

BELIZE TRAVEL AND TOURISM DIGEST 2016

Annual Compilation of Travel Statistics



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:

Caribbean Tourism Organization (CTO)
United Nations World Tourism Organization (UNWTO)

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 gives a more detailed snapshot of the profile of the overnight visitor. Section 3 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 4. Section 5 illustrates the number of visits to selected sites countrywide. Section 6 offers a glimpse of the performance of Belize's accommodation sector. Section 7 provides some information on the tourism service sector and also includes some regional and global tourism indicators.

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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.

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.

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 flows of travelers and visitors and for the credibility of tourism statistics.

IRTS 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 2.21: The usual environment of an individual, a key concept in tourism, is defined as the geographical area (though not necessarily a contiguous one) within which an individual conducts his/her regular life routines. Criteria to determine usual environment: IRTS 2008 (para 2.21-2.28):

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)



INTRODUCTION: IMPORTANT DEFINITIONS IN TOURISM

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

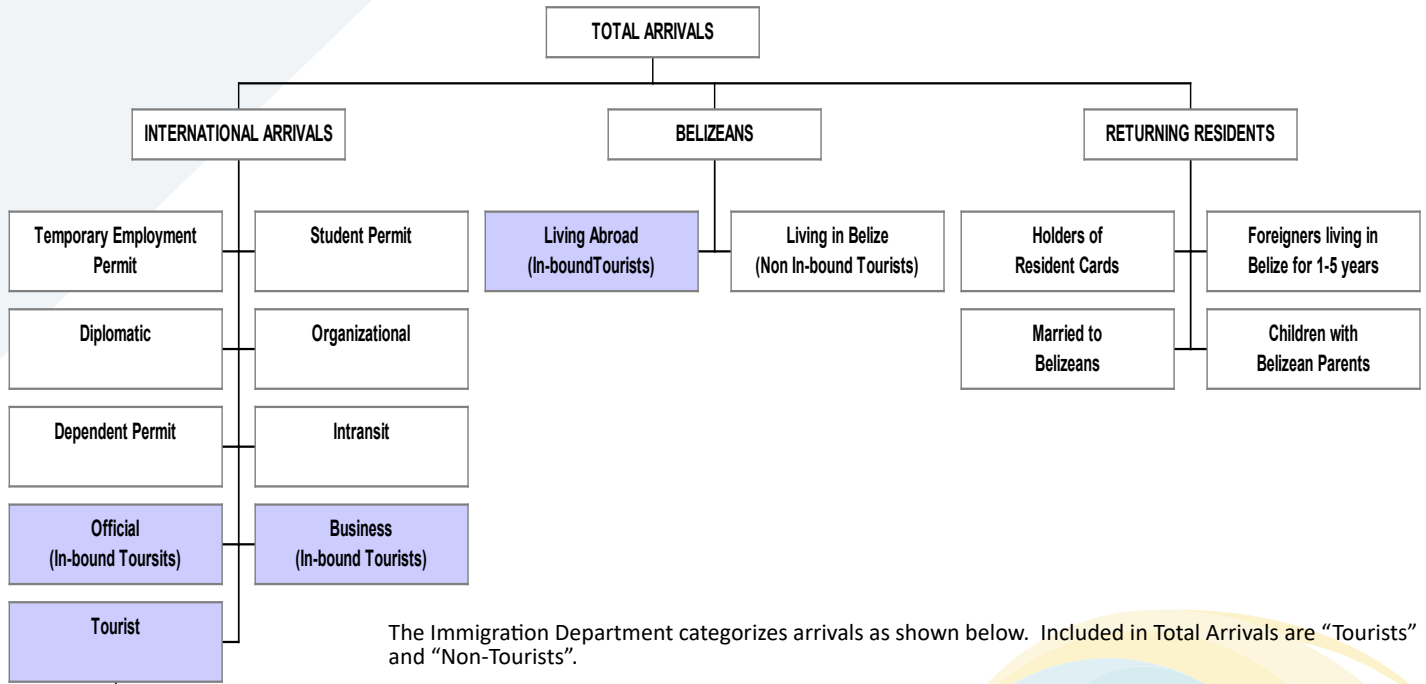
Excursionist (or same-day visitor): A visitor (domestic, inbound or outbound) is classified as a same-day visitor (or excursionist) if his/her trip does not include an overnight stay

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

Business visitor: A business visitor is a visitor whose main purpose for a tourism trip corresponds to the business and professional category

VFRs: Visits to friends and relatives (VFR) are so-called social visits. They are usually undertaken for relaxation, and they are often seen as a sub-category of leisure, recreation and holidays.

ARRIVALS INTO BELIZE



The Immigration Department categorizes arrivals as shown below. Included in Total Arrivals are “Tourists” and “Non-Tourists”.

Purpose of visit

RR Returning Residents

TV Tourist Visitors (leisure/vacation)

BV Business Visitors (private sector business)

INT In transit Visitors

DP Dependent Permits (persons with)

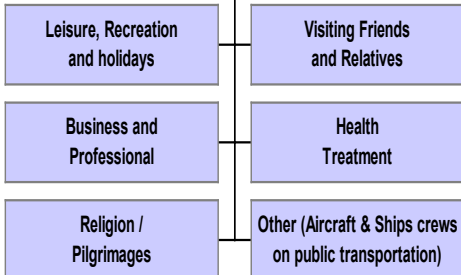
TEP Temporary Employment Permits (persons with)

SP Student Permit (persons with)

OV Official Visitors (government business)

ORG Organizational (non-nationals residing in Belize)

DIP Diplomats



SECTION I: REPORTS ON BELIZE'S OVERNIGHT TOURISM SECTOR

In 2016, there was an overall growth of 13% in Belize's overnight tourism sector as compared to the previous year. This growth has made 2016 one of the most successful years in the overnight tourism sector, which indicates the resilience of this sector within Belize's tourism industry. Throughout the majority of the year there were increases in overnight tourist arrivals, with the exception of November, which had a slight decrease of 1.3%. This decrease did not significantly affect the overall growth rate, as the year culminated with a strong overnight tourist arrival performance.

Total Overnight Tourist Arrivals by Month

Month	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	% Change '15 vs '16
January	21534	23130	22580	22401	23592	24263	28431	31164	30858	38274	24.0
February	25618	25803	22600	23768	23854	25778	28765	32105	31754 R	37624	18.5
March	31267	30799	26499	29709	28643	32240	35795	38712	39136	43063	10.0
April	23595	21361	22210	19683	23585	23699	23555	28969	27569	30656	11.2
May	19938	20209	17855	19473	19289	22106	22941	26319	24707	29709	20.2
June	22409	22261	20118	21328	21755	24615	26817	28727	29188 R	34268	17.4
July	22710	22146	21291	23442	24042	25778	27833	29983	30967	36212	16.9
August	18112	18655	17461	18431	17735	19528	20863	22672	23874	25865	8.3
September	11079	8957	9994	9251	9823	11743	10654	11943	14276 R	18115	26.9
October	12292	11129	11547	11931	12093	14498	14543	15511	18945	21726	14.8
November	18911	17170	15927	17451	18908	21542	22868	22488	29909	29510	-1.3
December	23958	23388	24165	25051	26945	31346	31111	32624	39977	40561	1.5
Total	251422	245007	232249	241919	250263	277135	294177	321220	341161 R	385583	13.0

Table 1.1



Total Overnight Tourist Arrivals by Month

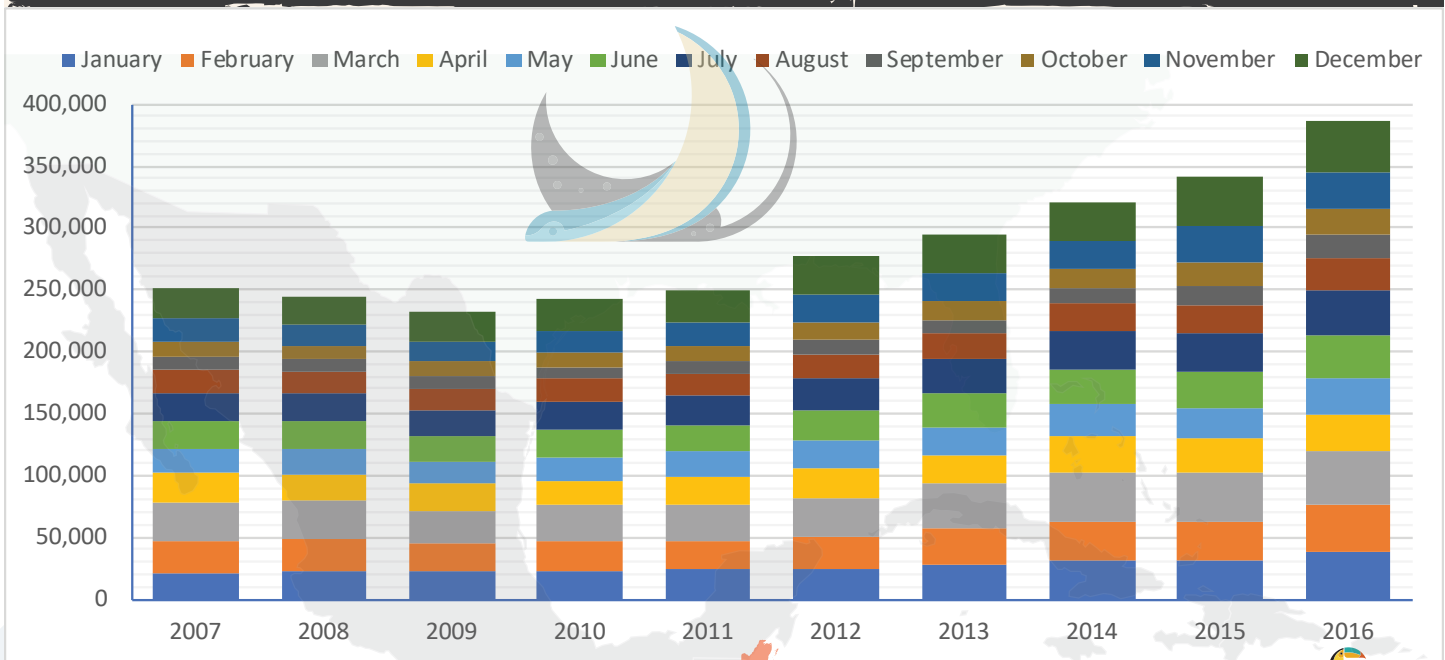


Figure 1.1



Total Overnight Tourist Arrivals by Quarter

Quarter	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	% Change '15 vs '16
1st Quarter	78,420	79,732	71,680	75,878	76,089	82,282	92,992	101,982	101,748 R	118,961	16.9
2nd Quarter	65,942	63,830	60,183	60,484	64,628	70,419	73,313	84,016	81,465 R	94,633	16.2
3rd Quarter	51,900	49,758	48,747	51,124	51,600	57,049	59,350	64,598	69,117 R	80,192	16.0
4th Quarter	55,161	51,687	51,639	54,433	57,946	67,385	68,522	70,624	88,831	91,797	3.3
Total	251,422	245,007	232,249	241,919	250,263	277,135	294,177	321,220	341,161 R	385,583	13.0

Table 1.2



For data gathering purposes, the word "Season" is a classification which refers to a time period between particular months, and is not completely associated to climate. The two seasons being classified here are "Winter" season, which is January to April, and "Summer" season occurring from May to December.

In 2016, there was a larger growth in overnight visitors of 15.7% during the winter season. This season corresponds heavily with the tourism high season, which is from mid-November to March of the following year.

Total Overnight Tourist Arrivals by Season

Month	2007	2008	2009	2010	2011	2012	2013	2014	2015 -	2016	% Change '15 vs '16
'Winter'	102,014	101,092	93,890	95,562	99,673	105,981	116,547	130,952	129,317 R	149,617	15.7
Summer	149,407	143,915	138,358	146,358	150,590	171,154	177,630	190,268	211,844 R	235,966	11.4
Total	251,422	245,007	232,249	241,919	250,263	277,135	294,177	321,220	341,161 R	385,583	13.0

Table 1.3



Overnight tourist visitors can be classified into three major categories according to their main purpose of visit in the country. These categories are Regular, Business Visitors, and Visiting Friends and Relatives (VFR). In 2016, the visitor category "Official" was included in the Business Visitors' category. Additionally, the regular tourist visitor category, which is the largest tourist visitor category with over 300,000 visitors in 2016, can be further broken down into numerous other classifications including health, religion, volunteer and vacation, among others.

Total Overnight Tourist Arrivals by Purpose

Type	2007	2008	2009	2010	2011	2012	2013	2014	2015 -	2016	% Change '15 vs '16
Regular	193,285	191,395	179,612	186,498	195,603	216,979	230,118	248,957	267,136 R	306,040	14.6
VFR	44,607	43,515	42,178	44,074	42,082	47,548	50,664	54,781	58,993 R	65,319	10.7
Business	10,891	8,822	8,810	9,323	11,031	11,118	11,281	15,035	14,203	14,224	0.1
Official	2,639	1,275	1,649	2,025	1,547	1,490	2,114	2,447	829		
Total	251,422	245,007	232,249	241,919	250,263	277,135	294,177	321,220	341,161 R	385,583	13.0

Table 1.4



The Philip Goldson International Airport (PGIA) remains the largest port of entry for the country with over 77% of tourist arrivals passing through in 2016. This port is the main entry point for American visitors, who account for the majority of Belize's overnight guests, annually. The second largest port of entry is the Belize Northern Border Station/Santa Elena Border Station (SLA). In 2016, over 10% of tourist visitors passed through this border. Additionally, many tourists from Europe use this port while visiting Belize and Guatemala as an exit or an entry point depending on which country they choose to visit first. This port is also frequently visited by Belizeans who choose to visit Mexico for leisure or business.



SECTION I: REPORTS ON BELIZE'S OVERNIGHT TOURISM SECTOR

The Belize Western Border Station is the third largest port of entry for tourist visitors to Belize, with over 9% of tourist arrivals in 2016.

Total Overnight Tourist Arrivals by Port of Entry

Entry Port	2007	2008	2009	2010	2011	2012	2013	2014	2015 -	2016	% Change '15 vs '16
PGIA	182,904	178,360	168,047	172,402	181,996	211,781	223,510	239,255	255,923	298,157	16.5
SLA	22,555	23,783	21,107	24,632	28,710	29,886	31,369	38,675	40,911 R	40,336	-1.4
BWBS	36,261	33,323	33,060	34,953	27,797	24,972	28,753	32,763	34,714	38,060	9.6
SCK	740	1,017	1,297	2,217	4,127	3,241	2,997	3,197	3,167	3,464	9.4
PGA	8,962	8,524	8,738	7,715	7,633	7,255	7,548	7,330	6,446	5,566	-13.7
Total	251,422	245,007	232,249	241,919	250,263	277,135	294,177	321,220	341,161 R	385,583	13.0

Table 1.5



Total Overnight Tourist Arrivals by Port of Entry

Total Overnight Tourist Arrivals by Port of Entry

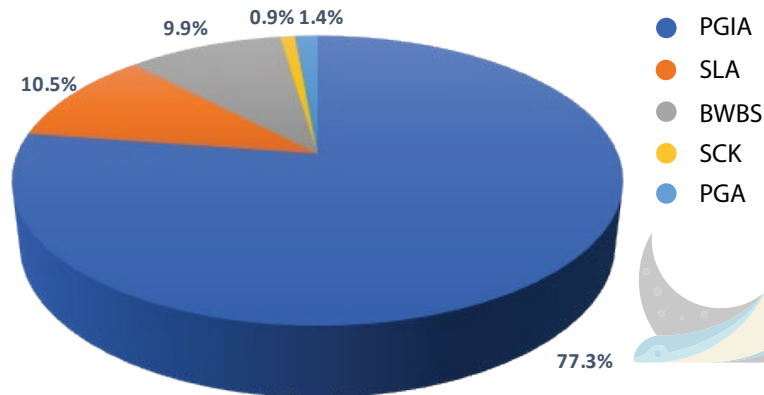


Figure 1.2



Of the total overnight arrivals in 2016, the United States of America remained Belize's largest market with over 250,000 visitors originating from this region. This accounted for 66% of the total overnight visitors to Belize. Visitors from Europe accounted for over 11% or over 42,000 visitors, followed by over 21,000 visitors from Canada, at 5.7% of the total. Notably, the annual number of visitors from Latin America to Belize exceeds the number of visitors from Canada. However, the Latin American market is comprised of countries from different continents; and as such, visitors from Latin America are not considered a separate and distinct market. This classification/combination of arrivals into one market is only done for specific reporting purposes.

Overnight Tourist Visitors to Belize by Country/Region of Origin

Market	2007	2008	2009	2010	2011	2012	2013	2014	2015	- 2016	% Change '15 vs '16	
America	152,569	148,624	139,561	145,872	156,293	176,642	183,513	199,320	215,221	R	254,544	18.3
Europe	34,175	34,269	29,603	30,025	30,142	29,362	32,191	38,905	40,941	R	42,635	4.1
Latin America	29,860	27,000	29,080	28,944	24,692	23,809	27,941	29,461	30,507	R	35,202	15.4
Canada	16,655	17,695	17,211	18,246	20,093	24,223	26,713	26,397	24,026		21,867	-9.0
Belizeans living abroad	9,160	8,779	8,365	8,817	10,157	12,102	11,489	13,858	15,170		14,861	-2.0
Oceania	2,202	2,460	2,514	3,133	2,741	3,490	4,431	5,150	5,609		6,220	10.9
Asia	3,280	2,774	2,459	2,937	2,995	3,443	3,430	2,911	4,088	R	4,670	14.2
Caribbean	2,595	2,307	2,388	2,505	2,049	2,288	2,179	2,269	2,639	R	2,820	6.9
Middle East	435	588	400	863	628	1,324	1,885	2,495	2,360	R	2,160	-8.5
Africa	491	512	668	577	472	453	403	454	602		605	0.5
Total	251,422	245,007	232,249	241,919	250,263	277,135	294,177	321,220	341,161	R	385,583	13.0

Table 1.6



Overnight Tourist Visitors to Belize by Country/Region of Origin - Market Share

Market	2007	2008	2009	2010	2011	2012	2013	2014	2015	- 2016	
America	60.7	60.7	60.1	60.3	62.5	63.7	62.4	62.1	63.1	R	66.0
Europe	13.6	14.0	12.7	12.4	12.0	10.6	11.0	12.1	12.0		11.1
Latin America	11.9	11.0	12.5	12.0	9.9	8.6	9.5	9.2	8.9		9.1
Canada	6.6	7.2	7.4	7.5	8.0	8.7	9.1	8.2	7.0		5.7
Belizeans living abroad	3.6	3.6	3.6	3.6	4.1	4.4	3.9	4.3	4.4		3.9
Oceania	0.9	1.0	1.1	1.3	1.1	1.3	1.5	1.6	1.6		1.6
Asia	1.3	1.1	1.1	1.2	1.2	1.2	1.2	0.9	1.2		1.2
Caribbean	1.0	0.9	1.0	1.0	0.8	0.8	0.7	0.7	0.8		0.7
Middle East	0.2	0.2	0.2	0.4	0.2	0.5	0.6	0.8	0.7		0.6
Africa	0.2	0.2	0.3	0.2	0.2	0.2	0.1	0.1	0.2		0.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0

Table 1.7



Overnight Tourist Visitors to Belize by Country/Region of Origin

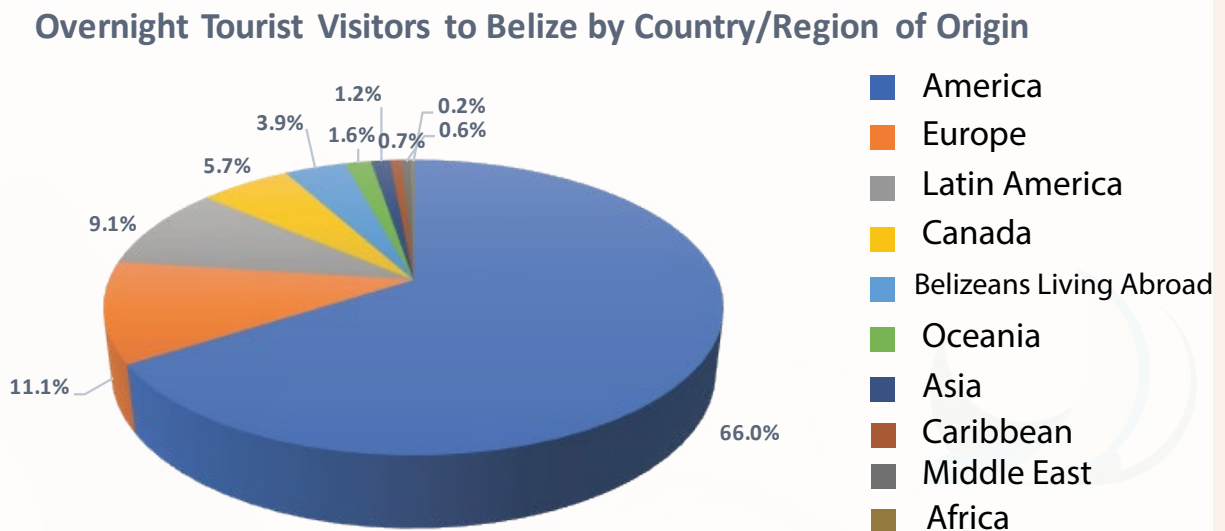
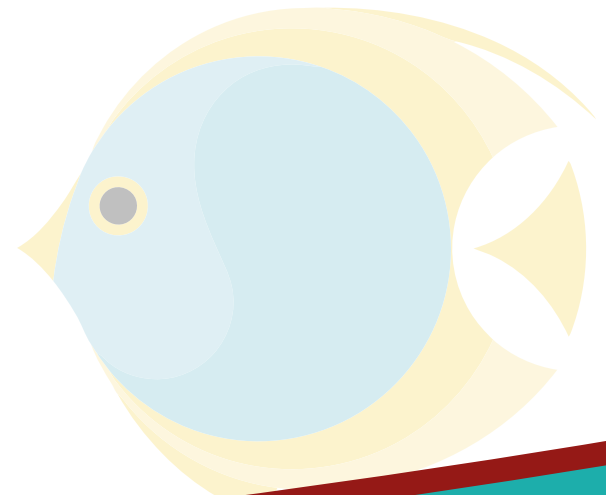


Figure 1.3



Over the years, the arrival pattern of American visitors has remained relatively consistent. The month of March is referred to as the peak of the tourism high season, which normally coincides with spring travel in the United States of America. In contrast, the month of September is known to be the weakest month in terms of arrivals for American visitors. This month also falls within the period of inclement weather in the Caribbean which is from August to late October. The presence of inclement weather can potentially interrupt travel plans and be a major factor in the decreases seen in American visitor arrivals to Belize during this time. Since visitors from the United States of America account for the majority of overnight tourist visitors, the pattern of visitors from this market strongly influences the trend of total overnight visitors in Belize annually.



American Overnight Tourist Visitors to Belize by Month

Month	2007	2008	2009	2010	2011	2012	2013	2014	2015 -	2016	% Change '15 vs '16
January	12,960	13,553	13,268	12,872	14,229	15,094	16,476	18,297	17,991	24,484	36.1
February	15,568	15,901	13,683	14,278	14,808	15,909	16,848	19,151	19,075	25,281	32.5
March	21,673	19,586	16,637	19,365	19,984	21,677	23,538	25,679	25,282	29,580	17.0
April	14,614	12,969	13,484	11,607	14,273	14,375	14,162	17,089	16,864	21,016	24.6
May	12,905	13,205	12,043	12,126	12,650	14,754	14,948	17,271	15,903	20,495	28.9
June	15,525	15,726	14,527	14,794	16,092	18,847	20,078	21,073	21,835	26,391	20.9
July	13,985	13,833	13,951	15,093	15,719	17,903	18,682	19,976	20,783	25,600	23.2
August	9,527	9,856	9,357	9,306	9,435	11,562	11,802	12,740	13,347	14,856	11.3
September	4,783	3,859	4,510	4,472	4,860	6,262	5,704	5,817	7,375 R	10,183	38.1
October	6,324	5,611	5,786	6,648	6,582	8,190	8,507	8,821	12,101 R	13,020	7.6
November	10,001	9,691	8,433	10,035	10,770	12,730	13,257	13,188	18,481	17,445	-5.6
December	14,702	13,865	13,881	15,275	16,890	19,337	19,510	20,219	26,183	26,192	0.04
Total	151,567	147,655	139,561	145,872	156,293	176,642	183,513	199,320	215,221 R	254,544	18.3

Table 1.8



In 2016, there was an overall growth of 18.3% in arrivals from the American market. The first ten months of the year showed steady increases in American visitor arrivals. However, the last two months showed little to no growth in arrivals from this market. In particular, November showed a small decrease of 5.6%, which was unexpected for this otherwise consistently 'predictable' market. Also, this was particularly unusual for mid-November, the start of Belize's tourism high season. Nevertheless, it is likely that this market will continue to show steady growth in 2017.



American Overnight Tourist Visitors to Belize by Month

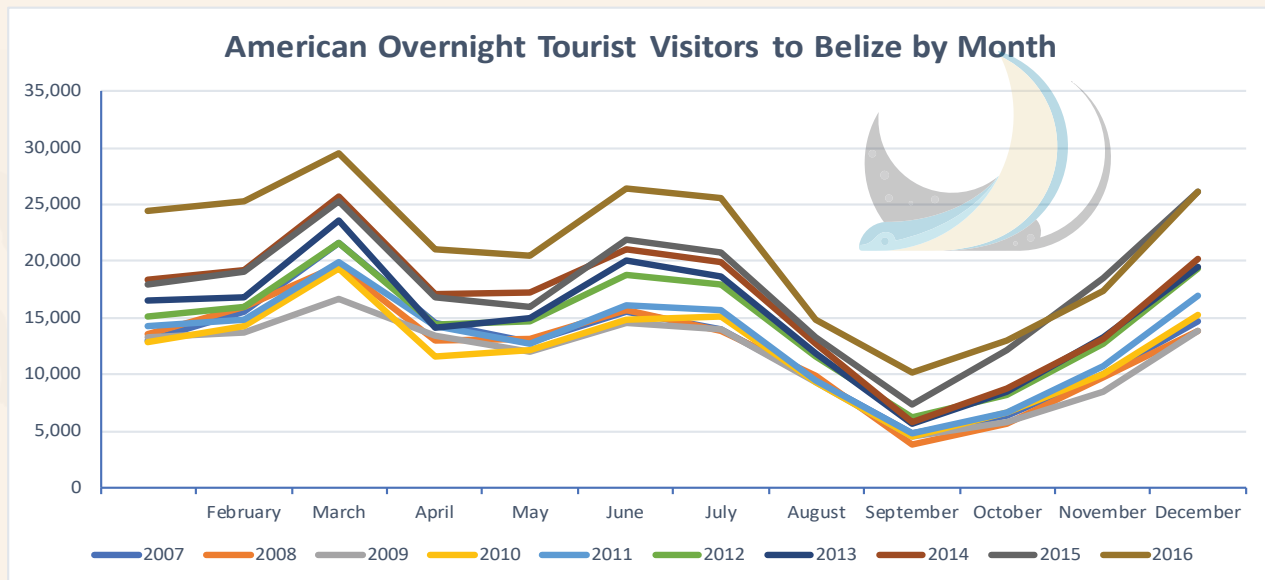


Figure 1.4



Belize's second largest tourism market is Europe. Visitors from this region have increased steadily over the past five years. In 2016, there was an overall growth of 4.1% in European visitors to Belize as compared to the previous year. Presently, there are a few connecting flights from Europe to Belize through the United States, Mexico, and El Salvador. Many European visitors who come to Belize enter via the land borders as they visit Mexico and neighboring Central American countries as well, usually during the same trip.

European Overnight Tourist Visitors to Belize by Month

Month	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	% Change '15 vs '16
January	2,818	3,276	3,215	2,744	2,765	2,667	3,427	4,229	4,397	4,755	8.2
February	3,215	3,088	3,179	2,812	2,874	2,785	3,218	4,047	4,153 R	4,454	7.2
March	3,188	3,381	3,335	3,044	2,758	3,264	3,362	4,395	4,434	4,687	5.7
April	3,052	3,083	2,764	2,503	3,092	2,579	2,814	3,633	3,593	3,363	-6.4
May	2,108	2,251	1,714	2,174	2,114	2,044	2,146	2,532	2,670	2,752	3.1
June	2,235	2,142	1,657	1,791	1,686	1,633	1,895	1,935	2,014 R	2,131	5.8
July	3,421	3,568	2,810	3,101	2,954	2,602	2,967	3,473	3,759	3,625	-3.6
August	3,691	3,677	2,952	3,559	3,383	2,703	3,004	3,802	3,909 R	4,194	7.3
September	2,181	1,599	1,287	1,219	1,237	1,294	1,035	1,503	1,794	2,049	14.2
October	1,852	1,967	1,520	1,485	1,573	1,531	1,856	1,847	1,794 R	2,293	27.8
November	3,372	2,996	2,370	2,613	2,753	2,835	3,074	3,383	3,942	3,992	1.3
December	3,041	3,240	2,801	2,981	2,953	3,425	3,394	4,125	4,480	4,338	-3.2
Total	34,174	34,269	29,603	30,025	30,142	29,362	32,191	38,905	40,941 R	42,635	4.1

Table 1.9



European Overnight Tourist Arrivals to Belize by Month

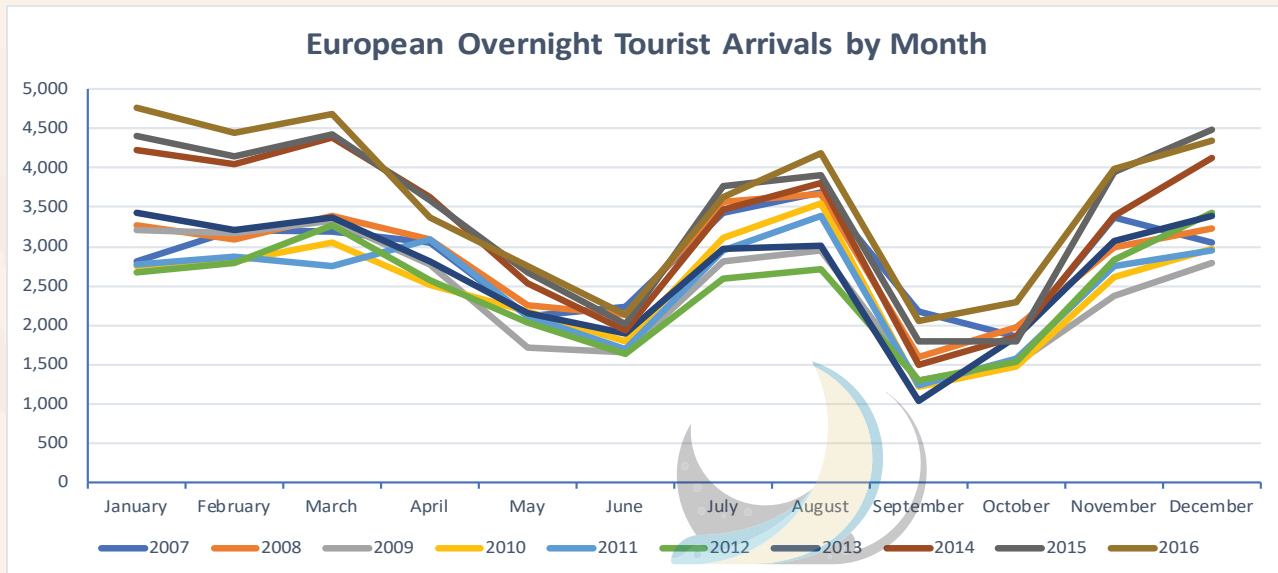


Figure 1.5



The majority of visitors from this market originated from the United Kingdom, Germany, and France. Over 31% of visitors from Europe came to Belize from the United Kingdom, followed by visitors from Germany who accounted for over 14% of European visitors. Visitors from France accounted for over 10% of the European market share.

European Overnight Tourist Visitors to Belize by Country of Origin

Country	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	% Change '15 vs '16
UK	10,180	10,100	8,534	9,301	8,199	7,981	9,070	11,357	12,650	13,342	5.5
Germany	4,054	4,161	3,376	3,438	3,262	3,525	3,961	5,065	5,443 R	5,988	10.0
France	3,126	3,258	3,269	2,916	3,101	3,308	3,070	4,132	4,283 R	4,568	6.7
Netherlands (Holland)	3,496	3,915	2,607	2,461	2,869	2,384	2,520	2,582	2,802	2,849	1.7
Italy	2,702	2,371	1,679	1,877	2,218	1,774	1,694	2,552	2,543	2,775	9.1
Spain	1,806	1,627	1,472	1,535	1,440	1,244	1,391	1,599	1,708	1,997	16.9
Switzerland	750	713	742	1,041	1,021	905	1,041	1,296	1,396	1,501	7.5
Sweden	1,088	1,130	800	841	847	1,018	1,093	1,489	1,324	1,213	-8.4
Denmark					947	729	1,114	1,107	898 R	879	-2.1
Belgium					531	858	695	918	906 R	850	-6.1
Other Europeans	6,972	6,995	7,124	6,615	5,707	5,636	6,543	6,809	6,988 R	6,674	-4.5
Total	34,174	34,270	29,603	30,025	30,142	29,362	32,191	38,905	40,941 R	42,635	4.1

Table 1.10



European Overnight Tourist Arrivals by Country/Region of Origin

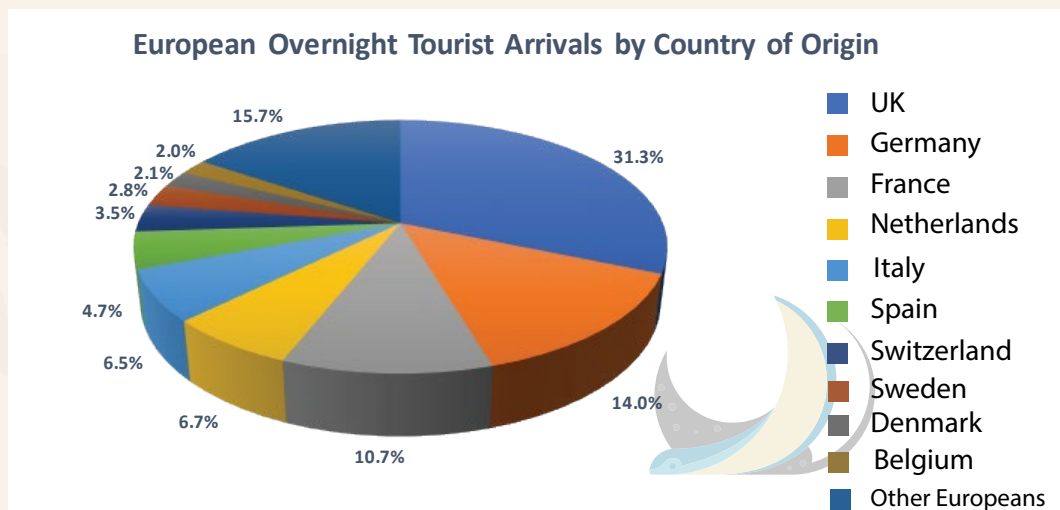


Figure 1.6



Canada is the third largest market for tourist visitors to Belize. There was an overall 9.0% decrease in Canadian visitors to Belize in 2016. The first three quarters of the year showed sizable decreases in visitors from this market. However, there was a turnaround in the last quarter of the year as Canadian Arrivals increased during this time. It is important to note that a new direct flight between Canada and Belize on Westjet Airlines commenced at the end of October 2016. It is expected that with this additional flight and continued efforts to market Belize to Canada, there could be a positive shift in the arrival trend of Canadian visitors to Belize in the near future.

Canadian Overnight Tourist Visitors to Belize by Month

Month	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	% Change '15 vs '16
January	1,929	2,279	2,343	2,552	2,664	3,029	3,549	4,119	3,650	3,523	-3.5
February	2,654	3,261	2,742	3,027	3,215	3,852	4,504	4,736	4,327	3,414	-21.1
March	2,532	2,899	2,869	2,706	2,827	3,672	4,174	4,194	3,530	2,923	-17.2
April	1,557	1,466	1,603	1,645	1,847	2,537	2,308	2,506	2,226	1,824	-18.0
May	1,003	991	936	1,168	1,218	1,393	1,507	1,511	1,358	1,198	-11.8
June	658	740	698	598	742	783	890	955	891	749	-15.9
July	865	896	748	846	1,050	1,034	1,234	1,208	985	860	-12.7
August	742	799	731	739	657	1,008	1,220	1,008	946	680	-28.1
September	531	369	352	346	453	527	511	597	574	526	-8.4
October	627	576	495	706	669	967	983	866	914	969	6.1
November	1,263	1,239	1,270	1,304	1,812	2,007	2,330	1,808	1,969	2,286	16.1
December	2,294	2,178	2,414	2,607	2,939	3,415	3,505	2,889	2,657	2,914	9.7
Total	16,655	17,693	17,201	18,246	20,093	24,223	26,713	26,397	24,026	21,867	-9.0

Table 1.11



Canadian Overnight Arrivals to Belize by Month

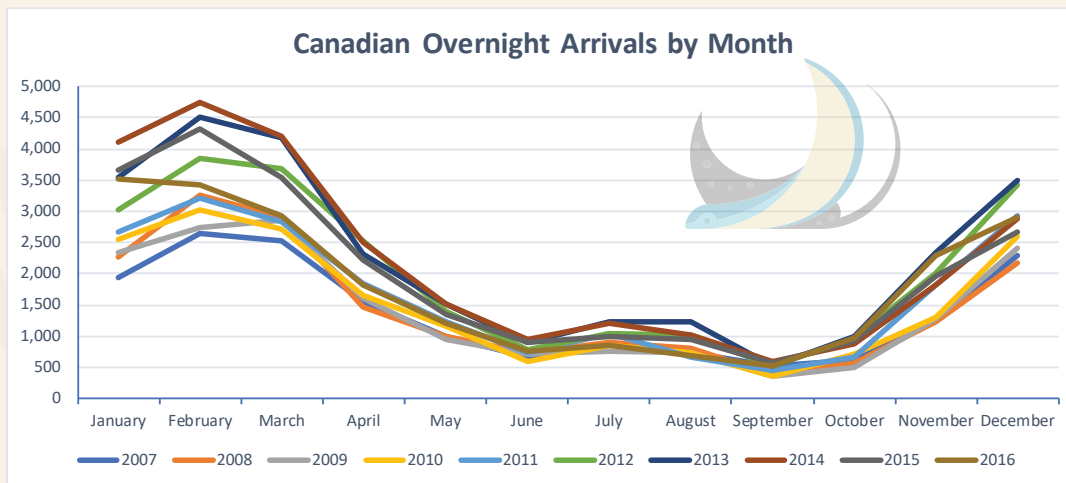


Figure 1.7



Latin America is also a burgeoning tourist market for Belize as there have been steady increases in visitors to Belize over the past years. Latin America consists of countries from different continents which have been placed under this classification for specific reporting purposes. These countries include Mexico, and the countries of South and Central America (not including Belize). There was a 15.4% increase in overnight arrivals from the Latin American regions with the summer season in particular showing these increases. Latin America is a target market that Belize seeks to tap into further in the coming years.

Latin American Overnight Tourist Visitors to Belize by Month

Month	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	% Change '15 vs '16
January	2,480	2,545	2,562	2,362	2,827	2,483	2,941	2,417	2,551	2,831	11.0
February	2,206	2,931	2,330	1,945	2,423	1,785	2,345	2,331	2,342	2,270	-3.1
March	2,938	2,482	2,291	2,238	3,057	1,708	2,624	2,414	3,558	3,188	-10.4
April	2,966	2,762	2,446	2,952	2,525	2,791	2,273	3,252	2,575	2,251	-12.6
May	2,399	2,376	2,311	1,984	2,395	1,823	2,103	2,533	2,202	2,439	10.8
June	2,215	2,511	2,219	1,942	2,544	1,844	1,870	2,498	2,319	2,657	14.6
July	2,340	2,583	2,186	2,214	2,750	2,341	2,567	2,676	2,255	3,307	46.7
August	2,602	2,298	2,452	2,604	2,734	2,286	2,767	2,463	2,706	3,464	28.0
September	2,597	2,196	1,890	2,578	1,819	1,837	1,883	2,054	2,318	3,015	30.1
October	2,023	2,185	1,790	2,640	1,713	1,686	1,873	2,079	2,111	2,834	34.2
November	2,539	2,718	1,903	2,523	1,935	1,945	2,178	2,050	2,660	3,161	18.8
December	2,628	2,274	2,419	3,097	2,221	2,163	2,517	2,693	2,911	3,786	30.1
Total	29,860	27,000	29,080	28,944	24,692	23,809	27,941	29,461	30,507	35,202	15.4

Table 1.12



Latin American Overnight Arrivals by Month

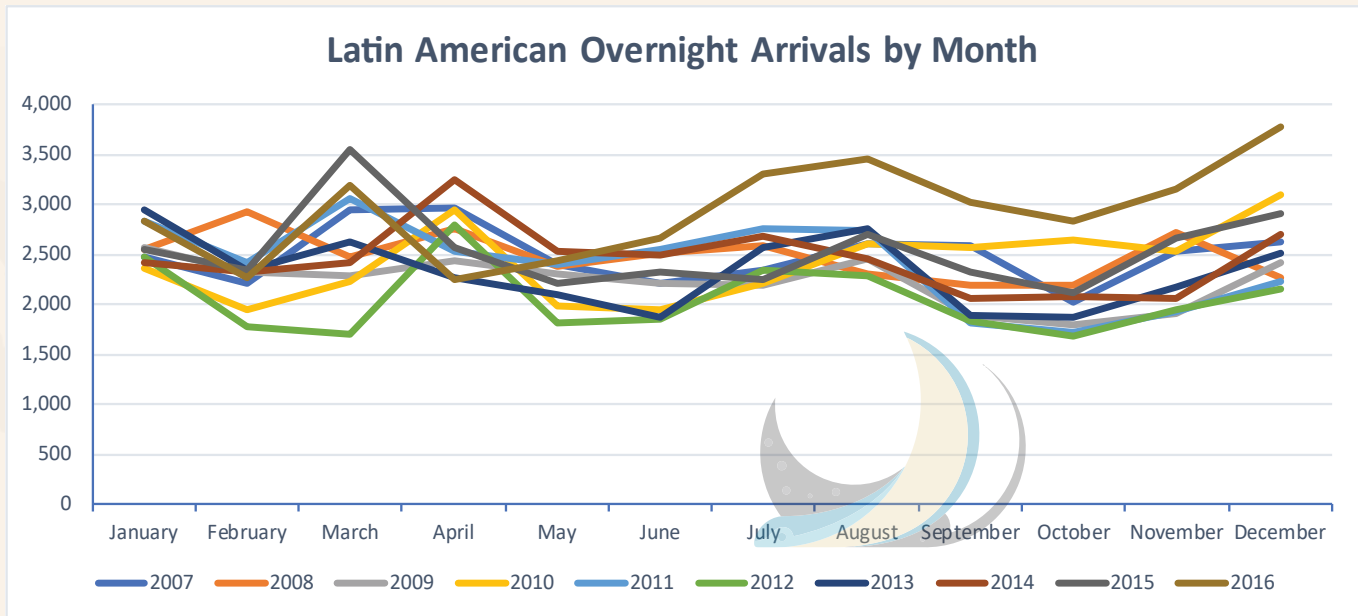


Figure 1.8



International airline carriers in Belize include American Airlines, United Airlines, Delta Air Lines, Southwest Airlines, WestJet, Avianca, and Copa Airlines. Flights from American Airlines originate from Miami, Florida; Charlotte, North Carolina; Dallas, Texas; and Los Angeles, California. Flights from United Airlines originate from Houston, Texas; Chicago, Illinois; and Newark, New Jersey. Delta has flights from Atlanta, Georgia and Los Angeles, California. Southwest flights are from Houston, Texas; and will commence flights from Fort Lauderdale, Florida in mid-2017. Avianca arrives from San Salvador, El Salvador, while Copa arrives from Panama City, Panama. In 2016 WestJet, a new carrier, commenced direct flights from Toronto, Canada.

Local air carriers that offer flights from the international airport to various tourism destinations across the country are Maya Island Air and Tropic Air. These local carriers bring visitors from Mexico, Honduras, and Guatemala to Belize as well. There are also a few charters and private flights that come into Belize every year.



SECTION I: REPORTS ON BELIZE'S OVERNIGHT TOURISM SECTOR

Total Overnight Tourist Arrivals at Phillip Goldson Internation Airport (PGIA) by Month

Month	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	% Change '15 vs '16
January	15,358	16,293	16,082	15,044	16,799	18,558	19,965	22,562	21,974	28,490	29.7
February	18,708	19,791	16,682	17,433	18,155	20,450	21,676	24,148	24,079	29,666	23.2
March	25,195	24,664	20,004	22,877	22,988	25,982	28,623	30,754	30,032	33,927	13.0
April	17,565	15,643	16,127	14,326	16,669	17,969	17,424	21,028	20,397	24,725	21.2
May	15,349	15,519	14,059	14,160	14,253	17,214	17,699	19,924	18,965	23,408	23.4
June	17,141	17,307	16,210	16,077	16,847	20,212	21,820	22,801	23,491	28,753	22.4
July	15,968	15,658	15,829	16,650	16,935	19,935	21,220	22,490	24,020	29,605	23.3
August	12,249	12,223	11,693	11,401	11,238	13,844	15,296	15,680	16,287	18,292	12.3
September	6,289	5,338	6,027	5,866	6,078	7,914	7,616	7,692	9,222	12,788	38.7
October	8,268	6,954	7,379	8,097	8,000	10,325	10,869	11,066	14,720	15,766	7.1
November	12,334	12,193	10,791	12,212	13,387	16,098	17,031	16,581	22,252	21,879	-1.7
December	18,491	16,777	17,165	18,259	20,648	23,312	24,270	24,528	30,484	30,858	1.2
Total	182,915	178,360	168,047	172,402	181,996	211,811	223,510	239,255	255,923	298,157	16.5

Table 1.13



Total Overnight Tourist Arrivals at Philip Goldson International Airport (PGIA) by Month

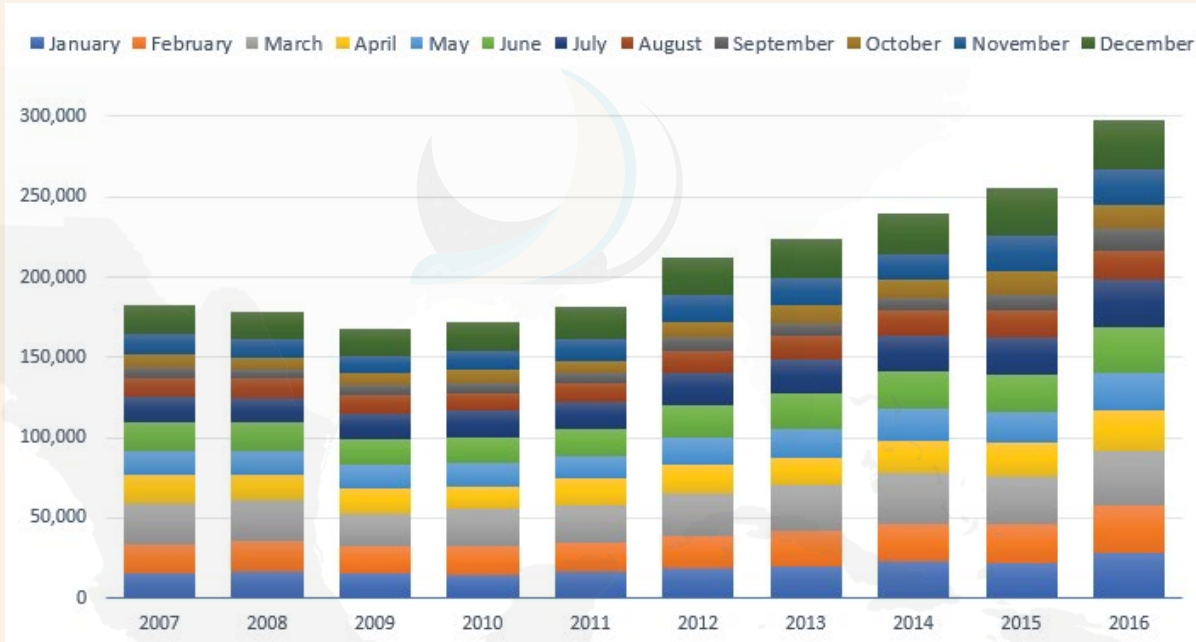


Figure 1.9



SECTION I: REPORTS ON BELIZE'S OVERNIGHT TOURISM SECTOR

In 2016 there was an overall growth in visitors by 16.5% through the Philip Goldson International Airport (PGIA). This represented over 42,000 more visitors arriving at this port of entry as compared to the previous year. Each month showed an increase in arrivals except in November, where a small decrease was recorded at this port. The year culminated on a high note, with tourist arrivals amounting to over 298,000 at the PGIA. This port of entry continues to be the largest hub for overnight visitor traffic to Belize annually.

Total Overnight Tourist Arrivals at Philip Goldson International Airport (PGIA) by Quarter

Quarter	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	% Change '15 vs '16
1st Quarter	59,261	60,748	52,768	55,354	57,942	64,989	70,264	77,464	76,084	92,083	21.0
2nd Quarter	50,056	48,468	46,396	44,563	47,769	55,395	56,944	63,754	62,853	76,886	22.3
3rd Quarter	34,506	33,219	33,548	33,917	34,251	41,693	44,133	45,862	49,529	60,685	22.5
4th Quarter	39,093	35,924	35,335	38,568	42,034	49,735	52,170	52,175	67,456	68,503	1.6
Total	182,915	178,360	168,047	172,402	181,996	211,811	223,510	239,255	255,923	298,157	16.5

Table 1.14



Total Overnight Tourist Arrivals at Phillip Goldson Internation Airport (PGIA) by Season

Season	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	% Change '15 vs '16
'Winter'	76,826	76,391	68,896	69,680	74,611	82,957	87,687	98,492	96,482	116,808	21.1
Summer	106,089	101,969	99,151	102,722	107,385	128,854	135,822	140,763	159,441	181,348	13.7
Total	182,915	178,360	168,047	172,402	181,996	211,811	223,510	239,255	255,923	298,157	16.5

Table 1.15





SECTION II: REPORTS FROM CTO'S MANAGEMENT INFORMATION SYSTEM FOR TOURISM APPLICATION





The Management Information System for Tourism (MIST) is a desktop application software for the data entry of Embarkation/Disembarkation (E/D) Cards and a reporting application for the production of management reports. The system was developed by the Caribbean Tourism Organization (CTO) and was developed around the "CTO Standard E/D card". The MIST however, can accommodate all fields from a CARICOM card.

CTO MIST (Data Entry Application): The Data Entry system has been developed using a 3 tiered architecture. This means that the system has been split into three levels:

- Front End - User interface
- Middle Tier - Business objects and rules developed in Microsoft Visual FoxPro 9.0 SP1
- Back End - Database developed in Microsoft SQL Server 2005

CTO MIST (Reporting Application): The Reporting Application utilizes SQL Server Reporting Services along with the Report Builder and Analysis Services for providing "Cube Analysis" of the data.

Figure 2.1 Mist Network Infrastructure Diagram

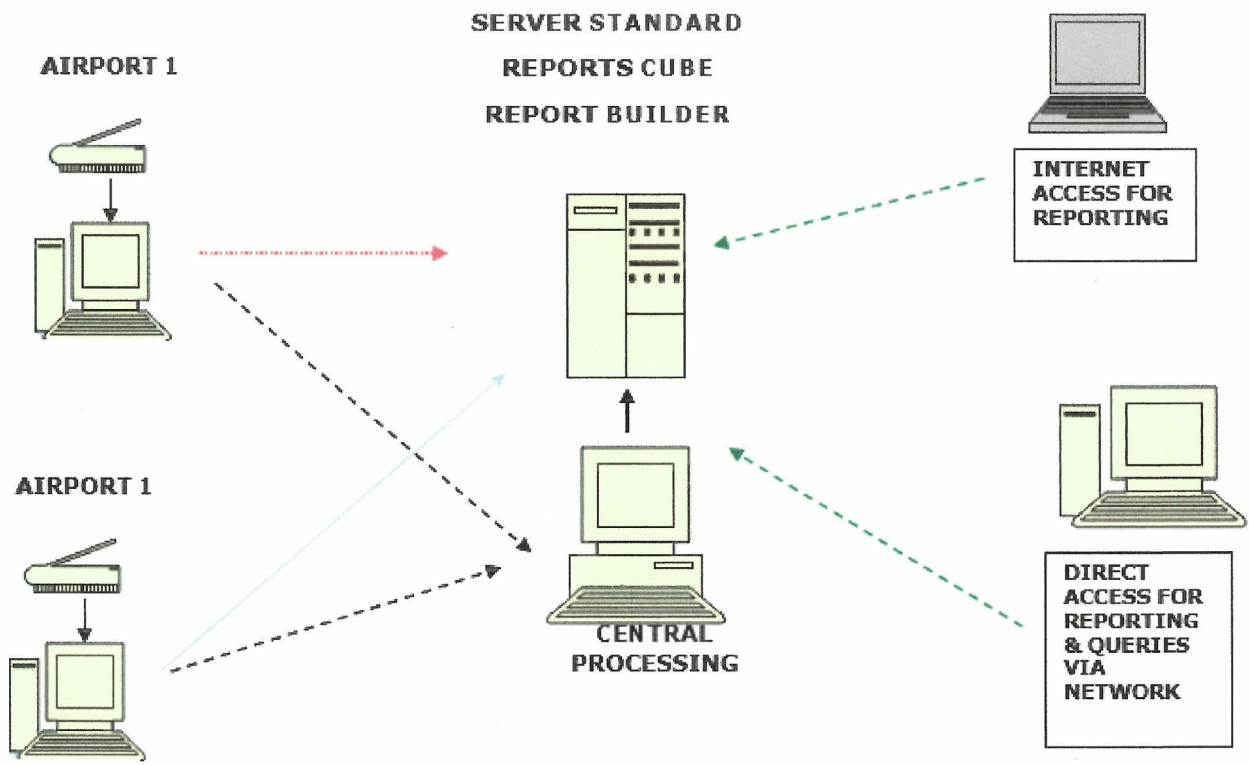
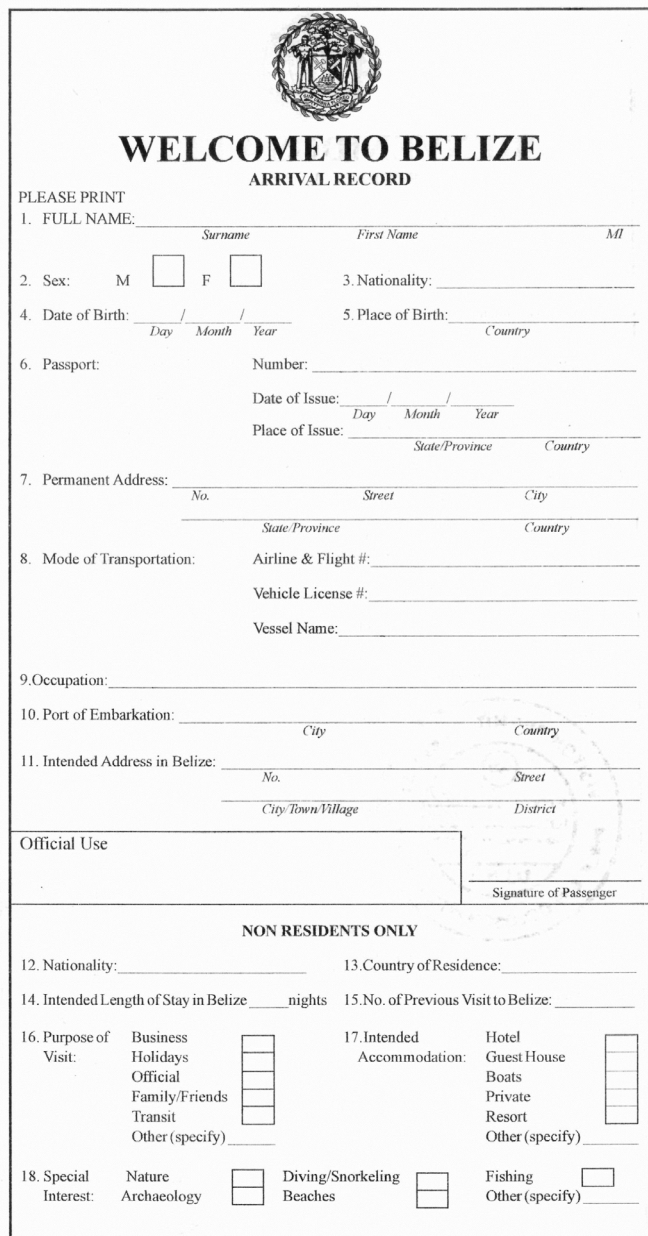



Figure 2.2: Belize Immigration & Nationality Department's E/D Card Arrival Form




WELCOME TO BELIZE
ARRIVAL RECORD

PLEASE PRINT

1. FULL NAME: _____
Surname First Name MI

2. Sex: M F 3. Nationality: _____

4. Date of Birth: ____/____/____ 5. Place of Birth: _____
Day Month Year Country

6. Passport: Number: _____
Date of Issue: ____/____/____
Place of Issue: _____
Day Month Year State/Province Country

7. Permanent Address: _____
No. Street City State/Province Country

8. Mode of Transportation: Airline & Flight #: _____
Vehicle License #: _____
Vessel Name: _____

9. Occupation: _____

10. Port of Embarkation: _____
City Country

11. Intended Address in Belize: _____
No. Street City/Town/Village District

Official Use _____
Signature of Passenger _____

NON RESIDENTS ONLY

12. Nationality: _____ 13. Country of Residence: _____

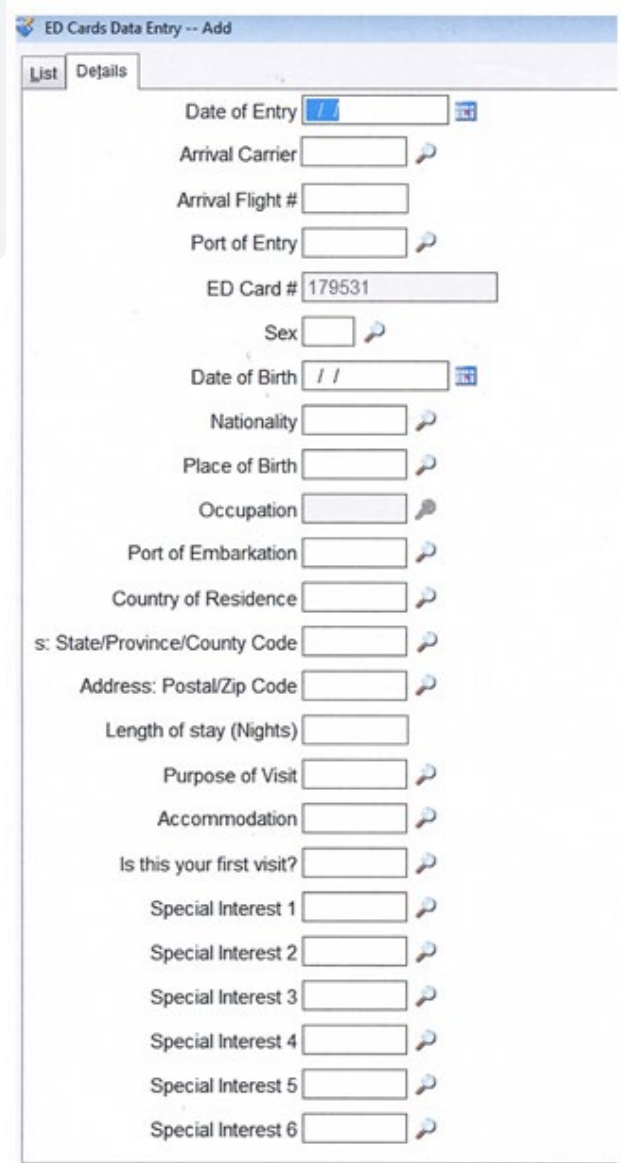
14. Intended Length of Stay in Belize _____ nights 15. No. of Previous Visit to Belize: _____

16. Purpose of Visit: Business Holidays Official Family/Friends Transit Other (specify) _____

17. Intended Accommodation: Hotel Guest House Boats Private Resort Other (specify) _____

18. Special Interest: Nature Diving/Snorkeling Fishing
Archaeology Beaches Other (specify) _____

Figure 2.3: Management Information System for Tourism (MIST) Data Entry User Interface



ED Cards Data Entry -- Add

List Details

Date of Entry

Arrival Carrier

Arrival Flight #

Port of Entry

ED Card #

Sex

Date of Birth

Nationality

Place of Birth

Occupation

Port of Embarkation

Country of Residence

s: State/Province/County Code

Address: Postal/Zip Code

Length of stay (Nights)

Purpose of Visit

Accommodation

Is this your first visit?

Special Interest 1

Special Interest 2

Special Interest 3

Special Interest 4

Special Interest 5

Special Interest 6



The Embarkation/Disembarkation (ED) cards capture basic visitor information from Belize's visitors as they pass through the numerous ports of entry. The Belize Tourism Board's Marketing Intelligence Unit gathers the E/D cards only for visitors who come through the Philip Goldson International airport. Some of the key visitor information from the Immigration Department's E/D card is then inputted into the MIST's Data Entry database. The information is then manually transferred to the MIST's Reporting database, from which both standard and ad-hoc reports can be generated. A few examples of these ad-hoc reports that can be generated from the MIST's Reporting database can be seen below.

Tourist Air Arrivals by U.S Origin State

Northwest	2015	2016
Alaska	590	698
Idaho	1268	1499
Montana	1399	1280
Oregon	3205	3817
Washington	6318	6780
Wyoming	757	690
Total	13537	14764

North	2015	2016
Illinois	6542	8112
Indiana	2302	2664
Michigan	3224	3951
Ohio	3870	3816
Wisconsin	3103	3770
Total	19041	22313

North East	2015	2016
New Hampshire	679	794
Vermont	441	455
Maine	556	741
Total	1676	1990

Midwest	2015	2016
Iowa	1431	1441
Kansas	1633	1952
Minnesota	3775	4289
Missouri	2551	4018
Nebraska	967	1073
Dakota, North	201	229
Dakota, South	406	477
Total	10964	13479

South West	2015	2016
Arkansas	1273	1860
Louisiana	2218	3031
Oklahoma	2084	2889
Texas	30190	39442
Total	35765	47222

South East	2015	2016
Alabama	1559	1962
Florida	8118	9629
Georgia	4654	5516
Mississippi	760	1218
Total	15091	18325

West	2015	2016
Arizona	3773	4326
California	26788	32411
Colorado	8076	11281
Hawaii	229	268
Nevada	1536	1791
New Mexico	1260	1632
Utah	1635	2142
Total	43297	53851

South	2015	2016
District of Columbia	315	516
Kentucky	1358	1555
Maryland	3202	3374
Carolina, North	4824	5285
Carolina, South	2045	2364
Tennessee	2841	3646
Virginia	4518	4819
West Virginia	172	279
Total	19275	21838

East	2015	2016
Connecticut	1621	1782
Delaware	205	361
Massachusetts	3997	3891
New Jersey	4031	4078
New York	10636	11152
Pennsylvania	4709	4823
Rhode Island	318	393
Total	25517	26480

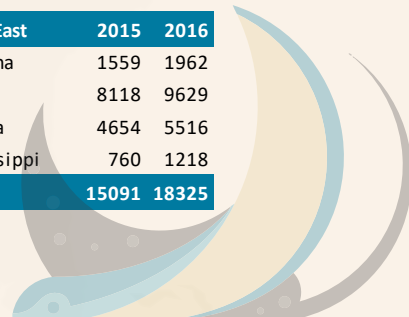


Table 2.1

The majority of American visitors to Belize come from the West and South Western United States. The arrivals from Texas and California have been bolstered in recent years with the emergence of additional carriers such as Southwest airlines that flies through the city of Houston.

The majority of Canadian arrivals to Belize originate from the city of Alberta. Canadian arrivals to Belize have trended downwards in recent years due to various factors, including economic uncertainty in the region as well as the lack of a direct flight from Canada to Belize. However, the introduction of Westjet in late 2016 is expected to boost arrivals from Canada in 2017.

Tourist Air Arrivals by Canadian Province

Canadian Provinces	2014	2015	2016
Alberta	11,271	8,164	5,018
British Columbia	2,576	2,551	2,754
Manitoba	628	551	610
New Brunswick	80	111	125
Newfoundland	24	46	63
No Stated CAN. Prov	21	155	492
Nova Scotia	288	352	365
Ontario	3,935	4,288	4,958
Prince Edward Island	1	11	10
Quebec	890	877	1,122
Saskatchewan	581	560	540
Grand Total	20,295	17,666	16,057

Table 2.2



Tourist Air Arrivals by European Origin Country

European Country	2014	2015	2016
Belgium	320	223	310
Denmark	168	260	252
France	1,429	1,499	1,693
Germany	1,424	1,363	1,494
Ireland	289	301	397
Italy	801	790	878
Netherlands	728	977	999
Norway	254	229	222
Spain	547	502	699
Sweden	384	332	360
Switzerland	467	508	475
United Kingdom	5,448	5,902	6,980
Other	927	978	1,289
Total	13,186	13,864	16,048

Table 2.3



Tourist Air Arrivals by Purpose by Airline Carrier 2014

2014	Business - Official	Business - Professional	Leisure	Visiting Family/Friends	TOTAL
AeroCaribbean	28	4	83	16	131
American Airlines	700	3,495	65,957	7,481	77,633
United Airlines	293	381	66,962	7,409	75,045
Delta Airlines	152	1,132	37,893	4,726	43,903
Maya Island Air			1		1
Other Air			1		1
Private Air	250	447	1,669	39	2,405
Taca	735	2,642	8,036	1,158	12,571
Tropic Air	29	217	3,806	123	4,175
US Airways	4	28	4,843	421	5,296
Total	2,191	8,346	189,251	21,373	221,161

Table 2.4



Tourist Air Arrivals by Purpose by Airline Carrier 2015

2015	Business - Official	Business - Professional	Leisure	Visiting Family/Friends	TOTAL
AeroCaribbean	25	6	153	41	225
American Airlines	769	3,719	62,391	7,370	74,249
American Trans Air		3	20	1	24
Atlantic		4			4
Continental Airlines	604	941	72,693	8,473	82,711
Copa Airlines	3	23	98	22	146
Delta Airlines	315	1,460	38,638	5,039	45,452
Other Air	2	11	81	8	102
Private Air	240	743	1,538	53	2,574
SouthWest Airlines	15	75	6,605	760	7,455
Taca	384	2,461	7,938	1,248	12,031
Tropic Air	40	343	3,821	190	4,394
US Airways	8	43	2,555	188	2,794
Grand Total	2,405	9,832	196,531	23,393	232,161

Table 2.5



The increase in visitors categorized as 'VFRs' or 'Visiting Friends & Relatives' in 2016 is particularly noteworthy. There was an increase of 9628 persons categorized as VFRs in 2016, which is an increase of 41%. Persons categorized as VFRs have a different visitor profile than those coming to the country as leisure or business visitors because they do not usually stay in paid accommodations.

Tourist Air Arrivals by Purpose by Airline Carrier 2016

2016	Business - Official	Business - Professional	Leisure	Visiting Family/Friends	TOTAL
American Airlines	771	4,081	72,311	10,567	87,730
Continental Airlines	770	1,223	66,159	9,236	77,388
Copa Airlines	110	465	2,442	467	3,484
Delta Airlines	237	1,201	39,655	5,970	47,063
Other Air			10		10
Private Air	502	1,024	1,627	91	3,244
SouthWest Airlines	29	258	29,052	4,947	34,286
Taca	424	2,601	8,313	1,253	12,591
Tropic Air	39	450	4,497	191	5,177
US Airways	20	11	470	51	552
WestJet	4	18	1,976	248	2,246
Grand Total	2,906	11,332	226,512	33,021	273,771

Table 2.6



Tourist Air Arrivals by Sex by Occupation 2014

2014	Female	Male
Agricultural/Forestry/Fishery Workers	230	1,062
Clerks	2,307	922
Craft and Related Workers	130	1,833
Defense Force/Military	332	1,960
Elementary Occupation	283	504
Homemaker	6,626	197
Legislators/Senior Officials/Managers	12,061	14,359
Not Stated	1,201	662
Other	22,851	26,204
Plant/Machine Operators and Assemble	8	36
Professionals	26,190	21,312
Retired Person	10,576	11,727
Service /Shop, Market Sales Workers	2,651	4,469
Student	19,374	15,456
Technicians/Associate Professionals	2,609	8,956
Unemployeed	1,148	641
(blank)	1,250	1,626
Grand Total	109,827	111,926

Table 2.7



Tourist Air Arrivals by Sex by Occupation 2015

2015	Female	Male
Agricultural/Forestry/Fishery Workers	206	920
Clerks	1,890	858
Craft and Related Workers	107	1,084
Defense Force/Military	430	1,676
Elementary Occupation	216	415
Homemaker	6,311	238
Legislators/Senior Officials/Managers	10,904	12,120
Not Stated	821	520
Other	20,735	23,661
Plant/Machine Operators and Assemble	16	57
Professionals	36,202	31,390
Retired Person	10,025	10,766
Service /Shop, Market Sales Workers	2,847	4,430
Student	19,125	15,260
Technicians/Associate Professionals	3,330	9,496
Unemployeed	754	488
(blank)	1,968	2,687
Grand Total	115,887	116,066

Table 2.8



Tourist Air Arrivals by Sex by Occupation 2016

2016	Female	Male
Agricultural/Forestry/Fishery Workers	250	1,555
Clerks	2,418	908
Craft and Related Workers	75	1,204
Defense Force/Military	541	3,419
Elementary Occupation	278	403
Homemaker	11,683	356
Legislators/Senior Officials/Managers	16,013	17,974
Not Stated	3,603	2,448
Other	33,414	41,010
Plant/Machine Operators and Assemblers	5	20
Professionals	47,072	40,683
Retired Person	14,922	15,155
Service /Shop, Market Sales Workers	4,399	6,524
Student	32,182	25,174
Technicians/Associate Professionals	4,856	12,771
Unemployed	892	463
(blank)	5,623	7,183
Grand Total	178,226	177,250

Table 2.9



Tourist Air Arrivals by Sex by Age - 2014

Age	%	Females	Males
under 18	9.54%	13,708	13,380
18 - 24	8.93%	14,758	10,618
25 - 34	18.73%	28,046	25,173
35 - 44	16.75%	22,312	25,261
45 - 54	19.24%	26,405	28,252
55 - 64	16.81%	22,508	25,233
65 and over	10.00%	12,371	16,038
Gender (%)		49.32%	50.68%

Table 2.10



Tourist Air Arrivals by Sex by Age - 2015

Age	%	Females	Males
under 18	8.8	10,191	9,718
18 - 24	8.7	11,680	8,133
25 - 34	20.7	25,519	21,440
35 - 44	16.3	17,898	19,004
45 - 54	19.1	21,239	22,023
55 - 64	16.9	18,130	20,189
65 and over	9.6	9,061	12,610
Gender (%)		50.1%	49.9%

Table 2.11



belize



Tourist Air Arrivals by Sex by Age - 2016

Age	%	Females	Males
under 18	9.92%	17,540	16,391
18 - 24	9.51%	18,977	13,556
25 - 34	20.61%	37,341	33,118
35 - 44	16.63%	27,745	29,129
45 - 54	18.57%	30,976	32,514
55 - 64	15.59%	25,623	27,694
65 and over	9.16%	14,077	17,261
Gender (%)		50.38%	49.62%

Table 2.12



Tourist Air Arrivals by Origin Region/Country

Region/Country	2014	2015	2016
Africa	213	311	324
Canada	20,351	17,775	16,158
Caribbean	2,196	2,417	2,727
Central America	5,974	5,999	8,121
England	5,448	5,902	6,980
Europe	7,738	7,962	9,026
Other	3,496	4,007	4,926
South America	1,483	2,022	2,792
United States	175,021	185,766	222,717
Grand Total	221,920	232,161	273,771

Table 2.13



belize



Tourist Air Arrivals by Purpose of Visit by Accommodation Type 2014

2014	Business - Official	Business - Professional	Leisure	Visiting Family/Friends
Bed & Breakfast	3	8	138	13
Cabin		1	265	16
Campsite	1	1	480	13
Community Based Tourist Establishment			137	
Guesthouse	16	54	5,412	276
Hostel			69	1
Hotel	852	3,387	18,593	1,155
Island Properties	1	14	683	33
Lodge	2	10	1,465	39
Motel		2	1	
Private Home			43	8
Resort	35	168	19,821	920
Self-Catering Units	28	76	8,862	497
Timeshare			4	
Not Stated	1,253	4,625	133,278	18,402
Grand Total	2,191	8,346	189,251	21,373

Table 2.14



Tourist Air Arrivals by Purpose of Visit by Accomodation Type 2015

2015	Business - Offical	Business - Professional	Leisure	Visiting Family/Friends
Bed & Breakfast	10	23	359	28
Cabin		11	355	13
Campsite			6	
Community Based Tourist Establishment	8	23	510	23
Guest house	107	546	12,080	654
Hostel	1	6	150	
Hotel	771	4,022	20,633	1,137
Island Properties		13	984	30
Lodge	5	40	2,219	94
Motel			6	
Not Applicable	1,436	4,784	125,932	19,575
Private Home			84	3
Resort	49	244	22,814	1,147
Self Catering Units	15	115	10,375	687
Timeshare			2	
Grand Total	2,402	9,827	196,509	23,391

Table 2.15




Tourist Air Arrivals by Purpose of Visit by Accommodation Type 2016

2016	Business - Official	Business - Professional	Leisure	Visiting Family/Friends
Bed & Breakfast	16	49	646	71
Cabin	1		617	21
Campsite			2	
Community Based Tourist Establishment		1	248	22
Guest house	180	1,016	20,113	1,496
Hostel		1	277	9
Hotel	782	4,191	23,870	1,794
Island Properties	1	7	776	33
Lodge	1	16	3,012	157
Motel			29	1
Not Applicable	1,850	5,598	133,671	26,008
Private Home		1	328	49
Resort	59	329	27,633	2,020
Self Catering Units	15	122	15,263	1,337
(blank)	1	1	27	3
Grand Total	2,906	11,332	226,512	33,021

Table 2.16



Hotel and resorts continue to be a popular accommodation choice for overnight guests in Belize. These types of higher tiered accommodations have shown consistently strong results in major performance indicators such as occupancy and average room rate, even during the slower months of the tourism season.

Tourist Air Arrivals by Purpose of Visitor Type by Airline Carrier 2014

2014	Aero Caribbean	Air Caribe	American Airlines	United Airlines	Delta Airlines	Maya Island Air	Other Air	Private Air	Taca	Tropic Air	US Airways	Annual
Jan												
No Stated Visitor Type		2	201	145	76			16	30	57	15	542
Resident		1	1391	595	274			23	363	229	22	2898
Same Day Visitor			55	38	36			104	62	91		386
Stay Over Visitor		2	8358	7834	4411			258	964	516	363	22706
Feb												
No Stated Visitor Type			206	126	45			10	35	61	12	495
Resident			903	385	190			9	292	163	13	1955
Same Day Visitor			67	25	20			108	16	92	2	330
Stay Over Visitor			9089	8303	4346			348	1143	399	687	24315
Mar												
No Stated Visitor Type			139	123	62			12	24	56	4	420
Resident		2	1128	561	209			7	375	227	22	2531
Same Day Visitor			32	32	11			74	17	64	1	231
Stay Over Visitor		26	10538	11901	5080		4	484	1557	511	1335	31436
Apr												
No Stated Visitor Type			176	144	60			10	39	62	11	502
Resident		2	1323	679	316			21	372	223	24	2960
Same Day Visitor			40	23	16			61	15	88		243
Stay Over Visitor		9	8556	6892	3681			300	1252	447	720	21857
May												
No Stated Visitor Type			241	189	91			19	40	75	6	661
Resident			1305	675	297			42	309	283	20	2931
Same Day Visitor			31	22	15			91	11	74	4	248
Stay Over Visitor		2	7736	6625	3516			259	778	328	503	19747
Jun												
No Stated Visitor Type		1	348	229	152			10	52	48	11	851
Resident		2	1464	794	324			7	388	249	56	3284
Same Day Visitor		2	28	27	11			66	27	74	1	236
Stay Over Visitor		6	8357	7772	4523			174	1071	238	774	22915
Jul												
No Stated Visitor Type		22	199	162	89	1	1	10	35	41	16	576
Resident		5	1853	1160	477	2		11	426	302	33	4269
Same Day Visitor			42	21	25		12	43	22	95		260
Stay Over Visitor		4	7697	7748	4418			246	1089	314	715	22231
Aug												
No Stated Visitor Type		22	158	146	104			11	32	41	4	518
Resident		1	2505	1481	768			4	623	285	45	5712
Same Day Visitor			35	13	25			64	23	94	1	255
Stay Over Visitor		1	5230	5031	3172			164	1111	287	270	15266
Sep												
No Stated Visitor Type		14	91	79	67			14	31	40		336
Resident			1320	727	415			5	555	210		3232
Same Day Visitor		2	18	14	16			64	32	66		212
Stay Over Visitor		2	2202	2208	1979			113	905	199		7608
Oct												
No Stated Visitor Type			165	127	116			26	31	67		532
Resident		2	1174	609	338			5	484	247		2859
Same Day Visitor			31	13	17			50	31	47		189
Stay Over Visitor		1	2992	3489	3139			209	805	203		10838
Nov												
No Stated Visitor Type		4	232	166	109			24	33	77	5	650
Resident		5	1321	707	436			26	498	315	24	3332
Same Day Visitor			50	7	24			96	24	107		308
Stay Over Visitor		28	5637	4757	3823			173	1265	386	246	16315
Dec												
No Stated Visitor Type			259	216	114			31	36	78	1	735
Resident			1919	1398	518			17	387	267	6	4512
Same Day Visitor			75	83	44			61	30	81	2	376
Stay Over Visitor			7329	8239	4962			172	1296	575	271	22844
	167	3	104246	92740	52957	3	17	4152	19036	9079	6245	288645

Table 2.17



Tourist Air Arrivals by Purpose of Visitor Type by Airline Carrier 2015

2015	AeroCaribbean	American Airlines	American Trans Air	Atlantic	Continental Airlines	Copa Airlines	Delta Airlines	Other Air	Private Air	SouthWest Airlines	Taca	Tropic Air	US Airways	Annual
Jan														
No Stated Visitor Type		129			90		75		9		19	38	2	362
Resident	4	1166			781		401	2	13		334	187	31	2919
Same Day Visitor		35			31		21		57		19	59		222
Stay Over Visitor	14	7333		7	7117		5473	2	279		968	671	522	22386
Feb														
No Stated Visitor Type		217			152		97	6	57		29	80	13	651
Resident	1	871			550		206		24		339	205	13	2209
Same Day Visitor		37			28		19		86		20	83		273
Stay Over Visitor	112	7386			8486		4454	4	273		1285	462	537	22999
Mar														
No Stated Visitor Type		369			319		149		90		73	76	14	1090
Resident		1256			803		288	1	76		485	286	19	3214
Same Day Visitor	2	76			67		48	9	62		39	122	1	426
Stay Over Visitor	4	8907			12222		5162	38	352		1642	504	675	29506
Apr														
No Stated Visitor Type	6	296	1		316		130		92		67	50	3	961
Resident	1	1298	16		971		320		17		485	344	9	3461
Same Day Visitor		24			51		21		36		18	66		216
Stay Over Visitor	18	5984	24		8090		3767		204		1173	415	308	19983
May														
No Stated Visitor Type		274			297		144		62		56	51		884
Resident		1550			957		376		15		405	313	14	3630
Same Day Visitor		29			24		17		31		19	63		183
Stay Over Visitor	5	5984			6976		3861		303		1014	305	56	18484
Jun														
No Stated Visitor Type		444			386		155	16	64		62	47	5	1179
Resident		1771			1087		377	2	5		433	271	10	3956
Same Day Visitor		48			44		21	2	38		28	60		241
Stay Over Visitor		8787			7786		4061	89	203		1057	300	142	22435
Jul														
No Stated Visitor Type	14	595			546		233		58		74	68	5	1593
Resident	8	2176			1211		514		14		443	303	33	4702
Same Day Visitor		48			106		27		40		66	95	3	385
Stay Over Visitor	9	8795			7732		4486		167		911	335	348	22783
Aug														
No Stated Visitor Type		333			281		195		33		44	52	20	958
Resident	4	2950			2051		847		12		501	270	43	6678
Same Day Visitor		13			31		21		56		54	86	1	262
Stay Over Visitor	19	4390			5378		3810		190		960	333	303	15383
Sep														
No Stated Visitor Type	15	252			253		165		22		40	69		816
Resident		1363			1036		573		6		437	224		3639
Same Day Visitor		14			14		9		19		22	65		143
Stay Over Visitor	4	2109			2861		2497		193		700	267		8631
Oct														
No Stated Visitor Type	2	330			374		182		40	69	57	89		1143
Resident	1	1347			992		294		7	141	408	260		3450
Same Day Visitor		40			46		27		14	3	34	28		192
Stay Over Visitor	15	3581			4365		3056		194	1733	847	285		14076
Nov														
No Stated Visitor Type	14	380			321		137		46	117	56	97		1168
Resident	1	1617			1046		323		1	264	388	279		3919
Same Day Visitor	2	45			56		27		26	7	19	47		229
Stay Over Visitor	11	7096			6768		3418		222	2842	1099	455		21911
Dec														
No Stated Visitor Type		508			546	25	201		92	187	69	102		1730
Resident	2	2299			1744	107	515		35	454	238	342	2	5738
Same Day Visitor		81			153	11	40		60	11	32	106		494
Stay Over Visitor	11	8994			11182	136	4592		321	3219	1042	585	112	30194
Grand Total	299	103617	41	7	106724	279	55832	171	4316	9047	18610	9900	3244	312087

Table 2.18



Tourist Air Arrivals by Purpose of

2016	American Airlines	Continental Airlines	Copa Airlines	Delta Airlines	Maya Island Air	Other
Jan	8863	8783	370	4834		
No Stated Visitor Type	377	333	13	174		
Resident	1363	880	92	366		
Same Day Visitor	38	44	11	27		
Stay Over Visitor	7085	7526	254	4267		
Feb	10861	10494	409	5205		
No Stated Visitor Type	525	351	29	208		
Resident	1126	650	101	199		
Same Day Visitor	56	47	9	9		
Stay Over Visitor	9154	9446	270	4789		
Mar	14048	11936	515	5698		
No Stated Visitor Type	777	478	40	274		
Resident	1897	869	161	341		
Same Day Visitor	50	18	11	15		
Stay Over Visitor	11324	10571	303	5068		
Apr	9089	7336	381	4683		
No Stated Visitor Type	489	285	24	263		
Resident	1487	740	89	315		
Same Day Visitor	38	34	4	16		
Stay Over Visitor	7075	6277	264	4089		
May	10371	7264	430	4435		
No Stated Visitor Type	652	324	35	221		
Resident	1748	906	141	377		
Same Day Visitor	25	51	1	22		
Stay Over Visitor	7946	5983	253	3815		
Jun	13450	9272	360	5194		
No Stated Visitor Type	880	502	19	318		
Resident	1920	986	120	399		
Same Day Visitor	41	41	4	21		
Stay Over Visitor	10609	7743	217	4456		
Jul	13724	8909	498	5819		
No Stated Visitor Type	876	486	24	313		
Resident	2689	1423	246	572		
Same Day Visitor	120	96	12	89		
Stay Over Visitor	10039	6904	216	4845		
Aug	9102	5381	578	4537	14	
No Stated Visitor Type	388	211	27	153		
Resident	3026	1573	236	861	14	
Same Day Visitor	291	169	28	169		
Stay Over Visitor	5397	3428	287	3354		
Sep	4424	4141	417	2817		
No Stated Visitor Type	196	150	13	135		
Resident	1469	1038	122	458		
Same Day Visitor	257	215	33	144		
Stay Over Visitor	2502	2738	249	2080		
Oct	5069	5158	368	3764		
No Stated Visitor Type	222	235	19	156		
Resident	1251	908	141	377		
Same Day Visitor	168	134	22	113		
Stay Over Visitor	3428	3881	186	3118		
Nov	8185	6262	485	3515		
No Stated Visitor Type	287	206	4	122		
Resident	1513	795	117	276		
Same Day Visitor	290	154	24	104		
Stay Over Visitor	6095	5107	340	3013		
Dec	11033	11903	755	6070		
No Stated Visitor Type	475	398	22	192		
Resident	2139	1442	173	542		
Same Day Visitor	502	405	34	217		
Stay Over Visitor	7917	9658	526	5119		
Grand Total	118219	96839	5566	56571	14	

Table 2.19



Visitor Type by Airline Carrier 2016

Carrier Air	Private Air	SouthWest Airlines	Taca	Tropic Air	US Airways	WestJet	Total
	222	2520	982	948	94		27616
	25	79	35	97			1133
	4	230	215	231	5		3386
	66	2	35	83			306
	127	2209	697	537	89		22791
	326	3248	1496	1122	120		33281
	78	107	61	240	1		1600
	5	209	223	283			2796
	74	5	28	102			330
	169	2927	1184	497	119		28555
	720	4052	1807	1196			39972
	132	171	90	269			2231
	6	372	423	315			4384
	58	26	25	65			268
	524	3483	1269	547			33089
	327	2971	1387	976	261		27411
	74	157	59	205	7		1563
	17	269	328	287	4		3536
	36	3	23	58			212
	200	2542	977	426	250		22100
	291	3701	1478	811			28781
	58	195	74	150			1709
	1	345	398	278			4194
	46	4	20	89			258
	186	3157	986	294			22620
	335	3993	1624	767			34995
	104	234	84	156			2297
	3	320	366	263			4377
	29	7	17	44			204
	199	3432	1157	304			28117
5	511	4137	1742	796			36141
	107	197	77	107			2187
	9	440	395	258			6032
	52	17	38	80			504
5	343	3483	1232	351			27418
	225	3078	1563	1015	51		25544
	43	71	64	152	5		1114
	10	490	402	323	12		6947
	72	78	95	122			1024
	100	2439	1002	418	34		16459
	503	2579	1412	669			16962
	38	49	45	58			684
	16	506	416	254			4279
	37	107	96	119			1008
	412	1917	855	238			10991
	390	3161	1469	742		126	20247
	29	96	51	84		6	898
	15	353	483	293		6	3827
	96	79	79	131			822
19	250	2633	856	234		114	14700
	242	3818	1704	977	133	1271	26611
17	14	104	56	75	3	55	943
	3	412	459	299	29	92	3995
	41	79	68	174	3	37	974
2	184	3223	1121	429	98	1087	20699
	336	4137	1514	1169		1153	38070
	38	130	47	158		79	1539
	5	450	294	253		111	5409
	106	103	87	238		30	1722
	187	3454	1086	520		933	29400
24	4428	41395	18178	11188	659	2550	355631





SECTION III: VISITOR EXPENDITURE, MOTIVATION & SATISFACTION SURVEY (VEMS) STATISTICS





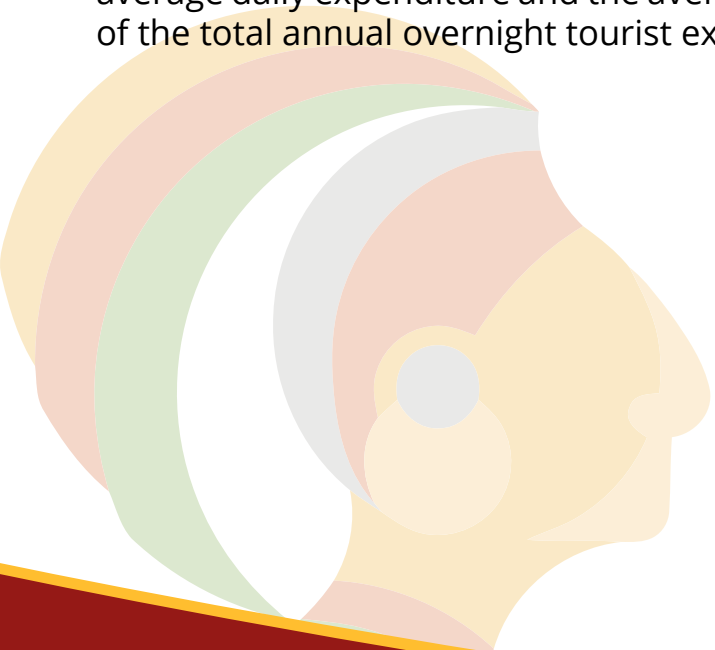
This survey of the overnight market is conducted for one week in each month of the year. The objectives are to:

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

The 2016 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 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 97% of all overnight tourist visitor arrivals to Belize in 2016.

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.



Surveys Completed by Border Station

Exit Port	Frequency	Percent
Philip Goldson International Airport (PGIA)	3,282	82.1
Santa Elena Northern Border (SEB)	221	5.5
Benque Viejo Western Border (BVWB)	493	12.3
Total	3,996	100

Table 3.1



Mode of Arrival on this Trip

Arrival Mode	Frequency	Percent
Air	3,139	79.1
Land	700	17.6
Sea	43	1.1
Not Stated	4	0.1
Other	83	2.1
Total	3,969	100

Table 3.2



10.5% of overnight visitors come through the northern border annually, exceeding the number of visitors passing through the Western border (9.9%). This number is not reflected in the number of surveys collected at the border in 2016 as only 5.5% of visitor surveys collected were from the northern border. Measures will be put in place to increase the number of surveys collected at the Northern Border.

Surveys Collected by Port of Entry by Month

Month	Philip Goldson Int'l Airport (PGIA)	Santa Elena Northern Border (SEB)	Benque Viejo Western Border (BVWB)	Total	Percent
January	295	17	60	372	9.3
February	314	32	59	405	10.1
March	314	23	41	378	9.5
April	298	20	60	378	9.5
May	291	11	29	331	8.3
June	249	12	21	282	7.1
July	278	12	46	336	8.4
August	238	12	34	284	7.1
September	228	12	25	265	6.6
October	256	12	27	295	7.4
November	290	30	43	363	9.1
December	231	28	48	307	7.7
TOTAL	3282	221	493	3,996	100

Table 3.3



Overnight Visitors by Country/Region of Origin

Region of Origin	Frequency	Percent
USA	7,800	71.7
Canada	735	6.8
Europe	1,435	13.2
Caribbean	70	0.6
Central America	160	1.5
DK/NS	2	0
Other	684	6.3
Total	10,886	100

Table 3.4



There was an increase in the number of airline gateways connecting Belize to Houston, since Southwest Airlines started flying to Belize from Houston in the third quarter of 2015. This resulted in a boost in visitors to Belize from Texas in 2016, which accounted for 18% of Americans surveyed in 2016. Visitors from California were second with over 13% of visitors from the United States. Historically, tourist visitors from the West coast of the United States have made up the vast majority of tourist visitors to Belize.



Overnight Visitors by US State

US State	Frequency	Percent		
ALABAMA	70	0.9	MONTANA	73 0.94
ALASKA	51	0.65	NEBRASKA	49 0.63
ARIZONA	191	2.45	NEVADA	63 0.81
ARKANSAS	65	0.83	NEW HAMPSHIRE	33 0.42
CALIFORNIA	1058	13.56	NEW JERSEY	127 1.63
COLORADO	456	5.85	NEW MEXICO	75 0.96
CONNECTICUT	61	0.78	NEW YORK	399 5.12
DELAWARE	17	0.22	NORTH CAROLINA	130 1.67
DISTRICT OF COLOMBIA	29	0.37	NORTH DAKOTA	14 0.18
FLORIDA	311	3.99	OHIO	147 1.88
GEORGIA	168	2.15	OKLAHOMA	91 1.17
HAWAII	15	0.19	OREGON	174 2.23
IDAHO	72	0.92	PENNSYLVANIA	135 1.73
ILLINOIS	264	3.38	RHODE ISLAND	24 0.31
INDIANA	80	1.03	SOUTH CAROLINA	44 0.56
IOWA	47	0.6	SOUTH DAKOTA	16 0.21
KANSAS	73	0.94	TENNESSEE	123 1.58
KENTUCKY	40	0.51	TEXAS	1420 18.21
LOUISIANA	103	1.32	UTAH	101 1.29
MAINE	22	0.28	VERMONT	16 0.21
MARYLAND	91	1.17	VIRGINIA	139 1.78
MASSACHUSETTS	136	1.74	WASHINGTON	272 3.49
MICHIGAN	111	1.42	WEST VIRGINIA	13 0.17
MINNESOTA	192	2.46	WISCONSIN	116 1.49
MISSISSIPPI	61	0.78	WYOMING	34 0.44
MISSOURI	164	2.1	Not Stated	24 0.31
			TOTAL	7800 100

Table 3.5



Overnight Visitors by European Country

European Country	Frequency	Percent
FRANCE	106	7.4
GERMANY	245	17.1
HOLLAND	97	6.8
IRELAND	51	3.6
ITALY	31	2.2
NORWAY	29	2
SPAIN	54	3.8
SWITZERLAND	64	4.5
UNITED KINGDOM	527	36.7
OTHER	231	16.1
Total	1,435	100

Table 3.6



Tourists arrivals from British Columbia accounted for the majority of visitors from Canada in 2016 based on the survey responses. Historically, the strongest arrival numbers for Canadians usually come from Alberta. However this breakdown suggests that this pattern may be changing. Alberta, British Columbia, and Ontario continue to be the main regions of origin for Canadian tourist visitors to Belize annually.

Overnight Visitors by Canadian Province

Canadian Province	Frequency	Percent
ALBERTA	156	21.2
BRITISH COLUMBIA	208	28.3
MANITOBA	32	4.4
NEWBRUNSWICK	8	1.1
NEWFOUNDLAND and LABRADOR	6	0.8
NORTHWEST TERRITORIES	6	0.8
NOVA SCOTIA	26	3.5
ONTARIO	192	26.1
QUEBEC	50	6.8
SASKATCHEWAN	37	5
YUKON	8	1.1
Not Stated	6	0.8
Total	735	100

Table 3.7



Overnight Visitors by Purpose of Visit by Country/Region of Origin

Origin/Region	PURPOSE OF VISIT									
	Leisure	Percent	Business	Percent	Friends	Percent	Religion	Percent	Other	Percent
USA	6623	84.90%	218	2.80%	472	6.10%	416	5.30%	70	0.90%
Canada	633	86.10%	23	3.10%	50	6.80%	23	3.10%	6	0.80%
Europe	1363	95.00%	30	2.10%	22	1.50%	10	0.70%	9	0.60%
Caribbean	16	22.90%	41	58.60%	12	17.10%	1	1.40%	0	0.00%
Central America	91	56.90%	47	29.40%	17	10.60%	3	1.90%	2	1.30%
Other	618	90.40%	36	5.30%	18	2.60%	2	0.30%	9	1.30%

Table 3.8



Tourist visitors from the major market regions mainly come to Belize for leisure. This is the category of visitors that make up the bulk of tourist visitor traffic to Belize. Types of leisure include (but is not limited to) vacations, weddings, honeymoons, and volunteer work. The next popular reason for visitors from the major markets to come to Belize is to visit friends or relatives. In contrast, the bulk of the visitors who come to Belize from the Caribbean come for business purposes.



Average Length of Stay (Nights) by Country of Residence and Season

Origin Region	SUMMER	WINTER	Average
USA	6.38	6.61	6.48
Canada	6.78	7.91	7.5
Europe	5.22	5.12	5.17
Caribbean	4.59	4.62	4.59
Central America	4.72	4.53	4.64
DK/NS	0	7	7
Other	4.39	4.42	4.4
Average	6.09	6.3	6.18

Table 3.9



Average Length of Stay (Nights) by Purpose of Visit and Season

Visitor Purpose	SUMMER	WINTER	Average
Holiday/Leisure	5.96	6.24	6.08
Business	3.79	3.78	3.79
Visit Friends	8.36	8.12	8.26
Religion	7.32	7.41	7.35
DK/NS	0	5.5	5.5
Other	6.11	5.61	5.92
Average	6.09	6.3	6.18

Table 3.10



Most of the visitors from the Caribbean come to Belize for business purposes. This is also indicative in the average length of stay for visitors from this region as business trips are usually short trips. Along with persons visiting friends and relatives, persons visiting for religious purposes averaged among the longest length of stay periods of all categories.



Sex by Age Group of Respondents

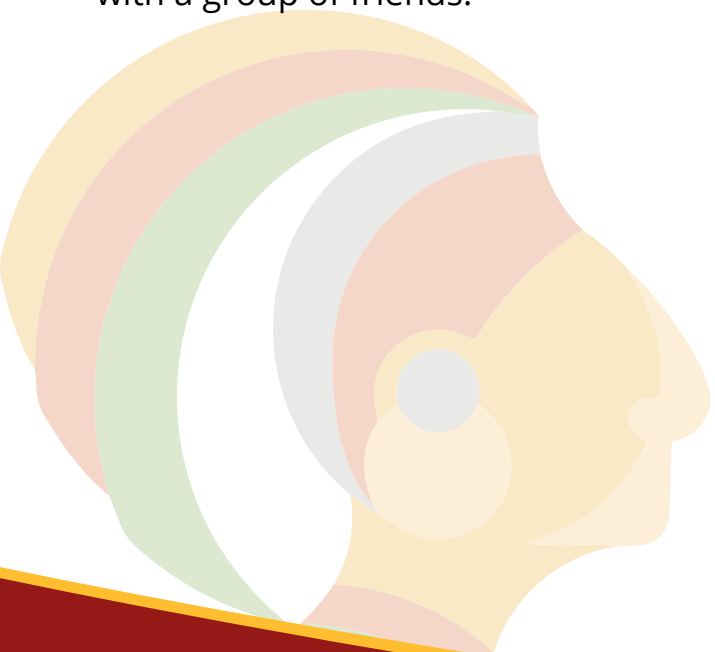
Age Group	Male	Percent	Female	Percent	DK/NS	Total	Percent Total
LESS THAN 25	200	13.7	469	18.8	0	669	16.9
25-34	548	37.5	1,021	40.9	7	1,576	39.7
35-44	298	20.4	456	18.2	0	754	19
45-54	226	15.5	324	13	2	552	13.9
55-64	142	9.7	172	6.9	0	314	7.9
65 AND OVER	47	3.2	57	2.3	0	104	2.6

Table 3.11



39.7% of survey respondents were between the ages of 25 and 34. This is twice the number of the next largest age group of visitors, which is between the ages of 35 and 44. This trend suggests that Belize is attracting persons of a younger demographic. This has been a recent development over the past 3 years or so and is something that will need to be studied more keenly.

Tourist visitors who are from Belize's major market regions of the United States, Canada and Europe, mostly travel to the country as couples. The second most common travel group among persons from the major market countries is those who travel with friends. This coincides with the results that most visitors to Belize come for the purpose of leisure. Those visitors from the Caribbean and Central America usually come to Belize alone or with a group of friends.



Overnight Visitors by Travel Companion(s) by Country/Region of Origin

Origin Region	TRAVEL COMPANIONS					Total
	Nobody	Spouse	Family	Group/Friends	Other	
USA	287	1,171	545	868	29	2,901
CANADA	55	108	36	63	3	265
EUROPE	109	188	37	185	2	521
CARIBBEAN	4	2	1	2	2	11
CENTRAL AMERICA	9	9	6	11	0	35
DK/NS	0	0	0	0	0	0
OTHER	52	81	26	73	4	236
PERCENT	13	39.3	16.4	30.3	1	100

Table 3.12



Percentage of Overnight Visitors by Country/Region of Origin by Type of Accommodation

Accommodation Type	USA	CANADA	EUROPE	CARIBBEAN	CENTRAL AMERICA	OTHER	Average
Hotel/Resort	72.90%	62.60%	54.10%	63.60%	80.00%	58.90%	69.00%
Guest-House	15.80%	34.00%	45.90%	9.10%	11.40%	27.50%	21.60%
Own vacation house	1.80%	3.00%	0.40%	0.00%	0.00%	0.40%	1.60%
Rented house/apart	11.90%	10.20%	4.60%	9.10%	5.70%	2.50%	10.20%
Friend/Relative	5.80%	11.30%	3.80%	18.20%	11.40%	3.40%	5.80%
Fishing Lodge	1.40%	0.80%	0.60%	0.00%	0.00%	0.40%	1.20%
Boat	1.70%	2.30%	2.30%	0.00%	0.00%	2.50%	1.80%
Camping	1.80%	4.50%	5.80%	0.00%	0.00%	3.00%	2.50%
Time-share unit	0.40%	0.80%	0.20%	0.00%	0.00%	0.80%	0.40%
Other	3.90%	7.20%	12.30%	0.00%	0.00%	11.90%	5.70%
DK/NS	0.10%	0.00%	0.20%	0.00%	0.00%	0.00%	0.10%

Table 3.13



Percentage of Overnight Visitors by Country/Region of Origin by Area Stayed in Country

Region Stayed	USA	CANADA	EUROPE	CARIBBEAN	CENTRAL AMERICA	OTHER	Average
Belmopan	5.30%	7.50%	5.40%	18.20%	14.30%	3.80%	5.50%
Belize District	14.90%	21.50%	22.10%	81.80%	17.10%	14.00%	16.40%
Corozal	2.50%	8.30%	4.60%	0.00%	0.00%	5.50%	3.30%
Orange Walk	3.30%	5.30%	6.70%	0.00%	8.60%	4.70%	4.00%
San Ignacio/Cayo	20.90%	40.40%	36.50%	36.40%	31.40%	29.20%	24.90%
Dangriga/Stann Creek	13.00%	17.70%	11.50%	9.10%	2.90%	3.40%	12.40%
Punta Gorda/Toledo	3.40%	3.40%	2.90%	0.00%	2.90%	2.50%	3.30%
Ambergris Caye	48.10%	38.10%	15.50%	9.10%	42.90%	17.80%	41.20%
Caye Caulker	21.60%	45.30%	72.70%	0.00%	28.60%	66.90%	32.60%
Other Islands	5.00%	3.80%	6.90%	0.00%	2.90%	3.00%	5.00%
Placencia	13.30%	21.50%	9.60%	9.10%	8.60%	5.50%	12.80%
Other	0.60%	0.40%	0.20%	0.00%	0.00%	0.00%	0.50%

Table 3.14



Almost 82% of visitors who come to Belize from the Caribbean, stayed in the Belize District. The majority of these visitors are business travelers. The Belize District remains the business/commercial center of the country and has some of the largest hotels that cater to business class travelers. Caye Caulker remains the most popular destination among Europeans, while Ambergris Caye continues to be the most popular tourism destination in the country overall.

Rating of Sources of Information about Belize

Origin Region	Travel Agent	Magazine	Travel guide book	Television	Friends	Internet	DK/NS	Other	Total
USA	155	31	99	17	1,051	760	11	296	2,420
CANADA	8	6	19	2	156	102	0	32	325
EUROPE	57	15	99	4	147	129	2	31	484
CARIBBEAN	0	0	0	0	0	2	1	4	7
CENTRAL AMERICA	11	1	0	0	15	7	1	6	41
DK/NS	0	0	0	0	0	0	0	0	0
OTHER	38	3	31	3	74	60	3	14	226
PERCENT	7.7	1.6	7.1	0.7	41.2	30.3	0.5	10.9	100

Table 3.15



Percentage of Overnight Visitors by First Time Visiting

First Visit?	REGION/COUNTRY OF RESIDENCE							Average
	USA	CANADA	EUROPE	CARIBBEAN	CENTRAL AMERICA	DK/NS	OTHER	
YES	76.40%	77.40%	92.70%	36.40%	40.00%	0.00%	88.60%	78.90%
NO	23.50%	22.60%	7.30%	63.60%	60.00%	0.00%	11.00%	21.00%

Table 3.16



Close to 79% of overnight tourist visitors interviewed were on their first visit to the country. The majority of visitors from Belize's main market countries were first time visitors to the country. However, visitors to Belize who came from Central America and the Caribbean were mainly repeat visitors. Visitors from these areas are quite small in number compared to persons from the main market countries.

Mode of Arrival for Repeat Visitors

Origin Region	Air	Land	Cruise ship	DK/NS	Other	Total
USA	644	32	5	0	2	683
Canada	47	12	0	0	1	60
Europe	16	18	0	0	4	38
Caribbean	7	0	0	0	0	7
Central America	8	13	0	0	0	21
Other	3	21	0	0	2	26
Total	725	96	5	0	9	835
Percent	86.80%	11.50%	0.60%	0.00%	1.10%	100.00%

Table 3.17



Multiple Destinations Visited by Country/Region of Origin

Origin Region	NO	YES	TOTAL
USA	7,122	678	7,800
Canada	643	92	735
Europe	1,195	240	1,435
Caribbean	65	5	70
Central America	147	13	160
DK/NS	2	0	2
Other	612	72	684
TOTAL	9,786	1,100	10,886
Percent	89.90%	10.10%	100.00%

Table 3.18



Participation in Activities by Country/Region of Origin (%)

Activities	USA	CANADA	EUROPE	CARIBBEAN	CENTRAL AMERICA	OTHER	Average
Diving	20.50%	20.00%	22.60%	0.00%	14.30%	24.20%	20.80%
Snorkeling	69.10%	66.80%	73.90%	9.10%	57.10%	66.90%	69.20%
Island Tour	28.10%	27.90%	22.60%	9.10%	40.00%	22.00%	27.00%
Caving	32.90%	34.30%	20.50%	18.20%	28.60%	18.60%	30.40%
Birding	7.70%	9.10%	5.60%	0.00%	2.90%	2.50%	7.20%
Gaming	1.20%	1.10%	0.20%	9.10%	8.60%	0.80%	1.10%
Other	10.80%	13.20%	6.00%	0.00%	2.90%	4.20%	9.80%
Fishing	22.10%	16.60%	9.00%	9.10%	5.70%	10.60%	19.20%
Sailing	12.80%	11.70%	12.30%	9.10%	8.60%	11.00%	12.50%
Canoe/Kayaking	26.10%	20.40%	17.10%	0.00%	14.30%	10.20%	23.40%
Jungle trekking	29.20%	34.30%	19.00%	9.10%	11.40%	11.00%	26.90%
Cultural Event	13.90%	15.10%	10.70%	18.20%	20.00%	7.20%	13.20%
None	7.30%	7.20%	8.10%	54.50%	14.30%	13.10%	7.90%
DK/NS	0.40%	1.50%	1.50%	0.00%	2.90%	2.10%	0.80%

Table 3.19



Over 69% of survey respondents claimed to have engaged in snorkeling in 2016, thus illustrating the popularity of marine attractions and marine-related activities in Belize. Jungle trekking and Diving are also very popular activities for tourist visitors in Belize.



Participation in Activities by Top 10 US State (%)

Activities	ARIZONA	CALIFORNIA	COLORADO	FLORIDA	ILLINOIS	MINNESOTA	NEW YORK	OREGON	TEXAS	WASHINGTON	Average
Diving	23.40%	26.00%	20.60%	15.20%	27.10%	21.30%	19.00%	23.70%	18.80%	19.00%	20.50%
Snorkeling	75.00%	74.00%	68.00%	56.60%	81.30%	64.00%	66.90%	72.90%	68.00%	70.50%	69.20%
Island Tour	28.10%	28.60%	24.60%	30.30%	29.20%	32.00%	26.80%	30.50%	27.40%	21.90%	28.10%
Caving	43.80%	40.80%	29.70%	29.30%	22.90%	22.70%	32.40%	33.90%	28.30%	37.10%	32.90%
Birding	1.60%	8.70%	5.70%	10.10%	9.40%	8.00%	7.00%	13.60%	5.20%	12.40%	7.70%
Gaming	1.60%	1.00%	0.00%	1.00%	0.00%	0.00%	0.70%	0.00%	1.20%	1.90%	1.10%
Other	3.10%	9.20%	9.70%	9.10%	9.40%	10.70%	10.60%	15.30%	9.70%	11.40%	10.70%
Fishing	20.30%	20.20%	24.60%	26.30%	22.90%	18.70%	16.90%	30.50%	25.60%	20.00%	22.20%
Sailing	20.30%	15.30%	10.30%	11.10%	10.40%	10.70%	13.40%	13.60%	12.80%	11.40%	12.80%
Canoe/ Kayaking	29.70%	28.30%	36.60%	18.20%	31.30%	28.00%	18.30%	30.50%	22.90%	21.90%	26.10%
Jungle Trekking	29.70%	32.40%	24.60%	27.30%	26.00%	25.30%	27.50%	30.50%	22.50%	32.40%	29.20%
Cultural Event	7.80%	14.80%	12.60%	15.20%	10.40%	14.70%	16.20%	18.60%	12.00%	14.30%	13.90%
None	7.80%	4.80%	11.40%	14.10%	5.20%	8.00%	9.20%	3.40%	7.40%	6.70%	7.30%
DK/NS	0.00%	0.50%	0.60%	0.00%	0.00%	1.30%	0.70%	0.00%	0.60%	1.00%	0.50%

Table 3.20



Places of Interest Visited by Country/Region of Origin (%)

Tourism Sites	USA	CANADA	EUROPE	CARIBBEAN	CENTRAL AMERICA	OTHER	Average
Offshore Islands	46.00%	41.90%	30.90%	9.10%	31.40%	31.40%	42.70%
Barrier Reef	55.10%	51.30%	60.30%	9.10%	40.00%	49.60%	55.00%
Blue Hole	7.40%	10.90%	13.10%	9.10%	5.70%	16.90%	8.90%
Archaeological sites	40.70%	43.40%	30.70%	27.30%	40.00%	24.20%	38.50%
Marine protected Areas	42.50%	41.50%	46.10%	9.10%	45.70%	35.20%	42.40%
National Park/Reserve	39.80%	35.80%	27.40%	0.00%	20.00%	14.80%	36.10%
Museum/Historical site	18.80%	18.10%	12.50%	9.10%	14.30%	7.60%	17.20%
None	10.20%	12.10%	11.30%	54.50%	20.00%	16.90%	11.10%
Other	3.10%	4.20%	0.80%	9.10%	0.00%	1.70%	2.80%
DK/NS	1.10%	2.30%	2.30%	0.00%	5.70%	2.10%	1.40%

Table 3.21



Prepaid vs. Non-prepaid Package by Country

Origin Region	NONPREPAID		PREPAID		Total Number
	Number	Percent	Number	Percent	
USA	6,272	80.40%	1,528	19.60%	7,800
Canada	629	85.60%	106	14.40%	735
Europe	1,235	86.10%	200	13.90%	1,435
Caribbean	64	91.40%	6	8.60%	70
Central America	141	88.10%	19	11.90%	160
DK/NS	2	100.00%	0	0.00%	2
Other	619	90.50%	65	9.50%	684
Average	8,962	82.30%	1,924	17.70%	10,886

Table 3.22



Pre-paid Package Cost by Components (%)

TRANSPORTATION	INSURANCE	OTHER	TOTAL PACKAGE COST
40.90%	2.00%	57.10%	100%

Table 3.23



Europeans who traveled during the “winter” season paid the most for prepaid packages, followed by Americans traveling in the winter season. Europeans had the highest annual costs for prepaid packages, followed by Canadians.



Pre-paid package Cost by Country/Region of Origin and Seasons (\$US)

Origin Region	Summer	Winter	Average
USA	\$2,499.58	\$2,996.02	\$2,714.80
CANADA	\$2,280.77	\$2,908.78	\$2,725.31
EUROPE	\$2,479.39	\$3,892.91	\$3,220.35
CARIBBEAN	\$1,100.00	\$ 890.00	\$ 942.50
CENTRAL AMERICA	\$ 754.20	\$2,382.14	\$1,424.53
Other	\$2,772.55	\$2,016.65	\$2,443.05
Average	\$2,476.39	\$3,031.69	\$2,730.12

Table 3.24



Pre-paid Package Costs – Visited Multiple Destinations (\$US)

Destination	Summer	Winter	Average
Visit Neighboring Country	\$2,532.08	\$3,400.01	\$2,982.74
Didn't Visit Neighboring Country	\$2,471.01	\$2,984.70	\$2,702.19
Average	\$2,476.39	\$3,031.69	\$2,730.12

Table 3.25



Average Daily Expenditure (\$US) by Country

Origin Region	Summer	Winter	Average
USA	\$ 169.98	\$ 173.80	\$ 171.58
CANADA	\$ 122.54	\$ 119.85	\$ 120.83
EUROPE	\$ 92.67	\$ 85.57	\$ 89.24
CARIBBEAN	\$ 163.03	\$ 185.64	\$ 168.47
CENTRAL AMERICA	\$ 122.78	\$ 142.67	\$ 132.03
Other	\$ 111.92	\$ 100.76	\$ 106.51
Average	\$ 154.50	\$ 151.14	\$ 153.01

Table 3.26



Visitors from the United States had the highest average daily expenditure in 2016 at nearly US \$172.00 per day. The Business visitor category had the highest average expenditure of all types of visitors, at nearly US \$ 194.00 per day.



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

Purpose of Visit	Summer	Winter	Average
Holiday/Leisure	\$ 158.29	\$ 153.47	\$ 156.12
Business	\$ 198.44	\$ 187.42	\$ 193.83
Visit friends	\$ 100.89	\$ 96.32	\$ 99.03
Religion	\$ 126.65	\$ 146.19	\$ 133.93
DK/NS	-	\$ 77.50	\$ 77.50
Other	\$ 109.52	\$ 145.58	\$ 123.57
Average	\$ 154.50	\$ 151.14	\$ 153.01

Table 3.27



Average Daily Expenditure by Country/Region of Origin and Purpose of Visit

Origin Region	Holiday/Leisure	Business	Visit Friends	Religion	DK/NS	Other	Average
USA	\$ 178.10	\$ 192.51	\$ 104.67	\$ 135.39	-	\$ 128.87	\$ 171.58
CANADA	\$ 122.98	\$ 111.55	\$ 82.29	\$ 132.21	-	\$ 195.27	\$ 120.83
EUROPE	\$ 88.74	\$ 192.49	\$ 48.76	\$ 59.96	-	\$ 56.32	\$ 89.24
CARIBBEAN	\$ 104.00	\$ 213.33	\$ 101.42	\$ 112.50	-	-	\$ 168.47
CENTRAL AMERICA	\$ 114.73	\$ 186.20	\$ 98.72	\$ 104.37	-	\$ 41.67	\$ 132.03
Other	\$ 102.91	\$ 208.43	\$ 49.57	\$ 60.00	\$ 75.00	\$ 96.45	\$ 106.51
DKNS	\$ 428.57	-	-	-	-	-	\$ 428.57
Average	\$ 156.12	\$ 193.83	\$ 99.03	\$ 133.93	\$ 77.50	\$ 123.57	\$ 153.04

Table 3.28



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

Region Stayed	Holiday/leisure		Business		Visit friends		Religion		Other		Total	
	\$	# of Cases	\$	# of Cases	\$	# of Cases	\$	# of Cases	\$	# of Cases	\$	# of Cases
Belmopan	\$ 155.70	96	\$ 149.03	6	\$ 88.02	14	\$ 95.49	23	\$ 83.06	3	\$ 137.46	142
Belize District	\$ 146.69	365	\$ 197.34	21	\$ 103.92	29	\$ 154.85	45	\$ 95.90	4	\$ 146.66	464
Corozal	\$ 100.89	66	-	0	\$ 91.78	10	\$ 108.23	11	\$ 109.13	2	\$ 100.96	89
Orange Walk	\$ 93.11	62	\$ 87.50	3	\$ 48.73	13	\$ 118.72	17	\$ 61.15	3	\$ 90.51	98
San Ignacio/Cayo	\$ 135.30	605	\$ 149.03	6	\$ 106.85	23	\$ 126.62	34	\$ 168.64	3	\$ 134.16	671
Dangriga/SC	\$ 167.58	283	\$ 166.96	5	\$ 87.33	12	\$ 152.14	16	\$ 82.11	4	\$ 162.72	320
Toledo/PG	\$ 113.98	47	\$ 175.00	1	\$ 99.92	8	\$ 124.55	21	\$ 76.92	1	\$ 115.69	78
Ambergris Caye	\$ 179.00	1224	\$ 141.38	11	\$ 115.90	26	\$ 155.76	16	\$ 139.95	3	\$ 177.02	1280
Caye Caulker	\$ 113.88	959	\$ 240.00	1	\$ 98.00	22	\$ 176.64	27	\$ 124.01	6	\$ 115.39	1015
Other Islands	\$ 172.88	115	\$ 40.00	1	\$ 47.62	1	\$ 153.67	6	-	0	\$ 169.85	123
Placencia	\$ 171.98	318	\$ 185.82	4	\$ 124.27	12	\$ 91.99	8	\$ 48.46	2	\$ 167.90	344
TOTAL	\$1,550.99	4140	\$1,532.06	59	\$1,012.34	170	\$1,458.66	224	\$989.33	31	\$1,518.32	4624

Table 3.29



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

Region Stayed	USA		Canada		Europe		Caribbean		Central America		Other		Total	
	\$	# of Cases	\$	# of Cases	\$	# of Cases	\$	# of Cases	\$	# of Cases	\$	# of Cases	\$	# of Cases
Belmopan	\$ 149.02	109	\$ 91.75	8	\$ 81.79	15	\$ 166.67	1	\$ 124.70	3	\$ 129.11	6	\$ 137.46	142
Belize District	\$ 163.10	320	\$ 126.74	28	\$ 86.20	77	\$ 154.86	6	\$ 205.00	5	\$ 132.82	28	\$ 146.66	464
Corozal	\$ 127.17	49	\$ 103.08	14	\$ 49.96	15	-	0	-	0	\$ 51.07	11	\$ 100.96	89
Orange Walk	\$ 106.79	57	\$ 98.69	9	\$ 52.86	21	-	0	\$ 78.17	3	\$ 68.82	8	\$ 90.51	98
San Ignacio/Cayo	\$ 154.57	424	\$ 126.65	59	\$ 81.03	126	\$ 113.89	3	\$ 202.01	8	\$ 94.98	51	\$ 134.16	671
Dangriga/SC	\$ 178.38	262	\$ 122.16	20	\$ 72.05	30	\$ 166.67	1	\$ 25.00	1	\$ 89.58	6	\$ 162.72	320
Toledo/PG	\$ 117.46	66	\$ 130.94	4	\$ 85.00	5	-	0	\$ 175.00	1	\$ 73.93	2	\$ 115.69	78
Ambergris Caye	\$ 184.78	1119	\$ 139.99	59	\$ 106.80	51	\$ 75.00	1	\$ 115.05	15	\$ 122.88	35	\$ 177.02	1280
Caye Caulker	\$ 138.94	502	\$ 108.26	73	\$ 85.72	296	-	0	\$ 164.04	9	\$ 93.49	135	\$ 115.39	1015
Other Islands	\$ 186.96	93	\$ 143.33	4	\$ 106.33	20	-	0	\$ 250.00	1	\$ 110.83	5	\$ 169.85	123
Placencia	\$ 180.19	283	\$ 150.74	25	\$ 80.33	25	\$ 166.67	1	\$ 137.50	2	\$ 68.30	8	\$ 167.90	344
TOTAL	\$1,687.36	\$3,284.00	\$1,342.33	\$ 303.00	\$ 888.07	\$ 681.00	\$ 843.76	\$ 13.00	\$1,476.47	\$ 48.00	\$1,035.81	\$ 295.00	\$1,518.32	\$4,624.00

Table 3.30



Satisfaction Rating of Aspects of Trip

Components of Trip	Good	Average	Poor
INTL. AIRLINE CONNECTION	76.20%	20.50%	3.30%
IMMIGRATION SERVICES	77.10%	20.60%	2.40%
CUSTOMS SERVICES	77.50%	20.30%	2.20%
PERSONAL SAFETY	75.00%	23.10%	1.80%
ACCOMODATION	77.60%	20.30%	2.20%
RESTAURANTS	74.60%	23.10%	2.30%
ENTERTAINMENT	68.80%	27.80%	3.40%
TOURS	86.60%	12.30%	1.10%
DOMESTIC TRANSPORTATION	64.40%	30.00%	5.60%
VALUE FOR MONEY	65.50%	30.60%	3.90%
NATIONAL PARKS	90.70%	8.70%	0.60%
MARINE ATTRACTIONS	94.10%	5.50%	0.40%
ARCHAEOLOGICAL SITES	91.40%	8.00%	0.60%

Table 3.31



Visitor Satisfaction Rating – Return / Recommend

	Yes	No	Maybe	Total
Return	85.10%	2.50%	12.40%	100%
Recommend	93.20%	1.10%	5.70%	100%

Table 3.32





SECTION IV: REPORTS ON BELIZE'S CRUISE SECTOR

SECTION IV



SECTION IV: REPORTS ON BELIZE'S CRUISE SECTOR

In 2016, there was a record high of 1,005,394 cruise passengers arriving in Belize. This represented an overall increase of 4.9% or 47,419 additional passengers as compared to the previous year. The largest monthly increase in cruise passenger arrivals occurred in May, with a 41.3% increase over the figure in 2015. In contrast, the largest monthly decrease occurred in August 2016, which showed a 22.6% decrease in cruise arrivals compared to the figure in 2015. Notably in August, Hurricane Earl made a direct hit to Belize which led to the cancellations of a few cruise ships calls during this time. It is also worthwhile to note that a new cruise port was officially opened at Harvest Caye in November 2016.

Cruise Visitor Arrivals by Month

Month	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	% Change '15 vs '16
January	95,436	81,649	76,369	94,379	63,835	86,128	102,871	109,251	127,376	102,337	-19.7
February	86,010	69,449	68,132	88,492	56,864	70,711	78,766	97,740	95,067	98,623	3.7
March	95,379	78,847	81,062	104,075	101,728	81,315	82,416	115,227	133,482	135,283	1.3
April	64,079	46,043	64,063	71,087	69,516	57,158	62,643	104,188	91,325	90,657	-0.7
May	29,970	35,215	39,119	39,772	46,182	42,215	33,988	46,842	43,847	61,977	41.3
June	26,956	26,065	36,812	41,485	53,163	30,798	24,432	53,789	50,790	65,399	28.8
July	30,478	36,173	43,361	36,630	32,132	35,224	32,874	67,986	54,471	51,968	-4.6
August	17,368	29,785	36,816	38,175	42,495	27,894	36,309	52,037	50,656	39,189	-22.6
September	15,252	29,421	33,092	39,970	33,221	23,877	25,056	47,625	45,265	54,569	20.6
October	30,820	32,679	42,663	31,740	39,959	33,388	42,181	57,913	40,985	56,697	38.3
November	57,551	58,007	64,063	69,934	92,416	69,674	63,583	74,247	81,113	106,144	30.9
December	74,829	74,037	119,667	108,889	96,367	82,352	92,231	141,286	143,598	142,551	-0.7
Total	624,128	597,370	705,219	764,628	727,878	640,734	677,350	968,131	957,975	1,005,394	4.9

Table 4.1



Cruise Passenger Arrivals by Month

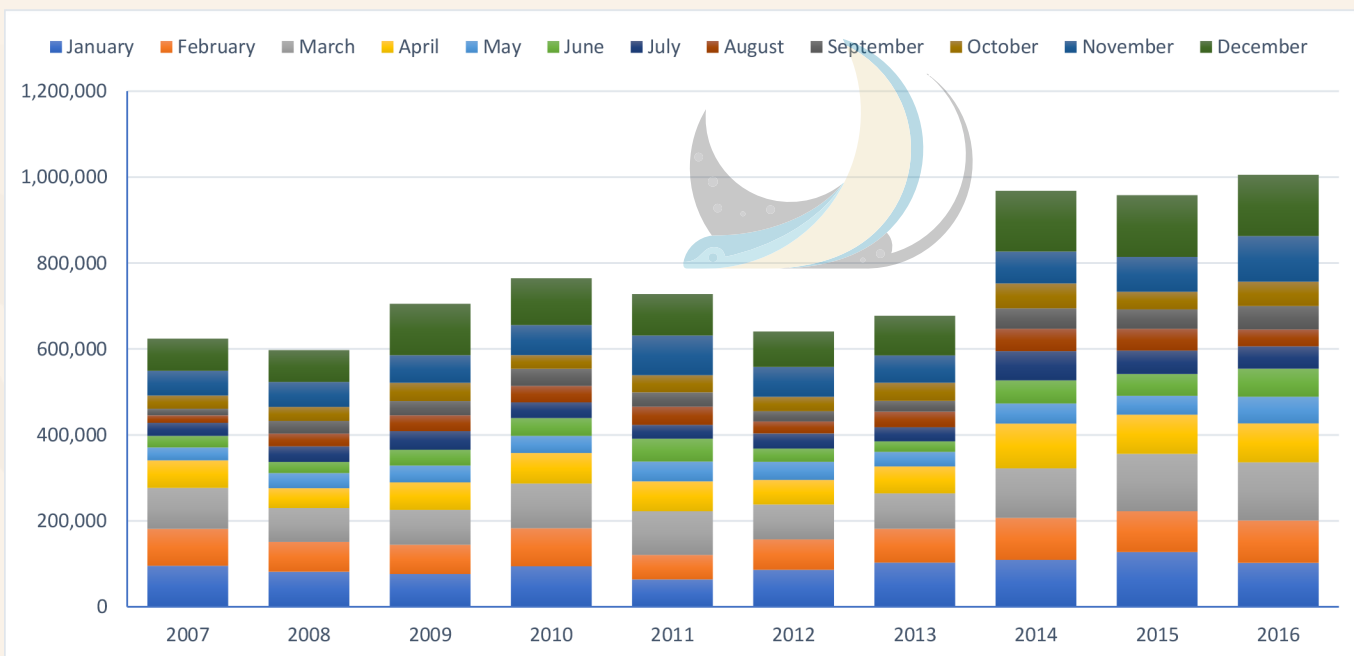


Figure 4.1



Cruise Visitor Arrivals by Quarter

Quarter	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	% Change '15 vs '16
1st Quarter	276,825	229,945	225,563	286,946	222,427	238,154	264,053	322,218	355,925	336,243	-5.5
2nd Quarter	121,005	107,323	139,994	152,344	168,861	130,171	121,063	204,819	185,962	218,033	17.2
3rd Quarter	63,098	95,379	113,269	114,775	107,848	86,995	94,239	167,648	150,392	145,726	-3.1
4th Quarter	163,200	164,723	226,393	210,563	228,742	185,414	197,995	273,446	265,696	305,392	14.9
Total	624,128	597,370	705,219	764,628	727,878	640,734	677,350	968,131	957,975	1,005,394	4.9

Table 4.2



Cruise Visitor Arrivals by Season

Season	2007	2008	2009	2010	2011	2012	2013	2014	2015 - 2016	% Change '15 vs '16	
Winter	340,904	275,988	289,626	358,033	291,943	295,312	326,696	426,406	447,250	426,900	-4.6
Summer	283,224	321,382	415,593	406,595	435,935	345,422	350,654	541,725	510,725	578,494	13.3
Total	624,128	597,370	705,219	764,628	727,878	640,734	677,350	968,131	957,975	1,005,394	4.9

Table 4.3



Passengers by Major Cruise Lines

Quarter	2007	2008	2009	2010	2011	2012	2013	2014	2015 - 2016	% Change '15 vs '16	
Carnival	286,212	308,993	405,796	486,598	416,788	382,218	386,385	539,960	448,046	452,214	0.9
Norwegian	117,439	102,139	117,211	114,376	168,099	106,467	116,131	158,175	180,594	308,409	70.8
Royal Caribbean	127,409	125,598	126,395	111,083	79,551	79,860	77,527	148,281	177,409	135,794	-23.5
Princess							67,284	70,048	66,825	44,877	-32.8

Table 4.4



Cruise Passengers to Belize by Major Cruise Lines

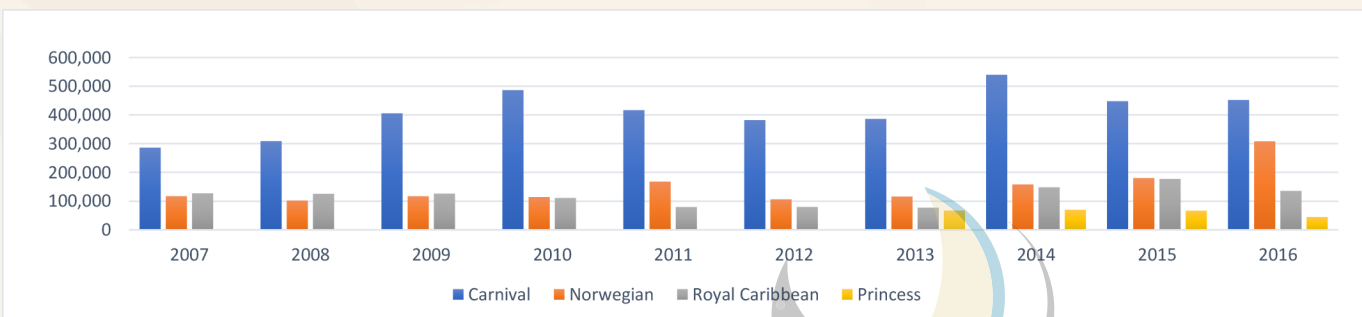


Figure 4.2



SECTION IV: REPORTS ON BELIZE'S CRUISE SECTOR

Carnival Cruise Line accounted for over 45% of the total cruise arrivals in 2016. This was followed by Norwegian Cruise Line with over 30%, Royal Caribbean Cruise Line with over 13%, and Princess Cruises with over 4% of the total. The number of cruise ship calls in 2016 for the major cruise lines decreased by 7.3% or 20 calls as compared to the previous year.

Calls to Belize by Major Cruise Lines

Ship Calls	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	% Change '15 vs '16
Carnival	103	110	139	155	137	118	118	165	125	119	-4.8
Norwegian	56	47	49	49	76	44	44	64	72	79	9.7
Royal Caribbean	51	49	43	30	22	22	22	44	54	42	-22.2
Princess							21	22	23	14	-39.1
Major Cruise Line Calls	278	274	284	278	235	184	184	295	274	254	-7.3

Table 4.5



Cruise Ship Calls to Belize by Major Cruise Lines

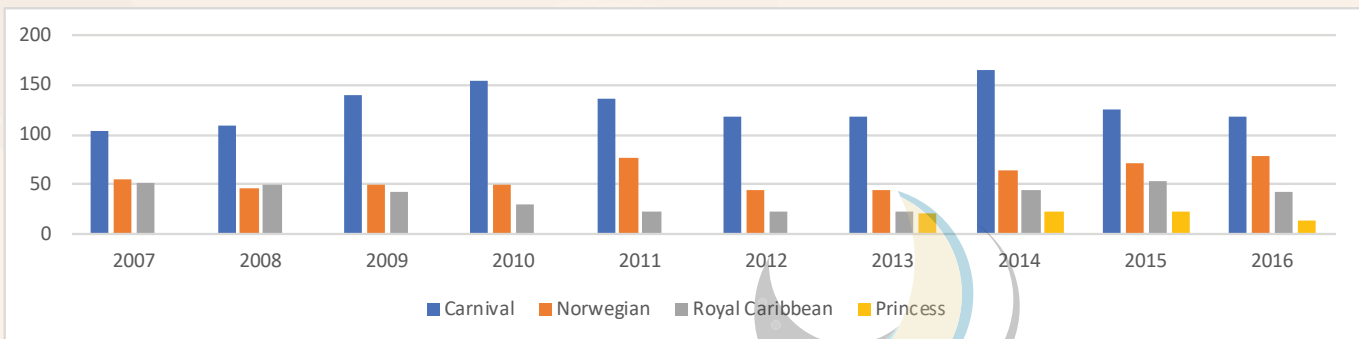


Figure 4.3



Belize offers a variety of tour options for cruise visitors throughout the country. This is a large part of the reason why the disembarkation rate for Belize is one of the highest in the region for cruise visitors annually. Over the years the number of cruise passengers who disembark from the vessels and go on tours has remained relatively high. Most of the attractions visited are relatively close in proximity and includes the Fort Street Tourism Village (FSTV) as well.

% Cruise Passengers Tours in Belize 2015

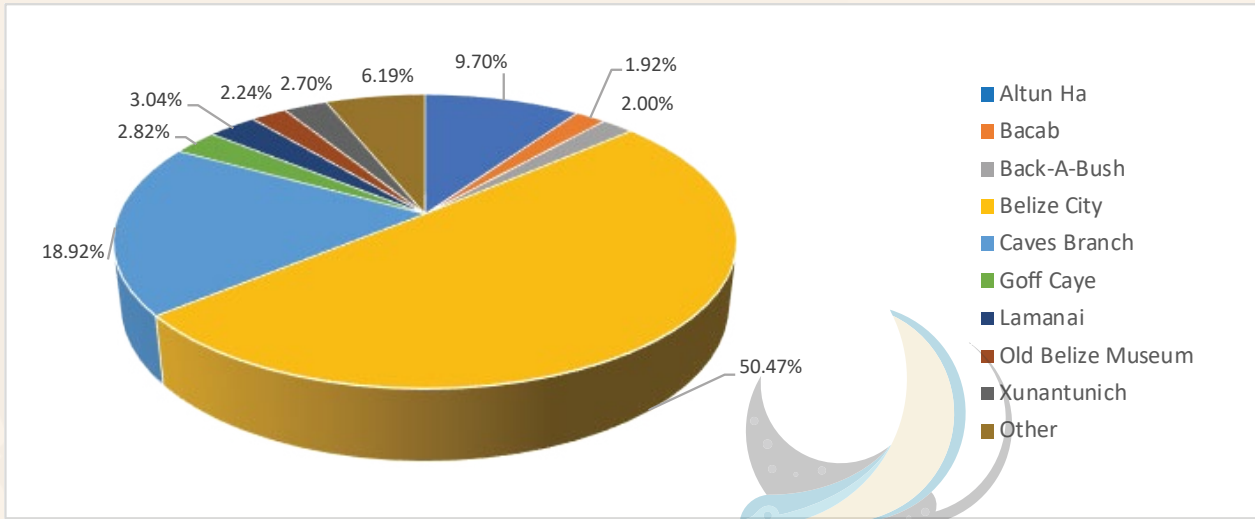
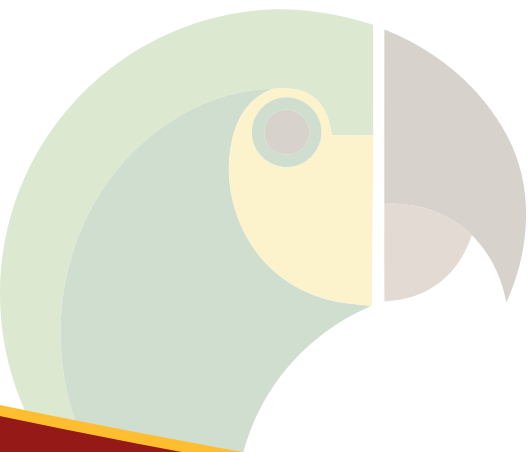


Figure 4.4



In addition, most of the cruise visitors who come to the country go on tours within the city. They may choose to travel on foot or in some type of vehicle. Some of the tourists who travel on foot may also go on other tours outside of the city after they leave the Tourism Village. However, there are no mechanisms currently in place to track such persons in order to determine exactly where they go once they have left the Tourism Village on foot.



% Cruise Passengers Tours in Belize 2016

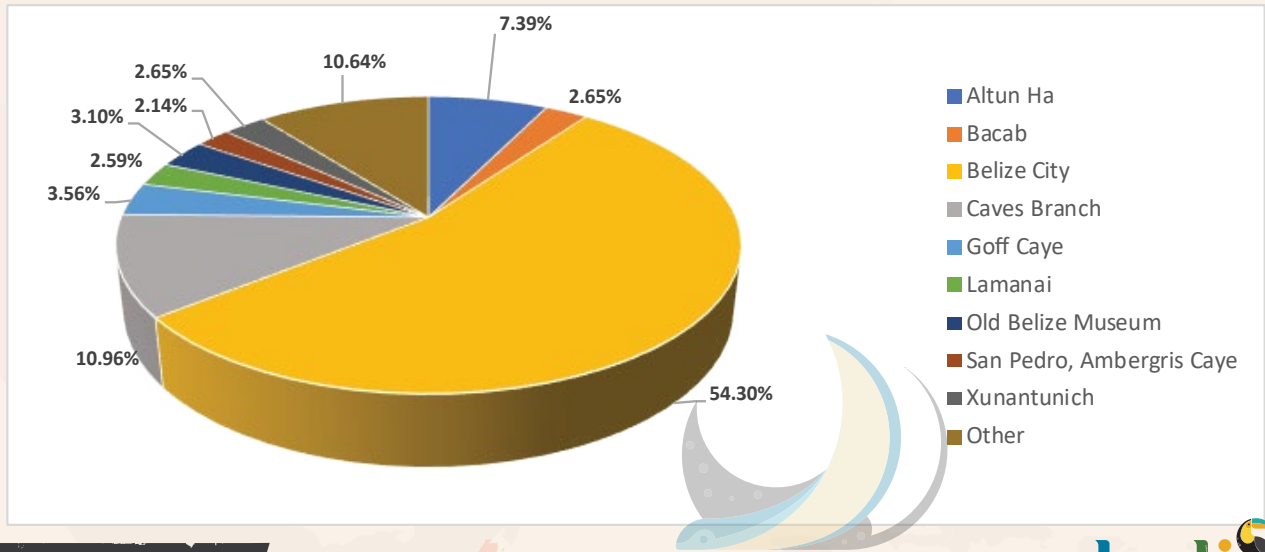


Figure 4.5



In 2016, over 54% of cruise passengers went on tour activities in Belize City. Most of the visitors engaged in these activities in Belize City are classified as “walkers”. However, as mentioned previously, this does not necessarily mean that the visitors did not go on independent tours outside of the Tourism Village. As in years past, Caves Branch was the most popular individual site among cruise passengers, accounting for 11% of the total. Altun Ha was the second most popular individual site, accounting for 7.39% of cruise passenger visits in 2016.



Origin Regions of Visitors on Marine Vessels 2015

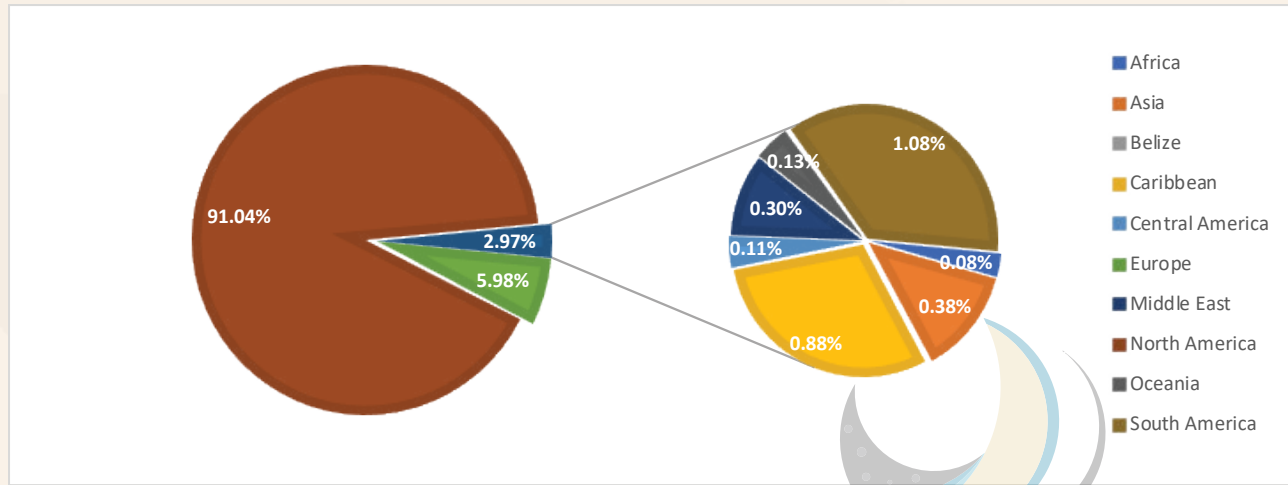


Figure 4.6



Origin Regions of Visitors on Marine Vessels 2016

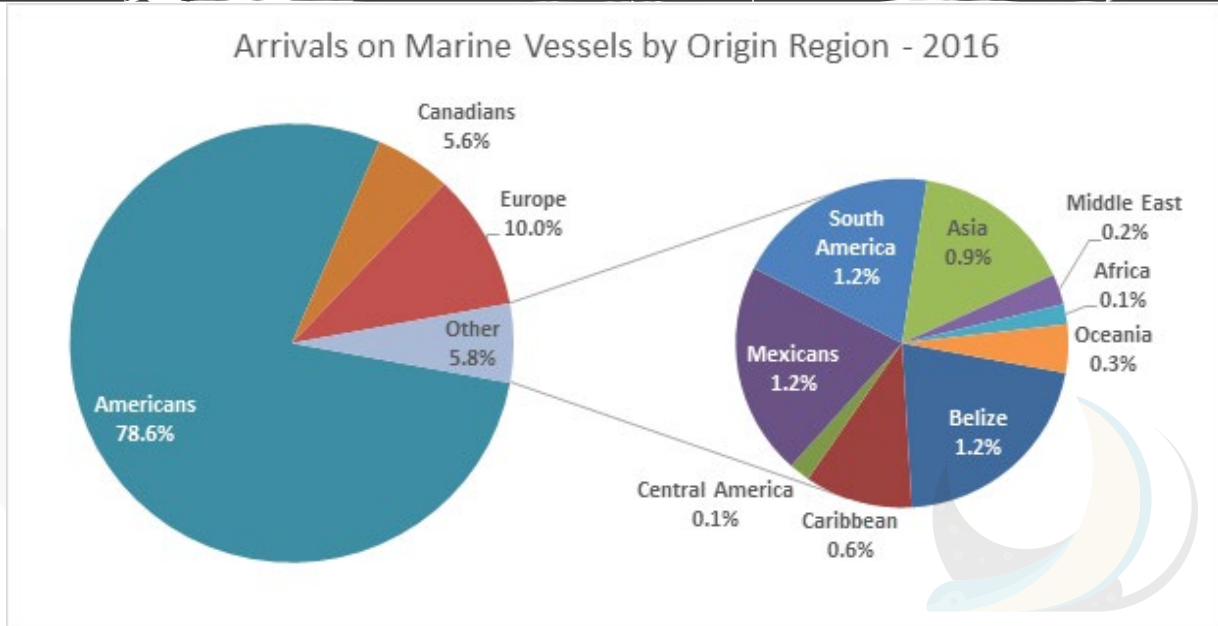


Figure 4.7





SECTION V: REPORTS ON VISITS TO BELIZE'S
PROTECTED AREAS & ARCHAEOLOGICAL SITES

SECTION V



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

Archaeological Sites of Belize

The National Institute of Culture & History (NICH) manages the main archaeological sites throughout the country. Close to 58% of guests who visited archaeological sites in 2016 were non-residents. Archaeological sites are a major feature of Belize's tourism product. Notably, cruise ship visitors account for the second highest percentage of visitors to archaeological sites at 33% of the total.

Types of Visitors to Archaeological Sites

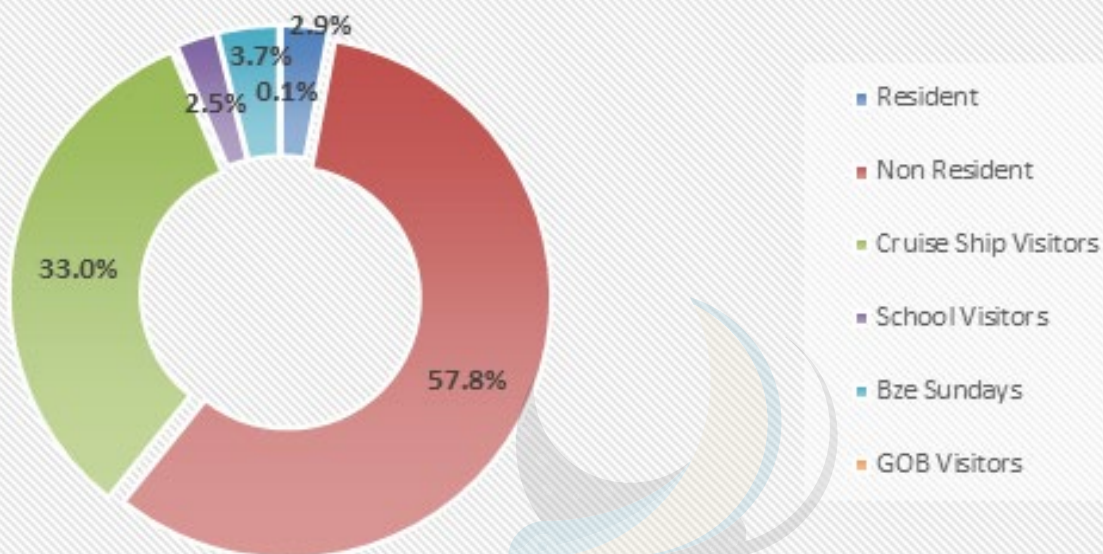


Figure 5.1



Percentage of Visitors to Archaeological Sites 2016

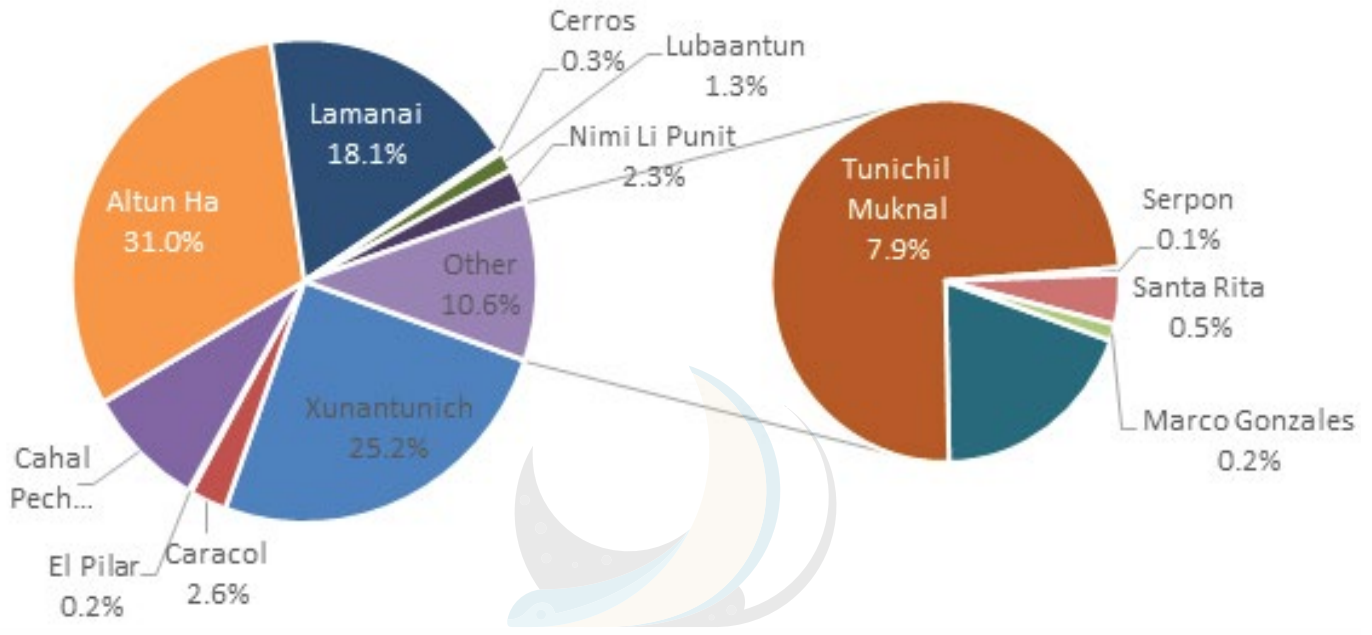


Figure 5.2



The majority of visitors to archaeological sites went to Altun Ha at 31%. This was followed by guests who visited Xunantunich at over 25%.



Monthly Visitors to the Major Archaeological Sites

Month	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Jan	25,569	24,826	17,966	19,125	20,933	28,517	33,097	35,793	38,523	42,003
Feb	24,870	23,941	18,597	19,311	22,148	26,974	31,349	36,500	35,209	39,781
Mar	31,703	31,520	24,383	26,892	33,595	35,959	39,762	41,151	45,935	47,878
Apr	21,321	20,399	16,091	20,365	23,797	25,755	26,619	37,463	32,665	28,939
May	16,467	27,735	14,232	20,630	20,212	22,617	28,118	26,793	22,127	26,583
Jun	15,374	12,516	13,704	16,271	17,567	22,021	19,498	24,445	23,838	27,231
Jul	13,779	14,547	11,247	12,695	14,161	21,599	20,573	24,640	25,524	28,313
Aug	10,310	11,719	9,018	10,248	13,344	14,975	15,765	19,739	19,975	16,310
Sep	4,828	6,206	5,974	6,891	7,063	7,991	8,142	10,630	11,755	13,235
Oct	8,617	6,982	8,736	7,699	8,467	11,604	11,276	13,560	10,188	15,483
Nov	17,977	13,870	12,256	14,291	21,371	24,153	19,956	20,611	28,080	26,140
Dec	23,292	20,814	14,507	26,030	27,110	32,599	29,534	34,936	44,016	39,442
TOTAL	214,107	215,075	166,711	200,448	229,768	274,764	283,689	326,261	337,835	351,338

Table 5.1



Historically, the majority of visits to archaeological sites have occurred in the month of March, which is the zenith of the tourism high season in Belize. In March 2016, there were over 47,000 visitors to archaeological sites. This figure was a record high for visitor arrivals to archaeological sites in a single month. In contrast, September had the fewest number of visitors to archaeological sites, with a little over 13,000 visitors in 2016. The year culminated with an annual increase of 4.0% in visitors to archaeological sites.



Monthly Visitors to the Major Archaeological Sites

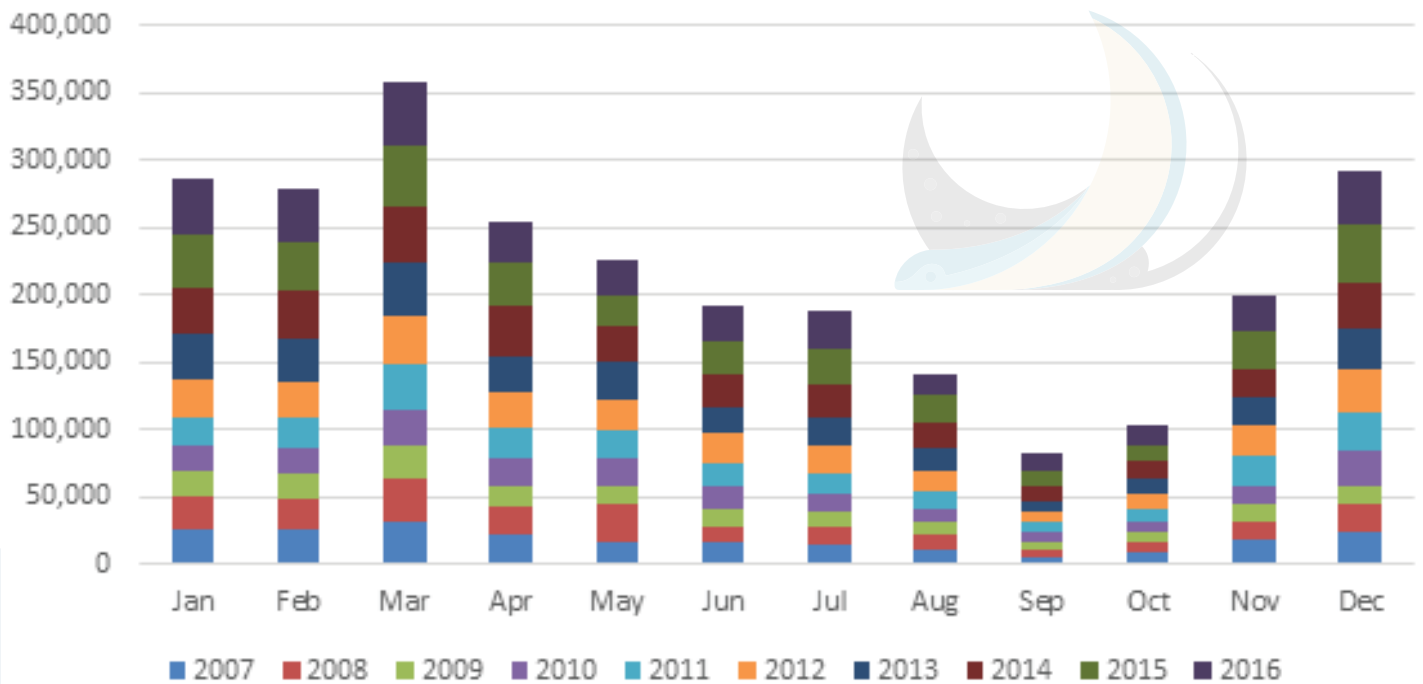


Figure 5.3



Annual Visitors to the Major Archaeological Sites

Site	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Altun Ha	73,375	79,564	74,532	73,691	80,834	83,823	96,336	109,222	100,705	109,077
Cahal Pech	15,926	14,103	12,351	15,171	16,746	23,875	25,125	27,571	36,002	29,219
Lamanai	29,301	31,922	24,057	29,870	39,508	42,483	47,298	55,283	56,084	63,523
Xunantunich	52,243	48,079	33,018	47,670	51,087	73,932	63,944	81,000	85,384	88,651
Caracol	14,018	10,795	6,485	8,822	9,119	10,679	11,174	10,855	9,822	9,029
Nim Li Punit	4,708	4,586	3,242	4,640	5,136	6,462	7,345	6,953	7,396	8,033
Lubaantun	4,384	5,301	4,440	4,339	4,847	5,450	5,358	5,181	4,757	4,666
Cerros	3,047	2,854	2,640	1,945	2,649	2,923	2,842	810	848	1,097
El Pilar	708	711	514	533	608	972	411	268	711	749
Barton Creek	5,699	5,154	2,088	4,015	4,418	4,778	5,481	5,689	8,016	7,219
Tunichil Muknal	10,698	12,006	3,344	9,752	14,816	19,387	17,654	21,507	26,035	27,646
Serpon							79	130	274	213
Santa Rita							537	955	1,077	1,673
Marco Gonzales							105	837	724	543
TOTAL	214,107	215,075	166,711	200,448	229,768	274,764	283,689	326,261	337,835	351,338

Table 5.2



Annual Visitors to the Major Archaeological Sites 2007-2016

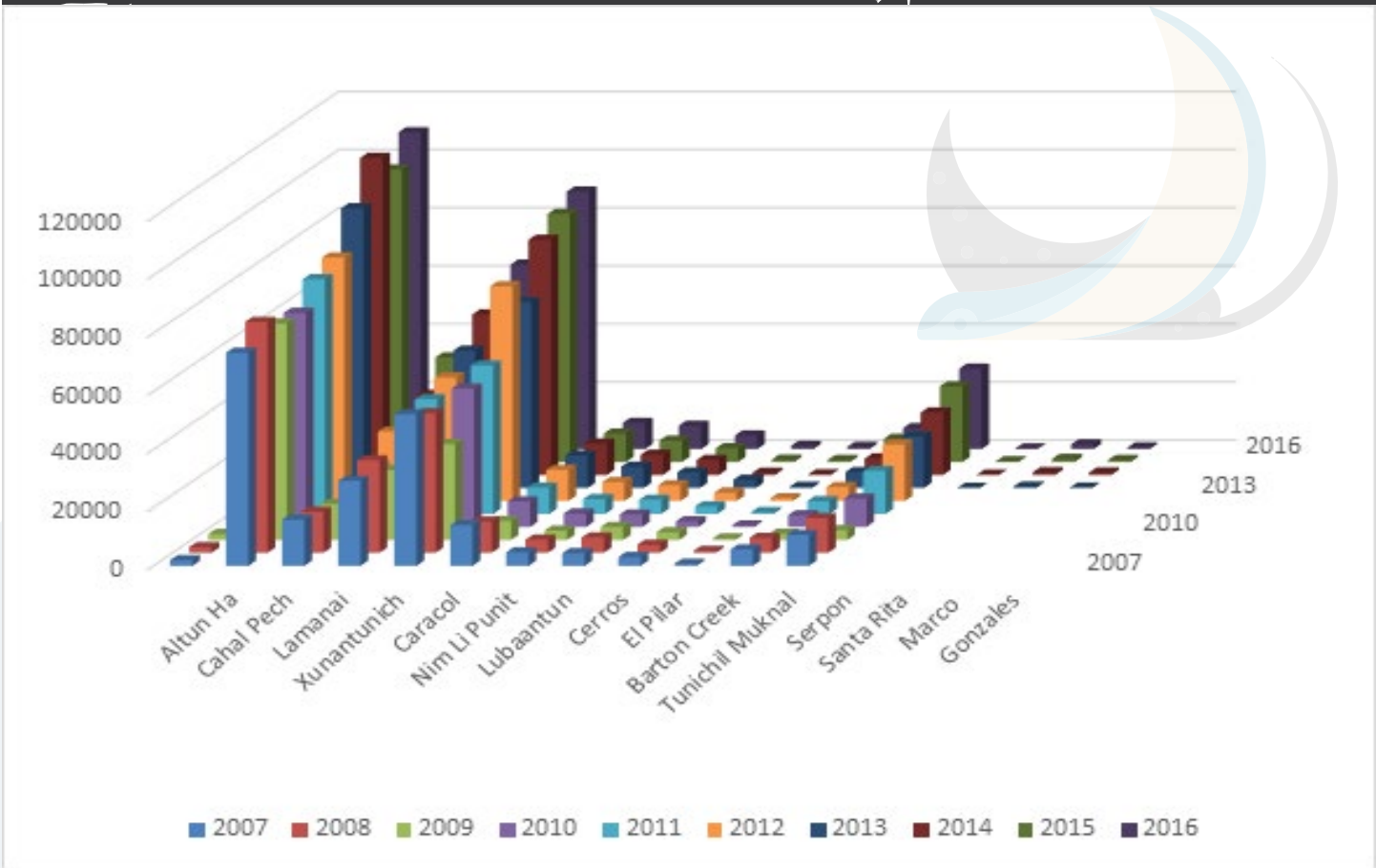
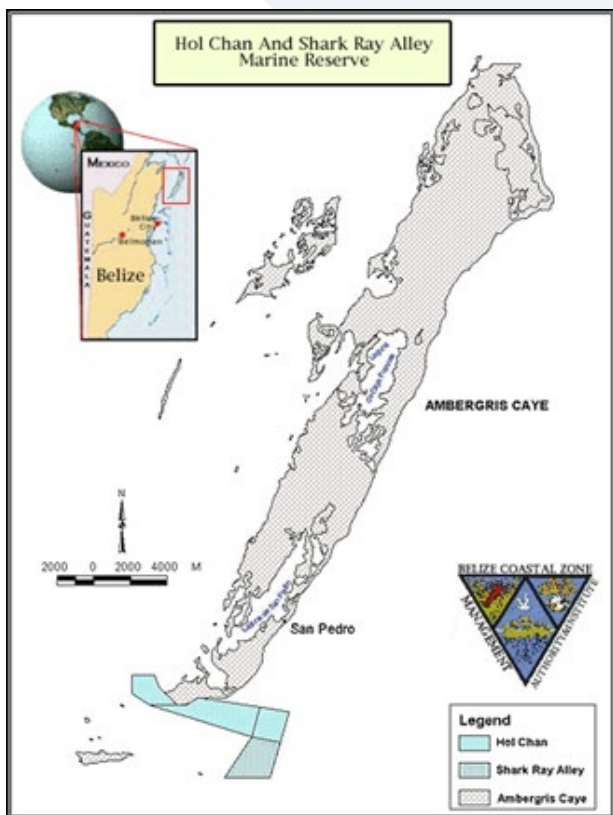


Figure 5.4



Figure 5.5 Hol Chan & Shark Ray Alley Marine Reserve



The Hol Chan Marine Reserve (HCMR) is popular within the overnight sector (especially for its proximity to Ambergris Caye and Caye Caulker) as well as the cruise sector.

According to their website, "Over 160 species of fish have been identified in the reserve, along with nearly 40 species of corals, 5 sponges, 8 algae, 2 sea grasses, 3 marine mammals, and 3 species of sea turtle". 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 Sea grass Beds
- Zone C - The Mangroves
- Zone D - Shark Ray Alley

Annual Visitors to the Hol Chan Marine Reserve

Month	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
JAN	4,365	4,916	5,503	5,738	5,350	4,950	6,357	6,880	7,333	9,813
FEB	4,168	6,940	5,703	7,027	5,435	5,277	6,660	7,135	6,724	8,166
MAR	5,930	8,321	6,681	8,362	6,616	8,348	8,593	9,014	9,243	10,010
APR	5,218	6,140	5,784	7,065	5,743	7,360	6,114	7,684	7,669	8,397
MAY	4,406	5,368	4,809	4,972	4,365	5,773	6,131	6,257	5,535	7,494
JUN	5,230	6,354	4,687	5,805	3,857	5,569	5,975	5,881	6,035	7,813
JUL	6,692	7,078	5,755	6,906	5,273	5,913	6,508	7,597	7,400	9,190
AUG	5,691	6,958	5,526	5,725	4,725	4,861	6,153	6,865	6,880	6,151
SEP	1,904	2,263	2,348	2,021	1,978	2,863	2,268	2,697	3,487	3,844
OCT	2,848	2,215	2,506	2,128	1,992	2,533	2,650	2,685	3,690	4,601
NOV	4,405	4,256	3,639	4,176	3,950	4,507	4,234	4,511	6,064	5,912
DEC	5,814	6,099	5,218	4,674	5,637	7,638	7,066	7,181	9,069	12,547
TOTAL	56,671	66,908	58,159	64,599	54,921	65,592	68,709	74,387	79,129	93,938
%change	-25.80%	3.70%	18.10%	-13.10%	11.10%	-15.00%	19.40%	8.30%	6.37%	19%

Table 5.3



There were over 93,000 visitors to the Hol Chan Marine Reserve in 2016, which represented an increase of 19% compared to 2015. In 2016, the month of December was the busiest month with over 12,500 visitors. This fact represented a break from the norm, as the month of March has traditionally been the strongest performing month for visits to the Hol Chan Reserve.

Monthly Visitors to the Hol Chan Marine Reserve

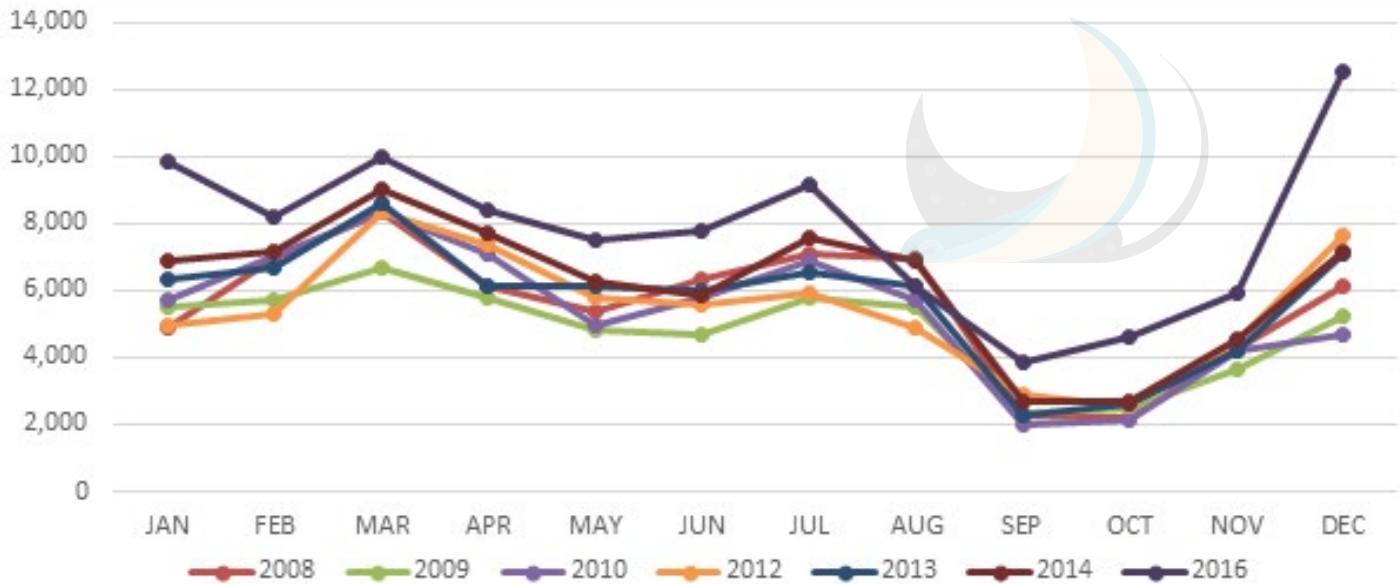


Figure 5.6



Divers and Snorkelers to the Hol Chan Marine Reserve

Type	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Belizeans	4,417	4,147	3,614	3,673	3,658	3,213	4,543	5,446	6,349	8,042	7,414
Divers	10,434	11,195	8,991	7,660	8,694	6,599	5,578	6,452	6,917	5,847	5,932
Snorkelers	39,774	41,329	54,303	46,873	52,247	45,109	55,471	56,811	61,121	66,863	68,032
TOTAL	54,625	56,671	66,908	58,206	64,599	54,921	65,592	68,709	74,387	80,752	81,378

Table 5.4



Foreigners accounted for 90% of visitors to the Hol Chan Marine Reserve in 2016. There was a 6.4% decrease in foreigners who visited the Hol Chan Marine Reserve in 2016, compared to those who visited in 2015.

Divers and Snorkelers to the Hol Chan Marine Reserve

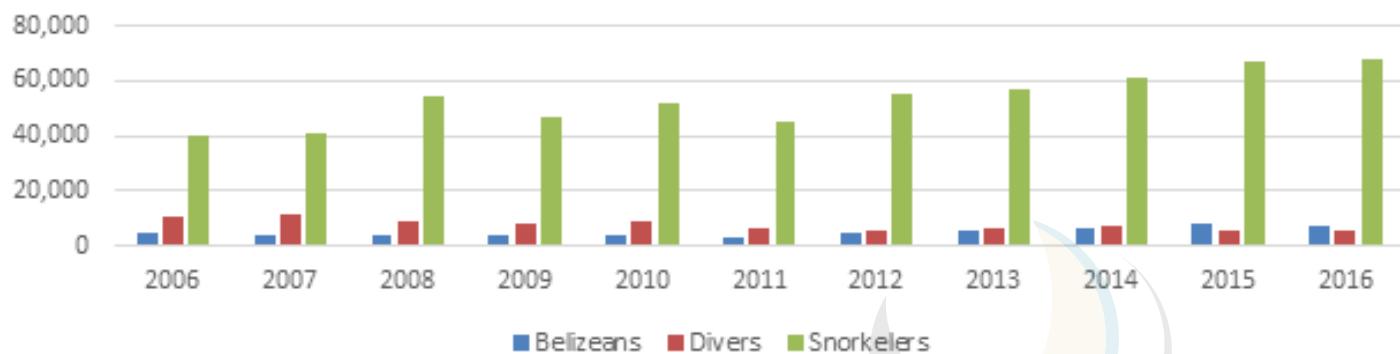


Figure 5.7



Mexico Rocks is a new addition to the zones of the Hol Chan Marine Reserve. In 2016, March showed the highest recorded visits to this site with over 1,500 visits, while September showed the lowest number of visits with a little over 300 visits.

Divers and Snorkelers to Mexico Rocks

2016	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Belizeans	85	56	190	193	172	253	229	167	83	121	127	96
Divers	51	20	57	38	41	66	54	24	10	18	33	58
Snorkelers	1,120	890	1,298	894	739	1,039	970	528	235	357	601	1,388
TOTAL	1,256	966	1,545	1,125	952	1,358	1,253	719	328	496	761	1,542

Table 5.5



Divers and Snorkelers to Mexico Rocks

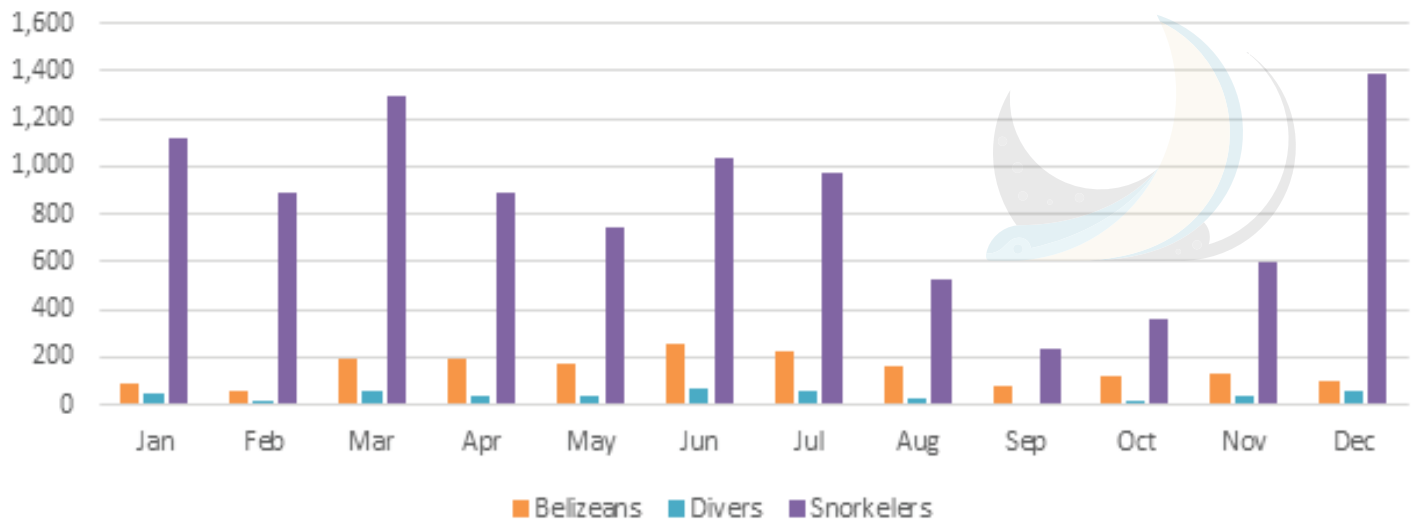


Figure 5.8



Protected Areas Managed by the Belize Audubon Society

The Belize Audubon Society (BAS) manages the following protected areas:
Blue Hole National Monument

- Cockscomb Basin Wildlife Sanctuary
- Crooked Tree Wildlife Sanctuary
- Guanacaste National Park
- Half Moon Caye Natural Monument
- St. Herman's Blue Hole National Park
- Victoria Peak National Monument



Annual Visitors to the BAS Protected Area Sites

Site	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Guanacaste National Park	1,564	1,359	1,047	1,166	1,353	1,761	1,869	2,406	2,412	2,179	1,980
Crooked Tree Wildlife Sanctuary	2,180	1,510	1,245	1,212	1,511	1,557	1,665	1,726	1,743	1,734	1,856
Cockscomb Basin Wildlife Sanctuary	4,163	9,090	8,115	6,862	5,940	8,810	9,251	10,591	9,504	11,609	10,340
St. Herman's Blue Hole National Park (Inland)	9,824	7,507	9,729	8,207	9,278	12,114	14,372	15,010	17,411	20,263	22,408
Half Moon Caye Natural Monument	9,502	9,405	12,600	9,007	16,395	12,530	10,205	11,604	12,222	13,861	13,185
Blue Hole National Monument	8,818	9,156	8,679	9,524	14,167	11,820	10,172	10,787	12,222	13,861	13,185
TOTAL	36,051	38,027	41,415	35,978	48,644	48,592	47,534	52,124	55,514	63,507	62,954

Table 5.6



Annual Visitors to the BAS Protected Area Sites

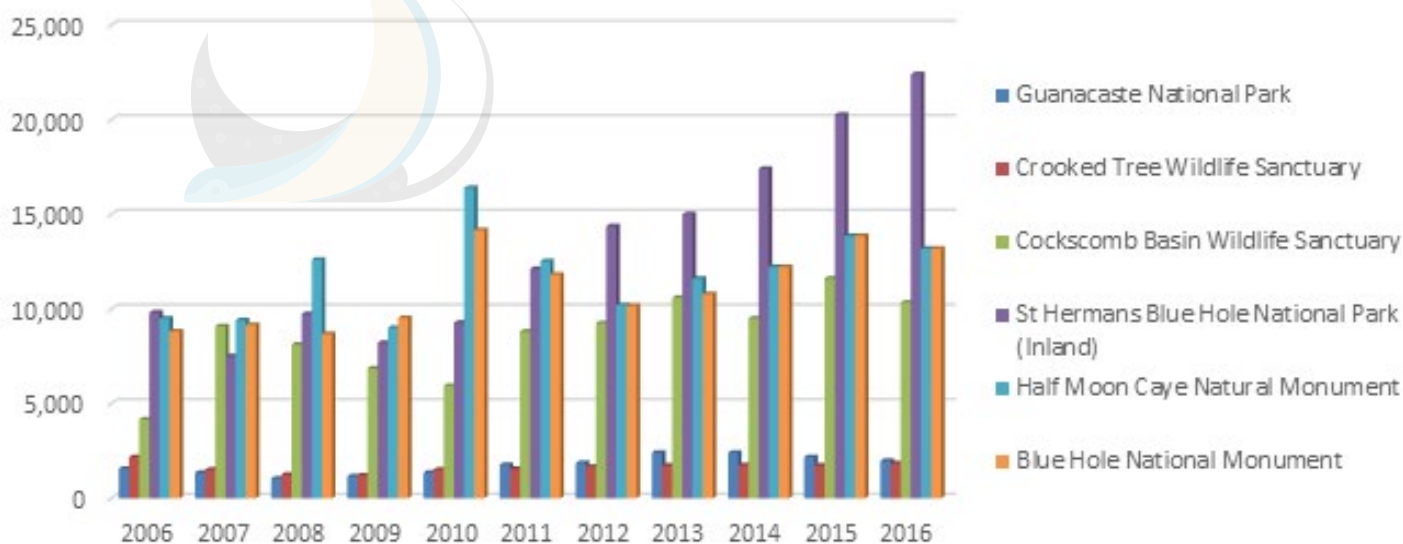


Figure 5.9



St. Herman's Blue Hole National Park had the most site visits of the BAS protected areas, with over 22,000 guests in 2016. The Crooked Tree Wildlife Sanctuary had the fewest visitors in 2016, with a little over 1,800 visitors.



There was a 1.2% decrease in the annual visitors to Caves Branch in 2016, approximately 1,900 fewer visitors than there were in 2015.

Arrivals to Cave Branch by Visitor Type 2015

2015	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
Non-residents	7,289	6,013	12,793	8,018	4,235	4,911	7,833	6,508	3,171	2,742	2,148	10,229	75,890
Residents	4	0	0	0	0	6	0	6	0	53	0	0	69
Government	0	0	0	6	0	0	0	8	3	4	5	11	37
School trips	0	0	0	96	105	0	0	0	0	17	7	0	225
Sunday Belizeans	25	113	0	1,527	394	119	0	1,094	587	430	70	0	4,359
Cruise Ship visitors	9,408	7,526	12,482	8,233	3,835	3,260	8,066	6,137	4,587	112	1,615	10,657	75,918
Monthly Total:	16,726	13,652	25,275	17,880	8,569	8,296	15,899	13,753	8,348	3,358	3,845	20,897	156,498

Table 5.7



Arrivals to Cave Branch by Visitor Type 2016

2016	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
Non-residents	7,291	5,672	10,863	8,874	5,476	7,623	7,267	4,805	2,706	2,829	3,774	5,530	72,710
Residents	0	0	15	0	0	0	2	0	0	0	0	0	17
Schools	0	0	0	91	275	135	0	0	0	34	0	29	564
Government	0	0	0	0	0	0	0	0	0	0	0	0	0
Bze Sundays	198	162	132	781	1,607	426	300	207	182	450	47	140	4,632
Cruise Ship Visitors	7,364	6,329	12,244	7,428	6,045	7,818	5,648	3,060	3,723	3,477	6,124	7,400	76,660
Monthly Total:	14,853	12,163	23,254	17,174	13,403	16,002	13,217	8,072	6,611	6,790	9,945	13,099	154,583

Table 5.8



SECTION VI: REPORTS ON BELIZE'S ACCOMMODATION SECTOR



SECTION VI



SECTION VI: REPORTS ON BELIZE'S ACCOMMODATION SECTOR

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.

Number of Hotels by Area

Area	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Belize District	59	61	56	54	54	55	58	57	58	62
Caye Caulker	73	71	75	79	86	87	90	105	108	118
Cayo	97	95	101	101	110	114	118	122	125	139
Corozal	29	34	34	36	37	33	34	33	33	29
Orange Walk	20	19	19	19	22	21	20	23	23	21
Placencia	88	99	109	104	113	119	121	135	156	155
Ambergris Caye	99	108	125	141	154	153	163	166	172	170
Stann Creek	56	60	58	56	60	61	69	81	91	92
Toledo	35	36	37	38	39	39	39	40	40	36
Other Islands	35	37	37	36	41	41	45	43	44	39
TOTAL	591	620	651	664	716	723	757	805	850	861
% Change	5.3	4.9	5.0	2.0	7.8	1.0	4.7	6.3	5.6	1.3

Table 6.1



The number of accommodations increased by 11 properties in 2016, which translates to an increase of 1.3% over the total for 2015. The largest regional increase occurred in Cayo, where the number of properties grew by 14 or 11.2% over the figure in 2015.



Number of Hotels by Area

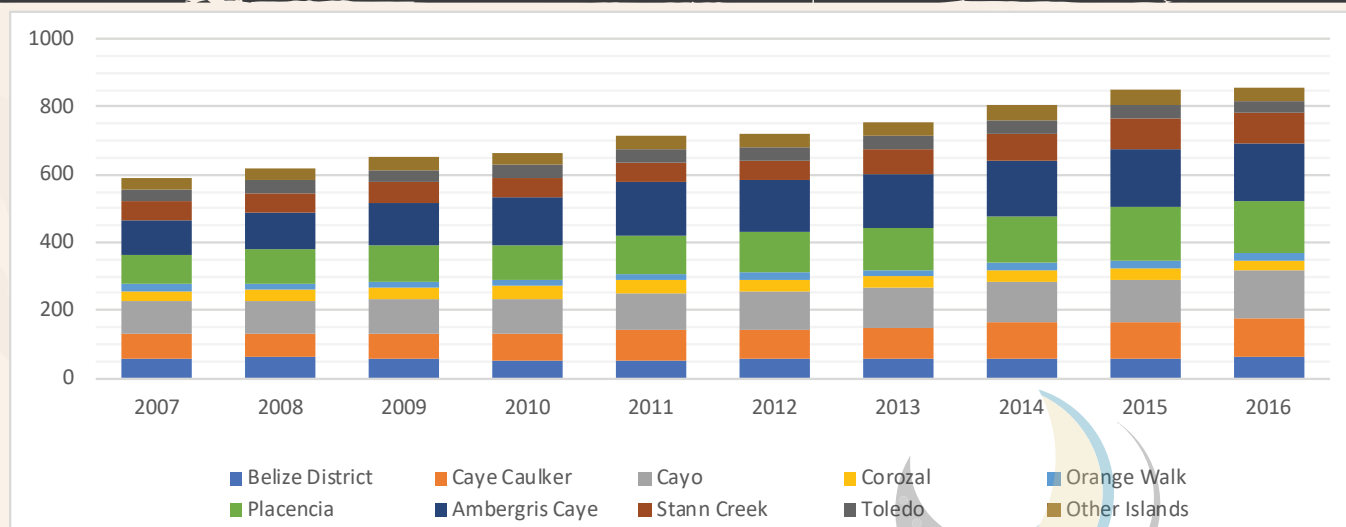


Figure 6.1



Similarly to the number of properties, the total number of rooms countrywide also increased. The number of rooms increased by 593, which translated to an increase of 7.8% over the figure in 2015. The largest increase occurred in the Ambergris Caye area, where the number of rooms increased by 333, or 17.5%.

Number of Rooms by Area

Area	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Belize District	966	987	950	929	938	942	1107	931	930	917
Caye Caulker	580	600	650	652	629	610	680	713	726	851
Cayo	942	984	1011	1001	1098	1118	1107	1143	1174	1256
Corozal	283	306	310	350	358	327	334	368	371	346
Orange Walk	237	237	239	247	262	260	258	289	291	264
Placencia	689	706	731	707	721	730	764	764	842	961
Ambergris Caye	1443	1559	1601	1772	1862	1716	1841	1833	1898	2231
Stann Creek	495	522	542	540	542	544	562	608	649	685
Toledo	265	274	292	306	315	312	324	323	323	291
Other Islands	300	364	345	318	386	373	400	392	415	410
TOTAL	6200	6539	6671	6822	7111	6932	7377	7364	7619	8212
% Change	8.8	5.5	2.0	2.3	4.2	-2.5	6.4	-0.2	3.5	7.8

Table 6.2



Number of Rooms by Area

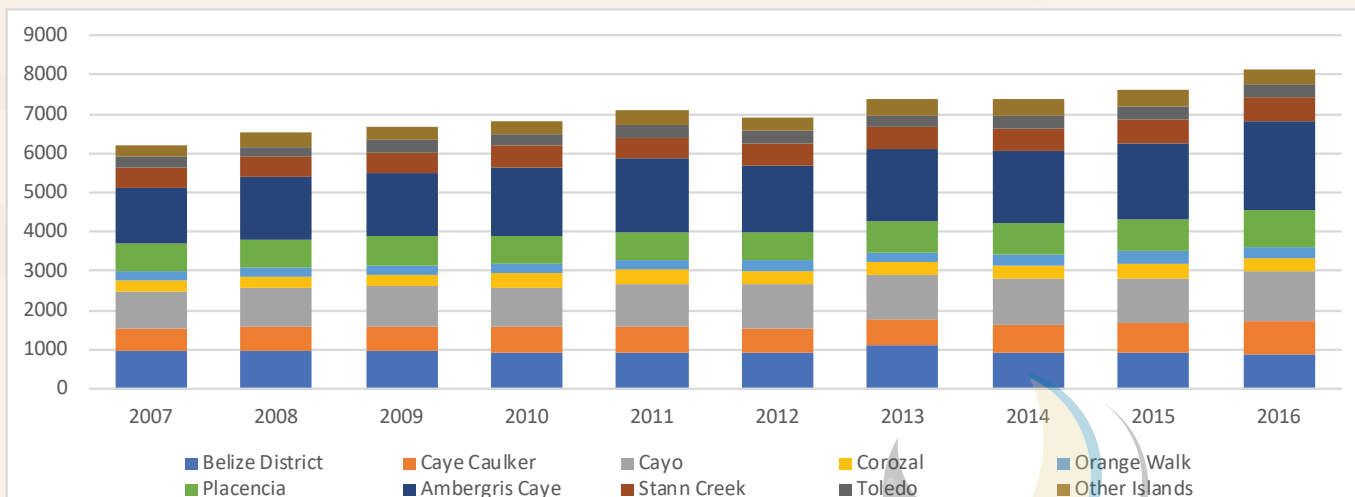


Figure 6.2



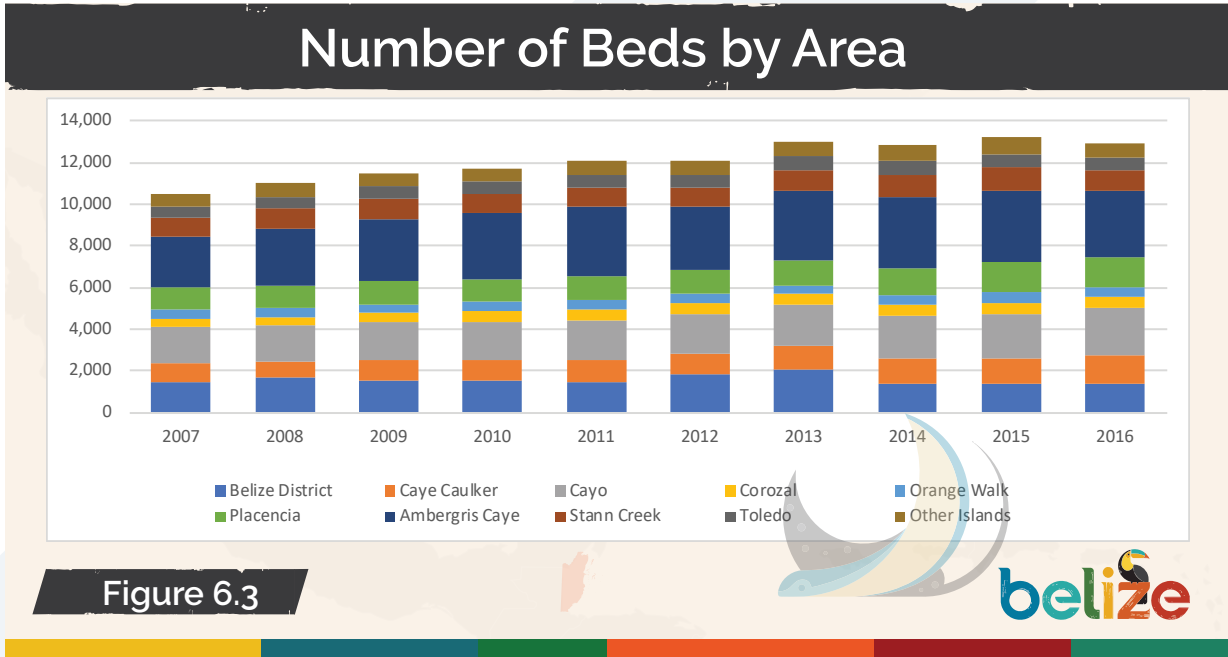
In 2016, the largest increase in the number of beds occurred in Caye Caulker, which noted an increase of 132 beds, or 11% over 2015. The number of beds decreased by 279 countrywide, or 2.1% as compared to the total of 2015.

Number of Beds by Area

Area	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Belize District	1,469	1,647	1,520	1,514	1,468	1,810	2,082	1,394	1,387	1,393
Caye Caulker	921	750	959	1,031	1,034	997	1,125	1,177	1,197	1,329
Cayo	1,726	1,766	1,859	1,814	1,908	1,908	1,965	2,049	2,097	2,277
Corozal	394	427	431	493	529	494	502	565	577	545
Orange Walk	432	433	423	448	469	463	441	471	518	473
Placencia	1,058	1,060	1,125	1,070	1,131	1,193	1,215	1,291	1,434	1,416
Ambergris Caye	2,410	2,701	2,956	3,217	3,364	3,013	3,318	3,388	3,427	3,195
Stann Creek	952	985	945	887	897	915	966	1,082	1,130	1,010
Toledo	544	576	628	647	628	603	668	624	637	572
Other Islands	596	668	653	573	685	662	733	763	807	722
TOTAL	10,502	11,013	11,499	11,694	12,113	12,058	13,015	12,804	13,211	12,932
% Change	8.8	4.9	4.4	1.7	3.6	-0.5	7.9	-1.6	3.2	-2.1

Table 6.3





Belize's hotel industry is mainly comprised of small to medium sized properties. Over 73% of the properties in the country have fewer than 11 rooms. The majority of properties this size are located in Placencia. In 2016, only 1.7% of all properties in Belize had more than 50 rooms. Most of these types of properties are located on Ambergris Caye.

Number of Hotels by Room Size by Area 2016

Area	1-10	11-20	21-50	>50	Total Rooms
Belize District	41	13	5	3	62
Caye Caulker	91	22	4	1	118
Cayo District	97	31	10	1	139
Corozal District	21	3	4	1	29
Orange Walk District	11	6	4	0	21
Placencia	133	14	6	2	155
Ambergris Caye	115	23	25	7	170
Stann Creek District	72	15	5	0	92
Toledo District	27	8	1	0	36
Other Islands	22	14	3	0	39
Total	630	149	67	15	861
% of Total	73.2%	17.3%	7.8%	1.7%	

Table 6.4

Hotel Occupancy by Area (2012)

Area	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Rgnl
Belize District	38	53.6	52	35	46.9	38.4	53.2	47.6	40.8	24.8	49.9	48.6	43.2
Caye Caulker	51.5	71.4	43.3	58.8	39.3	39.7	48.6	36.9	19.3	18.3	35.9	57.2	43.2
Cayo	42.9	35.1	56.3	52	35.7	35	37.7	46.3	20.1	22.6	44.2	53.2	40.2
Corozal	18.1	24.5	32.3	43.1	11.9	15.8	37.4	20.2	32.2	32.6	33.3	50.9	30.4
Orange Walk	48.2	47.7	55.6	42.9	40.4	43.7	19.1	26.3	26.4	29.6	37.5	45.6	38.7
Placencia	34.1	62	49.6	41.5	35.6	29.9	31.3	24.5	16.5	20	32.9	31.8	33
Ambergris Caye	50.6	66.9	62.6	56.8	50.1	50.8	47.2	41.6	25.8	30.2	48.1	50.1	47.7
Stann Creek	36.5	23.8	47.7	53.3	40.4	53.1	52.4	63.2	28.8	45.6	50.8	61.1	48.1
Toledo	36.6	37.3	55.3	55.8	23.9	18	14.9	17.5	13.7	19.5	26.2	28.9	27.2
Other Islands	36.7	30.5	38.9	44.6	39.1	34.2	34.6	31	11.4	23.9	25.6	52.9	34.8
Monthly	42	54.4	53.7	49.7	42.1	40	43.2	39.8	25.8	26.1	43.1	48.9	42.1

Table 6.5



Hotel Occupancy by Area (2013)

Area	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Rgnl
Belize District	47.8	58.4	69.9	63.8	59.5	58.5	63.3	44.5	39.8	45.4	56.6	54.5	54.8
Caye Caulker	61.7	66.5	58.2	54.8	47	44.5	43.7	45.7	18.6	20	40.6	52.6	46
Cayo	45.1	52.7	48.5	43.1	41.2	38.6	46	35.6	16.4	23.2	40.2	47.9	40
Corozal	34.8	47.3	33.1	36.8	24.3	21.5	35.2	29.7	11.3	31.5	24.5	33.6	28.9
Orange Walk	58	59.8	63.5	39.9	42.4	66.3	43.9	32.2	22.4	27.2	30.6	56.7	44.6
Placencia	47.7	34.6	55.3	64.3	47.2	33.1	38.8	30.3	23	33	36.6	37.2	39.6
Ambergris Caye	60.2	63.9	67.7	58	51	52.6	51.5	46.9	26.4	30.9	47.9	54.3	51.1
Stann Creek	67.8	55.1	71	70	57.5	66.1	63.6	62	26.2	38.1	61.3	54.9	58
Toledo	33.3	41.8	49.1	53.9	26.3	40.9	25.3	14.4	10.7	13.6	24	33	30.8
Other Islands	45.3	46	34.1	48.2	45.8	29.3	39.4	24.9	10.5	22.1	30.5	34.8	34.2
Monthly	52.8	56.9	59.1	55.2	48.4	47.4	49.3	40.7	23.9	30.9	44.3	49.4	46.5

Table 6.6



Hotel Occupancy by Area (2014)

Area	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Rgnl
Belize District	59.6	66.4	73.7	70.6	61.7	63.3	57.1	48.5	36	37.3	47.5	59.8	56.7
Caye Caulker	55.3	69.1	75.1	72	47.8	43.8	55.3	43.5	18.7	25.4	48.9	49.6	51.1
Cayo	50.4	55.3	65.3	48.6	40.6	50.4	45.5	37.6	20.3	30.1	38.8	44.1	43.8
Corozal	32.8	42.1	27.9	33.7	26.5	26.2	38.9	29.9	27.4	46.5	23.6	25.7	31.4
Orange Walk	47.8	59.9	38.8	43.5	42.2	53.9	39	17.8	25.2	20.7	27.6	30.7	38.1
Placencia	43.1	49.5	53.6	47.3	34.4	34.7	34.6	32	18.8	20.3	31.3	37	36.9
Ambergris Caye	56.3	65.2	60.8	52.6	46.8	50.6	49.4	40.9	23.4	29.7	46.4	52.7	48
Stann Creek	71.3	85.2	46.9	65	62.9	61.7	64.8	59.1	17.9	22.4	36.2	51.7	53.7
Toledo	29.2	43.1	35.3	41.1	37.1	38.2	18.2	27.8	17.2	14.3	29	32.6	30
Other Islands	47.2	39.5	37.6	52.9	25.5	32	23.6	19.2	13.3	20.7	24.7	34.7	32.5
Monthly	52.7	60.4	58.5	54.2	45.2	49.7	46.9	39.7	24	29	40.4	47.7	45.9

Table 6.7



Hotel Occupancy by Area (2015)

Area	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Rgnl
Belize District	57.1	49.5	57.2	44.7	41.5	43.7	53.5	42.1	41.3	36.5	41.5	51.3	46.7
Caye Caulker	66.7	61.5	60.0	57.7	46.2	37.5	49.1	45.1	23.3	26.8	57.5	67.1	50.3
Cayo	49.1	55.6	53.2	55.8	34.9	45.9	44.7	34.6	22.4	20.3	49.9	46.2	44.3
Corozal	17.7	30.0	22.2	19.5	16.4	17.6	18.8	16.0	14.7	19.3	20.4	20.9	19.4
Orange Walk	42.9	44.5	44.1	42.6	31.8	39.5	49.8	25.7	23.7	28.0	34.8	34.9	36.5
Placencia	38.4	40.6	46.8	30.9	30.9	38.2	27.1	30.5	15.0	20.8	28.9	40.1	32.2
Ambergris Caye	56.3	66.3	64.0	51.1	39.7	44.0	44.4	41.3	21.9	28.4	51.2	56.0	47.0
Stann Creek	57.1	55.3	68.5	63.6	54.1	58.5	53.1	57.1	29.1	51.8	74.8	67.5	57.7
Toledo	41.2	42.1	47.2	35.5	30.5	21.6	16.8	17.2	12.0	24.6	32.2	41.7	30.4
Other Islands	23.0	38.5	36.0	41.0	22.2	24.1	20.3	36.8	10.2	19.1	33.2	39.6	28.5
Monthly	50.0	54.3	55.4	46.7	37.3	41.6	42.1	37.7	23.3	28.5	45.0	49.5	42.8

Table 6.8



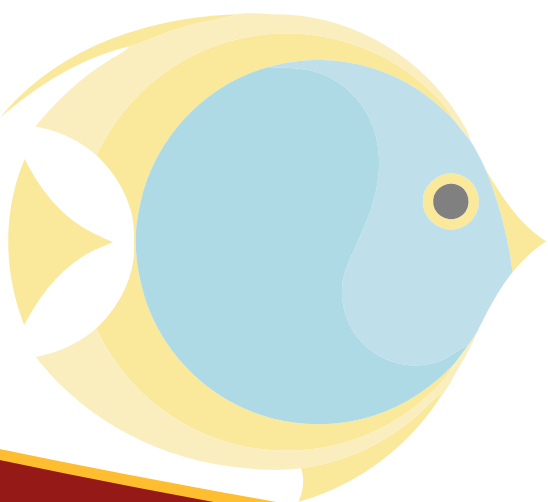
Hotel Occupancy by Area (2016)

Area	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Rgnl
Belize District	50.0	55.9	50.6	40.8	39.0	44.5	38.4	44.1	38.4	30.7	39.3	31.4	41.8
Caye Caulker	59.9	65.8	58.0	42.1	42.6	31.3	44.6	32.3	25.4	25.0	36.2	42.0	42.0
Cayo	40.3	53.4	46.3	35.9	31.3	33.4	34.4	26.3	18.2	20.9	29.0	32.9	33.4
Corozal	27.4	32.4	23.5	21.7	16.5	26.1	28.4	18.4	15.5	16.7	19.7	19.5	22.1
Orange Walk	34.1	36.7	41.4	25.2	24.4	34.8	28.3	26.1	17.0	19.2	44.2	26.8	29.9
Placencia	47.2	54.0	51.3	29.2	27.0	22.1	22.1	20.7	11.4	16.7	25.6	25.2	29.0
Ambergris Caye	57.4	68.1	65.7	43.4	38.9	38.4	45.4	30.9	17.8	24.7	37.4	42.7	41.9
Stann Creek	38.9	51.6	37.1	38.0	29.8	32.8	24.1	30.0	22.0	27.0	27.2	38.9	33.2
Toledo	28.4	21.0	24.2	28.2	25.2	19.0	14.0	15.7	10.3	9.5	16.0	6.2	18.7
Other Islands	46.0	47.5	47.5	31.5	28.2	29.1	29.7	26.6	21.3	25.4	29.7	37.6	33.4
Monthly	48.5	56.9	52.2	37.9	34.3	34.9	36.5	30.4	21.4	23.8	33.4	35.5	37.0

Table 6.9



The hotel occupancy decreased from 42.8% in 2015 to 37.0% in 2016. This may appear to be a peculiar occurrence since the number of overnight visitors to the country increased by over 13% in 2016. It is important to realize however, that the number of rooms increased by 7.8% in 2016 which added to the pool of available rooms in 2016. This was a major contributing factor in the decrease of the annual occupancy, since there were many more rooms to be filled in 2016 than there were in 2015. In addition to the continued increase in the pool of available rooms, Belize has begun to attract a broader range of overnight clientele. This includes visitors who come to stay with friends and relatives. These types of guests are considered to be budget travelers, since they do not usually stay in paid accommodations and thus have a lower expenditure profile than other types of tourists. This is part of the reason why even though these kinds of visitors are adding to the numerical value of registered overnight tourist visitors, the numbers are not translating to actual accommodation stays.



Hotel Occupancy by Area/Region 2016

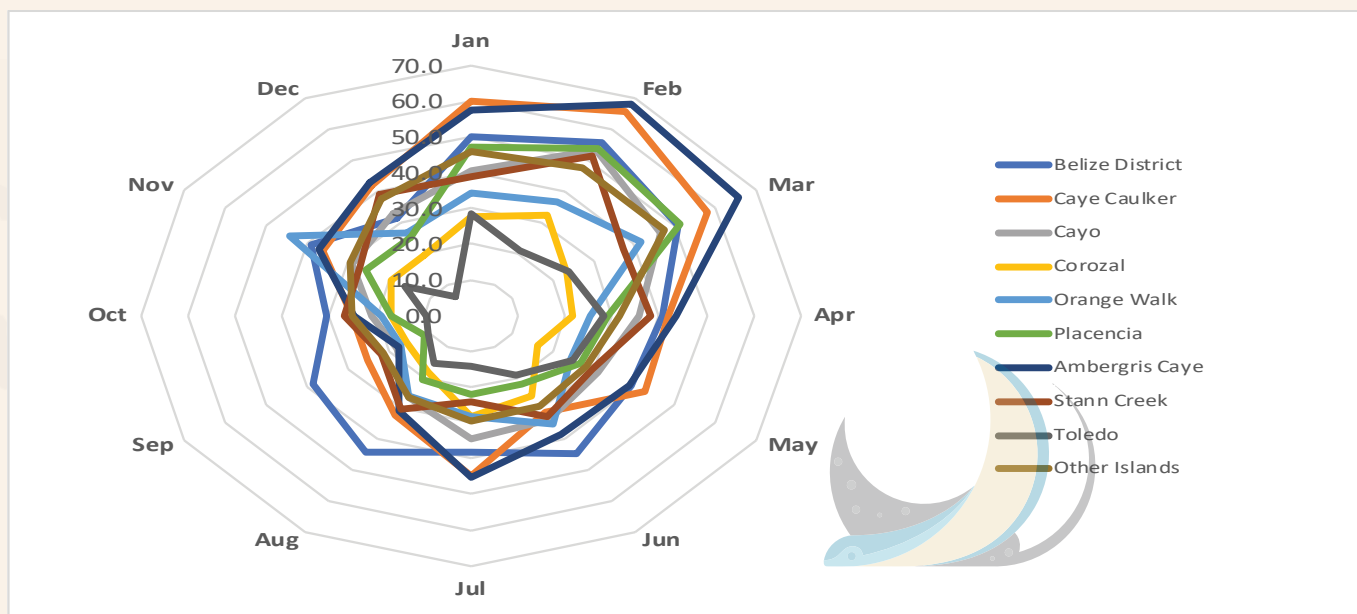


Figure 6.4



Ambergris Caye and Caye Caulker were the top two performing regions in terms of hotel occupancy in 2016. They were the two of the three regions to report an annual occupancy greater than 40% in 2016. The Belize district was the third top performer in hotel occupancy in 2016 with 41.8%.



Hotel Occupancy by Month (2007 - 2016)

Month	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
January	48.1	44.0	40.9	38.0	45.7	42.0	52.8	52.7	50.0	48.5
February	59.2	52.8	44.5	47.2	55.5	54.4	56.9	60.4	54.3	56.9
March	58.6	54.1	46.8	48.1	50.6	53.7	59.1	58.5	55.4	52.2
April	53.0	41.8	39.4	42.9	41.9	49.7	55.2	54.2	46.7	37.9
May	45.4	41.6	33.1	33.2	37.9	42.1	48.4	45.2	37.3	34.3
June	45.6	40.2	35.3	34.8	38.7	40.0	47.4	49.7	41.6	34.9
July	44.3	39.0	34.6	33.9	38.3	43.2	49.3	46.9	42.1	36.5
August	38.2	37.5	30.0	31.6	31.9	39.8	40.7	39.7	37.7	30.4
September	23.3	20.4	19.3	17.3	24.9	25.8	23.9	24.0	23.3	21.4
October	27.2	26.1	20.6	18.4	22.3	26.1	30.9	29.0	28.5	23.8
November	41.9	39.1	29.8	30.7	33.3	43.1	44.3	40.4	45.0	33.4
December	44.7	37.9	34.3	39.8	45.6	48.9	49.4	47.7	49.5	35.5
Annual	44.3	39.9	34.1	34.9	39.3	42.1	46.5	45.9	42.8	37.0

Table 6.10



Hotel Occupancy by Month: 2007 – 2016

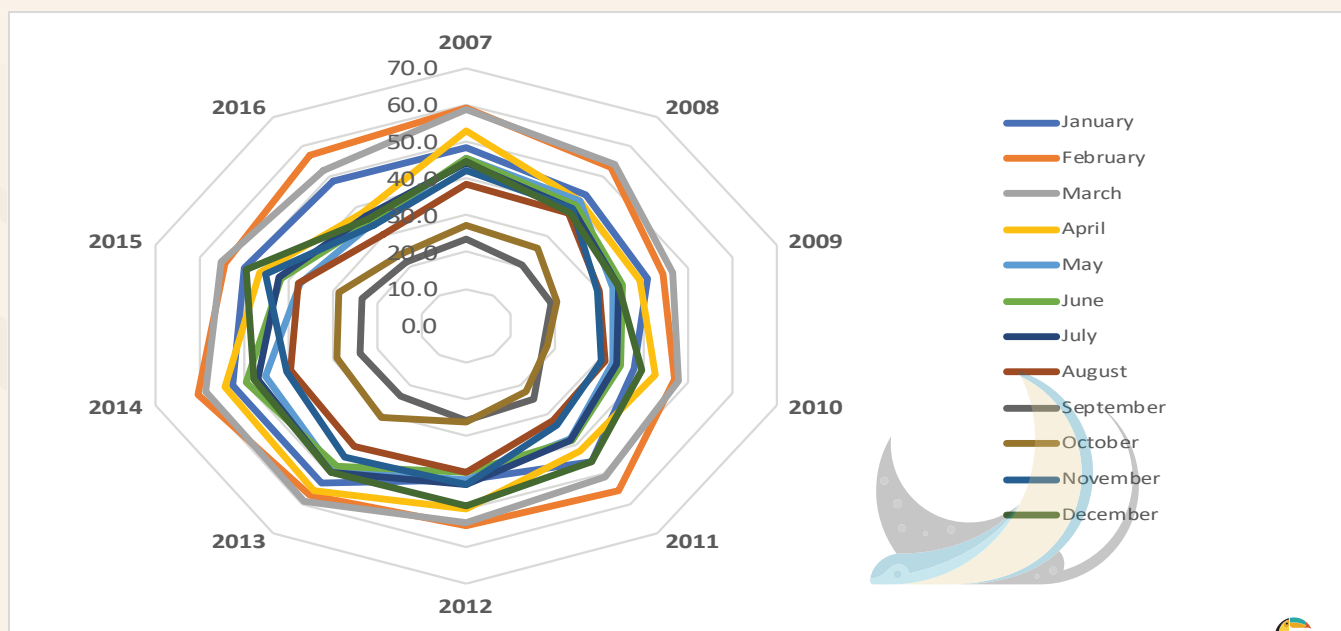


Figure 6.5



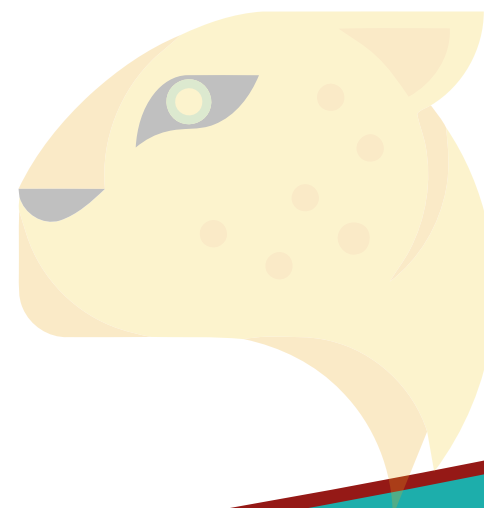
Average Daily Room Rate by Area (\$BZ)

Area	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Belize District	\$140.84	\$156.42	\$158.58	\$151.55	\$159.85	\$171.51	\$173.08	\$173.67	\$169.12	\$194.72
Caye Caulker	\$101.94	\$105.51	\$110.95	\$112.06	\$115.19	\$132.71	\$122.79	\$145.04	\$149.61	\$167.73
Cayo	\$170.97	\$193.31	\$190.15	\$189.73	\$198.25	\$234.77	\$207.34	\$221.75	\$235.08	\$253.42
Corozal	\$128.28	\$104.87	\$103.80	\$94.44	\$92.50	\$91.83	\$94.72	\$105.22	\$117.02	\$122.13
Orange Walk	\$131.56	\$132.77	\$118.14	\$112.87	\$104.18	\$128.94	\$125.41	\$136.31	\$130.23	\$135.74
Placencia	\$308.63	\$301.05	\$285.76	\$246.25	\$262.47	\$274.31	\$300.78	\$317.93	\$336.62	\$371.74
Ambergris Caye	\$287.60	\$338.47	\$335.15	\$335.00	\$358.34	\$401.32	\$397.72	\$464.94	\$424.59	\$421.97
Stann Creek	\$206.08	\$225.71	\$222.08	\$230.86	\$234.15	\$238.86	\$268.60	\$279.36	\$266.82	\$281.51
Toledo	\$93.02	\$118.10	\$111.82	\$114.40	\$140.17	\$142.42	\$153.66	\$171.66	\$205.55	\$212.76
Other Islands	\$192.33	\$239.66	\$206.67	\$205.86	\$213.74	\$236.24	\$216.98	\$258.90	\$291.07	\$317.72
Average	\$206.61	\$226.88	\$221.63	\$217.42	\$225.93	\$257.51	\$253.43	\$285.41	\$278.47	\$294.13

Table 6.11



The overall average daily room rate increased by about \$15 BZD from \$278.47 BZD in 2015, to \$294.13 BZD in 2016. Ambergris Caye had the highest average room rate in 2016, at over \$421.97 BZD per night. Ambergris Caye has had the highest average room rate in the country for the past nine years. In 2016, Corozal had the lowest average room rate in the country, at \$122.13 BZD. Corozal has had the lowest average room rate in the country for the past nine years.



Average Daily Room Rate (\$BZ)

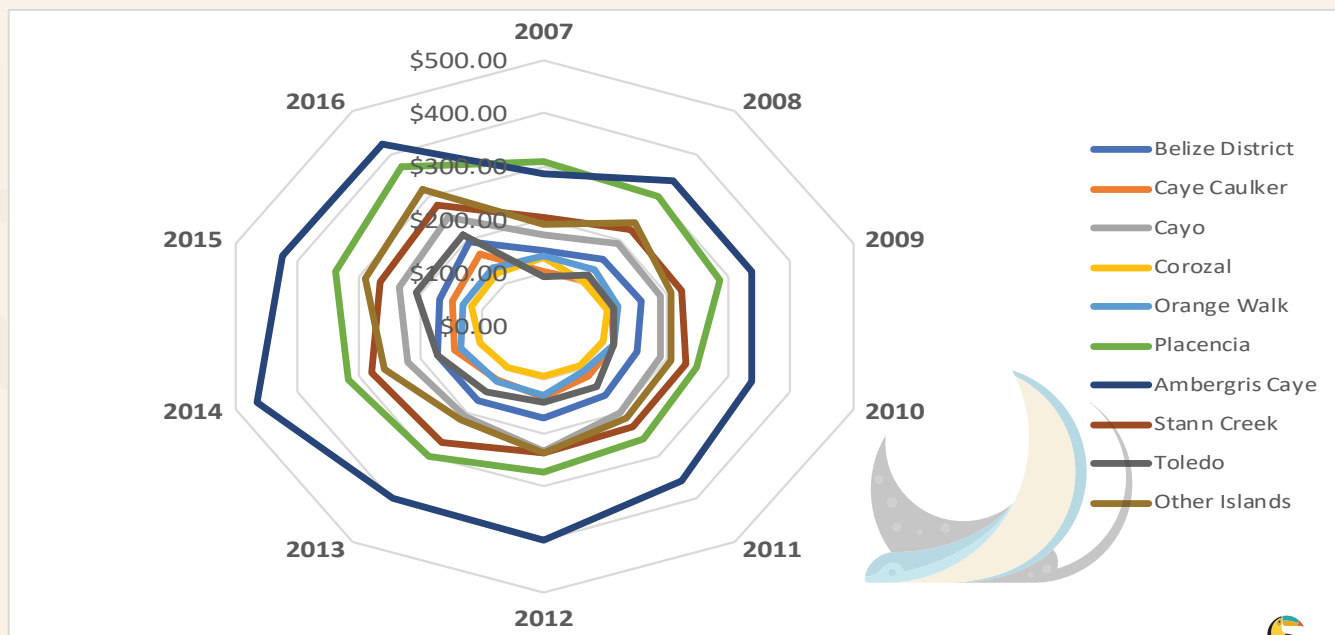


Figure 6.6



Revenue Generated by Month (%)

Month	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
January	10.7	10.9	12.0	10.0	11.9	10.3	10.9	11.4	11.8	11.8
February	11.8	12.5	11.8	10.9	10.1	10.8	10.9	11.2	11.6	12.0
March	13.4	14.4	13.0	13.1	13.2	12.4	12.8	12.9	12.0	13.0
April	9.0	9.4	10.9	10.7	11.2	10.0	9.1	10.0	9.7	9.2
May	9.0	8.9	8.2	8.7	9.4	7.7	7.6	8.3	6.4	7.3
June	7.7	7.8	7.3	8.2	5.0	7.9	7.8	7.4	7.2	7.6
July	7.5	7.0	6.2	7.6	8.6	7.6	7.8	7.9	7.6	8.2
August	6.4	7.0	6.5	6.8	6.9	6.4	6.9	6.6	6.3	5.9
September	3.4	3.0	3.4	3.2	2.5	3.6	3.3	3.0	3.2	3.5
October	3.8	3.4	3.9	3.8	3.2	4.4	4.1	3.9	4.3	4.5
November	6.2	6.7	6.3	5.6	7.2	7.1	7.2	6.7	7.7	6.8
December	11.0	9.2	10.6	11.5	11.0	11.8	11.7	10.8	12.1	10.3
Total	100	100	100	100	100	100	100	100	100	100
\$BZ Million	\$128.20	\$130.30	\$110.00	\$115.00	\$138.00	\$162.00	\$183.00	\$207.00	\$227.24	\$245.30

Table 6.12



Average Daily Room Rate by Month(\$BZ)

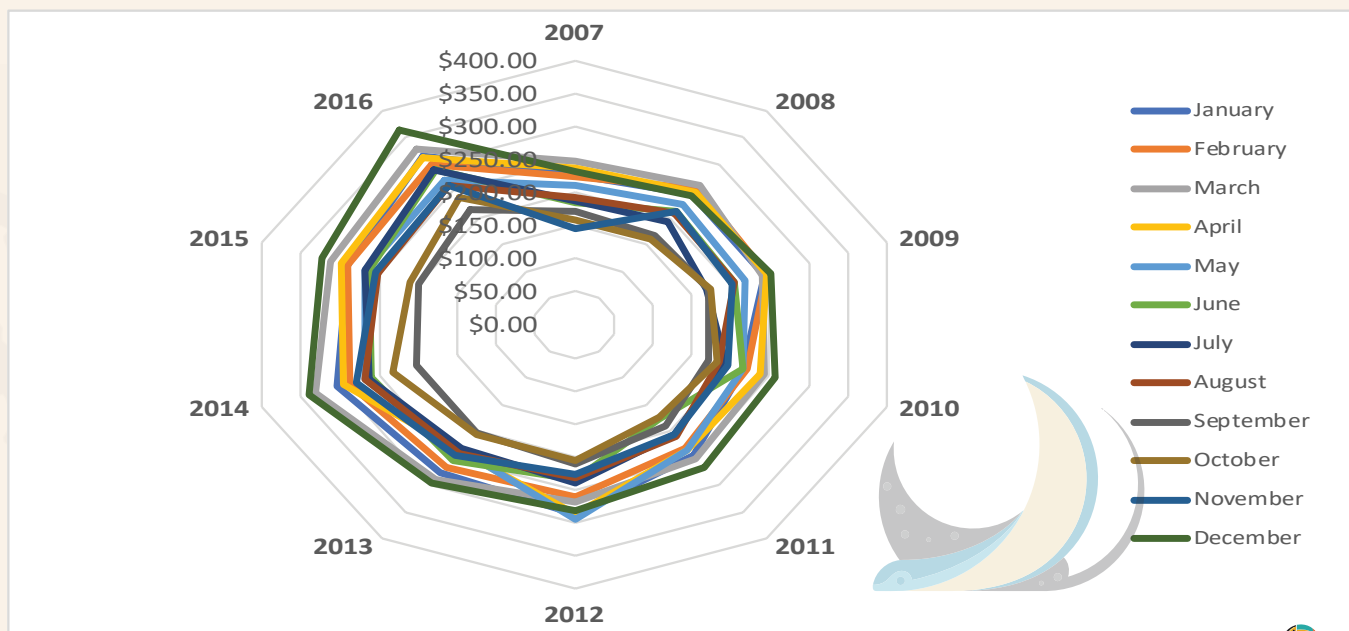


Figure 6.7



Revenue per Available Room - RevPAR (\$BZ) by Area 2015

Area	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Rgnl
Belize District	\$135.23	\$116.61	\$122.97	\$98.02	\$84.51	\$91.28	\$117.77	\$84.96	\$81.67	\$75.81	\$80.07	\$112.81	\$100.28
Caye Caulker	\$154.53	\$148.41	\$138.08	\$137.25	\$94.95	\$88.63	\$104.13	\$83.19	\$43.53	\$49.11	\$123.60	\$152.77	\$111.17
Cayo	\$151.71	\$181.10	\$200.73	\$182.73	\$103.19	\$113.87	\$115.52	\$102.27	\$47.64	\$46.57	\$125.72	\$189.99	\$135.71
Corozal	\$21.46	\$39.54	\$31.78	\$26.05	\$19.27	\$30.30	\$32.31	\$18.24	\$19.10	\$27.39	\$27.66	\$28.99	\$26.34
Orange Walk	\$83.66	\$93.94	\$105.54	\$64.97	\$36.99	\$57.81	\$55.91	\$32.36	\$24.60	\$31.38	\$43.99	\$66.74	\$58.27
Placencia	\$209.96	\$256.55	\$267.57	\$184.30	\$130.23	\$140.12	\$98.86	\$107.89	\$48.59	\$46.60	\$119.85	\$285.00	\$155.71
Ambergris Caye	\$285.66	\$303.59	\$315.06	\$248.80	\$168.13	\$181.41	\$206.87	\$163.46	\$77.84	\$102.31	\$201.61	\$302.40	\$212.74
Stann Creek	\$286.98	\$288.36	\$309.00	\$300.07	\$230.98	\$246.58	\$156.78	\$197.95	\$78.33	\$153.69	\$243.88	\$362.93	\$238.86
Toledo	\$142.32	\$168.96	\$151.21	\$114.49	\$95.26	\$58.46	\$47.25	\$45.90	\$19.22	\$35.65	\$104.17	\$186.75	\$99.05
Other Islands	\$97.03	\$106.57	\$135.08	\$127.33	\$65.19	\$72.56	\$71.80	\$122.77	\$55.78	\$64.98	\$122.57	\$159.14	\$99.81

Table 6.13



SECTION VI: REPORTS ON BELIZE'S ACCOMMODATION SECTOR

Revenue per Available Room - RevPAR (\$BZ) by Area 2016

Area	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Rgnl
Belize District	\$98.60	\$106.57	\$106.70	\$89.95	\$77.43	\$95.02	\$93.05	\$85.10	\$74.61	\$60.09	\$80.08	\$85.41	\$87.60
Caye Caulker	\$128.13	\$129.95	\$119.83	\$86.71	\$79.11	\$70.98	\$85.47	\$61.04	\$40.70	\$39.89	\$62.39	\$92.35	\$83.03
Cayo	\$140.16	\$166.65	\$164.99	\$120.14	\$82.74	\$99.03	\$103.97	\$73.18	\$38.13	\$53.46	\$81.97	\$145.22	\$105.65
Corozal	\$37.01	\$41.63	\$36.24	\$28.36	\$24.08	\$36.77	\$41.01	\$23.77	\$19.12	\$24.43	\$25.44	\$24.50	\$30.17
Orange Walk	\$58.27	\$98.09	\$106.79	\$49.74	\$34.88	\$44.37	\$41.30	\$33.76	\$19.16	\$24.20	\$30.54	\$51.31	\$49.27
Placencia	\$184.92	\$218.60	\$231.56	\$141.65	\$95.69	\$109.84	\$95.42	\$72.15	\$18.45	\$44.41	\$76.73	\$148.32	\$118.14
Ambergris Caye	\$257.43	\$268.05	\$276.93	\$170.71	\$133.97	\$140.00	\$166.11	\$106.95	\$58.17	\$82.25	\$136.19	\$203.58	\$163.94
Stann Creek	\$145.27	\$182.06	\$162.88	\$142.64	\$103.43	\$108.03	\$100.38	\$106.37	\$44.86	\$81.35	\$96.73	\$156.41	\$120.20
Toledo	\$41.30	\$33.07	\$42.43	\$35.92	\$32.47	\$37.89	\$27.91	\$27.87	\$15.38	\$15.84	\$45.89	\$23.42	\$31.80
Other Islands	\$152.86	\$148.60	\$161.39	\$142.88	\$103.71	\$106.89	\$94.18	\$70.95	\$70.95	\$70.37	\$75.39	\$133.26	\$111.09

Table 6.14



Annual Revenue Generated by Area (%)

Area	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Belize District	12.6	12.1	12.0	10.3	10.1	10.0	9.0	8.9	9.2	9.9
Caye Caulker	4.7	4.8	5.5	6.0	6.3	5.8	6.1	6.0	6.3	6.9
Cayo	12.1	13.3	13.0	14.3	13.7	13.0	12.1	11.5	12.4	12.6
Corozal	1.2	1.3	1.5	1.4	1.5	1.2	1.4	1.3	1.2	1.0
Orange Walk	1.8	1.9	1.8	1.8	1.8	1.6	1.4	1.3	1.3	1.2
Placencia	13.5	12.4	11.0	11.4	12.9	11.8	11.7	11.0	12.1	12.9
Ambergris Caye	42.3	42.3	43.3	43.8	42.1	46.1	45.9	48.3	44.8	42.9
Stann Creek	7.2	7.3	7.3	6.7	6.6	5.9	7.4	7.2	7.4	7.5
Toledo	0.9	1.2	1.2	1.4	1.7	1.2	1.3	1.2	1.3	1.2
Other Islands	3.7	3.6	3.2	2.9	3.4	3.2	3.6	3.3	3.9	3.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
\$BZ Million	\$128.20	\$130.30	\$110.00	\$115.00	\$138.00	\$162.00	\$183.00	\$207.00	\$227.24	\$245.30

Table 6.15



Ambergris Caye remains the leading source for accommodation revenue generated annually, accounting for close to 43% of total revenue generated in 2016. Placencia was a distant second, generating 12.9% of the accommodation revenue in 2016 and Cayo was third, generating just over 12.6% of the accommodation revenue.



Annual Revenue Generated by Area(%)

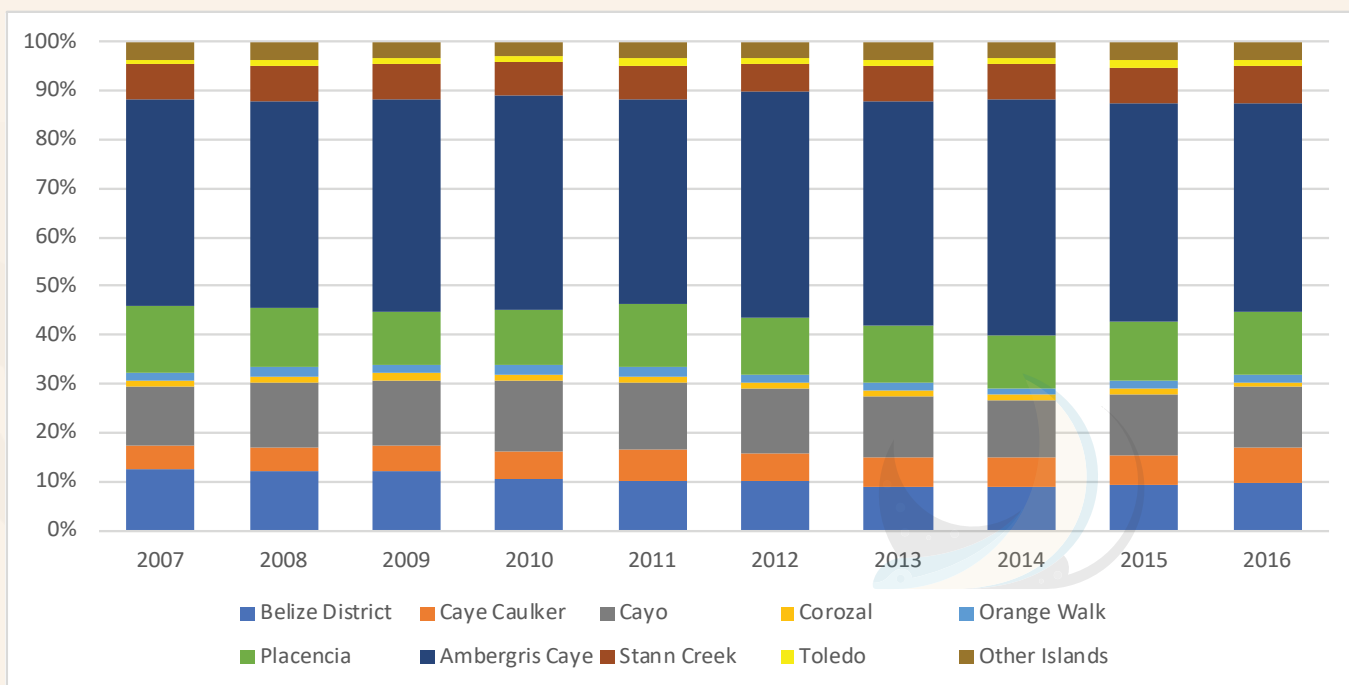
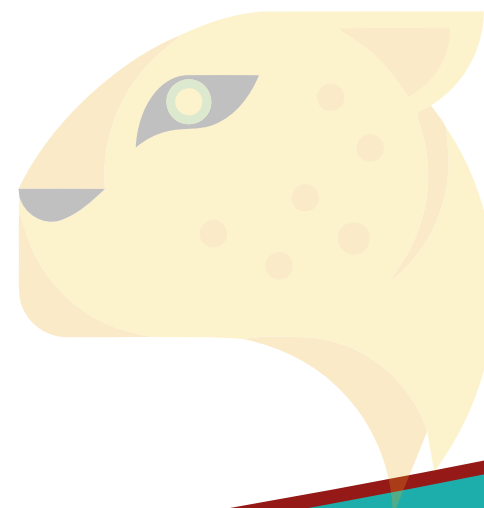


Figure 6.8



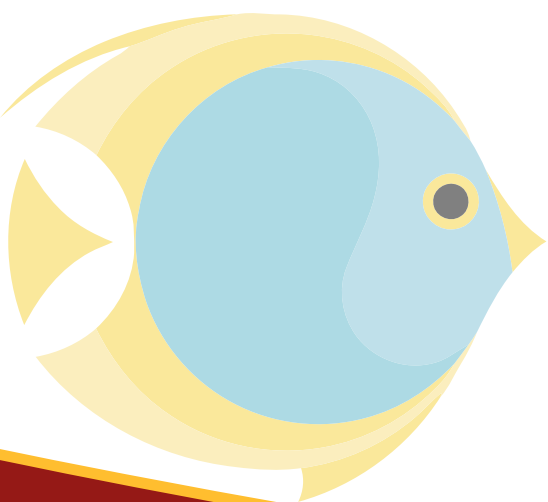
In 2016, the majority of the accommodation revenue was generated in the month of March.



Revenue Generated by Month (%)

Month	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
January	10.7	10.9	12.0	10.0	11.9	10.3	10.9	11.4	11.8	11.8
February	11.8	12.5	11.8	10.9	10.1	10.8	10.9	11.2	11.6	12.0
March	13.4	14.4	13.0	13.1	13.2	12.4	12.8	12.9	12.0	13.0
April	9.0	9.4	10.9	10.7	11.2	10.0	9.1	10.0	9.7	9.2
May	9.0	8.9	8.2	8.7	9.4	7.7	7.6	8.3	6.4	7.3
June	7.7	7.8	7.3	8.2	5.0	7.9	7.8	7.4	7.2	7.6
July	7.5	7.0	6.2	7.6	8.6	7.6	7.8	7.9	7.6	8.2
August	6.4	7.0	6.5	6.8	6.9	6.4	6.9	6.6	6.3	5.9
September	3.4	3.0	3.4	3.2	2.5	3.6	3.3	3.0	3.2	3.5
October	3.8	3.4	3.9	3.8	3.2	4.4	4.1	3.9	4.3	4.5
November	6.2	6.7	6.3	5.6	7.2	7.1	7.2	6.7	7.7	6.8
December	11.0	9.2	10.6	11.5	11.0	11.8	11.7	10.8	12.1	10.3
Total	100	100	100	100	100	100	100	100	100	100
\$BZ Million	\$128.20	\$130.30	\$110.00	\$115.00	\$138.00	\$162.00	\$183.00	\$207.00	\$227.24	\$245.30

Table 6.16



SECTION VI: REPORTS ON BELIZE'S ACCOMMODATION SECTOR

Revenue Generated by Month (%)

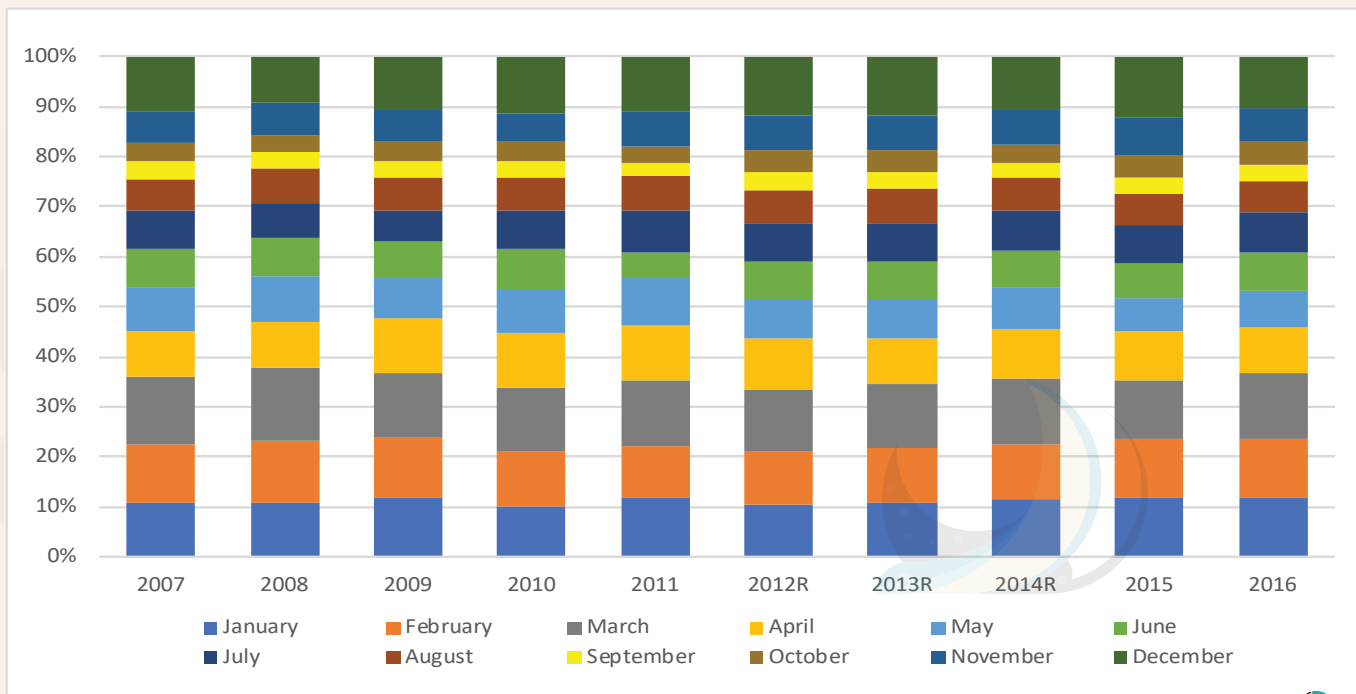


Figure 6.9



Revenue Generated by Quarter (%)

Quarter	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
1st Quarter	35.9	37.8	36.8	34	35.2	32.1	31.7	33.2	35.4	36.8
2nd Quarter	25.7	26	26.4	27.5	25.5	26.5	30.6	31	23.3	24.1
3rd Quarter	17.3	17	16	17.6	18	17.7	22.3	22	17.1	17.6
4th Quarter	21	19.2	20.8	20.9	21.3	23.6	15.4	13.8	24.1	21.5
Total	100	100	100	100	100	100	100	100	100	100

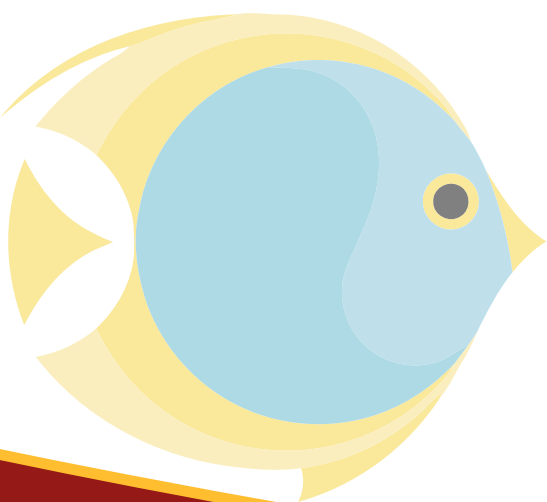
Table 6.17



Persons Employed in the Accomodation Sector by Gender

Gender	2007	2008	2009	2010	2011	2012	2013	2014R	2015P	2016
Males	3980	4006	3690	3434	4451	4806	4880	5213	5241	5316
Females	2600	2708	2586	2429	2869	3126	3162	3440	3422	3629
TOTAL	6580	6714	6276	5863	7320	7932	8042	8653	8663	8945

Table 6.18



Persons Employed by the Accommodation Sector by Gender

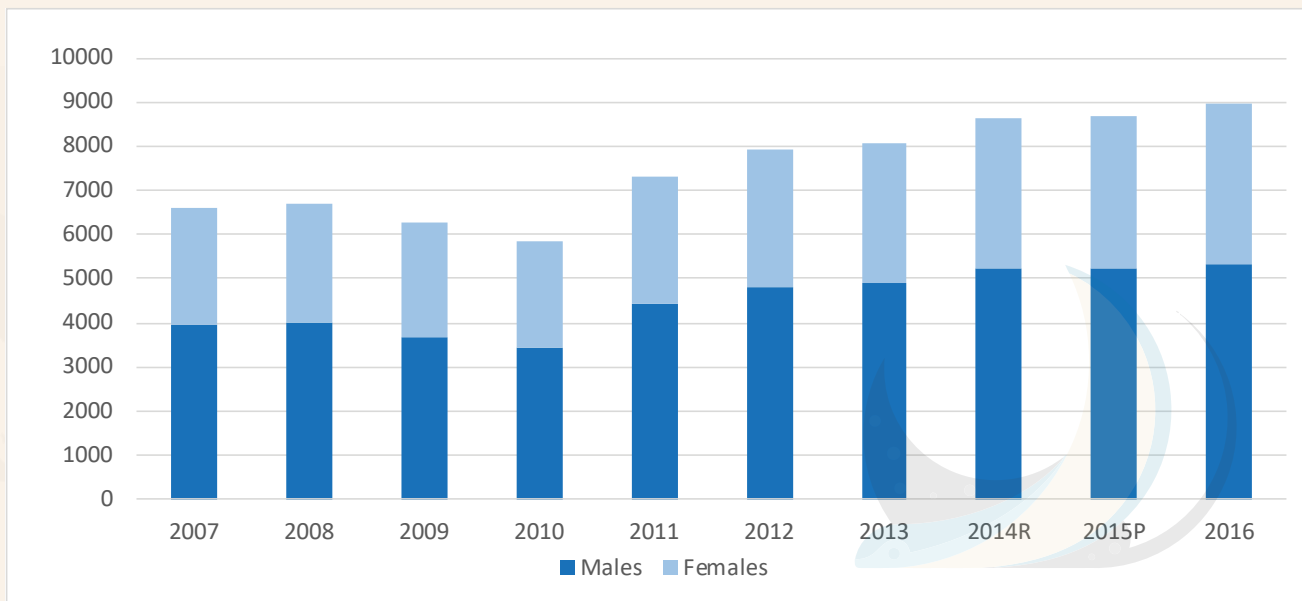


Figure 6.10



A woman is ziplining through a dense tropical forest. She is wearing a grey helmet, a grey tank top, dark shorts, and blue sneakers. She is smiling and holding onto the zipline handle. The forest is filled with large palm trees and other lush greenery. The background is slightly blurred, emphasizing the woman and the zipline. The text "SECTION VII: TOURISM ECONOMIC, REGIONAL, & GLOBAL REPORTS" is overlaid on the left side of the image in a semi-transparent dark box.

SECTION VII: TOURISM ECONOMIC, REGIONAL, & GLOBAL REPORTS

SECTION VII



Tour Guides & Tour Operators

The largest increase in the number of licensed tour guides by region occurred in the Belize District. In 2016, there were 152 more licensed tour guides in the Belize District than there were in 2015. This was followed by Ambergris Caye, where there were 70 more licensed tour guides in 2016 than there were in 2015. Overall, there was a 32% increase in the number of licensed tour guides in 2016 compared to 2015.

Number of Tour Guides by Area

AREA	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Belize District	384	391	299	324	330	315	362	409	505	376	528
Ambergris Caye	178	185	141	129	112	188	252	266	305	260	322
Caye Caulker	76	78	73	84	81	77	94	106	110	95	121
Cayo	197	205	197	233	232	215	288	339	396	361	431
Corozal	31	30	20	24	27	35	44	43	44	55	72
Orange Walk	50	45	42	37	47	49	60	79	93	91	129
Stann Creek	102	105	81	68	80	84	79	80	106	85	125
Placencia	78	85	75	84	80	67	69	98	92	83	112
Toledo	49	49	48	42	34	57	56	61	83	67	105
TOTAL	1,145	1,173	976	1,025	1,023	1,087	1,304	1,481	1,734	1,473	1,945
% change	2.90%	2.40%	-16.80%	5.00%	-0.20%	6.30%	20.00%	13.60%	17.10%	-15.05%	32.00%

Table 7.1



Number of Tour Guides by Area (%)

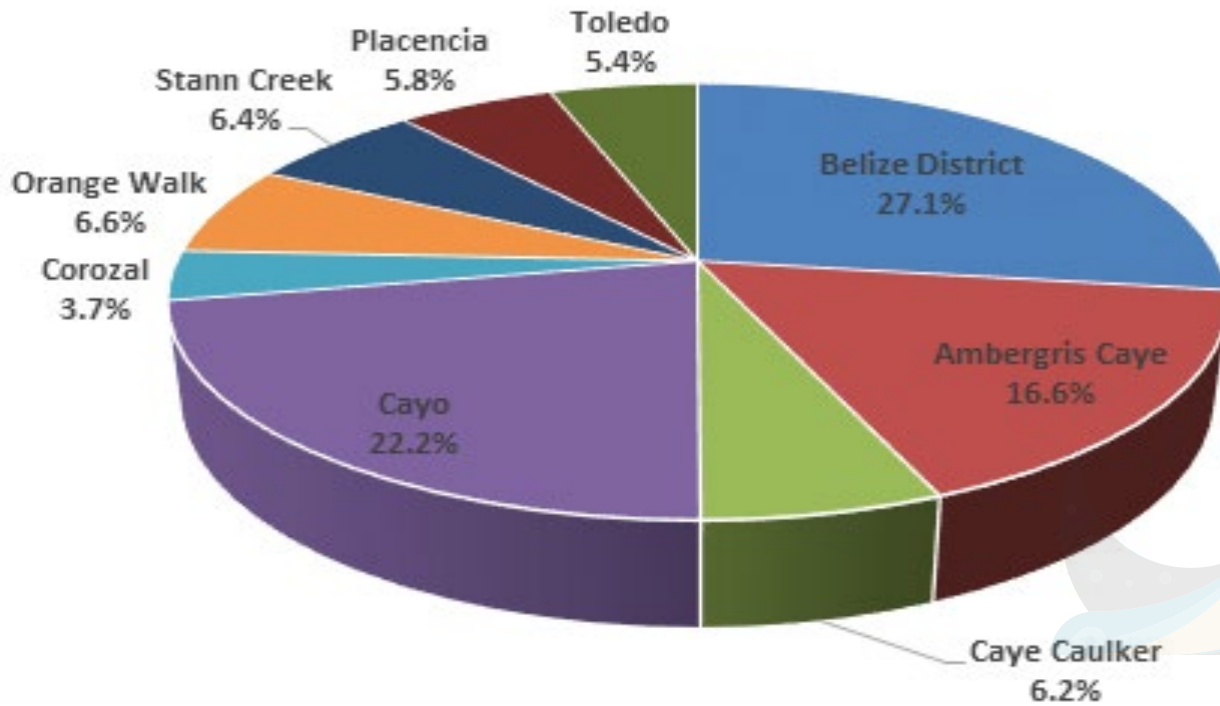


Figure 7.1



Number of Tour Operators by Area

AREA	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Belize District	55	58	55	47	49	48	40	50	80	78	92
Ambergris Caye	31	30	46	45	46	48	40	32	57	59	68
Caye Caulker	21	20	23	21	19	19	23	24	32	40	40
Cayo	30	36	42	40	40	53	44	48	70	77	94
Corozal	2	1	1	1	2	2	3	5	7	5	6
Orange Walk	1	0	1	2	1	1	2	3	5	3	12
Stann Creek	20	22	19	19	17	18	26	14	30	31	38
Placencia	28	28	24	21	19	23	25	20	36	33	43
Toledo	9	10	11	10	8	12	12	13	15	13	16
TOTAL	197	205	222	206	201	224	215	209	332	339	409
% change	-5.70%	4.10%	8.30%	-7.20%	-2.40%	11.00%	-4.00%	-2.80%	58.90%	2.11%	20.60%

Table 7.2



Tour Operators by Area (%)

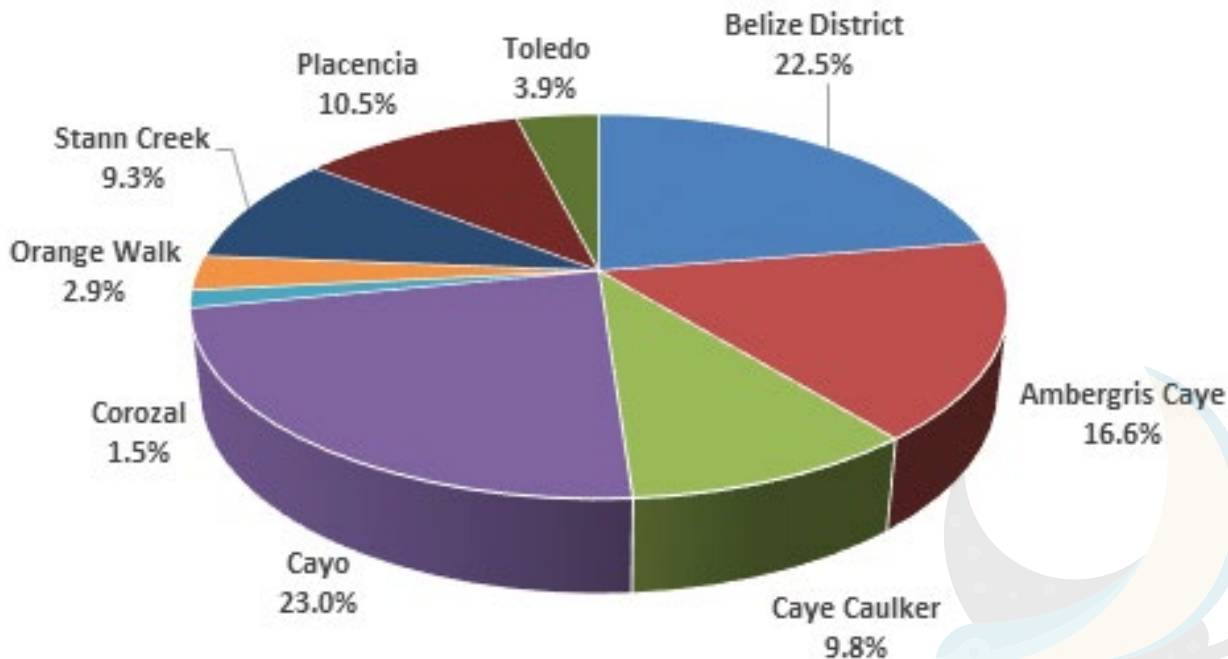


Figure 7.2



Employment Information

The employment figures were received from the Belize Social Security Board. The figures include the number of persons registered by employment area, and also those who work in specific areas related to tourism, such as air, water and land transport, hotels, culture, and travel trade for 2015 and 2016.

Based on the results provided by the Social Security Board, approximately 19,396 persons were employed in the tourism sector in 2016. The total number of employed persons in 2016 was 144,302. This means that approximately every one in seven persons in Belize is employed in the tourism Industry.

Active Insured Persons by Sex, District 2015R

Employment Area	2015R			Employment Area	Nationality			Employment Area	2015R		
	Total	Belizean	Non-Belizean		Total	Belizean	Non-Belizean		Total	Belizean	Non-Belizean
Female	8,031	7,409	622	Male	10,352	9,573	779	Total	18,383	16,982	1,401
Corozal	704	679	25	Corozal	668	632	36	Corozal	1,372	1,311	61
Orange Walk	319	306	13	Orange Walk	272	260	12	Orange Walk	591	566	25
Belize	2,163	2,017	146	Belize	2,426	2,235	191	Belize	4,589	4,252	337
Caye Caulker	334	308	26	Caye Caulker	232	212	20	Caye Caulker	566	520	46
Ambergris Caye	1,534	1,359	175	Ambergris Caye	2,574	2,365	209	Ambergris Caye	4,108	3,724	384
Cayo	1,452	1,347	105	Cayo	1,747	1,628	119	Cayo	3,199	2,975	224
Stann Creek	729	660	69	Stann Creek	901	839	62	Stann Creek	1,630	1,499	131
Placencia	506	456	50	Placencia	893	807	86	Placencia	1,399	1,263	136
Toledo	197	188	9	Toledo	445	418	27	Toledo	642	606	36
Other Island	93	89	4	Other Island	194	177	17	Other Island	287	266	21

Table 7.3



Please note the following:

These employment figures do not include undocumented persons working in the Tourism Industry. The 2015 employment data has been revised and reflects the most updated figures available.

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Active Insured Persons by Sex, District 2016P

Area	2016P			Nationality			Area	Total	Belizean	Non-Belizean	
	Total	Belizean	Non-Belizean	Area	Total	Belizean					Non-Belizean
Female	8,656	8,002	654	Male	10,740	9,933	807	Area Total	19,396	17,935	1,461
Corozal	732	709	23	Corozal	628	593	35	Corozal	1,360	1,302	58
Orange Walk	364	348	16	Orange	264	249	15	Orange	628	597	31
Belize	2,392	2,254	138	Belize	2,570	2,372	198	Belize	4,962	4,626	336
Caye Caulker	356	324	32	Caye	273	252	21	Caye	629	576	53
Ambergris Caye	1,627	1,446	181	Ambergri	2,551	2,349	202	Ambergri	4,178	3,795	383
Cayo	1,522	1,415	107	Cayo	1,753	1,631	122	Cayo	3,275	3,046	229
Stann Creek	785	701	84	Stann	1,002	925	77	Stann	1,787	1,626	161
Placencia	583	527	56	Placencia	1,110	1,005	105	Placencia	1,693	1,532	161
Toledo	213	200	13	Toledo	411	391	20	Toledo	624	591	33
Other Island	82	78	4	Other	178	166	12	Other	260	244	16

Table 7.4



Please note the following:

These employment figures do not include undocumented persons working in the Tourism Industry. The 2015 employment data has been revised and reflects the most updated figures available.

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Active Insured Persons by Sex by Industry 2015R

	District						Total
	Belize	Cayo	Corozal	Orange Walk	Stann Creek	Toledo	
Total	9,193	3,346	1,370	595	3,253	626	18,383
Accommodation for Visitors	4,063	1,668	248	134	2,357	322	8,792
Food and Beverage Serving Activities	2,741	981	343	319	644	87	5,115
Road Passenger Transport	74	182	108	141	85	150	740
Water Passenger Transport	372	0	6	2	21	2	403
Air Passenger Transport	663	7	0	6	0	0	676
Transport Equipment Rental	259	6	0	2	22	0	289
Travel Agencies and Other Reservation Services Activities	1,158	197	9	2	48	86	1,500
Cultural Activities	220	373	0	0	235	2	830
Sports and Recreational Activities[MOU1] [MOU2]	354	133	767	7	10	0	1,271
Female	4,013	1,498	703	321	1,300	196	8,031
Accommodation for Visitors	1,668	653	101	64	847	101	3,434
Food and Beverage Serving Activities	1,644	679	242	252	450	83	3,350
Road Passenger Transport	14	14	9	4	6	2	49
Water Passenger Transport	100	0	1	2	5	0	108
Air Passenger Transport	166	4	0	5	0	0	175
Transport Equipment Rental	62	1	0	2	2	0	67
Travel Agencies and Other Reservation Services Activities	365	66	1	0	13	24	469
Cultural Activities	107	79	0	0	47	0	233
Sports and Recreational Activities	196	90	385	6	5	0	682
Male	5,180	1,848	667	274	1,953	430	10,352
Accommodation for Visitors	2,395	1,015	147	70	1,510	221	5,358
Food and Beverage Serving Activities	1,097	302	101	67	194	4	1,765
Road Passenger Transport	60	168	99	137	79	148	691
Water Passenger Transport	272	0	5	0	16	2	295
Air Passenger Transport	497	3	0	1	0	0	501
Transport Equipment Rental	197	5	0	0	20	0	222
Travel Agencies and Other Reservation Services Activities	793	131	8	2	35	62	1,031
Cultural Activities	113	294	0	0	188	2	597
Sports and Recreational Activities	158	43	382	1	5	0	589

Table 7.5



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Active Insured Persons by Sex, by Industry 2016P

	District						Total
	Belize	Cayo	Corozal	Orange Walk	Stann Creek	Toledo	
Total	9,715	3,458	1,360	633	3,612	618	19,396
Accommodation for Visitors	4,075	1,621	187	150	2,617	295	8,945
Food and Beverage Serving Activities	3,002	1,086	369	356	855	91	5,759
Road Passenger Transport	97	163	118	118	100	148	744
Water Passenger Transport	328	0	6	2	18	3	357
Air Passenger Transport	743	6	0	5	0	0	754
Transport Equipment Rental	291	8	0	1	23	0	323
Travel Agencies and Other Reservation Services Activities	1,301	205	14	8	118	92	1,738
Cultural Activities	203	384	6	0	205	1	799
Sports and Recreational Activities	323	130	745	8	48	0	1,254
Female	4,321	1,612	733	367	1,411	212	8,656
Accommodation for Visitors	1,776	655	97	76	929	96	3,629
Food and Beverage Serving Activities	1,745	751	271	280	492	85	3,624
Road Passenger Transport	20	22	8	5	4	3	62
Water Passenger Transport	68	0	1	2	4	0	75
Air Passenger Transport	193	3	0	4	0	0	200
Transport Equipment Rental	68	2	0	1	6	0	77
Travel Agencies and Other Reservation Services Activities	430	66	2	2	33	31	564
Cultural Activities	90	84	3	0	49	0	226
Sports and Recreational Activities	201	79	380	7	18	0	685
Male	5,394	1,846	627	266	2,201	406	10,740
Accommodation for Visitors	2,299	966	90	74	1,688	199	5,316
Food and Beverage Serving Activities	1,257	335	98	76	363	6	2,135
Road Passenger Transport	77	141	110	113	96	145	682
Water Passenger Transport	260	0	5	0	14	3	282
Air Passenger Transport	550	3	0	1	0	0	554
Transport Equipment Rental	223	6	0	0	17	0	246
Travel Agencies and Other Reservation Services Activities	871	139	12	6	85	61	1,174
Cultural Activities	113	300	3	0	156	1	573
Sports and Recreational Activities	122	51	365	1	30	0	569

Table 7.6



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Tourism's Economic Impact

Tourism's impact extends far beyond airlines (international and local), hotels, tour operators, tour guides, restaurants, nightclubs and souvenir shops. In reality, its impact extends to the entire economy. In other words, tourism has a direct, indirect, and an induced effect on the economy.

Gross visitor expenditure represents the primary economic stimulus of tourism on the domestic economy. This expenditure produces a 'first round' or direct impact on the economy when it is spent by the visitor to purchase goods and services such as accommodation, meals, transportation, and duty-free items. The companies and individuals that provide these goods and services must in turn purchase the necessary inputs in the domestic economy in order to produce the output required by the visitor. Thus, the visitor expenditure stimulates a further indirect impact on other sectors of the economy through the purchase of inputs such as electricity, freight transportation, farm produce, and manufactured items. Employees of the companies producing these final outputs and inputs would receive wages and salaries and other income that they would spend in the domestic economy that would in turn generate further economic activity. Thus, the visitor expenditure has an induced impact on the economy through the expenditure of the wages and salaries.

The tourism expenditure calculation is derived from key findings of the Visitor Expenditure, Motivation, and Satisfaction (VEMS) Survey found in Section III of the Annual Travel and Tourism Statistical Digest. From the VEMS survey results, the average daily expenditure (by type) of overnight tourist visitor, as well as the average visitor length of stay, are derived and 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.



Tourism Expenditure: Overnight & Cruise (% Share)

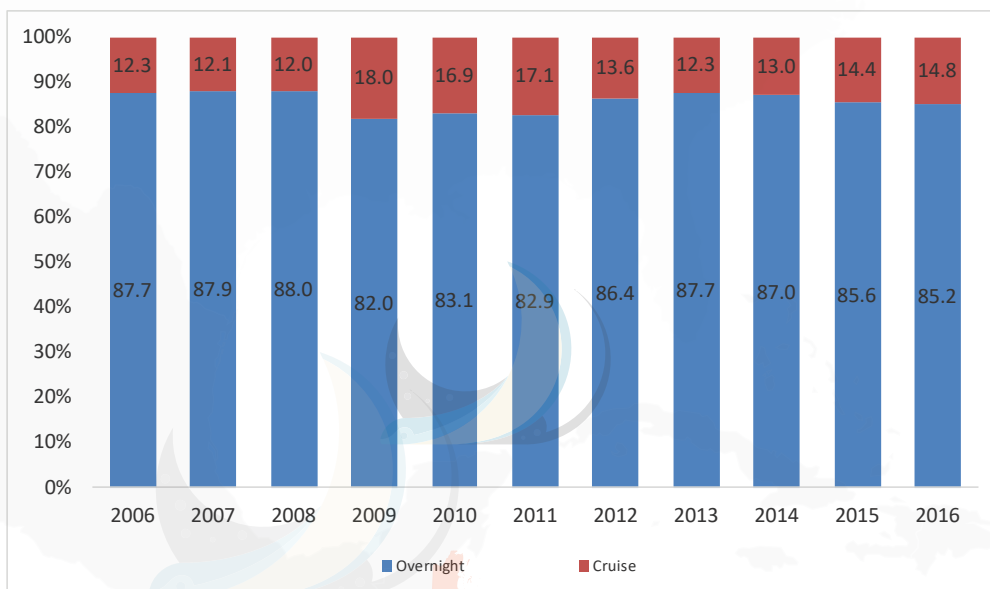


Figure 7.3



Total Estimated Tourism Expenditure: Overnight & Cruise (Millions \$BZ)

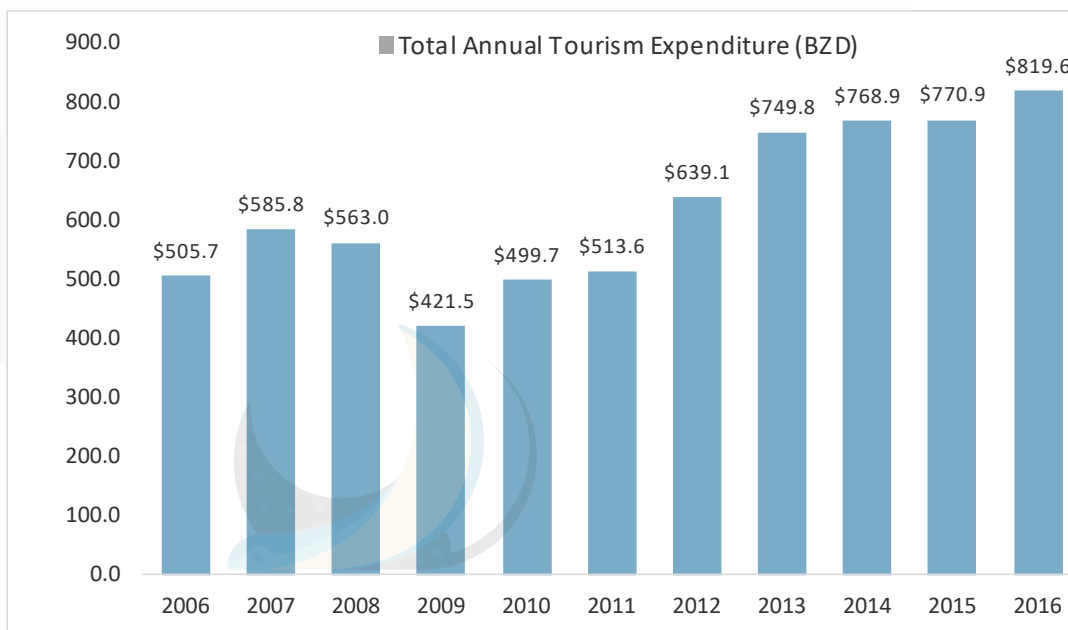


Figure 7.4



As shown in the diagram above, the estimate for the annual tourism expenditure has



steadily increased since 2009, although the rate of change has varied from year to year. The figure BZ \$819.6 million in annual tourism expenditure represents an all-time high for annual expenditure generated in tourism.

Caribbean Tourism Organization Reports

"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. Some of the reports from the CTO can be seen below.

The figures for the overnight sector show that Belize, Bermuda, and the Turks & Caicos Islands had very strong performances in 2016 with regards to the number of visitors received versus the annual percentage increase year over year.

In the cruise sector, the Dominican Republic and the British Virgin Islands had the largest percentage increases in 2016 as compared to 2015.



Tourist Stop Over Arrivals in 2016

Table 7.7 Tourist (Stop-over) Arrivals in 2016

Destination	Period	Tourist Arrivals	% Change		
			Overall	Winter#	Summer#
Anguilla	Jan-Dec	79,239	8.2	6	9.8
Antigua & Barbuda *	Jan-Dec	265,187	5.9	10.7	2.8
Aruba	Jan-Dec	1,101,954	-10	3.8	-16.6
Bahamas	Jan-Sep	1,204,271	2.5	1.4	3.4
Barbados ^P	Jan-Dec	631,513	6.7	4.5	8
Belize	Jan-Dec	385,583	13	15.7	11.4
Bermuda *	Jan-Dec	244,491	11.2	7.4	12.3
British Virgin Islands	Jan-Dec	407,764	3.8	4.1	3.5
Cayman Islands	Jan-Dec	385,451	0	-2.8	1.9
Cuba	Jan-Aug	2,715,484	11.7	11.9	11.5
Curacao	Jan-Dec	441,262	-5.6	4.6	-10.8
Dominica	Jan-Dec	78,085	4.8	-6.9	11.2
Dominican Republic *	Jan-Dec	5,959,347	6.4	6.5	6.4
Grenada ^N	Jan-Dec	135,359	2.1	7.7	-0.8
Guyana	Jan-Dec	235,295	13.8	0.7	20
Haiti	Jan-Apr	141,957	-14.5	-14.5	-
Jamaica	Jan-Dec	2,181,684	2.8	2.2	3.1
Martinique	Jan-Dec	519,304	6.6	9.8	4.3
Montserrat	Jan-Jul	5,138	5.5	18	-12.1
Puerto Rico **	Jan-Nov	1,615,855	-0.6	2.6	-2.8
Saint Lucia	Jan-Dec	347,872	0.9	-1.5	2.3
St. Kitts & Nevis [^]	Jan-Apr	41,564	-3.8	-3.8	-
St. Maarten * ^P	Jan-Dec	528,154	4.5	9.4	1.3
St. Vincent & the Grenadines	Jan-Dec	78,751	4.5	9.3	1.9
Suriname ⁿ ***	Jan-Dec	256,951	-	-	-
Trinidad & Tobago ***	Jan-Dec	408,782	-7	-5.6	-7.8
Turks & Caicos Islands ^P	Jan-Dec	453,612	17.5	22	14.5
U S Virgin Islands	Jan-Dec	796,889	4.3	-0.1	7.1

* Non-Resident Air Arrivals ** Non-Resident Hotel registrations only *** Air Arrivals by Nationality
^P Preliminary figures ^N New series – excludes long term students ⁿ New series
 # 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 May 9, 2017

Table 7.7



Tourist Arrivals by Main Market - 2016

Table 7.8 Tourist Arrivals by Main Market - 2016

Destination	Period	United States		Canada		Europe		Other	
		Tourists	% ch.	Tourists	% ch.	Tourists	% ch.	Tourists	% ch.
Anguilla	Jan-Dec	50,508	6.9	3,501	3.1	8,879	12.8	16,351	11.1
Antigua & Barbuda *	Jan-Dec	108,652	14.8	21,196	-8.9	95,956	-0.3	39,383	8.5
Aruba	Jan-Dec	628,765	1.2	42,059	-4.8	86,743	7.6	344,387	-28.1
Bahamas	Jan-Sep	953,867	4.1	101,192	-13	72,029	7.3	77,183	2.2
Barbados ^P	Jan-Dec	168,945	14.1	78,903	5.9	258,408	1.3	125,257	9.6
Belize	Jan-Dec	254,543	18.3	21,866	-9	42,631	4.1	66,543	9.1
Bermuda *	Jan-Dec	182,896	16.4	23,744	-5	28,984	-1.6	8,867	7.9
Cayman Islands	Jan-Dec	300,571	3	23,274	-4.2	29,220	-14.5	32,386	-7.8
Cuba ¹	Jan-Mar	-	-	527,757	-4.3	352,370	37.7	410,740	24.6
Curacao	Jan-Dec	59,717	-5.5	17,960	-2.9	206,767	3.3	156,818	-15.5
Dominica	Jan-Dec	19,404	11	3,085	4	14,596	6.1	41,000	1.8
Dominican Republic *	Jan-Dec	2,085,186	4.2	768,486	3	1,261,577	11.2	1,844,098	7.4
Grenada ^N	Jan-Dec	57,928	12.4	13,801	0.1	34,400	-4.2	29,230	-6.7
Guyana	Jan-Dec	90,567	6.4	24,019	-0.7	12,462	10.8	108,247	25.5
Haiti	Jan-Apr	106,902	-17.5	11,074	-12.2	13,557	34.6	10,424	-24.6
Jamaica	Jan-Dec	1,406,058	4.6	372,137	-4.9	294,709	5.5	108,780	0.6
Montserrat	Jan-Jul	1,492	10.5	307	-6.1	1,458	1.7	1,881	6.9
Puerto Rico **	Jan-Nov	1,440,854	-1.8	17,056	-14.6	37,400	2	120,545	17.3
Saint Lucia	Jan-Dec	157,576	3.2	37,772	-2.3	80,169	-6.2	72,355	6.4
St. Kitts & Nevis [^]	Jan-Apr	26,491	-4.9	3,348	2.8	4,328	-0.3	7,397	-4.7
St. Maarten * ^P	Jan-Dec	275,322	3.6	57,001	28.6	142,716	24.3	53,115	-34
St. Vincent & the G'dines	Jan-Dec	22,848	3.6	8,010	6.6	21,390	-0.9	26,503	9.4
Suriname ⁿ ***	Jan-Dec	7,743 -		2,976 -		107,041 -		139,191 -	
Trinidad & Tobago ***	Jan-Dec	174,163	-4.4	49,981	-6	60,449	-11.4	124,189	-8.8
Turks & Caicos Islands ^P	Jan-Dec	365,854	16.1	44,974	23.2	14,556	27.7	28,228	23.3

* Non-Resident Air Arrivals

** Non-Resident Hotel registrations only

*** Air Arrivals by Nationality

¹ USA total included in Other

^P Preliminary figures

^N New series – excludes long term students

ⁿ New Series

[^] Excludes data from Vance M. Amory Int'l Airport in Nevis

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 May 9, 2017

Table 7.8



Cruise Passenger Arrivals - 2016 & 2015

Table 7.9 Cruise Passenger Arrivals - 2016 & 2015

Destination	Period	2016	2015	% ch.
Antigua & Barbuda	Jan-Dec	608,503	644,314	-5.6
Aruba	Jan-Dec	656,043	607,019	8.1
Bahamas	Jan-Dec	4,690,374	4,513,458	3.9
Barbados	Jan-Dec	594,096	586,615	1.3
Belize	Jan-Dec	1,005,394	957,975	4.9
Bermuda	Jan-Dec	397,934	370,764	7.3
British Virgin Islands	Jan-Dec	699,105	516,436	35.4
Cayman Islands	Jan-Dec	1,711,849	1,716,812	-0.3
Cozumel (Mexico)	Jan-Dec	3,637,321	3,396,072	7.1
Curacao	Jan-Dec	470,678	528,090	-10.9
Dominica	Jan-Dec	277,132	281,545	-1.6
Dominican Republic	Jan-Dec	809,286	528,999	53
Grenada	Jan-Dec	314,913	280,518	12.3
Guadeloupe	Jan-Feb	135,506	167,426	-19.1
Haiti	Jan-Apr	284,957	314,458	-9.4
Jamaica	Jan-Dec	1,655,559	1,568,702	5.5
Martinique	Jan-Dec	276,056	241,623	14.3
Puerto Rico	Jan-Dec	1,401,866	1,459,989	-4
St. Kitts & Nevis	Jan-Jun	524,546	565,989	-7.3
Saint Lucia	Jan-Dec	587,749	677,394	-13.2
St. Maarten	Jan-Dec	1,668,863	1,901,617	-12.2
St. Vincent & the Grenadines	Jan-Dec	99,542	82,079	21.3
Trinidad & Tobago	Jan-Dec	82,698	79,405	4.1
Turks & Caicos Islands	Jan-Dec	846,963	929,737	-8.9
U S Virgin Islands	Jan-Dec	1,776,685	1,878,847	-5.4

N.B: Figures are subject to revision by reporting countries

^P Preliminary figures

SOURCE - Data supplied by member countries and available as at May 9, 2017.

Table 7.9

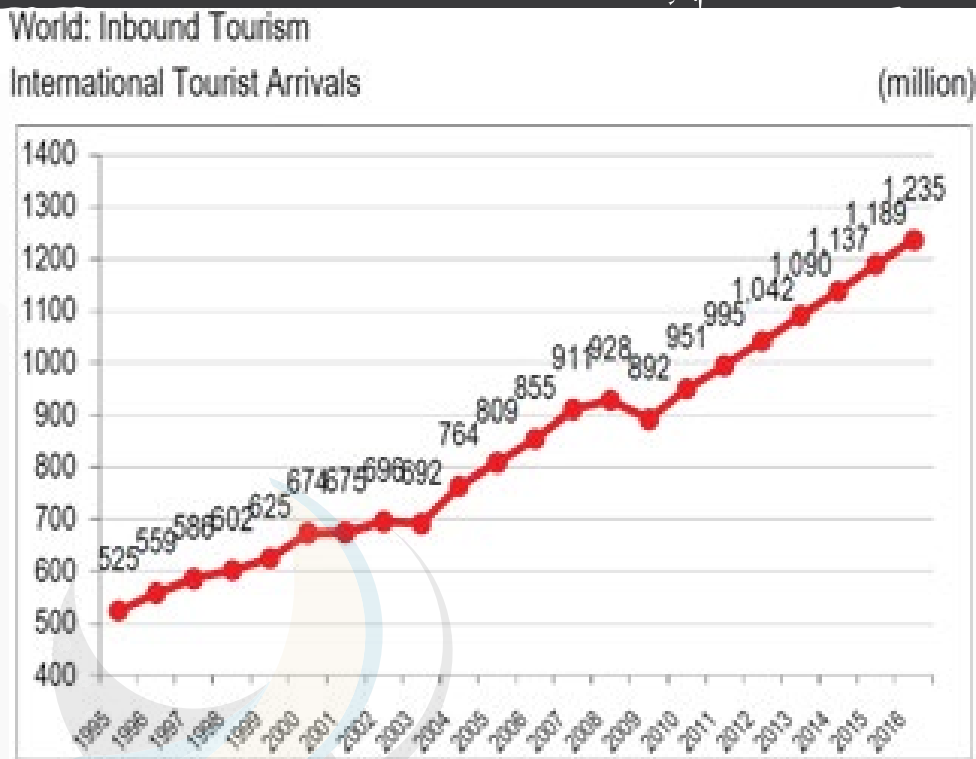


United Nations World Tourism Organization Reports

“The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. UNWTO generates market knowledge, promotes competitive and sustainable tourism policies and instruments, fosters tourism education and training, and works to make tourism an effective tool for development through technical assistance projects in over 100 countries around the world. UNWTO’s membership includes 156 countries, 6 Associate Members and over 400 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.” (World Tourism Organization UNWTO. (n.d.). Retrieved from <http://www2.unwto.org/content/who-we-are-0>)

The United Nations World Tourism Barometer provides an overview of global international tourism travel. A summarized version of the World Tourism Barometer is made available on the UNWTO’s website, and excerpts from this publication can be seen below.

World Annual Inbound Tourism International Arrivals



Source: World Tourism Organization (UNWTO) ©

Figure 7.5

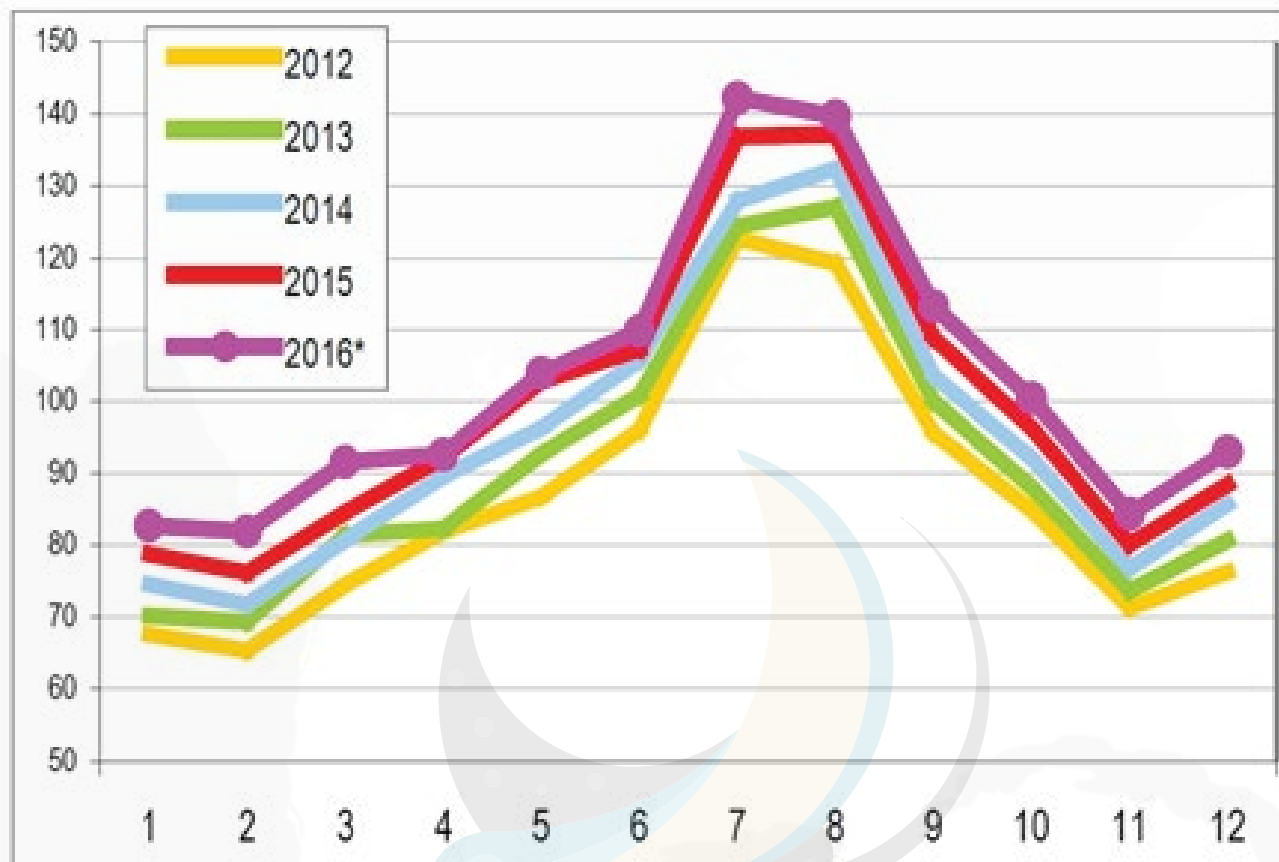


Monthly International Tourism Arrivals

International Tourist Arrivals, monthly evolution

World

(million)



Source: World Tourism Organization (UNWTO) ©

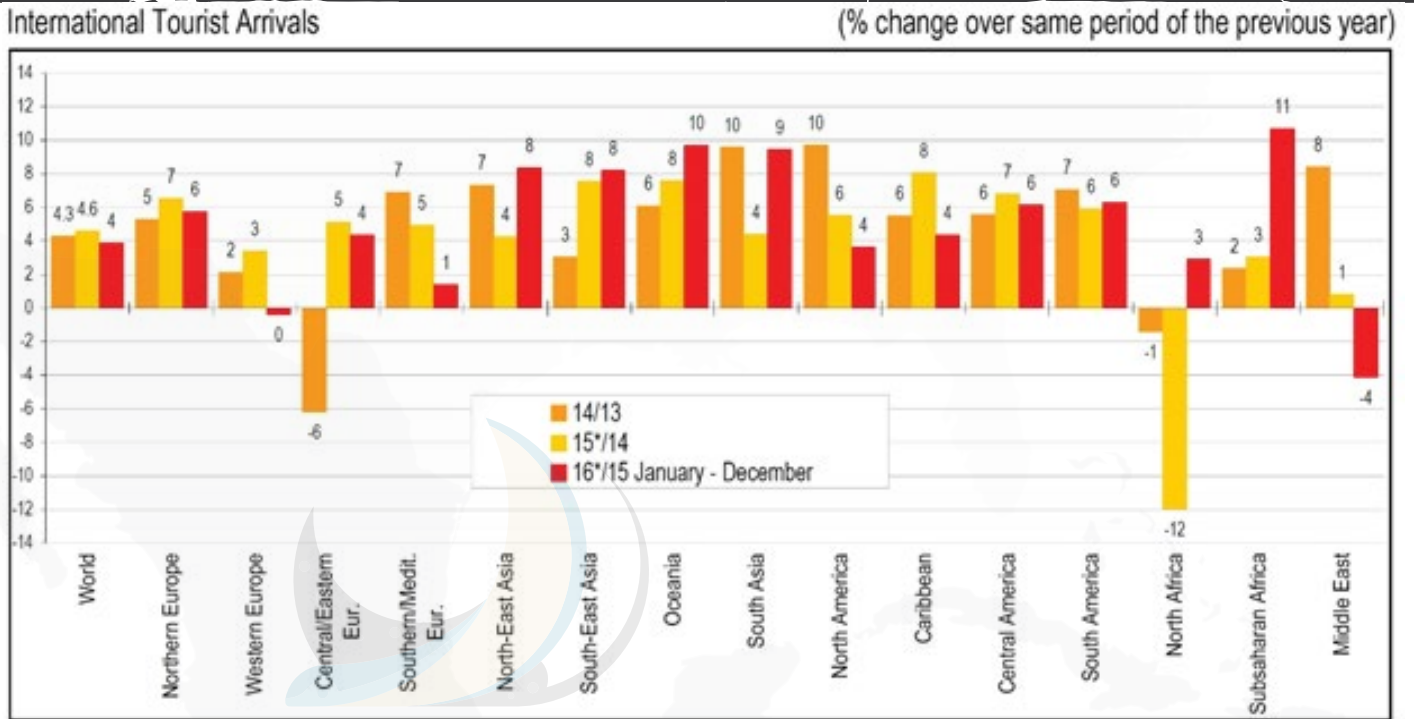
Figure 7.6



In 2016 global international tourist arrivals reached 1,235 million which was a 3.9% increase over the figure of last year. Sub-Saharan Africa, Oceania and South Asia all had increases in international arrivals of more than 9% in 2016. The Caribbean saw increases of international tourist arrivals of 4%.



World Inbound Tourism International Arrivals

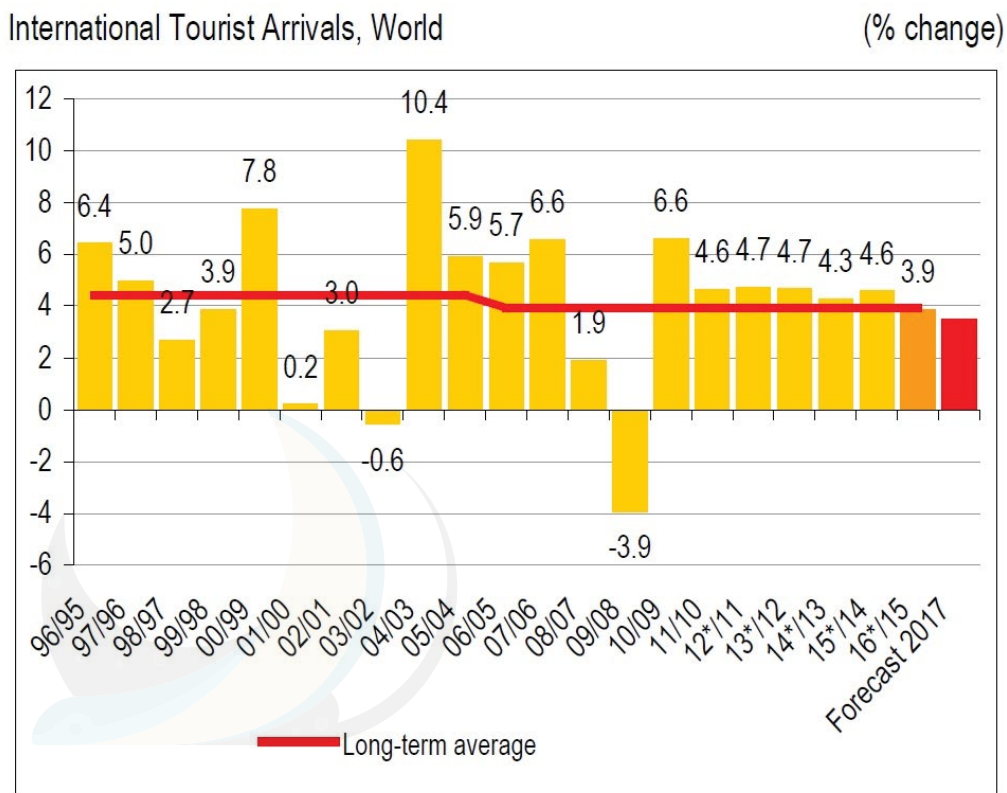


Source: World Tourism Organization (UNWTO) ©

Figure 7.7



World Inbound Tourism International Arrivals



Source: World Tourism Organization (UNWTO) ©

Figure 7.8



The UNWTO projects global international tourist arrivals to increase somewhere between 3% and 4% in 2016 and between 4% and 5% in the Americas.



Outlook for (Global) International Tourist Arrivals – UNWTO

Outlook for International Tourist Arrivals

	2008	2009	2010	2011	2012	2013	2014	2015	2016*	average a year	projection 2017* (issued January)
									Jan.-Dec.	2005-2015	between
World	1.9%	-3.9%	6.6%	4.6%	4.7%	4.7%	4.3%	4.6%	3.9%	3.9%	+3% and +4%
Europe	0.3%	-5.1%	3.1%	6.4%	3.9%	4.8%	2.3%	4.7%	2.0%	3.0%	+2% and +3%
Asia and the Pacific	1.1%	-1.6%	13.2%	6.2%	7.1%	6.9%	5.8%	5.6%	8.4%	6.1%	+5% and +6%
Americas	2.7%	-4.9%	6.4%	3.7%	4.5%	3.0%	8.5%	6.0%	4.3%	3.8%	+4% and +5%
Africa	2.9%	4.5%	9.3%	-0.7%	4.5%	4.5%	0.9%	-2.5%	8.1%	4.5%	+5% and +6%
Middle East	20.0%	-5.4%	14.6%	-9.3%	3.2%	-1.5%	8.4%	0.8%	-4.1%	5.2%	+2% and +5%

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2017)

Table 7.10

