

Stay-Over Visitors and Cruise Ship Passenger Arrivals

For the month of December 2014, total arrivals by stay-over visitors increased by **19.7%** to **61,091** visitors compared to **51,026** in December 2013. This growth in stay-over visitors was largely due to increased airlift. Comparative analysis by country of residence showed relative significant growth in arrivals from the U.K (by **25.8%** to **21,277**), Canada (by **28.5%** to **9,777**) and other countries (by **31.1%** to **2,661**). The remaining

visitor markets showed increases in arrivals ranging from **6.3%** (Other CARICOM) to **19.1%** (U.S.A) with the exception of other European markets, which fell by **2.0%** to **4,750** visitors over December of the previous year.

Over the review period arrivals by cruise ships declined **1.3%** to **78,239** visitors compared to **79,264** cruise passengers in 2013.

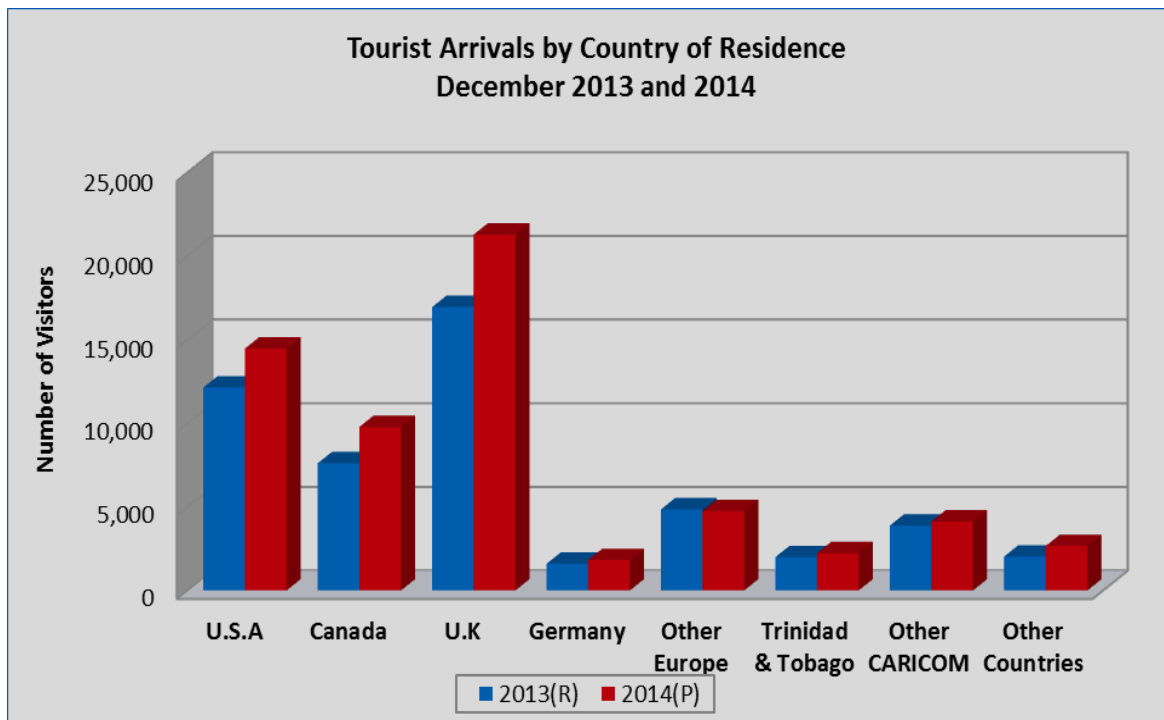


Figure 1

Other Highlights:

Over the years, tourists have consistently visited Barbados mainly for leisure. In December 2014, visitors who came for recreational purposes accounted for **86.3%** of all stay-over arrivals. Among these, those who came to honeymoon or to get married recorded the largest percentage increase of **129.4%** to **608** visitors compared to **265** in December 2013. In contrast, a decline of **58.8%** to **161** arrivals was realized by other recreational visitors, which included those who came to attend funerals, weddings, graduations or other special events. Stay-over arrivals more than doubled among visitors who came on

business or to attend conferences in December 2014 (**5,940**) against December 2013 (**2,854**).

Average length of stay fell slightly by **0.7%** over the period from **13.6** days in December last year to **12.9** days in the current period. In general, length of stay comparisons revealed a negative association to the percentage growth in visitor arrivals. This is evident by growth rates ranging from **60.5%** to **9.5%** among visitors who came for 1 day and those who stayed for 29-182 days respectively, with the exception of the 22-28 length of stay group which grew by **14.1%**.

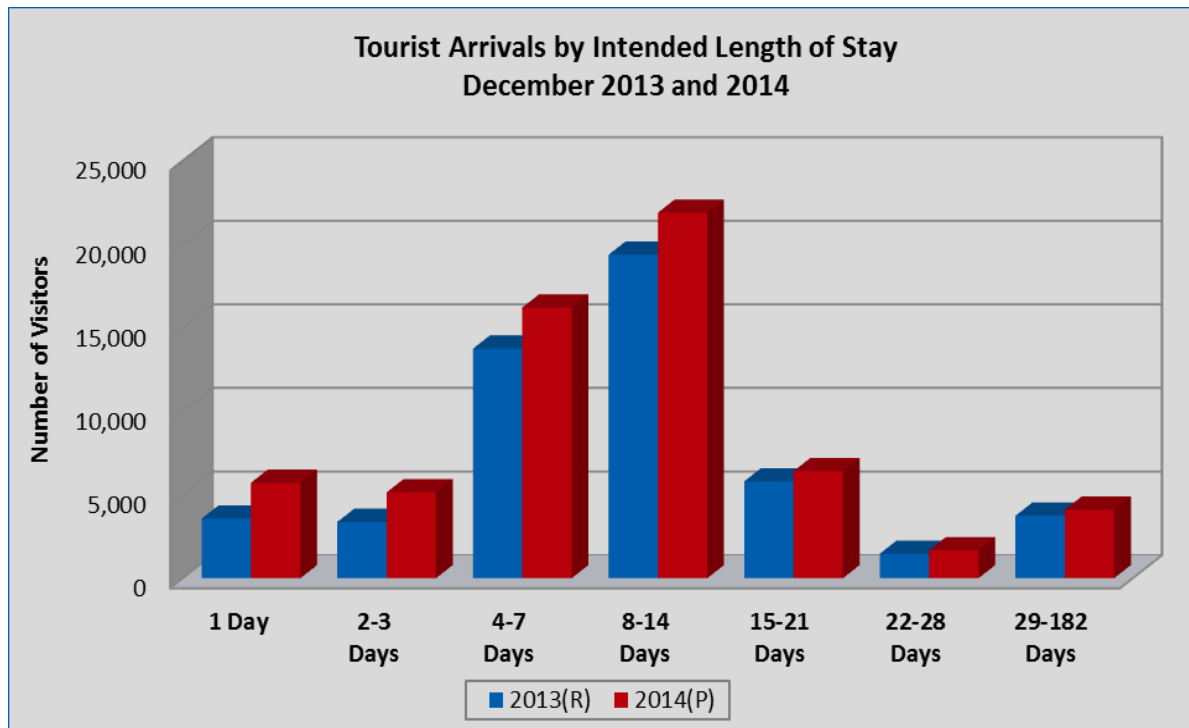


Figure 2

Year-To-Date Analysis:

A total of **519,598** stay-over visitors came to Barbados in 2014. This represents an increase of **2.2%** when compared to 2013 which recorded **508,514** tourist arrivals. Declines in visitor arrivals from U.S.A (**1.7%**), Canada (**2.2%**), Trinidad and Tobago (**11.7%**) and other CARICOM states (**8.7%**) were offset by growth in Europe; U.K (**10.7%**), Germany (**16.4%**), Other Europe (**6.4%**) and Other Countries (**6.1%**).

Conversely, despite a **5.6%** increase in the number of cruise calls to **395**, cruise passenger arrivals fell by **2.2%** over the review period. This corresponds to the arrival of **557,898** passengers in 2014 compared to **570,263** in 2013. The number of passengers who permanently disembarked in Barbados (landed passengers) increased by **13.3%** to **118,932** in 2014 compared to **104,963** cruise arrivals the previous year.

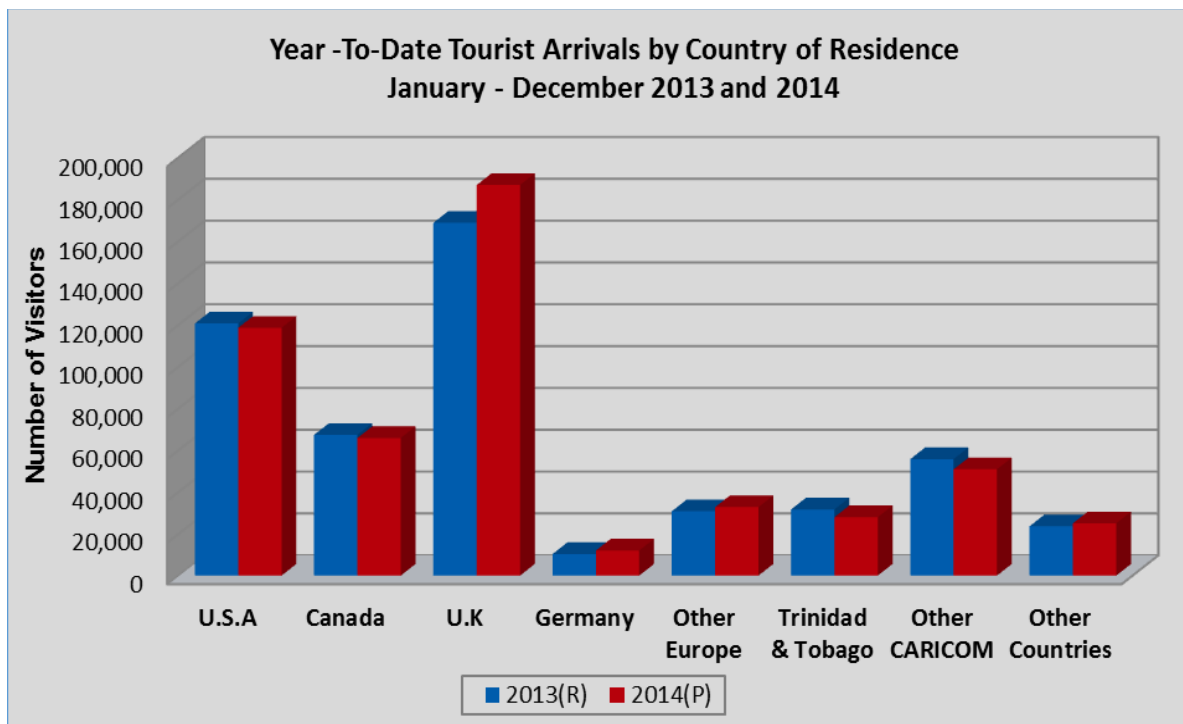


Figure 3

Other Year-To-Date Highlights:

In 2014 visitors who came to Barbados for recreational purposes accounted for **84.8%** of all stay-over arrivals, with an overall increase of **3.1%** to **440,473** visitors. Among these the proportion that came for other recreational activities recorded the largest increase of **43.5%** to **9,494** visitors when compared to **6,617** in 2013. Declines in arrivals were observed among persons who came to visit friends etc. (by **7.8%** to **23,174**) and also by those who came for honeymoon or to get married (by **14.2%** to **5,843**).

Average intended length of stay by stay-over visitors showed a slight increase of **1.7%** to **12** days for the year 2014 compared to **11.8** days in 2013. The largest proportion of stay-over visitors remained on the island for 4-14 days. Of these, **170,943** visitors stayed in Barbados for 4-7 days compared to **175,074** who stayed for the same period throughout the previous year; a decline of **2.4%**. In addition, **182,443** visitors stayed for 8-14 days and this group showed a **6.6%** increase in tourist arrivals from **171,218** in 2013.

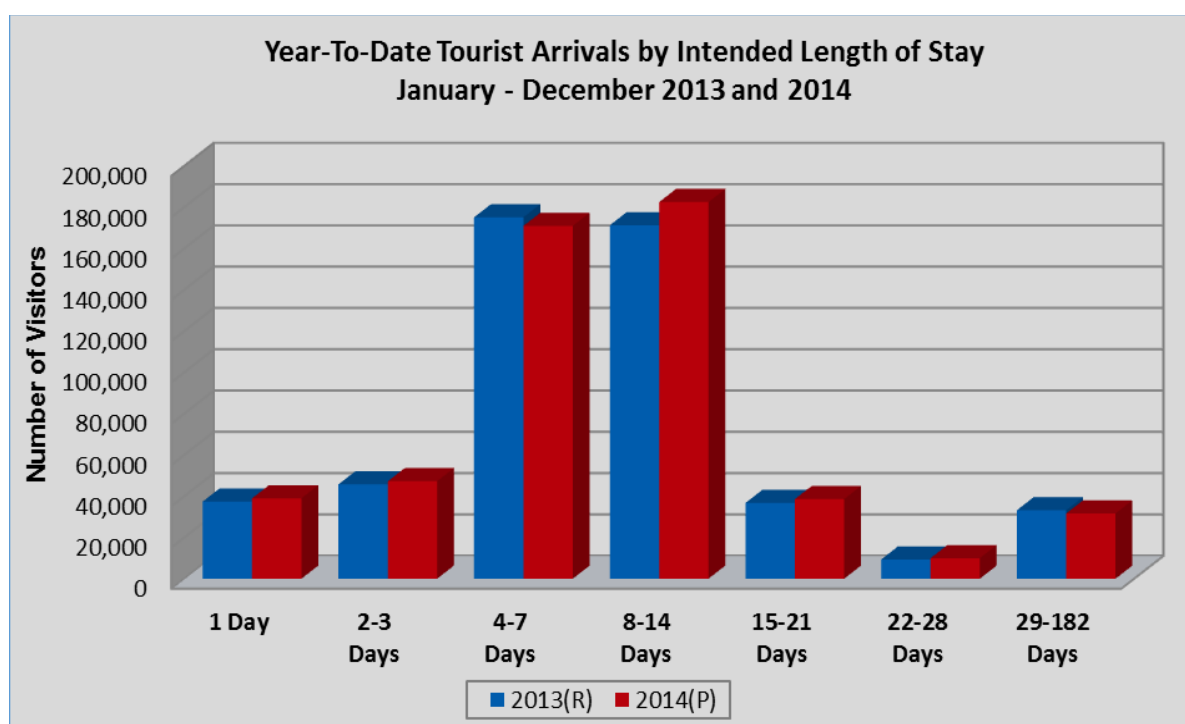


Figure 4

Table 1
Stay-Over Tourist Arrivals by Country of Residence; 2013 and 2014

Country Of Residence	December		Actual Change	% Change	Year-To-Date		Actual Change	% Change
	2013 ^(R) i	2014 ^(P) ii			2013 ^(R)	2014 ^(P)		
U.S.A	12,137	14,458	2,321	19.1	120,583	118,508	-2,075	-1.7
Canada	7,606	9,777	2,171	28.5	67,293	65,813	-1,480	-2.2
U.K	16,942	21,277	4,370	25.8	168,732	186,823	18,091	10.7
Germany	1,595	1,820	225	14.1	10,300	11,992	1,692	16.4
Other Europe	4,849	4,750	-99	-2.0	30,764	32,744	1,980	6.4
Trinidad & Tobago	1,992	2,226	234	11.7	31,614	27,915	-3,699	-11.7
Other CARICOM	3,876	4,122	245	6.3	55,680	50,815	-4,865	-8.7
Other Countries	2,029	2,661	632	31.1	23,548	24,988	1,440	6.1
TOTAL	51,026	61,091	10,065	19.7	508,514	519,598	11,084	2.2

Table 2
Cruise Ship Arrivals; 2013 and 2014

Details	December		Actual Change	% Change	Year-To-Date		Actual Change	% Change
	2013	2014 ^(P)			2013	2014 ^(P)		
Arrivals ⁱⁱⁱ	79,264	78,239	-1,025	-1.3	570,263	557,898	-12,365	-2.2
Landed Passengers ^{iv}	20,227	27,668	7,441	36.8	104,963	118,932	13,969	13.3
No. of Cruise Calls [*]	64	66	2	3.1	374	395	21	5.6

^{*}Previously referred to as No. of Vessels.

Table 3
Stay-Over Tourist Arrivals by Purpose of Visit; 2013 and 2014

Purpose of Visit	December		Actual Change	% Change	Year-To-Date		Actual Change	% Change
	2013 ^(R)	2014 ^(P)			2013 ^(R)	2014 ^(P)		
Intransit	1,238	1,119	-119	-9.6	11,861	9,223	-2,638	-22.2
Study	115	175	60	52.2	4,888	4,594	-294	-6.0
Health Care	108	104	-4	-3.7	1,489	1,469	-20	-1.3
Recreation	45,740	52,731	7,221	15.9	427,048	440,473	10,998	3.1
<i>Holiday</i>	41,856	48,319	6,463	15.4	382,536	395,402	12,866	3.4
<i>Visiting Friends etc.</i>	2,875	3,249	374	13.0	25,125	23,174	-1,851	-7.8
<i>Honeymoon/Get Married</i>	265	608	343	129.4	6,810	5,843	-967	-14.2
<i>Sports</i>	353	394	41	11.6	5,960	6,560	600	10.1
<i>Other Recreation</i>	391	161	-105	-39.5	6,617	9,494	2,877	43.5
Business/Conference	2,857	5,940	3,083	107.9	52,867	53,951	1,084	2.1
Other	968	1,022	54	5.6	10,361	9,888	-473	-4.6
Total	51,026	61,091	10,101	19.8	508,514	519,598	11,084	2.2

Table 4
Stay-Over Tourist Arrivals by Intended Length of Stay; 2013 and 2014

Intended Length of Stay	December		Actual Change	% Change	Year-To-Date		Actual Change	% Change
	2013 ^(R)	2014 ^(P)			2013 ^(R)	2014 ^(P)		
1 Day	3,572	5,733	2,161	60.5	37,374	38,944	1,588	4.2
2-3 Days	3,368	5,143	1,777	52.7	45,688	47,190	1,504	3.3
4-7 Days	13,733	16,197	2,478	18.0	175,074	170,943	-4,117	-2.4
8-14 Days	19,353	21,871	2,519	13.0	171,218	182,443	11,224	6.6
15-21 Days	5,797	6,402	605	10.4	36,691	38,556	1,865	5.1
22-28 Days	1,464	1,670	206	14.1	9,319	9,924	604	6.5
29-182 Days	3,739	4,094	355	9.5	33,150	31,598	-1,551	-4.7
Total	51,026	61,091	10,101	19.8	508,514	519,598	11,117	2.2
Average	13.6	12.9	-0.7	-5.1	11.8	12.0	0.2	1.7

Annual Year-To-Date Time Series

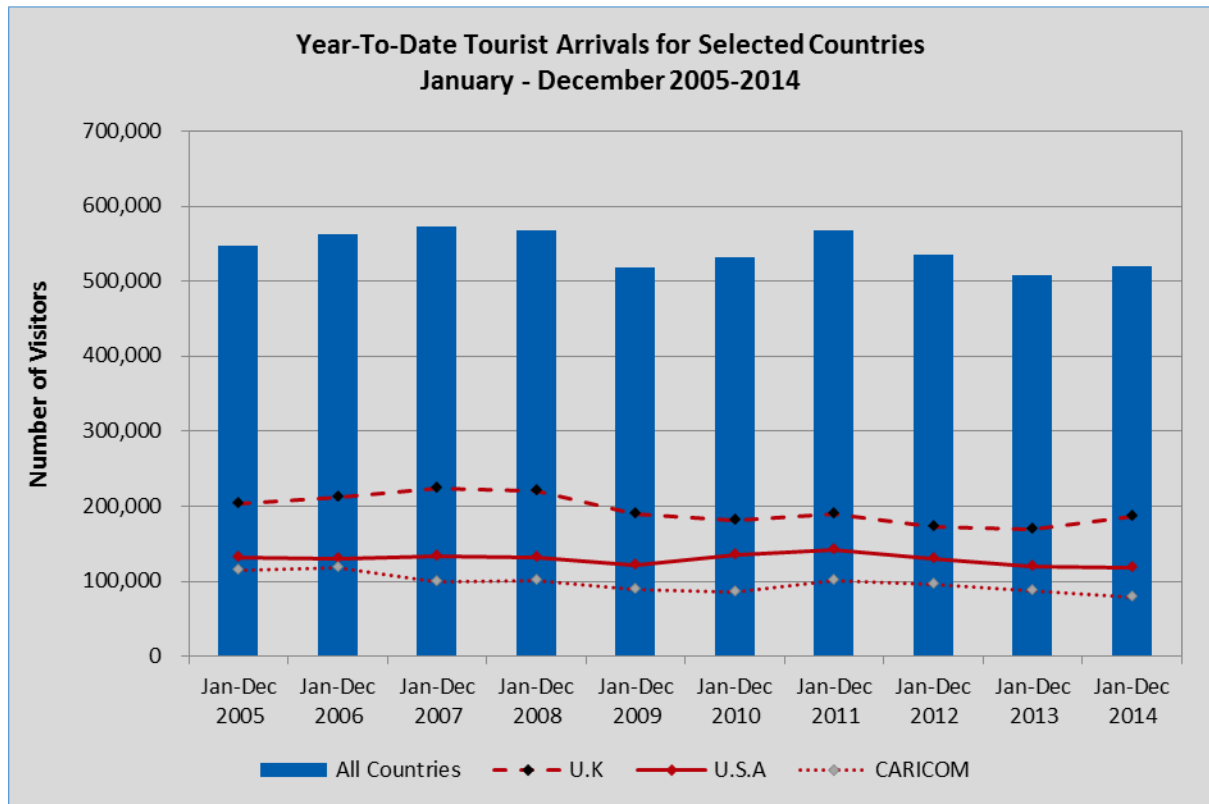


Figure 5

ⁱ R = Revised data

ⁱⁱ P = Provisional data

ⁱⁱⁱ Number of cruise ship passengers who did not permanently disembark in Barbados.

^{iv} Number of cruise ship passengers who permanently disembarked in Barbados
-including direct-transits or transfer passengers, tourist and Barbadian residents.



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