

# ANTIGUA AND BARBUDA

2016

Jul-Sept

## 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 Second Quarter of 2016. 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.

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## OVERVIEW

This report is an overview of the third quarter QTR3 visitor arrivals by both Air and Sea to Antigua and Barbuda for the years 2012-2016. Also provided are comparisons between visitor arrivals for QTR 3 2015 and 2016. Visitors are classified as persons who stay more than 24 hours, but less than one year, within 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.

Table 1 reveals Tourist Arrivals for the third quarter QTR3, July to September, over a period of five years. As seen, a total of 80,719 visitors arrived by Air and Sea. Of that number, 32% of visitors travelled by sea and 67% arrived by air. The year 2015 recorded the highest number of visitors at 90,864 and QTR3 of 2012, the lowest at 69,733. Also, there is an 8.9% increase in visitors by Air in 2016 compared to QTR 3 of 2015. On the other hand, there is a sharp decrease in Sea arrivals in QTR3 of 2016, compared to QTR3 of 2015. In addition, overall tourist arrivals in QTR3 of 2016 have decreased by 10,145, a percentage decrease of 11%. Overall, there is a growth rate 0.22% over the five year period.

Table 1: Total Visitor Arrivals (QTR 3): 2012-2016

Mode	2012	2013	2014	2015	2016	% change '15-'16
Air	50,165	52,193	49,810	50,172	54,621	8.9
Sea	19,568	34,478	39,886	40,692	26,098	-35.9
<b>Total</b>	<b>69,733</b>	<b>86,671</b>	<b>89,696</b>	<b>90,864</b>	<b>80,719</b>	-11.2

Source: Ministry of Tourism, Economic Development, Investment & Energy, October 2016

The bar chart below gives a comparison of tourist arrivals in the same quarter QTR3, over a five year period. Tourist arrivals by air are the highest in 2016 and the lowest in 2014. Whereas, tourist arrivals by sea are the highest in 2015 and lowest in 2012. However, while there was a gradual increase in tourist arrivals by air from 2014 to 2016, on the contrary, there was a sharp decrease in arrivals by sea in QTR3 from the same time, 2014 to 2016.

Figure 1: Visitor Arrivals by Air and Sea (QTR3): 2012-2016

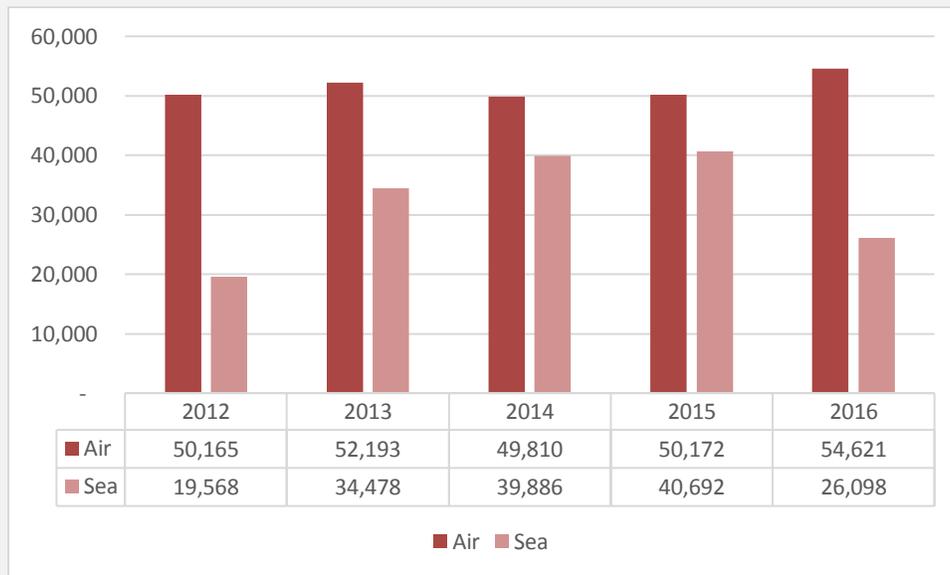


Figure 2 below depicts tourist arrivals by sea and air and totals over a five year period. As seen, arrivals by Air has remained relatively steady from 2012 to 2015, with a slight increase in 2016. By contrast, arrivals by Sea have increased from 2012 to 2014, with a sharp decrease in 2016. Thus, 2016 has had more tourists traveling by air than by sea.

Figure 2: Total Visitor Arrivals compared to Air & Sea Arrivals (QTR3): 2012-2016



## Air Arrivals

Table 2 compares tourist arrivals for the second and third quarter of 2016. At the end of QTR3 for 2016, there is a significant decrease in arrivals, even though it peaked at the beginning of the same quarter. Overall, within each quarter, there is a general decrease in tourist arrivals, though there is an increase as there is a transition from QTR 2 to QTR3 of 2016

Table 2: Monthly Air Arrivals (QTR 3): 2015-2016

Monthly Air Arrivals 2015-2016							
July	August	September	Q3 2015	July	August	September	Q3 2016
21,359	16,660	12,153	50,172	24,544	17,256	12,821	54,621

Source: Ministry of Tourism, Economic Development, Investment & Energy, October 2016

Figure 3: Air Arrivals (QTR3): 2011-2015

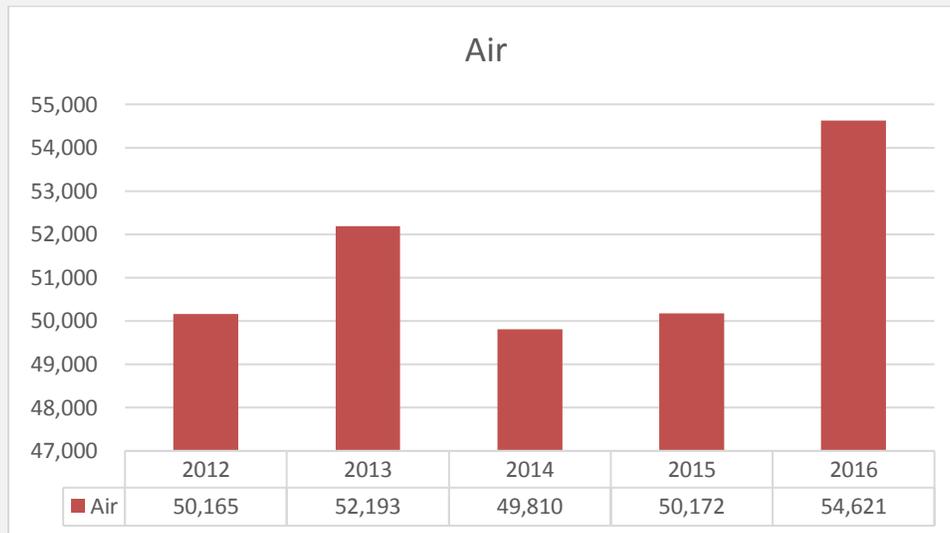


Figure 3 compares air arrivals over a five year span. The year 2016 tops the list with the highest arrivals, with 2013, being the second highest. Tourist air arrivals have been inconsistent over the past five years, with 2014 and 2015 being significantly low compared especially to 2013 and 2016. However, the sharp increase in tourist arrivals in 2016 is significant.

Figure 4: Monthly Air Arrivals (QTR2 2016- QTR3 2016)



Figure 4 illustrates the trend in Tourist Arrival between QTR2 and QTR3 of 2016. The beginning of QTR2 (Apr-Jun 2016) and QTR3 (Jul-Sept 2016) saw its highest level of tourist arrivals by Air. Similarly, both saw significant decreases in arrivals leading to the end of the quarter.

## Air Arrivals by Market

The above chart depicts and compares tourist arrivals by source markets. Further, the table compares the number of visitor arrivals between QTR3 of 2015 and QTR3, 2016. There is an increase in tourist arrivals by 4,449 in QTR3, of 2016, an increase of 8.9%. The United States continues to be the main market contributing 39 % of the total number of visitors in QTR3 2016. Also, there is a marked increase in Tourist arrivals from the USA, an 15% increase, from 2015 to 2016 by a total of 2753 passengers. Most visitors from this market are from areas such as New York (31%), New Jersey (10%) and Florida (9%).

The United Kingdom which is the second largest source market accounts for 28% of total visitor arrivals in QTR3 2016. Greater London (55%) and Hampshire & Isle of Wt. (10%) accounts for majority of UK market.

The Caribbean can be seen as a lucrative market accounting for 20% of all visitor arrivals in QTR3 2016. Total visitor arrivals from the Caribbean increased by 17% in QTR3 2016. Dominica (12%) Trinidad 11% and Jamaica 10% were the main Caribbean territories for tourist traveling from within the Caribbean Region.

Table 3: Air Arrivals by Country of Residence (QTR 3): 2015-2016

	Jul	Aug	Sept	Q3 2015	Jul	Aug	Sept	Q3 2016	% change '15-'16
<b>Total Visitors</b>	21,359	16,660	12,153	50,172	24,544	17,256	12,821	54,621	8.87%
<b>Europe</b>	6,912	6,218	5,570	18,700	7,223	6,471	5,150	18,844	0.77%
<b>UK</b>	5,511	4,700	4,851	15,062	5,893	4,728	4,478	15,099	0.25%
<b>Italy</b>	790	1,070	416	2,276	839	1,326	363	2,528	11.07%
<b>France</b>	144	139	40	323	92	89	43	224	-30.65%
<b>Germany</b>	79	51	68	198	61	54	42	157	-20.71%
<b>USA</b>	8,942	6,349	3,454	18,745	10,826	6,461	4,211	21,498	14.69%
<b>Canada</b>	959	898	643	2,500	970	770	613	2,353	-5.88%
<b>All Caribbean</b>	4,016	2,835	2,139	8,990	4,871	3,196	2,604	10,671	18.70%
<b>Caricom</b>	2912	1982	1709	6,603	3,565	2,427	2,028	8,020	21.46%
<b>OECS</b>	1404	957	811	3,172	1961	1,208	1,082	4,251	34.02%
<b>Other Caribbean</b>	424	324	168	916	592	401	244	1,237	35.04%
<b>French West Indies</b>	137	198	33	368	94	79	17	190	-48.37%
<b>Dutch West Indies</b>	182	90	55	327	155	76	80	311	-4.89%
<b>of which: Cuba</b>	9	8	10	27	7	15	28	50	85.19%
<b>South America</b>	267	139	107	513	202	112	44	358	-30.21%
<b>Central America</b>	45	25	84	154	73	29	24	126	-18.18%
<b>Other Visitors</b>	214	191	155	560	379	217	174	770	37.50%
<b>Not Stated</b>	4	5	1	10	0	0	1	1	-90.00%

Source: Ministry of Tourism, Economic Development, Investment & Energy, October 2016

Figure 5: Air Arrivals by Country of Residence (QTR3): 2015-2016

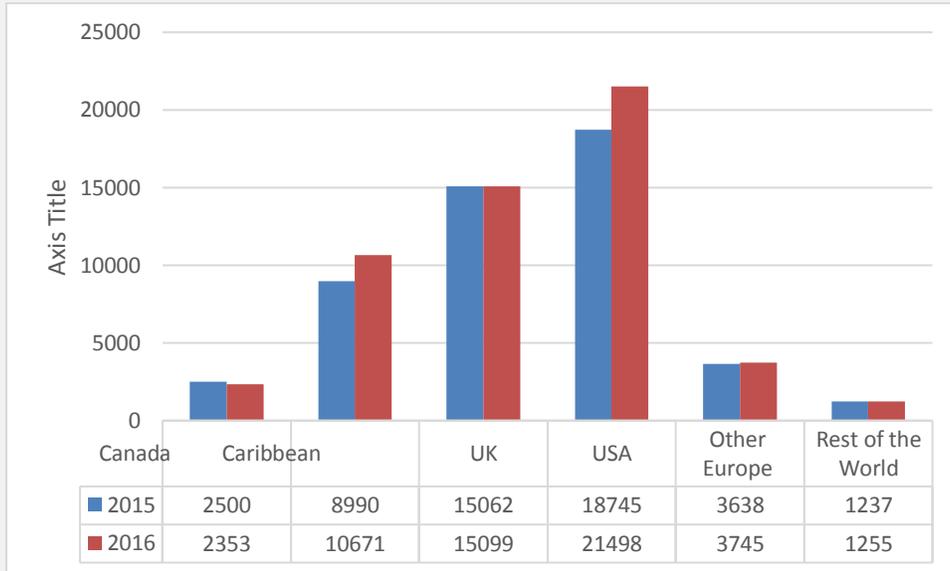
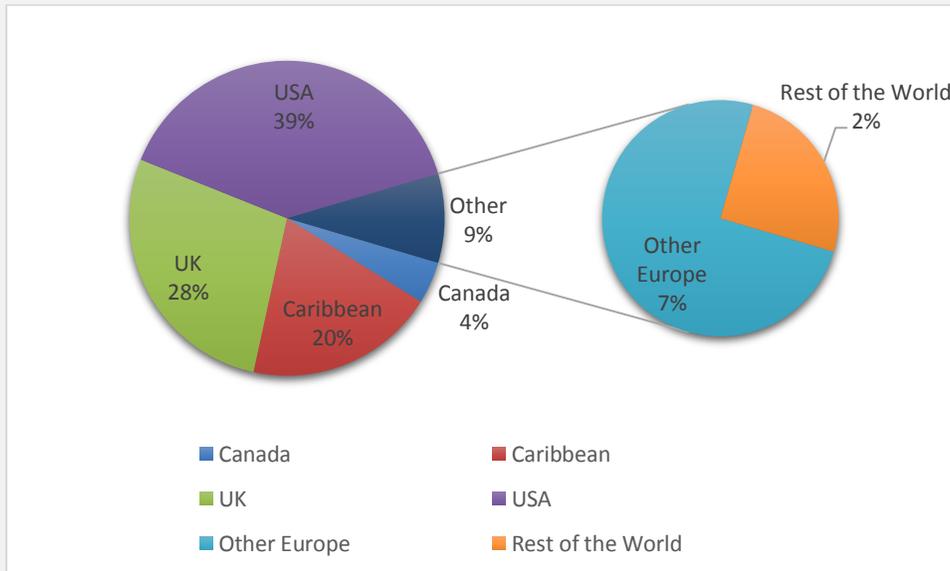


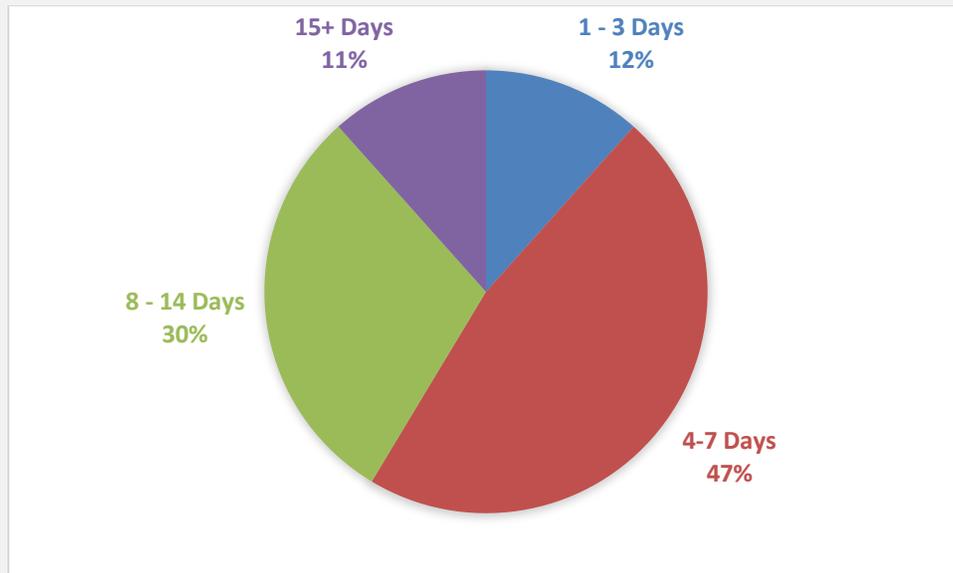
Figure 5: Air Arrivals by Country of Residence (QTR3): 2016



## Length of Stay

Figure 7 illustrates Length of Stay for QTR 2016. It can be noted that most visitors to Antigua and Barbuda stay within a period of 4-7 days. This is followed by 30% of visitors who spent 8-14 days, followed by 11% spending 15+ days and 12% spending 1-3 days respectively. The average length of stay for the quarter under review is 11.62 days.

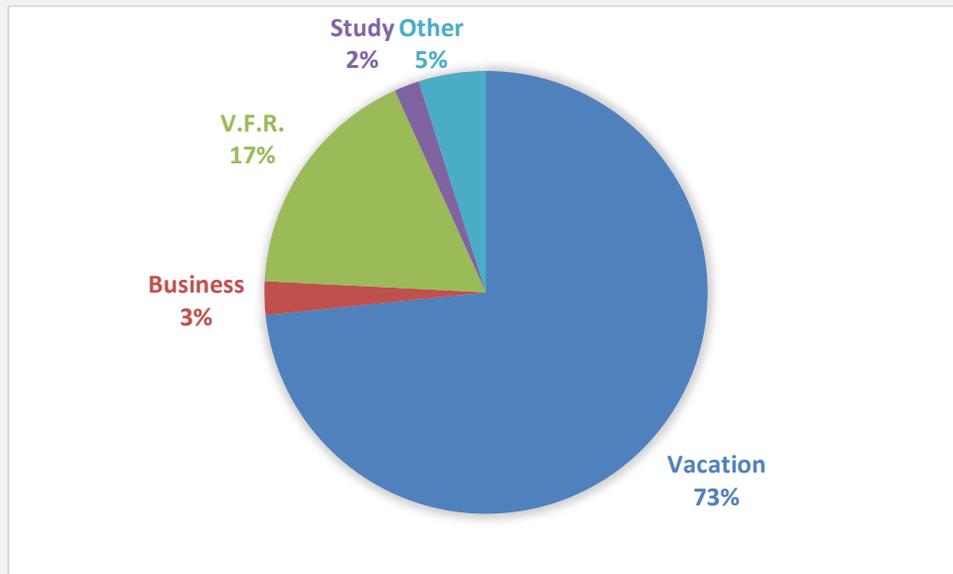
Figure 7: Length of Stay (QTR3) 2016



## Purpose of Visit

The Chart below features the purpose of visit for tourist travelling to Antigua and Barbuda for the third quarter of 2016. It reveals that just about every 3 in 4 persons visiting Antigua and Barbuda, travels for vacation. Vacation is cited by 73% of all visitors. Then followed by Visiting Friends and Relatives at 17%, Other at 5%, Business at 3% and Study at 2%.

Figure 8: Purpose of Visit (QTR3) 2016



## Sea Arrivals

As seen in table 4 below, there was a 35.9% decrease in the overall passenger arrivals by Sea for Q3 2016 (26,098) when compared to Q3 2015 (40,692). This is as a result of a decline in the number of Cruise Vessels and thus causing a reduction in the level of Cruise Passengers for the quarter. Cruise Arrivals for the quarter saw a decrease of -36.7% from that of the same quarter of the previous year. While, Yacht Arrivals saw a slight increase of 1.1% in the third quarter of 2016.

Table 4: Sea Passenger Arrivals (QTR 3): 2012-2016

Passenger	2012	2013	2014	2015	2016	% change '15-'16
Cruise	18,802	33,573	39,041	39,841	25,238	-36.7
Yacht	766	905	845	851	860	1.1
Total	19,568	34,478	39,886	40,692	26,098	-35.9

Source: Ministry of Tourism, Economic Development, Investment & Energy, October 2016

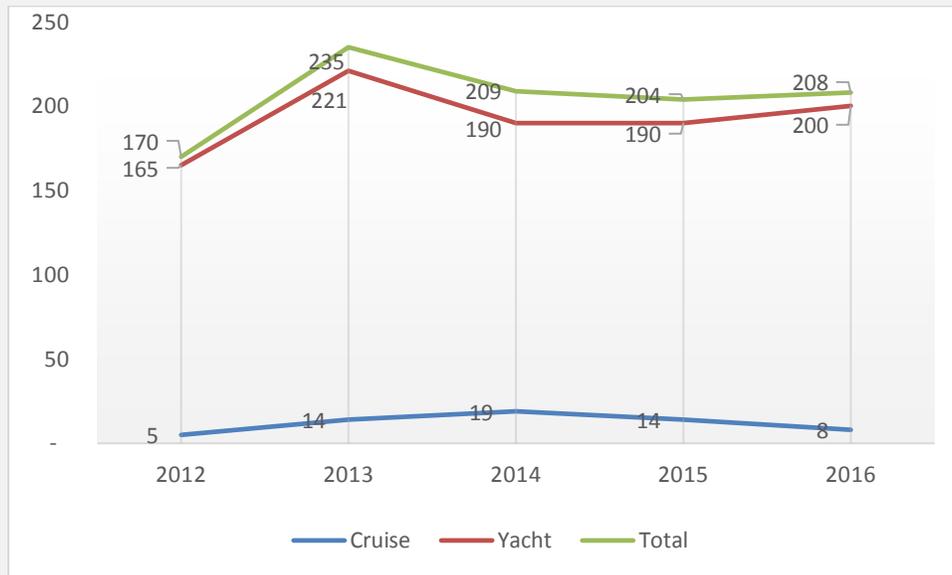
As we examine Table 5, it reveals a reduction in the level of Cruise Vessels arriving to our ports within the quarter. Also, Q3 2016 has seen a fall of 42.9% in the number of Cruise calls to the Island. Yacht Vessel Arrivals for Q3 2016 saw a 5.3% increase. Thus, the quarter has seen a 2% increase in vessels arriving to our shore.

Table 5: Sea Vessels Arrivals (QTR 3): 2012-2016

Vessels	2012	2013	2014	2015	2016	% change '15-'16
Cruise	5	14	19	14	8	-42.9
Yacht	165	221	190	190	200	5.3
Total	170	235	209	204	208	2.0

Source: Ministry of Tourism, Economic Development, Investment & Energy, October 2016

Figure 5: Sea Arrivals (QTR3): 2015



## Summary

For the third quarter of 2016 a moderate increase of 8.9% can be seen in Air Arrivals, 4,449 more passengers arrived in QTR3 2016 than that of QTR3 2015. The United States (39%), The United Kingdom (28%) and the Caribbean (20%) contributed significantly to this increase. In contrast, Arrivals by Sea has seen a sharp reduction in tourist arrivals. A 35.9% fall in passengers travelling to Antigua and Barbuda by Sea in QTR3 2016. Arrivals by Cruise ship significantly contributed to the decline in Sea Arrivals. Thus, recording a 36.7% decrease in Cruise Passengers after seeing only 8 Cruise ships in QTR3 2016, a 42.9% decrease in the level of Cruise Vessels arrivals to Antigua and Barbuda within the quarter. Yacht Passenger Arrivals increase by 1.1%, with a 5.3% increase in Yacht Vessel Arrival.

Sources:

Ministry of Tourism, Economic Development, Investment and Energy

V.C. Bird International Airport

Nelson Dockyard

Jolly Harbour

Deep Water Harbour

Heritage Quay

Barbuda