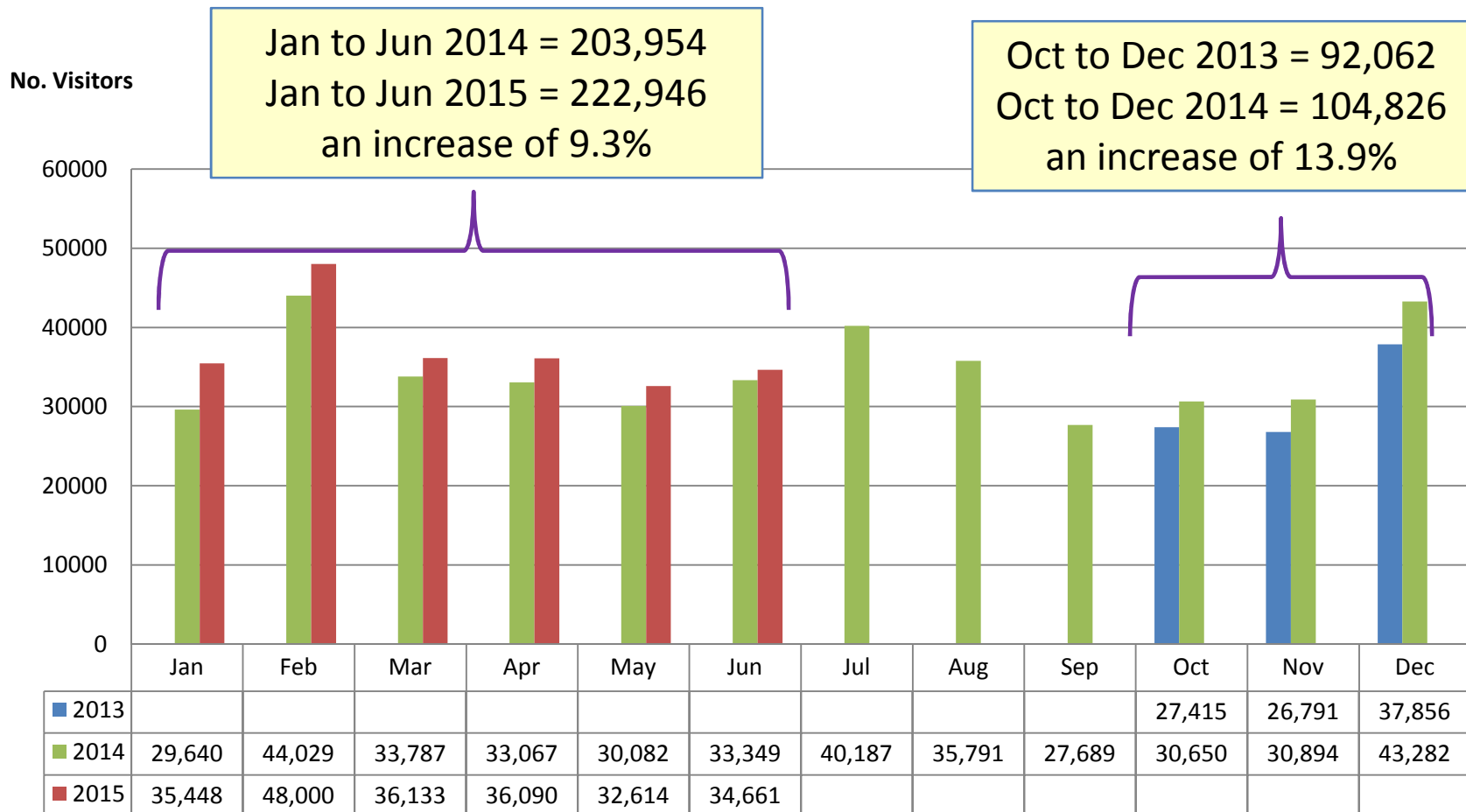


# Stop-over Visitors to Trinidad and Tobago

# Overview - Total Stop-over Visitor Arrivals

- In 2014 there were **412,447** stop-over visitors to Trinidad and Tobago. This was a decline of approximately 5% compared to 2013.
- However, monthly data available shows the last quarter of 2014 had an increase in arrivals of approximately **14%** over the last quarter of 2013.
- The first six months of 2015 also show growth; as stop-over visitors were up by **19.3%** compared with the same period of 2014,
- The markets which are showing growth are:
  - USA - up by 19.5%
  - Canada - up by 6.0%
  - UK - up by 1.3%
  - India - up by 15.7%

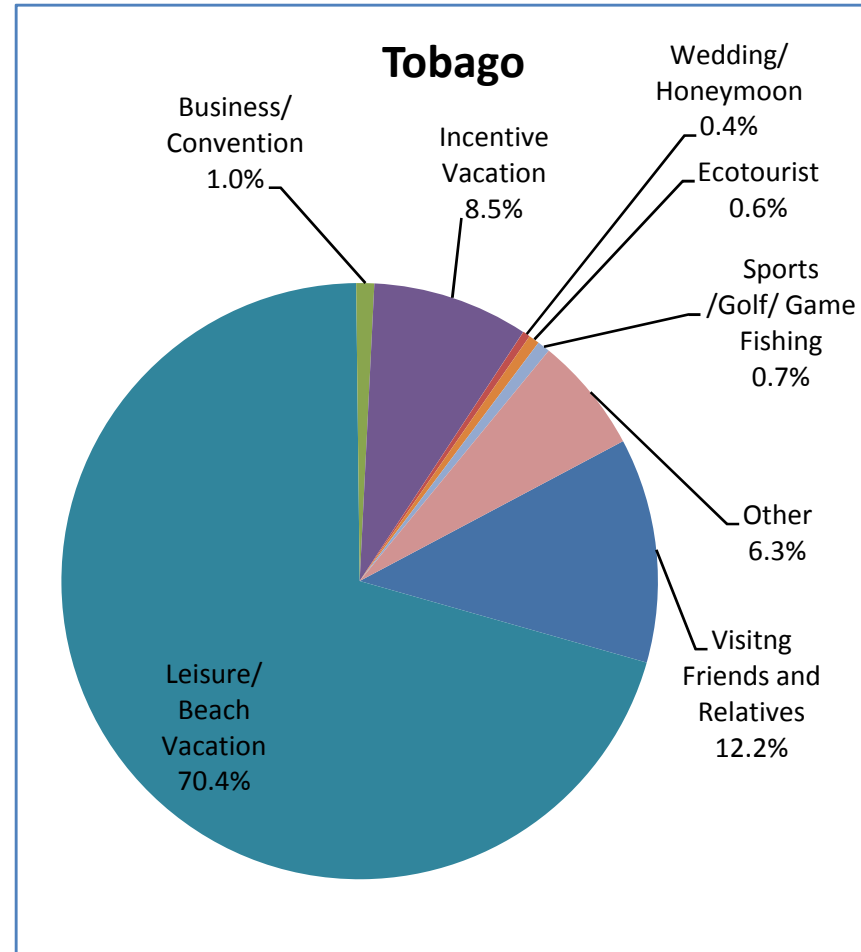
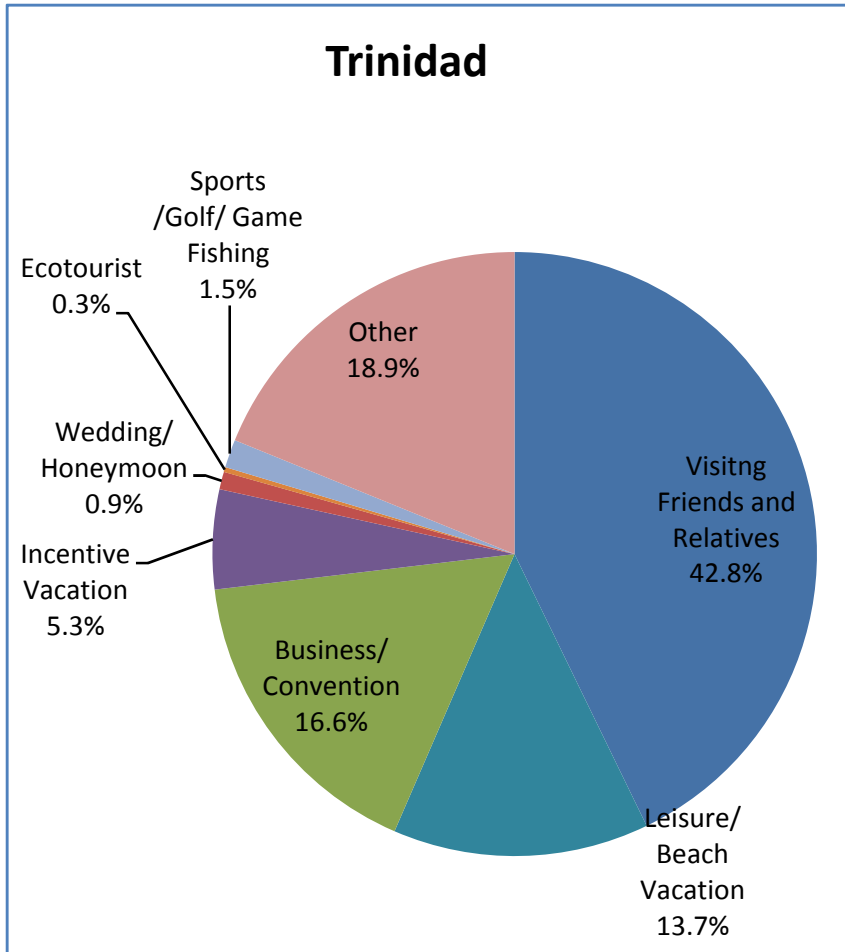
# Total Stop-over Visitor by Month (Oct 2013 to Jun 2015)



## Overview - Total Stop-over Visitor Arrivals

- Typically, the average length of stay is **2 weeks** (14 days).
- The average visitor spent approximately **TT\$585.00 (US\$92.00) per day**
  - *The estimated direct revenue generated by stop-over tourists = TT\$3.37 billion (US\$ 531.96 million)*

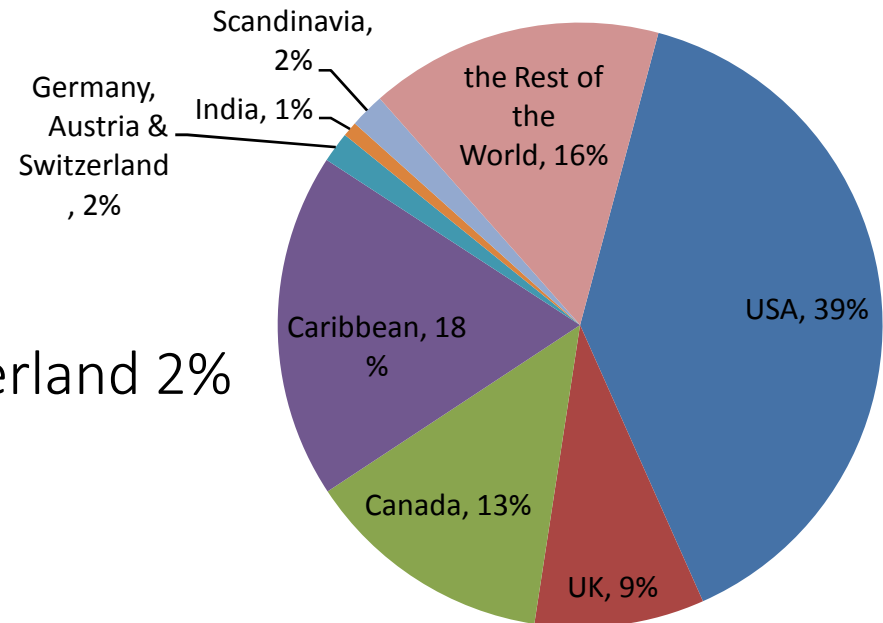
# Total Stop-over Visitors by Purpose of Visit



# Total Stop-over Visitors by Main Markets

- The composition of visitors to Trinidad and Tobago by Main Markets are:

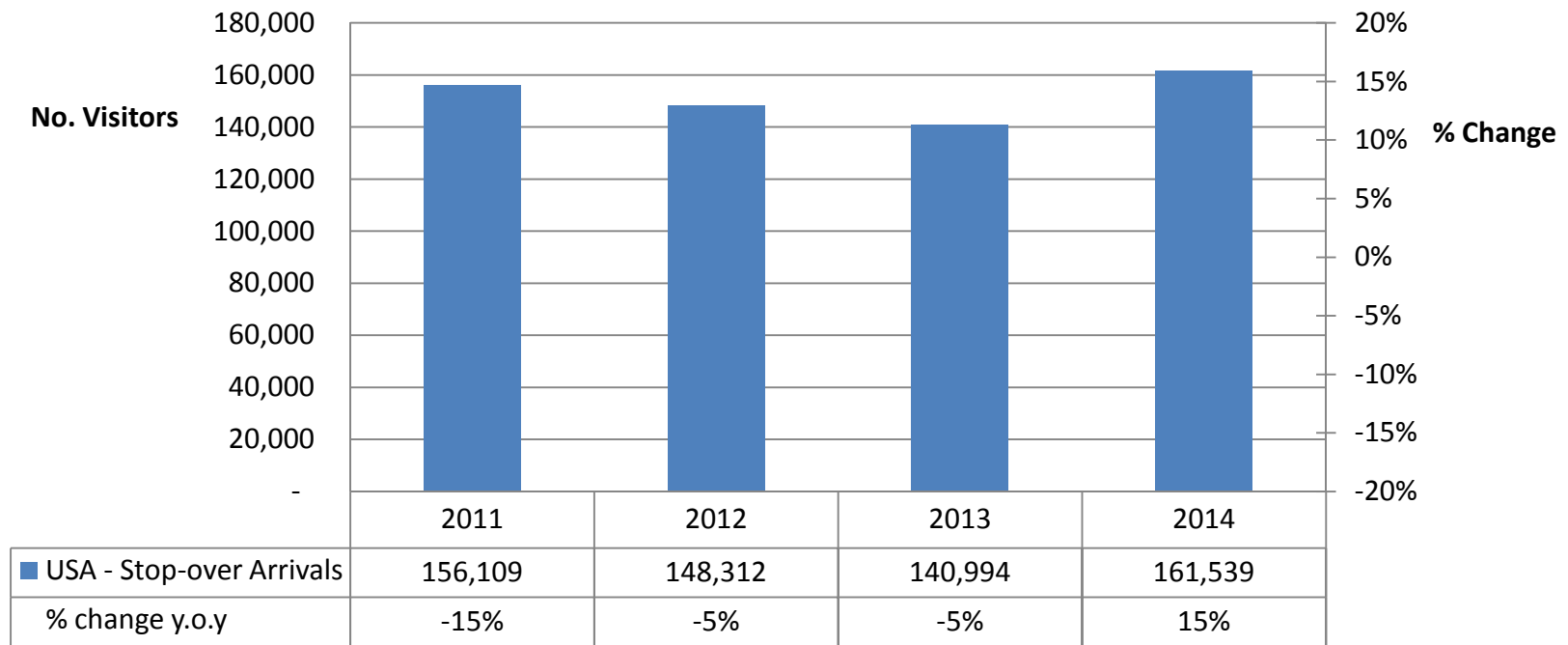
- USA 39%
- Canada 13%
- UK 9%
- Scandinavia 2%
- Germany, Austria & Switzerland 2%
- India 1%
- Caribbean 18%
- the Rest of the World 16%



# Market Profiles

# USA – Stop-over Visitors to T&T

- The USA is Trinidad & Tobago’s largest source market, accounting for approximately **39%** of total visitors in 2014.
- A total of **161,539** US visitors came in 2014, a growth of **15%** compared to 2013.





# USA – Visitor Profile

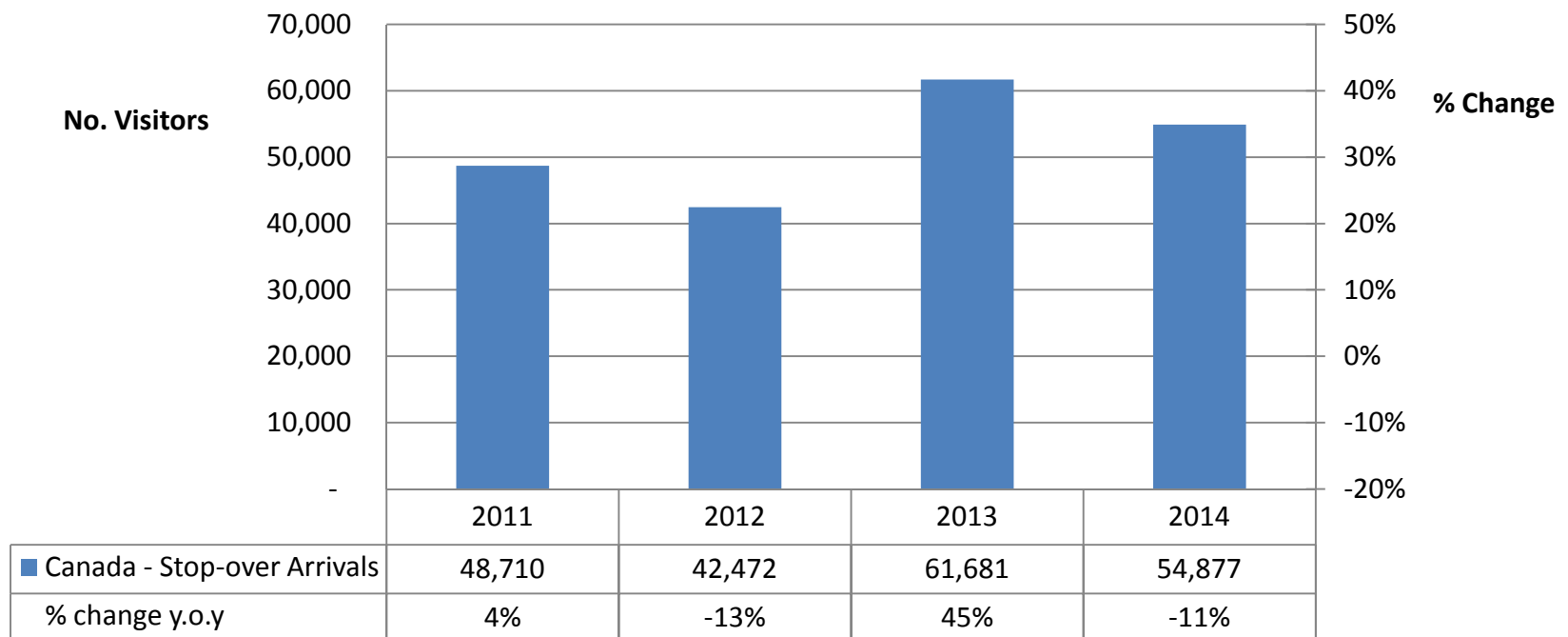
- Roughly half of US visitors (51%) were women
- Age Groups:

0-14	15-24	25-34	35-44	45-54	55-64	≥ 65
13%	8%	14%	16%	20%	18%	12%

- Purpose of Visit:
  - 54% came to Visit Friends and Family,
  - 14% came for a Leisure and Beach vacation and
  - 12% came for business or to attend a Conference
- Visitors from the US spend an average of **TT\$513** per day, and stay approximately 13 days.
  - *It is estimated that revenue generated by US visitors in 2014 was TT\$1.08 billion*

# Canada – Stop-over Visitors to T&T

- Canada is the next largest single source market for Trinidad & Tobago, accounting for **54,877** visitors in 2014 or **13%** of total visitors.
- Although 2014 saw a decline in arrivals of 11% compared to 2013, between 2009 and 2013, there was an annual average growth rate of 5.6%.



# Canada – Visitor Profile

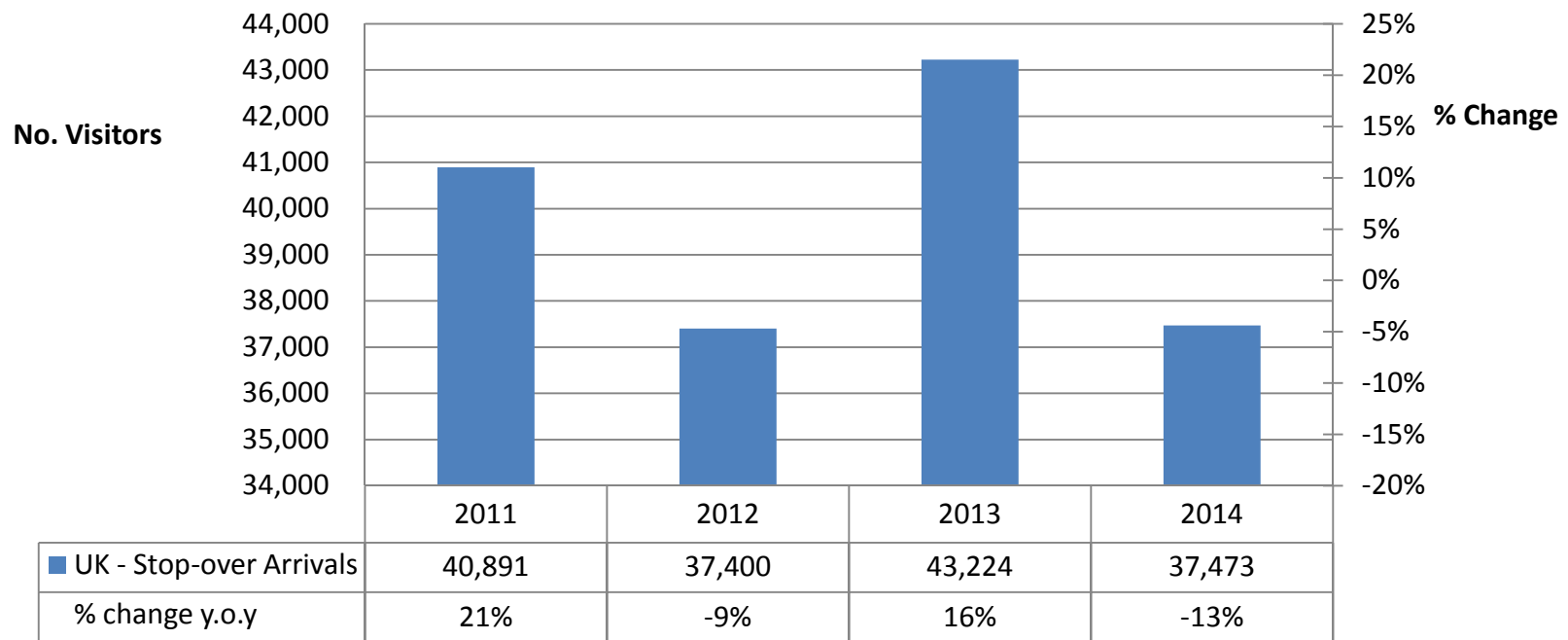
- 53% of Canadian visitors were women
- Age Groups:

0-14	15-24	25-34	35-44	45-54	55-64	≥ 65
10%	8%	14%	14%	21%	18%	15%

- Purpose of Visit:
  - 61% came to Visit Friends and Family,
  - 12% came for a Leisure and Beach vacation and
  - 7% came for business or to attend a Conference
- Canadian visitors spend an average of TT\$456 per day and stay approximately 14 days.
  - *The estimated revenue generated by Canadian visitors in 2014 was TT\$350 million.*

# UK – Stop-over Visitors to T&T

- In 2014, there were 37,473 visitors from the UK market or 9 percent of total visitors in 2014.
- This number represents a decline of 13% when compared to 2013



# UK – Visitor Profile

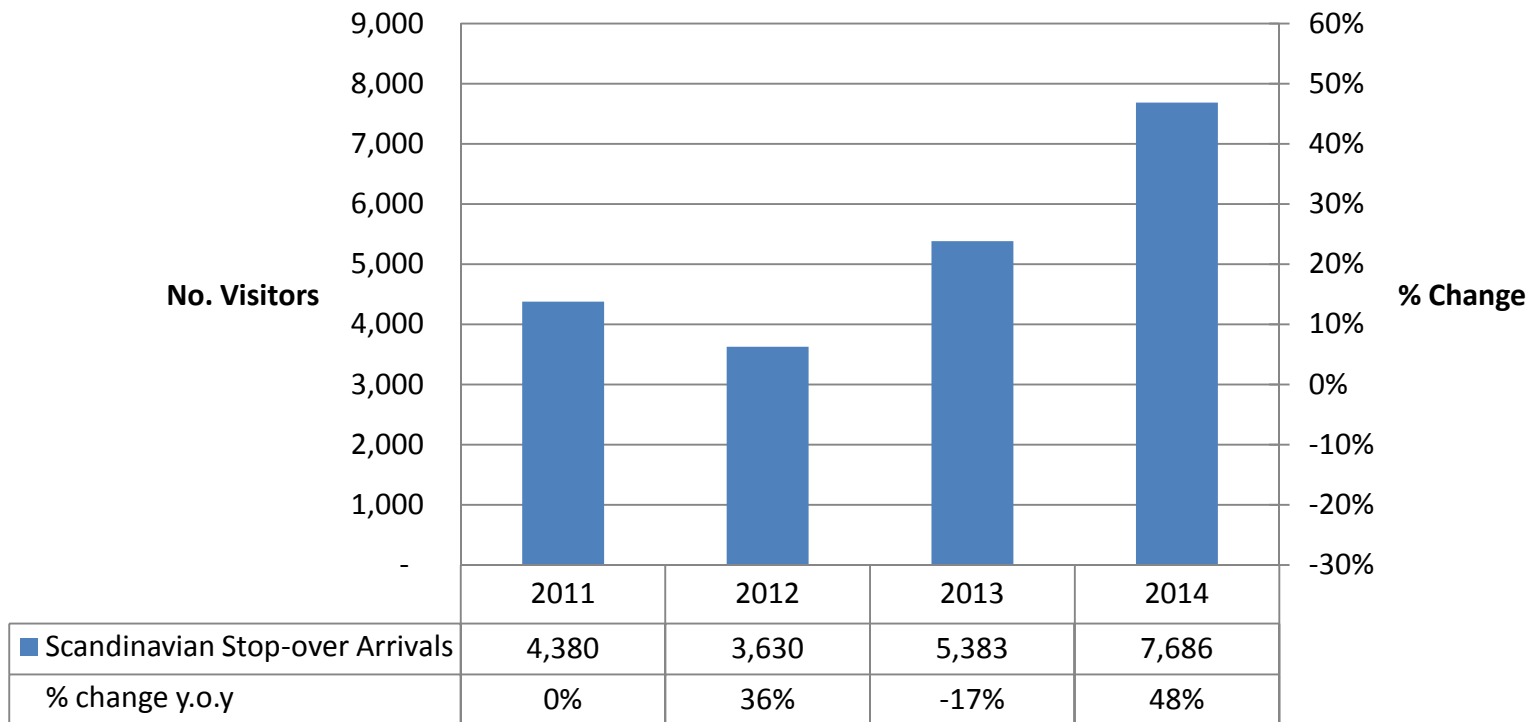
- 46% were women and 54% were men
- Age Groups:

0-14	15-24	25-34	35-44	45-54	55-64	≥ 65
9%	8%	13%	16%	21%	19%	15%

- Purpose of Visit:
  - 30% came to Visit Friends and Family,
  - 34% came for a **Leisure and Beach vacation** and
  - 12% came for business or to attend a Conference
- UK visitors stay **17 days** on average, spending approximately **TT\$497.00** per day.
  - *The estimated revenue generated by UK visitors in 2014 was TT\$316 million*

# Scandinavia – Stop-over Visitors to T&T

- Although the Scandinavian market represents only 2% of total visitors in 2014, market grew by **43%** to **7,686** visitors.



# Scandinavia – Visitor Profile

- Just over half, 52% were men
- Age Groups:

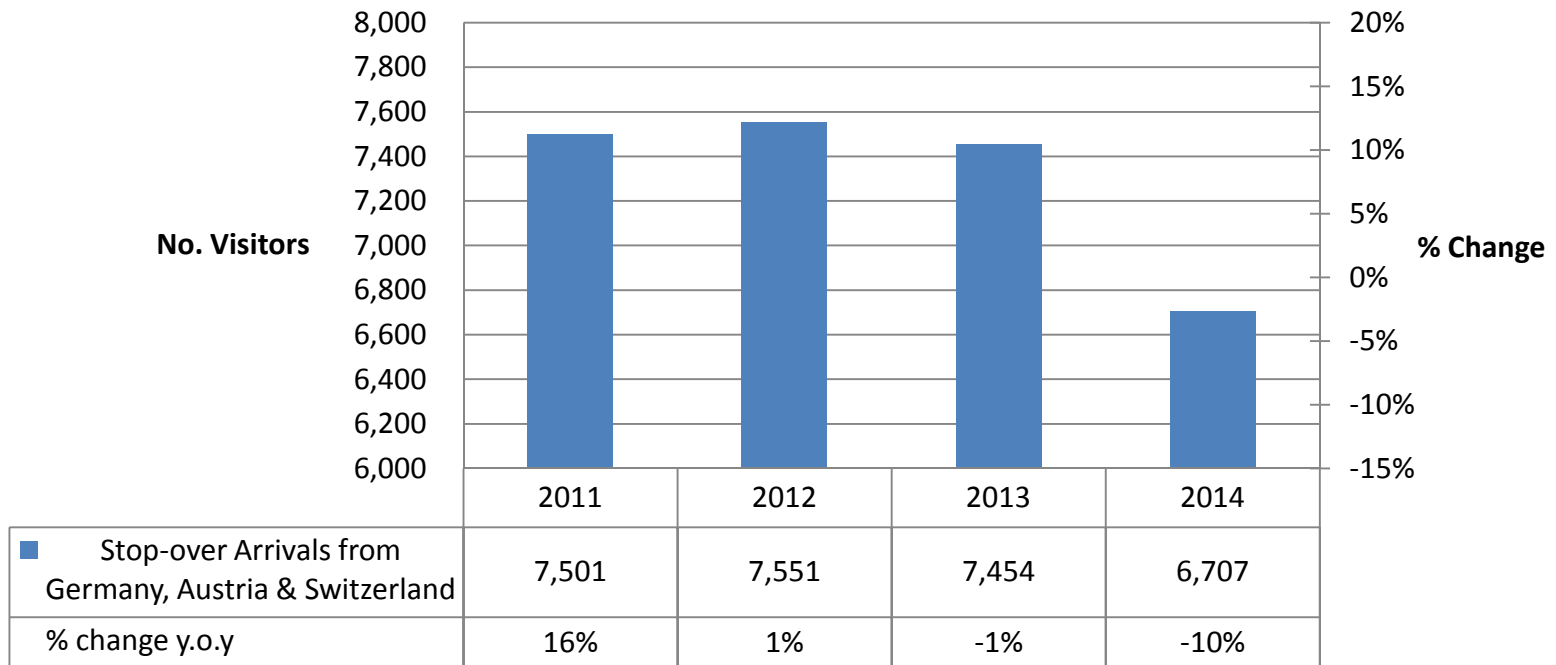
0-14	15-24	25-34	35-44	45-54	55-64	≥ 65
8%	8%	16%	15%	20%	20%	13%

- Purpose of Visit:
  - 8% came to Visit Friends and Family,
  - 69% came for a **Leisure and Beach vacation** and
  - 7% came for business or to attend a Conference
- *The estimated revenue generated by this market in 2014 was TT\$66 million*

*(note sample size for this market was too small therefore an average daily spend of TT\$506 and estimated length of stay of 17 days calculated for all visitors outside of USA, Canada, UK and Caribbean was used).*

# Germany, Austria & Switzerland – Stop-over Visitors to T&T

- In 2014 there were 6,707 visitors from Germany, Austria and Switzerland combined.
- This was a decline of approximately 10% compared to 2013.





# Germany, Austria & Switzerland – Visitor Profile

- 57% of visitors were Male
- Age Groups:

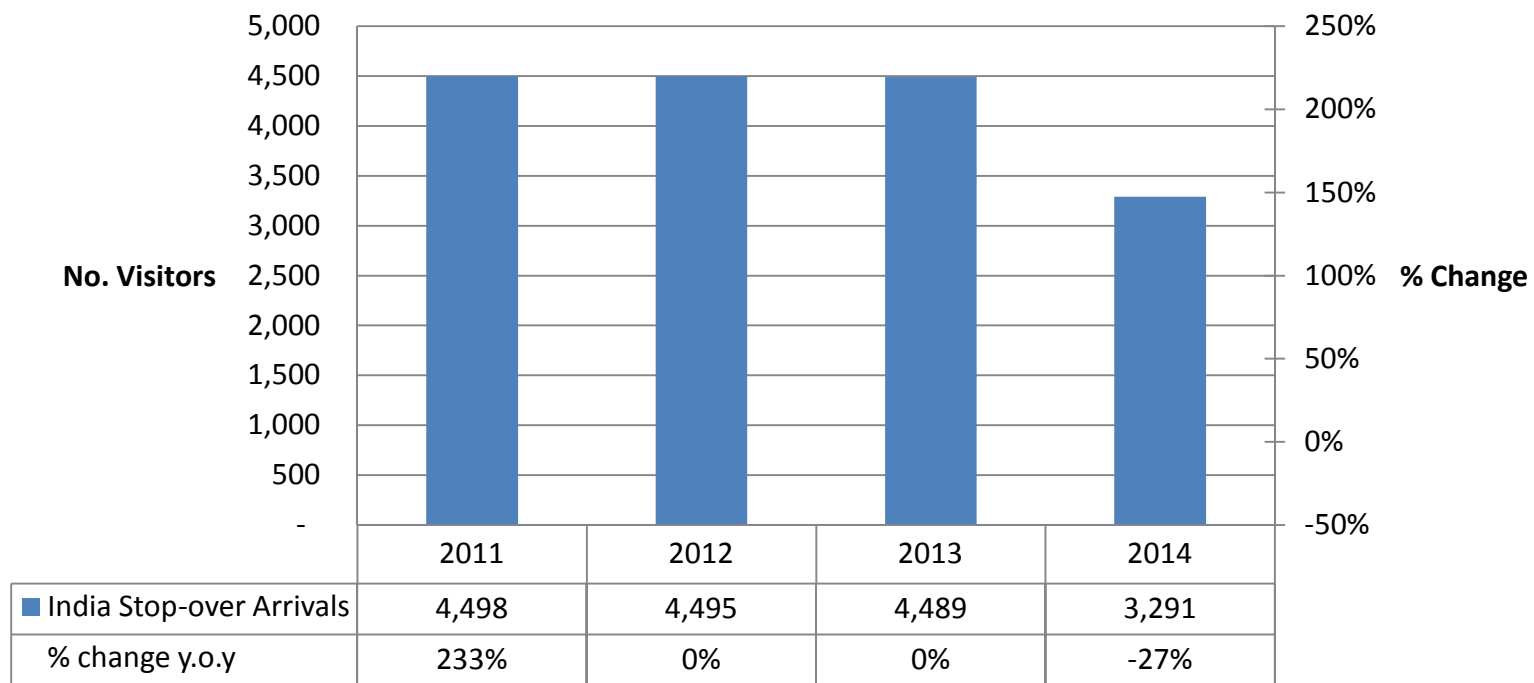
0-14	15-24	25-34	35-44	45-54	55-64	≥ 65
6%	7%	18%	17%	25%	17%	9%

- Purpose of Visit:
  - 13% came to Visit Friends and Family,
  - 51% came for a Leisure and Beach vacation and
  - 14% came for business or to attend a Conference
- *The estimated revenue generated by this market in 2014 was TT\$57.6 million*

*(note sample size for this market was too small therefore an average daily spend of TT\$506 and estimated length of stay of 17 days calculated for all visitors outside of USA, Canada, UK and Caribbean was used).*

# India– Stop-over Visitors to T&T

- In 2014 there were 3,291 visitors from India.
- This was a decline of approximately 27% compared to 2013.



# India– Visitor Profile

- 75% of visitors were Male
- Age Groups:

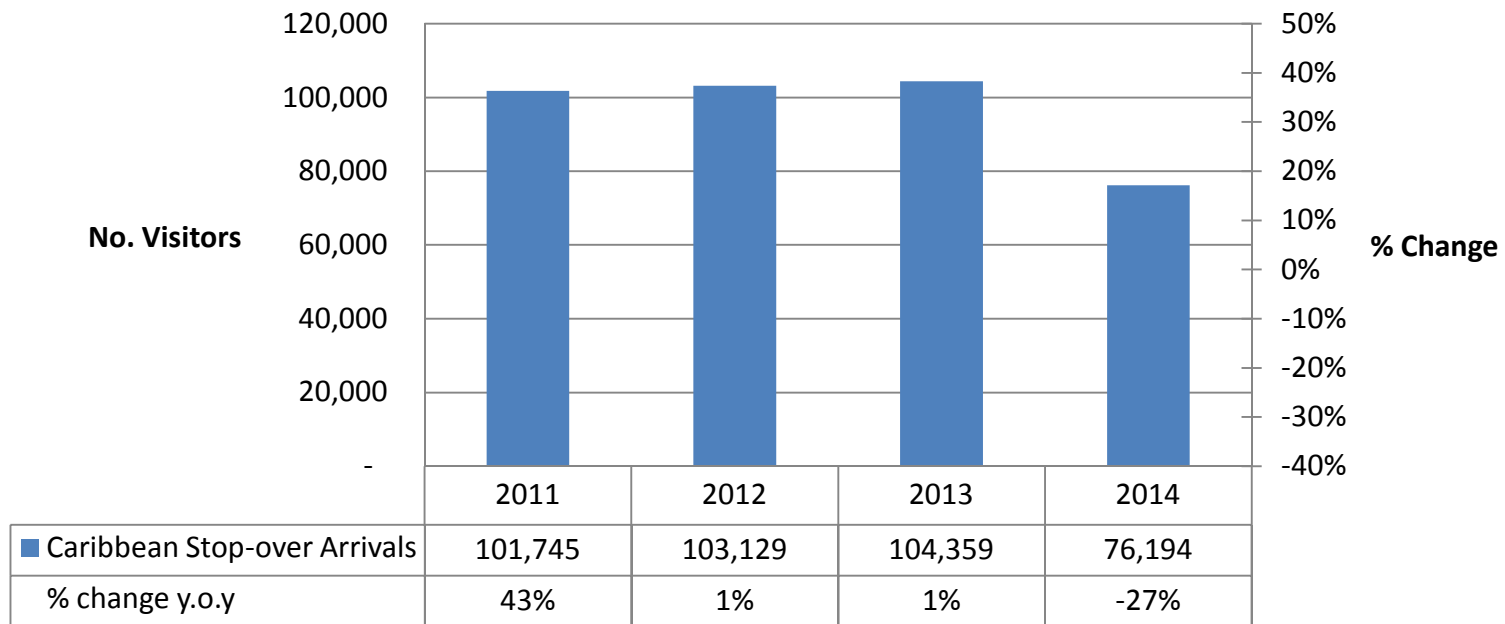
0-14	15-24	25-34	35-44	45-54	55-64	≥ 65
4%	6%	34%	26%	15%	11%	4%

- Purpose of Visit:
  - 18% came to Visit Friends and Family,
  - 9% came for a Leisure and Beach vacation and
  - **31% came for Business or to attend a Conference**
  - **37%** came for 'Other' purposes
- *The estimated revenue generated by this market in 2014 was TT\$28 million*

*(note sample size for this market was too small therefore an average daily spend of TT\$506 and estimated length of stay of 17 days calculated for all visitors outside of USA, Canada, UK and Caribbean was used).*

# Caribbean – Stop-over Visitors to T&T

- Approximately 76,194 Caribbean residents visited Trinidad and Tobago in 2014, accounting for 18 percent of all visitors to Trinidad and Tobago.
- After experiencing an average annual growth in arrivals of 8% between 2009 and 2013, visitor arrivals from the Caribbean dropped significantly by 27% in 2014.



# Caribbean – Visitor Profile

- Half of Caribbean visitors were women
- Age Groups:

0-14	15-24	25-34	35-44	45-54	55-64	≥ 65
6%	14%	24%	21%	18%	12%	5%

- Purpose of Visit:
  - 30% came to Visit Friends and Family,
  - 10% came for a Leisure and Beach vacation and
  - 21% came for business or to attend a Conference
  - 30% came for ‘Other’ purposes (medical, shopping, study etc)
- Caribbean travellers spend an average of **TT\$612** per day, and tend to stay approximately 12 days
  - *The estimated revenue generated in 2014 was approximately TT\$560 million.*

