

## BELIZE

### Visitor Arrival Summary

Tourist arrivals to Belize continued to expand in 2004 following up the robust in 2003. Arrivals in 2004 grew by 4.8 percent to 230.8 thousand. The year began with a particularly strong performance which saw the winter season posting an increase of 10.4 percent over the same period of 2003. Summer season started slowly but gained momentum in the second half of the season so that an increase of 1.1 percent was recorded during the season.

- ◆ the United States with a share of 59.5 percent was the largest market for Belize in 2004. Over 10.0 thousand more tourist originated from this source. The biggest performance for arrivals to this destination came from the Canadian market which represented 5.2 percent of total arrival and grew by 14.2 percent. The European market (the second largest market) did not match last year performance. Arrival fell by 2.3 percent when compared to 2003. Collectively, all other markets registered less tourist arrivals.
- ◆ Cruise passenger arrivals to Belize was continued to exhibit robust growth in 2004. During the period, there were 406 cruise ship calls bringing 851.4 thousand passengers. When compared to 2003, these figures represented an increase of 28.9 percent in cruise calls and growth of 48.0 percent in cruise passengers.

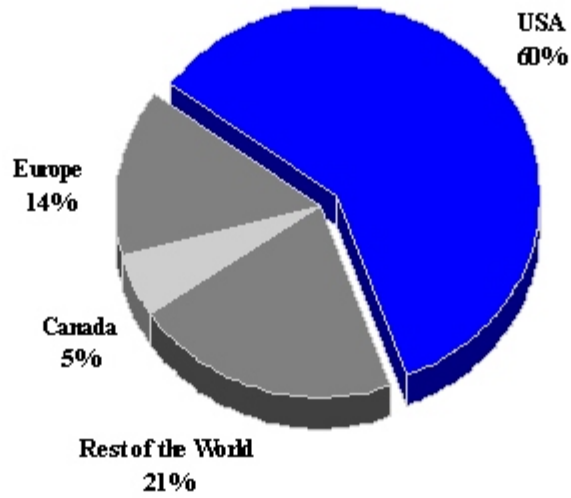
#### TOURISM HIGHLIGHTS FOR 2004

VISITOR ARRIVALS			
Tourist Arrivals →	230,832	Cruise Passenger Arrivals	851,436
↳ <i>Winter</i>	40.3%	↳ <i>Winter</i>	40.5%
↳ <i>Summer</i>	59.7%	↳ <i>Summer</i>	59.5%
VISITOR PROFILE			
Average Length of Stay ( <i>nights</i> )	6.8	<b>Tourist Arrivals by Place of Stay <sup>1</sup></b>	
<b>Tourist Arrivals by Purpose of Visit</b>		↳ <i>Hotels</i>	64.7%
↳ <i>Holiday</i>	94.7%	↳ <i>Guest House/Apartment</i>	19.1%
↳ <i>Business</i>	5.3%	↳ <i>Private</i>	9.1%
		↳ <i>Other</i>	7.1%
TOURISM AND OTHER RELATED ECONOMIC STATISTICS			
Total Expenditure ( <i>US\$ millions</i> )	\$205.2	GDP at Factor Cost ( <i>US\$ millions</i> )	\$917.6
Tourism Budget ( <i>US\$ thousands</i> ) <sup>bf</sup>	\$4,838	Consumer Price Index (% <i>ch.</i> 2004/'03)	3.2%
Hotel & Restaurant contribution to GDP	4.4%		
ACCOMMODATION STATISTICS		SOCIO-ECONOMIC STATISTICS	
Rooms	5,151	Land Area ( <i>square Kilometres</i> )	22,966
Room Occupancy Rates	40.7%	Population ( <i>thousand mid year 2004</i> )	282.6

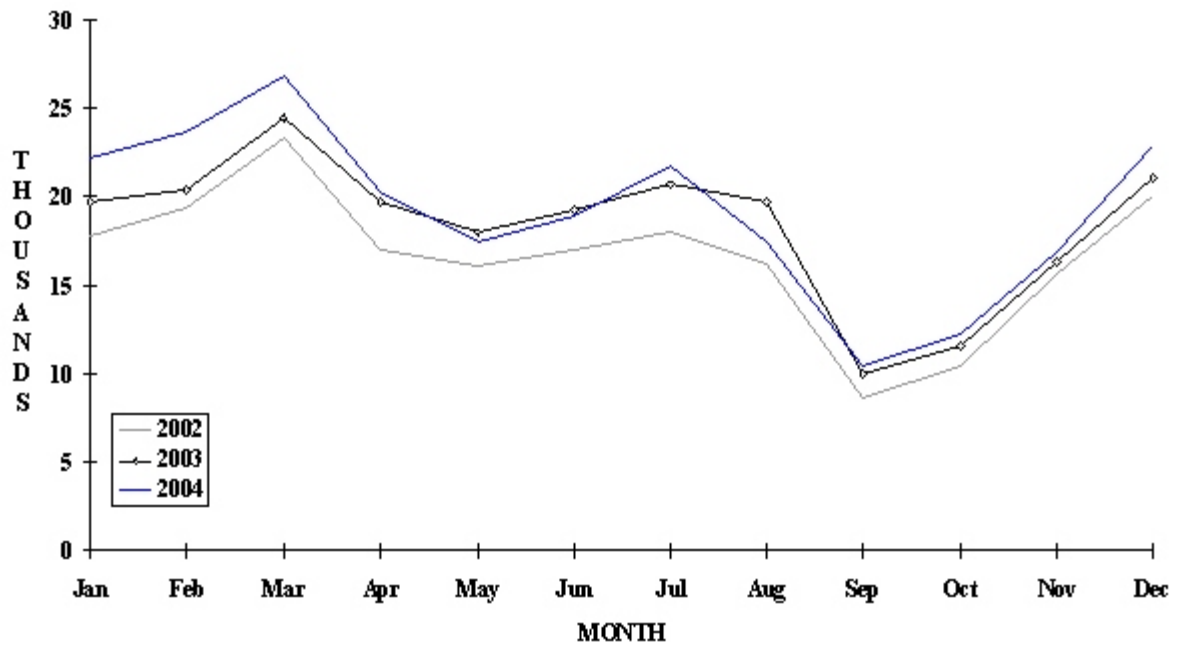
<sup>1</sup> Source: Belize 2000, Visitor Expenditure and Motivation Survey

# BELIZE

**TOURIST ARRIVALS BY MAIN MARKETS  
2004**



**MONTHLY TOURIST ARRIVALS**



**TOURIST ARRIVALS BY COUNTRY OF RESIDENCE**

Country of Residence	2000	2001	2002	2003	% Share	
					2004	2004
United States	104717	106292	104603	127288	137367	59.5
Canada	9205	9492	9185	9831	11926	5.2
Europe	27674	29736	29115	33530	32767	14.2
Rest of World	54170	50436	56618	49925	48772	21.1
<b>TOTAL</b>	<b>195766</b>	<b>195956</b>	<b>199521</b>	<b>220574</b>	<b>230832</b>	<b>100.0</b>

**MONTHLY TOURIST ARRIVALS**

Months	2000	2001	2002	2003	% Change	
					2004	2004/03
January	17033	18896	17820	19648	22166	12.8
February	18767	19767	19377	20412	23645	15.8
March	22921	21526	23388	24460	26817	9.6
April	18699	18398	17027	19660	20320	3.4
May	15704	16335	16106	17967	17386	-3.2
June	16148	17081	16953	19228	18939	-1.5
July	18307	18704	18011	20670	21734	5.1
August	16633	17342	16184	19689	17479	-11.2
September	11019	8659	8634	9975	10432	4.6
October	8580	9069	10397	11524	12167	5.6
November	13632	12822	15603	16313	16873	3.4
December	18323	17357	20021	21028	22874	8.8
<b>TOTAL</b>	<b>195766</b>	<b>195956</b>	<b>199521</b>	<b>220574</b>	<b>230832</b>	<b>4.7</b>

*Note: Tourist arrivals for Belize excludes border traffic from Guatemala and Mexico who enter Belize daily to conduct trade, This data broken down by month and market is available from 1998 only*

## CRUISE PASSENGER ARRIVALS

Months	2000	2001	2002	2003	% Change	
					2004	2004/03
January	10485	4653	18448	56689	94861	67.3
February	11665	7584	19056	48172	87532	81.7
March	13271	8648	21822	54151	89807	65.8
April	6695	3517	23989	46401	72260	55.7
May	4750	0	22973	24413	50642	107.4
June	899	0	17473	33623	57160	70.0
July	0	0	20502	30602	56794	85.6
August	0	0	16072	38809	57018	46.9
September	0	0	23095	31430	45132	43.6
October	696	0	33810	47356	58961	24.5
November	3648	8548	46377	70377	77579	10.2
December	6022	15166	56073	93173	103690	11.3
<b>TOTAL</b>	<b>58131</b>	<b>48116</b>	<b>319690</b>	<b>575196</b>	<b>851436</b>	<b>48.0</b>
Cruise Ship Calls	70	48	200	315	406	

## VISITOR ACCOMMODATION (Rooms) BY AREA

Area	2000	2001	2002	2003	2004
Belize District	785	866	897	943	884
Ambergris	965	1020	1111	1204	1228
Cayo District	649	724	716	752	2233
Caye Caulker	383	356	453	480	515
Other	1324	1497	1528	1671	291
<b>TOTAL</b>	<b>4106</b>	<b>4463</b>	<b>4705</b>	<b>5050</b>	<b>5151</b>

Source: Belize Tourist Bureau, Central Statistical Office