



# Total Visitor Satisfaction (TVS)

Caribbean Tourism Organization

[www.OneCaribbean.org](http://www.OneCaribbean.org)



# Why TVS?

Your  **Opinion**  
Counts



# Why TVS?

- A large part of what makes a vacation special is the visitor's experience.
- A system that quantifies visitor satisfaction encompassing accommodation, restaurants, infrastructure, etc improves the destination's product & service standards thereby attracting more visitors and higher spending.
- ...ultimately achieve high hotel/taxi/business profits, boost economic growth & increase our standard of living!!!



# Why now?

- High global tourist competition threatens the industry's viability in the region.
- This is an opportune time for the Caribbean to intensely focus on satisfying its visitors:
  - to retaining them as repeats and
  - as influencers of the destination.



# Why the Caribbean?

*As the world's most tourism-dependent region, we must care more!*

- Develop a reputation for service excellence and welcoming environment
- Engenders an emotional attachment.



# What is it?



# What is it?

- Index/Scorecard (between 0 & 100) that quantifies visitors' perceptions of your destination.
- Focus on 7 key subsectors - accommodation, immigration & customs, restaurants, sites & attractions, shopping, safety & security and transportation & infrastructure.



# What is it?

- Satisfaction with each subsector is measured by survey responses to 3 key questions:
  - Your overall satisfaction with the service.
  - The extent to which the actual service met your expectations.
  - Your satisfaction with the service compared to your ideal experience.





# What is it?

- Each subsector is scored between 0 and 100.
- A weighted-average of the subsectors yield an overall satisfaction index/score.
- 2-year TVS certification:
  - overall index scores of 85 or more and
  - at least 75 on each sub-index.



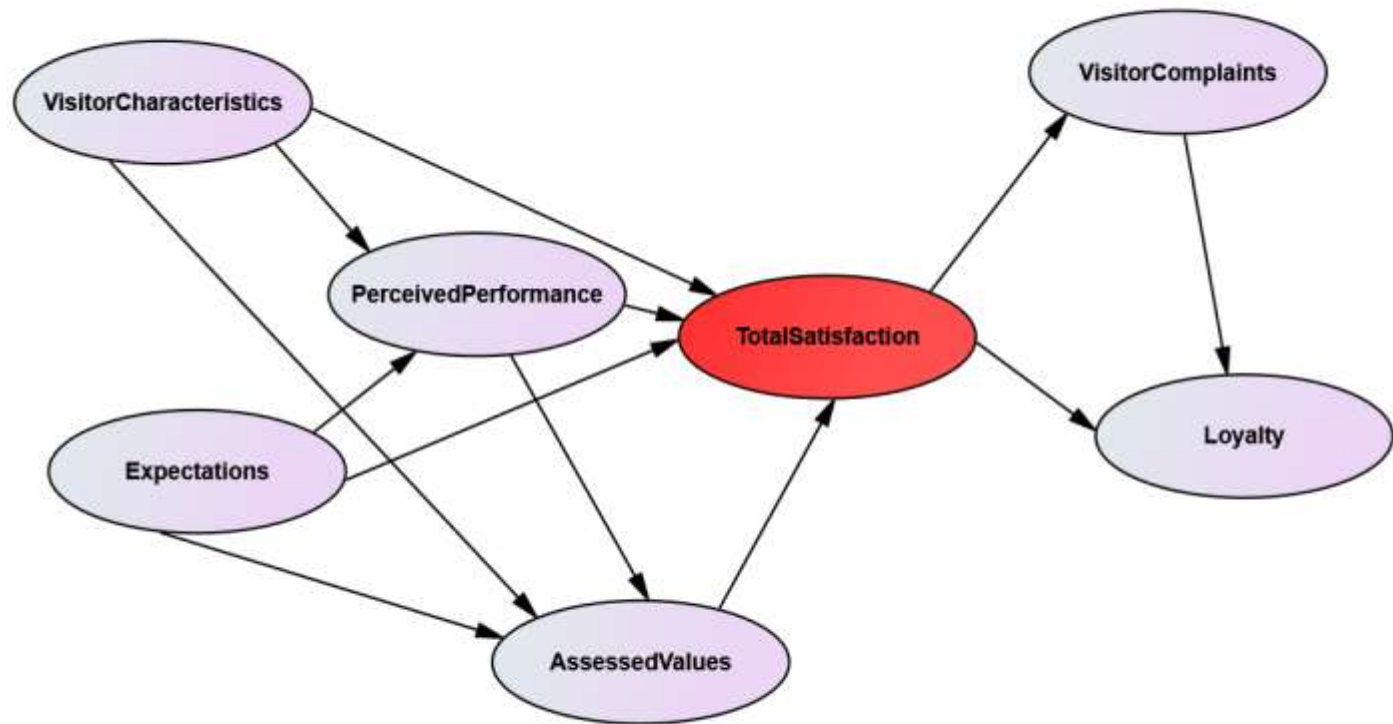
# Survey Instrument



Microsoft Word  
Document



# Determinants of Visitor Satisfaction



# How TVS Certification Benefits a Destination



- Scientifically Quantify Visitor satisfaction level
- Highlights problem areas
- Highlights areas of excellence
- Used as a destination marketing and management tool.
- Improves tourism policy decisions.
- Secure support of industry partners in the source markets



# How It Benefits The Region

- Acquire leadership advantages in the industry
- Improves Caribbean's tourism product.
- Is a marketing tool, which guarantee's media attention.
- Build visitor's trust.
- Improves tourism performance and enhances the industry's sustainability.



# Visitor Survey: Pilot Study

- A pilot study was undertaken during August to September 2012: Antigua & Barbuda, Barbados, Dominica, St. Kitts & Nevis, St. Lucia and Trinidad & Tobago.
- Scores are not disclosed to 3<sup>rd</sup> parties.



# Use of TVS

## Strategic Planning:

- Country A has a 5-year strategic plan consisting of 6 areas: marketing, sustainability, product development, new and emerging source markets, professional and industry development & communication.
- TVS can be used as a measure of economic sustainability, product & industry development and as a priority action for marketing.



# Use of TVS

## Destination competitive analysis:

- Primary research methods mainly focus on investigating customer perceptions or attitudes towards the attractiveness of several individual destinations.
- TVS provides an immediate ranking of participating members on how they compare to the average and a percentile ranking.

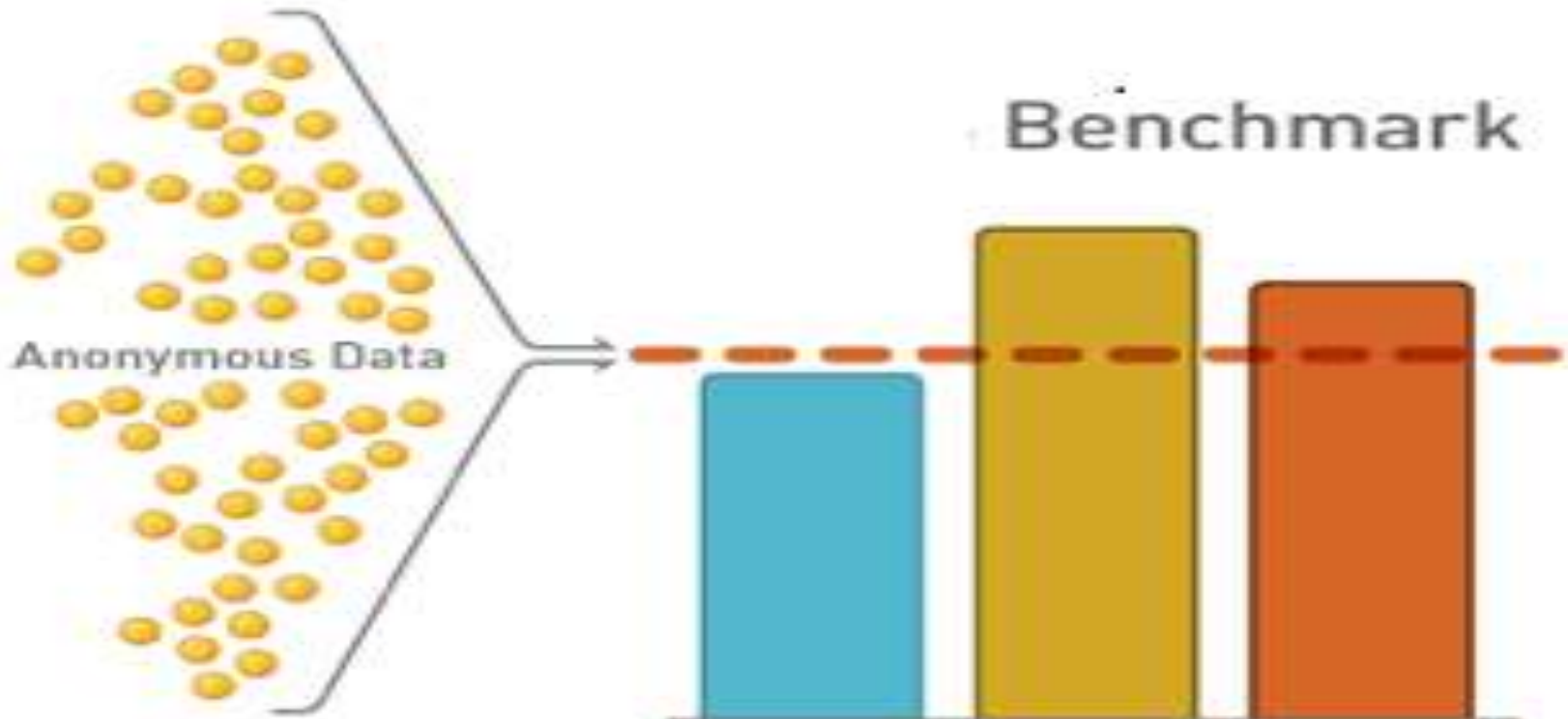




# Use of TVS

## Benchmarking:

- TVS supplies a ready benchmark for service delivery.



# Use of TVS

## TVS driver analysis:

- The subsectors with the greatest weights are the main drivers of the overall index.
- Hence, if accommodation has a low score but the largest weight then it is advised you primarily tackle this sector to improve overall score.



# Use of TVS

## TVS driver analysis:

- Each subsector is broken down into 4 factors: **tourist characteristics, perceived performance, assessed value, expectations.**
- The factors that greatly affect satisfaction are isolated and can be addressed to raise the sub-sector score.



# Use of TVS

## TVS driver analysis:

- This analysis is critical for evidence-based policy making and policy programme evaluation.
- It readily pinpoints areas of service in need of immediate policy interventions
- The evolution of the score over time provides a measure of evaluation.



# Next Steps

- Launch TVS in other member countries.
- Secure additional funding to assist countries participation, broaden awareness and scope, as well as complete the marketing package.
- Seek international endorsement.
- Select a TVS logo.

