

Executive Summary

2018

PERCENTAGES ARE % CHANGE COMPARING 2017 AND 2018



11.7% ↑

LEISURE AIR ARRIVALS



0.7% ↑

AIR CAPACITY



28% ↑

TOTAL LEISURE SPENDING
(AIR & CRUISE)



34% ↑

CRUISE ARRIVALS IN
NON-SUMMER
MONTHS (SEPT-MAY)



LEISURE AIR ARRIVALS

UNITED STATES

12.9% ↑

CANADA

10.6% ↑

UNITED KINGDOM

2.9% ↑

2018

\$411 MM

2017

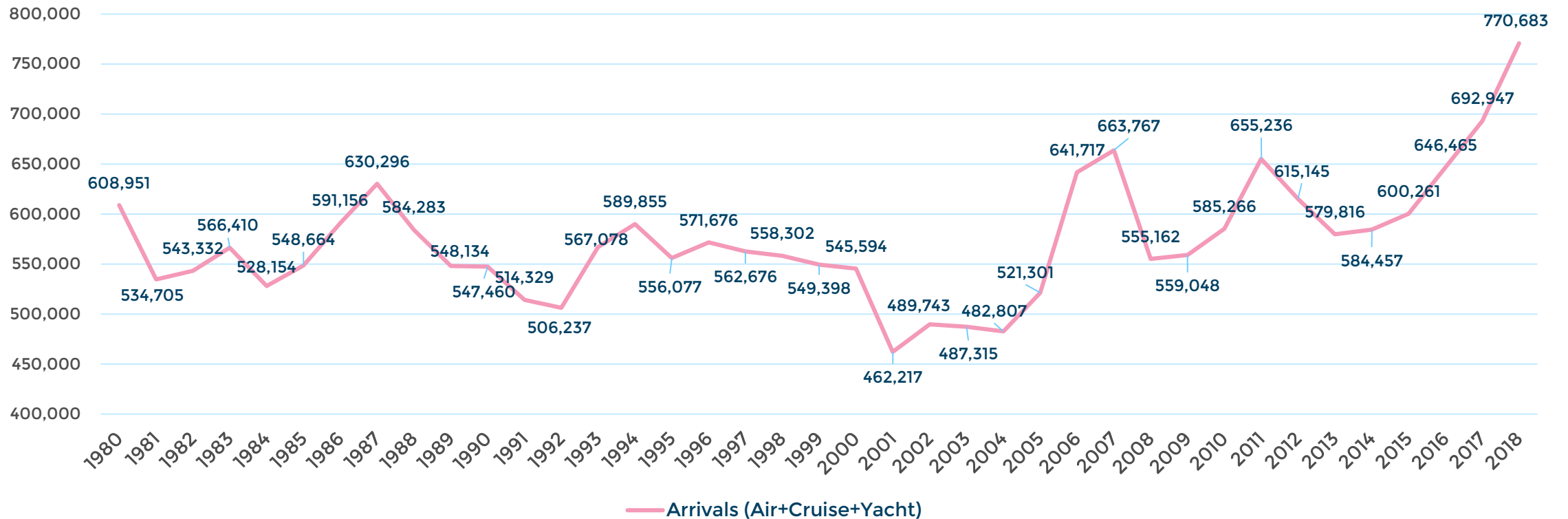
\$320 MM



770.7K

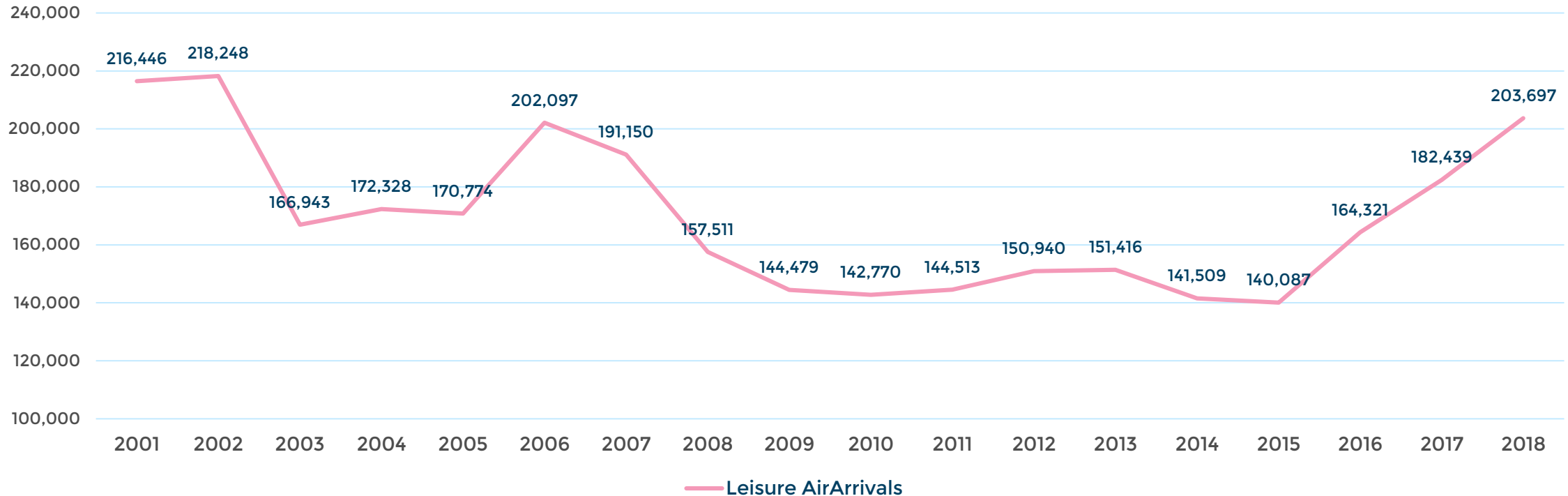
TOTAL VISITOR
ARRIVALS

Most Visitor Arrivals Ever



2018 was the second consecutive year of record-breaking total visitor arrivals. Cruise passengers make up the largest share of total arrivals, something the National Tourism Plan sets out to improve by creating better balance between cruise and air passengers over the next five years.

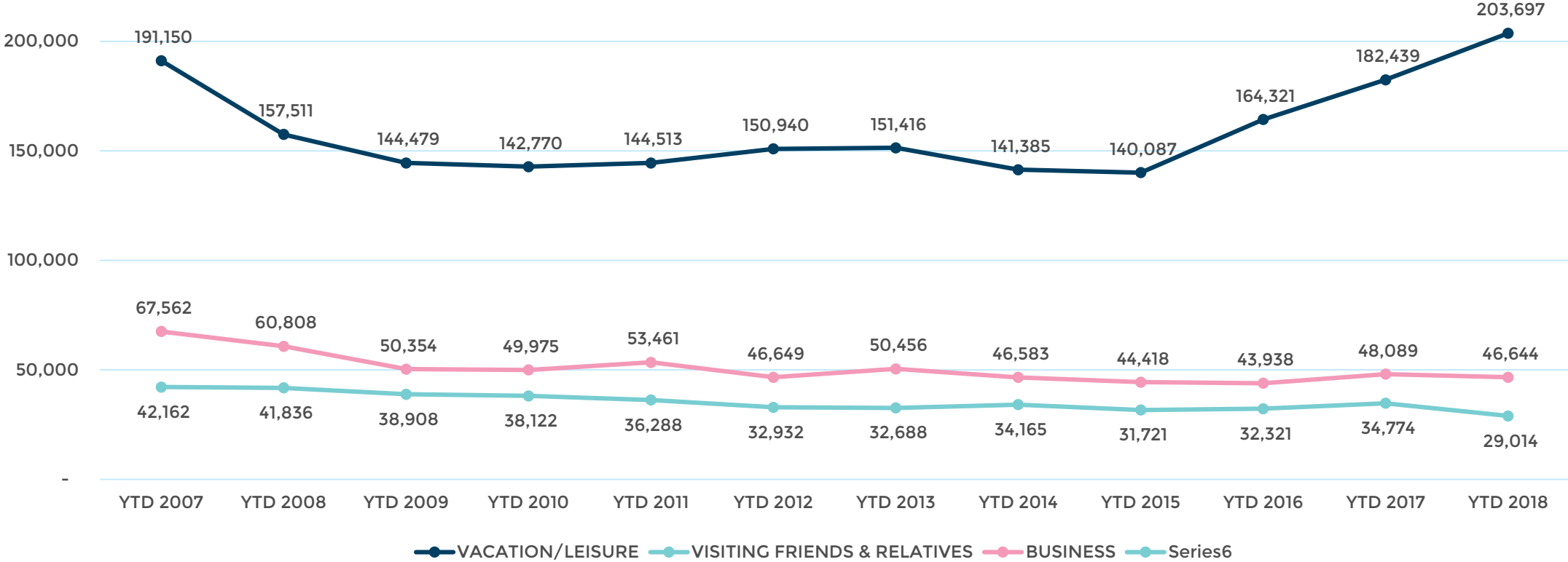
Most Leisure Air Arrivals Since 2002



- Bermuda's 203,697 leisure air arrivals in 2018 is the island's best performance since 2002, when 218,248 leisure travellers arrived by air
- While 2018's volume did not best 2002, it outperformed 2006, previously the most recent highwater mark for a successful tourism year

Declining Business and VFR Air Visitors

Air Arrivals by Purpose of Visit



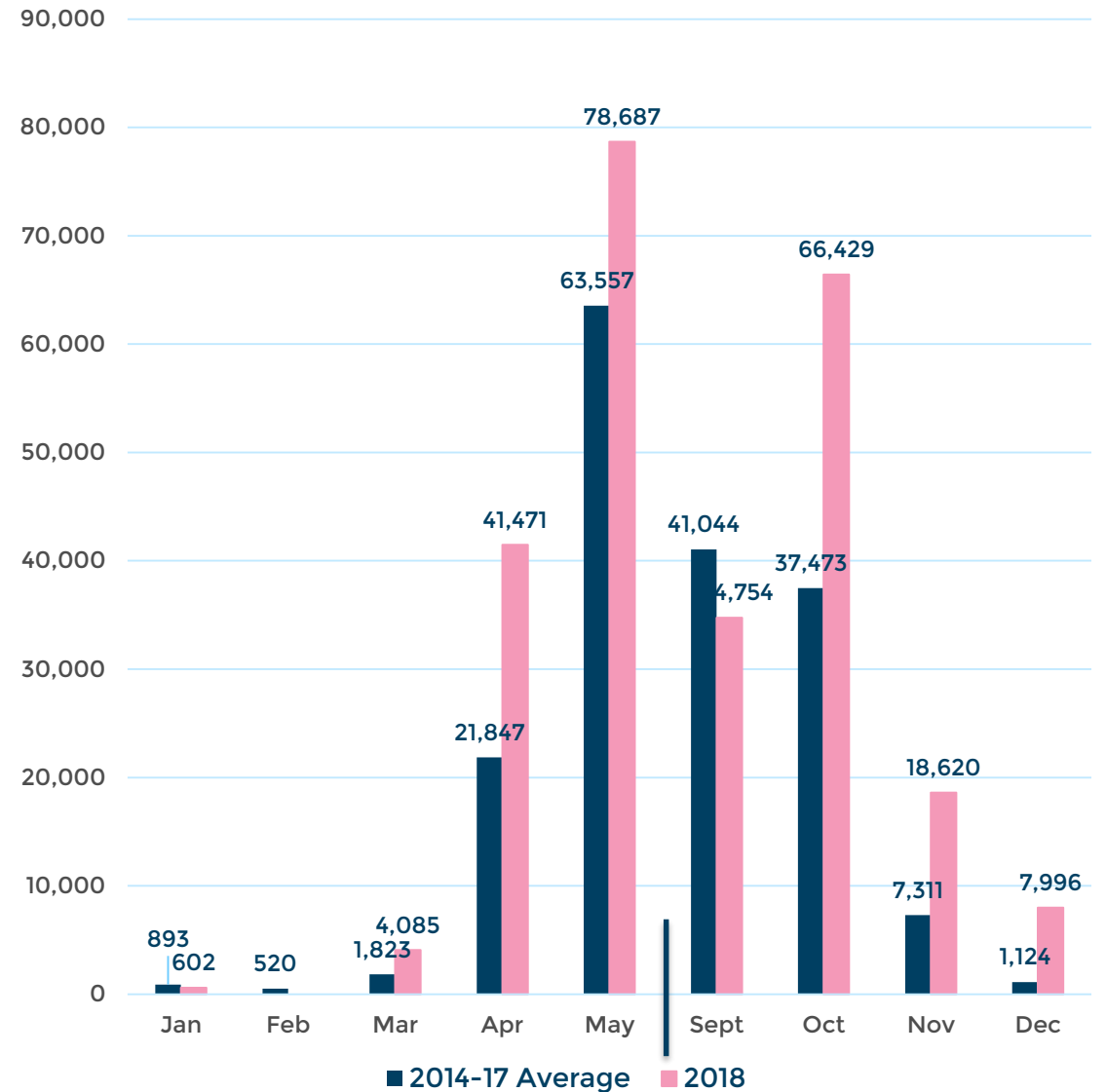
- There has been a downward trend in Business and VFR air arrivals over the past 12 years, down 31% in each category.
- The increase in Leisure air arrivals has partially offset this loss.

Cruise Season Expansion

A key objective in Bermuda's cruise travel strategy is to increase the amount of cruise calls to the island in the non-summer months. This targeted effort produced a 34% increase in cruise passengers outside the summer months while holding the summer months of June, July and August flat (+0.7%).

For further information on Cruise Arrivals, reference pg. 12

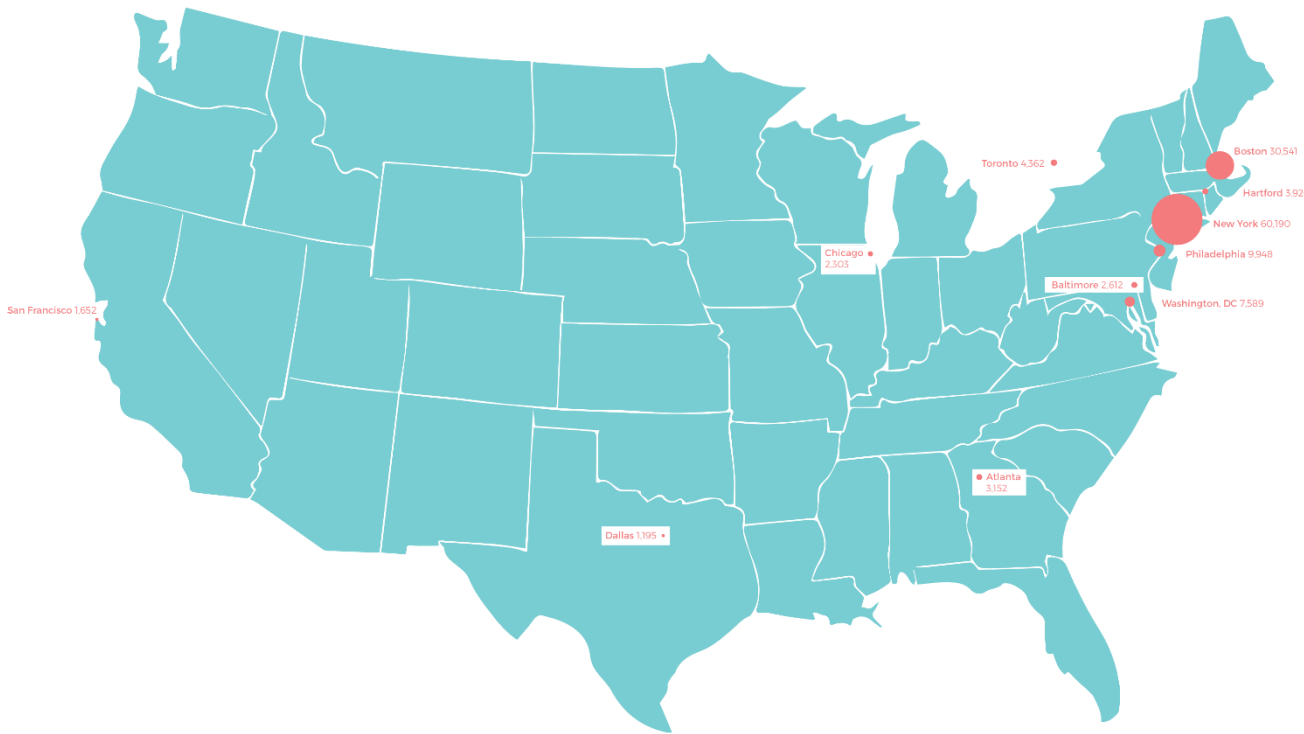
Cruise Arrivals During Non-Summer Months



Growth in Focus and Nurture Cities

Air leisure visitors from Bermuda's six primary target cities uniformly performed well in 2018 when compared to 2017. Meantime, five out of six future growth cities (identified in the National Tourism Plan as nurture cities) also delivered year-over-year growth. These are positive signs for the island's tourism future – both near and long term.

For further insight on Air Visitor Source Markets, reference pg. 24



| Leisure Air Visitors by City | 2017 | 2018 | # CHG YOY | % CHG YOY |
|------------------------------|--------|--------|-----------|-----------|
| New York | 57,506 | 60,190 | 2,684 | 4.7% |
| Boston | 23,840 | 30,541 | 6,701 | 28.1% |
| Philadelphia | 9,171 | 9,948 | 777 | 8.5% |
| Washington, DC | 6,444 | 7,589 | 1,145 | 17.8% |
| Toronto | 4,126 | 4,362 | 236 | 5.7% |
| Hartford | 3,380 | 3,926 | 546 | 16.2% |
| Atlanta | 2,309 | 3,152 | 843 | 36.5% |
| Baltimore | 2,257 | 2,612 | 355 | 15.7% |
| Chicago | 2,282 | 2,303 | 21 | 0.9% |
| San Francisco | 1,684 | 1,652 | -32 | -1.9% |
| Dallas | 1,065 | 1,195 | 130 | 12.2% |

** Focus cities shaded in grey*

Leisure Air Visitors

FOCUS & NURTURE CITIES

