

2016
Edition



BARBADOS



ANNUAL
STATISTICAL REPORT

Preface

The **2016 Annual Statistical Report** is published by the Research Department, Barbados Tourism Marketing Inc.

This publication serves as a reference to the trends and performance of visitor arrivals.

The report is broken down into individual sections – **Global Tourism Performance, Caribbean Performance, Stay-over Arrivals Overview, United Kingdom, United States, Caribbean, Canada, Europe and Central & South America, Cruise Performance, Expenditure and Aviation** for ease of reference.

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QUICK FACTS

2016

631.5

Thousand
Stay-Over Visitors

729.6

Thousand
Cruise Visitors

Total Visitor
Spend
US\$983.7
million

Arrivals by Markets

United States	168,945
Canada	78,903
United Kingdom	218,638
Other Europe	28,278
Trinidad & Tobago	34,000
Other Caribbean	65,679
Brazil	3,081

424

Cruise Calls

Average
Visitor Daily
Spend
US\$167.3

Table of Contents

GLOBAL TOURISM PERFORMANCE.....7

CARIBBEAN TOURISM PERFORMANCE..... 10

BARBADOS TOURISM PERFORMANCE - OVERVIEW 23

UNITED KINGDOM.....37

UNITED STATES OF AMERICA..... 53

CARIBBEAN 69

CANADA 85

EUROPE..... 101

CENTRAL & SOUTH AMERICA 117

CRUISE PERFORMANCE 131

STAYOVER EXPENDITURE 139

CRUISE EXPENDITURE 141



GLOBAL
PERFORMANCE

Table of Contents

GLOBAL TOURISM PERFORMANCE..... 7

CARIBBEAN TOURISM PERFORMANCE..... 10

Visitor (Stay-Over) Arrivals 10

Arrivals by Main Markets 11

 United States..... 12

 Canada 12

 Europe..... 12

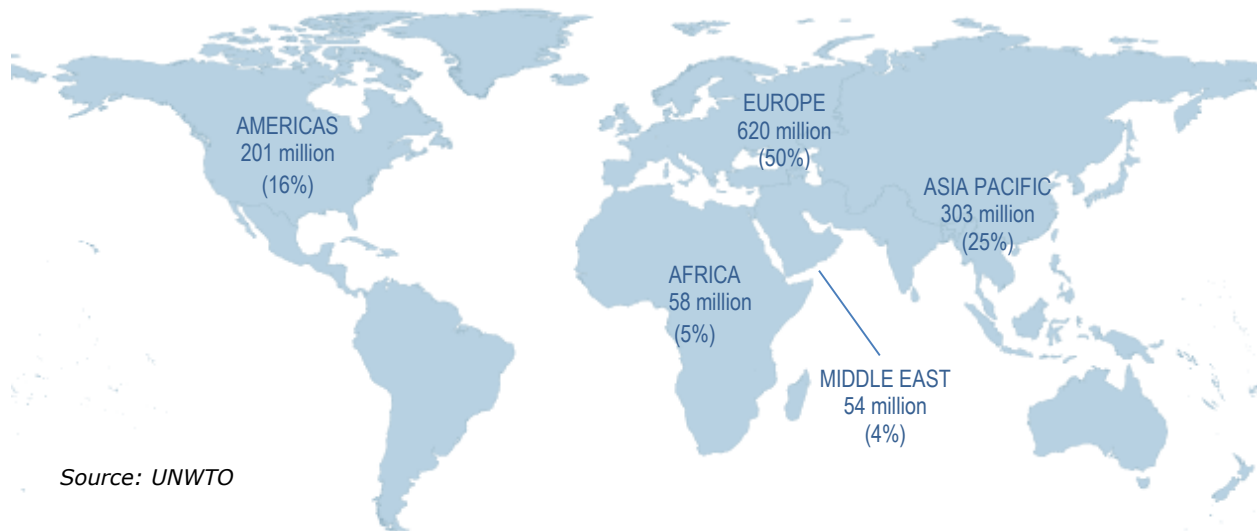
 Intra-Caribbean 13

 South America 13

Cruise Arrivals to the Caribbean 14

APPENDIX 16

GLOBAL TOURISM PERFORMANCE



The demand for international tourism remained robust in 2016 despite challenges of economic growth, political stability and safety and security. According to the latest UNWTO World Tourism Barometer, international tourist arrivals grew by 3.9% to reach a total of 1,235 million in 2016. This represented an increase of some 46 million tourists compared to 2015.

The UNWTO also reported that the year 2016 was the seventh consecutive year of sustained growth following the 2009 global economic and financial crisis. A comparable sequence of uninterrupted solid growth has not been recorded since the 1960s. As a result, 300 million more international tourists travelled the world in 2016 as compared to the pre-crisis record in 2008.¹

The majority of the regions reported improved performances over 2015. **Asia and the Pacific** and **Africa** led the growth with each region recording an estimated 8% increase. In **Asia and the Pacific**, international tourist arrivals grew by 24 million to total of 303 million. International arrivals to **Africa** rebound after two troubled years, to reach 58 million; some 4 million more arrivals were recorded.

¹ UNWTO World Tourism Barometer Volume 15. Advance Release January 2017

	2008	2009	2010	2011	2012	2013	2014	2015	2016
World	1.9%	-3.9%	6.6%	4.6%	4.7%	4.7%	4.3%	4.6%	3.9%
Europe	0.3%	-5.1%	3.1%	6.4%	3.9%	4.8%	2.3%	4.7%	2.0%
Asia and the Pacific	1.1%	-1.6%	13.2%	6.2%	7.1%	6.9%	5.8%	5.6%	8.4%
Americas	2.7%	-4.9%	6.4%	3.7%	4.5%	3.0%	8.5%	6.0%	4.3%
Africa	2.9%	4.5%	9.3%	-0.7%	4.5%	4.5%	0.9%	-2.5%	8.1%
Middle East	20.0%	-5.4%	14.6%	-9.3%	3.2%	-1.5%	8.4%	0.8%	-4.1%

Source: UNWTO

Europe, which accounted for almost half of the total international arrivals, grew by a modest 2% or 12 million more visitors when a total of 620 million visitors were recorded. Results in **Europe** were rather mixed with a number of destinations affected by safety and security challenges.

The **Middle East** received 54 million international tourist arrivals in 2016. Arrivals decreased an estimated 4%.²

International tourist arrivals in the **Americas** (+4%) increased by 8 million to reach 201 million, consolidating the solid results recorded in the last two years. Growth was somewhat stronger in South America and Central America (both +6%), while the Caribbean and North America recorded around 4% more arrivals.



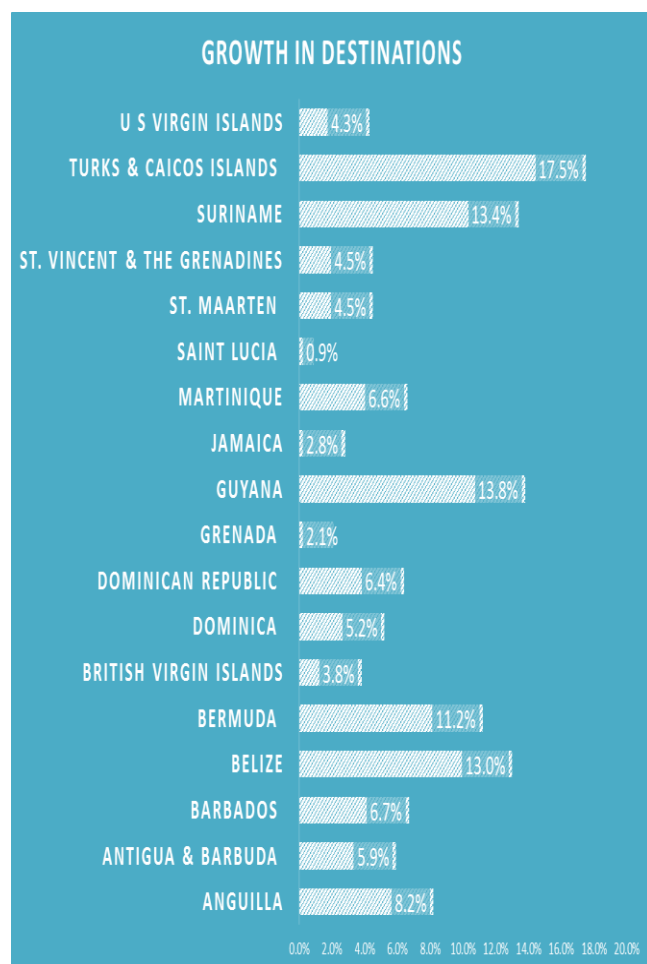
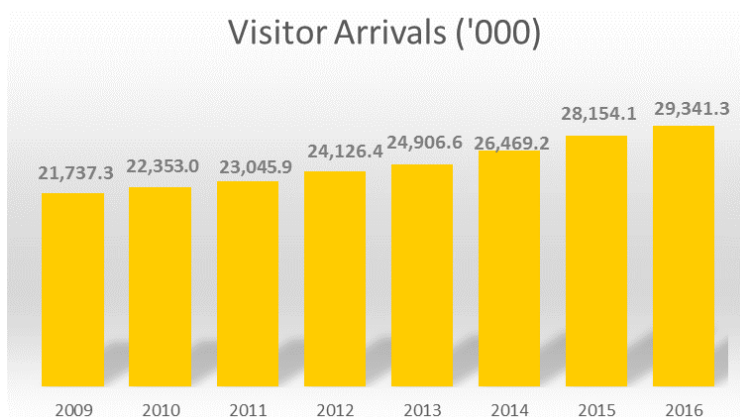
² Results for both Africa and the Middle East are based on limited available data available to UNWTO.

CARIBBEAN PERFORMANCE

CARIBBEAN TOURISM PERFORMANCE

Visitor (Stay-Over) Arrivals

According to the Caribbean Tourism Organisation (CTO), the Caribbean posted its seventh year of unbroken growth. It is estimated that the region received 29.3 million international tourist arrivals, compared to 28.2 million in 2015. This corresponds to 1.1 million more arrivals or a 4.2% increase.



Tourist arrivals to the Caribbean showed uneven growth among the destinations. Of the 28 destinations reporting data for varying periods between January and December, 22 recorded increases ranging from 0.9% (Saint Lucia) to 17.5% (the Turks & Caicos Islands), while the remaining six destinations had losses between -5.6% (Curacao) and -25.6% (Suriname). Other notable countries are Guyana, Belize and Bermuda with double-digit growth rates of 13.8%, 13.0% and 11.2%, respectively. Strong growth, in excess of 5%, was reported in eight other destinations: Anguilla, Antigua & Barbuda, Barbados, Dominican Republic and Martinique. **(See Appendix: Table 2)**

According to the CTO, the contributing factors to these performances include greater air access from the source markets to the region, the realization of significant investments to enhanced infrastructure (airport redevelopment in St. Maarten and Bermuda) and product (hotels including Courtyard by Marriott in Jamaica in April of 2016 and Four Seasons in Anguilla in October 2016) and improved marketing. In the case of the Guyana and Barbados, a further boost in arrivals came with the celebration of their 50th Anniversaries of Independence in May and November, respectively³.

Arrivals by Main Markets

Table 1: **Tourist Arrivals to the Caribbean by Main Market ('000)**

MARKETS	2012	2013	2014	2015	2016 ^e	%ch 16/15
Total Arrivals	24,126.4	24,906.6	26,469.2	28,154.1	29,341.3	4.2
United States	11,972.7	12,329.6	13,325.5	14,133.7	14,630.9	3.5
Canada	3,057.3	3,076.1	3,276.9	3,424.0	3,306.6	-3.4
Europe	4,600.6	4,596.7	4,870.6	5,060.1	5,634.6	11.4
of which						
United Kingdom	1,033.4	1,027.0	1,101.9	1,212.1	1,261.4	4.1
Germany	405.8	448.4	499.5	553.3	598.7	8.2
Caribbean	1,552.5	1,568.5	1,549.4	1,653.2	1,712.1	3.6
South America	1,393.5	1,530.7	1,744.5	2,021.9	1,808.1	-10.6
Other	1,549.8	1,805.0	1,702.2	1,861.2	2,249.0	20.8

Note: Imputed from data on international travel to member countries.

Source: CTO Member Countries and CTO estimates.

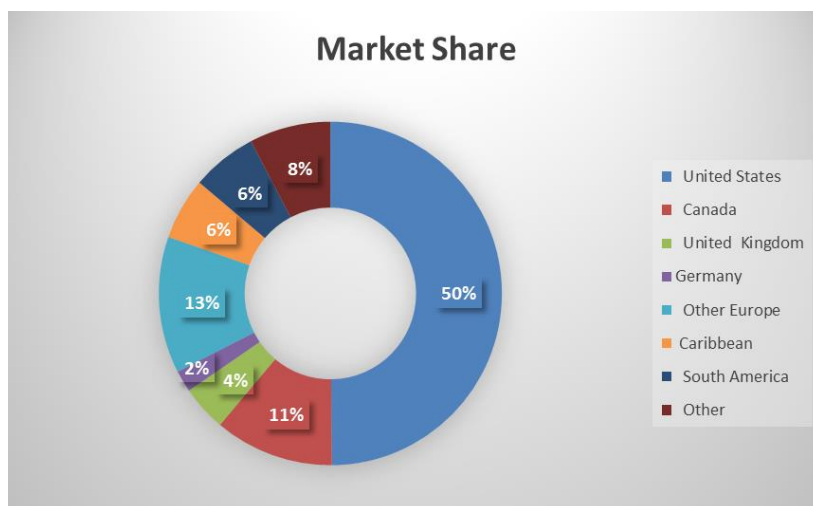
³ The Caribbean Tourism Organization (CTO) Performance of the Tourism Industry

United States

Due to relatively strong economy, decline in unemployment and high consumer confidence, the USA market continues to be the major source of visitors to the Caribbean. The CTO has estimated that 14.6 million stay-over arrivals came from the United States, representing an annual growth rate of 3.5%.⁴ International trips from the United States to the region increased in 19 destinations out of 24 reporting overall and declined in five. During the period January to December, 18 out of 20 destinations registered growth in arrivals from the United States, led by Belize (18.3%) followed by Bermuda (16.4%) and the Turks & Caicos Islands (16.1%). Curaçao (-5.5%) and Trinidad and Tobago (-4.4%) were the only destinations to record decreases during this time.⁵

Canada

The weak Canadian dollar was one of the factors that plagued arrivals from this market to the region in 2016. The CTO has reported that the contraction in tourist visits for the year was estimated at around -3.4% compared to 2015, as tourist visits from the Canada numbered 3.3 million and contributed 11.3% of total arrivals to the Caribbean.⁶ Ten destinations (out of 25 reporting) registered growth in visitor trips from Canada, while declines were recorded in 15 destinations from this market. Out of 20 destinations reporting arrivals from this market for the period January to December, eight destinations recorded growth ranging from 0.1% in Grenada to 28.6% in St. Maarten. Declines registered in the other ten destinations ranged from -0.7% in Guyana to -15.9% in The Bahamas. The Dominican Republic, the primary destination for this market, also showed growth of 3.0%.⁷



Europe

Despite terrorist attacks, the Brexit referendum and mixed economic outcomes across continental Europe, the demand for travel remained robust among this market's residents during the year 2016. According to The Caribbean Tourism Organization (CTO) Performance

⁴ The Caribbean Tourism Organization (CTO) Performance of the Tourism Industry

⁵ The Caribbean Tourism Organization (CTO) Latest Monthly Statistics February 2017

⁶ The Caribbean Tourism Organization (CTO) Performance of the Tourism Industry 2016

⁷ The Caribbean Tourism Organization (CTO) Latest Monthly Statistics February 2017

of the Tourism Industry 2016 report, arrivals from the European market totalled 5.6 million, increasing by an estimated 11.4%; the strongest growth among the main markets. There was growth in Europeans arrivals to region in each month of the year when compared to 2015. These increases ranged from 6.1% in April to 16.8% in September. Growth in the high-volume destinations the Dominican Republic (11.2%) and Jamaica (6.1%) factored significantly in the overall performance in this market.

In total, 17 out of 25 reporting destinations registered increases and eight destinations registered declines in arrivals from this market. The top performing destinations, which registered double-digit increases were the Turks & Caicos Islands (27.7%), St. Maarten (24.3%), Anguilla (12.8%) and Guyana (10.8%). The contractions recorded in arrivals from this market during this period ranged from -0.3% in Antigua & Barbuda to -14.5% in the Cayman Islands.⁸

Intra-Caribbean

The CTO has reported that travel by Caribbean residents to destinations within the region increased by an estimated 3.6% during 2016, the second consecutive year of growth. Despite this positive result, intra-regional travel remained costly with fragmented air service. The majority of the tourists visited the Dominican Republic, Trinidad & Tobago and Barbados. Robust growth was experienced in Guyana (39.1%), St. Vincent & the Grenadines (14.1%) and the Turks & Caicos Islands (13.5%). Seven destinations did not improve upon last year's performance and recorded decreases in the range of -2.5% in Trinidad & Tobago to -43.6% in Suriname.

South America

In 2016, the region received fewer (-10.6%) tourist arrivals compared to 2015. This was partly due to the continuing economic and political instability in two of three main South American source markets (Brazil and Venezuela). South American tourist arrivals were received primarily by the Spanish and Dutch speaking destinations. There was a growth in arrivals to the Dominican Republic by 4.3%, however, the number of visitors to Aruba and Curaçao contracted by -31.9% and -23.0%, respectively.

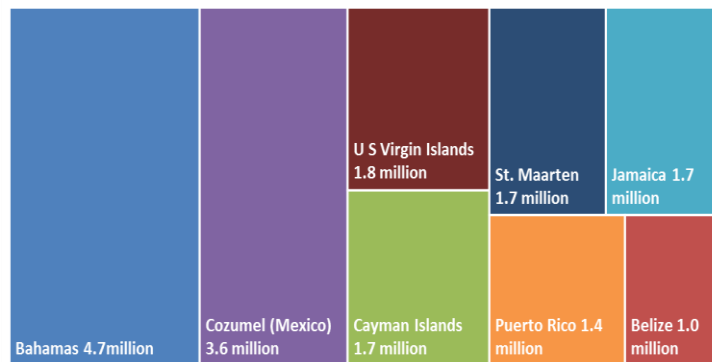
⁸ Ibid

Cruise Arrivals to the Caribbean

According to the Cruise Lines International Association (CLIA), the Caribbean received 33.7% of all cruise deployments in 2016, almost twice as many as any other region. According to the CTO, the estimated number of cruise passenger arrivals in the region during 2016 increased by 1.3% to approximately 26.3 million. This modest increase was a combination of varied performances in cruise activity among the destinations as larger ships, port enhancements and new destinations on the Caribbean cruise itineraries helped to increase the attractiveness of Caribbean cruise holidays. On the other hand, growing concerns of Zika

Virus tempered the demand for cruises while adverse weather forced several ports to be by-passed.⁹ The Caribbean Tourism Organization estimated that the region received 29.3 million international tourist arrivals, compared to 28.2 million in 2015. This corresponds to 1.1 million more arrivals or a 4.2% increase.

Destinations Receiving Over 1 million Cruise Passengers



Eight destinations reported over one million cruise passengers with the Bahamas leading after recording 4,690,374 passengers, followed by Cozumel with 3,637,321 passengers.

Overall, the CTO has reported that only 12 destinations registered growth, with the best performances occurring in the Dominican Republic (59.4%), the British Virgin Islands (35.4%) and Grenada (16.3%) while Belize, with an increase of 4.9%, became the eighth destination to record over one million cruise passenger visits this year. In contrast, 13 destinations had received between -0.3% (the Cayman Islands) and -19.1% (Guadeloupe) fewer cruise passengers for their respective reporting periods.



⁹ The Caribbean Tourism Organization (CTO) Performance of the Tourism Industry 2016

The figures revealed an equal distribution in performance among the four regions. Growth was recorded in both the Western (4.9%) and the Northern (2.5%) Caribbean. In contrast, decreases were registered in the Eastern Caribbean (-1.6%), the largest sub region for cruise passenger arrivals, and the Southern Caribbean (-0.9%), the smallest sub region.¹⁰



¹⁰ The Caribbean Tourism Organization (CTO) Performance of the Tourism Industry 2016

APPENDIX

Table 1: Monthly Tourist Arrivals ('000)									
	2009	2010	2011	2012	2013	2014	2015	2016	%CH 16/15
January	2,001	2,036	2,106	2,164	2,193	2,340	2,511.6	2,692.3	7.2
February	2,060	2,072	2,125	2,266	2,240	2,363	2,539.7	2,694.1	6.1
March	2,192	2,389	2,401	2,547	2,747	2,733	2,877.3	3,046.5	5.9
April	1,998	1,997	2,160	2,223	2,180	2,384	2,515.5	2,555.6	1.6
May	1,625	1,744	1,714	1,813	1,914	2,044	2,179.1	2,218.8	1.8
June	1,765	1,835	1,855	1,979	2,049	2,145	2,279.1	2,389.8	4.9
July	2,046	2,163	2,223	2,274	2,325	2,491	2,663.0	2,834.8	6.4
August	1,773	1,812	1,809	1,932	2,021	2,171	2,261.8	2,345.1	3.7
September	1,148	1,194	1,247	1,339	1,305	1,403	1,579.7	1,685.1	6.7
October	1,373	1,403	1,422	1,486	1,539	1,714	1,833.6	1,847.0	0.7
November	1,635	1,599	1,722	1,799	1,922	2,040	2,125.7	2,183.3	2.7
December	2,119	2,110	2,262	2,305	2,471	2,640	2,788.0	2,848.7	2.2
YTD	21,737.3	22,353.0	23,045.9	24,126.4	24,906.6	26,469.2	28,154.1	29,341.3	4.2

NOTE: Imputed from data on international travel to member countries

Source: CTO & CTO member countries

Destination	Period	Tourist Arrivals	% Change		
			Overall	Winter#	Summer#
Anguilla	Jan-Dec	79,239	8.2	6	9.8
Antigua & Barbuda *	Jan-Dec	265,187	5.9	10.7	2.8
Aruba	Jan-Dec	1,101,954	-10	3.8	-16.6
Bahamas	Jan-Dec	1,481,771	-0.1	1.4	-1
Barbados ^P	Jan-Dec	631,513	6.7	4.5	8
Belize	Jan-Dec	385,583	13	15.7	11.4
Bermuda *	Jan-Dec	244,491	11.2	7.4	12.3
British Virgin Islands	Jan-Dec	407,764	3.8	4.1	3.5
Cayman Islands	Jan-Dec	385,451	0	-2.8	1.9
Cuba	Jan-Aug	2,715,484	11.7	11.9	11.5
Curacao	Jan-Dec	441,262	-5.6	4.6	-10.8
Dominica	Jan-Dec	78,369	5.2	-6.9	11.8
Dominican Republic *	Jan-Dec	5,959,347	6.4	6.5	6.4
Grenada ^N	Jan-Dec	135,359	2.1	7.7	-0.8
Guyana	Jan-Dec	235,295	13.8	0.7	20
Haiti	Jan-Nov	383,780	-18.1	-10	-22.5
Jamaica	Jan-Dec	2,181,684	2.8	2.2	3.1
Martinique	Jan-Dec	519,304	6.6	9.8	4.3
Montserrat	Jan-Jul	5,138	5.5	18	-12.1
Puerto Rico **	Jan-Dec	1,790,229	-0.1	2.6	-1.7
Saint Lucia	Jan-Dec	347,872	0.9	-1.5	2.3
St. Kitts & Nevis [^]	Jan-Apr	41,564	-3.8	-3.8	-
St. Maarten * ^P	Jan-Dec	528,154	4.5	9.4	1.3
St. Vincent & the Grenadines	Jan-Dec	78,751	4.5	9.3	1.9
Suriname ***	Jan-Dec	256,951	13.4	-0.6	20.3
Trinidad & Tobago ***	Jan-Dec	408,782	-7	-5.6	-7.8
Turks & Caicos Islands ^P	Jan-Dec	453,612	17.5	22	14.5
U S Virgin Islands	Jan-Dec	796,889	4.3	-0.1	7.1

* Non-Resident Air Arrivals, ** Non-Resident Hotel registrations only, *** Air Arrivals by Nationality

^P Preliminary figures ^N New series – excludes long-term students

Winter - Jan to Apr; Summer - May to Dec [^] Excludes data from Vance M. Amory Int'l Airport in Nevis

N.B: Figures are subject to revision by reporting countries

SOURCE - Data supplied by member countries and available as at July 3, 2017

	2009	2010	2011	2012	2013	2014	2015	2016	% CH 16/15
January	2535.1	2489.2	2691.1	2871.4	3096.8	3062.8	3207.4	3233.3	0.8
February	2251.6	2287.7	2441.9	2729.3	2522.1	2684.0	2949.6	3061.4	3.8
March	2506.3	2712.8	2828.6	2776.2	2657.7	2862.0	3185.9	3290.8	3.3
April	1939.6	1998.8	2183.5	2112.9	2012.7	2279.8	2353.6	2193.3	-6.8
May	1010.2	1254.6	1251.4	1211.6	1185.8	1455.4	1407.1	1482.1	5.3
June	1030.3	1255.9	1180.0	1127.9	1158.9	1411.8	1440.4	1515.2	5.2
July	1146.4	1285.0	1178.3	1194.5	1306.6	1674.3	1509.0	1538.9	2.0
August	1082.8	1254.3	1158.8	1155.9	1263.3	1521.6	1381.3	1514.3	9.6
September	902.6	1002.2	956.5	941.2	1042.2	1276.5	1282.4	1338.1	4.3
October	1,178.6	1321.0	1184.1	1120.5	1329.5	1517.9	1463.3	1368.2	-6.5
November	1,826.3	2156.4	2222.9	2045.4	2200.6	2330.6	2478.7	2554.6	3.1
December	2,556.9	2724.4	2916.5	2695.6	3011.2	3297.5	3345.8	3252.8	-2.8
YTD	19,966.6	21,742.4	22,193.5	21,982.5	22,787.1	25,374.1	26,004.5	26,343.0	1.3

NOTE: Imputed from data on Cruise Passenger travel to member countries

Source: CTO & CTO member countries

Table 4: Cruise Passenger Arrivals - 2016 & 2015				
Destination	Period	2016	2015	% ch.
Antigua & Barbuda	Jan-Dec	608,503	644,314	-5.6
Aruba	Jan-Dec	656,043	607,019	8.1
Bahamas	Jan-Dec	4,690,374	4,513,458	3.9
Barbados	Jan-Dec	594,096	586,615	1.3
Belize	Jan-Dec	1,005,394	957,975	4.9
Bermuda	Jan-Dec	397,934	370,764	7.3
British Virgin Islands	Jan-Dec	699,105	516,436	35.4
Cayman Islands	Jan-Dec	1,711,849	1,716,812	-0.3
Cozumel (Mexico)	Jan-Dec	3,637,321	3,396,072	7.1
Curacao	Jan-Dec	464,652	528,090	-12
Dominica	Jan-Dec	277,131	281,545	-1.6
Dominican Republic	Jan-Dec	809,286	528,999	53
Grenada	Jan-Dec	314,913	280,518	12.3
Guadeloupe	Jan-Feb	135,506	167,426	-19.1
Haiti	Jan-Dec	707,924	673,501	5.1
Jamaica	Jan-Dec	1,655,559	1,568,702	5.5
Martinique	Jan-Dec	276,056	241,623	14.3
Puerto Rico	Jan-Dec	1,401,866	1,459,989	-4
St. Kitts & Nevis	Jan-Jun	524,546	565,989	-7.3
Saint Lucia	Jan-Dec	587,421	677,394	-13.3
St. Maarten	Jan-Dec	1,668,863	1,901,617	-12.2
St. Vincent & the Grenadines	Jan-Dec	99,542	82,079	21.3
Trinidad & Tobago	Jan-Dec	82,698	79,405	4.1
Turks & Caicos Islands	Jan-Dec	846,963	929,737	-8.9
U S Virgin Islands	Jan-Dec	1,776,685	1,878,847	-5.4

N.B: Figures are subject to revision by reporting countries ^P Preliminary figures

Source - Data supplied by member countries and available as at July 3, 2017.





BARBADOS

OVERVIEW

Table of Contents

- BARBADOS TOURISM PERFORMANCE - OVERVIEW 23**
- Long Stay Tourist Arrivals 23
- Market Performance 24
- Top Visitor-Generating Countries..... 25
- Visitor Profile/Demographics 26
- Purpose of Visit..... 26
- Length of Stay 27
- Age 27
- Accommodation 28
- Gender 29
- APPENDIX 30**

BARBADOS TOURISM PERFORMANCE - OVERVIEW

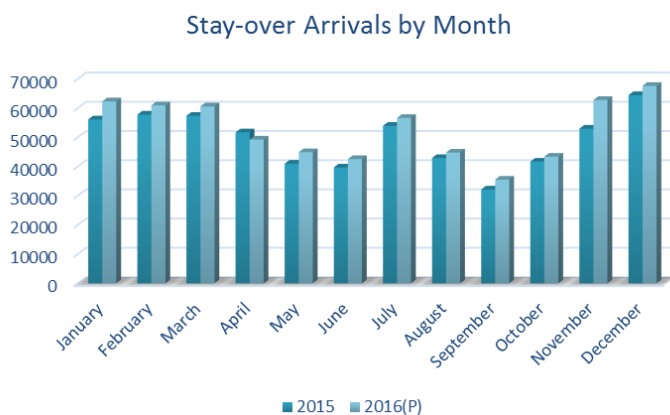
Long Stay Tourist Arrivals

MARKET	2015	2016(P)	AB CHANGE	% CHANGE
U.S.A	148,067	168,945	20,878	14.1
Canada	74,494	78,903	4,409	5.9
U.K	214,175	218,638	4,463	2.1
Germany	12,338	11,492	-846	-6.9
Other Europe	28,514	28,278	-236	-0.8
Trinidad & Tobago	29,659	34,000	4,341	14.6
Other Caricom	58,321	65,679	7,358	12.6
Other Countries	26,304	25,578	-726	-2.8
TOTAL	591,872	631,513	39,641	6.7

Source: Barbados Statistical Service

According to the Barbados Statistical Service (BSS), Barbados attracted 631,513 stay-over visitors during the period January to December 2016. This represented a significant increase of 6.7% or 39,641 more visitors when compared with the corresponding period for 2015.

All of the months of the year 2016 (with the exception of April) recorded increases in arrivals with December (67,643), November (62,802), January (62,338) and February (60,969) emerging as the peak months.

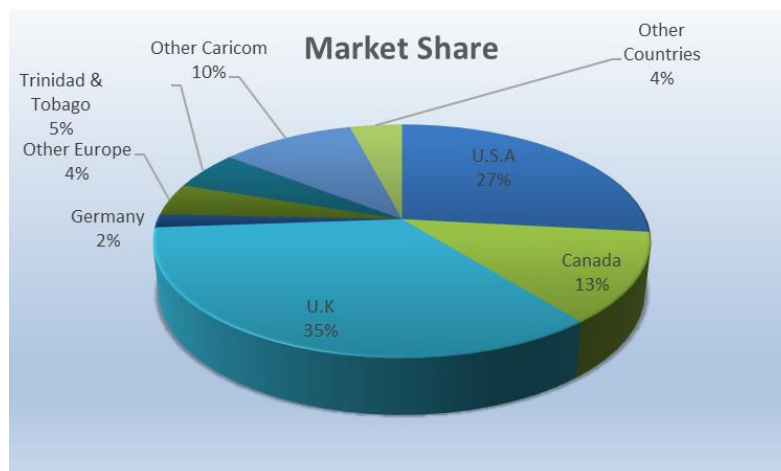


The highest growth was recorded during the month of November when arrivals grew by 18.5% to total 62,802. The lowest number of arrivals was recorded during the month of September (35,537). Notwithstanding that September is usually a slower period, this month recorded growth of 10.5% when compared with September 2015.

Market Performance

As in previous years, the **United Kingdom** remained the primary source market. This market contributed 35% to stay-over arrivals to the island with an increase of 2.1%. There were 218,638 arrivals.

The **United States** followed in second position capturing 27% of the market share with 168,945 arrivals; registering an increase of 14.1% compared to 2015.



CARICOM continued to hold its own contributing 15% of business during the reporting period. Some 99,679 arrivals were recorded (Trinidad & Tobago, 34,000 arrivals and Other CARICOM, 65,679 arrivals). Increases of 14.6% and 12.6% were recorded for Trinidad and Tobago and the other CARICOM territories respectively, when compared with 2015.

Generating 12% of business to Barbados, arrivals from **Canada** grew from 74,494 during 2015 to 78,903 arrivals during 2016 resulting in an increase of 5.9%.

The **European** market continued to contribute 6% of the overall total of visitor arrivals; however, this market continued to experience a falloff in business to the destination. Barbados received a total of 39,770 visitors; a decline in arrivals of 2.6% or 1,082 fewer arrivals compared with 2015. **Germany** was the top producer of business for Barbados from this market; however, there was a 6.9% decline in arrivals as 11,492 arrivals were recorded. There was also a decline in arrivals from **Other Europe** as arrivals slightly fell by 0.8% from 28,514 during 2015 to 28,278 during 2016.

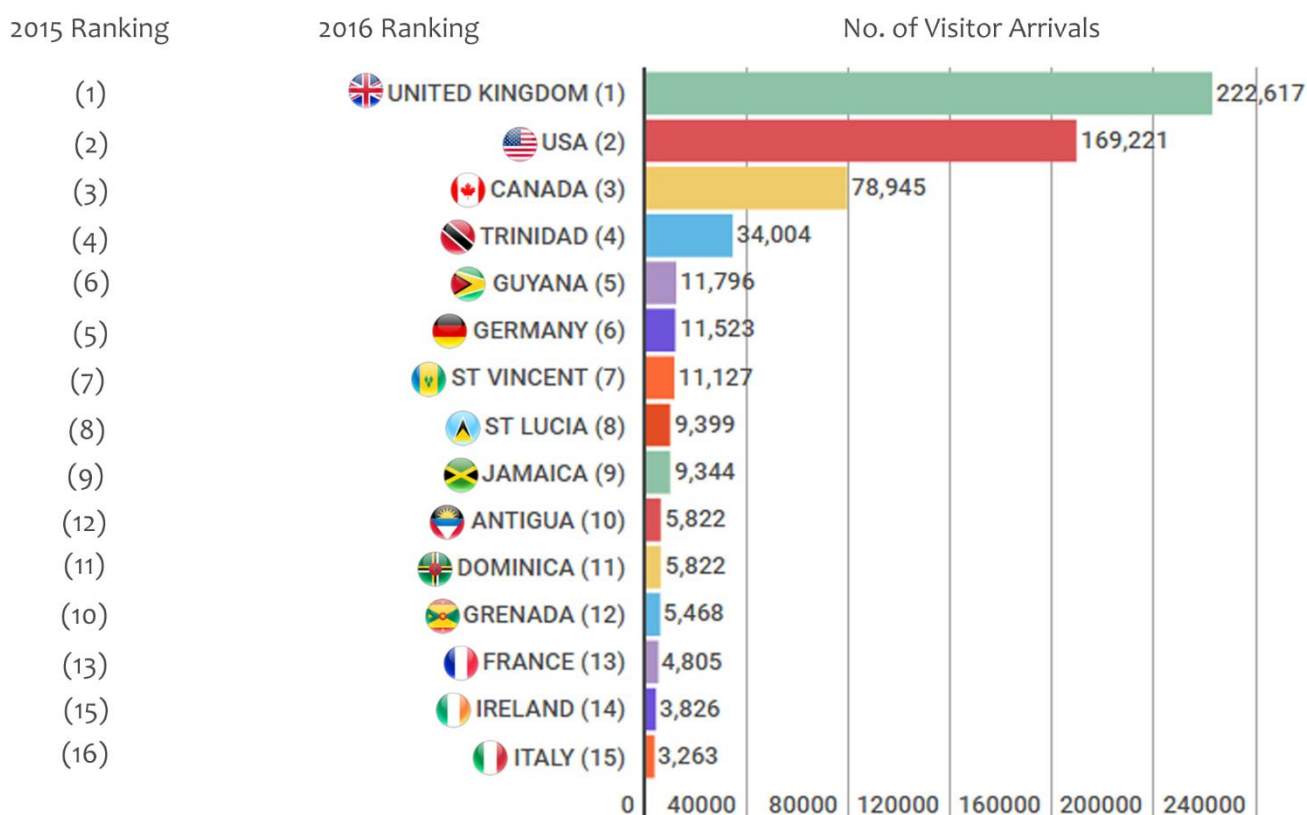
According to in-house figures from the Barbados Tourism Marketing Inc. (BTMI), there was also a small contribution from **Central and South America**. Arrivals grew by 6.5% to total 11,488 during 2016. Brazil contributed to the majority of visitors from this market with 3,081

visitors; however, this market registered a significant decline of 24.1%. Colombia, the second highest producer mitigated the fall off of Brazilian visitors with robust growth of 202.8% when arrivals grew from 776 during 2015 to 2,350 during 2016.

Top Visitor-Generating Countries

During the year 2016, the top four countries, the United Kingdom, United States, Canada and Trinidad remained the same in ranking as that of 2015, accounting for 79 per cent of total arrivals to Barbados.

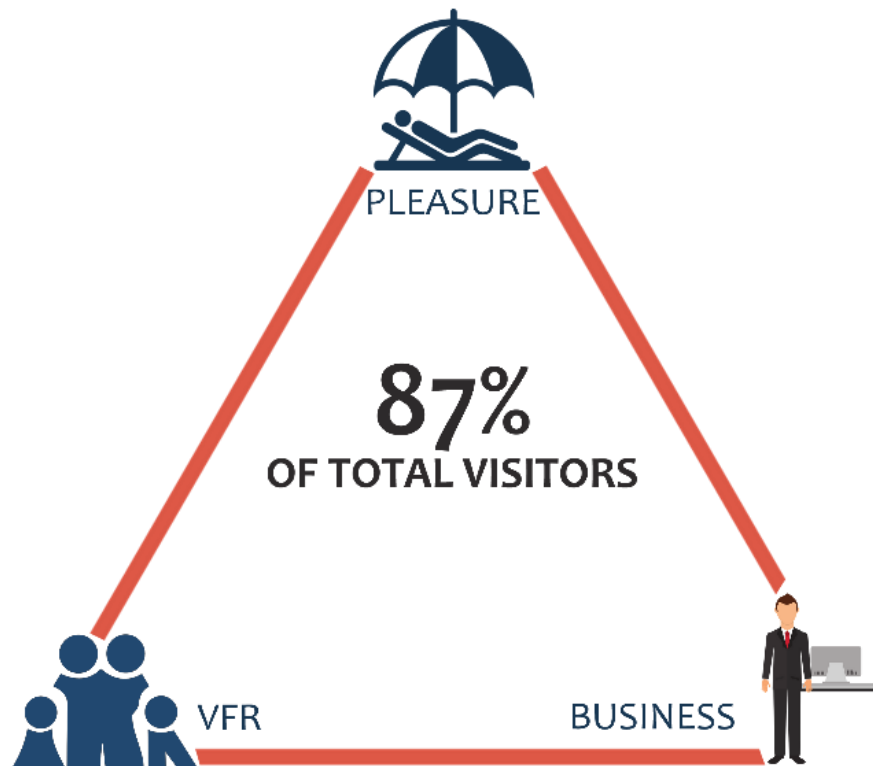
However, there were slight changes in the ranking positions that followed. Germany and Guyana switched positions as Germany moved down to 6th position while Guyana moved to 5th. St. Vincent, St. Lucia, Jamaica and Dominica remained at 7th, 8th, 8th and 11th position, respectively; while Grenada and Antigua switched positions as Antigua moved up to number 10 while Grenada moved downwards to 12th position. France remained in 13th position and Brazil which was ranked in 14th position in 2015, moved down to position number 17; this resulted in Ireland and Italy moving up in rankings to 14th and 15th positions, respectively.



Visitor Profile/Demographics

Purpose of Visit

The prime motivation for travel to Barbados continued to be for pleasure followed by business and visiting friends and relatives (VFR). These three segments accounted for 87% of total visitors to Barbados.



With 470,301 visitors, pleasure/holiday/vacation category accounted for approximately three quarters of the percentage share.

The Visiting Friends and Relatives (VFR) category (6%) increased by one percentage point while persons travelling for business (7%) moved one percentage point down when compared to 2015.

Length of Stay

During the year 2016, the overall average duration of stay of tourists remained unchanged at 9 days when compared to 2015.

It was revealed that the majority of visitors (+67%) stayed between 4 to 14 days (33.5% stayed between 7-10 days, 18.2 per cent stayed between 4-6 days) whilst 15.4% stayed 11-14 days.



LENGTH OF STAY

4-14 DAYS

+67% PERCENT

7-10 DAYS

33.5% PERCENT

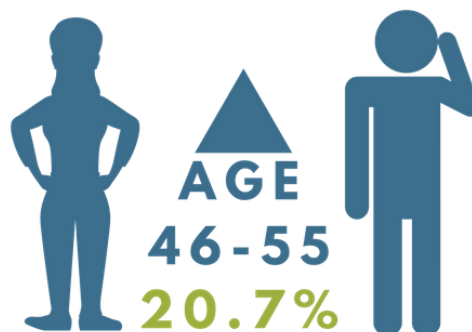
4-6 DAYS

18.2% PERCENT

There was an increase in all categories of length of stay; however, there was a significant increase (+14.6%) in visitors staying between 4-6 days.

Age

As in 2015, the majority of the tourists in 2016 were between 46 to 55 years, accounting for 20.7 per cent of the total visitors. There was an increase in visitors in all of the age groups; however, there was a significant increase (+11.3%) in visitors between the ages of 18 and 25.



Accommodation

Staying with friends and relatives was the preferred choice of accommodation by visitors (+21.9%) during the year 2016. When compared to the same period last year there was an increase of 11.5%.



Luxury properties followed; however, the number of visitors using this type of accommodation fell by 2.1% from 104,648 in 2015 to 102,487 in 2016 resulting in its percentage share falling by almost two percentage points to 16.2%.

The percentage share of properties with over **100 rooms** remained unchanged at 15%. Some 94,780 visitors preferred this type of accommodation, an increase of 6.2% or 5,495 additional visitors over 2015.

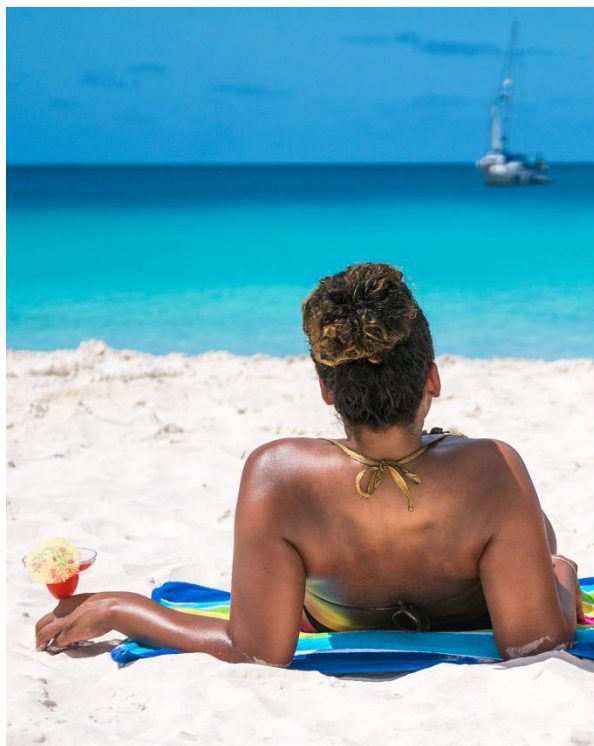
Villas were also one of the preferred choice of accommodation among visitors, this category remained unchanged with 14% of the visitors' preference with a total of 86,165 visitors. The number of visitors using this type of accommodation grew by 6.6%.

The number of visitors at **all-inclusive** properties increased by 11.8% to a total of 76,665. The percentage share rose slightly from 11.6% in 2015 to 12.1% in 2016.

The percentage share of visitors using the remaining types of accommodation remained slightly unchanged.

Gender

During 2016 there was a change in the gender distribution of visitors as the share of females increased by one percentage point to 53 percent whilst the share of males fell to 47 percent.



APPENDIX

Table 1: Visitor Arrivals by Month

	2015	2016(P)	ACTUAL CHANGE	% CHANGE
January	56125	62338	6213	11.1
February	57789	60969	3180	5.5
March	57385	60601	3216	5.6
April	51716	49248	-2468	-4.8
May	40993	44935	3942	9.6
June	39687	42565	2878	7.3
July	53964	56670	2706	5.0
August	42927	44807	1880	4.4
September	32153	35537	3384	10.5
October	41688	43398	1710	4.1
November	52987	62802	9815	18.5
December	64458	67643	3185	4.9

Table 2: Visitor Arrivals by Markets

	2015	2016(P)	AB CHG	% CHG
U.S.A	148,067	168,945	20,878	14.1
Canada	74,494	78,903	4,409	5.9
U.K	214,175	218,638	4,463	2.1
Germany	12,338	11,492	-846	-6.9
Other Europe	28,514	28,278	-236	-0.8
Trinidad & Tobago	29,659	34,000	4,341	14.6
Other Caricom	58,321	65,679	7,358	12.6
Other Countries	26,304	25,578	-726	-2.8
TOTAL	591,872	631,513	39,641	6.7

Table 4: Accomodation

ACCOMODATION	2015	2016	ABS CHG	% CHG	% SHARE	
					2015	2016
FRIENDS	124,144	138,424	14280	11.5	21.0	21.9
LUXURY	104,648	102,487	-2161	-2.1	17.7	16.2
OVER 100 ROOMS	89,285	94,780	5495	6.2	15.1	15.0
VILLA	80,864	86,165	5301	6.6	13.7	13.6
ALL INCL	68,590	76,665	8075	11.8	11.6	12.1
INTIMATE	42,224	42,442	218	0.5	7.1	6.7
50-100 RMS	24,565	25,564	999	4.1	4.1	4.0
APTS	13,943	16,172	2229	16.0	2.4	2.6
UNDER 50 RMS	13,346	15,122	1776	13.3	2.3	2.4
NOT STATED	9,359	11,835	2476	26.5	1.6	1.9
OTHER	8,905	8,925	20	0.2	1.5	1.4
G HOUSES	5,677	6,206	529	9.3	1.0	1.0
HOUSE	3,621	3,905	284	7.8	0.6	0.6
CONDO	2,435	2,487	52	2.1	0.4	0.4
CRUISE	619	738	119	19.2	0.1	0.1
YACHT	77	216	139	180.5	0.0	0.0

Table 5: Length of Stay

	2015	2016	ABS CHG	% CHG	%SHARE	
					2015	2016
7-10 DAYS	201629	211784	10155	5.0	34.0	33.5
4-6 DAYS	100324	114927	14603	14.6	16.9	18.2
11-14 DAYS	95040	97265	2225	2.3	16.0	15.4
1 DAY	58502	61900	3398	5.8	9.9	9.8
2-3 DAYS	56028	61336	5308	9.5	9.5	9.7
15-21 DAYS	38551	40298	1747	4.5	6.5	6.4
22+ DAYS	37131	39306	2175	5.9	6.3	6.2
NOT STATED	5097	5317	220	4.3	0.9	0.8

Table 6: Age Category

	2015	2016	ABS CHG	% CHG	% SHARE	
					2015	2016
0-12	35501	37889	2388	6.7	6.0	6.0
13-17	20309	21190	881	4.3	3.4	3.4
18-25	45365	50500	5135	11.3	7.7	8.0
26-35	99766	104467	4701	4.7	16.8	16.5
36-45	97314	101853	4539	4.7	16.4	16.1
46-55	123108	130681	7573	6.2	20.8	20.7
56-65	99546	109113	9567	9.6	16.8	17.3
66+	70742	76217	5475	7.7	11.9	12.1
NOT STATED	651	223	-428	-65.7	0.1	0.0

Table 7: Purpose of Visit

	2015	2016	ABS CHG	% CHG	%SHARE	
					2015	2016
BUSINESS	44362	42471	-1891	-4.3	7.5	6.7
CONFERENCE/CO	10308	11280	972	9.4	1.7	1.8
CREW	25895	29617	3722	14.4	4.4	4.7
GETTING MARRIE	6	0	-6	-100.0	0.0	0.0
ATTENDING GRAI	181	256	75	41.4	0.0	0.0
HONEYMOON	7031	6209	-822	-11.7	1.2	1.0
INTRANSIT PASS	9956	12354	2398	24.1	1.7	2.0
MEDICAL ATTENI	1457	1515	58	4.0	0.2	0.2
OTHER PURPOSE	9128	8893	-235	-2.6	1.5	1.4
PLEASURE/HOLII	439549	470301	30752	7.0	74.2	74.4
STUDENT	4441	4461	20	0.5	0.7	0.7
SPECIAL EVENTS	76	96	20	26.3	0.0	0.0
SPORTS	7865	6338	-1527	-19.4	1.3	1.0
VISIT FRIENDS/I	29104	35462	6358	21.8	4.9	5.6
ATTENDING A WI	2943	2880	-63	-2.1	0.5	0.5

Table 8: Gender

	2015	2016	ABS CHG	% CHG	%SHARE	
					2015	2016
FEMALE	310561	336821	26260	8.5	52.4	53.3
MALE	281738	295307	13569	4.8	47.6	46.7

TABLE 9: Visitor Arrivals by Residence (2015 and 2016)

RESIDENCE	2015	2016	AB CHG	%CHG	RESIDENCE	2015	2016	AB CHG	%CHG	RESIDENCE	2015	2016	AB CHG	%CHG
AFGHANISTAN	1	0	-1	-100.0	GUAM	3	0	-3	-100.0	POLAND	962	819	-143	-14.9
AFRICA	7	4	-3	-42.9	GUATEMALA	131	106	-25	-19.1	POLYNES OT	4	1	-3	-75.0
ALBANIA	10	22	12	120.0	GUERNSEY	169	197	28	16.6	PORT TIMOR	0	0	0	-
ALGERIA	2	2	0	0.0	GUINEA	2	1	-1	-50.0	PORTUGAL	295	356	61	20.7
AMER SAMOA	0	1	1	-	GUYANA	11151	11796	645	5.8	QATAR	13	19	6	46.2
ANDORRA	11	4	-7	-63.6	HAITI	196	215	19	9.7	ROMANIA	228	227	-1	-0.4
ANGOLA	8	0	-8	-100.0	HONDURAS	89	97	8	9.0	RUSSIA	1102	909	-193	-17.5
ANGUILLA	246	307	61	24.8	HONG KONG	54	49	-5	-9.3	RWANDA	4	4	0	0.0
ANTIGUA	4687	5822	1135	24.2	HUNGARY	302	294	-8	-2.6	SOUTH AFRICA	540	503	-37	-6.9
ARGENTINA	442	688	246	55.7	ICELAND	49	17	-32	-65.3	SOUTH KOREA	78	73	-5	-6.4
ARMENIA	10	8	-2	-20.0	INDIA	944	900	-44	-4.7	SALVADOR	33	64	31	93.9
ARUBA	66	46	-20	-30.3	INDONESIA	69	72	3	4.3	SAMOA	11	3	-8	-72.7
AUSTRALIA	2362	2301	-61	-2.6	IRAN	9	12	3	33.3	SAN MARINO	13	4	-9	-69.2
AUSTRIA	967	1059	92	9.5	IRAQ	0	0	0	-	SAO TOME	0	0	0	-
AZERBAIJAN	12	3	-9	-75.0	IRELAND	3751	3826	75	2.0	SAUDI ARABIA	43	24	-19	-44.2
B.V.I.	1109	1360	251	22.6	ISRAEL	222	203	-19	-8.6	SCOTLAND	0	0	0	-
BAHAMAS	1222	1364	142	11.6	ITALY	3579	3263	-316	-8.8	SENEGAL	8	0	-8	-100.0
BAHRAIN	12	6	-6	-50.0	IVORY COAST	3	3	0	0.0	SERBIA	30	47	17	56.7
BANGLADESH	36	27	-9	-25.0	JAMAICA	7855	9344	1489	19.0	SEYCHELLES	12	4	-8	-66.7
BELARUS	46	60	14	30.4	JAPAN	337	373	36	10.7	SIERRA LEO	13	12	-1	-7.7
BELGIUM	584	530	-54	-9.2	JERSEY	397	545	148	37.3	SINGAPORE	95	93	-2	-2.1
BELIZE	546	507	-39	-7.1	JORDAN	81	15	-66	-81.5	SLOVAKIA	206	208	2	1.0
BENIN	2	0	-2	-100.0	KAZAKHSTAN	62	33	-29	-46.8	SLOVENIA	148	90	-58	-39.2
BERMUDA	984	1056	72	7.3	KENYA	60	51	-9	-15.0	SOLOMON IS	3	1	-2	-66.7
BHUTAN	2	0	-2	-100.0	KIRIBATI	8	2	-6	-75.0	SOMALIA	0	3	3	-
BOLIVIA	28	38	10	35.7	KOREA	6	7	1	16.7	SPAIN	1121	1214	93	8.3
BOSNIA	4	3	-1	-25.0	KOSOVO	0	0	0	-	SRI LANKA	32	35	3	9.4
BOTSWANA	14	11	-3	-21.4	KUWAIT	5	13	8	160.0	ST KITTS	3064	3224	160	5.2
BRAZIL	4080	3081	-999	-24.5	KYRGYZSTAN	3	1	-2	-66.7	ST LUCIA	8697	9399	702	8.1
BRIT INDIA	1	0	-1	-100.0	LAOS	0	0	0	-	ST MAARTEN	58	67	9	15.5
BRUNEI	5	0	-5	-100.0	LATVIA	114	77	-37	-32.5	ST VINCENT	10029	11127	1098	10.9
BULGARIA	173	154	-19	-11.0	LEBANON	16	10	-6	-37.5	SUDAN	10	5	-5	-50.0
BURKIN FASO	0	0	0	-	LESOTHO	2	1	-1	-50.0	SURINAME	529	741	212	40.1
BURUNDI	0	2	2	-	LIBERIA	2	3	1	50.0	SWAZILAND	7	2	-5	-71.4
C AFRICA	4	1	-3	-75.0	LIBYA	0	0	0	-	SWEDEN	2090	2193	103	4.9
CAMBODIA	6	2	-4	-66.7	LIECHTEN	21	17	-4	-19.0	SWITZERLAND	2127	2070	-57	-2.7
CAMEROON	26	24	-2	-7.7	LITHUANIA	134	153	19	14.2	SYRIA	2	3	1	50.0
CANADA	74512	78945	4433	5.9	LUXEMBOURG	106	104	-2	-1.9	TAIWAN	29	15	-14	-48.3
CANAL ZONE	3	1	-2	-66.7	MACAU	3	0	-3	-100.0	TAJIKISTAN	0	2	2	-
CANARY ISLANDS	0	2	2	-	MACEDONIA	9	15	6	66.7	TANZANIA	14	7	-7	-50.0
CAPE VERDE	0	2	2	-	MADAGASCAR	1	4	3	300.0	THAILAND	32	39	7	21.9
CAYMAN ISLAND	452	381	-71	-15.7	MADEIRA	0	0	0	-	TOGO	1	2	1	100.0
CHAD	24	0	-24	-100.0	MALAWI	7	6	-1	-14.3	TONGO	8	10	2	25.0
CHILE	148	204	56	37.8	MALAYSIA	64	53	-11	-17.2	TORTOLA	0	0	0	-
CHINA	643	646	3	0.5	MALDIVES	1	1	0	0.0	TRANSKEI	2	0	-2	-100.0
COCOS ISLS	2	0	-2	-100.0	MALTA	4	0	-4	-100.0	TRINIDAD	29661	34004	4343	14.6
COLOMBIA	776	2350	1574	202.8	MARSHALL	61	61	0	0.0	TRISTAN	6	14	8	133.3
COMOROS	0	0	0	-	MALDIVES	3	1	-2	-66.7	TUNISIA	55	72	17	30.9
CONGO	6	12	6	100.0	MARTINIQUE	0	90	90	-	TURKEY	83	71	-12	-14.5
COSTA RICA	241	182	-59	-24.5	MAURITANIA	1396	1202	-194	-13.9	TURKMENISN	21	24	3	14.3
CROATIA	120	158	38	31.7	MAURITIUS	2	2	0	0.0	TURKS	171	170	-1	-0.6
CUBA	146	245	99	67.8	MEXICO	33	79	46	139.4	UGANDA	24	18	-6	-25.0
CURACAO	103	76	-27	-26.2	MICRONESIA	457	589	132	28.9	UK	213767	218049	4282	2.0
CYPRUS	60	66	6	10.0	MOLDOVA	1	2	1	100.0	UKRAINE	297	262	-35	-11.8
CZECHOSLOVAKIA	341	374	33	9.7	MONACO	16	10	-6	-37.5	UN ARAB EM	114	117	3	2.6
DENMARK	904	849	-55	-6.1	MONGOLIA	138	98	-40	-29.0	URUGUAY	73	76	3	4.1
DOMIN REPUBLIC	542	653	111	20.5	MONTENEGRO	1	2	1	100.0	US VIRGINS	376	255	-121	-32.2
DOMINICA	4931	5822	891	18.1	MONTserrat	3	31	28	933.3	USA	148165	169221	21056	14.2
EAST TIMOR	0	0	0	-	MOROCCO	190	189	-1	-0.5	UZBEKISTAN	11	10	-1	-9.1
ECUADOR	73	72	-1	-1.4	MOZAMBIQUE	15	4	-11	-73.3	VANUATU	9	2	-7	-77.8
EQ GUINEA	0	2	2	-	MYANMAR	2	2	0	0.0	VENEZUELA	2347	1575	-772	-32.9
EGYPT	14	8	-6	-42.9	NORTH KOREA	1	2	1	100.0	VIETNAM	6	15	9	150.0
ERITREA	1	1	0	0.0	NEW ZEALAND	0	54	54	-	YEMEN	1	0	-1	-100.0
ESTONIA	95	106	11	11.6	NAURU	480	404	-76	-15.8	YUGOSLAVIA	0	0	0	-
ETHIOPIA	6	23	17	283.3	NAMIBIA	0	0	0	-	ZAMBIA	26	16	-10	-38.5
FRENCH POLYNESIA	0	1	1	-	NEPAL	11	12	1	9.1	ZIMBABWE	83	69	-14	-16.9
FAEROE ISLANDS	0	0	0	-	NETHERLAND ANTILLES	20	29	9	45.0	OTHER	469	471	2	0.4
FALKLANDS	0	0	0	-	NETHERLAND	458	402	-56	-12.2					
FIJI	20	12	-8	-40.0	NEW CALED	2130	2058	-72	-3.4					
FINLAND	654	547	-107	-16.4	NICARAGUA	0	13	13	-					
FRENCH GUIANA	75	41	-34	-45.3	NIGER	36	154	118	327.8					
FRANCE	4342	4805	463	10.7	NIGERIA	3	2	-1	-33.3					
FRENCH STH	1	0	-1	-100.0	NORWAY	876	583	-293	-33.4					
FRENCH W.I	92	114	22	23.9	OMAN	1112	936	-176	-15.8					
GABON	8	0	-8	-100.0	PALESTINE	6	3	-3	-50.0					
GAMBIA	6	4	-2	-33.3	PAKISTAN	548	456	-92	-16.8					
GEORGIA	9	15	6	66.7	PALAU	118	64	-54	-45.8					
GERMANY	12406	11523	-883	-7.1	PALESTINE	1	0	-1	-100.0					
GHANA	87	74	-13	-14.9	PANAMA	2	10	8	400.0					
GIBRALTAR	27	29	2	7.4	PAPUA NEW GUINEA	515	738	223	43.3					
GREECE	172	203	31	18.0	PARAGUAY	8	1	-7	-87.5					
GREENLAND	0	0	0	-	PERU	16	13	-3	-18.8					
GRENADE	4984	5468	484	9.7	PHILIPPINES	128	227	99	77.3					
GUADELOUPE	683	677	-6	-0.9		612	415	-197	-32.2	TOTAL	592302	632133	39831	6.7



An aerial photograph of the London skyline at dusk or dawn. The River Thames flows through the bottom of the frame, with several boats visible. The city is densely packed with buildings, including the prominent white, curved architecture of the Gherkin (30 St Mary Axe) and the dark, glass-clad skyscrapers of the Canary Wharf financial district. A large, semi-transparent yellow circle is centered over the city, and the words "UNITED KINGDOM" are written in a bold, blue, sans-serif font across the middle of the image.

**UNITED
KINGDOM**

Table of Contents

UNITED KINGDOM.....37

Sources of Tourism Demand..... 37

Seasonality of Arrivals 38

Purpose of Visit..... 38

Average Duration of Stay and Tourist Nights 38

Type of Accommodation 39

Age & Sex Distributions 39

APPENDIX40

UNITED KINGDOM

Sources of Tourism Demand

The United Kingdom has retained its position as the leading producer of all the markets for 2016 accounting for 35.2% of business to Barbados, recording an increase of 2.1% when compared with 2015. This increase can be attributed to trade shows and road shows in the market, coupled with co-op marketing agreements and working closely with hotel partners.

Table 1. Tourism Arrivals by the Top Producing Counties (2013, 2014, 2015 & 2016)

COUNTIES	2013	2014	2015	2016	% Change		
					14/13	15/14	16/15
GREATER LONDON	22605	19962	21675	30155	-11.7	8.6	39.1
SURREY	7802	7032	8346	11892	-9.9	18.7	42.5
ESSEX	5489	4656	5162	8305	-15.2	10.9	60.9
KENT	5072	4570	5468	8218	-9.9	19.6	50.3
LANCASHIRE	3433	4506	4774	7671	31.3	5.9	60.7
CHESHIRE	3993	4979	5534	7007	24.7	11.1	26.6
WEST SUSSEX	2876	3148	6121	6880	9.5	94.4	12.4
SCOTLAND	4077	3829	5685	6146	-6.1	48.5	8.1
HAMPSHIRE&ISLE OF WIGHT	3772	3312	3773	5707	-12.2	13.9	51.3
HERTFORDSHIRE	3621	3270	3770	5466	-9.7	15.3	45.0
BERKSHIRE	3475	3242	3463	5418	-6.7	6.8	56.5
WEST MIDLANDS	3189	3161	3578	5163	-0.9	13.2	44.3
OTHER COUNTIES	103358	125512	140735	114588	21.4	12.1	-18.6
TOTAL UK VISITORS	172762	191179	218084	222616	10.7	14.1	2.1

Source: Barbados Tourism Marketing Inc.

Greater London continued its unbroken position as the primary source county for travel to Barbados in 2016, contributing 13.5% of business. Of those Greater London visitors, 83.2% were leisure travellers and 7.2% were persons visiting friends and relatives (VFR). This area reported an increase of 39.1% in arrivals when compared with 2015.

For the year in review, there were increases across the top counties when compared with the previous year. Of note, was the county of Essex which recorded 60.9% growth and Lancashire who registered a similar increase of 60.7%.

Table 2. Top Ten Source Counties (2015 & 2016)

Counties	2015		Counties	2016	
	Total Arrivals	Percentage Share		Total Arrivals	Percentage Share
GREATER LONDON	21675	9.9	GREATER LONDON	30155	13.5
SURREY	8346	3.8	SURREY	11892	5.3
ESSEX	5162	2.4	ESSEX	8305	3.7
KENT	5468	2.5	KENT	8218	3.7
LANCASHIRE	4774	2.2	LANCASHIRE	7671	3.4
CHESHIRE	5534	2.5	CHESHIRE	7007	3.1
WEST SUSSEX	6121	2.8	WEST SUSSEX	6880	3.1
SCOTLAND	5685	2.6	SCOTLAND	6146	2.8
HAMPSHIRE&ISLE OF WIGHT	3773	1.7	HAMPSHIRE&ISLE OF WIGHT	5707	2.6
HERTFORDSHIRE	3770	1.7	HERTFORDSHIRE	5466	2.5
TOTAL	70308	32.2	TOTAL	97447	43.8

Source: Barbados Tourism Marketing Inc.

Seasonality of Arrivals

This market amassed increases for eight months of the calendar year for 2016. The best performing month for this market was January, with a total of 24,877 tourists being recorded; this represented an increase of 16.4% when compared to the previous year. The months which recorded decreases during this period were April (-22.7%), July (-2.1%), October (-3.2%) and December (-2.2%). September consistently records the lowest arrivals, and 2016 was no exception with this market registering 12,108 tourists. In spite of this, September showed an increase of 1.8% over 2015 **(See Appendix: Chart 1)**.

Purpose of Visit

The majority of visitors from this market continue to be motivated to travel to Barbados for the purpose of pleasure. This segment accounted for 84% of arrivals, a 2.2% increase over 2015.

Approximately 3.2% of travellers visited friends and relatives, registering an increase of 15.5%, whilst the business sector (2.1%) saw a decline of 17.1% when compared with the previous year.

Of the total leisure traveller, 13.4% originated from Greater London, followed by the county of Surrey (5.2%). For the year in review, Greater London also had the majority of VFR traffic (30.9%) as well as Business travellers (10.3%).



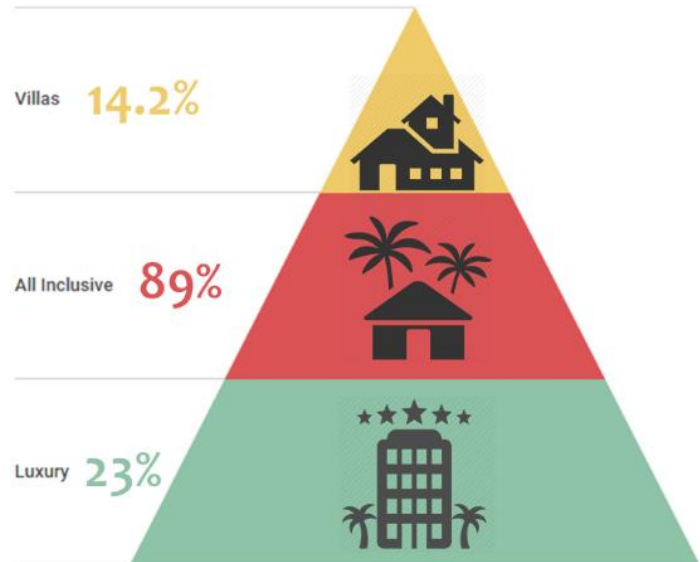
Average Duration of Stay and Tourist Nights

Visitors from the United Kingdom typically spend 7 – 10 days and 2016 was unchanged, with 40% of travellers staying on island for this duration; recording 2.1% increase when compared with 2015. Visitors staying between 11 and 14 days accounted for 26.5% of business, registering a 1.3% increase over the corresponding year. Approximately nine percent of travellers who opted to stay for a longer duration (15 – 21 days) showed a 6.7% improvement when compared with the previous year. **(See Appendix: Chart 2)**

The total number of nights spent by the 222,616 tourists who visited Barbados in 2016 amounted to 2,615,353. This was an increase of 2.7% when compared with the figure of 2,545,929 nights recorded for the previous year (See Appendix: Table 4).

Type of Accommodation

The trend of place of stay by UK travellers has remained consistent with luxury establishments accounted for 23% of business from this market. This type of accommodation was clearly the preferred choice but registered a decline in business of 5.2% when compared with 2015. All-inclusive properties picked up 18.9% of business and experienced an increase of 5.1% whilst villas (14.2%) registered a 3.6% increase.



Of note is the 27% of traffic from Greater London that chose to stay with friends rather than the traditional type of accommodation. **(See Appendix: Table 6)**

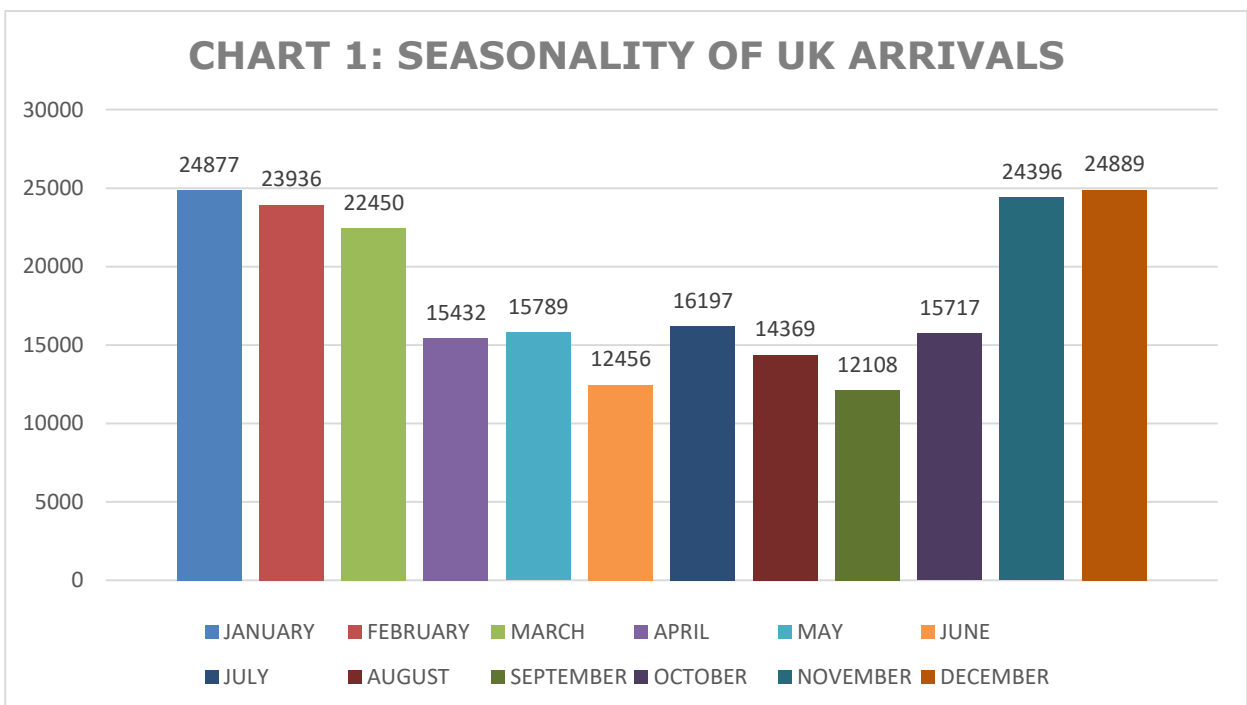
Age & Sex Distributions

Of the total UK tourists in 2016, 47% were male and 53% were female.



A review of age distribution showed a similar pattern to that of the previous year with a large proportion of tourists between the ages of 46 – 55 years accounting for 22.6% of UK business; recording a slight increase of 2.7% when compared with the year 2015. Age group 56 – 65 (19.4%) showed an increase of 6.2%; whilst travellers 66+ years had a 14.6% share with an increase of 6% in contrast to the previous year **(See Appendix: Chart 3 and Table 5).**

APPENDIX



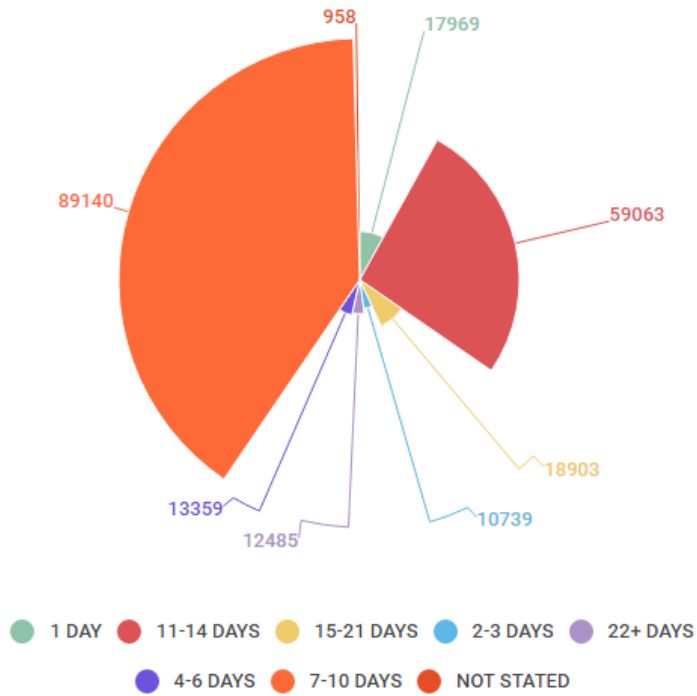


CHART 2: AVERAGE DURATION OF STAY AND TOURIST NIGHTS

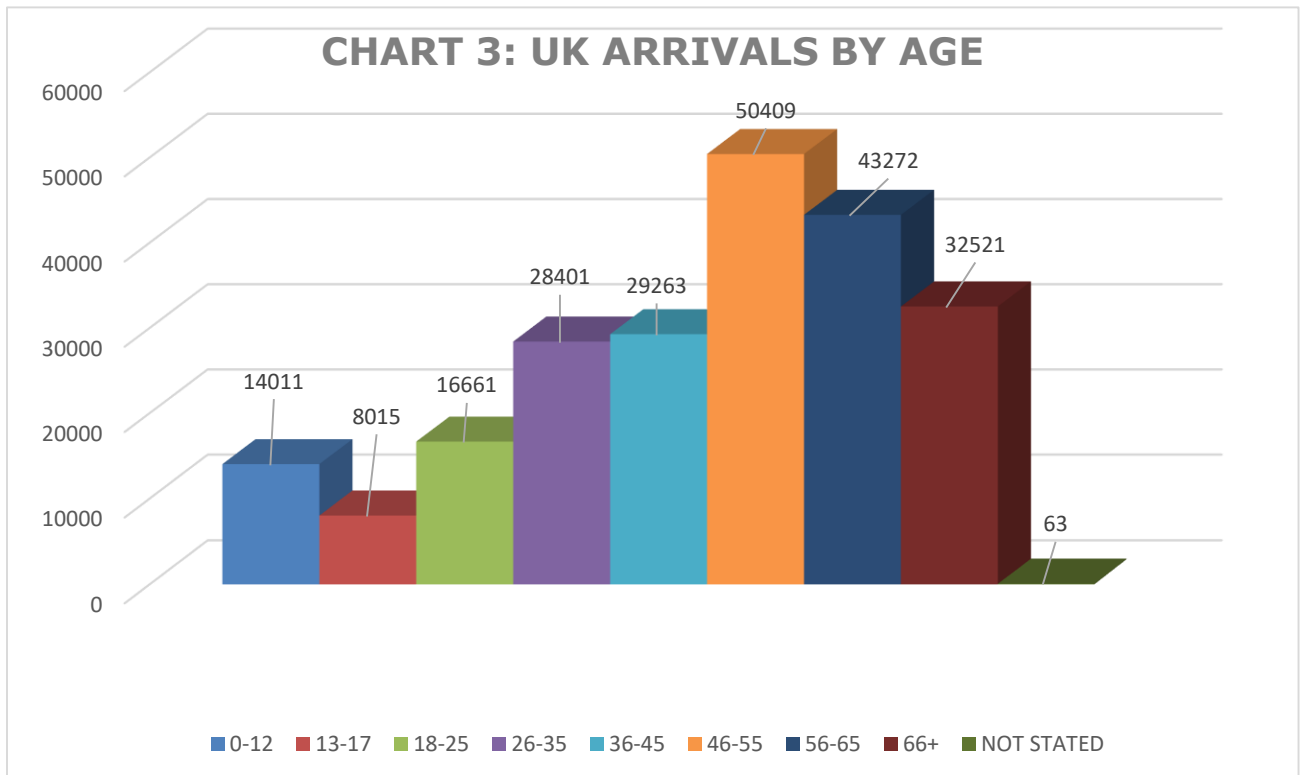


Table 1. UK Arrivals by County (2012 to 2016)

COUNTIES	2012	2013	2014	2015	2016
ANTRIM	346	242	287	332	348
ARMAGH	60	38	35	29	32
AVON	1254	1101	901	1033	1672
BEDFORDSHIRE	1396	1134	1020	1150	1702
BERKSHIRE	4599	3475	3242	3463	5418
BUCKINGHAMSHIRE	2711	2277	2078	2287	3306
CAMBRIDGESHIRE	1431	1152	1014	1168	1758
CHESHIRE	4525	3993	4979	5534	7007
CLEVELAND	397	303	390	394	522
CLWYD	409	271	409	455	579
CORNWALL&ISLE of SCILLY	924	850	812	799	1190
CUMBRIA	583	522	641	708	856
DERBYSHIRE	1415	1335	1469	1499	2041
DEVON	1640	1431	1164	1425	2093
DORSET	1730	1352	1272	1605	2304
DOWN	202	137	147	174	234
DURHAM	593	540	597	608	833
DYFED	276	208	184	172	320
EAST SUSSEX	2091	1792	1898	3009	3594
ESSEX	6722	5489	4656	5162	8305
FERMANAGH	4	10	5	5	12
GLOUCESTERSHIRE	1646	1337	1261	1232	1868
GREATER LONDON	27986	22605	19962	21675	30155
GREATER MANCHESTER	1489	1319	1770	2062	2243
GUERNSEY	293	203	189	169	197
GWENT	378	382	347	387	475
GWYNEDD	152	119	145	146	187
HAMPSHIRE&ISLE OF WIGHT	4318	3772	3312	3773	5707
HERFORD & WORCESTER	963	809	860	932	1338
HERTFORDSHIRE	4491	3621	3270	3770	5466
HUMBERSIDE	153	81	101	94	133
IRELAND	3518	3638	3892	3751	3826
JERSEY	530	455	383	397	545
KENT	6263	5072	4570	5468	8218
LANCASHIRE	3994	3433	4506	4774	7671
LEICESTERSHIRE	1570	1400	1329	1582	2243
LINCOLNSHIRE	1123	944	949	1131	1416
LONDONDERRY	42	44	39	25	69
MERSEYSIDE	1963	1627	1909	2118	2427
MID GLAMORGAN	568	439	311	306	497
NORFOLK	1012	910	800	880	1296
NORTH YORKSHIRE	1426	1357	1539	1567	2226
NORTHHAMPTONSHIRE	1186	942	906	1070	1547
NORTHUMBERLAND	331	245	277	320	352
NOT STATED	39028	57292	78370	88425	44763
NOTTINGHAMSHIRE	1548	1401	1448	1608	2163
OTHER	3	1	2	10	13
OXFORDSHIRE	2086	1650	1532	1541	2327
POWYS	90	117	123	130	147
SCOTLAND	4611	4077	3829	5685	6146
SHOPSHIRE	652	539	591	729	1061
SOMERSET	1087	1062	1105	1031	1543
SOUTH GLAMORGAN	793	590	516	645	863
SOUTH YORKSHIRE	1613	1418	1722	1965	2358
STAFFORDSHIRE	1300	1242	1301	1428	1897
SUFFOLK	1229	1036	882	1096	1538
SURREY	9977	7802	7032	8346	11892
TYNE & WEAR	1120	1026	1013	1176	1369
TYRONE	31	30	13	25	23
WARWICKSHIRE	1099	922	1032	1116	1631
WEST GLAMORGAN	294	266	304	261	438
WEST MIDLANDS	3949	3189	3161	3578	5163
WEST SUSSEX	3647	2876	3148	6121	6880
WEST YORKSHIRE	3152	2722	3224	3448	4505
WILTSHIRE	1472	1098	1004	1080	1668
TOTAL	177484	172762	191179	218084	222616

Table 2. UK Arrivals by County and Month (2016)

COUNTIES	TOTAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
ANTRIM	348	36	48	53	26	20	41	39	10	9	14	23	29
ARMAGH	32	5	0	2	9	2	1	1	1	0	2	3	6
AVON	1672	202	216	172	140	171	106	115	97	59	58	144	192
BEDFORDSHIRE	1702	160	170	212	109	144	135	170	96	71	62	181	192
BENKSHIRE	5418	604	596	620	445	500	297	469	441	139	185	527	595
BUCKINGHAMSHIRE	3306	413	391	420	274	248	210	248	231	96	121	276	277
CAMBRIDGESHIRE	1758	266	186	195	171	157	117	148	99	75	64	97	183
CHEESHIRE	7007	1104	1185	912	527	231	301	395	342	101	190	673	1046
CLEVELAND	522	66	85	85	29	30	13	54	19	15	34	40	54
CLYVD	579	71	112	56	26	39	48	30	33	27	6	53	78
CORNWALL&ISLE OF SCILLY	1190	246	223	183	75	74	30	43	25	23	33	86	149
CUMBRIA	2041	155	135	117	34	80	28	54	30	19	30	103	71
DERBESHIRE	2041	349	285	325	163	141	85	133	91	38	59	178	194
DEVON	2093	358	326	238	144	171	109	153	88	57	59	175	215
DORSET	2304	387	356	287	174	141	114	144	88	45	67	220	281
DOWN	234	16	20	54	9	22	24	17	16	11	2	75	22
DURHAM	833	91	97	94	50	86	56	69	56	34	32	75	93
DYED	320	52	33	33	14	48	30	22	8	18	22	26	12
EAST SUSSEX	3594	510	515	407	239	266	216	252	168	144	158	321	398
ESSEX	8305	940	975	891	701	856	473	689	463	274	408	713	922
FERNMAGH	12	2	0	2	0	0	2	2	0	1	1	2	0
GLOUCESTERSHIRE	1868	287	276	162	157	194	103	126	94	50	84	120	215
GREATER LONDON	30155	3082	3056	3252	2254	2238	1822	3098	2056	885	1235	2982	4195
GREATER MANCHESTER	2243	370	313	291	173	70	128	96	170	60	50	263	259
GUERNSEY	197	17	35	41	35	7	1	4	7	7	2	4	32
GWENT	475	50	52	49	44	48	18	50	13	26	28	41	56
GWVIEDD	187	30	30	15	8	13	12	6	3	8	5	24	32
HAMPSHIRE&ISLE OF WIGHT	5707	761	816	634	413	560	363	450	404	157	259	438	452
HERFORD & WORCESTER	1338	186	230	167	94	97	97	143	72	16	43	105	126
HERTFORDSHIRE	5466	617	685	516	594	422	325	512	329	128	202	415	721
HUMBERSIDE	133	17	14	12	14	16	3	6	5	6	12	9	19
IRELAND	3826	448	314	448	220	241	306	306	215	188	291	321	528
JERSEY	545	110	92	72	47	15	11	22	11	15	19	49	82
KENT	8218	938	1058	1001	708	700	508	676	538	268	411	616	796
LANCASHIRE	7671	930	937	766	370	1014	432	349	364	205	306	891	1107
LEICESTERSHIRE	2243	255	295	259	168	175	122	116	73	45	116	241	223
LINCOLNSHIRE	1416	221	206	135	116	145	92	114	33	58	50	112	134
LONDONDERY	69	7	3	20	2	11	5	1	5	0	7	3	5
MERESYDE	2427	390	340	294	230	40	155	148	133	70	67	208	352
MID GLAMORGAN	497	50	58	67	38	36	38	22	28	22	31	50	59
NORFOLK	1296	213	165	151	148	115	75	79	58	44	56	86	106
NORTH YORKSHIRE	2226	399	418	267	117	157	144	105	84	30	55	186	264
NORTHAMPTONSHIRE	1547	195	201	171	90	137	118	105	115	58	73	124	160
NORTHUMBRIA	352	62	43	43	21	38	25	14	19	5	31	25	26
NOTTINGHAMSHIRE	2163	299	297	283	201	186	115	151	83	73	90	167	218
OTHER	13	2	1	3	2	0	2	2	1	1	0	1	0
OXFORDSHIRE	2327	323	311	320	176	167	104	172	144	67	90	207	246
POWIS	147	19	19	17	6	29	9	8	7	1	6	11	15
SCOTLAND	6146	878	554	491	444	462	682	642	188	262	373	564	606
SHPESHIRE	1061	177	133	128	80	67	57	61	60	42	47	87	122
SOMERSET	1543	234	250	162	126	130	62	105	61	42	66	117	188
SOUTH GLAMORGAN	863	131	102	94	82	70	64	32	24	24	31	68	85
SOUTH YORKSHIRE	2358	354	302	393	153	170	117	130	113	83	80	214	249
STAFFORDSHIRE	1897	256	233	279	176	136	131	130	92	39	42	145	238
SUFFOLK	1538	187	187	165	151	114	114	95	82	44	60	152	123
SURREY	11892	1359	1449	1258	1028	815	713	1140	835	381	563	948	1403
TYNE & WEAR	1369	177	148	163	84	116	108	84	89	73	57	146	124
TYRONE	23	7	0	4	0	2	1	5	0	2	0	0	1
WARWICKSHIRE	1631	198	236	280	113	131	89	145	68	33	64	140	134
WEST GLAMORGAN	438	95	65	43	26	40	27	35	17	13	16	28	33
WEST MIDLANDS	5163	564	550	591	352	355	386	544	338	139	186	616	542
WEST SUSSEX	6880	856	937	729	507	437	414	530	408	307	368	625	762
WEST YORKSHIRE	4505	665	597	501	305	346	240	318	257	125	145	470	536
WILTSHIRE	1668	245	223	186	121	142	137	137	88	71	69	129	163
WILTSHIRE	1668	245	223	186	121	142	137	137	88	71	69	129	163
NOT STATED	44763	2175	1708	2169	1879	1958	1613	1730	4175	6679	8324	8310	4043
TOTAL	222616	24877	23936	22450	15432	15789	12456	16197	14369	12108	15717	24396	24889

Table 3. UK Arrivals by County & Purpose of Visit (2016)

COUNTIES	TOTAL	BUSINESS	CONF/CONV/M EETING	CREW	ATTENDING GRADUATION	HONEYMO ON	INTRANSIT PASSENGER	MEDICAL ATTENTION	OTHER PURPOSE	PLEASURE	STUDENT	SPECIAL EVENT	SPORTS	VFR	ATTENDING A WEDDING
ANTRIM	348	10	3	34	0	7	0	0	2	283	0	0	5	3	1
ARMAGH	32	2	0	2	0	1	0	0	0	26	0	0	0	0	1
AVON	1672	21	5	72	0	34	8	0	3	1483	1	0	3	37	5
BEDFORDSHIRE	1703	26	2	63	0	20	28	0	15	1442	7	0	1	95	3
BERKSHIRE	5418	77	5	240	0	37	55	2	21	4735	2	0	17	212	15
BUCKINGHAMSHIRE	3306	38	5	121	0	27	57	0	20	2938	2	0	19	73	6
CAMBRIDGESHIRE	1758	25	8	55	0	23	19	0	9	1579	2	0	5	24	9
CHESHIRE	7007	196	0	935	0	49	49	0	14	5661	5	0	24	62	12
CLEVELAND	522	9	0	57	0	5	2	0	3	424	0	0	0	22	0
CLWYD	579	5	0	53	0	20	6	0	3	480	0	0	0	5	7
CORNWALL&ISLE of SCILLY	1190	19	0	6	0	12	9	1	4	1102	2	0	14	13	8
CUMBRIA	856	5	0	27	0	19	7	0	2	777	1	0	7	10	1
DERBYSHIRE	2041	25	0	113	0	17	8	0	9	1821	3	0	8	26	11
DEVON	2093	26	2	23	0	16	22	1	5	1921	4	0	17	51	5
DORSET	2304	51	1	160	0	17	19	1	8	1976	1	0	21	38	11
DOWN	234	3	0	4	0	3	1	0	1	204	3	0	11	4	0
DURHAM	833	11	2	44	0	4	12	0	0	718	1	0	30	7	4
DYFED	320	5	0	12	0	7	9	0	3	277	0	0	2	5	0
EAST SUSSEX	3594	187	2	1234	0	22	28	0	6	2050	2	0	7	48	8
ESSEX	8305	88	13	227	0	96	78	2	36	7341	7	0	98	296	23
FERMANAGH	12	1	2	0	0	2	0	0	0	5	0	0	2	0	0
GLOUCESTERSHIRE	1868	29	3	74	0	12	17	1	4	1665	1	0	29	25	8
GREATER LONDON	30155	479	58	1023	0	315	511	4	274	25083	30	1	98	2186	93
GREATER MANCHESTER	2243	58	0	360	0	23	29	1	7	1669	0	0	1	79	16
GUERNSEY	197	2	0	7	0	0	0	0	0	185	0	0	0	3	0
GWENT	475	9	0	33	0	1	2	0	1	420	0	0	1	8	0
GWYNEDD	187	3	0	9	0	4	1	0	2	159	0	0	1	7	1
HAMPSHIRE&ISLE of WIGHT	5707	146	5	426	0	46	53	2	31	4824	1	0	68	91	14
HERFORD & WORCESTER	1338	20	0	74	0	12	6	0	7	1137	0	0	65	13	4
HERTFORDSHIRE	5466	51	8	110	0	41	50	1	27	5023	5	0	16	121	13
HUMBERSIDE	133	2	0	3	0	0	0	0	1	126	0	0	0	1	0
IRELAND	3826	268	35	105	1	76	47	2	75	3060	6	0	26	105	20
JERSEY	545	10	3	6	0	6	5	0	1	505	0	0	0	9	0
KENT	8218	141	14	684	0	62	58	2	25	6887	8	0	132	153	52
LANCASHIRE	7671	172	5	800	0	63	48	2	24	6310	7	0	60	154	26
LEICESTERSHIRE	2243	33	9	89	0	51	12	0	7	1943	4	0	10	70	15
LINCOLNSHIRE	1416	17	2	50	0	31	13	0	3	1264	0	0	6	22	8
LONDONDERRY	69	2	0	10	0	1	1	0	0	51	0	0	3	1	0
MERSEYSIDE	2427	55	1	264	0	24	11	1	8	2032	1	0	3	23	4
MID GLAMORGAN	497	5	1	20	0	2	7	0	4	444	0	0	3	6	5
NORFOLK	1296	18	1	22	0	7	18	0	5	1178	2	0	10	28	7
NORTH YORKSHIRE	2226	32	2	51	0	21	18	0	8	2044	1	0	8	30	11
NORTHAMPTONSHIRE	1547	33	0	61	0	14	10	0	4	1338	3	0	15	52	17
NORTHUMBERLAND	352	4	0	17	0	0	2	1	1	318	0	0	3	4	2
NOTTINGHAMSHIRE	2163	18	3	61	0	26	12	0	3	1976	5	0	27	22	10
OTHER	13	0	0	1	0	0	0	0	2	6	1	0	0	2	1
OXFORDSHIRE	2327	47	7	114	0	13	18	1	9	1999	2	0	52	57	8
POWYS	147	0	0	1	0	3	0	0	0	135	0	0	6	0	2
SCOTLAND	6146	121	12	327	0	98	41	3	28	5356	11	0	20	94	35
SHOPSHIRE	1061	16	1	66	0	5	3	0	4	946	2	0	2	13	3
SOMERSET	1543	41	5	49	0	7	16	1	4	1381	0	0	13	26	0
SOUTH GLAMORGAN	863	20	2	41	0	9	2	1	7	759	0	0	3	18	1
SOUTH YORKSHIRE	2358	31	1	117	0	17	28	0	6	2101	3	0	13	29	12
STAFFORDSHIRE	1897	34	1	137	0	14	25	1	9	1609	3	0	28	23	13
SUFFOLK	1538	21	0	50	0	8	19	0	10	1392	0	0	3	22	13
SURREY	11892	259	12	1214	0	59	117	4	46	9649	8	0	80	387	57
TYNE & WEAR	1369	35	1	101	0	19	6	2	3	1164	1	0	6	20	11
TYRONE	23	1	0	4	0	2	0	0	0	13	0	0	0	1	2
WARWICKSHIRE	1631	23	5	113	0	18	13	0	3	1392	0	0	27	34	3
WEST GLAMORGAN	438	6	0	9	0	3	8	0	2	408	1	0	0	1	0
WEST MIDLANDS	5163	91	7	332	0	68	65	2	19	4307	4	0	24	222	22
WEST SUSSEX	6880	367	7	3014	0	32	36	1	17	3292	7	0	13	83	11
WEST YORKSHIRE	4505	49	10	206	0	65	30	0	15	3964	1	0	26	112	27
WILTSHIRE	1668	27	5	81	0	20	19	0	6	1450	0	0	27	27	6
NOT STATED	44763	1007	247	701	3	415	516	32	872	38792	58	0	324	1658	138
TOTAL	222616	4633	523	14519	4	2151	2310	72	1747	186999	219	1	1543	7073	821

Table 4. United Kingdom - Average Duration of Stay and Tourist Nights by County (2015 & 2016)

COUNTIES	2015			2016		
	ARRIVALS	AVG. LOS	TOURIST NIGHTS	ARRIVALS	AVG. LOS	TOURIST NIGHTS
ANTRIM	332	10.3	3432	348	11.0	3822
ARMAGH	29	9.0	262	32	9.9	318
AVON	1033	13.1	13542	1672	11.8	19740
BEDFORDSHIRE	1150	14.7	16939	1702	15.1	25729
BERKSHIRE	3463	12.2	42325	5418	12.3	66424
BUCKINGHAMSHIRE	2287	12.3	28053	3306	11.8	38896
CAMBRIDGESHIRE	1168	12.1	14162	1758	11.8	20660
CHESHIRE	5534	10.3	57178	7007	10.2	71387
CLEVELAND	394	11.3	4464	522	10.6	5534
CLWYD	455	11.4	5206	579	10.7	6188
CORNWALL&ISLE of SCILLY	799	15.5	12369	1190	14.9	17770
CUMBRIA	708	12.7	8985	856	13.2	11258
DERBYSHIRE	1499	11.4	17028	2041	12.0	24421
DEVON	1425	13.1	18607	2093	13.0	27256
DORSET	1605	13.3	21286	2304	12.4	28532
DOWN	174	12.2	2119	234	13.3	3119
DURHAM	608	12.4	7544	833	11.4	9522
DYFED	172	12.2	2098	320	11.6	3699
EAST SUSSEX	3009	7.6	22979	3594	8.0	28636
ESSEX	5162	13.9	71880	8305	12.6	104585
FERMANAGH	5	8.8	44	12	12.6	151
GLOUCHESTERSHIRE	1232	12.5	15338	1868	11.9	22308
GREATER LONDON	21675	14.7	318236	30155	13.8	415557
GREATER MANCHESTER	2062	10.0	20643	2243	10.6	23689
GUERNSEY	169	13.8	2332	197	13.6	2675
GWENT	387	15.3	5909	475	13.1	6231
GWYNEDD	146	14.1	2059	187	13.7	2558
HAMPSHIRE&ISLE OF WIGHT	3773	11.2	42233	5707	11.2	63845
HERFORD & WORCESTER	932	11.1	10309	1338	11.0	14735
HERTFORDSHIRE	3770	12.1	45505	5466	11.7	63771
HUMBERSIDE	94	11.2	1055	133	11.0	1459
IRELAND	3751	12.4	46489	3826	11.9	45478
JERSEY	397	15.7	6246	545	13.2	7169
KENT	5468	10.8	59077	8218	10.8	88440
LANCASHIRE	4774	11.2	53286	7671	11.2	86252
LEICESTERSHIRE	1582	13.2	20902	2243	12.9	28890
LINCOLNSHIRE	1131	12.6	14195	1416	12.2	17267
LONDONDERRY	25	27.0	675	69	12.9	888
MERSEYSIDE	2118	10.9	23062	2427	10.7	25864
MID GLAMORGAN	306	11.6	3557	497	10.7	5330
NORFOLK	880	12.2	10762	1296	12.1	15626
NORTH YORKSHIRE	1567	12.7	19870	2226	11.8	26166
NORTHHAMPTONSHIRE	1070	13.5	14395	1547	12.7	19675
NORTHUMBERLAND	320	10.7	3411	352	11.9	4181
NOTTINGHAMSHIRE	1608	12.8	20505	2163	12.1	26240
OTHER	10	15.9	159	13	9.2	120
OXFORDSHIRE	1541	12.3	18944	2327	11.6	27018
POWYS	130	12.5	1619	147	11.3	1666
SCOTLAND	5685	10.6	60368	6146	11.2	68573
SHOPSHIRE	729	11.2	8127	1061	11.4	12083
SOMERSET	1031	13.0	13416	1543	12.5	19325
SOUTH GLAMORGAN	645	11.6	7449	863	11.9	10271
SOUTH YORKSHIRE	1965	11.9	23307	2358	11.9	28077
STAFFORDSHIRE	1428	11.3	16068	1897	11.4	21544
SUFFOLK	1096	12.7	13896	1538	12.0	18429
SURREY	8346	11.7	97836	11892	11.7	138555
TYNE & WEAR	1176	9.9	11636	1369	10.6	14485
TYRONE	25	11.4	284	23	7.0	161
WARWICKSHIRE	1116	11.7	13099	1631	11.3	18378
WEST GLAMORGAN	261	11.4	2977	438	11.3	4943
WEST MIDLANDS	3578	12.9	46026	5163	12.6	64835
WEST SUSSEX	6121	5.9	36180	6880	6.6	45351
WEST YORKSHIRE	3448	12.4	42889	4505	12.0	53832
WILTSHIRE	1080	10.7	11551	1668	11.3	18887
NOT STATED	88425	11.2	989545	44763	11.6	516879
TOTAL	218084	11.7	2545929	222616	11.8	2615353

Table 5. UK Arrivals by County, Gender & Age Group (2016)

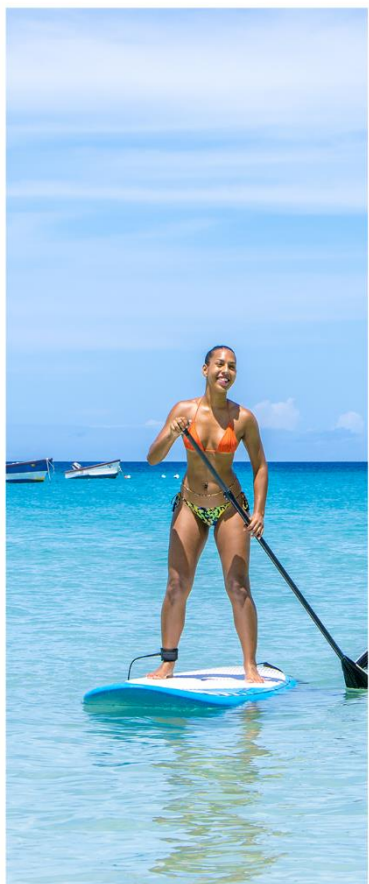
COUNTIES	TOTAL	GENDER		AGE GROUPS								Not Stated
		Female	Male	0-12	13-17	18-25	26-35	36-45	46-55	56-65	66+	
ANTRIM	348	193	155	9	13	21	52	38	90	69	56	0
ARMAGH	32	17	15	1	0	1	6	3	9	5	7	0
AVON	1672	886	786	110	60	146	238	201	345	306	266	0
BEDFORDSHIRE	1702	900	802	96	60	128	172	193	414	367	270	2
BERKSHIRE	5418	2937	2481	429	226	455	557	657	1195	1115	783	1
BUCKINGHAMSHIRE	3306	1737	1569	230	123	231	306	403	704	715	594	0
CAMBRIDGESHIRE	1758	904	854	111	66	106	167	225	415	390	275	3
CHESHIRE	7007	3687	3320	372	295	427	649	1007	1851	1410	993	3
CLEVELAND	522	320	202	22	21	21	81	43	112	137	85	0
CLWYD	579	315	264	28	26	35	46	77	130	148	89	0
CORNWALL&ISLES	1190	609	581	97	43	66	95	136	222	278	253	0
CUMBRIA	856	419	437	27	19	46	75	75	199	242	173	0
DERBYSHIRE	2041	1058	983	90	74	127	176	244	451	473	404	2
DEVON	2093	1075	1018	120	66	123	175	209	433	484	483	0
DORSET	2304	1184	1120	132	59	128	243	270	473	512	486	1
DOWN	234	117	117	9	9	24	17	19	61	57	38	0
DURHAM	833	465	368	49	50	43	82	118	180	212	99	0
DYFED	320	158	162	18	11	22	42	30	85	67	45	0
EAST SUSSEX	3594	2000	1594	156	82	355	588	624	758	618	412	1
ESSEX	8305	4436	3869	591	341	583	995	939	1917	1682	1257	0
FERMANAGH	12	7	5	1	0	0	0	4	1	2	4	0
GLOUCESTERSHIRE	1868	975	893	109	81	123	167	204	395	458	331	0
GREATER LONDON	30155	16950	13205	2526	1017	2632	6124	4725	5661	4135	3318	17
GREATER MANCHESTER	2243	1202	1041	125	61	171	435	408	483	325	231	4
GUERNSEY	197	95	102	4	12	20	11	15	50	55	30	0
GWENT	475	256	219	19	11	35	50	59	108	105	88	0
GWYNEDD	187	95	92	6	2	7	19	25	41	40	47	0
HAMPSHIRE&ISLES	5707	2939	2768	331	223	488	592	652	1239	1199	982	1
HERFORD & WORCESTERSHIRE	1338	722	616	62	89	103	93	136	293	299	261	2
HERTFORDSHIRE	5466	2878	2588	464	261	370	554	678	1232	1032	875	0
HUMBERSIDE	133	71	62	6	1	8	17	15	31	33	22	0
IRELAND	3826	1840	1986	296	158	243	617	783	755	544	425	5
JERSEY	545	269	276	42	22	42	49	62	147	99	81	1
KENT	8218	4465	3753	585	401	682	940	1027	1880	1517	1185	1
LANCASHIRE	7671	4249	3422	362	194	463	890	1021	1949	1675	1115	2
LEICESTERSHIRE	2243	1197	1046	136	87	163	262	255	520	480	340	0
LINCOLNSHIRE	1416	738	678	73	39	94	118	152	368	308	264	0
LONDONDERRY	69	29	40	7	1	6	12	19	15	5	4	0
MERSEYSIDE	2427	1382	1045	131	71	178	332	355	520	505	331	4
MID GLAMORGAN	497	251	246	17	22	23	54	50	144	114	73	0
NORFOLK	1296	669	627	74	46	91	109	139	302	294	241	0
NORTH YORKSHIRE	2226	1144	1082	105	84	119	174	189	521	563	468	3
NORTHHAMPTONSHIRE	1547	818	729	81	46	113	179	194	380	310	244	0
NORTHUMBERLAND	352	186	166	19	10	16	25	25	80	88	88	1
NOTTINGHAMSHIRE	2163	1160	1003	114	49	134	269	264	525	431	377	0
OTHER	13	7	6	0	0	0	3	1	3	4	2	0
OXFORDSHIRE	2327	1195	1132	176	133	167	224	286	482	478	381	0
POWYS	147	79	68	4	4	19	19	10	42	27	22	0
SCOTLAND	6146	3289	2857	269	205	439	720	784	1507	1342	878	2
SHOPSHIRE	1061	568	493	53	33	60	82	126	251	237	218	1
SOMERSET	1543	760	783	81	62	110	84	146	386	353	320	1
SOUTH GLAMORGAN	863	447	416	54	25	43	100	110	186	208	137	0
SOUTH YORKSHIRE	2358	1286	1072	136	63	136	223	288	602	538	371	1
STAFFORDSHIRE	1897	1020	877	102	57	104	213	215	509	413	284	0
SUFFOLK	1538	812	726	96	53	97	135	174	310	342	331	0
SURREY	11892	6535	5357	867	521	1035	1390	1538	2536	2209	1796	0
TYNE & WEAR	1369	740	629	56	36	93	200	192	327	291	174	0
TYRONE	23	11	12	0	0	4	8	0	4	3	4	0
WARWICKSHIRE	1631	847	784	93	82	119	176	194	375	345	247	0
WEST GLAMORGAN	438	237	201	16	20	23	32	41	109	110	87	0
WEST MIDLANDS	5163	2835	2328	318	157	325	704	680	1273	994	710	2
WEST SUSSEX	6880	3794	3086	216	150	898	1430	1084	1429	959	713	1
WEST YORKSHIRE	4505	2416	2089	234	138	314	524	532	1095	927	740	1
WILTSHIRE	1668	855	813	93	77	102	153	164	407	355	317	0
NOT STATED	44763	23071	21692	2755	1567	3161	5127	5731	10892	9234	6296	0
TOTAL	222616	118808	103808	14011	8015	16661	28401	29263	50409	43272	32521	63

Table 6. UK Arrivals by Type of Accommodation

COUNTIES	TOTAL	50 - 100 RMS	ALL INCLUSIVE	APTS	CONDO	CRUISE	FRIENDS	GUEST HOUSE
ANTRIM	348	26	70	10	5	0	19	0
ARMAGH	32	1	6	2	0	0	0	0
AVON	1672	157	371	87	0	4	148	9
BEDFORDSHIRE	1702	101	309	25	0	1	369	3
BERKSHIRE	5418	310	1057	127	12	4	872	18
BUCKINGHAMSHIRE	3306	170	751	67	5	7	354	35
CAMBRIDGESHIRE	1758	98	449	57	19	1	130	22
CHESHIRE	7007	321	1333	142	17	3	364	27
CLEVELAND	522	42	137	11	1	2	35	0
CLWYD	579	45	160	22	1	0	34	5
CORNWALL&ISLE of SCI	1190	62	204	25	1	2	130	6
CUMBRIA	856	81	210	16	3	1	42	9
DERBYSHIRE	2041	166	436	54	9	1	115	1
DEVON	2093	135	459	67	0	2	182	7
DORSET	2304	157	432	61	0	3	243	7
DOWN	234	18	24	10	0	0	22	2
DURHAM	833	94	198	15	5	4	44	4
DYFED	320	28	78	14	0	0	17	2
EAST SUSSEX	3594	137	419	55	0	14	293	13
ESSEX	8305	549	2159	160	18	12	1134	48
FERMANAGH	12	2	1	2	0	0	2	0
GLOUCESTERSHIRE	1868	161	390	48	0	4	202	21
GREATER LONDON	30155	1271	3277	597	55	15	8131	214
GREATER MANCHESTER	2243	176	370	56	6	0	272	11
GUERNSEY	197	13	30	7	1	0	12	0
GWENT	475	37	137	8	1	0	42	3
GWYNEDD	187	8	40	7	2	0	21	0
HAMPSHIRE&ISLE OF W	5707	313	1219	126	4	18	449	24
HERFORD & WORCESTER	1338	74	256	22	5	0	87	3
HERTFORDSHIRE	5466	348	1282	108	15	5	610	15
HUMBERSIDE	133	21	33	3	0	0	4	0
IRELAND	3826	155	366	118	15	4	580	21
JERSEY	545	18	94	16	1	0	64	12
KENT	8218	557	2037	148	7	7	777	27
LANCASHIRE	7671	627	1425	215	23	9	573	28
LEICESTERSHIRE	2243	186	481	52	14	2	257	10
LINCOLNSHIRE	1416	111	321	38	3	1	90	7
LONDONDERRY	69	10	7	1	0	0	7	0
MERSEYSIDE	2427	203	518	32	0	3	152	12
MID GLAMORGAN	497	62	100	9	0	2	16	6
NORFOLK	1296	92	361	28	3	2	111	0
NORTH YORKSHIRE	2226	157	429	59	0	5	173	8
NORTHHAMPTONSHIRE	1547	124	322	30	8	5	195	10
NORTHUMBERLAND	352	13	71	3	0	0	36	0
NOTTINGHAMSHIRE	2163	196	521	50	15	1	150	13
OTHER	13	1	1	0	0	0	1	0
OXFORDSHIRE	2327	173	403	42	0	2	249	20
POWYS	147	13	32	6	2	0	10	0
SCOTLAND	6146	524	1454	106	7	6	436	18
SHOPSHIRE	1061	58	268	29	1	1	66	5
SOMERSET	1543	111	331	45	2	1	143	10
SOUTH GLAMORGAN	863	66	193	33	0	0	61	5
SOUTH YORKSHIRE	2358	209	508	75	3	6	149	5
STAFFORDSHIRE	1897	199	512	44	3	5	114	11
SUFFOLK	1538	110	346	35	5	7	164	7
SURREY	11892	551	2033	257	31	12	1654	44
TYNE & WEAR	1369	161	341	34	5	1	78	6
TYRONE	23	0	8	1	0	0	1	0
WARWICKSHIRE	1631	138	340	33	7	2	135	6
WEST GLAMORGAN	438	34	120	12	0	0	24	6
WEST MIDLANDS	5163	457	973	94	5	4	889	29
WEST SUSSEX	6880	240	957	94	11	6	315	15
WEST YORKSHIRE	4505	427	881	127	5	6	445	12
WILTSHIRE	1668	95	419	44	2	4	156	11
NOT STATED	44763	3127	8568	858	103	74	5866	260
TOTAL	222616	14327	42038	4779	466	281	28516	1133

Table 6. UK Arrivals by Type of Accommodation

COUNTIES	TOTAL	HOUSE/O WNED	INTIMATE	LUXURY	NOT STATED	OTHER	OVER 100 RMS	UNDER 50 RMS	VILLAS	YACHT
ANTRIM	348	0	24	79	0	1	62	7	45	0
ARMAGH	32	0	0	10	0	0	7	0	6	0
AVON	1672	23	82	308	0	7	160	30	285	1
BEDFORDSHIRE	1702	26	121	274	2	17	191	35	228	0
BERKSHIRE	5418	45	284	1179	0	36	541	115	818	0
BUCKINGHAMSHIRE	3306	12	163	812	2	21	327	111	469	0
CAMBRIDGESHIRE	1758	13	93	343	0	1	190	39	303	0
CHESHIRE	7007	40	328	2044	2	48	1062	178	1098	0
CLEVELAND	522	3	40	79	0	3	115	11	43	0
CLWYD	579	3	46	97	0	2	73	16	75	0
CORNWALL&ISLE of SCI	1190	9	125	120	0	21	117	29	338	1
CUMBRIA	856	5	69	150	0	9	86	20	155	0
DERBYSHIRE	2041	10	163	426	0	15	259	72	314	0
DEVON	2093	15	176	368	1	16	245	73	347	0
DORSET	2304	27	132	460	0	13	287	55	426	1
DOWN	234	1	11	55	0	0	17	7	67	0
DURHAM	833	3	84	143	1	1	119	15	103	0
DYFED	320	0	19	53	0	1	27	13	68	0
EAST SUSSEX	3594	20	142	1105	1	9	920	92	374	0
ESSEX	8305	61	369	1625	2	47	874	218	1029	0
FERMANAGH	12	0	3	0	0	0	2	0	0	0
GLOUCESTERSHIRE	1868	14	118	356	2	16	199	33	303	1
GREATER LONDON	30155	321	1475	6091	36	221	2777	711	4961	2
GREATER MANCHESTER	2243	12	151	392	2	9	405	81	300	0
GUERNSEY	197	4	8	69	0	0	22	2	29	0
GWENT	475	5	19	65	1	4	59	13	81	0
GWYNEDD	187	6	14	46	0	0	9	12	22	0
HAMPSHIRE&ISLE OF W1	5707	41	378	1226	3	38	800	190	878	0
HERFORD & WORCESTER	1338	8	120	274	1	4	213	28	243	0
HERTFORDSHIRE	5466	48	232	1332	5	31	517	110	808	0
HUMBERSIDE	133	1	9	24	0	1	16	0	21	0
IRELAND	3826	19	168	954	153	29	455	124	665	0
JERSEY	545	9	16	163	1	3	48	14	86	0
KENT	8218	38	418	1978	5	52	1019	184	964	0
LANCASHIRE	7671	43	522	1600	6	49	1229	236	1086	0
LEICESTERSHIRE	2243	19	167	367	1	13	281	55	338	0
LINCOLNSHIRE	1416	1	105	273	0	12	202	46	205	1
LONDONDERRY	69	0	2	20	0	1	13	0	8	0
MERSEYSIDE	2427	9	201	476	0	19	413	76	313	0
MID GLAMORGAN	497	4	63	73	0	5	71	23	63	0
NORFOLK	1296	9	83	232	1	8	171	21	174	0
NORTH YORKSHIRE	2226	12	116	597	0	14	218	57	381	0
NORTHHAMPTONSHIRE	1547	12	105	311	2	7	156	39	221	0
NORTHUMBERLAND	352	3	17	87	0	4	57	0	61	0
NOTTINGHAMSHIRE	2163	4	180	383	2	10	255	80	302	1
OTHER	13	0	1	3	2	0	1	0	3	0
OXFORDSHIRE	2327	18	137	504	3	18	252	85	421	0
POWYS	147	0	4	16	0	0	22	2	40	0
SCOTLAND	6146	29	435	1327	4	58	863	201	677	1
SHOPSHIRE	1061	3	55	235	1	8	155	42	134	0
SOMERSET	1543	11	106	266	4	7	191	60	254	1
SOUTH GLAMORGAN	863	4	63	150	0	6	118	12	152	0
SOUTH YORKSHIRE	2358	13	237	374	1	22	337	78	340	1
STAFFORDSHIRE	1897	10	108	274	2	15	327	50	223	0
SUFFOLK	1538	10	60	310	5	10	184	35	250	0
SURREY	11892	102	500	3257	16	67	1337	218	1811	2
TYNE & WEAR	1369	2	94	229	0	9	223	39	146	1
TYRONE	23	0	4	3	0	0	5	0	1	0
WARWICKSHIRE	1631	7	75	366	1	14	252	45	209	1
WEST GLAMORGAN	438	4	47	68	0	4	50	6	63	0
WEST MIDLANDS	5163	32	326	699	2	45	876	95	636	1
WEST SUSSEX	6880	19	200	2605	1	18	1785	70	543	1
WEST YORKSHIRE	4505	32	342	933	1	28	461	176	629	0
WILTSHIRE	1668	21	106	318	0	13	191	33	255	0
NOT STATED	44763	328	2522	8491	2617	408	4547	1312	5678	4
TOTAL	222616	1603	12583	47547	2892	1568	27463	5830	31569	21



A wide-angle photograph of the United States Capitol building in Washington, D.C. The building is white with a prominent dome on the right side. In the foreground, there is a large green lawn with a long, narrow bed of red flowers. A wide set of stairs leads up to the building. The sky is blue with some light clouds. A large, semi-transparent white circle is overlaid on the center of the image, containing the text "UNITED STATES" in a bold, blue, sans-serif font. The circle is framed by two thick yellow curved lines that form an open circle around the text.

UNITED STATES

Table of Contents

UNITED STATES OF AMERICA..... 53

Sources of Tourism Demand..... 53

Seasonality of Arrivals 54

Purpose of Visit..... 54

Average Length of Stay and Tourist Nights 54

Type of Accommodation 55

Age & Sex Distributions 55

APPENDIX 56

UNITED STATES OF AMERICA

Sources of Tourism Demand

During the year 2016, the USA continued to be the second highest producer of business with 26.8% of the market share; a 14.2% increase over 2015. This significant growth was mainly due to an increase in direct consumer and trade engagement as well as the strengthening of partner relations and a more targeted marketing approach. After recording declines in arrivals for three (3) years, the market rebound during the years 2015 and 2016 registering steady growth in arrivals of 24.8% and 14.2%, respectively.

**TABLE 1. USA ARRIVALS BY REGION
2013,2014,2015,2016**

REGION	2013	2014	2015	2016	% CHANGE		
					13/14	14/15	15/16
MID-WESTERN	5823	5465	6008	7583	-6.1	9.9	26.2
NORTH-EASTERN	70799	67527	79535	94608	-4.6	17.8	19.0
SOUTH-EASTERN	27119	26411	31952	45405	-2.6	21.0	42.1
WESTERN	9954	9286	10639	12930	-6.7	14.6	21.5
HAWAII	47	52	67	70	10.6	28.8	4.5
OTHER	7142	9950	19964	8625	39.3	100.6	-56.8
TOTAL	120884	118691	148165	169221	-1.8	24.8	14.2

There were increases in arrivals in all of the regions when compared to 2015. The North-East was the major producing region for 2016 and registered a 19% increase. The South East secured second place with 45,405 arrivals, a growth of 42.1% against 2015. The West and Other accounted for the third and fourth positions with an increase and a decrease of 21.5% and 56.8% respectively.

The top ten source states accounted for 74.6% of the total of USA traffic to Barbados in 2016. The state of New York (North East/Mid-Atlantic Region) accounted for 30.8% of business from this market, recording a 14.3% increase. Florida (South-East Region) followed with 12.9% of

**TABLE 2. TOP TEN SOURCE STATES
2015 & 2016**

STATE	2015 TOTAL ARRIVALS	PERCENTAGE SHARE	STATE	2016 TOTAL ARRIVALS	PERCENTAGE SHARE
NEW YORK	45608	30.8	NEW YORK	52114	30.8
FLORIDA	14252	9.6	FLORIDA	21811	12.9
NEW JERSEY	8435	5.7	NEW JERSEY	10031	5.9
MASSACHUSETTS	6705	4.5	MASSACHUSETTS	9138	5.4
CALIFORNIA	5685	3.8	CALIFORNIA	7012	4.1
TEXAS	5020	3.4	GEORGIA	5976	3.5
PENNSYLVANIA	4251	2.9	TEXAS	5730	3.4
CONNECTICUT	3958	2.7	PENNSYLVANIA	5130	3.0
GEORGIA	3651	2.5	MARYLAND	4754	2.8
MARYLAND	3538	2.4	CONNECTICUT	4625	2.7
TOTAL	101103	68.2	TOTAL	126321	74.6

business, the number of Florida visitors increased by 53% when compared with 2015.

Collectively, New York and Florida captured 43.7% of the total USA traffic to Barbados. New Jersey remained the third major source while Connecticut dropped to the number 10 position while Maryland advanced to the number 9 spot. Massachusetts and California retained their fourth and fifth positions respectively while Georgia, Texas and Pennsylvania captured sixth, seventh and eighth position.

Seasonality of Arrivals

The month of September had the least number of visitors for this market with 9,682 arrivals. Meanwhile November had the largest increase in USA arrivals for the year 2016, with a 44.1% increase. All of the months with the exception of September recorded over 10,000 arrivals. July recorded the highest number of arrivals with 18,694 visitors, which accounted for 11% of the market share **(See Appendix: Chart 1)**. Of the July arrivals, 34.7% were from New York, 14.1% were from Florida, 5.2% and 5.1% originated from Georgia and New Jersey, respectively **(See Appendix: Table 4)**.

Purpose of Visit

The primary motivation for travel among US visitors continued to be pleasure, 77.3% visited for this purpose. This represented a 15.8% increase when compared with 2015. Of the total pleasure travellers 32% were from New York, 10.4% from Florida and 6.4% were from New Jersey **(See Appendix: Table 3)**.



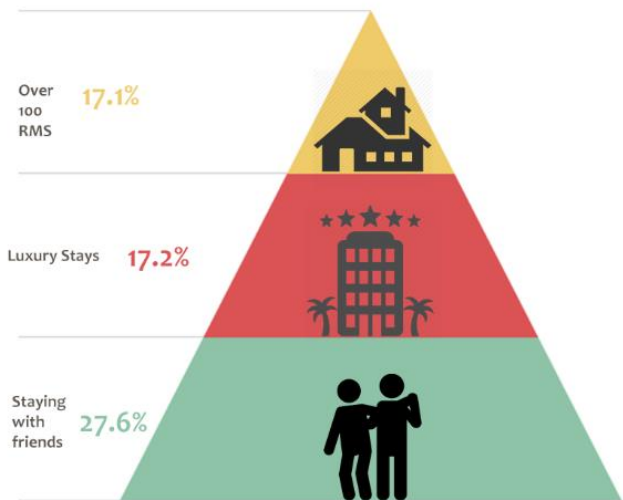
Visiting Friends & Relatives (VFR) accounted for 8% of business, an increase of 19.9% when compared with 2015. The business segment (4.6%) saw a decline in traffic with a 6.6% decrease.

Average Length of Stay and Tourist Nights

Most US travellers stayed 7-10 days (34.6%), an increase of 9.9% while 30.6% stayed 4-6 days **(See Appendix: Chart 2)**; this segment of visitors recorded an increase of 25.1% when compared with 2015. For 2016, US visitors spent a total of 1,570,552 nights with an average length of stay of 9.3 days. Those from the state of Oklahoma had the highest average stay with 12.5 days while those from North Dakota had the lowest average with 6.4 days. **(See Appendix: Table 4)**;

Type of Accommodation

Staying with friends (27.6%) was the accommodation type most preferred by US travellers; this represented an increase of 14.8%. Of those who chose to stay with friends, 47.4% originated from New York, 11.3% from Florida and 5.6% from Massachusetts **(See Appendix: Table 6)**.



Luxury stays accounted for 17.2%, a 4.8% increase. The hotels with over 100 rooms and villas continued to strengthened, accounting for 17.1% and 11.3% of business with increases of 13.9% and 14.4% respectively.

Age & Sex Distributions

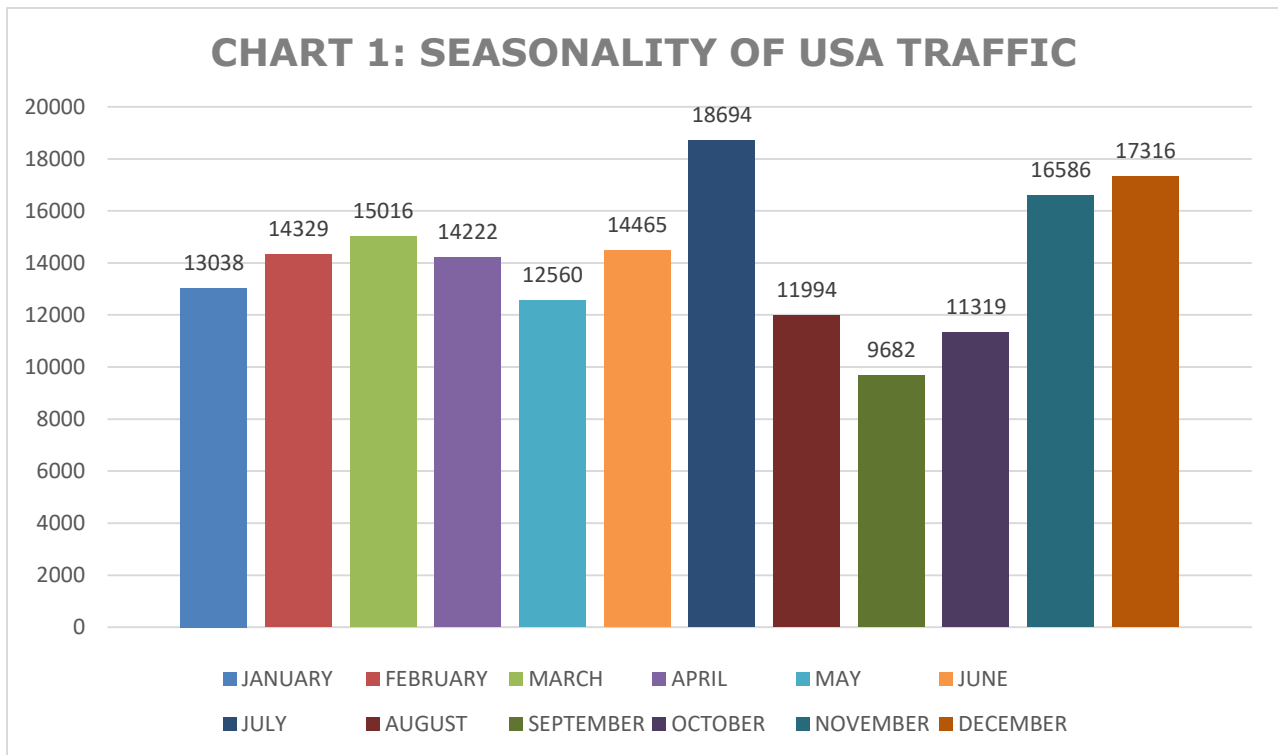
Of the total USA travellers in 2016, 55% were female and the remaining 45% were males.



In the age category, visitors ages 46 to 55 years dominated traffic flows with a 20.2% percentage share, a 14.9% increase from 2015; while those 56 to 65 years accounted for 17.9%, an increase of 17.2%. Approximately 27% of the 46 to 55 age category originated from New York.

The 26 to 35 (17.1%) and 36 to 45 (16.1%) categories both registered increases of 13.6% and 11% respectively. The 66+ age grouping (12.2%), registered a 13.8% increase in business when compared with the previous year **(See Appendix: Chart 3 and Table 5)**.

APPENDIX



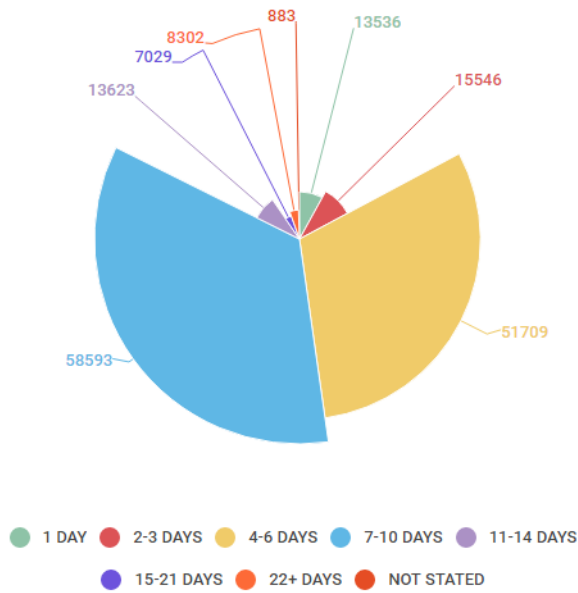


CHART 2: AVERAGE LENGTH OF STAY AND TOURIST NIGHTS

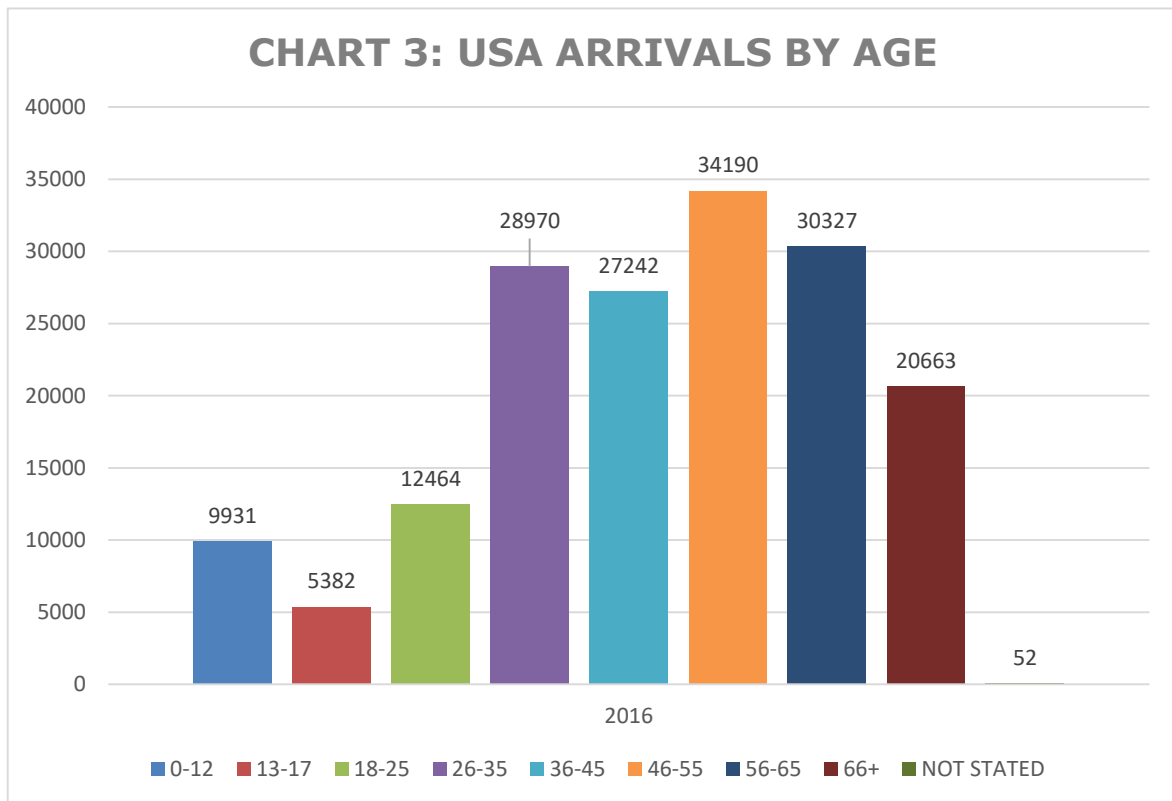


TABLE 1. USA ARRIVALS BY STATE (2012-2016)

STATE	2012	2013	2014	2015	2016
ALABAMA	377	394	386	472	703
ALASKA	85	85	62	68	95
ARIZONA	984	794	710	859	998
ARKANSAS	287	191	207	202	255
CALIFORNIA	6136	5585	5240	5685	7012
COLORADO	1447	1253	1036	1482	1689
CONNECTICUT	4420	3849	3508	3958	4625
DELAWARE	439	454	403	471	549
DISTRICT OF COLUMBIA	1266	1029	924	1132	1174
FLORIDA	11935	11004	11408	14252	21811
GEORGIA	3108	3327	3139	3651	5976
HAWAII	57	47	52	67	70
IDAHO	117	86	112	135	158
ILLINOIS	2616	2277	1993	2286	2490
INDIANA	709	574	613	649	1028
IOWA	431	305	271	323	325
KANSAS	444	318	305	364	409
KENTUCKY	356	364	321	469	581
LOUISIANA	536	558	584	586	721
MAINE	537	459	362	462	615
MARYLAND	3836	3579	3244	3538	4754
MASSACHUSETTS	6419	5547	5805	6705	9138
MICHIGAN	1092	972	1161	1153	1830
MINNESOTA	707	768	569	778	939
MISSISSIPPI	150	128	155	205	242
MISSOURI	844	620	588	584	917
MONTANA	73	80	75	79	99
NEBRASKA	179	80	96	82	137
NEVADA	328	312	327	360	491
NEW HAMPSHIRE	632	516	563	704	984
NEW JERSEY	8459	7758	7330	8435	10031
NEW MEXICO	215	190	186	217	257
NEW YORK	43535	39458	38190	45608	52114
NORTH CAROLINA	2378	2173	2086	2615	3294
NORTH DAKOTA	55	94	81	60	57
OHIO	1210	1171	1019	1315	1929
OKLAHOMA	469	332	333	413	378
OREGON	483	336	353	427	531
PENNSYLVANIA	4355	4088	3523	4251	5130
RHODE ISLAND	498	436	442	473	550
SOUTH CAROLINA	848	783	778	950	1372
SOUTH DAKOTA	78	63	47	45	95
TENNESSEE	752	781	692	854	1087
TEXAS	5846	4975	4410	5020	5730
UTAH	309	273	315	408	514
VERMONT	436	318	255	375	396
VIRGINIA	3530	3167	2879	3281	4399
WASHINGTON	990	911	807	856	1001
WEST VIRGINIA	120	141	99	142	149
WISCONSIN	812	690	634	632	682
WYOMING	72	49	63	63	85
OTHER	4974	7142	9950	19964	8625
TOTAL	130971	120884	118691	148165	169221

TABLE 2. USA Arrivals by State & Month (2016)

STATE	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL
ALASKA	19	14	4	2	8	13	5	3	4	7	9	7	95
ALABAMA	39	23	74	39	52	90	100	33	53	59	63	78	703
ARKANSAS	15	16	34	20	27	17	40	17	9	13	18	29	255
ARIZONA	71	70	70	56	95	119	112	69	46	79	81	130	998
CALIFORNIA	534	472	626	550	534	683	671	483	368	533	617	941	7012
COLORADO	139	159	201	143	168	202	130	63	74	110	135	165	1689
CONNECTICUT	509	485	514	795	246	297	344	258	169	245	321	442	4625
DISTRICT OF COLUMBIA	86	96	139	87	102	86	160	85	67	60	87	119	1174
DELAWARE	35	64	51	34	51	40	65	33	35	41	51	49	549
FLORIDA	1085	1114	1322	1454	2282	2630	2628	1494	1732	1714	2181	2175	21811
GEORGIA	359	342	406	537	521	675	974	362	289	412	523	576	5976
HAWAII	4	8	3	10	10	8	5	5	2	3	6	6	70
IOWA	50	86	65	16	9	20	12	11	6	6	23	21	325
IDAHO	28	28	18	8	22	11	9	5	8	11	5	5	158
ILLINOIS	246	246	337	162	175	198	238	165	132	126	161	304	2490
INDIANA	127	94	174	66	77	110	72	38	34	63	62	111	1028
KANSAS	26	42	61	26	45	44	45	10	14	9	38	49	409
KENTUCKY	57	23	42	42	38	83	65	47	32	65	29	58	581
LOUISIANA	41	25	37	47	76	102	107	51	38	64	65	68	721
MASSACHUSETTS	848	1086	936	1060	514	446	805	516	282	426	1037	1182	9138
MARYLAND	304	298	495	309	363	461	631	426	287	308	425	447	4754
MAINE	101	103	90	87	55	20	11	5	19	23	50	51	615
MICHIGAN	245	234	218	187	95	144	84	72	92	81	140	238	1830
MINNESOTA	157	129	178	63	47	71	55	34	27	33	34	111	939
MISSOURI	131	104	85	44	76	138	81	59	23	46	31	99	917
MISSISSIPPI	23	18	13	17	31	28	31	9	24	8	24	16	242
MONTANA	13	19	21	10	3	3	2	1	5	4	16	2	99
NORTH CAROLINA	246	282	326	253	218	310	402	249	199	242	254	313	3294
NORTH DAKOTA	14	4	4	7	4	7	0	5	1	0	2	9	57
NEBRASKA	20	25	15	4	12	3	11	10	9	4	10	14	137
NEW HAMPSHIRE	119	187	130	92	54	65	41	41	31	41	79	104	984
NEW JERSEY	842	858	1013	918	767	772	955	778	492	617	1059	960	10031
NEW MEXICO	21	15	17	9	16	28	27	17	11	14	27	55	257
NEVADA	25	36	63	28	35	36	61	40	33	44	26	64	491
NEW YORK	3795	5006	4270	4921	3258	3530	6491	4078	2868	3430	5465	5002	52114
OHIO	186	227	259	136	158	187	149	111	88	133	109	186	1929
OKLAHOMA	49	21	24	23	21	69	27	27	18	18	30	51	378
OREGON	48	63	24	59	35	43	24	34	19	39	62	51	531
PENNSYLVANIA	540	513	565	312	389	420	485	343	297	286	470	510	5130
RHODE ISLAND	76	47	86	71	37	23	31	28	22	21	52	56	550
SOUTH CAROLINA	139	141	84	67	127	165	146	66	97	82	112	146	1372
SOUTH DAKOTA	25	18	1	1	19	4	11	2	0	4	3	7	95
TENNESSEE	122	62	91	51	84	141	119	75	81	69	57	135	1087
TEXAS	348	335	442	332	425	802	712	480	367	406	493	588	5730
UTAH	47	35	43	54	57	50	21	37	37	25	49	59	514
VIRGINIA	353	334	430	341	380	389	469	344	256	273	337	493	4399
VERMONT	48	88	48	52	23	18	9	15	17	20	23	35	396
WASHINGTON	109	130	78	89	85	93	66	61	50	55	102	83	1001
WISCONSIN	126	112	113	42	37	32	25	28	22	31	51	63	682
WEST VIRGINIA	5	10	8	10	16	27	16	19	8	10	10	10	149
WYOMING	12	10	8	17	4	8	1	0	2	2	9	12	85
OTHER	431	372	630	462	577	504	913	752	786	904	1463	831	8625
TOTAL	13038	14329	15016	14222	12560	14465	18694	11994	9682	11319	16586	17316	169221

TABLE 3. USA Arrivals by State & Purpose of Visit (2016)

STATE	BUSINESS	CONFERENCE/ CONV/MEETING	CREW	ATTENDING GRADUATION	HONEYMOON	INTRANSIT PASSENGER	MEDICAL ATTENTION	OTHER PURPOSE	PLEASURE/ HOLIDAY/VAC	STUDENT	SPECIAL EVENT	SPORTS	VISIT RELATIVES	ATTENDING A WEDDING	TOTAL
ALASKA	2	1	4	0	0	11	0	0	70	2	0	2	1	2	95
ALABAMA	47	7	25	0	17	16	1	6	531	4	0	3	36	10	703
ARKANSAS	13	2	7	0	4	7	0	3	209	0	0	0	9	1	255
ARIZONA	105	17	44	0	18	18	2	5	740	2	0	1	40	6	998
CALIFORNIA	301	71	130	1	173	156	6	43	5684	42	0	48	316	41	7012
COLORADO	76	20	46	0	31	56	6	7	1390	5	0	2	46	4	1689
CONNECTICUT	110	21	95	0	72	21	1	27	3983	16	0	12	245	22	4625
DISTRICT OF COLUMBIA	143	37	1	0	18	18	1	5	878	4	0	3	58	8	1174
DELAWARE	20	5	12	0	12	3	0	0	441	0	0	3	50	3	549
FLORIDA	2320	424	2838	3	226	290	32	162	13558	34	0	96	1712	116	21811
GEORGIA	301	70	316	1	103	101	1	56	4558	9	0	14	403	43	5976
HAWAII	4	1	3	0	3	4	0	2	47	0	1	4	2	0	70
IOWA	13	1	3	0	7	0	0	2	284	0	0	0	13	2	325
IDAHO	9	0	4	0	3	2	0	4	122	1	0	2	8	3	158
ILLINOIS	166	57	143	0	48	30	2	18	1907	11	0	4	88	16	2490
INDIANA	55	8	28	0	21	32	1	6	837	1	0	1	28	10	1028
KANSAS	38	3	23	0	5	8	0	2	306	7	0	4	9	4	409
KENTUCKY	27	14	49	0	18	10	1	405	405	4	0	2	39	11	581
LOUISIANA	50	17	14	0	38	9	0	3	550	0	0	6	21	13	721
MASSACHUSETTS	188	43	60	1	112	58	5	74	7801	22	0	36	629	109	9138
MARLAND	214	70	75	2	76	46	2	40	3800	9	1	16	365	38	4754
MAINE	21	6	18	0	14	13	0	1	529	0	0	3	9	1	615
MICHIGAN	57	17	48	0	31	32	1	8	1558	3	0	6	60	9	1830
MINNESOTA	55	9	48	0	30	17	0	6	733	3	0	8	25	5	939
MISSOURI	66	16	41	0	18	21	0	10	679	3	0	4	49	10	917
MISSISSIPPI	26	3	10	0	17	4	0	0	171	3	0	1	6	1	242
MONTANA	0	1	6	0	0	4	0	1	76	1	0	0	8	2	99
NORTH CAROLINA	141	26	179	0	94	43	1	18	2539	12	0	9	205	27	3294
NORTH DAKOTA	3	0	1	0	0	4	0	1	45	1	0	0	2	0	57
NEBRASKA	3	6	4	0	6	6	0	0	104	0	0	0	6	2	137
NEW HAMPSHIRE	33	9	48	0	16	15	1	9	837	1	0	0	13	2	984
NEW JERSEY	230	55	212	0	163	87	5	70	8334	22	0	64	724	65	10031
NEW MEXICO	7	4	2	0	6	15	4	5	201	0	0	1	12	0	257
NEVADA	21	9	22	0	4	14	0	3	387	1	0	3	23	4	491
NEW YORK	985	215	444	6	533	479	21	683	41882	71	2	129	6286	378	52114
OHIO	84	30	102	0	54	28	0	7	1501	5	0	4	96	18	1929
OKLAHOMA	14	2	17	0	10	9	1	3	285	1	0	1	30	5	378
OREGON	18	6	11	0	15	14	0	7	429	2	0	3	21	5	531
PENNSYLVANIA	154	35	169	0	113	30	1	36	4145	15	0	39	349	44	5130
RHODE ISLAND	19	7	7	0	9	7	0	3	473	0	0	0	22	7	550
SOUTH CAROLINA	94	24	57	0	44	35	2	5	1022	4	0	5	72	8	1372
SOUTH DAKOTA	9	2	4	0	2	2	0	0	75	0	0	0	1	0	95
TENNESSEE	68	25	56	0	47	13	0	5	819	0	0	8	43	3	1087
TEXAS	336	107	340	0	122	91	3	22	4307	19	4	26	309	44	5730
UTAH	67	15	107	0	7	25	0	38	4307	1	0	4	23	3	514
VIRGINIA	242	54	205	0	83	67	6	17	3390	22	0	19	248	46	4399
VERMONT	19	0	33	0	6	14	0	0	315	0	0	1	6	2	396
WASHINGTON	51	27	30	0	27	31	2	6	770	0	0	4	48	5	1001
WISCONSIN	45	8	22	0	17	12	2	3	548	1	0	3	18	3	682
WEST VIRGINIA	4	9	1	0	8	1	0	0	117	0	0	0	6	3	149
WYOMING	0	2	2	0	2	4	0	0	71	0	0	0	5	0	85
OTHER	720	203	78	1	86	226	19	427	6034	42	3	111	637	38	8625
TOTAL	7794	1816	6153	16	2589	2259	130	1859	130791	406	11	715	13480	1202	169221

TABLE 4. Average duration of stay & tourist nights by state (2015 & 2016)

STATE	2015			2016		
	AVERAGE LENGTH OF STAY	ARRIVALS	TOURIST NIGHTS	AVERAGE LENGTH OF STAY	ARRIVALS	TOURIST NIGHTS
ALASKA	13.5	68	916	6.6	95	631
ALABAMA	7.9	472	3722	8.2	703	5787
ARKANSAS	8.7	202	1759	8.4	255	2130
ARIZONA	8.0	859	6882	7.9	998	7923
CALIFORNIA	9.0	5685	50963	8.1	7012	56815
COLORADO	8.2	1482	12084	8.1	1689	13629
CONNECTICUT	8.8	3958	34899	8.5	4625	39475
DISTRICT OF COLUMBIA	9.5	1132	10718	8.4	1174	9865
DELAWARE	10.7	471	5058	9.3	549	5100
FLORIDA	7.9	14252	113041	7.2	21811	157472
GEORGIA	8.6	3651	31431	8.4	5976	49956
HAWAII	11.6	67	779	7.1	70	496
IOWA	7.7	323	2501	8.3	325	2694
IDAHO	19.7	135	2665	10.8	158	1709
ILLINOIS	8.4	2286	19298	8.2	2490	20449
INDIANA	9.6	649	6226	8.8	1028	8999
KANSAS	9.4	364	3417	10.8	409	4401
KENTUCKY	7.2	469	3385	6.7	581	3867
LOUISIANA	8.2	586	4806	7.6	721	5489
MASSACHUSETTS	11.2	6705	75155	10.7	9138	97750
MARYLAND	9.1	3538	32275	8.5	4754	40231
MAINE	9.9	462	4551	8.7	615	5358
MICHIGAN	9.1	1153	10462	8.2	1830	14936
MINNESOTA	7.2	778	5606	7.3	939	6893
MISSOURI	7.6	584	4427	7.7	917	7013
MISSISSIPPI	7.7	205	1583	8.2	242	1994
MONTANA	5.5	79	438	7.7	99	765
NORTH CAROLINA	8.2	2615	21456	8.1	3294	26573
NORTH DAKOTA	7.3	60	439	6.4	57	367
NEBRASKA	6.7	82	548	7.5	137	1030
NEW HAMPSHIRE	9.4	704	6590	8.5	984	8337
NEW JERSEY	9.4	8435	79323	8.7	10031	87541
NEW MEXICO	7.4	217	1598	7.5	257	1915
NEVADA	10.8	360	3870	8.0	491	3947
NEW YORK	11.5	45608	526164	11.2	52114	584795
OHIO	8.8	1315	11550	8.0	1929	15417
OKLAHOMA	7.7	413	3181	12.5	378	4741
OREGON	8.8	427	3754	8.4	531	4478
PENNSYLVANIA	9.9	4251	42025	9.2	5130	47404
RHODE ISLAND	9.9	473	4687	9.2	550	5079
SOUTH CAROLINA	8.7	950	8279	8.0	1372	10911
SOUTH DAKOTA	6.6	45	297	8.0	95	761
TENNESSEE	7.2	854	6160	7.4	1087	8080
TEXAS	7.5	5020	37677	7.9	5730	45267
UTAH	11.2	408	4580	9.2	514	4731
VIRGINIA	8.1	3281	26715	8.1	4399	35506
VERMONT	6.7	375	2524	7.1	396	2828
WASHINGTON	7.9	856	6800	8.5	1001	8488
WISCONSIN	8.8	632	5543	8.5	682	5777
WEST VIRGINIA	7.6	142	1080	7.7	149	1140
WYOMING	7.0	63	440	8.0	85	680
OTHER	8.6	19964	171936	9.6	8625	82932
TOTAL	9.6	148165	1426263	9.3	169221	1570552

TABLE 5. USA Arrivals by State, Sex & Age Group (2016)

STATE	FEMALE	MALE	0-12	13-17	18-25	26-35	36-45	46-55	56-65	66+	NOT STATED	TOTAL
ALASKA	52	43	4	2	6	26	8	20	21	8	0	95
ALABAMA	367	336	41	18	57	100	151	160	107	69	0	703
ARKANSAS	142	113	9	7	26	46	24	61	41	41	0	255
ARIZONA	497	501	45	24	69	112	158	247	186	157	0	998
CALIFORNIA	3744	3268	361	200	582	1497	1192	1286	1087	803	4	7012
COLORADO	872	817	94	65	126	292	292	345	298	175	2	1689
CONNECTICUT	2534	2091	334	239	410	628	621	1014	850	529	0	4625
DISTRICT OF COLUMBIA	660	514	48	19	81	332	299	163	115	116	1	1174
DELAWARE	285	264	25	15	33	90	68	114	127	77	0	549
FLORIDA	10566	11245	983	516	1257	3454	3706	5144	4251	2493	7	21811
GEORGIA	3465	2511	311	169	405	942	1190	1315	1026	618	0	5976
HAWAII	31	39	5	2	8	15	16	12	7	5	0	70
IOWA	165	160	22	12	28	40	51	83	54	35	0	325
IDAHO	72	86	6	3	18	16	16	37	34	28	0	158
ILLINOIS	1321	1169	116	76	198	466	393	556	423	259	3	2490
INDIANA	505	523	65	46	76	132	188	211	196	114	0	1028
KANSAS	201	208	44	14	42	51	56	93	71	37	1	409
KENTUCKY	274	307	14	16	42	95	119	123	99	72	1	581
LOUISIANA	381	340	17	16	64	153	121	145	136	69	0	721
MASSACHUSETTS	5203	3935	628	352	763	1396	1228	1758	1744	1261	8	9138
MARYLAND	2753	2001	280	162	347	829	800	1005	802	529	0	4754
MAINE	344	271	27	18	43	78	81	122	148	98	0	615
MICHIGAN	977	853	56	44	151	282	232	377	389	299	0	1830
MINNESOTA	484	455	56	30	88	144	172	192	166	91	0	939
MISSOURI	489	428	47	24	117	115	132	200	179	103	0	917
MISSISSIPPI	130	112	3	0	22	50	48	51	38	30	0	242
MONTANA	49	50	4	0	6	8	14	18	27	22	0	99
NORTH CAROLINA	1758	1536	155	91	264	523	642	739	529	350	1	3294
NORTH DAKOTA	27	30	0	2	8	21	3	12	9	2	0	57
NEBRASKA	62	75	9	2	16	25	24	27	13	21	0	137
NEW HAMPSHIRE	454	530	40	30	61	111	122	259	221	140	0	984
NEW JERSEY	5673	4358	690	435	802	1670	1552	2175	1717	988	2	10031
NEW MEXICO	132	125	13	11	20	34	38	58	58	25	0	257
NEVADA	247	244	16	9	26	88	85	100	90	77	0	491
NEW YORK	31003	21111	3558	1641	3684	9809	8229	9103	9096	6979	15	52114
OHIO	966	963	84	52	161	299	282	462	385	203	1	1929
OKLAHOMA	186	192	17	19	35	62	64	75	64	42	0	378
OREGON	292	239	21	7	52	111	80	99	102	59	0	531
PENNSYLVANIA	2773	2357	264	181	480	833	719	1079	931	643	0	5130
RHODE ISLAND	286	264	39	20	46	78	72	102	110	83	0	550
SOUTH CAROLINA	722	650	49	35	100	237	180	289	260	221	1	1372
SOUTH DAKOTA	47	48	2	3	16	9	12	23	20	10	0	95
TENNESSEE	552	535	35	34	95	169	165	239	238	112	0	1087
TEXAS	3002	2728	251	165	387	1045	1064	1263	1036	516	3	5730
UTAH	238	276	18	6	147	77	69	79	70	46	2	514
VIRGINIA	2296	2103	247	166	305	767	705	948	764	497	0	4399
VERMONT	189	207	15	24	35	53	46	102	66	55	0	396
WASHINGTON	494	507	44	24	79	189	169	205	167	124	0	1001
WISCONSIN	365	317	20	17	37	92	95	162	152	107	0	682
WEST VIRGINIA	78	71	12	5	7	21	31	25	30	18	0	149
WYOMING	52	33	3	2	3	13	16	12	20	16	0	85
OTHER	4404	4221	684	312	533	1245	1402	1701	1557	1191	0	8625
TOTAL	92861	76360	9931	5382	12464	28970	27242	34190	30327	20663	52	169221

TABLE 6. USA Arrivals by State & Accommodation (2016)

STATE	50 - 100 RMS	ALL INCLUSIVE	APTS	CONDO	CRUISE	FRIENDS	GUEST HOUSE	HOUSE/OWNED
ALASKA	4	3	8	4	0	6	2	0
ALABAMA	20	155	14	0	1	138	8	2
ARKANSAS	8	48	6	0	1	27	0	1
ARIZONA	38	116	4	0	2	150	4	4
CALIFORNIA	195	748	158	30	29	1101	82	27
COLORADO	61	207	59	4	1	210	9	3
CONNECTICUT	159	561	116	31	0	904	34	26
DISTRICT OF COLUMBIA	23	59	29	16	0	209	2	1
DELAWARE	9	75	34	2	0	146	3	1
FLORIDA	483	1607	395	81	36	5264	108	135
GEORGIA	154	674	142	26	3	1582	18	36
HAWAII	1	1	4	0	0	13	0	0
IOWA	4	129	1	5	0	32	0	0
IDAHO	2	29	0	0	0	27	2	0
ILLINOIS	63	360	61	19	1	340	27	8
INDIANA	32	181	37	10	2	150	10	1
KANSAS	13	58	33	0	1	55	0	0
KENTUCKY	7	132	13	0	2	87	1	2
LOUISIANA	14	182	15	0	4	87	0	0
MASSACHUSETTS	290	1079	231	79	2	2624	79	88
MARYLAND	133	467	84	60	3	1300	39	27
MAINE	13	82	2	9	2	55	10	1
MICHIGAN	94	374	32	7	2	212	21	5
MINNESOTA	36	105	27	11	3	127	26	1
MISSOURI	10	151	17	4	1	186	4	1
MISSISSIPPI	4	70	4	1	0	42	3	0
MONTANA	9	8	2	0	0	16	0	0
NORTH CAROLINA	90	550	55	20	2	596	18	12
NORTH DAKOTA	0	12	1	1	0	17	0	0
NEBRASKA	4	30	2	0	0	13	0	0
NEW HAMPSHIRE	36	151	46	7	0	92	2	2
NEW JERSEY	303	1317	265	87	4	2480	51	84
NEW MEXICO	5	36	21	0	3	29	3	1
NEVADA	24	70	3	3	1	72	5	0
NEW YORK	1742	4269	791	192	12	22140	289	643
OHIO	71	356	35	13	2	295	25	4
OKLAHOMA	12	92	6	0	0	79	5	0
OREGON	8	63	30	0	0	76	6	0
PENNSYLVANIA	123	820	87	1	2	1194	36	23
RHODE ISLAND	18	74	5	1	1	84	1	7
SOUTH CAROLINA	32	215	32	4	11	242	16	1
SOUTH DAKOTA	1	15	14	6	0	3	2	0
TENNESSEE	27	209	28	2	0	151	4	1
TEXAS	143	901	96	44	3	986	24	36
UTAH	8	56	10	3	5	123	5	0
VIRGINIA	114	548	75	34	6	798	25	6
VERMONT	25	53	14	4	1	38	6	1
WASHINGTON	21	87	24	1	7	161	33	1
WISCONSIN	22	113	17	0	1	62	6	0
WEST VIRGINIA	0	40	0	3	0	11	0	1
WYOMING	7	16	2	0	0	13	2	0
OTHER	180	668	150	34	28	1863	65	48
TOTAL	4895	18422	3337	859	185	46708	1121	1241

TABLE 6. USA Arrivals by State & Accommodation (2016)

STATE	INTIMATE	LUXURY	NOT STATED	OTHER	OVER 100 RMS	UNDER 50 RMS	VILLAS	YACHT	TOTAL
ALASKA	3	17	0	1	22	4	21	0	95
ALABAMA	26	132	0	5	108	23	71	0	703
ARKANSAS	18	67	0	7	35	4	32	1	255
ARIZONA	53	221	0	7	244	33	122	0	998
CALIFORNIA	428	1532	6	124	1246	228	1077	1	7012
COLORADO	101	317	0	22	346	55	294	0	1689
CONNECTICUT	201	1181	13	33	632	105	628	1	4625
DISTRICT OF COLUMBIA	71	294	3	13	250	33	171	0	1174
DELAWARE	20	89	0	4	100	5	61	0	549
FLORIDA	941	3713	48	201	6353	479	1955	12	21811
GEORGIA	317	955	4	55	1176	149	684	1	5976
HAWAII	6	15	0	1	22	0	7	0	70
IOWA	20	65	0	3	31	6	29	0	325
IDAHO	13	24	1	0	33	6	21	0	158
ILLINOIS	107	604	2	26	514	37	321	0	2490
INDIANA	57	178	0	22	173	34	141	0	1028
KANSAS	11	86	0	12	77	7	56	0	409
KENTUCKY	19	116	0	13	132	14	43	0	581
LOUISIANA	37	152	0	2	107	24	97	0	721
MASSACHUSETTS	434	1535	7	83	1189	202	1216	0	9138
MARYLAND	242	759	4	56	782	135	663	0	4754
MAINE	34	131	0	12	127	20	116	1	615
MICHIGAN	105	314	5	20	347	40	246	6	1830
MINNESOTA	37	172	0	14	198	21	161	0	939
MISSOURI	28	155	0	52	189	14	104	1	917
MISSISSIPPI	12	37	0	1	45	3	20	0	242
MONTANA	11	24	0	2	13	3	11	0	99
NORTH CAROLINA	135	618	4	34	644	90	426	0	3294
NORTH DAKOTA	1	6	2	2	7	4	4	0	57
NEBRASKA	10	37	0	1	26	5	9	0	137
NEW HAMPSHIRE	75	204	3	2	193	15	156	0	984
NEW JERSEY	484	1933	9	56	1458	244	1253	3	10031
NEW MEXICO	25	35	0	5	55	9	30	0	257
NEVADA	39	106	0	9	94	16	49	0	491
NEW YORK	2562	7165	129	470	5945	1036	4727	2	52114
OHIO	54	398	4	10	374	43	245	0	1929
OKLAHOMA	18	48	0	3	73	11	31	0	378
OREGON	33	84	4	5	105	19	98	0	531
PENNSYLVANIA	283	885	10	47	878	104	637	0	5130
RHODE ISLAND	21	119	1	3	100	10	105	0	550
SOUTH CAROLINA	37	302	0	32	231	37	180	0	1372
SOUTH DAKOTA	5	16	1	3	15	0	14	0	95
TENNESSEE	40	249	2	7	230	28	109	0	1087
TEXAS	278	1253	7	54	1085	137	679	4	5730
UTAH	17	65	0	3	127	7	85	0	514
VIRGINIA	207	959	7	30	886	91	613	0	4399
VERMONT	22	69	1	9	73	9	71	0	396
WASHINGTON	81	177	0	18	211	21	158	0	1001
WISCONSIN	49	139	1	8	157	15	92	0	682
WEST VIRGINIA	11	39	3	1	17	2	21	0	149
WYOMING	7	19	0	1	8	3	7	0	85
OTHER	431	1350	1234	82	1405	185	901	1	8625
TOTAL	8277	29160	1515	1686	28888	3825	19068	34	169221





CARIBBEAN

Table of Contents

CARIBBEAN 69

Sources of Tourism Demand 69

Seasonality of Arrivals 70

Purpose of Visit..... 71

Average Length of Stay and Tourists Nights..... 71

Type of Accommodation 72

Age & Sex Distributions 72

APPENDIX 73

CARIBBEAN

Sources of Tourism Demand

This market was the third highest producer of visitors to Barbados for the year 2016; it accounted for 16.6% of overall business but registered a gain of 11.8%. This market's success stemmed from the increased promotion of key festivals such as Crop Over and Food & Rum.

TABLE 1. Caribbean Arrivals by Country (2013,2014,2015,2016)

COUNTRY	2013	2014	2015	2016	% Change		
					13/14	14/15	15/16
ANGUILLA	401	297	246	307	-25.9	-17.2	24.8
ANTIGUA	3918	3943	4687	5822	0.6	18.9	24.2
ARUBA	31	52	66	46	67.7	26.9	-30.3
B.V.I.	1242	1112	1109	1360	-10.5	-0.3	22.6
BAHAMAS	1053	963	1222	1364	-8.5	26.9	11.6
BERMUDA	777	932	984	1056	19.9	5.6	7.3
CAYMAN ISL	435	457	452	381	5.1	-1.1	-15.7
CUBA	137	179	146	245	30.7	-18.4	67.8
CURACAO	127	76	103	76	-40.2	35.5	-26.2
DOMIN REP	296	408	542	653	37.8	32.8	20.5
DOMINICA	4529	4071	4931	5822	-10.1	21.1	18.1
FRENCH W.I	136	87	92	114	-36.0	5.7	23.9
GRENADA	4437	4108	4984	5468	-7.4	21.3	9.7
GUADELOUPE	754	607	683	677	-19.5	12.5	-0.9
GUYANA	11470	9910	11151	11796	-13.6	12.5	5.8
HAITI	166	222	196	215	33.7	-11.7	9.7
JAMAICA	7937	7403	7855	9344	-6.7	6.1	19.0
MARTINIQUE	1900	1501	1396	1292	-21.0	-7.0	-7.4
MONTSERRAT	226	192	190	210	-15.0	-1.0	10.5
NETH ANTIL	514	527	458	275	2.5	-13.1	-40.0
P RICO	446	512	548	456	14.8	7.0	-16.8
ST KITTS	2623	2778	3063	3211	5.9	10.3	4.8
ST LUCIA	7530	7184	8697	9399	-4.6	21.1	8.1
ST VINCENT	10397	9003	10029	11127	-13.4	11.4	10.9
TRINIDAD	31638	28039	29661	34003	-11.4	5.8	14.6
TURKS	116	117	171	170	0.9	46.2	-0.6
US VIRGINS	278	273	376	255	-1.8	37.7	-32.2
TOTAL	93514	84953	94038	105144	-9.2	10.7	11.8

Table 1 shows the distribution of Caribbean arrivals by residence for the last four consecutive years. Of note approximately two thirds of the source residences showed increases. Of those countries which showed growth, Cuba had the largest increase in arrivals with an increase of 67.8%. Meanwhile the Netherland Antilles had the largest decrease with a 40% decline in arrivals.

Table 2 below shows the top ten source residences from the Caribbean for the years 2015 and 2016.

The top ten source residences accounted for 92.6% of the total Caribbean traffic to Barbados in 2016.

Trinidad accounted for 32.3% of business from this market, recording a 14.6% increase. Guyana followed with 11.2% of business, the number of Guyanese visitors increased by 5.8% when compared with 2016.

TABLE 2. Top 10 Source Countries (2015 & 2016)

COUNTRY	2015 TOTAL ARRIVALS	PERCENTAGE SHARE	COUNTRY	2016 TOTAL ARRIVALS	PERCENTAGE SHARE
TRINIDAD	29661	31.5	TRINIDAD	34003	32.3
GUYANA	11151	11.9	GUYANA	11796	11.2
ST VINCENT	10029	10.7	ST VINCENT	11127	10.6
ST LUCIA	8697	9.2	ST LUCIA	9399	8.9
JAMAICA	7855	8.4	JAMAICA	9344	8.9
GRENADA	4984	5.3	ANTIGUA	5822	5.5
DOMINICA	4931	5.2	DOMINICA	5822	5.5
ANTIGUA	4687	5.0	GRENADA	5468	5.2
ST KITTS	3063	3.3	ST KITTS	3211	3.1
MARTINIQUE	1396	1.5	BAHAMAS	1364	1.3
TOTAL	86454	91.9	TOTAL	97356	92.6

Collectively Trinidad and Guyana captured 43.6% of the total Caribbean traffic to Barbados. St. Vincent, St. Lucia and Jamaica retained their positions as the 3rd, 4th and 5th major source with 10.6%, 8.9% and 8.9% percentage shares, respectively. Antigua advanced to position number 6 taking Grenada's place while the Bahamas knocked Martinique out of the 10th spot.

Seasonality of Arrivals

The month of July recorded the highest number of arrivals for the year with 13,026 visitors which accounted for 12.4% of the market share. Of the July arrivals, 35.3% were from Trinidad, 14% were from Guyana and 10.3% originated from St. Vincent. August captured the second largest share with 10.7% of the Caribbean arrivals.

The month of February had the least number of visitor arrivals for this market; however, growth of 8.5% was still recorded. **(See Appendix: Chart 1 and Table 3).**

Purpose of Visit

The primary motivation for travel among Caribbean travellers continued to be pleasure, 44.2% visited for this purpose. This represented an increase of 14.1% in business when compared with 2016. Of the total pleasure travellers 42.1% were from Trinidad, 15.7% from Guyana and 8.8% were from St. Vincent. Business accounted for 21.1% of the Caribbean travellers, an increase of 2.8% when compared with 2016. The VFR segment (8%) was on the rise recording a 27.3% increase. Of note, although conferences accounted for only 6.3% of the share it recorded a 15.8% increase over 2016. **(See Appendix: Table 3)**

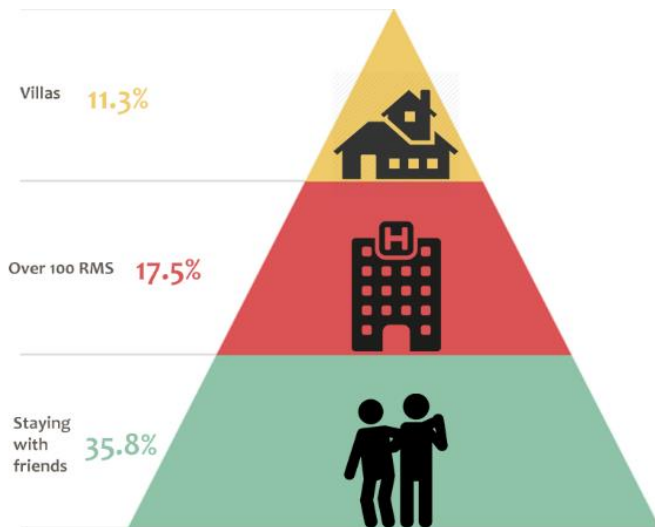
Average Length of Stay and Tourists Nights

Most Caribbean travellers stayed 4-6 days (25.5%); an increase of 11.2%, while 21.9% stayed 2-3 days **(See Appendix: Chart 2)**. This segment of visitors recorded an increase of 13.9% when compared with 2016. For 2016, Caribbean visitors spent a total of nights with an average length of stay of 11.4 days. Those from the Bahamas and Guyana had the highest average stay with approximately 23.4 days and 22.2 days respectively **(See Appendix: Table 4)**.



Type of Accommodation

Staying with friends (35.8%) was the accommodation type most preferred by Caribbean travellers; this represented an increase of 10%. Of those who chose to stay with friends, 20.9% originated from Trinidad, 19.7% from Guyana and 16.7% from St. Vincent. Hotels with over 100 rooms accounted for 17.5% of the share and increased by 15%; Villas accounted for 11.3%, an 13.9% increase. Stays at Intimate properties accounted for 10.2% of business with an increase of 10.1%.



(See Appendix: Table 6)

Age & Sex Distributions

Of the total Caribbean travellers in 2016, 54% were females and the remaining 46% were males.



In the age category the 26-35 age grouping dominated traffic with 23%, a 15.5% increase from 2015; while the 36-45 age grouping accounted for 21.6%, an increase of 13.6%. There was also an increase in persons ages 56 to 65 years visiting the island; this age category accounted for 11.8% of the market share; while fewer persons 46 to 55 visited the island.

(See Appendix: Chart 3 and Table 5).

APPENDIX

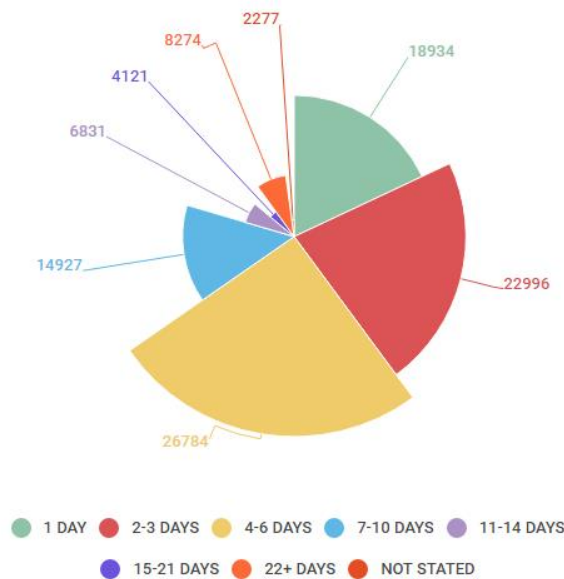
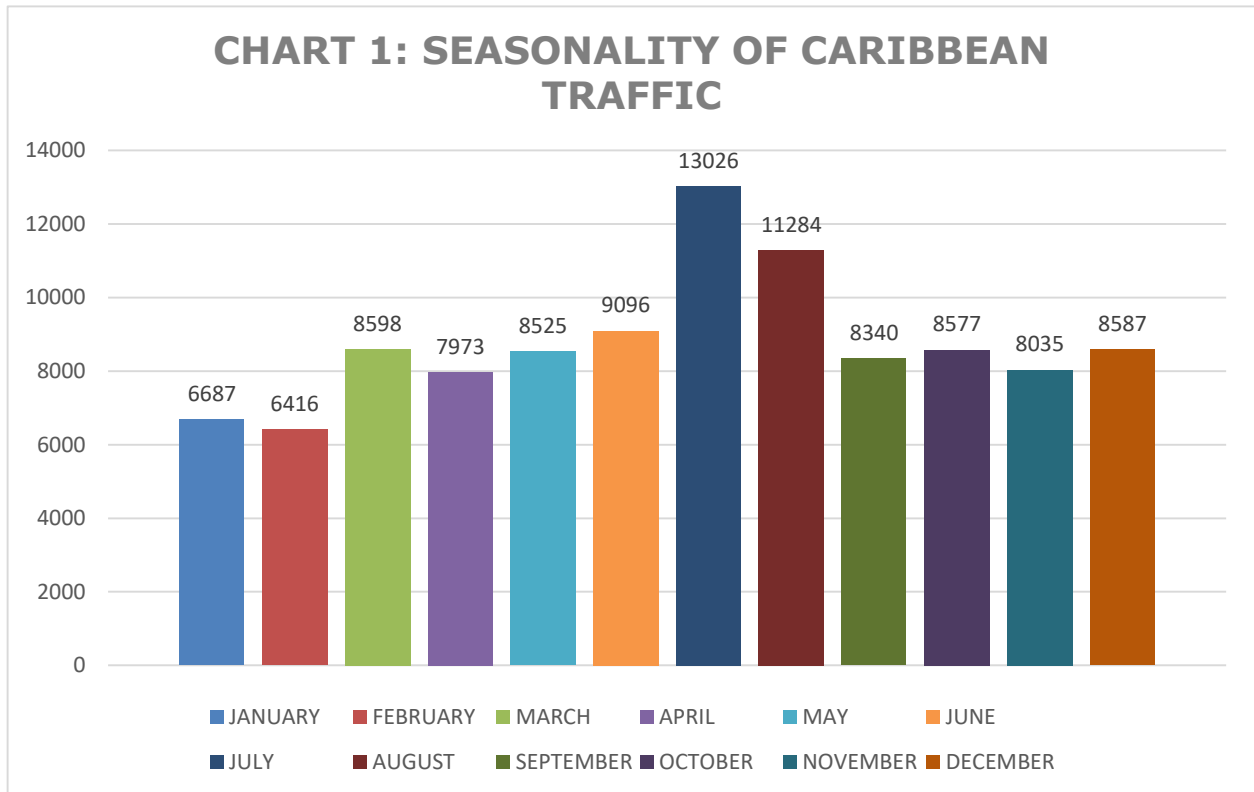


CHART 2: AVERAGE LENGTH OF STAY AND TOURIST NIGHTS

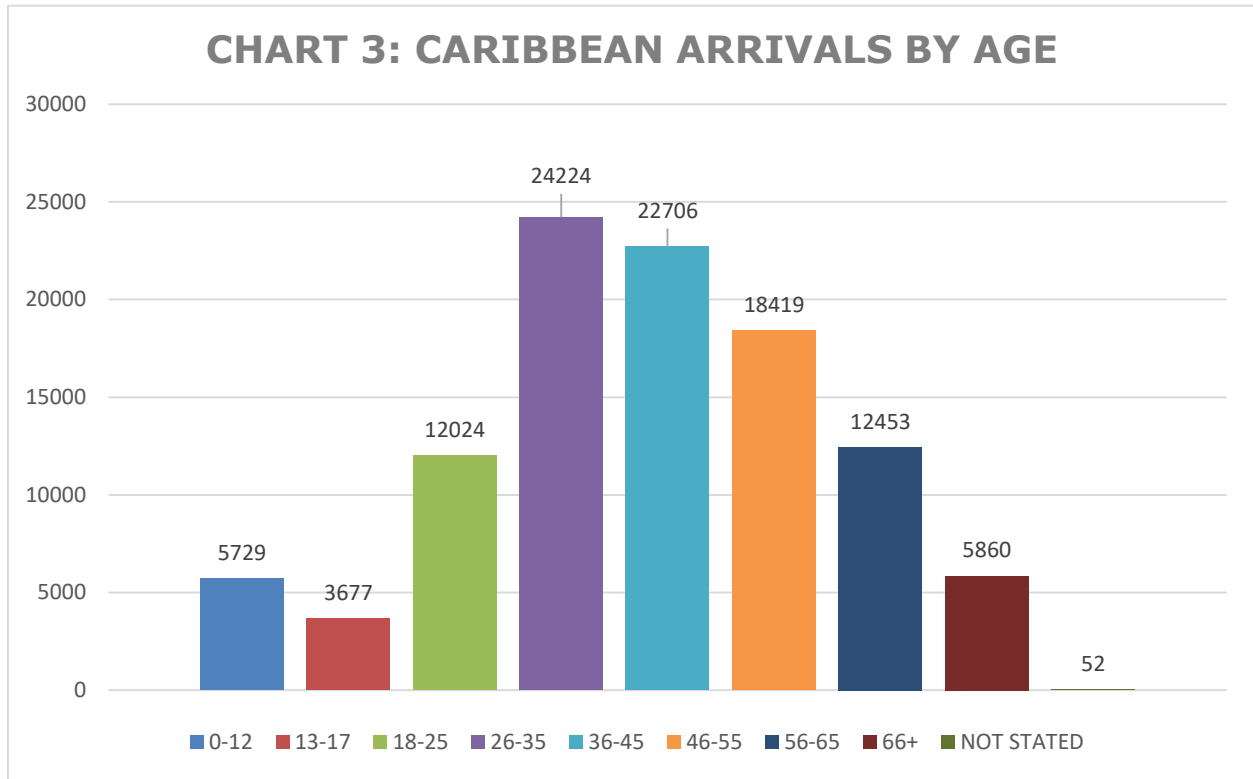


TABLE 1. Caribbean Arrivals by Country (2012-2016)

COUNTRY	2012	2013	2014	2015	2016
ANGUILLA	456	401	297	246	307
ANTIGUA	4002	3918	3943	4687	5822
ARUBA	84	31	52	66	46
B.V.I.	1408	1242	1112	1109	1360
BAHAMAS	806	1053	963	1222	1364
BERMUDA	990	777	932	984	1056
CAYMAN ISL	514	435	457	452	381
CUBA	122	137	179	146	245
CURACAO	178	127	76	103	76
DOMIN REP	412	296	408	542	653
DOMINICA	4472	4529	4071	4931	5822
FRENCH W.I	174	136	87	92	114
GRENADA	4407	4437	4108	4984	5468
GUADELOUPE	981	754	607	683	677
GUYANA	13938	11470	9910	11151	11796
HAITI	213	166	222	196	215
JAMAICA	8411	7937	7403	7855	9344
MARTINIQUE	2462	1900	1501	1396	1292
MONTSERRAT	181	226	192	190	210
NETH ANTIL	856	514	527	458	275
P RICO	587	446	512	548	456
ST KITTS	2714	2623	2778	3063	3211
ST LUCIA	7477	7530	7184	8697	9399
ST VINCENT	10332	10397	9003	10029	11127
TRINIDAD	38031	31638	28039	29661	34003
TURKS	130	116	117	171	170
US VIRGINS	322	278	273	376	255
TOTAL	104660	93514	84953	94038	105144

TABLE 2. Caribbean Arrivals by Country & Month (2016)

COUNTRY	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL
ANGUILLA	30	22	41	30	15	29	21	28	13	22	35	21	307
ANTIGUA	465	283	468	423	451	585	471	619	547	653	491	366	5822
ARUBA	7	4	2	5	2	2	0	10	4	1	6	3	46
B.V.I.	96	73	118	119	82	113	147	154	100	128	118	112	1360
BAHAMAS	150	50	97	74	91	120	139	193	131	144	86	89	1364
BERMUDA	53	52	118	118	40	93	170	56	36	22	182	116	1056
CAYMAN ISL	24	22	34	38	16	26	61	17	40	22	41	40	381
CUBA	14	13	29	14	18	33	13	22	19	21	25	24	245
CURACAO	3	6	18	8	3	0	11	11	3	3	6	4	76
DOMIN REP	76	73	52	53	43	70	54	45	48	49	48	42	653
DOMINICA	395	293	396	399	422	673	669	591	470	522	481	511	5822
FRENCH W.I	8	3	39	3	7	5	7	15	5	7	5	10	114
GRENADA	312	303	464	488	522	612	486	463	379	490	465	484	5468
GUADELOUPE	31	78	79	67	52	37	148	55	17	23	32	58	677
GUAYANA	910	722	826	777	747	973	1824	1169	947	995	903	1003	11796
HAITI	10	16	12	20	21	23	12	15	23	20	30	13	215
JAMAICA	556	496	674	707	784	887	1204	739	835	776	859	827	9344
MARTINIQUE	54	82	154	109	90	55	195	181	40	94	79	159	1292
MONTSERAT	15	12	16	21	22	15	15	9	24	17	28	16	210
NEHT ANTIL	31	28	26	22	21	21	25	24	24	19	15	19	275
P RICO	45	38	41	49	38	44	57	30	35	27	30	22	456
ST KITTS	195	152	279	309	274	396	319	306	325	279	228	149	3211
ST LUCIA	650	539	771	756	733	922	971	928	798	848	748	735	9399
ST VINCENT	727	614	805	827	841	889	1345	1397	929	1019	813	921	11127
TRINIDAD	1799	2402	3009	2504	3173	2444	4596	4183	2509	2352	2245	2787	34003
TURKS	7	16	13	18	10	8	24	9	26	10	13	16	170
US VIRGINS	24	24	17	15	7	21	42	15	13	14	23	40	255
TOTAL	6687	6416	8598	7973	8525	9096	13026	11284	8340	8577	8035	8587	105144

TABLE 3. Caribbean Arrivals by Country & Purpose of Visit (2016)

COUNTRY	BUSINESS	CONFERENCE/ CONVENTING	CREW	ATTENDING GRADUATION	HONEYMOON	INTRAINT PASSENGER	MEDICAL ATTENTION	OTHER PURPOSE	PLEASURE/ HOLIDAY/VAC	STUDENT	SPECIAL EVENT	SPORTS	VISIT FRIENDS/ RELATIVES	ATTENDING A WEDDING	TOTAL
ANGUILLA	78	63	3	1	0	8	23	16	87	8	0	7	12	1	307
ANTIGUA	2000	487	848	65	8	177	119	163	1216	232	0	107	390	10	5822
ARUBA	17	6	1	0	0	0	0	4	15	0	0	2	1	0	46
B.V.I.	602	70	4	2	1	94	11	35	409	28	0	10	92	2	1360
BAHAMAS	204	172	2	5	12	32	19	24	512	234	0	27	117	4	1364
BERMUDA	65	24	0	0	21	51	5	21	683	5	0	47	124	10	1056
CAYMAN ISL	80	55	0	1	2	22	3	6	161	4	0	15	31	1	381
CUBA	33	32	0	0	0	13	0	12	130	5	0	8	12	0	245
CUYABAQ	23	16	0	0	0	0	0	0	29	0	0	7	0	1	76
DOMINREP	204	102	205	0	0	8	1	21	96	1	0	9	6	0	653
DOMINICA	2147	342	130	10	4	682	164	154	1599	180	0	50	356	4	5822
FRENCH W.I	35	7	1	0	0	3	0	2	36	30	0	0	0	0	114
GRENADA	1981	424	426	13	8	181	88	171	1456	145	1	163	402	9	5468
GUADELOUPE	90	38	4	0	2	12	0	10	400	61	15	27	18	0	677
GUAYAMA	949	544	66	7	50	316	68	772	7314	124	1	287	1252	46	11796
HAITI	80	54	0	0	0	1	0	7	62	8	0	0	0	3	215
JAMAICA	1773	745	913	13	35	563	24	382	3377	123	11	260	1083	42	9344
MARTINIQUE	87	67	4	0	7	53	2	27	925	27	0	58	35	0	1292
MONTSERAT	75	36	5	0	0	11	8	11	29	17	0	2	16	0	210
NETH ANTIL	103	35	0	0	0	2	3	16	87	6	0	4	18	1	275
PRICO	216	46	33	0	0	13	1	1	128	0	0	10	6	2	456
ST KITS	1736	276	36	10	3	70	61	88	704	67	0	37	123	0	3211
ST LUCIA	2887	667	314	41	20	437	184	265	3192	268	0	220	875	29	9399
ST VINCENT	2271	389	169	35	29	1713	262	437	4107	300	4	229	1151	31	11127
TRINIDAD	4411	1874	1205	29	355	456	162	746	19554	1196	20	1542	2229	224	34003
TURKS	30	26	0	0	1	18	1	2	66	8	0	9	9	0	170
US VIRGINIS	52	13	2	2	1	21	2	4	114	0	0	12	32	0	255
TOTAL	22229	6610	4371	234	559	4957	1211	3397	46488	3077	52	3149	8390	420	105144

TABLE 4. Average Duration of Stay & Tourist Nights by Country (2015 & 2016)

COUNTRY	AVERAGE LENGTH OF STAY	2015		2016		
		ARRIVALS	TOURIST NIGHTS	ARRIVALS	TOURIST NIGHTS	
ANGUILLA	21.1	246	5201	307	3295	
ANTIGUA	9.6	4687	44888	5822	55320	
ARUBA	6.6	66	433	46	320	
B.V.I.	6.7	1109	7407	1360	8449	
BAHAMAS	22.5	1222	27512	1364	31928	
BERMUDA	11.8	984	11648	1056	12219	
CAYMAN ISL	8.3	452	3760	381	2998	
CUBA	14.8	146	2162	245	2993	
CURACAO	5.2	103	536	76	364	
DOMIN REP	5.4	542	2922	653	3973	
DOMINICA	8.6	4931	42159	5822	46583	
FRENCH W.I	4.2	92	387	114	901	
GREENADA	8.8	4984	43769	5468	45108	
GUADELOUPE	11.0	683	7530	677	7013	
GUYANA	11.0	11151	252900	11796	262335	
HAITI	7.3	196	1423	215	1235	
JAMAICA	14.4	7855	113404	9344	118041	
MARTINIQUE	7.6	1396	10636	1292	9129	
MONTSERRAT	17.2	190	3265	210	2797	
NETH ANTIL	5.8	458	2673	275	1586	
P RICO	4.7	548	2565	456	2410	
ST KITTS	6.6	3063	20096	3211	22480	
ST LUCIA	10.9	8697	95088	9399	96444	
ST VINCENT	13.2	10029	132789	11127	135401	
TRINIDAD	9.8	29661	289197	34003	316244	
TURKS	8.6	171	1473	170	1568	
US VIRGINIS	9.7	376	3659	255	2458	
TOTAL	12.0	94038	1129482	11.4	105144	1193592

TABLE 5. Caribbean Arrivals by Country, Sex, & Age Group (2016)

COUNTRY	FEMALE	MALE	0-12	13-17	18-25	26-35	36-45	46-55	56-65	66+	NOT STATED	TOTAL
ANGUILLA	175	132	24	15	28	44	67	81	32	15	1	307
ANTIGUA	3052	2770	233	211	655	1283	1126	1177	800	336	1	5822
ARUBA	13	33	0	1	1	12	6	15	10	1	0	46
B.V.I.	749	611	102	57	126	238	381	261	156	39	0	1360
BAHAMAS	768	596	39	27	258	226	288	313	144	69	0	1364
BERMUDA	572	484	40	66	25	124	164	267	217	152	1	1056
CAYMAN ISL	184	197	17	10	14	62	106	107	46	19	0	381
CUBA	92	153	2	4	24	60	63	62	19	11	0	245
CURACAO	29	47	3	2	2	13	20	30	6	0	0	76
DOMIN REP	186	467	6	12	19	168	237	169	39	3	0	653
DOMINICA	3298	2524	321	257	775	1452	1022	1016	627	351	1	5822
FRENCH W.I.	76	38	8	29	5	20	17	25	7	3	0	114
GRENADA	2730	2738	257	185	686	1272	1374	763	608	321	2	5468
GUADELOUPE	401	276	52	89	90	106	115	117	74	34	0	677
GUAYANA	6732	5064	776	501	1698	2586	2643	1958	1102	520	12	11796
HAITI	82	133	1	0	5	52	61	59	27	10	0	215
JAMAICA	5173	4171	258	184	1161	2380	2331	1624	1034	369	3	9344
MARTINIQUE	725	567	104	99	98	221	223	287	180	80	0	1292
MONTERRAT	118	92	8	4	13	30	32	77	27	18	1	210
NETH ANTIL	158	117	11	6	31	58	55	66	37	11	0	275
P RICO	119	337	8	2	8	99	132	124	59	24	0	456
ST KITTS	1767	1444	111	137	445	726	786	525	342	138	1	3211
ST LUCIA	5425	3974	502	379	1132	2163	2279	1632	901	405	6	9399
ST VINCENT	6236	4891	773	482	1512	2440	2241	1773	1283	616	7	11127
TRINIDAD	17452	16551	2056	910	3188	8330	6841	5785	4606	2272	15	34003
TURKS	83	87	5	4	7	32	47	47	26	2	0	170
US VIRGINS	117	138	12	4	18	27	49	59	44	41	1	255
TOTAL	56512	48632	5729	3677	12024	24224	22706	18419	12453	5860	52	105144

TABLE 6. Caribbean Arrivals by Country & Accommodation (2016)

COUNTRY	50 - 100 RMS	ALL INCLUSIVE	APTS	CONDO	CRUISE	FRIENDS	GUEST HOUSE	HOUSE/OWNED
ANGUILLA	5	11	16	0	0	77	19	0
ANTIGUA	143	362	212	0	0	1719	227	8
ARUBA	6	3	0	0	0	3	0	0
B.V.I.	56	18	323	0	0	304	37	5
BAHAMAS	19	39	43	1	0	264	3	2
BERMUDA	24	14	19	9	0	422	2	31
CAYMAN ISL	4	16	1	5	0	120	2	2
CUBA	6	39	8	0	0	47	1	1
CURACAO	0	1	0	0	0	2	2	0
DOMIN REP	15	20	14	0	0	32	7	0
DOMINICA	141	55	460	0	0	1911	475	4
FRENCH W.I	1	1	14	0	0	51	5	0
GRENADA	69	87	135	0	0	2156	208	9
GUADELOUPE	17	28	4	0	0	186	44	2
GUYANA	67	156	85	11	3	7400	108	43
HAITI	9	7	7	0	0	9	48	0
JAMAICA	159	321	138	2	0	3196	59	13
MARTINIQUE	87	91	26	0	0	178	41	6
MONTSERRAT	4	9	4	0	0	68	6	2
NETH ANTIL	10	7	18	0	0	57	45	0
P RICO	12	18	3	0	0	36	3	0
ST KITTS	374	60	317	0	0	574	80	6
ST LUCIA	178	250	103	0	3	4574	236	13
ST VINCENT	239	123	116	0	9	6269	138	24
TRINIDAD	987	1826	683	158	5	7861	129	97
TURKS	5	3	8	0	0	39	1	1
US VIRGINS	3	18	13	1	0	93	15	1
TOTAL	2640	3583	2770	187	20	37648	1941	270

TABLE 6. Caribbean Arrivals by Country & Accommodation (2016)

COUNTRY	INTIMATE	LUXURY	NOT STATED	OTHER	OVER 100 RMS	UNDER 50 RMS	VILLAS	YACHT	TOTAL
ANGUILLA	43	19	4	25	54	5	29	0	307
ANTIGUA	576	188	232	264	998	65	828	0	5822
ARUBA	2	8	0	0	20	2	2	0	46
B.V.I.	180	94	3	17	190	18	115	0	1360
BAHAMAS	126	192	8	156	305	14	192	0	1364
BERMUDA	135	112	19	13	99	27	130	0	1056
CAYMAN ISL	13	99	0	2	90	7	20	0	381
CUBA	24	16	8	14	35	3	43	0	245
CURACAO	18	17	0	1	29	1	5	0	76
DOMIN REP	36	68	8	9	310	114	20	0	653
DOMINICA	583	182	204	199	553	78	977	0	5822
FRENCH W.I	18	8	0	0	3	3	9	1	114
GRENADA	641	218	214	253	598	46	834	0	5468
GUADELOUPE	101	14	0	12	139	24	106	0	677
GUYANA	666	346	739	190	950	67	965	0	11796
HAITI	27	30	4	2	55	5	12	0	215
JAMAICA	930	575	680	126	2461	105	578	1	9344
MARTINIQUE	163	78	0	25	409	36	152	0	1292
MONTSERRAT	25	16	0	5	45	5	21	0	210
NETH ANTL	49	10	1	2	44	4	28	0	275
P RICO	44	116	0	14	189	5	16	0	456
ST KITTS	319	131	38	127	622	27	536	0	3211
ST LUCIA	839	302	435	311	990	84	1081	0	9399
ST VINCENT	1216	276	420	314	855	96	1032	0	11127
TRINIDAD	3934	2637	1202	1218	8291	907	4067	1	34003
TURKS	6	42	1	2	40	2	20	0	170
US VIRGINS	45	16	1	5	27	3	14	0	255
TOTAL	10759	5810	4221	3306	18401	1753	11832	3	105144



A nighttime photograph of the Toronto skyline. The CN Tower is illuminated in red and blue, standing prominently on the right. The Rogers Centre, with its white, illuminated, dome-shaped roof, is in the foreground. The city lights are reflected in the water in the foreground. A large, semi-transparent white circle with a yellow double-line border is centered over the image, containing the word "CANADA" in blue, bold, sans-serif capital letters.

CANADA

Table of Contents

CANADA 85

Sources of Tourism Demand..... 85

Seasonality of Arrivals 86

Purpose of Visit..... 86

Average Duration of Stay and Tourist Nights 86

Type of Accommodation 87

Age & Sex Distributions 87

APPENDIX 88

CANADA

Sources of Tourism Demand

Canadians travelling to this destination contributed 12.5% of business for the year in review recording a 5.9% increase when compared with the previous year. This increase can be attributed to intensified marketing initiatives to drive awareness of the destination in the market place. The distribution of tourist arrivals from the Canadian market is shown in **Table 1**.

Table 1. Tourism Arrivals by the Top Producing Provinces (2013, 2014, 2015 & 2016)

Provinces	2013	2014	2015	2016	% Change		
					14/13	15/14	16/15
ON-TORONTO	10064	9419	9757	13717	-6.4	3.6	40.6
QC-MONTRL CNTR/EAST	3303	3269	3315	4143	-1.0	1.4	25.0
ON-OTTAWA	2547	2419	2457	3613	-5.0	1.6	47.0
ON-GTA EAST	2336	1834	1975	3296	-21.5	7.7	66.9
ON-HAMILTON	2223	1761	1968	2843	-20.8	11.8	44.5
ON MISSISSAUGA	2219	2024	1999	2801	-8.8	-1.2	40.1
AB-CALGARY/SOUTH	1811	1586	1663	2243	-12.4	4.9	34.9
QC-MONTRL WEST ISL	1562	1467	1600	1920	-6.1	9.1	20.0
ON-KIT-W'LOO-CAMBR-GUELPH	1231	1038	1284	1800	-15.7	23.7	40.2
ON-OTHER GTA NORTH	1259	1097	1133	1671	-12.9	3.3	47.5
OTHER PROVINCES	38677	40028	47361	40898	3.5	18.3	-13.6
TOTAL CANADIAN VISITORS	67232	65942	74512	78945	-1.9	13.0	5.9

Table 2. Top 10 Source Provinces (2015 & 2016)

Provinces	2015		Provinces	2016	
	Total Arrivals	Percentage Share		Total Arrivals	Percentage Share
ON-TORONTO	9757	13.1	ON-TORONTO	13717	17.4
QC-MONTRL CNTR/EAS	3315	4.4	QC-MONTRL CNTR/EAST	4143	5.2
ON-OTTAWA	2457	3.3	ON-OTTAWA	3613	4.6
ON-GTA EAST	1975	2.7	ON-GTA EAST	3296	4.2
ON-HAMILTON	1968	2.6	ON-HAMILTON	2843	3.6
ON MISSISSAUGA	1999	2.7	ON MISSISSAUGA	2801	3.5
AB-CALGARY/SOUTH	1663	2.2	AB-CALGARY/SOUTH	2243	2.8
QC-MONTRL WEST ISL	1600	2.1	QC-MONTRL WEST ISL	1920	2.4
ON-KIT-W'LOO-CAMBR-	1284	1.7	ON-KIT-W'LOO-CAMBR-GUELPH	1800	2.3
ON-OTHER GTA NORTH	1133	1.5	ON-OTHER GTA NORTH	1671	2.1
TOTAL	27151	36.4	TOTAL	38047	48.2

Source: Barbados Tourism Marketing Inc.

Ontario in 2016 maintained its position as the best producing province from this market contributing 55.6% of business, registering an increase of 46.4% when compared with 2015. The Toronto area accounting for 17.4% of traffic recorded an increase of 40.6%. Quebec continues to hold its position with a share of 12% and a rise of 19% in business. Montreal Central/East injecting 5.2% of business. This city showed growth of 25%. All provinces/cities recorded growth for the last reporting period 2015/2016 with the exception of Montreal North Shore which saw a decline of 3.9% for the year in review (**See Table 1**)

Seasonality of Arrivals

This market experienced some erratic growth in 2016 with fluctuations in performance across the twelve months. The best performing month for 2016 was February recording a total of 10,683 tourists, followed by January with the second highest count of 10,667. September was the lowest producing month with this market registering 2,786 visitors, an increase of 12.2% when compared to 2015 **(See Appendix: Chart 1)**.

Purpose of Visit

As is the customary scenario, Canadians continue to travel to Barbados for the main purpose of pleasure. In 2016, 83.6% of leisure travellers contributed to the overall business from this market. This represented an increase of 6.2% when compared to the previous year. VFR traffic accounted for 6.1% of the overall count, a 29.4% growth; whilst the business traveller (3.5%) had a falloff in business of 10.4% when compared to 2015.



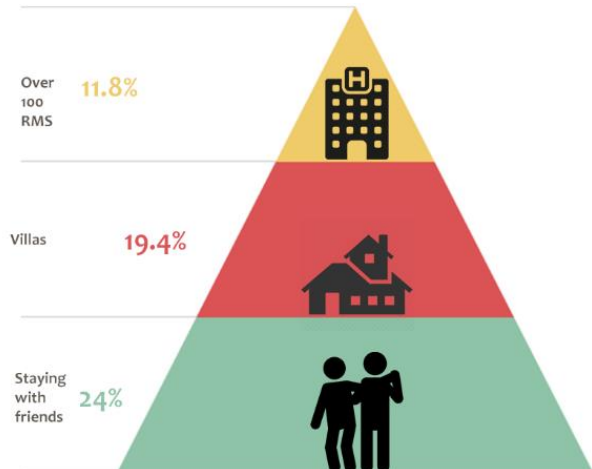
Average Duration of Stay and Tourist Nights

Canadian travellers tend to spend a duration of 7 – 10 days on island and 2016 saw 42.8% of visitors staying that period, an increase of 8.1% over 2015. Approximately sixteen percent of visitors stayed between 4 - 6 days registering a modest increase of 8.7%. Visitors who opted to stay for the duration of 11 - 14 days (14.2%) saw a slight increase of 2.9% in contrast to the previous reporting year **(See Appendix: Chart 2)**.

The total number of nights spent by the 78,945 Canadian tourists who visited Barbados in 2016 amounted to 1,010,904. This was an increase of 5.6% when compared with the 956,982 nights for the previous year **(See Appendix: Table 4)**.

Type of Accommodation

For the year in review, tourists who stayed with friends accounted for 24% of business from this market. This type of accommodation was the preferred choice for a large portion of visitors; registering an increase of 12.7% when compared with 2015. Villa (19.4%) and hotels with over 100 rooms (11.8%) were the other main options selected by this market for place of stay; recording gains of 3.1% and 2.6%, respectively **(See Appendix: Table 6)**.



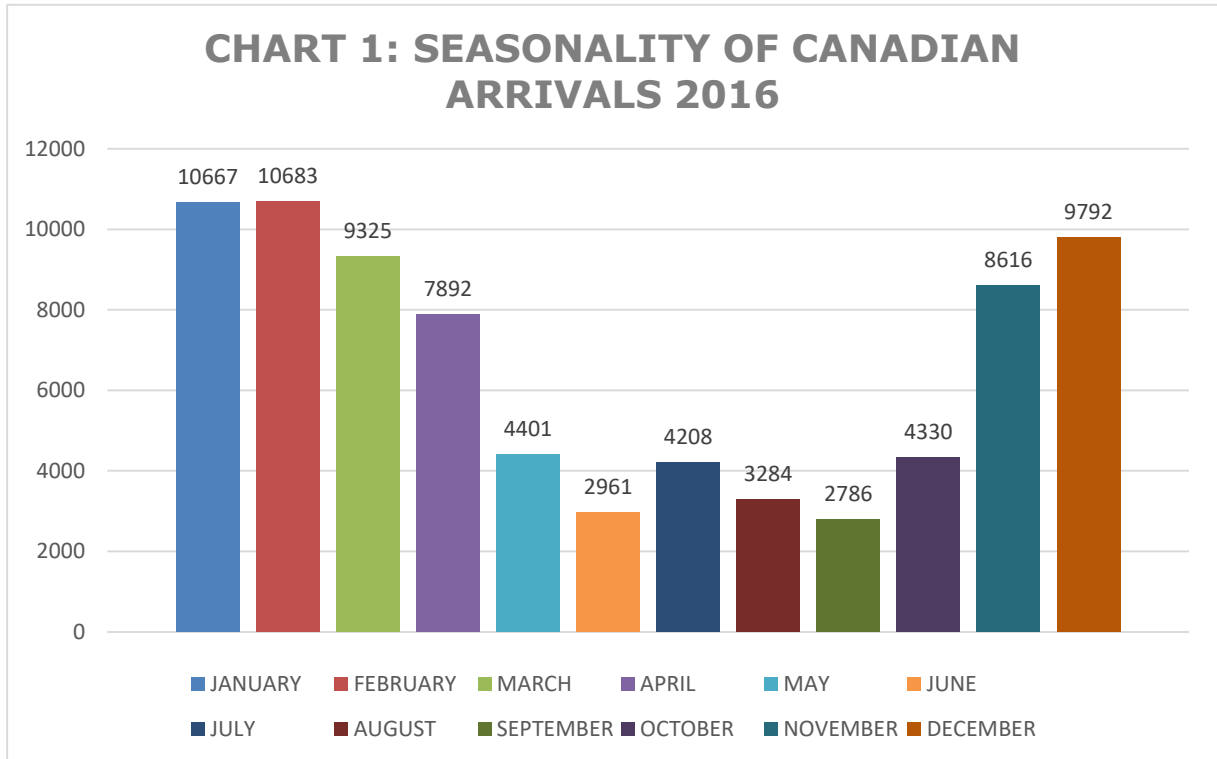
Age & Sex Distributions

Of the total Canadian tourist in 2016, 46% were male and 54% were female.



The dominant age group for visitors from this market was between the ages of 46 – 55 years, accounting for 21.1% of the total Canadian tourists; recording a moderate increase of 5.6% when compared with the year 2015. Those 56 – 65 years of age represented 19.9% of the total stay over arrivals from this market showing a moderate 5.7% growth over the corresponding reporting period. Travellers 66+ held a percentage share of 16.2%, a 7.5% growth over 2015. This was the only age demographic to register a loss for 2015. **(See Appendix: Chart 3)**.

APPENDIX



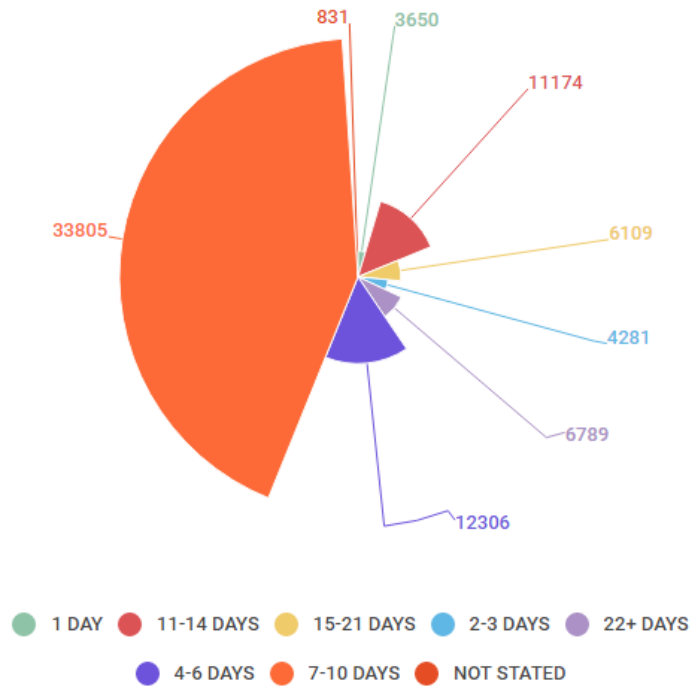


CHART 2: AVERAGE LENGTH OF STAY AND TOURIST NIGHTS

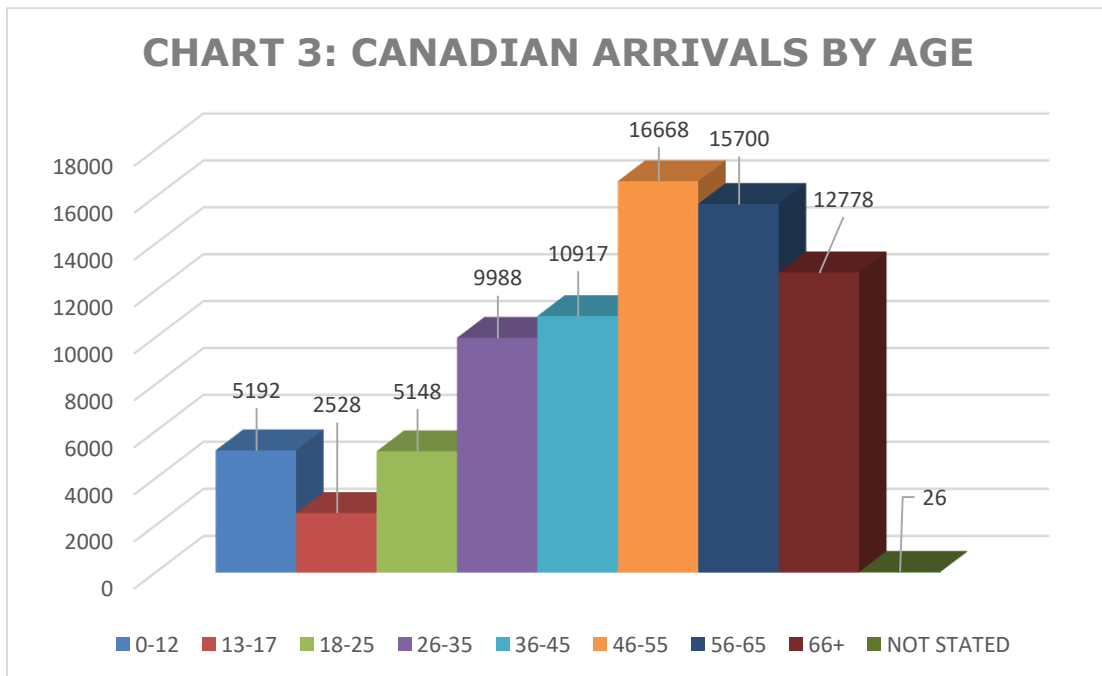


Table 1. Canadian Arrivals by County (2012 to 2016)

PROVINCES	2012	2013	2014	2015	2016
AB-CALGARY/SOUTH	2762	1811	1586	1663	2243
AB-EDMONTON/NORTH	1531	1049	946	848	1385
BC INTERIOR	449	362	311	325	469
BC-NORTHERN BC	252	202	128	157	214
BC-SURREY/DELTA/RICHMOND	801	668	546	570	909
BC-VANCOUVER CITY	531	426	320	352	539
BC-VANCOUVER ISLAND	214	200	161	152	207
BC-VANCOUVER NORTH SHORE	323	207	235	207	279
BC-VANCOUVER SUB-EAST	240	167	138	183	205
BC-VICTORIA	327	279	264	220	274
MB	1560	1148	1049	959	1494
NB OTHER	261	215	174	234	395
NB-MONCTON	212	173	146	201	343
NB-SAINT JOHN	167	177	213	185	318
NL	93	88	96	111	152
NL-ST.JOHN'S	192	190	139	243	352
NOT STATED	11946	18100	21580	27989	12569
NS OTHER	587	492	462	505	841
NS-HALIFAX	1076	845	731	807	1331
ON BRAMPTON	1589	1242	1094	1140	1638
ON MISSISSAUGA	2704	2219	2024	1999	2801
ON OAKVILLE	1282	1061	946	944	1574
ON-BELLEVILLE-QUINTE	277	213	198	202	374
ON-E ONT. OTHER	529	453	403	410	562
ON-GREY-BRUCE	362	284	267	264	335
ON-GTA EAST	2888	2336	1834	1975	3296
ON-HAMILTON	2668	2223	1761	1968	2843
ON-KINGSTON	356	316	300	281	395
ON-KIT-W'LOO-CAMBR-GUELPH	1637	1231	1038	1284	1800
ON-LONDON REGION	1140	944	842	823	1255
ON-MARKHAM	1175	887	717	763	1177
ON-NIAGARA REGION	816	626	534	683	902
ON-NORTHERN ONTARIO	846	770	633	607	982
ON-OTHER GTA NORTH	1534	1259	1097	1133	1671
ON-OTHER GTA WEST	924	754	655	789	1211
ON-OTTAWA	2917	2547	2419	2457	3613
ON-PETERBOROUGH-LINDSAY	555	399	380	302	557
ON-RICHMOND HILL	533	446	385	390	514
ON-SIMCOE MUSKOKA	1103	827	872	935	1431
ON-TORONTO	11899	10064	9419	9757	13717
ON-VAUGHAN	528	431	417	451	597
ON-WINDSOR REGION	649	512	379	413	637
OTHER TERR (NT/NU/YT)	115	77	68	49	111
PE	220	152	117	141	224
QC OTHER	754	647	595	755	907
QC-EASTERN TOWNSHIP	294	243	249	266	319
QC-MONTRL CNTR/EAST	3517	3303	3269	3315	4143
QC-MONTRL NORTH SHORE	640	591	567	701	674
QC-MONTRL SOUTH SHORE	958	1000	982	1049	1162
QC-MONTRL WEST ISL	1827	1562	1467	1600	1920
QC-OUTAOUAIS REGION	353	287	246	298	374
SK-SASKWAN REGINA/SOUTH	489	234	255	211	367
SK-SASKWAN SASKAT/NORTH	476	293	288	246	343
TOTAL	72078	67232	65942	74512	78945

Table 2. Canadian Arrivals by County and Month (2016)

PROVINCES	Total	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
AB-CALGARY/SOUTH	2243	343	300	279	314	132	107	90	97	41	108	162	270
AB-EDMONTON/NORTH	1385	237	171	189	146	94	52	91	31	28	44	154	148
BC-INTERIOR	469	110	71	100	29	15	10	11	3	6	12	45	57
BC-NORTHERN BC	214	36	36	42	37	4	9	7	3	1	4	15	20
BC-SURREY/DELTA/RICHMOND	909	113	116	115	118	53	52	48	18	29	40	115	92
BC-VANCOUVER CITY	539	96	70	69	66	38	27	15	12	9	23	36	78
BC-VANCOUVER ISLAND	207	30	41	33	13	9	9	14	5	3	3	20	27
BC-VANCOUVER NORTH SHORE	279	42	21	40	21	25	26	23	17	7	9	11	37
BC-VANCOUVER SUB-EAST	205	15	18	26	44	20	10	9	7	6	4	27	19
BC-VICTORIA	274	37	52	50	25	10	5	17	6	3	2	32	35
MB	1494	363	284	173	114	43	56	82	40	15	40	141	143
NB-OTHER	395	84	87	88	47	19	7	1	7	1	18	14	22
NB-MONCTON	343	34	60	47	79	26	13	7	11	2	9	21	34
NB-SAINT JOHN	318	38	72	66	47	10	13	0	20	1	14	15	22
NL	152	19	21	22	37	9	2	3	5	2	2	11	12
NL-ST JOHN'S	352	26	36	50	78	34	24	14	19	16	9	17	29
NS-OTHER	12569	578	619	606	746	649	409	446	955	1437	1950	2809	1355
NS-STATED	841	128	138	130	101	74	35	26	11	25	29	58	86
NS-OTHER	1331	169	169	260	180	100	44	34	21	13	25	111	125
NS-HALIFAX	1638	169	147	169	182	107	111	242	75	44	92	217	149
ON-BRAMPTON	2801	328	314	309	310	148	139	246	158	78	111	309	351
ON-MISSISSAUGA	1574	182	239	291	179	69	45	89	66	24	38	97	255
ON-OAKVILLE	374	63	73	67	40	23	12	8	3	9	10	26	40
ON-BELLEVILLE-QUINTE	562	188	114	66	48	12	8	16	3	12	8	40	47
ON-E-ONT. OTHER	335	97	101	42	27	4	1	4	3	4	4	24	24
ON-GREYBRUCE	3296	397	442	382	359	215	139	257	190	64	140	380	331
ON-GTA EAST	2843	418	447	370	303	227	78	154	111	60	103	239	333
ON-HAMILTON	395	103	73	48	36	20	5	9	8	3	3	23	58
ON-KINGSTON	1800	269	313	307	175	115	43	61	49	43	68	146	211
ON-KIT-W'LOO-C-AMBR-GUELPH	1255	295	228	176	100	45	20	49	65	16	31	92	138
ON-LONDON REGION	1177	157	181	111	103	84	96	99	61	31	43	89	122
ON-MARKHAM	902	179	150	126	85	32	23	39	19	18	52	75	104
ON-NIAGARA REGION	982	226	217	102	163	33	15	23	19	10	14	58	102
ON-NORTHERN ONTARIO	1671	205	248	153	153	111	81	90	64	37	61	145	249
ON-OTHER GTA NORTH	1211	192	172	176	138	75	45	68	51	24	48	105	117
ON-OTHER GTA WEST	3613	638	721	537	369	198	75	140	92	43	104	250	446
ON-OTTAWA	557	100	143	82	58	12	12	9	9	3	14	39	76
ON-PETERBOROUGH-LINDSAY	514	38	56	62	50	35	23	38	50	15	15	34	88
ON-RICHMOND HILL	1431	259	276	168	192	68	35	45	25	22	42	147	152
ON-SIMCOE MUSKOKA	13717	1672	1694	1918	1372	855	581	952	492	296	485	1141	2259
ON-TORONTO	597	71	55	72	67	39	24	44	45	13	22	36	109
ON-WAUGHAN	637	164	141	75	48	26	15	15	12	9	18	35	79
ON-WINDSOR REGION	111	11	15	27	9	1	4	7	4	0	0	19	21
OTHER TERR. (NT/NU/YT)	224	30	26	54	45	10	3	1	1	0	16	19	19
PE	907	167	135	114	83	26	41	32	29	26	26	90	117
QC-OTHER	319	89	50	34	38	18	3	6	4	8	10	31	28
QC-EASTERN TOWNSHIP	4143	615	550	428	438	200	182	299	141	125	173	427	565
QC-MONTRL CNTR/EAST	117	117	100	59	71	39	25	43	18	19	42	56	85
QC-MONTRL NORTH SHORE	1162	149	176	98	156	59	60	66	46	32	45	143	132
QC-MONTRL SOUTH SHORE	1920	312	382	167	167	93	90	81	70	42	69	206	241
QC-MONTRL WESTISL.	374	78	86	45	31	15	6	13	7	7	13	36	37
QC-OUTAOUAIS REGION	95	43	65	41	16	8	2	24	3	1	5	21	58
SK-SASKWAN REGINA/SOUTH	367	93	91	26	39	15	9	1	3	3	7	23	28
SK-SASKWAN SASKAT/NORTH	343	98	91	26	39	15	9	1	3	3	7	23	28
TOTAL	78945	10667	10683	9325	7892	4401	2961	4208	3284	2786	4330	8616	9792

Table 3. Canadian Arrivals by County & Purpose of Visit (2016)

PROVINCES	TOTAL	BUSINESS	CONF/CONV/M EETING	CREW	ATTENDING GRADUATION	HONEY MOON	INTRAIST PASSENGER	MEDICAL ATTENTION	OTHER PURPOSE	PLEASURE	STUDENT	SPORTS	VFR	ATTENDING A WEDDING
AB-CALGARY/SOUTH	2243	70	16	93	0	13	41	0	11	1842	10	4	137	6
AB-EDMONTON/NORTH	1385	39	19	3	0	11	27	0	9	1172	10	6	81	8
BC INTERIOR	469	11	12	2	0	1	10	1	3	422	0	0	7	0
BC-NORTHERN BC	214	1	1	2	0	2	7	0	0	185	0	2	13	1
BC-SURREY/DELTA/RICHMOND	909	35	5	4	0	9	9	0	6	775	3	6	52	5
BC-VANCOUVER CITY	539	24	5	2	0	3	12	0	1	461	2	4	23	2
BC-VANCOUVER ISLAND	207	1	0	7	0	0	9	0	2	177	0	0	10	1
BC-VANCOUVER NORTH SHORE	279	21	3	2	0	0	7	0	1	225	2	1	17	0
BC-VANCOUVER SUB-EAST	205	7	2	5	0	0	12	0	2	155	0	1	20	1
BC-VICTORIA	274	14	7	6	0	1	6	0	2	213	1	7	15	2
MB	1494	26	10	24	1	2	28	0	1	1327	1	2	67	5
MB OTHER	395	8	5	1	0	0	4	0	1	370	0	3	8	0
NB-MONCTON	343	10	6	14	0	0	3	0	0	302	0	0	3	0
NB-SAINTE JOHN	318	11	0	14	0	0	1	0	0	288	0	0	4	0
NL	152	0	2	2	0	0	4	0	1	133	0	2	8	2
NL-ST. JOHN'S	352	14	6	5	0	5	7	0	0	308	1	2	3	1
NOT STATED	12569	625	162	78	0	86	256	23	488	9693	32	89	988	49
NS OTHER	841	44	11	12	0	0	10	0	60	648	2	4	48	2
NS-HALIFAX	1331	78	35	33	0	3	15	0	7	1126	0	8	19	7
ON BRAMPTON	1638	28	12	19	0	14	28	2	19	1271	6	6	8	0
ON MISSISSAUGA	2801	100	16	34	0	14	41	0	14	2286	3	10	267	16
ON OAKVILLE	1574	63	13	15	0	1	13	0	2	1396	7	7	48	0
ON-BELLEVILLE-QUINTE	374	24	4	29	0	1	4	1	3	295	1	1	11	0
ON-E. ONT. OTHER	562	6	3	2	0	5	10	0	0	521	0	0	12	3
ON-GREY-BRUCE	335	9	1	1	0	1	0	0	4	316	0	0	3	0
ON-GTA EAST	3296	75	21	30	0	12	48	0	21	2726	4	20	315	23
ON-HAMILTON	2843	78	24	68	0	16	17	1	12	2451	5	19	135	18
ON-KINGSTON	395	2	3	0	0	0	4	0	1	353	0	2	29	1
ON-KIT-W./LOO-CAMBR-GUELPH	1800	61	12	62	0	6	12	0	6	1570	4	5	61	1
ON-LONDON REGION	1255	28	5	25	0	5	15	0	4	1108	3	1	60	1
ON-MARKHAM	1177	45	11	7	0	3	8	1	11	979	3	10	96	3
ON-NIAGARA REGION	902	13	6	18	0	7	9	0	2	796	3	1	45	2
ON-NORTHERN ONTARIO	982	22	2	10	0	9	17	0	4	883	5	3	25	2
ON-OTHER GTA NORTH	1671	42	11	13	1	5	14	1	3	1514	1	4	57	5
ON-OTHER GTA WEST	1211	29	11	22	0	11	13	2	3	1056	0	3	58	4
ON-OTTAWA	3613	110	28	30	0	21	27	1	11	3180	10	9	165	21
ON-PETERBOROUGH-LINDSAY	557	18	2	0	0	2	4	0	0	522	1	0	8	0
ON-RICHMOND HILL	514	19	6	3	0	5	2	1	5	434	0	4	35	0
ON-SIMCOE MUSKOKA	1431	39	5	146	0	7	9	0	1	1154	0	3	61	6
ON-TORONTO	13717	515	130	282	0	68	236	8	93	11190	19	60	1067	49
ON-VAUGHAN	597	23	4	9	0	2	12	1	4	506	1	0	31	4
ON-WINDSOR REGION	637	10	2	6	0	2	8	0	3	579	0	0	27	0
OTHER TERR. (NT/NU/VT)	111	1	1	1	0	1	8	0	1	96	0	0	1	1
PE	224	7	3	0	0	0	0	0	2	200	3	0	11	0
QC OTHER	907	21	2	6	0	3	8	1	2	817	7	13	26	2
QC-EASTERN TOWNSHIP	319	11	2	2	0	2	1	0	2	297	0	2	2	0
QC-MONTRL CNTR/EAST	4143	188	35	95	0	14	62	8	25	3436	26	14	232	8
QC-MONTRL NORTH SHORE	674	19	2	14	0	4	9	0	1	612	2	0	9	2
QC-MONTRL SOUTH SHORE	1162	47	7	22	0	3	11	3	10	989	7	1	51	1
QC-MONTRL WEST ISL.	1920	46	3	32	0	1	24	3	13	1694	10	7	94	3
QC-OUTAOUAIS REGION	374	17	3	0	0	2	6	1	3	319	0	0	23	0
SK-SASKIWAN REGINA/SOUTH	367	7	0	2	0	0	7	0	2	334	0	4	13	0
SK-SASKIWAN SASKAT/NORTH	343	8	0	9	0	4	9	0	2	299	1	2	9	0
TOTAL	78945	2770	693	1323	2	387	1162	60	878	66001	196	364	4841	268

Table 4. Average Duration of Stay and Tourist Nights by County (2015 & 2016)

PROVINCE	2015			2016		
	ARRIVALS	AVG. LOS	TOURIST NIGHTS	ARRIVALS	AVG. LOS	TOURIST NIGHTS
AB-CALGARY/SOUTH	1663	12.8	21228	2243	11.8	26533
AB-EDMONTON/NORTH	848	15.6	13239	1385	13.5	18624
BC INTERIOR	325	21.0	6822	469	15.8	7390
BC-NORTHERN BC	157	12.1	1905	214	11.8	2526
BC-SURREY/DELTA/RICHM	570	15.3	8720	909	13.1	11889
BC-VANCOUVER CITY	352	11.9	4197	539	11.0	5901
BC-VANCOUVER ISLAND	152	15.3	2330	207	17.4	3605
BC-VANCOUVER NORTH SI	207	13.2	2731	279	15.2	4248
BC-VANCOUVER SUB-EAST	183	14.6	2676	205	11.5	2351
BC-VICTORIA	220	18.4	4040	274	17.0	4666
MB	959	18.1	17354	1494	14.7	21975
NB OTHER	234	14.0	3271	395	11.9	4685
NB-MONCTON	201	11.5	2310	343	10.2	3486
NB-SAINT JOHN	185	15.5	2874	318	13.7	4364
NL	111	18.4	2042	152	11.7	1775
NL-ST.JOHN'S	243	8.3	2023	352	8.7	3056
NOT STATED	27989	10.6	296102	12569	11.5	144611
NS OTHER	505	18.9	9531	841	14.5	12190
NS-HALIFAX	807	14.3	11498	1331	12.7	16924
ON BRAMPTON	1140	15.8	18010	1638	14.3	23334
ON MISSISSAUGA	1999	14.9	29757	2801	14.1	39484
ON OAKVILLE	944	12.0	11339	1574	10.9	17139
ON-BELLEVILLE-QUINTE	202	14.3	2881	374	13.3	4966
ON-E ONT. OTHER	410	17.5	7163	562	15.6	8764
ON-GREY-BRUCE	264	16.2	4283	335	15.8	5289
ON-GTA EAST	1975	16.0	31556	3296	14.3	47009
ON-HAMILTON	1968	13.1	25767	2843	12.1	34410
ON-KINGSTON	281	16.2	4540	395	14.3	5628
ON-KIT-W'LOO-CAMBR-GL	1284	12.2	15666	1800	10.9	19615
ON-LONDON REGION	823	15.8	13008	1255	14.1	17689
ON-MARKHAM	763	16.8	12840	1177	13.7	16172
ON-NIAGARA REGION	683	15.5	10615	902	13.3	11961
ON-NORTHERN ONTARIO	607	16.3	9898	982	14.0	13773
ON-OTHER GTA NORTH	1133	10.9	12288	1671	11.0	18346
ON-OTHER GTA WEST	789	11.0	8713	1211	10.8	13023
ON-OTTAWA	2457	14.9	36622	3613	13.5	48662
ON-PETERBOROUGH-LIND	302	18.5	5575	557	17.9	9994
ON-RICHMOND HILL	390	11.2	4362	514	10.0	5129
ON-SIMCOE MUSKOKA	935	12.0	11242	1431	11.9	17044
ON-TORONTO	9757	13.3	129729	13717	12.4	170190
ON-VAUGHAN	451	11.9	5373	597	10.5	6249
ON-WINDSOR REGION	413	18.6	7690	637	16.2	10315
OTHER TERR (NT/NU/YT)	49	8.7	428	111	12.4	1380
PE	141	15.2	2146	224	12.9	2881
QC OTHER	755	12.4	9368	907	12.1	10966
QC-EASTERN TOWNSHIP	266	14.3	3809	319	12.9	4104
QC-MONTRL CNTR/EAST	3315	14.7	48584	4143	14.4	59612
QC-MONTRL NORTH SHOR	701	12.4	8680	674	11.8	7975
QC-MONTRL SOUTH SHOR	1049	12.9	13542	1162	12.9	15006
QC-MONTRL WEST ISL	1600	15.7	25037	1920	14.7	28278
QC-OUTAOUAIS REGION	298	11.4	3384	374	10.9	4084
SK-SASKWAN REGINA/SOI	211	18.7	3952	367	17.5	6432
SK-SASKWAN SASKAT/NOI	246	17.2	4242	343	15.2	5202
TOTAL	74512	12.8	956982	78945	12.8	1010904

Table 5. Canadian Arrivals by County, Gender & Age Group (2016)

PROVINCES	Gender			Age Groups								NOT STATED
	Total	Female	Male	0-12	13-17	18-25	26-35	36-45	46-55	56-65	66+	
AB-CALGARY/SOUTH	2243	1194	1049	136	63	148	364	353	433	462	284	0
AB-EDMONTON/NORTH	1385	727	658	86	46	93	185	191	288	294	201	1
BC INTERIOR	469	244	225	20	13	27	48	43	112	117	89	0
BC-NORTHERN BC	214	110	104	8	8	10	21	20	48	60	39	0
BC-SURREY/DELTA/RICHMOND	909	501	408	58	30	68	135	153	161	200	104	0
BC-VANCOUVER CITY	539	269	270	23	9	31	120	79	126	76	75	0
BC-VANCOUVER ISLAND	207	107	100	17	4	6	15	25	40	42	58	0
BC-VANCOUVER NORTH SHORE	279	143	136	33	10	25	18	31	61	60	41	0
BC-VANCOUVER SUB-EAST	205	111	94	8	5	4	35	29	33	57	34	0
BC-VICTORIA	274	142	132	16	5	20	34	23	50	56	70	0
MB	1494	788	706	71	41	78	136	197	324	352	295	0
NB OTHER	395	210	185	17	6	19	51	41	105	97	59	0
NB-MONCTON	343	188	155	13	6	16	40	55	84	91	38	0
NB-SAINT JOHN	318	172	146	9	5	15	18	37	107	76	51	0
NL	152	84	68	4	1	12	18	18	40	32	27	0
NL-ST.JOHN'S	352	187	165	18	7	27	42	69	92	70	27	0
NOT STATED	12569	6446	6123	782	344	770	1540	1821	2800	2580	1931	1
NS OTHER	841	438	403	18	24	53	55	88	230	223	150	0
NS-HALIFAX	1331	718	613	59	32	74	141	183	304	320	218	0
ON BRAMPTON	1638	946	692	128	58	132	243	236	347	265	229	0
ON MISSISSAUGA	2801	1543	1258	170	85	193	307	324	604	558	559	1
ON OAKVILLE	1574	847	727	148	104	128	99	227	355	303	209	1
ON-BELLEVILLE-QUINTE	374	178	196	10	10	13	34	33	85	105	84	0
ON-E ONT. OTHER	562	303	259	32	7	20	49	50	100	173	131	0
ON-GREY-BRUCE	335	174	161	13	5	13	33	21	67	110	73	0
ON-GTA EAST	3296	1861	1435	238	121	208	298	436	762	705	527	1
ON-HAMILTON	2843	1562	1281	161	103	176	299	376	612	638	477	1
ON-KINGSTON	395	213	182	24	10	27	33	34	73	94	100	0
ON-KIT-W'LOO-CAMBR-GUELPH	1800	940	860	124	54	121	226	271	370	356	278	0
ON-LONDON REGION	1255	682	573	66	32	92	142	143	247	298	235	0
ON-MARKHAM	1177	621	556	80	43	89	113	131	211	227	283	0
ON-NIAGARA REGION	902	477	425	51	21	68	83	114	183	208	174	0
ON-NORTHERN ONTARIO	982	550	432	72	28	42	105	124	243	232	136	0
ON-OTHER GTA NORTH	1671	942	729	130	103	119	129	239	414	318	219	0
ON-OTHER GTA WEST	1211	681	530	94	35	91	130	159	269	256	176	1
ON-OTTAWA	3613	2000	1613	215	127	226	500	453	694	790	607	1
ON-PETERBOROUGH-LINDSAY	557	295	262	30	17	19	27	34	106	142	182	0
ON-RICHMOND HILL	514	293	221	46	31	42	36	80	147	69	63	0
ON-SIMCOE MUSKOKA	1431	736	695	83	49	84	106	172	373	307	256	1
ON-TORONTO	13717	7610	6107	1160	470	906	2425	2142	2472	2073	2060	9
ON-VAUGHAN	597	327	270	51	19	37	74	86	136	113	81	0
ON-WINDSOR REGION	637	346	291	23	16	44	57	72	118	176	131	0
OTHER TERR (NT/NU/YT)	111	58	53	15	4	11	17	19	23	17	5	0
PE	224	133	91	8	5	20	21	26	65	46	33	0
QC OTHER	907	489	418	65	26	62	131	167	189	155	110	2
QC-EASTERN TOWNSHIP	319	164	155	14	7	12	27	42	90	75	52	0
QC-MONTRL CNTR/EAST	4143	2320	1823	254	110	299	746	609	758	617	744	6
QC-MONTRL NORTH SHORE	674	362	312	46	27	40	62	123	189	106	81	0
QC-MONTRL SOUTH SHORE	1162	641	521	63	41	88	129	176	296	206	163	0
QC-MONTRL WEST ISL	1920	1055	865	127	70	155	161	209	380	429	389	0
QC-OUTAOUAIS REGION	374	192	182	26	12	23	59	60	76	73	45	0
SK-SASKWAN REGINA/SOUTH	367	192	175	22	11	26	26	47	81	111	43	0
SK-SASKWAN SASKAT/NORTH	343	181	162	7	8	26	45	26	95	84	52	0
TOTAL	78945	42693	36252	5192	2528	5148	9988	10917	16668	15700	12778	26

Table 6. Canadian Arrivals by Type of Accommodation (2016)

PROVINCES	TOTAL	50 - 100 RMS	ALL INCLUSIVE	APTS	CONDO	CRUISE	FRIENDS	GUEST HOUSE	HOUSE/O WNED
AB-CALGARY/SOUTH	2243	28	241	113	20	0	503	28	9
AB-EDMONTON/NORTH	1385	22	214	68	6	0	345	27	16
BC INTERIOR	469	19	30	43	3	0	62	12	0
BC-NORTHERN BC	214	6	16	15	0	0	41	2	0
BC-SURREY/DELTA/RICHMOND	909	17	102	47	12	2	216	8	9
BC-VANCOUVER CITY	539	15	20	24	1	0	101	13	1
BC-VANCOUVER ISLAND	207	3	28	16	1	0	44	2	1
BC-VANCOUVER NORTH SHORE	279	6	9	5	6	0	74	7	0
BC-VANCOUVER SUB-EAST	205	6	12	19	0	0	40	6	4
BC-VICTORIA	274	8	9	26	1	0	76	18	1
MB	1494	38	121	125	8	0	350	16	15
NB OTHER	395	7	64	29	1	0	46	5	0
NB-MONCTON	343	6	26	33	13	0	30	0	0
NB-SAINT JOHN	318	11	34	31	1	0	63	0	6
NL	152	4	29	19	6	0	15	1	0
NL-ST. JOHN'S	352	6	82	11	8	0	22	10	0
NOT STATED	12569	233	1345	465	73	3	2814	117	112
NS OTHER	841	11	87	41	5	0	85	7	0
NS-HALIFAX	1331	21	133	86	27	0	199	13	12
ON BRAMPTON	1638	38	148	45	10	0	782	19	20
ON MISSISSAUGA	2801	61	314	86	23	0	1017	17	39
ON OAKVILLE	1574	56	230	74	22	0	277	4	7
ON-BELLEVILLE-QUINTE	374	18	60	35	0	0	44	4	0
ON-E ONT. OTHER	562	16	44	34	40	0	62	7	5
ON-GREY-BRUCE	335	1	35	19	23	0	43	4	4
ON-GTA EAST	3296	65	400	118	20	0	1225	31	23
ON-HAMILTON	2843	97	378	131	44	1	634	20	33
ON-KINGSTON	395	4	34	24	6	0	83	4	0
ON-KIT-W'LOO-CAMBR-GUELPH	1800	83	315	82	11	0	337	21	10
ON-LONDON REGION	1255	19	179	55	8	0	273	16	5
ON-MARKHAM	1177	26	123	90	19	0	357	5	19
ON-NIAGARA REGION	902	12	115	37	13	0	221	2	6
ON-NORTHERN ONTARIO	982	26	104	69	44	0	118	8	5
ON-OTHER GTA NORTH	1671	46	294	50	22	0	295	8	16
ON-OTHER GTA WEST	1211	24	201	52	16	2	264	14	12
ON-OTTAWA	3613	93	298	214	50	0	712	48	19
ON-PETERBOROUGH-LINDSAY	557	6	72	37	2	0	115	4	4
ON-RICHMOND HILL	514	6	104	12	7	0	108	7	2
ON-SIMCOE MUSKOKA	1431	120	177	93	6	0	221	13	10
ON-TORONTO	13717	312	1061	501	140	1	4135	205	151
ON-VAUGHAN	597	10	126	15	7	0	129	1	0
ON-WINDSOR REGION	637	17	80	33	12	0	129	1	3
OTHER TERR (NT/NU/YT)	111	2	8	3	0	0	20	3	2
PE	224	1	16	30	3	0	34	4	1
QC OTHER	907	21	121	66	12	0	131	19	1
QC-EASTERN TOWNSHIP	319	3	61	5	1	0	33	6	2
QC-MONTRL CNTR/EAST	4143	72	317	199	33	0	1071	168	29
QC-MONTRL NORTH SHORE	674	16	102	33	14	0	88	1	3
QC-MONTRL SOUTH SHORE	1162	10	144	58	12	0	247	28	9
QC-MONTRL WEST ISL	1920	18	140	94	44	0	441	39	10
QC-OUTAOUAIS REGION	374	1	29	27	2	0	73	4	3
SK-SASKWAN REGINA/SOUTH	367	15	29	38	4	0	59	4	2
SK-SASKWAN SASKAT/NORTH	343	19	50	15	6	0	49	3	0
TOTAL	78945	1801	8511	3690	868	9	18953	1034	641

Table 6. Canadian Arrivals by Type of Accommodation (2016)

PROVINCES	INTIMATE	LUXURY	OVER 100 RMS	UNDER 50 RMS	VILLAS	YACHT	OTHER	NOT STATED
AB-CALGARY/SOUTH	146	389	304	35	387	2	36	2
AB-EDMONTON/NORTH	76	147	140	31	259	2	31	1
BC INTERIOR	46	46	70	18	118	0	2	0
BC-NORTHERN BC	21	16	28	6	59	0	4	0
BC-SURREY/DELTA/RICHMOND	92	74	122	21	172	3	11	1
BC-VANCOUVER CITY	40	86	73	17	134	0	13	1
BC-VANCOUVER ISLAND	18	9	29	1	55	0	0	0
BC-VANCOUVER NORTH SHORE	15	47	30	1	78	0	1	0
BC-VANCOUVER SUB-EAST	20	26	32	8	29	0	3	0
BC-VICTORIA	15	26	26	13	49	0	6	0
MB	150	76	172	39	362	0	21	1
NB OTHER	38	23	64	6	103	4	4	1
NB-MONCTON	20	44	55	7	99	4	6	0
NB-SAINT JOHN	9	26	31	11	89	3	3	0
NL	11	7	25	0	33	0	2	0
NL-ST.JOHN'S	23	26	64	16	70	2	12	0
NOT STATED	651	1414	1488	278	1824	4	133	1615
NS OTHER	62	54	75	17	164	6	10	217
NS-HALIFAX	82	166	247	17	312	3	13	0
ON BRAMPTON	90	111	151	23	177	2	17	5
ON MISSISSAUGA	152	259	271	57	467	0	36	2
ON OAKVILLE	57	318	154	49	287	0	38	1
ON-BELLEVILLE-QUINTE	12	39	66	7	85	2	2	0
ON-E. ONT. OTHER	62	34	90	12	139	6	10	1
ON-GREY-BRUCE	37	30	27	12	97	2	1	0
ON-GTA EAST	161	269	323	71	534	5	48	3
ON-HAMILTON	171	368	347	34	544	2	37	2
ON-KINGSTON	41	39	47	13	98	0	2	0
ON-KIT-W'LOO-CAMBR-GUELPH	100	158	262	57	326	3	33	2
ON-LONDON REGION	78	180	125	39	257	4	17	0
ON-MARKHAM	64	103	150	18	173	4	23	3
ON-NIAGARA REGION	58	96	106	29	190	2	13	2
ON-NORTHERN ONTARIO	83	70	109	33	288	2	22	1
ON-OTHER GTA NORTH	94	298	214	37	278	0	17	2
ON-OTHER GTA WEST	63	107	140	39	254	4	17	2
ON-OTTAWA	265	316	584	107	855	2	47	3
ON-PETERBOROUGH-LINDSAY	39	31	57	13	165	2	10	0
ON-RICHMOND HILL	19	90	74	6	76	0	2	1
ON-SIMCOE MUSKOKA	88	125	232	39	278	4	25	0
ON-TORONTO	640	2053	1561	327	2469	1	142	18
ON-VAUGHAN	22	87	64	28	102	0	6	0
ON-WINDSOR REGION	63	55	59	19	153	2	10	1
OTHER TERR (NT/NU/YT)	15	9	6	12	31	0	0	0
PE	20	11	22	1	73	4	4	0
QC OTHER	78	69	89	28	237	6	29	0
QC-EASTERN TOWNSHIP	37	36	34	7	82	9	3	0
QC-MONTRL CNTR/EAST	250	511	383	69	989	0	42	10
QC-MONTRL NORTH SHORE	74	91	76	7	157	0	12	0
QC-MONTRL SOUTH SHORE	78	151	107	20	280	0	17	1
QC-MONTRL WEST ISL	174	215	206	44	467	0	27	1
QC-OUTAOUAIS REGION	29	30	48	16	100	3	9	0
SK-SASKWAN REGINA/SOUTH	25	14	41	10	119	2	5	0
SK-SASKWAN SASKAT/NORTH	24	15	45	5	108	0	2	2
TOTAL	4798	9090	9345	1830	15331	106	1036	1902





EUROPE

Table of Contents

EUROPE..... 101

Sources of Tourism Demand..... 101

Seasonality of Arrivals 102

Purpose of Visit..... 102

Average Duration of Stay and Tourist Nights 102

Type of Accommodation 103

Age & Sex Distributions 103

APPENDIX 104

EUROPE

Sources of Tourism Demand

Europe saw a decline in business for the year 2016. This market recorded a decline of 2.6% when compared with 2015 and accounted for 5.7% of the overall traffic to this destination. This market's performance is steadily on the upswing with a National Tourist Office now in Germany, and some increase in capacity from Munich. There continues to be a demand to travel to this destination despite the airlift challenges. **(See Table 1).**

Table 1. Tourism Arrivals by the Top Producing European Countries (2013, 2014, 2015 & 2016)

Countries	2013	2014	2015	2016	% Change		
					14/13	15/14	16/15
GERMANY	10417	12026	12406	11523	15.4	3.2	-7.1
FRANCE	3953	4273	4342	4805	8.1	1.6	10.7
ITALY	3417	3890	3578	3263	13.8	-8.0	-8.8
NETHERLAND	1941	2283	2130	2206	17.6	-6.7	3.6
SWEDEN	3889	4093	2090	2193	5.2	-48.9	4.9
SWITZ	1890	2124	2127	2070	12.4	0.1	-2.7
SPAIN	909	1015	1121	1214	11.7	10.4	8.3
AUSTRIA	961	1081	967	1059	12.5	-10.5	9.5
NORWAY	1175	1049	1112	971	-10.7	6.0	-12.7
RUSSIA	1884	1581	1102	909	-16.1	-30.3	-17.5
OTHER COUNTRIES	7274	7613	6266	6047	4.7	-17.7	-3.5
TOTAL	37710	41028	37241	36260	8.8	-9.2	-2.6

Source: Barbados Tourism Marketing Inc.

Germany continues to maintain its position as the top producer of business for Barbados contributing 31.8% of the overall traffic from that market. This represented a 7.1% decrease when compared with 2015. France (13.3%) was the second highest producer recording an increase of 10.7% followed by Italy (9%), and the Netherlands (6.1%) registering a decrease of 8.8% and an increase of 3.6% respectively **(See Table 2).**

Table 2. Top Ten Source European Countries (2015 & 2016)

Countries	2015	Percentage Share	Countries	2016	Percentage Share
GERMANY	12406	33.3	GERMANY	11523	31.8
FRANCE	4342	11.7	FRANCE	4805	13.3
ITALY	3578	9.6	ITALY	3263	9.0
NETHERLAND	2130	5.7	NETHERLAND	2206	6.1
SWITZ	2127	5.7	SWEDEN	2193	6.0
SWEDEN	2090	5.6	SWITZ	2070	5.7
SPAIN	1121	3.0	SPAIN	1214	3.3
NORWAY	1112	3.0	AUSTRIA	1059	2.9
RUSSIA	1102	3.0	NORWAY	971	2.7
AUSTRIA	967	2.6	RUSSIA	909	2.5
TOTAL	30975	83.2	TOTAL	30213	83.3

Seasonality of Arrivals

This market's performance was lackluster during the year 2016 with a few months showing peaks and waning in others for this calendar year. The best performing month for this market was December. A total of 5,426 tourists were recorded but represented a decrease of 3.8% when compared to the previous year. January had the second highest count of 5,219, a slight decrease of 0.4%. September recorded the lowest arrivals with 1,497 tourists, but this month was one of the few months that experienced growth with an increase in 8.3% of business. The remaining successful months were May, July, August, and October registered growth during this calendar year of 6.6%, 15.7%, 1.1% and 4.2% respectively (**See Chart 1**).



Purpose of Visit

The pattern of purpose of travel to Barbados from this market has not changed. Pleasure continues to be the main purpose of travel accounting for 76.8% of business, a 4.2% decrease over the previous year. The business traffic contributed 6.4% of the overall European count, a slight retrogression of 1.1% compared with 2015. The VFR segment accounted for only 2.5% of overall business but showed a sizeable increase of 27.1% compared with the previous year.

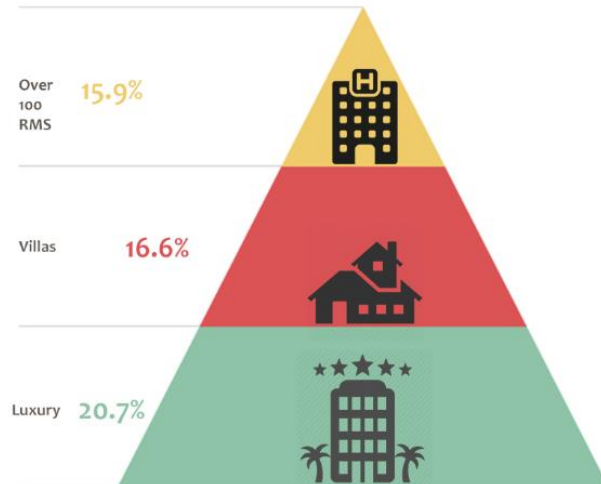
Average Duration of Stay and Tourist Nights

The distribution pattern of European stays for the year in review was similar to that of 2015. Approximately 25.7% of tourists stayed 7 – 10 days, a decrease of 4.7% when compared to 2015; seventeen percent opted to stay between 4– 6 days and 15.4% for 11 - 14 days representing a gain of 17.6% and a loss of 1.9% respectively.

The total number of nights spent by the 37,241 tourists who visited Barbados in 2015 amounted to 385,365. This was a decrease of 4.2% when compared with the figure of 369,368 nights recorded for the previous year (**See Appendix: Table 4**).

Type of Accommodation

For the year in review Luxury accommodation was the preference for European travellers accounting for 20.7% of overall business from this market. This represented a decrease of 10.5%. Villas picked up 16.6% of business experiencing a loss of 3.1% when compared with 2015. Hotels with over 100 rooms (15.9%) were also popular among Europeans and obtained a slight 0.2% increase in business.



On examination, a high percentage of visitors who chose the above mentioned types of accommodation originated from Germany **(See Appendix: Table 6)**.

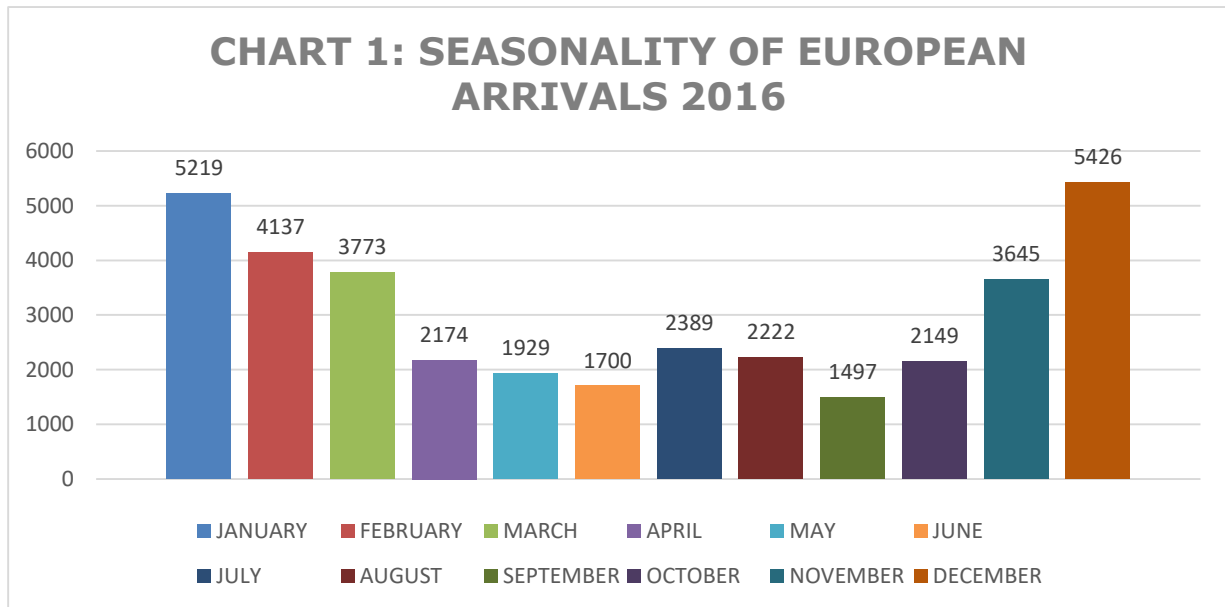
Age & Sex Distributions

The year 2016 saw gender distributed quite close in proportion with 50.8% of males and 49.2% of females travelling from Europe.



The age groupings 26 – 35 and 46 -55 each saw a share of 21% of business from this market; representing declines of 4.8% and 5.3% respectively. Approximately 19% of European tourists were between the ages of 36– 45 years. This was a 5.3% decrease for this grouping over the previous year. **(See Appendix: Chart 3)**.

APPENDIX



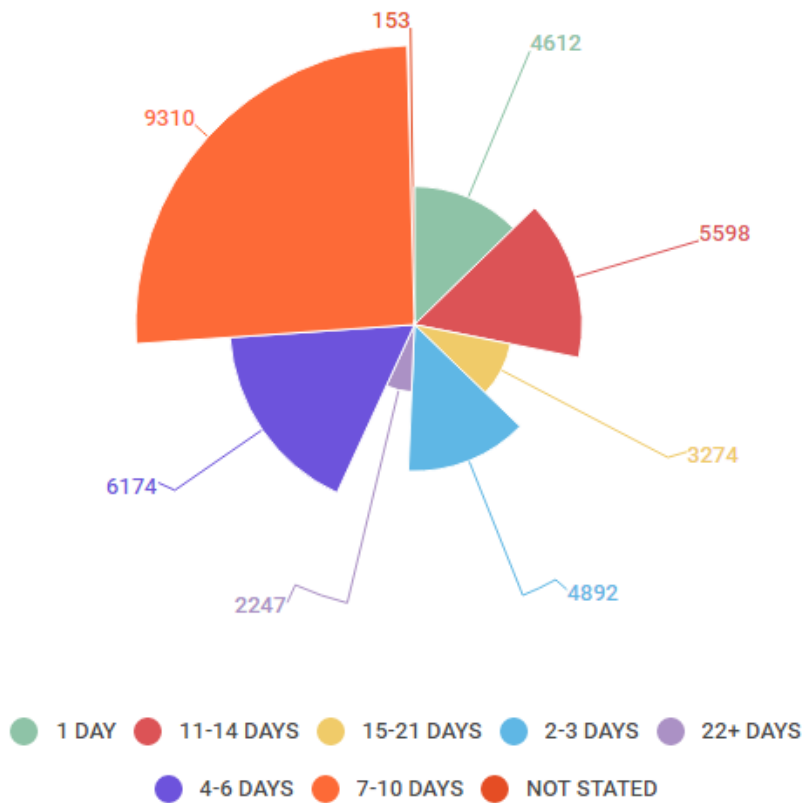


CHART 2: AVERAGE LENGTH OF STAY AND TOURIST NIGHTS

CHART 3: EUROPEAN ARRIVALS BY AGE

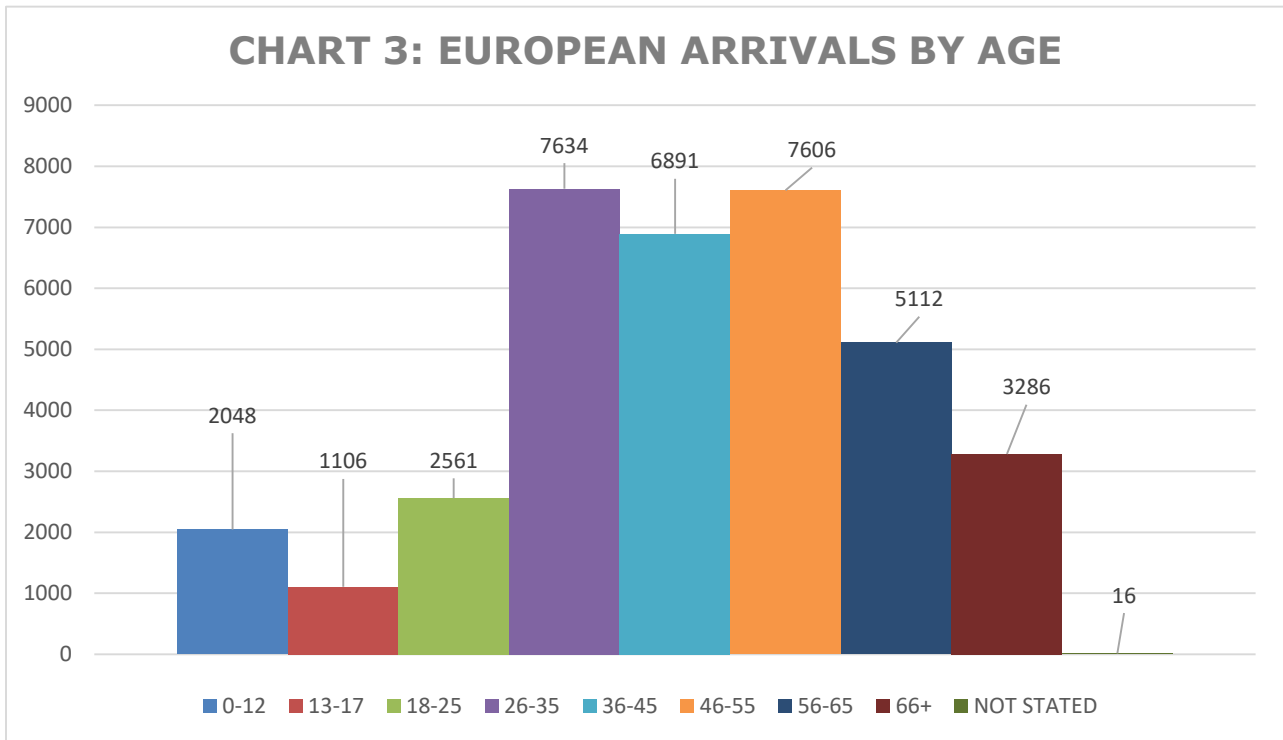


Table 1. European Arrivals by County (2012 to 2016)

COUNTRIES	2012	2013	2014	2015	2016
ALBANIA	14	7	10	10	22
ANDORRA	1	0	0	11	4
AUSTRIA	994	961	1081	967	1059
BELARUS	41	37	69	46	60
BELGIUM	593	553	592	584	530
BOSNIA	6	4	3	4	3
BULGARIA	59	151	150	173	154
CROATIA	149	85	112	120	158
CYPRUS	0	0	0	0	66
CZECH	317	375	451	341	374
CZECHOSLOV	1	0	0	0	0
DENMARK	844	692	1226	904	849
ESTONIA	70	153	157	95	106
FAEROE ISL	0	2	0	0	0
FINLAND	1352	2647	1684	654	547
FRANCE	3252	3953	4273	4342	4805
GERMANY	9238	10417	12026	12406	11523
GIBRALTAR	38	40	25	27	29
GREECE	136	157	162	172	203
HUNGARY	187	212	289	302	294
ICELAND	33	33	37	49	17
ITALY	3709	3417	3890	3578	3263
LATVIA	66	90	59	114	77
LIECHTEN	10	13	19	21	17
LITHUANIA	87	82	131	134	153
LUXEMBOURG	136	113	140	106	104
MACEDONIA	4	6	7	9	15
MALTA	0	0	0	0	61
MARSHALL	0	0	0	3	1
MOLDOVA	9	7	5	16	6
MONACO	138	120	82	138	102
MONTENEGRO	0	0	0	0	11
NETHERLAND	1861	1941	2283	2130	2206
NORWAY	1218	1175	1049	1112	971
POLAND	405	587	882	962	819
PORTUGAL	186	178	226	295	356
ROMANIA	140	184	232	228	227
RUSSIA	1844	1884	1581	1102	909
SAN MARINO	4	15	10	13	4
SERBIA	0	0	0	0	47
SLOVAKIA	179	262	260	206	208
SLOVENIA	61	81	183	148	90
SPAIN	812	909	1015	1121	1214
SWEDEN	3281	3889	4093	2090	2193
SWITZ	1979	1890	2124	2127	2070
TURKEY	55	54	62	83	71
UKRAINE	286	334	347	297	262
VATICAN	0	0	1	1	0
YUGOSLAVIA	1	0	0	0	0
TOTAL	33796	37710	41028	37241	36260

Table 2. European Arrivals by County and Month (2016)

COUNTRIES	TOTAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
ALBANIA	22	2	0	2	3	5	4	3	1	0	0	1	1
ANDORRA	4	0	2	0	0	0	0	0	0	0	1	1	0
AUSTRIA	1059	201	178	151	59	28	15	41	35	25	56	115	155
BELARUS	60	1	2	2	1	20	7	4	5	5	0	5	8
BELGIUM	530	75	53	44	51	18	24	28	24	15	32	74	92
BOSNIA	3	0	0	1	0	0	0	0	0	0	0	1	1
BULGARIA	154	15	27	14	5	5	7	7	6	8	9	21	30
CROATIA	158	20	10	10	7	13	7	14	14	4	6	10	43
CYPRUS	66	13	6	14	3	0	6	1	2	0	2	10	9
CZECH	374	59	70	33	30	24	11	31	2	22	15	51	26
DENMARK	849	98	116	97	35	29	40	74	35	19	77	98	131
ESTONIA	106	23	12	25	6	2	2	1	1	4	6	12	12
FINLAND	547	129	94	42	21	23	29	5	14	12	30	61	87
FRANCE	4805	321	413	287	287	331	306	794	520	207	398	445	496
GERMANY	11523	1771	1433	1650	640	637	383	410	591	515	709	1232	1552
GIBALTAR	29	1	1	13	1	0	0	0	1	0	2	8	2
GREECE	203	25	23	8	14	8	19	13	22	8	14	23	26
HUNGARY	294	36	32	29	13	25	10	18	16	12	16	29	58
ICELAND	17	3	1	0	1	1	3	0	2	5	2	0	0
ITALY	3263	518	314	175	173	124	182	142	350	135	137	200	813
LATVIA	77	22	4	2	9	2	4	3	0	10	4	6	11
LIECHTEN	17	2	0	1	3	0	2	0	1	1	3	1	3
LITHUANIA	153	31	10	5	7	37	8	6	8	11	7	7	16
LUXEMBOURG	104	8	15	13	11	6	6	5	4	4	9	13	10
MACEDONIA	15	0	2	0	0	1	1	2	6	1	2	1	0
MALTA	61	26	3	4	3	1	2	4	7	1	0	6	4
MARSHALL	1	0	0	0	0	0	0	0	1	0	0	0	0
MDOLDOVA	6	1	1	1	2	0	0	0	0	0	0	1	0
MONACO	102	9	13	17	8	4	1	3	3	1	7	10	26
MONTENEGRO	11	2	1	3	0	2	0	0	1	0	0	0	2
NETHERLAND	2206	306	176	192	178	148	139	196	184	120	130	196	241
NORWAY	971	168	109	120	41	17	48	126	13	22	34	86	187
POLAND	819	151	104	106	50	62	53	35	22	29	45	94	68
PORTUGAL	356	47	23	16	32	21	36	29	23	27	28	29	45
ROMANIA	227	32	20	39	17	22	8	9	13	13	16	14	24
RUSSIA	909	152	53	52	57	62	48	79	59	39	51	108	149
SAN MARINO	4	4	0	0	0	0	0	0	0	0	0	0	0
SERBIA	47	3	1	3	4	5	1	2	2	3	5	9	9
SLOVAKIA	208	31	22	17	11	13	20	12	8	21	11	11	15
SLOVENIA	90	12	13	7	8	0	4	1	4	6	9	10	16
SPAIN	1214	150	154	106	88	81	60	66	112	62	56	105	174
SWEDEN	2193	424	293	185	104	40	106	101	48	54	117	255	466
SWITZ	2070	288	298	250	171	89	82	112	35	63	80	241	361
TURKEY	71	12	11	7	0	3	0	4	7	3	5	5	14
UKRAINE	262	27	24	30	21	21	16	8	20	10	18	24	43
TOTAL	36260	5219	4137	3773	2174	1929	1700	2389	2222	1497	2149	3645	5426

Table 3. European Arrivals by County & Purpose of Visit (2016)

COUNTRIES	TOTAL	BUSINESS	CONF/CONV/M EETING	CREW	HONEYMOON	INTRANST PASSENGER	MEDICAL ATTENTION	OTHER PURPOSE	PLEASURE	STUDENT	SPECIAL EVENT	SPORTS	VFR	ATTENDING A WEDDING
ALBANIA	22	0	0	0	0	2	0	1	19	0	0	0	0	0
ANDORRA	4	0	0	1	0	0	0	0	3	0	0	0	0	0
AUSTRIA	1059	42	18	49	10	47	0	12	844	10	0	6	18	3
BELARUS	60	5	3	11	0	1	0	3	32	0	0	0	5	0
BELGIUM	530	36	18	10	9	26	0	10	387	3	0	1	28	2
BOSNIA	3	0	0	0	0	0	0	0	3	0	0	0	0	0
BULGARIA	154	15	3	0	0	6	1	3	120	0	0	0	4	2
CROATIA	158	36	0	2	2	5	0	1	105	0	0	0	7	0
CYPRUS	66	0	0	2	0	0	0	0	64	0	0	0	0	0
CZECH	374	9	4	15	3	5	0	14	311	2	0	3	8	0
DENMARK	849	39	9	10	10	12	0	9	711	4	0	2	41	2
ESTONIA	106	2	1	0	2	4	0	2	92	0	0	3	0	0
FINLAND	547	15	4	1	9	7	0	4	485	8	0	0	14	0
FRANCE	4805	383	123	103	12	114	4	91	3570	133	32	69	164	7
GERMANY	11523	679	69	1510	101	248	0	104	8479	44	0	23	246	20
GIBRALTAR	29	1	0	0	0	0	1	0	27	0	0	0	0	0
GREECE	203	30	3	1	4	12	0	6	145	1	0	0	1	0
HUNGARY	294	20	3	14	4	3	0	5	236	0	0	3	6	0
ICELAND	17	2	0	0	0	2	0	0	13	0	0	0	0	0
ITALY	3263	133	49	79	99	89	2	44	2675	12	0	8	50	23
LATVIA	77	8	0	2	0	3	0	0	64	0	0	0	0	0
LIECHTEN	17	1	0	0	0	0	0	0	15	0	0	1	0	0
LITHUANIA	153	17	3	0	3	2	0	1	125	0	0	0	2	0
LUXEMBOURG	104	5	1	2	1	5	0	3	80	0	0	0	7	0
MACEDONIA	15	3	0	2	0	1	0	0	10	0	0	0	1	0
MALTA	61	1	4	3	1	1	0	0	50	0	0	0	1	0
MARSHALL	1	0	0	0	0	0	0	0	0	0	0	0	1	0
MOLDOVA	6	1	0	0	0	0	0	0	5	0	0	0	0	0
MONACO	102	2	0	0	0	0	0	4	95	0	0	0	1	0
MONTENEGRO	11	2	0	0	0	2	0	0	4	0	0	0	1	0
NETHERLAND	2206	331	156	60	10	49	2	36	1389	12	0	60	99	2
NORWAY	971	13	2	9	11	29	0	8	874	3	0	1	19	2
POLAND	819	30	5	30	7	20	0	3	692	1	0	13	12	6
PORTUGAL	356	35	18	37	12	12	0	6	226	0	0	1	8	1
ROMANIA	227	40	0	2	2	11	0	8	162	0	0	0	1	1
RUSSIA	909	56	5	54	8	39	0	22	701	2	0	7	11	4
SAN MARINO	4	0	0	0	0	0	0	0	4	0	0	0	0	0
SERBIA	47	14	0	0	4	2	0	2	22	0	0	0	3	0
SLOVAKIA	208	4	1	9	1	8	0	1	176	0	0	1	7	0
SLOVENIA	90	3	0	2	0	4	0	2	78	0	0	0	1	0
SPAIN	1214	134	38	90	20	15	1	31	834	4	0	9	30	8
SWEDEN	2193	77	11	48	16	39	1	19	1888	4	0	1	81	8
SWITZ	2070	76	20	22	15	76	1	14	1795	2	0	4	38	7
TURKEY	71	9	1	0	3	6	0	4	45	0	0	0	2	1
UKRAINE	262	28	2	21	0	15	0	5	182	0	0	6	2	1
TOTAL	36260	2337	575	2200	379	922	13	478	27837	245	32	222	920	100

Table 4. Average Duration of Stay and Tourist Nights by County (2015 & 2016)

COUNTRIES	2015			2016		
	ARRIVALS	AVG. LOS	TOURIST NIGHTS	ARRIVALS	AVG. LOS	TOURIST NIGHTS
ALBANIA	10	6.7	67	22	7.7	169
ANDORRA	11	9.5	104	4	6.0	24
AUSTRIA	967	8.4	8129	1059	8.9	9371
BELARUS	46	9.5	438	60	13.4	805
BELGIUM	584	9.1	5331	530	10.5	5583
BOSNIA	4	6.5	26	3	6.3	19
BULGARIA	173	6.7	1152	154	10.0	1538
CROATIA	120	10.1	1211	158	8.1	1278
CYPRUS	0	0.0	0	66	9.9	656
CZECH	341	10.6	3622	374	10.6	3975
DENMARK	904	12.3	11074	849	13.7	11659
ESTONIA	95	9.9	937	106	9.3	986
FINLAND	654	13.0	8499	547	11.8	6462
FRANCE	4342	10.2	44205	4805	9.8	46898
GERMANY	12406	9.2	113870	11523	9.3	107434
GIBRALTAR	27	6.0	162	29	16.2	469
GREECE	172	9.9	1700	203	9.5	1924
HUNGARY	302	10.2	3064	294	10.1	2981
ICELAND	49	11.6	567	17	9.8	167
ITALY	3578	12.3	44170	3263	11.8	38601
LATVIA	114	10.4	1181	77	10.6	816
LIECHTEN	21	13.4	281	17	16.9	287
LITHUANIA	134	8.9	1193	153	8.2	1258
LUXEMBOURG	106	13.0	1376	104	14.3	1487
MACEDONIA	9	9.1	82	15	4.3	64
MALTA	0	0.0	0	61	9.1	556
MARSHALL	3	12.3	37	1	2.0	2
MOLDOVA	16	7.6	122	6	7.2	43
MONACO	138	24.8	3426	102	24.5	2500
MONTENEGRO	0	0.0	0	11	2.9	32
NETHERLAND	2130	10.3	21873	2206	9.1	19970
NORWAY	1112	10.2	11299	971	10.0	9726
POLAND	962	9.7	9347	819	8.7	7101
PORTUGAL	295	7.2	2122	356	8.1	2867
ROMANIA	228	11.1	2539	227	7.6	1733
RUSSIA	1102	9.6	10595	909	9.7	8826
SAN MARINO	13	16.3	212	4	22.5	90
SERBIA	0	0.0	0	47	6.6	311
SLOVAKIA	206	10.8	2214	208	10.2	2116
SLOVENIA	148	10.7	1590	90	10.3	925
SPAIN	1121	11.3	12626	1214	11.0	13390
SWEDEN	2090	13.3	27709	2193	13.2	29015
SWITZ	2127	11.0	23377	2070	10.8	22340
TURKEY	83	7.6	627	71	8.9	633
UKRAINE	297	10.8	3204	262	8.7	2281
VATICAN	1	5.0	5	0	0.0	0
TOTAL	37241	10.4	385365	36260	10.2	369368

Table 5. European Arrivals by County, Gender & Age Group (2016)

COUNTRIES	Gender			Age Groups								NOT STATED
	Total	Female	Male	0-12	13-17	18-25	26-35	36-45	46-55	56-65	66+	
ALBANIA	22	6	16	1	0	4	11	3	2	0	1	0
ANDORRA	4	1	3	0	0	0	0	2	1	1	0	0
AUSTRIA	1059	518	541	23	19	68	180	167	274	212	116	0
BELARUS	60	24	36	3	2	3	14	21	8	7	2	0
BELGIUM	530	239	291	34	15	29	89	106	121	78	58	0
BOSNIA	3	1	2	0	0	0	1	2	0	0	0	0
BULGARIA	154	71	83	7	1	7	52	36	30	19	2	0
CROATIA	158	65	93	3	1	4	70	47	19	11	3	0
CYPRUS	66	35	31	4	0	1	12	16	10	8	15	0
CZECH	374	189	185	35	12	21	101	84	53	46	22	0
DENMARK	849	414	435	67	46	76	110	143	192	132	83	0
ESTONIA	106	56	50	7	1	8	26	33	19	11	1	0
FINLAND	547	285	262	26	15	61	138	104	89	69	45	0
FRANCE	4805	2315	2490	418	348	411	982	940	836	552	318	0
GERMANY	11523	5964	5559	357	218	801	2414	1811	2774	1895	1249	4
GIBRALTAR	29	12	17	6	1	2	3	5	5	2	5	0
GREECE	203	88	115	5	4	9	50	54	42	31	8	0
HUNGARY	294	155	139	10	5	25	103	83	38	21	9	0
ICELAND	17	9	8	0	0	5	4	2	0	4	2	0
ITALY	3263	1518	1745	265	103	150	657	832	729	333	191	3
LATVIA	77	45	32	6	5	4	25	15	15	6	1	0
LIECHTEN	17	9	8	0	1	1	2	1	1	5	6	0
LITHUANIA	153	79	74	6	3	19	53	37	16	18	1	0
LUXEMBOURG	104	46	58	9	3	2	15	15	22	32	6	0
MACEDONIA	15	4	11	0	1	1	10	3	0	0	0	0
MALTA	61	25	36	6	2	2	5	16	12	12	6	0
MARSHALL	1	1	0	0	0	1	0	0	0	0	0	0
MOLDOVA	6	3	3	0	0	0	4	2	0	0	0	0
MONACO	102	45	57	5	4	3	4	8	18	25	35	0
MONTENEGRO	11	3	8	0	0	1	5	4	1	0	0	0
NETHERLAND	2206	958	1248	113	72	167	375	439	513	338	189	0
NORWAY	971	486	485	81	22	88	158	102	200	152	167	1
POLAND	819	431	388	42	11	55	302	229	95	67	18	0
PORTUGAL	356	155	201	19	3	16	76	108	55	52	27	0
ROMANIA	227	111	116	7	0	14	99	61	28	14	4	0
RUSSIA	909	441	468	58	26	58	269	204	172	96	23	3
SAN MARINO	4	2	2	0	0	0	0	2	0	2	0	0
SERBIA	47	17	30	0	0	7	19	12	1	8	0	0
SLOVAKIA	208	125	83	11	4	24	70	51	26	18	3	1
SLOVENIA	90	44	46	5	4	6	26	25	14	6	4	0
SPAIN	1214	549	665	79	23	34	258	325	250	141	104	0
SWEDEN	2193	1108	1085	208	67	219	356	304	450	315	272	2
SWITZ	2070	1008	1062	112	61	119	394	359	407	335	282	1
TURKEY	71	24	47	2	0	9	14	21	8	13	3	1
UKRAINE	262	149	113	8	3	26	78	57	60	25	5	0
TOTAL	36260	17833	18427	2048	1106	2561	7634	6891	7606	5112	3286	16

Table 6. European Arrivals by Type of Accommodation - 2016

COUNTRIES	TOTAL	50 - 100 RMS	ALL INCLUSIVE	APTS	CONDO	CRUISE	FRIENDS	GUEST HOUSE	HOUSE/O WNED
ALBANIA	22	1	4	0	0	0	0	0	0
ANDORRA	4	0	0	2	0	0	0	0	0
AUSTRIA	1059	50	139	32	0	19	67	26	5
BELARUS	60	1	2	0	1	1	14	0	0
BELGIUM	530	9	33	7	0	0	74	16	1
BOSNIA	3	0	2	1	0	0	0	0	0
BULGARIA	154	2	15	4	0	0	9	2	0
CROATIA	158	7	10	5	0	6	13	2	0
CYPRUS	66	1	5	0	0	0	5	4	0
CZECH	374	7	24	9	0	1	54	21	2
DENMARK	849	36	28	52	3	2	113	20	3
ESTONIA	106	3	8	6	17	0	9	2	0
FINLAND	547	32	33	13	4	0	57	4	4
FRANCE	4805	182	269	119	4	3	778	96	12
GERMANY	11523	340	851	338	6	45	1020	273	37
GIBRALTAR	29	5	8	0	0	0	2	0	0
GREECE	203	5	18	2	1	4	19	4	0
HUNGARY	294	10	31	7	0	0	29	6	0
ICELAND	17	0	0	0	1	0	2	0	0
ITALY	3263	110	393	111	2	21	355	42	15
LATVIA	77	5	6	0	0	0	11	1	0
LIECHTEN	17	0	2	0	0	0	2	0	3
LITHUANIA	153	20	15	5	0	2	11	0	0
LUXEMBOURG	104	2	5	2	0	0	19	2	1
MACEDONIA	15	0	0	0	0	1	4	0	0
MALTA	61	3	4	1	1	1	4	0	0
MARSHALL	1	0	0	0	0	0	1	0	0
MOLDOVA	6	0	0	0	0	0	0	0	0
MONACO	102	0	3	0	0	0	20	0	8
MONTENEGRO	11	1	0	0	0	0	1	0	0
NETHERLAND	2206	59	111	64	0	1	324	55	5
NORWAY	971	26	41	31	4	2	87	15	2
POLAND	819	52	84	64	2	5	79	20	0
PORTUGAL	356	13	34	12	1	1	34	9	0
ROMANIA	227	17	28	13	2	8	14	0	0
RUSSIA	909	28	39	23	0	6	46	8	0
SAN MARINO	4	0	0	0	0	0	0	0	0
SERBIA	47	0	7	1	0	4	8	2	0
SLOVAKIA	208	8	17	7	0	1	19	4	0
SLOVENIA	90	9	7	1	0	0	8	5	0
SPAIN	1214	35	98	32	1	5	134	12	2
SWEDEN	2193	94	114	68	5	0	332	48	3
SWITZ	2070	75	165	75	0	8	237	48	25
TURKEY	71	1	2	0	0	0	6	4	0
UKRAINE	262	7	19	8	0	3	21	2	0
TOTAL	36260	1256	2674	1115	55	150	4042	753	128

Table 6. European Arrivals by Type of Accommodation - 2016

COUNTRIES	INTIMATE	LUXURY	NOT STATED	OTHER	OVER 100 RMS	OVER 100 ROOMS	UNDER 50 RMS	VILLAS	YACHT
ALBANIA	6	5	0	1	2	0	0	3	0
ANDORRA	0	2	0	0	0	0	0	0	0
AUSTRIA	104	238	0	21	184	0	28	146	0
BELARUS	6	8	1	0	22	0	0	4	0
BELGIUM	25	114	17	20	88	0	29	97	0
BOSNIA	0	0	0	0	0	0	0	0	0
BULGARIA	21	11	0	3	43	0	3	41	0
CROATIA	29	7	2	11	27	0	5	33	1
CYPRUS	12	9	0	3	11	0	2	14	0
CZECH	45	55	0	8	30	0	12	101	5
DENMARK	98	141	21	35	100	0	29	167	1
ESTONIA	11	9	0	1	10	0	13	17	0
FINLAND	63	66	4	7	131	0	23	106	0
FRANCE	575	542	124	173	934	0	161	831	2
GERMANY	1087	3383	89	257	1645	4	454	1681	13
GIBRALTAR	0	7	0	1	3	0	0	3	0
GREECE	24	69	5	2	25	0	3	22	0
HUNGARY	43	52	0	4	48	0	3	60	1
ICELAND	0	4	2	0	3	0	0	5	0
ITALY	382	464	45	43	382	0	182	716	0
LATVIA	9	10	0	2	9	0	1	23	0
LIECHTEN	0	4	0	0	0	0	0	6	0
LITHUANIA	31	22	0	0	27	0	4	14	2
LUXEMBOURG	1	31	3	2	16	0	2	18	0
MACEDONIA	0	4	0	0	5	0	1	0	0
MALTA	3	15	2	0	11	0	3	13	0
MARSHALL	0	0	0	0	0	0	0	0	0
MOLDOVA	2	1	0	0	1	0	0	2	0
MONACO	0	36	0	0	6	0	0	28	1
MONTENEGRO	6	0	0	0	2	0	0	1	0
NETHERLAND	301	422	55	28	434	0	83	256	8
NORWAY	129	286	17	21	149	0	43	118	0
POLAND	118	106	5	8	98	0	29	148	1
PORTUGAL	23	112	3	5	57	0	2	50	0
ROMANIA	44	32	0	5	24	0	2	38	0
RUSSIA	111	218	10	20	207	0	55	138	0
SAN MARINO	4	0	0	0	0	0	0	0	0
SERBIA	7	8	0	2	4	0	0	4	0
SLOVAKIA	33	28	3	4	28	0	3	53	0
SLOVENIA	16	6	0	2	11	0	4	21	0
SPAIN	100	253	53	34	199	0	33	223	0
SWEDEN	246	253	50	53	394	0	100	428	5
SWITZ	187	424	14	37	340	0	92	343	0
TURKEY	9	19	0	5	9	0	0	16	0
UKRAINE	52	40	1	3	55	0	6	45	0
TOTAL	3963	7516	526	821	5774	4	1410	6033	40





**CENTRAL
AND
SOUTH
AMERICA**

Table of Contents

CENTRAL & SOUTH AMERICA 117

Sources of Tourism Demand..... 117

Seasonality of Arrivals 118

Purpose of Visit..... 119

Average Length of Stay and Tourist Nights.....119

Type of Accommodation 120

Age & Sex Distributions 120

APPENDIX 121

CENTRAL & SOUTH AMERICA

Sources of Tourism Demand

Cumulatively this market generated 1.8% of overall business for 2016, which accounted for a 6.5% increase over 2015. These increases derived from Avianca's special discount fares, offered between October and December. Brazil accounted for 0.5% and 26.8% of the total market share as well as this segment respectively. Of note Brazil registered a 24.5% decrease over the previous year, while other territories in this segment registered an increase of 25.4%

Table 1 shows the distribution of Central & South America arrivals by residence for the last four consecutive years. Of note out of the twenty-two (22) countries in this market, twelve (12) showed increases. Of these territories Colombia, San Salvador and Peru showed the most improvement when compared to 2015, with increases of 200+%, 93.9% and 77.3%, respectively. Other noteworthy territories were Argentina, Panama and Mexico which had 55.7%, 43.3% & 41.1% increases over 2015.

TABLE 1. Central & South America Arrivals by Country (2013,2014,2015,2016)

COUNTRY	2013	2014	2015	2016	% CHANGE		
					13/14	14/15	15/16
ARGENTINA	409	520	442	688	27.1	-15.0	55.7
BELIZE	514	470	546	507	-8.6	16.2	-7.1
BOLIVIA	25	39	28	38	56.0	-28.2	35.7
BRAZIL	4699	5573	4080	3081	18.6	-26.8	-24.5
CANAL ZONE	0	0	0	1	-	-	-
CHILE	171	201	171	204	17.5	-14.9	19.3
COLOMBIA	474	462	776	2350	-2.5	68.0	202.8
COSTA RICA	175	182	241	182	4.0	32.4	-24.5
ECUADOR	41	55	73	72	34.1	32.7	-1.4
FALKLANDS	1	0	0	0	-100.0	-	-
FR GUIANA	50	112	75	41	124.0	-33.0	-45.3
GUATEMALA	100	109	131	106	9.0	20.2	-19.1
HONDURAS	56	87	89	97	55.4	2.3	9.0
MEXICO	607	669	457	645	10.2	-31.7	41.1
NICARAGUA	29	46	36	42	58.6	-21.7	16.7
PANAMA	347	417	515	738	20.2	23.5	43.3
PARAGUAY	10	21	16	13	110.0	-23.8	-18.8
PERU	140	178	128	227	27.1	-28.1	77.3
SALVADOR	48	84	33	64	75.0	-60.7	93.9
SURINAME	543	475	529	741	-12.5	11.4	40.1
URUGUAY	39	41	73	76	5.1	78.0	4.1
VENEZUELA	1647	1469	2347	1575	-10.8	59.8	-32.9
TOTAL	10125	11210	10786	11488	10.7	-3.8	6.5

Table 2 below shows the top ten source residence from the Central & South America for the years 2015 and 2016.

TABLE 2. Top 10 Source Countries (2015 & 2016)

COUNTRY	2015 TOTAL ARRIVALS	PERCENTAGE SHARE	COUNTRY	2016 TOTAL ARRIVALS	PERCENTAGE SHARE
BRAZIL	4080	37.8	BRAZIL	3081	26.8
VENEZUELA	2347	21.8	COLOMBIA	2350	20.5
COLOMBIA	776	7.2	VENEZUELA	1575	13.7
BELIZE	546	5.1	SURINAME	741	6.5
SURINAME	529	4.9	PANAMA	738	6.4
PANAMA	515	4.8	ARGENTINA	688	6.0
MEXICO	457	4.2	MEXICO	645	5.6
ARGENTINA	442	4.1	BELIZE	507	4.4
COSTA RICA	241	2.2	PERU	227	2.0
CHILE	171	1.6	CHILE	204	1.8
TOTAL	10104	93.7	TOTAL	10756	93.6

The top ten source residences accounted for 93.6% of the total Central & South America traffic to Barbados in 2016. Brazil accounted for 26.8% of business from this market, recording a 24.5% decrease. Colombia and Venezuela followed with 20.5% and 13.7% of the business.

Collectively Brazil and Colombia captured 47.3% of the total Central & South America traffic to Barbados. There were some major changes in 2016's top ten line up; Chile and Mexico were the only countries other than Brazil to retain their positions from 2015. Venezuela and Belize dropped to the 3rd and 8th position while Suriname, Panama and Argentina advanced to the 4th, 5th and 6th positions accounting for 6.5%, 6.4%, 6% of the percentage share, respectively. Peru knocked Costa Rica out of the top 10, capturing its 9th place position with 2% of the arrivals.

Seasonality of Arrivals

The month of September had the least number of visitor arrivals for this market. September also witnessed the largest decline in arrivals (12.9%) from Central & South America arrivals for the year 2016. December (-9.7%), February (-6.6%), June (-2.6%) and October (-0.3%) also experienced declines for this market. The highest number of arrivals was recorded in July and January with 1,443 and 1,143 visitors respectively, which accounted for 22.5% of this market's share (**See Appendix: Chart 1**). These months both had increases; however, the month of July had the larger increase with a 17.7% increase while January had an increase of 2.4%. Of note, the month of August had the largest increase for this market with a 30.6% rise in arrivals. Of the July arrivals, 49.6% were from Brazil, 16.1% were from Colombia and 10.5% originated from Venezuela (**See Appendix: Table 2**).



Purpose of Visit

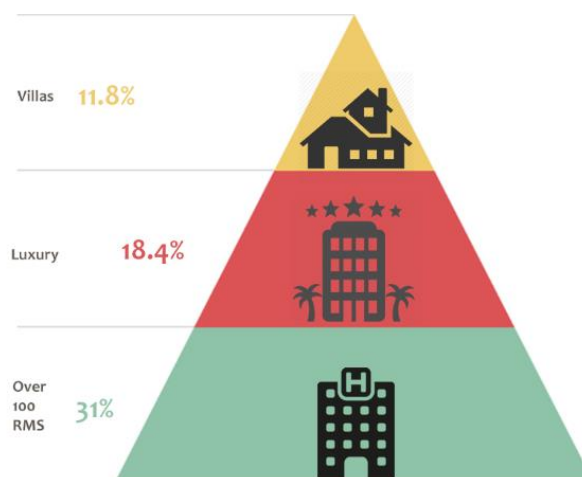
The primary motivation for travel among Central & South America travellers continued to be pleasure, 64.7% visited for this purpose. This represented an increase of 14.3% of business when compared with 2015. Of the total pleasure travellers 35.6% were from Brazil, 25.4% from Venezuela and 9.1% were from Colombia **(See Appendix: Table 3)**. Business accounted for 11.4% of traffic, a decrease of 14.5% when compared with 2015. The Conference segment (6.3%) was on the decline recording a 1% decrease.

Average Length of Stay and Tourist Nights

Most Central & South American travellers stayed 7-10 days (35.2%), an increase of 1% while 24.9% stayed 4-6 days **(See Appendix: Chart 3)**. This segment of visitors recorded an increase of 50.5% when compared with 2015. For 2016, Central & South America visitors spent a total of 102,680 nights with an average length of stay of 8.9 days. Those from Belize had the highest average stay with approximately 28.1 days each **(See Appendix: Table 4)**.

Type of Accommodation

Hotels with over 100 rooms (31%) were the accommodation type most preferred by Central & South America travellers; this represented a decrease of 0.1%. Of those who chose to stay in this type of accommodation, 23.2% originated from Brazil, 20.9% from Venezuela and 14.8% from Colombia **(See Appendix: Table 6)**. Luxury stays accounted for 18.4%, a 4.6% decrease; while villas accounted for 11.8% of the share and increased by 18.4%. Staying with friends strengthened, accounting for 9.9% of business with increase of 11.5%.



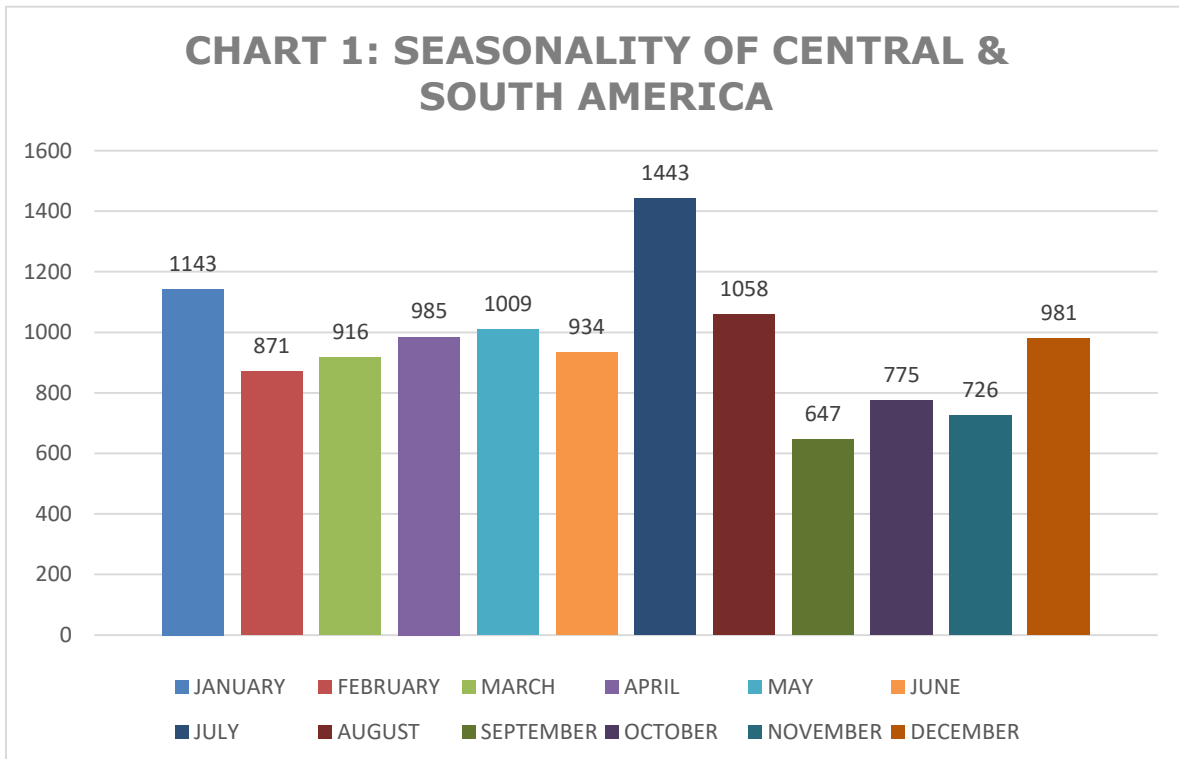
Age & Sex Distributions

Of the total Central & South America travellers in 2016, 59% were male and the remaining 41% were female.



In the age category the 36-45 age grouping dominated traffic with 25.5%, a 3.9% increase from 2015; while the 26-35 age grouping accounted for 25.1%, an increase of 23.6%. Approximately 23.3% of the 36-45 age grouping originated from Brazil **(See Appendix: Table 5)**. The 46-55 (17.2%) and 56-65 (11.5%) categories registered a decrease of 5.5% and an increase of 5.2% respectively. The 18-25 age grouping registered a 17% increase in business when compared with the previous year. An indication younger persons travelled in 2016 from this market.

APPENDIX



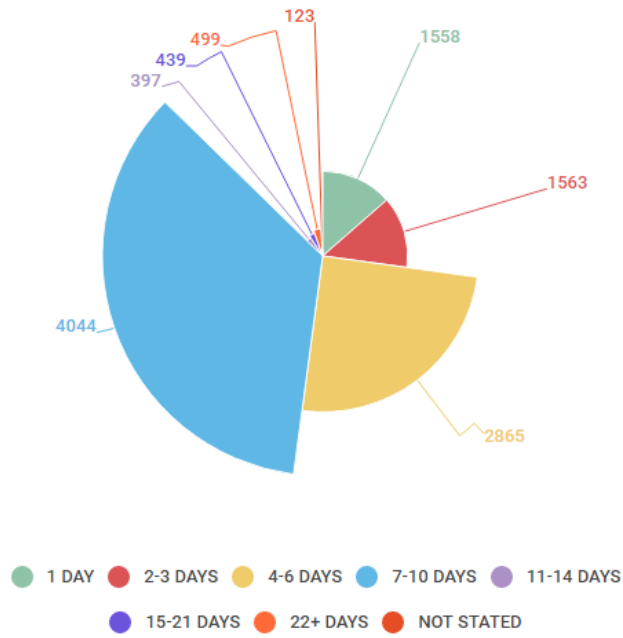


CHART 2: AVERAGE LENGTH OF STAY AND TOURIST NIGHTS

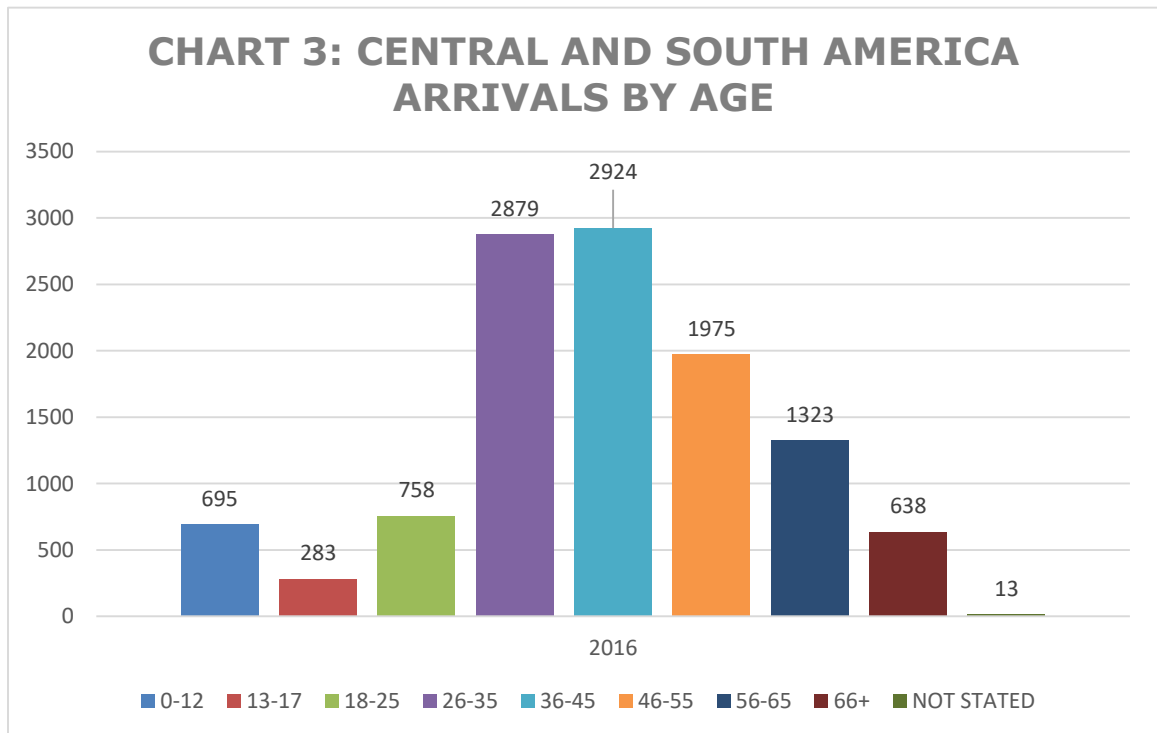


TABLE 1. Central & South America Arrivals by Country (2012-2016)

COUNTRY	2012	2013	2014	2015	2016
ARGENTINA	520	409	520	442	688
BELIZE	540	514	470	546	507
BOLIVIA	85	25	39	28	38
BRAZIL	4633	4699	5573	4080	3081
CANAL ZONE	0	0	0	0	1
CHILE	116	171	201	171	204
COLOMBIA	509	474	462	776	2350
COSTA RICA	272	175	182	241	182
ECUADOR	65	41	55	73	72
FALKLANDS	5	1	0	0	0
FR GUIANA	126	50	112	75	41
GUATEMALA	141	100	109	131	106
HONDURAS	68	56	87	89	97
MEXICO	658	607	669	457	645
NICARAGUA	48	29	46	36	42
PANAMA	431	347	417	515	738
PARAGUAY	41	10	21	16	13
PERU	261	140	178	128	227
SALVADOR	62	48	84	33	64
SURINAME	556	543	475	529	741
URUGUAY	47	39	41	73	76
VENEZUELA	1682	1647	1469	2347	1575
TOTAL	10866	10125	11210	10786	11488

TABLE 2. Central & South America Arrivals by Country & Month (2016)

COUNTRY	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL
ARGENTINA	185	25	34	52	79	64	60	44	28	35	33	49	688
BELIZE	70	33	35	34	27	27	62	50	65	47	37	20	507
BOLIVIA	2	6	3	2	4	5	5	0	2	2	1	6	38
BRAZIL	317	268	120	267	292	252	716	358	91	97	84	219	3081
CANAL ZONE	0	0	0	1	0	0	0	0	0	0	0	0	1
CHILE	14	26	13	21	13	27	20	16	6	18	8	22	204
COLOMBIA	217	127	255	207	249	204	232	171	89	197	155	247	2350
COSTA RICA	15	13	22	12	17	17	20	8	9	13	19	17	182
ECUADOR	3	6	15	7	9	11	1	6	3	2	0	9	72
FR GUIANA	0	4	1	16	2	1	5	6	0	0	1	5	41
GUATEMALA	9	2	15	9	3	7	11	10	4	14	8	14	106
HONDURAS	13	7	9	6	6	15	7	7	4	4	8	11	97
MEXICO	52	35	59	62	56	37	44	60	47	44	81	68	645
NICARAGUA	2	4	1	6	4	1	2	3	4	6	4	5	42
PANAMA	67	60	74	46	63	51	40	33	26	78	128	72	738
PARAGUAY	4	0	0	1	1	1	0	1	1	4	0	0	13
PERU	10	7	14	30	24	22	12	15	5	38	13	37	227
SALVADOR	7	6	20	2	6	4	2	4	1	7	2	3	64
SURINAME	37	139	51	61	32	50	47	64	100	51	82	27	741
URUGUAY	4	3	9	19	5	4	6	4	7	6	2	7	76
VENEZUELA	115	100	166	124	117	134	151	198	155	112	60	143	1575
TOTAL	1143	871	916	985	1009	934	1443	1058	647	775	726	981	11488

TABLE 3. Central & South America Arrivals by Country & Purpose of Visit (2016)

COUNTRY	BUSINESS	CONFERENCE/ CONV/MEETING	CREW	HONEYMOON	INTRANSIT PASSENGER	MEDICAL ATTENTION	OTHER PURPOSE	PLEASURE/ HOLIDAY/VAC	STUDENT	SPORTS	VISIT FRIENDS/ RELATIVES	ATTENDING A WEDDING	TOTAL
ARGENTINA	45	27	5	10	8	0	7	554	0	6	21	5	688
BELIZE	83	125	1	0	14	1	9	130	113	15	15	1	507
BOLIVIA	3	3	0	0	1	0	1	29	0	0	1	0	38
BRAZIL	175	41	33	22	51	2	25	2647	22	12	44	7	3081
CANAL ZONE	1	0	0	0	0	0	0	0	0	0	0	0	1
CHILE	33	12	0	0	6	1	4	137	3	3	3	2	204
COLOMBIA	195	91	15	30	26	0	38	1891	14	8	37	5	2350
COSTA RICA	60	19	1	0	1	1	1	84	8	4	3	0	182
ECUADOR	6	3	0	5	1	0	1	36	10	4	5	1	72
FR GUIANA	1	14	0	0	1	0	0	24	1	0	0	0	41
GUATEMALA	32	11	3	1	1	0	2	53	1	1	1	0	106
HONDURAS	15	10	1	0	8	0	13	42	1	0	7	0	97
MEXICO	188	77	13	3	33	1	20	275	11	4	19	1	645
NICARAGUA	12	7	1	0	1	1	0	18	1	0	1	0	42
PANAMA	150	54	252	2	3	1	9	200	41	3	21	2	738
PARAGUAY	0	6	0	0	0	0	0	7	0	0	0	0	13
PERU	23	9	2	2	9	1	12	155	5	1	6	2	227
SALVADOR	21	3	1	0	1	0	0	37	0	1	0	0	64
SURINAME	113	148	17	0	8	2	8	391	6	25	22	1	741
URUGUAY	9	8	0	1	3	0	1	50	0	1	2	1	76
VENEZUELA	140	52	551	1	23	1	64	677	8	9	47	2	1575
TOTAL	1305	720	896	77	199	12	215	7437	245	97	255	30	11488

TABLE 4. Average Duration of Stay & tourist Nights by Country (2015 & 2016)

COUNTRY	2015			2016		
	AVERAGE LENGTH OF STAY	ARRIVALS	TOURIST NIGHTS	AVERAGE LENGTH OF STAY	ARRIVALS	TOURIST NIGHTS
ARGENTINA	9.0	442	3955	8.9	688	6120
BELIZE	26.5	546	14444	28.1	507	14246
BOLIVIA	14.5	28	407	9.9	38	376
BRAZIL	8.8	4080	35944	8.6	3081	26411
CANAL ZONE	0.0	0	0	8.0	1	8
CHILE	7.0	171	1190	7.7	204	1577
COLOMBIA	9.5	776	7366	8.0	2350	18877
COSTA RICA	6.1	241	1472	5.1	182	928
ECUADOR	26.5	73	1936	20.3	72	1463
FR GUIANA	8.5	75	636	8.8	41	359
GUATEMALA	9.1	131	1193	8.9	106	948
HONDURAS	14.2	89	1259	10.9	97	1061
MEXICO	7.3	457	3338	6.6	645	4250
NICARAGUA	5.2	36	186	5.8	42	242
PANAMA	5.4	515	2796	9.5	738	7013
PARAGUAY	6.9	16	110	6.3	13	82
PERU	6.1	128	784	5.7	227	1294
SALVADOR	4.2	33	138	7.2	64	458
SURINAME	7.1	529	3768	6.5	741	4810
URUGUAY	8.9	73	648	6.0	76	453
VENEZUELA	7.2	2347	16894	7.4	1575	11704
TOTAL	9.1	10786	98464	8.9	11488	102680

TABLE 5. Central & South America Arrivals by Country, Sex & Age Group (2016)

COUNTRY	FEMALE	MALE	0-12	13-17	18-25	26-35	36-45	46-55	56-65	66+	NOT STATED	TOTAL
ARGENTINA	295	393	36	20	56	157	141	97	108	70	3	688
BELIZE	238	269	5	5	109	109	95	101	64	19	0	507
BOLIVIA	14	24	6	4	3	11	5	3	2	4	0	38
BRAZIL	1337	1744	320	92	158	791	681	471	373	189	6	3081
CANAL ZONE	0	1	0	0	0	0	1	0	0	0	0	1
CHILE	84	120	9	6	12	44	50	39	23	20	1	204
COLOMBIA	1166	1184	167	58	151	668	569	375	223	137	2	2350
COSTA RICA	71	111	3	7	13	38	62	45	8	6	0	182
ECUADOR	42	30	5	1	5	30	22	4	2	3	0	72
FR GUIANA	22	19	2	2	3	9	5	9	8	3	0	41
GUATEMALA	38	68	0	2	13	35	24	25	7	0	0	106
HONDURAS	31	66	4	1	7	48	15	7	8	6	1	97
MEXICO	206	439	18	6	27	191	236	116	40	11	0	645
NICARAGUA	14	28	0	0	0	12	13	8	8	1	0	42
PANAMA	206	532	24	2	69	233	209	104	72	25	0	738
PARAGUAY	6	7	1	1	0	2	3	3	2	1	0	13
PERU	105	122	13	1	9	55	70	30	37	12	0	227
SALVADOR	19	45	3	3	1	13	21	18	2	3	0	64
SURINAME	365	376	30	20	42	167	182	141	124	35	0	741
URUGUAY	25	51	0	1	3	16	25	14	12	5	0	76
VENEZUELA	445	1130	49	51	77	250	495	365	200	88	0	1575
TOTAL	4729	6759	695	283	758	2879	2924	1975	1323	638	13	11488

TABLE 6. Central & South America Arrivals by Country & Accommodation (2016)

COUNTRY	50 - 100 RMS	ALL INCLUSIVE	APTS	CONDO	CRUISE	FRIENDS	GUEST HOUSE	HOUSE/OWNED	INTIMATE	LUXURY	NOT STATED	OTHER	OVER 100 RMS	UNDER 50 RMS	VILLAS	YACHT	TOTAL
ARGENTINA	10	53	13	0	0	74	10	0	57	168	6	6	149	20	122	0	688
BELIZE	5	6	9	0	0	69	3	0	55	63	25	68	125	4	75	0	507
BOLIVIA	2	4	1	0	0	8	0	0	1	2	0	0	13	0	7	0	38
BRAZIL	88	225	137	5	5	183	30	0	369	716	22	23	826	133	319	0	3081
CANAL ZONE	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1
CHILE	1	22	5	0	0	20	1	1	17	44	2	0	58	11	22	0	204
COLOMBIA	79	268	38	27	1	220	13	1	209	488	61	14	528	68	335	0	2350
COSTA RICA	4	9	0	0	2	15	0	0	19	38	1	5	63	1	25	0	182
ECUADOR	1	5	0	0	1	36	0	0	1	3	0	1	8	0	16	0	72
FR GUIANA	0	1	0	0	0	4	1	0	4	11	0	0	14	1	5	0	41
GUATEMALA	0	1	1	0	0	9	0	0	6	22	4	1	44	2	16	0	106
HONDURAS	0	7	0	0	2	12	1	0	11	15	19	1	9	1	19	0	97
MEXICO	14	35	25	1	7	56	4	0	69	155	19	7	185	11	53	4	645
NICARAGUA	1	1	0	1	0	7	0	0	4	6	2	0	15	1	4	0	42
PANAMA	13	27	3	0	1	67	0	0	48	59	0	10	435	18	57	0	738
PARAGUAY	0	0	1	0	0	0	1	0	0	3	0	0	8	0	0	0	13
PERU	4	38	7	0	0	10	4	0	23	62	1	3	46	4	25	0	227
SALVADOR	3	2	0	0	0	4	0	0	5	20	0	0	18	2	10	0	64
SURINAME	26	17	27	0	0	66	2	0	127	85	17	21	258	20	75	0	741
URUGUAY	4	12	4	0	0	7	0	0	11	8	5	2	12	2	9	0	76
VENEZUELA	21	27	25	4	2	274	14	7	67	146	33	33	743	21	158	0	1575
TOTAL	276	760	296	38	21	1141	84	9	1103	2115	217	195	3557	320	1352	4	11488





CRUISE PERFORMANCE

Table of Contents

CRUISE PERFORMANCE 129

 Cruise Arrivals - Overview 129

 Cruise Calls 129

 Inaugural Calls 129

 Home Porting 130

 Cruise and Stay 131

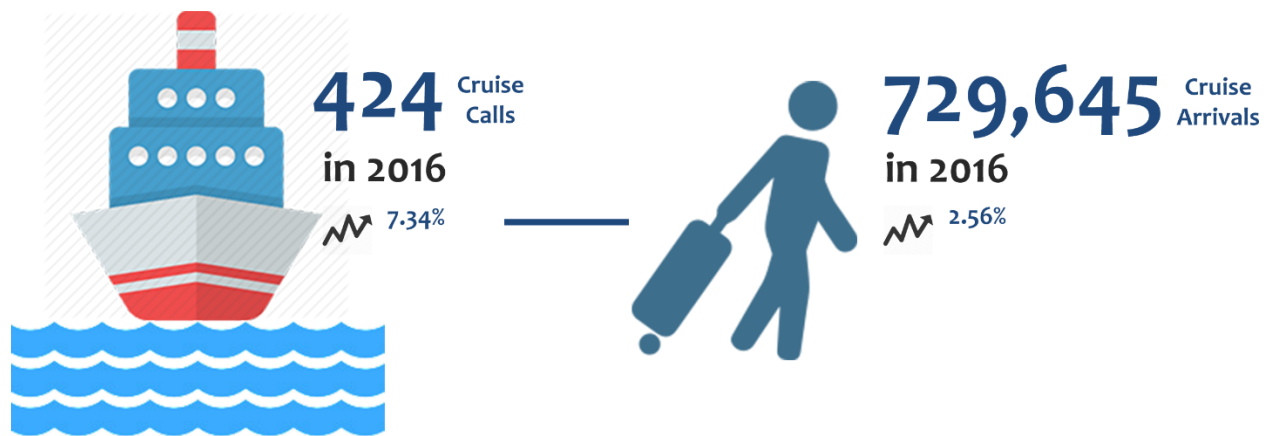
APPENDIX 132

CRUISE PERFORMANCE

Cruise Arrivals - Overview

Overall, the Bridgetown Port welcomed 729,645 cruise arrivals in 2016 up from 711,400 in 2015 and an increase of 2.6%. From this total, some 594,096 cruise passenger arrivals were recorded in 2016 compared to the 586,615 recorded during the same period in 2015; a slight increase of 1.3%.

Overall arrivals during the five core winter months of 2016 (Jan-March and Nov- Dec 2016) represented 74% of total cruise passenger volume for 2016; an increase of eleven percentage points over 2015. The months of January and December recorded the highest arrivals and growth. It is important to note that there was a steep decline in arrivals during the period March to November ranging from -58.1% (October) to -4.7% (November). This highlights the seasonality challenges that face this sector.



Cruise Calls

According to the Barbados Port Inc. during 2016, there was an increase in the number of cruise ship calls to Barbados when compared with the corresponding period during 2015. Cruise calls increased from 395 in 2015 to 424 during 2016.

Inaugural Calls

There were thirteen (13) inaugural calls; including mega ships – MS Koningsdam, Carnival Sunshine and Mein Schiff 5 with lower berths of 2,650, 2,642 and 2,500, respectively.

MS Koningsdam, a new vessel which sailed her maiden voyage on April 8, 2016, is a Dutch cruise ship operated by Holland America Line (HAL), a division of Carnival Corporation. The class leader of HAL's Pinnacle class ships, she is by far the largest ship ever to be constructed for HAL.

Carnival Sunshine (formerly Carnival Destiny) is the lead ship of the Destiny-class of cruise ships.

Mein Schiff 5, owned by TUI Cruises sailed her maiden voyage on July 16, 2016.

DATE	VESSEL	OPERATOR	CALLS
13-Feb-16	AidaMar	Aida Cruises	1
26-Feb-16	Carnival Sunshine	Carnival Cruise Line	2
5-Mar-16	Star Legend	Wind Star Cruises	2
2-Apr-16	Le Lyrial	Compagnie Du ponant	1
10-Apr-16	Carnival Elation	Carnival Cruise Line	2
23-Oct-16	Viking Star	RCCL	6
13-Nov-16	Thomson Discovery	Columbia Cruise Service	7
15-Nov-16	MSC Armonia	MSC Cruises	1
15-Nov-16	Mein Schiff 5	TUI Cruises	4
18-Nov-16	Sirena	Oceania Cruises	1
23-Nov-16	Star Breeze	Wind Star Cruises	1
28-Nov-16	Koningsdam	Holland America Line	1
11-Dec-16	Seven Seas Explorer	Oceania Cruises	1

Home Porting

The home porting performance in winter 2016 was very encouraging due to the fact that the majority of the vessels, inclusive of inaugurals for the same period are European and present tremendous opportunity for integration with land based tourism. The United Kingdom remained the island's number one source market.

With respect to home porting, there were 122,411 home porting arrivals in 2016 compared to 111,220 for 2015 and this developing segment increased by 10% YOY with three new home porting ships arriving in 2016.

VESSEL	OPERATOR	CALLS	
		2015-16	2016-17
AidaDiva	Aida Cruises	11	10
Club Med 2	Club Med Cruises	7	1
Braemar	Fred Olsen Cruises	6	8
Adonia	P & O Cruises	9	6
Azura	P & O Cruises	10	9
Britannia	P & O Cruises	10	10
Sea Cloud II	Sea Cloud Cruises	5	6
SeaDream I	Sea Cloud Cruises	12	16
Silver Spirit	Silver Sea Cruises	1	6
Silver Wind	Silver Sea Cruises	4	6
Silver Whisper	Silver Sea Cruises	5	1
Royal Clipper	Star Clippers	20	0
Thomson Celebration	Thomson Cruises	21	1
Mein Schiff 3	TUI Cruises	11	0
Wind Star	Wind Star Cruises	15	19
NEW HOMEPORTING VESSELS			
Viking Star	RCCL	0	11
Thomson Discovery	Thomson Cruises	0	24
Mein Schiff 5	TUI Cruises	0	12

Cruise and Stay

During the year 2016, there was an increase of 10,969 landed passengers over 2015 when some 127,036 passengers were recorded. From this total, there were 8,401 cruise and stay arrivals; however, these arrivals fell 1.3% or 113 fewer visitors.

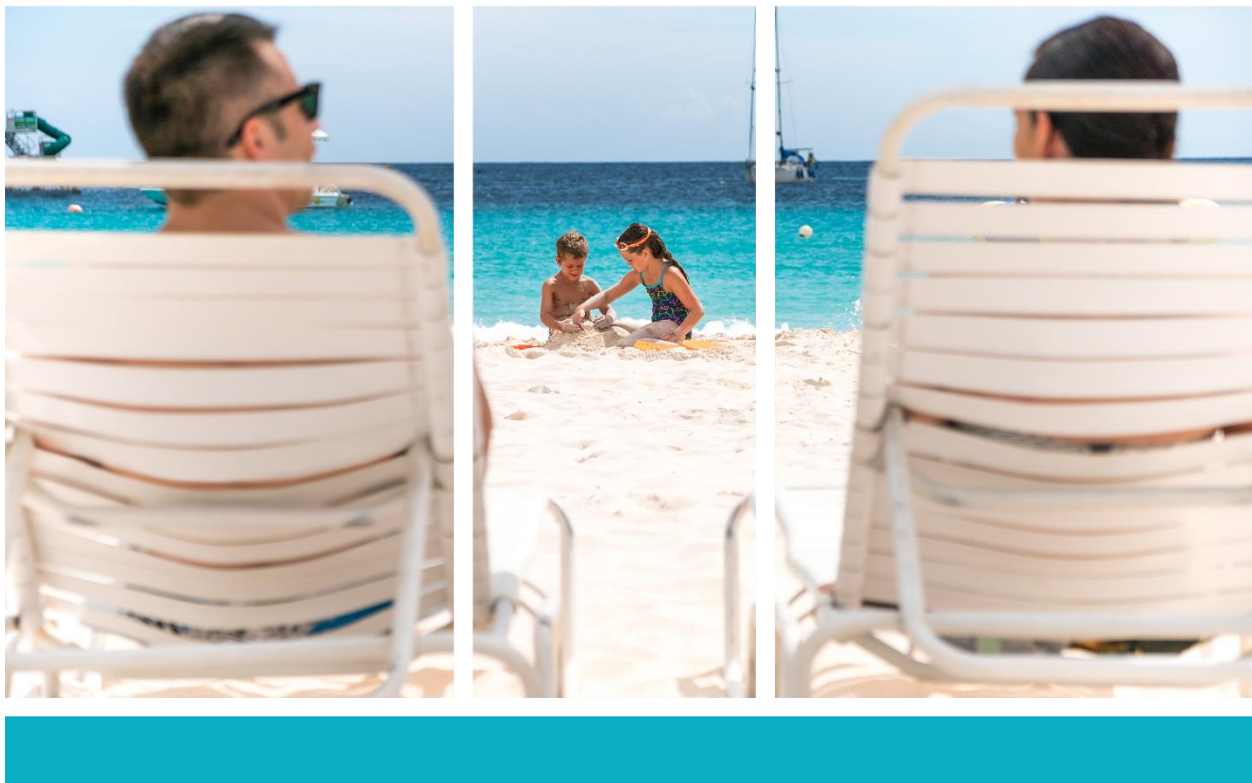
With 4,058 arrivals, the majority (48%) of visitors in this category were from the United Kingdom; however, there was a falloff in visitors from this market. United States and Germany followed with 18% and 15%, respectively.

The vessel Thomson Celebration contributed the most visitors (1,775); however, this was a decline of 302 visitors when compared to 2015. The Royal Clipper and Carnival Fascination followed with 1,484 and 986 visitors, respectively.

Eighty-one percent of these cruise and stay visitors stayed on the island 2 to 10 days after completing their cruise, with the majority staying 7 to 10 days.

Majority (25%) of cruise stay visitors stayed in **over 100 rooms hotels** followed by **luxury, all-inclusive** and the category "**Other**" accommodation. There was an increase (17%), in visitors using over 100 rooms hotel accommodation.

During the previous year the majority used luxury accommodation, but during 2016, fewer cruise stay visitors preferred this category of accommodation. There was also a falloff in persons choosing all-inclusive accommodation.



APPENDIX

Table 1: Cruise Calls & Passenger Arrivals

YEAR	CRUISE CALLS		PASSENGER ARRIVALS	
	NO.	%CHG	NO.	%CHG
2005	395	-26.7	563,588	-21.9
2006	440	11.4	539,092	-4.3
2007	485	10.2	616,354	14.3
2008	425	12.4	597,523	-3.1
2009	460	8.2	635,212	6.3
2010	391	-15.0	664,747	4.6
2011	391	0	609,844	-8.3
2012	358	-8.4	517,436	-15.2
2013	374	4.5	570,263	10.2
2014	395	5.6	557,898	-2.2
2015	395	0.0	586,615	3.1
2016	424	7.3	594,096	1.3

Table 2: Cruise Ship Calls

MONTHS	2015	2016	Ab Chg	% Chg
JANUARY	66	81	15	22.7
FEBRUARY	57	61	4	7.0
MARCH	59	57	-2	-3.4
APRIL	35	28	-7	-20.0
MAY	7	12	5	71.4
JUNE	7	12	5	71.4
JULY	7	11	4	57.1
AUGUST	10	9	-1	-10.0
SEPTEMBER	8	6	-2	-25.0
OCTOBER	14	8	-6	-42.9
NOVEMBER	52	54	2	3.8
DECEMBER	73	85	12	16.4
TOTAL	395	424	29	7.3

Table 3: Cruise Passenger Arrivals

MONTHS	2015	2016	Ab Chg	% Chg
JANUARY	78,239	114,225	35986	46.0
FEBRUARY	68,281	78,037	9756	14.3
MARCH	70,619	62,750	-7869	-11.1
APRIL	63,625	45,531	-18094	-28.4
MAY	22,923	19,912	-3011	-13.1
JUNE	23,939	19,588	-4351	-18.2
JULY	24,585	17,580	-7005	-28.5
AUGUST	21,000	19,764	-1236	-5.9
SEPTEMBER	22,937	16,134	-6803	-29.7
OCTOBER	35,626	14,936	-20690	-58.1
NOVEMBER	72,438	69,010	-3428	-4.7
DECEMBER	82,403	116,629	34226	41.5
TOTAL	586,615	594,096	7481	1.3





EXPENDITURE

Table of Contents

STAYOVER EXPENDITURE 137

 Total Expenditure 137

 Average Daily Spend 137

CRUISE EXPENDITURE 139

 Total Expenditure 139

 Average Daily Expenditure 140

APPENDIX 141

STAYOVER EXPENDITURE

Total Expenditure

On average, visitors spent more money during their visits to Barbados. According to the Caribbean Tourism Organization (CTO) Quarterly Exit Survey, stayover visitors to Barbados spent 9.1% more money during the year of 2016 when compared to 2015. Total visitor expenditure on island grew from US \$901,294 million to US \$983,710 million.

There were increases across several markets for 2016 in total expenditure. The **United States** recorded an increase of 18.5% in total visitor spend, whilst **the United Kingdom, Canada** and the **Caribbean** region registered growths of 12%, 7.1% and 0.5% respectively.

Although the remaining markets saw declines in spend, they contributed generously to the overall total expenditure. **Other Europe** spent US\$63 million during 2016 on island, followed by **Other** which included **Latin America, Asia,** and **Africa** spent US\$28 million.



Average Daily Spend

There was an increase in average daily expenditure during 2016 with an estimated US\$167.33 compared to US\$164.40 for the corresponding period of 2015, an increase of 1.8% or US\$2.93. When the markets were examined, visitors from the United Kingdom spent the most on average, US\$184.68 which represented an increase of 4% or US\$7.18.

Visitors from the United States and the Caribbean territories also spent more in 2016 recording increases of 1.9% and 3.6% respectively. The remaining markets all recorded declines in average daily spend.

According to the CTO, half of visitor outlay was spent on accommodation in 2016 compared to 55% in 2015. Twenty-four percent was spent on meals and drinks, 8% on miscellaneous items and 7% on transportation. Entertainment/recreation (5%), shopping (4%) and souvenirs (3%) were other items in the visitor’s budget.



Average daily expenditure was highest for visitors who stayed in traditional hotels US\$280 followed by visitors accommodated in all-inclusive properties, US\$249 per day per visitor. Spend was lowest for visitors who stayed with friends/relatives, US\$87.

CRUISE EXPENDITURE

Total Expenditure

According to the Caribbean Tourism Organization (CTO), total Cruise Passenger Expenditure for the year 2016 totalled US\$34.3 million. However, this expenditure fell by 2.4% or US\$849,000 when compared to 2015.

"*Transportation*" was the expense item which provided the majority of the overall total with 25 percent. "*Duty-free Purchases*" and "*Tours purchased on Board*" followed with 18% and 17%. When compared to 2015, the expense item "*Transportation*" increased by two percentage points; however, although "*Tours purchased on Board*" was one of the major contributors to the cruise expenditure, its percentage share declined by three percentage points.

Increases in total expenditure were realised in the expense items, "*Meals & Drinks*", "*Transportation*" and "*All Other Spending*" by 4%, 6.4% and 0.2%, respectively over 2015. On the other hand, the other expense items - "*Duty-free Purchases*", "*Local Handicrafts & Souvenirs*" and "*Other Shopping*" recorded declines of 14.7 percent, 3.1 percent, 6.1 percent and 4.9 percent, respectively.



Average Daily Expenditure

The average daily expenditure during 2016 was estimated at US\$60.13 compared to US\$62.10 for the corresponding period of 2015.

As in total expenditure, a quarter of the total daily expenditure was spent on *Transportation*, followed by *Duty-free Purchases* (18%) and *Tours Purchased on Board* (17%). There was a slight increase of seventy-nine cents in spending on transportation; while the other two categories of expense showed declines of \$1.83 (Tours Purchased on Board) and 44 cents (Duty-free Purchases).



APPENDIX

TABLE 1. Daily Expenditure per Visitor by Country of Residence (US\$)

	United States		Canada		United Kingdom		Other Europe	
	2015	2016	2015	2016	2015	2016	2015	2016
Accommodation	85.02	81.31	78.87	69.91	109.44	100.67	103.64	74.69
Meals & Drinks	35.51	37.79	30.77	33.58	33.83	48.54	41.45	43.73
Transportation	11.79	12.48	9.54	10.88	10.39	11.11	15.07	15.42
Entertainment/Recreation	7.36	9.09	5.73	5.99	6.16	6.40	8.44	8.34
Souvenirs	4.51	6.52	4.11	4.43	3.53	3.51	4.57	4.75
Other Shopping	5.18	4.80	5.51	5.00	7.28	7.13	8.04	5.63
Other Spending	15.50	15.96	7.48	8.10	6.63	7.40	6.74	9.39
Total	164.81	167.90	141.48	137.82	177.50	184.68	187.87	161.87

TABLE 1. Daily Expenditure per Visitor by Country of Residence (US\$)

	Caribbean		Other		Total	
	2015	2016	2015	2016	2015	2016
Accommodation	65.62	62.66	84.49	64.00	89.79	83.20
Meals & Drinks	29.95	35.57	42.51	38.53	34.16	39.38
Transportation	15.49	15.28	18.34	11.33	11.20	12.21
Entertainment/Recreation	6.73	8.48	4.92	7.20	6.77	8.03
Souvenirs	4.73	4.62	5.81	4.61	4.57	5.39
Other Shopping	13.73	13.73	6.97	3.43	6.91	6.09
Other Spending	13.15	14.34	8.08	6.34	10.96	13.11
Total	149.31	154.73	171.11	135.52	164.40	167.33

TABLE 2. Average Daily Expenditure by Type of Accommodation (US\$)

	All Inclusive Hotel		Other Hotel		Guest House		Friend/Relative	
	2015	2016	2015	2016	2015	2016	2015	2016
Accommodation	152.61	137.32	120.85	152.14	62.05	64.79	7.46	9.82
Meals & Drinks	37.65	58.49	42.85	63.05	37.12	33.15	26.76	26.96
Transportation	9.96	13.56	13.81	17.86	14.21	17.17	9.65	9.61
Entertainment/Recreation	7.84	8.76	7.08	11.65	8.68	8.90	8.66	8.92
Souvenirs	5.04	6.32	5.35	8.62	4.71	5.37	5.44	5.51
Other Shopping	6.41	6.07	7.96	7.16	11.34	9.52	10.60	10.07
Other Spending	15.63	18.81	10.46	19.12	21.91	18.88	14.11	15.96
Total	235.14	249.31	248.21	279.55	160.06	157.78	82.67	86.90

TABLE 2. Average Daily Expenditure by Type of Accommodation (US\$)

	Apartment		Villa		Condo		Other		Total	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Accommodation	80.05	68.09	83.63	79.89	81.92	84.55	83.29	42.62	89.79	83.20
Meals & Drinks	39.13	37.05	33.94	40.75	37.96	41.82	37.42	24.01	34.16	39.38
Transportation	12.85	14.44	12.13	13.84	11.72	13.09	16.37	11.79	11.20	12.21
Entertainment/Recreation	7.31	6.38	7.78	10.32	8.15	8.37	4.92	8.06	6.77	8.03
Souvenirs	3.53	3.72	2.66	2.82	5.11	5.68	5.10	3.54	4.57	5.39
Other Shopping	5.61	6.17	8.14	8.63	3.25	3.06	3.93	6.90	6.91	6.09
Other Spending	9.14	8.42	10.55	11.80	11.15	12.78	12.40	7.52	10.96	13.11
Total	157.61	144.36	158.91	167.95	159.29	169.26	163.38	104.37	164.40	167.33





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