



Contact:

Jana Puga
 Media & Public Relations Officer
 Belize Tourism Board
 E-mail: jpuga@travelbelize.org
 Contact: 227-2420
 Website: www.travelbelize.org

Over 300,000 Overnight Visitors for 2014

Belize City, Belize – January 13, 2015 – 2014 was an outstanding year for the Tourism Industry in Belize. The year started with several properties in Belize earning awards in TripAdvisor’s 2014 Travelers’ Choice Awards. Ambergris Caye was then named the #1 Island in the World, for the second year in a row. Scuba Diving magazine outlined Belize as the “Central American paradise” who “earned a host of 2014 Top 100 Readers Choice Awards.” Delta Airlines employed additional flights through the Atlanta route to Belize, while United Airlines announced a new direct flight for Chicago-Belize, operational December, 2014, to May, 2015. Then, there was the announcement by Southwest Airlines that they would begin nonstop service to Belize, via Houston’s William P. Hobby Airport, commencing October, 2015.

In October, 2014, Belize saw one million visitors into the country, including overnight and cruise arrivals, which was two months earlier than the projected time.

Now, the total arrival numbers are in and the Belize Tourism Board is pleased to announce that Belize has surpassed the elusive 300,000 overnight visitors mark. The total overnight visitors to Belize in 2014 were 321,220. This shows a 9.2% increase in overnight visitors, when compared to 2013.

The month with the most overnight visitors continues to be March, which had 38,712 visitors, an 8.1% increase over 2013.

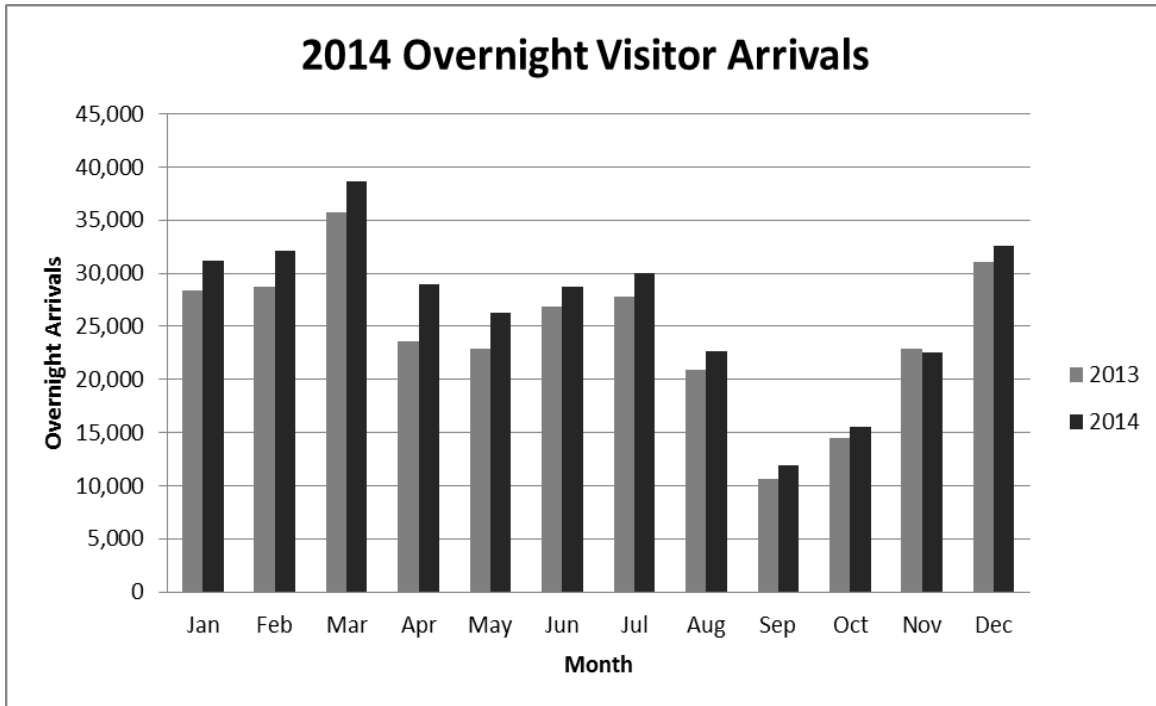
The month with the largest percentage change was April, with a 23% increase over 2013. April, 2014, had 28,969 visitors, while April, 2013, had 23,555 visitors.

November saw a slight decrease in overnight visitors having a 1.7% decrease. This was a total of 380 less visitors than in 2013.

2014 Overnight Arrivals

Month	<u>2013</u>	<u>2014</u>	% change vs. '13
Jan	28,431	31,164	9.6
Feb	28,765	32,105	11.6
Mar	35,795	38,712	8.1
Apr	23,555	28,969	23.0
May	22,941	26,319	14.7
Jun	26,817	28,727	7.1
Jul	27,833	29,983	7.7

Aug	20,863	22,672	8.7
Sep	10,654	11,943	12.1
Oct	14,543	15,511	6.7
Nov	22,868	22,488	-1.7
Dec	31,111	32,624	4.9
	294,177	321,220	9.2



North America continues to be our largest market for overnight tourist arrivals, including the United States, Canada, and Mexico. Americans make up majority of the market, followed by Canadians.

Europe is our second largest market, which includes the UK, Germany, Italy, Netherlands (Holland), France, Spain, Belgium, Denmark, Sweden, Switzerland, and other smaller European markets. Most of the visitors come from the UK.

Airport arrivals also saw a significant increase in 2014, with a 7% increase over 2013.

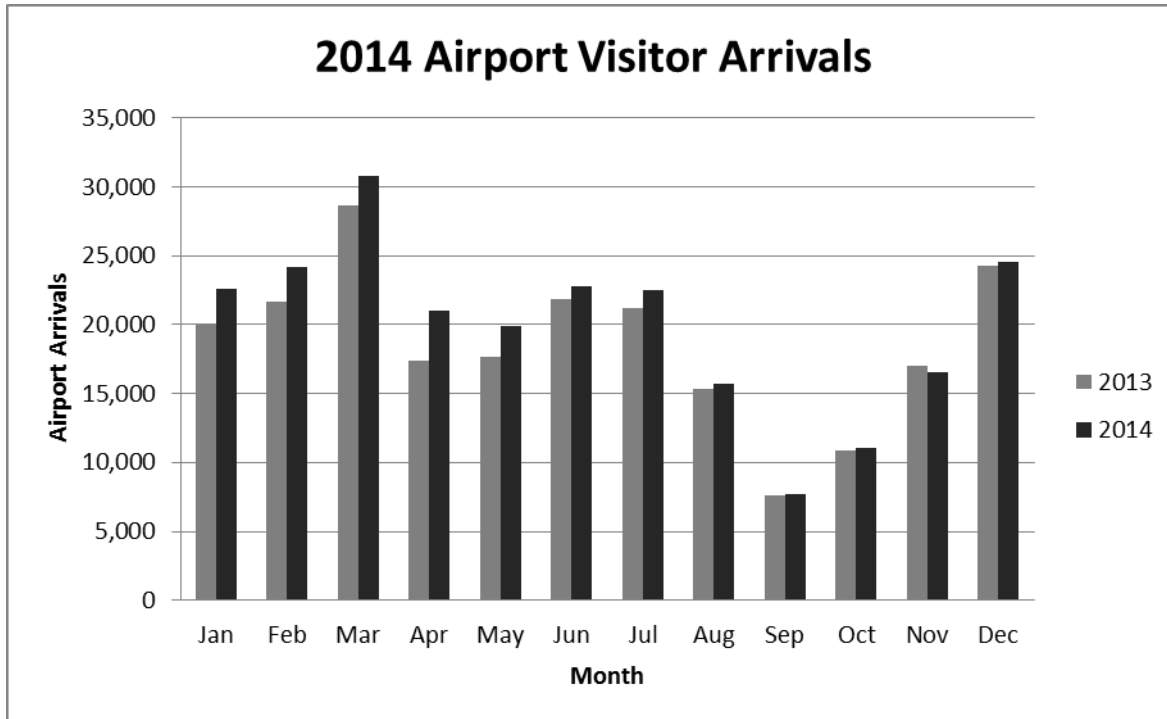
Like overnight arrivals, March saw the most visitors for 2014 with 30,754 airport arrivals, and April saw the largest increase with 20.7% more airport arrivals than April, 2013.

November also saw a decrease of 2.6%

2014 Airport Arrivals

Month	2013	2014	% change vs. '13
Jan	19,965	22,562	13.0
Feb	21,676	24,148	11.4
Mar	28,623	30,754	7.4
Apr	17,424	21,028	20.7
May	17,699	19,924	12.6
Jun	21,820	22,801	4.5
Jul	21,220	22,490	6.0

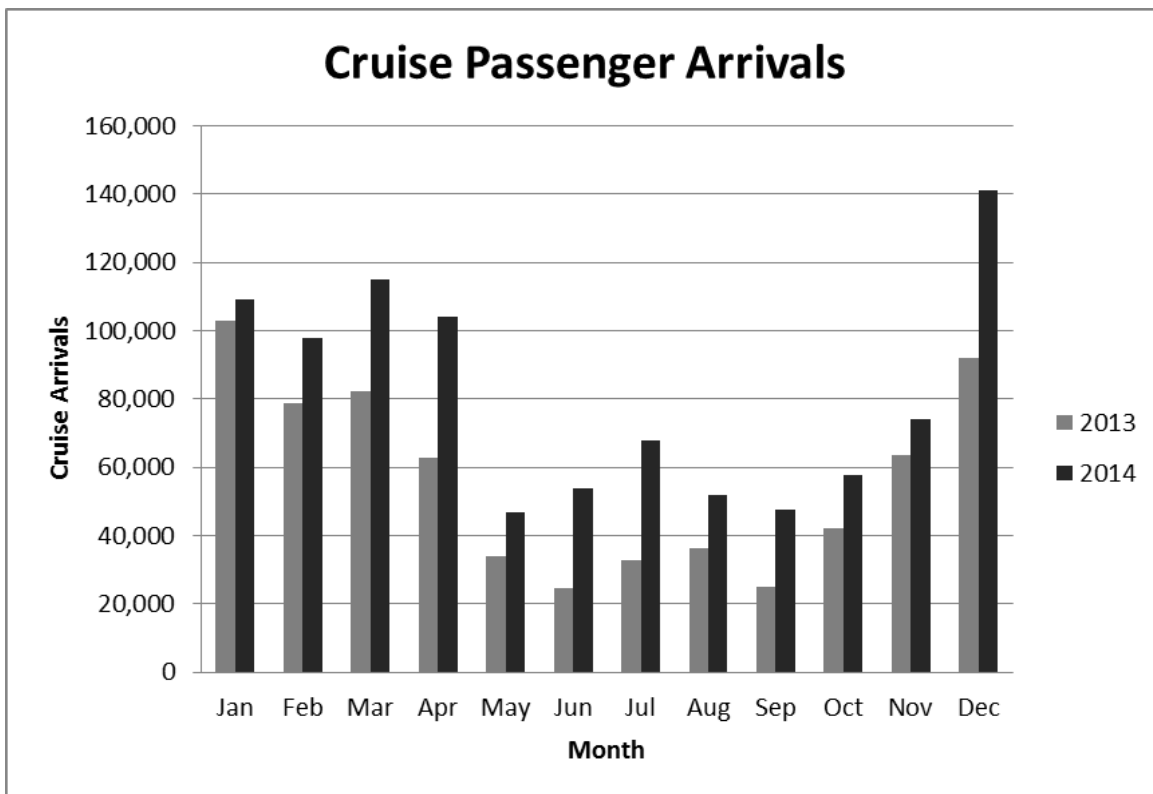
Aug	15,296	15,680	2.5
Sep	7,616	7,692	1.0
Oct	10,869	11,066	1.8
Nov	17,031	16,581	-2.6
Dec	24,270	24,528	1.1
	223,510	239,255	7.0



Cruise arrivals in 2014 saw a significant increase of 42.9%, despite 13 ship cancellations. June saw an amazing increase of 120.2%, followed by July with 106.8% increase. December had the most cruise passenger arrivals with 141,286 passengers, regardless of 2 ship cancellations for this month.

2014 Cruise Passenger Arrivals

Month	<u>2013</u>	<u>2014</u>	<u>% change vs. '13</u>
Jan	102,871	109,251	6.2
Feb	78,766	97,740	24.1
Mar	82,416	115,227	39.8
Apr	62,643	104,188	66.3
May	33,988	46,842	37.8
Jun	24,432	53,789	120.2
Jul	32,874	67,986	106.8
Aug	36,309	52,037	43.3
Sep	25,056	47,625	90.1
Oct	42,181	57,913	37.3
Nov	63,583	74,247	16.8
Dec	92,231	141,286	53.2
	677,350	968,131	42.9



For more information about tourist arrivals statistics, please contact the Belize Tourism Board at 227-2420.

About the Belize Tourism Board

The Belize Tourism Board (BTB) is a statutory body within the Belize Ministry of Tourism, Culture and Civil Aviation, and it is governed by a Board of Directors appointed by the Minister of Tourism, Culture 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 travellers, 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 instil high quality standards for accommodations and travel experiences. For more information on the BTB and its services, visit www.travelbelize.org.

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