

# STATE OF THE TOURISM INDUSTRY REPORT 2015

## KEY STATS

Caribbean Tourism Organization | Ground Floor | Baobab Tower | Warrens | St. Michael | Barbados | BB22026

Here is a snapshot of how the Caribbean performed in 2015 and what we can expect for 2016.

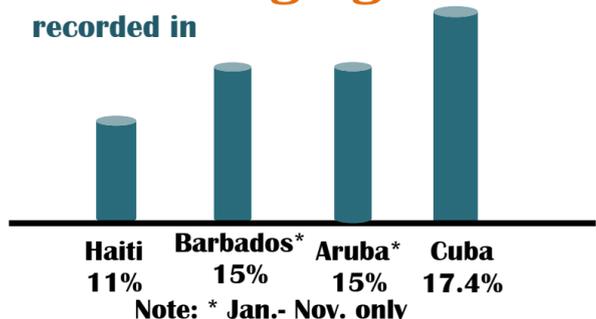
Source: CTO Member Countries and CTO estimates.

### GLOBAL TOURISM PERFORMANCE

**Caribbean tourism growth up 7%** with 28.7 million stopover arrivals, surpassing world tourism growth of 4% in 2015.

### CARIBBEAN TOURIST STOP-OVER ARRIVALS

**Double digit growth** recorded in



### CARIBBEAN MAJOR MARKET GROWTH



**U.S. up 6.3% at 14.3 million**



**Canada up 4.5% at 3.4 million**



**U.K. up 10.4% at 1.1 million**



**Caribbean up 11.4% at 1.7 million**



**Europe up 4.2% at 5.2 million (including U.K. numbers)**



**South America up 18.3% At 2.1 million**

### CARIBBEAN ACCOMMODATION PERFORMANCE

#### Room Occupancy Percentage

68.8%

1.0%



#### Average Room Rate

\$229.44

4.6%



#### Revenue per Available Room

\$157.74

6.0%



Source: 2014 STR Global

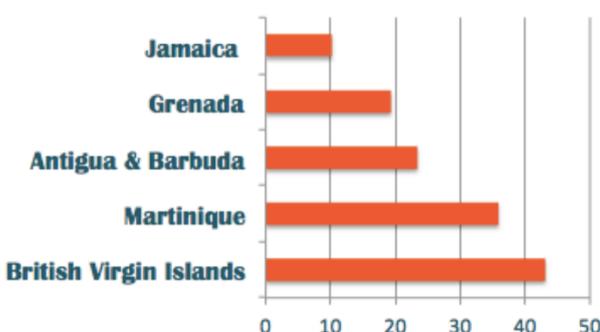
### CARIBBEAN CRUISE ACTIVITY PERFORMANCE

**Total Estimated at 24.4 million in 2015**

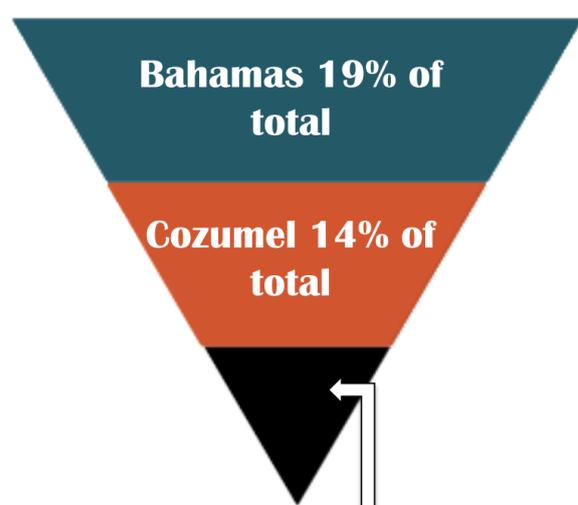
1.3%



#### Destinations with double digit increased cruise passenger visits



#### Destinations with most cruise passenger visits



### CARIBBEAN TOURISM 2016 OUTLOOK

**Overall, tourist arrivals are projected to increase between 4.5% and 5.5% in 2016.**

**St. Maarten and the U.S. Virgin Islands both represented 8% each of the total.**

Source: CTO Member Countries and CTO estimates.

All figures are provisional and subject to revision.

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