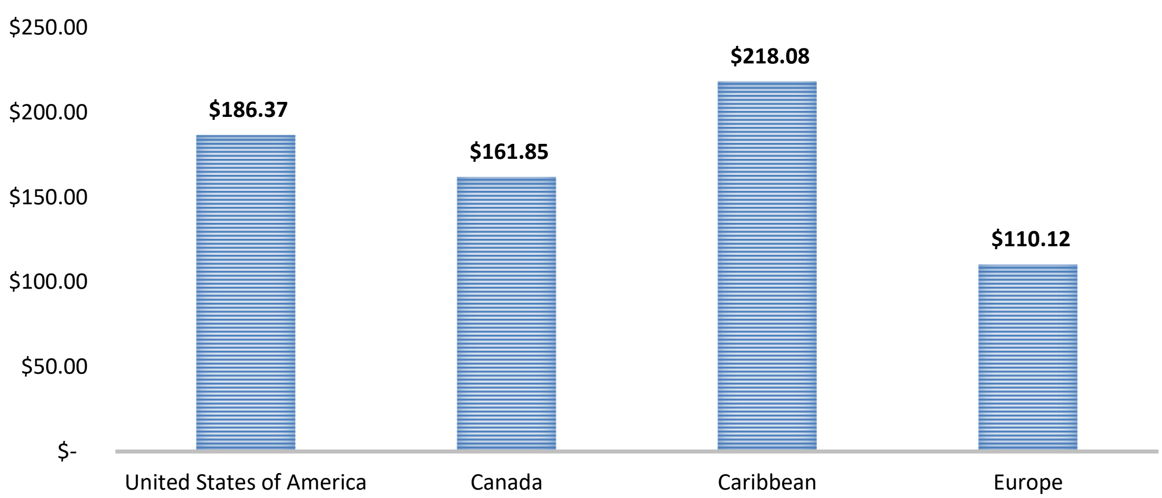


Figure 13. Average daily expenditure by region

Further analysis of the average daily expenditure when matched by household showed that respondents with an annual gross household of over USD $100,001 spent over $200 per day. Moreover, respondents with an annual household income of over USD $125,000 had the highest ADE of $212.55 per day.

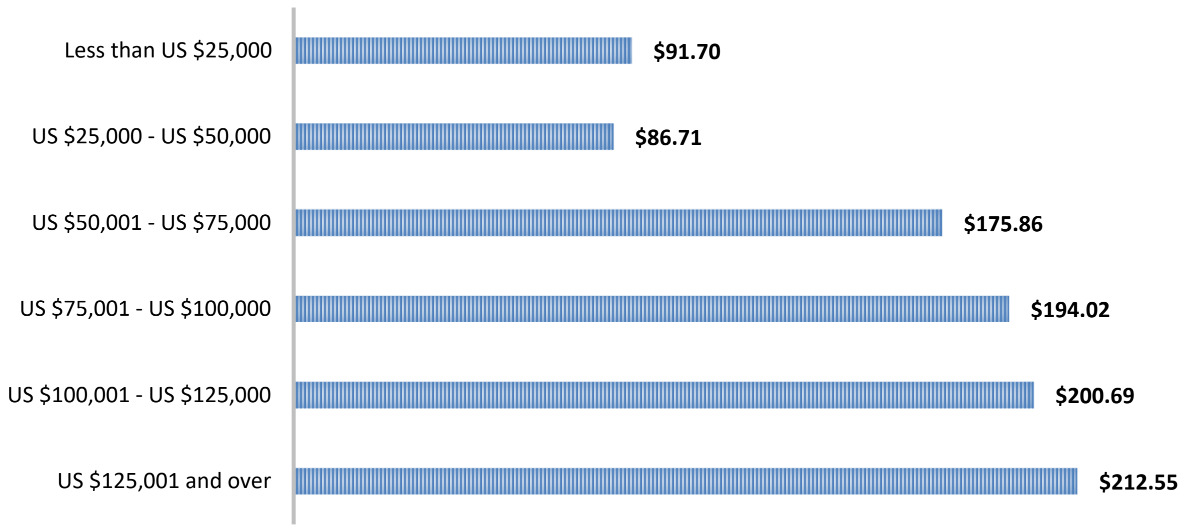


Figure 14. Average daily expenditure by income.

For all visitors the largest percentage of their budget were spent on accommodations. Overall, 56% of total expenditures was spent on accommodation. Food and beverages consumed outside the visitor's accommodation (restaurants) accounted for the second highest expenditure, 14% of total expenditures.

Table 9. Percentage of daily expenditure per category

	United States of America	Canada	Caribbean	Europe	**Latin America**	Other
Accommodations	58%	54%	28%	56%	92%	20%
Room	25%	32%	15%	33%	62%	18%
Food/Beverages	9%	8%	9%	5%	30%	0%
Groceries	4%	10%	7%	4%	7%	11%
Restaurants	14%	15%	14%	17%	0%	40%
Night club	2%	1%	3%	3%	0%	2%
Casinos	2%	2%	4%	2%	0%	0%
Attraction	2%	2%	3%	1%	0%	3%
Sports	1%	1%	0%	2%	0%	1%
Special events	0%	0%	0%	0%	0%	0%
Adult entertainment	0%	0%	2%	0%	0%	0%
Taxi	1%	1%	1%	1%	0%	0%
Car rental	5%	7%	5%	8%	0%	5%

Public bus	0%	0%	0%	0%	0%	0%
Scooters / Atvs / etc	0%	0%	0%	0%	0%	0%
Boat Charters	0%	0%	0%	0%	0%	3%
Clothing	1%	1%	14%	1%	0%	2%
Jewelry	4%	2%	1%	1%	0%	0%
Electronics	0%	0%	8%	0%	0%	0%
Alcohol	1%	1%	2%	1%	0%	9%
Tobacco	0%	0%	0%	1%	0%	1%
Other goods	2%	1%	0%	1%	0%	2%
Other services	1%	1%	8%	0%	0%	0%

Cruise Exit Survey

Part 2: Cruise visitors

Cruise arrivals 2021

The Tourism Exit Survey of 2021 covers a sample of all tourists that have visited St. Maarten and departed by either cruise vessel or aircraft. This portion of the text covers the cruise section of the survey. According to the World Trade Organization[2], "A visitor is defined as the activities of person(s) travelling to and staying in places outside of their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited". Consequently, individuals residing on St. Maarten for one year or longer are excluded from the survey. Due to the geographical location and size of the island, all tourists are viewed as international visitors in this report. The term international visitors also include individuals residing abroad permanently.

The Tourism Exit Survey is normally conducted four times per year, with at least one survey being conducted in each high and low season. The survey period lasts for 14 days, starting on the third Sunday of the month until the last Saturday within that month. However, in 2019, data-collection was only conducted during two periods, respectively September and December. Although the data observation periods were limited, it still provided a representation of both the high and low tourist-seasons on the island.

Displayed in figure 15 are the total number of cruise passengers and cruise vessels in absolute numbers for six years. In 2014, St. Maarten reached its peak cruise visitor arrivals as 2,001,996 persons arrived at its port via 692 cruise vessels. However, that number steadily declined in the following years except for the year post hurricane Irma, which saw a sharp increase in 2018 and a further slight increase in 2019. This was followed by another steep decline during the height of the pandemic in 2020. Figures 16 and 17 show decreases in both cruise passenger numbers and vessel arrivals, during 2020, as well as the gradual increase of cruise vessel arrivals yet a further decline in passenger arrivals during 2021.

[2] International Recommendations for Tourism Statistics 2008. New York: United Nations, 2010. Internet resource.

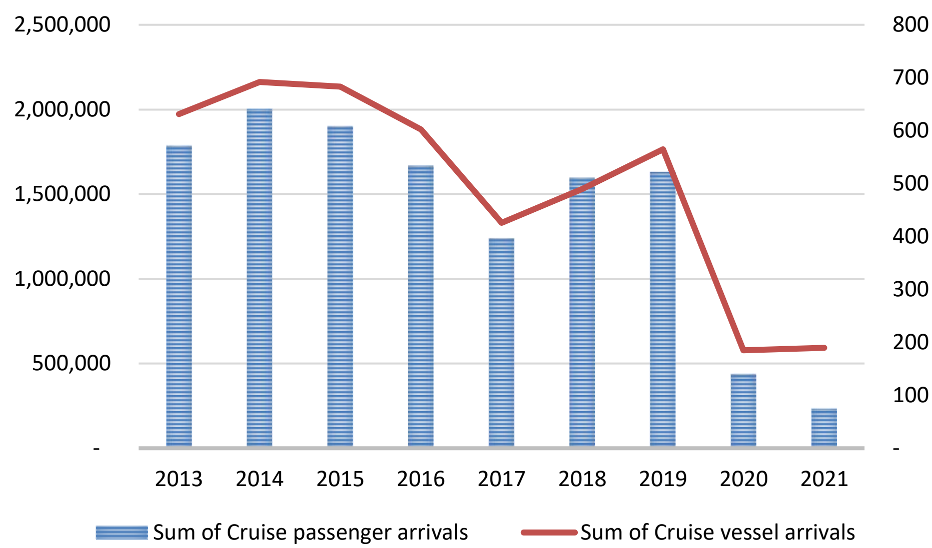


Figure 15. Total number of cruise passengers (yearly).

A comparison of 2021 and 2020 revealed a slight decrease, roughly a 47% change in passenger arrivals with a 3% increase in cruise vessels visits.

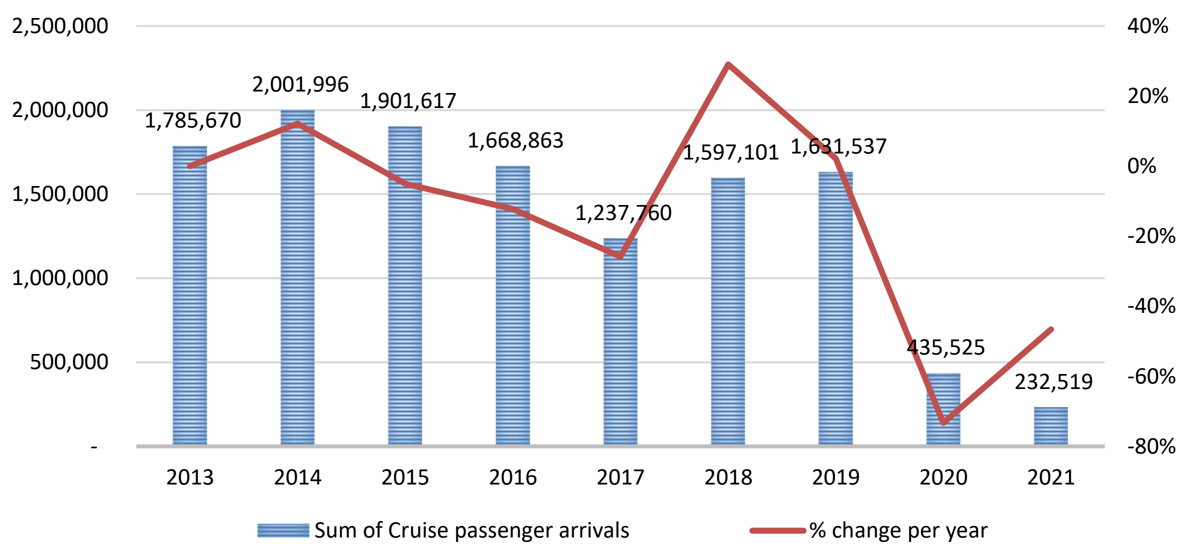


Figure 16. Total number of cruise passengers and percentage of change.

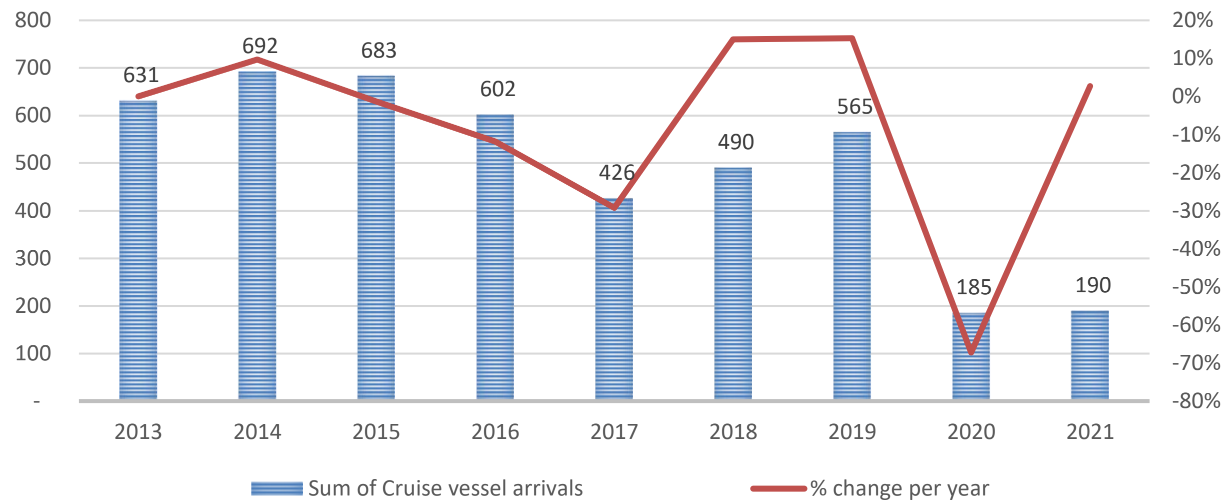


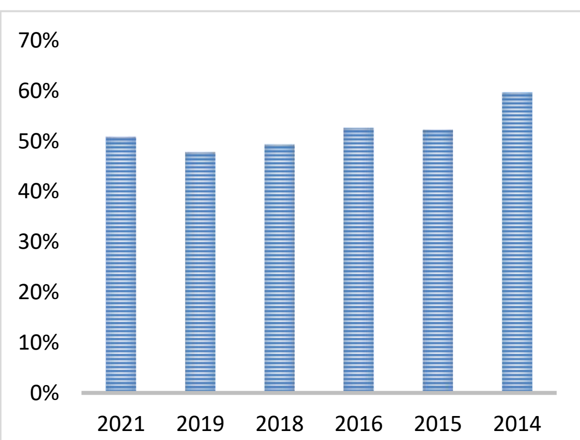
Figure 17. Total number of cruise vessels and percentage of change.

Results 2021 Tourism Exit Surveys

1. Visitor's profile

Number of visits

Figure 18-a displays the percentage of cruise passengers that visited St. Maarten for the first time. Clearly, the number of first-time visitors has steadily declined over years. Presently, most cruise visitors have been to the island previously via cruise or stay-over and have returned anywhere between 2 to 3 or 5 times. See Figure 18-b.



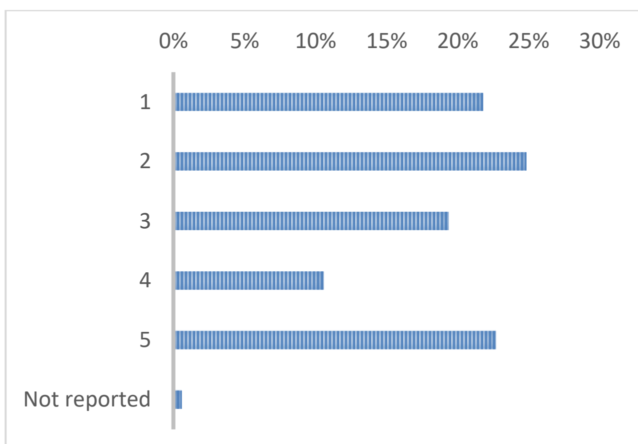


Figure 188.a Previous visits to St. Maarten/St. Martin

Figure 198.b Previous visits to St. Maarten/St. Martin.

Age and gender

Table 10 indicates the age and gender of the sampled cruise visitors. Seemingly many cruise visitors, approximately 43%, are 50+. In fact, seniors ages 65+, have the largest percentage representation amongst cruise visitors for both genders. The remaining age groups are fairly similar in representation, except for persons under 18 years.

Table 10. Age and Gender	Male	Female	Total
Under 18	5%	4%	4%
18 - 24	11%	10%	11%
25 - 34	17%	17%	17%
35 - 44	12%	10%	11%
45 - 54	11%	16%	14%
55 - 64	15%	16%	15%
65 +	30%	26%	28%
Average Age	**42.0**	**46.2**	**46.1**

Travel Party Size

The average travel party size was 3 persons. Visitors from the Caribbean had the largest travel party size with an average of 3.3. They were followed by visitors from North America and Europe, which had fairly little difference in group size.

Table 11. Travel party size						
	2021	**2019**	**2018**	**2016**	**2015**	**2014**
United States	2.2	2.6	2.2	3.2	3.5	3.9
Canada	2.2	2.5	2.1	2.5	3.0	4.4
Caribbean	2.6	3.3	2.1	3.2	3.9	4.3
Europe	2.0	2.4	1.8	2.8	2.7	5.9
Central America	1.5	1.3	1.9	4.8	3.3	3.8
South America	0.9	0.0	2.0	3.2	4.7	4.7
Other	2.5	2.0	1.4	3.3	2.4	7.0
Grand Total	**2.1**	**2.6**	**2.1**	**3.1**	**3.5**	**4.2**

Travel party composition

Figure 19 displays the travel party categories and the percentage of cruise visitors pertaining to each group. Evidently, most cruisers travelled as intimate groups of spouses/partners. Hinting to that it may be seen as a couple’s getaway or mini honeymoon.

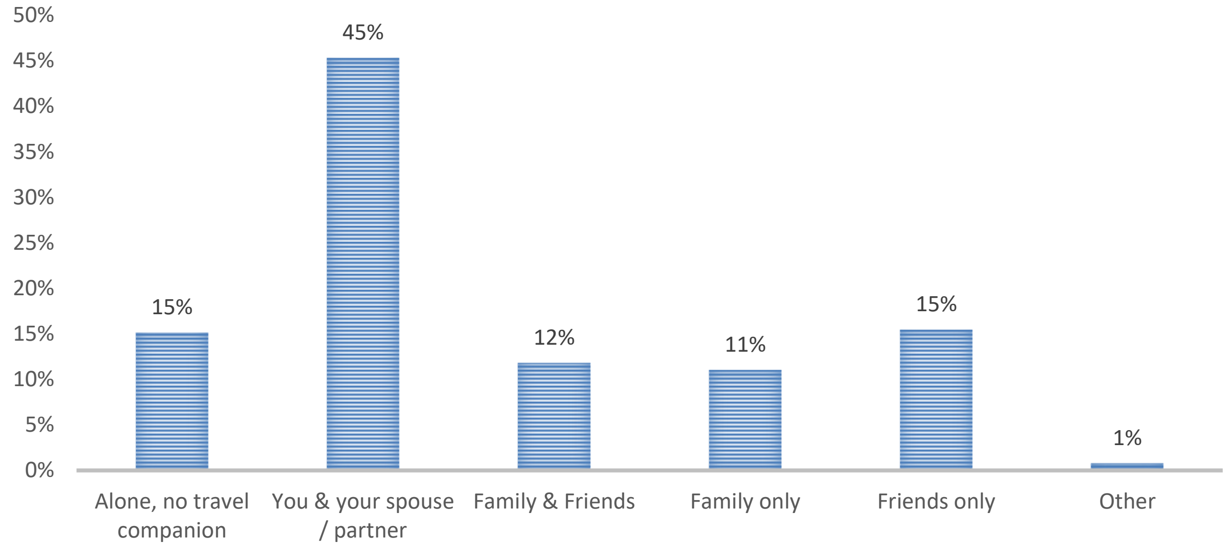


Figure19. Travel group composition.

Country/Region

Figure 20 shows the country/region of permanent residence of the visitors surveyed. Majority of the respondents, 69%, were from the United States. The second largest group of respondents were from the Europeans (24%). The remaining regions cumulatively represented 7% of the responses.

The United States respondents were from the state of Florida, New York, California, Pennsylvania, and Texas. The top respondents from the Caribbean were from British Virgin Island, the Cayman Islands, Guadeloupe, and Puerto Rico. Whereas, the top five European respondents were from the United Kingdom, Germany, France, the Netherlands, and Switzerland in that order.

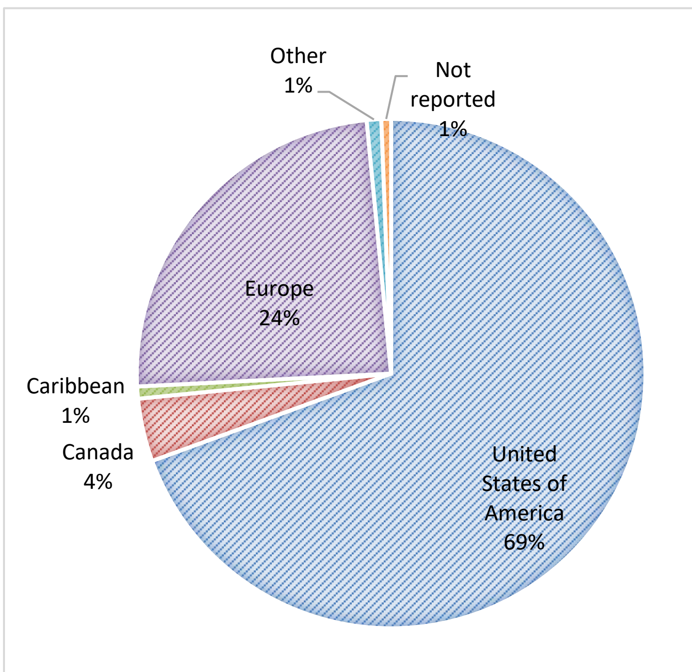


Figure 200. Country/region of permanent residence.

Income

In 2021, the percentage of visitors seemed to increase with the higher an annual household income category was. Figure 21 shows that persons with household incomes $ 125,001 and greater were the most represented, with 22% percent. Whereas households earning between $25,000 - $125,000 were relatively evenly represented.

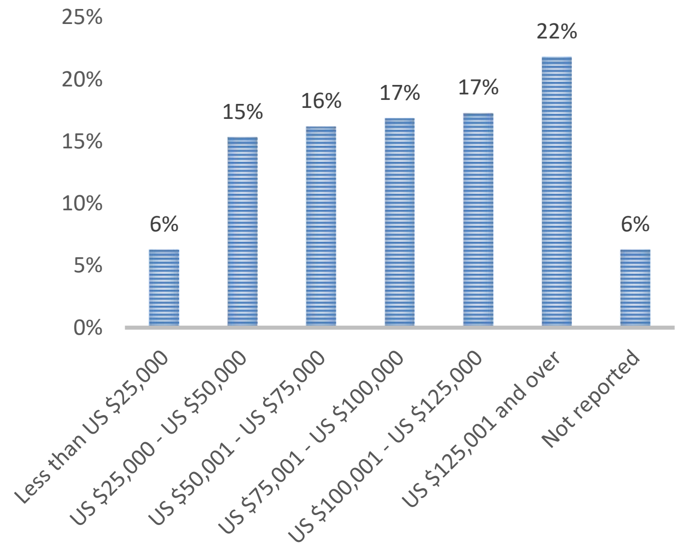


Figure 21. Household income of visitors.

2. Activities

Unlike stay-over visitors, cruise passengers have less than 24 hours to experience a destination before boarding to travel to another country. With limited time available, it interesting to identify the activities that obtain the most responses. However, there is a likely correlation between certain activities, such that one activity often leads to another increases the responses to that option. In addition, location of the activity is another variable that must be considered. This can be seen with the itinerary of sightseeing tours and visits to popular locations such as Orient Bay and the island's capitals. As displayed in figure 22, shopping was the most performed activity, followed by visits to the beaches, visiting Philipsburg, dining, sightseeing tours, and plane spotting/watching.

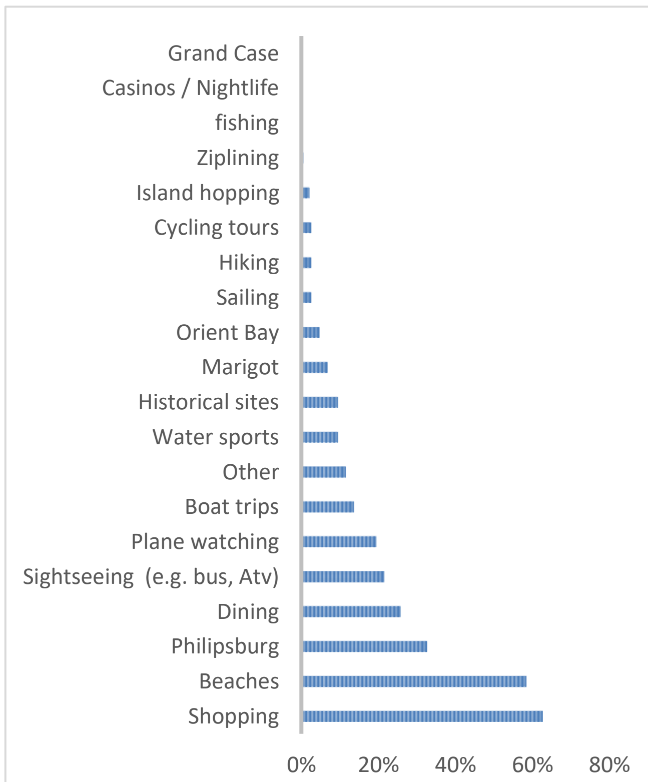


Figure 212. Activity Participation.

Table 12 displays the importance of certain factors in determining cruise visitors' activity decisions. Previous visits to St. Maarten/St. Martin and walks throughout the normal pathways are by far the highest means of deciding on activities. Friends and family were the next highest influence, followed by taxi drivers.

Table 12: Decision making sources for activities

	On-shore information desk	Friends & relatives	Crew advice	Internet	Taxi drivers	Walking	Experience
Very important	14%	23%	15%	9%	12%	34%	37%
Important	12%	13%	15%	6%	11%	22%	17%
Average	18%	6%	9%	1%	15%	12%	4%
Somewhat important	4%	6%	6%	1%	3%	3%	1%
Unimportant	24%	22%	21%	15%	25%	11%	7%
Not Reported	29%	29%	33%	67%	34%	19%	34%
Grand Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

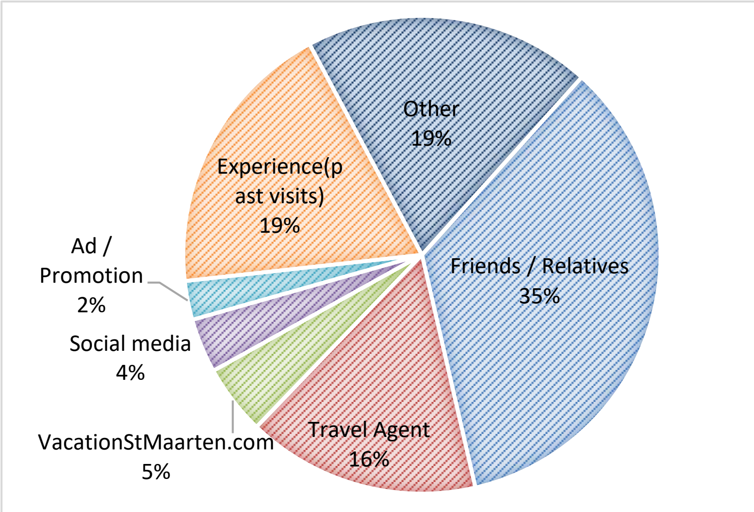


Figure 23 displays the various marketing activities that are used to attract visitors to St. Maarten/St. Martin's shores, or in the case of Cruise visitors, it is used to further provide information from which they are solicited to travel throughout the island whilst on shore.

Figure 223. Influential sources of information.

3. Satisfaction

In figure 24, respondents were asked to rate certain aspects of the island with '1' being 'Very poor' and '5' being 'Excellent'. With regards to ratings to the entire island, the top score was given to the port facility and tours (4.5). The second was shared by several categories of which independent sightseeing, taxis, and island cleanliness received the highest average score (4.4). The aspects with the lowest scores were the communication services (specifically internet) and clubs/casinos (3.4).

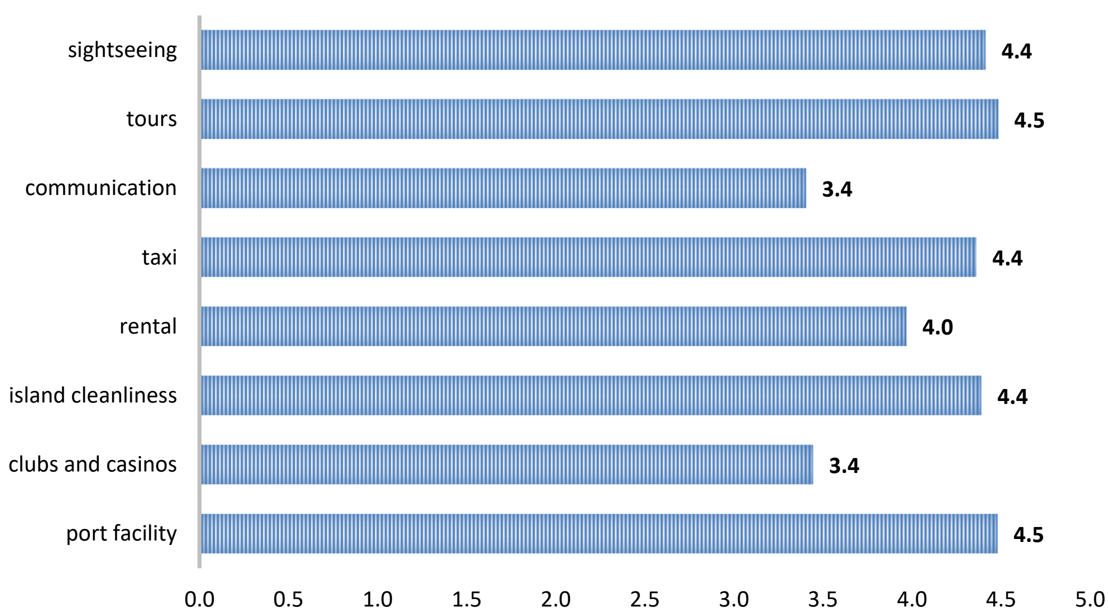


Figure 24. Island-wide satisfaction ratings.

In half of the categories shown in figure 25, the Dutch side scored on average higher than the French side. For the Dutch, the highest score was with residents' friendliness. Whereas, with the French, the highest average score was also residents' friendliness. The aspect with the largest average difference in scores between both sides of the island were beaches and Roads & Signage, with a difference of 0.2 favoring the Dutch side.

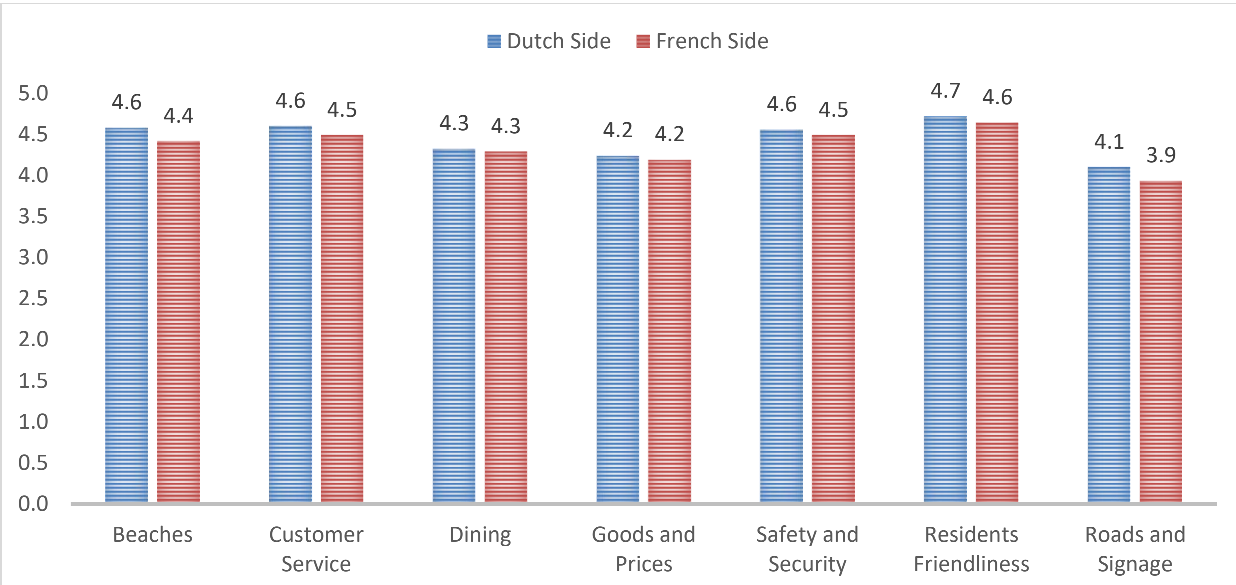


Figure 25. Comparison of satisfaction ratings.

The survey also captured to what extent visitors' expectations were met during their visit to the island (figure 26). Over 97% of respondents' expectations were positively met, namely 55% indicated that their expectations were met and 42% indicated that their experience exceeded their expectations. For 1% of the respondents, their experience on the island was below their expectations.

Figure 26. Visitor Expectations.

Many respondents were quite positive when asked if they would return or recommend the island to others (figure 28). The percentage of respondents who would definitely return and recommend to others was well over 50%, and overall, the percentage with a positive response, definitely or probably return and recommend intentions for both, was above 80% (figure 28 and 29).

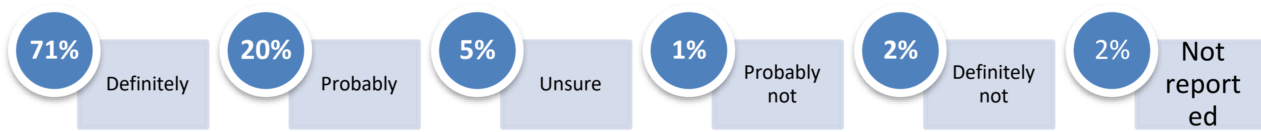


Figure 27. Intentions to return.

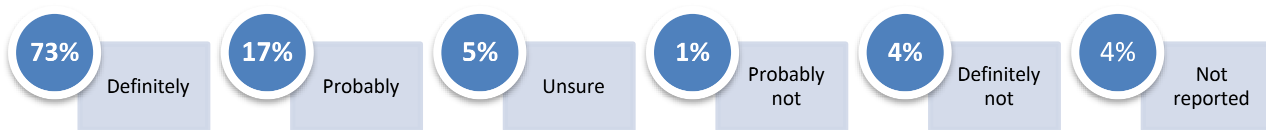


Figure 28. Recommend to others.

3.1 Likes and Dislikes of the visitors

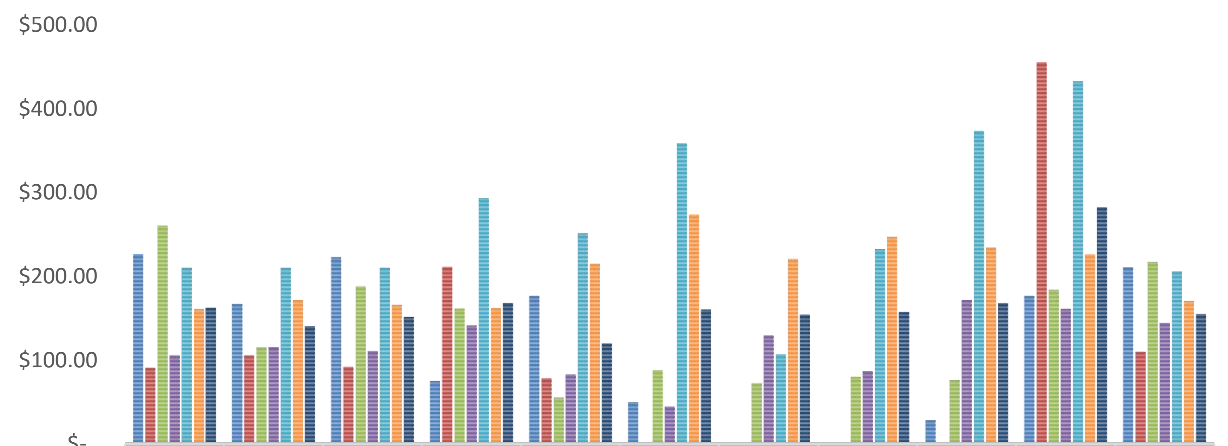
Through analysis of the previous section, it is fair to conclude that tourist re-patronage and positive word-of-mouth recommendations were highly influential, and as a destination, St. Maarten/St. Martin the primary reasons for these attitudes and behaviors must determine. By investigation of the complaints and complaints of a destination, insight is provided into areas for marketing opportunities and product development. Table 13 provides the top ten reported pleasurable and unpleasant factors (likes and dislikes) of the respondents. Beaches, residents (hospitality), and the sceneries led the responses regarding pleasurable experiences. Thereafter, cleanliness of island, shopping weather, tours, dining, water activities, and plane spotting followed. Top distasteful aspects were prices, island-wide traffic, pollution, excursions, internet, climate, taxi services, solicitors, crowds, and shopping on the island. As cleanliness and pollution on the island were both indicated as pleasurable and unpleasant experiences, this led to further analysis which derived that most of the negative connotation surrounding pollution was directly related to garbage littered throughout the island.

Table 13: Feedback ranking

Like	Rank	Dislike
Beaches	1	*Prices*
Friendly residents	2	*Traffic*
Scenery	3	*Pollution*
Cleanliness	4	*Excursions*
Shopping	5	*Internet*
Weather	6	*Climate*
Tours/Excursions	7	*Taxi service*
Dining	8	*Solicitors*
Water activities	9	*Crowds*
Plane spotting	10	*Shopping*

4. Expenditures

In this section, tourism related expenditure indicators will be covered, significant markers in this industry upon which our economy is heavily reliant on. The indicators include the average daily expenditures (ADE) of $210.72 in 2021 in St. Maarten per cruise visitor. In figure 29, the ADE by region of residence is presented by primarily the five major regions whose residents usually embark on cruises destined for the Caribbean that disembarked in St. Maarten along their journey. This chart also includes data gathered from residents of countries outside the “Western world” and were grouped together in a category labeled as “Other”.



	United States	Canada	North America	Caribbean	Europe	Central America	South America	Latin America	Other	Not reported	Total ADE
2021	$226.61	$166.84	$222.91	$75.00	$177.03	$50.00	$-	$-	$28.33	$177.00	$210.72
2019	$91.12	$106.00	$92.26	$211.19	$78.33	$-	$-	$-	$-	$455.14	$109.95
2018	$260.54	$115.46	$188.00	$161.61	$55.67	$87.82	$72.61	$80.21	$76.46	$184.27	$217.25
2016	$105.74	$115.94	$110.84	$141.45	$82.94	$44.63	$129.70	$87.16	$171.53	161.36	$144.28
2015	$209.99	$210.16	$210.08	$293.47	$251.39	$358.47	$106.96	$232.72	$373.50	$432.53	$205.86
2014	$160.95	$171.50	$166.23	$162.06	$215.01	$273.53	$220.99	$247.26	$234.72	$226.15	$170.85
2013	$162.91	$140.66	$151.79	$168.56	$120.14	$160.45	$154.28	$157.36	$167.95	$282.72	$155.04

Figure 29. Average daily expenditure by region of residence.

American visitors on average contributed to the largest amount of daily expenditure per person for goods and services provided while visiting the island. Europeans were the second largest cruise spenders followed by Canadians. Then lastly Caribbean visitors spent the least while onshore.

For St. Maarten’s tourism product, the United States is the island’s largest market (see table 1. North Americans combined represented 73% of the respondents (see table 14).

TABLE 14: CRUISE VISITORS PER REGION	
	2021
United States	69%
Canada	4%
Caribbean	1%
Europe	24%
Latin America	0%
Other	1%
Not reported	1%
Grand Total	**100%**

Figure 30, presents the cruise passengers' ADE based on their number of visits. Visits ranged from one time prior to the present trip and up to five or more previous visits. The bar chart indicates that as visitors returned to the island (otherwise known as loyal or retained visitors), they were more likely to have higher expenditures per person when compared to previous trips. Although not always linear, in most years it appeared that after three visits the trajectory of expenditures increased within each year; although it may not fully apply to 2021. This chart complements literature that indicates patronizing customers are more profitable over the life of a business or product (Babu, & Kumar, 2010; Reinart, & Kumar, 2000). With the combination of this concept and the results displayed in figure 31, it may be suggested that increased focus should not be placed solely on returning customers but must also include an effort to retain those within a particular income bracket.

Based on their average household income ranges, during their disembarkment on St. Maarten, higher household income earners apparently exhibited more expenditures on the island than their counterparts. Spending slightly above $400 per person per day. However, there seems to be no concise annual trend concerning the value of their total expenditures in relation to household earnings.

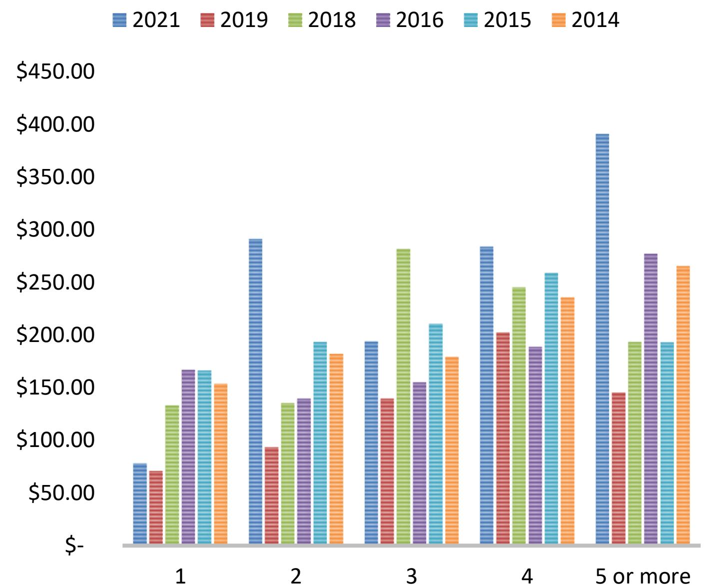


Figure 30. Average daily expenditure by number of visits.

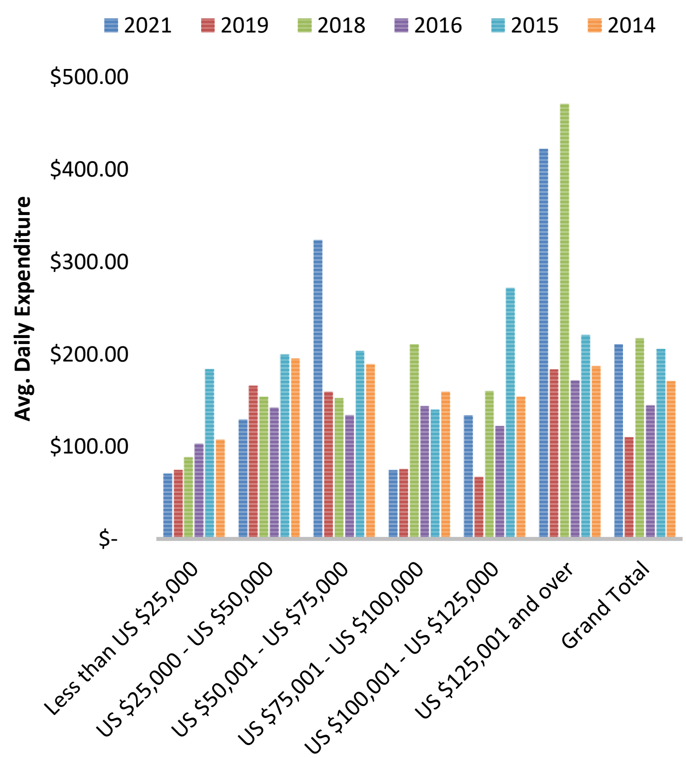


Figure 31. Average daily expenditure by income.

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1. Babu, K. & Kumar, B. (2010). 'Customer Service Management - Turning Customer Loyalty into Profitability,' Synergy, 8(2): 93- 98

2. Reinartz, Werner. & Kumar, V. (2000). On the Profitability of Long-Life Customers in a Noncontractual Setting: An Empirical Investigation and Implications for Marketing. Journal of Marketing. 64. 17-35. 10.1509/jmkg.64.4.17.18077.