



Resource center (https://www.globaldata.com/resourcecenter/) Media (https://www.globaldata.com/media/) Investors (https://www.globaldata.com/invest)

Home (https://www.globaldata.com/), Companies (https://www.globaldata.com/companies/), Reports (https://www.globaldata.com/reports/), Insights (https://www.globaldata.com/insights/), Themes (https://www.globaldata.com/themes/), ESG (https://www.globaldata.com/esg/), Marketplace (https://www.globaldata.com/marketplace/)

Visit Corporate Site > (https://www.globaldata.com)



0

Search Reports by keyword, ex. Blockchain forecasts 2020

Home (https://www.globaldata.com/store) □ Reports (https://www.globaldata.com/store/?s=) □ Consumer (https://www.globaldata.com/store/industry/consumer-market)

Caribbean Destination Tourism Insight Report including International Arrivals, Domestic Trips, Key Source / Origin Markets, Trends, Tourist Profiles, Spend Analysis, Key Infrastructure Projects and Attractions, Risks and Future Opportunities, 2022 Update

Pages: 37 Published: February 03, 2022 Report Code: GDTT0476MI

Share▼

[Add to Wishlist \(/store/report/caribbean-tourism-destination-market-analysis/?add_to_wishlist=1959023\)](#)

- Overview
- Key Players
- Contents
- FAQ

The Dominican Republic was the most visited country in the Caribbean with over 5.7 million international arrivals in 2021, followed by Puerto Rico, Jamaica, and Cuba. The revenue per passenger in the Bahamas was over \$135 in 2020 and is expected to grow with a CAGR of more than 6% by 2024. Leisure remained the leading purpose of visit to the Bahamas during 2014-2024, followed by visits to friends/relatives (VFR), other personal, and business. The primary source market for the Caribbean in 2021 includes the US, France, Canada, the UK, and others.

There has been a substantial uptick in international arrivals in 2021, for the Caribbean which is a positive sign for recovery showing a return to pre-COVID-19 levels by 2024. The Bahamas was the fifth most popular destination in the Caribbean in 2021 and saw a significant increase in international arrivals between 2020 and 2021, with further projections suggesting that by 2022 the Bahamas will be back on track with steady arrival increases.

Overview of the Bahamas tourism destination market

► Buy Now

[Add to Basket](#)

[Enquire Before Buying](#)

[Request a Free Sample](#)

Currency [USD](#)▼

Single \$1495
Can be used by individual purchaser only

Most Popular

Multi-users \$2242
Can be shared by unlimited users within one corporate location e.g. a regional office

>\$135		Revenue per Passenger in 2020	Forecast Period		2021-2024
>6%		CAGR %	Key Categories		
		Top Source Markets	Categories Share		

<https://www.globaldata.com/store/talk-to-us?report=1959023>

For more insights on this report, [download a free report sample \(https://www.globaldata.com/store/talk-to-us?report=1959023\)](https://www.globaldata.com/store/talk-to-us?report=1959023)

What are the market dynamics of the Caribbean tourism destination market?

The Caribbean is a favorite amongst luxury travelers due to its tropical image. It has been widely stated that luxury travel could recover first, which will be beneficial for the Caribbean. Lower-income workers are most likely to be most affected by the economic fallout from the pandemic, the luxury travel sector is set to see the fastest recovery, as it did after the Great Recession. The global market views the Caribbean as a tried and tested luxury destination. Outside of the financial ability to do it, the need to travel is extremely high with luxury consumers. The financial ability to travel combined with pent-up demand from this market will result in luxury travel returning at a much quicker rate.

The development of the tourism industry presents a key economic priority in the region. However, overreliance on tourism and lack of economic diversification also pose a threat to such countries in the long run. Tourist arrivals in the Caribbean have been growing steadily during the past decade. However, tourist flows are disproportionate across the countries of the region; whereas almost six million tourists visited the Dominican Republic in 2021, Dominica welcomed less than 80,000 tourists during the same period. The Caribbean has been experiencing a boom in all-inclusive hotels, with the Dominican Republic and Jamaica leading the way. Such hotels are mostly preferred by tourists who want to travel on a budget. However, as the quality of services offered by such hotels is improving, wealthier tourists also choose all-inclusive accommodation. As travel flows into the Caribbean are expected to increase steadily within the next five years, the countries of the region should intensify their efforts to accommodate the higher number of tourists whilst preserving their authenticity, traditional culture, and natural environment, as these are the key factors attracting travelers into the region.

The combination of pandemic fatigue and COVID-19 lockdowns easing means destination weddings are anticipated to continue an upward trajectory in popularity for many reasons. Not only are they often considered less expensive than traditional weddings; they can also help cure the increased cases of cabin fever for couples and guests. The Caribbean remains the most popular part of the world for destination weddings. With beautiful clear blue water and sandy beaches, the Caribbean islands make idyllic and romantic locations to say, "I do". Each has its own personality and unique culture.

The build-up of stress that has been caused by the COVID-19 pandemic, alongside little escape from normal life and daily routines, will give the opportunity for stress-releasing holidays that focus on mindfulness and wellbeing. Mindsets around practicing methods of self-care have developed over the past decade, especially over the past year. It is much more common in 2022 to be aware of one's physical and mental wellbeing, with the pandemic accelerating this change. The survey responses point toward an increase in demand for health and wellness trips as travelers start to take as much notice of their mental health as they do of their physical health. Some travelers will now seek quality over quantity in the "new normal" which also suits health and wellness trips, with it being usual for this type of vacation to cost significantly more than the average international trip or domestic trip.

What are the key categories of the Caribbean tourism destination market?

The tourism destination market is categorized based on the purpose of visit into leisure, visit to friends/relatives (VFR), other personal, and business. Leisure remained the leading purpose of visit to the Bahamas during 2014-2024, followed by a visit to friends/relatives (VFR), other personal, and business.

Enterprise \$2990
 Can be shared globally by unlimited users within the purchasing corporation e.g. all employees of a single company

Get in touch to find out about our multi-purchase discounts

reportstore@globaldata.com
 (mailto:reportstore@globaldata.com)
 Tel +44 (0) 20 7947 2960

Every customer's requirement is unique. We understand that and can customize the report basis your exact research requirements pertaining to market insights, innovation insights, strategy and planning, and competitive intelligence. You can also avail the option of purchasing stand-alone sections of the report or request for a country specific report.

GDPR + CCPA Compliant

Personal and transaction information are kept safe from unauthorised use.

Recently Viewed Reports

You have not viewed any product yet!

The types of Caribbean tourism include luxury tourism, business tourism, and niche tourism. The Caribbean's tourism product naturally lends itself to luxury tourism and the region has benefited from high spending tourists in recent years, due to its secluded and aesthetically pleasing characteristics. Dominica is home to some of the most eco-friendly lodges in the world, which are popular among eco-adventurers.

Bahamas tourism destination market, key categories

Bahamas tourism destination market, key categories

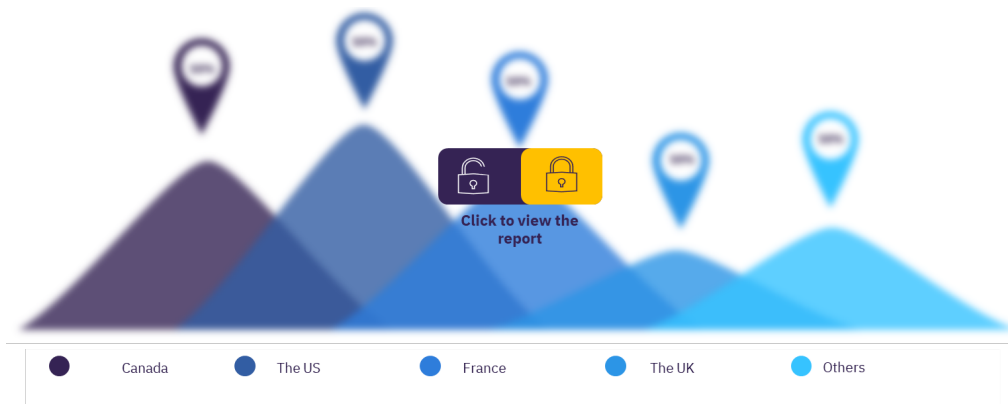
<https://www.globaldata.com/store/talk-to-us?report=1959023>

For more segment insights, [download a free report sample \(https://www.globaldata.com/store/talk-to-us?report=1959023\)](https://www.globaldata.com/store/talk-to-us?report=1959023)

Which are the major source markets of the Caribbean tourism destination market?

The top 5 source markets of Caribbean tourism include the US, France, Canada, the UK, and Guadeloupe. The US had over 1,800 arrivals to the Dominican Republic, in 2021. The proximity of the US to the Caribbean is one of the main reasons for it being the key source market for a lot of Caribbean countries, along with Puerto Rico being a territory meaning it doesn't require a passport to enter from the US. Before the pandemic, combined US visitation to Puerto Rico, Jamaica, the Dominican Republic, and the Bahamas increased significantly, between 2016 and 2019. With European countries getting cold during peak Caribbean tourism months, the region is a popular choice for travelers wanting a warmer winter holiday. The Caribbean is a hotspot for regional power competition between the United States and China.

Caribbean tourism destination market, key destinations



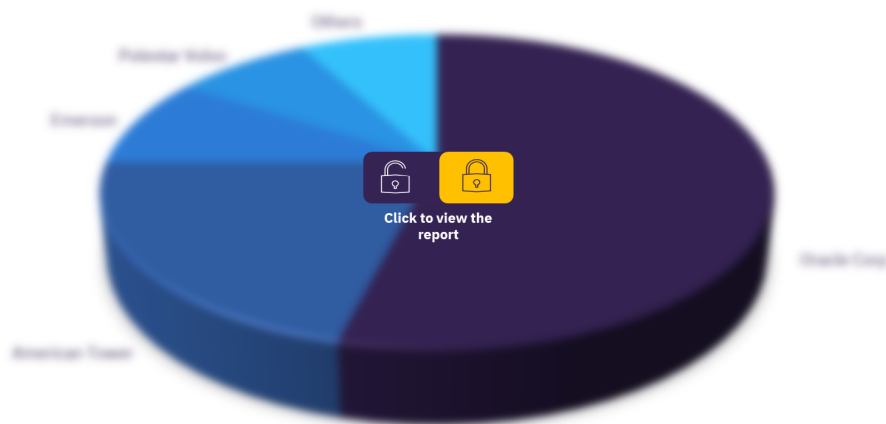
<https://www.globaldata.com/store/talk-to-us?report=1959023>

For more regional insights, [download a free report sample \(https://www.globaldata.com/store/talk-to-us?report=1959023\)](https://www.globaldata.com/store/talk-to-us?report=1959023)

Which are the companies mentioned in the report?

Some of the companies mentioned in the report are American Airlines, Virgin Atlantic, Frontier Airlines, IGY Marinas, Delta Airlines, AZOVA, and Royal Caribbean.

Caribbean tourism destination market, by companies



<https://www.globaldata.com/store/talk-to-us?report=1959023>) To know more about key players, [download a free report sample \(https://www.globaldata.com/store/talk-to-us?report=1959023\)](https://www.globaldata.com/store/talk-to-us?report=1959023)

Market report scope

Revenue per passenger (Year – 2020)	>\$135
Growth rate (CAGR)	>6%
Base year for estimation	2020
Forecast period	2021-2024
Key categories	Leisure, visit to friends/relatives (VFR), other personal, and business
Key destination countries	The Dominican Republic, Puerto Rico, Jamaica, Cuba, Bahamas, Guadeloupe, Barbados, St. Lucia, Haiti, Trinidad & Tobago, Antigua & Barbuda, Grenada, St. Kitts, and Dominica.
Key source markets	The US, France, Canada, the UK, and Guadeloupe

Scope

This report is part of GlobalData’s Destination Market Insights Series. These reports provide an in-depth analysis of a tourist destination and its key source markets, as well as an assessment of the trends and issues in the covered destination market, in this case, the Caribbean.

Reasons to Buy

- Obtain a clear and detailed insight into new developments in a highly popular tourist destination.
- Use data and analysis to explore future trends related to international arrivals, airlines, niche tourism, and hotel developments.
- Gain a strong understanding of the opportunities in the market, as well as the risks, to support better business decisions.

Testimonial

“The GlobalData platform is our go-to tool for intelligence services. GlobalData provides an easy way to access comprehensive intelligence data around multiple sectors, which essentially makes it a one-for-all intelligence platform, for tendering and approaching customers. GlobalData is very customer orientated, with a high degree of personalised services, which benefits everyday use. The highly detailed project intelligence and forecast reports can be utilised across multiple departments and workflow scopes, from operational to strategic level, and often support strategic decisions. GlobalData Analytics and visualisation solutions has contributed positively when preparing management presentations and strategic papers.”

Business Intelligence & Marketing Manager, SAL Heavy Lift

“COVID-19 has caused significant interference to our business and the COVID-19 intelligence from GlobalData has helped us reach better decisions around strategy. These two highlights have helped enormously to understand the projections into the future concerning our business units, we also utilise the project database to source new projects for Liebherr-Werk to use as an additional source to pitch for new business.”

Market Analyst & Management, Liebherr-Werk

Your daily news has saved me a lot of time and keeps me up-to-date with what is happening in the market, I like that you almost always have a link to the source origin. We also use your market data in our Strategic Business Process to support our business decisions. By having everything in one place on the Intelligence Center it has saved me a lot of time versus looking on different sources, the alert function also helps with this.

Head of Key Accounts, Saab AB

Having used several other market research companies, I find that GlobalData manages to provide that ‘difficult-to-get’ market data that others can’t, as well as very diverse and complete consumer surveys.

Marketing Intelligence Manager, Portugal Foods

Looking to stay on top of industry & market trends?

Sign up to receive regular alerts for our latest analysis and reports. No matter your industry focus, you can keep your finger on the pulse with our timely updates.

[Subscribe](#)

Related reports

[View more Consumer reports > \(https://www.globaldata.com/store/industry/consumer-market\)](https://www.globaldata.com/store/industry/consumer-market)


Consumer 

New




Gulf Cooperation Council Destination Tourism Insight Report including International Arrivals,...
 (<https://www.globaldata.com/store/report/gulf-cooperation-council-tourism-destination-market-analysis/>)

\$1,495 | October 2022


Consumer 

New




Top M&A Deals Thematic Bundle - Report Bundle (9 Reports)
 (<https://www.globaldata.com/store/report/top-m-and-a-deals-thematic-bundle/>)

\$2,950 | October 2022

Consumer 

New



Trends in Tourism - Report Bundle (5 Reports)
 (<https://www.globaldata.com/store/report/trends-in-tourism-bundle/>)

\$2,950 | October 2022

[Hot Topics \(https://hot-topics.globaldata.com/\)](https://hot-topics.globaldata.com/)

[↑ Top of page](#)

[Terms & Conditions \(https://www.globaldata.com/terms-conditions/\)](https://www.globaldata.com/terms-conditions/)

[Privacy Policy \(https://www.globaldata.com/privacy-policy/\)](https://www.globaldata.com/privacy-policy/)

[Contact \(https://www.globaldata.com/contact-us/\)](https://www.globaldata.com/contact-us/)

[Sitemap \(https://www.globaldata.com/sitemap/\)](https://www.globaldata.com/sitemap/)

[Modern Slavery Statement \(https://www.globaldata.com/wp-content/uploads/2021/03/FY2122-Modern-Slavery-FINAL.pdf\)](https://www.globaldata.com/wp-content/uploads/2021/03/FY2122-Modern-Slavery-FINAL.pdf)

© GlobalData Plc 2022 | Registered Office: John Carpenter House, John Carpenter Street, London, EC4Y 0AN, UK | Registered in England No. 03925319