

BEHAVIOUR  
EXPENDITURES  
VISITORS  
SATISFACTION  
ATTRACTIONS  
VACATION PACKAGE  
TOURIST PROFILE



## Tourism Impact And Satisfaction Study Air Berlin Passenger



Provided by Virtual Curacao

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## 1. Introduction

This document summarizes the findings of the Air Berlin Tourist Profile and Impact study carried out by Virtual Curaçao.

It is the intention of Curaçao Airport Holding NV to evaluate the impact of the Air Berlin charter flights to Curaçao. Especially the economic impact on the various sectors in Curaçao must be determined. To decide on a rational basis, data and information must be collected and analyzed. Virtual Curaçao has been requested to present a proposal for and to execute this research. The data for this research were collected in the year 2012 (November and December). The data were gathered at the airport of Curaçao. A total of 150 Air Berlin passengers were interviewed in 2012.

The goal of this research can be divided as follows:

- tourist profile of the Air Berlin passenger
- the direct and indirect economic impact of the Air Berlin flights on the economy of Curaçao
- the impact of the Air Berlin flights on the on various subsectors of the economy of Curaçao

This document will first discuss the methodology used in this study. The methodology used can give evidence as to whether or not the study can be accepted as a representative one. Besides the methodology, other methodological points will be explained such as the questionnaire, the sample approach, the handling of the data, the reliability and validity of the study and the sample. This will be presented in Chapter 2.

In chapters 3, 4, 5 and 6 the Profile, Travel Pattern, Activities and Expenditures will be presented. The impact of the Air Berlin flights on the economy of Curaçao will be calculated.

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## 2. Methodology and setup of the study

The methodology used in this survey was a survey on location, namely at the airport. The interviews were spread over the last two months of 2012. The questionnaire that was used is the same as the Visitor Exit Survey of 2012. This was done to be able to make good comparison with visitors to Curaçao from other countries.

The interviewers received in-house training in advance. They had the task of choosing the interviewee in a random way. The interviews were held personally by interviewers especially trained by Virtual Curaçao.

The data were collected on the following dates:

- 13 November 2012
- 20 November 2012
- 27 November 2012
- 4 December 2012
- 11 December 2012

The total number of interviews was 150. The sample error related to this survey is approximately 8.0%. This means that a confidence interval of -8.0% and + 8.0%. can be created.

The method of survey can be used to obtain a reliable view of the population by interviewing a small part of the population. The way to choose this group is called sampling. The method used here must be one that will comply with the representativeness criterion.

This research can be divided into four stages:

1. *Preparation*
2. *Data collection*
3. *Data-analysis*
4. *Report*

Important requirements when sampling are:

- a) Representativeness
- b) Reliability
- c) Validity

A sample must be representative of the population from which it is drawn. In other words the sample should mirror characteristics of the population, thereby minimizing the errors associated with sampling (sample error). The design was a random sampling method of the departing Air Berlin passenger.

An interval can be calculated, with the formula shown below, where the (unknown) parameter or percentage  $p$  of the target group can be estimated.

$$p = \bar{x} \pm z \sqrt{\frac{P(1-P)}{n}}$$

These represent:

- x = percentage of survey
- z = the value of the cut-off in a normal distribution;  
at 95% this is 1,96
- n = the number of interviewed persons
- P(1-P) = usually the maximum number of 0.25 used.

The reliability of the research project is related to the chance that the actual client percentage of the target group falls in the interval. Often reliability percentages of 90%, 95% or 99% are used. In this research project the reliability was set at 95%. The error margin or sample error for this research project can be calculated by using the above formula. The sample size in this case was 150. The sample size error equals 8.0%.

Validity can be summarized as follows: are the right 'concepts' being measured ? Or in other words: Validity is the extent to which a construct measures what it is supposed to measure. In this case the questionnaire is the same as the one used by Visitors Exit Survey. The use of the same questionnaire makes it possible to compare this study with the Visitors Exit Survey in 2011.

### 3. Profile of the Visitors to Curaçao

#### 3.1 Introduction

In this chapter some general information on the profile of the Air Berlin passengers visiting Curaçao in 2012 will be presented. Also the satisfaction will be calculated for a couple of market segments.

#### 3.2 Country

On arrival at the airport of Curaçao basic information is gathered on all the Air Berlin flights. This includes the country where the passenger is living.

	Sample	Air Berlin arrival (CTB)
Germany	73.4%	52.6%
Holland	19.4%	25.9%
Austria	3.6%	4.8%
Other	3.6%	16.7%
	n=139	N=10.494 <sup>1</sup>

The percentage of Germans in the sample seems over represented (sample: 73.4% CTB: 52.6%). The percentage of Dutch passengers seems to be underrepresented. Remarkably the percentage of Others (or not stated) is relatively high, namely 17.0%.

	Sample	Air Berlin arrival NOV (CTB)
Germany	73.4%	66.8% (54.3%)
Holland	19.4%	10.6% (18.8%)
Austria	3.6%	5.6% ( 4.3%)
Other	3.6%	17.0% (22.6%) <sup>2</sup>
	n=139	N=10.494

If we compare the sample with the information of November 2012 of CTB, we can observe that the difference falls well in the confidence interval, with the exception of the data of Germany. The ‘Dutch’<sup>3</sup> passenger remains overrepresented in the sample. Besides this a proper statistical test suggests that the sample can be accepted as representative. This is the reason why the sample is not weighted.

<sup>1</sup> According to information of CTB at least in one month the data seems below the expected. The possibility of an under estimation is present.

<sup>2</sup> 10.6% is Not Stated

<sup>3</sup> In this case Dutch includes the Dutch Caribbean

### 3.3 Income

The visitors are clearly in the middle-class income range. Of the Air Berlin passengers 57.3% has an income between US\$ 30,000 and US\$100,000. This is higher than the average visitor to Curaçao in 2011. The percentage of Air Berlin passengers that falls in the highest income category (more than US\$ 100,000) is significantly lower than the average of the visitors to Curaçao in 2011.

	2011	Air Berlin (2012)
US\$ <30,000	30.4%	26.2%
US\$ 30-100,000	40.3%	57.3%
US\$ >100,000	29.3%	15.5%
	(n=978)	(n=150)

### 3.4 Age

Most of the tourists travelling to Curaçao with Air Berlin (41.3%) are in the age category of 26-40 years. One third of the passengers of Air Berlin falls in the age category of 41-55 years. The distribution of age for the Air Berlin passengers is more or less the same as for the visitors to Curaçao in 2011.

	2011	Air Berlin (2012)
19-25 years	11.6%	9.3%
26-40 years	36.3%	41.3%
41-55 years	31.7%	33.3%
56 years and up	18.4%	15.4%
	(n=1233)	(n=150)

### 3.5 Education

Of the Air Berlin passengers 55.3% has a university degree (Undergraduate or Master's Degree) (Visitors in 2011: 55.2). There is no difference with the group of visitors in 2011. The indication here is that the pattern for the Air Berlin passengers and visitors to Curaçao in 2011 with regards to the education level is the same.

	2011	Air Berlin(2012)
Elementary School	-	4.5%
High School	15.6%	22.4%
Professional Formation	24.0%	17.2%
Undergrad//Bachelor's Degree	31.9%	35.1%
Master's or Doc. Degree	23.3%	20.2%

### 3.6 Overall Satisfaction

In 2011 visitors rated the overall satisfaction from high to low.

Of the visitors from the USA 31.7% rated the overall satisfaction as very satisfied. For those from Holland almost one fourth of the visitors (22.8%) rated the overall satisfaction as very satisfied. Venezuela had the highest percentage of visitors who rated the overall satisfaction as high (41.9%). So, the highest satisfaction (a high rating of 4+ on a 5-point scale) can be found in the group from Venezuela (88.8%)

If we compare the overall satisfaction of the Air Berlin passengers with the visitors in 2011 the differences are not significant.

Overall	2011	Air Berlin(2012)
Very Satisfied	27.1%	18.4%
Satisfied	58.4%	66.0%
Neither satisfied nor Unsatisfied	13.2%	15.0%
Not Satisfied	1.0%	0.7%
	(n=1233)	(n=147)

The satisfaction was rated on various attributes. The scores for the ratings were 1=very low .....5=very high. In the table below we summarized those who rated the attribute as high or very high. In general, a rating of 90-95% is considered to be a good rating. Ratings of 95% are excellent ratings.

The public transportation received a poor rating (only 45.2% rated this attribute with very high or high). Also the shopping on the island was rated poor (52.5% (very) high).

The Accommodations received the best rating (77.8%). The Air Berlin passengers are less satisfied with the overall service than the visitor to Curaçao in 2011.

Satisfaction	2011	Air Berlin(2012)
Accommodations	80.9%	77.8%
Eating and Drinking	78.9%	69.2%
Public Transportation	51.1%	45.2%
Activities	68.2%	61.9%
Shopping	52.5%	52.5%
Quality of service	67.9%	57.4%
Cleanliness	69.8%	64.1%

The ratings for the same attributes on the issue of Value for Money are more or less the same as those of the satisfaction table.

Value for money	2011	Air Berlin(2012)
Accommodations	66.0%	65.5%
Eating and Drinking	59.6%	49.3%
Public Transportation	45.4%	35.3%
Activities	54.7%	47.2%
Shopping	49.9%	30.3%
Quality of Service	58.4%	53.4%
Cleanliness	59.5%	58.3%

The Air Berlin passenger rated Curaçao on various items such as: Safe Place, Friendly and Hospitable, Clean, Nice Beaches, Good Attractions, Night life, Hotels and Expensiveness. The item “Friendly and Hospitable” was rated as the best (84.4%; Visitors in 2011:75.5%). The Air Berlin passenger considered Curaçao as a “Safe Place” and “Clean Place”. Also the item “Good Hotels” scored high (75.4%).

In 2011, especially the visitors from the USA and Venezuela considered Curaçao as a safe place. This is not the case for the visitors from Holland; only 53.4% considered Curaçao to be a (very) safe place. The beaches are definitely the attribute that is most appreciated (79.6% (very) good). The cleanliness of the island must be a point of big concern. Only 38.9% (2011: 48.8%) considered this as (very) good.

A high percentage of the Air Berlin passengers considered the prices in Curaçao as too high. More than of half of the Air Berlin passengers considered the island of Curaçao as expensive (54.5%).

Curaçao is...	2011	Air Berlin(2012)
Safe Place	70.2%	78.9%
Friendly and Hospitable	75.5%	84.4%
Clean	48.8%	38.9%
Nice Beaches	81.9%	79.6%
Good Attractions	65.3%	56.6%
Good Nightlife	57.5%	42.6%
Good Hotels	79.2%	75.4%
Expensive	45.5%	54.5%

## 4. Travel Patterns

### 4.1 Introduction

In this chapter the travel patterns of the visitors will be discussed.

### 4.2 Purpose of the Visit

The majority of visitors visited Curaçao in 2011 for vacation reasons. For the USA and Holland the percentage of visitors who visited for vacation reasons is around 80%: 86.9% for the USA, 83.8 for the Netherlands. The visitors from Venezuela traveled to Curaçao more for other than vacation reasons. Only 69.8% visited Curaçao for vacation reasons. Interesting but logical is the number of visitors to Curaçao from Holland with the purpose of visiting family and friends (7.6%: for Venezuela: 4.1%).

For the Air Berlin passengers the same pattern can be observed: 86% for vacation reasons and 6.3% to visit friends and family.

Purpose of the trip	2011	Air Berlin(2012)
Business	6.2%	4.9%
Vacation	81.1%	86.0%
Visit Friends and Family	4.7%	6.3%
Others, Conference	8.0%	2.8%
	n=1269	n=147

### 4.3 Travel Party

10.7% of the Air Berlin passengers is travelling with kids (2011: 25.3%). 12.9% is travelling alone (2011: 27.8%). 60.5% is travelling in a group of two.

The average party size is 2.6.

Travelling with .....	Air Berlin(2012)
Alone	12.9%
2	60.5%
3-4	13.6%
More than 4	13.0%

#### 4.4 Type of Accommodations Used

The majority of the visitors to Curaçao (68.4%) made use of one of the Large Hotels in 2011. The percentage of Air Berlin passengers staying in Large Hotels in 2012 was 62.7%. The percentage for visitors from Holland who stayed in the Large Hotels was approximately 60%. One of every four Air Berlin passengers stayed in Apartments & Small Hotels.

	2011	Air Berlin (2012)
Large Hotels	68.4%	62.7
Family&Friends	13.5%	3.4%
Resort	-	-
Apartments & Small Hotels	13.9%	26.9%
Other	4.2%	7%
	(n=1112)	

#### 4.5 Planning Trip

The percentage of ‘Last hour’ planners (start planning less than one month before the trip) is 11.3% for the Air Berlin Passengers This is less than the average for all the visitors in 2011 (15.5%). An important aspect of the Air Berlin passengers (45.3%) is planning the trip at least 3 months in advance.

Start Planning	2011	Air Berlin 2012
Less than 2 weeks	15.5%	11.3%
2-4 weeks	13.4%	13.3%
1-3 months	33.6%	30.0%
More than 3 months	37.5%	45.3%
	(n=1112)	(n=150)

Approximately 66% of the Air Berlin passenger makes the reservation more than one month before starting the trip (2011: 46%). So this group is planning and making the reservation at least one month in advance. This is important for the marketing campaigns.

Making reservation	2011	Air Berlin 2012
Less than 2 weeks	12.1%	11.4%
2-4 weeks	15.3%	22.1%
1-3 months	37.0%	30.2%
More than 3 months	35.6%	36.3%
	(n=1112)	(n=150)

#### 4.6 Place of Reservation

An important percentage of visitors from the USA and Holland made their hotel and flight reservation for their trip by using the Internet or the hotel/airline website (50%-60%). The visitors from Venezuela mainly used travel agents for the booking of their flights.

Air Berlin passengers are mainly using the internet (and websites) to make the reservation.

Air Berlin passenger 2012	Flight Reservation	Hotel Reservation
Travel Agent	40.8%	37.7%
Internet	38.0%	52.3%
Airline Website	19.7%	
Hotel Website		5.4%
Hotel Telephone	0.7%	1.5%
Other	0.7%	3.1%
	(n=142)	(n=142)

#### 4.7 The Internet as a Source of Information

The Internet as a source of information is becoming more and more important. Especially among the visitors from the USA and Germany the Internet is an important tool. The surveyed visitors (Air Berlin: 2012; visitors: 2011) used the Internet in 2011 for information on Activities and Places to Visit.

The passengers of Air Berlin are relying heavily on the Internet to get their information on the trip and location. The use of the internet by passenger of Air Berlin is on average 7-10% higher than that of the other visitors. Air Berlin passengers are using the Internet primarily to seek information on Flight schedules, Accommodation info and booking.

The www.Curaçao.com website is not so popular for Air Berlin passengers.

	2011	AirBerlin 2012
Flights Schedules	63.1%	74.3%
Flight Costs	61.5%	66.7%
Flight Bookings	57.8%	63.6%
Airline info	64.1%	64.3%
Airline prices	59.1%	64.3%
Accommodation info	66.4%	77.6%
Accommodation booking	52.6%	53.2%
Compare hotel prices	54.5%	58.2%
Info on Activities	66.8%	57.9%
Info on Places Visit	66.3%	74.3%
Curaçao.Com	48.7%	54.6%

#### 4.8 Type of Travel Arrangements

In 2012 32.2% of Air Berlin passengers bought a pre-paid ticket. This percentage is slightly higher than that of all the passengers that travelled in 2011 (28.8%).

## 5 Activities during the trip

### 5.1 Introduction

In this chapter we will discuss the main activities undertaken by the travelers during their stay in Curaçao. We will discuss the use of a rental car, a tour (guided or not) on the island, sports activities, attractions, visits to restaurants and bars and other night activities.

### 5.2 Transportation

In 2011 37.1% of the travelers rented a car. The European visitor (Dutch: 48.3%) was the one with the highest percentage of car rentals. 42% of the Air Berlin passengers rented a car during their stay on the island.

### 5.3 Activities

The most popular land activities in Curaçao according to the Air Berlin passenger were the Hato Caves and the Christoffel Park. Compared to the average visitor in 2011, the Air Berlin passenger is more attracted to Christoffel Park (2011: 19.9%; Air Berlin: 26.7%)

Land Activity	2011	Air Berlin (2012)
Christoffel Park	19.9%	26.7
Hato-caves	18.6%	17.3
Ostrich Farm	13.7%	10.7
Aloe Farm	10.6%	10.0

The most popular water activity was the public beaches, followed by snorkeling and the Sea Aquarium.

Water Activities	2011	Air Berlin (2012)
Beaches	63.5%	49.3
Snorkeling	43.4%	42.0
Sea Aquarium	31.8%	24.0
Dolphin Academy	21.3%	17.3
Scuba	13.1%	17.3
Boating	10.3%	13.3
Sail to Klein Curaçao	9.2%	15.3

The Air Berlin passengers are not as involved in the night activities as the average visitor of Curaçao in 2011. A low percentage of 23.3% of the Air Berlin passengers visited Bar's and Café's, while on average 53.6% of the visitors in 2011 visited these places.

Night activities	2011	Air Berlin (2012)
Bar's and Cafés	53.6%	23.3
Nightclub	17.9%	5.3
Movies Cinemas	9.7%	3.3
Music Concert	9.6%	4.7

The same is the case with visiting cultural sites. This is not so popular among the Air Berlin passengers. The most popular sites are Down Town, Kura Hulanda and Fort Amsterdam, although the percentages are significantly lower than that of the visitors in 2011.

Cultural Sites	2011	Air Berlin (2012)
Downtown	64.6%	26.7
Kura Hulanda Museum	18.9%	10.0
Fort Amsterdam	17.7%	10.0
Fort Nassau	13.6%	7.3

## 6. Expenditures and Impact on Economy of Curaçao

### 6.1 Introduction

In this chapter we will discuss the spending behavior of the visitors. By using an input-output model the impact on the economy of Curaçao is estimated.

### 6.2 Total expenditures

The table below gives us an overview of the total expenditures of the average visitor to Curaçao. First of all we can notice that the sample of 2011 reflects the population. There is no significant difference between the length of stay of the sample and that of the population. Only the sample of Holland has a significant difference with the population.

Visitors spent on average US\$ 837 during their stay. The per-day expenditure in 2011 was US\$97. The visitors from Holland spent the greatest amount (US\$ 1,129) in 2011. This is partially due to the length of stay (12.9 days) in Curaçao. If we look at the per- day spending, we can conclude that the US visitors (US\$ 112) and the Venezuelan visitors (US\$ 121) had the highest spending behavior. We can conclude also from the table below that 33% of the visitors from the Netherlands traveled with one or more children.

Expenditures in 2011	USA	Holland	Ven	All
Per tourist spending	\$685	\$1129	\$611	\$837
Length of stay	6.1	12.9	5.1	8.7
Average Party Size	2.9	2.8	2.8	2.8
Per day spending per visitor	\$112	\$87	\$121	\$97
Families trav. With kids	23%	33%	28%	28%

In the table below we compare the expenditure of the visitors in 2011 with that of the Air Berlin passengers.

Expenditures	2011	Air Berlin
Per tourist spending	\$837	\$1093
Length of stay	8.7	11.4
Average Party Size	2.8	2.6
Per day spending per visitor	\$97	\$96
Families trav. With kids	28%	10%

There is no significant difference between the Air Berlin passengers and visitors in 2011 on the

average party size (2.8-2.6) and the per-day spending per visitor (US\$97-US\$96). The average Air Berlin passenger spent US\$ 1,093 during his or her stay. This is higher than the average visitor in 2011 but is a consequence of the greater length of stay. Of the Air Berlin passengers 36% has a one-week stay in Curaçao, while 45% has a two-week stay in Curaçao.

The per-day spending per visitor from Holland is less than that of the Air Berlin passenger. An important point of consideration is that this survey is based on data gathered in November and December 2012. It is not sure that these data are a good mix between low-season and high-season passengers. If the mix is disproportional with fewer high-season passengers, the consequence is that the real expenditure per tourist per day could be higher than that reported here.

### 6.3 Impact of Air Berlin flights on the economy of Curaçao

The impact of Air Berlin flights on the economy of Curaçao has been modeled in different ways. The main model used here is the input-output model. The input-output model used the following data from the survey:

- Travelling with/ without kids, family, friends
- Age
- Intention of the visit
- Type of accommodation

The following assumptions were made:

- 10,494 German visitors<sup>4</sup>
- Length of stay 12.1 days

Based on these assumptions the total direct impact on the economy of Curaçao can be calculated. The direct impact on the economy of Curaçao is US\$ 14.4 million<sup>5</sup>. The direct impact can be calculated also for the type of cost. The highest part is going to the accommodation (US\$ 6.2 million) while the direct taxes will produce approximately US\$ 1.0 million.

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<sup>4</sup> According to data received from CAH between January 2012 and November 2012 a total of 14,648 Air Berlin passengers visited Curacao. On the other hand CTB reported a total of 10,494 Air Berlin passengers. The difference can be explained in the following way: CTB is counting as tourist only those not born in the former Netherlands Antilles, while CAP is counting all arriving Air Berlin passengers.

<sup>5</sup> According to the second model, the direct impact is estimated at US\$ 14.7 million. This is excluding the fuel cost and the economic impact of the visitors living in Holland but born in Curacao.

	2012	2013	2014
<b>Accommodation</b>	6.2	7.0	7.8
<b>Food</b>	3.9	4.4	5.0
<b>Leisure (Attractions &amp; Casinos)</b>	0.8	1.0	1.0
<b>Trade (Shopping)</b>	1.1	1.3	1.4
<b>Transport (Taxi and busses)</b>	1.3	1.4	1.6
<b>Direct Taxes</b>	1.0	1.2	1.3
<b>Total (million US\$)</b>	<b>14.4</b>	<b>16.2</b>	<b>18.2</b>

The projections in 2013 and 2014 are based on an inflation rate of 2% and a 10%<sup>6</sup> growth of the arriving Air Berlin passengers.

The multiplier effect for this market is calculated as 1.6<sup>6</sup>. The indirect impact can be estimated at US\$ 8.3 million. This means that the total impact (=direct impact + indirect impact) for the economy of Curaçao in 2012 was approximately US\$ 22.7 million.

The additional effect on the employment in different economic sub sectors such as Horeca, Trade, Leisure and Transport is presented in the table below<sup>7</sup>.

	2012	2013	2014
Horeca	282	313	347
Trade (Shopping)	70	78	87
Leisure (Attractions & Casinos)	24	26	29
Transport (Taxi and busses)	11	12	13
<b>Total in the tourist sector</b>	<b>386</b>	<b>429</b>	<b>476</b>
<b>Total outside the tourist sector</b>	<b>79</b>	<b>87</b>	<b>97</b>
<b>Grand total</b>	<b>465</b>	<b>516</b>	<b>573</b>

The effect of the Air Berlin passengers on employment in Curaçao in 2012 is a positive one. 465 additional workplaces were created in 2012 as a consequence of the visit of Air Berlin passengers<sup>8</sup>. Most of the jobs (386) will be created in the tourism sector and 79 outside this sector as the spin-off effect.

<sup>6</sup> SEO/MEO rapport Turistika2009/2010

<sup>7</sup> The data in this table were produced by using the assumptions of 15,000 Air Berlin passengers (data provided by CAP and consisting of ALL arriving Air Berlin passengers). If the data of 10,454 passengers (provided by CTB) is used these data will be approximately 30% lower.

<sup>8</sup> Employers will hire only new employees after eliminating overcapacity in the organization

## 7 Conclusions and recommendations

The results of this study provide CAP, CTB, Chata with a good understanding of the profile and expenditure behavior of the Air Berlin passengers in Curaçao in 2012. It gives a detailed view of the various segments such as country of origin, length of stay, distribution channels, and satisfaction. Besides this the activities on the island and the attractions on the island can give the stakeholders and other policy makers an important tool in developing the tourism product in Curaçao.

Data collection is an important stage in the whole process of conducting the research. Random selection of participants for the sampling frame is a key issue. In this case the data should be spread uniformly over the tourism high and low seasons. This will provide data that can be generalized for the whole year, and will give the stakeholders a more representative view of the area.

The total impact of the Air Berlin flights on the tourism market is approximately US\$ 22.7 million. The direct taxes are estimated at US\$ 1.0 million. An investment of US\$ 2.6 million is used for marketing the Air Berlin flights to Curacao. This investment is covered for 40% by the income of direct taxes. Considering the direct impact of USD 14.4 million and an indirect impact of US\$ 8.3 million it seems that the investment in the Air Berlin is more than covered by the macro economic impact of this activity.

Nowadays it is possible to make the available data more accessible to others in the tourism sector. By using these modern IT-tools CTB can share the data and allow other tourism authorities to produce information such as frequencies and crosstabs according to their needs. We would like to recommend the stakeholders in the Tourism sector to consider this possibility. This will make it easier to design strategies in the tourism sector based on information and facts.

This study was done in November and December. These are the months with less Air Berlin travelers than for instance January, February, March and July. We would like to recommend that for a possible next study the data collection could be spread over a longer period than two months, included months in the high season.

