

## Travel and Tourism - Bermuda - May 2015

Report Price: £175.00 | \$283.40 | €222.30

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Our lofty goals include greater investment in our tourism product. We can create a substantial volume of new pathways to success for Bermudians if we can foster greater private-sector investment in our tourism infrastructure. This is the focus of the BTA’s investment division.”

- Jessica Kelly, Senior Tourism Analyst

This report looks at the following areas:

- Why does the booming cruise industry have a downside for Bermuda tourism?
- Why has Bermuda’s room stock fallen in recent years and how that is about to change?
- What steps have been taken to compensate for a shortfall in Bermuda’s annual tourism budget?
- How is Bermuda now positioning itself as a tourist destination and how does that compare with the past?

Bermuda has a ‘mature’ tourism industry and for some 30 years, tourist arrivals (and consequently revenues) have scarcely moved. In 2014, Bermuda welcomed 224,000 international passengers who arrived by air. A further 356,000 came by cruise ship. Together, according to World Travel & Tourism Council (WTTC) data, they generated US\$504 million in tourism revenues.

Bermuda Tourism Authority (BTA) figures show that in terms of international arrivals, the tourism industry peaked back in the 1980s, when foreign arrivals consistently ran over 600,000 annually – not so much more than in 2014 (585,000 arrivals) but the difference is in the breakdown of those arrivals. In 1980, only 19% of foreign tourists were cruisers, whereas in 2014, 61% were cruise arrivals – tourists who seldom stay on the island for more than 24 hours.

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

# Travel and Tourism - Bermuda - May 2015

Report Price: £175.00 | \$283.40 | €222.30

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Bermuda – Key Facts

### Introduction

### Data Sources

### Background

History

Geography

### Attractions

Royal Naval Dockyard

The City of Hamilton

The Town of St George

### Tourism and the Economy

International tourism revenues

Figure 1: International travel & tourism revenues, 2011-15

The role of tourism in Bermuda's economy

Figure 2: Travel & tourism economy showing direct & indirect impact on GDP & employment, 2011-15

### Arrivals

International

Figure 3: International tourist arrivals in Bermuda, 2009-14

Figure 4: Leading source markets for international tourist arrivals to Bermuda, 2011-14

The need to boost air arrivals

Domestic

Figure 5: Domestic travel & tourism spending, 2011-15

### Market Characteristics

International

Purpose of visit

Seasonality

Figure 6: International air arrivals by month, showing seasonality, 2014

Length of stay

Domestic

Purpose of visit

Seasonality

Length of stay

### Transport

Air

Road

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Travel and Tourism - Bermuda - May 2015

Report Price: £175.00 | \$283.40 | €222.30

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Rail

Sea

Figure 7: Cruise arrivals showing number of ships & passengers, 2012-14

## Accommodation

Figure 8: Room stock as at the end of the calendar year (month of December), 2011-14

New-builds

Occupancy rates and revenues

Business travel and tourism spending

Figure 9: Business travel & tourism spending, 2012-15

## Tourism News

## What Next?

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)