



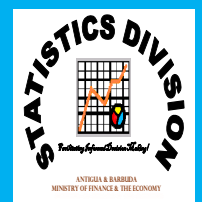
# 2015

## January - March

### 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 first 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 Officers Avonelle Alfred and Stosh Browne, as well as Tourism Statistician Marissa Scott.

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## Overview

This report is an overview of the first quarter (QTR1) 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 first quarter of 2015 (QTR1 2015), a total of 404,582 visitor arrivals were recorded. Table 1 shows the breakdown of these arrivals by air and sea. A little over 80% of the total figures are stay-over arrivals by sea, and the remaining are visitors by air. QTR1 2012 recorded the highest number of total visitor arrivals at 404,590, and QTR1 2014 the lowest at 358,097. As seen in Figure 2, total visitor arrivals have increased by 13% from QTR1 2014 (358,097) to QTR1 2015 (404,582), with an average growth rate of 2% for the years 2011 to 2015.

Table 1: Total Visitor Arrivals (QTR1): 2011-2015

Mode	2011	2012	2013	2014	2015	%change '14-'15
Air	72,373	77,330	76,302	79,550	74,493	-6.4
Sea	301,669	327,260	298,750	278,547	330,089	18.5
<b>Total</b>	<b>374,042</b>	<b>404,590</b>	<b>375,052</b>	<b>358,097</b>	<b>404,582</b>	<b>13.0</b>

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

Figure 1: Visitor Arrivals by Air and Sea (QTR1): 2011-2015

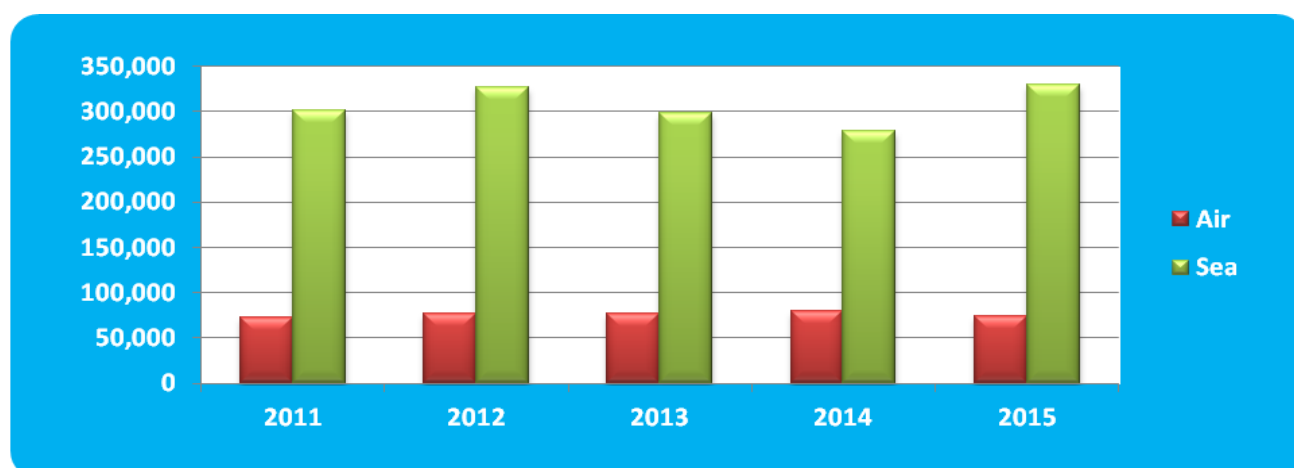
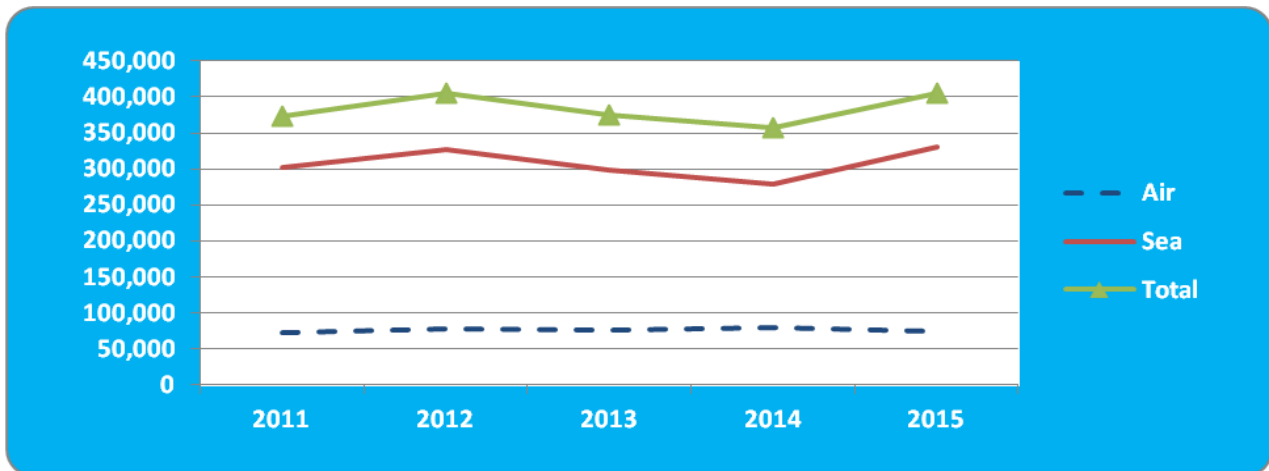


Figure 2: Total Visitor Arrivals Compared to Arrivals by Air and Sea (QTR1): 2011-2015



## Air Arrivals

The first quarter of 2015 recorded 74,493 visitor arrivals by air to Antigua, 6.4% less than the same period of 2014. The trend for the first quarter has been fairly consistent with the first quarter of 2011-2014, with the 2014 quarter recording the highest air arrivals at 79,550. The average growth rate for this period during 2011 to 2015 is 1%. March 2015 recorded the highest number of visitor air arrivals in QTR1 2015, at 26,048. Figure 4 shows the transition from the QTR4 2014 into QTR1 2015. Following a continuous rise in QTR4 2014, there was a significant decline to start QTR1 2015 but February and March 2015 saw a steady rise.

Table 2: Monthly Air Arrivals (QTR1): 2014-2015

January	February	March	Q12014	January	February	March	Q12015
25,920	26,842	26,788	79,550	23,637	24,808	26,048	74,493

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

Figure 3: Air Arrivals (QTR1): 2011-2015

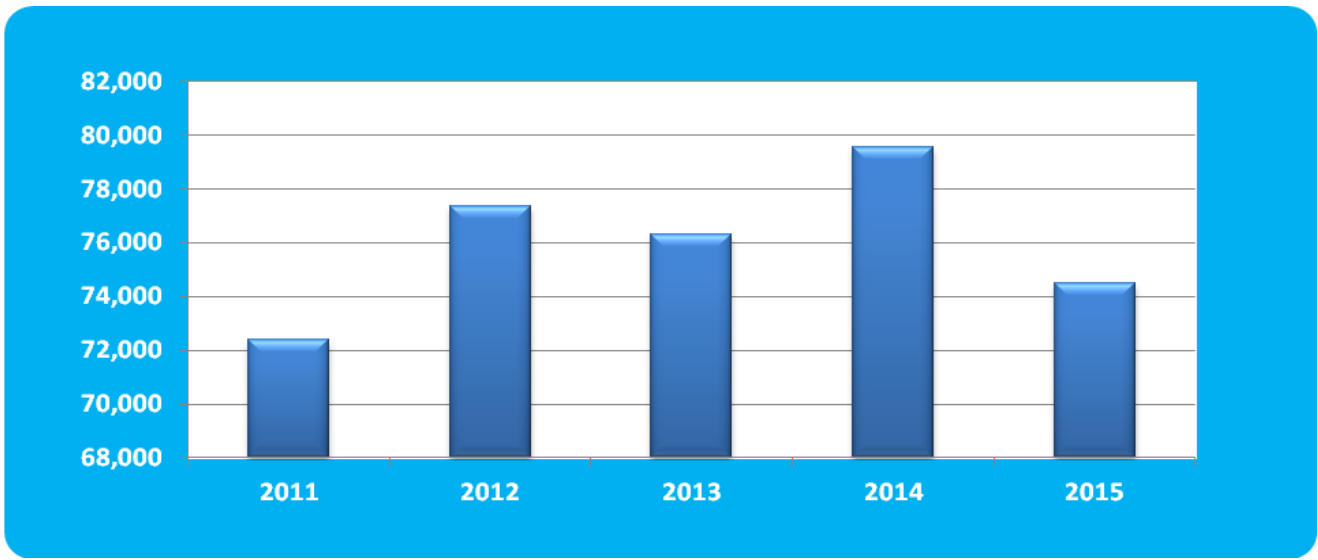
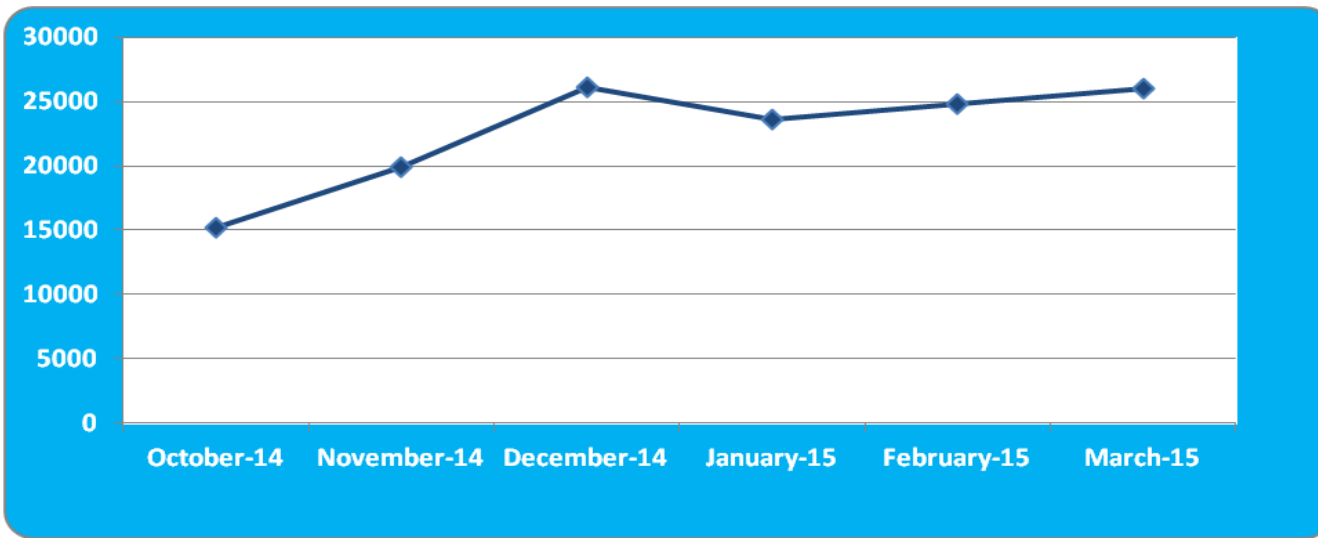


Figure 4: Monthly Air Arrivals (QTR4 2014-QTR1 2015)



## Air Arrivals by Market

Combined arrivals from the United States (US), Canada and the United Kingdom (UK) accounted for 82% of visitor arrivals to Antigua in QTR1 2015. The US remains the main market for QTR1 2015, accounting for 38% of visitor arrivals for QTR1 2015. However, the US market saw a decrease of 2.9% when compared to QTR1 2014. Most visitors from this market are from the east coast of the United States, namely New York (25%), New Jersey (10%) and Florida (6%).

The UK is the second largest market, accounting for 29% of the visitor arrivals in QTR1 2015, decreasing 6% from QTR1 2014. The county of Greater London accounts for 59% of visitors within this category, followed by Surrey (2.7%).

Canadian arrivals accounted for 15% of visitor arrivals; however this market declined 21% from QTR1 2014 to QTR1 2015. Most visitors in this category are from eastern Canada; mainly Ontario (63%) and Quebec (17%). "Other Europe" of which 55% are from France, Germany and Italy collectively, recorded decrease of 0.6%.

Table 3: Air Arrivals by Country of Residence (QTR1): 2014-2015

	Jan-14	Feb-14	Mar-14	Q12014	Jan-15	Feb-15	Mar-15	Q12015
<b>Total Visitors</b>	<b>25,920</b>	<b>26,842</b>	<b>26,788</b>	<b>79,550</b>	<b>23,637</b>	<b>24,808</b>	<b>26,048</b>	<b>74,493</b>
Europe	10,273	10,540	8,651	29,464	9,224	9,671	9,148	28,043
<i>of which: UK</i>	7,763	8,677	6,867	23,307	7,104	7,598	7,223	21,925
USA	8,691	9,125	11,431	29,247	8,352	9,058	10,988	28,398
Canada	4,650	4,745	4,393	13,788	3,702	3,728	3,449	10,879
All Caribbean	1,890	1,972	1,857	5,719	1,862	1,909	1,995	5,766
CARICOM	1,405	1,546	1,501	4,452	1,514	1,556	1,624	4,694
<i>of which: OECS</i>	645	691	603	1,939	629	626	622	1,877
Other Caribbean	485	426	356	1,267	348	353	371	1,072
<i>of which: French West Indies</i>	38	35	44	117	32	59	40	131
<i>of which: Dutch Caribbean</i>	57	95	59	211	78	86	70	234
<i>of which: Cuba</i>	38	18	26	82	12	5	6	23
South America	120	78	122	320	130	117	98	345
Central America	21	41	25	87	21	24	43	88
Other Visitors	272	337	296	905	342	299	322	963
Not Stated	3	4	13	20	4	2	5	11

Figure 5: Air Arrivals by Country of Residence (QTR1): 2014-2015

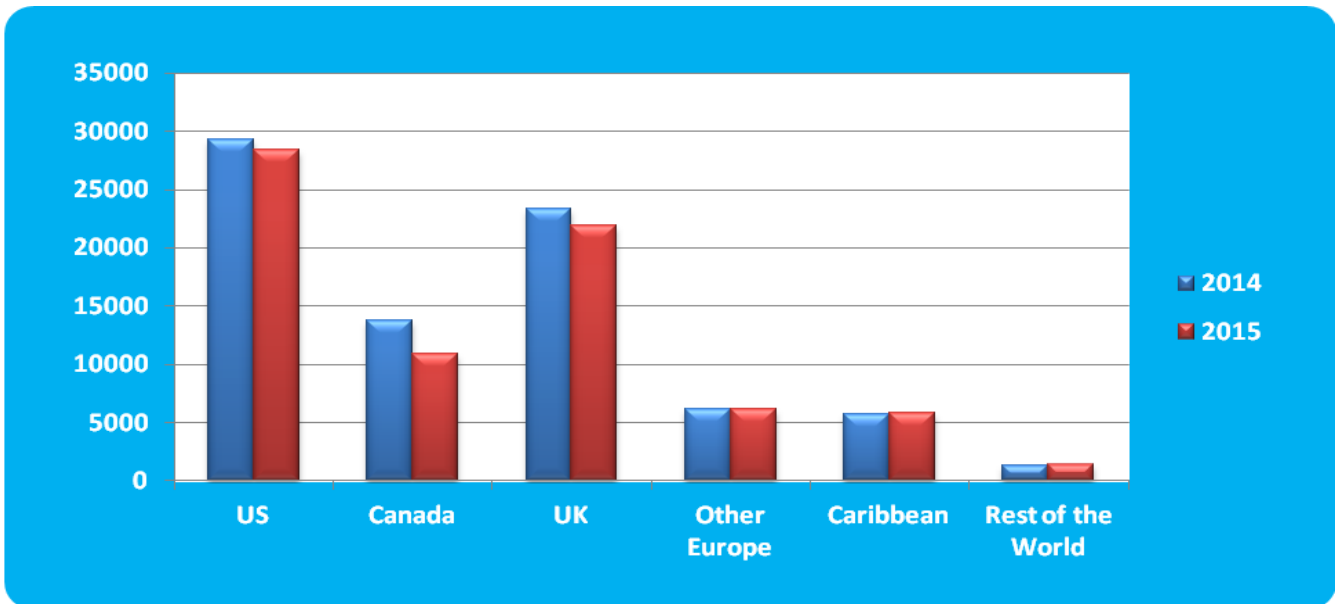
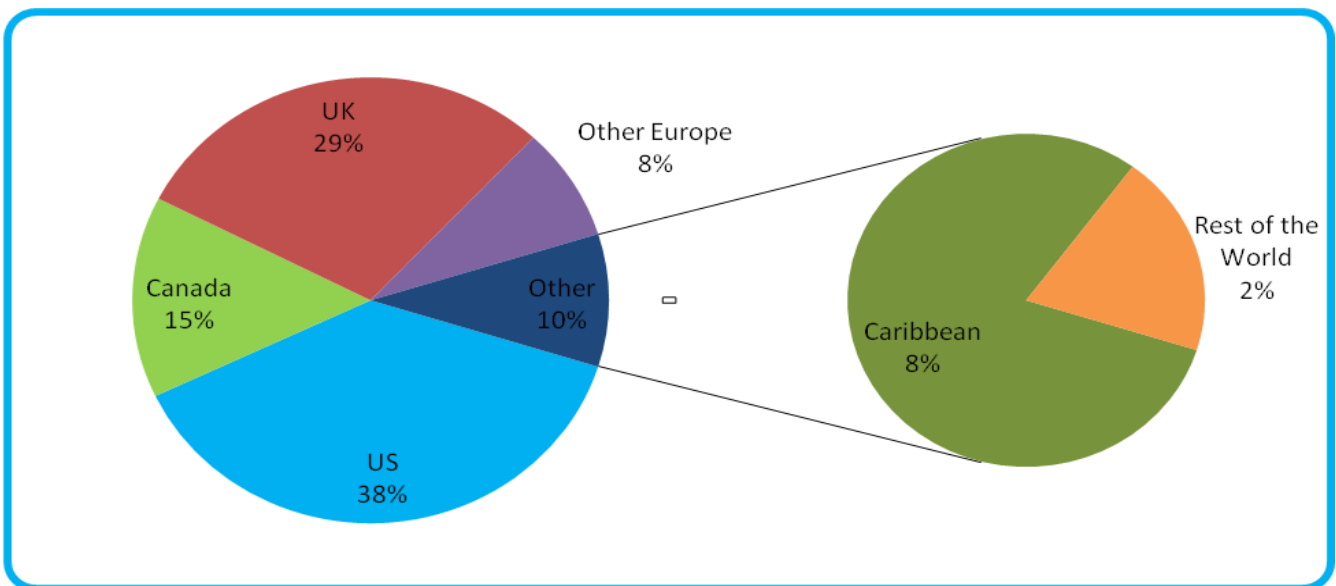


Figure 6: Air Arrivals by Country of Residence (QTR1): 2015

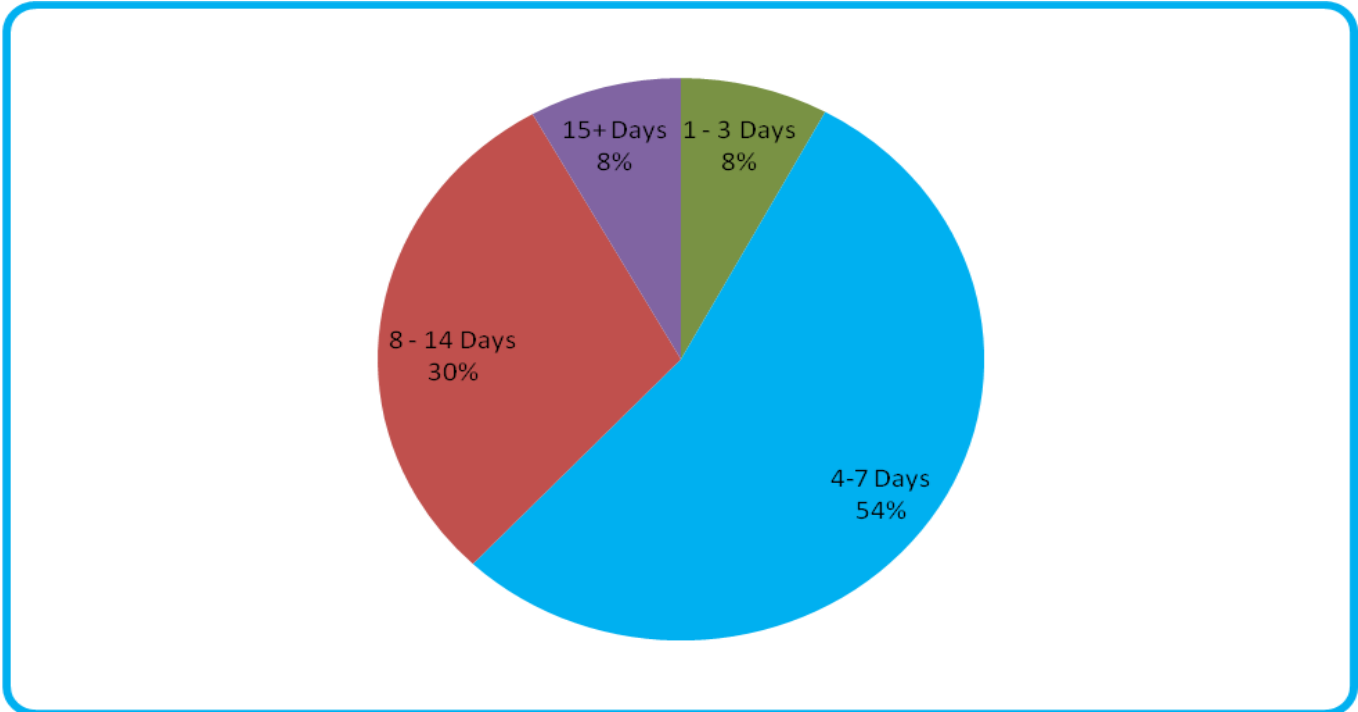




## Length of Stay

Figure 7 shows that more than half of the visitors spent 4-7days. This is followed by 30% of visitors recorded to have spent 8-14 days, followed by 8% spending 15+ days and 1-3days, respectively. The average length of stay for the period under review is 10.3 days.

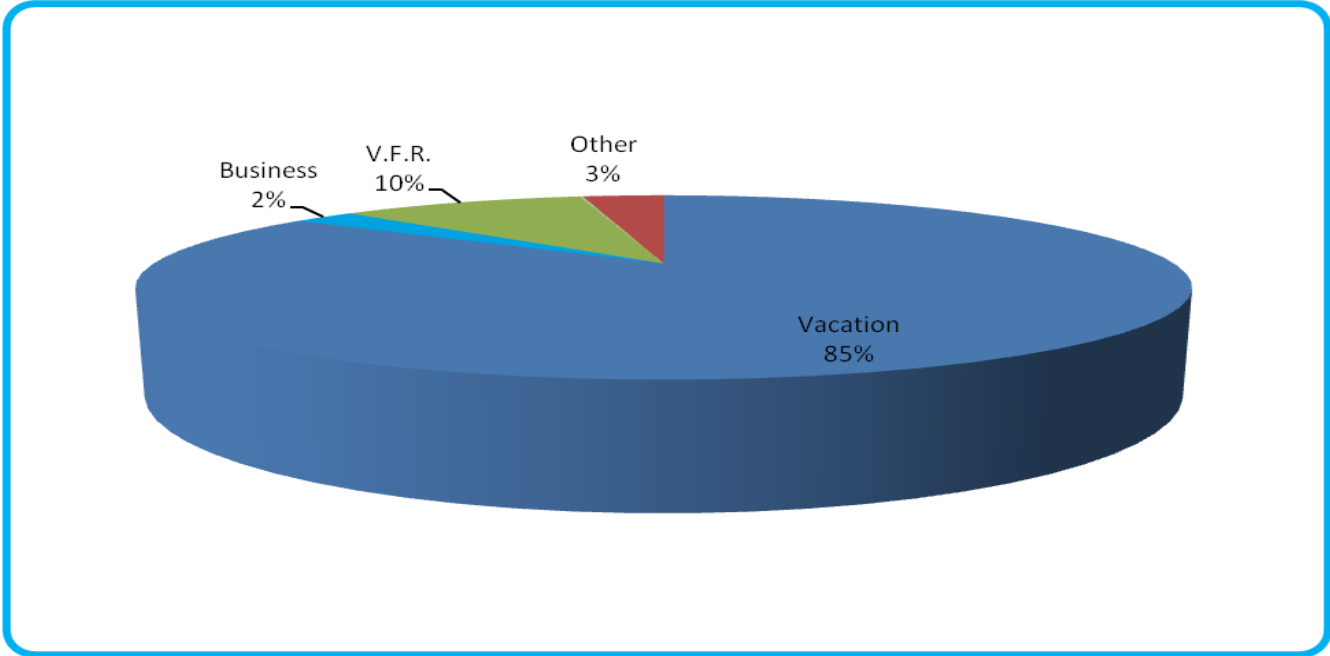
Figure 7: Length of Stay (QTR1) 2015



## Purpose of Visit

The chart reveals that 'Vacation is the most cited reason by visitors at 85%. This is followed by 'Visiting Family and Friends (VFR)' at 10%, 'Business' at 2% and 'Other' at 5%. These results are consistent with that of the same time period of 2014.

Figure 8: Purpose of Visit (QTR1): 2015



## Sea Arrivals

Table 4 shows the number of visitor arrivals by sea, categorized by vessel. Arrivals by cruise ship recorded a 19% increase from QTR1 2014 to QTR1 2015. Yacht arrivals recorded a 17% increase for the same period, thus leading to a 19% increase for total arrivals by sea. The quarter under review recorded the highest number of cruise ship arrivals for the last five years at 320,401 visitors.

Table 5 records an increase in the number of vessels arriving, from QTR1 2014 to QTR1 2015. In QTR1 2014, 159 cruise ships were recorded, and in QTR1 2015, 181 cruise ships, which is a 14% increase. Yachts recorded an increase of 10% from QTR1 2014 (1,777) to QTR1 2015 (1,949), leading to a total increase of 10%.

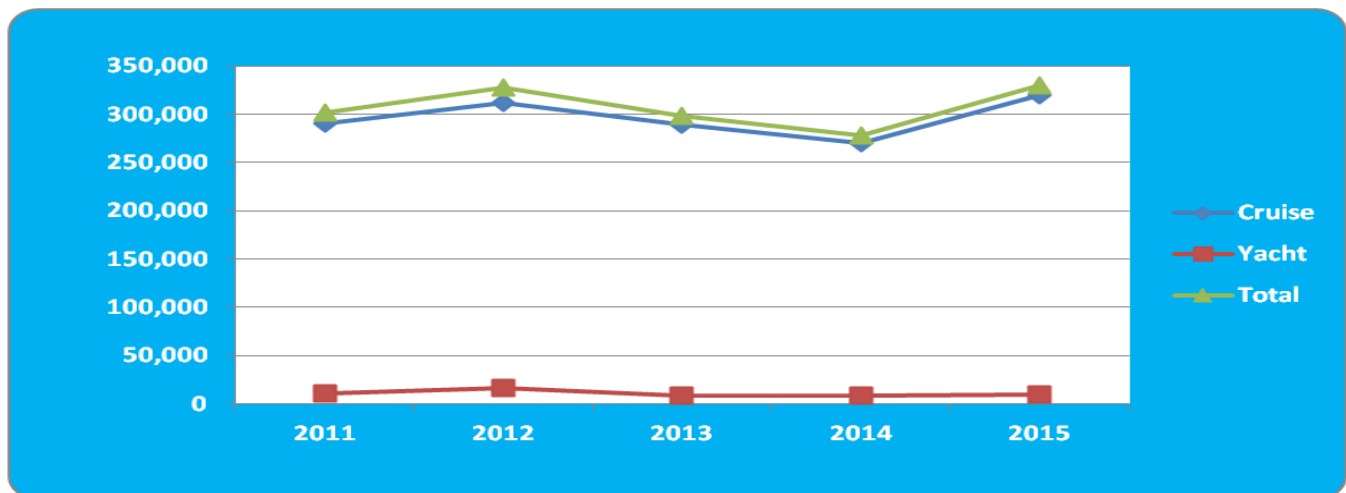
Table 4: Sea Passenger Arrivals (QTR1) 2015

Passengers	2011	2012	2013	2014	2015	%change '14-'15
<b>Cruise</b>	291,057	311,554	289,866	270,262	320,401	18.6
<b>Yacht</b>	10,612	15,706	8,884	8,285	9,688	16.9
<b>Total</b>	<b>301,669</b>	<b>327,260</b>	<b>298,750</b>	<b>278,547</b>	<b>330,089</b>	<b>18.5</b>

Table 5: Sea Vessels Arrivals (QTR1) 2015

Vessels	2011	2012	2013	2014	2015	%change '14-'15
<b>Cruise</b>	163	173	180	159	181	13.8
<b>Yacht</b>	1,346	1,814	1,907	1,777	1,949	9.7
<b>Total</b>	<b>1,509</b>	<b>1,987</b>	<b>2,087</b>	<b>1,936</b>	<b>2,130</b>	<b>10.0</b>

Figure 9: Sea Arrivals (QTR1): 2015



## Summary

Despite a decline in Air arrivals of 6.4%, in QTR1 of 2015, the period saw an increase in overall tourist arrivals of 13 percent. This is as a result of an 18.5% increase in passenger arrivals by sea.

### Sources:

Ministry of Tourism, Economic Development, Investment and Energy

V.C. Bird International Airport

Nelson Dockyard

Jolly Harbour

Deep Water Harbour

Heritage Quay

Barbuda

