

## Travel and Tourism - Belize - May 2015

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“Belize’s reputation as an undiscovered gem in the Caribbean Sea is gradually reaching an increasing number of visitors drawn in by spectacular, ancient Maya ruins, fantastic coral reefs that rival the Great Barrier Reef in Australia and picture-postcard beaches with sparkling turquoise waters.”

- Jessica Kelly, Senior Tourism Analyst

### This report looks at the following areas:

- What is the current state of tourism in Belize?
- Which are the main source countries for inbound travel to Belize and how long do they stay?
- What is the situation for the cruise industry in Belize?
- How do land-based visitors enter Belize and where do they stay?
- What does the future of tourism look like in Belize?

As the only English-speaking country in Latin America, Belize has a strong core of inbound tourists from English-speaking nations, notably the US and the UK, who are drawn to this relatively little-visited country on the Caribbean Sea.

Currently, there is a considerable challenge facing Belize tourism, as the country is well known as a destination with a strong ecotourism product. Consequently it attracts relatively low numbers of high-spending ecotourists who come to enjoy the pristine jungles and mountains, beautiful beaches and spectacular Mayan remains.

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