

Message from Hugh Riley, Secretary General, Caribbean Tourism
Organization
Caribbean Tourism Performance Report 2018 Media Conference
CTO Headquarters, Barbados
13 February 2019

The Caribbean Tourism Organization welcomes you.

Once again we come to that time of year when we report to our members and to the industry on how the Caribbean performed in the previous year, why we performed the way we did, and what the projections are, for the months ahead.

As always, the countries of the Caribbean are the main sources of our data, collected mostly at ports of entry and extracted from the immigration cards completed by travellers. Other sources are industry partners, originating markets and our own analysts.

The details we are about to share with you will illustrate a few of the tourism sector's realities:

- Travel & tourism is a massive industry which is growing rapidly, on a global basis
- It is susceptible to a variety of external shocks – natural and manmade
- It is flexible and resilient
- It is highly competitive
- And it is bursting with opportunity for the growth and advancement of the people of the Caribbean.

As always, the data we collect and analyse begins with visitor arrivals. In keeping with industry best-practice, we make the distinction between stayover arrivals – visitors who spend at least a night in our

destinations - and cruise passengers, whose numbers are reported differently.

We use surveys, empirical data and analytics to compute the amount of money our visitors spend in our destinations, so that decision-makers, investors and the general public can gauge the sector's profit potential.

What follows, now, is a detailed analysis of the data we have collected over the past thirteen months. I now ask you to turn your attention to our Acting Director of Research, Ryan Skeete, who will deliver our Caribbean Tourism Performance Report.