



TOURISM STATISTICS BULLETIN

SECOND QUARTER 2019

Statistics Division

Ministry of Finance and Corporate Governance



Table 1: Second Quarter (Q2) Total Visitor Arrivals (2015 – 2019)

Mode	Q2 2015	Q2 2016	Q2 2017	Q2 2018	Q2 2019	Δ% v 2015	Δ% v 2016	Δ% v 2017	Δ% v 2018
Air	58,922	60,998	58,673	62,868	70,666	3.5	-3.8%	7.1%	12.4%
Sea	83,648	62,251	87,077	90,221	78,929	-25.6	39.9%	3.6%	-12.5%
Total	142,570	123,249	145,750	153,089	149,595	-13.6	18.3%	5.0%	-2.3%

Source: Ministry of Tourism, May 2020 * Δ%= Percentage change (year on year)

INTRODUCTION

This report is an overview of second quarter, which contains the months of April, May and June. This report highlights the key performance indicators for the tourism industry, mainly visitor arrivals by both air and sea to Antigua and Barbuda.

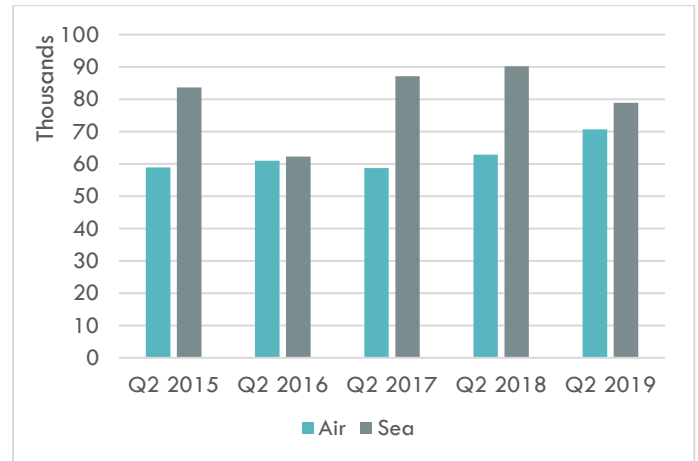
A visitor is a traveler taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose), other than to be employed by a resident entity in the country or place visited (IRTS 2008¹).

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.

Visitor arrivals to Antigua and Barbuda numbered 149,595 during the second quarter of 2019. This is a 2.3% decrease compared to the second quarter of 2018. Although visitor arrivals by air increased 12.4% over the period, sea arrivals declined by 12.5%

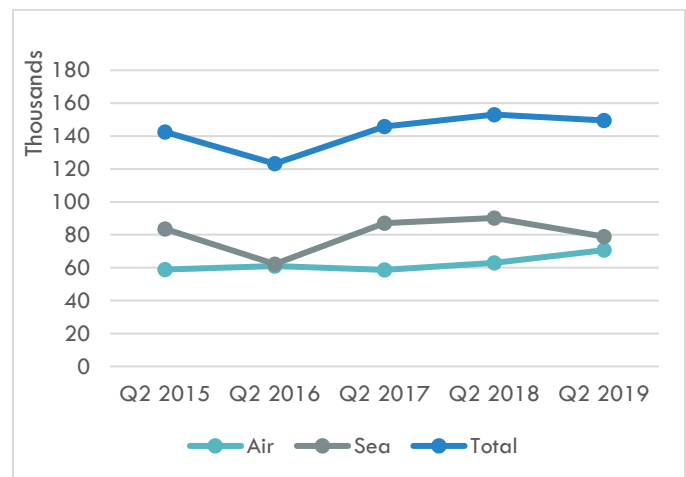
During the period 2015 to 2019, sea arrivals fluctuated the most, increasing 39.9% from 2016 to 2017, and declining 12.5% from 2018 to 2019. The trend of total visitor arrivals mirrors that of sea arrivals, while air arrivals were shown to be mainly consistent, spiking in 2019, a growth of 12.4%.

Figure 1: Second Quarter Visitor Arrivals to Antigua and Barbuda: 2015 - 2019



Source: Ministry of Tourism, May 2020

Figure 2: Second Quarter Visitor Arrivals to Antigua and Barbuda (2015 – 2019)



Source: Ministry of Tourism May 2020

¹ IRTS 2008 International Recommendations for Tourism Statistics



AIR VISITOR ARRIVALS

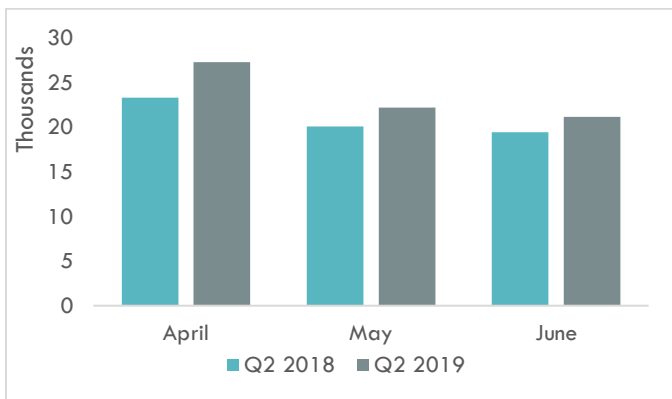
Table 2: Second Quarter (Q2) Air Arrivals (2018 – 2019)

Month	Q2 2018	Q2 2019
April	23,322	27,302
May	20,089	22,190
June	19,457	21,174
Total	62,868	70,666

Source: Ministry of Tourism, May 2020

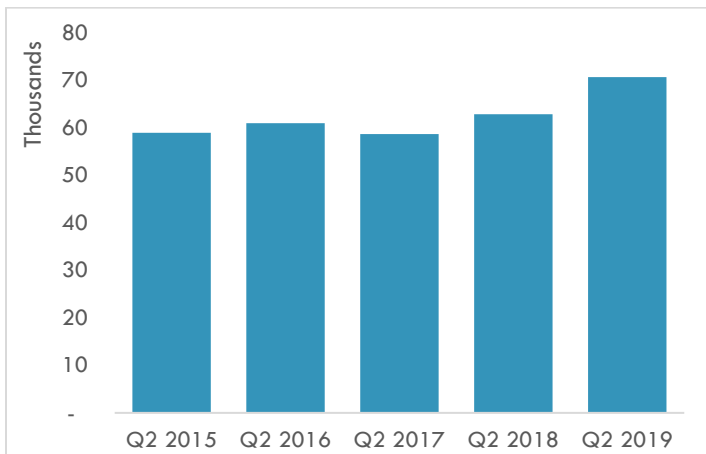
The second quarter of 2019 recorded 70,666 air visitor arrivals, 12.4% more than the previous year. This quarter was also the best performing second quarter. The average annual growth rate for the review period (2015-2019) was 4.8%.

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



Source: Ministry of Tourism, May 2020

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

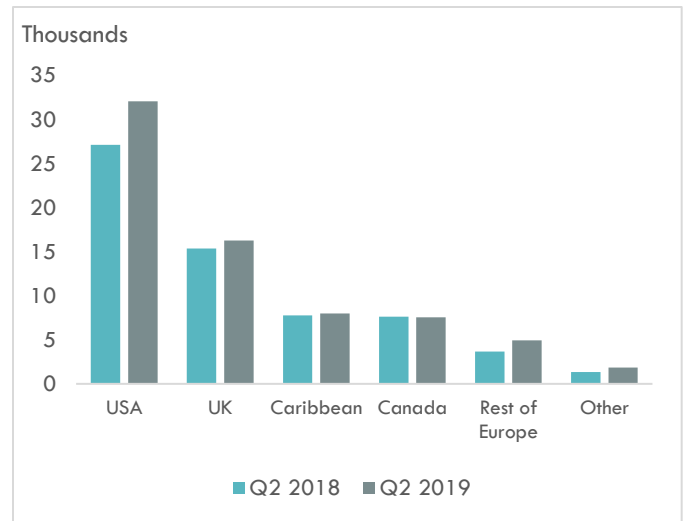


Source: Ministry of Tourism, May 2020

AIR VISITOR ARRIVALS – SOURCE MARKETS

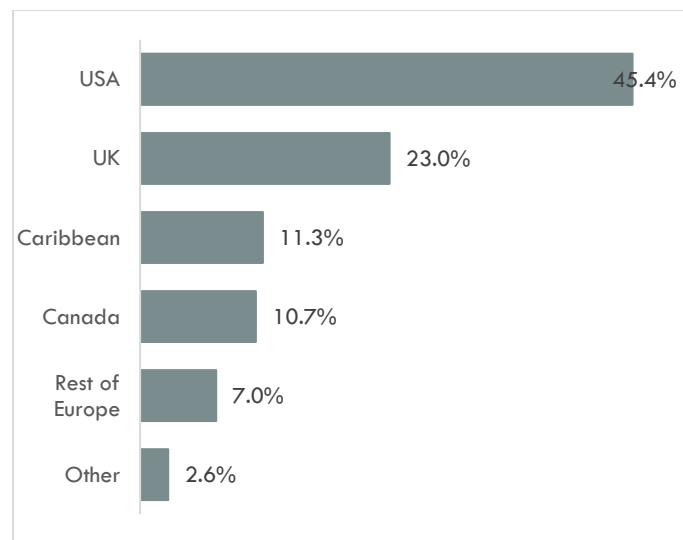
Second quarter visitor arrivals from the United States of America (USA) and the United Kingdom (UK) increased 18.3% and 5.7% respectively from the second quarter of 2018 to the second quarter of 2019, while the number of Canadian visitors declined slightly at 0.9% (Figure 5).

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



Source: Ministry of Tourism, May 2020

Figure 6: Second Quarter Air Arrivals by Country of Residence 2019 (Percent share)



Source: Ministry of Tourism, May 2020



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AIR VISITOR ARRIVALS – SOURCE MARKETS cont...

Table 3: Second Quarter (Q2) Visitor Air Arrivals by Country of Residence (2018 – 2019)

Country of Residence	April	May	June	Q2 2018 Total	April	May	June	Q2 2019 Total
Total Visitors	23,322	20,089	19,457	62,868	27,302	22,190	21,174	70,666
USA	9,486	8,672	8,957	27,115	11,709	10,093	10,276	32,078
Canada	3,656	2,204	1,758	7,618	3,634	2,298	1,621	7,553
Europe	7,205	6,051	5,786	19,042	8,312	6,904	5,987	21,203
of which: UK	5,492	5,266	4,621	15,379	6,038	5,653	4,561	16,252
Caribbean	2,532	2,748	2,490	7,770	2,907	2,340	2,747	7,994
South America	97	122	81	300	203	143	106	452
Central America	46	32	77	155	154	77	78	309
Other Visitors	300	260	308	868	383	335	359	1,077

Source: Ministry of Tourism, May 2020

During the second quarter of 2019, most visitors that arrived by air were from the North East region of the United States of America (USA), with New York and New Jersey being the states with the largest share of this total (See Tables 4 and 5).

Table 4: Top Ten USA States Second Quarter (Q2) Air Arrivals (2019)

US State	Q2 2019	Share (%) of Total
New York	8,159	25.4%
New Jersey	2,980	9.3%
Florida	2,192	6.8%
Texas	1,694	5.3%
California	1,640	5.1%
Pennsylvania	1,592	5.0%
Connecticut	1,440	4.5%
North Carolina	1,073	3.3%
Virginia	973	3.0%
Massachusetts	947	3.0%

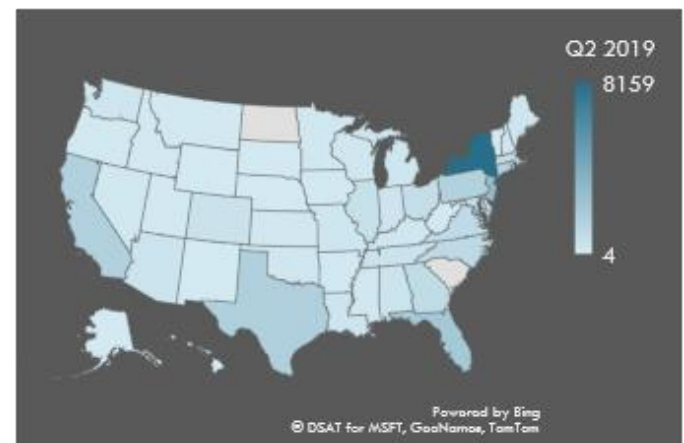
Source: Ministry of Tourism, May 2020

Table 5: Second Quarter (Q2) Air Arrivals for USA by Region (2018 – 2019)

Region	Q2 2018	Q2 2019	Δ% ² v Q2 2018	Share (%) Q2 Total
West	2,991	3,244	8.5%	10.1%
Northeast	13,763	15,844	15.1%	49.4%
South	8,310	10,212	22.9%	31.8%
Midwest	2,018	2,769	37.2%	8.6%
Total	27,082	32,069	18.4%	100.0%

Source: Ministry of Tourism, May 2020

Figure 7: Second Quarter USA States Heat Map (2019)



Source: Ministry of Tourism, May 2020

² Percentage change (year on year)



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AIR VISITOR ARRIVALS – SOURCE MARKETS

Table 6: Canadian Air Arrivals by Province for Second Quarter (Q2) – 2019

Province	Q2 2019	Share (%)
Ontario	4,852	64.2%
Quebec	1,824	24.1%
Alberta	296	3.9%
British Columbia	262	3.5%
Nova Scotia	147	1.9%
New Brunswick	54	0.7%
Newfoundland	48	0.6%
Saskatchewan	30	0.4%
Manitoba	24	0.3%
Prince Edward Island	13	0.2%
Not Stated	3	0.0%
Grand Total	7,553	100.0%

Source: Ministry of Tourism, May 2020

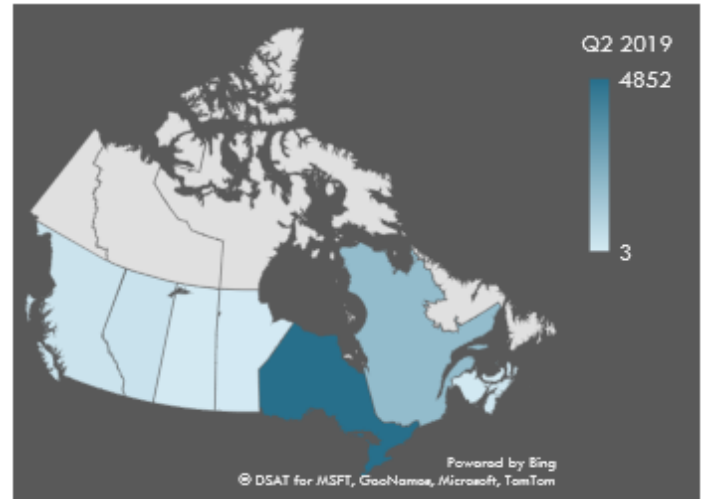
Table 7: British Second Quarter (Q2) Air Arrivals for Top Ten Counties 2019

County	Q2 2019	Share (%)
Greater London	6,862	45.6%
Greater Manchester	1,099	7.3%
Hampshire & Isle of Wight	1,050	7.0%
Essex	640	4.3%
Kent	582	3.9%
Surrey	539	3.6%
West Sussex	333	2.2%
Scotland	292	1.9%
Hertfordshire	269	1.8%
Berkshire	255	1.7%

Source: Ministry of Tourism, May 2020

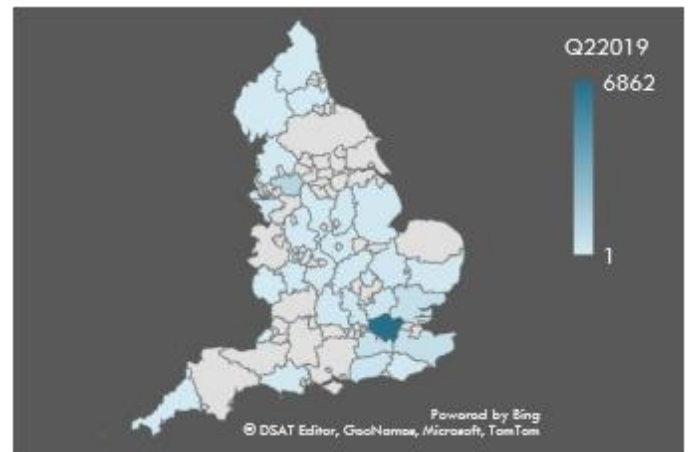
Ontario (64.2%) and Quebec (24.1%) are the provinces with the largest share within the Canadian market as shown in Table 6. The counties of Greater London (45.6%), Greater Manchester (7.3%) and Hampshire & Isle of Wight (7.0%) have the largest share of the UK market. These results are consistent with the same time period in 2018.

Figure 8: Second Quarter Canadian Provinces Heat Map (2019)



Source: Ministry of Tourism, May 2020

Figure 9: Second Quarter Canadian Provinces Heat Map (2019)



Source: Ministry of Tourism, May 2020



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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. The average daily expenditure is calculated by computing the average amount that each visitor spends per day during their trip. This information is extracted from the line item expenditure provided by each travel party that fills out the VMESS.

The average daily expenditure³ of persons that visited the country by air is US\$ 295.70. Visitors from the United States of America had the highest average daily expenditure of US\$ 352.65 followed by visitors from Continental Europe with US\$ 261.00. Visitors from Canada had the lowest average daily expenditure per person with US\$ 212.13 (See Table 8). The total estimated expenditure for visitors arriving by air during this period is US\$ 175,081,988.

Table 8: Air Arrivals Visitor Expenditure for Second Quarter 2019

Country of Residence	Average Daily Expenditure per Person (USD)	Average Length of Stay	Total Arrivals	Estimated Expenditure (USD)	Contribution by Market (%)
United States	352.65	7.6	31,909	85,520,587	48.2
Canada	212.13	8.4	7,535	13,426,556	7.6
United Kingdom	240.84	9.9	16,238	38,716,523	21.8
Continental Europe	261.00	9.9	4,947	12,782,553	7.2
Latin America	234.23	16.3	760	2,901,641	1.6
Caribbean	223.64	11.0	7,969	19,604,059	11.1
Other	267.16	15.4	1,070	4,402,262	2.5
Total	295.70	8.5	70,428	177,354,182	100.0

Source: Statistics Division, MOFCG: May 2020

Table 9: Air Arrivals Visitor Expenditure for Second Quarter 2018

Country of Residence	Average Daily Expenditure per Person (USD)	Average Length of Stay	Total Arrivals	Estimated Expenditure (USD)	Contribution by Market (%)
United States	335.55	7.7	26,945	69,619,206	48.4
Canada	206.94	8.2	7,585	12,822,611	8.9
United Kingdom	214.23	9.9	15,343	32,665,798	22.7
Continental Europe	218.16	9.9	3,654	7,859,873	5.5
Latin America	170.12	10.1	444	765,333	0.5
Caribbean	244.54	10	7,627	18,653,547	13
Other	170.12	10.7	846	1,540,001	1.1
Total	273.52	8.4	62,444	143,926,368	100.0

Source: Statistics Division, MOFCG: May 2020

³ The Average Daily Expenditure and Total Estimated Expenditure does not include students from off-shore universities



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AIR VISITOR ARRIVALS – PURPOSE OF VISIT

Vacation was the most popular reason for visiting Antigua, regardless of the review period, with an 11.8% increase between the second quarter of 2018 and 2019. The number of persons *Visiting Friends and Family (VFR)* increased 15.6% and there was a 53.1% increase in *Honeymoon/Wedding* visitors. Persons visiting for *Yachting* purposes declined substantially with a decrease of 39.6%.

The number of business travelers declined 16.5% during the period and there was 6.8% decrease for persons visiting for sports (See Table 10).

Table 10: Second Quarter (Q2) Air Visitor Arrivals by Purpose of Visit: 2018 – 2019

Purpose of Visit	Q2 2018	Q2 2019	Δ% v 2018
Vacation	51,171	57,185	11.8%
VFR	5,915	6,836	15.6%
Honeymoon/ Wedding	1,605	2,457	53.1%
Business	2,333	2,718	16.5%
Sports	414	442	6.8%
Yachting	485	293	-39.6%
Study	224	238	6.3%
Other	721	497	-31.1%
Grand Total	62,868	70,666	12.4%

Source: Ministry of Tourism, May 2020

AIR VISITOR ARRIVALS – TYPE OF ACCOMMODATION

Hotels are the most popular accommodation choice, which shows that most visitors preferred commercial accommodation types to private residential accommodation during the review period in 2018 and 2019 (See Table 11).

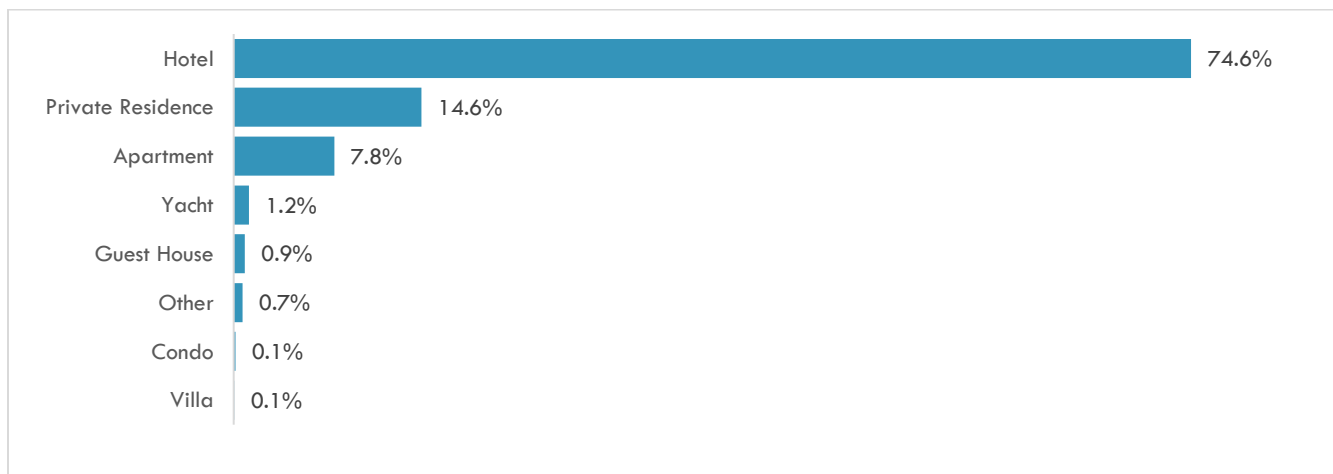
In the second quarter of 2019, roughly three out of four (74.6%) visitors arriving by air stayed at a hotel, while, 7.8% visitors opted for an apartment. Visitors staying at Guest Houses, Condos and Villas were less one percent for each individual category. Less than seventeen percent (16.5 %) of persons arriving by air stayed at other type of accommodations (See Figure 6).

Table 11: Second Quarter (Q2) Air Visitor Arrivals by Type of Accommodation: 2018 – 2019

Type of Accommodation	Q2 2018	Q2 2019
Hotel	45,933	52,713
Private Residence	9,359	10,339
Apartment	5,469	5,542
Yacht	1,073	845
Guest House	699	613
Other	283	484
Condo	19	93
Villa	33	37
Grand Total	62,868	70,666

Source: Ministry of Tourism, May 2020

Figure 10: Percentage Share of Second Quarter Air Visitor Arrivals by Type of Accommodation (2019)



Source: Ministry of Tourism, May 2020



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AIR VISITOR ARRIVALS by AGE GROUP

In 2019, the majority of visitors were between 18 and 44 years of age. A little more than one out of four visitors (25.9%) were 35 to 44 years old. One out of five visitors (20.5%) were 18 to 24 years old and 19.4% were 25 to 34 years old. Persons aged 65 and older accounted for 2.0% of visitors in 2019 (See Table 12).

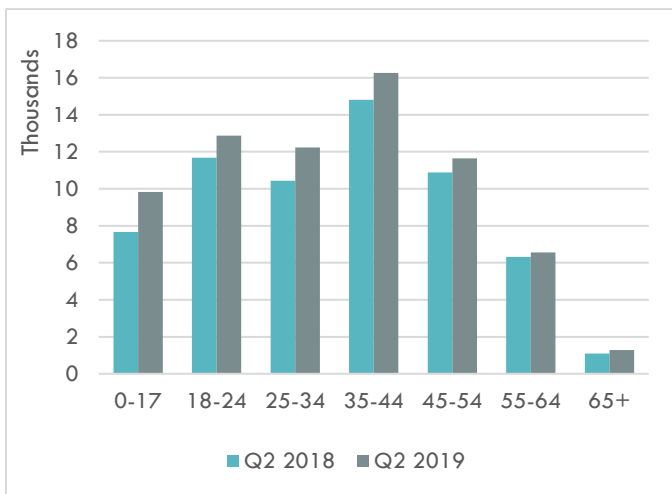
The age distribution were very similar in both years, however, there was an increase in the number of visitors in each age group. There was a 17.2% increase in visitors aged 25 to 34 and a 9.8% increase in visitors aged 35 to 44 (See Figure 7).

Table 12: Second Quarter (Q2) Air Visitor Arrivals by Age Group: 2018 -2019

Age Group (Years)	Q2 2018	Q2 2019
0-17	7,657	9,820
18-24	11,677	12,874
25-34	10,434	12,227
35-44	14,804	16,257
45-54	10,884	11,642
55-64	6,322	6,560
65+	1,090	1,286
Grand Total	62,868	70,666

Source: Ministry of Tourism, May 2020

Figure 11: Second Quarter Air Visitor Arrivals Age Distribution: 2019



Source: Ministry of Tourism, May 2020

AIR VISITOR ARRIVALS by LENGTH OF STAY

The average length of stay for the second quarter of 2019 was 8.5 nights. During 2019 visitors from UK and Other Europe both stayed for 9.9 nights, while visitors from Canada stayed 8.4 nights during their visit. Visitors from the USA stayed 7.6 nights while visitors from the Caribbean stayed 11.0 nights. Visitors from Latin America stayed the longest (16.3) See Table 13.

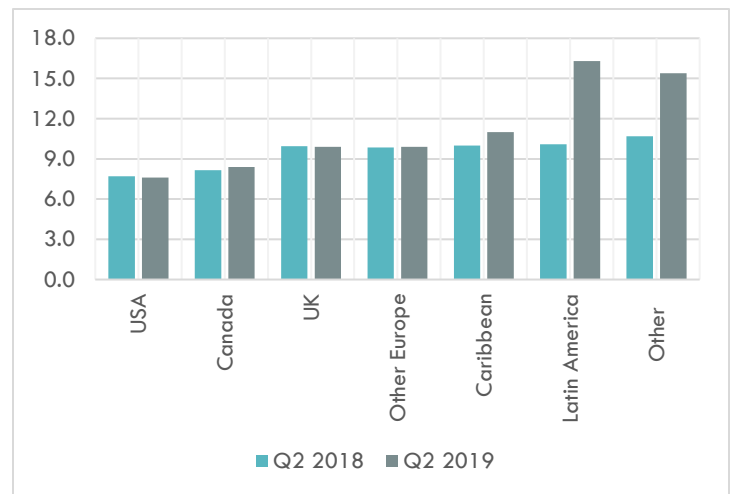
In 2018, the average length of stay was 8.4 nights. Caribbean visitors stayed on average for 10.0 nights and visitors from Latin America stayed 10.1 nights. Visitors from the UK stayed 9.9 nights.

Table 13: Second Quarter (Q2) Air Arrivals by Length of Stay: 2018 -2019

Country of Residence	Q2 2018	Q2 2019
USA	7.7	7.6
Canada	8.2	8.4
UK	9.9	9.9
Other Europe	9.9	9.9
Caribbean	10.0	11.0
Latin America	10.1	16.3
Other	10.7	15.4
Total	8.4	8.5

Source: Ministry of Tourism, May 2020

Figure 12: Second Quarter Air Visitor Arrivals by Length of Stay (2018 – 2019)



Source: Ministry of Tourism, May 2020



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CRUISE ARRIVALS

The second quarter is normally a time of low cruise activity. There was a decline of 13.0% in cruise calls and 12.9% decline in cruise passenger arrivals (Table 14). Table 15 shows the distribution of the cruise passengers by nationality under the review period. USA and UK followed by Canada and Germany were the countries with the major share of this sector.

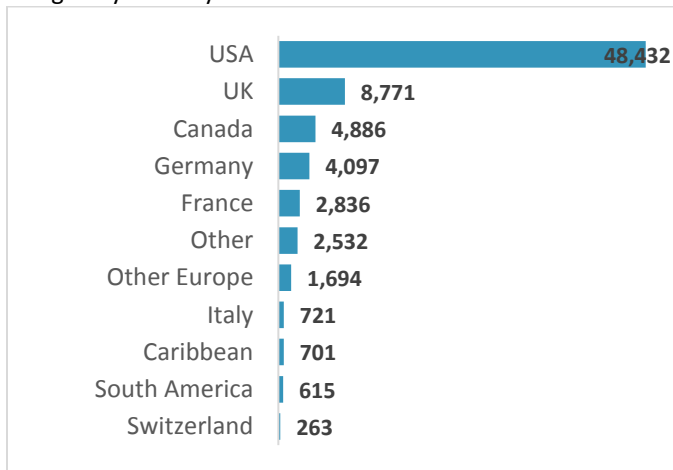
Table 14: Second Quarter (Q2) Cruise Arrivals by Calls and Passengers: 2015 – 2019

Year	Calls	Passenger
Q2 2015	33	79,852
Q2 2016	27	58,490
Q2 2017	42	82,422
Q2 2018	46	86,718
Q2 2019	40	75,548
Δ%* v 2018	-13.0%	-12.9%

Source: Ministry of Tourism, April 2020

*- Percentage change compared to previous quarter

Figure 13: Second Quarter (Q2) Cruise Passenger Visitors to Antigua by Country of Residence



Source: Ministry of Tourism, April 2020

YACHT ARRIVALS

The second quarter is also a major part of the high season of the yachting sector, inclusive of Antigua Sailing Week, which is a major yacht regatta occurring on an annual basis. A decline of 3.5% in yacht passengers was observed, with an overall decrease of 10.9% from 2015 – 2019 for the same time period. (See Table 16).

Table 16: Second Quarter (Q2) Yacht Arrivals by Calls and Passengers: 2015 – 2019

Year	Yacht Vessels	Yacht Passengers
Q2 2015	955	3,796
Q2 2016	1,001	3,761
Q2 2017	1,199	4,655
Q2 2018	938	3,503
Q2 2019	949	3,381
Δ% v 2018	1.2%	-3.5%

Source: Ministry of Tourism, April 2020



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