

2017 3rd Quarter Visitor Arrivals Report

AGENDA

HEADLINES

EXECUTIVE SUMMARY

THE NUMBERS

LOOK AHEAD

HEADLINES

BERMUDAΔ

Q3 2017

Seventh consecutive quarter of year-
over-year visitor spending growth
(leisure air arrivals)

↑ 15%

Q3 2017

Leisure Air Visitor Spending

Seven consecutive quarters of

Q1 2016 growth ↑ 4%

Q2 2016 ↑ 12%

Q3 2016 ↑ 20%

Q4 2016 ↑ 23%

Q1 2017 ↑ 30%

Q2 2017 ↑ 31%

Q3 2017 ↑ 15%

Q3 2017

Seventh consecutive quarter of year-over-year growth in leisure air visitor arrivals

 6%

Q3 2017

Leisure Air Arrivals

Seven consecutive quarters of

Q1 2016 growth ↑ 14%

Q2 2016 ↑ 9%

Q3 2016 ↑ 18%

Q4 2016 ↑ 35%

Q1 2017 ↑ 19%

Q2 2017 ↑ 16%

Q3 2017 ↑ 6%

Younger Visitors

90% of growth in leisure air arrivals
over first nine months in 2017 are
from visitors younger than
45 years-old

September 2017



Only monthly decline for leisure air
arrivals since December 2015

EXECUTIVE SUMMARY

Executive Summary

Q3 2017

PERCENTAGES ARE % CHANGE COMPARING 2016 AND 2017



6% ↑

LEISURE AIR **ARRIVALS**



11% ↑

AIR CAPACITY



15% ↑

TOTAL LEISURE **SPENDING**
(AIR LEISURE)



11% ↑

HOTEL REV PAR
(Revenue per Available Room)



U.S. LEISURE AIR **ARRIVALS**

BOSTON

19% ↑

NEW YORK

5% ↑



2017

\$104.7 MM

2016

\$91.3 MM



4% ↑

HOTEL OCCUPANCY

Executive Summary

YTD 2017

PERCENTAGES ARE % CHANGE COMPARING 2016 AND 2017



11% ↑

LEISURE AIR **ARRIVALS**



5% ↑

AIR **CAPACITY**



22% ↑

TOTAL LEISURE **SPENDING**
(AIR LEISURE)



90% ↑

OF GROWTH IN LEISURE
AIR ARRIVALS WERE
UNDER AGE 45



U.S. LEISURE AIR

CAPACITY

ARRIVALS

BOSTON

11% ↑

15% ↑

NEW YORK

18% ↑

10% ↑



2017

\$222.3 MM

2016

\$181.6 MM



9% ↑

HOTEL **OCCUPANCY**

THE NUMBERS

BERMUDAΔ

Estimated Air Visitor Spending year-to-date



22% ↑

LEISURE VISITOR SPENDING
(AIR)



2017
\$222.3 MM

2016
\$181.6 MM



YTD 2017

IN MILLIONS	YTD 2016	YTD 2017	# CHG YOY	% CHG YOY
LEISURE	\$181.6	\$222.3	\$40.7	22.4%
BUSINESS	\$44.9	\$55.1	\$10.2	22.7%
TOTAL	\$252.1	\$307.4	\$55.3	21.9%

Total above includes “friends/relatives” and “other” air visitor categories

Air Visitor Arrivals year-to-date



↑ **10%**

**TOTAL
AIR ARRIVALS**

YTD 2017

	YTD 2016	YTD 2017	# CHG YOY	% CHG YOY
VACATION & LEISURE	133K	148K	15K	11%
BUSINESS	33K	35K	2K	6%
VISITING FRIENDS & RELATIVES	26K	28K	2K	8%
OTHER	3.2K	3.5K	368	12%
TOTAL AIR VISITORS	194,911	214,382	19,471	10%

Leisure Air Visitor Age year-to-date



90%

OF GROWTH IN
LEISURE AIR ARRIVALS
DRIVEN BY VISITORS
UNDER AGE 45

YTD 2017

AGE	YTD 2016	YTD 2017	# CHG YOY	% CHG YOY
0 - 17	16K	16.7K	765	5%
18 - 24	9K	9.4K	294	3%
25 - 34	22.6K	30.9K	8.3K	37%
35 - 44	20.7K	24.8K	4.1K	20%
45 - 54	25.4K	24.9K	(513)	-2%
55 - 64	22.5K	23.5K	1K	5%
OVER 65	16.5K	17.6K	1K	6%
TOTAL	132,816	147,830	15,014	11%

Leisure Air Arrivals By Month

	2016	2017	# CHG	% CHG
July	24,170	26,322	2,152	+8.9%
August	23,701	26,191	2,490	+10.5%
September	16,483	15,819	(664)	- 4.0%

Storm Ravaged September

- 10 cancelled Bermuda-bound flights
- Storm warnings of potential impact for Bermuda
- Extensive news coverage of destructive hurricanes in Caribbean
- News outlets confused Bermuda with Barbuda



Stormy September

- At start of Sept 2017 hotel bookings were pacing ahead 12% versus Sept 2016
- Hotel partners report spike in hotel booking cancellations during September
- Sept 2017 hotel occupancy finished up 1%

September Media Headlines

'No communication': Bermuda destroyed by Hurricane Irma

by Starts at 60 Writers | Sep 7, 2017 |
9:41 AM

Two people are dead and more than 90 per cent of Bermuda has been destroyed after Hurricane Irma ripped through the Caribbean on Wednesday.

[Top](#) [Latest](#) [People](#) [Photos](#) [Videos](#) [News](#)



carla bridglal @CarlaBridglal · 1d

First sentence of the [@nytimes](#) [#HurricaneIrma](#) article mistakes Bermuda for [#Barbuda](#) because all Caribbean islands are the same, right?

SAN JUAN, P.R. — Hurricane Irma, one of the most powerful Atlantic storms ever recorded, made landfall about 2 a.m. Eastern Wednesday, with the eye passing over Bermuda as the storm took aim at [Puerto Rico and other islands](#), the National Hurricane Center said.

8

11

25





Kevin Dallas
@KevinRecommends

Following

Thanks for your concern for @Bermuda, but it's our friends 1,600KM south in @antiguabarbuda who need your prayers right now. #Irma2017



7:35 AM - 7 Sep 2017 from Bermuda

47 Retweets 85 Likes



3

47

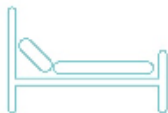
85



Our Response

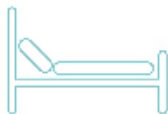
- Contacted media outlets to correct erroneous reporting
- Posted regularly to social media with sensitivity to affected areas
- Released special message banner across all pages of gotobermuda.com
- Emailed stakeholders with messaging for their consumers, partners, etc.

Hotel Performance year-to-date



↑ 19.5%

HOTEL REV PAR
(Revenue per Available Room)



↑ 9%

HOTEL OCCUPANCY

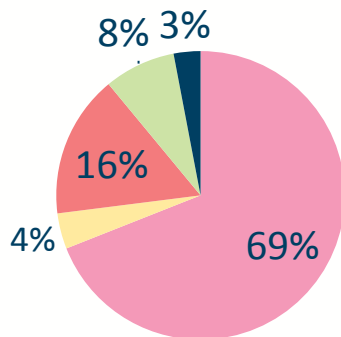
YTD 2017

	YTD 2016	YTD 2017	# CHG YOY	% CHG YOY
HOTEL OCCUPANCY	60.1%	65.5%	5.4%	9%
HOTEL AVERAGE DAILY RATE (ADR)	-	-	\$35.63	9.8%
HOTEL REVENUE PER AVAILABLE ROOM (REVPAR)	-	-	\$42.74	19.5%

Lodging Market Split

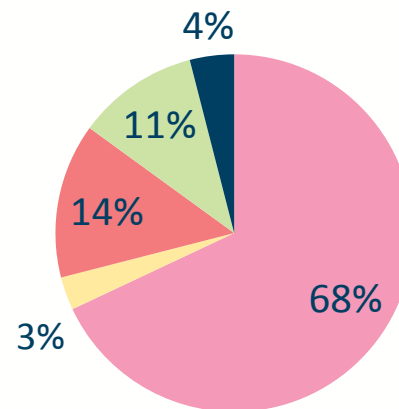
Q3 2016

Hotels Guesthouse
Friends/Relatives House/Apt Rental
Other



Q3 2017

Hotels Guesthouse
Friends/Relatives House/Apt Rental
Other



Hotel share largely unchanged year-over-year; home rentals up noticeably

Vacation Rental Market



YTD 2017

	YTD 2016	YTD 2017	# CHG YOY	% CHG YOY
% of Visitors Choosing Vacation Rental	7.2%	10.3%	3.1%	43.1%
Average Length of Stay	8.16 days	9.44 days	1.28 days	15.7%

- A larger share of visitors is choosing vacation rentals in 2017 versus 2016
- Vacation rental visitors are staying longer this year versus last year

Leisure Air Visitors by Country

Country	YTD 2016	YTD 2017	% Change
United States	110,235	120,962	10%
Canada	9,669	11,734	21%
United Kingdom	8,021	8,064	.5%
Europe	2,537	3,380	33%
Caribbean	542	766	41%
Asia	543	617	14%
Other	1,269	2,307	82%
	132,816	147,830	11%

Visitors by Sea

YTD 2017

	YTD 2016	YTD 2017	# CHG YOY	% CHG YOY
CRUISE VISITORS	344,485	373,297	28,812	8.4%
YACHT VISITORS	3,498	4,756	1,258	36%



Note: In Sept 2017, five cruise ship calls cancelled due to hurricane activity

LOOK AHEAD

BERMUDAΔ



National Sports Centre Aquatics Facility

Sports Teams November-March National Sports Centre

- Swimming
- Diving
- Rugby
- Track & Field
- Soccer

November Conferences



HAMILTON PRINCESS & BEACH CLUB
A FAIRMONT MANAGED HOTEL

International Foundation
OF EMPLOYEE BENEFIT PLANS



CANADA

Education | Research | Leadership

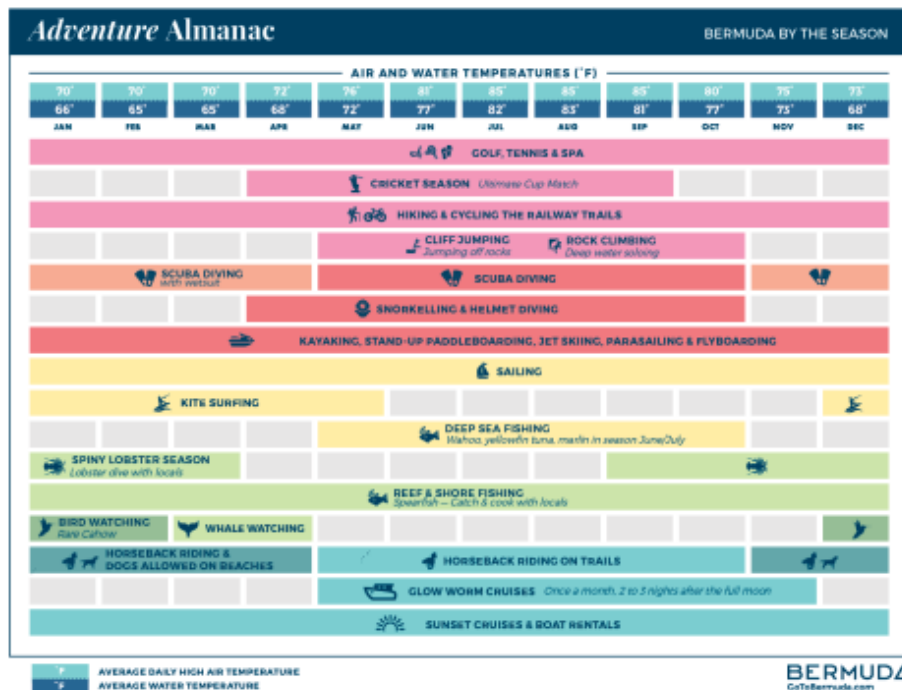


BERMUDA
TOURISM AUTHORITY

THE
Fairmont
SOUTHAMPTON
BERMUDA

ROSEWOOD
BERMUDA

Adventure Almanac



2018 Sailing Calendar



MARCH MOTH WORLD CHAMPIONSHIPS

March 21- April 1

mothworlds.org/Bermuda

APRIL BERMUDA INTERNATIONAL INVITATIONAL RACE WEEK

April 28 - May 4

biirw.com

MAY ATLANTIC RALLY FOR CRUISERS

May 5 - 16

ANTIGUA BERMUDA RACE

May 9 - 17

antiguabermuda.com

OYSTER REGATTA BERMUDA

May 21 - 27

oysteryachts.com/events/regatta-calendar

JUNE ANNAPOLIS BERMUDA OCEAN RACE

June 8 - 16

bermudaoceanrace.com

NEWPORT BERMUDA RACE

June 15 - 23

Uncover BERMUDA

THE INSIDER'S GUIDE
to Bermuda's Tours, Activities & Cultural Treasures

ITU WORLD TRIATHLON BERMUDA

APRIL 26-28, 2017



BERMUDA

MORE ONLINE

GOTOBERMUDA.COM/BTA

DETAILED STATISTICAL DATA & CORPORATE ACTIVITY

BERMUDA