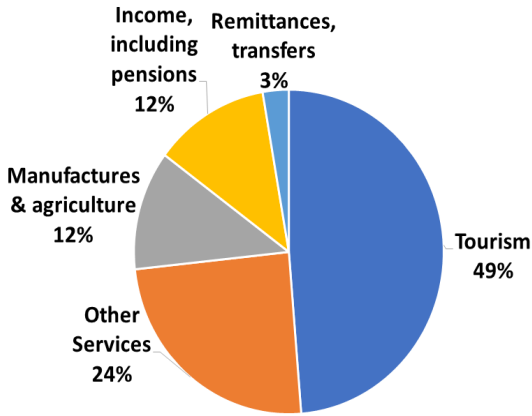


Barbados is a Highly Competitive Tourism Destination

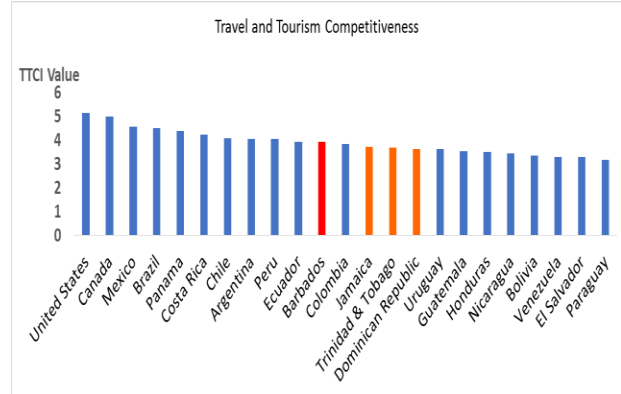
Tourism is our business...
Figure 1. Barbados' Foreign Exchange Inflows



Source: Central Bank of Barbados

Foreign exchange is the fuel of the Barbados economy. Tourism is the largest FX earner, with 49%. Other services account for 24%; manufactures and agricultural goods 12%; investment income and pensions 12% and remittances 3%.

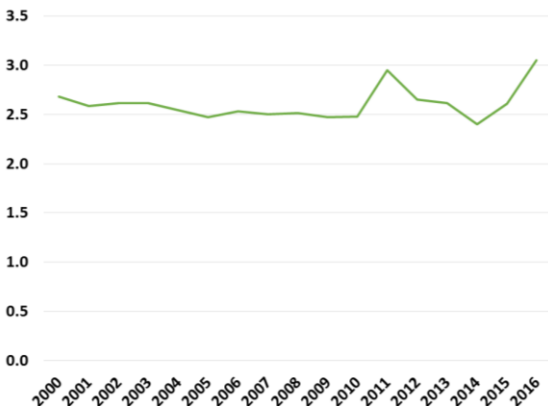
We are highly competitive
Figure 3. Barbados Tourism Ranking in the Americas



Source: World Economic Forum, Travel and Tourism Competitiveness Report 2017

Barbados is ranked Number One in the Caribbean, in the World Economic Forum's *Travel and Tourism Competitiveness Report*

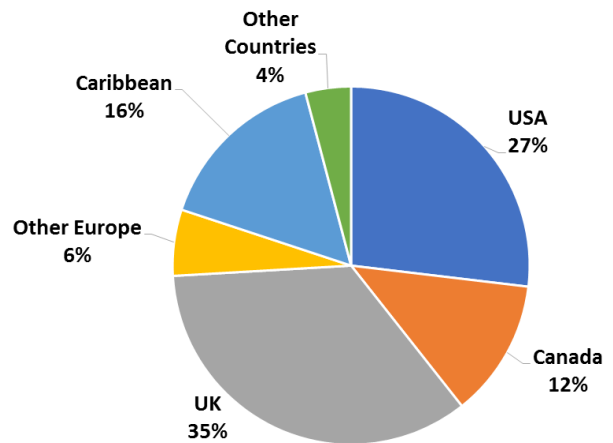
Barbados has recovered its Market Share
Figure 2. Barbados Arrivals and Caribbean Market Share



Source: Caribbean Tourism Organization

Barbados' share of Caribbean tourist arrivals, which held steady since 2000, slipped in the wake of the 2008 recession, but has recovered in the past two years.

Our eggs are not all in one basket
Figure 4. Tourist Arrivals by Source Market



Source: Central Bank of Barbados

The UK accounts for one third of tourists coming to Barbados, but the US accounts for a quarter of the total, Caribbean countries for 20%, and Canada for 16%.