

2017-2027



Tourism: Synergizing people & nature for a better tomorrow



STATISTICAL ADDENDUM

The Caribbean's
1st Blue Destination



UNIVERSITY OF
CENTRAL FLORIDA



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To download this report please visit:
www.tourismbonaire.com/strategictourismplan

To download the Statistical Addendum visit:
www.tourismbonaire.com/TMP_Bonaire_Addendum_2017.pdf

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EXIT SURVEY



Bonaire Tourist Exit Survey



This survey is part of the Tourism Corporation Bonaire (TCB) initiative to determine tourists' satisfaction levels. The goal of the survey is to obtain information pertaining to tourists' motivations, activities, and impressions of Bonaire's tourism products. We welcome and thank you for your participation in this initiative to improve our tourism product. All responses remain confidential.



PRIVACY AND CONFIDENTIALITY STATEMENT

All responses given to Tourism Corporation Bonaire, including any personal information you provide, will be kept strictly confidential. Your input will only be used in combination with the responses of others participating in the survey. Our research examines the opinions of groups of respondents. Your individual responses are not shown to anyone.

Tourism Bonaire Corporation follows the strictest guidelines in terms of respondent confidentiality. If you have additional questions about our Privacy and Confidentiality Statement, please contact us at @tourismbonaire.com.

SECTION 1: INFORMATION ABOUT YOUR TRIP

1. Have you been to Bonaire before?

- No → If you answer No, go to question #2
- Yes → If answer Yes, how many times in the last 5 years? _____ (*enter number*)
→ Were any of these previous visits to Bonaire from a cruise? No Yes

2. On this trip, how many nights did you stay in Bonaire? _____ (*Please enter number of nights*)

3. On this trip, where did you stay during your visit to Bonaire? (*Please check only one*)

- Hotel Rented apartment Room in a particular house
- All-inclusive resort Rented house/villa With friends and family

4. On this trip, what was the name of the accommodation where you stayed? _____

5. How did you first hear about Bonaire? (*Please check only one*)

- Hotel/resort website Tour operator Social media
- Tourismbonaire.com Cruise visit Magazine
- Trip Advisor Dive school Friends and Family

6. Which of the following best describes the purpose of this trip? (*Please mark all that apply*)

- Sun and eco-tourism Wedding/honeymoon Shopping
- Diving Visiting friends and family Cultural tourism
- Windsurfing Wellness Business

7. What sources of information did you consult to get information about this trip to Bonaire? (*Please check all that apply*)

- Friends/family Online travel agent (e.g. Expedia) Youtube
- Bonaire Tourists Board Online website (e.g. TripAdvisor) Tour operator brochure
- Travel agent Facebook Travel guides
- Television Instagram Company website (hotels, airlines)
- Newspaper/magazines Twitter Other: _____

8. When did you START PLANNING this trip to Bonaire? (*Please check only one*)

- Less than 1 week ago Between 2 and 4 weeks ago Between 3 and 6 months ago
- Between 1 and 2 weeks ago Between 1 and 3 months ago More than 6 months ago

9. When did you MAKE THE RESERVATIONS OR BOOKING for this trip to Bonaire? (*Please check only one*)

- Less than 1 week ago Between 2 and 4 weeks ago Between 3 and 6 months ago
- Between 1 and 2 weeks ago Between 1 and 3 months ago More than 6 months ago

10. How did you arrange your lodging reservation for this trip to Bonaire? (*Please check only one*)

- Hotel telephone reservation Travel agent Airbnb.com
- Hotel website Internet (e.g. Travelocity.com) Apartment rental company
- Dive operator Friends & family Other: _____

11. How did you arrange your flight reservation(s) for this trip to Bonaire? (*Please check only one*)

- Airline telephone reservations Travel agent Dive operator
- Airline website Internet (e.g. Expedia) Other _____

SECTION 2: INFORMATION ABOUT THE TOURIST'S SPENDING

12. Did you buy a travel package?

- Yes No → *If No, please skip to question number #15*

13. What was the total cost of your tourism package in US\$? If traveling in a group, please include all group members in the total cost. If you cannot recall the exact price of the travel package please provide an approximate US\$ amount..

US\$ _____ (Please enter total in US\$)

14. What was included in the package? (Please check all that apply)

- | | | |
|---|--|---|
| <input type="radio"/> All-inclusive/Airfare | <input type="radio"/> Meals | <input type="radio"/> Cultural activities |
| <input type="radio"/> Airfare | <input type="radio"/> Dive trips | <input type="radio"/> Transfer to hotel/airport |
| <input type="radio"/> Accommodation/room | <input type="radio"/> Eco tourism activities | <input type="radio"/> Island tours |
| <input type="radio"/> Car | <input type="radio"/> Water activities | <input type="radio"/> Other _____ |

15. Please indicate how much (or the approximate amount) was spent by you and your group in Bonaire.

Please enter the amounts in US\$ and include all of the expenses for your entire group. For example, include the expenses of your travel companion(s) such as your spouse, children, or other individuals for which you covered the travel expenses.

Expenditures

- | | |
|------------------------------------|------------|
| 1) Lodging (only room expenses) | US\$ _____ |
| 2) Food/beverage (inside hotel) | US\$ _____ |
| 3) Food/beverage (outside hotel) | US\$ _____ |
| 4) Car rental | US\$ _____ |
| 5) Gasoline | US\$ _____ |
| 6) Taxi | US\$ _____ |
| 7) Scuba diving | US\$ _____ |
| 8) Local arts/cultural events | US\$ _____ |
| 9) Shopping | US\$ _____ |
| 10) Internet/telephone | US\$ _____ |
| 11) Groceries/sundries | US\$ _____ |
| 12) Entertainment/nightlife/casino | US\$ _____ |
| 13) Windsurfing/Eco-recreation | US\$ _____ |
| 14) Other expenses | US\$ _____ |

16. How many people do the above costs cover?

- ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ other _____ (enter number)

17. What method of payment did you utilize the most while in Bonaire? (Please check only one)

- Credit Card Debit Card Cash Other: _____

SECTION 3: EVALUATION ABOUT SERVICES PROVIDED IN BONAIRE

18. Please tell us how likely you are to do the following:	<i>Not Likely</i>		↔			<i>Very Likely</i>	
Share my vacation experience on social media	①	②	③	④	⑤	⑥	⑦
Come back to Bonaire	①	②	③	④	⑤	⑥	⑦
Consider Bonaire my first choice for vacation	①	②	③	④	⑤	⑥	⑦
Encourage my family and friends to visit Bonaire	①	②	③	④	⑤	⑥	⑦
Continue to come to Bonaire even if the prices were higher	①	②	③	④	⑤	⑥	⑦
Recommend Bonaire to others	①	②	③	④	⑤	⑥	⑦

19. Based on your experience, rate how the <u>LODGING AND RESTAURANTS</u> performed in the following areas:	LOW		↔			HIGH	
Cleanliness of accommodation	①	②	③	④	⑤	⑥	⑦
Security of accommodation	①	②	③	④	⑤	⑥	⑦
Friendliness and welcoming attitude of the staff in accommodation	①	②	③	④	⑤	⑥	⑦
Attractiveness of accommodation facilities	①	②	③	④	⑤	⑥	⑦
Payment options for accommodations (accepts a variety of credit cards)	①	②	③	④	⑤	⑥	⑦
Restaurant cleanliness	①	②	③	④	⑤	⑥	⑦
Restaurant security	①	②	③	④	⑤	⑥	⑦
Friendliness and welcoming attitude of the restaurant staff	①	②	③	④	⑤	⑥	⑦
Attractiveness of restaurants	①	②	③	④	⑤	⑥	⑦
Payment options in restaurants (accepts a variety of credit cards)	①	②	③	④	⑤	⑥	⑦

20. Based on your experience, rate how Bonaire performed in terms of:	LOW		↔			HIGH	
Quality of infrastructure	①	②	③	④	⑤	⑥	⑦
Social atmosphere	①	②	③	④	⑤	⑥	⑦
Drinking water quality	①	②	③	④	⑤	⑥	⑦
Presence of signage and directions	①	②	③	④	⑤	⑥	⑦
Clarity of road signage	①	②	③	④	⑤	⑥	⑦
Cleanliness of the island	①	②	③	④	⑤	⑥	⑦
Safety and security	①	②	③	④	⑤	⑥	⑦
Accessibility to sites of interest	①	②	③	④	⑤	⑥	⑦
Multi-lingual skills of the local people	①	②	③	④	⑤	⑥	⑦
Friendliness of the local people	①	②	③	④	⑤	⑥	⑦

21. Based on your experience, rate how Bonaire performed in terms of <u>TRANSPORTATION / ACCESSIBILITY</u>:	LOW		↔			HIGH	
Cleanliness of the airport	①	②	③	④	⑤	⑥	⑦
Safety and security at the airport	①	②	③	④	⑤	⑥	⑦
Hospitableness of customs and immigrations personnel	①	②	③	④	⑤	⑥	⑦
Safety and security of taxis	①	②	③	④	⑤	⑥	⑦
Cleanliness of taxis	①	②	③	④	⑤	⑥	⑦
Hospitableness of taxi drivers	①	②	③	④	⑤	⑥	⑦
Quality of taxi services	①	②	③	④	⑤	⑥	⑦
Reliability of taxi services	①	②	③	④	⑤	⑥	⑦
Convenience of car rental facilities	①	②	③	④	⑤	⑥	⑦

SECTION 4: EVALUATION OF YOUR EXPERIENCE IN BONAIRE

22. Please tell us how you perceive the <u>PRICES</u> of the following in Bonaire:	<i>Very Cheap</i>		←→			<i>Very Expensive</i>	
Accommodations	①	②	③	④	⑤	⑥	⑦
Restaurants	①	②	③	④	⑤	⑥	⑦
Taxis	①	②	③	④	⑤	⑥	⑦
Activities and attractions	①	②	③	④	⑤	⑥	⑦
Shopping	①	②	③	④	⑤	⑥	⑦
Rental car	①	②	③	④	⑤	⑥	⑦
Water activities (e.g. scuba diving, windsurfing)	①	②	③	④	⑤	⑥	⑦
Guided tours	①	②	③	④	⑤	⑥	⑦
Overall perception of prices in Bonaire	①	②	③	④	⑤	⑥	⑦

23. Please tell us how you perceive the <u>QUALITY</u> of the following in Bonaire:	<i>Much worse than expected</i>		←→			<i>Much better than expected</i>	
Accommodations	①	②	③	④	⑤	⑥	⑦
Restaurants	①	②	③	④	⑤	⑥	⑦
Taxis	①	②	③	④	⑤	⑥	⑦
Activities and attractions	①	②	③	④	⑤	⑥	⑦
Shopping	①	②	③	④	⑤	⑥	⑦
Rental car	①	②	③	④	⑤	⑥	⑦
Water activities (eg. scuba diving, windsurfing)	①	②	③	④	⑤	⑥	⑦
Guided tours	①	②	③	④	⑤	⑥	⑦
Overall perception of quality in Bonaire was	①	②	③	④	⑤	⑥	⑦

24. Please tell us how you perceive the <u>VALUE</u> of the following in Bonaire:	<i>Much worse Than expected</i>		←→			<i>Much better than expected</i>	
Accommodations	①	②	③	④	⑤	⑥	⑦
Restaurants	①	②	③	④	⑤	⑥	⑦
Taxis	①	②	③	④	⑤	⑥	⑦
Activities and attractions	①	②	③	④	⑤	⑥	⑦
Shopping	①	②	③	④	⑤	⑥	⑦
Rental car	①	②	③	④	⑤	⑥	⑦
Water activities (e.g. scuba diving, windsurfing)	①	②	③	④	⑤	⑥	⑦
Guided tours	①	②	③	④	⑤	⑥	⑦
The overall value of what was paid in Bonaire	①	②	③	④	⑤	⑥	⑦

25. Please tell us how <u>SATISFIED</u> you are with the following activities:	<i>Very Dissatisfied</i>		←→			<i>Very Satisfied</i>	
Accommodations	①	②	③	④	⑤	⑥	⑦
Restaurants	①	②	③	④	⑤	⑥	⑦
Taxis	①	②	③	④	⑤	⑥	⑦
Activities and attractions	①	②	③	④	⑤	⑥	⑦
Shopping	①	②	③	④	⑤	⑥	⑦
Rental car	①	②	③	④	⑤	⑥	⑦
Water activities (e.g. scuba diving, windsurfing)	①	②	③	④	⑤	⑥	⑦
Guided tours	①	②	③	④	⑤	⑥	⑦
My overall trip to Bonaire	①	②	③	④	⑤	⑥	⑦

***Bonbini until next
time!
Have a safe trip
home!***

EXIT SURVEY



DESCRIPTIVE ANALYSIS

1. Have you been to Bonaire before?
 yes no
 38.2 61.8

On this trip, how many nights did you stay in Bonaire? - Please enter number of nights -

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	2	0.3	0.3	0.3
	1	8	1.1	1.4	1.7
	2	15	2.1	2.6	4.3
	3	19	2.7	3.3	7.7
	4	14	2.0	2.4	10.1
	5	5	0.7	0.9	11.0
	6	46	6.4	8.0	19.0
	7	262	36.6	45.6	64.5
	8	23	3.2	4.0	68.5
	9	6	0.8	1.0	69.6
	10	12	1.7	2.1	71.7
	11	20	2.8	3.5	75.1
	12	12	1.7	2.1	77.2
	13	19	2.7	3.3	80.5
	14	62	8.7	10.8	91.3
	15	10	1.4	1.7	93.0
	16	2	0.3	0.3	93.4
	18	1	0.1	0.2	93.6
	19	2	0.3	0.3	93.9
	20	4	0.6	0.7	94.6
	21	3	0.4	0.5	95.1
	22	2	0.3	0.3	95.5
	24	1	0.1	0.2	95.7
	27	1	0.1	0.2	95.8
	28	3	0.4	0.5	96.3
	30	4	0.6	0.7	97.0
	32	1	0.1	0.2	97.2
	33	1	0.1	0.2	97.4
	50	1	0.1	0.2	97.6
	60	1	0.1	0.2	97.7
	63	1	0.1	0.2	97.9
	65	1	0.1	0.2	98.1
75	3	0.4	0.5	98.6	
80	1	0.1	0.2	98.8	
90	1	0.1	0.2	99.0	
91	1	0.1	0.2	99.1	
120	1	0.1	0.2	99.3	
200	2	0.3	0.3	99.7	
240	1	0.1	0.2	99.8	
420	1	0.1	0.2	100.0	
	Total	575	80.4	100.0	
Missing	System	140	19.6		
Total		715	100.0		

On this trip, where did you stay during your visit to Bonaire?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hotel	184	25.7	29.6	29.6
	All-inclusive resort	137	19.2	22.1	51.7
	Rented apartment	163	22.8	26.2	77.9
	Rented house/villa	64	9.0	10.3	88.2
	Room in a particular house	8	1.1	1.3	89.5
	With friends and family	65	9.1	10.5	100.0
	Total	621	86.9	100.0	
Missing	System	94	13.1		
Total		715	100.0		

How did you first hear about Bonaire?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hotel/resort website	33	4.6	5.5	5.5
	Tourismbonaire.com	10	1.4	1.7	7.2
	Expedia	10	1.4	1.7	8.8
	Tour operator	28	3.9	4.7	13.5
	Cruise visit	2	0.3	0.3	13.8
	Dive school	79	11.0	13.2	27.0
	Social media	31	4.3	5.2	32.2
	Magazine	38	5.3	6.3	38.5
	Friends and Family	369	51.6	61.5	100.0
Total	600	83.9	100.0		
Missing	System	115	16.1		
Total		715	100.0		

Which of the following best describes the purpose of this trip? (Please mark all that

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sun and eco-tourism	253	35.4	100.0	100.0

Which of the following best describes the purpose of this trip? (Please mark all that

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diving	364	50.9	100.0	100.0

Which of the following best describes the purpose of this trip? (Please mark all that

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Windsurfing	53	7.4	100.0	100.0
Missing	System	662	92.6		
Total		715	100.0		

Which of the following best describes the purpose of this trip? (Please mark all that

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Windsurfing	53	7.4	100.0	100.0
Missing	System	662	92.6		
Total		715	100.0		

Which of the following best describes the purpose of this trip? (Please mark all that

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Wedding/honeymoon	8	1.1	100.0	100.0
Missing	System	707	98.9		
Total		715	100.0		

Which of the following best describes the purpose of this trip? (Please mark all that

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Visiting friends and family	93	13.0	100.0	100.0
Missing	System	622	87.0		
Total		715	100.0		

Which of the following best describes the purpose of this trip? (Please mark all that

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Wellness	32	4.5	100.0	100.0
Missing	System	683	95.5		
Total		715	100.0		

Which of the following best describes the purpose of this trip? (Please mark all that

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shopping	16	2.2	100.0	100.0
Missing	System	699	97.8		
Total		715	100.0		

Which of the following best describes the purpose of this trip? (Please mark all that

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cultural tourism	64	9.0	100.0	100.0
Missing	System	651	91.0		
Total		715	100.0		

Which of the following best describes the purpose of this trip? (Please mark all that

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business	73	10.2	100.0	100.0
Missing	System	642	89.8		
Total		715	100.0		

When did you START PLANNING this trip to Bonaire?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 week ago	29	4.1	4.5	4.5
	Between 1 and 2 weeks ago	17	2.4	2.7	7.2
	Between 2 and 4 weeks ago	87	12.2	13.6	20.8
	Between 1 and 3 months ago	164	22.9	25.7	46.5
	Between 3 and 6 months ago	213	29.8	33.3	79.8
	More than 6 months ago	129	18.0	20.2	100.0
	Total	639	89.4	100.0	
Missing	System	76	10.6		
Total		715	100.0		

When did you MAKE THE RESERVATIONS OR BOOKING for this trip to Bonaire?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 week ago	31	4.3	4.8	4.8
	Between 1 and 2 weeks ago	22	3.1	3.4	8.3
	Between 2 and 4 weeks ago	83	11.6	12.9	21.2
	Between 1 and 3 months ago	181	25.3	28.2	49.5
	Between 3 and 6 months ago	209	29.2	32.6	82.1
	More than 6 months ago	115	16.1	17.9	100.0
	Total	641	89.7	100.0	
Missing	System	74	10.3		
Total		715	100.0		

How did you arrange your lodging reservation for this trip to Bonaire? (Please check

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hotel telephone reservation	19	2.7	3.2	3.2
	Hotel website	74	10.3	12.4	15.5
	Dive operator	33	4.6	5.5	21.0
	Travel agent	122	17.1	20.4	41.4
	Internet (e.g. Travelocity.com)	147	20.6	24.5	65.9
	Friends & family	87	12.2	14.5	80.5
	Airbnb.com	19	2.7	3.2	83.6
	Apartment rental company	31	4.3	5.2	88.8
	Other	67	9.4	11.2	100.0
	Total	599	83.8	100.0	
Missing	System	116	16.2		
Total		715	100.0		

How did you arrange your flight reservation(s) for this trip to Bonaire? - Selected

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Airline telephone reservations	23	3.2	3.7	3.7
	Airline website	234	32.7	37.4	41.1
	Travel agent	137	19.2	21.9	63.0
	Internet (e.g. Travelocity.com)	176	24.6	28.2	91.2
	Dive operator	13	1.8	2.1	93.3
	Other	42	5.9	6.7	100.0
	Total	625	87.4	100.0	
	Missing	System	90	12.6	
Total		715	100.0		

18. Please tell us how likely you are to do the following:	①	②	③	④	⑤	⑥	⑦
Share my vacation experience on social media	21.5	5.1	2.7	9.1	10.2	14.0	37.4
Come back to Bonaire	2.5	3.4	2.8	10.0	12.5	19.4	49.4
Consider Bonaire my first choice for vacation	9.0	10.2	12.4	21.2	17.7	8.3	21.2
Encourage my family and friends to visit Bonaire	2.4	4.8	5.5	17.5	17.9	20.1	31.9
Continue to come to Bonaire even if the prices were higher	10.6	12.1	12.6	21.7	20.3	10.8	11.9
Recommend Bonaire to others	1.4	2.2	2.9	11.6	16.2	25.1	40.6
19. Based on your experience, rate how the <u>LODGING AND RESTAURANTS</u> performed in the following areas:							
	①	②	③	④	⑤	⑥	⑦
Cleanliness of accommodation	1.0	1.4	1.5	9.6	20.9	31.1	34.5
Security of accommodation	0.3	1.7	5.8	17.2	37.5	37.5	37.5
Friendliness and welcoming attitude of the staff in accommodation	0.2	0.9	1.7	5.9	10.5	32.2	49.6
Attractiveness of accommodation facilities	0.9	1.4	2.6	9.3	21.2	29.1	35.4
Payment options for accommodations (accepts a variety of credit cards)	0.6	0.6	1.7	8.7	11.7	32.6	44.2
Restaurant cleanliness	0.4	1.1	1.6	7.4	22.5	36.7	30.3
Restaurant security	0.2	0.2	1.9	9.3	18.1	37.0	33.3
Friendliness and welcoming attitude of the restaurant staff	0.2	0.9	1.4	8.0	13.6	37.5	38.4
Attractiveness of restaurants	0	1.1	1.8	6.4	21.0	39.1	30.5
Payment options in restaurants (accepts a variety of credit cards)	0.4	0.7	0.7	6.1	14.2	34.7	43.2
20. Based on your experience, rate how Bonaire performed in terms of:							
	①	②	③	④	⑤	⑥	⑦
Quality of infrastructure	4.0	7.5	17.5	25.2	23.2	14.3	8.3
Social atmosphere	0.5	1.0	3.2	12.1	26.1	36.7	20.4
Drinking water quality	0.3	0.7	2.2	6.8	15.9	30.7	43.4
Presence of signage and directions	3.0	5.4	8.8	16.7	28.1	23.6	14.4
Clarity of road signage	2.8	6.2	10.0	19.0	26.4	22.9	12.7
Cleanliness of the island	2.5	4.2	10.4	20.6	22.5	25.1	14.8
Safety and security	0.9	2.5	4.6	17.5	24.6	32.8	17.1
Accessibility to sites of interest	0.2	0.5	4.9	11.4	18.1	41.7	23.3
Multi-lingual skills of the local people	0	0.9	2.3	6.7	15.2	39.0	35.8
Friendliness of the local people	0.2	1.0	1.2	4.6	10.4	35.1	47.4
21. Based on your experience, rate how Bonaire performed in terms of <u>TRANSPORTATION / ACCESSIBILITY:</u>							
	①	②	③	④	⑤	⑥	⑦
Cleanliness of the airport	0.7	0.5	2.0	11.1	22.7	38.9	24.1
Safety and security at the airport	0.2	0	1.0	8.8	21.9	40.2	28.0
Hospitableness of customs and immigrations personnel	0.3	0.5	2.8	13.2	18.6	35.8	28.8
Safety and security of taxis	1.3	0.3	2.6	22.6	17.7	34.8	20.8
Cleanliness of taxis	0.5	1.1	3.5	24.6	17.9	33.4	19.0
Hospitableness of taxi drivers	0.3	0.8	2.4	19.8	17.6	32.8	26.3
Quality of taxi services	0	1.7	2.8	21.5	19.6	33.1	21.5
Reliability of taxi services	0.6	0.6	1.4	20.3	18.1	33.3	25.7
Convenience of car rental facilities	0.4	0.4	1.6	13.5	18.0	35.6	30.5

	①	②	③	④	⑤	⑥	⑦
Behavioral Intentions							
Share my vacation experience on social media	21.5	5.1	2.7	9.1	10.2	14.0	37.4
Come back to Bonaire	2.5	3.4	2.8	10.0	12.5	19.4	49.4
Consider Bonaire my first choice for vacation	9.0	10.2	12.4	21.2	17.7	8.3	21.2
Encourage my family and friends to visit Bonaire	2.4	4.8	5.5	17.5	17.9	20.1	31.9
Continue to come to Bonaire even if the prices were higher	10.6	12.1	12.6	21.7	20.3	10.8	11.9
Recommend Bonaire to others	1.4	2.2	2.9	11.6	16.2	25.1	40.6
Quality	①	②	③	④	⑤	⑥	⑦
Accommodations	0.2	0.9	2.0	19.3	33.5	31.1	12.9
Restaurants		1.1	3.0	17.2	33.5	34.3	10.9
Taxis	0.3	0.3	4.3	35.3	26.9	25.1	7.7
Activities and attractions	0.2	0.4	4.0	26.5	26.7	30.5	11.7
Shopping	1.0	3.1	10.6	30.6	29.5	20.2	5.0
Rental car	0.8	1.9	4.6	28.9	27.0	26.8	9.9
Water activities (eg. scuba diving, windsurfing)		1.5	1.5	14.1	22.0	32.8	28.1
Guided tours		1.0	1.6	25.8	28.3	29.9	13.4
Overall perception of quality in Bonaire was		0.6	1.7	16.4	32.7	33.3	15.4
Value	①	②	③	④	⑤	⑥	⑦
Accommodations	0.2	1.0	4.2	20.8	27.7	32.4	13.7
Restaurants	0.2	0.9	3.6	22.6	29.8	33.5	9.4
Taxis	0.3	1.5	3.1	36.4	25.4	24.5	8.9
Activities and attractions		0.2	3.0	30.5	27.5	28.4	10.4
Shopping	0.9	3.5	7.0	34.5	26.8	21.1	6.2
Rental car	0.9	2.2	4.7	29.7	27.5	26.3	8.7
Water activities (e.g. scuba diving, windsurfing)	0.2	0.2	1.1	20.6	19.7	32.9	25.3
Guided tours	0.3	2.1	32.8	21.0	28.7	15.1	
The overall value of what was paid in Bonaire	0.2	0.2	2.5	23.8	27.7	30.8	14.8
Satisfaction	①	②	③	④	⑤	⑥	⑦
Accommodations	0.4	0.6	2.8	9.1	21.4	38.0	27.8
Restaurants		1.0	2.7	11.5	23.1	41.9	19.8
Taxis	0.9	0.9	3.4	22.9	20.7	31.3	19.8
Activities and attractions		0.7	4.0	17.0	23.7	34.7	20.0
Shopping	1.3	4.6	7.4	24.5	23.2	26.5	12.5
Rental car	0.4	2.0	4.9	18.3	26.6	30.8	17.0
Water activities (e.g. scuba diving, windsurfing)		0.2	1.1	10.7	17.6	31.4	39.0
Guided tours	0.3	0.9	0.9	18.8	20.4	32.9	25.7
My overall trip to Bonaire	0.6	0.2	0.4	11.0	15.9	41.9	30.1

Please tell us how you perceive the PRICES of the following in Bonaire: - Accommodations	0.4	1.4	4.9	28.3	31.8	24.2	9.0
Please tell us how you perceive the PRICES of the following in Bonaire: - Restaurants		1.1	4.2	20.3	34.7	30.7	9.0
Please tell us how you perceive the PRICES of the following in Bonaire: - Taxis	0.9	3.1	8.8	37.8	23.6	17.3	8.5
Please tell us how you perceive the PRICES of the following in Bonaire: - Activities and attractions	0.2	2.0	6.4	35.5	28.1	19.5	8.4
Please tell us how you perceive the PRICES of the following in Bonaire: - Shopping	0.4	1.4	6.0	32.4	26.8	24.3	8.7
Please tell us how you perceive the PRICES of the following in Bonaire: - Rental car	0.4	1.6	8.2	32.3	26.3	21.2	10.0
Please tell us how you perceive the PRICES of the following in Bonaire: - Water activities (e.g.scuba diving, windsurfing)	0.4	2.9	8.6	28.4	23.9	22.2	13.6
Please tell us how you perceive the PRICES of the following in Bonaire: - Guided tours	0.3	0.6	4.2	31.6	25.7	23.9	13.7
Please tell us how you perceive the PRICES of the following in Bonaire: - Overall perception of prices in Bonaire	0.2	0.5	4.6	22.4	29.7	29.0	13.7

What is your age?		(Years) - Years - Text			
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	17	1	0.1	0.2	0.2
	18	2	0.3	0.4	0.5
	20	8	1.1	1.4	1.9
	21	4	0.6	0.7	2.6
	22	7	1.0	1.2	3.9
	23	4	0.6	0.7	4.6
	24	4	0.6	0.7	5.3
	25	5	0.7	0.9	6.2
	26	8	1.1	1.4	7.6
	27	8	1.1	1.4	9.0
	28	6	0.8	1.1	10.1
	29	8	1.1	1.4	11.5
	30	15	2.1	2.6	14.1
	31	5	0.7	0.9	15.0
	32	6	0.8	1.1	16.0
	33	8	1.1	1.4	17.5
	34	5	0.7	0.9	18.3
	35	6	0.8	1.1	19.4
	36	9	1.3	1.6	21.0
	37	15	2.1	2.6	23.6
	38	4	0.6	0.7	24.3
	39	3	0.4	0.5	24.9
	40	11	1.5	1.9	26.8
	41	10	1.4	1.8	28.6
	42	7	1.0	1.2	29.8
	43	13	1.8	2.3	32.1
	44	10	1.4	1.8	33.9
	45	14	2.0	2.5	36.3
	46	16	2.2	2.8	39.2
	47	14	2.0	2.5	41.6
	48	14	2.0	2.5	44.1
	49	14	2.0	2.5	46.6
	50	21	2.9	3.7	50.3
	51	14	2.0	2.5	52.7
	52	18	2.5	3.2	55.9
	53	13	1.8	2.3	58.2
	54	12	1.7	2.1	60.3
	55	17	2.4	3.0	63.3
	56	12	1.7	2.1	65.4
	57	18	2.5	3.2	68.6
	58	23	3.2	4.1	72.7
59	14	2.0	2.5	75.1	
60	29	4.1	5.1	80.2	
61	12	1.7	2.1	82.4	
62	15	2.1	2.6	85.0	
63	17	2.4	3.0	88.0	
64	11	1.5	1.9	89.9	
65	11	1.5	1.9	91.9	
66	7	1.0	1.2	93.1	
67	3	0.4	0.5	93.7	
68	7	1.0	1.2	94.9	
69	8	1.1	1.4	96.3	
70	5	0.7	0.9	97.2	
71	2	0.3	0.4	97.5	
72	4	0.6	0.7	98.2	
73	2	0.3	0.4	98.6	
74	1	0.1	0.2	98.8	
75	2	0.3	0.4	99.1	
77	1	0.1	0.2	99.3	
78	2	0.3	0.4	99.6	
79	1	0.1	0.2	99.8	
90	1	0.1	0.2	100.0	
	Total	567	79.3	100.0	
Missing	System	148	20.7		
Total		715	100.0		

EXIT SURVEY



CLUSTER ANALYSIS

Descriptive Statistics

Clusters		N	Minimum	Maximum	Mean	Std. Deviation
CL1	Age	136	18	79	44.16	14.902
	Valid N (listwise)	136				
CL2	Age	128	21	78	50.2	13.911
	Valid N (listwise)	128				
CL3	Age	113	20	90	50.39	12.864
	Valid N (listwise)	113				
CL4	Age	92	17	73	52.84	10.769
	Valid N (listwise)	92				

Place of Stay

	Percent		
CL1	All-inclusive resort	2.9	
	Rented apartment	52.2	
	Rented house/villa	11.8	
	Room in a particular house	1.5	
	With friends and family	21.3	
		7	10.3
	Total		100
CL2	Hotel	52.3	
	All-inclusive resort	46.9	
	Rented house/villa	0.8	
	Total		100
CL3	Hotel	1.8	
	Rented apartment	43.4	
	Rented house/villa	25.7	
	Room in a particular house	1.8	
	With friends and family	15.9	
	7	11.5	
Total		100	
CL4	Hotel	57.6	
	All-inclusive resort	39.1	
	Rented house/villa	3.3	
	Total		100

Gender * Clusters Crosstabulation

% within Clusters

		Clusters				Total
		CL1	CL2	CL3	CL4	
Gender	Male	47.00%	51.80%	47.50%	55.10%	50.10%
	Female	53.00%	48.20%	52.50%	44.90%	49.90%
Total		100.00%	100.00%	100.00%	100.00%	100.00%

Education * Clusters Crosstabulation

% within Clusters

		Clusters				Total
		CL1	CL2	CL3	CL4	
Education	Elementary school		0.80%	1.00%		0.50%
	High school	9.50%	12.70%	3.10%	9.20%	8.90%
	Professional formation	31.90%	25.40%	3.10%	4.60%	17.70%
	Undergraduate/bachelor degree	30.20%	32.20%	44.80%	25.30%	33.10%
	Master or doctorate degree	21.60%	27.10%	44.80%	57.50%	36.00%
	Other	6.90%	1.70%	3.10%	3.40%	3.80%
Total		100.00%	100.00%	100.00%	100.00%	100.00%

Income * Clusters Crosstabulation

% within Clusters

		Clusters				Total
		CL1	CL2	CL3	CL4	
Income	Under US\$25,000	7.40%	3.90%			3.20%
	US\$25,000-US\$29,999	5.90%		1.80%		2.10%
	US\$30,000-US\$39,999	8.80%	0.80%			2.80%
	US\$40,000-US\$49,999	9.60%	10.90%			5.80%
	US\$50,000-US\$74,999	24.30%	21.10%	8.00%		14.70%
	US\$75,000-US\$99,999	18.40%	20.30%	9.70%		13.20%
	US\$100,000 & over	0.70%		65.50%	100.00%	35.60%
	Prefer not to state	25.00%	43.00%	15.00%		22.60%
Total		100.00%	100.00%	100.00%	100.00%	100.00%

Resident * Clusters Crosstabulation

% within Clusters

		Clusters				Total
		CL1	CL2	CL3	CL4	
Resident	The Netherlands	87.50%	36.70%	17.70%	9.80%	41.60%
	Curacao	5.90%	6.30%	4.40%	4.30%	5.30%
	Aruba	0.70%	0.80%	4.40%	1.10%	1.70%
	Scandinavia				2.20%	0.40%
	Belgium	2.20%	3.10%	0.90%	2.20%	2.10%
	Canada		1.60%	2.70%	1.10%	1.30%
	Germany	1.50%	3.10%	4.40%	1.10%	2.60%
	France	1.50%			2.20%	0.90%
	United States (please enter zip code)		43.80%	62.80%	76.10%	42.00%
	Venezuela (please enter city)	0.70%	1.60%			0.60%
	Brazil (please enter city)		1.60%			0.40%
	Colombia (please enter city)		1.60%	2.70%		1.10%
Total		100.00%	100.00%	100.00%	100.00%	100.00%

Marital * Clusters Crosstabulation

% within Clusters

		Clusters				Total
		CL1	CL2	CL3	CL4	
Marital	Single never married	8.60%	10.30%	10.30%	1.10%	7.90%
	Single with children	1.70%	0.90%	1.90%		1.20%
	Married with children	37.10%	44.40%	40.20%	54.90%	43.60%
	Married without children	12.10%	10.30%	26.20%	23.10%	17.40%
	Divorced/Separated	6.90%	9.40%	4.70%	8.80%	7.40%
	Long-term relationship	23.30%	14.50%	8.40%	7.70%	13.90%
	Other	6.00%	1.70%	1.90%	2.20%	3.00%
	Prefer not to state	4.30%	8.50%	6.50%	2.20%	5.60%
Total		100.00%	100.00%	100.00%	100.00%	100.00%

Biking * Clusters Crosstabulation

% within Biking

		Clusters				Total
		CL1	CL2	CL3	CL4	
Biking	Biking	45.70%	20.00%	25.70%	8.60%	100.00%
Total		45.70%	20.00%	25.70%	8.60%	100.00%

BirdWatching * Clusters Crosstabulation

% within BirdWatching

		Clusters				Total
		CL1	CL2	CL3	CL4	
BirdWatching	Bird watching	40.30%	12.50%	27.80%	19.40%	100.00%
Total		40.30%	12.50%	27.80%	19.40%	100.00%

Hiking * Clusters Crosstabulation

% within Hiking

		Clusters				Total
		CL1	CL2	CL3	CL4	
Hiking	Hiking	40.40%	23.40%	28.70%	7.40%	100.00%
Total		40.40%	23.40%	28.70%	7.40%	100.00%

HorsebackRiding * Clusters Crosstabulation

% within HorsebackRiding

		Clusters				Total
		CL1	CL2	CL3	CL4	
HorsebackRiding	Horseback riding	27.30%	18.20%	36.40%	18.20%	100.00%
Total		27.30%	18.20%	36.40%	18.20%	100.00%

RockClimbing * Clusters Crosstabulation

% within RockClimbing

		Clusters				Total
		CL1	CL2	CL3	CL4	
RockClimbing	Rock Climbing/Rappelling	53.80%	7.70%	30.80%	7.70%	100.00%
Total		53.80%	7.70%	30.80%	7.70%	100.00%

Caving * Clusters Crosstabulation

% within Caving

		Clusters				Total
		CL1	CL2	CL3	CL4	
Caving	Caving	34.50%	31.00%	20.70%	13.80%	100.00%
Total		34.50%	31.00%	20.70%	13.80%	100.00%

OtherLand * Clusters Crosstabulation

% within OtherLand

		Clusters				Total
		CL1	CL2	CL3	CL4	
OtherLand	Other	27.20%	36.00%	19.30%	17.50%	100.00%
Total		27.20%	36.00%	19.30%	17.50%	100.00%

KiteSurfing * Clusters Crosstabulation

% within KiteSurfing

		Clusters				Total
		CL1	CL2	CL3	CL4	
KiteSurfing	Kite surfing	60.60%	24.20%	9.10%	6.10%	100.00%
Total		60.60%	24.20%	9.10%	6.10%	100.00%

Diving * Clusters Crosstabulation

% within Diving

		Clusters				Total
		CL1	CL2	CL3	CL4	
Diving	Diving	16.50%	25.30%	28.70%	29.50%	100.00%
Total		16.50%	25.30%	28.70%	29.50%	100.00%

Snorkeling * Clusters Crosstabulation

% within Snorkeling

		Clusters				Total
		CL1	CL2	CL3	CL4	
Snorkeling	Snorkeling	36.20%	26.80%	21.00%	15.90%	100.00%
Total		36.20%	26.80%	21.00%	15.90%	100.00%

Windsurfing * Clusters Crosstabulation

% within Windsurfing

		Clusters				Total
		CL1	CL2	CL3	CL4	
Windsurfing	Windsurfing	36.80%	19.30%	28.10%	15.80%	100.00%
Total		36.80%	19.30%	28.10%	15.80%	100.00%

Sail * Clusters Crosstabulation

% within Sail

		Clusters				Total
		CL1	CL2	CL3	CL4	
Sail	Sail	52.00%	20.00%	12.00%	16.00%	100.00%
Total		52.00%	20.00%	12.00%	16.00%	100.00%

WaterSkiing * Clusters Crosstabulation

% within WaterSkiing

		Clusters				Total
		CL1	CL2	CL3	CL4	
WaterSkiing	Water skiing	57.10%	23.80%	14.30%	4.80%	100.00%
Total		57.10%	23.80%	14.30%	4.80%	100.00%

Boating * Clusters Crosstabulation

% within Boating

		Clusters				Total
		CL1	CL2	CL3	CL4	
Boating	Boating	37.50%	25.00%	25.00%	12.50%	100.00%
Total		37.50%	25.00%	25.00%	12.50%	100.00%

Kayaking * Clusters Crosstabulation

% within Kayaking

		Clusters			Total
		CL1	CL2	CL3	
Kayaking	Kayaking	45.00%	27.50%	27.50%	100.00%
Total		45.00%	27.50%	27.50%	100.00%

PaddleBoarding * Clusters Crosstabulation

% within PaddleBoarding

		Clusters				Total
		CL1	CL2	CL3	CL4	
PaddleBoarding	Paddle boarding	54.50%	9.10%	18.20%	18.20%	100.00%
Total		54.50%	9.10%	18.20%	18.20%	100.00%

DeepSeaFishing * Clusters Crosstabulation

% within DeepSeaFishing

		Clusters			Total
		CL1	CL2	CL3	
DeepSeaFishing	Deep sea fishing	33.30%	33.30%	33.30%	100.00%
Total		33.30%	33.30%	33.30%	100.00%

Beaches * Clusters Crosstabulation

% within Beaches

		Clusters				Total
		CL1	CL2	CL3	CL4	
Beaches	Beaches	35.60%	25.20%	20.90%	18.40%	100.00%
Total		35.60%	25.20%	20.90%	18.40%	100.00%

OtherWater * Clusters Crosstabulation

% within OtherWater

		Clusters				Total
		CL1	CL2	CL3	CL4	
OtherWater	Other	15.20%	42.40%	24.20%	18.20%	100.00%
Total		15.20%	42.40%	24.20%	18.20%	100.00%

BarsnCafes * Clusters Crosstabulation

% within BarsnCafes

		Clusters				Total
		CL1	CL2	CL3	CL4	
BarsnCafes	Bars and cafes	38.60%	24.70%	19.00%	17.70%	100.00%
Total		38.60%	24.70%	19.00%	17.70%	100.00%

Dining * Clusters Crosstabulation

% within Dining

		Clusters				Total
		CL1	CL2	CL3	CL4	
Dining	Dining	32.10%	24.40%	22.40%	21.10%	100.00%
Total		32.10%	24.40%	22.40%	21.10%	100.00%

MusicCincertFestivals * Clusters Crosstabulation

% within MusicCincertFestivals

		Clusters				Total
		CL1	CL2	CL3	CL4	
MusicCincertFestivals	Music/concert/festivals	52.80%	13.90%	22.20%	11.10%	100.00%
Total		52.80%	13.90%	22.20%	11.10%	100.00%

FolkloricCulturalShow * Clusters Crosstabulation

% within FolkloricCulturalShow

		Clusters				Total
		CL1	CL2	CL3	CL4	
FolkloricCulturalShow	Folkloric/cultural show	58.80%	11.80%	23.50%	5.90%	100.00%
Total		58.80%	11.80%	23.50%	5.90%	100.00%

Carnival * Clusters Crosstabulation

% within Carnival

		Clusters				Total
		CL1	CL2	CL3	CL4	
Carnival	Carnival	69.20%	7.70%	15.40%	7.70%	100.00%
Total		69.20%	7.70%	15.40%	7.70%	100.00%

OtherNightLife * Clusters Crosstabulation

% within OtherNightLife

		Clusters				Total
		CL1	CL2	CL3	CL4	
OtherNightLife	Other	30.00%	35.00%	20.00%	15.00%	100.00%
Total		30.00%	35.00%	20.00%	15.00%	100.00%

QUALITY OF LIFE SURVEY



Bonaire's Quality of Life Survey



This survey is part of the Tourism Cooperation Bonaire (TCB) initiative to develop a tourism master plan.

The purpose of this questionnaire is to give you an opportunity to share your feelings and thoughts about tourism development in Bonaire. Your thoughts and feelings regarding how tourism affects you personally and how it affects your community are crucial for Bonaire's development. This information will help align Bonaire's future development in a manner that could aid in your quality of life.

Danki pa bo kooperashon!

PRIVACY AND CONFIDENTIALITY STATEMENT

All responses given to Tourism Corporation Bonaire, including any personal information you provide, will be kept strictly confidential. Your input will only be used in combination with the responses of others participating in the survey. Our research examines the opinions of groups of respondents. Your individual responses are not shown to anyone.

Tourism Bonaire Corporation follows the strictest guidelines in terms of respondent confidentiality. If you have additional questions about our Privacy and Confidentiality Statement, please contact us at info@tourismbonaire.com

1. Please rate the following statements regarding how tourism impacts you. Rate each item using a scale from 1 to 7. 1 equals “Completely Disagree” and 7 equals “Completely Agree”. Mark your responses with an X.

Macro Impact of Tourism	Completely Disagree			←→	Completely Agree		
I think that tourism has improved residents' standard of living in Bonaire	①	②	③	④	⑤	⑥	⑦
Tourism has resulted in greater job opportunities for women	①	②	③	④	⑤	⑥	⑦
Tourism has increased entrepreneurship among locals	①	②	③	④	⑤	⑥	⑦
Residents have been consulted and are aware of tourism development plans	①	②	③	④	⑤	⑥	⑦
Tourism has improved my hospitality towards strangers	①	②	③	④	⑤	⑥	⑦
I feel that the benefits of tourism outweigh the negatives	①	②	③	④	⑤	⑥	⑦
Government should encourage further tourism development	①	②	③	④	⑤	⑥	⑦
Tourism has resulted in overcrowded local beaches	①	②	③	④	⑤	⑥	⑦
I think that tourism is a major reason for the entertainment variety in Bonaire	①	②	③	④	⑤	⑥	⑦

2. Please rate the following statements regarding the macro impact of tourism. Rate each item using a scale from 1 to 7. 1 equals “Completely Disagree” and 7 equals “Completely Agree”. Mark your responses with an X.

Macro Impact of Tourism	Completely Disagree			←→	Completely Agree		
My family life has been positively impacted by the presence of tourists	①	②	③	④	⑤	⑥	⑦
My community life has been improved by tourism development	①	②	③	④	⑤	⑥	⑦
Tourists are part of the harmony of my community	①	②	③	④	⑤	⑥	⑦
Tourism has helped to increase my safety	①	②	③	④	⑤	⑥	⑦
I think that continued tourism growth will provide more access to local amenities	①	②	③	④	⑤	⑥	⑦
An increase in tourists will not create conflict between residents and tourists	①	②	③	④	⑤	⑥	⑦
I think my community should encourage tourism development	①	②	③	④	⑤	⑥	⑦
Tourism has improved the type of goods and services available to locals	①	②	③	④	⑤	⑥	⑦
Tourism decreases the cost of goods and services for locals	①	②	③	④	⑤	⑥	⑦
I think that tourism will gradually decrease taxes for locals	①	②	③	④	⑤	⑥	⑦
I welcome the presence of tourists in Bonaire	①	②	③	④	⑤	⑥	⑦
Tourism decreases crime and drug use in my community	①	②	③	④	⑤	⑥	⑦

3. Please rate the following statements regarding the social impact of tourism. Rate each item using a scale from 1 to 7. 1 equals “Completely Disagree” and 7 equals “Completely Agree”. Mark your responses with an X.

Tourism Equality	Completely Disagree			←→	Completely Agree		
Locals are welcomed to use tourist facilities in Bonaire	①	②	③	④	⑤	⑥	⑦
Locals like wealthy tourists	①	②	③	④	⑤	⑥	⑦
It is convenient to live in an area that is popular with tourists	①	②	③	④	⑤	⑥	⑦
Tourism development increases the number of recreational facilities and amenities	①	②	③	④	⑤	⑥	⑦
Tourists treat locals as equal to themselves	①	②	③	④	⑤	⑥	⑦

4. Please rate the following statements regarding how you feel tourism impacts local culture in Bonaire. Rate each item using a scale from 1 to 7. 1 equals “Completely Disagree” and 7 equals “Completely Agree”. Mark responses with an X.

Tourism Cultural Impact	Completely Disagree			Completely Agree			
The use of Papiamentu decreases as tourists interact with residents	①	②	③	④	⑤	⑥	⑦
Local people alter their behavior to imitate tourists	①	②	③	④	⑤	⑥	⑦
Tourism renews local culture	①	②	③	④	⑤	⑥	⑦
Tourists show respect for the cultural lifestyle of local people	①	②	③	④	⑤	⑥	⑦
Tourism helps to conserve the cultural identity and heritage of Bonaire	①	②	③	④	⑤	⑥	⑦
Tourism encourages residents’ enjoyment of local performing arts, such as music.	①	②	③	④	⑤	⑥	⑦
The cultural exchange between residents and tourists is valuable for residents	①	②	③	④	⑤	⑥	⑦
Tourism promotes authenticity in Bonaire	①	②	③	④	⑤	⑥	⑦
Tourism encourages the production and availability of local foods	①	②	③	④	⑤	⑥	⑦
Tourism has increased residents’ pride in local culture	①	②	③	④	⑤	⑥	⑦

5. Please rate the following statements regarding how you feel tourism impacts Bonaire. Rate each item using a scale from 1 to 7. 1 equals “Completely Disagree” and 7 equals “Completely Agree”. Mark responses with an X.

Effect of Tourism	Completely Disagree			Completely Agree			
Local businesses benefit the most from tourism	①	②	③	④	⑤	⑥	⑦
Tourism brings more investment to the local economy	①	②	③	④	⑤	⑥	⑦
Bonaire’s standard of living has increased due to tourist spending	①	②	③	④	⑤	⑥	⑦
Tourism tax revenues are used to improve Bonaire’s public services (roads, schools, social programs, etc.)	①	②	③	④	⑤	⑥	⑦
Tourism has increased real estate prices	①	②	③	④	⑤	⑥	⑦

6. Please rate the following statements regarding how you feel tourism impacts the environment. Rate each item using a scale from 1 to 7. 1 equals “Completely Disagree” and 7 equals “Completely Agree”. Mark responses with an X.

Tourism Physical Environment Impact	Completely Disagree			Completely Agree			
Tourism motivates residents to maintain and improve the environment	①	②	③	④	⑤	⑥	⑦
Tourism has led to less litter in the streets	①	②	③	④	⑤	⑥	⑦
There are better roads (infrastructure) due to tourism development	①	②	③	④	⑤	⑥	⑦
I am satisfied with the current pace of tourism development	①	②	③	④	⑤	⑥	⑦
Tourism development has improved Bonaire’s appearance	①	②	③	④	⑤	⑥	⑦
Tourism development protects Bonaire’s environment	①	②	③	④	⑤	⑥	⑦

7. Please rate the following statements regarding how you feel tourism impacts the socio-economic well-being of Bonaire. Rate each item using a scale from 1 to 7 1 equals “Completely Disagree” and 7 equals “Completely Agree” Mark responses with an X

Tourism Socio-economic Impact	Completely Disagree				Completely Agree		
Many residents benefit economically from tourism	①	②	③	④	⑤	⑥	⑦
Tourism development benefits locals more than it does the tourists	①	②	③	④	⑤	⑥	⑦
Income opportunities from tourism development are evenly distributed for all	①	②	③	④	⑤	⑥	⑦
Tourism promotes an increase in resident wellbeing through jobs and income	①	②	③	④	⑤	⑥	⑦
Tourism provides many good employment opportunities for residents	①	②	③	④	⑤	⑥	⑦
Tourism holds great promise for Bonaire’s economic future	①	②	③	④	⑤	⑥	⑦
Tourism has improved Bonaire’s economy	①	②	③	④	⑤	⑥	⑦
Many local entrepreneurs have opportunities to create tourism businesses	①	②	③	④	⑤	⑥	⑦
Tourism development has increased salaries and wages	①	②	③	④	⑤	⑥	⑦
Tourism development has increased housing availability for locals	①	②	③	④	⑤	⑥	⑦

8. Read the left and right statements, then select the box that most closely agrees with your opinion.

I would like less tourists (e.g. less arrivals)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I would like more tourists (e.g. more arrivals)
I would like less tourism development (e.g. hotels, restaurants, harbor)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I would like more tourism development (e.g. hotels, restaurants, harbor)
I would like less infrastructure (e.g. roads, schools, hospitals)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I would like more infrastructure (e.g. roads, schools, hospitals)
I would like less cultural activities (e.g. public events and festivals)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I would like more cultural activities (e.g. public events and festivals)
I would like less conservation (e.g. regulation, natural protection)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I would like more conservation (e.g. regulation, natural protection)

9. Please rate the following statements on how you feel about your satisfaction with various living conditions. Rate each item using a scale from 1 to 7. 1 equals “Completely Disagree” and 7 equals “Completely Agree” Mark responses with an X

Quality of Life	Completely Disagree				Completely Agree		
I am satisfied with my current income	①	②	③	④	⑤	⑥	⑦
I am satisfied with the economic security of my job	①	②	③	④	⑤	⑥	⑦
I am satisfied with my family’s income	①	②	③	④	⑤	⑥	⑦
I am satisfied with the fringe benefits I receive	①	②	③	④	⑤	⑥	⑦
I am satisfied with the cost of basic necessities such as food, housing, and clothing	①	②	③	④	⑤	⑥	⑦
I am satisfied with the facilities in my community	①	②	③	④	⑤	⑥	⑦
I am satisfied with the amount of spare time I have	①	②	③	④	⑤	⑥	⑦

10. For each of the following statements and/or questions, please circle the point on the scale that you feel is most appropriate in describing you

A. In general, I consider myself:

Not a very happy person ① ② ③ ④ ⑤ ⑥ ⑦ A very happy person

B. Compared with most of my peers, I consider myself:

Less happy ① ② ③ ④ ⑤ ⑥ ⑦ More happy

C. Some people are generally very happy. They enjoy life regardless of what is going on, getting the most out of everything. To what extent does this characterization describe you?

Not at all ① ② ③ ④ ⑤ ⑥ ⑦ A great deal

11. Please rate the following statements on how you feel about your satisfaction with various living conditions. Rate each item using a scale from 1 to 7. 1 equals "Completely Disagree" and 7 equals "Completely Agree" Mark responses with an X

○ ○ ○ ○ ○ ○ ○

My life is much worse than most other people's. My life is worse than most other people's. My life is somewhat worse than most other people's. My life is about the same as most other people's. My life is somewhat better than most other people's. My life is better than most other people's. My life is much better than most other people's.

12. Please rate the following statements on how you feel about your past life. Rate each item using a scale from 1 to 7 1 equals "Completely Disagree" and 7 equals "Completely Agree"

Completely Disagree

Completely Agree

If I had my past to live over, I would change almost nothing	①	②	③	④	⑤	⑥	⑦
I am satisfied with my life in the past	①	②	③	④	⑤	⑥	⑦
My life in the past was ideal for me	①	②	③	④	⑤	⑥	⑦
The conditions of my life in the past were excellent	①	②	③	④	⑤	⑥	⑦
I had the important things I wanted in my past	①	②	③	④	⑤	⑥	⑦

13. Please rate the following statements on how you feel about your present life. Rate each item using a scale from 1 to 7 1 equals "Completely Disagree" and 7 equals "Completely Agree"

Completely Disagree

Completely Agree

I would change almost nothing about my current life	①	②	③	④	⑤	⑥	⑦
I am satisfied with my current life	①	②	③	④	⑤	⑥	⑦
My current life is ideal for me	①	②	③	④	⑤	⑥	⑦
The current conditions of my life are excellent	①	②	③	④	⑤	⑥	⑦
I have the important things I want right now	①	②	③	④	⑤	⑥	⑦

14. Please rate the following statements on how you feel about your future life. Rate each item using a scale from 1 to 7 1 equals "Completely Disagree" and 7 equals "Completely Agree"

Completely Disagree

Completely Agree

There will be nothing that I will want to change about my	①	②	③	④	⑤	⑥	⑦
I expect to be satisfied with my life in the future	①	②	③	④	⑤	⑥	⑦
I expect my future life will be ideal for me	①	②	③	④	⑤	⑥	⑦
I expect the conditions of my future life will be excellent	①	②	③	④	⑤	⑥	⑦
I expect to have the important things I want in the future	①	②	③	④	⑤	⑥	⑦

DEMOGRAPHIC INFORMATION

Please tell us about yourself:

15. What is your age? _____(years)

16. What is your gender? Male Female

17. Do you own a house or rent? Own Rent Neither, please explain:

18. Do you have kids? No Yes If yes, how many: _____

19. What are their ages? (Mark all the apply)

10 years or less Between 11 and 18 19 or older

20. Where do you currently live?

Kralendijk Antriol Hato Nikiboko/ Amboina Other: _____
 Belnem Terra Corra Noord Saliña Rincon

21. What is your marital status?

Single never married Married with children Divorced/Separated Other: _____
 Single with children Married without children Long-term relationship Prefer not to state

22. Which of the following describes your highest level of studies? (Mark only one)

Elementary School MBO Masters Degree /Post Graduate
 High School Bachelors Degree Prefer not to answer

23. Where do you currently work? (Mark only one)

Student Government Retail Transportation
 Hotels Construction Communications Self Employed: _____
 Restaurants Financial Services Education Other: _____

24. What is your household income per year (in US\$)? (Mark only one)

\$20,000 or less \$40,001 –\$60,000 \$80,001 –\$100,000
 \$20,001 – \$40,000 \$60,001 –\$80,000 Over a \$100,001

25. Where were you born? (Mark only one)

Aruba Colombia India USA
 Bonaire China Netherlands Venezuela
 Curacao Dominican Republic Sint Maarten Other _____

Bonaire's Quality of Life Survey



**Danki pa bo
kooperashon!**

QUALITY OF LIFE SURVEY



DESCRIPTIVE ANALYSIS

Descriptives

Descriptive Statistics			
	N	Mean	Std. Deviation
I think that tourism has improved residents standard of living in Bonaire	682	4.9620	1.72678
Tourism has resulted in greater job opportunities for women	682	4.9857	1.62576
Tourism has increased entrepreneurship among locals	682	4.8802	1.62009
Residents have been consulted and are aware of tourism development plans	682	4.0380	1.71059
Tourism has improved my hospitality towards strangers	682	4.7978	1.66814
I feel that the benefits of tourism outweigh the negatives	682	4.7572	1.60651
Government should encourage further tourism development	682	5.9394	1.38659
Tourism has resulted in overcrowded local beaches	682	4.4776	1.82406
I think that tourism is a major reason for the entertainment variety in Bonaire	682	5.0590	1.64237
My family life has been positively impacted by the presence of tourists	682	3.8172	1.97852
My community life has been improved by tourism development	682	4.1476	1.88333
Tourists are part of the harmony of my community	682	5.0062	1.60792
Tourism has helped to increase my safety	682	4.0705	1.77678
I think that continued tourism growth will provide more access to local amenities	682	5.2668	1.61533
An increase in tourists will not create conflict between residents and tourists	682	4.3332	1.92292
I think my community should encourage tourism development	682	5.6269	1.52663
Tourism has improved the type of goods and services available to locals	682	4.9056	1.74959
Tourism decreases the cost of goods and services for locals	682	3.1688	1.84773
I think that tourism will gradually decrease taxes for locals	682	3.4000	1.92129
I welcome the presence of tourists in Bonaire	682	6.1131	1.33851
Tourism decreases crime and drug use in my community	682	3.1388	1.86674
Locals are welcomed to use tourist facilities in Bonaire	682	6.5678	2.21397
Locals like wealthy tourists	682	5.9326	2.49027
It is convenient to live in an area that is popular with tourists	682	5.6721	2.51239
Tourism development increases the number of recreational facilities and amenities	682	6.4873	2.21107
Tourists treat locals as equal to themselves	682	6.2357	2.22773
The use of Papiamentu decreases as tourists interact with residents	682	4.3175	1.89001
Local people alter their behavior to imitate tourists	682	4.5443	1.76376
Tourism renews local culture	682	4.1674	1.86883
Tourists show respect for the cultural lifestyle of local people	682	5.2061	1.53306
Tourism helps to conserve the cultural identity and heritage of Bonaire	682	5.1303	1.55614
Tourism encourages residents enjoyment of local performing arts, such as music	682	5.1979	1.54694
The cultural exchange between residents and tourists is valuable for residents	682	5.2873	1.44459
Tourism promotes authenticity in Bonaire	682	5.0530	1.51365
Tourism encourages the production and availability of local foods	682	4.9952	1.68944
Tourism has increased residents pride in local culture	682	5.1726	1.64645
Local businesses benefit the most from tourism	682	5.0904	1.70279
Tourism brings more investment to the local economy	682	5.4188	1.50336
Bonaire's standard of living has increased due to tourist spending	682	4.4809	1.79433
Tourism tax revenues are used to improve Bonaire's public services	682	2.9863	1.92718
Tourism has increased real estate prices	682	4.3044	1.94258
Tourism motivates residents to maintain and improve the environment	682	4.8448	1.67757
Tourism has led to less litter in the streets	682	4.6421	1.85222
There are better roads (infrastructure) due to tourism development	682	3.2734	1.96075
I am satisfied with the current pace of tourism development	682	4.0487	1.77216
Tourism development has improved Bonaire's appearance	682	4.6431	1.68320
Tourism development protects Bonaire's environment	682	4.7611	1.74037
Many residents benefit economically from tourism	682	4.4288	1.81595

Descriptive Statistics

	N	Mean	Std. Deviation
Tourism development benefits locals more than it does the tourists	682	4.2569	1.73088
Income opportunities from tourism development are evenly distributed for all	682	3.4248	1.80947
Tourism promotes an increase in resident well being through jobs and income	682	4.5709	1.78967
Tourism provides many good employment opportunities for residents	682	4.8306	1.65210
Tourism holds great promise for Bonaire's economic future	682	5.2072	1.57703
Tourism has improved Bonaire's economy	682	5.0957	1.63966
Many local entrepreneurs have opportunities to create tourism businesses	682	4.8669	1.61348
Tourism development has increased salaries and wages	682	3.5475	1.84893
Tourism development has increased housing availability for locals	682	3.4648	1.85353
I am satisfied with my current income	682	3.9214	2.00126
I am satisfied with the economic security of my job	682	4.2922	1.85409
I am satisfied with my family's income	682	3.9539	1.92084
I am satisfied with the fringe benefits I receive	682	4.1501	1.83839
I am satisfied with the cost of basic necessities such as food, housing, and clothing	682	3.0543	1.83459
I am satisfied with the facilities in my community	682	3.7052	1.80208
I am satisfied with the amount of spare time I have	682	4.3812	1.93503
I would like less tourists :: I would like more tourists	745	5.8462	1.44789
I would like less tourism development :: I would like more tourism development	744	5.7198	1.51836
I would like less infrastructure :: I would like more infrastructure	745	6.0975	1.38326
I would like less cultural activities :: I would like more cultural activities	745	6.0320	1.36374
I would like less conservation :: I would like more conservation	745	5.5949	1.57172
In general, I consider myself	746	6.0869	1.16391
Compared with most of my peers, I consider myself	746	5.9327	1.26132
Some people are generally very happy, enjoy life, getting most out of everything. This explains you	746	5.6729	1.35297
Life Comparison	745	4.8836	1.20981
If I had my past to live over, I would change almost nothing	746	4.5415	1.90599
I am satisfied with my life in the past	746	4.9566	1.75394
My life in the past was ideal for me	746	4.7276	1.71440
The conditions of my life in the past were excellent	746	4.7850	1.64028
I had the important things I wanted in my past	746	5.0028	1.63585
I would change almost nothing about my current life	746	4.7212	1.73956
I am satisfied with my current life	746	5.2274	1.49321
My current life is ideal for me	746	4.9731	1.57128
The current conditions of my life are excellent	746	4.9200	1.56103
I have the important things I want right now	746	5.1517	1.66203
There will be nothing that I will want to change about my future	746	4.1401	1.97208
I expect to be satisfied with my life in the future	746	5.6438	1.38607
I expect my future life will be ideal for me	746	5.7747	1.27022
I expect the conditions of my future life will be excellent	746	5.7312	1.32190
I expect to have the important things I want in the future	746	5.8846	1.25931
Valid N (listwise)	682		

Descriptives

Descriptive Statistics			
	N	Mean	Std. Deviation
Age	656	51.03	131.265
Valid N (listwise)	656		

Multiple Response

\$Kids_Age Frequencies				
		Responses		Percent of Cases
		N	Percent	
\$Kids_Age ^a	What are their ages? 10 years or less	150	28.8%	34.6%
	What are their ages? Between 11 and 18	126	24.2%	29.0%
	What are their ages? 19 and older	245	47.0%	56.5%
Total		521	100.0%	120.0%

a. Dichotomy group tabulated at value 1.

Frequencies

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	249	33.4	36.9	36.9
	Female	426	57.1	63.1	100.0
	Total	675	90.5	100.0	
Missing	System	71	9.5		
Total		746	100.0		

House Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Own	308	41.3	46.8	46.8
	Rent	270	36.2	41.0	87.8
	Neither, please explain:	80	10.7	12.2	100.0
	Total	658	88.2	100.0	
Missing	System	88	11.8		
Total		746	100.0		

Kids

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	222	29.8	33.2	33.2
	Yes	12	1.6	1.8	35.0
	If yes, How many	434	58.2	65.0	100.0
	Total	668	89.5	100.0	
Missing	System	78	10.5		
Total		746	100.0		

Residency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kralendijk	78	10.5	11.6	11.6
	Belnem	17	2.3	2.5	14.2
	Antriol	169	22.7	25.2	39.4
	Terra Corra	72	9.7	10.7	50.1
	Hato	29	3.9	4.3	54.5
	Noord Saliña	78	10.5	11.6	66.1
	Nikiboko/Amboina	101	13.5	15.1	81.2
	Rincon	75	10.1	11.2	92.4
	Other	51	6.8	7.6	100.0
	Total	670	89.8	100.0	
	Missing	System	76	10.2	
Total		746	100.0		

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single never married	140	18.8	21.2	21.2
	Single with children	78	10.5	11.8	33.1
	Married with children	202	27.1	30.7	63.7
	Married without children	46	6.2	7.0	70.7
	Divorced/Separated	48	6.4	7.3	78.0
	Long-term relationship	98	13.1	14.9	92.9
	Other	14	1.9	2.1	95.0
	Prefer not to state	33	4.4	5.0	100.0
	Total	659	88.3	100.0	
	Missing	System	87	11.7	
Total		746	100.0		

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Elementary School	26	3.5	4.0	4.0
	High School	109	14.6	16.9	21.0
	MBO	276	37.0	42.9	63.8
	Bachelors Degree	123	16.5	19.1	82.9
	Masters Degree /Post Graduate	54	7.2	8.4	91.3
	Prefer not to answer	56	7.5	8.7	100.0
	Total	644	86.3	100.0	
	System	102	13.7		
Missing Total		746	100.0		

Work

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	55	7.4	8.6	8.6
	Hotels	59	7.9	9.2	17.8
	Restaurants	42	5.6	6.6	24.3
	Government	96	12.9	15.0	39.3
	Construction	20	2.7	3.1	42.4
	Financial Services	19	2.5	3.0	45.4
	Retail	32	4.3	5.0	50.4
	Communication	24	3.2	3.7	54.1
	Education	59	7.9	9.2	63.3
	Transportation	21	2.8	3.3	66.6
	Self Employeed	35	4.7	5.5	72.1
	Other	179	24.0	27.9	100.0
	Total	641	85.9	100.0	
Missing System		105	14.1		
Total		746	100.0		

Household Income

		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	\$20,000 or less	258	34.6	45.7	45.7	
	\$20,001 - \$40,000	187	25.1	33.2	78.9	
	\$40,001 - \$60,000	76	10.2	13.5	92.4	
	\$60,001 - \$80,000	23	3.1	4.1	96.5	
	\$80,001 - \$100,000	10	1.3	1.8	98.2	
	Over a \$100,001	10	1.3	1.8	100.0	
	Total	564	75.6	100.0		
	Missing System		182	24.4		
	Total		746	100.0		

Place of Birth

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Aruba	35	4.7	5.2	5.2
	Bonaire	293	39.3	43.2	48.4
	Curacao	171	22.9	25.2	73.6
	Colombia	32	4.3	4.7	78.3
	China	3	0.4	0.4	78.8
	Dominican Republic	31	4.2	4.6	83.3
	India	1	0.1	0.1	83.5
	Netherlands	59	7.9	8.7	92.2
	USA	5	0.7	0.7	92.9
	Venezuela	16	2.1	2.4	95.3
	Other	32	4.3	4.7	100.0
Total	678	90.9	100.0		
Missing	System	68	9.1		
Total		746	100.0		

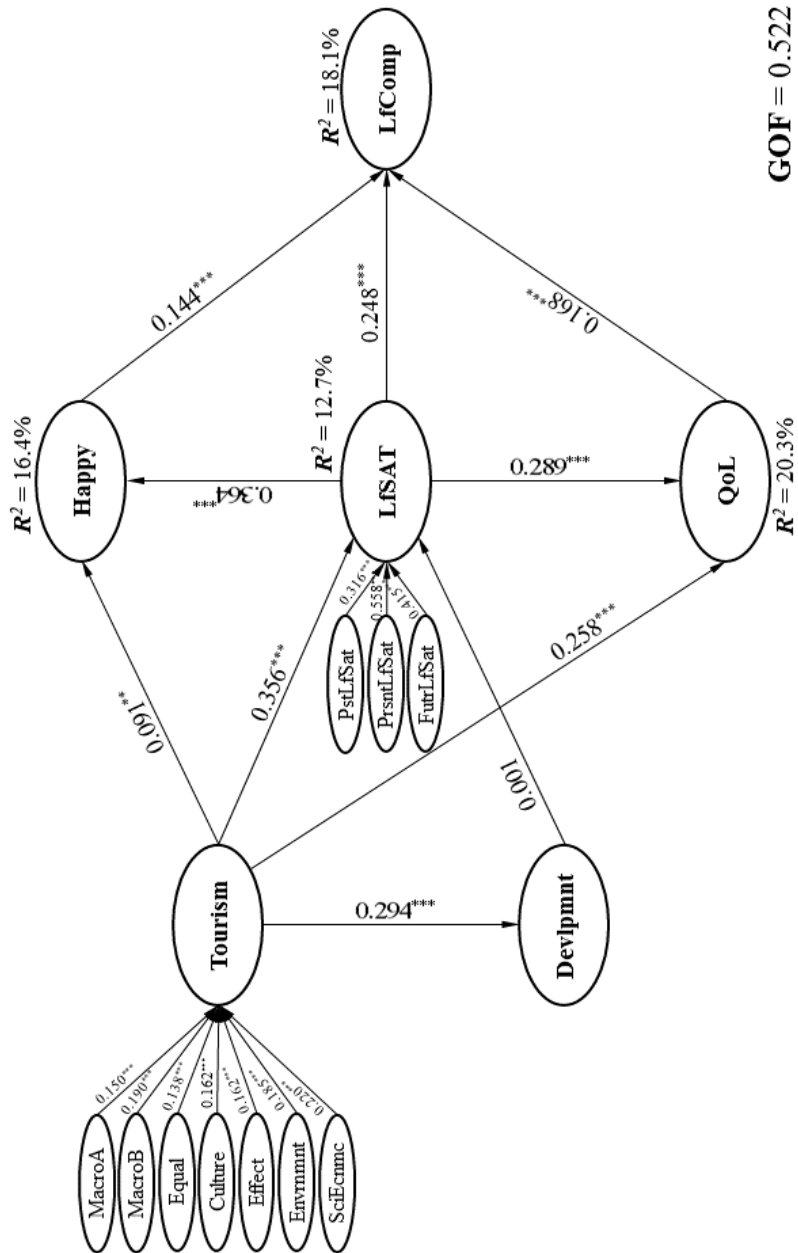
Survey Language

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	7	0.9	1.0	1.0
	Papiamentu	655	87.8	96.0	97.1
	Spanish	4	0.5	0.6	97.7
	Dutch	16	2.1	2.3	100.0
	Total	682	91.4	100.0	
Missing	System	64	8.6		
Total		746	100.0		

QUALITY OF LIFE SURVEY



Partial Least Square Model



Quality of Life Survey

Unidimensionality

	# Manifest Variable	Composite Reliability	1 st Eigenvalue	2 nd Eigenvalue	Tolerance
Tourism	7	-	4.510	0.591	-
Macro Economic A	7	0.857	3.780	0.809	0.405
Macro Economic B	7	0.816	3.340	1.015	0.398
Equality	5	0.755	2.530	0.863	0.583
Cultural Impacts	7	0.898	4.340	0.713	0.486
Effects	3	0.802	2.150	0.510	0.506
Environmental Impacts	6	0.847	3.420	0.843	0.387
Socio-Economics	10	0.913	5.650	1.265	0.309
Life Satisfaction	3	0.000	1.750	0.730	-
Life Satisfaction (Past)	5	0.900	3.590	0.583	0.771
Life Satisfaction (Present)	5	0.917	3.770	0.460	0.698
Life Satisfaction (Future)	4	0.929	3.310	0.387	0.784
Development	5	0.854	3.160	0.694	-
Happiness	3	0.831	2.240	0.444	-
Quality of Life	6	0.895	3.960	0.744	-
Life Comparison	1	1.000	1.000	0.000	-

Quality of Life Survey	Loadings		
	Weight	Loading	Communality
Tourism			
Macro Economic A	0.151	0.802	0.643
Macro Economic B	0.190	0.823	0.678
Equality	0.137	0.714	0.509
Cultural Impacts	0.166	0.782	0.612
Effects	0.191	0.784	0.614
Environmental Impacts	0.185	0.827	0.685
Socio-Economics	0.219	0.877	0.769
Macro Economic A			
Item 01	0.202	0.778	0.605
Item 02	0.205	0.795	0.632
Item 03	0.204	0.769	0.591
Item 04	0.164	0.634	0.402
Item 05	0.183	0.700	0.490
Item 06	0.187	0.713	0.508
Item 07	0.213	0.741	0.549
Macro Economic B			
Item 08	0.174	0.639	0.409
Item 09	0.221	0.750	0.563
Item 10	0.231	0.740	0.547
Item 11	0.174	0.613	0.375
Item 12	0.213	0.693	0.480
Item 13	0.205	0.671	0.450
Item 14	0.223	0.719	0.516
Equality			
Item 15	0.275	0.704	0.496
Item 16	0.205	0.610	0.372
Item 17	0.252	0.672	0.452
Item 18	0.346	0.791	0.625
Item 19	0.313	0.761	0.579
Cultural Impacts			
Item 20	0.171	0.744	0.553
Item 21	0.176	0.793	0.629
Item 22	0.183	0.816	0.667
Item 23	0.184	0.779	0.608
Item 24	0.182	0.808	0.653
Item 25	0.188	0.772	0.596
Item 26	0.186	0.798	0.637
Effects			
Item 27	0.376	0.851	0.725
Item 28	0.399	0.869	0.756
Item 29	0.406	0.819	0.671
Environmental impacts			
Item 30	0.227	0.791	0.534
Item 31	0.220	0.766	0.586
Item 32	0.173	0.633	0.401
Item 33	0.199	0.707	0.500
Item 34	0.253	0.842	0.708
Item 35	0.243	0.833	0.693
Socio-Economics			
Item 36	0.132	0.754	0.568
Item 37	0.133	0.734	0.539
Item 38	0.112	0.663	0.440
Item 39	0.140	0.813	0.661
Item 40	0.147	0.826	0.683
Item 41	0.143	0.786	0.618
Item 42	0.147	0.805	0.648
Item 43	0.146	0.793	0.628
Item 44	0.115	0.679	0.462
Item 45	0.107	0.635	0.403
Life Satisfaction			
Life Satisfaction (Past)	0.316	0.679	0.461
Life Satisfaction (Present)	0.560	0.866	0.750
Life Satisfaction (Future)	0.415	0.724	0.525
Life Satisfaction (Past)			
Item 46	0.227	0.742	0.550
Item 47	0.238	0.876	0.768
Item 48	0.241	0.897	0.804
Item 49	0.237	0.894	0.799
Item 50	0.239	0.814	0.663
Life Satisfaction (Present)			
Item 51	0.208	0.797	0.635
Item 52	0.242	0.902	0.814
Item 53	0.246	0.923	0.852
Item 54	0.239	0.894	0.798
Item 55	0.216	0.817	0.667
Life Satisfaction (Future)			
Item 56	0.275	0.853	0.728
Item 57	0.286	0.950	0.903
Item 58	0.276	0.930	0.864
Item 59	0.263	0.900	0.811
Development			
Item 60	0.385	0.877	0.769
Item 61	0.294	0.856	0.733
Item 62	0.184	0.764	0.583
Item 63	0.162	0.739	0.546
Item 64	0.217	0.693	0.480
Happiness			
Item 65	0.412	0.892	0.796
Item 66	0.347	0.853	0.728
Item 67	0.398	0.847	0.718
Quality of Life			
Item 68	0.209	0.843	0.711
Item 69	0.224	0.830	0.688
Item 70	0.216	0.884	0.781
Item 71	0.214	0.857	0.734
Item 72	0.175	0.716	0.512
Item 73	0.189	0.727	0.529
Life Comparison	1.000	1.000	1.000

Quality of Life Survey Correlation																
Constructs	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)
(1) Tourism	-															
(2) Macro Economic A	0.803	0.735														
(3) Macro Economic B	0.826	0.716	0.691													
(4) Equality	0.722	0.503	0.542	0.711												
(5) Cultural Impacts	0.783	0.541	0.592	0.543	0.787											
(6) Effects	0.786	0.573	0.566	0.470	0.553	0.847										
(7) Environmental Impacts	0.829	0.562	0.586	0.573	0.624	0.560	0.755									
(8) Socio-Economics	0.878	0.689	0.647	0.558	0.600	0.657	0.737	0.752								
(9) Life Satisfaction	0.355	0.285	0.280	0.204	0.281	0.275	0.293	0.364	-							
(10) Life Satisfaction (Past)	0.244	0.176	0.202	0.146	0.203	0.163	0.208	0.260	0.681	0.847						
(11) Life Satisfaction (Present)	0.275	0.228	0.212	0.167	0.186	0.208	0.233	0.298	0.866	0.450	0.868					
(12) Life Satisfaction (Future)	0.299	0.245	0.235	0.157	0.270	0.258	0.232	0.277	0.725	0.275	0.401	0.909				
(13) Development	0.294	0.199	0.271	0.187	0.241	0.284	0.235	0.238	0.106	0.040	0.040	0.169	0.789			
(14) Happiness	0.220	0.166	0.180	0.118	0.204	0.186	0.172	0.207	0.396	0.224	0.367	0.290	0.196	0.864		
(15) Quality of Life	0.361	0.292	0.294	0.282	0.192	0.266	0.345	0.351	0.381	0.200	0.423	0.197	0.059	0.212	0.812	
(16) Life Comparison	0.117	0.118	0.092	0.031	0.059	0.098	0.074	0.166	0.369	0.209	0.407	0.183	0.125	0.278	0.293	1.000

Quality of Life Survey															Cross-loadings			
Items	Macro Economic A	Macro Economic B	Equality	Cultural Impacts	Effects	Environmental Impacts	Socio-Economics	Life Satisfaction (Past)	Life Satisfaction (Present)	Life Satisfaction (Future)	Tourism	Development	Life Satisfaction	Happiness	Quality of Life			
Item 01	0.778	0.548	0.345	0.371	0.477	0.406	0.530	0.108	0.193	0.243	0.811	0.139	0.243	0.126	0.217			
Item 02	0.735	0.566	0.364	0.391	0.440	0.411	0.552	0.137	0.211	0.220	0.822	0.151	0.253	0.122	0.275			
Item 03	0.763	0.508	0.357	0.398	0.520	0.427	0.522	0.133	0.172	0.188	0.818	0.163	0.216	0.112	0.221			
Item 04	0.634	0.401	0.314	0.317	0.311	0.417	0.431	0.103	0.129	0.034	0.498	0.063	0.120	0.072	0.223			
Item 05	0.700	0.526	0.366	0.430	0.402	0.335	0.410	0.188	0.109	0.180	0.554	0.196	0.195	0.140	0.143			
Item 06	0.713	0.546	0.358	0.398	0.375	0.393	0.449	0.125	0.210	0.188	0.566	0.175	0.235	0.179	0.213			
Item 07	0.741	0.574	0.470	0.467	0.401	0.504	0.532	0.115	0.143	0.185	0.645	0.130	0.193	0.101	0.205			
Item 08	0.447	0.639	0.294	0.260	0.300	0.345	0.386	0.135	0.168	0.116	0.480	0.065	0.184	0.085	0.244			
Item 09	0.567	0.750	0.388	0.356	0.395	0.424	0.518	0.125	0.172	0.113	0.608	0.091	0.183	0.109	0.264			
Item 10	0.550	0.740	0.400	0.492	0.473	0.443	0.495	0.187	0.165	0.223	0.637	0.262	0.244	0.144	0.209			
Item 11	0.395	0.613	0.297	0.308	0.307	0.379	0.381	0.125	0.098	0.089	0.479	0.070	0.152	0.076	0.189			
Item 12	0.496	0.693	0.411	0.463	0.402	0.416	0.446	0.158	0.131	0.194	0.587	0.307	0.204	0.177	0.154			
Item 13	0.481	0.671	0.366	0.502	0.360	0.409	0.405	0.129	0.122	0.221	0.563	0.302	0.201	0.134	0.127			
Item 14	0.516	0.719	0.440	0.445	0.469	0.410	0.476	0.113	0.163	0.159	0.615	0.177	0.193	0.131	0.238			
Item 15	0.376	0.394	0.704	0.386	0.312	0.360	0.376	0.118	0.153	0.126	0.498	0.134	0.176	0.070	0.242			
Item 16	0.238	0.224	0.610	0.237	0.265	0.285	0.274	0.029	0.013	0.093	0.370	0.092	0.055	-0.003	0.084			
Item 17	0.313	0.326	0.672	0.307	0.295	0.372	0.348	0.065	0.059	0.038	0.457	0.023	0.069	0.004	0.117			
Item 18	0.465	0.492	0.791	0.480	0.412	0.507	0.491	0.123	0.173	0.143	0.626	0.180	0.195	0.141	0.264			
Item 19	0.355	0.431	0.761	0.464	0.363	0.466	0.450	0.154	0.150	0.139	0.587	0.203	0.191	0.157	0.261			
Item 20	0.387	0.428	0.442	0.744	0.423	0.473	0.415	0.128	0.092	0.224	0.580	0.192	0.185	0.140	0.135			
Item 21	0.403	0.444	0.430	0.793	0.411	0.477	0.446	0.121	0.133	0.153	0.598	0.200	0.177	0.157	0.160			
Item 22	0.421	0.462	0.440	0.816	0.425	0.496	0.478	0.164	0.142	0.225	0.622	0.193	0.225	0.189	0.146			
Item 23	0.450	0.488	0.407	0.779	0.487	0.460	0.483	0.203	0.202	0.233	0.626	0.191	0.274	0.212	0.121			
Item 24	0.415	0.476	0.400	0.808	0.405	0.506	0.487	0.221	0.163	0.193	0.617	0.186	0.242	0.164	0.171			
Item 25	0.449	0.498	0.451	0.772	0.468	0.509	0.499	0.146	0.141	0.239	0.639	0.190	0.225	0.146	0.174			
Item 26	0.450	0.473	0.436	0.798	0.458	0.519	0.491	0.134	0.148	0.219	0.630	0.176	0.216	0.113	0.150			
Item 27	0.450	0.432	0.378	0.485	0.851	0.435	0.499	0.152	0.173	0.231	0.635	0.266	0.241	0.191	0.181			
Item 28	0.491	0.496	0.386	0.506	0.869	0.448	0.557	0.139	0.144	0.236	0.674	0.260	0.223	0.152	0.209			
Item 29	0.511	0.507	0.429	0.414	0.819	0.536	0.609	0.123	0.210	0.189	0.686	0.197	0.234	0.133	0.261			
Item 30	0.438	0.453	0.427	0.459	0.731	0.494	0.527	0.151	0.146	0.165	0.646	0.216	0.200	0.141	0.207			
Item 31	0.428	0.452	0.458	0.479	0.406	0.766	0.521	0.127	0.185	0.208	0.624	0.218	0.230	0.090	0.209			
Item 32	0.320	0.340	0.374	0.291	0.274	0.633	0.483	0.114	0.126	0.048	0.490	0.059	0.127	0.070	0.252			
Item 33	0.380	0.395	0.373	0.400	0.355	0.707	0.528	0.227	0.231	0.163	0.564	0.132	0.269	0.171	0.310			
Item 34	0.514	0.517	0.474	0.500	0.524	0.842	0.650	0.177	0.223	0.192	0.718	0.221	0.281	0.145	0.299			
Item 35	0.451	0.475	0.477	0.566	0.445	0.823	0.615	0.148	0.143	0.246	0.669	0.186	0.230	0.153	0.293			
Item 36	0.504	0.475	0.388	0.413	0.537	0.551	0.754	0.189	0.240	0.198	0.656	0.148	0.277	0.182	0.230			
Item 37	0.468	0.445	0.468	0.478	0.485	0.579	0.734	0.203	0.181	0.176	0.657	0.166	0.238	0.161	0.194			
Item 38	0.412	0.394	0.409	0.311	0.351	0.523	0.663	0.142	0.196	0.031	0.556	0.044	0.168	0.051	0.275			
Item 39	0.538	0.533	0.376	0.476	0.351	0.563	0.813	0.202	0.218	0.243	0.694	0.166	0.267	0.153	0.254			
Item 40	0.560	0.541	0.458	0.535	0.542	0.828	0.229	0.247	0.296	0.267	0.731	0.250	0.333	0.204	0.247			
Item 41	0.548	0.537	0.409	0.537	0.558	0.572	0.786	0.214	0.196	0.309	0.710	0.282	0.306	0.194	0.230			
Item 42	0.615	0.544	0.421	0.527	0.569	0.586	0.805	0.225	0.257	0.318	0.731	0.282	0.347	0.207	0.294			
Item 43	0.540	0.517	0.444	0.546	0.595	0.586	0.793	0.222	0.298	0.248	0.723	0.233	0.339	0.183	0.288			
Item 44	0.434	0.452	0.418	0.310	0.405	0.678	0.163	0.224	0.109	0.571	0.075	0.222	0.092	0.092	0.351			
Item 45	0.362	0.391	0.421	0.289	0.332	0.482	0.635	0.141	0.173	0.068	0.528	0.066	0.169	0.086	0.315			
Item 46	0.143	0.155	0.154	0.160	0.126	0.110	0.193	0.742	0.406	0.229	0.185	-0.019	0.553	0.157	0.173			
Item 47	0.167	0.182	0.088	0.181	0.143	0.169	0.226	0.876	0.374	0.228	0.205	0.053	0.581	0.229	0.180			
Item 48	0.158	0.154	0.127	0.168	0.140	0.176	0.230	0.897	0.380	0.217	0.208	0.028	0.588	0.188	0.165			
Item 49	0.180	0.211	0.144	0.194	0.139	0.234	0.254	0.914	0.360	0.224	0.244	0.043	0.576	0.174	0.176			
Item 50	0.097	0.150	0.106	0.175	0.138	0.188	0.196	0.914	0.384	0.265	0.190	0.060	0.581	0.197	0.171			
Item 51	0.200	0.189	0.135	0.107	0.168	0.159	0.213	0.390	0.797	0.263	0.211	-0.016	0.677	0.227	0.325			
Item 52	0.240	0.206	0.171	0.172	0.212	0.201	0.272	0.408	0.902	0.377	0.264	0.047	0.789	0.356	0.374			
Item 53	0.205	0.202	0.147	0.165	0.164	0.212	0.274	0.405	0.923	0.385	0.246	0.043	0.803	0.346	0.380			
Item 54	0.190	0.187	0.145	0.171	0.173	0.221	0.277	0.411	0.894	0.362	0.243	0.054	0.779	0.333	0.411			
Item 55	0.162	0.154	0.124	0.188	0.185	0.205	0.254	0.336	0.817	0.343	0.228	0.041	0.704	0.320	0.341			
Item 56	0.206	0.201	0.120	0.171	0.180	0.169	0.230	0.250	0.853	0.229	0.094	0.659	0.659	0.268	0.199			
Item 57	0.228	0.221	0.147	0.264	0.248	0.213	0.252	0.267	0.367	0.950	0.280	0.165	0.684	0.281	0.168			
Item 58	0.248	0.230	0.144	0.264	0.251	0.229	0.271	0.247	0.353	0.939	0.293	0.172	0.691	0.252	0.162			
Item 59	0.209	0.199	0.159	0.284	0.259	0.234	0.256	0.233	0.325	0.900	0.295	0.184	0.630	0.252	0.165			
Macro Economic A	1.000	0.715	0.500	0.539	0.573	0.560	0.689	0.176	0.229	0.245	0.802	0.199	0.286	0.166	0.292			
Macro Economic B	0.715	1.000	0.539	0.585	0.563	0.585	0.646	0.201	0.212	0.231	0.823	0.264	0.278	0.178	0.296			
Equality	0.495	0.531	1.000	0.533	0.466	0.585	0.550	0.140	0.158	0.154	0.714	0.181	0.196	0.108	0.272			
Cultural Impacts	0.540	0.591	0.543	1.000	0.552	0.624	0.599	0.203	0.186	0.269	0.782	0.241	0.280	0.203	0.192			
Effects	0.570	0.583	0.468	0.555	1.000	0.556	0.653	0.163	0.206	0.259	0.784	0.286	0.275	0.187	0.262			
Environmental Impacts	0.561	0.585	0.572	0.621	0.557	1.000	0.737	0.208	0.234	0.231	0.827	0.232	0.293	0.171	0.347			
Socio-Economics	0.668	0.646	0.559	0.596	0.655	0.737	1.000	0.259	0.298	0.274	0.877	0.235	0.362	0.206	0.383			
Item 60	0.239	0.315	0.246	0.264	0.294	0.280	0.291	0.039	0.051	0.162	0.342	0.877	0.109	0.195	0.074			
Item 61	0.161	0.231	0.146	0.194	0.270	0.189	0.224	0.037	0.034	0.138	0.256	0.858	0.088	0.122	0.050			
Item 62	0.079	0.140	0.084	0.139	0.169	0.089	0.100	0.036	0.012	0.134	0.141	0.764	0.075	0.088	0.014			
Item 63	0.105	0.125	0.081	0.157	0.149	0.074	0.075	0.029	0.013	0.092	0.134	0.739	0.055	0.192	0.022			
Item 64	0.129	0.163	0.098	0.145	0.167	0.166	0.158	0.013	0.029	0.122	0.183	0.693	0.071	0.176	0.046			
Life Satisfaction (Past)	0.177	0.202	0.144	0.203	0.162	0.209	0.260	1.000	0.447	0.273	0.244	0.041	0.679	0.223	0.199			
Life Satisfaction (Present)	0.228	0.212	0.167	0.186	0.208	0.233	0.298											

Quality of Life Survey

From	To	Estimate	Std. Error	t-value	ρ-value	R^2
<i>Tourism</i>	→ <i>Development</i>	0.294	0.037	8.020	0.000	0.086
<i>Tourism</i>	→ <i>Life Satisfaction</i>	0.001	0.000	1.800	0.072	0.127
<i>Development</i>	→ <i>Life Satisfaction</i>	0.001	0.000	1.880	0.060	-
<i>Tourism</i>	→ <i>Happiness</i>	0.091	0.038	2.410	0.016	0.164
<i>Life Satisfaction</i>	→ <i>Happiness</i>	0.364	0.038	9.690	0.000	-
<i>Tourism</i>	→ <i>Quality of Life</i>	0.258	0.037	7.040	0.000	0.203
<i>Life Satisfaction</i>	→ <i>Quality of Life</i>	0.289	0.037	7.890	0.000	-
<i>Life Satisfaction</i>	→ <i>Life Comparison</i>	0.248	0.040	6.180	0.000	0.181
<i>Happiness</i>	→ <i>Life Comparison</i>	0.144	0.038	3.790	0.000	-
<i>Quality of Life</i>	→ <i>Life Comparison</i>	0.168	0.038	4.460	0.000	-

Quality of Life Survey		Indirect Effects
From	To	Indirect
Macro Economic A	→ Development	0.044
Macro Economic B	→ Development	0.056
Equality	→ Development	0.041
Cultural Impacts	→ Development	0.048
Effects	→ Development	0.056
Environmental Impacts	→ Development	0.054
Socio-Economics	→ Development	0.065
Macro Economic A	→ Happiness	0.014
Macro Economic B	→ Happiness	0.017
Equality	→ Happiness	0.013
Cultural Impacts	→ Happiness	0.015
Effects	→ Happiness	0.017
Environmental Impacts	→ Happiness	0.017
Socio-Economics	→ Happiness	0.020
Life Satisfaction (Past)	→ Happiness	0.115
Life Satisfaction (Present)	→ Happiness	0.203
Life Satisfaction (Future)	→ Happiness	0.151
Tourism	→ Happiness	0.000
Development	→ Happiness	0.000
Macro Economic A	→ Life Comparison	0.009
Macro Economic B	→ Life Comparison	0.011
Equality	→ Life Comparison	0.008
Cultural Impacts	→ Life Comparison	0.009
Effects	→ Life Comparison	0.011
Environmental Impacts	→ Life Comparison	0.010
Socio-Economics	→ Life Comparison	0.012
Life Satisfaction (Past)	→ Life Comparison	0.110
Life Satisfaction (Present)	→ Life Comparison	0.195
Life Satisfaction (Future)	→ Life Comparison	0.145
Tourism	→ Life Comparison	0.057
Development	→ Life Comparison	0.000
Life Satisfaction	→ Life Comparison	0.101
Macro Economic A	→ Life Satisfaction	0.000
Macro Economic B	→ Life Satisfaction	0.000
Equality	→ Life Satisfaction	0.000
Cultural Impacts	→ Life Satisfaction	0.000
Effects	→ Life Satisfaction	0.000
Environmental Impacts	→ Life Satisfaction	0.000
Socio-Economics	→ Life Satisfaction	0.000
Tourism	→ Life Satisfaction	0.000
Macro Economic A	→ Quality of Life	0.039
Macro Economic B	→ Quality of Life	0.049
Equality	→ Quality of Life	0.036
Cultural Impacts	→ Quality of Life	0.042
Effects	→ Quality of Life	0.049
Environmental Impacts	→ Quality of Life	0.048
Socio-Economics	→ Quality of Life	0.057
Life Satisfaction (Past)	→ Quality of Life	0.091
Life Satisfaction (Present)	→ Quality of Life	0.161
Life Satisfaction (Future)	→ Quality of Life	0.120
Tourism	→ Quality of Life	0.000
Development	→ Quality of Life	0.000

EMPLOYEE SURVEY





Employee Survey

1. Please rate the following statements about the quality of work life in Bonaire's tourism industry. Rate each item using a scale from 1 to 7 with 1 equal to "Completely Disagree" and 7 equal to "Completely Agree".

Completely Disagree ←→ Completely Agree

Working in the tourism industry allows a person to care for their family	① ② ③ ④ ⑤ ⑥ ⑦
A job in the tourism industry provides adequate work hours	① ② ③ ④ ⑤ ⑥ ⑦
The workload of a tourism job is reasonable	① ② ③ ④ ⑤ ⑥ ⑦
A tourism job ensures balance between work and life	① ② ③ ④ ⑤ ⑥ ⑦
A job in the tourism industry is easily accessible (transportation)	① ② ③ ④ ⑤ ⑥ ⑦

2. Please rate the following statements about the characteristics of a job in tourism. Rate each item using a scale from 1 to 7 with 1 equal to "Completely Disagree" and 7 equal to "Completely Agree".

Completely Disagree ←→ Completely Agree

A job in the tourism industry is meaningful	① ② ③ ④ ⑤ ⑥ ⑦
A job in the tourism industry is challenging	① ② ③ ④ ⑤ ⑥ ⑦
A job in the tourism industry offers opportunities for promotions	① ② ③ ④ ⑤ ⑥ ⑦
A job in the tourism industry provides employees with adequate training	① ② ③ ④ ⑤ ⑥ ⑦
A job in the tourism industry offers opportunities for salary increases	① ② ③ ④ ⑤ ⑥ ⑦

3. Please rate the following statements about the benefits of a job in tourism. Rate each item using a scale from 1 to 7 with 1 equal to "Completely Disagree" and 7 equal to "Completely Agree".

Completely Disagree ←→ Completely Agree

I think the benefits in tourism jobs are adequate (holidays, meals, bonuses,	① ② ③ ④ ⑤ ⑥ ⑦
The tourism industry provides an above average starting salary	① ② ③ ④ ⑤ ⑥ ⑦
The tourism industry provides job security and stability	① ② ③ ④ ⑤ ⑥ ⑦
The advantages of working in the tourism industry outweigh the	① ② ③ ④ ⑤ ⑥ ⑦
Career advancement opportunities are satisfactory in the tourism industry	① ② ③ ④ ⑤ ⑥ ⑦

4. Please rate the following statements about your commitment to a tourism job. Rate each item using a scale from 1 to 7 with 1 equal to "Completely Disagree" and 7 equal to "Completely Agree".

Completely Disagree ←→ Completely Agree

I am proud to work in the tourism industry	① ② ③ ④ ⑤ ⑥ ⑦
I plan to work in the tourism industry for many years	① ② ③ ④ ⑤ ⑥ ⑦
I see myself moving up into a higher level position in the tourism industry	① ② ③ ④ ⑤ ⑥ ⑦
A job in the tourism industry is important	① ② ③ ④ ⑤ ⑥ ⑦
A job in the tourism industry is respected by members in my community	① ② ③ ④ ⑤ ⑥ ⑦
I would be proud if my children worked in the tourism industry	① ② ③ ④ ⑤ ⑥ ⑦

5. Please rate the following statements about how you feel about your job in tourism. Rate each item using a scale from 1 to 7 with 1 equal to "Completely Disagree" and 7 equal to "Completely Agree".

Completely Disagree ←→ Completely Agree

I think my personality fits a career in the tourism industry	① ② ③ ④ ⑤ ⑥ ⑦
At work, I consider myself a hospitable person	① ② ③ ④ ⑤ ⑥ ⑦
I can use my skills and abilities in the tourism industry	① ② ③ ④ ⑤ ⑥ ⑦
I get pleasure working in the tourism industry	① ② ③ ④ ⑤ ⑥ ⑦
I take pride in seeing satisfied tourists	① ② ③ ④ ⑤ ⑥ ⑦
I like a job that allows me to interact with tourists from various backgrounds	① ② ③ ④ ⑤ ⑥ ⑦



Employee Survey

6. Please rate the following statements about your satisfaction with your tourism job. Rate each item using a scale from 1 to 7 with 1 equal to “Completely Disagree” and 7 equal to “Completely Agree”.

	Completely Disagree	←→	Completely Agree
I am satisfied with my working conditions	①	② ③ ④	⑤ ⑥ ⑦
I am satisfied with my tourism job	①	② ③ ④	⑤ ⑥ ⑦
I am satisfied with the opportunities to grow	①	② ③ ④	⑤ ⑥ ⑦
I am satisfied with my income	①	② ③ ④	⑤ ⑥ ⑦

7. Please rate the statements regarding your commitment to Bonaire’s tourism. Rate each item using a scale from 1 to 7 with 1 equal to “Completely Disagree” and 7 equal to “Completely Agree”.

	Completely Disagree	←→	Completely Agree
I feel attached to Bonaire’s tourism industry	①	② ③ ④	⑤ ⑥ ⑦
I have strong feelings of “belonging” in Bonaire’s tourism industry	①	② ③ ④	⑤ ⑥ ⑦
I feel I am a valuable member of Bonaire’s tourism industry	①	② ③ ④	⑤ ⑥ ⑦
When I see tourists in need of help, I do my best to assist them	①	② ③ ④	⑤ ⑥ ⑦
When I see a tourist, lost I try my best to give them directions	①	② ③ ④	⑤ ⑥ ⑦
When I encounter tourists, I am always friendly	①	② ③ ④	⑤ ⑥ ⑦

8. Please rate the following statements about your past life satisfaction. Rate each item using a scale from 1 to 7 with 1 equal to “Completely Disagree” and 7 equal to “Completely Agree”.

	Completely Disagree	←→	Completely Agree
If I had my past to live over, I would change almost nothing	①	② ③ ④	⑤ ⑥ ⑦
I am satisfied with my life in the past	①	② ③ ④	⑤ ⑥ ⑦
My life in the past was ideal for me	①	② ③ ④	⑤ ⑥ ⑦
The conditions of my life in the past were excellent	①	② ③ ④	⑤ ⑥ ⑦
I had the important things I wanted in my past	①	② ③ ④	⑤ ⑥ ⑦

9. Please rate the following statements about your present life satisfaction. Rate each item using a scale from 1 to 7 with 1 equal to “Completely Disagree” and 7 equal to “Completely Agree”.

	Completely Disagree	←→	Completely Agree
I would change almost nothing about my current life	①	② ③ ④	⑤ ⑥ ⑦
I am satisfied with my current life	①	② ③ ④	⑤ ⑥ ⑦
My current life is ideal for me	①	② ③ ④	⑤ ⑥ ⑦
The current conditions of my life are excellent	①	② ③ ④	⑤ ⑥ ⑦
I have the important things I want right now	①	② ③ ④	⑤ ⑥ ⑦

10. Please rate the following statements about your future life satisfaction. Rate each item using a scale from 1 to 7 with 1 equal to “Completely Disagree” and 7 equal to “Completely Agree”.

	Completely Disagree	←→	Completely Agree
There will be nothing that I will want to change about my future	①	② ③ ④	⑤ ⑥ ⑦
I expect to be satisfied with my life in the future	①	② ③ ④	⑤ ⑥ ⑦
I expect my future life will be ideal for me	①	② ③ ④	⑤ ⑥ ⑦
I expect the conditions of my future life will be excellent	①	② ③ ④	⑤ ⑥ ⑦
I expect to have the important things I want in the future	①	② ③ ④	⑤ ⑥ ⑦



Employee Survey

11. For each of the following statements and/or questions, please circle the point on the scale that you feel is most appropriate in describing you

A. In general, I consider myself:

Not a very happy person ① ② ③ ④ ⑤ ⑥ ⑦ A very happy person

B. Compared with most of my peers, I consider myself:

Less happy ① ② ③ ④ ⑤ ⑥ ⑦ More happy

C. Some people are generally very happy. They enjoy life regardless of what is going on, getting the most out of everything. To what extent does this characterization describe you?

Not at all ① ② ③ ④ ⑤ ⑥ ⑦ A great deal

12. Please rate the following statements on how you feel about your satisfaction with various living conditions. Rate each item using a scale from 1 to 7. 1 equals "Completely Disagree" and 7 equals "Completely Agree" Mark responses with an X

○	○	○	○	○	○	○
My life is much worse than most other people's.	My life is worse than most other people's.	My life is somewhat worse than most other people's.	My life is about the same as most other people's.	My life is somewhat better than most other people's.	My life is better than most other people's.	My life is much better than most other people's.

13. Read the left and right statements, then select the box that most closely agrees with your opinion.

I would like less tourists <small>(e.g. less arrivals)</small>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I would like more tourists <small>(e.g. more arrivals)</small>
	Completely agree	Agree	Somewhat agree	Neutral	Somewhat agree	Agree	Completely agree		
I would like less tourism development <small>(e.g. hotels, restaurants, harbor)</small>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I would like more tourism development <small>(e.g. hotels, restaurants, harbor)</small>
	Completely agree	Agree	Somewhat agree	Neutral	Somewhat agree	Agree	Completely agree		
I would like less infrastructure <small>(e.g. roads, schools, hospitals)</small>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I would like more infrastructure <small>(e.g. roads, schools, hospitals)</small>
	Completely agree	Agree	Somewhat agree	Neutral	Somewhat agree	Agree	Completely agree		
I would like less cultural activities <small>(e.g. public events and festivals)</small>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I would like more cultural activities <small>(e.g. public events and festivals)</small>
	Completely agree	Agree	Somewhat agree	Neutral	Somewhat agree	Agree	Completely agree		
I would like less conservation <small>(e.g. regulation, natural protection)</small>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I would like more conservation <small>(e.g. regulation, natural protection)</small>
	Completely agree	Agree	Somewhat agree	Neutral	Somewhat agree	Agree	Completely agree		



Employee Survey

DEMOGRAPHIC INFORMATION

14. Are you self-employed? Yes No

15. Where do you currently work (main job)?

- Hotel/accommodation Transportation Retail Tour operator Cultural attractions
 Restaurant/food Arts & crafts Diving Windsurfing Other: _____

16. How long have you been working at this job? _____(years)_____(month(s))

17. How many hours a week do you work at this job? _____(hours)

18. Is this job a permanent job or seasonal job? Permanent Seasonal Both

19. How long have you been working in the tourism industry? _____(years)_____(month(s))

20. Do you have more than one job? 1 job 2 jobs 3 jobs More than 3: enter # _____

21. What transportation do you use to get to this job? (Mark all that apply)

- Own car Taxi Provided by employer Bicycle
 Co-worker Friend/family Walk Other: _____

22. Where are you from? Bonaire Curacao Aruba Netherlands Other: _____

23. What is your age? _____(years)

24. What is your gender? Male Female

25. Do you have children? Yes, how many: _____ No

26. What is your marital status?

- Single never married Married with children Long-term relationship
 Single with children Married without children Other: _____
 Divorced/Separated Prefer not to state

27. Which of the following describes your highest level of education? (Mark only one.)

- Elementary School MBO Masters Degree /Post Graduate Prefer not to state
 High School Bachelors Degree Other: _____

28. Where do you currently live?

- Kralendijk Antriol Hato Nikiboko/ Amboina Other: _____
 Belnem Tera Kora Nort Saliña Rincon

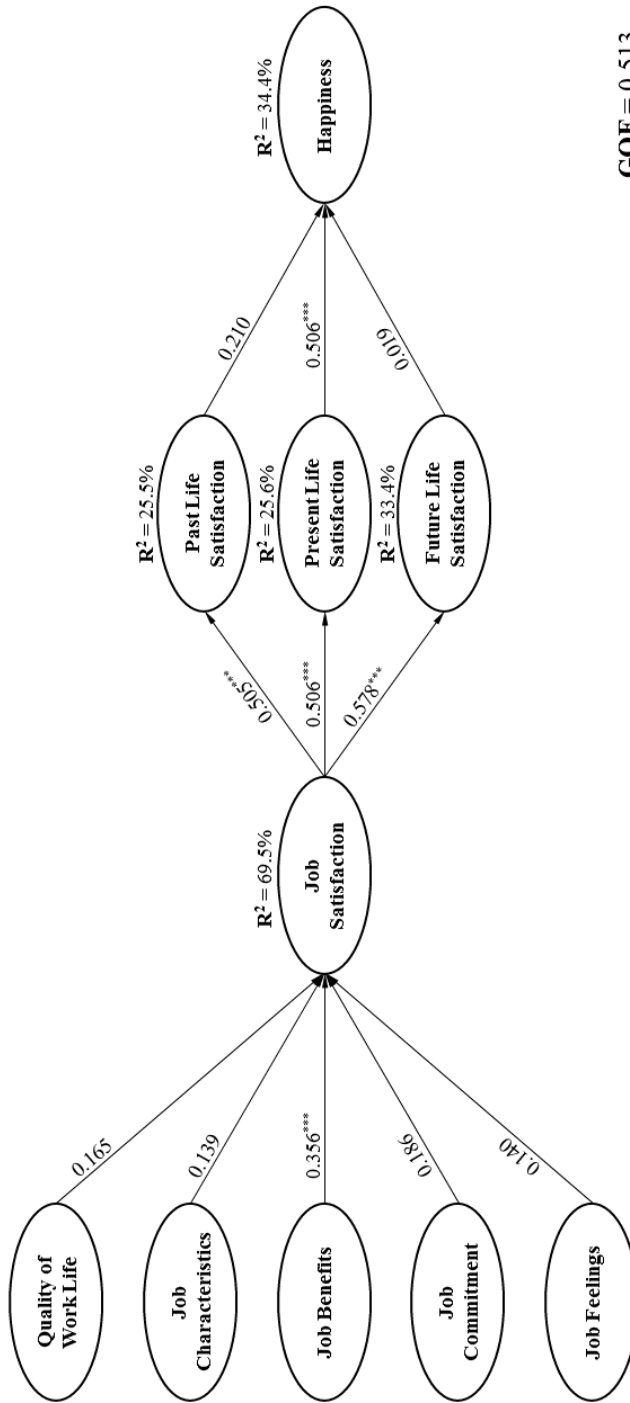
29. Where were you born? (Mark only one)

- Aruba Colombia India USA
 Bonaire China Netherlands Venezuela
 Curacao Dominican Republic Sint Maarten Other _____

EMPLOYEE SURVEY



Partial Least Square Model



GOF = 0.513
Global Model

EMPLOYEE SURVEY



DESCRIPTIVE ANALYSIS

Descriptives

Descriptive Statistics			
	N	Mean	Std. Deviation
Working in the tourism industry allows a person to care for their family	64	4.98	1.750
A job in the tourism industry provides adequate work hours	64	4.78	1.676
The workload of a tourism job is reasonable	64	5.17	1.398
A tourism job ensures balance between work and life	64	4.66	1.775
A job in the tourism industry is easily accessible (transportation)	64	5.11	1.701
A job in the tourism industry is meaningful	64	5.96	1.300
A job in the tourism industry is challenging	64	5.97	1.539
A job in the tourism industry offers opportunities for promotions	64	5.26	1.655
A job in the tourism industry provides employees with adequate training	64	4.75	1.782
A job in the tourism industry offers opportunities for salary increases	64	4.25	1.886
I think the benefits in tourism jobs are adequate	64	4.65	1.684
The tourism industry provides an above average starting salary	64	3.76	2.002
The tourism industry provides job security and stability	64	4.69	1.856
The advantages of working in the tourism industry outweigh the disadvantages	64	4.83	1.437
Career advancement opportunities are satisfactory in the tourism industry	64	4.65	1.744
I am proud to work in the tourism industry	64	6.04	1.271
I plan to work in the tourism industry for many years	64	5.54	1.739
I see myself moving up into a higher level position in the tourism industry	64	5.18	1.847
A job in the tourism industry is important	64	5.84	1.286
A job in the tourism industry is respected by members in my community	64	5.37	1.515
I would be proud if my children worked in the tourism industry	64	4.94	1.874
I think my personality fits a career in the tourism industry	64	6.04	1.284
At work, I consider myself a hospitable person	64	6.30	0.975
I can use my skills and abilities in the tourism industry	64	6.21	0.986
I get pleasure working in the tourism industry	64	6.19	1.053
I take pride in seeing satisfied tourists	64	6.37	1.039
I like a job that allows me to interact with tourists from various backgrounds	64	6.32	0.973
I am satisfied with my working conditions	64	5.32	1.516
I am satisfied with my tourism job	64	5.89	1.249
I am satisfied with the opportunities to grow	64	5.09	1.561
I am satisfied with my income	64	4.17	2.115
I feel attached to Bonaire's tourism industry	64	5.80	1.494
I have strong feelings of "belonging" in Bonaire's tourism industry	64	5.73	1.434

I feel I am a valuable member of Bonaire's tourism industry	64	5.56	1.473
When I see tourists in need of help, I do my best to assist them	64	6.42	0.987
When I see a tourist, lost I try my best to give them directions	64	6.53	0.856
When I encounter tourists, I am always friendly	64	6.54	0.794
If I had my past to live over, I would change nothing	64	4.85	1.891
I am satisfied with my life in the past	64	5.46	1.615
My life in the past was ideal for me	64	5.31	1.450
The conditions of my life in the past were excellent	64	5.32	1.524
I had the important things I wanted in my past	64	5.79	1.232
I would change nothing about my current life	64	4.70	1.724
I am satisfied with my current life	64	5.41	1.529
My current life is ideal for me	64	5.16	1.630
The current conditions of my life are excellent	64	5.04	1.696
I have the important things I want right now	64	5.41	1.709
There will be nothing that I will want to change about my future	64	4.05	2.030
I expect to be satisfied with my life in the future	64	5.95	1.350
I expect my future life will be ideal for me	64	5.75	1.329
I expect the conditions of my future life will be excellent	64	5.71	1.390
I expect to have the important things I want in the future	64	5.78	1.289
In general, I consider myself: - Not a very Happy Person:A very Happy Person	64	6.02	1.173
Compared with all of my peers, I consider myself: - Less Happy:More Happy	64	5.59	1.257
Some people are generally very happy, they enjoy life regardless of what is going on, getting the most out of everything.	64	5.42	1.540
To what extent does this characterization describe you? - Not at all:A great deal			
Which of the following statements best fits the way you feel about your life? (Please mark only one)	63	5.46	1.013
I would like less tourists (e.g. less arrivals):I would like more tourists (e.g. more arrivals)	63	5.67	1.481
I would like less tourism development (e.g. hotels, restaurants, harbor) VS I would like more tourism development (e.g. hotels, restaurants, harbor)	62	5.29	1.702
I would like less infrastructure (e.g. roads, schools, hospitals) VS I would like more infrastructure (e.g. roads, schools, hospitals)	63	5.92	1.495
I would like less cultural activities (e.g. public events and festivals) VS I would like more cultural activities (e.g. public events and festivals)	63	5.97	1.356
I would like less conservation (e.g. regulation, natural protection) VS I would like more conservation (e.g. regulation, natural protection)	63	5.56	1.584
Valid N (listwise)	62		

Frequencies

Are you self employed?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	19	29.7	30.6	30.6
	No	43	67.2	69.4	100.0
	Total	62	96.9	100.0	
Missing	System	2	3.1		
Total		64	100.0		

Do you have more than one job?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I have 1 job	56	87.5	90.3	90.3
	I have 2 jobs	2	3.1	3.2	93.5
	I have 3 jobs	1	1.6	1.6	95.2
	I have more than 3 (enter number)	3	4.7	4.8	100.0
	Total	62	96.9	100.0	
Missing	System	2	3.1		
Total		64	100.0		

Multiple Response

\$Commute_to_Work Frequencies				
		Responses		Percent of Cases
		N	Percent	
\$Commute_to_Work ^a	Own car	43	59.7%	69.4%
	Co-worker	3	4.2%	4.8%
	Taxi	3	4.2%	4.8%
	Friend/family	2	2.8%	3.2%
	Provided by employer	2	2.8%	3.2%
	Walk	5	6.9%	8.1%
	Bicycle	6	8.3%	9.7%
	Other	8	11.1%	12.9%
Total		72	100.0%	116.1%

a. Dichotomy group tabulated at value 1.

Frequencies

Where do you currently work (main job)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hotel/accommodation	48	75.0	76.2	76.2
	Others	15	23.4	23.8	100.0
	Total	63	98.4	100.0	
Missing	System	1	1.6		
Total		64	100.0		

How long have you been working at this job?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3 years or less	32	50.0	50.8	50.8
	4 years or more	31	48.4	49.2	100.0
	Total	63	98.4	100.0	
Missing	System	1	1.6		
Total		64	100.0		

How many hours a week do you work at this job?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 40 Hours	9	14.1	14.8	14.8
	40 hours	31	48.4	50.8	65.6
	More than 40 Hours	21	32.8	34.4	100.0
	Total	61	95.3	100.0	
Missing	System	3	4.7		
Total		64	100.0		

Is this job a permanent job or seasonal job?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Permanent	52	81.3	86.7	86.7
	Seasonal	8	12.5	13.3	100.0
	Total	60	93.8	100.0	
Missing	System	4	6.3		
Total		64	100.0		

How long have you been working in the tourism industry?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9 years or Less	29	45.3	49.2	49.2
	10 years or More	30	46.9	50.8	100.0
	Total	59	92.2	100.0	
Missing	System	5	7.8		
Total		64	100.0		

Where are you from?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bonaire	14	21.9	22.6	22.6
	Curacao	9	14.1	14.5	37.1
	Aruba	3	4.7	4.8	41.9
	Netherlands	26	40.6	41.9	83.9
	Other	10	15.6	16.1	100.0
Missing	Total	62	96.9	100.0	
	System	2	3.1		
Total		64	100.0		

What is your Age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	28 Years Old or Younger	11	17.2	27.5	27.5
	29 to 48 Years Old	20	31.3	50.0	77.5
	49 Years Old or Older	9	14.1	22.5	100.0
	Total	40	62.5	100.0	
Missing	System	24	37.5		
Total		64	100.0		

What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	19	29.7	30.6	30.6
	Female	43	67.2	69.4	100.0
	Total	62	96.9	100.0	
Missing	System	2	3.1		
Total		64	100.0		

Do you have Children

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	23	35.9	38.3	38.3
	No	37	57.8	61.7	100.0
	Total	60	93.8	100.0	
Missing	System	4	6.3		
Total		64	100.0		

What is your current marital status?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	26	40.6	44.1	44.1
	Couple	33	51.6	55.9	100.0
	Total	59	92.2	100.0	
Missing	System	5	7.8		
Total		64	100.0		

Which of the following describes your highest level of education?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School or Lower	10	15.6	17.2	17.2
	MBO	26	40.6	44.8	62.1
	Bachelors Degree	18	28.1	31.0	93.1
	Masters Degree or Higher	4	6.3	6.9	100.0
	Total	58	90.6	100.0	
Missing	System	6	9.4		
Total		64	100.0		

Where do you currently live?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kralendijk	16	25.0	25.8	25.8
	Belnem	7	10.9	11.3	37.1
	Antriol	7	10.9	11.3	48.4
	Terra Corra	3	4.7	4.8	53.2
	Hato	8	12.5	12.9	66.1
	Noord Salifã	2	3.1	3.2	69.4
	Nikiboko/Amboina	9	14.1	14.5	83.9
	Rincon	2	3.1	3.2	87.1
	Other	8	12.5	12.9	100.0
	Total	62	96.9	100.0	
Missing	System	2	3.1		
Total		64	100.0		

Where were you born?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Aruba	2	3.1	3.3	3.3
	Bonaire	10	15.6	16.7	20.0
	Curacao	7	10.9	11.7	31.7
	Colombia	2	3.1	3.3	35.0
	Netherlands	27	42.2	45.0	80.0
	USA	3	4.7	5.0	85.0
	Venezuela	3	4.7	5.0	90.0
	Other	6	9.4	10.0	100.0
		Total	60	93.8	100.0
Missing	System	4	6.3		
Total		64	100.0		

CRUISE SURVEY





Bonaire Cruise Passenger Survey

The Tourism Corporation Bonaire is committed to improving its tourism product. In order to improve our offerings, we need to know what you (tourists) think about your experience on our island. Please complete this questionnaire to ensure that Bonaire can meet our cruise visitors' expectations. Thank you very much for your help!

INFORMATION ABOUT THE VISITOR

1. Are you traveling alone or with others? Alone enter number _____
2. Are you a cruise passenger or a crew member? Cruise passenger Crew member
3. Is this your first cruise trip? Yes No, **How many cruise trips have you taken?**
 1 2 3 4 5 6 7 8 9 10 more than ten times(_____)
4. Is this your first visit to Bonaire? Yes No, **How many times have you visited before?**
 1 2 3 4 5 6 7 8 9 10 more than ten times(_____)
5. How many hours did you spend ashore? 1 2 3 4 5 6 7 8 9 10 more than ten hours (_____)
6. What is your gender? Male Female
7. Did you purchase a tour package for your visit in Bonaire? Yes No
8. If yes, which of the following best describes your tour activities?
 Shopping tour Marine-based activity tour Guided tour of historical and cultural sites
 City center tour Land-based activity tour Other (Explain _____)
9. Which was the main reason for purchasing this cruise trip? (Please check only one)
 I just wanted to visit Bonaire I like the cruise line brand Cruise ships are popular
 Overall itinerary was attractive I like traveling with family & friends I just like cruising
 Cruise duration was just right Trip is good value for the money I just wanted to get away
 Cruise date was convenient Cruise ship is good quality Other: _____
10. Which was the most influential source for your decision on this cruise trip? (Please check only one)
 Cruise line Friends and family Flash sales (e.g. Groupon)
 Travel agent Destination websites TV commercial
 Online travel agent Social media Other: _____
11. Where do you currently live? (Please check only one)
 Netherlands Canada Colombia Spain
 United States Argentina Germany Venezuela
 United Kingdom Brazil Italy Other _____
12. Check the box that applies to your total annual household income before taxes (In US\$):
 Under US\$50,000 US\$75,000-US\$99,999 US\$150,000-US\$199,999
 US\$50,000-US\$74,999 US\$100,000-US\$149,999 US\$200,000 & over
13. Did you spend any money while visiting Bonaire? Yes No, please go to question 17
14. Please enter approximately how much you spent while in Bonaire (In US\$):
\$ _____ Restaurants & Bars \$ _____ Retail Purchases of Perfumes & Cosmetics
\$ _____ Sightseeing Tour \$ _____ Telephone & Internet Communications
\$ _____ Taxis/ Transportation \$ _____ Local Crafts and Souvenirs
\$ _____ Purchases of Watches & Jewelry \$ _____ Retail Purchases of Liquor
\$ _____ Purchases of Clothing \$ _____ Retail Purchases of Electronics
\$ _____ Water Sports (e.g. Diving, Wind Surfing) \$ _____ Any Other Purchases
15. How many people do the above costs cover? 1 2 3 4 5 6 7 8 9 10 Other _____ (enter number)
16. How many children are in your travel group? 1 2 3 4 5 6 7 8 9 10 Other _____ (enter number)

17. On a scale of 1 to 10, how satisfied were you with:	Not at all satisfied				↔		Extremely Satisfied			
Initial shore-side welcome	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Guided tours	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Historic sites/museums	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Variety of water activities (e.g. scuba diving/windsurfing)	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Variety of things to see and do	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Friendliness of residents	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Taxis/local transportation	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Overall shopping experience in Bonaire	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Courtesy of employees	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Total time spent on shore	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Variety of shops	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Overall prices	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Overall visit to Bonaire	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩

18. Please tell us how much you agree or disagree with the following statements.	Completely Disagree				↔		Strongly Agree			
Bonaire has a good variety of restaurants	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Bonaire has good quality restaurants	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Bonaire has beautiful beaches	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Bonaire has a good variety of water activities (scuba diving/windsurfing)	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Bonaire has a pristine natural environment	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Bonaire is an environmentally friendly island	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩

19. Please rate the following items about your trip to Bonaire.

How well informed were you of tours and activities in Bonaire?	Not at all informed				↔		Greatly Informed			
	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
How well did your cruise visit to Bonaire meet your expectations?	Fell far short				↔		Greatly Exceeded			
	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
How likely are you to return to Bonaire for a non-cruise vacation within the next 3 years?	Not at all likely				↔		Extremely Likely			
	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩

20. Please tell us how much you agree or disagree with the following statements.	Completely Disagree				↔		Strongly Agree			
I did not know what to expect from my trip to Bonaire	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
I am impressed with what Bonaire has to offer to tourists	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
I think Bonaire has more to offer than what I experienced	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
I will recommend Bonaire as a vacation destination	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
I will comment about my visit to Bonaire on social media	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
I will post photos about my visit to Bonaire on social media	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
I think a non-cruise vacation to Bonaire is worth the time & money	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Overall, I am delighted with my experience in Bonaire	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩

21. Describe your experience in Bonaire using three words:

Word #1 _____ Word #2 _____ Word #3 _____

CRUISE SURVEY



DESCRIPTIVE ANALYSIS

Frequencies

Are you traveling alone or with others? - Selected Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Alone	19	5.3	5.4	5.4
	Enter number	334	93.8	94.6	100.0
	Total	353	99.2	100.0	
Missing	System	3	0.8		
Total		356	100.0		

Are you a cruise passenger or a crew member?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cruise passenger	331	93.0	94.8	94.8
	Crew member	18	5.1	5.2	100.0
	Total	349	98.0	100.0	
Missing	System	7	2.0		
Total		356	100.0		

Is this your first cruise trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	87	24.4	26.7	26.7
	No	239	67.1	73.3	100.0
	Total	326	91.6	100.0	
Missing	System	30	8.4		
Total		356	100.0		

How many cruise trips have you taken? - Selected Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
	1	8	2.2	2.9	2.9
	2	34	9.6	12.2	15.1
	3	34	9.6	12.2	27.3
	4	31	8.7	11.2	38.5
	5	31	8.7	11.2	49.6
Valid	6	22	6.2	7.9	57.6
	7	13	3.7	4.7	62.2
	8	16	4.5	5.8	68.0
	9	9	2.5	3.2	71.2
	>10	80	22.5	28.8	100.0
	Total	278	78.1	100.0	
Missing	System	78	21.9		
Total		356	100.0		

Is this your first visit to Bonaire?

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	289	81.2	86.8	86.8
Valid	No	44	12.4	13.2	100.0
	Total	333	93.5	100.0	
Missing	System	23	6.5		
Total		356	100.0		

How many times have you visited before? - Selected Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
	1	13	3.7	15.7	15.7
	2	11	3.1	13.3	28.9
	3	11	3.1	13.3	42.2
	4	11	3.1	13.3	55.4
Valid	5	9	2.5	10.8	66.3
	6	11	3.1	13.3	79.5
	7	3	0.8	3.6	83.1
	8	3	0.8	3.6	86.7
	>10	11	3.1	13.3	100.0
	Total	83	23.3	100.0	
Missing	System	273	76.7		
Total		356	100.0		

How many hours did you spend ashore? - Selected Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
	1	8	2.2	2.5	2.5
	2	21	5.9	6.6	9.2
	3	55	15.4	17.4	26.6
	4	70	19.7	22.2	48.7
	5	73	20.5	23.1	71.8
Valid	6	53	14.9	16.8	88.6
	7	17	4.8	5.4	94.0
	8	10	2.8	3.2	97.2
	9	2	0.6	0.6	97.8
	>10	7	2.0	2.2	100.0
	Total	316	88.8	100.0	
Missing	System	40	11.2		
Total		356	100.0		

What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
	Male	203	57.0	58.3	58.3
Valid	Female	145	40.7	41.7	100.0
	Total	348	97.8	100.0	
Missing	System	8	2.2		
Total		356	100.0		

Did you purchase a tour package for your visit in Bonaire?

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	122	34.3	36.6	36.6
Valid	No	211	59.3	63.4	100.0
	Total	333	93.5	100.0	
Missing	System	23	6.5		
Total		356	100.0		

Multiple Response

\$Purpose_of_Trip Frequencies

		Responses		Percent of Cases
		N	Percent	
\$Purpose_of_Trip ^a	Shopping tour	24	11.4%	12.8%
	City center tour	14	6.6%	7.4%
	Marine-based activity tour	71	33.6%	37.8%
	Land-based activity tour	42	19.9%	22.3%
	Guided tour of historical and cultural sites	30	14.2%	16.0%
	Other	30	14.2%	16.0%
	Total	211	100.0%	112.2%

a. Dichotomy group tabulated at value 1.

Frequencies

Which was the main reason for purchasing this cruise trip? (Please check only one) - Selected

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I just wanted to visit Bonaire	62	17.4	18.1	18.1
	Overall itinerary was attractive	114	32.0	33.3	51.5
	Cruise duration was just right	15	4.2	4.4	55.8
	Cruise date was convenient	8	2.2	2.3	58.2
	I like the cruise line brand	31	8.7	9.1	67.3
	I like traveling with family & friends	22	6.2	6.4	73.7
	Trip is good value for the money	11	3.1	3.2	76.9
	Cruise ship is good quality	12	3.4	3.5	80.4
	Cruise ships are popular	10	2.8	2.9	83.3
	I just like cruising	35	9.8	10.2	93.6
I just wanted to get away	14	3.9	4.1	97.7	
Other:	8	2.2	2.3	100.0	
Total	342	96.1	100.0		
Missing	System	14	3.9		
Total		356	100.0		

Which was the most influential source for your decision on this cruise trip? (Please check only one)

		Frequency	Percent	Valid Percent	Cumulative Percent
	Cruise line	146	41.0	42.8	42.8
	Travel agent	31	8.7	9.1	51.9
	Online travel agent	7	2.0	2.1	54.0
	Friends and family	108	30.3	31.7	85.6
Valid	Destination websites	27	7.6	7.9	93.5
	Social media	5	1.4	1.5	95.0
	TV commercial	2	0.6	0.6	95.6
	Other	15	4.2	4.4	100.0
	Total	341	95.8	100.0	
Missing	System	15	4.2		
Total		356	100.0		

Where do you currently live? (Please check only one) - Selected Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
	Netherlands	5	1.4	1.4	1.4
	United States	190	53.4	54.4	55.9
	United Kingdom	27	7.6	7.7	63.6
	Canada	59	16.6	16.9	80.5
Valid	Brazil	5	1.4	1.4	81.9
	Colombia	1	0.3	0.3	82.2
	Germany	11	3.1	3.2	85.4
	Italy	8	2.2	2.3	87.7
	Other	43	12.1	12.3	100.0
	Total	349	98.0	100.0	
Missing	System	7	2.0		
Total		356	100.0		

Check the box that applies to your total annual household income before taxes (In US\$):

		Frequency	Percent	Valid Percent	Cumulative Percent
	Under US\$50,000	57	16.0	18.3	18.3
	US \$75,000-US\$99,999	91	25.6	29.3	47.6
	US\$150,000-US\$199,999	41	11.5	13.2	60.8
Valid	US\$50,000-US\$74,999	41	11.5	13.2	74.0
	US\$100,000-US\$149,999	60	16.9	19.3	93.2
	US\$200,000 & over	21	5.9	6.8	100.0
	Total	311	87.4	100.0	
Missing	System	45	12.6		
Total		356	100.0		

Did you spend any money while visiting Bonaire? ? Yes ? No, please go to question 17.

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	300	84.3	91.2	91.2
Valid	No	29	8.1	8.8	100.0
	Total	329	92.4	100.0	
Missing	System	27	7.6		
Total		356	100.0		

Descriptives

Descriptive Statistics			
	N	Mean	Std. Deviation
Please enter approximately how much you spent while in Bonaire (In US\$): - Restaurants & Bars \$ - Text	165	32.00	25.931
Please enter approximately how much you spent while in Bonaire (In US\$): - Retail Purchases of Perfumes & Cosmetics\$ - Text	29	64.79	45.848
Please enter approximately how much you spent while in Bonaire (In US\$): - Sightseeing Tour\$ - Text	80	87.95	56.892
Please enter approximately how much you spent while in Bonaire (In US\$): - Telephone & Internet Communications\$ - Text	0		
Please enter approximately how much you spent while in Bonaire (In US\$): - Taxis/ Transportation\$ - Text	71	33.59	25.188
Please enter approximately how much you spent while in Bonaire (In US\$): - Local Crafts and Souvenirs\$ - Text	80	36.06	31.421

Please enter approximately how much you spent while in Bonaire (In US\$): - Purchases of Watches & Jewelry\$ - Text	18	126.11	231.781
Please enter approximately how much you spent while in Bonaire (In US\$): - Retail Purchases of Liquor\$ - Text	24	28.42	14.859
Please enter approximately how much you spent while in Bonaire (In US\$): - Purchases of Clothing\$ - Text	52	45.83	36.866
Please enter approximately how much you spent while in Bonaire (In US\$): - Purchases of Electronics - Text	2	32.50	10.607
Please enter approximately how much you spent while in Bonaire (In US\$): - Retail \$ - Text	2	13.00	4.243
Please enter approximately how much you spent while in Bonaire (In US\$): - Water Sports (e.g. Diving , Wind Surfing)\$ - Text	21	63.95	66.460
Please enter approximately how much you spent while in Bonaire (In US\$): - Any Other Purchases\$ - Text	22	98.32	200.563
Valid N (listwise)	0		

Frequencies

How many people do the above costs cover? - Selected Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
	1	64	18.0	21.1	21.1
	2	170	47.8	56.1	77.2
	3	18	5.1	5.9	83.2
	4	32	9.0	10.6	93.7
	5	6	1.7	2.0	95.7
Valid	6	4	1.1	1.3	97.0
	7	1	0.3	0.3	97.4
	8	2	0.6	0.7	98.0
	Other_____ (enter number)	6	1.7	2.0	100.0
	Total	303	85.1	100.0	
Missing	System	53	14.9		
Total		356	100.0		

How many children are in your travel group?

		Frequency	Percent	Valid Percent	Cumulative Percent
	1	22	6.2	20.8	20.8
	2	28	7.9	26.4	47.2
	3	6	1.7	5.7	52.8
Valid	4	3	0.8	2.8	55.7
	5	2	0.6	1.9	57.5
	Other_____ (enter number)	45	12.6	42.5	100.0
	Total	106	29.8	100.0	
Missing	System	250	70.2		
Total		356	100.0		

Descriptive Statistics

	N	Mean	Std. Deviation
Bonaire has a good variety of restaurants	273	7.41	1.994
Bonaire has good quality restaurants	251	7.53	1.966
Bonaire has beautiful beaches	309	8.24	1.989
Bonaire has a good variety of water activities (scuba diving/windsurfing)	291	8.67	1.674
Bonaire has a pristine natural environment	310	8.81	1.460
Bonaire is an environmentally friendly island	312	8.87	1.465
Valid N (listwise)	203		

Descriptives

Descriptive Statistics			
	N	Mean	Std. Deviation
Return likelihood	343	6.84	2.745
I did not know what to expect from my trip to Bonaire	341	6.83	2.771
Guided tours	235	8.42	2.029
Historic sites/museums	185	7.83	2.234
Variety of water activities	219	8.24	2.078
Taxis/local transportation	230	8.41	1.758
Initial shore-side welcome	329	8.29	1.872
Variety of things to see and do	271	7.97	1.922
Friendliness of residents	291	8.92	1.457
Overall shopping experience	272	7.92	1.952
Courtesy of employees	296	8.64	1.603
Total time spent on shore	291	7.58	2.275
Variety of shops	295	7.67	2.065
Overall prices	277	7.50	2.100
Overall visit to Bonaire	305	8.63	1.529
Informed of tours and activities	342	7.22	2.316
Meeting expectations	346	8.19	1.792
Impressed by offer	338	7.89	1.915
Bonaire has more to offer	336	7.92	1.899
Recommend Bonaire	332	8.13	1.946
Comment on social media	320	7.37	2.653
Posting photos on social media	326	7.44	2.759
non-cruise trip worth time and money	317	7.52	2.322
Delighted with my experience	338	8.46	1.780
Valid N (listwise)	89		

LATENT DEMAND SURVEY





Default Question Block

Have you visited any Caribbean Island or any of Mexico's Caribbean coast destinations for leisure purposes in the last five years?

- Yes
- No

Have you visited the Island of Bonaire?

- Yes
- No

Please click the map to indicate the location (approximately) of Bonaire



Which of the following destinations have you visited for leisure purposes in the last five years? (Please check all that apply and indicate if you flew or took a cruise to each destination you check.)

	Flew to the destination	Took a cruise to the destination
Aruba	<input type="checkbox"/>	<input type="checkbox"/>
Bahamas	<input type="checkbox"/>	<input type="checkbox"/>
Barbados	<input type="checkbox"/>	<input type="checkbox"/>
Belize	<input type="checkbox"/>	<input type="checkbox"/>
Bermuda	<input type="checkbox"/>	<input type="checkbox"/>
Cayman Islands	<input type="checkbox"/>	<input type="checkbox"/>

	Flew to the destination	Took a cruise to the destination
Cuba	<input type="checkbox"/>	<input type="checkbox"/>
Curacao	<input type="checkbox"/>	<input type="checkbox"/>
Florida Keys	<input type="checkbox"/>	<input type="checkbox"/>
Granada	<input type="checkbox"/>	<input type="checkbox"/>
Jamaica	<input type="checkbox"/>	<input type="checkbox"/>
Martinique	<input type="checkbox"/>	<input type="checkbox"/>
Mexico's Caribbean coast	<input type="checkbox"/>	<input type="checkbox"/>
Puerto Rico	<input type="checkbox"/>	<input type="checkbox"/>
Saint Lucia	<input type="checkbox"/>	<input type="checkbox"/>
Saint Martin/St. Maarten	<input type="checkbox"/>	<input type="checkbox"/>
St. Thomas	<input type="checkbox"/>	<input type="checkbox"/>
Turks and Caicos Islands	<input type="checkbox"/>	<input type="checkbox"/>

When visiting the Caribbean, which type of accommodation do you prefer the most?

- Hotel
 Apartment/House rental
 Airbnb
 All -Inclusive Resort
 Timeshare
 Friends and family

From the above list, please choose your **3 most favorite destinations** (destinations that you liked the most and you wish to visit again in the future).

First Most Favorite (please select from the drop down list)

Second Most Favorite (please select from the drop down list)

Third Most Favorite (please select from the drop down list)

Please rate your satisfaction level with the **climate and weather conditions** of your 3 most favorite destinations.

	Extremely dissatisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfie
$\{q://QID5/ChoiceGroup/SelectedChoices\}$	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
$\{q://QID6/ChoiceGroup/SelectedChoices\}$	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
$\{q://QID7/ChoiceGroup/SelectedChoices\}$	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **quality of the beaches** of your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfie
$\{q://QID5/ChoiceGroup/SelectedChoices\}$	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
$\{q://QID6/ChoiceGroup/SelectedChoices\}$	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
$\{q://QID7/ChoiceGroup/SelectedChoices\}$	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **availability of beach facilities (restrooms, showers, lounge chairs, etc.)** at your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfie
$\{q://QID5/ChoiceGroup/SelectedChoices\}$	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
$\{q://QID6/ChoiceGroup/SelectedChoices\}$	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
$\{q://QID7/ChoiceGroup/SelectedChoices\}$	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **variety of water activities (diving, snorkeling, fishing, sailing, boating, etc.)** at your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<input type="radio"/> \${q://QID5/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> \${q://QID6/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> \${q://QID7/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **variety of land-based activities (hiking, bicycling, sightseeing, etc.)** at your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<input type="radio"/> \${q://QID5/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> \${q://QID6/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> \${q://QID7/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **cultural and heritage attractions (museums, historical attractions, festivals, carnivals, concerts, etc.)** of your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<input type="radio"/> \${q://QID5/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> \${q://QID6/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> \${q://QID7/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **variety of nightlife and entertainment opportunities** at your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<input type="radio"/> \${q://QID5/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> \${q://QID6/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> \${q://QID7/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **quality of diving** at your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<input type="radio"/> \${q://QID5/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> \${q://QID6/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> \${q://QID7/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **quality of food and beverages in restaurants, bars, and clubs** at your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<input type="radio"/> \${q://QID5/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> \${q://QID6/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> \${q://QID7/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **restaurant prices** of your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<input type="radio"/> \${q://QID5/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<input type="radio"/> \${q://QID6/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> \${q://QID7/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **quality of accommodation facilities** of your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<input type="radio"/> \${q://QID5/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> \${q://QID6/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> \${q://QID7/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **accommodation prices** at your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<input type="radio"/> \${q://QID5/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> \${q://QID6/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> \${q://QID7/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **variety of shopping opportunities** at your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<input type="radio"/> \${q://QID5/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<code>#{q://QID6/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<code>#{q://QID7/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **prices in the shops** at your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<code>#{q://QID5/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<code>#{q://QID6/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<code>#{q://QID7/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **informational signage at attraction sites** in your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<code>#{q://QID5/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<code>#{q://QID6/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<code>#{q://QID7/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **directional signage on the roads** of your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<code>#{q://QID5/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<input type="radio"/> \${q://QID6/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> \${q://QID7/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **locals' ability to speak your language** at your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<input type="radio"/> \${q://QID5/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> \${q://QID6/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> \${q://QID7/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **overall safety and security** of your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<input type="radio"/> \${q://QID5/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> \${q://QID6/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> \${q://QID7/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **locals' friendliness and hospitality** at your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<input type="radio"/> \${q://QID5/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
$\{q://QID6/ChoiceGroup/SelectedChoices\}$	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
$\{q://QID7/ChoiceGroup/SelectedChoices\}$	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **overall cleanliness and hygiene** at your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
$\{q://QID5/ChoiceGroup/SelectedChoices\}$	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
$\{q://QID6/ChoiceGroup/SelectedChoices\}$	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
$\{q://QID7/ChoiceGroup/SelectedChoices\}$	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **food and water safety** at your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
$\{q://QID5/ChoiceGroup/SelectedChoices\}$	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
$\{q://QID6/ChoiceGroup/SelectedChoices\}$	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
$\{q://QID7/ChoiceGroup/SelectedChoices\}$	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **ease of access to the destination (by air, cruise, etc.)** to your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
$\{q://QID5/ChoiceGroup/SelectedChoices\}$	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<input type="radio"/> \${q://QID6/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> \${q://QID7/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **cost of the trip** to your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<input type="radio"/> \${q://QID5/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> \${q://QID6/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> \${q://QID7/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **taste of local food** at your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<input type="radio"/> \${q://QID5/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> \${q://QID6/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> \${q://QID7/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **social opportunities to mingle** in your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<input type="radio"/> \${q://QID5/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> \${q://QID6/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<input type="radio"/> <code>{q://QID7/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **luxury tourism products and services** at your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<input type="radio"/> <code>{q://QID5/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> <code>{q://QID6/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> <code>{q://QID7/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **ease of mobility in the destination** while at your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<input type="radio"/> <code>{q://QID5/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> <code>{q://QID6/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> <code>{q://QID7/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **quality of services in restaurants (hospitality, courtesy, friendly attitude)** at your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<input type="radio"/> <code>{q://QID5/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> <code>{q://QID6/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<input type="radio"/> <code>{q://QID7/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **quality of services in accommodation facilities (hospitality, courtesy, friendly attitude)** at your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<input type="radio"/> <code>{q://QID5/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> <code>{q://QID6/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> <code>{q://QID7/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **quality of windsurfing** at your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<input type="radio"/> <code>{q://QID5/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> <code>{q://QID6/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> <code>{q://QID7/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **availability of eco-tourism activities** at your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<input type="radio"/> <code>{q://QID5/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> <code>{q://QID6/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<input type="radio"/> <code>{q://QID7/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **availability of island safari** at your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<input type="radio"/> <code>{q://QID5/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> <code>{q://QID6/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> <code>{q://QID7/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **quality of national parks** at your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<input type="radio"/> <code>{q://QID5/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> <code>{q://QID6/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> <code>{q://QID7/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction level with the **natural conservation efforts** at your 3 most favorite destinations.

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
<input type="radio"/> <code>{q://QID5/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> <code>{q://QID6/ChoiceGroup/SelectedChoices}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Extremely satisfied	Moderately satisfied	Slightly satisfied	Neither satisfied nor dissatisfied	Slightly dissatisfied
\${q://QID7/ChoiceGroup/SelectedChoices}	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Based on what you have heard or seen about BONAIRE, **please rate your impressions about BONAIRE** on the following attributes.

	Extremely positive	Moderately positive	Slightly positive
Climate and weather conditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of the beaches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of beach facilities (restrooms, showers, lounge chairs, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of water activities (diving, snorkeling, fishing, sailing, boating, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of land-based activities (hiking, bicycling, sightseeing, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of cultural and heritage attractions (museums, historical attractions, festivals, carnivals, concerts, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of nightlife and entertainment opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of diving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of food and beverages in restaurants, bars, and clubs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prices in restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of accommodation facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prices of accommodations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of shopping opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prices in the shops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Informational signage at attraction sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Directional signage on the roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Locals' ability to speak in your language	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Based on what you have heard or seen about Bonaire so far, **please rate your impressions about Bonaire** on the following attributes.

	Extremely positive	Moderately positive	Slightly positive	N pr ne
Overall safety and security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Locals' friendliness and hospitality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Overall cleanliness and hygiene	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Food and water safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Ease of access to the destination (by air, cruise, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Cost of the trip to get there	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Taste of local food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Social opportunities to mingle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Luxury tourism products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Ease of mobility in the destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Quality of services in restaurants (hospitality, courtesy, friendly attitude)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Quality of services in accommodation facilities (hospitality, courtesy, friendly attitude)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Quality of windsurfing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Availability of eco-tourism activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Availability of island safari	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Quality of National Parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Natural conservation efforts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

When you think of Bonaire, **what symbol** comes to your mind? (please write in the box below)

When you think of Bonaire, **what color** comes to your mind? (please write in the box below)

Please rate your agreement level with the following statements **about Bonaire**

	Strongly agree	Agree	Somewhat agree	Neith agree nor disagree
I am familiar with Bonaire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bonaire is safe and secure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A trip to Bonaire is affordable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bonaire has a good image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bonaire has high service quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bonaire has high quality tourism products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I intend to visit Bonaire in the near future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A trip to Bonaire is worth the money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bonaire offers activities that I look for in a vacation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bonaire offers attractions that I look for in a vacation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A trip to Bonaire would be worth my time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A trip to Bonaire would make me look good among friends and family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Below is some information about you; please either check the appropriate box or write in the box.

Your gender

- Male
 Female
 Do not wish to identify

Your age (Please type only your age as a number without any other words or symbols, e.g. 34)

- Prefer not to answer

Your highest level of educational degree

- High School
 College/University
 Other

LATENT DEMAND SURVEY



DESTINATION RANKINGS

Destination	US			Netherlands			US & Netherlands		
	1st Destination	2nd Destination	3rd Destination	1st Destination	2nd Destination	3rd Destination	1st Destination	2nd Destination	3rd Destination
Bahamas	1	5	3	3	1	5	2	1	7
Aruba	2	14	10	1	2	1	1	2	2
Curaçao	13	3	15	11	8	2	4	9	13
Jamaica	6	1	1	11	2	1	4	12	17
Florida Keys	10	2	2	7	11	7	7	10	14
Mexico's Caribbean coast	6	3	4	6	13	7	6	8	8
Cuba	15	11	18	5	4	4	10	4	10
Barbados	6	10	10	3	5	11	3	3	5
Cayman Islands	4	6	5	9	9	13	9	6	3
Bermuda	5	8	8	10	7	7	16	17	16
Belize	3	13	14	6	6	18	11	5	1
Puerto Rico	11	9	6	14	9	10	17	15	18
Saint Martin/St. Maarten	12	12	9	12	12	6	7	7	4
St. Thomas	6	7	7	14	17	12	13	11	7
Saint Lucia	14	17	10	16	17	9	15	17	12
Turks and Caicos Islands	17	16	13	17	15	13	13	13	6
Martinique	16	14	15	17	15	17	12	14	10
Grenada	18	18	17	12	14	16	18	16	15
			6	3	3	3	1	2	7
			1	1	5	3	3	1	2
			11	8	2	1	4	9	13
			10	11	1	5	4	12	17
			7	7	2	12	4	10	14
			5	6	7	9	7	8	8
			14	4	4	4	10	4	10
			13	5	11	2	3	3	5
			18	4	5	7	9	6	3
			3	9	9	15	16	17	16
			18	10	7	6	11	5	1
			17	6	18	18	17	15	18
			4	8	6	8	7	7	4
			9	14	10	13	13	11	7
			4	17	12	14	15	17	12
			14	16	9	9	15	13	6
			12	17	13	16	12	14	10
			15	15	17	17	12	14	15
			16	17	14	16	18	16	18

Destination	1st Destination			2nd Destination			3rd Destination			Among Top 3			Whole US Among Top 3			
	North East	Mid West	West	North East	Mid West	West	North East	Mid West	West	North East	Mid West	West		South		
Aruba	1	2	7	4	7	5	3	8	13	12	6	3	8	10	6	1
Belize	8	10	2	17	13	15	3	2	9	12	14	12	12	6	4	2
Cayman Islands	12	2	3	7	5	5	3	3	4	4	6	6	5	4	5	3
Saint Martin/Si.-Maarten	9	7	13	14	5	9	14	11	4	9	6	6	12	6	11	4
Mexico's Caribbean coast	4	7	3	3	2	1	8	7	2	3	5	5	6	4	3	5
Bahamas	3	1	1	1	2	1	1	3	7	6	3	3	1	1	1	6
Florida Keys	7	4	9	2	1	9	3	6	4	5	2	4	4	3	7	7
Martinique	17	10	11	14	16	5	10	17	13	6	14	18	17	10	13	7
St. Thomas	15	7	9	7	7	9	8	8	3	2	13	11	6	5	6	9
Jamaica	12	4	5	4	2	3	2	1	1	1	1	5	2	2	2	10
Curacao	4	15	13	11	16	9	12	15	7	12	18	10	10	13	17	11
Turks and Caicos Islands	17	10	13	10	13	15	15	16	13	9	6	15	13	15	13	12
Barbados	4	15	5	10	13	15	3	8	9	12	12	9	13	12	9	13
Cuba	14	15	11	13	7	3	15	17	17	12	14	15	13	7	15	14
Saint Lucia	9	10	13	14	10	9	17	11	9	12	6	12	10	15	15	14
Granada	15	15	13	17	16	18	18	11	17	12	17	15	18	18	18	16
Puerto Rico	9	4	13	7	10	9	10	3	13	6	4	7	9	13	8	17
Bermuda	2	10	7	6	10	5	12	2	9	9	6	2	10	7	12	18

Destination	1st Destination									
	New England	Middle Atlantic	East North Central	West North Central	Mountain	Pacific	West South Central	East South Central	South Atlantic	Among Top 3
Aruba	1	2	2	4	5	6	3	4	8	1
Belize	3	13	14	4	8	2	2	2	3	2
Cayman Islands	11	10	5	1	8	3	9	10	3	3
Saint Martin/St. Maarten	11	7	7	7	8	12	11	7	7	4
Mexico's Caribbean coast	3	7	5	7	8	3	4	10	16	5
Bahamas	7	1	1	1	1	1	1	1	1	6
Florida Keys	11	4	8	1	3	12	6	4	9	7
Martinique	11	16	8	7	8	8	11	10	12	7
St. Thomas	11	14	8	4	5	8	6	4	2	9
Jamaica	11	10	2	7	3	6	11	4	5	10
Curaçao	5	5	14	7	8	12	11	10	12	11
Turks and Caicos Islands	11	16	8	7	8	12	11	4	16	12
Barbados	5	5	14	7	2	8	9	10	5	13
Cuba	7	14	14	7	8	8	6	10	12	14
Saint Lucia	11	7	8	7	8	12	11	10	16	14
Granada	7	16	14	7	8	12	11	10	16	16
Puerto Rico	7	10	2	7	8	12	4	4	12	17
Bermuda	1	3	8	7	8	5	11	10	9	18

Destination	2nd Destination									
	New England	Middle Atlantic	East North Central	West North Central	Mountain	Pacific	West South Central	East South Central	South Atlantic	Among Top 3
Aruba	6	4	4	8	4	7	1	11	6	1
Belize	12	16	11	8	4	17	7	1	6	2
Cayman Islands	4	8	9	1	10	4	3	5	6	3
Saint Martin/St. Maarten	6	16	4	3	4	12	9	11	12	4
Mexico's Caribbean coast	12	3	2	3	1	2	7	5	6	5
Bahamas	1	1	2	3	1	2	1	1	1	6
Florida Keys	3	2	1	8	10	7	13	3	2	6
Martinique	3	14	12	8	4	7	9	5	6	7
St. Thomas	6	6	4	8	10	7	13	1	6	9
Jamaica	4	5	4	1	1	4	5	5	3	10
Curaçao	6	12	12	8	10	7	3	11	16	11
Turks and Caicos Islands	12	9	11	8	10	12	13	11	12	12
Barbados	6	9	11	8	10	12	5	5	4	13
Cuba	12	12	4	8	10	1	13	11	12	14
Saint Lucia	12	14	11	3	4	12	13	11	16	14
Granada	12	16	12	8	10	17	13	11	18	16
Puerto Rico	6	6	11	3	4	12	9	11	4	17
Bermuda	2	9	9	8	10	4	9	3	15	18

Destination	3rd Destination									
	New England	Middle Atlantic	East North Central	West North Central	Mountain	Pacific	West South Central	East South Central	South Atlantic	Among Top 3
Aruba	13	5	12	7	10	10	15	6	5	1
Belize	7	10	7	7	10	10	6	11	16	2
Cayman Islands	7	2	2	7	7	6	6	6	7	3
Saint Martin/St. Maarten	7	10	5	2	5	10	6	2	12	4
Mexico's Caribbean coast	7	5	7	1	3	2	3	2	12	5
Bahamas	7	2	7	2	10	4	2	11	2	6
Florida Keys	1	10	2	7	5	4	3	11	1	7
Martinique	13	16	12	7	5	6	15	11	7	7
St. Thomas	2	14	2	2	1	2	15	6	7	9
Jamaica	2	1	1	7	5	1	1	2	10	10
Curacao	13	10	5	7	10	10	15	11	16	11
Turks and Caicos Islands	7	16	16	2	10	6	3	6	12	12
Barbados	13	5	12	2	5	18	6	11	7	13
Cuba	13	16	16	7	10	10	11	11	12	14
Saint Lucia	6	14	7	7	10	10	11	2	7	7
Granada	13	9	16	7	10	10	11	11	16	16
Puerto Rico	2	5	12	7	3	6	6	2	4	17
Bermuda	2	4	7	7	10	6	11	6	6	18

Destination	Among Top 3									
	New England	Middle Atlantic	East North Central	West North Central	Mountain	Pacific	West South Central	East South Central	South Atlantic	Among Top 3
Aruba	4	2	8	8	9	9	3	10	7	1
Belize	7	14	12	8	9	7	2	2	7	2
Cayman Islands	10	7	4	2	6	4	6	5	5	3
Saint Martin/St. Maarten	13	12	4	4	9	14	11	10	10	4
Mexico's Caribbean coast	7	4	4	1	3	2	4	6	13	5
Bahamas	2	1	1	2	1	1	1	1	1	6
Florida Keys	3	3	3	3	6	9	9	6	2	7
Martinique	18	18	15	14	9	9	16	14	11	7
St. Thomas	7	11	4	4	4	7	14	2	4	9
Jamaica	5	4	2	4	2	2	4	2	3	10
Curacao	10	10	12	14	14	12	10	16	17	11
Turks and Caicos Islands	15	15	13	8	14	12	11	10	16	12
Barbados	10	8	15	8	4	14	7	14	6	13
Cuba	15	15	12	14	14	5	11	16	13	14
Saint Lucia	13	12	11	8	13	14	16	10	13	14
Granada	15	15	18	14	14	18	16	16	18	16
Puerto Rico	5	8	9	8	6	14	7	7	7	17
Bermuda	1	4	9	14	14	5	14	6	11	18

LATENT DEMAND SURVEY



IMPRESSION STRUCTURE

KMO and Bartlett's Test		0.976
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		
Bartlett's Test of Sphericity	Approx. Chi-Square	24687.471
	df	561.000
	Sig.	0.000

Communalities

	Initial	Extraction
Impression of Bonaire in terms of Climate and weather conditions	0.640	0.501
Impression of Bonaire in terms of Quality of the beaches	0.683	0.524
Impression of Bonaire in terms of Availability of beach facilities	0.696	0.617
Impression of Bonaire in terms of Variety of water activities	0.685	0.640
Impression of Bonaire in terms of Variety of land-based activities	0.677	0.619
Impression of Bonaire in terms of Variety of cultural and heritage attractions	0.706	0.631
Impression of Bonaire in terms of Variety of nightlife and entertainment opportunities	0.712	0.631
Impression of Bonaire in terms of Quality of diving	0.637	0.586
Impression of Bonaire in terms of Quality of food and beverages in restaurants, bars, and clubs	0.714	0.660
Impression of Bonaire in terms of Prices in restaurants	0.705	0.657
Impression of Bonaire in terms of Quality of accommodation facilities	0.731	0.706
Impression of Bonaire in terms of Prices of accommodations	0.702	0.622
Impression of Bonaire in terms of Variety of shopping opportunities	0.675	0.599
Impression of Bonaire in terms of Prices in the shops	0.660	0.560
Impression of Bonaire in terms of Informational signage at attraction sites	0.700	0.617
Impression of Bonaire in terms of Directional signage on the roads	0.696	0.607
Impression of Bonaire in terms of Locals' ability to speak in your language	0.640	0.575
Impression 2_Overall safety and security	0.668	0.580
Impression 2_Locals' friendliness and hospitality	0.744	0.690
Impression 2_Overall cleanliness and hygiene	0.754	0.722
Impression 2_Food and water safety	0.758	0.743
Impression 2_Ease of access to the destination	0.746	0.727
Impression 2_Cost of the trip to get there	0.710	0.669
Impression 2_Taste of local food	0.728	0.676
Impression 2_Social opportunities to mingle	0.758	0.705
Impression 2_Luxury tourism products and services	0.749	0.694
Impression 2_Ease of mobility in the destination	0.751	0.706
Impression 2_Quality of services in restaurants	0.787	0.737
Impression 2_Quality of services in accommodation facilities	0.773	0.703
Impression 2_Quality of windsurfing	0.734	0.708
Impression 2_Availability of eco-tourism activities	0.777	0.793
Impression 2_Availability of island safari	0.754	0.769
Impression 2_Quality of National Parks	0.798	0.782
Impression 2_Natural conservation efforts	0.755	0.718

Extraction Method: Maximum Likelihood.

Extraction Sums of Squared Loadings		Rotation Sums of Squared Loadings ^a		
Total	% of Variance	Cumulative %	Total	Total
	20.242	59.535	59.535	18.080
	1.420	4.178	63.713	17.732
	0.812	2.388	66.100	15.899

Total Variance Explained

Factor	Initial Eigenvalues			
	Total	% of Variance	Cumulative %	
1	20.615	60.631	60.631	
2	1.742	5.124	65.755	
3	1.091	3.207	68.962	
4	0.961	2.827	71.790	
5	0.917	2.698	74.487	
6	0.608	1.789	76.276	
7	0.589	1.732	78.008	
8	0.561	1.649	79.657	
9	0.534	1.570	81.227	
10	0.472	1.388	82.615	
11	0.456	1.340	83.956	
12	0.401	1.179	85.134	
13	0.381	1.121	86.255	
14	0.359	1.057	87.313	
15	0.328	0.965	88.277	
16	0.308	0.904	89.182	
17	0.298	0.875	90.057	
18	0.288	0.846	90.903	
19	0.272	0.801	91.704	
20	0.249	0.734	92.437	
21	0.243	0.716	93.153	
22	0.232	0.683	93.836	
23	0.219	0.645	94.481	
24	0.213	0.627	95.107	
25	0.201	0.592	95.699	
26	0.199	0.585	96.284	
27	0.191	0.563	96.847	
28	0.187	0.550	97.396	
29	0.167	0.492	97.888	
30	0.162	0.476	98.364	
31	0.154	0.454	98.818	
32	0.149	0.438	99.256	
33	0.137	0.404	99.660	
34	0.116	0.340	100.000	

Extraction Method: Maximum Likelihood.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Pattern Matrix^a

	Factor		
	eco-tourism	Hospitality Safety & Quality	Value & Quality
Impression of Bonaire in terms of Prices in restaurants	0.857		
Impression of Bonaire in terms of Quality of accommodation facilities	0.807		
Impression of Bonaire in terms of Quality of food and beverages in restaurants, bars, and clubs	0.804		
Impression of Bonaire in terms of Variety of water activities	0.774		
Impression of Bonaire in terms of Variety of nightlife and entertainment opportunities	0.736		
Impression of Bonaire in terms of Prices in the shops	0.732		
Impression of Bonaire in terms of Quality of diving	0.720		
Impression of Bonaire in terms of Variety of cultural and heritage attractions	0.717		
Impression of Bonaire in terms of Variety of land-based activities	0.688		
Impression of Bonaire in terms of Informational signage at attraction sites	0.687		
Impression of Bonaire in terms of Variety of shopping opportunities	0.684		
Impression of Bonaire in terms of Prices of accommodations	0.680		
Impression of Bonaire in terms of Availability of beach facilities	0.627		
Impression of Bonaire in terms of Directional signage on the roads	0.614		
Impression of Bonaire in terms of Quality of the beaches	0.518		
Impression of Bonaire in terms of Locals' ability to speak in your language	0.502		
Impression of Bonaire in terms of Climate and weather conditions	0.478		
Impression 2_Ease of access to the destination		0.874	
Impression 2_Food and water safety		0.861	
Impression 2_Taste of local food		0.773	
Impression 2_Overall cleanliness and hygiene		0.769	
Impression 2_Locals' friendliness and hospitality		0.749	
Impression 2_Social opportunities to mingle		0.722	
Impression 2_Overall safety and security		0.673	
Impression 2_Cost of the trip to get there		0.665	
Impression 2_Luxury tourism products and services		0.617	
Impression 2_Ease of mobility in the destination		0.603	
Impression 2_Quality of services in restaurants		0.470	
Impression 2_Availability of island safari			0.852
Impression 2_Availability of eco-tourism activities			0.838
Impression 2_Quality of National Parks			0.819
Impression 2_Quality of windsurfing			0.705
Impression 2_Natural conservation efforts			0.683
Impression 2_Quality of services in accommodation facilities			0.489

Extraction Method: Maximum Likelihood. Rotation Method: Promax with Kaiser Normalization. ^a

a. Rotation converged in 8 iterations.

Factor Correlation Matrix

Factor	1	2	3
(1) eco-tourism	1.000		
(2) Hospitality Safety & Quality	0.784	1.000	
(3) Value & Quality	0.741	0.786	1.000

Extraction Method: Maximum Likelihood. Rotation Method: Promax with Kaiser Normalization.

LATENT DEMAND SURVEY



MIXED REGRESSION

Variables (AMERICAN & YES)

Dep: Returning in Near Future	CL1	CL2	CL3	β_1	β_2	β_3	β_T
image02_Bonaire is safe and secure	6.55	4.80	-	$R^2=0.382$	$R^2=0.917$	-	$R^2=0.834$
image04_Bonaire has a good image	6.49	5.20	-	n.s.	n.s.	-	-0.212
image06_Bonaire has high quality tourism products	6.54	4.94	-	0.259	n.s.	-	0.156
image09_Bonaire offers activities that I look for in a vacation	6.58	4.69	-	0.243	0.524	-	0.461
impression1_07 Impression of Bonaire in terms of Variety of nightlife and entertainment opportunities	6.52	4.80	-	0.316	0.439	-	0.422
impression1_08 Impression of Bonaire in terms of Quality of diving	6.60	5.00	-	n.s.	0.270	-	0.205
impression1_14 Impression of Bonaire in terms of Prices in the shops	6.53	5.09	-	-0.197	-0.167	-	-0.158
impression2_15 Impression 2_Availability of island safari	6.58	5.00	-	n.s.	n.s.	-	-0.107
impression2_16 Impression 2_Quality of National Parks	6.47	4.77	-	n.s.	-0.305	-	-0.218
impression2_17 Impression 2_Natural conservation efforts	6.48	4.71	-	0.285	0.537	-	0.474
	6.57	4.74	-	n.s.	n.s.	-	-0.151
N (116) 72.00% 27.80%							

Variables

Dep: Worth Money	CL1	CL2	CL3	β_1	β_2	β_3	β_T
image01_I am familiar with Bonaire	4.33	5.76	6.57	$R^2=0.952$	$R^2=0.634$	$R^2=0.213$	$R^2=0.836$
image03_A trip to Bonaire is affordable	4.86	5.88	6.78	n.s.	n.s.	n.s.	-0.190
image06_Bonaire has high quality tourism products	4.71	5.68	6.70	0.609	0.361	-	0.259
image09_Bonaire offers activities that I look for in a vacation	4.33	5.83	6.77	n.s.	0.373	n.s.	0.172
image10_Bonaire offers attractions that I look for in a vacation	4.52	5.80	6.69	0.659	n.s.	0.402	0.344
impression1_02 Impression of Bonaire in terms of Quality of the beaches	4.43	5.73	6.63	n.s.	0.358	n.s.	0.197
impression1_03 Impression of Bonaire in terms of Availability of beach facilities	4.90	6.32	6.81	-0.555	n.s.	n.s.	-0.236
impression1_07 Impression of Bonaire in terms of Variety of nightlife and entertainment opportunities	5.10	6.22	6.84	0.390	0.275	n.s.	0.192
impression1_08 Impression of Bonaire in terms of Quality of diving	4.48	6.05	6.78	0.562	n.s.	n.s.	0.192
impression1_10 Impression of Bonaire in terms of Prices in restaurants	4.62	5.98	6.72	-0.937	n.s.	n.s.	-0.359
impression1_13 Impression of Bonaire in terms of Variety of shopping opportunities	4.43	5.71	6.83	0.862	n.s.	n.s.	0.248
impression2_04 Impression 2_Food and water safety	4.57	5.96	6.78	-0.498	n.s.	-0.129	-0.066
impression2_05 Impression 2_Ease of access to the destination	4.05	6.12	6.66	n.s.	n.s.	n.s.	0.295
impression2_08 Impression 2_Social opportunities to mingle	4.14	5.93	6.69	n.s.	n.s.	-0.308	-0.260
impression2_10 Impression 2_Ease of mobility in the destination	4.24	5.90	6.77	n.s.	n.s.	n.s.	0.223
	4.05	5.83	6.75	n.s.	n.s.	n.s.	0.223
N (126) 16.70% 32.50% 50.80%							

Variables

Dep: Worth Time	CL1	CL2	CL3	β_1	β_2	β_3	β_T
image09_Bonaire offers activities that I look for in a vacation	4.84	6.43	-	$R^2=0.850$	$R^2=0.648$	-	$R^2=0.833$
image10_Bonaire offers attractions that I look for in a vacation	4.77	6.45	-	0.384	0.408	-	0.456
impression1_11 Impression of Bonaire in terms of Quality of accommodation facilities	4.65	6.40	-	0.515	0.464	-	0.442
impression1_13 Impression of Bonaire in terms of Variety of shopping opportunities	4.77	6.56	-	n.s.	n.s.	-	0.069
impression2_01 Impression 2_Overall safety and security	4.81	6.59	-	0.204	n.s.	-	0.139
impression2_08 Impression 2_Social opportunities to mingle	4.71	6.66	-	n.s.	n.s.	-	0.127
impression2_10 Impression 2_Ease of mobility in the destination	4.68	6.52	-	-0.362	-0.244	-	-0.398
impression2_14 Impression 2_Availability of eco-tourism activities	4.74	6.41	-	0.335	0.266	-	0.325
impression2_17 Impression 2_Natural conservation efforts	4.39	6.51	-	-0.419	-0.186	-	-0.358
	4.52	6.57	-	0.382	n.s.	-	0.152
N (126) 24.60% 75.40%							

Variables

Dep: Looks Good	CL1	CL2	CL3	β_1	β_2	β_3	β_T
image01_I am familiar with Bonaire	4.06	5.85	6.69	$R^2=0.950$	$R^2=0.539$	$R^2=0.662$	$R^2=0.886$
image09_Bonaire offers activities that I look for in a vacation	4.74	5.83	6.74	n.s.	n.s.	0.218	0.180
image10_Bonaire offers attractions that I look for in a vacation	4.44	5.73	6.65	n.s.	0.408	0.529	0.308
impression1_08 Impression of Bonaire in terms of Quality of diving	4.33	5.65	6.59	0.430	n.s.	n.s.	0.322
impression1_10 Impression of Bonaire in terms of Prices in restaurants	4.39	5.96	6.68	n.s.	n.s.	n.s.	-0.124
impression1_12 Impression of Bonaire in terms of Prices of accommodations	4.17	5.68	6.79	n.s.	n.s.	n.s.	0.198
impression1_14 Impression of Bonaire in terms of Prices in the shops	4.33	5.73	6.79	n.s.	n.s.	n.s.	0.036
impression1_15 Impression of Bonaire in terms of Informational signage at attraction sites	4.50	5.75	6.81	0.384	n.s.	n.s.	0.177
impression1_17 Impression of Bonaire in terms of Local ability to speak in your language	4.22	5.65	6.71	n.s.	-0.310	-0.198	-0.178
impression2_01 Impression 2_Overall safety and security	4.22	5.63	6.69	n.s.	n.s.	-0.173	-0.124
impression2_02 Impression 2_Locals' friendliness and hospitality	4.00	6.03	6.85	0.809	n.s.	n.s.	0.338
impression2_04 Impression 2_Food and water safety	4.17	5.93	6.72	-0.703	-0.369	-	-0.418
impression2_10 Impression 2_Ease of mobility in the destination	3.89	6.03	6.63	n.s.	n.s.	n.s.	0.120
	3.94	5.73	6.71	n.s.	n.s.	0.184	0.215
N (126) 14.30% 31.70% 54.00%							

Variables (AMERICAN & NO)	CL1	CL2	CL3	β_1	β_2	β_3	β_T
Dep: Returning in Near Future	5.93	4.07	-	$R^2_1=0.544$	$R^2_2=0.248$	-	$R^2_T=0.669$
Image01 I am familiar with Bonaire	5.41	3.33	-	0.304	n.s.	-	0.153
Image06 Bonaire has high quality tourism products	6.11	4.19	-	0.189	n.s.	-	0.287
Image09 Bonaire offers activities that I look for in a vacation	6.10	4.35	-	0.347	0.356	-	0.394
Impression1_15 Impression of Bonaire in terms of Informational signage at attraction sites	6.20	4.53	-	n.s.	n.s.	-	-0.123
Impression2_03 Impression 2_Overall cleanliness and hygiene	6.44	4.63	-	0.167	n.s.	-	0.166
Impression2_10 Impression 2_Ease of mobility in the destination	6.43	4.46	-	-0.177	-0.303	-	-0.244
Impression2_17 Impression 2_Natural conservation efforts	6.38	4.44	-	0.182	0.302	-	0.277
N (190)	70.00%	30.00%					

Variables	CL1	CL2	CL3	β_1	β_2	β_3	β_T
Dep: Worth Money	6.34	4.55	-	$R^2_1=0.491$	$R^2_2=0.655$	-	$R^2_T=0.813$
Image03 A trip to Bonaire is affordable	6.15	4.36	-	0.162	n.s.	-	0.128
Image05 Bonaire has high service quality	6.39	4.56	-	0.271	n.s.	-	0.206
Image09 Bonaire offers activities that I look for in a vacation	6.42	4.57	-	0.401	0.621	-	0.570
Impression 1_12 Impression of Bonaire in terms of Prices of accommodations	6.34	4.83	-	n.s.	-0.280	-	-0.171
Impression 1_17 Impression of Bonaire in terms of Locals' ability to speak in your language	6.38	4.94	-	n.s.	0.212	-	0.134
Impression 2_06 Cost of the trip to get there	6.43	5.00	-	n.s.	n.s.	-	0.102
N (190)	54.20%	45.80%					

Variables	CL1	CL2	CL3	β_1	β_2	β_3	β_T
Dep: Worth Time	6.60	5.41	4.19	$R^2_1=0.704$	$R^2_2=0.670$	$R^2_3=0.591$	$R^2_T=0.837$
Image01 I am familiar with Bonaire	5.92	4.46	2.84	n.s.	n.s.	0.304	0.173
Image04 Bonaire has a good image	6.58	5.23	4.03	0.271	n.s.	0.591	0.291
Image09 Bonaire offers activities that I look for in a vacation	6.56	5.23	4.03	n.s.	0.343	n.s.	0.238
Image10 Bonaire offers attractions that I look for in a vacation	6.58	5.21	4.13	0.538	0.313	n.s.	0.341
Impression1_06 Impression of Bonaire in terms of Variety of cultural and heritage attractions	6.71	5.52	4.26	n.s.	0.236	n.s.	0.180
Impression1_15 Impression of Bonaire in terms of Informational signage at attraction sites	6.48	5.50	4.26	n.s.	-0.259	n.s.	-0.109
Impression2_01 Impression 2_Overall safety and security	6.66	5.91	4.19	n.s.	-0.240	n.s.	-0.216
Impression2_02 Impression 2_Locals' friendliness and hospitality	6.71	6.11	4.29	n.s.	n.s.	n.s.	0.157
Impression2_16 Impression 2_Quality of National Parks	6.78	5.48	3.94	-0.169	-0.320	n.s.	-0.273
Impression2_17 Impression 2_Natural conservation efforts	6.78	5.51	4.10	n.s.	0.277	n.s.	0.196
N (190)	40.50%	43.20%	16.30%				

Variables	CL1	CL2	CL3	β_1	β_2	β_3	β_T
Dep: Looks Good	6.19	4.48	-	$R^2_1=0.455$	$R^2_2=0.414$	-	$R^2_T=0.681$
Image01 I am familiar with Bonaire	5.80	3.48	-	0.391	0.263	-	0.294
Image02 Bonaire is safe and secure	6.31	4.52	-	n.s.	n.s.	-	0.099
Image05 Bonaire has high service quality	6.39	4.47	-	0.417	n.s.	-	0.300
Image09 Bonaire offers activities that I look for in a vacation	6.37	4.54	-	n.s.	0.338	-	0.212
Impression 1_13 Impression of Bonaire in terms of Variety of shopping opportunities	6.37	4.99	-	n.s.	0.240	-	0.132
Impression 2_12 Quality of services in accommodation facilities	6.66	5.10	-	n.s.	-0.376	-	-0.252
Impression 2_14 Availability of eco-tourism activities	6.44	4.84	-	n.s.	0.231	-	0.177
N (190)	56.30%	43.70%					

Variables (DUTCH & YES)

	CL1	CL2	CL3	β_1	β_2	β_3	β_T
Dep: Returning in Near Future	4.28	6.24	-	$R^2=0.556$	$R^2=0.484$	-	$R^2=0.699$
Image03 A trip to Bonaire is affordable	4.48	6.27	-	0.177	n.s.	-	0.156
Image06 Bonaire has high quality tourism products	4.33	6.18	-	0.375	0.175	-	0.309
Image09 Bonaire offers activities that I look for in a vacation	4.48	6.28	-	0.226	0.291	-	0.262
Impression_1_17 Impression of Bonaire in terms of Locals' ability to speak in your language	4.12	6.15	-	n.s.	n.s.	-	0.120
Impression_2_04 Food and water safety	4.34	6.12	-	-0.197	n.s.	-	-0.150
Impression_2_12 Quality of services in accommodation facilities	4.11	6.24	-	0.380	n.s.	-	0.269
Impression_2_13 Quality of windsurfing	4.05	6.18	-	-0.191	n.s.	-	-0.130
Impression_2_17 Natural conservation efforts	4.02	6.16	-	n.s.	0.256	-	0.144
	N (251) 33.10% 66.90%						

Variables

	CL1	CL2	CL3	β_1	β_2	β_3	β_T
Dep: Worth Money	3.76	5.39	6.53	$R^2=0.607$	$R^2=0.307$	$R^2=0.241$	$R^2=0.710$
Image06 Bonaire has high quality tourism products	3.72	5.27	6.54	0.462	n.s.	0.276	0.278
Image09 Bonaire offers activities that I look for in a vacation	3.96	5.43	6.57	0.316	0.473	0.273	0.419
Impression_1_09 Impression of Bonaire in terms of Quality of food and beverages in restaurants, bars, and clubs	4.00	5.19	6.57	n.s.	0.209	n.s.	0.103
Impression_2_03 Impression 2_Overall cleanliness and hygiene	3.70	5.49	6.49	n.s.	0.203	0.185	0.169
Impression_2_04 Impression 2_Food and water safety	3.83	5.28	6.41	-0.419	n.s.	n.s.	-0.264
Impression_2_06 Impression 2_Cost of the trip to get there	3.59	5.24	6.47	n.s.	n.s.	0.171	0.160
Impression_2_12 Impression 2_Quality of services in accommodation facilities	3.43	5.40	6.48	n.s.	n.s.	n.s.	0.111
	N (251) 18.30% 35.90% 45.80%						

Variables

	CL1	CL2	CL3	β_1	β_2	β_3	β_T
Dep: Worth Time	4.57	6.37	-	$R^2=0.491$	$R^2=0.272$	-	$R^2=0.637$
Image05 Bonaire has high service quality	4.42	6.30	-	0.239	n.s.	-	0.204
Image09 Bonaire offers activities that I look for in a vacation	4.45	6.36	-	n.s.	n.s.	-	0.149
Image10 Bonaire offers attractions that I look for in a vacation	4.44	6.34	-	0.283	0.211	-	0.265
Impression_1_17 Impression of Bonaire in terms of Locals' ability to speak in your language	4.06	6.27	-	0.174	0.166	-	0.156
Impression_2_12 Impression 2_Quality of services in accommodation facilities	4.27	6.23	-	0.176	0.255	-	0.193
	N (251) 35.50% 64.50%						

Variables

	CL1	CL2	CL3	β_1	β_2	β_3	β_T
Dep: Looks Good	3.92	5.62	6.56	$R^2=0.270$	$R^2=0.179$	$R^2=0.079$	$R^2=0.567$
Image02 Bonaire is safe and secure	4.17	5.73	6.66	n.s.	0.223	n.s.	0.195
Image10 Bonaire offers attractions that I look for in a vacation	3.83	5.63	6.72	0.274	0.239	n.s.	0.274
Impression_1_10 Impression of Bonaire in terms of Prices in restaurants	4.00	5.34	6.63	n.s.	-0.262	n.s.	-0.139
Impression_1_12 Impression of Bonaire in terms of Prices of accommodations	3.83	5.43	6.61	n.s.	0.243	n.s.	0.251
Impression_2_09 Luxury tourism products and services	3.79	5.39	6.66	n.s.	n.s.	n.s.	0.185
Impression_2_10 Ease of mobility in the destination	3.58	5.42	6.56	n.s.	n.s.	n.s.	0.140
	N (251) 19.10% 45.80% 35.10%						

Variables (DUTCH & NO)						
	CL1	CL2	CL3	β_1	β_2	β_3
Dep: Returning in Near Future (R-Squared = 0.739)				$R^2=0.445$	$R^2=0.680$	$R^2=0.739$
Image01 I am familiar with Bonaire	6.19	4.27	-	0.299	n.s.	0.154
Image04 Bonaire has a good image	6.41	4.72	-	0.277	n.s.	0.222
Image05 Bonaire has high service quality	6.37	4.57	-	n.s.	0.343	0.284
Image10 Bonaire offers attractions that I look for in a vacation	6.49	4.43	-	n.s.	0.426	0.297
Impression1_06 Impression of Bonaire in terms of Variety of cultural and heritage attractions	6.35	4.37	-	0.227	0.224	0.240
Impression1_13 Impression of Bonaire in terms of Variety of shopping opportunities	6.06	4.01	-	-0.388	-0.211	-0.306
Impression1_16 Impression of Bonaire in terms of Directional signage on the roads	6.17	4.16	-	0.255	n.s.	0.158
Impression2_04 Impression 2_ Food and water safety	6.02	4.18	-	-0.214	-0.256	-0.258
Impression2_08 Impression 2_ Social opportunities to mingle	6.31	4.34	-	n.s.	n.s.	0.167
N (160)	50.60%	49.40%				

Variables						
	CL1	CL2	CL3	β_1	β_2	β_3
Dep: Worth Money (R-Squared = 0.807)				$R^2=0.607$	$R^2=0.678$	$R^2=0.807$
Image04 Bonaire has a good image	6.13	3.77	-	0.424	n.s.	0.219
Image06 Bonaire has high quality tourism products	6.13	3.96	-	0.196	0.316	0.189
Image09 Bonaire offers activities that I look for in a vacation	6.09	3.85	-	n.s.	0.422	0.237
Image10 Bonaire offers attractions that I look for in a vacation	6.24	3.67	-	0.229	0.404	0.319
Impression1_06 Impression of Bonaire in terms of Variety of cultural and heritage attractions	6.07	3.73	-	0.299	n.s.	0.231
Impression1_13 Impression of Bonaire in terms of Variety of shopping opportunities	5.79	3.31	-	-0.280	n.s.	-0.196
Impression1_15 Impression of Bonaire in terms of Informational signage at attraction sites	5.88	3.75	-	0.217	n.s.	0.187
Impression2_14 Impression 2_ Availability of eco-tourism activities	5.95	3.79	-	-0.192	-0.235	-0.197
N (160)	70.00%	30.00%				

Variables						
	CL1	CL2	CL3	β_1	β_2	β_3
Dep: Worth Time (R-Squared = 0.820)				$R^2=0.389$	$R^2=0.808$	$R^2=0.820$
Image09 Bonaire offers activities that I look for in a vacation	6.28	4.35	-	0.338	0.366	0.383
Image10 Bonaire offers attractions that I look for in a vacation	6.31	4.41	-	n.s.	0.385	0.258
Impression1_03 Impression of Bonaire in terms of Availability of beach facilities	6.20	4.32	-	n.s.	n.s.	-0.104
Impression2_03 Impression 2_ Overall cleanliness and hygiene	6.40	4.54	-	0.348	0.210	0.269
Impression2_04 Impression 2_ Food and water safety	6.38	4.61	-	n.s.	n.s.	-0.140
Impression2_10 Impression 2_ Ease of mobility in the destination	6.28	4.44	-	n.s.	n.s.	0.176
Impression2_15 Impression 2_ Availability of island safari	6.40	4.20	-	n.s.	0.181	0.166
N (160)	55.60%	44.40%				

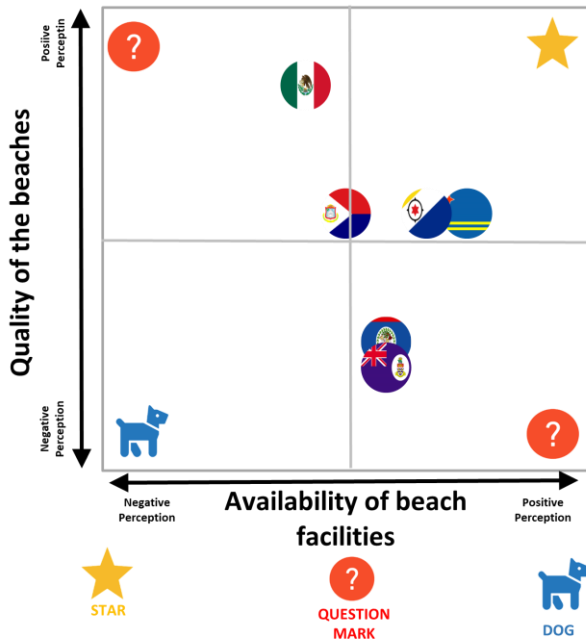
Variables						
	CL1	CL2	CL3	β_1	β_2	β_3
Dep: Looks Good (R-Squared = 0.742)				$R^2=0.418$	$R^2=0.449$	$R^2=0.742$
Image03 A trip to Bonaire is affordable	6.51	5.59	3.53	0.409	0.388	0.315
Image04 Bonaire has a good image	6.48	5.32	3.83	n.s.	0.291	0.227
Image10 Bonaire offers attractions that I look for in a vacation	6.52	5.54	3.80	n.s.	n.s.	0.459
Impression1_09 Impression of Bonaire in terms of Quality of food and beverages in restaurants, bars, and clubs	6.51	5.49	3.45	n.s.	n.s.	0.322
Impression1_11 Impression of Bonaire in terms of Quality of accommodation facilities	6.54	5.08	3.68	n.s.	0.286	0.221
Impression2_06 Impression 2_ Cost of the trip to get there	6.45	4.78	3.48	n.s.	-0.346	-0.184
Impression2_08 Impression 2_ Social opportunities to mingle	6.64	5.24	3.88	n.s.	n.s.	-0.199
Impression2_15 Impression 2_ Social opportunities to mingle	6.43	5.15	3.75	0.456	n.s.	0.281
N (160)	38.10%	36.90%	25.00%			

LATENT DEMAND SURVEY

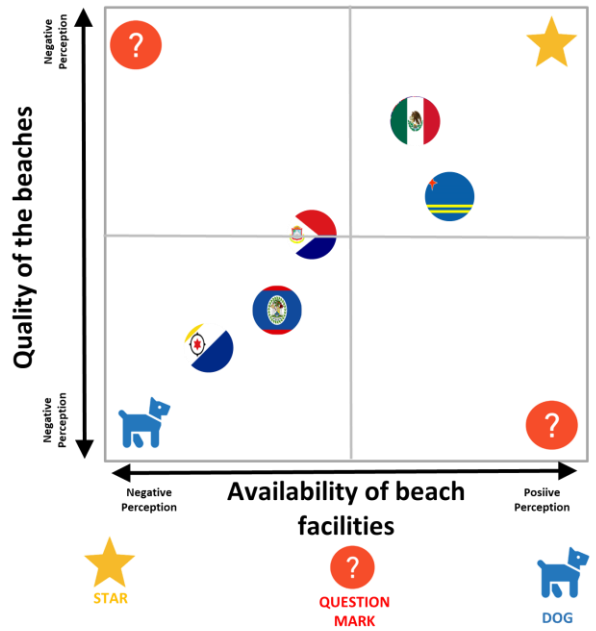


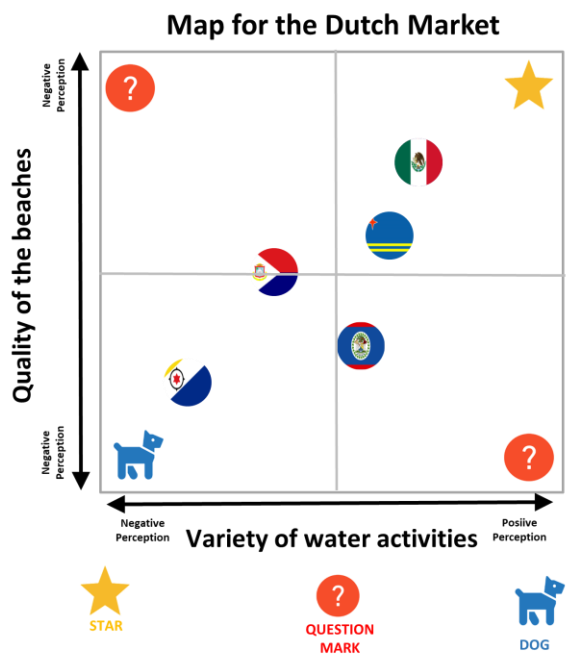
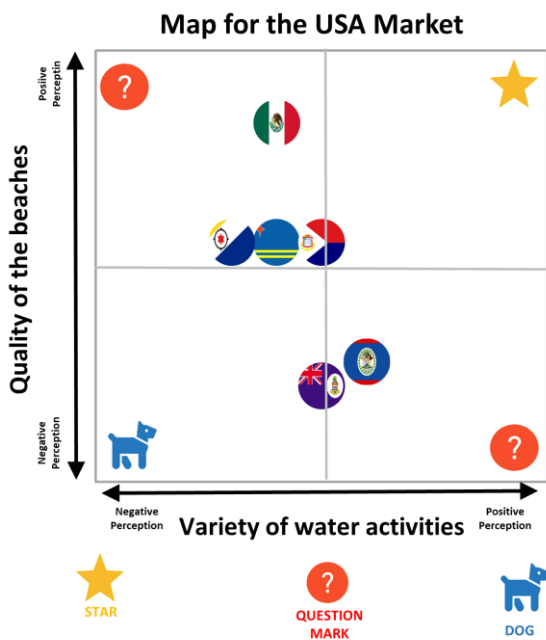
POSITIONING MAPS

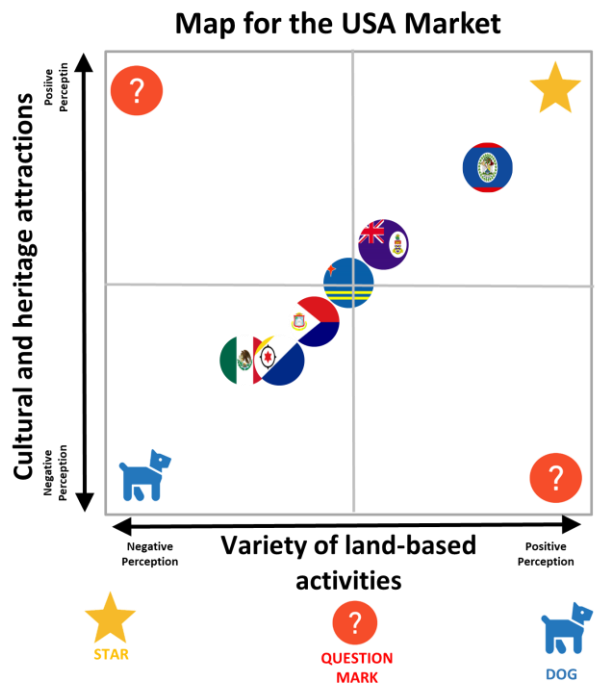
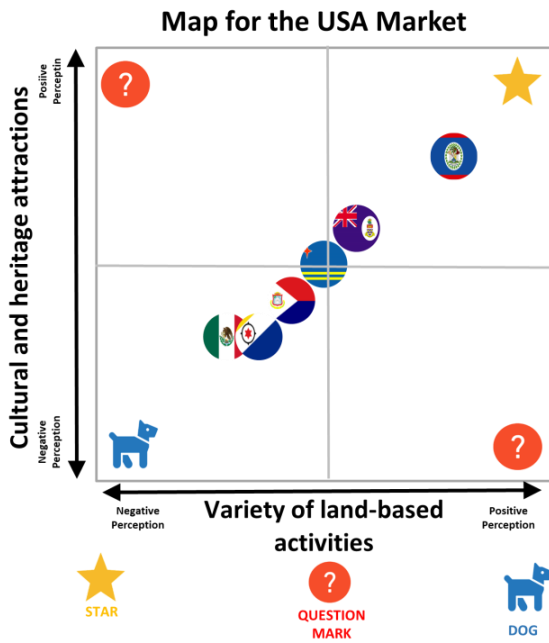
Map for the USA Market

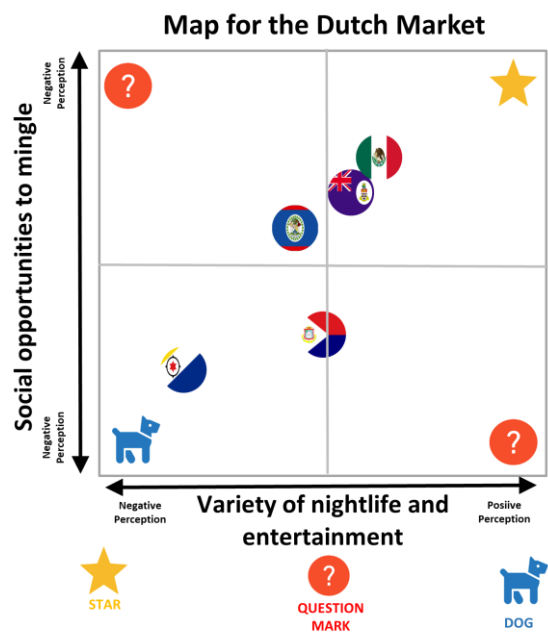
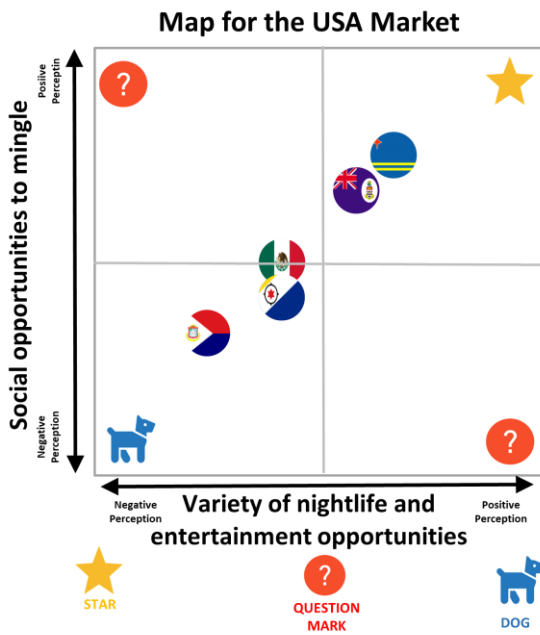


Map for the Dutch Market

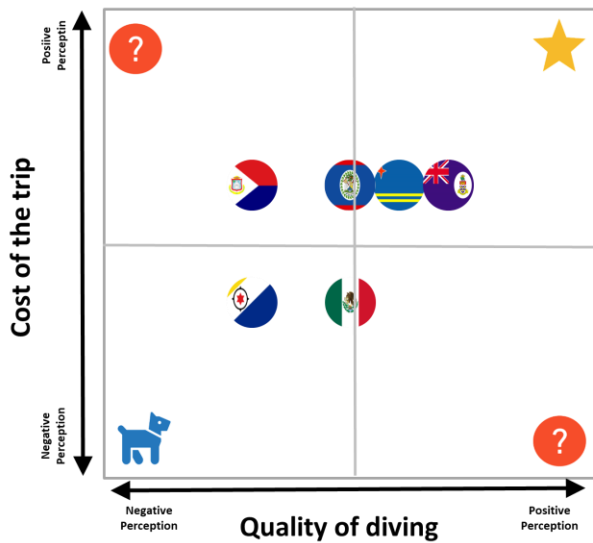








Map for the USA Market



STAR

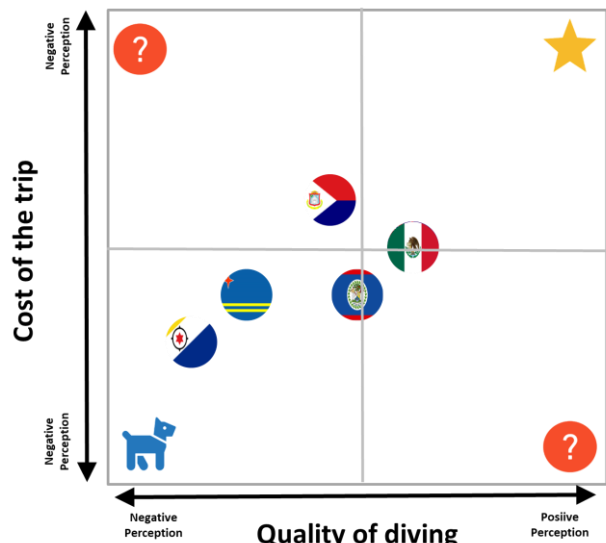


QUESTION
MARK



DOG

Map for the Dutch Market



STAR

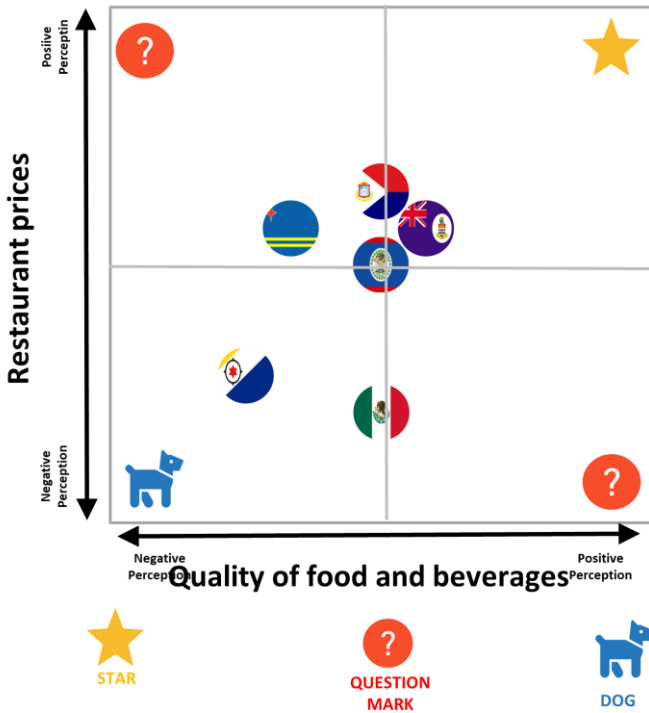


QUESTION
MARK

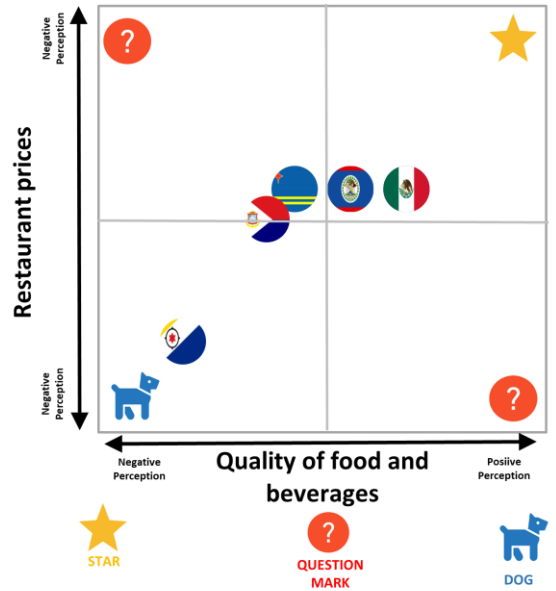


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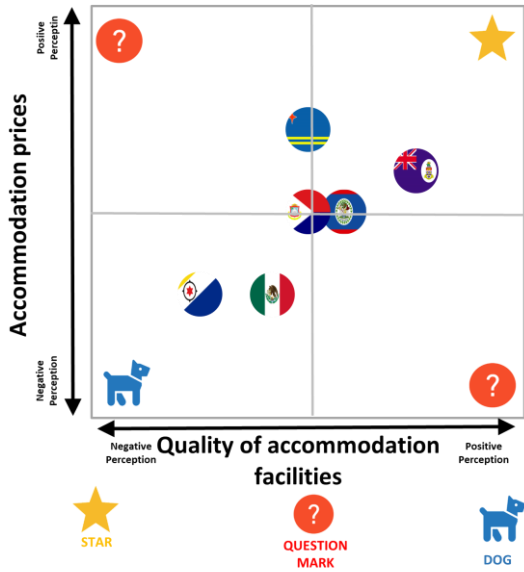
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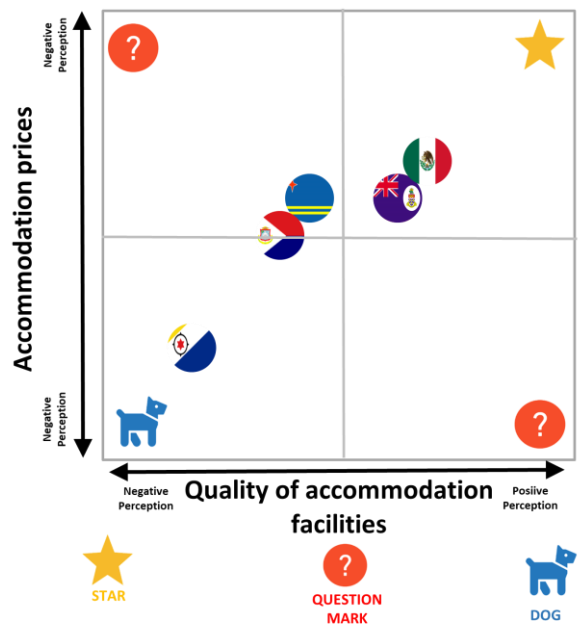
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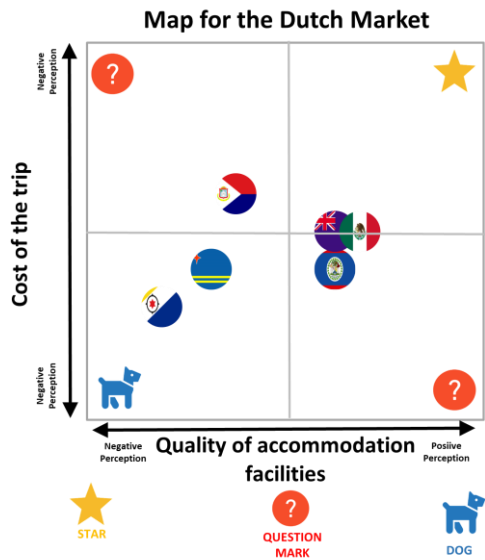
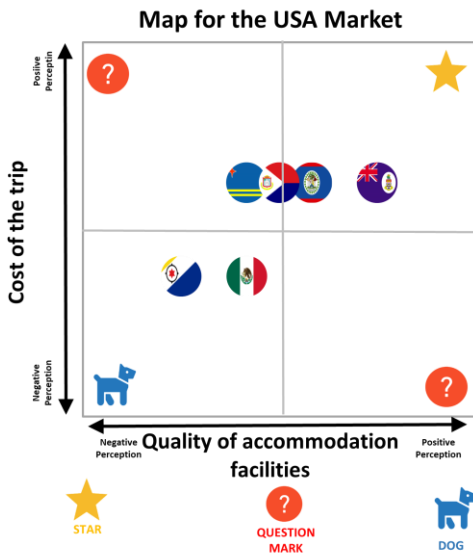


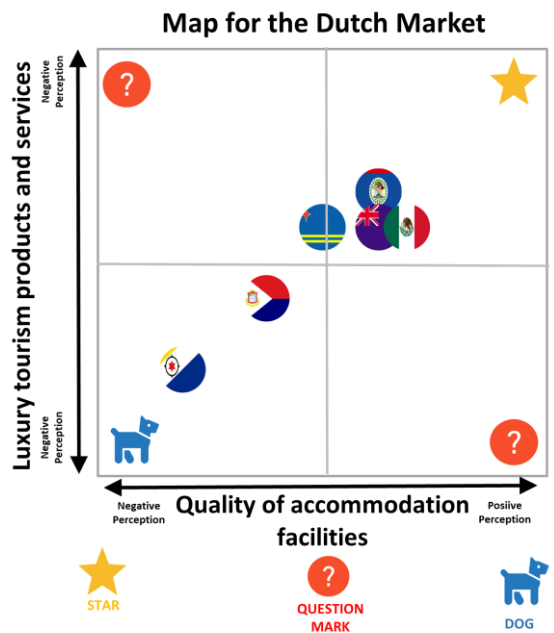
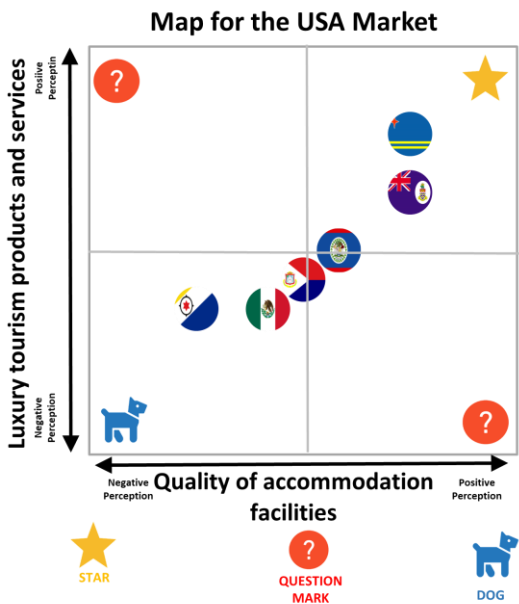
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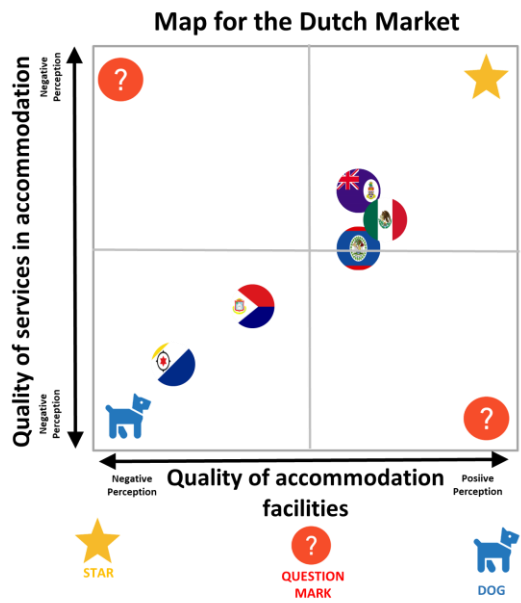
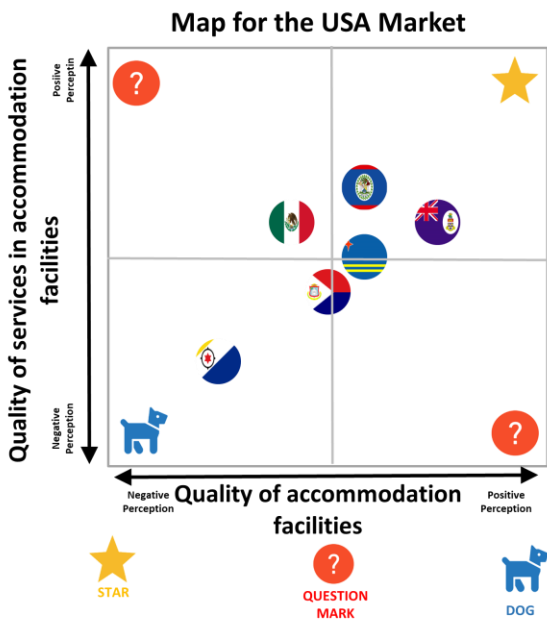


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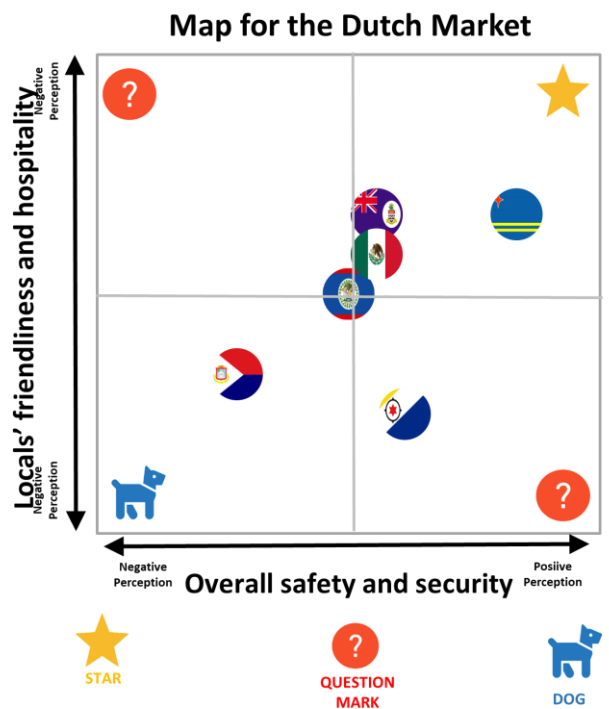
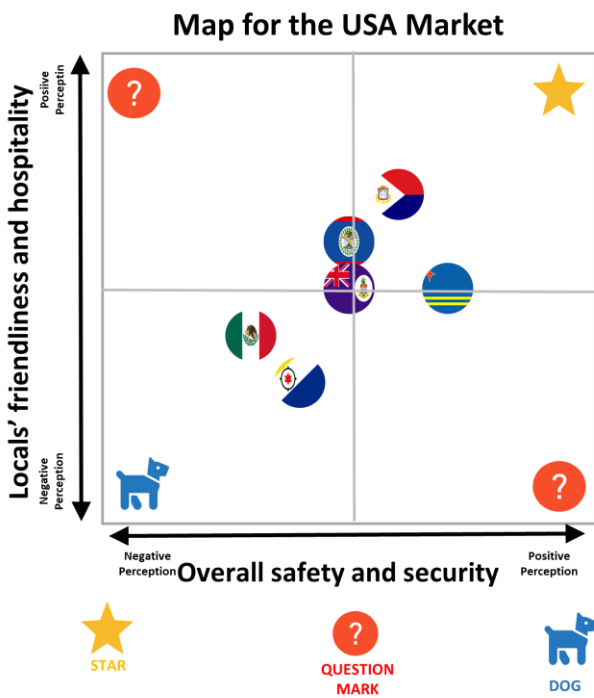


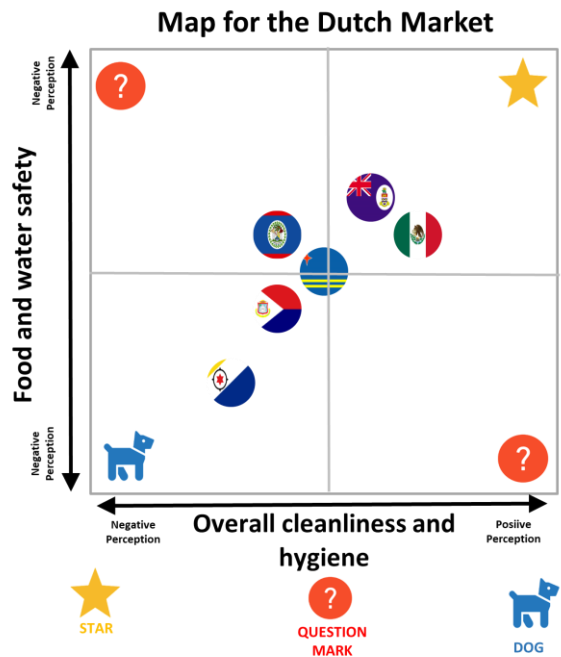
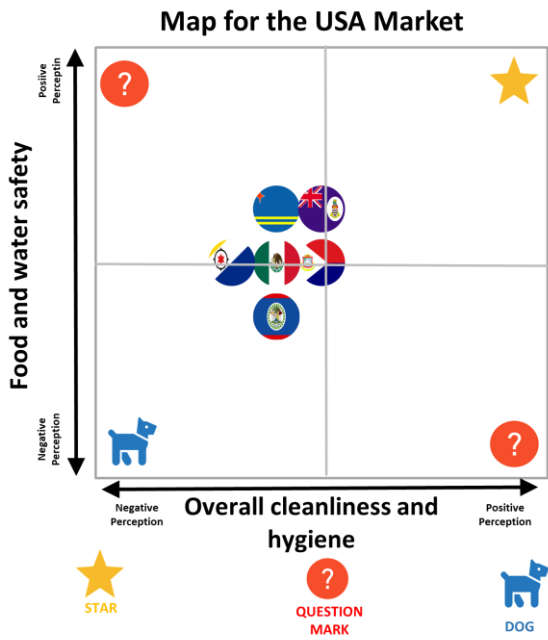


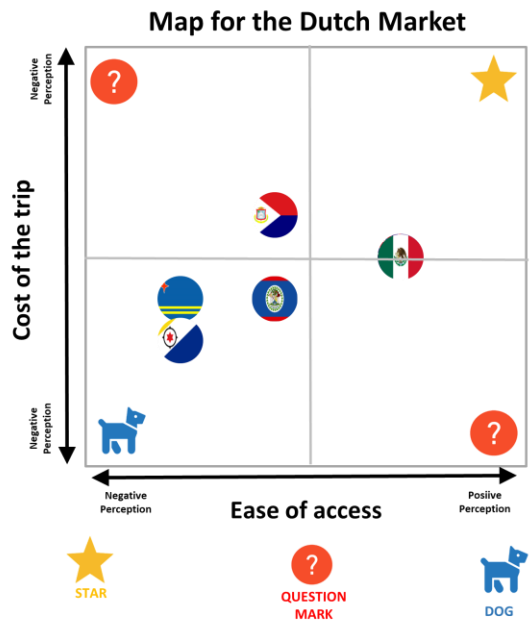
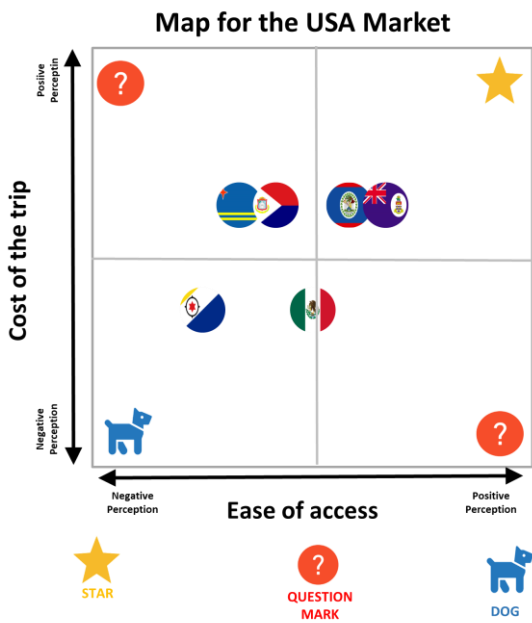


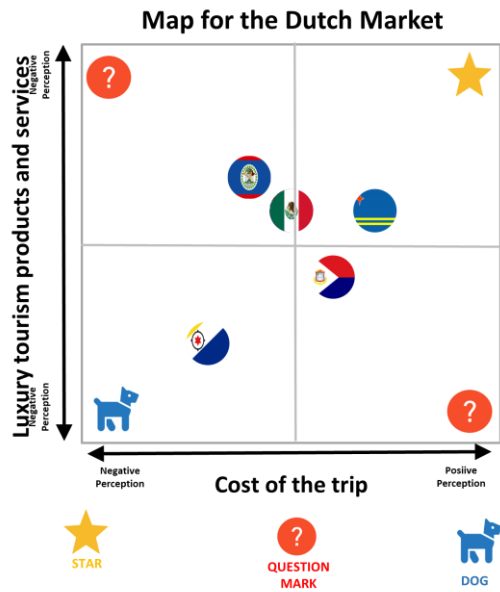
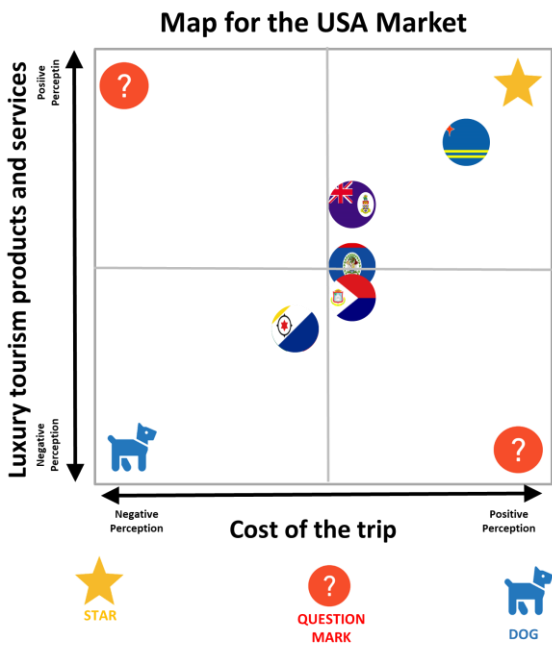




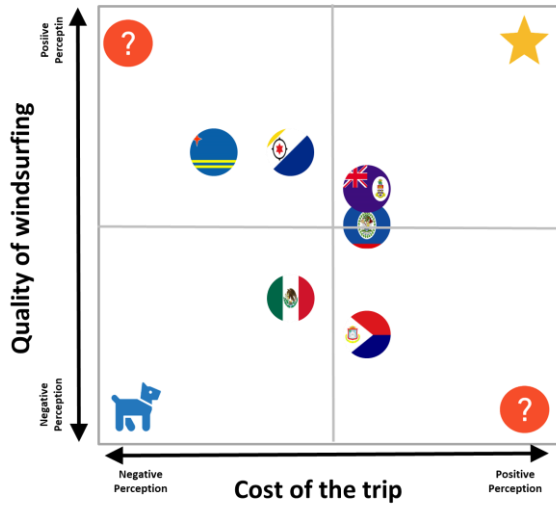








Map for the USA Market



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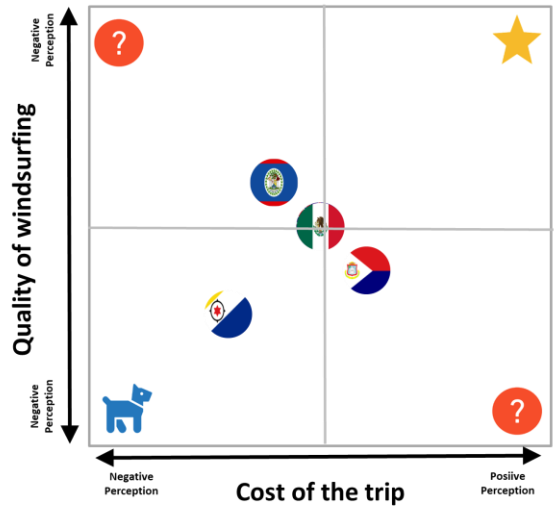


QUESTION MARK



DOG

Map for the Dutch Market



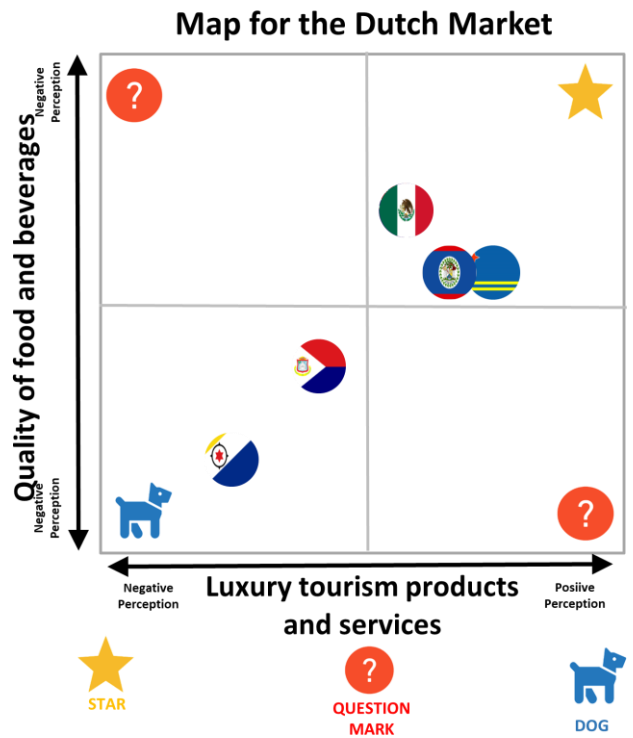
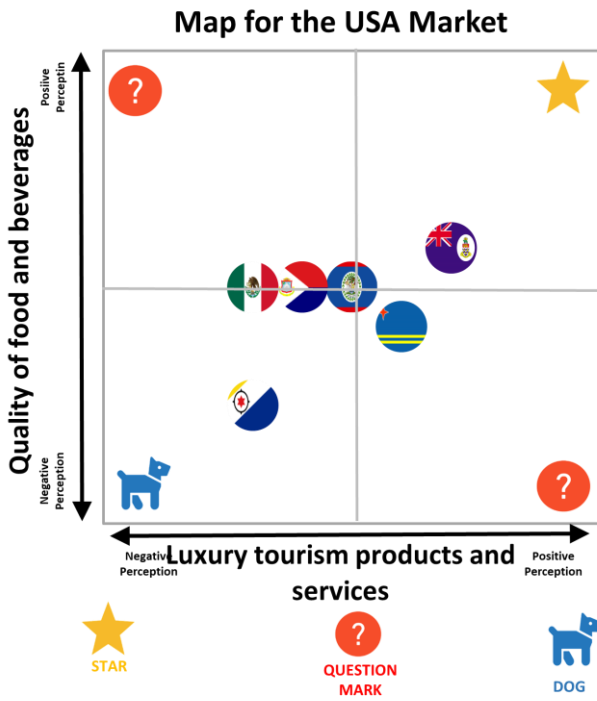
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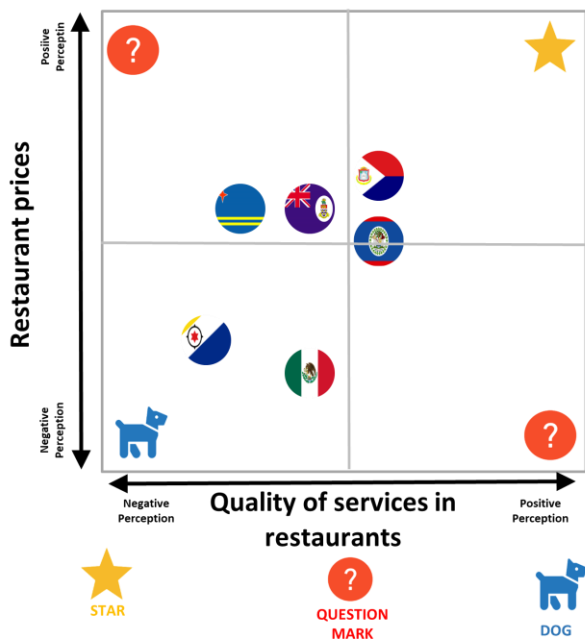
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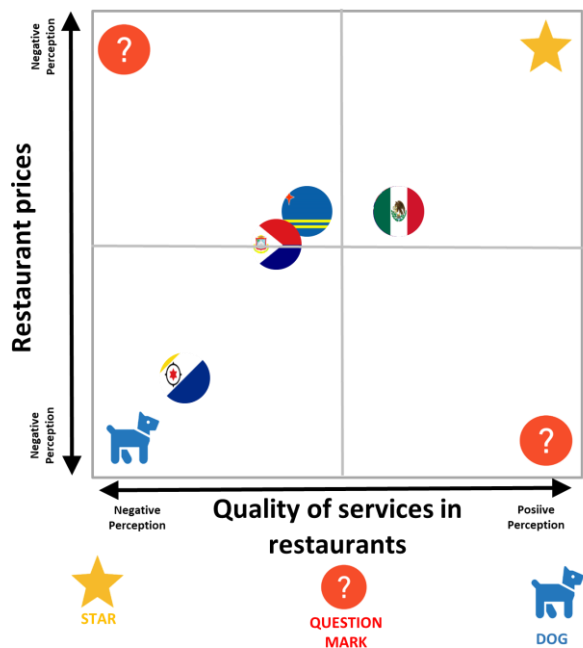
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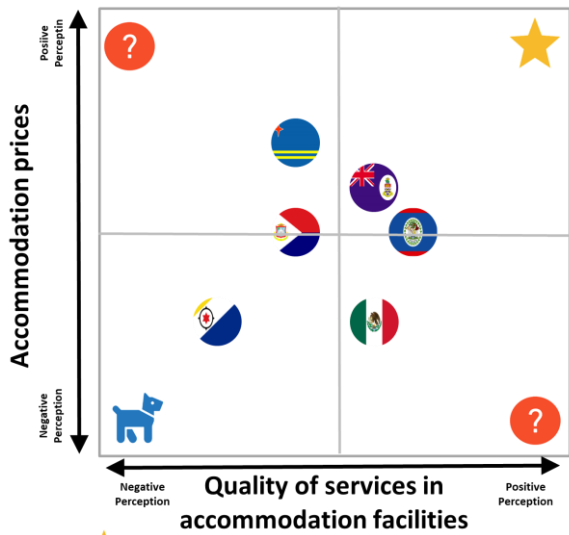
Map for the USA Market



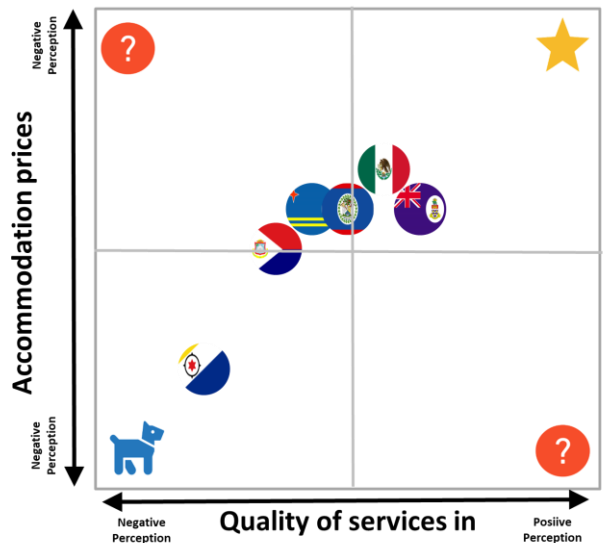
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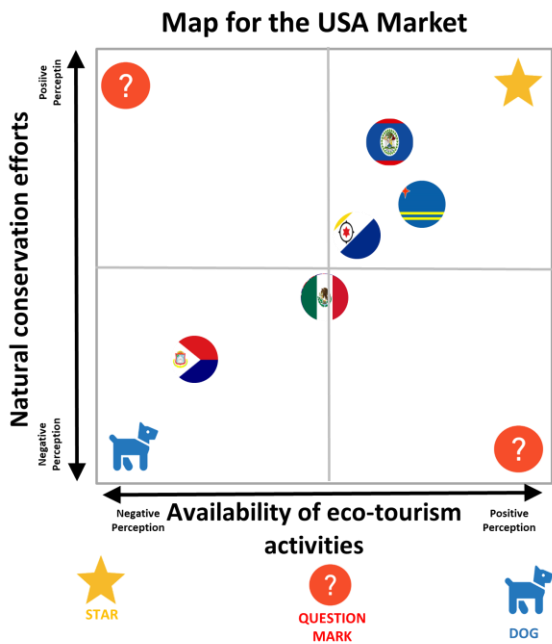


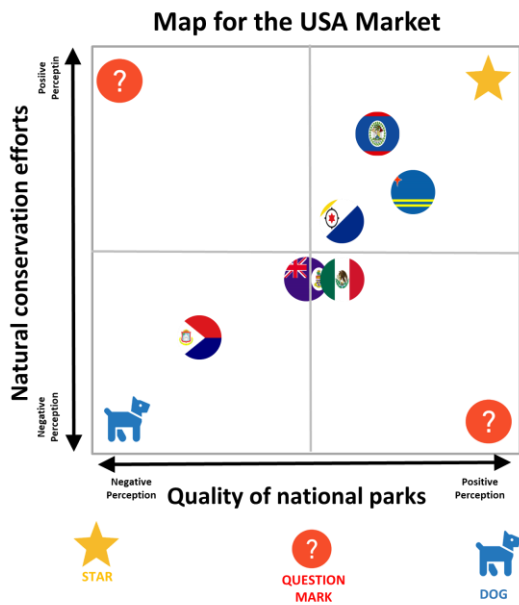
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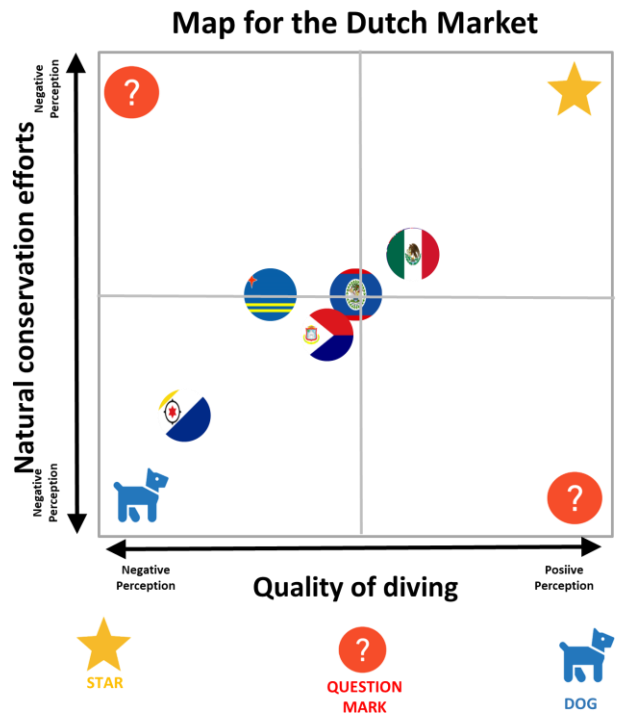
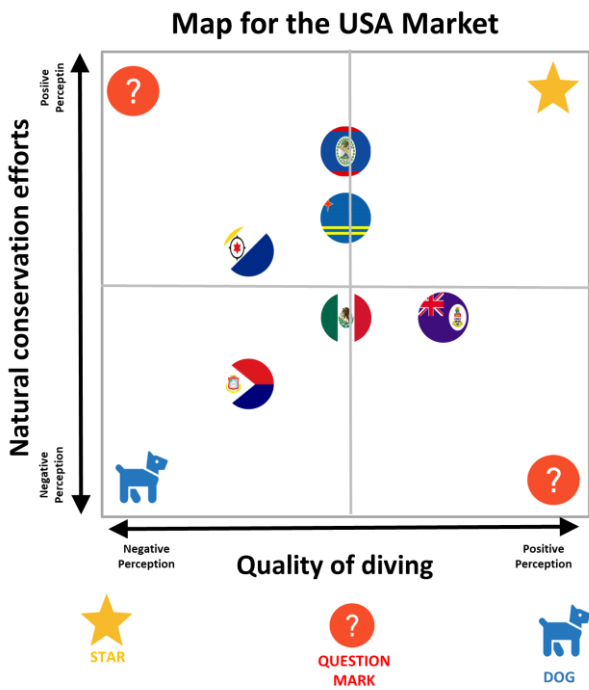


Map for the Dutch Market









LATENT DEMAND SURVEY



DESCRIPTIVE ANALYSIS

Frequency Table

Have you visited the Island of Bonaire?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	377	51.9	51.9	51.9
	No	350	48.1	48.1	100.0
	Total	727	100.0	100.0	

Identifying Bonaire Region					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Gulf & Florida	28	3.9	3.9	3.9
	PR & DR	204	28.1	28.1	31.9
	Central America	101	13.9	13.9	45.8
	Smaller Antilles	46	6.3	6.3	52.1
	ABC Region	281	38.7	38.7	90.8
	Latin America	40	5.5	5.5	96.3
	Bahamas	27	3.7	3.7	100.0
	Total	727	100.0	100.0	

Multiple Response

\$Caribbean_with_Flight Frequencies				
		Responses		Percent of Cases
		N	Percent	
\$Caribbean_with_Flight ^a	Aruba-Flight	559	6.6%	80.0%
	Bahamas-Flight	461	5.4%	66.0%
	Barbados-Flight	477	5.6%	68.2%
	Belize-Flight	454	5.3%	64.9%
	Bermuda-Flight	465	5.5%	66.5%
	Cayman Islands-Flight	441	5.2%	63.1%
	Cuba-Flight	499	5.9%	71.4%
	Curacao-Flight	493	5.8%	70.5%
	Florida Keys-Flight	488	5.7%	69.8%
	Granada-Flight	455	5.4%	65.1%
	Jamaica-Flight	468	5.5%	67.0%
	Martinique-Flight	444	5.2%	63.5%
	Mexico's Caribbean coast-Flight	499	5.9%	71.4%
	Puerto Rico-Flight	477	5.6%	68.2%
	Saint Lucia-Flight	461	5.4%	66.0%
	Saint Martin/St. Maarten-Flight	456	5.4%	65.2%
	St. Thomas-Flight	452	5.3%	64.7%
Turks and Caicos Islands-Flight	452	5.3%	64.7%	
Total		8501	100.0%	1216.2%

a. Dichotomy group tabulated at value 1.

\$Caribbean_with_Cruise Frequencies

		Responses		Percent of Cases
		N	Percent	
\$Caribbean_with_Cruise ^a	Aruba-Cruise	257	4.2%	40.7%
	Bahamas-Cruise	379	6.2%	60.0%
	Barbados-Cruise	337	5.5%	53.3%
	Belize-Cruise	347	5.7%	54.9%
	Bermuda-Cruise	342	5.6%	54.1%
	Cayman Islands-Cruise	369	6.0%	58.4%
	Cuba-Cruise	308	5.0%	48.7%
	Curacao-Cruise	334	5.5%	52.8%
	Florida Keys-Cruise	322	5.3%	50.9%
	Granada-Cruise	355	5.8%	56.2%
	Jamaica-Cruise	349	5.7%	55.2%
	Martinique-Cruise	357	5.8%	56.5%
	Mexico's Caribbean coast-Cruise	325	5.3%	51.4%
	Puerto Rico-Cruise	337	5.5%	53.3%
	Saint Lucia-Cruise	340	5.6%	53.8%
	Saint Martin/St. Maarten-Cruise	356	5.8%	56.3%
	St. Thomas-Cruise	361	5.9%	57.1%
	Turks and Caicos Islands-Cruise	346	5.7%	54.7%
Total		6121	100.0%	968.5%

a. Dichotomy group tabulated at value 1.

Frequency Table

		Type of Accommodation			
		Frequency	Percent	valid	Cumulative
				Percent	Percent
Valid	Hotel	303	41.7	41.7	41.7
	All -Inclusive Resort	269	37.0	37.0	78.7
	Apartment/House rental	95	13.1	13.1	91.7
	Timeshare	19	2.6	2.6	94.4
	Airbnb	16	2.2	2.2	96.6
	Friends and family	25	3.4	3.4	100.0
	Total		727	100.0	100.0

1st Favorite Destination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Aruba	106	14.6	14.6	14.6
	Bahamas	144	19.8	19.8	34.4
	Barbados	48	6.6	6.6	41.0
	Belize	48	6.6	6.6	47.6
	Bermuda	37	5.1	5.1	52.7
	Cayman Islands	40	5.5	5.5	58.2
	Cuba	32	4.4	4.4	62.6
	Curacao	81	11.1	11.1	73.7
	Florida Keys	36	5.0	5.0	78.7
	Granada	9	1.2	1.2	79.9
	Jamaica	28	3.9	3.9	83.8
	Martinique	6	0.8	0.8	84.6
	Mexico's Caribbean coast	37	5.1	5.1	89.7
	Puerto Rico	18	2.5	2.5	92.2
	Saint Lucia	11	1.5	1.5	93.7
	Saint Martin/St. Maarten	18	2.5	2.5	96.1
	St. Thomas	23	3.2	3.2	99.3
Turks and Caicos Islands	5	0.7	0.7	100.0	
	Total	727	100.0	100.0	

2nd Favorite Destination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Aruba	88	12.1	12.1	12.1
	Bahamas	93	12.8	12.8	24.9
	Barbados	39	5.4	5.4	30.3
	Belize	32	4.4	4.4	34.7
	Bermuda	37	5.1	5.1	39.8
	Cayman Islands	40	5.5	5.5	45.3
	Cuba	52	7.2	7.2	52.4
	Curacao	66	9.1	9.1	61.5
	Florida Keys	47	6.5	6.5	68.0
	Granada	12	1.7	1.7	69.6
	Jamaica	48	6.6	6.6	76.2
	Martinique	18	2.5	2.5	78.7
	Mexico's Caribbean coast	41	5.6	5.6	84.3
	Puerto Rico	34	4.7	4.7	89.0
	Saint Lucia	12	1.7	1.7	90.6
	Saint Martin/St. Maarten	27	3.7	3.7	94.4
	St. Thomas	25	3.4	3.4	97.8
Turks and Caicos Islands	16	2.2	2.2	100.0	
	Total	727	100.0	100.0	

3rd Favorite Destination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Aruba	44	6.1	6.1	6.1
	Bahamas	61	8.4	8.4	14.4
	Barbados	34	4.7	4.7	19.1
	Belize	17	2.3	2.3	21.5
	Bermuda	32	4.4	4.4	25.9
	Cayman Islands	39	5.4	5.4	31.2
	Cuba	38	5.2	5.2	36.5
	Curacao	47	6.5	6.5	42.9
	Florida Keys	58	8.0	8.0	50.9
	Granada	18	2.5	2.5	53.4
	Jamaica	80	11.0	11.0	64.4
	Martinique	16	2.2	2.2	66.6
	Mexico's Caribbean coast	53	7.3	7.3	73.9
	Puerto Rico	44	6.1	6.1	79.9
	Saint Lucia	36	5.0	5.0	84.9
	Saint Martin/St. Maarten	45	6.2	6.2	91.1
	St. Thomas	38	5.2	5.2	96.3
Turks and Caicos Islands	27	3.7	3.7	100.0	
Total	727	100.0	100.0		

Descriptives

Descriptive Statistics			
	N	Mean	Std. Deviation
Climate and weather conditions of 1st Favorite Destination	727	5.86	1.472
Quality of the beaches of 1st Favorite Destination	727	5.99	1.448
Availability of beach facilities of 1st Favorite Destination	727	5.91	1.434
Variety of water activities of 1st Favorite Destination	727	6.18	1.242
Variety of land-based activities of 1st Favorite Destination	727	6.01	1.306
Cultural and heritage attractions of 1st Favorite Destination	727	5.94	1.334
Variety of nightlife and entertainment opportunities of 1st Favorite Destination	727	6.07	1.249
Quality of diving of 1st Favorite Destination	727	5.91	1.398
Quality of food and beverages in the 1st Favorite Destination	727	6.05	1.284
Restaurant prices in the 1st Favorite Destination	727	5.90	1.314
Quality of accommodation facilities of 1st Favorite Destination	727	6.02	1.269
Accommodation prices at the 1st Favorite Destination	727	5.81	1.365
Variety of shopping opportunities at the 1st Favorite Destination	727	6.01	1.272
Prices in the shops at the 1st Favorite Destination	727	5.79	1.338
Informational signage at attraction sites of 1st Favorite Destination	727	5.85	1.321
Directional signage on the roads of 1st Favorite Destination	727	5.82	1.293
Locals' ability to speak your language at 1st Favorite Destination	727	5.81	1.423
Overall safety and security at the 1st Favorite Destination	727	5.83	1.356
Locals' friendliness and hospitality at 1st Favorite Destination	727	6.15	1.235
Overall cleanliness and hygiene at the 1st Favorite Destination	727	5.91	1.302
Food and water safety at 1st Favorite Destination	727	5.88	1.326
Ease of access to 1st Favorite Destination	727	6.11	1.218
Cost of the trip to 1st Favorite Destination	727	5.78	1.382
Taste of local food at 1st Favorite Destination	727	6.03	1.283
Social opportunities to mingle in the 1st Favorite Destination	727	5.95	1.249
Luxury tourism products and services at 1st Favorite Destination	727	5.89	1.264
Ease of mobility in the 1st Favorite Destination	727	5.92	1.310
Quality of services in restaurants in 1st Favorite Destination	727	6.13	1.181
Quality of services in accommodation facilities at 1st Favorite Destination	727	6.03	1.258
Quality of windsurfing at the 1st Favorite Destination	727	5.63	1.410
Availability of eco-tourism activities at the 1st Favorite Destination	727	5.80	1.333
Availability of island safari at 1st Favorite Destination	727	5.73	1.362
Quality of national parks at 1st Favorite Destination	727	5.80	1.334
Natural conservation efforts at 1st Favorite Destination	727	5.79	1.396
Climate and weather conditions of 2nd Favorite Destination	411	6.08	1.230
Quality of the beaches of 2nd Favorite Destination	411	5.99	1.299
Availability of beach facilities of 2nd Favorite Destination	727	5.88	1.414
Variety of water activities of 2nd Favorite Destination	727	6.10	1.253
Variety of land-based activities of 2nd Favorite Destination	727	5.98	1.272
Cultural and heritage attractions of 2nd Favorite Destination	727	5.90	1.328
Variety of nightlife and entertainment opportunities of 2nd Favorite Destination	727	6.00	1.269
Quality of diving of 2nd Favorite Destination	727	5.89	1.357
Quality of food and beverages in the 2nd Favorite Destination	727	6.00	1.319
Restaurant prices in the 2nd Favorite Destination	727	5.85	1.304
Quality of accommodation facilities of 2nd Favorite Destination	727	5.97	1.293
Accommodation prices at the 2nd Favorite Destination	727	5.77	1.345
Variety of shopping opportunities at the 2nd Favorite Destination	727	5.98	1.265
Prices in the shops at the 2nd Favorite Destination	727	5.76	1.337
Informational signage at attraction sites of 2nd Favorite Destination	727	5.81	1.358
Overall safety and security at the 2nd Favorite Destination	727	5.72	1.392
Directional signage on the roads of 2nd Favorite Destination	727	5.74	1.321
Locals' ability to speak your language at 2nd Favorite Destination	727	5.79	1.385

Locals' friendliness and hospitality at 2nd Favorite Destination	727	6.08	1.272
Overall cleanliness and hygiene at the 2nd Favorite Destination	727	5.87	1.301
Food and water safety at 2nd Favorite Destination	727	5.80	1.366
Ease of access to 2nd Favorite Destination	727	6.08	1.254
Cost of the trip to 2nd Favorite Destination	727	5.84	1.323
Taste of local food at 2nd Favorite Destination	727	6.01	1.296
Social opportunities to mingle in the 2nd Favorite Destination	727	5.90	1.280
Luxury tourism products and services at 2nd Favorite Destination	727	5.90	1.275
Ease of mobility in the 2nd Favorite Destination	727	5.88	1.278
Quality of services in restaurants in 2nd Favorite Destination	727	6.07	1.176
Quality of services in accommodation facilities at 2nd Favorite Destination	727	5.99	1.275
Quality of windsurfing at the 2nd Favorite Destination	727	5.63	1.384
Availability of eco-tourism activities at the 2nd Favorite Destination	727	5.73	1.371
Availability of island safari at 2nd Favorite Destination	727	5.69	1.376
Quality of national parks at 2nd Favorite Destination	727	5.78	1.331
Natural conservation efforts at 2nd Favorite Destination	727	5.74	1.368
Climate and weather conditions of 3rd Favorite Destination	411	5.95	1.300
Quality of the beaches of 3rd Favorite Destination	411	5.95	1.321
Availability of beach facilities of 3rd Favorite Destination	727	5.74	1.512
Variety of water activities of 3rd Favorite Destination	727	5.93	1.340
Variety of land-based activities of 3rd Favorite Destination	727	5.85	1.401
Cultural and heritage attractions of 3rd Favorite Destination	727	5.76	1.433
Variety of nightlife and entertainment opportunities of 3rd Favorite Destination	727	5.81	1.414
Quality of diving of 3rd Favorite Destination	727	5.80	1.426
Quality of food and beverages in the 3rd Favorite Destination	727	5.89	1.402
Restaurant prices in the 3rd Favorite Destination	727	5.71	1.374
Quality of accommodation facilities of 3rd Favorite Destination	727	5.81	1.382
Accommodation prices at the 3rd Favorite Destination	727	5.67	1.415
Variety of shopping opportunities at the 3rd Favorite Destination	727	5.76	1.406
Prices in the shops at the 3rd Favorite Destination	727	5.65	1.403
Informational signage at attraction sites of 3rd Favorite Destination	727	5.72	1.384
Directional signage on the roads of 3rd Favorite Destination	727	5.62	1.406
Locals' ability to speak your language at 3rd Favorite Destination	727	5.63	1.517
Overall safety and security at the 3rd Favorite Destination	727	5.62	1.464
Locals' friendliness and hospitality at 3rd Favorite Destination	727	5.94	1.365
Overall cleanliness and hygiene at the 3rd Favorite Destination	727	5.74	1.399
Food and water safety at 3rd Favorite Destination	727	5.68	1.433
Ease of access to 3rd Favorite Destination	727	5.90	1.363
Cost of the trip to 3rd Favorite Destination	727	5.67	1.423
Taste of local food at 3rd Favorite Destination	727	5.89	1.387
Social opportunities to mingle in the 3rd Favorite Destination	727	5.74	1.370
Luxury tourism products and services at 3rd Favorite Destination	727	5.80	1.354
Ease of mobility in the 3rd Favorite Destination	727	5.75	1.404
Quality of services in restaurants in 3rd Favorite Destination	727	5.90	1.308
Quality of services in accommodation facilities at 3rd Favorite Destination	727	5.84	1.398
Quality of windsurfing at the 3rd Favorite Destination	727	5.51	1.438
Availability of eco-tourism activities at the 3rd Favorite Destination	727	5.59	1.429
Availability of island safari at 3rd Favorite Destination	727	5.61	1.449
Quality of national parks at 3rd Favorite Destination	727	5.62	1.403
Natural conservation efforts at 3rd Favorite Destination	727	5.61	1.445
Impression of Bonaire in terms of Climate and weather conditions	727	6.11	1.201
Impression of Bonaire in terms of Quality of the beaches	727	6.01	1.188
Impression of Bonaire in terms of Availability of beach facilities	727	5.81	1.265
Impression of Bonaire in terms of Variety of water activities	727	5.80	1.311
Impression of Bonaire in terms of Variety of land-based activities	727	5.66	1.397
Impression of Bonaire in terms of Variety of cultural and heritage attractions	727	5.62	1.434
Impression of Bonaire in terms of Variety of nightlife and entertainment opportunities	727	5.68	1.486

Impression of Bonaire in terms of Quality of diving	727	5.61	1.424
Impression of Bonaire in terms of Quality of food and beverages in restaurants, bars, and clubs	727	5.71	1.387
Impression of Bonaire in terms of Prices in restaurants	727	5.54	1.406
Impression of Bonaire in terms of Quality of accommodation facilities	727	5.64	1.377
Impression of Bonaire in terms of Prices of accommodations	727	5.57	1.421
Impression of Bonaire in terms of Variety of shopping opportunities	727	5.66	1.418
Impression of Bonaire in terms of Prices in the shops	727	5.52	1.456
Impression of Bonaire in terms of Informational signage at attraction sites	727	5.57	1.407
Impression of Bonaire in terms of Directional signage on the roads	727	5.49	1.469
Impression of Bonaire in terms of Locals' ability to speak in your language	727	5.55	1.466
Impression 2_Overall safety and security	727	5.93	1.275
Impression 2_Locals' friendliness and hospitality	727	5.91	1.205
Impression 2_Overall cleanliness and hygiene	727	5.75	1.290
Impression 2_Food and water safety	727	5.70	1.266
Impression 2_Ease of access to the destination	727	5.75	1.262
Impression 2_Cost of the trip to get there	727	5.65	1.355
Impression 2_Taste of local food	727	5.72	1.392
Impression 2_Social opportunities to mingle	727	5.67	1.355
Impression 2_Luxury tourism products and services	727	5.65	1.350
Impression 2_Ease of mobility in the destination	727	5.65	1.336
Impression 2_Quality of services in restaurants	727	5.67	1.369
Impression 2_Quality of services in accommodation facilities	727	5.72	1.414
Impression 2_Quality of windsurfing	727	5.59	1.431
Impression 2_Availability of eco-tourism activities	727	5.62	1.412
Impression 2_Availability of island safari	727	5.63	1.422
Impression 2_Quality of National Parks	727	5.64	1.370
Impression 2_Natural conservation efforts	727	5.62	1.398
I am familiar with Bonaire	727	5.60	1.544
Bonaire is safe and secure	727	5.74	1.217
A trip to Bonaire is affordable	727	5.58	1.281
Bonaire has a good image	727	5.69	1.239
Bonaire has high service quality	727	5.65	1.272
Bonaire has high quality tourism products	727	5.61	1.344
I intend to visit Bonaire in the near future	727	5.54	1.466
A trip to Bonaire is worth the money	727	5.61	1.370
Bonaire offers activities that I look for in a vacation	727	5.67	1.341
Bonaire offers attractions that I look for in a vacation	727	5.63	1.322
A trip to Bonaire would be worth my time	727	5.71	1.329
A trip to Bonaire would make me look good among friends and family	727	5.61	1.377
Valid N (listwise)	411		

Frequencies

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	404	55.6	55.6	55.6
	Female	306	42.1	42.1	97.8
	Do not wish to identify	16	2.2	2.2	100.0
	Total	726	99.9	100.0	
Missing	System	1	0.1		
Total		727	100.0		

Descriptives

Descriptive Statistics			
	N	Mean	Std. Deviation
Age	599	34.80	11.619
Valid N (listwise)	599		

Frequency Table

		Education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	133	18.3	18.4	18.4
	Vocational School/Associate College/University	110	15.1	15.2	33.7
	Master's or PhD	374	51.4	51.8	85.5
	Other	78	10.7	10.8	96.3
	Other	4	0.6	0.6	96.8
	Prefer not to answer	23	3.2	3.2	100.0
	Total	722	99.3	100.0	
Missing	System	5	0.7		
Total		727	100.0		

		Marital Status			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single never married	198	27.2	27.3	27.3
	Single with children	21	2.9	2.9	30.2
	Married with children	288	39.6	39.7	69.9
	Married without children	72	9.9	9.9	79.9
	Divorced/Separated	35	4.8	4.8	84.7
	Long-term relationship	85	11.7	11.7	96.4
	Other	1	0.1	0.1	96.6
	Prefer not to state	25	3.4	3.4	100.0
Total	725	99.7	100.0		
Missing	System	2	0.3		
Total		727	100.0		

Annual Income (In \$ for US and € for Netherlands)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 15,000	45	6.2	6.2	6.2
	15,000 - 24,999	38	5.2	5.2	11.4
	25,000 - 34,999	85	11.7	11.7	23.1
	35,000 - 49,999	104	14.3	14.3	37.5
	50,000 - 74,999	170	23.4	23.4	60.9
	75,000 - 99,999	113	15.5	15.6	76.4
	100,000 - 149,999	68	9.4	9.4	85.8
	150,000 - 199,999	36	5.0	5.0	90.8
	200,000 or above	23	3.2	3.2	93.9
	Prefer not to answer	44	6.1	6.1	100.0
	Total	726	99.9	100.0	
Missing	System	1	0.1		
Total		727	100.0		

Questionnaire Language

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	316	43.5	43.5	43.5
	Dutch	411	56.5	56.5	100.0
	Total	727	100.0	100.0	

US State

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Alabama	9	1.2	2.9	2.9
	Alaska	1	0.1	0.3	3.2
	Arizona	3	0.4	1.0	4.1
	California	31	4.3	9.8	14.0
	Colorado	3	0.4	1.0	14.9
	Connecticut	9	1.2	2.9	17.8
	Delaware	3	0.4	1.0	18.7
	Florida	32	4.4	10.2	28.9
	Georgia	3	0.4	1.0	29.8
	Idaho	1	0.1	0.3	30.2
	Illinois	9	1.2	2.9	33.0
	Indiana	7	1.0	2.2	35.2
	Iowa	2	0.3	0.6	35.9
	Kansas	1	0.1	0.3	36.2
	Kentucky	3	0.4	1.0	37.1
	Louisiana	4	0.6	1.3	38.4
	Maine	1	0.1	0.3	38.7
	Maryland	6	0.8	1.9	40.6
	Massachusetts	9	1.2	2.9	43.5
	Michigan	11	1.5	3.5	47.0
	Minnesota	2	0.3	0.6	47.6
	Mississippi	1	0.1	0.3	47.9
	Missouri	1	0.1	0.3	48.3
	Montana	1	0.1	0.3	48.6
	Nebraska	2	0.3	0.6	49.2
	Nevada	5	0.7	1.6	50.8
	New Hampshire	1	0.1	0.3	51.1
	New Jersey	10	1.4	3.2	54.3
	New Mexico	1	0.1	0.3	54.6
	New York	37	5.1	11.7	66.3
	North Carolina	10	1.4	3.2	69.5
Ohio	10	1.4	3.2	72.7	
Oklahoma	5	0.7	1.6	74.3	
Oregon	3	0.4	1.0	75.2	
Pennsylvania	25	3.4	7.9	83.2	
Rhode Island	4	0.6	1.3	84.4	
South Carolina	6	0.8	1.9	86.3	
South Dakota	1	0.1	0.3	86.7	
Tennessee	3	0.4	1.0	87.6	
Texas	23	3.2	7.3	94.9	
Utah	1	0.1	0.3	95.2	
Virginia	9	1.2	2.9	98.1	
Washington	3	0.4	1.0	99.0	
Wisconsin	2	0.3	0.6	99.7	
I do not reside in the United States	1	0.1	0.3	100.0	
Total		315	43.3	100.0	
Missing	System	412	56.7		
Total		727	100.0		

US Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	North East	96	13.2	30.6	30.6
	Mid West	48	6.6	15.3	45.9
	West	53	7.3	16.9	62.7
	South	117	16.1	37.3	100.0
	Total	314	43.2	100.0	
Missing	System	413	56.8		
Total		727	100.0		

US Division

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	New Englands	24	3.3	7.6	7.6
	Middle Atlantic	72	9.9	22.9	30.6
	East North Central	39	5.4	12.4	43.0
	West North Central	9	1.2	2.9	45.9
	Mountain	15	2.1	4.8	50.6
	Pacific	38	5.2	12.1	62.7
	West South Central	32	4.4	10.2	72.9
	East South Central	16	2.2	5.1	78.0
	South Atlantic	69	9.5	22.0	100.0
	Total	314	43.2	100.0	
Missing	System	413	56.8		
Total		727	100.0		

LATENT DEMAND SURVEY



REGRESSION MODELS

Constructs' Contents	Abbreviations	Definition
Water Impression of Bonaire in terms of Quality of the beaches Impression of Bonaire in terms of Availability of beach facilities Impression of Bonaire in terms of Quality of water activities Impression of Bonaire in terms of Quality of windsurfing Impression of Bonaire in terms of Quality of diving	Terms R-SQ S.E. DW Tlrrce Sig. df Interactn LLCI ULCI STD ETA-SQ F t R2-chng	R-Square Standard Errors Durbin-Watson Tolerance P-value Degree of Freedom Interaction Lower Limit Confidence Interval Upper Limit Confidence Interval Partial Eta Squared Fisher ratio t-student R-Square Change
ECO Impression of Bonaire in terms of Availability of eco-tourism activities Impression of Bonaire in terms of Availability of island safar. Impression of Bonaire in terms of Quality of National Parks Impression of Bonaire in terms of Natural conservation efforts		
Tourist activities Impression of Bonaire in terms of Variety of land-based activities Impression of Bonaire in terms of Variety of cultural and heritage attractions Impression of Bonaire in terms of Variety of nightlife and entertainment opportunities Impression of Bonaire in terms of Social opportunities to mingle		
Restaurants Impression of Bonaire in terms of Quality of food and beverages in restaurants, bars, and clubs; Impression of Bonaire in terms of Prices in restaurants Impression of Bonaire in terms of Taste of local food Impression of Bonaire in terms of Food and water safety		
Shopping Impression of Bonaire in terms of Quality of services in restaurants Impression of Bonaire in terms of Variety of shopping opportunities Impression of Bonaire in terms of Prices in the shops Impression of Bonaire in terms of Luxury tourism products and services		
Accommodations Impression of Bonaire in terms of Quality of accommodation facilities Impression of Bonaire in terms of Prices of accommodations Impression of Bonaire in terms of Quality of services in accommodation facilities		
Locals Impression of Bonaire in terms of Locals' ability to speak in your language Impression of Bonaire in terms of Overall safety and security Impression of Bonaire in terms of Locals' friendliness and hospitality Impression of Bonaire in terms of Overall cleanliness and hygiene		
Mobility and Access Impression of Bonaire in terms of Informational signage at attraction sites Impression of Bonaire in terms of Directional signage on the roads Impression of Bonaire in terms of Ease of mobility in the destination Impression of Bonaire in terms of Ease of access to the destination Impression of Bonaire in terms of Cost of the trip to get there		

Abbreviations	Definition
Terms R-SQ S.E. DW Tlrrce Sig. df Interactn LLCI ULCI STD ETA-SQ F t R2-chng	R-Square Standard Errors Durbin-Watson Tolerance P-value Degree of Freedom Interaction Lower Limit Confidence Interval Upper Limit Confidence Interval Partial Eta Squared Fisher ratio t-student R-Square Change
Independent Composites Water ECO TrstActy Restbrt Shpping Accomdmn Locals MblnAcc	Water ECO Tourist activities Restaurants Shopping Accommodations Locals Mobility and Access
Dependent Variables BhIntent WorthMny ActLooK AtracloK WorthTim LookGood	I intend to visit Bonaire in the near future A trip to Bonaire is worth the money Bonaire offers activities that I look for in a vacation Bonaire offers attractions that I look for in a vacation A trip to Bonaire would be worth my time A trip to Bonaire would make me look good among friends and family
Moderation Variables BnPrWst Country	Bonaire Previous Visit (Yes, No) Country (US, Dutch)
Differences Tests DIFF-LuxYPdSr DIFF-OvLsAfSc DIFF-EaseAcc DIFF-CostTrip	Impression of Bonaire in terms of Luxury tourism products and services Impression of Bonaire in terms of Overall safety and security Impression of Bonaire in terms of Ease of access to the destination Impression of Bonaire in terms of Cost of the trip to get there

MainModel

	R	R-SQ	S.E.	DW		
	0.693	0.481	1.062	1.694		
	Estimate	S.E.	Beta	t	Sig.	Tlrnce
(Constant)	0.315	0.223		1.414	0.158	
Water	-0.002	0.085	-0.002	-0.024	0.981	0.184
ECO	0.287	0.056	0.250	5.117	0.000	0.303
TrstActy	0.152	0.073	0.126	2.084	0.038	0.198
Restnt	0.135	0.105	0.104	1.290	0.197	0.111
Shppng	-0.121	0.072	-0.099	-1.685	0.092	0.208
Accommdn	0.120	0.080	0.099	1.494	0.136	0.165
Locals	0.189	0.071	0.145	2.674	0.008	0.244
MbilnAcc	0.161	0.095	0.126	1.696	0.090	0.132

Moderations

	R	R-SQ	F	df1	df2	Sig.
	0.632	0.400	160.611	3	723	0.000
	R2-chng	0.003	3.611	1	723	0.058

	Estimate	S.E.	t	Sig.	LLCI	ULCI
(Constant)	0.652	0.649	1.004	0.316	-0.622	1.927
BnPrvVst	0.451	0.403	1.117	0.264	-0.341	1.243
Accommdn	0.943	0.112	8.458	0.000	0.724	1.162
Interctn	-0.133	0.070	-1.900	0.058	-0.270	0.004

	Effect	S.E.	t	Sig.	LLCI	ULCI
BnPrvVst						
Yes	0.810	0.050	16.154	0.000	0.712	0.909
No	0.678	0.049	13.923	0.000	0.582	0.773

	R	R-SQ	F	df1	df2	Sig.
	0.627	0.393	156.062	3	723.000	0.000
	R2-chng	0.003	3.283	1	723.000	0.070

	Estimate	S.E.	t	Sig.	LLCI	ULCI
(Constant)	-0.580	0.830	-0.698	0.485	-2.209	1.050
Country	1.042	0.464	2.247	0.025	0.132	1.953
TrstActy	1.012	0.138	7.315	0.000	0.741	1.284
Interctn	-0.142	0.079	-1.812	0.070	-0.297	0.012

	Effect	S.E.	t	Sig.	LLCI	ULCI
Country						
US	0.870	0.066	13.223	0.000	0.741	0.999
Dutch	0.728	0.043	16.977	0.000	0.644	0.812

MainModel

	R	R-SQ	S.E.	DW		
	0.705	0.498	0.977	1.799		
	Estimate	S.E.	Beta	t	Sig.	Tlrnce
(Constant)	0.559	0.205		2.733	0.006	
Water	0.061	0.078	0.048	0.784	0.433	0.184
ECO	0.217	0.052	0.202	4.206	0.000	0.303
TrstActy	0.148	0.067	0.131	2.198	0.028	0.198
Restnt	0.143	0.096	0.118	1.488	0.137	0.111
Shppng	-0.087	0.066	-0.077	-1.321	0.187	0.208
Accommdn	0.085	0.074	0.075	1.157	0.247	0.165
Locals	0.177	0.065	0.145	2.719	0.007	0.244
MbilnAcc	0.146	0.087	0.122	1.667	0.096	0.132

Moderation

	R	R-SQ	F	df1	df2	Sig.
	0.644	0.414	170.376	3	723	0.000
	R2-chng	0.002	2.776	1	723	0.096
	Estimate	S.E.	t	Sig.	LLCI	ULCI
(Constant)	2.523	0.651	3.878	0.000	1.245	3.800
Country	-0.489	0.376	-1.301	0.194	-1.227	0.249
ECO	0.519	0.110	4.732	0.000	0.304	0.735
Interctn	0.107	0.064	1.666	0.096	-0.019	0.233
Country	Effect	S.E.	t	Sig.	LLCI	ULCI
US	0.626	0.051	12.207	0.000	0.526	0.727
Dutch	0.734	0.039	18.909	0.000	0.657	0.810

MainModel

R	R-SQ	S.E.	DW
0.723	0.523	0.931	1.718

	Estimate	S.E.	Beta	t	Sig.	Trnce
(Constant)	0.609	0.195		3.121	0.002	
Water	0.096	0.074	0.077	1.289	0.198	0.184
ECO	0.287	0.049	0.274	5.850	0.000	0.303
TrstActy	0.046	0.064	0.041	0.713	0.476	0.198
Restnt	0.171	0.092	0.144	1.861	0.063	0.111
Shppng	0.041	0.063	0.036	0.646	0.519	0.208
Accommdn	0.048	0.070	0.043	0.684	0.494	0.165
Locals	0.114	0.062	0.095	1.832	0.067	0.244
MbilnAcc	0.091	0.083	0.078	1.094	0.274	0.132

Moderation

R	R-SQ	F	df1	df2	Sig.
0.678	0.460	205.006	3	723	0.000
R2-chng	0.005	6.586	1	723	0.010

	Estimate	S.E.	t	Sig.	LLCI	ULCI
(Constant)	2.894	0.611	4.734	0.000	1.694	4.094
Country	-0.745	0.353	-2.109	0.035	-1.438	-0.052
ECO	0.461	0.103	4.469	0.000	0.258	0.663
Interctn	0.155	0.060	2.566	0.010	0.036	0.274

Country	Effect	S.E.	t	Sig.	LLCI	ULCI
US	0.616	0.048	12.772	0.000	0.521	0.711
Dutch	0.771	0.036	21.149	0.000	0.699	0.843

MainModel						
	R	R-SQ	S.E.	DW		
	0.733	0.538	0.904	1.794		
	Estimate	S.E.	Beta	t	Sig.	Tlrnce
(Constant)	0.718	0.189		3.789	0.000	
Water	-0.017	0.072	-0.014	-0.239	0.811	0.184
ECO	0.268	0.048	0.259	5.627	0.000	0.303
TrstActy	0.029	0.062	0.027	0.470	0.638	0.198
Restnt	0.253	0.089	0.217	2.845	0.005	0.111
Shppng	-0.024	0.061	-0.022	-0.388	0.698	0.208
Accommdn	0.192	0.068	0.176	2.817	0.005	0.165
Locals	0.040	0.060	0.034	0.660	0.509	0.244
MbilnAcc	0.129	0.081	0.111	1.591	0.112	0.132
Moderations						
	R	R-SQ	F	df1	df2	Sig.
	0.679	0.461	206.227	3	723	0.000
	R2-chng	0.001	1.975	1	723	0.160
	Estimate	S.E.	t	Sig.	LLCI	ULCI
(Constant)	2.695	0.512	5.268	0.000	1.691	3.700
BnPrvVst	-0.652	0.326	-1.998	0.046	-1.293	-0.011
ECO	0.576	0.088	6.530	0.000	0.403	0.750
Interctn	0.080	0.057	1.406	0.160	-0.032	0.191
BnPrvVst	Effect	S.E.	t	Sig.	LLCI	ULCI
Yes	0.656	0.039	16.780	0.000	0.579	0.733
No	0.735	0.041	17.952	0.000	0.655	0.816
	R	R-SQ	F	df1	df2	Sig.
	0.703	0.495	235.953	3	723	0.000
	R2-chng	0.001	1.641	1	723	0.201
	Estimate	S.E.	t	Sig.	LLCI	ULCI
(Constant)	2.009	0.562	3.572	0.000	0.905	3.113
BnPrvVst	-0.661	0.358	-1.850	0.065	-1.363	0.041
Restnt	0.695	0.097	7.168	0.000	0.505	0.886
Interctn	0.079	0.062	1.281	0.201	-0.042	0.201
BnPrvVst	Effect	S.E.	t	Sig.	LLCI	ULCI
Yes	0.774	0.043	17.969	0.000	0.690	0.859
No	0.854	0.044	19.214	0.000	0.766	0.941
	R	R-SQ	F	df1	df2	Sig.
	0.644	0.415	170.814	3	723	0.000
	R2-chng	0.002	2.018	1	723	0.156
	Estimate	S.E.	t	Sig.	LLCI	ULCI
(Constant)	2.454	0.610	4.022	0.000	1.256	3.652
BnPrvVst	-0.773	0.395	-1.955	0.051	-1.549	0.003
Locals	0.606	0.103	5.878	0.000	0.404	0.809
Interctn	0.095	0.067	1.420	0.156	-0.036	0.227
BnPrvVst	Effect	S.E.	t	Sig.	LLCI	ULCI
Yes	0.702	0.045	15.519	0.000	0.613	0.791
No	0.797	0.050	16.061	0.000	0.700	0.895
	R	R-SQ	F	df1	df2	Sig.
	0.677	0.459	204.445	3	723	0.000
	R2-chng	0.004	5.093	1	723	0.024
	Estimate	S.E.	t	Sig.	LLCI	ULCI
(Constant)	2.782	0.603	4.611	0.000	1.597	3.966
Country	-0.664	0.349	-1.907	0.057	-1.349	0.020
ECO	0.483	0.102	4.752	0.000	0.284	0.683
Interctn	0.135	0.060	2.257	0.024	0.018	0.252
Country	Effect	S.E.	t	Sig.	LLCI	ULCI
US	0.618	0.048	12.989	0.000	0.525	0.711
Dutch	0.753	0.036	20.923	0.000	0.682	0.823

MainModel

R	R-SQ	S.E.	DW
0.715	0.512	0.934	1.761

	Estimate	S.E.	Beta	t	Sig.	Tlrnce
(Constant)	0.805	0.196		4.113	0.000	
Water	-0.062	0.075	-0.051	-0.837	0.403	0.184
ECO	0.233	0.049	0.224	4.724	0.000	0.303
TrstActy	0.071	0.064	0.065	1.114	0.266	0.198
Restnt	0.145	0.092	0.123	1.579	0.115	0.111
Shppng	0.098	0.063	0.088	1.545	0.123	0.208
Accommdn	0.131	0.070	0.119	1.856	0.064	0.165
Locals	0.189	0.062	0.160	3.038	0.002	0.244
MbilnAcc	0.062	0.084	0.053	0.741	0.459	0.132

Moderations

R	R-SQ	F	df1	df2	Sig.
0.658	0.432	183.656	3	723	0.000
R2-chng	0.006	7.803	1	723	0.005

	Estimate	S.E.	t	Sig.	LLCI	ULCI
(Constant)	3.380	0.621	5.443	0.000	2.161	4.599
Country	-0.913	0.359	-2.543	0.011	-1.617	-0.208
ECO	0.402	0.105	3.842	0.000	0.197	0.608
Interctn	0.172	0.061	2.793	0.005	0.051	0.292

Country	Effect	S.E.	t	Sig.	LLCI	ULCI
US	0.574	0.049	11.716	0.000	0.478	0.670
Dutch	0.745	0.037	20.129	0.000	0.673	0.818

R	R-SQ	F	df1	df2	Sig.
0.651	0.424	177.380	3	723	0.000
R2-chng	0.003	4.345	1	723	0.037

	Estimate	S.E.	t	Sig.	LLCI	ULCI
(Constant)	2.624	0.716	3.666	0.000	1.219	4.030
Country	-0.821	0.416	-1.976	0.049	-1.637	-0.005
Locals	0.529	0.119	4.452	0.000	0.296	0.763
Interctn	0.146	0.070	2.084	0.037	0.008	0.283

Country	Effect	S.E.	t	Sig.	LLCI	ULCI
US	0.675	0.056	12.148	0.000	0.566	0.784
Dutch	0.821	0.042	19.395	0.000	0.738	0.904

R	R-SQ	F	df1	df2	Sig.
0.667	0.445	193.536	3	723	0.000
R2-chng	0.002	2.777	1	723	0.096

	Estimate	S.E.	t	Sig.	LLCI	ULCI
(Constant)	2.205	0.696	3.168	0.002	0.839	3.572
Country	-0.529	0.400	-1.325	0.186	-1.314	0.255
MbilnAcc	0.594	0.118	5.040	0.000	0.363	0.825
Interctn	0.114	0.069	1.666	0.096	-0.020	0.249

Country	Effect	S.E.	t	Sig.	LLCI	ULCI
US	0.708	0.055	12.814	0.000	0.600	0.817
Dutch	0.823	0.041	20.191	0.000	0.743	0.903

MainModel

	R	R-SQ	S.E.	DW		
	0.694	0.482	0.996	1.779		
	Estimate	S.E.	Beta	t	Sig.	Tlrnce
(Constant)	0.632	0.209		3.027	0.003	
Water	0.055	0.080	0.043	0.686	0.493	0.184
ECO	0.215	0.053	0.200	4.094	0.000	0.303
TrstActy	-0.048	0.068	-0.043	-0.706	0.480	0.198
Restnt	0.042	0.098	0.034	0.425	0.671	0.111
Shppng	0.144	0.067	0.125	2.128	0.034	0.208
Accommdn	0.154	0.075	0.135	2.048	0.041	0.165
Locals	0.149	0.066	0.122	2.242	0.025	0.244
MbilnAcc	0.169	0.089	0.141	1.901	0.058	0.132

Moderations

	R	R-SQ	F	df1	df2	Sig.
	0.648	0.420	174.256	3	723	0.000
	R2-chng	0.002	2.833	1	723	0.093

	Estimate	S.E.	t	Sig.	LLCI	ULCI
(Constant)	0.878	0.599	1.465	0.143	-0.299	2.055
BnPrvVst	0.420	0.373	1.128	0.260	-0.311	1.151
Accommdn	0.887	0.103	8.617	0.000	0.685	1.090
Interctn	-0.109	0.065	-1.683	0.093	-0.235	0.018

BnPrvVst	Effect	S.E.	t	Sig.	LLCI	ULCI
Yes	0.779	0.046	16.810	0.000	0.688	0.870
No	0.670	0.045	14.911	0.000	0.582	0.758

	R	R-SQ	F	df1	df2	Sig.
	0.633	0.400	160.705	3	723	0.000
	R2-chng	0.001	1.596	1	723	0.207

	Estimate	S.E.	t	Sig.	LLCI	ULCI
(Constant)	0.354	0.728	0.486	0.627	-1.075	1.783
Country	0.688	0.414	1.660	0.097	-0.126	1.502
Shppng	0.883	0.123	7.163	0.000	0.641	1.125
Interctn	-0.090	0.071	-1.263	0.207	-0.230	0.050

Country	Effect	S.E.	t	Sig.	LLCI	ULCI
US	0.793	0.058	13.649	0.000	0.679	0.908
Dutch	0.703	0.041	17.112	0.000	0.623	0.784

Descriptive

BnPrivVst		Mean	STD
Yes	US	6.024	1.255
	Dutch	5.530	1.440
	Total	5.695	1.399
No	US	5.826	1.072
	Dutch	5.344	1.480
	Total	5.606	1.295
Total	US	5.905	1.151
	Dutch	5.457	1.457
	Total	5.652	1.350

Model

Source	Type III Sum	df	Mean Square	F	Sig.	ETA-SQ
Corrected Model	42.138	3	14.046	7.929	0.000	0.032
Intercept	22035.292	1	22035.292	12438.561	0.000	0.945
BnPrivVst	6.280	1	6.280	3.545	0.060	0.005
Country	40.691	1	40.691	22.969	0.000	0.031
BnPrivVst × Country	0.006	1	0.006	0.003	0.956	0.000
Error	1280.817	723	1.772			
Total	24547.000	727				
Corrected Total	1322.955	726				

R-SQ = 0.032

Descriptive

BnPrvVst		Mean	STD
Yes	US	6.016	1.200
	Dutch	5.598	1.324
	Total	5.737	1.298
No	US	5.942	1.104
	Dutch	5.538	1.322
	Total	5.757	1.223
Total	US	5.972	1.142
	Dutch	5.574	1.322
	Total	5.747	1.262

Model

Source	Type III Sum	df	Mean Square	F	Sig.	ETA-SQ
Corrected Model	28.966	3	9.655	6.197	0.000	0.025
Intercept	22757.398	1	22757.398	14606.401	0.000	0.953
BnPrvVst	0.765	1	0.765	0.491	0.484	0.001
Country	28.895	1	28.895	18.546	0.000	0.025
BnPrvVst × Country	0.008	1	0.008	0.005	0.943	0.000
Error	1126.465	723	1.558			
Total	25166.000	727				
Corrected Total	1155.431	726				

R-SQ = 0.025

Descriptive

BnPrivVst		Mean	STD
Yes	US	6.048	1.320
	Dutch	5.502	1.412
	Total	5.684	1.404
No	US	5.774	1.176
	Dutch	5.431	1.417
	Total	5.617	1.301
Total	US	5.883	1.240
	Dutch	5.474	1.413
	Total	5.652	1.355

Model

Source	Type III Sum	df	Mean Square	F	Sig.	ETA-SQ
Corrected Model	35.979	3	11.993	6.686	0.000	0.027
Intercept	22095.046	1	22095.046	12316.901	0.000	0.945
BnPrivVst	5.070	1	5.070	2.826	0.093	0.004
Country	33.655	1	33.655	18.761	0.000	0.025
BnPrivVst × Country	1.762	1	1.762	0.982	0.322	0.001
Error	1296.975	723	1.794			
Total	24557.000	727				
Corrected Total	1332.955	726				

R-SQ = 0.027

BIG DATA ANALYTICS



DECISION TREE

First Time versus Repeat Visitors

Important Variables

1 Occupation	1
2 Age	0.53
3 Country	0.52
4 Purpose Type of	0.34
5 accommodation	0.25
6 Booking	0.17

Misclassification Rate

27%

Node 1

Probability	0.87
Country:	Dutch or Europe (other)
Age category:	24-44 and/or 18-24
Occupation:	Professional, Non-economic or Entrepren

Node 2

Probability	0.87
Occupation:	Entrepreneur
Age category:	45-64

Node 3

Probability	0.85
Accommodation:	Hotel or Apartment
Occupation:	Non-Economic or Entrepreneur
Age:	24-44
Country:	US Latin America or Dutch

Repeat Visitors

Node 1

Probability: 0.94
Occupation: Students
Age: 15-24

Node 2

Probability: 0.82
Accommodation: Own property or friends and family
Occupation: Professor or Non-Economic
Country: Latin America or Dutch

Node 3

Probability: 0.83
Occupation: Professional or Entrepreneur
Country: Dutch, US or Neighboring Islands
Booking: Tour operator, Online or Air/Hotel packag
Age: Less than 44 years old

Purpose of Vacation: Water Activities

- 1 Important Variables
- 2 Number of Days
- 3 Frequency of Visit
- 4 Gender
- 5 Source of Information
- 6 Occupation
- 7 Booking
- 8 Age

Misclassification rate:
0.3

Node 1

Probability: 0.65
Occupation: {professional Noneconomic or Entrepreneurial
Frequency: 3-9 times
Length of stay: 1 week or less
Gender: Male

Node 2

Probability: 0.65
Gender: Female
Frequency: 3-9 times
Booking: Local operator or Air/Hotel package

Node 3

Probability: 0.65
Gender: Male
Occupation: Professional
Frequency: 2 times
Length of stay: 1 week or less
Source of Information: Bonaire website or Dive shop

Purpose of Travel: Business

Probability: 0.77
Frequency of visit: 3-9 times
Length of Stay: 1 week or less
Source of Information: Internet, Friends and Family or Dive Shop

BIG DATA ANALYTICS



TEXT MINING

Text Analysis From Trip Advisor

Word	Freq	Weight	# Documents
Dive	1611	0.297	538

Words Association

Center

Town

Information

Bonaire

Web

Tip

Nice

History

Large

Word	Freq	Weight	# Documents
Hotels	5444	0.204	814

Words Associaton

Bonaire

Center

Resort

Good

Worth

Family

Wi-Fi

Free

Word	Freq	Weight	# Documents
Bonaire	10186	0.126	2140

Words Association

Town

Center

History

Nice

Information Tip

Web

Time

Info

Word	Freq	Weight	# Documents
Environent	160	0.452	97

Words Associaton

Suitable

First

Island

Activity

Friend

Different

Experience

Time

Great

Word	Freq	Weight	# Documents
Nature	209	0.371	170

Words Associaton

Trip

Free

Place

Find

Info

Center

History

Information Tip

Family

Word	Freq	Weight	# Documents
Return	4440	0.682	105

Words Associaton

Start

Snorkel

Time

Friend

Offer

Great

Special

First

Island

Word	Freq	Weight	# Documents
Value	1334	0.521	462

Words Associaton

Free

Place

Attraction

Find

Info

Centre

History

Information Tip

Trip

Word	Freq	Weight	# Documents
Cruise	892	0.414	202

Words Associaton

Info

Town

Home

History

Museum

Nice

Information Tip

Time

Word	Freq	Weight	# Documents
Ocean	269	0.476	111

Words Associaton

Find

Experience

Time

Town

Home

Nice

Information Tip

Caribbean

Word	Freq	Weight	# Documents
web	2280	0.058	2101

Words Associaton

Info

Town

Center

History

Nice

Information Tip

Bonaire

Time

Word	Freq	Weight	# Documents
Price	2407	0.285	438

Words Associaton

Time

Info

Center

History

Nice

Information Tip

Web

Bonaire

Find

Cluster Analysis and Word Association TripAdvisor

Beach Lovers 36 % of comments

Beach, Bonaire, Flamingo, Kralendijk, Local, Marina, resort, Review, Tour, Internet, Caribbean, Original

Repeaters 5% of comments

Return, Value, Close, Right duration, Group, Location, Language

Price Conscious Diver 50% of comments

Attraction, Book, Change, Discount, Dive, Find, Good hotel, Price, Location

Business Travelers 7% of comments

Business, Attend, Environment, Create, Functionality, Learn, Prepare, Experience, Internet access

ECONOMIC GROWTH



SCENARIOS

Estimation of economic growth 2016-2021

The estimation is based on available data associated with the nominal gross domestic product (NGDP), and on scenarios of estimated tourist arrivals. The data on the NGDP is first decomposed into a trend and a cycle component using the Christiano-Fitzgerald filtering technique. This method is often used to decompose annual data. The resultant decomposed series are then forecasted using different methodologies. In the case of the trend component, the data is extrapolated using an average growth rate between 2011 and 2015 (5 years). This approach is chosen due to the stability of the data. This stability is valued, as the series does not demonstrate unpredictable variations. The forecast of the cycle component is more complicated as this series has a volatile development. To extrapolate the progress of this component, we use the cycle of the simulated development in the cycle of the number of stay-over visitors. The cyclical development of the latter acts as a reference indicator to the NGDP cycle growth. After calculating the future values of both elements, the trend and cycle components of NGDP are brought together to construct the forecast of NGDP.

Year	Arrivals	NGDP_T	NGDP_C	NGDP	Arrivals_C
2000	51269	292.5	5.6256	298.1	1584.5
2001	50395	299.3	1.7330	301	-2036.3
2002	52085	307.0	-5.5611	301.4	-3347.0
2003	62179	316.7	-3.9361	312.8	3564.7
2004	63156	328.9	-3.7800	325.1	1786.7
2005	62550	343.0	-5.2500	337.8	-1109.6
2006	63552	358.3	-6.2977	352	-2181.9
2007	74309	372.8	1.8668	374.7	6645.7
2008	74342	383.9	24.5426	408.4	5173.0
2009	66998	388.9	10.1295	399	-4039.5
2010	70539	389.3	0.4944	389.8	-4345.1
2011	76054	388.2	-7.4193	380.8	-5622.7
2012	82000	388.7	-16.7474	372	-9687.1
2013	103247	392.8	-5.8365	387	-1038.9
2014	130000	399.7	3.2504	403	12708.8
2015	137000	407.8	7.1857	415	8645.3
2016	138492	412.9	1.1031	414.0	1327.1
2017	140000	418.0	-3.9858	414.0	-4795.4
2018	147000	423.2	-4.5988	418.6	-5532.9
2019	162068	428.4	0.9747	429.4	1172.7
2020	170171	433.8	0.5461	434.3	657.0
2021	178679	439.1	0.3914	439.5	470.9

Note: the extensions _T and _C indicate, respectively trend and cycle series of NGDP.

Analysis of arrivals and nominal GDP data: stationarity, cointegration and causality

Data on arrivals and nominal GDP were analyzed for long-term relationship and causality on the aggregate, as well as on a disaggregated level. For the latter, the data were decomposed into a trend and a cycle component by applying a Christiano-Fitzgerald filter. Subsequently, the data was standardized to achieve consistency among the different variables. Beforehand, the data were analyzed for stationarity using two frequently used tests - which are the Augmented Dickey-Fuller and the Philips-Perron tests. Series that are stationary are less volatile, and have, among others, a constant mean and variance. The test results indicate that the analyzed series were showing signs of significant volatility (see Table 1).

Unit root test		ADR	PP	Conclusion
SD_LARR	Level	0.372	-1.004	I(1)
	First diff	-2.026 **	1.720 *	
SD_LGDP	Level	-1.004	-1.165	I(1)
	First diff	-1.72 *	-1.756 *	
SD_LARR_CF	Level	0.222	-1.208	I(2)
	First diff	-0.837	-1.130	
	Second diff	-1.014	-1.646 *	
SD_LGDP_CF	Level	-1.208	-1.561	I(1)
	First diff	-1.130	-1.661 *	
SD_LARR_T	Level	-0.439	-0.673	I(1)
	First diff	-2.820 ***	-2.641 **	
SD_LGDP_T	Level	-0.673	-0.823	I(1)
	First diff	-2.641 **	-2.607 **	

Note: _CF and _T indicate, respectively, cycles and trends. *, **, and *** indicate significance at, respectively, the 10%, 5%, and 1% levels.

Cointegration test results for assessing the long-term relationships are provided in Table 2. The results indicate a long-term relationship between the trend of arrivals and the nominal GDP.

Cointegration tests

	tau-statistic	Significance	Conclusion
SD_LARR	-1.807353		No evidence of a long-term relationship
SD_LGDP	-1.976831		No evidence of a long-term relationship
SD_LARR_CF	-1.137855		No evidence of a long-term relationship
SD_LGDP_CF	-1.795652		No evidence of a long-term relationship
SD_LARR_T	-4.06372	**	Evidence of a long-term relationship
SD_LGDP_T	-3.969448	**	Evidence of a long-term relationship

Note: ** denotes significance at the 5% level.

A third test had been applied to both arrival and nominal GDP data in order to determine the causality between both types of data. For this purpose, simple Granger causality tests were applied to the data. The results are provided in Table 3. The results show that while the aggregated data on arrivals and nominal GDP showed no causal relationships in both directions (SD_ARR ---> LGDP and SD_GDP ---> LARR), the disaggregated data showed strong bi-directional causality at the cycle level (SD_ARR_C ---> LGDP_C and SD_GDP_C ---> LARR_C), and weak causality at the trend level (SD_ARR_T ---> LGDP_T and SD_GDP_T ---> LARR_T).

Table: Causality between arrivals and nominal GDP

	Lag =1	Lag =2	Lag =3	Conclusion
SD_ARR ---> LGDP	0.56729	2.9564	2.31674	No causality
SD_GDP ---> LARR	3.11458	1.27348	1.15698	No causality
SD_ARR_CF ---> LGDP_CF	3.9615 *	9.01038 ***	555.468 ***	Strong causality
SD_GDP_CF ---> LARR_CF	15.8681 ***	17.0044 ***	188.991 ***	Strong causality
SD_ARR_T ---> LGDP_T	0.56443	3.50923 *	0.04427	weak causality
SD_GDP_T ---> LARR_T	5.80173 **	5.68354 **	1.69917	weak causality

Note: *, **, and *** indicate significance at the 10%, 5%, and 1% levels.

QUALITY OF LIFE SCENARIO (NIBUD)



SCENARIOS

Scenarios regarding NIBUD minimum household's budget estimates spawned by tourism's growth

The recommended tourism demand revealed in the report is based on the stated preference of the local residents for measured growth and responds to the needs of the industry, the capitalization of the infrastructure (airport and harbor), and the need to improve the QOL of Bonairians. The report considers QOL as an important departure point from tourist receipts in determining the necessary amount of additional arrivals that Bonaire will need to attract in order to improve the QOL of its residents.

Quality of life is underpinned in its material dimension as revealed in the quality of life survey. The measurement used is the subsistence level as estimated by the Dutch NIBUD.* Based on the subsistence level of US\$1462.00 (adjusted with an annual inflation of 2%), the destination would need to attract nearly 30,000 arrivals in the first four years. For a female with a subsistence level of US\$1475.00, the destination would need to attract nearly 34,000 tourists in the first year. However, from year five to nine there is no further need to consider these two groups since the projected 5% growth would compensate for the subsistence level. In the case of a couple with a child (based on an adjusted US\$2,295.00), the amount of tourists required is much larger, exceeding the 700,000 arrivals.

The scenarios revealed in the tables below are based on assumptions described within the table. These assumptions are prompted by estimates grounded on Bonaire's past economic and tourism observations, NIBUD and CBS data as well as the study's own survey results.

The assumptions are as follows:

Assumptions	
Arrivals	140,000
Annual growth in arrivals	5.0%
Average spending per day (base scenario)	\$188
Average spending per day (growth scenario-phase 1: year 4,5,6)	\$198
Average spending per day (growth scenario-phase 2: year 7,8,9)	\$208
Average nights spent	8.7
Leakage	50%
Number of household	7,000
Minimum subsistence wage (2013)	\$2,863
Minimum subsistence wage (2016)	\$2,868
Annual inflation	2.0%

* NIBUD (2014). Minimum voorbeeldbegrotingen voor Bonaire.

Tourism receipts (in US\$ million) --different scenarios (1 man)											
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	
Gross											
Tourism receipts (in US\$) --Base scenario	\$229.0	\$240.4	\$252.5	\$265.1	\$278.3	\$292.2	\$306.9	\$322.2	\$338.3	\$355.2	
Tourism receipts (in US\$) --Dynamic scenario	\$229.0	\$240.4	\$252.5	\$265.1	\$293.1	\$307.8	\$339.3	\$356.5	\$374.3	\$393.0	
Change based on difference between scenarios	\$0.0	\$0.0	\$0.0	\$0.0	\$14.8	\$15.5	\$32.5	\$34.3	\$36.0	\$37.8	
Corrected for leakage											
Tourism receipts (in US\$) --Base scenario (incl. leakage)	\$114.5	\$120.2	\$126.2	\$132.5	\$139.2	\$146.1	\$153.4	\$161.1	\$169.2	\$177.6	
Tourism receipts (in US\$) --Dynamic scenario (incl. leakage)	\$114.5	\$120.2	\$126.2	\$132.5	\$146.6	\$153.9	\$169.7	\$178.2	\$187.2	\$196.5	
Change based on difference between scenarios	\$0.0	\$0.0	\$0.0	\$0.0	\$7.4	\$7.8	\$16.2	\$17.1	\$18.0	\$18.9	
Tourism income (incl. leakage) versus minimum subsistence income (Base scenario)											
Tourism receipts (in US\$) --Dynamic scenario (incl. leakage)	\$114.5	\$120.2	\$126.2	\$132.5	\$139.2	\$146.1	\$153.4	\$161.1	\$169.2	\$177.6	
Minimum subsistence income	\$125.5	\$128.0	\$130.6	\$133.2	\$135.8	\$138.6	\$141.3	\$144.2	\$147.0	\$150.0	
Deficit (-)/surplus(+)	-\$11.0	-\$7.8	-\$4.3	-\$0.6	\$3.3	\$7.6	\$12.1	\$16.9	\$22.1	\$27.6	
Total number of tourists needed to balance	153,454	156,523	159,654	162,847	166,104	169,426	172,814	176,271	179,796	183,392	
Estimated number of tourists visiting already	140,000	147,000	154,350	162,068	170,171	178,679	187,613	196,994	206,844	217,186	
Additional number of tourists needed to balance	13,454	9,523	5,304	779	-4,067	-9,254	-14,799	-20,723	-27,048	-33,794	
Tourism income (incl. leakage) versus minimum subsistence income (Dynamic scenario)											
Tourism receipts (in US\$) --Base scenario (incl. leakage)	\$114.5	\$120.2	\$126.2	\$132.5	\$146.6	\$153.9	\$169.7	\$178.2	\$187.2	\$196.5	
Minimum subsistence income	\$125.5	\$128.0	\$130.6	\$133.2	\$135.8	\$138.6	\$141.3	\$144.2	\$147.0	\$150.0	
Deficit (-)/surplus(+)	-\$11.0	-\$7.8	-\$4.3	-\$0.6	\$10.7	\$15.3	\$28.3	\$34.1	\$40.1	\$46.5	
Total number of tourists needed to balance	153,454	156,523	159,654	162,847	157,715	160,869	164,086	159,322	162,508	165,758	
Estimated number of tourists visiting already	140,000	147,000	154,350	162,068	170,171	178,679	187,613	196,994	206,844	217,186	
Additional number of tourists needed to balance	13,454	9,523	5,304	779	-12,456	-17,810	-23,527	-37,673	-44,336	-51,428	

Tourism receipts (in US\$ million) --different scenarios (1 woman)	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Gross										
Tourism receipts (in US\$) --Base scenario	\$229.0	\$240.4	\$252.5	\$265.1	\$278.3	\$292.2	\$306.9	\$322.2	\$338.3	\$355.2
Tourism receipts (in US\$) --Dynamic scenario	\$229.0	\$240.4	\$252.5	\$265.1	\$293.1	\$307.8	\$339.3	\$356.5	\$374.3	\$393.0
Change based on difference between scenarios	\$0.0	\$0.0	\$0.0	\$0.0	\$14.8	\$15.5	\$32.5	\$34.3	\$36.0	\$37.8
Corrected for leakage										
Tourism receipts (in US\$) --Base scenario (incl. leakage)	\$114.5	\$120.2	\$126.2	\$132.5	\$139.2	\$146.1	\$153.4	\$161.1	\$169.2	\$177.6
Tourism receipts (in US\$) --Dynamic scenario (incl. leakage)	\$114.5	\$120.2	\$126.2	\$132.5	\$146.6	\$153.9	\$169.7	\$178.2	\$187.2	\$196.5
Change based on difference between scenarios	\$0.0	\$0.0	\$0.0	\$0.0	\$7.4	\$7.8	\$16.2	\$17.1	\$18.0	\$18.9
Tourism income (incl. leakage) versus minimum subsistence income (Base scenario)										
Tourism receipts (in US\$) --Base scenario (incl. leakage)	\$114.5	\$120.2	\$126.2	\$132.5	\$139.2	\$146.1	\$153.4	\$161.1	\$169.2	\$177.6
Minimum subsistence income	\$126.4	\$128.9	\$131.5	\$134.1	\$136.8	\$139.5	\$142.3	\$145.1	\$148.0	\$151.0
Deficit (-)/surplus(+)	-\$11.9	-\$8.7	-\$5.2	-\$1.5	\$2.4	\$6.6	\$11.1	\$16.0	\$21.1	\$26.6
Total number of tourists needed to balance	154,504	157,594	160,746	163,961	167,240	170,585	173,996	177,476	181,026	184,646
Estimated number of tourists visiting already	140,000	147,000	154,350	162,068	170,171	178,679	187,613	196,994	206,844	217,186
Additional number of tourists needed to balance	14,504	10,594	6,396	1,893	-2,931	-8,095	-13,617	-19,518	-25,818	-32,540
Tourism income (incl. leakage) versus minimum subsistence income (Dynamic scenario)										
Tourism receipts (in US\$) --Dynamic scenario (incl. leakage)	\$114.5	\$120.2	\$126.2	\$132.5	\$146.6	\$153.9	\$169.7	\$178.2	\$187.2	\$196.5
Minimum subsistence income	\$126.4	\$128.9	\$131.5	\$134.1	\$136.8	\$139.5	\$142.3	\$145.1	\$148.0	\$151.0
Deficit (-)/surplus(+)	-\$11.9	-\$8.7	-\$5.2	-\$1.5	\$9.8	\$14.4	\$27.4	\$33.1	\$39.1	\$45.5
Total number of tourists needed to balance	154,504	157,594	160,746	163,961	158,793	161,969	165,209	160,411	163,620	166,892
Estimated number of tourists visiting already	140,000	147,000	154,350	162,068	170,171	178,679	187,613	196,994	206,844	217,186
Additional number of tourists needed to balance	14,504	10,594	6,396	1,893	-11,377	-16,710	-22,405	-36,583	-43,224	-50,294

Tourism receipts (in US\$ million) –different scenarios (1 couple, 1 child)	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Gross										
Tourism receipts (in US\$) --Base scenario	\$229.0	\$240.4	\$252.5	\$265.1	\$278.3	\$292.2	\$306.9	\$322.2	\$338.3	\$355.2
Tourism receipts (in US\$) --Dynamic scenario	\$229.0	\$240.4	\$252.5	\$265.1	\$293.1	\$307.8	\$339.3	\$356.5	\$374.3	\$393.0
Change based on difference between scenarios	\$0.0	\$0.0	\$0.0	\$0.0	\$14.8	\$15.5	\$32.5	\$34.3	\$36.0	\$37.8
Corrected for leakage										
Tourism receipts (in US\$) --Base scenario (incl. leakage)	\$114.5	\$120.2	\$126.2	\$132.5	\$139.2	\$146.1	\$153.4	\$161.1	\$169.2	\$177.6
Tourism receipts (in US\$) --Dynamic scenario (incl. leakage)	\$114.5	\$120.2	\$126.2	\$132.5	\$146.6	\$153.9	\$169.7	\$178.2	\$187.2	\$196.5
Change based on difference between scenarios	\$0.0	\$0.0	\$0.0	\$0.0	\$7.4	\$7.8	\$16.2	\$17.1	\$18.0	\$18.9
Tourism income (incl. leakage) versus minimum subsistence income (Base scenario)										
Tourism receipts (in US\$) --Base scenario (incl. leakage)	\$114.5	\$120.2	\$126.2	\$132.5	\$139.2	\$146.1	\$153.4	\$161.1	\$169.2	\$177.6
Minimum subsistence income	\$245.8	\$250.7	\$255.7	\$260.8	\$266.0	\$271.3	\$276.8	\$282.3	\$287.9	\$293.7
Deficit (-)/surplus(+)	-\$131.3	-\$130.5	-\$129.5	-\$128.3	-\$126.8	-\$125.2	-\$123.3	-\$121.2	-\$118.8	-\$116.1
Total number of tourists needed to balance	300,506	306,516	312,646	318,899	325,277	331,783	338,418	345,187	352,090	359,132
Estimated number of tourists visiting already	140,000	147,000	154,350	162,068	170,171	178,679	187,613	196,994	206,844	217,186
Additional number of tourists needed to balance	160,506	159,516	158,296	156,832	155,106	153,103	150,805	148,193	145,247	141,946
Tourism income (incl. leakage) versus minimum subsistence income (Dynamic scenario)										
Tourism receipts (in US\$) --Dynamic scenario (incl. leakage)	\$114.5	\$120.2	\$126.2	\$132.5	\$146.6	\$153.9	\$169.7	\$178.2	\$187.2	\$196.5
Minimum subsistence income	\$245.8	\$250.7	\$255.7	\$260.8	\$266.0	\$271.3	\$276.8	\$282.3	\$287.9	\$293.7
Deficit (-)/surplus(+)	-\$131.3	-\$130.5	-\$129.5	-\$128.3	-\$119.4	-\$117.4	-\$107.1	-\$104.1	-\$100.8	-\$97.2
Total number of tourists needed to balance	300,506	306,516	312,646	318,899	308,849	315,026	321,326	311,996	318,235	324,600
Estimated number of tourists visiting already	140,000	147,000	154,350	162,068	170,171	178,679	187,613	196,994	206,844	217,186
Additional number of tourists needed to balance	160,506	159,516	158,296	156,832	138,678	136,346	133,713	115,002	111,392	107,414

ECONOMIC IMPACT



RESULTS

COUNTRY_SEGMENTATION NIGHTLIFE	DUTCH	NORTH AMERICA	OTHER	ALL
Dining	146	164	69	379
Bars and cafes	87	76	40	205
Music/concert/festivals	21	12	14	47
Fashion/cultural show	10	3	10	23
	230	233	245	708
	63.48%	70.39%	26.16%	53.53%
	37.85%	32.62%	17.14%	28.95%
	9.15%	5.15%	5.71%	6.64%
	4.35%	1.29%	4.08%	3.25%

COUNTRY_SEGMENTATION NIGHTLIFE	DUTCH	NORTH AMERICA	OTHER	ALL
Dining	223	154	154	531
Bars and cafes	105	99	105	310
Music/concert/festivals	22	25	25	72
Fashion/cultural show	9	14	14	37
	348	360	360	1068
	64.66%	42.78%	26.80%	33.54%
	30.46%	27.50%	29.17%	28.95%
	6.32%	6.94%	6.94%	6.64%
	2.59%	3.89%	3.89%	3.25%

EDUCATION	DUTCH	NORTH AMERICA	OTHER	ALL
Master or doctorate degree	55	91	146	397
Undergraduate/bachelor degree	57	82	139	358
Professional formation	61	19	80	200
High school	17	15	32	88
Elementary school	0	0	0	0
	190	207	397	794
	29%	44%	37%	37%
	30%	40%	35%	35%
	32%	9%	20%	20%
	9%	7%	12%	8%
	0%	0%	0%	0%

EDUCATION	DUTCH	NORTH AMERICA	OTHER	ALL
Master or doctorate degree	96	83	181	360
Undergraduate/bachelor degree	100	55	156	311
Professional formation	47	49	96	192
High school	22	27	49	100
Other	6	11	17	34
Elementary school	1	4	5	10
	274	230	504	1008
	36%	35%	36%	36%
	36%	24%	31%	31%
	17%	21%	19%	19%
	8%	12%	10%	10%
	2%	5%	3%	3%
	0%	2%	1%	1%

INCOME	DUTCH	NORTH AMERICA	OTHER	ALL
US\$100,000 & over	120	58	178	468
US\$75,000-US\$74,999	40	35	75	150
US\$50,000-US\$49,999	29	36	65	130
US\$40,000-US\$39,999	13	15	28	56
Under US\$25,000	3	13	16	32
US\$30,000-US\$29,999	5	8	13	26
US\$25,000-US\$24,999	3	7	10	20
	213	172	385	770
	56%	34%	46%	46%
	19%	20%	19%	19%
	14%	21%	17%	17%
	6%	9%	7%	7%
	1%	8%	4%	4%
	2%	5%	3%	3%
	1%	4%	3%	3%

INCOME	DUTCH	NORTH AMERICA	OTHER	ALL
US\$100,000 & over	30	120	150	480
US\$75,000-US\$74,999	39	19	56	114
US\$50,000-US\$49,999	30	23	53	106
US\$40,000-US\$39,999	19	5	24	48
Under US\$25,000	10	2	12	24
US\$30,000-US\$29,999	8	1	9	18
US\$25,000-US\$24,999	6	0	6	12
	142	170	312	624
	21%	71%	48%	48%
	27%	11%	19%	19%
	21%	23	17%	17%
	13%	5	8%	8%
	7%	2	4%	4%
	6%	1	3%	3%
	4%	0	2%	2%

CIVIL STATUS	DUTCH	NORTH AMERICA	OTHER	ALL
Married with children	78	101	179	458
Married without children	24	55	79	208
Long-term relationship	46	13	59	118
Divorced/Separated	16	9	31	86
Single never married	9	5	28	74
Other	9	2	11	30
Single with children	6	3	9	24
	488	208	396	1092
	41%	49%	45%	45%
	13%	26%	20%	20%
	24%	6%	15%	15%
	9%	7%	8%	8%
	5%	19%	28%	27%
	5%	2	11	30
	3%	3	9	24

CIVIL STATUS	DUTCH	NORTH AMERICA	OTHER	ALL
Married with children	130	95	225	450
Married without children	63	25	89	177
Long-term relationship	37	35	73	145
Divorced/Separated	21	8	42	86
Single never married	16	25	41	82
Other	4	11	15	30
Single with children	3	7	10	20
	274	221	495	990
	47%	43%	45%	45%
	23%	12%	18%	18%
	14%	15%	15%	15%
	8%	10%	8%	8%
	6%	11%	4%	4%
	1%	5%	3%	3%
	1%	7	10	20

Booking Window	DUTCH	NORTH AMERICA	OTHER	ALL
Less than 1 week ago	2%	0%	1%	1%
Between 1 and 2 weeks ago	3%	0%	5%	8%
Between 2 and 4 weeks ago	17%	6%	20%	17%
Between 1 and 3 months ago	41%	17%	18%	20%
Between 3 and 6 months ago	30%	43%	27%	27%
More than 6 months ago	8%	33%	18%	15%
	2%	0%	1%	1%
	3%	0%	5%	8%
	17%	6%	20%	17%
	41%	17%	18%	20%
	30%	43%	27%	27%
	8%	33%	18%	15%

Booking Window	DUTCH	NORTH AMERICA	OTHER	ALL
Less than 1 week ago	0%	0%	0%	0%
Between 1 and 2 weeks ago	1%	1%	5%	8%
Between 2 and 4 weeks ago	12%	12%	16%	15%
Between 1 and 3 months ago	20%	24%	35%	34%
Between 3 and 6 months ago	41%	39%	24%	25%
More than 6 months ago	26%	24%	12%	10%
	0%	0%	0%	0%
	1%	1%	5%	8%
	12%	12%	16%	15%
	20%	24%	35%	34%
	41%	39%	24%	25%
	26%	24%	12%	10%

SEGMENTATION	NETHERLANDS			NORTH-AMERICA			OTHERS		
	PARTY_SIZE	2.63	2.56	PARTY_SIZE	8.52	2.23	PARTY_SIZE	11.35	2.23
LENGTH_OF_STAY_LOS	10.34	10.34	8.52	11.35	11.35	11.35	11.35	11.35	11.35
	Per Trip	Per Day	Per Day	Per Trip	Per Day	Per Day	Per Trip	Per Day	Distribution
Lodging (only room expenses) US\$	\$ 423.19	\$ 40.93	\$ 40.93	\$ 767.21	\$ 90.02	\$ 90.02	\$ 646.90	\$ 56.99	36.96%
Food/beverage (inside hotel)US\$	\$ 194.54	\$ 18.82	\$ 18.82	\$ 346.03	\$ 40.83	\$ 40.83	\$ 115.97	\$ 10.22	6.63%
Food/beverage (outside hotel) US\$	\$ 199.01	\$ 19.25	\$ 19.25	\$ 159.13	\$ 18.67	\$ 18.67	\$ 169.25	\$ 14.91	9.67%
Car rental US\$	\$ 128.64	\$ 12.44	\$ 12.44	\$ 145.79	\$ 17.11	\$ 17.11	\$ 138.05	\$ 12.16	7.89%
Gasoline US\$	\$ 25.69	\$ 2.48	\$ 2.48	\$ 23.89	\$ 2.80	\$ 2.80	\$ 34.01	\$ 3.00	1.94%
Taxi US\$	\$ 16.46	\$ 1.59	\$ 1.59	\$ 35.05	\$ 4.11	\$ 4.11	\$ 26.00	\$ 2.29	1.49%
Scuba diving US\$	\$ 108.69	\$ 10.51	\$ 10.51	\$ 175.45	\$ 20.59	\$ 20.59	\$ 161.70	\$ 14.25	9.24%
Local arts/cultural events US\$	\$ 45.05	\$ 4.36	\$ 4.36	\$ 80.43	\$ 9.44	\$ 9.44	\$ 39.52	\$ 3.48	2.26%
Shopping US\$	\$ 51.57	\$ 4.99	\$ 4.99	\$ 112.99	\$ 13.26	\$ 13.26	\$ 65.45	\$ 5.77	3.74%
Internet/telephone US\$	\$ 27.55	\$ 2.66	\$ 2.66	\$ 41.70	\$ 4.89	\$ 4.89	\$ 42.96	\$ 3.78	2.45%
Groceries/Sundries US\$	\$ 86.59	\$ 8.38	\$ 8.38	\$ 95.06	\$ 11.15	\$ 11.15	\$ 85.28	\$ 7.51	4.87%
Entertainment/nightlife/casino US\$	\$ 53.31	\$ 5.16	\$ 5.16	\$ 105.56	\$ 12.39	\$ 12.39	\$ 52.83	\$ 4.65	3.02%
Recreation US\$	\$ 54.81	\$ 5.30	\$ 5.30	\$ 135.44	\$ 15.89	\$ 15.89	\$ 101.21	\$ 8.92	5.78%
Other expenses US\$	\$ 82.03	\$ 7.93	\$ 7.93	\$ 198.65	\$ 23.31	\$ 23.31	\$ 71.33	\$ 6.28	4.07%
Total	\$ 1,497.12	\$ 144.81	\$ 144.81	\$ 2,424.37	\$ 284.46	\$ 284.46	\$ 1,750.46	\$ 154.20	100.00%

SEGMENTATION	DIVERS			OTHERS		
	PARTY_SIZE	2.54	2.45	PARTY_SIZE	10.52	10.52
LENGTH_OF_STAY_LOS	9.57	9.57	10.52	10.52	10.52	10.52
	Per Trip	Per Day	Per Day	Per Trip	Per Day	Distribution
Lodging (only room expenses) US\$	\$ 677.15	\$ 70.74	\$ 70.74	\$ 565.71	\$ 53.80	35.22%
Food/beverage (inside hotel)US\$	\$ 313.99	\$ 32.80	\$ 32.80	\$ 135.54	\$ 12.89	8.44%
Food/beverage (outside hotel) US\$	\$ 160.89	\$ 16.81	\$ 16.81	\$ 199.45	\$ 18.97	12.42%
Car rental US\$	\$ 147.61	\$ 15.42	\$ 15.42	\$ 123.40	\$ 11.73	7.68%
Gasoline US\$	\$ 30.93	\$ 3.23	\$ 3.23	\$ 21.25	\$ 2.02	1.32%
Taxi US\$	\$ 35.60	\$ 3.72	\$ 3.72	\$ 13.80	\$ 1.31	0.86%
Scuba diving US\$	\$ 161.39	\$ 16.86	\$ 16.86	\$ 102.99	\$ 9.79	6.41%
Local arts/cultural events US\$	\$ 60.36	\$ 6.31	\$ 6.31	\$ 44.19	\$ 4.20	2.75%
Shopping US\$	\$ 93.32	\$ 9.75	\$ 9.75	\$ 62.31	\$ 5.93	3.88%
Internet/telephone US\$	\$ 40.61	\$ 4.24	\$ 4.24	\$ 31.53	\$ 3.00	1.96%
Groceries/Sundries US\$	\$ 98.43	\$ 10.28	\$ 10.28	\$ 80.05	\$ 7.61	4.98%
Entertainment/nightlife/casino US\$	\$ 88.18	\$ 9.21	\$ 9.21	\$ 46.51	\$ 4.42	2.90%
Recreation US\$	\$ 79.73	\$ 8.33	\$ 8.33	\$ 95.51	\$ 9.08	5.95%
Other expenses US\$	\$ 147.56	\$ 15.41	\$ 15.41	\$ 83.92	\$ 7.98	5.22%
Total	\$ 2,135.74	\$ 223.11	\$ 223.11	\$ 1,606.16	\$ 152.74	100.00%

SEGMENTATION	ALL TOURISTS		
	PARTY_SIZE	2.50	10.00
LENGTH_OF_STAY_LOS	10.00	10.00	10.00
	Per Trip	Per Day	Distribution
Lodging (only room expenses) US\$	\$ 628.58	\$ 62.84	32.76%
Food/beverage (inside hotel)US\$	\$ 241.00	\$ 24.09	12.56%
Food/beverage (outside hotel) US\$	\$ 178.44	\$ 17.84	9.30%
Car rental US\$	\$ 136.62	\$ 13.66	7.12%
Gasoline US\$	\$ 26.91	\$ 2.69	1.40%
Taxi US\$	\$ 25.36	\$ 2.54	1.32%
Scuba diving US\$	\$ 151.75	\$ 15.17	7.91%
Local arts/cultural events US\$	\$ 53.42	\$ 5.34	2.78%
Shopping US\$	\$ 79.71	\$ 7.97	4.15%
Internet/telephone US\$	\$ 36.16	\$ 3.61	1.88%
Groceries/Sundries US\$	\$ 90.21	\$ 9.02	4.70%
Entertainment/nightlife/casino US\$	\$ 65.56	\$ 6.55	3.42%
Recreation US\$	\$ 88.80	\$ 8.88	4.63%
Other expenses US\$	\$ 116.13	\$ 11.61	6.05%
Total	\$ 1,918.64	\$ 191.80	100.00%

ECONOMIC IMPACT



MODEL

BIG DATA & DESTINATION IMAGE



DISCUSSION

Bonaire Image and Big Data Analysis

Bonaire Image

Effective image of a destination communicates internationally and is crucial to understand and maintain for any destination that wants to keep competitiveness in the tourism industry. It has a potential to influence tourists decision-making, and lack of exposure puts Bonaire at a disadvantage among other Caribbean destinations.

The image of Bonaire as a destination was examined by evaluating over 700 potential tourists to Bonaire from two measure markets with approximately 312 representative of US market and 412 representatives of Dutch market. To answer the question who are the major competitors of Bonaire for those two markets competitive set of comparable destinations were selected creating a competitive set. Ranking of a competitive set by potential US tourists top three destinations were the Bahamas, Aruba, and the Florida Keys. Among potential Dutch tourists, top three destinations were Aruba, Curacao, and the Bahamas. Understanding top competitors of Bonaire puts into perspective potential advantages and disadvantages of the island. For example, Aruba and the Bahamas are two well-known destinations with high exposure, a strong image and major hotel brands. In all of those three areas, Bonaire needs strong improvements with only one major hotel brand Courtyard by Marriott (limited service) and narrow destination image (mainly diving).

Bonaire is a small island destination that is often perceived only as a diving destination limiting island's potential for new tourism markets. While comparing two major markets the US on average has a slightly better impression about Bonaire than Dutch. For example, American tourists perceive Bonaire as a safer destination with

friendlier locals and have a higher appreciation for local food when compared to Dutch. Overall potential US tourists (56%) are less familiar with Bonaire than their Dutch counterparts (65%). It must be emphasized that familiarity with the island is not very high compared to neighboring islands such as Aruba and Curacao. Both markets with approximately 1 out of 2 potential tourists find Bonaire affordable. While potential American tourists 64 % find that island has high-quality tourism product compared to 58% Dutch tourists.

Essential drivers of the Bonaire image for both countries are prices of accommodations, an ability of locals to speak their language. On the other hand, Dutch are more influenced by cultural and water activities, while American tourists are more influenced by land-based activities and quality of food at restaurants. For potential tourists' intent to visit Bonaire in the future most important determinants for both markets were a cost of the trip to Bonaire and food and water safety. A quality of service in restaurants, ecotourism activities, night life, and shopping opportunities were essential for potential American tourists to visit Bonaire in the future. While potential Dutch tourists indicated that most important determinants were prices in restaurants, quality of diving, mobility at destination, cleanliness, natural conservation efforts and ease of mobility at the destination.

The main objective of Bonaire as a tourism destination is to increase awareness or improve the image of the island not only as a diving destination but also environmentally friendly, a pristine destination with excellent restaurants, other activities such as snorkeling, beaches, and cultural activities. To achieve this objective following strategies are recommended.

First, increase marketing exposure or familiarity with the island in the specific areas of US and Netherlands. Specifically, using google analytics, specific areas were identified where potential tourists are looking for tourism Bonaire website and thus expressing a specific interest in Bonaire as a destination to reduce marketing cost and improve potential output.

Second, during marketing campaigns for Dutch market emphasize attributes that potential tourists find important. For example, highlight safety, friendliness of the locals and home comfort of local language during a campaign, since Dutch seem to be more concern with these attributes than potential US tourists. Increasing familiarity with the island for US tourist should take a priority since familiarity with the island is lower than that of Dutch market.

Third, both markets expressed concern with the cost of the trip. Potential cost reduction and increased airlift will improve with an increase in demand. However, it would be reasonable to suggest that first steps for improving this situation should be regulation (on time) of available airlines. The constant lateness of the airlines increases tourist frustration and emphasizes high cost with low quality of the service.

Fourth, marketing campaigns should be custom tailored to meet needs/wants of different markets. Specifically, provide information for US tourist emphasizing tourism activities on land and richness of Caribbean cuisine at quality restaurants while featuring water and cultural events for the Dutch market. Understanding a specific gap in the market and meeting wants/needs of potential tourists by creating an image that meets those needs. Create a moment when potential tourist will say "Oh so Bonaire has an excellent food and service, not just budget diving!"

Fifth, address specific drivers that have high potential to bring tourist to Bonaire. For example, American and Dutch markets seem to have different needs/wants that need to be addressed. Americans are more interested in shopping potential, night life, and ecotourism, but their Dutch counterparts are more interested in water activities such as diving, restaurant prices, and conservation efforts.

Finally, informing tourist with targeted information, shaping their image of the island, increasing the potential of tourist that a looking for things/activities that Bonaire has to offer increasing positive experiences and best marketing campaign, positive word of mouth.

Embarkation-Disembarkation Card analysis 2014

Big Data analytics examines large and varied amounts of data to uncover hidden patterns, market trends, customer preferences and other information. Evaluation of over ten thousand of ED cards provided an insight into actual visitors to Bonaire, their demographic and preferences.

The first step in the evaluation was a visitor segmentation. Visitors were evaluated based on the purpose of visit, country of origin, reservation channel, length of stay and age categories. Visitors population divided into three categories the loyal regionalists (35%), life style tourists (19%) and “Bonaire greenhorn” water enthusiast (46%). Loyal regionalists are from the ABC islands and Latin America who come for business and pleasure, use local operators, visited the island fifteen or more times and age between 45-64 years old. Life style tourists are mainly from North America and Europe, they come for vacation and water activities, frequently use vacation packages,

and stay for over two weeks, and age categories include 24-44 and 45-64. Water enthusiasts come for water activities, make travel arrangements online, stay over two weeks, and age categories include 24-44 and 45-64.

Segmentation represents a more focused overview of visitors to Bonaire and selecting them based on preferences and purpose. A deeper understanding of segments was evaluated on segmentation based on a frequency of visit and purpose. For the frequency of visit segment most important indicators was occupation, age, country of origin, purpose, accommodation type and source of reservation with the overall preciseness of 74%. First times are five times more likely to come if they stay in the hotel or apartment/house, non-economic contributors or entrepreneurs, from Americas or Dutch with age category between 24-44 years old. First-timers are almost twice more likely to come they stay in hotel or apartment/house, professionals, from North America or Latin America and between ages 18-24 and 24-44.

Repeaters segment is 82% more likely to come they own property, or visiting friends and family, professionals, entrepreneurs, non-economic contributors 44 years or younger from Latin America. This segment is 83% is more likely to come if they come on business and/or vacation, professionals or entrepreneurs, Dutch or North American, make a reservation online or Air/Hotel package and age less than 44 years old.

The sector that is 82% is more likely to visit are students that make a reservation through a tour operator or online age between 15-24 and 24-44 of North American, Dutch or European origin and come for business and/or water activities. Seventy-one percent is more likely to visit who are professionals or entrepreneurs, come for

approximately two weeks, book a visit online, 65 years and older and of Dutch, North and Latin American origin.

Visitors segment that comes for water activates top five indicators include a number of days and frequency of visit, gender, information source about Bonaire, and occupation with an accuracy of 60%. Specifically, women who visited Bonaire 3-9 times and booked a hotel/air package trip through local operator are 65 % more likely to come. Other the other hand males are 65% more likely to come to Bonaire if they are professionals visited the island approximately two times, stayed for a week or less and found information about Bonaire online or dive shop.

For vacation and business purposes most important indicators were a frequency of visit, length of stay, age, country and occupation with an accuracy of 60%. Vacationers are 76 % more likely to come if they are students visiting for the first time and staying for a week or less. Business sector is 77% is more likely to come is they visited 3-9 times come for a week or less and found information on the web, tour operators, or dive shops.

As the last step, comments from Trip advisor were analyzed to establish a textual pattern in visitors' comments who visited Bonaire. Segments represented Beach lovers (36 %/1191), Inland adventure trackers (5%/175), Price conscious diver (50%/1676) and Business travelers (7%/228).

In more details price conscious diver is most associated with dive, attractions, discount, find a good hotel, location, and restaurant. Beach lovers are more associated with beach, Bonaire, Kralendijk, local marina, resorts, original, web, Caribbean, and

tour. Inland adventure trackers are most affiliated with keywords such as visitor, park tour, the web, the internet, value, national park, Washington-Slagbaai, and original. Business travelers are most affiliated with words such as business, access, attend, experience, functionality, language learn and prepare.

Finally, going into even further depth of visitors' comments key words associations were analyzed. *Diving* after analyzing about 538 documents and was mentioned 1611 times. It is most affiliated with nice experience, online information, tips for best and/or cheap locations island history and visitors are more likely to spread word of mouth about Bonaire. Comments on *hotels* after evaluating (814 comments 5444 frequency). Most frequent associations were free Wi-Fi, need for family accommodation, money's worth. *Intention to come back* or repeaters (105 comments and 4440 frequency) was most affiliated with friends and family, snorkeling, beaches, excellent experience and special offers. *Bonaire* (2140 documents and 10186 frequency) was most associated with words such as nice town, history, information tips, web info and time. *Environment* (97 documents and 160 frequency) was affiliated with words such as island activity, suitable, great, experience, and friends and family. *Cruise* (202 documents and 892 frequency) was most associated with words such as information, town, museum, history, nice, information tips and time. Lastly, *ocean* (111 documents and 269 frequency) had the highest affiliation with Caribbean, experience, town, information tips, and nice.

DESTINATION IMAGE



CLUSTER ANALYSIS

Cluster 1

Male with College degree, in long term relationship, with income between 25, 000-34,999 and 35,000-49,999

Cluster 2

Male, with undergraduate or graduate degree, married with children, with income between 50,000-74,999

Cluster 3

Female, with Vocational school or College, single with children or divorced, with income between 75,000-99,999

Cluster 4

Female with high school or vocational degree, single or married with children, 35, 000-49,000 and 50,000-74,999

Gender * Cluster Number of Case Crosstabulation

		Cluster Number of Case				Total	
		1	2	3	4		
Gender	Male	Count	133	107	20	56	316
		% within Gender	42.1%	33.9%	6.3%	17.7%	100.0%
	Female	Count	100	92	32	52	276
		% within Gender	36.2%	33.3%	11.6%	18.8%	100.0%
	Do not wish to identify	Count	0	1	1	1	3
		% within Gender	0.0%	33.3%	33.3%	33.3%	100.0%
	Total	Count	233	200	53	109	595
		% within Gender	39.2%	33.6%	8.9%	18.3%	100.0%

Education * Cluster Number of Case Crosstabulation

		Cluster Number of Case				Total	
		1	2	3	4		
Education	High School	Count	39	23	16	30	108
		% within Education	36.1%	21.3%	14.8%	27.8%	100.0%
	Vocational School/Associate	Count	40	27	10	10	87
		% within Education	46.0%	31.0%	11.5%	11.5%	100.0%
	College/University	Count	132	118	20	57	327
		% within Education	40.4%	36.1%	6.1%	17.4%	100.0%
	Master's or PhD	Count	15	29	7	12	63
		% within Education	23.8%	46.0%	11.1%	19.0%	100.0%
	Other	Count	3	0	0	0	3
		% within Education	100.0%	0.0%	0.0%	0.0%	100.0%
	Prefer not to answer	Count	4	3	0	0	7
		% within Education	57.1%	42.9%	0.0%	0.0%	100.0%
	Total	Count	233	200	53	109	595
		% within Education	39.2%	33.6%	8.9%	18.3%	100.0%

Marital Status * Cluster Number of Case Crosstabulation

		Cluster Number of Case				Total	
		1	2	3	4		
Marital Status	Single never married	Count	95	46	6	18	165
		% within Marital Status	57.6%	27.9%	3.6%	10.9%	100.0%
	Single with children	Count	3	8	2	6	19
		% within Marital Status	15.8%	42.1%	10.5%	31.6%	100.0%
	Married with children	Count	63	97	21	57	238
		% within Marital Status	26.5%	40.8%	8.8%	23.9%	100.0%
	Married without children	Count	20	21	10	9	60
		% within Marital Status	33.3%	35.0%	16.7%	15.0%	100.0%
	Divorced/Separated	Count	2	6	11	10	29
		% within Marital Status	6.9%	20.7%	37.9%	34.5%	100.0%
	Long-term relationship	Count	47	16	2	9	74
		% within Marital Status	63.5%	21.6%	2.7%	12.2%	100.0%
	Prefer not to state	Count	3	6	1	0	10
		% within Marital Status	30.0%	60.0%	10.0%	0.0%	100.0%
Total		Count	233	200	53	109	595
		% within Marital Status	39.2%	33.6%	8.9%	18.3%	100.0%

Annual Income (In \$ for US and € for Netherlands) * Cluster Number of Case Crosstabulation

		Cluster Number of Case					
		1	2	3	4	Total	
Annual Income (In \$ for US and € for Netherlands)	Under 15,000	Count	15	7	3	6	31
		% within Annual Income (In \$ for US and € for Netherlands)	48.4%	22.6%	9.7%	19.4%	100.0%
	15,000 - 24,999	Count	23	5	2	3	33
		% within Annual Income (In \$ for US and € for Netherlands)	69.7%	15.2%	6.1%	9.1%	100.0%
	25,000 - 34,999	Count	33	22	4	12	71
		% within Annual Income (In \$ for US and € for Netherlands)	46.5%	31.0%	5.6%	16.9%	100.0%
	35,000 - 49,999	Count	35	26	7	19	87
		% within Annual Income (In \$ for US and € for Netherlands)	40.2%	29.9%	8.0%	21.8%	100.0%
	50,000 - 74,999	Count	44	57	8	29	138
		% within Annual Income (In \$ for US and € for Netherlands)	31.9%	41.3%	5.8%	21.0%	100.0%
	75,000 - 99,999	Count	40	32	16	18	106
		% within Annual Income (In \$ for US and € for Netherlands)	37.7%	30.2%	15.1%	17.0%	100.0%
	100,000 - 149,999	Count	21	19	5	12	57
		% within Annual Income (In \$ for US and € for Netherlands)	36.8%	33.3%	8.8%	21.1%	100.0%
	150,000 - 199,999	Count	7	13	4	6	30
		% within Annual Income (In \$ for US and € for Netherlands)	23.3%	43.3%	13.3%	20.0%	100.0%
	200,000 or above	Count	6	8	1	2	17
		% within Annual Income (In \$ for US and € for Netherlands)	35.3%	47.1%	5.9%	11.8%	100.0%
	Prefer not to answer	Count	9	11	3	2	25
		% within Annual Income (In \$ for US and € for Netherlands)	36.0%	44.0%	12.0%	8.0%	100.0%
Total		Count	233	200	53	109	595
		% within Annual Income (In \$ for US and € for Netherlands)	39.2%	33.6%	8.9%	18.3%	100.0%

COUNTRY_NEW * Cluster Number of Case Crosstabulation

		Cluster Number of Case					
		1	2	3	4	Total	
COUNTRY_NEW	USA	Count	95	97	37	67	296
		% within COUNTRY_NEW	32.1%	32.8%	12.5%	22.6%	100.0%
	DUTCH	Count	138	103	16	42	299
		% within COUNTRY_NEW	46.2%	34.4%	5.4%	14.0%	100.0%
Total		Count	233	200	53	109	595
		% within COUNTRY_NEW	39.2%	33.6%	8.9%	18.3%	100.0%

DESTINATION IMAGE



CLUSTER AND IMPRESSIONS

Impression of Bonaire in terms of Climate and weather conditions * Cluster Number of Case Crosstabulation

		Cluster Number of Case					
		1	2	3	4	Total	
Impression of Bonaire in terms of Climate and weather conditions	Extremely Dissatisfied	Count	0	1	0	0	1
	% within Impression of Bonaire in terms of Climate and weather conditions		0.0%	100.0%	0.0%	0.0%	100.0%
Slightly Dissatisfied	Count	1	2	0	2	5	
	% within Impression of Bonaire in terms of Climate and weather conditions		20.0%	40.0%	0.0%	40.0%	100.0%
Neither Satisfied nor Dissatisfied	Count	27	15	7	4	53	
	% within Impression of Bonaire in terms of Climate and weather conditions		50.9%	28.3%	13.2%	7.5%	100.0%
Slightly Satisfied	Count	24	18	5	8	55	
	% within Impression of Bonaire in terms of Climate and weather conditions		43.6%	32.7%	9.1%	14.5%	100.0%
Moderately Satisfied	Count	60	65	14	29	168	
	% within Impression of Bonaire in terms of Climate and weather conditions		35.7%	38.7%	8.3%	17.3%	100.0%
Extremely Satisfied	Count	121	99	27	66	313	
	% within Impression of Bonaire in terms of Climate and weather conditions		38.7%	31.6%	8.6%	21.1%	100.0%
Total	Count	233	200	53	109	595	
	% within Impression of Bonaire in terms of Climate and weather conditions		39.2%	33.6%	8.9%	18.3%	100.0%

Impression of Bonaire in terms of Quality of the beaches * Cluster Number of Case Crosstabulation

		Cluster Number of Case					
		1	2	3	4	Total	
Impression of Bonaire in terms of Quality of the beaches	Extremely Dissatisfied	Count	0	1	0	0	1
	% within Impression of Bonaire in terms of Quality of the beaches		0.0%	100.0%	0.0%	0.0%	100.0%
Moderately Dissatisfied	Count	0	2	0	0	2	
	% within Impression of Bonaire in terms of Quality of the beaches		0.0%	100.0%	0.0%	0.0%	100.0%
Slightly Dissatisfied	Count	5	3	0	3	11	
	% within Impression of Bonaire in terms of Quality of the beaches		45.5%	27.3%	0.0%	27.3%	100.0%
Neither Satisfied nor Dissatisfied	Count	15	20	6	6	47	
	% within Impression of Bonaire in terms of Quality of the beaches		31.9%	42.6%	12.8%	12.8%	100.0%
Slightly Satisfied	Count	31	25	4	10	70	
	% within Impression of Bonaire in terms of Quality of the beaches		44.3%	35.7%	5.7%	14.3%	100.0%
Moderately Satisfied	Count	83	67	11	30	191	
	% within Impression of Bonaire in terms of Quality of the beaches		43.5%	35.1%	5.8%	15.7%	100.0%
Extremely Satisfied	Count	99	82	32	60	273	
	% within Impression of Bonaire in terms of Quality of the beaches		36.3%	30.0%	11.7%	22.0%	100.0%
Total	Count	233	200	53	109	595	
	% within Impression of Bonaire in terms of Quality of the beaches		39.2%	33.6%	8.9%	18.3%	100.0%

Impression of Bonaire in terms of Availability of beach facilities * Cluster Number of Case Crosstabulation

		Cluster Number of Case				Total	
		1	2	3	4		
Impression of Bonaire in terms of Availability of beach facilities	Moderately Dissatisfied	Count	1	3	0	1	5
		% within Impression of Bonaire in terms of Availability of beach facilities	20.0%	60.0%	0.0%	20.0%	100.0%
Slightly Dissatisfied	Count	7	5	1	0	13	
		% within Impression of Bonaire in terms of Availability of beach facilities	53.8%	38.5%	7.7%	0.0%	100.0%
Neither Satisfied nor Dissatisfied	Count	23	27	7	13	70	
		% within Impression of Bonaire in terms of Availability of beach facilities	32.9%	38.6%	10.0%	18.6%	100.0%
Slightly Satisfied	Count	49	27	3	14	93	
		% within Impression of Bonaire in terms of Availability of beach facilities	52.7%	29.0%	3.2%	15.1%	100.0%
Moderately Satisfied	Count	67	62	20	31	180	
		% within Impression of Bonaire in terms of Availability of beach facilities	37.2%	34.4%	11.1%	17.2%	100.0%
Extremely Satisfied	Count	66	76	22	50	234	
		% within Impression of Bonaire in terms of Availability of beach facilities	36.8%	32.5%	9.4%	21.4%	100.0%
Total	Count	233	200	53	109	595	
		% within Impression of Bonaire in terms of Availability of beach facilities	39.2%	33.6%	8.9%	18.3%	100.0%

Impression of Bonaire in terms of Variety of water activities * Cluster Number of Case Crosstabulation

		Cluster Number of Case				Total	
		1	2	3	4		
Impression of Bonaire in terms of Variety of water activities	Extremely Dissatisfied	Count	1	1	0	0	2
		% within Impression of Bonaire in terms of Variety of water activities	50.0%	50.0%	0.0%	0.0%	100.0%
Moderately Dissatisfied	Count	3	2	0	0	5	
		% within Impression of Bonaire in terms of Variety of water activities	60.0%	40.0%	0.0%	0.0%	100.0%
Slightly Dissatisfied	Count	6	3	0	0	9	
		% within Impression of Bonaire in terms of Variety of water activities	66.7%	33.3%	0.0%	0.0%	100.0%
Neither Satisfied nor Dissatisfied	Count	25	24	10	12	71	
		% within Impression of Bonaire in terms of Variety of water activities	35.2%	33.8%	14.1%	16.9%	100.0%
Slightly Satisfied	Count	31	26	3	15	75	
		% within Impression of Bonaire in terms of Variety of water activities	41.3%	34.7%	4.0%	20.0%	100.0%
Moderately Satisfied	Count	80	55	16	27	178	
		% within Impression of Bonaire in terms of Variety of water activities	44.9%	30.9%	9.0%	15.2%	100.0%
Extremely Satisfied	Count	87	89	24	55	255	
		% within Impression of Bonaire in terms of Variety of water activities	34.1%	34.9%	9.4%	21.6%	100.0%
Total	Count	233	200	53	109	595	
		% within Impression of Bonaire in terms of Variety of water activities	39.2%	33.6%	8.9%	18.3%	100.0%

Impression of Bonaire in terms of Variety of land-based activities * Cluster Number of Case Crosstabulation

		Cluster Number of Case				Total	
		1	2	3	4		
Impression of Bonaire in terms of Variety of land-based activities	Extremely Dissatisfied	Count	1	1	0	1	3
		% within Impression of Bonaire in terms of Variety of land-based activities	33.3%	33.3%	0.0%	33.3%	100.0%
Moderately Dissatisfied	Count	3	4	1	0	8	
		% within Impression of Bonaire in terms of Variety of land-based activities	37.5%	50.0%	12.5%	0.0%	100.0%
Slightly Dissatisfied	Count	8	8	0	4	20	
		% within Impression of Bonaire in terms of Variety of land-based activities	40.0%	40.0%	0.0%	20.0%	100.0%
Neither Satisfied nor Dissatisfied	Count	21	23	11	8	63	
		% within Impression of Bonaire in terms of Variety of land-based activities	33.3%	36.5%	17.5%	12.7%	100.0%
Slightly Satisfied	Count	52	22	5	18	97	
		% within Impression of Bonaire in terms of Variety of land-based activities	53.6%	22.7%	5.2%	18.6%	100.0%
Moderately Satisfied	Count	69	61	17	32	179	
		% within Impression of Bonaire in terms of Variety of land-based activities	38.5%	34.1%	9.5%	17.9%	100.0%
Extremely Satisfied	Count	79	81	19	46	225	
		% within Impression of Bonaire in terms of Variety of land-based activities	35.1%	36.0%	8.4%	20.4%	100.0%
Total	Count	233	200	53	109	595	
		% within Impression of Bonaire in terms of Variety of land-based activities	39.2%	33.6%	8.9%	18.3%	100.0%

Impression of Bonaire in terms of Variety of cultural and heritage attractions * Cluster Number of Case Crosstabulation

		Cluster Number of Case				Total	
		1	2	3	4		
Impression of Bonaire in terms of Variety of cultural and heritage attractions	Extremely Dissatisfied	Count	1	0	0	0	1
		% within Impression of Bonaire in terms of Variety of cultural and heritage attractions	100.0%	0.0%	0.0%	0.0%	100.0%
Moderately Dissatisfied	Count	5	4	0	2	11	
		% within Impression of Bonaire in terms of Variety of cultural and heritage attractions	45.5%	36.4%	0.0%	18.2%	100.0%
Slightly Dissatisfied	Count	9	9	0	1	19	
		% within Impression of Bonaire in terms of Variety of cultural and heritage attractions	47.4%	47.4%	0.0%	5.3%	100.0%
Neither Satisfied nor Dissatisfied	Count	33	23	11	14	81	
		% within Impression of Bonaire in terms of Variety of cultural and heritage attractions	40.7%	28.4%	13.6%	17.3%	100.0%
Slightly Satisfied	Count	41	31	8	19	99	
		% within Impression of Bonaire in terms of Variety of cultural and heritage attractions	41.4%	31.3%	8.1%	19.2%	100.0%
Moderately Satisfied	Count	60	54	16	25	155	
		% within Impression of Bonaire in terms of Variety of cultural and heritage attractions	38.7%	34.8%	10.3%	16.1%	100.0%
Extremely Satisfied	Count	84	79	18	48	229	
		% within Impression of Bonaire in terms of Variety of cultural and heritage attractions	36.7%	34.5%	7.9%	21.0%	100.0%
Total	Count	233	200	53	109	595	
		% within Impression of Bonaire in terms of Variety of cultural and heritage attractions	39.2%	33.6%	8.9%	18.3%	100.0%

Impression of Bonaire in terms of Variety of nightlife and entertainment opportunities * Cluster Number of Case Crosstabulation

		Cluster Number of Case				Total	
		1	2	3	4		
Impression of Bonaire in terms of Variety of nightlife and entertainment opportunities	Extremely Dissatisfied	Count	5	3	0	1	9
	% within Impression of Bonaire in terms of Variety of nightlife and entertainment opportunities		55.6%	33.3%	0.0%	11.1%	100.0%
Moderately Dissatisfied	Count	2	1	0	2	5	
	% within Impression of Bonaire in terms of Variety of nightlife and entertainment opportunities		40.0%	20.0%	0.0%	40.0%	100.0%
Slightly Dissatisfied	Count	6	8	0	0	14	
	% within Impression of Bonaire in terms of Variety of nightlife and entertainment opportunities		42.9%	57.1%	0.0%	0.0%	100.0%
Neither Satisfied nor Dissatisfied	Count	24	25	10	12	71	
	% within Impression of Bonaire in terms of Variety of nightlife and entertainment opportunities		33.8%	35.2%	14.1%	16.9%	100.0%
Slightly Satisfied	Count	42	34	4	14	94	
	% within Impression of Bonaire in terms of Variety of nightlife and entertainment opportunities		44.7%	36.2%	4.3%	14.9%	100.0%
Moderately Satisfied	Count	53	50	18	28	149	
	% within Impression of Bonaire in terms of Variety of nightlife and entertainment opportunities		35.6%	33.6%	12.1%	18.8%	100.0%
Extremely Satisfied	Count	101	79	21	52	253	
	% within Impression of Bonaire in terms of Variety of nightlife and entertainment opportunities		39.9%	31.2%	8.3%	20.6%	100.0%
Total	Count	233	200	53	109	595	
	% within Impression of Bonaire in terms of Variety of nightlife and entertainment opportunities		39.2%	33.6%	8.9%	18.3%	100.0%

Impression of Bonaire in terms of Quality of diving * Cluster Number of Case Crosstabulation

		Cluster Number of Case				Total	
		1	2	3	4		
Impression of Bonaire in terms of Quality of diving	Extremely Dissatisfied	Count	3	3	0	0	6
	% within Impression of Bonaire in terms of Quality of diving		50.0%	50.0%	0.0%	0.0%	100.0%
Moderately Dissatisfied	Count	4	3	0	1	8	
	% within Impression of Bonaire in terms of Quality of diving		50.0%	37.5%	0.0%	12.5%	100.0%
Slightly Dissatisfied	Count	7	2	1	2	12	
	% within Impression of Bonaire in terms of Quality of diving		58.3%	16.7%	8.3%	16.7%	100.0%
Neither Satisfied nor Dissatisfied	Count	33	26	15	12	86	
	% within Impression of Bonaire in terms of Quality of diving		38.4%	30.2%	17.4%	14.0%	100.0%
Slightly Satisfied	Count	34	39	8	16	97	
	% within Impression of Bonaire in terms of Quality of diving		35.1%	40.2%	8.2%	16.5%	100.0%
Moderately Satisfied	Count	73	59	8	28	168	
	% within Impression of Bonaire in terms of Quality of diving		43.5%	35.1%	4.8%	16.7%	100.0%
Extremely Satisfied	Count	79	68	21	50	218	
	% within Impression of Bonaire in terms of Quality of diving		36.2%	31.2%	9.6%	22.9%	100.0%
Total	Count	233	200	53	109	595	
	% within Impression of Bonaire in terms of Quality of diving		39.2%	33.6%	8.9%	18.3%	100.0%

Impression of Bonaire in terms of Quality of food and beverages in restaurants, bars, and clubs * Cluster Number of Case Crosstabulation

		Cluster Number of Case				Total	
		1	2	3	4		
Impression of Bonaire in terms of Quality of food and beverages in restaurants, bars, and clubs	Extremely Dissatisfied	Count	0	1	0	0	1
		% within Impression of Bonaire in terms of Quality of food and beverages in restaurants, bars, and clubs	0.0%	100.0%	0.0%	0.0%	100.0%
Moderately Dissatisfied	Count	4	4	0	0	8	
		% within Impression of Bonaire in terms of Quality of food and beverages in restaurants, bars, and clubs	50.0%	50.0%	0.0%	0.0%	100.0%
Slightly Dissatisfied	Count	8	6	0	1	15	
		% within Impression of Bonaire in terms of Quality of food and beverages in restaurants, bars, and clubs	53.3%	40.0%	0.0%	6.7%	100.0%
Neither Satisfied nor Dissatisfied	Count	27	21	10	17	75	
		% within Impression of Bonaire in terms of Quality of food and beverages in restaurants, bars, and clubs	36.0%	28.0%	13.3%	22.7%	100.0%
Slightly Satisfied	Count	38	30	5	10	83	
		% within Impression of Bonaire in terms of Quality of food and beverages in restaurants, bars, and clubs	45.8%	36.1%	6.0%	12.0%	100.0%
Moderately Satisfied	Count	66	62	16	31	175	
		% within Impression of Bonaire in terms of Quality of food and beverages in restaurants, bars, and clubs	37.7%	35.4%	9.1%	17.7%	100.0%
Extremely Satisfied	Count	90	76	22	50	238	
		% within Impression of Bonaire in terms of Quality of food and beverages in restaurants, bars, and clubs	37.8%	31.9%	9.2%	21.0%	100.0%
Total	Count	233	200	53	109	595	
		% within Impression of Bonaire in terms of Quality of food and beverages in restaurants, bars, and clubs	39.2%	33.6%	8.9%	18.3%	100.0%

Impression of Bonaire in terms of Prices in restaurants * Cluster Number of Case Crosstabulation

		Cluster Number of Case				Total	
		1	2	3	4		
Impression of Bonaire in terms of Prices in restaurants	Extremely Dissatisfied	Count	1	1	0	0	2
		% within Impression of Bonaire in terms of Prices in restaurants	50.0%	50.0%	0.0%	0.0%	100.0%
Moderately Dissatisfied	Count	3	5	0	0	8	
		% within Impression of Bonaire in terms of Prices in restaurants	37.5%	62.5%	0.0%	0.0%	100.0%
Slightly Dissatisfied	Count	10	12	2	3	27	
		% within Impression of Bonaire in terms of Prices in restaurants	37.0%	44.4%	7.4%	11.1%	100.0%
Neither Satisfied nor Dissatisfied	Count	28	27	12	18	85	
		% within Impression of Bonaire in terms of Prices in restaurants	32.9%	31.8%	14.1%	21.2%	100.0%
Slightly Satisfied	Count	48	30	8	18	104	
		% within Impression of Bonaire in terms of Prices in restaurants	46.2%	28.8%	7.7%	17.3%	100.0%
Moderately Satisfied	Count	74	55	18	24	171	
		% within Impression of Bonaire in terms of Prices in restaurants	43.3%	32.2%	10.5%	14.0%	100.0%
Extremely Satisfied	Count	69	70	13	46	198	
		% within Impression of Bonaire in terms of Prices in restaurants	34.8%	35.4%	6.6%	23.2%	100.0%
Total	Count	233	200	53	109	595	
		% within Impression of Bonaire in terms of Prices in restaurants	39.2%	33.6%	8.9%	18.3%	100.0%

Impression of Bonaire in terms of Quality of accommodation facilities * Cluster Number of Case Crosstabulation

		Cluster Number of Case				Total	
		1	2	3	4		
Impression of Bonaire in terms of Quality of accommodation facilities	Extremely Dissatisfied	Count	1	1	0	0	2
		% within Impression of Bonaire in terms of Quality of accommodation facilities	50.0%	50.0%	0.0%	0.0%	100.0%
Moderately Dissatisfied	Count	2	5	1	0	8	
		% within Impression of Bonaire in terms of Quality of accommodation facilities	25.0%	62.5%	12.5%	0.0%	100.0%
Slightly Dissatisfied	Count	11	8	1	3	23	
		% within Impression of Bonaire in terms of Quality of accommodation facilities	47.8%	34.8%	4.3%	13.0%	100.0%
Neither Satisfied nor Dissatisfied	Count	22	20	11	13	66	
		% within Impression of Bonaire in terms of Quality of accommodation facilities	33.3%	30.3%	16.7%	19.7%	100.0%
Slightly Satisfied	Count	49	32	6	12	99	
		% within Impression of Bonaire in terms of Quality of accommodation facilities	49.5%	32.3%	6.1%	12.1%	100.0%
Moderately Satisfied	Count	74	59	16	30	179	
		% within Impression of Bonaire in terms of Quality of accommodation facilities	41.3%	33.0%	8.9%	16.8%	100.0%
Extremely Satisfied	Count	74	75	18	51	218	
		% within Impression of Bonaire in terms of Quality of accommodation facilities	33.9%	34.4%	8.3%	23.4%	100.0%
Total	Count	233	200	53	109	595	
		% within Impression of Bonaire in terms of Quality of accommodation facilities	39.2%	33.6%	8.9%	18.3%	100.0%

Impression of Bonaire in terms of Prices of accommodations * Cluster Number of Case Crosstabulation

		Cluster Number of Case				Total	
		1	2	3	4		
Impression of Bonaire in terms of Prices of accommodations	Extremely Dissatisfied	Count	1	2	0	1	4
		% within Impression of Bonaire in terms of Prices of accommodations	25.0%	50.0%	0.0%	25.0%	100.0%
Moderately Dissatisfied	Count	4	2	1	1	8	
		% within Impression of Bonaire in terms of Prices of accommodations	50.0%	25.0%	12.5%	12.5%	100.0%
Slightly Dissatisfied	Count	12	10	0	2	24	
		% within Impression of Bonaire in terms of Prices of accommodations	50.0%	41.7%	0.0%	8.3%	100.0%
Neither Satisfied nor Dissatisfied	Count	32	24	12	17	85	
		% within Impression of Bonaire in terms of Prices of accommodations	37.6%	28.2%	14.1%	20.0%	100.0%
Slightly Satisfied	Count	45	34	7	10	96	
		% within Impression of Bonaire in terms of Prices of accommodations	46.9%	35.4%	7.3%	10.4%	100.0%
Moderately Satisfied	Count	66	61	17	30	174	
		% within Impression of Bonaire in terms of Prices of accommodations	37.9%	35.1%	9.8%	17.2%	100.0%
Extremely Satisfied	Count	73	67	16	48	204	
		% within Impression of Bonaire in terms of Prices of accommodations	35.8%	32.8%	7.8%	23.5%	100.0%
Total	Count	233	200	53	109	595	
		% within Impression of Bonaire in terms of Prices of accommodations	39.2%	33.6%	8.9%	18.3%	100.0%

Impression of Bonaire in terms of Quality of accommodation facilities * Cluster Number of Case Crosstabulation

		Cluster Number of Case				Total	
		1	2	3	4		
Impression of Bonaire in terms of Quality of accommodation facilities	Extremely Dissatisfied	Court	1	1	0	0	2
		% within Impression of Bonaire in terms of Quality of accommodation facilities	50.0%	50.0%	0.0%	0.0%	100.0%
	Moderately Dissatisfied	Court	2	5	1	0	8
		% within Impression of Bonaire in terms of Quality of accommodation facilities	25.0%	62.5%	12.5%	0.0%	100.0%
	Slightly Dissatisfied	Court	11	8	1	3	23
		% within Impression of Bonaire in terms of Quality of accommodation facilities	47.8%	34.8%	4.3%	13.0%	100.0%
	Neither Satisfied nor Dissatisfied	Court	22	20	11	13	66
		% within Impression of Bonaire in terms of Quality of accommodation facilities	33.3%	30.3%	16.7%	19.7%	100.0%
	Slightly Satisfied	Court	49	32	6	12	99
		% within Impression of Bonaire in terms of Quality of accommodation facilities	48.5%	32.3%	6.1%	12.1%	100.0%
	Moderately Satisfied	Court	74	59	16	30	179
		% within Impression of Bonaire in terms of Quality of accommodation facilities	41.3%	33.0%	8.9%	16.8%	100.0%
	Extremely Satisfied	Court	74	75	18	51	219
		% within Impression of Bonaire in terms of Quality of accommodation facilities	33.9%	34.4%	8.3%	23.4%	100.0%
Total	Court	233	200	53	109	595	
	% within Impression of Bonaire in terms of Quality of accommodation facilities	39.2%	33.6%	8.9%	18.3%	100.0%	

Impression of Bonaire in terms of Prices of accommodations * Cluster Number of Case Crosstabulation

		Cluster Number of Case				Total	
		1	2	3	4		
Impression of Bonaire in terms of Prices of accommodations	Extremely Dissatisfied	Court	1	2	0	1	4
		% within Impression of Bonaire in terms of Prices of accommodations	25.0%	50.0%	0.0%	25.0%	100.0%
	Moderately Dissatisfied	Court	4	2	1	1	8
		% within Impression of Bonaire in terms of Prices of accommodations	50.0%	25.0%	12.5%	12.5%	100.0%
	Slightly Dissatisfied	Court	12	10	0	2	24
		% within Impression of Bonaire in terms of Prices of accommodations	50.0%	41.7%	0.0%	8.3%	100.0%
	Neither Satisfied nor Dissatisfied	Court	32	24	12	17	85
		% within Impression of Bonaire in terms of Prices of accommodations	37.6%	28.2%	14.1%	20.0%	100.0%
	Slightly Satisfied	Court	45	34	7	10	96
		% within Impression of Bonaire in terms of Prices of accommodations	46.9%	35.4%	7.3%	10.4%	100.0%
	Moderately Satisfied	Court	66	61	17	30	174
		% within Impression of Bonaire in terms of Prices of accommodations	37.9%	35.1%	9.8%	17.2%	100.0%
	Extremely Satisfied	Court	73	67	16	48	204
		% within Impression of Bonaire in terms of Prices of accommodations	35.8%	32.8%	7.8%	23.5%	100.0%
Total	Court	233	200	53	109	595	
	% within Impression of Bonaire in terms of Prices of accommodations	39.2%	33.6%	8.9%	18.3%	100.0%	

Impression of Bonaire in terms of Variety of shopping opportunities * Cluster Number of Case Crosstabulation

		Cluster Number of Case					
		1	2	3	4	Total	
Impression of Bonaire in terms of Variety of shopping opportunities	Extremely Dissatisfied	Count	2	0	0	0	2
	% within Impression of Bonaire in terms of Variety of shopping opportunities	100.0%	0.0%	0.0%	0.0%	100.0%	
Moderately Dissatisfied	Count	6	2	0	1	9	
	% within Impression of Bonaire in terms of Variety of shopping opportunities	66.7%	22.2%	0.0%	11.1%	100.0%	
Slightly Dissatisfied	Count	12	10	1	2	25	
	% within Impression of Bonaire in terms of Variety of shopping opportunities	48.0%	40.0%	4.0%	8.0%	100.0%	
Neither Satisfied nor Dissatisfied	Count	22	29	13	10	74	
	% within Impression of Bonaire in terms of Variety of shopping opportunities	29.7%	39.2%	17.6%	13.5%	100.0%	
Slightly Satisfied	Count	38	30	6	13	87	
	% within Impression of Bonaire in terms of Variety of shopping opportunities	43.7%	34.5%	6.9%	14.9%	100.0%	
Moderately Satisfied	Count	70	60	12	30	172	
	% within Impression of Bonaire in terms of Variety of shopping opportunities	40.7%	34.9%	7.0%	17.4%	100.0%	
Extremely Satisfied	Count	83	69	21	53	226	
	% within Impression of Bonaire in terms of Variety of shopping opportunities	36.7%	30.5%	9.3%	23.5%	100.0%	
Total	Count	233	200	53	109	595	
	% within Impression of Bonaire in terms of Variety of shopping opportunities	39.2%	33.8%	8.9%	18.3%	100.0%	

Impression of Bonaire in terms of Prices in the shops * Cluster Number of Case Crosstabulation

		Cluster Number of Case					
		1	2	3	4	Total	
Impression of Bonaire in terms of Prices in the shops	Extremely Dissatisfied	Count	2	1	0	1	4
	% within Impression of Bonaire in terms of Prices in the shops	50.0%	25.0%	0.0%	25.0%	100.0%	
Moderately Dissatisfied	Count	5	7	0	1	13	
	% within Impression of Bonaire in terms of Prices in the shops	38.5%	53.8%	0.0%	7.7%	100.0%	
Slightly Dissatisfied	Count	14	12	3	1	30	
	% within Impression of Bonaire in terms of Prices in the shops	46.7%	40.0%	10.0%	3.3%	100.0%	
Neither Satisfied nor Dissatisfied	Count	28	28	10	15	81	
	% within Impression of Bonaire in terms of Prices in the shops	34.6%	34.6%	12.3%	18.5%	100.0%	
Slightly Satisfied	Count	47	35	7	18	107	
	% within Impression of Bonaire in terms of Prices in the shops	43.9%	32.7%	6.5%	16.8%	100.0%	
Moderately Satisfied	Count	64	44	16	29	153	
	% within Impression of Bonaire in terms of Prices in the shops	41.8%	28.8%	10.5%	19.0%	100.0%	
Extremely Satisfied	Count	73	73	17	44	207	
	% within Impression of Bonaire in terms of Prices in the shops	35.3%	35.3%	8.2%	21.3%	100.0%	
Total	Count	233	200	53	109	595	
	% within Impression of Bonaire in terms of Prices in the shops	39.2%	33.6%	8.9%	18.3%	100.0%	

Impression of Bonaire in terms of Informational signage at attraction sites * Cluster Number of Case Crosstabulation

		Cluster Number of Case				Total	
		1	2	3	4		
Impression of Bonaire in terms of Informational signage at attraction sites	Extremely Dissatisfied	Count	3	3	0	0	6
		% within Impression of Bonaire in terms of Informational signage at attraction sites	50.0%	50.0%	0.0%	0.0%	100.0%
Moderately Dissatisfied	Count	4	2	0	0	6	
		% within Impression of Bonaire in terms of Informational signage at attraction sites	66.7%	33.3%	0.0%	0.0%	100.0%
Slightly Dissatisfied	Count	9	6	1	2	18	
		% within Impression of Bonaire in terms of Informational signage at attraction sites	50.0%	33.3%	5.6%	11.1%	100.0%
Neither Satisfied nor Dissatisfied	Count	34	27	15	13	89	
		% within Impression of Bonaire in terms of Informational signage at attraction sites	38.2%	30.3%	16.9%	14.6%	100.0%
Slightly Satisfied	Count	42	36	6	16	100	
		% within Impression of Bonaire in terms of Informational signage at attraction sites	42.0%	36.0%	6.0%	16.0%	100.0%
Moderately Satisfied	Count	74	55	13	36	178	
		% within Impression of Bonaire in terms of Informational signage at attraction sites	41.6%	30.9%	7.3%	20.2%	100.0%
Extremely Satisfied	Count	67	71	18	42	198	
		% within Impression of Bonaire in terms of Informational signage at attraction sites	33.8%	35.9%	9.1%	21.2%	100.0%
Total	Count	233	200	53	109	595	
		% within Impression of Bonaire in terms of Informational signage at attraction sites	39.2%	33.6%	8.9%	18.3%	100.0%

Impression of Bonaire in terms of Directional signage on the roads * Cluster Number of Case Crosstabulation

		Cluster Number of Case				Total	
		1	2	3	4		
Impression of Bonaire in terms of Directional signage on the roads	Extremely Dissatisfied	Count	1	3	0	0	4
		% within Impression of Bonaire in terms of Directional signage on the roads	25.0%	75.0%	0.0%	0.0%	100.0%
Moderately Dissatisfied	Count	5	2	0	2	9	
		% within Impression of Bonaire in terms of Directional signage on the roads	55.6%	22.2%	0.0%	22.2%	100.0%
Slightly Dissatisfied	Count	14	9	3	4	30	
		% within Impression of Bonaire in terms of Directional signage on the roads	46.7%	30.0%	10.0%	13.3%	100.0%
Neither Satisfied nor Dissatisfied	Count	29	30	13	14	86	
		% within Impression of Bonaire in terms of Directional signage on the roads	33.7%	34.9%	15.1%	16.3%	100.0%
Slightly Satisfied	Count	42	26	8	14	90	
		% within Impression of Bonaire in terms of Directional signage on the roads	46.7%	28.9%	8.9%	15.6%	100.0%
Moderately Satisfied	Count	74	60	11	35	180	
		% within Impression of Bonaire in terms of Directional signage on the roads	41.1%	33.3%	6.1%	19.4%	100.0%
Extremely Satisfied	Count	68	70	18	40	196	
		% within Impression of Bonaire in terms of Directional signage on the roads	34.7%	35.7%	9.2%	20.4%	100.0%
Total	Count	233	200	53	109	595	
		% within Impression of Bonaire in terms of Directional signage on the roads	39.2%	33.6%	8.9%	18.3%	100.0%

Impression of Bonaire in terms of Locals' ability to speak in your language * Cluster Number of Case Crosstabulation

		Cluster Number of Case				Total	
		1	2	3	4		
Impression of Bonaire in terms of Locals' ability to speak in your language	Extremely Dissatisfied	Count	4	0	1	0	5
		% within Impression of Bonaire in terms of Locals' ability to speak in your language	80.0%	0.0%	20.0%	0.0%	100.0%
Moderately Dissatisfied	Count	6	4	0	0	10	
		% within Impression of Bonaire in terms of Locals' ability to speak in your language	60.0%	40.0%	0.0%	0.0%	100.0%
Slightly Dissatisfied	Count	10	11	2	5	28	
		% within Impression of Bonaire in terms of Locals' ability to speak in your language	35.7%	39.3%	7.1%	17.9%	100.0%
Neither Satisfied nor Dissatisfied	Count	33	27	8	10	78	
		% within Impression of Bonaire in terms of Locals' ability to speak in your language	42.3%	34.6%	10.3%	12.8%	100.0%
Slightly Satisfied	Count	32	22	8	19	81	
		% within Impression of Bonaire in terms of Locals' ability to speak in your language	39.5%	27.2%	9.9%	23.5%	100.0%
Moderately Satisfied	Count	72	62	17	32	183	
		% within Impression of Bonaire in terms of Locals' ability to speak in your language	39.3%	33.9%	9.3%	17.5%	100.0%
Extremely Satisfied	Count	76	74	17	43	210	
		% within Impression of Bonaire in terms of Locals' ability to speak in your language	36.2%	35.2%	8.1%	20.5%	100.0%
Total	Count	233	200	53	109	595	
		% within Impression of Bonaire in terms of Locals' ability to speak in your language	39.2%	33.6%	8.9%	18.3%	100.0%

Impression 2_Overall safety and security * Cluster Number of Case Crosstabulation

		Cluster Number of Case				Total	
		1	2	3	4		
Impression 2_Overall safety and security	Extremely Dissatisfied	Count	2	0	0	2	4
		% within Impression 2_Overall safety and security	50.0%	0.0%	0.0%	50.0%	100.0%
Moderately Dissatisfied	Count	2	2	0	0	4	
		% within Impression 2_Overall safety and security	50.0%	50.0%	0.0%	0.0%	100.0%
Slightly Dissatisfied	Count	7	2	1	2	12	
		% within Impression 2_Overall safety and security	58.3%	16.7%	8.3%	16.7%	100.0%
Neither Satisfied nor Dissatisfied	Count	16	19	9	7	51	
		% within Impression 2_Overall safety and security	31.4%	37.3%	17.6%	13.7%	100.0%
Slightly Satisfied	Count	36	26	3	17	82	
		% within Impression 2_Overall safety and security	43.9%	31.7%	3.7%	20.7%	100.0%
Moderately Satisfied	Count	81	59	16	24	180	
		% within Impression 2_Overall safety and security	45.0%	32.8%	8.9%	13.3%	100.0%
Extremely Satisfied	Count	89	92	24	57	262	
		% within Impression 2_Overall safety and security	34.0%	35.1%	9.2%	21.8%	100.0%
Total	Count	233	200	53	109	595	
		% within Impression 2_Overall safety and security	39.2%	33.6%	8.9%	18.3%	100.0%

Impression 2_Locals' friendliness and hospitality * Cluster Number of Case Crosstabulation

			Cluster Number of Case				
			1	2	3	4	Total
Impression 2_Locals' friendliness and hospitality	Extremely Dissatisfied	Count	1	0	0	0	1
		% within Impression 2_Locals' friendliness and hospitality	100.0%	0.0%	0.0%	0.0%	100.0%
	Moderately Dissatisfied	Count	2	0	0	1	3
		% within Impression 2_Locals' friendliness and hospitality	66.7%	0.0%	0.0%	33.3%	100.0%
	Slightly Dissatisfied	Count	3	4	0	0	7
		% within Impression 2_Locals' friendliness and hospitality	42.9%	57.1%	0.0%	0.0%	100.0%
	Neither Satisfied nor Dissatisfied	Count	21	15	8	8	52
		% within Impression 2_Locals' friendliness and hospitality	40.4%	28.8%	15.4%	15.4%	100.0%
	Slightly Satisfied	Count	31	32	4	19	86
		% within Impression 2_Locals' friendliness and hospitality	36.0%	37.2%	4.7%	22.1%	100.0%
	Moderately Satisfied	Count	86	68	16	27	197
		% within Impression 2_Locals' friendliness and hospitality	43.7%	34.5%	8.1%	13.7%	100.0%
	Extremely Satisfied	Count	89	81	25	54	249
		% within Impression 2_Locals' friendliness and hospitality	35.7%	32.5%	10.0%	21.7%	100.0%
Total		Count	233	200	53	109	595
		% within Impression 2_Locals' friendliness and hospitality	39.2%	33.6%	8.9%	18.3%	100.0%

Impression 2_Overall cleanliness and hygiene * Cluster Number of Case Crosstabulation

			Cluster Number of Case				
			1	2	3	4	Total
Impression 2_Overall cleanliness and hygiene	Extremely Dissatisfied	Count	2	1	0	0	3
		% within Impression 2_Overall cleanliness and hygiene	66.7%	33.3%	0.0%	0.0%	100.0%
	Moderately Dissatisfied	Count	2	1	1	2	6
		% within Impression 2_Overall cleanliness and hygiene	33.3%	16.7%	16.7%	33.3%	100.0%
	Slightly Dissatisfied	Count	11	7	0	1	19
		% within Impression 2_Overall cleanliness and hygiene	57.9%	36.8%	0.0%	5.3%	100.0%
	Neither Satisfied nor Dissatisfied	Count	21	12	9	13	55
		% within Impression 2_Overall cleanliness and hygiene	38.2%	21.8%	16.4%	23.6%	100.0%
	Slightly Satisfied	Count	42	36	3	12	93
		% within Impression 2_Overall cleanliness and hygiene	45.2%	38.7%	3.2%	12.9%	100.0%
	Moderately Satisfied	Count	78	72	21	38	209
		% within Impression 2_Overall cleanliness and hygiene	37.3%	34.4%	10.0%	18.2%	100.0%
	Extremely Satisfied	Count	77	71	19	43	210
		% within Impression 2_Overall cleanliness and hygiene	36.7%	33.8%	9.0%	20.5%	100.0%
Total		Count	233	200	53	109	595
		% within Impression 2_Overall cleanliness and hygiene	39.2%	33.6%	8.9%	18.3%	100.0%

Impression 2_Food and water safety * Cluster Number of Case Crosstabulation

			Cluster Number of Case				
			1	2	3	4	Total
Impression 2_Food and water safety	Extremely Dissatisfied	Count	2	1	0	0	3
		% within Impression 2_Food and water safety	66.7%	33.3%	0.0%	0.0%	100.0%
	Moderately Dissatisfied	Count	3	0	1	0	4
		% within Impression 2_Food and water safety	75.0%	0.0%	25.0%	0.0%	100.0%
	Slightly Dissatisfied	Count	8	3	0	0	11
		% within Impression 2_Food and water safety	72.7%	27.3%	0.0%	0.0%	100.0%
	Neither Satisfied nor Dissatisfied	Count	29	25	10	14	78
		% within Impression 2_Food and water safety	37.2%	32.1%	12.8%	17.9%	100.0%
	Slightly Satisfied	Count	35	35	2	13	85
		% within Impression 2_Food and water safety	41.2%	41.2%	2.4%	15.3%	100.0%
	Moderately Satisfied	Count	91	68	21	37	217
		% within Impression 2_Food and water safety	41.9%	31.3%	9.7%	17.1%	100.0%
	Extremely Satisfied	Count	65	68	19	45	197
		% within Impression 2_Food and water safety	33.0%	34.5%	9.6%	22.8%	100.0%
Total	Count	233	200	53	109	595	
	% within Impression 2_Food and water safety	39.2%	33.6%	8.9%	18.3%	100.0%	

Impression 2_Ease of access to the destination * Cluster Number of Case Crosstabulation

			Cluster Number of Case				
			1	2	3	4	Total
Impression 2_Ease of access to the destination	Moderately Dissatisfied	Count	3	2	0	0	5
		% within Impression 2_Ease of access to the destination	60.0%	40.0%	0.0%	0.0%	100.0%
	Slightly Dissatisfied	Count	11	6	1	0	18
		% within Impression 2_Ease of access to the destination	61.1%	33.3%	5.6%	0.0%	100.0%
	Neither Satisfied nor Dissatisfied	Count	31	19	10	9	69
		% within Impression 2_Ease of access to the destination	44.9%	27.5%	14.5%	13.0%	100.0%
	Slightly Satisfied	Count	31	40	3	21	95
		% within Impression 2_Ease of access to the destination	32.6%	42.1%	3.2%	22.1%	100.0%
	Moderately Satisfied	Count	79	62	18	30	189
		% within Impression 2_Ease of access to the destination	41.8%	32.8%	9.5%	15.9%	100.0%
	Extremely Satisfied	Count	78	71	21	49	219
		% within Impression 2_Ease of access to the destination	35.6%	32.4%	9.6%	22.4%	100.0%
	Total	Count	233	200	53	109	595
		% within Impression 2_Ease of access to the destination	39.2%	33.6%	8.9%	18.3%	100.0%

Impression 2_Cost of the trip to get there ^ Cluster Number of Case Crosstabulation

			Cluster Number of Case				Total
			1	2	3	4	
Impression 2_Cost of the trip to get there	Extremely Dissatisfied	Count	1	3	0	0	4
		% within Impression 2_Cost of the trip to get there	25.0%	75.0%	0.0%	0.0%	100.0%
	Moderately Dissatisfied	Count	6	4	0	0	10
		% within Impression 2_Cost of the trip to get there	60.0%	40.0%	0.0%	0.0%	100.0%
	Slightly Dissatisfied	Count	8	8	1	3	20
		% within Impression 2_Cost of the trip to get there	40.0%	40.0%	5.0%	15.0%	100.0%
	Neither Satisfied nor Dissatisfied	Count	25	15	11	10	61
		% within Impression 2_Cost of the trip to get there	41.0%	24.6%	18.0%	16.4%	100.0%
	Slightly Satisfied	Count	37	40	6	18	101
		% within Impression 2_Cost of the trip to get there	36.6%	39.6%	5.9%	17.8%	100.0%
	Moderately Satisfied	Count	84	65	13	28	190
		% within Impression 2_Cost of the trip to get there	44.2%	34.2%	6.8%	14.7%	100.0%
	Extremely Satisfied	Count	72	65	22	50	209
		% within Impression 2_Cost of the trip to get there	34.4%	31.1%	10.5%	23.9%	100.0%
Total		Count	233	200	53	109	595
		% within Impression 2_Cost of the trip to get there	39.2%	33.6%	8.9%	18.3%	100.0%

Impression 2_Taste of local food ^ Cluster Number of Case Crosstabulation

			Cluster Number of Case				Total
			1	2	3	4	
Impression 2_Taste of local food	Extremely Dissatisfied	Count	1	2	0	0	3
		% within Impression 2_Taste of local food	33.3%	66.7%	0.0%	0.0%	100.0%
	Moderately Dissatisfied	Count	5	3	0	0	8
		% within Impression 2_Taste of local food	62.5%	37.5%	0.0%	0.0%	100.0%
	Slightly Dissatisfied	Count	7	6	1	2	16
		% within Impression 2_Taste of local food	43.8%	37.5%	6.3%	12.5%	100.0%
	Neither Satisfied nor Dissatisfied	Count	22	24	10	12	68
		% within Impression 2_Taste of local food	32.4%	35.3%	14.7%	17.6%	100.0%
	Slightly Satisfied	Count	39	30	4	16	89
		% within Impression 2_Taste of local food	43.8%	33.7%	4.5%	18.0%	100.0%
	Moderately Satisfied	Count	70	58	14	25	167
		% within Impression 2_Taste of local food	41.9%	34.7%	8.4%	15.0%	100.0%
	Extremely Satisfied	Count	89	77	24	54	244
		% within Impression 2_Taste of local food	36.5%	31.6%	9.8%	22.1%	100.0%
Total		Count	233	200	53	109	595
		% within Impression 2_Taste of local food	39.2%	33.6%	8.9%	18.3%	100.0%

Impression 2_Social opportunities to mingle * Cluster Number of Case Crosstabulation

			Cluster Number of Case				Total
			1	2	3	4	
Impression 2_Social opportunities to mingle	Extremely Dissatisfied	Count	0	1	0	1	2
		% within Impression 2_Social opportunities to mingle	0.0%	50.0%	0.0%	50.0%	100.0%
	Moderately Dissatisfied	Count	5	1	0	1	7
		% within Impression 2_Social opportunities to mingle	71.4%	14.3%	0.0%	14.3%	100.0%
	Slightly Dissatisfied	Count	5	7	0	3	15
		% within Impression 2_Social opportunities to mingle	33.3%	46.7%	0.0%	20.0%	100.0%
	Neither Satisfied nor Dissatisfied	Count	34	26	12	11	83
		% within Impression 2_Social opportunities to mingle	41.0%	31.3%	14.5%	13.3%	100.0%
Slightly Satisfied	Count	34	36	3	16	89	
	% within Impression 2_Social opportunities to mingle	38.2%	40.4%	3.4%	18.0%	100.0%	
Moderately Satisfied	Count	75	57	16	31	179	
	% within Impression 2_Social opportunities to mingle	41.9%	31.8%	8.9%	17.3%	100.0%	
Extremely Satisfied	Count	80	72	22	46	220	
	% within Impression 2_Social opportunities to mingle	36.4%	32.7%	10.0%	20.9%	100.0%	
Total	Count	233	200	53	109	595	
	% within Impression 2_Social opportunities to mingle	39.2%	33.6%	8.9%	18.3%	100.0%	

Impression 2_Luxury tourism products and services * Cluster Number of Case Crosstabulation

			Cluster Number of Case				Total
			1	2	3	4	
Impression 2_Luxury tourism products and services	Extremely Dissatisfied	Count	0	2	0	1	3
		% within Impression 2_Luxury tourism products and services	0.0%	66.7%	0.0%	33.3%	100.0%
	Moderately Dissatisfied	Count	4	2	0	1	7
		% within Impression 2_Luxury tourism products and services	57.1%	28.6%	0.0%	14.3%	100.0%
	Slightly Dissatisfied	Count	10	4	0	0	14
		% within Impression 2_Luxury tourism products and services	71.4%	28.6%	0.0%	0.0%	100.0%
	Neither Satisfied nor Dissatisfied	Count	22	24	12	12	70
		% within Impression 2_Luxury tourism products and services	31.4%	34.3%	17.1%	17.1%	100.0%
Slightly Satisfied	Count	38	39	8	18	103	
	% within Impression 2_Luxury tourism products and services	36.9%	37.9%	7.8%	17.5%	100.0%	
Moderately Satisfied	Count	79	64	12	34	189	
	% within Impression 2_Luxury tourism products and services	41.8%	33.9%	6.3%	18.0%	100.0%	
Extremely Satisfied	Count	80	65	21	43	209	
	% within Impression 2_Luxury tourism products and services	38.3%	31.1%	10.0%	20.6%	100.0%	
Total	Count	233	200	53	109	595	
	% within Impression 2_Luxury tourism products and services	39.2%	33.6%	8.9%	18.3%	100.0%	

Impression 2_Ease of mobility in the destination * Cluster Number of Case Crosstabulation

			Cluster Number of Case				
			1	2	3	4	Total
Impression 2_Ease of mobility in the destination	Extremely Dissatisfied	Court	2	0	0	0	2
		% within Impression 2_Ease of mobility in the destination	100.0%	0.0%	0.0%	0.0%	100.0%
	Moderately Dissatisfied	Court	3	4	0	0	7
		% within Impression 2_Ease of mobility in the destination	42.9%	57.1%	0.0%	0.0%	100.0%
	Slightly Dissatisfied	Court	7	6	0	3	16
		% within Impression 2_Ease of mobility in the destination	43.8%	37.5%	0.0%	18.8%	100.0%
	Neither Satisfied nor Dissatisfied	Court	24	23	13	15	75
		% within Impression 2_Ease of mobility in the destination	32.0%	30.7%	17.3%	20.0%	100.0%
	Slightly Satisfied	Court	44	40	4	15	103
		% within Impression 2_Ease of mobility in the destination	42.7%	38.8%	3.9%	14.6%	100.0%
	Moderately Satisfied	Court	78	56	16	30	180
		% within Impression 2_Ease of mobility in the destination	43.3%	31.1%	8.9%	16.7%	100.0%
	Extremely Satisfied	Court	75	71	20	46	212
		% within Impression 2_Ease of mobility in the destination	35.4%	33.5%	9.4%	21.7%	100.0%
Total		Court	233	200	53	109	595
		% within Impression 2_Ease of mobility in the destination	39.2%	33.6%	8.9%	18.3%	100.0%

Impression 2_Quality of services in restaurants * Cluster Number of Case Crosstabulation

			Cluster Number of Case				
			1	2	3	4	Total
Impression 2_Quality of services in restaurants	Extremely Dissatisfied	Court	1	1	0	0	2
		% within Impression 2_Quality of services in restaurants	50.0%	50.0%	0.0%	0.0%	100.0%
	Moderately Dissatisfied	Court	6	1	0	0	7
		% within Impression 2_Quality of services in restaurants	85.7%	14.3%	0.0%	0.0%	100.0%
	Slightly Dissatisfied	Court	8	6	0	2	16
		% within Impression 2_Quality of services in restaurants	50.0%	37.5%	0.0%	12.5%	100.0%
	Neither Satisfied nor Dissatisfied	Court	24	19	9	17	69
		% within Impression 2_Quality of services in restaurants	34.8%	27.5%	13.0%	24.6%	100.0%
	Slightly Satisfied	Court	38	42	8	13	101
		% within Impression 2_Quality of services in restaurants	37.6%	41.6%	7.9%	12.9%	100.0%
	Moderately Satisfied	Court	83	62	12	22	179
		% within Impression 2_Quality of services in restaurants	46.4%	34.6%	6.7%	12.3%	100.0%
	Extremely Satisfied	Court	73	69	24	55	221
		% within Impression 2_Quality of services in restaurants	33.0%	31.2%	10.9%	24.9%	100.0%
Total		Court	233	200	53	109	595
		% within Impression 2_Quality of services in restaurants	39.2%	33.6%	8.9%	18.3%	100.0%

Impression 2_Quality of services in accommodation facilities * Cluster Number of Case Crosstabulation

			Cluster Number of Case				Total
			1	2	3	4	
Impression 2_Quality of services in accommodation facilities	Extremely Dissatisfied	Court	1	2	0	0	3
		% within Impression 2_Quality of services in accommodation facilities	33.3%	66.7%	0.0%	0.0%	100.0%
	Moderately Dissatisfied	Court	4	2	0	1	7
		% within Impression 2_Quality of services in accommodation facilities	57.1%	28.6%	0.0%	14.3%	100.0%
	Slightly Dissatisfied	Court	9	5	0	1	15
		% within Impression 2_Quality of services in accommodation facilities	60.0%	33.3%	0.0%	6.7%	100.0%
	Neither Satisfied nor Dissatisfied	Court	23	29	10	12	74
		% within Impression 2_Quality of services in accommodation facilities	31.1%	39.2%	13.5%	16.2%	100.0%
	Slightly Satisfied	Court	28	26	1	19	74
		% within Impression 2_Quality of services in accommodation facilities	37.8%	35.1%	1.4%	25.7%	100.0%
	Moderately Satisfied	Court	91	50	19	25	185
		% within Impression 2_Quality of services in accommodation facilities	49.2%	27.0%	10.3%	13.5%	100.0%
	Extremely Satisfied	Court	77	86	23	51	237
		% within Impression 2_Quality of services in accommodation facilities	32.5%	36.3%	9.7%	21.5%	100.0%
Total		Court	233	200	53	109	595
		% within Impression 2_Quality of services in accommodation facilities	39.2%	33.6%	8.9%	18.3%	100.0%

Impression 2_Quality of windsurfing * Cluster Number of Case Crosstabulation

			Cluster Number of Case				Total
			1	2	3	4	
Impression 2_Quality of windsurfing	Extremely Dissatisfied	Court	2	1	0	1	4
		% within Impression 2_Quality of windsurfing	50.0%	25.0%	0.0%	25.0%	100.0%
	Moderately Dissatisfied	Court	6	3	0	2	11
		% within Impression 2_Quality of windsurfing	54.5%	27.3%	0.0%	18.2%	100.0%
	Slightly Dissatisfied	Court	9	6	0	0	15
		% within Impression 2_Quality of windsurfing	60.0%	40.0%	0.0%	0.0%	100.0%
	Neither Satisfied nor Dissatisfied	Court	31	29	14	17	91
		% within Impression 2_Quality of windsurfing	34.1%	31.9%	15.4%	18.7%	100.0%
	Slightly Satisfied	Court	32	32	4	22	90
		% within Impression 2_Quality of windsurfing	35.6%	35.6%	4.4%	24.4%	100.0%
	Moderately Satisfied	Court	77	56	14	25	172
		% within Impression 2_Quality of windsurfing	44.8%	32.6%	8.1%	14.5%	100.0%
	Extremely Satisfied	Court	76	73	21	42	212
		% within Impression 2_Quality of windsurfing	35.8%	34.4%	9.9%	19.8%	100.0%
Total		Court	233	200	53	109	595
		% within Impression 2_Quality of windsurfing	39.2%	33.6%	8.9%	18.3%	100.0%

Impression 2_Availability of eco-tourism activities * Cluster Number of Case Crosstabulation

		Cluster Number of Case					
		1	2	3	4	Total	
Impression 2_Availability of eco-tourism activities	Extremely Dissatisfied	Count	2	0	0	0	2
	% within Impression 2_Availability of eco-tourism activities	100.0%	0.0%	0.0%	0.0%	100.0%	
Moderately Dissatisfied	Count	1	3	0	2	6	
	% within Impression 2_Availability of eco-tourism activities	16.7%	50.0%	0.0%	33.3%	100.0%	
Slightly Dissatisfied	Count	8	6	0	3	17	
	% within Impression 2_Availability of eco-tourism activities	47.1%	35.3%	0.0%	17.6%	100.0%	
Neither Satisfied nor Dissatisfied	Count	27	30	15	12	84	
	% within Impression 2_Availability of eco-tourism activities	32.1%	35.7%	17.9%	14.3%	100.0%	
Slightly Satisfied	Count	44	33	6	17	100	
	% within Impression 2_Availability of eco-tourism activities	44.0%	33.0%	6.0%	17.0%	100.0%	
Moderately Satisfied	Count	67	57	15	27	166	
	% within Impression 2_Availability of eco-tourism activities	40.4%	34.3%	9.0%	16.3%	100.0%	
Extremely Satisfied	Count	84	71	17	48	220	
	% within Impression 2_Availability of eco-tourism activities	38.2%	32.3%	7.7%	21.8%	100.0%	
Total	Count	233	200	53	109	595	
	% within Impression 2_Availability of eco-tourism activities	39.2%	33.6%	8.9%	18.3%	100.0%	

Impression 2_Availability of island safari * Cluster Number of Case Crosstabulation

		Cluster Number of Case					
		1	2	3	4	Total	
Impression 2_Availability of island safari	Extremely Dissatisfied	Count	3	1	0	0	4
	% within Impression 2_Availability of island safari	75.0%	25.0%	0.0%	0.0%	100.0%	
Moderately Dissatisfied	Count	5	5	0	1	11	
	% within Impression 2_Availability of island safari	45.5%	45.5%	0.0%	9.1%	100.0%	
Slightly Dissatisfied	Count	7	7	0	2	16	
	% within Impression 2_Availability of island safari	43.8%	43.8%	0.0%	12.5%	100.0%	
Neither Satisfied nor Dissatisfied	Count	23	24	12	18	77	
	% within Impression 2_Availability of island safari	29.9%	31.2%	15.6%	23.4%	100.0%	
Slightly Satisfied	Count	44	37	5	12	98	
	% within Impression 2_Availability of island safari	44.9%	37.8%	5.1%	12.2%	100.0%	
Moderately Satisfied	Count	73	54	16	27	170	
	% within Impression 2_Availability of island safari	42.9%	31.8%	9.4%	15.9%	100.0%	
Extremely Satisfied	Count	78	72	20	49	219	
	% within Impression 2_Availability of island safari	35.6%	32.9%	9.1%	22.4%	100.0%	
Total	Count	233	200	53	109	595	
	% within Impression 2_Availability of island safari	39.2%	33.6%	8.9%	18.3%	100.0%	

Impression 2_Quality of National Parks * Cluster Number of Case Crosstabulation

			Cluster Number of Case				
			1	2	3	4	Total
Impression 2_Quality of National Parks	Extremely Dissatisfied	Count	0	0	0	1	1
		% within Impression 2_Quality of National Parks	0.0%	0.0%	0.0%	100.0%	100.0%
	Moderately Dissatisfied	Count	2	6	0	2	10
		% within Impression 2_Quality of National Parks	20.0%	60.0%	0.0%	20.0%	100.0%
	Slightly Dissatisfied	Count	11	6	0	0	17
		% within Impression 2_Quality of National Parks	64.7%	35.3%	0.0%	0.0%	100.0%
	Neither Satisfied nor Dissatisfied	Count	21	22	14	21	78
		% within Impression 2_Quality of National Parks	26.9%	28.2%	17.9%	26.9%	100.0%
	Slightly Satisfied	Count	40	44	7	9	100
		% within Impression 2_Quality of National Parks	40.0%	44.0%	7.0%	9.0%	100.0%
	Moderately Satisfied	Count	84	50	15	27	176
		% within Impression 2_Quality of National Parks	47.7%	28.4%	8.5%	15.3%	100.0%
	Extremely Satisfied	Count	75	72	17	49	213
		% within Impression 2_Quality of National Parks	35.2%	33.8%	8.0%	23.0%	100.0%
Total	Count		233	200	53	109	595
		% within Impression 2_Quality of National Parks	39.2%	33.6%	8.9%	18.3%	100.0%

Impression 2_Natural conservation efforts * Cluster Number of Case Crosstabulation

			Cluster Number of Case				
			1	2	3	4	Total
Impression 2_Natural conservation efforts	Extremely Dissatisfied	Count	0	2	0	0	2
		% within Impression 2_Natural conservation efforts	0.0%	100.0%	0.0%	0.0%	100.0%
	Moderately Dissatisfied	Count	3	2	0	0	5
		% within Impression 2_Natural conservation efforts	60.0%	40.0%	0.0%	0.0%	100.0%
	Slightly Dissatisfied	Count	13	5	0	5	23
		% within Impression 2_Natural conservation efforts	56.5%	21.7%	0.0%	21.7%	100.0%
	Neither Satisfied nor Dissatisfied	Count	29	29	14	15	87
		% within Impression 2_Natural conservation efforts	33.3%	33.3%	16.1%	17.2%	100.0%
	Slightly Satisfied	Count	38	43	4	10	95
		% within Impression 2_Natural conservation efforts	40.0%	45.3%	4.2%	10.5%	100.0%
	Moderately Satisfied	Count	67	46	18	26	157
		% within Impression 2_Natural conservation efforts	42.7%	29.3%	11.5%	16.6%	100.0%
	Extremely Satisfied	Count	83	73	17	53	226
		% within Impression 2_Natural conservation efforts	36.7%	32.3%	7.5%	23.5%	100.0%
Total	Count		233	200	53	109	595
		% within Impression 2_Natural conservation efforts	39.2%	33.6%	8.9%	18.3%	100.0%



BONAIRE

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