



BERMUDA

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BERMUDA AIR ARRIVALS INCREASE BY NEARLY FOUR PERCENT IN SECOND QUARTER

HAMILTON, Bermuda, August 1, 2011 – Air visitors to [Bermuda](#) increased by nearly four percent in the second quarter of 2011, according to the Hon. Patrice K. Minors, Minister of Business Development and Tourism. A total of 80,462 visitors flew to Bermuda during the second quarter of 2011, up from 77,512 in 2010, representing a 3.81 percent increase year-on-year.

The increase in air arrivals comes after air arrivals from January to March 2011 were also up by 6.8 percent. There were 30,826 air arrivals in the first quarter of 2011 compared to 28,863 in 2010. The first two quarters of the year represent the first time there has been two quarters of consecutive growth since the January to June period of 2005.

“We are very encouraged by these positive numbers, despite a still struggling international economic climate,” said Minors. “This clearly represents an uptrend.”

The average number of nights stayed in hotels increased from 4.80 nights from 4.72 nights. The nine largest Bermuda Hotel Association (BHA) member hotels, representing 75 percent of the hotel inventory, reported a three percent increase in room occupancy for the second quarter. This mirrored a three percent increase reported in the first quarter. The occupancy percentages were 63 percent, 75 percent and 86 percent for April to June, compared to 57 percent, 76 percent and 83 percent for the same period in 2010.

Minister Minors also expressed optimism moving forward through 2011, reporting that July was expected to be up by six percent, August is trending up 19 percent and September projected up eight percent. Hotels are currently forecasting a six percent increase through the end of the year.

“We are encouraged by the business forecasts moving forward,” said Minors, “but there is still a lot of work to do. The tourism environment is more competitive than ever so we must continue to stress our proximity, outstanding events and diverse attractions to international visitors.”

Bermuda is gearing up to host the PGA Grand Slam of Golf, which will be nationally televised in North America on TNT October 18 – 19. The tournament, played at Port Royal Golf Course in Southampton, Bermuda, pits the winners of the four major golf championships against one another for the title of “Champion of Champions.”

“We’re looking forward to welcoming golf’s greatest players to our shores and showcasing all that we have to offer,” said Minors. “This event, along with many others upcoming, including the Bermuda Beach Tennis and Spike Fest Beach Volleyball Tournament, World Rugby Championship and SheRox Triathlon are great opportunities to bring more visitors to our shores.

Bermuda, just two hours from most east coast gateways, is an accessible escape offering endless outdoor activities, thriving culture, signature pink sand beaches and an array of dining options. For more information visit, www.GoToBermuda.com.

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