



# TOURISM STATISTICS BULLETIN

## FOURTH QUARTER 2019

Statistics Division  
Ministry of Finance and Corporate Governance



Table 1: Fourth Quarter (Q4) Total Visitor Arrivals (2015 – 2019)

Mode	Q4 2015	Q4 2016	Q4 2017	Q4 2018	Q4 2019	Δ%* v 2015	Δ%* v 2016	Δ% v 2017	Δ% v 2018
Air	66,863	65,002	61,311	68,319	84,762	-2.8%	-5.7%	11.4%	24.1%
Sea	204,220	193,929	344,557	264,349	240,560	-5.0%	77.7%	-23.3%	-9.0%
<b>Total</b>	<b>271,083</b>	<b>258,931</b>	<b>405,868</b>	<b>332,668</b>	<b>325,322</b>	<b>-4.5%</b>	<b>56.7%</b>	<b>-18.0%</b>	<b>-2.2%</b>

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

### INTRODUCTION

This report is an overview of fourth quarter (Q4) 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 be employed by a resident entity in the country or place visited (IRTS 2008<sup>1</sup>).

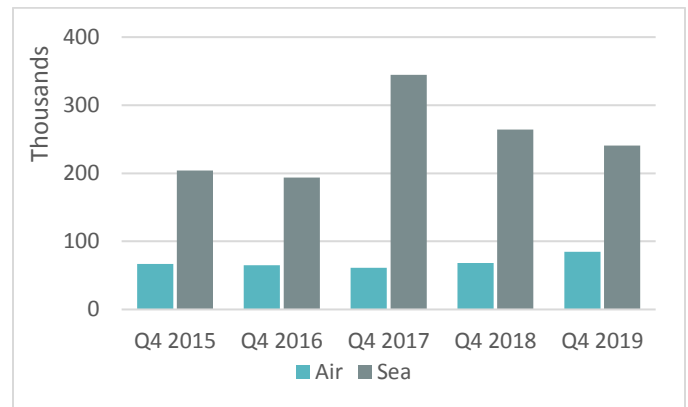
Total sea arrivals are tourists arriving by cruise and yacht, with cruise visitors spending less than a day, and yacht visitors spending a day or more.

A total of 325,322 visitor arrivals was recorded within the final quarter of 2019. This quarter occurs at the tail end of the low season, therefore, the numbers tend to be larger than the previous quarter.

Visitor arrivals declined 2.2% in the fourth quarter of 2019 compared to the fourth quarter of 2018 which can be attributed to the 9.0% decline in sea arrivals for the same time period (See Table 1).

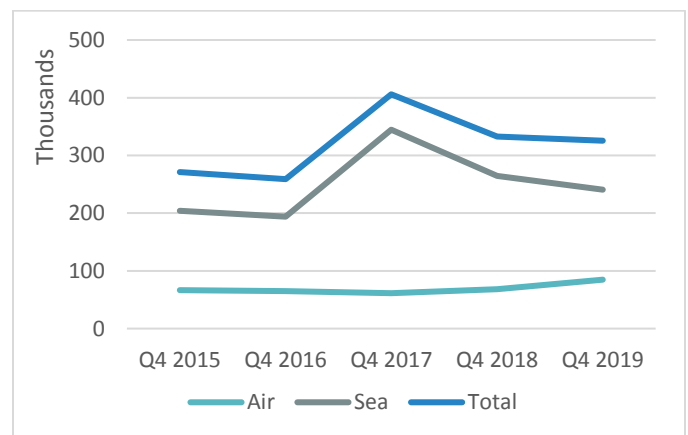
The lowest fourth quarter total visitor arrivals (258,931) was recorded in 2016, while the highest fourth quarter arrivals (405,868) were recorded in 2017, during the years 2015 to 2019.

Figure 1: Fourth Quarter (Q4) Visitor Arrivals (2015 -2019)



Source: Ministry of Tourism, May 2020

Figure 2: Fourth Quarter (Q4) Visitor Arrivals (2015 – 2019)



Source: Ministry of Tourism, May 2020

<sup>1</sup> IRTS 2008 International Recommendations for Tourism Statistics



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### AIR VISITOR ARRIVALS

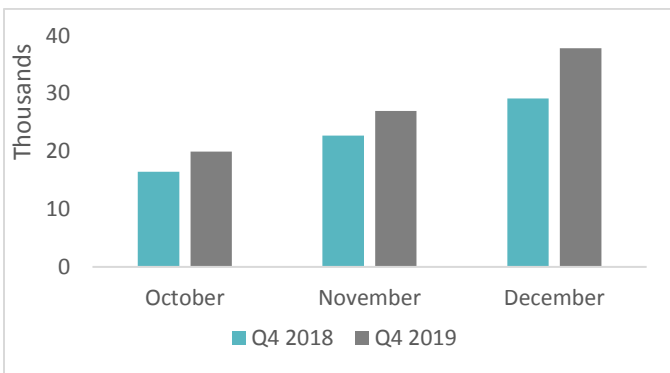
Table 2: Fourth Quarter (Q4) Air Arrivals (2018 – 2019)

Month	Q4 2018	Q4 2019
October	16,452	19,971
November	22,715	26,973
December	29,152	37,818
<b>Total</b>	<b>68,319</b>	<b>84,762</b>

Source: Ministry of Tourism, May 2020

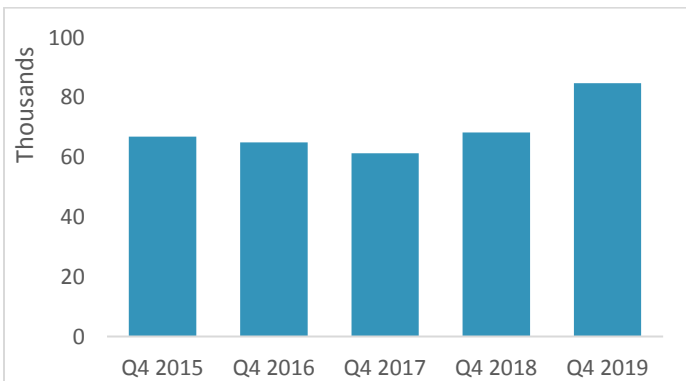
During the fourth quarter of 2019, there were 84,762 visitor arrivals, an increase of 24.1% compared to 2018. A notable fourth quarter trend was the gradual increase from October to December of visitor arrivals. This indicates a transition from low to high season, as the high season typically commences in December.

Figure 3: Fourth Quarter (Q4) Air Arrivals by Month (2018 – 2019)



Source: Ministry of Tourism, May 2020

Figure 4: Fourth Quarter Air Arrivals (Q4): 2015 – 2019

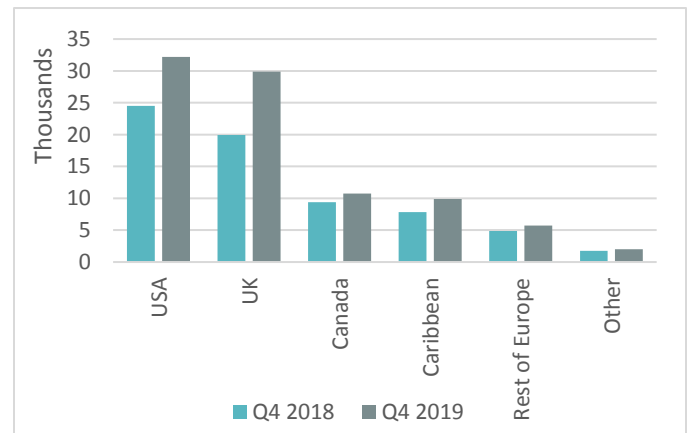


Source: Ministry of Tourism, May 2020

### AIR VISITOR ARRIVALS - SOURCE MARKETS

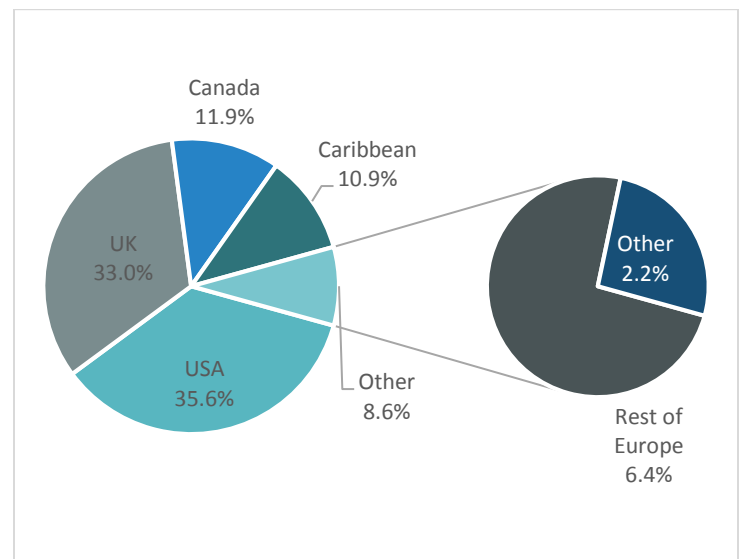
Fourth quarter visitor arrivals from all markets increased in 2019 compared to 2018. Arrivals from the major markets of the United States of America (USA), the United Kingdom and Canada increased 31.5%, 20.9% and 14.4% respectively. The Caribbean also increased by 26.0%.

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



Source: Ministry of Tourism, May 2020

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



Source: Ministry of Tourism, May 2020



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### AIR VISITOR ARRIVALS -- SOURCE MARKETS

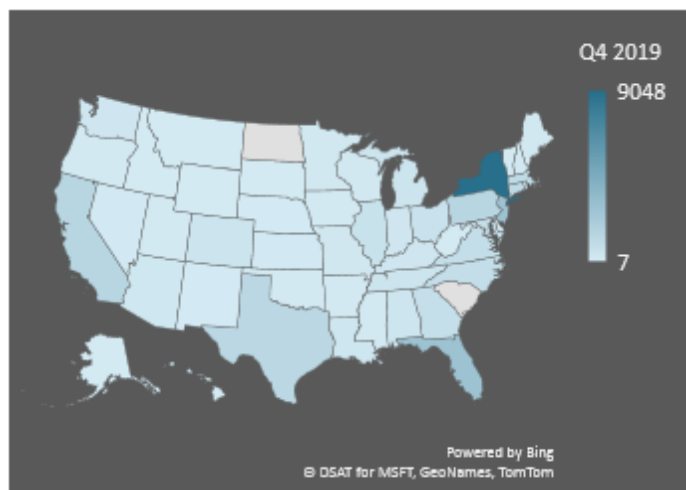
Table 3: Fourth Quarter (Q4) Visitor Air Arrivals by Country of Residence (2018 – 2019)

Country of Residence	October	November	December	Q4 2018 Total	October	November	December	Q4 2019 Total
<b>Total Visitors</b>	16,452	22,715	29,152	<b>68,319</b>	19,971	26,973	37,818	<b>84,762</b>
<b>USA</b>	5,819	7,344	11,334	<b>24,497</b>	7,520	9,041	15,662	<b>32,223</b>
<b>Canada</b>	1,798	3,106	4,497	<b>9,401</b>	1,800	3,875	5,077	<b>10,752</b>
<b>Europe</b>	6,015	9,063	9,740	<b>24,818</b>	7,061	10,494	12,322	<b>29,877</b>
<i>of which: UK</i>	5,364	7,573	7,015	<b>19,952</b>	6,185	8,663	9,278	<b>24,126</b>
<b>Caribbean</b>	2,341	2,540	2,971	<b>7,852</b>	3,100	2,918	3,874	<b>9,892</b>
<b>South America</b>	69	132	104	<b>305</b>	95	142	134	<b>371</b>
<b>Central America</b>	63	64	64	<b>191</b>	79	72	68	<b>219</b>
<b>Other Visitors</b>	347	466	442	<b>1,255</b>	316	431	681	<b>1,428</b>

Source: Ministry of Tourism, May 2020

During the fourth quarter of 2019, most visitors from the USA were from the Northeast region, with New York (28.1%) and New Jersey (8.9%) being the states with the largest market share (See Table 4). This is followed by the South, with Florida (9.0%) and Texas (4.2%) the largest share within this group.

Figure 7: Third Quarter USA Heat Map (2019)



Source: Ministry of Tourism, May 2020

Table 4: Fourth Quarter (Q4) Air Arrivals for USA by Region (2018 – 2019)

Region	Q4 2018	Q4 2019	Δ% v Q4 2018	Share (%) Q4 2019 Total
<b>West</b>	2,948	2,951	0.1%	9.2%
<b>Northeast</b>	11,692	16,272	39.2%	50.7%
<b>South</b>	7,600	10,001	31.6%	31.2%
<b>Midwest</b>	2,249	2,848	26.6%	8.9%
<b>Total</b>	24,489	32,072	31.0%	100.0%

Source: Ministry of Tourism, May 2020

Δ%: Percentage change compared to previous quarter

Table 5: Top Ten USA States Fourth Quarter (Q4) Air Arrivals (2019)

US State	Q4 2019	Share (%)
<b>New York</b>	9,048	28.1%
<b>Florida</b>	2,900	9.0%
<b>New Jersey</b>	2,882	8.9%
<b>California</b>	1,497	4.6%
<b>Pennsylvania</b>	1,478	4.6%
<b>Texas</b>	1,369	4.2%
<b>Connecticut</b>	1,207	3.7%
<b>Massachusetts</b>	1,143	3.5%
<b>North Carolina</b>	894	2.8%
<b>Virginia</b>	860	2.7%

Source: Ministry of Tourism, May 2020



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### AIR VISITOR ARRIVALS -- SOURCE MARKETS

Table 6: Canadian Air Arrivals by Province for Fourth Quarter (Q4) – 2019

Province	Q4 2018	Q4 2019
Ontario	6,176	7,055
Quebec	1,984	2,407
Alberta	392	421
British Columbia	385	406
Nova Scotia	163	163
Saskatchewan	74	75
Prince Edward Island	19	58
Manitoba	50	50
New Brunswick	114	49
Newfoundland	42	33
Not Stated	3	35
<b>Grand Total</b>	<b>9,401</b>	<b>10,752</b>

Source: Ministry of Tourism, May 2020

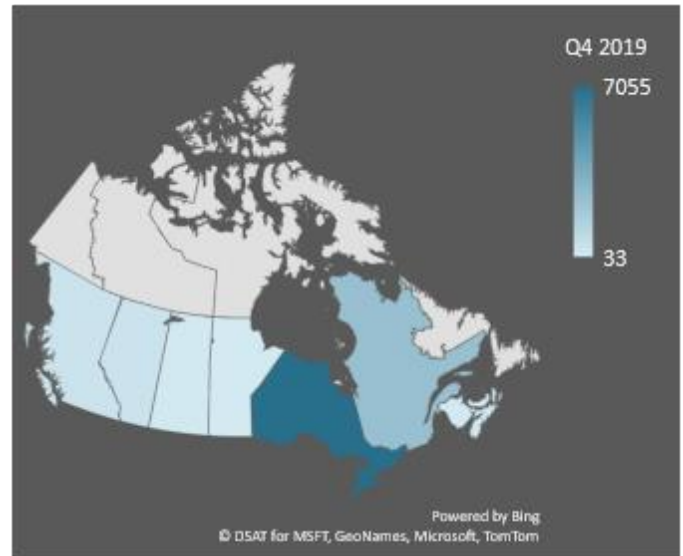
Table 7: British First Quarter (Q4) Air Arrivals for Top Ten Counties 2019

UK County	Q4 2018	Q4 2019
Greater London	11,348	5,351
Gloucester	102	1,882
Greater Manchester	1,583	1,513
Hampshire & Isle of Wight	1,859	1,100
Surrey	480	1,060
Kent	483	768
Essex	388	732
East Sussex	37	503
Berkshire	142	378
Oxfordshire	197	326

Source: Ministry of Tourism, May 2020

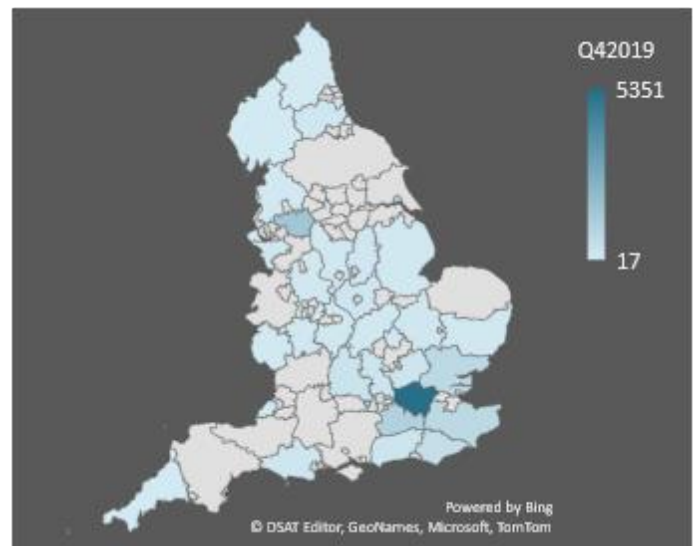
Ontario (65.6%) and Quebec (22.4%) are the provinces with the largest share within the Canadian market. The counties of Greater London (30.4%), Gloucester (10.7%) and Greater Manchester (8.6%) account for largest share of the UK visitors.

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



Source: Ministry of Tourism, May 2020

Figure 9: Fourth 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 expenditure<sup>2</sup> of persons that visited the country by air was US\$ 296.40. This review period leads into the high season of the tourism industry, therefore it can be expected that the visitor expenditure estimates would be slightly higher within this quarter. Table 8 shows that visitors from the United States of America had the highest average daily expenditure of US\$ 356.06, followed by visitors from Continental Europe with US\$ 260.91. The total estimated expenditure for visitors arriving by air during this period is US\$ 231,713,416. The total average daily expenditure per person for the fourth quarter increased from \$273.12 to \$296.40 from 2018 to 2019.

Table 8: Air Arrivals Visitor Expenditure for Fourth Quarter (Q4) 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	356.06	8.5	31,961	96,730,286	36.5
Canada	222.18	8.9	10,689	21,136,450	8.6
United Kingdom	277.70	10.3	24,102	68,939,192	30.5
Continental Europe	260.91	10.5	5,745	15,738,743	7.0
Latin America	239.38	10.4	590	1,468,836	1.0
Caribbean	251.65	9.8	9,851	24,294,241	14.9
Other	166.67	14.4	1,419	3,405,668	1.6
<b>Total</b>	<b>296.40</b>	<b>9.3</b>	<b>84,357</b>	<b>231,713,416</b>	<b>100.0</b>

Source: Statistics Division, MOFCG\*, May 2020

Table 9: Air Arrivals Visitor Expenditure for Fourth Quarter (Q4) 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	331.05	8.0	24,336	64,452,297	37.3
Canada	208.87	9.0	9,372	17,617,858	10.2
United Kingdom	243.71	10.5	19,904	50,933,505	29.5
Continental Europe	233.77	10.7	4,854	12,141,552	7.0
Latin America	413.81	12.8	495	2,621,897	1.5
Caribbean	256.69	10.9	7,713	21,580,312	12.5
Other	222.80	12.6	1,242	3,486,667	2.0
<b>Total</b>	<b>273.12</b>	<b>9.3</b>	<b>67,916</b>	<b>172,834,087</b>	<b>100.0</b>

Source: Statistics Division, MOFCG\*, May 2020

<sup>2</sup> 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

During the fourth quarter of 2019, most persons visiting Antigua and Barbuda came for *Vacation*. This is followed by *Visiting Friends and Relatives (VFR)*, *Business* and *Honeymoon/Wedding*.

Persons visiting for Honeymoon/Wedding purposes increased 159.7%, Business travelers increased 89.3% and persons visiting for vacation increased 19.8% when compared to the same period in 2018.

Persons visiting for all other reasons increased except for those visiting for Yachting purposes which decreased 37.6%.

Table 10: Air Visitor Arrivals by Purpose of Visit (Q4): 2018 – 2019

Purpose of Visit	Q4 2018	Q4 2019
Vacation	56,090	67,216
Visiting Friends & Relatives	7,228	7,451
Business	2,599	4,919
Honeymoon/Wedding	1,128	2,929
Sports	352	509
Yachting	489	305
Study	190	405
Other	243	1,028
<b>Grand Total</b>	<b>68,319</b>	<b>84,762</b>

Source: Ministry of Tourism, May 2020

### AIR VISITOR ARRIVALS – TYPE OF ACCOMMODATION

In the fourth quarter of 2019, hotels remained the most popular accommodation choice among visitors arriving by air with two out of three visitors (68.1%) opting to stay at hotel (See Figure 6).

Less than one out of five visitors (18.4%) opted to stay at a Private Residence and one out ten visitors (10.8%) preferred to stay at an Apartment.

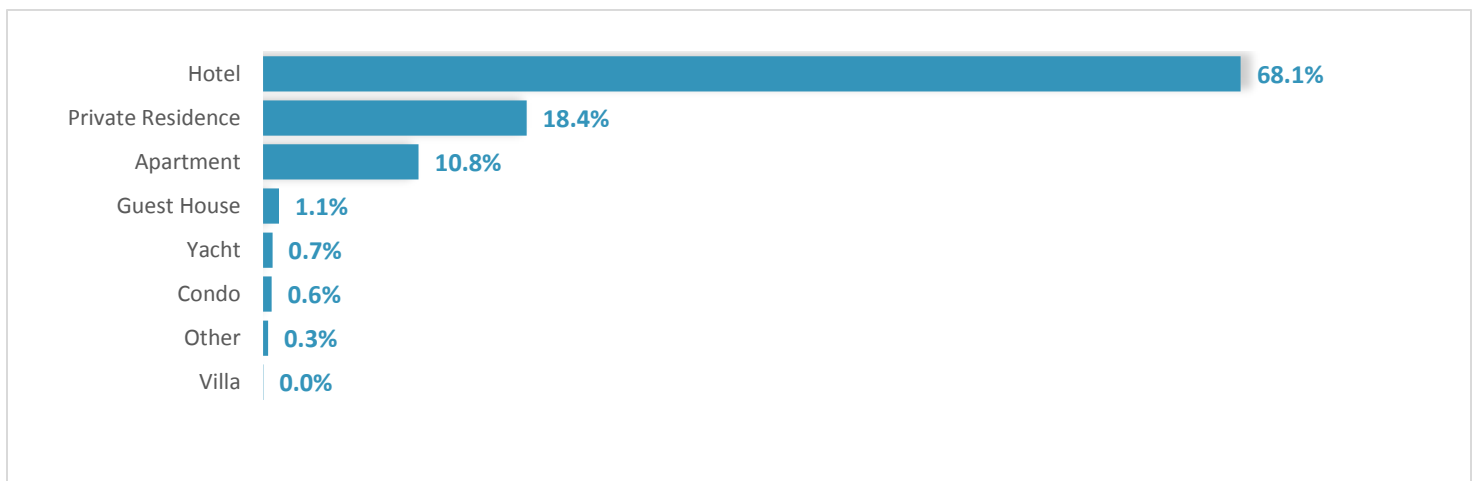
Visitors who arrived by air and opted to stay on a *Yacht*, were of a small proportion (0.7%) in 2019. A 51.4% decline was observed from the fourth quarter of 2018 to the same time period of 2019.

Table 11: Air Visitor Arrivals by Type of Accommodation (Q4): 2018 – 2019

Type of Accommodation	Q4 2018	Q4 2019
Hotel	48,526	57,720
Private Residence	11,376	15,561
Apartment	6,467	9,185
Guest House	640	934
Yacht	1,142	555
Condo	19	505
Other	111	291
Villa	38	11
<b>Grand Total</b>	<b>68,319</b>	<b>84,762</b>

Source: Ministry of Tourism, May 2020

Figure 9: Percentage Share of Fourth 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

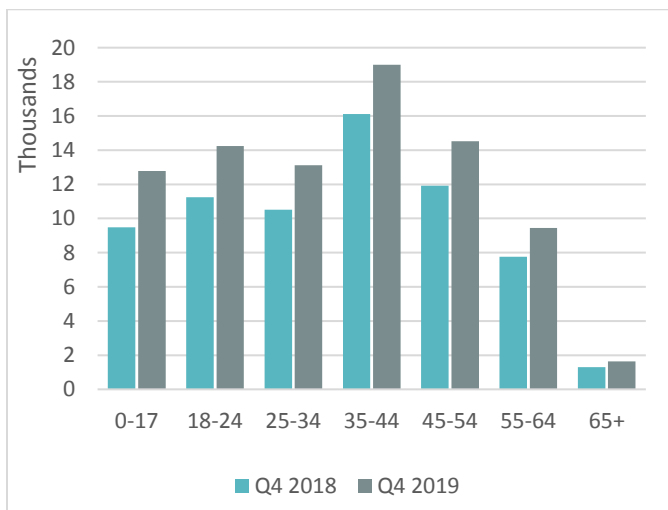
During the fourth quarter of both years (2019 and 2018), almost five out of ten visitors were younger than 35 years. The age distribution of visitors during the review period has also remained consistent during both years. The 35 to 44 years category being the largest group and 65 years and older were smallest for both years (See Table 12).

Table 12: Air Visitor Arrivals by Age Group (Q4): 2018 -2019

Age Range (Years)	Q4 2018	Q4 2019
0-17	9,480	12,788
18-24	11,247	14,238
25-34	10,518	13,124
35-44	16,109	18,998
45-54	11,913	14,531
55-64	7,754	9,443
65+	1,298	1,640
<b>Total</b>	<b>68,319</b>	<b>84,762</b>

Source: Ministry of Tourism, May 2020

Figure 10: Visitor Air Arrivals by Age Group (Q4): 2018-2019



Source: Ministry of Tourism, May 2020

### AIR VISITOR ARRIVALS by LENGTH OF STAY

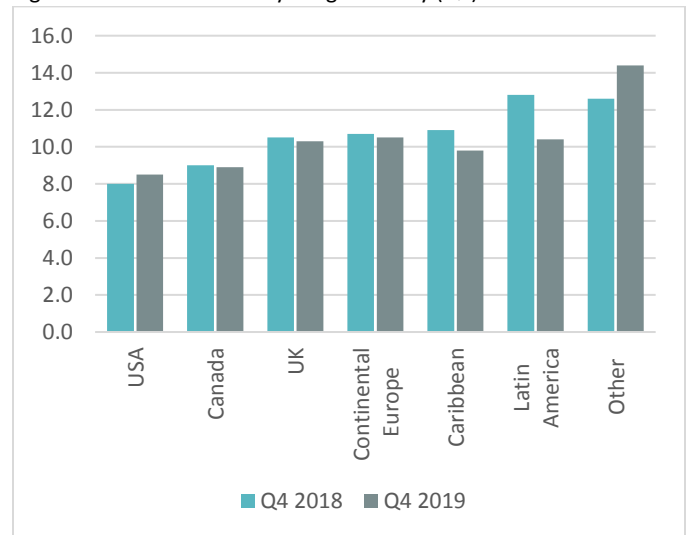
The average length of stay for the fourth quarter of 2019 was 9.3 nights. Visitors from UK and Other Europe stayed on average 10 nights, 10.3 and 10.5 respectively, while visitors from Canada stayed 8.9 nights during their visit. Visitors from the USA stayed 8.5 nights. Visitors from Latin America stayed 10.4 nights while visitors from the Caribbean stayed 9.8 nights (See Table 13).

Table 13: Air Arrivals by Length of Stay (Q4): 2018 -2019

Country of Residence	Q4 2018	Q4 2019
<b>USA</b>	<b>8.0</b>	<b>8.5</b>
<b>Canada</b>	<b>9.0</b>	<b>8.9</b>
<b>UK</b>	<b>10.5</b>	<b>10.3</b>
<b>Continental Europe</b>	<b>10.7</b>	<b>10.5</b>
<b>Caribbean</b>	<b>10.9</b>	<b>9.8</b>
<b>Latin America</b>	<b>12.8</b>	<b>10.4</b>
<b>Other</b>	<b>12.6</b>	<b>14.4</b>
<b>Total</b>	<b>9.3</b>	<b>9.3</b>

Source: Ministry of Tourism, May 2020

Figure 11: Visitor Arrivals by Length of Stay (Q4): 2018 – 2019



Source: Ministry of Tourism, May 2020





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### SEA ARRIVALS – CRUISE AND YACHT

The annual average growth rate of cruise passenger arrivals was 10.1% for the years 2015 to 2019. However, there was a decline of 9.0% from 2018 to 2019. Table 16 shows the number of cruise passengers by nationality from 2015 to 2019. USA and the UK, followed by Germany and Canada were the countries with the major share of this market.

Table 15: Cruise Arrivals by Calls and Passengers (Q4): 2015 – 2019

Years	Calls	Passengers
Q4 2015	108	204,220
Q4 2016	109	193,929
Q4 2017	181	344,557
Q4 2018	123	264,349
Q4 2019	129	240,560
<b>Δ%* v 2018</b>	4.9%	-9.0%

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

Table 16: Cruise Passenger Arrivals by Country of Residence (Q4): 2019

Country of Residence	Q4 2019
USA	104,691
UK	61,442
Germany	32,935
Canada	14,669
Other Europe	7,761
Other	7,252
France	5,114
Caribbean	2,088
Italy	1,737
South America	1,451
Switzerland	1,146
<b>Total</b>	<b>240,560</b>

Source: Ministry of Tourism, May 2020

### YACHT ARRIVALS

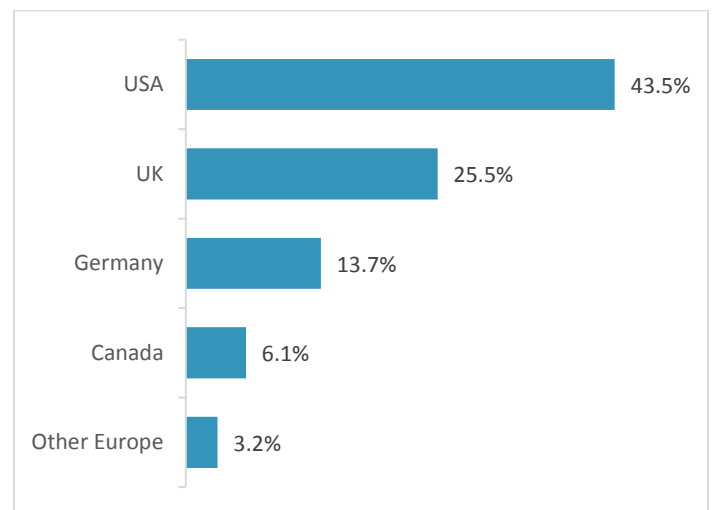
The fourth quarter is also a major part of the low season of the yachting sector. The average annual growth rate for yacht passengers was 2.3%. However, a 12.4% decrease in yacht passengers was observed from 2018 to 2019 (See Table 17). Although there was a decrease in visitor arrivals, the number of yachts docked increased in 2019 compared to 2018.

Table 17: Yacht Arrivals by Calls and Passengers (Q4): 2015 – 2019

Year	Yacht Vessels	Yacht Passengers
Q4 2015	847	4,407
Q4 2016	803	4,136
Q4 2017	872	4,472
Q4 2018	813	5,350
Q4 2019	865	4,686
<b>Δ%* v 2018</b>	6.4%	-12.4%

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

Figure 9: Top Five Cruise Passenger Arrivals by Country of Residence (Q3): 2019



Source: Ministry of Tourism, May 2020



**CONTACT US:**

**For more information about this publication, please contact us at the following:**

Tourism Statistics Section  
Statistics Division  
Ministry of Finance and Corporate Governance  
First Floor, ACT Building  
Church and Market Street  
St. John's, Antigua

Phone: +1 (268) 462-3233/463-5197/562-7492  
Fax: +1 (268) 562-2542  
Email: [info.stats@ab.gov.ag](mailto:info.stats@ab.gov.ag)  
Website: <https://statistics.gov.ag>

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