



Anguilla: Tourism Summary Report July 2004

The tourism sector in Anguilla continues to perform well, in spite of uncertainty conditions worldwide (*such as terrorism threats*), however, signs throughout the region and further indicate that travel confidence is improving due in part to improving economic conditions.

During July, visitor arrivals increased although only slightly by one percent over July 2003. Total arrivals were 11,169 compared to 11,020 in July last year. This month also had the highest number of visitors for the month of July over the last decade. From the period January to July 2004, a total of 75,916 visitors have come to the shores of Anguilla resulting in a 10.5 percent increase over the same period last year.

Persons visit Anguilla for both pleasure and business purposes and during July 2004, out of the 11,169 visitors that came 304 persons came for business purposes compared to 309 in July of last year and 10,865 came for pleasure compared to 10,711 during July 2003.

Passenger Movements

Passenger movements (*which includes Anguillians as well as tourists*) through the airport during this period was 4,289 compared to 4,533 during July 2003, while arrivals through Blowing Point port totaled 17,814 in comparison to 14,902 in July last year. Arrivals through Sandy Ground¹ were 812 this July compared to 1,816 in July last year. The Sandy Ground figures include visitors to the outlying islands, Shoal Bay and Crocus Bay.

Tourists (Stay-Over Visitors)

July 2004 recorded the largest monthly total in tourist arrivals to the island over the last decade. 5,485 tourists visited during this month representing an increase of 21 percent over July last year. For the period January to July 36,610 tourists have visited, a 22 percent increase compared to 30,066 tourists for the same period in 2003.

49 percent of the tourists that visited Anguilla in July entered through the Wallblake airport. 2,670 persons came through this port, a 6 percent decline from July last year. The port of Blowing Point recorded a 49 percent increase in arrivals passing through for this reporting period over last year July. It was the port of entry to Anguilla for 2,496 persons compared to 1,674 persons during July 2003. This suggests that tourists are choosing to fly into St. Martin and then take the ferry over to Anguilla, rather than flying directly or via Puerto Rico. The port of Sandy Ground accounted for 6 percent of tourists entering the island.

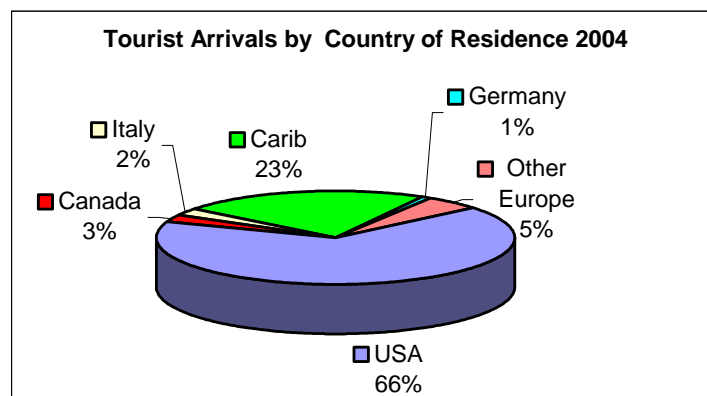
Just around a week was the length of stay for the majority of tourists visiting the island. July's data shows that 41 percent stayed for this length of time. 21 percent stayed for 1-3 days, 26% stayed or 8-15 days and 11 percent visited for more than a period of 16 days in Anguilla. The average length of stay was 8.1 days compared to 9.3 days in 2003.

¹ Data from the port of Sandy Ground is preliminary

Tourist arrivals from Germany showed a 60 percent increase this July over July 2003. This market has been performing well since the beginning of 2004. To date 847 persons arrived to the island from this country compared to 401 for the period January to July of 2003. During this month 37 persons arrived from Germany compared to 23 persons last year July. This country still accounts for a small percentage of the tourist market.

There was a 48.3 percent increase in Canadian arrivals to the island during July compared to July last year. Canada accounted for 2.3 percent of the market share. The United States of America recorded a 29 percent increase in arrivals and represented 60 percent of the market share during this period. Arrivals from the United Kingdom also increased by 11 percent over July 2003 accounting for 6.4 percent of the market share. Persons visiting from the Caribbean (*including French and Dutch St. Martin/St. Maarten*) grew by 9 percent.

Other European Countries and Italy also experienced increases of 49.4 percent and 6.7 percent respectively.



Excursionists (Day-Trippers)

Excursionist arrivals, fell 12 percent from 6,478 persons visiting during July 2003 to 5,684 persons visiting in July 2004. However, the cumulative total for the period January to July at 39,306 day-trippers is up 2 percent from the 38,596 arrivals recorded over the same period for 2003.

The port of Blowing Point was the main port of entry for persons coming to the island who were visiting for a day. There was an 8.7 percent increase in traveler activity through this port compared to last year. 5,080 persons included Anguilla as part of their vacation for a day for the reporting period compared to 4,674 in July last year.

Most of the major tourist markets experienced declines in excursionist travels during this period such as; the U.S.A and the U.K with 27.7 percent and 23.2 percent respectively; Europe (*which includes Italy, Switzerland and Austria*) with 61 percent and 6 percent respectively. Day-trippers from Canada, Germany and the Caribbean recorded increases of 2.1 percent, 3.8 percent and 57.4 percent respectively.

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

