

# STAY-OVER EXPENDITURE

## October to December 2018

### Total Expenditure

According to the Caribbean Tourism Organization (CTO), stayover visitors to Barbados spent 14.9 percent more money during the fourth quarter of 2018. Total visitor expenditure on island grew from US\$249.7 million during Q4 2017 to US\$287.0 million during Q4 2018. This was achieved through a two percent growth in visitor arrivals and a 12.5 percent increase in average daily spend.

Visitors from the UK spent the most overall, US\$133.4 million, 16.3% more than during the period in 2017. Spending by US, Europe and Caribbean visitors also increased during the period. US visitors, with 27% percentage share, spent 24.6% more than during the period in 2017, reaching US\$77.5 million; while Europeans with 6% percentage share, spent US\$15.1 million, an increase of 16.5% during the period in 2017. Total spend by visitors from the Caribbean accounted for 8% of the overall expenditure with US\$23.6 million.

With an eleven percent percentage share, visitors from Canada spent \$US31.0 million; however, there was a decline in spend by -5.9% or US\$2 million. There was also a decline (-22.2%) in spend by visitors in the category 'Other' countries, which include Latin America, Asia and Africa. This category contributed one percent to total expenditure with an estimated US\$4.0 million.

| Table 1 Total Visitor Expenditure by Country of Residence |                 |              |                       |            |   |               |              |             |                             |                |               |             |
|---|-----------------|--------------|-----------------------|------------|---|---------------|--------------|-------------|-----------------------------|----------------|---------------|-------------|
| October – December  |                 |              |                       |            |   |               |              |             |                             |                |               |             |
|   | 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 <sup>a</sup>           | 2018           | Ab chg        | Ab %        |
| United States   | 46.9            | 50.7         | 7                     | 7.1        | 190.39  | 215.51        | 25.12        | 13.2        | 62,173                      | 77,458         | 15,285        | 24.6        |
| Canada  | 22.8            | 22.5         | 9                     | 9          | 159.12  | 153.14        | -5.98        | -3.8        | 32,975                      | 31,016         | -1,959        | -5.9        |
| United Kingdom  | 62.6            | 64.1         | 9.8                   | 9.7        | 186.75  | 214.03        | 27.28        | 14.6        | 114,751                     | 133,435        | 18,684        | 16.3        |
| Europe  | 12.6            | 11.5         | 7.7                   | 8.8        | 155.19  | 175.15        | 19.96        | 12.9        | 15,121                      | 17,623         | 2,502         | 16.5        |
| Caribbean   | 23.6            | 25.1         | 5.5                   | 5.9        | 149.84  | 158.29        | 8.45         | 5.6         | 19,615                      | 23,554         | 3,939         | 20.1        |
| Other   | 6.6             | 5.6          | 7.3                   | 7          | 105.2   | 99.52         | -5.68        | -5.4        | 5,085                       | 3,954          | -1,131        | -22.2       |
| <b>Total</b>  | <b>175.2</b>    | <b>179.6</b> | <b>8.3</b>            | <b>8.3</b> | <b>170.63</b>                                       | <b>191.88</b> | <b>21.25</b> | <b>12.5</b> | <b>249,770</b>              | <b>287,041</b> | <b>37,271</b> | <b>14.9</b> |

### Average Daily Spend

During the period October to December 2018, the average daily spend was an estimated US\$191.88, a significant increase of 12.5% or US\$21.25 when compared to the US\$170.63 estimated for the corresponding period of 2017. All markets, with the exception of the Canada and the category "Other", recorded increases in average daily spend.

Visitors from the United States spent the most on average, US\$215.12, which was a significant increase of US\$25.12 when compared to Q4 2017. There were also significant increases in spend by visitors from the United Kingdom (US\$27.28) and Europe (US\$19.96) resulting in US\$214.03 and US\$175.15 average spend, respectively. Visitors from the Caribbean also spent more during the fourth quarter of 2018, increasing from the estimated US\$149.84 spent in Q4 2017 to US\$158.29 during Q4 2018. Visitors from Canada spent US\$5.98 less resulting in US\$153.14 average spend.

### Spending Habits

During the period October to December 2018, the largest share of visitor's spend, fifty percent, went to accommodation, as visitors spent an average US\$95.94; an increase of 11.6% or US\$11.65 over Q4 2017. Food and beverage outside of the accommodation establishment followed with 27 percent (US\$51.61), an increase of US\$2.13. Other spending and transportation each accounted for nine and six percent, respectively of the average visitor spend, followed by entertainment/recreation and shopping with three percent each and souvenirs with two percent.

Visitors spent more (+US\$7.70) on 'other spending' to an estimated US\$17.08 and (+US\$1.12) on shopping to an estimated US\$5.56 when compared to Q4. Conversely, visitors spent less on transportation (-US\$0.47), entertainment/recreation (-US\$0.87) and souvenirs (-US\$0.24).

| Table 2. Average Daily Expenditure per Visitor by Country of Residence (US\$) |               |               |               |               |                |               |               |               |
|---|---------------|---------------|---------------|---------------|----------------|---------------|---------------|---------------|
| October - December  |               |               |               |               |                |               |               |               |
|   | United States |               | Canada        |               | United Kingdom |               | Other Europe  |               |
|   | 2017          | 2018          | 2017          | 2018          | 2017           | 2018          | 2017          | 2018          |
| Accommodation   | 97.48         | 113.36        | 79.24         | 77.64         | 91.51          | 107.01        | 69.99         | 88.97         |
| Meals & Drinks  | 49.5          | 51.51         | 48.05         | 43.19         | 60.32          | 65.49         | 50.9          | 42.74         |
| Transportation  | 13.9          | 11.21         | 11.3          | 11.18         | 10.46          | 11.34         | 13.66         | 11.03         |
| Entertainment/Recreation  | 8.38          | 7.33          | 8.27          | 5.36          | 6.35           | 6.42          | 9             | 7.01          |
| Souvenirs   | 5.52          | 5.6           | 4.14          | 2.91          | 3.55           | 3             | 4.35          | 4.38          |
| Shopping  | 4.38          | 4.31          | 4.14          | 5.05          | 4.48           | 4.92          | 2.17          | 5.78          |
| Other Spending  | 11.04         | 22.2          | 3.98          | 7.81          | 10.08          | 15.84         | 4.97          | 15.06         |
| <b>Total</b>  | <b>190.39</b> | <b>215.51</b> | <b>159.12</b> | <b>153.14</b> | <b>186.75</b>  | <b>214.03</b> | <b>155.19</b> | <b>175.15</b> |

| Table 2(cont'd). Average Daily Expenditure per Visitor by Country of Residence (US\$) |               |               |              |              |               |               |
|---|---------------|---------------|--------------|--------------|---------------|---------------|
| October - December  |               |               |              |              |               |               |
|   | C'bean        |               | Other        |              | Total         |               |
|   | 2017          | 2018          | 2017         | 2018         | 2017          | 2018          |
| Accommodation   | 57.84         | 55.56         | 55.34        | 47.87        | 84.29         | 95.94         |
| Meals & Drinks  | 39.71         | 38.46         | 26.3         | 25.88        | 49.48         | 51.61         |
| Transportation  | 14.98         | 14.09         | 8.94         | 8.16         | 11.6          | 11.13         |
| Entertainment/Recreation  | 7.79          | 6.81          | 4.42         | 3.58         | 7.17          | 6.33          |
| Souvenirs   | 3.75          | 4.59          | 1.16         | 2.89         | 4.27          | 4.03          |
| Shopping  | 9.44          | 15.35         | 1.89         | 2.59         | 4.44          | 5.56          |
| Other Spending  | 16.33         | 23.43         | 7.05         | 8.56         | 9.38          | 17.08         |
| <b>Total</b>  | <b>149.84</b> | <b>158.29</b> | <b>105.2</b> | <b>99.52</b> | <b>170.63</b> | <b>191.88</b> |

### Average Visitor Spend by Type of Accommodation

Visitors using 'All-inclusive' had the largest average visitor daily spend of US \$309.84, a significant increase of 31.8% or US\$74.80 over Q4 2017. On the other hand, the lowest visitor spend was those who stayed with friends/relatives (US\$66.98). 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\$279.75, an increase of US\$32.02. Visitors who used 'Condo' and 'Villa' accommodation followed with average daily spent of US\$233.58 and US\$178.52, respectively; an increase of US\$11.75 (condo) and US\$13.56 (villa). There was a significant increase in spend by visitors staying in the category 'Other Accommodation'; average spend in this category rose from US\$118.45 to US\$157.47.

There was a decline in visitor spend by those visitors using 'Guest House' (-25.94%), 'Friends/relatives' (-8.02%) and 'Apartment' accommodation (-0.75%).

| Table 3. Average Daily Expenditure by Type of Accommodation (US\$) |                     |               |               |               |               |               |                 |              |
|--|---------------------|---------------|---------------|---------------|---------------|---------------|-----------------|--------------|
| October - December   |                     |               |               |               |               |               |                 |              |
|  | All-Inclusive Hotel |               | Other Hotel   |               | Guest House   |               | Friend/Relative |              |
|  | 2017                | 2018          | 2017          | 2018          | 2017          | 2018          | 2017            | 2018         |
| Accommodation  | 104.83              | 157.71        | 136.33        | 152.18        | 69.97         | 54.7          | 8.78            | 4.62         |
| Meals & Drinks   | 71.92               | 100.39        | 74.41         | 69.38         | 46.08         | 42.26         | 24.45           | 21.84        |
| Transportation   | 12.46               | 12.39         | 15.29         | 14.83         | 18.09         | 15.63         | 7.2             | 9.38         |
| Entertainment/Recreation   | 6.11                | 8.06          | 8.41          | 6.99          | 13.99         | 11.87         | 8.78            | 5.22         |
| Souvenirs  | 6.58                | 6.82          | 5.61          | 5.04          | 6.66          | 6.51          | 4.43            | 2.88         |
| Shopping   | 5.41                | 6.82          | 5.35          | 6.71          | 4.61          | 4.78          | 7.28            | 8.91         |
| Other Spending   | 27.73               | 17.66         | 9.43          | 24.62         | 11.43         | 8.97          | 14.18           | 14.07        |
| <b>Total</b>   | <b>235.04</b>       | <b>309.84</b> | <b>254.82</b> | <b>279.75</b> | <b>170.65</b> | <b>144.71</b> | <b>75</b>       | <b>66.98</b> |

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

October - December

|                                      | Apartment     |               | Villa         |               | Condo         |               | Other         |               | Total         |               |
|--------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
|                                      | 2017          | 2018          | 2017          | 2018          | 2017          | 2018          | 2017          | 2018          | 2017          | 2018          |
| <b>Accommodation</b>                 | 64.54         | 62.53         | 79.35         | 93.54         | 108.03        | 125.43        | 49.99         | 58.58         | 84.29         | 95.94         |
| <b>Meals &amp; Drinks</b>            | 37.69         | 33.62         | 46.02         | 38.92         | 50.58         | 53.49         | 27.6          | 41.1          | 49.48         | 51.61         |
| <b>Transportation</b>                | 10.99         | 11.48         | 17.49         | 15.17         | 24.4          | 21.02         | 14.45         | 12.6          | 11.6          | 11.13         |
| <b>Entertainment/<br/>Recreation</b> | 8.62          | 8.3           | 8.91          | 10.53         | 12.42         | 13.31         | 7.94          | 6.77          | 7.17          | 6.33          |
| <b>Souvenirs</b>                     | 3.62          | 3.04          | 2.64          | 3.03          | 3.55          | 4.44          | 2.37          | 5.2           | 4.27          | 4.03          |
| <b>Shopping</b>                      | 5.15          | 4.7           | 2.64          | 8.03          | 7.76          | 6.77          | 5.69          | 4.09          | 4.44          | 5.56          |
| <b>Other Spending</b>                | 8.62          | 14.53         | 8.08          | 9.28          | 15.08         | 9.11          | 10.31         | 29.13         | 9.38          | 17.08         |
| <b>Total</b>                         | <b>139.09</b> | <b>138.34</b> | <b>164.96</b> | <b>178.52</b> | <b>221.83</b> | <b>233.58</b> | <b>118.45</b> | <b>157.47</b> | <b>170.63</b> | <b>191.88</b> |