

## Tourism Highlights 2015

Tourism is the commercial organization and operation of holidays and visits to places of interest.<sup>1</sup> The World Tourism Organization (WTO) defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only ", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".<sup>2</sup>

According to the WTO, international tourist arrivals grew by 4.3 % in 2014 to 1.133 billion. In 2014, international tourism generated US\$ 1.5 trillion in export earnings. UNWTO forecasts a growth in international tourist arrivals of between 3% and 4% in 2015. International tourist arrivals have increased from 25 million globally in 1950, to 278 million in 1980, 527 million in 1995, and 1133 million in 2014. Likewise, international tourism receipts earned by destinations worldwide have surged from US\$ 2 billion in 1950 to US\$ 104 billion in 1980, US\$ 415 billion in 1995 and US\$ 1245 billion in 2014.

According to the Caribbean Tourism Organization (CTO) there were over 14.3 million U.S. visits to the Caribbean region, 6.3% more than the previous year. Notably, the American market accounts for approximately 50% of total arrivals. The Canadian market continued to perform well, rising by 4.5% in 2015, although a cause for concern is that the number of destinations recording decreases (13 destinations) exceeded the number with increases (11 destinations) in arrivals from the market. Arrivals from the European market were estimated at 5.2 million, breaching the 5 million mark for the first time since 2008. This represented growth of 4.2%. Of this market, 1.1 million arrivals were from the U.K., the leading European source market, which translates to an increase of 10.4% compared to 2014.<sup>3</sup>

Tourism in the Caribbean region as a whole, has regained lost ground in the heat of the global economic depression in 2008/2009. The Caribbean Tourism Organization (CTO) recorded that in 2012 the Caribbean welcomed nearly 25 million tourists. However, some Caribbean countries are performing better than others, particularly those that rely heavily on the British market. In cruise tourism, the industry's success is headlined by the Caribbean, which continues to rank as the dominant cruise destination, accounting for 37.3% of all global itineraries in 2013. The Caribbean continues to have the leading share of cruise industry capacity, although there has been growth in all global cruise regions<sup>4</sup>.

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<sup>1</sup> Definition from the Oxford Dictionary

<sup>2</sup> World Tourism Organization; "UNWTO technical manual: Collection of Tourism Expenditure Statistics", 1995, p. 10.

<sup>3</sup> Skeete, Ryan; "CTO State of the Industry Report 2015 - Dissecting the Numbers," February 16th, 2016.

<sup>4</sup> Florida-Caribbean Cruise Association; "Cruise Industry Overview – 2013: State of the Cruise Industry"



St. Maarten in particular experienced flat growth (1.09%) in stay-over tourists in 2015. A total of 505,374 visitor arrivals were registered versus 499,921 in 2014 (Table 1).

<b>TABLE 1. STAY-OVER ARRIVALS (2014 – 2015)</b>			
<b>STAY-OVER PASSENGER ARRIVALS</b>	<b>2014</b>	<b>2015</b>	<b>% CHANGE 2015/2014</b>
NORTH AMERICA	317,757	310,104	-2.41%
SOUTH AMERICA	16,705	17,311	3.63%
EUROPE	106,848	114,825	7.47%
CARIBBEAN	26,390	27,402	3.84%
REST OF THE WORLD	32,221	35,732	10.90%
<b>TOTAL</b>	<b>499,921</b>	<b>505,374</b>	<b>1.09%</b>

After achieving the highest point of 2,001,996 in 2014 the cruise sector saw a 5% decrease in passenger volumes to 1,901,617 in 2015. This passenger decrease follows the slight decrease in cruise vessel calls to St. Maarten's cruise port from 692 vessels in 2014 to 683 vessels in 2015 (Table 2).

<b>TABLE 2. CRUISE PASSENGER AND VESSEL ARRIVALS 2014 - 2015</b>						
	<b>CRUISE PASSENGER ARRIVALS (2014 - 2015)</b>			<b>CRUISE VESSEL ARRIVALS (2014 – 2015)</b>		
	<b>2014</b>	<b>2015</b>	<b>% CHANGE 2015/2014</b>	<b>2014</b>	<b>2015</b>	<b>% CHANGE 2015/2014</b>
QUARTER 1	736,045	791,537	7.54	295	323	9.49
QUARTER 2	406,100	360,312	-11.28	119	107	-10.08
HALF YEAR	1,142,145	1,151,849	0.85	414	430	3.86
QUARTER 3	317,088	246,830	-22.16	80	61	-23.75
QUARTER 4	542,763	502,938	-7.34	198	192	-3.03
<b>TOTAL</b>	<b>2,001,996</b>	<b>1,901,617</b>	<b>-5.01</b>	<b>692</b>	<b>683</b>	<b>-1.30</b>

Here follows the summary highlights of results from the Tourism Exit Survey conducted once each quarter in 2015.

## Results Exit Survey at Cruise Facility

Throughout the year a total of 810 exit forms were completed, representing 3,912 individual cruise passengers within their travel group. The largest group of survey respondents were residents from North America (73%); 70% from the United States and 3% from Canada. Participants residing in the Caribbean completed 14% of survey forms, Europeans represents 8% of forms and Latin America represents just 2% of surveys forms (both South and Central America).

Half of the respondents, were cruising to St. Maarten for the first time. While 44% had visited the island between 2 and 5+ times previously.

Approximately 93% of the respondents indicated that they will definitely and/or probably recommend the island to potential visitors and 91% were likely to return (Table 3).

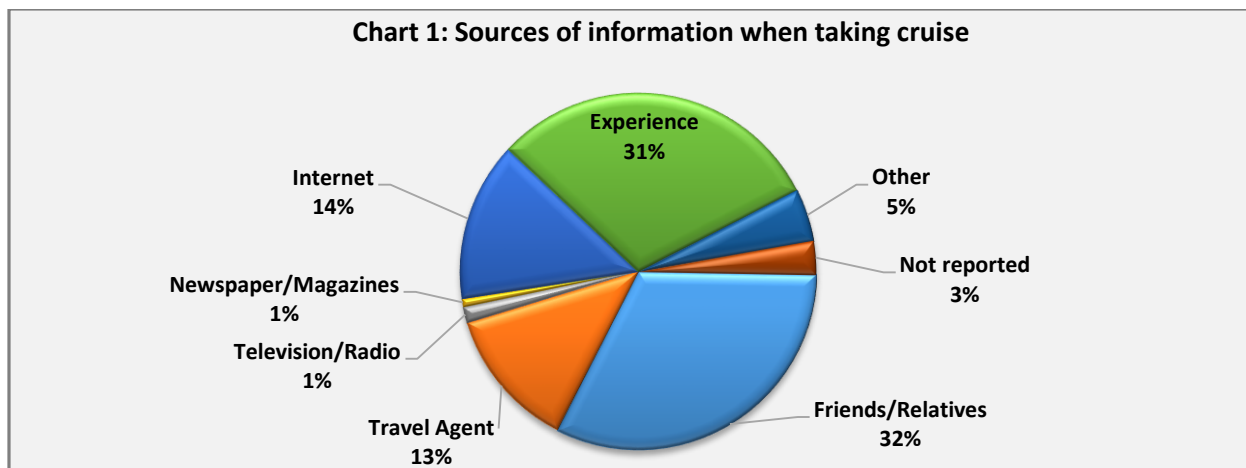
<b>TABLE 3. RETURN AND RECOMMEND INTENTIONS</b>			
<b>RETURN INTENTIONS</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
DEFINITELY	71%	77%	69%
PROBABLY	22%	16%	22%
UNSURE	4%	3%	5%
PROBABLY NOT	1%	1%	1%
DEFINITELY NOT	1%	1%	1%
NOT REPORTED	2%	2%	2%
<b>AVERAGE SCORE</b>	<b>1.4</b>	<b>1.3</b>	<b>1.4</b>

<b>RECOMMEND INTENTIONS</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
DEFINITELY	60%	80%	71%
PROBABLY	29%	13%	22%
UNSURE	7%	2%	3%
PROBABLY NOT	2%	1%	0%
DEFINITELY NOT	1%	1%	1%
NOT REPORTED	2%	3%	3%
<b>AVERAGE SCORE</b>	<b>1.5</b>	<b>1.2</b>	<b>1.3</b>

When asked whether having St. Maarten / St. Martin listed on the itinerary influenced their decision to take the cruise, 65% indicated “Yes” and 30% indicated “No”. The most important sources of information when deciding to take this particular cruise were found to be friends/relatives (32%), followed by prior ‘Experience’ (30%), the internet (14%), and travel agents (13%).

**Chart 1: Sources of information when taking cruise**



### Cruiser's Satisfaction

Table 4 provides a list of the aspects or factors that most cruise tourists incur while visiting St. Maarten / St. Martin. These factors have been rated on a 6 point Likert scale, where 1 indicates the highest rating. The island received an overall 1.8 satisfaction score from respondents. Results show that aspects related to the island's beaches received the highest ratings, and most of the island's services and attributes received good to excellent ratings on the scale. The exceptions were Telephone & internet service with the lowest ratings, followed by Clubs & Casinos, and Roads on both sides of the island.

TABLE 4. SATISFACTION RATINGS						
	Excellent	Good	Average	Poor	Terrible	AVERAGE SCORE
<b>Port &amp; Immigration Services</b>	45%	48%	7%	0%	0%	<b>1.6</b>
<b>Cruise terminal facilities</b>	48%	45%	6%	0%	0%	<b>1.6</b>
<b>Safety &amp; Security</b>	49%	42%	8%	1%	0%	<b>1.6</b>
<b>Taxis / Rentals</b>	37%	46%	13%	2%	1%	<b>1.8</b>
<b>Tours &amp; Excursions</b>	43%	39%	13%	4%	1%	<b>1.8</b>
<b>Telephone / Internet</b>	23%	33%	24%	11%	8%	<b>2.5</b>
<b>Sightseeing &amp; Attractions</b>	46%	41%	11%	2%	1%	<b>1.7</b>
<b>Island's Cleanliness</b>	52%	35%	11%	2%	0%	<b>1.6</b>
<b>Club / Casino</b>	31%	32%	21%	7%	9%	<b>2.3</b>
<b>Dutch Side</b>						
<b>Beaches</b>	62%	31%	6%	0%	0%	<b>1.5</b>
<b>Dining</b>	46%	43%	10%	0%	1%	<b>1.7</b>
<b>Price of Goods</b>	44%	41%	13%	1%	1%	<b>1.7</b>
<b>Duty-free Shopping</b>	50%	38%	12%	1%	0%	<b>1.6</b>
<b>Roads</b>	32%	38%	23%	6%	1%	<b>2.1</b>

<b>French Side</b>	<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Poor</b>	<b>Terrible</b>	<b>AVERAGE SCORE</b>
<b>Beaches</b>	52%	39%	8%	0%	1%	<b>1.6</b>
<b>Dining</b>	40%	44%	17%	0%	0%	<b>1.8</b>
<b>Price of Goods</b>	35%	41%	20%	3%	1%	<b>1.9</b>
<b>Duty-free Shopping</b>	39%	37%	20%	4%	0%	<b>1.9</b>
<b>Roads</b>	31%	36%	24%	7%	2%	<b>2.1</b>
<b>Overall Rating</b>						<b>1.8</b>

Most respondents were married (58%) or single (28%), traveling within groups consisting of ‘Family and Friends’ (29%), consisting on average of 4 persons, with most members within the age range of 60+ (22%) and 15 – 29 (19%) (see Table 6). The average age of a cruise visitor in 2015 was approximately 40 years.

<b>AVERAGE TRAVEL PARTY SIZE</b>	
<b>TABLE 5.</b>	
United States	3.6
Canada	3.1
<b>North America</b>	<b>3.6</b>
<b>Caribbean</b>	<b>3.9</b>
<b>Europe</b>	<b>2.8</b>
Central America	3.3
South America	4.7
<b>Latin America</b>	<b>3.9</b>
<b>Other</b>	<b>2.7</b>
<b>Not reported</b>	<b>4.3</b>
<b>GRAND TOTAL</b>	<b>3.6*</b>

*\*Excludes travel parties of 10 persons and larger*

	<b>AGE RANGE (IN %)</b>								
	<b>2013</b>			<b>2014</b>			<b>2015</b>		
	<b>MALE</b>	<b>FEMALE</b>	<b>TOTAL</b>	<b>MALE</b>	<b>FEMALE</b>	<b>TOTAL</b>	<b>MALE</b>	<b>FEMALE</b>	<b>TOTAL</b>
UNDER 15	12	12	12	10	10	10	8	9	9
15 - 29	27	30	28	17	12	14	18	19	19
30 - 39	18	22	20	16	13	14	17	18	17
40 - 49	20	17	18	18	12	14	18	16	17
50 - 59	12	9	10	21	12	16	17	14	15
60+	12	10	11	19	42	33	22	23	22
<b>AVERAGE AGE (IN YEARS)</b>	<b>35.1</b>	<b>33.8</b>	<b>34.4</b>	<b>40.6</b>	<b>44.6</b>	<b>43.0</b>	<b>40.6</b>	<b>39.8</b>	<b>40.2</b>



Philipsburg was indicated to be the most visited area (79%), however, it is the premier shopping area and is within walking distance from the cruise harbor, and therefore it is expected to be a popular place to visit for cruise tourists. The second and third most visited locations were Marigot (26%) and Orient Beach (23%). As for activities, respondents indicated 'Shopping' was their most favorite activity (79%). Followed by 'Beaches' (66%) and Sightseeing (49%).

The majority of respondents, 22%, indicated to have a household income of \$50,000 - \$75,000. Of this income range, 72% were residing in North America, 16% in the Caribbean and 8% in Europe. However, in 2014 the majority respondents' household income was between \$75,000 and \$100,000 for the same groups.

### Cruiser's Expenditure

Respondents were further asked about their expenditure patterns. The Average Daily Expenditure (ADE) for responding cruise visitors in 2015 was \$205.86. This represents a sizeable increase compared to 2014 when ADE was estimated at \$170.85 per person.

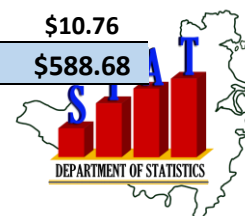
With regards to 2015 categories of expenditure, 32% of all expenditures were spent on shopping, 21% on food and beverages, 15% on tours & excursions and both 10% each on taxi and entertainment.

**AVERAGE DAILY EXPENDITURE per PERSON per CATEGORY**

<b>TABLE 7.</b>	United States	Canada	North America	Caribbean	Europe	Latin America	Total Product
<b>Food &amp; Beverages</b>	\$29.87	\$55.45	<b>\$37.16</b>	\$69.08	\$44.94	<b>\$66.21</b>	<b>\$42.96</b>
<b>Shopping</b>	\$48.34	\$98.58	<b>\$60.37</b>	\$100.99	\$71.80	<b>\$85.98</b>	<b>\$66.61</b>
<b>Tours / Excursions</b>	\$25.74	\$27.11	<b>\$31.52</b>	\$32.83	\$26.52	<b>\$24.36</b>	<b>\$30.56</b>
<b>Car Rental</b>	\$3.86	\$0.00	<b>\$4.62</b>	\$6.09	\$2.18	<b>\$0.00</b>	<b>\$4.67</b>
<b>Public Transportation</b>	\$5.73	\$7.40	<b>\$7.05</b>	\$4.01	\$6.24	<b>\$3.49</b>	<b>\$6.59</b>
<b>Taxi</b>	\$14.95	\$29.56	<b>\$18.65</b>	\$25.79	\$17.79	<b>\$24.37</b>	<b>\$19.90</b>
<b>Entertainment</b>	\$13.82	\$24.64	<b>\$17.17</b>	\$38.92	\$20.59	<b>\$37.14</b>	<b>\$21.11</b>
<b>Telephone / Internet</b>	\$6.77	\$13.55	<b>\$8.45</b>	\$17.47	\$6.56	<b>\$10.45</b>	<b>\$9.69</b>
<b>Other Services</b>	\$3.66	\$0.00	<b>\$4.38</b>	\$0.96	\$0.94	<b>\$1.16</b>	<b>\$3.76</b>
<b>Grand Total-Region</b>	<b>\$152.74</b>	<b>\$256.28</b>	<b>\$189.38</b>	<b>\$296.14</b>	<b>\$197.56</b>	<b>\$253.16</b>	<b>\$205.86</b>

**AVERAGE DAILY EXPENDITURE per PARTY by REGION**

<b>TABLE 8.</b>	United States	Canada	North America	Caribbean	Europe	Latin America	Total Product
<b>Food &amp; Beverages</b>	\$84.57	\$179.54	<b>\$105.78</b>	<b>\$214.38</b>	<b>\$112.35</b>	<b>\$189.80</b>	<b>\$122.86</b>
<b>Shopping</b>	\$136.88	\$319.21	<b>\$171.84</b>	<b>\$313.43</b>	<b>\$179.50</b>	<b>\$246.47</b>	<b>\$190.47</b>
<b>Tours / Excursions</b>	\$72.89	\$87.77	<b>\$89.72</b>	<b>\$101.88</b>	<b>\$66.29</b>	<b>\$69.83</b>	<b>\$87.40</b>
<b>Car Rental</b>	\$10.93	\$0.00	<b>\$13.16</b>	<b>\$18.90</b>	<b>\$5.46</b>	<b>\$0.00</b>	<b>\$13.34</b>
<b>Public Transportation</b>	\$16.21	\$23.97	<b>\$20.05</b>	<b>\$12.43</b>	<b>\$15.61</b>	<b>\$10.00</b>	<b>\$18.85</b>
<b>Taxi</b>	\$42.33	\$95.72	<b>\$53.08</b>	<b>\$80.04</b>	<b>\$44.47</b>	<b>\$69.87</b>	<b>\$56.91</b>
<b>Entertainment</b>	\$39.14	\$79.78	<b>\$48.88</b>	<b>\$120.79</b>	<b>\$51.48</b>	<b>\$106.47</b>	<b>\$60.37</b>
<b>Telephone / Internet</b>	\$19.18	\$43.87	<b>\$24.06</b>	<b>\$54.21</b>	<b>\$16.39</b>	<b>\$29.97</b>	<b>\$27.72</b>
<b>Other Services</b>	\$10.35	\$0.00	<b>\$12.47</b>	<b>\$2.99</b>	<b>\$2.34</b>	<b>\$3.33</b>	<b>\$10.76</b>
<b>Grand Total-Region</b>	<b>\$432.47</b>	<b>\$829.87</b>	<b>\$539.05</b>	<b>\$919.05</b>	<b>\$493.89</b>	<b>\$725.73</b>	<b>\$588.68</b>



## Results Exit Survey at Airport

Throughout the year a total 2,999 exit forms were completed, representing apr. 8,297 individuals within their travel party. The largest group of respondents were residents from North America (82%), 73% from the United States and 9% from Canada. Participants residing in the Caribbean completed 5% of survey forms, European residents represented 9% of forms and Latin America accounted for just 2% of total responses.

Approximately half of the respondents, 46%, were first time visitors to St. Maarten. While, amongst the return visitors, 49% have been to the island at least five times previously. Approximately 89% of the respondents indicated that they will definitely and/or probably recommend the island to potential visitors and 85% were likely to return (Table 8).

The number one reason for respondents' visit to the island in 2015, was 'Vacation/Leisure' (76%), while 'honeymoon' and 'Visiting Friends/Relatives' were tied at 5% of responses each. When asked, "What were their most important sources of information in taking this trip?," the bulk responses were 'Friends / Relatives' (56%), followed by prior 'Experience' (44%) and 'Internet' (39%).

<b>TABLE 9. RETURN AND RECOMMEND INTENTIONS</b>			
<b>RETURN INTENTIONS</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
DEFINITELY	67%	68%	57%
PROBABLY	1%	20%	29%
UNSURE	3%	5%	8%
PROBABLY NOT	22%	3%	4%
DEFINITELY NOT	1%	1%	1%
NOT REPORTED	2%	3%	1%
<b>AVERAGE SCORE</b>	<b>1.8</b>	<b>1.4</b>	<b>1.6</b>

<b>RECOMMEND INTENTIONS</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
DEFINITELY	70%	68%	60%
PROBABLY	2%	21%	29%
UNSURE	1%	5%	6%
PROBABLY NOT	21%	2%	2%
DEFINITELY NOT	1%	1%	1%
NOT REPORTED	3%	4%	2%
<b>AVERAGE SCORE</b>	<b>1.7</b>	<b>1.3</b>	<b>1.5</b>

## Stay-Over Satisfaction

Table 10 provides a list of key aspects or factors that most overnight tourist incur while visiting St. Maarten / St. Martin. These factors have been rated on a 6 point Likert scale, where 1 indicates the highest rating, based on the number of respondents answering the question in comparison to the total respondents.

Results show that aspects related to beaches on both sides of the island received the highest ratings. Dining on French St. Martin received high ratings, topping that of the Dutch part, while Airport facilities and Immigration services were also amongst the highest scores. The roads on both sides of the island received the lowest ratings in 2015. The overall satisfaction score amongst stay-over guests was 2.2

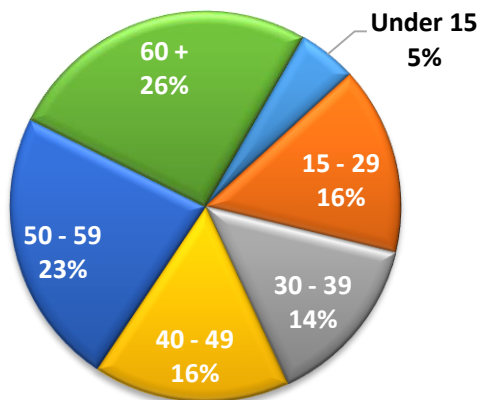
**ST. MAARTEN / ST. MARTIN SATISFACTION RATINGS**

<b>TABLE 10.</b>	<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Poor</b>	<b>Terrible</b>	<b>Average Score</b>
<b>Immigration Services</b>	46%	37%	14%	2%	1%	<b>1.7</b>
<b>Airport facilities</b>	50%	38%	10%	2%	1%	<b>1.7</b>
<b>Island Cleanliness</b>	21%	35%	29%	13%	2%	<b>2.4</b>
<b>Clubs/Casinos</b>	17%	34%	34%	10%	5%	<b>2.5</b>
<b>Taxis / Rentals</b>	30%	40%	22%	5%	2%	<b>2.1</b>
<b>Tours / Excursions</b>	44%	36%	16%	2%	2%	<b>1.8</b>
<b>Telephone / Internet</b>	15%	26%	27%	22%	10%	<b>2.8</b>
<b>Sightseeing</b>	39%	39%	19%	2%	1%	<b>1.9</b>
<b>Prices of Goods</b>	16%	39%	35%	9%	2%	<b>2.4</b>
<b>Dutch Side</b>						
<b>Dutch Beaches</b>	64%	26%	7%	2%	1%	<b>1.5</b>
<b>Dutch Dining</b>	49%	37%	11%	2%	1%	<b>1.7</b>
<b>Dutch Prices of Goods</b>	21%	39%	31%	7%	2%	<b>2.3</b>
<b>Dutch Duty-Free Shopping</b>	31%	36%	26%	5%	2%	<b>2.1</b>
<b>Dutch Roads</b>	10%	23%	36%	23%	8%	<b>3.0</b>
<b>French Side</b>						
<b>French Beaches</b>	68%	23%	6%	2%	1%	<b>1.4</b>
<b>French Dining</b>	56%	33%	8%	2%	1%	<b>1.6</b>
<b>French Duty-Free Shopping</b>	13%	34%	35%	14%	3%	<b>2.6</b>
<b>French Prices of Goods</b>	19%	30%	36%	11%	4%	<b>2.5</b>
<b>French Roads</b>	10%	25%	35%	22%	8%	<b>2.9</b>
<b>Overall Rating</b>						<b>2.2</b>



Most respondents were married (72%) or single (21%), traveling within groups consisting of 'Spouse / Partners' (48%), consisting on average of 2.8 persons per party. The average age of stay-over tourists in 2015 was 44 years.

**Chart 2: Respondents by Age**



**TABLE 11. AGE RANGE (%)**

	2013*			2014			2015		
	MALE	FEMALE	TOTAL	MALE	FEMALE	TOTAL	MALE	FEMALE	TOTAL
UNDER 15	8	7	7	6	5	5	5	5	5
15 - 29	18	20	19	14	20	17	14	17	16
30 - 39	16	17	17	20	19	20	14	14	14
40 - 49	17	19	18	17	17	17	17	16	16
50 - 59	20	18	19	21	21	21	22	24	23
60+	21	18	20	22	18	20	27	25	26
<b>AVERAGE AGE (IN YEARS)</b>	<b>41.2</b>	<b>40.2</b>	<b>40.7</b>	<b>42.3</b>	<b>41.2</b>	<b>41.7</b>	<b>44.4</b>	<b>43.8</b>	<b>44.1</b>

\* 2013 average ages has been revised

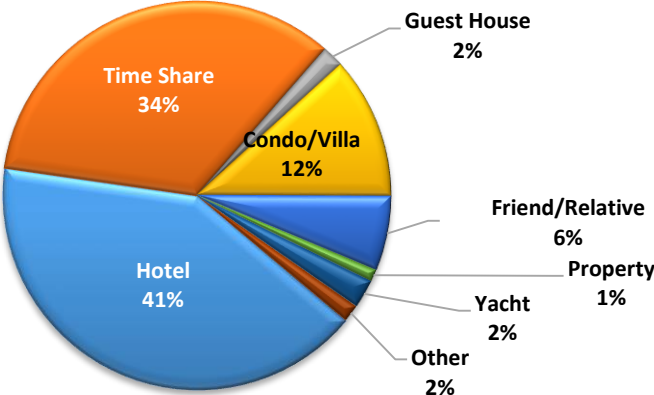
The average length of stay (in nights) was 7.7 in 2015. On average 7.6 nights on the Dutch side as compared to 7.4 nights on the French part.

**TABLE 12. NUMBER OF NIGHTS STAYED**

	AVERAGE LENGTH OF STAY		
	2015	2014	2013
<b>NORTH AMERICA</b>	7.7	8.1	8.6
UNITED STATES	7.6	8.0	8.2
CANADA	7.9	9.3	10.1
<b>CARIBBEAN</b>	9.0	10.3	8.3
<b>EUROPE</b>	6.3	7.0	13.2
<b>SOUTH AMERICA</b>	8.2	8.1	13.3
<b>OTHER</b>	5.1	11.5	11.1
<b>GRAND TOTAL</b>	<b>7.7</b>	<b>8.2</b>	<b>9.4</b>

Respondents were asked to indicate the type of accommodation they occupied during their stay in Sint Maarten / Saint Martin. Note that 41 percent of all respondents indicated that they stayed in a 'Hotel' during their visit, 34 percent indicated 'Timeshare' whilst 7 percent collectively stayed in 'Own Property' or at 'Friends' (chart 3).

**Chart 3: Place of Stay (Accommodations) %**



Respondents indicated 'Other' as the top option (85%) of places visited while on St. Maarten. Within this option various beaches, Anguilla, and St. Barths are the most mentioned. The second most indicated option was Philipsburg (56%). The third and fourth most visited locations were Marigot (43%) and Orient Beach (36%).

As for activities, 65% of respondents indicated that 'beach' was their most favorite activity followed by 'Dining' (57%) and Shopping (45%).

Majority of respondents, 31%, have a household income of US \$125,000 and over. Of these responses, 36% were residing in 'North America', followed by 'Europe' (14%) and 'Latin America (10%).'.

**Stay-Over Expenditure**

Respondents were further asked about their expenditure activities. The Average Daily Expenditure (ADE) amongst overnight visitors was \$75.90 in 2015, down 20% from that of 2014. Respondents residing in the Caribbean were the largest spenders with an ADE per person of \$106.54. North America and Latin America followed with an ADE per person of \$76.87 and \$81.95 respectively. However in 2014 Latin America had the highest ADE (\$109.50), followed by North America (\$98.01) and the Caribbean (\$83.00).

In regards to 2015 expenditure categories, generally 20% of all expenditures were spent on food & beverages. Entertainment represented 15% of ADE, while shopping was 13% followed by car rentals at 10%.



### Average Daily Expenditure for Person per Category

<b>Table 13.</b>	United States	Canada	North America	Caribbean	Europe	Latin America	Grand Total
Accommodation	\$ 14.29	\$ 7.86	\$ 13.21	\$ 18.00	\$ 8.90	\$ 15.47	\$ 13.08
Entertainment	\$ 12.27	\$ 8.10	\$ 11.53	\$ 15.99	\$ 7.41	\$ 10.39	\$ 11.28
Food & Beverage	\$ 16.96	\$ 8.04	\$ 15.51	\$ 17.01	\$ 11.42	\$ 15.19	\$ 15.22
Car Rental	\$ 8.49	\$ 4.94	\$ 7.87	\$ 9.42	\$ 5.15	\$ 10.30	\$ 7.71
Taxi	\$ 6.00	\$ 5.98	\$ 5.91	\$ 10.13	\$ 5.05	\$ 3.75	\$ 5.92
Public Transportation	\$ 2.52	\$ 3.12	\$ 2.57	\$ 3.29	\$ 1.98	\$ 1.81	\$ 2.52
Tours & Excursions	\$ 6.24	\$ 3.05	\$ 5.72	\$ 3.75	\$ 3.21	\$ 6.69	\$ 5.45
Shopping	\$ 10.46	\$ 5.89	\$ 9.69	\$ 22.03	\$ 6.77	\$ 14.24	\$ 9.92
Telephone / Internet	\$ 2.26	\$ 2.02	\$ 2.19	\$ 1.96	\$ 1.66	\$ 1.40	\$ 2.13
Other Services	\$ 2.60	\$ 3.49	\$ 2.69	\$ 4.97	\$ 1.91	\$ 2.71	\$ 2.66
<b>Grand Total</b>	<b>\$ 82.10</b>	<b>\$ 52.41</b>	<b>\$ 76.87</b>	<b>\$ 106.54</b>	<b>\$ 53.46</b>	<b>\$ 81.95</b>	<b>\$ 75.90</b>

### Average Daily Expenditure per Party by Region

<b>Table 14.</b>	United States	Canada	North America	Caribbean	Europe	Latin America	Grand Total
Accommodation	\$ 36.82	\$ 19.01	\$ 33.74	\$ 34.21	\$ 18.17	\$ 36.52	\$ 32.33
Entertainment	\$ 31.62	\$ 19.60	\$ 29.44	\$ 30.39	\$ 15.12	\$ 24.54	\$ 27.88
Food & Beverage	\$ 43.70	\$ 19.47	\$ 39.61	\$ 32.33	\$ 23.31	\$ 35.86	\$ 37.61
Car Rental	\$ 21.87	\$ 11.77	\$ 20.11	\$ 17.91	\$ 10.52	\$ 24.33	\$ 19.05
Taxi	\$ 15.45	\$ 14.47	\$ 15.08	\$ 19.25	\$ 10.32	\$ 8.86	\$ 14.64
Public Transportation	\$ 6.50	\$ 7.55	\$ 6.55	\$ 6.24	\$ 4.03	\$ 4.27	\$ 6.23
Tours & Excursions	\$ 16.07	\$ 7.38	\$ 14.60	\$ 7.13	\$ 6.56	\$ 15.79	\$ 13.48
Shopping	\$ 26.95	\$ 14.25	\$ 24.74	\$ 41.86	\$ 13.83	\$ 33.62	\$ 24.51
Telephone / Internet	\$ 5.81	\$ 4.88	\$ 5.59	\$ 3.72	\$ 3.39	\$ 3.31	\$ 5.27
Other Services	\$ 6.71	\$ 8.46	\$ 6.86	\$ 9.44	\$ 3.90	\$ 6.40	\$ 6.58
<b>Grand Total</b>	<b>\$ 211.50</b>	<b>\$ 126.85</b>	<b>\$ 196.32</b>	<b>\$ 202.48</b>	<b>\$ 109.15</b>	<b>\$ 193.50</b>	<b>\$ 187.57</b>

