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Cruise tourists returning to Curaçao for a land-based vacation: A logit model

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Miriëla Carolina
Lennie Pau

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Prepared by Miriëla Carolina and Lennie Pau¹

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Abstract

The views expressed in this paper are those of the authors and do not necessarily represent those of the Bank van de Nederlandse Antillen.

This paper examines some important factors that encourage or induce cruise tourists to return to Curaçao for a land-based vacation. Our results identify several important variables that have an impact on a land-based vacation: the first time of visit, the amount of time spent ashore, information upon arrival, employment status, level of education, annual household income, and activities.

JEL Classification Numbers: C25, L83, O12.

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¹ The authors currently work in the Research Department of the Central Bank of the Netherlands Antilles. (e-mails: m.carolina@centralbank.an and l.pau@centralbank.an).

I. Introduction

Cruise tourism is one of the fastest growing categories in the leisure industry and it is becoming more globalized and competitive over the years. Since 1980, the industry has seen an average annual passenger growth rate of approximately 7.5%. In 2009, the number of cruise passengers is estimated to have increased by 2.3% to 13.5 million. According to a the Florida-Caribbean Cruise Association (FCCA) commissioned study conducted by the Business Research and Economic Advisors (BREA), regional cruise tourism is estimated to generate more than \$2.2 billion in direct expenditures, 56,000 jobs and \$720 million in employee wages among 29 destinations² surveyed in 2008-2009.

The growing importance of cruise tourism for the Caribbean economies, and especially, on the economy of Curaçao, has been our motive to conduct this study. Having cruise passengers returning for a land-based vacation is a cost effective promotion for the island. Based on the Cruise Industry Overview 2009 by the FCCA, 80% of the cruise passengers believe that cruising is the most effective way for discovering different destinations for which they may return. The Caribbean is the leading destination where cruise tourists (50%) would like to return for land-based vacations. To date, no empirical study has been presented on the determinants of cruise tourists returning to Curaçao for a land-based vacation. What are the characteristics of the cruise tourists willing to return? The results of the empirical analysis provide policy makers with the necessary tools to improve the marketing policy. We used the data from the “Curaçao Cruise Passenger Survey 2005 – 2006” conducted by the Curaçao Tourism Development Bureau (CTDB) in 2005 and 2006. In this survey, the CTDB examined the expenditures generated by cruise tourism in Curaçao. In our paper, we apply econometric analysis to identify the variables that influence the cruise passengers to return to Curaçao for a land-based vacation.

This paper is organized as follows: Section II presents the cruise tourism related developments in Curaçao. The sample of the survey is presented in section III. Section IV shows the methodology of the study, reviewing the logit analysis. Section V describes and discusses the selection of explanatory variables. The key results and the conclusion are presented in sections VI and VII.

II. Cruise tourism related developments in Curaçao

The cruise tourism industry has a large economic impact on the Caribbean economies. It influences tourism-related economic activities, as it creates employment, enhances the export sector, and fosters economic growth. The most popular cruise destinations are recorded in the Caribbean region, accounting for 44% of the industry’s world bed day capacity³ in 2008. However, the number of Caribbean cruise passengers grew on average by a modest 1.0% during the period 2005-2008. This is due to the fact that the cruise industry has become very

² Surveyed destinations included Antigua & Barbuda; Aruba; The Bahamas; Barbados; Cayman Islands; Curaçao; Dominica; Dominican Republic; Grenada; Jamaica; San Juan, Puerto Rico; St. Kitts and Nevis; St. Lucia; St. Maarten; St. Vincent and the Grenadines; Trinidad and Tobago; Turks and Caicos and U.S. Virgin Islands in the Caribbean; Acapulco, Cabo San Lucas, Cozumel, Ensenada and Huatulco in Mexico; Belize, Costa Rica, Honduras and Nicaragua in Central America, and Cartagena, Colombia, in South America..

³ Florida-Caribbean Cruise Association (FCCA).

diverse with respect to cruise prices, destinations, itineraries, and cruise duration. The Caribbean cruise market consists of the Bahamas, Western, Eastern, and Southern and Deep Caribbean (See Attachment 1). The competition between the Caribbean destinations has increased over the years. In 2008, the region's largest cruise destinations in the Caribbean were the Bahamas (15.6%), Cozumel (14.0%), the U.S. Virgin Islands (9.6%), the Cayman Islands (8.5%), and Puerto Rico (7.6%).⁴ Each of these destinations had a volume of passengers over 1.3 million in 2008.

Curaçao lies in the Deep Caribbean, which is the smallest section of the Caribbean market. The Deep Caribbean market consists of Aruba, Bonaire, Curaçao, Cartagena, Grenada, Isla de Margarita, La Guaira, Panama Canal, Puerto Cabello, and Trinidad & Tobago. The principal homeport for the Deep Caribbean is San Juan. The Deep Caribbean has a smaller number of cruise visitors relative to other Caribbean markets, due to its geographical location. Location is one of the primary factors for a cruise line to choose the port of call. In order for an island to have market growth possibility, it must fit into the popular periphery, so the cruise ship can reach the island within a specific timeframe (for example 3, 4, or 7 days) starting from a popular homeport. The further away the homeport, the longer the sailing hours, which make the trip pricier. Fewer people are inclined to take the higher priced cruises.

Following several years of recession in the late 1990s, the island of Curacao tried to use the cruise business to improve its economy. In 1997, Curaçao increased its marketing in this business, resulting in an average gain of 16.7% in cruise passenger numbers during the period 1997-2000. Consequently, the Curaçao Ports Authority (CPA) upgraded six piers and built a mega-pier to accommodate more and larger vessels. Moreover, the island negotiated for more mega ships and teamed up with other ports to plan its itineraries. Curaçao's cruise tourism rose on average by 11.8% during the period 2005-2008⁵. As a result, Curaçao has gained some market share (based on the number of passengers) in the Caribbean cruise market, rising from 1.5% in 2005 to 1.9% in 2008.⁶

Cruise related expenditures include spending by passengers and cruise line employees, and expenditures by chain of suppliers. During the cruise year 2008 - 2009, cruise passengers, the crew, and cruise lines spent a total of \$39.3 million⁷ in Curaçao. On average, each passenger and crew member spent \$162.42 and \$116.88, respectively. The total direct cruise tourism expenditures created an estimated total of 748 jobs and \$13 million in wage income.

III. The sample

Our sample is based on the "Curaçao Cruise Passenger Survey 2005 – 2006." The Curaçao Tourism Development Bureau (CTDB) in cooperation with the Curacao Institute for Social and Economic Studies (CURISES) conducted a face-to-face survey in the cruise year 2005-2006. The survey was conducted at the cruise ship terminal in Curaçao. The CTDB used a

⁴ Caribbean Tourism Organization (CTO).

⁵ Curaçao Tourism Development Bureau (CTDB).

⁶ Caribbean Tourism Organization (CTO.)

⁷ Florida-Caribbean Cruise Association (FCCA).

list of all cruise ships that visited the island (see Table 1). Questionnaires of 2,268 cruise parties⁸ were collected, meanwhile only 1,004 responded to the question Q19: Would you come back for an extended stay? The 1,004 cruise parties consist of 3,401 respondents, representing 0.6% of all cruise passengers. The sample size of 3,401 observations has a 95% confidence level and a sampling error of 1.67%-points. The surveys were conducted during high season (October-April); the months of January and February were underreported. Moreover, the survey does not provide data for the months March and April (see Table 2).

Statistics obtained from the report “Curaçao Cruise Passenger Survey 2005-2006” are worth mentioning:

- (1) North American residents represent 74.4% of the responding passengers;
- (2) The average age of our respondents is 54 years with 22% of the respondents being 65 years of age and older;
- (3) Eighty three percent of the respondents are married and has an average income of \$75,000;
- (4) The majority is employed (51%), followed by retirees (38%); and
- (5) Male visitors outnumbered females on these cruises.

When compared with the survey performed by BREa for the FCCA (2009) the results are:

- (1) North American residents represent 97% of the responding passengers;
- (2) The average age of the respondents is 61 years with 52% of the respondents being 65 years of age or older; and
- (3) The passengers have an average household income of \$104,000 with 41% having over \$100,000 in household income.

⁸ A cruise party is a group of relatives, friends or acquaintances on a cruise.

Table 1: Cruise ships visiting Curaçao (2005-2006)

Ships	Total calls	Total Passengers	% of total passengers	Respondents	% of total respondents
Adventure of the Seas	465	117,217	19.6	786	23.1
Amsterdam	119	41,480	6.9	325	9.6
Arcadia	16	3,311	0.6	12	0.4
Bluemoon	8	4,180	0.7	31	0.9
Brilliance of the Seas	60	19,754	3.3	173	5.1
Celebrity Cruise	6	1,104	0.2	12	0.4
Century	10	1,932	0.3	17	0.5
Constellation	10	1,932	0.3	16	0.5
Cunard	7	2,572	0.4	12	0.4
Dawn Princess	160	32,839	5.5	0	0
Empress of the Seas	214	49,931	8.4	139	4.1
Explorer of the seas	37	12,862	2.2	163	4.8
Galaxy	16	5,466	0.9	63	1.9
Grandeur of the Seas	31	9,695	1.6	114	3.4
Horizon	42	8,555	1.4	0	0
Jewel of the Seas	60	17,599	2.9	149	4.4
Maasdam	19	6,753	1.1	71	2.1
Mercury	31	10,611	1.8	95	2.8
Norwegian Crown	10	1,932	0.3	9	0.3
Norwegian Dream	21	4,415	0.7	0	0
Ocean Princess	44	9,107	1.5	0	0
Ocean Village	54	11,038	1.8	0	0
Oceana	77	15,730	2.6	9	0.3
Oriana	32	6,623	1.1	0	0
Queen Elisabeth	9	3,216	0.5	38	1.1
Radiance of the seas	48	16,354	2.7	138	4.1
Rotterdam	168	34,495	5.8	0	0
Sea Princess	37	11,715	2.0	92	2.7
Sun Princess	151	50,030	8.4	450	13.2
Volendam	240	70,948	11.9	413	12.1
Zaandam	60	14,115	2.4	74	2.2
Total	2,262	597,508	100	3,401	100

Source: Curaçao Tourism Development Bureau (CTDB).

Table 2: Number of cruise passengers visiting Curaçao per month (2005-2006)

Month	Total passengers	% of total passengers	Respondents	% of total respondents
January	91,885	15	76	2
February	67,864	11	28	1
March	82,628	14	0	0
April	44,917	8	0	0
May	23,183	4	0	0
June	15,375	3	0	0
July	15,943	3	0	0
August	22,325	4	0	0
September	14,921	2	0	0
October	38,524	6	631	19
November	93,340	16	1,271	37
December	86,603	14	1,395	41
Total	597,508	100	3,401	100

Source: Curaçao Tourism Development Bureau (CTDB).

IV. Methodology

The dependent variable in this study is a binary variable, Q19 (see Attachment 2) indicating whether or not the cruise tourist would return to Curaçao for a land-based vacation. Q19 takes on a value 1 if the cruise tourist would return for a land-based vacation and a value of 0 otherwise. For the analysis, a database of 1,004 randomly selected observations has been used. The data were drawn from the “Curaçao Cruise Passenger Survey 2005-2006.” The probit model

$$P = \text{Probability}(Q19 = 1) = \int_{-\infty}^{\beta'x} \phi(t) dt = \Phi(\beta'x)$$

or the logit model

$$P = \text{Probability}(Q19 = 1) = \frac{e^{\beta'x}}{1 + e^{\beta'x}} = \Lambda(\beta'x)$$

are the most appropriate models for this kind of data. With K explanatory variables⁹ x_1, \dots, x_K , where $i = 1, 2, \dots, n$, ($n=1,004$), the parameters β_1, \dots, β_K are then estimated by a standard maximum likelihood procedure, under the assumption that the observations of Q19 are independent of each other (Maddala (1983) and Greene (1993)). The logit model has been used in this paper, as the coefficients between the logit and the probit model are relatively similar.¹⁰

⁹ $x = (x_1, \dots, x_K)$ and $\beta = (\beta_1, \dots, \beta_K)$.

¹⁰ Amemiya (1981) found, through trial and error that $\beta_{\text{logit}} = 1.6 * \beta_{\text{probit}}$.

V. Selection procedure of explanatory variables

The selection of explanatory variables is based on the questions in the “Curaçao Cruise Passenger Survey 2005-2006.” See Attachment 2 for the complete list of variables. To use the ordered response logit model, the explanatory variables must be in an ordered form.

Ordered variables are answers to a particular question, which have been responded in an ordered manner. For example, the answers to the question Q16: Would you say this visit to Curaçao...? are: (1) exceeded your expectations; (2) met your expectations; and (3) did not meet your expectations. Some variables had to be reclassified to achieve an ordered variable. The variable on employment (Q27: Your current employment status?) has been reclassified to obtain the division between being employed and non-employed (retired, homemaker, or student). Meanwhile, unordered variables are variables that cannot be reclassified in an ordered form due to the fact that they are questions with open answers.

The explanatory variables in our analysis are grouped into 4 categories: public relations, returning tourist profile, level of satisfaction, and style of vacation. The selection of variables in these 4 groups is as follows:

Public relations variables

Public relations variables are promotions that cruise passengers obtain of a particular port of call. This information is acquired in the traveler’s own country, onboard of the cruise ship or onshore in a particular port of call. Promotion is essential to attract travelers to visit a particular destination. Public relations variables are: the amount of hours spent ashore (Q9_hrs), is this the first visit to Curaçao? (Q2_Fvisit), receiving information onshore upon arrival on the island (Q11F_didreceiveinfo), and the ship “Adventure of the Seas” (Adventures). By spending more time onshore the visitor is able to get relatively good information about the island. First time visitors to Curaçao (Q2_Fvisit) and receiving the proper information upon arriving onshore (Q11F_didreceiveinfo) offer the tourists a first-hand impression of the island’s hospitality and quality of service. In general, there are some cruise ships that make more promotions about a particular destination. There is a possibility that the cruise ship “Adventure of the Seas” does more promotions for Curaçao, compared to the other ships.

Returning tourist profile variables

These variables contain characteristics of the returning visitors. These variables are: annual household income (Q25_householdincome), the highest level of formal education (Q26_education), and current employment status (Employed).

Level of satisfaction variables

Variables about the level of satisfaction take into account the tourists’ opinion regarding the island’s activities. The quality, service, and variety of activities are some of the selling points for destinations. Factors affecting the overall satisfaction of the trip to Curaçao are the rating of the different activities, which are tours sold onboard (Q11B_rateislatnadsoldon), overall sightseeing of the island (Q11B_overallsightse), and the restaurants & bars (Q11B_raterestaurant).

Style of vacation variables

Variables about the style of vacation give an idea about the type of vacation the visitors prefer. Is the tourist looking for a destination that offers warm weather with white sandy beaches? Is the tourist interested in a place that has historical sites, nature sites, sport activities or nightlife? Or does he prefer a family friendly environment? It was not possible to include these variables, as the survey lacks these types of questions.

VI. Results

In this section, models A to D are shown. Each model with the exception of model D contains at least one of the explanatory variables of the categories public relations, profile of returning tourist, and level of satisfaction. Each result establishes a relationship between the visiting cruise tourist and its willingness to return to Curaçao for a land-based vacation. The program EViews was used to estimate the model as described in section IV. The variables have various coding (see Attachment 3). The expected signs for the explanatory variable depend on the coding of the variables. The following groups of variables are used:

The variables Q2_Fvisit and Q11F_didreceiveinfo are coded 1 for yes and 2 for no. The signs of these variables are inconclusive. The tourist, who did not receive information (option= 2) may be less inclined to return to visit the country.

The variables Employed (being employed) and Adventures (taken the voyage on the ship “Adventure of the Seas”) are coded 1 for yes and 0 for no. An employed cruise tourist is expected to have a positive sign, because a traveler, who is employed, is more likely to return as a stay-over tourist than the one that is unemployed. Data show that visitors that took a trip with the cruise ship “Adventure of the Seas,” are more inclined to return as a stay-over visitor.

Variables ranking from “low” to “high.” Q9A_hrs (the amount of hours spent ashore), Q25_householdincome (household income), Q11B_rateislatnadsoldon (rating of the island tour sold onboard), Q11B_overalsightse (rating of the overall sightseeing tour), and Q11B_raterestaurant (rating of the restaurants and bars) are expected to have a positive relationship with the dependent variable. A higher rating of an activity will increase the probability of a cruise tourist returning for a land-based vacation. Higher income provides a higher probability for cruise and or stay-over vacation.

Only one variable, education, ranks from “high” (graduate school) to “low” (some high school). The expected value of this variable may be negative. One would expect that passengers with higher level of education will also have a higher income, which will increase the probability for them to return for a land-based vacation.

Some of the variables related to the profile of the returning tourist and public relations, such as age, cleanliness, and safety are not significant. One can expect that being of an advanced age to be negatively related to the question Q19; one expects that the older respondents are less likely to return for a land-based vacation. Safety and cleanliness received high ratings from the respondents, but these are not sufficient reasons for a return visit to Curacao. The

results of models A to D are shown in Table 3. Model A shows that by spending more hours ashore, being employed, and a high rating of the restaurants and bars increase the likelihood of a land-based vacation. The less information received onshore, the less likely that the tourist will return for a stay-over visit. The island tours sold onboard and the overall sightseeing experience have a negative sign in all models. The higher the rating of an island tour coincides with fewer cruise tourists willing to return for a land-based vacation. The explanation for this outcome is that tourists taking an island tour are interested in seeing and enjoying the most of the island in one trip. Basically, with this tour the cruise tourist has seen almost everything of the island and is not planning to return as a stay-over visitor.

Model B shows that travelers, who have been on a cruise to Curaçao more often, are more likely to return to the island for a land-based vacation. More hours spent ashore, being employed, and a high rating of the restaurants & bars increases the likelihood of a land-based vacation. Similar to model A, with the overall sightseeing tour,¹¹ the tourist is unlikely to return for a land-based vacation.

Model C reveals that there is a negative relationship between the returning cruise tourist and household income. The data of the survey shows that the higher income travelers are unlikely to return to Curacao as a stay-over tourist. Furthermore, tourists with a lower level of education are more likely to return to Curacao for a land-based vacation. Having taken the overall sightseeing tour, it is improbable for the tourist to revisit Curaçao. As indicated in model D, the passengers that have traveled with the cruise ship ‘Adventure of the Seas’ are most likely to return for a stay-over visit. Similar to the other models, the hours spent onshore and the high rating of the restaurants & bars raise the likelihood of a land-based vacation. Conversely, overall sightseeing is negatively related to the cruise tourist returning to Curacao.

¹¹ The “island tour” and the “overall sightseeing tour” are similar excursions. The “island tour” is sold on board, while the “overall sightseeing tour” is sold on shore.

Table 3: Cruise tourists return to Curaçao for a land-based vacation: Logit models A-D

Model identification code	A	B	C	D
Log likelihood	-459.62	-449.28	-457.71	-454.8
Number of observations	1,001	968	999	969
Public relations:				
Is this your first visit to Curacao?		0.36 (*)		0.31
How many hours did you spend ashore in Curacao?	0.15 (***)	0.14 (**)	0.15 (***)	0.14 (**)
Upon arrival, did you receive any information onshore about what to do on the island?	-0.0006 (*)			
Ship "Adventure of the Seas"				0.41 (*)
Profile of returning tourist:				
What is your approximate household income?			-0.0004 (**)	
What is your highest level of formal education?			0.0008 (**)	
What is your current employment status?	0.49 (**)	0.53 (***)	0.50 (**)	
Satisfaction level of activities:				
How would you rate the island tour sold on board?	-0.002 (***)			
How would you rate the activity of overall sightseeing?		-0.015 (**)	-0.0013 (**)	-0.0016 (**)
How would you rate the restaurants & bars?	0.0017 (**)	0.0016 (*)	0.0011 (*)	0.0017 (**)
Constant	0.53 (**)	0.078	0.56 (**)	0.28

1. Asterisks appearing next to the coefficients indicate significance: no asterisk indicates that the coefficient was not significant; one asterisk, that the coefficient was significant at the 90 percent confidence level; two asterisks, that it was significant at the 95 percent level; and three asterisks, that it was significant at the level of 0.998 or higher.

VII. Conclusion

The cruise tourism industry is growing fast with the most popular cruise destinations recorded in the Caribbean region. In 2008, cruise tourism accounted for 44% of the industry's world bed day capacity. In the Caribbean region, the number of cruise destinations is increasing and becoming more competitive. It is crucial for Curaçao to raise its share of

1.9% of the Caribbean cruise market, because a larger cruise market share may have a positive influence on the stay-over tourist sector. Based on the Cruise Industry Overview 2009 by the Florida-Caribbean Cruise Association, 80% of the cruise passengers believe that cruising is the most effective way to discover different destinations to which they may return. The Caribbean is the leading destination where cruise tourists (50%) would like to return for land-based vacations.

In this paper, we conducted an empirical analysis to examine which factors would motivate cruise passengers to return to Curaçao for a land-based vacation. The determinants for the return of cruise tourists have been drawn from the “Curaçao Cruise Passenger Survey 2005-2006,” which was conducted by the Curaçao Tourism Development Bureau (CTDB) in cooperation with the Curacao Institute for Social and Economic Studies (CURISES). A logit analysis was applied to the sample of observations of the cruise tourists’ respondents. The variables were categorized into public relations, profile of returning tourist, and satisfaction level of activities. The analysis of the logit models revealed the probability of cruise tourists returning to Curaçao for a land-based vacation. Some important conclusions derived from the study are:

- The number of hours spent on Curaçao has a positive impact on cruise passengers returning to the island.
- Curaçao’s restaurants & bars are good marketing tools for the island.
- Being employed is crucial for the cruise visitor to return to Curaçao for a land-based trip.
- Recurring cruise passengers are more likely to return as a land-based visitor.
- Cruise tourists that received information onshore are more likely to return.
- High income cruise tourists are unlikely to return.
- Cruise passengers with higher level of education are less likely to return.
- Cruise tourists that have taken the overall sightseeing excursion are not inclined to come back for a land-based vacation.

A cost-effective way for policy makers to attract more land-based travelers to the island of Curaçao would be to take into account the abovementioned attributes of the cruise passengers.

Attachment 1

Table 4: Geographic segmentation of the Bahamas and Caribbean cruise market

Bahamas	Western	Eastern	Southern	Deep Caribbean
Freeport Nassau Coco Cay Pleasure Island Princess Cays Royal Isle	Cayman Islands Cancun Cozumel Jamaica Key West (Cuba)	Antigua British Virgin Islands San Juan Saba St. Barths St. John St. Kitts & Nevis St. Maarten St. Thomas Virgin Gorda Labadee Serena Cay	Barbados Dominica Guadeloupe Martinique St. Lucia St. Vincent Princess Bay	Aruba Bonaire Curaçao Cartagena Grenada Isla de Margarita La Guaira Panama Canal Puerto Cabello Trinidad & Tobago

Source: Policy Research Corporation N.V. (1988).

Attachment 2

Questions from the report “Curaçao Cruise Passenger Survey 2005-2006”

- Q1. First Caribbean trip
- Q2. First visit to Curaçao
- Q3. Here before on pleasure or business
- Q4. On previous trip did you arrive by plane or ship
- Q5a. Know anything about Curaçao
- Q5b. If yes, from where or whom
- Q6. Most important reason to select this cruise
- Q7. Would have visited the Caribbean anyway even if they had not taken a cruise
- Q8. Port call at Curaçao was an important factor for selecting the cruise
- Q9a. Total hours spent on shore
- Q9b. Liked to spend more time on the island
- Q10. With whom are you traveling?

- Q11a. What did you do?
- Q11b. What about (not mentioned activities)?
- Q11c. Mentioned activities. Rating
- AC1/RT1. Beaches
- AC2/RT2. Restaurants/Bars
- AC3/RT3. Shopping downtown
- AC4/RT4. Shopping suburbs
- AC5/RT5. Walking downtown
- AC6/RT6. Overall sightseeing
- AC7/RT7. Local transport/taxi
- AC8/RT8. Tour sold on board
- AC9/RT9. Tour sold on shore
- AC10/RT10. Walking tour
- AC11/RT11. Trolley train tour
- AC12/RT12. Diving
- AC13/RT13. Snorkeling
- AC14/RT14. Other water sports/activities
- AC15/RT15. Casino

- Frie. Friendliness
- Safe. Safety
- Clea. Cleanliness

- Q11d. Attractions visited. Rating
- AT1. Awa di playa
- AT2. Christoffel park
- AT3. Four alley's

Attachment 2 (Cont'd)

- AT4. Hato caves
- AT5. Kas di pali maishi
- AT6. Landhuis Ascension
- AT7. Curaçao Museum
- AT8. Tele museum
- AT10. Postal museum
- AT11. Savonet museum
- AT12. Numismatic museum
- AT13. Maritiem museum
- AT14. Jewish museum
- AT15. Synagogue
- AT16. Fort church
- AT17. Fort Amsterdam
- AT18. Fort Nassau
- AT19. Beaches
- AT20. Seaquarium
- AT21. Floating market
- AT22. Osterich farm
- AT23. Ceramics factory
- AT24. Herb garden
- AT25. Landhuis Brievengat
- AT26. Landhuis Kenepa
- AT27. Shete Boca park
- AT28. Liqueur factory
- AT29. Westside factory
- AT30. Playa Perla Canoa
- AT31. Other

- Q11e. Would have liked other activities
- Q11f. Upon arrival, did you receive any information onshore?
- Q12a. Number of people in travel party
- Q12b. How much did your travel party spend?
- Q12c. Breakdown of expenditure
- Q13. Primary reasons to shop in Curaçao
- Q14a. Would have spent more if there had been.....
- Q14b. Which destination did you/are you planning most shopping?
- Q15a. Overall satisfaction level
- Q15b. What was most enjoyable aspect of trip Curaçao
- Q15c. What was least enjoyable aspect of trip Curaçao
- Q16. Expectations
- Q17. Would you recommend a cruise that called Curaçao to a friend?
- Q18. Would you recommend Curaçao as a stay-over vacation to a friend?
- Q19. Would you come back for an extended stay?

Attachment 2 (Cont'd)

- Q20. Countries visited/ports of calls
- Q21. Gender of cruise tourist
- Q22a. Country of residence
- Q22b. Zip code/postal code of address
- Q23. Age of a cruise tourist
- Q24. Marital status
- Q25. Annual household income
- Q26. Highest level of formal education
- Q27. Employment status

Attachment 3

Table 5: Names and codes of variables

Variables	Variable name	Variable code
Public relations:		
Is this your first visit to Curacao?	Q2_Fvisit	1 = Yes 2 = No
How many hours did you spend ashore in Curacao?	Q9A_hrs	#hrs 99 = 1 day or more
Upon arrival, did you receive any information on shore about what to do on the island?	Q11F_didreceiveinfo	1 = Yes 2 = No
Ship "Adventure of the Seas"	Adventures	1 = Adventures of the Seas 0 = Otherwise
Profile of returning tourist:		
What is your approximate household income?	Q25_householdincome	1 = less than \$50,000 2 = \$50,000 - \$74,999 3 = \$75,000 - \$99,000 4 = \$100,000 or more
What is your highest level of formal education?	Q26_education	1 = Graduate school 2 = Graduate college 3 = Some college 4 = Graduate high school 5 = Some high school
What is your current employment status?	Employed	1 = Employed full-time or part-time 0 = Retired, home maker, student, other

Attachment 3 Cont'd

Table 5: Names and codes of variables

Satisfaction level of activities:		
How would you rate the island tour sold on board?	Q11B_rateislatnadsoldon	1 = Poor 2 = Fair 3 = Good 4 = Excellent
How would you rate the activity of overall sightseeing?	Q11B_overalsightse	1 = Poor 2 = Fair 3 = Good 4 = Excellent
How would you rate the restaurants & bars?	Q11B_raterestaurant	1 = Poor 2 = Fair 3 = Good 4 = Excellent

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