

# Travel and Tourism in Bermuda

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## Abstracts

In August 2013, the Tourism Minister announced the dissolution of the Government's Department of Tourism and the formation of the independent Bermuda Tourism Authority (BTA) in order to move tourism out of the political sphere and focus on the objectives of the 2012 National Tourism Plan. Four new divisions, Tourism Investment, Product & Experience Development, Sales & Marketing and Corporate Support, were also formed. The new Authority assumed responsibility for the functions of the Department.

Euromonitor International's Travel and Tourism in Bermuda report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2018 illustrate how the market is set to change.

**Product coverage:** Car Rental, Demand Factors, Health and Wellness Tourism, Online Travel Sales to Country Residents, Tourism Flows Domestic, Tourism Flows Inbound, Tourism Flows Outbound, Tourism Receipts and Expenditure, Tourist Attractions, Transportation, Travel Accommodation, Travel Retail.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Get a detailed picture of the Travel and Tourism market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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