



Tourism Industry Measures

First Quarter 2025

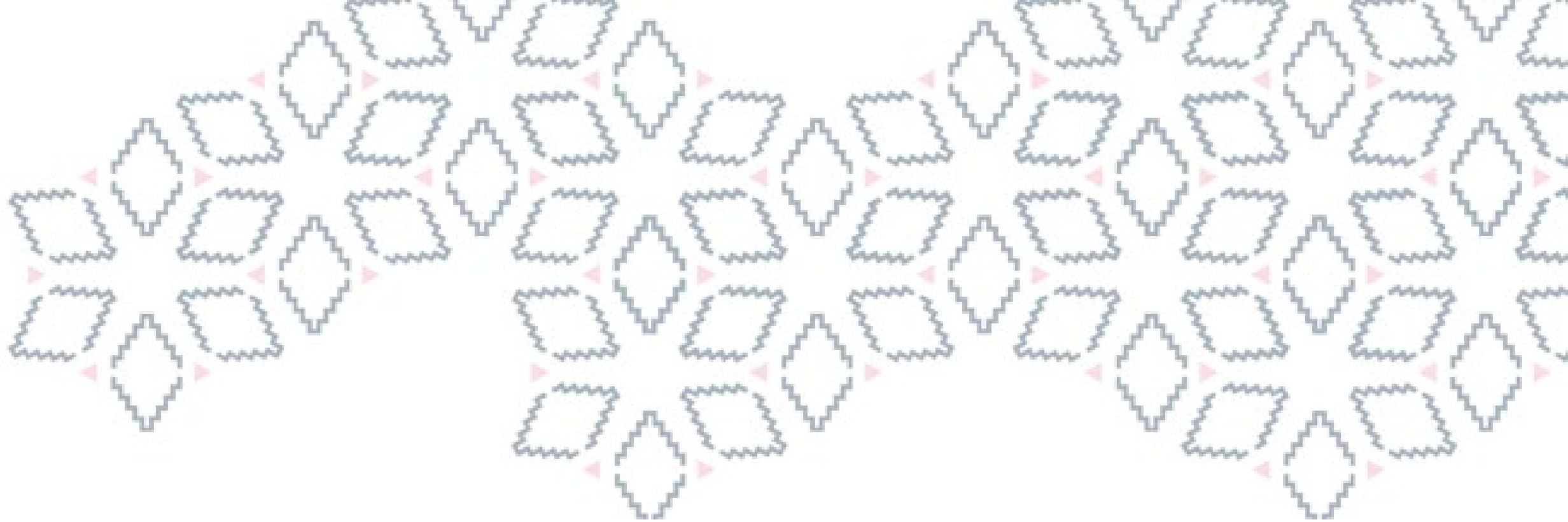
BERMUDA

Lost Yet Found

Executive Summary

PERCENTAGES ARE % CHANGE COMPARING 2025 to 2024

Q1 2025



LEISURE AIR ARRIVALS

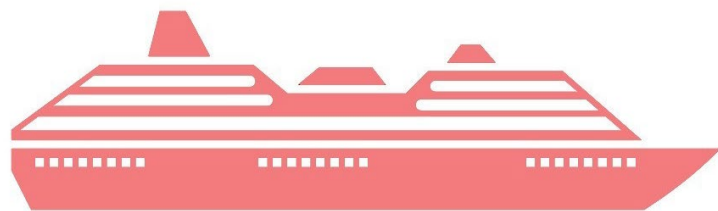


16,019

VS 14,490 IN 2024

10.6% ↑

CRUISE



TOTAL PASSENGERS

13,368

VS 42,715 IN 2024

-68.7%

AVERAGE LENGTH OF STAY (DAYS)

TOTAL = 6.73
LEISURE = 5.88
AT HOTELS = 4.63
AT VRPS = 9.48

AIR CAPACITY (SEATS)



97,509

VS 97,554 IN 2024

1.8% ↑

ESTIMATED LEISURE VISITOR EXPENDITURE

AIR Q1 2024	AIR Q1 2025	% CHG
\$26.9M	\$28.9M	7.7% ↑
\$1,858 PER PERSON	\$1,809 PER PERSON	-2.6% ↓

HOTELS



21.2% ↑

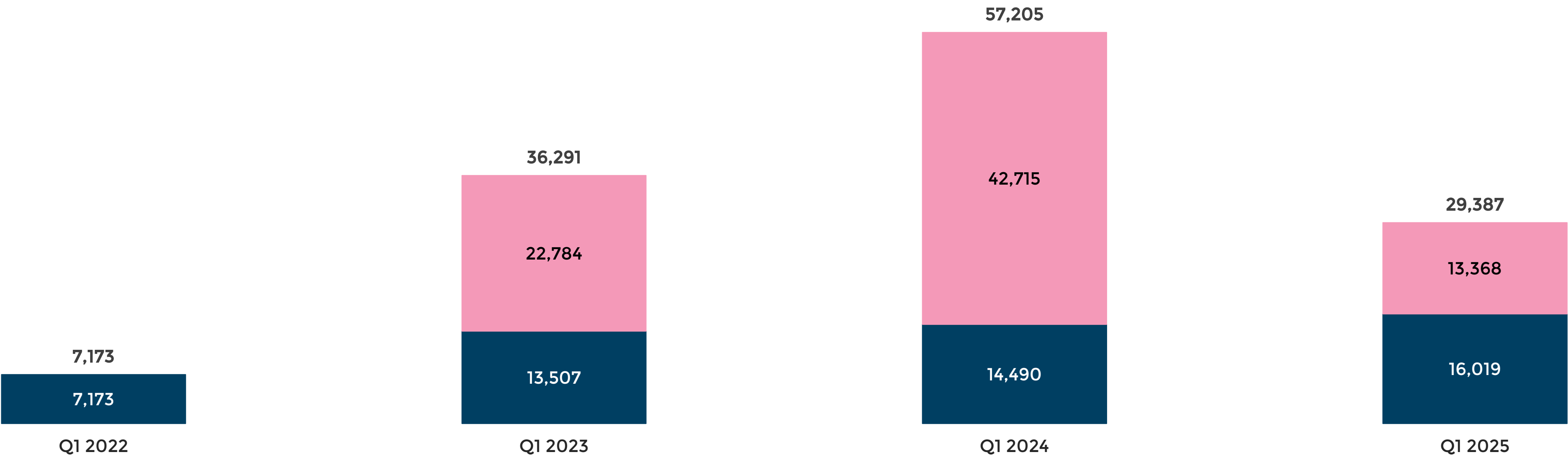
HOTEL REVPAR
(REVENUE PER
AVAILABLE ROOM)



Total Vacation & Leisure Visitor Arrivals

	Q1 2022	Q1 2023	Q1 2024	25-Jan	25-Feb	25-Mar	Q1 2025	# CHG YOY	% CHG YOY
Air Vacation & Leisure Visitors	7,173	13,507	14,490	3,635	4,226	8,158	16,019	1,529	10.6%
Cruise Visitors	0	22,784	42,715	0	897	12,471	13,368	-29,347	-68.7%
Total Leisure Visitors	7,173	36,291	57,205	3,635	5,123	20,629	29,387	-27,818	-48.6%

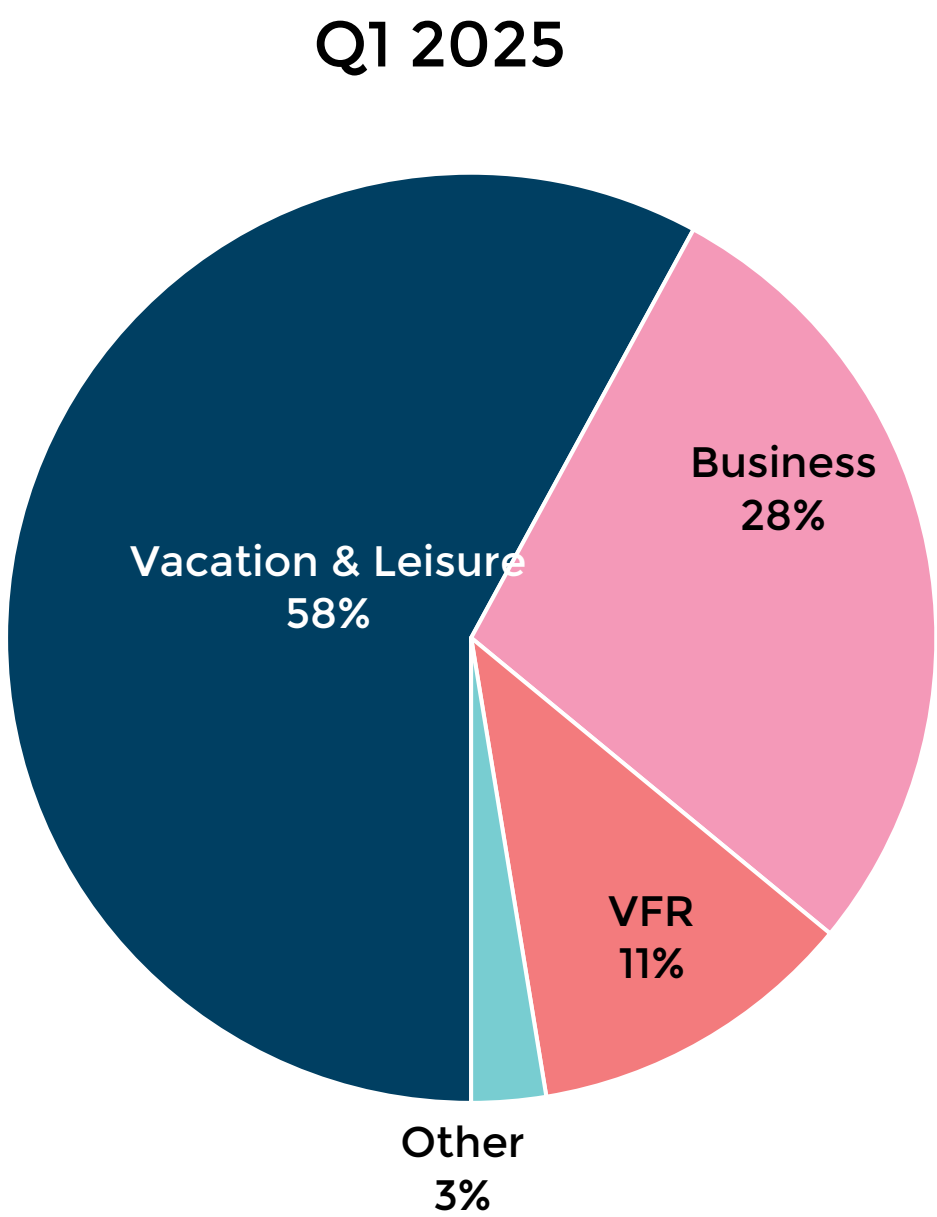
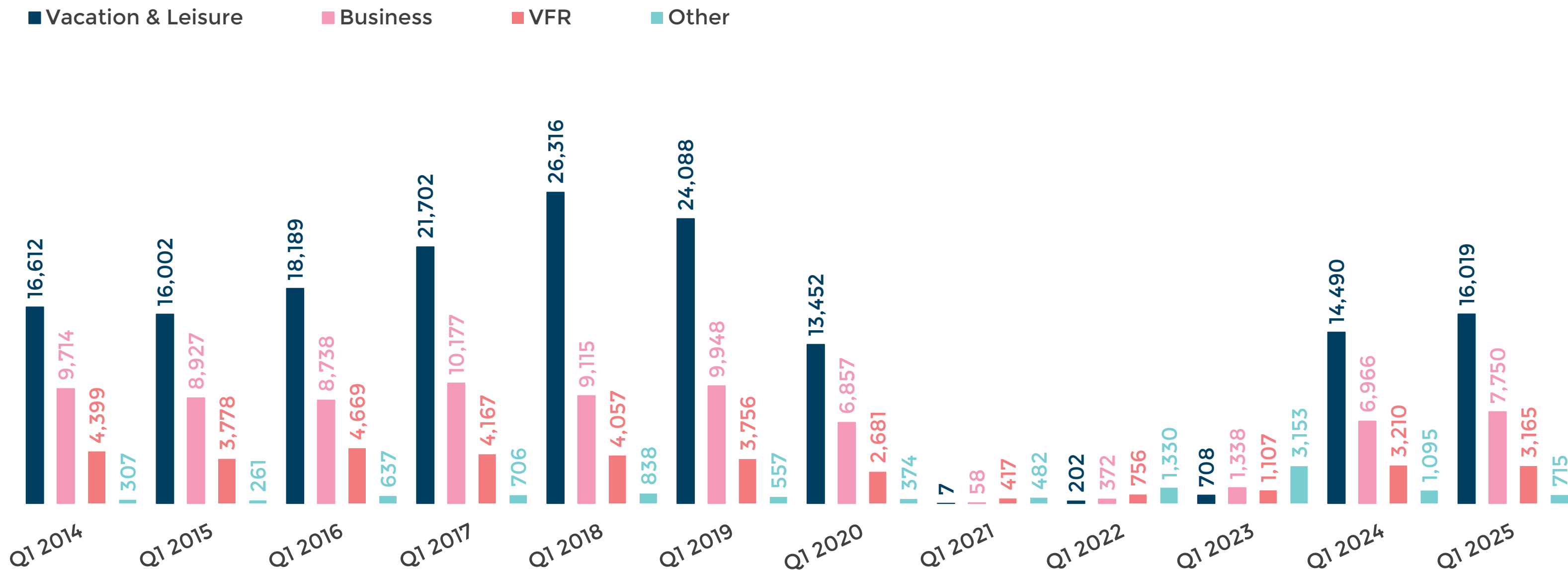
■ Cruise
■ Air Vacation & Leisure





Total Air Visitors Purpose of Visit

	Q1 2022	Q1 2023	Q1 2024	25-Jan	25-Feb	25-Mar	Q1 2025	# CHG	% CHG
Vacation & Leisure	7,179	13,507	14,490	3,635	4,226	8,158	16,019	1,529	10.6%
Business	2,674	6,959	6,966	1,968	2,416	3,366	7,750	784	11.3%
Visiting Friends & Relatives	2,059	3,088	3,210	875	917	1,373	3,165	-45	-1.4%
Other	397	1,107	1,095	280	159	276	715	-380	-34.7%
TOTAL Air Visitors	12,309	24,661	25,761	6,758	7,718	13,173	27,649	1,888	7.3%





Total Air Visitors Purpose of Visit Detail

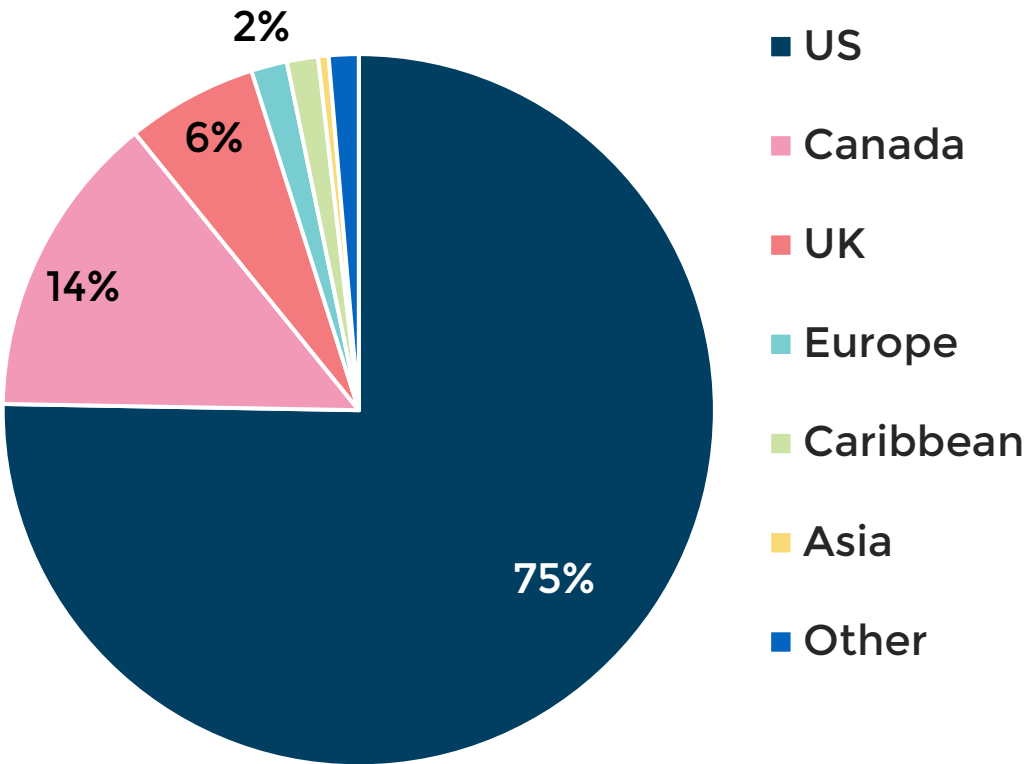
	Q1 2022	Q1 2023	Q1 2024	25-Jan	25-Feb	25-Mar	Q1 2025	# CHG	% CHG
Vacation & Leisure	7,179	13,507	14,490	3,635	4,226	8,158	16,019	1,529	10.6%
Vacation	6,750	12,591	13,552	3,129	3,904	7,763	14,796	1,244	9.2%
Destination Wedding*	173	179	190	4	41	40	85	-105	-55.3%
Concert/Festival/Carnival	54	29	46	3	8	15	26	-20	-43.5%
Sporting Events	202	708	702	499	273	340	1,112	410	58.4%
Business	2,674	6,959	6,966	1,968	2,416	3,366	7,750	784	11.3%
Business	2,295	5,608	5,683	1,634	2,029	2,560	6,223	566	10.0%
Incentive Groups*	7	13	9	0	1	6	7	-2	-22.2%
Conference/Meeting	372	1,338	1,274	334	386	800	1,520	220	16.9%
Visiting Friends & Relatives	2,059	3,088	3,210	875	917	1,373	3,165	-45	-1.4%
Vacation*	1,303	2,147	2,080	540	535	916	1,991	-89	-4.3%
Personal *	756	941	1,130	335	382	457	1,174	44	3.9%
Other	397	1,107	1,095	280	159	276	715	-380	-34.7%
Study	30	148	129	80	7	72	159	30	23.3%
Other	367	959	966	200	152	204	556	-410	-42.4%
Total Air Visitors	12,309	24,661	25,761	6,758	7,718	13,173	27,649	1,888	7.3%



Air Visitor Arrivals by Country

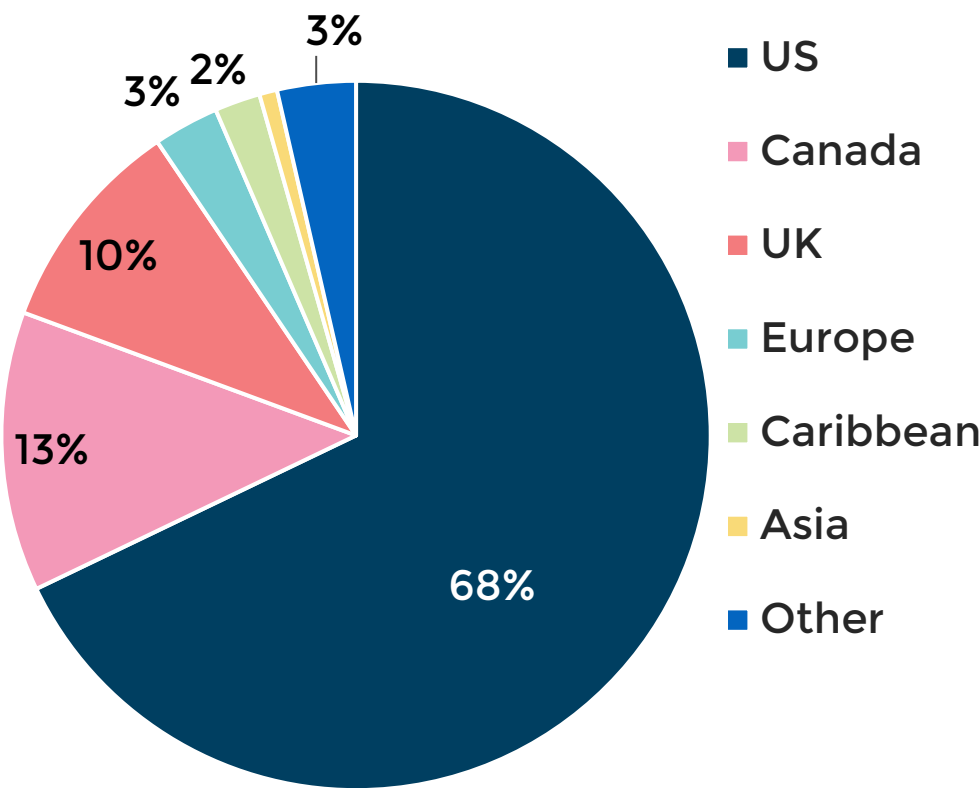
Leisure Air Arrivals	Q1 2022	Q1 2023	Q1 2024	25-Jan	25-Feb	25-Mar	Q1 2025	# CHG	% CHG
US	5,579	9,320	11,126	2,760	2,956	6,343	12,059	933	8.4%
Canada	603	2,389	1,635	502	647	1,078	2,227	592	36.2%
UK	724	1,235	1,136	200	309	443	952	-184	-16.2%
Europe	127	248	257	65	101	95	261	4	1.6%
Caribbean	55	107	163	40	128	59	227	64	39.3%
Asia	29	39	48	13	32	31	76	28	58.3%
Other	62	169	125	55	53	109	217	92	73.6%
Total	7,179	13,507	14,490	3,635	4,226	8,158	16,019	1,529	10.6%

Leisure Q1 2025



Total Air Arrivals	Q1 2022	Q1 2023	Q1 2024	25-Jan	25-Feb	25-Mar	Q1 2025	# CHG	% CHG
US	8,195	15,269	17,580	4,538	4,908	9,322	18,768	1,188	6.8%
Canada	1,166	3,663	2,653	872	1,027	1,628	3,527	874	32.9%
UK	1,761	3,041	2,817	655	876	1,205	2,736	-81	-2.9%
Europe	478	869	855	194	273	360	827	-28	-3.3%
Caribbean	219	475	583	141	270	165	576	-7	-1.2%
Asia	88	179	206	36	104	84	224	18	8.7%
Other	402	1,165	1,067	322	260	409	991	-76	-7.1%
Total	12,309	24,661	25,761	6,758	7,718	13,173	27,649	1,888	7.3%

Total Q1 2025





Vacation & Leisure Visitor Air Arrivals

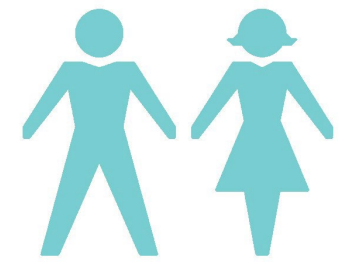


BY CITY OF RESIDENCE

Leisure Air Arrivals City	# of Arrivals Q1 2024	# of Arrivals Q1 2025	# CHG YOY	% CHG YOY	2025 % Share of Total
NEW YORK (501)	3,626	3,702	76	2.1%	30.7%
BOSTON (MANCHESTER) (506)	1,725	1,871	146	8.5%	15.5%
PHILADELPHIA (504)	460	656	196	42.6%	5.4%
WASHINGTON, DC (HAGRSTWN) (511)	431	478	47	10.9%	4.0%
PORTLAND-AUBURN (500)	179	259	80	44.7%	2.2%
HARTFORD & NEW HAVEN (533)	273	249	(24)	-8.8%	2.1%
PROVIDENCE-NEW BEDFORD (521)	205	248	43	21.0%	2.1%
ATLANTA (524)	270	240	(30)	-11.1%	2.0%
BALTIMORE (512)	166	211	45	27.1%	1.8%
CHARLOTTE (517)	151	182	31	20.5%	1.5%
RALEIGH-DURHAM (FAYETVLLE) (560)	168	177	9	5.4%	1.5%
CHICAGO (602)	151	166	15	9.9%	1.4%
BURLINGTON-PLATTSBURGH (523)	94	154	60	63.8%	1.3%
MIAMI-FT. LAUDERDALE (528)	156	145	(11)	-7.1%	1.2%
TAMPA-ST. PETE (SARASOTA) (539)	109	142	33	30.3%	1.2%
DALLAS-FT. WORTH (623)	122	125	3	2.5%	1.0%



Vacation & Leisure Visitor Air Arrivals

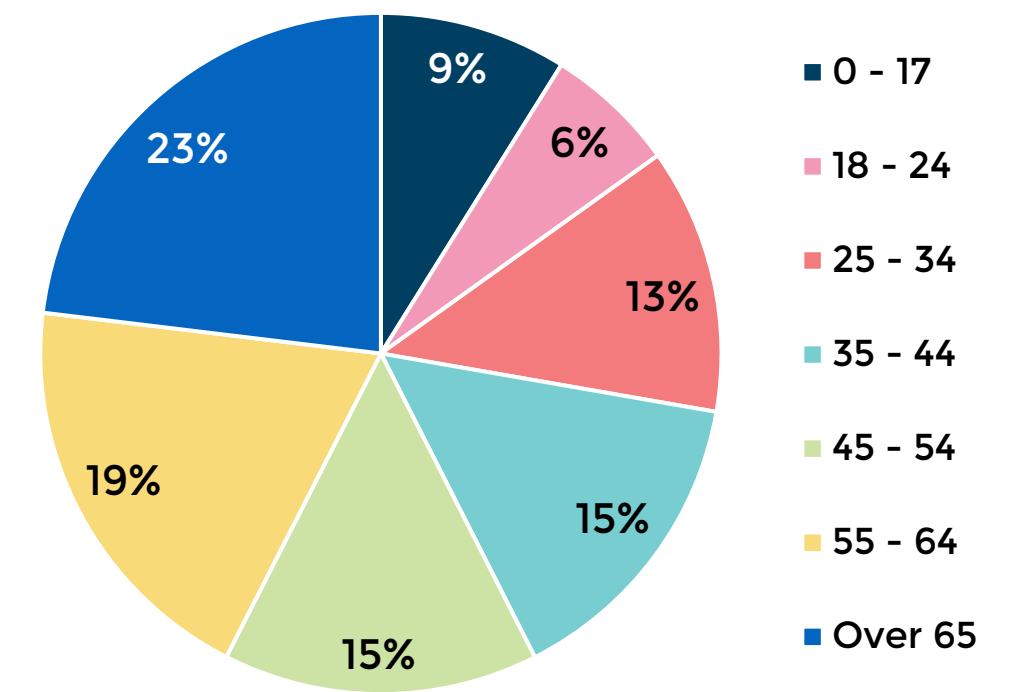


BY AGE & GENDER

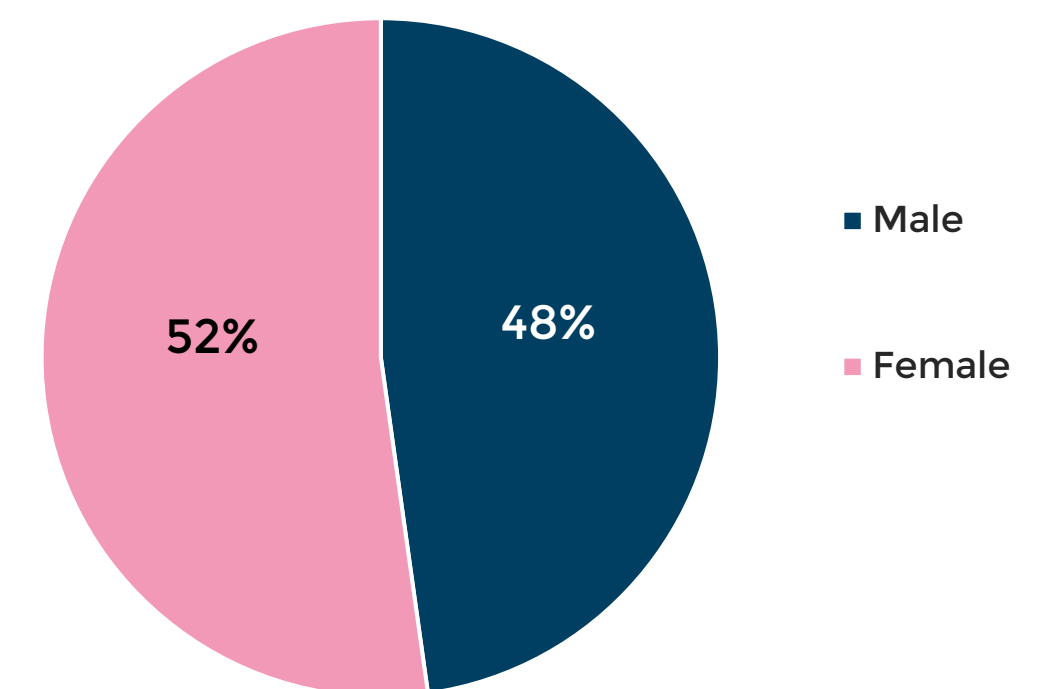
AGE - LEISURE	Q1 2022	Q1 2023	Q1 2024	Q1 2025	# CHG	% CHG
0 - 17	562	1,124	1,476	1,425	-51	-3.5%
18 - 24	487	944	916	997	81	8.8%
25 - 34	1,187	1,818	1,964	2,022	58	3.0%
35 - 44	1,190	2,085	2,213	2,369	156	7.0%
45 - 54	1,148	2,214	2,097	2,398	301	14.4%
55 - 64	1,450	2,681	2,749	3,110	361	13.1%
Over 65	1,155	2,641	3,075	3,698	623	20.3%
Total	7,179	13,507	14,490	16,019	1,529	10.6%

GENDER - LEISURE	Q1 2022	Q1 2023	Q1 2024	Q1 2025	# CHG	% CHG
Male	3,337	6,361	6,685	7,654	969	14.5%
Female	3,842	7,146	7,805	8,365	560	7.2%
Total	7,179	13,507	14,490	16,019	1,529	10.6%

AGE Q1 2025



GENDER Q1 2025





Visitor Air Arrivals



AVERAGE LENGTH OF STAY

Average Length of Stay	Q1 2022	Q1 2023	Q1 2024	Q1 2025	# CHG	% CHG
Leisure Visitors	6.68	6.27	6.04	5.88	-0.16	-2.6%
Business Visitors	7.69	5.26	4.62	4.80	0.18	3.9%
Visiting Friends & Relatives	17.25	13.29	12.09	12.14	0.05	0.4%
Country of Origin						
US	6.22	5.11	4.85	4.78	-0.07	-1.4%
Canada	11.91	8.61	9.32	8.67	-0.65	-7.0%
UK	9.64	8.54	8.37	8.00	-0.37	-4.4%
Intended Address						
Hotel or Similar	6.08	5.14	4.72	4.63	-0.09	-1.9%
Rental House/Apt	12.17	10.47	9.86	9.48	-0.38	-3.9%
Friends & Relatives	16.62	13.92	12.70	12.38	-0.32	-2.5%
Total AVG	9.03	7.22	6.94	6.73	-0.21	-3.0%



Air Statistics

Q1 2025

Air Capacity (Inbound Seats)

↑ 1.8% OR 1,735 ADDITIONAL SEATS VS 2024

Seats Sold (Visitors & Residents)

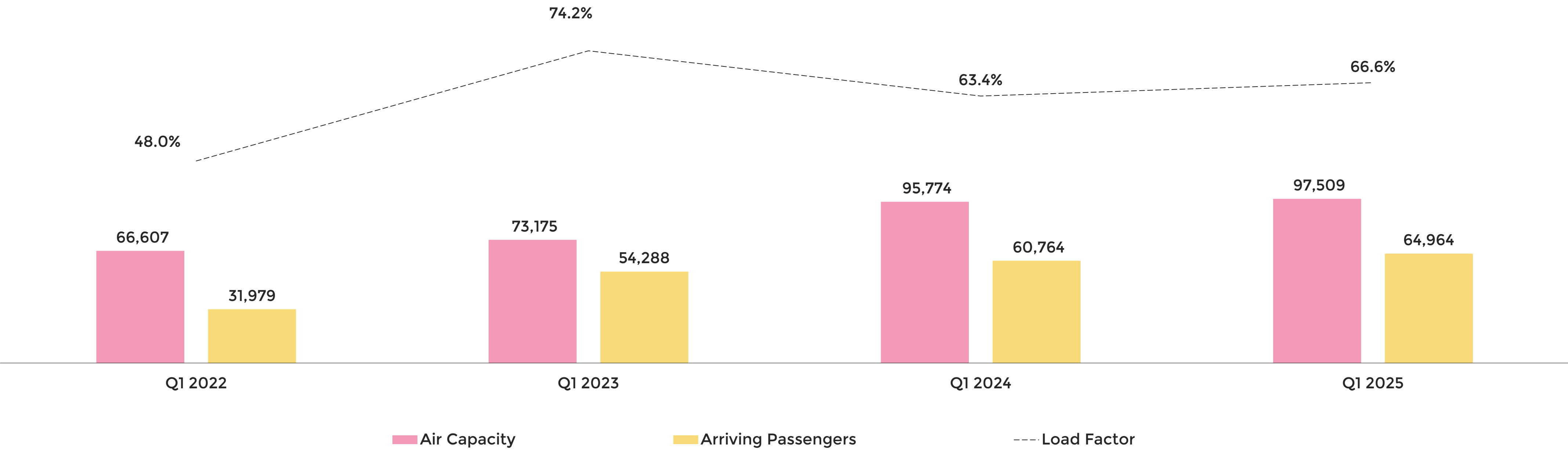
↑ 6.9% OR 4,200 ADDITIONAL SEATS SOLD VS 2024





Air Statistics

Air Figures	Q1 2022	Q1 2023	Q1 2024	25-Jan	25-Feb	25-Mar	Q1 2025	# CHG	% CHG
Air Capacity (Total Seats)	66,607	73,175	95,774	31,803	29,740	35,966	97,509	1,735	1.8%
Arriving Passengers (Seats Sold)	31,979	54,288	60,764	20,862	19,239	24,863	64,964	4,200	6.9%
Air Load Factor (% filled)	48.0%	74.2%	63.4%	65.6%	64.7%	69.1%	66.6%	3.2%	5.0%





Air Visitor Statistics

By Accommodation Type

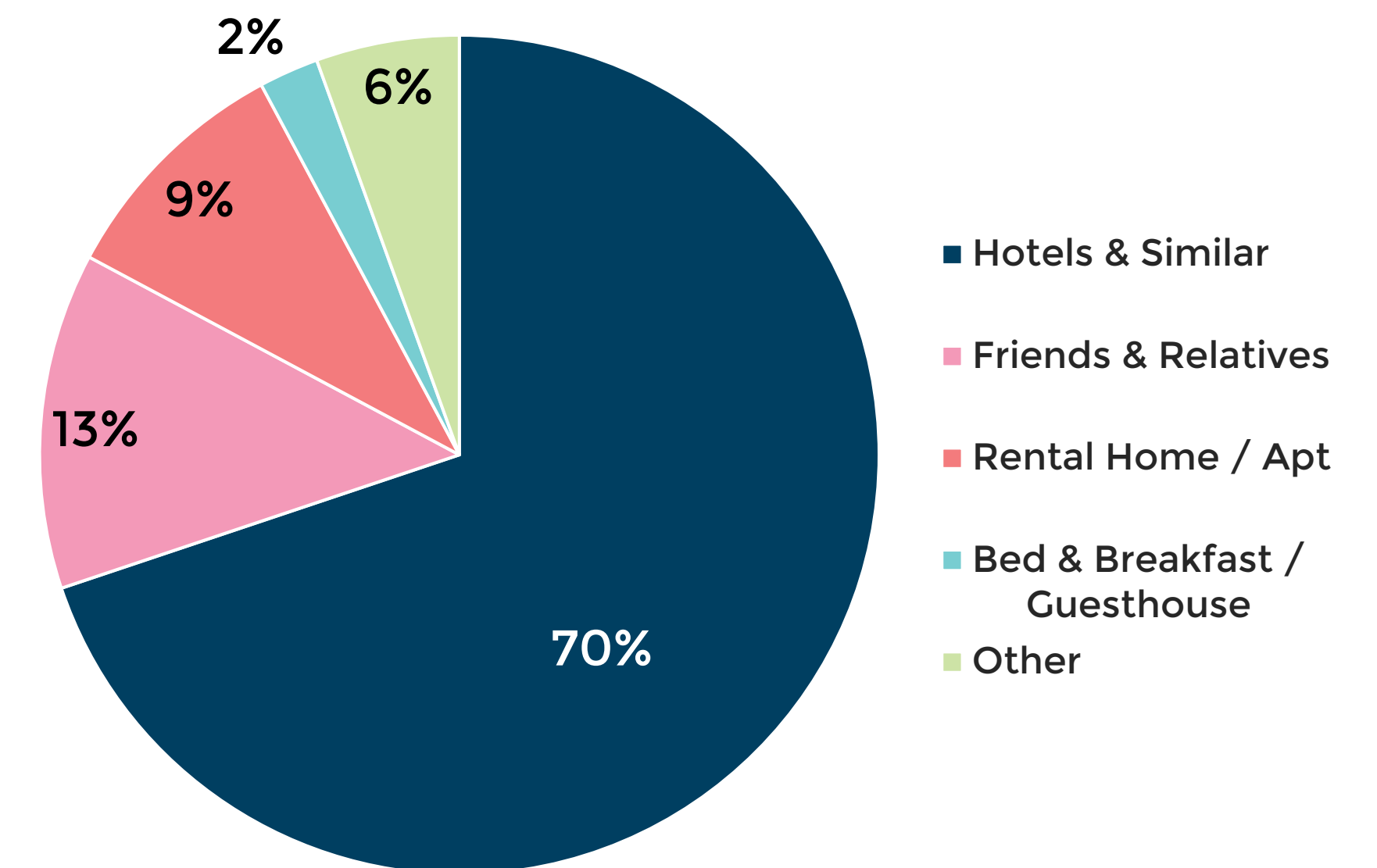
HOTEL OR B & B / GUESTHOUSE → 72%

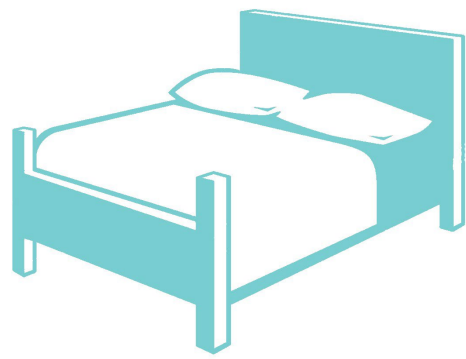
FRIENDS & RELATIVES → 13%

RENTAL HOME OR APARTMENT PROPERTIES → 9%

OTHER → 6% (THIS CATEGORY INCLUDES PRIVATE HOMES, BOATS/YACHTS AND UNSPECIFIED TYPES OF ACCOMMODATIONS)

Q1 2025





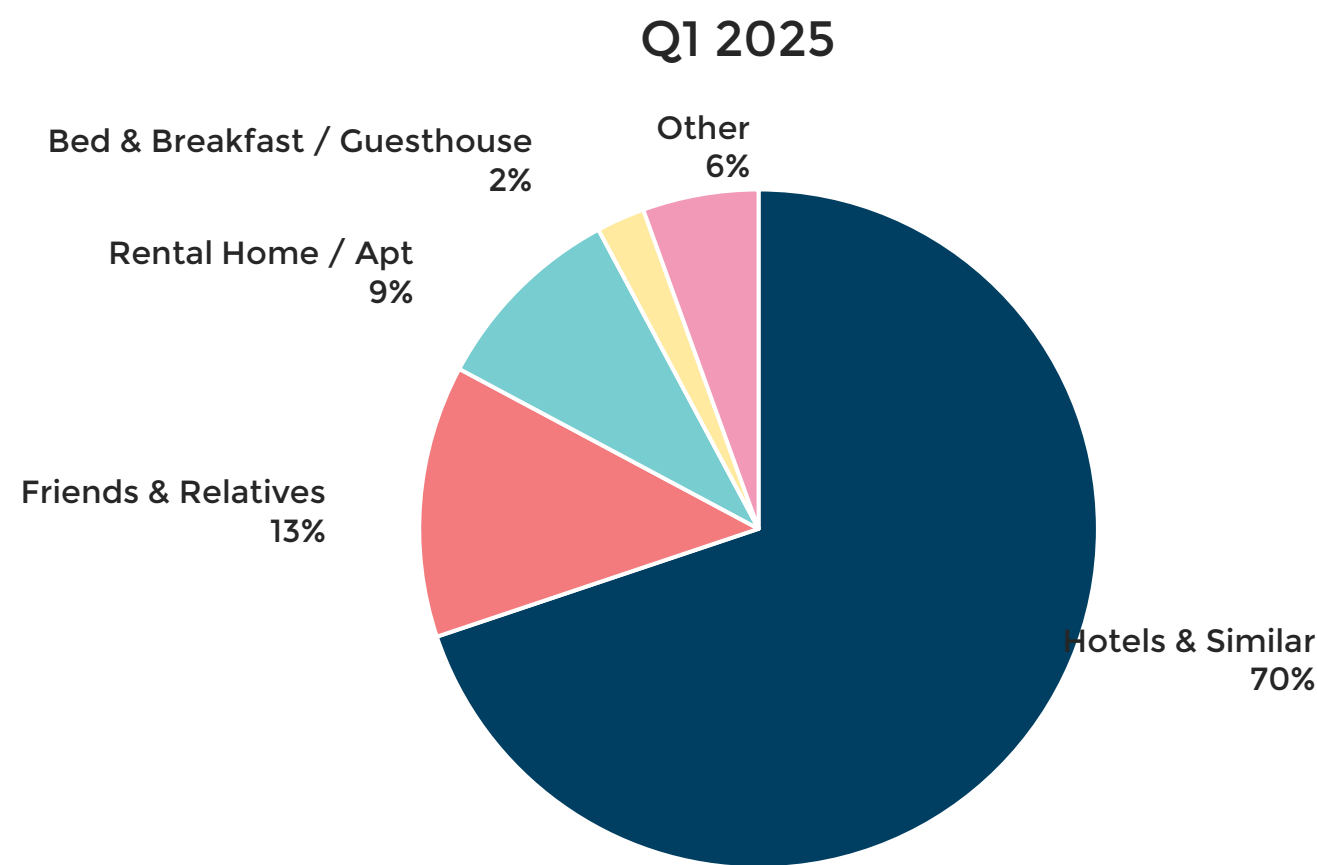
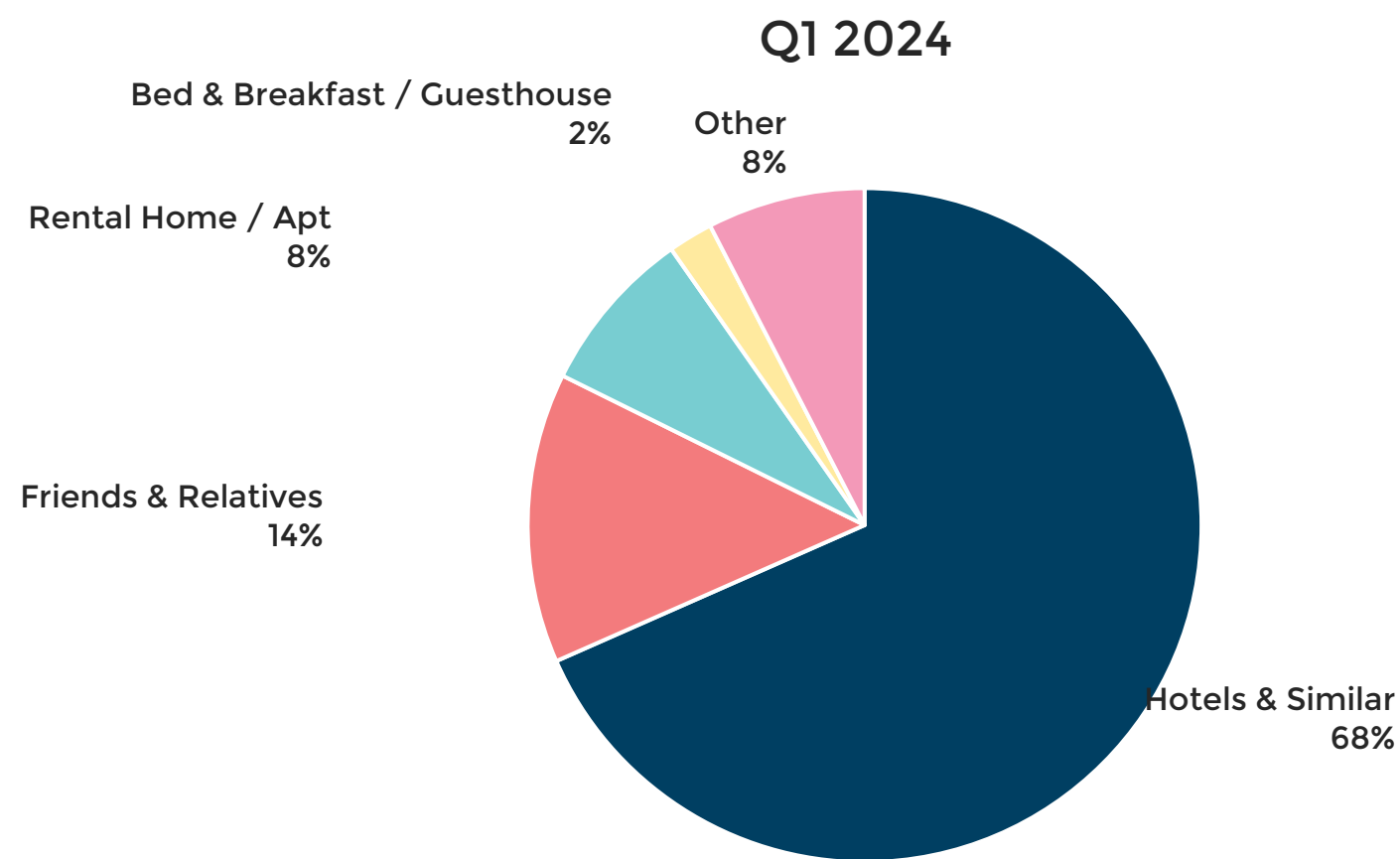
Accommodation Statistics

Accommodations	Q1 2022	Q1 2023	Q1 2024	Q1 2025	# CHG YOY	% CHG YOY
Hotel Occupancy	28.7%	45.5%	42.4%	47.4%	5.0%	11.8%
Hotel Average Daily Rate (ADR)					\$32.42	8.4%
Hotel Revenue Per Available Room (RevPAR)					\$34.63	21.1%
% Staying In Commercial Accommodations TOTAL	68.3%	69.8%	70.5%	72.2%	1.7%	2.4%
% Staying In Commercial Accommodations (Leisure)	78.0%	76.6%	77.5%	78.6%	1.1%	1.4%
% Staying In Commercial Accommodations (Business)	90.3%	91.2%	89.6%	87.5%	-2.1%	-2.3%
Bed Nights in Commercial Accommodations	51,150	88,520	85,688	93,797	8,109	9.5%



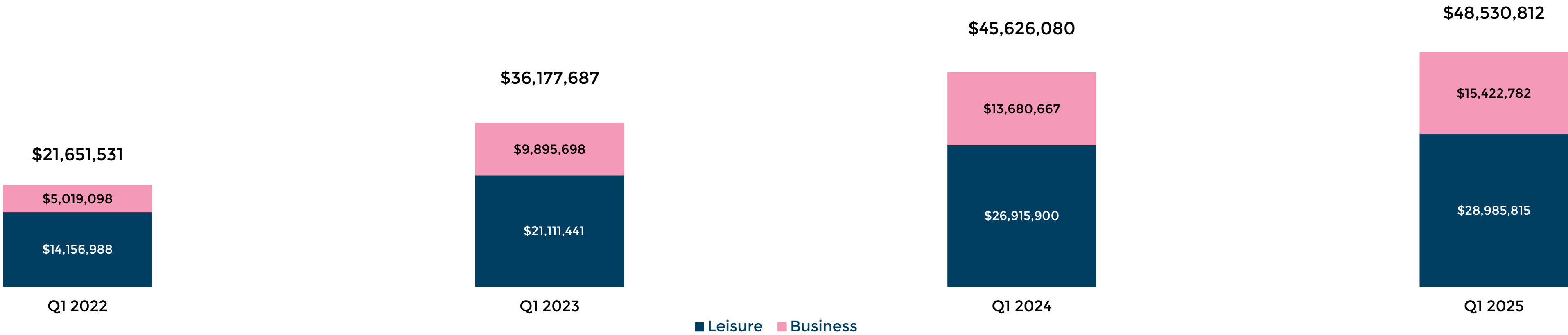
Vacation Rental Statistics

Accommodations	Q1 2022	Q1 2023	Q1 2024	Q1 2025	# CHG YOY	% CHG YOY
Vacation Rental Occupancy*	39.6%	48.0%	45.5%	45.9%	0.4%	0.9%
% Staying in Rental TOTAL	5.8%	7.4%	8.0%	9.4%	1.4%	17.5%
% Staying in rental Leisure	7.3%	10.0%	9.7%	11.4%	1.7%	17.5%
% Staying in rental Business	3.0%	4.0%	5.5%	6.8%	1.3%	23.6%
Average Length of Stay	12.17	10.47	9.86	9.48	-0.38	-3.9%



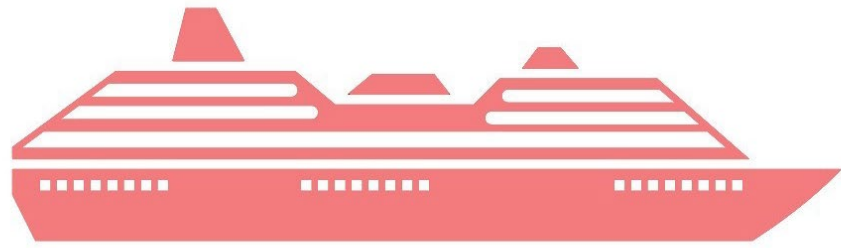


Estimated Air Visitor Expenditure



Total Spending	Q1 2022	Q1 2023	Q1 2024	Q1 2025	# CHG	% CHG
Leisure Air Visitor	\$14,156,988	\$21,111,441	\$26,915,900	\$28,985,815	\$2,069,916	7.7%
Business Air Visitor	\$5,019,098	\$9,895,698	\$13,680,667	\$15,422,782	\$1,742,115	12.7%
Total Air Visitors	\$21,651,531	\$36,186,489	\$45,626,080	\$48,530,812	\$2,904,732	6.3%

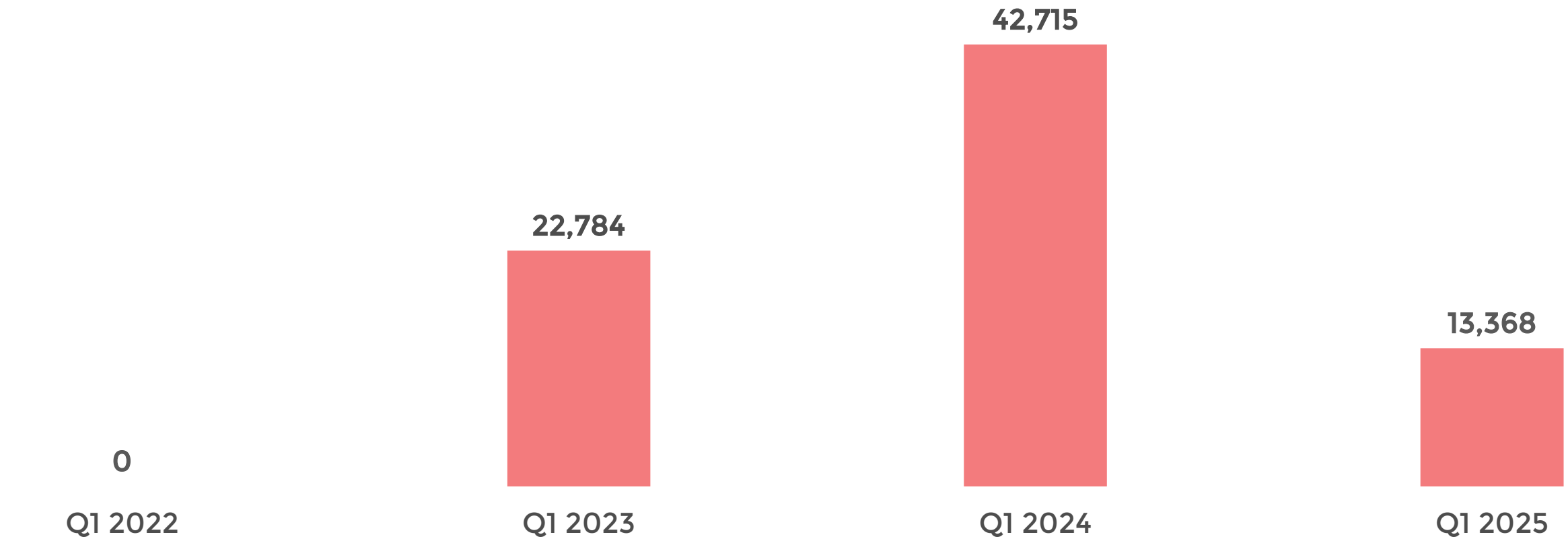
Per Person Spending Average	Q1 2022	Q1 2023	Q1 2024	Q1 2025	# CHG	% CHG
Leisure Air Visitor	\$1,972	\$1,563	\$1,858	\$1,809	(\$48)	-2.6%
Business Air Visitor	\$1,877	\$1,422	\$1,964	\$1,990	\$26	1.3%
Total Air Visitors	\$1,759	\$1,467	\$1,771	\$1,755	(\$16)	-0.9%



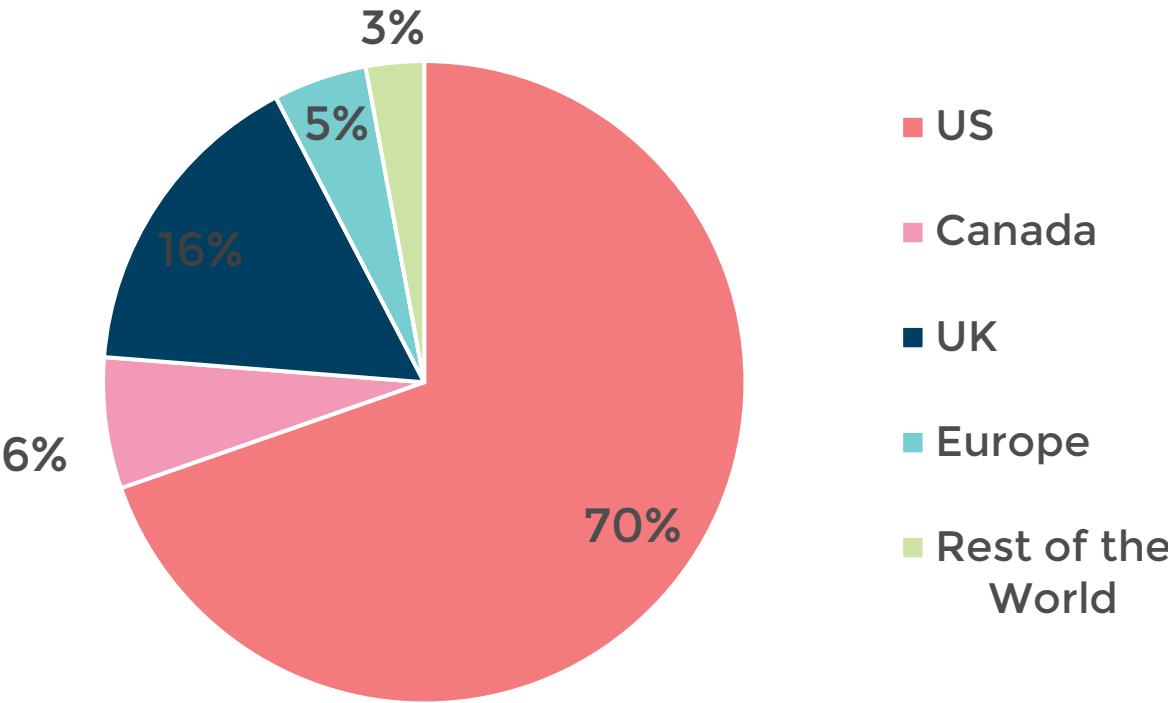
Cruise Arrivals

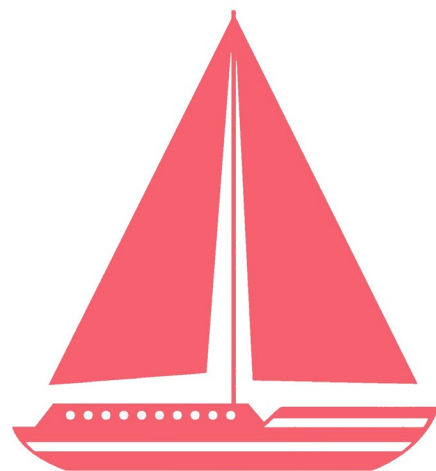
Total Cruise Arrivals	Q1 2022	Q1 2023	Q1 2024	25-Jan	25-Feb	25-Mar	Q1 2025	# CHG	% CHG
US	0	15,393	30,089	0	3	9,308	9,311	-20,778	-69.1%
Canada	0	2,029	4,147	0	4	878	882	-3,265	-78.7%
UK	0	2,045	6,094	0	876	1,277	2,153	-3,941	-64.7%
Europe	0	2,498	1,345	0	14	617	631	-714	-53.1%
Rest of World	0	819	1,040	0	0	391	391	-649	-62.4%
Total	0	22,784	42,715	0	897	12,471	13,368	-29,347	-68.7%

Q1 Cruise Passengers



Q1 Cruise Passengers

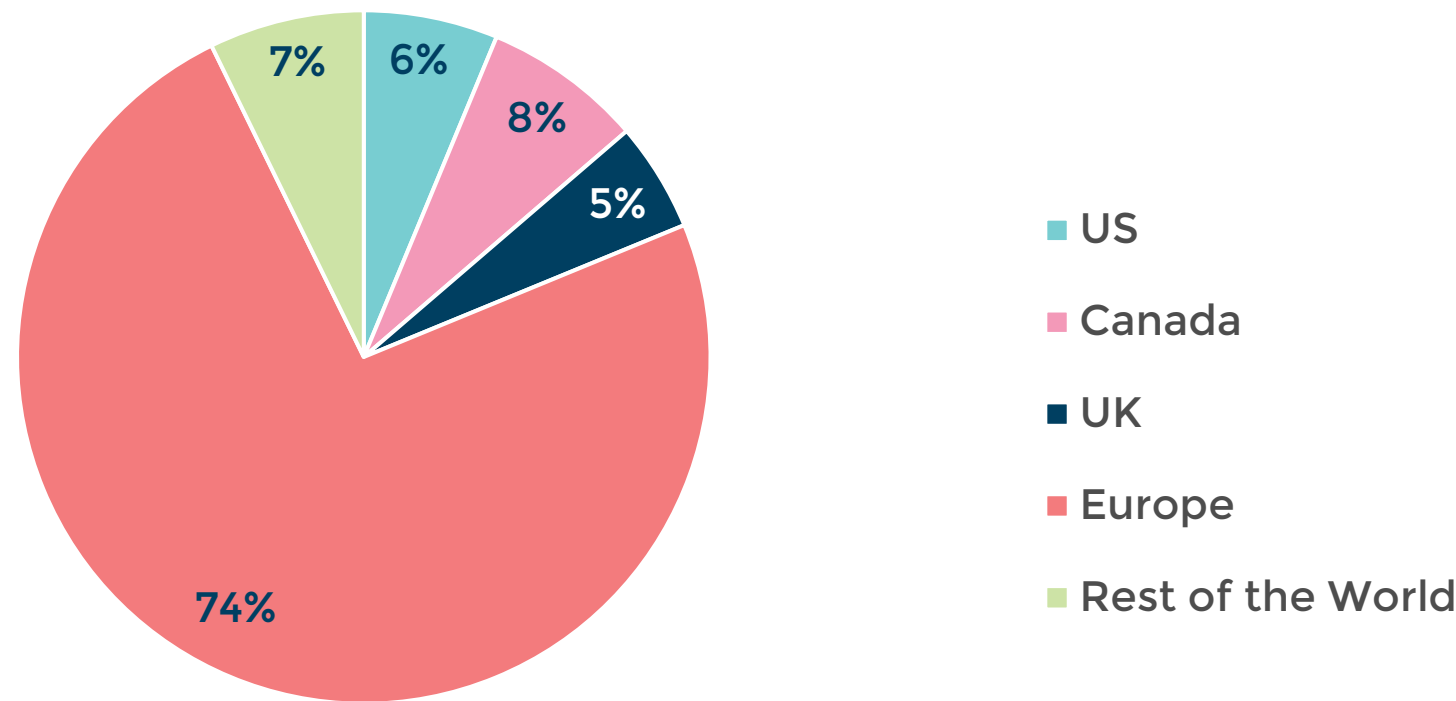




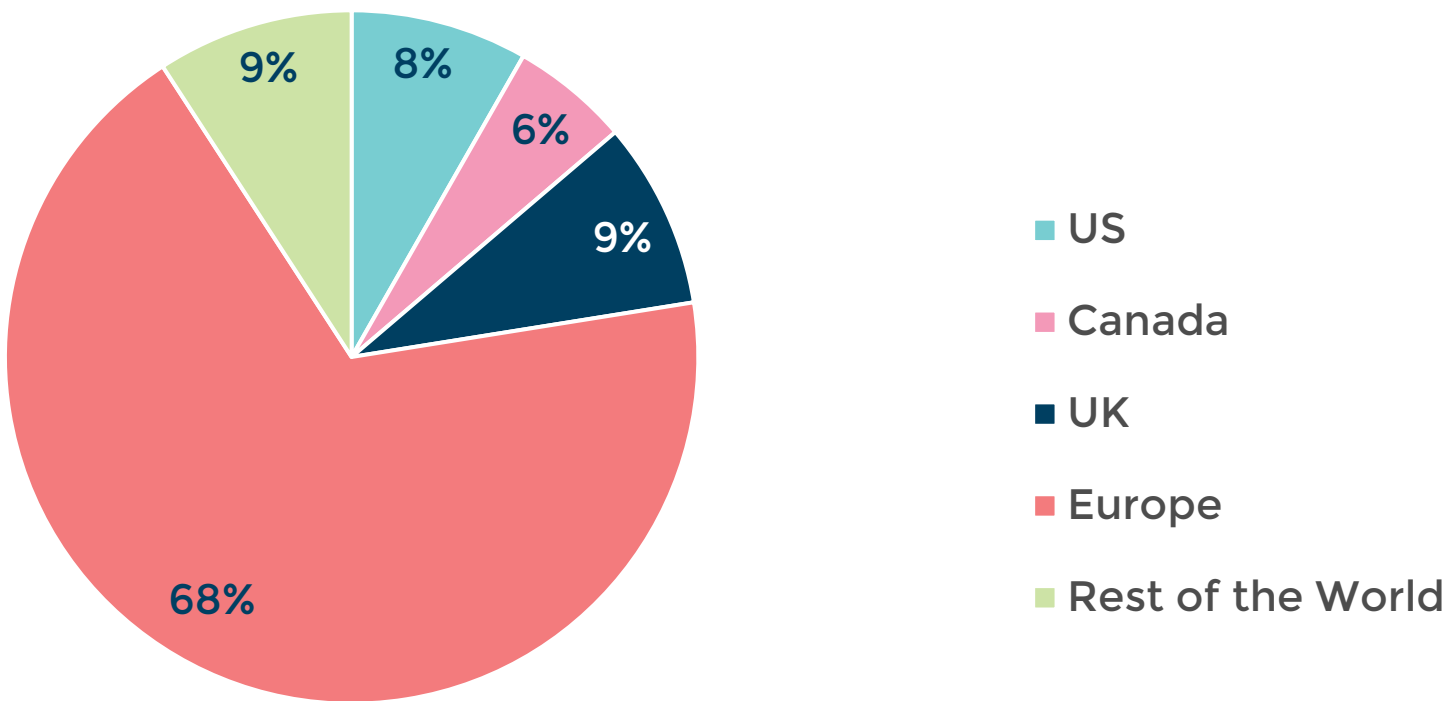
Yacht Arrivals

Yacht Passenger Arrivals by Country	Q1 2022	Q1 2023	Q1 2024	25-Jan	25-Feb	25-Mar	Q1 2025	# CHG	% CHG
US	40	31	32	8	23	23	54	22	68.8%
Canada	31	27	38	0	35	1	36	-2	-5.3%
UK	55	14	26	0	9	48	57	31	119.2%
Europe	215	301	378	1	170	276	447	69	18.3%
Rest of World	55	17	37	0	8	52	60	23	62.2%
Total	396	390	511	9	245	400	654	143	28.0%

Q1 2024 Yacht Passengers



Q1 2025 Yacht Passengers

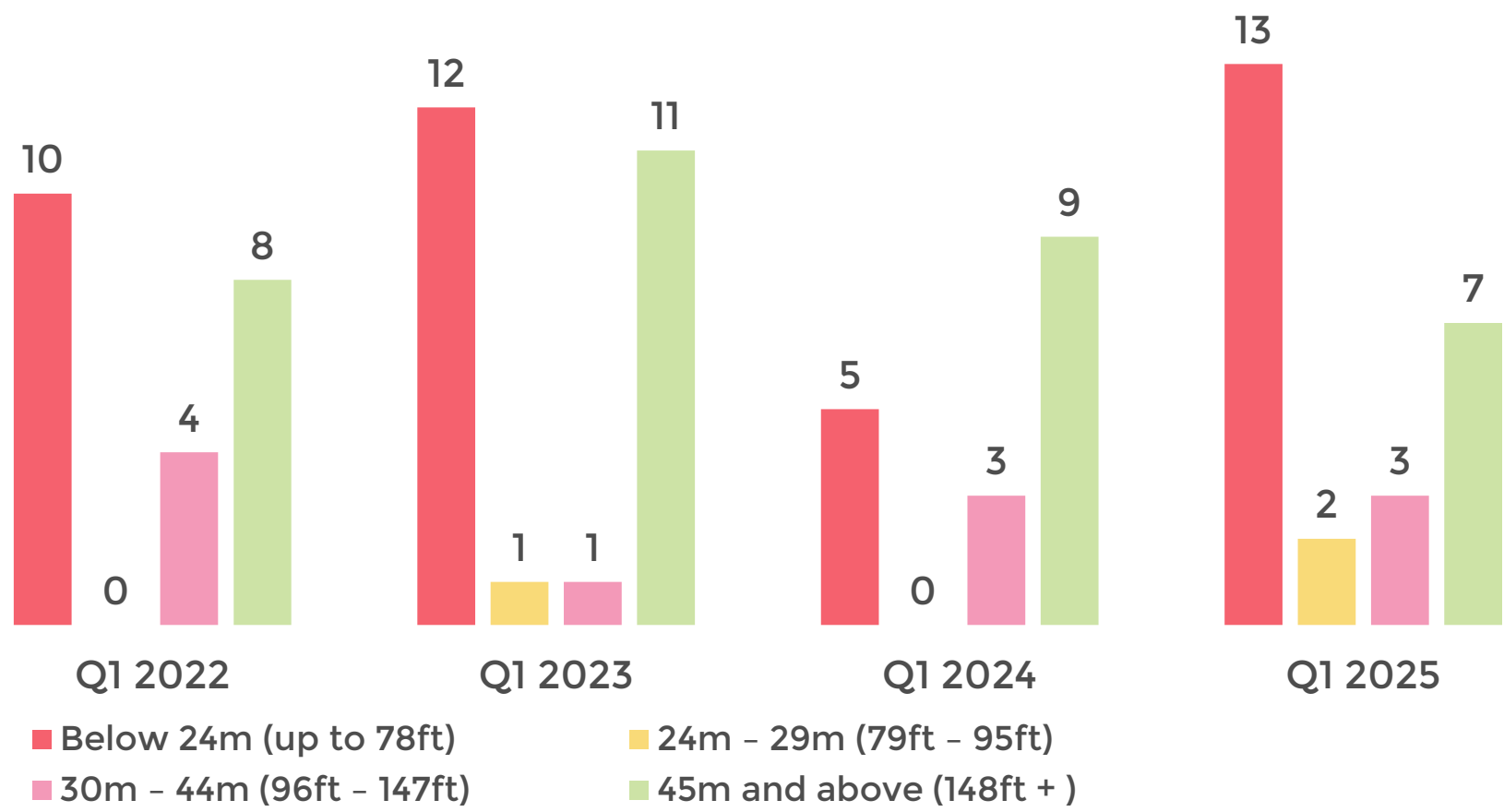




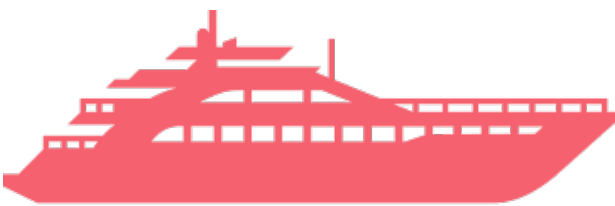
Yacht Arrivals

Vessel Arrivals by Length	Q1 2022	Q1 2023	Q1 2024	25-Jan	25-Feb	25-Mar	Q1 2025	# CHG	% CHG
Below 24m (up to 78ft)	10	12	5	1	2	10	13	8	160.0%
24m – 29m (79ft – 95ft)	0	1	0	0	1	1	2	2	-
30m – 44m (96ft – 147ft)	4	1	3	1	1	1	3	0	0.0%
45m and above (148ft +)	8	11	9	0	3	4	7	-2	-22.2%
Total	22	25	17	2	7	16	25	8	47.1%

VESSELS BY LENGTH



SUPERYACHTS*



	Q1 2022	Q1 2023	Q1 2024	Q1 2025	# CHG YOY	% CHG YOY
Calls	7	2	3	4	1	33.3%
Direct Economic Impact	\$350,767	\$136,246	\$119,648	\$114,026	-\$5,622	-4.7%
Direct Estimated Economic Impact						
	Q1 2022	Q1 2023	Q1 2024	Q1 2025	# CHG YOY	% CHG YOY
Total yachts (including Superyachts)	\$548,235	\$1,670,675	\$845,399	\$923,633	\$78,234	9.3%

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 for air and yacht visitors 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?

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