

# PRESS RELEASE



Contact: Mike Hernandez Jr.  
 Communication and PR Officer  
 PHONE: 501-227-2420 FAX: 501-227-2423 TOLL FREE: 1-800-624-0686  
 WEBSITE: [belizetourismboard.org](http://belizetourismboard.org); email: [mike.hernandez@belizetourismboard.org](mailto:mike.hernandez@belizetourismboard.org)  
 ADDRESS: P.O. Box 325, #64 Regent Street, Belize City, Belize

## OVERNIGHT TOURISM ARRIVALS ON BRISK GROWTH PATH

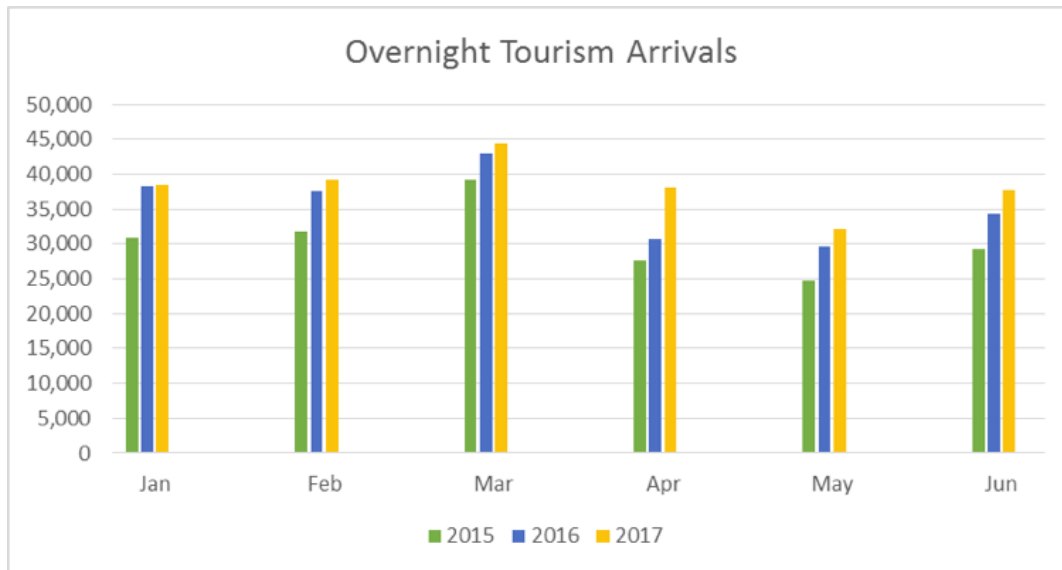
**Belize City, Wednesday, 12th July 2017:** Maintaining a steady and brisk growth path, overnight tourism arrivals have again registered a positive trend for the first half of this year. The latest statistics show that the month of April registered the highest overnight arrivals (24.2%) compared to the same month last year followed closely by June with a 10% growth. There was also an overall growth of 7.8% in tourism overnight arrivals for the second quarter of 2017. This is a clear affirmation that Belize continues to attract an increasing number of travelers as a 'must visit' destination.

The following is a breakdown of the most recent statistics.

## OVERNIGHT ARRIVALS REMAIN POSITIVE

The trend of overnight arrivals remained positive through the first six months of 2017, with 7.8% growth in overnight arrivals overall, and 10% growth in the month of June. June 2017 had the highest arrival total for a June month in history, with over 37,600 overnight visitors. Over the past 5 years, overnight arrivals in June have rivaled the figures seen in the high season month of January. This trend suggests a possible expansion of the number of months that are traditionally recognized as high season months for tourism in Belize.

	<u>2015</u>		<u>2016</u>		<u>2017</u>	
		% change		% change		% change
		vs. '14		vs. '15		vs. '16
<b>Jan</b>	127,376	16.6	102,337	-19.7	127,061	24.2
<b>Feb</b>	95,067	-2.7	98,623	3.7	120,996	22.7
<b>Mar</b>	133,482	15.8	135,283	1.3	117,578	-13.1
<b>Apr</b>	91,325	-12.3	90,657	-0.7	97,422	7.5
<b>May</b>	43,847	-6.4	61,977	41.3	61,152	-1.3
<b>Jun</b>	50,790	-5.6	65,399	28.8	47,007	-28.1
<b>Jul</b>	54,471	-19.9	51,968	-4.6		
<b>Aug</b>	50,656	-2.7	39,189	-22.6		
<b>Sep</b>	45,265	-5.0	54,569	20.6		
<b>Oct</b>	40,985	-29.2	56,697	38.3		
<b>Nov</b>	81,113	9.2	106,144	30.9		
<b>Dec</b>	143,598	1.6	142,551	-0.7		
	<b>957,975</b>	<b>-1.0</b>	<b>1,005,394</b>	<b>4.9</b>	<b>571,216</b>	<b>3.1</b>

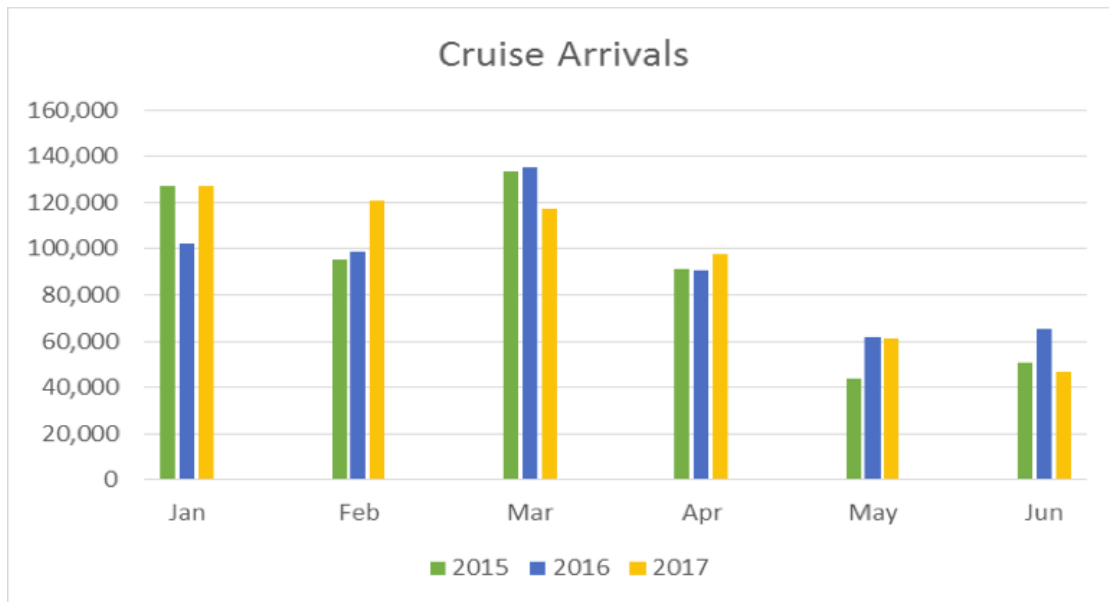


**SECOND QUARTER SHOWS AN OVER ALL INCREASE OF OF CRUISE PASSENGERS**

In June 2017, there were over 47,000 cruise passengers visiting Belize with a total of 13 cruise calls.

The number of actual arrivals for June exceeded forecasted arrivals but did not reach the level of 2016. However in the first half of the year, there has been an overall increase of 3.1% in total cruise passenger arrivals. Arrivals for 2017 includes visitors from both the seaports in Belize City as well as arrivals to Harvest Caye in the south.

	<b><u>2015</u></b>		<b><u>2016</u></b>		<b><u>2017</u></b>	
		% change		% change		% change
		vs. '14		vs. '15		vs. '16
<b>Jan</b>	30,858	-1.0	38,274	24.0	38,531	0.7
<b>Feb</b>	31,754	-1.1	37,624	18.5	39,221	4.2
<b>Mar</b>	39,136	1.1	43,063	10.0	44,475	3.3
<b>Apr</b>	27,569	-4.8	30,656	11.2	38,090	24.2
<b>May</b>	24,707	-6.1	29,709	20.2	32,146	8.2
<b>Jun</b>	29,188	1.6	34,268	17.4	37,689	10.0
<b>Jul</b>	30,967	3.3	36,212	16.9		
<b>Aug</b>	23,874	5.3	25,865	8.3		
<b>Sep</b>	14,276	19.5	18,115	26.9		
<b>Oct</b>	18,945	22.1	21,726	14.7		
<b>Nov</b>	29,909	33.0	29,510	-1.3		
<b>Dec</b>	39,977	22.5	40,561	1.5		
	<b>341,161</b>	<b>6.2</b>	<b>385,583</b>	<b>13.0</b>	<b>230,151</b>	<b>7.8</b>



These latest statistics not only provide a very positive outlook for tourism arrivals for the remainder of this year and beyond, but they also represent the successful efforts of the industry in marketing and promoting Belize as a growing, viable and attractive tourism destination.

#### About the Belize Tourism Board

The Belize Tourism Board (BTB) is a statutory body within the Belize Ministry of Tourism and Civil Aviation, and it is governed by a Board of Directors appointed by the Minister of Tourism and Civil Aviation. The BTB works in conjunction with members of the private sector - including the Belize Hotel Association, Belize Tourism Industry Association and Belize National Tour Operators Association - and is dedicated to building tourism in the most economically and environmentally sustainable manner. As a part of its responsibilities, the BTB promotes Belize as a premier tourism destination to both in-country and international consumers. Among its outreach to the international travel market, the BTB markets the country's unique attractions to travelers, members of the travel trade industry and media outlets in key markets.

The BTB is also dedicated to developing and implementing tourism programs that will help strengthen and grow the Belizean tourism industry; promote good destination stewardship; and instill high quality standards for accommodations and travel experiences. For more information on the BTB and its services, visit [www.travelbelize.org](http://www.travelbelize.org).

