

STAY-OVER EXPENDITURE

Total Expenditure

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.

| 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 ^A | 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 |

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.

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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.

| | 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 |

| | 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% |

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Average Visitor Spend by Type 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%).

| | 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 |

| | 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 |