

Q4 2009



GOVERNMENT OF BERMUDA
Cabinet Office
Department of Statistics

Quarterly Bulletin of Statistics

Q4 2009 Highlights

Air Arrivals – Bermuda hosted 48,699 tourists who spent \$55 million.

Tourist Accommodations – Hotel Gross Receipts amounted to nearly \$44 million.

Hotel Employment – The Hotel Industry employed 2,526 workers.

Overseas Spending – Residents declared overseas purchases totalling roughly \$21 million.

Retail Gross turnover in the retail sales sector reached \$289 million.

Visitors Arrivals and Expenditure:

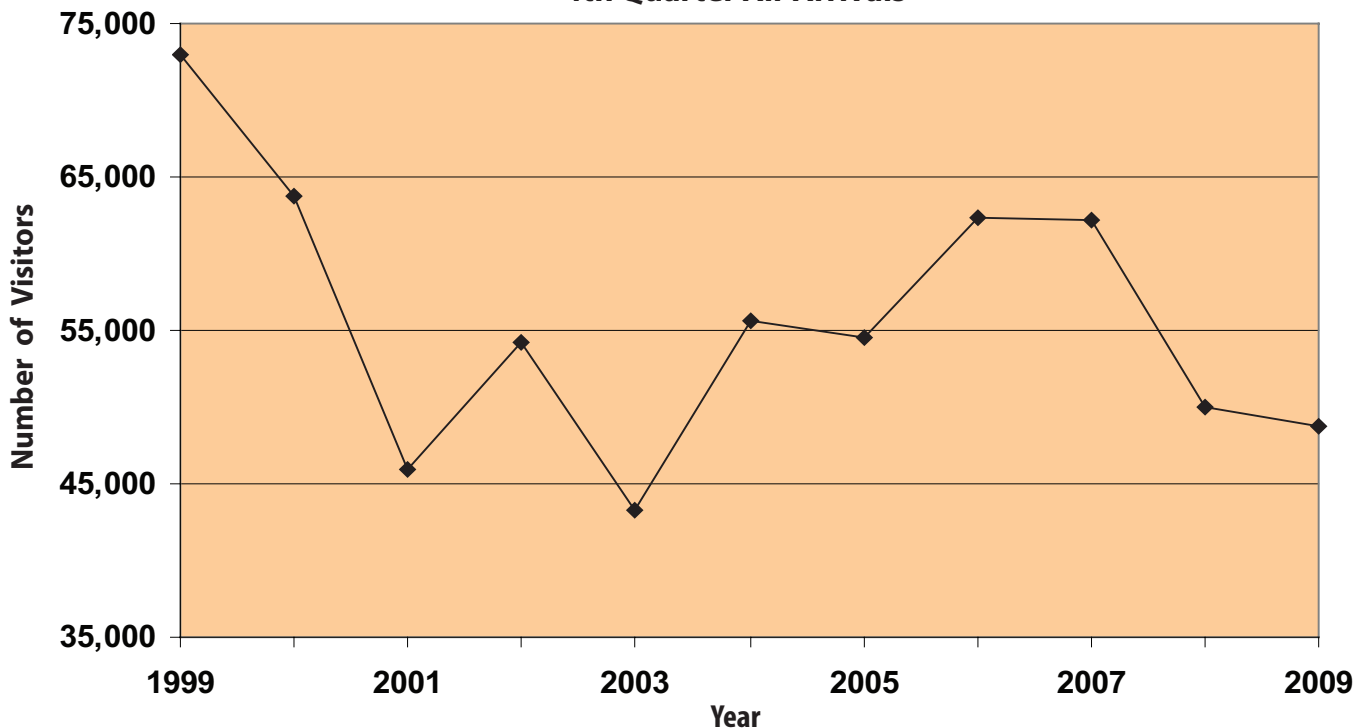
Air Arrivals

Fourth quarter air arrivals for 2009 decreased nearly 3 per cent to 48,699 compared to the same quarter in 2008. Quarterly air arrivals have declined every quarter since the fourth quarter of 2007. Overall, air arrivals for the entire year fell by close to 11 per cent to 235,860.

Visitors from the United States comprised the largest proportion of air arrivals to the Island during the quarter. However, the total count of visitors from this market fell marginally by 1 per cent to 33,152. The number of visitors originating from the U.K. and Canada also fell during the fourth quarter, with declines of 10 per cent and 4 per cent, respectively. Air arrivals for all other countries increased by less than 1 per cent this quarter.

The drop in air arrivals resulted in weaker bookings at several commercial tourist properties. Resort hotels experienced a 1 per cent drop in the number of visiting guests during the quarter. Housekeeping accommodations and guest houses saw declines in visitors of 45 per cent and 9 per cent, respectively. Also, the number of visitors staying at private homes declined by 20 per cent compared to the same period last year.

4th Quarter Air Arrivals



Expenditure by Air Arrivals

Passengers arriving to the Island by air spent an estimated \$55 million on goods and services during the fourth quarter of 2009. This was approximately \$10 million less than the expenditure in the fourth quarter of 2008.

Accommodation and food expenditure fell 15 per cent to \$43 million. Visitors spent 19 per cent or \$12 million less on shopping, entertainment, transportation and other tourist activities.

Overall, spending by visitors in 2009 totalled \$266 million, a drop of 23

percent year-over-year. The overall decline in spending reflects both the weak air arrivals in 2009 and the lower average daily expenditure by these visitors.

Cruise Arrivals & Expenditure

Cruise passenger arrivals to the Island increased 30 per cent compared to the same quarter in 2008. A total of 52,147 cruise passengers disembarked in Bermuda as 25 cruise ships visited during the quarter. Cruise visitors spent \$11 million on local goods and services

including entertainment, souvenirs, sightseeing, sport activities and transportation.

For the entire year, cruise ship passengers spent \$65 million, a \$7 million increase over 2008. The higher volume of cruise ships calling at Bermuda's ports in 2009 resulted in an increase in the number of cruise ship passengers and higher spending levels.

Hotel Industry

Total revenue for the hotel industry contracted 18 per cent to \$44 million in the fourth quarter of 2009. This

TABLE 1 – VISITOR ARRIVALS

Air Visitors by Country of Origin							
	Cruise Passengers	U.S.A.	Canada	U.K.	Other	Total ⁽¹⁾	Cruise & Air Visitors
2006							
1st Qtr	425	26,732	5,855	4,016	2,293	38,896	39,321
2nd Qtr	122,560	79,368	8,450	8,003	5,312	101,133	223,693
3rd Qtr	164,467	76,024	6,966	8,523	5,140	96,653	261,120
4th Qtr	48,847	45,601	6,404	6,466	3,820	62,291	111,138
Year	336,299	227,725	27,675	27,008	16,565	298,973	635,272
2007							
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
Year	354,024	229,498	27,844	30,386	17,820	305,548	659,572
2008							
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
Year	286,408	189,388	27,207	29,255	17,763	263,613	550,021
2009							
1st Qtr	0	21,549	4,989	3,468	2,229	32,235	32,235
2nd Qtr	124,553	56,763	7,308	6,898	4,010	74,979	199,532
3rd Qtr ^R	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
Year	318,528	172,648	24,866	23,905	14,441	235,860	554,388

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 ⁽³⁾	Guest Houses ⁽⁴⁾	Private Homes ⁽¹⁾	Not Stated	Total ⁽²⁾
2006							
1st Qtr	20,139	6,857	2,045	437	9,384	34	38,896
2nd Qtr	51,394	20,369	5,820	727	22,669	154	101,133
3rd Qtr	46,895	19,363	5,790	673	23,788	144	96,653
4th Qtr	30,485	11,984	3,396	508	15,750	168	62,291
Year	148,913	58,573	17,051	2,345	71,591	500	298,973
2007							
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
Year	145,015	62,386	19,424	2,722	75,151	850	305,548
2008							
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
Year	122,139	49,064	15,933	2,291	73,335	851	263,613
2009							
1st Qtr	15,640	5,041	1,422	297	9,787	48	32,235
2nd Qtr	34,141	15,190	4,079	585	20,709	275	74,979
3rd Qtr ^R	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
Year	107,356	52,381	9,269	1,894	63,854	1,106	235,860

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

decline in revenue is consistent with the 17 per cent fall in average daily accommodation expenditure reported by visiting tourists. Lower revenue levels in the hotel industry were experienced in both 2008 and 2009. All tourist accommodations recorded double-digit declines in gross receipts this quarter.

Resort hotels recorded a 16 per cent drop in sales revenue, representing a loss of \$7 million. Smaller hotels experienced a \$1 million drop in gross receipts. Similarly, cottage colonies and other accommodation properties

reported declines in revenue of 24 per cent and 19 per cent, respectively. Total hotel gross receipts stood at \$211 million at the end of 2009, down \$63 million from the previous year.

The fall in occupancy levels was partly responsible for the industry employing 153 less employees at the end of October 2009 when compared to the year prior. Hotels employed 1,852 workers which, was 218 less than the same period in 2008. In contrast, employment at cottage colonies increased by 65, to 654 workers. Total employees at guest

houses remained unchanged at 20 workers.

Retail Sales

Retail sales revenue for the fourth quarter was estimated at \$289 million. All sectors experienced lower sales activity with the exception of food stores which collected 2 per cent more in sales revenue than the fourth quarter of 2008.

Motor vehicle dealers registered the largest sales decline this quarter with a 15 per cent drop in gross receipts. Consumer purchases of cars contracted, as demand remained weak for vehicle

brand models currently in stock. Sales of building materials also registered a double-digit decline this quarter, indicative of the slowdown in the construction industry. Gross receipts for service stations fell one per cent below the previous year's levels. The relatively small decrease in their gross receipts was due to the fact that consumers faced similar fuel prices in the fourth quarters of 2008 and 2009. Retail sales for all other store types fell 6 per cent.

Annual gross turnover in the retail sector was measured at \$1.1 billion in 2009. This represented a 4 per cent drop in sales receipts compared to 2008.

Monthly analyses show that the retail sector as a whole experienced eleven consecutive months of declining sales during 2009. The main contributors to the annual decline in retail sales were the apparel stores, service stations and motor vehicle dealerships which reported sales declines of 13 per cent, 12 per cent and 10 per cent, respectively.

Overseas Spending by Residents

Residents declared overseas purchases valued at \$21 million during the fourth quarter of 2009, 2 per cent lower



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

	Air Visitors			Cruise Visitors	Total Expenditure ⁽²⁾
	Accommodation and Food	Shopping, Entertainment, Transport, Etc.	Total ⁽¹⁾		
2006					
1st Qtr	40.0	10.6	50.6	0.1	50.7
2nd Qtr	104.0	27.5	131.5	23.8	155.3
3rd Qtr	99.5	26.3	125.8	31.9	157.7
4th Qtr	64.1	16.9	81.0	9.5	90.5
Year	307.6	81.3	388.9	65.3	454.2
2007					
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
Year	347.4	95.3	442.7	70.5	513.2
2008					
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
Year	265.8	78.3	344.1	57.7	401.8
2009					
1st Qtr	22.5	7.2	29.7	0.0	29.7
2nd Qtr ^R	66.2	20.5	86.7	25.4	112.1
3rd Qtr ^R	74.8	20.2	95.0	28.9	123.8
4th Qtr	43.1	11.9	55.0	10.6	65.6
Year	206.6	59.8	266.4	64.9	331.3

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

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

TABLE 4 – EMPLOYMENT IN HOTEL INDUSTRY BY TYPE OF ESTABLISHMENT ⁽¹⁾

		Hotels	Cottage Colonies and Housekeeping	Guest Houses and Micro-Units ⁽²⁾	All Establishments
2006					
1st Qtr	January	2,148	562	19	2,729
2nd Qtr	April	2,241	652	17	2,910
3rd Qtr	July	2,340	735	15	3,090
4th Qtr	October	2,255	664	17	2,936
2007					
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	2,065	663	13	2,741
2008					
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	2,070	589	20	2,679
2009					
1st Qtr	January	1,968	512	23	2,503
2nd Qtr	April	1,986	544	18	2,548
3rd Qtr	July	2,125	569	15	2,709
4th Qtr	October	1,852	654	20	2,526

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 ⁽¹⁾ Average Monthly Sales 2006 = 100.0

	Total	Food Stores	Liquor Stores	Motor Vehicle Dealers	Service Stations	Building Materials	Apparel Stores	All Other Store Types
2006								
1st Qtr	86.1	90.0	77.2	95.9	88.4	98.3	62.2	82.6
2nd Qtr	103.9	102.2	103.4	105.2	103.8	110.2	106.1	102.3
3rd Qtr	102.1	104.4	110.0	100.1	108.7	101.2	96.5	100.6
4th Qtr	108.0	103.4	109.5	98.8	99.2	90.3	135.1	114.3
Year	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
2007								
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
Year	104.3	106.5	104.5	95.1	106.1	96.4	109.2	106.2
2008								
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 ^R	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
Year	106.0	114.9	105.3	90.7	116.9	93.0	104.4	106.8
2009								
1st Qtr	93.0	112.5	81.3	83.4	87.9	85.6	64.2	91.4
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
Year	102.1	120.7	103.9	81.4	103.3	86.7	90.6	100.8

1. Quarterly averages derived from monthly series

Source: Department of Statistics

than in 2008. In an effort to encourage consumer spending during the global economic downturn, overseas retail outlets offered larger than normal sales discounts during the latter part of 2009. Therefore, the drop in the value of overseas purchases declared by residents reflects the bargain sales experienced.

Purchases of clothing and footwear remained the largest component of total spending overseas, despite a 0.1 per cent decrease in spending this quarter. By comparison, apparel sales for the local retail sector dropped 13 per cent. Overseas purchases of electronics,

household items, tapes & compact discs, and computer hardware and software products all declined.

In contrast, outlays on toys & sporting goods, and jewellery rose by 3 per cent and 1 per cent, respectively.

In 2009, residents spent a total of \$73 million on overseas purchases. Spending on clothing and footwear accounted for just under 50% of this expenditure at \$36 million. Across the broad commodity groupings there was a distinct weakening in the level of declared spending by residents.


TABLE 6 – RESIDENT PURCHASES ABROAD ⁽¹⁾ \$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
2006										
1st Qtr	5,348	1,144	566	509	649	591	427	253	2,762	12,249
2nd Qtr	8,311	1,119	717	535	597	581	396	267	3,261	15,784
3rd Qtr	8,039	1,290	815	654	760	739	571	278	3,718	16,864
4th Qtr	9,109	1,580	863	938	838	784	628	280	3,890	18,910
Year	30,807	5,133	2,961	2,636	2,844	2,695	2,022	1,078	13,631	63,807
2007										
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
Year	33,604	5,936	3,067	2,874	2,837	3,025	2,200	1,057	14,934	69,535
2008										
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
Year	35,062	6,369	2,869	3,104	2,659	3,239	2,311	1,050	16,810	73,472
2009										
1st Qtr	6,245	1,322	588	568	548	761	422	253	3,263	13,970
2nd Qtr	10,250	1,379	694	661	327	734	572	272	4,018	18,907
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
Year	35,892	6,216	2,782	3,067	2,104	3,284	2,274	1,118	16,293	73,030

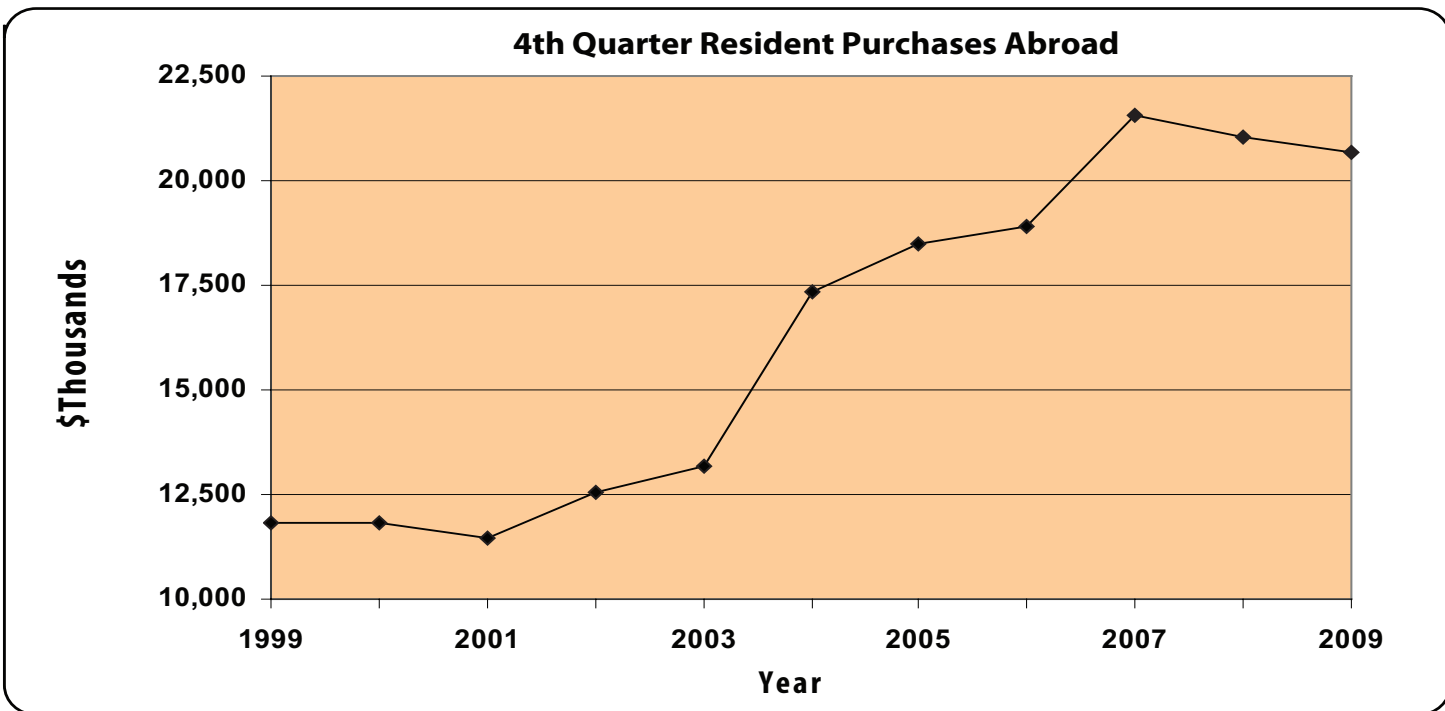
1. Value of goods as declared to H.M. Customs on entry or re-entry to Bermuda. Does not include purchases through mail-order or on the internet.

Source: H.M. Customs

TABLE 7 – HOTEL GROSS RECEIPTS \$000

	Resort Hotels	Small Hotels	Cottage Colonies	Other	Total
2006					
1st Qtr	29,253	1,706	1,040	351	32,350
2nd Qtr	81,471	11,576	1,986	573	95,606
3rd Qtr	84,554	11,773	1,815	692	98,834
4th Qtr	47,464	5,157	1,468	453	54,542
Year	242,741	30,213	6,309	2,068	281,331
2007					
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
Year	254,584	35,828	7,262	2,578	300,252
2008					
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
Year	237,855	26,293	6,832	2,567	273,547
2009					
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
Year	186,900	16,925	5,158	1,925	210,908

Source: Tourism Department





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

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