



TOURISM STATISTICS BULLETIN

THIRD QUARTER 2019

Statistics Division

Ministry of Finance and Corporate Governance



Table 1: First Quarter (Q3) Total Visitor Arrivals (2015 – 2019)

Mode	Q3 2015	Q3 2016	Q3 2017	Q3 2018	Q3 2019	Δ% v 2015	Δ% v 2016	Δ% v 2017	Δ% v 2018
Air	50,172	54,621	48,354	52,493	54,808	-8.9%	-11.5%	8.6%	4.4%
Sea	40,033	26,098	19,518	26,631	32,278	-34.8%	-25.2%	36.4%	21.2%
Total	90,205	80,719	67,872	79,124	87,086	-10.5%	-15.9%	16.6%	10.1%

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

INTRODUCTION

This report is an overview of third quarter (Q3) key performance indicators for the tourism industry, mainly visitor arrivals by both air and sea.

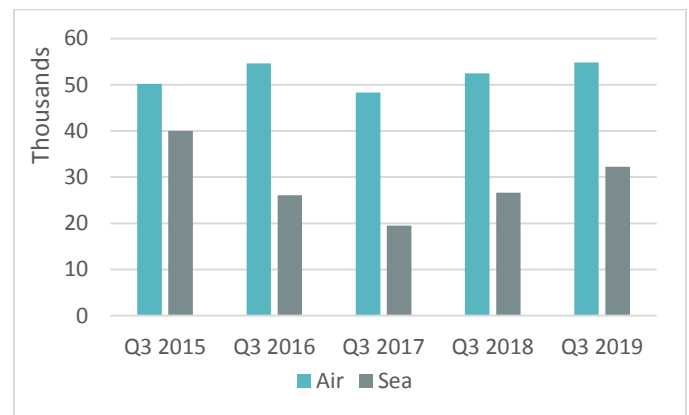
A visitor is a traveler taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose), other than to employed by a resident entity in the country or place visited (IRTS 2008¹).

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.

During the third quarter of 2019 (Q3 2019), a total of 87,086 visitor arrivals were recorded. This quarter falls within the low season of the tourism industry, therefore considerably less visitors compared to other quarters within the year would be observed.

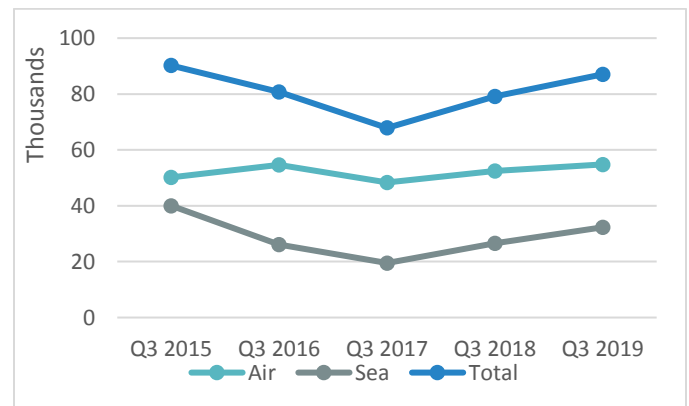
There was an increase of 10.1% in visitor arrivals during the third quarter of 2019 compared to the third quarter of 2018. This was driven by a 21.2% increase in visitors arriving by sea. During the third quarter of 2019 the second highest number of visitor arrivals was recorded over the period 2015 to 2019. The highest number of visitor arrivals recorded during the period was 90,205 in 2015.

Figure 1: Third Quarter (Q3) Visitor Arrivals (2015 – 2019)



Ministry of Tourism, May 2020

Figure 2: Third Quarter (Q3) Visitor Arrivals (2015 – 2019)



Ministry of Tourism, May 2020

¹ IRTS 2008 International Recommendations for Tourism Statistics



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AIR VISITOR ARRIVALS

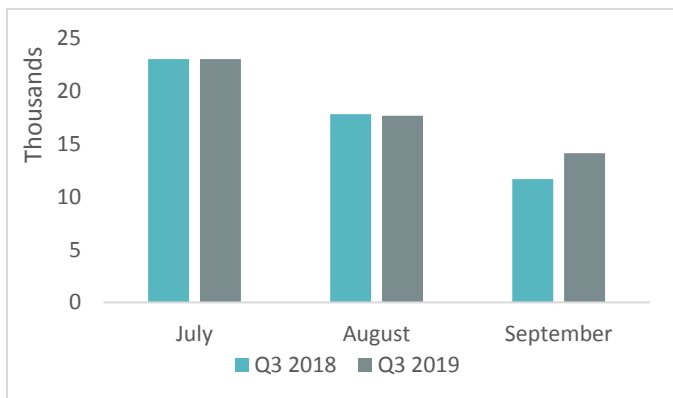
Table 2: Third Quarter (Q3) Air Arrivals (2018 – 2019)

Month	Q3 2018	Q3 2019
July	23,009	23,031
August	17,828	17,653
September	11,656	14,124
Total	52,493	54,808

Source: Ministry of Tourism, May 2020

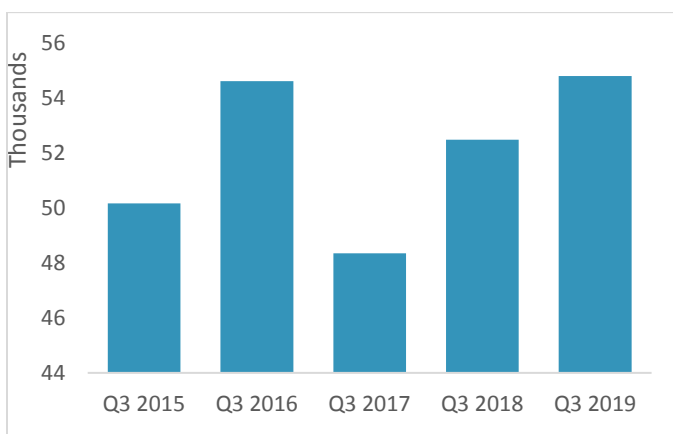
During the third quarter of 2019, there was an increase of visitor arrivals by air of 4.4% compared to the same period of 2018. During the third quarters of both years, the month with the greater number of arrivals was July, which coincides with the beginning of the Carnival season.

Figure 3: Third Quarter (Q3) Air Arrivals by Month (2018 – 2019)



Source: Ministry of Tourism, May 2020

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

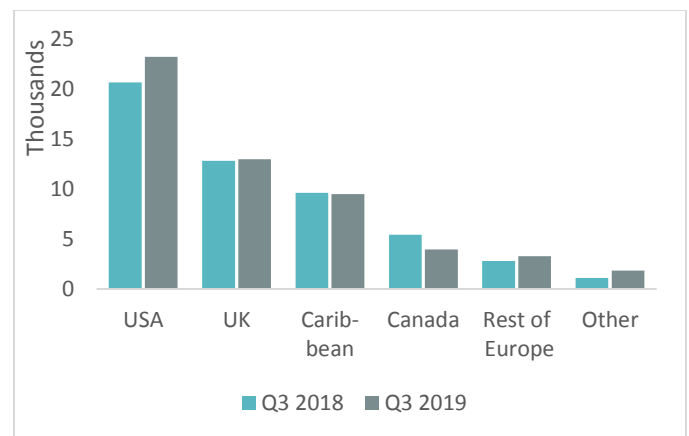


Ministry of Tourism, May 2020

AIR VISITOR ARRIVALS -- SOURCE MARKET

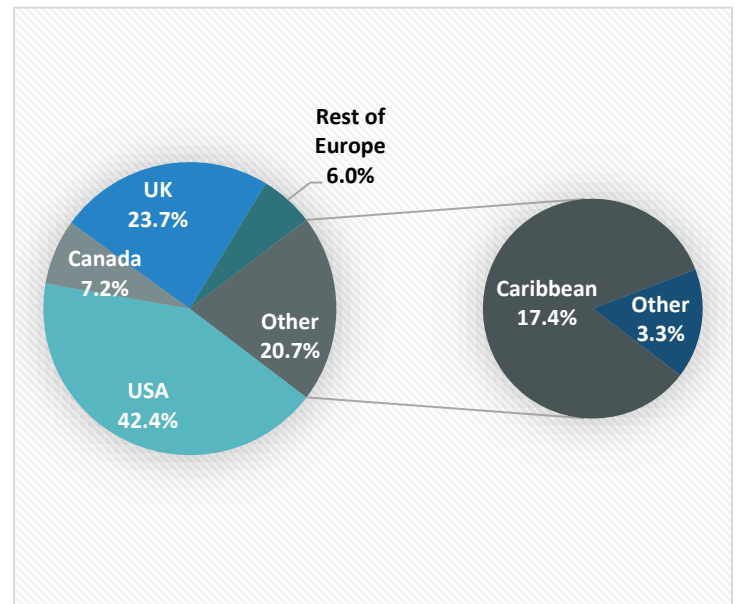
Canadian visitors arriving by air declined 27.2% in the third quarter of 2019 compared to the same time period of 2018. This is note-worthy as Canada traditionally has the third-largest market share. It was observed that the Caribbean has replaced Canada in this quarter of 2019 as the third-largest source market (See Figure 5).

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



Ministry of Tourism, May 2020

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



Ministry of Tourism, May 2020



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AIR VISITOR ARRIVALS -- SOURCE MARKETS

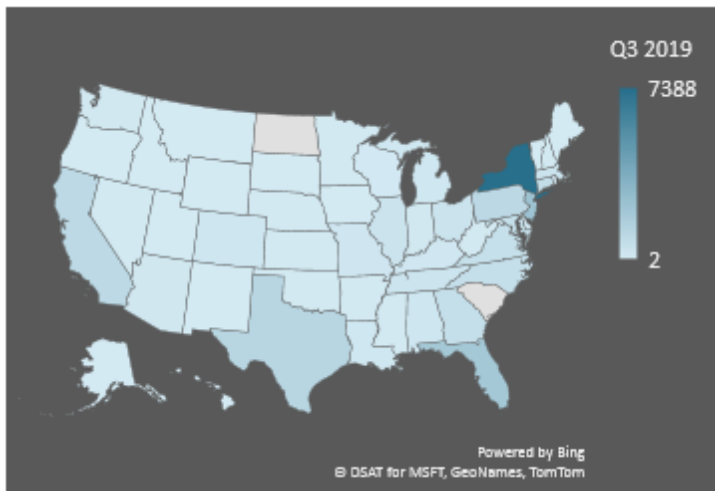
Table 3: Third Quarter (Q3) Visitor Air Arrivals by Country of Residence (2018 – 2019)

Country of Residence	Q3 2018			Q3 2018 Total	Q3 2019			Q3 2019 Total
	July	August	September		July	August	September	
Total Visitors	23,009	17,828	11,656	52,493	23,031	17,653	14,124	54,808
USA	10,051	6,332	4,284	20,667	10,221	7,247	5,767	23,235
Canada	2,194	2,004	1,245	5,443	1,244	1,485	1,233	3,962
Europe	6,439	5,593	3,597	15,629	6,941	4,911	4,414	16,266
<i>of which: UK</i>	5,251	4,370	3,203	12,824	5,378	3,697	3,920	12,995
Caribbean	3,897	3,554	2,181	9,632	3,856	3,379	2,275	9,510
South America	99	51	63	213	211	75	74	360
Central America	38	32	66	136	79	61	90	230
Other Visitors	291	262	220	773	479	495	271	1,245

Source: Ministry of Tourism, May 2020

During the third quarter of 2019, most visitors from the USA were from the Northeast region of the United States of America (USA), with New York (31.8%) and New Jersey (10.2%) being the states with largest share (See Table 4). This is followed by the South, with Florida (8.9%) and Texas (5.2%) accounting for the largest share within this group.

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



Source: Ministry of Tourism, May 2020

Table 4: Third Quarter (Q3) Air Arrivals for USA by Region (2018 – 2019)

Region	Q3 2018	Q3 2019	Δ% v Q3 2018*	Share (%) Q3 2019 Total
West	2,135	1,758	-17.7%	7.6%
Northeast	10,115	12,161	20.2%	52.3%
South	7,049	7,583	7.6%	32.6%
Midwest	1,347	1,681	24.8%	7.2%
Total	20,667	23,235	12.4%	100.0%

Source: Ministry of Tourism, May 2020

*-Percentage change compared to previous year

Table 5: Top Ten USA States (Q3) Air Arrivals (2019)

US State	Q3 2019	Share (%)
New York	7,388	31.8%
New Jersey	2,363	10.2%
Florida	2,060	8.9%
Texas	1,213	5.2%
Pennsylvania	1,057	4.5%
California	1,014	4.4%
Connecticut	716	3.1%
Georgia	665	2.9%
Maryland	658	2.8%
North Carolina	656	2.8%

Source: Ministry of Tourism, May 2020



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AIR VISITOR ARRIVALS - SOURCE MARKETS

Table 6: Canadian Air Arrivals by Province for Third Quarter (Q3): 2018 – 2019

Province	Q3 2018	Q3 2019
Ontario	3,202	2,444
Quebec	1,748	1,188
Alberta	197	125
British Columbia	152	87
Nova Scotia	44	29
Newfoundland	22	20
Manitoba	24	19
New Brunswick	36	14
Prince Edwards Island	10	11
Saskatchewan	8	9
Not Stated	0	16
Grand Total	5,443	3,962

Source: Ministry of Tourism, May 2020

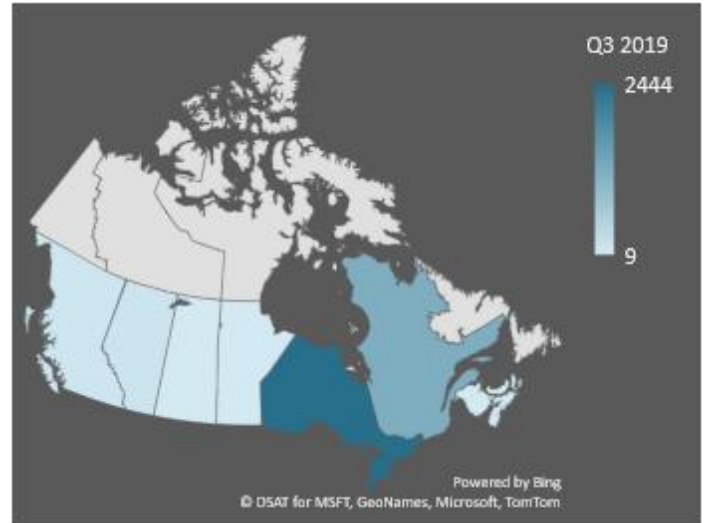
Table 7: British Third Quarter (Q3) Air Arrivals for Top Ten Counties 2018 – 2019

UK County	Q3 2018	Q3 2019
Greater London	7,623	4,526
Greater Manchester	1,129	1,045
Surrey	285	448
Essex	251	368
Kent	260	346
Hampshire & Isle of Wight	714	301
Leicestershire	153	261
Scotland	292	254
Oxfordshire	115	168
Hertfordshire	122	161

Source: Ministry of Tourism, May 2020

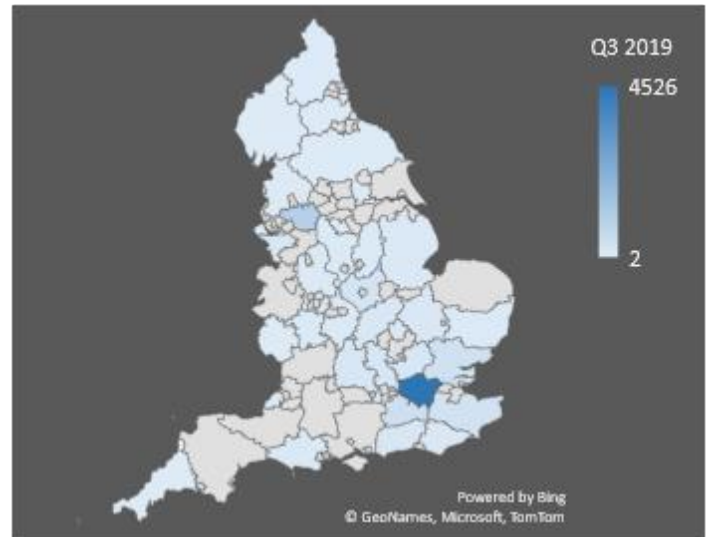
Ontario (61.7%) and Quebec (30.0%) are the provinces with the largest share within the Canadian market. The counties of Greater London (45.5%), Greater Manchester (10.5%) and Surrey (4.5%) accounted for the largest share of the UK market.

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



Source: Ministry of Tourism, May 2020

Figure 9: Third Quarter UK Counties 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 expenditure² of persons that visited the country by air during the third quarter of 2019 was US\$ 264.07, an increase of 16.1% from the previous year. This review period falls within the low season of the tourism industry, therefore it can be expected that the visitor expenditure estimates would be lower within this quarter, due to the decreased accommodation rates during this time. Table 8 shows that visitors from the United States of America had the highest average daily expenditure of US\$ 293.15. This was followed by visitors from Continental Europe with US\$ 265.40 and the United Kingdom with US\$ 250.01. The total estimated expenditure for visitors arriving by air during this period is US\$ 129,086,130, an increase of 15.5% from the previous year.

Table 8: Air Arrivals Visitor Expenditure for Third Quarter (Q3) 2019

Country of Residence	Average Daily Expenditure per Person (USD)	Average Length of Stay	Total Arrivals*	Estimated Expenditure (USD)	Contribution by Market (%)
United States of America	293.15	8.4	22,390	55,134,479	47.7
Canada	216.47	8.9	3,895	7,504,041	5.7
United Kingdom	250.01	11.1	12,992	36,054,242	24.6
Continental Europe	265.40	10.9	3,264	9,442,295	6.4
Latin America	88.75	12.9	589	674,331	0.5
Caribbean	166.77	11.0	9,427	17,293,549	13.2
Other	189.92	13.3	1,181	2,983,130	2.0
Total	264.07	9.1	53,738	129,086,130	100.0

Source: Statistics Division, MOFCG*, May 2020

Table 9: Air Arrivals Visitor Expenditure for Third Quarter (Q3) 2018

Country of Residence	Average Daily Expenditure per Person (USD)	Average Length of Stay	Total Arrivals*	Estimated Expenditure (USD)	Contribution by Market (%)
United States of America	259.13	8.9	19,854	45,788,332	41.0
Canada	159.43	9.0	5,323	7,638,031	6.8
United Kingdom	198.96	11.3	12,764	28,697,166	25.7
Continental Europe	247.51	11.1	2,795	7,678,832	6.9
Latin America	344.83	14.5	343	1,715,029	1.5
Caribbean	158.30	12.5	9,347	18,495,139	16.6
Other	185.70	13.1	708	1,722,304	1.5
Total	227.36	9.6	51,134	111,734,832	100.0

Source: Statistics Division, MOFCG, May 2020

² The Average Daily Expenditure and Total Estimated Expenditure does not include students from off-shore universities

*MOFCG: Ministry of Finance and Corporate Governance



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AIR VISITOR ARRIVALS – PURPOSE OF VISIT

Most persons who visited Antigua and Barbuda listed their main purpose of visit as *Vacation*. Also observed for the period, was an increase in *Business* visits (38.3%) and a decrease in *Visiting Friends and Relatives* (-21.0).

The arrival of visitors for *Yachting* purposes also declined during this time, as the third quarter falls within the low season of the yachting sector.

Table 10: Air Visitor Arrivals by Purpose of Visit (Q3): 2018 – 2019

Purpose of Visit	Q3 2018	Q3 2019
Vacation	38,521	39,636
Visiting Friends and Relatives	8,639	6,821
Honeymoon/Wedding	1,552	2,391
Business	2,116	2,926
Sports	197	795
Yachting	73	40
Study	1,019	1,070
Other	376	1,129
Grand Total	52,493	54,808

Source: Ministry of Tourism: May 2020

AIR VISITOR ARRIVALS – TYPE OF ACCOMMODATION

Hotels were the most common accommodation choice which shows that most visitors preferred commercial accommodation to private residential accommodation.

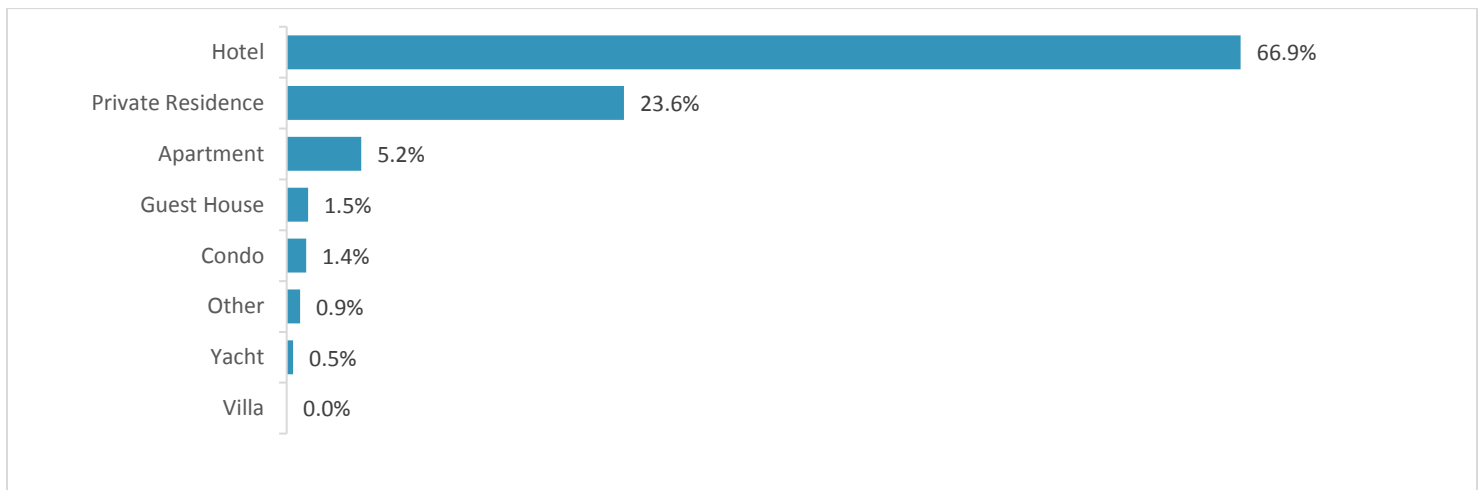
However, in the third quarter for 2019, 23.6% of visitors arriving by air opted to stay at a *Private Residence* and 5.2% opted for an *Apartment* stay (See Figure 6). This may be indicative of the Airbnb sector, however, further research would be necessary to determine this.

Table 11: Air Visitor Arrivals by Type of Accommodation (Q3): 2018 – 2019

Type of Accommodation	Q3 2018	Q3 2019
Hotel	34,273	36,642
Private Residence	12,594	12,955
Apartment	4,699	2,866
Guest House	624	821
Condo	30	744
Other	90	513
Yacht	148	250
Villa	35	17
Grand Total	52,493	54,808

Source: Ministry of Tourism: May 2020

Figure 10: Percentage Share of Third 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

For both years (2018 and 2019), it is observed that less than three out of five (56.1%) of visitors were younger than 35 years. The age distribution of visitors has also remained consistent during both years, with the 35 to 44 years category being the largest group (See Table 12).

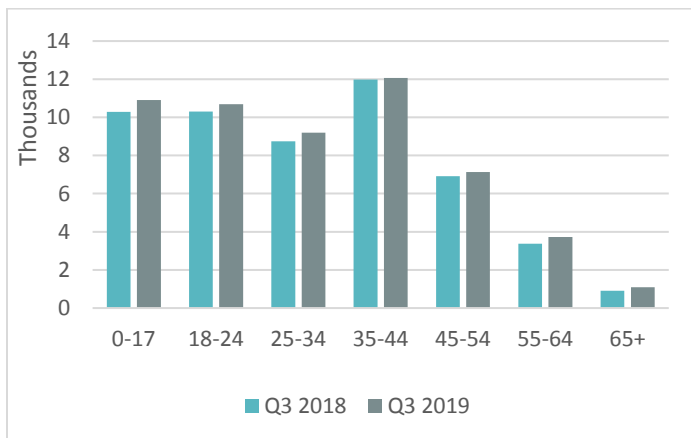
During the third quarter of 2019 there was an increase in number of visitor arrivals in each age group compared to 2018. There was a 6.1% increase in visitors less than 18 years old and 5.3% increase in visitors age 25 to 34 years. The largest increase was observed in visitors who were seniors age 65 and older with 20.0% increase during the period. Although, persons age 35 to 44 years were the largest group, the increase in the number of visitors was less than one percent (See Figure 7.)

Table 12: Air Visitor Arrivals by Age Group (Q3): 2018 -2019

Age Group (Years)	Q3 2018	Q3 2019
0-17	10,286	10,911
18-24	10,299	10,685
25-34	8735	9,197
35-44	11,981	12,071
45-54	6,906	7,138
55-64	3,380	3,719
65+	906	1,087
Total	52,493	54,808

Source: Ministry of Tourism, May 2020

Figure 11: Visitor Air Arrivals by Age Group (Q3): 2019



Source: Ministry of Tourism, May 2020

AIR VISITOR ARRIVALS by LENGTH OF STAY

The average length of stay for the third quarter of 2019 was 9.1 nights. During the 2019 review period, visitors from UK and Continental Europe stayed on average 11 nights, 11.1 and 10.9 respectively, while visitors from Canada stayed 8.9 nights during their visit. Latin America and the Caribbean visitors stayed longer than other markets, while visitors from the USA stayed for a shorter time. (See Table 13).

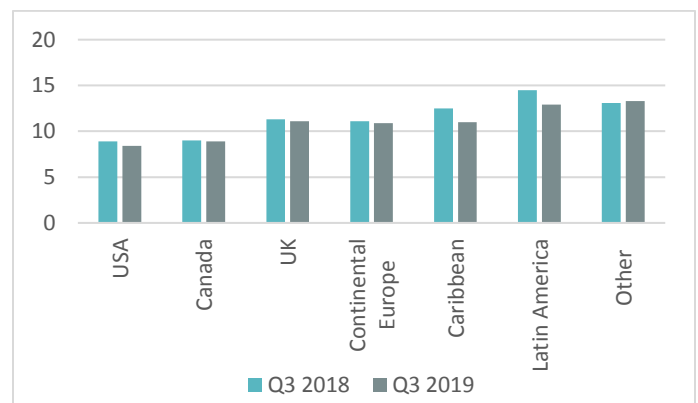
The average length of stay decreased slightly from 9.6 nights in the third quarter in 2018 to 9.1 in 2019, a trend that was observed for all major markets in that year.

Table 13: Air Arrivals by Length of Stay (Q3): 2018 -2019

Country of Residence	Q3 2018	Q3 2019
USA	8.9	8.4
Canada	9.0	8.9
UK	11.3	11.1
Continental Europe	11.1	10.9
Caribbean	12.5	11.0
Latin America	14.5	12.9
Other	13.1	13.3
Total	9.6	9.1

Source: Ministry of Tourism, May 2020

Figure 12: Visitor Arrivals by Length of Stay (Q3): 2018 - 2019



Source: Ministry of Tourism, May 2020



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SEA ARRIVALS – CRUISE AND YACHT

The third quarter is the main component of the low season of the cruise industry. The average annual growth rate for the third quarter cruise arrivals from 2015-2019 was -0.5%. However, there was an increase of 20.6% for third quarter arrivals from 2018 to 2019. Table 16 shows the distribution of the cruise passengers by nationality under the review period. USA and France, followed by the UK and Canada were the countries with the major share of this market.

Table 15: Cruise Arrivals by Calls and Passengers for Third Quarter (Q3): 2015 – 2019

Years	Calls	Passengers
Q3 2015	14	39,841
Q3 2016	8	25,238
Q3 2017	9	18,499
Q3 2018	10	26,020
Q3 2019	13	31,393
Δ%³ v 2018	30.0%	20.6%

Source: Ministry of Tourism, May 2020

Table 16: Cruise Passenger Arrivals by Country of Residence (Q3): 2019

Country of Residence	Q3 2019
USA	24,526
France	1,885
UK	1,355
Canada	1,129
Caribbean	741
Other Europe	619
Other	595
South America	333
Germany	129
Italy	98
Switzerland	13
Total	31,393

Source: Ministry of Tourism, May 2020

YACHT ARRIVALS

The third quarter is also a major part of the low season of the yachting sector. The number of yacht passengers on arriving yachts have fluctuated throughout the years, producing an average growth rate of 6.1%, with 44.8% increase in yacht passengers was observed from 2018 to 2019. (See Table 17).

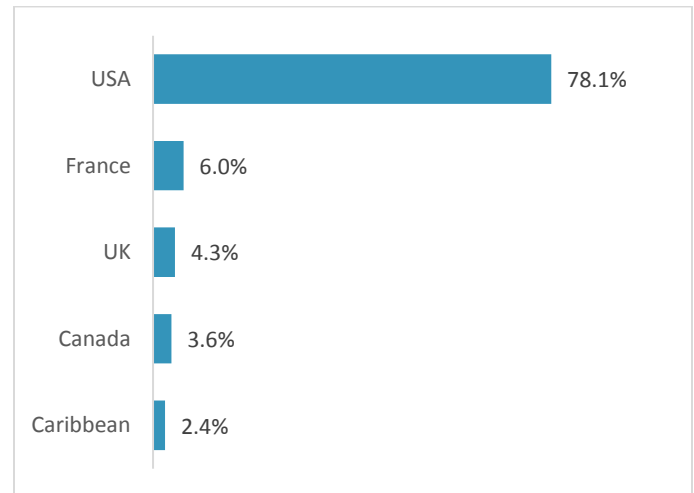
There was a 6.3% increase in the number of yachts that visited during the same period.

Table 17: Yacht Arrivals by Calls and Passengers (Q3): 2015 – 2019

Year	Yacht Vessels	Yacht Passengers
Q3 2015	190	851
Q3 2016	200	860
Q3 2017	229	1,019
Q3 2018	160	611
Q3 2019	170	885
Δ%* v 2018	6.3%	44.8%

Source: Ministry of Tourism, May 2020

Figure 13: Top Five Cruise Passenger Arrivals by Country of Residence (Q3): 2019



Source: Ministry of Tourism, May 2020

³ Percentage change compared to previous year



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