

Global Traveler Intelligence Report

Dominican Republic

June 2016

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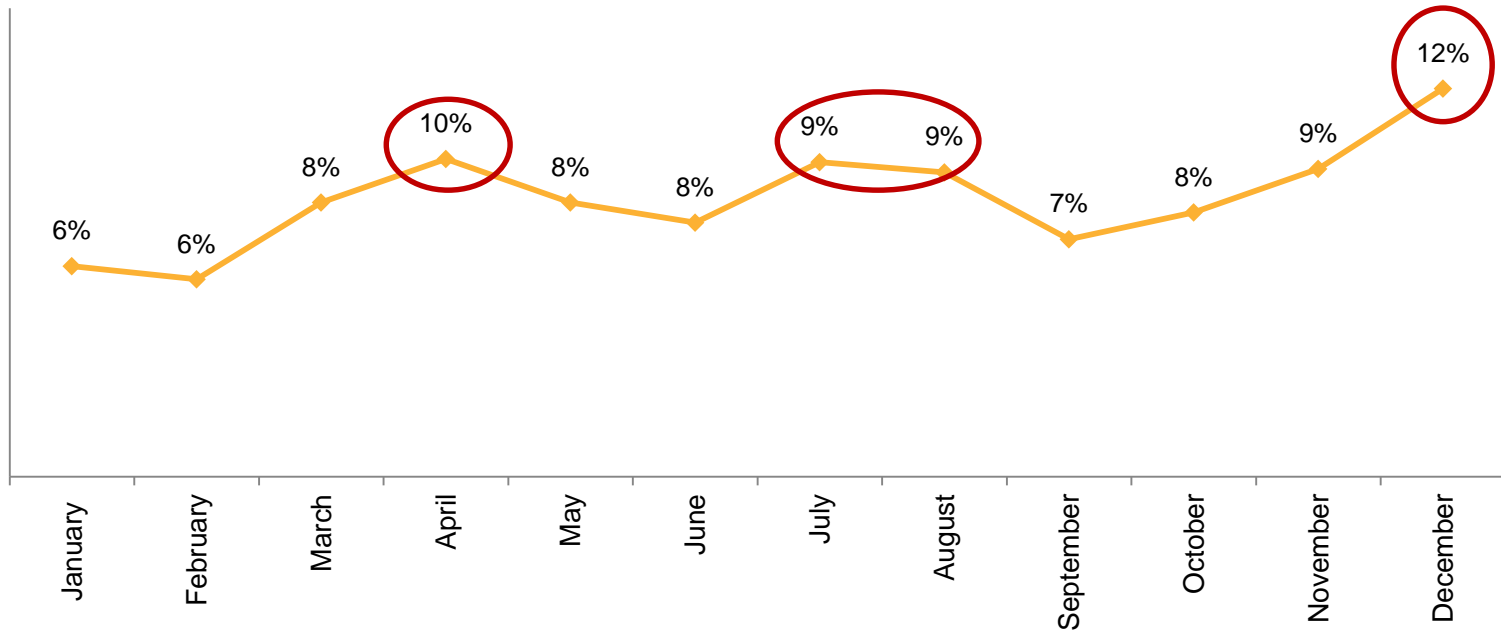
Executive Summary

- Peak international travel to The Dominican Republic is in December and April. The lowest international travel is seen in January and February.
- The top origination markets for spend are the US, Venezuela, Canada, Germany, and Chile; dominated by the US which spends significantly more than any other country and where spend increased significantly versus prior year.
- While most spend comes from the United States, visitors from Chile spend about 1.5 times more on average than US visitors
- All of the top 5 international countries show growth versus prior year indicating a potential increase in tourism overall. The largest increases from prior year are from the United States and Chile.
- The **United States** and **Chile** have the highest share of **Hotel** spend, followed by **Canada** and **Germany**.
- **Germany** over indexes on **Restaurant** spend while the **US** over indexes on **Retail**. **Venezuela** has a small share of spend in travel related categories, indicating many may be longer-term visitors (such as ex-pats).

Seasonality of International Spend

International traveler spending in the Dominican Republic is significantly higher in December, with other peaks in April, July, and August. The month with lowest international traveler spend is February.

International Customers' Monthly Spend Distribution
Analyzed for the Past 24 Months through Mar 2016

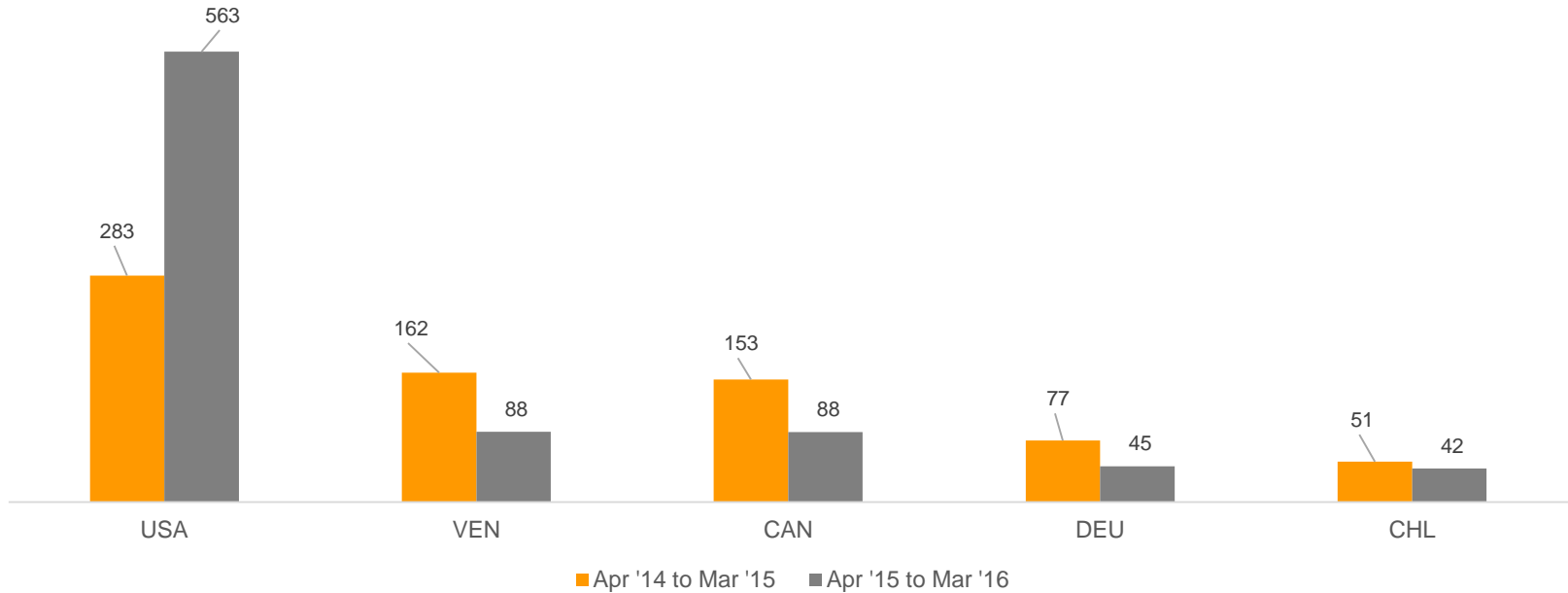


Top 5 Origination Markets based on Spend Index

The United States drives the most international spend in the DR, with a significant increase versus prior year. Other top countries are Venezuela, Canada, Germany, and Chile.

**Top International origination Markets
By Spend Index**
12 months ending Mar 2015 vs. Mar 2016

Note: The global spend index average is 100.



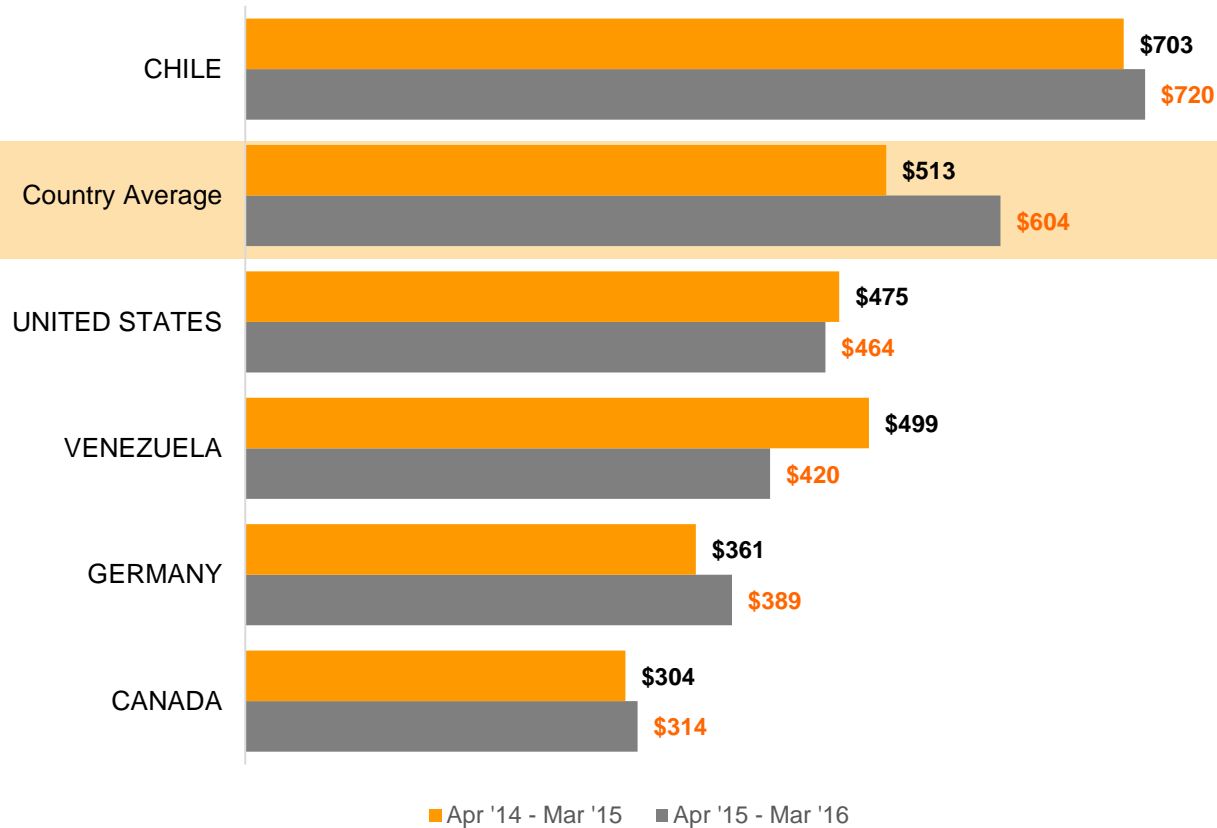
Note:

1. All analysis is subject to Data Usage & Privacy laws by origination Market and Benchmarking Requirements

Average Spend per Account

While most spend comes from the United States, visitors from Chile spend more on average than US visitors. Average spend per account from Venezuela has declined versus prior year.

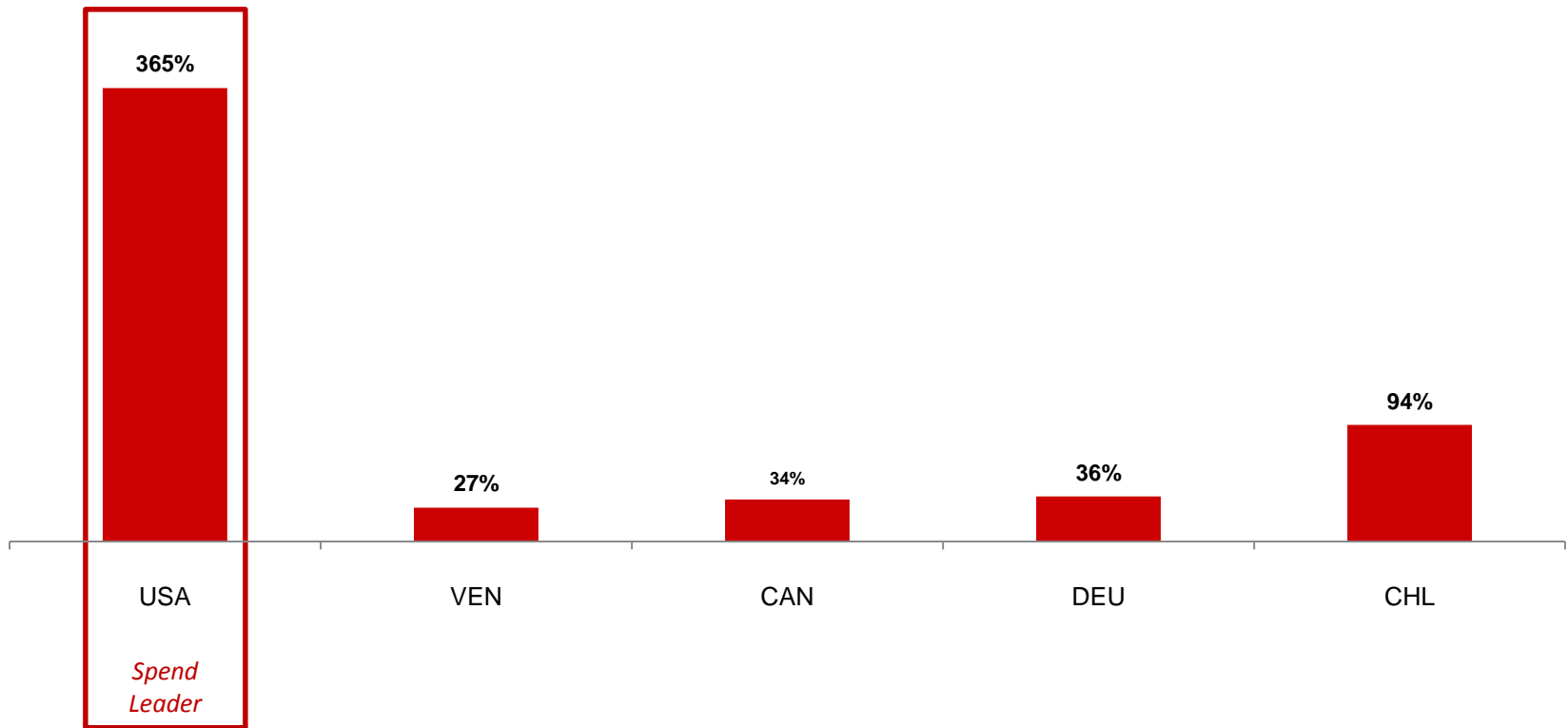
Average Spend per Account for Top 5 Merchant Source Markets



YoY Spend Growth for Top 5 Origination Markets

All of the top countries show an increase in spend vs prior year indicating a potential overall increase in tourism. The largest increases are from the United States and Chile

YoY Growth for Top 5 Origination Markets
By Spend
12 months ending March 2015 vs. March 2016



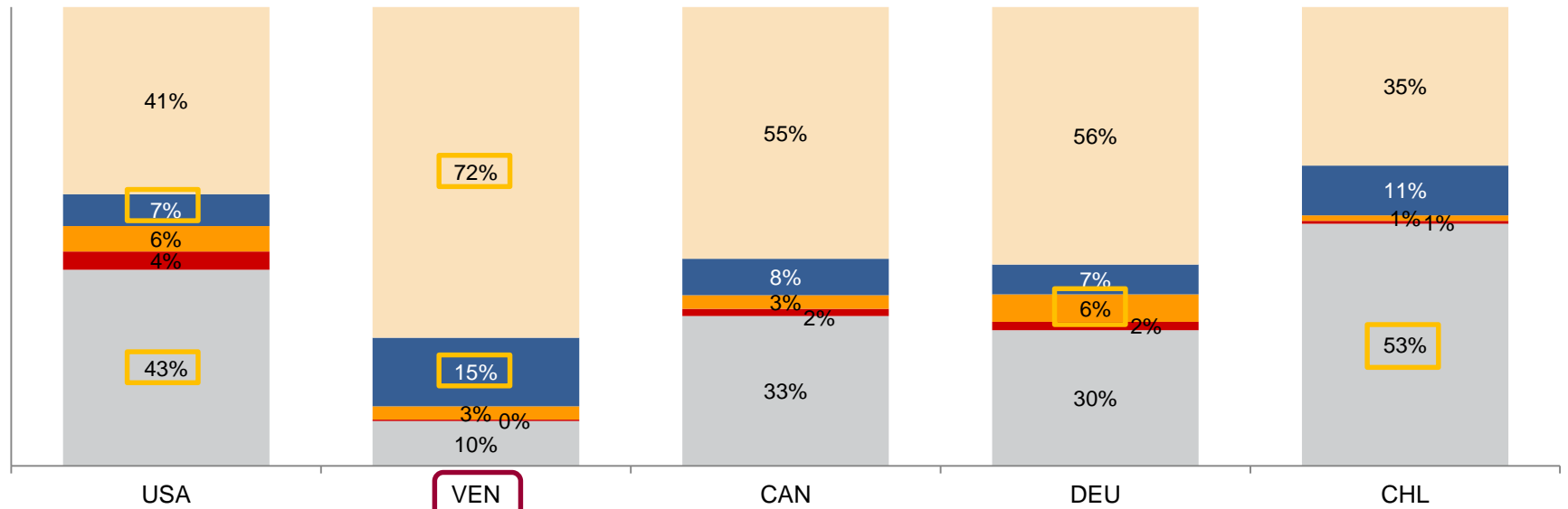
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Cross Category Spend by Source Market

The **United States and Chile** have the highest share of **Hotel** spend. **Germany** over indexes on **Restaurant** spend while the **US** over indexes on **Retail**. **Venezuela** has a small share of spend in travel related categories, indicating many may be longer-term visitors (such as ex-pats).

Travel-Related Cross Spend Categories for Top Source Markets



For full report, criteria could be added to exclude foreign cards with long length of stay (i.e. expats, residents using foreign cars)

Hotels Car Rental Restaurants Retail Other

Industries the Source market over indexes to

The following standard country codes are used in this report:

Code	Country
USA	UNITED STATES
VEN	VENEZUELA
CAN	CANADA
DEU	GERMANY
CHL	CHILE