Historical Tourism Data

UPDATED: JANUARY 2017
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Total Visitor Arrivals

Since 2001, there has been consistent growth in cruise arrivals and a simultaneous downturn in the number of air arrivals, particularly vacation air arrivals. It’s a troubling trend because without a high volume of air arrivals – the biggest spenders in the tourism economy – the tourism industry suffers. The BTA is working to grow air arrivals, particularly vacation air arrivals, which will improve the health of the industry. Beginning in 2016 a sustained recovery was underway.

Source Immigration Landing Cards and HM Customs
Direct Tourism Jobs

Without a healthy volume of air arrivals, jobs in the tourism economy decline. The BTA is working to grow air arrivals, particularly vacation air arrivals, which will improve the health of the industry. Beginning in 2016 a sustained recovery was underway.

Source: Department of Statistics Tourism Satellite Account Reports
Accommodation Trends

A decline in licensed hotel properties parallels a decline in air arrivals, particularly vacation air arrivals. Hotel development projects currently in the pipeline are expected to raise the island’s room count to 2,700.

Source: Ministry of Tourism, Transport, and Municipalities
Increasingly the management of the tourism industry is less reliant on local taxpayers’ funds and the public purse.