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### **VISITORS TO BARBADOS SPENT US \$1.1 BILLION IN 2018**

In addition to an overall growth in arrivals, visitors are on average spending more money during their stays in Barbados. According to the Caribbean Tourism Organization (CTO) Stay-Over Expenditure report, visitors to the island spent 9.7% more money during the year 2018 when compared to the corresponding period in 2017.

The growth was achieved through a 2.7% increase in visitor arrivals in 2018, coupled with a 7.1% increase in average daily spend – from US \$170.70 in 2017 to US\$ 182.88 in 2018. Total expenditure during 2018 was US \$1.1 billion, compared to US \$1.0 billion in 2017.

CEO of the Barbados Tourism Marketing Inc. (BTMI), William ‘Billy’ Griffith, asserted that “the rise in visitor arrivals represents a strong growth trajectory for the destination. We have seen new and refreshed product come on stream within the last two years which has no doubt stimulated the growth we’re seeing in visitor spend. We at the BTMI therefore remain committed to working with our partners toward sustaining this desired momentum.”

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### **U.K. visitors spend most on average**

When the markets were examined, visitors from the United Kingdom spent the most per day on average, US \$214.07, which represented an increase of 5.7% or US \$11.62 over the previous year. Also of note was the significant 13% growth in average daily spend from US visitors to US \$187.90.

Visitors from Canada and the European territories also spent more in 2018, recording daily average increases of 7.5% and 3.3% respectively.

### **Overall top performers**

Total visitor expenditure increases during 2018 were spread across several markets. The United Kingdom contributed 46% to the overall total expenditure with US \$511 million. The US followed with a total US \$284.9 million, a whopping increase of 19.1% year on year. Canada and the Caribbean region registered growths of 8.6% and 6.7% respectively.

Lastly, visitors from Europe spent US \$56.9 million during 2018 on island, followed by visitors from “Other” countries which included Latin America, Asia, and Africa which spent US \$26 million.

### **About Barbados**

The island of Barbados offers the most authentic Caribbean experience with its exceptionally rich culture and history rooted in remarkable landscapes. Rated as one of the world's sexiest beaches in 2008 by Concierge.com; Barbados' Crane Beach in St. Philip stands as a premier destination for travellers. Barbados is also the first Zagat-rated Caribbean island and is known as the culinary capital of the Caribbean. Barbados has hosted several world class events including: The annual Barbados Food & Rum Festival; the 2006 PGA World Golf Championships-Barbados World Cup, the ICC Cricket World Cup Finals in 2007, the Sentebale Charity Polo match with Prince Harry of Wales in 2010, and the ICC Twenty20 Cricket Finals for 2010, and the Rihanna LOUD concert in 2012. Accommodations range from picturesque plantation houses and villas, to quaint bed and breakfasts and award-winning, five-star resorts. Grantley Adams International Airport offers even more non-stop and direct service from a growing number of U.S. cities, making Barbados the true gateway to the Eastern Caribbean. Barbados was voted eighth in the World by Trip Advisor's "2008 Travelers' Choice Destination Awards" in its Top 100 Destinations category. For more information on travel to Barbados, visit [www.visitbarbados.org](http://www.visitbarbados.org), follow on Facebook at <http://www.facebook.com/VisitBarbados>, via Twitter @Barbados.