

MARTINIQUE

Visitor Arrival Summary

In 2003, Martinique recorded its first increase in tourist arrivals since 1999 (up 2.8 percent over 1998). The number of stay-over tourists increased by 1.4 percent over 2002 to total 453.2 thousand tourists. Growth in arrivals from France helped to create the gain. Arrivals in the winter and summer seasons grew by 1.1 percent and 1.7 percent respectively.

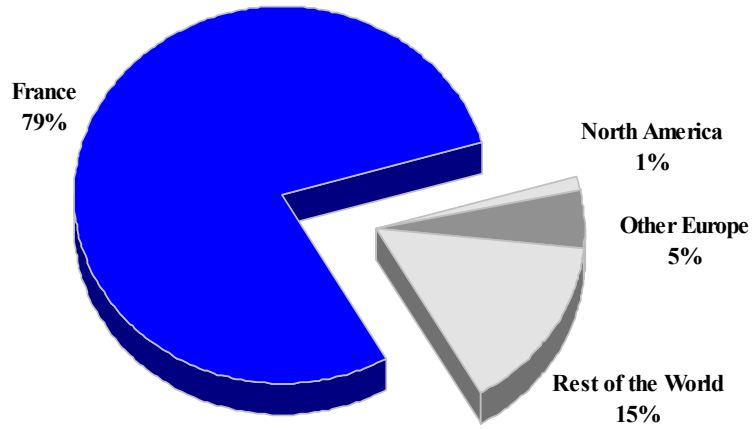
- ◆ The majority of markets recorded significant decreases, all be it that these markets collectively account for less than 10 percent of the total market. The biggest drops in arrivals were recorded from Canada (42.2 percent) and USA (39.7 percent). The Non-French Caribbean was unable to maintain the expansion of 2002 and declined by 16.8 percent. Encouraging performances come from France (up 2.4 percent) which is the main market with 78.9 percent of all arrivals and the French territories which registered a robust 19.4 percent increase following up on the 2.0 percent increase of 2002.
- ◆ The 2002 Cruise Passenger arrivals figures were revised down to a total of 200.8 thousand, a decrease over 2001. In 2003, cruise passengers arrivals rose significantly. The flow of passengers increased by 33.7 percent reaching 268.5 thousand passengers. Cruise ships made 218 calls in 2003, an increase of 5.8 percent over 2002.

TOURISM HIGHLIGHTS FOR 2003

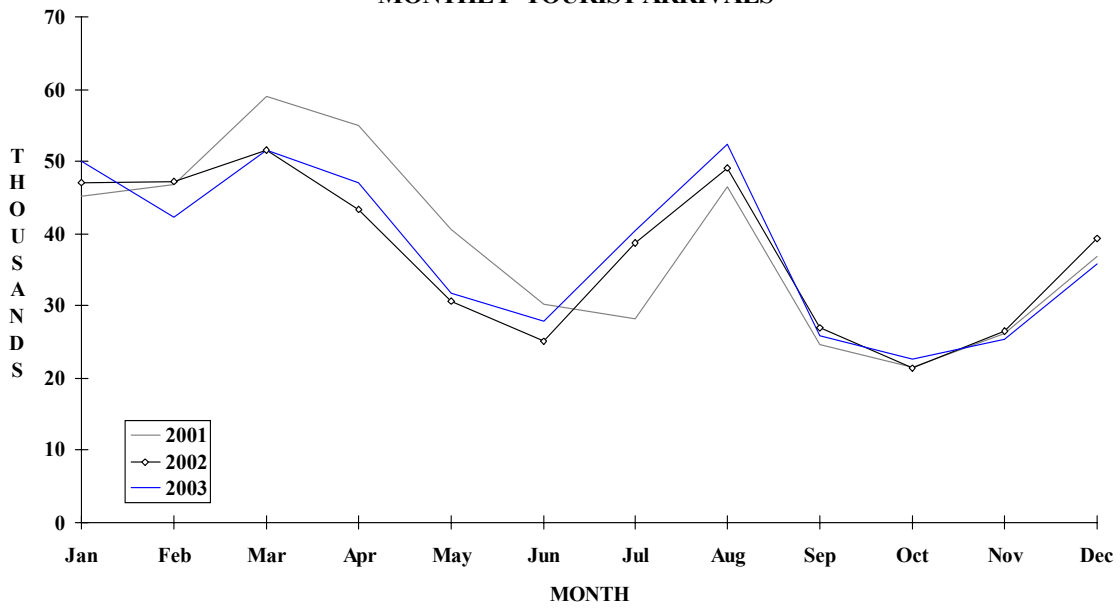
VISITOR ARRIVALS			
Tourist Arrivals ➔	453,160	Cruise Passengers	268,542
➔ <i>Summer</i>	57.8%	➔ <i>Summer</i>	54.0%
➔ <i>Winter</i>	42.2%	➔ <i>Winter</i>	46.0%
		Cruise Ship Calls	218
VISITOR PROFILE			
Average Length of Stay (<i>nights</i>)	13.5	Tourist Arrivals by Place of Stay	
Tourist Arrivals by Purpose of Visit		➔ <i>Hotels</i>	34.8%
➔ <i>Holiday</i>	86.1%	➔ <i>Guest Houses/Apartments</i>	28.6%
➔ <i>Business</i>	11.1%	➔ <i>Private</i>	23.4%
➔ <i>Other</i>	2.8%	➔ <i>Others</i>	13.2%
TOURISM AND OTHER RELATED ECONOMIC STATISTICS			
Total Expenditure (<i>US\$ millions</i>)	\$246.9	Tourism Budget (<i>US\$ '000</i>) ^{vii}	\$7,540
ACCOMMODATION STATISTICS		SOCIO-ECONOMIC STATISTICS	
Rooms	8,298	Land Area (<i>square Kilometres</i>)	1,060
Room Occupancy Rates ⁱ	42.7%	Population (<i>thousand mid year 2000</i>)	381.4

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**TOURIST ARRIVALS BY MAIN MARKETS
2003**



MONTHLY TOURIST ARRIVALS



TOURIST ARRIVALS BY COUNTRY OF RESIDENCE

Country of Residence	1999	2000	2001	2002	% Share	
					2003	2003
United States	15047	5074	2216	4238	2557	0.6
Canada	5244	5425	1945	4474	2584	0.6
France	447730	418535	384355	349212	357726	78.9
Other Europe	26744	24511	18962	22765	22198	4.9
D.O.M. *	54709	54962	41647	42960	51288	11.3
Other C'bean	9111	11889	7378	15426	12826	2.8
Other Countries	5718	5894	3880	7624	3981	0.9
TOTAL	564303	526290	460383	446699	453160	100.0

*French overseas departments and territories (mainly Guadeloupe)

MONTHLY TOURIST ARRIVALS*

Month	1999	2000	2001	2002	% Change	
					2003	2003/02
January	62507	53587	45253	47005	50019	6.4
February	60193	52889	46701	47168	42326	-10.3
March	65353	59345	58929	51572	51607	0.1
April	58408	61691	54965	43311	47090	8.7
May	38932	34115	40570	30625	31809	3.9
June	30247	31386	30125	25131	27819	10.7
July	47665	44212	28129	38662	40380	4.4
August	58447	55373	46519	49167	52356	6.5
September	32775	31084	24629	26890	25883	-3.7
October	25068	23459	21467	21357	22631	6.0
November	33184	28204	26180	26516	25451	-4.0
December	51524	50945	36916	39285	35789	-8.9
TOTAL	564303	526290	460383	446689	453160	1.4

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CRUISE PASSENGER ARRIVALS

Month	1999	2000	2001	2002 ^r	2003	% Change 2003/02
January	33042	41964	34678	24717	31771	28.5
February	31688	45202	28938	18274	31301	71.3
March	39372	41248	38313	11139	29995	169.3
April	33326	27864	20586	12386	30354	145.1
May	13336	14132	-	14683	9095	-38.1
June	22929	9956	6877	13063	12748	-2.4
July	19733	10005	6469	9357	15154	62.0
August	22039	12369	6540	12201	11916	-2.3
September	21425	8902	5516	3262	14166	334.3
October	19646	16101	11329	18560	15849	-14.6
November	43206	28396	21622	25597	23953	-6.4
December	40105	30102	21553	37608	42240	12.3
TOTAL	339847	286241	202421	200847	268542	33.7

Cruise Calls	271	281	234	206	218
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TOURIST ACCOMMODATION (Rooms)

Rooms	1999	2000	2001	2002	2003
Total	7341	8733	8733	n.a	8298

Source: Agence Regionale de Developpement Touristique de la Martinique (ARDTM)