



# 2014

## TOURIST ARRIVALS: YEAR IN REVIEW



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



## **Foreword**

This report provides a quantitative analysis of visitors to Antigua and Barbuda for the year 2014.

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.

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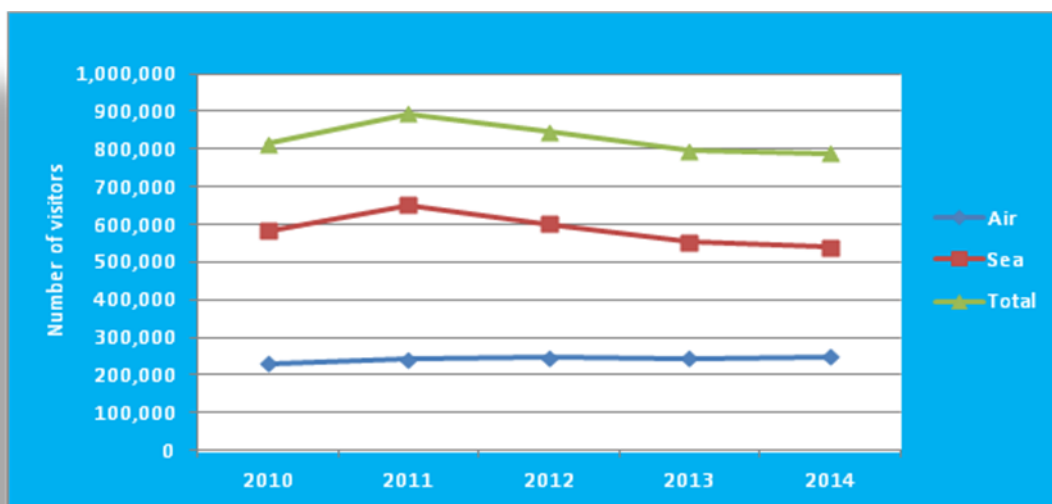
## Overview

In 2014, a total of 789,580 visitor arrivals were recorded. Table 1 below shows the breakdown of these arrivals by air and sea. A little over 30% of the total figures are stay-over arrivals by air, and the remaining are visitors by sea. The year 2011 recorded the largest number of visitor arrivals at 893,637 and 2014 the lowest at 789,580. As seen in Figure 1, total visitor arrivals have declined 0.7% from 2013 (795,326) to 2014 (789,580), with an average growth rate of -0.55% for the years 2010 to 2014.

Table 1: Total Visitor Arrivals (2010-2014)

| Mode  | 2010    | 2011    | 2012    | 2013    | 2014    | % change<br>'13 - '14 |
|-------|---------|---------|---------|---------|---------|-----------------------|
| Air   | 229,943 | 241,331 | 246,926 | 243,219 | 249,316 | 2.5                   |
| Sea   | 583,521 | 652,306 | 600,270 | 552,107 | 540,264 | -2.1                  |
| Total | 813,464 | 893,637 | 847,196 | 795,326 | 789,580 | -0.7                  |

Figure 1: Total Visitor Arrivals (2010 – 2014)



## Air Arrivals

The year 2014 recorded 249,316 visitor arrivals by air to Antigua, 2.5% greater than 2013. This trend has been fairly consistent, with 2014 recording the highest number of visitor arrivals, and 2010 recording the lowest at 229,943. The average growth rate for the years 2010 to 2014 was 2.1%. Figure 3 shows that the highest number of arrivals was during the winter months of January through March, declining in April, spiking briefly in July, declining once again in August, and inclining steadily to December, into January through March. This trend is consistent for both 2013 and 2014.

Figure 2: Air Arrivals (2010 – 2014)

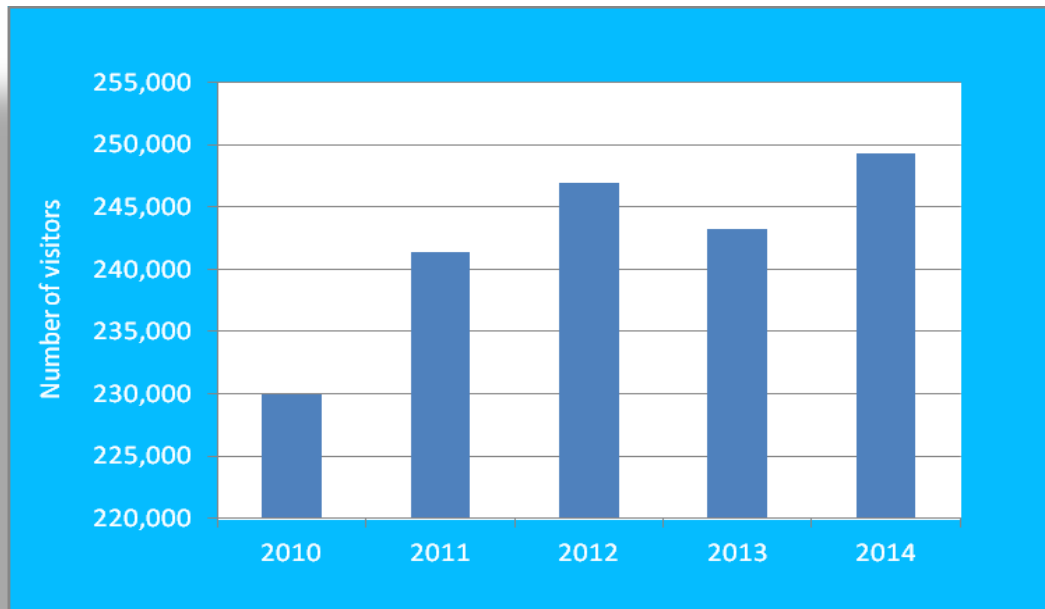


Figure 3: Air Arrivals (2013 – 2014)



Table 2: Air Arrivals (2010 – 2014)

| Month        | 2010           | 2011           | 2012           | 2013           | 2014           |
|--------------|----------------|----------------|----------------|----------------|----------------|
| January      | 22,230         | 23,813         | 24,245         | 23,946         | 25,920         |
| February     | 22,378         | 23,826         | 25,552         | 24,145         | 26,842         |
| March        | 25,908         | 24,734         | 27,533         | 28,211         | 26,788         |
| April        | 20,686         | 24,760         | 24,780         | 21,116         | 23,543         |
| May          | 17,719         | 17,346         | 17,127         | 15,540         | 18,529         |
| June         | 15,597         | 17,025         | 17,224         | 16,433         | 16,695         |
| July         | 22,029         | 23,522         | 21,516         | 25,527         | 21,001         |
| August       | 17,027         | 18,079         | 17,695         | 15,523         | 17,524         |
| September    | 9,936          | 10,474         | 10,954         | 11,143         | 11,285         |
| October      | 14,679         | 14,974         | 16,890         | 14,318         | 15,182         |
| November     | 18,472         | 18,708         | 19,533         | 20,840         | 19,907         |
| December     | 23,282         | 24,070         | 23,877         | 26,477         | 26,100         |
| <b>Total</b> | <b>229,943</b> | <b>241,331</b> | <b>246,926</b> | <b>243,219</b> | <b>249,316</b> |

Table 3: Visitor Arrivals by Quarter (2010 – 2014)

|                       | 2010   | 2011   | 2012   | 2013  | 2014  |
|-----------------------|--------|--------|--------|-------|-------|
| <b>First Quarter</b>  | 70,516 | 72,373 | 77,330 | 76302 | 79550 |
| <b>Second Quarter</b> | 54,002 | 59,131 | 59,131 | 53089 | 58767 |
| <b>Third Quarter</b>  | 48,992 | 52,075 | 50,165 | 52193 | 49810 |
| <b>Fourth Quarter</b> | 56,433 | 57,752 | 60,300 | 61635 | 61189 |

## Air Arrivals by Market

Combined arrivals from the United States (US), Canada and the United Kingdom (UK) accounted for 78% of visitor arrivals to Antigua in 2014. The US remains the main market for 2014, increasing 7.3% from 2013 to 2014, and accounting for 38% of visitor arrivals in 2014. Most visitors from this market are from the east coast of the United States, namely from New York (22%), New Jersey (10%) and Florida (6%).

The UK is the second largest market, accounting for 29% of visitor arrivals in 2014, increasing 3.3% from 2013. The county of Greater London accounts for 56% of visitors from this market, followed by the counties of Hampshire & Isle of Wight (8%) and Surrey (3%).

Canadian arrivals account for 11% of visitor arrivals; however this market declined 9% from 2013 to 2014. Most visitors within this category are from eastern Canada, mainly from Ontario (62%), Quebec (20%) and Alberta (7%).

Visitors from the Caribbean account for 12% of visitor arrivals for the year 2014, however this amount declined 5% from 2013 to 2014. "Other Europe" recorded a 3% increase from 2013 to 2014, and accounts for 8% of total arrivals.

Table 4: Arrivals by Market (2013 – 2014)

|                                     | 2013    | 2014    | %change |
|-------------------------------------|---------|---------|---------|
| <b>Total Visitors</b>               | 243,932 | 249,316 | 2.21    |
| <b>Europe</b>                       | 88,468  | 91,277  | 3.18    |
| <i>of which: UK</i>                 | 68,934  | 71,193  | 3.28    |
| <i>of which: Italy</i>              | 7,960   | 7,976   | 0.2     |
| <i>of which: France</i>             | 1,738   | 2,166   | 24.63   |
| <i>of which Germany</i>             | 2,446   | 2,665   | 8.95    |
| <b>USA</b>                          | 88,818  | 95,332  | 7.33    |
| <b>Canada</b>                       | 30,442  | 27,701  | -9      |
| <b>All Caribbean</b>                | 31,801  | 30,282  | -4.78   |
| <b>CARICOM</b>                      | 25,289  | 24,301  | -3.91   |
| <i>of which: OECS</i>               | 11,528  | 10,603  | -8.02   |
| <b>Other Caribbean</b>              | 6,512   | 5,981   | -8.15   |
| <i>of which: French West Indies</i> | 1,042   | 676     | -35.12  |
| <i>of which: Dutch Caribbean</i>    | 1,149   | 1,121   | -2.44   |
| <b>South America</b>                | 1,213   | 1,156   | -4.7    |
| <b>Central America</b>              | 345     | 383     | 11.01   |
| <b>Other Visitors</b>               | 2,783   | 3,128   | 12.4    |
| <b>Not Stated</b>                   | 62      | 57      | -8.06   |

Figure 4: Arrivals by Market (2013 – 2014)

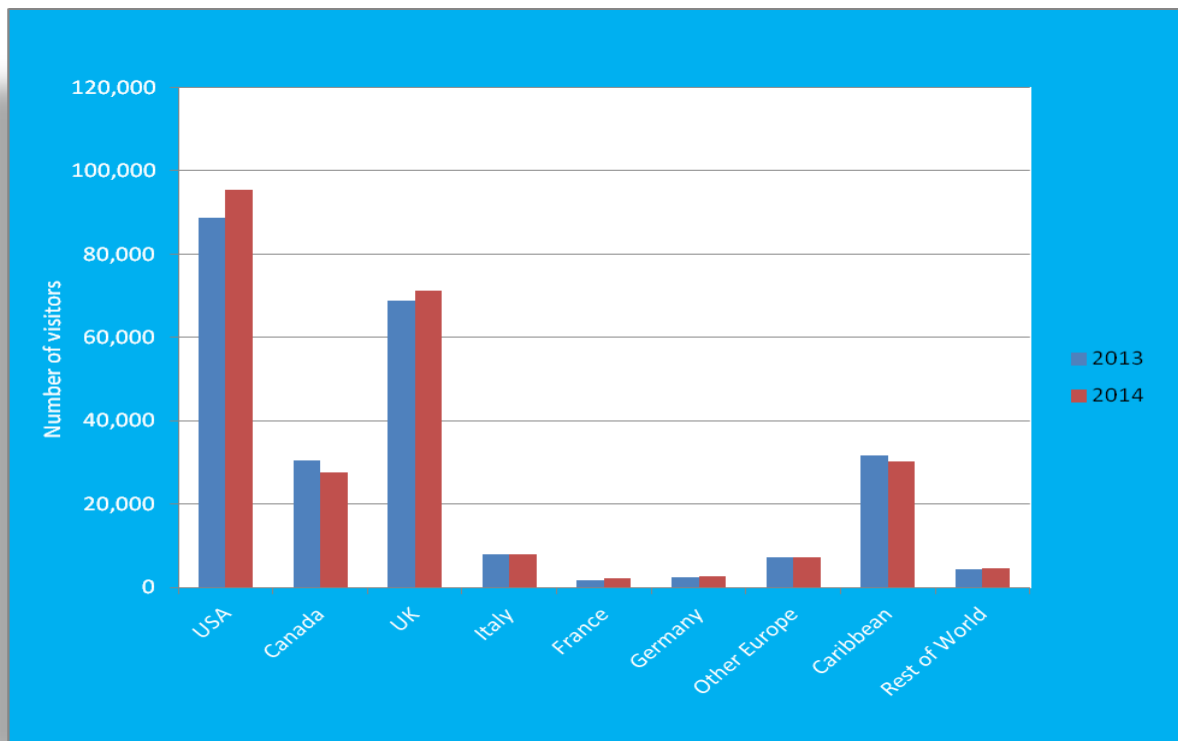
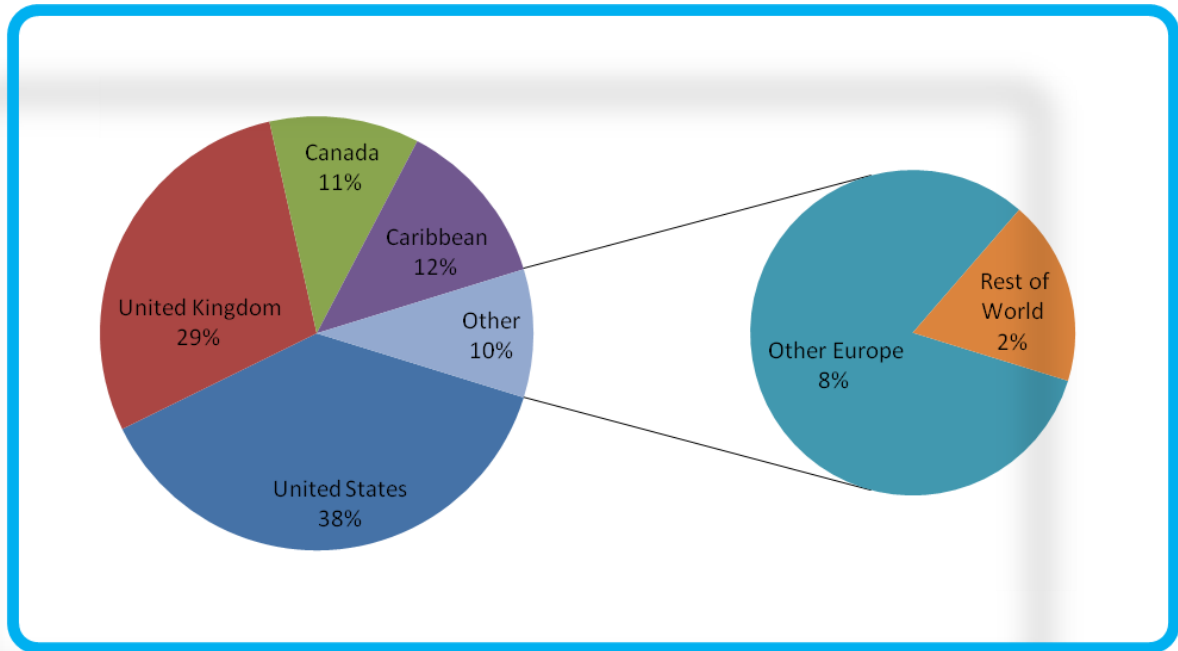


Figure 5: Percentage Arrivals by Market (2014)



## Purpose of Visit

“Vacation” continues to be the main purpose of visit, selected by 80% of visitors to Antigua, and increasing by 2% in 2014. This is followed by “Visiting Friends and Relatives (VFR)” selected by 12%, 3% for “Business” and 5% for “Other”. In 2014, a 9% decline in Business visitors was recorded, as well as a 13% increase in VFR visitors.

Figure 6: Purpose of Visit (2013 – 2014)

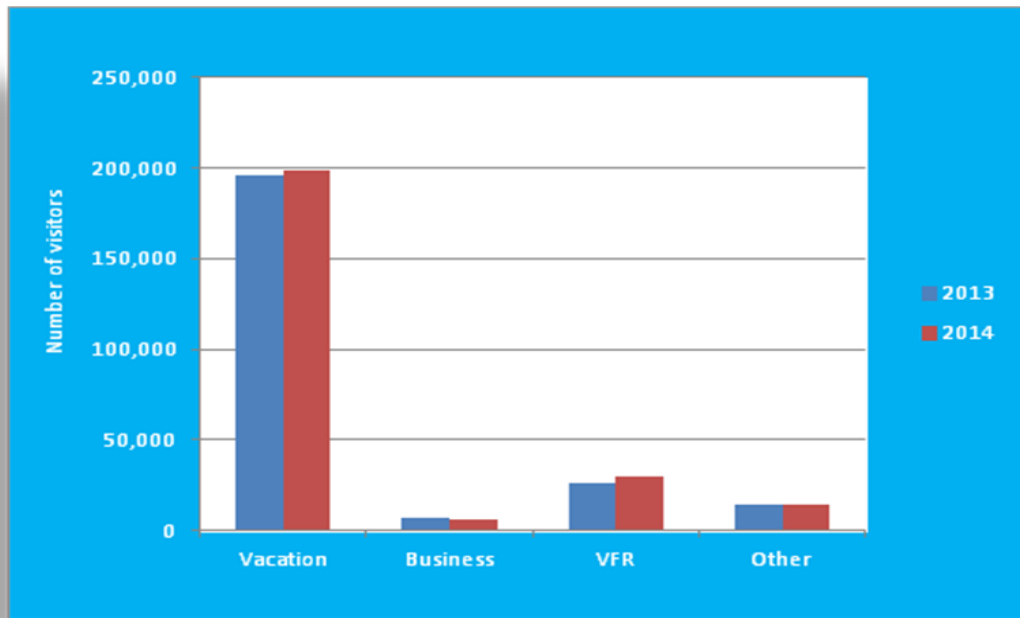
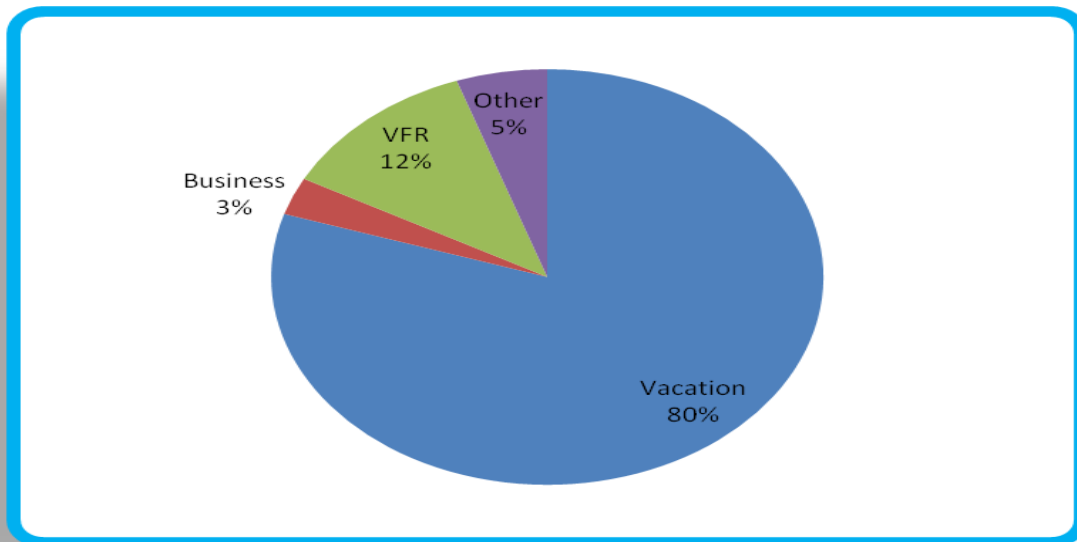


Figure 7: Purpose of Visit (2014)



## Place of Stay

Most visitors chose “Hotel” as their preferred type of accommodation, selected by 73% of visitors. 18% of visitors selected “Own House”, followed by “Apartment/Villa” (8%) and “Guest House” (1%).

Figure 8: Place of Stay (2013 – 2014)

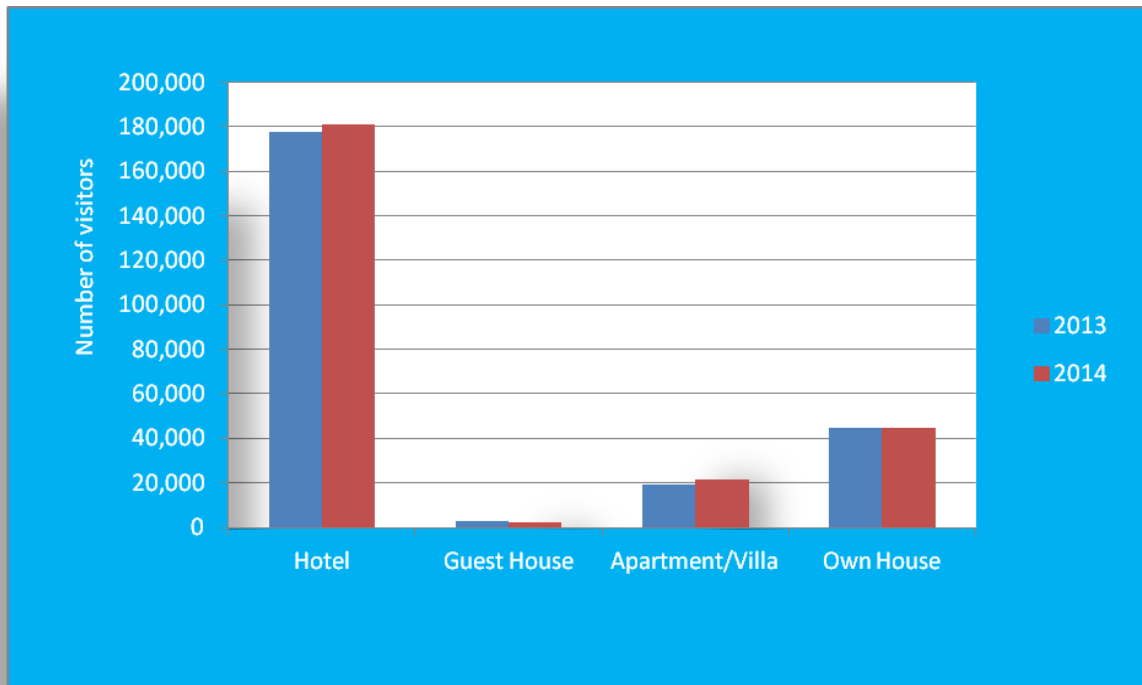
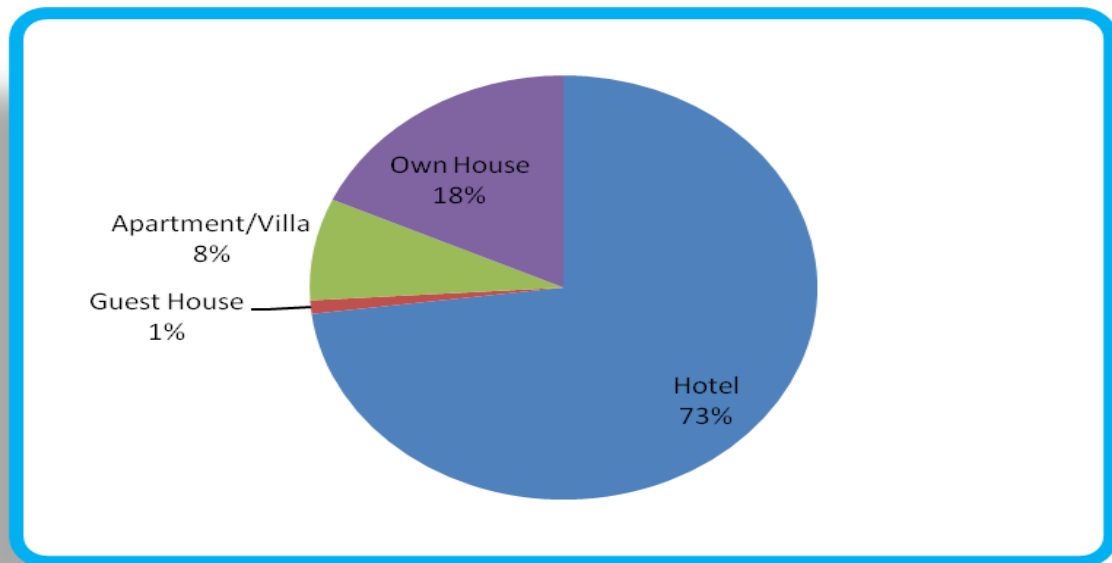


Figure 9: Place of Stay Percentage (2014)



## Length of Stay

The average length of stay for 2014 was 9.94 days, which is consistent with the average length of stay for 2013 of 9.96 days. Most visitors (55%) spent 4 to 7 days, followed by 8-14 days (28%), 1-3 days (9%) and 15+ days (8%). These proportions were fairly consistent for both years as seen in Figure 9.

Figure 10: Length of Stay (2013 – 2014)

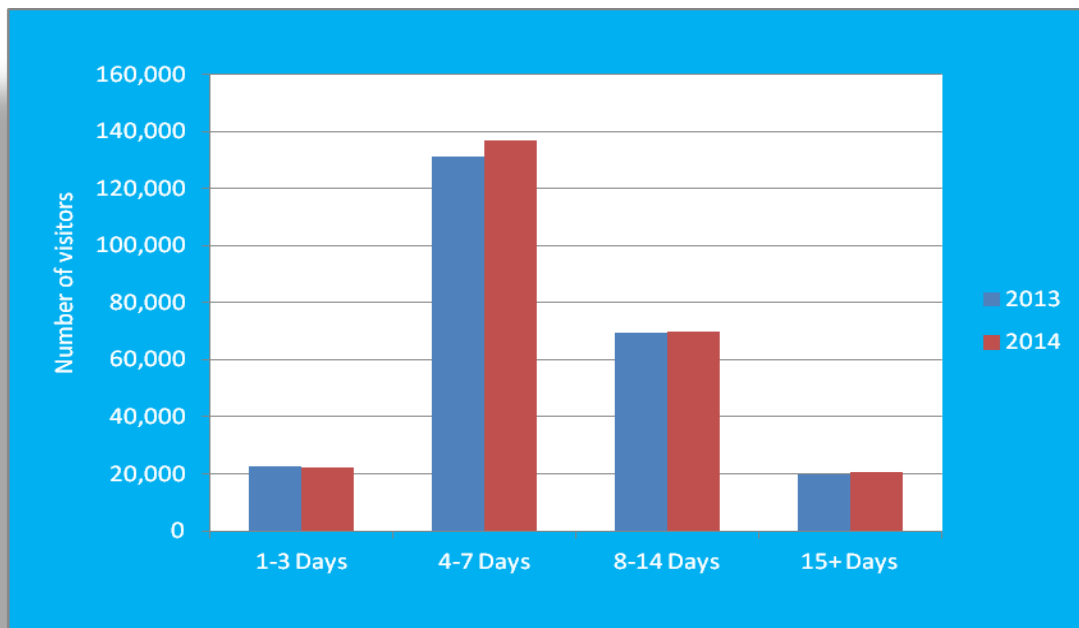
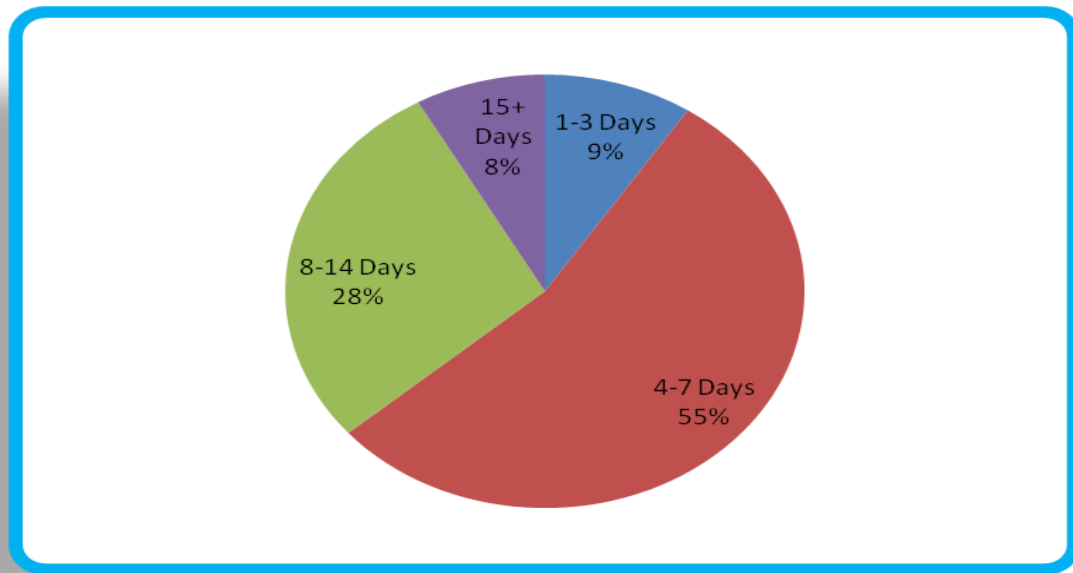


Figure 11: Length of Stay Percentages (2014)



## Sex and Age Group

There is no marked difference in the number of males and females who visited in 2013 and 2014, the proportions of which are males (48%) and females (52%). Most visitors were between the ages of 45 and 65 years (26%), followed by the 25 to 44 age range (22%), 35-44 (18%), 56-64 (17%), 15-24 (9%) and 0-14 (8%).

Figure 12: Visitors by Age Group (2014)

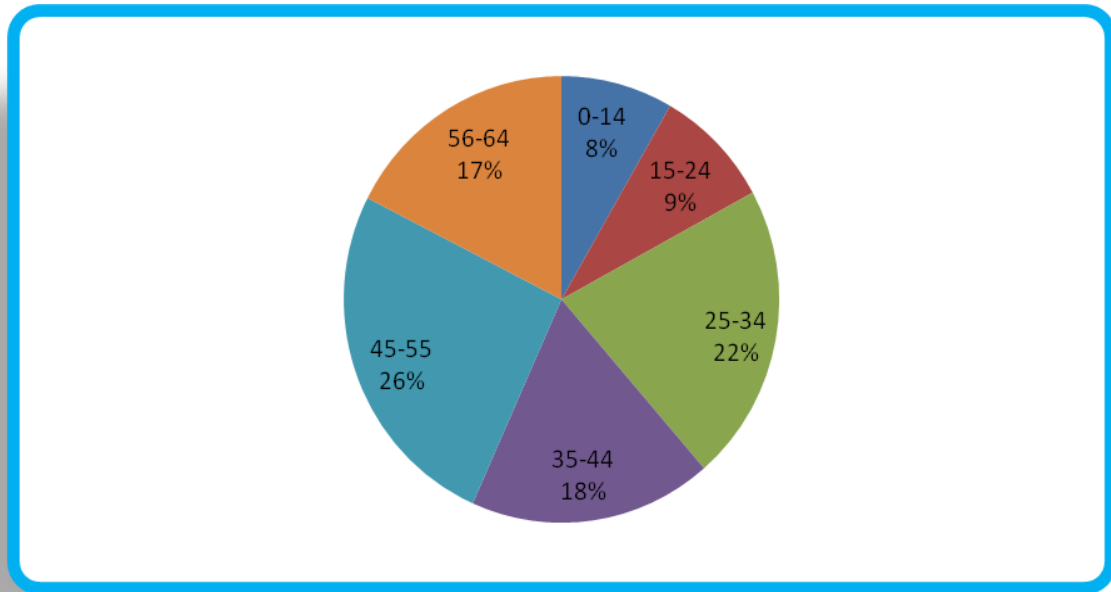
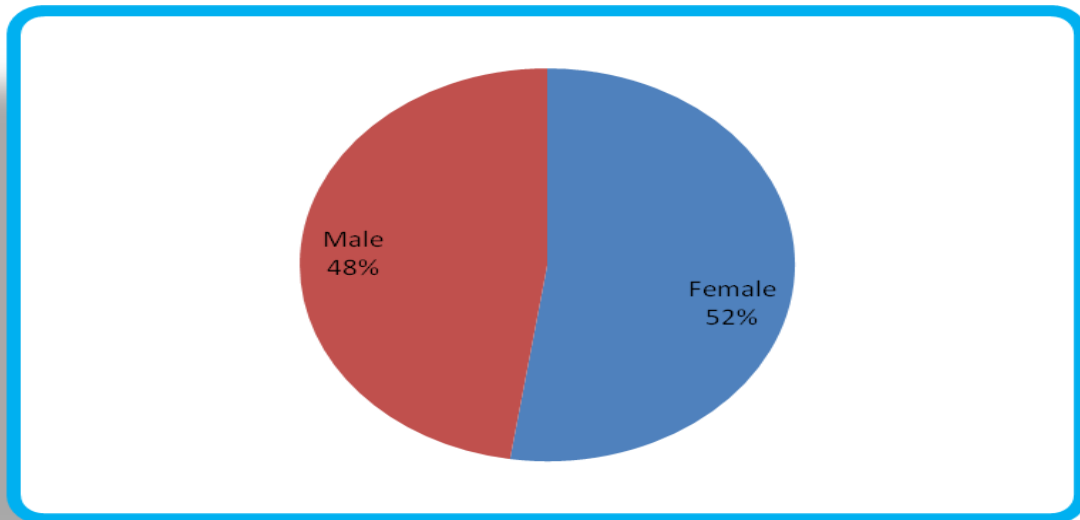


Figure 13: Visitors by Sex (2014)



## Sea Arrivals

Table 5 displays visitor arrivals by sea for the year 2014, further categorized by vessel; cruise ship and yacht. Cruise ship arrivals recorded a 2.98% decline from 2013 (533,993) to 2014 (518,056), and yacht arrivals a 1.06% decline during the same period (18,114 to 17,922). The year 2011 recorded the highest number of sea arrivals for both cruise and yacht, at 606,495 and 45,811, respectively, a total of 652,306. The average growth rate for visitor arrivals by sea for the years 2010-2014 is -1.6%. Figure 15 shows that

January, February March and December are the best months for cruise ship arrivals. The period May to September however, showed a marked decrease in cruise and yacht arrivals.

Table 5: Visitor Arrivals by Sea (2010 – 2014)

| Passengers    | 2010    | 2011    | 2012    | 2013    | 2014    | %change '13-'14 |
|---------------|---------|---------|---------|---------|---------|-----------------|
| <b>Cruise</b> | 557,635 | 606,495 | 572,153 | 533,993 | 518,056 | -2.98           |
| <b>Yacht</b>  | 25,886  | 45,811  | 28,117  | 18,114  | 17,922  | -1.06           |
| <b>TOTAL</b>  | 583,521 | 652,306 | 600,270 | 552,107 | 535,978 | -2.92           |

Figure 14: Visitor Arrivals by sea (2010 – 2014)

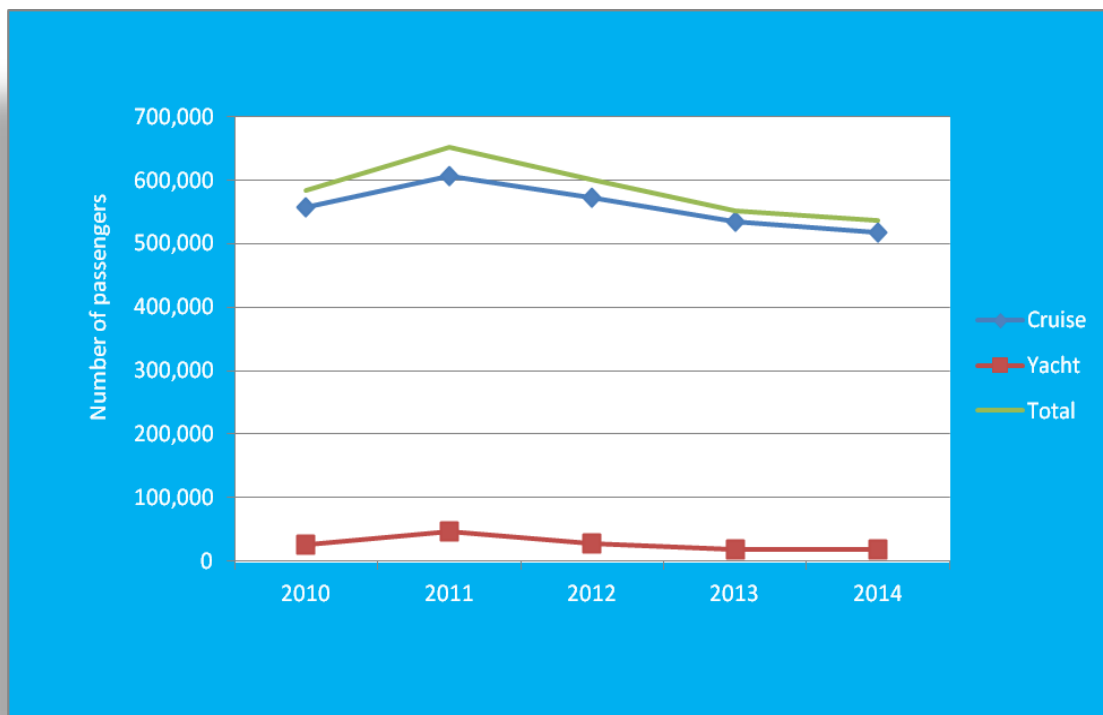


Figure 15: Cruise Passenger Arrivals (2013 – 2014)

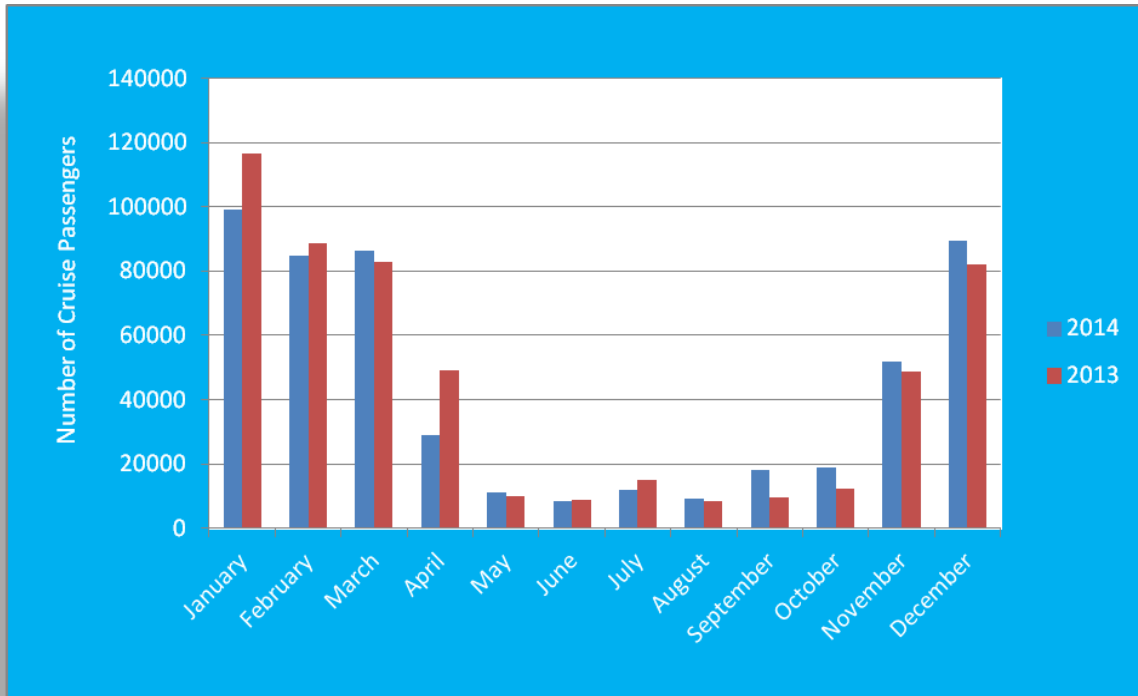


Figure 16: Number of Cruise Vessels (2013 – 2014)

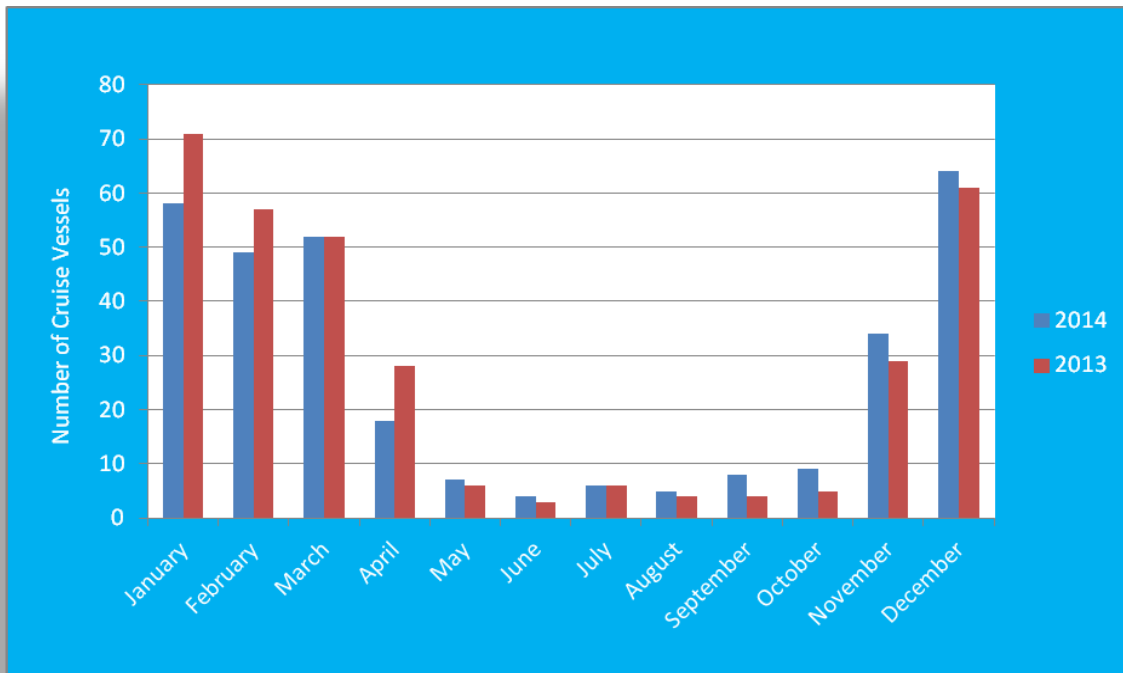


Figure 17: Passenger Arrivals by Yacht (2013 – 2014)

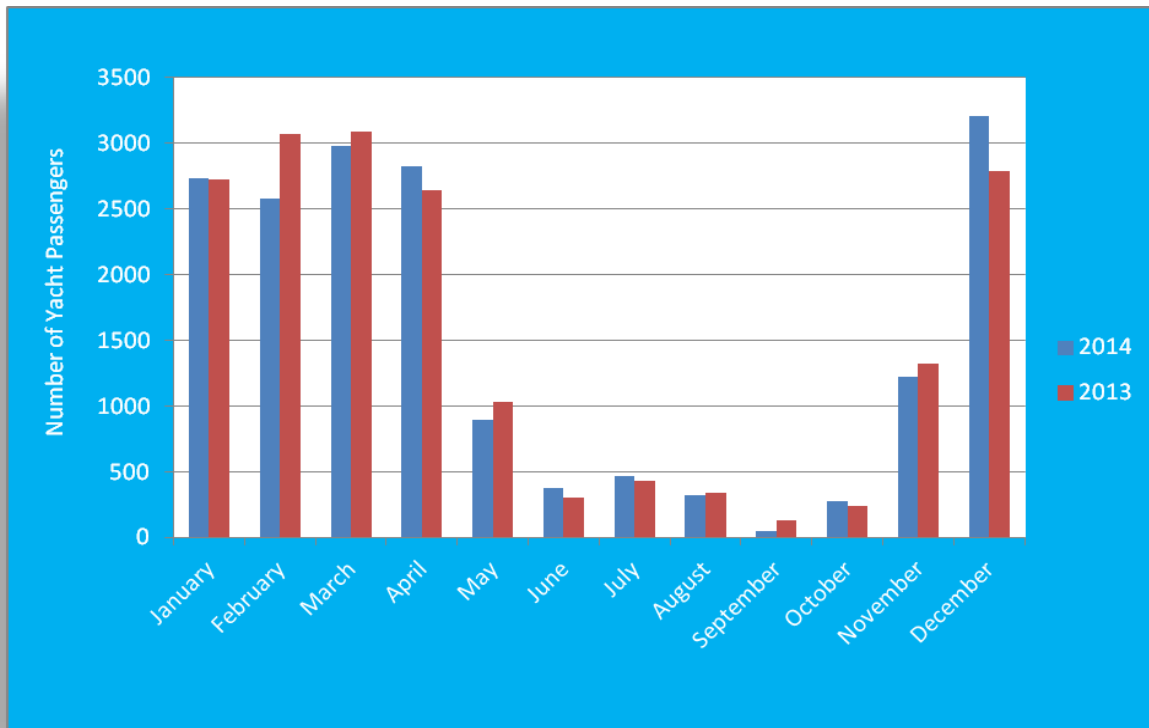


Figure 18: Number of Yacht Vessels (2013 – 2014)

