

BERMUDA
TOURISM AUTHORITY

Q1 2016 Report

BERMUDA

*Research & Business
Intelligence Division*

During Q1 of 2016, the Research & Business (RBI) Intelligence Division accomplished the following:

- Assisted Executive team in setting objectives for 2016 and implemented measurements and monitoring tools to track performance against objectives.
- Conducted additional research amongst local residents to ensure alignment between visitors' and locals' expectations on Bermuda's beach experience as a part of the BTA's internal working group on beaches.
- Presented findings from the beach research and the Beach Vision to all pertinent stakeholders as well as the Economic Development Committee of Cabinet.
- Assisted Investment Division in creating cost/benefit model for hotel development incentives.

- Updated vacation rental inventory in Bermuda to include any new properties that have come into the market since mid-2015.
- Conducted ad hoc surveys and completed analysis on the following topics:
 1. Restaurant Weeks People's Choice award
 2. Stakeholder survey on the next phase of the National Service Standards Program
 3. Stakeholder survey on map & brochure usage
 4. Hotel survey on America's Cup event weeks in 2017 to gauge availability, services that will be provided, etc. This will be repeated periodically.
- Continued to report monthly and quarterly on tourism KPIs (air/cruise/yacht arrivals, air service, visitor expenditure, visitor satisfaction, hotel performance, future projections)

In addition, RBI continued the continued the following:

- Monitoring and providing analysis on air service to Bermuda:
 1. Monthly reports on capacity, load factors and route performance
 2. Stakeholder survey on air service – capacity, routes, usage, etc.
 3. Analysis on potential new routes
 4. Compiling future schedules for projections and use by staff, partners and stakeholders
- Monitoring online demand and conversion by geographic region and persona targets.
- Measuring Return on Investment of marketing initiatives by geographic region and specific campaigns.
- Assisting ACBDA Economic Impact sub-committee by becoming a member and providing inputs needed for calculating economic impact to Bermuda.

RBI also continues to be involved in the development of:

- Programme for the Product Development Division to measure/track quality across the tourism chain vs. competitors.
- Features in CRM partner portal to enable stakeholders to input data and have access to industry reports.
- Online dashboard which will track all key metrics against targets for Sales & Marketing and Executive team.
- Pilot online cruise passenger survey to enhance information gathered to gain insight on habits, advertising exposure, potential conversion to/from air passengers, etc.

Product & Experiences Division

During Q1 of 2016, the Product & Experiences Division accomplished the following:

Experiences Investment

Roll out of BTA-supported experiences continued successfully through the first quarter 2016, covering arts/culture as well as sport, e.g.

- International Marathon Weekend – Jan 13-15
- Bermuda Regional Bridge Championships – Jan 23 - 30
- Bermuda Festival of the Performing Arts – Jan 22- Mar 5
- Memorable Evening in Bermuda (Mark Twain dinner theatre at Verdmont Museum) – Jan - Apr
- Bermuda Triangle Cup soccer tournament – Mar 24 - 28
- Bermuda Triple Challenge Spartan race event – Mar 18 – 20

Experience Investment 2015: Post experience reports for 2015 received as at end-quarter showed that ROI on BTA-supported events and experiences under this initiative generated over 3,600 visitors and 18,900 room nights directly.

Sports Tourism Strategy

BTA's partnership with the National Sports Centre (NSC) is yielding positive results. Enquiries have increased and to date over a dozen sports teams have selected Bermuda for spring training under this initiative. We have also attracted new tournaments under the overall strategy, with high-quality first-time visitors, as well as increased registrations for existing and signature events, e.g.

NSC:

- **Bermuda Ruby 7s** – 12 visiting colleges/universities, including Yale, Dartmouth; attracted over 190 visitors
- **Danish Swim Team** – team included 15 Olympic Medalists and World Champions, who used NSC for training in preparation for 2016 Olympics in Rio
- **SwimMac Carolina** – another group of world class accomplished swimmers came to the island for spring training at the NSC pool in March. The team included American Olympic gold medallist Cullen Jones, Zimbabwean Olympic gold medallist Kirsty Coventry, Bahamian Olympian Arianna Vanderpool-Wallace, and Bermuda's Olympian Roy Allan-Burch
- **CAIS Women's Soccer** – 12 Canadian accredited schools confirmed in the quarter, comprising over 200 visitors

Sports Tourism Strategy

Sailing



NEW REGATTAS:

- **RC44 Bermuda Cup Regatta** – took place from 2-6 March, with very positive feedback from the participating billionaire yacht owners and their professional crews. Participants and accompanying friends and family generated accommodation room nights and incremental business for restaurants and retailers at a traditionally soft tourism period. The RC44 class management, owners and crew all expressed the desire to return to Bermuda.
- **M32 Series** – the Bermuda M32 Winter Series has been running successfully since January and will end in April. Feedback from crews and management to date reflects high satisfaction from both sailing and overall Bermuda experience perspectives.
- **Antigua to Bermuda Classic** – confirmed to take place in April 2017, right after Antigua Sailing Week. This race will take advantage of yacht repositioning activity that has traditionally bypassed Bermuda. Response through Q1 since the launch announcement has been very active, with over 30 boats already registered. Local sloop Spirit of Bermuda will participate, as well as the replica yacht America from the America's Cup.
- **Viper North American Championships** – set for 16-19 November 2016, Q1 recorded 50 boats already registered for the event. This event is anticipated to be the largest one design keel boat regatta held in Bermuda.

Sports Tourism Strategy

Sailing (con't)

Existing Regattas: Key regattas also reported significant increased applications and registrations through the quarter, e.g.

- **Annapolis to Bermuda** – as at March 1, 33 confirmed entries – an increase of 83% over 2015
- **Newport to Bermuda** – 180 confirmed participants, well on track to the 200 target

Golf

The 63rd Goodwill Golf Tournament and Grey Goose Par 3 tournament both took place successfully. The Goodwill Tournament attracted 41 teams, a total of 160 players. Grey Goose met its target of 152 players – 120 from overseas – achieving a sell-out for the event.



Cruise Ship Strategy Developments

Including America's Cup (AC)

Industry outreach and business development – BTA conducted meetings with existing and potential cruise line partners at the SeaTrade Conference, from 14-16 March in Fort Lauderdale. The Bermuda team comprised the Chief Operating Officer of the America's Cup Events Authority in addition to senior leadership from the BTA.

Meeting participants included Royal Caribbean, Norwegian Cruise Line, Celebrity Cruises and Silversea. We also met with various port authority personnel, including from New York and Charleston. Discussions included the potential to establish AC cruise itineraries around the event.

We also continued to explore the possibility of a cruise ship charter for the AC period as a “floating hotel” with industry representatives.

Hub 1 Cultural Tourism Initiative

The Hub 1 Steering Committee has appointed Kristin White as Hub 1 Cultural Tourism Manager. This appointment will drive implementation of the Hub 1 cultural tourism plan.

Action is already underway under the plan, including a schedule of events to drive visitation into St. George's and St. David's; a new website specifically promoting St. David's and St. George's experiences and features; and a new marketing programme. An electronic newsletter and a major new event "Signature St. George's" – highlighting facilities, retailers and support for events and destination weddings – were both launched during the quarter. These aspects of the plan are being activated alongside ongoing initiatives to enhance tourism products in the Hub short-, medium- and long-term.

Signature St. George's
Saturday, March 19, 12-5pm
UNIQUE WEDDINGS AND CELEBRATIONS

The historic town of St. George's has several unique venues and vendors to ensure your celebration is like no other. We invite you to visit us for a special day of fun, demonstrations and giveaways to showcase why you should have your special event in Bermuda's only UNESCO World Heritage Site.

Churches, Venues, & Accommodation	Cats and Jewelry	Other Event Services
Aunt Nellie's Inn	Bermuda Monogram	Bermuda Horse Trail Ride
Fort St. Catherine	Quadrant Jewelry	Bermudafish Monogram
Glitz Hotel and Museum	The Island Shop	Bridal Suite Bermuda Weddings
Just Add Bermuda	Lo Green	Brown Horse and Cottage
Penny's Wharf	Lo Bermuda Pottery	Lo Bellefleur Spa
Richard Allen AME Church	Tabernacle Pharmacy	Picnicables Museum
Seaside Gardens	Salt Spray Soap	Supplies
The St. George's Club	Saltwater Jewelry	Taxi Events & Marketing
St. Peter's Church	Restaurant, Catering, and Cafes	Tranquil Hair & Beauty
Tucker House	Charitable Landed	Tux & Groom Photography
The Unlocked Church	Genesian Vines Cafe	
World Heritage Centre	Gilfillan Restaurant	
	Honey & Jane Fine Tunes	
	Sweet P Bermuda	
	Sweet Tooth Bakery	
	Tangard Bites	
	Tobacco Bay	
	Whitely's Bakes and Patis	

ON THE GO! Parking at Tiger Bay, maps and schedules available at World Heritage Centre on Pencoze Wharf and Visitor Information Centre on King's Square. For more information, please email info@h1tourism.com.

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Bermuda.gov

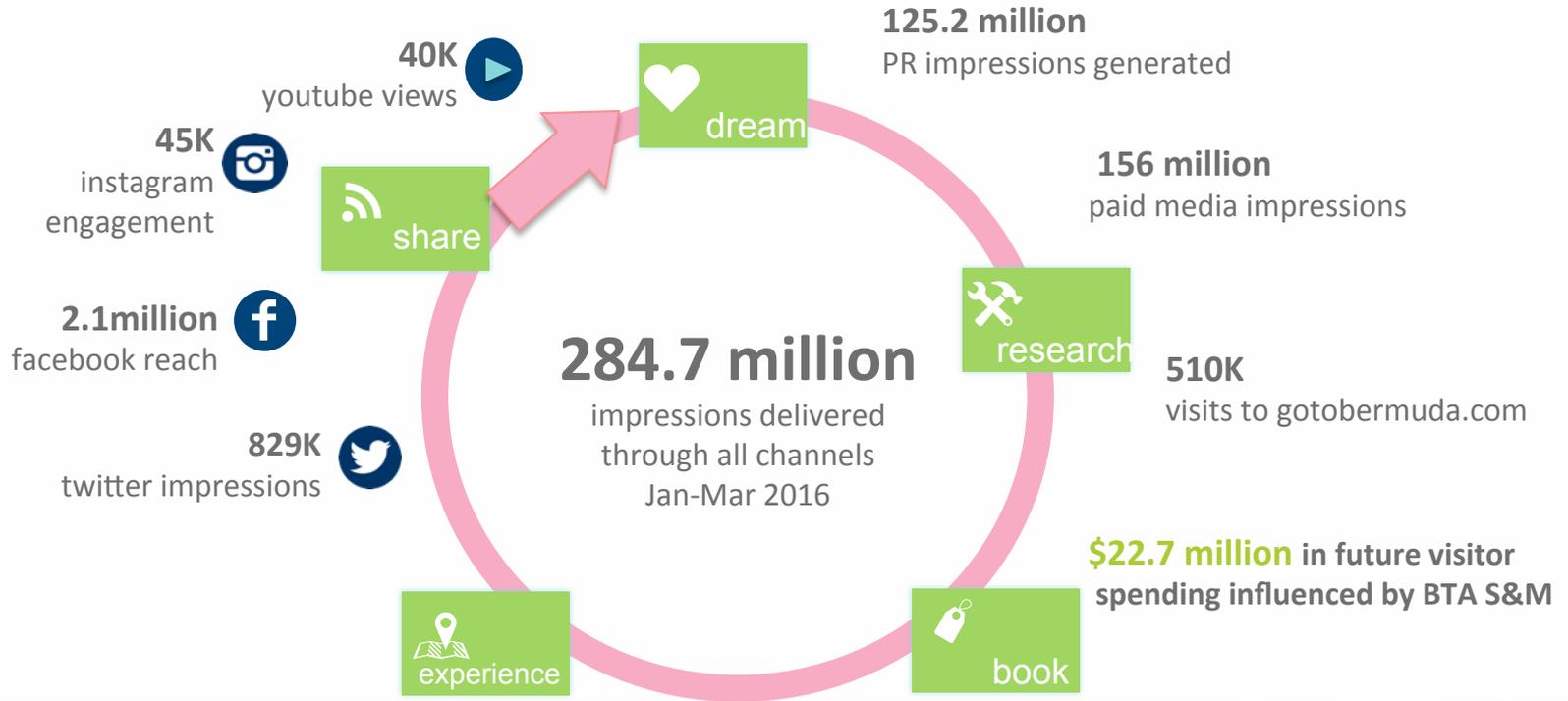
This is a Best Collaborative Project supported by The Bermuda Tourism Authority, The Corporation of St. George's, Bermuda Economic Development Corporation, Bermuda Land Development Company and the World Heritage Site Management Committee.

Sales & Marketing Snapshot

Travel, Roomnights & Group Dashboard

KEY METRICS	YTD 2016 ACTUAL	2016 GOAL	% OF GOAL YTD
Total Visitor Spending Influenced by BTA	\$ 22,745,526.62	\$47,773,975.57	58%
Total Room Nights Influenced by BTA	34,748	91,909	38%
Total Leisure Room Nights	30,571	51,919	59%
Total Group Room Nights	4,033	25,866	16%

2016 YTD Marketing Snapshot



Sales & Event Engagement

Events & Engagement

Event Name	Location	Start Date	End Date	Type
Incentive Leadership Summit	Mexico	01/05/16	01/09/16	Group
London Boat Show & Top 100	London	01/08/16	01/10/16	Consumer
PINK SALE	Bermuda	01/08/16	01/25/16	Consumer
Chicago Boat/RV Show	Chicago, IL	01/16/16	01/17/16	Consumer
Chicago Yacht Club	Chicago, IL	01/17/16	01/17/16	Consumer
Destination Wedding & Honeymoon Showcase	Beverly Hills, CA	01/18/16	01/18/16	Group
American Society of Mechanical Engineers - Site Visit	Bermuda	01/19/16	01/21/16	Group
Caribbean Travel Marketplace (CHTA)	Bahamas	01/21/16	01/23/16	Leisure
Hoffman Media Photo Shoot	Bermuda	01/23/16	01/30/16	Media
Educational Travel Community Conference	St. Louis Missouri	01/24/16	01/27/16	Leisure
Virtuoso Forum Welcome Cocktail Reception and Networking	NY, NY	01/27/16	01/27/16	Leisure
La Nuit en Rose NYC	NYC	02/03/16	02/06/16	Consumer
Global Institute for Travel Entrepreneurs	Charlotte, NC	02/04/16	02/04/16	Leisure
Bayview Yacht Club	Detroit, MI	02/04/16	02/04/16	Consumer
LVACWS Oman	Oman	02/05/16	02/07/16	Consumer
Lake Lanier Sailing Club	Atlanta, GA	02/09/16	02/09/16	Consumer
Destination & Travel Foundation Dinner	Washington, DC	02/09/16	02/09/16	Group
BIT	Italy	02/11/16	02/13/16	Leisure
Bikabout Site Visit	Bermuda	02/15/16	02/20/16	Group
Metropolitan Golf Expo	Secaucus, NJ	02/19/16	02/21/16	Consumer

Events & Engagement

Toronto Golf Show	Toronto, ON	02/19/16	02/21/16	Consumer
Virtuoso Travel Week - US Midwest	Chicago/Cincinnati	02/22/16	02/25/16	Leisure
Air Canada National Sales Meeting	Toronto, ON	02/23/16	02/23/16	Leisure
NYSAE MeetNY	New York, NY	03/02/16	03/02/16	Group
Social Group Sales Calls	Miami, FL	03/02/16	03/04/16	Group
Outdoor Gym Press Trip (RC 44)	Bermuda	03/02/16	03/06/16	Media
La Nuit en Rose Event	Miami, FL	03/04/16	03/06/16	Consumer
National Golf Expo Boston & Sales Events	Boston, MA	03/04/16	03/06/16	Consumer
Virtuoso Travel Week - Southeast	Richmond/Raleigh/Atlanta	03/07/16	03/09/16	Leisure
Boston Press Event	Boston, Ma	03/08/16	03/08/16	Media
ALHI Client Event - Maryland & Virginia	Baltimore/Annapolis	03/09/16	03/09/16	Group
California Yacht Club	Los Angeles, CA	03/09/16	03/09/16	Consumer
ALHI WDC Tradeshow & Reception	Washington, DC	03/10/16	03/10/16	Group
Northwest Maritime Center & Wooden Boat Foundation	Whidbey Island, Washington	03/19/16	03/19/16	Consumer
Travel Bulletin Roadshow	Newcastle, UK	03/22/16	03/22/16	Leisure
GoGo Vacations Canada	Toronto	03/22/16	03/22/16	Trade
The Globe/Filming of Tempest Soliloquies	Bermuda	03/22/16	03/24/16	Media
Mimi Slalow/LA Parent/Individual Press Trip	Bermuda	03/28/16	03/31/16	Media

Sales Engagement Highlights

- Leveraged relationship with NYSAE and received comp booth at **NYSAE Meet NY** annual event March 2, 2016
 - Showcased Bermuda to more than **150** prospective **association & corporate** clients, making connections for future group sales activities.
- Seeing is believing - Bermuda Site Visit results:
 - **ACOG** - American College of OB/GYN - December/Client **confirmed** Fairmont Southampton /**337 room nights** (mid-January)
 - **ASME** - American Society of Mechanical Engineers - January/Client **confirmed** Hamilton Princess/**111 room nights** (end February)



Sales Engagement Highlights

Bikabout

- Hosted a site to introduce a new partner to the island for groups or leisure visitors
February 15 – 20, 2016
- Bermuda became their **1st “Non USA” destination** to be placed on Bikabout’s website
- Bikabout travel guide created for Bermuda
- Currently partnering to develop a folding pocket map with various bike routes: low stress, scenic, etc. In addition to rental outfitters, eats, and attractions.



Trade Engagement Highlights

Virtuoso Travel Week Tours:

Continued partnership with Virtuoso by educating more than **175 key travel agents** during **1 to 1** meetings in both of their multicity tours:

Mid-West (February 23 - 25)

South East (March 7 - 9)



Trade Engagement Highlights



- Exhibited at the Global Institute for Travel Entrepreneurs (GIFTE) trade show in Charlotte, NC February 4th
- Opportunity to network, and engage with more than **150 trBermuda's offerings** **travel experts** on



Event Engagement Highlights

La Nuit en Rose

- **February 3 – 6:** NYC Garden Party with more than **1500 attendees**
- **March 4 – 6:** Miami exclusive dinner for **40** with more than **800 attendees** at the multi day events



Co-op Marketing

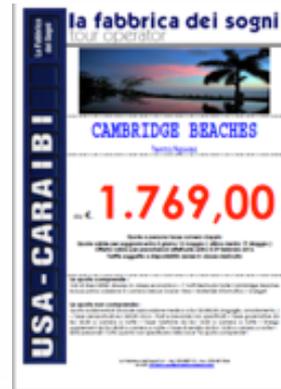
TOUR OPERATOR FLYERS:

- Hotelplan - The Reefs / Cambridge Beaches
- Naar T/O - Coco Reef, Grotto Bay, The Reefs, Cambridge Beaches, Elk
- La Fabbrica Dei Sogni - Cambridge Beaches, Grotto Bay
- American World - Grotto Bay/The Reefs

These flyers are posted in our website

www.gotobermuda.it

In addition, the above tour operators mailed a combined total of 17,100 flyers to their travel agent database



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Co-op Marketing

TOUR OPERATORS FLYERS:

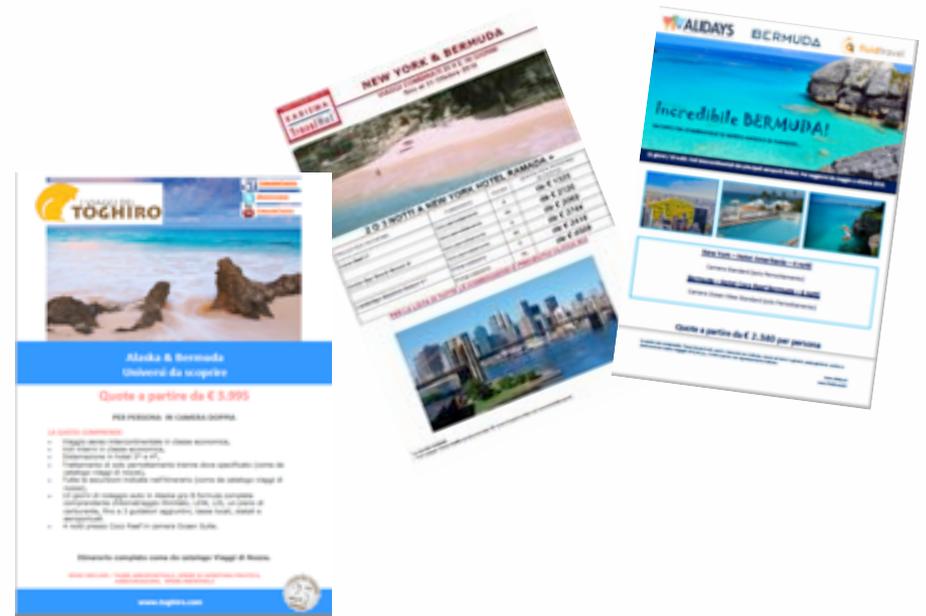
Karisma travelnet - New York/Bermuda

Alidays - New York/Coco Reefs Bermuda

I Viaggi del Toghiro - Alaska & Bermuda

These flyers are posted in our website

www.Gotobermuda.it



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Trade Fair

- Over 1500 brochures were distributed during the fair over three days
- 25 bloggers came to see us
- Trade media as well as freelance journalists were invited to meet with us
- Tour operators: hotelplan, press tours, best tours, la fabbrica dei sogni, alidays met with us at set appointments at our stand
- Approx. 400 travel agencies met with us
- Live podcast interviews were recorded as well as a brief interview for the bit television



Bit.2016
SHAPE YOUR TRIP
MAKE YOUR BIT



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Events

- ❖ Golf event held at green club lainate to present bermuda as the ideal golf destination to 140 players
- ❖ Invited to do presentation at bogogno golf club to their members – 90 golfers attended.



Paid Media & Partner Marketing

Media Report

Q1 Overview & Highlights

- Q1 integrated media programs attained more than 156 million gross impressions
- Garnered a total of 211,814 digital media web visits and 1,133,986 non-web engagements for the quarter
- CTR increased to .33% for Q1, and compares favorably to the industry standard of .05 - .15% CTR
- Total engagements already 33% of total last year, through March 2016
- Key focus on non-stop markets including New York & Boston with increased exposure in print for retail focused pink sale efforts as well as OOH and digital
- Cost per engagement at \$0.47
- Significant increases in Trip Advisor sponsorship page traffic from premium sponsorship – 200% increase over Q4
- 2,141 flights and 47 hotel nights booked as reported from Adara Impact

Q1 Media Highlights

TIMING

Heavy media in January for Pink Sale to create demand early in the year with increases in bookings YoY

MESSAGING

Rolled out new Bermuda branding with new look and feel. Continue to test versions for best performance

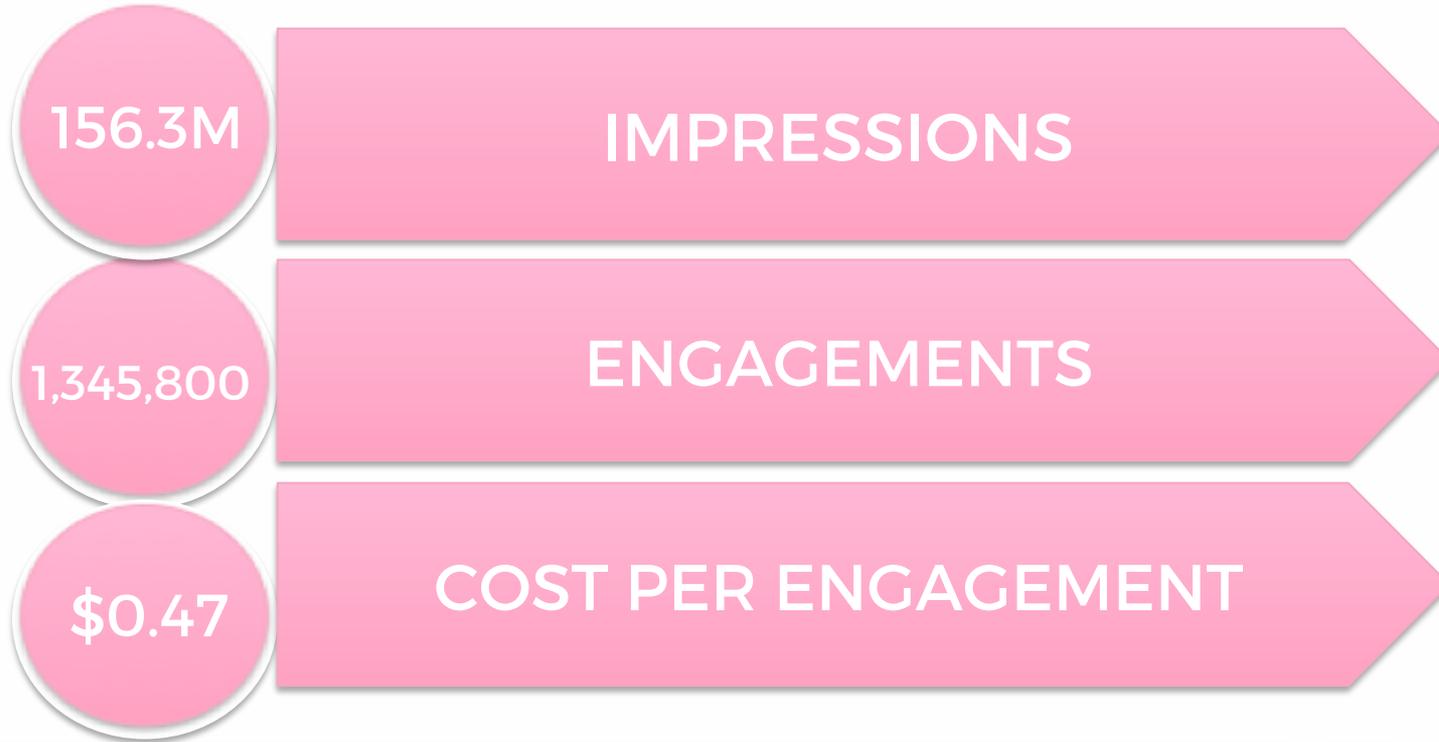
TRAVEL ENDEMIC PLATFORMS

Secured integrated campaigns with Afar, Travel + Leisure, New Yorker, NYMag, NYTimes

CUSTOM SOLUTIONS

Tasting Table custom content, dynamic creative for market specific messaging & increased video efforts for brand awareness. Layered in new Adara Impact to understand economic impact tied to media

Q1 Total Metrics



Brand Overview

Campaign Details

- Create a new brand identity to bring Bermuda into the conversation and get people to think differently about Bermuda. The new brand will connect with the audience emotionally and will inspire a vacation to Bermuda.

Targeting Tactics:

- Geo Targeting: Boston, NYC, DC, Chicago, Philadelphia, Toronto & Atlanta
- Age: 25+, HHI \$100k+
- Active searches to Bermuda + comp set, Behavioral + Contextual targeting, retargeting and prospecting for new visitors

Strategies:

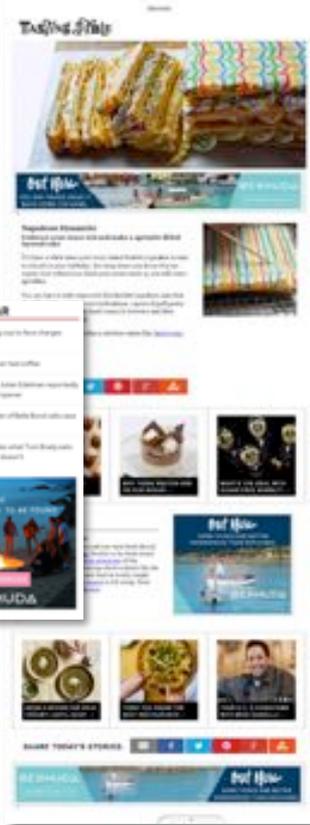
- Media mix includes OOH, digital (email, display, social) magazine and newspaper
- Blend broad reach retail newsprint & OOH with targeted digital to maximize reach and efficiency

Goal

- Increase air arrivals and economic impact on island, particularly in paid accommodations

Q1 Brand Results

- 69.8MM impressions (digital + offline)
- 793,966 engagements (62,642 web visits, 731,324 non web engagements)
- \$0.29 cost per engagement
- 2,755 Signals of intent ; click to book
- 442 leads; request for more info
- Sites include:
 - Adara
 - Afar
 - Sojern
 - Kayak
 - National Geo
 - Tasting Table



Pink Sale Overview

CAMPAIGN DETAILS:

- Booking window Jan 8- Feb 1 (extended past initial Jan 25 date)
- Travel window Jan 8- April 30, Sept 7- Dec 31st

TARGETING TACTICS:

- Geo Targeting: Boston, NYC, DC, Chicago, Philadelphia, Toronto & Atlanta
- Age: 25+, HHI \$100k+
- Active searches to Bermuda + comp set

STRATEGIES:

- Combine tactics to increase impact of targeted digital messaging
- Program includes pricing, OOH, digital (email, display, social)
- Blend broad reach retail newsprint & OOH with targeted digital to maximize reach and efficiency
- Dynamic creative based on 30 degree temp difference from market and Bermuda
- Active searches to Bermuda + comp set

PINK SALE RESULTS:

- 62 MM impressions (digital & offline)
- 529,158 engagements (136,496 web visits, 402,662 non web engagements)
- \$0.49 cost per engagement
- 14,780 Signals of intent ; click to book
- 127 leads; request for more info



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Pink Sale Performance

KEY METRICS	2016 YTD	2015 ACTUAL	% Δ Growth From 2015	2014 ACTUAL	% Δ Growth From 2014
Website Sessions	171,857	199,739	-14%	88,628	125%
Pink Sale Page Sessions	92,396	132,172	-30%	43,701	202%
Exit Link Clicks (to hotel partners)	N/A	11,552	N/A	6,084	90%
Total Reservations	4,428	1,667	166%	1,149	45%
Room Nights	19,900	6,895	189%	5,552	24%
Direct Visitor Spending	\$8.8 million	\$4.2 million	110%	\$3.3 million	24%
ROI	16:1	16:1		13:1	

Airline Co-op Programme Overview

- 24,358,013 impressions
- 12,676 airline page visits
- Continue to promote direct flights to Bermuda with key air partners
 - Air Canada
 - Delta
 - Jetblue
 - United
 - WestJet
- Create custom programmes to increase sales & flight lift in key markets by airline
- Partner with air service providers to drive traffic to custom Bermuda destination pages within airline booking back to enhance engagement and conversion

OTA Programme Overview & Highlights

- Maintain and expand upon partnerships with key OTAs and travel-endemic channels
 - Expedia
 - Orbitz
 - TripAdvisor
- 33,395 Impressions across Expedia Inc, click off back to GoToBermuda.com
- 2.1 MM impressions on Trip Advisor for brand efforts
- Create programs that enable year-round presence with seasonally appropriate messaging
- Launching new first to market dynamic ads powered by nSight data
- Testing dedicated email offerings via Pink Sale to Expedia database
- Continued beta test partner for new Destination Sponsorship pages, initial results show a 200% increase in page views from Q4

ADARA IMPACT

MARCH DATA

BERMUDAΔ

Q1 ADARA IMPACT

TRAVEL TYPE SUMMARY

Activity	January	February	March
Flight Searches	44,694	13,397	40,163
Hotel Searches	18,471	13,752	18,777
Flight Bookings	647	263	1,231
Hotel Bookings	25	12	10

Website, SEM, SEO & Analytics

Web Metrics

Q1 TRAFFIC

Web traffic was down 28% in Q1 YOY, and organic and paid search traffic was up. The decrease in site traffic is due to a decrease in Global Display Network (GDN) Advertising.

2015 Q1 Overall Site Bounce: 56.63%

2016 Q1 Overall Site Bounce: 53.50%

*2015 bounce rate increase coincides with when GDN started running

POPULAR LANDING PAGES

/pinksale-int – 27.58% of traffic

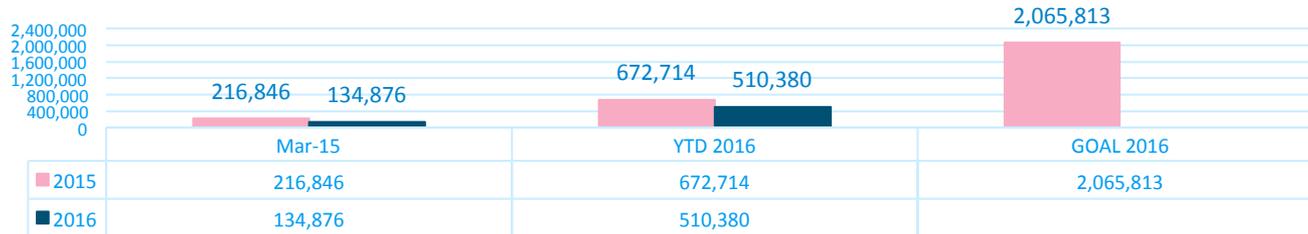
Homepage – 21.50% of traffic

/emailsignup.aspx – 4.86% of traffic

/about-bermuda/our-island/ – 4.29% of traffic

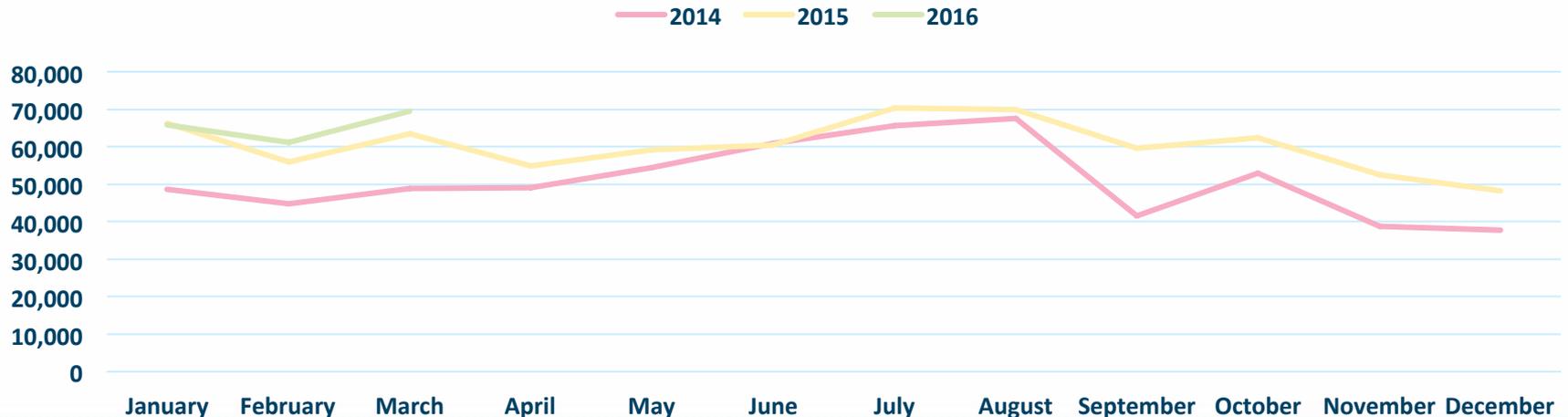
/where-to-stay/ – 4.12% of traffic

Total Website Visits (Sessions)



Total Search Traffic

- Total Search Traffic consists of Organic Search, Paid Search, Referrals from Google.com and 50% of Direct traffic based on Industry Research*
- YTD growth of 6% for Total Search Traffic to the website
- 10% YOY growth in March 2016



Google Rank Improvements

- The number of keywords the site ranks on Page 1 of Google has increased 68% or more than 500 keywords YOY

	March 2016	March 2015	YoY Change
Ranked on Page 1	1,281	762	+68%
Ranked on Page 2	589	424	+39%
Ranked on Page 3	394	225	+75%
Ranked on Pages 4-10	2,453	1,304	+88%

Google Rank Improvements

- Sample of high-volume keywords that moved into Page 1 YOY

Keyword	Blended Rank March 2016	Rank Change vs March 2015	Page	Search Volume	Category
pink sale	10	+91	www.gotobermuda.com/travel-deals/	8,100	Regular Web Listing
hamilton bermuda	8	+93	www.gotobermuda.com/HubPage/CityOfHamilton/	3,600	Regular Web Listing
where is bermuda	5	+96	www.gotobermuda.com/about-bermuda/our-island/	2,400	Regular Web Listing
flights to bermuda	9	+92	www.gotobermuda.com/get-here/travel-basics/	1,900	Regular Web Listing
bermuda beaches	2	+99	www.gotobermuda.com/what-to-do/beaches/	1,300	Images
coco reef bermuda	6	+95	www.gotobermuda.com/where-to-stay/Coco-Reef-Bermuda/	720	Regular Web Listing
st george bermuda	6	+95	www.gotobermuda.com/St__George/	590	Regular Web Listing
what to do in bermuda	4	+97	www.gotobermuda.com/what-to-do/activities/	590	Regular Web Listing
royal naval dockyard bermuda	6	+95	www.gotobermuda.com/Royal-Naval-Dockyard/	480	Regular Web Listing
royal naval dockyard bermuda	10	+91	www.gotobermuda.com/Royal-Naval-Dockyard/	480	Images
america's cup bermuda	5	+96	www.gotobermuda.com/The-35th-Americas-Cup/	390	Regular Web Listing
bermuda golf courses	4	+97	www.gotobermuda.com/what-to-do/golf/	320	Regular Web Listing
crystal caves bermuda	8	+93	www.gotobermuda.com/Crystal-Caves/	320	Regular Web Listing
horseshoe bay beach	12	+89	www.gotobermuda.com/Horseshoe_Bay_Beach/	260	Regular Web Listing
christmas in bermuda	1	+100	www.gotobermuda.com/christmas-in-bermuda/	170	Regular Web Listing



2016 Bermuda Events

- New events page launched in early February
- 3,000 page views since launch

SEM Performance in Q1

- In Q1, SEM campaigns delivered a total of 96,144 clicks, with an average CPC of \$1.20 & a CTR of 1.91%. Total spend for the quarter was \$115,026.24, with 17,354 total conversions.

Month	Impressions	Clicks	CTR	CPC	Spend	Avg Pos.	Conversions
Jan	1,683,288	32,954	1.96%	\$ 1.18	\$ 38,731.11	1.6	4,541
Feb	1,825,601	33,100	1.81%	\$ 1.23	\$ 40,638.13	1.5	5,811
Mar	1,524,388	30,090	1.97%	\$ 1.19	\$ 35,657.00	1.5	7,002
Total	5,033,277	96,144	1.91%	\$ 1.20	\$ 115,026.24	1.5	17,354

- Bounce Rate for Q1 was 41%
 - down from the previous quarter of 44%, & down YoY from 48%
 - Industry goal we aim for is 45% or below
- CTR has grown YoY from 0.95% to now 1.91%

Campaign Performance in Q1

New Campaigns live in
Q1

- Pink Sale
- Warm Weather
- Seasonal Events
- Zika Free Vacation



Google Ads & Banners in Q1

Bermuda Beach Resort

Search All-Inclusive Resort Deals.
Book Your Vacation Today And Save!
www.gotobermuda.com

Beautiful Bermuda Island

Make The Best Of Paradise. Visit
Official Site For Deals & Specials!
www.gotobermuda.com

Stunning Bermuda Resorts

All-Inclusive Packages And Deals.
Book Your Stay Today And Save!
www.gotobermuda.com



Things to Do in Bermuda

Official Site: View Our List of 21
Free and Affordable Things to Do!
www.gotobermuda.com



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eNewsletters & Performance

eNewsletter Overview

PERFORMANCE AND INSIGHTS

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Overview & Highlights

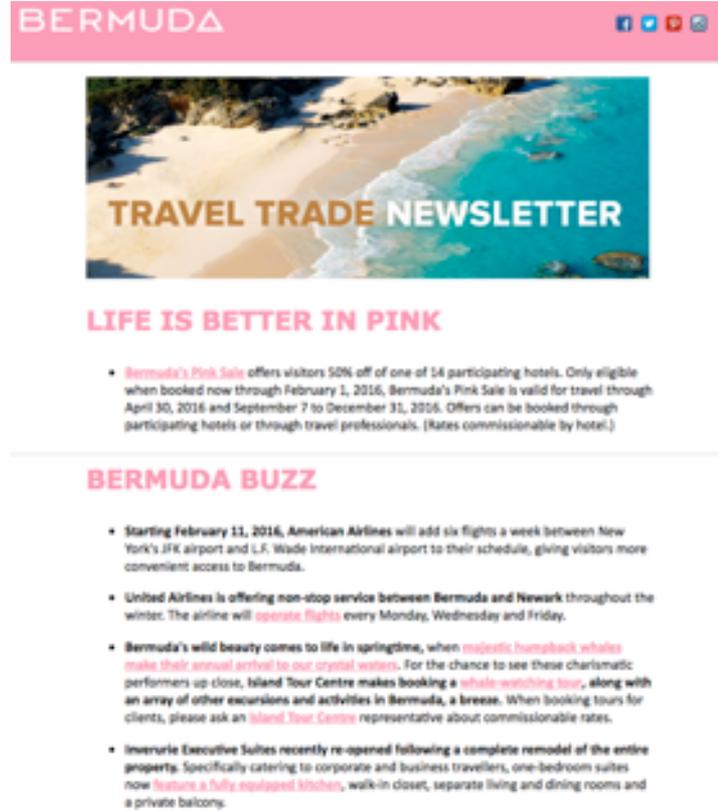
Q1 2016 ENEWSLETTERS

- **Template Changes**
 - In January, updated Constant Contact email template to incorporate the new brand look.
 - In March, introduced new, responsive template and started sending through ExactTarget.
- **Content Updates**
 - In addition to revising the template over Q1 2016, we have also added in a few different content areas to use within monthly eNewsletters.
 - In February, we introduced the “Upcoming Events” section and have updated it in March with the new creative. This will feature 2 upcoming events in the Bermuda area to get subscribers more familiar with what is going on in the area.
 - We now have the ability to add in featured social media content as a part of the new template. We will start testing this in April.
- **Monthly Results Recap**
 - January had the highest open rate (15.7%) compared to the other two months. This is attributed to the Pink Sale hero section.
 - March had the highest click-to-open rate (17.9%), increasing month-over-month by 10% and surpassing the highest Pink Sale CTO Rate by .9%. This was the first month we used the new responsive template which seemed to attract more of our openers to click-through.

Q1 Newsletters

JANUARY TRADE NEWSLETTER PERFORMANCE

- eNewsletter targeted towards travel trade (meetings, incentive and agents) to showcase new developments and experiences on island
- Distribution: 4,911
- Open Rate: 14.5%
- CTR: 4.8%



Q1 Newsletters

MARCH TRADE NEWSLETTER PERFORMANCE

- Distribution: 4,887
- Open Rate: 15.3%
- CTR: 5.8%

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RITZ-CARLTON RESERVE COMING TO BERMUDA IN 2018

- The Bermuda-based real estate company Morgan's Point Ltd. announced its plans for **Caroline Bay**, a development on the island's west end with a **79-room Ritz-Carlton Reserve, residences, restaurants, high-end retail shops and a mega-yacht marina**. Located in an area of historical significance on the western end of Bermuda, the site offers over 2.5 miles of shoreline and includes an expansive peninsula extending into the Great Sound. The property will operate under a long term management agreement with George's Bay Hotel Ltd. and George's Bay Residences Ltd. Construction for the project has already started and is expected to be completed in 2018. The Sales Center for The Ritz-Carlton Residences will be open on-site in June 2016 and the first building of Ritz-Carlton Residences are slated for completion in April 2017. [Renderings from SB Architects.](#)

BERMUDA BUZZ

- **Residence Hotel** announced it has been accepted as **Silver-level GreenLeader into the TripAdvisor® GreenLeaders™ program**, which helps travelers around the world plan greener trips by highlighting hotels engaging in environmentally-friendly practices. The property has also completed renovations on their Deluxe room category.
- In April, **Cambridge Beaches Resort & Spa** will introduce **10 newly renovated rooms**, featuring new bathrooms, soft goods, outdoor furniture and interior furniture. This fall, an additional 10 refurbished rooms will be unveiled.

Pink Sale Email Recap

INTERNAL DATABASE EMAIL DEPLOYMENTS

DIRECT EMAILING

TOUR OPERATORS' FLYERS CONTAINING SPECIAL OFFERS AND BDOT/RESORTS PROMOTIONS SENT TO OUR DATABASE OF TRAVEL AGENTS

AND CONSUMER (OVER 7.500 CONTACTS) http://www.gotobermuda.it/travel-deals/?utm_source=newsletter&utm_medium=email&utm_campaign=travel-deals#offerte

BERMUDA
Grotto Bay Beach Resort

BERMUDA
GROTTO BAY BEACH RESORT

NOTTI GRATIS 2016!
20/03-5/05 STAI 7 E PAGHI 5

Superior Ocean View da € 1.550 per persona

6/05-22/08 STAI 7 E PAGHI 6

Superior Ocean View da € 1.990 per persona

www.americaworld.it

BERMUDA
Hotelplan

BERMUDA

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SOGGIORNI DAL 01/06/2016 AL 30/09/2016

The Reefs****
9 GIORNI/7 NOTTI
In Camera doppia Pool side
Mezza pensione € 3.300*

Cambridge Beaches Resort*****
9 GIORNI/7 NOTTI
In camera doppia Standard water view
Pernottamento e prima colazione € 3.700*

www.americaworld.it

BERMUDA
Meridiana

BERMUDA

NEW YORK & BERMUDA
VIAGGIO di 10 GIORNI - MAGGIO-AGOSTO

NEW YORK
3 GIORNI - 2 NOTTI HOTEL BOW

BERMUDA
7 GIORNI - 6 NOTTI GROTTO BAY BEACH RESORT

Quota a persona da € 2.390

PARTENZE da NAPOLI E PALERMO

www.americaworld.it

BERMUDA
ALIDAYS BERMUDA

Incredibile BERMUDA!

NEW YORK - HOTEL BOW - 2 NOTTI
Lunedi-Venerdi solo pernottamento

BERMUDA - HOTEL GROTTO BAY BEACH RESORT - 6 NOTTI
Sabato-Domenica solo pernottamento

Quota a partire da € 2.340 per persona

www.americaworld.it

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Promotions & PR

Q1 Coverage Highlights

YTD COVERAGE SNAPSHOT

- Number of Articles: 37
- Impressions: 111,702,435
- Media Cost: \$2,201,127
- Average Score: 80



*Robb Report – February 2016 Issue:
America's Cup*

Q1 Coverage Highlights

WORTH MAGAZINE – February 2016 issue:
America's Cup



Canadian Yachting – January 25, 2016:
Gosling's Rum

Worth

SAILING FROM NEWPORT TO BERMLUDA

ONE OF THE GOSLING'S RUM BOATS IS ALSO ONE OF THE FINEST

BERMLUDA Bermuda 100 years anniversary is one of the most important events in the sailing world. It is a challenge to sail from Newport to Bermuda, a 2,000-mile journey across the Atlantic Ocean. The Gosling's Rum team is proud to be part of this historic event. The team is made up of the best sailors in the world, and they are all passionate about the sport. They are all looking forward to a great race, and they are all excited to be part of this historic event.

It's a big day for the members of the Gosling's Rum team. They are all looking forward to a great race, and they are all excited to be part of this historic event. The team is made up of the best sailors in the world, and they are all passionate about the sport. They are all looking forward to a great race, and they are all excited to be part of this historic event.

BERMLUDA Bermuda 100 years anniversary is one of the most important events in the sailing world. It is a challenge to sail from Newport to Bermuda, a 2,000-mile journey across the Atlantic Ocean. The Gosling's Rum team is proud to be part of this historic event. The team is made up of the best sailors in the world, and they are all passionate about the sport. They are all looking forward to a great race, and they are all excited to be part of this historic event.



Bloomberg.com – February 2, 2016:
Destination Feature

Q1 Coverage Highlights



THE WALL STREET JOURNAL.

A Bermuda Vacation: More Family-Friendly Than You'd Think

This prim-and-proper island may seem an unlikely choice for a spring-break getaway with the kids, but it's surprisingly easy and full of strategic distractions.



AN ISLAND KNOWN for exclusive golf clubs, rum swizzles and insurance executives may not seem like the ideal destination for a family with three young children under 9. But Bermuda, as my wife and I recently discovered over spring break, is as practical as it is picturesque—especially during the off season, November through March, when crowds have thinned and you can snag a deal on a hotel room big enough for your brood.

Wall Street Journal and WSJ.com –
March 19, 2016: *Destination Feature*



WestJet Magazine – February 2, 2016:
Dark 'N Stormy



Q1 Coverage Highlights

UPCOMING COVERAGE HIGHLIGHTS

- AAA Travelers Worldwide – April 2016 (Destination)
- LA Parent – May Issue
- WestJet Magazine – May Issue
- AAA Northeast (Destination):
 - Rhode Island – May 2016
 - Connecticut – May 2016
 - Massachusetts – May 2016
 - New Jersey – May 2016
- Recommend – June 2016 (Honeymoons)
- Destination Weddings & Honeymoons – June/July (Cocktails)
- Shape Magazine - TBD (Outdoor Gym Fitness FAM)
- Outside - TBD (Outdoor Gym Fitness FAM)
- Toronto Star – TBD (November Visit)
- NBC.com – TBD (January Visit)
- Black Enterprise – TBD (January Visit)
- Additional Hoffman Media placements – TBD (January Visit)
- Destinations Magazine – TBD (Cover of Issue)
- Hemispheres, John Scott Lewinski – TBD (ACWS FAM)



AAA Car & Travel – February 8, 2016;
Destination Feature

Press Trips

OUTDOOR GYM FITNESS FAM MARCH 2-6, 2016

- 4 Attendees:
 - Brittany Smith, Men's Fitness
 - Bill Springer, Forbes
 - Erin Beresini, Outside Magazine
 - Cassie Shortsleeve, Shape

Q1 INDIVIDUAL MEDIA VISITS

- Mimi Slawoff, LA Parent, March 28-31

Press Trips

COVERAGE GENERATED FROM PRESS TRIPS

MEN'S FITNESS

VIDEO: HOW ORACLE TEAM USA IS TRAINING FOR THE 2017 AMERICA'S CUP

Modern sailors must be healthier and fitter than ever for an increasingly physical sport. Here's how the defending champs are preparing to defend their title.



MensFitness.com – March 24, 2016:
America's Cup

Elegant, Exotic and English: Why Bermuda Is the Ultimate Island Escape



Forbes

As a guy who's been lucky enough to spend more than my fair share of time on exclusive islands around the world, and more specifically, summer getaway destinations in the Northeast—Nantucket, Martha's Vineyard, Cape Cod, coastal Maine, and the Hamptons—a recent trip to [Bermuda](#) has rocked my world.

Forbes.com – March 21, 2016:
Destination Feature

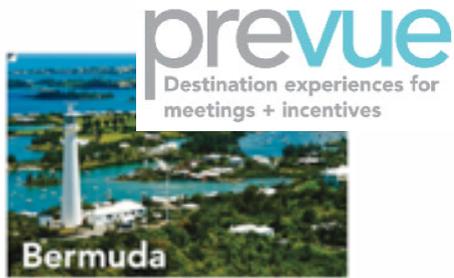
Men's Journal – March 4, 2016:
Destination Feature



BERMUDA

Press Trips

COVERAGE GENERATED FROM PRESS TRIPS



Bermuda
Authentic Caribbean adventures with a dash of European flair

Caribbean adventures with a dash of European flair... Bermuda is a unique destination that offers a perfect blend of natural beauty and cultural heritage. From its pristine beaches and turquoise waters to its historic architecture and vibrant traditions, Bermuda has something for everyone. Whether you're looking for a relaxing getaway or a more adventurous experience, Bermuda is the perfect choice.

Prevue – March 7, 2016:
Destination Feature



Destination Weddings & Honeymoons – March 30, 2016: Weddings



Virtuoso Life – March 16, 2016:
Destination Feature



National Post – March 21, 2016:
Destination Feature

Media Meetings

BOSTON MEDIA MISSION - MARCH 8

- Entertained six journalists at a press lunch:
 - Alexandra Pecci - Hemispheres
 - Bill Springer, Forbes
 - Tara Medeiros - Sip & Intermezzo
 - Cassie Shortsleeve, Shape
 - Kim Mackinnon - Boston Globe
 - Steve Jermanok - Boston Globe, Yankee Magazine

UK PR Report Q1 2016

PR INITIATIVES

- Total earned media coverage **168 articles** with **AVE of \$598,836**
- Features published from press trips inc Hello, Tatler and Yachts & Yachting
- Secured key articles in Mail On Sunday, Vanity Fair, TTC, Selling Travel, Travel Bulletin and Travel Weekly
- Family Traveller - 26 page guide to Bermuda
- Tatler & Vogue advertorials
- Developing and implementing PR plans for 2016
- Regular pitching of what's new and travel trends to media and influencers to produce consistent coverage and secure places for forthcoming press trips
- Worked closely with partners inc tour operators, the 1851 Trust and RYA to maximise coverage opportunities, announce new products and source special offers
- Coordinated with on-island partners including hotels and the RBYC to promote new products
- Negotiations with Shakespeare's Globe regarding The Complete Walk partnership and arranged filming access

Press Review



Bermuda: 13 esperienze da fare nell'isola rosa aspettando la Coppa America

Alla scoperta dell'isola atlantica che ospiterà le regate della prossima America's Cup. Vi portiamo fra le spiagge color cipria, le grotte spettacolari e le tradizioni di questo lembo di oceano dal carattere british e dal sorriso caraibico

BERMUDA

Press review



Mostrì marini ai piedi del faro: isole Bermuda con bambini - Playground Around The Corner

Home

Mostrì marini ai piedi del faro: isole Bermuda con bambini

Scritto da Mary Frances



Pieno alle isole Bermuda e ti ritrovi un mare meraviglioso: spiagge bianche (ma anche rosse), acque cristalline e un luogo sereno, adatto ad una vacanza con bambini. Ma c'è chi ama questa isola e scopre che sono bellissimi i bellissimi playground che rendono le isole Bermuda con bambini una destinazione davvero perfetta per un viaggio.

→ continua la lettura



Bermuda, il Tropicò a 2 ore da

di Micaela De Medici

Tweet | Ricommand | Share | 82 | G+ | 8



TTG ITALIA | future vacanze | La vacanza selezionata | future

PRIMA PAGINA | ULTIME NOTIZIE | DOSSIER | BLOG | IL MIO TTG | TTG REPORT | SPOTLIGHT | Cerca

TUTTE LE AGENZE VIAGGI | [VACANZE](#) | TRASPORTI | ATTUALITÀ | INTERNAZIONALE | INCASSI | HOTEL | PEOPLE | EVENTI | TECNOLOGIA | IL VIAGGIO

Disney | Scopri l'Estate Magica e come prenotarla | 15 marzo 2016 | [ISCRIVITI AL WEBINAR](#)

America del Nord, Bahamas e Bermuda, ecco i nuovi itinerari Ncl

Nuovi itinerari e crociere all inclusive. Queste le novità di Ncl per la stagione estiva 2017 su America del Nord, Bahamas e Bermuda.

La compagnia di crociere ha alzato ufficialmente il velo sulla nuova programmazione, che sarà prenotabile dal 22 dicembre 2015 per i membri di Latitude Rewards e i travel partners, per poi essere disponibile in larga scala a partire dal 23 dicembre.

BERMUDA

Social

BERMUDAΔ

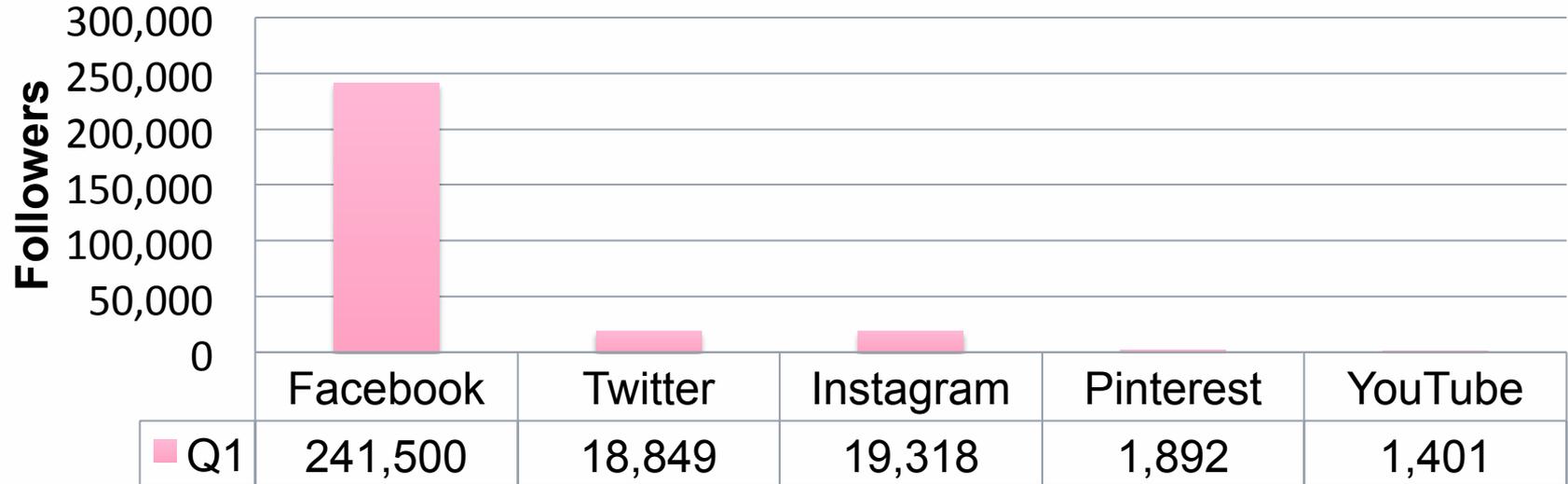
Social Media Advertising

Q1 2016

BERMUDAΔ

Q1 Social Channel Growth Highlights

- Adding more tweets to or posting cadence led to boosts in engagement and audience numbers on this channel
- Content on both Pinterest (two new pinboards) and YouTube (nine new video uploads), which lifted audience growth on these channels this quarter
- Continued to optimize content to increase reach, i.e. posting videos natively, creating content that produces engagements favored by network algorithms (especially Facebook) and optimizing YouTube for search



Q1 Social Media Engagement Highlights

- Since [Facebook's recent algorithm change](#), paid support of posts is essential for content to be visible to more users. We have been closely monitoring this and adjusting/optimizing paid strategy.
- Interactive content (i.e., Twitter polls) performed extremely well on all channels
- Engagement on Instagram increased 46% month-over-month. In previous months, the average engagement total was (10,600). This month Bermuda garnered over 20,000 engagements.



- Total Engagements: **179,350**
- Total Reach: **2,155,163**
- Engagements per Post: **1,062**



- Total Engagements: **19,751**
- Total Impressions: **828,520**
- Engagements per Tweet: **1,623**



- Total Engagements: **50,585**
- Engagements per Post: **538**



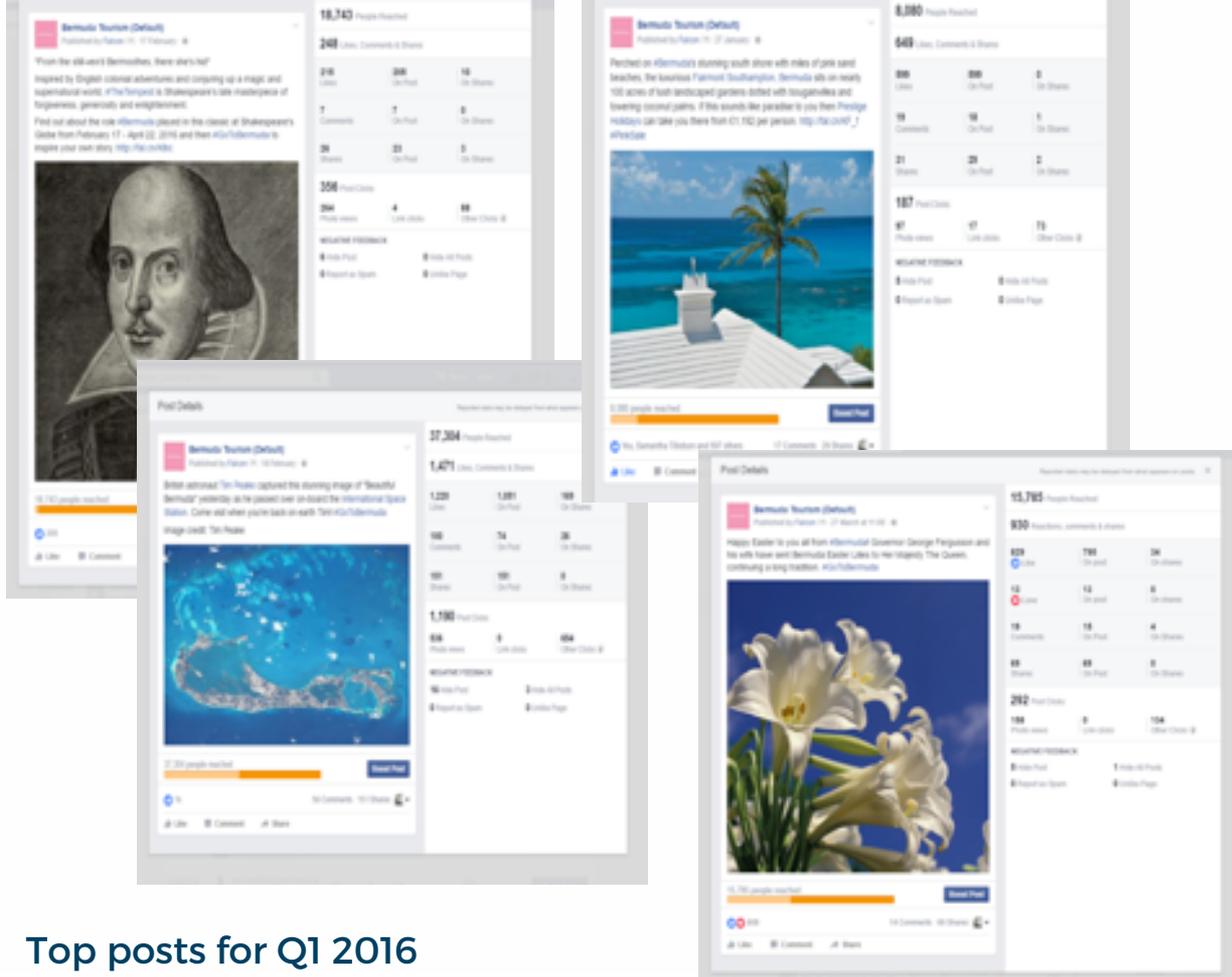
- Average Daily Impressions: **27,937**
- Average Daily Repins: **10**
- Average Daily Clicks: **7**



- Total Video Views: **43,658**
- Average Daily Video Views: **485**
- Total Engagements: **527**

UK Social Media

- UK Facebook community grown by 2372 to a total of 14,832 fans
- Total reach 231,410
- Total engagement 11,280
- Most popular post Tim Peake's Beautiful Bermuda from space with 977 likes / shares & a reach of 18,175



Top posts for Q1 2016

Co-op Marketing



Carrèblu Maggi Esclusivi
1 like · 0 comments

#estate #bermuda

Le Bermuda sono un arcipelago situato nell'Oceano Atlantico a circa mille chilometri al largo della costa del North Carolina e rappresentano la quintessenza del turismo. Possiedono la più alta percentuale di turisti che ritornano, chiara testimonianza della bellezza delle isole. I dolci rilievi ricoperti da un fitto manto di un verde brillante, il candore dei tetti che spiccano al sole, i dolci colori pastello delle case, i fiori dalle mille e mille sfumature, le spiagge rosa e il mare blu e turchese dalla trasparenza del cristallo: ecco cosa aspetta il turista al suo arrivo ad Hamilton, la capitale. Scopri tariffe e promozioni sul nostro sito:
<http://www.carreblu.travel/.../isole-.../category/bermuda-2.html>



4 · 23 Views

Like Comment Share

Carreblu Tour Operator based in Torino, published an videoclip on social media promoting Bermuda for the forthcoming summer season. (16/03/2016)

PINTEREST
101 FOLLOWERS

Increased by 80 followers since March 2015



Investment Division

During Q1 of 2016, the Investment Division focused on the following:

The investment division continued its mandate of developing an investment environment for domestic and international investors and operators in Bermuda. The division remains focused on working with the Bermuda Government to introduce revised legislation to attract foreign direct investment and review and modernize legislation that currently retards investment in tourism related industries. The outreach to both local and international investors and operators as well as infrastructure service providers remains a core activity and focus.

Activities and accomplishments during the quarter included:

- The Morgan's Point Ltd revised private act and financial guarantee were passed in Parliament.
- With Ministry of Public Works, reviewed the Horseshoe Bay transportation hub redevelopment costs for final Cabinet's capital approval.
- Participated in the selection of the Horseshoe Bay concessionaire as part of the Government committee.
- Joined WedCo sub committee charged with identifying, through public consultation, the potential end uses for Cross Island, Dockyard post America's Cup.

Activities and accomplishments, con't

- Met with key stakeholders in an effort to broaden the BTA's Tourism Infrastructure Plan.
- Introduced international hotel brands to Bermuda developers.
- Continued attendance at investment and development conferences to raise awareness of impending changes to Bermuda's investment environment.

Operations Division

For the Operations Division, Q1 was focused on grass roots community outreach and tourism appreciation programmes, widening stakeholder engagement, growing the Island's Certified Tourism Ambassador force and BTA's internal performance measurement process.

HUMAN RESOURCES

As at March 31, 2016 BTA had 39 employees in the Bermuda and New York offices. This includes full time permanent staff and one full time-fixed term contract.

The breakdown of the divisions is as follows:

Investments	2
Operations	11
Product & Experience	6
Research & Business Intelligence	2
Sales & Marketing	18

There were no new full-time employees hired in Q1, and no resignations/terminations. One BTA employee is continuing their secondment with the ACBDA through the America's Cup races in 2017.

BTA ROTATIONAL PROGRAMME

BTA's first Rotational Development Programme participant commenced participation in the programme in Q1. This initiative, part of the BTA's succession planning and retention initiative, seeks to identify and prepare competent individuals to move laterally or into key positions in the organization. As part of the year long programme, participants will rotate within internal divisions to gain a greater understanding of how each contributes to the overall goals of the organization; while external

PERFORMANCE MANAGEMENT

Keeping in line with the BTA's commitment to retaining and motivating performance of employees by tying monetary incentives to high performance, the formal performance appraisal process was conducted in March 2016 in New York and Bermuda. Absent a finalized budget, goals and objectives for 2016 were to be finalized by end-of-April 2016.

COMPENSATION REVIEW

BTA's compensation philosophy is reflective of its desire to be a high-performance organization that meets objectives through effective teamwork: Hire employees at the low/mid-range of their respective salary band and provide opportunity for additional compensation based on performance. Team performance, and the individual effort therein, as well as the process for recognition and retention of high performers separate, was the subject of a full review in Q1 by both Operations and the Board and relevant adjustments are expected to be made during Q2.

REVIEW OF BTC JOB BANDS

The review of BTA positions and their relevant job and salary bands, encompassing Bermuda and New York, was completed in Q1 as well. This exercise highlighted the complexity of BTA's compensation programme due primarily to the lack of comparable positions in Bermuda (outside of IB); staff expectations based on a former unionized environment; the evolving nature of a new enterprise; budget uncertainties and the subsequent impact on goals and objectives; and the drive to build a high performance culture under intense public scrutiny.

MEASUREMENT AND METRICS

An Employee Survey will follow the conclusion of the performance appraisal period to gain feedback and identify areas where staff engagement can be strengthened. HR will continue to use the questions and responses to this survey as well as other “heartbeat” questions going forward to assist in tracking the success of, and improving the effectiveness of, organizational initiatives, programmes and goals to ensure alignment with BTA goals, employee perceptions and expectations, and the organization's unique culture.

Training & Standards



NATIONAL STANDARD SERVICE PROGRAMME

During Q1, BTA initiated the second stage of the National Service Standards Programme, which focused on fully defining industry service standards. As addressed by the National Tourism Plan, addressing service standards to provide a level of consistent service delivery is vital to enhancing visitor experience. The goal of this phase “to enhance the visitor experience and build a positive destination image,” is one shared by stakeholders throughout the tourism value chain.

Industry input was sought to identify and build core service principles for Bermuda’s tourism sector. An online survey was deployed and received a high rate of response. Focus groups will be held in Q2 after which there will be a full debriefing of the results, including a sustainable implementation pathway.

CERTIFIED TOURISM AMBASSADORS (CTA)

At end of Q1, 157 new customer-facing/front line hospitality and tourism employees had registered to participate in the Certified Tourism Ambassador (CTA) programme. 583 have now completed the course since its inception and are recognized as CTA’s.

Public & Stakeholder Communication

BRING IT HOME CAMPAIGN

For the release of the Bring It Home Campaign Q4, 2015, the message focused on the economic impact of group travel. Designed to motivate members of the public to influence the group travel decisions of friends and colleagues, it demonstrated how individual action could positively benefit the local economy.

In Q1 2016, the focus shifted to sports tourism and motivating members of the public to use their personal passions to inspire group travel. BTA profiled ads and social media posts that centered on the Aerial Re Rugby 7s tournament and the Area Permit Invitational Track Meet.



Tourism Forward TV

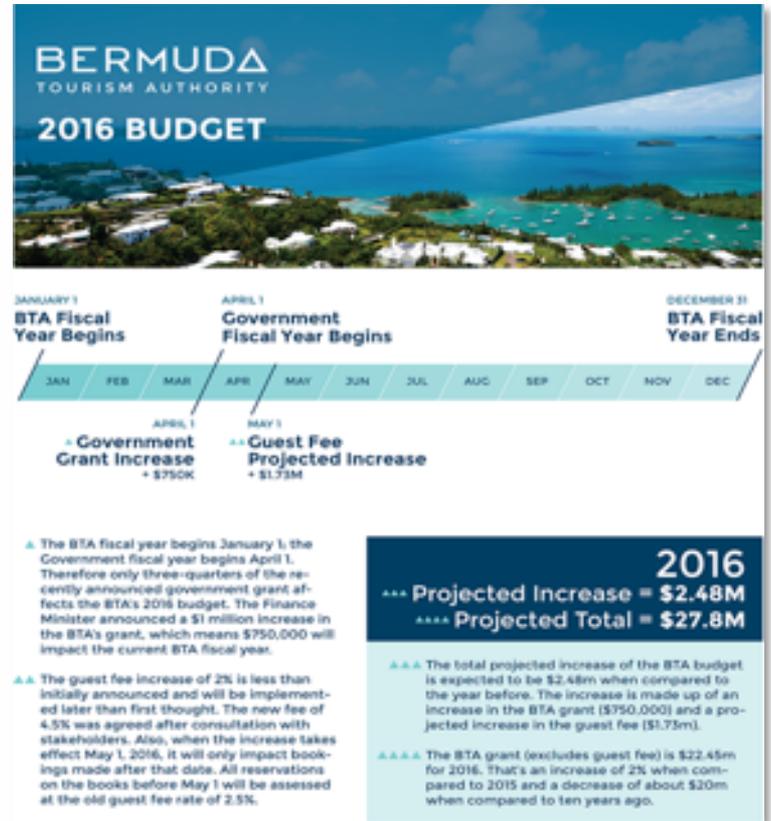
Beginning Q1, the first Friday of each month is Tourism Forward Friday and BTA distributes to stakeholders a short video that focuses on one relevant topic concerning the industry. This reuse of material not previously shown during the Tourism Forward television series in Q4 2015 and early Q1 2016, is a cost effective way to way for BTA to continue highlighting the wide-range of activities and programmes under remit. In addition to e-mail distribution, the video content is shared with Bernews who posts it as part of an advertorial agreement.

HERE'S WHAT HAS BEEN COVERED THUS FAR:

- February – Group Travel & Employment
- March – Bermuda Brand Identity

2016 Budget

Unexpected developments around BTA's 2016 budget made for a very difficult communication message. The Finance Minister's projections on the increase of the BTA budget, which were delivered in the House of Assembly and widely reported, were overstated by about 50%. However, as no mechanism existed for the Finance Minister to correct the record, it fell upon the BTA to communicate the revised number to the public. Not to have done so risked measurement of the BTA's 2016 performance 2016 on a \$5.3 million budget increase when in actuality the projected increase is \$2.48 million. This information was communicated directly to stakeholders using an infographic designed in house.



Simpleview & Distribution

The work completed on BTA's new CRM and email marketing platform helped to launch the programme in Q1. It is used to communicate with stakeholders and local media more effectively. However, with many more tools to utilize, there is an ongoing process to roll additional functionality into the everyday operations of the BTA.

Beach Economy

Interest in the work of BTA's internal Beach Economy Working Group, led by the Director of Stakeholder & Public Relations, has intensified. Presentations of the group's findings have been shared with a vast array of stakeholders including Cabinet's Economic Development Committee, BEST and the Parks Commission, and the summary findings have been published to the BTA's corporate website.

Work is currently underway by the Government to share the information more widely with its efforts being assisted by BTA.

Tourism Appreciation

#LOVEMYBERMUDA PHASE III

This grass roots campaign continued as the BTA engaged local high schools in the #lovelybermuda video challenge. Two schools, MSA and Berkeley, participated utilizing SocialBox, an interactive photo and video booth that allows users to post their content online instantly.

In addition, a radio and video campaign featuring Certified Tourism Ambassadors (CTAs) was produced to air throughout April's Hospitality Month. The spots feature CTAs, selected from a cross-section of the industry, sharing why they feel the CTA programme is important and expressing how their love for Bermuda impacts their careers in the hospitality industry.

PHC COMMUNITY DAY

BTA signed on as a sponsor of the Pembroke Hamilton Club's (PHC) annual Good Friday Community Day to further fulfill its mandate to increase tourism appreciation. The event, titled #lovemybermuda, provided an ideal opportunity for outreach both onsite and across social media channels.

Hundreds of spectators actively engaged on their social channels throughout the day or directly through the BTA social tent. Content was streamed live from participants who were posting images and videos on Facebook, Instagram, Twitter and others during the event. BTA's visible presence, positive community engagement and #lovemyBermuda theme will be repeated at this event next year.



Neighbourhood Beautification

In support of BTA's mission to reinforce its role as a vested community partner, the Neighbourhood Beautification Programme (NBP) was launched at the end of Q1 with the following objectives:

- Build coalitions with key community constituencies
- Demonstrate the positive impact individual action can have on the tourism product and vice versa
- Raise community confidence in the BTA

The initiative, launched after more than six months of collaboration with the public and private sector, also serves to create a heightened sense of community and pride. Not only does the NBP serve a practical purpose, such as clearing and revitalizing roadsides in Bermuda, it also gives residents a greater sense of unity, friendship, and collective purpose.



Neighbourhood Beautification, Con't

BTA partnered with businesses and support organizations who collectively utilized their expertise and resources to ensure the project's success, including: Keep Bermuda Beautiful, The Bermuda Landscaping Association, Almeida's Landscaping, Ministry of Works & Engineering/Highways; SAL Limited and Butterfield & Vallis.

Horseshoe Road, selected as the pilot for NBP, required the collective efforts of neighbours, professional landscapers and outside volunteers to tackle trash pick-up, the clearing of landscaping and cutting back foliage. By all accounts, the pilot was a success, demonstrating community spirit and a noteworthy end result.

This is a three-part programme, addressing soft and hard landscaping issues as well as beautification. After completing a second pilot location in Q2, NBP will open for the wider community to participate.



Out There

HAS ITS OWN MYSTIQUE.

BERMUDAΔ