OVERVIEW OF TOURISM STATISTICS IN GRENADA

FEBRUARY 16 & 17, 2021
SESSION 1
COVID-19: MEASURING AND MONITORING ITS IMPACTS- GRENADA EXAMPLE
COVID-19 Impacts on the Tourism Industry

- Visitor arrivals
- Tourism expenditure
- Employment
Decline in Visitor Arrivals

Comparative Visitor Arrivals by Visitor Type

- Cruise: 338,119
- Stayover: 162,904
- Yacht: 24,611

Additional Stayover: 43,815

Total Visitors: 338,119 + 162,904 + 24,611 + 43,815 = 571,451
Decline in Tourism Expenditure

2013-2020 Stayover Tourism Expenditure

- 2013: $306,604,192
- 2014: $410,125,405
- 2015: $425,640,891
- 2016: $442,182,702
- 2017: $406,928,466
- 2018: $528,724,394
- 2019: $525,820,659
- 2020: $136,548,101
Loss of Employment in the sector

Source: Central Statistical Office, Labour Force Survey
Collaborations:
George Washington University
Travel Foundation

Outputs

• Market Analysis
  ◦ Profile of the new visitor

• Covid-19 Dashboard

• Supporting Businesses

• Accommodation Toolkit

• Roots to Recovery: Bolstering Resilience & Risk Management Recommendations
## Profile of the New Visitor

<table>
<thead>
<tr>
<th>Table II: Profile Overview of COVID-19 Era Travelers from US and UK</th>
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<tbody>
<tr>
<td><strong>US Market</strong></td>
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<tr>
<td>Demographics</td>
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<tr>
<td>Influencing Factors for Choice of Destination</td>
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<td>Accommodation Preferences</td>
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<td>Travel Interests &amp; Activities</td>
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<td>Booking Behaviour During Trip-Planning Phase</td>
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<td>How Long in Advance They Book</td>
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Tourism Satellite Account (TSA) Project

Consultant: Maureen Blokland
Partnership: Central Statistical Office

Phase I
- Readiness Assessment
- Technical Working Group

Phase II
- Tables 1-6 & 10
• Business impact survey
• Willingness to travel during a pandemic
• Travel Agent support survey

Planning through Surveys
- Trends
  - Luxury travel
  - Emerging niches
- Covid-19 Impact
- Source Market & Destination Insights
- Types of Tourism
- Risks & SWOT Analysis

Intelligence & Insights - GlobalData Platform
Marketshare - Arrivals & Expenditure

Visitor Category Marketshare

- Stayover, 40,012, 19%
- Yacht, 10,237, 5%
- Cruise, 162,517, 76%

Expenditure by Visitor category

- Stayover, $526,056.2, 90.99%, 75%
- Yacht, $130,382.0, 99.00, 19%
- Cruise, $40,591,27, 6.30%, 6%
## Outlook

- Airlift
- Government Policies
- Forward bookings
- Evolving visitor profile

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<thead>
<tr>
<th>Q1 PROJECTIONS 2021</th>
<th>2020</th>
<th>2021 P</th>
<th>Projected Change 2021/2020</th>
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<tbody>
<tr>
<td>Total Visitor Arrivals</td>
<td>210,221</td>
<td>6,422</td>
<td>-97%</td>
</tr>
<tr>
<td>Stayover</td>
<td>37,253</td>
<td>2,242</td>
<td>-94%</td>
</tr>
<tr>
<td>Cruise</td>
<td>162,517</td>
<td>0</td>
<td>-100%</td>
</tr>
<tr>
<td>Yachting</td>
<td>10,451</td>
<td>4,180</td>
<td>-60%</td>
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