



TOURISM STATISTICS BULLETIN

FIRST QUARTER 2019

Statistics Division

Ministry of Finance and Corporate Governance



Table 1: First Quarter (Q1) Total Visitor Arrivals (2015 – 2019)

Mode	Q1 2015	Q1 2016	Q1 2017	Q1 2018	Q1 2019	Δ%* v 2016	Δ% v 2017	Δ% v 2018
Air	74,493	84,566	78,982	85,271	90,619	-6.6	8.0	6.3
Sea	330,089	339,826	356,780	426,908	396,147	5.0	19.7	-7.2
Total	404,582	424,392	435,762	512,179	486,766	2.7	17.5	-5.0

Source: Ministry of Tourism, May 2019 * Δ% = Percentage change

INTRODUCTION

This report is an overview of first quarter (Q1) key performance indicators for the tourism industry, mainly visitor arrivals by both air and sea to Antigua and Barbuda for the years 2015-2019.

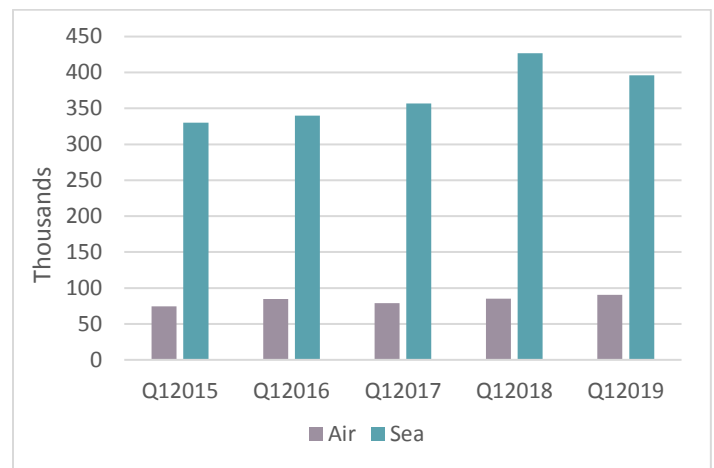
A visitor is a traveler taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose), other than to employed by a resident entity in the country or place visited (IRTS 2008¹).

Total sea arrivals are tourists arriving by cruise and yacht, with cruise visitors spending less than a day, and yacht visitors spending a day or more.

In the first quarter of 2019 (Q1 2019), a total of 486,766 visitor arrivals were recorded. A 5.0 % decline from Q1 2018 to Q1 2019, which can be attributed to a 7.2% decline in sea arrivals for the same time period (Figure 1). During 2015 – 2019, there has been a general trend of increasing visitor arrivals from the previous year, except for 2019. However, Q1 2019 recorded the second highest total visitor arrivals over the five-year period.

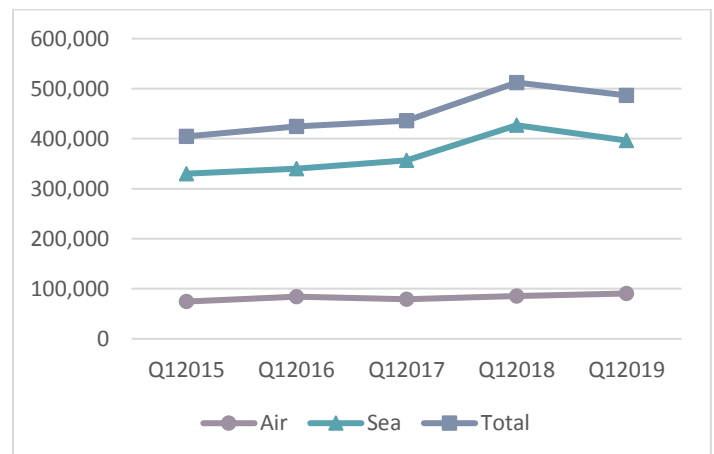
Q1 2015 recorded the lowest total visitor arrivals, while Q1 2018 recorded the highest total visitor arrivals during the time period. Q1 2018 recorded the largest increase of visitor arrivals compared to the previous year. There was an 17.5% increase from 435,762 of total visitor arrivals in 2017 to 512,179 in 2018 (Figure 2).

Figure 1: First Quarter (Q1) Total Visitor Arrivals (2015 -2019)



Source: Ministry of Tourism, May 2019

Figure 2: First Quarter (Q1) Total Visitor Arrivals (2015 – 2019)



Source: Ministry of Tourism, May 2019

¹ IRTS 2008 International Recommendations for Tourism Statistics



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AIR VISITOR ARRIVALS

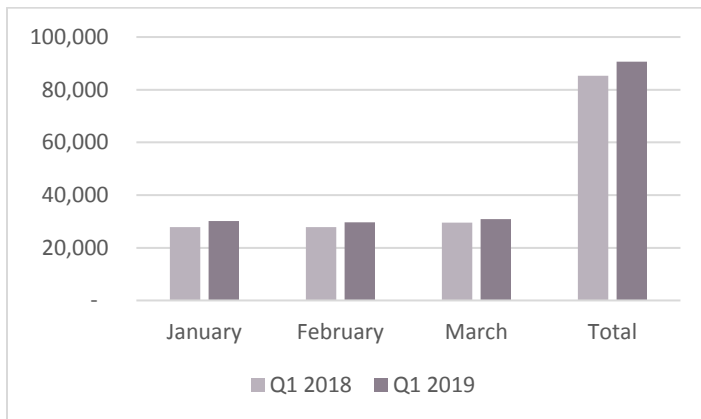
Table 2: First Quarter (Q1) Air Arrivals (2018 – 2019)

Month	Q1 2018	Q1 2019
January	27,895	30,096
February	27,829	29,669
March	29,547	30,854
Total	85,271	90,619

Source: Ministry of Tourism, May 2019

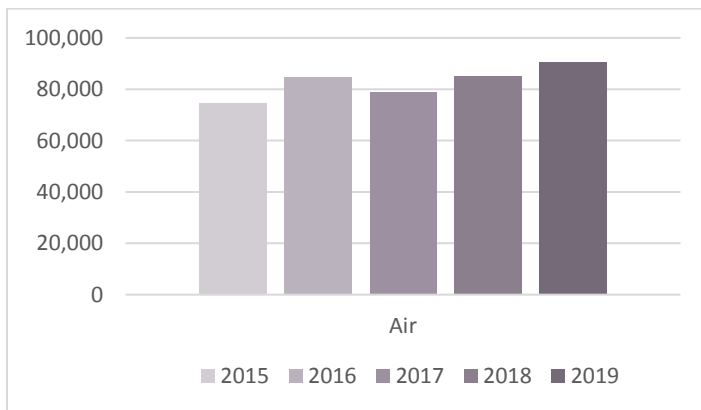
The first quarter of 2019 recorded 90,619 air visitor arrivals, 6.2% greater than the same period of 2018. The trend for the first quarter has been fairly consistent, with 2019 recording the largest arrival numbers for the five-year period (2015-2019). The average annual growth rate for the review period was 5.3%.

Figure 3: First Quarter (Q1) Air Arrivals by Month (2018 – 2019)



Source: Ministry of Tourism, May 2019

Figure 4: First Quarter Air Arrivals (2015 – 2019)



AIR VISITOR ARRIVALS -- SOURCE MARKETS

First quarter visitor arrivals from the United States and the United Kingdom increased 12.9% and 4.5% respectively, while Canadian visitors declined 4.3%. (See Figure 5).

Figure 5: First Quarter Air Arrivals by Country of Residence (2018 -2019)

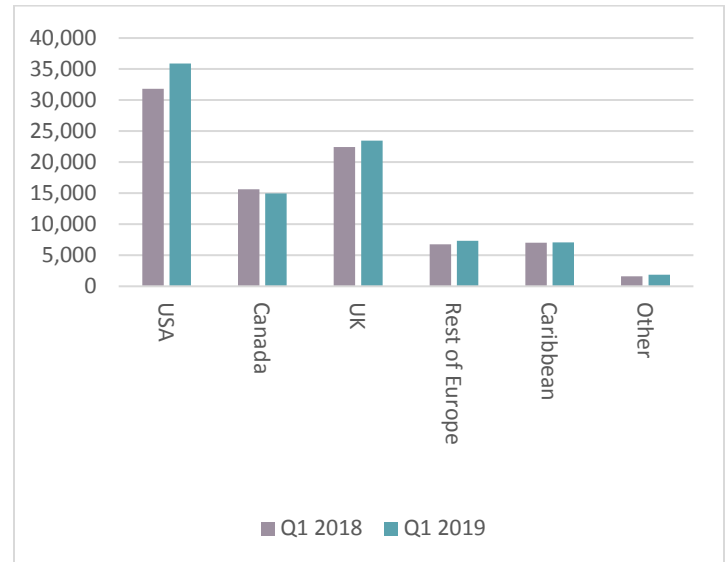
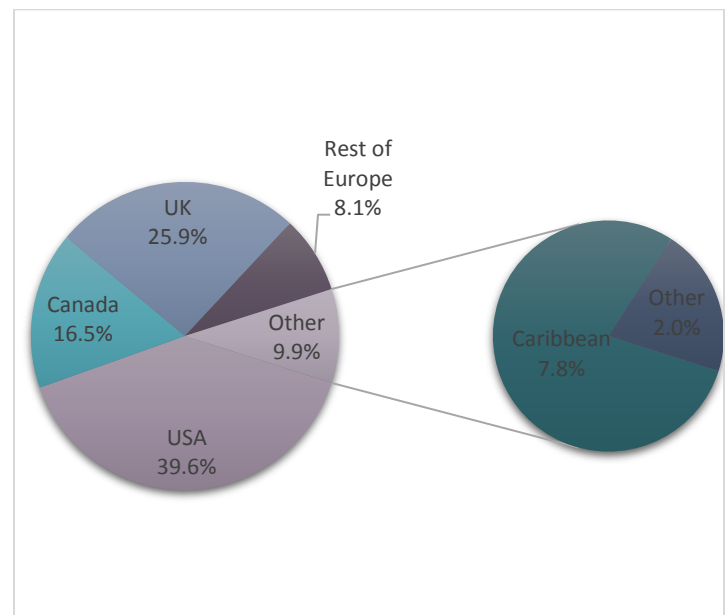


Figure 6: First Quarter Air Arrivals by Country of Residence 2019





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AIR VISITOR ARRIVALS -- SOURCE MARKETS

Table 3: First Quarter (Q1) Visitor Air Arrivals by Country of Residence (2018 – 2019)

Month	Q1 2018			Q1 2018 Total	Q1 2019			Q1 2019 Total	Δ% v 2018
	Jan-18	Feb-18	Mar-18		Jan-19	Feb-19	Mar-19		
Total Visitors	27,895	27,829	29,547	85,271	30,096	29,669	30,854	90,619	6.3%
USA	9,714	10,200	11,910	31,824	10,970	11,722	13,224	35,916	12.9%
Canada	5,311	5,079	5,235	15,625	4,800	4,752	5,404	14,956	-4.3%
Europe	9,967	9,786	9,450	29,203	11,261	10,297	9,261	30,819	5.5%
<i>of which: UK</i>	7,639	7,521	7,294	22,454	8,774	7,681	7,008	23,463	4.5%
Caribbean	2,271	2,267	2,462	7,000	2,399	2,273	2,400	7,072	1.0%
South America	153	102	132	387	142	155	120	417	7.8%
Central America	53	40	44	137	65	73	90	228	66.4%
Other Visitors	426	355	314	1,095	459	397	355	1,211	10.6%

Source: Ministry of Tourism, May 2019

Table 4: First Quarter (Q1) Air Arrivals for USA by Region (2018 – 2019)

Region ²	Q1 2018	Q1 2019	Δ% v Q1 2018	Share (%) Q1 2019 Total
West	2,985	3,718	24.6%	10.4%
Northeast	18,278	19,508	6.7%	54.3%
South	7,288	9,510	30.5%	26.5%
Midwest	3,273	3,180	-2.8%	8.9%
Total	31,824	35,916	12.9%	100.0%

Source: Ministry of Tourism, May 2019

The North East region of the United States of America (USA) accounted for most visitors, with New York and New Jersey being the states with the largest share of this total (See Table 4).

Table 5: First Quarter (Q1) Air Arrivals for Top Ten USA States (2019)

US State	Q1 2019	Share (%) of Total
New York	9,499	26.4%
New Jersey	2,996	8.3%
Florida	2,321	6.5%
Pennsylvania	1,913	5.3%
Connecticut	1,796	5.0%
California	1,633	4.5%
Massachusetts	1,443	4.0%
Texas	1,057	2.9%
Virginia	1,016	2.8%
Maine	979	2.7%
Total	24,653	68.6%

Source: Ministry of Tourism, May 2019

² US Census Bureau – Census Regions and Divisions (May 2019)



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AIR VISITOR ARRIVALS -- SOURCE MARKETS

Table 6: Canadian Air Arrivals by Province for First Quarter (Q1) – 2018 - 2019

Province	Q1 2018	Q1 2019
Ontario	10,847	10,402
Quebec	2,709	2,306
Alberta	651	677
British Columbia	566	559
Nova Scotia	293	385
New Brunswick	116	233
Saskatchewan	169	192
Manitoba	150	109
Prince Edward Island	61	50
New Foundland	58	39
Not Stated	5	4
Total	15,625	14,956

Source: Ministry of Tourism, May 2019



Table 7: British First Quarter (Q1) Air Arrivals for Top Ten Counties 2019

County	Q1 2019	Share (%) of Total
Greater London	12,255	52.2%
Hampshire & Isle of Wight	2,725	11.6%
Greater Manchester	2,268	9.7%
Surrey	519	2.2%
Kent	496	2.1%
Essex	442	1.9%
Scotland, Wales & N. Ireland	374	1.6%
Hertfordshire	264	1.1%
Oxfordshire	257	1.1%
West Sussex	192	0.8%
Total	19,792	84.4%

Source: Ministry of Tourism, May 2019



Ontario and Quebec are the provinces with the largest share within the Canadian market. The counties of Greater London, Hampshire & Isle of Wight and Greater Manchester contain the largest share of the UK market.



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AIR VISITOR ARRIVALS – EXPENDITURE

The Statistics Division in collaboration with the Ministry of Tourism conducts a monthly Visitor, Motivation, Expenditure and Satisfaction Survey (VMESS) at the V.C. Bird International Airport. The purpose of this sample survey is to capture the expenditure patterns of visitors to Antigua and Barbuda. Also, their motivation for traveling to the country and their satisfaction with the services and time spent in the country. Please note that all tables in the following sections are provisional and the Division finalizes the figures at the end of the year.

In the first quarter of 2019, the average daily expenditure of persons that visited the country by air was USD \$290.44. Visitors from the United States of America had the highest average daily expenditure of USD \$349.30 followed by visitors from Continental Europe with USD \$298.18 and then visitors from the Caribbean with USD \$263.11. Visitors from 'Other' had the lowest average daily expenditure per person with USD \$223.25. (See Table 8). The total estimated expenditure for visitors arriving by air during this period is USD \$238,738,375.

Table 8: Air Arrivals Visitor Expenditure for First Quarter (Q1) 2019

Country of Residence	Average Daily Expenditure per Person (USD)	Average Length of Stay	*Total Arrivals	Estimated Expenditure (USD)	Contribution by Market (%)
United States	349.30	8.0	35,069	97,996,378	41.0
Canada	244.52	8.9	14,850	32,317,154	13.5
United Kingdom	240.38	10.4	23,349	58,572,125	24.5
Europe	298.18	10.5	7,327	22,862,161	9.6
Latin America	234.50	14.9	641	2,239,804	0.9
Caribbean	263.11	11.6	6,910	21,157,762	8.9
Other	223.25	14.1	1,143	3,592,991	1.5
Total	290.44	9.4	89,289	238,738,375	100.0

* The total number of students (off-shore universities) have been removed from each market total

Table 9: Air Arrivals Visitor Expenditure for First Quarter (Q1) 2018

Country of Residence	Average Daily Expenditure per Person (USD)	Average Length of Stay	*Total Arrivals	Estimated Expenditure (USD)	Contribution by Market (%)
United States	313.24	7.8	30,958	75,639,332	35.6
Canada	209.83	8.6	15,489	28,013,942	13.2
United Kingdom	274.07	10.8	22,415	66,346,477	31.2
Europe	306.97	10.7	6,688	21,967,540	10.3
Latin America	157.24	10.3	521	843,791	0.4
Caribbean	255.48	9.5	6,862	16,654,702	7.8
Other	232.76	12.5	1,041	3,028,770	1.4
Total	277.73	9.2	83,974	212,494,554	100.0

* The total number of students (off-shore universities) have been removed from each market total



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AIR VISITOR ARRIVALS – PURPOSE OF VISIT

Most persons visiting Antigua and Barbuda come for vacation. Vacation visitors have been the most prevalent category consistently during the period with a 7.1% increase between 2018 and 2019. The number of persons visiting family and friends (VFR) has increased 21.3% between 2018 and 2019 and 36.6% increase in visitors traveling for Sports (See Table 10).

During the period 2018 and 2019, although there was a 6.3% increase of air visitor arrivals, there has been a significant decrease in some of the categories. There was a 39.7% decrease of persons that visited the country for honeymoons and weddings; visitors arriving by air traveling for yachting decreased by 27.3%;

Table 10: Air Visitor Arrivals by Purpose of Visit (Q1): 2018 – 2019

Purpose of Visit	Q1 2018	Q1 2019	Δ% v 2018
Vacation	71,416	76,499	7.1%
Business	2,478	1,996	-19.5%
Honeymoon ³	720	434	-39.7%
VFR ⁴	7,214	8,752	21.3%
Sports	262	358	36.6%
Study	1,130	1,002	-11.3%
Yachting	1,656	1,204	-27.3%
Other	395	374	-5.3%
Total	85,271	90,619	6.3%

AIR VISITOR ARRIVALS – TYPE OF ACCOMMODATION

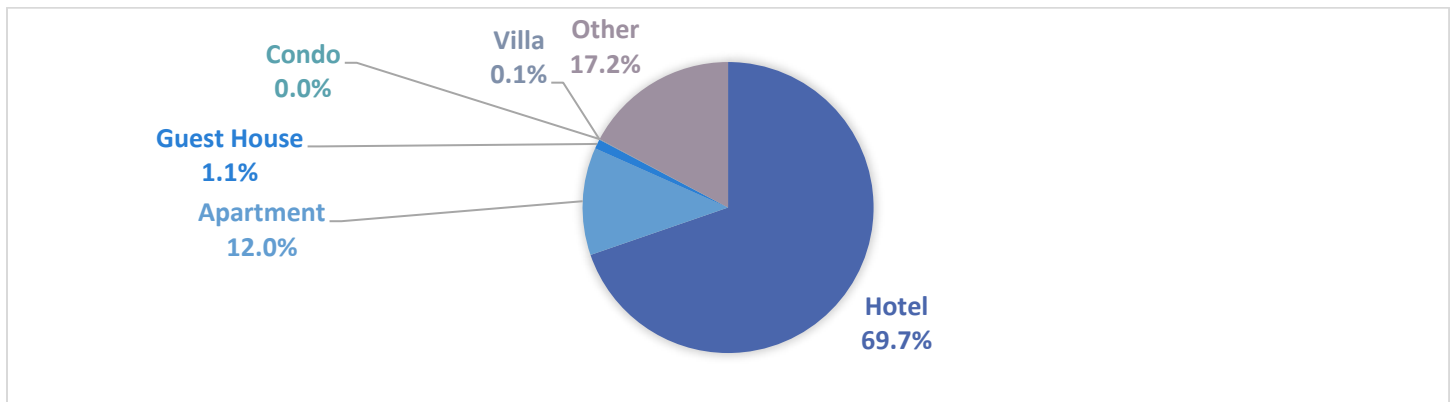
Most visitors opt to stay in hotels, which shows that most visitors preferred commercial accommodation types to private residential accommodation. For both years, 2018 and 2019, hotels was the most popular accommodation type in which visitors stayed. There was approximately a 6.5% increase in the number of visitors that stayed in hotels in 2019 compared to 2018. (See Table 11)

In the first quarter of 2019, approximately seven out of ten (69.7 %) visitors arriving by air stayed at a hotel. While, approximately one out of eight persons stayed at an apartment. Visitors staying at Guest Houses, Condos and were less than one percent for each individual category. Approximately seventeen percent (17.2%) of persons arriving by air stayed at other type of accommodations. (See Figure 6)

Table 11: Air Visitor Arrivals by Type of Accommodation (Q1): 2018 – 2019

Type of Accommodation	Q1 2018	Q1 2019
Hotel	59,313	63,175
Apartment	10,881	10,830
Guest House	1,166	959
Villa	58	53
Condo	47	10
Other	13,806	15,592
Grand Total	85,271	90,619

Figure 6: Air Visitor Arrivals by Type of Accommodation 2019



³ This category also includes destination weddings.

⁴ VFR: Visiting Friends and Relatives



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AIR VISITOR ARRIVALS by AGE GROUP

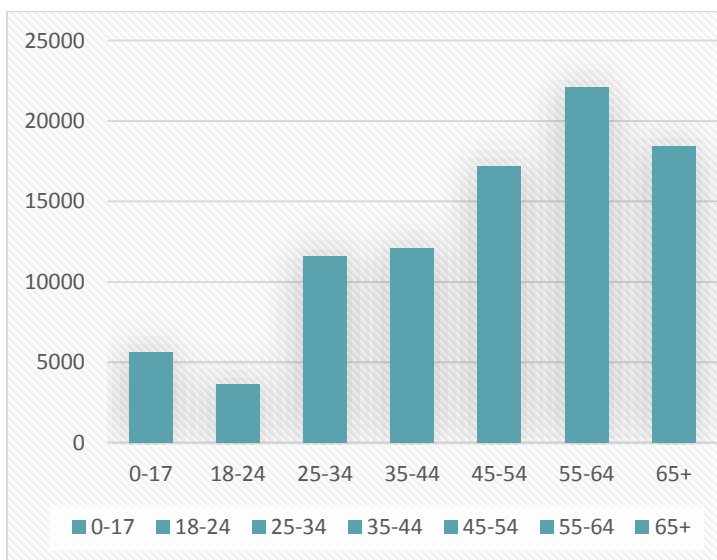
Consistently, for both time periods (2018 and 2019), it is observed that most visitors were older than 45 years. Growth has also been observed in most age categories when comparing 2018 and 2019 in particularly the 55-64 and 65+ age groups. There largest increase was recorded in the 65+ age group (16.1%) followed by an 11.1% increase in the 55-64 year age group. The only group to decrease in visitors is the 0-17-year age group. (See Table 12)

Table 12: Air Visitor Arrivals by Age Group (Q1): 2018 -2019

Age (years)	Q1 2018	Q1 2019	Δ% v 2018
0-17	6,270	5,601	-10.7%
18-24	3,578	3,616	1.1%
25-34	10,894	11,587	6.4%
35-44	11,825	12,099	2.3%
45-54	16,934	17,167	1.4%
55-64	19,880	22,095	11.1%
65+	15,890	18,454	16.1%
Total	85,271	90,619	6.3%

Source: Ministry of Tourism, May 2019

Figure 7: Visitor Air Arrivals by Age Group (Q1): 2019



Source: Ministry of Tourism, May 2019

AIR VISITOR ARRIVALS by LENGTH OF STAY

The average length of stay for the first quarter of 2019 has remained consistent (approximately 9 nights) with 2018. During 2019 visitors from UK and Other Europe stayed on average 10 nights, 10.4 and 10.5 respectively, while visitors from Canada stayed 8.9 nights during their visit. Visitors from the USA stayed 8.0 nights. Visitors from Latin America stayed almost 14.9 nights when the visited the country. Visitors from the Caribbean stayed 11.6 nights (See Table 13)

Table 13: Air Arrivals by Length of Stay (Q1): 2018 -2019

Country of Residence	Q1 2018	Q1 2019
USA	7.8	8.0
Canada	8.6	8.9
UK	10.8	10.4
Other Europe	10.7	10.5
Caribbean	9.5	11.6
Latin America	10.3	14.9
Other	12.5	14.1
Total	9.2	9.4

Source: Ministry of Tourism, May 2019

Table 14: Air Arrivals by Purpose of Visit and Length of Stay (Q1): 2018 - 2019

Purpose of Visit	Q1 2018	Q1 2019
Business	8.7	12.9
Carnival/Festivals	6.0	3.5
Conference/Workshop	6.7	9.4
Honeymoon/ Wedding	7.6	7.6
Leisure, Recreation and Holidays	8.7	8.7
Sports	10.3	11.7
Visiting Friends & Relatives	14.1	15.5
Yachting	12.8	12.3
Total	9.2	9.4

Source: Ministry of Tourism, May 2019



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SEA ARRIVALS – CRUISE AND YACHT

The first quarter is the main component of the high season of the cruise industry. The number of cruise passengers for this time period from 2015-2019 experienced an average annual growth rate of 5.2%. However, there was a decline of 7.5% from 2018 to 2019. Table 16 shows the distribution of the cruise passengers by nationality under the review period. USA and UK followed by France and Germany were the countries with the major share of this market.

Table 15: Cruise Arrivals by Calls and Passengers (Q1): 2015 – 2019

Years	Calls	Passengers
Q1 2015	182	320,401
Q1 2016	164	330,846
Q1 2017	194	347,383
Q1 2018	237	417,517
Q1 2019	200	386,025
Δ% v 2018	-15.6%	-7.5%

Source: Ministry of Tourism, May 2019

Table 16: Cruise Passenger Arrivals by Country of Residence (Q1); 2019

Country of Residence	Q1 2019
USA	136,646
Canada	34,420
UK	83,410
Germany	37,237
Switzerland	1,691
Italy	16,465
France	40,315
Other Europe	16,622
Caribbean	2,574
South America	6,794
Other	9,851
Total	386,025

Source: Ministry of Tourism, May 2019

YACHT ARRIVALS

The first quarter is also a major part of the high season of the yachting sector. A 7.8% increase in yacht passengers was observed, with an average increase of 1.1% from 2015 – 2019 within the same time period. (See Table 17).

Table 17: Yacht Arrivals by Calls and Passengers (Q1): 2015 – 2019

Year	Yacht Vessels	Yacht Passengers
Q1 2015	1,949	9,688
Q1 2016	1,692	8,980
Q1 2017	2,111	9,397
Q1 2018	1,805	9,391
Q1 2019	1,934	10,122
Δ% v 2018	7.1%	7.8%

Source: Ministry of Tourism, May 2019



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