

JANUARY - DECEMBER

# Stayover Expenditure 2018

**BARBADOS**<sup>®</sup>

TOURISM MARKETING INC.

Research Department



# STAY-OVER EXPENDITURE

## January to December 2018

### Total Expenditure

According to the Caribbean Tourism Organization (CTO), stayover visitors to Barbados spent 9.7 percent more money during the year 2018 when compared to the previous year. Total visitor expenditure on island grew from the US\$1.0 billion estimated in 2017 to US\$1.1 billion during 2018. This was achieved through a 2.7 percent growth in visitor arrivals and a 7.1 percent increase in average daily spend.

**Table 1: Total Visitor Expenditure by Country of Residence January – December**

	Arrivals (000)		Length of Stay (Days)		Weighted Average Daily Expenditure Visitors (US\$)				Total Expenditure (000 US\$)			
	2017	2018	2017	2018	2017	2018	ab chg	% chg	2017	2018	ab chg	% chg
United States	188.5	204.4	7.6	7.4	166.32	187.9	21.58	13	239,198	284,912	45,714	19.1
Canada	85	86.6	10.7	10.7	143.21	154.02	10.81	7.5	130,920	142,185	11,265	8.6
United Kingdom	217.4	221.9	10.8	10.8	202.45	214.07	11.62	5.7	473,472	511,020	37,548	7.9
Europe	40.2	38.2	9.3	9.4	152.97	157.96	4.99	3.3	57,107	56,910	-197	-0.3
Caribbean	103	103.8	5.9	6.6	154.9	148.04	-6.86	-4.4	94,842	101,155	6,313	6.7
Other	27	25.1	8.2	7.6	123.48	135.86	12.38	10	27,260	26,003	-1,257	-4.6
<b>Total</b>	<b>661.2</b>	<b>680</b>	<b>9.1</b>	<b>9</b>	<b>170.7</b>	<b>182.88</b>	<b>12.18</b>	<b>7.1</b>	<b>1,022,798</b>	<b>1,122,185</b>	<b>99,387</b>	<b>9.7</b>

Visitors from the UK contributed 46 percent to the overall total expenditure with US\$511 million, an increase of US\$37.5 million over 2017. Total expenditure by visitors from the USA (+25%) and Canada (+13%) followed with US\$284.9 million and US\$142.2 million, respectively. These top three generating markets accounted for 84 percent of the overall expenditure, and recorded increases of 19.1% (United States), 8.6% (Canada) and 7.9% (United Kingdom). Total expenditure by visitors from the Caribbean increased by 6.7% to an estimated US\$101.2 million.

On the other hand, there was a -0.3% decline in total expenditure by visitors from Europe; this market contributed 5% to the total expenditure with US\$56.9 million. On island spend by travellers in the category from other countries, which include Latin America, Asia and Africa contributed 2 percent to total expenditure with US\$26 million; there was a -4.6% decline in spend by visitors in this category.

### Average Daily Spend

The average visitor daily spend was an estimated US\$182.88, an increase of 7.1% or US\$12.18. Visitors from the United Kingdom spent the most on average, US\$214.07. All markets, with the exception of the Caribbean, recorded increases in average daily spend, with the US leading with a significant 13 percent or US\$21.58 increase; visitors from this market's average daily spend was US\$187.90.

The average spend by visitors from Europe and Canada spent US\$157.96 and US\$154.02, respectively, representing increases of 3.3% and 7.5%, respectively. Conversely, visitors from the Caribbean who spent US\$148.04, spent -4.4% less.

### Spending Habits

The largest share of visitors' spend, 51 percent, went to accommodation, an increase of 8.4 percent year-on-year. Food and beverage outside of the accommodation establishment followed with 28 percent, an increase of 10.2 percent.

The categories 'other spending' and 'Transportation' accounted for 6 and 7 percent of the total expenditure, respectively followed by entertainment/recreation (4%), shopping (3%) and souvenirs (2%).

Visitors spent more in the categories 'Other spending' (+6.8%) and 'Shopping' (+4.8%). Conversely, they spent less on 'souvenirs' (-5.3%), transportation (-3.3%) and entertainment/recreation (-1.2%).

	All-Inclusive Hotel		Other Hotel		Guest House		Friend/Relative		Apartment	
	2017	2018	2017	2018	2017	2018	2017	2018	2017	2018
Accommodation	126.4	164.87	143.63	155.44	70.32	65.32	6.19	6.98	69.69	74.19
Meals & Drinks	77.78	104.64	67.21	71.12	38.35	35.49	24.87	26.29	38.28	37.45
Transportation	14.74	13	15.89	15.63	16.06	15.42	8.68	10.45	13.04	14.81
Entertainment/ Recreation	6.72	7.94	8.22	8.12	10.69	7.15	7.08	6.86	6.97	8.94
Souvenirs	5.78	7.05	5.91	4.66	5.58	5.51	4.66	4.39	3.92	3.84
Shopping	5.6	6.32	5.44	6.76	5.1	5.75	7.4	8.23	5.35	5.78
Other Spending	25.52	15.99	14.46	16.36	9.16	10.7	10.74	10.75	8.61	11.9
<b>Total</b>	<b>262.54</b>	<b>319.72</b>	<b>260.89</b>	<b>278.31</b>	<b>155.19</b>	<b>145.32</b>	<b>69.58</b>	<b>73.99</b>	<b>145.75</b>	<b>156.93</b>

	Villa		Condo		Other		Total	
	2017	2018	2017	2018	2017	2018	2017 <sup>R</sup>	2018
Accommodation	98.45	80.9	95.44	87.79	38.35	53.23	85.9	93.13
Meals & Drinks	44.01	42.52	42.99	42.19	21.94	31.09	45.8	50.46
Transportation	15.75	13.07	17.35	17.7	8.97	14.73	11.84	11.45
Entertainment/ Recreation	8.35	9.88	10.04	8.9	5.6	7.62	6.65	6.57
Souvenirs	3.05	4.16	4.56	3.75	1.98	4.73	4.34	4.11
Shopping	6.59	6.99	5.9	4.1	4.17	3.62	5.04	5.28
Other Spending	9.46	13.67	12.38	8.83	10.05	12.51	11.14	11.9
<b>Total</b>	<b>185.69</b>	<b>171.26</b>	<b>188.59</b>	<b>173.23</b>	<b>91.05</b>	<b>127.51</b>	<b>170.7</b>	<b>182.88</b>

### **Average Visitor Spend by Type of Accommodation**

The CTO report also examined spending by types of accommodation. Visitors using 'All-inclusive' had the largest average visitor daily spend of US \$319.72, an increase of 21.8 percent or US \$57.18 over 2017.

Visitors using 'Other Hotel', (a category which includes the vast majority of hotel accommodation with the exception of all-inclusive properties) were the second highest daily spenders with US\$278.31. However, these visitors spent US\$17.42 more when compared to 2017.

Visitors who stayed in condo and villa accommodation spent US\$15.36 and US\$14.43 less, respectively when compared to 2017. These visitors spent US\$173.23 and US\$171.26, respectively.

Spend was lowest for visitors who stayed with friends/relatives, US\$73.99.