



1st QUARTER
STATISTICAL REPORT



BARBADOS[®]

TOURISM MARKETING INC.

RESEARCH DEPARTMENT
2016



OVERVIEW

During the 1st Quarter of 2016, some 184,177 tourists visited the shores of Barbados. This represented a 7.4% increase or an increase of 12,764 visitors over the same period for 2015.

Cruise

The cruise sector generated, 225,012 arrivals for this quarter which represented, a 17.4% increase over 2015.

Market Share

The **United Kingdom** remained the top producing market and accounted for 38.7% of traffic to Barbados, which was an increase of 10% when compared with the 1st Quarter of 2015.

The **United States** followed in second position (23%) registering an increase of 13.1% compared to the corresponding period for 2015.

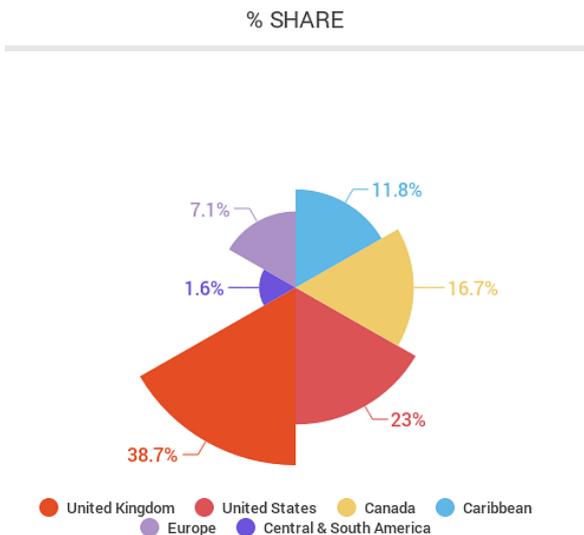
Canada accounted for 16.7% of overall business, a 0.8% decline when compared with Q1 2015.

Purpose of Visit

Pleasure (77.9%) recorded the largest purpose visit for tourists to Barbados for the 1st Quarter of 2016, followed by business (5.7%) and visiting friends & relatives (VFR) (4%). For the 1st Quarter 2016, those tourists who travelled for pleasure grew by 7.7% while business and VFR traffic decreased by 9.9% and increased by 12.2% respectively.

Accommodation

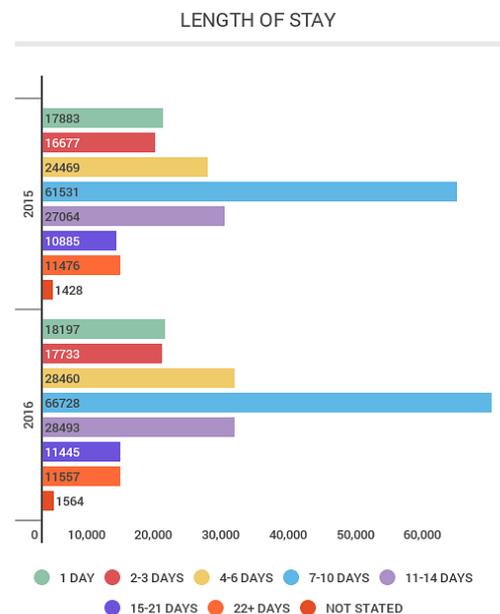
Staying with friends (17.9%) was the most popular accommodation type used by international tourists, recording an 12.8% increase compared to the same period for 2015. Luxury stays (16.6%) saw decreases of 3.7% whilst villas (16.2%) and hotels with over 100 rooms (14.9%) recorded increases of 10.3% and 1.2% respectively.



The **Caribbean** has shown growth, with an overall increase of 14.3% and accounted for 11.8% of business. Trinidad and Tobago recorded a 34.1% increase whilst the other Caribbean territories also showed increases of 6.4% when compared with Q1 2015.

The **European** market contributed 7.1% of business for the reporting period; however this represented a decrease of 6.1%. Germany recorded a 7.3% decrease in visitor flows and the other countries of the European region experienced a decrease of 5.5%.

The **Central & South American** market regained some growth (+2.8%), accounting for 1.6% of overall traffic; despite Brazil recording a decrease of 48.2% over 2015.



Length of Stay

Most visitors stayed on island 7 – 10 days accounting for 36.2% of business. This was a 8.4% increase from this segment of tourists when compared with Q1 2015. Visitors staying for 11-14 days and 4-6 days both accounted for 15.5% of the share. When compared to the previous year both saw increases of 16.3% and 5.3% respectively.

Age

Tourists in the 46-55 and over category generated 20% of business, which represented a growth of 6.2%. The 56 – 65 age grouping had a marginal share of 19.8% (+8.4%) over the 66+ age grouping which accounted for 17% of business and increased by 6.1% when compared with 1st Quarter 2015.

UNITED KINGDOM

Origin

For the quarter in review the UK market recorded a 10% increase over Q 1 2015. This represents a total of 6,469 more tourists.

Greater London and Surrey generated most of the business from this market during the 1st quarter of 2016 contributing 13.2% and 5.7% respectively.

This represented corresponding increases of 59.2% and 54.9%. Of note, all major counties recorded increases for Q1 2016.

Purpose of Visit

During the 1st Quarter of 2016, 84.4% of UK visitors travelled for the main purpose of pleasure; this represents an increase of 10.6%. Travellers for business accounted for 2.2% but showed a decline of 28.4% compared with VFR traffic (2.1%) which recorded a 1.1% increase compared with the corresponding quarter for 2015.



Vacation
84.4%

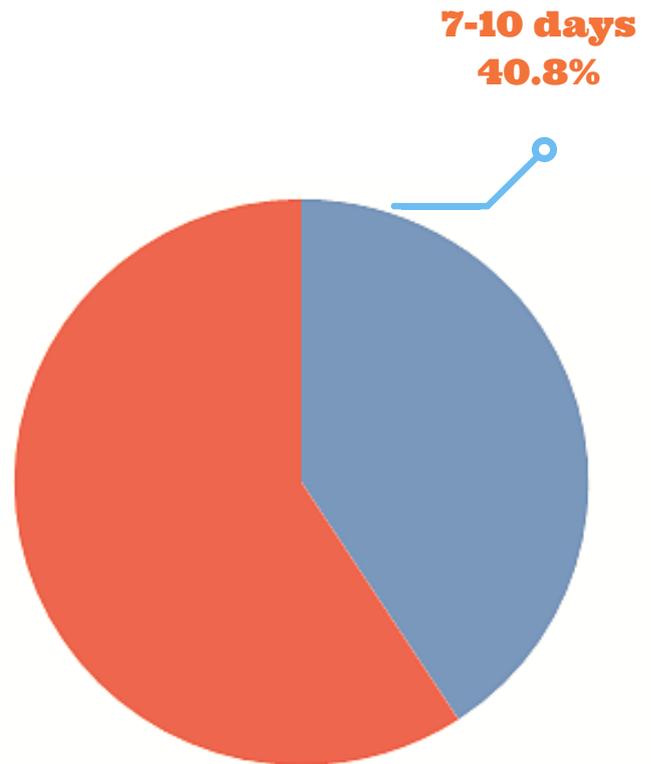
Accommodation

Luxury accommodation remained in high demand by UK visitors (20.8%) but represented a decline in 1% in visits by this segment. All-Inclusive visitors (16.3%) had a 8.9% increase when compared with Q1 2015 whilst villa (15.7%) showed an increase of 14.7% in business.

Length of Stay

For Q1 2016 the majority of UK travellers stayed on island for approximately 7 – 10 days (40.8%) which represents an increase of 12.7% compared with the same period for 2015.

Tourists staying 11 – 14 days (24.6%) and 1 day (8.7%) showed increases of 10.1% and 5.5% respectively.



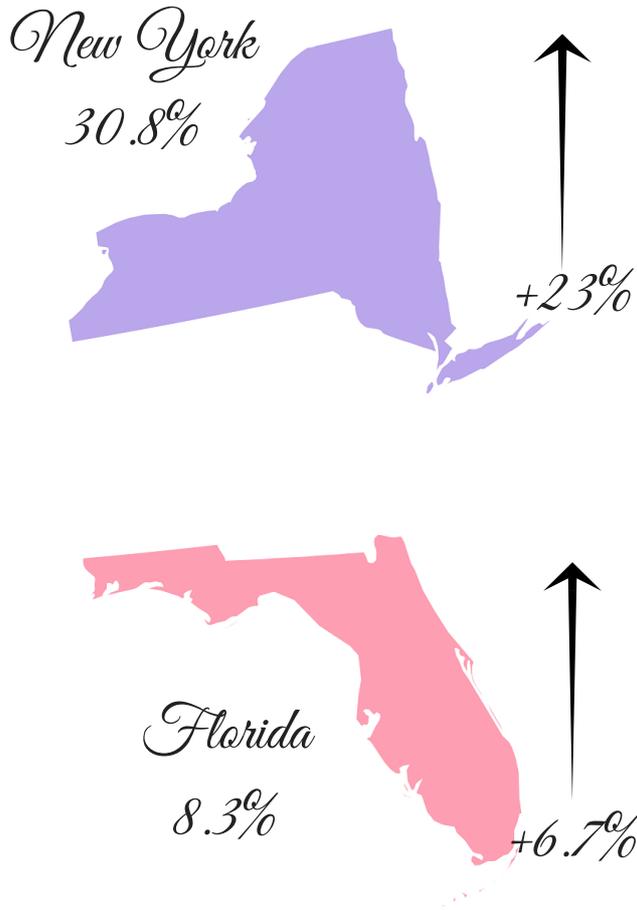
Age

When assessing age distribution, the majority of tourists were between the ages of 56 – 65 years accounting for 22% of the total UK traffic; recording an improvement of 10.5% when compared with the corresponding quarter for 2015. Age group 66+ (21.2%) showed an increase of 9.2%; whilst travellers between ages 46 – 55 (20.7%) exhibited a 12.2% incline in contrast to the previous quarter.

UNITED STATES

Origin

The North East/Mid-Atlantic region continues its trend as the top performer for the 1st Quarter of 2016. The state of New York accounted for 30.8% of business, recording an increase of 23% of tourists when compared to the same period last year. The South-East state Florida (8.3%) was the second highest contributor from the USA market; this state experienced an increase of 6.7%.



Length of Stay

Most US travellers stayed an average of 7 – 10 days (38.7%), an increase of 16%. The 4 – 6 grouping registered 28.2% of overall tourists, a 21.1% improvement over Q1 2015. The 2 - 3 day category saw an additional 411 tourists and accounted for 10.2% of this market share's business.



Purpose of Visit

Of the total US travellers, 79.6% came to Barbados for the purpose of pleasure. This represented an increase of 15.3% when compared with the same period for 2015. VFR traffic contributed 6.3% with an increase of 7.5%. Business (4.8%) however, experienced a decline of 11.3% when compared with Q1 2015.

Accommodation

Staying with friends was the preferred choice of accommodation from this market, for the 1st Quarter. Approximately 23.5% of tourists opted for this type of accommodation, with a 23% increase in business over the previous year. The luxury segment (18.7%) had an decrease of 1.7% whilst hotels with 100 rooms (17.5%) showed an 0.1% decrease over Q1 2015.

Age

The 56 - 65 and 46-55 groupings both accounted for 19.9% of business, with increases of 14.7% and 12.6% respectively. The 66+ grouping (15.9%) had a marginal share with an increase of 8.1%. The 26-35 (14.5%) and 36-45 groups (14.4%) also increase by 16.1% and 7.8% respectively.

Origin

For the quarter in review the Canadian market recorded a 0.8% decrease over Q 1 2015. This represents a total of 261 less tourists.

Ontario was the top producing province from this market for the 1st quarter of 2016 accounting for 61.2% of traffic, recording an increase of 53.3% when compared to the corresponding quarter for 2015. The Toronto area contributed 17.2% of business. The second highest performing province for the reporting period was Quebec (12.9%) which registered an increase of 15.3% compared with Q 1 2015. The province of Alberta (5%) was the third largest performer recording a rise in traffic of 48.3% compared with the same period for last year.

Purpose of Visit

Almost 90% of Canadians travelled to Barbados for pleasure during Q 1 2016. This however represented a decrease of 1.7% when compared with the corresponding quarter for 2015. VFR traffic accounted for 3.9% of the overall count, a 27.1% of growth; whilst the Business traveler (2.6%) decreased by 12.1% when compared with Q 1 2015.



LEISURE
89%

Accommodation

For the quarter in review tourists staying in Villas accounted for 24.2% of business from this market. This type of accommodation was the preferred choice registering an increase of 1.7% when compared with Q 1 2015. 20.2% of the Canadian tourists opted to stay with Friends recording an increase of 10.9%. Properties with over 100 rooms (10.9%) and Luxury accommodation (10.8%) recorded losses of 16.1% and 16.9% respectively.

Length of Stay

Approximately 45% of Canadian travellers stayed in the destination for 7 – 10 days, a decrease of 2.2% when compared with the corresponding quarter for 2015. Stays of 11 – 14 days (15.8%) and 4 – 6 days registered declines of 0.4% and 4.7% respectively.



7 - 10 days
44.8%

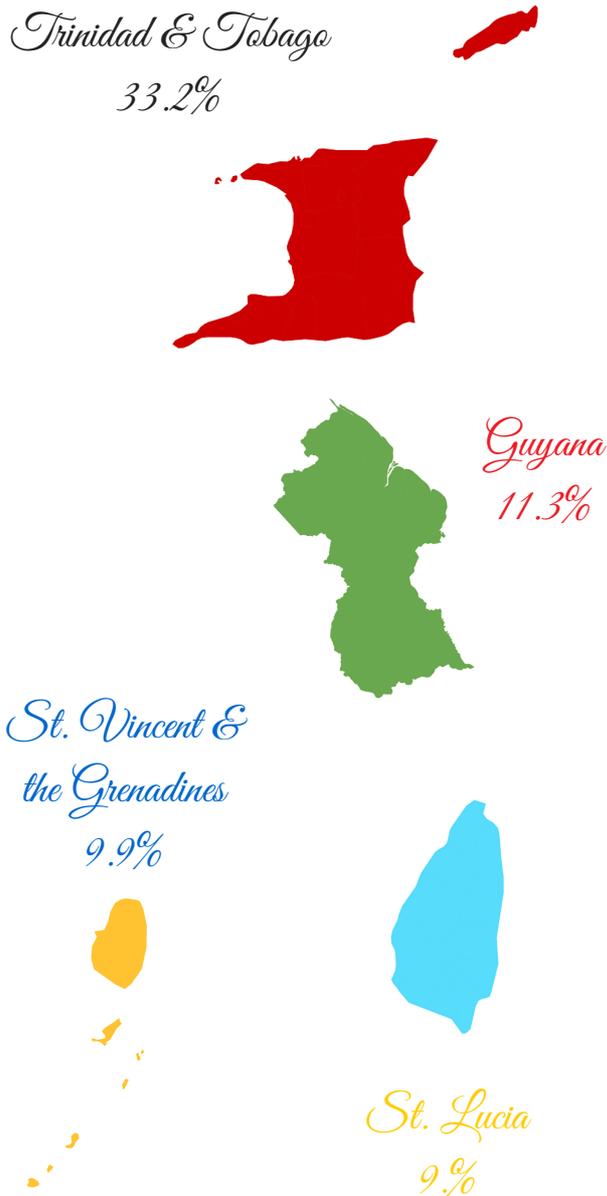
Age

Canadians travelling to Barbados between 56 and 65 years (22.6%) accounted for the majority of business but nonetheless declined by 3.6% compared with Q 1 2015. The age groupings 46 – 55 and 66+ both contributed 20% of business and recorded a 5.7% loss and 1.5% rise respectively compared with their performance for the same quarter of 2015.

CARIBBEAN

Origin

The top producing Caribbean country for the 1st Quarter of 2016 was Trinidad and Tobago; which contributed 33.2% of overall business from this market. This represented a growth of 34.1% when compared with Q1 2015. Guyana (11.3%) was the second highest producer, followed by St. Vincent and the Grenadines (9.9%) and St. Lucia (9%), these territories recorded a decrease and increases of 0.2%, 3.9% and 7.8% respectively.



Accommodation

Most of these regional travellers stayed with friends accounting for 35.5% of business, registering an increase of 9.9%. The hotels with over 100 rooms contributed 16.8%, with 32.9% in additional tourists. Villas (13%) and intimate stays (9.5%) continued their upward trend with 18.3% and 1% in growth respectively.

Length of Stay

The majority of Caribbean tourists stayed between 4 and 6 days representing a 24.7% share and an increase of 20% when compared with Q1 2015. Approximately twenty-two (22%) of the overall count stayed 2 - 3 days which was an increase of 13.6% over the same period last year. Those visitors who opted to stay for 1 day accounted for 17.9% of the share, which represented a 12.5% increase. The 7-10 day traveller accounted for 14.2% of the share and registered an increase of 32.6%.

Age

Travellers between the ages of 26 – 35 accounted for 22.8% of business from this market, which represents a 17.8% rise. The 36 – 45 (21.9%) and 46 – 55 (17.8%) categories both recorded increases of 13.8% and 12.9% respectively.

Purpose of Visit

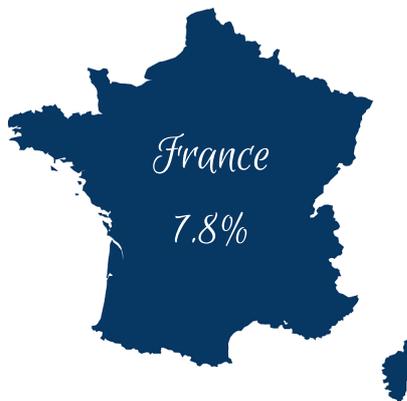
The main purpose of visit for Caribbean travellers was for pleasure. This segment accounted for 41.4% of traffic, which was an increase of 20.4% over 2015's figures. Business travellers increased (2.9%) for the 1st Quarter of 2016 with a 21.5% share. The VFR segment captured the 3rd largest share (7.8%) but experienced a gain of 24.7%.

EUROPE

Origin

For the quarter in review the European market recorded a 6.1% decrease over Q 1 2015. This represents a total of 858 less tourists.

Germany continues to be top producer of business for Barbados contributing 37% of the overall traffic from this market. This represented a 7.3% decline when compared with Q 1 2015. France (7.8%) was the second highest producer recording a decrease of 1.9%, followed by Italy (7.7%) which also registered a loss of 20.8% when compared to the same period for last year.



Purpose of Visit

The pattern of purpose of travel to Barbados for the majority of Europeans has not changed. Pleasure continues to be the main purpose accounting for 77.8% of business for this quarter, but recorded an 8.7% decline. Business traffic contributed 5.9% of the overall Europe count, a retrogression of 10.8% compared with Q 1 2015.

Accommodation

For the quarter in review Luxury accommodation was the preference of European travellers accounting for 21.6% of business from this market. This represented a decline of 7.5%. Villas picked up 16.5% of the business experiencing a 10.8% loss when compared with the same quarter for 2015. Hotels with over 100 rooms (15.8%) were also popular among Europeans but saw a 9% falloff in business.



Length of Stay

The distribution pattern of European stays for this reporting quarter is similar to that of previous quarters. Approximately forty-nine percent of tourists stayed in the destination for 7 – 10 days, a decrease however of 2.2% compared with Q 1 2015. 15.8% opted to stay between 11 and 14 days and 11.4% for 4 – 6 days, with both periods registering declines of 0.4% and 4.7% respectively.

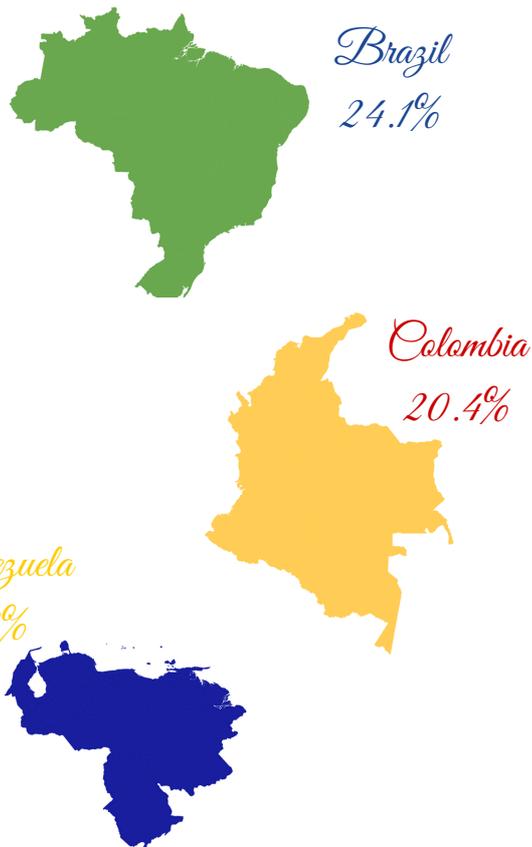
Age

Approximately 22% of European tourists were between the ages of 46 and 55 years. This was 10.2% less when compared with the corresponding quarter for 2015. There was a marginal share between those in the 26 – 35 (18.6%) and 36 – 45 (18.3%) grouping. These categories saw declines of 8.2% and 9% respectively.

CENTRAL & SOUTH AMERICA

Origin

Brazil continues its trend as the top producer from the Central & South American Market. For the 1st Quarter of 2016, 24.1% of all tourist from this market originated from the country of Brazil, registering a 48.2% loss in tourists traffic when compared to the same period for last year. Colombia was the second highest contributor with 20.4% of arrivals; which more than quadrupled those arrivals of the previous year's 1st Quarter. Venezuela captured the 3rd highest spot for this region with 13% of the share which represented a decrease of over 26.4%.



Purpose of Visit

Most visitors from this market travelled for the purpose of pleasure (66.7%). This segment increased by 4.8% when compared with Q1 2015. The business market contributed 10.6% registering a decrease of 25.5%. Conference traffic represented 4.4% of the share and experienced a gain of 3.2%.

Accommodation

In Q1 travellers from this market had a preference for hotels with over 100 rooms. This type of accommodation contributed 28.5% of overall business and fell by 4.1%. Villas (16.2%) and Luxury stays (15.2%) recorded an increase and a decrease of 32.8% and 18.6% respectively.

Length of Stay

This region saw most of travellers staying 7 – 10 days (35.3%), registering a decline of 5.2% when compared with Q1 2015. There was a marked decrease in visitors staying for 4 – 6 days (22.4%), registering a 73.5% increase. The 2 - 3 days (15.4%) and 1 day (14.3%) categories however saw an increase and a decrease in traffic of 4.6% and 19.3% respectively.

Age

Tourist arrivals from this market between the ages of 26 – 35 (23.9%) were the highest producers for this reporting period. This demographic increased by 20.5% when compared with Q1 2015. The 36 – 45 grouping (23%) and the 46 – 55 grouping (16%) both recorded decreases of 7.9% and 19.1%.

TABLES

MAJOR MARKETS	JANUARY					FEBRUARY					MARCH				
	2014	2015	2016	AB CHG	% CHG	2014	2015	2016	AB CHG	% CHG	2014	2015	2016	AB CHG	% CHG
UNITED STATES	9512	10797	13038	2241	20.8	9886	12571	14329	1758	14.0	9942	14119	15016	897	6.4
CANADA	8337	10595	10667	72	0.7	7943	10774	10683	-91	-0.8	7819	9567	9325	-242	-2.5
UNITED KINGDOM	18563	21364	24877	3513	16.4	18807	22291	23936	1645	7.4	20007	21139	22450	1311	6.2
GERMANY	1415	1737	1771	34	2.0	1268	1628	1433	-195	-12.0	1552	1870	1650	-220	-11.8
OTHER EUROPE	4672	3502	3448	-54	-1.5	4054	3005	2704	-301	-10.0	3307	2245	2123	-122	-5.4
TRINIDAD & TOBAGO	1745	1538	1799	261	17.0	1452	1842	2402	560	30.4	2307	1995	3009	1014	50.8
OTHER CARIBBEAN	4156	4648	4888	240	5.2	3475	4070	4014	-56	-1.4	3979	4900	5589	689	14.1
BRAZIL	527	632	317	-315	-49.8	259	490	268	-222	-45.3	445	240	120	-120	-50.0
OTHER CENTRAL & SOUTH AMERICA	443	484	826	342	70.7	397	443	603	160	36.1	542	560	796	236	42.1
OTHER	777	854	854	0	0.0	616	701	643	-58	-8.3	720	812	599	-213	-26.2
TOTAL ARRIVALS	50147	56151	62485	6334	11.3	48157	57815	61015	3200	5.5	50620	57447	60677	3230	5.6
TOTAL CRUISE PASSENGERS	83944	78239	114225	35986	46.0	77867	68281	78037	9756	14.3	69333	70619	62750	-7869	-11.1
TOTAL CRUISE CALLS	61	66	81	15	22.7	59	57	61	4	7.0	70	59	57	-2	-3.4

MAJOR MARKETS	JANUARY - FEBRUARY					JANUARY - MARCH				
	2014	2015	2016	AB CHG	% CHG	2014	2015	2016	AB CHG	% CHG
UNITED STATES	19398	23368	27367	3999	17.1	29340	37487	42383	4896	13.1
CANADA	16280	21369	21350	-19	-0.1	24099	30936	30675	-261	-0.8
UNITED KINGDOM	37370	43655	48813	5158	11.8	57377	64794	71263	6469	10.0
GERMANY	2683	3365	3204	-161	-4.8	4235	5235	4854	-381	-7.3
OTHER EUROPE	8726	6507	6152	-355	-5.5	12033	8752	8275	-477	-5.5
TRINIDAD & TOBAGO	3197	3380	4201	821	24.3	5504	5375	7210	1835	34.1
OTHER CARIBBEAN	7631	8718	8902	184	2.1	11610	13618	14491	873	6.4
BRAZIL	786	1122	585	-537	-47.9	1231	1362	705	-657	-48.2
OTHER CENTRAL & SOUTH AMERICA	840	927	1429	502	54.2	1382	1487	2225	738	49.6
OTHER	1393	1555	1497	-58	-3.7	2113	2367	2096	-271	-11.4
TOTAL ARRIVALS	98304	113966	123500	9534	8.4	148924	171413	184177	12764	7.4
TOTAL CRUISE PASSENGERS	161811	146520	192262	45742	31.2	231144	217139	255012	37873	17.4
TOTAL CRUISE CALLS	120	123	142	19	15.4	190	182	199	17	9.3

UK ARRIVALS BY COUNTY 2015 AND 2016 COMPARED

COUNTIES	Jan-15	Jan-16	Feb-15	Feb-16	Mar-15	Mar-16	YTD 15	YTD 16	AB CHG	% CHG
ANTRIM	51	36	32	48	23	53	106	137	31	29.2
ARMAGH	2	5	0	0	2	2	4	7	3	75.0
AVON	146	202	96	216	93	172	335	590	255	76.1
BEDFORDSHIRE	114	160	94	170	97	212	305	542	237	77.7
BERKSHIRE	505	604	265	596	256	620	1026	1820	794	77.4
BUCKINGHAMSHIRE	341	391	221	413	170	420	732	1224	492	67.2
CAMBRIDGESHIRE	195	266	110	186	114	195	419	647	228	54.4
CHESHIRE	842	1104	564	1185	577	912	1983	3201	1218	61.4
CLEVELAND	45	66	42	83	48	85	135	234	99	73.3
CLWYD	87	71	35	112	29	56	151	239	88	58.3
CORNWALL&ISLE of SCILLY	178	246	103	223	106	183	387	652	265	68.5
CUMBRIA	88	155	84	135	77	117	249	407	158	63.5
DERBYSHIRE	217	349	221	285	141	325	579	959	380	65.6
DEVON	267	358	146	326	138	238	551	922	371	67.3
DORSET	312	387	170	356	120	287	602	1030	428	71.1
DOWN	16	16	17	20	10	54	43	90	47	109.3
DURHAM	72	91	71	97	56	94	199	282	83	41.7
DYFED	27	52	15	33	18	33	60	118	58	96.7
EAST SUSSEX	417	510	289	515	274	407	980	1432	452	46.1
ESSEX	579	940	498	975	449	891	1526	2806	1280	83.9
FERMANAGH	2	2	0	0	0	2	2	4	2	100.0
GLOUCESTERSHIRE	193	287	143	276	105	162	441	725	284	64.4
GREATER LONDON	2422	3082	1676	3056	1800	3252	5898	9390	3492	59.2
GREATER MANCHESTER	273	370	187	313	203	291	663	974	311	46.9
GUERNSEY	37	17	16	40	24	41	77	98	21	27.3
GWENT	61	50	31	52	42	49	134	151	17	12.7
GWYNEDD	31	31	24	30	10	15	65	76	11	16.9
HAMPSHIRE&ISLE OF WIGHT	562	761	434	816	321	634	1317	2211	894	67.9
HERFORD & WORCESTER	151	186	98	230	92	167	341	583	242	71.0
HERTFORDSHIRE	498	617	328	685	263	516	1089	1818	729	66.9
HUMBERSIDE	10	17	4	14	8	12	22	43	21	95.5
IRELAND	368	448	329	314	362	448	1059	1210	151	14.3
JERSEY	79	92	54	110	46	72	179	274	95	53.1
KENT	767	938	514	1058	468	1001	1749	2997	1248	71.4
LANCASHIRE	763	930	457	937	469	766	1689	2633	944	55.9
LEICESTERSHIRE	221	255	151	295	178	259	550	809	259	47.1
LINCOLNSHIRE	192	221	84	206	135	135	411	562	151	36.7
LONDONDERRY	4	7	4	3	3	20	11	30	19	172.7
MERSEYSIDE	308	390	250	340	236	294	794	1024	230	29.0
MID GLAMORGAN	38	50	16	58	26	67	80	175	95	118.8
NORFOLK	145	213	96	165	62	151	303	529	226	74.6
NORTH YORKSHIRE	264	399	173	418	160	267	597	1084	487	81.6
NORTHHAMPTONSHIRE	129	195	93	201	86	171	308	567	259	84.1
NORTHUMBERLAND	58	62	32	43	31	43	121	148	27	22.3
NOTTINGHAMSHIRE	217	299	143	297	166	283	526	879	353	67.1
OXFORDSHIRE	222	323	170	311	144	320	536	954	418	78.0
POWYS	11	19	12	19	8	17	31	55	24	77.4
SCOTLAND	544	878	310	554	269	491	1123	1923	800	71.2
SHOPSHIRE	141	177	88	133	42	128	271	438	167	61.6
SOMERSET	205	234	84	250	100	162	389	646	257	66.1
SOUTH GLAMORGAN	84	131	66	102	34	94	184	327	143	77.7
SOUTH YORKSHIRE	287	354	210	302	231	393	728	1049	321	44.1
STAFFORDSHIRE	220	256	137	233	148	279	505	768	263	52.1
SUFFOLK	171	234	94	187	136	165	401	586	185	46.1
SURREY	1122	1359	756	1449	747	1258	2625	4066	1441	54.9
TYNE & WEAR	157	177	130	148	105	163	392	488	96	24.5
TYRONE	7	7	2	0	1	4	10	11	1	10.0
WARWICKSHIRE	161	198	109	236	123	280	393	714	321	81.7
WEST GLAMORGAN	55	95	30	65	19	43	104	203	99	95.2
WEST MIDLANDS	384	564	287	550	356	591	1027	1705	678	66.0
WEST SUSSEX	778	856	628	937	580	729	1986	2522	536	27.0
WEST YORKSHIRE	525	665	344	597	339	501	1208	1763	555	45.9
WILTSHIRE	164	245	126	223	105	186	395	654	259	65.6
N.STATED	3832	2177	10298	1709	9558	2172	23688	6058	-17630	-74.4
TOTAL	21364	24877	22291	23936	21139	22450	64794	71263	6469	10.0

TABLES

USA ARRIVALS BY STATE 2015 AND 2016 COMPARED

STATES	Jan-15	Jan-16	Feb-15	Feb-16	Mar-15	Mar-16	YTD 15	YTD 16	AB CHG	% CHG
NE/MA - CONNECTICUT	345	509	466	485	530	514	1341	1508	167	12.5
NE/MA - DELAWARE	55	35	37	64	31	51	123	150	27	22.0
NE/MA - DISTRICT OF COLUMBIA	102	86	91	96	156	139	349	321	-28	-8.0
NE/MA - MAINE	42	101	81	103	84	90	207	294	87	42.0
NE/MA - MARYLAND	294	304	253	298	244	495	791	1097	306	38.7
NE/MA - MASSACHUSETTS	507	848	684	1086	665	936	1856	2870	1014	54.6
NE/MA - NEW HAMPSHIRE	70	119	120	187	76	130	266	436	170	63.9
NE/MA - NEW JERSEY	685	842	733	858	796	1013	2214	2713	499	22.5
NE/MA - NEW YORK	3059	3795	3709	5006	3859	4270	10627	13071	2444	23.0
NE/MA - PENNSYLVANIA	380	540	390	513	448	565	1218	1618	400	32.8
NE/MA - RHODE ISLAND	63	76	50	47	58	86	171	209	38	22.2
NE/MA - VERMONT	31	48	80	88	59	48	170	184	14	8.2
NE/MA - VIRGINIA	258	353	267	334	344	430	869	1117	248	28.5
NE/MA - WEST VIRGINIA	17	5	20	10	7	8	44	23	-21	-47.7
TOTAL NE	5908	7661	6981	9175	7357	8775	20246	25611	5365	26.5
MW - ILLINOIS	223	246	234	246	315	337	772	829	57	7.4
MW - INDIANA	51	127	60	94	46	174	157	395	238	151.6
MW - IOWA	50	50	27	86	77	65	154	201	47	30.5
MW - MICHIGAN	165	245	174	234	89	218	428	697	269	62.9
MW - MINNESOTA	139	157	67	129	122	178	328	464	136	41.5
MW - NEBRASKA	7	20	19	25	2	15	28	60	32	114.3
MW - NORTH DAKOTA	3	14	10	4	5	4	18	22	4	22.2
MW - SOUTH DAKOTA	7	25	3	18	1	1	11	44	33	300.0
MW - WISCONSIN	109	126	128	112	72	113	309	351	42	13.6
TOTAL MW	754	1010	722	948	729	1105	2205	3063	858	38.9
SE - ALABAMA	31	39	31	23	34	74	96	136	40	41.7
SE - ARKANSAS	20	15	8	16	17	34	45	65	20	44.4
SE - FLORIDA	1028	1085	934	1114	1339	1322	3301	3521	220	6.7
SE - GEORGIA	209	359	192	342	218	406	619	1107	488	78.8
SE - KANSAS	41	26	34	42	44	61	119	129	10	8.4
SE - KENTUCKY	42	57	43	23	51	42	136	122	-14	-10.3
SE - LOUISIANA	18	41	44	25	31	37	93	103	10	10.8
SE - MISSISSIPI	18	23	23	18	10	13	51	54	3	5.9
SE - MISSOURI	74	131	58	104	74	85	206	320	114	55.3
SE - NORTH CAROLINA	243	246	234	282	177	326	654	854	200	30.6
SE - OHIO	130	186	163	227	131	259	424	672	248	58.5
SE - OKLAHOMA	28	49	24	21	42	24	94	94	0	0.0
SE - SOUTH CAROLINA	95	139	66	141	98	84	259	364	105	40.5
SE - TENNESSEE	69	122	65	62	79	91	213	275	62	29.1
SE - TEXAS	277	348	262	335	442	442	981	1125	144	14.7
TOTAL SE	2323	2866	2181	2775	2787	3300	7291	8941	1650	22.6
W - ALASKA	10	19	6	14	3	4	19	37	18	94.7
W - ARIZONA	95	71	79	70	72	70	246	211	-35	-14.2
W - CALIFORNIA	503	534	453	472	450	626	1406	1632	226	16.1
W - COLORADO	142	139	159	159	154	201	455	499	44	9.7
W - IDAHO	6	28	17	28	20	18	43	74	31	72.1
W - MONTANA	10	13	4	19	12	21	26	53	27	103.8
W - NEVADA	31	25	33	36	30	63	94	124	30	31.9
W - NEW MEXICO	21	21	39	15	16	17	76	53	-23	-30.3
W - OREGON	44	48	43	63	35	54	122	165	43	35.2
W - UTAH	31	47	21	35	27	43	79	125	46	58.2
W - WASHINGTON	87	109	77	130	83	78	247	317	70	28.3
W - WYOMING	8	12	5	10	12	8	25	30	5	20.0
TOTAL W	988	1066	936	1051	914	1203	2838	3320	482	17.0
HAWAII"	5	4	3	8	15	3	23	15	-8	-34.8
NOT STATED	819	431	1748	372	2317	630	4884	1433	-3451	-70.7
TOTAL	10797	13038	12571	14329	14119	15016	37487	42383	4896	13.1

TABLES

CANADIAN ARRIVALS BY PROVINCE 2015 AND 2016 COMPARED

PROVINCES	Jan-15	Jan-16	Feb-15	Feb-16	Mar-15	Mar-16	YTD 15	YTD 16	AB CHG	% CHG
AB-CALGARY/SOUTH	345	343	190	300	154	279	689	922	233	33.8
AB-EDMONTON/NORTH	168	237	92	171	75	189	335	597	262	78.2
AB TOTAL	513	580	282	471	229	468	1024	1519	495	48.3
BC INTERIOR	108	110	26	71	28	100	162	281	119	73.5
BC-NORTHERN BC	36	36	21	36	20	42	77	114	37	48.1
BC-SURREY/DELTA/RICHMOND	120	113	35	116	44	115	199	344	145	72.9
BC-VANCOUVER CITY	55	96	37	70	38	69	130	235	105	80.8
BC-VANCOUVER ISLAND	36	30	14	41	15	33	65	104	39	60.0
BC-VANCOUVER NORTH SHORE	28	42	17	21	33	40	78	103	25	32.1
BC-VANCOUVER SUB-EAST	31	15	14	18	13	26	58	59	1	1.7
BC-VICTORIA	36	37	22	52	21	50	79	139	60	75.9
BC TOTAL	450	479	186	425	212	475	848	1379	531	62.6
MB	306	363	120	284	100	173	526	820	294	55.9
NB OTHER	55	84	32	87	34	88	121	259	138	114.0
NB-MONCTON	20	34	26	60	24	47	70	141	71	101.4
NB-SAINT JOHN	40	38	22	72	13	66	75	176	101	134.7
NB TOTAL	115	156	80	219	71	201	266	576	310	116.5
NL	18	19	24	21	18	22	60	62	2	3.3
NL-ST.JOHN'S	26	26	22	36	37	50	85	112	27	31.8
NL TOTAL	44	45	46	57	55	72	145	174	29	20.0
NS OTHER	79	128	66	138	59	130	204	396	192	94.1
NS-HALIFAX	159	169	108	249	132	260	399	678	279	69.9
NS TOTAL	238	297	174	387	191	390	603	1074	471	78.1
ON BRAMPTON	161	169	83	117	92	133	336	419	83	24.7
ON MISSISSAUGA	296	328	165	314	178	309	639	951	312	48.8
ON OAKVILLE	159	182	120	239	129	291	408	712	304	74.5
ON-BELLEVILLE-QUINTE	64	63	28	73	22	67	114	203	89	78.1
ON-E ONT. OTHER	115	188	72	114	46	66	233	368	135	57.9
ON-GREY-BRUCE	88	97	57	101	32	42	177	240	63	35.6
ON-GTA EAST	355	397	199	442	179	382	733	1221	488	66.6
ON-HAMILTON	388	418	225	447	195	370	808	1235	427	52.8
ON-KINGSTON	81	103	48	73	31	48	160	224	64	40.0
ON-KIT-W'LOO-CAMBR-GUELPH	281	269	189	313	151	307	621	889	268	43.2
ON-LONDON REGION	235	295	117	228	81	176	433	699	266	61.4
ON-MARKHAM	120	157	83	181	69	111	272	449	177	65.1
ON-NIAGARA REGION	186	179	100	150	76	126	362	455	93	25.7
ON-NORTHERN ONTARIO	166	226	108	217	71	102	345	545	200	58.0
ON-OTHER GTA NORTH	164	205	126	248	130	227	420	680	260	61.9
ON-OTHER GTA WEST	164	192	101	172	72	176	337	540	203	60.2
ON-OTTAWA	600	638	412	721	311	537	1323	1896	573	43.3
ON-PETERBOROUGH-LINDSAY	83	100	47	143	21	82	151	325	174	115.2
ON-RICHMOND HILL	56	38	32	56	15	62	103	156	53	51.5
ON-SIMCOE MUSKOKA	215	259	143	276	79	168	437	703	266	60.9
ON-TORONTO	1491	1672	949	1694	986	1918	3426	5284	1858	54.2
ON-VAUGHAN	54	71	42	55	54	72	150	198	48	32.0
ON-WINDSOR REGION	116	164	72	141	68	75	256	380	124	48.4
ON TOTAL	5638	6410	3518	6515	3088	5847	12244	18772	6528	53.3
OTHER TERR (NT/NU/YT)	12	11	5	15	7	27	24	53	29	120.8
PE	46	30	14	26	17	54	77	110	33	42.9
QC OTHER	149	167	92	135	113	114	354	416	62	17.5
QC-EASTERN TOWNSHIP	62	89	23	50	41	34	126	173	47	37.3
QC-MONTRL CNTR/EAST	538	615	460	550	343	428	1341	1593	252	18.8
QC-MONTRL NORTH SHORE	125	117	87	100	98	59	310	276	-34	-11.0
QC-MONTRL SOUTH SHORE	178	149	159	176	105	98	442	423	-19	-4.3
QC-MONTRL WEST ISL	257	312	256	382	182	167	695	861	166	23.9
QC-OUTAOUAIS REGION	59	78	63	86	37	45	159	209	50	31.4
QC TOTAL	1368	1527	1140	1479	919	945	3427	3951	524	15.3
SK-SASKWAN REGINA/SOUTH	58	93	51	95	8	41	117	229	112	95.7
SK-SASKWAN SASKAT/NORTH	84	98	45	91	16	26	145	215	70	48.3
SK TOTAL	142	191	96	186	24	67	262	444	182	69.5
NOT STATED	1723	578	5113	619	4654	606	11490	1803	-9687	-84.3
TOTAL	10595	10667	10774	10683	9567	9325	30936	30675	-261	-0.8

TABLES

EUROPEAN ARRIVALS BY RESIDENCE 2015 AND 2016 COMPARED

RESIDENCE	Jan-15	Jan-16	Feb-15	Feb-16	Mar-15	Mar-16	YTD 15	YTD 16	AB CHG	% CHG
ALBANIA	0	2	0	0	2	2	2	4	2	100.0
ANDORRA	2	0	0	2	0	0	2	2	0	0.0
AUSTRIA	182	201	162	178	121	151	465	530	65	14.0
BELARUS	12	1	8	2	1	2	21	5	-16	-76.2
BELGIUM	88	75	89	53	41	44	218	172	-46	-21.1
BOSNIA	1	0	0	0	1	1	2	1	-1	-50.0
BULGARIA	16	15	16	27	29	14	61	56	-5	-8.2
CROATIA	25	20	23	10	14	10	62	40	-22	-35.5
CYPRUS	0	13	0	6	0	14	0	33	33	0.0
CZECH	65	59	50	70	34	33	149	162	13	8.7
DENMARK	141	98	153	116	72	97	366	311	-55	-15.0
ESTONIA	17	23	20	12	11	25	48	60	12	25.0
FAEROE ISL	0	0	0	0	0	0	0	0	0	0.0
FINLAND	134	129	143	94	29	42	306	265	-41	-13.4
FRANCE	289	321	429	413	323	287	1041	1021	-20	-1.9
GERMANY	1737	1771	1628	1433	1870	1650	5235	4854	-381	-7.3
GIBRALTAR	2	1	10	1	3	13	15	15	0	0.0
GREECE	22	25	8	23	13	8	43	56	13	30.2
HUNGARY	42	36	37	32	32	29	111	97	-14	-12.6
ICELAND	14	3	6	1	7	0	27	4	-23	-85.2
ITALY	565	518	398	314	309	175	1272	1007	-265	-20.8
LATVIA	26	22	11	4	26	2	63	28	-35	-55.6
LIECHTEN	2	2	0	0	2	1	4	3	-1	-25.0
LITHUANIA	30	31	10	10	13	5	53	46	-7	-13.2
LUXEMBOURG	5	8	19	15	7	13	31	36	5	16.1
MACEDONIA	0	0	1	2	2	0	3	2	-1	-33.3
MALTA	0	26	0	3	0	4	0	33	33	0.0
MARSHALL	0	0	0	0	0	0	0	0	0	-
MOLDOVA	5	1	0	1	1	1	6	3	-3	-50.0
MONACO	13	9	25	13	20	17	58	39	-19	-32.8
MONTENEGRO	0	2	0	1	0	3	0	6	6	0.0
NETHERLAND	274	306	238	176	183	192	695	674	-21	-3.0
NORWAY	164	168	154	109	109	120	427	397	-30	-7.0
POLAND	121	151	104	104	81	106	306	361	55	18.0
PORTUGAL	28	47	38	23	12	16	78	86	8	10.3
ROMANIA	34	32	28	20	17	39	79	91	12	15.2
RUSSIA	239	152	82	53	68	52	389	257	-132	-33.9
SAN MARINO	8	4	0	0	0	0	8	4	-4	-50.0
SERBIA	0	3	0	1	0	3	0	7	7	0.0
SLOVAKIA	17	31	34	22	58	17	109	70	-39	-35.8
SLOVENIA	30	12	34	13	12	7	76	32	-44	-57.9
SPAIN	119	150	113	154	124	106	356	410	54	15.2
SWEDEN	360	424	284	293	176	185	820	902	82	10.0
SWITZ	327	288	253	298	265	250	845	836	-9	-1.1
TURKEY	17	12	8	11	7	7	32	30	-2	-6.3
UKRAINE	66	27	17	24	20	30	103	81	-22	-21.4
TOTAL	5239	5219	4633	4137	4115	3773	13987	13129	-858	-6.1

TABLES

CARIBBEAN ARRIVALS BY RESIDENCE 2015 AND 2016 COMPARED

RESIDENCE	Jan-15	Jan-16	Feb-15	Feb-16	Mar-15	Mar-16	YTD 2015	YTD 2016	AB CHG	% CHG
ANGUILLA	17	30	13	22	16	41	46	93	47	102.2
ANTIGUA	326	465	268	283	387	468	981	1216	235	24.0
ARUBA	4	7	3	4	3	2	10	13	3	30.0
B.V.I.	71	96	65	73	83	118	219	287	68	31.1
BAHAMAS	125	150	72	50	65	97	262	297	35	13.4
BERMUDA	53	53	61	52	74	118	188	223	35	18.6
CAYMAN ISL	38	24	32	22	42	34	112	80	-32	-28.6
CUBA	12	14	12	13	5	29	29	56	27	93.1
CURACAO	4	3	5	6	8	18	17	27	10	58.8
DOMIN REP	30	76	62	73	53	52	145	201	56	38.6
DOMINICA	389	395	309	293	322	396	1020	1084	64	6.3
FRENCH W.I	5	8	6	3	6	39	17	50	33	194.1
GRENADA	315	312	316	303	405	464	1036	1079	43	4.2
GUADELOUPE	24	31	28	78	53	79	105	188	83	79.0
GUYANA	923	910	747	722	793	826	2463	2458	-5	-0.2
HAITI	6	10	9	16	13	12	28	38	10	35.7
JAMAICA	631	556	579	496	678	674	1888	1726	-162	-8.6
MARTINIQUE	46	54	111	82	64	154	221	290	69	31.2
MONTserrat	13	15	21	12	16	16	50	43	-7	-14.0
NETH ANTIL	42	31	28	28	30	26	100	85	-15	-15.0
P RICO	34	45	29	38	47	41	110	124	14	12.7
ST KITTS	131	195	162	152	269	279	562	626	64	11.4
ST LUCIA	629	650	527	539	663	771	1819	1960	141	7.8
ST VINCENT	743	727	577	614	745	805	2065	2146	81	3.9
TRINIDAD	1538	1799	1842	2402	1995	3009	5375	7210	1835	34.1
TURKS	6	7	11	16	6	13	23	36	13	56.5
US VIRGINS	31	24	17	24	54	17	102	65	-37	-36.3
TOTAL	6186	6687	5912	6416	6895	8598	18993	21701	2708	14.3

CENTRAL & SOUTH AMERICAN ARRIVALS BY RESIDENCE 2015 AND 2016 COMPARED

RESIDENCE	Jan-15	Jan-16	Feb-15	Feb-16	Mar-15	Mar-16	YTD 2015	YTD2016	AB CHG	% CHG
ARGENTINA	55	185	44	25	26	34	125	244	119	95.2
BELIZE	79	70	54	33	34	35	167	138	-29	-17.4
BOLIVIA	4	2	1	6	2	3	7	11	4	57.1
BRAZIL	632	317	490	268	240	120	1362	705	-657	-48.2
CANAL ZONE	0	0	0	0	0	0	0	0	0	0.0
CHILE	18	14	21	26	10	13	49	53	4	8.2
COLOMBIA	25	217	37	127	38	255	100	599	499	499.0
COSTA RICA	12	15	10	13	12	22	34	50	16	47.1
ECUADOR	9	3	1	6	1	15	11	24	13	118.2
FR GUIANA	6	0	5	4	2	1	13	5	-8	-61.5
GUATEMALA	0	9	6	2	19	15	25	26	1	4.0
HONDURAS	7	13	6	7	2	9	15	29	14	93.3
MEXICO	30	52	35	35	51	59	116	146	30	25.9
NICARAGUA	0	2	9	4	5	1	14	7	-7	-50.0
PANAMA	41	67	64	60	41	74	146	201	55	37.7
PARAGUAY	1	4	2	0	1	0	4	4	0	0.0
PERU	6	10	12	7	5	14	23	31	8	34.8
SALVADOR	2	7	0	6	2	20	4	33	29	725.0
SURINAME	37	37	34	139	37	51	108	227	119	110.2
URUGUAY	2	4	5	3	1	9	8	16	8	100.0
VENEZUELA	150	115	97	100	271	166	518	381	-137	-26.4
TOTAL	1116	1143	933	871	800	916	2849	2930	81	2.8

TABLES

Visitor Demographics: January - March			
CHARACTERISTICS	NO.	TOTAL	
		%	%Δ
AGE GROUPS	184177	100	7.4
0-12	9636	5.2	10.4
13-17	4976	2.7	11.4
18-25	11372	6.2	13.7
26-35	26136	14.2	7.2
36-45	27205	14.8	5.1
46-55	36927	20.0	6.2
56-65	36555	19.8	8.4
66+	31235	17.0	6.1
NOT STATED	135	0.1	2150.0
LENGTH OF STAY	184177	100	7.4
1 DAY	18197	9.9	1.8
2-3 DAYS	17733	9.6	6.3
4-6 DAYS	28460	15.5	16.3
7-10 DAYS	66728	36.2	8.4
11-14 DAYS	28493	15.5	5.3
15-21 DAYS	11445	6.2	5.1
22+ DAYS	11557	6.3	0.7
NOT STATED	1564	0.8	9.5
PURPOSE OF VISIT	184177	100	7.4
BUSINESS	10581	5.7	-9.9
CONFERENCE/CONVENTION/MEETING	2421	1.3	0.8
CREW	9585	5.2	35.1
GETTING MARRIED	0	0.0	-
ATTENDING GRADUATION	0	0.0	-100.0
HONEYMOON	999	0.5	16.7
INTRANSIT PASSENGER	3124	1.7	4.1
MEDICAL ATTENTION	383	0.2	-8.4
OTHER PURPOSE	2326	1.3	-10.5
PLEASURE/HOLIDAY/VACATION	143385	77.9	7.7
STUDENT	1716	0.9	8.7
SPECIAL EVENTS	0	0.0	-100.0
SPORTS	1687	0.9	6.0
VISIT FRIENDS/RELATIVES	7436	4.0	12.2
ATTENDING A WEDDING	534	0.3	35.5
ACCOMMODATION	184177	100	7.4
50-100 ROOMS	7174	3.9	2.7
ALL INCLUSIVE	20134	10.9	12.3
APARTMENTS	4466	2.4	-0.1
CONDO	939	0.5	18.6
CRUISE	244	0.1	-29.3
FRIENDS	32991	17.9	12.8
GUEST HOUSES	2060	1.1	5.5
HOUSE	1009	0.5	25.0
INTIMATE	12961	7.0	1.7
LUXURY	30549	16.6	-3.7
NOT STATED	6558	3.6	191.9
OTHER	3157	1.7	-4.6
OVER 100 ROOMS	27355	14.9	1.2
UNDER 50 RMS	4565	2.5	-3.1
VILLA	29859	16.2	10.3
YACHT	156	0.1	200.0



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