

Tourism Industry Measures

3rd Quarter 2026

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Q3 2026 Executive Summary

Q3 2026 VS Q3 2025

More visitors arrived by air and sea than in Q3 2025, air visitors spent more, and hotels earned more from every room.

01 **More visitors are flying in**

69,983 air visitors, up 9.2% on Q3 2025.

02 **Canada leads leisure growth**

Canadian leisure arrivals rose 25.3%; US leisure arrivals rose 8.9%.

03 **More cruise passengers came ashore**

247,471 passengers, up 15.4%, or 33,086 more.

04 **Hotels earned more per room**

Occupancy reached 78% and revenue per available room rose 11.7%.

05 **Air visitors spent more**

$156.6M in total, up 11.0%; $2,238 per person, up 1.6%.

Q3 2026 by the Numbers

Air visitors rose 9.2% on Q3 2025 and cruise passengers 15.4%, with Canada, the fastest-growing major market, up 17.5%.

69,983

AIR VISITORS

+5,873 or +9.2% vs Q3 2025

247,471

CRUISE VISITORS

+33,086 or +15.4% vs Q3 2025

51,881

LEISURE AIR ARRIVALS

+4,582 or +9.7% vs Q3 2025

5,512

UK AIR ARRIVALS

+64 or +1.2% vs Q3 2025

53,582

US AIR ARRIVALS

+4,471 or +9.1% vs Q3 2025

6,089

CANADIAN AIR ARRIVALS

+906 or +17.5% vs Q3 2025

$156.6M

TOTAL AIR VISITOR SPENDING

+$15.5M or +11.0% vs Q3 2025

$2,238

PER PERSON AIR SPENDING

+$36 or +1.6% vs Q3 2025

YTD 2026 by the Numbers

Through September, air visitors are up 5.2% on 2025 and cruise passengers 11.9%, with Canada the fastest-growing major market at +18.4%.

167,708

AIR VISITORS

+8,256 or +5.2% vs YTD 2025

482,650

CRUISE VISITORS

+51,486 or +11.9% vs YTD 2025

116,069

LEISURE AIR ARRIVALS

+5,486 or +5.0% vs YTD 2025

15,396

UK AIR ARRIVALS

+1,257 or +8.9% vs YTD 2025

121,025

US AIR ARRIVALS

+2,735 or +2.3% vs YTD 2025

17,985

CANADIAN AIR ARRIVALS

+2,794 or +18.4% vs YTD 2025

$361.7M

TOTAL AIR VISITOR SPENDING

+$30.4M or +9.2% vs YTD 2025

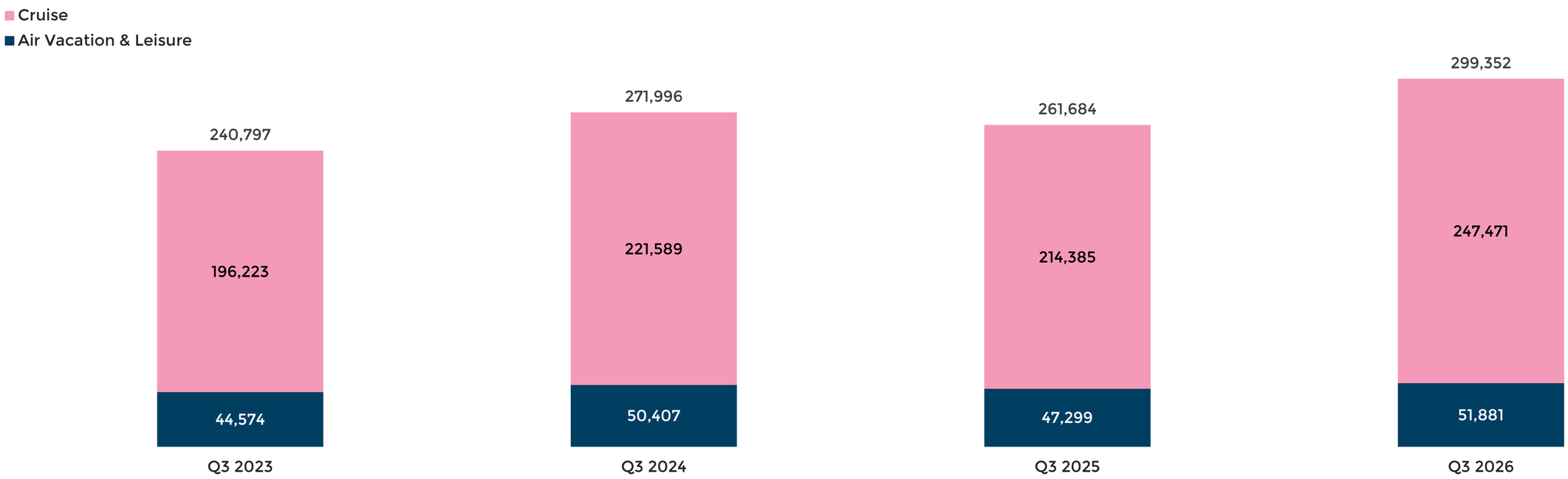
$2,157

PER PERSON AIR SPENDING

+$79 or +3.8% vs YTD 2025

Total Vacation & Leisure Visitor Arrivals

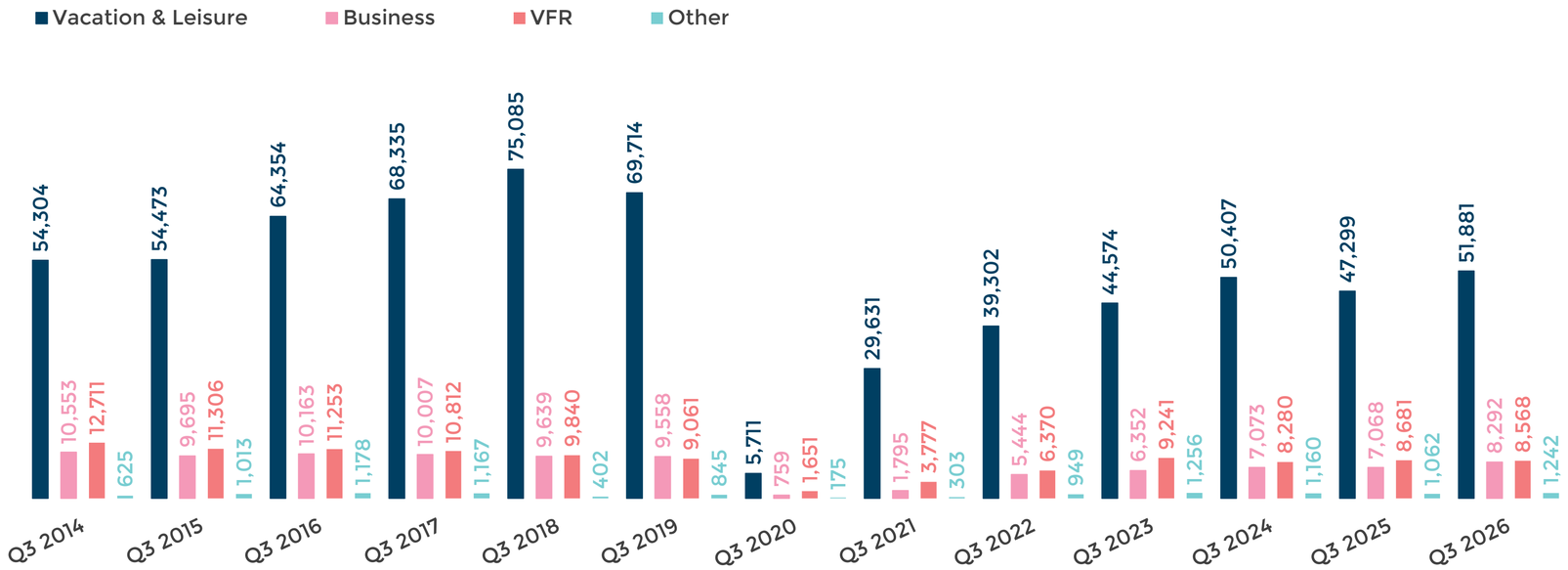
	Q3 2023	Q3 2024	Q3 2025	26-Jul	26-Aug	26-Sep	Q3 2026	# CHG	% CHG	YTD-23	YTD-24	YTD-25	YTD-26	# CHG	% CHG
Air Vacation & Leisure Visitors	44,574	50,407	47,299	20,035	19,533	12,313	51,881	4,582	9.7%	99,894	112,027	110,583	116,069	5,486	5.0%
Cruise Visitors	196,223	221,589	214,385	90,348	98,043	59,080	247,471	33,086	15.4%	405,310	456,379	431,164	482,650	51,486	11.9%
Total Leisure Visitors	**240,797**	**271,996**	**261,684**	**110,383**	**117,576**	**71,393**	**299,352**	**37,668**	**14.4%**	**505,204**	**568,406**	**541,747**	**598,719**	**56,972**	**10.5%**

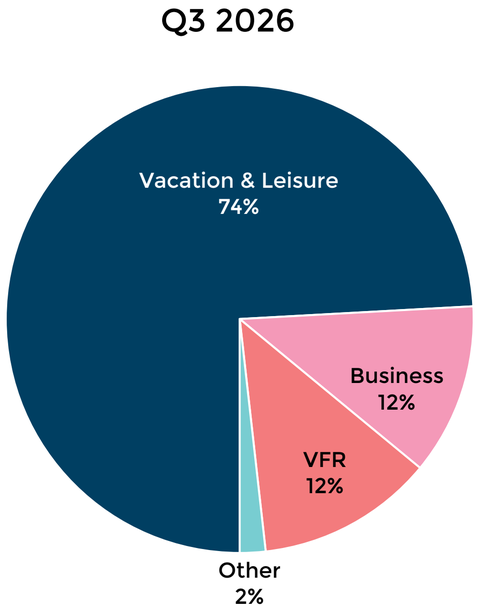


Air Vacation & Leisure Purpose of Visit = Vacation, Destination Wedding, Sporting Event, Concert/Festival/Carnival
Source: Department of Immigration, Visitor Arrival Forms and H.M. Customs

Total Air Visitors Purpose of Visit

	Q3 2023	Q3 2024	Q3 2025	26-Jul	26-Aug	26-Sep	Q3 2026	# CHG	% CHG	YTD-23	YTD-24	YTD-25	YTD-26	# CHG	% CHG
Vacation & Leisure	44,574	50,407	47,299	20,035	19,533	12,313	51,881	4,582	9.7%	99,894	112,027	110,583	116,069	5,486	5.0%
Business	6,352	7,073	7,068	2,534	1,991	3,767	8,292	1,224	17.3%	23,674	25,452	25,719	28,072	2,353	9.1%
Visiting Friends & Relatives	9,241	8,280	8,681	4,438	2,509	1,621	8,568	-113	-1.3%	20,768	18,616	19,867	19,615	-252	-1.3%
Other	1,256	1,160	1,062	448	439	355	1,242	180	16.9%	4,165	3,708	3,283	3,952	669	20.4%
TOTAL Air Visitors	**61,423**	**66,920**	**64,110**	**27,455**	**24,472**	**18,056**	**69,983**	**5,873**	**9.2%**	**148,501**	**159,803**	**159,452**	**167,708**	**8,256**	**5.2%**





Air Vacation & Leisure Purpose of Visit = Vacation, Destination Wedding, Sporting Event, Concert/Festival/Carnival Spectator/Vacation.
Source: Department of Immigration & Visitor Arrival Forms

Total Air Visitors Purpose of Visit Detail

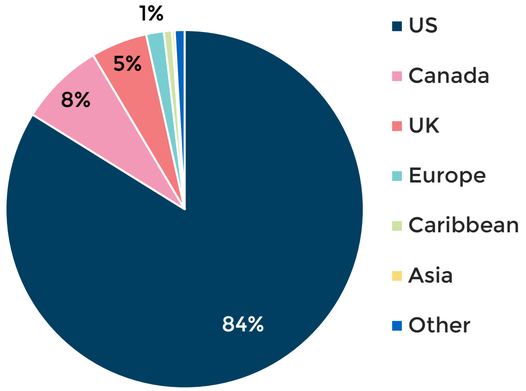
	Q3 2023	Q3 2024	Q3 2025	26-Jul	26-Aug	26-Sep	Q3 2026	# CHG	% CHG	YTD-23	YTD-24	YTD-25	YTD-26	# CHG	% CHG
Vacation & Leisure	**44,574**	**50,407**	**47,299**	**20,035**	**19,533**	**12,313**	**51,881**	**4,582**	**9.7%**	**99,894**	**112,027**	**110,583**	**116,069**	**5,486**	**5.0%**
Vacation	42,822	48,540	45,740	19,274	19,278	11,410	49,962	4,222	9.2%	93,817	105,053	103,695	107,782	4,087	3.9%
Destination Wedding*	1,370	1,396	1,206	508	224	842	1,574	368	30.5%	4,201	4,334	4,741	4,597	-144	-3.0%
Concert/Festival/Carnival	36	46	74	62	12	15	89	15	20.3%	300	333	353	365	12	3.4%
Sporting Events	346	425	279	191	19	46	256	-23	-8.2%	1,576	2,307	1,794	3,325	1,531	85.3%
Business	**6,352**	**7,073**	**7,068**	**2,534**	**1,991**	**3,767**	**8,292**	**1,224**	**17.3%**	**23,674**	**25,452**	**25,719**	**28,072**	**2,353**	**9.1%**
Business	4,799	5,513	5,514	1,974	1,559	2,721	6,254	740	13.4%	18,294	20,092	20,060	21,571	1,511	7.5%
Incentive Groups*	28	40	46	21	7	38	66	20	43.5%	220	277	209	225	16	7.7%
Conference/Meeting	1,525	1,520	1,508	539	425	1,008	1,972	464	30.8%	5,160	5,083	5,450	6,276	826	15.2%
Visiting Friends & Relatives	**9,241**	**8,280**	**8,681**	**4,438**	**2,509**	**1,621**	**8,568**	**-113**	**-1.3%**	**20,768**	**18,616**	**19,867**	**19,615**	**-252**	**-1.3%**
Vacation*	7,834	6,714	7,170	3,709	2,066	1,203	6,978	-192	-2.7%	16,829	14,318	15,417	15,091	-326	-2.1%
Personal *	1,407	1,566	1,511	729	443	418	1,590	79	5.2%	3,939	4,298	4,450	4,524	74	1.7%
Other	**1,256**	**1,160**	**1,062**	**448**	**439**	**355**	**1,242**	**180**	**16.9%**	**4,165**	**3,708**	**3,283**	**3,952**	**669**	**20.4%**
Study	165	127	122	52	54	31	137	15	12.3%	527	537	517	521	4	0.8%
Other	1,091	1,033	940	396	385	324	1,105	165	17.6%	3,638	3,171	2,766	3,431	665	24.0%
Total Air Visitors	**61,423**	**66,920**	**64,110**	**27,455**	**24,472**	**18,056**	**69,983**	**5,873**	**9.2%**	**148,501**	**159,803**	**159,452**	**167,708**	**8,256**	**5.2%**

Source: Department of Immigration & Visitor Arrival Forms

Air Visitor Arrivals by Country

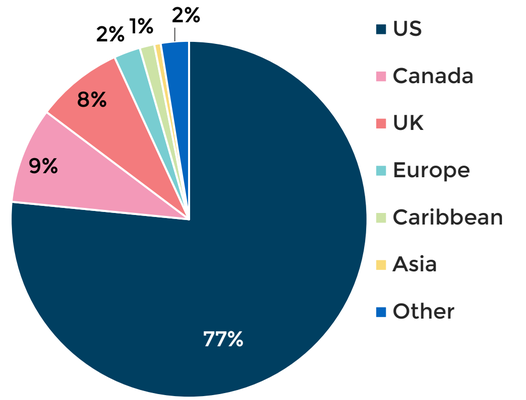
Leisure Air Arrivals	Q3 2023	Q3 2024	Q3 2025	26-Jul	26-Aug	26-Sep	Q3 2026	# CHG	% CHG	YTD-23	YTD-24	YTD-25	YTD-26	# CHG	% CHG
US	37,877	43,038	39,962	16,935	16,413	10,158	43,506	3,544	8.9%	82,198	94,379	91,135	92,566	1,431	1.6%
Canada	2,601	2,672	3,148	1,284	1,577	1,085	3,946	798	25.3%	7,985	7,183	9,386	12,035	2,649	28.2%
UK	2,522	2,795	2,588	1,062	928	646	2,636	48	1.9%	6,330	6,273	6,190	6,962	772	12.5%
Europe	745	910	770	327	316	186	829	59	7.7%	1,603	1,863	1,718	1,896	178	10.4%
Caribbean	270	323	313	180	127	69	376	63	20.1%	595	850	862	995	133	15.4%
Asia	115	119	107	51	45	32	128	21	19.6%	247	289	278	370	92	33.1%
Other	444	550	411	196	127	137	460	49	11.9%	936	1,190	1,014	1,245	231	22.8%
Total	**44,574**	**50,407**	**47,299**	**20,035**	**19,533**	**12,313**	**51,881**	**4,582**	**9.7%**	**99,894**	**112,027**	**110,583**	**116,069**	**5,486**	**5.0%**

Leisure Q3 2026



Total Air Arrivals	Q3 2023	Q3 2024	Q3 2025	26-Jul	26-Aug	26-Sep	Q3 2026	# CHG	% CHG	YTD-23	YTD-24	YTD-25	YTD-26	# CHG	% CHG
US	46,586	52,466	49,111	20,940	19,146	13,496	53,582	4,471	9.1%	108,443	122,054	118,290	121,025	2,735	2.3%
Canada	4,645	4,254	5,183	2,163	2,204	1,722	6,089	906	17.5%	13,612	11,635	15,191	17,985	2,794	18.4%
UK	5,664	5,434	5,448	2,389	1,632	1,491	5,512	64	1.2%	14,593	13,706	14,139	15,396	1,257	8.9%
Europe	1,573	1,739	1,666	692	537	449	1,678	12	0.7%	4,092	4,381	4,253	4,619	366	8.6%
Caribbean	706	798	795	414	278	237	929	134	16.9%	1,910	2,248	2,222	2,501	279	12.6%
Asia	370	308	312	147	114	146	407	95	30.4%	895	844	877	1,118	241	27.5%
Other	1,879	1,921	1,595	710	561	515	1,786	191	12.0%	4,956	4,935	4,480	5,064	584	13.0%
Total	**61,423**	**66,920**	**64,110**	**27,455**	**24,472**	**18,056**	**69,983**	**5,873**	**9.2%**	**148,501**	**159,803**	**159,452**	**167,708**	**8,256**	**5.2%**

Total Q3 2026



Source: Department of Immigration & Visitor Arrival Forms

US Vacation & Leisure Visitor Air Arrivals



BY CITY OF RESIDENCE

Leisure Air Arrivals City	# of Arrivals Q3 2025	# of Arrivals Q3 2026	# CHG	% CHG	2026 % Share of Total	# of Arrivals YTD 2025	# of Arrivals YTD 2026	# CHG	% CHG	2026 % Share of Total
NEW YORK (501)	14,553	17,922	3,369	23.1%	41.2%	30,244	34,112	3,868	12.8%	36.9%
BOSTON (MANCHESTER) (506)	5,734	6,972	1,238	21.6%	16.0%	14,301	14,843	542	3.8%	16.0%
PHILADELPHIA (504)	3,032	3,029	-3	-0.1%	7.0%	6,437	6,138	-299	-4.6%	6.6%
WASHINGTON, DC (HAGRSTWN) (511)	1,695	1,548	-147	-8.7%	3.6%	3,760	3,208	-552	-14.7%	3.5%
HARTFORD & NEW HAVEN (533)	1,048	1,197	149	14.2%	2.8%	2,520	2,376	-144	-5.7%	2.6%
PROVIDENCE-NEW BEDFORD (521)	765	715	-50	-6.5%	1.6%	1,830	1,885	55	3.0%	2.0%
ATLANTA (524)	621	652	31	5.0%	1.5%	1,517	1,448	-69	-4.5%	1.6%
BALTIMORE (512)	657	592	-65	-9.9%	1.4%	1,590	1,538	-52	-3.3%	1.7%
CHICAGO (602)	334	395	61	18.3%	0.9%	899	982	83	9.2%	1.1%
CHARLOTTE (517)	495	459	-36	-7.3%	1.1%	1,184	1,149	-35	-3.0%	1.2%
PORTLAND-AUBURN (500)	268	244	-24	-9.0%	0.6%	1,062	956	-106	-10.0%	1.0%

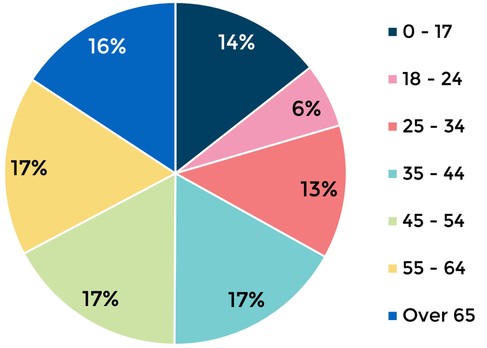
Source: Department of Immigration & Visitor Arrival Forms
*Zip codes are grouped into DMAs (Designated Market Areas).
All others equal less than 1% each

Vacation & Leisure Visitor Air Arrivals

BY AGE & GENDER

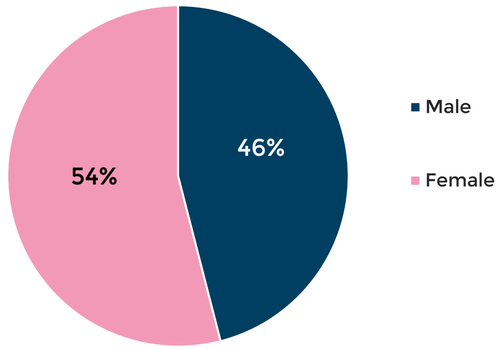
AGE - LEISURE	Q3 2023	Q3 2024	Q3 2025	Q3 2026	# CHG	% CHG	YTD-23	YTD-24	YTD-25	YTD-26	# CHG	% CHG
0 - 17	5,836	6,569	6,356	7,470	1,114	17.5%	11,217	12,640	13,024	14,388	1,364	10.5%
18 - 24	2,857	3,158	2,852	3,152	300	10.5%	6,002	6,455	6,247	6,631	384	6.1%
25 - 34	6,364	6,790	5,843	6,543	700	12.0%	14,662	15,701	14,603	15,230	627	4.3%
35 - 44	7,981	8,809	8,298	8,825	527	6.4%	17,403	19,284	18,407	19,055	648	3.5%
45 - 54	8,041	8,738	8,177	8,903	726	8.9%	16,559	17,807	17,360	17,845	485	2.8%
55 - 64	7,498	8,892	8,330	8,807	477	5.7%	18,156	20,545	20,345	20,866	521	2.6%
Over 65	5,997	7,451	7,443	8,181	738	9.9%	15,895	19,595	20,597	22,054	1,457	7.1%
Total	**44,574**	**50,407**	**47,299**	**51,881**	**4,582**	**9.7%**	**99,894**	**112,027**	**110,583**	**116,069**	**5,486**	**5.0%**

AGE Q3 2026



GENDER - LEISURE	Q3 2023	Q3 2024	Q3 2025	Q3 2026	# CHG	% CHG	YTD-23	YTD-24	YTD-25	YTD-26	# CHG	% CHG
Male	20,461	23,152	21,847	23,860	2,013	9.2%	45,801	51,161	51,092	53,586	2,494	4.9%
Female	24,113	27,255	25,452	28,021	2,569	10.1%	54,093	60,866	59,491	62,483	2,992	5.0%
Total	**44,574**	**50,407**	**47,299**	**51,881**	**4,582**	**9.7%**	**99,894**	**112,027**	**110,583**	**116,069**	**5,486**	**5.0%**

GENDER Q3 2026



Air Source: Department of Immigration & Visitor Arrival Forms

Visitor Air Arrivals

AVERAGE LENGTH OF STAY

Average Length of Stay	Q3 2023	Q3 2024	Q3 2025	Q3 2026	# CHG	% CHG	YTD-23	YTD-24	YTD-25	YTD-26	# CHG	% CHG
Leisure Visitors	5.65	5.58	5.47	5.37	-0.10	-1.8%	5.62	5.49	5.48	5.48	0.00	0.0%
Business Visitors	4.70	4.58	4.74	5.33	0.59	12.4%	4.66	4.47	4.56	4.88	0.32	7.0%
Visiting Friends & Relatives	11.23	10.75	10.41	10.56	0.15	1.4%	11.34	10.67	10.53	10.70	0.17	1.6%
Country of Origin												
US	5.28	5.10	5.06	4.99	-0.07	-1.4%	5.12	4.94	4.93	4.92	-0.01	-0.2%
Canada	7.60	7.45	7.36	6.67	-0.69	-9.4%	7.67	7.78	7.43	7.06	-0.37	-5.0%
UK	10.09	9.74	9.74	9.86	0.12	1.2%	9.20	8.83	8.85	8.89	0.04	0.5%
Intended Address												
Hotel or Similar	4.84	4.68	4.67	4.60	-0.07	-1.5%	4.76	4.53	4.58	4.61	0.03	0.7%
Rental House/Apt	7.34	7.24	7.28	7.52	0.24	3.3%	7.62	7.45	7.54	7.81	0.27	3.6%
Friends & Relatives	11.29	10.89	10.68	10.67	-0.01	-0.1%	11.35	10.72	10.79	10.70	-0.09	-0.8%
Total AVG	**6.55**	**6.51**	**6.43**	**6.32**	**-0.11**	**-1.7%**	**6.46**	**6.29**	**6.42**	**6.36**	**-0.06**	**-0.9%**

Source: Department of Immigration & Visitor Arrival Forms

Air Statistics
Q3 of 2026

Seats Sold (Visitors & Residents)

⬆ +7.9% OR 8,755 ADDITIONAL SEATS SOLD VS Q3 2025

Air Capacity (Inbound Seats)

⬇ -3.5% OR 5,734 FEWER SEATS VS Q3 2025

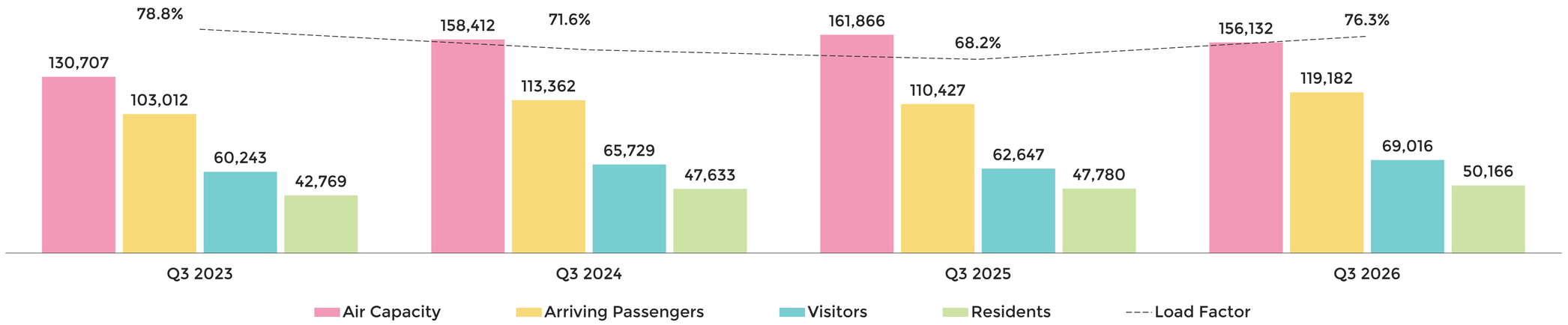


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Source: Skyport (L.F. Wade International Airport)

Air Statistics

Air Figures	Q3 2023	Q3 2024	Q3 2025	26-Jul	26-Aug	26-Sep	Q3 2026	# CHG	% CHG	YTD-23	YTD-24	YTD-25	YTD-26	# CHG	% CHG
Air Capacity (Total Seats)	130,707	158,412	161,866	55,071	58,226	42,835	156,132	-5,734	-3.5%	331,150	415,654	411,007	405,425	-5,582	-1.4%
Arriving Passengers (Seats Sold)	103,012	113,362	110,427	41,792	45,555	31,835	119,182	8,755	7.9%	252,989	281,614	283,386	295,838	12,452	4.4%
Visitors	60,243	65,729	62,647	26,860	24,471	17,685	69,016	6,369	10.2%	145,017	156,589	156,191	164,208	8,017	5.1%
Residents	42,769	47,633	47,780	14,932	21,084	14,150	50,166	2,386	5.0%	107,972	125,025	127,195	131,630	4,435	3.5%
Air Load Factor (% filled)	78.8%	71.6%	68.2%	75.9%	78.2%	74.3%	76.3%	8.1%	11.9%	76.4%	67.8%	68.9%	73.0%	4.0%	5.8%



Source: Skyport (L.F. Wade International Airport)

Accommodation Statistics

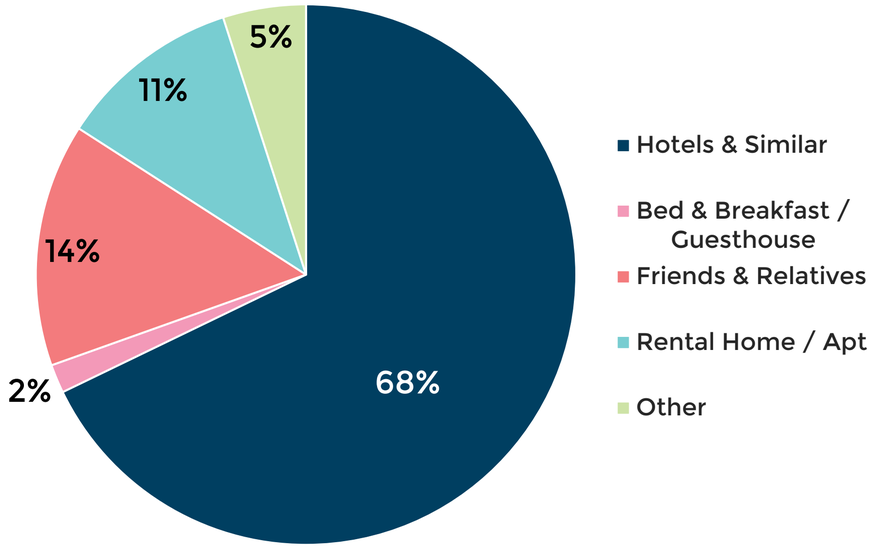
By Accommodation Type

HOTEL OR B&B/GUESTHOUSE → 70%

FRIENDS & RELATIVES → 15%

RENTAL HOME OR APARTMENT PROPERTIES → 11%

OTHER → 5% (THIS CATEGORY INCLUDES PRIVATE HOMES, BOATS/YACHTS AND UNSPECIFIED TYPES OF ACCOMMODATIONS)



Source: Department of Immigration & Visitor Arrival Forms



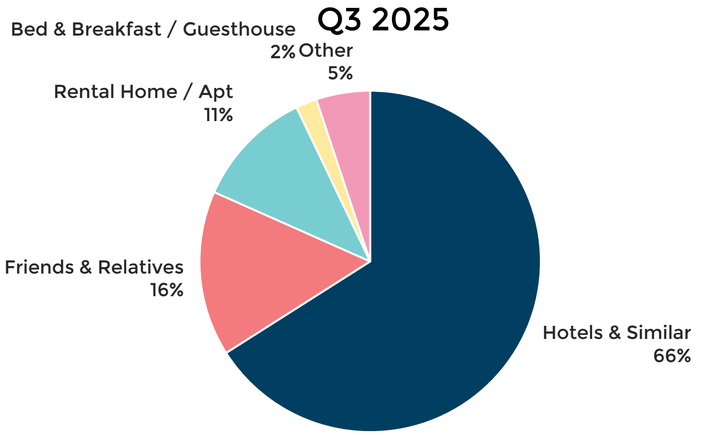
Accommodation Statistics

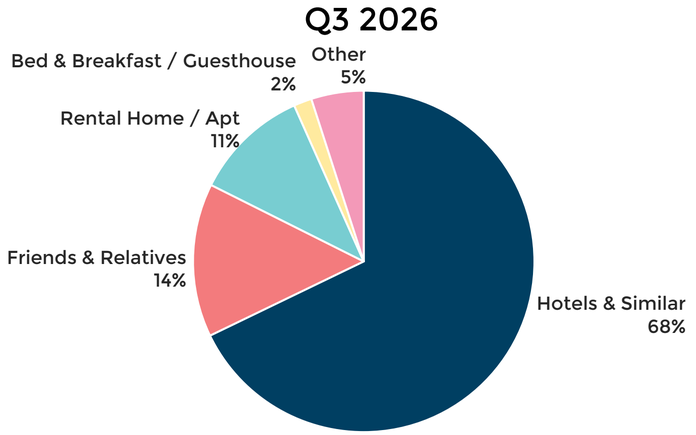
Accommodations	Q3 2023	Q3 2024	Q3 2025	Q3 2026	# CHG	% CHG	YTD-23	YTD-24	YTD-25	YTD-26	# CHG	% CHG
Hotel Occupancy	72.2%	76.0%	73.0%	78.0%	5.0%	6.8%	64.3%	65.2%	65.9%	67.0%	1.1%	1.7%
Hotel Average Daily Rate (ADR)					$36.61	4.6%					$50.08	7.2%
Hotel Revenue Per Available Room (RevPAR)					$67.80	11.7%					$41.56	9.1%
% Staying In Commercial Accommodations TOTAL	66.1%	67.7%	68.0%	69.6%	1.6%	2.3%	67.2%	68.8%	69.4%	69.8%	0.4%	0.5%
% Staying In Commercial Accommodations (Leisure)	76.5%	75.5%	77.0%	77.5%	0.5%	0.7%	76.2%	75.3%	77.2%	76.9%	-0.3%	-0.4%
% Staying In Commercial Accommodations (Business)	88.4%	86.5%	84.4%	86.2%	1.8%	2.2%	89.6%	88.3%	86.4%	86.2%	-0.2%	-0.2%
Bed Nights in Commercial Accommodations	197,623	213,535	204,647	225,446	20,799	10.2%	478,125	502,162	511,035	543,905	32,870	6.4%

Occupancy, ADR & RevPAR Source: STR Destination Report. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.
Choice of Accommodation from Department of Immigration & Visitor Arrival Forms

Vacation Rental Statistics

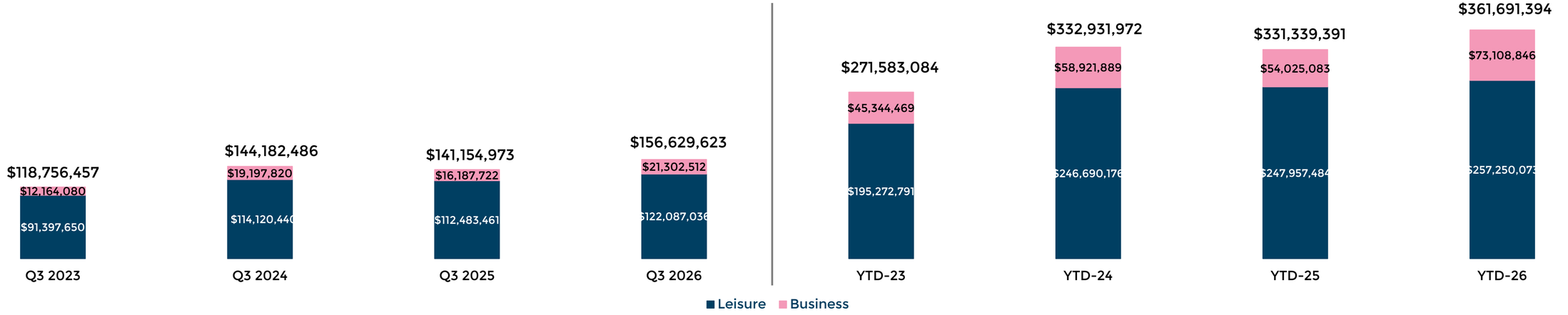
Accommodations	Q3 2023	Q3 2024	Q3 2025	Q3 2026	# CHG	% CHG	YTD-23	YTD-24	YTD-25	YTD-26	# CHG	% CHG
Vacation Rental Occupancy*	71.8%	70.8%	66.7%	68.1%	1.4%	2.1%	65.1%	65.9%	65.7%	67.5%	1.8%	2.8%
% Staying in Rental TOTAL	10.4%	11.4%	11.2%	10.9%	-0.3%	-2.8%	9.9%	11.0%	10.7%	10.7%	0.0%	-0.1%
% Staying in rental Leisure	12.5%	12.9%	12.7%	12.3%	-0.4%	-3.1%	12.5%	12.9%	12.6%	12.4%	-0.2%	-1.7%
% Staying in rental Business	5.2%	6.8%	7.1%	7.0%	-0.1%	-1.7%	4.5%	6.0%	6.7%	7.1%	0.4%	6.5%
Average Length of Stay	7.34	7.24	7.28	7.52	0.24	3.3%	7.62	7.45	7.54	7.81	0.27	3.6%





Sources: % staying in type of accommodation and average length of stay from Department of Immigration & Visitor Arrival Forms
*Occupancy from AirDNA Reporting https://www.airdna.co/methodology

Estimated Air Visitor Expenditure



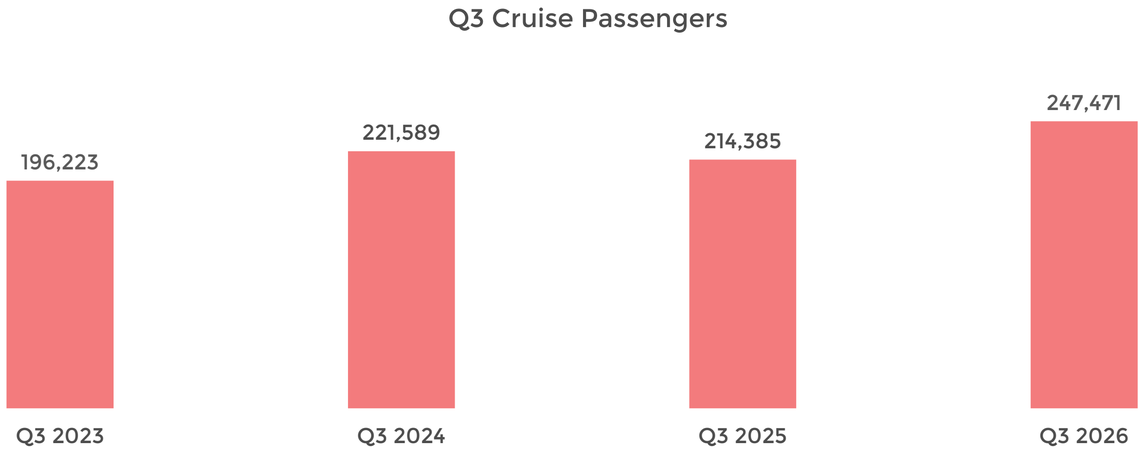
Total Spending	Q3 2023	Q3 2024	Q3 2025	Q3 2026	# CHG	% CHG	YTD-23	YTD-24	YTD-25	YTD-26	# CHG	% CHG
Leisure Air Visitor	$91,397,650	$114,120,440	$112,483,461	$122,087,036	$9,603,575	8.5%	$195,272,791	$246,690,176	$247,957,484	$257,250,073	$9,292,589	3.7%
Business Air Visitor	$12,164,080	$19,197,820	$16,187,722	$21,302,512	$5,114,790	31.6%	$45,344,469	$58,921,889	$54,025,083	$73,108,846	$19,083,763	35.3%
Total Air Visitors	$118,756,457	$144,182,486	$141,154,973	$156,629,623	$15,474,650	11.0%	$271,583,084	$332,931,972	$331,339,391	$361,691,394	$30,352,002	9.2%

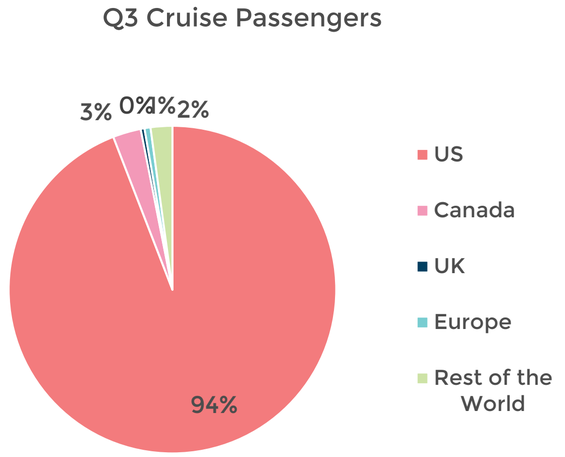
Per Person Spending Average	Q3 2023	Q3 2024	Q3 2025	Q3 2026	# CHG	% CHG	YTD-23	YTD-24	YTD-25	YTD-26	# CHG	% CHG
Leisure Air Visitor	$2,050	$2,264	$2,378	$2,353	-$25	-1.0%	$1,955	$2,202	$2,242	$2,216	-$26	-1.2%
Business Air Visitor	$1,915	$2,714	$2,290	$2,569	$279	12.2%	$1,915	$2,315	$2,101	$2,604	$503	24.0%
Total Air Visitors	$1,933	$2,155	$2,202	$2,238	$36	1.6%	$1,829	$2,083	$2,078	$2,157	$79	3.8%

Source: BTA Visitor Exit Surveys conducted by Narrative Research
Visiting Friends and Relatives & Other Air Visitor Spending not broken out but included in the Total.

Cruise Arrivals

Total Cruise Arrivals	Q3 2023	Q3 2024	Q3 2025	26-Jul	26-Aug	26-Sep	Q3 2026	# CHG	% CHG	YTD-23	YTD-24	YTD-25	YTD-26	# CHG	% CHG
US	180,034	205,178	197,668	85,742	92,229	54,948	232,919	35,251	17.8%	365,138	407,919	391,116	444,213	53,097	13.6%
Canada	6,378	7,051	6,194	2,719	2,868	1,268	6,855	661	10.7%	16,979	19,717	16,223	14,849	-1,374	-8.5%
UK	1,995	1,013	1,321	288	456	182	926	-395	-29.9%	5,937	8,510	5,739	6,881	1,142	19.9%
Europe	2,334	2,142	1,675	462	606	400	1,468	-207	-12.4%	7,095	6,643	4,877	3,617	-1,260	-25.8%
Rest of World	5,482	6,205	7,527	1,137	1,884	2,282	5,303	-2,224	-29.5%	10,161	13,590	13,209	13,090	-119	-0.9%
Total	**196,223**	**221,589**	**214,385**	**90,348**	**98,043**	**59,080**	**247,471**	**33,086**	**15.4%**	**405,310**	**456,379**	**431,164**	**482,650**	**51,486**	**11.9%**



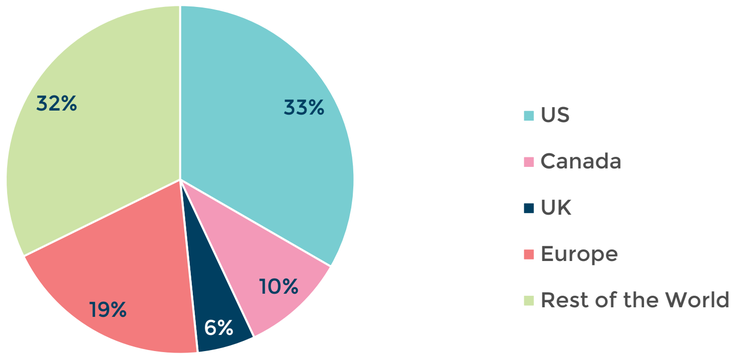


Source: H.M. Customs
The BTA works with the Ministry of Transport on the cruise sector of the tourism industry with the Ministry leading on contractual negotiations, legislation & policy.

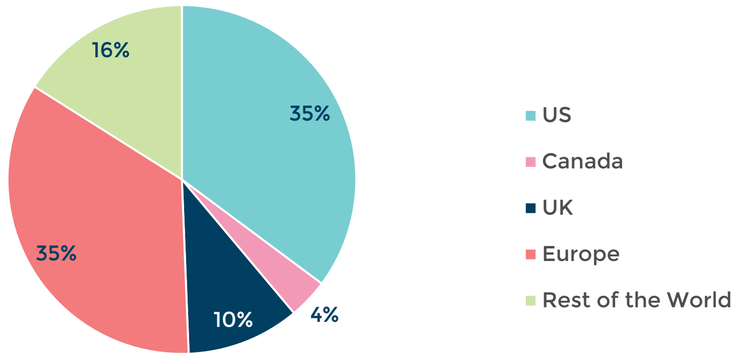
Yacht Arrivals

Yacht Passenger Arrivals by Country	Q3 2023	Q3 2024	Q3 2025	26-Jul	26-Aug	26-Sep	Q3 2026	# CHG	% CHG	YTD-23	YTD-24	YTD-25	YTD-26	# CHG	% CHG
US	67	45	31	28	11	18	57	26	83.9%	866	1,916	864	1,945	1,081	125.1%
Canada	8	12	9	1	5	0	6	-3	-33.3%	325	207	199	258	59	29.6%
UK	8	12	5	6	3	8	17	12	240.0%	156	412	404	472	68	16.8%
Europe	8	29	18	25	14	17	56	38	211.1%	1,127	1,248	1,206	1,247	41	3.4%
Rest of World	25	16	30	3	16	7	26	-4	-13.3%	258	445	428	635	207	48.4%
Total	**116**	**114**	**93**	**63**	**49**	**50**	**162**	**69**	**74.2%**	**2,732**	**4,228**	**3,101**	**4,557**	**1,456**	**47.0%**

Q3 2025 Yacht Passengers



Q3 2026 Yacht Passengers

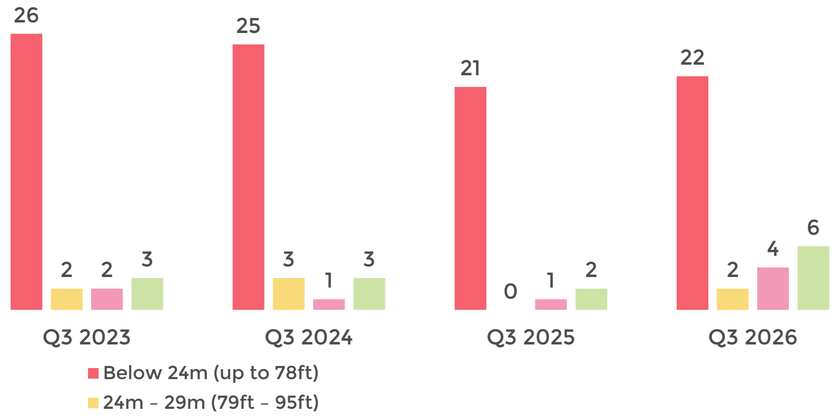


Source: H.M. Customs
Yacht Arrivals include all persons on board upon arrival to Bermuda and do not include any crew or guests flying in to stay on these vessels.

Yacht Arrivals

Yacht Arrivals by Length	Q3 2023	Q3 2024	Q3 2025	26-Jul	26-Aug	26-Sep	Q3 2026	# CHG	% CHG	YTD-23	YTD-24	YTD-25	YTD-26	# CHG	% CHG
Below 24m (up to 78ft)	26	25	21	11	7	4	22	1	4.8%	536	667	515	646	131	25.4%
24m – 29m (79ft – 95ft)	2	3	0	2	0	0	2	2	n/a	14	18	19	32	13	68.4%
30m – 44m (96ft – 147ft)	2	1	1	1	2	1	4	3	300.0%	15	20	30	51	21	70.0%
45m and above (148ft +)	3	3	2	2	1	3	6	4	200.0%	46	52	40	47	7	17.5%
Total	**33**	**32**	**24**	**16**	**10**	**8**	**34**	**10**	**41.7%**	**611**	**757**	**604**	**776**	**172**	**28.5%**

Q3 VESSELS BY LENGTH



SUPERYACHTS*

Superyacht Calls

Q3 2023	Q3 2024	Q3 2025	Q3 2026	# CHG	% CHG	YTD-23	YTD-24	YTD-25	YTD-26	# CHG	% CHG
4	5	3	9	6	200.0%	50	66	81	107	26	32.1%

Direct Estimated Economic Impact

	Q3 2023	Q3 2024	Q3 2025	Q3 2026	# CHG	% CHG	YTD-23	YTD-24	YTD-25	YTD-26	# CHG	% CHG
Superyachts	$253,372	$129,176	$146,205	$432,437	$286,232	195.8%	$2,822,824	$3,476,196	$3,431,178	$4,490,380	$1,059,202	30.9%
Total yachts (including Superyachts)	$992,402	$552,609	$428,010	$967,181	$539,171	126.0%	**$8,988,912**	$11,829,030	$10,739,911	$13,200,253	$2,460,342	22.9%

Source: Bermuda Maritime Operations Centre
Yacht = Barque, Catamaran Cutter Rigged, Ketch, Motor Yacht, Schooner, Sloop, Sports Fisherman, Trawler, Yawl
Total Yacht Economic Impact tracking began in 2022. Economic impact is estimated using a model based on historical spend data and current information provided by on-island yacht brokers.

***Superyacht** = Vessel measuring in length in excess of 24 metres, irrespective of tonnage, with passenger accommodation not exceeding twelve persons (excluding crew); but does not include a passenger ship or any vessel used for the transportation of goods for commercial purposes.

Data Sources

The Bermuda Tourism Authority relies on data from many stakeholders to compile this report on the overall Tourism Industry metrics. The visitor data is collected in partnership with the Department of Immigration and H.M. Customs. The Visitor Arrival Form is completed online via bermudaarrivalcard.com or on paper.

A list of additional data sources for this report are listed below:

1. Department of Immigration - Data for air visitor statistics
2. H.M. Customs – Cruise and yacht passenger arrival statistics
3. Department of Marine & Ports Services, Maritime Operations Centre – Yacht vessel arrival statistics
4. Bermuda Skyport Corporation, Ltd. – Air statistics (capacity, seats sold, load factors)
5. Narrative Research (contracted by the BTA) – Expenditure estimates from visitor Exit Surveys
6. STR, Inc. – Bermuda market hotel occupancy, ADR and RevPAR statistics
7. AirDNA – Bermuda market vacation rental statistics

The Bermuda Tourism Authority would like to thank all partners and stakeholders that provide data for this and other reports.

Any queries/comments can be directed to:

research@bermudatourism.com



Questions?

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