Tourism 360

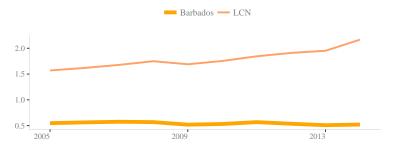
# Barbados

Country Snapshot



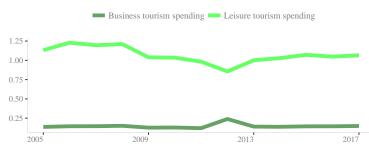
## **TOURISM DEMAND**

PASSENGER ARRIVALS, in millions



SOURCE: WORLD BANK - WDI

## TOURISM EXPENDITURE BY PURPOSE, current \$US billion



T&T policy & enabling cond.

ICT readiness Prioritiz. of T&T

Safety & security . . .

SOURCE: WTTC

## RESOURCE BASE

**CULTURAL RESOURCES** 

Tourist service infrast.

1-7 (best) (2015)

Cultural resour. & business travel

1-7 (best) (2015)

SOURCE: WEF TTCR 2015

16/140 Value: 5.9

127/139 Value: 1.1

NATURAL RESOURCES

Natural resources

1-7 (best) (2015)

Natural and cultural res. subindex

1-7 (best) (2015)

SOURCE: WEF TTCR 2015

112/140 Value: 2.2

130/140 Value: 1.6

Environmental sustain.

Price competitiv.

## TOURISM ECONOMIC INDICATORS — COMPETITIVENESS

TRAVEL SERVICES, % of commercial service exports



LCN (average, 2013)

INTERNATIONAL TOURISM RECEIPTS, % of total exports

Barbados (2013)

LCN (average, 2013)



 Barbados • LCN World

Health & hygier

HR & labour mkt

SOURCE: WORLD BANK - WDI

SOURCE: WEF TTCR 2015

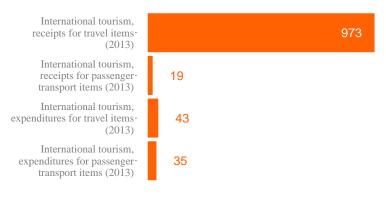
## TOURISM ECONOMIC INDICATORS

### DIRECT v. TOTAL CONTRIBUTION

#### Total contribution to GDP, current US\$, billion-1.8 37.9% (2017)Total contribution to employment, thousands of-50.4 31.1% jobs (2017) Direct contribution to 11.3% GDP, current US\$, billion-0.5 (2017)Direct contribution to 9.7% 15.7 employment, thousands ofjobs (2017)

## SOURCE: WTTC

## INTERNATIONAL TOURISM, in \$US (\*)



SOURCE: WORLD BANK - WDI

## CAPITAL INVESTMENT, current \$US billion

Internal T&T consumption (2017)	1.2	(Rank: 100/175)
Domestic tourism spending (2017)	0.1	(Rank: 139/175)
Capital investment (2017) SOURCE: WTTC	0.3	(Rank: 108/175)

### ACCESS AND TRANSPORT

SOURCE: WEF TTCR 2015

Air transport infrast.  1–7 (best) (2015)	32/139	Value: 4
Ground & port infrast.  1–7 (best) (2015)	8/140	Value: 5.7

## OTHER COMPETITIVENESS INDICATORS

Price competitiv.	123/140 Value: 3.6	Prioritiz. of T&T	7/139 Value: 5.8
1–7 (best) (2015)		1–7 (best) (2015)	
Business envmnt	47/139 Value: 4.6	HR & labour mkt	32/140 Value: 4.9
1–7 (best) (2015)		1–7 (best) (2015)	
SOURCE: WEF TTCR 2015		SOURCE: WEF TTCR 2015	

(\*) Receipt for travel items: These expenditures by international inbound visitors, or in their behalf, to purchase goods and services in the reporting economy. Receipts for passenger transport items: These are expenditures by international inbound visitors for all services provided in the international transportation by resident carriers and passenger services performed within an economy by nonresident carriers.

