

## GRENADA

### Visitor Arrival Summary

During the first eight months of 2004, tourist arrivals to Grenada had risen by 6.9 percent to 106.5 thousand tourists. This level of performance was anticipated to continue until year's end. With the passage of Hurricane Ivan in September, arrivals plummeted during the last four months by 36.0 percent. Overall, 133.9 thousand tourists (the second highest number to visit in any one year) visited , a decrease of 6.0 percent when compared to the record 142.3 thousand in 2003.

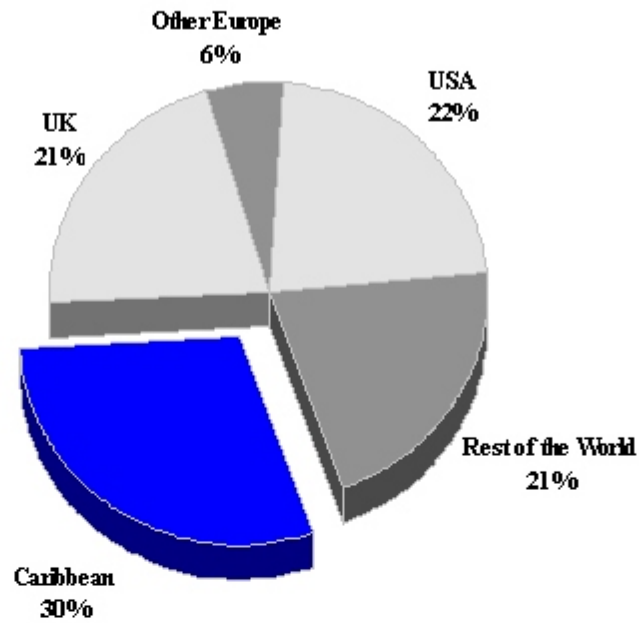
- ◆ Stay- over arrivals from the United States totaled 30.1 thousand in 2004 compared to 35.1 thousand in 2003, a decrease of 14.3 percent with these arrivals representing 22.5 percent of total arrivals. Similar declining levels of tourists were recorded in the Canadian and European markets. The Caribbean has emerged as the largest source market (29.9 percent of the total) for Grenada due mainly to the many relief workers who assisted after the hurricane. Consequently an increase of 4.3 percent was recorded in this market.
- ◆ The Grenadians residing aboard segment had an increase in market share of almost 2 percentage points from 12.7 percent in 2003 to 14.3 percent in 2004. This translated to some 2.3 thousands or 14.1 percent more returning for touristic activities.
- ◆ The performance of the cruise passenger arrivals to Grenada was remarkable mainly due to the winter and early summer growth. By the end of August arrivals had risen by 84.6 percent. The end-of-year count showed 299.8 thousand passengers had arrived at this destination, an increase of 56.4 percent over 2003. This was achieved with less cruise calls, 249 in 2004 compared with 267 in 2003.

#### TOURISM HIGHLIGHTS FOR 2004

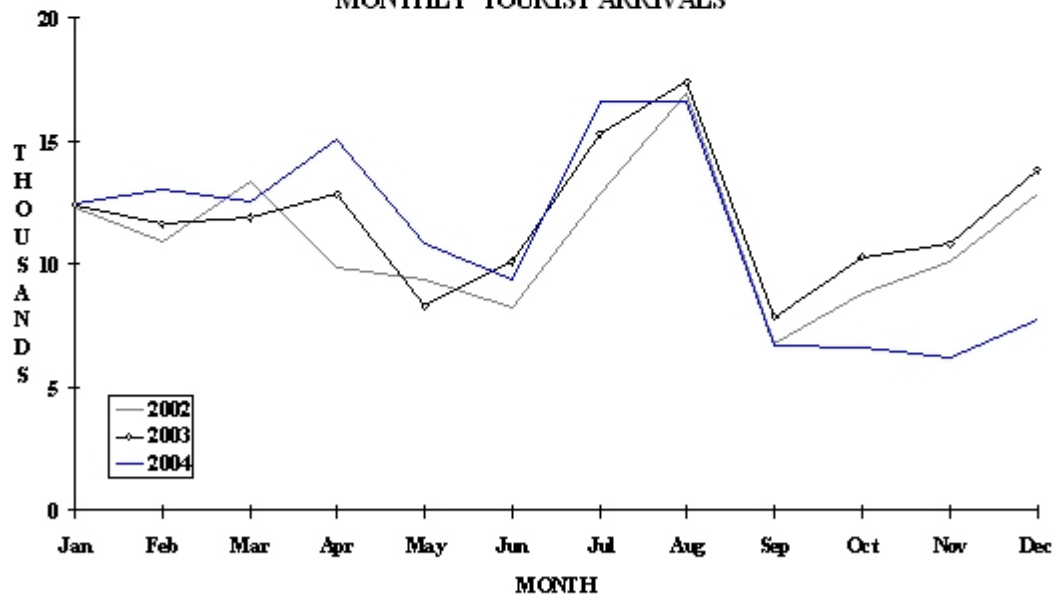
VISITOR ARRIVALS			
Tourist Arrivals → ➤ <i>Summer</i> ➤ <i>Winter</i>	133,865 60.3% 39.7%	Cruise Passengers ➤ <i>Summer</i> ➤ <i>Winter</i> Cruise Ship calls Yachts calls	229,800 37.1% 62.9% 249 4,157
VISITOR PROFILE			
Average Length of Stay (nights)  <b>Tourist Arrivals by Purpose of Visit</b> ➤ <i>Holiday</i> ➤ <i>Business</i> ➤ <i>Other</i>	7.5  75.8% 15.7% 8.5%	<b>Tourist Arrivals by Place of Stay</b> ➤ <i>Hotels</i> ➤ <i>Guest Houses/Apartments</i> ➤ <i>Private</i> ➤ <i>Other</i>	33.9% 11.8% 46.4% 7.9%
TOURISM AND OTHER RELATED ECONOMIC STATISTICS			
Total Expenditure (US\$ millions) <sup>I</sup> Tourism Budget (US\$ thousands) <sup>Ib</sup>	\$156.8 \$4,182	Hotel and Restaurant contribution to GDP GDP at Factor Cost (US\$ millions) Consumer Price Index (% ch. 2004/'03)	7.9% \$355.6 2.3%
ACCOMMODATION STATISTICS		SOCIO-ECONOMIC STATISTICS	
Rooms Room Occupancy Rates <sup>II</sup>	860 71.0%	Land Area (square Kilometres) Population (thousand mid year 2004)	344 104.5

# GRENADA

## TOURIST ARRIVALS BY MAIN MARKETS 2004



## MONTHLY TOURIST ARRIVALS



## TOURIST ARRIVALS BY COUNTRY OF RESIDENCE

Country of Residence	2000	2001	2002	2003	2004	% Share 2004
United States	32541	32219	36508	35191	30127	22.5
Canada	4849	5442	4684	5599	5309	4.0
United Kingdom	32236	28488	29760	33286	28232	21.1
Other Europe	14133	11694	9208	9857	7945	5.9
Trinidad & Tobago	12519	13610	17219	19958	20228	15.1
Other CARICOM	11255	13550	15084	16234	17638	13.2
Grenadians abroad	18068	14956	14836	16715	19076	14.3
Rest of the World	3263	3392	5117	5515	5310	4.0
<b>TOTAL</b>	<b>128864</b>	<b>123351</b>	<b>132416</b>	<b>142355</b>	<b>133865</b>	<b>100.0</b>

## MONTHLY TOURIST ARRIVALS

Month	2000	2001	2002	2003	2004	% Change 2004/03
January	11118	12423	12265	12378	12486	0.9
February	11921	11463	10934	11601	13012	12.2
March	12507	11897	13392	11895	12546	5.5
April	13293	11298	9846	12822	15090	17.7
May	8627	10798	9397	8240	10821	31.3
June	8551	8392	8237	10089	9380	-7.0
July	13038	11298	12867	15246	16580	8.8
August	14292	14383	16951	17381	16629	-4.3
September	6622	5667	6755	7862	6724	-14.5
October	8051	6572	8804	10264	6634	-35.4
November	9416	8691	10117	10778	6220	-42.3
December	11428	10469	12851	13799	7743	-43.9
<b>TOTAL</b>	<b>128864</b>	<b>123351</b>	<b>132416</b>	<b>142355</b>	<b>133865</b>	<b>-6.0</b>

## CRUISE PASSENGER ARRIVALS

Month						% Change	
	2000	2001	2002	2003	2004	2004/03	
January	31295	24913	24390	24384	46681	91.4	
February	28491	23154	24452	22159	36101	62.9	
March	38976	30441	22002	21949	38877	77.1	
April	31711	19736	20012	18403	22915	24.5	
May	3381	1433	684	3499	7408	111.7	
June	1221	830	717	515	5605	988.4	
July	1187	900	713	487	5934	1118.5	
August	3010	989	716	360	5849	1524.7	
September	564	317	414	137	2856	1984.7	
October	4829	5461	5386	3170	401	-87.4	
November	11380	12797	15306	16596	19719	18.8	
December	24260	26410	20269	35266	37454	6.2	
<b>TOTAL</b>	<b>180305</b>	<b>147381</b>	<b>135061</b>	<b>146925</b>	<b>229800</b>	<b>56.4</b>	

## Number of Calls

Cruise Ships	360	288	259	267	249
Yachts	5361	5610	3966	3966	4157

## TOURIST ACCOMMODATION (Rooms)

Type of Accommodation	2000	2001	2002	2003	2004
Hotels	1197	1169	1227	1167	466
Guest Houses	232	218	227	225	172
Apartments/Cottages	393	347	323	366	222
<b>TOTAL</b>	<b>1822</b>	<b>1734</b>	<b>1777</b>	<b>1758</b>	<b>860</b>

Source: Grenada Department of Tourism