



MasterCard and CHTA Present *Destination Market: Caribbean Study to Tourism Industry* at CHTA's Annual Marketplace

- *Study reveals Caribbean tourism trends, specifically international origination market dynamics for the past two years.*
- *The study is part of a partnership between the CHTA and MasterCard that looks to advance the tourism industry in the Caribbean.*

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BAHAMAS – January 21, 2016 – At the annual Caribbean Hotel and Tourism Association's (CHTA) Marketplace, MasterCard Advisors and the CHTA presented *Destination Market: Caribbean*, a study which delves into Caribbean tourism trends over the past three years.

The study revealed that the top origination markets for spend are the U.S., U.K., Canada, Netherlands, Venezuela, Germany, France, Brazil, Switzerland and Italy. It also showed that:

- On aggregate, Americans spend almost 80 times more than tourists from other markets. The U.K. is a distant second, spending seven times the average.
- However, per account, visitors from Switzerland and the U.K. spend on average more than any other origination market.
- Venezuela and Brazil, the only South American origination markets in the top ten, spend the highest percentage on retail.
- Venezuela, Switzerland and Italy experienced the highest growth in number of purchases and total dollars spent.
- Only the Netherlands showed negative growth in a year-over-year comparison.

While international travel to the Caribbean remains steady throughout the year, January and March are the peak months. The study also discovered length of stay does not directly correlate with amount of money spent per account. For example, Dutch visitors stayed the longest, but spent below the average.

"We're committed to advance tourism in the Caribbean through our partners, consumer programs and insights," said Gabriele Zuliani, Head of Caribbean Territory for MasterCard. "The study provides valuable information for all CHTA members to further improve their practices and increase their competitiveness by developing targeted consumer packages based on actual market dynamics."

"As we prepare for continued growth, the Caribbean must exceed guest expectations to maintain a competitive edge over other destinations," said Karolin Troubetzkoy, Acting President of the CHTA. "This collaboration with MasterCard will benefit all our partners and provide data analysis to do just that."

METHODOLOGY

Report is based on Caribbean (Aruba, Bahamas, Dominican Republic, Jamaica, and Puerto Rico) card spend over 24 months, in two periods – July 1, 2013 to June 30, 2014 and July 1, 2014 to June 30, 2015. The findings are based on an anonymized and aggregated data set of MasterCard transactions.



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