

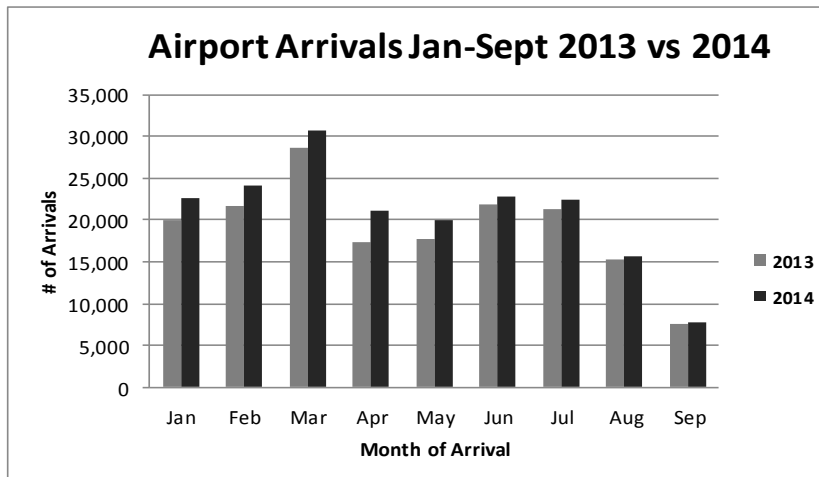


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3rd Quarter Tourist Arrivals Are Up!

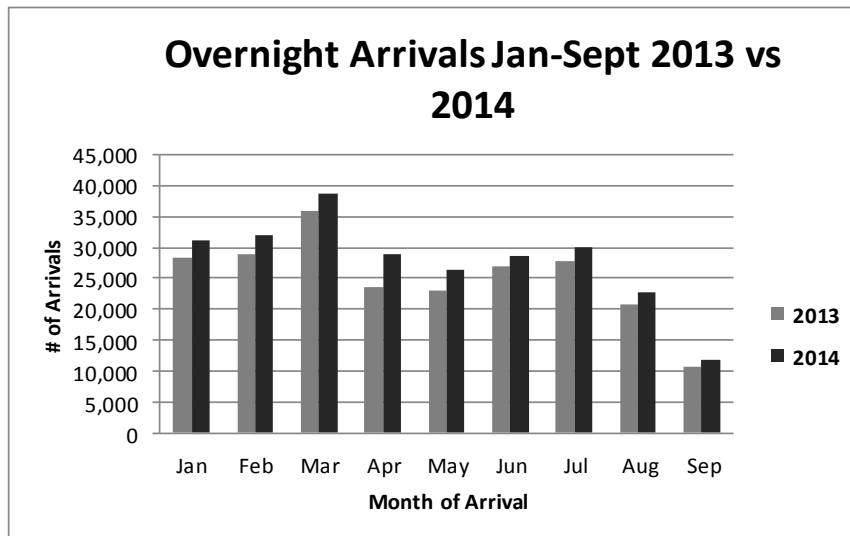
Belize City, Belize – October 10, 2014 – The third quarter of 2014 has registered increases in tourist arrivals across the board. The outstanding growth in arrivals for both overnight and cruise have exceeded forecasted numbers for this quarter. Overall for the first nine months of this year, overnight arrivals are up by 11 %; airport arrivals are up by 9.2% and cruise arrivals are up by almost 45%.

Historically, the third quarter is the slowest period for visitor traffic into the international airport of Belize. However, this year, there were arrival increases in every month of the third quarter through the PGIA. Airport Arrivals for the third (3rd) quarter of 2014 has seen an increase of 3.9% compared to last year. July registered an increase of 6.0%, the highest increase for this quarter when compared to July 2013.



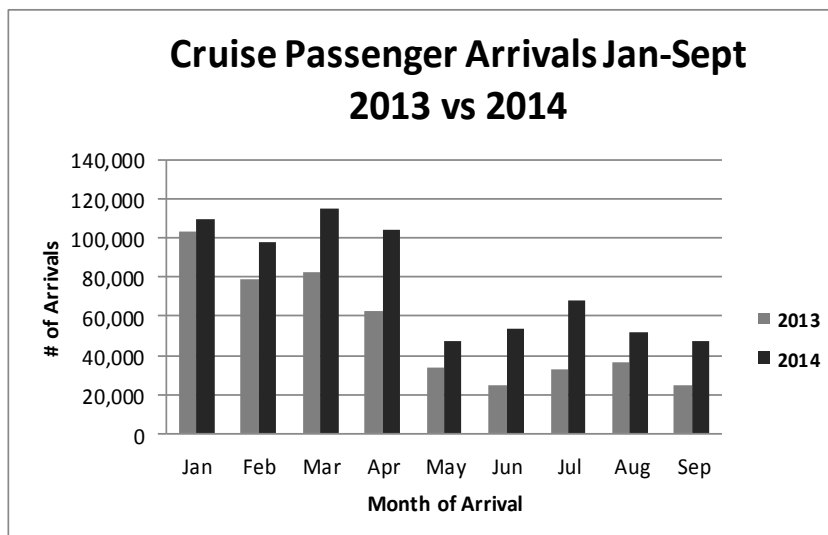
| 3rd Quarter | | | |
|--------------|---------------|---------------|------------|
| | 2013 | 2014 | |
| Jul | 21,220 | 22,490 | 6.0 |
| Aug | 15,296 | 15,680 | 2.5 |
| Sep | 7,616 | 7,692 | 1.0 |
| Total | 44,133 | 45,862 | 3.9 |

Overnight arrivals for the third (3rd) quarter of 2014 has seen an increase of 8.8% over 2013. Compared to last year, an increase of 12.1% in overnight visitors was recorded for September.



| 3rd Quarter | | | |
|--------------|--------|--------|------|
| | 2013 | 2014 | |
| Jul | 27,833 | 29,983 | 7.7 |
| Aug | 20,863 | 22,672 | 8.7 |
| Sep | 10,654 | 11,943 | 12.1 |
| Total | 59,350 | 64,598 | 8.8 |

The cruise arrival numbers for the third quarter of 2014 have been consistently high. From July through to September, a 77.9% increase was recorded. There was a 106.8% increase in the number of cruise passenger arrivals in July, followed by over 40% and 90% arrival increases in the months of August and September, respectively. With increases over forty percent for each month this quarter, it marks one of the best years for cruise visitor arrivals in Belize's tourism history.



| 3rd Quarter | | | |
|--------------|--------|---------|-------|
| | 2013 | 2014 | |
| Jul | 32,874 | 67,986 | 106.8 |
| Aug | 36,309 | 52,037 | 43.3 |
| Sep | 25,056 | 47,625 | 90.1 |
| Total | 94,239 | 167,648 | 77.9 |

Director of Marketing & Industry Relations Alyssa Carnegie says that the growth in tourist arrivals is good news for Belize, "Seeing these impressive tourist arrival figures during the third quarter can only mean that we are putting in the work; the BTB, its sister agencies, and very importantly, our partners and the thousands of Belizeans who work in this industry. We know that visitor experience in Belize is one of the highest in this region, and that can only improve as we continue to elevate the quality of our product offerings and the level of service. It shows that we are moving in the right direction and that the work doesn't stop here. There is room to

grow these numbers across the board, and more so during the low season. This really is great news for Belize and we should all be proud.”

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About the Belize Tourism Board

The Belize Tourism Board (BTB) is a statutory body within the Belize Ministry of Tourism, Culture, and Civil Aviation. It is governed by a Board of Directors appointed by the Minister of Tourism and Culture. 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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