

# Q4 | 2014



GOVERNMENT OF BERMUDA  
Cabinet Office  
Department of Statistics

## Quarterly Bulletin of Statistics

### Q4 2014 Highlights

**Air Arrivals:** Bermuda hosted 41,889 tourists.

**Tourist Accommodations:**  
Hotel Gross Receipts amounted to \$48.4 million.

**Hotel Employment:** The Hotel Industry employed 2,446 workers.

**Overseas Declarations:**  
Residents declared overseas purchases totalling \$17.8 million.

**Retail:** Gross turnover in the retail sales sector reached \$280.6 million.

### Visitors Arrivals and Expenditure:

#### Air Arrivals

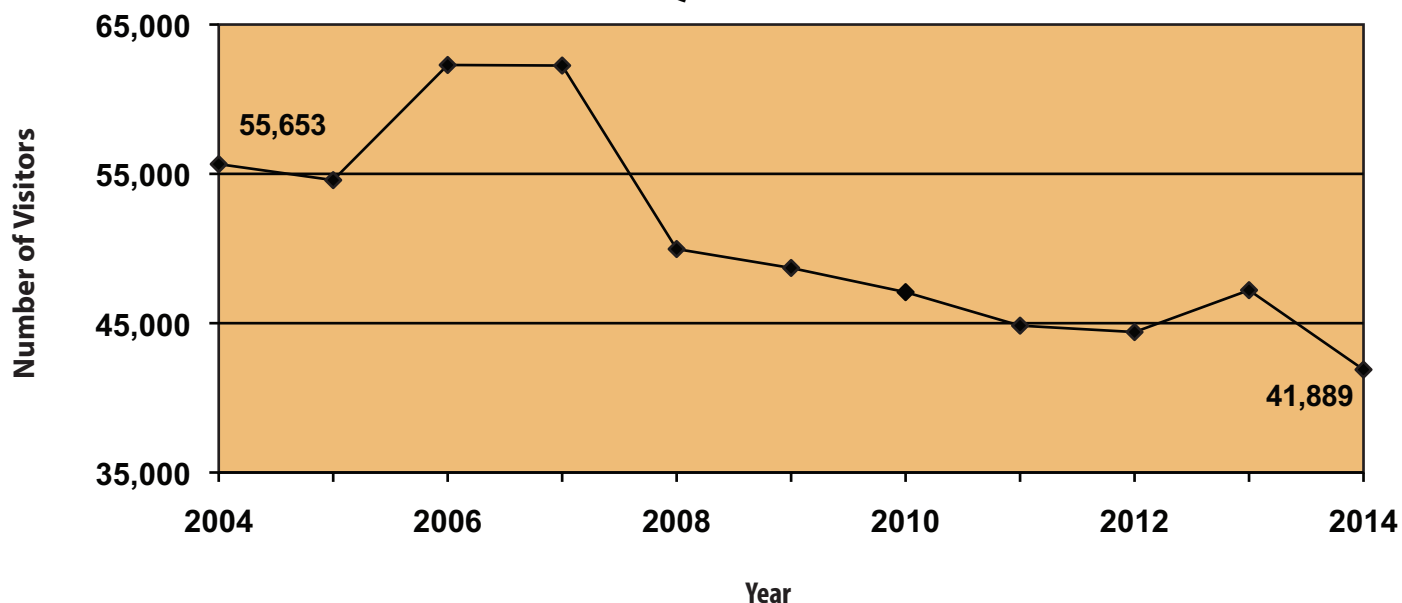
Air arrivals during the fourth quarter of 2014 decreased 11.3 per cent when compared to the same quarter of 2013. A total of 41,889 tourists visited the Island, down from 47,211 in 2013. The decrease in air visitors was partially attributed to the temporary closure of the L.F. Wade International Airport during the passing of two storms during the month.

Visitors from the United States, Bermuda's largest tourist market, represented 65 per cent of all visitors. Arrivals from the United States dropped 15.1 per cent to 27,338 visitors year-over-year. Air arrivals from the United Kingdom slipped 9.0 per cent to 4,832 passengers. Conversely, tourists from Canada rose 0.2 per cent to 6,621 visitors. Total air travellers grouped in the category for 'Other' countries marginally increased 0.1 per cent to 3,098 passengers.

The decrease in air arrivals for the fourth quarter resulted in a decline in bookings for most tourist accommodation properties. Occupancy levels at resort hotels fell by 2,684 persons, while small hotels, cottage colonies and clubs registered 1,977 fewer guests. Visitors staying at private homes decreased by 749 guests while occupancy levels at guest houses declined by 115 persons. In contrast, bookings at housekeeping accommodations increased by 186 guests.

During 2014, air arrivals for the entire year contracted by 5.1 per cent to 224,329 passengers. Resort hotels and small hotels, cottage colonies & clubs experienced year-on-year decreases of 12,965 guests and 4,413 guests, respectively. In contrast, housekeeping accommodation registered 2,617 more guests while occupancy at private homes increased by 2,314 guests year-over-year. Occupancy levels at guest houses rose by 14 visitors.

4th Quarter Air Arrivals



## Expenditure by Air Arrivals

Air visitor spending declined by \$8.6 million to \$54.1 million in the fourth quarter of 2014. This represented a 13.7 per cent decrease in per person expenditure by both leisure and business visitors. Among the expenditure categories, outlays on accommodation and food declined 6.8 per cent to \$39.8 million. Visitor spending on shopping, entertainment, transportation, and other tourist-related activities dropped 28.5 per cent to \$14.3 million. Air visitor expenditure in 2014 totalled \$283.7

million, 11.6 per cent lower than the level of expenditure reported in 2013.

## Cruise Arrivals & Expenditure

Cruise ship arrivals for the fourth quarter of 2014 contracted 17.6 per cent to 39,118 passengers when compared to the same period in 2013. Cruise visitors spent an estimated \$8.5 million on local goods and services, inclusive of entertainment, souvenirs, sightseeing, sports activities and transportation. This represented a \$1.6 million decrease below the \$10.1 million recorded in the same quarter of 2013.



TABLE 1 – VISITOR ARRIVALS

### Air Visitors by Country of Origin

	Cruise Passengers	U.S.A.	Canada	U.K.	Other	Total <sup>(1)</sup>	Cruise & Air Visitors
<b>2011</b>							
1st Qtr	675	19,705	6,469	2,983	1,667	30,824	31,499
2nd Qtr	161,036	61,232	9,027	6,371	3,832	80,462	241,498
3rd Qtr	187,240	61,651	6,722	7,348	4,196	79,917	267,157
4th Qtr	66,760	30,302	6,999	4,822	2,712	44,835	111,595
<b>Year</b>	<b>415,711</b>	<b>172,890</b>	<b>29,217</b>	<b>21,524</b>	<b>12,407</b>	<b>236,038</b>	<b>651,749</b>
<b>2012</b>							
1st Qtr	2,719	19,787	7,292	2,872	1,668	31,619	34,338
2nd Qtr	161,351	56,447	8,859	5,924	3,956	75,186	236,537
3rd Qtr	179,124	61,853	7,636	7,174	4,189	80,852	259,976
4th Qtr	35,068	30,091	6,778	5,059	2,478	44,406	79,474
<b>Year</b>	<b>378,262</b>	<b>168,178</b>	<b>30,565</b>	<b>21,029</b>	<b>12,291</b>	<b>232,063</b>	<b>610,325</b>
<b>2013</b>							
1st Qtr	1,484	19,992	6,273	3,260	1,775	31,300	32,784
2nd Qtr	133,676	56,810	8,022	6,405	3,776	75,013	208,689
3rd Qtr	157,373	62,216	6,708	8,635	5,260	82,819	240,192
4th Qtr	47,497	32,197	6,610	5,310	3,094	47,211	94,708
<b>Year</b>	<b>340,030</b>	<b>171,215</b>	<b>27,613</b>	<b>23,610</b>	<b>13,905</b>	<b>236,343</b>	<b>576,373</b>
<b>2014</b>							
1st Qtr <sup>R</sup>	0	19,727	6,272	3,141	1,892	31,032	31,032
2nd Qtr <sup>R</sup>	146,916	53,719	8,815	6,660	4,020	73,214	220,130
3rd Qtr <sup>R</sup>	169,846	58,615	7,410	7,573	4,596	78,194	248,040
4th Qtr	39,118	27,338	6,621	4,832	3,098	41,889	81,007
<b>Year<sup>R</sup></b>	<b>355,880</b>	<b>159,399</b>	<b>29,118</b>	<b>22,206</b>	<b>13,606</b>	<b>224,329</b>	<b>580,209</b>

1. Excludes ship and yacht visitors

Source: Tourism Department

TABLE 2 – VISITORS BY INTENDED TYPE OF ACCOMMODATION

	Resort Hotels	Small Hotels, Cottage Colonies & Clubs	Housekeeping Accommodations <sup>(3)</sup>	Guest Houses <sup>(4)</sup>	Private Homes <sup>(1)</sup>	Not Stated	Total <sup>(2)</sup>
<b>2011</b>							
1st Qtr	15,395	7,037	1,006	330	6,882	174	30,824
2nd Qtr	38,072	20,188	2,572	685	18,184	761	80,462
3rd Qtr	35,363	21,164	2,064	646	20,129	551	79,917
4th Qtr	19,745	11,538	1,220	335	11,744	253	44,835
<b>Year</b>	<b>108,575</b>	<b>59,927</b>	<b>6,862</b>	<b>1,996</b>	<b>56,939</b>	<b>1,739</b>	<b>236,038</b>
<b>2012</b>							
1st Qtr	15,532	7,457	841	216	7,452	121	31,619
2nd Qtr	34,239	19,541	2,341	464	17,936	665	75,186
3rd Qtr	37,750	20,432	1,780	514	19,842	534	80,852
4th Qtr	19,729	11,745	1,080	354	11,259	239	44,406
<b>Year</b>	<b>107,250</b>	<b>59,175</b>	<b>6,042</b>	<b>1,548</b>	<b>56,489</b>	<b>1,559</b>	<b>232,063</b>
<b>2013</b>							
1st Qtr	14,748	7,475	956	248	7,700	173	31,300
2nd Qtr	35,057	19,460	2,080	527	17,215	674	75,013
3rd Qtr	37,069	20,721	2,022	516	22,178	313	82,819
4th Qtr	19,989	13,019	1,201	392	12,330	280	47,211
<b>Year</b>	<b>106,863</b>	<b>60,675</b>	<b>6,259</b>	<b>1,683</b>	<b>59,423</b>	<b>1,440</b>	<b>236,343</b>
<b>2014</b>							
1st Qtr <sup>R</sup>	13,575	8,032	1,327	330	7,702	66	31,032
2nd Qtr <sup>R</sup>	30,421	18,472	3,175	606	19,675	865	73,214
3rd Qtr <sup>R</sup>	32,597	18,716	2,987	484	22,779	631	78,194
4th Qtr	17,305	11,042	1,387	277	11,581	297	41,889
<b>Year<sup>R</sup></b>	<b>93,898</b>	<b>56,262</b>	<b>8,876</b>	<b>1,697</b>	<b>61,737</b>	<b>1,859</b>	<b>224,329</b>

1. This category includes persons staying in commercial accommodations with less than twelve beds, as well as persons visiting with friends and relatives.

Source: Tourism Department

2. Excludes cruise visitors. 3. Includes Cottage Suites/Apt. and Inns 4. Includes Bed & Breakfast



There were 355,880 cruise ship passengers in 2014, reflecting an increase of 4.7 per cent year-over-year. Cruise visitors spent a total of \$77.5 million on local goods and services, an increase of \$4.7 million compared to 2013.

### Hotel Gross Receipts

Gross receipts for the hotel industry declined 3.1 per cent to \$48.4 million during the fourth quarter of 2014. The decrease in sales revenue for this industry reflected the lower level of air arrivals during the quarter.

**TABLE 3 – ESTIMATED EXPENDITURE OF VACATION AND BUSINESS VISITORS – \$MILLION**

	Air Visitors			Cruise Visitors	Total Expenditure <sup>(2)</sup>
	Accommodation and Food	Shopping, Entertainment, Transport, etc.	Total <sup>(1)</sup>		
<b>2011</b>					
1st Qtr	29.8	10.3	40.1	0.1	40.2
2nd Qtr	101.2	26.6	127.8	33.5	161.3
3rd Qtr	97.3	24.5	121.8	38.9	160.7
4th Qtr	45.2	16.1	61.3	13.9	75.2
<b>Year</b>	<b>273.5</b>	<b>77.5</b>	<b>351.0</b>	<b>86.4</b>	<b>437.4</b>
<b>2012</b>					
1st Qtr	26.5	8.9	35.4	0.6	36.0
2nd Qtr	76.8	23.2	100.0	34.2	134.2
3rd Qtr	94.4	25.7	120.1	37.9	158.0
4th Qtr	44.0	14.8	58.8	7.4	66.2
<b>Year</b>	<b>241.7</b>	<b>72.6</b>	<b>314.3</b>	<b>80.1</b>	<b>394.4</b>
<b>2013</b>					
1st Qtr	24.2	9.9	34.1	0.3	34.4
2nd Qtr	78.4	24.6	103.0	28.7	131.7
3rd Qtr	88.8	32.2	121.0	33.7	154.7
4th Qtr	42.7	20.0	62.7	10.1	72.8
<b>Year</b>	<b>234.1</b>	<b>86.7</b>	<b>320.8</b>	<b>72.8</b>	<b>393.6</b>
<b>2014</b>					
1st Qtr <sup>R</sup>	23.5	7.1	30.6	0.0	30.6
2nd Qtr <sup>R</sup>	68.9	22.3	91.2	32.0	123.2
3rd Qtr <sup>R</sup>	82.3	25.5	107.8	37.0	144.8
4th Qtr	39.8	14.3	54.1	8.5	62.6
<b>Year<sup>R</sup></b>	<b>214.5</b>	<b>69.2</b>	<b>283.7</b>	<b>77.5</b>	<b>361.2</b>

1. Air visitors subtotals are not comparable prior to 2004. 2. Estimates for air and cruise expenditure includes departure tax.

Source: Department of Statistics

Resort hotels recorded a 2.7 per cent drop in sales revenue, representing a loss of \$1.2 million during the quarter. Sales at small hotels decreased 3.6 per cent while sales revenue at cottage colonies fell 12.5 per cent. In contrast, sales at other tourist properties rose 4.1 per cent.

Total hotel gross receipts in 2014 stood at \$258.0 million, a drop of \$12.0 million when compared to gross receipts in 2013.

### Hotel Employment

At the end of October 2014, there were 2,446 workers employed within the hotel industry. Employment levels for all types

of establishments in the hotel industry rose year-over-year. Hotel resorts, which employed 84 per cent of the total industry, increased their staff levels by 44 workers. Guesthouses and smaller tourist properties employed 4 more workers while staff levels at cottage colonies and housekeeping units remained relatively unchanged, hiring one more worker.

### Retail Sales

Retail sales for the fourth quarter of 2014 were estimated at \$280.6 million, an \$11.1 million increase year-over-year. Motor vehicle dealers recorded the largest growth

in quarterly sales with gross receipts rising 16.0 per cent when compared to the same quarter of 2013. This growth reflected a higher volume of motor vehicles sold during the period. Liquor stores and food stores experienced increases in sales value of 8.3 per cent and 5.0 per cent, respectively. Suppliers of building materials registered a 4.1 per cent increase in sales, marking the first rise in quarterly sales since the first quarter of 2012. Retail sales for the all other store types sector increased 3.1 per cent while sales of service stations grew 1.1 per cent. In contrast, apparel store sales decreased 1.4 per cent.

TABLE 4 – EMPLOYMENT IN HOTEL INDUSTRY BY TYPE OF ESTABLISHMENT <sup>(1)</sup>

		Hotels	Cottage Colonies & Housekeeping	Guest Houses & Micro-Units <sup>(2)</sup>	All Establishments
<b>2011</b>					
1st Qtr	January	1,895	385	17	2,297
2nd Qtr	April	2,031	402	13	2,446
3rd Qtr	July	2,192	440	17	2,649
4th Qtr	October	2,168	395	18	2,581
<b>2012</b>					
1st Qtr	January	1,943	367	17	2,327
2nd Qtr	April	2,026	409	19	2,454
3rd Qtr	July	2,123	437	19	2,579
4th Qtr	October	2,036	428	15	2,479
<b>2013</b>					
1st Qtr	January	1,979	379	17	2,375
2nd Qtr	April	1,959	397	17	2,373
3rd Qtr	July	2,040	486	17	2,543
4th Qtr	October	1,999	387	11	2,397
<b>2014</b>					
1st Qtr	January	1,820	339	16	2,175
2nd Qtr	April	1,918	373	10	2,301
3rd Qtr	July	2,050	416	15	2,481
4th Qtr	October	2,043	388	15	2,446

1. As at the end of each reference month

2. Micro units are establishments having a capacity of 6-11 beds

Source: Department of Statistics

The annual gross turnover in retail sales during 2014 was measured at \$1.03 billion. This reflected a 1.7 per cent or \$17.0 million increase in sales receipts when compared to 2013.

### Overseas Declarations

Overseas spending by residents remained relatively unchanged, increasing \$0.1 million to \$17.8 million during the fourth quarter of 2014. Clothing and footwear purchases, representing 47 per cent of total overseas purchases, declined 3.3 per cent to \$8.4 million. Spending on computer hardware and software decreased \$123,000 year-over-year. Outlays on

household items, furniture & appliances, and tapes & compact discs declined by \$54,000 and \$49,000, respectively.

In the remaining commodity groupings, residents declared higher purchases of: miscellaneous items (\$293,000); electronic & photographic equipment (\$109,000); toys and sports goods (\$66,000); jewellery & watches (\$50,000); and, tools & machinery (\$19,000).

Overall, residents spent a total of \$58.2 million on overseas purchases in 2014. This represented a 3.8 per cent drop in expenditure when compared to the \$60.5 million spent in 2013.



TABLE 5 - RETAIL SALES INDEX <sup>(1)</sup>

	Total	Food Stores	Liquor Stores	Motor Vehicle Dealers	Service Stations	Building Materials	Apparel Stores	All Other Store Types
<b>2011</b>								
1st Qtr	85.3	111.1	92.8	62.1	106.4	56.5	58.0	80.7
2nd Qtr	96.7	121.0	108.1	55.7	124.4	66.0	95.9	94.7
3rd Qtr	95.8	122.8	128.1	47.5	122.9	67.1	85.1	93.0
4th Qtr	100.1	124.6	125.6	38.9	110.8	64.5	116.7	101.1
<b>Year</b>	<b>94.5</b>	<b>119.9</b>	<b>113.7</b>	<b>51.1</b>	<b>116.1</b>	<b>63.5</b>	<b>88.9</b>	<b>92.4</b>
<b>2012</b>								
1st Qtr	85.3	117.2	101.8	42.9	107.9	61.1	57.3	80.0
2nd Qtr	96.3	127.1	114.9	45.4	116.9	63.7	90.5	94.9
3rd Qtr	97.7	133.0	146.1	48.4	120.7	57.7	81.9	91.7
4th Qtr	99.7	133.1	131.8	44.4	114.3	46.2	110.2	95.8
<b>Year</b>	<b>94.8</b>	<b>127.6</b>	<b>123.7</b>	<b>45.3</b>	<b>115.0</b>	<b>57.2</b>	<b>85.0</b>	<b>90.6</b>
<b>2013</b>								
1st Qtr	85.4	123.6	109.4	41.4	107.3	49.2	57.0	77.6
2nd Qtr	96.0	131.7	119.7	44.6	117.2	51.9	91.5	92.4
3rd Qtr	96.8	134.9	148.7	49.2	119.8	49.0	80.6	90.4
4th Qtr <sup>R</sup>	100.3	134.2	134.3	47.4	109.1	44.1	109.9	97.6
<b>Year<sup>R</sup></b>	<b>94.6</b>	<b>131.1</b>	<b>128.1</b>	<b>45.7</b>	<b>112.6</b>	<b>48.6</b>	<b>84.7</b>	<b>89.5</b>
<b>2014</b>								
1st Qtr	85.3	122.9	115.3	54.3	104.7	44.4	53.9	75.7
2nd Qtr <sup>R</sup>	97.6	133.2	132.4	56.5	116.6	45.7	93.4	91.9
3rd Qtr <sup>R</sup>	97.3	136.3	152.3	53.4	115.3	46.5	80.5	90.1
4th Qtr	104.5	140.9	145.4	55.0	110.3	45.9	108.4	100.6
<b>Year<sup>R</sup></b>	<b>96.2</b>	<b>133.3</b>	<b>136.4</b>	<b>54.8</b>	<b>111.7</b>	<b>45.6</b>	<b>84.1</b>	<b>89.6</b>

1. Quarterly averages derived from monthly series

Source: Department of Statistics



**Table 6 – Overseas Declarations by Residents<sup>(1)</sup> – \$000**

	Clothing & Footwear	Electronic & Photographic Equipment	Hhld Items Furniture & Appliances	Toys & Sports Goods	Tapes & Compact Discs	Computer Hardware & Software	Jewellery & Watches	Tools Machinery & Parts	Misc.	Total
<b>2011</b>										
1st Qtr	5,827	1,181	479	564	312	692	422	230	3,222	12,929
2nd Qtr	9,007	1,344	518	637	296	801	495	240	4,077	17,415
3rd Qtr	8,760	1,557	595	707	344	1,019	555	274	4,715	18,526
4th Qtr	8,386	1,616	555	877	394	822	575	231	4,283	17,739
<b>Year</b>	<b>31,980</b>	<b>5,698</b>	<b>2,147</b>	<b>2,785</b>	<b>1,346</b>	<b>3,334</b>	<b>2,047</b>	<b>975</b>	<b>16,297</b>	<b>66,609</b>
<b>2012</b>										
1st Qtr	5,303	1,032	364	491	232	463	329	184	3,095	11,493
2nd Qtr	8,859	1,369	407	585	216	627	408	232	3,927	16,630
3rd Qtr	8,800	1,384	423	675	245	679	484	238	4,728	17,656
4th Qtr	9,189	2,012	472	930	307	868	605	230	4,560	19,173
<b>Year</b>	<b>32,151</b>	<b>5,797</b>	<b>1,666</b>	<b>2,681</b>	<b>1,000</b>	<b>2,637</b>	<b>1,826</b>	<b>884</b>	<b>16,310</b>	<b>64,952</b>
<b>2013</b>										
1st Qtr	5,379	1,211	332	427	154	559	441	197	2,792	11,492
2nd Qtr	8,480	1,140	390	506	142	629	382	225	3,470	15,364
3rd Qtr	8,108	1,236	436	561	156	638	488	232	4,077	15,932
4th Qtr	8,712	1,827	451	811	210	841	515	239	4,137	17,743
<b>Year</b>	<b>30,679</b>	<b>5,414</b>	<b>1,609</b>	<b>2,305</b>	<b>662</b>	<b>2,667</b>	<b>1,826</b>	<b>893</b>	<b>14,476</b>	<b>60,531</b>
<b>2014</b>										
1st Qtr	4,980	1,093	295	431	107	499	303	190	2,711	10,609
2nd Qtr	7,950	1,036	339	480	98	491	305	209	3,435	14,343
3rd Qtr	7,905	1,205	392	580	123	612	386	230	4,072	15,505
4th Qtr	8,424	1,936	397	877	161	718	565	258	4,430	17,766
<b>Year</b>	<b>29,259</b>	<b>5,270</b>	<b>1,423</b>	<b>2,368</b>	<b>489</b>	<b>2,320</b>	<b>1,559</b>	<b>887</b>	<b>14,648</b>	<b>58,223</b>

1. Value of goods as declared to H.M. Customs on entry or re-entry to Bermuda. Does not include purchases through mail-order or on the internet.

Source: H.M. Customs

**4th Quarter Overseas Declarations by Residents**

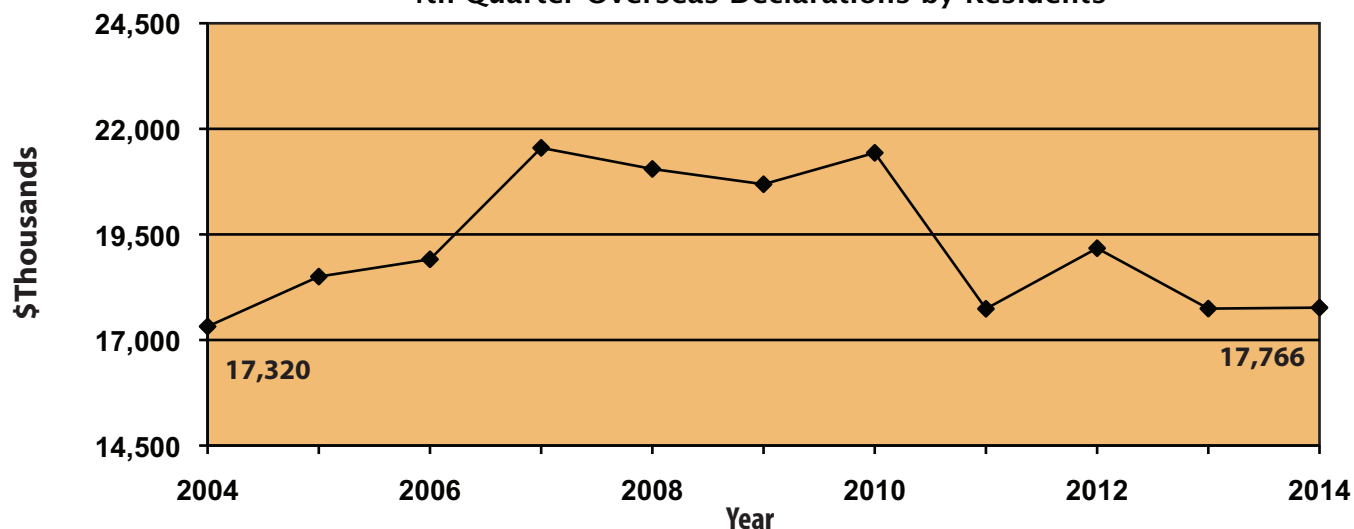




Table 7 – Hotel Gross Receipts – \$000

	Resort Hotels	Small Hotels	Cottage Colonies	Other	Total
<b>2011</b>					
1st Qtr	23,621	849	922	510	25,902
2nd Qtr	68,686	4,903	1,387	733	75,709
3rd Qtr	76,325	6,073	1,503	616	84,517
4th Qtr	38,360	1,857	1,004	511	41,732
<b>Year</b>	<b>206,992</b>	<b>13,682</b>	<b>4,816</b>	<b>2,370</b>	<b>227,860</b>
<b>2012</b>					
1st Qtr	29,264	820	1,721	350	32,155
2nd Qtr	76,948	4,857	2,523	630	84,958
3rd Qtr	83,313	5,968	2,414	643	92,308
4th Qtr	44,722	2,625	2,038	595	49,980
<b>Year</b>	<b>234,247</b>	<b>14,240</b>	<b>8,696</b>	<b>2,218</b>	<b>259,401</b>
<b>2013</b>					
1st Qtr	29,349	1,046	1,845	355	32,595
2nd Qtr	79,542	5,703	2,659	646	88,550
3rd Qtr	89,287	6,079	2,737	672	98,775
4th Qtr <sup>R</sup>	44,772	2,493	2,136	609	50,010
<b>Year<sup>R</sup></b>	<b>242,950</b>	<b>15,321</b>	<b>9,377</b>	<b>2,282</b>	<b>269,930</b>
<b>2014</b>					
1st Qtr	29,725	1,079	1,960	426	33,190
2nd Qtr <sup>R</sup>	77,671	5,268	2,735	773	86,447
3rd Qtr	81,179	5,508	2,449	729	89,865
4th Qtr	43,543	2,404	1,866	634	48,447
<b>Year</b>	<b>232,118</b>	<b>14,259</b>	<b>9,010</b>	<b>2,562</b>	<b>257,949</b>

Source: Department of Statistics





### Symbols used in tables:

- (..) not available
- (-) nil or negligible
- (e), (p) estimated or provisional
- figure revised figure
- (R) revised figure
- Q1 1st quarter (Jan.-Mar.)
- Q2 2nd quarter (Apr.-Jun.)
- Q3 3rd quarter (Jul.-Sep.)
- Q4 4th quarter (Oct.-Dec.)

### Other Statistical Publications:

- Monthly Consumer Price Index
- Monthly Retail Sales Index
- Annual Facts and Figures Pamphlet
- Annual Employment Survey Brief
- Annual Digest of Statistics
- Report on the 2010 Census of Population & Housing
- Labour Force Executive Report
- Bermuda's Population Projections 2010-2020
- The Changing Face of Bermuda's Seniors Report
- The 2013 Household Expenditure Survey Report
- Literacy in Bermuda

FOR FURTHER INFORMATION  
REGARDING THE QUARTERLY  
BULLETIN PLEASE CONTACT US

DEPARTMENT OF STATISTICS, CEDAR PARK CENTRE  
48 CEDAR AVENUE, HAMILTON HM 11, BERMUDA  
Telephone: (441) 297-7761, Fax: (441) 295-8390, E-mail: [statistics@gov.bm](mailto:statistics@gov.bm)  
Website: [www.statistics.gov.bm](http://www.statistics.gov.bm)