



## Anguilla: Tourism Summary Report August 2004

The month of August saw an increase in overall visitor arrivals of 6 percent. This month is typically a time when an influx of visitors, come to Anguilla to celebrate its Summer Festival and other activities. A total of 12,641 visitors came to the island in August 2004 compared to 11,947 in August 2003. Compared to previous years, this is the highest recorded figure for the month of August since 1995 when 12,299 visitors came to Anguilla. To date there has been a total overall increase of 10 percent in visitor arrivals compared to 80,609 in 2003.

Persons come to Anguilla for both pleasure and business purposes. During this month, out of the 12,641 visitors that visited, 256 persons came for business purposes compared to 302 in August of last year and 12,385 came for pleasure compared to 11,645 during August 2003.

### Passenger Movements

Passenger movements- (arrivals) (*which includes Anguillans as well as tourists*) through the airport for this reporting period were 3,886 as compared to 3,905 during August 2003, while arrivals through Blowing Point port were 18,870 in comparison to 17,774 in August last year. Arrivals through Sandy Ground were 1,376 this August as opposed to 1,598 last year's August.

### Tourists (Stay-Over Visitors)

As for previous months, the increase in visitor arrivals for August was primarily driven by tourist arrivals. Arrivals for August were 4,246, an increase of 10 percent when compared to the same period last year, when 3,856 tourists came to Anguilla. To date 40,856 tourists have visited our shores surpassing the 33,922 tourists that came in 2003.

Just over half of the tourists visiting the island entered through Wallblake airport. 2,198 tourists came through this port increasing slightly by 1 percent over August last year.

The port of Blowing Point accounted for 46 percent of tourists entering Anguilla during this month. 1,975 tourists made this port their entry point to Anguilla during this month compared to 1,647 tourists in August 2003 which accounted for an annual (*Aug03/Aug04*) increase of 20 percent.

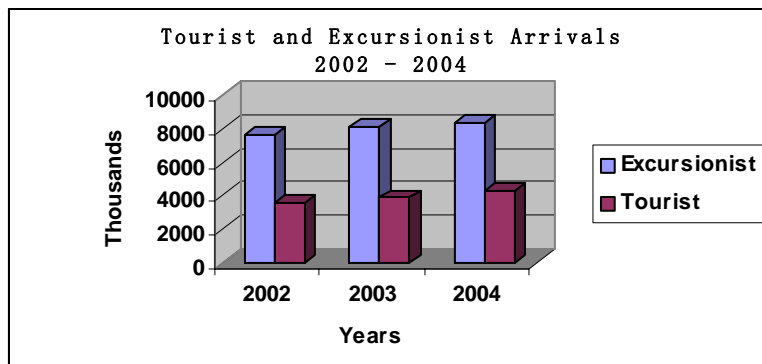
2,895 or 68.1 percent of the tourists visiting during August spent between 4-15 days, 1,019 or 24 percent spent 1 – 3 days, while 332 or 7.8 percent spent 16 or more days on the island. On average the length of stay was 7.3 days compared to 8.3 days in August 2003.

All of the tourist markets showed increases during this period with the Canadian market showing the largest increase in arrivals of 93 percent. Arrivals from this country totaled 110 tourists during August compared to 57 tourists in August 2003. Although arrivals from this market doubled during this period this country accounted for only 3 percent of the market share.

It is typical for the Caribbean market to show an increase during this period as many of the summer visitors to Anguilla originate out of the Caribbean islands, taking time out to enjoy the island’s annual Summer Festival as well as visit their loved ones. The Caribbean market had an increase in arrivals of 61.2 percent over last August. This region accounted for 22 percent of the market share.

Arrivals from the European countries including Italy and Germany increased by 23.5 percent, 27.3 percent and 16.7 percent respectively. There was a 24.3 percent increase in arrivals from the United Kingdom and a 15.2 percent increase in arrivals this year from the U.S.A over August 2003. The U.S market accounted for the majority of the arrivals with 52 percent.

*Table 1: Tourist and Excursionist Arrivals 2002 -2004*



### Excursionists (Day-Trippers)

Arrivals in this category of visitor increased 4 percent during August this year over August 2003. The cumulative total January to August 2004 at 47,701 shows a slight 2.2 percent increase in arrivals from the 47,681 recorded for the same period last year.

The port of Blowing Point is still the main gateway to Anguilla for this type of visitor. During August 7,032 day-trippers passed through this port compared to 6,487 last August, resulting in an 8.4 percent increase. This port accounted for 84% of overall excursionists entering Anguilla. Wallblake airport accounted for just less than one percent of excursionist arrivals during August, while the port of Sandy Ground accounted for 15.4 percent of excursionist arrivals. 1,296 day-trippers used this port as their main access point to enter the island during this month compared to 1,537 during August 2003.

Four of the major markets experienced declines in excursionist activity during August 2004. These countries were Germany by 30.6 percent, the United Kingdom by 17.6 percent, and Italy and Canada by 6.4 percent and 3 percent respectively.

The Caribbean, U.S.A and Other European countries showed slight increases of 10.6 percent, 3.6 percent and 30.4 percent respectively.

This report along with other Tourism Data, are available at the Government of Anguilla's website: <http://gov.ai/statistics/tourism.htm>