

Visitor Arrival Summary

The recovery of tourism activity commenced in 2003 and continued in 2004 with tourist arrivals to Barbados growing by 3.8 percent. The 551.5 thousand tourists who visited were even more than those in 2000. During the winter season, tourist arrivals increased by 8.4 percent. Although fewer tourists came in four of the month in the summer season, the performance in the other months were such that arrivals rose by 1.5 percent by the end and represented 64.5 percent of total arrivals.

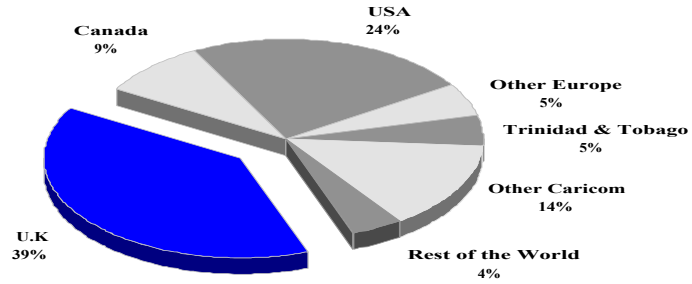
- ◆ The United Kingdom continued to be the largest source market for tourists to Barbados, accounting for some 38.8 percent of total arrivals in 2004. This market grew by 5.6 percent when compared to 2003. Stay-Over tourists from the United States, the second largest market, grew marginally and contributed 23.5 percent of the total. Arrivals from Canada, Other European Countries and Other Caricom countries rose by 0.8 percent, 9.7 percent and 13.0 percent respectively. On-the-other-hand, those from Trinidad and Tobago while accounting for 4.8 percent of the total, declined by 3.8 percent. Fewer tourists also come from the ROW combined.
- ◆ Cruise passenger arrivals to Barbados went up by 29.0 percent to 721.2 thousand in 2004. This position was achieved by the home porting of several cruise lines during the year. Consequently, cruise ship calls rose from 442 in 2003 to 530 in 2004, or by 19.9 percent.

TOURISM HIGHLIGHTS FOR 2004

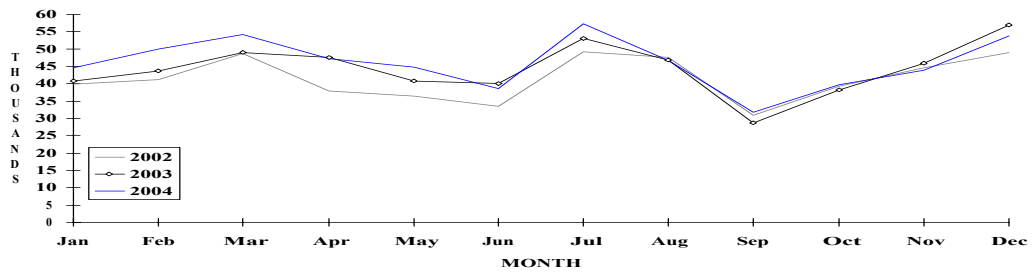
| VISITOR ARRIVALS | | | |
|--|----------|--|-----------|
| Tourist Arrivals ➔ | 551,502 | Cruise Passenger Arrivals | 721,270 |
| ➔ <i>Winter</i> | 35.5% | ➔ <i>Winter</i> | 48.6% |
| ➔ <i>Summer</i> | 64.5% | ➔ <i>Summer</i> | 51.4% |
| | | Cruise Ship Calls | 530 |
| VISITOR PROFILE | | | |
| Average Intended Length of Stay (<i>nights</i>) ^I | 10.0 | Tourist Arrivals by Place of Stay^I | |
| Tourist Arrivals by Purpose of Visit^I | | ➔ <i>Hotels</i> | 26.9% |
| ➔ <i>Holiday</i> | 86.1% | ➔ <i>Guest House/Apartment</i> | 34.6% |
| ➔ <i>Business</i> | 9.9% | ➔ <i>Private</i> | 23.2% |
| ➔ <i>Other</i> | 4.0% | ➔ <i>Other</i> | 15.3% |
| TOURISM AND OTHER RELATED ECONOMIC STATISTICS | | | |
| Total Expenditure (<i>US\$ millions</i>) | \$763.2 | Hotel and Restaurant contribution to GDP | 12.4% |
| Average Daily Expenditure (<i>US\$</i>) | \$127.48 | GDP at Factor Cost (<i>US\$ million</i>) | \$2,307.7 |
| Tourism Budget (<i>US\$ thousands</i>) ^{IV} | \$22,137 | Consumer Price Index (% <i>ch. 2004/'03</i>) | 1.4% |
| ACCOMMODATION STATISTICS | | SOCIO-ECONOMIC STATISTICS | |
| Rooms | 5,945 | Land Area (<i>square Kilometers</i>) | 432.0 |
| Room Occupancy Rates | 49.7% | Population (thousand mid year 2004) | 272.4 |

BARBADOS

TOURIST ARRIVALS BY MAIN MARKETS 2004



MONTHLY TOURIST ARRIVALS



| | | | | | | |
|---|---------------|---------------|---------------|---------------|---------------|-----------------|
| | | | | | | BARBADOS |
| TOURIST ARRIVALS BY COUNTRY OF RESIDENCE | | | | | | |
| | | | | | | % Share |
| Country of Residence | 2000 | 2001 | 2002 | 2003 | 2004 | 2004 |
| United States | 112153 | 106629 | 123429 | 129326 | 129675 | 23.5 |
| Canada | 59957 | 52381 | 46754 | 49641 | 50025 | 9.1 |
| United Kingdom | 226787 | 216821 | 192606 | 202564 | 213945 | 38.8 |
| Other Europe | 33988 | 30359 | 25328 | 29526 | 30030 | 5.4 |
| Trinidad & Tobago | 23215 | 21010 | 25559 | 27530 | 26492 | 4.8 |
| Other Caricom | 64209 | 59075 | 64118 | 69278 | 78262 | 14.2 |
| Rest of World | 24387 | 20803 | 20105 | 23346 | 23073 | 4.2 |
| TOTAL | 544696 | 507078 | 497899 | 531211 | 551502 | 100.0 |
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| MONTHLY TOURIST ARRIVALS | | | | | | |
| | | | | | | % Change |
| Months | 2000 | 2001 | 2002 | 2003 | 2004 | 2004/03 |
| January | 43302 | 45499 | 39915 | 40743 | 44719 | 9.8 |
| February | 47033 | 47010 | 41205 | 43643 | 49870 | 14.3 |
| March | 49287 | 49256 | 48583 | 49016 | 54190 | 10.6 |
| April | 49731 | 48786 | 37804 | 47504 | 47255 | -0.5 |
| May | 44176 | 39988 | 36373 | 40750 | 44865 | 10.1 |
| June | 39348 | 34980 | 33426 | 39994 | 38536 | -3.6 |
| July | 54730 | 48416 | 49239 | 52982 | 57285 | 8.1 |
| August | 47415 | 44685 | 47503 | 46745 | 45625 | -2.4 |
| September | 32168 | 28715 | 30977 | 28737 | 31837 | 10.8 |
| October | 42085 | 34870 | 39273 | 38210 | 39717 | 3.9 |
| November | 45515 | 38858 | 44667 | 45924 | 43870 | -4.5 |
| December | 49906 | 46015 | 48934 | 56963 | 53733 | -5.7 |
| TOTAL | 544696 | 507078 | 497899 | 531211 | 551502 | 3.8 |
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|---|---------------|---------------|---------------|---------------|---------------|-----------------|
| CRUISE PASSENGER ARRIVALS | | | | | | |
| | | | | | | % Change |
| Months | 2000 | 2001 | 2002 | 2003 | 2004 | 2004/03 |
| January | 60931 | 80976 | 80516 | 83577 | 101119 | 21.0 |
| February | 58975 | 67529 | 64641 | 66304 | 83975 | 26.7 |
| March | 61994 | 77912 | 64057 | 63071 | 94446 | 49.7 |
| April | 55034 | 64139 | 42559 | 59365 | 71119 | 19.8 |
| May | 22121 | 15127 | 28759 | 20791 | 26826 | 29.0 |
| June | 21656 | 19042 | 23574 | 19360 | 32201 | 66.3 |
| July | 19861 | 16780 | 24580 | 22863 | 27871 | 21.9 |
| August | 24399 | 18214 | 23961 | 19344 | 27165 | 40.4 |
| September | 20176 | 11737 | 11099 | 17716 | 28525 | 61.0 |
| October | 35482 | 26577 | 29306 | 37657 | 40889 | 8.6 |
| November | 65424 | 56266 | 50200 | 57797 | 82353 | 42.5 |
| December | 87225 | 73298 | 80001 | 91274 | 104781 | 14.8 |
| TOTAL | 533278 | 527597 | 523253 | 559119 | 721270 | 29.0 |
| Cruise Ship Calls | 484 | 453 | 423 | 442 | 530 | |
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| TOURIST ACCOMMODATION (Rooms) | | | | | | |
| Type of Accommodation | 2000 | 2001 | 2002 | 2003 | 2004 | |
| Hotels | 1942 | 2115 | } 4984 | 2663 | n.a | |
| Apartment Hotels | 2309 | 2395 | | 2326 | n.a | |
| Apartments & Cottages | 2019 | 2024 | 1589 | 1071 | n.a | |
| Guest Houses | 186 | 247 | 169 | 150 | n.a | |
| TOTAL | 6456 | 6781 | 6742 | 6210 | 5945 | |
| <i>Source: Barbados Statistical Service</i> | | | | | | |
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