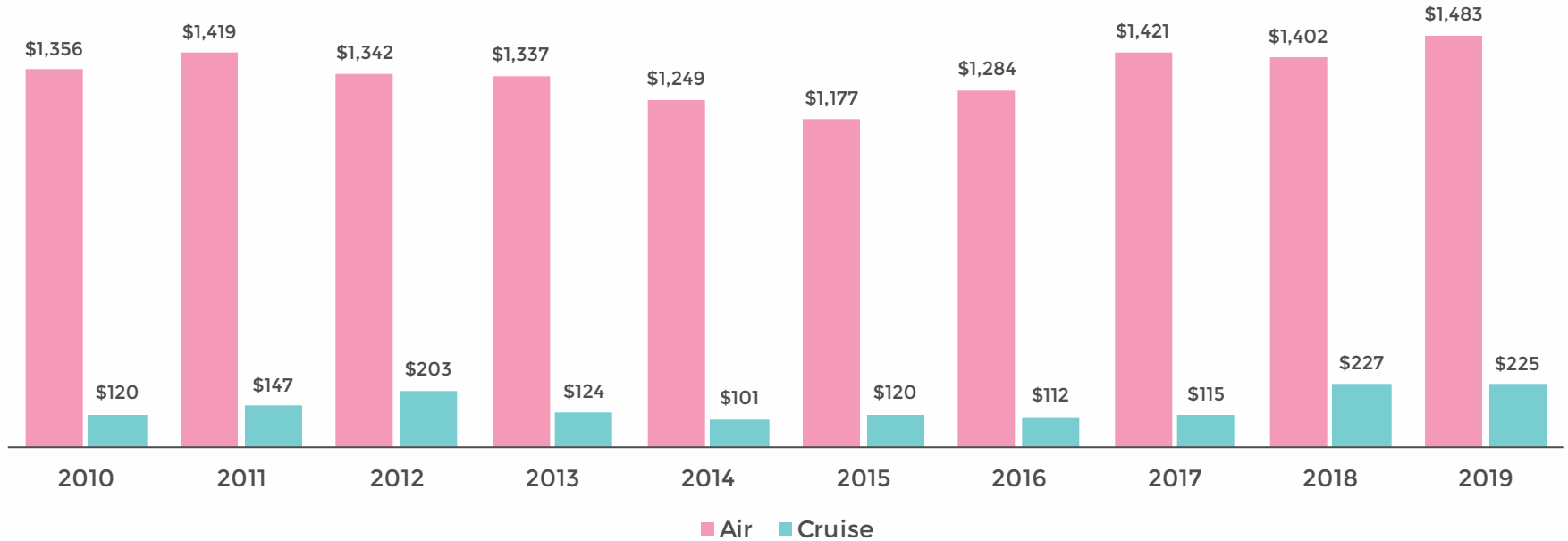


Historical Tourism Data

UPDATED: MAY 2020

BERMUDA

Average Estimated Spending Per Person



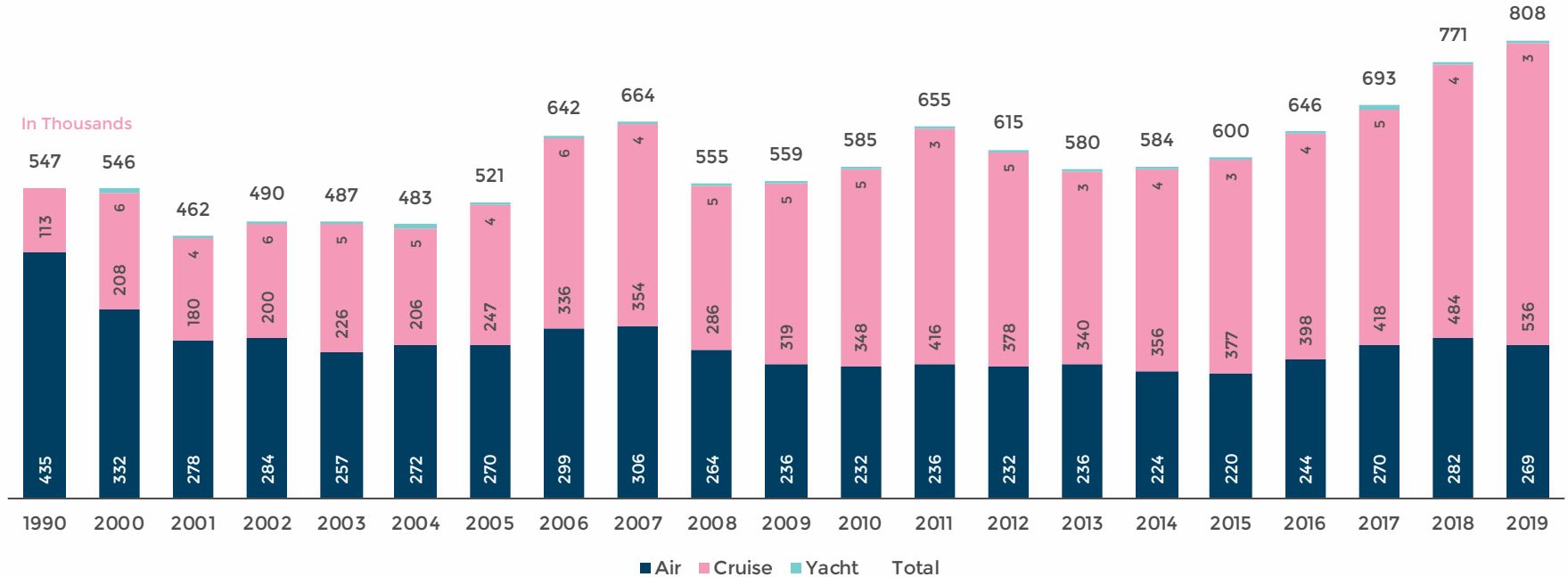
Visitor spending is perhaps the most important metric in the tourism economy. The more visitors spend on-island, the healthier the tourism economy becomes.

Total Estimated Visitor Spending



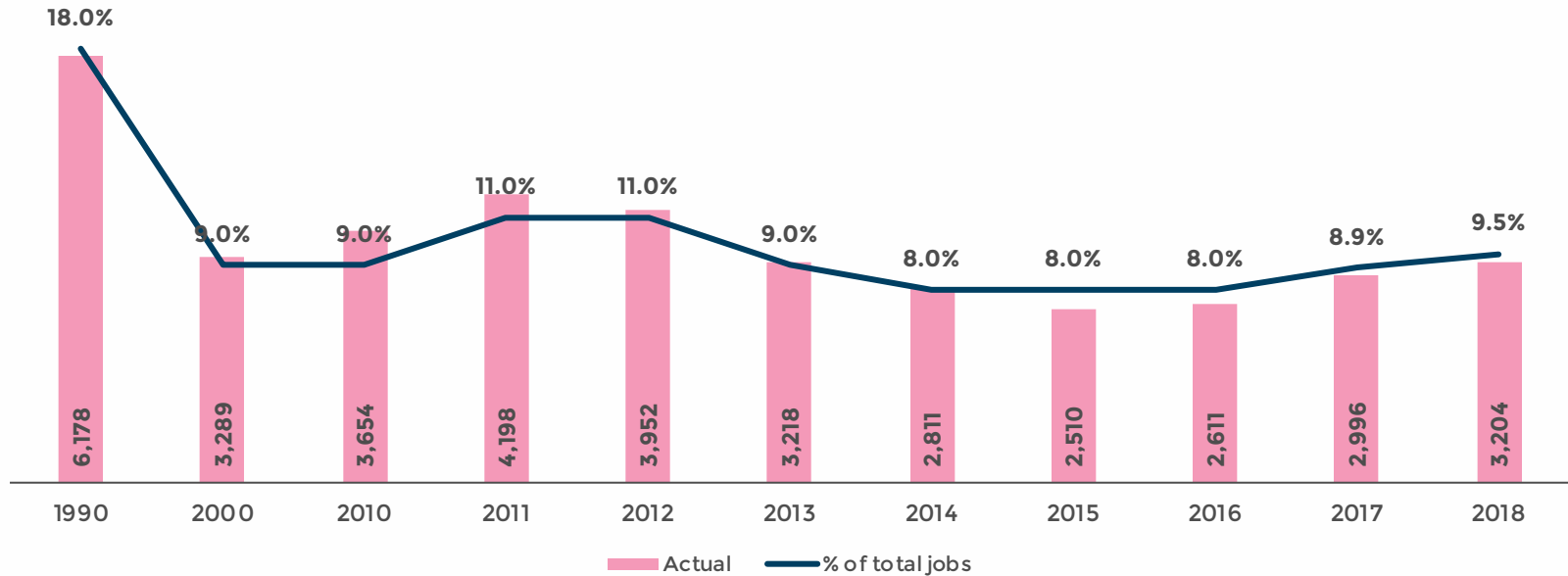
Visitor spending is perhaps the most important metric in the tourism economy. The more visitors spend on-island, the healthier the tourism economy becomes.

Total Visitor Arrivals



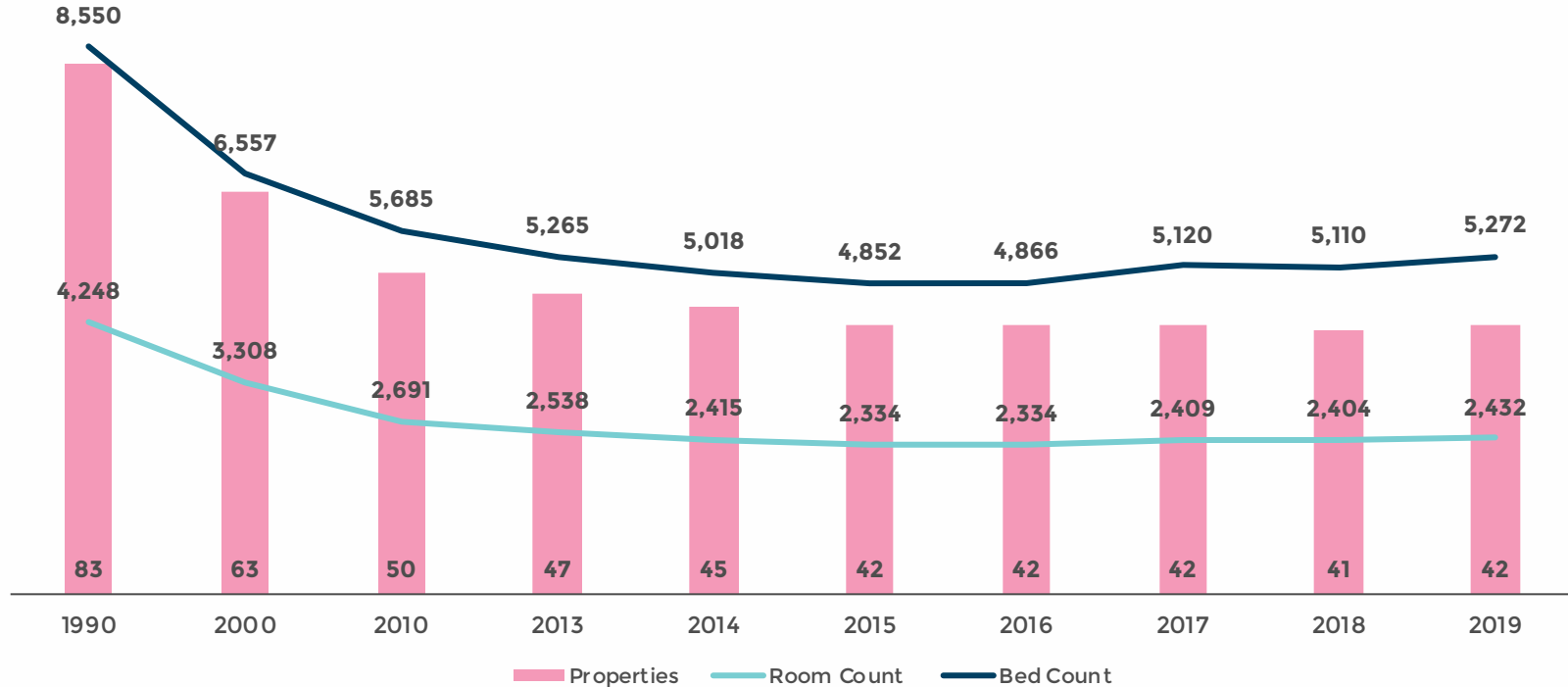
Between 2001 and 2015, there was growth in cruise arrivals and a simultaneous downturn in the number of air arrivals, particularly vacation air arrivals. Without a high volume of air arrivals - the biggest spenders in the tourism economy - the tourism industry suffers. The BTA's strategy is to grow air arrivals, particularly vacation air arrivals, which will improve the health of the industry. Beginning in 2016 a sustained recovery was underway.

Direct Tourism Jobs



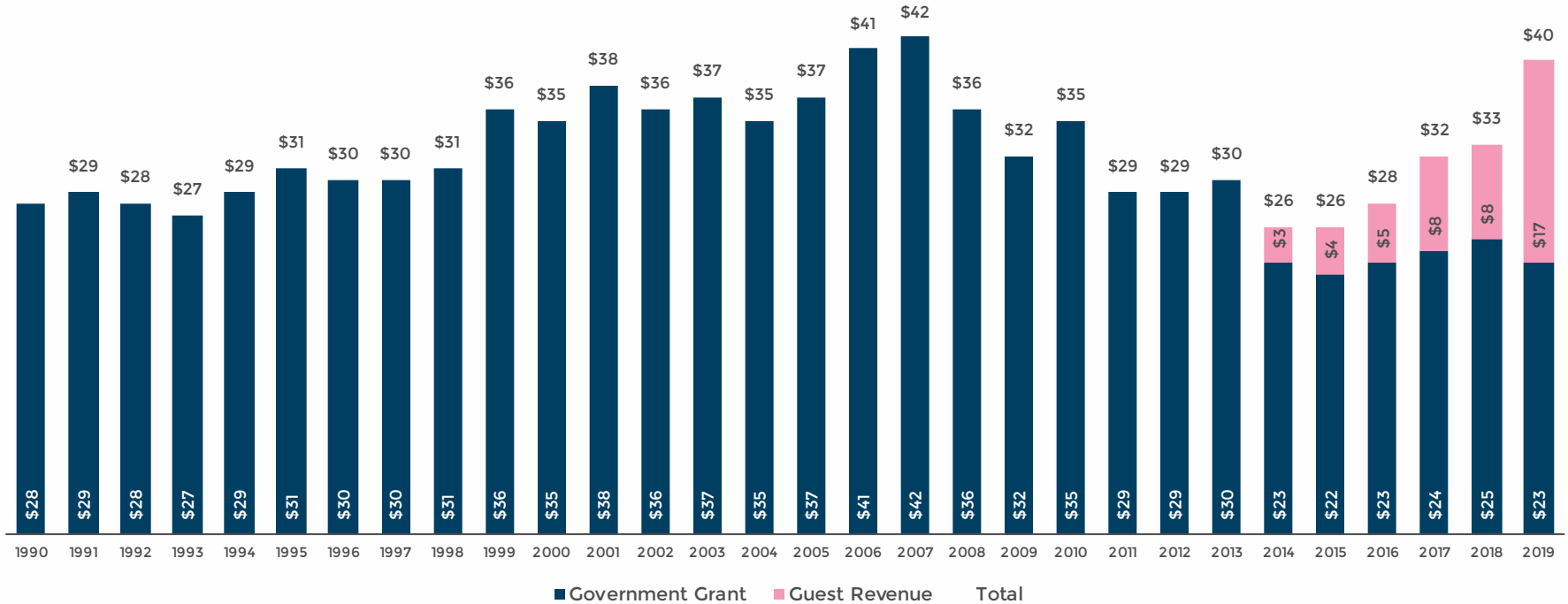
Without a healthy volume of air arrivals, jobs in the tourism economy decline. The BTA is working to grow air arrivals, particularly vacation air arrivals, which will improve the health of the industry. Beginning in 2016 a sustained recovery was underway.

Accommodation Trends



A decline in licensed hotel properties parallels a decline in air arrivals, particularly vacation air arrivals. Hotel development projects currently in the pipeline are expected to raise the island's room count to approximately 2,600.

Tourism Budget



Increasingly the management of the tourism industry is less reliant on the consolidated fund and more on fees collected from visitors.