

CAYMAN ISLANDS
DEPARTMENT OF TOURISM

9 MONTH DESTINATION SNAPSHOT

JANUARY – SEPTEMBER 2024



OURCAYMAN.KY

CAYMAN ISLANDS VISITATION

STAY-OVER VISITATION



STAY-OVER VISITORS

330,514

YOY % DIFFERENCE: **2.3%**



6.0 NIGHTS

AVERAGE LENGTH OF STAY

SAME AS 2023



44

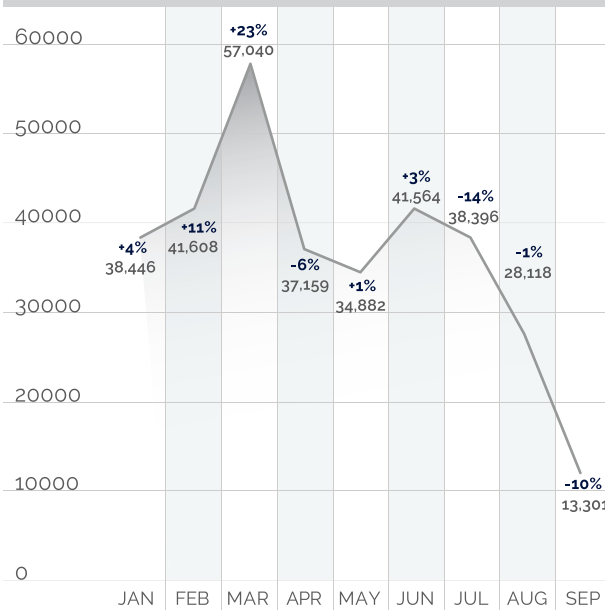
MEDIAN AGE

42

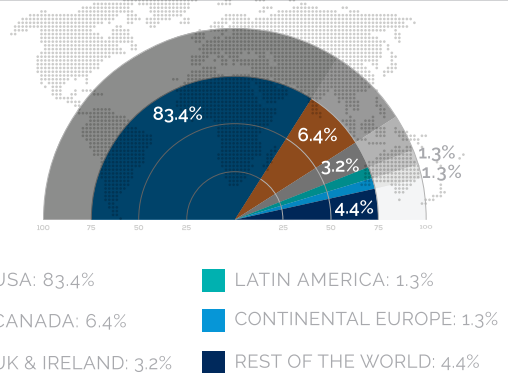
AVERAGE AGE

SAME AS 2023

STAY-OVER ARRIVALS BY MONTH (2024 vs 2023)



SHARE OF STAY-OVER VISITATION BY REGION



TOP STATES

- TEXAS – 12% **+0.1 pp**
- NEW YORK – 11% **+0.4 pp**
- FLORIDA – 9% **-0.6 pp**
- NEW JERSEY – 6% **+0.4 pp**
- CALIFORNIA – 4% **-0.2 pp**



57%

FIRST TIME VISITORS

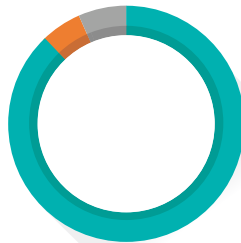
3.40 PERCENTAGE GROWTH FROM 2023



43%

REPEAT VISITORS

1.00 PERCENTAGE GROWTH FROM 2023



REASONS FOR VISIT – 2024 VS 2023

- LEISURE – 87.6%
- BUSINESS – 5.8%
- VISITING RELATIVES – 6.6%

pp - percentage point change (2024 vs 2023)

INBOUND CAPACITY FROM US, CANADA AND UK (JAN-SEP)

Source: IATA

585,697 INBOUND SEATS ON **3,522** FLIGHTS

+11.1% INCREASE IN SEATS ON 397 MORE FLIGHTS



HOTEL AVERAGE DAILY RATE (JAN-SEP)

11.2% HIGHER THAN 2023

Source: STR, Inc



CRUISE VISITATION

792,880 CRUISE VISITORS

YOY % DIFFERENCE: -15.4%

Source: Port Authority of the Cayman Islands

SHIP CALLS 245

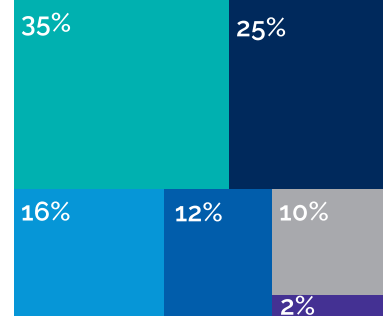
52 FEWER
THAN 2023

CRUISE PASSENGER ARRIVALS BY CRUISE CORPORATION

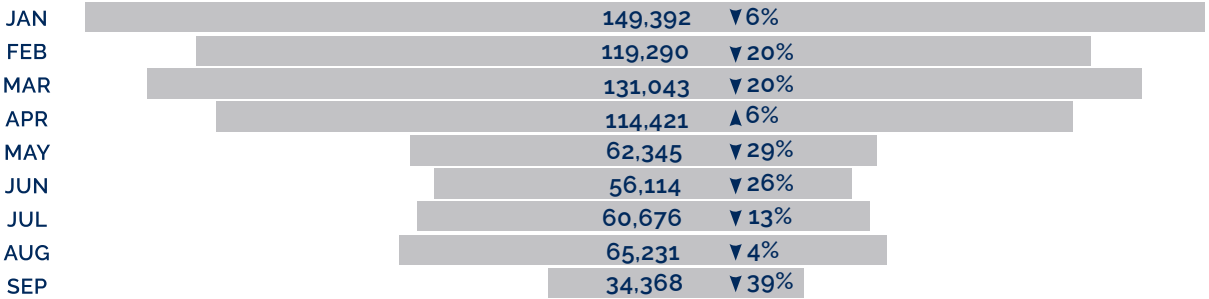
- CARNIVAL CORPORATION
- ROYAL CARIBBEAN
- MSC CRUISES
- DISNEY CRUISE LINE
- NORWEGIAN CRUISE LINE
- OTHER

YOY %
CHANGE

SHARE OF PASSENGER ARRIVALS



CRUISE PASSENGER ARRIVALS BY MONTH (2024 vs 2023)



ACCOMMODATION STATISTICS

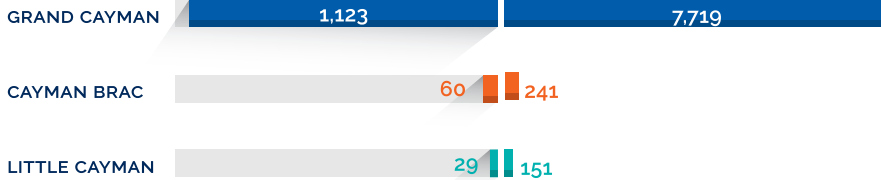


NUMBER OF ESTABLISHMENTS

TOTAL ROOM SUPPLY

% OF INVENTORY

BY ISLANDS



95%

3%

2%

OF BEDROOMS

8,111



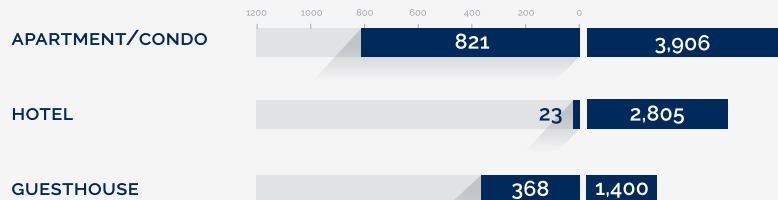
OF BEDS

11,402

BED CAPACITY

23,031

BY CATEGORY



48%

35%

17%

TOTAL BEDROOM SUPPLY

1180

8,111

VISITS:

The Cayman Islands welcomed **330,514 stay-over visitors**, the third highest for this period in recorded history, **up 2.3% from 2023**.

- **March 2024 peaked at 57,040 visitors**; the second-highest monthly total ever recorded.
- Hurricane Beryl disrupted tourism in early July 2024, causing flight cancellations during a typically busy period.
- Visitor profile:
 - Average stay: 6 nights
 - **First-time visits up 3.4%, repeat visits up 1.0%**
 - 45% aged 36-60; average age 42 years



PURPOSE OF VISIT:

- **Leisure** was the primary reason for **87.6% of visits**.
- **Visiting relatives** accounted for **6.6%** of total visitation.
- **Business travel** represented **5.8%** of visits.



GEOGRAPHY:

- The **top three countries** for visitation were the **United States (275,623)**, **Canada (21,066)**, and the **United Kingdom (9,533)**.
- **US visitation grew 2.0% YoY** and **Canadian visitors increased 2.6% YoY**. European markets showed resilience, with **Continental Europe up 13.0% YoY** and **UK & Ireland up 3.0%**.
- **Summer visitation from Canada was the highest in recorded history**.



CRUISE:

- **Cruise passengers (792,880)** remain significantly **behind pre-pandemic levels, down 40.5%** versus 2019 and **-15.4% YoY**, indicating persistent challenges in this sector.



AVIATION:

- **Inbound air seat capacity from the United States, Canada and the United Kingdom increased 11% year-to-date to 585,697 seats**, with **397 more flights** than the previous year, supporting stayover tourism.
- **Ten airlines** served these markets with flights **from 21 airports**.



ACCOMMODATION:

- As of 30 September 2024, **total bedroom stock** stood at **8,111**, this is **487 more rooms than 30 September 2023**.
- **Apartments/Condos and Hotels accounting for 48% and 35%**, respectively.

