



The Tourism Satellite Account is the conceptual framework for a comprehensive reconciliation of tourism data related with supply and demand. A tourism industry represents the grouping of those establishments whose main activity is the same tourism characteristic activity. The effects of a tourism industry's activity are measured in three ways: direct, indirect and induced effects (See Concepts and Definitions on page 4). The overall economic impacts of tourism on the economy are a combination of these effects and can be established for different types of economic variables such as output, employment and wages.

Tourism Contribution

- The total combined contribution of the tourism industry's Gross Value Added (GVA) to the Bermuda economy was \$553 million (Figure 1).
- Tourism-related employment paid out \$346 million in wages during 2015 (Figure 1).
- Tourism contributed \$207 million or 22 per cent of the total government revenue for 2015. Of this amount, customs duties contributed the largest share of 32 per cent or \$66 million in revenue during 2015 (Figure 2).
- Visitors spent \$340 million purchasing tourism products, a decrease of \$24 million over the previous year (Figure 3).
- Residents spent an estimated \$373 million on foreign travel in 2015, unchanged from 2014 (Figure 4).

Figure 1 Contribution of Tourism, 2015

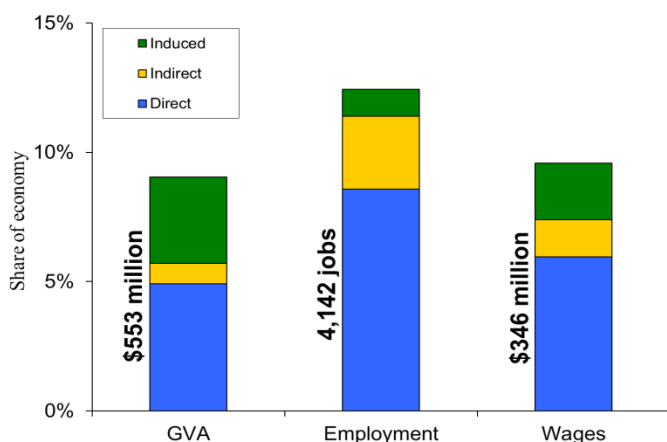


Figure 2 Tourism Contribution to Government Revenue, 2015

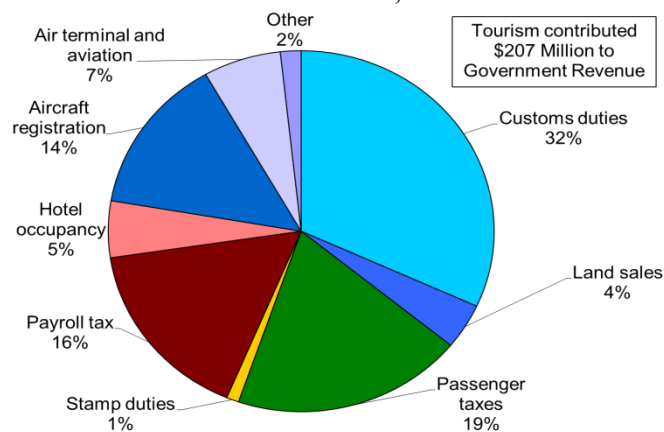


Figure 3 Visitor Spending on Tourism Products

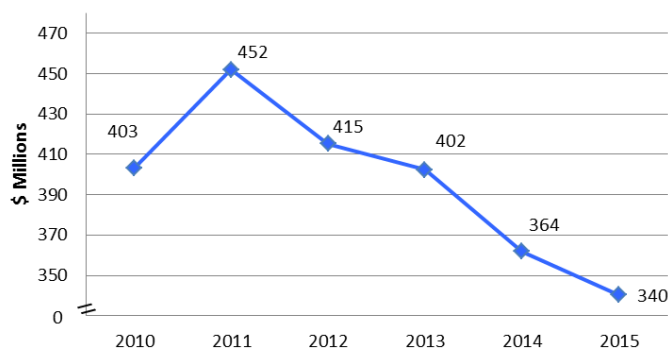
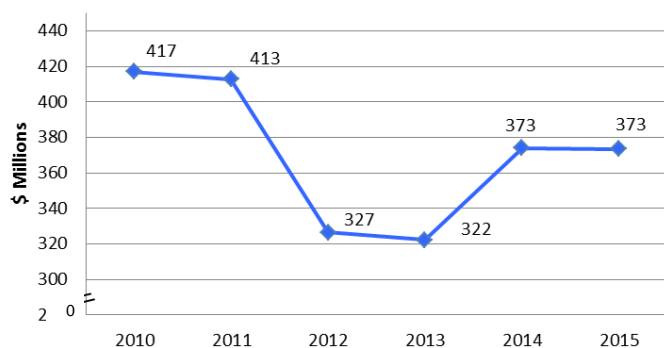


Figure 4 Resident Spending on Foreign Travel



Tourism-Related Employment

- The total number of tourism-related jobs decreased from 2,811 in 2014 to 2,509 in 2015 (Table 1).
- The number of Bermudian jobs related directly to tourism was 1,890 in 2015, a decrease of 163 from the previous year (Figure 5).
- Tourism-related jobs represented 7.5 per cent of total jobs in Bermuda in 2015 (Table 1).

Figure 5 2015 Top Sectors - Bermudian Employment

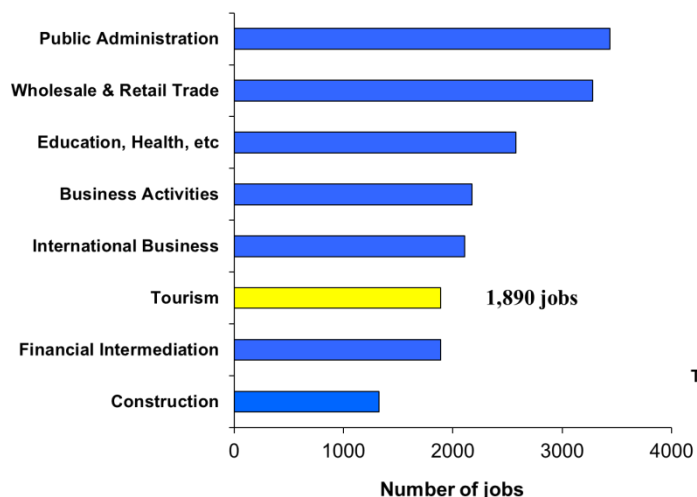


Figure 6 2015 Top Sectors - Total Employment



Table 1 Employment Related Directly to Tourism

	2014 (R)			2015		
	Bermudian	Expatriate	Number of Jobs	Bermudian	Expatriate	Number of Jobs
Tourism Industries			Total			Total
Hotels and Similar	1,111	499	1,610	953	420	1,372
Restaurants and Similar	145	162	306	99	107	206
Retail Trade	225	51	276	237	55	292
Road Passenger Transport	197	6	204	206	6	212
Water Passenger Transport	21	1	22	16	1	17
Air Passenger Transport	67	3	70	52	1	53
Travel Agents and Tour Operators	99	6	105	151	5	156
Bermuda Tourism Authority	16	3	19	23	3	26
Marine & Ports	78	12	90	71	10	81
Airport Operations	37	6	43	34	5	39
Transport Control Department	14	2	16	13	2	15
Civil Aviation	35	5	40	26	4	30
Maritime Administration	5	1	5	6	1	7
Sport and Recreation	4	1	5	3	0	3
Total	2,053	758	2,811	1,890	620	2,509
Share of Economy			8.4%			7.5%

(R) - Revised

Totals may not add due to rounding.

Impact of Tourism on GDP

- Direct tourism contributed \$249 million or 4.2 per cent to Bermuda’s GDP (Table 2). This represented a decrease of \$11 million from 2014.
- GVA declined for all tourism characteristic products except for the retail trade of tourism goods which reported a \$6 million increase (Table 2).

Figure 7 2014 Top Sectors - GDP (\$M)

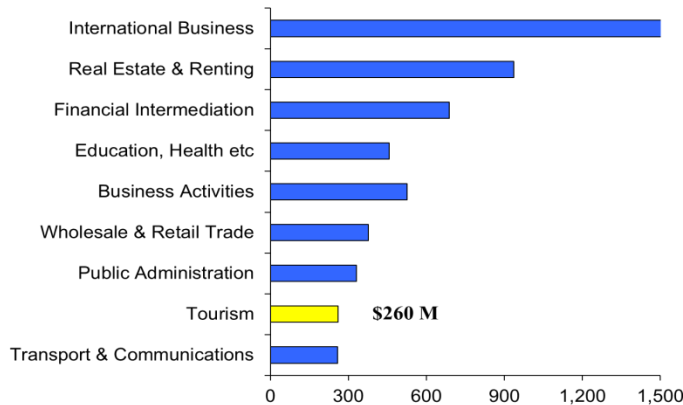


Figure 8 2015 Top Sectors - GDP (\$M)

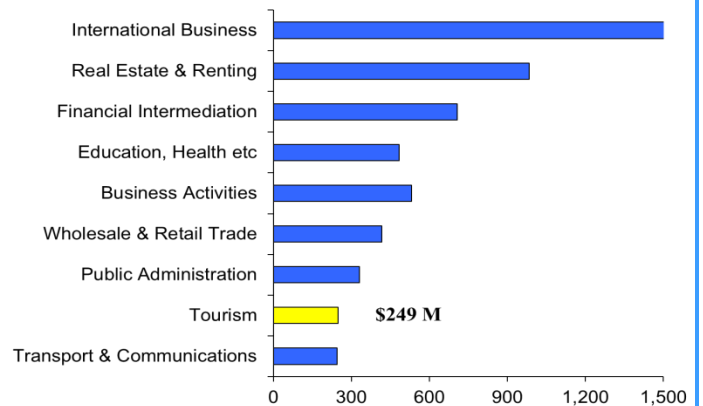


Table 2 Direct Tourism GDP

Net Valuation

	2014 ^(R)	2015
	\$ Millions	\$ Millions
Domestic Supply		
Tourism Characteristic Products	449	422
1 - Accommodation Services	232	213
2 - Food and Beverage Serving Services	89	81
3 - Passenger Transport Services	53	51
4 - Travel Agency, Tour Operator and Tourist Guide Services	12	11
5 - Cultural Services	6	3
6 - Recreation and Other Entertainment Services	21	20
7 - Miscellaneous Tourism Services	-	-
8 - Retail Trade (tourism characteristic goods)	36	42
<i>Tourism social transfer in kind</i>	-	-
Total Output	449	422
Total Intermediate Consumption	189	173
Total Gross Value Added of Activities	260	249
Compensation of Employees	215	215
Other Taxes less Subsidies on Production	8	5
Depreciation	26	24
Gross Operating Surplus	11	6
Intermediate Consumption as a % of Output	42.1%	40.9%
Note:		
Total Bermuda GDP in Current Prices	5,651	5,928
Tourism Value Added as a per cent of Total Bermuda GDP	4.6%	4.2%

(R) - Revised

Totals may not add due to rounding

Concepts and Definitions

Tourism characteristic products and activities refer to (a) products, mainly (though not exclusively) those belonging to tourism expenditure, and (b) productive activities that are the basis for defining tourism industries.

A Visitor is a traveller taking a trip to a main destination outside his/her usual environment for less than a year and for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited.

Tourist expenditure is the amount paid for the acquisition of consumption goods and services, as well as valuables, for own use or to give away, for and during tourism trips. It includes expenditure by visitors themselves as well as expenses that are paid for or reimbursed by others (e.g. business travel expenditure paid/reimbursed by employers). Tourism expenditure does not include other types of payments that visitors might make that do not correspond to the acquisition of goods or services, such as payment of taxes, interest, purchase of financial and non-financial assets, etc.

Direct tourism output comprises all domestically produced goods and services purchased by travellers (for example, accommodation and air transportation).

Indirect tourism output comprises all output required to support the production of direct tourism output (for example, toiletries for hotel guests and local entertainment for hotels).

Induced tourism output comprises expenditure by employees from wages paid by companies in direct contact with tourists. Also factored is the consumption of companies that have benefited directly or indirectly from initial expenditure in the tourism sector. An example of an induced effect of tourism is the purchase of consumer goods such as food, clothing and electronic goods by people employed in the hotel industry.

A tourism establishment is any establishment for which at least 25 per cent of their goods or services are bought by tourists. Examples include hotels, travel agencies, restaurants and passenger transport.

Tourism gross value added (GVA) is the value of goods and services produced by tourism establishments less the cost of producing these goods and services.

Published by the Government of Bermuda
September 2016

The Cabinet Office
Department of Statistics
Cedar Park Centre,
48 Cedar Avenue, Hamilton HM 11, Bermuda

P.O. Box HM 3015
Hamilton HM MX, Bermuda

Tel: (441) 297-7761, Fax: (441) 295-8390

E-mail: statistics@gov.bm

Website: www.gov.bm/department/statistics