

CURACAO

A stylized sun icon with a white circular center and yellow rays, positioned to the right of the word "CURACAO".

2017 CARNIVAL REPORT

Curaçao Tourist Board 2017



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Introduction

Reflecting on Carnival

The Caribbean region is well known for their Carnival festivities. The Curaçao Carnival is one of the largest carnival events in the Caribbean. The typical Carnival season starts in the month of January until February with numerous festivities that include floats complete with bands, costumed marching dancers, and frenetic dancing and drinking in a long parade. Carnival in Curaçao is not only an opportunity for foreigners to interact with locals but also to infuse an engaging experience.

The events during the 2017 Curaçao Carnival included a four-day Tumba Festival during which the best of the island's musicians competed for the official Carnival parade song. From such competition, the Rei di Tumba (King of Tumba) was selected, and the festival grand finale was a unique parade ending with the ritual burning of the straw Rei Momo, representing elements that must be cleansed and destroyed before Lent begins.

The Curaçao Carnival festivities during and after the Tumba Festival are the most exciting activities, marked by fireworks and lasting sometimes until dawn. The Curaçao Carnival attracted visitors from all ages, and the Tumba Festival was one of the main attractions for locals and visitors. The vast majority of carnival events occurred in Willemstad, but celebrations also extended to villages across the island.

"Curaçao's Carnival is one of the largest and longest-lasting Carnival spectacles of the Caribbean and one of the best times to visit the island."

Curacao Chronicle, 2017



"The pounding beat of African tumba music fills the air at a Carnival that is lively but not as risqué as the bashes on other islands. This is a Carnival you'd be comfortable taking the kids to."

curacaocarnival.info, 2017

"Carnival is about over-the-top, shed-your-inhibitions fun. Like Mardi Gras, it's traditionally a last chance for excess before the solemn season of Lent for Catholics."

Chicago Tribune, 2017



Executive Summary

Carnival Highlights

The Curaçao Carnival continues to be the prominent and renowned celebration of the history and culture of Curaçao. All the festivities leading up to Ash Wednesday bring to light an inimitable sociocultural diversity that makes Carnival an incomparable highly coveted event. As a small island destination Curaçao exercises tourism development strategies that focus on culture and heritage to increase Carnival's sociocultural while at the same time expanding Carnival's market value. Over the years, the Curaçao Tourist Board (CTB) has carried the initiative to map the economics of Carnival by investigating and profiling international visitors. More specifically, the goal is to understand the Carnival experience and the economic impact that spawns to the local economy.

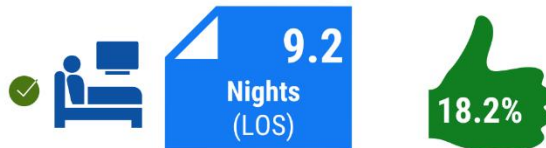
During the 2017 Carnival festivities, it was estimated a total of 2,335 international visitors came to Curaçao visited for the sole purpose of experiencing Carnival. The profile of these tourists in 2017 is very similar to previous years and reveals an affluent and educated persona residing in the surrounding region and the Netherlands. Overall, the tourists attending the festival were satisfied with their experience and are willing to come back and/or recommend. More and more these tourists are equipped and enthusiastic to use social media to approve and certify their experience at Carnival and the destination.

The tourists of visiting Curacao and attending Carnival as their main purpose for travel stayed on average 10.87 days and spent on average US\$172 per person per day or US\$1,865 per trip. This spending is still much higher than the typical tourists patronizing the destination. The total direct economic contribution of Carnival to the economy was US\$4.35 million. The total direct and indirect impact was US\$5.48 million with a multiplier of 1.83*. The return on investment (ROI) for every dollar invested by the CTB for Carnival was US\$105.

* Figure reflects a leakage factor of estimated at 30.8%. The leakage fraction of 30.8% was drawn from the Tourism Satellite Accounts from the World Travel and Tourism Council (WTTC) that provide data on the direct and indirect effects of tourism spending in the Caribbean. See, WTTC (2007). Caribbean, Navigating the Path Ahead, London.

Performance Indicators

Carnival 2016



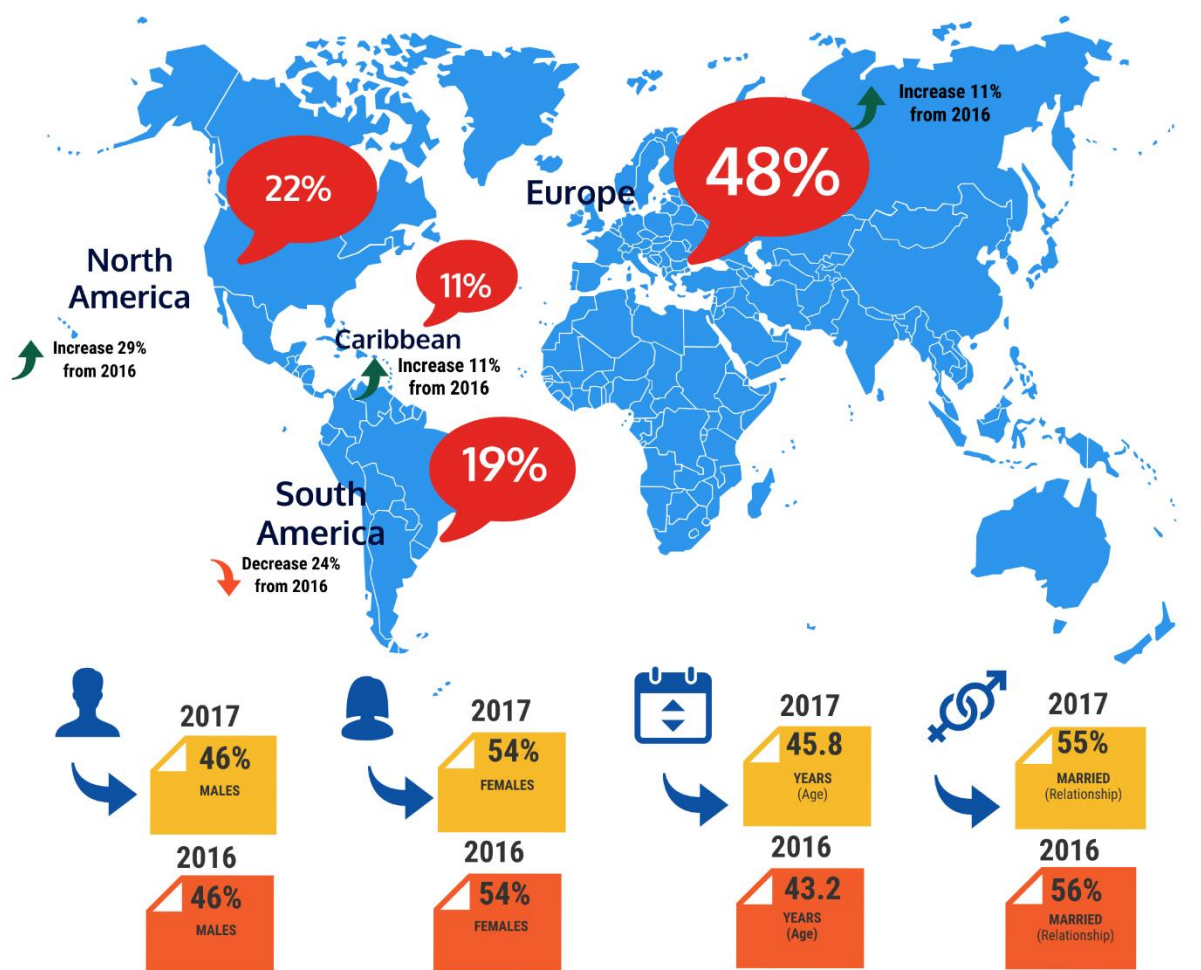
Carnival 2017



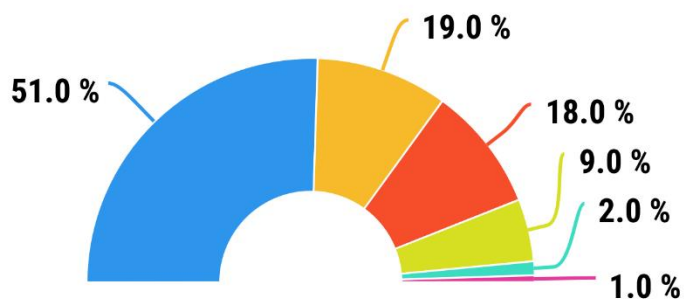
Carnival Attendees

Who are they?

During the week of February 20 to February 28, 2017, a total of 11,676 tourists arrived to Curaçao, of which 2,335 came for the sole purpose of attending Carnival. The majority of tourists arrivals during that week came from Europe (48%), followed by North America (22%) and South America (19%).



Purpose of travel to Curaçao



● Sun and Beach Tourism ● Carnival ● Visit Family and Friends ● Other Purposes ● Business/Conference ● Shopping

Previous visit Curaçao



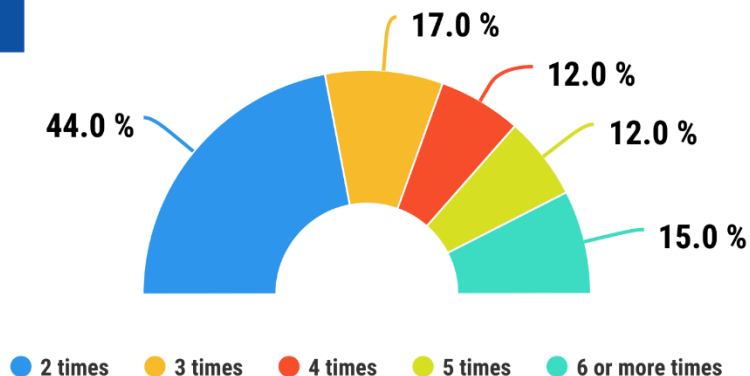
● First time visitor ● Repeat visitor

Previous participation in Curaçao Carnival

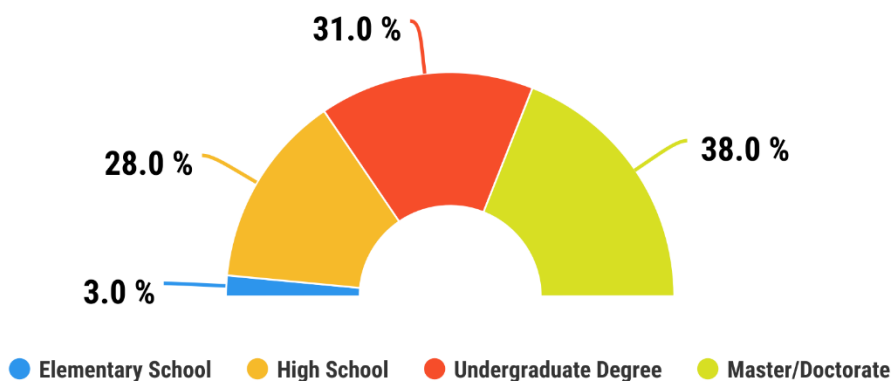


● First time attendee ● Repeat attendee

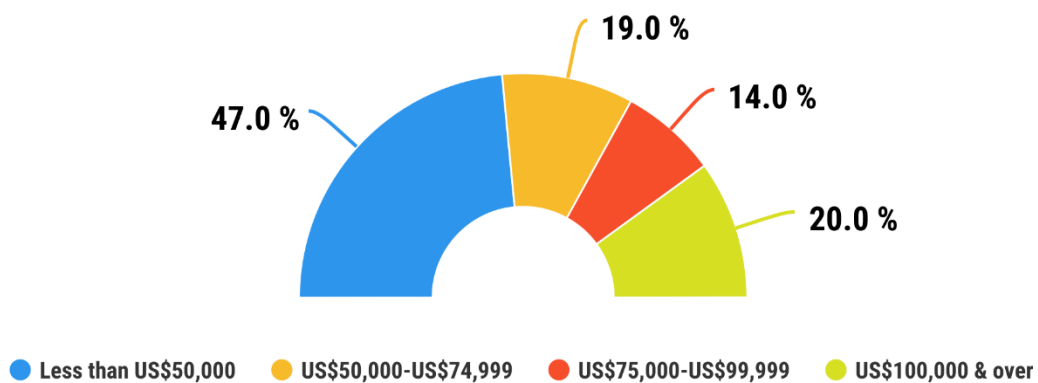
Participation in Curaçao Carnival (Repeaters)



Education level

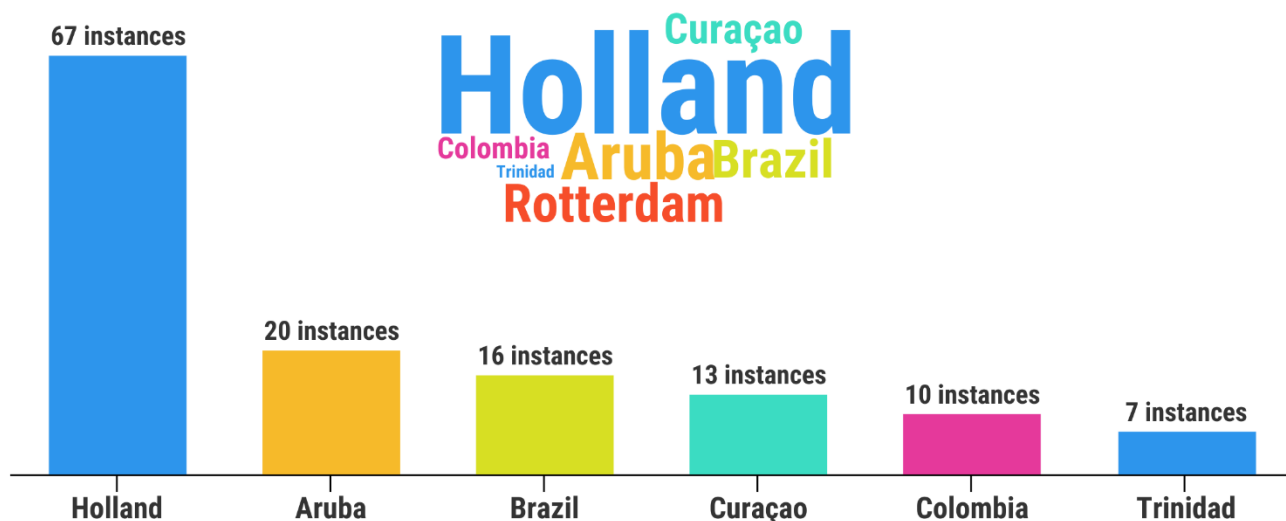


Household incomes US\$

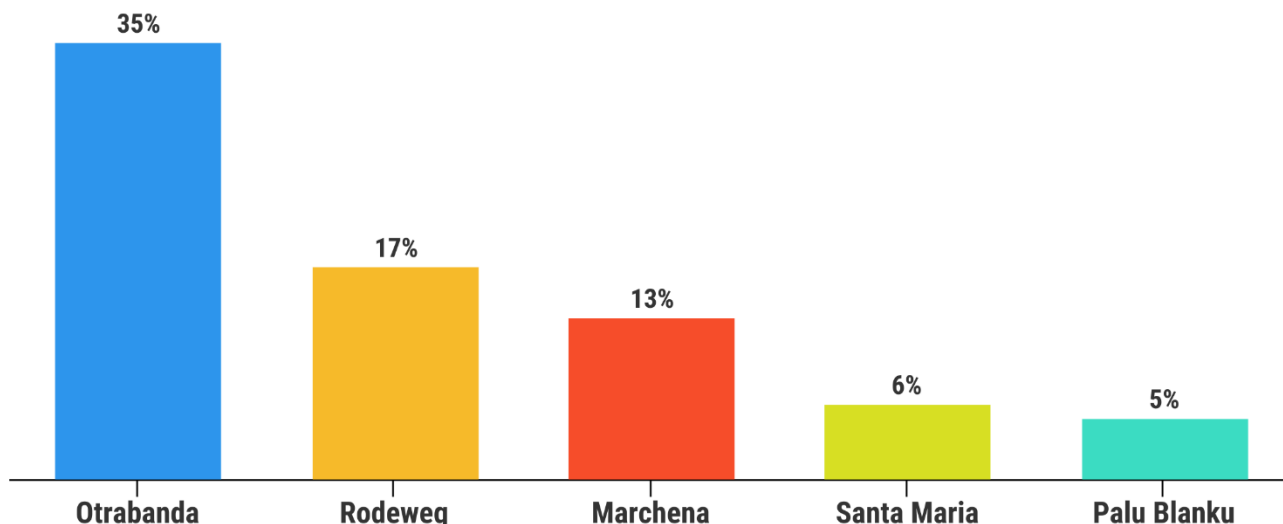


Carnival Preferences

Other carnival experience



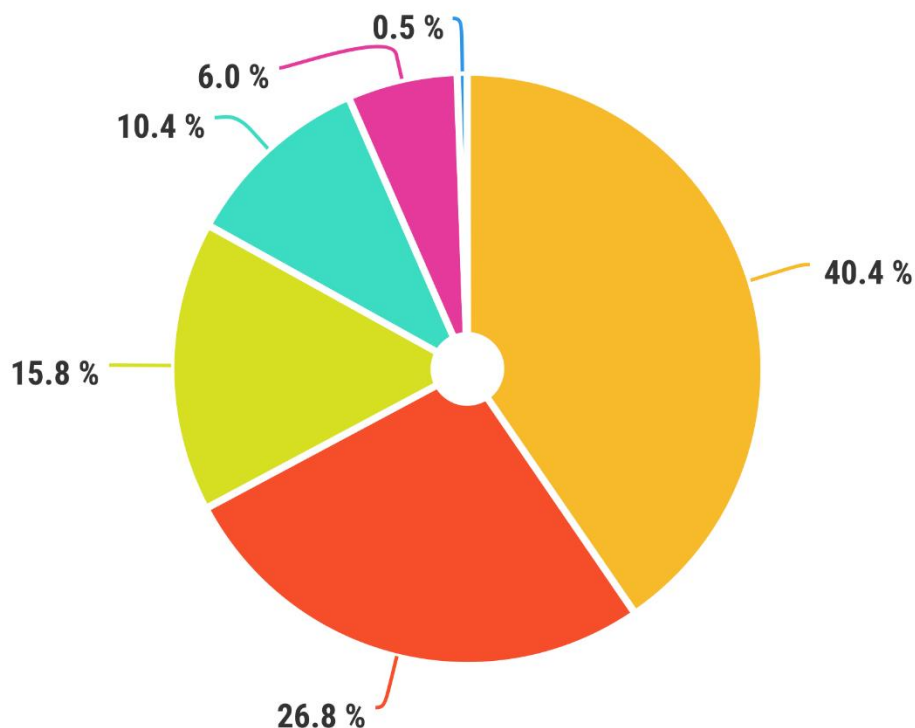
Most visited Carnival locations



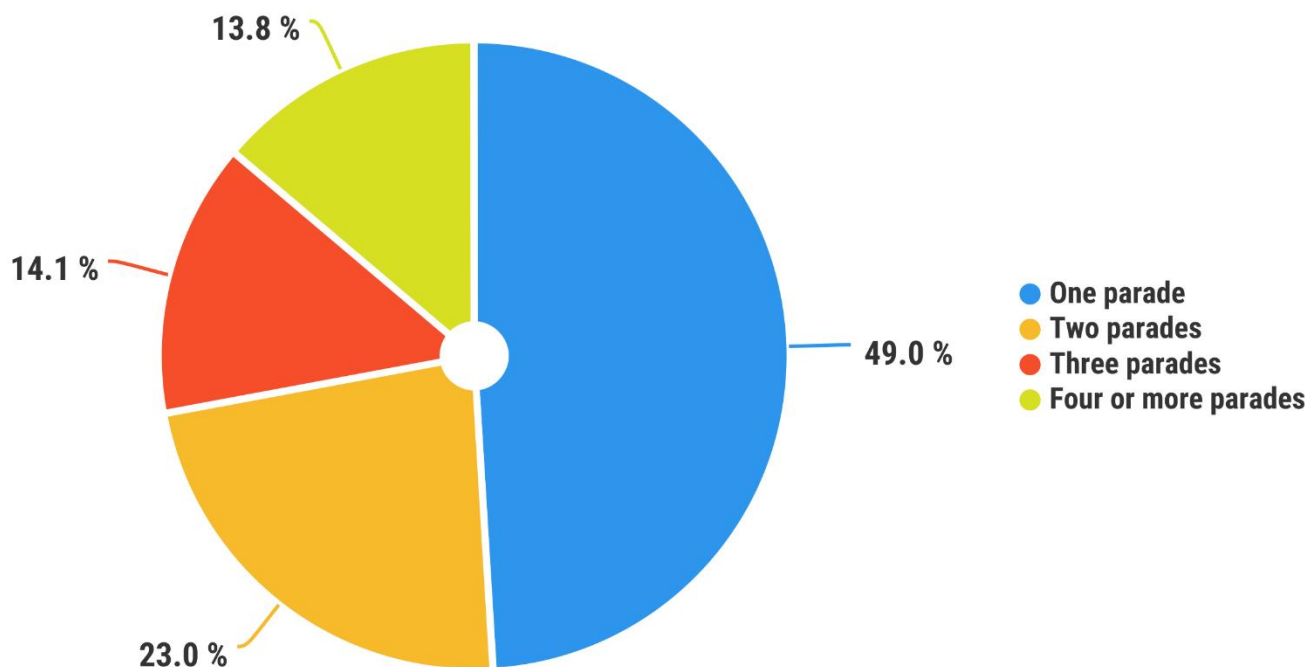


Carnival parades participation

- Grand Parade (Sunday)
- Farewell Parade (Tuesday)
- Teener Parade (Friday)
- Children Parade (Monday)
- Children Parade (Sunday)
- Tumba Festival



Number of parades



Carnival Experience Satisfaction

Respondents who attended the Carnival were asked to evaluate their level of satisfaction and their experience with the event. Overall, a high percentage of respondents were satisfied with the experience enjoyed at the destination and Carnival events. Ninety three percent of the tourists were satisfied with Curaçao, while 92.7% were satisfied with the Carnival. However, the respondents' satisfaction levels in 2017 seemed slightly lower than those in 2016 with either the carnival or destination.

93%



Satisfied with
Curaçao

92%



Satisfied with
Carnival



Carnival Experience

The experiential values revealed by respondents with regard to Carnival were grouped into six factors. These factors are: aesthetics, entertainment, escapism, memory, cultural, and hedonistic value. The highest rated perceptions about the Carnival experience are related to the cultural aspect of the Carnival and the entertainment value. For example, more than 90% of respondents agreed or completely agreed that the carnival allowed them to closely experience the local culture and friendly local people. Similarly, over 90% of respondents agreed or completely agreed that the Carnival was entertaining, had enthusiastic entertainers, and was more than just music and costumes. In addition, respondents were impressed by the carnival costumes in 2017. Ninety three percent of them agreed or completely agreed that the Curacao costumes are beautiful.

As compared to 2016, respondents in 2017 hold similar perceptions on the carnival costumes, its cultural aspect, and memorability. Respondents generally think the carnival's costumes are beautiful, enjoy experiencing local culture and people through the event, and have many wonderful memories about the Carnival. However, there appears to be a small decline in 2017 regarding the respondent's perception on the other aspects of the carnival, including the appeal of carnival look and parade, entertainment, escapism, and hedonic value.



Carnival Experience

Economic Value

Carnival in Curaçao does not only reveal its experiential value, but also signals an economic value. Overall, a good majority (85%) had a favorable perception of the prices at Carnival. Eighty two percent of respondents felt that the prices for Carnival tickets was a good economic value, and 84% of respondents are happy with the food and beverage prices and the quality received at the event.

All in all, it shows that the price structure at Carnival is effective. However, respondent's perceptions on the carnival ticket prices, food & beverage prices, and overall pricing structure are slightly lower in 2017 than 2016.





Carnival Experience Loyalty

More than 90% respondents agreed that they would recommend Curacao, and would come back to the Carnival in Curacao. Over eight out of ten people indicate that they will share their carnival experiences on social media. Respondents' strong loyalty to the Carnival seems to become a powerful driver for developing their loyalty attitudes towards the destination. Eighty-eight percent of respondents consider coming back to Curacao for a vacation, and 80 % of them will recommend the destination to others. In addition, a large portion of respondents (79%) agree to their experiences in Curacao on social media". This positive attitude does show potential to create a new experience for returned visitors to Curacao or new attendees to the carnival.

The strong loyalty attitude correlates with high satisfaction scores as revealed by respondents' perception previously. Overall satisfaction was strong with regards to the carnival and destination, 6.11 and 6.25 respectively for overall satisfaction with carnival and Curaçao.

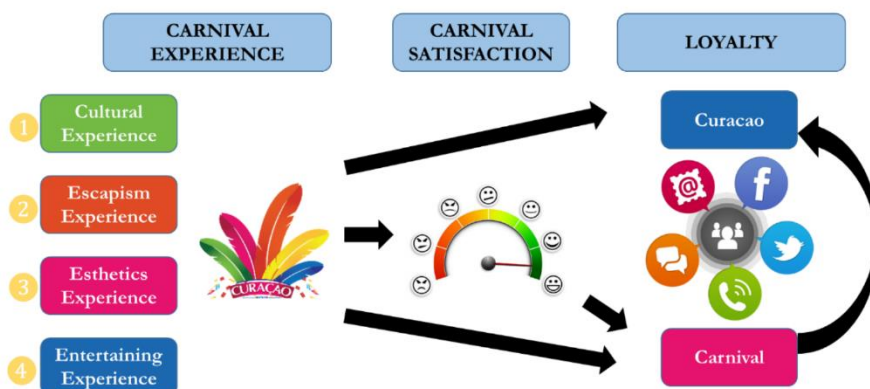
As compared to 2016, respondents in 2017 generally have a similar level of agreement on their intention to recommend the carnival and Curacao to others, share their carnival experiences on social media, and return to Curacao for a vacation. However, respondents in 2017 seems less inclined to come back to the carnival in curacao or share their experience in the destination on social media. This pattern appears to correspond to the slight declining trend in the satisfaction level in the carnival and destination between 2016 and 2017.

Carnival Experience Loyalty

It is important to understand the Carnival experience because it has a direct effect on satisfaction and the memorability with the event. It also helps to either directly or indirectly generate loyalty toward the destination or the event. In the case of the Carnival, the more loyal they are toward the event the more loyal they will be toward the destination.

Overall, the experience enjoyed during Carnival reveals four unique dimensions, i.e., culture, escapism, esthetics, and entertainment. These four dimensions explain about 29% and 78% of respondent's satisfaction and memorability with the event respectively. In other words, the reminder of 71% and 22% of the satisfaction and memorability perception of the event are driven by other factors. It appears that the four dimensions of the carnival experience (culture, escapism, esthetics, and entertainment) play a crucial role in making the carnival memorable to the attendees, while there are many other factors are important in their satisfaction formation of the carnival.

The experience, satisfaction and memorability associated with the carnival are important predictors of loyalty with the event. These three factors together explain 51.4% of attendee's intention of returning, word of mouth, and social media sharing about the carnival. In addition, the experience, satisfaction, memorability, and loyalty with the carnival drives a good portion (53%) of the attendee's loyalty with Curacao. In other words, other non-carnival related factors may motivate the attendee's attention to return, recommend, and share online about Curacao.



Carnival Loyalty

Recommend

Respondents' loyalty measures towards Curaçao are revealed by their attitude towards revisiting or recommending the destination. The overall assessments of all loyalty predictors in the previous section indicated that several factors may influence loyalty towards the destination and the Carnival event. One way to capture the associations among variables is by applying neural networks.

**I get to experience
something I cannot
experience back home**

Escapism

①

**This Curaçao Carnival
gives good impressions
about the local people**
Cultural

⑤

**I want to come back to
the Carnival in Curaçao**
Loyalty

②

**I will have wonderful
memories about the
Curaçao Carnival**
Memorable

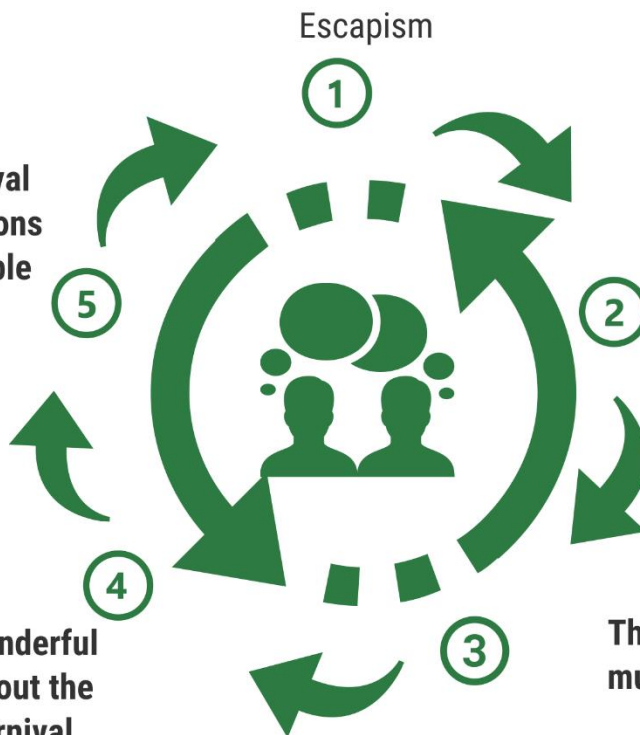
④

**The Carnival is not just
music and costumes, it
entertains me**
Entertainment

③

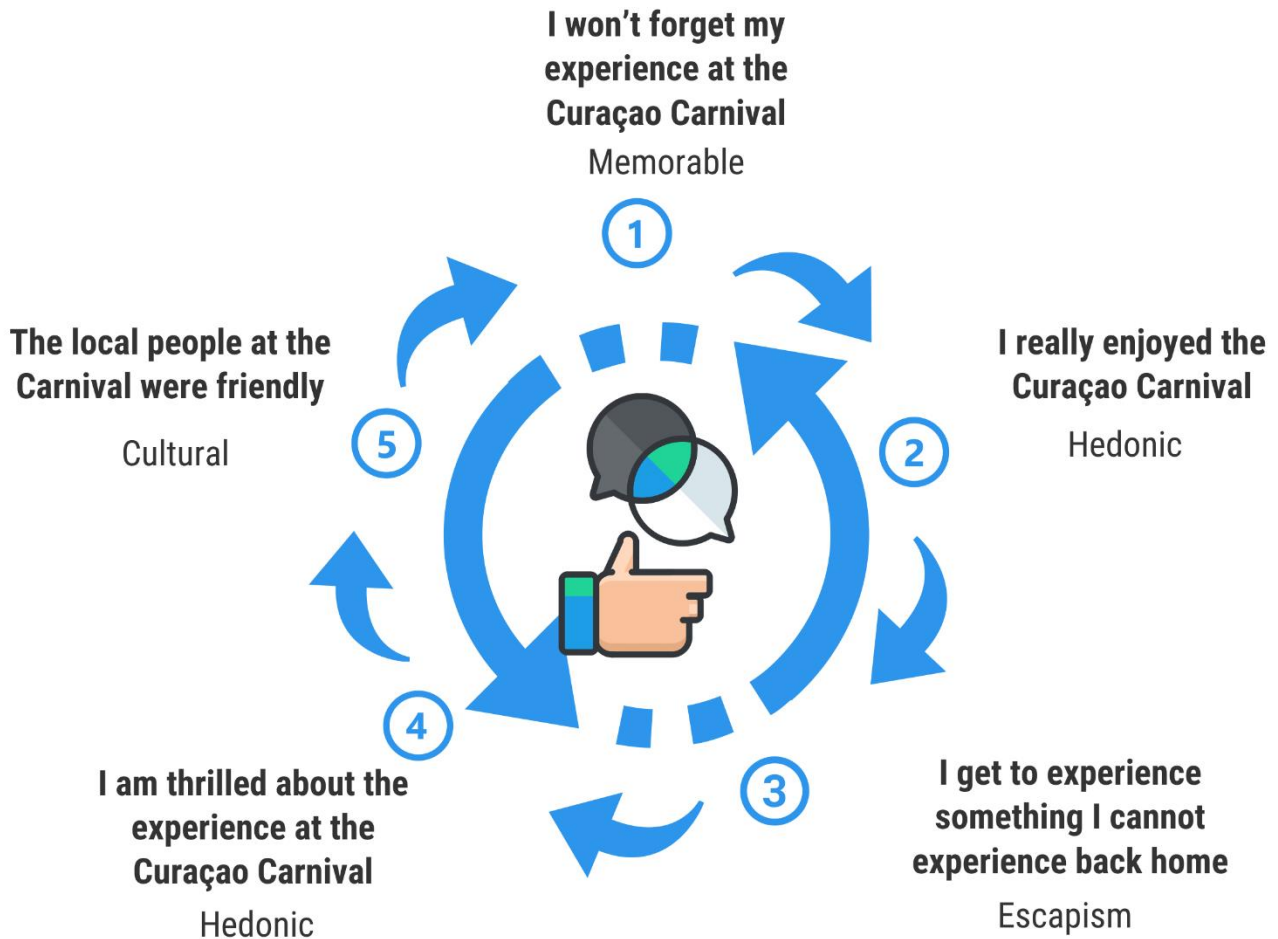
Memorable

Entertainment



Carnival Loyalty

Electronic WOM

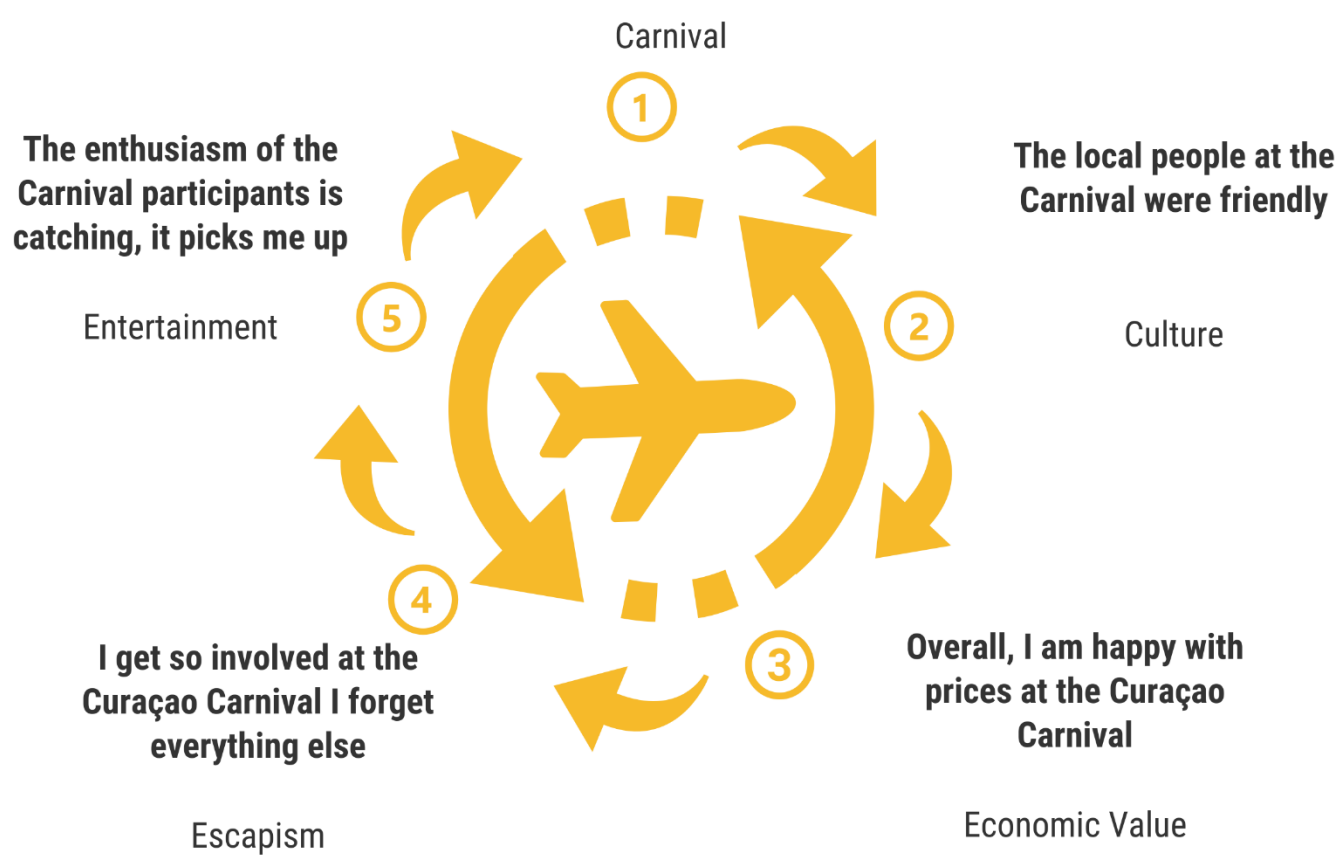




Carnival Loyalty

Return to Curacao

I want to come back to the Carnival in Curaçao



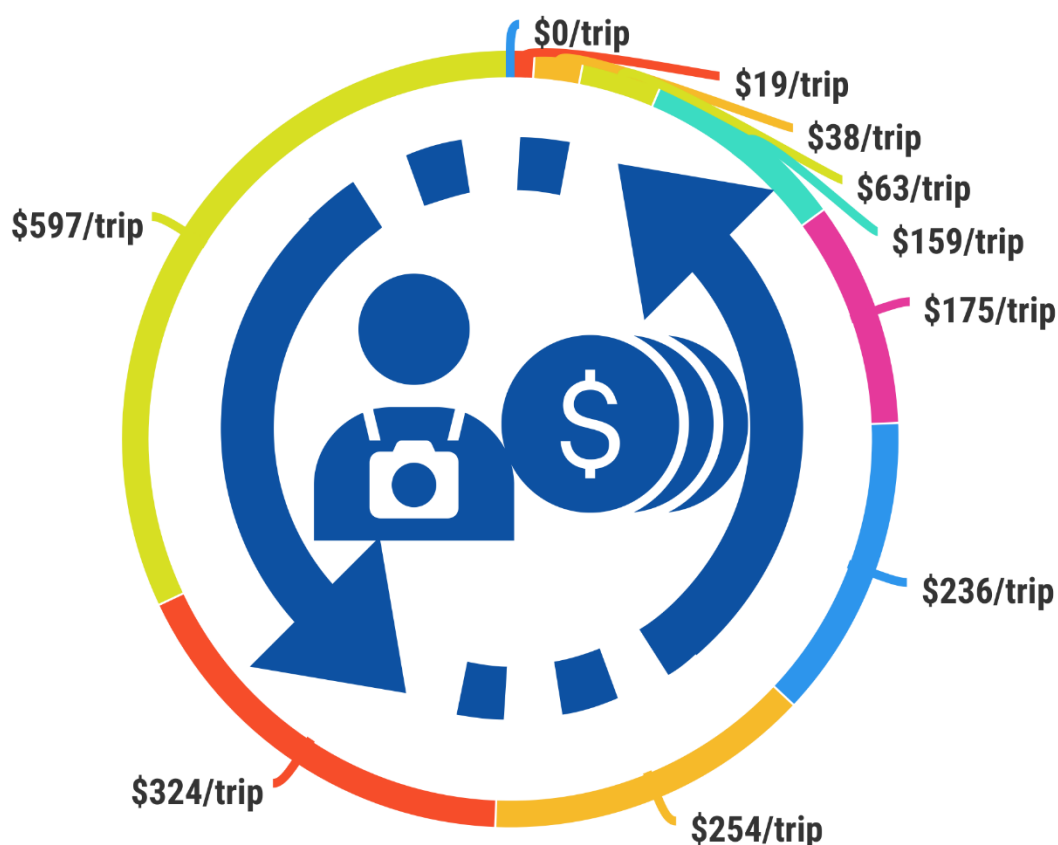
NOTE:
Neural Network Analysis
In order to find the most important explanatory variables, three supervised neural network analysis with multilayer perceptron were conducted on the outcome variables. The outcome variables of these three networks were: return intentions, recommendation intentions, and spreading the WOM on social media intentions. All the manifest variables of experience, satisfaction, memorability, hedonism, age, and number of previous experiences with the carnival were entered into each network in order to find the most influential predictors of each outcome. All three networks had the same structure of one input layer with 34 units, and one hidden layer with one unit. However, the outcome variable, which was one layer for all three networks had 6, 7, and 8 units for return, recommend, and share outcome variables respectively. For all three networks, hyperbolic tangent activation function was utilized in the hidden layer and softmax activation function was utilized in the outcome layer. Cross-entropy was used as the error function. For all three networks, between 65% to 80% of the observations were used as the training sample to train the neural model to predict the outcomes. 20% to 35 % of the remaining observations were used to test the power of the model. For the return network, the correct predictions ratio () was , for the recommendation network the correct predictions ratio was , and finally for spreading the WOM on social media network, the correct predictions ratio was . After building the network models and testing their powers, the models were utilized to rank the explanatory variables (predictors) based on their importance in the model (which is obtained from accumulated synaptic weights).



Economic Impact

Direct Impact

- Tumba Music CD-\$
- Carnival Souvenirs-\$
- Taxi-\$
- Gasoline-\$
- Tickets
- Nightlife (bars and pubs)-\$
- Food/Beverage (outside hotel)-\$
- Car Rental-\$
- Others-\$
- Lodging (incl. meals & drinks at the hotel)-\$



Total per Tourists

\$1,865

Per Day Spending

\$172

Total Direct Impact

\$4,354,039

Economic Impact

Total Impact

MULTIPLIER

1.82

INDIRECT IMPACT

\$1,127,223

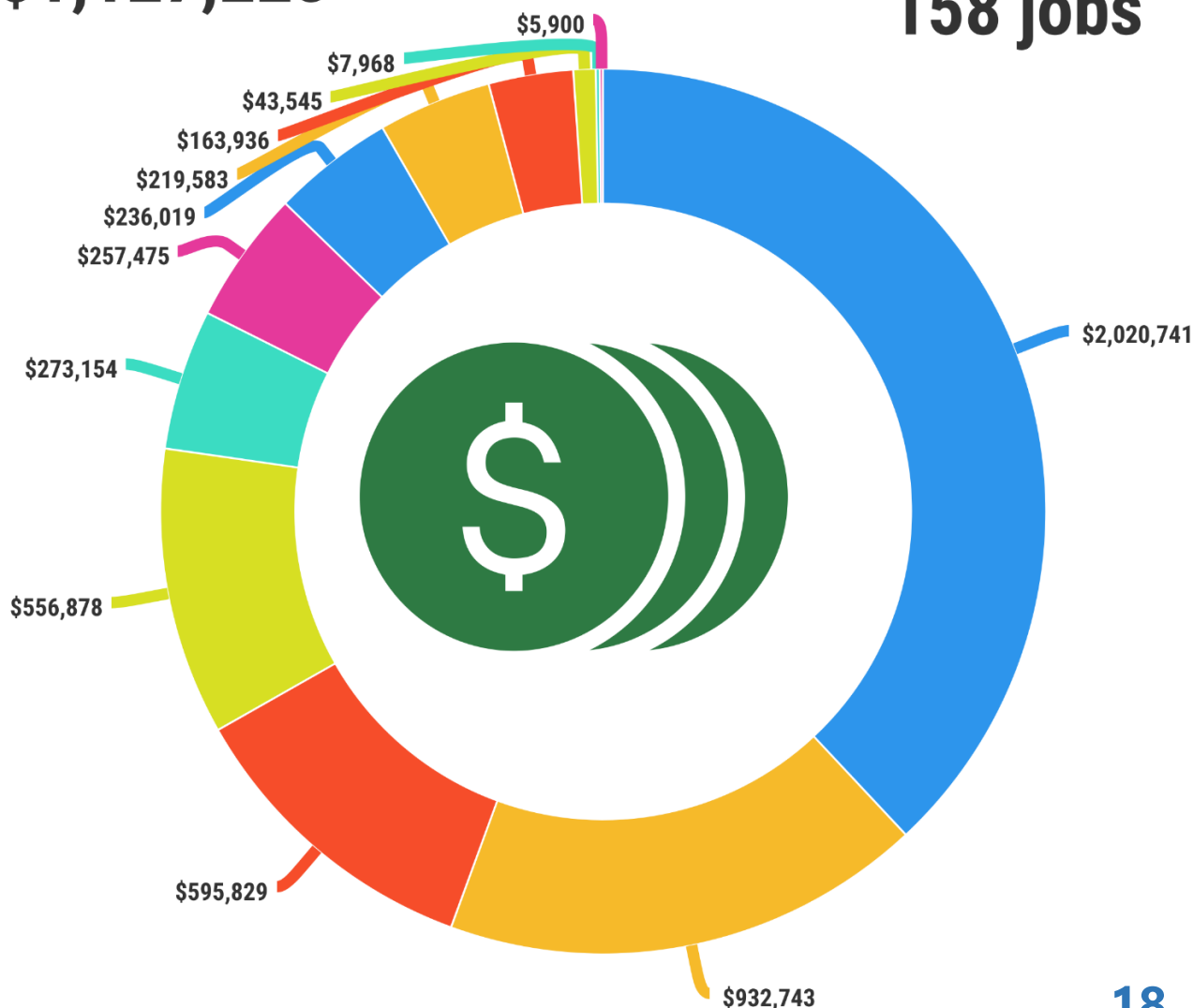
TOTAL IMPACT

\$5,481,262

TOTAL JOBS

158 jobs

- Hotels-Restaurants
- Transportation
- Manufacturing
- Finance
- Wholesale/Trade
- Other
- Utilities
- Real Estate
- Agriculture
- Construction
- Education
- Health





Conclusion

Results 2016-2017

The purpose of this report was to document the economic impact of Curaçao's Carnival in 2017 and compare it to the prior year. There is no doubt the Curaçao Carnival is a unique cultural event that with acute potential to positively impact Curaçao. Without hesitation, this event impacts the island in two fronts. First, tourism stakeholders must support and adopt business practices that continue to increase the value of such event. During carnival season, the image of Curaçao is at its highest point by bringing to life a an environment full of entertainment and cultural experiences that are endemic to the island. Without the Carnival festivities, the destination would have suffered a substantial opportunity cost of more than 2,335 international tourist arrivals. Second, the 2017 Carnival season in Curaçao unveiled an unexpected externality that showed the vulnerability of these type of events. The air connectivity limitations during carnival, due to the reduction of flights from the main regional carried, hampered growth and performance for the 2017 event. For example, international arrivals in 2017 decrease by 31%, signifying a cost of nearly US\$2.4 million in direct spending and US\$3.21 million in total impact.

The Carnival in Curaçao represents the best of the destination and is also a hallmark event with worldwide recognition because people are at the heart of its appeal. The carnival appeal and the socialization opportunities with the people of Curaçao continue to spawn synergies for the destination in the future. However, since this is an event with limited time duration, more attention must be paid to making sure tourists can arrive at the destination. One of the regions affected and showed a large decline in arrivals was South America. With a 24% decrease in arrivals the potential impact of carnival in 2017 was deteriorated.

The potential of carnival as an engine of growth for the tourism sector is promising, if done in a smart way. Tourism stakeholder must recognize that carnival is a way to spur economic opportunities because those attending the Carnival are more likely to drive loyalty and spending to the island.

Methodology

Results 2016-2017

Structural Model for Carnival Experience

In order to investigate 1) the impact of carnival experience on carnival satisfaction and behavioral intention 2) the end effect of carnival (including experience, satisfaction and behavioral intention) on visitors' intention to return to Curaçao, and 3) visitors' intention to recommend and talk positively about Curaçao, we built a structural model. To examine the structural model, instead of covariance matrix method, we used Partial Least Square (PLS) because the nature of the carnival experience is more formative rather than reflective. In other words, the Carnival experience is composed of cultural, escape, entertainment, and esthetic dimensions. All the structural models were built and tested utilizing PLS-PM package under the platform R. 212 observations were used in a model with eight latent variables which were evaluated with 23 manifest corresponding items. The measurement scales were standardized and 2000 bootstrapping were utilized for the estimations of the model parameters. Centroid weighting scheme is used and the model converged in 4 iterations. The result of these analysis explained in the document.

Definition of the blocks for each latent variable:

•Carnival Experience:

A formative second order latent construct is composed of four first order reflective components (dimensions) of esthetic, entertainment, escapism, and cultural. This construct measures the whole experience numerical value for each participants. The higher the value, the more valuable the experience is perceived. The components are as follow:

○Esthetic:

A first order construct reflected in three items (manifested variables). This construct measures the aesthetic and visually attractive aspects of the carnival:

- The Curaçao Carnival parade is appealing
- The Curaçao Carnival costumes are beautiful
- I like the way the Curaçao Carnival site looks

○Entertainment:

A first order construct reflected in three items (manifested variables). This construct measures the entertaining and amusement aspects of the carnival:

- I think the Curaçao Carnival is very entertaining
- The enthusiasm of the Carnival participants is catching, it picks me up
- The Carnival is not just music and costumes, it entertains me

○Escapism:

A first order construct reflected in four items (manifested variables). This construct measures the power of carnival in terms of taking the visitors out of their routine life experience and throw into new and novel experience:

- Attending the Curaçao Carnival "gets me away from it all"
- Attending the Curaçao Carnival makes me feel like I am in another world
- I get so involved at the Curaçao Carnival I forget everything else
- I enjoy the Curaçao Carnival so much, I consider participating in the future

○Cultural:

A first order construct reflected in three items (manifested variables). This construct measures the educational aspect and cultural experience of the carnival:

- This Curaçao Carnival gives good impressions about the local people
- This Curaçao Carnival allowed me to closely experience the local culture
- The local people at the Carnival were friendly

•Carnival satisfaction:

A single global item manifested variable, which evaluate the visitors' satisfaction of the whole carnival experience. Participants rate their overall satisfaction on a 7-point Likert scale from one being extremely dissatisfied to seven being extremely satisfied.

•Carnival Behavioral Intention:

A first order construct reflected in three items (manifested variables). This construct measures the likelihood of repeat visitation, positive word of mouth, and visitors' recommendation intention of the carnival to others:

- I want to come back to the Carnival in Curaçao
- I would recommend the Carnival to anyone that asks me
- I will share my Carnival experiences on social media

•Curaçao Behavioral Intention:

A first order construct reflected in three items (manifested variables). This construct measures the likelihood of repeat visitation, and recommending Curaçao as the vacation destination to others:

- I want to come back to Curaçao for a vacation
- I would recommend Curaçao to anyone that asks me



Annex

2016-2017

Purpose of Trip	2016	2017
Carnival	25%	19%
Business/Conference	4%	2%
Shopping	3%	1%
Sun and Beach Tourism	53%	51%
Visit Family and Friends	9%	18%
Other Purposes	6%	9%

Future intentions	Yes (2016)	Yes (2017)
If Carnival did not occur, would you still come to Curaçao this weekend?	87.5%	90.8%

Previous visit Curacao	2016	2017
First Time	49.8%	49.0%
Repeat	50.2%	51.0%

Previous visit Carnival	2016	2017
First Time	75.6%	76.0%
Repeat	24.4%	24.0%

Number of previous visits to the Carnival	%	%
First Time	64.9%	64.6%
2nd time	32%	44%
3rd time	28%	17%
4th time	14%	12%
5th time	14%	12%
6th time or more	12%	15%

Tourists	2016	2017
Education		
Elementary School	1.4%	1.7%
High School	21.1%	24.0%
Undergraduate Degree	35.9%	25.7%
Master/Doctorate	28.2%	32.7%
Did not respond	13.4%	15.9%
Salary		
Less than US\$25,000	4.5%	14.0%
US\$25,000-US\$29,999	1.5%	9.0%
US\$30,000-US\$39,999	6.4%	6.5%
US\$40,000-US\$49,999	9.4%	7.9%
US\$50,000-US\$74,999	13.4%	15.1%
US\$75,000-US\$99,999	11.9%	11.1%
US\$100,000 & over	10.4%	15.1%
Prefer not to mention	42.6%	21.5%
Age		
Average Age (years)	43.21	45.84
Gender		
Male	46.5%	46.5%
Female	53.5%	53.5%



Annex

2016-2017

Country	2016	2017
Aruba	6.2%	5.5%
Netherlands	31.3%	49.5%
Venezuela	4.7%	2.6%
United States	10.9%	11.7%
Bonaire	2.8%	3.9%
Brazil	7.6%	1.6%
Colombia	0.9%	2.9%
Surinam	7.2%	4.9%
Other	28.4%	17.5%

Relationship status	2016	2017
Single	44.00%	44.60%
Married	56.00%	55.40%

	2016	
Single living alone	12.4%	17.4%
Single living with others	28.2%	21.8%
Married	56.1%	55.4%
Divorced	3.3%	5.4%

Annex

2016-2017

Loyalty		2016	2017	Δ Difference
Carnival	I want to come back to the Carnival in Curaçao	6.00	5.69	-0.32
	I would recommend the Carnival to anyone that asks me	6.17	5.97	-0.20
	I will share my Carnival experiences on social media	5.88	5.63	-0.26
Curaçao	I want to come back to Curaçao for a vacation	6.42	6.26	-0.16
	I would recommend Curaçao to anyone that asks me	6.47	6.37	-0.10
	I will share my experiences in Curaçao on social media	6.26	5.87	-0.39
Satisfaction		2016	2017	Δ Difference
Overall satisfaction	Overall satisfaction with Carnival	6.37	6.11	-0.26
Overall satisfaction	Overall satisfaction with Curaçao	6.50	6.25	-0.24
Festival Experience		2016	2017	Δ Difference
Visual Appeal	The Curaçao Carnival parade is appealing	6.11	5.77	-0.34
	The Curaçao Carnival costumes are beautiful	6.31	6.20	-0.11
	I like the way the Curaçao Carnival site looks	6.22	5.93	-0.29
Entertainment	I think the Curaçao Carnival is very entertaining	6.33	6.04	-0.29
	The enthusiasm of the Carnival participants is catching, it picks me up	6.29	5.97	-0.32
	The Carnival is not just music and costumes, it entertains me	6.32	6.07	-0.25
Escapism	Attending the Curaçao Carnival "gets me away from it all"	5.87	5.56	-0.32
	Attending the Curaçao Carnival makes me feel like I am in another world	5.94	5.59	-0.35
	I get so involved at the Curaçao Carnival I forget everything else	5.75	5.29	-0.45
	I get to experience something I cannot experience back home	6.08	5.80	-0.29
Memorable	I enjoy the Curaçao Carnival so much, I consider participating in the future	5.50	4.51	-0.99
	I will have wonderful memories about the Curaçao Carnival	6.17	5.98	-0.19
	I will remember many positive things about this festival.	6.22	6.06	-0.16
Cultural	I won't forget my experience at this festival	6.27	6.11	-0.16
	This Curaçao Carnival gives good impressions about the local people	6.25	5.99	-0.26
	This Curaçao Carnival allowed me to closely experience the local culture	6.27	6.11	-0.16
Hedonic Value	The local people at the Carnival were friendly	6.30	6.17	-0.13
	I am thrilled about the experience at the Carnival	6.21	5.78	-0.43
	The Curaçao Carnival is exciting	6.26	6.00	-0.26
	I really enjoyed the Carnival	6.30	6.06	-0.24
Economic Value		2016	2017	Δ Difference
Economic Value	The Carnival ticket prices are a good economic value	6.07	5.75	-0.32
	Overall, I am happy with prices at Carnival	6.04	5.76	-0.27
	The prices of the food and beverage I purchased are good, given the quality.	6.06	5.82	-0.24



Annex

Results 2016-2017

Loyalty	2016						
	Completely Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Completely Agree
I would recommend Curaçao to anyone that asks me	0.5%	0.5%	1.9%	2.8%	3.8%	24.5%	66.0%
I want to come back to Curaçao for a vacation	0.9%	0.5%	0.9%	3.8%	5.7%	23.1%	65.1%
I will share my experiences in Curaçao on social media	2.4%	0.9%	2.4%	3.3%	6.6%	22.2%	62.2%
I would recommend the Carnival to anyone that asks me	2.4%	0.9%	1.9%	7.1%	4.7%	25.9%	57.1%
I want to come back to the Carnival in Curaçao	4.7%	1.4%	1.9%	6.1%	6.6%	25.0%	54.3%
I will share my Carnival experiences on social media	6.6%	1.9%	1.9%	5.7%	8.0%	22.2%	53.7%

Loyalty	2017						
	Completely Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Completely Agree
I would recommend Curaçao to anyone that asks me	1.3%	0.0%	1.0%	3.6%	6.6%	33.8%	53.8%
I want to come back to Curaçao for a vacation	1.3%	0.3%	1.6%	5.5%	7.5%	30.3%	53.4%
I will share my experiences in Curaçao on social media	3.6%	1.6%	3.6%	7.9%	11.8%	28.6%	42.8%
I would recommend the Carnival to anyone that asks me	3.0%	0.7%	2.0%	6.3%	16.6%	28.8%	42.7%
I want to come back to the Carnival in Curaçao	4.9%	2.3%	2.6%	10.1%	19.2%	24.4%	36.5%
I will share my Carnival experiences on social media	6.3%	2.3%	3.6%	8.6%	14.2%	25.5%	39.4%

Satisfaction	2016						
	Completely Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Completely Agree
Overall satisfaction with Carnival	0.9%	0.5%	3.3%	6.6%	1.0%	30.1%	57.6%
Overall satisfaction with Curacao	0.5%	0.0%	0.0%	0.9%	6.6%	31.6%	60.4%

Satisfaction	2017						
	Very Dissatisfied	Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Satisfied	Very Satisfied
Overall satisfaction with Carnival	1.3%	0.3%	2.3%	3.3%	11.9%	39.6%	41.3%
Overall satisfaction with Curacao	0.3%	2.3%	2.0%	2.0%	7.9%	33.1%	52.5%

Annex

Results 2016-2017

Festival Experience		2016					Completely Agree	
		Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree		Agree
Visual Appeal	The Curaçao Carnival parade is appealing	0.9%	0.5%	2.4%	5.2%	12.7%	30.2%	48.1%
	The Curaçao Carnival costumes are beautiful	0.9%	0.5%	1.4%	4.2%	7.5%	27.4%	58.0%
	I like the way the Curaçao Carnival site looks	0.5%	0.0%	2.4%	5.2%	9.4%	31.1%	60.4%
Entertainment	I think the Curaçao Carnival is very entertaining	0.5%	0.5%	1.4%	4.7%	7.1%	27.4%	58.4%
	The enthusiasm of the Carnival participants is catching, it picks	0.9%	0.0%	1.9%	4.2%	8.0%	29.2%	55.8%
	The Carnival is not just music and costumes, it entertains me	0.5%	0.5%	1.4%	4.7%	8.0%	27.4%	57.5%
Escapism	Attending the Curaçao Carnival "gets me away from it all"	1.4%	0.9%	1.4%	9.0%	19.8%	27.4%	40.1%
	Attending the Curaçao Carnival makes me feel like I am in	0.9%	0.9%	1.4%	8.0%	17.5%	30.7%	40.6%
	I get so involved at the Curaçao Carnival I forget everything else	1.9%	1.9%	2.4%	9.4%	23.1%	20.8%	40.5%
	I get to experience something I cannot experience back home	1.4%	0.9%	1.9%	6.6%	12.7%	25.5%	51.0%
	I enjoy the Curaçao Carnival so much, I consider participating in	6.1%	5.2%	3.8%	9.0%	12.7%	20.3%	42.9%
Memorable	I will have wonderful memories about the Curaçao Carnival	0.9%	0.5%	0.9%	6.6%	10.4%	30.7%	50.0%
	I will remember many positive things about this festival.	0.9%	0.0%	0.9%	6.6%	10.5%	28.3%	52.8%
	I won't forget my experience at this festival	0.5%	0.0%	0.9%	6.1%	10.8%	26.4%	55.3%
Cultural	This Curaçao Carnival gives good impressions about the local	0.5%	0.0%	1.4%	6.6%	11.3%	23.6%	56.5%
	This Curaçao Carnival allowed me to closely experience the local	0.5%	0.0%	1.9%	6.6%	9.9%	23.1%	58.0%
	The local people at the Carnival were friendly	0.9%	0.0%	0.9%	5.2%	10.4%	24.1%	58.5%
Hedonic Value	I am thrilled about the experience at the Carnival	0.9%	0.5%	1.9%	4.7%	11.3%	26.4%	54.3%
	The Curaçao Carnival is exciting	0.9%	0.0%	1.4%	5.2%	10.8%	25.0%	56.7%
	I really enjoyed the Carnival	0.9%	0.5%	0.9%	4.3%	11.3%	22.6%	59.5%



Annex

2016-2017

	Festival Experience	2017				
		Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
						Completely Agree
Visual Appeal	The Curaçao Carnival parade is appealing	2.3%	0.6%	1.3%	10.3%	18.4%
	The Curaçao Carnival costumes are beautiful	1.6%	0.3%	0.6%	4.2%	9.1%
	I like the way the Curaçao Carnival site looks	2.0%	1.0%	2.0%	8.2%	12.1%
Entertainment	I think the Curaçao Carnival is very entertaining	1.6%	0.7%	3.0%	4.3%	11.5%
	The enthusiasm of the Carnival participants is catching, it picks	1.6%	1.3%	1.6%	4.9%	14.4%
	The Carnival is not just music and costumes, it entertains me	1.7%	0.7%	1.7%	4.3%	13.5%
Escapism	Attending the Curaçao Carnival "gets me away from it all"	2.9%	1.3%	3.9%	13.7%	28.3%
	Attending the Curaçao Carnival makes me feel like I am in	2.3%	1.3%	4.2%	14.0%	18.8%
	I get so involved at the Curaçao Carnival I forget everything else	4.2%	1.3%	6.8%	16.9%	19.5%
	I get to experience something I cannot experience back home	1.6%	1.6%	2.9%	11.0%	16.2%
	I enjoy the Curaçao Carnival so much, I consider participating in	16.3%	7.5%	6.5%	14.1%	10.8%
Memorable	I will have wonderful memories about the Curaçao Carnival	2.0%	1.0%	2.6%	7.2%	16.6%
	I will remember many positive things about this festival.	1.6%	0.7%	1.3%	6.5%	16.3%
	I won't forget my experience at this festival	1.3%	1.0%	2.3%	5.8%	12.9%
Cultural	This Curaçao Carnival gives good impressions about the local	1.6%	1.3%	1.3%	5.6%	18.6%
	This Curaçao Carnival allowed me to closely experience the local	1.6%	0.3%	1.0%	5.5%	15.3%
	The local people at the Carnival were friendly	2.0%	0.7%	0.7%	3.3%	11.8%
Hedonic Value	I am thrilled about the experience at the Carnival	2.3%	1.0%	4.2%	10.1%	14.4%
	The Curaçao Carnival is exciting	1.3%	1.0%	2.0%	9.2%	13.1%
	I really enjoyed the Carnival	2.0%	0.3%	1.3%	7.9%	13.5%
						30.4%
						36.9%
						42.2%
						44.6%



Annex

2016-2017

Festival Experience	2016				
	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
The Carnival ticket prices are a good economic value	0.5%	1.0%	2.4%	8.5%	13.4%
Overall, I am happy with prices at Carnival	0.5%	1.4%	3.3%	7.0%	22.7%
The prices of the food and beverage I purchased are good, given the quality.	0.5%	1.9%	2.9%	8.0%	22.7%
					21.2%
					51.5%
					50.5%
					52.8%
Festival Experience	2017				
	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
The Carnival ticket prices are a good economic value	1.7%	1.0%	2.0%	13.4%	18.5%
Overall, I am happy with prices at Carnival	1.7%	0.3%	2.7%	10.0%	25.8%
The prices of the food and beverage I purchased are good, given the quality.	2.3%	0.7%	2.0%	10.6%	27.3%
					28.4%
					37.6%
					34.7%
					35.6%

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