

# Q3 | 2010



GOVERNMENT OF BERMUDA  
Cabinet Office  
Department of Statistics

## Quarterly Bulletin of Statistics

### Q2 2010 Highlights

**Air Arrivals:** Bermuda hosted 78,806 tourists

**Tourist Accommodations:**  
Gross Hotel Receipts amounted to \$71 million

**Hotel Employment:**  
Employment in the Hotel Industry declined by 144 workers

**Overseas Spending:** Residents declared overseas purchases totalling \$18.6 million

**Retail:** Retail sales reached \$262 million

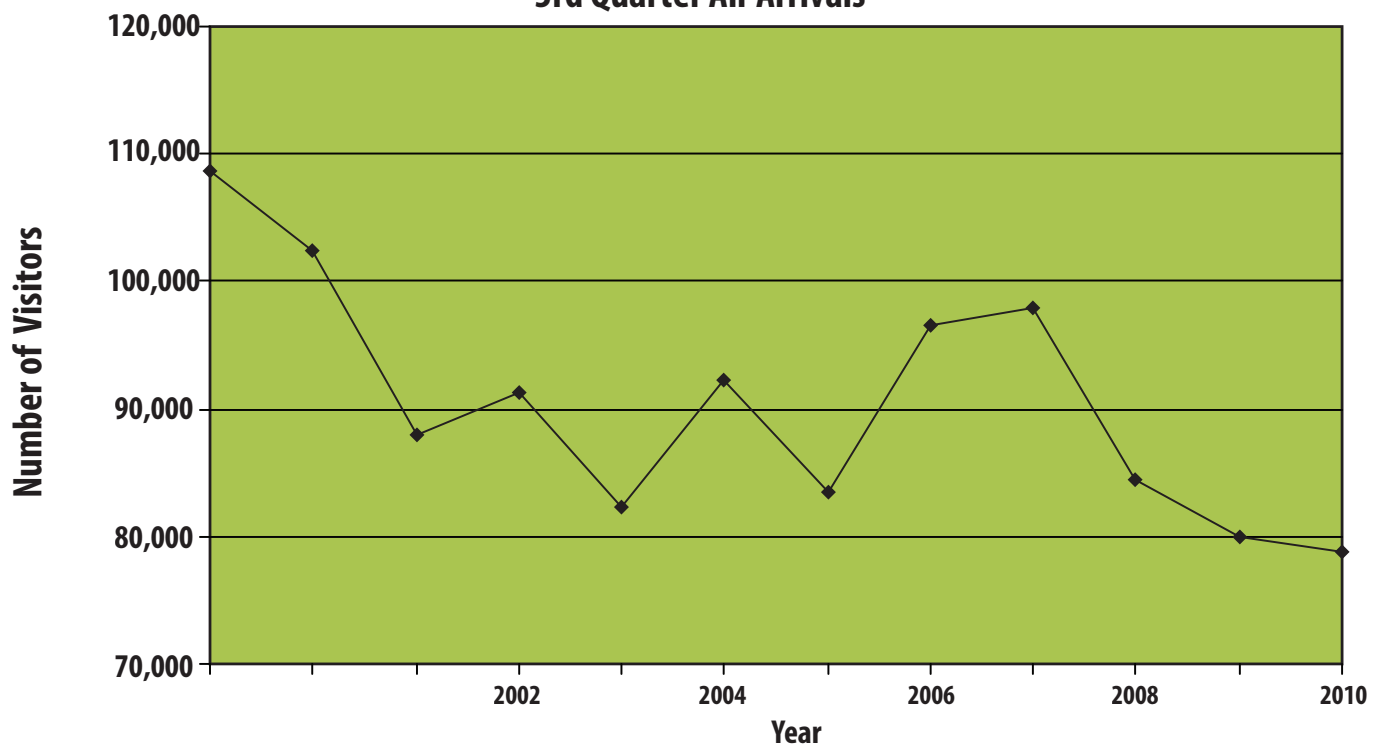
### Visitors Arrivals and Expenditure:

#### Air Arrivals

Air arrivals during the third quarter of 2010 were down slightly by 1% compared to the same quarter in 2009. Arrivals were affected by the occurrence of tropical storms including Hurricane Igor, which resulted in many cancelled flights and the closure of the L.F. Wade International Airport for two days. During what is considered the peak summer season for stay over visitors, only 78,806 tourists arrived on Island by airplane; roughly 1,141 less visitors than a year ago. After an irregular increase in air arrivals during the second quarter of 2010, third quarter arrivals returned to quarterly declines experienced since the second quarter of 2007.

Visitors from the United States comprised the largest proportion (75%) of air arrivals to the Island. However, the total count fell by 4% to 58,783 compared to 61,184 visitors recorded in the same period last year. The number of visitors originating from the U.K. and Canada each accounted for 10% of total air visitors. Canadian visitors continued to surge with an increase of 27%, while visitors from the UK increased by 2%. Visitors from all other countries fell by 14%.

### 3rd Quarter Air Arrivals



The decline in third quarter air arrivals directly matched the dip of 1.4% in bookings for tourist accommodations. Resort hotels recorded a 3% drop in the number of visiting guests during the quarter. Similarly, housekeeping accommodations, and small hotels and cottage colonies experienced declines of 5% and 1%, respectively. In contrast, guest houses experienced an increase of 13% in occupancy levels for the third consecutive quarter.

The increase in air arrivals translated into higher bookings at tourist properties. The number of visitors staying at resort hotels during the second quarter of 2010 rose 3% over the same period in 2009. A total of 35,182 tourists stayed at resort hotels this

quarter compared to 34,142 visitors in the same quarter of the previous year. Smaller accommodations such as small hotels, cottage colonies and clubs experienced a 28% increase in visitors, while visitors staying at guesthouses advanced 15%. In contrast, visitors staying in private homes and housekeeping accommodations fell 9% and 40%, respectively.

### Expenditure by Air Arrivals

Passengers arriving to the Island by air spent an estimated \$113 million during the third quarter of 2010, approximately \$18 million more than the third quarter of 2009. This represented a 19% increase over 2009 expenditures. The rise in spending activity reflects higher per person expenditures by air visitors.

Although there were less air visitors to the Island during the quarter, leisure visitors spent an average of \$329 more per person, compared to the previous year.

Expenditure on accommodation and food increased 21% to \$90 million. Visitor spending on shopping, entertainment, transportation and other tourist activities increased 13% to \$23 million.

### Cruise Arrivals & Expenditure

Despite the cancellation of four cruise ship visits in August due to Hurricane Igor, the total number of cruise travellers to the Island increased 5% compared to the same quarter in 2009. A total of 149,015 cruise passengers disembarked in Bermuda during the peak season.

**TABLE 1 – VISITOR ARRIVALS**

	Air Visitors by Country of Origin						Cruise & Air Visitors
	Cruise Passengers	U.S.A.	Canada	U.K.	Other	Total <sup>(1)</sup>	
<b>2007</b>							
1st Qtr	2,765	32,946	5,785	4,310	2,784	45,825	48,590
2nd Qtr	130,304	77,648	8,059	8,451	5,436	99,594	229,898
3rd Qtr	175,148	75,328	7,014	9,946	5,587	97,875	273,023
4th Qtr	45,807	43,576	6,986	7,679	4,013	62,254	108,061
<b>Year</b>	<b>354,024</b>	<b>229,498</b>	<b>27,844</b>	<b>30,386</b>	<b>17,820</b>	<b>305,548</b>	<b>659,572</b>
<b>2008</b>							
1st Qtr	2,799	28,847	5,869	4,316	2,697	41,729	44,528
2nd Qtr	129,344	65,262	8,193	8,541	5,459	87,455	216,799
3rd Qtr	114,233	61,691	6,763	10,006	6,003	84,463	198,696
4th Qtr	40,032	33,588	6,382	6,392	3,604	49,966	89,998
<b>Year</b>	<b>286,408</b>	<b>189,388</b>	<b>27,207</b>	<b>29,255</b>	<b>17,763</b>	<b>263,613</b>	<b>550,021</b>
<b>2009</b>							
1st Qtr	0	21,549	4,989	3,468	2,229	32,235	32,235
2nd Qtr <sup>1</sup>	124,553	56,766	7,308	6,899	4,012	74,985	199,538
3rd Qtr	141,828	61,184	6,420	7,760	4,583	79,947	221,775
4th Qtr	52,147	33,152	6,149	5,779	3,619	48,699	100,846
<b>Year</b>	<b>318,528</b>	<b>172,651</b>	<b>24,866</b>	<b>23,906</b>	<b>14,443</b>	<b>235,866</b>	<b>554,394</b>
<b>2010</b>							
1st Qtr	985	19,181	4,314	3,457	1,913	28,865	29,850
2nd Qtr	171,295	57,243	10,368	6,283	3,618	77,512	248,807
3rd Qtr	149,015	58,783	8,122	7,948	3,953	78,806	227,821

1. Excludes ship and yacht visitors

**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>2007</b>							
1st Qtr	25,370	7,608	2,197	468	10,087	95	45,825
2nd Qtr	46,690	21,631	7,079	899	22,948	347	99,594
3rd Qtr	43,869	20,935	6,766	788	25,337	180	97,875
4th Qtr	29,086	12,212	3,382	567	16,779	228	62,254
<b>Year</b>	<b>145,015</b>	<b>62,386</b>	<b>19,424</b>	<b>2,722</b>	<b>75,151</b>	<b>850</b>	<b>305,548</b>
<b>2008</b>							
1st Qtr	22,065	6,567	2,111	410	10,521	55	41,729
2nd Qtr	40,613	17,515	5,800	732	22,312	483	87,455
3rd Qtr	37,132	16,235	5,441	694	24,751	210	84,463
4th Qtr	22,329	8,747	2,581	455	15,751	103	49,966
<b>Year</b>	<b>122,139</b>	<b>49,064</b>	<b>15,933</b>	<b>2,291</b>	<b>73,335</b>	<b>851</b>	<b>263,613</b>
<b>2009</b>							
1st Qtr	15,640	5,041	1,422	297	9,787	48	32,235
2nd Qtr	34,142	15,191	4,079	585	20,712	276	74,985
3rd Qtr	35,560	20,250	2,344	596	20,807	390	79,947
4th Qtr	22,015	11,900	1,424	416	12,551	393	48,699
<b>Year</b>	<b>107,357</b>	<b>52,382</b>	<b>9,269</b>	<b>1,894</b>	<b>63,857</b>	<b>1,107</b>	<b>235,866</b>
<b>2010</b>							
1st Qtr	13,480	6,475	1,072	314	7,368	156	28,865
2nd Qtr	35,182	19,409	2,443	673	18,930	875	77,512
3rd Qtr	34,660	19,979	2,217	674	20,675	601	78,806

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

2. Excludes cruise visitors.

3. Includes Cottage Suites/Apt. and Inns

4. Includes Bed & Breakfast

Source: Tourism Department

Although there was an increase in cruise visitor arrivals, expenditure on local goods and services that included entertainment, souvenirs, sightseeing, sport activities and transportation, fell to \$26 million. This was 10% or \$2.8 million less than in the previous year.

### Hotel Industry

Total revenue for the hotel industry contracted 2% to \$71 million in the third quarter of 2010. The seasonal arrival of tropical storms together with the visit of Hurricane Igor negatively affected hotel revenue for the quarter. Resort hotels and small hotels each recorded a \$1 million decline in receipts. A greater impact was

felt by small hotels as their sales revenue dipped 15% below the 2009 level. Sales activity for resort hotels slipped only 2% year-over-year.

Cottage colonies and other accommodation properties reported growth in revenue of 17% and 15% respectively, a combined increase of \$656,000.

At the end of July 2010, a total of 2,565 workers were employed in the hotel industry. This was 5% below the level reached in the same period of 2009 and represented a decrease of 144 jobs.

During the peak tourism period, major resort hotels, and cottage colonies

and housekeeping units experienced declines of 98 and 50 jobs, respectively. Conversely, guest houses and micro-units hired 4 additional workers during the quarter, corresponding to an increase in occupancy level during the period.

### Overseas Spending by Residents

Residents spent \$18.6 million on overseas goods during the quarter. The total value of declared goods was \$863,000 less than a year ago, representing a 4% decline in overseas expenditures by residents. In comparison, domestic retail sales were also down, falling 7% during the third quarter of 2010.

Overseas spending contracted for many of the broad commodity groupings during the quarter. Spending on clothing and footwear fell by \$318,000 from \$9.4 million spent in 2009. However, this sector continued to represent nearly half of total overseas expenditure. Declines of over \$100,000 were reported for purchases of electronic and photographic equipment, tapes and compact discs, and household items, furniture and appliances. Outlays on miscellaneous goods, toys and sporting goods, and jewellery and watches decreased by \$94,000, \$72,000 and \$38,000, respectively.

In contrast, overseas expenditure by residents on computer supplies increased

\$29,000 during the quarter, an increase of 3%.

### Retail Sales

Retail sales for the third quarter were estimated at \$262 million or \$19 million less than the same period last year. This represented a decrease of 6.6% compared to the third quarter of 2009.

Retailers of motor vehicles and building materials registered the largest declines in sales this quarter, of 27.6% year over year. This represented the largest quarterly decline in sales activity for any sector since 2006. Motor vehicle sales have declined consistently since the second quarter of 2007, while the contraction in building

material sales continued to reflect the slow down in the construction industry.

The decline in retail sales for apparel stores was moderate at 4.6% while sales for all other store types stood at 3.9%. Food store sales and gross receipts for service stations remained relatively unchanged with growth of less than 1%.

Gross revenue receipts for liquor stores were up for the third quarter. Alcohol sales increased by 9.3% over the same period in 2009, the highest quarterly increase since 2006.

### 2009 Personal Consumption Patterns

Household final consumption on goods

**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>2007</b>					
1st Qtr	52.1	14.3	66.4	0.5	66.9
2nd Qtr	113.2	31.1	144.3	26.0	170.3
3rd Qtr	111.3	30.5	141.8	34.9	176.7
4th Qtr	70.8	19.4	90.2	9.1	99.3
<b>Year</b>	<b>347.4</b>	<b>95.3</b>	<b>442.7</b>	<b>70.5</b>	<b>513.2</b>
<b>2008</b>					
1st Qtr	42.1	12.4	54.5	0.4	54.9
2nd Qtr	88.2	26.0	114.2	26.1	140.3
3rd Qtr	85.1	25.1	110.2	23.1	133.3
4th Qtr	50.4	14.8	65.2	8.1	73.3
<b>Year</b>	<b>265.8</b>	<b>78.3</b>	<b>344.1</b>	<b>57.7</b>	<b>401.8</b>
<b>2009</b>					
1st Qtr	22.5	7.2	29.7	0.0	29.7
2nd Qtr	66.2	20.5	86.7	25.4	112.1
3rd Qtr	74.8	20.2	95.0	28.9	123.8
4th Qtr	43.1	11.9	55.0	10.6	65.6
<b>Year</b>	<b>206.6</b>	<b>59.8</b>	<b>266.4</b>	<b>64.9</b>	<b>331.3</b>
<b>2010</b>					
1st Qtr	23.8	6.5	30.3	0.2	30.5
2nd Qtr	94.6	22.4	117.0	30.0	147.0
3rd Qtr	90.2	22.9	113.1	26.1	139.2

1. Air visitors subtotals are not comparable prior to 2004.

2. Estimates for air and cruise expenditure includes departure tax.

Source: Department of Statistics

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

		Hotels	Cottage Colonies and Housekeeping	Guest Houses and Micro-Units <sup>(2)</sup>	All Establishments
<b>2007</b>					
1st Qtr	January	1,938	498	16	2,452
2nd Qtr	April	2,081	674	17	2,772
3rd Qtr	July	2,183	653	11	2,847
4th Qtr	October	<b>2,065</b>	<b>663</b>	<b>13</b>	<b>2,741</b>
<b>2008</b>					
1st Qtr	January	1,930	509	17	2,456
2nd Qtr	April	1,944	630	16	2,590
3rd Qtr	July	2,023	633	12	2,668
4th Qtr	October	<b>2,070</b>	<b>589</b>	<b>20</b>	<b>2,679</b>
<b>2009</b>					
1st Qtr	January	1,968	450	23	2,441
2nd Qtr	April	1,986	544	18	2,548
3rd Qtr	July	2,125	569	15	2,709
4th Qtr	October	<b>2,020</b>	<b>561</b>	<b>14</b>	<b>2,595</b>
<b>2010</b>					
1st Qtr	January	1,866	418	19	2,303
2nd Qtr	April	1,952	504	19	2,475
3rd Qtr	July	2,027	519	19	2,565

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

**TABLE 5 – RETAIL SALES INDEX <sup>(1)</sup> Average Monthly Sales 2006 = 100.0**

	Total	Food Stores	Liquor Stores	Motor Vehicle Dealers	Service Stations	Building Materials	Apparel Stores	All Other Store Types
<b>2007</b>								
1st Qtr	93.6	99.5	83.0	101.5	93.3	99.3	76.1	89.0
2nd Qtr	105.4	106.9	108.3	95.1	112.2	98.9	112.2	106.0
3rd Qtr	106.5	108.9	117.6	95.4	112.9	96.2	106.9	110.1
4th Qtr	111.7	110.8	108.9	88.2	105.8	91.3	141.7	119.5
<b>Year</b>	<b>104.3</b>	<b>106.5</b>	<b>104.5</b>	<b>95.1</b>	<b>106.1</b>	<b>96.4</b>	<b>109.2</b>	<b>106.2</b>
<b>2008</b>								
1st Qtr	95.1	104.2	85.8	90.5	103.0	90.9	79.2	93.9
2nd Qtr	108.0	114.3	107.5	92.2	124.3	102.5	115.9	107.0
3rd Qtr	109.1	119.2	120.0	94.9	131.0	93.1	99.2	108.4
4th Qtr	111.7	121.7	107.7	85.2	109.4	85.6	123.1	117.9
<b>Year</b>	<b>106.0</b>	<b>114.9</b>	<b>105.3</b>	<b>90.7</b>	<b>116.9</b>	<b>93.0</b>	<b>104.4</b>	<b>106.8</b>
<b>2009</b>								
1st Qtr	92.9	110.6	81.3	80.9	93.8	83.6	62.4	91.9
2nd Qtr	103.3	120.9	107.6	85.1	102.7	95.2	95.3	101.0
3rd Qtr	104.5	125.4	119.9	84.8	113.9	91.8	83.5	99.5
4th Qtr	107.4	124.0	106.6	72.4	108.6	74.0	119.5	111.1
<b>Year</b>	<b>102.0</b>	<b>120.2</b>	<b>103.9</b>	<b>80.8</b>	<b>104.8</b>	<b>86.2</b>	<b>90.2</b>	<b>100.9</b>
<b>2010</b>								
1st Qtr	90.4	113.2	80.7	80.2	104.7	66.7	62.3	84.4
2nd Qtr	99.9	120.4	102.3	73.7	113.5	73.1	89.9	97.7
3rd Qtr	97.6	124.8	131.0	61.4	113.3	66.5	79.7	95.6

1. Quarterly averages derived from monthly series

Source: Department of Statistics

and services advanced 3.2% to \$2.9 billion in 2009. This amounted to 51% of the total GDP in 2009, an increase on its 46% share the year before. The \$90 million increase in expenditure in 2009 is likely attributed to increased prices (1.8%), since employment income dipped 2.3% and the size of the work force was trimmed by 693 fewer jobs. Population increase played a lesser role in consumption growth, as the number of residents was estimated to have grown by only 350 persons in 2009, or half of a percent.

Personal consumption expenditures on nondurable<sup>1</sup> goods and services increased in 2009, while spending on durable<sup>2</sup> goods declined. Services grew

the fastest at a rate of 3.2%, on account of above average increases in rent and property maintenance payments and car operational expenses. Housing expenditures represented approximately half of all service expenditures and roughly one-third of all household expenditure. Expenditure on other household services such as education and health reflected modest increases for the year. In contrast, expenditure by households on financial services and foreign travel fell 28.8% and 12.4%, respectively.

Within the nondurables category, consumer outlays on food and clothing grew at slower rates than in 2008. Expenditure on food was 2.8% (\$10 million) higher than the previous

year, although consumers patronized restaurants and dining establishments less (-2.3%) in 2009. Spending on clothing, accessories and footwear fell 10.7%. Residents spent \$16 million less on these items at local retail stores while declaration on imported clothing, accessories and footwear increased by less than \$1 million.

Expenditure on durable goods fell by 6.0%. While spending on household goods declined by one percent, it was the 19% decrease in car purchases that was the leading contributor to the overall decline in this category. In contrast, purchases of motor cycles, boats and work equipment all increased compared to 2008.

**TABLE 6 – RESIDENT PURCHASES ABROAD <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>2007</b>										
1st Qtr	5,458	1,062	634	520	593	618	430	234	2,830	12,379
2nd Qtr	9,090	1,217	726	609	633	729	460	264	3,456	17,184
3rd Qtr	8,757	1,564	803	722	717	770	633	272	4,184	18,422
4th Qtr	10,299	2,093	904	1,023	894	908	677	287	4,464	21,550
<b>Year</b>	<b>33,604</b>	<b>5,936</b>	<b>3,067</b>	<b>2,874</b>	<b>2,837</b>	<b>3,025</b>	<b>2,200</b>	<b>1,057</b>	<b>14,934</b>	<b>69,535</b>
<b>2008</b>										
1st Qtr	6,601	1,394	690	688	647	863	528	261	3,516	15,188
2nd Qtr	9,480	1,392	705	643	550	684	557	267	3,951	18,229
3rd Qtr	8,999	1,577	683	735	658	788	594	254	4,717	19,005
4th Qtr	9,982	2,006	791	1,038	804	904	632	268	4,626	21,050
<b>Year</b>	<b>35,062</b>	<b>6,369</b>	<b>2,869</b>	<b>3,104</b>	<b>2,659</b>	<b>3,239</b>	<b>2,311</b>	<b>1,050</b>	<b>16,810</b>	<b>73,472</b>
<b>2009</b>										
1st Qtr	6,245	1,322	588	568	548	761	422	253	3,263	13,970
2nd Qtr	10,250	1,379	694	661	542	734	572	272	4,018	19,122
3rd Qtr	9,426	1,556	746	773	568	912	645	301	4,538	19,465
4th Qtr	9,971	1,959	754	1,065	661	877	635	292	4,474	20,688
<b>Year</b>	<b>35,892</b>	<b>6,216</b>	<b>2,782</b>	<b>3,067</b>	<b>2,319</b>	<b>3,284</b>	<b>2,274</b>	<b>1,118</b>	<b>16,293</b>	<b>73,245</b>
<b>2010</b>										
1st Qtr	6,095	1,180	563	544	429	658	414	224	3,226	13,333
2nd Qtr	9,693	1,278	629	586	415	844	490	247	3,967	18,149
3rd Qtr	9,108	1,425	641	701	439	941	607	296	4,444	18,602

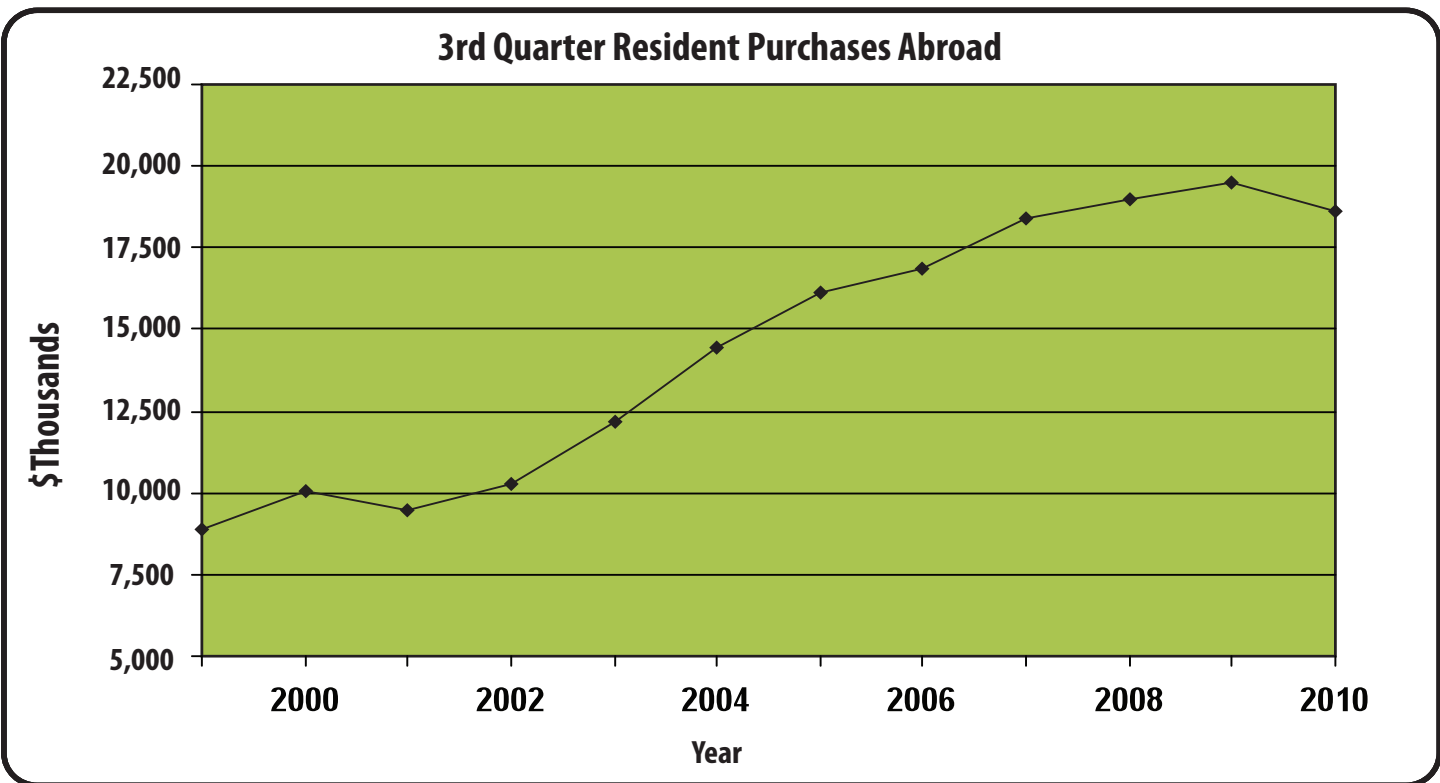
1. Value of goods as declared to H.M. Customs on entry or re-entry to Bermuda. Does not include purchases through mail-order or on the internet.

Source: H.M. Customs

TABLE 7 – HOTEL GROSS RECEIPTS \$000

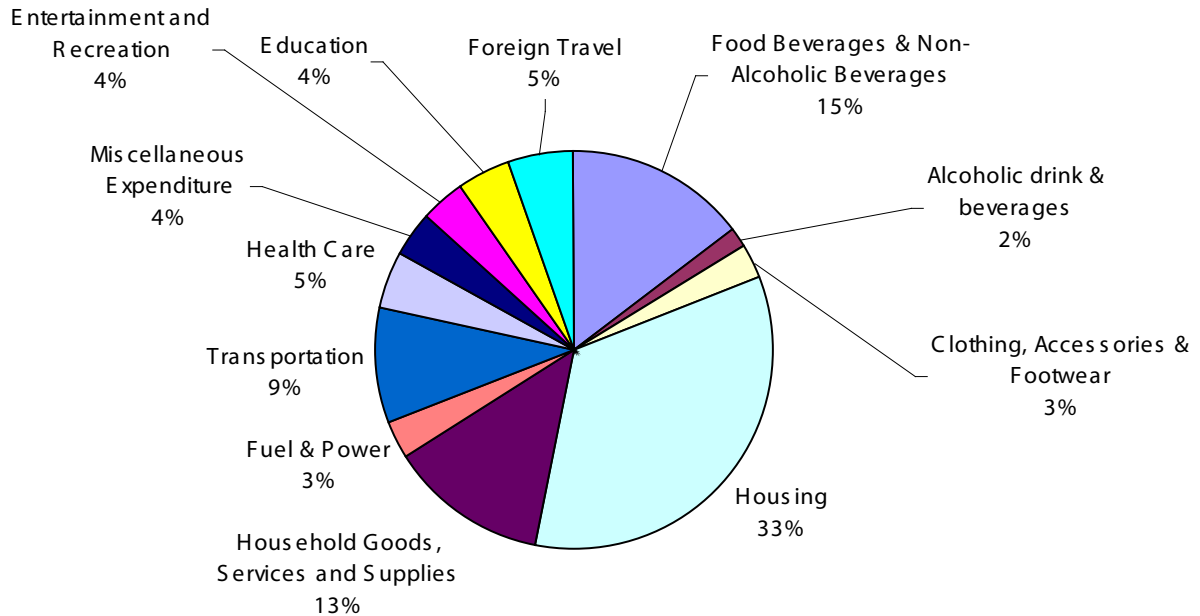
	Resort Hotels	Small Hotels	Cottage Colonies	Other	Total
<b>2007</b>					
1st Qtr	38,450	2,028	1,223	400	42,101
2nd Qtr	84,979	13,246	2,210	608	101,043
3rd Qtr	81,449	14,182	2,248	902	98,781
4th Qtr	49,706	6,372	1,581	668	58,327
<b>Year</b>	<b>254,584</b>	<b>35,828</b>	<b>7,262</b>	<b>2,578</b>	<b>300,252</b>
<b>2008</b>					
1st Qtr	33,367	667	1,362	598	35,994
2nd Qtr	84,948	10,182	2,103	560	97,793
3rd Qtr	72,530	11,246	2,009	813	86,598
4th Qtr	47,010	4,198	1,358	596	53,162
<b>Year</b>	<b>237,855</b>	<b>26,293</b>	<b>6,832</b>	<b>2,567</b>	<b>273,547</b>
<b>2009</b>					
1st Qtr	24,175	1,601	1,168	460	27,404
2nd Qtr	59,552	5,242	1,613	449	66,856
3rd Qtr	63,569	7,334	1,340	532	72,775
4th Qtr	39,604	2,748	1,037	484	43,873
<b>Year</b>	<b>186,900</b>	<b>16,925</b>	<b>5,158</b>	<b>1,925</b>	<b>210,908</b>
<b>2010</b>					
1st Qtr <sup>R</sup>	20,885	1,063	779	428	23,155
2nd Qtr <sup>R</sup>	61,222	6,531	1,589	413	69,755
3rd Qtr	62,562	6,257	1,566	611	70,996

Source: Tourism Department





### 2009 Percentage Distribution of Household Consumption



- 1 Examples of nondurable goods include cosmetics, food, cleaning products, fuel, office supplies, packaging and containers, paper and paper products, personal products, textiles, clothing and footwear.
- 2 Examples of consumer durable goods include cars, appliances, business equipment, electronic equipment, home furnishings and fixtures, houseware and accessories, photographic equipment, recreational goods, sporting goods, toys and games.

#### 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
- Report on the 2000 Census of Population & Housing
- Bermuda Labour Force Trends
- Bermuda Social Dynamics
- The Changing Face of Bermuda's Seniors Report
- The 2004 Household Expenditure Survey (HES) Report
- Literacy in Bermuda

FOR FURTHER INFORMATION  
REGARDING THE QUARTERLY  
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