

STATE OF THE TOURISM INDUSTRY REPORT 2016

KEY STATS

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

Here is a snapshot of how the Caribbean performed in 2016 and what we can expect for 2017.

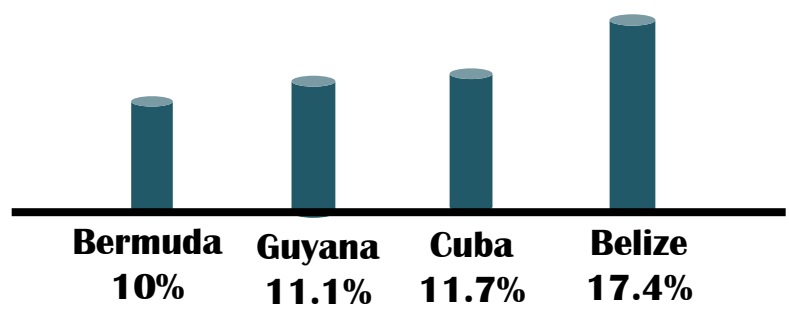
Source: CTO Member Countries and CTO estimates.

GLOBAL TOURISM PERFORMANCE

Caribbean tourism growth up 4.2% with 29.3 million stopover arrivals, surpassing world tourism growth of 3.9% in 2016.

CARIBBEAN TOURIST STOP-OVER ARRIVALS

Double digit growth recorded in



CARIBBEAN MAJOR MARKET GROWTH



U.S. up 6.3% at 14.6 million



Canada down -3.4% at 3.3 million



U.K. up 4.1% at 1.2 million



Caribbean up 3.6% at 1.7 million



Europe up 11.4% at 5.6 million (including U.K. numbers)



South America down -10.6% At 1.8 million

CARIBBEAN ACCOMMODATION PERFORMANCE

Room Occupancy Percentage

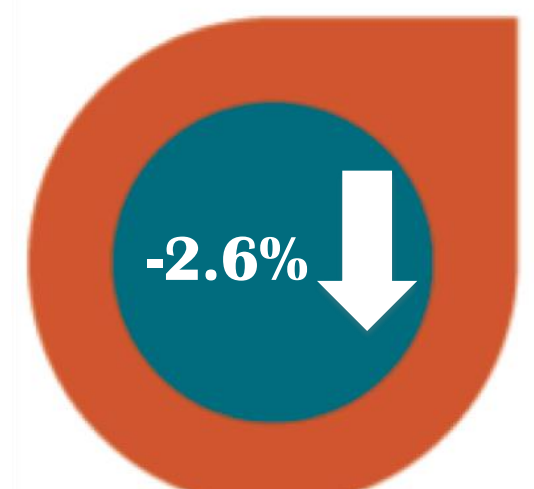
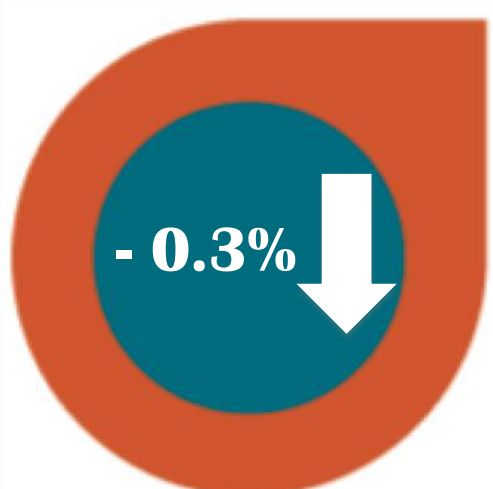
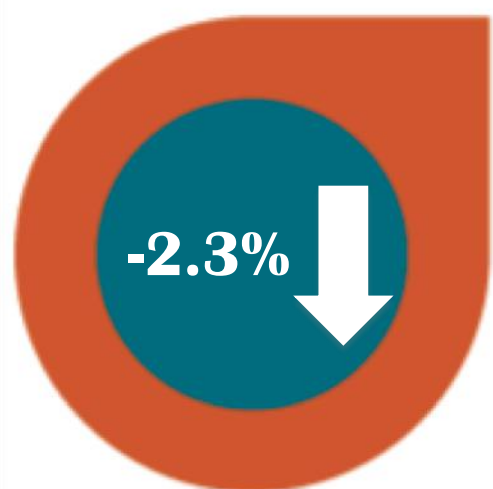
66.3%

Average Room Rate

\$201.50

Revenue per Available Room

\$134.48



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CARIBBEAN CRUISE ACTIVITY PERFORMANCE

Total Estimated at 26.3 million in 2015

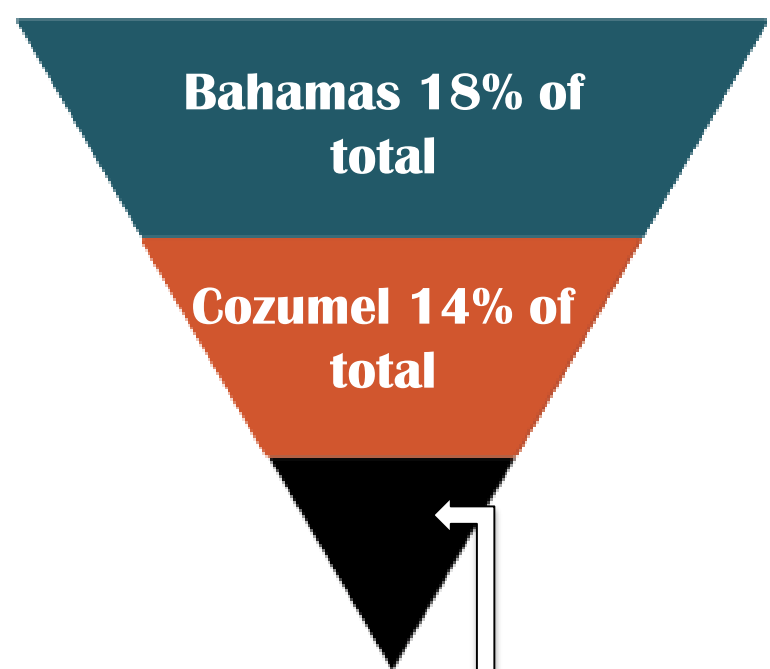
1.3%



Destinations with double digit increased cruise passenger visits



Destinations with most cruise passenger visits



CARIBBEAN TOURISM 2016 OUTLOOK

Overall, tourist arrivals are projected to grow at a slower rate of between 2.5% and 3.5% in 2017.

Source: CTO Member Countries and CTO estimates.

All figures are provisional and subject to revision.

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