

ST. LUCIA

Visitor Arrival Summary

Stay-over arrivals to St. Lucia continued to improve in 2004. This destination welcomed 298.4 thousand tourists, an increase of 7.8 percent when compared to 2003. Each month's performance except for January and May was better than the corresponding month of 2003.

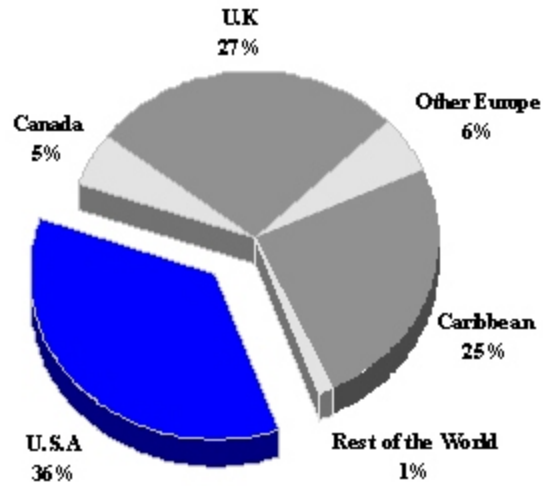
- ◆ Tourist arrivals from the most important market, the United States (accounting for 35.9 percent of all arrivals) increased by 9.2 percent, while those from the second most significant market the United Kingdom increased by 7.9 percent from 75.4 thousand to 81.4 thousand. More tourists also visited from the Caribbean and Other European Countries with the exception of Germany with 8.2 fewer tourists coming to the destination.
- ◆ In 2004, Cruise ship Passenger arrivals grew by 22.4 percent to 481.3 thousand as the destination benefitted from 328 cruise ship calls, 66 calls more calls than in 2003.

TOURISM HIGHLIGHTS FOR 2004

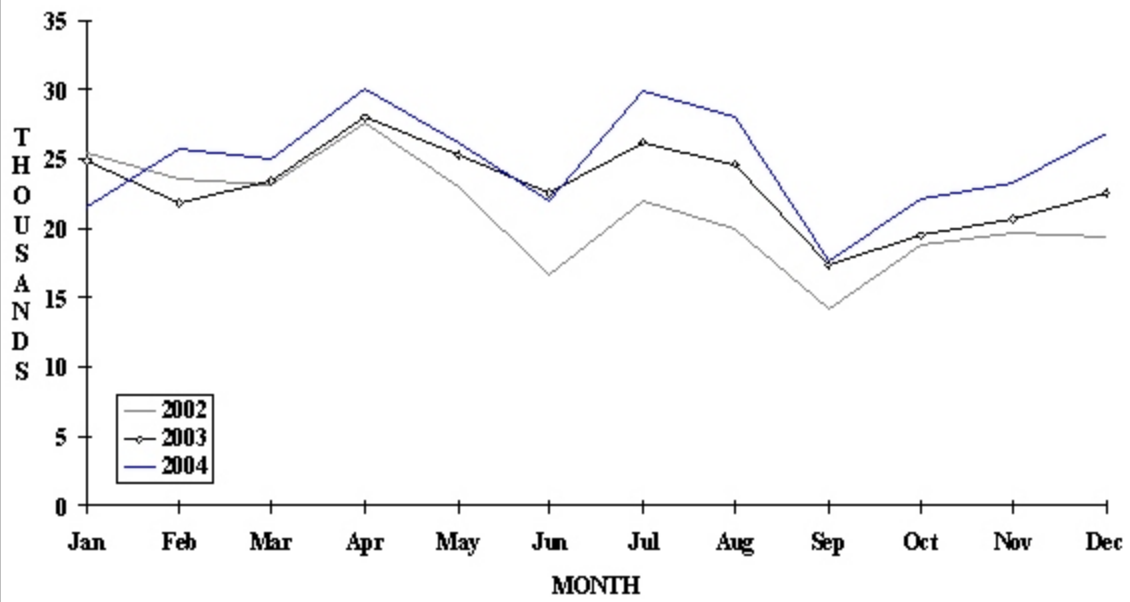
VISITOR ARRIVALS			
Tourist Arrivals →	298,431	Cruise Passengers	481,279
↳ <i>Summer</i>	65.7%	↳ <i>Summer</i>	48.4%
↳ <i>Winter</i>	34.3%	↳ <i>Winter</i>	51.6%
Same-day Visitors	12,817	Cruise Ship Calls	328
VISITOR PROFILE			
Average Length of Stay (nights)	9.3	Tourist Arrivals by Place of Stay	
Tourist Arrivals by Purpose of Visit		↳ <i>Hotels</i>	69.6%
↳ <i>Holiday</i>	90.0%	↳ <i>Guest Houses/Apartments</i>	3.8%
↳ <i>Business</i>	4.0%	↳ <i>Private</i>	11.8%
↳ <i>Other</i>	6.0%	↳ <i>Other</i>	14.8%
TOURISM AND OTHER RELATED ECONOMIC STATISTICS			
Total Expenditure (<i>US\$ millions</i>)	\$325.7	GDP at Factor Cost (<i>US\$ millions</i>)	\$635.7
Tourism Budget (<i>US\$ thousands</i>) ^{VI b}	\$6,918	Hotel and Restaurant contribution to GDP	14.8%
		Consumer Price Index (% ch. 2004/'03)	1.4%
ACCOMMODATION STATISTICS		SOCIO-ECONOMIC STATISTICS	
Rooms	3,974	Land Area (<i>square Kilometres</i>)	616
Room Occupancy Rates	64.8%	Population (<i>thousand mid year 2004</i>)	162.4

ST. LUCIA

**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	97532	91248	94044	98078	107089	35.9
Canada	14968	12213	12927	13494	15315	5.1
United Kingdom	73433	67046	63277	75426	81370	27.3
Germany	7292	4818	3929	3582	3289	1.1
Other Europe	18144	10808	9492	11185	13203	4.4
Caribbean	54595	61047	66409	70543	74242	24.9
Rest of World	3886	2952	3385	4640	3923	1.3
TOTAL	269850	250132	253463	276948	298431	100.0

MONTHLY TOURIST ARRIVALS

Month	2000	2001	2002	2003	%Change	
					2004	2004/03
January	22556	30578	25448	24930	21532	-13.6
February	24493	26019	23627	21875	25766	17.8
March	25167	26563	23123	23387	24977	6.8
April	26437	27504	27661	27993	30131	7.6
May	24112	22881	23001	25372	26196	3.2
June	20533	16637	16662	22504	21991	-2.3
July	26067	20840	21920	26228	29926	14.1
August	22617	17454	19968	24632	28079	14.0
September	14500	12677	14185	17392	17748	2.0
October	21173	13837	18859	19448	22065	13.5
November	20364	16936	19612	20665	23214	12.3
December	21831	18206	19397	22522	26806	19.0
TOTAL	269850	250132	253463	276948	298431	7.8

CRUISE PASSENGER ARRIVALS

Month	2000	2001	2002	2003	2004	% Change 2004/03
January	53903	68839	66742	53410	65462	22.6
February	53305	60216	56352	48736	59660	22.4
March	47303	75798	58120	52224	67887	30.0
April	51995	61742	41787	44738	55354	23.7
May	17942	23040	17238	13073	18456	41.2
June	18060	16870	11072	6786	17667	160.3
July	15851	17143	9509	6756	15099	123.5
August	22723	19227	11706	6790	14574	114.6
September	14891	11247	8202	8184	20777	153.9
October	25861	24289	18587	25962	18376	-29.2
November	55474	47091	29860	54666	54618	-0.1
December	66243	64410	58005	71915	73349	2.0
TOTAL	443551	489912	387180	393240	481279	22.4

Number of Calls	356	389	378	245	262
------------------------	-----	-----	-----	-----	-----

VISITOR ARRIVALS BY CATEGORY

Category	2000	2001	2002	2003	2004	% Share 2004
Tourists	269850	250132	253463	276948	298431	37.7
Cruise Passenger	443551	489912	387180	393240	481279	60.8
Other Same-day Visitors	12853	6815	6751	12817	11441	1.4
TOTAL	726254	746859	647394	683005	791151	100.0

TOURIST ACCOMMODATION (Rooms)

Type of Accommodation	2000	2001	2002	2003	2004
Hotels	2801	n.a	3041	3079	3123
Apartments	1201	n.a	300	57	159
Guest Houses	523	n.a	370	370	405
Villas\Cottages	n.a	n.a	n.a	243	287
TOTAL	4525	n.a	3711	3749	3974

Sources: St Lucia Tourist Board and Government Statistical Department