Total Visitor Satisfaction (TVS)

Caribbean Tourism Organization

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:
  o to retaining them as repeats and
  o 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?

Customer service

Excellent

Poor
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:
  o Your overall satisfaction with the service.
  o The extent to which the actual service met your expectations.
  o 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
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 guarantees media attention.
• Build visitor’s trust.
• Improves tourism performance and enhances the industry’s sustainability.
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 3rd 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.
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.