Measuring Yacht Visitors
Challenges and Solutions

Kevin Millington
We know when they will depart
We know where they are going
We know how long they have stayed (cruise)
We know nationality and some demographics
Yacht Visitors

We don’t know when they will arrive or leave (sometimes nor do they!)

We don’t know where they have come from

We don’t know how many are on board
Definition

- They arrive on a yacht and may stay for a day or overnight. If they have stayed (or intend to stay) for more than 354 nights then they should be excluded from the survey, as they are classified as residents.

- Their usual country of residence must be a country other than the one being visited. Residents (irrespective of their nationality) should be excluded from the survey.

- All persons on board the yacht are considered as visitors (assuming they satisfy the country of residence and length of stay criteria above), including crew.
Finding Yacht Visitors

As we don’t know when they will leave, they need to be intercepted during their stay. Typical locations include:

- Yacht clubs
- Cafés and bars near marinas
- Marinas
- Internet cafés
- Marine stores
- Laundry
Survey Consideration...

As we don’t know when they will leave, we need to take into consideration what they have done SO FAR...in particular regarding expenditure.

And then make estimates to allow for the remainder of their stay.
The Questionnaire: Critical Questions

• What is your usual country of residence?
• Including yourself, how many people are on your yacht?
• Expenditure: before you start, remember to record the number of people they are reporting expenditure for. Then ask how much have they spent SO FAR on:
  • Food and drink (excluding provisioning)
  • Local transport
  • Shopping
  • Attractions
  • Telephone/Internet
The Questionnaire: Critical Questions

• How much have you **spent** or **intend** to spend, on:
  • Accommodation
  • Boar repairs and maintenance
  • Fuel/water
  • Moorings and other yacht-related fees
  • Provisioning

• How many **nights** have you spent in X?

• How many **more nights** do you expect to spend in X?
Implementation Tips

• Survey in the yachting season (usually broadly coincides with the cruise season)
• Get to know the best places to interview and use them
• Set a schedule when interviewers will visit identified sites
• Hit rate may be low (e.g. 4 interviews in an afternoon – allow for and expect this)
• Yachters are usually very willing to be interviewed – they are rarely in a rush
• A sample of 100 interviews in a season will yield some good results – there will be considerable homogeneity amongst respondents
Yachting in Fiji

US$ 3,600 per person

721 Yachts generated US$ 17 million

Total impact (direct, indirect and induced) on Fiji economy: US$ 29.5 million
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