

2022 Destination Performance

Stay-over Visitation, 2022





2022 TARGET
APPROXIMATELY
200,000
Persons

40% OF 2019 TOURISM
ACCOMMODATION
REVENUE

Top Source Markets



USA

78%
Share



CANADA

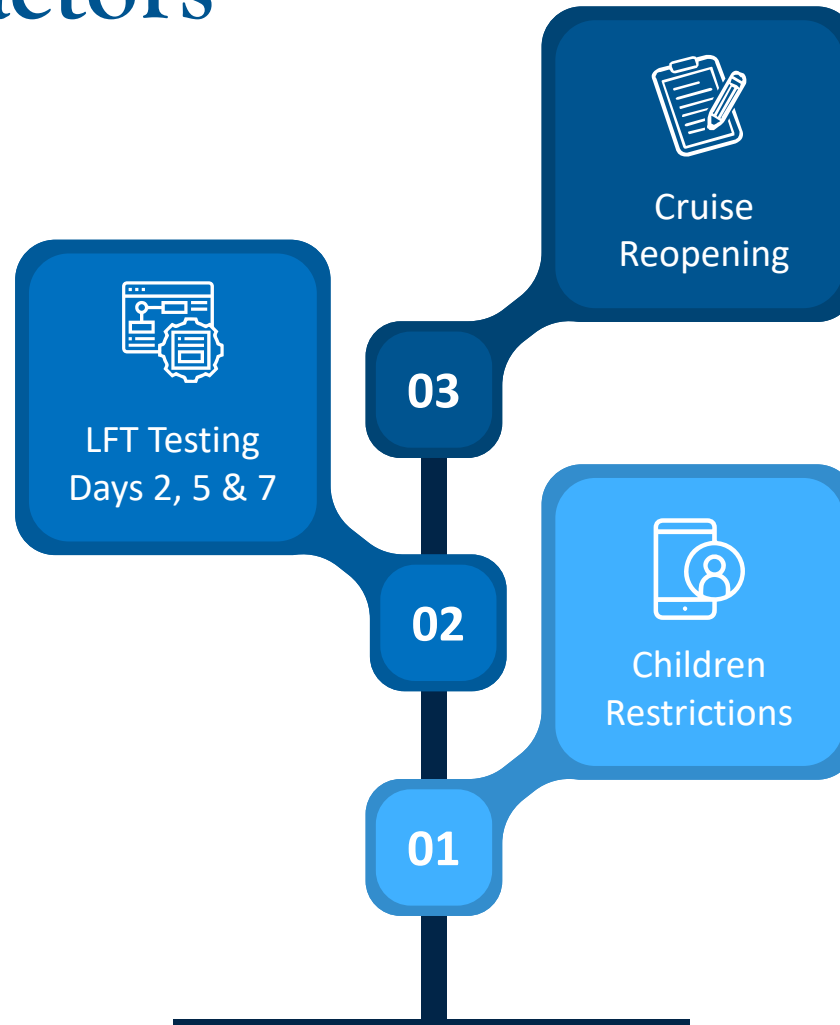
9%
Share



UK

6%
Share

Important Factors



Highlights

▶ Longer Stay

Average length of stay increased from **6.0 to 6.5 nights**.

▶ First Time Visitors

January and March 2022, **45% of air arrivals were first time visitors**, compared to **56%** in 2019.



▶ Age

Average age increased from **42.4 years to 43.8 years**.

▶ Average Daily Rate

Room rates are quickly returning to pre-pandemic levels

Direct Economic Impact



Accommodation Taxes and Fees

KYD 3.8 Million

January – March 2022

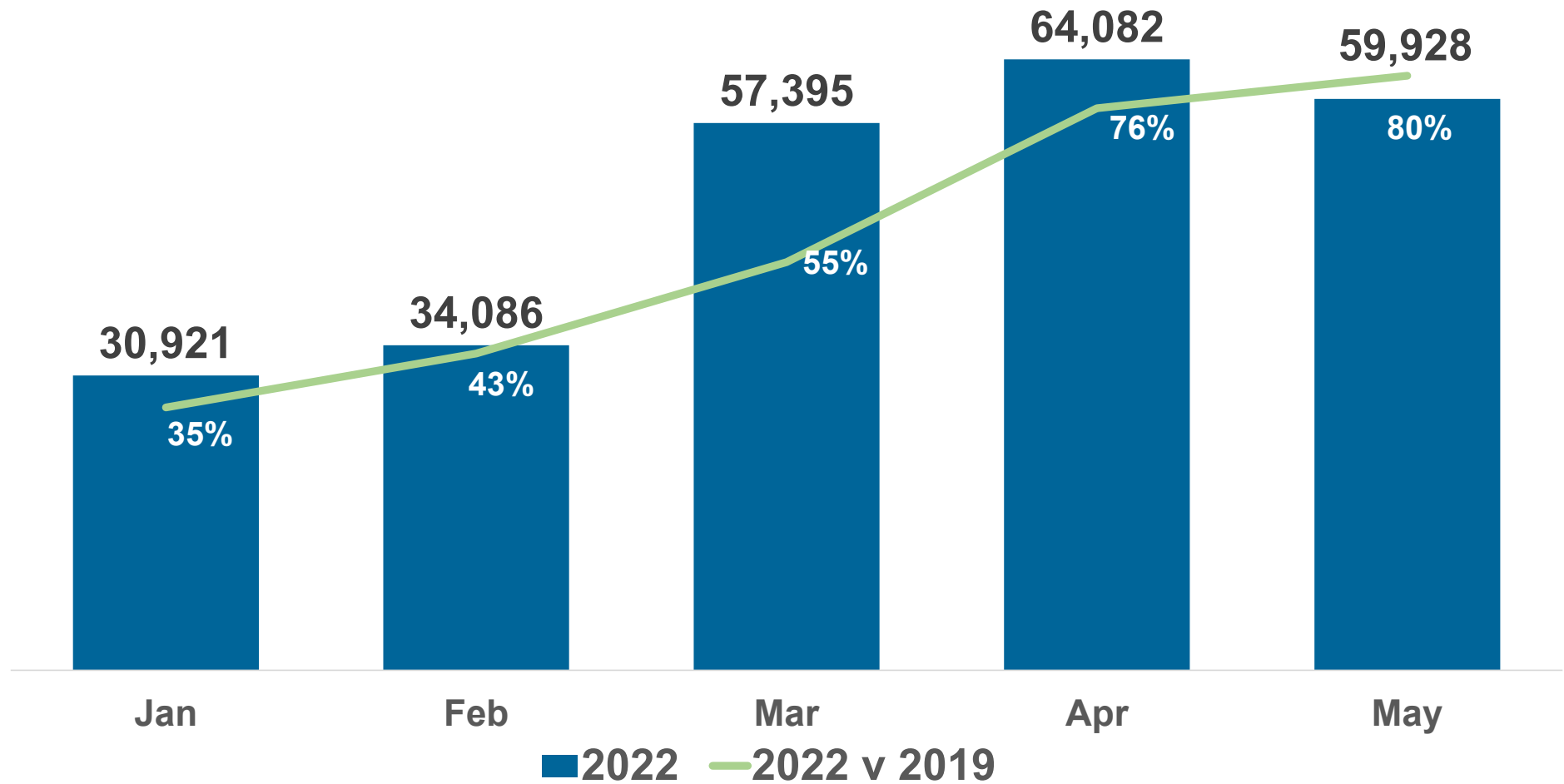


Projected Stay-over Visitor Expenditure

USD 381 Million

January – December 2022

Airlift



Room Stock

TOTAL ROOM STOCK - **7,112** BEDROOMS



Grand Cayman
6,678 Bedrooms



Little Cayman
167 Bedrooms



Cayman Brac
267 Bedrooms

Property Count

Hotels	23
Apartments	573
Guesthouses	308

Summer Promotions



CAYMAN ISLANDS
GRAND CAYMAN | CAYMAN BRAC | LITTLE CAYMAN

Cruise Tourism

01

The sector has been performing well since the reintroduction of cruise calls.

02

Between March and April 2022, there have been 26 cruise calls carrying 61,025 passengers.

03

Health and safety protocols are working well.

04

Local businesses getting back on track.

05

Cruise tourism strategy.



Partnership Agreement

Caribbean Tourism Organization & IATA Aviation Conference

September 12-15, 2022



CTO Events Overview

- The Caribbean Tourism Organization (CTO) is partnering with the Cayman Islands to host the first major in-person event programme of the organization for 2022 from September 12 to 15.
- The programme includes the following:
 1. *CTO Board of Directors Meeting*
 2. *CTO Council of Ministers Meeting*
 3. *The Election of the Chairman of the Council of Ministers*
 4. *IATA Caribbean Aviation Day*
 5. *Caribbean Youth Congress*

“There is reason to be optimistic, the stakes are high, and we have a lot to accomplish during this recovery phase.”

“Our job is to bring them here, give them an unforgettable experience, and convert them to Cayman Islands loyalists who continue to return year after year.”

Personal Goal

Ensure our tourism product is:

Inclusive and accessible to Caymanians

Contributes more to the economy

Preserves natural and cultural heritage.



Thank you for your
partnership and
support