

Barbados

Destination One-Pager

The Caribbean's most complete small market: platinum-coast luxury on the west, surf and authenticity on the east, and a culinary capital in between.

503K

stayover arrivals Jan-Aug 2025 (+5.4%) — the US overtook the UK as market № 1 for the first time

TOP SOURCE MARKETS

United States		179,753
Caribbean (regional)		70,984
United Kingdom		#2 market (historic № 1)

Source: Barbados Tourism Marketing Inc. (BTMI) — <https://www.tourism.gov.bb/>

Full destination coverage: <https://travelintelligenceoffice.com/barbados/>

