



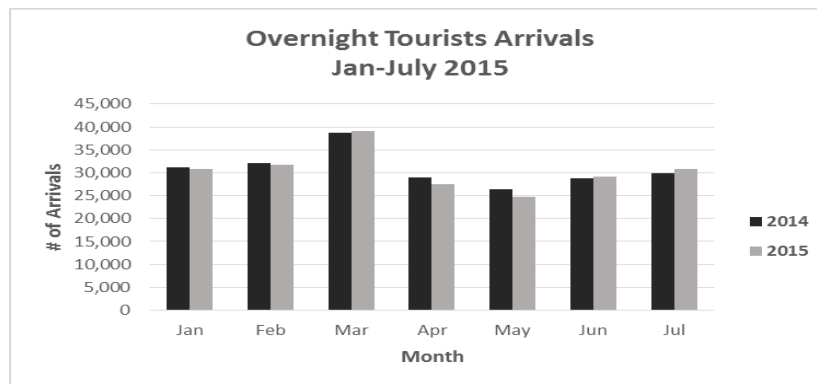
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 Belize Tourism Board  
 Contact: 227-2420  
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**Tourism Statistics for January – July 2015**

**Belize City, Belize – August 21, 2015** – Tourist arrivals for January to July have begun to show improvements, with overnight arrivals showing a 1.6% increase in June, and 3% increase in July. Cruise passenger arrivals have shown an overall increase of 0.2%.

**Overnight Arrivals Jan-July 2014 vs. 2015**

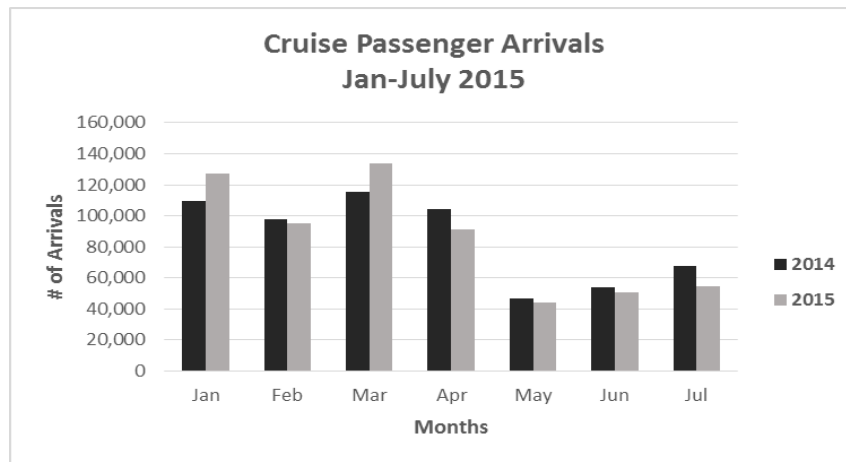
	<b>2014</b>	<b>2015</b>	<b>% change vs. '14</b>
<b>Jan</b>	31,164	30,858	-1.0
<b>Feb</b>	32,105	31,753	-1.1
<b>Mar</b>	38,712	39,136	1.1
<b>Apr</b>	28,969	27,569	-4.8
<b>May</b>	26,319	24,707	-6.1
<b>Jun</b>	28,727	29,187	1.6
<b>Jul</b>	29,983	30,967	3.3
	<b>215,981</b>	<b>214,177</b>	<b>-0.8</b>



The 0.8% drop in cumulative arrivals through the first seven months of 2015, was partially attributed to the consistent decreases in the number of overnight visitors from the Canadian market. Statistical indicators have pointed to Canada’s economy going through a downturn. Bob Michael stated (*International Business Time*) “The Canadian dollar fell to a three-week low against the US dollar on 30<sup>th</sup> June as data from Canada showed the economy contracted for the fifth straight month.”

## Cruise Arrivals Jan-July 2014 vs. 2015

	2014	2015	% change vs. '14
<b>Jan</b>	109,251	127,376	16.6
<b>Feb</b>	97,740	95,067	-2.7
<b>Mar</b>	115,227	133,482	15.8
<b>Apr</b>	104,188	91,325	-12.3
<b>May</b>	46,842	43,847	-6.4
<b>Jun</b>	53,789	50,790	-5.6
<b>Jul</b>	67,986	54,471	-19.9
	<b>595,023</b>	<b>596,358</b>	<b>0.2</b>



Cruise arrivals in 2015 have seen major increases in January and March, with 16.6% and 15.8% increase, respectively. February 2015 saw a slight decrease of 2.7% which resulted from the cancellation of two ships due to adverse weather conditions. It is important to note that 2014 was an outlier year in regards to summer months in the cruise industry, as deployments from other regions were redirected to Belize increasing the booking calls. The bookings for 2015 have maintained as scheduled and showed an increase of 0.2% cumulative.

The Belize Tourism Board projects that 2015 will see increase in overnight arrival numbers over 2014 and will continue to monitor global conditions, in the coming months. BTB is currently diversifying its marketing, working on marketing initiatives into South America and Europe.

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

<http://www.ibtimes.co.uk/canadian-dollar-falls-3-week-low-disappointing-gdp-data-1508661>

### ***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 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).