

JANUARY - SEPTEMBER

Stayover Expenditure 2018

BARBADOS[®]

TOURISM MARKETING INC.

Research Department



STAY-OVER EXPENDITURE

January to September 2018

Total Expenditure

According to the Caribbean Tourism Organization (CTO), total expenditure by stay-over visitors during the first nine months of 2018 was estimated at US\$835.1 million or about 5.4% more when compared to the corresponding period in 2017. Visitors from the UK spent the most overall, US\$377.6 million, 5.3% more than during the period in 2017. Spending by US and Canadian visitors also increased during the period. US visitors spent 17.2% more than during the period in 2017, reaching US\$207.5 million while Canadians spent US\$111.2 million or 13.2% more than during the period in 2017.

Total Visitor Expenditure by Country of Residence January - September								
	Arrivals ('000)		Length of Stay (Days)		*Weighted Average Daily Expenditure Visitors (US\$)		Total Expenditure ('000 US\$)	
	2017	2018	2017	2018	2017	2018	2017	2018
United States	141.5	153.7	7.9	7.5	159.3	179.3	177,025	207,454
Canada	62.2	64.1	11.4	11.2	138.6	154.3	98,242	111,169
United Kingdom	154.8	157.7	11.1	11.2	208	214.1	358,720	377,585
Other Europe	27.6	26.7	10	9.7	152.2	151.3	41,986	39,287
Caribbean	79.4	78.7	6.1	6.8	156.3	145.2	75,226	77,601
Other	20.4	19.4	8.5	7.8	128.6	145.4	22,175	22,048
Total	485.9	500.4	9.3	9.3	170.7	180	773,375	835,144

Average Daily Spend

Estimated average daily expenditure during the period January to September of 2018 was US\$179.98, 5.4% or almost US\$10 more than the average daily expenditure over the corresponding period in 2017. Visitors spent between US\$145.18 (Caribbean) and US\$214.08 (United Kingdom) per day while in Barbados. The United States, Canada and the United Kingdom registered increased average daily expenditure of 12.6%, 11.3% and 2.9%, respectively when compared to the equivalent period in 2017, while there was decreased expenditure by visitors from Other markets.

Spending Habits

Overall, accommodation accounted for over half (51.2%) of visitor daily expenditure, followed by meals and drinks outside of the accommodation establishment (27.8%). Transportation and miscellaneous spending (6.4% and 5.8% respectively), entertainment and recreation (3.7%), shopping (2.9%) and souvenirs (2.3%) constituted other items in the visitors' budget.

Daily Expenditure per Visitor by Country of Residence (US\$)														
January - September														
	United States		Canada		United Kingdom		Other Europe		C'been		Other		Total	
	2017	2018	2017	2018	2017	2018	2017	2018	2017	2018	2017	2018	2017	2018
Accommodation	91.93	103	73.62	71.42	103	99.86	102.5	86.92	65.12	74.09	91.11	66.87	86.32	82.11
Meals & Drinks	43.03	50.03	39.55	38.48	57.52	63.59	54.85	50.93	43.61	41.62	46.68	45.48	44.84	50
Transportation	12.94	12.9	10.32	9.28	11.07	9.54	19.98	12.59	17.09	20.12	19.11	12.58	11.9	11.48
Entertainment/ Recreation	7.33	7.56	5.51	5.82	6.02	5.22	6.1	5.95	9.55	8.7	9.97	9.17	6.51	6.61
Souvenirs	5.1	6.12	4.23	2.98	3.57	3.15	4.81	4.04	6.56	6.73	7.91	3.97	4.35	4.12
Shopping	4.85	6.06	4.28	2.34	5.24	4.43	5.9	4.48	13.31	11.26	13.43	5.89	5.2	5.19
Other Spending	14.04	12	8.02	6.92	10.81	9.29	10.81	8.48	14.48	22.1	16.74	10.48	11.6	10.51
Total	179.3	196.7	145.8	139.2	197.3	195.2	204.9	174.4	169.7	185.6	205.1	154.5	170.7	180