

STAY-OVER EXPENDITURE

January to June 2018

Total Expenditure

According to the Caribbean Tourism Organization (CTO), stayover visitors to Barbados during the first six months of 2018 spent 10.5 percent more money. Total visitor expenditure on island grew from US\$584.1 million during 2017 to US\$645.2 million during 2018. This was achieved through a 3.2 percent growth in visitor arrivals and a 6.8 percent (US\$12.58) increase in average daily spend.

Visitors from the UK contributed to forty-seven percent of the overall total expenditure with US\$305.8 million, an increase of US\$27.3 million over the corresponding period of 2017. Total expenditure by visitors from the USA (+22%) and Canada (+15%) followed with US\$144.8 million and US\$98.3 million, respectively. These top three generating markets accounted for 84 percent of the overall expenditure, and recorded increases of 15.7% (Canada), 15.4% (United States) and 9.8% (United Kingdom).

Total spend by visitors from the Caribbean and Europe each accounted for thirteen percent of the overall expenditure with US\$50.7 million and US\$31.9 million, respectively; visitors from categories countries spent less -5.3% and -6.6%, respectively. On island spend by travellers in the category 'Other' countries, which include Latin America, Asia and Africa contributed 2 percent to total expenditure with an estimated US\$13.7 million.

Visitor Expenditure by Country of Residence												
January – June												
	Arrivals (000)		Length of Stay (Days)		Weighted Average Daily Expenditure Visitors (US\$)				Total Expenditure (000 US\$)			
	2017	2018	2017	2018	2017	2018	Ab chg	% chg	2017	2018	Ab chg	% chg
United States	98.1	106.8	7.4	7.2	171.57	188.1	16.53	9.6	125,424	144,759	19,335	15.4
Canada	51.6	53.3	11.6	11.4	142.42	161.47	19.05	13.4	84,904	98,259	13,355	15.7
United Kingdom	112.9	117.2	11	11	224.52	238.04	13.52	6	278,480	305,829	27,349	9.8
Europe	21.6	20.5	9.9	9.7	156.88	159.74	2.86	1.8	33,671	31,877	-1,794	-5.3
Caribbean	46.8	46.5	5.7	6.8	176.15	161.14	-15.01	-8.5	46,995	50,730	3,735	7.9
Other	13.7	12.7	8.2	7.2	131.08	150.19	19.11	14.6	14,669	13,706	-963	-6.6
Total	344.8	357	9.2	9.2	184.8	197.38	12.58	6.8	584,114	645,160	61,046	10.5

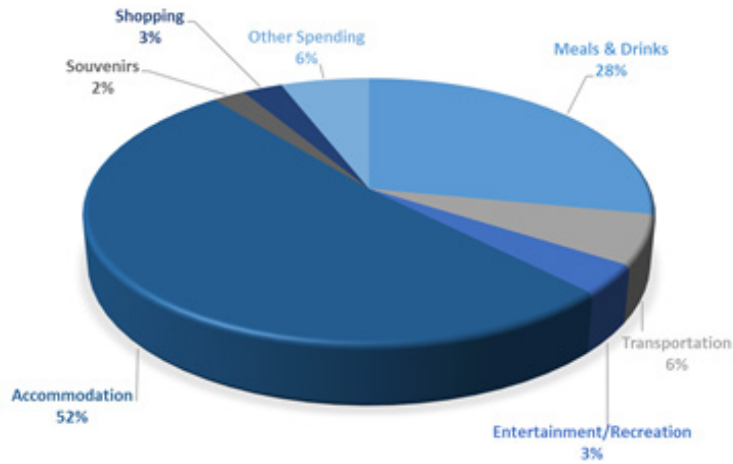
Average Daily Spend

During the period January to June 2018, there was an increase in average daily expenditure with an estimated US\$197.38, a significant increase of 6.8% or US\$12.58 when compared to the US\$184.80 estimated for the corresponding period of 2017. All markets, with the exception of the Caribbean, recorded increases in average daily spend.

Visitors from the United Kingdom spent the most on average, US\$238.04, which was an increase of US\$13.52 when compared to January to June 2017. Visitors from the United States spent the second highest on average with US\$188.10; these visitors spent US\$16.53 more when compared to the corresponding period of 2017.

During this period, there was a significant increase in spend from visitors in the category 'Other' by US\$19.11 and Canada by US\$19.05. Visitors from Europe spent US\$2.86 more to record an average US\$159.74 average daily spend; meanwhile visitors from the Caribbean spent US\$15.01 less to record an average US\$161.14 average daily spend.

Spending Habits



The largest share of visitors' spend, fifty-two(52) percent, went to accommodation followed by meals and drinks outside of the accommodation establishment with a twenty-eight (28) percentage share.

Transportation and miscellaneous spending each accounted for six (6) percent of the total expenditure followed by entertainment/recreation and shopping each with four percent, souvenirs accounted for two percent of the total expenditure. There was a significant increase in spend on meals & drinks (by US\$7.59) and accommodation (by US\$7.04).

Average Visitor Spend by Type of Accommodation

The CTO report also examined spending by types of accommodation. Visitors using 'All-inclusive' had the largest average visitor daily spend of US \$337.07, an increase of US\$52.44 when compared to the period January to June 2017.

Visitors using 'Other Hotel', (a category which includes the vast majority of hotel accommodation with the exception of all-inclusive properties) were the second highest daily spenders with US\$297.54. These visitors spent US\$18.89 more when compared to the corresponding period of 2017.

Visitors who stayed in villa and condo accommodation spent US\$30.46 and US\$35.09 more over 2017. These visitors spent US\$176.15 (villa) and US\$149.95 (condo).

Spend was lowest for visitors who stayed with friends/relatives, US\$73.72.

Average Daily Expenditure by Type of Accommodation (US\$) January – June																		
	All-Inclusive Hotel		Other Hotel		Guest House		Friend/Relative		Apartment		Villa		Condo		Other		Total	
	2017	2018	2017	2018	2017	2018	2017	2018	2017	2018	2017	2018	2017	2018	2017	2018	2017	2018
Meals & Drinks	81.57	115.27	68.56	76.84	28.69	36.35	25.73	28.08	41.41	39.51	46.13	46.25	44.12	36.75	24.14	35.05	47.81	55.4
Transportation	17.21	12.42	15.93	15.36	11.97	14.91	8.97	10.72	13.54	16.37	17.15	12.93	15.4	16.54	11.01	16.15	12.71	11.93
Entertainment/Recreation	7.56	7.57	8.66	8.93	8.55	6.26	7.18	6.62	6.47	9.15	8.68	10.17	8.93	8.46	8.86	7.69	7.22	7.06
Accommodation	136.77	172.86	157.47	169.38	51.34	74.5	5.79	6.31	73.53	77.81	117.41	79.94	96.87	72.48	47.14	58.71	94.87	101.91
Souvenirs	5.18	6.71	5.83	4.65	4.14	5.65	4.56	4.84	4.09	4.23	3.23	4.4	3.33	4.31	2.85	4.79	4.45	4.26
Shopping	4.45	6.14	5.15	6.43	3.58	4.48	7.6	7.83	5.08	6.22	6.31	7.1	4.13	2.63	2.71	3.43	4.89	5.27
Other Spending	31.88	16.25	16.7	15.65	6.15	10.28	11.09	9.27	8.1	11.61	7.56	15.24	12.35	8.76	18.2	10	12.86	11.65
Total	284.63	337.07	278.65	297.54	114.39	152.38	70.89	73.72	152.11	164.95	206.61	176.15	185.04	149.95	114.79	135.81	184.8	197.38

CRUISE EXPENDITURE

January to June 2018

Total Expenditure

According to the Caribbean Tourism Organization (CTO), Cruise Passenger Expenditure for the period January to June 2018 declined by 2.8% or US\$624,000 to a total of approximately US\$22 million.

Twenty-two percent of cruise expenditure was on Transportation followed by Tours purchased on Board (+18%), Duty-free Purchases (+16%) and Meals & Drinks (+15%). When compared to the corresponding period of 2017, there were increases in spend on Other Shopping (+21.4%), Meals & Drinks (+6.7%), Local Handicrafts & Souvenirs (+5.4%) and Tours Purchased on Board (+0.2%); conversely, there were declines in spend on Duty-free Purchases (-12.7%), Transportation (-12.3%) and All Other Spending (-7.2%).

Total Cruise Passenger Expenditure								
January – June								
	United States		Other		Total Expenditure (US\$000)			
	2017 ^R	2018	2017 ^R	2018	2017 ^R	2018	Ab chg	% chg
Meals & Drinks	1,475	1,420	1,732	1,998	3,201	3,414	213	6.7
Transportation	3,019	2,373	2,407	2,382	5,424	4,755	-669	-12.3
Tours Purchased on Board	2,629	2,283	1,381	1,737	4,017	4,025	8	0.2
Duty-Free Purchases	2,362	1,871	1,744	1,715	4,110	3,587	-523	-12.7
Local Handicrafts & Souvenirs	1,161	1,120	1,096	1,258	2,255	2,377	122	5.4
Other Shopping	845	899	871	1,182	1,713	2,079	366	21.4
All Other Spending	1,183	938	765	870	1,950	1,809	-141	-7.2
Total Expenditure	12,675	10,903	9,995	11,143	22,670	22,046	-624	-2.8

Average Daily Spend

Average expenditure per cruise passenger for the period January to June 2018 grew by 5.9% or US\$3.28 to a total of US\$59.24. Like the total expenditure, the bulk of the average spend by a cruise visitor was on Transportation (+22%) followed by Tours Purchased on Board (+18%), Duty-free Purchases (+16%) and Meals & Drinks (+15%).

With the exception of Transportation and Duty-Free Purchases, the average cruise passenger spent more in all of the categories ranging from Other Shopping (US\$1.36) to All Other Spending (US\$0.05).

Average Expenditure per Cruise Passenger Expenditure								
January – June								
	United States		Other		Total Expenditure (US\$000)			
	2017 ^R	2018	2017 ^R	2018	2017 ^R	2018	Ab chg	% chg
Meals & Drinks	7.11	8.41	8.76	9.83	7.9	9.17	1.27	16.1
Transportation	14.56	14.05	12.17	11.72	13.39	12.78	-0.61	-99
Tours Purchased on Board	12.67	13.52	6.98	8.55	9.92	10.81	0.89	9
Duty-Free Purchases	11.39	11.07	8.82	8.44	10.14	9.64	-0.5	-4.9
Local Handicrafts & Souvenirs	5.6	6.63	5.54	6.19	5.56	6.39	0.83	14.9
Other Shopping	4.07	5.32	4.4	5.81	4.23	5.59	1.36	32.2
All Other Spending	5.7	5.56	3.87	4.28	4.81	4.86	0.05	1
Total Expenditure	61.11	64.55	50.55	54.82	55.96	59.24	3.28	5.9