

STAY-OVER EXPENDITURE

July to September 2018

Total Expenditure

According to the Caribbean Tourism Organization (CTO), total visitor expenditure on island grew from US\$189.2 million during Q3 2017 to US\$190 million during Q3 2018. This was achieved by a 0.2 percent increase in average daily spend and a 1.6% increase in visitor arrivals.

Visitors from the UK contributed 37.8 percent of the overall total expenditure with US\$71.7 million, a decrease of US\$8.4 million compared to Q3 2017. Total expenditure by visitors from the USA (33%) and Caribbean (14.1%) followed with US\$62.6 million and US\$26.8 million respectively. These top three generating markets accounted for 84.9 percent of the overall expenditure, and subsequently recorded an increase and decreases of -10.6% (United Kingdom), +21.5% (United States) and -4.9% (Caribbean).

Total spend by visitors from the Canada and Europe accounted for 6.8% and 3.9% of the overall expenditure with US\$12.9 million and US\$7.4 million respectively. On island spend by travellers in the category 'Other' countries, which include Latin America, Asia and Africa contributed 4.4 percent to total expenditure with an estimated US\$8.3 million; an 11.1% increase was recorded.

Table 1. Estimated Total Visitor Expenditure by Country of Residence												
July - September												
	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	43.4	46.9	8.8	8.3	135.58	161.88	26.3	19.40	51,600	62,694	11,094	21.5
Canada	10.6	10.8	10.6	10.4	118.41	115.19	-3.22	-2.72	13,338	12,909	-429	-3.2
United Kingdom	41.9	40.5	11.5	11.8	165.81	149.82	-15.99	-9.64	80,240	71,757	-8,483	-10.6
Europe	6	6.2	10.3	9.7	135.77	123.28	-12.49	-9.20	8,315	7,410	-905	-10.9
Caribbean	32.6	32.2	6.6	6.8	131.59	122.32	-9.27	-7.04	28,261	26,871	-1,390	-4.9
Other	6.7	6.8	9.1	8.9	124.03	138.11	14.08	11.35	7,507	8,343	836	11.1
Total	141.1	143.4	9.7	9.6	138.22	138.51	0.29	0.21	189,261	189,985	724	0.4

Average Daily Spend

During the period July to September 2018, there was an increase in average daily expenditure with an estimated US\$138.51, an increase of 0.2% or US\$0.29 when compared to the US\$138.22 estimated for the corresponding period of 2017. All markets, with the exception of the USA and "Other", recorded decreases in average daily spend, with visitors from the USA leading with a 19.4% increase.

Visitors from the United States spent the most on average, US\$161.88, which was a decrease of US\$26.30 when compared to Q3 2017. Visitors from the United Kingdom spent the second highest on average with US\$149.82; however, these visitors spent US\$15.99 less when compared to Q3 2017. "Other" followed with an average spend of US\$138.11 which was an increase of 11.4% when compared to the same time period of the previous year.

Spending Habits

During the period July to September 2018, the largest share of visitor's spend, 50.1%, went to accommodation, as visitors spent an average US\$69.39; an increase of 3.1% or US\$2.08 over Q3 2017. Food and beverage outside of the accommodation establishment followed with 27.1 percent (US\$37.54), a decrease of 0.2% or US\$0.06.

Table 2. Daily Expenditure per Visitor by Country of Residence (US\$)								
July – September								
	United States		Canada		United Kingdom		Other Europe	
	2017	2018	2017	2018	2017	2018	2017	2018
Accommodation	68.61	81.59	54.23	55.52	82.08	78.36	71.41	58.68
Meals & Drinks	32.54	39.98	34.1	33.75	52.89	45.55	34.89	35.75
Transportation	10.03	12.46	8.88	8.87	8.62	8.09	14.53	9.37
Entertainment/ Recreation	5.42	6.96	4.97	4.95	4.64	4.64	4.48	5.79
Souvenirs	4.2	4.69	4.5	3	3.48	3	2.99	3.45
Shopping	4.61	5.99	4.97	2.53	5.47	3.6	5.43	4.81
Other Spending	9.9	10.04	6.75	6.8	8.46	6.44	2.17	5.42
Total	135.58	161.88	118.41	115.19	165.81	149.82	135.77	123.28

Table 2 (cont'd). Daily Expenditure per Visitor by Country of Residence (US\$)						
July – September						
	C'bean		Other		Total	
	2017	2018	2017	2018	2017^R	2018
Accommodation	54.48	51.99	46.14	58.7	67.31	69.39
Meals & Drinks	33.82	29.11	24.56	37.84	37.6	37.54
Transportation	14.34	13.82	15.01	10.36	9.95	9.97
Entertainment/ Recreation	5.4	4.77	6.95	8.56	4.98	5.4
Souvenirs	5.13	3.91	6.33	3.45	4.01	3.6
Shopping	9.21	8.2	14.88	6.35	5.53	4.71
Other Spending	9.21	10.52	10.05	12.98	8.85	7.89
Total	131.59	122.32	124.03	138.11	138.22	138.51

Spending by Types of Accommodation

Visitors using 'All-inclusive' had the largest average visitor daily spend of US \$290.19, an increase of 12.9% or US\$33.11 over Q3 2017. Whereas the lowest visitor spend was those who stayed with friends/relatives US\$79.19.

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\$215.59, a slight decrease of US\$1.68.

Visitors who stayed in 'Apartment' accommodation followed with average daily spent of US\$154.47; however, these visitors spent US\$26.05 more when compared to Q3 2017.

The remaining types of accommodation all experienced declines.

Table 3. Average Daily Expenditure by Type of Accommodation (US\$)								
July - September								
	All Inclusive Hotel		Hotel		Guest House		Friend/Relative	
	2017	2018	2017	2018	2017	2018	2017	2018
Accommodation	133.94	153.51	114.72	116.42	86.47	50.72	5.95	9.82
Meals & Drinks	78.92	86.19	54.75	54.98	35.95	25.42	22.71	26.93
Transportation	12.85	14.51	15.64	15.95	16.45	15.25	8.54	10.77
Entertainment/ Recreation	5.91	8.42	6.74	6.68	5.93	4.48	6.01	8.47
Souvenirs	6.17	7.84	6.08	4.1	5.43	3.99	4.93	4.91
Shopping	8.23	6.09	5.87	7.11	7.46	8.84	6.89	8.16
Other Spending	11.05	13.64	13.69	10.13	11.87	12.35	8.29	10.14
Total	257.08	290.19	217.27	215.59	169.55	121.06	63.25	79.19

Table 3 (cont'd). Average Daily Expenditure by Type of Accommodation (US\$)										
July - September										
	Apartment		Villa		Condo		Other		Total	
	2017	2018	2017	2018	2017	2018	2017	2018	2017 ^R	2018
Accommodation	61	77.54	77.71	67.72	87.56	69.89	35.23	32.14	67.31	69.39
Meals & Drinks	28.38	35.53	39.44	32.52	36.45	34.74	23.27	13.89	37.6	37.54
Transportation	13.1	13.9	11.65	10.84	17.77	13.47	6.26	10.79	9.95	9.97
Entertainment/ Recreation	6.55	9.11	7.49	7.88	11.72	4.58	3.01	6.9	4.98	5.4
Souvenirs	3.6	3.55	3.16	4.22	9.16	1.35	1.63	3.81	4.01	3.6
Shopping	6.16	5.72	11.32	5.35	9.53	4.04	5.7	3.33	5.53	4.71
Other Spending	9.76	9.27	15.64	12.25	10.99	6.73	6.26	8.57	8.85	7.89
Total	128.42	154.47	166.41	140.79	183.17	134.67	81.36	79.36	138.22	138.51

