

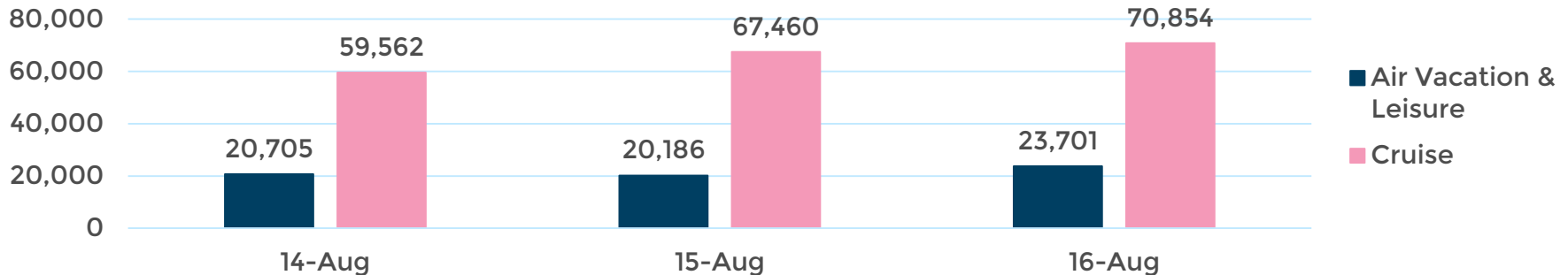
# Tourism Measures

AUGUST 2016

BERMUDA

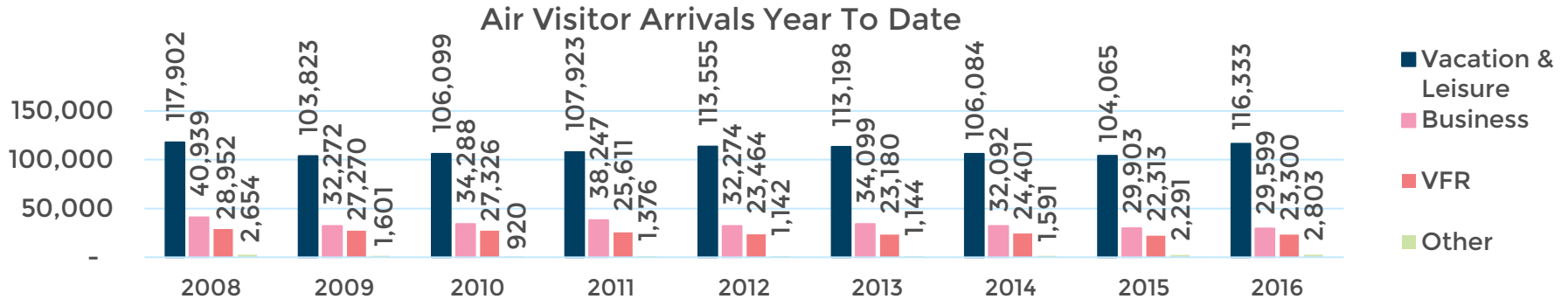
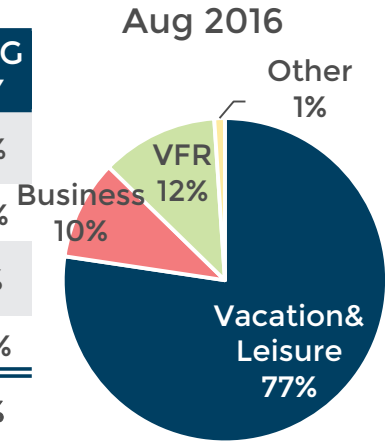
# Total Vacation & Leisure Visitor Arrivals

	14-Aug	15-Aug	16-Aug	# CHG YOY	% CHG YOY	YTD-14	YTD-15	YTD-16	# CHG YOY	% CHG YOY
AIR VACATION & LEISURE VISITORS	20,705	20,186	23,701	3,515	17.4%	106,084	104,065	116,333	12,268	11.8%
CRUISE VISITORS	59,562	67,460	70,854	3,394	5.0%	276,273	285,182	302,944	17,762	6.2%
<b>TOTAL LEISURE VISITORS</b>	<b>80,267</b>	<b>87,646</b>	<b>94,555</b>	<b>6,909</b>	<b>7.9%</b>	<b>382,357</b>	<b>389,247</b>	<b>419,277</b>	<b>30,030</b>	<b>7.7%</b>



# Total Air Visitors – Purpose of Visit

	14-Aug	15-Aug	16-Aug	# CHG YOY	% CHG YOY	YTD-14	YTD-15	YTD-16	# CHG YOY	% CHG YOY
Vacation & Leisure	20,705	20,186	23,701	3,515	17.4%	106,084	104,065	116,333	12,268	11.8%
Business	2,714	2,977	3,042	65	2.2%	32,092	29,903	29,599	-304	-1.0%
Visiting Friends & Relatives	4,152	3,317	3,571	254	7.7%	24,401	22,313	23,300	987	4.4%
Other	189	337	323	-14	-4.2%	1,591	2,291	2,803	512	22.3%
<b>TOTAL Air Visitors</b>	<b>27,760</b>	<b>26,817</b>	<b>30,637</b>	<b>3,820</b>	<b>14.2%</b>	<b>164,168</b>	<b>158,572</b>	<b>172,035</b>	<b>13,463</b>	<b>8.5%</b>



# Total Air Visitors – Purpose of Visit Detail

	14-Aug	15-Aug	16-Aug	# CHG YOY	% CHG YOY	YTD-14	YTD-15	YTD-16	# CHG YOY	% CHG YOY
<b>Vacation &amp; Leisure</b>	<b>20,705</b>	<b>20,186</b>	<b>23,701</b>	<b>3,515</b>	<b>17.4%</b>	<b>106,084</b>	<b>104,065</b>	<b>116,333</b>	<b>12,268</b>	<b>11.8%</b>
Vacation	20,705	19,938	23,310	3,372	16.9%	106,084	101,184	112,011	10,827	10.7%
Destination Wedding*		234	338	104	44.4%		2,725	2,591	-134	-4.9%
Concert/Festival/Carnival ***			3					22		
AC Vacation*		14	16	2	14.3%		156	153	-3	-1.9%
Sporting Events**			34					1,556		
<b>Business</b>	<b>2,714</b>	<b>2,977</b>	<b>3,042</b>	<b>65</b>	<b>2.2%</b>	<b>32,092</b>	<b>29,903</b>	<b>29,599</b>	<b>-304</b>	<b>-1.0%</b>
Business	2,530	2,182	2,431	249	11.4%	28,552	23,901	22,157	-1,744	-7.3%
AC Team/Business*		23	42	19	82.6%		221	472		
Incentive Groups*		15	26	11	73.3%		256	365		
Conference/Meeting	184	757	543	-214	-28.3%	3,540	5,525	6,605	1,080	19.5%
<b>Visiting Friends &amp; Relatives</b>	<b>4,152</b>	<b>3,317</b>	<b>3,571</b>	<b>254</b>	<b>7.7%</b>	<b>24,401</b>	<b>22,313</b>	<b>23,300</b>	<b>987</b>	<b>4.4%</b>
Vacation*		2,941	3,176	235	8.0%		20,474	19,757		
Personal *		376	368	-8	-2.1%		1,839	3,301		
AC**			27					242		
<b>Other</b>	<b>189</b>	<b>337</b>	<b>323</b>	<b>-14</b>	<b>-4.2%</b>	<b>1,591</b>	<b>2,291</b>	<b>2,803</b>	<b>512</b>	<b>22.3%</b>
Study		266	47	-219	-82.3%		568	588	20	3.5%
Other	189	71	276	205	288.7%	1,591	1,723	2,215	492	28.6%
<b>Total Air Visitors</b>	<b>27,760</b>	<b>26,817</b>	<b>30,637</b>	<b>3,820</b>	<b>14.2%</b>	<b>164,168</b>	<b>158,572</b>	<b>172,035</b>	<b>13,463</b>	<b>8.5%</b>

Source: Immigration landing cards.  
\*\*\* Category added in late June 2016

\* Category added in April 2015  
\*\* Category added in October 2015

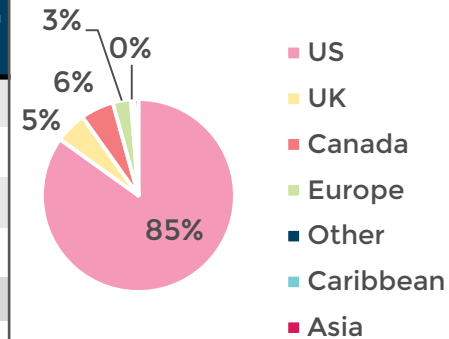
# Air Visitor Arrivals by Country

Leisure Air Arrivals	14-Aug	15-Aug	16-Aug	# CHG YOY	% CHG YOY	YTD-14	YTD-15	YTD-16	# CHG YOY	% CHG YOY
US	16,796	16,400	20,121	3,721	22.7%	83,239	82,557	96,517	13,960	16.9%
Canada	1,636	1,306	1,246	-60	-4.6%	12,323	10,057	8,478	-1,579	-15.7%
UK	1,333	1,558	1,318	-240	-15.4%	6,760	7,635	6,976	-659	-8.6%
Europe	743	656	718	62	9.5%	2,109	2,109	2,272	163	7.7%
Caribbean*		77	66	-11	-14.3%		311	505		
Asia*		34	68	34	100.0%		231	507		
Other	197	155	164	9	5.8%	1,653	1,165	1,078		

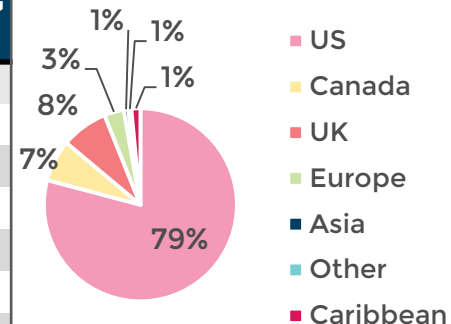
  

Total Air Arrivals	14-Aug	15-Aug	16-Aug	# CHG YOY	% CHG YOY	YTD-14	YTD-15	YTD-16	# CHG YOY	% CHG YOY
US	20,926	20,343	24,242	3,899	19.2%	119,124	115,855	130,425	14,570	12.6%
Canada	2,635	2,150	2,136	-14	-0.7%	20,568	17,029	15,673	-1,356	-8.0%
UK	2,593	2,557	2,401	-156	-6.1%	15,220	15,583	14,830	-753	-4.8%
Europe	1,034	975	1,012	37	3.8%	4,143	4,582	4,977	395	8.6%
Caribbean*		268	228	-40	-14.9%		1,282	1,875		
Asia*		107	157	50	46.7%		709	1,126		
Other	572	417	461	44	10.6%	5,113	3,532	3,129		

Leisure Aug



Total Aug

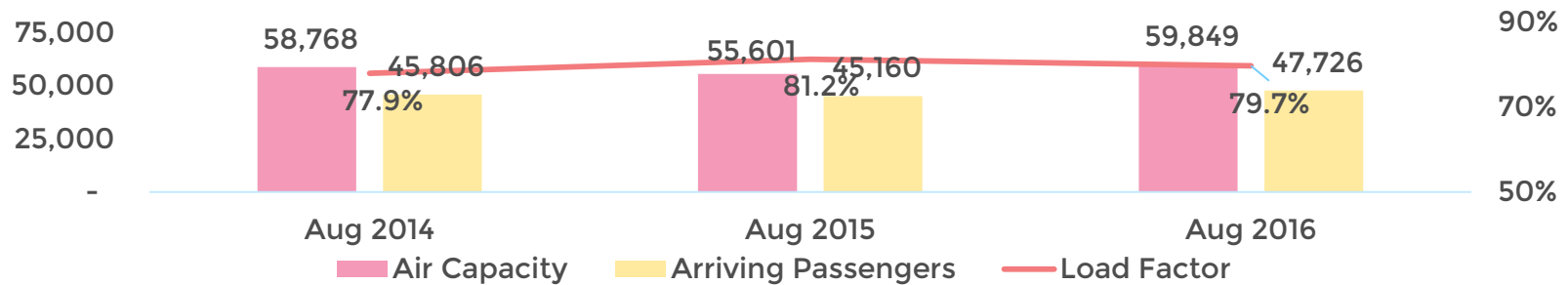


Source: Immigration landing cards. \*Caribbean and Asia have been tracked in 2016 but full data is not available from 2014/2015.

# Air Statistics

	14-Aug	15-Aug	16-Aug	# CHG YOY	% CHG YOY	YTD-14	YTD-15	YTD-16	# CHG YOY	% CHG YOY
Air Capacity (Total Seats)	58,768	55,601	59,849	4,248	7.6%	383,342	342,856	385,910	43,054	12.6%
Arriving Passengers (Seats Sold)	45,806	45,160	47,726	2,566	5.7%	264,648	259,969	277,107	17,138	6.6%
Air Load Factor (% filled)	77.9%	81.2%	79.7%	-1.5%	-1.8%	69.0%	75.8%	71.8%	-4.0%	-5.3%

Air capacity increased in August by 7.6% vs. 2015. Arriving passengers, which includes residents, also increased by 5.7% vs. 2015.



# Accommodation Statistics

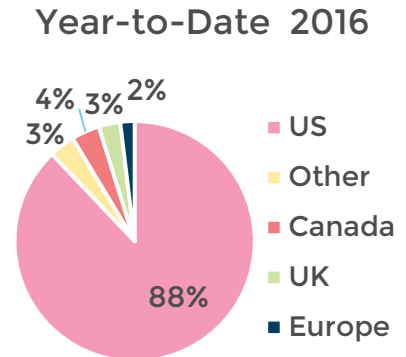
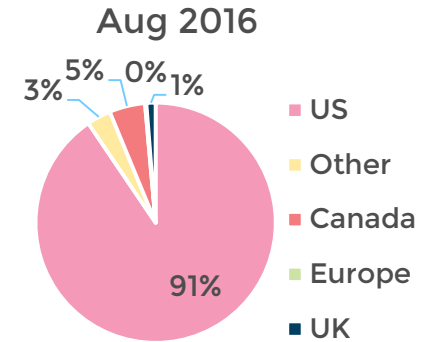
		14-Aug	15-Aug	16-Aug	# CHG YOY	% CHG YOY	YTD-14	YTD-15	YTD-16	# CHG YOY	% CHG YOY
Hotel Occupancy		67.3%	71.0%	76.9%	5.9%	8.3%	56.5%	55.1%	58.6%	3.5%	6.4%
Hotel Average Daily Rate (ADR)					\$12.99	3.1%				\$2.02	0.6%
Hotel Revenue Per Available Room (RevPAR)					\$34.65	11.7%				\$14.02	7.0%
Average Length of Stay	TOTAL	6.28	6.35	6.00	-0.35	-5.5%	6.27	6.34	6.09	-0.25	-3.9%
	Leisure	5.78	5.75	5.53	-0.22	-3.8%	5.8	5.77	5.48	-0.29	-5.0%
	In Hotels & Similar	5.17	5.17	4.94	-0.23	-4.4%	4.89	4.88	4.80	-0.08	-1.6%
% Staying In Hotels & Similar	TOTAL	70.7%	73.2%	74.6%	1.4%	1.9%	71.0%	71.5%	73.2%	1.7%	2.4%
	Leisure	80.1%	82.8%	83.4%	0.6%	0.7%	79.2%	80.6%	83.1%	2.5%	3.1%
	Business	82.0%	86.1%	87.4%	1.3%	1.5%	84.5%	86.6%	87.9%	1.3%	1.5%
Bed Nights in Hotels & Similar		101,539	101,496	113,093	11,597	11.4%	569,959	553,199	608,538	55,339	10.0%

Source: Occupancy, ADR and RevPAR from STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Choice of Accommodation and Length of Stay from Immigration Landing Cards

# Cruise Arrivals

Country of Origin	14-Aug	15-Aug	16-Aug	# CHG YOY	% CHG YOY	YTD-14	YTD-15	YTD-16	# CHG YOY	% CHG YOY
US	53,019	60,535	63,455	2,920	4.8%	244,315	253,710	266,365	12,655	5.0%
Canada	3,539	3,546	3,381	-165	-4.7%	15,687	14,239	11,478	-2,761	-19.4%
UK	719	744	866	122	16.4%	5,422	5,021	8,832	3,811	75.9%
Europe	741	763	892	129	16.9%	3,753	5,062	5,814	752	14.9%
Other	1,544	1,872	2,260	388	20.7%	7,096	7,150	10,455	3,305	46.2%
<b>Total</b>	<b>59,562</b>	<b>67,460</b>	<b>70,854</b>	<b>3,394</b>	<b>5.0%</b>	<b>276,273</b>	<b>285,182</b>	<b>302,944</b>	<b>17,762</b>	<b>6.2%</b>

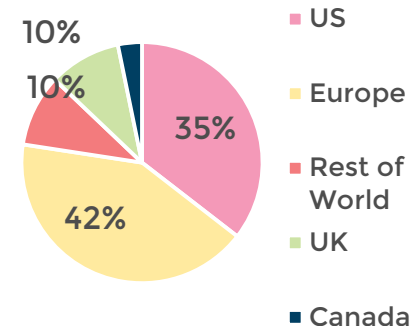




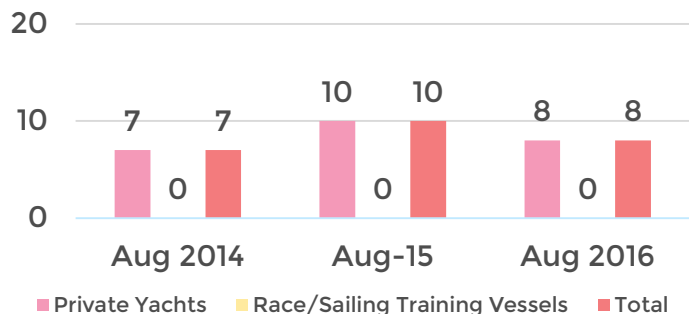
# Yacht Arrivals

Country of Origin	14-Aug	15-Aug	16-Aug	# CHG YOY	% CHG YOY	YTD-14	YTD-15	YTD-16	# CHG YOY	% CHG YOY
US	2	12	11	-1	-8.3%	1,932	838	1,731	893	106.6%
Canada	2	0	1	1		202	132	192	60	45.5%
UK	0	6	3	-3	-50.0%	299	333	357	24	7.2%
Europe	13	13	13	0	0.0%	979	1,060	899	-161	-15.2%
Other	7	14	3	-11	-78.6%	388	264	299	35	13.3%
<b>Total</b>	<b>24</b>	<b>45</b>	<b>31</b>	<b>-14</b>	<b>-31.1%</b>	<b>3,800</b>	<b>2,627</b>	<b>3,478</b>	<b>851</b>	<b>32.4%</b>

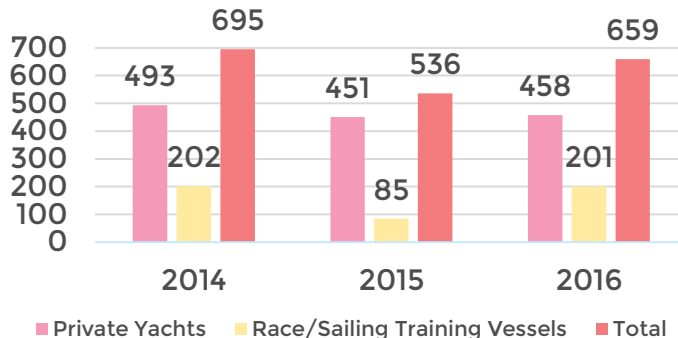
## Aug 2016



## Number of Vessels - Aug



## Number of Vessels - YTD



## Year-to-Date 2016

