

Belize Travel & Tourism

Digest 2014

Annual Compilation of Travel Statistics

Foreword

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

Institute of Archaeology (IoA)
Belize Audubon Society (BAS)
Central Bank of Belize (CBB)
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)

Caribbean Tourism Organization (CTO)
United Nations World Tourism Organization (UNWTO)
Sistema de Integración Centroamericana (SICA)
United States Bureau of Labour Statistics
Statistics Canada
Eurostat

This publication includes overnight visitor arrival figures and cruise passenger arrivals for Belize and the Caribbean. This publication also includes tourist arrival and day-tripper data for the Central American region. A detailed market breakdown of visitors to Belize is also featured. The performance of the hotel sector can be found in Section 2. Section 3 is devoted to visits to selected sites countrywide. Section 4 illustrates the results of the visitor survey conducted at the three main ports of entry.

All recommendations, comments, and inquiries regarding the contents of this publication should be forwarded to:

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Important Definitions

Tourism has developed into one of Belize's main industries and the country's number one foreign exchange earner. Tourism statistics allows the tourism board, tourism stakeholders and other industry partners to get a general idea of the level of performance of the sector from one year to the other. An important aspect of tourism statistics includes understanding some of the definitions used in reporting on the development of the industry.



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 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/personal purpose) other than to be employed by a resident entity in the country or place visited. These trips taken by visitors qualify as 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 they return: 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) 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.

The UNWTO's definition refers to the motive of the visit, and not to the mode of accommodation. In the classification by purpose they constitute a sub-category of leisure trips.



Categories of Arrivals into Belize

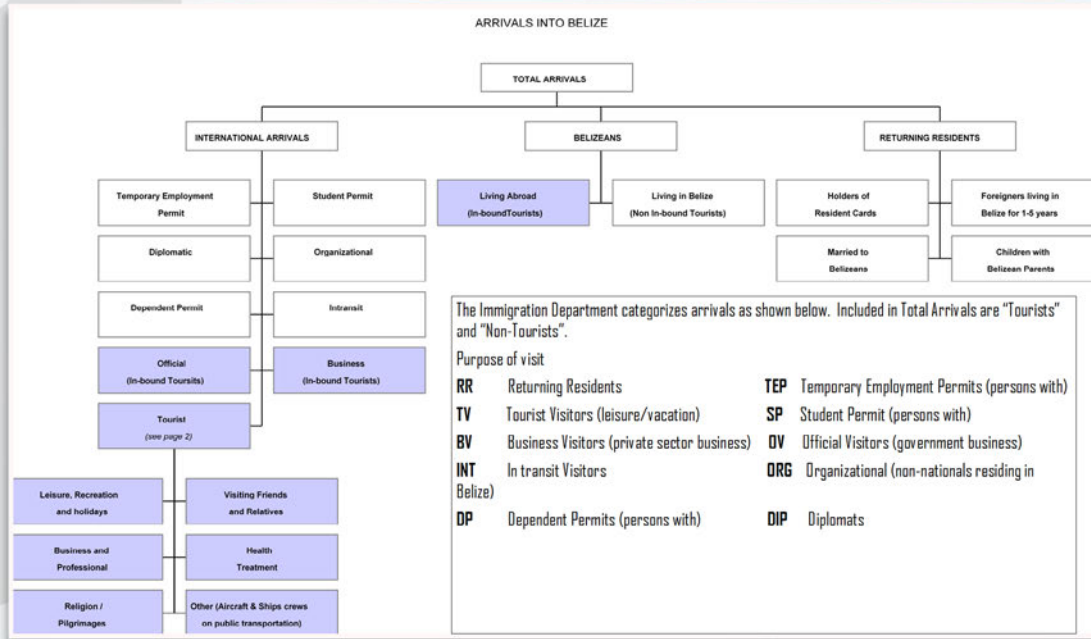


Figure 0.1



Section 1
REPORTS ON BELIZE'S
OVERNIGHT

Tourism Sector

The tourism industry in Belize was built through the development of the overnight sector. Over the past five years, Belize's overnight tourism sector has seen consistent growth, particularly very strong performances in 2012, 2013 and 2014. 2014 ended as one of the most positive years for overnight tourism in Belize in the past ten years. In fact, only 2012 was a more successful year than 2014 in terms of monthly increases in arrivals. In 2012 there were no monthly decreases in overnight tourism, and in 2014, there was only one month, which had a decrease.



Total Overnight Tourist Arrivals by Month

Month	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Change '13 v '14
January	22,165	22,264	21,534	23,130	22,580	22,401	23,592	24,263	28,431	31,164	9.6
February	24,734	24,278	25,618	25,803	22,600	23,768	23,854	25,778	28,765	32,105	11.6
March	29,321	29,415	31,267	30,799	26,499	29,709	28,643	32,240	35,795	38,712	8.1
April	20,503	23,888	23,595	21,361	22,210	19,683	23,585	23,699	23,555	28,969	23.0
May	17,999	19,898	19,938	20,209	17,855	19,473	19,289	22,106	22,941	26,319	14.7
June	20,460	21,572	22,409	22,261	20,118	21,328	21,755	24,615	26,817	28,727	7.1
July	20,062	22,024	22,710	22,146	21,291	23,442	24,042	25,778	27,833	29,983	7.7
August	18,335	18,498	18,112	18,655	17,461	18,431	17,735	19,528	20,863	22,672	8.7
September	10,013	11,626	11,079	8,957	9,994	9,251	9,823	11,743	10,654	11,943	12.1
October	12,011	10,883	12,292	11,129	11,547	11,931	12,093	14,498	14,543	15,511	6.7
November	16,711	18,079	18,911	17,170	15,927	17,451	18,908	21,542	22,868	22,488	-1.7
December	24,259	24,883	23,958	23,388	24,165	25,051	26,945	31,346	31,111	32,624	4.9
TOTAL	236,573	247,309	251,422	245,007	232,249	241,919	250,263	277,135	294,177	321,220	9.2

Table: 1.1



Total Overnight Tourist Arrivals by Quarter

Quarter	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Change '13 v '14
1st Quarter	76,220	75,957	78,419	79,732	71,680	75,878	76,089	82,282	92,992	101,982	9.7
2nd Quarter	58,962	65,359	65,942	63,830	60,183	60,484	64,628	70,419	73,313	84,016	14.6
3rd Quarter	48,410	52,148	51,900	49,758	48,747	51,124	51,600	57,049	59,350	64,598	8.8
4th Quarter	52,981	53,845	55,161	51,687	51,639	54,433	57,946	67,385	68,522	70,624	3.1
TOTAL	236,573	247,309	251,422	245,007	232,249	241,919	250,263	277,135	294,177	321,220	9.2

Table: 1.2



Total Overnight Tourist Arrivals by Season

Season	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Change '13 v '14
Winter	96,723	99,845	102,014	101,092	93,890	95,562	99,673	105,981	116,547	130,952	12.4
Summer	139,850	147,463	149,407	143,915	138,358	146,358	150,590	171,154	177,630	190,268	7.1
TOTAL	236,573	247,309	251,422	245,007	232,249	241,919	250,263	277,135	294,177	321,220	9.2

Table: 1.3

In 2014 there was a 9.2% increase overall for tourist arrivals to Belize, a figure slightly higher than what had been initially projected.

The annual total of 321,220 overnight visitors marks the first time that Belize has welcomed more than 300,000 overnight tourist visitors in one calendar year.



Overnight Tourist Arrivals 2005-2014

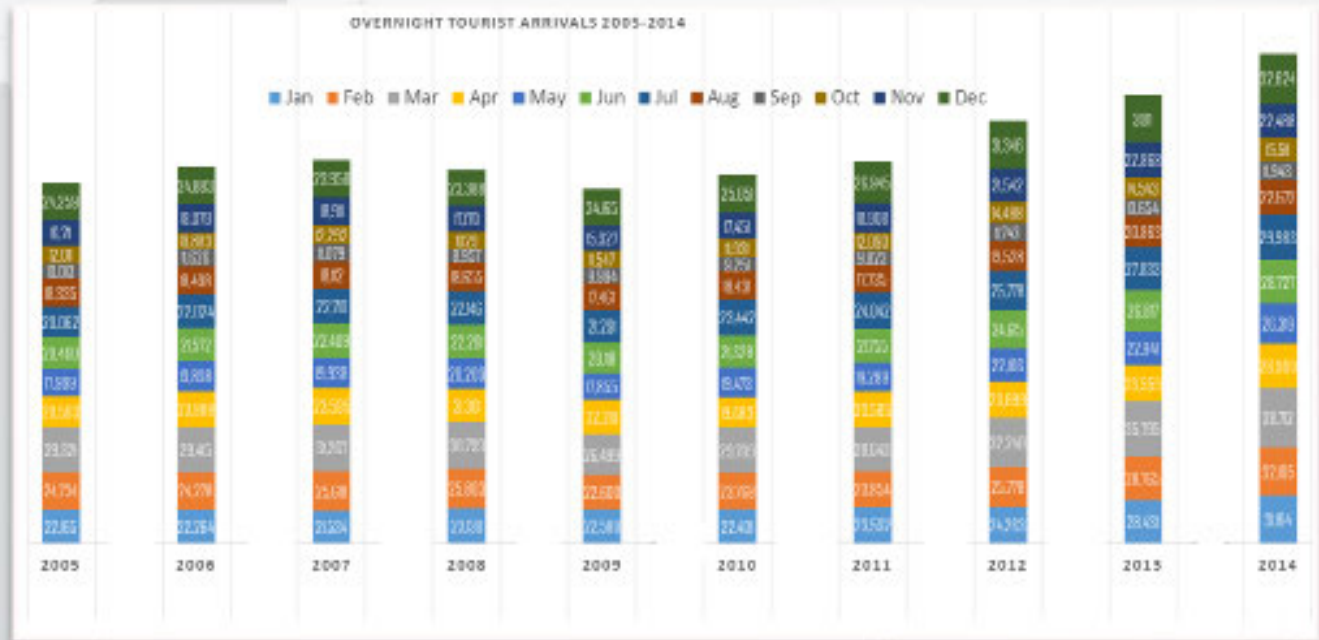


Figure 1.1



Total Overnight Tourist Arrivals by Purpose

Season	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Change '13 v '14
Regular	183,008	190,095	193,285	191,395	179,612	186,498	195,603	216,979	230,118	248,957	8.2
VFR	41,764	44,531	44,607	43,515	42,178	44,074	42,082	47,548	50,664	54,781	8.1
Business	10,426	11,281	10,891	8,822	8,810	9,323	11,031	11,118	11,281	15,035	33.3
Official	1,375	1,403	2,639	1,275	1,649	2,025	1,547	1,490	2,114	2,447	15.8
TOTAL	236,573	247,309	251,422	245,007	232,249	241,919	250,263	277,135	294,177	321,220	9.2

Table: 1.4



Total Overnight Tourist Arrivals by Port of Entry

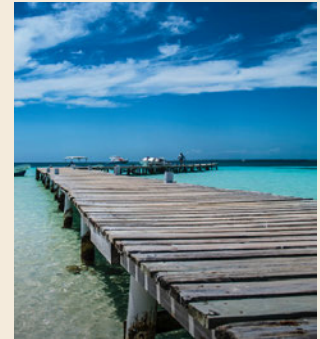
Entry Port	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Change '13 v '14
PGIA	174,636	178,552	182,904	178,360	168,047	172,402	181,996	211,781	223,510	239,255	7.0
SLA	20,843	21,540	22,555	23,783	21,107	24,632	28,710	29,886	31,369	38,675	23.3
BWBS	33,253	38,667	36,261	33,323	33,060	34,953	27,797	24,972	28,753	32,763	13.9
SCK	734	816	740	1,017	1,297	2,217	4,127	3,241	2,997	3,197	6.7
PGA	7,107	7,734	8,962	8,524	8,738	7,715	7,633	7,255	7,548	7,330	-2.9
TOTAL	236,573	247,309	251,422	245,007	232,249	241,919	250,263	277,135	294,177	321,220	9.2

Table: 1.5



TOURISM IN BELIZE | IT'S SEASONALITY

In Belize, the “season” refers to the time period between respective months and is not completely related to climate. The “winter” season occurs from January to April, and the remainder of the year is the summer season. The “winter” season corresponds heavily with the tourism high season, which is from around mid-November to April of the following year. Overnight tourist visitors can be classified into major categories according to their main purpose of visit in the country. In 2014 there were increases in regular tourist visitors, Business and Official visitors, as well as those coming to visit friends and relatives (VFRs). The regular tourist visitor category can be further broken down into numerous other classifications, including health, religion, volunteer, and vacation, among others.



Largest Point of Entry into the Country

The second largest port of entry in terms of tourist visitor traffic is the Belize Northern border station. Many tourists from Europe come through this port while visiting Guatemala and Belize. They would use it as an exit or an entry point depending on which of the countries they choose to visit first. This port is also frequently visited by Belizeans who choose to visit Mexico on leisure or business. The Western border is the third largest port of entry for tourist visitor inflows to Belize.

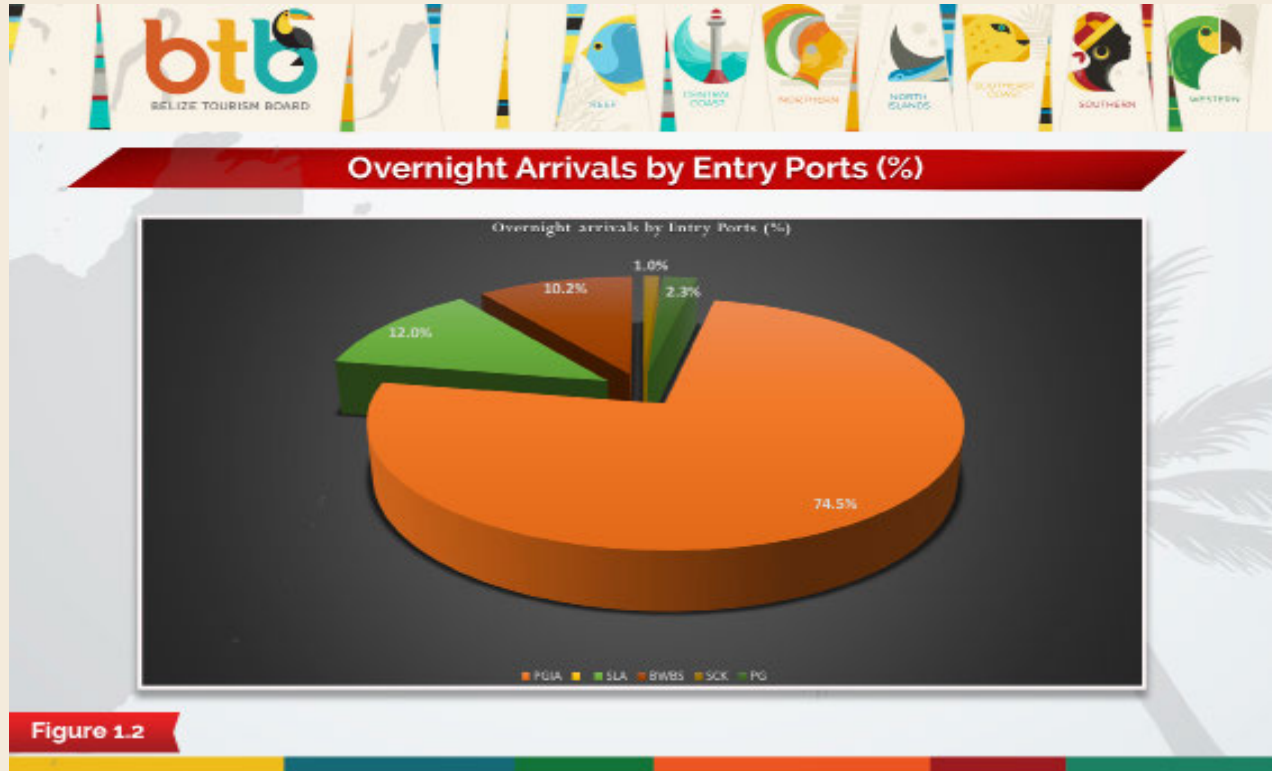


Figure 1.2



Overnight Tourist Visitors to Belize by Country/Region of Origin

Market	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Change '13 v '14
Europe	33,466	34,373	34,175	34,269	29,603	30,025	30,142	29,362	32,191	38,905	20.9
America	145,977	151,510	152,569	148,624	139,561	145,872	156,293	176,642	183,513	199,320	8.6
Canada	13,580	15,553	16,655	17,695	17,211	18,246	20,093	24,223	26,713	26,397	-1.2
Latin America	28,658	29,932	29,860	27,000	29,080	28,944	24,692	23,809	27,941	29,461	5.4
Caribbean	2,087	2,319	2,595	2,307	2,388	2,505	2,049	2,288	2,179	2,269	4.1
Belizeans living abroad	7,705	8,365	9,160	8,779	8,365	8,817	10,157	12,102	11,489	13,858	20.6
Oceania	1,915	2,149	2,202	2,460	2,514	3,133	2,741	3,490	4,431	5,150	16.2
Asia	2,469	2,367	3,280	2,774	2,459	2,937	2,995	3,443	3,430	2,911	-15.1
Middle East	348	359	491	512	668	577	472	453	403	454	12.7
Africa	369	381	435	588	400	863	628	1,324	1,885	2,495	32.4
TOTAL	236,573	247,309	251,422	245,007	232,249	241,919	250,263	277,135	294,177	321,220	9.2

Table: 1.6



Total Overnight Tourist Arrivals by Entry Port

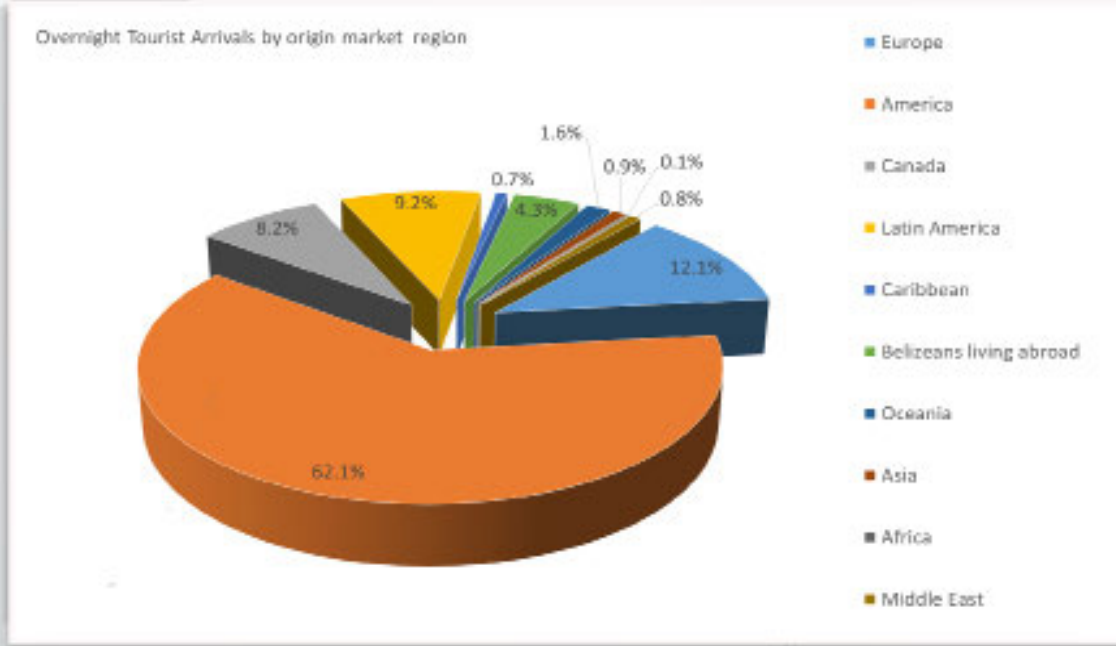
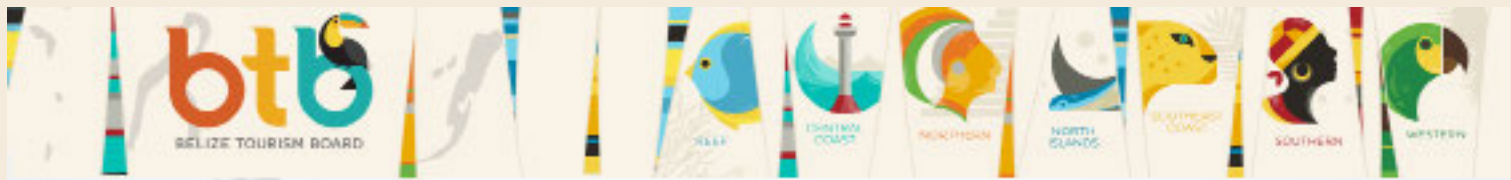


Figure 1.3

The United States, Canada and Europe remain Belize's major market countries. In 2014, 62.4% of overnight tourist visitors were Americans, 10.9% were Europeans and 9.1% were Canadians.



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

Market (% Share)	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Europe	14.1	13.9	13.6	14.0	12.7	12.4	12.0	10.6	11.0	12.1
America	61.7	61.3	60.7	60.7	60.1	60.3	62.5	63.7	62.4	62.1
Canada	5.7	6.3	6.6	7.2	7.4	7.5	8.0	8.7	9.1	8.2
Latin America	12.1	12.1	11.9	11.0	12.5	12.0	9.9	8.6	9.5	9.2
Caribbean	0.9	0.9	1.0	0.9	1.0	1.0	0.8	0.8	0.7	0.7
Belizeans living abroad	3.3	3.4	3.6	3.6	3.6	3.6	4.1	4.4	3.9	4.3
Oceania	0.8	0.9	0.9	1.0	1.1	1.3	1.1	1.3	1.5	1.6
Asia	1.0	1.0	1.3	1.1	1.1	1.2	1.2	1.2	1.2	0.9
Middle East	0.1	0.1	0.2	0.2	0.3	0.2	0.2	0.2	0.1	0.1
Africa	0.2	0.2	0.2	0.2	0.2	0.4	0.2	0.5	0.6	0.8
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table: 1.7

Pattern of USA visitors

Most tourist visitors to Belize come from the United States. Over the years, the arrival pattern of US visitors has remained relatively the same, with peaks in arrivals in the month of March which coincides with spring travel in the US. The month of September is the weakest month in terms of arrivals for American visitors. The period from August through late October coincides with the period of

inclement weather in the Caribbean, which could interrupt travel plans. This could be a major factor for decreases seen in U.S. arrivals to Belize around this time. Since visitors from the United States account for the majority of overnight tourist visitors, the pattern of visitors from the US strongly influences the pattern of total overnight visitors to Belize annually.

American Overnight Tourist Visitors to Belize by Month											
Month	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Change '13 v '14
January	13,454	13,583	12,960	13,553	13,268	12,872	14,229	15,094	16,476	18,297	11.0
February	16,004	15,661	15,568	15,901	13,683	14,278	14,808	15,909	16,848	19,151	13.7
March	19,705	19,690	21,673	19,586	16,637	19,365	19,984	21,677	23,538	25,679	9.1
April	13,004	15,405	14,614	12,969	13,484	11,607	14,273	14,375	14,162	17,089	20.7
May	11,309	12,829	12,905	13,205	12,043	12,126	12,650	14,754	14,948	17,271	15.5
June	14,317	15,473	15,525	15,726	14,527	14,794	16,092	18,847	20,078	21,073	5.0
July	13,339	14,231	13,985	13,833	13,951	15,093	15,719	17,903	18,682	19,976	6.9
August	9,009	9,128	9,527	9,856	9,357	9,306	9,435	11,562	11,802	12,740	8.0
September	4,520	4,945	4,783	3,859	4,510	4,472	4,860	6,262	5,704	5,817	2.0
October	6,231	5,669	6,324	5,611	5,786	6,648	6,582	8,190	8,507	8,821	3.7
November	9,710	10,047	10,001	9,691	8,433	10,035	10,770	12,730	13,257	13,188	-0.5
December	15,375	14,848	14,702	13,865	13,881	15,275	16,890	19,337	19,510	20,219	3.6
TOTAL	145,977	151,509	152,567	147,655	139,561	145,872	156,293	176,642	183,513	199,320	8.6

Table: 1.8



American Overnight Tourist Visitors to Belize by Month



Figure 1.4



European Overnight Tourist Visitors to Belize by Country of Origin

European Country	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Change '13 v '14
UK	9,989	9,799	10,180	10,100	8,534	9,301	8,199	7,981	9,070	11,357	25.2
Germany	3,966	4,308	4,054	4,161	3,376	3,438	3,262	3,525	3,961	5,065	27.9
Italy	3,080	3,073	2,702	2,371	1,679	1,877	2,218	1,774	1,694	2,552	50.6
Netherlands (Holland)	3,617	4,071	3,496	3,915	2,607	2,461	2,869	2,384	2,520	2,582	2.5
France	3,805	3,167	3,126	3,258	3,269	2,916	3,101	3,308	3,070	4,132	34.6
Spain	1,386	1,727	1,806	1,627	1,472	1,535	1,440	1,244	1,391	1,599	14.9
Sweden	993	1,053	1,088	1,130	800	841	847	1,018	1,093	1,489	36.2
Switzerland	804	763	750	713	742	1,041	1,021	905	1,041	1,296	24.5
Belgium							531	858	695	918	32.2
Denmark							947	729	1,114	1,107	-0.6
Other Europeans	5,828	6,413	6,972	6,995	7,124	6,615	5,707	5,636	6,543	6,809	4.1
TOTAL	33,466	34,374	34,174	34,270	29,603	30,025	30,142	29,362	32,191	38,905	20.9

Table: 1.9

European Overnight Tourist Arrivals by Percent Share

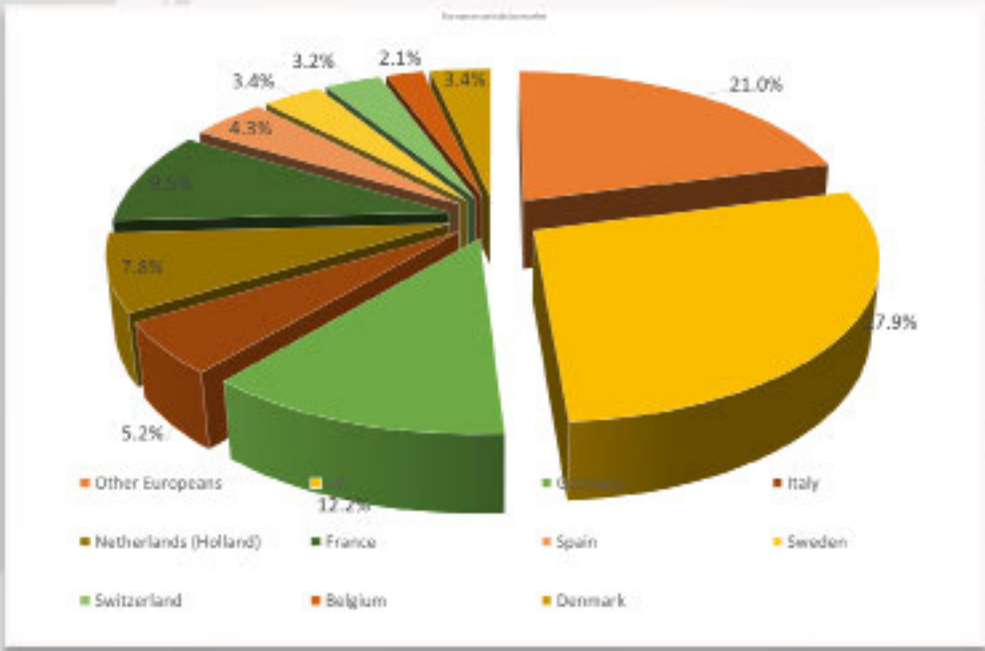


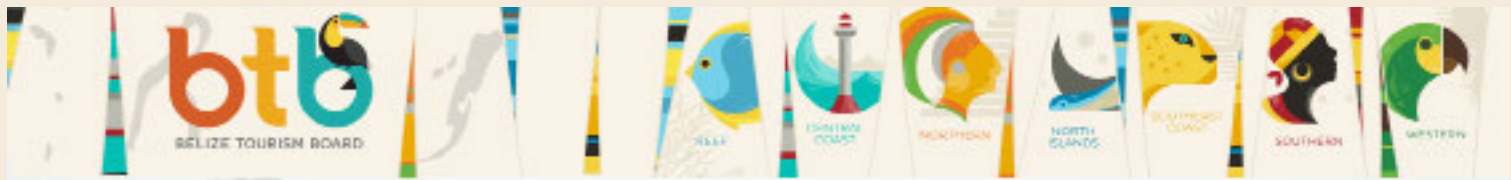
Figure 1.5



European Overnight Tourist Visitors to Belize by Month

Month	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Change '13 v '14
January	3,167	3,041	2,818	3,276	3,215	2,744	2,765	2,667	3,427	4,229	23.4
February	3,439	2,969	3,215	3,088	3,179	2,812	2,874	2,785	3,218	4,047	25.8
March	3,323	3,292	3,188	3,381	3,335	3,044	2,758	3,264	3,362	4,395	30.7
April	2,946	2,869	3,052	3,083	2,764	2,503	3,092	2,579	2,814	3,633	29.1
May	2,347	2,376	2,108	2,251	1,714	2,174	2,114	2,044	2,146	2,532	18.0
June	1,950	2,157	2,235	2,142	1,657	1,791	1,686	1,633	1,895	1,935	2.1
July	2,730	3,213	3,421	3,568	2,810	3,101	2,954	2,602	2,967	3,473	17.1
August	4,423	4,011	3,691	3,677	2,952	3,559	3,383	2,703	3,004	3,802	26.6
September	1,770	2,282	2,181	1,599	1,287	1,219	1,237	1,294	1,035	1,503	45.2
October	2,111	1,683	1,852	1,967	1,520	1,485	1,573	1,531	1,856	1,847	-0.5
November	2,609	3,112	3,372	2,996	2,370	2,613	2,753	2,835	3,074	3,383	10.1
December	2,652	3,367	3,041	3,240	2,801	2,981	2,953	3,425	3,394	4,125	21.5
TOTAL	33,466	34,373	34,174	34,269	29,603	30,025	30,142	29,362	32,191	38,905	20.9

Table: 1.10



European Overnight Tourist Arrivals by Month

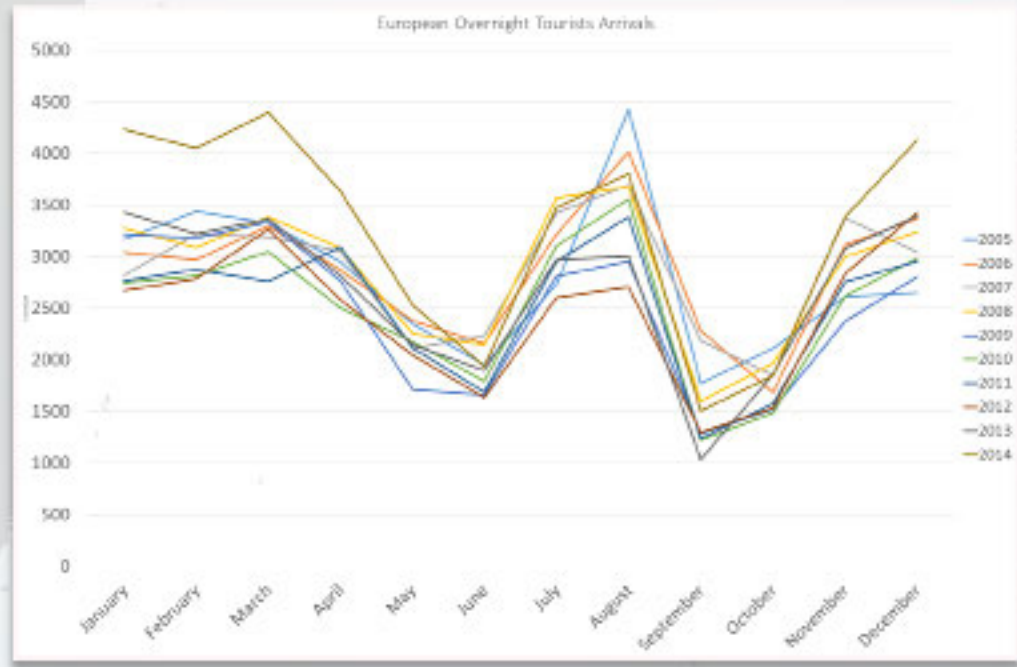


Figure 1.6

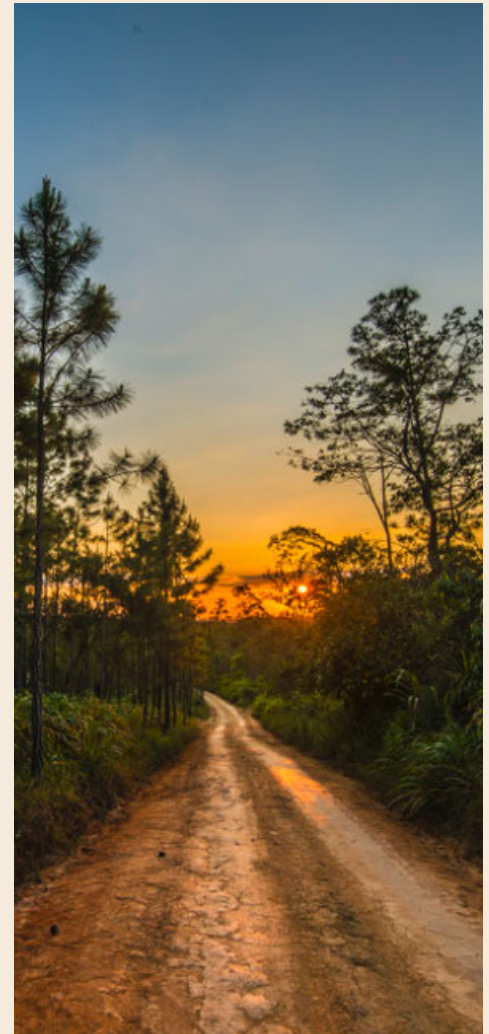
Europe is Belize's Second Largest Tourism Market

Europe is Belize's second largest tourism market. Most of the European visitors to Belize come from the United Kingdom, Germany and France. European visitors to Belize have increased steadily over the past three years. 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 in one trip.

In 2014, there was an increase in European tourist visitors to Belize in

each month except for October. There was a 20.9% increase in European visitors to Belize 2014, which represents an increase of over 6,700 visitors compared to the figure in 2013.

Canada is the third largest market for tourist visitors to Belize. There was a 1.2% decrease in Canadian visitors to Belize in 2014, with the vast majority of monthly decreases occurring in the second half of the year. There were increases in annual Canadian visitors to Belize in each of the previous four years leading up to 2014.





Canadian Overnight Tourist Visitors to Belize by Month

Month	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Change '13 v '14
January	1,686	1,917	1,929	2,279	2,343	2,552	2,664	3,029	3,549	4,119	16.1
February	2,212	2,390	2,654	3,261	2,742	3,027	3,215	3,852	4,504	4,736	5.2
March	1,886	2,294	2,532	2,899	2,869	2,706	2,827	3,672	4,174	4,194	0.5
April	1,090	1,223	1,557	1,466	1,603	1,645	1,847	2,537	2,308	2,506	8.6
May	914	1,039	1,003	991	936	1,168	1,218	1,393	1,507	1,511	0.3
June	527	547	658	740	698	598	742	783	890	955	7.2
July	702	785	865	896	748	846	1,050	1,034	1,234	1,208	-2.1
August	595	692	742	799	731	739	657	1,008	1,220	1,008	-17.3
September	342	521	531	369	352	346	453	527	511	597	16.9
October	568	610	627	576	495	706	669	967	983	866	-11.9
November	934	1,075	1,263	1,239	1,270	1,304	1,812	2,007	2,330	1,808	-22.4
December	2,123	2,460	2,294	2,178	2,414	2,607	2,939	3,415	3,505	2,889	-17.6
TOTAL	13,579	15,553	16,655	17,693	17,201	18,246	20,093	24,223	26,713	26,397	-1.2

Table: 1.11



Canadian Overnight Arrivals by Month

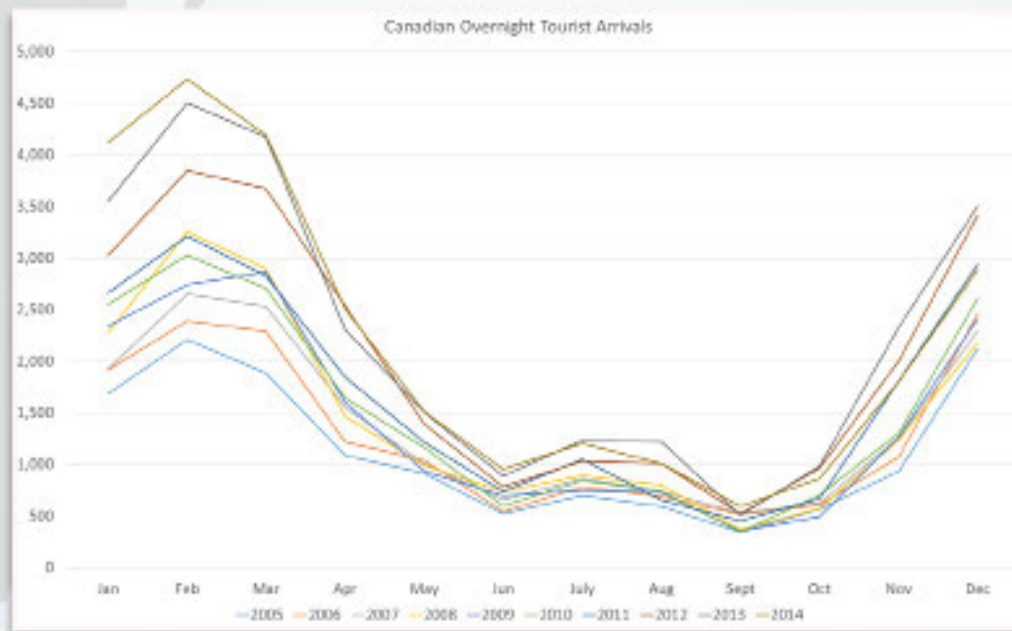


Figure 1.7

Latin America & Belize

Over the past three years, there have been increases in overnight visitors from Latin America to Belize. When taken in combination, the annual number of visitors from Latin America actually 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 unto itself. They are only treated as such for the sake of reporting purposes.

Latin American Overnight Visitors by Month

Month	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Change '13 v '14
January	3,373	2,663	2,480	2,545	2,562	2,362	2,827	2,483	2,941	2,417	-17.8
February	2,830	2,125	2,206	2,931	2,330	1,945	2,423	1,785	2,345	2,331	-0.6
March	2,671	3,013	2,938	2,482	2,291	2,238	3,057	1,708	2,624	2,414	-8.0
April	3,193	2,489	2,966	2,762	2,446	2,952	2,525	2,791	2,273	3,252	43.1
May	2,508	2,401	2,399	2,376	2,311	1,984	2,395	1,823	2,103	2,533	20.5
June	2,726	2,422	2,215	2,511	2,219	1,942	2,544	1,844	1,870	2,498	33.6
July	3,185	1,948	2,340	2,583	2,186	2,214	2,750	2,341	2,567	2,676	4.3
August	2,466	2,568	2,602	2,298	2,452	2,604	2,734	2,286	2,767	2,463	-11.0
September	2,403	2,169	2,597	2,196	1,890	2,578	1,819	1,837	1,883	2,054	9.1
October	2,647	2,019	2,023	2,185	1,790	2,640	1,713	1,686	1,873	2,079	11.0
November	2,673	2,271	2,539	2,718	1,903	2,523	1,935	1,945	2,178	2,050	-5.9
December	3,075	2,570	2,628	2,274	2,419	3,097	2,221	2,163	2,517	2,693	7.0
TOTAL	28,658	29,932	29,860	27,000	29,080	28,944	24,692	23,809	27,941	29,461	5.4

Table: 1.12



Latin American Overnight Arrivals by Month

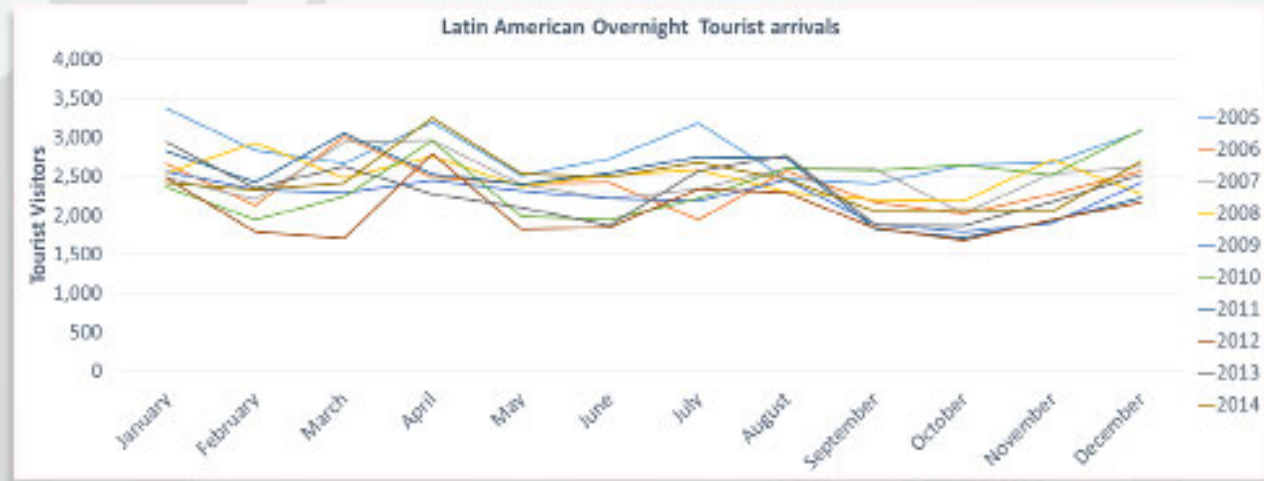


Figure 1.8



Total Overnight Arrivals at Philips Goldson International Airport by Month

Month	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Change '13 v '14
January	16,156	16,144	15,358	16,293	16,082	15,044	16,799	18,558	19,965	22,562	13.0
February	18,848	18,728	18,708	19,791	16,682	17,433	18,155	20,450	21,676	24,148	11.4
March	23,394	22,852	25,195	24,664	20,004	22,877	22,988	25,982	28,623	30,754	7.4
April	15,330	18,262	17,565	15,643	16,127	14,326	16,669	17,969	17,424	21,028	20.7
May	13,138	14,933	15,349	15,519	14,059	14,160	14,253	17,214	17,699	19,924	12.6
June	15,949	16,703	17,141	17,307	16,210	16,077	16,847	20,212	21,820	22,801	4.5
July	15,679	16,007	15,968	15,658	15,829	16,650	16,935	19,935	21,220	22,490	6.0
August	11,471	11,567	12,249	12,223	11,693	11,401	11,238	13,844	15,296	15,680	2.5
September	6,189	6,069	6,289	5,338	6,027	5,866	6,078	7,914	7,616	7,692	1.0
October	7,749	7,149	8,268	6,954	7,379	8,097	8,000	10,325	10,869	11,066	1.8
November	12,064	12,203	12,334	12,193	10,791	12,212	13,387	16,098	17,031	16,581	-2.6
December	18,671	17,951	18,491	16,777	17,165	18,259	20,648	23,312	24,270	24,528	1.1
TOTAL	174,636	178,568	182,915	178,360	168,047	172,402	181,996	211,811	223,510	239,255	7.0

Table: 1.13



Airport Tourist Arrivals by Month 2005 - 2014

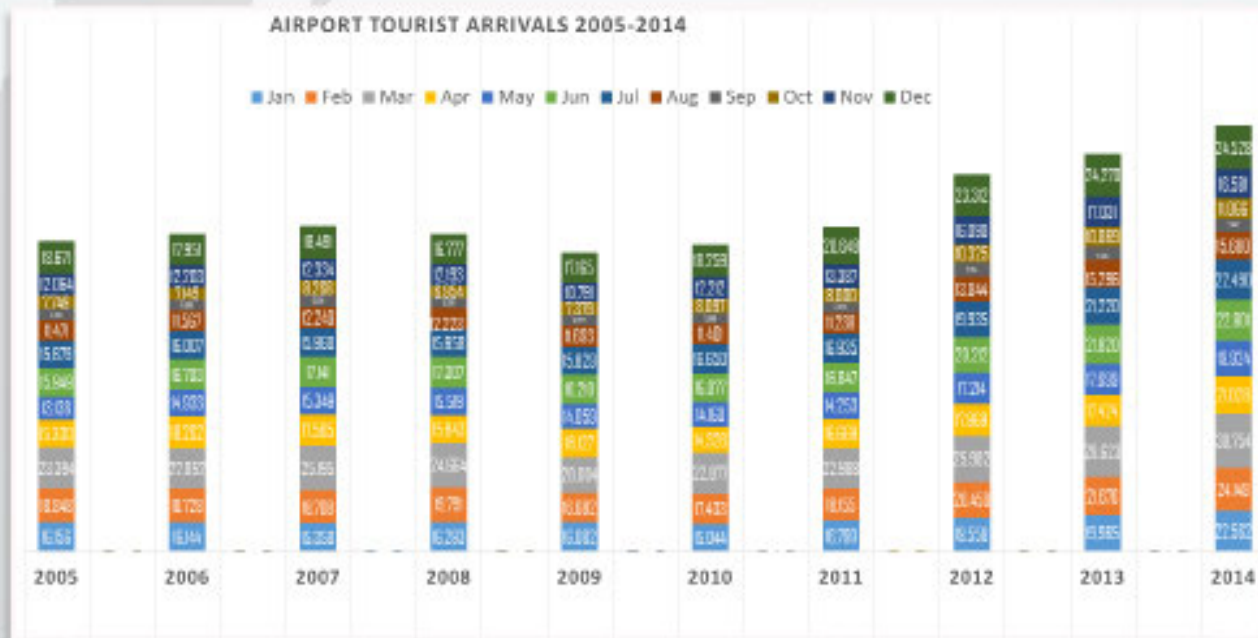
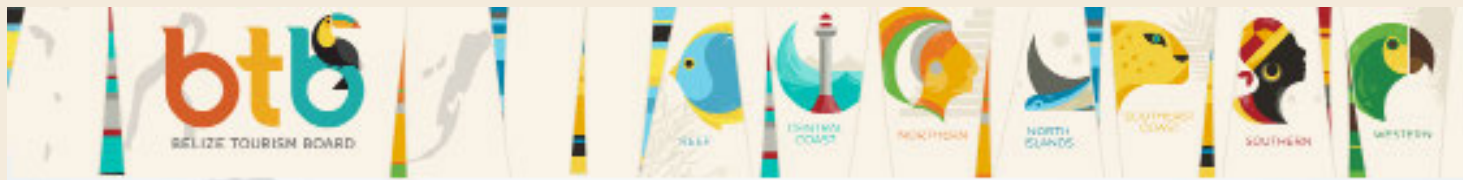


Figure 1.9



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

Quarter	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Change '13 v '14
1st Quarter	58,397	57,724	59,261	60,748	52,768	55,354	57,942	64,989	70,264	77,464	10.2
2nd Quarter	44,417	49,898	50,056	48,468	46,396	44,563	47,769	55,395	56,944	63,754	12.0
3rd Quarter	33,339	33,643	34,506	33,219	33,548	33,917	34,251	41,693	44,133	45,862	3.9
4th Quarter	38,484	37,304	39,093	35,924	35,335	38,568	42,034	49,735	52,170	52,175	0.0
TOTAL	174,636	178,568	182,915	178,360	168,047	172,402	181,996	211,811	223,510	239,255	7.0

Table: 1.14




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

Season	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Change '13 v '14
Winter	73,727	75,985	76,826	76,391	68,896	69,680	74,611	82,957	87,687	98,492	12.3
Summer	100,910	102,583	106,089	101,969	99,151	102,722	107,385	128,854	135,822	140,763	3.6
TOTAL	174,636	178,568	182,915	178,360	168,047	172,402	181,996	211,811	223,510	239,255	7.0

The vast majority (74.5%) of tourist visitor traffic comes through the Philip Goldson International Airport (PGIA). International carriers into Belize include US Airways from Charlotte, North Carolina (USA); American Airlines from Dallas Texas and Miami, Florida; United Airlines from Houston, Texas; and Avianca (Taca) which remains constant from San Salvador, El Salvador, and also from Houston. Delta Airlines arrives from Atlanta Georgia, and Aero Caribbean brings in a few visitors monthly from Havana, Cuba.

Table: 1.15

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



Section 2
REPORTS FROM THE CTO'S
MANAGEMENT INFORMATION
SYSTEM FOR

Tourism Application

The Management Information System for Tourism (MIST)

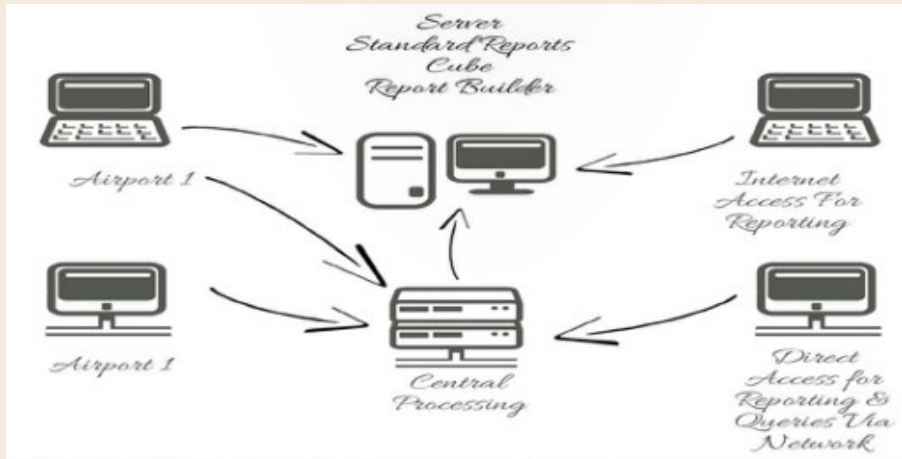
The Management Information System for Tourism (MIST) is a desktop application software for the data entry of Embarkation/Disembarkation (E/D) Cards and a reporting application for the production of management reports. The system was developed by the Caribbean Tourism Organization (CTO) and was developed 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 the system has been split into three levels:

- the Front End/user interface,
- the Middle Tier/Business Objects and rules developed in Microsoft Visual FoxPro 9.0 SP1
- the 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.



File Edit Reports Tools Admin Action Window Help

ED Cards Data Entry -- Batch #: 0000011914 - ED Card #: 591069

List Details

Date of Entry 10/01/2012

Arrival Carrier 2 American Airlines

Arrival Flight # 2103

Port of Entry 1 Phillip Goldson

ED Card # 591070

Sex 1 Male

Date of Birth 13/02/1969

Nationality 105 Belize

Place of Birth 1 Belize

Occupation 15 Other

Port of Embarkation 1 Miami Intl

Country of Residence 105 Belize

s: State/Province/County Code 998 No Applicable(998)

Address: Postal/Zip Code 99908 Not Applicable, United States

Length of stay (Nights) 998

Purpose of Visit 8 Resident - General

Accommodation 999 Not Applicable

Is this your first visit? 9 Not Applicable


Special Interest 1 9 Not Stated

Special Interest 2

Special Interest 3

Special Interest 4

Special Interest 5


WELCOME TO BELIZE
ARRIVAL RECORD

PLEASE PRINT

1. Full Name: _____
Surname Firstname MI

2. Sex: Male (1) Female (2) 3. Nationality: _____

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

6. Passport Number: _____

Date of Issue: ____/____/____
Day Month Year

Place of Issue: _____
District/State/Province Country

7. Occupation: _____

8. Mode of Transportation: Airline/Vehicle/Vessel No. _____

9. Last Port of Embarkation: _____
City Country

10. Permanent Address: _____
No Street City/Town/Village District/State/Province Zip Code Country

Signature of Passenger _____

NON RESIDENTS ONLY

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

12. Intended length of stay in Belize _____ days

13. Purpose of Visit: Business (1) Leisure (2) Official (3)
Family/Friends (4) Transit (5) Other (9) (specify)

14. Intended Accommodation: Hotel (1) Guest House (2) Boat (3)
Private (4) Resort (5) Other (9) (specify)

15. Have you visited Belize before? Yes (1) No (2) (specify)

16. Special Interests: Nature (1) Diving/Snorkeling (2) Fishing (3)
Archaeology (4) Beaches (5) Other (9) (specify)

Official Use port:

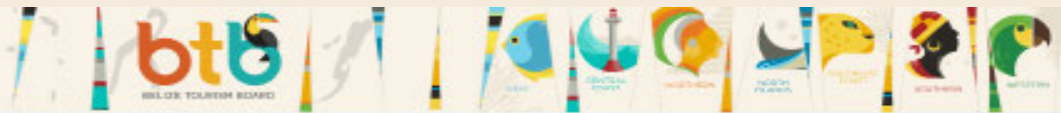
Permitted to remain no longer than ____/____/____ type: _____
Day Month Year

Embarkation| Disembarkation

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 Department 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 input-

ted 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

North West	2012	2013	2014	North	2012	2013	2014	South East	2012	2013	2014
Alaska	766	583	677	Illinois	5828	6592	6689	Alabama	1807	2039	1968
Idaho	1067	1179	1334	Indiana	2022	2046	2450	Florida	8871	10020	10064
Montana	1584	2014	1318	Michigan	2693	2756	3733	Georgia	4474	4876	5054
Oregon	3559	3489	3640	Ohio	3478	3905	4136	Mississippi	1124	1229	1174
Washington	7202	7102	7752	Wisconsin	2656	2863	3475				
Wyoming	611	655	916								
	14789	15022	15637		16677	18162	20483		16276	18164	18260

Midwest	2012	2013	2014	South West	2012	2013	2014	North East	2012	2013	2014
Iowa	998	1223	1426	Iowa	998	1223	1426	New Hampshire	650	677	682
Kansas	1392	1491	1517	Kansas	1392	1491	1517	Vermont	404	488	553
Minnesota	3877	3726	4443	Minnesota	3877	3726	4443	Maine	538	443	456
Missouri	2591	2451	3010	Missouri	2591	2451	3010				
Nebraska	807	1154	978	Nebraska	807	1154	978				
Dakota, North	224	137	252	Dakota, North	224	137	252				
Dakota, South	372	453	530	Dakota, South	372	453	530				
	10261	10635	12156		10261	10635	12156		1592	1608	1691

West	2012	2013	2014	South	2012	2013	2014	East	2012	2013	2014
Arizona	3262	3846	3979	District of Columbia	25	187	133	Connecticut	1589	1740	1639
California	25998	26812	28725	Kentucky	1261	1311	1526	Delaware	280	321	343
Colorado	6513	6965	7920	Maryland	3053	3331	3404	Massachusetts	3796	3762	4106
Hawaii	247	207	253	Carolina, North	4390	4943	5182	New Jersey	3166	3721	3897
Nevada	1316	1607	1813	Carolina, South	1754	1970	2197	New York	10415	10718	10920
New Mexico	1431	1204	1403	Tennessee	2892	3155	3175	Pennsylvania	4286	4551	5043
Utah	1400	1499	1538	Virginia	4897	4836	5379	Rhode Island	381	342	378
	40167	42140	45631	West Virginia	218	230	209				
					40167	42140	45631		23913	25155	26326

Table: 2.1

USA Visitors

Tourist visitors from the United States make up more than 76% of arrivals through the International airport. Most US visitors come from California and Texas; the West and Southwestern regions of the United States respectively. On the East coast, New York is the primary state of origin for visitors to Belize, as is Florida in the southeast. All

of these regions contain Belizean communities that have been established there over the years.

Tourist visitor arrivals through the airport continues to grow with the United States maintaining its lead as Belize's primary market country.



European Visitors

Over 57% of Canadian visitors to Belize in 2014 came from the province of Alberta. Over 18% came from Ontario while over 12% came from British Columbia. The remaining number of Canadian visitors came from other provinces in much smaller numbers.

The vast majority of European visitors come to Belize

from the United Kingdom. On a whole, the number of European visitors who come to Belize by air is significantly lower than those who come to the country from Canada by air. European visitors to Belize through the airport has increased each year over the past four years.





Tourist Air Arrivals by Purpose by Airline Carrier (2012)

2012	Business Official	Business-Professional	Leisure	Visiting Family/Friends
AeroCaribbean	58	5	126	34
Air Caribe	20			1
American Airlines	844	3863	57290	8140
United Airlines	281	1429	51829	6723
Delta Airlines	182	753	24150	3744
Maya Island Air		1		
Private Air	190	538	1943	98
Taca	525	2512	5971	1411
Tropic Air	10	178	1656	51
US Airways	11	108	6803	927
Total	2121	9387	149768	21129

Table: 2.4



Tourist Air Arrivals by Purpose by Airline Carrier (2013)

2013	Business-Official	Business-Professional	Leisure	Visiting Family/Friends
AeroCaribbean	73	7	97	32
Air Caribe	874	4289	61484	7782
American Airlines	416	570	60834	6523
United Airlines	151	996	29108	3982
Delta Airlines			2	
Maya Island Air			46	2
Private Air	235	519	1898	39
Taca	491	2536	7601	1459
Tropic Air	18	221	2206	81
US Airways	14	81	4863	483
Total	2272	9219	168139	20383

Table: 2.5



Tourist Air Arrivals by Purpose by Airline Carrier (2014)

2014	Business-Official	Business-Professional	Leisure	Visiting Family/Friends
AeroCaribbean	28	4	83	16
Air Caribe	700	3495	65957	7481
American Airlines	293	381	66962	7409
United Airlines	152	1132	37893	4726
Delta Airlines			1	
Maya Island Air			1	
Private Air	250	447	1669	39
Taca	735	2642	8036	1158
Tropic Air	29	217	3806	123
US Airways	4	28	4843	421
Total	2191	8346	189251	21373

Table: 2.6

Tourist Air Arrivals by Sex by Occupation (2012)

2012	Female	Male	Total
Agricultural/Forestry/Fishery Workers	130	668	798
Clerks	837	451	1288
Craft and Related Workers	154	199	353
Defense Force/Military	212	995	1207
Elementary Occupation	23	44	67
Homemaker	5257	97	5354
Legislators/Senior Officials/Managers	6396	7783	14179
Not Stated	3701	2369	6070
Other	21229	27137	48366
Plant/Machine Operators and Assemblers	8	102	110
Professionals	19924	14420	34344
Retired Person	7515	8372	15887
Service /Shop, Market Sales Workers	3020	4337	7357
Student	15428	12550	27978
Technicians/Associate Professionals	5512	11881	17393
Unemployed	380	186	566
Total	89726	91591	181317

Table: 2.7



Tourist Air Arrivals by Sex by Occupation (2013)

2013	Female	Male	Total
Agricultural/Forestry/Fishery Workers	154	809	963
Clerks	1768	918	2686
Craft and Related Workers	233	1207	1440
Defense Force/Military	296	1572	1868
Elementary Occupation	479	671	1150
Homemaker	5338	128	5466
Legislators/Senior Officials/Managers	9488	11821	21309
Not Stated	2519	1437	3956
Other	19881	23508	43389
Plant/Machine Operators and Assemblers	3	17	20
Professionals	25058	19945	45003
Retired Person	8961	9858	18819
Service /Shop, Market Sales Workers	2792	4572	7364
Student	17324	14213	31537
Technicians/Associate Professionals	3110	8964	12074
Unemployed	784	386	1170
Total	98188	100026	198214

Table: 2.8



Tourist Air Arrivals by Sex by age (2012)

2012	age	female	male	
	under 18	9.6%	12123	11660
	18 - 24	8.9%	13009	9062
	25 - 34	19.6%	25673	22764
	35 - 44	17.3%	19992	22717
	45 - 54	19.6%	23575	24997
	55 - 64	16.5%	19095	21659
	65 and over	8.5%	9099	11887
	Gender	49.6%	50.4%	

Most tourist visitors through the airport in 2014 were between the ages of 45 and 54. This coincides with the historical trend. The only deviation occurred in 2013 when the highest age demographic who came to Belize were those persons between ages 25-34.

Table: 2.10



Tourist Air Arrivals by Sex by age (2014)

2014	age	female	male	
	under 18	9.54%	13708	13380
	18 - 24	8.93%	14758	10618
	25 - 34	18.73%	28046	25173
	35 - 44	16.75%	22312	25261
	45 - 54	19.24%	26405	28252
	55 - 64	16.81%	22508	25233
	65 and over	10.00%	12371	16038
	Gender	49.32%	50.68%	

Table: 2.12



Tourist Air Arrivals by Sex by age (2014)

2014	age	female	male
	under 18	9.54% 13708	13380
	18 - 24	8.93% 14758	10618
	25 - 34	18.73% 28046	25173
	35 - 44	16.75% 22312	25261
	45 - 54	19.24% 26405	28252
	55 - 64	16.81% 22508	25233
	65 and over	10.00% 12371	16038
	Gender	49.32%	50.68%

Table: 2.12



Tourist Air Arrivals by Origin Region/Country

Region/Country	2012	2013	2014
Africa	281	238	235
Canada	20416	22301	21825
Caribbean	2396	2433	2500
Central America	38013	42976	48205
England	4029	4843	5896
Europe	6629	6770	8762
Other	3804	4892	4243
South America	1602	1756	1718
United States	172169	182708	195261
Grand Total	249339	268917	288645

Table: 2.13



Tourist Air Arrivals by purpose of visit by accommodation type (2012)

2012	Business-Official	Business-Professional	Leisure	Visiting Family/Friends
Bed & Breakfast	22	48	406	59
Cabin		8	715	22
Campsite	3	3	590	17
Community based tourism establishment	7	24	557	41
Guesthouse	38	183	10958	737
Hostel		3	263	10
Hotel	730	3853	17729	1160
Island Properties		7	1449	57
Lodge	6	33	2339	144
Motel			7	10
Private Home		2	62	2
Resort	53	353	16816	1095
Self-Catering Units	12	192	13130	957
Timeshare		20	624	42
Not Stated	1250	4658	84123	16776
Grand Total	2121	9387	149768	21129

Table: 2.14



Tourist Air Arrivals by purpose of visit by accommodation type (2013)

2013	Business-Official	Business-Professional	Leisure	Visiting Family/Friends
Bed & Breakfast	26	37	464	40
Cabin	3	4	689	25
Campsite		2	609	8
Community based tourism establishment	25	79	1073	124
Guesthouse	58	196	8457	526
Hostel			266	5
Hotel	994	3952	18852	1217
Island Properties	3	13	979	34
Lodge	5	34	1654	81
Motel		1	2	
Private Home			123	16
Resort	35	286	18185	877
Self-Catering Units	17	123	11055	708
Timeshare		2	68	4
Not Stated	1106	4490	105663	16718
Grand Total	2272	9219	168139	20383

Table: 2.15



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 tourism establishment			137	
Guesthouse	16	54	5412	276
Hostel			69	1
Hotel	852	3387	18593	1155
Island Properties	1	14	683	33
Lodge	2	10	1465	39
Motel		2	1	
Private Home			43	8
Resort	35	168	19821	920
Self-Catering Units	28	76	8862	497
Timeshare			4	
Not Stated	1253	4625	133278	18402
Grand Total	2191	8346	189251	21373

Table: 2.16



Tourist Air Arrivals by visitor type (2012)

2012	Aero Caribbean	Air Caribe	American Airlines	US Airlines	Delta Airlines	Maya Island Air	Private Air	Taca	Tropic Air	US Airways	Annual
Jan											
Same Day Visitor				1							1
Stay Over Visitor	16		7,723	8,024	3,949		499	1,967	418	433	21,800
Feb											
Same Day Visitor				1							1
Stay Over Visitor	19		7,093	7,343	3,203		636	1,467	366	1,039	25,196
Mar											
Same Day Visitor			1	1							2
Stay Over Visitor	4		11,305	8,887	3,752		716	1,538	405	1,662	29,489
Apr											
Resident			323	304	54		16	118	17	25	658
Same Day Visitor			1								1
Stay Over Visitor	105		6,028	6,809	2,943		936	1,234	447	1,561	21,547
May											
Resident			1,182	506	206		65	354	63	44	2,421
Same Day Visitor				2							2
Stay Over Visitor	4		7,658	5,715	2,682		296	1,123	213	732	18,481
Jun											
Resident			997	501	173		43	309	41	34	2,137
Same Day Visitor											
Stay Over Visitor			5,865	5,270	2,223		257	703	85	1,181	16,672
Jul											
Resident	12		1,627	778	241		2	29	358	108	3,228
Same Day Visitor											1
Stay Over Visitor	52	26	7,793	6,494	2,730		2	201	933	134	19,645
Aug											
Resident	4		2,301	1,867	478			20	538	117	4,683
Same Day Visitor											0
Stay Over Visitor	94		5,297	4,796	2,578			211	927	158	14,579
Sep											
Resident	5		1,318	584	357			123	368	60	2,635
Same Day Visitor				1							1
Stay Over Visitor	4		4,082	2,869	2,149			486	733	78	8,988
Oct											
Resident	2		964	418	235			84	367	51	2,141
Same Day Visitor					1						1
Stay Over Visitor	24		4,204	3,707	2,075			179	710	65	9,226
Nov											
Resident			1,516	534	212			65	399	48	2,797
Same Day Visitor			1						1		2
Stay Over Visitor	1		4,817	4,880	2,814			521	1,270	164	16,975
Dec											
Resident	6		1,647	708	294			25	975	109	4,344
Same Day Visitor			38	81	1			17	18	38	2
Stay Over Visitor	11		32,400	7,545	3,672			600	1,576	293	39,640
Grand Total	259	26	99,581	77,196	36,524		4	5,579	16,828	5,579	10,890

Table 2.17

Tourist Air

The vast majority of leisure visitors who came to Belize by air, stayed in a resort or a hotel. Self-catering units and guesthouses were also popular accommodation types among leisure visitors.

Most Business travelers stayed in hotels, while those who came to visit friends or relatives stayed in hotels.

The two largest carriers of stay over visitors to Belize were American Airlines and United Airlines. These two airlines each accounted for over 30% of visitors to the country.

The third largest carrier of stay over visitors to Belize was Delta Airlines, which accounted for over 18% of stay over visitors to Belize. The vast majority of visitors to Belize by air were stay over visitors.





Tourist Air Arrivals by visitor type (2013)

2013	Aero Caribbean	American Airlines	United Airlines	Delta Airlines	Maya Island Air	Other Air	Private Air	Tata	Thomson Air	US Airways	Annual		
Jan											0		
No Stated Visitor Type								54	499	90	30	3,587	
Resident	0	1,297	554	185				114	57	30	180		
Same Day Visitor		25	8	3									
Stay Over Visitor	31	7,866	7,395	3,483				555	3,185	234	405	26,837	
Feb											0		
No Stated Visitor Type								25	184	130	31	1,895	
Resident	4	935	307	180				47	20	11	139		
Same Day Visitor	7	54	5	5									
Stay Over Visitor	35	6,795	7,456	3,420				508	1,459	290	699	23,464	
Mar											0		
No Stated Visitor Type								14	554	131	29	2,536	
Resident	6	1,055	528	159				76	16	35	149		
Same Day Visitor		34	18	8			5						
Stay Over Visitor	7	31,968	33,665	4,093			37	979	3,733	294	1,381	36,293	
Apr											0		
No Stated Visitor Type								18	276	183	33	1,967	
Resident		942	388	137				74	52	23	139		
Same Day Visitor		32	7	2									
Stay Over Visitor		9,335	8,613	2,280			31	267	827	239	294	14,766	
May											0		
No Stated Visitor Type								14	184	280	31	2,763	
Resident	2	1,394	523	187				34	19	21	189		
Same Day Visitor		17	16	3									
Stay Over Visitor	36	7,243	8,934	2,893				157	3,079	234	530	18,990	
Jun											0		
No Stated Visitor Type								2	28	27	26	881	
Resident	6	1,864	834	253			1	8	374	137	41	2,883	
Same Day Visitor		25	28	20							1	183	
Stay Over Visitor	8	9,818	7,517	3,386			4	233	923	166	1,133	23,883	
Jul											0		
No Stated Visitor Type								2	28	38	20	393	
Resident	3	1,828	824	387				32	193	200	63	3,823	
Same Day Visitor		33	78	7				44	17	33	0	223	
Stay Over Visitor	37	9,722	7,668	3,033				308	3,138	357	875	23,168	
Aug											0		
No Stated Visitor Type								4	9	3	0	120	
Resident	4	47	28	13				21	699	296	68	3,943	
Same Day Visitor		2,815	1,180	584				17	20	21	183		
Stay Over Visitor	11	5,812	5,948	2,850				188	3,171	637	870	19,497	
Sep											0		
No Stated Visitor Type								4	46	26		884	
Resident	34	222	79	54				5	550	168		3,899	
Same Day Visitor		1,283	819	465								1,128	
Stay Over Visitor	5	21	8	7								1,802	
Oct											0		
No Stated Visitor Type								4	167	476	181	3,982	
Resident	1	127	90	64				16	28	26		393	
Same Day Visitor		1,218	586	328				6	393	168		2,690	
Stay Over Visitor	4	8,311	3,779	2,923				58	23	29		1,811	
Nov											0		
No Stated Visitor Type								3	31	39		354	
Resident	3	1,294	596	244			1	13	453	290	20	1,936	
Same Day Visitor		35	14	9				84	23	46	1	225	
Stay Over Visitor	26	6,371	5,320	3,586			2	340	3,153	330	403	13,398	
Dec											0		
No Stated Visitor Type								7	40	31	3	393	
Resident	5	1,839	804	340				8	350	238	33	3,887	
Same Day Visitor		35	114	31				40	34	60		288	
Stay Over Visitor	31	9,832	8,696	4,343			4	340	3,424	479	405	25,286	
Grand Total	285	151,785	85,967	32,205			8	69	4,612	18,618	5,786	6,836	250,817

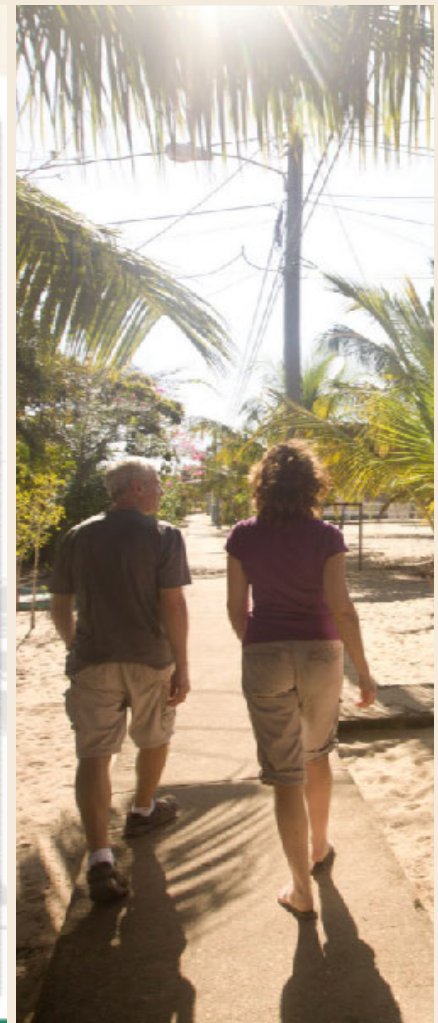
Table 2.18



Tourist Air Arrivals by Visitor Type (2014)

2014	Aero Caribbean	Air Caribe	American Airlines	United Airlines	Delta Airlines	Maya Island Air	Other Air	Private Air	Taco	Tropic Air	US Airways	Annual	
Jan													
No Stated Visitor Type	2		201	145	76				35	38	57	15	542
Resident	1		1,331	595	274				23	363	229	22	2,888
Same Day Visitor			55	38	36				104	62	91		386
Stay Over Visitor	2		8,358	7,854	4,411				258	904	916	303	22,788
Feb													
No Stated Visitor Type			208	138	88				33	35	81	12	688
Resident			803	385	200				9	202	168	13	1,988
Same Day Visitor			67	35	20				108	16	82	3	390
Stay Over Visitor			5,889	5,303	4,346				348	1,043	399	657	24,835
Mar													
No Stated Visitor Type			199	133	62				32	34	30	4	420
Resident	2		1,128	562	209				7	875	227	22	2,938
Same Day Visitor			52	32	12				23	12	84	1	181
Stay Over Visitor	28		16,538	11,902	5,885		4		484	1,537	511	3,335	81,438
Apr													
No Stated Visitor Type			176	144	60				30	38	62	11	580
Resident	2		1,123	679	316				21	372	223	24	2,960
Same Day Visitor			40	23	16				61	15	89		243
Stay Over Visitor	3		8,556	6,952	3,803				380	1,252	447	720	21,857
May													
No Stated Visitor Type			241	189	93				29	48	75	6	641
Resident			1,809	675	297				42	808	385	20	2,991
Same Day Visitor			81	32	19				91	13	78	4	248
Stay Over Visitor	2		7,788	6,623	3,814				294	778	326	603	28,747
Jun													
No Stated Visitor Type	1		188	239	252				33	52	88	11	851
Resident	2		1,464	764	324				7	368	349	54	3,184
Same Day Visitor	2		28	27	13				66	27	74	1	236
Stay Over Visitor	6		8,257	7,772	4,523				174	1,071	238	774	22,915
Jul													
No Stated Visitor Type	12		299	162	89		1	1	33	35	41	16	535
Resident	5		1,853	1,168	477		1		21	428	331	33	4,789
Same Day Visitor			42	23	25			12	43	22	95		280
Stay Over Visitor	4		7,897	7,248	4,418				246	1,099	314	715	22,231
Aug													
No Stated Visitor Type	22		238	148	304				31	30	81	4	638
Resident	1		3,305	1,882	768				3	623	286	26	5,712
Same Day Visitor	5		95	34	26				41	34	94	1	256
Stay Over Visitor	5		5,280	5,031	3,272				164	1,111	387	270	25,286
Sep													
No Stated Visitor Type	14		91	79	67				14	31	40		336
Resident			1,320	737	415				5	555	210		3,232
Same Day Visitor	2		18	14	16				64	32	86		232
Stay Over Visitor	2		2,202	2,208	3,979				133	905	399		7,688
Oct													
No Stated Visitor Type			395	127	216				29	52	87		632
Resident			1,174	609	338				9	484	247		2,899
Same Day Visitor			81	18	17				93	31	47		189
Stay Over Visitor			3,892	3,688	3,219				209	805	201		20,848
Nov													
No Stated Visitor Type	4		232	166	209				24	33	77	5	680
Resident	5		1,321	707	436				26	498	315	24	3,332
Same Day Visitor			50	7	24				96	24	337		568
Stay Over Visitor	28		5,637	4,757	3,823				173	1,265	386	246	26,325
Dec													
No Stated Visitor Type			259	216	314				31	36	70	1	775
Resident			1,815	1,398	518				17	387	287	6	4,332
Same Day Visitor			79	83	84				81	30	81	2	376
Stay Over Visitor			7,429	6,219	4,962				172	1,296	576	273	22,844
Grand Total	167	3	104,746	67,745	67,950	1	17	4,157	15,036	6,079	6,735	221,620	

Table: 2.19





Section 3
**VISITOR EXPENDITURE,
MOTIVATION & SATISFACTION**

(VEMS) Survey Statistics

Visitor Experience, Motivation & Satisfaction Survey

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; and
4. Obtain a profile of our visitors.

The 2014 VEMS was contracted out to the Statistical Institute of Belize on behalf of the Belize Tourism Board 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 96% of all overnight tourist visitor arrivals to Belize in 2014.

Unless assistance was requested, the questionnaire was self-administered and returned to interviewers. Adminis-

tering the survey has proven challenging, particularly at the border stations with Guatemala and Mexico. This is due to the limited time tourists had 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. Consequently, there has been much greater success 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 version of the VEMS questionnaire addresses more issues related to expenditure and multiple entry visits. This is a shorter form. 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 annual overnight tourist expenditure figure.





Surveys Completed by Border Station

2014	Frequency	Percent
Philip Goldson International Airport (PGIA)	3079	85.0
Santa Elena Northern Border (SEB)	104	2.9
Benque Viejo Western Border (BVWB)	440	12.1
TOTAL	3623	100.0

Table: 3.1



Mode of Arrival on this Trip

2014	Frequency	Percent
Air	2932	83.4
Land	458	13.0
Sea	47	1.3
Not Stated	10	0.3
Other	67	1.9
TOTAL	3514	100.0

Table: 3.2

Surveys Collected by Port of Entry by Month

2014	Philip Goldson Int'l Airport (PGIA)	Santa Elena Northern Border (SEB)	Benque Viejo Western Border (BVWB)	Total	Percent
January	290	15	48	353	9.7
February	318	12	31	361	10.0
March	299	13	39	351	9.7
April	208	9	21	238	6.6
May	288	7	36	331	9.1
June	281	5	28	314	8.7
July	265	7	46	318	8.8
August	249	9	42	300	8.3
September	157	6	32	195	5.4
October	207	3	35	245	6.8
November	285	7	31	323	8.9
December	232	11	51	294	8.1
TOTAL	3079	104	440	3623	100.0

Table: 3.3



Overnight Visitors by Country/Region of Origin

2012	Frequency	Percent
USA	7150	71.8
Canada	969	9.7
Europe	1175	11.8
Caribbean	76	0.8
Central America	100	1.0
DK/NS	2	0.0
Other	484	4.9
TOTAL	9956	100.0

Table: 3.4



Overnight Visitors by US State

2012	Frequency	Percent			
ALABAMA	49	0.69	MONTANA	60	0.84
ALASKA	54	0.76	NEBRASKA	25	0.35
ARIZONA	155	2.17	NEVADA	62	0.87
ARKANSAS	48	0.67	NEW HAMPSHIRE	24	0.34
CALIFORNIA	1065	14.90	NEW JERSEY	82	1.15
COLORADO	315	4.41	NEW MEXICO	68	0.95
CONNECTICUT	46	0.64	NEW YORK	306	4.28
DELAWARE	7	0.10	NORTH CAROLINA	135	1.89
DISTRICT OF COLOMBIA	39	0.55	NORTH DAKOTA	18	0.25
FLORIDA	298	4.17	OHIO	141	1.97
GEORGIA	138	1.93	OKLAHOMA	87	1.22
HAWAII	13	0.18	OREGON	171	2.39
IDAHO	51	0.71	PENNSYLVANIA	157	2.20
ILLINOIS	229	3.20	RHODE ISLAND	9	0.13
INDIANA	75	1.05	SOUTH CAROLINA	70	0.98
IOWA	59	0.83	SOUTH DAKOTA	11	0.15
KANSAS	50	0.70	TENNESSEE	82	1.15
KENTUCKY	63	0.88	TEXAS	1145	16.01
LOUISIANA	89	1.24	UTAH	83	1.16
MAINE	22	0.31	VERMONT	18	0.25
MARYLAND	76	1.06	VIRGINIA	147	2.06
MASSACHUSETTS	126	1.76	WASHINGTON	291	4.07
MICHIGAN	111	1.55	WEST VIRGINIA	13	0.18
MINNESOTA	190	2.66	WISCONSIN	100	1.40
MISSISSIPPI	59	0.83	WYOMING	34	0.48
MISSOURI	106	1.48	Not Stated	278	3.89
			TOTAL	7150	100.00

Table: 3.5



Overnight Visitors by European Country

European Country	Frequency	Percent
FRANCE	108	9.2
GERMANY	172	14.6
HOLLAND	63	5.4
IRELAND	43	3.7
ITALY	52	4.4
NORWAY	32	2.7
SPAIN	51	4.3
SWITZERLAND	42	3.6
UNITED KINGDOM	407	34.6
OTHER	205	17.4
TOTAL	1175	100.0

Table: 3.6



Overnight Visitors by Canadian Province

Canadian Province	Frequency	Percent
ALBERTA	305	31.5
BRITISH COLUMBIA	201	20.7
MANITOBA	39	4.0
NEWBRUNSWICK	7	0.7
NEWFOUNDLAND and LABRADOR	6	0.6
NOVA SCOTIA	26	2.7
NORTHWEST TERRITORIES	4	0.4
NUNAVUT	0	0.0
ONTARIO	255	26.3
PRINCE EDWARD ISLAND	1	0.1
QUEBEC	60	6.2
SASKATCHEWAN	34	3.5
YUKON	2	0.2
Not Stated	29	3.0
TOTAL	969	100.0

Table: 3.7



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

	Purpose of Visit												
	Leisure	Percent	Business	Percent	Friends	Percent	Religion	Percent	Not Stated	Percent	Other	Percent	Total
USA	5873	82.1%	302	4.2%	336	4.7%	432	6.0%	4	0.1%	203	2.8%	7150
Canada	858	88.5%	23	2.4%	44	4.5%	25	2.6%	0	0.0%	19	2.0%	969
Europe	1118	95.1%	25	2.1%	18	1.5%	2	0.2%	0	0.0%	12	1.0%	1175
Caribbean	12	15.8%	42	55.3%	5	6.6%	12	15.5%	0	0.0%	5	6.6%	76
Central America	64	64.0%	19	19.0%	7	7.0%	5	5.0%	0	0.0%	5	5.0%	100
DK/NS	0	0.0%	1	50.0%	1	50.0%	0	0.0%	0	0.0%	0	0.0%	2
Other	440	90.9%	19	3.9%	12	2.5%	4	0.8%	1	0.2%	8	1.7%	484

Table: 3.8

Satisfaction Survey

85% of the visitor surveys collected in 2014 were collected from the international airport. It is easier to disseminate the visitor surveys at the airport because visitors spend time in the waiting area and are available for interviews.

The dynamic at the land borders is quite different, as visitors don't often have time to fill out the survey when they are passing through the border. The bulk of the visitor surveys were collected during the first quarter of the year, which coincides with the tourism high season. The most

surveys were collected in February 2014, and the fewest surveys were collected in the month of September (the weakest month of tourism's low season). Over 71% of persons interviewed came from the United States, 11% came from Europe and 9.7% of visitors came from Canada.

These have historically been the strongest markets for tourist arrivals to Belize, and this distribution is in strong alignment with the nationality breakdown revealed in the monthly visitor arrival report.





Average length of stay (nights) by country of residence and season

	Summer	Winter	Total
USA	6.75	7.08	6.89
Canada	7.86	8.34	8.18
Europe	5.35	5.88	5.58
Caribbean	6.34	4.81	5.86
Central America	3.71	4.61	4.20
Other	4.59	5.44	4.90
TOTAL	6.46	6.98	6.69

Table: 3.9



Average length of stay (nights) by purpose of visit and season

	Summer	Winter	Total
Holiday, leisure	6.41	6.96	6.66
Business	5.48	5.27	5.40
Visit Friends	8.16	8.53	8.33
Religion	7.08	7.30	7.16
DK/NS	6.50	10.00	7.67
Other	5.96	6.58	6.21
TOTAL	6.46	6.98	6.69

Table: 3.10

Average Visitor Length of Stay

The average visitor length of stay is an important statistic in calculating the annual tourism expenditure. In 2014 the overall visitor length of stay decreased by 0.67 nights. The reason for this decrease has yet to be determined, however the impact cannot be understated. Canadian visitors had the longest average visitor length of stay at a little over 8 nights. The average visitor length of stay for the United States was slightly greater than the average at 6.89 nights. The average length of stay for persons visiting friends and relatives was the longest of all category brackets, at 8.33 nights.

Most survey respondents were between the ages of 26 and 34 at 33.4%. The number of respondents between the ages of

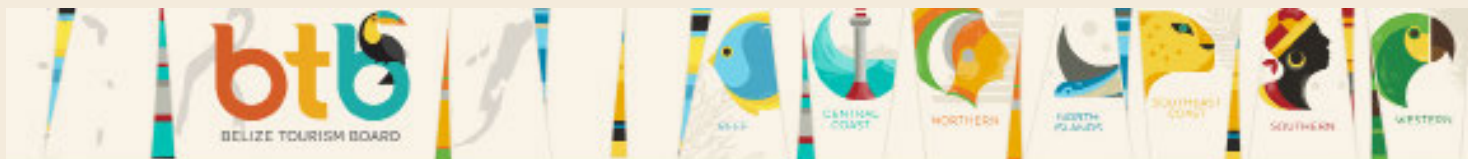
35-44 and 45-54 were each at a little over 17%. Historically, the tourist visitors to Belize have been between the ages of 34 and 54, as this is the age range of the working class who tend to travel abroad on vacation. Tourist visitors who are from Belize's major market regions of the United States, 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.



Sex by Age Group of Respondents

Age Group	Male	Percent	Female	Percent	DK/NS	Total	Percent Total
Less Than 25	177	11.8	342	17.0	3	522	14.9
25-34	478	32.0	690	34.4	4	1172	33.4
35-44	266	17.8	336	16.7	0	602	17.1
45-54	271	18.1	342	17.0	2	615	17.5
55-64	193	12.9	216	10.8	1	410	11.7
65 And Over	109	7.3	81	4.0	3	193	5.5
DK/NS	0	0.0	0	0.0	0	0	0.0

Table: 3.11



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

	Travel Companions						Total
	Nobody	Spouse	Family	Group/Friends	DK/NS	Other	
USA	259	1070	525	666	4	34	2558
CANADA	51	165	67	88	0	0	371
EUROPE	75	119	28	143	0	6	371
CARIBBEAN	8	2	1	7	0	3	21
CENTRAL AMERICA	7	0	2	12	0	3	24
DK/NS	0	0	0	0	0	0	0
OTHER	37	62	10	59	0	1	169
Percent	12.4	40.4	18.0	27.7	0.1	1.3	100.0

Table: 3.12



Hotels and resorts continue to be the preferred accommodation type of choice by tourist visitors surveyed. Over 70% of all tourists claimed that they stayed in a hotel or a resort while in Belize, followed by 18.2% who claimed to have stayed in a guest-house.

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

	USA	CANADA	EUROPE	CARIBBEAN	CENTRAL AMERICA	OTHER	TOTAL
Hotel/Resort	74.1%	62.3%	58.0%	76.3%	71.0%	57.9%	70.3%
Guest-House	12.0%	26.0%	42.9%	11.8%	16.0%	34.3%	18.2%
Own vacation house	2.8%	5.2%	0.9%	1.3%	0.0%	0.2%	2.6%
Rented house/apart	7.5%	11.9%	2.5%	3.9%	3.0%	3.3%	7.1%
Friend/Relative	7.5%	9.7%	2.8%	6.6%	10.0%	4.8%	7.0%
Fishing Lodge	1.6%	0.7%	0.3%	0.0%	0.0%	0.6%	1.3%
Boat	2.6%	3.1%	2.3%	1.3%	2.0%	1.7%	2.6%
Camping	1.5%	4.3%	4.5%	2.6%	2.0%	2.7%	2.2%
Time-share unit	1.0%	0.7%	0.1%	0.0%	0.0%	0.0%	0.8%
Other	3.6%	3.6%	6.6%	1.3%	4.0%	8.1%	4.2%
DK/NS	0.1%	0.0%	0.1%	1.3%	1.0%	0.2%	0.1%

In 2014 just as in previous years, most tourists reported that they stayed in Ambergris Caye while visiting Belize.

The second most popular region stayed in Belize was the neighboring island of Caye Caulker, where over 27% of tourists reported to have stayed during their trip. The Cayo district was the third most popular district, accounting for over 22% of tourist visits in 2014.

Table: 3.13



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

	USA	CANADA	EUROPE	CARIBBEAN	CENTRAL AMERICA	OTHER	TOTAL
Belmopan	6.0%	6.5%	3.8%	14.3%	12.5%	1.8%	5.7%
Belize District	15.5%	20.8%	17.5%	66.7%	20.8%	16.0%	16.6%
Corozal	3.1%	7.0%	7.3%	9.5%	0.0%	3.0%	4.0%
Orange Walk	2.7%	7.0%	7.8%	0.0%	4.2%	4.7%	3.8%
San Ignacio/Cayo	18.5%	27.8%	36.4%	9.5%	41.7%	30.2%	22.1%
Dangriga/Stann Creek	12.2%	12.7%	10.2%	14.3%	0.0%	4.7%	11.6%
Punta Gorda/Toledo	2.7%	2.7%	3.8%	4.8%	8.3%	3.0%	2.9%
Ambergris Caye	51.8%	40.7%	17.0%	9.5%	20.8%	16.6%	44.8%
Caye Caulker	16.6%	33.7%	73.9%	9.5%	50.0%	72.8%	27.3%
Other Islands	6.8%	9.7%	7.3%	0.0%	0.0%	0.6%	6.8%
Placencia	12.0%	23.7%	11.1%	14.3%	8.3%	7.1%	12.9%
Other	0.8%	0.3%	0.8%	0.0%	0.0%	0.6%	0.7%
DK/NS	0.6%	0.5%	0.3%	0.0%	0.0%	1.2%	0.6%

Table: 3.14



Rating of Sources of Information about Belize

	Travel Agent	Magazine	Travel Guide Book	Television	Friends	Internet	DK/NS	Other	Total
USA	155	40	97	30	1095	790	16	335	2558
CANADA	16	8	29	4	172	97	2	43	371
EUROPE	40	6	88	2	134	79	3	19	371
CARIBBEAN	0	0	0	0	5	3	1	12	21
CENTRAL AMERICA	8	0	0	0	5	3	0	8	24
DK/NS	0	0	0	0	0	0	0	0	0
OTHER	18	2	23	3	71	40	1	11	169
PERCENT	6.7	1.6	6.7	1.1	42.2	28.8	0.7	12.2	100.0

Most tourist visitors learn about or gain information about Belize through their interaction with friends. The second most popular source of information is the Internet, through which close to 29% of tourists learned about the country before visiting.

Table: 3.15



% Overnight Visitors by First Time Visiting

	Region/Country of Residence						
	USA	CANADA	EUROPE	CARIBBEAN	CENTRAL AMERICA	OTHER	TOTAL
FIRST VISIT?							
YES	73.9%	74.4%	92.7%	47.6%	37.5%	91.1%	76.4%
NO	26.1%	25.6%	7.3%	52.4%	62.5%	8.9%	23.6%

Over 76% of overnight tourist visitors interviewed were on their first visit to the country. The vast majority of visitors from Belize's main market countries were first time visitors to Belize.

Visitors to Belize who came from Central America and the Caribbean were mainly repeat visitors.

However, visitors from these areas are quite small in number compared to persons from the main market countries.

Over 90% of repeat visitors to Belize entered the country by air. Over 8% of repeat visitors entered the country by land.

Table: 3.16



Mode of Arrival for Repeat Visitors

	Air	Land	Cruise Ship	DK/NS	Other	Total	Percent
USA	639	19	3	3	3	667	80.4
CANADA	82	11	0	2	0	95	11.4
EUROPE	7	19	0	0	1	27	3.3
CARIBBEAN	11	0	0	0	0	11	1.3
CENTRAL AMERICA	5	10	0	0	0	15	1.8
OTHER	5	9	1	0	0	15	1.8
Percent	90.2	8.2	0.5	0.6	0.5	100.0	100.0

Table: 3.17

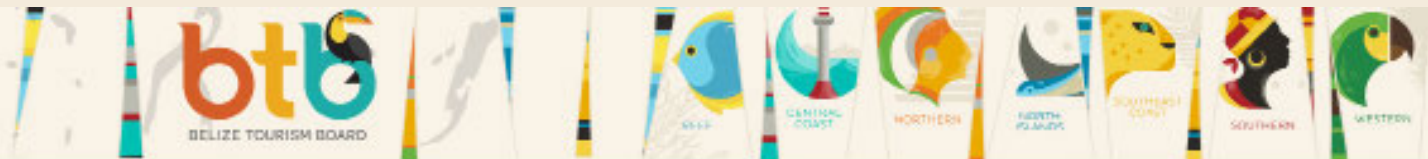


Multiple Destinations Visited by Country/Region of Origin

	No	Yes	DK/NS	Total
USA	6416	734	0	7150
Canada	827	142	0	969
Europe	847	328	0	1175
Caribbean	71	5	0	76
Central America	83	17	0	100
DK/NS	2	0	0	2
Other	366	118	0	484
TOTAL	8612	1344	0	9956

Only 10% of American overnight visitors interviewed claimed that they visited another country during their time in Belize. 14.7% of Canadian overnight visitors said they visited a neighboring country during their visit, and 27.9% of European visitors visited another country during their trip.

Table: 3.18



Participation in Activities by Country/Region of Origin (%), 2014

	USA	CANADA	EUROPE	CARIBBEAN	CENTRAL AMERICA	OTHER	TOTAL
Diving	18.6%	22.1%	23.7%	9.5%	25.0%	26.0%	19.8%
Snorkeling	68.3%	71.4%	72.2%	14.3%	37.5%	72.2%	68.7%
Island Tour	27.7%	32.6%	28.3%	0.0%	12.5%	25.4%	27.9%
Caving	29.2%	33.4%	22.4%	9.5%	25.0%	21.9%	28.4%
Birding	8.1%	10.0%	10.8%	0.0%	12.5%	7.1%	8.5%
Gaming	1.6%	1.3%	0.5%	0.0%	0.0%	1.2%	1.4%
Other	18.7%	16.7%	4.6%	42.9%	4.2%	4.7%	16.4%
Fishing	24.6%	25.3%	9.2%	4.8%	8.3%	16.0%	22.4%
Sailing	13.0%	12.9%	10.0%	0.0%	16.7%	12.4%	12.6%
Canoe/Kayaking	24.2%	28.3%	21.0%	4.8%	4.2%	17.8%	23.8%
Jungle trekking	31.6%	35.8%	26.1%	9.5%	12.5%	18.3%	30.6%
Cultural Event	15.4%	14.3%	10.2%	14.3%	8.3%	10.7%	14.4%
None	7.0%	4.6%	5.9%	23.8%	33.3%	7.1%	6.9%
DK/NS	1.0%	0.8%	4.0%	0.0%	4.2%	5.3%	1.5%

Table: 3.19

Participation in Activities by Top 10 US State (%), 2014

	California	Colorado	Florida	Illinois	Minnesota	New York	Ohio	Oregon	Texas	Washington	Total
Diving	20.4%	25.2%	16.1%	16.5%	24.3%	19.8%	14.3%	15.8%	18.7%	20.7%	18.6%
Snorkeling	74.8%	75.7%	43.0%	68.2%	77.1%	57.0%	68.3%	73.7%	68.4%	70.2%	68.8%
Island Tour	32.2%	24.3%	20.4%	21.2%	24.3%	32.2%	20.6%	24.6%	25.1%	24.0%	27.9%
Caving	36.4%	33.6%	20.4%	28.2%	28.6%	32.2%	27.0%	31.6%	22.1%	37.2%	29.1%
Birding	8.4%	13.1%	6.5%	8.2%	4.3%	9.9%	1.6%	10.5%	5.2%	4.1%	8.1%
Gaming	3.6%	0.9%	0.0%	0.0%	2.9%	1.7%	0.0%	1.8%	1.5%	0.8%	1.6%
Other	21.6%	14.0%	20.4%	15.3%	24.3%	20.7%	22.2%	24.6%	17.9%	13.2%	18.7%
Fishing	24.9%	32.7%	21.5%	21.2%	15.7%	15.7%	12.7%	22.8%	28.9%	16.5%	24.7%
Sailing	15.7%	11.2%	9.7%	9.4%	11.4%	13.2%	11.1%	12.3%	11.2%	11.6%	13.1%
Canoe/Kayaking	28.6%	28.0%	21.5%	27.1%	25.7%	29.8%	28.6%	26.3%	23.6%	18.2%	24.7%
Jungle trekking	39.5%	39.3%	19.4%	35.3%	22.9%	31.4%	36.5%	31.6%	25.6%	31.4%	31.7%
Cultural Event	19.9%	16.8%	8.6%	12.9%	20.0%	15.7%	12.7%	24.6%	11.2%	14.9%	15.3%
None	4.2%	1.9%	19.4%	10.6%	4.3%	9.1%	4.8%	1.8%	6.5%	7.4%	6.9%
DK/NS	0.8%	0.9%	1.1%	1.2%	0.0%	0.8%	3.2%	1.8%	0.5%	0.8%	0.9%

Table: 3.20

Over 54% of tourist visitors surveyed claimed that they visited the barrier reef during their time in Belize. The barrier reef remains the most popular tourist attraction in the country. Offshore islands are second with over 44% of tourists claiming to have visited one of these areas. The third most popular attraction in Belize is the marine protected areas. Over 40% of tourists claimed to have visited these sites.



Places of Interest visited by Country/Region of Origin (%), 2014

	USA	CANADA	EUROPE	CARIBBEAN	CENTRAL AMERICA	OTHER	TOTAL
Offshore Islands	46.0%	49.3%	40.7%	4.8%	29.2%	33.1%	44.8%
Barrier Reef	54.6%	60.6%	59.0%	9.5%	37.5%	45.0%	54.8%
Blue Hole	7.6%	10.8%	16.7%	0.0%	12.5%	15.4%	9.2%
Archaeological sites	38.9%	45.8%	30.7%	23.8%	37.5%	22.5%	37.9%
Other	4.3%	5.7%	2.4%	28.6%	0.0%	1.2%	4.2%
Marine protected Areas	40.1%	48.2%	40.4%	14.3%	25.0%	36.7%	40.6%
National Park/Reserve	38.2%	40.7%	33.2%	0.0%	12.5%	30.2%	37.1%
Museum/Historical site	18.8%	20.8%	15.4%	14.3%	4.2%	8.9%	18.0%
None	10.5%	8.4%	8.4%	42.9%	33.3%	11.2%	10.4%
DK/NS	2.1%	1.3%	5.7%	0.0%	0.0%	5.9%	2.6%

The pre-paid package travel arrangement was most popular among American tourist visitors to Belize in 2014. Over 23% of Americans surveyed reported that they came to Belize on a prepaid package. Over 18% of visitors from the Caribbean also reported that they traveled to the country on a package.

Table: 3.21



Prepaid vs. Non-prepaid Package by Country Region of Origin (US\$)

	NONPREPAID	PERCENT	PREPAID	PERCENT	TOTAL
USA	5487	76.74%	1663	23.26%	7150
Canada	816	84.21%	153	15.79%	969
Europe	1010	85.96%	165	14.04%	1175
Caribbean	62	81.58%	14	18.42%	76
Central America	88	88.00%	12	12.00%	100
DK/NS	2	100.00%	0	0.00%	2
Other	446	92.15%	38	7.85%	484
TOTAL	7911	79.46%	2045	20.54%	9956

Table: 3.22



Pre-paid package Cost by Components (%), 2014

TRANSPORTATION	INSURANCE	OTHER	TOTAL PACKAGE COST
41.0%	2.3%	56.7%	100%

The most expensive pre-paid package was the arrangement for Europeans. This makes sense when one considers the fact that Europeans have to travel the farthest distance in order to get to this part of the world.

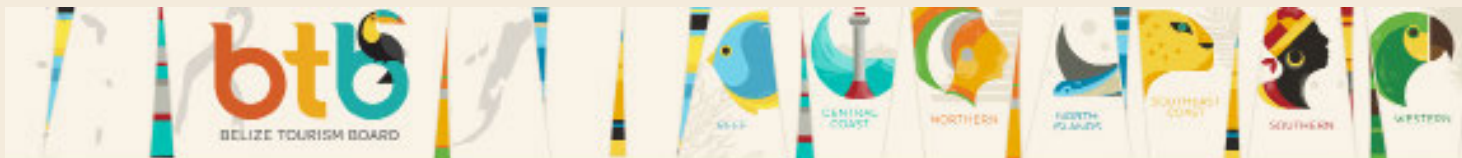
Table: 3.23



Pre-paid package Cost by Country/Region of Origin and Seasons (\$US), 2014

	Summer	Winter	Total
USA	2,660.90	2,790.86	2,722.37
CANADA	2,776.76	3,070.27	2,992.30
EUROPE	2,861.36	3,469.00	3,211.92
CARIBBEAN	1,067.83	1,637.50	1,295.70
CENTRAL AMERICA	1,860.00	786.00	1,263.33
Other	3,906.50	2,865.00	3,515.94
TOTAL	2,692.84	2,851.38	2,772.11

Table: 3.24



Pre-paid package costs – visited multiple Destinations (\$US), 2014

	Summer	Winter	Total
Visit Neighboring Country	3,084.78	3,264.06	3,193.14
Didn't Visit Neighboring Country	2,648.67	2,775.85	2,710.31
TOTAL	2,692.84	2,851.38	2,772.11

The 2014 average daily expenditure exceeded the 2013 figure by over US\$5.00. Out of the major market countries, American tourist visitors had the highest average spend, at over US \$181.00 per day. Tourist visitors from Central America and the Caribbean both had a higher rate of daily expenditure, however visitors from those regions are considerably fewer in number than those persons who come to Belize from the major market regions.

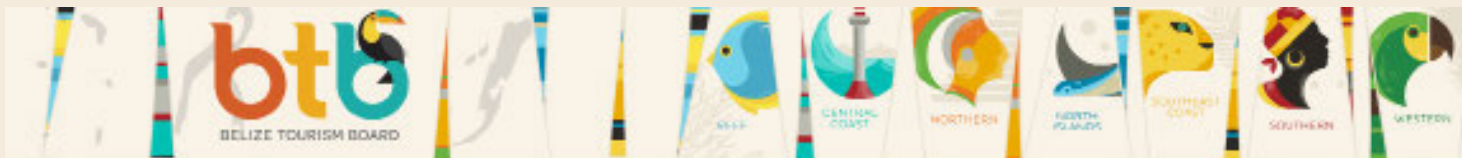
Table: 3.25



Average Daily Expenditure by Country/Region of Origin by Season (\$US), 2014

	Summer	Winter	Total
USA	180.44	182.02	181.13
CANADA	138.53	143.19	141.59
EUROPE	88.38	94.01	90.77
CARIBBEAN	203.19	186.21	197.86
CENTRAL AMERICA	117.37	123.31	120.62
DK/NS	0.00	0.00	0.00
Other	96.91	105.64	100.08
TOTAL	161.17	163.24	162.10

Table: 3.26



Average Daily Expenditure(\$US) by Purpose of Visit, 2014

	Summer	Winter	Total
Holiday/leisure	162.47	165.84	164.01
Business	201.09	207.13	203.27
Visit friends	99.37	93.62	96.78
Religion	149.73	152.66	150.81
DK/NS	161.90	50.00	124.60
Other	168.29	139.13	156.54
TOTAL	161.17	163.24	162.10

In 2014, business visitors had the highest average daily spend at over US \$203.00. Leisure visitors had the second highest daily spend at US \$164.00.

The group with the highest average daily expenditure of the three major market regions was the American business traveler. A typical business traveler from the United States spent more than US \$205.00 per day while in Belize in 2014. While business travelers from the Caribbean had the highest daily expenditure overall, visitors from this region do not come in great enough numbers to be considered statistically significant.

Table: 3.27

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

	Holiday/Leisure	Business	Visit Friends	Religion	DK/NS	Other	Total
USA	186.80	205.86	100.18	151.81	124.60	161.57	181.13
Canada	144.20	170.43	73.53	121.86	0.00	177.76	141.59
Europe	88.96	189.05	106.10	0.00	0.00	78.72	90.77
Caribbean	157.76	224.11	98.80	224.14	0.00	50.00	197.86
Central America	103.91	198.84	62.18	89.58	0.00	139.44	120.62
DK/NS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other	94.04	135.30	71.96	60.42	0.00	126.74	95.37
TOTAL	164.01	203.27	96.78	150.81	124.60	156.54	162.10

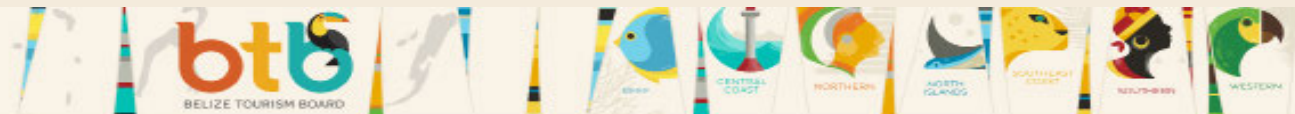
Table: 3.28



Average Daily Expenditure by Country/Region of Origin by Places Stayed, 2014

		USA	CANADA	EUROPE	CARIBBEAN	CENTRAL AMERICA	OTHER	TOTAL
Belmopan	\$	170.34	160.85	116.81	126.19	175.00	50.00	164.58
	No. of cases	98	16	7	2	2	1	126
Belize District	\$	159.72	129.04	95.89	223.23	208.33	93.78	149.95
	No. of cases	270	37	34	11	4	19	375
Corozal	\$	143.24	72.37	52.13	381.25	0.00	141.52	120.34
	No. of cases	47	14	11	1	0	4	77
Orange Walk	\$	149.83	84.53	83.72		225.00	162.95	121.92
	No. of cases	27	13	14	0	1	4	59
San Ignacio/Cayo	\$	168.61	116.95	72.63	65.36	163.57	113.59	143.91
	No. of cases	330	58	77	2	6	35	508
Dangriga/SC	\$	178.35	104.84	83.10	138.69	0.00	96.22	165.99
	No. of cases	216	19	15	2	0	3	255
Toledo/PG	\$	162.40	47.92	63.85	166.67	179.17	259.78	151.71
	No. of cases	42	2	6	1	2	2	55
Ambergris Caye	\$	192.98	153.52	102.98	500.00	139.58	136.41	186.13
	No. of cases	1010	91	36	1	4	22	1164
Caye Caulker	\$	141.12	124.51	80.56	65.36	143.06	87.07	114.73
	No. of cases	308	79	189	2	10	95	683
Other Island	\$	199.74	169.36	87.74	0.00	0.00	0.00	190.02
	No. of cases	114	19	7	0	0	0	140
Placencia	\$	172.43	134.80	115.28	245.56	300.00	147.72	163.25
	No. of cases	209	47	21	3	2	6	288

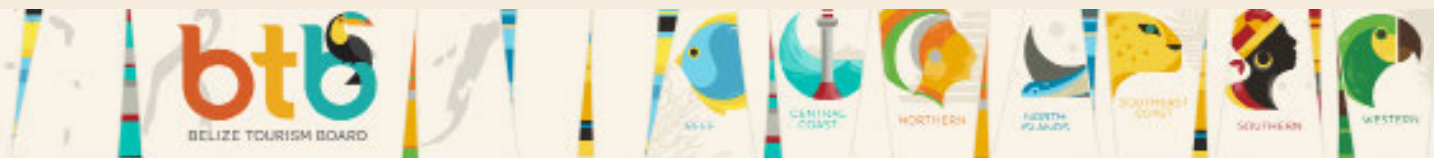
Table: 3.29



Average Daily Expenditure (\$US) by Purpose of Visit by Places stayed, 2014

		Holiday/Leisure	Business	Visit Friends	Religion	Other	Total
Belmopan	\$	182.51	171.55	118.70	98.40	165.97	164.58
	No. of cases	79	14	13	14	6	126
Belize District	\$	147.26	197.00	104.76	160.51	111.88	149.95
	No. of cases	267	43	27	28	10	375
Corozal	\$	112.12	139.58	55.78	186.85	187.50	120.34
	No. of cases	55	2	7	12	1	77
Orange Walk	\$	127.65	263.89	54.17	90.50	86.11	121.92
	No. of cases	42	3	6	6	2	59
San Ignacio/Cayo	\$	145.18	188.18	84.08	158.40	86.06	143.91
	No. of cases	450	7	16	29	6	508
Dangriga/SC	\$	174.32	202.46	107.23	99.24	109.39	165.99
	No. of cases	215	7	12	15	6	255
Toledo/PG	\$	159.25	177.92	111.81	148.05	101.67	151.71
	No. of cases	35	4	6	8	2	55
Ambergris Caye	\$	187.54	233.44	121.29	128.30	160.41	186.13
	No. of cases	1088	24	17	21	14	1164
Caye Caulker	\$	114.05	148.39	102.02	129.73	123.63	114.73
	No. of cases	639	4	9	23	8	683
Other Island	\$	190.63	415.63	72.41	224.85	143.10	190.02
	No. of cases	129	2	5	3	1	140
Placencia	\$	165.93	214.42	67.88	147.73	151.88	163.25
	No. of cases	260	9	11	4	4	288

Table: 3.30



Satisfaction Rating of Aspects of Trip, 2014

	Good	Average	Poor	DKNS
INTL. AIRLINE CONNECTION	66.4%	18.8%	2.3%	12.5%
IMMIGRATION SERVICES	65.5%	23.7%	5.1%	5.7%
CUSTOMS SERVICES	66.4%	24.1%	5.1%	4.4%
PERSONAL SAFETY	70.2%	24.0%	1.9%	3.9%
ACCOMODATION	73.5%	20.9%	1.7%	4.0%
RESTAURANTS	69.2%	24.4%	2.3%	4.2%
ENTERTAINMENT	53.7%	26.1%	3.4%	16.8%
TOURS	69.4%	12.5%	0.9%	17.2%
DOMESTIC TRANSPORTATION	53.4%	28.8%	6.6%	11.2%
VALUE FOR MONEY	60.7%	30.6%	4.0%	4.7%
NATIONAL PARKS	56.1%	7.9%	0.5%	35.4%
MARINE ATTRACTIONS	67.2%	5.6%	0.4%	26.8%
ARCHAEOLOGICAL SITES	54.4%	6.8%	0.3%	38.4%

Table: 3.31



Visitor Satisfaction Rating – Return / Recommend, 2014

	YES	NO	Maybe	DKNS
Return	81.3%	2.6%	13.3%	2.7%
Recommend	87.3%	0.9%	6.7%	5.1%

Visitors to the various offshore islands in the north and south had the highest average spend in the country. Visitors to Ambergris Caye had the second highest average spend, which means that Caye Caulker was the only exception as an island that would be considered a “budget-friendly” destination. American visitors to Other Offshore Islands and Ambergris Caye had the highest daily spend compared to visitors from Canada and Europe.

Business visitors to Ambergris Caye had the highest average spend of all notable categories in table 4.29. Leisure visitors to Other offshore islands had the second highest daily spend, compared to visitors from Canada and Europe. There were higher daily expenditure values in other areas, however the sample sizes in those areas are too small to be statistical significant.

Over 81% of tourist visitors interviewed said that they would like to return to Belize if the opportunity arises. Over 87% of tourist visitors said that they would recommend Belize to a friend or family member.

Table: 3.32

Section 4

REPORTS ON BELIZE'S

Cruise Sector

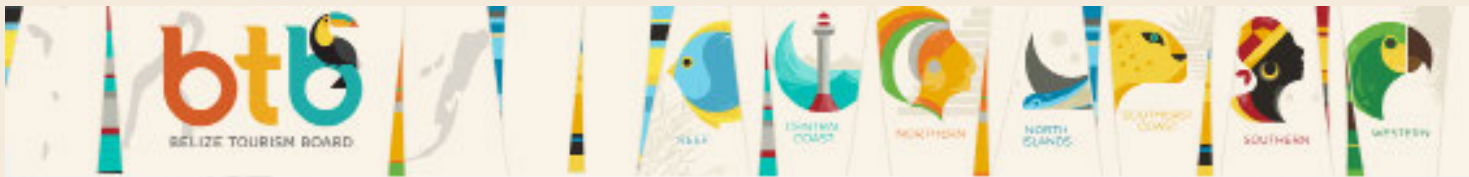




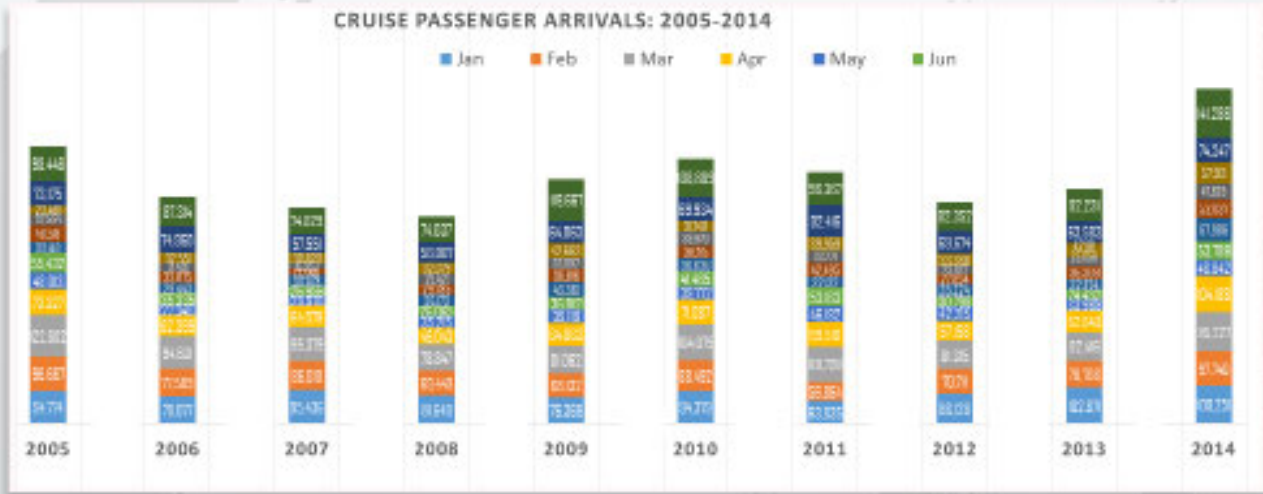
Cruise Visitor Arrivals by Month

Month	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Change '13 v '14
January	94,774	79,077	95,436	81,649	76,369	94,379	63,835	86,128	102,871	109,251	6.2
February	96,667	77,569	86,010	69,449	68,132	88,492	56,864	70,711	78,766	97,740	24.1
March	122,802	94,631	95,379	78,847	81,062	104,075	101,728	81,315	82,416	115,227	39.8
April	73,327	62,399	64,079	46,043	64,063	71,087	69,516	57,158	62,643	104,188	66.3
May	48,013	27,346	29,970	35,215	39,119	39,772	46,182	42,215	33,988	46,842	37.8
June	55,432	35,335	26,956	26,065	36,812	41,485	53,163	30,798	24,432	53,789	120.2
July	33,140	29,443	30,478	36,173	43,361	36,630	32,132	35,224	32,874	67,986	106.8
August	48,518	33,875	17,368	29,785	36,816	38,175	42,495	27,894	36,309	52,037	43.3
September	32,554	21,431	15,252	29,421	33,092	39,970	33,221	23,877	25,056	47,625	90.1
October	23,481	32,551	30,820	32,679	42,663	31,740	39,959	33,388	42,181	57,913	37.3
November	73,175	74,960	57,551	58,007	64,063	69,934	92,416	69,674	63,583	74,247	16.8
December	98,448	87,314	74,829	74,037	119,667	108,889	96,367	82,352	92,231	141,286	53.2
TOTAL	800,331	655,931	624,128	597,370	705,219	764,628	727,878	640,734	677,350	968,131	42.9

Table: 4.1



Cruise Passenger Arrivals by Month



The total number of cruise passenger arrivals to Belize in the year 2014 reached a record high of 968,131 persons. There were increases in every month of the year, with the smallest percentage increase of 6.2% occurring in January and the largest percentage increase of 120.2% occurring in June. The increase in annual cruise arrivals was 42.9%, which translates to an increase of 290,781 passengers over the total number of visitors in 2013. There were 116 more cruise vessels in 2014 than in 2013. This represents an increase of more than 50% in the number of cruise vessels in 2014 compared to 2013.

Figure 4.1



Cruise Visitor Arrivals by Quarter

Quarter	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Change '13 v '14
1st Quarter	314,243	251,277	276,825	229,945	225,563	286,946	222,427	238,154	264,053	322,218	22.0
2nd Quarter	176,772	125,080	121,005	107,323	139,994	152,344	168,861	130,171	121,063	204,819	69.2
3rd Quarter	114,212	84,749	63,098	95,379	113,269	114,775	107,848	86,995	94,239	167,648	77.9
4th Quarter	195,104	194,825	163,200	164,723	226,393	210,563	228,742	185,414	197,995	273,446	38.1
TOTAL	800,331	655,931	624,128	597,370	705,219	764,628	727,878	640,734	677,350	968,131	42.9

Table: 4.2

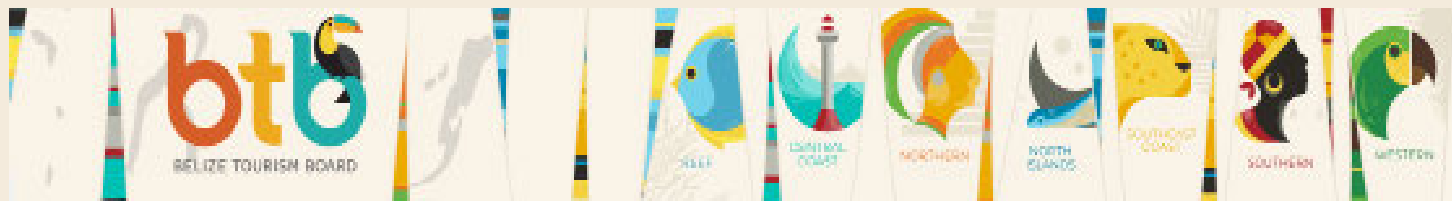


Cruise Visitor Arrivals by Season

Season	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Change '13 v '14
Winter	387,570	313,676	340,904	275,988	289,626	358,033	291,943	295,312	326,696	426,406	30.5
Summer	412,761	342,255	283,224	321,382	415,593	406,595	435,935	345,422	350,654	541,725	54.5
TOTAL	800,331	655,931	624,128	597,370	705,219	764,628	727,878	640,734	677,350	968,131	42.9

Table: 4.3

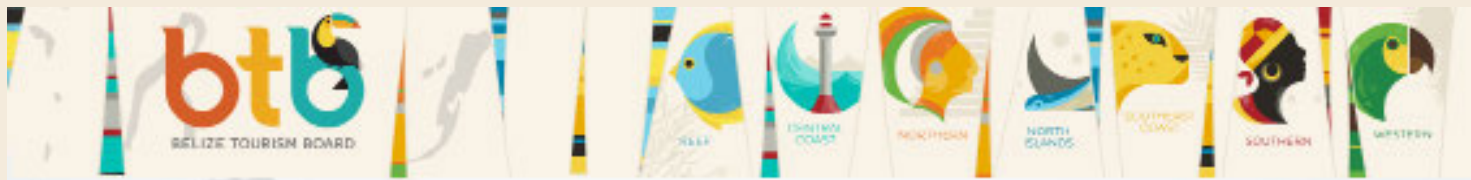
Carnival cruise lines accounted for over 55% of the total cruise line arrivals in 2014. The number of arrivals for Carnival cruises increased by close to 40%. There was a 36.2% increase in the number of Norwegian cruise line arrivals in 2014. Norwegian had the second highest number of cruise line arrivals in the country in 2014. The number of arrivals for Royal Caribbean doubled in 2014 from 22 calls to 44 calls.



Cruise Passengers to Belize by Major Cruise Lines

Ships	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Change '13 v '14
Carnival	376,887	313,481	286,212	308,993	405,796	486,598	416,788	382,218	386,385	539,960	39.7
Norwegian	147,434	102,990	117,439	102,139	117,211	114,376	168,099	106,467	116,131	158,175	36.2
Royal Caribbean	165,309	134,772	127,409	125,598	126,395	111,083	79,551	79,860	77,527	148,281	91.3
Princess									67,284	70,048	4.1

Table: 4.4



Cruise Passengers to Belize by Major Cruise Lines

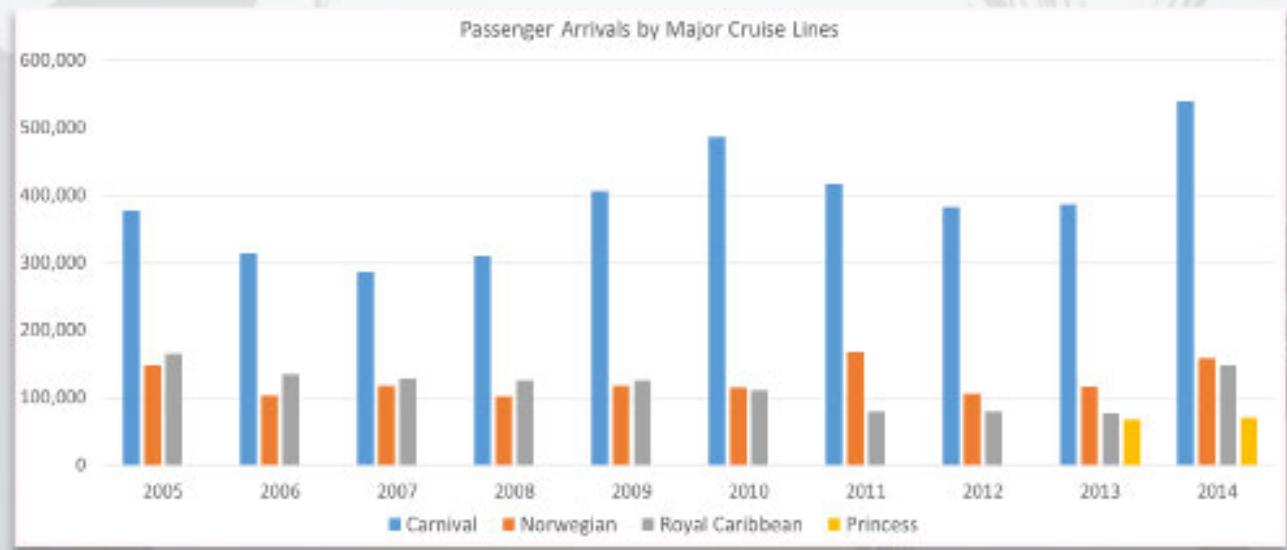
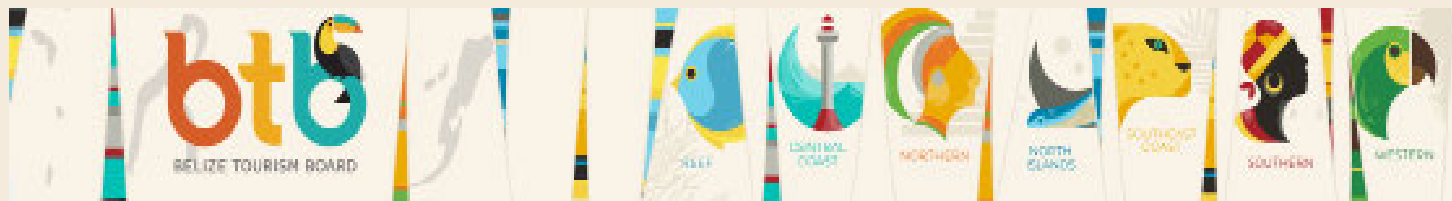


Figure 4.2



Cruise Ship Calls to Belize by Major Cruise Lines

Ship Calls*	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Change '13 v '14
Carnival	140	113	103	110	139	155	137	118	118	165	39.8
Norwegian	79	52	56	47	49	49	76	44	44	64	45.5
Royal Caribbean	65	57	51	49	43	30	22	22	22	44	100.0
Princess									21	22	4.8
Major Cruise Line Calls	370	295	278	274	284	278	235	184	184	295	60.3

Table: 4.5



Cruise Ship Calls to Belize by Major Cruise Lines



Figure 4.3

Cruise Passengers tours in Belize 2013

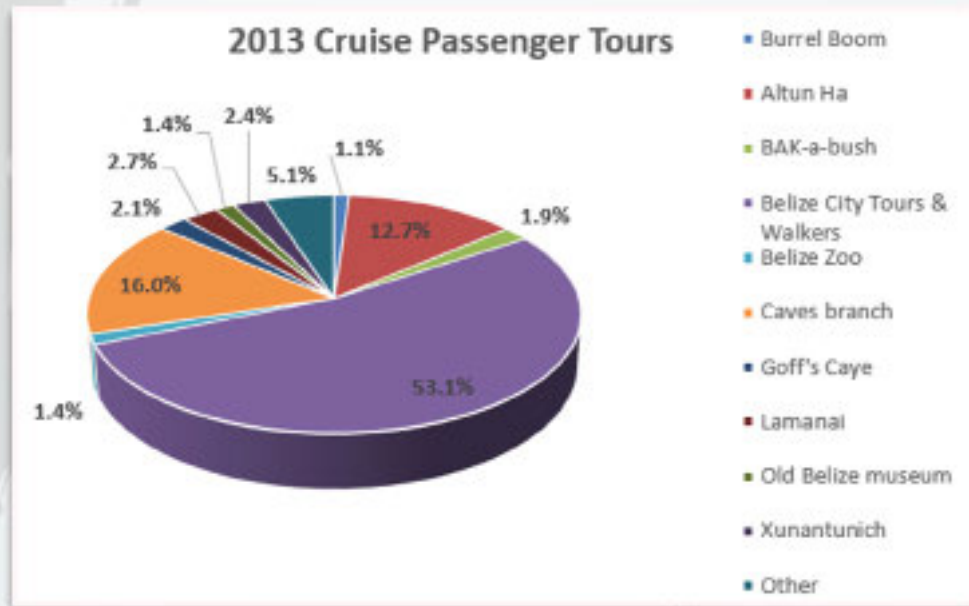


Figure 4.4



Percent Cruise Passengers tours in Belize 2014

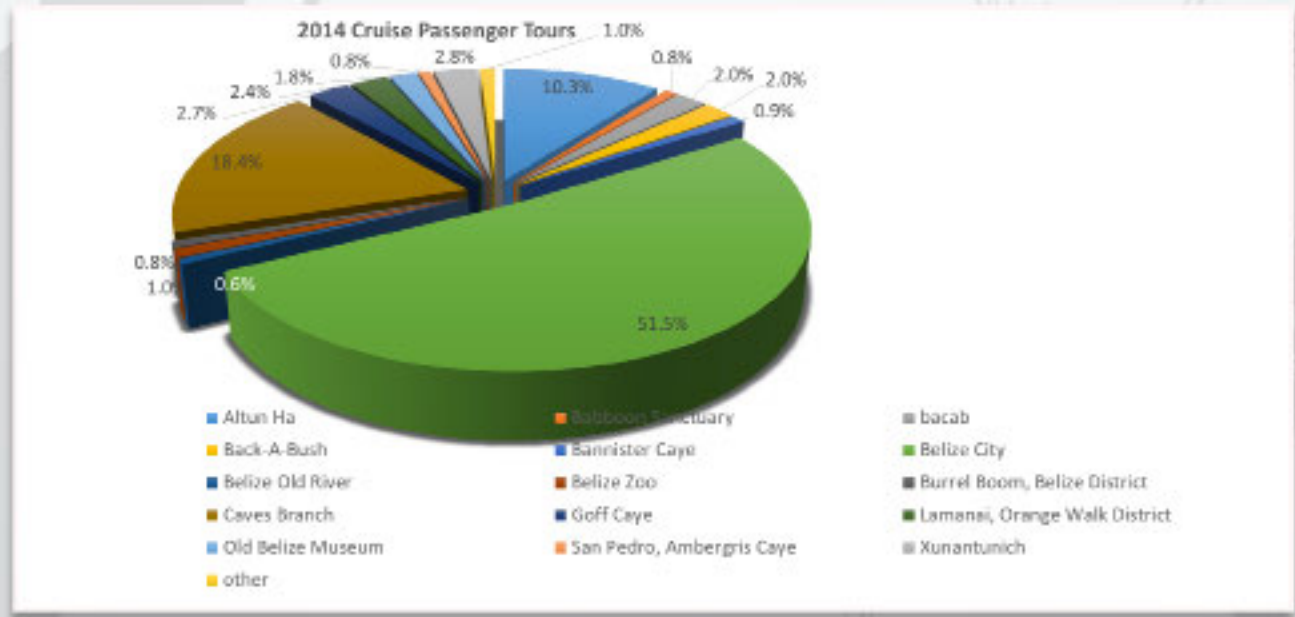
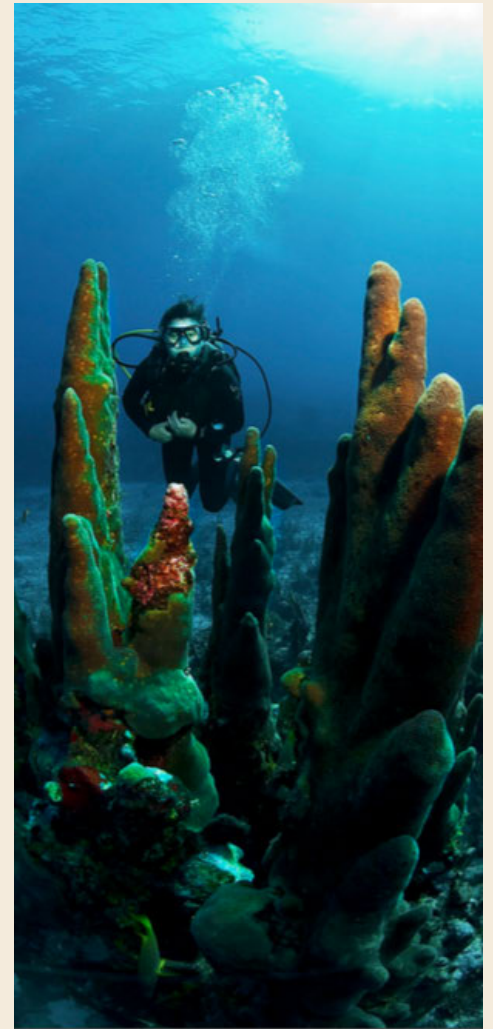
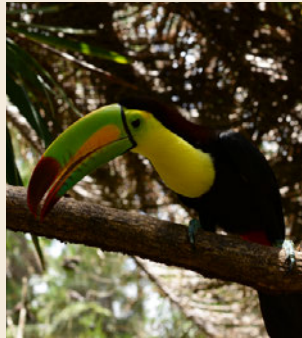


Figure 4.5

Belize Offers Variety for Cruise Visitors

Belize offers a wide variety of tour options for cruise visitors to engage in while they are in 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 by to one another

and the Fort Street Tourism Village. Most of the cruise visitors who come to the country go on tours within the city on foot, or in some type of vehicle. Some of these tourists who are travelling on foot may also go on other tours outside of the city after they leave the Tourism Village. However, mechanisms are not currently in place to track down such persons to determine exactly where they go.





Origin Regions of Visitors on Marine Vessels - 2013

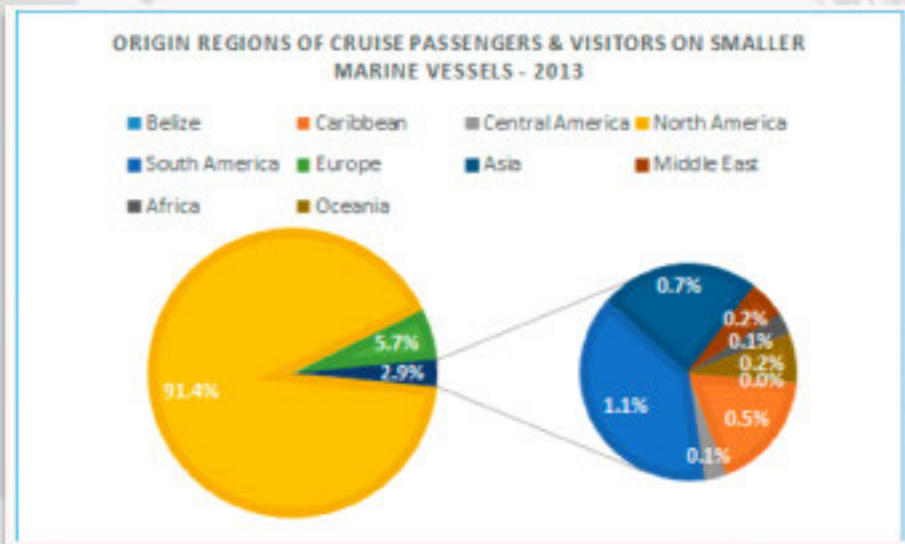


Figure 4.6



Origin Regions of Visitors on Marine Vessels - 2014

Origin region of cruise passengers & visitors on smaller marine vessels- 2014

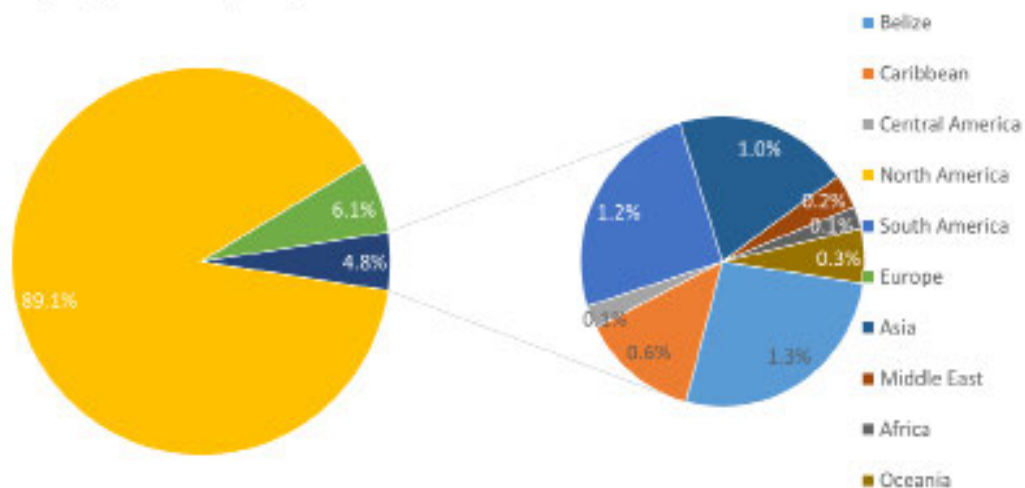


Figure 4.7

Section 5

REPORTS ON VISITS TO BELIZE'S PROTECTED AREAS &

Archeological Sites





Annual Visitors to the Museum of Belize

	Non-Resident	Resident	Saturday Residents	Student	Official Members	Tours	Total	
2013	3,361	1,326	276	4,002	304	14	2,765	12,048
2014	4,053	1,369	189	4,719	56	3	3,550	13,939

The diverse marine and terrestrial attractions and activities represent the lure Belize 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).

There were close to 14,000 visitors to the Museum of Belize in 2014. Over 33% of those guests were students. 29% of the guests were non-residents, and about 25.4% were on tours.

Table: 5.1



Annual Visitors to the Museum of Belize

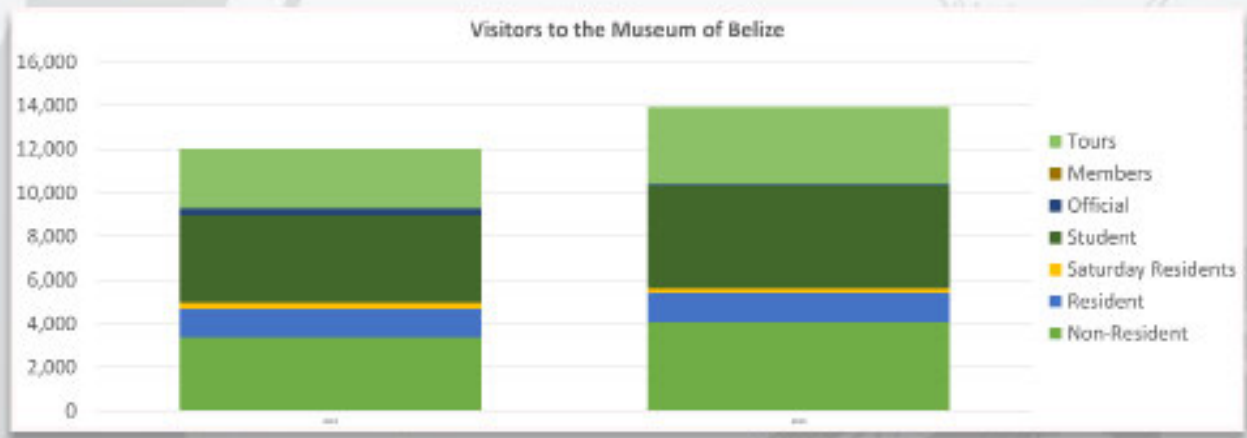


Figure 5.1



Types of Visitors to Archaeological Sites

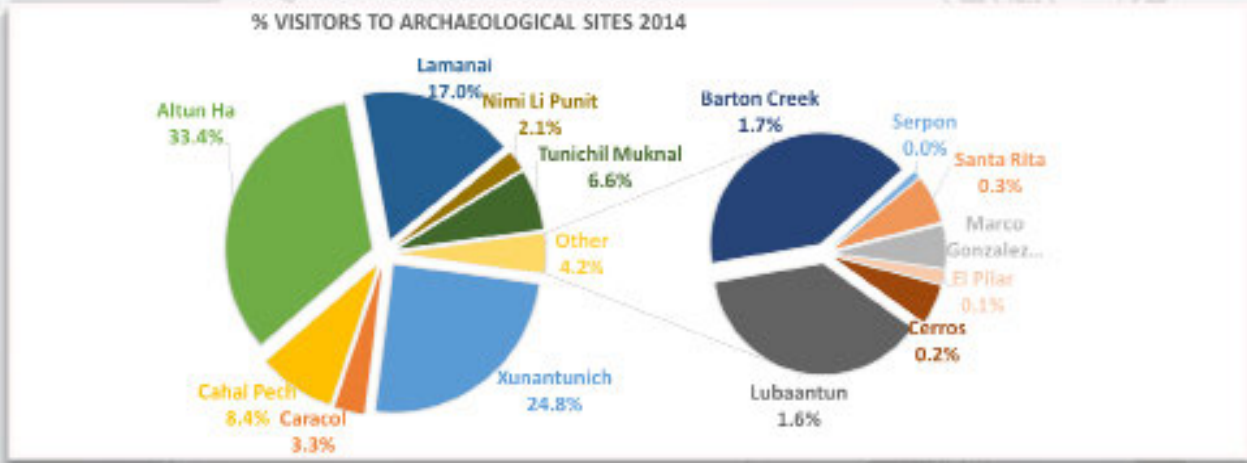


The National Institute of Culture & History (NICH) manages the main archaeological sites throughout the country. In 2014, over 48% of the guests to these sites were non-residents. Cruise ship passengers were the second largest type of visitors to archaeological sites at 42.7%. Archaeological sites, particularly the Mayan temple, Altun Ha and Caves branch, are the two most popular sites among cruise ship passengers. This is because these sites are in relatively close proximity to Belize City. Cruise ship passengers can leave Belize City and visit one or two of these sites, and return to the cruise vessel all within a matter of a few hours.

Figure 5.2



Percentage of visitors to Archaeological Sites 2014



The vast majority of visits to archaeological sites in 2014 took place at the temples of Altun Ha (33.4%) and Xunantunich (24.8%). Visits to Lamanai accounted for 17% of all archaeological site visits. All other archaeological sites account for less than 10% individually of the total annual visits.

Figure 5.3



Monthly Visitors to the Major Archaeological Sites

Month	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Change '13 v '14
January	29,215	22,864	25,569	24,826	17,966	19,125	20,933	28,517	33,097	35,387	6.9%
February	26,988	23,940	24,870	23,941	18,597	19,311	22,148	26,974	31,349	36,292	15.8%
March	31,745	29,730	31,703	31,520	24,383	26,892	33,595	35,959	39,762	40,923	2.9%
April	19,769	23,358	21,321	20,399	16,091	20,365	23,797	25,755	26,601	37,243	40.0%
May	20,439	15,618	16,467	27,735	14,232	20,630	20,212	22,617	27,709	26,728	-3.5%
June	19,290	16,306	15,374	12,516	13,704	16,271	17,567	22,021	19,452	24,196	24.4%
July	14,519	13,634	13,779	14,547	11,247	12,695	14,161	21,599	20,491	24,566	19.9%
August	12,864	11,772	10,310	11,719	9,018	10,248	13,344	14,975	15,705	19,564	24.6%
September	7671	5346	4828	6206	5974	6891	7063	7991	8,118	10,962	35.0%
October	8,242	7,255	8,617	6,982	8,736	7,699	8,467	11,604	11,233	13,548	20.6%
November	18,997	16,911	17,977	13,870	12,256	14,291	21,371	24,153	19,676	20,543	4.4%
December	25,775	22,488	23,292	20,814	14,507	26,030	27,110	32,599	29,354	34,760	18.4%
TOTAL	235,514	209,222	214,107	215,075	166,711	200,448	229,768	274,764	282,547	324,712	14.9%

Table: 5.2



Annual Visitors to the Major Archaeological Sites



Historically, the majority of visits to archaeological sites occurred in the month of March, which is the zenith of the tourism high season. The fewest visits to the archaeological sites occurred in September, the trough of the year in terms of tourism flows. The total annual number of visits to the major archaeological sites in 2014 was an all-time high of 324,712 visitors. This was a 14.9% increase over the number of visitors to archaeological sites in 2013, representing a difference of 42,165 guests.

Figure 5.4



Annual Visitors to the Major Archaeological Sites

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Change '13 v '14
Altun Ha	94,274	74,726	73,375	74,532	73,691	80,834	83,823	96,336	96,336	109,222	13.4%
Cahal Pech	17,860	19,780	15,926	12,351	15,171	16,746	23,875	25,125	25,125	27,571	9.7%
Lamanai	32,843	32,157	29,301	24,057	29,870	39,508	42,483	47,175	47,175	55,656	18.0%
Xunantunich	51,039	44,198	52,243	33,018	47,670	51,087	73,932	63,944	63,944	81,000	26.7%
Caracol	16,769	12,717	14,018	6,485	8,822	9,119	10,679	11,174	11,174	10,855	-2.9%
Nim Li Punit	3,253	4,333	4,708	3,242	4,640	5,136	6,462	7,345	7,345	6,953	-5.3%
Lubaantun	3,608	4,490	4,384	4,440	4,339	4,847	5,450	5,084	5,084	5,181	1.9%
Cerros	2,091	3,380	3,047	2,640	1,945	2,649	2,923	2,842	2,842	810	-71.5%
El Pilar	566	684	708	514	533	608	972	387	387	268	-30.7%
Barton Creek	7,149	5,923	5,699	2,088	4,015	4,418	4,778	5,481	5,481	5,689	3.8%
Tunichil	6,062	6,834	10,698	3,344	9,752	14,816	19,387	17,654	17,654	21,507	21.8%
TOTAL	235,514	209,222	214,107	215,075	166,711	200,448	229,768	274,764	282,547	324,712	14.9%

Table: 5.3

Annual Visitors to the Major Archaeological Sites

ARCHAEOLOGICAL SITE VISITS 2005 - 2014

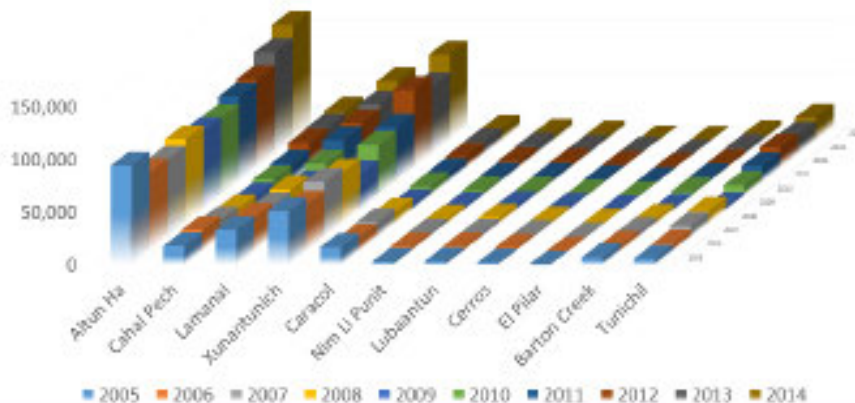
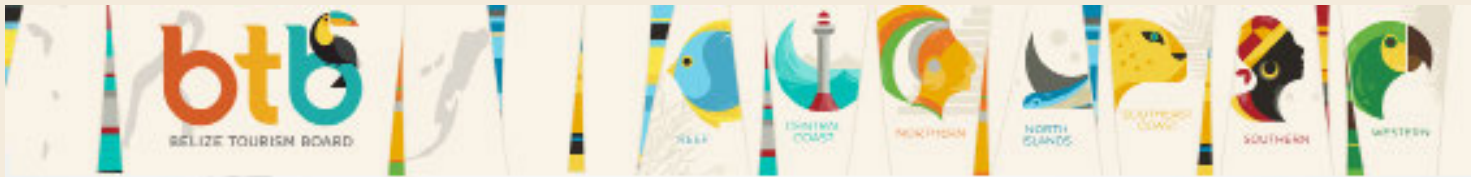
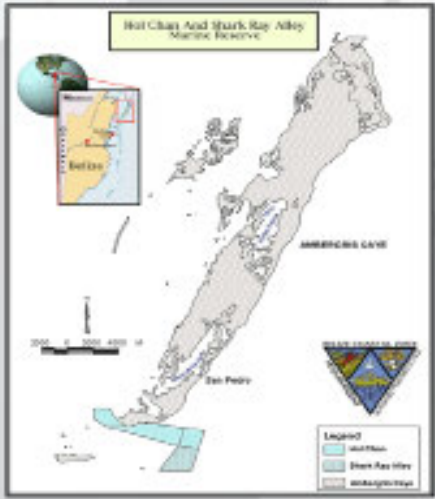


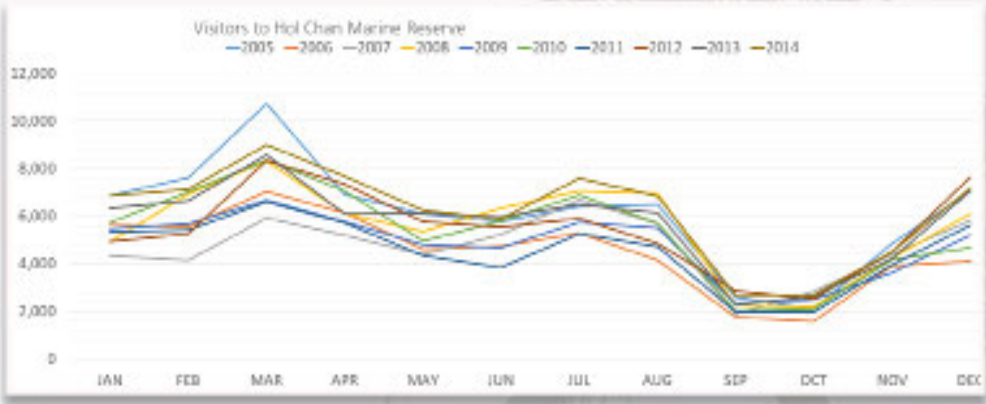
Figure 5.5



Monthly Visitors to the Hol Chan Marine Reserve



The Hol Chan Marine Reserve -HCMR (www.holchanbelize.org) is popular with the overnight sector (especially with 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

Figure 5.7



Annual Visitors to the Hol Chan Marine Reserve

Month	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Change '13 v '14
January	6,887	5,649	4,365	4,916	5,503	5,738	5,350	4,950	6,357	6880	8.2%
February	7,633	5,565	4,168	6,940	5,703	7,027	5,435	5,277	6,660	7135	7.1%
March	10,732	7,062	5,930	8,321	6,681	8,362	6,616	8,348	8,593	9014	4.9%
April	6,929	6,147	5,218	6,140	5,784	7,065	5,743	7,360	6,114	7684	25.7%
May	6,108	4,627	4,406	5,368	4,809	4,972	4,365	5,773	6,131	6257	2.1%
June	5,788	4,748	5,230	6,354	4,687	5,805	3,857	5,569	5,975	5881	-1.6%
July	6,411	5,290	6,692	7,078	5,755	6,906	5,273	5,913	6,508	7597	16.7%
August	6,495	4,150	5,691	6,958	5,526	5,725	4,725	4,861	6,153	6865	11.6%
September	2,594	1,770	1,904	2,263	2,348	2,021	1,978	2,863	2,268	2697	18.9%
October	2,125	1,595	2,848	2,215	2,506	2,128	1,992	2,533	2,650	2685	1.3%
November	4,861	3,908	4,405	4,256	3,639	4,176	3,950	4,507	4,234	4511	6.5%
December	7,056	4,114	5,814	6,099	5,218	4,674	5,637	7,638	7,066	7181	1.6%
TOTAL	73,619	54,625	56,671	66,908	58,159	64,599	54,921	65,592	68,709	74387	8.3%
%Change	17.2%	-15.5%	-25.8%	3.7%	18.1%	-13.1%	11.1%	-15.0%	19.4%	8.3%	

Table: 5.4



Divers and Snorkelers to the Hol Chan Marine Reserve

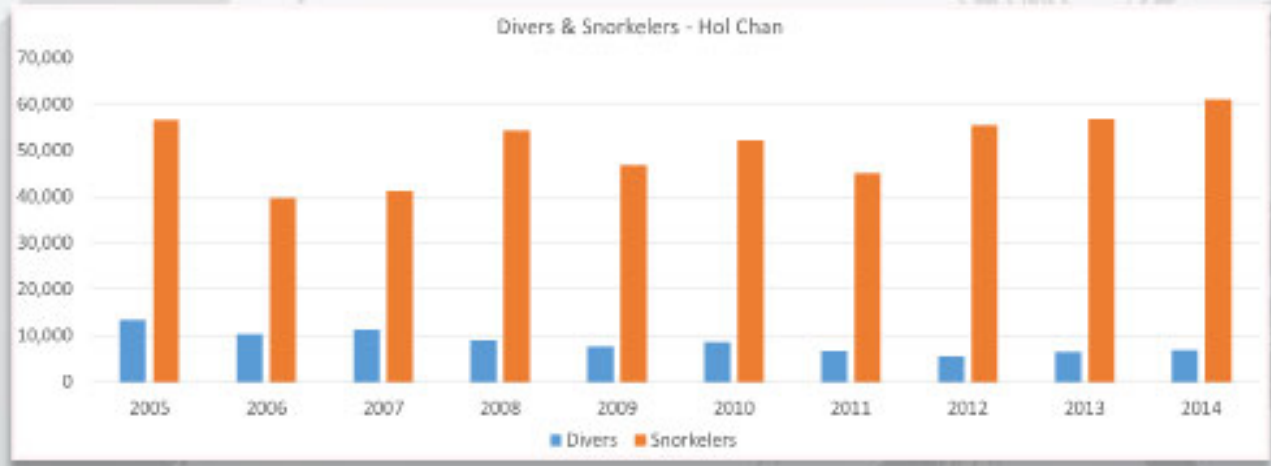
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Snorkelers	56,686	39,774	41,329	54,303	46,873	52,247	45,109	55,471	56,811	61,121
Divers	13,307	10,434	11,195	8,991	7,660	8,694	6,599	5,578	6,452	6,917
TOTAL	69,993	50,208	52,524	63,294	54,533	60,941	51,708	61,049	63,263	68,038

In 2014, the Hol Chan Marine Reserve welcomed 74,387 visitors. This represents an increase of 8.3% over the number of visitors to the site compared to the figure in 2013. The last time the number of visitors to Hol Chan eclipsed 73,000 guests was back in 2005. 9,014 visitors travelled to the site in March 2014, the highest number of any month in the year. The month of October had 2,685 visitors, the fewest of any other month in the year. There were increases in visits to Hol Chan in every month of the year except for the month of June.

Table: 5.5

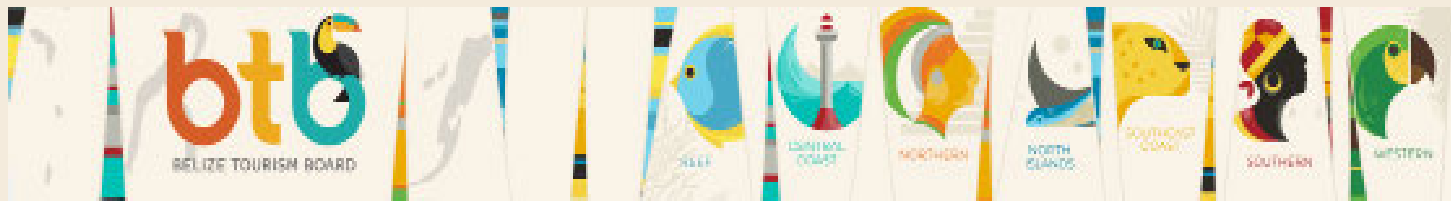


Divers and Snorkelers to the Hol Chan Marine Reserve



Snorkeling remains the most popular activity for visitors to Hol Chan. Most of the visitors to Hol Chan Marine Reserve were foreigners. This ties into the fact that the marine ecosystem on a whole, is Belize's number one tourist attraction.

Figure 5.8



Foreigners and Belizeans to the Hol Chan Marine Reserve

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Foreigners	69,993	50,208	52,524	63,294	54,533	60,941	51,708	61,049	63,263	68,038
Belizeans	3,626	4,417	4,147	3,614	3,673	3,658	3,213	4,543	5,446	6,349
TOTAL	73,619	54,625	56,671	66,908	58,206	64,599	54,921	65,592	68,709	68,709

Protected Areas Managed by the Belize Audubon Society

The Belize Audubon Society (BAS) (www.belizeaudubon.org) manages nine protected areas including:

Actun Tunichil Muknal (co-managed with the Institute of Archaeology)
 Cockscomb Basin Wildlife Sanctuary
 Guanacaste National Park
 St. Herman's Blue Hole National Park
 Victoria Peak National Monument

Blue Hole National Monument
 Crooked Tree Wildlife Sanctuary
 Half Moon Caye Natural Monument
 Tapir Mountain Nature Reserve

Table: 5.6

Annual Visitors to the BAS Protected Area Sites

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	%cChange '14 VS '13'
Guanacaste National Park	2,306		1,564	1,047	1,166	1,353	1,353	1,761	1,869	2,406	2,412	0.2%
Crooked Tree Wildlife Sanctuary	2,359		2,180	1,245	1,212	1,511	1,511	1,557	1,665	1,726	1,743	1.0%
Cockscomb Basin Wildlife Sanctuary	9,194		4,163	8,115	6,862	5,940	5,940	8,810	9,251	10,591	9,504	-10.3%
St Hermans Blue Hole National Park (Inland)	10,448		9,824	9,729	8,207	9,278	9,278	12,114	14,372	15,010	17,411	16.0%
Half Moon Caye Natural Monument	9,803		9,502	12,600	9,007	16,395	16,395	12,530	10,205	11,604	12,222	5.3%
Actun Tunichil Muknal	N/A		6,730	11,684	12,673	12,134	12,134	17,576	17,450	25,027	14,453	-42.3%
Blue Hole National Monument	N/A		8,818	8,679	9,524	14,167	14,167	11,820	10,172	10,787	12,222	13.3%
TOTAL	34,110		42,781	47,898	53,099	48,651	60,778	66,168	64,984	77,151	69,349	-10.1%

Table: 5.7



Annual Visitors to the BAS Protected Area Sites

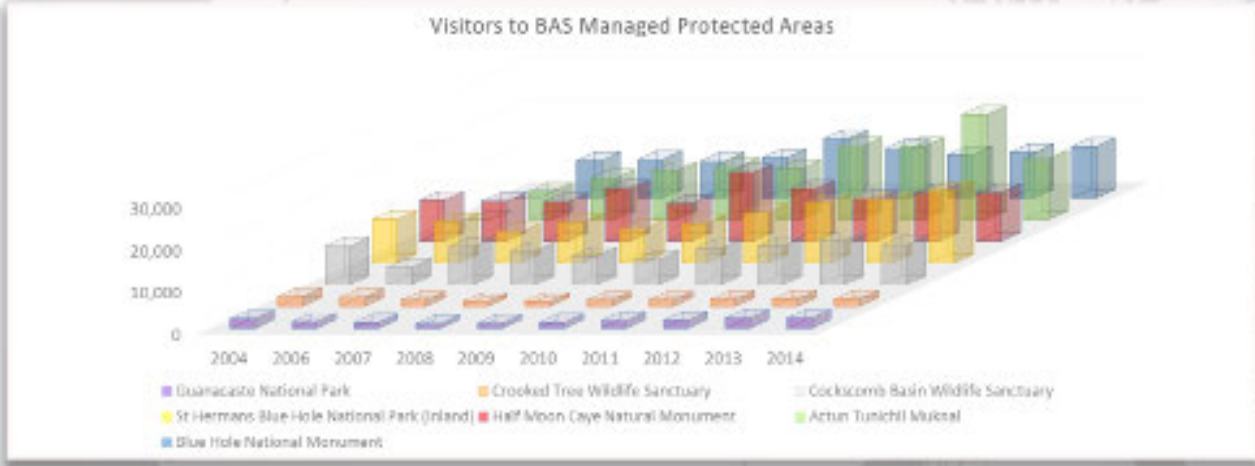


Figure 5.10



Arrivals to Cave Branch by Visitor type - 2014

2014	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	TOTAL
Non-residents	5179	6225	10356	8612	4308	6637	7601	6247	2336	2311	4210	9563	73585
Residents	259	2	0	13	0	7	19	8	0	0	6	5	319
Government	2	6	8	9	2	15	0	10	9	12	3	5	81
School trips	0	50	109	0	0	0	0	0	0	0	9	5	173
Sunday Belizeans	6	68	841	1173	229	345	415	334	175	136	44	16	3782
Cruise Ship visitors	10012	9796	14138	12355	6213	7987	9847	6236	3712	3494	4900	12018	100708
TOTAL	15458	16147	25452	22162	10752	14991	17882	12835	6232	5953	9172	21612	178648

St. Herman's Blue Hole National Park had the most site visits of the BAS protected areas with over 17,400 guests in 2014. That figure represents a 16% increase in the number of visits in 2014 compared to the figure of 2013. The second most visited site in 2014 was Actun Tunichil Muknal. However the 14,453 visits to this particular site was a 42.3% decrease compared to the figure of 2013.

Table: 5.8



Section 6
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 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” . However for the purpose of this report, all accommodation establishments are referred to as ‘hotels’ and each must comply with the legislated minimum standards.

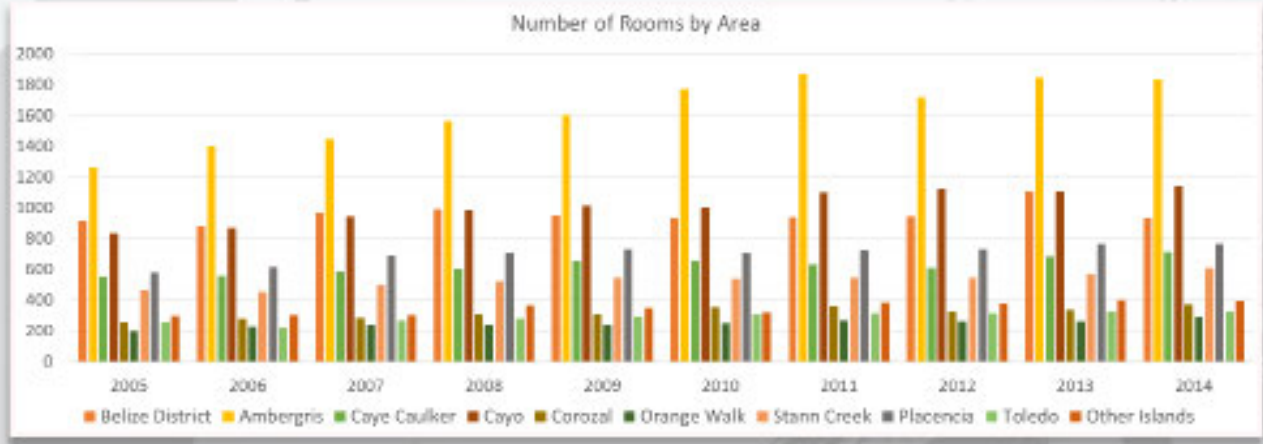
Number of Hotels by Area

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Belize District	60	54	59	61	56	54	54	55	58	57
Ambergris	92	98	99	108	125	141	154	153	163	166
Caye Caulker	67	70	73	71	75	79	86	87	90	105
Cayo	87	89	97	95	101	101	110	114	118	122
Corozal	29	31	29	34	34	36	37	33	34	33
Orange Walk	17	18	20	19	19	19	22	21	20	23
Stann Creek	55	55	56	60	58	56	60	61	69	81
Placencia	81	81	88	99	109	104	113	119	121	135
Toledo	33	29	35	36	37	38	39	39	39	40
Other Islands	36	36	35	37	37	36	41	41	45	43
Total	557	561	591	620	651	664	716	723	757	805
% Change	9.4	9.2	0.7	5.3	4.9	5.0	1.9	7.8	0.9	6.34

Table: 6.1



Number of Rooms by Area



There was a 6.3% increase in the number of accommodations across the country in 2014. The largest increase occurred in Caye Caulker, which saw an increase of 15 hotels compared to the figure in 2013.

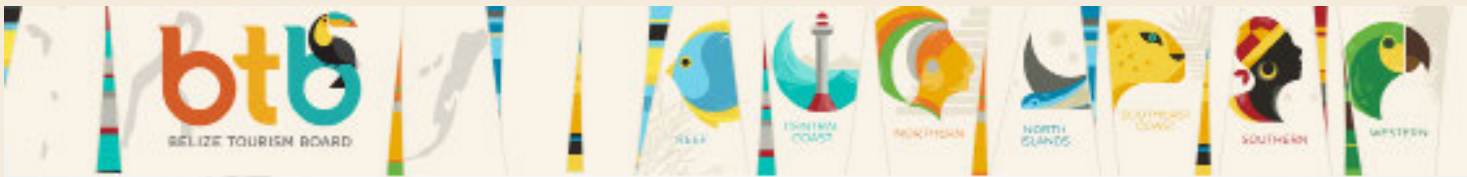
Figure 6.2

Number of Rooms by Area

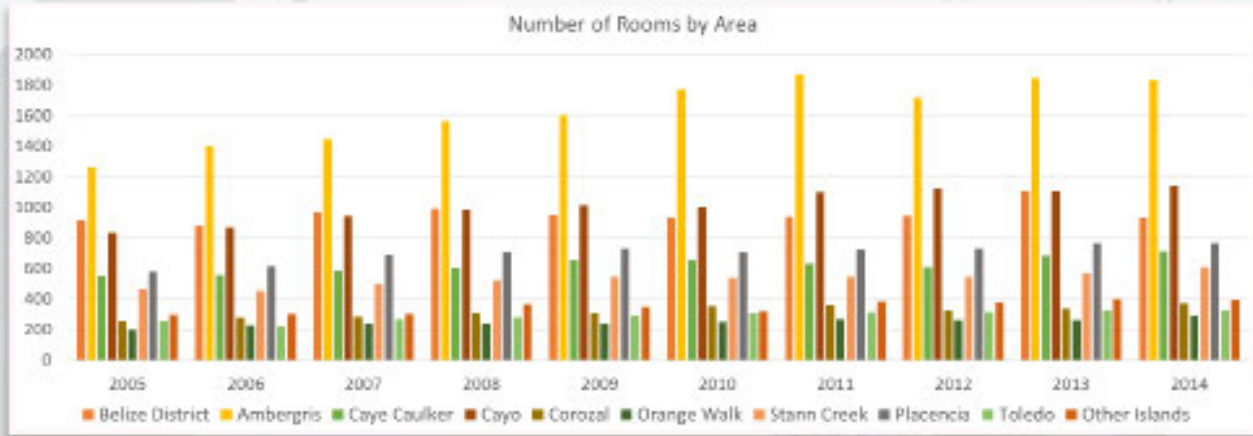
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Belize District	913	874	966	987	950	929	938	942	1107	931
Ambergris	1259	1401	1443	1559	1601	1772	1862	1716	1841	1833
Caye Caulker	546	555	580	600	650	652	629	610	680	713
Cayo	836	868	942	984	1011	1001	1098	1118	1107	1143
Corozal	255	280	283	306	310	350	358	327	334	368
Orange Walk	198	225	237	237	239	247	262	260	258	289
Stann Creek	460	450	495	522	542	540	542	544	562	608
Placencia	575	612	689	706	731	707	721	730	764	764
Toledo	255	223	265	274	292	306	315	312	324	323
Other Islands	296	301	300	364	345	318	386	373	400	392
Total	5593	5789	6200	6539	6671	6822	7111	6932	7377	7364
% Change	1.8	8.8	3.5	7.1	5.5	2.0	2.3	4.2	-2.5	-0.18

Table: 6.2

While there was an increase in the number of accommodations in 2014, there was a decrease in the total number of rooms in the country. This peculiar scenario can arise when larger properties with many rooms close down while smaller accommodations with fewer rooms in aggregate, take their place. The largest decrease occurred in properties located in the Belize district. These properties had 176 fewer rooms than in the previous year. In contrast, the number of rooms in Stann Creek increased by 46.



Number of Rooms by Area



Since there was a decrease in the number of rooms in 2014, there was also a corresponding decrease in the number of beds. The largest decrease in the number of beds occurred in the Belize District, which had a decrease of 688 beds in 2014.

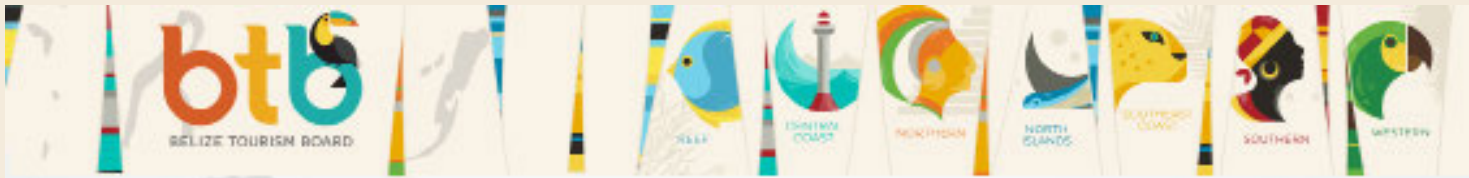
Figure 6.2



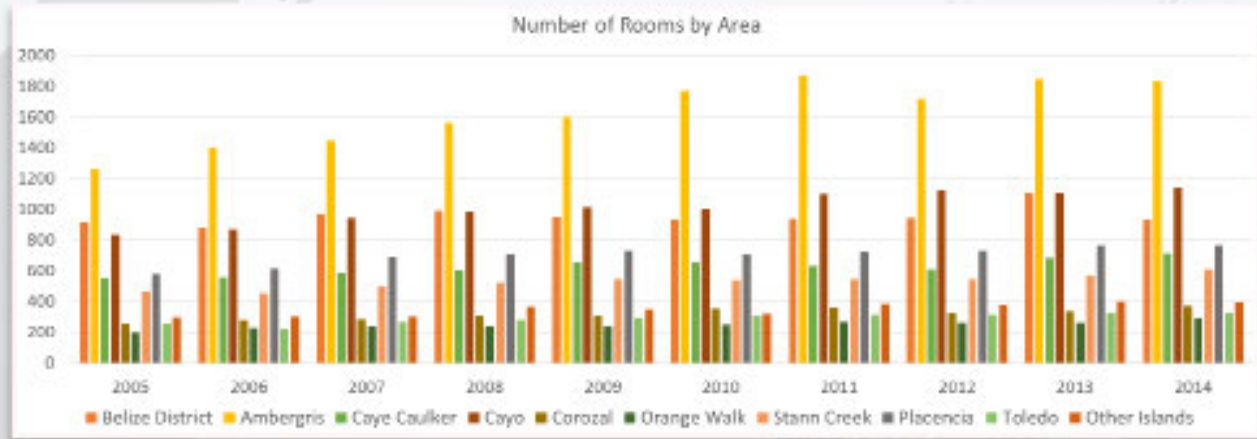
Number of Beds by Area

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Belize District	1,383	1,349	1,469	1,647	1,520	1,514	1,468	1,810	2,082	1,394
Ambergris	2,208	2,299	2,410	2,701	2,956	3,217	3,364	3,013	3,318	3,388
Caye Caulker	895	903	921	750	959	1031	1034	997	1125	1,177
Cayo	1,519	1,602	1,726	1,766	1,859	1,814	1,908	1,908	1,965	2,049
Corozal	358	395	394	427	431	493	529	494	502	565
Orange Walk	337	413	432	433	423	448	469	463	441	471
Stann Creek	759	775	952	985	945	887	897	915	966	1,082
Placencia	855	908	1058	1,060	1,125	1,070	1,131	1,193	1,215	1,291
Toledo	463	437	544	576	628	647	628	603	668	624
Other Islands	550	570	596	668	653	573	685	662	733	763
Total	9,327	9,651	10,502	11,013	11,499	11,694	12,113	12,058	13,015	12,804
% Change	6.9	3.5	8.8	4.9	4.4	1.7	3.6	-0.5	-0.5	-1.62

Table: 6.3



Number of Rooms by Area



Belize's hotel industry is mainly comprised of small to medium sized properties. Over 73% of the properties in the country contain fewer than 11 rooms. The majority of properties this size are located in the Placencia district.

Only 1.7% of all properties in Belize have more than 50 rooms. Most of these types of properties are located in Ambergris Caye.

Figure 6.2

Number of Hotels by Room Size by Area

AREA	1-10	11-20	21-50	>50	TOTAL
Belize District	35	11	8	3	57
Ambergris	111	28	22	5	166
Caye Caulker	84	17	3	1	105
Cayo	82	29	10	1	122
Corozal	25	4	2	2	33
Orange Walk	12	6	5	0	23
Stann Creek	61	17	3	0	81
Placencia	122	6	5	2	135
Toledo	31	8	1	0	40
Other Islands	27	14	2	0	43
Total	590	140	61	14	805
% Change	73.3%	17.4%	7.6%	1.7%	100.0%

Table: 6.4



Hotel Occupancy by Area (2010)

AREA	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Regional
Belize District	34.8	50.2	43.7	44.2	37.0	47.7	39.4	32.3	37.5	28.6	41.1	49.7	40.5
Ambergris	40.5	48.5	55.7	43.5	37.0	36.8	36.3	32.0	16.6	21.2	37.1	45.8	37.7
Caye Caulker	42.0	53.1	44.9	62.8	28.1	32.2	32.3	52.9	13.8	9.6	28.8	40.6	36.6
Cayo	42.7	49.6	57.5	36.9	30.7	36.9	43.7	40.2	15.3	20.7	33.4	42.4	37.8
Corozal	23.5	30.3	25.4	26.6	23.2	26.1	28.4	20.9	15.9	19.7	19.2	22.2	23.3
Orange Walk	57.6	79.2	72.6	62.6	37.7	40.5	32.4	23.9	17.4	23.6	24.2	37.4	41.3
Stann Creek	34.4	40.8	42.0	37.9	29.0	35.7	29.7	27.2	9.0	14.1	25.9	31.2	29.3
Placencia	43.9	44.0	45.4	48.9	30.3	25.7	22.3	20.4	11.7	13.6	26.6	31.2	30.1
Toledo	23.1	40.6	45.2	25.6	33.7	31.6	22.6	14.3	7.5	12.5	22.2	19.1	24.5
Other Islands	19.7	25.3	24.9	32.1	33.1	17.1	29.1	30.2	11.6	4.8	26.4	29.0	24.7
Monthly	38.0	47.2	48.1	42.9	33.2	34.8	33.9	31.6	17.3	18.4	30.7	39.8	34.9

Table: 6.5



Hotel Occupancy by Area (2011)

AREA	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Regional
Belize District	58.1	34.9	45.9	37.9	34.1	39.7	40.7	29.9	37.9	34.2	30.2	44.2	38.6
Ambergris	43.2	65.5	59.2	46.9	41.8	38.0	41.2	37.8	24.3	19.3	38.7	55.4	43.7
Caye Caulker	49.7	60.6	57.1	54.8	41.4	45.4	50.5	46.0	45.8	17.0	22.8	39.3	44.3
Cayo	45.4	51.1	50.2	42.3	30.3	39.7	35.5	37.8	16.8	19.5	28.9	50.1	38.2
Corozal	34.6	48.8	30.5	39.0	25.3	28.3	35.0	15.2	12.0	22.1	28.5	28.0	28.5
Orange Walk	50.2	64.6	56.5	28.9	52.0	43.2	35.8	28.0	3.7	16.3	30.0	45.1	39.9
Stann Creek	40.0	37.8	45.2	27.0	38.9	36.0	39.3	30.6	21.2	12.8	45.8	40.4	36.1
Placencia	53.3	59.7	47.5	41.2	42.3	39.6	27.2	25.4	11.7	20.4	34.1	39.3	38.5
Toledo	37.5	39.3	47.8	40.4	31.1	18.9	21.7	26.0	20.4	14.1	30.9	27.8	30.9
Other Islands	27.8	27.3	30.4	27.1	38.5	39.4	43.2	13.2	4.1	16.7	28.7	25.1	27.9
Monthly	45.7	55.5	50.6	41.9	37.9	38.7	38.3	31.9	24.9	22.3	33.3	45.6	39.3

Table: 6.6

Hotel Occupancy by Area (2012)

AREA	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Regional
Belize District	38.0	53.6	52.0	35.0	46.9	38.4	53.2	47.6	40.8	24.8	49.9	48.6	43.2
Ambergris	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
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	52.0	35.7	35.0	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
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
Placencia	34.1	62.0	49.6	41.5	35.6	29.9	31.3	24.5	16.5	20.0	32.9	31.8	33.0
Toledo	36.6	37.3	55.3	55.8	23.9	18.0	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	31.0	11.4	23.9	25.6	52.9	34.8
Monthly	42.0	54.4	53.7	49.7	42.1	40.0	43.2	39.8	25.8	26.1	43.1	48.9	42.1

Table: 6.7



Hotel Occupancy by Area (2013)

AREA	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Regional
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
Ambergris	60.2	63.9	67.7	58.0	51.0	52.6	51.5	46.9	26.4	30.9	47.9	54.3	51.1
Caye Caulker	61.7	66.5	58.2	54.8	47.0	44.5	43.7	45.7	18.6	20.0	40.6	52.6	46.0
Cayo	45.1	52.7	48.5	43.1	41.2	38.6	46.0	35.6	16.4	23.2	40.2	47.9	40.0
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	58.0	59.8	63.5	39.9	42.4	66.3	43.9	32.2	22.4	27.2	30.6	56.7	44.6
Stann Creek	67.8	55.1	71.0	70.0	57.5	66.1	63.6	62.0	26.2	38.1	61.3	54.9	58.0
Placencia	47.7	34.6	55.3	64.3	47.2	33.1	38.8	30.3	23.0	33.0	36.6	37.2	39.6
Toledo	33.3	41.8	49.1	53.9	26.3	40.9	25.3	14.4	10.7	13.6	24.0	33.0	30.8
Other Islands	45.3	46.0	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: 6.8



Hotel Occupancy by Area (2014)

AREA	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Regional
Belize District	59.6	66.4	73.7	70.6	61.7	63.3	57.1	48.5	36.0	37.3	47.5	59.8	56.7
Ambergris	56.3	65.2	60.8	52.6	46.8	50.6	49.4	40.9	23.4	29.7	46.4	52.7	48.0
Caye Caulker	55.3	69.1	75.1	72.0	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	39.0	17.8	25.2	20.7	27.6	30.7	38.1
Stann Creek	71.3	85.2	46.9	65.0	62.9	61.7	64.8	59.1	17.9	22.4	36.2	51.7	53.7
Placencia	43.1	49.5	53.6	47.3	34.4	34.7	34.6	32.0	18.8	20.3	31.3	37.0	36.9
Toledo	29.2	43.1	35.3	41.1	37.1	38.2	18.2	27.8	17.2	14.3	29.0	32.6	30.0
Other Islands	47.2	39.5	37.6	52.9	25.5	32.0	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	24.0	29.0	40.4	47.7	45.9

In 2014 there was a marginal decline in annual hotel occupancy from 46.5 in 2013 to 45.9 in 2014. The greatest increase in hotel occupancy occurred in Caye Caulker, which saw an increase from 46.0 in 2013 to 51.1 in 2014. The largest decrease in occupancy occurred in the Orange Walk district, where the occupancy decreased from 44.6 in 2013 to 38.1 in 2014.

Table: 6.9



Hotel Occupancy by Month: 2005 - 2014

Month	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
January	47.4	47.1	48.1	44.0	40.9	38.0	45.7	42.0	52.8	52.7
February	56.8	57.8	59.2	52.8	44.5	47.2	55.5	54.4	56.9	60.4
March	58.7	58.0	58.6	54.1	46.8	48.1	50.6	53.7	59.1	58.5
April	46.7	51.5	53.0	41.8	39.4	42.9	41.9	49.7	55.2	54.2
May	38.7	45.2	45.4	41.6	33.1	33.2	37.9	42.1	48.4	45.2
June	40.2	42.6	45.6	40.2	35.3	34.8	38.7	40.0	47.4	49.7
July	42.8	41.4	44.3	39.0	34.6	33.9	38.3	43.2	49.3	46.9
August	36.5	37.1	38.2	37.5	30.0	31.6	31.9	39.8	40.7	39.7
September	23.1	24.8	23.3	20.4	19.3	17.3	24.9	25.8	23.9	24.0
October	26.8	24.0	27.2	26.1	20.6	18.4	22.3	26.1	30.9	29.0
November	40.5	40.8	41.9	39.1	29.8	30.7	33.3	43.1	44.3	40.4
December	45.5	43.7	44.7	37.9	34.3	39.8	45.6	48.9	49.4	47.7
Annual	42.1	42.9	44.3	39.9	34.1	34.9	39.3	42.1	46.5	45.9

Table:6.10



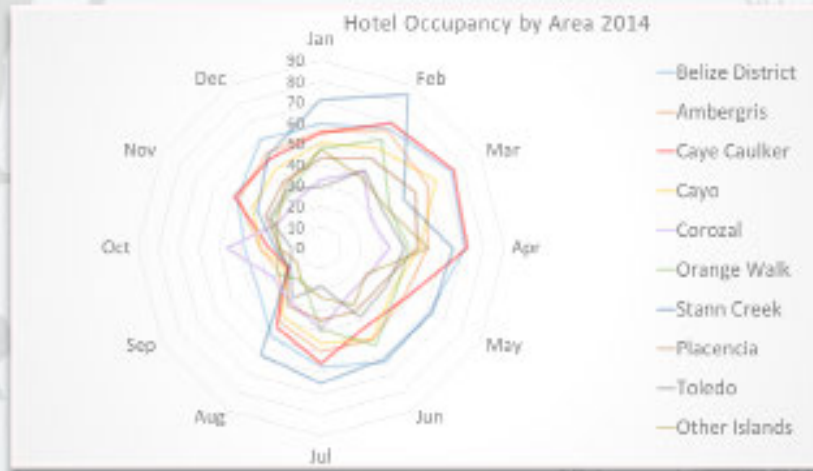
Average Daily Room Rate by Area (\$BZ)

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Belize District	\$130.51	\$148.97	\$140.84	\$156.42	\$158.58	\$151.55	\$159.85	\$171.51	\$173.08	\$173.67
Ambergris	\$266.27	\$283.42	\$287.60	\$338.47	\$335.15	\$335.00	\$358.34	\$401.32	\$397.72	\$464.94
Caye Caulker	\$87.61	\$95.13	\$101.94	\$105.51	\$110.95	\$112.06	\$115.19	\$132.71	\$122.79	\$145.04
Cayo	\$179.67	\$181.26	\$170.97	\$193.31	\$190.15	\$189.73	\$198.25	\$234.77	\$207.34	\$221.75
Corozal	\$100.58	\$115.04	\$128.28	\$104.87	\$103.80	\$94.44	\$92.50	\$91.83	\$94.72	\$105.22
Orange Walk	\$136.85	\$135.43	\$131.56	\$132.77	\$118.14	\$112.87	\$104.18	\$128.94	\$125.41	\$136.31
Stann Creek	\$194.71	\$205.36	\$206.08	\$225.71	\$222.08	\$230.86	\$234.15	\$238.86	\$268.60	\$279.36
Placencia	\$281.50	\$283.11	\$308.63	\$301.05	\$285.76	\$246.25	\$262.47	\$274.31	\$300.78	\$317.93
Toledo	\$106.08	\$115.82	\$93.02	\$118.10	\$111.82	\$114.40	\$140.17	\$142.42	\$153.66	\$171.66
Other Islands	\$159.78	\$173.12	\$192.33	\$239.66	\$206.67	\$205.86	\$213.74	\$236.24	\$216.98	\$258.90
TOTAL	\$192.06	\$204.12	\$206.61	\$226.88	\$221.63	\$217.42	\$225.93	\$257.51	\$253.43	\$285.41

Table: 6.11



Hotel Occupancy by Area (2014)



Ambergris Caye had the highest average daily room rate in 2014 at BZ \$464.94 per night. Corozal had the lowest average daily room rate at BZ \$105.22 per night. The average daily room rate peaked in the month of March 2014, when it reached BZ \$303.46 per night. This coincides with the peak of the tourism high season. The average room rate reached its lowest point in September 2014, when it hit BZ \$202.66 country-wide.

Figure 6.4



Average Daily Room Rate by Month (\$BZ)

Month	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
January	\$210.59	\$220.65	\$227.55	\$244.54	\$243.87	\$215.57	\$244.61	\$285.86	\$278.18	\$303.46
February	\$213.20	\$220.52	\$223.63	\$254.85	\$247.44	\$220.18	\$230.60	\$261.10	\$266.32	\$288.51
March	\$221.08	\$234.45	\$248.06	\$261.95	\$240.83	\$243.38	\$249.37	\$269.23	\$288.41	\$331.99
April	\$201.82	\$203.58	\$235.66	\$249.10	\$245.84	\$238.74	\$234.99	\$286.77	\$236.34	\$294.81
May	\$183.89	\$209.15	\$209.77	\$226.01	\$219.80	\$216.24	\$235.37	\$294.39	\$233.56	\$267.33
June	\$185.54	\$194.75	\$185.16	\$212.44	\$204.03	\$216.76	\$177.47	\$235.05	\$252.79	\$259.50
July	\$166.56	\$190.28	\$187.61	\$191.90	\$170.16	\$194.01	\$204.73	\$240.61	\$232.54	\$263.31
August	\$166.75	\$179.22	\$193.42	\$208.23	\$206.17	\$186.26	\$209.67	\$232.64	\$240.70	\$269.78
September	\$150.31	\$156.06	\$172.29	\$165.35	\$170.84	\$171.11	\$189.26	\$210.30	\$201.21	\$202.66
October	\$150.29	\$161.17	\$158.36	\$159.46	\$174.50	\$183.50	\$173.92	\$204.38	\$204.53	\$232.17
November	\$188.91	\$173.90	\$144.00	\$210.98	\$200.78	\$195.84	\$206.85	\$225.37	\$245.89	\$280.38
December	\$202.84	\$232.38	\$232.44	\$242.37	\$252.84	\$256.06	\$267.65	\$281.53	\$295.60	\$339.22
Overall	\$192.06	\$204.12	\$206.61	\$226.88	\$221.63	\$217.43	\$225.93	\$257.51	\$253.43	\$285.41

Table:6.12



Hotel Occupancy by Month: 2005 - 2014

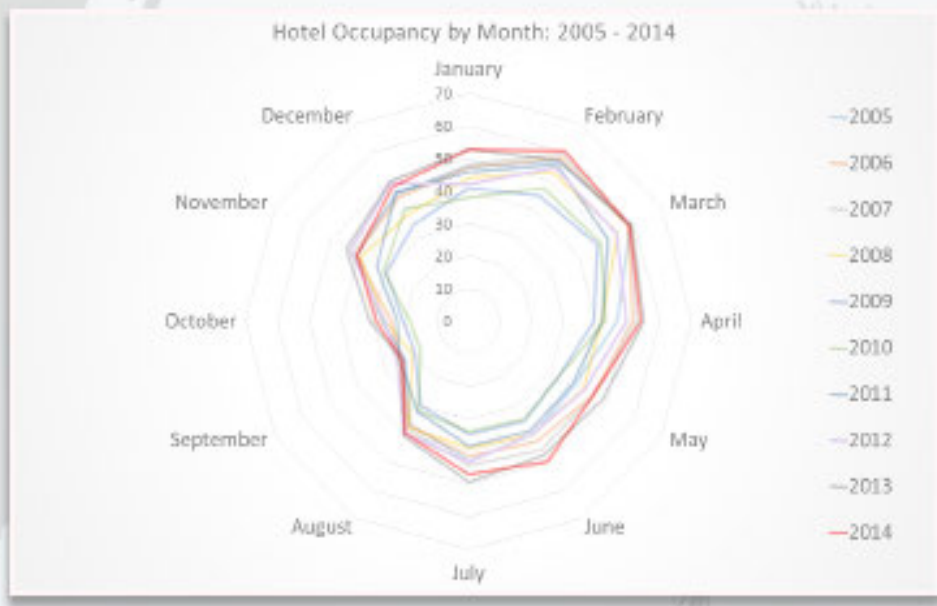


Figure 6.5



Average Daily Room Rate by Area (\$BZ)

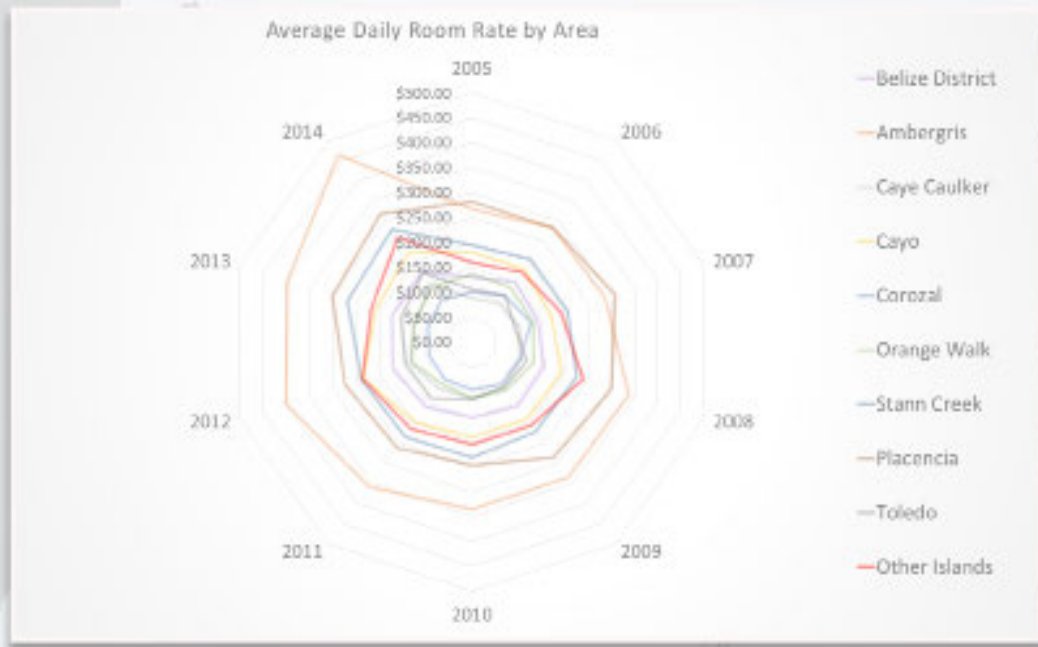


Figure 6.6



Average Daily Room Rate by Month (\$BZ)

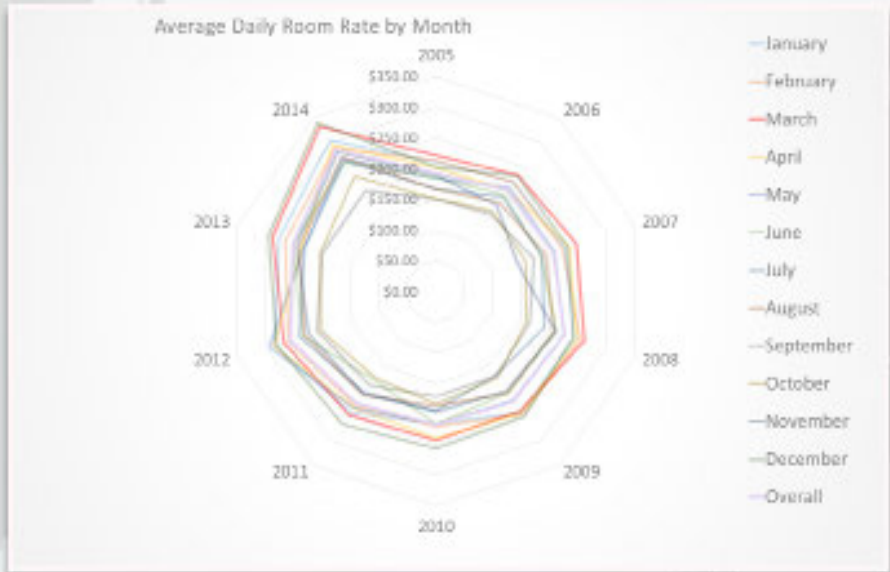


Figure 6.7



Revenue per Available Room -RevPAR (\$BZ) by Area -2013

AREA	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Regional
Belize District	\$121.70	\$121.31	\$167.28	\$128.62	\$118.66	\$119.14	\$123.93	\$87.27	\$80.04	\$94.76	\$127.40	\$124.33	\$116.72
Ambergris	\$278.04	\$302.93	\$308.43	\$238.40	\$200.48	\$216.15	\$202.44	\$210.65	\$93.39	\$112.26	\$182.43	\$288.79	\$219.99
Caye Caulker	\$116.97	\$128.24	\$139.79	\$108.57	\$93.66	\$102.67	\$97.15	\$79.11	\$37.37	\$25.85	\$84.07	\$128.47	\$95.75
Cayo	\$169.81	\$167.86	\$194.03	\$143.62	\$106.53	\$109.52	\$130.12	\$100.01	\$38.75	\$50.91	\$110.40	\$175.45	\$125.85
Corozal	\$37.11	\$51.49	\$35.24	\$27.01	\$27.82	\$34.66	\$39.92	\$28.73	\$12.24	\$30.72	\$28.37	\$40.27	\$31.32
Orange Walk	\$116.36	\$127.75	\$132.57	\$52.36	\$52.31	\$46.05	\$59.42	\$41.22	\$21.71	\$33.74	\$43.16	\$120.74	\$69.73
Stann Creek	\$292.23	\$276.75	\$306.17	\$295.27	\$242.53	\$243.56	\$219.80	\$214.07	\$67.02	\$96.47	\$222.78	\$274.04	\$227.48
Placencia	\$228.22	\$206.41	\$278.49	\$304.93	\$193.42	\$142.27	\$130.42	\$127.11	\$67.79	\$109.18	\$127.35	\$222.60	\$175.96
Toledo	\$46.32	\$62.42	\$83.52	\$77.50	\$46.73	\$44.19	\$36.73	\$21.72	\$17.13	\$12.77	\$35.84	\$58.27	\$46.27
Other Islands	\$103.17	\$133.73	\$133.91	\$120.56	\$123.04	\$87.14	\$103.72	\$76.94	\$34.12	\$58.37	\$89.45	\$112.95	\$97.55
Monthly	\$196.33	\$203.97	\$224.77	\$180.18	\$147.71	\$148.89	\$146.88	\$132.68	\$63.81	\$82.06	\$135.15	\$202.05	\$155.15

Table: 6.13



Revenue per Available Room -RevPAR (\$BZ) by Area -2014

AREA	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Regional
Belize District	\$121.50	\$137.19	\$157.67	\$120.42	\$127.55	\$129.65	\$120.65	\$96.99	\$72.75	\$76.46	\$100.06	\$119.40	\$114.92
Ambergris	\$320.42	\$340.32	\$347.72	\$282.78	\$218.56	\$222.02	\$226.26	\$191.47	\$87.71	\$116.40	\$211.24	\$286.79	\$238.68
Caye Caulker	\$118.96	\$134.09	\$175.28	\$151.75	\$100.05	\$105.53	\$122.47	\$117.77	\$52.33	\$43.77	\$104.00	\$120.54	\$114.14
Cayo	\$154.52	\$173.99	\$224.67	\$164.54	\$104.01	\$119.37	\$108.11	\$95.83	\$39.61	\$68.84	\$103.11	\$159.80	\$125.62
Corozal	\$41.26	\$49.05	\$36.17	\$46.47	\$31.45	\$42.71	\$47.85	\$37.28	\$32.19	\$50.12	\$29.71	\$31.80	\$39.15
Orange Walk	\$84.77	\$128.09	\$116.57	\$62.36	\$54.28	\$56.06	\$39.93	\$39.97	\$25.65	\$24.41	\$35.69	\$82.37	\$63.82
Stann Creek	\$330.17	\$338.56	\$289.78	\$307.12	\$182.29	\$244.29	\$227.17	\$226.41	\$54.62	\$69.52	\$218.18	\$342.40	\$239.24
Placencia	\$203.44	\$225.21	\$242.65	\$212.82	\$134.94	\$114.74	\$120.86	\$115.31	\$58.02	\$80.80	\$132.42	\$216.36	\$158.36
Toledo	\$69.92	\$125.45	\$112.59	\$109.15	\$87.32	\$71.93	\$47.40	\$63.35	\$29.90	\$25.70	\$62.67	\$136.21	\$77.88
Other Islands	\$112.46	\$99.64	\$121.46	\$118.25	\$88.32	\$75.47	\$82.78	\$45.01	\$32.24	\$77.96	\$76.90	\$117.99	\$91.68
Monthly	\$209.99	\$227.18	\$245.60	\$202.63	\$153.20	\$158.38	\$152.96	\$134.85	\$65.18	\$86.48	\$143.57	\$204.12	\$166.64

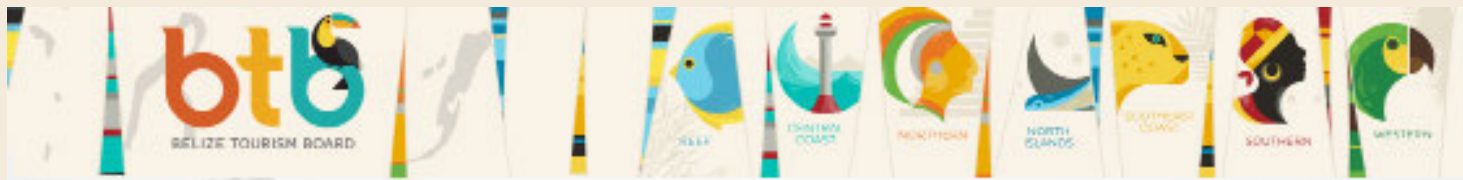
Table: 6.14



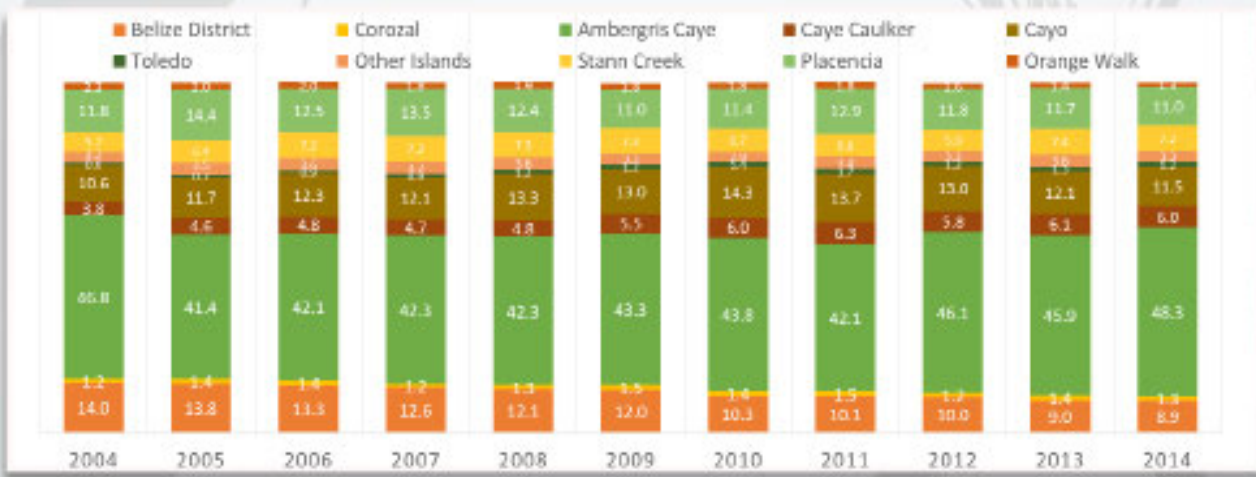
Annual Revenue Generated by Area (percent share) %

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Belize District	14.0	13.8	13.3	12.6	12.1	12.0	10.3	10.1	10.0	9.0	8.9
Ambergris	1.2	1.4	1.4	1.2	1.3	1.5	1.4	1.5	1.2	1.4	1.3
Caye Caulker	46.8	41.4	42.1	42.3	42.3	43.3	43.8	42.1	46.1	45.9	48.3
Cayo	3.8	4.6	4.8	4.7	4.8	5.5	6.0	6.3	5.8	6.1	6.0
Corozal	10.6	11.7	12.3	12.1	13.3	13.0	14.3	13.7	13.0	12.1	11.5
Orange Walk	0.6	0.7	0.9	0.9	1.2	1.2	1.4	1.7	1.2	1.3	1.2
Stann Creek	3.2	3.5	3.6	3.7	3.6	3.2	2.9	3.4	3.2	3.6	3.3
Placencia	5.7	6.4	7.2	7.2	7.3	7.3	6.7	6.6	5.9	7.4	7.2
Toledo	11.8	14.4	12.5	13.5	12.4	11.0	11.4	12.9	11.8	11.7	11.0
Other Islands	2.3	2.0	2.0	1.8	1.9	1.8	1.8	1.8	1.6	1.4	1.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BZ\$ Million	\$92.50	\$103.20	\$112.70	\$128.20	\$130.30	\$110.00	\$115.00	\$138.00	\$162.00	\$183.00	\$207.00

Table: 6.15



Annual Revenue Generated by Area (percent share) %



The majority of the hotel revenue generated in 2014 was generated in the first half of the year. In fact, over 64% of hotel revenue was generated from January to June 2014. 13.0% of hotel revenue was generated in April 2014, the highest of any month of the year. Only 3% of the total annual hotel revenue was generated in October 2014,

Figure 6.8



Revenue Generated by Month (percent share) %

Month	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
January	11.4	11.4	10.7	10.7	10.9	12.0	10.0	11.9	10.3	10.6	10.4
February	12.4	11.9	11.8	11.8	12.5	11.8	10.9	10.1	10.5	11.0	11.5
March	13.6	14.0	13.4	13.4	14.4	13.0	13.1	13.2	10.9	11.0	11.3
April	10.6	9.7	9.0	9.0	9.4	10.9	10.7	11.2	12.6	12.9	13.0
May	7.1	7.7	9.0	9.0	8.9	8.2	8.7	9.4	10.2	9.2	10.0
June	7.0	7.6	7.7	7.7	7.8	7.3	8.2	5.0	7.8	7.7	8.0
July	6.2	7.7	7.5	7.5	7.0	6.2	7.6	8.6	8.0	7.9	7.4
August	6.8	6.5	6.4	6.4	7.0	6.5	6.8	6.9	7.7	7.9	8.0
September	3.7	3.5	3.4	3.4	3.0	3.4	3.2	2.5	6.5	7.0	6.6
October	3.7	3.9	3.8	3.8	3.4	3.9	3.8	3.2	3.7	3.3	3.0
November	7.0	7.8	6.3	6.2	6.7	6.3	5.6	7.2	4.5	4.2	4.0
December	10.5	8.4	11.0	11.0	9.2	10.6	11.5	11.0	7.2	7.2	6.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BZ\$ Million	\$92.50	\$103.20	\$112.70	\$128.20	\$130.30	\$110.00	\$115.00	\$138.00	\$162.00	\$183.00	\$207.00

Table:6.16



Revenue Generated by Quarter (percent share) %

Quarter	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
1st Quarter	37.4	37.4	35.9	35.9	37.8	36.8	34.0	35.2	32.1	31.7	33.2
2nd Quarter	24.7	25.0	25.7	25.7	26.0	26.4	27.5	25.5	26.5	30.6	31.0
3rd Quarter	16.7	17.6	17.3	17.3	17.0	16.0	17.6	18.0	17.7	22.3	22.0
4th Quarter	21.2	20.0	21.1	21.0	19.2	20.8	20.9	21.3	23.6	15.4	13.8
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BZ\$ Million	\$92.50	\$103.20	\$112.70	\$128.20	\$130.30	\$110.00	\$115.00	\$138.00	\$162.00	\$183.00	\$207.00

Table: 6.17



Annual Revenue Generated by Area (percent share) %

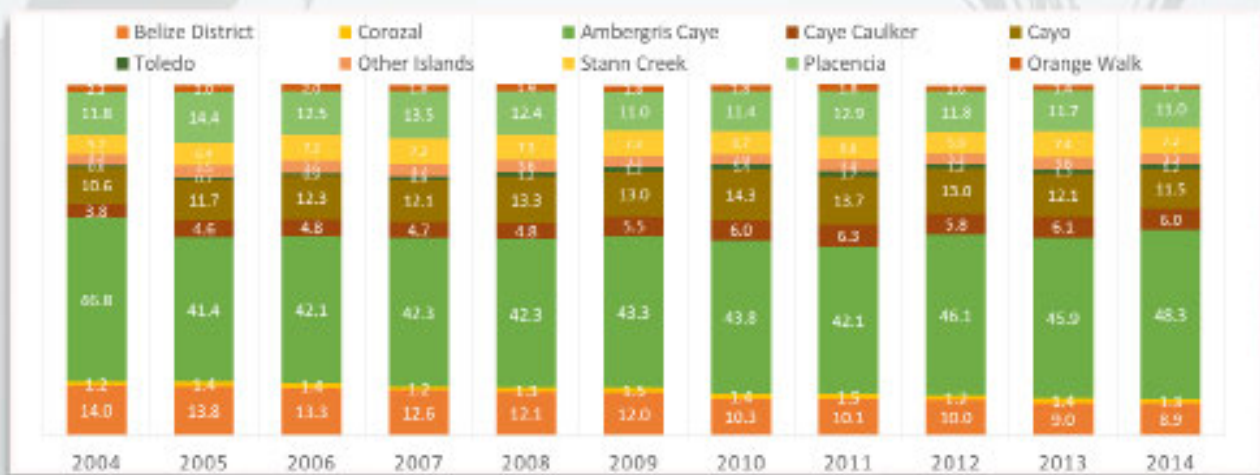


Figure 6.8



Revenue Generated by Month (percent share) %

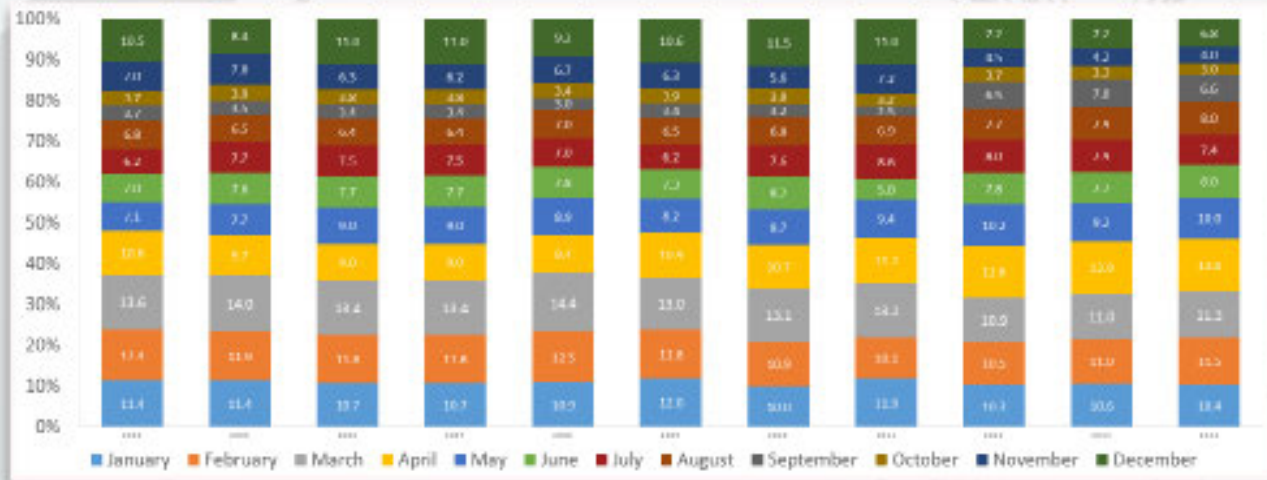


Figure 6.9



Revenue Generated by Quarter (percent share) %

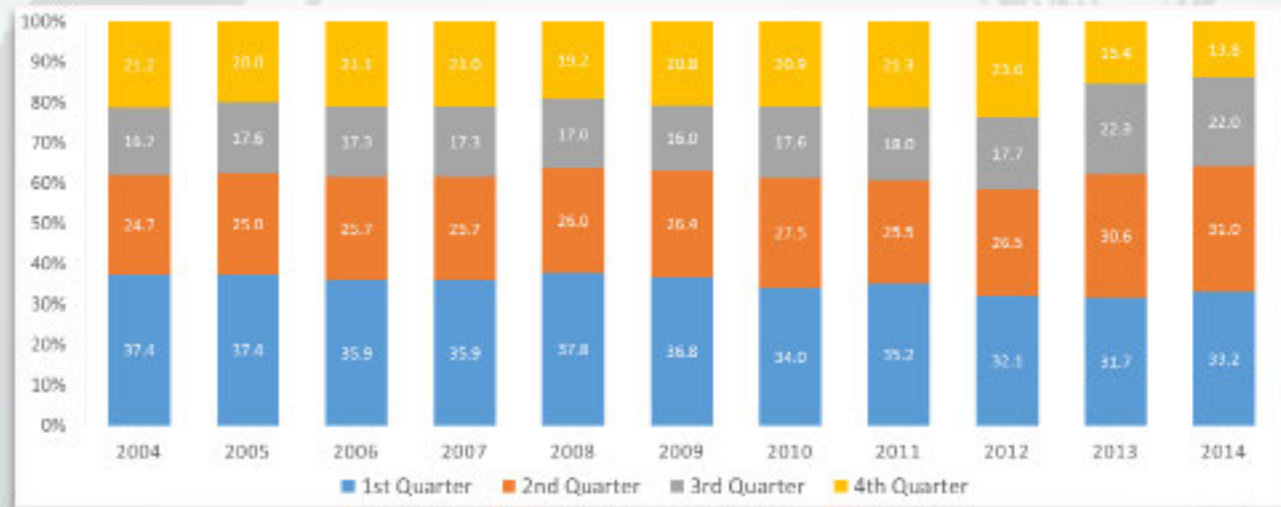


Figure 6.10



Persons Employed in the Accommodation Sector by Gender



There were more than 450 employees in the accommodation sector in 2014 than there were in 2013. The number of male employees outnumbered the number of female employees in the accommodation sector by 1,884. There have been fewer female employees than male employees in the accommodation sector since 2003.

Figure 6.11



Section 7
TOURISM ECONOMIC GLOBAL

Reports

Number of Tour Guides by Area

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Belize District	370	378	384	391	299	324	330	315	362	409	505
Ambergris	192	164	178	185	141	129	112	188	252	266	305
Caye Caulker	92	69	76	78	73	84	81	77	94	106	110
Cayo	167	183	197	205	197	233	232	215	288	339	396
Corozal	29	35	31	30	20	24	27	35	44	43	44
Orange Walk	66	49	50	45	42	37	47	49	60	79	93
Stann Creek	98	93	102	105	81	68	80	84	79	80	106
Placencia	70	83	78	85	75	84	80	67	69	98	92
Toledo	43	59	49	49	48	42	34	57	56	61	83
Total	1,127	1,113	1,145	1,173	976	1,025	1,023	1,087	1,304	1,481	1,734
% Change	12.1%	-1.2%	2.9%	2.4%	-16.8%	5.0%	-0.2%	6.3%	20.0%	13.6%	17.1%

Table: 7.1



%Tour Guides by Area

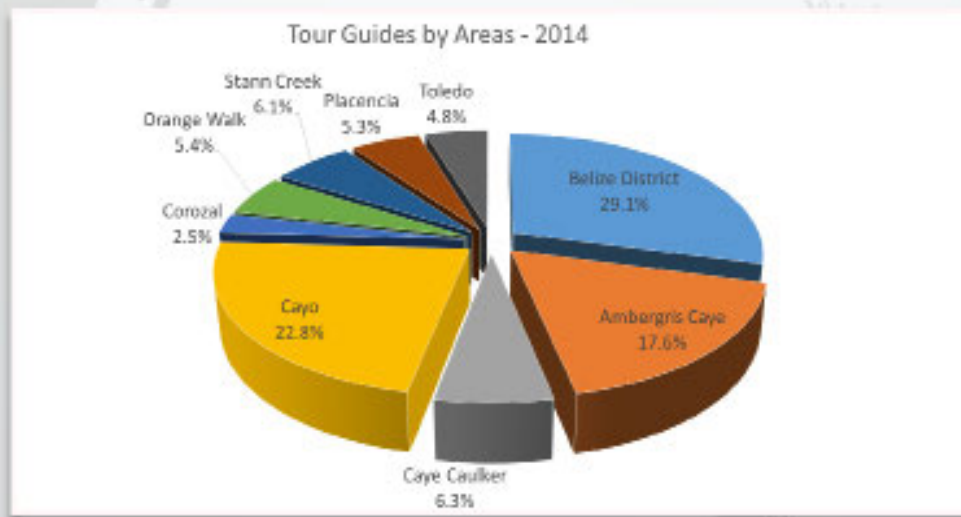


Figure 7.1



Number of Tour Operators by Area

AREA	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Belize District	54	49	55	58	55	47	49	48	40	50	80
Ambergris	30	35	31	30	46	45	46	48	40	32	57
Caye Caulker	21	21	21	20	23	21	19	19	23	24	32
Cayo	43	46	30	36	42	40	40	53	44	48	70
Corozal	2	0	2	1	1	1	2	2	3	5	7
Orange Walk	1	1	1	0	1	2	1	1	2	3	5
Stann Creek	19	21	20	22	19	19	17	18	26	14	30
Placencia	28	29	28	28	24	21	19	23	25	20	36
Toledo	6	7	9	10	11	10	8	12	12	13	15
Total	204	209	197	205	222	206	201	224	215	209	332
% Change	2.0%	2.5%	-5.7%	4.1%	8.3%	-7.2%	-2.4%	11.0%	-4.0%	-2.8%	58.9%

The Belize District had the highest number of tour guides in 2014 at 505. This number accounted for over 29% of the total number of guides across the country. Likewise the Belize district had the highest number of tour operators in 2014, at 80 entities. This number accounted for over 24% of the total number of tour operators in the country. The Cayo district had the second highest number of tour guides and tour operators in the country in 2014.

Table: 7.2



%Tour Operators by Area

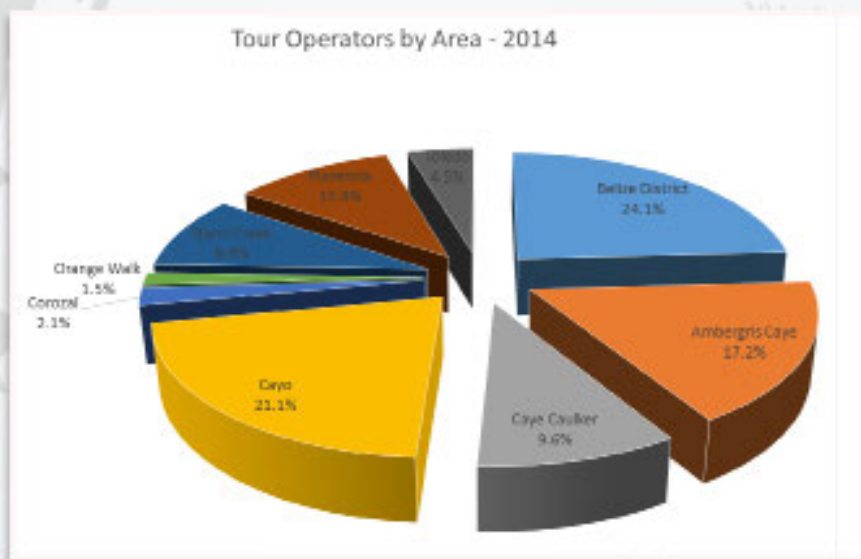


Figure 7.2



Active Insured Persons by Sex, District and Selected Industry - 2013

District	Hotel	Air Transport	Sea and Coastal Transport	Inland Water Transport	Taxi, Charters, Excursions, private rentals, etc.	Travel Agencies, Tour Operator, Tourist Assistance Activities	Total
Total	8,042	600	383	72	668	822	10,587
Belize	3,989	589	358	71	70	609	5,686
Cayo	1,438	9	0	0	154	87	1,688
Corozal	181	0	4	0	89	9	283
Orange Walk	84	2	0	1	137	1	225
Stann Creek	2,068	0	19	0	77	62	2,226
Toledo	282	0	2	0	141	54	479
FEMALE	3,162	143	97	17	47	259	3,725
Belize	1,570	136	92	16	11	210	2,035
Cayo	539	5	0	0	16	18	578
Corozal	100	0	1	0	5	1	107
Orange Walk	52	2	0	1	6	1	62
Stann Creek	819	0	4	0	8	14	845
Toledo	82	0	0	0	1	15	98
MALE	4,880	457	286	55	621	563	6,862
Belize	2,419	453	266	55	59	399	3,651
Cayo	899	4	0	0	138	69	1,110
Corozal	81	0	3	0	84	8	176
Orange Walk	32	0	0	0	131	0	163
Stann Creek	1,249	0	15	0	69	48	1,381
Toledo	200	0	2	0	140	39	381

Table 73



Active Insured Persons by Sex, District and Selected Industry - 2014

District	Hotel	Air Transport	Sea and Coastal Transport	Inland Water Transport	Taxi, Charters, Excursions, private rentals, etc.	Travel Agencies, Tour Operator, Tourist Assistance Activities	Total
Total	8,494	641	406	78	684	1,089	11,392
Belize	4,252	630	379	77	71	774	6,183
Cayo	1,582	7	0	0	176	212	1,977
Corozal	204	0	4	0	101	9	318
Orange Walk	98	4	0	1	132	0	235
Stann Creek	2,113	0	20	0	83	42	2,258
Toledo	245	0	3	0	121	52	421
FEMALE	3,305	164	95	18	54	353	3,989
Belize	1,645	156	90	17	17	263	2,188
Cayo	617	4	0	0	15	62	698
Corozal	106	0	0	0	8	1	115
Orange Walk	55	4	0	1	6	0	66
Stann Creek	791	0	5	0	7	13	816
Toledo	91	0	0	0	1	14	106
MALE	5,189	477	311	60	630	736	7,403
Belize	2,607	474	289	60	54	511	3,995
Cayo	965	3	0	0	161	150	1,279
Corozal	98	0	4	0	93	8	203
Orange Walk	43	0	0	0	126	0	169
Stann Creek	1,322	0	15	0	76	29	1,442
Toledo	154	0	3	0	120	38	315

Table 7.4

Active Insured Persons by Sex, District and Selected Industry

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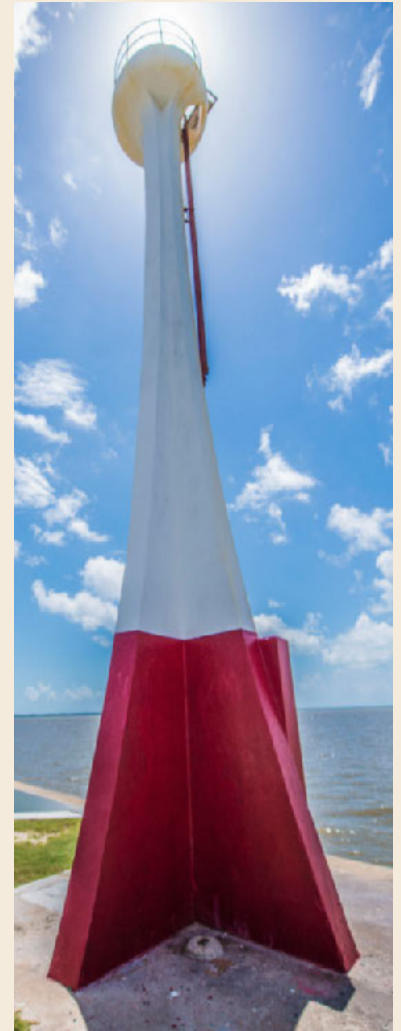
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Tourism's Economic Impact

Tourism's impact extends far beyond airlines (international and local) hotels, tour operators, tour guides, restaurants, nightclubs and souvenir shops. Instead it has a domino effect on the entire economy. In other words tourism has a direct, indirect and induced effect: 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 and Motivation Survey (VEMS) 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 two values 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 and the crew members is used in the annual expenditure estimate of the cruise visitors. The expenditure estimate of the overnight and the cruise visitors are taken together as the total tourism expenditure for the year.





Tourism Expenditure: Overnight & Cruise (% Share)

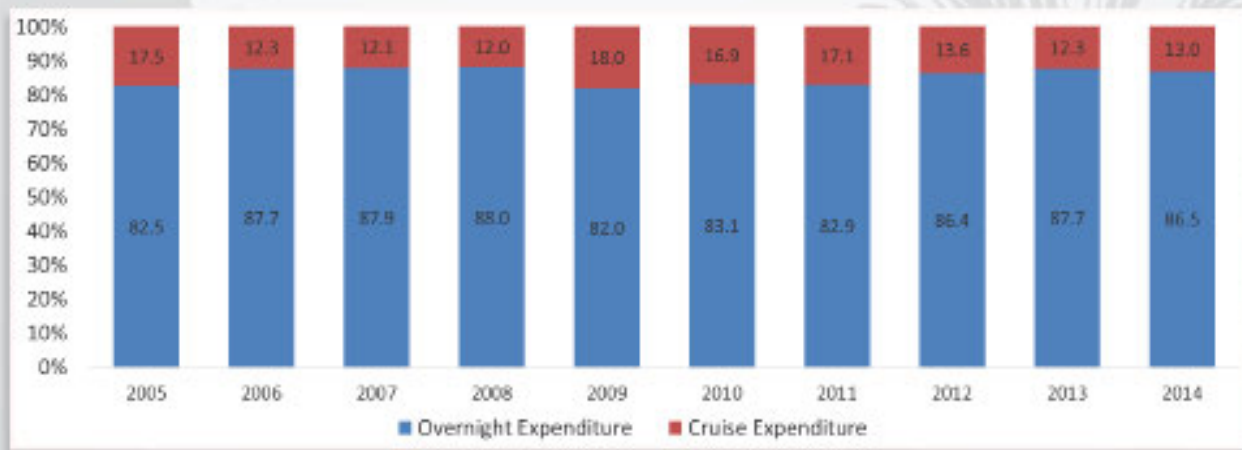
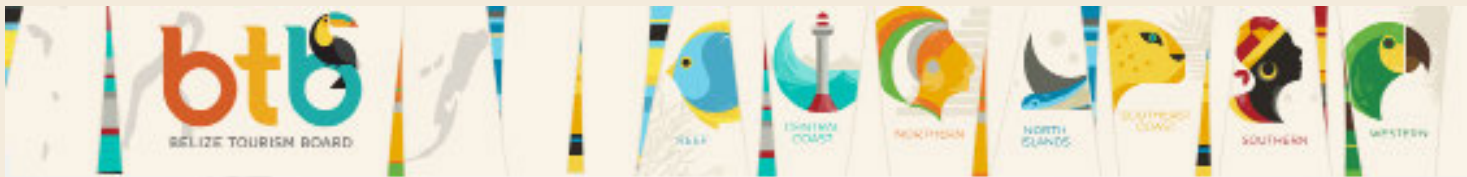
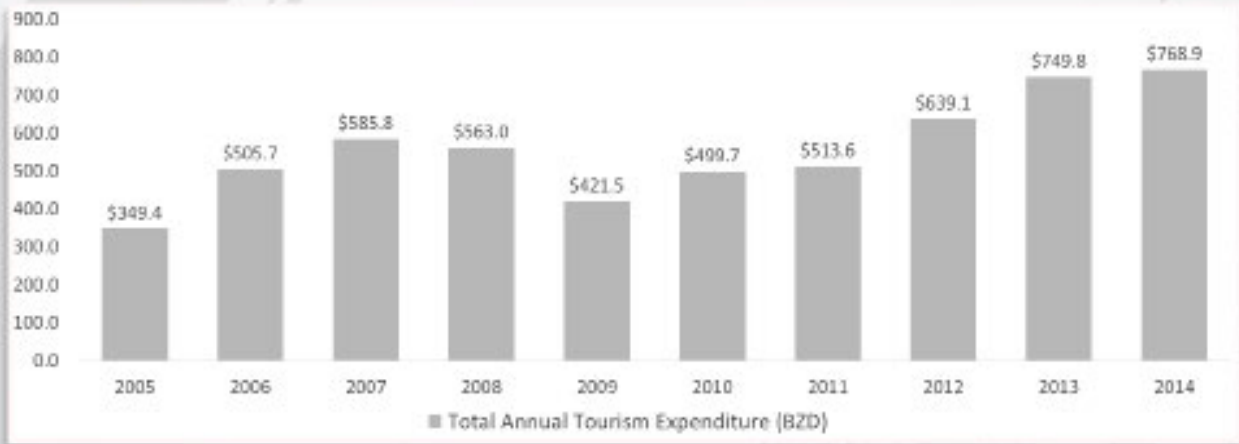


Figure 7.3



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



In 2014, the annual tourism expenditure increased by over BZ \$ 8 million dollars. Due to the major increase in the number of cruise passengers who visited the country in 2014, cruise expenditure exceeded 20% of the revenue share for the first time in history. The overnight sector also held firm in terms of revenue generated in 2014, highlighting a very successful year all around in Belize's tourism history.

Figure 7.4

Tourist (Stop-over) Arrivals to the Caribbean in 2014 by season - CTO

Destination	Period	Tourist Arrivals	Overall	% Change	
				Winter #	Summer #
Anguilla	Jan-Dec	70,927	2.7	4.8	1.2
Antigua & Barbuda *	Jan-Dec	249,316	2.5	5.8	0.3
Aruba	Jan-Dec	1,072,082	9.5	4.2	12.0
Bahamas ^P	Jan-Dec	1,421,860	4.2	5.0	3.8
Barbados ^P	Jan-Dec	519,598	2.2	-0.4	3.8
Belize ^P	Jan-Dec	321,217	9.2	12.4	7.1
Bermuda *	Jan-Dec	224,246	-5.1	4.9	-7.7
British Virgin Islands	Jan-Dec	386,049	5.4	4.5	6.1
Cayman Islands	Jan-Dec	382,816	10.8	9.0	12.0
Cuba	Jan-Dec	3,001,958	5.3	5.0	5.5
Curacao	Jan-Dec	450,953	2.5	-4.0	5.8
Dominica ^P	Jan-Dec	81,472	4.1	8.8	1.8
Dominican Republic *	Jan-Dec	5,141,377	9.6	6.1	11.7
Grenada ^P	Jan-Dec	133,521	18.4	13.6	21.1
Guyana	Jan-Dec	205,824	2.9	-6.8	7.7
Haiti	Jan-Dec	465,174	10.8	24.7	5.2
Jamaica	Jan-Dec	2,080,181	3.6	1.2	4.9
Martinique	Jan-Dec	489,561	0.0	4.9	-3.4
Montserrat	Jan-Dec	8,804	22.2	35.4	16.1
Puerto Rico **	Jan-Dec	1,688,472	6.1	4.9	6.8
Saint Lucia	Jan-Dec	338,158	6.1	6.7	5.8
St. Kitts & Nevis ^A	Jan-Dec	104,730	3.7	-0.8	6.6
St. Maarten *	Jan-Dec	499,920	7.0	7.9	6.4
St. Vincent & the Grenadines	Jan-Dec	70,713	-1.4	3.2	-3.9
Suriname	Jan-Dec	246,372	-1.1	-1.3	-1.0
Trinidad & Tobago ***	Jan-Dec	412,537	-	-	-
Turks & Caicos Islands	Jan-Nov	368,164	40.6	27.3	50.2
U S Virgin Islands	Jan-Dec	730,367	3.9	-0.9	7.2
Venezuela	Jan-Dec	967,358	-10.8	-8.9	-11.9

* Non-Resident Air Arrivals ** Non-Resident Hotel registrations only *** Air Arrivals by Nationality
^P Preliminary figures # Winter - Jan to Apr; Summer - May to Dec ^A 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 December 16, 2015

The Caribbean Tourism Organization (CTO),

CTI 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... - Caribbean Tourism Organization <http://www.onecaribbean.org/about-cto/>

The CTO collects monthly arrival data from the various member countries.

This data provides a robust picture of tourism development in the Caribbean region, and helps to highlight fluctuations in travel patterns.

Table: 7.5

Tourist (Stop-over) Arrivals to the Caribbean in 2014 by Major origin country - CTO

Destination	Period	United States		Canada		Europe		Other	
		Tourists	% change	Tourists	% change	Tourists	% change	Tourists	% change
Anguilla	Jan-Dec	45,446	-0.1	3,709	3.7	7,968	7.2	13,804	10.0
Antigua & Barbuda *	Jan-Dec	95,332	7.6	27,701	-8.4	91,277	3.3	35,006	-2.8
Aruba	Jan-Dec	576,783	3.7	43,767	-1.3	80,155	4.1	371,377	23.1
Bahamas ^o	Jan-Dec	1,102,493	3.4	144,101	16.5	82,712	2.7	92,554	-1.4
Barbados ^o	Jan-Dec	118,508	-1.7	65,813	-2.2	231,559	10.4	103,718	-6.4
Belize ^o	Jan-Dec	199,321	8.6	26,397	-1.2	38,904	20.8	56,595	9.3
Bermuda *	Jan-Dec	159,326	-6.9	29,120	5.5	22,813	-20.7	12,987	48.3
Cayman Islands	Jan-Dec	287,969	8.5	24,908	5.4	36,405	30.9	33,534	17.7
Cuba	Jan-Dec	-	-	1,174,972	6.3	730,304	7.3	1,096,682	3.0
Curacao	Jan-Dec	52,942	-13.9	12,406	29.7	185,446	5.8	200,159	3.3
Dominica ^o	Jan-Dec	17,900	8.4	2,684	0.4	13,291	10.7	37,744	0.5
Dominican Republic *	Jan-Dec	1,784,486	12.4	706,394	3.3	1,183,784	4.9	1,466,713	13.7
Grenada ^o	Jan-Dec	35,313	20.6	13,270	46.8	31,292	21.5	53,645	10.1
Guyana	Jan-Dec	84,103	0.2	26,681	2.5	11,107	10.5	83,933	4.8
Haiti	Jan-Dec	317,371	-	32,606	-	36,703	-	31,498	-
Jamaica	Jan-Dec	1,296,457	2.0	419,898	5.2	261,081	10.7	102,745	0.7
Montserrat	Jan-Dec	2,041	14.9	678	31.4	2,433	9.6	3,652	35.8
Puerto Rico **	Jan-Dec	1,538,508	6.3	21,670	-3.7	36,001	13.33	92,293	3.5
Saint Lucia	Jan-Dec	142,746	11.2	41,502	15.3	93,610	5.8	60,300	-8.4
St. Kitts & Nevis ^	Jan-Dec	64,223	-2.0	8,153	21.3	10,835	10.9	21,519	13.6
St. Maarten *	Jan-Dec	266,611	8.3	51,146	10.5	106,848	2.7	75,315	6.4
St. Vincent & the Grenadines	Jan-Dec	19,838	-1.3	7,203	0.8	20,784	1.9	22,888	-4.9
Suriname	Jan-Dec	7,671	5.3	1,780	1.0	111,058	6.2	125,863	-7.1
Trinidad & Tobago ***	Jan-Dec	158,501	-	54,877	-	79,839	-	119,320	-
Turks & Caicos Islands	Jan-Dec	297,309	-	38,767	-	8,475	-	23,613	-
Venezuela	Jan-Dec	52,111	-26.0	6,128	-48.0	210,129	-21.9	698,990	-4.7

* Non-Resident Air Arrivals total included in Other
 ** Non-Resident Hotel registrations only
 *** Air Arrivals by Nationality
 ^ Excludes data from Vance M. Amory Int'l Airport in Nevis
 SOURCE - Data supplied by member countries and available as at December 16, 2015

Table: 7.6

The World Tourism Organization (UNWTO)

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."

- UNWTO

<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

Tourist (Stop-over) Arrivals to the Caribbean in 2014 by Major origin country - CTO

Destination	Period	United States		Canada		Europe		Other	
		Tourists	% change	Tourists	% change	Tourists	% change	Tourists	% change
Anguilla	Jan-Dec	45,446	-0.1	3,709	3.7	7,968	7.2	13,804	10.0
Antigua & Barbuda *	Jan-Dec	95,332	7.6	27,701	-8.4	91,277	3.3	35,006	-2.8
Aruba	Jan-Dec	576,783	3.7	43,767	-1.3	80,155	4.1	371,377	23.1
Bahamas ^p	Jan-Dec	1,102,493	3.4	144,101	16.5	82,712	2.7	92,554	-1.4
Barbados ^p	Jan-Dec	118,508	-1.7	65,813	-2.2	231,559	10.4	103,718	-6.4
Belize ^p	Jan-Dec	199,321	8.6	26,397	-1.2	38,904	20.8	56,595	9.3
Bermuda *	Jan-Dec	159,326	-6.9	29,120	5.5	22,813	-20.7	12,987	48.3
Cayman Islands	Jan-Dec	287,969	8.5	24,908	5.4	36,405	30.9	33,534	17.7
Cuba	Jan-Dec	-	-	1,174,972	6.3	730,304	7.3	1,096,682	3.0
Curacao	Jan-Dec	52,942	-13.9	12,406	29.7	185,446	5.8	200,159	3.3
Dominica ^p	Jan-Dec	17,900	8.4	2,684	0.4	13,291	10.7	37,744	0.5
Dominican Republic *	Jan-Dec	1,784,486	12.4	706,394	3.3	1,183,784	4.9	1,466,713	13.7
Grenada ^p	Jan-Dec	35,313	20.6	13,270	46.8	31,292	21.5	53,645	10.1
Guyana	Jan-Dec	84,103	0.2	26,681	2.5	11,107	10.5	83,933	4.8
Haiti	Jan-Dec	317,371	-	32,606	-	36,703	-	31,498	-
Jamaica	Jan-Dec	1,296,457	2.0	419,898	5.2	261,081	10.7	102,745	0.7
Montserrat	Jan-Dec	2,041	14.9	678	31.4	2,433	9.6	3,652	35.8
Puerto Rico **	Jan-Dec	1,538,508	6.3	21,670	-3.7	36,001	13.33	92,293	3.5
Saint Lucia	Jan-Dec	142,746	11.2	41,502	15.3	93,610	5.8	60,300	-8.4
St. Kitts & Nevis ^	Jan-Dec	64,223	-2.0	8,153	21.3	10,835	10.9	21,519	13.6
St. Maarten *	Jan-Dec	266,611	8.3	51,146	10.5	106,848	2.7	75,315	6.4
St. Vincent & the Grenadines	Jan-Dec	19,838	-1.3	7,203	0.8	20,784	1.9	27,888	-4.9
Suriname	Jan-Dec	7,671	5.3	1,780	1.0	111,058	6.2	125,863	-7.1
Trinidad & Tobago ***	Jan-Dec	158,501	-	54,877	-	79,839	-	119,320	-
Turks & Caicos Islands	Jan-Dec	297,309	-	38,767	-	8,475	-	23,613	-
Venezuela	Jan-Dec	52,111	-26.0	6,128	-48.0	210,129	-21.9	698,990	-4.7

* Non-Resident Air Arrivals total included in Other
 ** Non-Resident Hotel registrations only
 *** Air Arrivals by Nationality1 US total included in Other
 P Preliminary figures
 ^ Excludes data from Vance M. Amory Int'l Airport in Nevis
 N.B U.S.VI 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 December 16, 2015

Table: 7.6

Cruise Passenger Arrivals to the Caribbean - 2014 & 2013 - CTO

Destination	Period	2014	2013	% Change
Antigua & Barbuda	Jan-Dec	522,342	533,993	-2.2
Aruba	Jan-Dec	667,095	688,568	-3.9
Bahamas	Jan-Dec	4,804,701	4,709,236	2.0
Barbados	Jan-Dec	557,898	570,263	-2.2
Belize	Jan-Dec	968,131	677,350	42.9
Bermuda	Jan-Dec	356,093	340,030	4.7
British Virgin Islands	Jan-Dec	378,083	367,362	2.9
Cayman Islands	Jan-Dec	1,609,555	1,375,872	17.0
Cozumel (Mexico)	Jan-Dec	3,404,858	2,751,178	23.8
Curacao	Jan-Dec	629,145	589,359	6.8
Dominica	Jan-Dec	286,573	230,588	24.3
Dominican Republic	Jan-Dec	435,494	423,910	2.7
Grenada	Jan-Dec	235,140	197,309	19.2
Haiti	Jan-Dec	662,403	643,634	2.9
Jamaica	Jan-Dec	1,423,797	1,265,268	12.5
Martinique	Jan-Dec	177,786	103,770	71.3
Puerto Rico	Jan-Dec	1,356,822	1,176,343	15.3
Saint Lucia	Jan-Dec	641,452	594,118	8.0
St. Kitts & Nevis	Jan-Dec	434,106	371,212	16.9
St. Maarten	Jan-Dec	2,001,996	1,785,670	12.1
St. Vincent & the Grenadines	Jan-Dec	85,170	80,185	6.2
Trinidad & Tobago	Jan-Dec	42,820	32,915	30.1
Turks & Caicos Islands	Jan-Dec	971,838	778,920	24.8
U S Virgin Islands	Jan-Dec	2,083,890	1,998,579	4.3

N.B.: Figures are subject to revision by reporting countries. * Preliminary figures
 SOURCE - Data supplied by member countries and available as at December 16, 2015.



Outlook for (Global) International Tourist Arrivals - UNWTO

Outlook for International Tourist Arrivals

	2009	2010	2011	2012	2013	2014*	Projection 2014*	Average a	Projection
	real, change						(issued January)	Year	2015*
	Full Year		Jan-Dec		between		2005-2013	between	
World	-3.9%	6.5%	5.1%	4.1%	4.7%	4.7%	+4% and +4.5%	3.8%	+3% and +4%
Europe	-5.0%	3.1%	6.6%	3.7%	5.0%	3.9%	+3% and +4%	2.8%	+3% and +4%
Asia and the Pacific	-1.6%	13.1%	6.5%	6.9%	6.8%	5.4%	+5% and +6%	6.2%	+4% and +5%
Americas	-4.7%	6.5%	3.5%	4.4%	3.5%	7.4%	+3% and +4%	2.9%	+4% and +5%
Africa	3.4%	8.9%	-0.1%	5.2%	4.8%	2.3%	+4% and +6%	5.8%	+3% and +5%
Middle East	-5.4%	13.1%	-3.5%	-5.6%	-3.4%	4.4%	+0% and +5%	4.6%	+2% and +5%

Source: World Tourism Organization (UNWTO)

(Data as collected by UNWTO January 2015)

Global International tourist Arrivals increased to 1.138 billion visitors in 2014, which was a 4.7% increase over the figure of 2013. This represents approximately 50 million more travelers in 2014 than there were in 2013. Travel to Europe accounted for 51% of the total arrivals in 2014, while travel to Asia and the Pacific was second at 23%.

International tourism receipts grew in congruence with international tourism travel in 2014. International tourism receipts reached 1.245 billion in 2014, an increase of 3.7% compared to the figure of 2013. Global International tourist arrivals are expected to increase once again in 2015 by an estimated 3 to 4%.

Table: 7.8



International Tourist Arrivals & International Tourism Receipts - UNWTO

UNWTO World Tourism Barometer

Volume 13, April 2015

International Tourism, World

	1990	1995	2000	2005	2008	2009	2010	2011	2012	2013	2014*	09/08	10/9	11/10	12/11	13/12	14*/13	09/08	10/9	11/10	12/11	13/12	14*/13	
International Tourist Arrivals(overnight visitors) millions	435	527	674	809	928	891	949	997	1,038	1,087	1,135													
Index (2008=100)					100	96	102	107	112	117	122													
International Tourism Receipts (billions)																								
Local currencies																								
US\$	271	415	494	701	967	882	965	1,080	1,115	1,197	1,245	-8.8	9.4	12.0	3.2	7.4	4.0	-8.5	7.7	8.5	1.1	5.8	2.4	
Euro	213	317	535	564	658	632	728	776	868	901	937	-8.5	7.7	8.5	1.1	5.8	2.4	-4.2	13.3	3.8	9.1	2.5	3.5	

Source: World Tourism Organization (UNWTO)

(Data as collected by UNWTO April 2015)

Table: 7.9



Oxford Economics Indicator Forecast For the United States: 2015-2019

Indicator	Units	Scale	Measurement	2015	2016	2017	2018	2019
United States GDP, real US\$, 2005 price	US\$	billions	Level	15426.7	15891.6	16350.5	16808.0	17273.4
United States GPP, nominal US\$	US\$	billions	Level	18420.0	19323.8	20254.1	21222.2	22248.9
United States GPD per capita, nominal US\$	US\$	NA	Level	57318.4	59669.2	62062.9	64533.3	67141.3
United States GPD per capita, real US\$ at PPP rate	US\$	NA	Level	48004.0	49071.0	50101.4	51110.5	52126.3
United States Consumer spending, nominal US\$	US\$	billions	Level	12667.1	13287.0	13901.9	14540.0	15210.2
United States Income, personal disposable, nominal	LC	billions	Level	13725.8	14432.9	15152.5	15869.1	16612.5
United States Savings, personal sector ratio	%	income	Level	4.8	5.1	5.4	5.5	5.5
United States Exports, goods and services, nominal US\$	US\$	billions	Level	2606.3	2803.1	3009.9	3230.1	3464.7
United States Employment, total	people	000s	Level	148514	150693	152712	153982	155154
United States Population, 65+	people	000s	Level	47695	49224	50793	52437	54157
United States Population of working age	people	000s	Level	249216	251176	253148	255214	257457
United States Unemployment rate	%	labour force	Level	6.6	5.9	5.3	5.1	5.0
United States Consumer Price Index	index	2005=100	Level	124.0	125.6	129.2	131.9	134.8
United States Departures	departures	000s	Level	71693	75161	78446	81602	84536

Table: 7.10

Oxford Economics Indicator Forecast For the Canada 2015-2019

	Indicator	Units	Scale	Measurement	2015	2016	2017	2018	2019
Canada	GDP, real US\$, 2005 price	US\$	billions	Level	1380.7	1419.5	1458.6	1497.9	1537.2
Canada	GPP, nominal US\$	US\$	billions	Level	1893.3	1979.3	2087.2	2202.4	2321.3
Canada	GPD per capita, nominal US\$	US\$	NA	Level	52780.5	54643.0	57067.1	59642.3	62277.8
Canada	GPD per capita, real US\$ at PPP rate	US\$	NA	Level	38775.6	39482.1	40176.8	40858.4	41541.1
Canada	Consumer spending, nominal US\$	US\$	billions	Level	1043.6	1086.3	1139.4	1194.4	1250.6
Canada	Income, personal disposable, nominal	LC	billions	Level	1159.0	1211.2	1265.7	1322.6	1382.1
Canada	Savings, personal sector ratio	%	income	Level	3.7	3.6	3.9	3.5	3.0
Canada	Exports, goods and services, nominal US\$	US\$	billions	Level	578.8	615.0	652.8	693.0	735.5
Canada	Employment, total	people	000s	Level	18131.3	18304.7	18456.4	18600.6	18737.7
Canada	Population, 65+	people	000s	Level	5736	5930	6130	6338	6556
Canada	Population of working age	people	000s	Level	28893.6	29145.3	29391.2	29630.4	29862.8
Canada	Unemployment rate	%	labour force	Level	6.4	6.1	6.0	6.0	6.0
Canada	Consumer Price Index	index	2005=100	Level	119.2	121.8	124.4	127.0	129.6
Canada	Departures	departures	000s	Level	35229	36686	38229	39770.0	41320

Table: 7.11



Oxford Economics Indicator Forecast For the Europe 2015-2019

Indicator	Units	Scale	Measurement	2015	2016	2017	2018	2019	
Europe	GDP, real US\$, 2005 price	US\$	billions	Level	18101.4	18493.6	18902.9	19324.3	19759.1
Europe	GPP, nominal US\$	US\$	billions	Level	21977.9	22933.2	23936.4	25003.0	26178.9
Europe	GDP per capita, nominal US\$	US\$	NA	Level	24701.2	25738.9	26829.8	27990.9	29272.4
Europe	Consumer spending, nominal US\$	US\$	billions	Level	12577.9	13107.7	13659.9	14249.9	14906.2
Europe	Exports, goods and services, nominal US\$	US\$	billions	Level	10741.5	11271.0	118661.6	12578.0	13314.2
Europe	Employment, total	people	000s	Level	390506	392301	394304	396239	398103
Europe	Population, 65+	people	000s	Level	132923	135339	137878	140499	143150
Europe	Population of working age	people	000s	Level	800874	799856	798693	797323	795926
Europe	Departures	departures	000s	Level	555284	574990	596078	618255	640927

Table: 7.12



Oxford Economics Forecast for Overnight Tourist Arrivals to Belize: 2015 - 2024

Location	Origin	Units	Scale	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Belize	Europe	arrivals	000s	26.2	26.7	27.6	28.7	29.8	30.9	32.3	33.3	34.9	36.4
Belize	Western Europe	arrivals	000s	26.2	26.7	27.6	28.7	29.8	30.9	32.3	33.3	34.9	36.4
Belize	France	arrivals	000s	3.3	3.3	3.4	3.6	3.7	3.9	4.2	4.4	4.7	5.0
Belize	Germany	arrivals	000s	4.2	4.3	4.4	4.5	4.6	4.8	4.9	5.1	5.2	5.4
Belize	Italy	arrivals	000s	1.7	1.7	1.8	1.9	1.9	2.0	2.1	2.2	2.3	2.3
Belize	Netherlands	arrivals	000s	3.0	3.1	3.3	3.4	3.6	3.7	3.9	4.0	4.1	4.3
Belize	Spain	arrivals	000s	1.5	1.6	1.7	1.8	1.9	2.0	2.2	2.4	2.6	2.9
Belize	Sweden	arrivals	000s	1.2	1.3	1.3	1.3	1.4	1.4	1.4	1.4	1.4	1.5
Belize	Switzerland	arrivals	000s	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.3
Belize	United Kingdom	arrivals	000s	9.9	10.1	10.3	10.6	11.0	11.3	11.7	12.0	12.4	12.8
Belize	Americas	arrivals	000s	254.9	262.8	273.1	283.6	294.0	302.9	314.8	325.2	335.0	345.3
Belize	North America	arrivals	000s	237.7	244.4	253.3	262.5	271.7	279.4	289.7	298.8	307.3	316.3
Belize	Canada	arrivals	000s	26.4	26.3	26.5	26.7	26.9	27.0	27.6	28.1	28.6	29.2
Belize	Mexico	arrivals	000s	7.9	8.6	9.3	10.0	10.6	11.2	11.9	12.6	13.2	13.9
Belize	United States	arrivals	000s	203.5	209.5	217.5	225.8	234.2	241.1	250.2	258.0	265.6	273.2
Belize	Central America	arrivals	000s	16.6	17.8	19.1	20.4	21.6	22.8	24.2	25.5	26.7	28.0
Belize	Guatemala	arrivals	000s	11.7	12.9	14.1	15.2	16.3	17.4	18.5	19.6	20.7	21.8
Belize	Honduras	arrivals	000s	4.8	4.9	5.0	5.2	5.3	5.5	5.7	5.9	6.0	6.3
Belize	Caribbean	arrivals	000s	0.6	0.6	0.7	0.7	0.7	0.8	0.8	0.9	0.9	1.0
Belize	Jamaica	arrivals	000s	0.6	0.6	0.7	0.7	0.7	0.8	0.8	0.9	0.9	1.0

The forecast for overnight tourist arrivals over the next ten years shows marginal yet steady increases in arrivals for visitors from the major market regions to Belize.

Table: 7.13