

2012  
2<sup>ND</sup> QUARTER

Visitor profile



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# VISITOR PROFILE

## How did visitors get here?

	Q2 '12	Q2 '11	(%) change	2012 YTD	2011 YTD	(%) change
Air	75,186	80,462	-6.56%	106,805	111,286	-4.03%
Cruise	161,351	161,036	0.20%	164,070	161,711	1.46%
Yacht	4,001	2,360	69.53%	4,234	2,545	66.37%
<b>Total</b>	<b>240,538</b>	<b>243,858</b>	<b>-1.36%</b>	<b>275,109</b>	<b>275,542</b>	<b>-0.16%</b>

Total visitor arrivals to Bermuda in the second quarter of 2012 declined marginally during the period by a little over 1%. This decline is a direct result of the decrease in air visitors to the island during this period with cruise visitation remaining constant and yacht arrivals soaring. The quarter ended with a total of 240,538 visitors to the island, down from 243,858 visitors in the second quarter of 2011.

Persons choosing to travel to the island by air declined in the second quarter by 6.6% with 75,186 visitors flying to Bermuda during this time. The decrease is mostly a result in the decline in convention business which saw a dip of almost 62%, as large incentive groups received in 2011 were not recouped in 2012. Business travelers and visitors to the island for the purpose of visiting friends and family also declined by 12% and 13% respectively. On the other hand visitors to the island for unidentified or other reasons increased by 22% and leisure vacation travelers remained constant.

While the amount of visitors to the island may have declined for the quarter average nights stay actually increased with visitors choosing to spend more time in Bermuda compared to the same period last year. The average nights stayed on island in the second quarter totaled 5.82 nights, up from 5.59 nights. Visitors staying in commercial properties however had shorter stays with average nights spent in the island's hotel accommodations declined slightly from 4.8 nights to 4.7 nights.

Cruise arrivals remained constant in the second quarter increasing a fraction of a percent to be up 0.2%. The 69 cruise ships that sailed to the island during this period brought a total of 161,351 cruise visitors to the island, 315 more passengers than the second quarter of 2011.

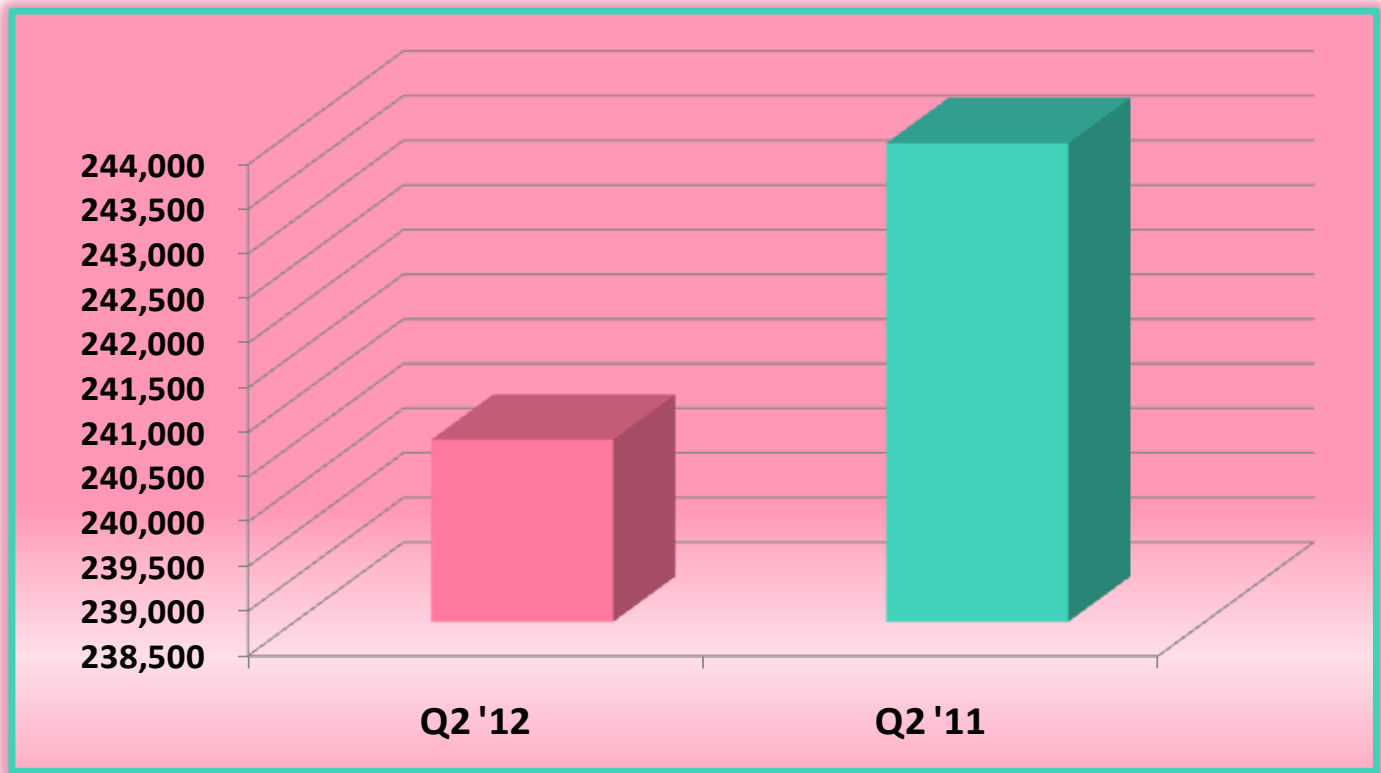
Yacht arrivals for the second quarter ascended almost 70% with 4,001 yachtsmen sailing to the island during this period. This drastic increase was attributable to the Biannual Newport to Bermuda yacht race which saw 160 boats sail to the island carrying some 1,459 crew. Greater in its effect were the family, friends and support personnel that also filled the island for this occasion filling our hotel rooms during the week of this event.

In the coming weeks the Bermuda Department of Tourism plans to launch its new 'Bermuda Brand' and ad campaign which we hope will bring excitement and stimulate greater visitor interest and awareness in the destination.

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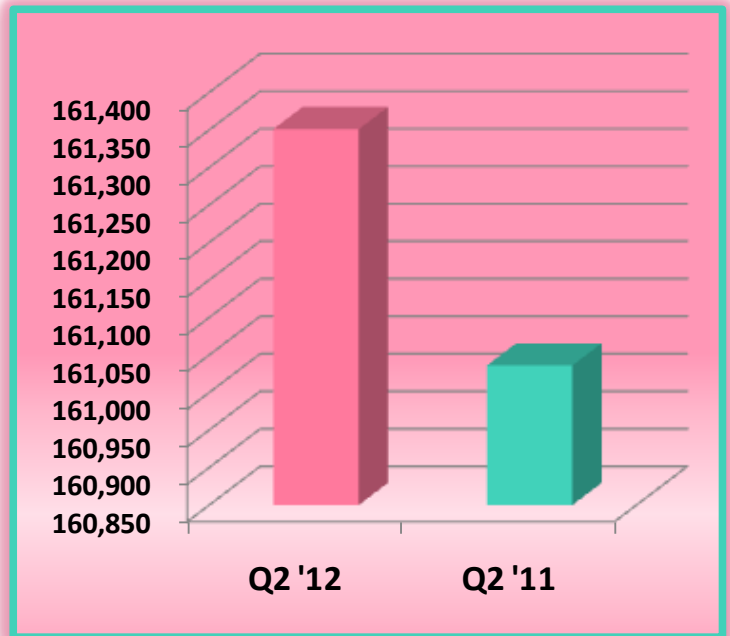
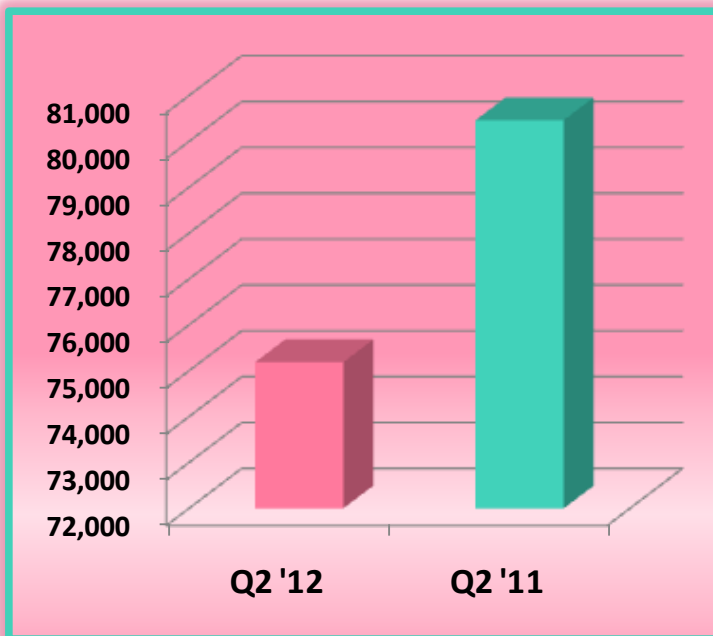


## Comparison of All Arrivals for the 2<sup>nd</sup> Quarter



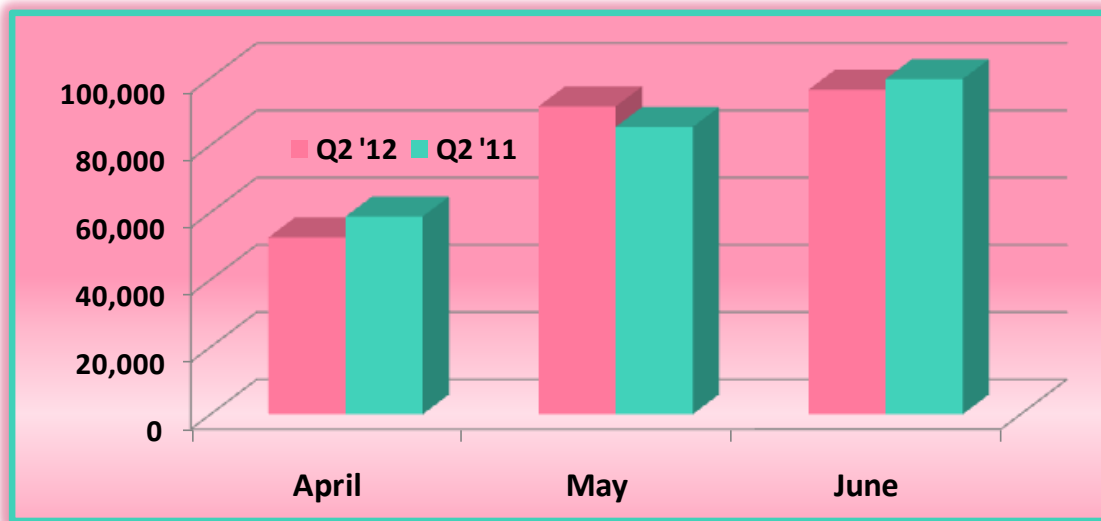
### 2<sup>nd</sup> Quarter Air Arrivals

### 2<sup>nd</sup> Quarter Cruise Arrivals





## Monthly Comparison of All Arrivals for the 2<sup>nd</sup> Quarter



Visitors by Month			
Total	Q2 '12	Q2 '11	(%) change
April	52,557	58,795	-10.6%
May	91,507	85,411	7.1%
June	96,474	99,652	-3.2%
<b>Total</b>	<b>240,538</b>	<b>243,858</b>	<b>-1.38%</b>

Visitors by Month			
Air	Q2 '12	Q2 '11	(%) change
April	20,233	20,481	-1.2%
May	24,548	26,913	-8.8%
June	30,405	33,068	-8.1%
<b>Total</b>	<b>75,186</b>	<b>80,462</b>	<b>-6.56%</b>

Visitors by Month			
Cruise	Q2 '12	Q2 '11	(%) change
April	31,869	37,990	-16.1%
May	65,761	57,327	14.7%
June	63,721	65,719	-3.0%
<b>Total</b>	<b>161,351</b>	<b>161,036</b>	<b>0.20%</b>

Visitors by Month			
Yacht	Q2 '12	Q2 '11	(%) change
April	455	324	40.4%
May	1,198	1,171	2.3%
June	2,348	865	171.4%
<b>Total</b>	<b>4,001</b>	<b>2,360</b>	<b>69.53%</b>



## Air Arrivals

### Summary of where air arrivals came from

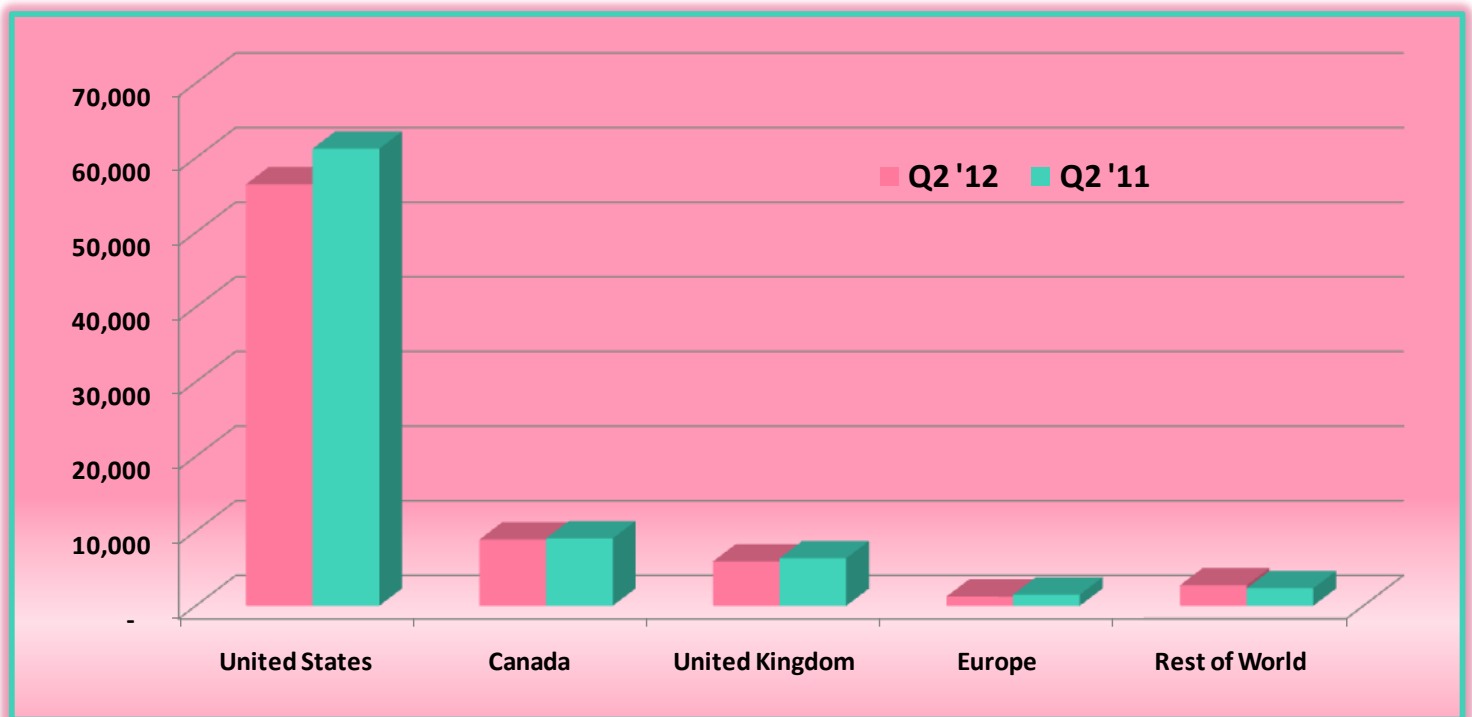
All Countries	Q2 '12	Q2 '11	(%) change	2012 YTD	2011 YTD	(%) change
United States	56,447	61,232	-7.8%	76,234	80,937	-5.8%
Canada	8,859	9,027	-1.9%	16,151	15,496	4.2%
United Kingdom	5,924	6,371	-7.0%	8,796	9,354	-6.0%
Europe	1,221	1,496	-18.4%	1,831	2,175	-15.8%
Rest of World	2,735	2,336	17.1%	3,793	3,324	14.1%
<b>Total</b>	<b>75,186</b>	<b>80,462</b>	<b>-6.56%</b>	<b>106,805</b>	<b>111,286</b>	<b>-4.03%</b>

### Market Share

	Q2 '12	Q2 '11
United States	75.1%	76.1%
Canada	11.8%	11.2%
United Kingdom	7.9%	7.9%
Europe	1.6%	1.9%
Rest of World	3.6%	2.9%

### Market Share

	2012 YTD	2011 YTD
United States	71.4%	72.7%
Canada	15.1%	13.9%
United Kingdom	8.2%	8.4%
Europe	1.7%	2.0%
Rest of World	3.6%	3.0%





## Air Arrivals by Place of Residence

United States (Core Market)						
	Q2 '12	Q2 '11	(%) change	2012 YTD	2011 YTD	(%) change
New York	10,181	10,595	-3.9%	14,281	14,303	-0.2%
Massachusetts	7,546	8,365	-9.8%	9,936	10,583	-6.1%
New Jersey	6,077	5,902	3.0%	8,279	7,985	3.7%
Florida	2,573	2,839	-9.4%	3,694	4,115	-10.2%
Pennsylvania	3,911	4,353	-10.2%	5,241	5,598	-6.4%
Connecticut	3,444	3,623	-4.9%	4,583	4,750	-3.5%
Georgia	1,427	2,644	-46.0%	2,146	3,347	-35.9%
Texas	1,283	2,426	-47.1%	1,864	3,132	-40.5%
Maryland	3,030	3,009	0.7%	3,641	3,668	-0.7%
California	2,308	1,735	33.0%	3,032	2,387	27.0%
Virginia	2,545	2,415	5.4%	3,053	3,105	-1.7%
Illinois	922	1,868	-50.6%	1,420	2,411	-41.1%
North Carolina	1,576	1,370	15.0%	2,114	1,837	15.1%
Ohio	738	807	-8.6%	1,005	1,131	-11.1%
New Hampshire	841	897	-6.2%	1,120	1,211	-7.5%
Maine	487	458	6.3%	723	704	2.7%
Rhode Island	567	543	4.4%	699	699	0.0%
Michigan	387	899	-57.0%	611	1,109	-44.9%
District of Columbia	571	596	-4.2%	675	746	-9.5%
Colorado	393	411	-4.4%	541	555	-2.5%
South Carolina	487	610	-20.2%	638	785	-18.7%
Indiana	239	465	-48.6%	366	607	-39.7%
Tennessee	388	347	11.8%	495	498	-0.6%
Minnesota	271	376	-27.9%	447	568	-21.3%
Wisconsin	165	283	-41.7%	252	384	-34.4%
Alabama	206	415	-50.4%	284	491	-42.2%
Arizona	237	199	19.1%	335	294	13.9%
U.S. Territories/Bases	69	62	11.3%	117	137	-14.6%
Missouri	590	241	144.8%	690	322	114.3%
Delaware	330	260	26.9%	468	362	29.3%
Kentucky	144	183	-21.3%	223	260	-14.2%
Vermont	285	331	-13.9%	420	453	-7.3%
Mississippi	64	227	-71.8%	88	261	-66.3%
Washington	264	256	3.1%	365	364	0.3%
Utah	117	98	19.4%	144	147	-2.0%
Oklahoma	305	133	129.3%	357	181	97.2%
Oregon	90	108	-16.7%	139	146	-4.8%
Arkansas	223	74	201.4%	271	125	116.8%
Louisiana	407	189	115.3%	456	251	81.7%
Nevada	79	65	21.5%	118	129	-8.5%
Iowa	82	97	-15.5%	114	134	-14.9%
New Mexico	32	45	-28.9%	47	61	-23.0%
Kansas	214	120	78.3%	257	189	36.0%
Nebraska	68	62	9.7%	93	87	6.9%
West Virginia	136	79	72.2%	161	102	57.8%
Alaska	23	29	-20.7%	48	42	14.3%
Hawaii	20	21	-4.8%	37	33	12.1%
Wyoming	16	15	6.7%	23	23	0.0%
South Dakota	17	19	-10.5%	25	29	-13.8%
Montana	18	21	-14.3%	25	30	-16.7%
North Dakota	17	22	-22.7%	23	29	-20.7%
Idaho	34	22	54.5%	47	34	38.2%
Unclassified Total	3	3	0.0%	3	3	0.0%
<b>Total of all United States</b>	<b>56,447</b>	<b>61,232</b>	<b>-7.81%</b>	<b>76,234</b>	<b>80,937</b>	<b>-5.81%</b>





### Canada

	Q2 '12	Q2 '11	(%) change	2012 YTD	2011 YTD	(%) change
Ontario	5,580	5,828	-4.3%	10,351	9,982	3.7%
Nova Scotia	806	869	-7.2%	1,435	1,447	-0.8%
Quebec	713	645	10.5%	1,247	1,007	23.8%
British Columbia	564	491	14.9%	887	842	5.3%
Alberta	557	497	12.1%	1,078	1,026	5.1%
New Brunswick	245	305	-19.7%	448	464	-3.4%
Saskatchewan	60	60	0.0%	122	133	-8.3%
Manitoba	135	118	14.4%	264	222	18.9%
Newfoundland	134	130	3.1%	195	248	-21.4%
Prince Edward Island	44	68	-35.3%	102	97	5.2%
Yukon	12	4	200.0%	12	7	71.4%
Northwest Territories	1	1	0.0%	1	10	-90.0%
Unclassified	8	11	-27.3%	9	11	-18.2%
<b>Total Canada</b>	<b>8,859</b>	<b>9,027</b>	<b>-1.86%</b>	<b>16,151</b>	<b>15,496</b>	<b>4.23%</b>

### United Kingdom

	Q2 '12	Q2 '11	(%) change	2012 YTD	2011 YTD	(%) change
<b>Total UK</b>	<b>5,924</b>	<b>6,371</b>	<b>-7.02%</b>	<b>8,796</b>	<b>9,354</b>	<b>-5.97%</b>

### Europe

	Q2 '12	Q2 '11	(%) change	2012 YTD	2011 YTD	(%) change
Germany	243	278	-12.6%	390	482	-19.1%
France	146	181	-19.3%	247	283	-12.7%
Other Europe	326	325	0.3%	478	474	0.8%
Italy	147	284	-48.2%	176	331	-46.8%
Switzerland	265	263	0.8%	419	400	4.8%
Sweden	48	96	-50.0%	68	124	-45.2%
Austria	46	69	-33.3%	53	81	-34.6%
<b>Total Europe</b>	<b>1,221</b>	<b>1,496</b>	<b>-18.38%</b>	<b>1,831</b>	<b>2,175</b>	<b>-15.82%</b>

### Other Countries

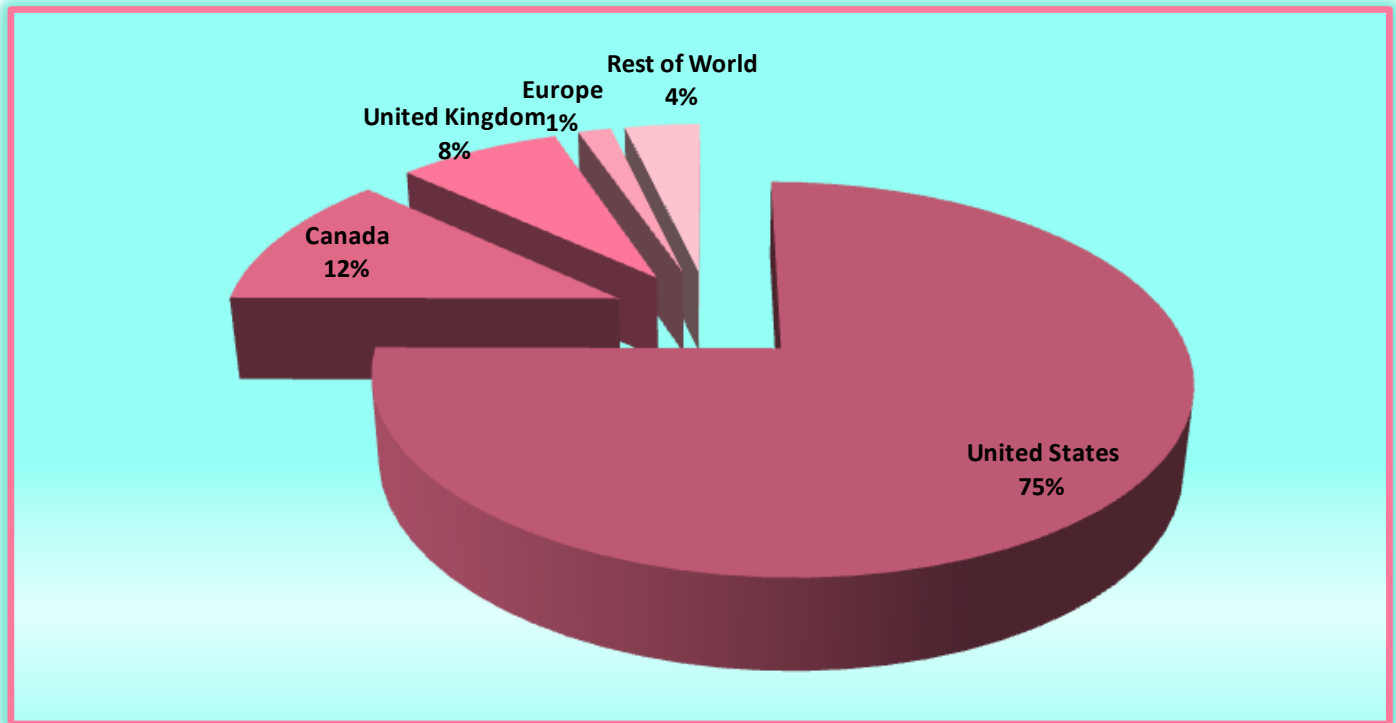
	Q2 '12	Q2 '11	(%) change	2012 YTD	2011 YTD	(%) change
<b>Other Countries Total</b>	<b>2,735</b>	<b>2,336</b>	<b>17.08%</b>	<b>3,793</b>	<b>3,324</b>	<b>14.11%</b>

### All Countries

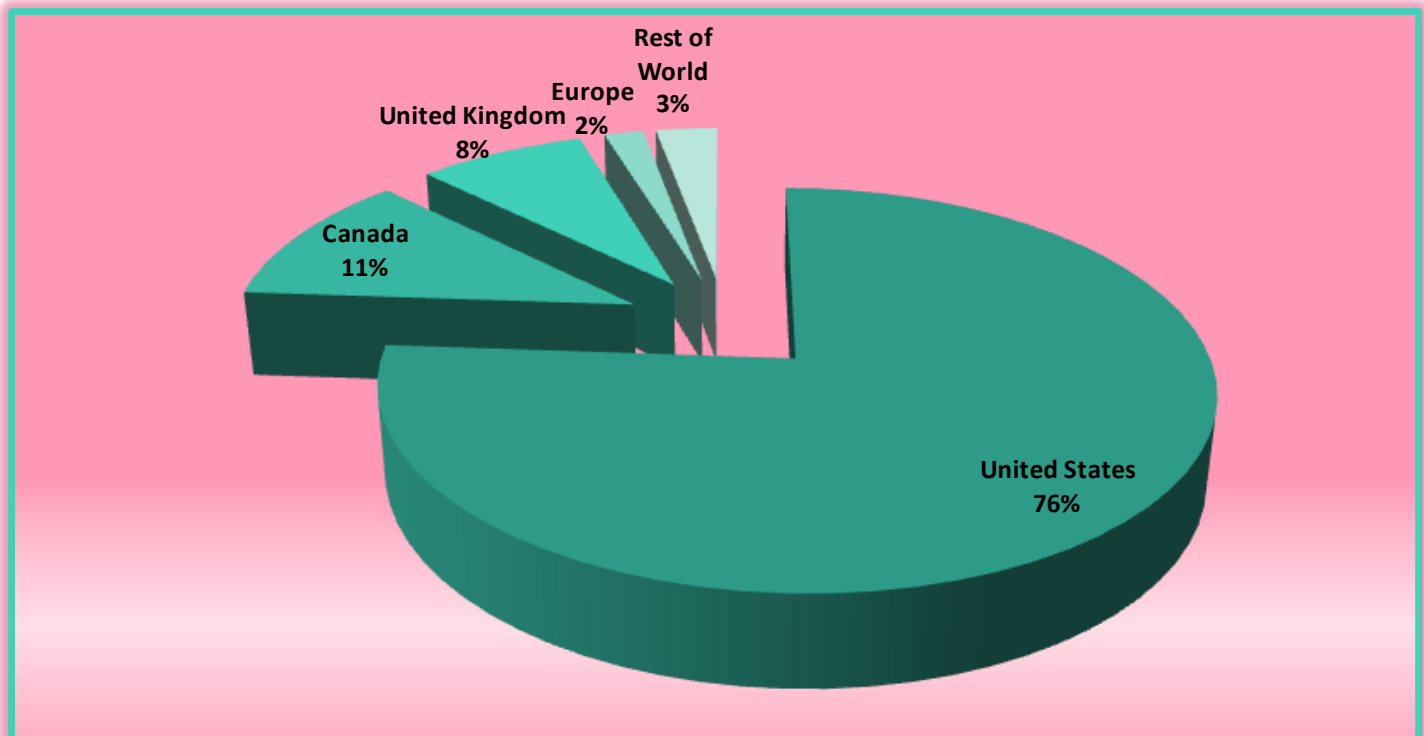
	Q2 '12	Q2 '11	(%) change	2012 YTD	2011 YTD	(%) change
<b>All Countries Total</b>	<b>75,186</b>	<b>80,462</b>	<b>-6.56%</b>	<b>106,805</b>	<b>111,286</b>	<b>-4.03%</b>



## Air Visitor Market Segmentation Q1 2012



## Air Visitor Market Segmentation Q1 2011





## Air Visitor by Place of Residence (Market Share)

### United States (Core Market)

	Q2 '12	Q2 '11	(%) change	2012 YTD	2011 YTD	(%) change
New York	13.54%	13.17%	2.84%	13.37%	12.85%	4.04%
Massachusetts	10.04%	10.40%	-3.46%	9.30%	9.51%	-2.17%
New Jersey	8.08%	7.34%	10.19%	7.75%	7.18%	8.03%
Florida	3.42%	3.53%	-3.01%	3.46%	3.70%	-6.46%
Pennsylvania	5.20%	5.41%	-3.85%	4.91%	5.03%	-2.45%
Connecticut	4.58%	4.50%	1.73%	4.29%	4.27%	0.53%
Georgia	1.90%	3.29%	-42.24%	2.01%	3.01%	-33.19%
Texas	1.71%	3.02%	-43.40%	1.75%	2.81%	-37.99%
Maryland	4.03%	3.74%	7.76%	3.41%	3.30%	3.43%
California	3.07%	2.16%	42.36%	2.84%	2.14%	32.35%
Virginia	3.38%	3.00%	12.78%	2.86%	2.79%	2.45%
Illinois	1.23%	2.32%	-47.18%	1.33%	2.17%	-38.63%
North Carolina	2.10%	1.70%	23.11%	1.98%	1.65%	19.91%
Ohio	0.98%	1.00%	-2.13%	0.94%	1.02%	-7.41%
New Hampshire	1.12%	1.11%	0.34%	1.05%	1.09%	-3.63%
Maine	0.65%	0.57%	13.79%	0.68%	0.63%	7.01%
Rhode Island	0.75%	0.67%	11.75%	0.65%	0.63%	4.20%
Michigan	0.51%	1.12%	-53.93%	0.57%	1.00%	-42.59%
District of Columbia	0.76%	0.74%	2.53%	0.63%	0.67%	-5.72%
Colorado	0.52%	0.51%	2.33%	0.51%	0.50%	1.57%
South Carolina	0.65%	0.76%	-14.56%	0.60%	0.71%	-15.32%
Indiana	0.32%	0.58%	-45.00%	0.34%	0.55%	-37.17%
Tennessee	0.52%	0.43%	19.66%	0.46%	0.45%	3.57%
Minnesota	0.36%	0.47%	-22.87%	0.42%	0.51%	-18.00%
Wisconsin	0.22%	0.35%	-37.60%	0.24%	0.35%	-31.62%
Alabama	0.27%	0.52%	-46.88%	0.27%	0.44%	-39.73%
Arizona	0.32%	0.25%	27.45%	0.31%	0.26%	18.73%
U.S. Territories/Bases	0.09%	0.08%	19.10%	0.11%	0.12%	-11.02%
Missouri	0.78%	0.30%	161.99%	0.65%	0.29%	123.28%
Delaware	0.44%	0.32%	35.83%	0.44%	0.33%	34.71%
Kentucky	0.19%	0.23%	-15.79%	0.21%	0.23%	-10.63%
Vermont	0.38%	0.41%	-7.86%	0.39%	0.41%	-3.39%
Mississippi	0.09%	0.28%	-69.83%	0.08%	0.23%	-64.87%
Washington	0.35%	0.32%	10.36%	0.34%	0.33%	4.48%
Utah	0.16%	0.12%	27.77%	0.13%	0.13%	2.07%
Oklahoma	0.41%	0.17%	145.42%	0.33%	0.16%	105.51%
Oregon	0.12%	0.13%	-10.82%	0.13%	0.13%	-0.80%
Arkansas	0.30%	0.09%	222.50%	0.25%	0.11%	125.90%
Louisiana	0.54%	0.23%	130.46%	0.43%	0.23%	89.30%
Nevada	0.11%	0.08%	30.07%	0.11%	0.12%	-4.69%
Iowa	0.11%	0.12%	-9.53%	0.11%	0.12%	-11.36%
New Mexico	0.04%	0.06%	-23.90%	0.04%	0.05%	-19.72%
Kansas	0.28%	0.15%	90.85%	0.24%	0.17%	41.68%
Nebraska	0.09%	0.08%	17.37%	0.09%	0.08%	11.38%
West Virginia	0.18%	0.10%	84.23%	0.15%	0.09%	64.47%
Alaska	0.03%	0.04%	-15.12%	0.04%	0.04%	19.08%
Hawaii	0.03%	0.03%	1.92%	0.03%	0.03%	16.83%
Wyoming	0.02%	0.02%	14.15%	0.02%	0.02%	4.20%
South Dakota	0.02%	0.02%	-4.25%	0.02%	0.03%	-10.18%
Montana	0.02%	0.03%	-8.27%	0.02%	0.03%	-13.17%
North Dakota	0.02%	0.03%	-17.30%	0.02%	0.03%	-17.36%
Idaho	0.05%	0.03%	65.39%	0.04%	0.03%	44.03%
Unclassified Total	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Total of all United States</b>	<b>75.08%</b>	<b>76.10%</b>	<b>-1.35%</b>	<b>71.38%</b>	<b>72.73%</b>	<b>-1.86%</b>





### Canada

	Q2 '12	Q2 '11	(%) change	2012 YTD	2011 YTD	(%) change
Ontario	7.42%	7.24%	2.46%	9.69%	8.97%	8.05%
Nova Scotia	1.07%	1.08%	-0.74%	1.34%	1.30%	3.33%
Quebec	0.95%	0.80%	18.30%	1.17%	0.90%	29.03%
British Columbia	0.75%	0.61%	22.93%	0.83%	0.76%	9.76%
Alberta	0.74%	0.62%	19.94%	1.01%	0.92%	9.48%
New Brunswick	0.33%	0.38%	-14.04%	0.42%	0.42%	0.60%
Saskatchewan	0.08%	0.07%	7.02%	0.11%	0.12%	-4.42%
Manitoba	0.18%	0.15%	22.44%	0.25%	0.20%	23.91%
Newfoundland	0.18%	0.16%	10.31%	0.18%	0.22%	-18.07%
Prince Edward Island	0.06%	0.08%	-30.75%	0.10%	0.09%	9.57%
Yukon	0.02%	0.00%	0.00%	0.01%	0.01%	0.00%
Northwest Territories	0.00%	0.00%	0.00%	0.00%	0.01%	0.00%
Unclassified	0.01%	0.01%	0.00%	0.01%	0.01%	0.00%
<b>Total Canada</b>	<b>11.78%</b>	<b>11.22%</b>	<b>5.03%</b>	<b>15.12%</b>	<b>13.92%</b>	<b>8.60%</b>

### United Kingdom

	Q2 '12	Q2 '11	(%) change	2012 YTD	2011 YTD	(%) change
<b>Total UK</b>	<b>7.88%</b>	<b>7.92%</b>	<b>-0.49%</b>	<b>8.24%</b>	<b>8.41%</b>	<b>-2.02%</b>

### Europe

	Q2 '12	Q2 '11	(%) change	2012 YTD	2011 YTD	(%) change
Germany	0.32%	0.35%	-6.46%	0.37%	0.43%	-15.69%
France	0.19%	0.22%	-13.68%	0.23%	0.25%	-9.06%
Other Europe	0.43%	0.40%	7.35%	0.45%	0.43%	5.07%
Italy	0.20%	0.35%	-44.61%	0.16%	0.30%	-44.60%
Switzerland	0.35%	0.33%	7.83%	0.39%	0.36%	9.14%
Sweden	0.06%	0.12%	-46.49%	0.06%	0.11%	-42.86%
Austria	0.06%	0.09%	-28.66%	0.05%	0.07%	-31.82%
<b>Total Europe</b>	<b>1.62%</b>	<b>1.86%</b>	<b>-12.66%</b>	<b>1.71%</b>	<b>1.95%</b>	<b>-12.28%</b>

### Other Countries

	Q2 '12	Q2 '11	(%) change	2012 YTD	2011 YTD	(%) change
<b>Other Countries Total</b>	<b>3.64%</b>	<b>2.90%</b>	<b>25.30%</b>	<b>3.55%</b>	<b>2.99%</b>	<b>18.90%</b>

### All Countries

	Q2 '12	Q2 '11	(%) change	2012 YTD	2011 YTD	(%) change
<b>All Countries Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>0.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>0.00%</b>



## Air Arrivals by Age and Gender

### Visitor Age Segmented by Sex

Males	Q2 '12	Q2 '11	(%) change
0-19	3,945	3,940	0.1%
20-29	2,974	3,192	-6.8%
30-39	5,837	6,145	-5.0%
40-49	8,030	9,151	-12.3%
50-59	8,698	9,030	-3.7%
Over 59	8,309	8,602	-3.4%
<b>Total</b>	<b>37,793</b>	<b>40,060</b>	<b>-5.66%</b>

### Visitor Age Segmented by Sex

Females	Q2 '12	Q2 '11	(%) change
0-19	4,265	4,622	-7.7%
20-29	4,296	4,596	-6.5%
30-39	6,108	6,608	-7.6%
40-49	7,258	8,272	-12.3%
50-59	7,919	8,318	-4.8%
Over 59	7,547	7,986	-5.5%
<b>Total</b>	<b>37,393</b>	<b>40,402</b>	<b>-7.45%</b>

### Visitor Age Segmented by Sex

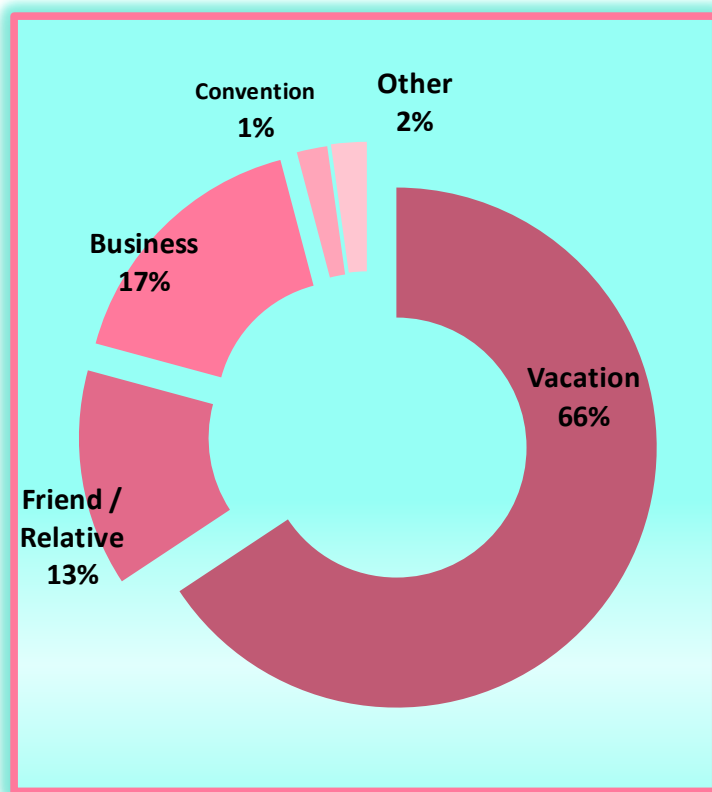
Total	Q2 '12	Q2 '11	(%) change
0-19	8,210	8,562	-4.1%
20-29	7,270	7,788	-6.7%
30-39	11,945	12,753	-6.3%
40-49	15,288	17,423	-12.3%
50-59	16,617	17,348	-4.2%
Over 59	15,856	16,588	-4.4%
<b>Total</b>	<b>75,186</b>	<b>80,462</b>	<b>-6.56%</b>



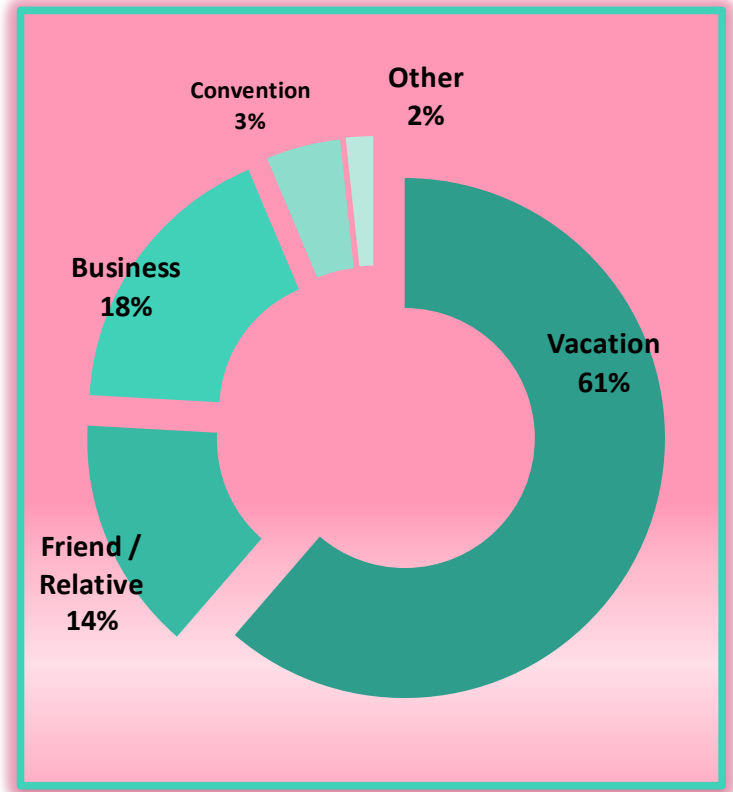
## Purpose of Visit

Purpose of visit						
	Q2 '12	Q2 '11	(%) change	2012 YTD	2011 YTD	(%) change
Vacation	49,384	49,337	0.1%	66,238	64,331	3.0%
Friend / Relative	10,170	11,718	-13.2%	14,639	16,043	-8.8%
Business	12,542	14,308	-12.3%	22,169	24,856	-10.8%
Convention	1,431	3,737	-61.7%	1,796	4,320	-58.4%
Other	1,659	1,362	21.8%	1,963	1,736	13.1%
<b>Total</b>	<b>75,186</b>	<b>80,462</b>	<b>-6.6%</b>	<b>106,805</b>	<b>111,286</b>	<b>-4.0%</b>

### Q1 2012



### Q1 2011





## Bednight Data

### Where did air visitors Stay

	Q2 '12	Q2 '11	(%) change	2012 YTD	2011 YTD	(%) change
Resort Hotels	34,239	38,072	-10.1%	49,771	53,467	-6.9%
Small Hotels	13,939	14,181	-1.7%	19,790	19,636	0.8%
Cottage Colonies	4,263	4,700	-9.3%	5,424	5,990	-9.4%
Private Clubs	1,339	1,307	2.4%	1,784	1,599	11.6%
Cottage Suites/Apt.	1,986	2,117	-6.2%	2,652	2,859	-7.2%
Inns	355	455	-22.0%	530	719	-26.3%
Bed & Breakfast	464	685	-32.3%	680	1,015	-33.0%
<b>All Commercial Properties</b>	<b>56,585</b>	<b>61,517</b>	<b>-8.02%</b>	<b>80,631</b>	<b>85,285</b>	<b>-5.46%</b>
Private Homes	17,936	18,184	-1.4%	25,388	25,066	1.3%
Uncertain	665	761	-12.6%	786	935	-15.9%
<b>Total</b>	<b>75,186</b>	<b>80,462</b>	<b>-6.58%</b>	<b>106,805</b>	<b>111,286</b>	<b>-4.03%</b>

### Intended bednights by accommodation type

	Q2 '12			2012 YTD		
	No. of visitors	No. of bednights	Avg. Stay in nights	No. of Visitors	No. of bednights	Avg. Stay in nights
Resort Hotels	34,239	150,054	4.38	49,771	215,736	4.33
Small Hotels	13,939	67,084	4.81	19,790	95,160	4.81
Cottage Colonies	4,263	26,013	6.10	5,424	34,305	6.32
Private Clubs	1,339	5,973	4.46	1,784	8,253	4.63
Cottage Suites/Apt.	1,986	12,881	6.49	2,652	19,529	7.36
Inns	355	1,744	4.91	530	2,464	4.65
Bed & Breakfast	464	3,769	8.12	680	5,691	8.37
<b>All Commercial Properties</b>	<b>56,585</b>	<b>267,518</b>	<b>4.73</b>	<b>80,631</b>	<b>381,138</b>	<b>4.73</b>
Private Homes	17,936	167,286	9.33	25,388	240,206	9.46
Uncertain	665	2,770	4.17	786	3,379	4.30
<b>Total</b>	<b>75,186</b>	<b>437,574</b>	<b>5.82</b>	<b>106,805</b>	<b>624,723</b>	<b>5.85</b>

### Intended bednights by accommodation type

	Q2 '11			2011 YTD		
	No. of visitors	No. of bednights	Avg. Stay in nights	No. of Visitors	No. of bednights	Avg. Stay in nights
Resort Hotels	38,072	171,779	4.51	53,467	236,772	4.43
Small Hotels	14,181	69,335	4.89	19,636	98,583	5.02
Cottage Colonies	4,700	28,234	6.01	5,990	37,278	6.22
Private Clubs	1,307	5,958	4.56	1,599	7,559	4.73
Cottage Suites/Apt.	2,117	13,930	6.58	2,859	23,218	8.12
Inns	455	1,986	4.36	719	3,478	4.84
Bed & Breakfast	685	4,154	6.06	1,015	6,458	6.36
<b>All Commercial Properties</b>	<b>61,517</b>	<b>295,376</b>	<b>4.80</b>	<b>85,285</b>	<b>413,346</b>	<b>4.85</b>
Private Homes	18,184	151,583	8.34	25,066	224,633	8.96
Uncertain	761	2,947	3.87	935	3,970	4.25
<b>Total</b>	<b>80,462</b>	<b>449,906</b>	<b>5.59</b>	<b>111,286</b>	<b>641,949</b>	<b>5.77</b>



## Cruise Arrivals

### Summary of where cruise arrivals came from

All Countries	Q2 '12	Q2 '11	(%) change	2012 YTD	2011 YTD	(%) change
United States	148,825	145,107	2.6%	150,165	145,624	3.1%
Canada	6,830	7,457	-8.4%	7,130	7,503	-5.0%
United Kingdom	1,465	3,396	-56.9%	1,608	3,484	-53.8%
Europe	1,714	2,337	-26.7%	2,604	2,351	10.8%
Rest of World	2,517	2,739	-8.1%	2,563	2,749	-6.8%
<b>Total</b>	<b>161,351</b>	<b>161,036</b>	<b>0.20%</b>	<b>164,070</b>	<b>161,711</b>	<b>1.46%</b>

#### Market Share

	Q2 '12	Q2 '11
United States	92.2%	90.1%
Canada	4.2%	4.6%
United Kingdom	0.9%	2.1%
Europe	1.1%	1.5%
Rest of World	1.6%	1.7%

#### Market Share

	2012 YTD	2011 YTD
United States	91.5%	90.1%
Canada	4.3%	4.6%
United Kingdom	1.0%	2.2%
Europe	1.6%	1.5%
Rest of World	1.6%	1.7%

## Yacht Arrivals

### Summary of where yacht arrivals came from

All Countries	Q2 '12	Q2 '11	(%) change	2012 YTD	2011 YTD	(%) change
United States	2,430	1,179	106.1%	2,457	1,216	102.1%
Canada	202	155	30.3%	248	192	29.2%
United Kingdom	352	333	5.7%	371	370	0.3%
Europe	751	477	57.4%	868	514	68.9%
Rest of World	266	216	23.1%	290	253	14.6%
<b>Total</b>	<b>4,001</b>	<b>2,360</b>	<b>69.53%</b>	<b>4,234</b>	<b>2,545</b>	<b>66.37%</b>

2,640

#### Market Share

	Q2 '12	Q2 '11
United States	60.7%	50.0%
Canada	5.0%	6.6%
United Kingdom	8.8%	14.1%
Europe	18.8%	20.2%
Rest of World	6.6%	9.2%

#### Market Share

	2012 YTD	2011 YTD
United States	58.0%	47.8%
Canada	5.9%	7.5%
United Kingdom	8.8%	14.5%
Europe	20.5%	20.2%
Rest of World	6.8%	9.9%