

2015

**October -
December**

TOURIST ARRIVAL QUARTERLY REPORT



**Research and Statistics Department
Ministry of Tourism, Economic Development,
Investment & Energy
Statistics Division**



Foreword

This report provides a quantitative analysis of visitors to Antigua and Barbuda for the fourth quarter of 2015.

The quantitative data was collected from the immigration cards of arriving passengers, via ports at V.C. Bird International Airport, Nelson Dockyard, Jolly Harbour, Deep Water Harbour, Heritage Quay, and Barbuda. The data was compiled by the Research and Statistics Department in the Ministry of Tourism, Economic Development, Investment & Energy, in collaboration with the Statistics Division within the Ministry of Trade, Commerce and Industry, Sports, Culture and National Festivals. The report was produced through the collaborative efforts of Tourism Research Officer Avonelle Alfred, Tourism Statistical Officer Lornel Mack, as well as Tourism Statistician Marissa Scott.

Table of Contents

Overview:..... 4

Air Arrivals:..... 6

Air arrivals by Market: 7

Length of Stay: 10

Purpose of Visit: 11

Sea Arrivals: 12

Summary:..... 14

Overview:

This report is an overview of the fourth quarter (QTR4) visitor arrivals by both air and sea to Antigua and Barbuda for the years 2011-2015. Also provided are comparisons between visitor arrivals for the years 2014 and 2015 during the same period. Visitors are classified as persons who stay more than 24 hours, but less than one year, within a country outside of their usual country of residence. Persons who are in transit and/or spend less than a day are not classified as visitors. Total sea arrivals are comprised of tourists arriving by cruise and yacht, with cruise visitors spending less than a day, and yacht visitors a day or more.

In the fourth quarter of 2015, October through December, a total of 275,490 visitors were recorded, as shown in Table 1. The table also shows that 76% of total visitors were by sea. QTR4 2011, recorded the highest number of visitors at 282,651 and QTR4 2013 the lowest at 209,145. The table also shows a 9% increase in arrivals by air from QTR4 of 2014 to QTR4 of 2015, with an average growth rate of 17% for the years 2011 to 2015.

As seen in Table1, visitor arrivals by air have increased gradually from 2011 to 2015, to the extent that in 2015, the highest number of tourist arrivals by air is recorded.

Table 1: Total Visitors Arrivals (QTR4): 2011-2015

Mode	2011	2012	2013	2014	2015	% change '14-'15
Air	57,752	60,300	61,635	61,189	66,863	9.27
Sea	224,899	170,069	147,510	169,156	208,627	23.33
Total	282,651	230,369	209,145	230,345	275,490	19.60

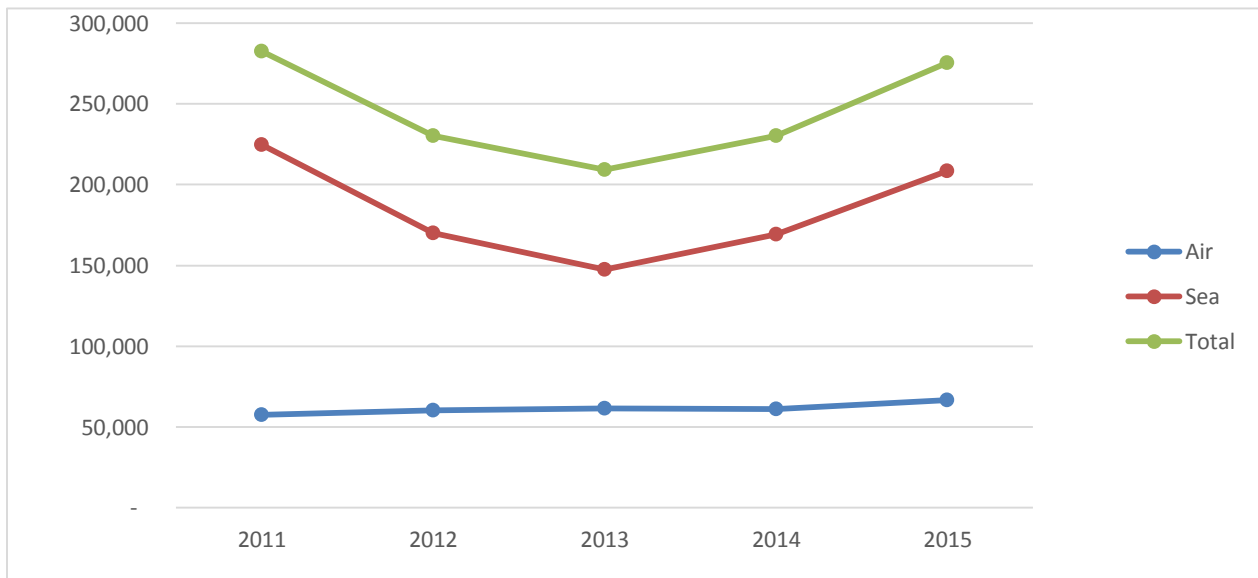
Source: Ministry of Tourism, Economic Development, Investment & Energy, February 2015

Figure 1: Visitor Arrivals by Air and Sea (QTR4): 2011-2015



The graph above compares tourist arrivals by sea and air for Quarter 4 from 2011 to 2015. Arrivals by sea are the highest in 2011 and 2015 and the lowest in 2013, while arrivals by air remains almost unchanged from 2011 to 2014, with a slight increase in 2015.

Figure 2: Total Visitor Arrivals compared to Air & Sea Arrivals (QTR4): 2011-2015



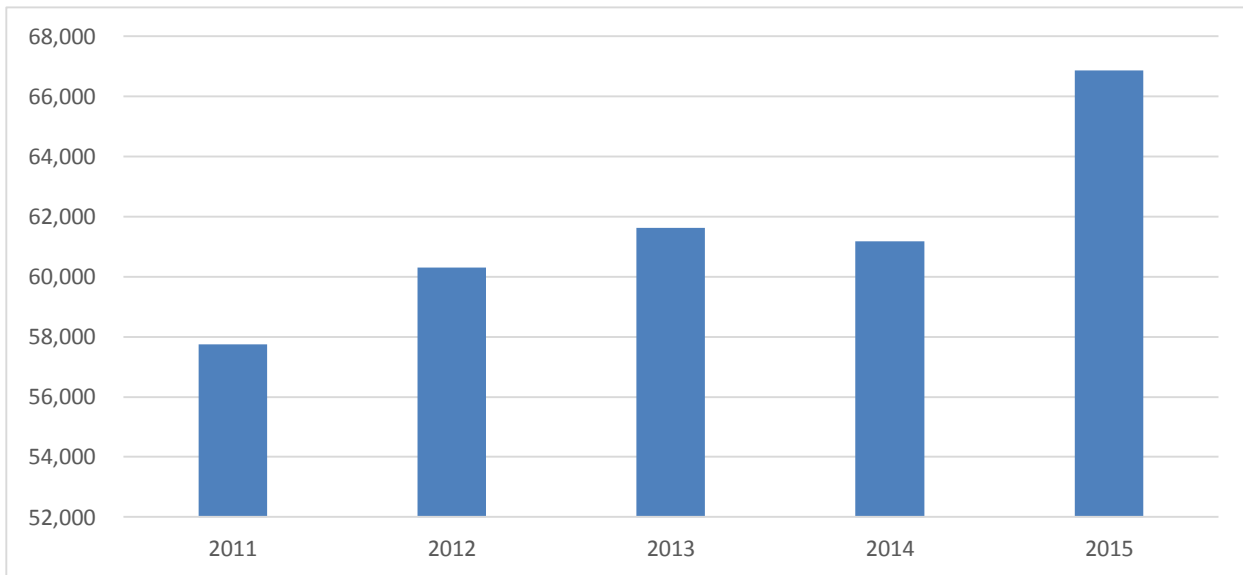
Air Arrivals:

As seen in the table below there is an increase in the number of arrivals, 5674, in QTR4 2015, compared to the same period in 2014. This represents a 9% increase. Also, there is a steady increase in tourist arrivals from November to December of each quarter, 2014 and 2015. It is noted that the arrivals for each month in 2015 are higher than the monthly arrivals for 2014.

Table 2: Monthly Air Arrivals (QTR 4): 2014-2015

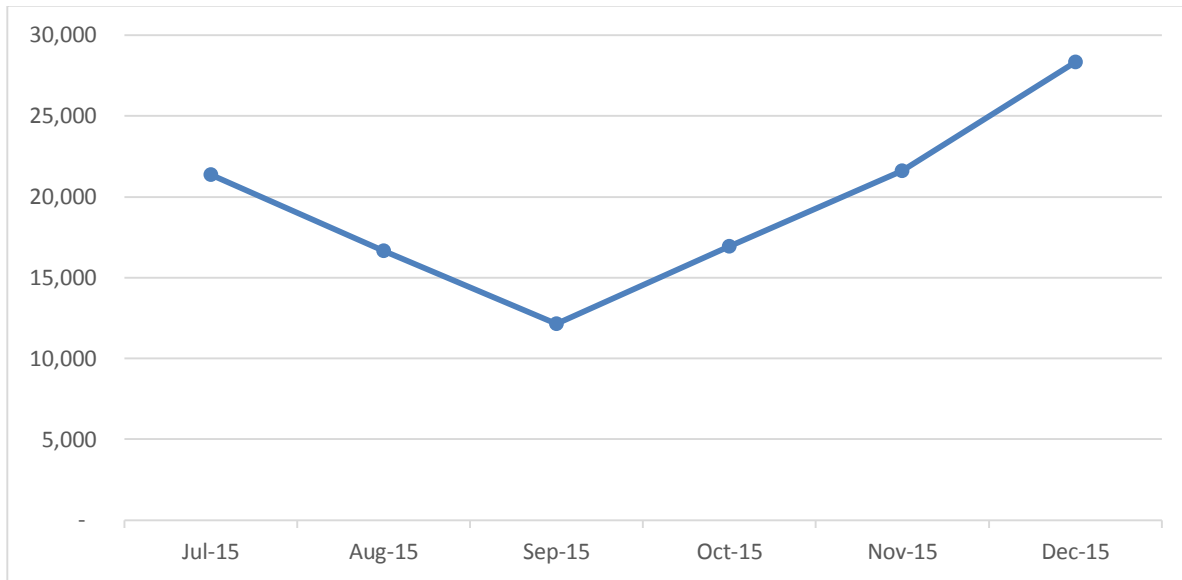
Monthly Air Arrivals 2014-2015							
October	November	December	Q4 2014	October	November	December	Q4 2015
15,182	19,907	26,100	61,189	16,920	21,616	28,327	66,863

Figure 3: Air Arrivals (QTR4):2011-2015



The figure above compares tourist arrivals for QTR4, from 2011 to 2015. Air arrivals are the highest in 2015 and lowest in 2011. It is also noted that there is moderate increases from 2011-2013, a slight decrease in 2014, then an upward surge in 2015.

Figure 4: Monthly Air Arrivals (QTR3 2015- QTR4 2015)



The above figure compares tourist arrivals by air for QTR4 2014 to QTR4 2015. There is a significant dip in arrivals for the month of September in QTR3, 2014. From then, there was a steady increase in tourist arrivals from October to December, that is, QTR4, 2015.

Air arrivals by Market:

The table below demonstrates the arrivals by country of residence. A total of 5674 more visitors were recorded in the last quarter of 2015, compared to the same period in 2014. The United States is the main tourism market, accounting for 37% of visitor arrivals for QTR4 2015.

The United Kingdom is the second largest market, accounting for 34% of visitor arrivals in QTR 4 of 2015. This reflects a 15% increase from QTR 4, 2014.

Canadian arrivals accounted for 8% of visitor arrivals for QTR of 2015, decreasing by 9% for QTR4 for 2014.

The Caribbean is a fairly competitive market accounting for 13% of visitor arrivals for QTR4 2015. The region has accounted for 12% of arrivals for the same period, QTR4 of 2014.

Table 3: Air Arrivals by Country of Residence (QTR 4): 2014-2015

	Oct	Nov	Dec	Q4 2014	Oct	Nov	Dec	Q4 2015	% change '14-'15
Total Visitors	15,182	19,907	26,100	61,189	16,920	21,616	28,327	66,863	9%
Europe	6,412	8,679	9,842	24,933	7,875	9,325	10,540	27,740	11%
of which: UK	5,550	7,144	6,968	19,662	7,037	7,918	7,733	22,688	15%
USA	4,887	6,548	10,288	21,723	5,020	6,983	11,434	23,437	8%
Canada	1,086	2,298	2,718	6,102	1,003	1,903	2,663	5,569	-9%
All Caribbean	2,477	2,007	2,604	7,088	2,572	2,755	3,021	8,348	18%
Caricom	2,827	2,696	1,577	7,100	2,912	1,982	1,709	6,603	-7%
of which: OECS	714	596	916	2,226	987	1,206	1,055	3,248	46%
Other Caribbean	402	227	327	956	307	319	351	977	2%
of which: French West Indies	82	31	53	166	58	23	65	146	-12%
of which: Dutch Caribbean	102	60	123	285	70	62	124	256	-10%
of which: Cuba	8	12	19	39	5	14	16	35	-10%
South America	67	91	183	341	244	347	254	845	148%
Central America	32	26	54	112	36	38	42	116	4%
Other Visitors	216	255	405	876	167	263	368	798	-9%
Not Stated	5	3	6	14	3	2	5	10	-29%

Figure 5: Air Arrivals by Country of Residence (QTR4): 2014-2015

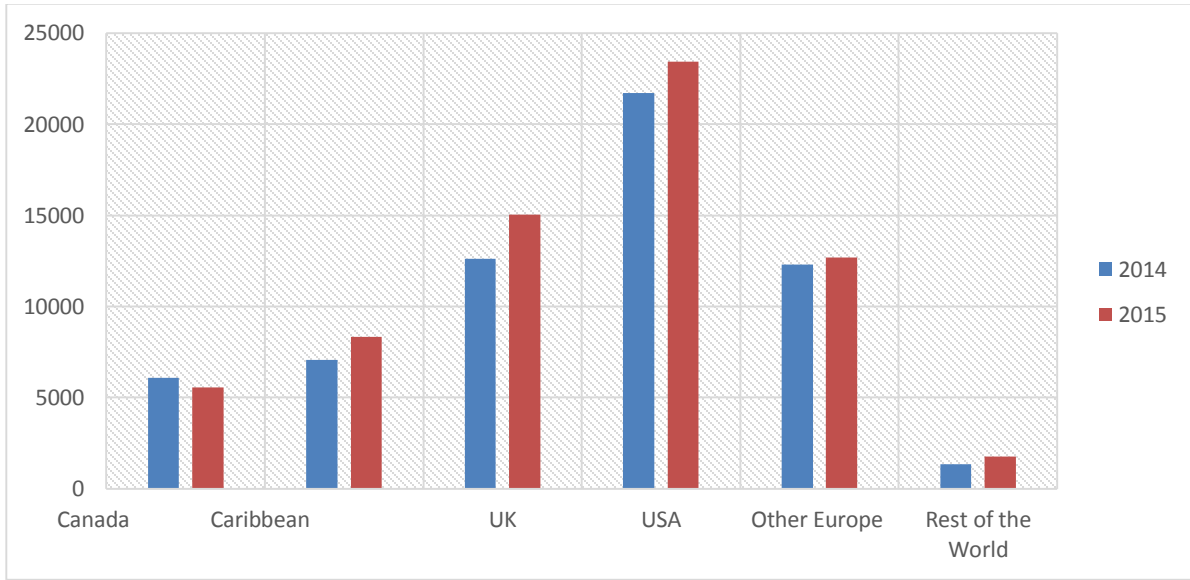
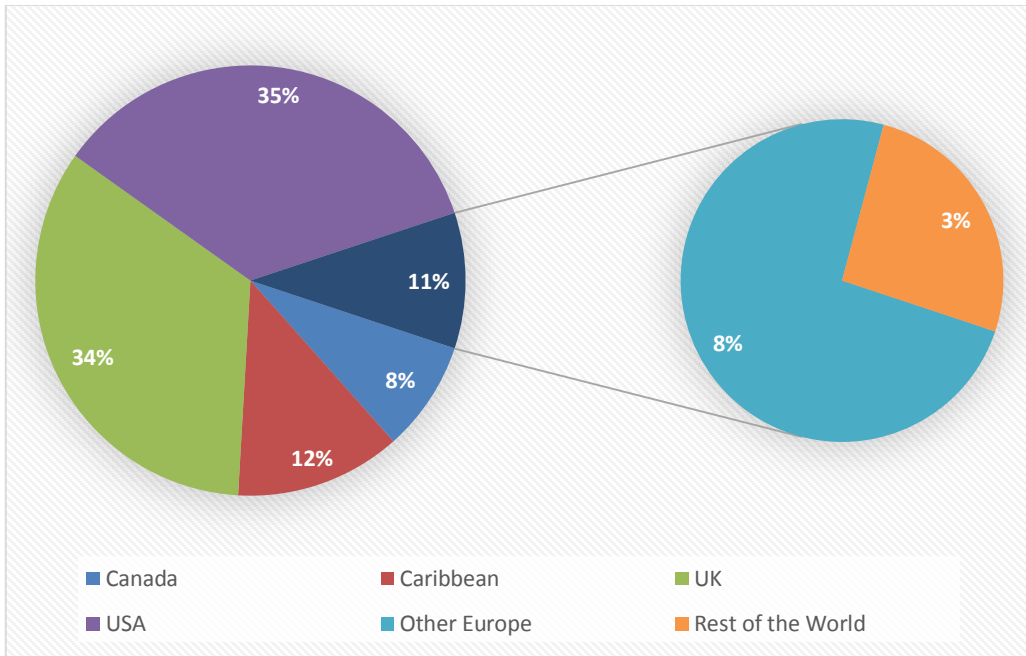
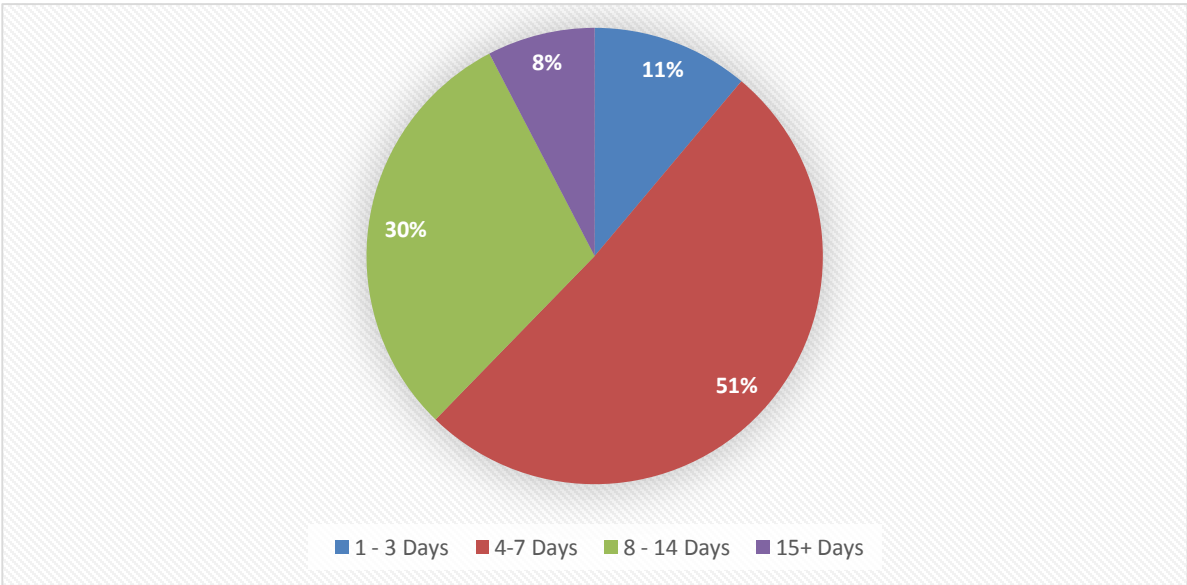


Figure 5: Air Arrivals by Country of Residence (QTR4): 2015



Length of Stay

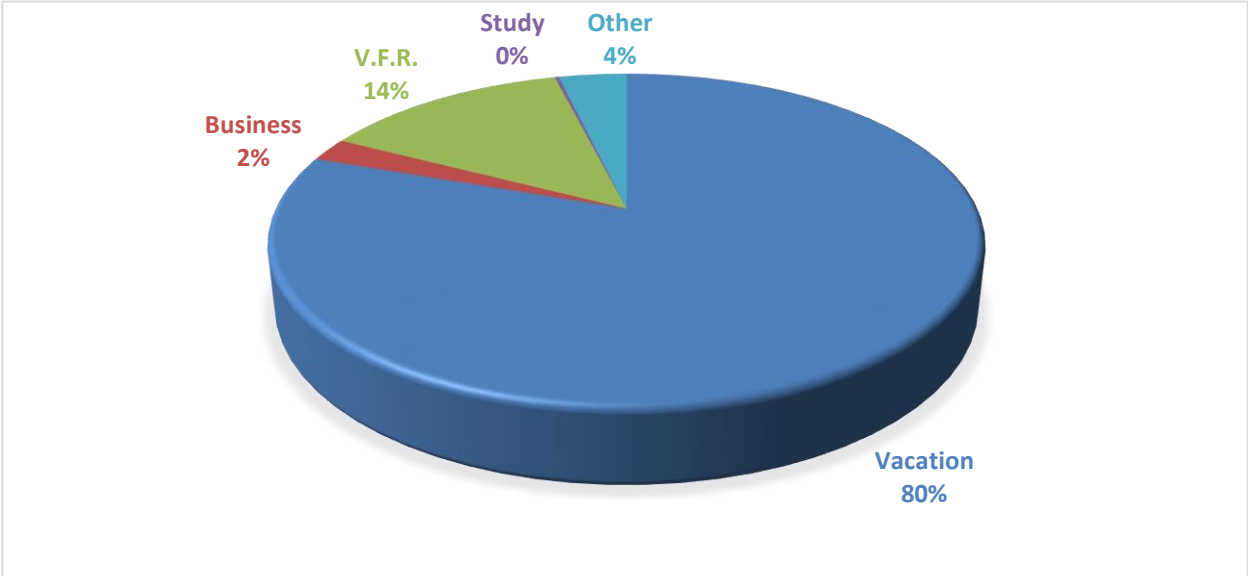
Figure 7: Length of Stay (QTR4) 2015



As the pie chart above illustrates, more than half of the total number of visitors coming to our shores stay approximately 4-7 days. This constitutes to 51% of visitor arrivals for quarter 4 2015. This is then followed by 30% staying 8-14days, 11% staying 1-3days, and 8% staying 15+ days.

Purpose of Visit

Figure 8: Purpose of Visit (QTR2) 2015



As seen the in Pie Chart above, 80% of all visitors indicated their purpose of visit as 'Vacation'.

This is followed by 14% indicating 'Visiting Friends and Relatives', 4% as 'other', and 2% stating 'Business'.

Hence we can say that the main purpose of visiting Antigua and Barbuda for Q4 2015 was 'Vacation'.

Sea Arrivals

Table 4: Sea Passenger Arrivals (QTR 4): 2011-2015

Passenger	2011	2012	2013	2014	2015	% change '14-'15
Cruise	197,341	163,163	143,158	164,459	204,220	24.18
Yacht	27,558	6,906	4,352	4,697	4,407	-6.17
Total	224,899	170,069	147,510	169,156	208,627	23.33

Source: Ministry of Tourism, Economic Development, Investment & Energy, February 2015

The table above illustrates Sea Passenger Arrivals from 2011 to 2015. Delving into the information from the table we can observe that Passenger Arrivals by Sea have seen moderate decline from 2011, its highest point for the years examined. However, in 2015 we can see an upward surge in Total Passenger arrivals by sea. Evidence shows a total of 204,220 Cruise passenger arrival, with a 24.18 percentage change from 2014 – 2015 in the fourth quarter (Q4). This strongly signifies improvement in Cruise Passenger Arrivals and also contributes significantly to the Total Passenger Arrival by sea for 2015. On the other hand, Yacht has seen a decline in the level of passenger arrivals for the quarter of 2015 with a 6.17% decrease from the previous year. Therefore, Total Tourist Passenger Arrivals by Sea for Q4 2015 manifests a significant increase in arrivals with evidence for this showing a 23.33 percentage change.

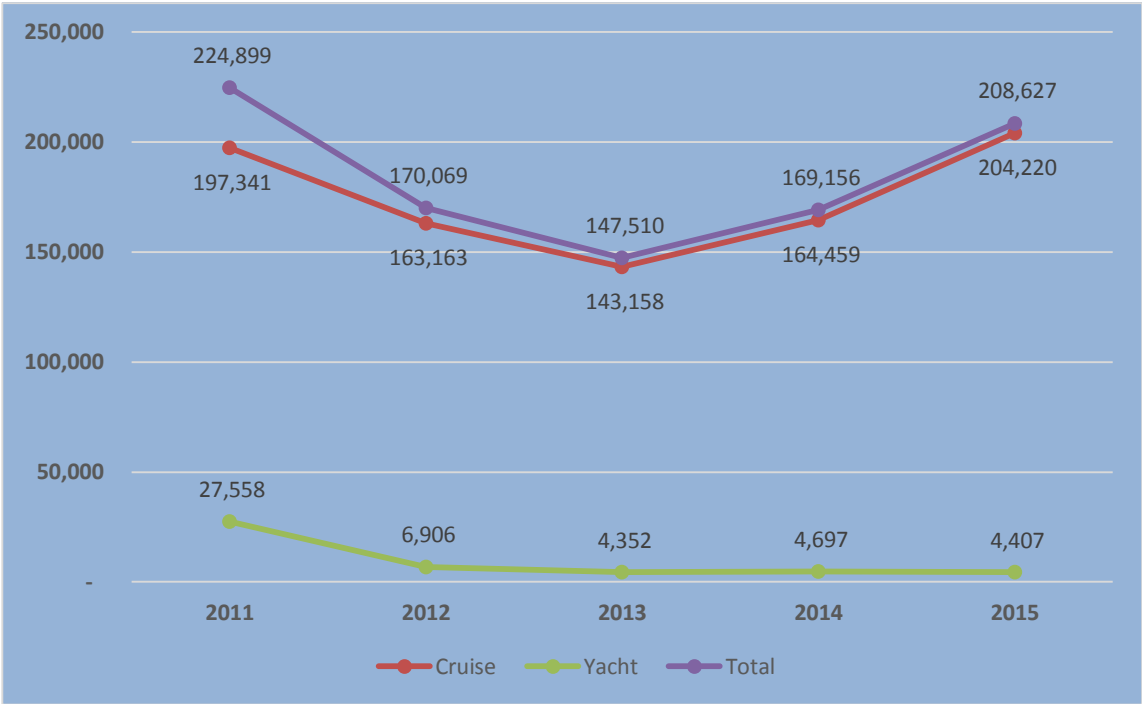
Table 5: Sea Vessels Arrivals (QTR 4): 2011-2015

Vessels	2011	2012	2013	2014	2015	% change '14-'15
Cruise	109	99	95	107	108	0.93
Yacht	801	782	821	815	847	3.93
Total	910	881	916	922	955	3.58

Source: Ministry of Tourism, Economic Development, Investment & Energy, February 2015

The table above shows Total Vessel Arrivals from 2011- 2015. As seen, there are improvements in both cruise and yacht vessel arrivals. Where, evidence can be seen with increases of 0.93% in cruise vessel arrivals and a 3.93% increase in yacht arrivals for the fourth quarter of 2015. Hence, overall vessel arrivals increased by 3.58 %.

Figure 5: Total Arrivals by Sea (Qtr4):2015



Summary

The quarter under review has shown considerable increases in Total Passenger Arrivals to Antigua and Barbuda. Antigua and Barbuda has seen a 19.60% increase in Total Visitor Arrivals, resulting from a 9.27% increase in Air Arrivals and 23.33% increase in Cruise Arrivals. The United States is the main tourism market, accounting for 37% of visitor arrivals by Air for QTR4 2015. Eighty 80% of all visitors' indicated their purpose of visit to Antigua and Barbuda was 'Vacation'. Average length of stay of visitors to Antigua and Barbuda is 4-7 days, which constitutes to 51% of visitor arrivals for QTR4 2015.

Sources:

Ministry of Tourism, Economic Development, Investment and Energy

V.C. Bird International Airport

Nelson Dockyard

Jolly Harbour

Deep Water Harbour

Heritage Quay

Barbuda