

Next Steps

- Economic impact of 100 new travellers to Bermuda (ex: research that is relevant)
- Long haul destinations (marketing, gov)
 - China, India (Eastern philosophy)
 - Taiwan
 - European country (Netherlands)

Economic Impact of Travellers to Bermuda

Visitors Statistics Q2 2020

- Breakdown of purpose of visit
 - 57% of visitors visit for business purposes
 - 24% for leisure and vacation
 - 12% is unknown
 - 7% is visiting families and relatives
- Most people who visit Bermuda came from the US then Canada then UK → New York being one of the highest

Bermuda Hospitality Needs Assessment Study

- PwC has been working closely with Bermuda Tourism Authority that summarizes the hospitality industry
- This has been evaluated through the 14 existing properties and with some up and coming new developments
- Bermuda needs an additional of 462 positions for hospitality workers but there has been decrease in this sector as 25% the hospitality industry are workers over the age of 60
 - This effects significantly future of supply of workers
- With tourism improving in Bermuda, there will be a huge demand for hospitality workers
- PwC has mentioned that there is about 63% gap in housekeeping and food and beverage sector
- For some reason there is a turnover rate of 28% in the housekeeping and food and beverage sector
- PwC mentioned that they need future demands of 3,300 workers which indicates a 7-16% demand

2019 Inaugural PGA Tour Bermuda Championship: Economic Impact¹

- Financial Impact
 - Direct impact: \$7.8 million

- Indirect Impact: \$3.7 million
 - Induced Impact: \$6.9 million
- There were over 2,132 visitors with \$18.4 million economic impact
- 80% local spectator and 20% foreigners
- Direct Income Impact: \$2,056,000 total direct expenditure
 - Spent in so many ways: entertainment, food, shopping, restaurants, etc
- Media Exposure was huge
 - Over 2.9 million people watched the TV broadcast with an average viewing time of 46 minutes
- There were more than 14 million total engagements across all platforms
- Long term effects
 - Benefits to local businesses
 - It will increase in contract being signed
- Benefits to Bermuda charities
 - Gosling's International
 - Bermuda Cancer and Health Centre
 - Many more
 - Charities have received over \$185K in donations
- Impact on professional golfing in Bermuda

Economic Impact of Travellers to Taiwan

Taiwan Province of China: GDP

- In 2018, there was a -0.24% lower than 2017 of GDP growth.
- The GDP grown was 4.5% but compared to past years, it has been decreasing trend
- There was a peak of performance of GDP back in 2014 with 5.2%

The Trends and Changes to Taiwan Tourism

- There has been a 6% average annual growth since the 2000
- Before the 2008 Global Financial Crash, Japanese has been the top tourist market for Taiwan
 - Japan is very close to Taiwan
 - But after the crisis it all changed and this was not the case anymore
- Taiwan's tourist market using “Global Positioning, Holistic Market” (from 2009)
 - We marketing, Taiwan saw a 14.3% increase of tourist
 - Japan → Mainland China → Hong Kong and Macau → United States → Europe

country\ year	2006	2007	2008	2009
Japan	1,161,489	1,166,380	1,086,691	1,000,661
Korea	196,260	225,814	252,266	167,641
China			329,204	972,123
Hong Kong				
Macao	431,884	491,437	618,667	718,806
Singapore	184,160	204,494	205,449	194,523
Malaysia	115,202	141,308	115,783	166,987
America	394,802	397,965	387,197	369,258
Europe	172,777	186,483	200,914	197,070
Total	3,519,827	3,716,063	3,845,187	4,395,004
Growth rate	4.19%	5.58%	3.47%	14.30%

- Reasons why people come to Taiwan
 - Scenery (60%)
 - Food (45%)
 - Taiwan's Custom and Culture (37%)
 - Customs of happy life → very similar to Korea's culture
 - Historic relics (21%)
 - Many more: Night markets, Taipei 101, National Palace Museum, Sun Moon Lake, price of goods
- According to UNWTO, about 80% of international travellers generally stay for a travel
 - It was predicted by 2020, that there will be 1.6 billion in international travellers (general info)
- There are frequent natural disasters in Taiwan but Taiwan has done a great job to write ways how they will combat that
- Biodiversity
 - Taiwan has 150 thousand different kinds of species
 - Highest species density and second highest plant density
- Multi-ethnic culture
 - Taiwan has 14 aboriginal tribes
 - Home to national center of anthropological research
- The government had initiated many projects that promotes "Tour Taiwan and Experience Centennial"
 - "Taiwan easy Go"
 - Implement "seamless travel service plan" for sites and transportation
- Taiwan has a goal to increase 140 million travellers in 3 years