



Tourism Statistics Summary – March 2012

OVERVIEW

March 2012 international visitor arrivals to Anguilla was 14,242 visitors, 3.2% lower than March 2011. There were higher tourist arrivals this March, up 2.5% from last year at the same period, but a decrease in day trippers impacted negatively on the total visitor count.

Visitors mostly came to Anguilla for vacation with, 98.3% indicating such and other 1.7% came on business.

Two special events in this month included Anguilla's reggae festival – Moonsplash – which was held from March 8-11, 2012. A one day Royal visit in commemoration of the Diamond Jubilee Celebration of Her Majesty the Queen.

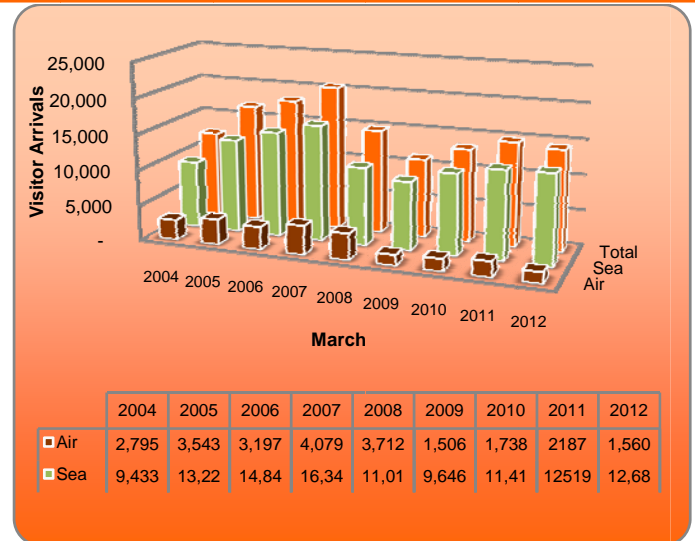


Figure 1: Visitor Arrivals: March 2004 – March 2012

PASSENGER MOVEMENT

Passenger arrivals, including both visitors and residents, this month increased by 0.1% to 22,017 passengers.

Movement was busiest at the seaports. Blowing Point seaport was the number one port in terms of passenger counts with 16,728 arrivals or 76.0% of arrivals, at the other seaport in Sandy Ground/Road Bay 3,035 passengers or 13.8% entered and 2,254 passengers or 10.2% came in at the Clayton J. Lloyd International Airport.

TOURIST (Stay- Over Visitors)

Tourist or stay-over visitor arrivals for the period was 2.5% higher than the comparative period in 2011, with 7,538 tourist trips to Anguilla for the month.

Approximately one fifth of tourists (20.1%) entered at the airport and the other 79.9% came in via one of the two seaports

Departures relative to the same period in 2011 did not change much, up 0.2% to 21,701 passenger departures.

Of the three ports of exit, the two seaports cumulatively accounted for 90.0% of all departures. Of which, the Blowing Point terminal facilitated the movement of 16,491 passengers or 76.0%. At Sandy Ground, 3,031 passengers departed or 14.0%. The Clayton J. Lloyd Airport followed, with 2,179 departures or 10.0% of all passengers leaving Anguilla for the period.

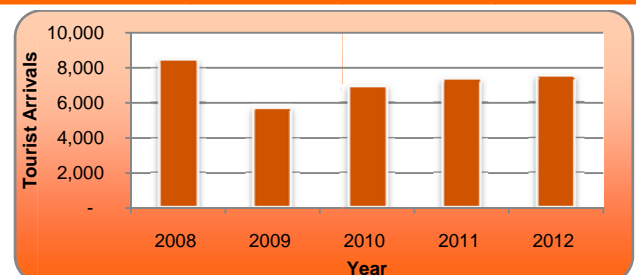


Figure 2: Tourist Arrivals, March 2008 – 2012

Tourists (Stay- Over Visitors) *continued*

The average length of stay of tourists was 7.4 days. Tourists were grouped into five categories based on their intended length of stay. 15.7% of tourists stayed for 1 to 3 days, 53.5% between 4 and 7 days, 24.6% for 8 to 15 days, 2.2% for 16 to 22 days and the final 3.9% indicated 23 or more days.

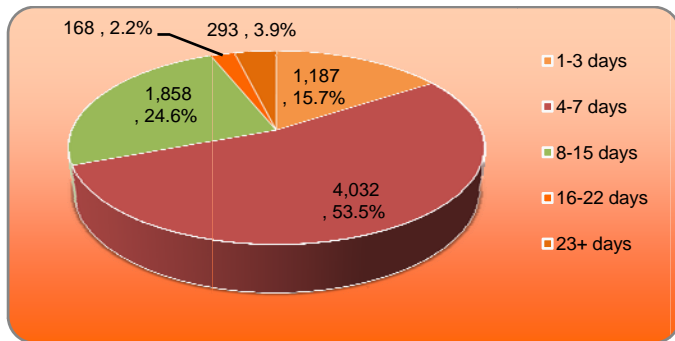


Figure 3: Tourist Arrivals by Length of Stay, March 2012

A review of the source markets for tourists visiting Anguilla, the USA ranks number one, accounting for

67.3% of arrivals. Arrivals from this area were down by 5.1%, resulting also in a lower market share than March 2011. All the other markets saw an increase in tourists to Anguilla, excluding the Caribbean market which recorded a decline of 14.4% from March 2011.

The three largest movers in tourist trips were from Europe (Other) up 48.4%, Canada with a 19.9% increase and Other up 82.0%.

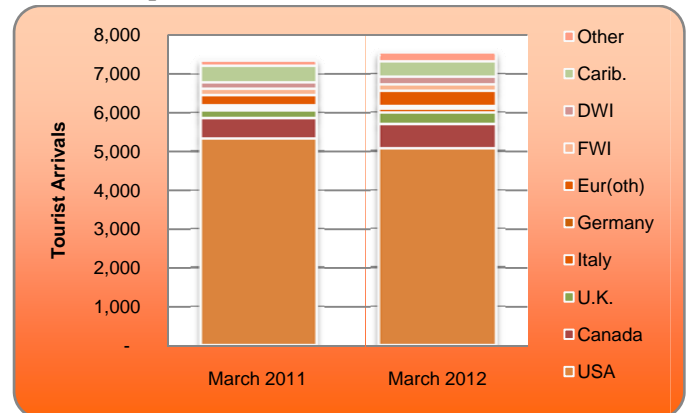


Figure 4: Tourist Arrivals by Country of Residence

EXCURSIONIST (Day Trippers)

Excursionist arrivals or day trippers to Anguilla for March 2012 fell to 6,704 arrivals, down 8.8% from March 2011.

Air arrivals remained low, with just 45 arrivals by air; 0.7% of excursionist arrivals for the period. Day trippers generally enter at the seaports. This month 99.3% of day trippers entered using the two seaports for passengers. The Blowing Point port welcomed 54.4% of excursionists and 44.9% landed at the Sandy Ground port.

Of the 10 markets that visitors to Anguilla are split, 6 of these markets when compared to March 2011 showed lower excursionist counts. The most notable of these were the Europe (Other) down by 320 persons USA which fell 118 persons and Other dropped 301 persons.

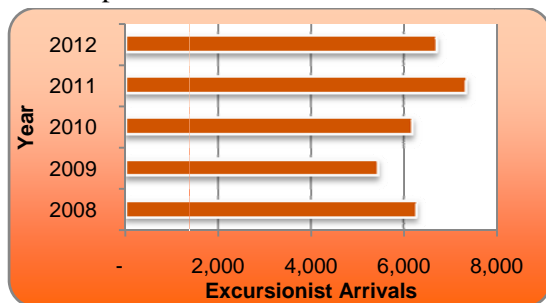


Figure 5: Excursionist Arrivals, March 2008 - 2012

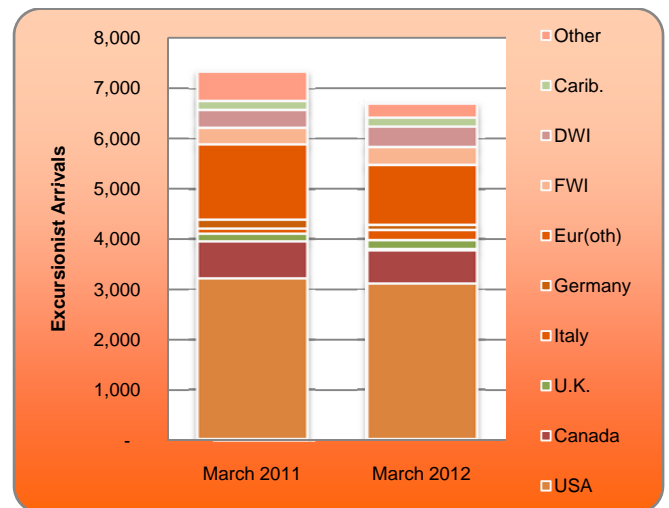


Figure 6: Excursionist Arrivals by Country of Residence

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