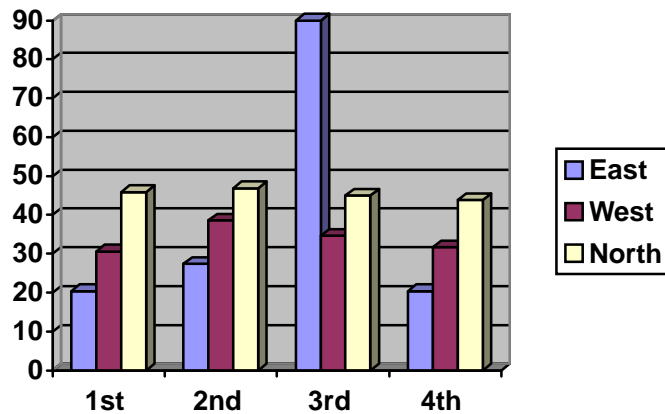


*TOURISM STATISTICAL REVIEW*

# Quarterly Report

*April - June 2007*



## **Foreword**

This report provides a quantitative analysis of visitors to the island for the second quarter April to June 2007. The data was collected from the immigration cards of arriving passengers and processed by the Planning and Research Department within the Ministry of Tourism, Civil Aviation, Culture and the Environment.

The qualitative data included in this report was compiled during the period from 27<sup>th</sup> March to 16<sup>th</sup> April 2007 which coincided with the period when Antigua hosted ICC World Cup matches. The data collected represents responses from a sample of 2346 visitors.

The cooperation and assistance that was received from the Statistics Division, Caribbean Tourism Organization, Airport Officials and Airline Passengers was quite heartening and the success of this survey is largely because of their efforts.

We at the Ministry of Tourism, Civil Aviation, Culture and the Environment would like to extend a heartfelt thank you to all who assisted in this exercise and we look forward to your continued support as we endeavor to increase the returns from the Tourism Sector.

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## TOURIST ARRIVALS BY AIR

Month	2007	2006	% Change
April	22,806	25,523	-10.64
May	19,572	19,698	-0.64
June	17,819	17,779	0.22
<b>Total</b>	<b>60,197</b>	<b>63,000</b>	<b>-4.45</b>

**TABLE 1: TOURIST ARRIVALS BY AIR APRIL - JUNE 2007**

Month	2007	2006	%Change
January	22,601	22,941	-1.44
February	23,325	24,815	-6
March	29,441	26,410	11.47
April	22,806	25,523	-10.64
May	19,572	19,698	-0.64
June	17,819	17,779	0.22
<b>Total</b>	<b>135,564</b>	<b>137,166</b>	<b>-1.17</b>

**TABLE 2: TOURIST ARRIVALS BY AIR JAN – JUN 2007**

There was a drastic decline in tourist arrivals at the start of the second quarter, however while the decline continued through the period it was at a decreasing rate.

## UNITED STATES

Month	2007	2006	% Change
April	6,857	7,925	-13.48
May	5,671	5,795	-2.14
June	5,722	5,714	0.14
<b>Total</b>	<b>18,250</b>	<b>19,434</b>	<b>-6.02</b>

**TABLE 3: TOURIST ARRIVALS FROM THE UNITED STATES APRIL TO JUNE 2007**

The declining trend in tourist arrivals from the United States continued into the second quarter of 2007, but at a decreasing rate. Overall when compared to the same period in 2006 arrivals from this market were down by 6%. This decline has been directly attributed the implementation of the passport requirement for United States residents returning home.

### Mid- Atlantic

Month	2007	2006	% Change
April	3,402	3,419	-0.49
May	2,553	2,057	24.11
June	2,789	1,934	44.21
<b>Total</b>	<b>8,744</b>	<b>7,410</b>	<b>18.00</b>

**TABLE 4: TOURIST ARRIVALS FROM MID-ATLANTIC REGION APRIL TO JUNE 2007**

Arrivals from this geographic segment of the US market have shown positive growth rates for the second quarter of 2007.

### New England

Month	2007	2006	% Change
April	1,035	1,132	-8.57
May	515	478	7.74
June	411	505	-18.61
<b>Total</b>	<b>1,961</b>	<b>2,115</b>	<b>-7.28</b>

**TABLE 5: TOURIST ARRIVALS FROM NEW ENGLAND REGION APRIL TO JUNE 2007**

Unlike the Mid Atlantic region of the US market, arrivals from the New England segment have fluctuated at a declining rate for the period under review. Overall arrivals from this segment were down by 7%.

South Atlantic

Month	2007	2006	% Change
April	1,099	1,515	-27.46
May	1,158	1,493	-22.44
June	1,135	1,521	-25.38
<b>Total</b>	<b>3,392</b>	<b>4,529</b>	<b>-25.10</b>

**TABLE 6: TOURIST ARRIVALS FROM SOUTH ATLANTIC REGION APRIL TO JUNE 2007**

The South Atlantic area has shown an overall decline when compared to the same period in 2006. This decline fluctuated between -22% and -27%.

North Central

Month	2007	2006	% Change
April	456	668	-31.74
May	440	511	-13.89
June	437	539	-18.92
<b>Total</b>	<b>1,333</b>	<b>1,718</b>	<b>-22.41</b>

**TABLE 7: TOURIST ARRIVALS FROM NORTH CENTRAL REGION APRIL TO JUNE 2007**

The declining trends continued and the North Central segment also experienced significant decreases in arrivals.

South Central

Month	2007	2006	% Change
April	249	321	-22.43
May	395	415	-4.82
June	449	574	-21.78
<b>Total</b>	<b>1,093</b>	<b>1,310</b>	<b>-16.56</b>

**TABLE 8: TOURIST ARRIVALS FROM SOUTH CENTRAL REGION APRIL TO JUNE 2007**

Arrivals from this market segment experienced declining fluctuating trends for the period April to June when compared to the time period in 2006.

West

<b>Month</b>	<b>2007</b>	<b>2006</b>	<b>% Change</b>
<b>April</b>	605	763	-20.71
<b>May</b>	603	669	-9.87
<b>June</b>	547	606	-9.74
<b>Total</b>	1,755	2,038	-13.89

**TABLE 9: TOURIST ARRIVALS FROM THE WEST REGION APIL TO JUNE 2007**

Generally, arrivals from this market segment were far below arrivals for the same period in 2006. However, there was a gradual decrease in the rate of decline.





US Region/ State	2007		2007		Quarter Totals	2006		2006		Quarter Totals	Quarter % Change							
	April	Subtotal	May	Subtotal		June	Subtotal	May	Subtotal			June	Subtotal					
<b>Mid Atlantic</b>		<b>3,402</b>		<b>2,553</b>		<b>2,789</b>		<b>8,744</b>		<b>3,419</b>		<b>2,057</b>		<b>1,934</b>		<b>7,410</b>		<b>18.00</b>
New Jersey	429		276		288		867		451		456							
New York	2,702		1,963		2,256		2,225		1,325		1,168							
Pennsylvania	271		314		245		327		281		310							
<b>New England</b>		<b>1,035</b>		<b>515</b>		<b>411</b>		<b>1,961</b>		<b>1,132</b>		<b>478</b>		<b>505</b>		<b>2,115</b>		<b>(7.28)</b>
Connecticut	325		182		171		381		204		180							
Maine	85		20		7		87		19		24							
Massachusetts	408		235		179		413		163		187							
New Hampshire	47		18		27		76		19		61							
Rhode Island	106		52		15		87		32		22							
Vermont	64		8		12		88		41		31							
<b>South Atlantic</b>		<b>1,099</b>		<b>1,158</b>		<b>1,135</b>		<b>3,392</b>		<b>1,515</b>		<b>1,493</b>		<b>1,521</b>		<b>4,529</b>		<b>(25.10)</b>
Carolina, North	105		130		119		139		121		135							
Carolina, South	16		28		30		22		47		47							
Delaware	22		8		26		46		11		18							
District of Columbia	2		1		-		-		0		2							
Florida	543		565		533		634		663		729							
Georgia	100		129		160		172		211		187							
Maryland	125		100		130		247		223		208							
Virginia	182		197		135		248		217		193							
West Virginia	4		-		2		7		0		2							
<b>North Central</b>		<b>456</b>		<b>440</b>		<b>437</b>		<b>1,333</b>		<b>668</b>		<b>511</b>		<b>539</b>		<b>1,718</b>		<b>(22.41)</b>
Dakota, North	1		1		3		5		2		3							
Dakota, South	-		-		-		-		2		0							
Illinois	117		117		108		159		128		155							
Indiana	30		35		40		63		35		62							
Iowa	12		17		20		22		16		29							
Kansas	10		21		16		6		18		17							
Michigan	52		71		78		94		70		45							
Minnesota	17		7		9		24		28		14							
Missouri	66		42		39		69		63		57							

Nebraska	3	1	1		1	7	3
Ohio	126	108	95		139	91	111
Wisconsin	25	20	28		86	51	43
<b>South Central</b>	<b>249</b>	<b>395</b>	<b>449</b>	<b>1,093</b>	<b>321</b>	<b>415</b>	<b>574</b>
Alabama	19	32	33		33	35	72
Arkansas	4	9	70		4	17	52
Kentucky	6	19	18		15	28	31
Louisiana	7	10	8		13	19	9
Mississippi	-	1	1		1	3	1
Oklahoma	22	22	15		21	20	39
Tennessee	30	65	52		52	65	75
Texas	161	237	252		182	228	295
<b>West</b>	<b>605</b>	<b>603</b>	<b>547</b>	<b>1,755</b>	<b>763</b>	<b>669</b>	<b>606</b>
Alaska	-	1	2		2	7	1
Arizona	65	70	70		48	52	52
California	312	320	272		469	358	309
Colorado	81	91	97		71	116	94
Hawaii	1	2	-		1	0	0
Idaho	8	3	8		5	4	0
Montana	2	5	8		5	9	5
Nevada	12	11	49		11	14	28
New Mexico	-	2	-		4	6	3
Oregon	14	11	11		28	18	17
Utah	10	3	2		3	6	8
Washington	100	81	43		115	75	89
Wyoming	-	3	1		1	4	0
<b>Other US State</b>	<b>1</b>	<b>1</b>	<b>-</b>	<b>2</b>	<b>49</b>	<b>7</b>	<b>0</b>
<b>No Stated US State</b>	<b>7</b>	<b>6</b>	<b>0</b>	<b>13</b>	<b>58</b>	<b>165</b>	<b>79</b>
							<b>1,310</b>
							<b>(15.96)</b>
							<b>2,038</b>
							<b>(13.89)</b>

**TABLE 10: TOURIST ARRIVALS FROM THE UNITED STATES BY STATE OF RESIDENCE APRIL TO JUNE 2007**

## UNITED KINGDOM

<b>Month</b>	<b>2007</b>	<b>2006</b>	<b>% Change</b>
<b>April</b>	8,654	7,963	8.68
<b>May</b>	8,031	7,316	9.77
<b>June</b>	6,427	5,339	20.38
<b>Total</b>	23,112	20,618	12.09

**TABLE 11: TOURIST ARRIVALS FROM THE UNITED KINGDOM APRIL TO JUNE 2007**

UK County	2007			Quarter	2006			Quarter	Quarter
	April	May	June	Totals	April	May	June	Totals	% Change
<b>Total</b>	<b>8,654</b>	<b>8,031</b>	<b>6,427</b>	<b>23,112</b>	<b>7,963</b>	<b>7,316</b>	<b>5,339</b>	<b>20,618</b>	<b>12.10</b>
Avon	3	2	-	5	3	2	1	6	(16.67)
Bedfordshire	24	21	25	70	24	30	34	88	(20.45)
Berkshire	31	40	21	92	62	49	32	143	3.50
Buckinghamshire	82	39	27	148	70	50	17	137	8.03
Cambridgeshire	31	38	17	86	73	47	38	158	(45.57)
Cheshire	64	65	73	202	118	88	91	297	(31.99)
Cleveland	-	1	-	1	3	1	2	6	(83.35)
Cornwall & Isle of Sc.	25	13	5	43	26	33	10	69	(37.68)
Cumbria	13	6	14	33	9	4	16	29	13.79
Derbyshire	33	33	17	83	51	54	45	150	(44.67)
Devon	36	18	17	71	70	35	21	126	(43.65)
Dorset	24	29	24	77	44	25	25	94	(18.09)
Durham	-	-	3	3	6	7	5	18	(83.33)
East Sussex	6	12	4	22	6	12	5	23	(4.35)
Essex	226	167	109	502	299	234	109	642	(21.81)
Gloucester	31	45	26	102	59	45	36	140	(27.14)
Greater London	3,666	2,245	2,652	8,563	1,917	2,762	2,063	6,742	27.01
Greater Manchester	30	19	50	99	78	38	57	173	(42.77)
Hampshire and Isle of Wt.	49	28	33	110	38	33	28	99	11.11
Hereford & Worcester	1	3	-	4	3	1	1	5	(20.00)
Hertfordshire	89	51	34	174	56	89	62	207	(15.94)
Kent	222	174	129	525	251	212	136	599	(12.35)
Lancashire	35	44	44	123	61	68	65	194	(36.60)
Leicestershire	83	41	48	172	101	45	68	214	(19.63)
Lincolnshire	19	47	15	81	29	30	11	70	15.71
Merseyside	5	2	10	17	4	4	2	10	70.00
Middlesex	51	36	54	141	83	69	36	188	(25.00)
No Stated County	2,983	4,087	2,255	9,325	3,407	2,249	1,511	7,167	30.11
Norfolk	23	35	8	66	39	40	26	105	(37.14)
Northamptonshire	14	37	41	92	38	33	25	96	(4.17)
Nottinghamshire	72	101	69	242	90	103	72	265	(8.68)
Oxfordshire	40	47	125	212	61	39	53	153	38.56
Scotland, Wales & N. Irelan	210	197	145	552	236	262	231	729	(24.28)
Shropshire	4	4	3	11	14	9	12	35	(68.57)
Somerset	10	11	17	38	29	23	14	66	(42.42)
Staffordshire	25	21	9	55	19	28	35	82	(32.93)
Suffolk	23	21	23	67	25	38	15	78	(14.10)
Surrey	159	112	111	382	227	174	138	539	(29.13)
Warwickshire	13	4	4	21	21	17	21	59	(64.41)
West Midlands	9	8	5	22	4	24	25	53	(58.49)
West Sussex	83	51	76	210	84	96	58	238	(11.76)
Wiltshire	23	20	16	59	34	40	25	99	(40.40)
Yorkshire & Humberside	84	56	69	209	91	74	62	227	(7.93)

**TABLE 12: TOURIST ARRIVALS FROM THE UNITED KINGDOM BY COUNTY APRIL TO JUNE 2007**

## CANADA

<b>Month</b>	<b>2007</b>	<b>2006</b>	<b>% Change</b>
<b>April</b>	854	1,136	-24.82
<b>May</b>	496	510	-2.74
<b>June</b>	313	305	2.62
<b>Total</b>	1,663	1,951	-14.76

**TABLE 13: TOURIST ARRIVALS FROM CANADA APRIL TO JUNE 2007**

There was a major decline in tourist arrivals from this region at the start of this quarter. The decline continued at a decreasing rate but overall arrivals were down by 14.76%. The following helps to shed some light on the factors that may have affected travel to the destination from this market:

- early curtailment of charter airlines operating between the market and destination
- lack of packaged holidays for the latter part of the winter season

Canadian Province	2007			Quarter	2006			Quarter	Quarter
	April	May	June	Totals	April	May	June	Totals	% Change
<i>Total</i>									
Alberta	29	16	5	50	49	18	15	82	(39.02)
British Columbia	34	19	19	72	33	30	24	87	(17.24)
Manitoba	-	-	-	-	1	3	2	6	0.00
New Brunswick	10	5	-	15	4	4	2	10	50.00
New Foundland	6	1	1	8	3	1	-	4	100.00
Nova Scotia	20	15	3	38	15	9	8	32	18.75
Ontario	645	404	284	1,333	915	393	230	1,538	(13.33)
Prince Edward Island	-	1	-	1	2	-	-	2	(50.00)
Quebec	103	34	1	138	83	49	24	156	(11.54)
Saskatchewan	1	1	-	2	3	-	-	3	(33.33)
No Stated CAN. Province	6	-	-	6	28	3	-	31	

**TABLE 14: TOURIST ARRIVALS FROM CANADA BY PROVINCE APRIL TO JUNE 2007**

## GERMANY

<b>Month</b>	<b>2007</b>	<b>2006</b>	<b>% Change</b>
<b>April</b>	329	370	-11.08
<b>May</b>	266	238	11.76
<b>June</b>	205	149	37.58
<b>Total</b>	800	757	5.68

**TABLE 15: TOURIST ARRIVALS FROM GERMANY APRIL TO JUNE 2007**

Arrivals from this region are generally low when compared to other major European countries, however while the period started with a decline in visitor arrivals there were dramatic increases in May and June respectively. Overall there was an increase of 5 % for the second quarter. This can be attributed to the following:

- Removal of the Caricom Visa requirements for Germans

The following points help to explain the generally low arrivals from this market:

- Increase in the demand for travel to Asia, Indian Ocean and Southern Africa
- Increase in demand for cheap Caribbean destinations like Dominican Republic, Cuba Isla Margarita and Jamaica

## FRANCE

Month	2007	2006	% Change
April	189	190	-0.53
May	106	91	16.48
June	45	44	2.27
<b>Total</b>	340	325	4.62

**TABLE 16: TOURIST ARRIVALS FROM FRANCE APRIL TO JUNE 2007**

Arrivals from France fluctuated over the period under review with an overall increase of 4.62% for the second quarter. The following can be directly attributed to these fluctuations from this European region:

- the destination is still receiving direct competition from other destinations which include Mauritius, Dominican Republic, and Cuba that offer cheaper packages and more value for money
- lack of reliable air service between Guadeloupe and Antigua is still having a negative impact on travel for connecting passengers from France
- travel agents are reluctant to sell Antigua because of the complexity of arranging packages particularly the flight aspect of the vacation



## CARIBBEAN

Month	2007	2006	% Change
April	3,501	5,956	-41.22
May	3,868	4,549	-14.97
June	3,891	5,268	-26.14
<b>Total</b>	<b>11,260</b>	<b>15,773</b>	<b>-28.61</b>

**TABLE 17: TOURIST ARRIVALS FROM THE CARIBBEAN APRIL TO JUNE 2007**

Arrivals from the Caribbean have fluctuated tremendously over the period under review. Overall, arrivals from this market have been far below arrivals for the same period in 2006.

Caribbean	2007				2006				%Ch. 2006 & 2007
Country	April	May	June	Tot	April	May	June	Tot.	
Anguilla	59	35	50	144	96	87	117	300	-52.00
Aruba	3	2	5	10	2	3	2	7	42.86
Bahamas	5	9	7	21	19	14	19	52	-59.62
Barbados	256	377	312	945	635	428	550	1613	-41.41
Belize	6	11	2	19	2	14	9	25	-24
Bermuda	40	19	7	66	25	137	54	216	-69.44
British Virgin Isles	178	94	117	389	265	122	154	541	-28.10
Cayman Islands	17	9	6	32	8	0	15	23	39.13
Cuba	19	18	43	80	23	51	60	134	-40.30
Curacao	7	15	17	39	9	8	12	29	34.48
Dominica	383	406	448	1237	623	459	578	1660	-25.48
Dominican Republic	62	80	34	176	99	94	90	283	-37.81
Grenada	51	46	75	172	126	57	114	297	-43.09
Guadeloupe	140	131	101	372	266	188	133	587	-36.63
Guyana	237	308	321	866	356	244	274	874	-0.92
Haiti	6	17	1	24	7	23	10	40	-40
Jamaica	379	503	525	1407	447	441	550	1438	2.02
Martinique	11	14	16	41	13	21	43	77	-46.75
Montserrat	300	295	276	87	348	262	114	724	20.30

Caribbean Country	2007				2006				%Ch 2006 & 2007
	April	May	June	Tot	April	May	June	Tot.	
Other Dutch W.I.	35	14	9	58	12	14	7	33	75.76
Puerto Rico	100	80	76	256	133	123	160	416	-38.46
St Lucia	177	211	259	647	325	223	341	889	-27.22
St Maarten	139	108	102	349	181	212	126	519	-32.76
St Vincent & the Grenadines	60	99	91	250	198	119	161	478	-47.70
St. Kitts/ Nevis	248	282	252	782	476	332	403	1211	-35.43
Suriname	9	12	7	28	16	13	14	43	-34.88
Trinidad/Tobago	438	565	596	1599	950	648	733	2331	-31.40
Turks & Caicos	2	4	3	9	1	5	2	8	12.50
US Virgin Islands	133	103	133	369	295	182	240	717	-48.54

**TABLE 18: TOURIST ARRIVALS FROM SELECTED CARIBBEAN COUNTRIES APRIL TO JUNE 2007**

## ARRIVALS BY AGE GROUP

The age profile of visitors to the destination is rather wide ranging but the most popular is the 50 to 64 range. Many of the visitors to the island from the USA, UK, and Canada fall into this category. The period under review revealed a decline in arrivals across all age ranges when compared to 2006.

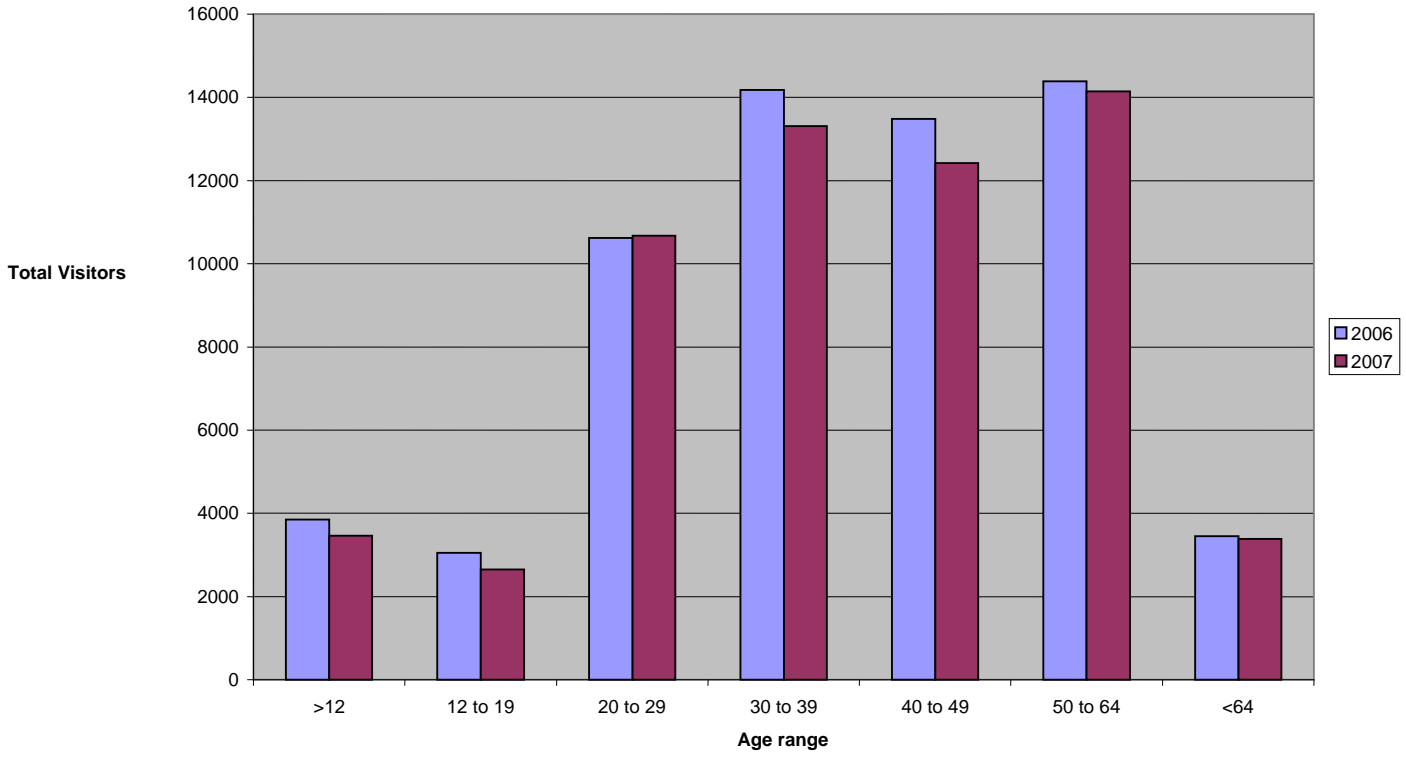
Market	>12	12 to 19	20 to 29	30 to 39	40 to 49	50 to 64	<64	not stated
USA	982	846	3511	3764	3647	4392	1108	0
UK	1626	1013	3635	4780	4783	6048	1227	0
Caribbean	523	523	2148	2756	2441	2181	687	1
Canada	101	59	275	334	340	438	116	0
Germany	27	12	106	219	210	169	57	0
France	16	13	51	82	85	79	14	0
Other Europe	130	93	480	823	553	538	107	0
Rest of the world	58	84	469	552	360	298	66	0
Total	3463	2643	10675	13310	12419	14143	3382	1

**TABLE 19: TOURIST ARRIVALS BY AGE GROUP APRIL TO JUNE 2007**

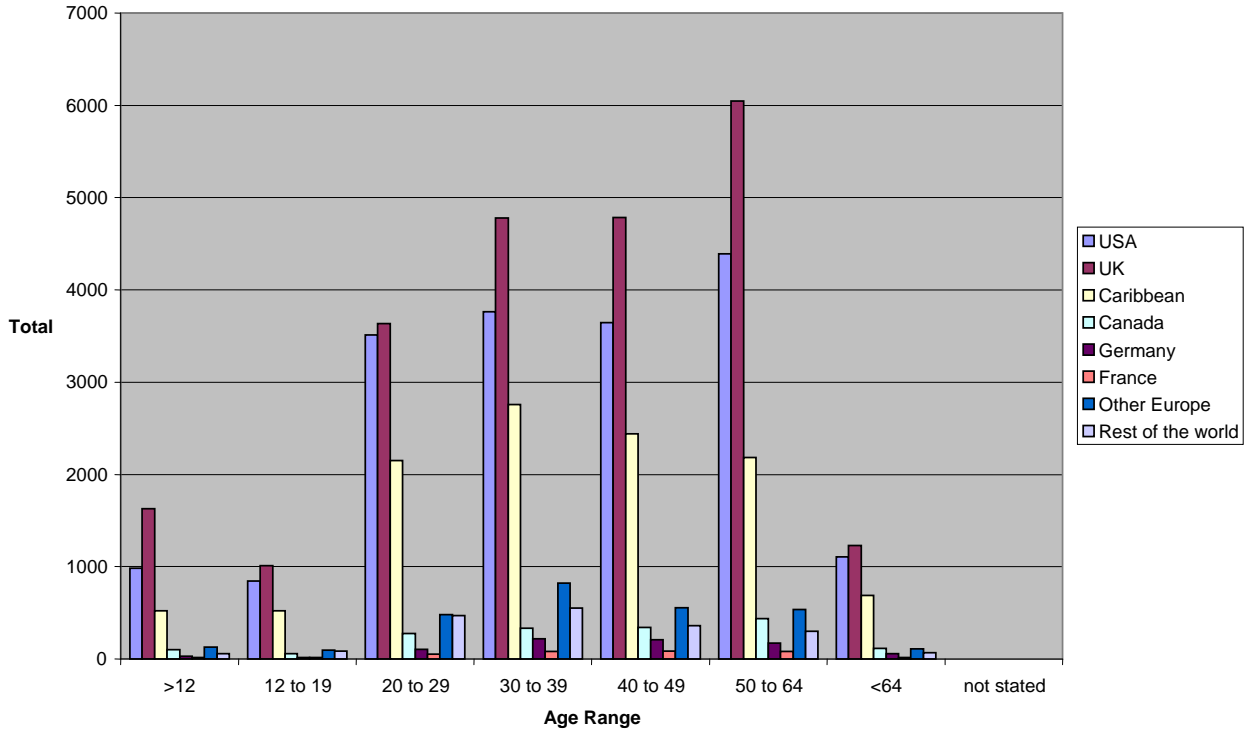
Market	>12	12 to 19	20 to 29	30 to 39	40 to 49	50 to 64	<64	not stated
USA	1065	935	3462	4069	4045	4672	1186	0
UK	1689	957	3037	4336	4474	5107	1018	0
Caribbean	783	921	2990	3783	3379	3051	866	0
Canada	87	46	287	421	430	529	151	0
Germany	29	34	94	180	186	197	37	0
France	12	16	43	68	74	86	26	0
Other Europe	150	113	461	943	642	518	95	0
Rest of the world	31	23	242	383	252	220	69	0
Total	3846	3045	10616	14183	13482	14380	3448	0

**TABLE 20: TOURIST ARRIVALS BY AGE GROUP APRIL TO JUNE 2006**

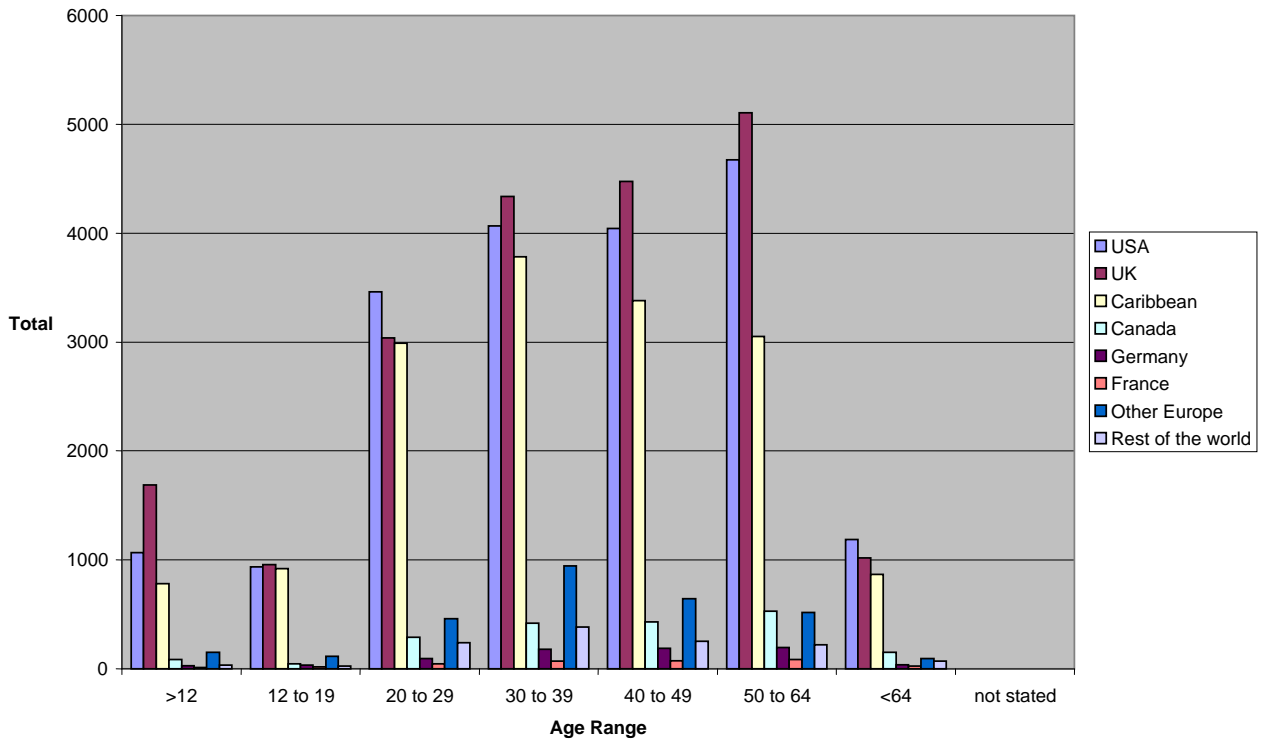
Chart 1: Total Tourist Arrivals by Age Group April to June 2007/2006



**Chart 2: Tourist Arrivals by Age Group and Country of Residence April to June 2007**



**Chart 3: Tourist Arrivals by Age Group and Country of Residence April to June 2006**



## LENGTH OF STAY

The second quarter saw a general decline in the 1-3 day and 4-7 day categories when compared to the same period in 2006. However, there were slight increases in the 8-14 day and 15+ day length of stay during the period April to June 2007 when compared to the same period in 2006. A closer analysis of the islands two main source markets show that for the United States the most popular category is the 4-7 day stay, while for the United Kingdom it is the 8-14 day stay.

Market	1 to 3	4 to 7	8 to 14	15+
United States	2400	11209	3582	1059
United Kingdom	2572	8878	10315	1347
Canada	274	848	377	164
Germany	152	281	271	96
France	105	114	95	26
Rest Of Europe	349	1281	996	216
Caribbean	5220	3310	1260	1470
Rest of the World	533	822	380	210
Total	11605	26743	17276	4588

**TABLE 21: TOURIST ARRIVALS BY LENGTH OF STAY APRIL TO JUNE 2007**

Market	1 to 3	4 to 7	8 to 14	15+
United States	2514	12810	3169	932
United Kingdom	1516	7406	10488	1208
Canada	249	1276	292	134
Germany	127	275	258	97
France	97	127	81	20
Caribbean	7228	5233	1533	1779
Rest of the World	301	358	283	211
Total	12032	27485	16104	4381

**TABLE 22: TOURIST ARRIVALS BY LENGTH OF STAY APRIL TO JUNE 2006**

Chart 4: Total Tourist Arrivals by Length of Stay April to June 2007/2006

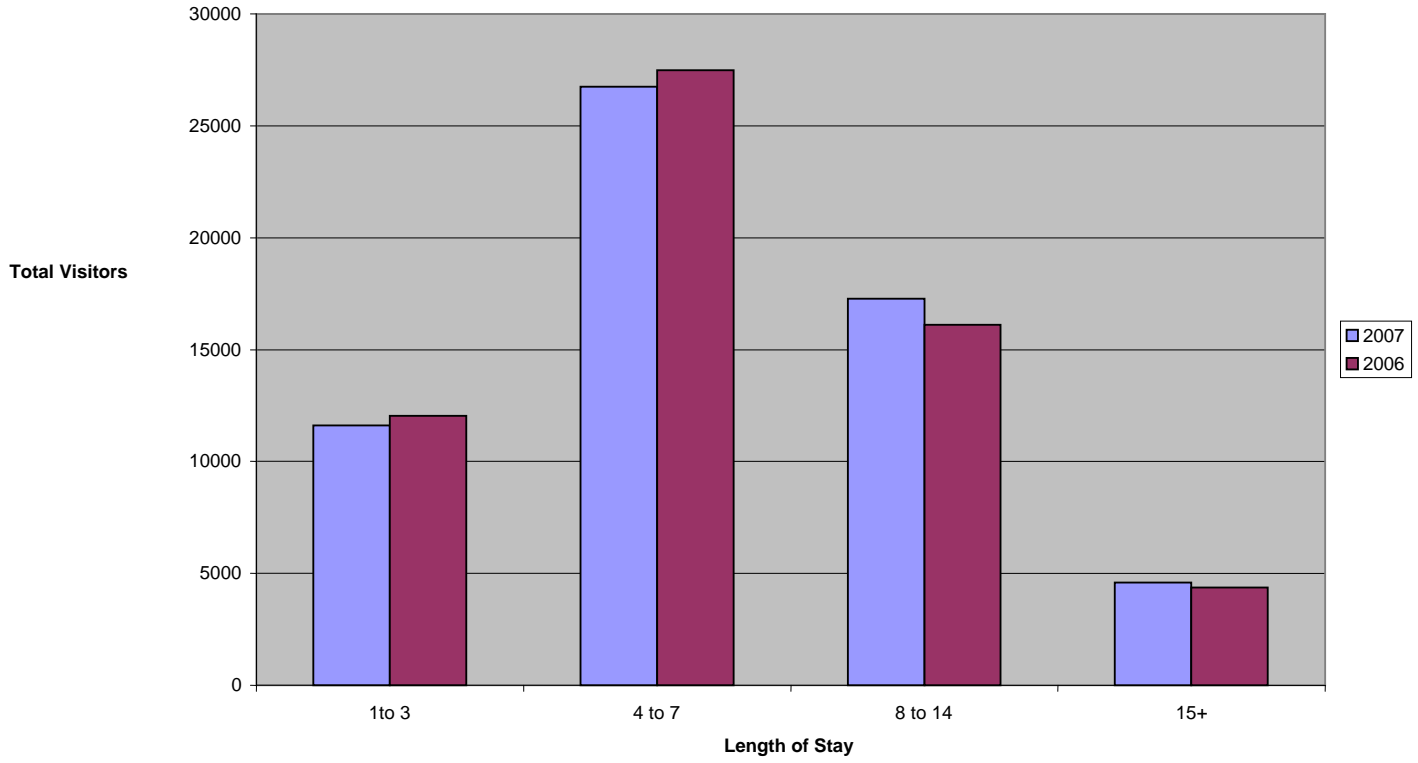


Chart 5: Tourist Arrivals by Length of Stay and Market April to June 2007

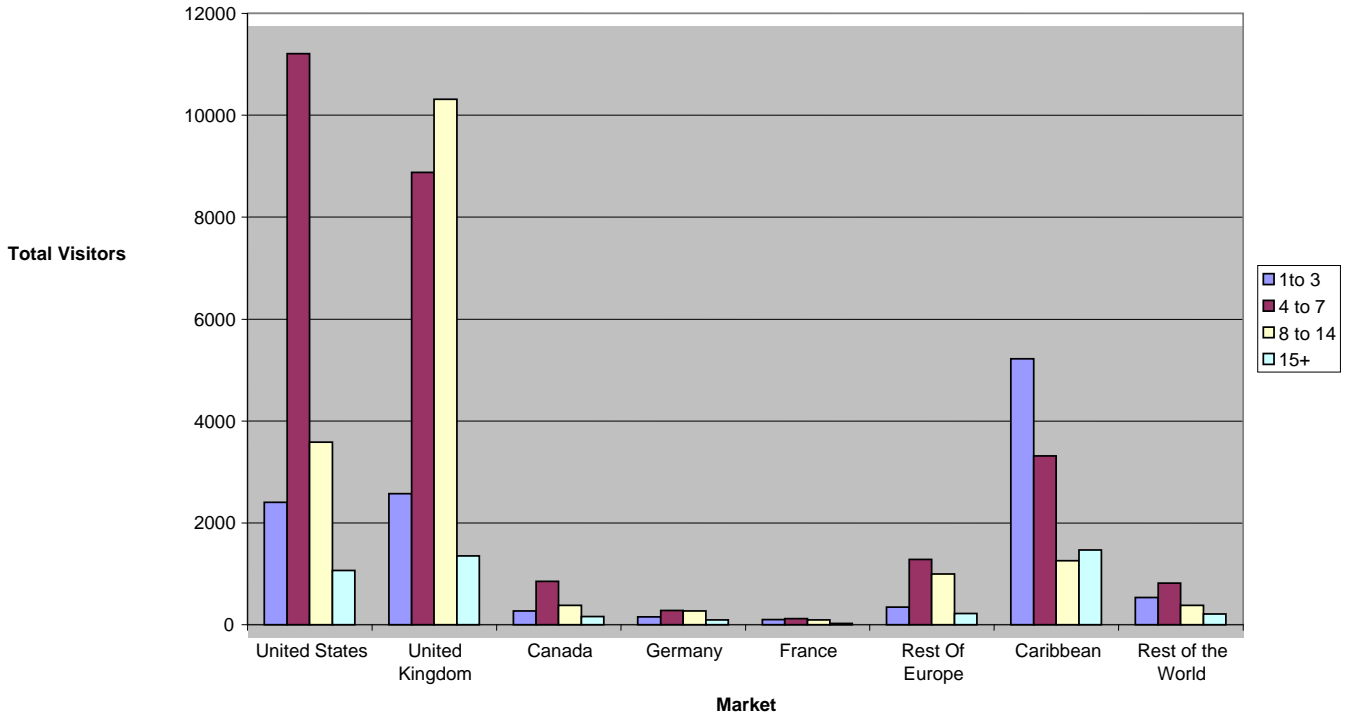
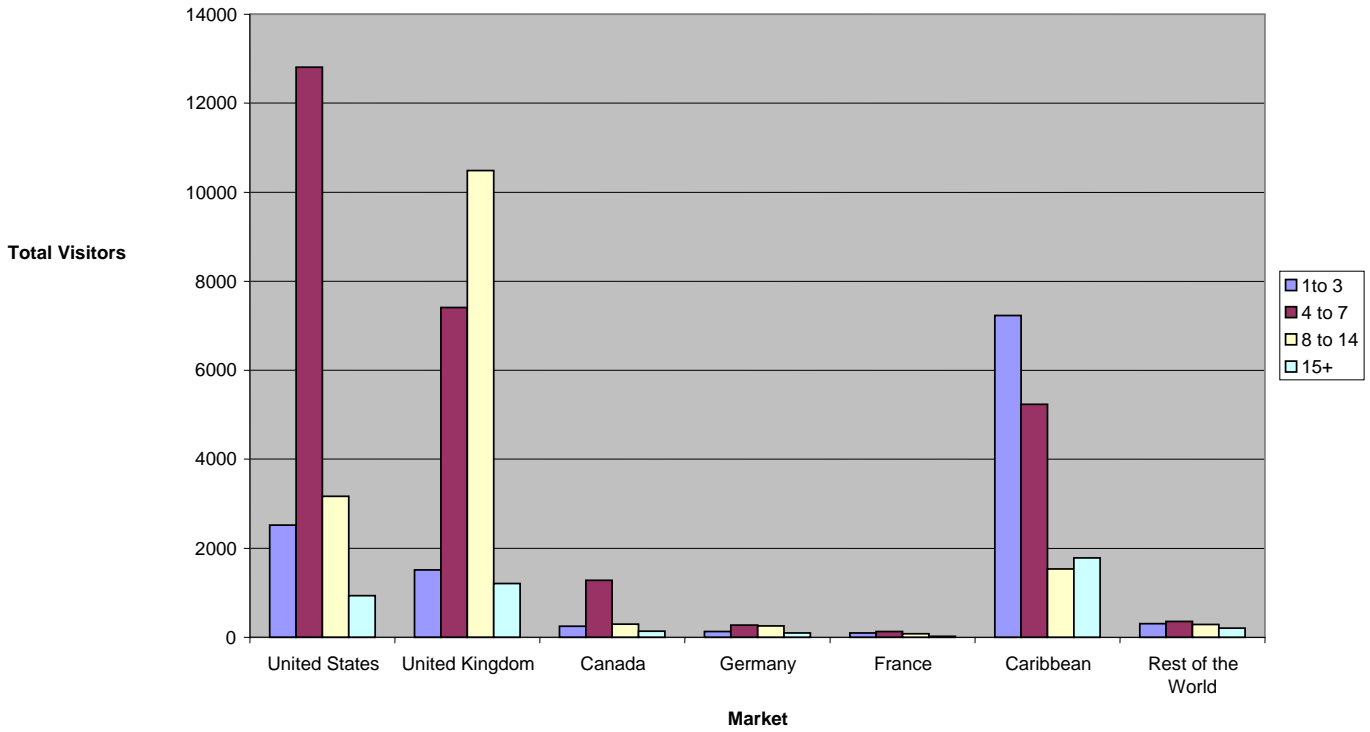


Chart 6: Tourist Arrivals by Length of Stay and Market April to June 2006





## OCCUPATION

Generally, visitors to the island fall within the professional work group for tourists from all overseas markets. Additionally, there was an overall increase in visitors from this category when compared to the same period in 2006 while there were decreases in all other occupation categories.

Market	Professionals	Clerical & Sales	Service	Students	Retired	Other	Not Stated
United States	9070	1672	2475	2842	1111	965	115
United Kingdom	11280	1980	3661	3074	1671	1379	67
Canada	805	110	274	267	119	79	9
France	143	32	97	37	24	31	1
Germany	483	88	98	63	27	37	4
Other Europe	1594	184	489	318	94	134	14
Caribbean	4394	1016	3584	1252	372	582	60
Rest of the World	1043	182	360	206	47	96	11
Total	28812	5264	11038	8059	3465	3303	281

**TABLE 23: TOURIST ARRIVALS BY OCCUPATION AND MAIN MARKET APRIL TO JUNE 2007**

Market	Professionals	Clerical & Sales	Service	Students	Retired	Other	Not Stated
United States	8105	2577	2957	2868	1209	1552	166
United Kingdom	8041	3124	3360	2965	1392	1650	61
Canada	785	233	388	238	160	128	19
France	134	23	85	33	19	27	4
Germany	334	69	174	78	21	68	13
Other Europe	1214	277	532	367	95	291	25
Caribbean	4805	1617	5666	1985	496	1138	66
Rest of the World	471	117	354	102	45	121	7
Total	23889	8037	13516	8636	3437	4975	361

**TABLE 24: TOURIST ARRIVALS BY OCCUPATION AND MAIN MARKET APRIL TO JUNE 2006**

Chart 7: Total Tourist Arrivals by Occupation April to June 2007/2006

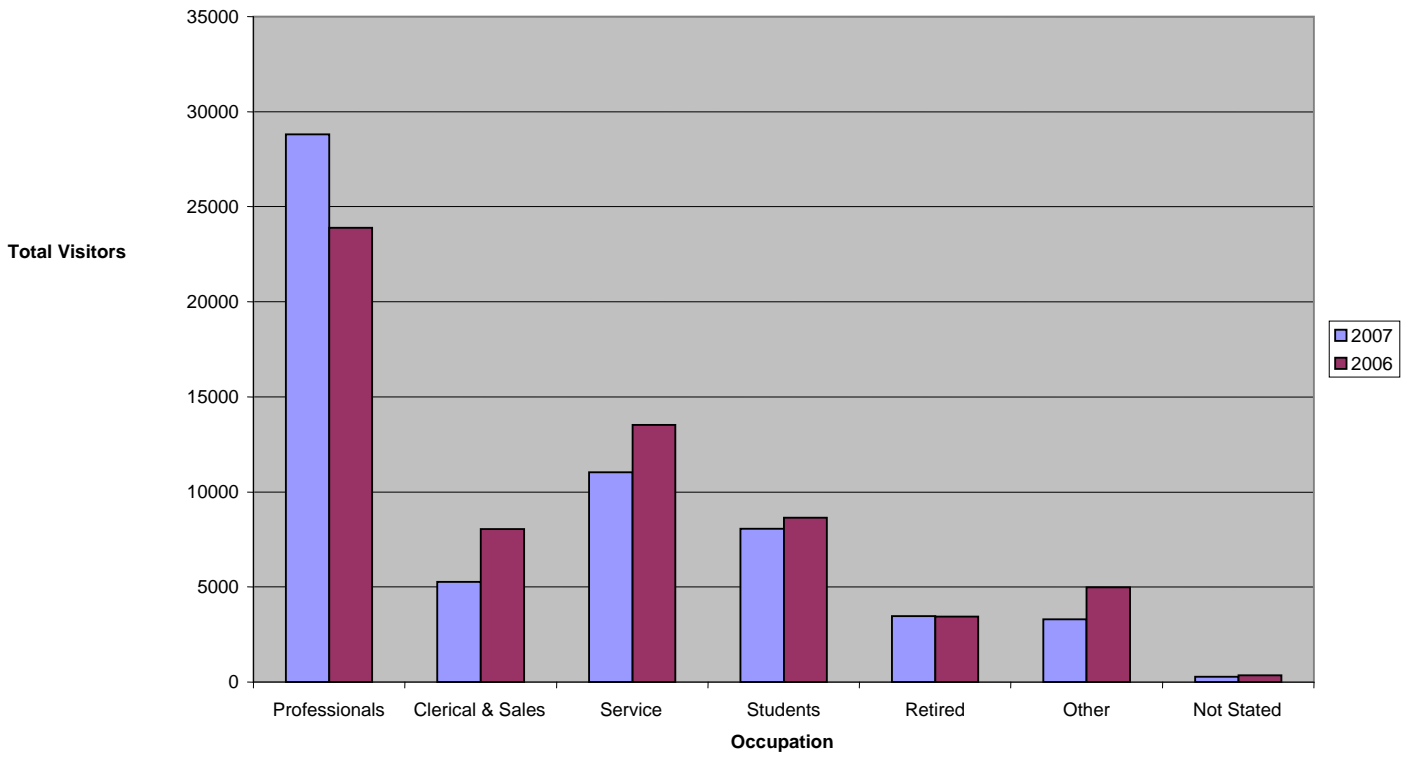


Chart 8: Tourist Arrivals by Occupation and Market April to June 2007

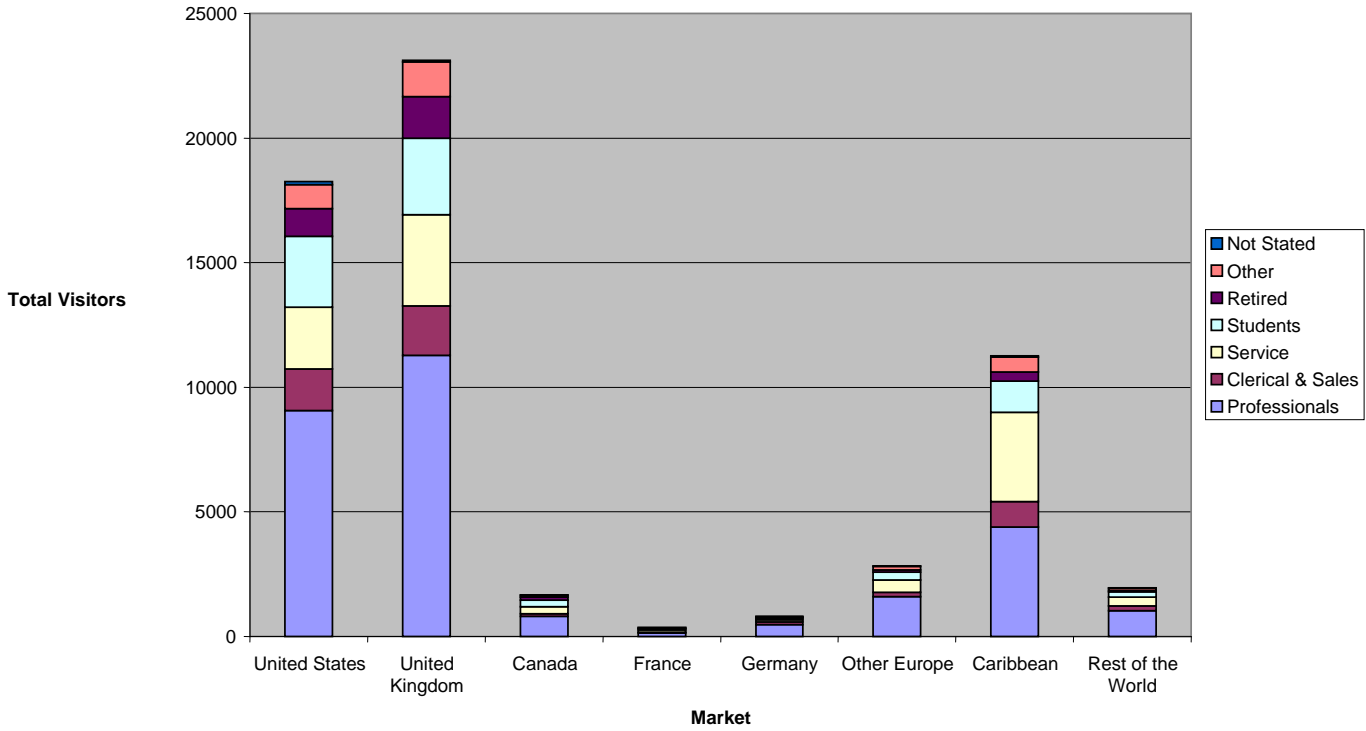
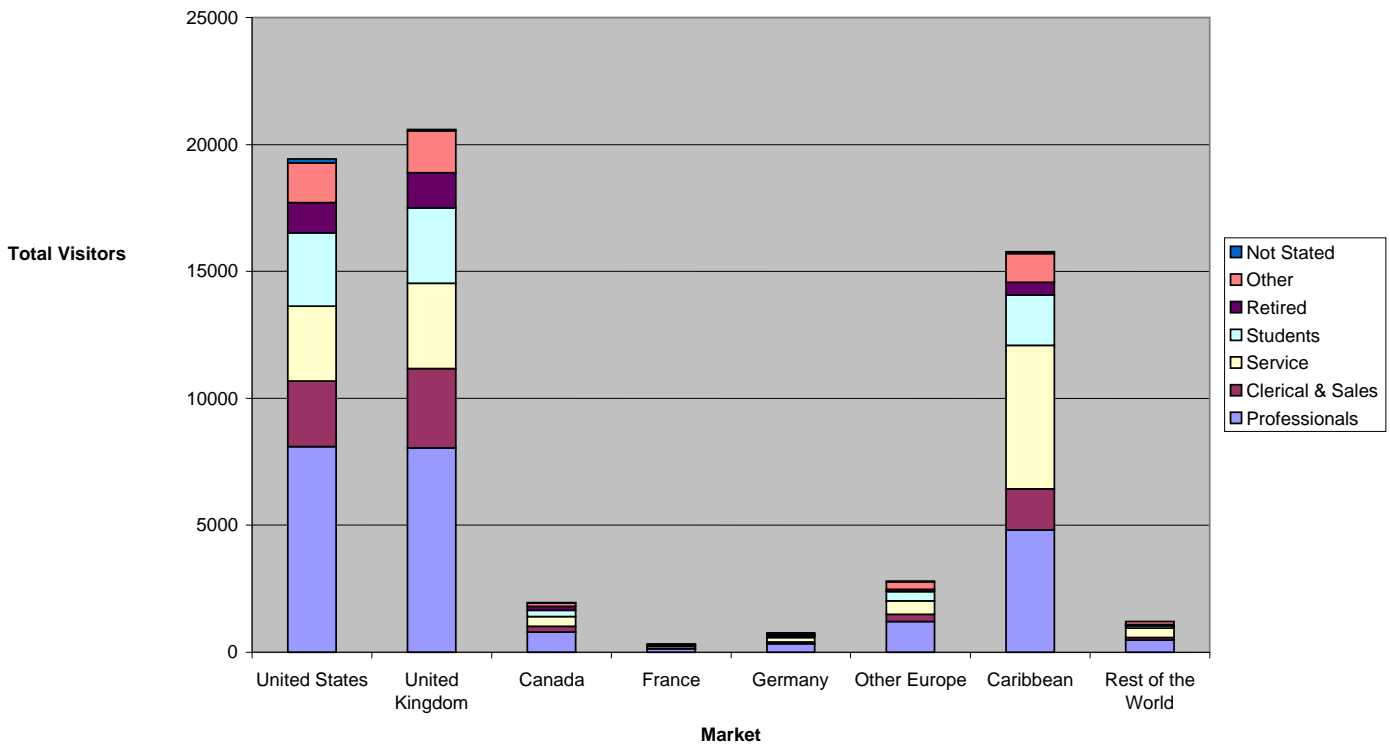


Chart 9: Tourist Arrivals by Occupation and Market April to June 2006



## PURPOSE OF VISIT

The main purpose of visit for tourists to the destination from all overseas markets is leisure. Arrivals generally remained constant across all categories when compared to the same period in 2006.

However, there was a decline in business travel to the destination for the period April to June 2007 when compared to 2006.

Market	Leisure	V F R	Business	Cruise Conn.	Intransit
United States	15824	1930	239	8	249
United Kingdom	20785	1572	260	3	492
Canada	1299	286	43	0	35
Germany	689	122	18	0	15
France	207	94	17	0	22
Other Europe	2471	252	62	1	40
Caribbean	5455	3902	1412	2	489
Rest of the World	1499	250	78	6	112
Total	48229	8408	2129	20	1454

**TABLE 25: TOURIST ARRIVALS BY PURPOSE OF VISIT AND MAIN MARKET APRIL TO JUNE 2007**

Market	Leisure	V F R	Business	Cruise Conn.	Intransit
United States	16501	1919	492	239	283
United Kingdom	18999	928	341	8	342
Canada	1594	223	101	0	33
Germany	661	59	17	2	18
France	237	68	12	0	8
Other Europe	1801	240	78	9	103
Caribbean	7736	4910	2630	5	582
Rest of the World	808	169	146	5	83
Total	48337	8516	3817	268	1452

**TABLE 26: TOURIST ARRIVALS BY PURPOSE OF VISIT AND MAIN MARKET APRIL TO JUNE 2006**

Chart 10: Total Tourist Arrivals by Purpose of Visit 2007/2006

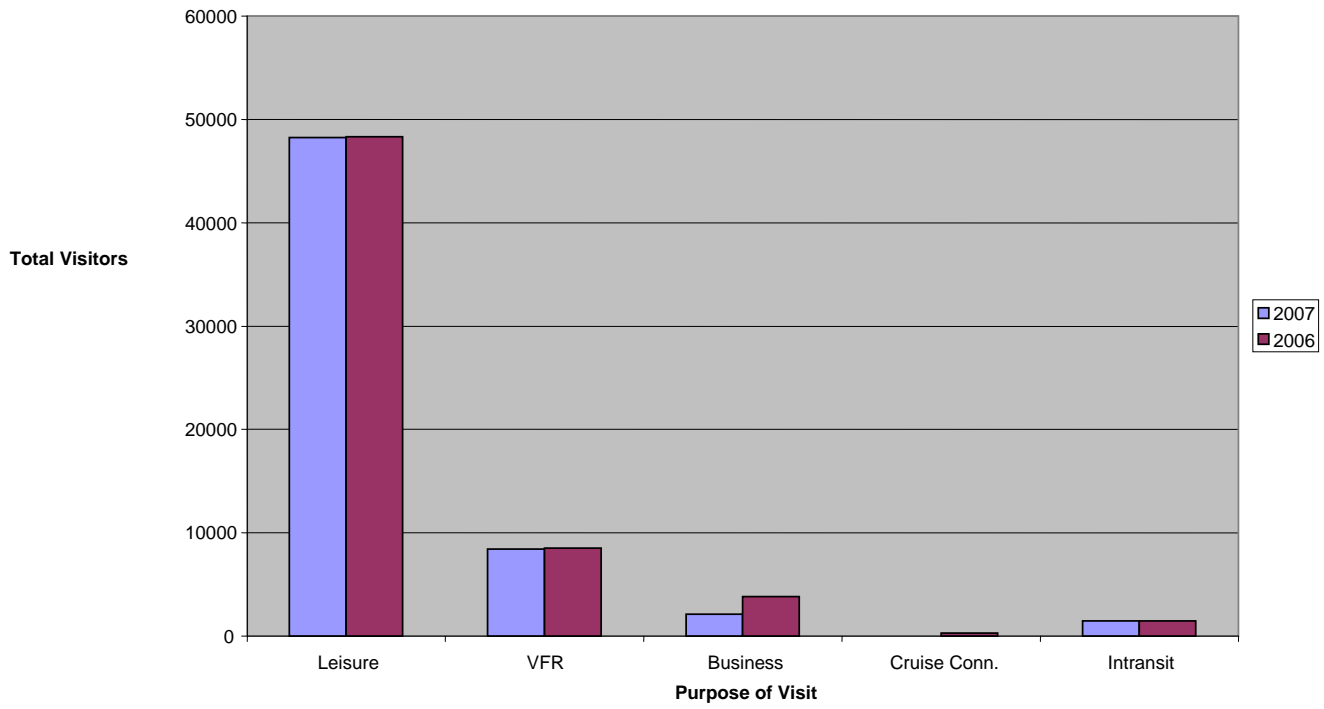


Chart 11: Tourist Arrivals by Purpose of Visit and Market April to June 2007

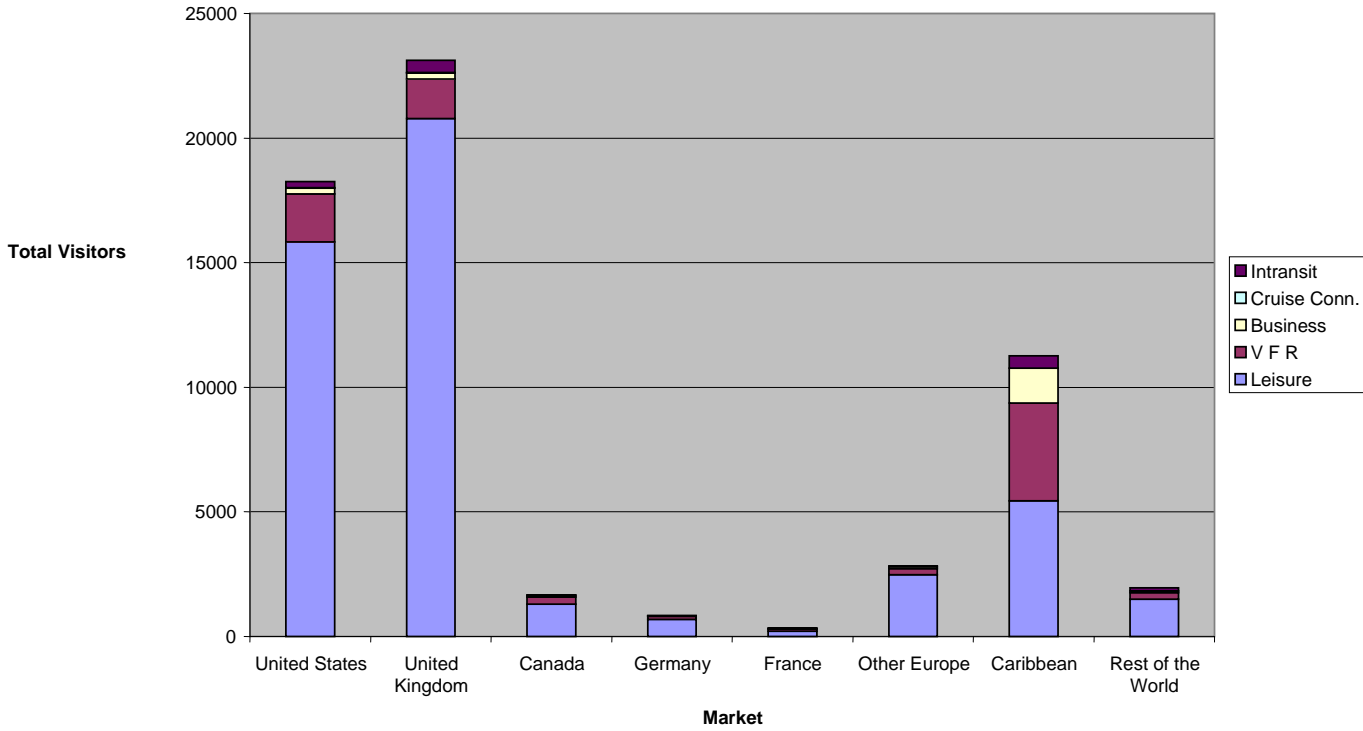
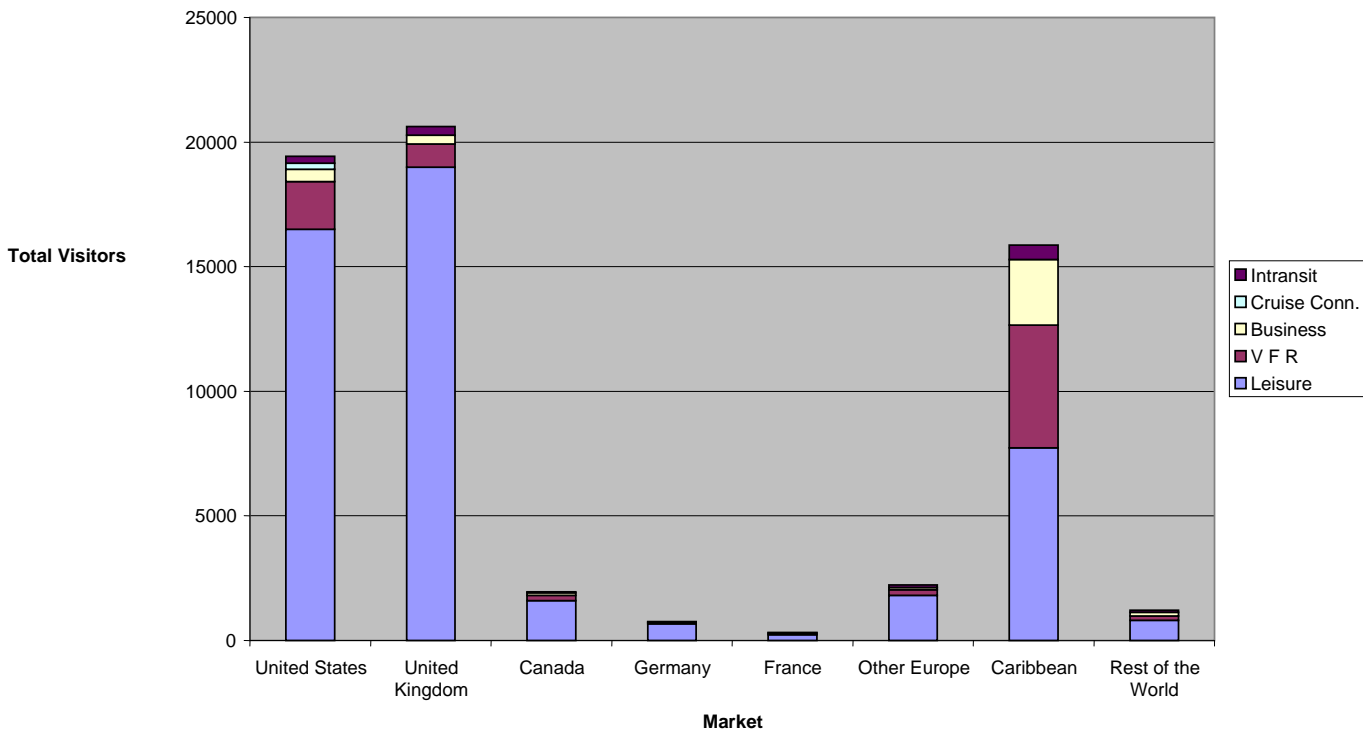


Chart 12: Tourist Arrivals by Purpose of Visit and Market April to June 2006



## CRICKET WORLD CUP

Country/Region	March 27th to April 8th 2007	March 27 <sup>th</sup> to April 8th 2006	%Change
United States	<b>3,649</b>	2,912	25.31
Canada	<b>311</b>	491	<b>-36.66</b>
United Kingdom	<b>5,297</b>	4,278	23.82
Rest of Europe	<b>692</b>	674	2.67
Caribbean	<b>2,152</b>	1,919	12.14
South America	<b>60</b>	34	76.47
Central America	<b>10</b>	18	<b>-44.44</b>
Other	<b>1,263</b>	94	1243.62
<b>Total</b>	<b>13,434</b>	10,420	28.93

**TABLE 27: TOURIST ARRIVALS MARCH 27<sup>TH</sup> TO APRIL 8<sup>TH</sup> 2007**

Antigua and Barbuda was one the 8 host venues for cricket world cup matches in 2007. Matches were played in Antigua from 27<sup>th</sup> March to 8<sup>th</sup> April 2007 and involved teams from Australia, West Indies, New Zealand, Bangladesh, Sri Lanka and England. During the period under review the island recorded an overall increase in stay over arrivals of 28.93%. There were significant increases in visitors from the islands main markets of the United Kingdom and United States of 23.82% and 25.31% respectively.

## VISITOR PROFILE FOR CRICKET WORLD CUP

Estimates revealed that just under half of the 6,615 visitors who came for the cricket competition were from the United Kingdom followed by 18% who came from the other countries mainly Australia, India, Pakistan and Sri Lanka. The Caribbean provided 17% of the patrons while 14% came from the USA. These numbers are consistent with the fan base of the respective countries except for the Far East included here under 'other'.

Country/Region	Total		Cricket	
	Arrivals	%	Arrivals	%
United States	3,649	27.2	927	14.0%
Canada	311	2.3	58	0.9%
United Kingdom	5,297	39.4	3,078	46.5%
Rest of Europe	692	5.2	210	3.2%
Caribbean	2,152	16.0	1,149	17.4%
Other	1,333	9.9	1,193	18.0%
<b>Total</b>	<b>13,434</b>	<b>100.0</b>	<b>6,615</b>	<b>100.0%</b>

**TABLE 28: DISTRIBUTION OF TOTAL ARRIVALS AND CRICKET PATRONS BY COUNTRY OF RESIDENCE**

### CWC PURPOSE OF VISIT

Cricket was the main purpose of visit for 58% of the visitors from the United Kingdom, while only 25% from the United States came for cricket (*see table 29*). Overall 46.5% of the visitors sampled were here mainly for cricket while 44.5 were here primarily for vacation.

Purpose of Visit	United States	Canada	United Kingdom	Other Europe	Caribbean	Other	Total
Cricket	25.4	18.5	58.1	30.4	53.4	89.5	46.5
Vacation	64.5	70.2	37.7	54.3	18.0	7.7	44.5
Business	2.3	2.1	.9	8.7	13.2	1.0	2.6
Vacation/Business	1.7	2.1	.5	.0	2.6	.0	1.2
Visit Friends/Relatives	2.0	1.0	1.5	.0	7.9	1.4	2.1
Other	1.7	4.1	1.1	2.2	4.8	.3	1.7
Not Stated	2.4	2.1	.2	4.3	.0	.0	1.4
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

**TABLE 29: PURPOSE OF VISIT - CRICKET WORLD CUP**



## ATTENDANCE AT ANY CWC MATCH

There was a large number of visitors from United States (71%) that did not attend or planned to attend any of the Cricket World Cup matches, however, over three-quarters of those from the United Kingdom (77%) were attending and planning to attend cricket matches (*See table 30*). The overall percentage of visitors attending or planning to attend cricket was (53%).

	United States	Canada	United Kingdom	Other Europe	Caribbean	Other	Total
Yes	26.7	21.2	76.6	23.9	55.3	84.9	53.0
No	71.2	77.7	22.4	76.1	41.3	13.0	45.2
Not Stated	2.1	1.1	1.0	.0	3.4	2.1	1.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

**TABLE 30: ATTENDANCE AT CRICKET MATCHES**

## RATING OF PRODUCT COMPONENTS

The ratings varied mainly between average and good with the exception of beaches (69%) and water sports (44%) that had the higher rating of excellent. Signposting had the highest percentage of ratings at very poor (15%) and poor (22%), prices of duty-free goods had the highest percentage in the rating of average (47%), restaurants had the highest rating of good (52%) and the beaches had the highest percent in the rating of excellent (*see table 31*).

**CWC 2007**  
**RATING OF PRODUCT COMPONENTS (%)**

	Very Poor	Poor	Average	Good	Excellent	Total
Airline Connections	4.2	6.0	21.8	48.6	19.5	100.0
Immigration	3.5	8.4	26.9	45.5	15.7	100.0
Customs	3.4	5.6	29.8	44.0	17.2	100.0
Info. on Single Domestic Space	9.7	15.2	29.4	35.8	9.9	100.0
Ease of movement through airport/seaport	5.2	11.7	30.7	39.1	13.4	100.0
Level of service	3.5	6.6	27.8	46.0	16.0	100.0
Security and safety	1.6	3.2	27.1	48.2	19.9	100.0
Signposting	14.9	21.5	34.0	22.7	6.9	100.0
Accommodation	2.4	4.3	19.7	40.8	32.8	100.0
Restaurants	1.8	2.2	24.7	51.5	19.8	100.0
Nightlife	1.9	6.6	35.7	45.4	10.4	100.0
Handicrafts/souvenirs	1.8	8.6	44.7	37.3	7.5	100.0
Range of duty-free goods	3.2	12.0	46.3	32.3	6.2	100.0
Prices of duty-free goods	2.9	11.6	47.1	32.6	5.8	100.0
Prices of local goods/services	2.8	9.6	46.1	33.6	7.9	100.0
Range of shopping	3.0	9.9	44.9	33.0	9.2	100.0
Beaches	.2	.4	4.0	26.8	68.7	100.0
Water sports	.7	1.3	13.5	40.8	43.8	100.0
Environment/cleanliness	2.9	8.2	26.7	39.8	22.5	100.0
Access to events	4.3	10.7	29.4	41.9	13.7	100.0
Access to technology	5.1	14.3	34.7	34.1	11.8	100.0
Local transport	3.8	9.6	32.4	42.3	12.0	100.0
Tours/excursions	2.0	5.3	34.1	41.6	17.0	100.0
Other aspects of stay	10.3	4.1	25.5	38.6	21.4	100.0

**TABLE 31: RATING OF PRODUCT COMPONENTS**

## RATING OF PRODUCT COMPONENTS BY COUNTRY

On a scale of 0 to 10 the beaches were given the highest ratings from visitors in all markets especially those from the United States who would have had a majority of people in Antigua for leisure purposes (*see table 32*). These excellent ratings point towards the beauty and high level of visitor satisfaction with the Antiguan beaches.

**ANTIGUA - CWC 2007  
RATING OF PRODUCT COMPONENTS  
BY COUNTRY OF RESIDENCE**

	Country of Residence							Total
	United States	Canada	United Kingdom	Other Europe	Caribbean	Other	Not Stated	
Airline Connections	6.9	7.6	7.0	6.2	6.5	6.1	7.1	6.8
Immigration	6.9	6.7	5.9	6.0	7.3	6.6	7.0	6.5
Customs	7.2	6.5	6.1	5.2	7.4	6.5	7.0	6.6
Info. on Single Domestic Space	6.2	5.0	5.1	4.8	5.9	5.1	.0	5.5
Ease of movement through airport/seaport	6.7	5.7	5.4	5.8	6.8	6.0	7.5	6.1
Level of service	7.2	6.4	6.2	6.5	6.7	5.9	6.3	6.6
Security and safety	7.3	6.4	6.8	6.9	7.3	6.9	7.5	7.0
Signposting	5.0	5.3	4.0	3.2	5.7	4.7	5.0	4.6
Accommodation	7.9	6.9	7.5	5.8	7.3	6.5	3.8	7.4
Restaurants	7.2	7.3	7.3	6.4	7.2	6.4	7.5	7.1
Nightlife	6.5	6.2	6.3	5.2	6.5	6.5	2.5	6.4
Handicrafts/souvenirs	6.3	5.0	6.0	5.1	6.1	5.5	5.0	6.0
Range of duty-free goods	5.8	5.4	5.6	6.3	6.0	5.3	5.0	5.7
Prices of duty-free goods	5.8	5.2	5.8	5.2	5.9	5.2	5.0	5.7
Prices of local goods/services	5.9	5.4	5.9	6.1	6.3	5.6	5.0	5.9
Range of shopping	5.9	5.4	5.9	5.2	6.4	5.7	2.5	5.9
Beaches	9.2	9.0	9.2	8.9	8.5	8.8	3.8	9.1
Water sports	8.4	8.5	8.1	7.6	7.4	7.8	.0	8.1
Environment/cleanliness	6.9	7.2	6.8	5.3	7.1	6.3	2.5	6.8
Access to events	6.4	5.9	6.3	5.5	6.5	5.8	5.0	6.3
Access to technology	6.1	6.2	5.8	3.9	6.2	5.1	7.5	5.8
Local transport	6.7	5.9	6.2	5.8	6.3	5.4	7.5	6.2
Tours/excursions	6.9	6.9	6.7	5.9	6.5	6.1	.	6.7
Other aspects of stay	6.4	5.0	7.5	2.5	6.8	5.2	.	6.4

0=Very poor 2.5=Poor 5=Average 7.5=Good 10=Excellent

**TABLE 32: RATING OF PRODUCT COMPONENTS BY COUNTRY OF RESIDENCE**

## WILLINGNESS TO RETURN

Many of the visitors have stated that they will return (53%) and over one quarter of the visitors stated that they would probably return (32%). Only 2% stated that they definitely would not return to Antigua (*see table 33*). These figures are a good indication that the tourists enjoyed themselves and what the island had to offer. There are positive signs for increased repeat business in the near future.

**Table 24.**

**CWC 2007  
WILLINGNESS TO RETURN  
BY COUNTRY OF RESIDENCE (%)**

		Country of Residence							Total
		United States	Canada	United Kingdom	Other Europe	Caribbean	Other	Not Stated	
Return yourself	Definitely Not	1.8	.0	2.5	14.0	1.3	6.9	.0	2.8
	Probably Not	7.9	.0	11.2	14.0	2.6	26.1	28.6	10.9
	Probably	31.5	39.5	30.1	32.6	31.6	40.6	57.1	32.6
	Definitely	58.7	60.5	56.2	39.5	64.5	26.4	14.3	53.7
Total		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

**TABLE 33: WILLINGNESS TO RETURN TO ANTIGUA**

## WILLINGNESS TO RECOMMEND

Sixty percent of the visitors have stated that they will definitely recommend Antigua to others indicating that they would love to have others enjoy similar experiences. Only two percent of the visitors indicated that they would not recommend friends/relatives to visit Antigua for holiday (*see table 34*).

**Table 25.**

**CWC 2007  
WILLINGNESS TO RECOMMEND  
BY COUNTRY OF RESIDENCE (%)**

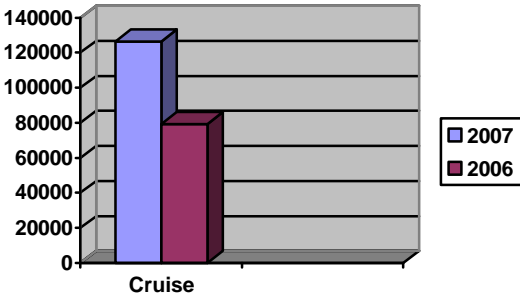
		Country of Residence						Total	
		United States	Canada	United Kingdom	Other Europe	Caribbean	Other		Not Stated
Recommend friends/relative	Definitely Not	2.1	2.2	2.0	15.8	.7	6.4	.0	2.8
	Probably Not	3.6	2.2	8.2	5.3	5.0	14.7	.0	6.7
	Probably	30.7	23.5	28.4	26.3	26.6	36.1	80.0	30.0
	Definitely	63.6	72.0	61.4	52.6	67.6	42.9	20.0	60.5
Total		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

**TABLE 34: WILLINGNESS TO RECOMMEND ANTIGUA TO FRIENDS AND RELATIVES**

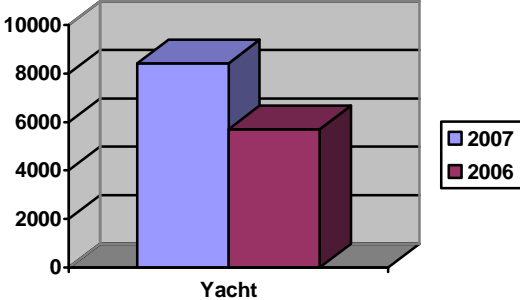
# ARRIVALS BY SEA

	<b>2007</b>			<b>Total</b>	<b>2006</b>			<b>Total</b>
<b>Vessel</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>Total</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>Total</b>
Cruise	70306	29952	26261	<b>126519</b>	61851	10092	7373	<b>79316</b>
Yacht	6951	1084	386	<b>8421</b>	3969	1259	471	<b>5699</b>
<b>TOTAL</b>	<b>77257</b>	<b>31036</b>	<b>26647</b>	<b>134940</b>	<b>65820</b>	<b>11351</b>	<b>7844</b>	<b>85015</b>

**TABLE 35: TOURIST ARRIVALS BY SEA APRIL TO JUNE 2007/2006**



**CHART 13: CRUISE PASSENGER ARRIVALS APRIL TO JUNE 2007/2006**



**CHART 14: YACHT PASSENGER ARRIVALS APRIL TO JUNE 2007/2006**