



Tourism Industry Measures

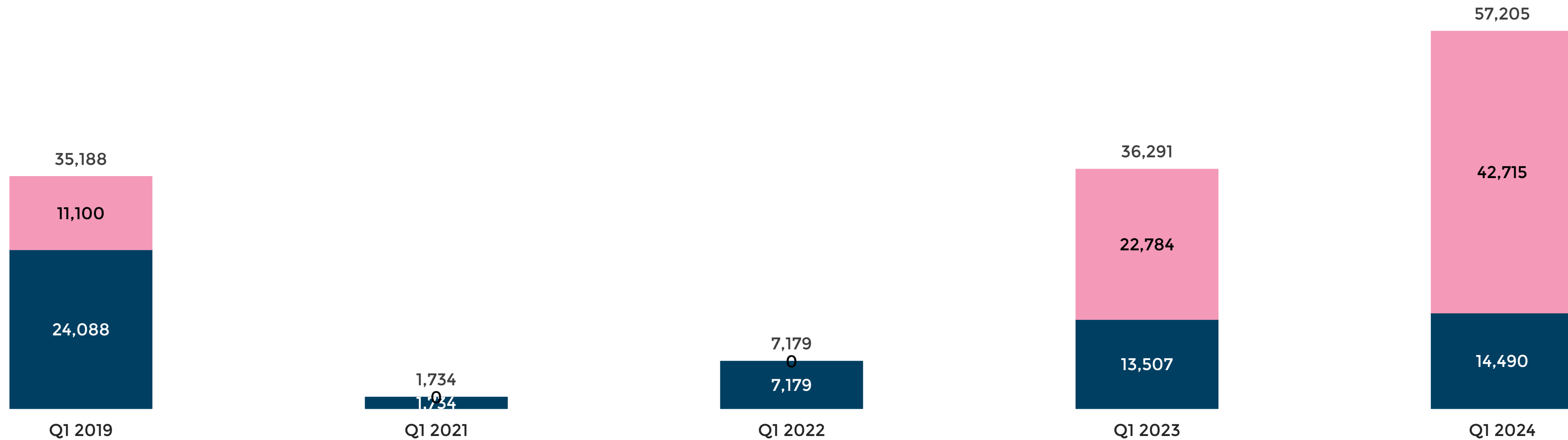
1st Quarter 2024



Total Vacation & Leisure Visitor Arrivals

	Q1 2021	Q1 2022	Q1 2023	24-Jan	24-Feb	24-Mar	Q1 2024	# CHG	% CHG
Air Vacation & Leisure Visitors	1,734	7,179	13,507	2,904	3,627	7,959	14,490	983	7.3%
Cruise Visitors	0	0	22,784	12,964	8,768	20,983	42,715	19,931	87.5%
Total Leisure Visitors	1,734	7,179	36,291	15,868	12,395	28,942	57,205	20,914	57.6%

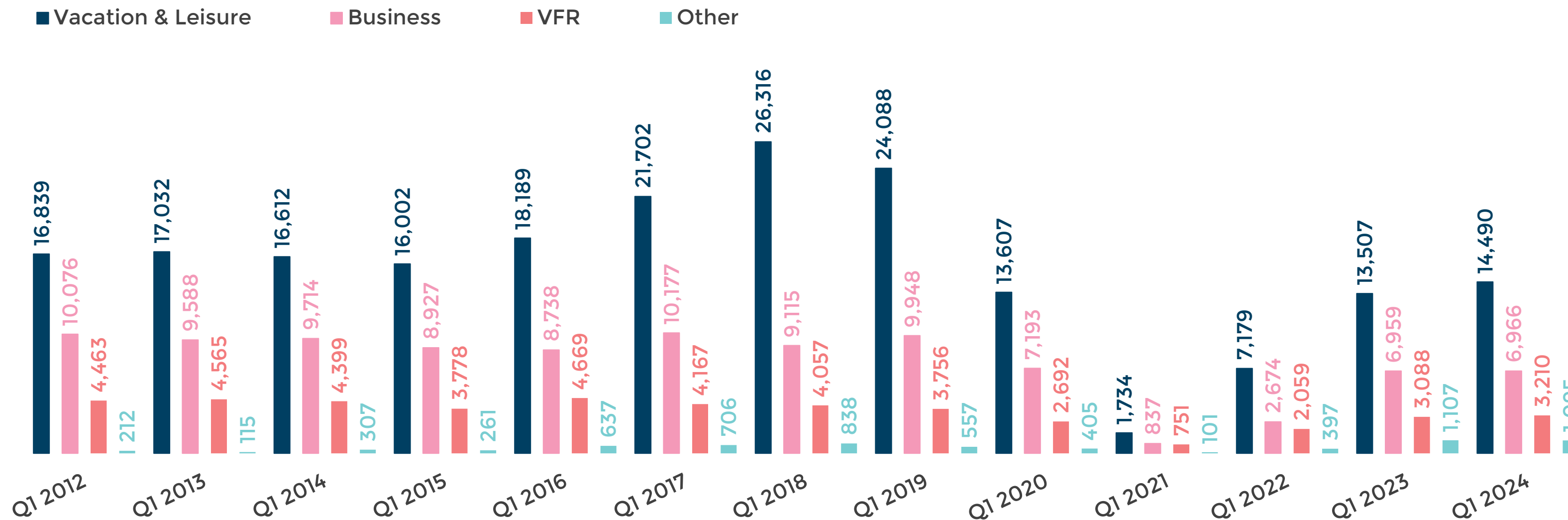
■ Cruise
■ Air Vacation & Leisure



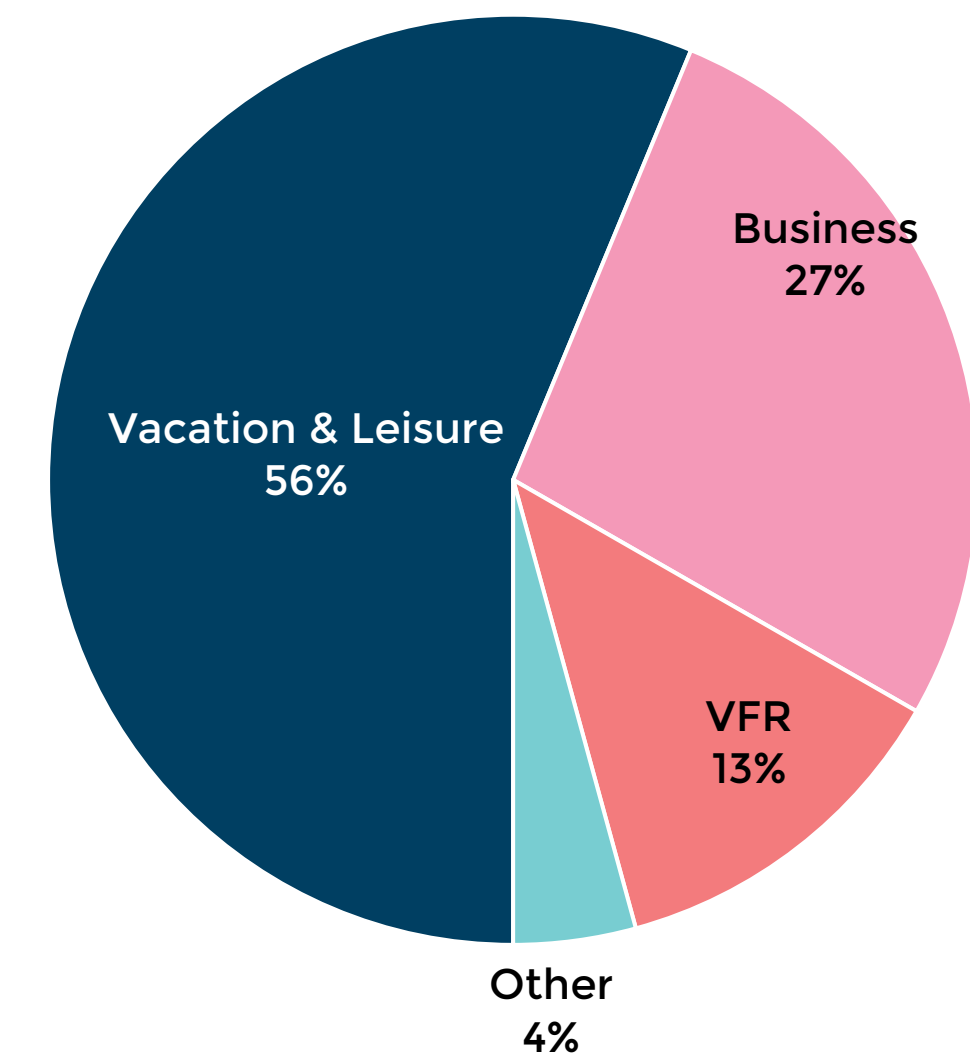


Total Air Visitors Purpose of Visit

	Q1 2021	Q1 2022	Q1 2023	24-Jan	24-Feb	24-Mar	Q1 2024	# CHG	% CHG
Vacation & Leisure	1,734	7,179	13,507	2,904	3,627	7,959	14,490	983	7.3%
Business	837	2,674	6,959	1,828	2,422	2,716	6,966	7	0.1%
Visiting Friends & Relatives	751	2,059	3,088	798	955	1,457	3,210	122	4.0%
Other	101	397	1,107	395	254	446	1,095	-12	-1.1%
TOTAL Air Visitors	3,423	12,309	24,661	5,925	7,258	12,578	25,761	1,100	4.5%



Q1 2024





Total Air Visitors Purpose of Visit Detail

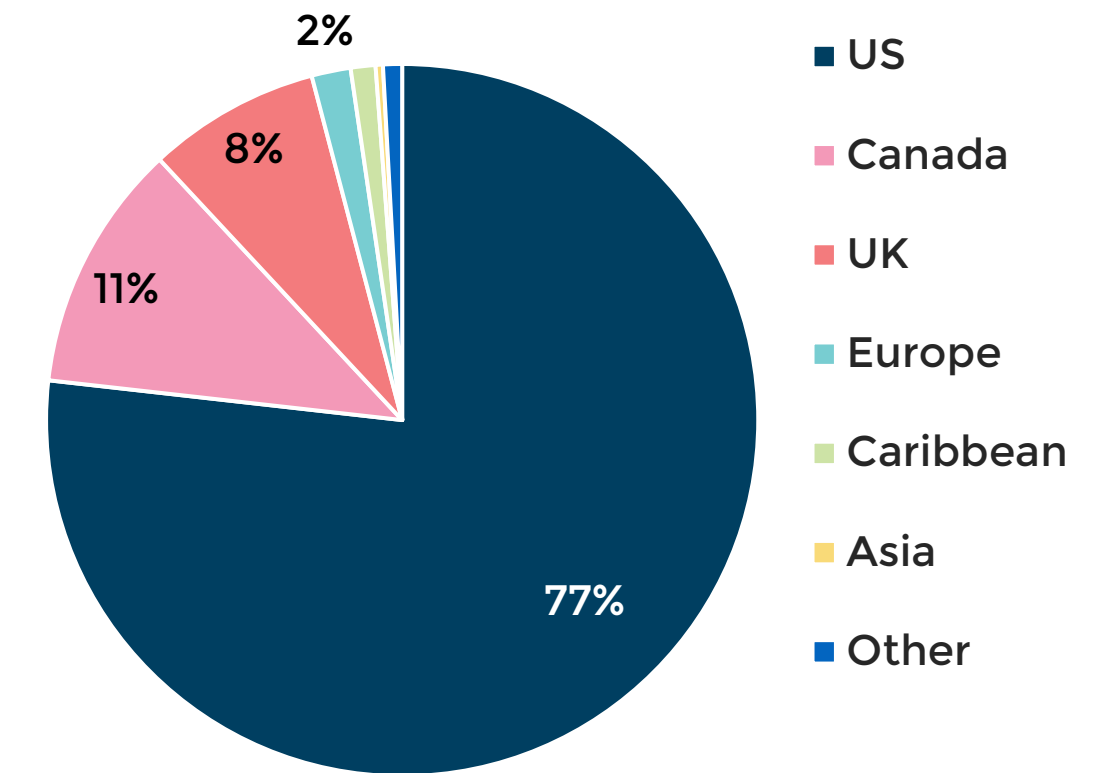
	Q1 2021	Q1 2022	Q1 2023	24-Jan	24-Feb	24-Mar	Q1 2024	# CHG	% CHG
Vacation & Leisure	1,734	7,179	13,507	2,904	3,627	7,959	14,490	983	7.3%
Vacation	1,718	6,750	12,591	2,359	3,549	7,644	13,552	961	7.6%
Destination Wedding*	9	173	179	122	14	54	190	11	6.1%
Concert/Festival/Carnival	0	54	29	30	10	6	46	17	58.6%
Sporting Events	7	202	708	393	54	255	702	-6	-0.8%
Business	837	2,674	6,959	1,828	2,422	2,716	6,966	7	0.1%
Business	777	2,295	5,608	1,491	1,948	2,218	5,657	49	0.9%
Incentive Groups*	2	7	13	2	2	5	9	-4	-30.8%
Conference/Meeting	58	372	1,338	335	472	493	1,300	-38	-2.8%
Visiting Friends & Relatives	751	2,059	3,088	798	955	1,457	3,210	122	4.0%
Vacation*	334	1,303	2,147	462	602	1,016	2,080	-67	-3.1%
Personal *	417	756	941	336	353	441	1,130	189	20.1%
Other	101	397	1,107	395	254	446	1,095	-12	-1.1%
Study	5	30	148	23	10	96	129	-19	-12.8%
Other	96	367	959	372	244	350	966	7	0.7%
Total Air Visitors	3,423	12,309	24,661	5,925	7,258	12,578	25,761	1,100	4.5%



Air Visitor Arrivals by Country

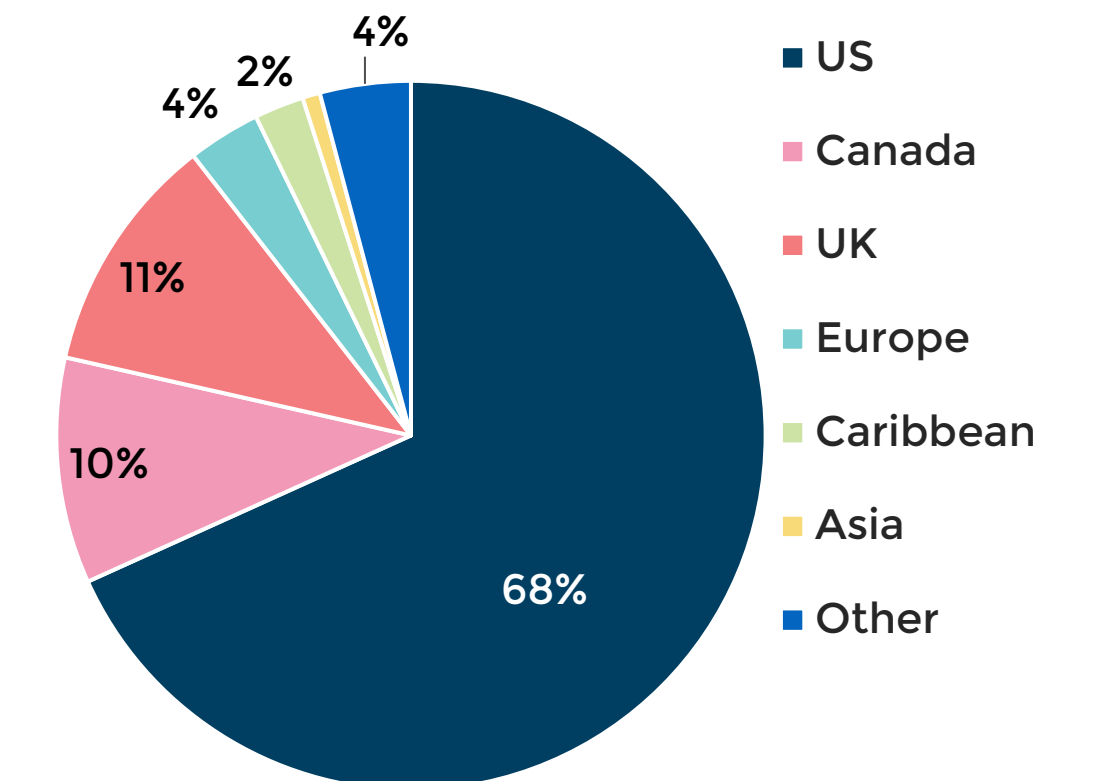
Leisure Air Arrivals	Q1 2021	Q1 2022	Q1 2023	24-Jan	24-Feb	24-Mar	Q1 2024	# CHG	% CHG
US	1,544	5,579	9,320	2,178	2,671	6,277	11,126	1,806	19.4%
Canada	39	603	2,389	340	473	822	1,635	-754	-31.6%
UK	73	724	1,235	214	308	614	1,136	-99	-8.0%
Europe	30	127	248	71	88	98	257	9	3.6%
Caribbean	19	55	107	49	38	76	163	56	52.3%
Asia	9	29	39	12	17	19	48	9	23.1%
Other	20	62	169	40	32	53	125	-44	-26.0%
Total	1,734	7,179	13,507	2,904	3,627	7,959	14,490	983	7.3%

Leisure Q1 2024



Total Air Arrivals	Q1 2021	Q1 2022	Q1 2023	24-Jan	24-Feb	24-Mar	Q1 2024	# CHG	% CHG
US	2,513	8,195	15,269	3,938	4,779	8,863	17,580	2,311	15.1%
Canada	131	1,166	3,663	595	814	1,244	2,653	-1,010	-27.6%
UK	396	1,761	3,041	611	829	1,377	2,817	-224	-7.4%
Europe	156	478	869	228	258	369	855	-14	-1.6%
Caribbean	82	219	475	177	207	199	583	108	22.7%
Asia	26	88	179	54	76	76	206	27	15.1%
Other	119	402	1,165	322	295	450	1,067	-98	-8.4%
Total	3,423	12,309	24,661	5,925	7,258	12,578	25,761	1,100	4.5%

Total Q1 2024





Vacation & Leisure Visitor Air Arrivals



BY CITY OF RESIDENCE

Leisure Air Arrivals City	# of Arrivals Q1 2023	# of Arrivals Q1 2024	# CHG	% CHG	2024 % Share of Total
NEW YORK (501)	3,249	3,626	377	11.6%	32.6%
BOSTON (MANCHESTER) (506)	733	1,725	992	135.3%	15.5%
PHILADELPHIA (504)	452	460	8	1.8%	4.1%
WASHINGTON, DC (HAGRSTWN) (511)	361	431	70	19.4%	3.9%
HARTFORD & NEW HAVEN (533)	247	273	26	10.5%	2.5%
ATLANTA (524)	282	270	-12	-4.3%	2.4%
PROVIDENCE-NEW BEDFORD (521)	134	205	71	53.0%	1.8%
PORTLAND-AUBURN (500)	107	179	72	67.3%	1.6%
RALEIGH-DURHAM (FAYETVLL) (560)	136	168	32	23.5%	1.5%
BALTIMORE (512)	162	166	4	2.5%	1.5%
MIAMI-FT. LAUDERDALE (528)	114	156	42	36.8%	1.4%
CHICAGO (602)	168	151	-17	-10.1%	1.4%
CHARLOTTE (517)	199	151	-48	-24.1%	1.4%
DALLAS-FT. WORTH (623)	109	122	13	11.9%	1.1%
TAMPA-ST. PETE (SARASOTA) (539)	140	109	-31	-22.1%	1.0%
WEST PALM BEACH-FT. PIERCE (548)	63	108	45	71.4%	1.0%
LOS ANGELES (803)	112	106	-6	-5.4%	1.0%



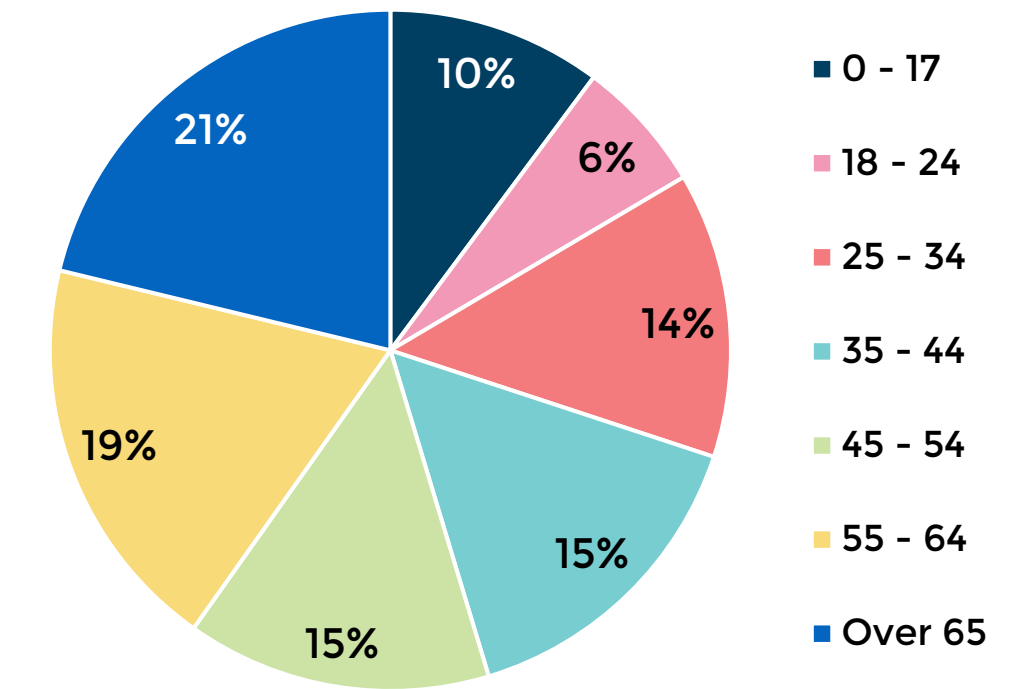
Vacation & Leisure Visitor Air Arrivals



BY AGE & GENDER

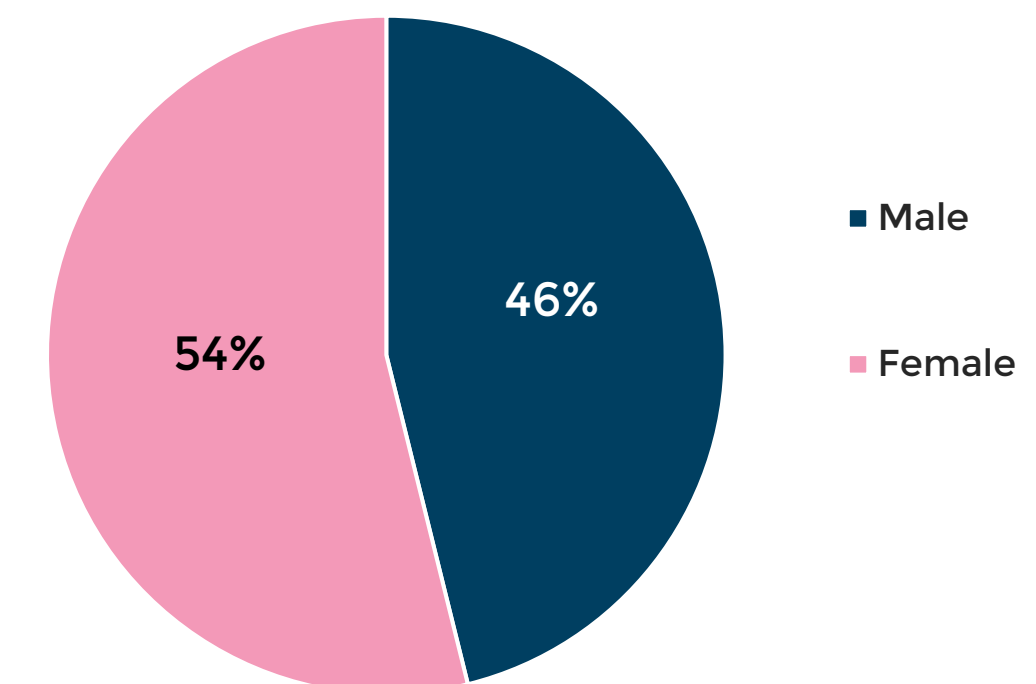
AGE - LEISURE	Q1 2021	Q1 2022	Q1 2023	Q1 2024	# CHG	% CHG
0 - 17	200	562	1,124	1,476	352	31.3%
18 - 24	110	487	944	916	-28	-3.0%
25 - 34	301	1,187	1,818	1,964	146	8.0%
35 - 44	299	1,190	2,085	2,213	128	6.1%
45 - 54	246	1,148	2,214	2,097	-117	-5.3%
55 - 64	355	1,450	2,681	2,749	68	2.5%
Over 65	223	1,155	2,641	3,075	434	16.4%
Total	1,734	7,179	13,507	14,490	983	7.3%

AGE Q1 2024



GENDER - LEISURE	Q1 2021	Q1 2022	Q1 2023	Q1 2024	# CHG	% CHG
Male	827	3,337	6,361	6,685	324	5.1%
Female	907	3,842	7,146	7,805	659	9.2%
Total	1,734	7,179	13,507	14,490	983	7.3%

GENDER Q1 2024





Visitor Air Arrivals



AVERAGE LENGTH OF STAY

Average Length of Stay	Q1 2021	Q1 2022	Q1 2023	Q1 2024	# CHG	% CHG
Leisure Visitors	14.15	6.68	6.27	6.04	-0.23	-3.7%
Business Visitors	21.23	7.69	5.26	4.62	-0.64	-12.2%
Visiting Friends & Relatives	28.13	17.25	13.29	12.09	-1.20	-9.0%
Country of Origin						
US	13.38	6.22	5.11	4.85	-0.26	-5.1%
Canada	41.94	11.91	8.61	9.32	0.71	8.2%
UK	27.38	9.64	8.54	8.37	-0.17	-2.0%
Intended Address						
Hotel or Similar	13.42	6.08	5.14	4.72	-0.42	-8.2%
Rental House/Apt	26.68	12.17	10.47	9.86	-0.61	-5.8%
Friends & Relatives	28.85	16.62	13.92	12.70	-1.22	-8.8%
Total AVG	19.85	9.03	7.22	6.94	-0.28	-3.9%



Air Statistics

1st Quarter 2024

Air Capacity

↑ 30.9% OR 22,599 ADDITIONAL SEATS VS Q1 2023

Seats Sold

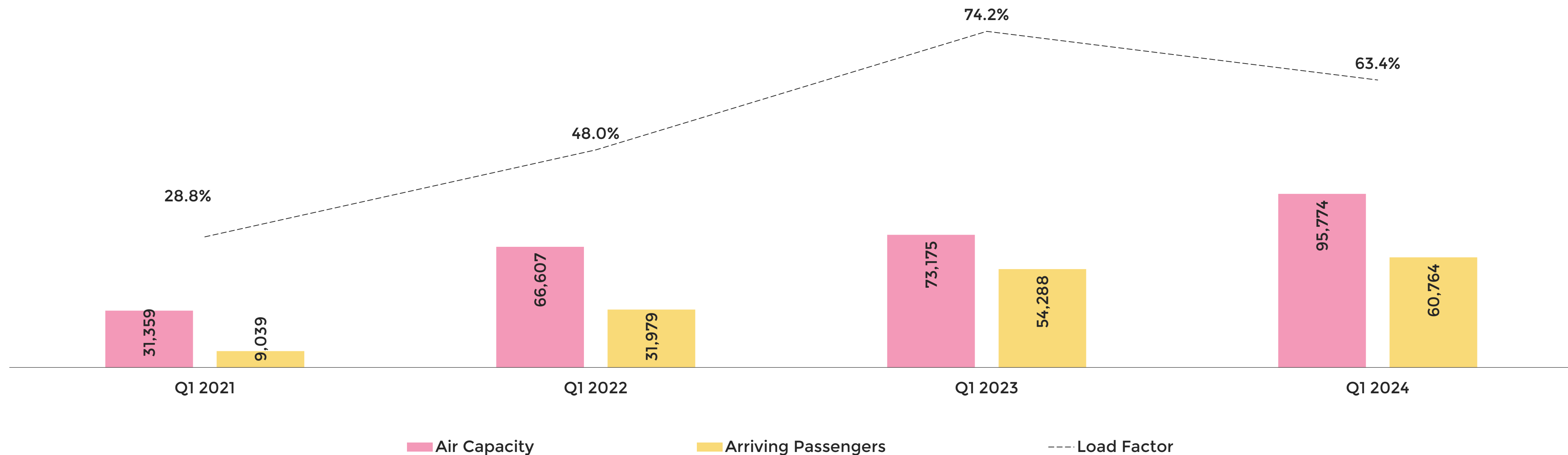
↑ 11.9% OR 6,476 ADDITIONAL SEATS SOLD VS Q1 2023





Air Statistics

Air Figures	Q1 2021	Q1 2022	Q1 2023	24-Jan	24-Feb	24-Mar	Q1 2024	# CHG	% CHG
Air Capacity (Total Seats)	31,359	66,607	73,175	33,173	29,944	32,657	95,774	22,599	30.9%
Arriving Passengers (Seats Sold)	9,039	31,979	54,288	19,472	17,651	23,641	60,764	6,476	11.9%
Air Load Factor (% filled)	28.8%	48.0%	74.2%	58.7%	58.9%	72.4%	63.4%	-10.8%	-14.5%





Air Visitor Statistics

By Accommodation Type

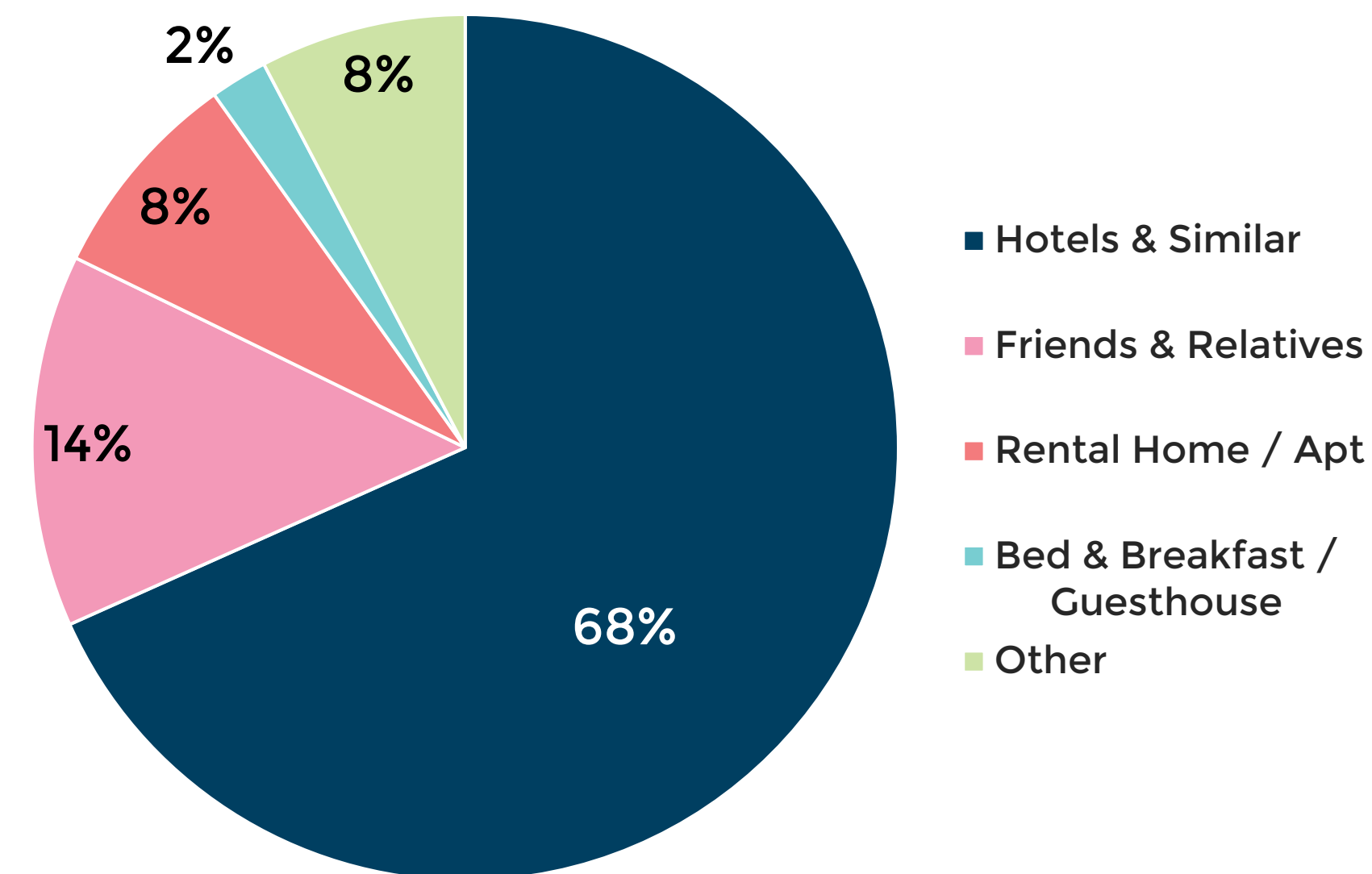
HOTEL OR B & B / GUESTHOUSE → 70%

OTHER → 8% (THIS CATEGORY INCLUDES PRIVATE HOMES, BOATS/YACHTS AND UNSPECIFIED TYPES OF ACCOMMODATIONS)

FRIENDS & RELATIVES → 14%

RENTAL HOME OR APARTMENT PROPERTIES → 8%

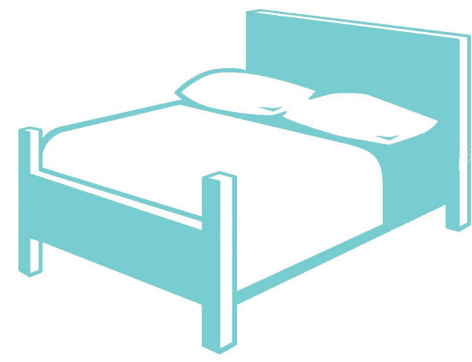
Q1 2024





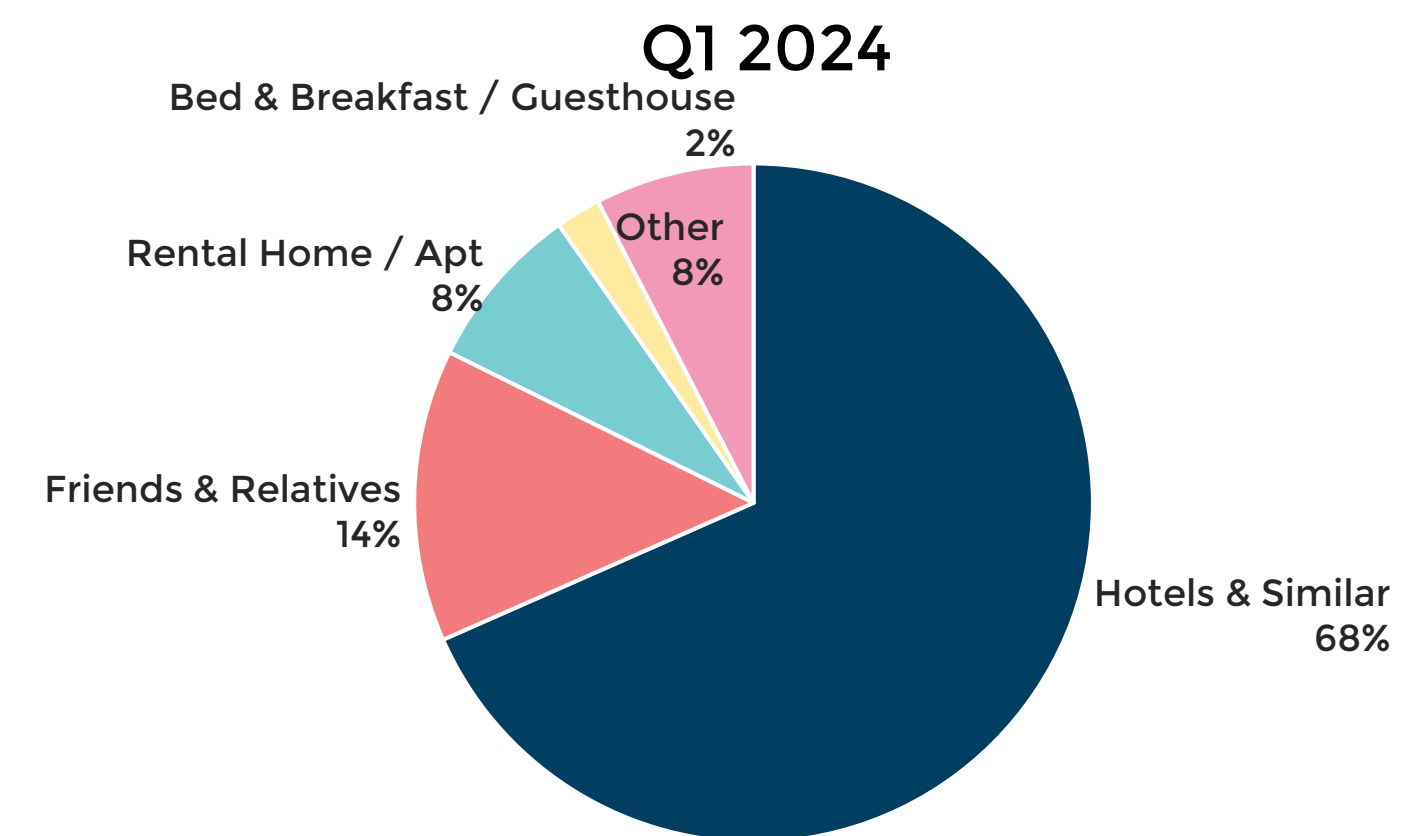
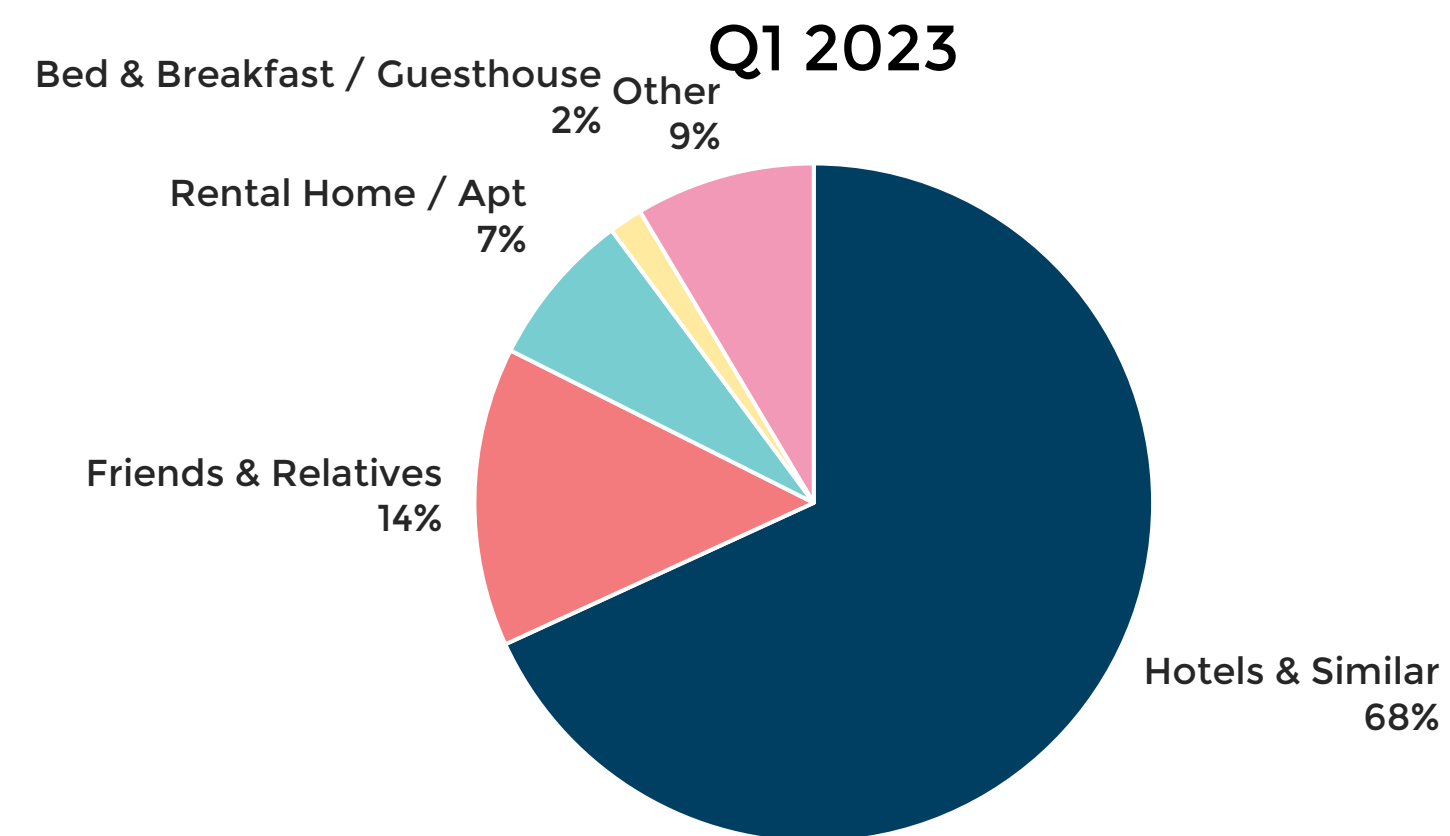
Accommodation Statistics

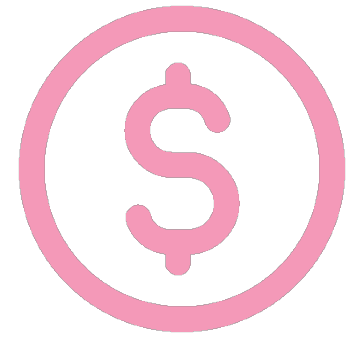
Accommodations	Q1 2021	Q1 2022	Q1 2023	Q1 2024	# CHG	% CHG
Hotel Occupancy	23.6%	28.7%	45.5%	42.4%	-3.1%	-6.8%
Hotel Average Daily Rate (ADR)					\$43.99	12.8%
Hotel Revenue Per Available Room (RevPAR)					\$7.99	5.1%
% Staying In Commercial Accommodations TOTAL	53.1%	68.3%	69.8%	70.5%	0.7%	1.0%
% Staying In Commercial Accommodations (Leisure)	58.1%	78.0%	76.6%	77.5%	0.9%	1.2%
% Staying In Commercial Accommodations (Business)	77.9%	90.3%	91.2%	89.6%	-1.6%	-1.8%
Bed Nights in Commercial Accommodations	24,400	51,150	88,520	85,688	-2,832	-3.2%



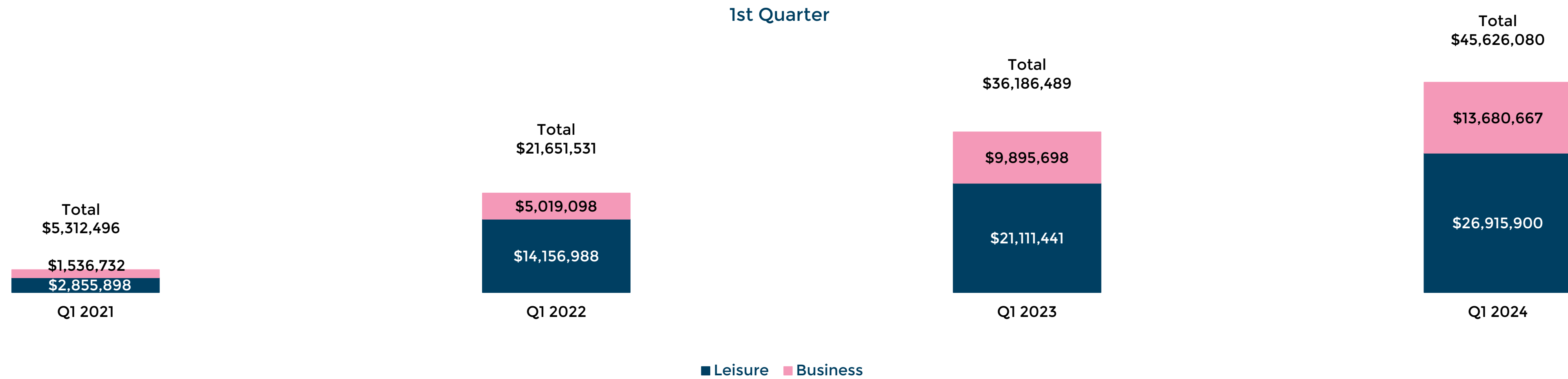
Vacation Rental Statistics

Accommodations	Q1 2021	Q1 2022	Q1 2023	Q1 2024	# CHG	% CHG
Vacation Rental Occupancy*	44.0%	39.6%	48.0%	45.5%	-2.5%	-5.2%
% Staying in Rental TOTAL	11.2%	5.8%	7.4%	8.0%	0.6%	8.1%
% Staying in rental Leisure	13.2%	7.3%	10.0%	9.7%	-0.3%	-3.0%
% Staying in rental Business	10.2%	3.0%	4.0%	5.5%	1.5%	37.5%
Average Length of Stay	27.68	12.17	10.47	9.86	-0.61	-5.8%



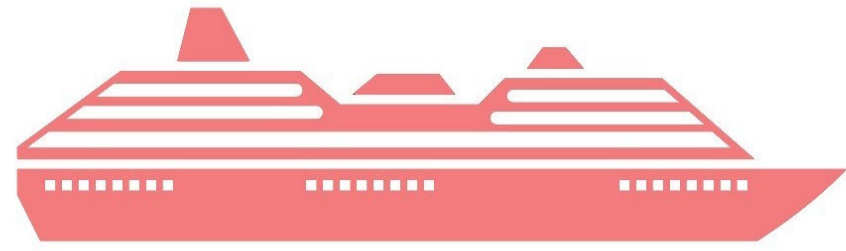


Estimated Air Visitor Expenditure



Total Spending	Q1 2021	Q1 2022	Q1 2023	Q1 2024	# CHG	% CHG
Leisure Air Visitor	\$2,855,898	\$14,156,988	\$21,111,441	\$26,915,900	\$5,804,458.50	27.5%
Business Air Visitor	\$1,536,732	\$5,019,098	\$9,895,698	\$13,680,667	\$3,784,968.72	38.2%
Total Air Visitors	\$5,312,496	\$21,651,531	\$36,186,489	\$45,626,080	\$9,439,590.93	26.1%

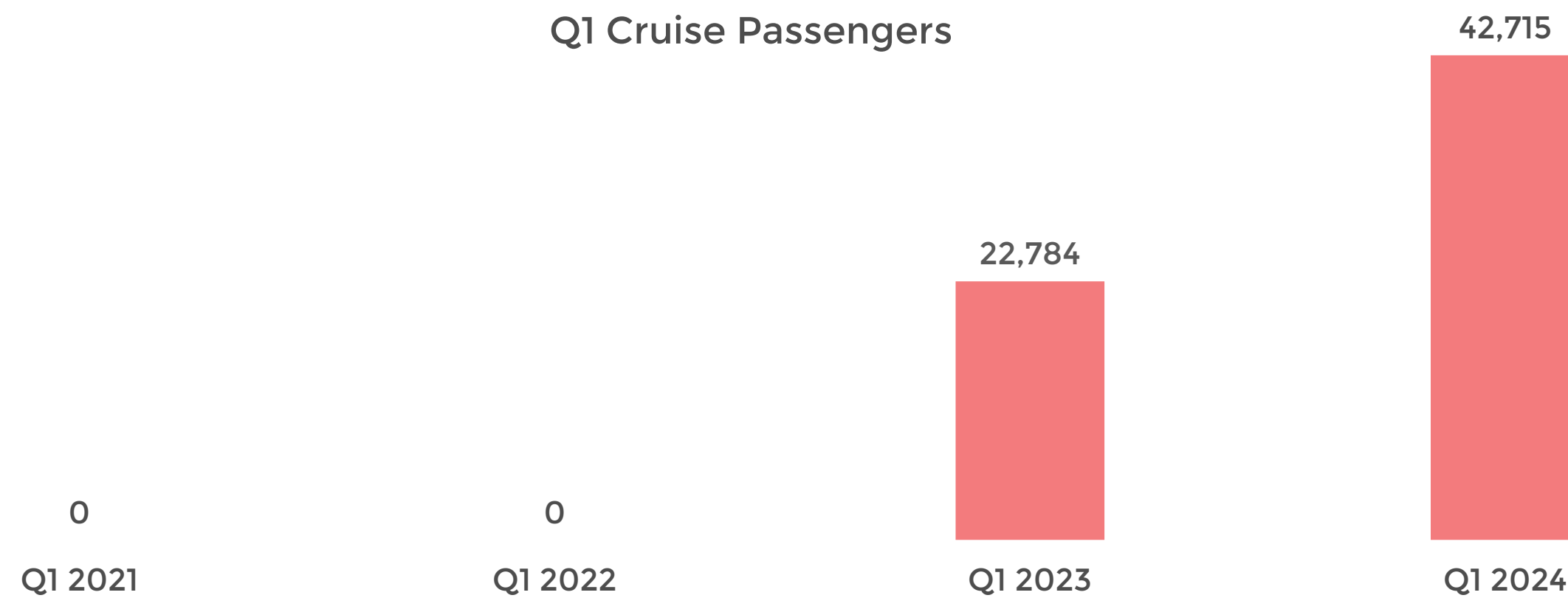
Per Person Spending Average	Q1 2021	Q1 2022	Q1 2023	Q1 2024	# CHG	% CHG
Leisure Air Visitor	\$1,647	\$1,972	\$1,563	\$1,858	\$294.55	18.8%
Business Air Visitor	\$1,836	\$1,877	\$1,422	\$1,964	\$541.92	38.1%
Total Air Visitors	\$1,552	\$1,759	\$1,467	\$1,771	\$304.13	20.7%



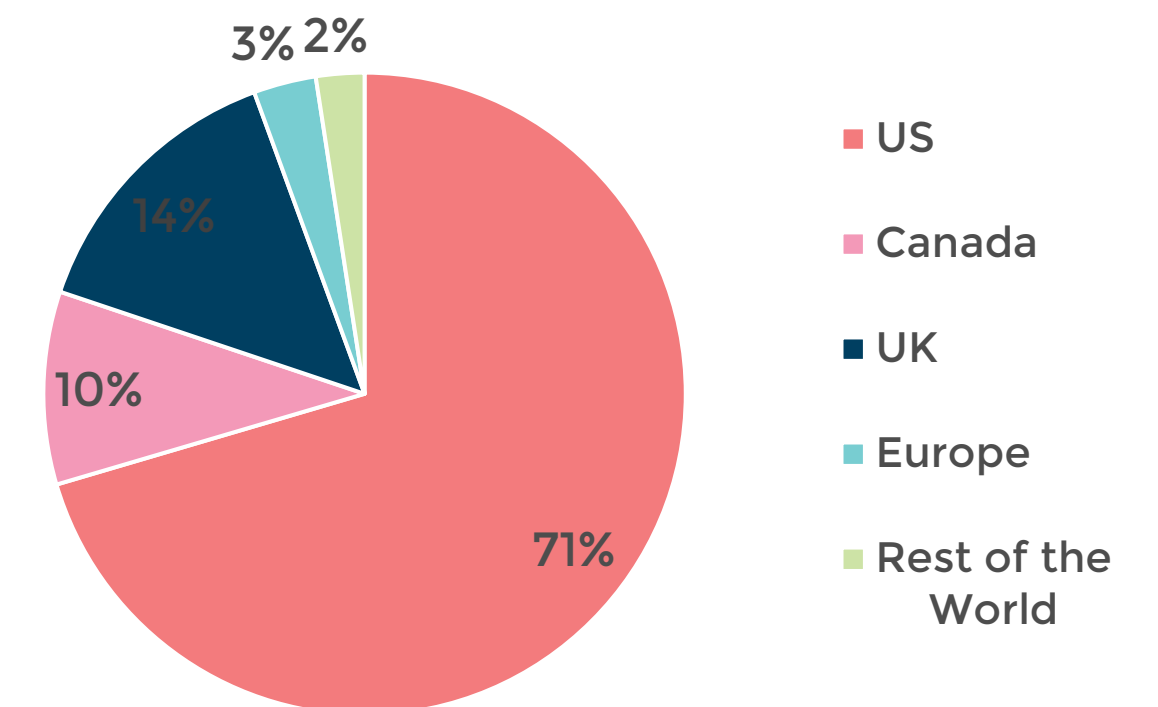
Cruise Arrivals

Total Cruise Arrivals	Q1 2021	Q1 2022	Q1 2023	24-Jan	24-Feb	24-Mar	Q1 2024	# CHG	% CHG
US	0	0	15,393	7,350	6,676	16,063	30,089	14,696	95.5%
Canada	0	0	2,029	748	1,504	1,895	4,147	2,118	104.4%
UK	0	0	2,045	3,800	277	2,017	6,094	4,049	198.0%
Europe	0	0	2,498	739	180	426	1,345	-1,153	-46.2%
Rest of World	0	0	819	327	131	582	1,040	221	27.0%
Total	0	0	22,784	12,964	8,768	20,983	42,715	19,931	87.5%

Q1 Cruise Passengers



Q1 Cruise Passengers

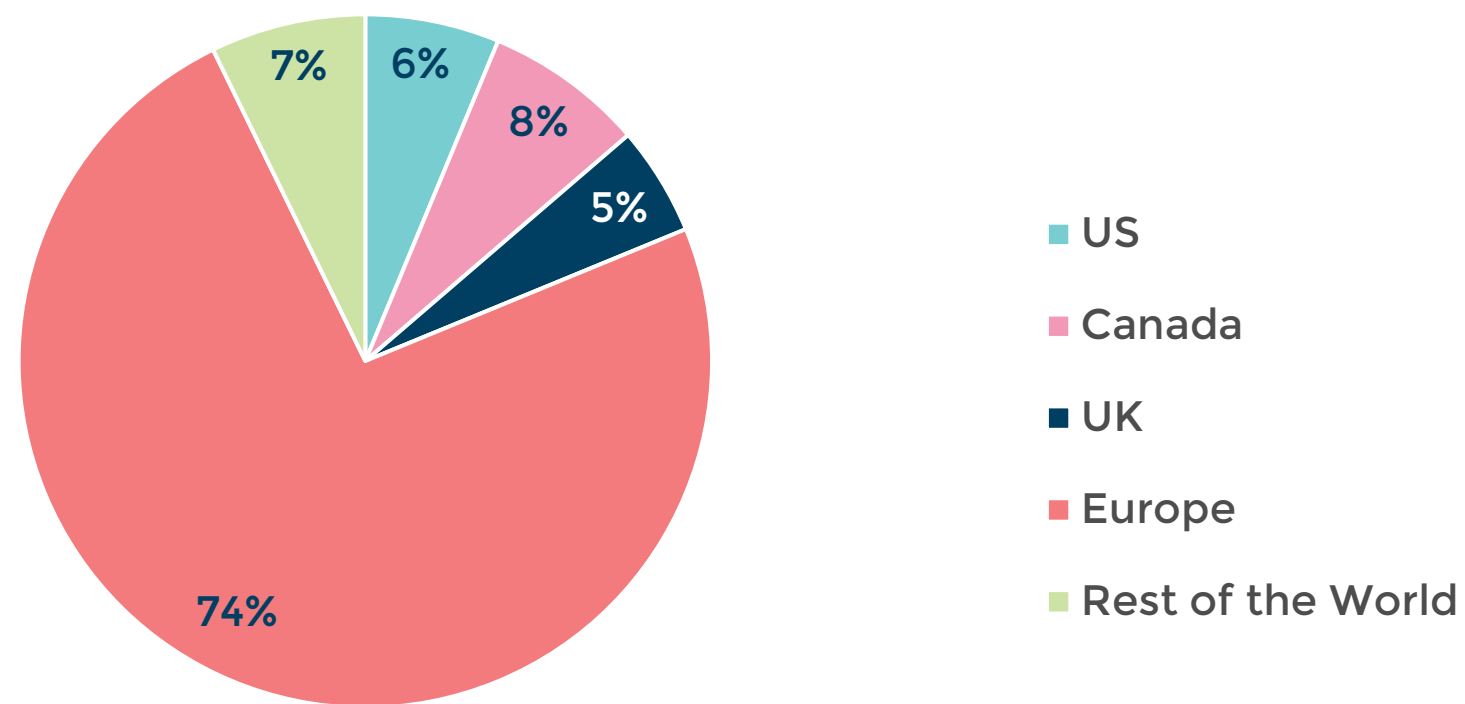




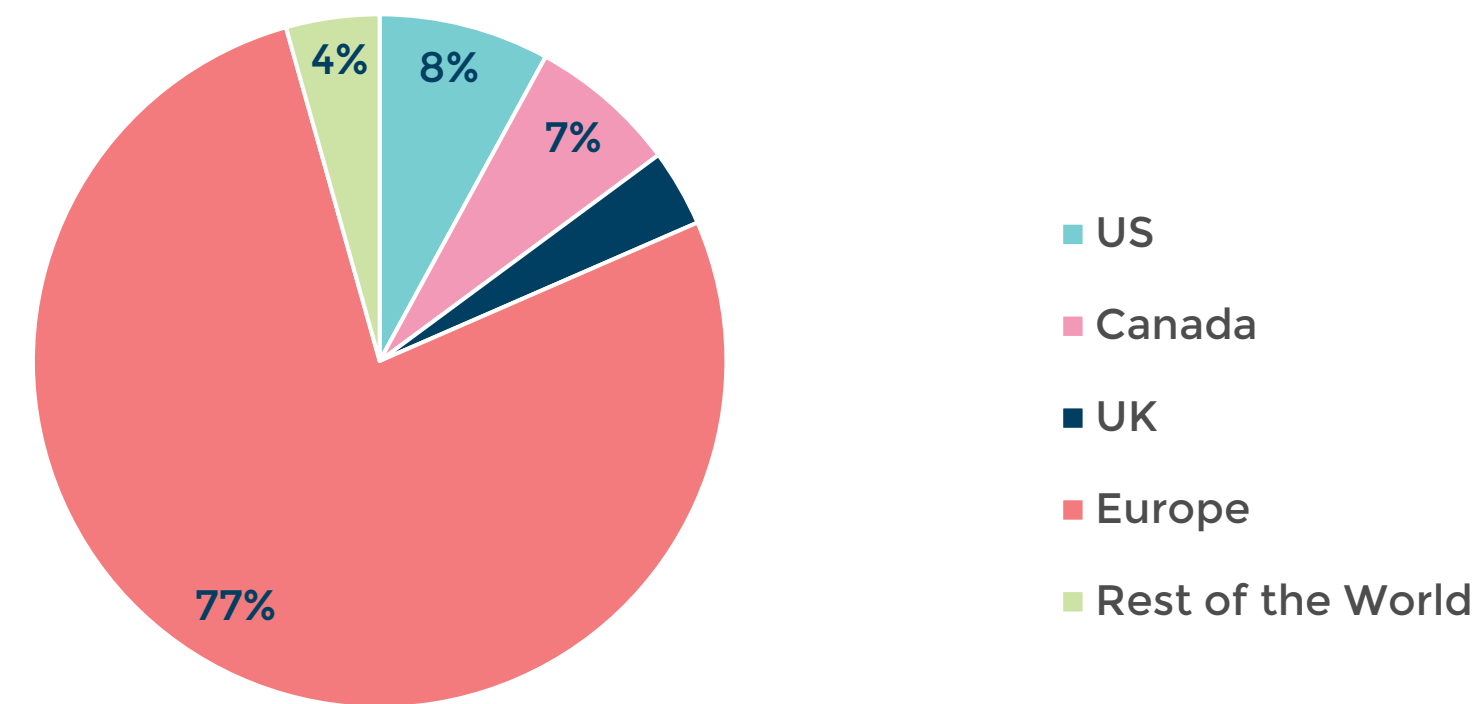
Yacht Arrivals

Yacht Passenger Arrivals by Country	Q1 2021	Q1 2022	Q1 2023	24-Jan	24-Feb	24-Mar	Q1 2024	# CHG	% CHG
US	20	40	31	1	31	0	32	1	3.2%
Canada	3	31	27	1	37	0	38	11	40.7%
UK	15	55	14	11	5	10	26	12	85.7%
Europe	30	215	301	10	159	209	378	77	25.6%
Rest of World	9	55	17	0	14	23	37	20	117.6%
Total	77	396	390	23	246	242	511	121	31.0%

Q1 2024 Yacht Passengers



Q1 2023 Yacht Passengers

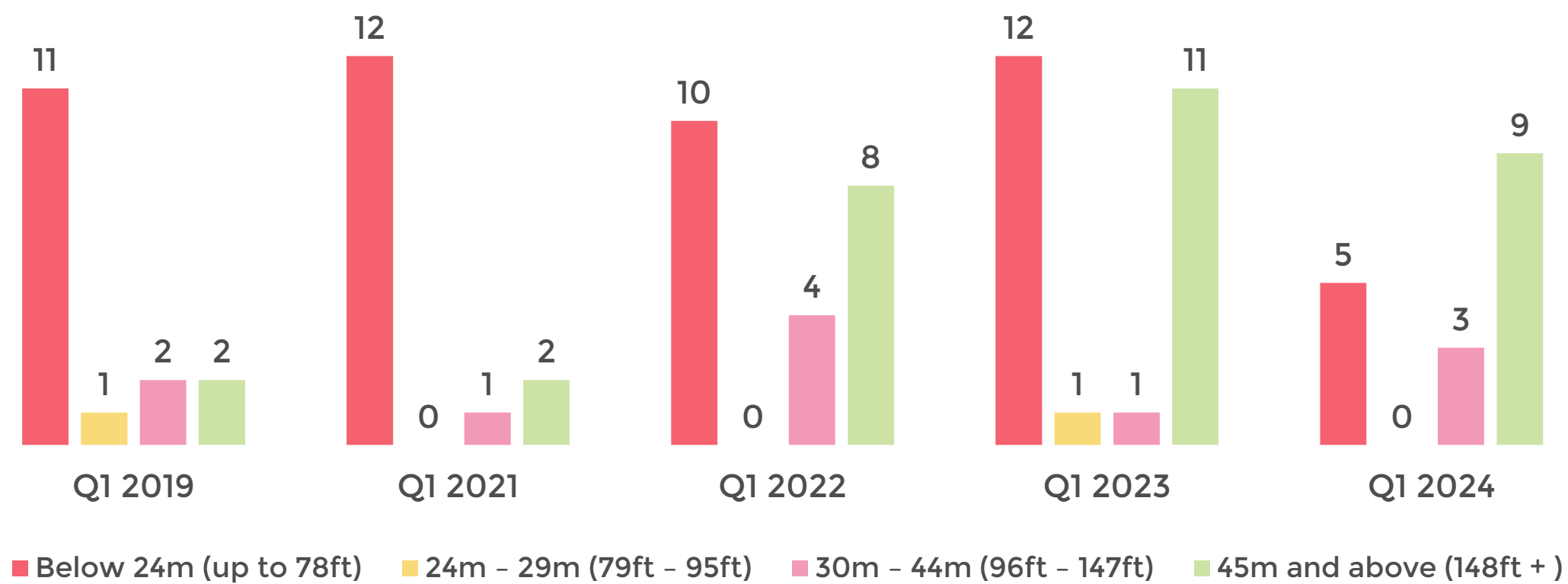




Yacht Arrivals

Yacht Arrivals by Length	Q1 2021	Q1 2022	Q1 2023	24-Jan	24-Feb	24-Mar	Q1 2024	# CHG	% CHG
Below 24m (up to 78ft)	12	10	12	1	0	4	5	-7	-58.3%
24m - 29m (79ft - 95ft)	0	0	1	0	0	0	0	-1	-100.0%
30m - 44m (96ft - 147ft)	1	4	1	1	1	1	3	2	200.0%
45m and above (148ft +)	2	8	11	1	4	4	9	-2	-18.2%
Total	15	22	25	3	5	9	17	-8	-32.0%

VESSELS BY LENGTH



SUPERYACHTS*



Superyacht Calls

	Q1 2021	Q1 2022	Q1 2023	Q1 2024	# CHG	% CHG
Superyacht Calls	3	7	2	3	1	50.0%

Direct Estimated Economic Impact

	Q1 2021	Q1 2022	Q1 2023	Q1 2024	# CHG	% CHG
Superyachts	\$113,967	\$296,907	\$136,246	\$119,648	-\$16,598	-12.2%
Total yachts	N/A	\$548,235	\$1,670,675	\$845,399	-\$825,276	-49.4%

Source: Bermuda Maritime Operations Centre
 Yacht = Barque, Catamaran Cutter Rigged, Ketch, Motor Yacht, Schooner, Sloop, Sports Fisherman, Trawler, Yawl
 Total Yacht Economic Impact tracking began in 2022.

*Superyacht = Vessel measuring in length in excess of 24 metres, irrespective of tonnage, with passenger accommodation not exceeding twelve persons (excluding crew); but does not include a passenger ship or any vessel used for the transportation of goods for commercial purposes.

Data Sources

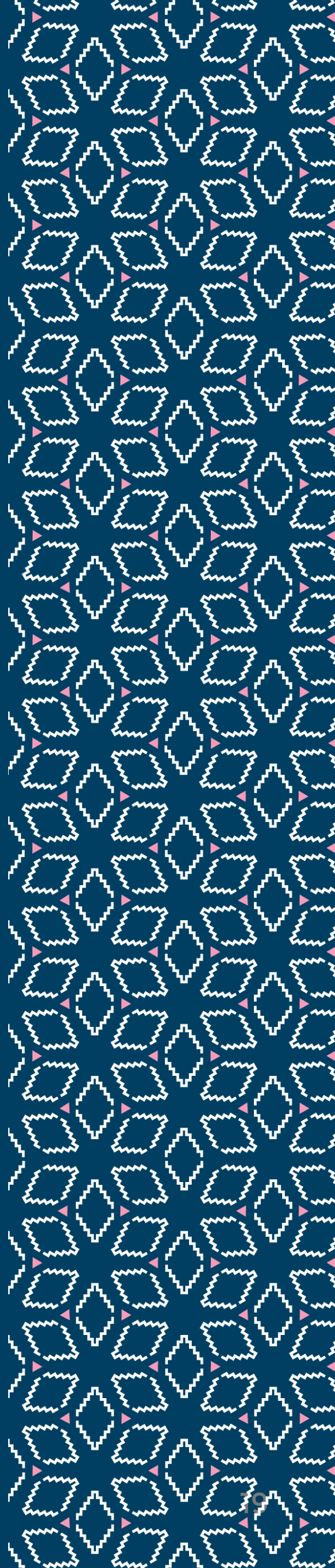
The Bermuda Tourism Authority relies on data from many stakeholders to compile this report. The visitor data is collected in cooperation with the Department of Immigration and H.M. Customs while the Visitor Arrival Form is completed online via bermudaarrivalcard.com or on paper. Because Bermuda is an island, it allows us the opportunity to collect one of the most robust sets of data from visitors upon arrival. Air and yacht visitor data counts are reconciled against daily counts by Immigration and Customs officers to ensure accuracy.

A list of additional data sources for this report are listed below:

1. Department of Immigration - Data for air visitor statistics
2. H.M. Customs - Cruise and yacht passenger arrival statistics
3. Department of Marine & Ports Services - Yacht vessel arrival statistics
4. Bermuda Skyport Corporation, Ltd. - Air statistics (capacity, seats sold, load factors)
5. Narrative Research (contracted by the BTA) - Expenditure estimates from visitor Exit Surveys
6. STR, Inc. - Bermuda market hotel occupancy, ADR and RevPAR statistics
7. AirDNA - Bermuda market vacation rental statistics

The Bermuda Tourism Authority would like to thank all partners and stakeholders that provide data for this and other reports. Any queries/comments can be directed to:

research@bermudatourism.com





Questions?

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