



# 2018 DESTINATION SNAPSHOT

TOTAL VISITOR SPENDING  
**\$880.1<sup>m</sup>** ↑ **12.5%**  
 \$98.1<sup>m</sup>

**6.20**  
 nights

Average Length of Stay

**2.35**  
 persons

Average Party Size - Stayover

**2.27**  
 persons

Average Party Size - Cruise

## 2018 Accolades



- Scuba Diving Readers' Choice Awards 2018
- Conde Nast Travelers Readers' Choice Awards 2018
- Cruise Critic's 2018 Cruisers' Choice Destination Awards
- TripAdvisor - Travelers' Choice Best Hotel Awards 2018
- TripAdvisor Best Beaches in the World - Travelers' Choice Awards 2018
- USA Today - Best Restaurants in the Caribbean 2018
- Wine Spectator Awards 2018
- Global Spa & Wellness Awards, Best Spa 2018
- Caribbean Journal The Cool List: The Coolest Hotels in the Caribbean 2018
- Caribbean Journal - The 19 Best Caribbean Islands to Visit in 2019
- Microsoft Network - 25 Best Beaches in the World
- Travel + Leisure - Top 25 Best Hotels in the Caribbean
- AFAR Magazine - Where To Go In 2019

All monetary figures are in USD  
 Source: Cayman Islands Department of Tourism, Visitor Exit Survey 2018

**\$199.9<sup>m</sup>** Total Cruise Visitor Spending, 8.1% ▲  
**\$115.6** Average Spending per person

▼ ▲ Year over year percentage change (2017 vs 2018)

**\$680.2<sup>m</sup>** Total Stayover Visitor Spending, 13.9% ▲  
**\$236.9** Average Spending per person per night



cayman\_islands

visitcaymanislands

www.visitcaymanislands.com  
 www.caymanislands.ky/statistics  
 research@caymanislands.ky

# 2018 BEST YEAR in recorded history for total visitor arrivals.

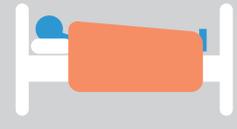
237,211 more visitors than 2017.

# 2,384,058

Total Arrivals, 11.0% ▲

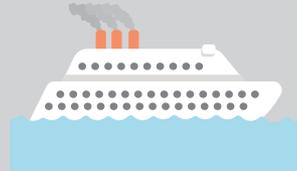
Exciting statistical highlights for the destination in 2018:

- 450,000 stayover visitors for the first time.
- Highest number of stayover visits for a calendar year in recorded history.
- 50,000 stayover visitors travelled to the destination within a single month, happening twice in 2018; March and December.
- Record breaking stayover arrivals from USA, Canada and Latin America.
- Stayover arrival was +77,550 more visitors or a 20% increase over 2016.



# 463,001

Stayover Arrivals, 10.7% ▲



# 1,921,057

Cruise Passengers, 11.1% ▲

Source: Cayman Islands Department of Immigration/Port Authority of the Cayman Islands

## STAYOVER ARRIVALS BY REGION

Source: Cayman Islands Department of Immigration



# 385,319

USA  
13.0% ▲



# 26,603

Canada  
7.5% ▲



# 15,099

UK & Ireland  
-1.0% ▼



# 7,739

Continental Europe  
-13.9% ▼



# 7,800

Latin America  
4.8% ▲



# 20,441

Rest of the World  
-2.6% ▼

## PURPOSE OF VISIT

Source: Cayman Islands Department of Immigration



# 364,305

Recreation/Pleasure  
78.7%



# 27,285

Business  
5.9%



# 25,899

Visiting Relatives  
5.6%



# 16,604

Dive Vacation  
3.6%



# 4,684

Wedding/Honeymoon  
1.0%



# 24,224

Unknown  
5.2%

## CHARACTERISTIC TOURISM INDUSTRIES

Source: Economic and Statistics Office, Labour Force Survey Report 2018 (Published August 2018)

Number of  
Persons Employed



# 2,465

Transportation  
and storage



# 2,303

Accommodation



# 2,236

Restaurants and  
Mobile Food  
Services



# 1,322

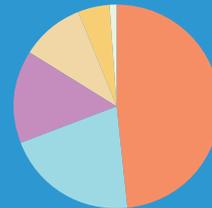
Arts, entertainment  
and recreation

## CRUISE PASSENGER CAPACITY BY CRUISE CORPORATIONS

Source: Port Authority of the Cayman Islands

**Carnival Corporation & PLC 53%**  
**Royal Caribbean Cruises Ltd 20%**  
**Norwegian Cruise Line Holdings 11%**

**MSC Cruises 10%**  
**Disney Cruise Line 5%**  
**Other 1%**



## ACCOMMODATION STATISTICS

Accommodation Stock as at 31st December 2018 Source: Cayman Islands Department of Tourism

### Number of Bedrooms by Island



GRAND CAYMAN

# 6,370



CAYMAN BRAC

# 249



LITTLE CAYMAN

# 161

### Number of Bedrooms by Category



APARTMENT/CONDO

# 3,087



GUEST HOUSE

# 976



HOTELS

# 2,717



BED PLACES (CAPACITY)

# 19,957



NUMBER OF BEDROOMS

# 6,780



NUMBER OF BEDS

# 9,615