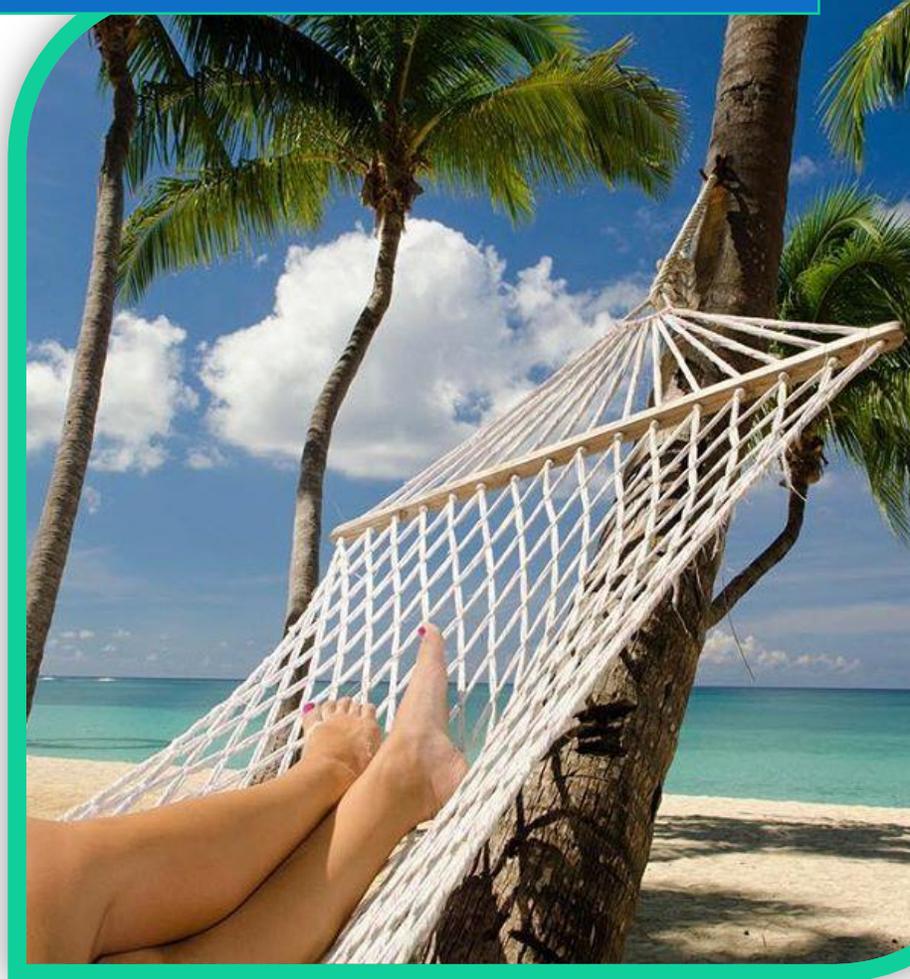


Bi-Annual Statistics Report: Jan-June 2016



Executive Summary

The Cayman Islands Department of Tourism half year report aims to deepen the understanding of tourism performance based on the Cayman Islands Immigration Department (Immigration) data and the Cayman Islands Department of Tourism (CIDOT) Visitor Exit Survey results collected during the period of 1 January to 30 June 2016. The CIDOT conducted a random sample survey for the stay-over visitor market which is now presented as the CIDOT Visitor Exit Survey Results.

The destination had a total arrival of 210,490 air visitors for the first half of 2016 which was a 1.41% decline when compared to the same period last year. Of the arrivals, the USA accounted for 80.09%, Europe at 6.93%, Canada at 6.69% and the 'Other' category at 6.3%. The total tourism visitor impact which includes both air and cruise visitors for the same period was at 5.4% increase year over year.

The main purpose of visit remains as recreational/ leisure. The average length of stay for the destination was 6.02 days. Intentions to return to the Cayman Islands by air were positive for 96.5% of the respondents. Total Cayman Islands visitor expenditure for the time period of July 2015 – June 2016 was estimated to be KY\$574.1 million.

This data will be analyzed and used to inform marketing decisions and help support those industries that rely on tourism.



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Background and Objectives

- The research objectives of the Exit Survey were tailored to measure and track the overall experiences of stay-over visitors throughout the data collection period.
- The survey is designed to track the demographic profiles, travel experiences, intentions, motivations, and spending patterns of stay-over visitors.
- Visitor Exit Survey objectives include the following:
 - To obtain a snapshot of the targeted demographics;
 - To determine the percentage of visitors travelling together (party size);
 - To ascertain the key media influences that impacted the decision to travel to the Cayman Islands;
 - To establish spending patterns and track overall visitor expenditures;
 - To determine visitors' satisfaction levels associated with their experiences in the Cayman Islands;
 - To explore visitors' perceptions of the Cayman Islands compared to other warm weather destinations;
 - To determine the likelihood of visitors' returning to the Cayman Islands;
 - To better understand the factors that influenced all visitors to travel to the Cayman Islands; and
 - To obtain visitor contact information for direct marketing and promotional purposes.



CIDOT Visitor Exit Survey Methodology

▪ Methodology:

- A 10 minute survey was administered via tablets
- Face-to-face interviews at Owen Roberts International Airport
- Survey has 103 Questions (some questions are skipped based on previous response)
- The survey was conducted from 1 January – 30 June 2016
- 99% confidence level and a margin of error at 3.5%



▪ Eligibility:

- Non-residents (Visitors)
- Stay over visitor (on island for at least 24 hours)
- Excluded:
 - Seasonal workers
 - Other short-term workers
 - Long-term workers
 - Crews on public modes of transport

- **Sample:**
 - 1,324 Air Visitors
 - Formula:

$$n = \frac{\frac{z^2 \times p(1-p)}{e^2}}{1 + \frac{z^2 \times p(1-p)}{e^2 N}}$$

N = Population Size

n = sample size

e = margin of error (degree of accuracy)

z = z-score

p = proportion

- **Visitor Expenditure Formulas**
 - Average Expenditure per person = total expenditure / total arrivals
 - Average Expenditure per party = average expenditure per person X average spending party size
 - Average Expenditure per party per night = average expenditure per party / average length of stay
 - Average Expenditure per person per night = average expenditure per person / average length of stay

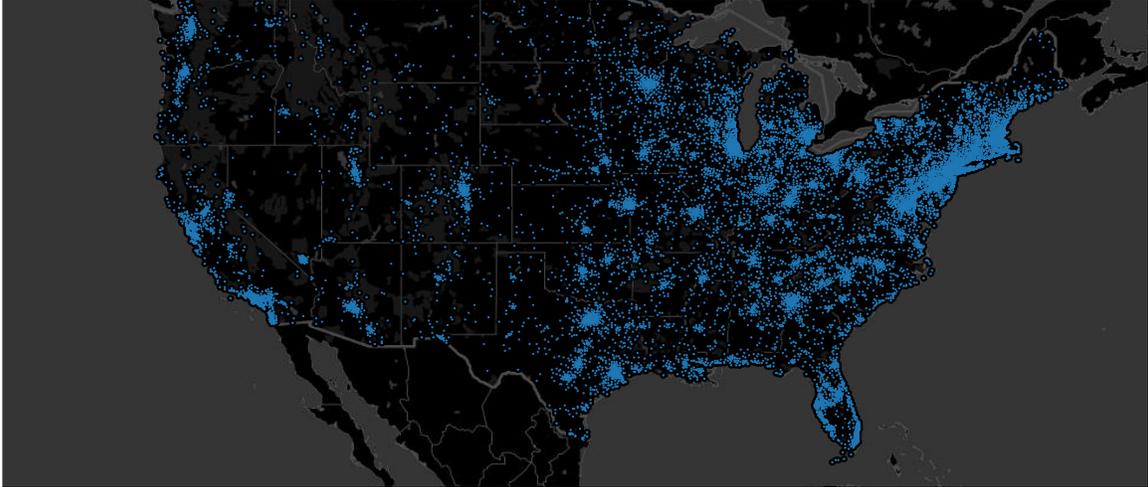
Visitor Arrivals (Stay Over)

January – June 2016 Visitor Arrivals (Stay Over)

	January – June					
	2015	2016	# Diff.	% Diff.	2015	2016
USA	166,460	168,577	2,117	1.27%	77.97%	80.09%
Europe	17,294	14,585	-2,709	-15.66%	8.10%	6.93%
UK & Ireland	7,889	8,189	300	3.80%	3.70%	3.89%
Continental Europe	9,405	6,396	-3,009	-31.99%	4.41%	3.04%
Canada	15,026	14,076	-950	-6.32%	7.04%	6.69%
Other	14,713	13,252	-1,461	-9.93%	6.89%	6.30%
Total Air	213,493	210,490	-3,003	-1.41%		
Total Cruise	908,881	973,305	64,424	7.09%		

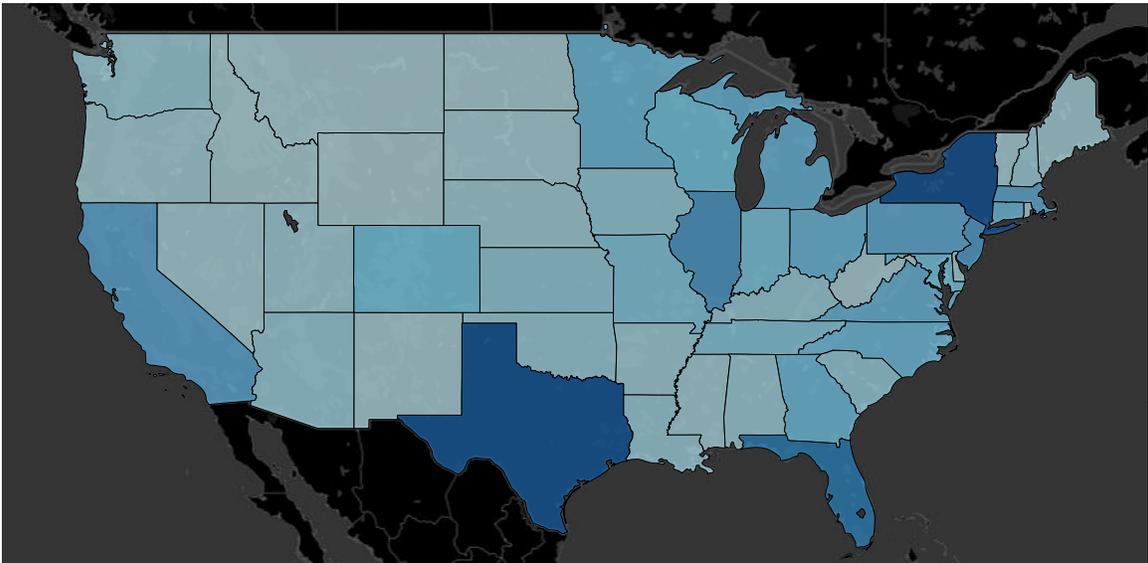
Source: Cayman Islands Immigration Department

January – June 2016 Visitor Arrivals: US Heat Map (Stay Over)



Data Source: Cayman Islands Immigration Department

January – June 2016 Visitor Arrivals: US Heat Map by State (Stay Over)



Data Source: Cayman Islands Immigration Department



Total Airline Capacity

Month	Seats			Year over Year % Change	
	2015	2016	2017	2016	2017
January	75,306	79,639	72,885	5.75	-8.48
February	66,084	72,664	65,161	9.96	-10.33
March	78,361	82,946	78,280	5.85	-5.63
April	74,175	75,049	72,634	1.18	-3.22
May	65,495	64,331		-1.78	
June	64,803	69,766		7.66	
July	70,663	82,675		17.00	
August	64,174	70,787		10.30	
September	45,516	48,795		7.20	
October	49,652	52,802		6.34	
November	60,627	59,313		-2.17	
December	72,622	73,916		1.78	
Total	787,478	832,683		5.74	

As of 13 June 2016

Source: Sabre Airline Solutions

- Total Air Capacity Into the Cayman Islands
- “Capacity” means number of seats

Total Airline Frequency

Origin City	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Grand Total
Atlanta	42	37	39	40	35	34	36	35	30	30	33	46	437
Boston	5	4	4	5							4	5	27
Charlotte	41	48	61	60	43	38	41	33	18	23	35	46	487
Chicago	14	12	13	13		4	5	2			4	5	72
Dallas Fort Worth	5	4	4	5	5	21	23	15	4	5	4	5	100
Detroit	5	4	4	1								3	17
Havana	35	33	38	30	31	30	31	31	30	31	30	31	381
Holguin	5	4	4										13
Houston	10	4	31	24	34	66	72	25	4	6	11	23	310
Kingston	29	24	27	26	26	26	30	30	28	26	26	27	325
La Ceiba	10	9	8	9	9	8	13	14	9	9	8	9	115
Miami	174	161	173	165	163	139	171	162	131	148	156	165	1908
Minneapolis / St Paul	5	4	4	1								3	17
Montego Bay	10	9	8	9	9	8	13	14	10	9	8	9	116
Nassau	18	16	19	17	18	17	18	18	17	17	17	18	210
New York	61	54	56	53	37	38	52	52	25	24	33	46	531
Philadelphia	8	10	12	10	1	4	5	3			4	7	64
Tampa	23	21	21	22	22	21	31	31	22	23	20	23	280
Toronto	28	24	27	26	14	11	10	8	8	11	12	22	201
Washington	18	17	17	7	4	4	5	4	1		4	11	92
Grand Total	546	499	570	523	451	469	556	477	337	362	409	504	5703

As of 13 June 2016

Source: Sabre Airline Solutions

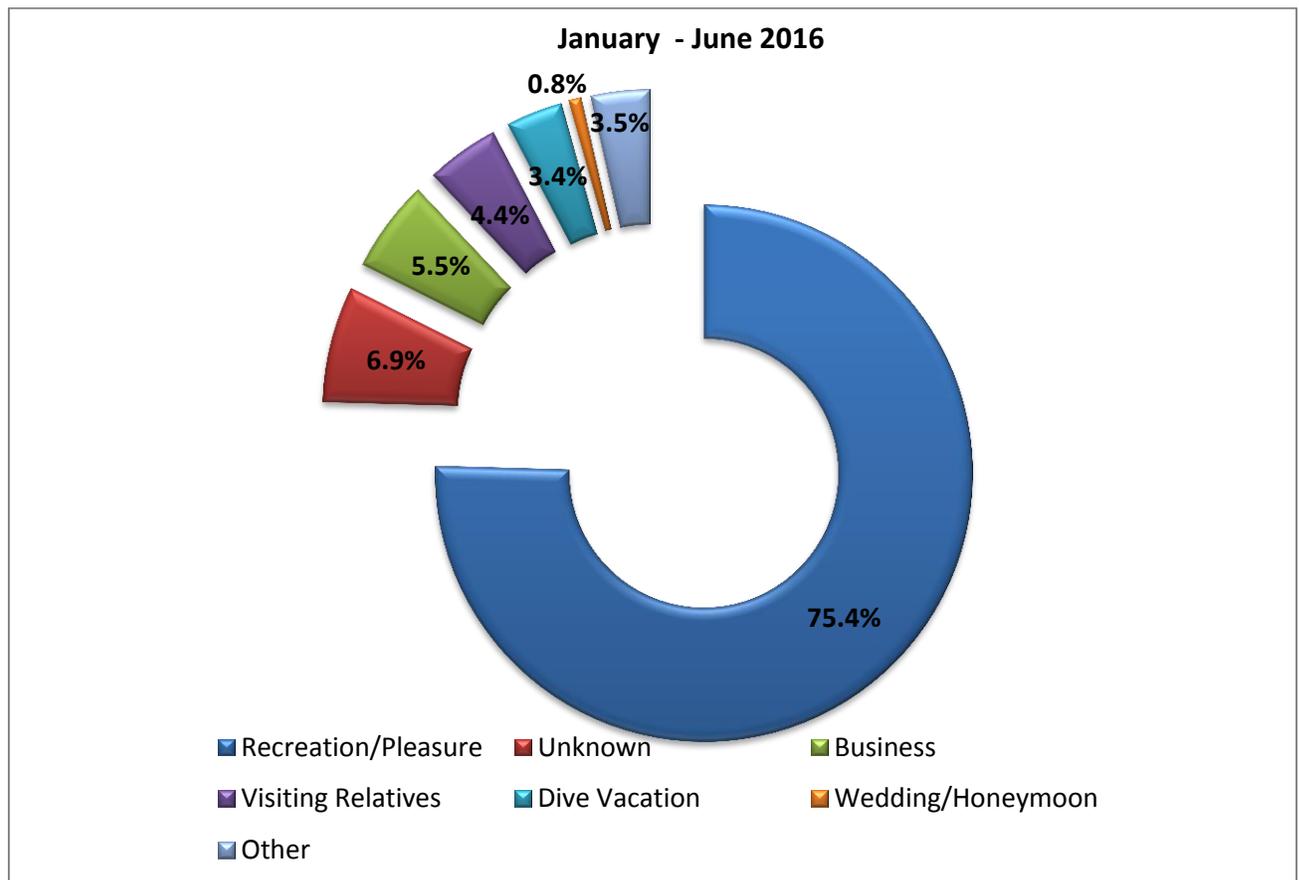
- Total Air Frequency Into the Cayman Islands
- “Frequency” means # of flights
- Where gaps are present it is an indication of seasonal service

Visitor Attributes

Purpose of Visit

	2015	2016
	Jan-Jun	Jan-Jun
Recreation/Pleasure	72.0	75.4
Unknown	8.7	6.9
Business	5.3	5.5
Visiting Relatives	4.2	4.4
Dive Vacation	3.2	3.4
Wedding/Honeymoon	0.8	0.8
Other	5.8	3.5

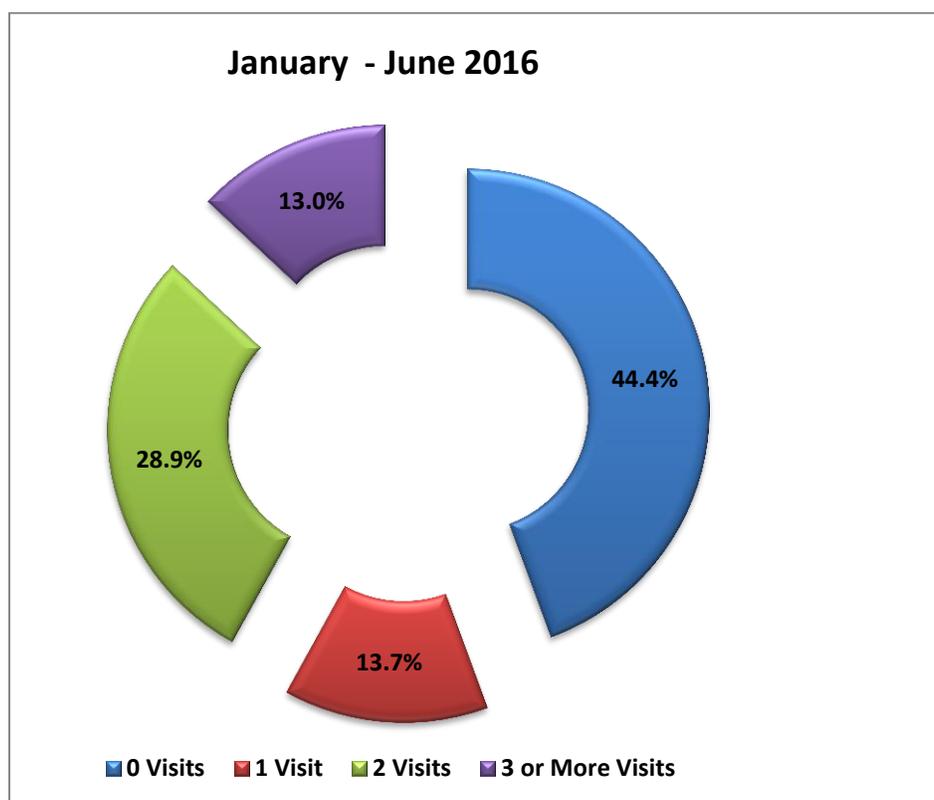
Source: Cayman Islands Immigration Department



Number of Previous Visits

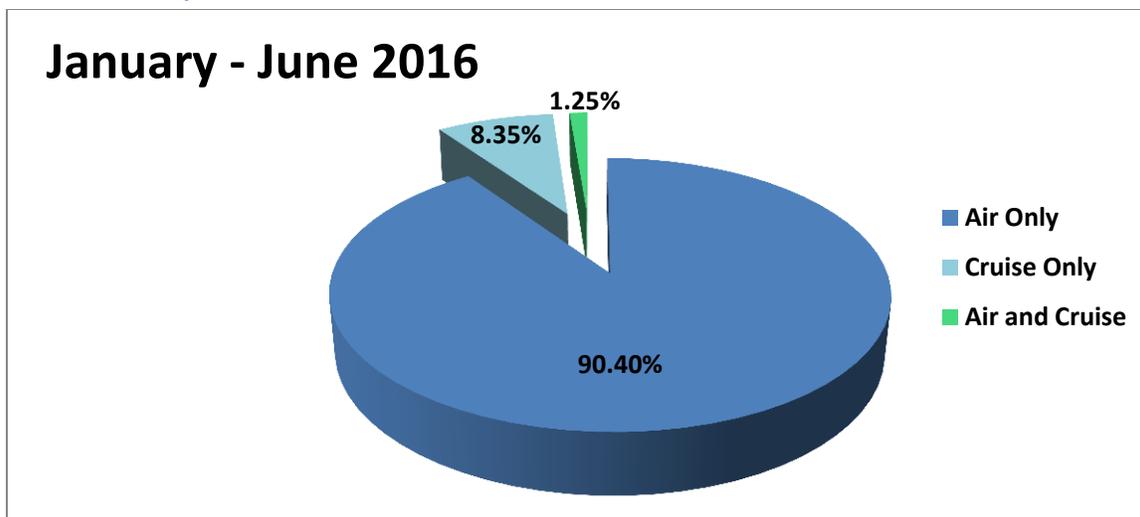
	Biannually (Jan-Jun)		2016 Quarterly	
	2015	2016	Jan-Mar	Apr-Jun
0 Visits	42.9	44.4	40.9	48.4
1 Visit	13.1	13.7	14.2	13.0
2 Visits	26.5	28.9	31.6	25.8
3 or More Visits	17.4	13.0	13.3	12.7

Source: Cayman Islands Immigration Department



- 44.4% of visitors during the period January to June 2016 visited the destination for the first time. This represents a 1.5 percentage point increase when compared to the same period in 2015 (42.9%).
- 48.4% of visitors in Apr-Jun 2016 were first time visitors, which is 7.5 percentage points higher than visitors for the period Jan-Mar 2016.

Mode of Transport for Previous Visits



Source: CIDOT Visitor Exit Survey

- 90.40% of repeat visitors previously visited the destination by air
- 8.35% visited by cruise and 1.25% previously visited by both air and cruise

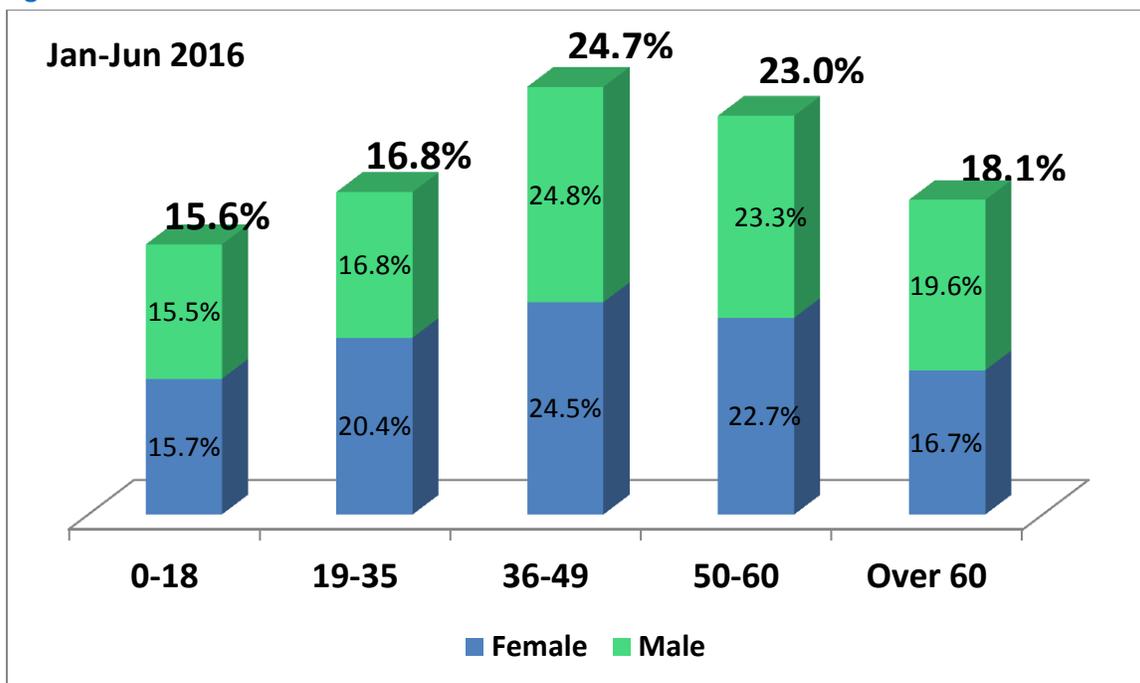
Average Length of Stay

Visitor	Jan - Jun 2015	Jan - Jun 2016
Overall	6.21	6.02
Region		
USA	6.05	5.88
Canada	7.80	7.48
Europe	6.83	6.79
Other	5.66	5.80
Previous Visits		
First Time Visitors	5.92	5.74
Repeat Visitors	6.45	6.28
Purpose of Visit		
Recreation/Pleasure	6.41	6.18
Dive Vacation	7.04	6.99
Business	3.75	3.63
Visiting Relatives	8.03	7.59

Source: CIDOT Visitor Exit Survey

Demographic Profile

Age and Sex



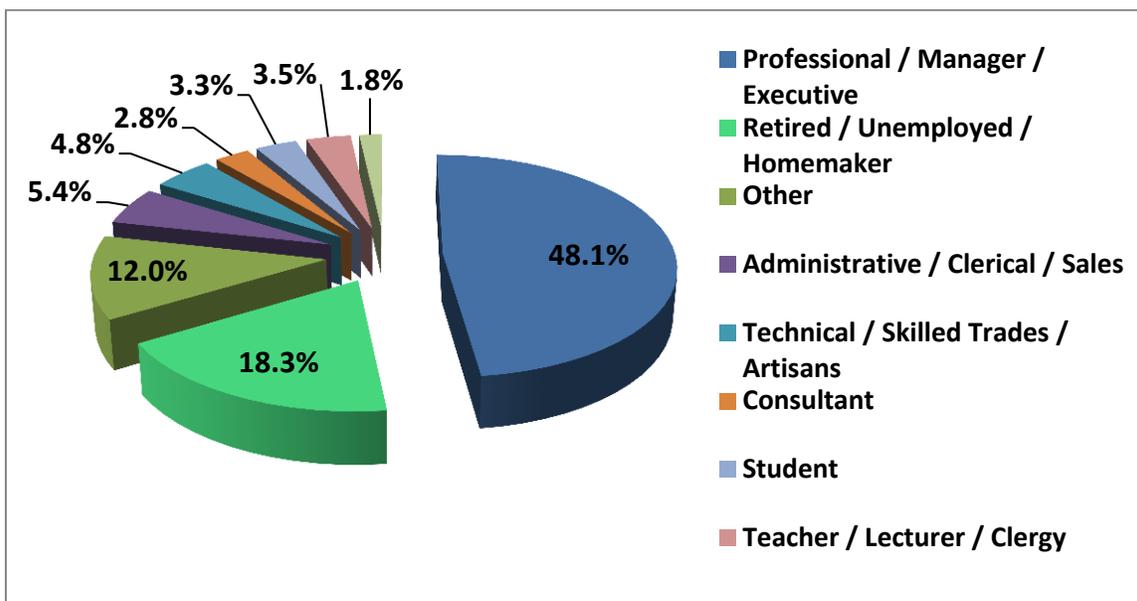
Source: CIDOT Visitor Exit Survey

- Visitors between the ages of 36 and 49 account for 24.7% of total visitation
 - The breakdown showed that 24.5% of female visitors were between the ages of 36-49 with males accounting for 24.8%.

Occupation

Occupation	2015	2016		
	Jul-Dec	Jan-Mar	Apr-Jun	Jan-Jun
Professional / Manager / Executive	58.6	49.0	47.1	48.1
Retired / Unemployed / Homemaker	16.6	21.5	14.8	18.3
Other	4.0	11.7	12.4	12.0
Administrative / Clerical / Sales	3.8	3.7	7.3	5.4
Technical / Skilled Trades / Artisans	4.6	4.2	5.5	4.8
Consultant	5.1	2.4	3.1	2.8
Student	3.4	3.3	3.3	3.3
Teacher / Lecturer / Clergy	2.1	2.7	4.4	3.5
Hospitality / Service trade	1.7	1.4	2.1	1.8

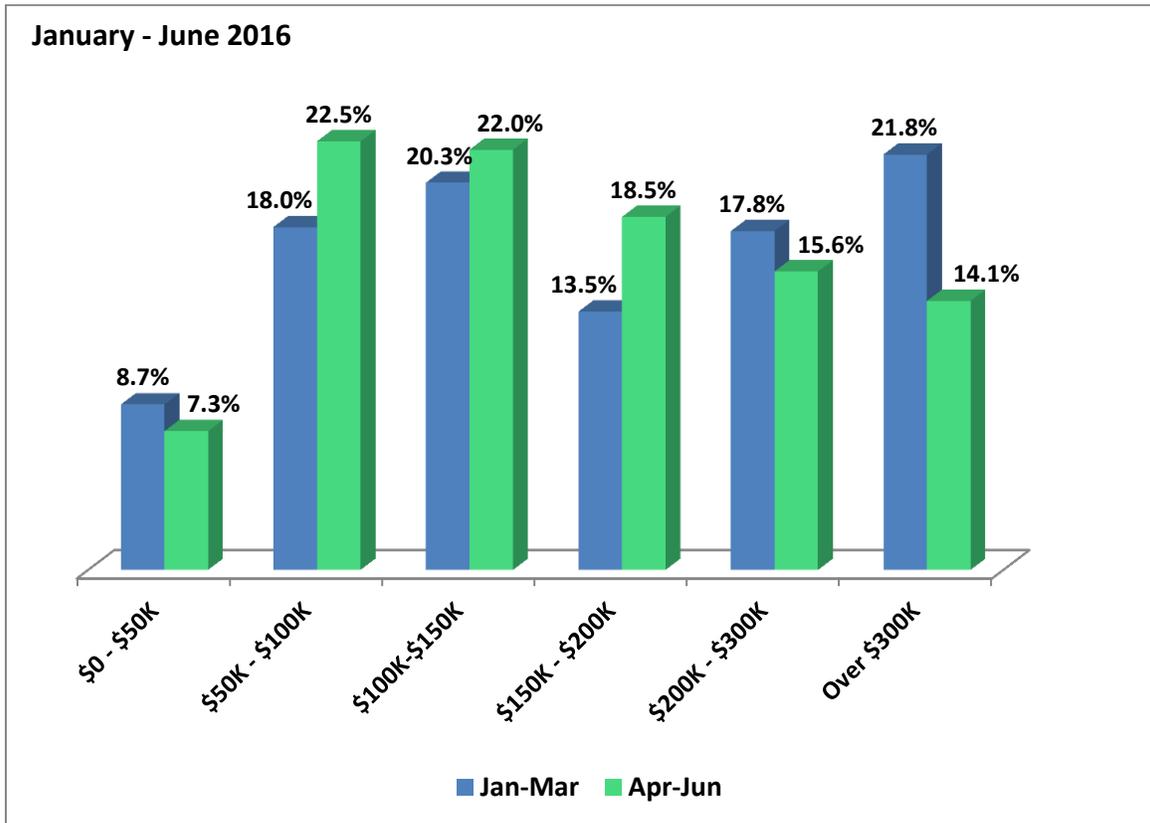
Source: CIDOT Visitor Exit Survey



Annual Household Income

HH Income	2015	2016		
	Jul-Dec	Jan-Mar	Apr-Jun	Jan-Jun
\$0 - \$50K	10.6%	8.7%	7.3%	8.0%
\$50K - \$100K	20.8%	18.0%	22.5%	20.2%
\$100K-\$150K	20.8%	20.3%	22.0%	21.1%
\$150K - \$200K	17.2%	13.5%	18.5%	16.0%
\$200K - \$300K	13.2%	17.8%	15.6%	16.7%
Over \$300K	17.5%	21.8%	14.1%	18.0%

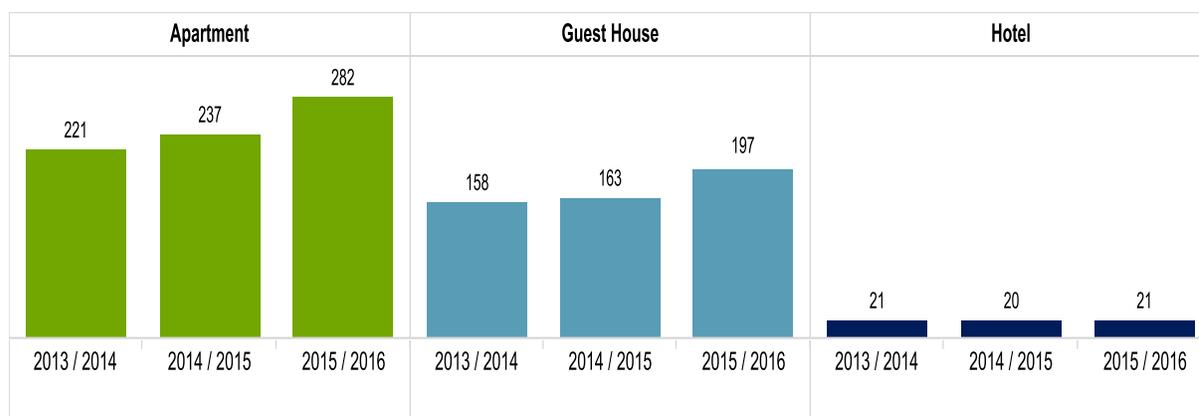
Source: CIDOT Visitor Exit Survey



- 21.1% of stayover visitors for the period Jan-Jun 2016 reported annual household income between US\$100,000 and US\$150,000
- 21.8% of respondents for the period Jan-Mar 2016 reported annual household income over US\$300,000

Accommodation

Accommodation Stock



		Maximum Capacity	Number of beds	Number of bedrooms	Number of units
Hotel	2013 / 2014	7,291	3,554	2,176	1,989
	2014 / 2015	7,221	3,515	2,143	1,958
	2015 / 2016	7,178	3,323	2,176	1,988
Apartment	2013 / 2014	6,240	3,602	2,461	1,170
	2014 / 2015	6,385	3,606	2,493	1,190
	2015 / 2016	6,819	3,734	2,572	1,255
Guest House	2013 / 2014	1,479	833	611	206
	2014 / 2015	1,524	845	628	212
	2015 / 2016	1,845	1,001	754	247

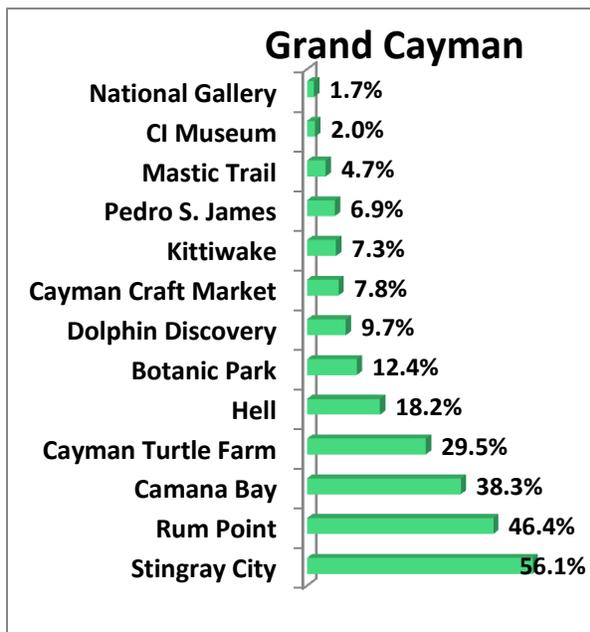
As of 19 July 2016

Source: CIDOT

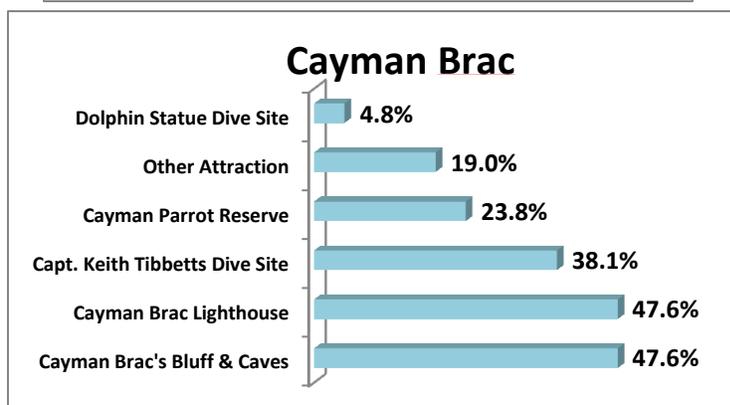
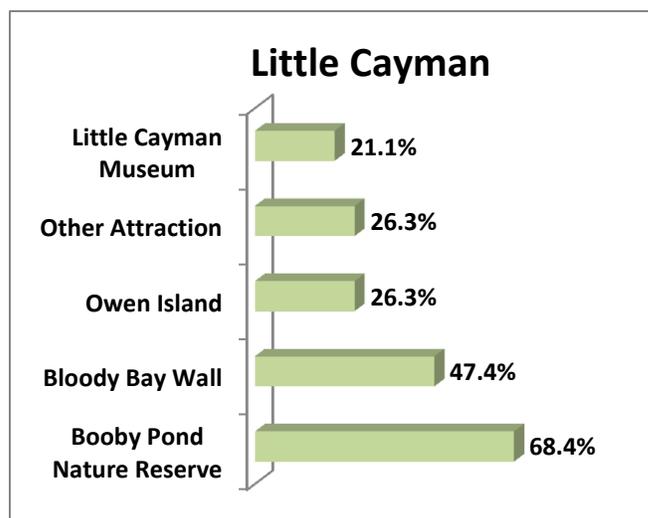
- 500 properties are licensed to operate in the Cayman Islands
- Maximum capacity is 15,842 persons
- 5,502 bedrooms with available 8,058 beds

Travel Experience

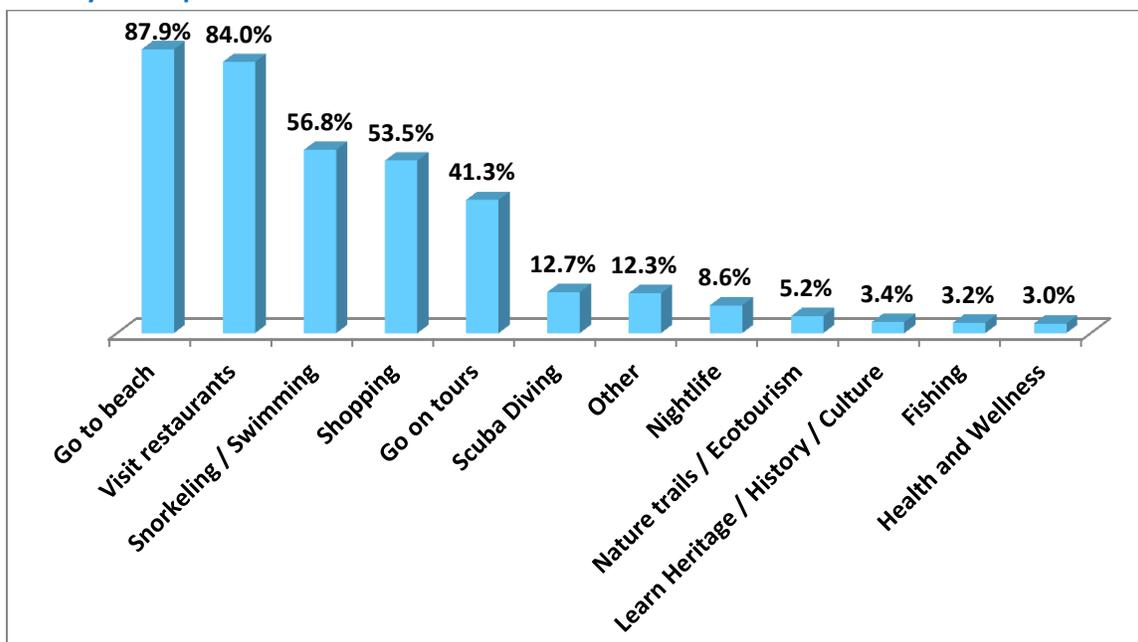
Attractions Visited



- 56.1% of respondents stated that they visited Stingray City while in Grand Cayman



Activity Participation



Source: CIDOT Visitor Exit Survey

- Visitors were asked what tourism activities they participated in during their visit, 87.9% reported that they visited the beach

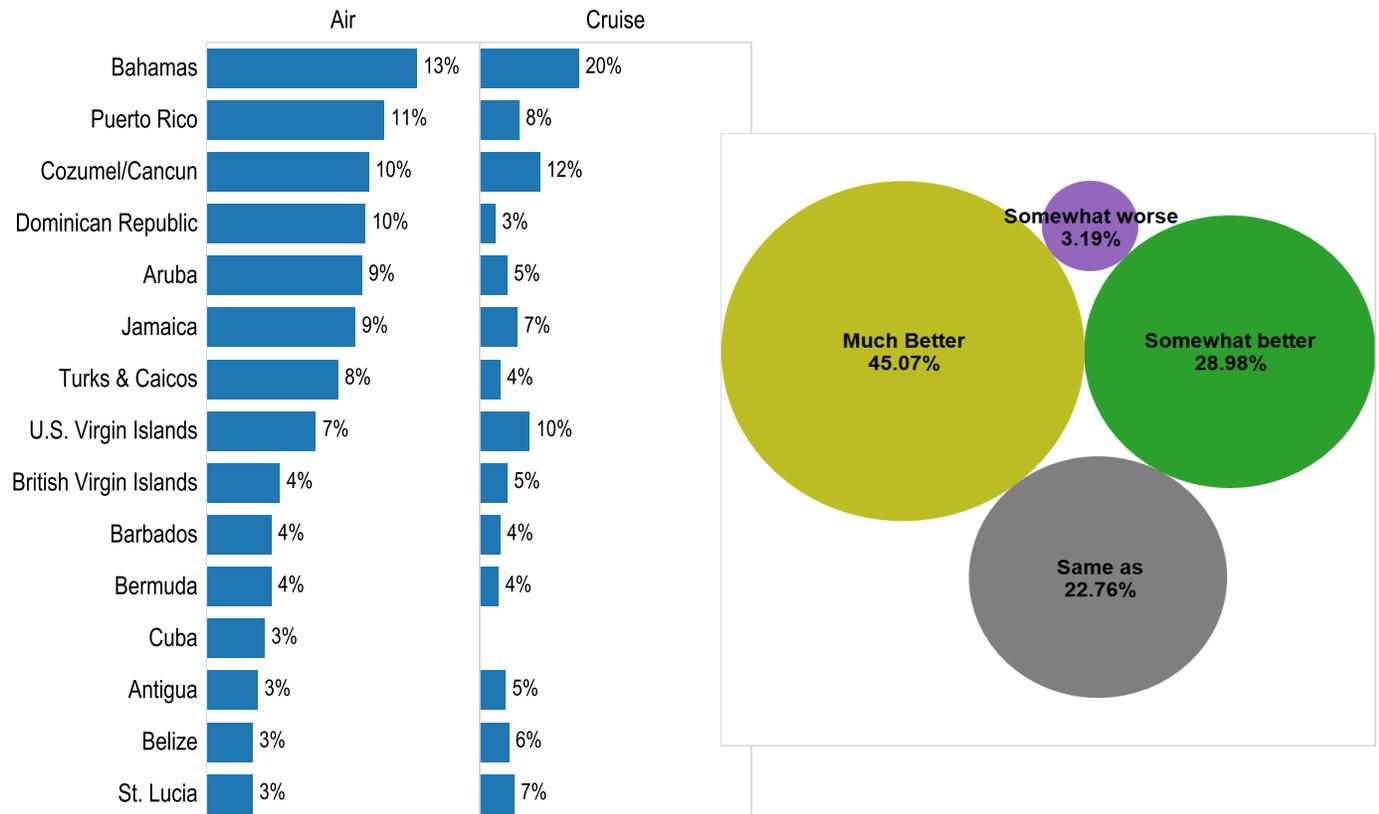
Rating of Destination on Selected Attributes

	Very Good	Good	Fair	Poor	Very Poor
Overall Experience	89.9%	9.3%	0.6%	0.1%	0.2%
Customer Service	83.5%	14.4%	1.6%	0.4%	0.1%
Value for Money	33.0%	35.5%	26.2%	4.4%	0.9%
Accommodations	69.9%	25.1%	4.4%	0.4%	0.2%
Restaurants	73.4%	23.5%	2.8%	0.3%	0.0%
Beaches	88.6%	10.4%	0.7%	0.2%	0.1%
Transportation	56.3%	35.3%	6.9%	1.1%	0.4%
Shopping	43.9%	39.7%	15.1%	1.2%	0.0%
Tours	72.7%	23.4%	3.7%	0.1%	0.0%
Water Sports	81.3%	17.2%	1.3%	0.3%	0.0%
Attractions	64.2%	31.6%	3.5%	0.7%	0.0%
Underwater Experience	79.6%	18.5%	1.8%	0.0%	0.2%

Source: CIDOT Visitor Exit Survey

- When asked to rate their “Overall Experience” in the Cayman Islands 89.9% of respondents said it was “Very Good” and 9.3% “Good”.

Other Competitors Visited

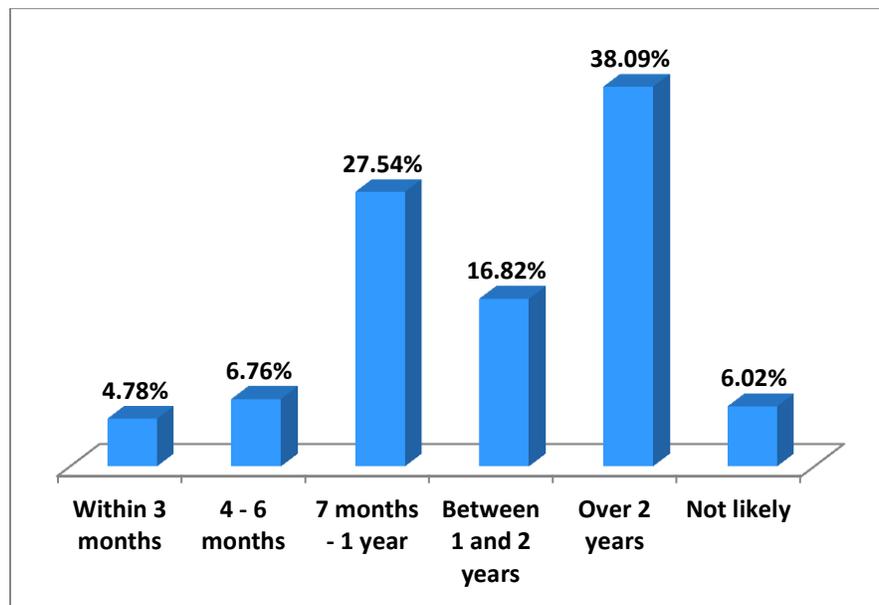


Source: CIDOT Visitor Exit Survey

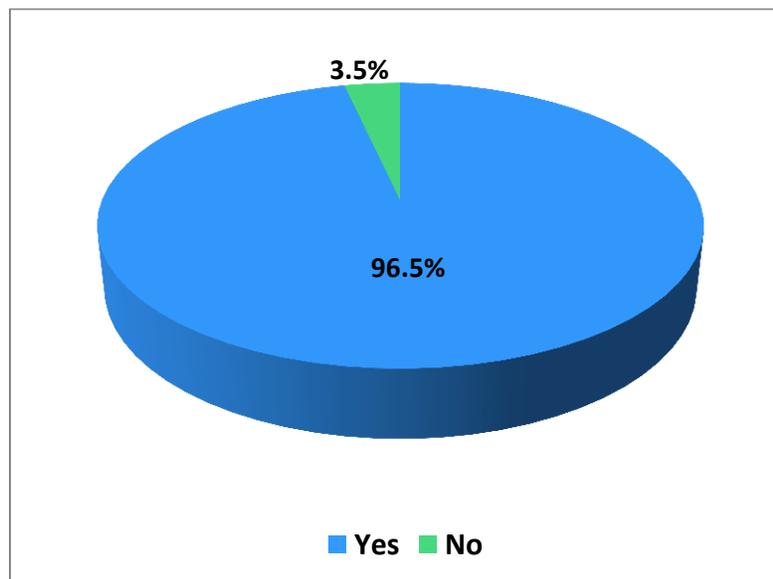
- 13% of respondents visited Bahamas in the last 3 years by Air and 20% by Cruise
- 45.07% perceived the Cayman Islands as being “Much Better” when compared to competitor destinations visited

Travel Intentions

Anticipated Return



Source: CIDOT Visitor Exit Survey



- 96.5% of respondents said they would visit the destination again by air
- 38.09% of respondents who would visit the destination again by air anticipates returning in “Over 2 years” while 27.54% stated they would return “between 7 months and 1 year”

Visitor Expenditure

Visitor Expenditure (July 2015 – June 2016)

Visitor Expenditure	Jul-Dec 2015	Jan-Jun 2016	Jul 2015-Jun 2016
Air Visitors			
Total Arrivals (Persons)	171,884	210,490	382,374
Total Expenditure (KYD '000)	178,734	240,937	419,671
Average Expenditure per party (KYD)	2,547.64	2,701.37	2,634.10
Average Expenditure per person (KYD)	1,039.85	1,144.65	1,097.54
Average Expenditure per party per night (KYD)	396.21	423.41	410.94
Average Expenditure per person per night (KYD)	161.72	179.41	171.22
Average Length of Stay (Days)	6.43	6.38	6.41
Average Spending Party Size (Persons)	2.45	2.36	2.40
Cruise Visitors			
Total Arrivals (Persons)			1,781,236
Average Spend per Cruise Passenger (KYD)			96.34
Cruise Passenger Onshore Visits (Persons)			1,603,112
Total Cruise Passenger Expenditure (KYD '000)			154,444
Total Visitor Expenditure (KYD '000)			574,115

Source: CIDOT Visitor Exit Survey & BREA

- The Cruise Visitor Expenditure is extrapolated based on the 2014/2015 Business Research & Economic Advisors (BREA) report on the Economic Contribution of Cruise Tourism to the Cayman Islands.
 - Onshore visits are calculated at 90% of total arrivals based on the report
- The Air Visitor Expenditure is based on CIDOT Exit Survey data collected between July 2015 to June 2016.
- Items included in the calculation of Visitor Expenditure for Air Visitors includes:

- Accommodation
- Food and Drink – Purchases at restaurants, groceries, bar/nightclubs and any other similar establishments.
- Transportation Services – Taxi service, car rental, public buses, transport to Sister Islands and air transport to enter and leave the Cayman Islands on resident airline.
- Recreation, Culture and Sporting Activities – Nature and sightseeing attractions, museums / galleries, movies / theatres / concerts / shows, diving, sailing , other water sports and recreation, culture and sporting activities, etc.
- Shopping - This category includes purchased consumer goods for own personal use or as gifts except for resale.
- Other consumer goods and services

Executive Revenue

Executive Revenue Totals

	January – May			Year over Year % Change
	2015	2016	Difference	
Hotel License	54,700	74,380	19,680	35.98
Tourist Timeshare Tax (TST)	308,901	303,178	(5,723)	(1.85)
Tourist Accommodation Tax (TAT)	12,098,145	12,349,292	251,147	2.08
Total	12,461,746	12,726,850	265,104	2.13

Source: CIDOT

- Monthly TST and TAT Tax are collected on the following month (For e.g. January period was collected in February). Please note that we are only reporting up until May for these two tax items.
- The Hotel License revenue collection is from January – June 2016
- This information will be updated in August 2016 when we would have completed the January – June full update.