

BERMUDA'S TOURISM SECTOR REBOUNDS



The Bermuda Tourism Authority has released data showing that Bermuda is making strides in its recovery from the pandemic. Specifically, there has been an 88% increase in leisure arrivals to the island in the first quarter of this year, with a 296% rise in visitors from outside Canada. Additionally, visitor spending has increased by almost 68% compared to last year's figures. Hotel occupancy has increased by 16.9 percentage points, reaching 45.6% in the first quarter.

Despite strict health protocols during the pandemic, Bermuda faced a long recovery path. However, Tracy Berkeley, the CEO of the Bermuda Tourism Authority, is pleased to report a gradual increase in tourism numbers during the first quarter. The organization's sales and marketing efforts have contributed to the island's continued recovery. Although there is still work to be done, Bermuda aims to remain a top consideration for future travelers by raising awareness of the destination.

Erin Smith, the COO of the Bermuda Tourism Authority, reported that airlift capacity has increased to 62% of pre-pandemic levels, with airlift visitors recovering to 64% in 2019. Bermuda continues to prioritize tourism recovery, which plays a significant role in the island's economy.

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