



Contact:

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

Tourism Statistics for January – March 2015

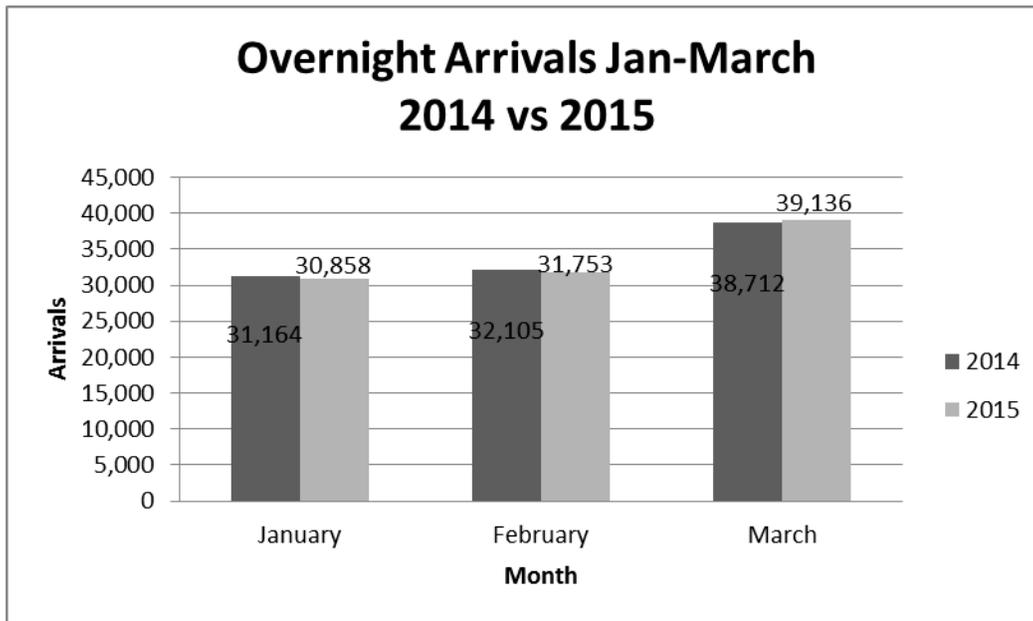
Belize City, Belize – April 28, 2015 – Tourism statistics for the first quarter of 2015 show that overnight arrivals remained steady while cruise arrivals grew significantly over the same period in 2014.

There was a 1.1% increase in overnight arrivals in March 2015, representing an increase of 424 tourists over March 2014. This increase followed two months of decreases that were similarly small in magnitude, being 1.0% and 1.1% in January and February, respectively.

The major factor influencing the results in the overnight sector was weather conditions. There were severe snow storms that took place frequently during this period, resulting in cancellation of flights that affected travel from Canada, as well as the Central and Eastern United States, including Connecticut, New Jersey, Massachusetts, Rhode Island, and New York City – some originating destinations for visitors to Belize.

Overnight Arrivals Jan-March 2014 vs. 2015

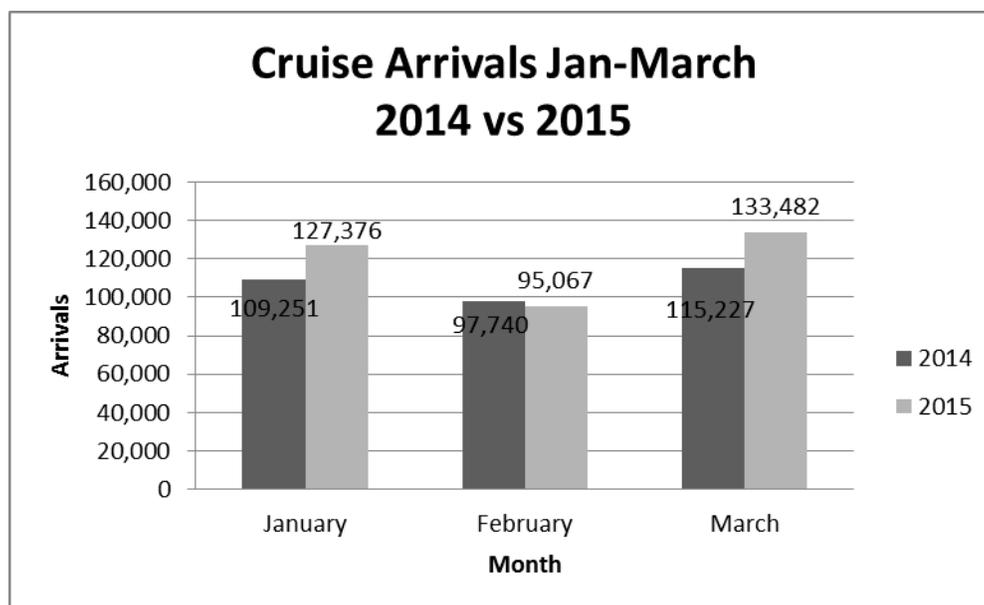
	<u>2014</u>	<u>2015</u>	% change vs. '14
January	31,164	30,858	-1.0
February	32,105	31,753	-1.1
March	38,712	39,136	1.1



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 that made it impossible for tendering to take place.

Cruise Arrivals Jan-Mar 2014 vs. 2015

	2014	2015	% change vs. '14
January	109,251	127,376	16.6
February	97,740	95,067	-2.7
March	115,227	133,482	15.8



The Belize Tourism Board projects that 2015 will see increase in arrival numbers over 2014 and will continue to monitor global conditions, in the coming months.

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

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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, 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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