



BELIZE TOURISM BOARD

Travel & Tourism

Statistics Digest

2018



FOREWORD

The Belize Travel and Tourism Statistics Digest is an annual compilation of statistics on the Tourism Industry of Belize. The Belize Tourism Board (BTB) wishes to thank the following organizations for providing us with the monthly and annual data that makes this publication possible:

Institute of Archaeology (IA)
Belize Audubon Society (BAS)
Department of Immigration & Nationality (DINS)
Hol Chan Marine Reserve (HCMR)
National Institute of Culture & History (NICH)
Statistical Institute of Belize (SIB)
Social Security Board (SSB)

Information has also been sourced from international bodies such as the Caribbean Tourism Organization (CTO)

Section 1 of this publication includes a summary of the overnight visitor arrival data derived from the information provided by the Immigration & Nationality Department. Section 2 illustrates the results of the visitor exit survey conducted at the three main ports of entry. The survey was designed to capture travel motivation of overnight visitors, as well as their activities in country, expenditure and satisfaction rating. The performance of the cruise sector can be found in Section 3. Section 4 illustrates the number of visits to protected sites countrywide. Section 5 offers a glimpse of the performance of Belize's accommodation sector. Section 6 provides some information on the tourism service sector and also includes some regional tourism indicators.

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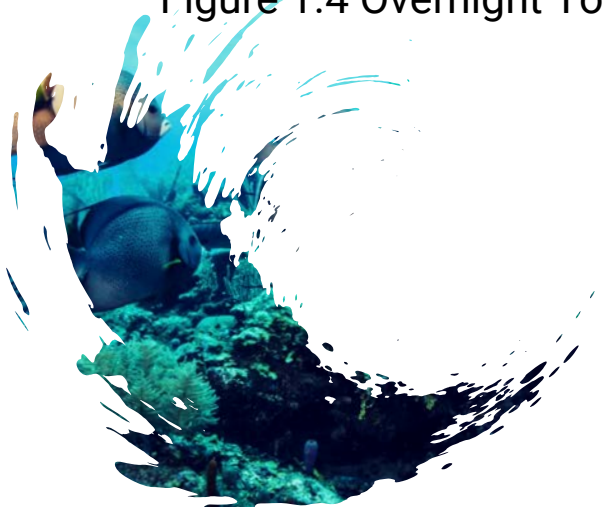
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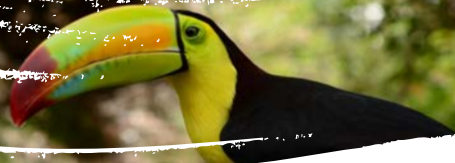
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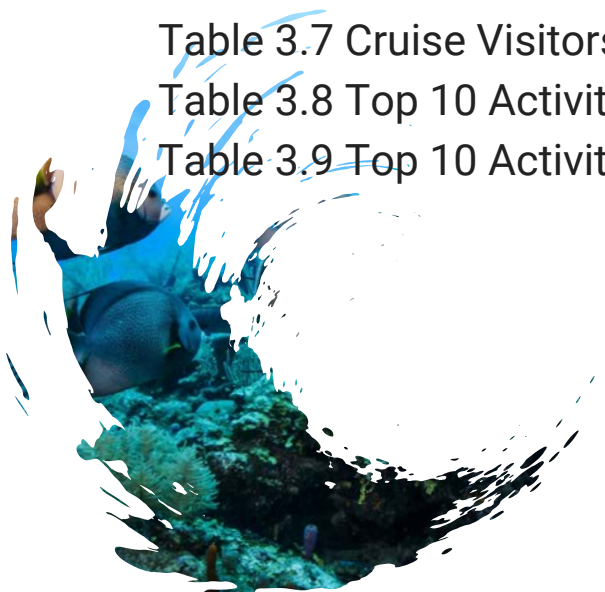
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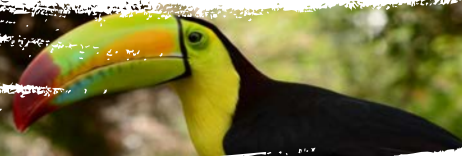
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CAVES BRANCH

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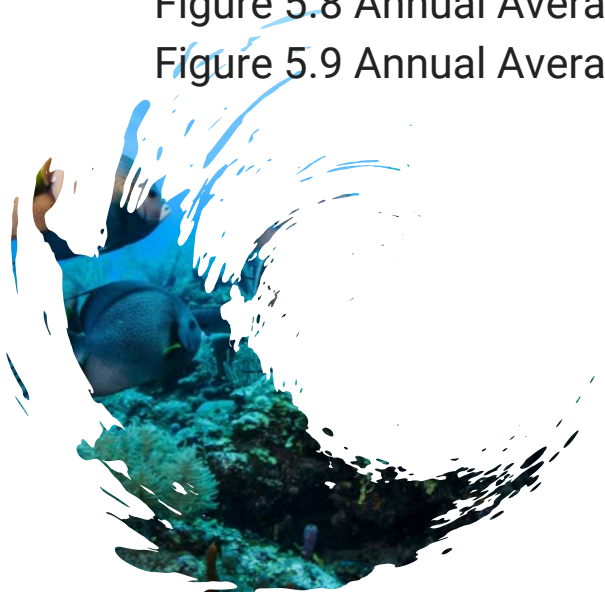
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INTRODUCTION: IMPORTANT DEFINITIONS IN TOURISM

Tourism has developed into one of Belize's main industries and has become the country's number one foreign exchange earner. Tourism statistics allows the tourism board, tourism stakeholders, and other industry partners to analyze the growth of the tourism sector in comparison to previous years. It is important to understand the different terms used in the tourism industry and this digest. Therefore, a few main terms used are defined/explained below:

IRTS 2008, para 2.4: What is travel? Travel refers to the activity of travelers. A traveler is someone who moves between different geographic locations for any purpose and any duration.

RTS 2008 para 2.7: A trip refers to the travel by a person from the time of departure from his usual residence until he/she returns: it thus refers to a round trip. A trip is made up of visits to different places.

IRTS 2008 para 2.8: An inbound trip will correspond to the travel between arriving in a country and leaving. A domestic trip or an outbound trip will correspond to the travel between leaving the place of residence and returning: a domestic trip has a main destination in the country of residence of the traveler, while an outbound trip has a main destination outside this country.

IRTS 2008, para 2.9: Who is a visitor? 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. These trips taken by visitors qualify as tourism trips. Tourism refers to the activity of visitors.

INTRODUCTION: IMPORTANT DEFINITIONS IN TOURISM

IRTS 2008, para 2.12: Tourism is therefore a subset of travel, and visitors are a subset of travelers. These distinctions are crucial for the compilation of data on the flow of travelers and visitors, and for the credibility of tourism statistics.

RTS 2008 para. 2.13: A visitor (domestic, inbound or outbound) is classified as a tourist or overnight visitor, if his/her trip includes an overnight stay.

IRTS 2008, para 2.21: The usual environment of an individual is a key concept in tourism. It is defined as the geographical area (though not necessarily a contiguous one) within which an individual conducts his/her regular life routines.

Frequency of the trip: Regular is excluded; daily shopping, school

Duration of the trip: One year or longer is excluded. The crossing of administrative or national borders (i.e. municipality)

Distance from the place of usual residence (i.e. outside municipality).

Business Visitor (BV) : A business visitor is a visitor whose main purpose for a trip corresponds to the business, technical and professional category.

Official Visitor (OV) : Foreigners coming to Belize on official visits with Official Passports. </

INTRODUCTION: IMPORTANT DEFINITIONS IN TOURISM

Educational Visitor (EDU) : A visitor coming into the country for short-term education-related purposes, with length of stay exceeding one day.

Health Related/ Medical Visitor (MV) : A visitor coming into the country for the sole purpose of receiving short-term medical treatment or improving health or fitness.

Religious Visitors (RT) : A religious visitor is a visitor whose main purpose of visit is specifically tied to their religious ideology or affiliation.

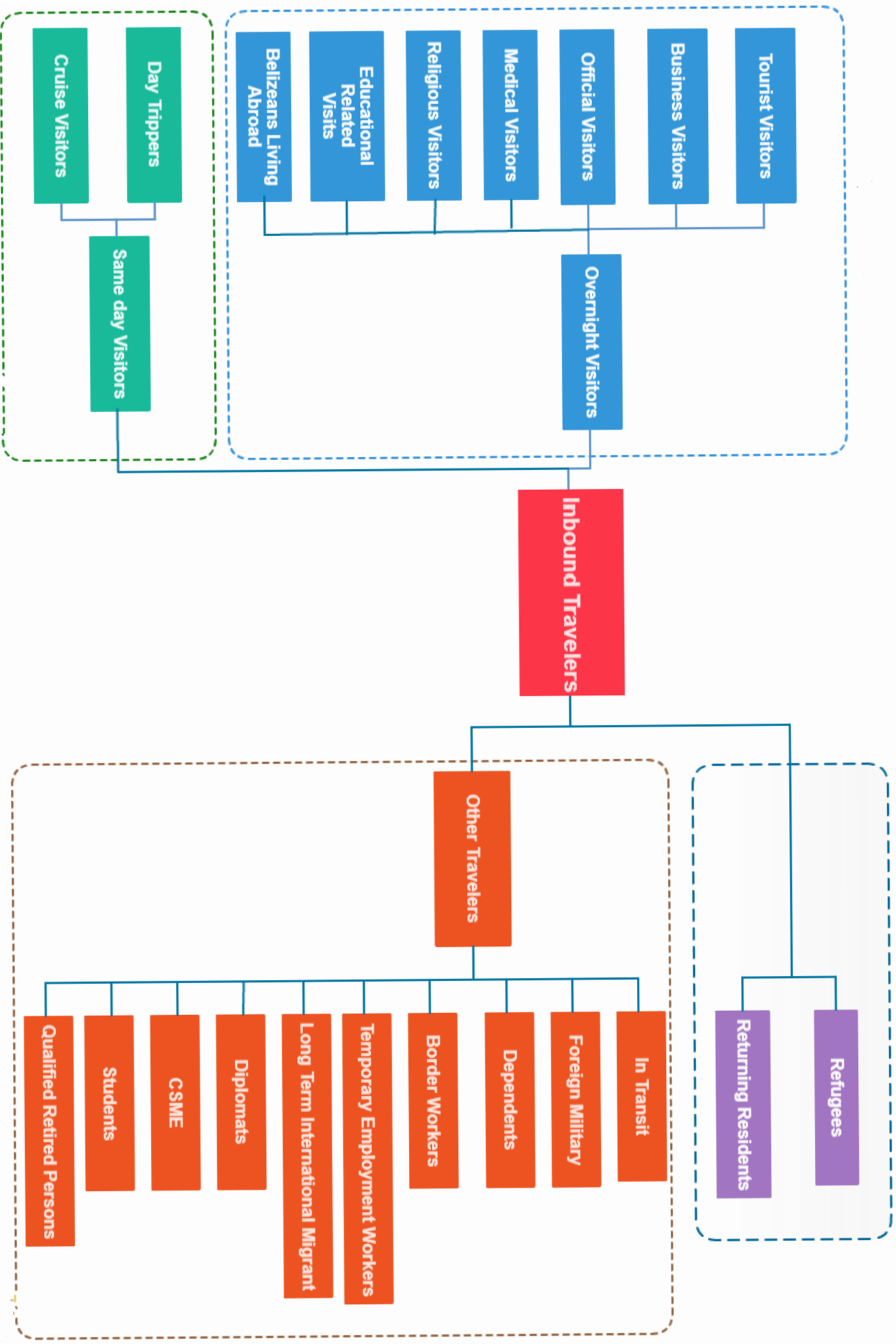
Belizeans Living Abroad (BLA) : This category refers to persons who live abroad and are therefore considered non-resident visitors for tourism purposes, but who have retained the nationality of the reference country.

Same-day visitor/ Excursionist : A visitor (domestic, inbound or outbound) is classified as an excursionist (or same-day visitor) if their trip does not include an overnight stay.

Cruise Visitors (CV): Cruise passengers who come to Belize on a sight-seeing trip and only spend a few hours in the country.

Day Trippers (DT): Visitors who travel to Belize for personal or business purposes such as shoppers, medical patients etc; but who only spend a few hours in the country and leave the same day.

Types of Inbound Travelers Arriving in Belize





OVERNIGHT

Tourist Arrivals

2012-2018



belize

A CURIOUS PLACE

Overnight Tourist Arrivals

The overnight tourist arrival sector continued in an upward trajectory in 2018 with record growth in every month compared to the corresponding month of the previous year. In fact the overnight arrivals to Belize increased by over 62,000 visitors in 2018, which was the largest numerical increase in visitors year over year in over ten years. In addition to the annual percentage increase, there were 10 months in 2018 that had double digit percentage increases.

2018 was the first year in which monthly arrivals exceeded 50,000 visitors in one month, and it happened twice. The number of visitors exceeded 54,000 in the months of March and December 2018. The 14.6% growth recorded for the overnight tourism sector in Belize was the second highest percentage growth in 2018 out of all the CTO member countries that reported figures for the complete time period. Guyana was at first place and recorded a percentage increase of 15.9% in the overnight sector in 2018.

Despite the robust growth in tourism arrivals to Belize in recent years, the challenge will be to build on the recent success in a way that is sustainable long term. While Belize's tourism industry has been successful in securing seasonal direct flights from Canada, another main objective remains to secure a direct flight from Europe to Belize. There are strategies being put in place to expand markets in South America as well, because currently the success of the overnight sector for Belize's tourism industry remains heavily dependent on the growth of the North American market.



belize

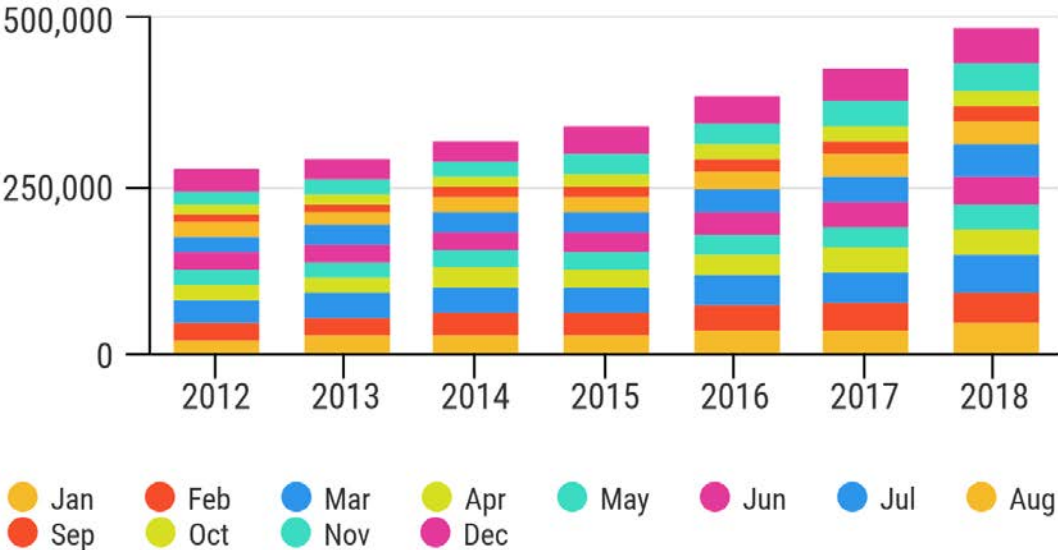


	2012	2013	2014	2015	2016	2017	2018	% Change
JANUARY	24,263	28,431	31,164	30,858	38,274	38,531	48,667	26.3
FEBRUARY	25,778	28,765	32,105	31,754	37,624	39,221	45,893	17.0
MARCH	32,240	35,795	38,712	39,136	43,063	44,475	54,340	22.2
APRIL	23,699	23,555	28,969	27,569	30,656	38,090	40,340	5.9
MAY	22,106	22,941	26,319	24,707	29,709	32,146	35,724	11.1
JUNE	24,615	26,817	28,727	29,188	34,268	37,690	43,392	15.1
JULY	25,778	27,833	29,983	30,967	36,212	38,628	46,283	19.8
AUGUST	19,528	20,863	22,672	23,874	25,865	30,799	34,835	13.1
SEPTEMBER	11,743	10,654	11,943	14,276	18,115	19,508	21,482	10.1
OCTOBER	14,498	14,543	15,511	18,945	21,726	22,656	24,931	10.0
NOVEMBER	21,542	22,868	22,488	29,909	29,510	36,203	38,823	7.2
DECEMBER	31,346	31,111	32,624	39,977	40,561	49,131	54,551	11.0
	277,135	294,177	321,220	341,161	385,583	427,076	489,261	14.6

OVERNIGHT TOURIST ARRIVALS BY MONTH

Fig 1.1

Overnight Tourist Arrivals By Month



- Jan
- Feb
- Mar
- Apr
- May
- Jun
- Jul
- Aug
- Sep
- Oct
- Nov
- Dec

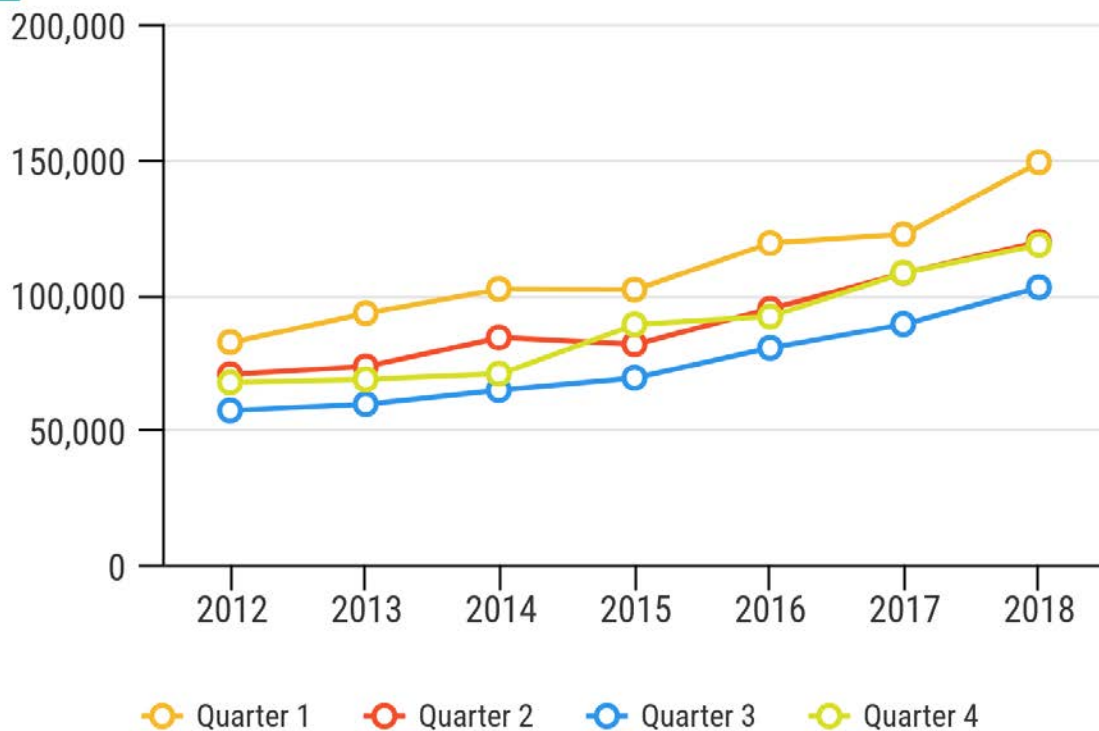


	2012	2013	2014	2015	2016	2017	2018	% Change
1 st Quarter	82,282	92,992	101,982	101,748	118,961	122,227	148,900	21.8
2 nd Quarter	70,419	73,313	84,016	81,465	94,633	107,925	119,456	10.7
3 rd Quarter	57,049	59,350	64,598	69,117	80,192	88,934	102,599	15.4
4 th Quarter	67,385	68,522	70,624	88,831	91,797	107,990	118,306	9.6
	277,135	294,177	321,220	341,161	385,583	427,076	489,261	14.6

OVERNIGHT TOURIST ARRIVALS BY QUARTER

Fig 1.2

Overnight Tourist Arrivals By Quarter





	2012	2013	2014	2015	2016	2017	2018	% Change
"Winter"	105,981	116,547	130,953	129,317	149,617	160,316	189,240	18.0
Summer	171,154	177,630	190,268	211,844	235,966	266,759	300,021	12.5
	277,135	294,177	321,220	341,161	385,583	427,076	489,261	14.6

OVERNIGHT TOURIST ARRIVALS BY SEASON



	2012	2013	2014	2015	2016	2017	2018	% Change
Regular	216,979	230,118	248,957	267,136	306,040	333,223	463,479	39.1
VFR	47,548	50,664	54,781	58,993	65,319	72,902	11,685	-84.0
Business	11,118	11,281	15,035	14,203	11,660	18,112	12,749	-29.6
Official	1,490	2,114	2,447	829	2,564	2,839	1,348	-52.5
	277,135	294,177	321,220	341,161	385,583	427,076	489,261	14.6

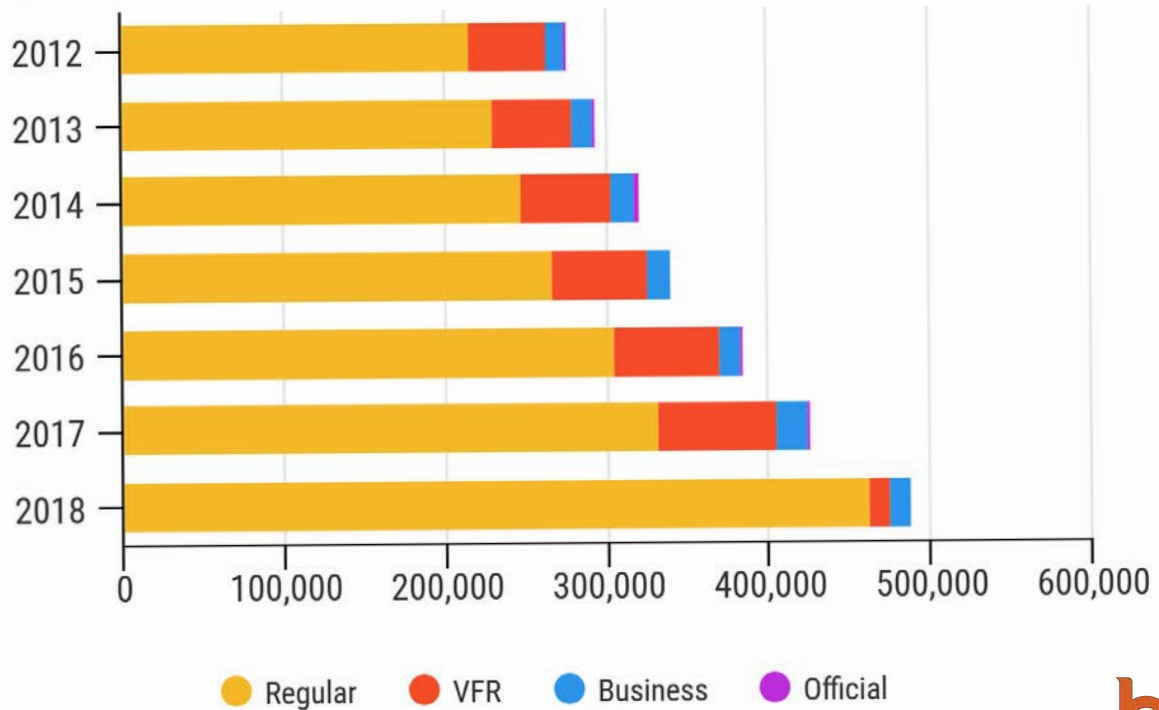
OVERNIGHT TOURIST ARRIVALS BY PURPOSE OF VISIT

Note:

In late 2017 there was an exercise done between the BTB and Immigration & Nationality Services to reclassify all traveler categories in order to get more accurate figures for persons entering the country each month. This exercise accounts for the shift seen in the 2018 arrival numbers for some of the purpose of visit categories shown in table 1.4.

Fig 1.3

Tourist Arrivals By Visitor Purpose



Note:

- PGIA : Philip Goldson International Airport
- SLA : Santa Elena Border - Belize's Northern Border with Mexico
- BWBS: Belize Western Border Station
- SCK : The small seaports in Stann Creek including Big Creek & Dangriga
- PGA : Punta Gord Seaport



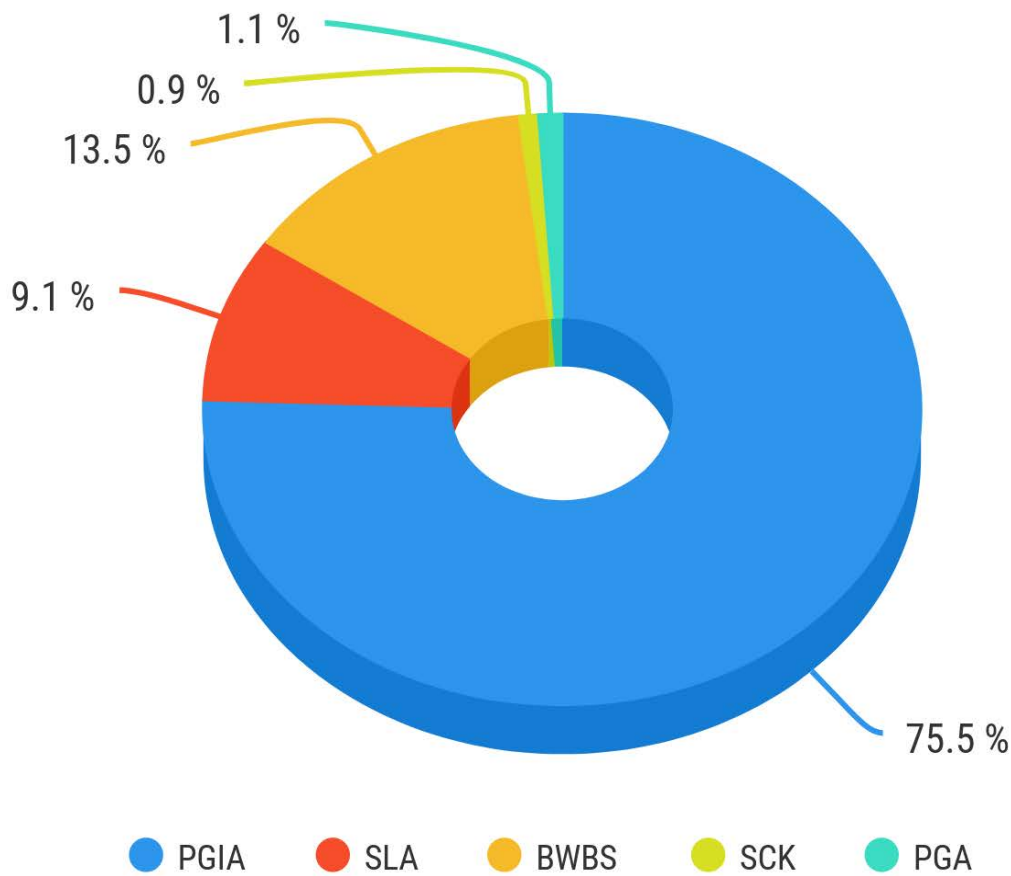


	2012	2013	2014	2015	2016	2017	2018	% Change
PGIA	211,781	223,510	239,255	255,923	298,157	322,167	369,500	14.7
SLA	29,886	31,369	38,675	40,911	40,336	44,621	44,385	-0.5
BWBS	24,972	28,753	32,763	34,714	38,060	50,572	65,969	30.4
SCK	3,241	2,997	3,197	3,167	3,464	2,731	4,207	54.0
PGA	7,255	7,548	7,330	6,446	5,566	6,985	5,200	-25.6
	277,135	294,177	321,220	341,161	385,583	427,076	489,261	14.6

OVERNIGHT TOURIST ARRIVALS BY PORTS OF ENTRY

Fig 1.4

Tourist Arrivals by Ports of Entry 2018





	2012	2013	2014	2015	2016	2017	2018	% Change
America	176,642	183,513	199,320	215,221	254,544	276,566	320,221	15.8
Europe	29,362	32,191	38,905	40,941	42,635	50,122	59,319	18.3
Latin America	23,809	27,941	29,461	30,507	35,202	44,207	44,033	-0.4
Canada	24,223	26,713	26,397	24,026	21,867	26,084	35,190	34.9
Belizeans Living Abroad	12,102	11,489	13,858	15,170	14,861	13,488	10,546	-21.8
Oceania	3,490	4,431	5,150	5,609	6,220	5,789	6,724	16.2
Asia	3,443	3,430	2,911	4,088	4,670	5,169	6,473	25.2
Caribbean	2,288	2,179	2,269	2,639	2,820	2,992	3,173	6.0
Middle East	1324	1,885	2,495	2,360	2,160	2,018	2,821	39.8
Africa	453	403	454	602	605	674	761	12.9
	277,135	294,177	321,220	341,161	385,583	427,076	489,261	14.6

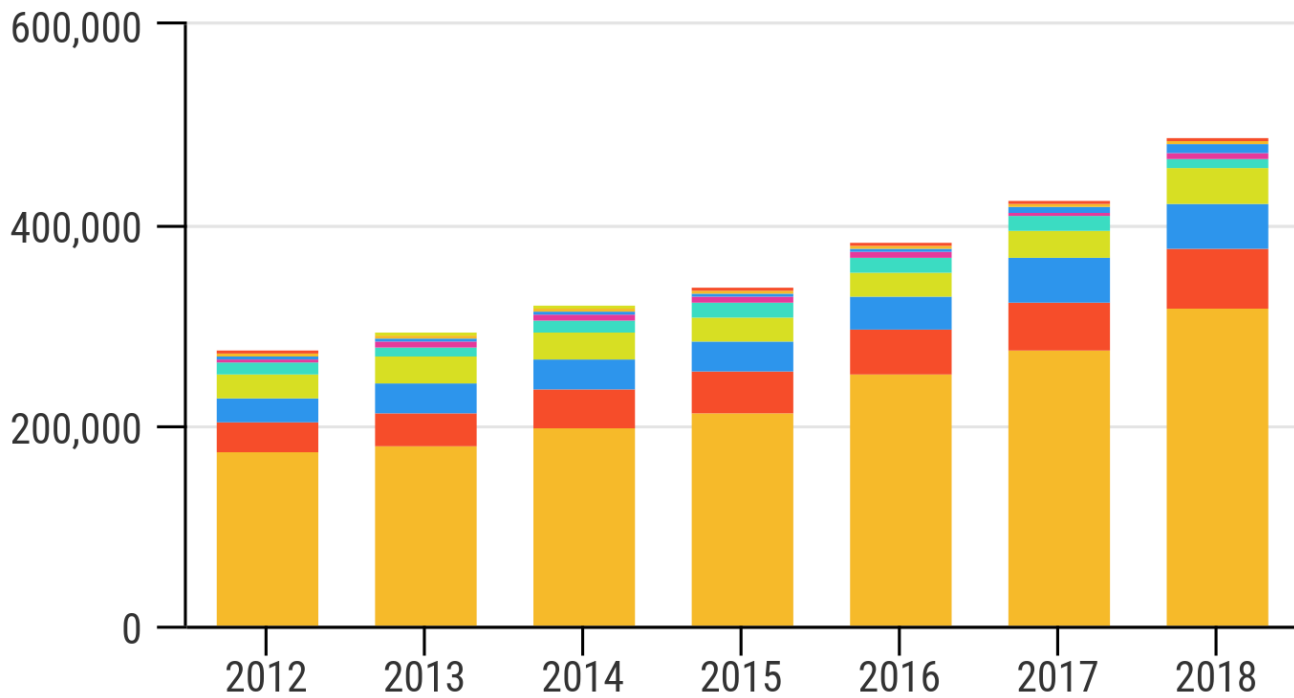
OVERNIGHT TOURIST ARRIVALS BY ORIGIN REGION

The Latin American Market is comprised of visitors from multiple regions, including visitors from South America, Central America and Mexico. Visitors from the Oceania region predominantly originate from the countries of Australia and New Zealand.

Tourist arrivals from non-traditional markets such as Asia and Oceania have increased notably over the past five years. This trend is surprising because these regions have not been areas of focus of targeted marketing efforts by Belize's tourism industry. However, this development does signal the potential for expansion in these tourism markets for Belize in the very near future.

Fig 1.5

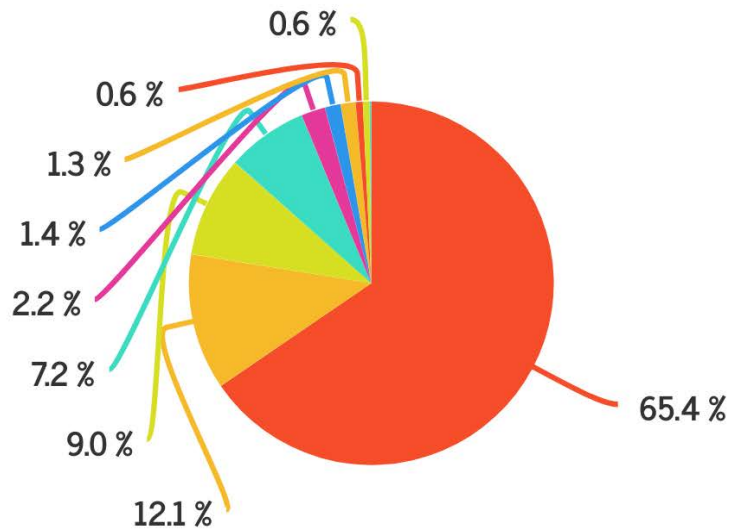
Overnight Tourist Arrivals by Origin Region



- America
- Europe
- Latin America
- Canada
- Belizeans Living Abroad
- Oceania
- Asia
- Caribbean
- Middle East
- Africa



Overnight Arrivals By Origin Region (Market Share%) 2018



- United States of America
- Europe
- Latin America
- Canada
- Belizeans living abroad
- Oceania
- Asia
- Caribbean
- Middle East
- Africa





	2012	2013	2014	2015	2016	2017	2018
America	63.7	62.4	62.1	63.1	62.5	64.8	65.4
Europe	10.6	11.0	12.1	12.0	12.0	11.7	12.1
Latin America	8.6	9.5	9.2	8.9	9.9	9.9	9.0
Canada	8.7	9.1	8.2	7.0	8.0	6.1	7.2
Belizeans Living Abroad	4.4	3.9	4.3	4.4	4.1	3.2	2.2
Oceania	1.3	1.5	1.6	1.6	1.1	1.4	1.4
Asia	1.2	1.2	0.9	1.2	1.2	1.2	1.3
Caribbean	0.8	0.7	0.7	0.8	0.8	0.7	0.6
Middle East	0.5	0.6	0.8	0.7	0.2	0.5	0.6
Africa	0.2	0.1	0.1	0.2	0.2	0.2	0.2
	100.0	100.0	100.0	100.0	100.0	100.0	100.0

OVERNIGHT TOURIST ARRIVALS BY ORIGIN REGION – MARKET SHARE (%)



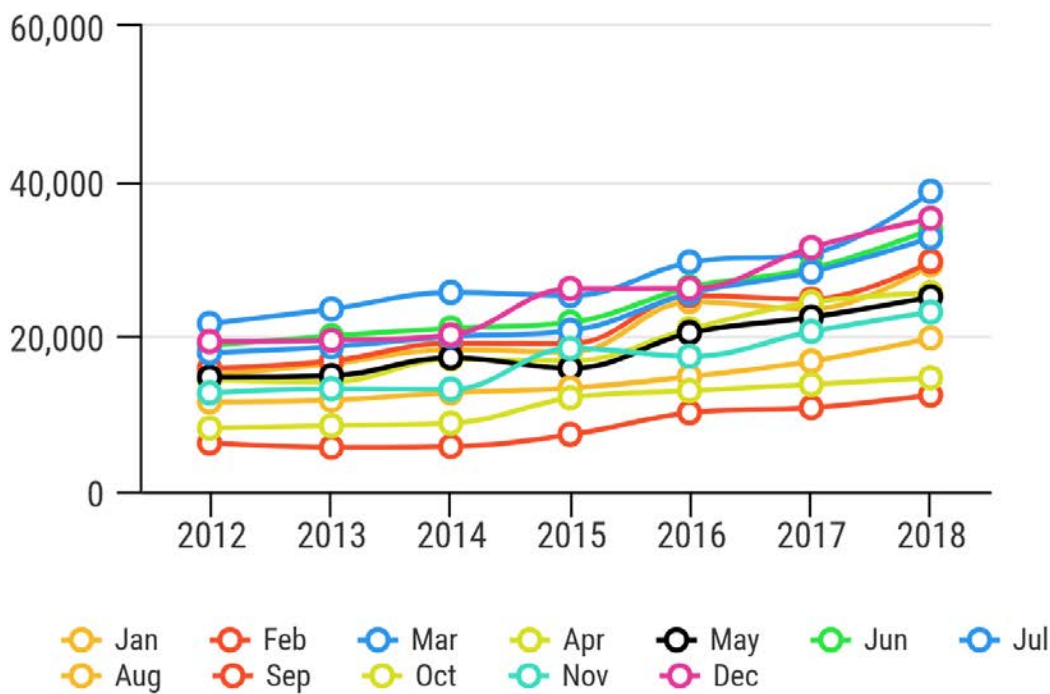


	2012	2013	2014	2015	2016	2017	2018	% Change
JANUARY	15,094	16,476	18,297	17,991	24,484	23522	29255	24.4
FEBRUARY	15,909	16,848	19,151	19,075	25,281	24821	29696	19.6
MARCH	21,677	23,538	25,679	25,282	29,580	30692	38701	26.1
APRIL	14,375	14,162	17,089	16,864	21,016	24404	25609	4.9
MAY	14,754	14,948	17,271	15,903	20,495	22476	25106	11.7
JUNE	18,847	20,078	21,073	21,835	26,391	28781	33807	17.5
JULY	17,903	18,682	19,976	20,783	25,600	28319	32751	15.7
AUGUST	11,562	11,802	12,740	13,347	14,856	16815	19794	17.7
SEPTEMBER	6,262	5,704	5,817	7,375	10,183	10820	12455	15.1
OCTOBER	8,190	8,507	8,821	12,101	13,020	13817	14681	6.3
NOVEMBER	12,730	13,257	13,188	18,481	17,445	20636	23143	12.1
DECEMBER	19,337	19,510	20,219	26,183	26,192	31463	35223	12.0
TOTAL	176,642	183,513	199,320	215,221	254,544	276,566	320,221	15.8

AMERICAN TOURIST ARRIVALS BY MONTH

Fig 1.7

American Tourist Arrivals by Month





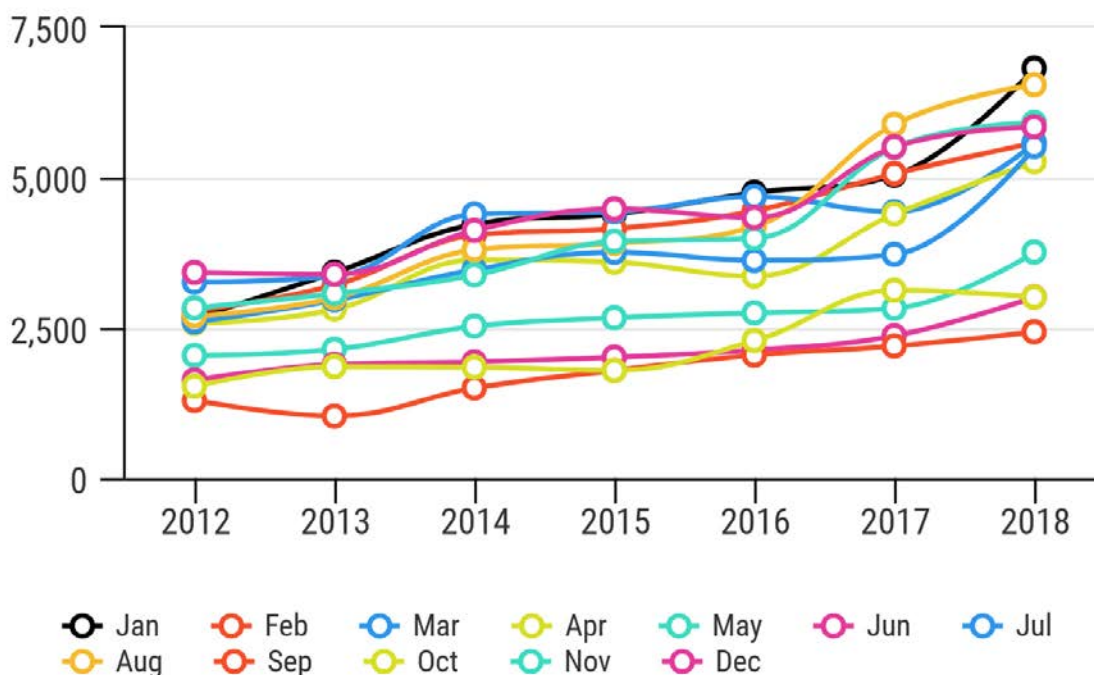
	2012	2013	2014	2015	2016	2017	2018	% Change
JANUARY	2,667	3,427	4,229	4,397	4,755	5,045	6,823	35.2
FEBRUARY	2,785	3,218	4,047	4,153	4,454	5,070	5,581	10.1
MARCH	3,264	3,362	4,395	4,434	4,687	4,433	5,583	25.9
APRIL	2,579	2,814	3,633	3,593	3,363	4,400	5,267	19.7
MAY	2,044	2,146	2,532	2,670	2,752	2,828	3,763	33.1
JUNE	1,633	1,895	1,935	2,014	2,131	2,372	3,016	27.1
JULY	2,602	2,967	3,473	3,759	3,625	3,726	5,521	48.2
AUGUST	2,703	3,004	3,802	3,909	4,194	5,893	6,548	11.1
SEPTEMBER	1,294	1,035	1,503	1,794	2,049	2,201	2,437	10.7
OCTOBER	1,531	1,856	1,847	1,794	2,293	3,129	3,014	-3.7
NOVEMBER	2,835	3,074	3,383	3,942	3,992	5,510	5,917	7.4
DECEMBER	3,425	3,394	4,125	4,480	4,338	5,514	5,849	6.1
TOTAL	29,362	32,191	38,905	40,941	42,635	50,122	59,319	18.3

EUROPEAN TOURIST ARRIVALS BY MONTH

Fig 1.8



European Tourist Arrivals by Month





	2012	2013	2014	2015	2016	2017	2018	% Change
United Kingdom	7,981	9,070	11,357	12,650	13,342	13,444	15,002	11.6
Germany	3,525	3,961	5,065	5,443	5,988	7,402	9,176	24.0
France	3,308	3,070	4,132	4,283	4,568	5,751	6,721	16.9
Netherlands	2,384	2,520	2,582	2,802	2,849	3,753	5,968	59.0
Italy	1,774	1,694	2,552	2,543	2,775	3,107	3,503	12.7
Spain	1,244	1,391	1,599	1,708	1,997	2,062	2,441	18.4
Switzerland	905	1,041	1,296	1,396	1,501	2,037	2,231	9.5
Sweden	1,018	1,093	1,489	1,324	1,213	1,242	1,351	8.8
Denmark	729	1,114	1,107	898	879	1,111	1,412	27.1
Belgium	858	695	918	906	850	1,288	1,683	30.7
Other Europeans	5,636	6,543	6,809	6,988	6,674	8,925	9,831	10.2
	29,362	32,191	38,905	40,941	42,635	50,122	59,319	18.3

EUROPEAN TOURIST ARRIVALS BY ORIGIN REGION

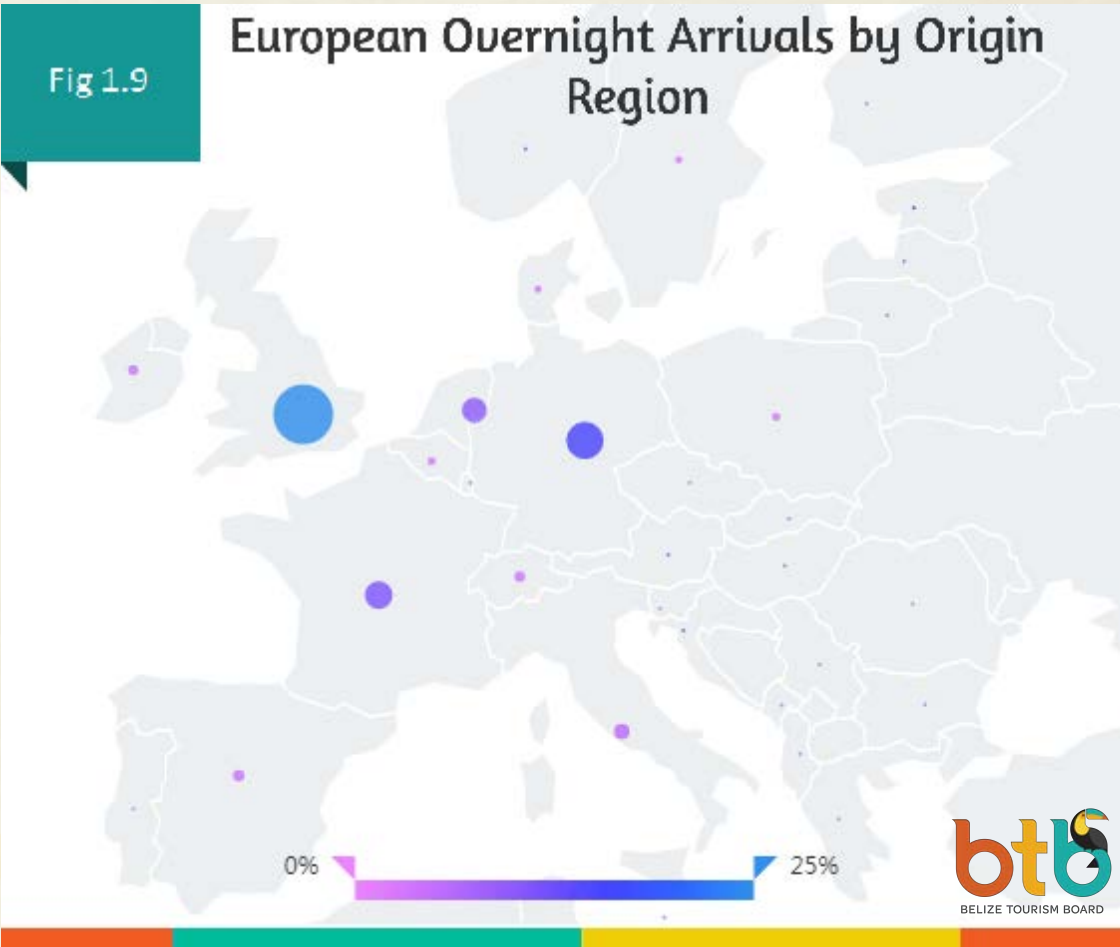
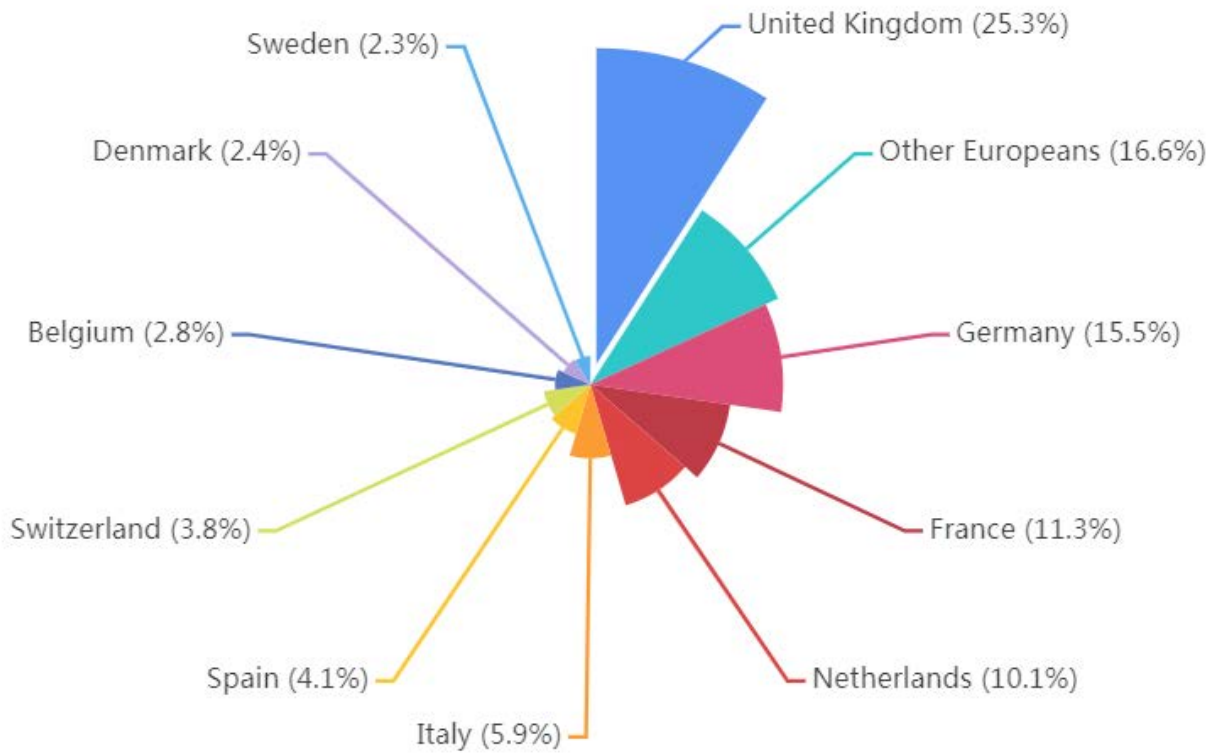


Fig 1.10

European Overnight Arrivals by Origin Region



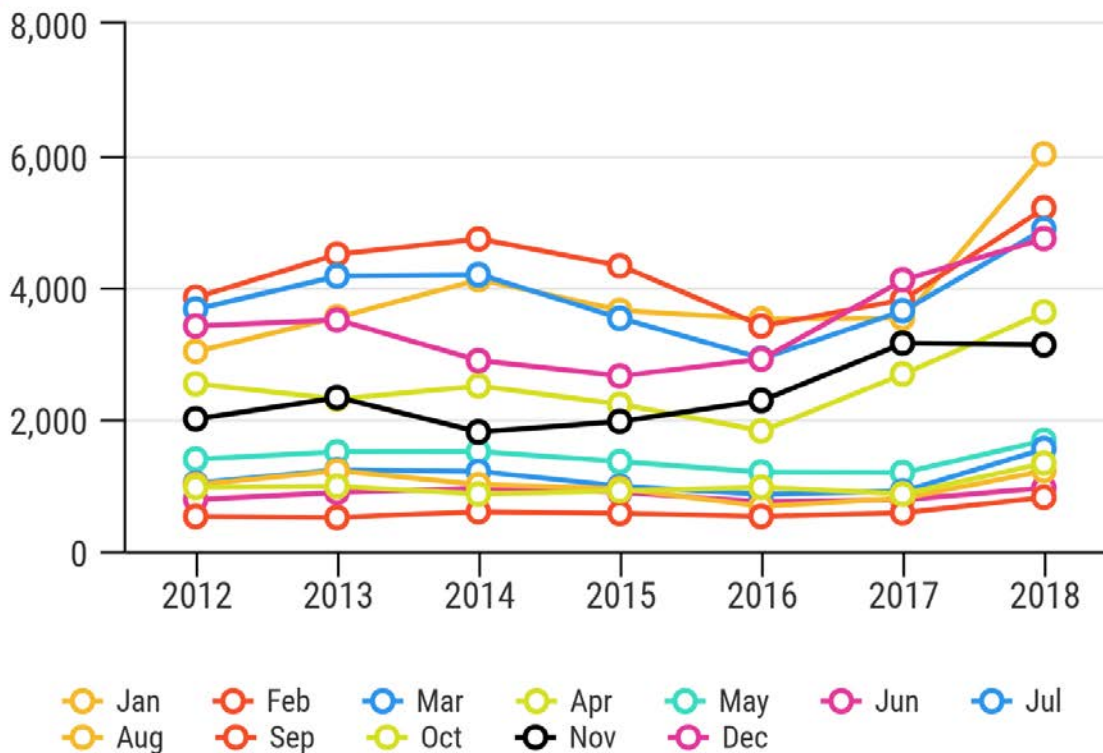


	2012	2013	2014	2015	2016	2017	2018	% Change
JANUARY	3,029	3,549	4,119	3,650	3,523	3,535	6,025	70.5
FEBRUARY	3,852	4,504	4,736	4,327	3,414	3,815	5,209	36.5
MARCH	3,672	4,174	4,194	3,530	2,923	3,648	4,890	34.1
APRIL	2,537	2,308	2,506	2,226	1,824	2,686	3,628	35.1
MAY	1,393	1,507	1,511	1,358	1,198	1,192	1,680	41.0
JUNE	783	890	955	891	749	779	959	23.2
JULY	1,034	1,234	1,208	985	860	911	1,553	70.6
AUGUST	1,008	1,220	1,008	946	680	802	1,222	52.3
SEPTEMBER	527	511	597	574	526	581	817	40.7
OCTOBER	967	983	866	914	969	867	1,336	54.1
NOVEMBER	2,007	2,330	1,808	1,969	2,286	3,154	3,129	-0.8
DECEMBER	3,415	3,505	2,889	2,657	2,914	4,116	4,742	15.2
	24,223	26,713	26,397	24,026	21,867	26,084	35,109	34.9

CANADIAN TOURIST ARRIVALS BY MONTH

Fig 1.11

Canadian Tourist Arrivals by Month



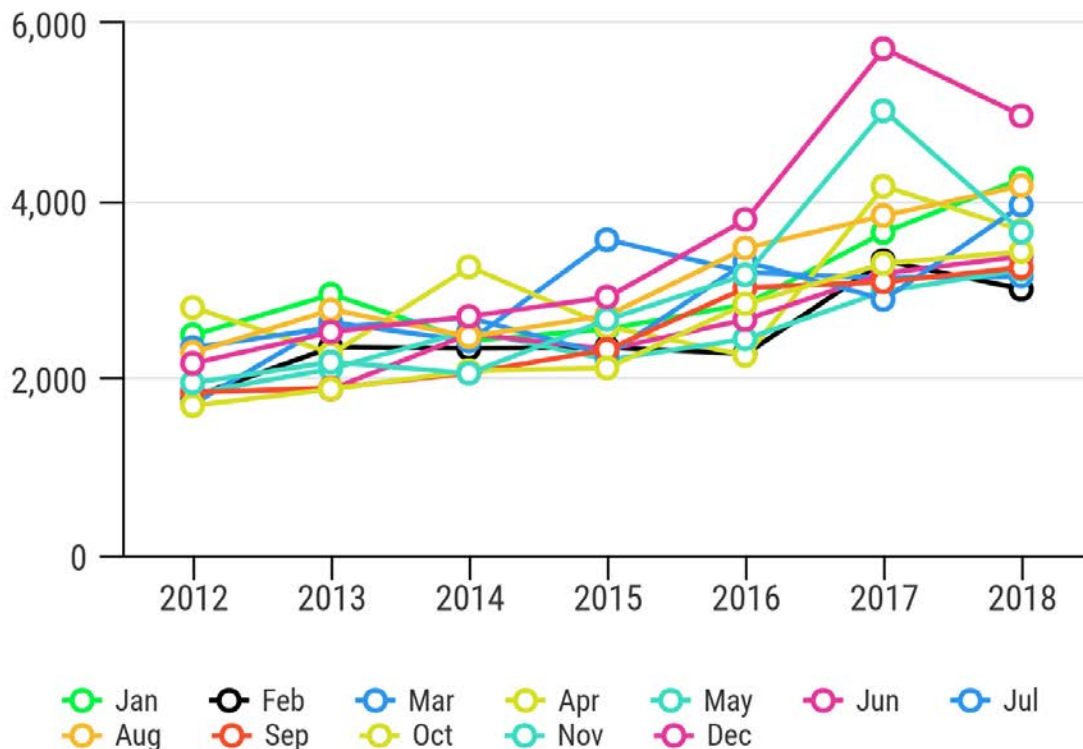


	2012	2013	2014	2015	2016	2017	2018	% Change
JANUARY	2,483	2,941	2,417	2,551	2,831	3,640	4,250	16.8
FEBRUARY	1,785	2,345	2,331	2,342	2,270	3,320	2,999	-9.7
MARCH	1,708	2,624	2,414	3,558	3,188	3,126	3,147	0.6
APRIL	2,791	2,273	3,252	2,575	2,251	4,159	3,661	-12.0
MAY	1,823	2,103	2,533	2,202	2,439	2,975	3,220	8.2
JUNE	1,844	1,870	2,498	2,319	2,657	3,178	3,372	6.1
JULY	2,341	2,567	2,676	2,255	3,307	2,883	3,948	36.9
AUGUST	2,286	2,767	2,463	2,706	3,464	3,830	4,168	8.8
SEPTEMBER	1,837	1,883	2,054	2,318	3,015	3,082	3,244	5.2
OCTOBER	1,686	1,873	2,079	2,111	2,834	3,289	3,425	4.1
NOVEMBER	1,945	2,178	2,050	2,660	3,161	5,012	3,644	-27.3
DECEMBER	2,163	2,517	2,693	2,911	3,786	5,712	4,955	-13.2
	23,809	27,941	29,461	30,507	35,202	44,207	44,033	-0.4

LATIN AMERICAN TOURIST ARRIVALS BY MONTH

Fig 1.12

Latin American Overnight Arrivals By Month



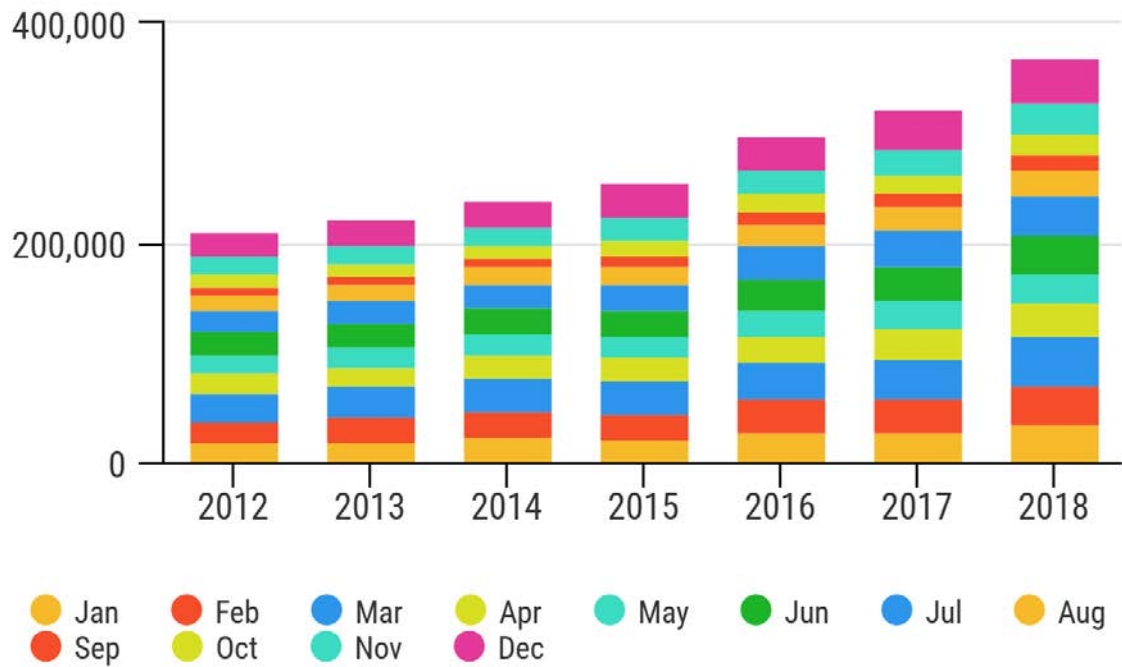


	2012	2013	2014	2015	2016	2017	2018	% Change
JANUARY	18,558	19,965	22,562	21,974	28,490	28,025	34,622	23.5
FEBRUARY	20,450	21,676	24,148	24,079	29,666	30,135	36,063	19.7
MARCH	25,982	28,623	30,754	30,032	33,927	35,643	44,780	25.6
APRIL	17,969	17,424	21,028	20,397	24,725	29,686	30,338	2.2
MAY	17,214	17,699	19,924	18,965	23,408	25,542	27,384	7.2
JUNE	20,212	21,820	22,801	23,491	28,753	30,716	35,033	14.1
JULY	19,935	21,220	22,490	24,020	29,605	32,759	34,921	6.6
AUGUST	13,844	15,296	15,680	16,287	18,292	20,717	23,454	13.2
SEPTEMBER	7,914	7,616	7,692	9,222	12,788	12,965	15,172	17.3
OCTOBER	10,325	10,869	11,066	14,720	15,766	15,896	18,357	15.5
NOVEMBER	16,098	17,031	16,581	22,252	21,879	24,394	28,159	15.4
DECEMBER	23,312	24,270	24,528	30,484	30,858	35,721	41,217	15.4
	211,811	223,510	239,255	255,923	298,157	322,200	369,500	14.7

OVERNIGHT TOURIST ARRIVALS THROUGH PGIA BY MONTH

Fig 1.13

Tourist Arrivals Thru Airport By Month



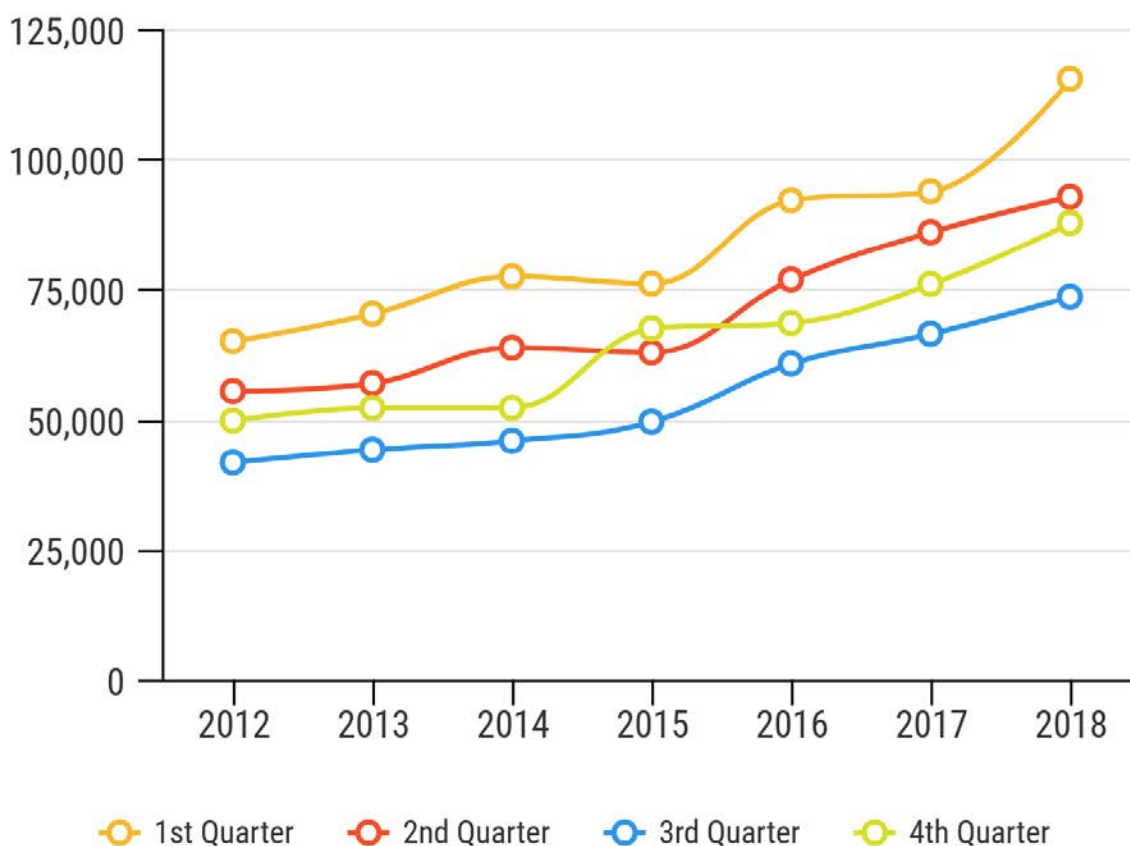


	2012	2013	2014	2015	2016	2017	2018	% Change
1 st Quarter	64,989	70,264	77,464	76,084	92,083	93,804	115,465	23.1
2 nd Quarter	55,395	56,944	63,754	62,853	76,886	85,943	92,755	7.9
3 rd Quarter	41,693	44,133	45,862	49,529	60,685	66,442	73,547	10.7
4 th Quarter	49,735	52,170	52,175	67,456	68,503	76,011	87,733	15.4
	211,811	223,510	239,255	255,923	298,157	322,200	369,500	14.7

OVERNIGHT TOURIST ARRIVALS THROUGH PGIA BY QUARTER

Fig 1.14

Tourist Arrivals Thru Airport By Quarter





	2012	2013	2014	2015	2016	2017	2018	% Change
"Winter"	82,957	87,687	98,492	96,482	116,808	123,490	145,803	18.1
Summer	128,854	135,822	140,763	159,441	181,348	198,677	223,697	12.6
	211,811	223,510	239,255	255,923	298,157	322,200	369,500	14.7

OVERNIGHT ARRIVALS THROUGH PGIA BY SEASON





Educational Visitors
 Official Visitors Business Visitors
Tourist Visitors
 Day Trippers Cruise Visitors
 Belizeans Living Abroad Religious Visitors
 Medical Visitors

Avg Daily Expenditure

Average Length of Stay

DESTINATION STAYED BY ORIGIN REGION



Visitor Expenditure, Motivation & Satisfaction Survey

2018

Results of the VEMS Survey 2018

This survey of the overnight market is conducted for one week in each month of the year. The objectives are to:

1. Better understand visitors' spending patterns.
2. Ascertain the average length of stay for tourists.
3. Obtain a better understanding of the reasons why people visit Belize.
4. Obtain a profile of our visitors.

The 2018 VEMS was contracted to the Statistical Institute of Belize on behalf of the Belize Tourism Board (BTB) and the Central Bank of Belize. Interviewers were stationed at the three main ports of entry: the Philip S. W. Goldson International Airport, the Santa Elena Border Station (with Mexico), and the Belize Western (Benque) Border Station (with Guatemala). Visitors through these three main ports accounted for over 98% of all overnight tourist visitor arrivals to Belize in 2018. Unless assistance was requested, the questionnaire was self-administered and returned to interviewers. Administering the survey has proved challenging, particularly at the border stations with Guatemala and Mexico. This is due to the limited time tourists have at the borders before they actually leave the country. At the airport however, the survey was executed in the comfort of the departure lounge, where respondents generally had at least 30 minutes before their flight departed to fill out the survey. Consequently, there has been much greater success in collecting survey responses at this port.

There are two different versions of the VEMS questionnaire. The first version contains more questions related to visits to attractions as well as a section on visitor satisfaction rating. The other shorter version of the VEMS questionnaire addresses issues related to expenditure and multiple entry visits. Some of the key findings from the VEMS such as the average daily expenditure and the average visitor length of stay, are used in the calculation of the total annual overnight tourist expenditure figure.

Table 2.1

2018

	Philip Goldson Int'l Airport (PGIA)	Santa Elena Northern Border (SEB)	Benque Viejo Western Border (BVWB)	Total	Percent
January	342	40	75	457	9.3
February	356	42	44	442	9.0
March	385	35	53	473	9.6
April	372	32	46	450	9.1
May	291	34	46	371	7.5
June	318	29	56	403	8.2
July	304	28	75	407	8.3
August	309	29	60	398	8.1
September	212	23	30	265	5.4
October	298	20	38	356	7.2
November	380	32	69	481	9.8
December	339	29	59	427	8.7
TOTAL:	3906	373	651	4930	100.0

Survey Forms Completed by Month

2018

Border

Frequency

Percent

Table 2.2

Philip Goldson International Airport (PGIA)

3906

79.2

Santa Elena Northern Border (SEB)

373

7.6

Benque Viejo Western Border (BVWB)

651

13.2

Total**4930****100.0**

Surveys Completed by Border Station

2018

Country/Region

Frequency

Percent

Table 2.3

USA

8871

67.4

Canada

1002

7.6

Europe

2175

16.5

Caribbean

127

1.0

Central America

182

1.4

DK/NS

1

0.0

Other

808

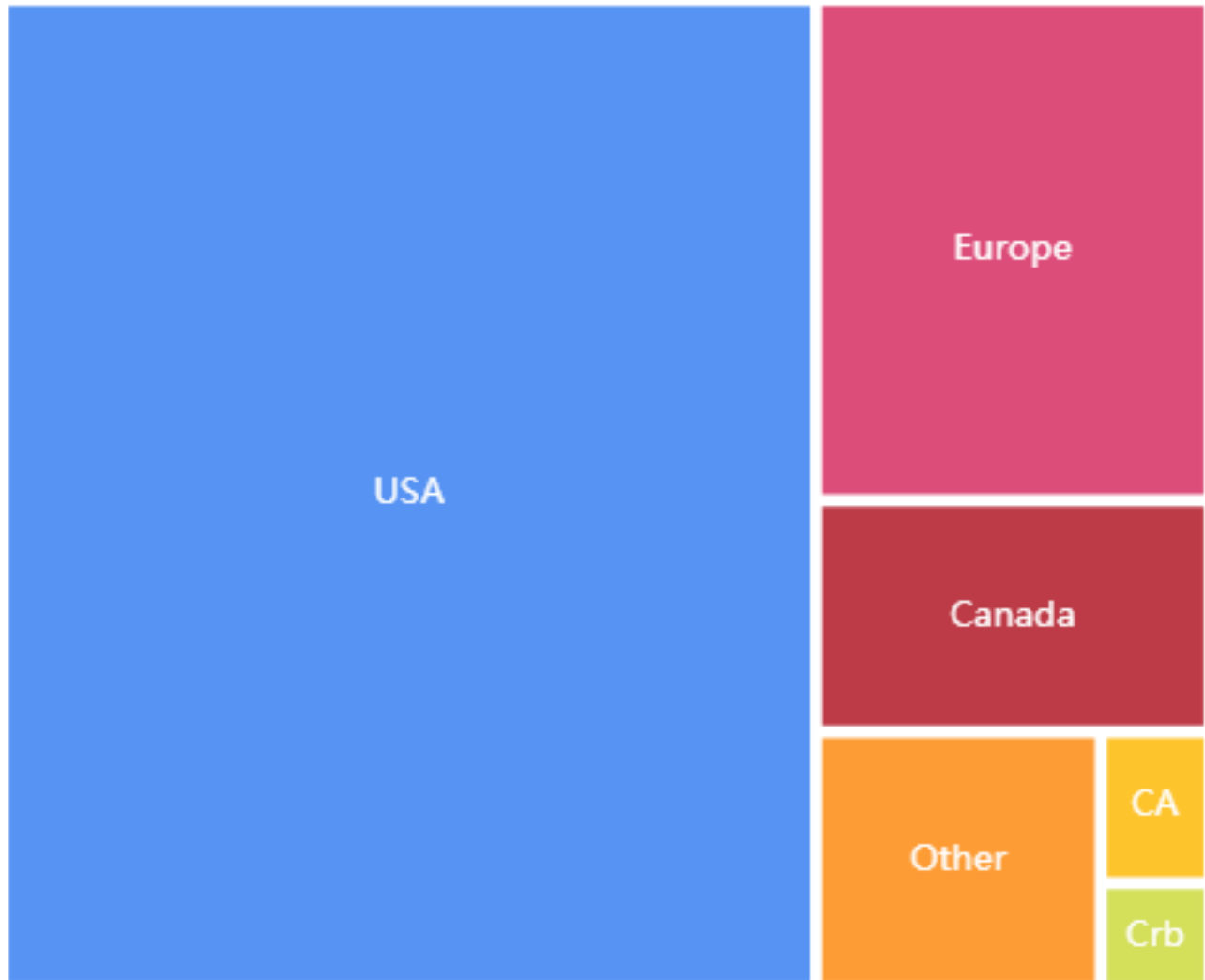
6.1

Total**13166****100.0**

Arrivals By Country/Region of Origin

Fig 2.1

Arrivals By Country/Region of Origin



Note:

The vast majority of US visitors to Belize come from Texas and California, with Houston and Los Angeles being the primary cities of origin for visitors from each state respectively. These cities are also home to large populations of Belizeans living abroad as well as their descendants. This is true for the Eastern states of Florida and New York as well.

2018

US States

Frequency

Percent

TEXAS

957

10.79

CALIFORNIA

868

9.78

FLORIDA

658

7.42

NEW YORK

471

5.31

COLORADO

436

4.91

WASHINGTON

303

3.42

GEORGIA

274

3.09

NORTH CAROLINA

239

2.69

ILLINOIS

235

2.65

MINNESOTA

222

2.50

MARYLAND

218

2.46

VIRGINIA

209

2.36

PENNSYLVANIA

204

2.30

TENNESSEE

197

2.22

OHIO

193

2.18

WISCONSIN

193

2.18

OREGON

188

2.12

NEW JERSEY

173

1.95

Table 2.4

Arrivals By US State of Origin

2018

US States

Frequency

Percent

Table 2.4

	US States	Frequency	Percent
	MASSACHUSETTS	171	1.93
	MISSOURI	166	1.87
	MICHIGAN	164	1.85
	INDIANA	151	1.70
	ARIZONA	133	1.50
	SOUTH CAROLINA	120	1.35
	UTAH	118	1.33
	LOUISIANA	112	1.26
	ALABAMA	99	1.12
	IDAHO	96	1.08
	CONNECTICUT	91	1.03
	NEVADA	89	1.00
	KANSAS	88	0.99
	KENTUCKY	87	0.98
	OKLAHOMA	76	0.86
	MONTANA	75	0.85
	NEBRASKA	66	0.74

Arrivals By US State of Origin

2018

US States

Frequency

Percent

MISSISSIPPI

61

0.69

ARKANSAS

59

0.67

IOWA

59

0.67

DISTRICT OF
COLOMBIA

58

0.65

MAINE

49

0.55

NEW MEXICO

42

0.47

VERMONT

31

0.35

RHODE ISLAND

30

0.34

NEW HAMPSHIRE

27

0.30

ALASKA

25

0.28

SOUTH DAKOTA

24

0.27

DELAWARE

22

0.25

WEST VIRGINIA

19

0.21

NORTH DAKOTA

18

0.20

HAWAII

9

0.10

WYOMING

34

0.38

NOT STATED

164

1.85

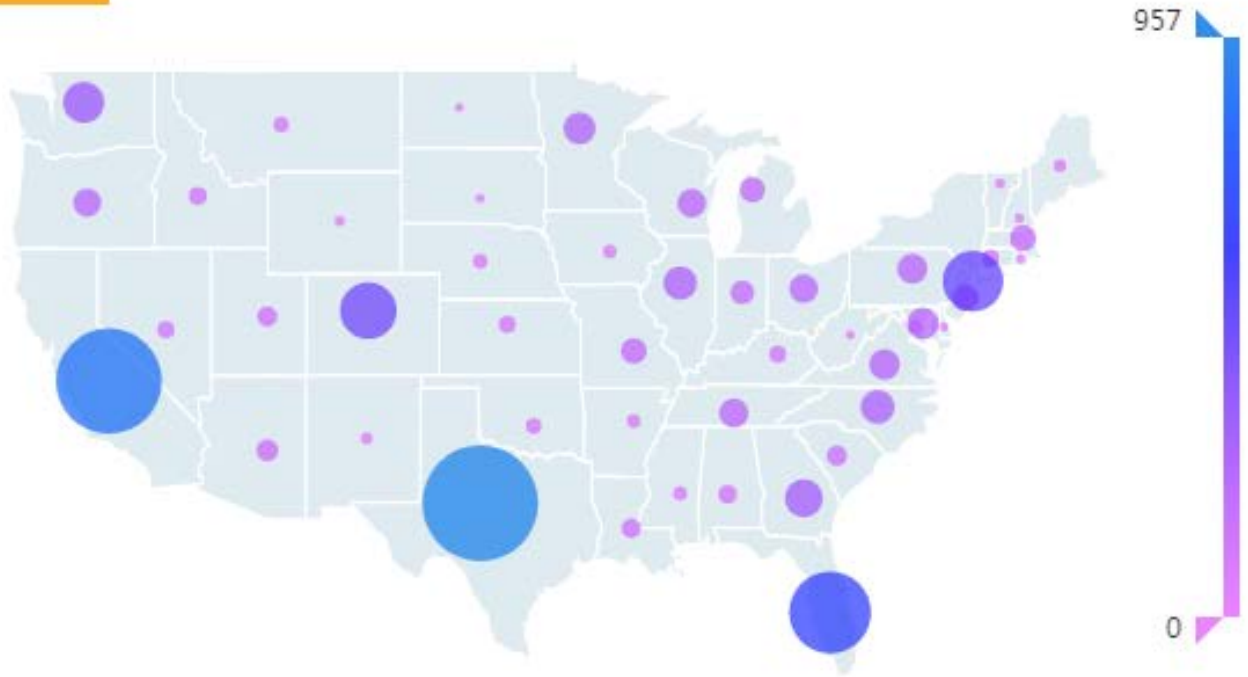
TOTAL**8871****100.0**

Table 2.4

Arrivals By US State of Origin

Fig 2.2

Arrivals By US State of Origin



2018

Country

Frequency

Percent

FRANCE

192

8.8

GERMANY

372

17.1

HOLLAND

261

12.0

IRELAND

96

4.4

ITALY

98

4.5

NORWAY

26

1.2

SPAIN

70

3.2

SWITZERLAND

111

5.1

UNITED KINGDOM

584

26.9

OTHER

365

16.8

Total**2175****100.0**

Table 2.5

Arrivals By European Country of Origin

2018

Province

Frequency

Percent

Table 2.6

Province	Frequency	Percent
ALBERTA	160	16.0
BRITISH COLUMBIA	199	19.9
MANITOBA	26	2.6
NEWBRUNSWICK	9	0.9
NEWFOUNDLAND and LABRADOR	3	0.3
NOVA SCOTIA	38	3.8
NUNAVUT	2	0.2
ONTARIO	389	38.8
PRINCE EDWARD ISLAND	1	0.1
QUEBEC	130	13.0
SASKATCHEWAN	24	2.4
YUKON	1	0.1
Not Stated	20	2.0
Total	1002	100.0

Arrivals By Canadian Province of Origin

Note:

Westjet and AirCanada have offered direct flights from Toronto and Calagary to Belize starting in late 2016 . The addition of these direct flights from major Canadian cities has boosted Canadian tourist arrivals to Belize over the past two years.

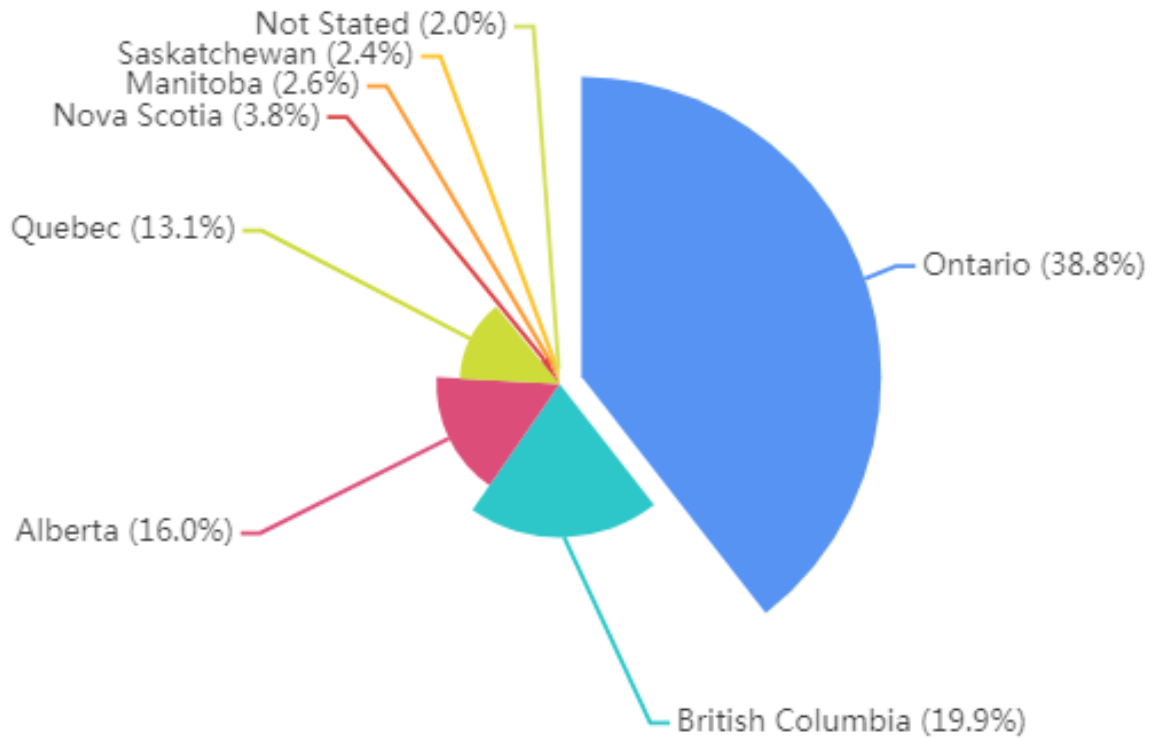
Fig 2.3

Arrivals by Canadian Province of Origin (map)



Fig 2.4

Arrivals By Canadian Province of Origin



Note:

The Canadian market is important for Belize because Canadian visitors have the longest average length of stay of all the major market regions and the second highest average daily expenditure. This implies that over the long term, the Canadian market generates significant tourism revenue for Belize annually.

2018

Arrival Mode

Frequency

Percent

Table 2.7

Air	3788	77.8
Land	926	19.0
Sea	63	1.3
Other	86	1.8
Not Stated	6	0.1
Total	4869	100.0

Mode of Arrival on Current Trip

2018

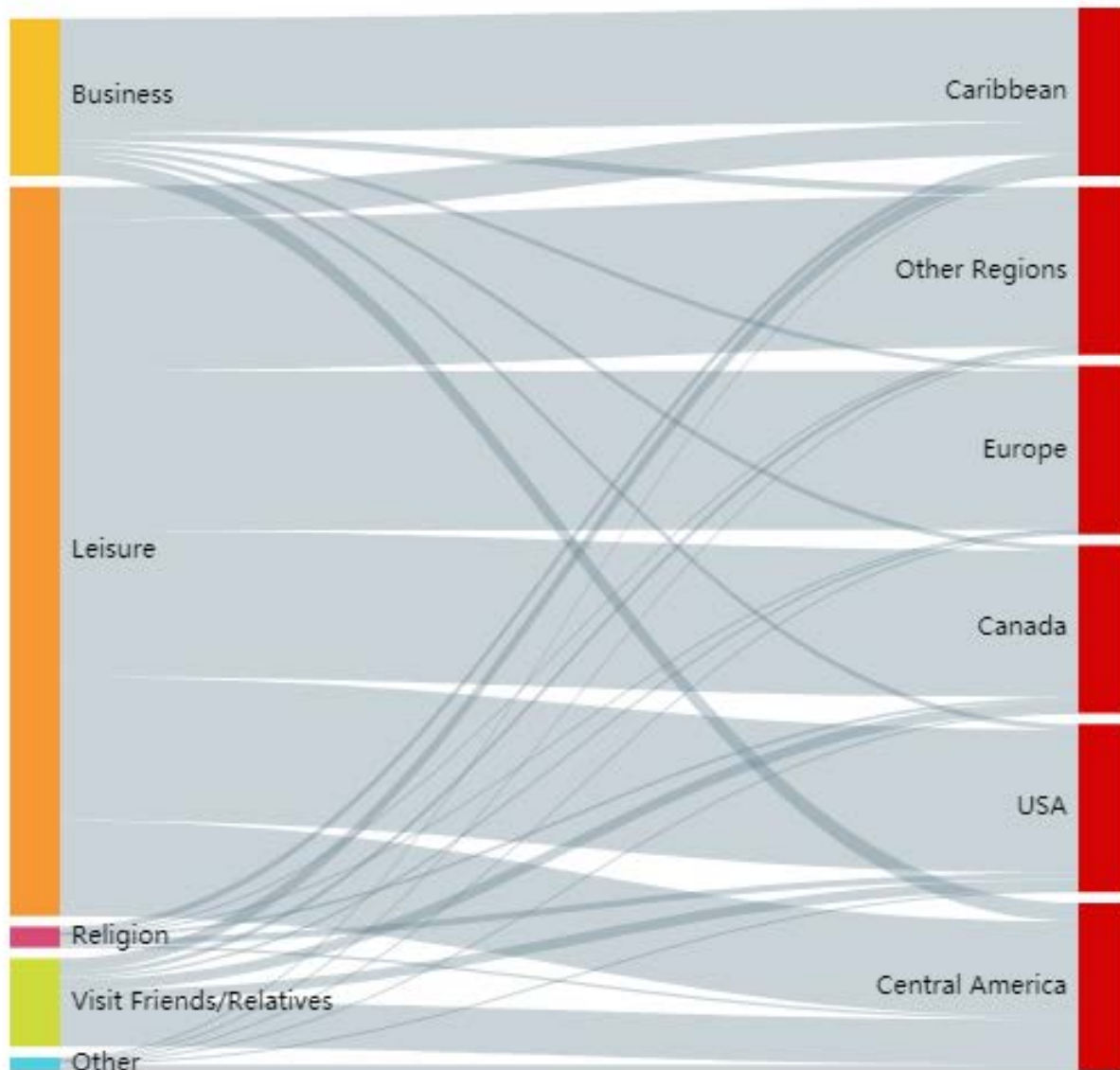
Table 2.8

	Leisure	Percent	Business	Percent	Friends	Percent	Religion	Percent	Other	Percent	Total
USA	7552	85.1%	301	3.4%	551	6.2%	363	4.1%	99	1.1%	8871
Canada	873	87.1%	33	3.3%	66	6.6%	22	2.2%	8	0.8%	1002
Europe	2053	94.4%	67	3.1%	35	1.6%	6	0.3%	14	0.6%	2175
Caribbean	25	19.7%	86	67.7%	10	7.9%	5	3.9%	1	0.8%	127
Central America	103	56.6%	20	11.0%	49	26.9%	3	1.6%	7	3.8%	182
Other	728	90.1%	41	5.1%	26	3.2%	3	0.4%	9	1.1%	808

Purpose of Visit by Country/Region of Origin

Fig 2.5

Purpose of Visit By Country/Region of Origin



Note:

The vast majority of overnight visitors who come to Belize from the Caribbean are business travelers. A significant proportion of overnight guests from Central America come to Belize to visit friends and relatives. These 2018 results are consistent with historical trends.

2018

Summer

Winter

Average

Table 2.9

	Summer	Winter	Average
USA	6.47	6.65	6.55
Canada	7.22	7.70	7.51
Europe	5.36	5.70	5.51
Caribbean	5.71	5.41	5.66
Central America	5.34	3.79	4.76
Other	4.38	4.59	4.48
Average	6.15	6.42	6.28

Length of Stay (nights) by Country/Region of Origin

2018

Summer

Winter

Average

Table 2.10

	Summer	Winter	Average
Holiday, leisure	6.11	6.41	6.26
Business	4.34	3.97	4.23
Visit Friends	7.18	7.56	7.34
Religion	7.68	7.43	7.59
Other	6.73	5.43	6.38
DK/NS	0.00	5.33	5.33
Average	6.15	6.42	6.28

Length of Stay (nights) by Purpose of Visit

Table 2.11

2018

Percent
Total

LESS THAN 25

25-34

35-44

45-54

55-64

65 AND OVER

DK/NS

	Male	Percent	Female	Percent	DK/NS	Total	Percent Total
LESS THAN 25	193	10.5	544	18.0	1	738	15.2
25-34	717	39.0	1197	39.5	0	1914	39.3
35-44	385	20.9	558	18.4	0	943	19.4
45-54	304	16.5	440	14.5	1	745	15.3
55-64	172	9.4	223	7.4	0	395	8.1
65 AND OVER	61	3.3	51	1.7	0	112	2.3
DK/NS	7	0.4	7	0.3	0	14	0.3

Arrivals by Sex & Age Group

Note:

Survey results show that visitors to Belize are starting to skew younger and more female, between the ages of 25 - 34. One contributing factor may be that the addition of low cost air carriers has made travel to Belize more accessible to younger, adventurous travelers.



Fig 2.6

Arrivals by Sex & Age Group

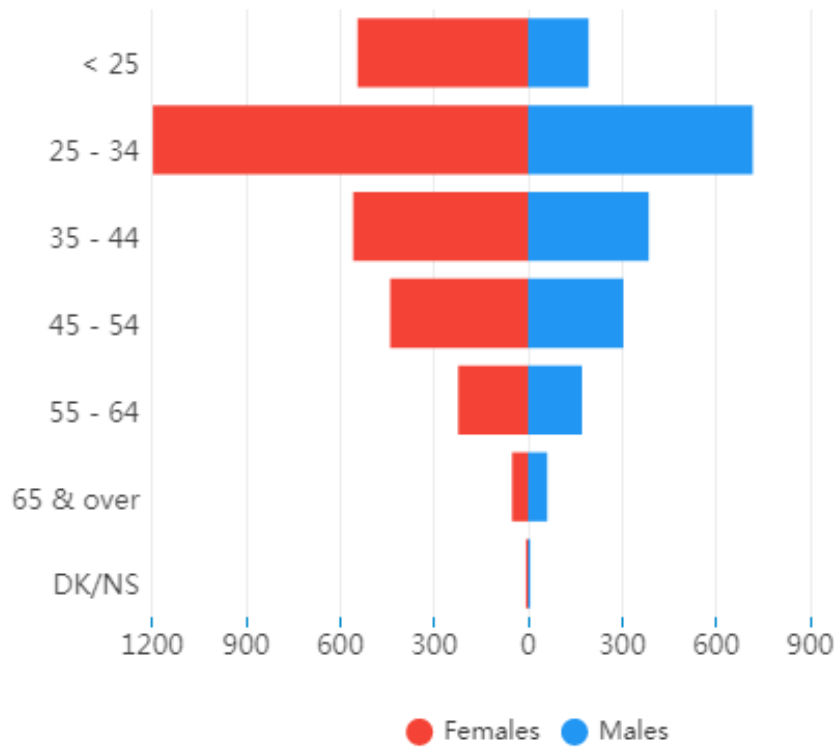


Table 2.12

2018

	Nobody	Spouse	Family	Group/ Friends	Other	Percent Total
USA	10.0%	38.0%	21.2%	29.7%	1.0%	100.0%
Canada	16.6%	36.4%	15.5%	30.7%	0.8%	100.0%
Europe	21.2%	35.2%	8.2%	34.0%	1.4%	100.0%
Caribbean	40.0%	6.7%	6.7%	33.3%	13.3%	100.0%
Central America	46.7%	6.7%	22.2%	22.2%	2.2%	100.0%
Other	28.7%	29.7%	6.5%	33.3%	1.8%	100.0%
Percent Average	13.9%	36.6%	17.7%	44.5%	1.2%	100.0%

Travel Companions by Country/Region of Origin

Fig 2.7

Travel Companions By Country/ Region of Origin

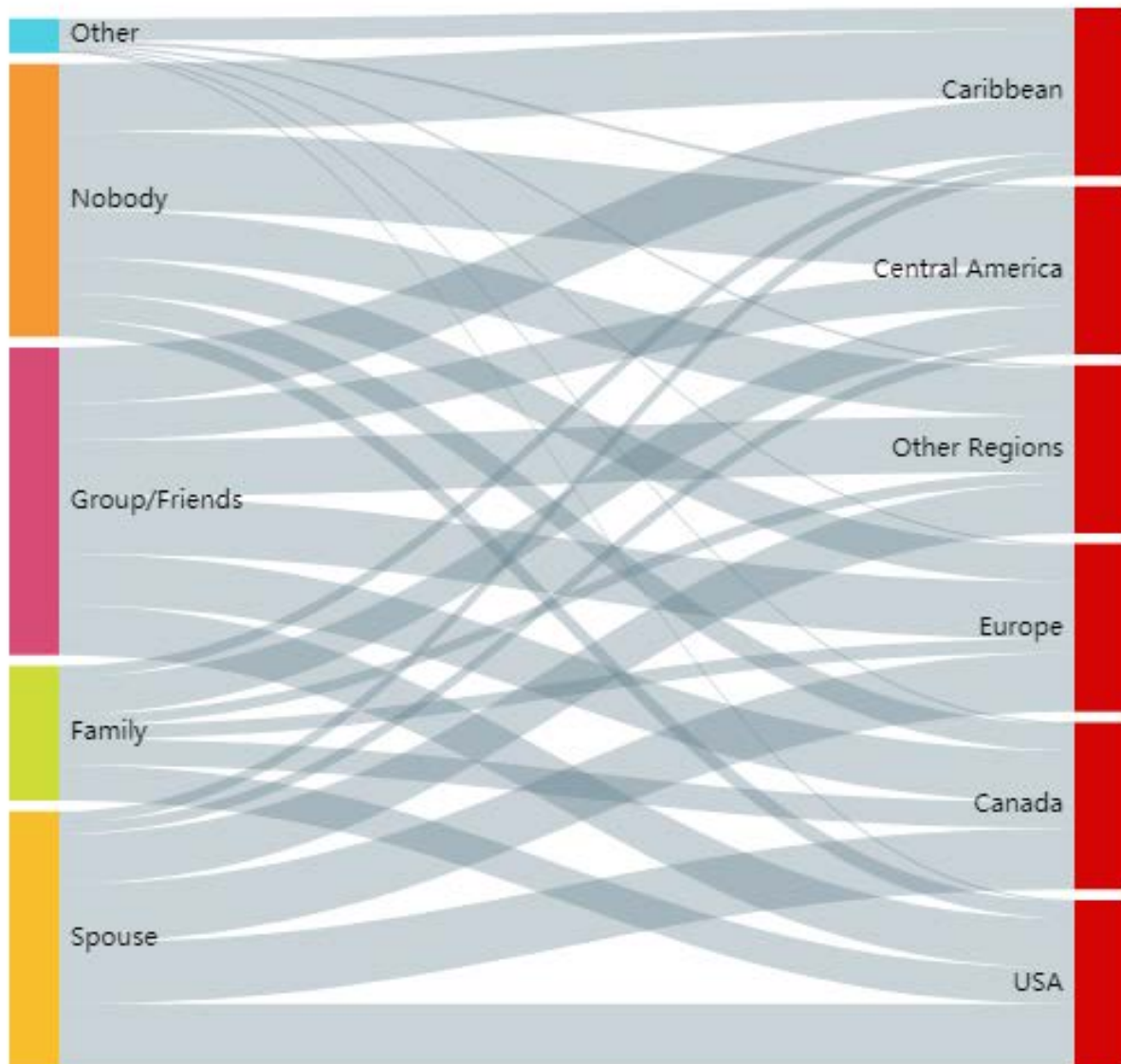


Table 2.13

2018

	USA	CANADA	EUROPE	CARIBBEAN	CENTRAL AMERICA	OTHER	TOTAL
Hotel/Resort	70.0%	54.0%	59.7%	93.3%	33.3%	55.2%	65.9%
Guest-House	14.3%	35.0%	43.7%	13.3%	6.7%	31.9%	21.7%
Own Vacation house	1.8%	3.2%	0.1%	0.0%	2.2%	0.0%	1.5%
Rented house/apart	16.1%	20.1%	5.7%	0.0%	15.6%	3.6%	13.9%
Friend/Relative	4.2%	7.5%	3.4%	13.3%	42.2%	5.0%	4.7%
Fishing Lodge	1.9%	0.0%	0.1%	0.0%	0.0%	0.0%	1.3%
Boat	2.1%	2.4%	3.0%	0.0%	0.0%	1.4%	2.2%
Camping	1.1%	4.3%	5.5%	0.0%	0.0%	3.9%	2.2%
Time-share unit	0.4%	0.3%	0.1%	0.0%	0.0%	0.4%	0.3%
Other	4.1%	9.4%	10.8%	0.0%	2.2%	14.7%	6.2%
DK/NS	0.2%	0.0%	0.6%	0.0%	0.0%	0.4%	0.3%

Accommodation Type by Country/Region of Origin

Note:

Survey results show that the majority of Central American visitors who come to Belize stay with friends and relatives. This shouldn't be surprising because much of Belize's population is comprised of persons whose relatives migrated to Belize from some of the neighboring countries at some point in history.

Table 2.14

2018

	USA	CANADA	EUROPE	CARIBBEAN	CENTRAL AMERICA	OTHER	TOTAL
Belmopan	4.2%	5.1%	6.0%	26.7%	11.1%	2.5%	4.6%
Belize District	12.1%	17.6%	20.2%	73.3%	24.4%	17.9%	14.5%
Corozal	2.4%	4.0%	4.6%	0.0%	8.9%	5.0%	3.1%
Orange Walk	2.3%	4.0%	7.1%	6.7%	4.4%	6.1%	3.5%
San Ignacio/Cayo	22.6%	39.8%	44.0%	20.0%	26.7%	32.3%	28.0%
Dangriga/Stann Creek	11.3%	16.6%	11.1%	13.3%	4.4%	6.1%	11.3%
Punta Gorda/Toledo	2.1%	1.6%	3.2%	6.7%	0.0%	2.5%	2.3%
Ambergris Caye	49.6%	37.2%	19.1%	40.0%	33.3%	16.1%	41.5%
Caye Caulker	23.4%	51.9%	71.7%	20.0%	20.0%	68.8%	36.1%
Other Islands	6.5%	7.2%	7.7%	6.7%	0.0%	3.2%	6.5%
Placencia	14.1%	17.1%	11.3%	6.7%	11.1%	6.1%	13.4%
Other	0.8%	0.5%	0.2%	0.0%	0.0%	0.0%	0.6%
DK/NS	0.1%	0.0%	0.1%	0.0%	2.2%	1.1%	0.1%

Destination/Area Stayed by Country/Region of Origin

Table 2.15

2018	Travel Agent	Magazine	Travel Guide book	Television	Friends	Internet	DK/NS	Other	Total
	USA	5.9%	0.6%	2.0%	0.8%	46.0%	34.6%	0.2%	9.8%
Canada	2.1%	0.3%	3.7%	0.5%	48.1%	35.3%	0.0%	9.9%	100.0%
Europe	11.7%	1.1%	11.3%	1.4%	31.9%	35.7%	0.1%	6.7%	100.0%
Caribbean	6.7%	0.0%	0.0%	0.0%	33.3%	13.3%	6.7%	40.0%	100.0%
Central America	4.4%	0.0%	4.4%	0.0%	60.0%	15.6%	0.0%	15.6%	100.0%
Other	8.6%	0.7%	6.5%	0.0%	36.2%	37.6%	1.8%	8.6%	100.0%
Percent Average	6.7%	0.7%	3.9%	0.8%	43.4%	34.8%	0.3%	9.4%	100.0%

Sources of Information about Belize

Fig 2.8

Sources of Information about Belize

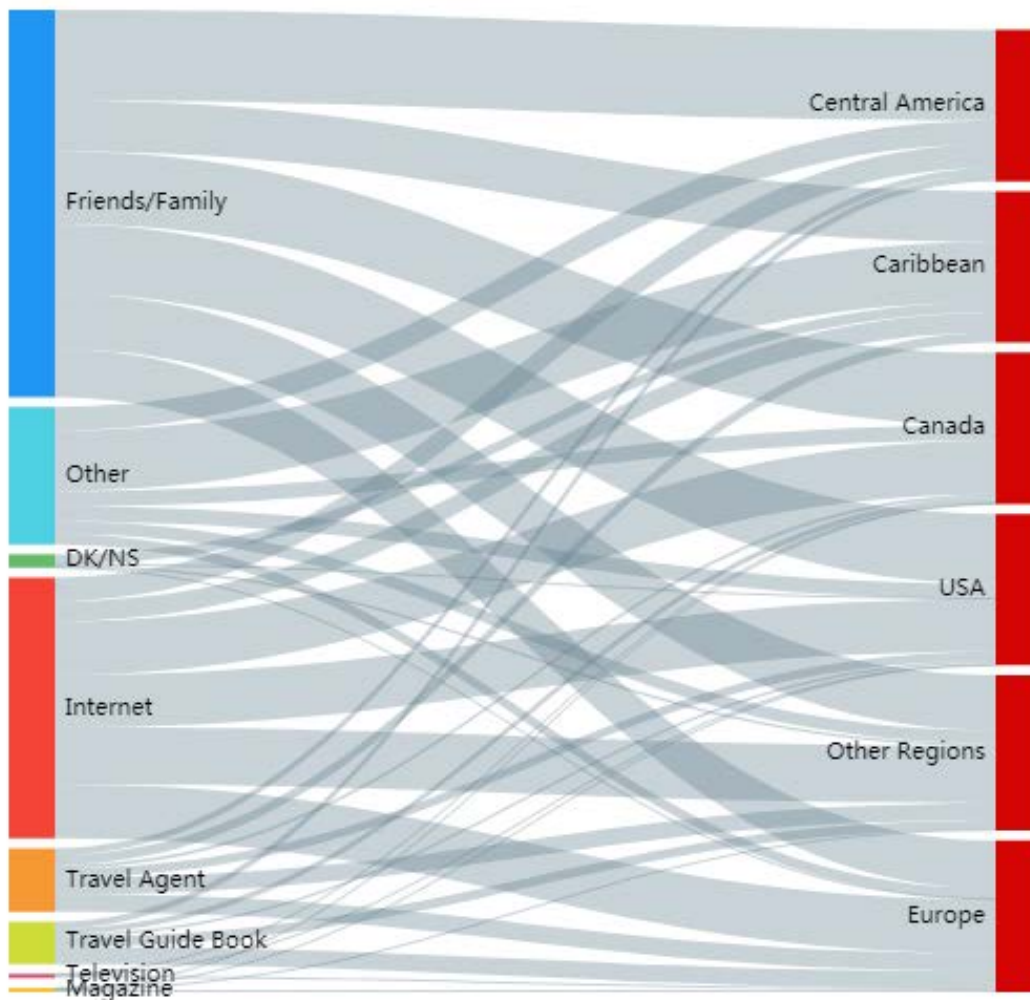


Table 2.16

2018

FIRST VISIT?

YES

NO

	USA	CANADA	EUROPE	CARIBBEAN	CENTRAL AMERICA	OTHER	Percent Total
YES	78.6%	79.4%	95.3%	66.7%	47.7%	90.3%	81.7%
NO	21.4%	20.6%	4.7%	33.3%	52.3%	9.7%	18.3%

First Visit to Belize by Country/Region of Origin

Table 2.17

2018

Cruise

USA

Canada

Europe

Caribbean

Central America

Other

DK/NS

Percent Average

	Air	Land	ship	DK/NS	Other	Total
USA	96.6%	3.2%	0.1%	0.0%	0.0%	100.0%
Canada	87.0%	13.0%	0.0%	0.0%	0.0%	100.0%
Europe	47.4%	42.1%	2.6%	0.0%	7.9%	100.0%
Caribbean	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Central America	8.7%	87.0%	0.0%	0.0%	4.3%	100.0%
Other	22.2%	74.1%	3.7%	0.0%	0.0%	100.0%
DK/NS	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
Percent Average	89.1%	10.2%	0.3%	0.0%	0.5%	100.0%

Mode of Arrival for Repeat Visitors

Note:

The majority of overnight visitors to Belize come through the international airport. However, this is not the case for visitors from Europe, where almost half of visitors come to Belize through the two land borders. A significant number of European visitors to Belize are backpackers, who split their trips to Belize with other neighboring Central American countries and Mexico.

2018

NO

YES

TOTAL

Table 2.18

	NO	YES	TOTAL
USA	91.3%	8.7%	100.0%
Canada	86.3%	13.7%	100.0%
Europe	76.0%	24.0%	100.0%
Caribbean	92.1%	7.9%	100.0%
Central America	89.0%	11.0%	100.0%
Other	82.1%	17.9%	100.0%
Total	87.8%	12.2%	100.0%

Multiple Destinations Visited by Country/Region of Origin




Table 2.19

2018	USA	CANADA	EUROPE	CARIBBEAN	CENTRAL AMERICA	OTHER	TOTAL
Diving	18.1%	18.7%	20.3%	20.0%	20.0%	20.1%	18.7%
Snorkeling	69.8%	74.9%	76.2%	46.7%	35.6%	61.3%	70.4%
Island Tour	27.5%	25.9%	28.9%	53.3%	22.2%	24.4%	27.5%
Caving	31.9%	33.7%	24.0%	26.7%	8.9%	19.7%	29.8%
Birding	7.4%	7.8%	7.5%	0.0%	4.4%	1.8%	7.0%
Gaming	1.2%	1.9%	1.1%	0.0%	11.1%	2.5%	1.4%
Other	12.7%	9.6%	6.1%	13.3%	6.7%	6.5%	11.0%
Fishing	21.6%	14.2%	6.1%	0.0%	4.4%	5.7%	17.3%
Sailing	12.2%	15.0%	11.0%	6.7%	4.4%	10.0%	12.0%
Canoe/Kayaking	20.6%	23.0%	16.3%	0.0%	4.4%	8.6%	19.1%
Jungle trekking	29.9%	29.1%	22.8%	20.0%	2.2%	12.5%	27.4%
Cultural Event	13.4%	12.6%	11.5%	13.3%	4.4%	7.5%	12.6%
None	6.3%	7.2%	6.7%	20.0%	33.3%	16.1%	7.3%
DK/NS	0.5%	1.1%	1.1%	0.0%	4.4%	1.8%	0.7%

Participation in Activities by Country/Region of Origin

Table 2.20



	TEXAS	CALIFORNIA	FLORIDA	NEW YORK	COLORADO	WASHINGTON	GEORGIA	NORTH CAROLINA	ILLINOIS	MINNESOTA	TOTAL
Diving	16.4%	18.7%	18.1%	17.8%	21.8%	17.9%	10.2%	15.0%	18.8%	19.1%	18.1%
Snorkeling	68.7%	71.9%	60.6%	72.4%	70.9%	75.6%	64.3%	66.4%	72.5%	74.2%	69.8%
Island Tour	28.2%	31.8%	31.1%	23.6%	22.4%	26.8%	26.5%	39.8%	27.5%	22.5%	27.5%
Caving	24.1%	41.8%	29.5%	32.2%	32.1%	36.6%	19.4%	33.6%	27.5%	28.1%	31.9%
Birding	5.9%	7.7%	4.7%	6.3%	6.7%	10.6%	3.1%	7.1%	8.8%	4.5%	7.4%
Gaming	1.2%	2.3%	1.6%	2.3%	1.8%	1.6%	0.0%	0.9%	0.0%	2.2%	1.2%
Other	12.7%	9.4%	12.4%	16.7%	10.3%	13.0%	18.4%	12.4%	12.5%	13.5%	12.7%
Fishing	27.2%	17.7%	16.6%	13.2%	27.3%	24.4%	18.4%	20.4%	13.8%	21.3%	21.6%
Sailing	10.2%	12.0%	13.5%	12.1%	12.7%	14.6%	10.2%	11.5%	15.0%	13.5%	12.2%
Canoe/Kayaking	16.7%	23.1%	16.6%	20.7%	20.0%	26.8%	15.3%	16.8%	17.5%	21.3%	20.6%
Jungle trekking	23.2%	35.8%	28.5%	28.7%	30.3%	35.0%	20.4%	34.5%	26.3%	28.1%	29.9%
Cultural Event	6.5%	14.7%	10.9%	9.2%	9.1%	13.0%	11.2%	19.5%	12.5%	10.1%	13.4%
None	8.0%	5.0%	5.7%	7.5%	4.2%	5.7%	13.3%	3.5%	3.8%	5.6%	6.3%
DK/NS	0.9%	0.7%	1.6%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.5%

Participation in Activities by Top 10 US State

Table 2.21

2018

	USA	CANADA	EUROPE	CARIBBEAN	CENTRAL AMERICA	OTHER	TOTAL
Offshore Islands	49.4%	43.6%	33.7%	73.3%	11.1%	29.0%	45.0%
Barrier Reef	57.3%	61.5%	64.1%	33.3%	13.3%	49.8%	57.8%
Blue Hole	7.6%	9.4%	12.6%	20.0%	11.1%	14.0%	9.0%
Archaeological sites	41.3%	43.6%	36.2%	26.7%	13.3%	24.0%	39.3%
Other	3.0%	3.2%	1.6%	6.7%	4.4%	2.5%	2.8%
Marine protected Areas	46.2%	51.3%	50.3%	13.3%	28.9%	39.8%	46.6%
National Park/Reserve	46.0%	40.9%	33.7%	26.7%	15.6%	19.4%	41.7%
Museum/Historical site	18.3%	19.3%	15.2%	6.7%	4.4%	10.0%	17.2%
None	9.5%	10.4%	8.8%	26.7%	44.4%	18.6%	10.4%
DK/NS	0.7%	1.9%	3.0%	0.0%	4.4%	2.9%	1.3%

Places of Interest Visited by Country/Region of Origin



Table 2.22

2018

	NONPREPAID		PREPAID		TOTAL	
	Number	Percent	Number	Percent	Number	Percent
USA	7223	81.4%	1648	18.6%	8871	100.0%
Canada	882	88.0%	120	12.0%	1002	100.0%
Europe	1867	85.8%	308	14.2%	2175	100.0%
Caribbean	104	81.9%	23	18.1%	127	100.0%
Central America	171	94.0%	11	6.0%	182	100.0%
Other	720	89.1%	88	10.9%	808	100.0%

Pre-paid packages by Country/Region of Origin

2018

TOTAL PACKAGE COST

Transportation

Insurance

Other

100%

41.1%

2.2%

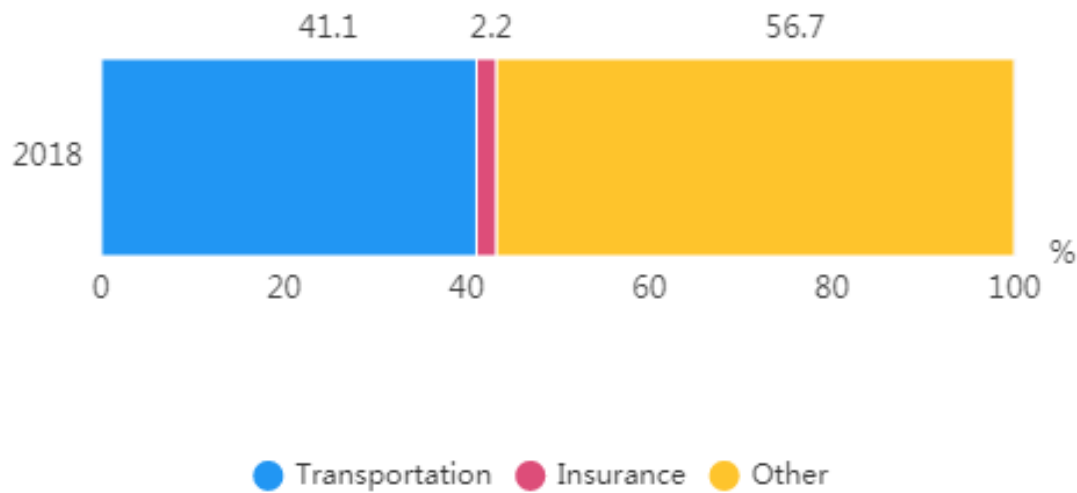
56.7%

Table 2.23

Pre-paid Package Costs by Components (%)

Fig 2.10

% Share of Prepaid Package Costs by Components



2018

Summer

Winter

Average

Table 2.24

	Summer	Winter	Average
USA	2,957.17	3,236.14	3,092.19
CANADA	2,681.22	3,279.61	3,069.19
EUROPE	2,778.62	2,809.95	2,794.08
CARIBBEAN	2,339.62	1,600.00	2,286.79
CENTRAL AMERICA	2,250.00	766.67	1,508.33
OTHER	2,345.96	2,842.48	2,598.91
AVERAGE	2,893.45	3,169.74	3,029.39

Pre-paid Package costs by Country/Region of Origin (\$US)

2018

Summer

Winter

Average

Table 2.25

	Summer	Winter	Average
Visit Neighboring Country	2,862.22	3,744.49	3,366.38
Didn't Visit Neighboring Country	2,896.71	3,083.93	2,986.95
AVERAGE	2,893.45	3,169.74	3,029.39

Visiting Neighboring Country – Pre-paid package costs (\$US)

2018

Summer

Winter

Average

Table 2.26

	Summer	Winter	Average
USA	162.99	168.95	165.78
CANADA	131.22	124.00	126.94
EUROPE	89.28	86.71	88.12
CARIBBEAN	193.87	224.57	199.31
CENTRAL AMERICA	101.94	84.64	95.49
OTHER	109.22	101.97	105.94
AVERAGE	144.23	146.48	145.28

Average Daily Expenditure by Country/Region of Origin (\$US)

2018

Summer

Winter

Average

Table 2.27

Holiday, leisure	144.05	147.58	145.76
Business	203.00	216.81	207.43
Visit Friends	96.73	97.52	97.07
Religion	152.29	138.00	147.10
Other	128.60	92.59	118.78
DK/NS		100.00	100.00
AVERAGE	144.23	146.48	145.28

Average Daily Expenditure by Purpose of Visit (\$US)

Table 2.28

2018

	Holiday/ Leisure	Business	Visit Friends	Religion	DK/NS	Other	Total
USA	169.31	216.17	102.39	152.28	125.00	123.36	165.78
CANADA	128.54	211.25	88.90	91.53		64.44	126.94
EUROPE	86.73	169.75	59.32	96.23		100.48	88.12
CARIBBEAN	150.86	229.41	87.99	50.67		116.67	199.31
CENTRAL AMERICA	95.52	169.25	70.47	55.94		53.13	95.49
Other	103.60	154.79	89.95	100.32	50.00	147.18	105.94
Average	145.76	207.43	97.07	147.10	100.00	118.78	145.28

Daily Expenditure by Country/Region of Origin & Purpose of Visit (\$US)

Table 2.29

2018	Holiday/ Leisure		Business		Visit Friends		Religion		Other		Average	
	\$	# of Cases	\$	# of Cases	\$	# of Cases	\$	# of Cases	\$	# of Cases	\$	# of Cases
	Belmopan	146.47	115	215.94	6	61.01	9	163.53	13		0	145.56
Belize District	127.89	419	200.50	28	100.62	21	165.14	28	138.67	5	132.99	501
Corozal	117.19	78	181.67	4	35.05	5	169.16	9	150.00	1	120.77	97
Orange Walk	106.44	74	125.00	1	104.09	5	174.90	8	41.66	1	111.94	89
San Ignacio/Cayo	126.81	953	255.11	8	83.56	21	111.75	27	135.11	2	126.55	1011
Dangriga/SC	153.91	316	124.53	7	85.15	12	114.43	10	50.00	1	149.49	346
Toledo/PG	128.85	35	142.86	1	165.56	3	124.51	19	225.00	1	131.19	59
Ambergris Caye	167.65	1510	178.78	7	120.43	27	164.35	6	108.55	5	166.68	1555
Caye Caulker	115.52	1377	147.10	4	120.67	13	127.20	26	41.67	1	115.82	1421
Other Islands	169.24	174		0	94.86	7	179.48	11	259.72	2	168.07	194
Placencia	153.67	445	175.12	6	73.55	11	176.90	8	144.44	1	152.45	471

Daily Expenditure (\$US) by Purpose of Visit by Places Stayed

Table 2.30

2018	USA		Canada		Europe		Caribbean		Central America		Other		Average	
	\$	# of Cases	\$	# of Cases	\$	# of Cases	\$	# of Cases	\$	# of Cases	\$	# of Cases	\$	# of Cases
	Belmopan	161.39	101	179.26	9	70.62	24	177.78	4	126.21	3	58.33	2	145.56
Belize District	149.20	293	138.19	47	91.70	105	186.03	9	104.70	8	109.74	39	132.99	501
Corozal	141.61	57	63.81	7	77.80	22		0	93.08	4	158.96	7	120.77	97
Orange Walk	137.86	41	107.19	7	76.29	30	111.11	1	186.96	1	108.19	9	111.94	89
San Ignacio/Cayo	153.43	571	107.49	105	85.38	256	167.04	3	101.50	9	86.08	67	126.55	1011
Dangriga/SC	172.50	242	120.89	37	85.99	57	35.71	1	75.00	1	61.69	8	149.49	346
Toledo/PG	143.38	40	170.83	3	88.13	13		0		0	115.56	3	131.19	59
Ambergris Caye	175.36	1296	120.09	106	124.10	104	217.14	5	120.76	10	117.22	34	166.68	1555
Caye Caulker	143.09	642	105.95	161	86.20	452	164.66	3	119.36	8	98.32	155	115.82	1421
Other Islands	194.27	134	128.35	18	104.39	37		0		0	80.33	5	168.07	194
Placencia	166.81	361	119.34	40	93.59	56	150.00	1	125.89	4	101.74	9	152.45	471

Daily Expenditure (\$US) by Origin Country/Region by Places Stayed

Table 2.31

2018

	Good	Average	Poor
INTL. AIRLINE CONNECTION	77.4%	20.2%	2.4%
IMMIGRATION SERVICES	76.0%	21.1%	2.9%
CUSTOMS SERVICES	76.4%	21.4%	2.2%
PERSONAL SAFETY	76.2%	22.3%	1.5%
ACCOMODATION	78.7%	19.7%	1.6%
RESTAURANTS	74.7%	23.2%	2.2%
ENTERTAINMENT	69.8%	27.0%	3.2%
TOURS	88.1%	11.3%	0.6%
DOMESTIC TRANSPORTATION	63.6%	30.5%	5.9%
VALUE FOR MONEY	63.6%	31.1%	5.4%
NATIONAL PARKS	91.8%	7.9%	0.3%
MARINE ATTRACTIONS	94.5%	5.3%	0.2%
ARCHAEOLOGICAL SITES	93.3%	6.4%	0.4%

Satisfaction Rating of Aspects of Trip

2018

Yes

No

Maybe

Table 2.32

Return

83.0%

3.8%

13.2%

Recommend

91.3%

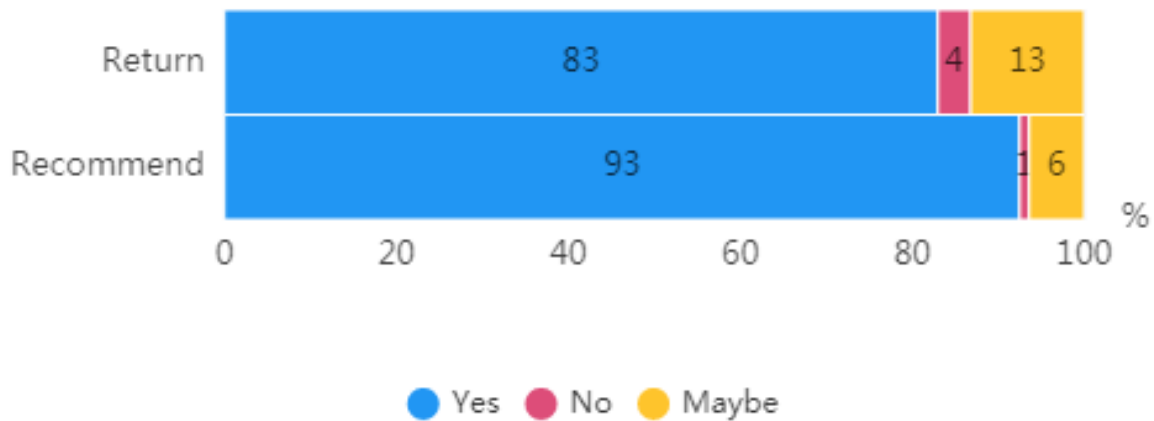
1.1%

6.3%

Satisfaction Rating – Return / Recommend Belize

Fig 2.11

Satisfaction Rating: Return/ Recommend Belize





CRUISE

PASSENGER ARRIVALS



2012-2018



Cruise Passenger Arrivals to Belize

Belize is a popular destination for many cruise passengers, particularly those on the Florida-Caribbean excursion itinerary. Belize offers a variety of adventure-type activities for cruise passengers to engage in for a few hours before they return to the vessel. The cave tubing adventure tours and the Maya temple site visits are especially popular among cruise travelers.

The main hub for cruise passengers visiting Belize is the Fort Street Tourism Village in downtown Belize City. This is a centralized area where the cruise passengers disembark from the cruise tenders and catch a bus or taxi to go on a pre-booked tour. Some guests choose to venture out on foot and catch a tour on their own, or they may choose to simply explore the city. Within the Fort George Tourism Zone, there are shopping centers, restaurants and sometimes live entertainment.

In each of the past three years, cruise passenger arrivals to Belize has exceeded one million visitors. The number of passengers arriving in both Belize City and Harvest Caye combined, make up this total. Cruise passenger arrivals to Belize reached a zenith of 1.2 million visitors in 2018. It remain to be seen whether arrivals in 2019 can meet or exceed this impressive number.



Table 3.1

	2012	2013	2014	2015	2016	2017	2018	% Change
JANUARY	86,128	102,871	109,251	127,376	102,337	127,061	131,509	3.5
FEBRUARY	70,711	78,766	97,740	95,067	98,623	120,996	118,799	-1.8
MARCH	81,315	82,416	115,227	133,482	135,283	117,578	132,122	12.4
APRIL	57,158	62,643	104,188	91,325	90,657	97,422	91,253	-6.3
MAY	42,215	33,988	46,842	43,847	61,977	61,152	82,084	34.2
JUNE	30,798	24,432	53,789	50,790	65,399	47,007	73,917	57.2
JULY	35,224	32,874	67,986	54,471	51,968	44,392	82,282	85.4
AUGUST	27,894	36,309	52,037	50,656	39,189	52,534	91,313	73.8
SEPTEMBER	23,877	25,056	47,625	45,265	54,569	57,718	66,889	15.9
OCTOBER	33,388	42,181	57,913	40,985	56,697	76,403	75,465	-1.2
NOVEMBER	69,674	63,583	74,247	81,113	106,144	100,797	112,283	11.4
DECEMBER	82,352	92,231	141,286	143,598	142,551	111,171	150,221	35.1
	640,734	677,350	968,131	957,975	1,005,394	1,014,231	1,208,137	19.1

CRUISE VISITOR ARRIVALS BY MONTH



Table 3.2

	2012	2013	2014	2015	2016	2017	2018	% Change
1st Quarter	238,154	264,053	322,218	355,925	336,243	365,635	382,430	4.6
2nd Quarter	130,171	121,063	204,819	185,962	218,033	205,581	247,254	20.3
3rd Quarter	86,995	94,239	167,648	150,392	145,726	154,644	240,484	55.5
4th Quarter	185,414	197,995	273,446	265,696	305,392	288,371	337,969	17.2
	640,734	677,350	968,131	957,975	1,005,394	1,014,231	1,208,137	19.1

CRUISE VISITOR ARRIVALS BY QUARTER

Fig 3.1

Cruise Visitor Arrivals By Month

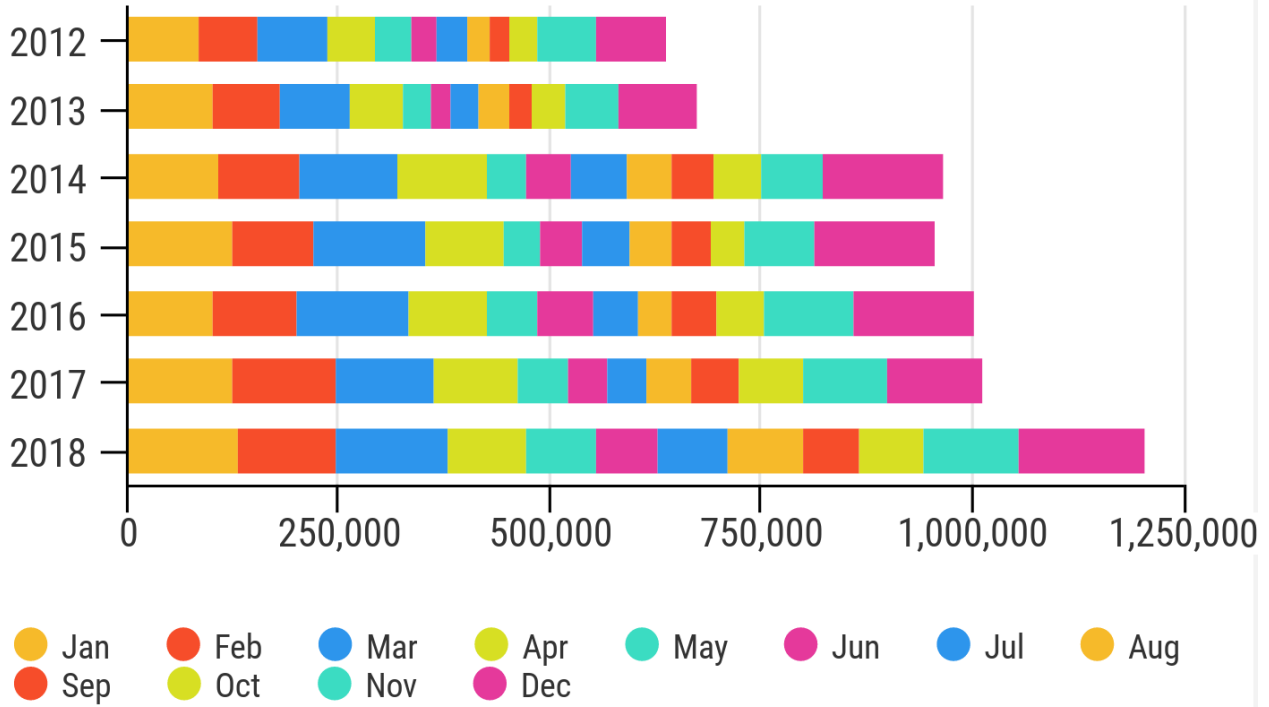
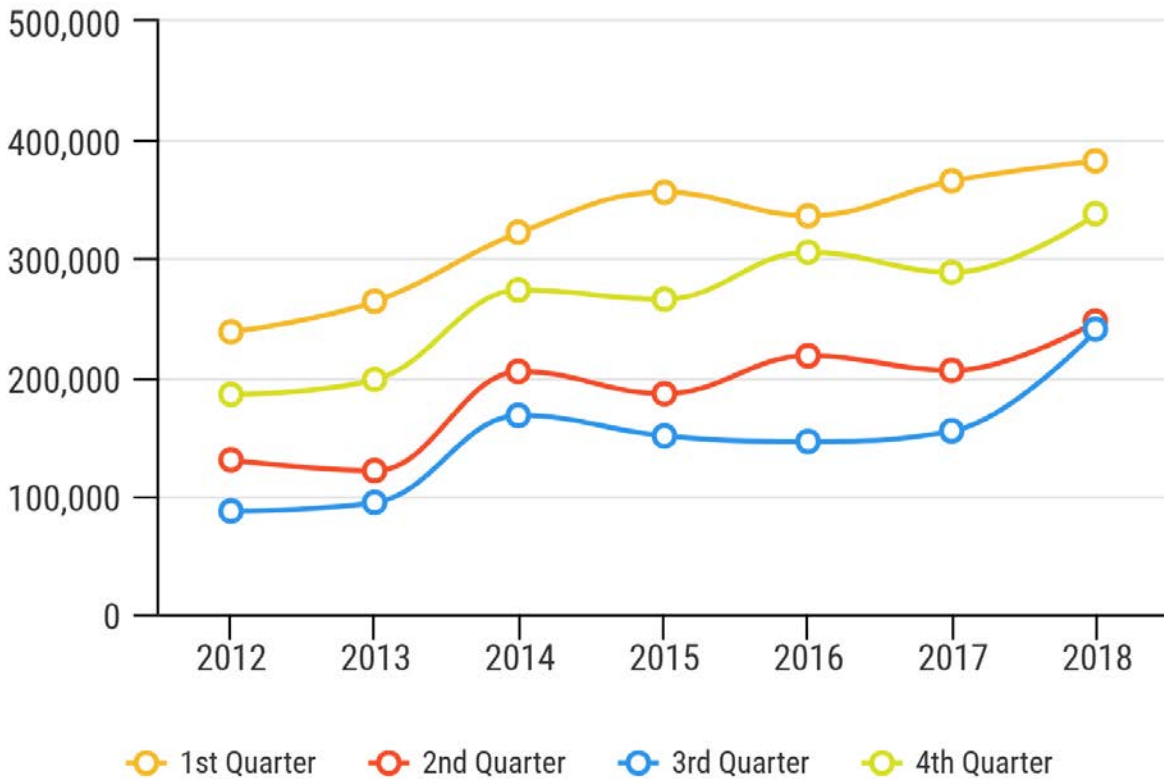


Fig 3.2

Cruise Visitor Arrivals by Quarter





belize

Table 3.3

	2012	2013	2014	2015	2016	2017	2018	% Change
"Winter"	295,312	326,696	426,406	447,250	426,900	463,057	473,683	2.3
Summer	345,422	350,654	541,725	510,725	578,494	551,174	734,454	33.3
	640,734	677,350	968,131	957,975	1,005,394	1,014,231	1,208,137	19.1

CRUISE VISITOR ARRIVALS BY SEASON

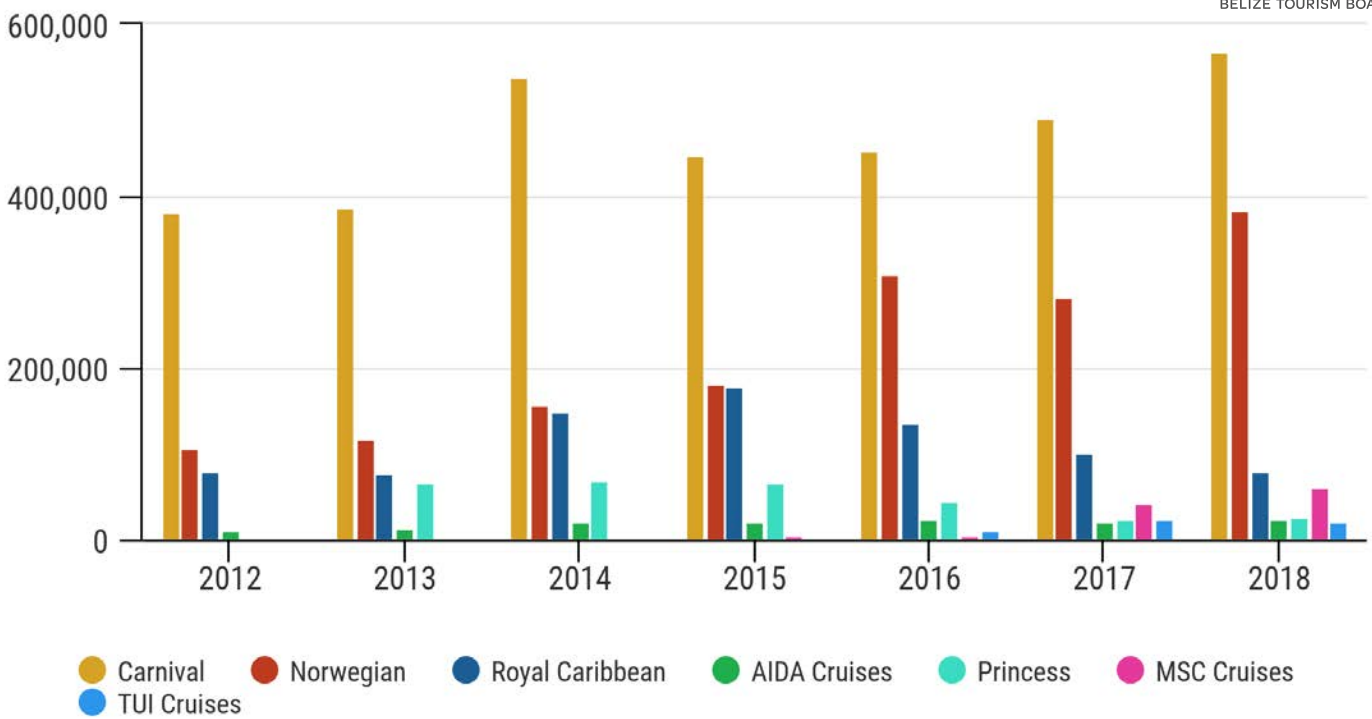


	2012	2013	2014	2015	2016	2017	2018	% Change
Carnival	382,218	386,385	539,960	448,046	452,214	490,521	568,845	16.0
Norwegian	106,467	116,131	158,175	180,594	308,409	282,626	383,685	35.8
Royal Caribbean	79,860	77,527	148,281	177,409	135,794	102,039	81,319	-20.3
AIDA Cruises	11,644	12,397	20,517	22,633	22,818	22,341	22,917	2.6
Princess		67,284	70,048	66,829	44,877	24,664	26,704	8.3
MSC Cruises				4,292	5,504	42,205	62,573	48.3
TUI Cruises					9,503	24,336	22,033	-9.5
	580,189	659,724	936,981	899,803	979,119	988,732	1,168,076	18.1

CRUISE VISITOR ARRIVALS BY MAIN CRUISE LINES

Fig 3.3

Cruise Arrivals by Main Cruise Line



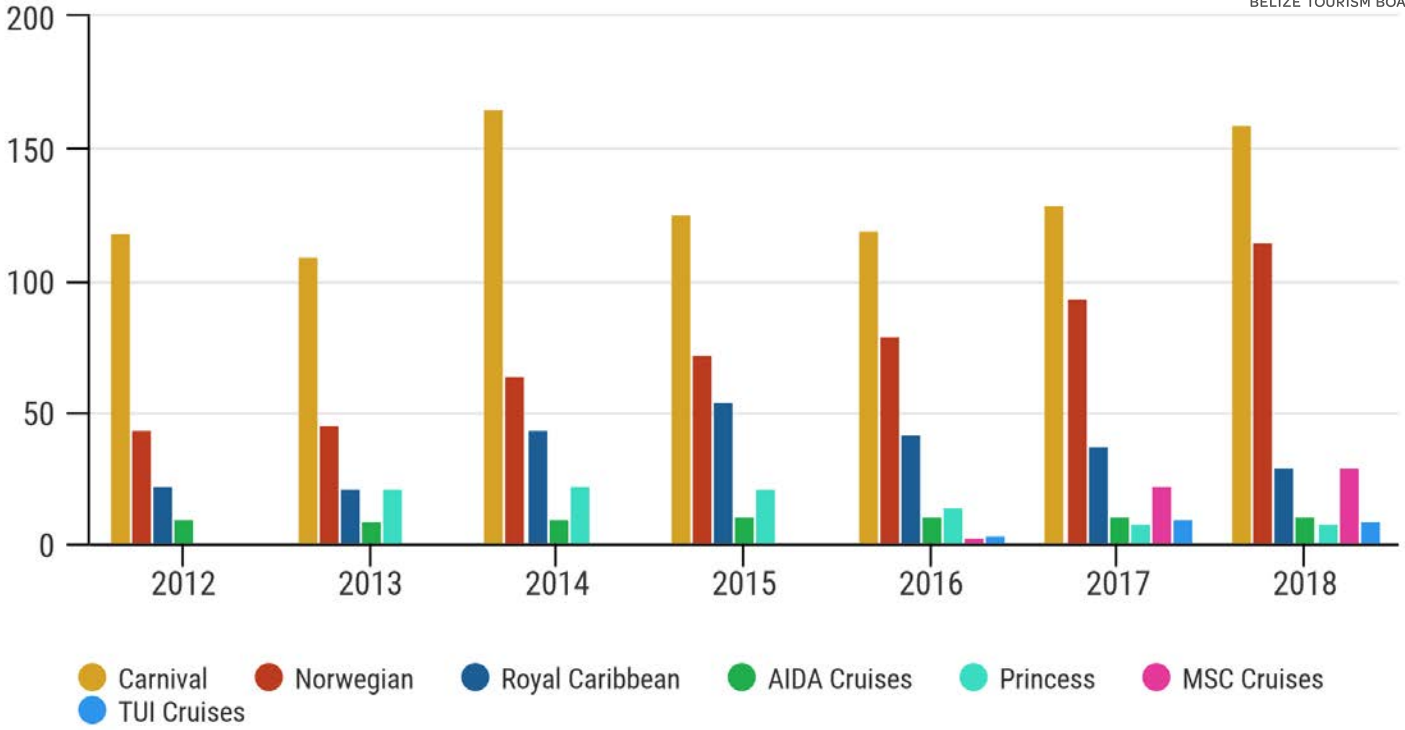


	2012	2013	2014	2015	2016	2017	2018	% Change
Carnival	118	109	165	125	119	129	159	23.3
Norwegian	44	45	64	72	79	93	115	23.7
Royal Caribbean	22	21	44	54	42	37	29	-21.6
AIDA Cruises	10	9	10	11	11	11	11	0.0
Princess		21	22	21	14	8	8	0.0
MSC Cruises				1	3	22	29	31.8
TUI Cruises					4	10	9	-10.0
	194	205	305	284	272	310	360	16.1

CRUISE CALLS BY MAIN CRUISE LINE

Fig 3.4

Cruise Calls by Main Cruise Line



	Arrived	On Shore	On Tour
JANUARY	91,868	53,957	35,244
FEBRUARY	94,936	79,216	49,895
MARCH	80,888	68,983	49,696
APRIL	63,892	54,203	36,194
MAY	51,121	43,003	27,655
JUNE	36,696	34,546	24,987
JULY	34,051	28,972	20,925
AUGUST	47,361	40,926	23,044
SEPTEMBER	43,538	35,784	19,290
OCTOBER	49,846	40,863	23,371
NOVEMBER	72,095	59,588	35,973
DECEMBER	80,865	68,131	50,643
	747,157	608,172	396,917

CRUISE VISITORS ARRIVED & ON SHORE 2017

	Arrived	On Shore	On Tour
JANUARY	90,161	75,998	46,919
FEBRUARY	84,540	84,266	44,460
MARCH	87,956	73,443	57,761
APRIL	62,579	50,479	32,809
MAY	58,944	48,817	34,274
JUNE	55,154	47,694	33,447
JULY	63,014	55,056	52,569
AUGUST	68,322	60,346	40,175
SEPTEMBER	44,693	35,170	21,955
OCTOBER	61,321	51,629	29,065
NOVEMBER	76,913	64,636	35,949
DECEMBER	89,878	75,174	46,993
	843,475	722,707	476,376

FSTV - CRUISE VISITORS ARRIVED, ON SHORE & ON TOUR 2018

Note:

Disembarkation rate of cruise passengers increased from 53% in 2017 to 56% in 2018. The rate of passengers on tour versus those who disembarked also increased from 65% in 2017 to 66% in 2018. The disembarkation rates are even more important than general cruise arrival figures because the disembarked passengers are more likely to spend additional money in the country.

Fig 3.5

Cruise Passengers Arrived, Onshore & On Tour 2018

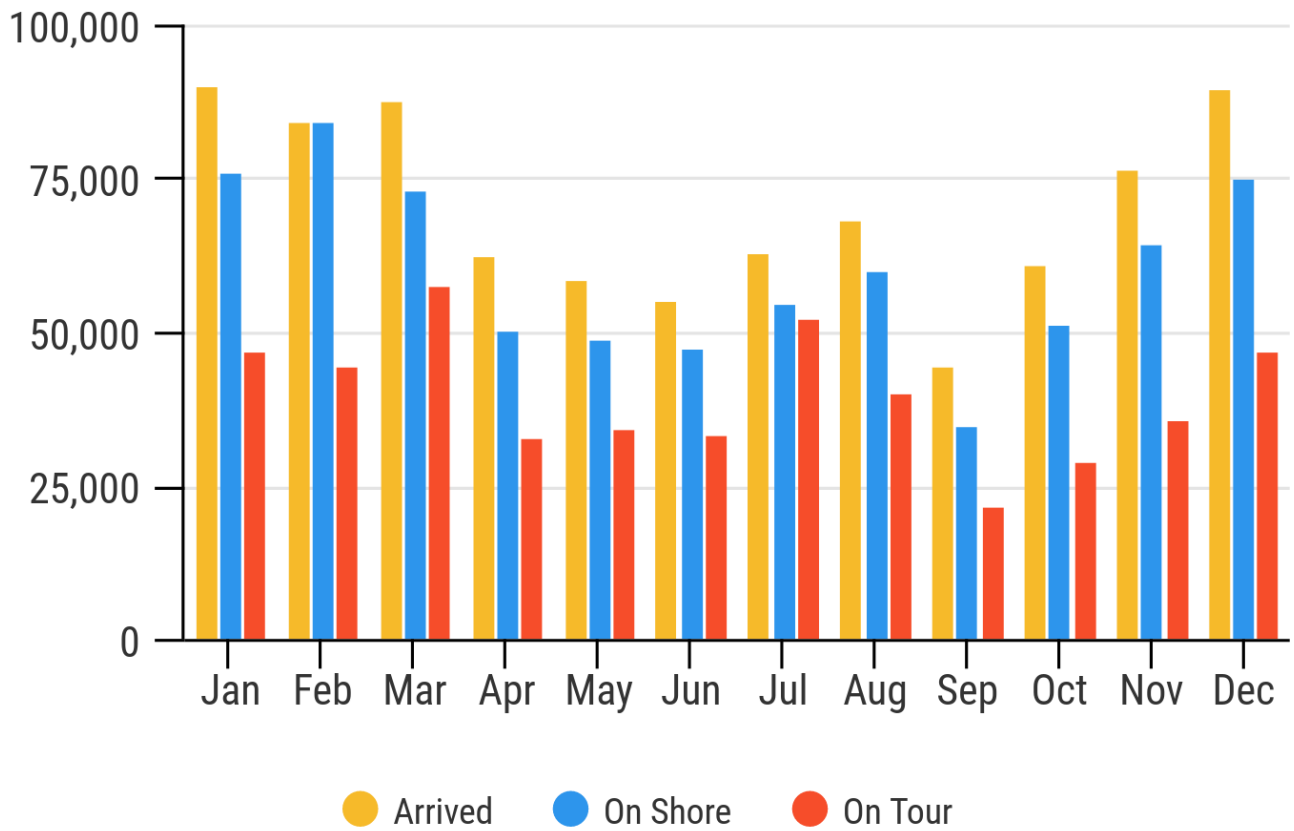




Table 3.8

	2017
Mayan Temple Visit	90,349
Cave Tubing	73,737
City Tour	67,827
Snorkeling	39,624
Swimming	26,738
Other Wildlife Watching	20,361
Airboat Ride	11,214
Jungle ATV	5,291
Horseback Riding	5,039
Kayaking	4,032
	344,212

TOP 10 ACTIVITIES OF CRUISE VISITORS



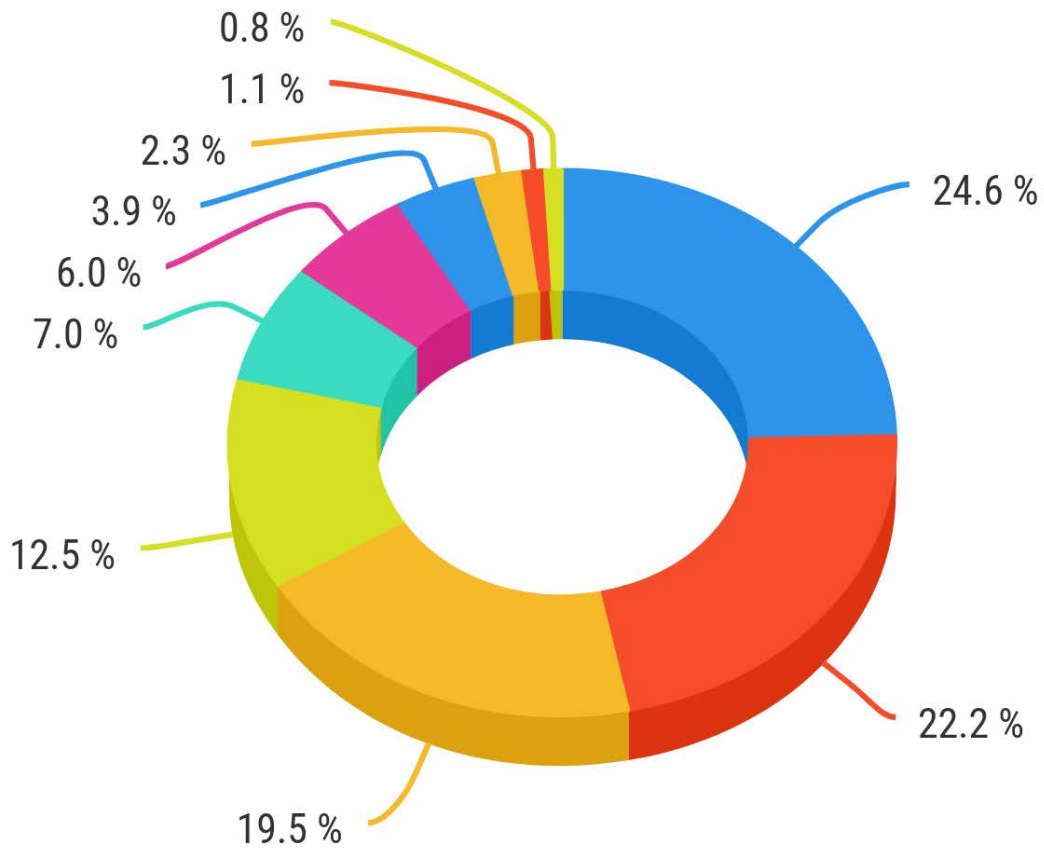
Table 3.9

	2018
Mayan Temple Visit	92,052
Cave Tubing	83,116
City Tour	72,874
Snorkeling	46,782
Other Wildlife Watching	26,250
Swimming	22,584
Airboat Ride	14,750
Horseback Riding	8,610
Kayaking	3,993
Museum Visit	3,158
	374,169

TOP 10 ACTIVITIES OF CRUISE VISITORS

Fig 3.6

Top 10 Activities for Cruise Visitors 2018



- Mayan Temple Visit
- Cave Tubing
- City Tour
- Snorkeling
- Other Wildlife Watching
- Swimming
- Airboat Ride
- Horseback Riding
- Kayaking
- Museum Visit



Table 3.10

	2017
Jaguar Paw	91,868
Belize City	94,936
<u>Lamanai</u>	80,888
<u>Altun Ha</u>	63,892
Starfish Island	51,121
Old Belize	36,696
<u>Goff's Cave</u>	34,051
Belize Old River	47,361
<u>Xunantunich</u>	43,538
Shark Ray Alley	49,846
	343,068

TOP 10 SITES VISITED BY CRUISE VISITORS

	2018
Jaguar Paw	101,865
Belize City	73,611
Lamanai	45,946
Altun Ha	26,114
Old Belize	25,163
Starfish Island	24,089
Xunantunich	18,196
Goff's Caye	15,648
Bacab Eco Park	14,200
Belize Old River	12,430
	357,262

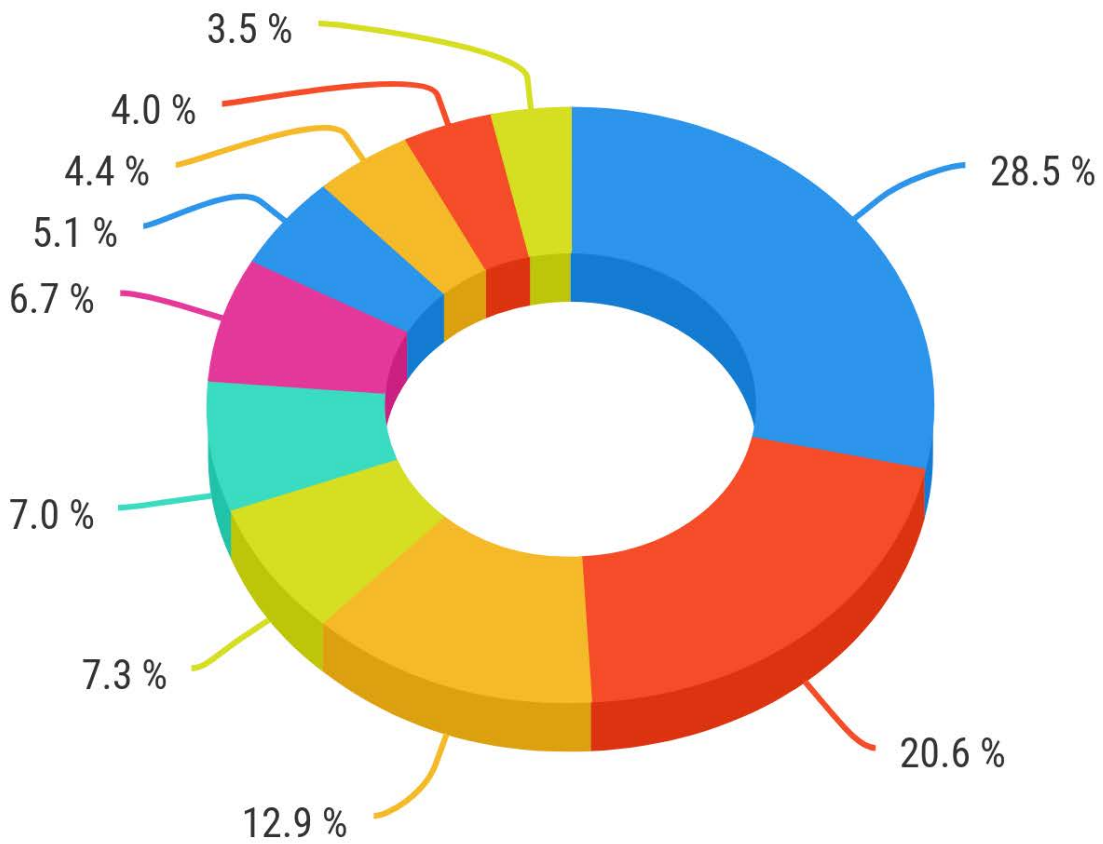
TOP 10 SITES VISITED BY CRUISE VISITORS

Note:

The list of top 10 sites excludes visits to multiple sites on a single tour. Counting passengers from different combinations of site locations would complicate the process of identifying the top sites visited overall. So for the purpose of simplicity, only the top tours to a single location were included in this list .

Fig 3.7

Top 10 Sites Visted by Cruise Visitors 2018



- Jaguar Paw
- Starfish Island
- Belize Old River
- Belize City
- Xunantunich
- Altun Ha
- Lamanai
- Goff's Caye
- Old Belize
- Bacab Eco Park

Table 3.12



2017

Jaguar Paw	100,005
Belize City	70,765
Lamanai	39,793
Altun Ha	33,591
Starfish Island	25,546
Altun Ha, Belize City	19,515
Old Belize	18,515
Altun Ha, Belize Old River	17,257
Goff's Caye	16,664
Belize Old River	15,830
Xunantunich	15,679
Shark Ray Alley	12,290
Bacab Eco Park	11,705
Belize Zoo	66,50
Baboon Sanctuary	5,157
Caye Caulker	4,217
Belize City, Altun Ha	2,199
Shark Ray Alley, San Pedro	1,542
Hol Chan	1,481
Cahal Pech	1,458
Caye Caulker, Shark Ray Alley	1,403
Belize City, Rum Factory	1,351
Belize City, Back-A-Bush	1,275
Belize City, Burrell Boom	1,274
Rum Factory	1,047
	426,209

TOP 25 TOURS FOR CRUISE VISITORS

Table 3.13



	2018
	▼
Jaguar Paw	101,865
Belize City	73,611
Lamanai	45,946
Altun Ha, Belize City	33,501
Altun Ha	26,114
Old Belize	25,163
Starfish Island	24,089
Xunantunich	18,196
Goff's Caye	15,648
Altun Ha, Belize Old River	15,072
Bacab Eco Park	14,200
Belize Old River	12,430
Caye Caulker, Shark Ray Alley	10,566
Belize Zoo	10,348
Back-A-Bush, Belize City	7,499
Belize City, Back-A-Bush	5,343
Shark Ray Alley	4,666
Baboon Sanctuary	4,513
Caye Caulker	3,455
Shark Ray Alley, Caye Caulker	2,905
Rum Factory	2,571
Burrell Boom	1,059
Cahal Pech	1,055
Marion Jones Stadium	517
Belize Old River, Belize Zoo	440
	460,772

TOP 25 TOURS FOR FSTV CRUISE VISITORS



belize



VISITS TO
NATURAL
&

HISTORICAL
ATTRACTIONS

2012-2018

Visits to Protected Areas in Belize

The greatest appeal to visitors is Belize's diverse marine and terrestrial attractions and activities. This section of the report provides information on visits to selected sites by international visitors and Belizeans. This includes visits to both the man-made and natural environments (marine, coastal, and inland).'

- "national park" means any area established as a national park in accordance with the provisions of section 3 for the protection and preservation of natural and scenic values of national significance for the benefit and enjoyment of the general public' ;

- "nature reserve" means any area reserved as a scientific reserve in accordance with the provisions of section 3 for the protection of nature be it biological communities or species and to maintain natural processes in an undisturbed state in order to have ecologically representative examples of the natural environment available for scientific study, monitoring, education and the maintenance of genetic resources' ;'

- "wildlife sanctuary" means any area reserved as a nature conservation reserve in accordance with the provisions of section 3 for the protection of nationally significant species, groups of species, biotic communities or physical features of the environment requiring specific human manipulation for their perpetuation' ;

- "natural monument" means any area reserved for the protection and preservation of nationally significant natural features of special interest or unique characteristics to provide opportunities for interpretation, education, research and public appreciation';



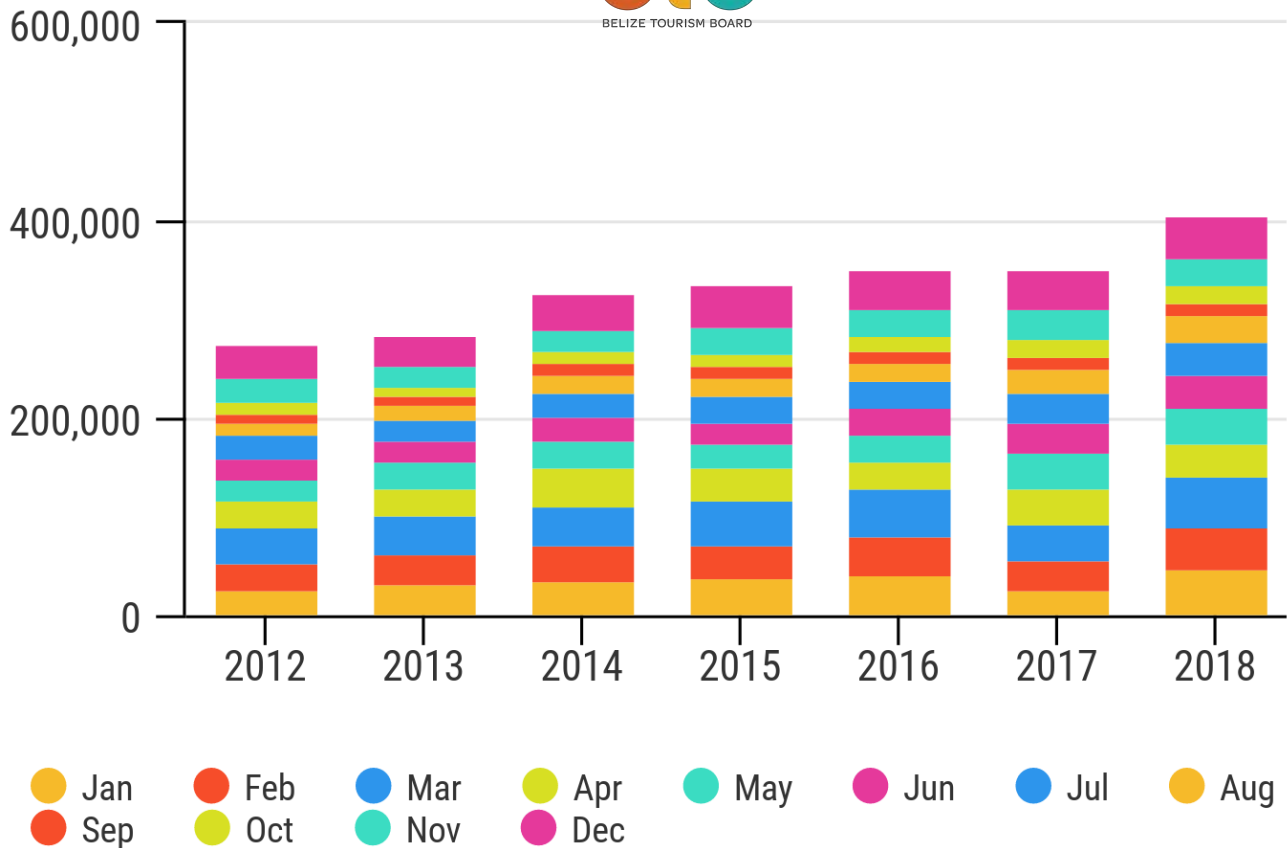
	2012	2013	2014	2015	2016	2017	2018
January	28,517	33,097	35,793	38,523	42,003	28,111	47,801
February	26,974	31,349	36,500	35,209	39,781	30,905	41,753
March	35,959	39,762	41,151	45,935	47,878	35,718	52,241
April	25,755	26,619	37,463	32,665	28,939	36,043	33,557
May	22,617	28,118	26,793	22,127	26,583	35,438	35,900
June	22,021	19,498	24,445	23,838	27,231	31,470	33,404
July	21,599	20,573	24,640	25,524	28,313	29,173	34,404
August	14,975	15,765	19,739	19,975	16,310	24,918	26,162
September	7991	8,142	10,630	11,755	13,235	12,943	13,728
October	11,604	11,276	13,560	10,188	15,483	16,522	17,539
November	24,153	19,956	20,611	28080	26,140	30,354	27,917
December	32,599	29,534	34,936	44,016	39,442	41,031	41,367
TOTAL:	274,764	283,689	326,261	337,835	351,338	352,626	405,773

Visitors to the Major Archaeological Sites by Month



Fig 4.1

Visits to Major Archaeological Sites by Month



Note:

Most of the major archaeological sites highlighted below are managed by the Institute of Archaeology. The " Institute of Archaeology (IA) protects, preserves and promotes the rich cultural heritage of our country. Through research, education, planning, policy and marketing, we effectively manage all archaeological and cultural resources in the country. " - Institute of Archaeology



	2012	2013	2014	2015	2016	2017	2018
Altun Ha	83,823	96,336	109,222	100,705	109,077	84,287	103,108
Cahal Pech	23,875	25,125	27,571	36,002	29,219	34,690	36,482
Lamanai	42,483	47,298	55,283	56,084	63,523	72,198	82,918
Xunantunich	73,932	63,944	81,000	85,384	88,651	86,936	104,450
Caracol	10,679	11,174	10,855	9,822	9,029	13,325	12,723
Nim Li Punit	6,462	7,345	6,953	7,396	8,033	15,029	17,555
Lubaantun	5,450	5,358	5,181	4,757	4,666	5,824	5,928
Cerros	2,923	2,842	810	848	1,097	858	1,233
El Pilar	972	411	268	711	749	833	803
Barton Creek	4,778	5,481	5,689	8,016	7,219	7,157	8,301
Tunichil Muknal	19,387	17,654	21,507	26,035	27,646	30,082	30,135
Serpon		79	130	274	213	167	233
Santa Rita		537	955	1,077	1,673	1,240	1,278
Marco Gonzales		105	837	724	543		626
TOTAL:	274,764	283,689	326,261	337,835	351,338	352,626	405,773

Visitors to the Major Archaeological Sites by Location



Fig 4.2

% VISITORS TO ARCHAEOLOGICAL SITES 2018

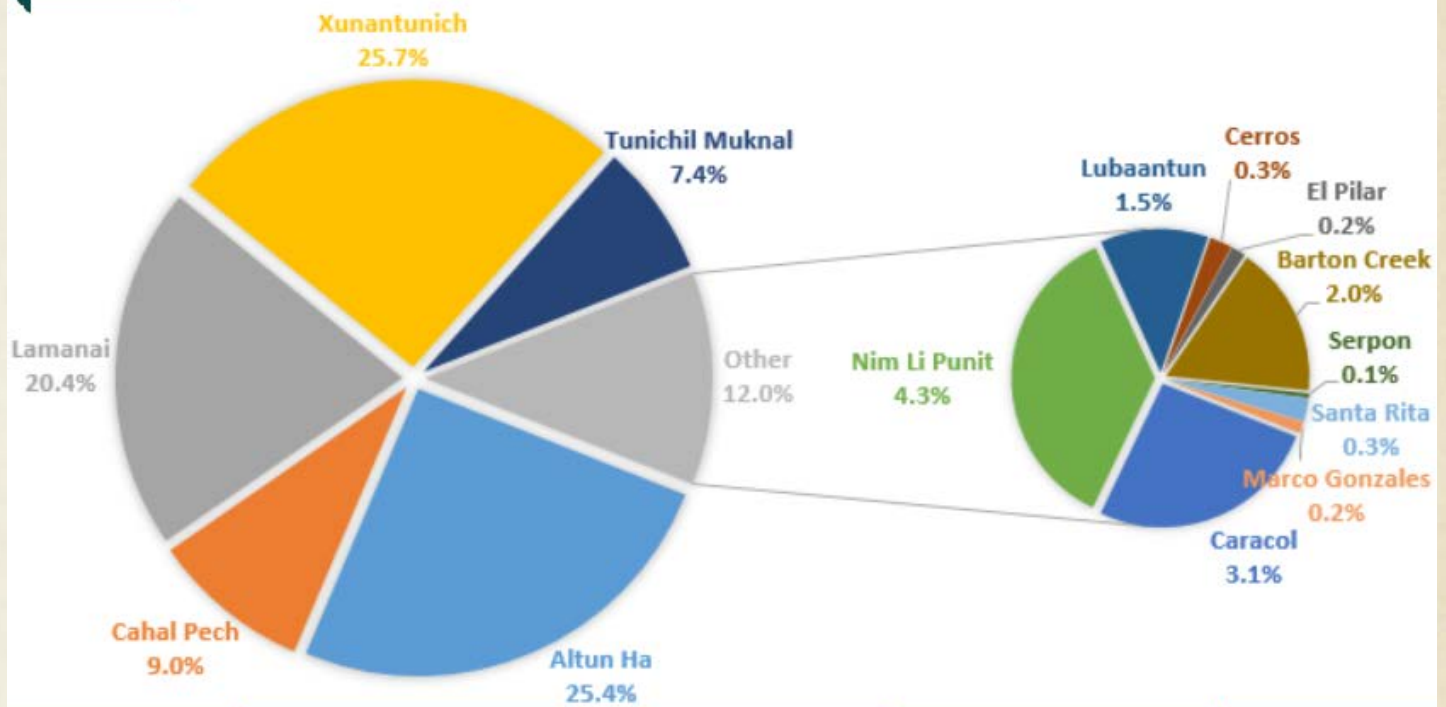
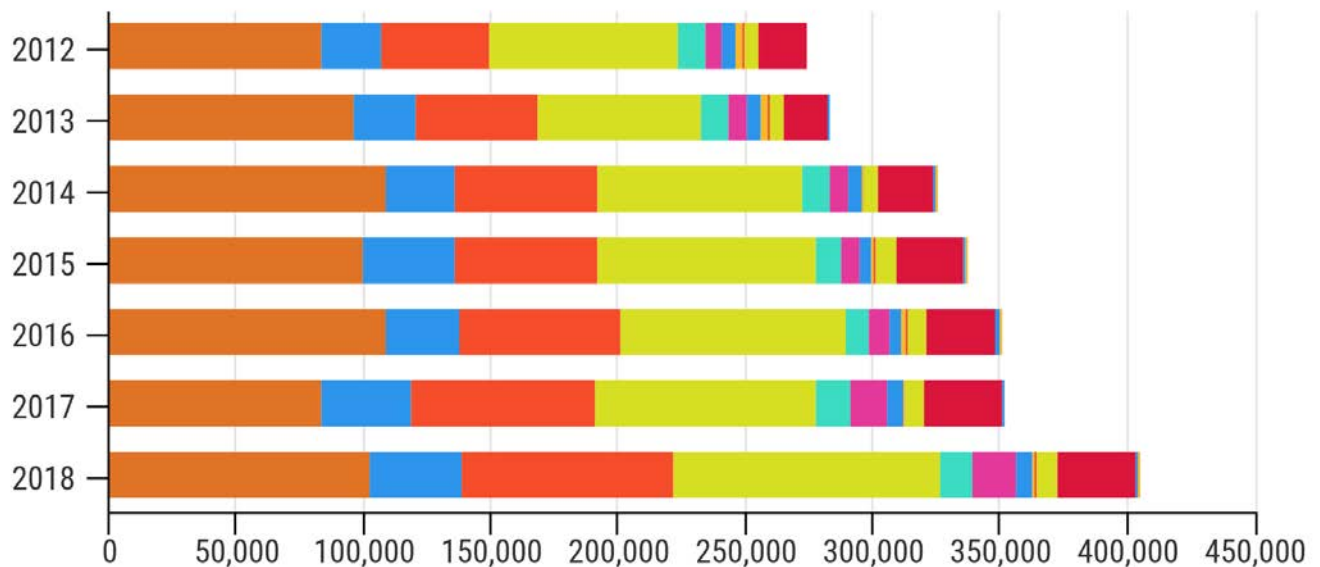


Fig 4.3

Annual Visitors to Archaeological Sites



2018	Non-Residents	Educational Visits	Government	Residents	Sunday Belizeans
Altun Ha	92832	5739	527	2087	1923
Cahal Pech	28628	3450	321	1640	2443
Lamanai	74016	3954	15	2007	2926
Xunantunich	84372	5822	210	5640	8406
Caracol	10889	487	61	391	895
Nim Li Punit	15528	1028	8	635	356
Lubaantun	4341	609	74	437	467
Cerros	863			370	
El Pilar	455	124		51	173
Barton Creek	7565	137	6	170	423
Tunichil Muknal	30107		28		
Serpon	164			69	
Santa Rita	569	255	35	262	157
Marco Gonzales	577	37		12	
TOTAL:	350906	21642	1285	13771	18169

Visitors to the Major Archaeological Sites by Visitor Type

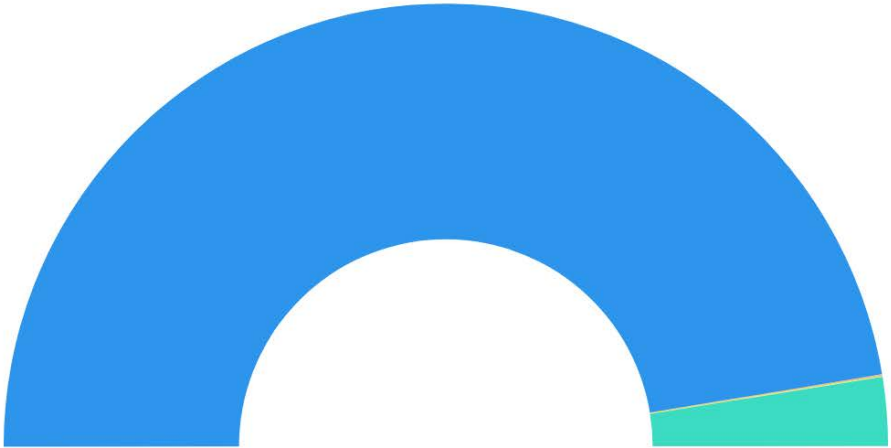


2018	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Non-residents	12,038	9,339	18,054	13,818	11,461	16,335	17,743	13,851	6,713	7,257	7,341	13,091	147,041
Belizean	0	0	32	48	19	14	15	13	0	2	10	2	97
Government	11	0	0	0	0	0	0	0	0	0	0	0	11
School trips	0	0	3	0	39	55	0	0	0	0	0	0	155
Sunday Belizeans	262	161	2,154	1,155	995	240	1,010	422	701	301	244	160	7,805
Total:	12,311	9,500	20,243	15,021	12,514	16,644	18,768	14,286	7,414	7,560	7,595	13,253	155,109

Visitors To Caves Branch 2018

Fig 4.4

2018 - Types of Visitors to Caves Branch



- Non-residents
- Residents
- Government
- School trips
- Sunday Belizeans

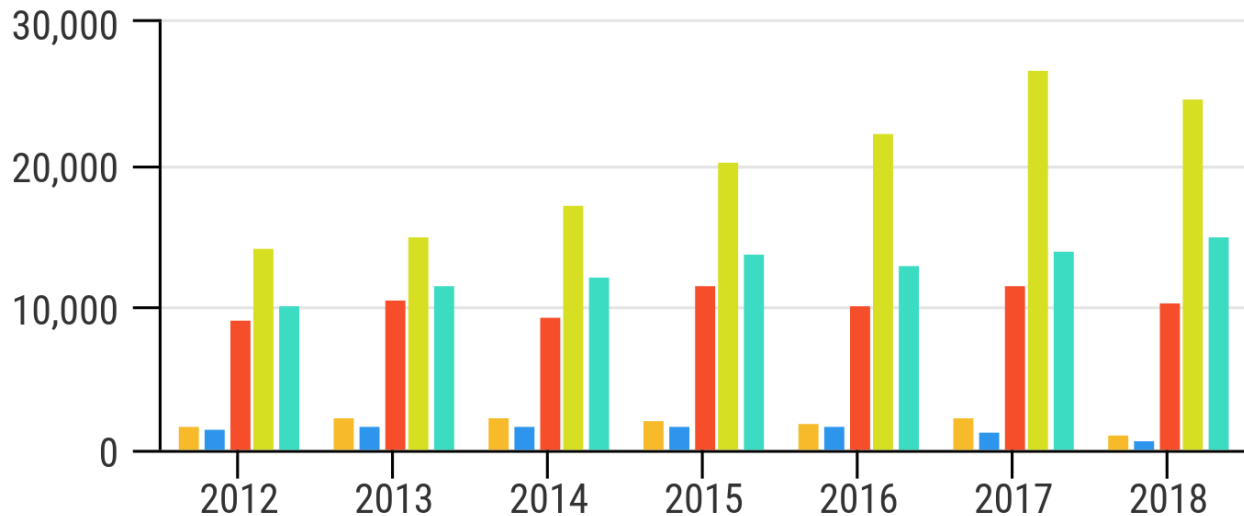
" Since its formation in 1969 the Belize Audubon Society (BAS) has been Belize's foremost environmental organization protecting Belize's precious natural resources while educating the public about their value and sustainable use. BAS has grown from an all-volunteer organization to a Society with a staff of more than 40 dedicated professionals. "

" The Belize Audubon Society is a non-governmental, membership-based organization dedicated to the sustainable management of our natural resources through leadership and strategic partnerships with stakeholders for the benefit of people and the environment. "

https://www.belizeaudubon.org/?page_id=3920



Visitors to Protected Area Sites



- Guanacaste National Park
- Crooked Tree Wildlife Sanctuary
- Cockscomb Basin Wildlife Sanctuary
- St Herman's Blue Hole National Park (Inland)
- Half Moon Caye Natural Monument

"Off the southern tip of Ambergris Caye is Belize's oldest marine reserve, the Hol Chan Marine Reserve. Hol Chan is Mayan for 'little channel.'" The entire reserve focuses on a cut through the reef (called a quebrada) which is little more than 25 yards (23 m) wide and 30 feet (9 m) deep about 4 miles southeast of San Pedro. The entire reserve covers approximately three square miles (7.8 sq km) and is divided into four zones:

Zone A - The Reef

Zone B - The Seagrass Beds

Zone C - The Mangroves

Zone D - Shark Ray Alley

All four zones are clearly marked on the surface by buoys. Zone A through C each represents one of the major marine habitat types in Belize. Zone D was recently added as a location where nurse sharks and southern sting rays congregate. "

<https://www.holchanbelize.org/overview.html>

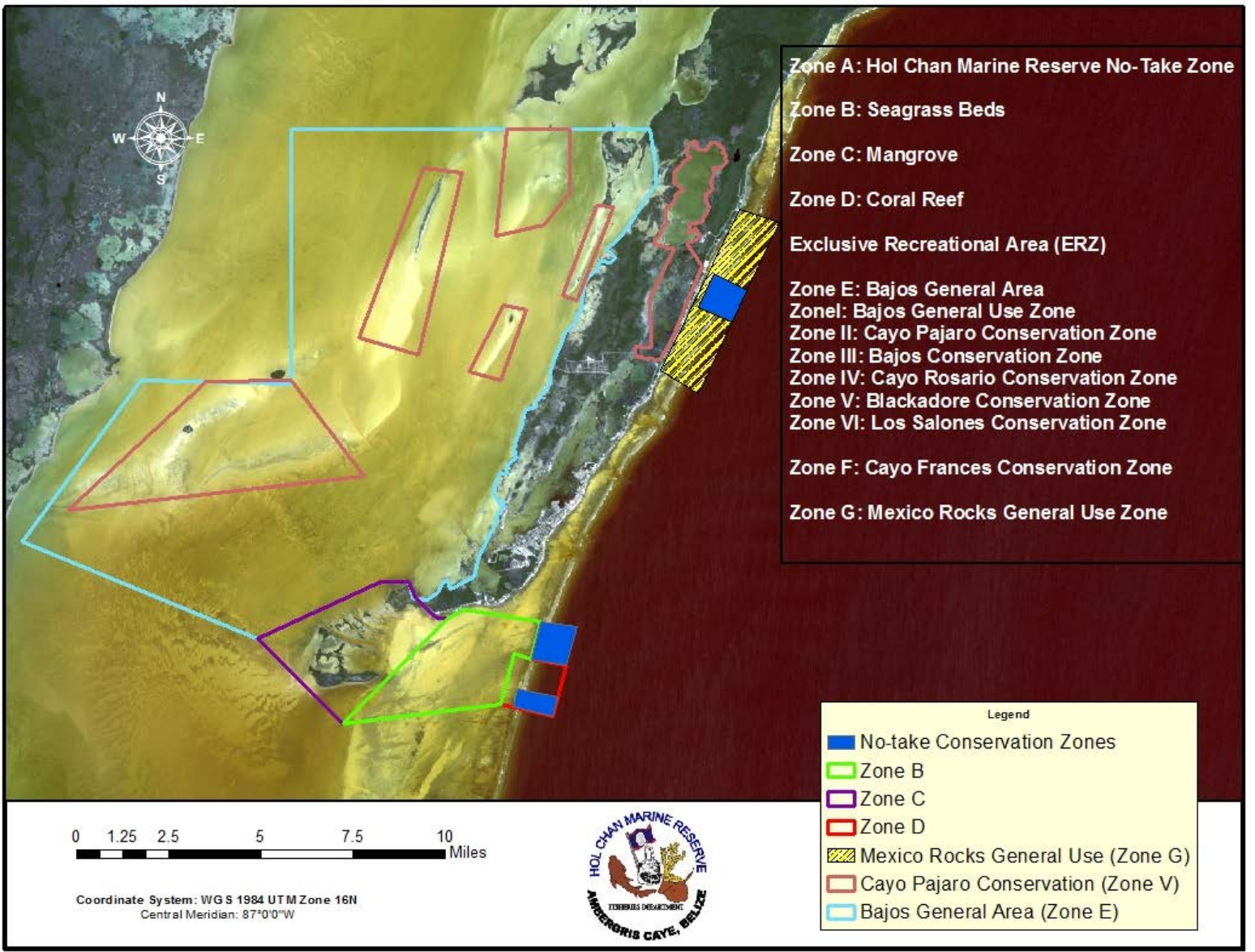


	2012	2013	2014	2015	2016	2017	2018
January	4,950	6,357	6,880	7,333	9,813	11,523	10,012
February	5,277	6,660	7,135	6,724	8,166	10,963	9,466
March	8,348	8,593	9,014	9,243	10,010	13,506	14,670
April	7,360	6,114	7,684	7,669	8,397	12,079	13,048
May	5,773	6,131	6,257	5,535	7,494	9,333	11,729
June	5,569	5,975	5,881	6,035	7,813	12,468	12,384
July	5,913	6,508	7,597	7,400	9,190	13,258	15,267
August	4,861	6,153	6,865	6,880	6,151	9,625	11,600
September	2,863	2,268	2,697	3,487	3,844	4,070	9,137
October	2,533	2,650	2,685	3,690	4,601	4,585	5,333
November	4,507	4,234	4,511	6,064	5,912	8,341	9,804
December	7,638	7,066	7,181	9,069	12,547	12,611	8,712
TOTAL:	65,592	68,709	74,387	79,129	93,938	122,362	131,162

Visitors to the Hol Chan Marine Reserve

Note:

" Realizing the importance of the coral reef community off Ambergris Caye, Belize, the Government of Belize established the Hol Chan Marine Reserve on May 2, 1987. Shark Ray Alley was officially declared Zone "D" of the Hol Chan Marine Reserve on August 31st, 1999. " - <https://www.holchanbelize.org/overview.html>



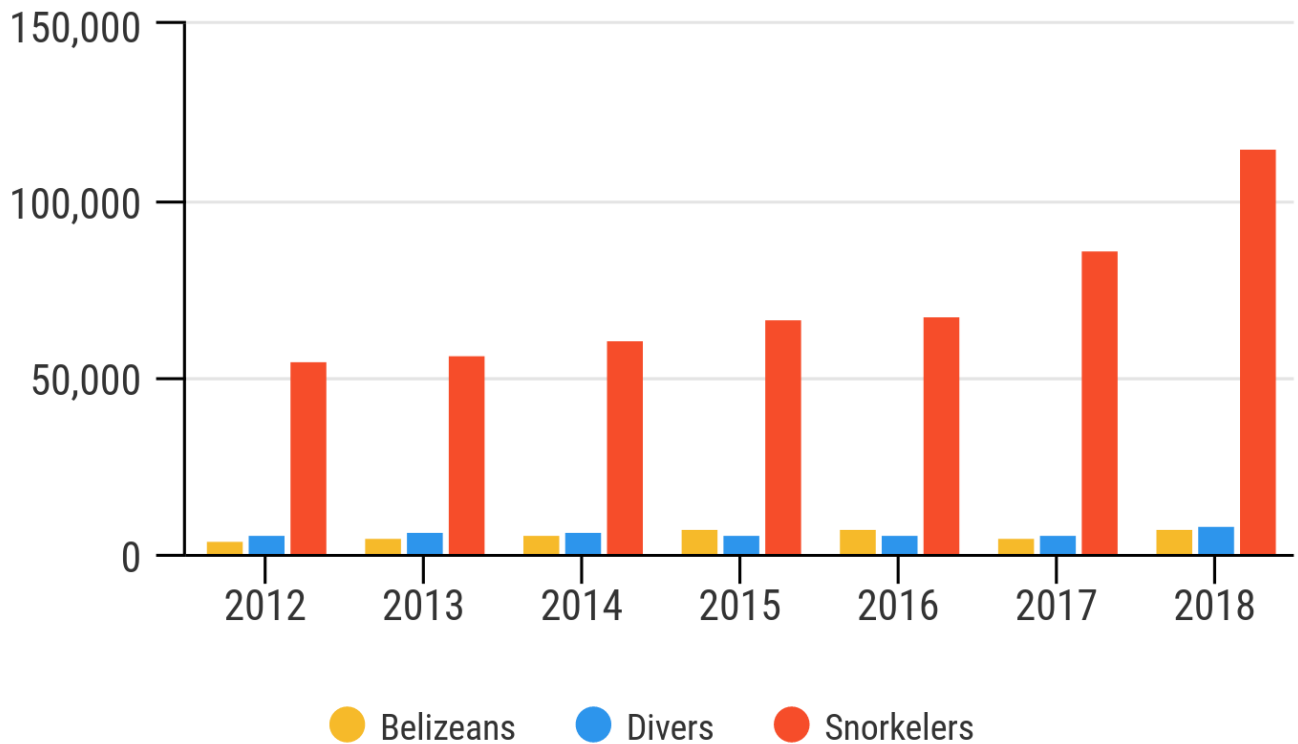


	2012	2013	2014	2015	2016	2017	2018
Belizeans	4,543	5,446	6,349	8,042	7,414	4,937	8,008
Divers	5,578	6,452	6,917	5,847	5,932	6,247	8,190
Snorkelers	55,471	56,811	61,121	66,863	68,032	86,509	114,964
Total	65,592	68,709	74,387	80,752	81,378	97,693	131,162

Divers & Snorkelers to Hol Chan Reserve

Fig 4.7

Divers & Snorkelers to Hol Chan Reserve



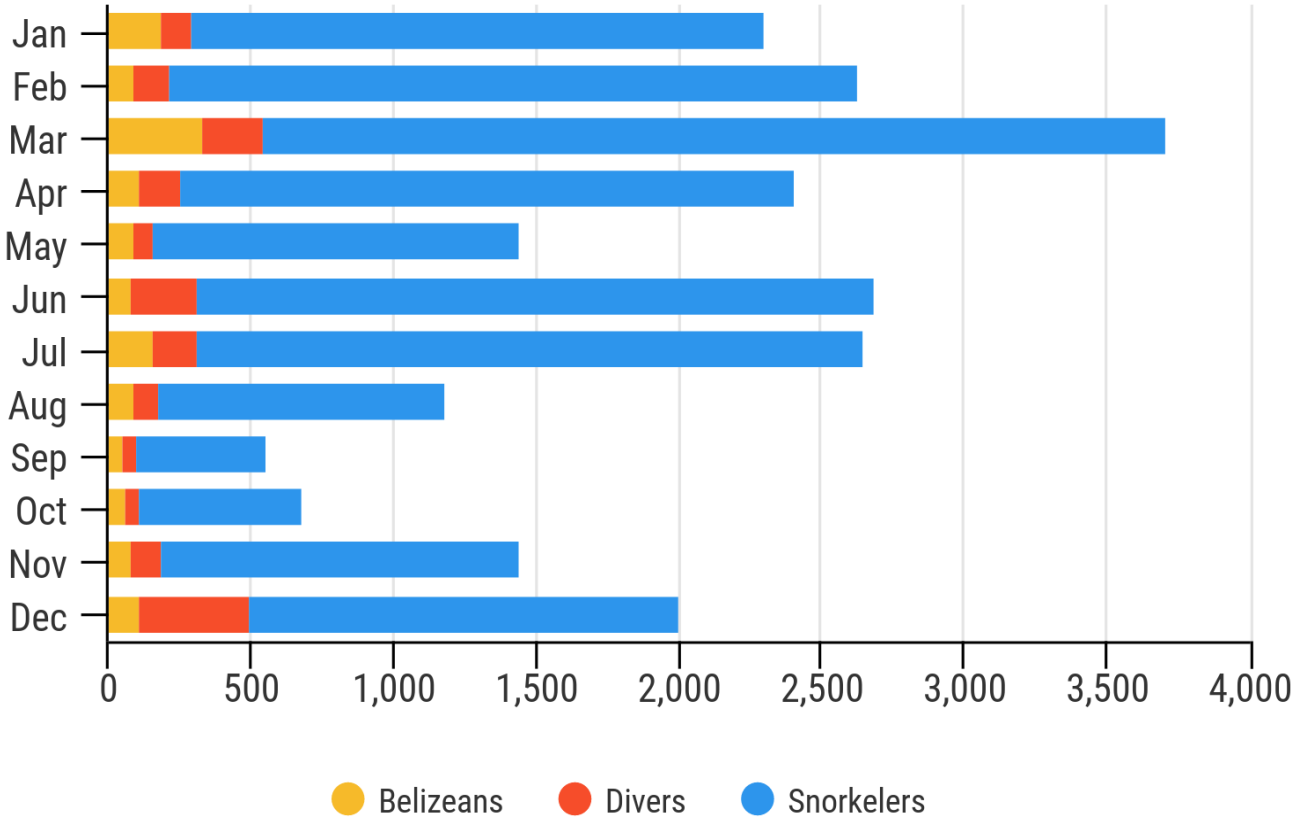


2018	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOT AL
Belizeans	188	98	333	116	95	82	161	101	62	68	90	119	1,513
Divers	109	120	212	147	66	237	161	80	47	49	102	382	1,712
Snorkelers	2,008	2,409	3,168	2,145	1,283	2,370	2,325	1,005	452	567	1,254	1,508	20,494
Total:	2,305	2,627	3,713	2,408	1,444	2,689	2,647	1,186	561	684	1,446	2,009	23,719

Divers and Snorkelers to Mexico Rocks

Fig 4.8

Divers & Snorkelers to Mexico Rocks 2018



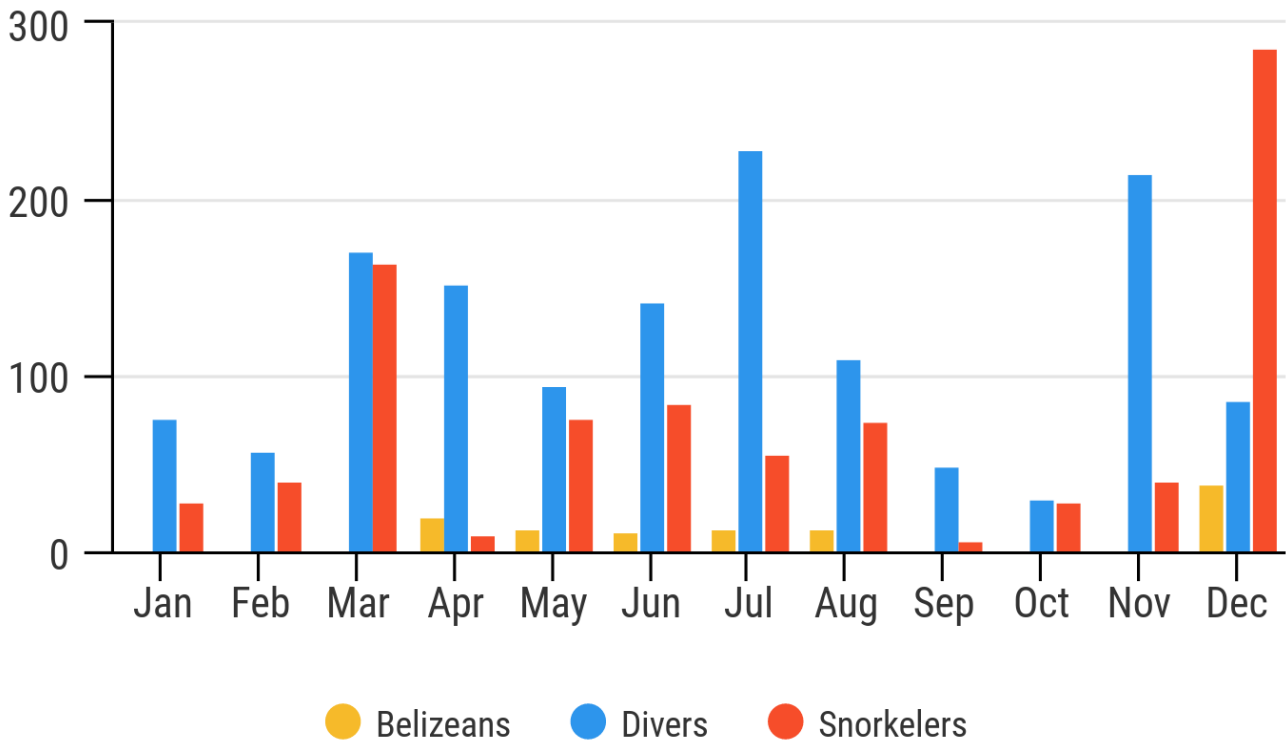


2018	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOT AL
Belizeans	0	2	2	20	13	12	14	13	2	0	0	39	117
Divers	77	58	171	152	95	142	228	110	49	31	216	86	1,415
Snorkelers	28	41	165	10	77	84	56	75	7	29	41	286	899
Total:	105	100	231	115	135	181	195	162	53	37	186	153	1,653

Divers and Snorkelers – Night Shift Zone A & H

Fig 4.9

Divers & Snorkelers to Night Shift Zone A & H 2018





Accommodation Sector

PERFORMANCE

2012-2018

belize

Accommodation Sector Performance

The accommodation sector in Belize is governed by the Hotels and Tourist Accommodation Act Revised Edition 2003, and is regulated by the Belize Tourism Board (BTB) via the office of the Registrar of Hotels. A hotel is defined as “any building containing not less than 10 bedrooms for the accommodation for reward of guests” or “any building containing a group of units containing not less than 10 units, and such units may consist of buildings, cottages, cabanas, apartments, or otherwise for the accommodation of guests for reward, situated within the same complex or precincts”. For reporting purposes, all accommodation establishments are referred to as ‘hotels’ and each must comply with the legislated minimum standards.

Belize has a diverse set of accommodation types. Most of the accommodations are small boutique-type establishments, but in recent years many vacation rentals have also emerged. Many of these vacation rentals fall under the Airbnb model. This development has occurred in parallel with the introduction of airlines such as Southwest to Belize, which introduces more competitive ticket prices into the marketplace. As the influx of more budget conscious travelers to the country increases, so has the level of competition in the market for budget friendly accommodations.

The traditional top tier hotel and resort accommodations continue to show stable performance over the years, as well as motels and hostels. Each of those accommodation categories appeal to very specific and distinct client bases. This may be part of the reason for their continued success in the accommodation marketplace, which continues to grow in size and complexity with each passing year.

Table 5.1

	2012	2013	2014	2015	2016	2017	2018
Belize District	55	58	57	58	62	62	60
Caye Caulker	87	90	105	108	118	125	127
Cayo	114	118	122	125	139	137	144
Corozal	33	34	33	33	29	30	31
Orange Walk	21	20	23	23	21	22	21
Placencia	119	121	135	156	155	153	161
Ambergris Caye	153	163	166	172	170	169	172
Stann Creek	61	69	81	91	92	86	89
Toledo	39	39	40	40	36	38	36
Other Islands	41	45	43	44	39	34	42
TOTAL	723	757	805	850	861	856	883

Number of Hotels By Area

Fig 5.1

Number of Hotels by Area

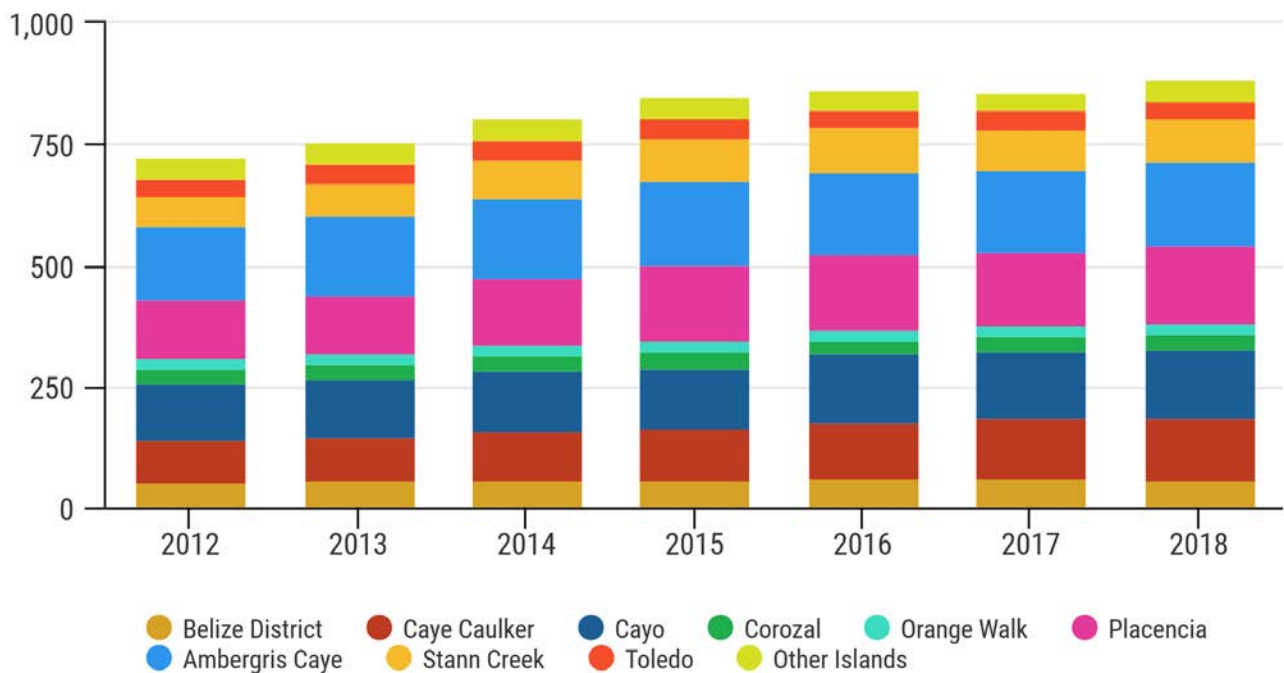


Table 5.2

	2012	2013	2014	2015	2016	2017	2018
Belize District	942	1107	931	930	917	933	925
Caye Caulker	610	680	713	726	851	882	909
Cayo	1,118	1,107	1,143	1,174	1,256	1,275	1,333
Corozal	327	334	368	371	346	371	363
Orange Walk	260	258	289	291	264	287	268
Placencia	730	764	764	842	961	993	994
Ambergris Caye	1,716	1,841	1,833	1,898	2,231	2,086	2,253
Stann Creek	544	562	608	649	685	645	669
Toledo	312	324	323	323	291	327	312
Other Islands	373	400	392	415	410	378	409
TOTAL	6,932	7,377	7,364	7,619	8,212	8,177	8,435

Number of Rooms By Area

Fig 5.2

Number of Rooms by Area

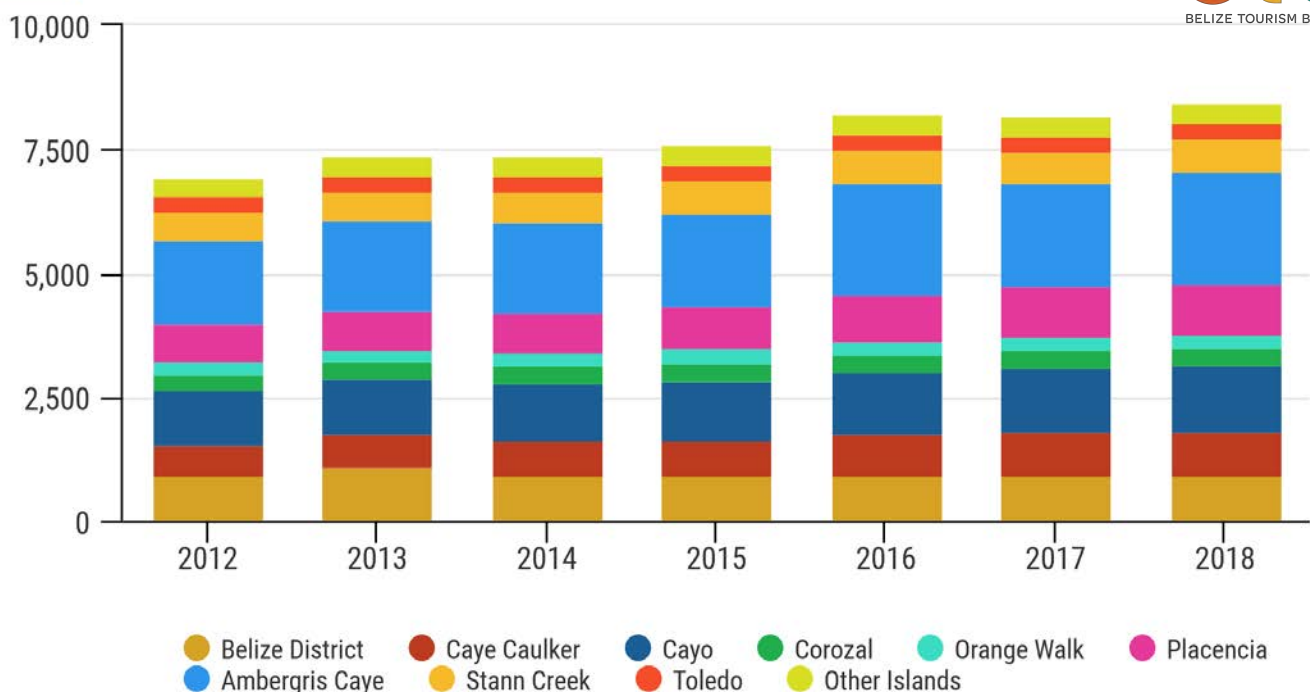


Table 5.3

	2012	2013	2014	2015	2016	2017	2018
Belize District	1,810	2,082	1,394	1,387	1,393	1,328	1,298
Caye Caulker	997	1,125	1,177	1,197	1,329	1,369	1,429
Cayo	1,908	1,965	2,049	2,097	2,277	2,367	2,533
Corozal	494	502	565	577	545	571	590
Orange Walk	463	441	471	518	473	513	458
Placencia	1,193	1,215	1,291	1,434	1,416	1,589	1,692
Ambergris Caye	3,013	3,318	3,388	3,427	3,195	3,351	3,447
Stann Creek	915	966	1,082	1,130	1,010	1,037	1,086
Toledo	603	668	624	637	572	666	613
Other Islands	662	733	763	807	722	655	766
TOTAL	12,058	13,015	12,804	13,211	12,932	13,446	13,912

Number of Beds By Area

Fig 5.3

Number of Beds by Area

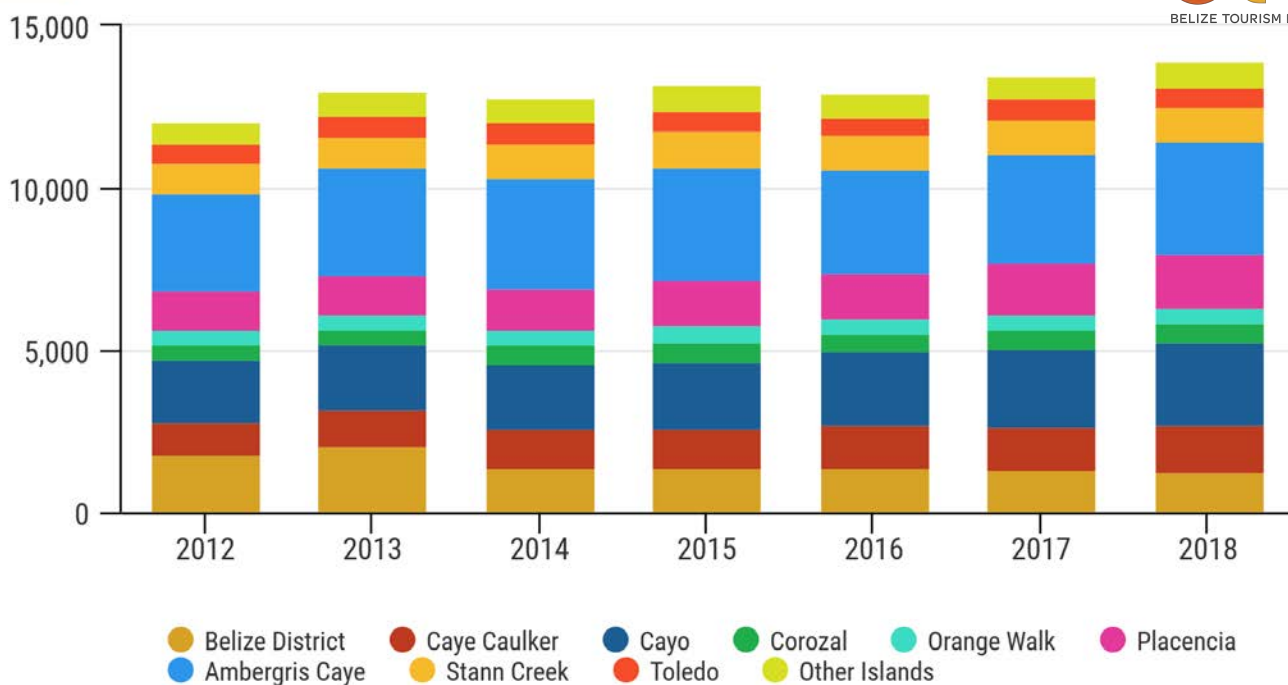


Table 5.5

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Average
Belize District	45.1	51.8	54.4	44.5	32.5	44.5	53.5	52.8	36.3	34.7	41.9	39.4	44.3
Caye Caulker	54.1	61.5	55.1	48.2	39.2	45.1	45.4	54.3	23.0	28.4	42.2	49.0	45.2
Cayo	53.0	56.1	50.3	45.5	40.5	35.8	45.2	46.3	25.2	28.7	42.3	49.3	43.1
Corozal	33.7	41.8	42.3	35.8	29.8	34.1	42.4	41.9	16.7	18.8	32.4	39.4	34.1
Orange Walk	25.4	34.3	26.5	23.7	19.5	22.8	29.1	22.5	13.3	17.8	16.8	17.2	22.3
Placencia	32.7	43.4	30.9	29.2	17.7	32.2	31.4	30.0	19.7	20.4	22.7	29.4	28.2
Ambergris Caye	36.8	44.6	40.7	43.5	33.6	36.0	36.2	42.5	19.2	26.9	32.2	35.5	35.6
Stann Creek	40.2	45.1	43.9	34.5	29.6	29.1	29.9	43.5	11.0	14.2	25.1	34.4	31.7
Toledo	20.5	28.2	22.6	13.8	18.9	13.5	14.8	7.8	4.1	10.0	17.8	12.7	15.2
Other Islands	34.8	46.8	47.0	47.6	37.2	31.5	32.7	45.1	25.0	23.4	40.3	34.7	37.1
TOTAL	43.7	51.0	47.7	41.8	33.8	37.9	42.0	46.5	22.1	25.3	36.3	40.8	39.0

Hotel Occupancy By Area 2017

There are a number of factors to consider when looking at hotel occupancy monthly and year over year in contrast with rising overnight arrival numbers. Certain properties do not report accurate statistics. This may be purposeful in order to avoid paying their share of accommodation taxes, or it may be accidental due to human error. The instruments used to collect certain performance statistics may also introduce another layer of error in the sense that a property may sell rental space to guests by units, which contain one or more rooms, or by beds in the case of hostels. However, the tax forms being used to collect data are currently only designed to capture information on properties that sell rental spaces by rooms. This is a problem that needs to be corrected. It is also important to realize that not all tourists who come to the country stay in paid accommodations. Some are staying with friends or relatives.

Fig 5.4

Monthly Occupancy By Region 2017

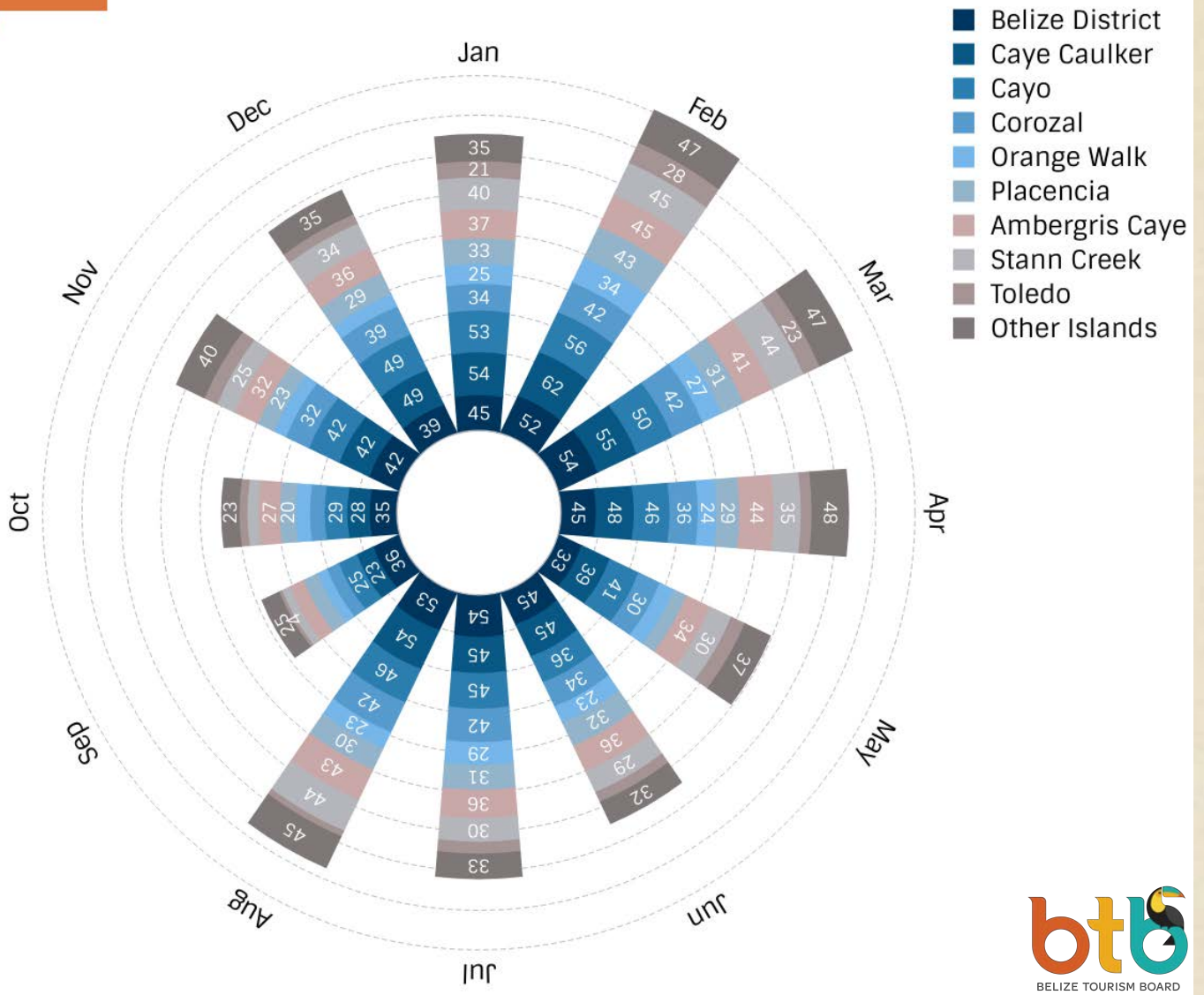


Table 5.6

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Average
Belize District	48.5	50.6	56.2	43.7	34.6	49.6	51.2	42.9	36.5	34.1	44.6	46.6	44.9
Caye Caulker	66.1	62.8	55.4	48.7	44.0	39.0	41.7	40.9	22.3	23.9	44.5	44.6	44.4
Cayo	42.0	48.0	49.7	39.3	33.8	38.4	40.7	27.6	17.5	18.0	32.8	40.0	35.5
Corozal	22.9	31.0	25.9	19.3	19.3	22.2	27.0	17.7	12.2	15.3	25.5	18.9	21.4
Orange Walk	35.9	38.8	41.5	24.5	32.6	34.2	27.6	31.3	48.7	18.5	25.9	33.6	32.7
Placencia	49.3	54.8	50.4	38.7	32.3	33.6	31.9	25.1	12.8	15.7	32.1	41.9	34.8
Ambergris Caye	53.2	60.8	56.0	46.9	34.8	41.4	40.6	33.8	17.5	19.7	32.2	40.2	39.6
Stann Creek	45.6	50.6	54.8	39.8	32.0	37.8	32.0	27.9	13.2	19.8	30.9	35.9	35.1
Toledo	15.5	17.2	18.4	11.7	20.0	19.4	24.4	12.7	10.1	12.4	18.8	10.3	15.9
Other Islands	40.1	49.8	59.7	39.0	39.9	38.85	43.0	31.3	23.1	24.0	39.1	44.6	39.0
TOTAL	48.2	53.2	52.3	41.5	34.2	39.5	39.8	32.4	20.8	21.4	34.7	39.9	38.1

Hotel Occupancy By Area 2018



Fig 5.5

Monthly Occupancy By Region 2018

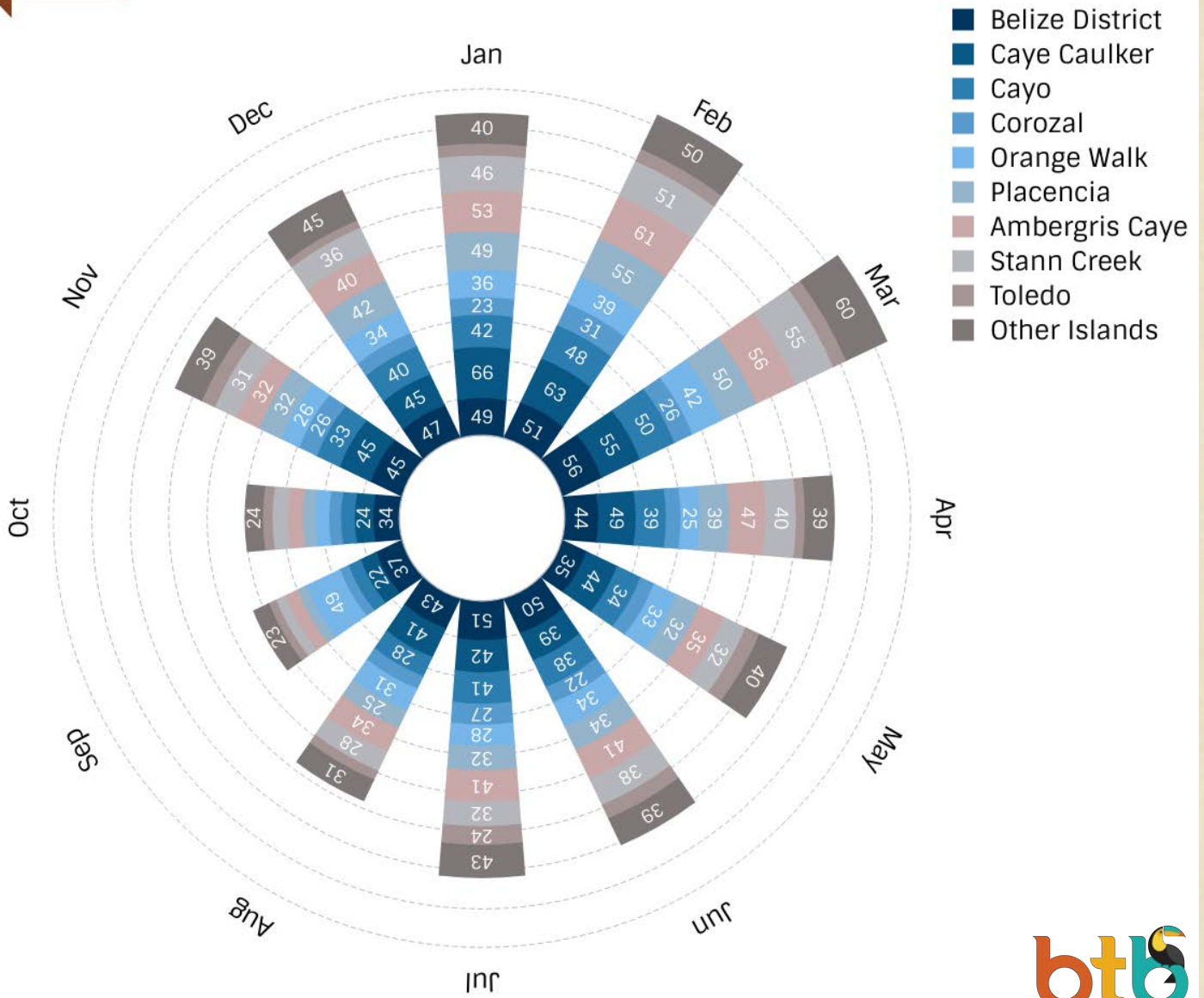


Table 5.7

	2012	2013	2014	2015	2016	2017	2018
Belize District	43.2	54.8	56.7	46.7	41.8	44.3	44.9
Caye Caulker	43.2	46.0	51.1	50.3	42.0	45.2	44.4
Cayo	40.2	40.0	43.8	44.3	33.4	43.1	35.5
Corozal	30.4	28.9	31.4	19.4	22.1	34.1	21.4
Orange Walk	38.7	44.6	38.1	36.5	29.9	22.3	32.7
Placencia	33.0	39.6	36.9	32.2	29.0	28.2	34.8
Ambergris Caye	47.7	51.1	48	47.0	41.9	35.6	39.6
Stann Creek	48.1	58.0	53.7	57.7	33.2	31.7	35.1
Toledo	27.2	30.8	30	30.4	18.7	15.2	15.9
Other Islands	34.8	34.2	32.5	28.5	33.4	37.1	39.0
TOTAL	42.1	46.5	45.9	42.8	37.0	39.0	38.1

Annual Hotel Occupancy By Region



Fig 5.6

Regional Occupancy By Year

- 2012
- 2013
- 2014
- 2015
- 2016
- 2017
- 2018

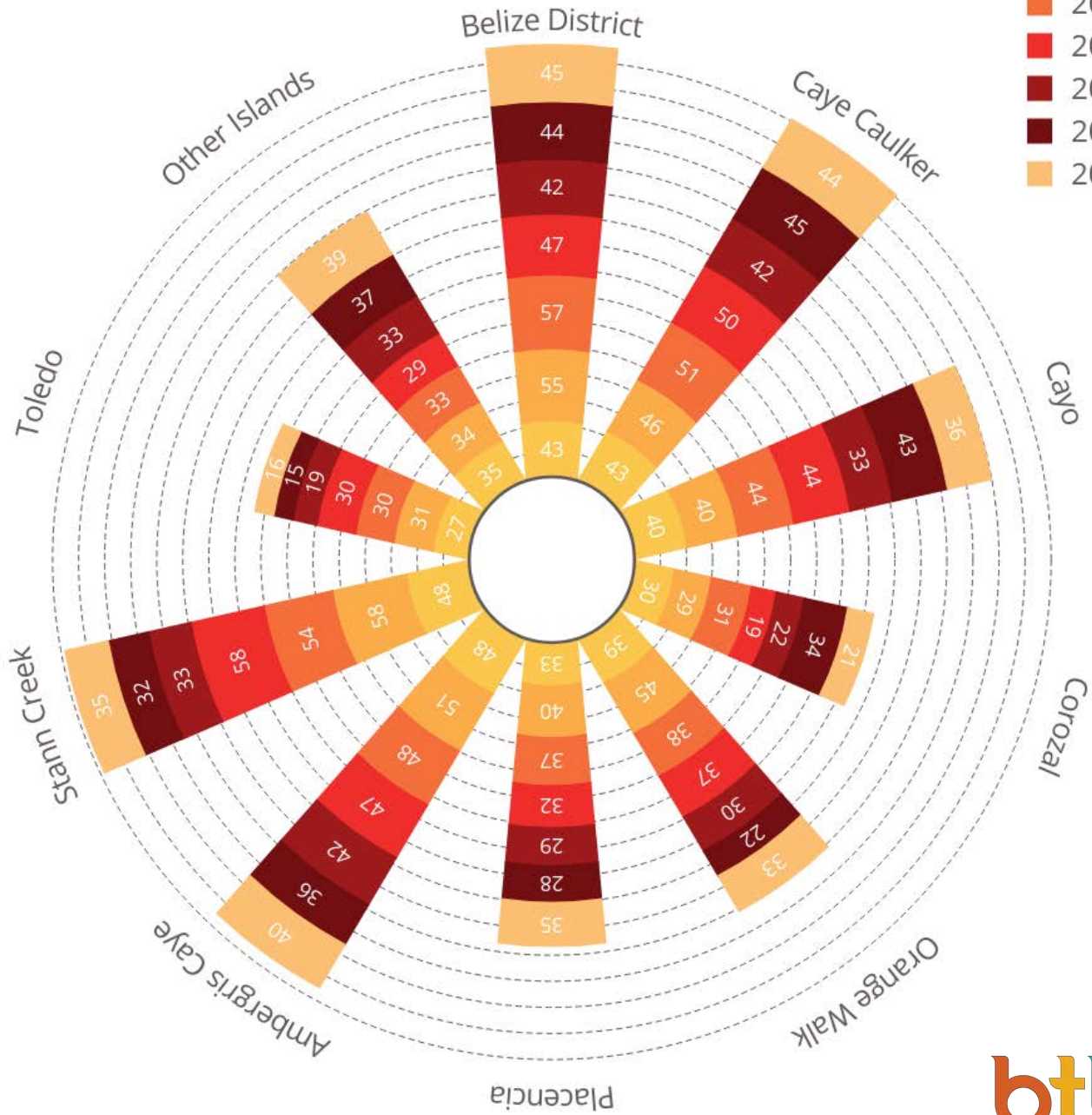


Table 5.8

	2012	2013	2014	2015	2016	2017	2018
January	42.0	52.8	52.7	50.0	48.5	43.7	48.2
February	54.4	56.9	60.4	54.3	56.9	51.0	53.2
March	53.7	59.1	58.5	55.4	52.2	47.7	52.3
April	49.7	55.2	54.2	46.7	37.9	41.8	41.5
May	42.1	48.4	45.2	37.3	34.3	33.8	34.2
June	40.0	47.4	49.7	41.6	34.9	37.9	39.5
July	43.2	49.3	46.9	42.1	36.5	42.0	39.8
August	39.8	40.7	39.7	37.7	30.4	46.5	46.5
September	25.8	23.9	24.0	23.3	21.4	22.1	22.1
October	26.1	30.9	29.0	28.5	23.8	25.3	25.3
November	43.1	44.3	40.4	45.0	33.4	36.3	34.7
December	48.9	49.4	47.7	49.5	35.5	40.8	39.9
TOTAL	42.1	46.5	45.9	42.8	37.0	39.0	38.1

Annual Hotel Occupancy By Month



Fig 5.7

Monthly Occupancy By Year

- 2012
- 2013
- 2014
- 2015
- 2016
- 2017
- 2018

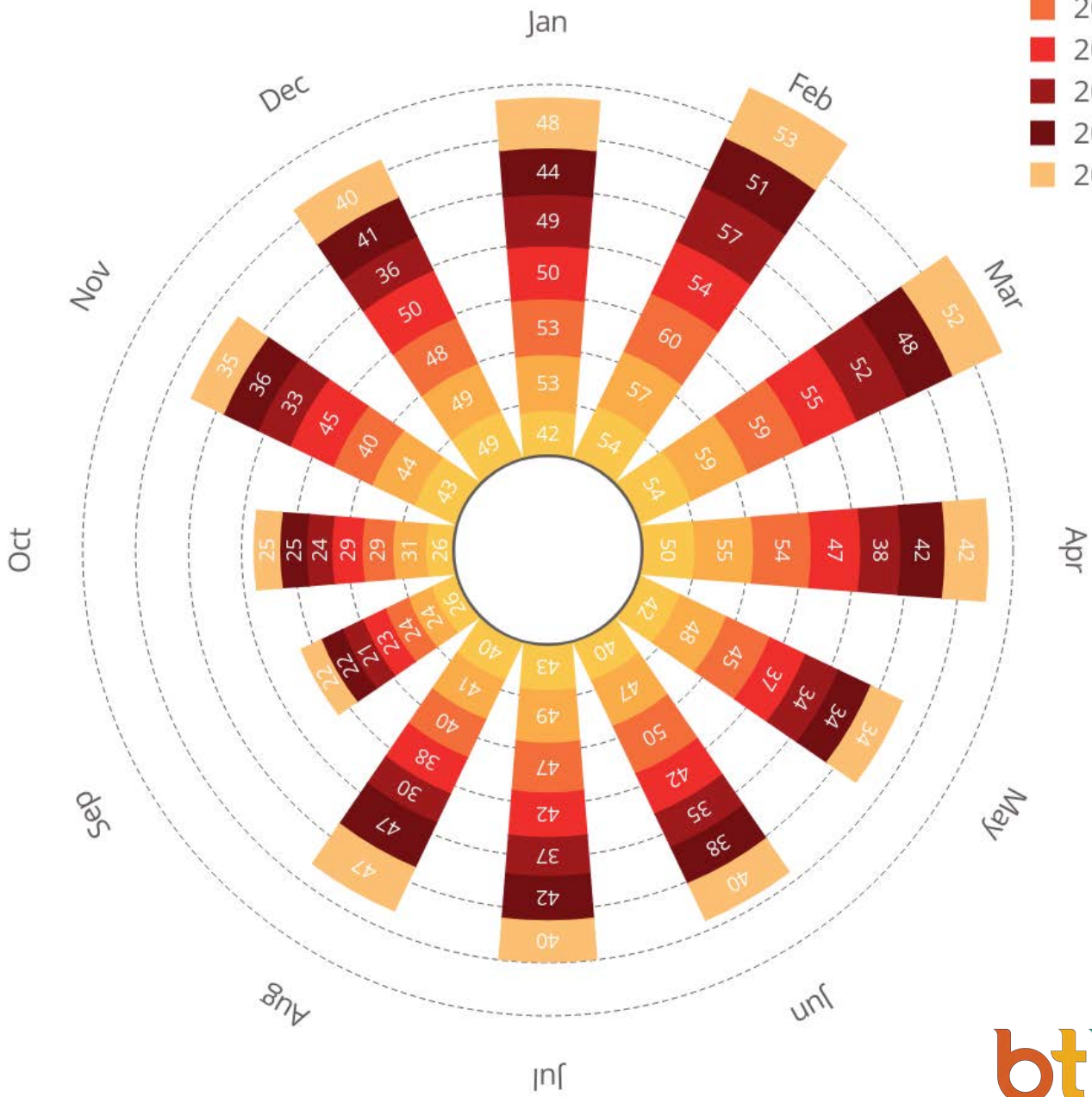


Table 5.9

	2012	2013	2014	2015	2016	2017	2018
Belize District	\$171.51	\$173.08	\$173.67	\$169.12	\$194.72	\$185.88	\$186.93
Caye Caulker	\$132.71	\$122.79	\$145.04	\$149.61	\$167.73	\$163.58	\$172.51
Cayo	\$234.77	\$207.34	\$221.75	\$235.08	\$253.42	\$237.75	\$243.63
Corozal	\$91.83	\$94.72	\$105.22	\$117.02	\$122.13	\$107.24	\$106.33
Orange Walk	\$128.94	\$125.41	\$136.31	\$130.23	\$135.74	\$156.34	\$149.77
Placencia	\$274.31	\$300.78	\$317.93	\$336.62	\$371.74	\$354.08	\$383.76
Ambergris Caye	\$401.32	\$397.72	\$464.94	\$424.59	\$421.97	\$402.48	\$444.28
Stann Creek	\$238.86	\$268.60	\$279.36	\$266.82	\$281.51	\$273.42	\$283.33
Toledo	\$142.42	\$153.66	\$171.66	\$205.55	\$212.76	\$191.18	\$203.07
Other Islands	\$236.24	\$216.98	\$258.90	\$291.07	\$317.72	\$294.37	\$308.03
TOTAL	\$257.51	\$253.43	\$285.41	\$278.47	\$294.13	\$283.97	\$302.06

Annual Average Room Rate By Region (BZD)

Fig 5.8

Annual Average Room Rate By Region (BZD)

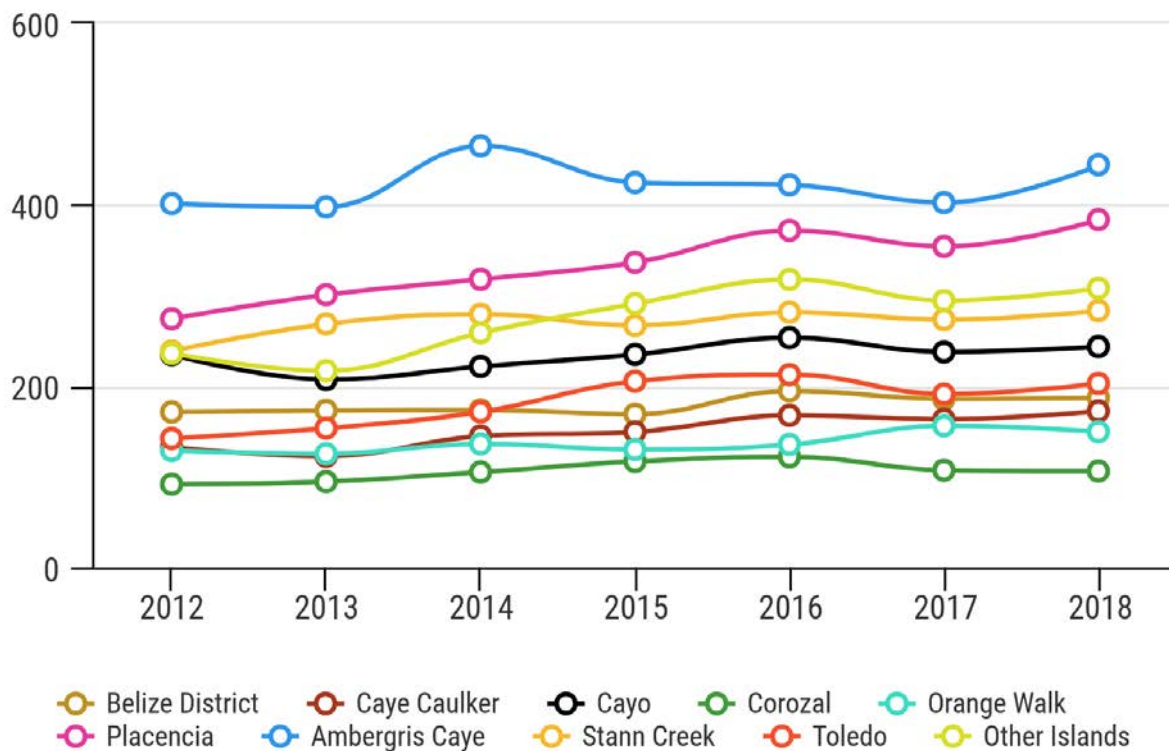


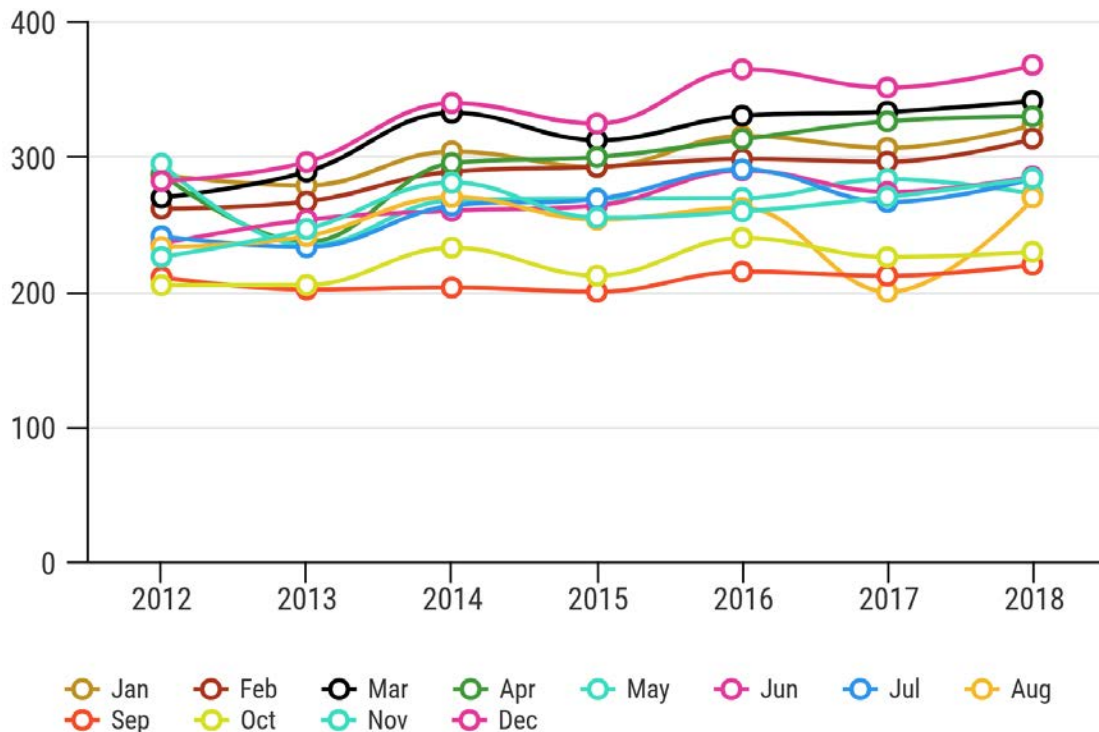
Table 5.10

	2012	2013	2014	2015	2016	2017	2018
January	\$285.86	\$278.18	\$303.46	\$291.86	\$314.88	\$306.07	\$323.08
February	\$261.10	\$266.32	\$288.51	\$291.97	\$297.85	\$295.84	\$312.92
March	\$269.23	\$288.41	\$331.99	\$311.80	\$329.80	\$332.82	\$340.72
April	\$286.77	\$236.34	\$294.81	\$299.28	\$312.55	\$325.71	\$329.36
May	\$294.39	\$233.56	\$267.33	\$268.53	\$268.88	\$282.96	\$271.82
June	\$235.05	\$252.79	\$259.50	\$263.48	\$289.34	\$273.41	\$284.84
July	\$240.61	\$232.54	\$263.31	\$268.27	\$290.09	\$265.95	\$283.47
August	\$232.64	\$240.70	\$269.78	\$252.94	\$261.57	\$199.42	\$269.28
September	\$210.30	\$201.21	\$202.66	\$199.52	\$214.38	\$211.40	\$219.58
October	\$204.38	\$204.53	\$232.17	\$211.41	\$239.37	\$225.20	\$229.06
November	\$225.37	\$245.89	\$280.38	\$254.37	\$258.98	\$269.83	\$283.55
December	\$281.53	\$295.60	\$339.22	\$324.01	\$364.19	\$350.66	\$367.43
TOTAL	\$257.51	\$253.43	\$285.41	\$278.47	\$294.13	\$283.97	\$302.06

Annual Average Room Rate By Month (BZD)

Fig 5.9

Annual Average Room Rate By Month (BZD)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Average
Belize District	\$91.95	\$99.01	\$110.01	\$88.65	\$82.70	\$84.65	\$103.03	\$89.11	\$68.69	\$70.75	\$82.42	\$78.49	\$87.47
Caye Caulker	\$110.91	\$114.83	\$101.76	\$99.88	\$73.03	\$65.42	\$81.93	\$76.76	\$37.30	\$41.52	\$74.59	\$109.25	\$81.83
Cayo	\$105.54	\$142.29	\$150.09	\$127.92	\$90.76	\$94.78	\$101.93	\$81.04	\$38.05	\$43.96	\$94.40	\$161.49	\$102.55
Corozal	\$32.96	\$45.57	\$35.49	\$31.06	\$27.22	\$27.93	\$39.05	\$23.78	\$15.32	\$19.90	\$20.28	\$22.01	\$28.23
Orange Walk	\$65.27	\$104.25	\$67.86	\$56.36	\$35.48	\$44.87	\$46.99	\$38.35	\$24.24	\$25.14	\$39.20	\$75.30	\$51.63
Placencia	\$157.29	\$163.76	\$188.83	\$153.01	\$104.70	\$93.03	\$94.65	\$80.87	\$30.79	\$35.55	\$88.89	\$166.37	\$113.01
Ambergris Caye	\$226.66	\$248.24	\$252.10	\$216.08	\$143.23	\$169.86	\$174.91	\$127.86	\$65.23	\$83.01	\$149.69	\$230.00	\$172.19
Stann Creek	\$140.48	\$154.45	\$160.18	\$176.37	\$114.94	\$116.71	\$115.58	\$95.51	\$42.18	\$82.69	\$96.31	\$152.82	\$118.97
Toledo	\$30.70	\$42.97	\$42.67	\$24.56	\$37.60	\$19.69	\$26.12	\$12.68	\$8.33	\$15.90	\$24.21	\$20.15	\$25.22
Other Islands	\$110.11	\$116.72	\$147.23	\$157.85	\$124.98	\$125.42	\$124.91	\$109.16	\$74.38	\$74.47	\$126.99	\$129.12	\$117.34
TOTAL	\$141.78	\$159.90	\$167.13	\$146.63	\$103.82	\$111.24	\$119.84	\$93.41	\$50.54	\$61.49	\$103.88	\$154.81	\$117.37

Revenue Per Available Room by Month 2017

Fig 5.10

Revenue Per Available Room by Month (BZD) - 2017

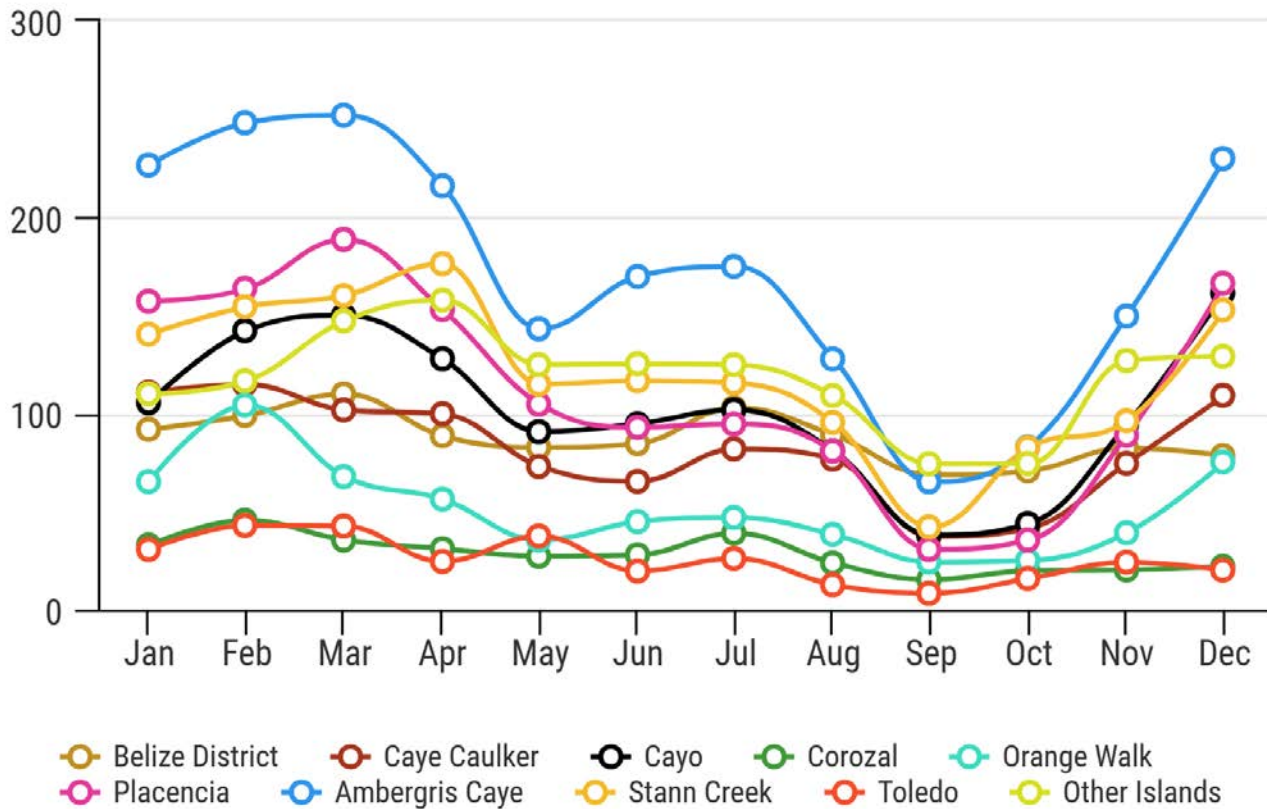


Table 5.12

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Average
Belize District	\$96.84	\$99.19	\$110.00	\$86.88	\$77.42	\$91.76	\$94.81	\$84.21	\$67.52	\$70.52	\$89.38	\$92.69	\$88.47
Caye Caulker	\$126.17	\$120.67	\$112.65	\$98.53	\$80.14	\$72.27	\$78.97	\$72.39	\$36.36	\$42.72	\$80.13	\$106.82	\$85.46
Cayo	\$146.66	\$165.12	\$185.57	\$132.31	\$87.94	\$97.31	\$109.87	\$77.94	\$39.41	\$41.81	\$94.02	\$147.87	\$109.82
Corozal	\$31.67	\$41.43	\$31.47	\$25.62	\$24.77	\$24.63	\$35.57	\$22.72	\$14.87	\$20.26	\$18.97	\$23.28	\$26.20
Orange Walk	\$79.66	\$103.26	\$105.58	\$40.40	\$46.45	\$42.37	\$39.91	\$39.00	\$27.71	\$23.96	\$37.21	\$71.32	\$54.62
Placencia	\$197.71	\$211.88	\$227.67	\$170.17	\$115.89	\$107.08	\$112.24	\$97.97	\$44.16	\$41.20	\$114.24	\$210.36	\$137.46
Ambergris Caye	\$245.27	\$263.46	\$275.58	\$219.97	\$138.87	\$171.34	\$166.08	\$120.74	\$55.86	\$72.45	\$138.15	\$217.38	\$173.30
Stann Creek	\$184.03	\$184.07	\$197.99	\$153.62	\$103.22	\$129.77	\$118.31	\$91.58	\$32.27	\$71.54	\$111.18	\$166.71	\$128.89
Toledo	\$26.42	\$29.23	\$30.26	\$21.22	\$28.79	\$29.73	\$36.05	\$19.17	\$16.89	\$19.20	\$23.80	\$21.24	\$25.16
Other Islands	\$143.40	\$179.54	\$198.13	\$148.82	\$120.21	\$112.75	\$110.29	\$81.58	\$59.76	\$69.81	\$106.99	\$165.35	\$122.48
TOTAL	\$163.31	\$179.02	\$181.55	\$124.86	\$96.20	\$105.08	\$112.36	\$82.99	\$48.90	\$61.54	\$93.13	\$141.39	\$115.28

Revenue Per Available Room by Month 2018

Fig 5.11

Revenue Per Available Room by Month (BZD) - 2018

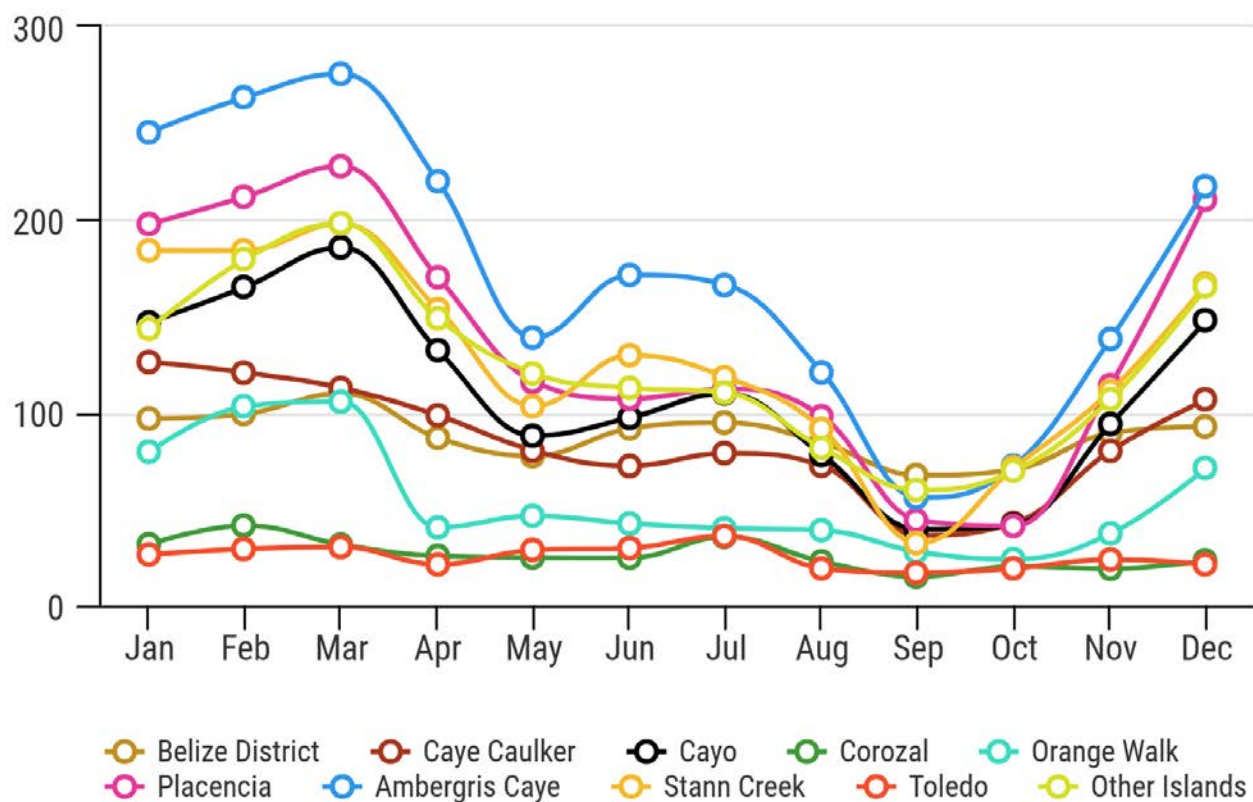



Table 5.13



	2012	2013	2014	2015	2016	2017	2018
January	10.3	10.6	10.3	10.4	11.8	10.4	11.7
February	10.8	11.0	11.4	11.6	12.0	10.6	11.4
March	12.4	11.0	11.2	11.3	13.0	12.0	13.1
April	10.0	12.9	12.9	12.4	9.2	10.3	9.6
May	7.7	9.2	10.0	10.1	7.3	7.4	6.9
June	7.9	7.7	8.4	6.6	7.6	7.7	7.4
July	7.6	7.9	7.4	7.4	8.2	8.6	8.2
August	6.4	7.9	7.9	7.9	5.9	6.5	6.2
September	3.6	7.0	6.6	6.6	3.5	3.5	3.3
October	4.4	3.3	3.0	3.3	4.5	4.3	3.9
November	7.1	4.2	4.0	4.5	6.8	7.3	7.0
December	11.8	7.2	6.7	8.0	10.3	11.5	11.3
Annual Accmdn Revenue (BZ million)	\$162.0	\$183.3	\$210.7	\$218.6	\$245.3	\$263.7	\$290.5

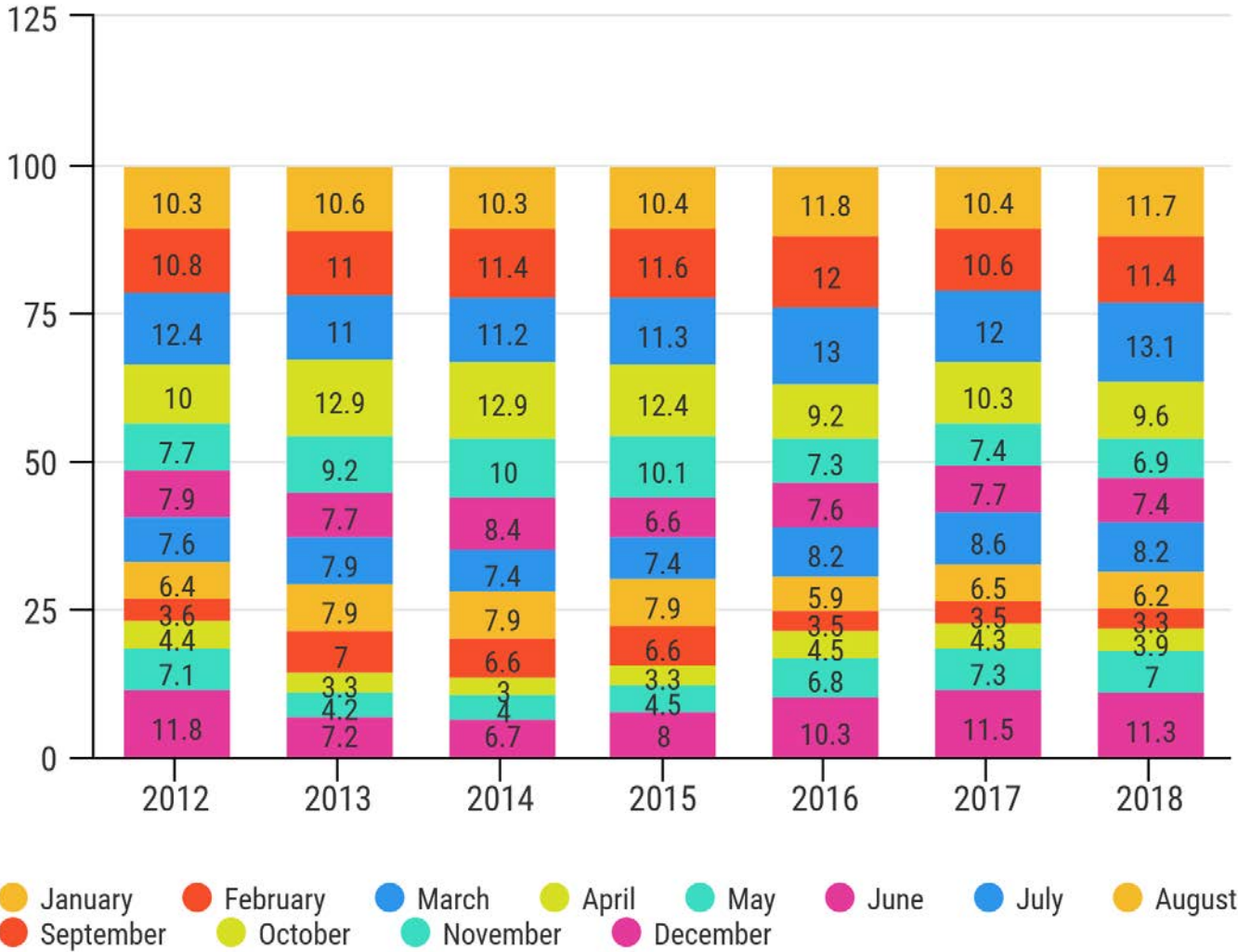
Accommodation Revenue Generated by Month (by % Share)

Note:

Revenues generated by month are consistently seen to peak through the months of December through March, with strong performance in April as well. This makes sense because this coincides with tourism's high season months. Over the past three years however, the months of June and July have been shown to have above average accommodation performance, which shows that the length of the tourism high season is expanding to other non-traditional months of the year.

Fig 5.12

Accommodation Revenue Generated by Month (% share)





LOCAL & REGIONAL

TOURISM

KEY PERFORMANCE INDICATORS



2017-2018

Local & Regional Tourism Performance Indicators

The importance of tourism to Belize's economy cannot be overstated. In addition to being the largest foreign exchange earner in the country, the tourism industry provides jobs to thousands of workers from a broad spectrum of educational and economic backgrounds. The overall employment in the tourism sector serves as a major performance indicator for the tourism industry as a whole, because employment is a key metric in measuring tourism's impact on the nation's economy.

"Visitor Exports" is the spending within a country by international tourists for the purpose of leisure and business travel. This includes spending on transport. This figure is often referred to as the annual tourism expenditure. This information is estimated annually by the Belize Tourism board through the use of certain metrics such as average visitor length of stay, average daily visitor expenditure and monthly visitor arrivals. The Immigration Department of Belize provides the monthly visitor arrival estimates, while the remaining data points are captured through a series of visitor exit surveys conducted at the three main Entry/Exit ports of the country.

Another important method used in measuring the level of tourism's performance in Belize is to look at how tourism arrival patterns in the country compares to that of arrival patterns in the other neighboring countries. Belize is a member of the Caribbean Tourism Organization (CTO), the regional agency that coordinates tourism programs and provides tourism services and information for all member countries throughout the region. The CTO collects tourism performance indicators from various member countries and consolidates the information into concise regional reports, so that regional performance indicators can be deduced. The regional reports from the CTO serve as an important gauge for how Belize is performing relative to its next closest competitors in the Caribbean. This is a good way to determine whether tourism performance for the country is following the right trajectory, or whether corrective measures need to be taken to improve the performance of the industry over the short and long term.

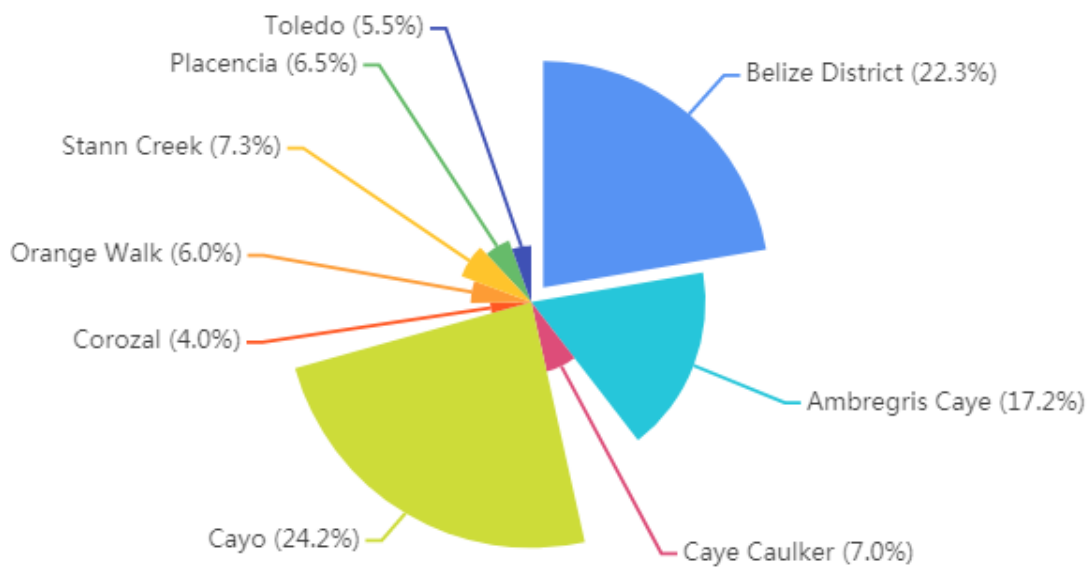


	2012	2013	2014	2015	2016	2017	2018
Belize District	362	409	505	376	528	472	463
Ambergris Caye	252	266	305	260	322	296	357
Caye Caulker	94	106	110	95	121	129	145
Cayo	288	339	396	361	431	450	502
Corozal	44	43	44	55	72	59	84
Orange Walk	60	79	93	91	129	123	124
Stann Creek	79	80	106	85	125	147	152
Placencia	69	98	92	83	112	137	134
Toledo	56	61	83	67	105	109	115
TOTAL:	1304	1481	1734	1473	1945	1922	2076
% Change:	20.00%	13.60%	17.10%	-15.05%	32.00%	-1.2%	8.0%

NUMBER OF TOUR GUIDES BY AREA

Fig 6.1

Number of Tour Guides By Area 2018



Number of Tour Guides By Area

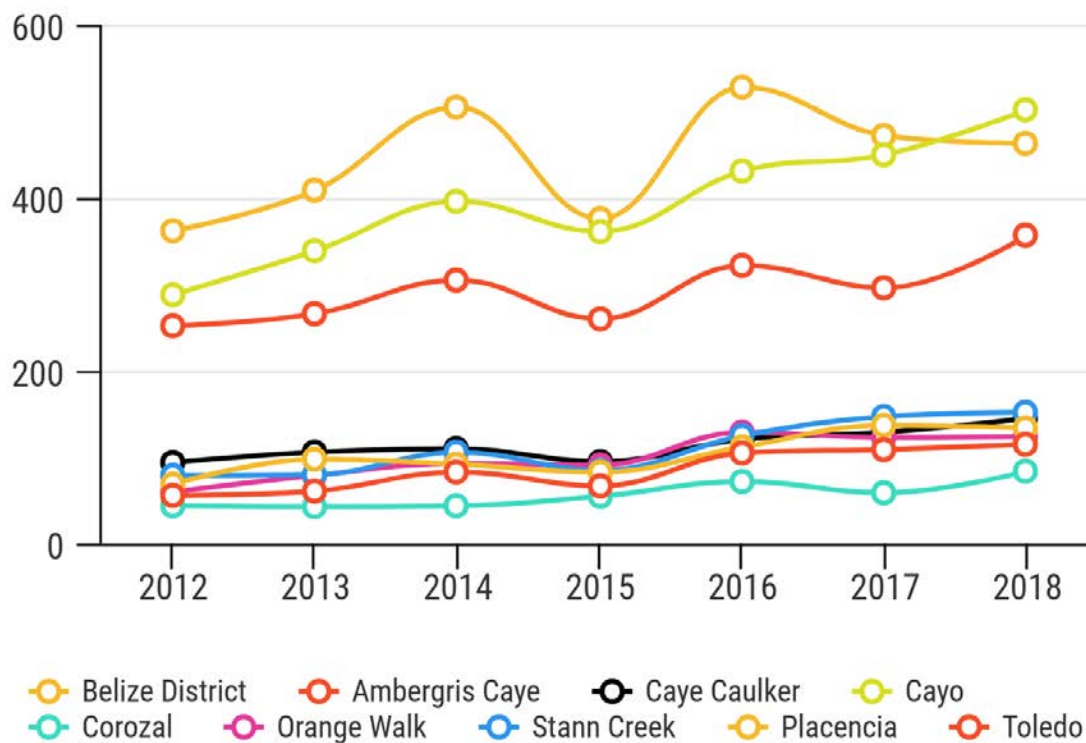


Table 6.2

	2012	2013	2014	2015	2016	2017	2018
Belize District	40	50	80	78	92	84	75
Ambergris Caye	40	32	57	59	68	57	66
Caye Caulker	23	24	32	40	40	37	44
Cayo	44	48	70	77	94	91	101
Corozal	3	5	7	5	6	5	4
Offshore Islands						2	4
Orange Walk	2	3	5	3	12	13	12
Stann Creek	26	14	30	31	38	37	37
Placencia	25	20	36	33	43	40	34
Toledo	12	13	15	13	16	17	15
TOTAL:	215	209	332	339	409	383	392
	-4.00%	-2.80%	58.90%	2.11%	20.60%	-6.4%	2.3%

NUMBER OF TOUR OPERATORS BY AREA

Fig 6.3

Number of Tour Operators By Area 2018

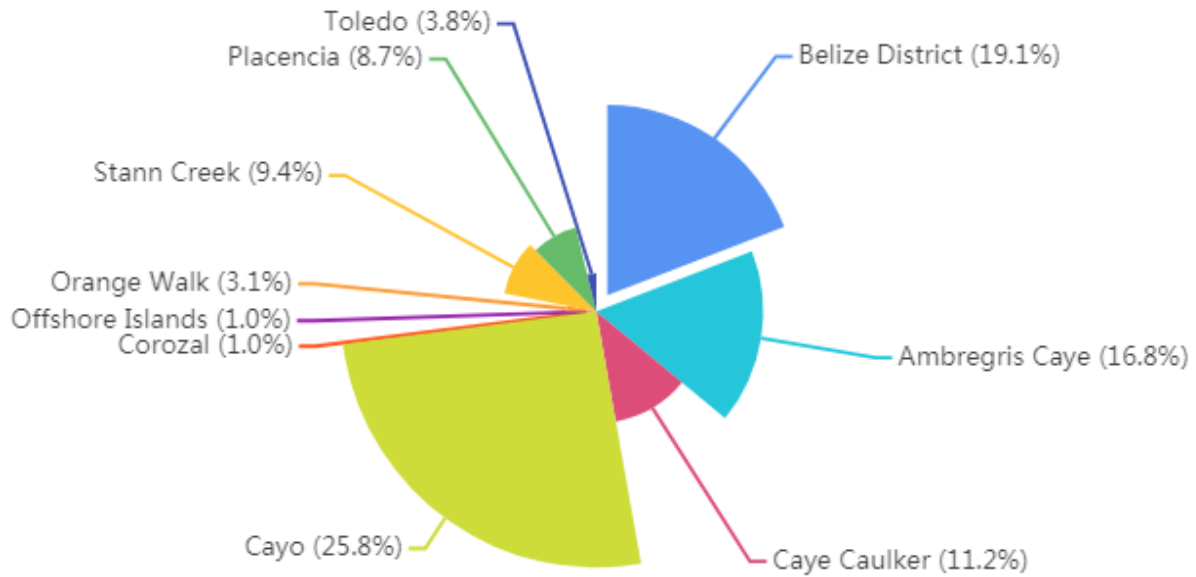
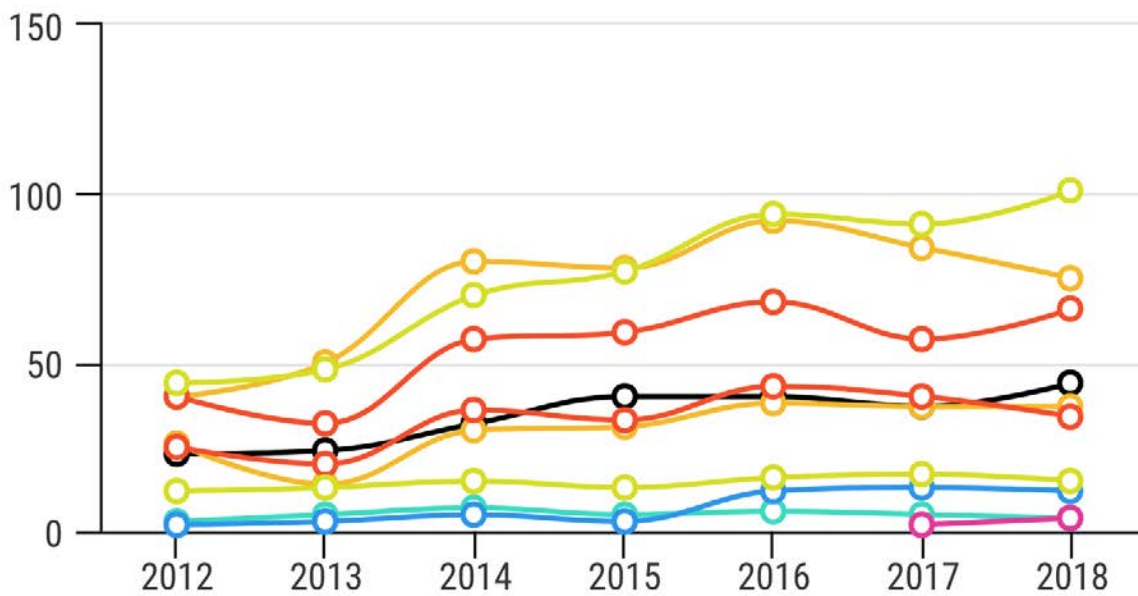


Fig 6.4

Number of Tour Operators By Area



- Belize District
- Ambergris Caye
- Caye Caulker
- Cayo
- Corozal
- Offshore Islands
- Orange Walk
- Stann Creek
- Placencia
- Toledo





2018

Statistical
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BELIZE

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Table 6.3

	Belize	Cayo	Corozal	Orange Walk	Stann Creek	Toledo	Total
Agriculture and Related Activities	711	2,740	5,226	4,514	5,329	4,993	23,513
Aquaculture	1,058	0	108	25	178	212	1,581
Forestry, Logging and Sawmilling	425	602	160	619	171	107	2,084
Mining and Quarrying	0	233	36	211	72	29	581
Manufacturing	3,257	3,496	2,050	2,964	898	1,146	13,810
Electricity, Gas and Water Supply	851	171	88	126	134	29	1,398
Construction	3,323	3,534	1,210	1,288	1,525	510	11,389
Wholesale and Retail Trade; Repairs	7,270	4,687	4,088	3,585	1,850	1,332	22,812
Tourism	8,916	4,809	1,416	1,624	2,321	1,594	20,680
Transportation, Storage and Communication	3,631	480	546	742	353	127	5,878
Financial Intermediation	1,940	678	339	165	118	110	3,350
Real Estate, Renting and Business Activities	4,481	1,941	391	425	331	82	7,652
Government Services; Compulsory Social Security	7,411	6,095	1,394	1,440	1,109	1,159	18,608
Community, Social & Personal Services; Extra Territorial Organisations & Bodies	7,405	5,686	3,494	1,909	1,837	1,530	21,861
DK/NS	138	487	0	40	72	15	752
Total	50,816	35,638	20,545	19,677	16,298	12,976	155,950

Employed Persons in Belize by Main Industry

Note:

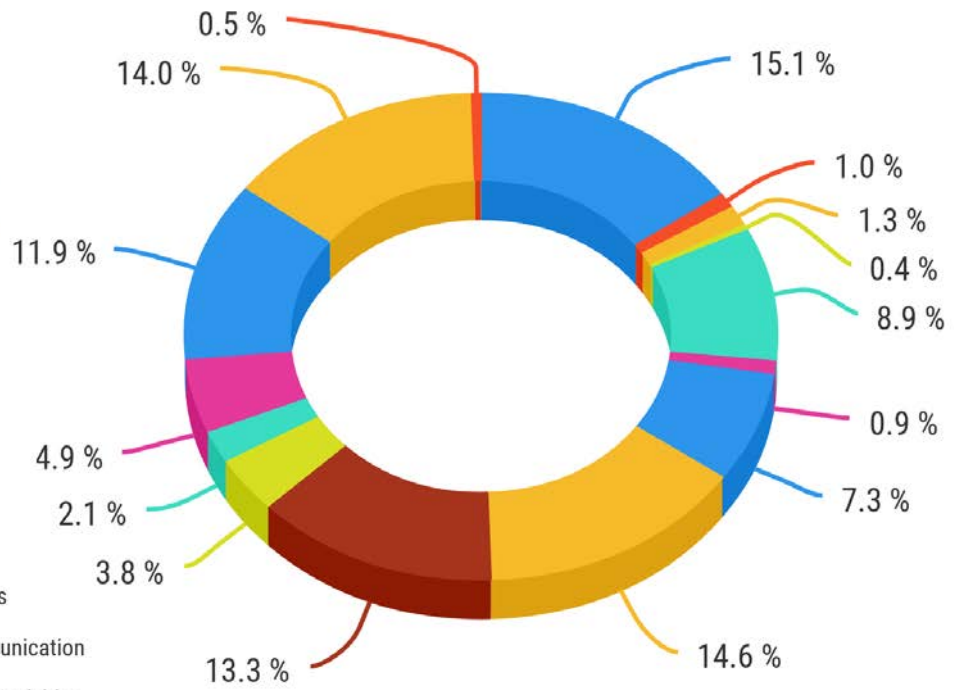
Over 13% of employed persons in Belize work in the tourism industry. Tourism's impact extends far beyond airlines (international and local), hotels, tour operators, tour guides, restaurants, nightclubs and souvenirshops. In reality, Tourism's impact extends to the entire economy. In other words, tourism has a direct, indirect, and an induced effect on the economy.

Fig 6.5

Number of Persons Employed in Belize by Sector - 2018



- Agriculture and Related Activities
- Aquaculture
- Forestry, Logging and Sawmilling
- Mining and Quarrying
- Manufacturing
- Electricity, Gas and Water Supply
- Construction
- Wholesale and Retail Trade; Repairs
- Tourism
- Transportation, Storage and Communication
- Financial Intermediation
- Real Estate, Renting and Business Activities
- Government Services; Compulsory Social Security
- Community, Social & Personal Services; Extra Territorial Organisations & Bodies
- DK/NS



Source: Labour Force Survey, April 2018; Statistical Institute of Belize





2017



Table 6.4

	Belize	Cayo	Corozal	Orange Walk	Stann Creek	Toledo	Total
Accommodation for visitors	2,642	980	99	96	1,955	196	5,968
Food and beverage serving Activites	1,578	320	96	58	223	26	2,301
Road Passenger Transport	144	74	98	137	72	166	691
Water Passenger Transport	263	0	4	0	16	3	286
Air Passenger Transport	565	2	0	0	0	0	567
Transport Equipment Rental	259	7	3	0	24	0	293
Travel Agencies and Other Reservation Services Activities	897	64	16	19	379	47	1,422
Cultural Activities	132	288	37	0	26	6	489
Sports and Recreational Activities	170	48	164	2	29	1	414
TOTAL:	6,102	1,692	478	304	2,516	427	11,519

Male Insured Persons in Tourism by District



2017



Table 6.5

	Belize	Cayo	Corozal	Orange Walk	Stann Creek	Toledo	Total
Accommodation for visitors	1,974	586	89	82	1,029	107	3,867
Food and beverage serving Activites	2,069	726	296	283	474	98	3,946
Road Passenger Transport	32	6	10	9	3	4	64
Water Passenger Transport	66	0	1	0	4	0	71
Air Passenger Transport	183	0	0	0	1	0	184
Transport Equipment Rental	85	1	1	1	2	0	90
Travel Agencies and Other Reservation Services Activities	455	37	7	19	120	25	663
Cultural Activities	118	65	20	0	17	1	221
Sports and Recreational Activities	259	72	163	11	16	0	521
TOTAL:	4,810	1,441	563	398	1,543	229	8,984

Female Insured Persons in Tourism by District



2017



Table 6.6

	Belize	Cayo	Corozal	Orange Walk	Stann Creek	Toledo	Total
Accommodation for visitors	4,616	1,566	188	178	2,984	303	9,835
Food and beverage serving Activites	3,647	1,046	392	341	697	124	6,247
Road Passenger Transport	176	80	108	146	75	170	755
Water Passenger Transport	329	0	5	0	20	3	357
Air Passenger Transport	748	2	0	0	1	0	751
Transport Equipment Rental	344	8	4	1	26	0	383
Travel Agencies and Other Reservation Services Activities	1,352	101	23	38	499	72	2,085
Cultural Activities	250	353	57	0	43	7	710
Sports and Recreational Activities	429	120	327	13	45	1	935
TOTAL:	10,912	3,133	1,041	702	4,059	656	20,503

Total Insured Persons in Tourism by District

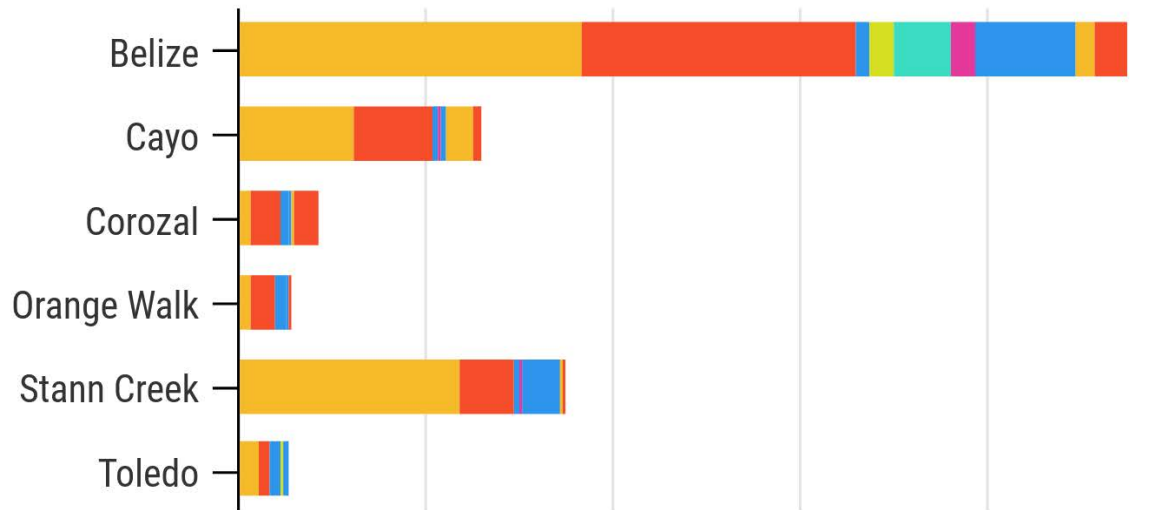
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Note:

Approximately 1 in every 8 employed persons in Belize works in the tourism industry. Tourism provides an opportunity for people of diverse educational backgrounds and skills to attain gainful employment. The total number of Active Insured Persons shown in the tables is not equal to the sum of the Insured Persons in each industry during the respective years, due to persons working in different industries throughout the year.

Fig 6.6

Total Insured Persons in Tourism by District 2017



- Accommodation for visitors
- Food and beverage serving Activities
- Road Passenger Transport
- Water Passenger Transport
- Air Passenger Transport
- Transport Equipment Rental
- Travel Agencies and Other Reservation Services Activities
- Cultural Activities
- Sports and Recreational Activities





2018

belize

Table 6.7

	Belize	Cayo	Corozal	Orange Walk	Stann Creek	Toledo	Total
Accommodation for visitors	2,484	1,056	107	85	1,938	200	5,870
Food and beverage serving Activites	1,827	342	106	66	253	32	2,626
Road Passenger Transport	177	80	97	125	65	160	704
Water Passenger Transport	259	0	4	0	15	3	281
Air Passenger Transport	560	2	0	0	0	0	562
Transport Equipment Rental	267	9	0	0	19	0	295
Travel Agencies and Other Reservation Services Activities	961	61	13	25	365	70	1,495
Cultural Activities	129	319	32	0	25	16	521
Sports and Recreational Activities	176	57	143	2	23	1	402
TOTAL:	6,263	1,830	463	291	2,489	471	11,807

Male Insured Persons in Tourism by District



2018

belize

Table 6.8

	Belize	Cayo	Corozal	Orange Walk	Stann Creek	Toledo	Total
Accommodation for visitors	1,986	661	89	83	1,094	101	4,014
Food and beverage serving Activites	2,126	780	293	282	502	107	4,090
Road Passenger Transport	29	6	8	8	2	6	59
Water Passenger Transport	62	0	1	0	3	0	66
Air Passenger Transport	188	0	0	0	4	0	192
Transport Equipment Rental	76	3	1	1	3	0	84
Travel Agencies and Other Reservation Services Activities	459	40	10	19	142	30	700
Cultural Activities	116	72	18	0	18	1	225
Sports and Recreational Activities	263	74	164	14	13	1	529
TOTAL:	4,922	1,577	557	395	1,652	239	9,342

Female Insured Persons in Tourism by District



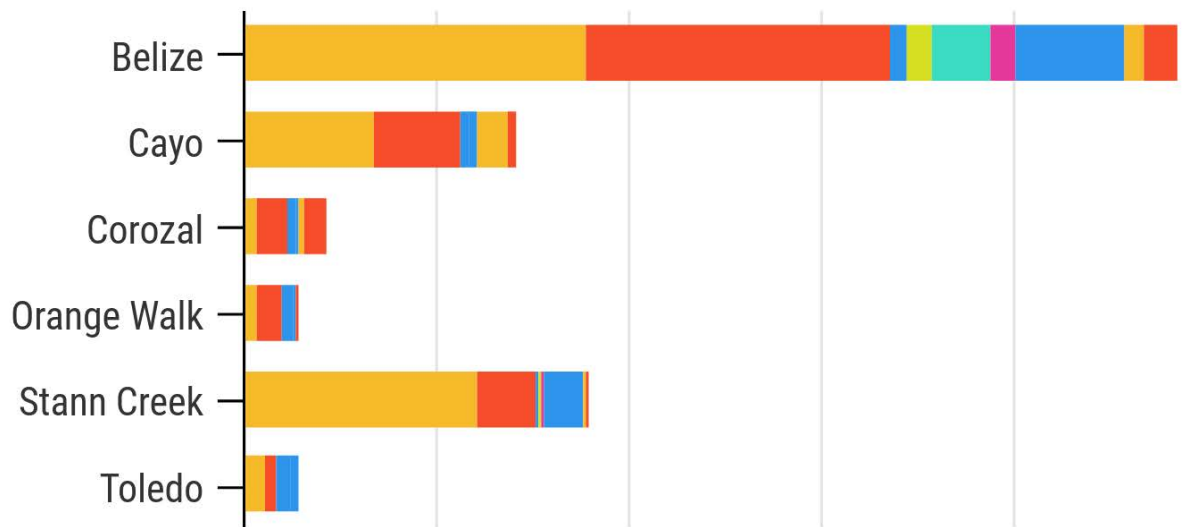
	Belize	Cayo	Corozal	Orange Walk	Stann Creek	Toledo	Total
Accommodation for visitors	4,470	1,717	196	168	3,032	301	9,884
Food and beverage serving Activities	3,953	1,122	399	348	755	139	6,716
Road Passenger Transport	206	86	105	133	67	166	763
Water Passenger Transport	321	0	5	0	18	3	347
Air Passenger Transport	748	2	0	0	4	0	754
Transport Equipment Rental	343	12	1	1	22	0	379
Travel Agencies and Other Reservation Services Activities	1,420	101	23	44	507	100	2,195
Cultural Activities	245	391	50	0	43	17	746
Sports and Recreational Activities	439	131	307	16	36	2	931
TOTAL:	11,185	3,407	1,020	686	4,141	710	21,149

Total Insured Persons in Tourism by District

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Total Insured Persons in Tourism by District 2018



- Accommodation for visitors
- Food and beverage serving Activities
- Road Passenger Transport
- Water Passenger Transport
- Air Passenger Transport
- Transport Equipment Rental
- Travel Agencies and Other Reservation Services Activities
- Cultural Activities
- Sports and Recreational Activities

The average daily expenditure by type of overnight tourist visitor, as well as the average visitor length of stay, are derived from the results of the visitor survey and are then used in the calculation of the total overnight tourist expenditure figure. The Business Research and Economic Advisors (BREA) group conducts a comprehensive biennial survey of all the Caribbean cruise destinations, including Belize. From BREA's findings, the average daily expenditure of the cruise passengers who visited Belize is used in the estimate of the annual expenditure of the cruise visitors. The expenditure estimate of the overnight and the cruise visitors are taken together as the total estimated tourism expenditure for the year.

Fig 6.8

Annual Tourism Expenditure - million \$ (BZD)

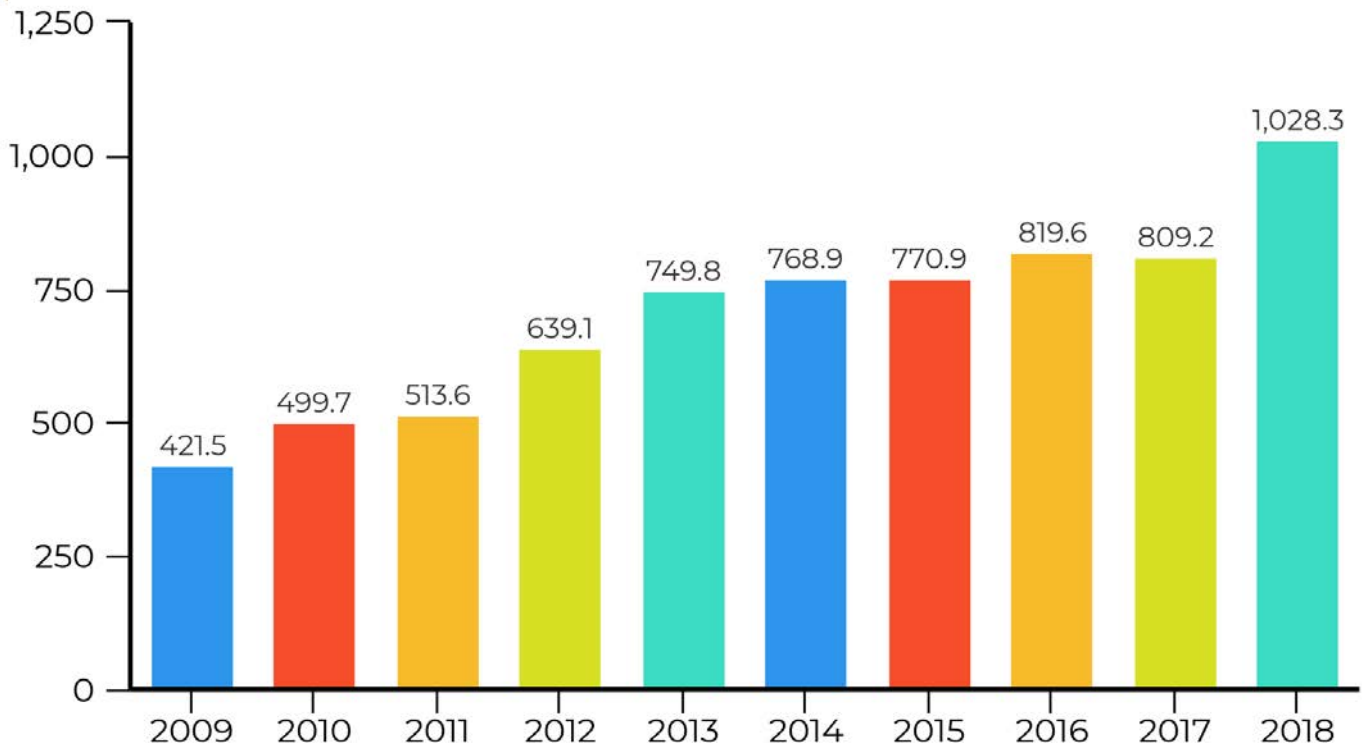
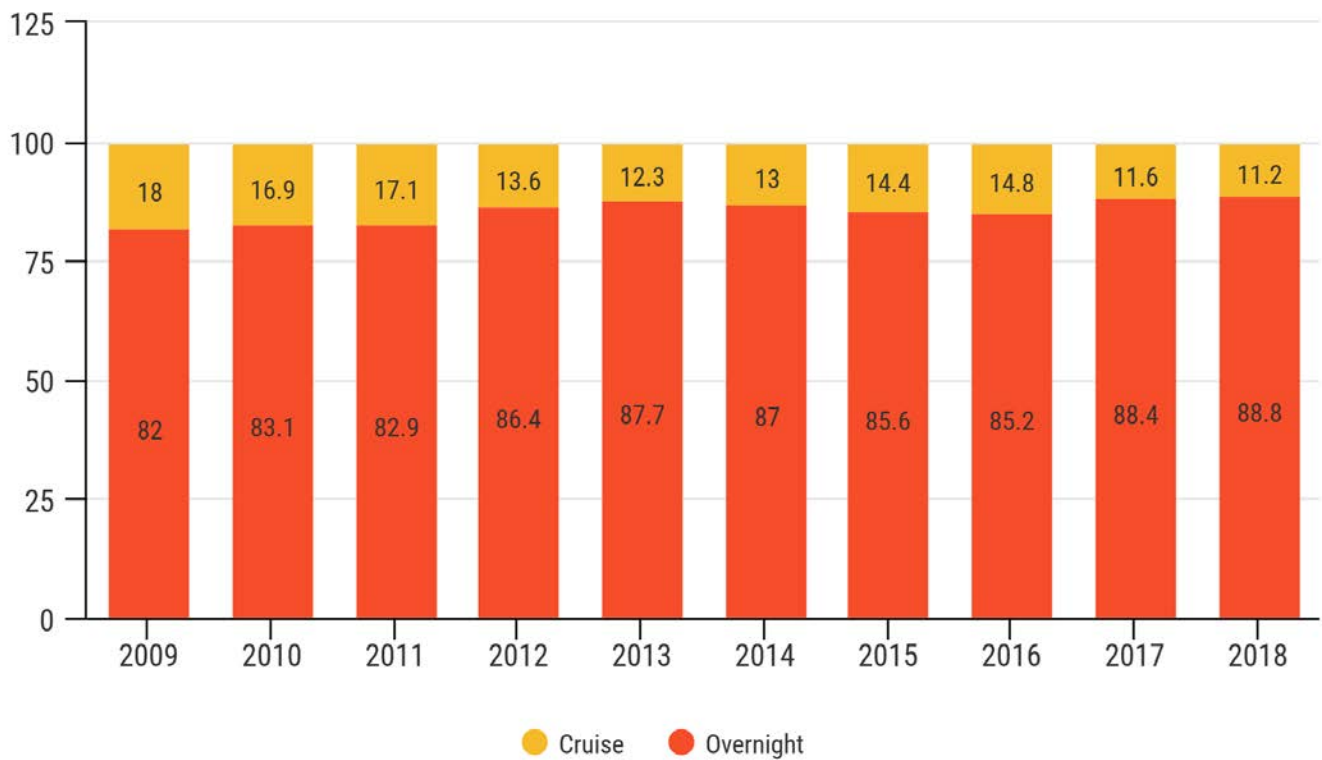


Fig 6.9

Overnight & Cruise Annual Tourism Expenditure (% share)



“ The Caribbean Tourism Organization (CTO), with headquarters in Barbados and offices in New York and London, is the Caribbean’s tourism development agency comprising membership of over 30 countries and territories including Dutch, English, French, and Spanish, as well as a myriad of private sector allied members. The primary objective of the Caribbean Tourism Organization is to provide to and through its members, the services and information necessary for the development of sustainable tourism for the economic and social benefit of the Caribbean people . . .” (About CTO. (n.d.).Retrieved from <http://www.onecaribbean.org/about-cto/>)

The CTO collects monthly arrival data from its various member countries. This data provides a robust picture of tourism development in the Caribbean region, and helps to highlight fluctuations in travel patterns. In 2018 Belize had the second largest percentage increase in overnight tourist visitors out of all member countries that reported complete arrival figures for the year. This shows how robust the growth of Belize's tourism industry has been over the past year. But it also highlights the opportunity for even more growth for tourism in Belize since the size of Belize's annual tourist arrival numbers appears modest in comparison to some of the other competing countries in the Caribbean.



Destination	Period	Tourist Arrivals	Percent Change		
			Annual	Winter	Summer
Anguilla	Jan-Dec	54,533	-20.1	-57.3	17.0
Antigua & Barbuda*	Jan-Dec	268,949	8.7	5.4	11.2
Aruba	Jan-Oct	890,134	1.3	0.7	1.7
Bahamas ^P	Jan-Dec	1,627,121	12.9	10.8	14.0
Barbados	Jan-Dec	678,538	2.6	3.7	2.0
Belize	Jan-Dec	489,261	14.6	18.0	12.5
Bermuda*	Jan-Dec	281,886	4.6	11.4	2.7
British Virgin Islands	Jan-Dec	192,312	-40.9	-66.7	-12.1
Cayman Islands	Jan-Dec	463,001	10.7	15.4	8.0
Cuba ***	Jan-Dec	4,711,910	1.3	-5.7	6.1
Curacao	Jan-Dec	431,705	8.2	-0.6	13.2
Dominica ^P	Jan-Sep	62,875	-12.9	-41.7	5.7
Dominican Republic*	Jan-Dec	6,568,888	6.2	5.6	6.5
Grenada	Jan-Dec	160,970	10.0	10.7	9.6
Guyana	Jan-Dec	286,732	15.9	14.7	16.5
Haiti ^P	Jan-Apr	134,640	1.6	1.6	-
Jamaica	Jan-Dec	2,472,727	5.1	4.9	5.2
Martinique	Jan-Dec	537,391	0.3	1.6	-0.6
Montserrat	Jan-Jun	5,895	7.2	6.5	9.3
Puerto Rico **	Jan-Dec	1,260,832	-21.8	-44.9	-4.9
St. Kitts & Nevis ^{^P}	Jan-Jul	74,237	11.8	13.7	9.0
Saint Lucia	Jan-Dec	394,780	2.2	5.8	0.3
St. Maarten*	Jan-Dec	177,590	-55.8	-77.6	-30.5
St. Vincent & the Grenadines	Jan-Dec	80,080	5.4	7.3	4.4
Trinidad & Tobago ***	Jan-Dec	375,485	-4.9	-4.9	-4.9
Turks & Caicos Islands	Jan-Apr	167,760	-10.3	-10.3	-
U S Virgin Islands	Jan-Dec	477,840	-25.0	-56.8	6.7
* Non-Resident Air Arrivals		** Non-Resident Hotel registrations only			*** Air Arrivals by Nationality
P = Preliminary figures	# Winter – Jan to Apr	Summer – May to Dec	^ Excludes data from Vance M. Amory Int'l Airport in Nevis		
N.B: Figures are subject to revision by reporting countries			SOURCE – Data supplied by member countries and available as at April 30, 2019		

Destination	Period	United States		Canada		Europe		Other	
		Tourists	%ch	Tourists	%ch.	Tourists	%ch.	Tourists	% ch.
Anguilla	Jan-Dec	30,634	-29.3	2,047	-27.4	6,240	-26.0	15,612	14.2
Antigua & Barbuda *	Jan-Dec	104,103	8.1	38,087	66.1	88,690	-1.9	38,069	1.2
Aruba	Jan-Oct	614,366	7.1	39,292	7.3	73,687	-2.7	162,789	-15.7
Bahamas ^P	Jan-Dec	1,298,776	14.1	126,658	14.0	121,901	6.1	79,786	2.9
Barbados	Jan-Dec	204,249	8.4	86,500	1.7	259,199	0.6	128,590	-1.1
Belize	Jan-Dec	320,221	15.8	35,190	34.9	59,319	18.4	74,531	0.3
Bermuda *	Jan-Dec	214,499	8.2	27,637	0.8	29,072	-10.1	10,678	-7.6
Cayman Islands	Jan-Dec	385,319	13.0	26,603	7.5	22,838	-5.8	28,241	-0.7
Cuba ^{***1}	Jan-Feb	56,052	--	301,055	--	220,894	--	310,014	--
Curaçao	Jan-Dec	73,259	19.8	21,171	10.6	221,854	7.8	115,421	2.2
Dominica ^P	Jan-Dec	10,505	-37.1	1,841	-34.3	10,705	-28.3	39,824	5.4
Dominican Republic *	Jan-Dec	2,237,520	7.9	892,020	7.8	1,377,057	-3.8	2,062,291	11.2
Grenada	Jan-Dec	75,574	12.4	17,364	19.1	34,139	2.8	33,893	8.2
Guyana	Jan-Dec	89,456	8.3	23,977	-0.4	12,560	11.8	160,739	24.2
Jamaica	Jan-Dec	1,628,402	7.8	399,969	-1.3	328,369	0.8	115,987	3.6
Montserrat	Jan-Jun	1,496	1.1	421	5.8	1,827	13.8	2,151	6.6
Puerto Rico **	Jan-Dec	1,116,911	-22.4	15,160	-1.6	27,435	-11.9	101,326	-19.5
St. Kitts & Nevis ^{^P}	Jan-Jul	46,053	12.8	4,529	8.6	6,985	0.8	16,670	15.1
Saint Lucia	Jan-Dec	175,073	4.1	40,213	-5.6	95,988	3.6	83,506	1.0
St. Maarten*	Jan-Dec	67,534	-67.6	9,163	-76.5	75,019	-34.8	25,874	-35.0
St. Vincent & the G'dines	Jan-Dec	26,351	13.0	9,822	13.0	17,848	7.0	26,059	-4.5
Trinidad & Tobago ***	Jan-Dec	164,861	-2.8	47,066	-10.1	53,711	-3.1	109,847	-6.3
Turks & Caicos Islands	Jan-Apr	140,092	-6.9	15,876	-26.8	4,231	-3.8	7,561	-27.6

- Non-Resident Air Arrivals by Nationality
 - Some European countries are included in Other
 - N.B U.S.V.I reported figures in this tables are Hotel Registrations whereas they reported Stay Over totals are Air Arrivals
 - N.B: Figures are subject to revision by reporting countries
 - SOURCE - Data supplied by member countries and available as at April 30, 2019
- ** Non-Resident Hotel registrations only *** Air Arrivals
^PPreliminary figures ^ Excludes data from Vance M. Amory Int'l Airport in Nevis.

Destination	Period	2018	2017	% change
Antigua & Barbuda	Jan-Dec	792,873	792,861	0.0
Aruba	Jan-Dec	815,161	792,403	2.9
Bahamas	Jan-Dec	4,877,596	4,626,259	5.4
Barbados	Jan-Dec	614,993	681,211	-9.7
Belize	Jan-Dec	1,208,137	1,014,232	19.1
Bermuda	Jan-Dec	484,339	418,049	15.9
British Virgin Islands	Jan-Dec	200,552	409,723	-51.1
Cayman Islands	Jan-Dec	1,921,057	1,728,444	11.1
Cozumel (Mexico)	Jan-Dec	4,265,525	4,103,787	3.9
Curaçao	Jan-Dec	757,278	634,370	19.4
Dominica ^P	Jan-Dec	134,466	157,040	-14.4
Dominican Republic	Jan-Dec	982,329	1,107,951	-11.3
Grenada	Jan-Dec	342,826	299,449	14.5
Haiti ^P	Jan-Sep	644,595	575,239	12.1
Jamaica	Jan-Dec	1,845,873	1,923,274	-4.0
Martinique	Jan-Dec	392,617	405,553	-3.2
Puerto Rico	Jan-Dec	1,658,822	1,229,114	35.0
St. Kitts & Nevis	Jan-Jul	701,698	664,947	5.5
Saint Lucia	Jan-Dec	760,306	668,006	13.8
St. Maarten	Jan-Dec	1,597,101	1,237,760	29.0
St. Vincent & the Grenadines	Jan-Dec	217,876	174,236	25.0
Trinidad & Tobago	Jan-Dec	124,954	69,427	80.0
Turks & Caicos Islands	Jan-Dec	1,021,741	827,409	23.5
U S Virgin Islands	Jan-Dec	1,430,702	1,317,238	8.6
	P =			
N.B: Figures are subject to revision by reporting countries		Preliminary	SOURCE - Data supplied by member countries and available as at April 30, 2019	



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A CURIOUS PLACE



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