

Bermuda travel insights:

Turning data into new business opportunities



Olivier Ponti

Director of Intelligence and Marketing - ForwardKeys

Amadeus. It's how travel works.

Serving customers in

190+ countries

6th consecutive year included
in the Financial Times list of

Diversity leaders

Global team of

**20,000+
professionals**

One of the largest R&D investors in the
software industry in Europe.
Gross investment in 2024

€1,365 million

Bookings in 2024

470+ million

Passengers boarded in 2024

2.2+ billion

Payments processed

\$120+ billion

Revenue 2024

€6,141.7 million

Amadeus data captures and reflects the entire traveller journey

FUTURE

SUPPLY

DEMAND



Schedules

Seat Capacity



Searching

Flight Searches



Booking



Arriving

Flight Bookings Data + Total Air Market



Staying



Departing



Future

Forward-Looking
Capacity

The customer booking journey is actually very complex



Airlines increase available seats for 2025

Flown and Forecasted air supply for overseas flights in 2025 as of 28 September; vs previous year



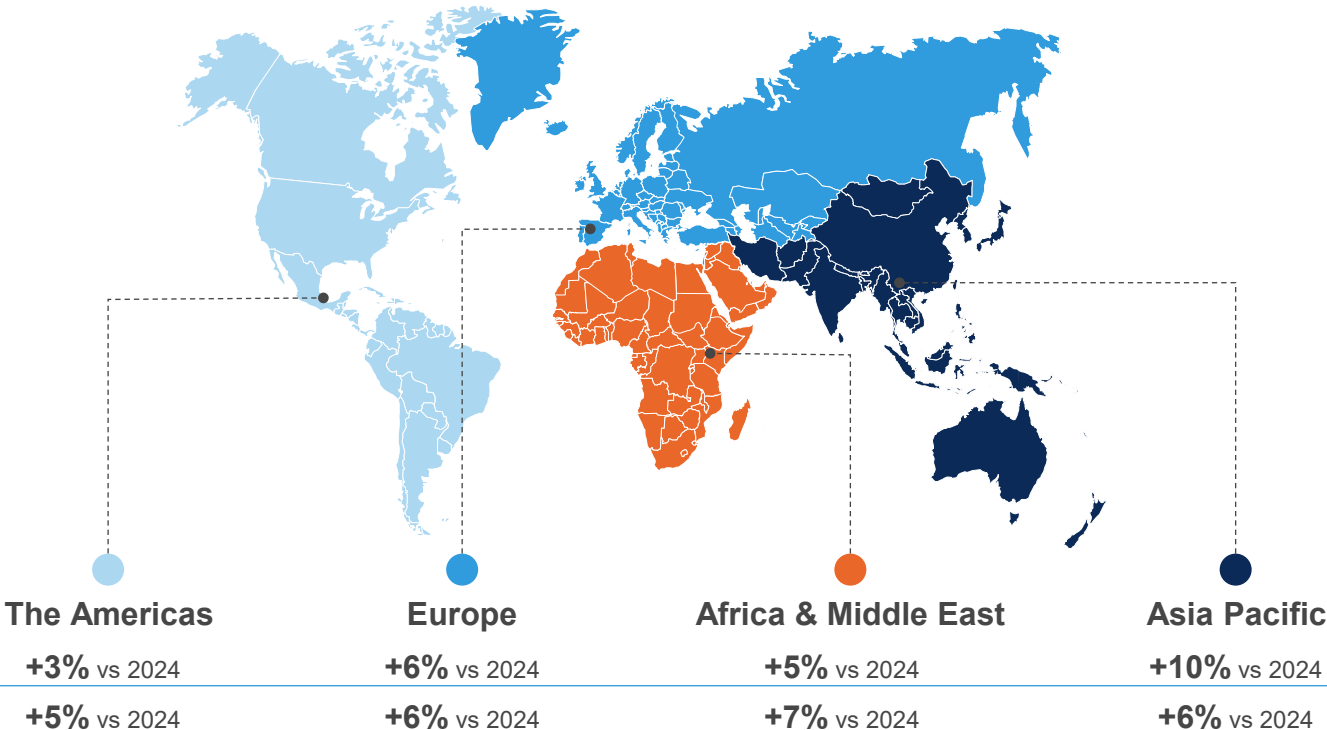
Worldwide overseas air connectivity

H1 2025 vs 2024

+6% ↑

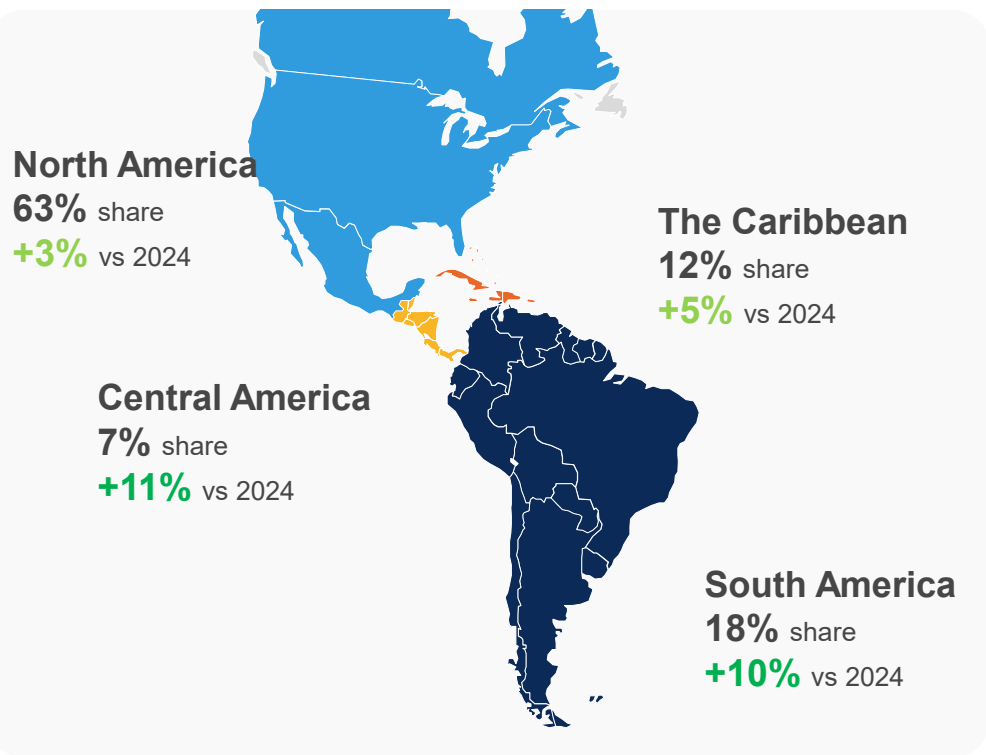
H2 2025 vs 2024

+6% ↑



Air connectivity increases are driven by the Caribbean and Latin America

Flown and Forecasted air supply for overseas flights between July and December 2025 as of 28 September; vs previous year



Key Destinations per region

U.S.A. **+3%**

Canada **+1%**

Mexico **+4%**

Dominican Rep **+18%**

Puerto Rico **=0%**

Jamaica **+7%**

Bermuda **+1%**

Panama **+11%**

Costa Rica **+15%**

Brazil **+13%**

Colombia **+13%**

Argentina **+19%**

Caribbean Focus: Air supply increases from key European markets

Flown and Forecasted air supply for overseas flights to the Caribbean between Jul and Dec 2025 as of 28 Sep; vs previous year

Top Performing Origin Markets*		% Share	Var vs 2024
	Portugal	1.1%	+8%
	Netherlands	13.1%	+7%
	Spain	18.2%	+3%

*Considering markets that represent more than 1% share



UK Airlines boost operations with Bermuda despite regional dip

Flown and Forecasted air supply for overseas flights to the Caribbean between Jul and Dec 2025 as of 28 Sep; vs previous year



Flights to the Caribbean

-11%

vs previous year

608k seats

forecasted: Jul - Dec



Flights to Bermuda

+2%

vs previous year

39k seats

forecasted: Jul - Dec

6.5% share

of UK to Caribbean total
(+1p.p. vs previous year)

Travel Intent – Flight Searches



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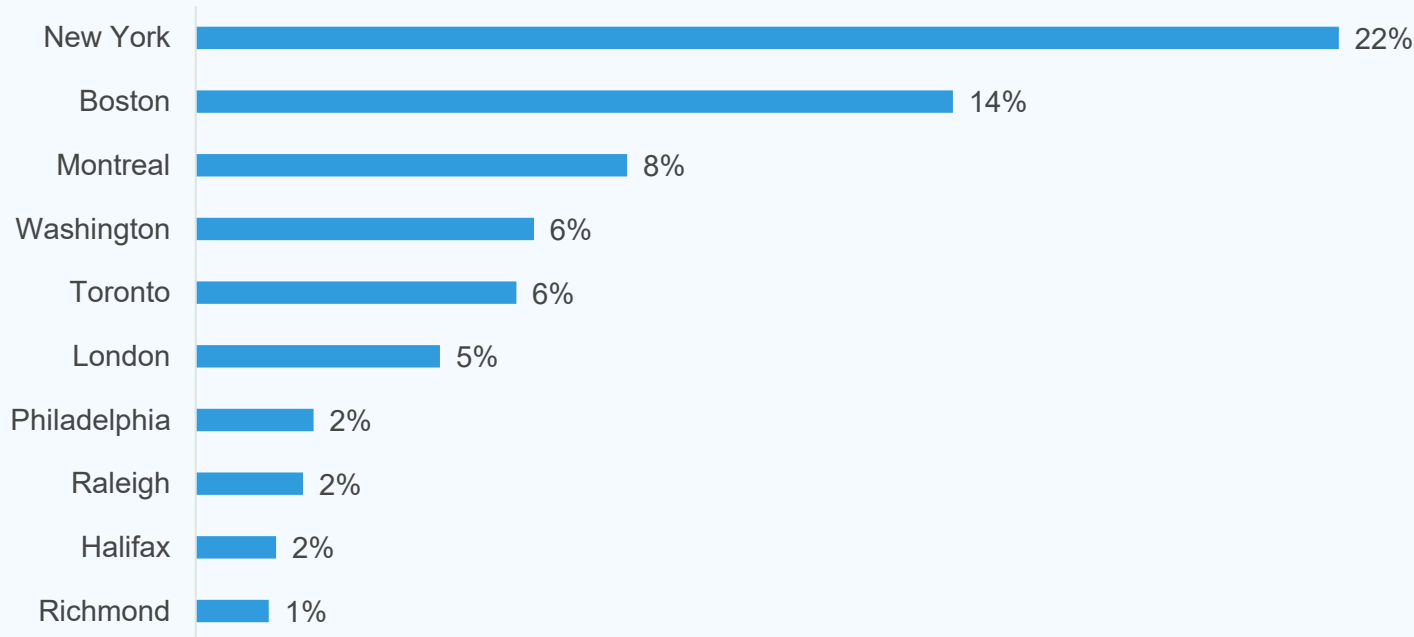
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Which origin markets are showing the highest intent for travel to Bermuda?

Flight searches made year-to-date for travel to Bermuda

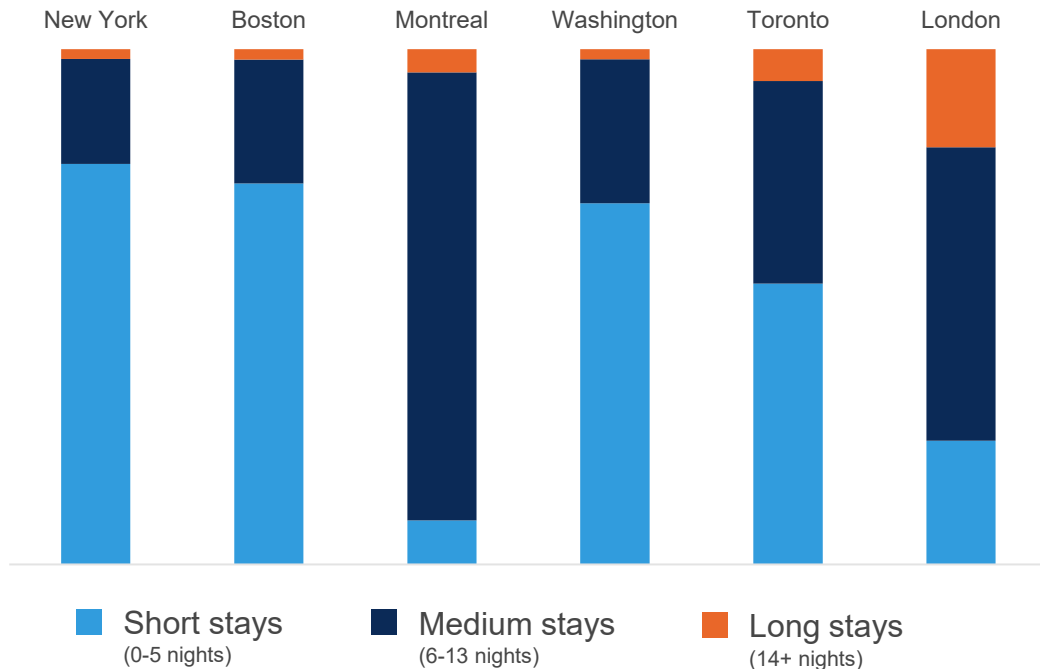
Top origin markets (% share of flight searches)



Long-stay tourists: a win for destinations

Flight searches made year-to-date for travel to Bermuda

Origin market:

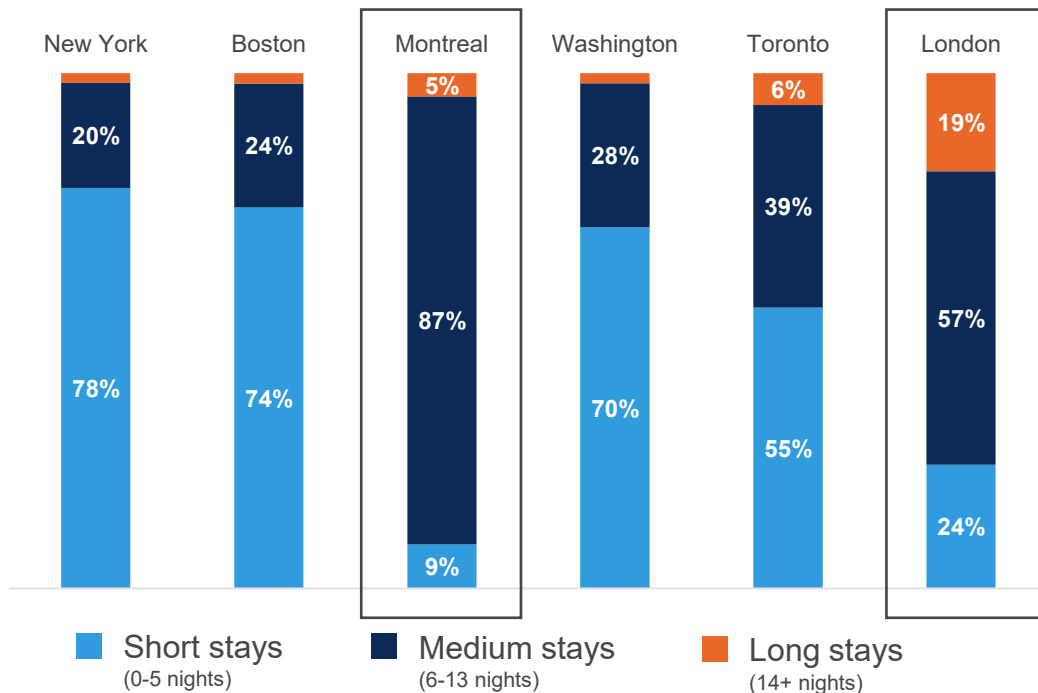


**Regional markets
search for short stays
whilst long-haul
markets search for
long stay trips**

Long-stay tourists: a win for destinations

Flight searches made year-to-date for travel to Bermuda

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Canada Focus: Supply and Demand working together to boost tourism

Flight Searches made year-to-date to Bermuda; vs previous year

Origin City	% share Searches	Var vs 2024
Montreal	45.1%	+58%
Halifax	8.4%	+33%
Toronto	33.5%	+28%
Quebec	1.5%	+22%
Calgary	1.5%	+10%

Canada Focus: Supply and Demand working together to boost tourism

Flight Searches made year-to-date to Bermuda; vs previous year

Origin City	% share Searches	Var vs 2024	Direct Connections?
Montreal	45.1%	+58%	 Flights operating since June 2025
Halifax	8.4%	+33%	 Flights operating since May 2024
Toronto	33.5%	+28%	 Long established connections
Quebec	1.5%	+22%	
Calgary	1.5%	+10%	



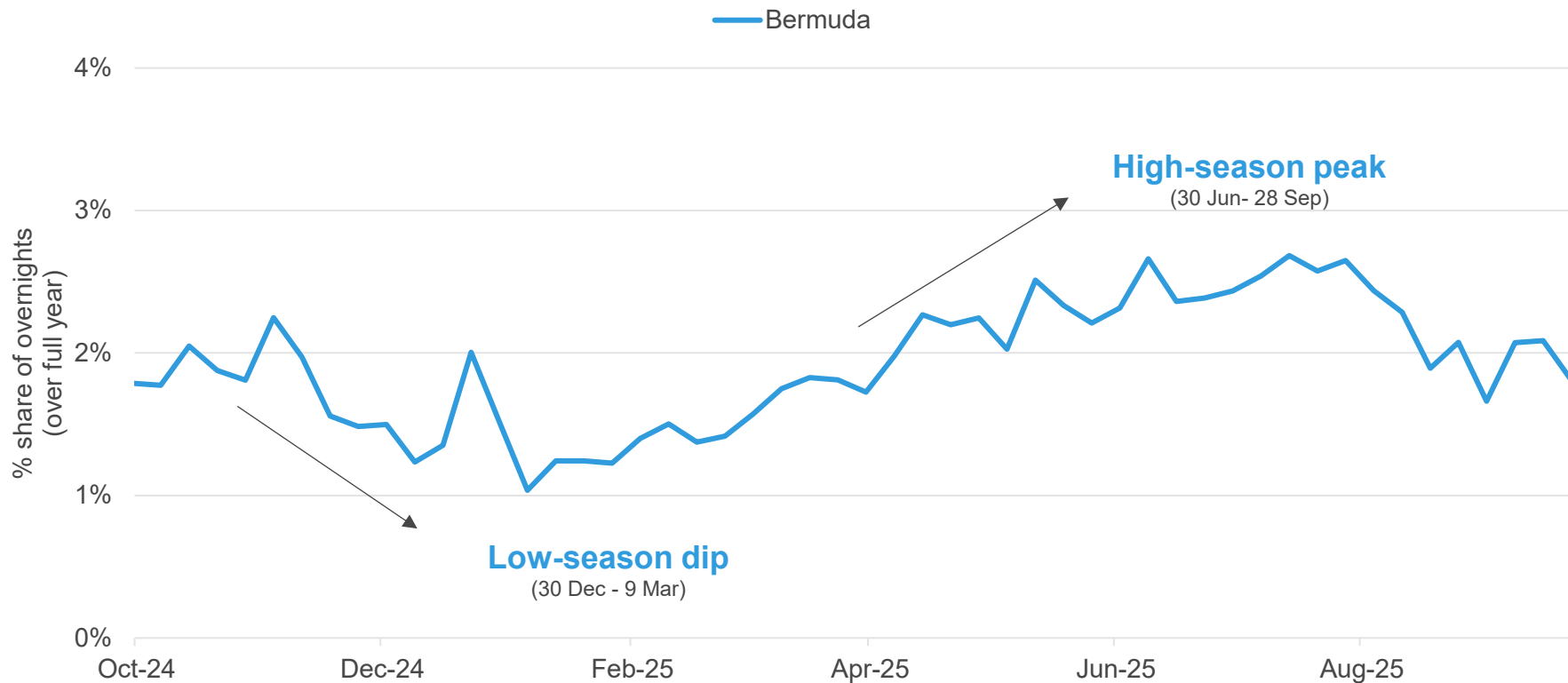
Identifying Opportunities

Sustainable Growth Management



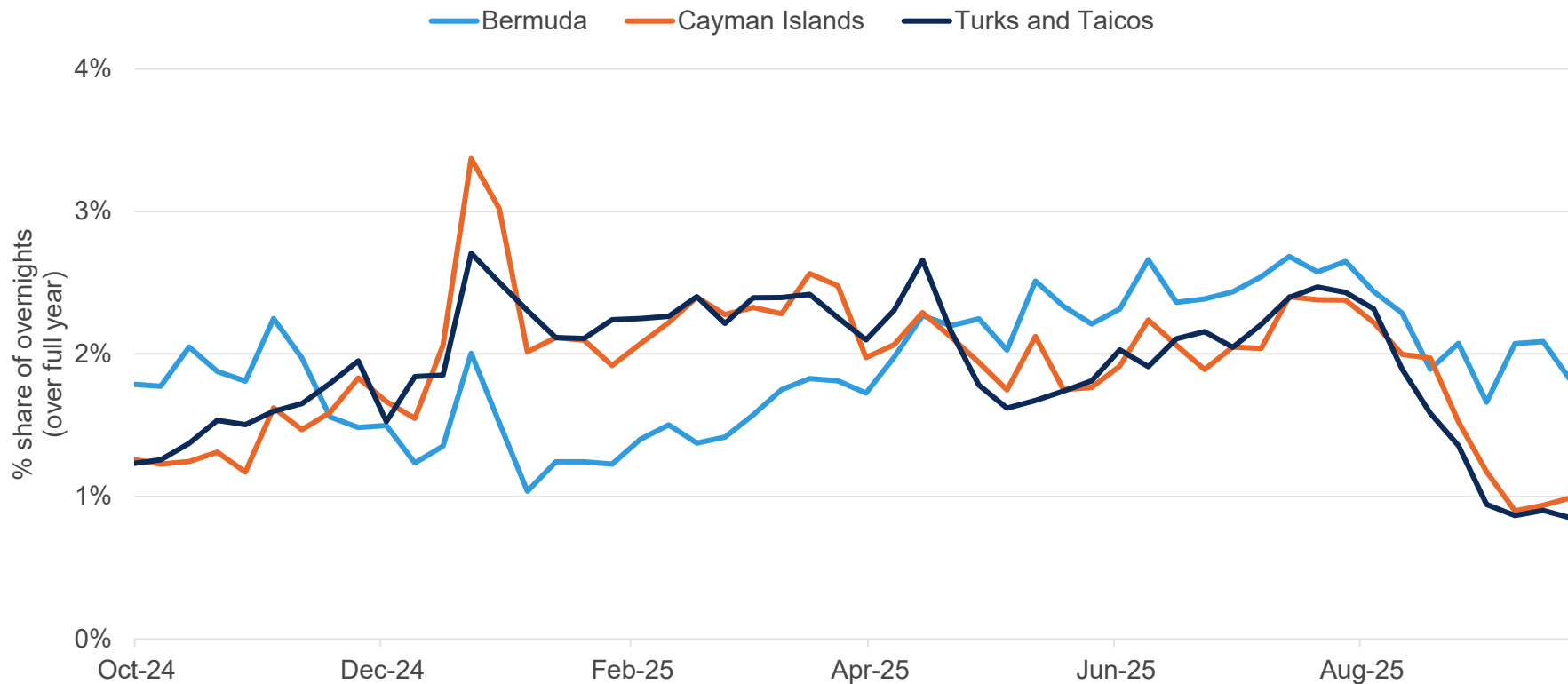
Targeting low-season tourists can help Bermuda flatten seasonality curve

Overnight stays to Bermuda, the Cayman Islands and Turks and Caicos Islands, between October 2024 and September 2025



Targeting low-season tourists can help Bermuda flatten seasonality curve

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Growth Management: Identifying target markets for Bermuda during the low-season

1 Identify competing destinations



Cayman Islands



Turks and Caicos

Growth Management: Identifying target markets for Bermuda during the low-season

1 Identify competing destinations



2 Identify the low-season

Period

Low season

Sep 2024	30			
Oct 2024	7	14	21	28
Nov 2024	4	11	18	25
Dec 2024	2	9	16	23 30
Jan 2025	6	13	20	27
Feb 2025	3	10	17	24
Mar 2025	3	10	17	24 31
Apr 2025	7	14	21	28
May 2025	5	12	19	26
Jun 2025	2	9	16	23 30
Jul 2025	7	14	21	28
Aug 2025	4	11	18	25
Sep 2025				

Season (based on overnights share)



Growth Management: Identifying target markets for Bermuda during the low-season

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Cayman Islands



Turks and Caicos

2 Identify the low-season

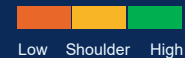
3 Target markets within x range (km) / region

Period

Low season

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Season (based on overnights share)



Potential Growth Opportunities for Bermuda during the low-season

Overnight stays of between 4-27 nights, between 30 Dec – 9 Mar 2025

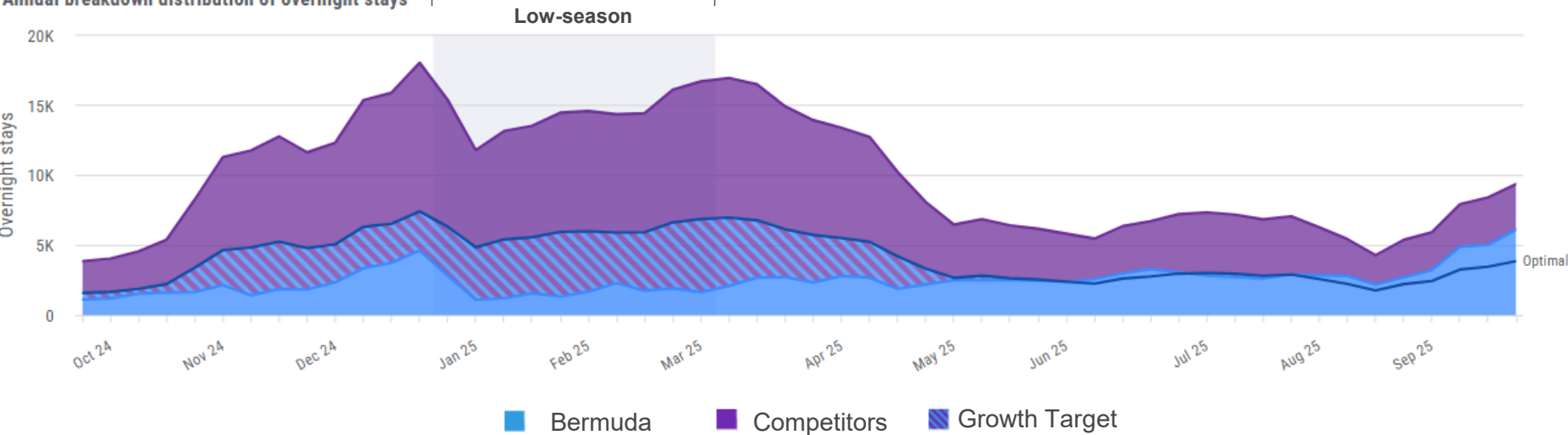
Origin Markets (within North America)	Overnights to competitors (Cayman Islands, Turks and Caicos)	Overnights to Bermuda	Optimal to Bermuda	Growth Target
U.S.A.	765.6k	39.5k	151.3k	+111.8k

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Annual breakdown distribution of overnight stays



Strategic Air Connectivity boosts from markets that show strong intent



Identifying opportunities: Underserved vs underused routes

Seat Capacity and Flight Searches for travel between January and September 2025 to Bermuda

Under-used Routes

Higher proportion of available seats
compared with flight searches

Under-served Route

Higher proportion of flight searches
compared with available seats

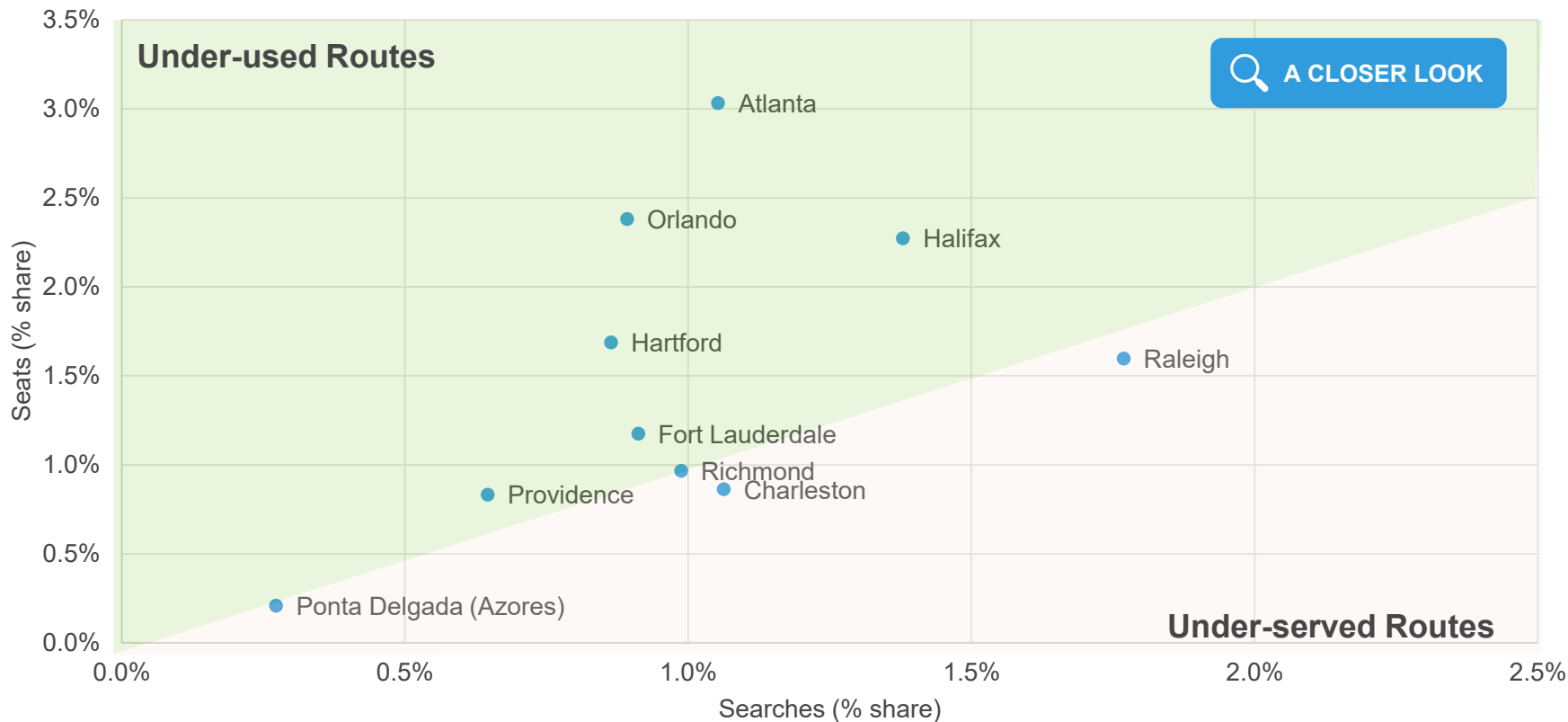
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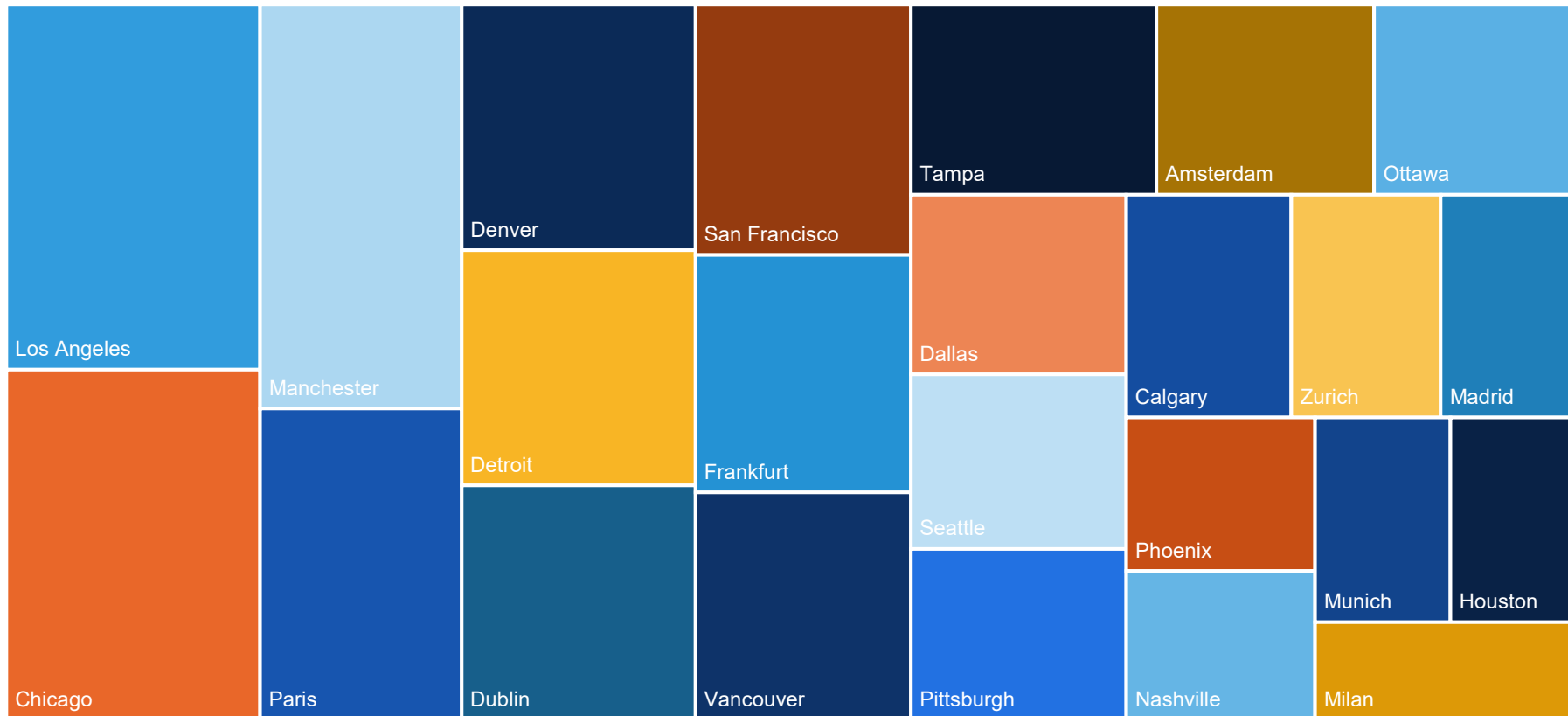
Identifying opportunities: Underserved vs underused routes

Seat Capacity and Flight Searches for travel between January and September 2025 to Bermuda



Unserved routes: Markets with intent to travel but 0 direct connections

Seat Capacity and Flight Searches for travel between January and September 2025 to Bermuda



Tourist Profiles

US Focus: A closer look at traveller profiles from key origins

Tourist arrivals from the U.S.A. to Bermuda between January and September 2025; vs previous year

West

(California)

Top performing **length of stay**

Long Stays (14+ nights)

+20% vs previous year

South West

(Texas)

Top performing **length of stay**

Medium Stays (6-13 nigh

+14% vs previous year

North East

(New York City, Boston)

Dominant **Length of Stay**

Short Stays (1-5 nights)

81% share

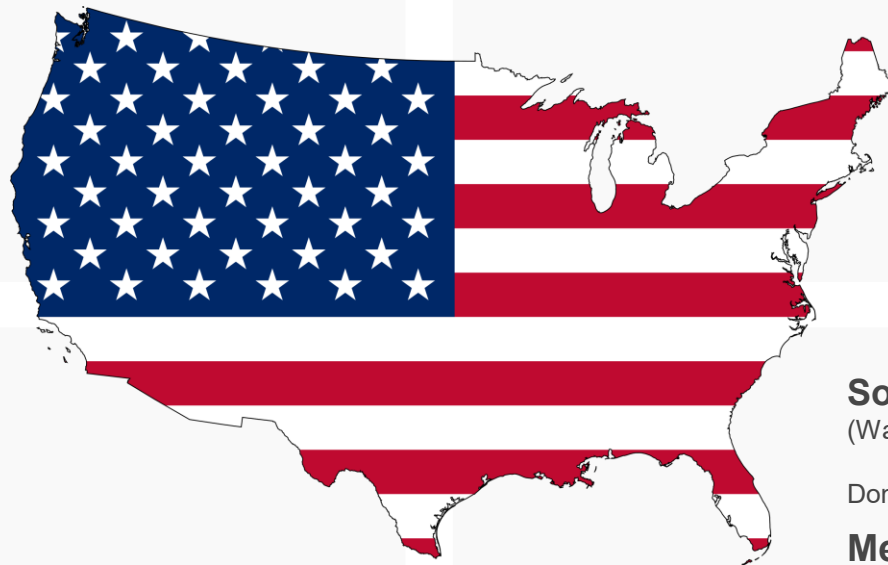
South East

(Washington DC, Georgia, Florida)

Dominant **Booking Window**

Medium Leadtime (30-89 days)

62% share





Understand your
market

Cabin Classes & Group Sizes

End of year outlook: high-value travellers are key

Overseas arrivals to Bermuda on Premium Class Cabins between Oct and Dec 2025, with air reservations as of 5 Oct; var vs previous year

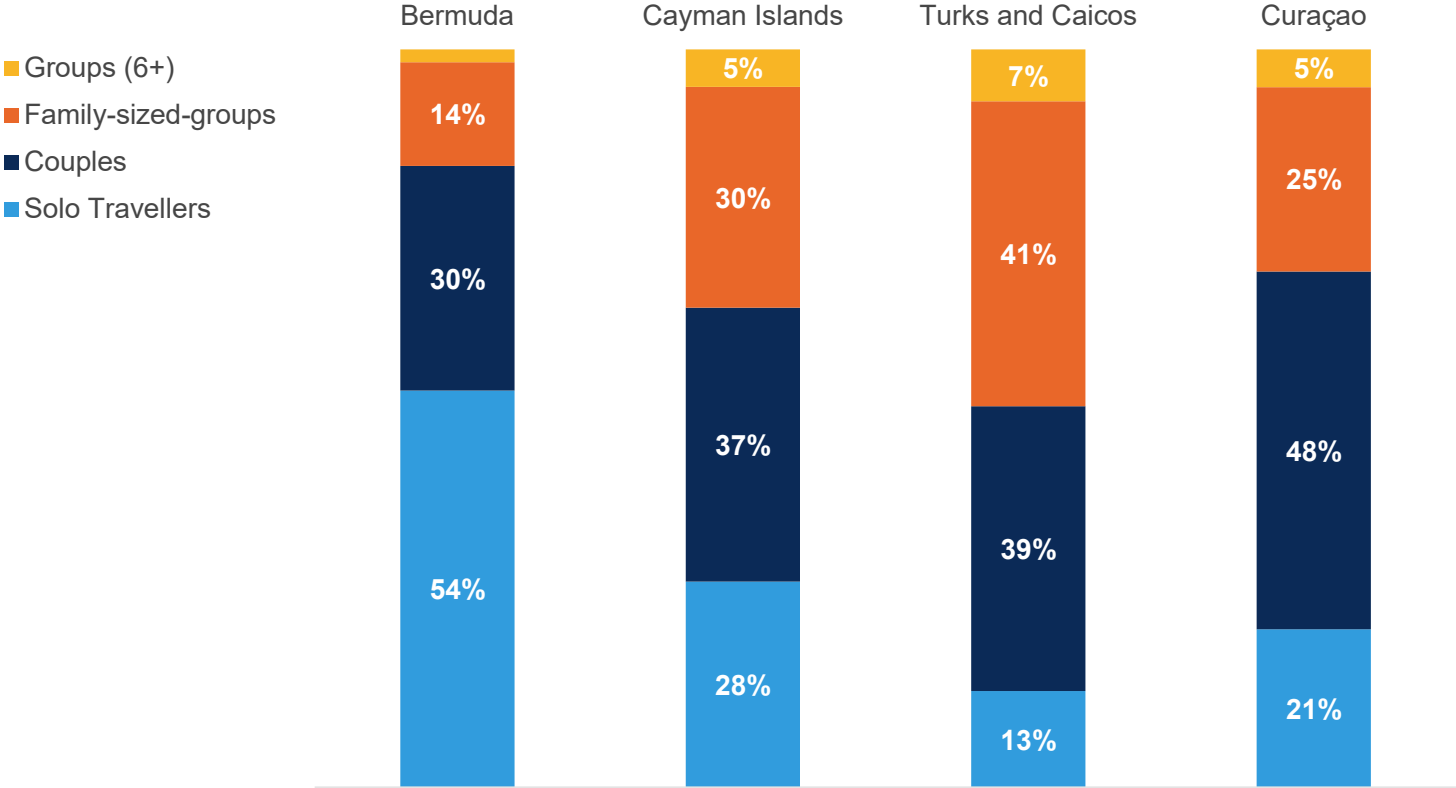


Origin Market	% share of Premium Cabins	Premium Cabins* (Var vs 2024)
Toronto	2.5%	+86%
Washington	1.0%	+70%
Miami	1.3%	+40%
Dublin	1.4%	+33%
Amsterdam	1.3%	+24%
London	50.5%	+3%

*Premium Class Cabins = Premium Economy, Business & First

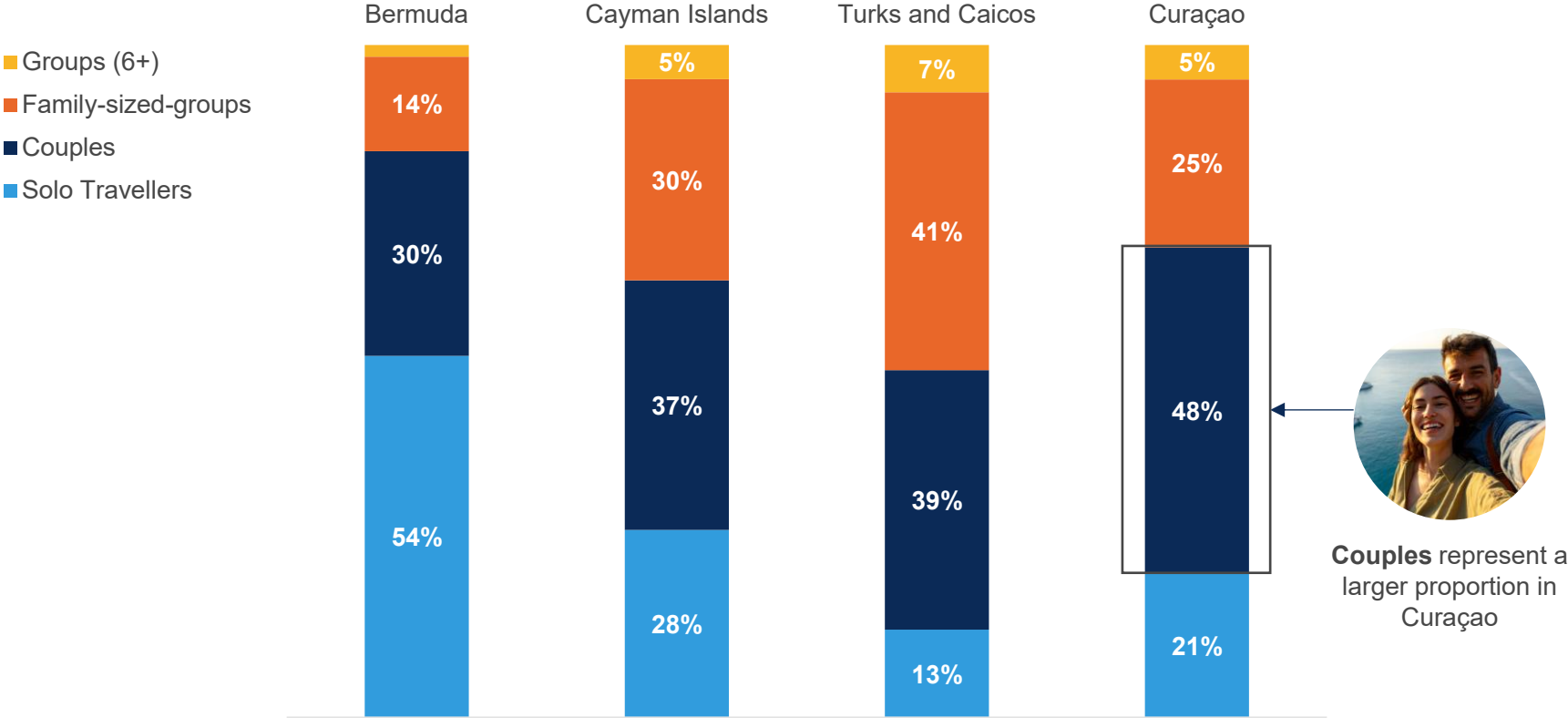
Distinct destination offerings attract different profiles

Overseas tourist arrivals in 2025, with reservations as of 5 Oct



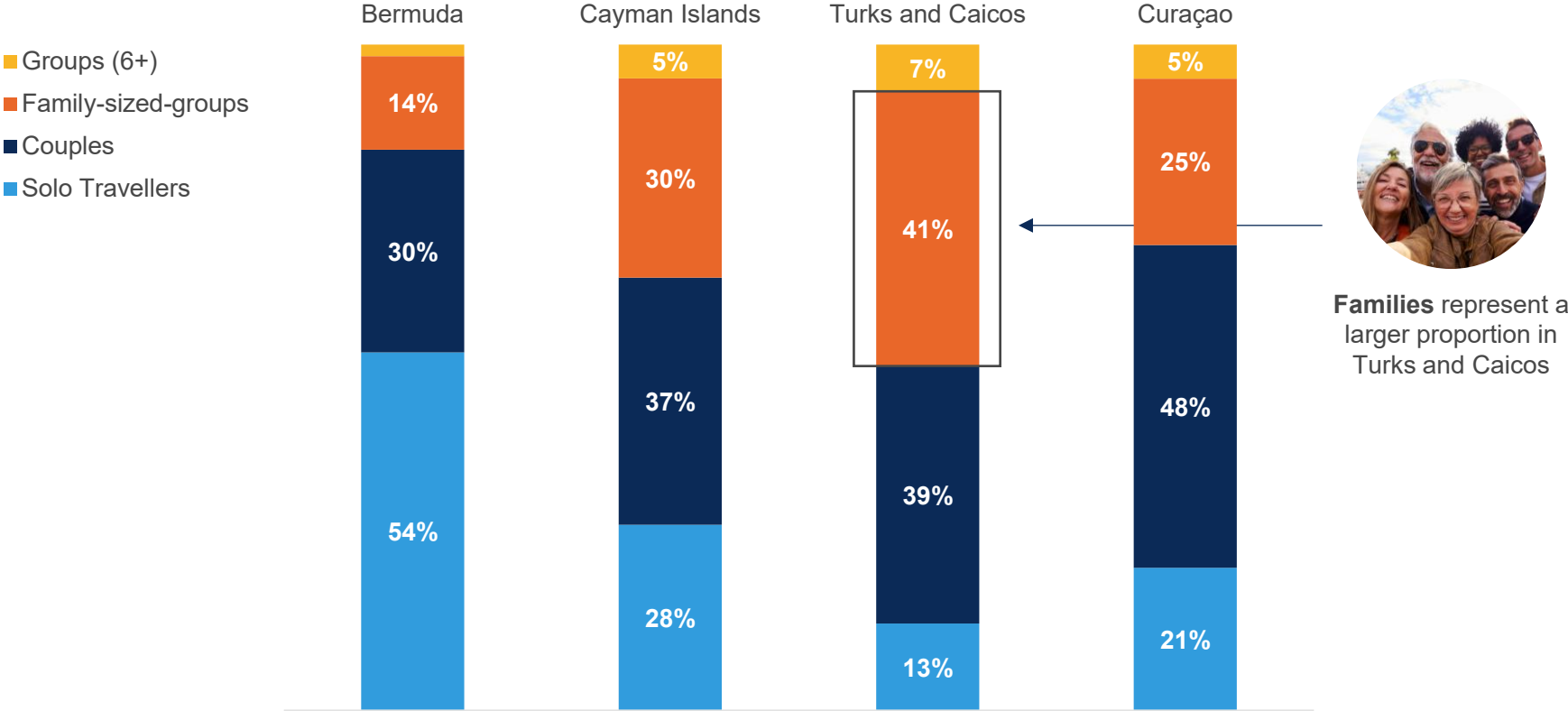
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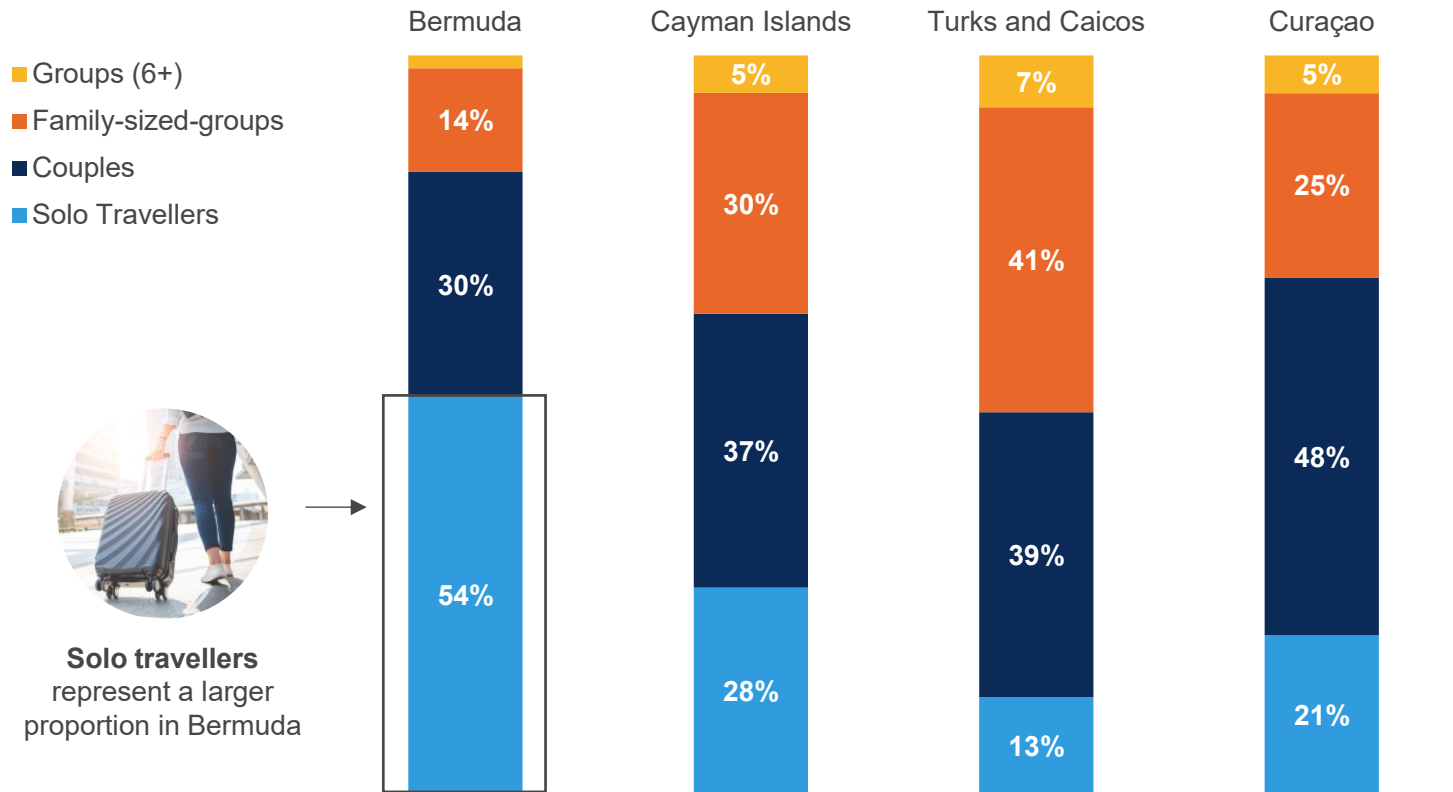
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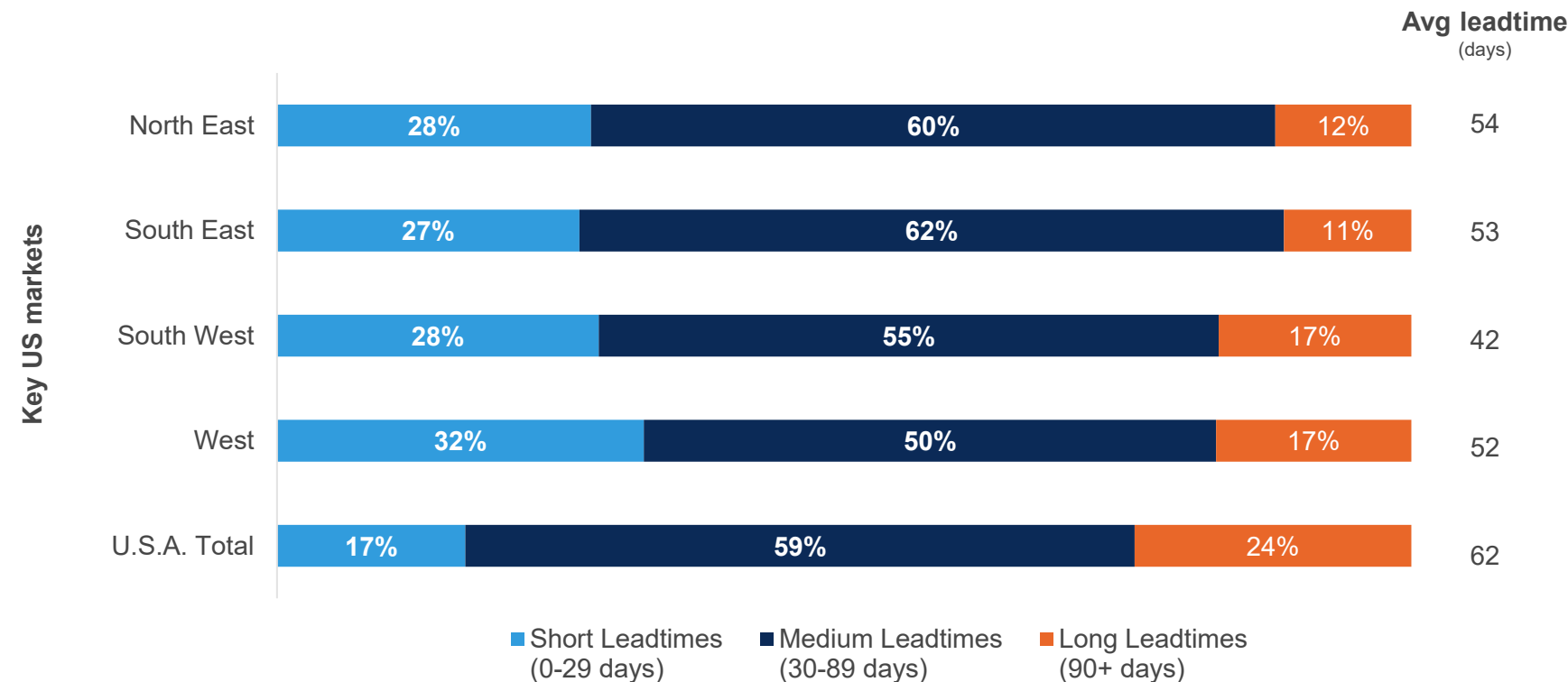


Understand your market

Leadtimes

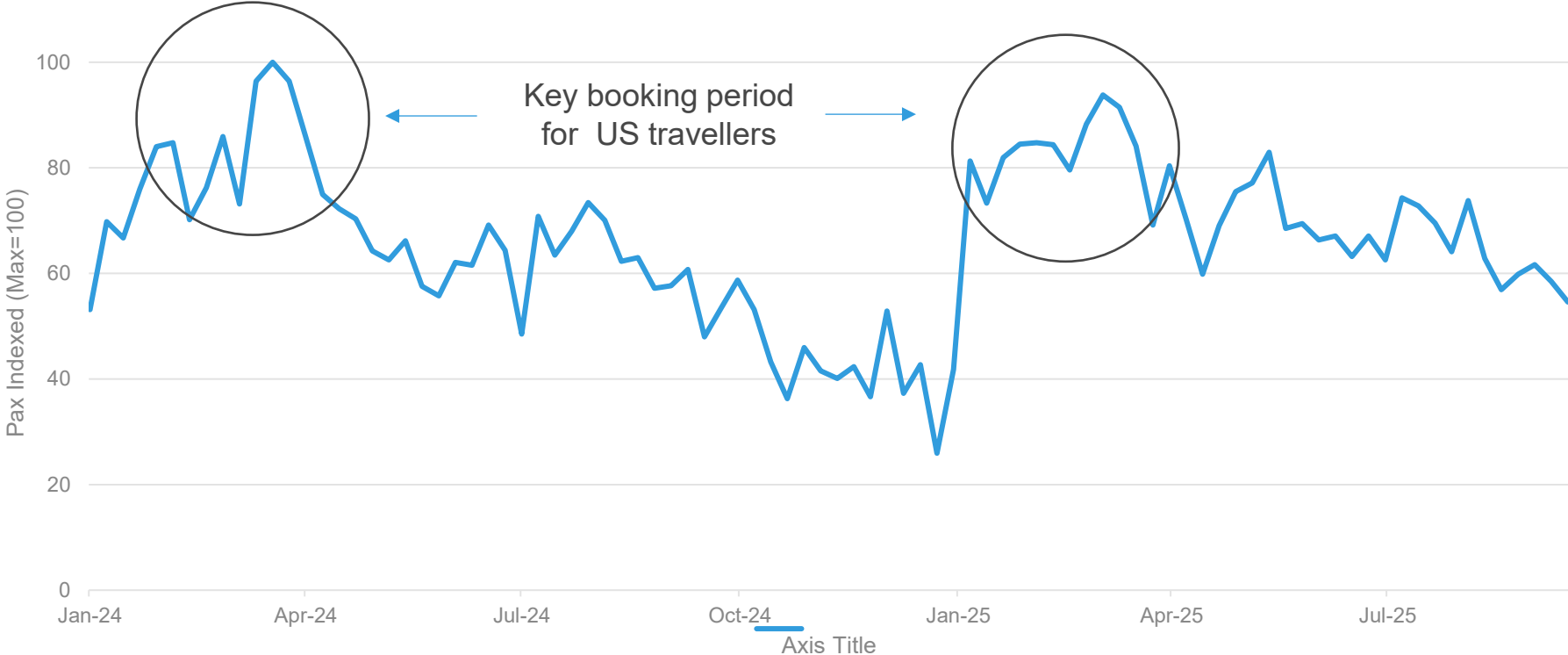
Understand your market: When is the right time to target your audience?

International tourist arrivals to Bermuda, arriving between January and September 2025



US Travellers: End-of-year gatherings inspire holiday planning

International tourist arrivals from the U.S.A. to Bermuda



Take-Aways

1

Air access fuels competitive advantage

2

**New opportunities
remain ready to be
unlocked**

3

Market segmentation is key

4

**Action drives
destination success...
and action should be
driven by data**

GET YOUR OWN REPORT

Olivier Ponti

Director of Intelligence and Marketing



✉ olivier.ponti@forwardkeys.com

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