

STAY-OVER EXPENDITURE

Total Expenditure

According to the Caribbean Tourism Organisation (CTO), total expenditure by stay-over visitors during the second quarter 2018 was estimated at US\$245.2 million or about 3.2% more when compared to the corresponding period in 2017.

Table 1. Estimated Total Visitor Expenditure by Country of Residence												
April - June												
	Arrivals ('000)		Length of Stay (Days)		*Weighted Average Daily Expenditure Visitors (US \$)				Total Expenditure ('000 US \$)			
	2017 ^R	2018	2017	2018	2017 ^R	2018	Ab chg	% chg	2017 ^R	2018	Ab chg	% chg
United States	49.4	52.1	7.3	7.1	156.31	189.23	32.92	21.06	56,444	70,243	13,799	24.4
Canada	17.6	17	11.4	11.7	119.6	143.77	24.17	20.21	23,913	28,486	4,573	19.1
United Kingdom	44.6	46.5	11.1	10.9	212.49	207.56	-4.93	-2.32	104,788	104,656	-132	-0.1
Europe	7.9	6.6	9.7	9.4	171.13	140.76	-30.37	-17.75	13,144	8,680	-4,464	-34.0
Caribbean	26.9	25.5	6.3	6.3	183.51	169.84	-13.67	-7.45	31,069	27,041	-4,028	-13.0
Other	7.4	6.1	7.9	7.2	140.79	136.56	-4.23	-3.00	8,262	6,047	-2,215	-26.8
Total	153.8	153.6	9.2	9	167.95	177.61	9.66	5.75	237,620	245,153	7,533	3.2

Average Daily Spend

Estimated average daily expenditure during the first quarter of 2018 was US\$177.61, compared to US\$167.95 during the period in 2017, 5.8% or almost US\$10 more than the average daily expenditure between the two periods. Visitors spent between US\$136.56 (Other Countries) and US\$207.56 (United Kingdom) per day while in Barbados. The United States and Canada registered increased average daily expenditure (21.1% and 20.2% respectively) when compared to the period in 2017 while there was decreased expenditure by visitors from other markets.

Spending Habits

Overall, accommodation accounted for just over half (50.9%) of visitor daily expenditure, followed by meals and drinks outside of the accommodation establishment (28.8%). Transportation and miscellaneous spending (6.1% and 5.9% respectively), entertainment and recreation (3.8%), shopping (2.5%) and souvenirs (2.1%) constituted other items in the visitors' budget.

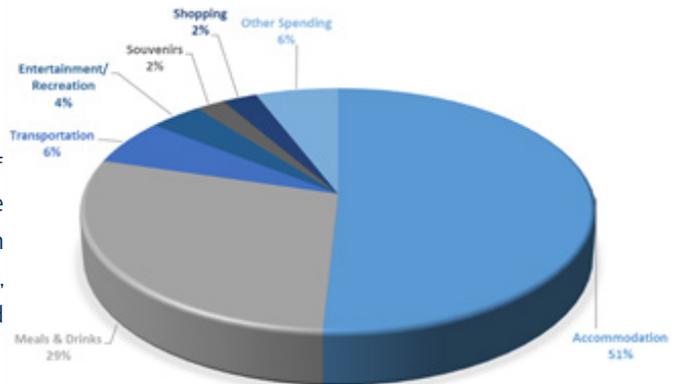


Table 2. Daily Expenditure per Visitor by Country of Residence (US\$)								
April – June								
	United States		Canada		United Kingdom		Other Europe	
	2017	2018	2017	2018	2017	2018	2017	2018
Accommodation	78.16	99.54	59.8	73.9	106.24	103.99	76.84	53.63
Meals & Drinks	39.08	50.9	33.61	45.57	65.87	69.53	52.2	49.97
Transportation	11.1	10.79	7.89	8.48	12.11	10.38	15.4	14.08
Entertainment/ Recreation	6.72	6.62	4.66	5.61	7.44	6.43	6.85	3.94
Souvenirs	4.69	4.73	3.59	3.02	4.25	2.91	3.59	3.66
Shopping	4.22	4.73	2.99	3.59	5.52	4.15	4.28	3.24
Other Spending	12.51	11.73	6.94	3.74	11.05	10.17	11.98	12.11
Total	156.31	189.23	119.6	143.77	212.49	207.56	171.13	140.76

Table 2 (cont'd). Daily Expenditure per Visitor by Country of Residence (US\$)						
April – June						
	C'bean		Other		Total	
	2017	2018	2017	2018	2017 ^R	2018
Accommodation	60.93	76.26	65.33	61.86	81.96	90.4
Meals & Drinks	47.53	30.74	33.51	44.66	46.52	51.15
Transportation	16.15	19.36	10	11.74	11.25	10.83
Entertainment/ Recreation	13.95	13.08	7.18	7.65	7.05	6.75
Souvenirs	7.71	3.06	5.07	3	4.53	3.73
Shopping	16.88	6.79	4.22	3.69	5.04	4.44
Other Spending	20.37	20.55	15.49	3.82	11.59	10.48
Total	183.51	169.84	140.79	136.56	167.95	177.61

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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