

# Travel and Tourism in Barbados

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## Abstracts

In 2008, the new Minister of Tourism, Richard Sealy, discussed the possible restructuring of the Barbados Tourism Authority (BTA) in order to improve its efficiency and boost tourism in the country. Five years later in 2013, he has announced that the restructuring has been approved by the Cabinet of Barbados. The restructuring plan will divide the BTA into two separate institutions, one of which will focus on marketing while the other will concentrate on strategic development. The marketing...

Euromonitor International's Travel and Tourism in Barbados report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2008-2012, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2017 illustrate how the market is set to change.

**Product coverage:** Car Rental, Demand Factors, Health and Wellness Tourism, Tourism Flows Domestic, Tourism Flows Inbound, Tourism Flows Outbound, Tourism Receipts and Expenditure, Tourist Attractions, Transportation, Travel Accommodation, Travel Retail.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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