2018

BARBADOS®

TOURISM MARKETING INC.

1ST QUARTER REPORT

RESEARCH DEPARTMENT

OVERVIEW

Overview

During the first quarter of 2018, 204,317 visitors visited the shores of Barbados. This represented a 6.2% increase or an increase of 11,926 visitors over the same period for 2017.

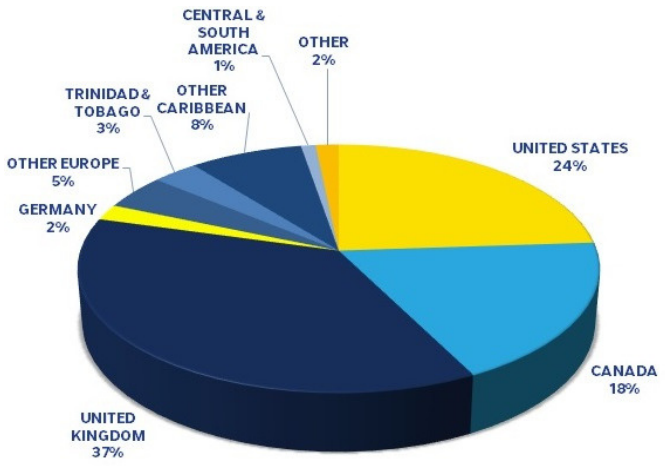
Cruise

Overall, the Bridgetown Port welcomed 292,864 cruise arrivals during the period January to March 2018, down from the 301,114 cruise arrivals recorded during the corresponding period of 2017; a decrease of 2.7%.

There was a decrease in the number of cruise ship calls to Barbados when compared with the corresponding period of 2017. Cruise calls decreased from 228 calls during 2017 to 221 calls during 2018.

Market Share

The **United Kingdom** came out on top as the number one producing market and accounted for 35.4% of traffic to Barbados, which was an increase of 3.2% when compared with the Q1 of 2017. The **United States** followed in second position (27%) registering an increase of 12.2% compared to the corresponding period for 2017.



MARKET SHARE

The **Caribbean** has shown a rise, with an overall increase of 5.1% and accounted for 10.8% of business. Trinidad and Tobago recorded an increase of 3% whilst the other Caribbean territories showed increases of 6% when compared with Q1 2017.

Canada accounted for 17.8% of overall business, a 6.6% increase when compared with Q1 2017.

The **European** market contributed 6.4% of business for the reporting period; this represented a slight increase of 0.6%. Germany recorded a 1.1% increase in visitor flows, while the other countries of the European region also experienced a 0.4% growth in arrivals.

The **Central & South American** market declined this quarter (-18.4%) and accounted for 1% of overall traffic.

Purpose of Visit

Pleasure (81.1%) recorded the largest purpose visit for visitors to Barbados for Q1 2018, followed by business (4.7%) and visiting friends & relatives (VFR) (3.5%). During the period under review, visitors who travelled for pleasure grew by 10.4% while business and VFR traffic both decreased by 3.5% and 19.8%, respectively.

Accommodation

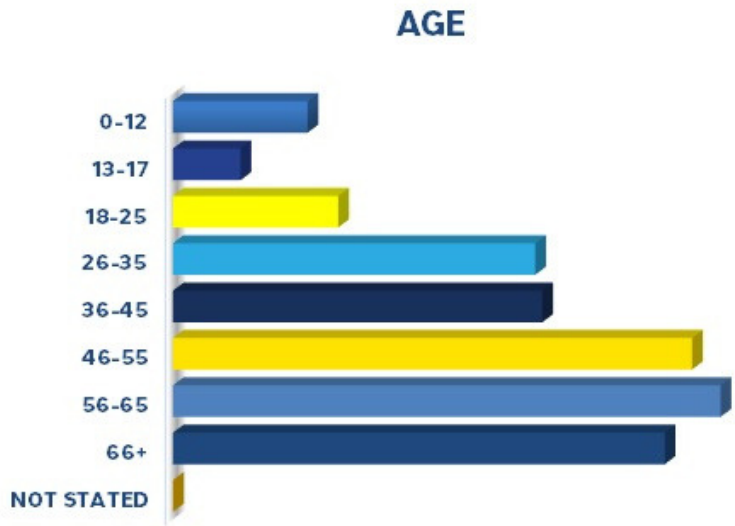
Luxury (16.5%) was the most popular accommodation type used by visitors to Barbados. A 9.2% increase was registered when compared to the same period for 2017. Hotels with over 100 rooms (14.2%) saw an increase of 3.3% whilst villa stays (13.7%) and all-inclusive hotels (13.4%) recorded a decrease and an increase of 15.7% and 17.5%+ respectively.

Length of Stay

Most visitors stayed on island 7 – 10 days accounting for 36.1% of business. This was a 7.9% increase from this segment of visitors when compared with Q1 2017. Approximately 16.7% of visitors stayed for 4 – 6 days recording an increase of 0.1% when compared with the previous year. Visitors who stayed 11 – 14 days represented 14.3% of the share, which was an increase of 6.7% over the same period of the previous year.

Age

Visitors in the 56 – 65 and over category generated 20.6% of business, which represented a growth of 6%. The 46 – 55 age grouping had a marginal share of 19.5% (4.3% increase) followed closely by the 66+ age grouping which accounted for 18.5% of business and increased by 11.3% when compared with Q1 2017.



EXPENDITURE

$257.73

+10.9%

Overview

According to the Caribbean Tourism Organization (CTO), stayover visitors to Barbados spent 15.4 percent more money during the first three months of 2018. Total visitor expenditure on island grew from US$346.5 million during Q1 2017 to US$400.0 million during Q2 2018. This was achieved through a 6.2 percent growth in visitor arrivals and a 13.6 percent increase in average daily spend. There was a significant increase in total expenditure in all of the markets ranging from 8% **(United States)** to 49% **(Caribbean).**

Visitors from the **UK** contributed to fifty percent of the overall total expenditure with US$201.2 million, an increase of US$27.5 million over Q1 2017. Total expenditure by visitors from the USA (+19%) and **Canada** (+17%) followed with US$74.5 million and US$69.8 million, respectively. These top three generating markets accounted for 86 percent of the overall expenditure, and recorded increases of 15.8% **(United Kingdom)**, 14.4% **(Canada)** and 8.0% **(United States)**.

Total spend by visitors from the **Caribbean** and **Europe** each accounted for 6% of the overall expenditure with US$23.7 million and US$23.2 million, 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$7.7 million; a significant increase 19.6% was recorded.

Average Daily Spend

During the period January to March 2018, there was an increase in average daily expenditure with an estimated US$208.47, a significant increase of 13.6% or US$24.92 when compared to the US$183.55 estimated for the corresponding period of 2017. All markets, with the exception of the Caribbean, recorded increases in average daily spend, with visitors in the category 'Other' countries leading with a significant 35.5% or US$42.67 increase.

Visitors from the United Kingdom spent the most on average, US$257.73, which was a significant increase of US$25.27 when compared to Q1 2017. There were also significant increases in spend by visitors from the Europe (US$19.30) and Canada (US$16.08) resulting in US$168.23 and US$170.01 average spend, respectively.Visitors from the United States spent the second highest on average with US$187.04; however these visitors only spent US$0.59 more when compared to Q1 2017.

There was a decline in spend (US$11.10) from visitors from the Caribbean territories when US$152.23 average was estimated for the quarter. However, as there were increases in the average length of stay and visitor arrivals from this region, the decline in average spend did not have a negative impact on the overall expenditure from this region.

Spending Habits

During the period January to March 2018, the largest share of visitor's spend, fifty-two percent, went to accommodation, as visitors spent an average US$108.02; an increase of 11.6% or US$11.35 over Q1 2017. Food and beverage outside of the accommodation establishment followed with 28 percent (US$57.33), an increase of 27% or US$12.18. Transportation and other spending each accounted for 6 percent of the total expenditure followed by entertainment/recreation and other shopping with 3 percent each and souvenirs with 2 percent. Visitors spent slightly less on transportation (US$0.34) and other spending (US$0.55) when compared to Q1.

52%

Spending by Types of Accommodation

Visitors using 'All-inclusive' had the largest average visitor daily spend of US $359.60, an increase of 17.2% or US$52.89 over Q1 2017. Whereas the lowest visitor spend was those who stayed with friends/relatives US$68.60. 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$306.55, an increase of US$32.02. Visitors who stayed in 'Villa' accommodation followed with average daily spent of US$178.66; however, these visitors spent US$51.93 less when compared to Q1 2017. There was an increase in visitor spend by those using 'Guest House' (+22.3%) and Apartment accommodation (+5.7%); on the other hand, there was a decline in visitor spend by visitors staying in condos (-21.3%) and with friends (-7.1%).

UNITED KINGDOM

Origin

For the quarter in review the United Kingdom recorded a 3.2% increase over Q 1 2017. This represented a total of 2,243 more visitors from this market; whilst contributing 35.4% of the overall traffic.
Greater London, Surrey, Kent and Lancashire generated most of the business from this market during the 1st quarter of 2018 contributing 10%, 4.9% and 3.9% respectively.

Purpose of Visit

The 1st Quarter of 2018 saw 85.9% of UK visitors travelling to the destination for the main purpose of pleasure, showing an increase of 5.2%. Business travelers (2.2%) recorded a 20% increase over Q1 2017, and those Visiting Friends and Relatives (VFR) accounted for 2% of business; with a relatively high falloff of 23.6% compared with the corresponding quarter for 2017.

Leisure
86%

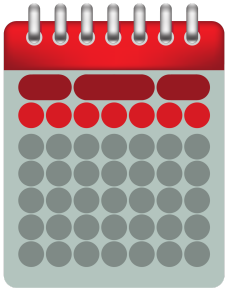
Accommodation

Luxury remains constant as the preferred type of accommodation for UK visitors over the calendar year. The quarter in review was no exception with the Luxury segment contributing 20.5% of business from this market. This was a slight increase of 3.8% over the same period for last year. The All-Inclusive market (18.9%) continues to flourish with an increase of 8.2% in arrivals over Q1 2017. Visitors who stayed in hotels with over 100 rooms and villas registered comparable success with 13.6% and 13.5% respectively.
The hotel stays showed a rise of 5.1%, whilst the villa segment experienced a reduction of 13.1% when compared with Q1 2017.

Length of Stay

For Q1 2018 the majority of UK travellers stayed on island for approximately 7 – 10 days (41.3%), which represented an increase of 3.4% compared with the same period for 2017. Visitors staying 11 – 14 days (23.5%) also recorded growth, registering an increase of 5.6% when compared with the same quarter for the previous year.

7-10 days
41%



Age

On examination of the age distribution, the majority of visitors were sixty-six plus (22.9%), recording an increase of 4.5% when compared with the corresponding quarter for 2017. Visitors 56 - 65 years of age (22.6%) who travelled to the destination show no growth when compared with Q1 2017. The age grouping 46 – 55 contributed 20% of business but recorded a 0.3% decline in contrast to the previous quarter of 2017.

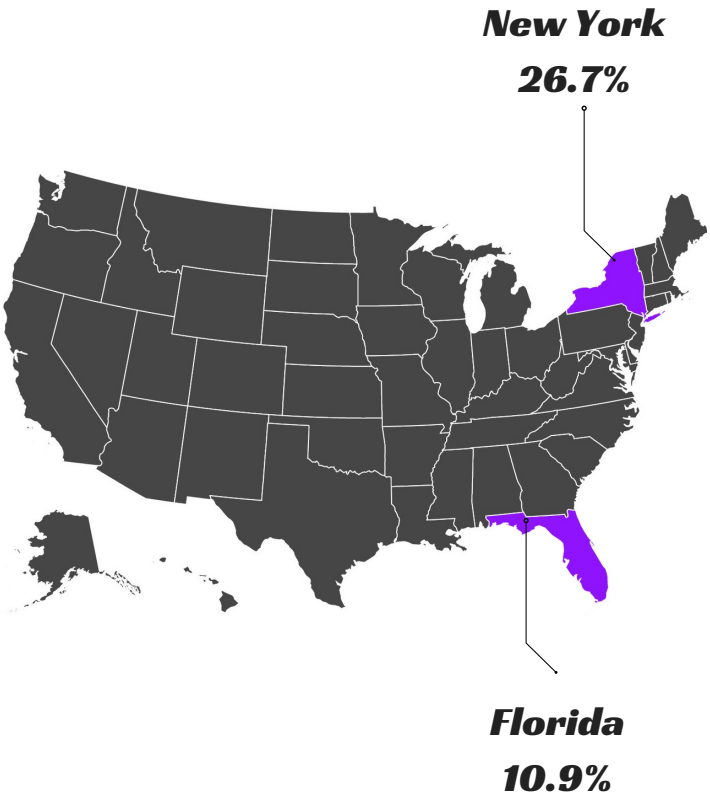
Expenditure

The average daily expenditure for visitors travelling from this market for Q1 2018 was US $257.73 compared with US $232.46 for the same quarter of 2017. This represents a 10.9% increase in spend. Of this total, 51.2% was spent on accommodation, whilst 33.5% was attributed to meals and drinks.
Total expenditure from this market for Q1 reached an estimated US $201,173,000 which accounts for a 15.8% increase when compared with Q 1 2017.

UNITED STATES

Origin

The North East/Mid-Atlantic region continued its trend as the top performer for the first quarter of 2018. The state of New York accounted for 26.7% of business, recording an increase of 12.7% of visitors when compared to the same period last year. The South-East state Florida (10.9%) was the second highest contributor from the USA market; however, this state experienced an increase of 12%.



Purpose of Visit

Of the total US travellers, 83.7% came to Barbados for the purpose of pleasure. This represented an increase of 17.2% when compared with the same period for 2017. Visiting Friends & Relatives (VFR) traffic contributed 4.5%, a decrease of 21.3%. Business (3.7%) experienced a decrease of 7.8% when compared with Q1 2017.

Accommodation

Luxury was the preferred choice of accommodation from this market, for the 1st Quarter. Approximately 19.9% of visitors opted for this type of accommodation, with a 23% increase in business over the previous year. Hotels with 100 rooms (15.7%) had an increase of 1.8% whilst all-inclusive hotels (13.8%) showed a 49.7% increase over Q1 2017.

Length of Stay

During the first quarter 2018, the majority of US travellers stayed an average of 7 – 10 days (37.4%), an increase of 19.3% over Q1 2017. The 4 – 6 grouping registered 30% percentage share, a 2.5% improvement over Q1 2017. The 1 day category saw an increase of 39.3% and accounted for 11.2% of this market share's business.

7-10 days
37.4%

Age

The 56 - 65 grouping accounted for 20.6% of business, an increase of 14.9% when compared with Q1 2017. The 46-55 grouping had a 19.3% share with an increase of 10.9%. The age categories 66+ and 26 – 35 followed with 18.1% and 14.1% percentage share, respectively. There was also an increase in persons in these categories (+29.2% and +0.7%, respectively).

Expenditure

This quarter the USA expended US $74.5 million, which accounted for 19% of the share, which represented an increase of 8% when compared to Q1 of 2017. The average daily spend for this market was US $187.04, this represented an increase of 0.3% when compared to 2017. Of the total daily spend, accommodation accounted for 54.1%, meals & drinks (24.8%) was the second highest category followed by transportation (6.2%).

CANADA

Origin

The Canadian market recorded a 6.6% increase over Q1 2017. This represents a total of 2,252 more tourists. Ontario was the top performing province from this market for the 1st quarter of 2018 accounting for 53.7% of traffic. For the quarter in review, the Toronto area contributed 14.9% of business. The second highest performing province for the reporting period was Quebec (12.5%); whilst the provinces of Alberta and British Colombia both contributed approximately 4% of business for the quarter in review.

Purpose of Visit

Canadians who journeyed to Barbados for pleasure accounted for 90.9% of business during Q1 2018. This generated growth of 7.8% when compared with the corresponding quarter for 2017. VFR traffic accounted for 3.1% of the overall count, an 11.4% decline; whilst the Business traveler (2%) increased by 4.9% when compared with Q1 2017.

LEISURE
91%

Accommodation

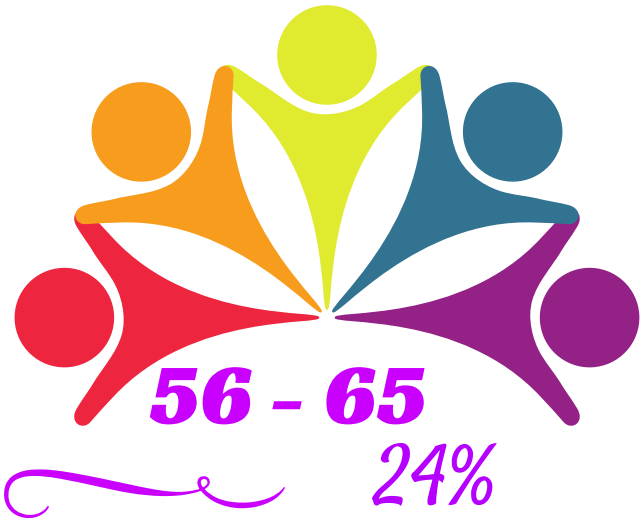
For the quarter in review villa stays accounted for 19.8% of business from this market. Overall, this type of accommodation was the preferred choice but registered a decrease of 17.7% year on year for Q1. Approximately 12% of Canadian visitors opted to stay in hotels that were over 100 rooms, recording an increase of 15.5%; whilst the Luxury segment (11.3%) and all-inclusive properties (10.7%) recorded gains of 9.3% and 16.5% respectively.

Length of Stay

Approximately 45% of Canadian travellers stayed in the destination for 7 – 10 days, an increase of 3.5% when compared with the corresponding quarter for 2017. Stays of 11-14 days (15.5%) and 4 – 6 days (13.4%) registered increases of 11.7% and 10.9% respectively.

Age

Canadians travelling to Barbados between 56 and 65 years (24.1%) accounted for the majority of business, with a rise of 9.4% from this demographic compared with Q 1 2017. Visitors 66+ years of age (21.2%) and 46 - 55(19.5%) both showed growth of 10.5% and 5% respectively when comparing their performance for the same quarter of 2017.



Expenditure

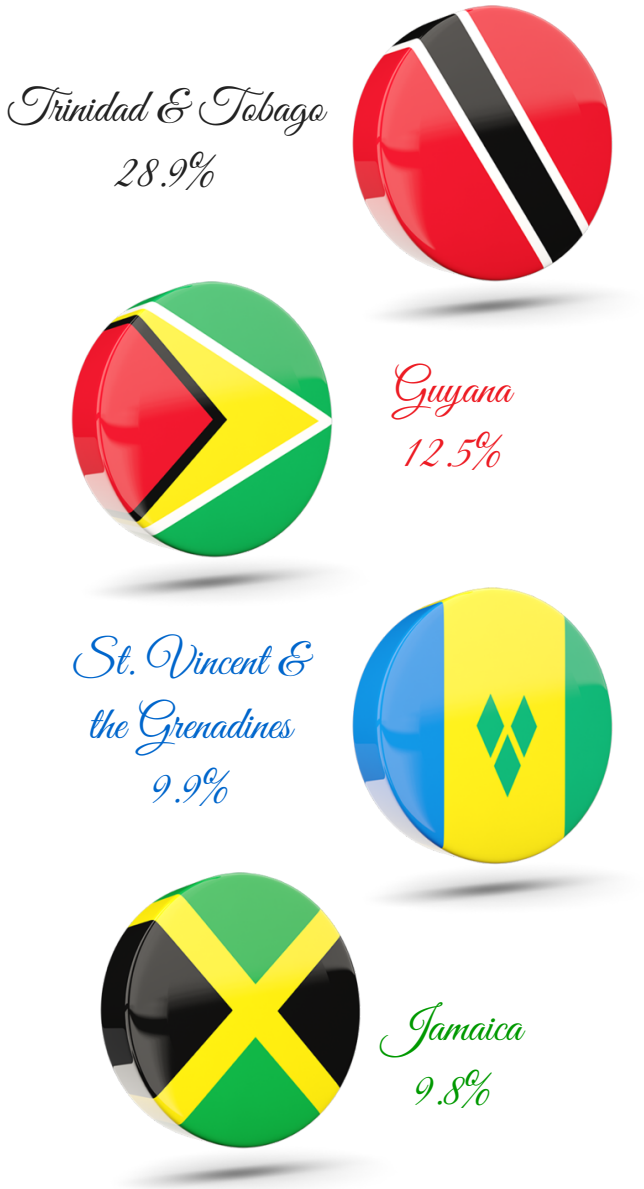
The average daily expenditure by visitors travelling from this market for Q 1 2018 was US $170.01 compared with US $153.93 for the same quarter of 2017. This represents an 10.4% increase in spend. Of this total, 52.1% was spent on accommodation, whilst 26.3% was attributed to meals and drinks.

Total expenditure from this market for Q1 reached an estimated US $69,773,000 which accounts for a 14.4% increase when compared with Q 1 2017.

CARIBBEAN

Origin

The top producing Caribbean country for the first quarter of 2018 was Trinidad and Tobago; which contributed 28.9% of overall business from this market. This represented a slight increase of 3% when compared with Q1 2017. Guyana (12.5%) was the second highest producer, followed by St.Vincent (9.9%), these territories recorded increases of 10.5% and 0.5% respectively.



Purpose of Visit

The main purpose of visit for Caribbean travellers was for pleasure. This segment accounted for 47.3% of traffic, representing an increase of 25.7% over 2017's figures. Business travellers decreased (10.9%) for the Q1 2018 with a 17.9% share. The VFR segment captured the third largest share (7.7%) but experienced a loss of 14.4%.

Accommodation

Most of these regional travellers stayed with friends accounting for 21.8% of business, registering a decrease of 34.4%. The hotels with over 100 rooms contributed 14.3%, with 0.8% less visitors. Villa stays (11.6%) and intimate stays (10%) showed a decrease of 10.2% and an increase of 4.1% respectively.

Length of Stay

The majority of Caribbean visitors stayed between 4 and 6 days representing a 23.6% share and an increase of 6% when compared with Q1 2017. Approximately (22.7%) of the overall count stayed 2-3 days which was a decrease of 1.1% over the same period last year. Those visitors who opted to stay for 1 day accounted for 19.4% of the share, which represented a 5% increase. The 7-10 day traveller accounted for 11.8% of the share and registered an inrease of 6.3%.

Age

Travellers between the ages of 26 – 35 accounted for 22.5% of business from this market, which represents a 3% rise. The 36 – 45 (21%) and 46 – 55 (18.4%) categories recorded increases of 5.8% and 5.3% respectively.

Expenditure

For Q1 2018, the Caribbean visitors spent approximately US $23.7 million, capturing 6% of the total expenditure, which represented an increase of 49% when compared to the same period of 2017.

The average daily spend for this market was US $152.23, which represented a decrease of 6.8% when compared to the same period of 2017. Accommodation accounted for 36.8% of this market's total daily spend, meals & drinks followed with 23.3% while transportation (10.4%) and other spending (6.5%) captured the third and fourth spots respectively.

EUROPE

Origin

For the quarter in review the European market recorded a marginal increase of 0.6% over Q1 2017. This represents a total of 97 more tourists.
From this market, Germany who remains the top producer for Barbados also registered a marginal 1.1% increase, but contributed 31.1% of business from the overall traffic to Barbados from this region. France (11.2%) was the second highest producer recording an increase of 3.2%, followed by Italy (8.4%) which registered a 1.6% decline in visitors when compared to the same period for last year.

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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 82% of business for this quarter, recording an 8.3% increase. Business traffic contributed 5% of the overall Europe count, a fall of 5.2% compared with Q 1 2017. Of note, are tourists who travelled to visit friends and relatives who contributed a mere 1.3% of business and experience a substantial decrease in business during this quarter of 47.5%.

Accommodation

For quarter one, Luxury properties were the preferred choice for European travellers accounting for 17% of business from this market. This represented a decline of 5.6%. Hotels with over 100 rooms picked up 16.1% of the business experiencing a 4.4% increase when compared with the same quarter for 2017. Villas (15.9%) were also popular among Europeans, but there was a decrease in this segment of 12.4%.

LUXURY

17%

Length of Stay

The distribution pattern of European stays for this reporting quarter is similar to that of previous quarters, with 25.6% of tourists staying in the destination for 7 – 10 days; an increase of 11.6% compared with Q1 2017. Tourists staying 2 – 3 days and one day visitors, both contributed 15.9% of business during this quarter with an increase of 3.7%, and a fall of 7% respectively. Approximately 14% opted to stay 4 – 6 days and registered a decline of 14% in contrast with the same quarter for the previous year.

Age

Approximately 21% of European tourists were between the ages of 46 and 55 years. This was 1.5% more tourists when compared with the corresponding quarter for 2017. There was a marginal share between those in the 26 – 35 (17.8%) and 56 – 65 (17.7%) groupings. These categories saw a decrease of 8.8% and an increase of 8.9% respectively.

Expenditure

The average daily expenditure by visitors travelling from this market for Q1 2018 was US $168.23 compared with US $148.93 for the same quarter of 2017. This represents a 13% increase in spend. Of this total, 55.4% was spent on accommodation, whilst 26.8% was attributed to meals and drinks.
Total expenditure from this market for Q1 reached an estimated US $23,197,000 which registered a 13% increase when compared with Q1 2017.

CENTRAL & SOUTH AMERICA

Origin

Brazil emerged as the top producer from the Central & South American Market. For the first quarter of 2018, approximately 22.5% of all visitors from this market originated from the country of Brazil and registered a 4.5% increase in visitors' arrivals when compared to the corresponding period for last year. Venezuela was the second highest contributor with 12.5% of arrivals; a decline of 6.9% when compared to previous year's first quarter. Panama captured the third highest spot for this region with 12.1% of the share which represented a decrease of 9.2%.

Purpose of Visit

Most visitors from this market travelled for the purpose of pleasure (60.6%). The number of visitors in this segment decreased by 15.9% when compared with Q1 2017. The business market contributed 14.7% registering an increase of 2.7%. Conference traffic represented 5.2% of the share and experienced a decrease of 29.3%.

Accommodation

In Q1 visitors from this market had a preference for hotels with over 100 rooms. This type of accommodation contributed 18.1% of overall business but fell by 50.2%. Luxury stays (14.7%) and villa stays (11.2%) recorded decreases of 12.5% and 35.7% respectively.

Length of Stay

This region saw most of visitors staying 4-6 days (21.6%), registering a decrease of 21.8% when compared with Q1 2017. There was an increase in visitors staying for 2 – 3 days (20.7%), registering a 1.7% increase. The 7 - 10 day (20.4%) and 1 day (19.3%) categories saw decreases in traffic of 20.5% and 34.2% respectively.

4-6 days

21.6%

Age

Visitor arrivals from this market between the ages of 26 – 35 years (26.1%) were the highest producers for this reporting period. This demographic decreased by 16.3% when compared with Q1 2017. The 36 – 45 grouping (24.3%) and the 46 – 55 grouping (17.3%) recorded decreases of 14% and 18.8%, respectively.

TABLES

	JANUARY					FEBRUARY					MARCH				
MAJOR MARKETS	2016	2017	2018	AB CHG	% CHG	2016	2017	2018	AB CHG	% CHG	2016	2017	2018	AB CHG	% CHG
UNITED STATES	13038	14961	16232	1271	8.5	14329	16478	18039	1561	9.5	15016	17683	20865	3182	18.0
CANADA	10667	10928	12322	1394	12.8	10683	11553	11956	403	3.5	9325	11668	12123	455	3.9
UNITED KINGDOM	24877	22639	23817	1178	5.2	23936	23007	24732	1725	7.5	22450	24356	23696	-660	-2.7
GERMANY	1771	1402	1216	-186	-13.3	1433	1198	1234	36	3.0	1650	1414	1610	196	13.9
OTHER EUROPE	3452	3637	3438	-199	-5.5	2705	3023	2964	-59	-2.0	2125	2310	2601	291	12.6
TRINIDAD & TOBAGO	1799	1817	1907	90	5.0	2402	2309	2035	-274	-11.9	3009	2101	2474	373	17.8
OTHER CARIBBEAN	4889	5177	5362	185	3.6	4019	4630	4665	35	0.8	5591	5093	5768	675	13.3
CENTRAL & SOUTH AMERICA	1143	1075	760	-315	-29.3	871	723	560	-163	-22.5	916	707	725	18	2.5
OTHER	849	850	1134	284	33.4	637	763	1021	258	33.8	595	889	1061	172	19.3
TOTAL ARRIVALS	62485	62486	66188	3702	5.9	61015	63684	67206	3522	5.5	60677	66221	70923	4702	7.1
TOTAL CRUISE PASSENGERS	114225	119148	123114	3966	3.3	78037	95874	78433	-17441	-18.2	62750	86092	91317	5225	6.1
TOTAL CRUISE CALLS	81	81	82	1	1.2	61	71	62	-9	-12.7	57	76	77	1	1.3

	JANUARY - FEBRUARY					JANUARY - MARCH				
MAJOR MARKETS	2016	2017	2018	AB CHG	% CHG	2016	2017	2018	AB CHG	% CHG
UNITED STATES	27367	31439	34271	2832	9.0	42383	49122	55136	6014	12.2
CANADA	21350	22481	24278	1797	8.0	30675	34149	36401	2252	6.6
UNITED KINGDOM	48813	45646	48549	2903	6.4	71263	70002	72245	2243	3.2
GERMANY	3204	2600	2450	-150	-5.8	4854	4014	4060	46	1.1
OTHER EUROPE	6157	6660	6402	-258	-3.9	8282	8970	9003	33	0.4
TRINIDAD & TOBAGO	4201	4126	3942	-184	-4.5	7210	6227	6416	189	3.0
OTHER CARIBBEAN	8908	9807	10027	220	2.2	14499	14900	15795	895	6.0
CENTRAL & SOUTH AMERICA	2014	1798	1320	-478	-26.6	2930	2505	2045	-460	-18.4
OTHER	1486	1613	2155	542	33.6	2081	2502	3216	714	28.5
TOTAL ARRIVALS	123500	126170	133394	7224	5.7	184177	192391	204317	11926	6.2
TOTAL CRUISE PASSENGERS	192262	215022	201547	-13475	-6.3	255012	301114	292864	-8250	-2.7
TOTAL CRUISE CALLS	142	152	144	-8	-5.3	199	228	221	-7	-3.1

TABLES

UK ARRIVALS BY COUNTY 2017 AND 2018 COMPARED

COUNTIES	Jan-17	Jan-18	Feb-17	Feb-18	Mar-17	Mar-18	YTD 17	YTD 18	AB CHG	% CHG
ANTRIM	34	33	27	39	16	23	77	95	18	23.4
ARMAGH	2	1	4	0	8	3	14	4	-10	-71.4
AVON	148	101	159	210	127	112	434	423	-11	-2.5
BEDFORDSHIRE	134	116	151	183	151	178	436	477	41	9.4
BERKSHIRE	427	334	516	557	427	567	1370	1458	88	6.4
BUCKINGHAMSHIRE	255	252	388	418	256	363	899	1033	134	14.9
CAMBRIDGESHIRE	188	125	166	235	132	199	486	559	73	15.0
CHESHIRE	828	631	1019	1098	710	937	2557	2666	109	4.3
CLEVELAND	62	47	71	66	47	42	180	155	-25	-13.9
CLWYD	70	56	83	76	63	28	216	160	-56	-25.9
CORNWALL&ISLE of SCILLY	135	119	188	201	114	173	437	493	56	12.8
CUMBRIA	105	119	93	106	102	97	300	322	22	7.3
DERBYSHIRE	235	219	260	341	168	315	663	875	212	32.0
DEVON	222	176	242	248	194	227	658	651	-7	-1.1
DORSET	255	252	278	330	162	216	695	798	103	14.8
DOWN	35	19	21	20	10	25	66	64	-2	-3.0
DURHAM	57	61	88	89	79	111	224	261	37	16.5
DYFED	28	18	26	24	17	10	71	52	-19	-26.8
EAST SUSSEX	392	377	434	504	343	412	1169	1293	124	10.6
ESSEX	660	536	726	949	762	983	2148	2468	320	14.9
FERMANAGH	1	4	0	0	0	0	1	4	3	300.0
GLOUCHESTERSHIRE	195	155	247	333	154	182	596	670	74	12.4
GREATER LONDON	1852	1747	2483	3119	2219	2377	6554	7243	689	10.5
GREATER MANCHESTER	233	187	160	243	253	220	646	650	4	0.6
GUERNSEY	28	27	36	40	24	44	88	111	23	26.1
GWENT	56	55	60	80	46	61	162	196	34	21.0
GWYNEDD	26	26	40	42	18	22	84	90	6	7.1
HAMPSHIRE&ISLE OF WIGHT	534	538	711	711	430	634	1675	1883	208	12.4
HERFORD & WORCESTER	163	143	154	218	136	86	453	447	-6	-1.3
HERTFORDSHIRE	434	404	602	775	413	624	1449	1803	354	24.4
HUMBERSIDE	7	14	12	17	26	13	45	44	-1	-2.2
IRELAND	413	406	293	295	274	380	980	1081	101	10.3
JERSEY	70	77	152	108	52	96	274	281	7	2.6
KENT	653	682	929	1075	691	1025	2273	2782	509	22.4
LANCASHIRE	1012	708	980	1116	899	977	2891	2801	-90	-3.1
LEICESTERSHIRE	196	182	182	275	209	293	587	750	163	27.8
LINCOLNSHIRE	171	144	170	173	121	196	462	513	51	11.0
LONDONDERRY	10	1	6	9	2	1	18	11	-7	-38.9
MERSEYSIDE	245	266	274	325	208	262	727	853	126	17.3
MID GLAMORGAN	45	49	44	48	35	46	124	143	19	15.3
NORFOLK	155	121	154	181	104	148	413	450	37	9.0
NORTH YORKSHIRE	287	254	299	322	218	247	804	823	19	2.4
NORTHHAMPTONSHIRE	115	105	157	152	141	176	413	433	20	4.8
NORTHUMBERLAND	37	47	41	70	44	54	122	171	49	40.2
NOTTINGHAMSHIRE	260	157	236	300	204	265	700	722	22	3.1
OXFORDSHIRE	228	180	282	314	208	236	718	730	12	1.7
POWYS	18	11	10	22	15	18	43	51	8	18.6
SCOTLAND	632	521	531	592	459	501	1622	1614	-8	-0.5
SHOPSHIRE	107	73	120	131	79	104	306	308	2	0.7
SOMERSET	193	141	214	242	142	156	549	539	-10	-1.8
SOUTH GLAMORGAN	89	84	143	100	83	75	315	259	-56	-17.8
SOUTH YORKSHIRE	268	253	267	277	296	322	831	852	21	2.5
STAFFORDSHIRE	196	181	206	253	162	246	564	680	116	20.6
SUFFOLK	204	136	182	191	151	187	537	514	-23	-4.3
SURREY	973	899	1111	1435	926	1228	3010	3562	552	18.3
TYNE & WEAR	134	117	133	159	129	119	396	395	-1	-0.3
TYRONE	1	4	7	4	1	6	9	14	5	55.6
WARWICKSHIRE	150	125	189	243	125	157	464	525	61	13.1
WEST GLAMORGAN	30	45	52	91	46	35	128	171	43	33.6
WEST MIDLANDS	386	363	493	682	421	404	1300	1449	149	11.5
WEST SUSSEX	728	759	728	912	612	785	2068	2456	388	18.8
WEST YORKSHIRE	473	377	578	617	444	429	1495	1423	-72	-4.8
WILTSHIRE	168	137	178	289	136	232	482	658	176	36.5
N.STATED	6191	9320	4221	2457	9112	5006	19524	16783	-2741	-14.0
TOTAL	22639	23817	23007	24732	24356	23696	70002	72245	2243	3.2

TABLES

USA ARRIVALS BY STATE 2017 AND 2018 COMPARED

STATES	Jan-17	Jan-18	Feb-17	Feb-18	Mar-17	Mar-18	YTD 17	YTD 18	AB CHG	% CHG
NE/MA - CONNECTICUT	385	561	566	642	696	641	1647	1844	197	12.0
NE/MA - DELAWARE	79	74	46	70	61	66	186	210	24	12.9
NE/MA - DISTRICT OF COLUMBIA	92	93	96	101	110	118	298	312	14	4.7
NE/MA - MAINE	97	85	130	129	137	120	364	334	-30	-8.2
NE/MA - MARYLAND	424	466	337	390	352	578	1113	1434	321	28.8
NE/MA - MASSACHUSETTS	1065	1133	1299	1326	1193	1353	3557	3812	255	7.2
NE/MA - NEW HAMPSHIRE	135	195	256	263	143	188	534	646	112	21.0
NE/MA - NEW JERSEY	820	997	890	1006	936	1305	2646	3308	662	25.0
NE/MA - NEW YORK	3949	4146	4542	5029	4548	5521	13039	14696	1657	12.7
NE/MA - PENNSYLVANIA	571	701	471	724	591	761	1633	2186	553	33.9
NE/MA - RHODE ISLAND	53	82	93	84	89	133	235	299	64	27.2
NE/MA - VERMONT	56	52	93	87	80	69	229	208	-21	-9.2
NE/MA - VIRGINIA	364	420	405	495	410	620	1179	1535	356	30.2
NE/MA - WEST VIRGINIA	20	6	15	24	10	15	45	45	0	0.0
TOTAL NE	8110	9011	9239	10370	9356	11488	26705	30869	4164	15.6
MW - ILLINOIS	338	352	323	314	376	378	1037	1044	7	0.7
MW - INDIANA	114	119	114	113	93	161	321	393	72	22.4
MW - IOWA	53	68	26	67	40	62	119	197	78	65.5
MW - MICHIGAN	228	231	369	364	177	385	774	980	206	26.6
MW - MINNESOTA	105	108	123	180	133	242	361	530	169	46.8
MW - NEBRASKA	16	27	19	34	20	20	55	81	26	47.3
MW - NORTH DAKOTA	8	14	22	15	14	16	44	45	1	2.3
MW - SOUTH DAKOTA	15	33	9	34	3	16	27	83	56	207.4
MW - WISCONSIN	133	172	142	186	143	200	418	558	140	33.5
TOTAL MW	1010	1124	1147	1307	999	1480	3156	3911	755	23.9
SE - ALABAMA	24	38	33	74	54	82	111	194	83	74.8
SE - ARKANSAS	24	38	22	37	31	23	77	98	21	27.3
SE - FLORIDA	1754	1714	1696	1749	1906	2537	5356	6000	644	12.0
SE - GEORGIA	327	312	392	399	413	493	1132	1204	72	6.4
SE - KANSAS	25	62	71	63	31	32	127	157	30	23.6
SE - KENTUCKY	43	59	52	92	64	79	159	230	71	44.7
SE - LOUISIANA	49	57	33	105	83	58	165	220	55	33.3
SE - MISSISSIPI	18	20	27	33	37	28	82	81	-1	-1.2
SE - MISSOURI	61	98	101	139	78	154	240	391	151	62.9
SE - NORTH CAROLINA	294	421	364	404	313	596	971	1421	450	46.3
SE - OHIO	197	228	218	320	206	356	621	904	283	45.6
SE - OKLAHOMA	27	85	43	40	20	42	90	167	77	85.6
SE - SOUTH CAROLINA	102	169	103	122	142	214	347	505	158	45.5
SE - TENNESSEE	87	100	94	150	106	209	287	459	172	59.9
SE - TEXAS	323	398	293	501	495	638	1111	1537	426	38.3
TOTAL SE	3355	3799	3542	4228	3979	5541	10876	13568	2692	24.8
W - ALASKA	16	14	11	28	12	14	39	56	17	43.6
W - ARIZONA	76	129	52	102	82	141	210	372	162	77.1
W - CALIFORNIA	569	593	563	709	712	845	1844	2147	303	16.4
W - COLORADO	147	142	168	148	162	215	477	505	28	5.9
W - IDAHO	19	33	14	19	21	46	54	98	44	81.5
W - MONTANA	6	11	9	17	13	19	28	47	19	67.9
W - NEVADA	48	50	52	52	44	65	144	167	23	16.0
W - NEW MEXICO	23	25	21	41	24	36	68	102	34	50.0
W - OREGON	56	65	40	71	36	96	132	232	100	75.8
W - UTAH	52	87	42	94	41	55	135	236	101	74.8
W - WASHINGTON	86	81	115	107	85	169	286	357	71	24.8
W - WYOMING	12	13	7	7	10	14	29	34	5	17.2
TOTAL W	1110	1243	1094	1395	1242	1715	3446	4353	907	26.3
HAWAII"	4	4	2	7	8	29	14	40	26	185.7
NOT STATED	1372	1051	1454	732	2099	612	4925	2395	-2530	-51.4
TOTAL	14961	16232	16478	18039	17683	20865	49122	55136	6014	12.2

TABLES

CANADIAN ARRIVALS BY PROVINCE 2017 AND 2018 COMPARED

PROVINCES	Jan-17	Jan-18	Feb-17	Feb-18	Mar-17	Mar-18	YTD 17	YTD 18	AB CHG	% CHG
AB-CALGARY/SOUTH	268	177	223	335	306	339	797	851	54	6.8
AB-EDMONTON/NORTH	142	149	156	197	98	205	396	551	155	39.1
AB TOTAL	**410**	**326**	**379**	**532**	**404**	**544**	**1193**	**1402**	**209**	**17.5**
BC INTERIOR	100	77	61	96	90	72	251	245	-6	-2.4
BC-NORTHERN BC	31	43	26	33	28	54	85	130	45	52.9
BC-SURREY/DELTA/RICHMOND	74	95	90	90	100	162	264	347	83	31.4
BC-VANCOUVER CITY	36	50	56	64	61	90	153	204	51	33.3
BC-VANCOUVER ISLAND	46	43	26	39	27	48	99	130	31	31.3
BC-VANCOUVER NORTH SHORE	19	25	26	34	40	59	85	118	33	38.8
BC-VANCOUVER SUB-EAST	14	18	21	24	25	49	60	91	31	51.7
BC-VICTORIA	58	43	45	48	40	70	143	161	18	12.6
BC TOTAL	**378**	**394**	**351**	**428**	**411**	**604**	**1140**	**1426**	**286**	**25.1**
MB	**335**	**289**	**317**	**333**	**153**	**272**	**805**	**894**	**89**	**11.1**
NB OTHER	58	43	52	58	45	101	155	202	47	30.3
NB-MONCTON	41	31	57	70	47	99	145	200	55	37.9
NB-SAINT JOHN	43	42	47	78	23	57	113	177	64	56.6
NB TOTAL	**142**	**116**	**156**	**206**	**115**	**257**	**413**	**579**	**166**	**40.2**
NL	16	23	19	14	18	47	53	84	31	58.5
NL-ST.JOHN'S	36	15	30	37	50	64	116	116	0	0.0
NL TOTAL	**52**	**38**	**49**	**51**	**68**	**111**	**169**	**200**	**31**	**18.3**
NS OTHER	92	86	141	142	120	127	353	355	2	0.6
NS-HALIFAX	149	130	202	301	204	336	555	767	212	38.2
NS TOTAL	**241**	**216**	**343**	**443**	**324**	**463**	**908**	**1122**	**214**	**23.6**
ON BRAMPTON	152	135	97	177	166	131	415	443	28	6.7
ON MISSISSAUGA	221	212	283	360	217	424	721	996	275	38.1
ON OAKVILLE	131	97	190	227	159	319	480	643	163	34.0
ON-BELLEVILLE-QUINTE	59	59	65	100	31	91	155	250	95	61.3
ON-E ONT. OTHER	125	110	152	158	83	84	360	352	-8	-2.2
ON-GREY-BRUCE	76	80	78	124	43	61	197	265	68	34.5
ON-GTA EAST	465	343	368	545	253	474	1086	1362	276	25.4
ON-HAMILTON	369	296	418	578	286	491	1073	1365	292	27.2
ON-KINGSTON	74	51	103	147	44	57	221	255	34	15.4
ON-KIT-W'LOO-CAMBR-GUELPH	241	204	250	318	227	321	718	843	125	17.4
ON-LONDON REGION	199	155	204	304	137	207	540	666	126	23.3
ON-MARKHAM	111	93	111	169	94	168	316	430	114	36.1
ON-NIAGARA REGION	176	149	168	216	118	151	462	516	54	11.7
ON-NORTHERN ONTARIO	204	161	187	276	143	166	534	603	69	12.9
ON-OTHER GTA NORTH	158	154	238	300	155	320	551	774	223	40.5
ON-OTHER GTA WEST	121	126	145	158	125	211	391	495	104	26.6
ON-OTTAWA	540	473	621	815	466	713	1627	2001	374	23.0
ON-PETERBOROUGH-LINDSAY	98	92	119	175	65	97	282	364	82	29.1
ON-RICHMOND HILL	38	44	46	64	76	80	160	188	28	17.5
ON-SIMCOE MUSKOKA	238	193	227	265	141	243	606	701	95	15.7
ON-TORONTO	1138	1123	1523	1940	1459	2369	4120	5432	1312	31.8
ON-VAUGHAN	41	42	72	38	92	82	205	162	-43	-21.0
ON-WINDSOR REGION	101	110	171	244	70	78	342	432	90	26.3
ON TOTAL	**5076**	**4502**	**5836**	**7698**	**4650**	**7338**	**15562**	**19538**	**3976**	**25.5**
OTHER TERR (NT/NU/YT)	**10**	**9**	**4**	**8**	**5**	**12**	**19**	**29**	**10**	**52.6**
PE	**29**	**31**	**85**	**56**	**51**	**67**	**165**	**154**	**-11**	**-6.7**
QC OTHER	153	211	95	99	113	157	361	467	106	29.4
QC-EASTERN TOWNSHIP	83	59	42	28	31	43	156	130	-26	-16.7
QC-MONTRL CNTR/EAST	539	621	486	512	508	700	1533	1833	300	19.6
QC-MONTRL NORTH SHORE	119	148	142	107	135	151	396	406	10	2.5
QC-MONTRL SOUTH SHORE	160	165	194	169	106	216	460	550	90	19.6
QC-MONTRL WEST ISL	275	297	274	291	268	345	817	933	116	14.2
QC-OUTAOUAIS REGION	55	87	74	65	19	66	148	218	70	47.3
QC TOTAL	**1384**	**1588**	**1307**	**1271**	**1180**	**1678**	**3871**	**4537**	**666**	**17.2**
SK-SASKWAN REGINA/SOUTH	95	58	98	103	36	30	229	191	-38	-16.6
SK-SASKWAN SASKAT/NORTH	62	46	86	67	44	45	192	158	-34	-17.7
SK TOTAL	**157**	**104**	**184**	**170**	**80**	**75**	**421**	**349**	**-72**	**-17.1**
NOT STATED	**2714**	**4709**	**2542**	**760**	**4227**	**702**	**9483**	**6171**	**-3312**	**-34.9**
TOTAL	**10928**	**12322**	**11553**	**11956**	**11668**	**12123**	**34149**	**36401**	**2252**	**6.6**

TABLES

EUROPEAN ARRIVALS BY RESIDENCE 2017 AND 2018 COMPARED										
RESIDENCE	Jan-17	Jan-18	Feb-17	Feb-18	Mar-17	Mar-18	YTD 17	YTD 18	AB CHG	% CHG
ALBANIA	0	0	1	1	0	1	1	2	1	100.0
ANDORRA	1	0	2	0	0	0	3	0	-3	-100.0
ARMENIA	0	0	0	0	0	0	0	0	0	0.0
AUSTRIA	175	135	198	169	138	138	511	442	-69	-13.5
AZERBAIJAN	1	0	1	2	0	0	2	2	0	0.0
BELARUS	2	1	3	14	1	3	6	18	12	200.0
BELGIUM	63	81	70	86	74	94	207	261	54	26.1
BOSNIA	2	1	1	1	2	0	5	2	-3	-60.0
BULGARIA	25	33	21	26	20	11	66	70	4	6.1
CANARY ISL	0	0	0	1	0	0	0	1	1	-
CROATIA	11	19	15	11	15	18	41	48	7	17.1
CYPRUS	13	5	4	8	6	9	23	22	-1	-4.3
CZECH	30	47	57	52	31	54	118	153	35	29.7
DENMARK	180	200	220	150	121	112	521	462	-59	-11.3
ESTONIA	14	18	11	12	12	6	37	36	-1	-2.7
FAEROE ISL	0	0	0	0	0	0	0	0	0	0.0
FINLAND	128	110	96	103	60	63	284	276	-8	-2.8
FRANCE	417	419	553	545	443	494	1413	1458	45	3.2
GEORGIA	0	1	0	1	0	1	0	3	3	0.0
GERMANY	1402	1216	1198	1234	1414	1610	4014	4060	46	1.1
GIBRALTAR	2	5	4	5	7	3	13	13	0	0.0
GREECE	16	17	21	12	25	8	62	37	-25	-40.3
HUNGARY	52	57	29	40	23	26	104	123	19	18.3
ICELAND	1	6	2	1	7	11	10	18	8	80.0
ITALY	569	536	351	301	200	265	1120	1102	-18	-1.6
KOSOVO		0		2		0	0	2	2	0.0
LATVIA	2	17	8	18	11	13	21	48	27	128.6
LIECHTEN	3	1	0	2	1	0	4	3	-1	-25.0
LITHUANIA	28	7	17	11	12	7	57	25	-32	-56.1
LUXEMBOURG	9	12	18	6	19	19	46	37	-9	-19.6
MACEDONIA	0	1	0	1	1	0	1	2	1	100.0
MALTA	5	10	5	11	6	10	16	31	15	93.8
MARSHALL	0	0	0	0	0	0	0	0	0	0.0
MOLDOVA	2	1	0	0	1	0	3	1	-2	-66.7
MONACO	12	3	15	27	10	12	37	42	5	13.5
MONTENEGRO	6	1	0	1	2	0	8	2	-6	-75.0
NETHERLAND	181	257	183	217	191	201	555	675	120	21.6
NORWAY	238	162	144	96	82	93	464	351	-113	-24.4
POLAND	91	114	72	63	59	49	222	226	4	1.8
PORTUGAL	25	48	40	36	23	36	88	120	32	36.4
ROMANIA	36	75	32	49	21	39	89	163	74	83.1
RUSSIA	176	170	54	47	85	71	315	288	-27	-8.6
SAN MARINO	2	0	0	0	0	0	2	0	-2	-100.0
SERBIA	4	11	8	6	7	8	19	25	6	31.6
SLOVAKIA	27	30	18	37	10	79	55	146	91	165.5
SLOVENIA	28	14	12	46	28	12	68	72	4	5.9
SPAIN	317	134	134	140	97	179	548	453	-95	-17.3
SWEDEN	398	345	300	345	216	159	914	849	-65	-7.1
SWITZ	276	266	260	222	203	271	739	759	20	2.7
TURKEY	12	6	6	11	4	7	22	24	2	9.1
UKRAINE	57	62	37	29	36	19	130	110	-20	-15.4
TOTAL	5039	4654	4221	4198	3724	4211	12984	13063	79	0.6

TABLES

CARIBBEAN ARRIVALS BY RESIDENCE 2017 AND 2018 COMPARED										
RESIDENCE	Jan-17	Jan-18	Feb-17	Feb-18	Mar-17	Mar-18	YTD 2017	YTD 2018	AB CHG	% CHG
ANGUILLA	28	16	11	14	23	15	62	45	-17	-27.4
ANTIGUA	434	397	326	310	411	428	1171	1135	-36	-3.1
ARUBA	3	1	5	1	15	3	23	5	-18	-78.3
B.V.I.	90	75	59	87	106	101	255	263	8	3.1
BAHAMAS	159	163	78	79	108	113	345	355	10	2.9
BERMUDA	48	45	87	118	71	105	206	268	62	30.1
CAYMAN ISL	44	20	28	50	44	43	116	113	-3	-2.6
CUBA	14	8	11	22	14	13	39	43	4	10.3
CURACAO	8	4	9	3	6	15	23	22	-1	-4.3
DOMIN REP	59	46	51	48	80	52	190	146	-44	-23.2
DOMINICA	416	626	344	475	378	500	1138	1601	463	40.7
FRENCH W.I	2	5	3	7	4	2	9	14	5	55.6
GRENADA	417	378	375	361	398	424	1190	1163	-27	-2.3
GUADELOUPE	38	37	108	77	55	135	201	249	48	23.9
GUYANA	940	929	760	793	822	1064	2522	2786	264	10.5
HAITI	9	7	13	11	11	16	33	34	1	3.0
JAMAICA	699	721	661	693	720	770	2080	2184	104	5.0
MARTINIQUE	41	46	120	136	165	100	326	282	-44	-13.5
MONTSERRAT	20	10	12	4	9	7	41	21	-20	-48.8
NETH ANTIL	16	12	27	15	30	4	73	31	-42	-57.5
P RICO	39	31	36	39	49	40	124	110	-14	-11.3
ST KITTS	192	208	145	157	215	235	552	600	48	8.7
ST LUCIA	623	702	638	541	620	761	1881	2004	123	6.5
ST MAARTEN	2	4	12	3	5	6	19	13	-6	-31.6
ST VINCENT	801	838	683	587	702	772	2186	2197	11	0.5
TRINIDAD	1817	1907	2309	2035	2101	2474	6227	6416	189	3.0
TURKS	10	9	5	16	13	20	28	45	17	60.7
US VIRGINS	25	24	17	18	19	24	61	66	5	8.2
TOTAL	6994	7269	6933	6700	7194	8242	21121	22211	1090	5.2

CENTRAL & SOUTH AMERICAN ARRIVALS BY RESIDENCE 2017 AND 2018 COMPARED										
RESIDENCE	Jan-17	Jan-18	Feb-17	Feb-18	Mar-16	Mar-18	YTD 2017	YTD2018	AB CHG	% CHG
ARGENTINA	106	108	52	42	58	35	216	185	-31	-14.4
BELIZE	73	68	37	31	30	33	140	132	-8	-5.7
BOLIVIA	10	0	5	1	1	0	16	1	-15	-93.8
BRAZIL	166	186	178	123	97	152	441	461	20	4.5
CANAL ZONE	0	0	0	1	0	0	0	1	1	0.0
CHILE	15	24	24	17	13	19	52	60	8	15.4
COLOMBIA	183	64	107	52	147	112	437	228	-209	-47.8
COSTA RICA	13	3	14	19	20	19	47	41	-6	-12.8
ECUADOR	12	9	4	2	0	1	16	12	-4	-25.0
FALKLANDS	1	0	0	0	0	0	1	0	-1	-100.0
FR GUIANA	6	3	0	2	1	0	7	5	-2	-28.6
GUATEMALA	4	7	8	4	23	9	35	20	-15	-42.9
HONDURAS	8	10	6	3	25	5	39	18	-21	-53.8
MEXICO	33	51	50	44	44	91	127	186	59	46.5
NICARAGUA	5	7	3	4	4	1	12	12	0	0.0
PANAMA	99	82	53	80	120	85	272	247	-25	-9.2
PARAGUAY	4	0	2	0	1	2	7	2	-5	-71.4
PERU	211	15	24	11	16	26	251	52	-199	-79.3
SALVADOR	1	7	6	4	4	1	11	12	1	9.1
SURINAME	44	25	28	28	15	44	87	97	10	11.5
URUGUAY	5	7	4	5	7	5	16	17	1	6.3
VENEZUELA	76	84	118	87	81	85	275	256	-19	-6.9
TOTAL	1075	760	723	560	707	725	2505	2045	-460	-18.4

TABLES

Visitor Demographics			
		TOTAL	
CHARACTERISTICS	Jan - Mar	%	%Δ
AGE GROUPS	204317	100.0	6.2
0-12	10349	5.1	12.7
13-17	5206	2.5	18.6
18-25	12707	6.2	3.5
26-35	27847	13.6	1.8
36-45	28391	13.9	4.3
46-55	39902	19.5	4.3
56-65	42095	20.6	6.0
66+	37798	18.5	11.3
NOT STATED	22	0.0	-21.4
LENGTH OF STAY	204317	100	6.2
1 DAY	22880	11.2	19.1
2-3 DAYS	19407	9.5	-1.1
4-6 DAYS	34028	16.7	0.1
7-10 DAYS	73813	36.1	7.9
11-14 DAYS	29121	14.3	6.7
15-21 DAYS	11466	5.6	7.8
22+ DAYS	12100	5.9	3.4
NOT STATED	1502	0.7	-2.1
PURPOSE OF VISIT	204317	100.0	6.2
BUSINESS	9662	4.7	-3.5
CONFERENCE/CONVENTION/MEETING	2010	1.0	-17.7
CREW	9774	4.8	-5.3
GETTING MARRIED	2	0.0	-
ATTENDING GRADUATION	3	0.0	-
HONEYMOON	907	0.4	15.1
INTRANSIT PASSENGER	3233	1.6	-10.4
MEDICAL ATTENTION	426	0.2	18.7
OTHER PURPOSE	2625	1.3	3.3
PLEASURE/HOLIDAY/VACATION	165702	81.1	10.4
STUDENT	1437	0.7	-6.1
SPECIAL EVENTS	0	0.0	-100.0
SPORTS	1053	0.5	-30.0
VISIT FRIENDS/RELATIVES	7107	3.5	-19.8
ATTENDING A WEDDING	376	0.2	4.4
ACCOMMODATION	204317	100.0	6.2
50-100 ROOMS	6672	3.3	-7.9
ALL INCLUSIVE	27397	13.4	17.5
APARTMENTS	5946	2.9	1.0
CONDO	938	0.5	-3.9
CRUISE	297	0.1	12.5
FRIENDS	17086	8.4	-48.8
GUEST HOUSES	2717	1.3	20.2
HOUSE	547	0.3	-45.4
INTIMATE	14066	6.9	-4.7
LUXURY	33636	16.5	9.2
NOT STATED	18095	8.9	441.0
OTHER	14901	7.3	404.1
OVER 100 ROOMS	28956	14.2	3.3
UNDER 50 RMS	4944	2.4	0.1
VILLA	28013	13.7	-15.7
YACHT	106	0.1	381.8

TABLES

Table 1 Total Visitor Expenditure by Country of Residence												
January – March												
	Arrivals ('000)		Length of Stay (Days)		*Weighted Average Daily Expenditure Visitors (US$)				Total Expenditure (US$000)			
	2017	2018	2017	2018	2017	2018	Ab chg	Ab %	2017[R]	2018	Ab chg	Ab %
United States	48.8	54.7	7.6	7.3	186.45	187.04	0.59	0.3	68,981	74,516	5,535	8
Canada	34	36.3	11.6	11.3	153.93	170.01	16.08	10.4	60,991	69,773	8,782	14.4
United Kingdom	68.3	70.8	10.9	11	232.46	257.73	25.27	10.9	173,692	201,173	27,481	15.8
Europe	13.7	14	10	9.9	148.93	168.23	19.3	13	20,528	23,197	2,669	13
Caribbean	19.9	21	4.9	7.4	163.33	152.23	-11.1	-6.8	15,896	23,689	7,793	49
Other	6.3	6.5	8.5	7.2	120.36	163.03	42.67	35.5	6,406	7,659	1,253	19.6
Total	191	203.3	9.9	9.4	183.55	208.47	24.92	13.6	346,494	400,007	53,513	15.4

TABLES

Table 2 Daily Expenditure per Visitor by Country of Residence (US$) January - March								
	United States		Canada		United Kingdom		Other Europe	
	2017	2018	2017	2018	2017	2018	2017	2018
Accommodation	99.19	**101.19**	80.51	**88.58**	128.78	**131.96**	77.3	**93.2**
Meals & Drinks	43.07	**46.39**	40.33	**44.71**	60.9	**86.34**	37.53	**45.09**
Transportation	13.24	**11.6**	11.08	**11.56**	13.48	**11.34**	14.74	**11.78**
Entertainment/ Recreation	7.46	**6.92**	5.54	**7.31**	6.74	**5.15**	3.57	**5.22**
Souvenirs	4.47	**4.49**	4	**3.4**	3.49	**3.87**	3.72	**3.36**
Other Shopping	3.54	**5.61**	4.31	**4.08**	5.35	**6.19**	4.17	**3.53**
Other Spending	15.48	**11.04**	8.16	**10.2**	13.71	**12.89**	7.89	**6.06**
Total	186.45	**187.04**	153.93	**170.01**	232.46	**257.73**	148.93	**168.23**

Table 2 (cont'd). Daily Expenditure per Visitor by Country of Residence (US$) January - March									
	Caribbean		Other		Total				
	2017	2018	2017	2018	2017[R]	2018	Ab Chg	% Chg	% share
Accommodation	66.15	**56.02**	63.19	**65.37**	97.47	**108.82**	11.35	11.6	52%
Meals & Drinks	41	**35.47**	31.17	**46.14**	45.15	**57.33**	12.18	27	28%
Transportation	16.66	**15.83**	8.79	**15.98**	12.85	**12.51**	-0.34	-2.6	6%
Entertainment/ Recreation	10.62	**7.61**	4.45	**9.46**	6.79	**7.09**	0.3	4.4	3%
Souvenirs	4.41	**6.85**	2.89	**7.01**	4.04	**4.59**	0.55	13.6	2%
Other Shopping	12.25	**9.9**	2.41	**6.19**	4.41	**5.84**	1.43	32.4	3%
Other Spending	12.41	**20.55**	7.34	**12.72**	12.85	**12.3**	-0.55	-4.3	6%
Total	163.33	**152.23**	120.36	**163.03**	183.55	**208.47**	24.92	13.6	100%

TABLES

Table 3. Average Daily Expenditure by Type of Accommodation (US$)
January - March

	All-Inclusive Hotel		Other Hotel		Guest House		Friend/Relative	
	2017	2018	2017	2018	2017	2018	2017	2018
Accommodation	149.37	**190.59**	160.87	**176.88**	58.06	**75.24**	5.69	**6.93**
Meals & Drinks	83.12	**118.31**	64.79	**78.17**	31.73	**38.64**	27.98	**26.34**
Transportation	19.02	**12.59**	15.37	**15.33**	13.36	**15.87**	9.97	**8.99**
Entertainment/ Recreation	6.75	**7.91**	7.69	**9.2**	9.89	**6.28**	7.97	**4.87**
Souvenirs	4.29	**8.99**	5.22	**4.29**	4.37	**5.66**	4.28	**4.8**
Shopping	1.53	**7.55**	4.12	**6.13**	3.21	**4.4**	9.01	**8.16**
Other Spending	42.63	**13.66**	15.92	**16.25**	7.96	**11.15**	8.93	**8.51**
Total	306.71	**359.6**	274.53	**306.55**	128.44	**157.09**	73.84	**68.6**

Table 3(cont'd). Average Daily Expenditure by Type of Accommodation (US$)
January - March

	Apartment		Villa		Condo		Other		Total	
	2017	2018	2017	2018	2017	2018	2017	2018	2017	2018
Accommodation	82.73	**79.73**	133.51	**80.57**	119.79	**91.99**	55.66	**60.36**	97.47	**108.82**
Meals & Drinks	44.2	**42.53**	49.35	**47.52**	52.19	**39.5**	26.72	**40.78**	45.15	**57.33**
Transportation	14.84	**15.34**	19.14	**13.22**	19.38	**15.94**	13.88	**20.72**	12.85	**12.51**
Entertainment/ Recreation	6.67	**6.17**	9.68	**8.75**	9.47	**9.35**	6.35	**13.38**	6.79	**7.09**
Souvenirs	4.17	**4**	3.69	**3.57**	3.96	**3.29**	2.51	**6.69**	4.04	**4.59**
Shopping	5.67	**6.67**	7.38	**8.04**	6.39	**3.46**	3.99	**4.4**	4.41	**5.84**
Other Spending	8.67	**12.34**	7.84	**16.79**	9.25	**9.7**	38.68	**16.8**	12.85	**12.3**
Total	157.83	**166.79**	230.59	**178.66**	220.2	**173.24**	147.64	**163.13**	183.55	**208.47**

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