

BERMUDA

TOURISM AUTHORITY



2020 Year in Review

About Bermuda Tourism Authority (BTA)

The Bermuda Tourism Authority (BTA) is an award-winning, accredited destination marketing organisation that promotes Bermuda internationally and works to empower our tourism industry stakeholders. Explore Bermuda's National Tourism Plan at [BermudaNTP.com](https://www.gotobermuda.com/bta).

<https://www.gotobermuda.com/bta>

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Year in Review

2020: Putting A-G-I-L-I-T-Y into action

The National Tourism Plan has proven yet again in 2020 to be a winning strategy to engage our community and take Bermuda's tourism economy to the next level, even in challenging times. Aligning with the plan, the Bermuda Tourism Authority's 2020 Year in Review is structured under its seven core pillars that spell A-G-I-L-I-T-Y. Explore our past year's highlights and achievements via these focus pillars, our roadmap for success:



Awareness & Relevance

While many people have heard of Bermuda, relatively few know what makes us original so they choose to go elsewhere. We must focus our resources to make the right audiences more familiar with Bermuda and break through the 'noise' of other destinations.



Greener

Paying attention to our environment is not only good for Bermuda in general, it is good for business. Eco-tourism is a fast-growing trend and our clean ocean and beaches and healthy reef provide important draws for visitors. However, we can do better – and become greener.



Infrastructure

A healthy tourism industry relies on a solid infrastructure to enable us to deliver our distinct experiences to our visitors. While our infrastructure is generally good, there are important ways it needs to be upgraded, most notably in transportation, the waterfront (Hamilton, St. George), utility costs, technology, shopping/retail and accessibility for disabled visitors and residents. In addition, the myriad laws and regulations governing our industry should be simplified and updated.



Local involvement

Tourism in Bermuda can only grow through and with the support of its residents. Visitors to the island cite interactions with locals as one of the best parts of their trip. Yet many young Bermudians currently don't see tourism as an appealing career. And many locals do not yet view tourism as vital to our economy. As the largest private sector employer in Bermuda, and a proven growth engine, we need to change these perceptions and engage all residents in the tourism industry.



Innovation

The world of travel is shifting quickly and it's critical that we keep up with new developments in travel and tourism, and meet the evolving needs of our target visitors. This means that we need to promote an entrepreneurial culture, utilise technology and data in new ways and, perhaps most importantly, 'think like a visitor' as we develop new products, services and experiences.



Teams & Groups

MICE (Meeting, Incentive, Conferences and Exhibitions), sports teams and events are an important source of visitors throughout the entire year, not only contributing economic impact to Bermuda but also Bermuda's profile. While we have excellent facilities for certain sports and meetings, we have the opportunity to offer a more seamless experience for organisers, leveraging new trends and technology to meet the expectations of participants and meeting planners.



Year-Round

Bermuda's seasonality places significant stress on the island and tourism-related businesses that have to contend with massive ebbs and flows. Cruise ships, while important to Bermuda's tourism industry, contribute to this seasonality. We also often apologise for our non-summer months but generally our weather is enjoyable year-round, especially to visitors from the northeastern U.S. and Canada.

2020 Overview

2020 YEAR IN REVIEW

Dear Stakeholder,

One of the greatest strengths of the Bermuda Tourism Authority (BTA) has been its ability to plan—and plan well. Our National Tourism Plan released in 2018 is the seminal example: eight months of research, examination of historical context and meticulous consultation. It has been the destination’s North Star.

In 2020, however, a once-in-a-century pandemic changed everything —suddenly and dramatically.

For three quarters the global travel industry was completely upside-down. Commercial airline schedules were halted, cruise lines stopped sailing, hotels shuttered their doors and tourism workers were suddenly jobless. Globally, tourism stopped. There was no plan for this. And hastily created work-around strategies had to be written, scrapped and rewritten as scenarios changed seemingly week-to-week.

The Board of Directors’ core function of setting strategic goals was severely hindered, the same is true for the management team trying to balance the safety of our community and the restart of tourism.

The year-end Bermuda tourism industry performance statistics show the hard truth of a difficult year:

- o Total leisure visitors spending down 88.7 percent compared to 2019
- o Total air visitors down 84.4 percent compared to 2019
- o Leisure air visitors down 86.6 percent compared to 2019
- o Cruise visitors down 98.3 percent compared to 2019
- o Airline seats flying to Bermuda down 70.6 percent compared to 2019

Among the year’s gloom, there was a sliver of positive momentum in late summer and early fall which permitted some much-needed economic activity in tourism. An inspiring, albeit short-lived, gradual recovery took shape late in the year as seen in these figures showing 2020 performance versus the same month in the prior year:

- o In July, 5 percent of leisure air visitor volume had returned
- o In August, 10 percent of leisure air visitor volume had returned
- o In September, 16 percent of leisure air visitor volume had returned
- o In October, 26 percent of leisure air visitor volume had returned

In November the recovery figures began to fall off as the pandemic’s winter surge took hold in the United States, Canada and the United Kingdom. That notwithstanding, the initial industry performance upon reopening the border provided important lessons.

Bermuda’s traveller arrival process of aggressive COVID-19 testing, perhaps the most rigorous in the world, was a critical factor in consumer decision making. It was the number one reason consumers chose Bermuda in the second half of last year. In exit surveys, 98 percent of travellers said they felt “safe” or “very safe” from COVID-19 while in Bermuda between July and December 2020.

The same sentiment motivated the PGA TOUR to make the Bermuda Championship in October the first golf tour event to permit live spectators since the onset of the pandemic. Professional sport organisers of sailing’s Bermuda Gold Cup and World Match Racing Tour and rugby’s World Tens Series had the same confidence in Bermuda for their events—holding them in a destination where they found safe haven in a way no other destination could replicate in the fourth quarter of last year. Stunningly, there was almost a 30 percent increase in sports visitors year-over-year in the month of October—an incredible feat during the worst pandemic in a century.



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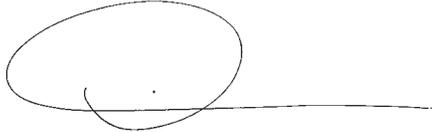
Visitors from the United Kingdom took particular interest in Bermuda as their government-approved options to get away were reduced to a relatively small number of countries. Thanks to its health and safety record, Bermuda was on that list. At year-end, visitors from the U.K. market proved to be the most resilient of the island's source markets, with leisure air arrivals down 71 percent year-over-year—outperforming the rest of leisure air arrivals which were down 87 percent overall.

Like all air visitors in 2020, British visitors stayed longer than is typical. On average, leisure visitors from all countries stayed three days longer than they did in 2019—about eight days as opposed to five.

The ultimate extended stay rests with the Work from Bermuda Certificate programme. The government's policy pivot to attract digital nomads—especially at the executive level—was matched with advertising and public relations strategy from the BTA. Digital and print advertising, public relations and email marketing combined to generate an estimated \$4 million in media value around the world and more than a billion estimated impressions.

While sports tourism and superyachts, U.K. visitors and digital nomads were silver linings in a dark and difficult year, even combined they do not come close to making up for what was lost in 2020. They all have aided in Bermuda's slow and gradual recovery, but for some there is no recovery—businesses permanently closed, jobs permanently lost and an industry still filled with uncertainty. Nonetheless, by year's end, one thing was clear: Bermuda fared better through this storm than many competing destinations and is positioned well to recover faster too as travel habits are forecast to have some normality by the middle of 2021.

Sincerely,

A handwritten signature in black ink, consisting of a large, stylized loop followed by a horizontal line extending to the right.

Wayne Caines, JP, MP
Chairman of the Board

2021 Outlook

2020 YEAR IN REVIEW

Dear Stakeholder,

Reluctance to travel due to health and safety concerns and restrictive protocols remain enormous barriers in 2021, at least for the first half of the year. However, these barriers should subside as the months tick by, giving reason for cautious optimism beyond spring.

In the lead up to Bermuda's commercial air corridors reopening to regular traffic, the Bermuda Tourism Authority (BTA) believed high net worth travellers would be the first to seek leisure trips once deemed safe to do so. Jetsetters, as the BTA calls this audience, is a traveller segment Bermuda can win.

Between the date when regular commercial air service resumed in July 2020 through the end of the year, a larger than normal share of air visitors was earners with annual household income above \$250,000, according to visitor exit survey data. This was a predictable outcome. However, the surprising statistic is travellers with income above \$500,000 per year—growing from 7.5 percent of total visitors to 14 percent.

With less airline seat capacity and fewer hotel rooms available in 2021, high volume tourism will be very slow to return. And while Bermuda is forced into a situation of lower visitor arrivals, it has a tremendous opportunity to attract consumers who will spend more per person and stay longer. Rosewood Bermuda, The Loren, Azura, the soon-opening St. Regis and other luxury properties around the island arm our destination with the hotel inventory necessary to meet the desires of this audience.

The BTA is recalibrating 2021 marketing activity to leverage this luxury traveller trend. Experience development will need to pivot as well. Executing well with this travel segment will accelerate the country's tourism recovery.

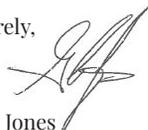
British Airways' London service shift from Gatwick to Heathrow in late March should also help to accelerate the tourism recovery. The BTA has readied itself and stakeholders for this moment. The first step is securing marketing resources on the ground in the UK market, the first time Bermuda has done so in several years. The conditions warrant the change as the destination pursues an increased share of leisure visitors from London and surrounding areas. London has now been elevated as a geographic focus area in the National Tourism Plan, which paves the way for more European travellers to consider Bermuda too because they are more conveniently connected to the island through Heathrow.

The BTA is also leaning into the stimulative opportunity presented with the season two start of SailGP. Bermuda Grand Prix presented by Hamilton Princess is a globally televised made-for-TV sailing event in April. It will bring valuable exposure to the destination and as long as it's safe to allow spectators, it should drive high-spending visitors to the island as well—re-establishing tourism-related income for small business owners, hotel workers and others.

Look out for superyacht guests too. At the start of 2020, Bermuda enacted new policies and legislation that make the island more competitive at attracting this kind of luxury travel segment. The BTA is planning 2021 sales and marketing activity in this space to drive a greater number of superyacht visitors and charter guests, proven to be a sizable economic stimulus for the destination.

Heading into the New Year many of the struggles from the prior year linger, setting up a very uncertain start to 2021. Nonetheless, the right set of travel protocols, airlift and destination marketing by summer should give Bermuda a leg up on its competitors—right at the time of year when the island traditionally sees the highest number of visitors.

Sincerely,



Glenn Jones
Interim CEO, Bermuda Tourism Authority



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Awareness & Relevance

2020 YEAR IN REVIEW

Differentiating Bermuda

The BTA Sales & Marketing team use their intricate knowledge of Bermuda's tourism product to create wonderfully alluring stories to entice visitors to our shores. Stories that spread far and wide to an audience who either pass the story on or make the journey to our island destination themselves. It takes foresight and planning to know which stories to tell and when. And then for those stories to come to life here in Bermuda at the local BTA teams and stakeholders turn promises into memories so that they continue upon their return, albeit as word of mouth.

It was no different in 2020, even though the challenge of COVID-19 made the tale and the telling a little different. The year started out well with everything in place and ticking over, until the pandemic caused the team to respond quickly to closing borders and change its thinking, its course and its approach so that Bermuda would stay top of mind as a desirable destination to travel to, once travel returned. Initiatives never previously considered were conceived, created and executed – such as the hugely successful Work from Bermuda programme. Internal reflection turned into inside-out promotions and messaging alleviated the wider world's concerns with **"We are Safe and Open"**.

The year was not only about adapting to and recovering from the impact that COVID-19 had on the industry. The conversation continued around the island's beauty, infrastructure, culture, adventures and experiences, because everyone knew that Bermuda needed to prepare for beyond the pandemic, and the entire BTA team would always keep the future in sight, building awareness and keeping the tales relevant to what would happen next.

Work from Bermuda



What became the biggest PR win for Bermuda in 2020, showcasing how local and overseas stakeholders could make things happen quickly and successfully was the Work from Bermuda programme.

In July, The BTA worked closely with the Ministry of Labour to build out a policy framework to advance a new one-year residency policy, the Work from Bermuda (WFB) Certificate, which would allow executives and students to work and study remotely from the island in a stunning and worry-free

environment. After the policy was announced to take effect from August 1, the BTA arranged for the Premier to talk with a reporter at Bloomberg News, leading to a same-day online story that was widely shared. The policy aimed to attract an increased population, plus more spending in Bermuda's tourism and general economy. BTA worked in collaboration with the Bermuda Business Development Agency (BDA), the Bermuda Government, and related stakeholders to finesse the policy framework and to create a marketing plan for the WFB launch.

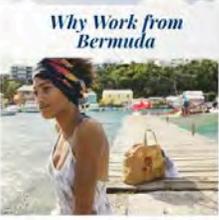
The BTA joined the BDA on two working groups that helped guide the Government throughout its decision-making in this effort and collaborated on two projects after the programme's launch: the creation of a WFB networking community of new and existing residents, and a joint webinar on August 26 to announce the programme to local tourism and business stakeholders. The webinar attracted more than 160 registrants and garnered positive feedback from the community. The session featured a panel that included new WFB arrivals who extolled the programme and working life in Bermuda.

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Work from Bermuda Web Page

A special section on gotobermuda.com launched July 31: its landing page generated 14,842 page views in a single week. And the share of WFB applicants with chief/owner/director/president in their corporate titles was found to be as much as 25 percent.

RESOURCES AND INFO TO KNOW



Why Work from Bermuda

A blue-chip destination with business infrastructure, contemporary culture and healthy, luxurious island living.

[LEARN MORE](#)



Apply for Work from Bermuda Certificate

Upgrade your work-from-home. Work or study remotely from your new island home for up to a year.

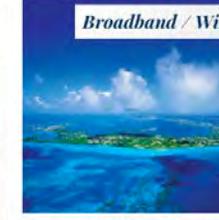
[APPLY HERE](#)



Vacation Rentals & Realtors

Live and work from one of many colourful long-term vacation rentals with stunning views.

[BROWSE RENTALS](#)



Broadband / WiFi

Speeds up to 500Mbps and seamless all over coverage provide solid WiFi connection across Bermuda.

[GET WIFI DETAILS](#)



Extended Hotel Stays

A variety of hotel properties, from resorts to cottages, are offering extended stays in their worry-free environments.

[EXPLORE YOUR OPTIONS](#)



Electric Car Rentals

Eco-friendly electric vehicles allow you to explore the whole island, in style. Long-term rentals available.

[EXPLORE CAR OPTIONS](#)



Concierge Service

The Bermuda Business Development Agency's Concierge Service assists with every detail of your move.

[SEE SERVICES](#)



Remote Workspaces

Offering well-equipped executive board rooms and training spaces to private offices and collaborative spaces.

[FIND A WORKSPACE](#)

WFB In the Media

The BTA and its public relations agencies promoted the Work from Bermuda programme and the response to it went beyond expectations, resulting in more than 160 articles about the programme alone, resulting in 1,801,423,094 impressions with a value of \$3,770,422. Coverage included hits in top-tier publications such as The New Yorker, The Wall Street Journal, and The New York Times, as well as an array of broadcast segments, and positioned Bermuda as one of the top destinations to consider for a remote working year.



THE NEW YORKER

Bermuda Wants You!

While Stateside tourism boards take a break from beckoning visitors, a new twelve-month certificate invites the working-from-home set to hole up in Bermuda.

By Charles Butler



THE WALL STREET JOURNAL

Why Tourist Spots Like Bermuda Are Offering Remote-Work Visas

With offices still shut and schools in limbo, a handful of resorts and resorts are offering WFH warriors to park their laptops in some scenic surroundings.

OFFICE SPACE: Aaron Wasserberg (left) sits on the job, in the 2012 film 'A Thousand Words,' (right) via Shutterstock.com/istockphoto.com

By Duane Egan

Aug. 27, 2020 2:01 pm ET



The New York Times

Go Abroad To Work From Home

As the world grapples with the coronavirus pandemic, a handful of countries are offering remote workers visas.

THE NEW YORK TIMES

The New York Times Destination Highlight

October 18, 2020



NATIONAL GEOGRAPHIC

Is the office obsolete? Many travelers hope so

Bermuda launched its Work From Bermuda program last month, allowing travelers to stay up to a year, without tax, after securing a \$262 visa. New Yorker Ewan Michael Anderson isn't applying for the visa but has been surprised to find himself working from the British territory. He goes there every summer to visit family and was amazed the pandemic would do this. But the island reopened to Americans on July 1, and he went, intending to stay for two weeks of vacation. When it came time to leave, his suit asked him if he really had to go.

While this 14-day period is longer than most vacations, it would be do-able for extended stays. Even if there's no mandatory quarantine, Lee recommends doing a self-imposed one and continuing to social distance, wear masks, and avoid indoor gatherings afterward. So far, neither Bermuda nor Barbados has seen a spike in cases, but digital nomads should still take care, especially as epidemiologists expect another surge of infections this fall.

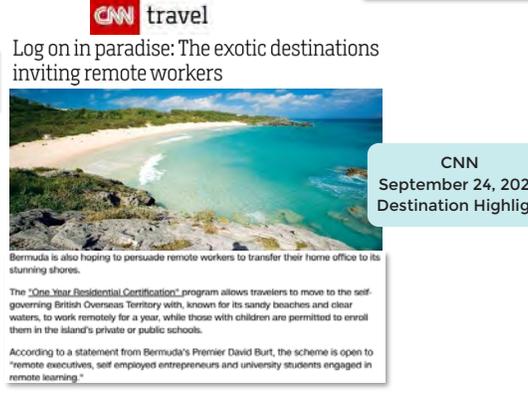


BBC

The new residency schemes inviting workers abroad

New Zealand is helping also doesn't have its return, in New York City - all about for a while. She's applying for a new two-year residential certificate via the Work From Bermuda programme, which would allow her to stay in August. It would allow her to legally live and work remotely for up to 12 months in the British Overseas Territory, which lies in the North Atlantic about 1,000 miles off the US's North Carolina coast.

Bermuda is among a handful of small territories and nations around the globe which, after successfully managing the first wave of the virus, are now launching year-long remote worker visas in hopes of cultivating battered economies with an influx of needed foreigners. These new visa schemes grant a respite of life of the "digital nomad" lifestyle - one that's slower, more calculated and, in some cases, aimed at an entirely different audience now that remote work has entered the mainstream.



CNN travel

Log on in paradise: The exotic destinations inviting remote workers

Bermuda is also hoping to persuade remote workers to transfer their home office to its stunning shores.

The "One Year Residential Certification" program allows travelers to move to the self-governing British Overseas Territory with, known for its sandy beaches and clear waters, to work remotely for a year, while those with children are permitted to enroll them in the island's private or public schools.

According to a statement from Bermuda's Premier David Burt, the scheme is open to "remote executives, self-employed entrepreneurs and university students engaged in remote learning."

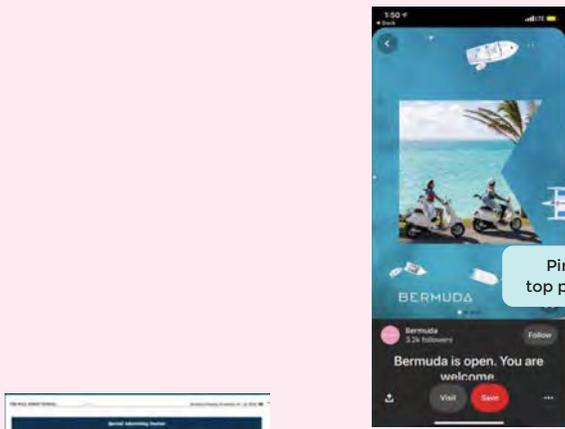
CNN

September 24, 2020

Destination Highlight

National Geographic
September 23, 2020
Destination Highlight

BBC
August 26, 2020
Destination Highlight



FB/IG top performers

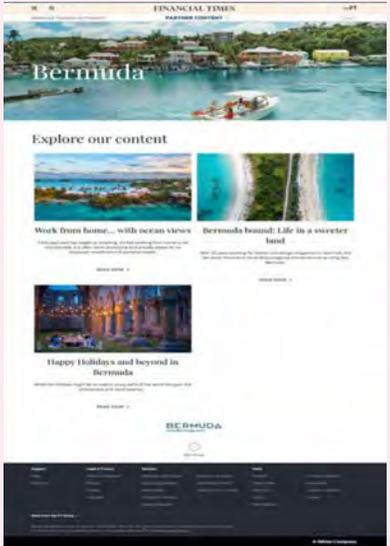
Pinterest top performer



The Financial Times

Digital Content

- 3x content pieces
 - o Work from Home with Ocean Views
 - o Bermuda Bound: Life in a Sweeter Land
 - o Happy Holidays and Beyond in Bermuda
- Page Views: 10,530
- Average Time Spent On Page: 49 sec
- Average Scroll Depth: 68%
- Media click through average of 0.16%



When Bermuda's coast reopened to the world, it was a sight to behold. The island's 21 square miles of wide open spaces and pink sand beaches were a welcome sight to all who visited. The island's tourism industry was a major part of its economy, and the reopening was a major milestone for the island. The island's tourism industry was a major part of its economy, and the reopening was a major milestone for the island.



The Wall Street Journal

Print

- Quarter page ad in Off Duty section
- Full page content article in the WSJ Travel Journal Report on 11/14

Digital Content

- **A Reimagined Island Getaway**
- Page Views: 15,827
- Average Time Spent: 3 minute, 51 sec.
- Average Scroll Depth: 71%
- Media click through average of 0.27%

Interviews & Speaking Opportunities on Work from Bermuda programme

THE NEW YORKER
BERMUDA WANTS YOU!



As a result of the successful roll-out of the Work from Bermuda programme, the BTA won a prestigious award at the 2020 HSMIA Adrian Awards. The focus of the 2020 Awards was on Best Practices, Innovation and Community in categories related to work done in response to the coronavirus crisis, showcasing the best practices and innovations that empowered recovery in new and traditional categories. TURNER and the Bermuda Tourism Authority won in two of the three divisions:

Recovery Strategies (Silver): Work from Bermuda Certificate Programme

Digital Marketing (Bronze): The Power of Celebrity

“I’m really excited about these two Adrian Awards because they show the immense talent of our public relations team One award exhibits our agility as a marketing organisation—pivoting toward opportunity, quickly and decisively. The other accolade acknowledges our long-established strategy to connect with Black consumers and leverage the spending power of Black travellers. I couldn’t be prouder.” BTA Interim CEO Glenn Jones



SILVER AWARDS
Bermuda Tourism Authority
 Entry: Work From Bermuda - an island paradise awaits
 Category: Recovery Strategies
 Agency: TURNER PR



BRONZE AWARDS
Bermuda Tourism Authority
 Entry: Yara Shahidi Falls in Love with Bermuda - Targeting an African American audience
 Category: Social Media/Social Networking
 Agency: TURNER PR

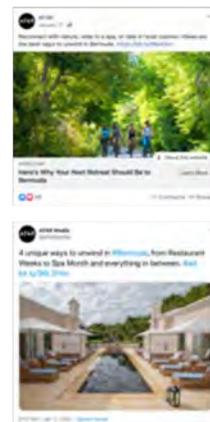
A year not lost

The usual remit for the Sales & Marketing team is to leverage paid, earned and owned media content to build awareness of Bermuda; establish relationships with the media, host journalists and spread the word through the travel trade and social media to keep potential visitors informed and interested in our island destination.

The year started out as every other, with preparations having been well underway in late 2019 for a normal January start to 2020. Paid media was placed in well-known, highly regarded travel publications, such as AFAR and Garden & Gun where messaging was based on Bermuda being at the top of a list of many places to go in 2020. An exciting integrated partnership with Polo Ralph Lauren launched, while PR covered a new way to find your perfect beach, and two highly successful retail promotions featured in January and February – the annual Pink Sale and the inaugural Spa Month. The last market mission taken before the borders shut down was a Texas Media Blitz, where the team met with 10 journalists from outlets including Modern Luxury, Forbes, Food & Wine and Austin American Statesman.

AFAR

- Print In Home
Where to Go 20 20 Jan/ Feb spread - 1.2M impressions
- Digital - January 1-31, 2020
3 channel sponsorships and contextual ROS banners - 333k impressions, 0.08% CTR
- Social, E-blast, Newsletters - January 1-31, 2020
 - 1 Daily Wander news letter
 - 1 dedicated Wanderlust e- blast
 - 1 amplified Facebook post
 - 1 T witter post
- 787k impressions CTR 0.88%



Eco-Adventure in Bermuda
 October 9-11
 Bermuda
 G&G partners with the Bermuda Tourism Authority for a one-of-a-kind weekend exploring the islands' natural beauty through the lens of conservation. Tour the islands by water and land and indulge in local cuisine, all alongside G&G editors and staff.

- Garden & Gun**
- Print In Home
- March 14 & May 15
- Where to Go 2020 A/M spread - 1.6M Impressions
- Where to Go 2020 J/J advertorial - 1.6M Impressions
- Social, E-blast, Newsletters
- January 1-31, 2020
- Inclusion in Events E-blast
- Event Listing on G&G.com
- 112k Impressions



Black Enterprise Online
 February 25
 Destination Feature

Polo Ralph Lauren Integrated Partnership



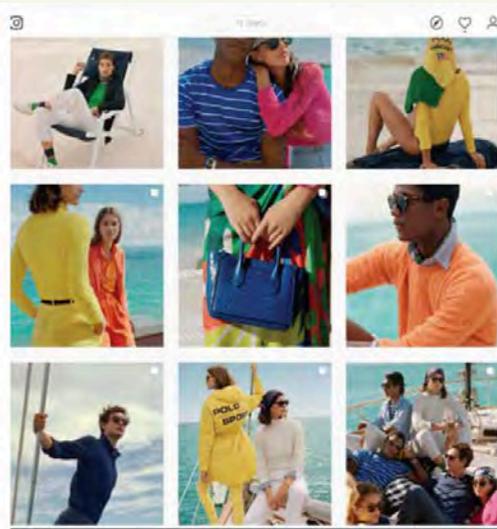
A Bermudian teenager featured as a model in **Polo Ralph Lauren’s cruise campaign** that launched in the first quarter after the American fashion brand was encouraged by the BTA to shoot on the island. Polo selected 13-year-old Dellwood Middle School student Sweden Bashir from a casting call and featured him with other models in the campaign that was shot over four days in August 2019. Locations included the 26-acre Coral Beach & Tennis Club in Paget, and the Great Sound aboard local sailboat, Island Raider, owned by Captain Gerald Smith.

Polo’s Bermuda campaign integrated content via the brand’s social-media channels, email marketing campaign to Polo.com subscribers with the subject line “Take a Trip to Bermuda”, and the brand’s online magazine, RL Mag. In addition, a Polo In-App Sweepstakes marked the first time the brand had collaborated with a destination to register to win a trip. Curated through Polo Ralph Lauren’s marketing team, the

initiative included a social-media campaign on Instagram, Twitter and Facebook.

“We’re thrilled Polo Ralph Lauren chose Bermuda as the setting for this major annual campaign—encouraged by the BTA through our US Open partnership that connects us to other sponsors of that tennis tournament,” said **Victoria Isley, Chief Sales & Marketing Officer of the BTA**, which last year signed a multi-year partnership with the US Tennis Association (USTA), becoming exclusive tourism partner of the US Open through 2021. Polo Ralph Lauren is the US Open’s official outfitter and since 2005 has designed uniforms worn by all on-court tournament staff.

Social Media Campaign



- Instagram (6.4 million followers)
- January 21 - 9 posts
 - January 28 - 3 posts
 - February 2 - 6 posts
 - February 4 - 6 posts
 - Additional support provided on Twitter (2.3 million followers)
 - Facebook (9.2 million likes)

Polo Ralph Lauren continued to promote its new beach collection shot in Bermuda on @PoloRalphLauren. This last installment included five still images geotagged Bermuda and one video with a total of 119,675 likes. Our name was also included in the link bio on the Instagram landing page.

“We’re thrilled Polo Ralph Lauren chose Bermuda as the setting for this major annual campaign—encouraged by the BTA through our US Open partnership that connects us to other sponsors of that tennis tournament”

Victoria Isley Chief Sales & Marketing Officer of the BTA

POLO In-App Sweepstakes



Sweepstakes Date: Jan. 21 - 24

First time the brand collaborated with a destination to register to win a trip, curated through Polo Ralph Lauren marketing team.

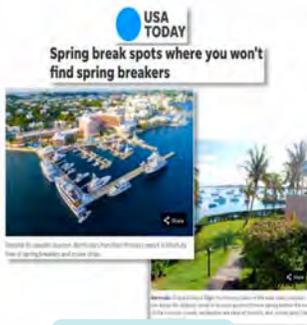


**ISLAND FANTASY
THE TIMELESS ELEGANCE
AND UNSPOILED BEAUTY
OF BERMUDA**
by Sarah Bray

PR & Promotions



Travel Weekly Online
January 14, 2020
Destination Feature



USA Today Online
January 14, 2020
Destination Highlights



Coastal Living Online
January 3, 2020
Destination Feature

Canada

enRoute Magazine- January Online (English)
Title: Find Your Perfect Beach Using Your Horoscope
Journalist: Caleigh Alleyne
Article Link: <https://enroute.aircanada.com/en/article/astrocartography-travel>
How was it secured: press trip
Media Ad Value: \$21,000
Reach: 350,000



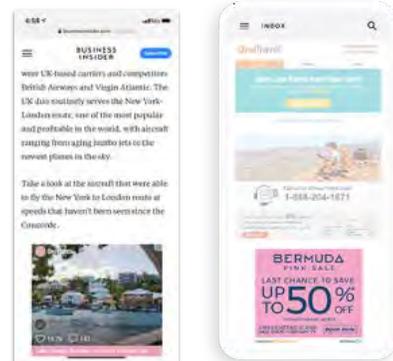
enRoute Magazine- Jan Online (French)
Title: La Plage Parfaite Selon Votre Horoscope
Journalist: Caleigh Alleyne
Article Link: <https://enroute.aircanada.com/fr/article/voyage-astrocartographie>
How was it secured: press trip
Media Ad Value: \$21,000
Reach: 350,000



Retail Promotions

Bermuda Pink Sale: January 7 - February 7

The annual Pink Sale offering up to 50% off 14 select resorts was, once again, a great success, with most figures outperforming 2019 results. A Pink Sale page was created on the gothermuda.com website to provide full details of which resorts were participating and what was on offer.



Key Metrics	2020	2019
Website Sessions	623,455	469,301
Pink Sale Page	467,258	302,545
Partner Referrals	26,884	24,690
Total Reservations	6,208	6,385
Room Nights	29,729	29,753
Direct Visitor Spending	\$19.5 M	\$15.9 M
ROI	38.1	23.1

Bermuda Pink Sale

Media Mix

Email/eNewsletter Partners: Travelzoo, Dunhill, eTarget Display Partners: Adara, Experian, Kayak, Spaceback, Spotify, Sojern, Expedia, TripAdvisor, LiveIntent
 Paid Social: Facebook/Instagram
 Print: amMetro

MEDIA RESULTS

43MM Impressions
 7.5MM Engagements
 1.08% CTR
 \$0.03 Cost-Per-Engagement
 79 Arrivals recorded by Arrivalist
 Top performers for driving web traffic in Q1: Adara, Experian, Retargeting



Spa Month - February

To incentivise travellers to choose Bermuda and increase spend during the winter months, the BTA organised its inaugural Spa Month in February 2020. The programme ran for the entire month, with 13 participating spas offering a minimum of one customised Spa Month treatment for \$99, which represented a 50% savings from the regular package price.

HIGHLIGHTS

Spend: \$4,210.53
 Impressions: 1,057,985
 Post Engagements: 4,573
 ER: .43%
 CTR: .33%
 Landing Page Views: 2,365

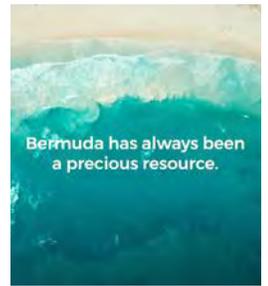
A time to pivot

There was little forewarning that Bermuda's borders would close on March 20, when the BTA team quickly realised that it was now more important than ever for the island to stay top of mind in preparation for the return to travelling, whenever that was to be. The focus was on lighter content that brought calm to the target audience, while being respectful of circumstances around the globe. Digital media was put on hold, while Bermuda took to the

forefront of travel brands to pivot their social strategy to meet COVID challenges to a ‘Social First’ approach with Virtual Vacations on Instagram and Facebook. Posts also shared news relevant to travel restrictions and reopening. Originally, beach images performed best, but as the summer drew closer, other topics also connected with the audience.



The Quo Fata Ferunt (“Whither the Fates Carry Us”) video was created to get people dreaming about Bermuda, and performed well on many channels, but was the top post of the quarter on Twitter, where polished brand content is often received better than on other channels.



Social Media



Reached Users: 101,000
Reactions: 7,202
Post Clicks: 4,700



Engagements: 1,412
Retweets: 318
Likes: 1,073



Likes: 4,050
Comments: 88



Reached Users: 188,000
Reactions: 3,237
Post Clicks: 10,200



Engagements: 340
Retweets: 91
Likes: 245



Likes: 5,300
Comments: 167



A Guide to Bermuda's Black Culture & Heritage

Out here, the sights, sounds and tastes of Bermuda manifest in bright colours, rhythmic drums and unmixable flavours. It's a swirl of these traditions that makes up the country's distinctive culture and Black heritage. Explore it all while basking in an island spirit as warm and familiar as the sun, shaped proudly over generations and lived marvelously every day.

African Diaspora Heritage Trail

Bermuda's population is made up of 60% by people whose ancestry can be traced from the West Indies and West Africa. Along the African Diaspora Heritage Trail, we honour the island's African heritage through stories, museum exhibits and monuments spread across the island. These powerful reminders will allow you to learn about the lives of enslaved people in Bermuda before emancipation.



Street Art

Take a self-guided tour of the City of Hamilton's street art. Starting at the corner of the La-Ville Road and Church Street, don't miss the murals that frame both sides of the street as you walk east toward City Hall. One block north of City Hall, find cool works by mother/daughter artists Charmaine Hodge and Amani Foggie at the Hamilton Bus Terminal and Victoria High School. Further north, on Devonland Street, find Robyn Hooper's angel wings ready to 'test' stop your shoulders. A few blocks east, Manuel Plascio pays homage to Bermuda's football heroes on the wall of popular joint 'spot' Jamaican Grill nearby. Foggie's wild interpretation of Bermuda's cultural icons, the *Calypso*, climbs Tilt's Hill.

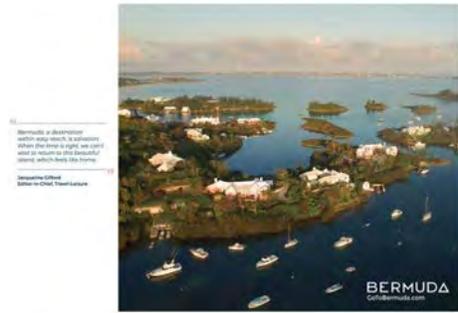


In addition to content that showed off Bermuda's natural beauty, June content also focused on amplifying Black stories, culture, and heritage in Bermuda – an approach that will continue into the future.

Print media, however, because of timing, was already in the marketplace, so the team pivoted with messaging when they could, starting with an emphasis on looking forward to the days when visitors would return to our shores.

In the run up to the border re-opening on July 1, the tone and images of advertising changed, with messages emphasizing open spaces with few people, safety and the island's proximity to the US and Canada, as people were preparing to travel again and safety was a major concern for most travellers.

The BTA's thinking had also shifted in this time to more of an inside-out approach, looking at how local businesses could use existing resources to drive value. The premise of this strategy was that by building up internal strengths and abilities, a company will be able to sustain itself by making smart choices. Increasingly, BTA encouraged tourism stakeholders to think differently and act boldly. Two initiatives evolved from that strategy, the first being the "Bermuda is Safe and Open" campaign, and the second the previously showcased "Work from Bermuda" programme.



Print (Travel + Leisure - June)
 • June Issue - Summer Escapes & Wellness
 • Circulation - 975K



Travel + Leisure Online
 June 25, 2020
 Destination Feature



The Points Guy Online
 June 19, 2020
 Destination Feature



Robb Report Online
 June 19, 2020
 Destination Highlight

Bermuda is Open

Messaging swiftly moved towards Bermuda being safe and open to visitors in July. Digital media resumed, while print continued as planned, containing landscape images and stories that showcased the beauty of Bermuda and its easily accessible and uncrowded spaces.



New York Magazine
 Print - August 31 issue
 full page ad
 Digital - The Cut
 • Pageviews: 10,198
 • Unique Users: 8,833
 • Avg. time on page: 4:21 min.
 (20% over benchmark!)
 • Total Impressions: 1,531,142



Travel + Leisure Online
 July 1, 2020
 Destination Feature



The Wall Street Journal
 August 30, 2020
 Destination Feature



Garden & Gun
 July 1, 2020
 Destination Feature





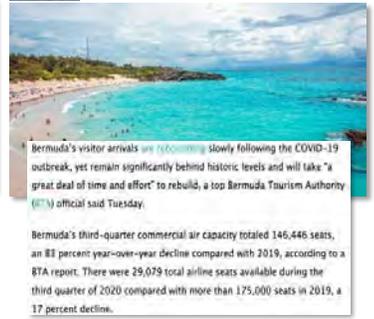
Recommend
September 1, 2020
Destination Feature

Bloomberg The Caribbean Islands That You Can Travel to Now



Bloomberg
October 5, 2020
Destination Highlight

TRAVEL PULSE Bermuda Visitor Arrivals Rebounding Slowly



TravelPulse
December 8, 2020
Destination Feature



Condé Nast Traveler
December 1, 2020
Destination Highlight



Travel + Leisure
October 1, 2020
Destination Highlight



USA Today
December 14, 2020
Destination Highlight



Toronto Sun
Print & Online: October 3, 2020
How it was secured:
Ongoing media relations
Media value: \$144,600
Reach:
Print impressions: 1,060,000
Online impressions: 1,350,000

Social Media

Content during the third quarter had a lot of news to share: reopenings, COVID protocols, airline routes, and the Work from Bermuda Programme, which meant there was no shortage of exciting topics to focus on. Reach was up across the board as the last few posts of the quarter were able to be promoted. Throughout monthly reporting, the team noticed that other competing islands were levelling up their approach, foreseeing a quite competitive fourth quarter.



Reached Users: 321,100
Reactions: 15,525
Post Clicks: 16,700



Engagements: 306
Retweets: 33
Likes: 268



Likes: 5,361
Comments: 96

Paid Social

Facebook & Instagram

- 14.5MM impressions served
- Average CTR: 2.22%, +26% to last quarter
- Outside of the video placement, the top performer was the Golf Enthusiast carousel

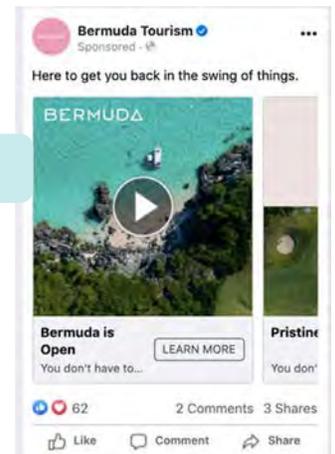
Pinterest

- 3MM impressions served
- Average CTR: 0.58%
- Average Engagement Rate: 5.42%, -42% to last quarter.
- Top performing creative was the Adventure Seeker carousel placement



FB/IG top performers

Pinterest top performer



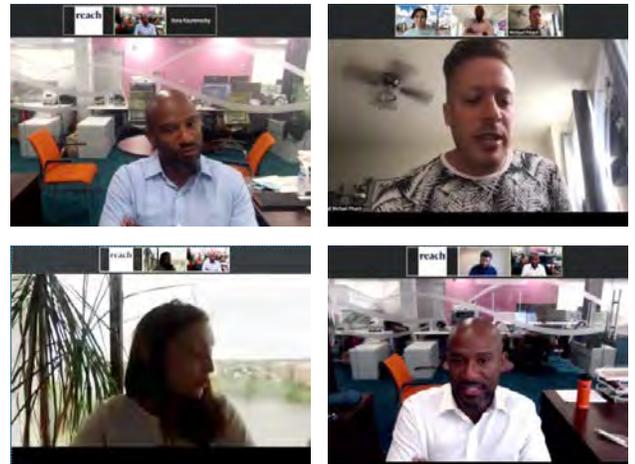
Virtual Media Desksides September 2020

To promote Bermuda as the safest, cleanest and most accessible island destination for Canadians, Reach Global coordinated virtual desksides with both consumer and trade media publications to interview Glenn Jones & Vic Isley.

Key messages include testing policies, on-island procedures, partner promotions, seasonal experiences, upcoming events, etc.

Meetings included:

- Ilona Kauremszky – Dreamscapes
- Cynthia Quellet – ELLE Quebec
- Mike Baginski – Travel Industry Today
- Michael Pihach – PAX News
- Aaron Kylie – Canadian Geo



Digital Training/Communication

160 travel agents participated in a Bermuda/Canada webinar – the BTA’s largest training initiative to date.



With interest coming from Quebec from 25 travel agents, the BTA also conducted a French-language webinar.



Media Relations

Most, but not all, of the interviews held prior to, and even after, the island opening talked about the island's safety from a post-COVID perspective. Bermuda's COVID numbers were low, restrictions were being phased out, and everyone was making every effort to ensure visitors would feel safe to visit again. Below are some of the interview opportunities that arose:

<p>BOSTON 25 NEWS</p> <p>Boston 25 News proactively reached out to Glenn for an interview to discuss post-COVID-19 travel to the island</p>	<p>SKIFT GLOBAL FORUM</p> <p>BTA Interim CEO participated in online panel</p>	<p>CARIBBEAN JOURNAL</p> <p>Interview with BTA Interim CEO for CJ Invest biweekly newsletter focused on hotel and real-estate investment</p>	<p>TRAVEL AGE WEST</p> <p>Interview on Bermuda's progress after reopening to international travellers</p>	<p>FULL COURT PRESS NOW</p> <p>Broadcast interview between Glenn Jones and Greta Van Susteren, highlighting the impact COVID-19 has had on the tourism industry and the island</p>
<p>FOX NEWS</p> <p>Fox News journalist interviewed Glenn Jones for a Fox Business 'After the Bell' segment surrounding Bermuda's partnership with Costco</p>	<p>FLYBROTHER IG LIVE</p> <p>Instagram Live interview between Glenn Jones and Ernest White surrounding customs, people, food, and activities</p>	<p>SKIFT</p> <p>Journalist Rosie Spinks interviewed Glenn Jones for a Skift article focused on why more destinations don't market specifically to Black travellers, and the general whiteness of tourism marketing</p>	<p>SKIFT</p> <p>Interview on diversity and inclusion in Bermuda</p>	<p>SKIFT, THE NEW YORK TIMES, THE NEW YORKER, BBC and WALL STREET JOURNAL</p> <p>Interviews focused on Work from Bermuda programme</p>

As the island opened, the BTA was also able to once again host journalists, which helped to promote Bermuda as a safe and open place to come for business, leisure, sports and groups. Some of the journalists to come to the island were:

- **DeAnna Taylor, Travel Noire** – November 12-16, 2020
Bermuda Tourism Authority hosted Travel Noire journalist, DeAnna Taylor, and provided her with complimentary accommodations, food and beverage, activities and flights in exchange for coverage.
- **John Scott Lewinski, Freelance** – October 25-29, 2020
Bermuda Tourism Authority hosted journalist John Scott Lewinski for the PGA Pro-Am.
- **Michael Williams, Freelance** – October 26-30, 2020
Bermuda Tourism Authority hosted journalist Michael Williams for the PGA Pro-Am.



November Spa Month – a Social Campaign

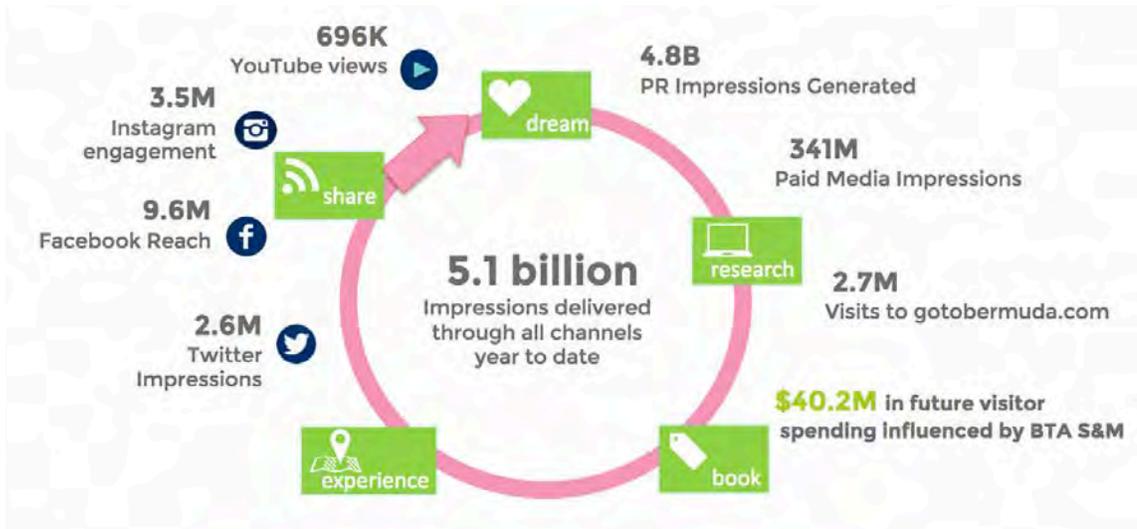


The BTA team worked with Bermuda's Spas to hold another Spa Month promotion for the month of November, which was hugely welcomed by visitors and locals alike.

The campaign ran exclusively on Instagram and Facebook, targeting consumers that had engaged with the Brand campaign and clicked through to GotoBermuda.com and Bermudians interested in luxury goods, spa services, resorts and leisure activities. The age range was 21-65 years. The campaign overall proved much more efficient than the campaign that ran in February. The team was able to drive more traffic and interest while spending only half of what had been spent previously.

Overall Performance (11/4/20 - 11/22/20)
Served - 540,000 impressions
Campaign average CTR was a 0.61% (up from 0.33%, for the February Spa Month campaign).
Engagement Rate was 0.85% (up from .43% in February)
Media resulted in 2,865 unique landing page views (up from 2,365 from the previous campaign)

2020 YTD Marketing Snapshot



COVID-19 Metrics Gathering

To stay on top of all metrics surrounding COVID-19, the Business Intelligence & Technology team built a Pandemic Dashboard. This allowed the Leadership Team to see cruise and flight cancellations, lost visitor spend, lost hotel nights, lost revenue for government, lost group sales business and local/international COVID-19 cases etc. The dashboard was updated nearly daily with latest information.

A COVID-19 Lead Loss Dashboard was also created to measure room nights and the economic impact of cancelled leads. Both dashboards allow easy access by team members to real-time data.



The BI&T team also created a log to track submissions from the general public on ways to increase economic recovery moving forwards. The “Bold Ideas Log” was continually updated and each submission was assigned to a key contact in the BTA who would analyse its viability, meet with individuals who submitted it, and implement the recommendation, if it was viable.

Tracking of digital campaign metrics was put on hold during the second quarter while paid media was paused. However, the BTA continued management of our consumer database along with integration with our email-marketing tool.

The BI&T team also attended industry webinars to gather latest information on travel sentiment, hotel performance, airline updates and industry news related to COVID-19, to better inform the Sales & Marketing team.



When the borders opened, the BTA saw a shift in visitor profile to:

- More VFR (Visiting Friends & Relatives), fewer leisure & business travellers
- More repeat
- Slightly younger
- Higher income
- More from UK, fewer from Canada
- Longer length of stay
- Slightly more likely to stay in vacation rentals

Greener

2020 YEAR IN REVIEW

Growing Bermuda by being pink, blue and greener

According to the BTA's National Tourism Plan, Bermuda could, by 2025, be on the road to becoming one of the 'greenest' tourist destinations, attracting visitors who value eco-friendlier practices and better use of a country's natural resources. In 2020, BTA remains on track to fulfilling that opportunity through an increased number of eco-tourism experiences, which led to the creation of a new web page, and the BTA's support of philanthropic efforts and the continuation of a collaborative Blue Economy Strategy.

Eco Tourism Experiences

Early in the year, the Experience Division completed the exhaustive process of finding new eco-tourism experiences to position March, April and May as Bermuda's eco-tourism season. A new **web page** was created with an impressive list of experiences. The large volume of offerings that came in from stakeholders was pleasantly surprising. The new web page was seasonally relevant, as wintertime's Discover Days was replaced with springtime's eco-adventures.



Bermuda Championship's Environmental Philanthropy

With the Bermuda Institute of Ocean Sciences (BIOS) at the forefront, the BTA worked with golf tournament operator Bruno Events to announce the beneficiary charity groups of the 2019 Bermuda Championship. Philanthropic details were announced at the September 28 press conference at Port Royal Golf Course, which also delivered the news that this year's Championship would go ahead with live spectators.

The first PGA TOUR event held in Bermuda in October 2019 raised more than \$225,000 for 25 Bermuda registered charities. BIOS, a partner in the inaugural Bermuda Climate Risk Forum, hosted by the BTA during the week of the tournament, received \$124,400 from the PGA TOUR Bermuda Championship for marine science and education initiatives, including eco-voluntourism and citizen-science programmes.



Bermuda Ocean Prosperity

The Bermuda Tourism Authority continued its collaboration with the Bermuda Ocean Prosperity Programme (BOPP) to contribute to its important work on a Blue Economy Strategy for the island. The detailed research work includes fishing and ocean renewable energy, but also delves into blue tourism which aligns with the Green Pillar of the National Tourism Plan. The final product will be a roadmap for Bermuda over ten years, 2022 to 2032.

“The grant has been invaluable in supporting our budding young scientists here at BIOS this summer, as well as the development of new educational initiatives in these unprecedented times. We are incredibly grateful and look forward to continuing to work with the Bermuda Championship, the Bermuda Climate Risk Forum, and the BTA team over the coming year.”

Kaitlin Noyes, Director of Education & Community Engagement, BIOS



Infrastructure

2020 YEAR IN REVIEW

Enabling Frictionless Experiences

The National Tourism Plan states that there is an opportunity for Bermuda to offer frictionless experiences from arrival through departure in a way that not only satisfies visitors – it adds to their overall positive experience of our country. 2020 threw some extraordinary curve balls with the arrival of COVID-19, but the BTA continued to work diligently to create and enable frictionless experiences for our visitors as well as residents, regardless of the challenges its teams faced.

Air Service Development

The year has seen an incredible number of highs and lows for Air Service Development in trying to remain ahead of the curve, while dealing with the dramatic and unforeseen fallout from COVID-19 on the industry.

The year started out well as Business Intelligence team members attended the Routes Americas conference in Indianapolis from February 3–6, where they held a dozen meetings with airlines on existing air service and new opportunities.

The Division finalised the Air Service Development Strategy alongside the Bermuda Airport Authority after consultation with stakeholders, the components of which were shared during the BTA's second annual Industry Outlook webinar on March 16, and made available as a recording via BTAConnect.



However, also in March, as COVID-19 swept the world, the virus soon caused disruption on Bermuda's shores. Bermuda's L.F. Wade International Airport was closed to all flights from March 20, with the exception of a few air-bridge flights that were arranged to bring residents home to the island. The industry, as we knew it, would not recover for the remainder of the year.

As part of its remit, the BI&T team monitors and provides analysis on air service to Bermuda, creating monthly reports on capacity, load factors and route performance, future demand projections, and schedules by staff, partners & stakeholders.

Throughout the ensuing months, air service development efforts focused instead on maintaining close relationships with airline contacts as the BTA planned around COVID-19 issues and worked towards Bermuda's

border re-opening. Regular meetings were held with air stakeholders, including Skyport, BAA, Ailevon Pacific Aviation Pacific Consulting and hoteliers, to discuss changes to planned schedules and strategy. Airlines were kept up to date on Bermuda’s plans for border re-opening protocols and dates on a regular basis to ensure Bermuda remained top of mind for planning.

The BTA also hosted a meeting with hotel investors on 11 August 2020 to bring them up to speed on developments around airlift, marketing and other important aspects of the tourism recovery. It was the third such meeting since the start of the COVID-19 crisis. Local hotel owners were also briefed about the border-reopening process and BTA’s marketing plans.

A much-reduced commercial air service resumed in early July as part of the ‘new normal’. A number of BTA team members went to the airport to witness the visitor experience during the initial Air Canada flight from Toronto.

“I was inside the airport to witness today’s flight arrival, and I have to say, I was impressed. The teams in place meeting these first visitors were extremely professional, and the organisation of everything conveyed confidence to travellers. The process wasn’t perfect, but any glitches can be easily remedied. I actually overheard passengers noting the experience was better than they thought it would be. I can safely speak for the entire tourism industry that getting this part right is critical, and based on what I’ve seen thus far, we have every reason to be thankful to all the agencies working so hard to get this right.” BTA Interim CEO Glenn Jones

Progression Since Border Re-Opening



In September, the Air Service Development Working Group, comprising BTA, Bermuda Airport Authority (BAA) and government representatives, worked with stakeholders to negotiate the move from London Gatwick to Heathrow by British Airways, scheduled for March 30, 2021. The Business Intelligence & Technology team worked with the Sales & Marketing team to advance Marketing plans in the UK/Europe for 2021 to coincide with the switch. An analysis of current visitor visitation, search demand and ease of connection was undertaken to determine in which cities to deploy resources. The BTA also gathered Bermuda-based corporate reaction to the gateway switch, which was overwhelmingly positive. Global business chiefs from across financial and other sectors on the island were included in the consultative process on air-service preferences the previous summer—and switching from LGW to LHR was big on the IB wish list.



Cruise Travel

The cruise travel industry was decimated. The US Centers for Disease Control and Prevention’s (CDC) No Sail Order from the United States left Bermuda with no cruise calls after February. While the Government kept in regular contract with the contracted cruise callers, the BTA worked mostly with the US Ports in New York, New Jersey, Maryland and Massachusetts. It became very clear that state governors would need to show the will to meet CDC sailing guidelines before any ships would arrive in Bermuda. By early summer it became clear Bermuda would see no cruise calls for the remainder of the year. This had an enormous impact on the tourism industry in Bermuda, which can be seen by the comparative number of cruise passengers, with 535,561 in 2019 versus a mere 9,366 in 2020.

Cruise Passengers

■ 2020
■ 2019

9,366

535,561

Visitor Experience

The Air and Cruise Exit surveys were paused in the second quarter, due to zero visitors to provide feedback, resuming as visitors returned in July. New questions were added to gather feedback on Bermuda’s health & safety protocols and reputation during COVID-19, the results of which are shown here.



Webinar on Tourism Readiness

Hospitality stakeholders were invited to join a BTA webinar aimed at preparing the local industry for the second half of 2020. The free, 90-minute “Tourism Readiness Webinar”, held on June 29, was an informative session to coincide with Bermuda’s preparations to move into Phase 4 of its economic reopening, with commercial air services set to resume on July 2.

Glenn Jones discussed airlift, traveller sentiment, and new border-entry requirements, while Victoria Isley examined the delicate challenge of marketing to travellers in an uncertain world. Their presentation was followed by an expert panel of health experts and industry thought leaders weighing in on current challenges and future opportunities.

Webinar panellists included Kendaree Burgess, CEO, Bermuda Chamber of Commerce; David Dodwell, President, The Reefs Resort & Club, former tourism minister and founding BTA chair; Rashida Godwin, Co-Owner, Titan Express; David Kendell, Director, Department of Health; Dr Cheryl Peek-Ball, Chief Medical Officer, Ministry of Health; Aideen Ratteray-Pryse, Permanent Secretary, Ministry of Tourism & Transport. A total of 179 industry attendees joined the webinar, which was recorded and posted for access.



Frictionless Travel

The Experience Team met with various industry stakeholders to look at the feasibility of reviving the contactless payments initiative as desire for digital transactions increased in the wake of COVID-19. The team furthered conversations with Mastercard/Clarien Bank on this issue and continued to develop and encourage an evolution in this sphere. In the end, Government support to move forward could not be achieved.

COVID Testing Collaborations

Bermuda Tourism Authority teamed up with wholesale chain Costco to provide gold-standard COVID-19 testing, providing nationwide accessibility in the US to all Bermuda-bound travellers. Bermuda was the first international destination to partner with Costco in this way in December of 2020. “We believe this marks a major step forward in facilitating access to pre-travel testing required for Bermuda visitors—it will be offered across the US, including major tourism markets with direct air service to the island,” said **BTA Interim CEO Glenn Jones**. “The prospect for travel is still difficult for many. Everyday we’re working to make it a little easier.”

Months earlier, the BTA announced a more geographically targeted COVID testing collaboration with OpenClear. The service helped returning residents and visitors to Bermuda from the New York City area get access to fast and reliable pre-travel testing. New York City is Bermuda’s largest source market for leisure travellers.

Hotels

BTA’s interim CEO, Glenn Jones, was given a site visit of the St. Regis resort project after construction activity resumed following Bermuda’s pandemic lockdown. The tour revealed that plans are still on track for a spring 2021



opening of the resort. He also took a guided tour of the Bermudiana, which now plans to welcome guests in late 2021, due to delays in homeowner sales.

Accessibility

Members of the Experience Team worked with St. Peter's Church, St George's to install a sign that speaks to changes recently undertaken by the church to provide better accessibility to the graveyard for enslaved people. Discussions were held around designs for the sign to be erected at the church, highlighting BTA contributions towards improvements on accessibility around the church grounds. This project would see completion in early 2021.

“The new Jemmy Darrell Pathway acknowledges how we can change the racial and disability inequalities that exist in Bermuda. To walk a trail that is now accessible and one that has such historical value will be a true experience of breaking chains. It is an inclusive step in the right direction. I applaud the collaboration of the Friends of St. Peter's Church, the Bermuda Tourism Authority and the UNESCO World Heritage Fund for making Bermuda's Black Heritage accessible to all.”

Minister of Social Development & Seniors, Tinee Furbert

“We applaud the Friends of St Peter's for their vision on this project and were delighted to help make Bermuda's Black Heritage more accessible to all. Not only does this project underscore our National Tourism Plan goal to make the island easier to experience for travellers with mobile disabilities, but it also aligns with our efforts to attract and engage more Black visitors to the island.” **BTA Interim CEO Glenn Jones**



Investors Roadshow

In the third quarter, the BTA took part in the Ministry of Finance's virtual 3-day roadshow with a series of fixed income investors. A total of 23 meetings were held over three days. The meetings proceed the Government's borrowing effort, a critically important part of the country's economic recovery. Interim CEO Glenn Jones talked to investors about the tourism-recovery effort.



Ordnance Island

The Corporation of St. George completed the first phase of the Ordnance Island project in October. Some historical assets, such as two canons, the stocks and pillory, the ducking stool and Sir George Somers' statue were relocated from King's Square to Ordnance Island to create a focal point in the town highlighting Bermuda's history and maritime stories. In addition, seven new flag



poles with accompanying country flags were installed behind the statue. Proceeds from the NCL Experience Development Fund from the previous year were used to complete the Phase 1 works.

“This phase of the project is only the beginning and St. George’s is where it all began. We, at the Corporation of St. George intend on telling that story. There are many stories to be told. Our phased approach will incorporate information boards to highlight our culture and history so that Bermudians and visitors can learn our stories and embrace the history and culture that is so uniquely ours.

The Corporation of St. George in celebrating this seafaring culture and all the people that contributed to it, announce our intention to promote a Capital Campaign to not only restore the Deliverance to a first-rate exhibit for students and visitors alike; but concentrate other exhibits and attractions on Ordnance Island to provide a prosperous activity location for our local vendors and interesting experiences for our visitors”.



St. George's mayor,
George Dowling

Local Involvement

2020 YEAR IN REVIEW

Growing with & through people

In 2020, a far greater focus was placed on local residents than at any other time, mostly as a result of the unusual lack of airlift, cruise ships and tourists that came about from COVID-19. It was a year where the BTA and the island's stakeholders were able to truly show their creative and entrepreneurial potential to the island's residents as the now main target audience. Visitors may have been almost secondary to much of these efforts and initiatives, but those who did travel to our shores were certain to reap the rich and engaging rewards of interacting with locals over shared experiences more than ever before. Some of those initiatives and efforts have been highlighted here.

Tourism & Hospitality Workforce Readiness Initiatives

The NewTourismJobs.com database, launched at the end of 2019, facilitates targeted messaging based on areas of interest within the industry and is intended to be a central distribution point for stakeholders wishing to communicate directly with jobseekers. By the end of 2020, a total of 767 people had registered with NewTourismJobs.com to receive information on future hospitality jobs and training opportunities. The total, since the database's launch, is 854.

BTA re-engaged PwC to update the Workforce GAP originally commissioned in 2019, to quantify changes to industry employment projections caused by COVID-19. The update was intended to provide an analysis that would inform industry training in both the immediate and short term. As the total economic effect was still unknown, the report was divided into two parts: Part One was to provide an overview of the immediate after-effects on previously forecast workforce capacity and gaps through year end. Part Two will be completed in January 2021 and focus on anticipated industry needs for the season. The report was ready for review at the end of August.

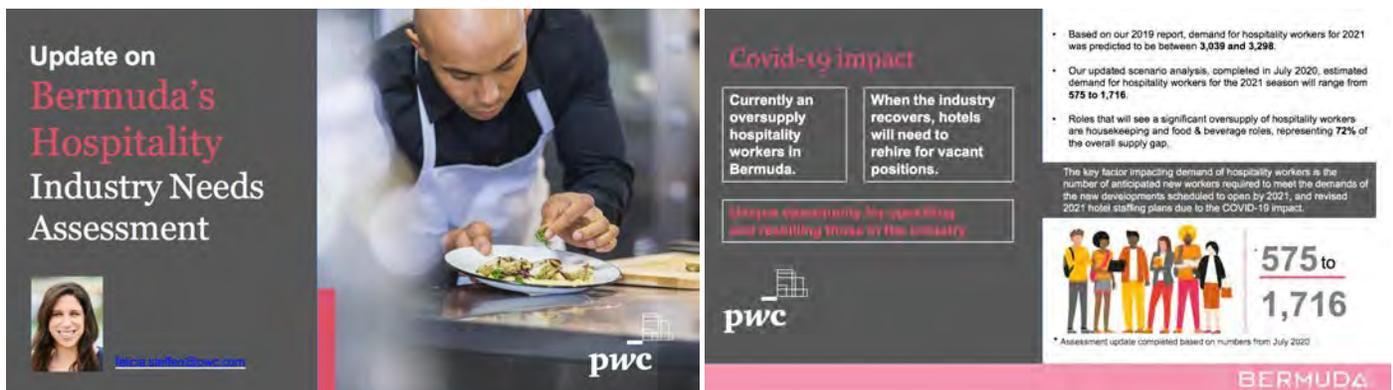


**JOBSEEKER?
INTERESTED IN TOURISM?**

GET READY! BY 2021, BETWEEN 550 AND 800 NEW TOURISM JOBS WILL BE CREATED IN BERMUDA. THE DEPARTMENT OF WORKFORCE DEVELOPMENT IS TEAMING WITH BERMUDA COLLEGE AND BERMUDA TOURISM AUTHORITY TO IDENTIFY BERMUDIANS FOR NEW JOBS. REGISTER NOW TO BENEFIT FROM JOB ALERTS, PLUS TRAINING AND COURSES TO GET THE SKILLS.

Visit [NewTourismJobs.com](https://www.newtourismjobs.com)

BERMUDA COLLEGE | GOVERNMENT OF BERMUDA | DEPARTMENT OF WORKFORCE DEVELOPMENT | BERMUDA TOURISM AUTHORITY



Update on Bermuda's Hospitality Industry Needs Assessment

Covid-19 impact

Currently an oversupply of hospitality workers in Bermuda. When the industry recovers, hotels will need to rehire for vacant positions.

Major opportunity for upskilling and retraining those in the industry

Based on our 2019 report, demand for hospitality workers for 2021 was predicted to be between 3,039 and 3,298.

Our updated scenario analysis, completed in July 2020, estimated demand for hospitality workers for the 2021 season will range from 575 to 1,716.

Roles that will see a significant oversupply of hospitality workers are housekeeping and food & beverage roles, representing 72% of the overall supply gap.

The key factor impacting demand of hospitality workers is the number of anticipated new workers required to meet the demands of the new developments scheduled to open by 2021, and revised 2021 hotel staffing plans due to the COVID-19 impact.

575 to 1,716

Assessment update completed based on numbers from July 2020

BERMUDA

Restaurant Workforce Readiness Programme



The Learn-to-Earn programme is an immersive, three-part training programme that kicked off in January. The programme was initially funded by independent restaurant groups as a pilot, in partnership with the Department of Workforce Development, Bermuda College, and the Tomasz Tabor Memorial Fund, with administrative and promotional support from the BTA. It is part of an overall plan being developed in collaboration with the Bermuda Government and industry stakeholders to attract jobseekers into the tourism industry generally. Individuals who register with the Department of Workforce Development will be alerted about job openings, training, and

learning and development opportunities if they need to refresh or learn new skills.

Thirteen participants were selected for the first cohort after an industry-led process. Part One of the programme consisted of two-and-a-half weeks' formal classroom learning at Bermuda College, where all participants earned certifications from American Hotel & Lodging Educational Institute (AHLEI) and Federation of Dining Room Professionals (FDRP). This was followed by further formal training leading to additional industry-specific certifications such as WSET and CTA.

Unfortunately, the programme was suspended amid the COVID-19 shutdown in April. Of the 13 trainees, 12 successfully completed the formal certification required – all were in their second of four on-the-job training rotations when the programme was suspended. Of the dozen, eight trainees were actively looking for employment when the business restrictions were lifted. In addition, four people who successfully completed the foundational certification course prior to the suspension were also looking for employment.

As the programme was not going to be reinstated until the end of the year, and given Government's concentrated effort to encourage hiring of trained Bermudians, particularly on the front line of hospitality, it was agreed all participants would greatly benefit from direct employment at this time.

In support, BTA forwarded a letter for the Chamber to send its restaurant division on the availability of the programme participants for employment. Those seeking to hire front-line staff encouraged to contact Workforce Development to coordinate interviews.

The programme relaunched on November 23, 2020 with seven participants. Of the five that did not continue, one returned to the UK and one did not respond. The remainder had found employment.

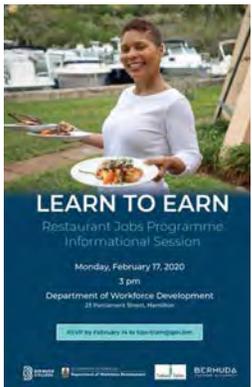
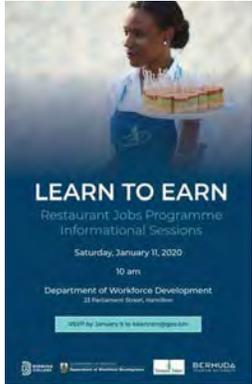
Work also advanced through the year on the development of a comprehensive strategy to address gaps in workforce supply vs demand, as identified by PwC's 2019 Hospitality Needs Assessment report. With the advent of new hotels opening by 2021, including St. Regis Bermuda Resort, Azura Bermuda and Bermudiana Beach Resort, hotel properties were actively engaged in the process of building out a talent pipeline for their sector.

Hospitality Skills = Life Skills Programme

The Hospitality Skills = Life Skills programme was developed to demonstrate the life-long impact of being hospitable, while raising awareness of the numerous job and career opportunities in the hospitality and tourism industry. Launched in January 2012, the programme targets students ages 8-12, through industry volunteer facilitated sessions in Primary Schools (P4 and P6) and Middle Schools (M2).

In 2020, a total of three schools with 97 students in total introduced the BTA Hospitality Skills = Life Skills programme in Spring: Dalton E. Tucker, East with two classes, End Primary with one class and Elliot Primary School with three classes. Schools enrolled in the five-month programme that provides lessons on the six areas: Bermuda Pride, National Tourism Plan, Manners & Hospitality, Standards & Ethics, Dining & Etiquette and Interconnecting Careers.

These students were engaged by industry volunteers who spoke about their passion in the industry while making themselves relatable to the information being presented. Their hope is that the students would become knowledgeable, respectful, informed, engaged, forward thinking and hospitable based on all the information provided within this programme around the hospitality and tourism industry.



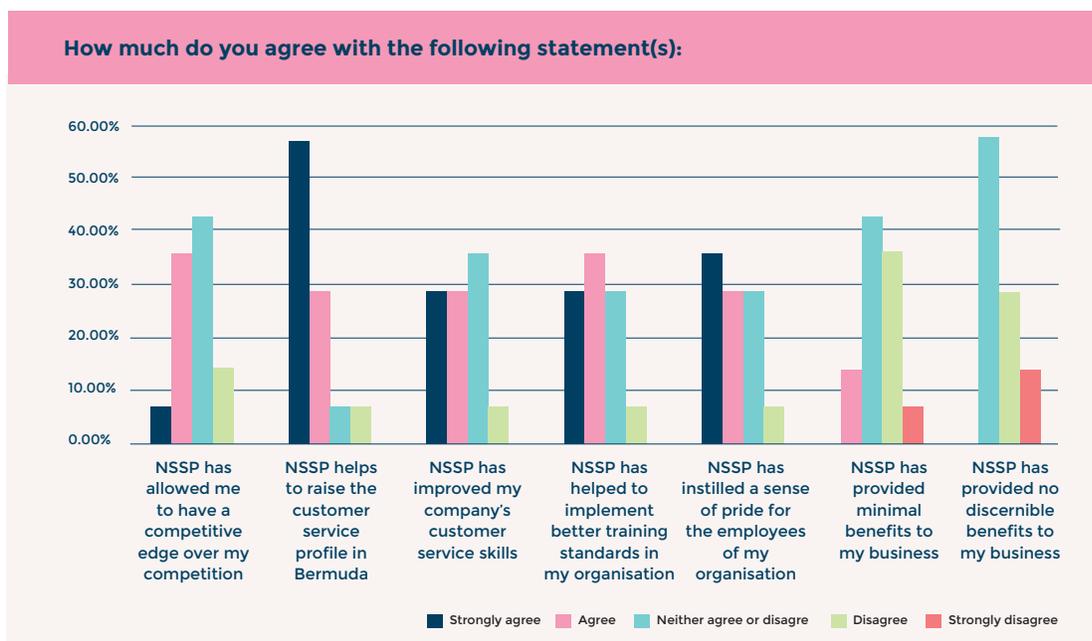
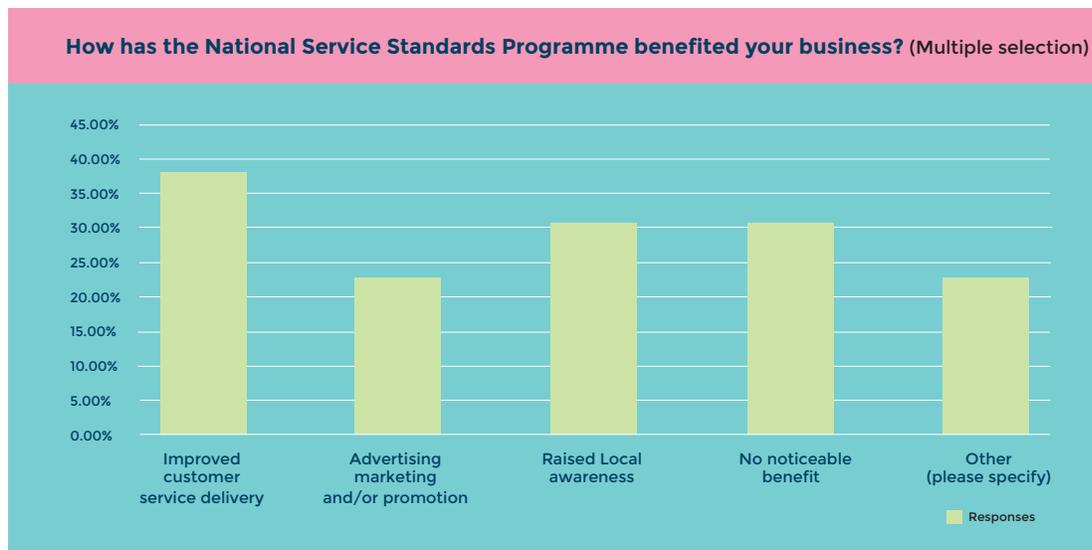
Prior to the interruption of COVID-19, each school had completed two of the four in-class lessons facilitated by industry volunteers. The programme then pivoted to an online learning programme, with lessons successfully completed virtually by East End and Elliot Primary Schools. However, due to things beyond our control the other schools were unable to complete, and we were unable to run the programme in the fall.

Learning & Development

National Service Standards Programme (NSSP)

COVID-19 health-and-safety protocols were incorporated into the National Service Standards Programme (NSSP) during the second quarter. The team worked in collaboration with the World Travel & Tourism Council (WTTC), along with local hotel, restaurant and stakeholder groups, to build out a safety seal of approval that would be required for all certified local businesses.

Ensuring the National Service Standards Programme continued to adapt to changing industry needs and protocols, a survey was sent to all businesses who had engaged with the programme since its inception. This included companies that may have expressed interest, but did not register, as well as those who did not complete the certification processes. The results highlighted how the NSSP has been beneficial to businesses as well as how these businesses agreed with the work of the programme.





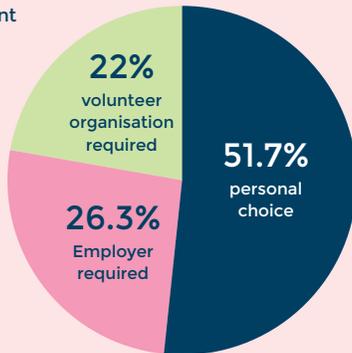
Certified Tourism Ambassador (CTA) Programme

The first web-based training for CTAs was successfully launched, with all participants completing their certification via a new online programme. Throughout 2020, a total of 11 web-based training classes were offered in a variety of subjects to all CTAs, including sensitivity training on the topic of the differently abled.

More than 300 CTAs also responded to an in-depth survey on the programme's relevance, challenges and opportunities. Results showed the programme is highly valued by participants and identified areas of opportunity to increase its relevance to hospitality businesses:

Decision to Participate:

- Was working at a hotel and wanted the certification
- To be of service to the tourism industry
- Helpful as an Airbnb host
- For job advancement



Outcome from participation:

- "I learned so much about Bermuda when I thought I knew it all from being in school, so it was very mind-blowing"
- "The programme taught me so much more than I am almost embarrassed to say I knew about my own island home"
- "I'm a guest worker, so I learned a lot, if not all new information about Bermuda"
- "I was unaware of how BTA categorises all tourists by age, family, interests, etc. I also was unaware they were trying to tap into the [Black audiences] who travel. As someone who falls under that category, I was excited."



Accessibility Awareness: All Access Pass to Service Excellence Training

In 2019, a working group called the Accessibility Working Group (AWG) was convened from the National Tourism Plan's mission to offer frictionless experiences from arrival through departure in a way that not only satisfies visitors but adds to their positive experience of the country. This statement aims to be true for all visitors, including those with a disability.

The Accessibility Awareness Trainings emerged in the first phase of actionable outcomes from the AWG as they knew that the infrastructure changes must be matched with an equal effort on the customer service side of the equation with sensitivity training.

During these times, while preparing for a March 2021 launch, the focus was on making sure that we had multiple focus groups that provided tremendous insight to the day-to-day issues a person with a disability, resident or visitor can go through on the island. Their feedback is just what we needed and required to ensure that the training being presented will benefit persons with a disability and helping Bermuda to reach their goal of a frictionless experience by 2025.

In a world where diversity and inclusion is increasingly important, it is vital that we increase our knowledge of ways to consistently provide equal access and opportunity to individuals with a disability, while delivering outstanding customer service at the same time. This will help to differentiate Bermuda from other destinations. By using relevant information and best practice strategies, this training seeks to enhance an individual's level of awareness and inspire confidence to deliver an elevated level of customer service and create memorable experiences for all residents and visitors, while protecting the dignity of each interaction.

Corporate Communications

Corporate Synergies

The BTA met with organisers of the annual Bermuda Captive Conference in the first quarter to discuss how the BTA might leverage its sponsorship to better sync with National Tourism Plan goals and tap into this substantial overseas network of delegates (50 percent of the 800 in attendance) to advance MICE messaging and bring visitors back to Bermuda in future for business or pleasure. The conference was eventually shifted to a virtual event in September due to the pandemic. The BTA also met with organisers of annual conferences for the Institute of Directors (IoD) and Caribbean Regional Compliance Association (CRCA), as well as the PwC-FT Insurance Summit, to explore ways we can support mutual goals through these local stakeholder events.



COVID-19 Stakeholder Strategy

Once the COVID-19 crisis emerged, BTA executives participated throughout the year in national strategy meetings with regards to the pandemic. This involved taking part in regular update & planning meetings as members of the Emergency Measures Organisation (EMO) and Public-Health Emergency Response Team (PHERT) to discuss coronavirus health protocols, changing border-protection policies, and the need for public awareness and communications liaison in light of the ongoing crisis.

BTA executives also held and attended meetings to share industry data, traveller sentiment, projections and airline updates with the following stakeholders:

- Ministry of Tourism & Transport Recovery Committee (weekly)
- Bermuda Hotel Association Sales & Marketing Committee (weekly)
- Ministry of Health Border Re-Opening Committee (daily)
- Bermuda Airport Authority and Skyport (weekly)

In the third quarter, in addition to the regular meetings with the aforementioned stakeholders, members of the Leadership team also attended meetings with myriad groups local stakeholders to assess health & safety measures and receive updates on issues of national interest and concern. These included:

- Weekly ABIR-hosted associations meetings around COVID-19 with executives of ABIR, BIMA, ABIC, the Chamber of Commerce, Bermuda First, the Employers Council and the BDA
- A meeting between hoteliers, BRAVO, and Ministry of Health officials to discuss pandemic protocols and best practices for accommodation providers and Caribbean Public Health Agency (CARPHA) Tourism & Health Information System programmes
- Monthly Bermuda Comms Group meetings - an ad hoc gathering of communications professionals to discuss current PR strategy on a variety of topics, including COVID-19, the Work From Bermuda programme, and the fall events calendar
- Meetings with the new US Consul General, Lee Rizzuto, for an update discussion on Centers for Disease Control protocol levels for Bermuda, NY State's quarantine list and efforts to get Bermuda off it, the PGA TOUR Bermuda Championship, and other sporting events slated for the island in the fall

In the third quarter alone, BTA's Corporate Communications sent out a total of 18 press releases to local media and stakeholders, getting the word out on everything from our inside-out marketing campaigns, like Indie Retail (July) and Staycation (September) Month promotions to Bermuda Championship news, World Tourism Day activities, and the island's speedy recovery from a direct hit on September 14 by Paulette, a Category 2 hurricane.

Stakeholder Synergies

As a wider effort during the immediate COVID-19 crisis in the first half of the year, BTA joined the Bermuda Chamber of Commerce for meetings with tourism partners and stakeholders to discuss appropriate economic stimulus efforts to help tourism businesses during COVID-19 and beyond. A key topic was how the industry can adapt to the 'new normal'—an online, virtual economy. The initiative led to the creation of a Tourism/West End Division Report for the Chamber outlining what tourism partners indicated was needed for their businesses to reopen after shelter-in-place restrictions were lifted.



Glenn Jones, BTA Interim CEO practising social-distancing with US Consul General, Lee Rizzuto

A key topic was how the industry can adapt to the ‘new normal’—an online, virtual economy.



BTA took part in the Chamber’s advocacy meetings bringing together all its member divisions to discuss changes and updates. Information was shared on new policies and procedures being put in place to prepare for the reopening of businesses within various sectors, from retail, automotive and security to real estate, tourism and energy.

Discussions were also held with the Bermuda Economic Development Corporation (BEDC) on ways the BTA and BEDC could best assist local businesses and entrepreneurs affected by the pandemic. MSME Day (Micro, Small and Medium-sized Enterprises) was held on June 27 – recognised around the world, the day focuses on supporting small and medium-sized businesses that play a pivotal role in stimulating economic growth. BTA worked with the BEDC to promote and incentivise residents to shop and support MSME businesses.

Tourism Industry Health & Safety Guide

All of the BTA divisions worked with Corporate Communications & Strategy to research and gather materials for a single Health & Safety Guide outlining pandemic protocols across our tourism sectors, compiled in a single resource. The guide has four objectives:

- To provide a consolidated reference for tourism businesses, their employees, other industry bodies and consumers
- To inform all consumers, particularly travellers, about health protocols in place at hospitality businesses throughout the island, so they feel comfortable a Bermuda experience is safe—from beginning to end
- To share the story of how the island’s preciousness was protected through hard work and sacrifice, enabling the country to responsibly welcome visitors once again
- To serve as the qualifying document for the WTTC application. All of the Bermuda compiled guidelines were aligned to fit WTTC health and safety protocols (WHO and CDC Approved)

Bermuda earns World Travel & Tourism Council “Safe Travels” Stamp

In August, BTA earned its World Travel & Tourism Council (WTTC) “Safe Travels” Stamp designation and rolled the process out to a test group of 52 approved businesses certified under the National Service Standards Programme. The pilot group was used to launch and test the WTTC programme locally, allowing NSSC-holders to get approved for the special seal that they could display to tell the world they’re safe.

To apply, businesses first reviewed the Bermuda Tourism Health & Safety Guide to ensure they aligned with expected global protocols for their respective sectors. They then applied under the tourism sector most relevant to their business via an online form created by the BTA detailing global standards protocols.

As a part of Bermuda’s Safe destination approved status, the WTTC empowered BTA to issue the stamp to local businesses meeting the highest COVID-19 public-health standards recommended by the World Health Organisation (WHO) and the US Centers for Disease Control (CDC). In October, the programme was offered to all tourism-related businesses in Bermuda.

All countries, at their highest tourism level, had the same benefits to issue the stamp.

PILOT GROUP SECTOR BREAKDOWN:	
Accommodations	20
Food & Beverage	17
Recreation & Entertainment	7
Retail & Shopping	6
Transportation	2
Yachts & Marine Vessels	0

The BTA PR team built Bermuda’s “Safe Travels” success into its communications plan around the island’s robust health & safety standards. The WTTC is one of several global bodies that have recognised Bermuda for its successful management of the pandemic. In August, the CDC ranked the island among just four countries assessed

at Level 2 risk. In the UK, the Foreign & Commonwealth Development Office (FCDO) exempted Bermuda from countries from which returning British travellers have to complete a 14-day quarantine.

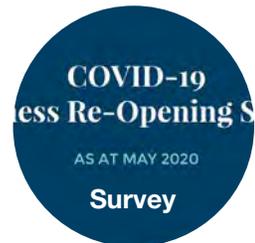
The BTA also offered visitors undergoing Day 4, 8 and 14 testing, a thank-you postcard for following our travel guidelines and encouraging them to share their safe Bermuda experiences on social media using the hashtag, #BERMUDAisSAFER.

Local Surveys

A local resident poll was conducted through Global Research Omnibus to gather sentiment from the local population on re-opening Bermuda to air and cruise visitors. Some 62% of residents in May felt re-opening to air visitors posed a considerable risk to their health, while in September only 12% felt that way. Residents were also asked to weigh in on a possible re-start date for cruise visitors of April 1, 2021.

Other local-market surveys conducted in the third quarter by the BTA were:

- A measure of the impact of COVID-19 on respective hospitality industry memberships' workforce - in partnership with the Bermuda Employers Council, Bermuda Economic Development Corporation (BEDC) and the Bermuda Chamber of Commerce
- A COVID-19 Business Re-Opening Survey to the stakeholder lists of the Bermuda Tourism Authority and the Chamber of Commerce, to gain a measure of local businesses' reopening plans



Executive Summary

COVID-19 IMPACT ON EMPLOYMENT AS AT APRIL 1ST, 2020

TOTAL RESPONSES		FOOD & BEVERAGE - 26 Responses			
219		Previous Employee Count	Layoffs	Reduced Hours	Unaffected Employees
↓		587	322 (54.9%)	151 (25.7%)	114 (19.4%)
FOOD & BEVERAGE	26	RETAIL - 53 Responses			
		Previous Employee Count	Layoffs	Reduced Hours	Unaffected Employees
		714	278 (38.9%)	220 (30.8%)	216 (30.3%)
RETAIL	53	OTHER - 140 Responses			
		Previous Employee Count	Layoffs	Reduced Hours	Unaffected Employees
		1,554	358 (23.0%)	416 (26.8%)	780 (50.2%)
OTHER	140	TOTALS - 219 Responses			
		Previous Employee Count	Layoffs	Reduced Hours	Unaffected Employees
		2,855	958 (33.6%)	787 (27.6%)	1,110 (38.9%)

BERMUDA



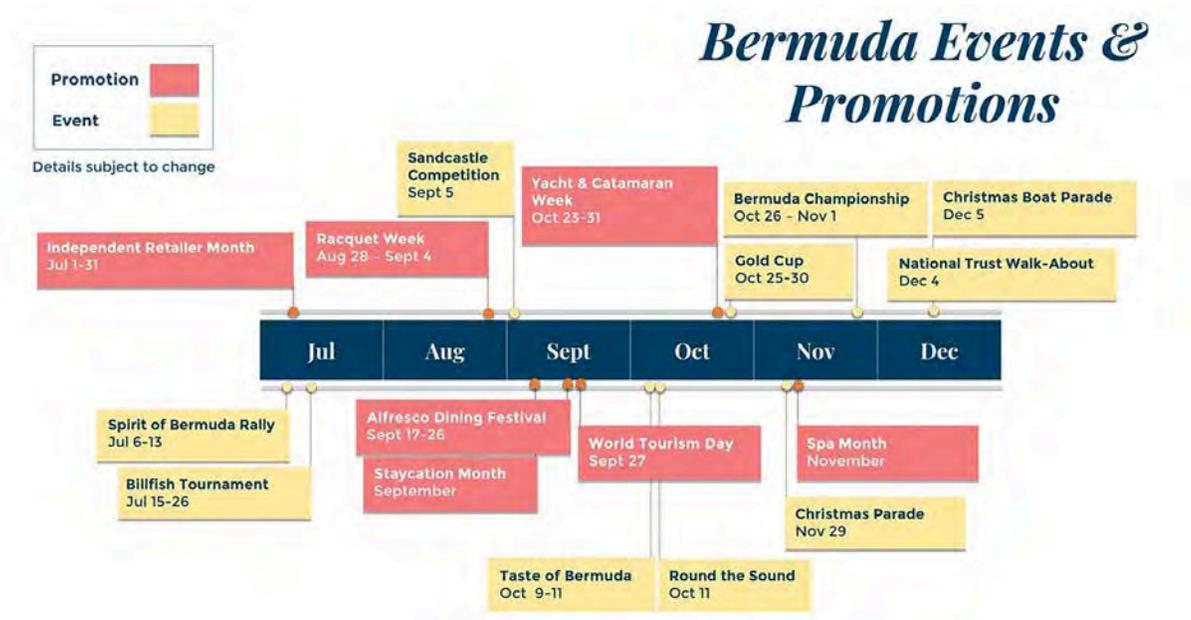
Inside-Out Promotions

In August, BTA and stakeholder partners, including the Bermuda Hotel Association, Bermuda Lawn Tennis Association, Gosling’s, and Just Dreams Event Planning, launched a series of “Inside-Out” promotional initiatives to encourage local spending over the ensuing months. These included Great Bermuda Takeout, Racquet Week, Bermuda Staycation Month, World Tourism Day, Yacht & Catamaran Week and Spa Month.



“All these promotions, including staycations, will stimulate spending, push up hotels’ occupancy levels, and help get people back to work in our industry—the strategy marks a positive road towards recovery. Staycations also provide an opportunity for Bermudians to see all the facilities our hotel properties offer—locals can then promote them to friends and family overseas, creating a spinoff benefit to the overall economy.”

Stephen Todd, CEO, Bermuda Hotel Association



Independent Retailer Month



The BTA Stakeholder Taskforce launched Independent Retailer Month in July to stimulate spending on the tail-end of Bermuda's reopening. A total of 76 retailers registered for the promotion, which was more than expected. Retailers with click-and-ship operations were given the greatest exposure and had extra points when offering Bermuda-inspired or Bermuda-made items. This was because they also had the potential to appeal to overseas consumers who would normally be travelling to the island.

A survey was distributed to participating retailers to gain their thoughts about the initiative. It was followed by a post-mortem session with a small group of retailers to understand the performance of Independent Retailer Month from their perspective. Broadly speaking, they wanted more exposure, more

content and more resources, which is food for thought for the future, but at the time could not have been accommodated given BTA's reduced workweeks and the border reopening.

Alfresco Dining Festival

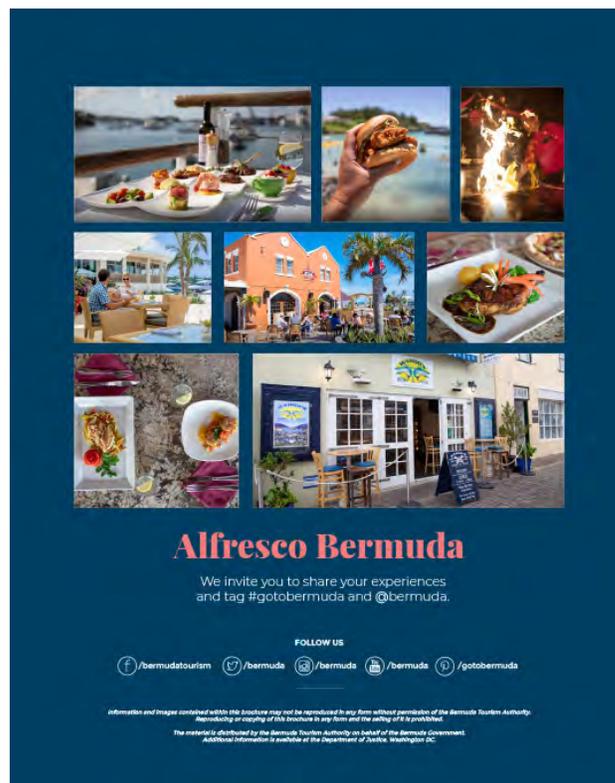
The BTA created a promotion to drive spending at local restaurants in a bid to support the hospitality industry after lockdowns and border closure. Between September 17–26, more than 33 restaurants created alfresco offerings as part of the first Alfresco Dining Festival.

Included were three signature events; unfortunately, one of them, Bermudiana Live—a street food festival slated for Bermudiana Road, Hamilton—had to be cancelled due to inclement weather. The other two events were:

- Dinner In White (September 24). This sold-out event was a huge success. Key points from our feedback survey:
 - 100% of respondents felt this experience allowed them to engage with Bermuda's food culture and local ingredients
 - 100% were either satisfied or very satisfied with the experience
 - 100% of respondents felt safety measures made them feel either very safe or safe
 - 89% felt the experience was either very good or good value for money. No one felt it was bad value for money
 - 100% would recommend this to a family member or friend
 - 100% would buy this experience again in the future
- West End Alfresco Finale (September 26)
 - Likely due to an unpredictable weather period, this event struggled to attract a large turnout despite our heavy promotion via social media and radio interviews. Participating restaurants included: Anchor, Bone Fish Bar & Grill, Frog & Onion Pub, Snorkel Park, Dockyard Pastry Co. and The Media Lounge.



Notably, our push for alfresco innovation saw Wahoo's Bistro in St. George's receiving permission to extend its alfresco dining offering outside its Water Street entrance—after a decade of lobbying by the owner (and 10 weeks of lobbying by the BTA Experience Team).



Bermuda Tourism Summit

The annual Bermuda Tourism Summit was held as a hybrid virtual and in-person event on October 16. A large public gathering request was submitted to the Ministry of National Security to hold the event with more than 75 persons in one location. Based on previous Summit history it was expected that more than 150 people would attend the 2020 Summit and a decision was made to utilise two separate locations. In the end, 180 people attended the event split across the Hamilton Princess (125 participants) and Rosewood Bermuda (55 participants). According to the post-Tourism Summit survey results, 68% of attendees appreciated having a choice of location to attend the Summit. A live stream was provided to BTA employees based in the New York office to participate remotely. Content from the Summit was shared with stakeholders via BTAConnect at its conclusion. Takeaways for the 2021 Summit would be better set-up spacing for social distancing, as well as video editing assistance.



Innovation

2020 YEAR IN REVIEW

Think like a visitor

Throughout its history, Bermuda has shown an uncanny ability to adapt with the times, and the Bermuda Tourism Authority has proven, time and again, that its visitor-centric approach to building and enhancing experiences and programmes are the bedrock to being able to respond, as needed, through the innovative use of technology and data. In 2020, the BTA team worked together to create exciting new experiences in advance of COVID-19, as well as to change tactics and still be able to ensure our island, as a destination, remained true to form, whether for visitors coming from overseas or residents enjoying 'staycations'. Shown here are highlights of some of the very successful results the BTA saw this year.

Restaurant Weeks

January 16 - February 2, 2020

The Experience Team unfurled an ambitious effort to raise the profile of Bermuda Restaurant Weeks to make this annual seasonal festival a primary reason for travelling to Bermuda in the winter. It was the first time the nine-year-old campaign combined food experiences with the island's cultural sites. Although the strategy moved food service outside of traditional restaurant settings, the majority of restaurateurs, according to a stakeholder feedback survey, saw it as a positive. More than 50 local restaurants were in the 2020 participating line-up, offering \$32, \$42, and \$52 three-course, prix-fixe menus for dinner, and \$22 two-course meals for lunch.

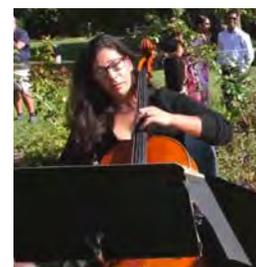
The Business Intelligence & Technology division built the opt-in and menu upload for all restaurants participating in Restaurant Weeks through BTAConnect. Through this process, participating restaurants and their menus were automatically pushed to the website for a robust Restaurant Weeks landing page.

In January, the team collaborated with local restaurateurs, vendors and organisations to create memorable, only-in-Bermuda food experiences to capture imaginations and inspire travel. In addition, Ghanaian-American Top Chef finalist, Eric Adjepong, spent the week in Bermuda, co-hosting several events.

The first experience was a **Fragrance & Food Pairing Picnic** on January 16 in the rose garden of



Musical entertainment was provided by a local string ensemble that also performed with overseas musicians during the season's Bermuda Festival of the Performing Arts.



300-year-old Waterville, the Bermuda National Trust headquarters. The event teamed luxury picnic purveyor and event planner Elizabeth Blankendal of Eettafel and Isabelle Ramsay-Brackstone of Lili Bermuda, while highlighting the island's distinct heritage and horticulture by partnering with the Bermuda Rose Society.

"It was fantastic spending a sunny afternoon with delicious, locally sourced dishes, paired with local scents. Learning new facts about Bermuda's history rounded out the event." **Katrina Nusum, Fidelity International/FIL Limited.**

The second experience was the **Bermuda Culture & Heritage Dinner** on January 24. More than 110 guests attended the dinner at Fourways Restaurant and Cobbs Hill Methodist Church, featuring a collaboration by the Chef, Eric Adjepong, with Bermmy Eats chefs, Jaeleen Steede and Raven White. An **After-Party Afro Jam** was organised for the remainder of the evening at the Zanzibar Lounge at Newstead Belmont-Hills.

"Our team has worked closely with community stakeholders to help them shape their own food-related events, giving Chef Eric more Bermuda experiences to share with his followers. The result of that work is a wonderful series of events that underscores this year's Restaurant Weeks theme of 'Food is Community.' Ultimately, our goal is to elevate this annual wintertime food promotion to inspire travel to the island around it." **Glenn Jones, BTA Interim CEO.**

A partnership with a podcast called Travel with Meaning allowed for more unique storytelling about the Bermuda food and beverage scene. Rum icon Malcom Gosling and Chef Eric Adjepong were interviewed before a live audience and the podcasts are available on the Travel with Meaning website. These podcasts are called **Eat, Drink Travel: Podcast Conversations by Travel with Meaning.**

Canapes and other lionfish treats were expertly prepared by Chef Eric and Take Five chefs for the **Lionfish Bites Fundraiser** at the Bermuda Aquarium, Museum & Zoo. BAMZ's very own lionfish hunters, who helped supply the fresh catch, provided the latest updates on their success. All proceeds benefitted the Bermuda Lionfish Taskforce and the Bermuda Zoological Society's marine education programmes.

Sunday Brunch at The Loren - Chef Tim Sullivan opened his kitchen to a collaboration with Chef Adjepong.



Gosling's President Malcolm Gosling chats before a live audience with podcaster Mike Schibel about sports tourism, leisure travel, and of course, rum!



Celebrity chef Eric Adjepong of Top Chef fame takes the podcast mic to rap about food, travel and life on the road.



Wild Flavours Foraging Tour at Cooper's Island, St. David's. Chef Eric Adjepong joined Doreen Williams-James of Wild Herbs N Plants Bermuda for a one-time only group tour to discuss their collaboration in finding wild foods and herbs for the Bermuda Culture & Heritage Dinner at Fourways and the island's foraging traditions. The wildly successful tour sold out and guests were also given the chance to sample a few recipes and learn to identify all of the island's herbs and edibles, and how they can benefit health and wellbeing.



The BTA also created a **Bermuda Food Harvest Almanac** with the help of local farmers, fishermen and beekeepers, which debuted in February and was available at the weekly Saturday Farmers' Market at the Botanical Gardens. The guide connects restaurateurs, grocers and consumers with locally grown foods.

Overall, feedback for the new curated experiences held during Restaurant Weeks was extremely positive. Participating restaurant partners surveyed felt that BTA's events helped to raise the profile for Restaurant Weeks and they would consider hosting their own events in the future.



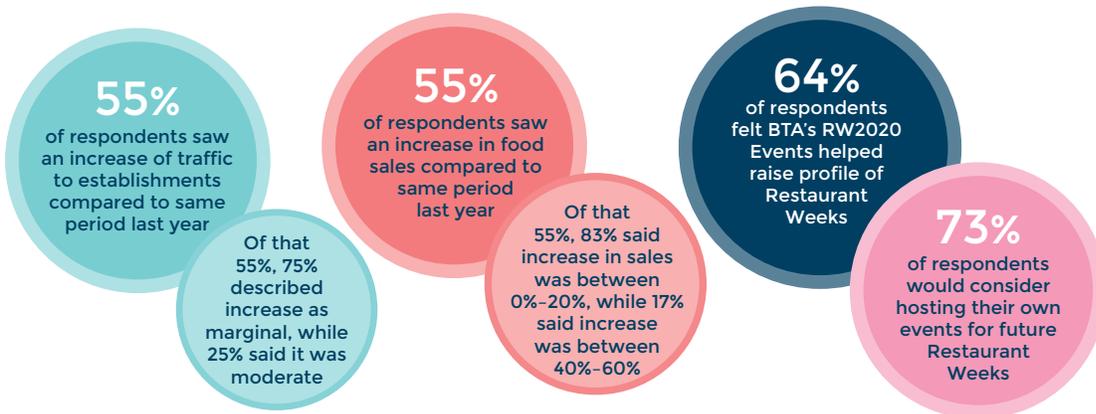
Cultural Bites

After teaming up with Chef Adjepong of Bravo TV's Top Chef fame to host Bermuda's Culture & Heritage Dinner at Fourways Restaurant, Jaelen Steede and Raeven White of Hamilton's BermEats Café are served up a new food-and-wine experience to delight the taste buds of local and visiting foodies. The weekly series, called "Cultural Bites" kicked off March 6 at the Chancery Lane venue, as an infusion of popular courses from January's history-inspired dinner, served canape-style with freshly-harvested foods and locally-sourced ingredients. "Our collaboration with Chef Eric and local tastemakers created an unforgettable food experience, but the true win for us as experience developers is transforming the magic of that evening into a legacy that benefits Bermudian entrepreneurs," said **BTA Chief Experience Development Officer Glenn Jones**.



Restaurant Week Survey Highlights

(Participant Survey has respondents representing 14 of 51 restaurants):



Alfresco Dining

During the second quarter, discussions took place with the East End Chamber of Commerce, the Corporations of Hamilton and St George, and Dockyard’s WEDCo around alfresco dining options, following social-distancing guidelines Bermuda had adopted. Many local restaurants implemented outdoor dining during the early phases of economic recovery, helping restaurant workers get back on the job.

St. George’s announced it would close Water Street for this purpose, and picnic benches were installed at Penno’s Wharf in the town to facilitate alfresco dining at Big B’s BBQ. The BTA also collaborated with OBMI regarding reimagining portions of the Town of St. George, with architectural enhancements that supported alfresco dining, and focused on creating a legacy benefit for the old town.

Similar initiatives took place in the City of Hamilton, where the Corporation of Hamilton built structures and created safe passage for vehicles and pedestrians, as well as provided outdoor space to food and beverage businesses rent-free. Benches were also placed on the City Hall lawns to provide people with a convenient central location to eat take-out meals.

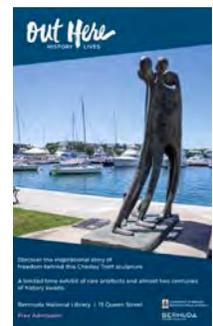
Building on the popularity of the trend, the BTA launched an Alfresco Dining Festival from September 17–26. An event called **Dinner in White** at Fort St. Catherine marked the kick-off. Unfortunately, the WEDCo and East End events, as well as plans to close Bermudiana Road in Hamilton to traffic to allow open-air dining along the thoroughfare, were cancelled due to stormy weather.



Enterprise Anniversary

In partnership with the Department of Libraries & Archives, a new exhibit commemorating the anniversary of a 19th-century court case in which a group of enslaved ship passengers dramatically won their freedom was displayed at Bermuda National Library.

The exhibit used artifacts and multi-media to tell the story of the American ship Enterprise which reached Bermuda in February 1835 after a storm threw her off her designated journey.



Catamaran & Yacht Week

Encouraged to reclaim summer, Bermuda's first ever Catamaran & Yacht week was strategically placed during the Fall to complement the Bermuda Gold Cup, Bermuda Championship and the inaugural World Tens Series. This eight-day promotion, in collaboration with the island's boat charter operators, marinas, event planners and caterers, was designed to stimulate spending from residents while engaging visitors as traveller volume gradually returned.

The line-up during Catamaran & Yacht Week included:

- Catamaran Rally | October 25
- Breakfast & Bubbles Cruise | Oct 25 (cancelled due to weather)
- Catamaran Flotilla | Oct 30 (cancelled due to weather)
- Marina Nights | Oct 30 (cancelled due to weather)
- Spirit of Bermuda Dinner Cruise | Oct 30 (rescheduled to Oct 31 due to weather)
- Float-up Movie Experience | Oct 31 (cancelled due to weather)



Catamaran Rally Feedback Survey (18% of attendees responded):

80% felt this experience allowed them to engage with and immerse themselves in Bermuda's culture.

100% were either very satisfied or satisfied with the experience.

76% felt either very safe or safe with the event's health and safety protocols. No one felt unsafe.

76% felt the experience was either good value or very good value for money. No one felt it was bad value.

95% would recommend this experience to a family member or friend.

90% would purchase this experience again in the future.

Over 80% of the respondents found out about this event through word of mouth.

Spirit of Bermuda Dinner Cruise (32% of attendees responded):

94% agreed or strongly agreed that this experience allowed them to engage with Bermuda's food culture and local ingredients.

94% agreed or strongly agreed that this experience allowed them to learn something new about a Bermuda cultural asset.

100% were either very satisfied or satisfied with the experience.

88% felt either very safe or safe with the event's health and safety protocols. No one felt unsafe.

100% felt the experience was either good value or very good value for money.

100% would recommend this experience to a family member or friend.

100% would purchase this experience again in the future.

53% of the respondents found out about this event through word of mouth. Other popular channels were social media and the events calendar.

BVSCs

The Bermuda Visitor Service Centres were very busy throughout the year, as can be seen in the calendar below.

 <p>January</p> <ul style="list-style-type: none"> BVSC 'pop-up' at Hamilton Princess for Bermuda Race Weekend Expo. 	<p>February</p> <ul style="list-style-type: none"> Local craft market at Hamilton VSC coincided with Aurora and Ventura cruise ship calls. "Your Island. Your voice" town hall by Premier David Burt at Hamilton VSC for 18-to 35-year-olds. Work began to turn space into a multi-functional room for private meeting rentals. 	<p>March</p> <ul style="list-style-type: none"> VSC map tables rebranded to reflect "Out Here" guides and merchandise offerings were expanded to include a Bermuda-branded Swell bottle and new white polo shirt for men and women. In preparation for formal start of the cruise season, recruitment drive for seasonal contractors launched. More than 120 people applied for positions as tourism ambassadors. Training for those selected was postponed due to COVID-19. 	
<p>April</p> <ul style="list-style-type: none"> 24-hour Shelter in Place commenced on April 4 and ended on May 2. 	<p>May</p> <ul style="list-style-type: none"> BVSC merchandise was promoted locally through our "Purchase with a Purpose" campaign, providing a revenue stream during the shutdown. Merchandise sales of \$2,900 resulted in \$750 being donated to Saving our Servers, a programme facilitated by the Bermuda Chamber of Commerce to assist restaurant workers. 	<p>June</p> <ul style="list-style-type: none"> In the Hamilton Visitor Services Centre, new hurricane-resistant balcony railings were installed. Construction of a separate, rental meeting space on the middle floor was also completed, along with all COVID-19 safety measures prior to the building's June 1 reopening. 	<p>June</p> <ul style="list-style-type: none"> While both Dockyard and St. George VSCs will open only for special events for the foreseeable future, at the end of Q2, the Hamilton VSC had operating hours of 10 am-2 pm daily, and permanent staff had returned on a reduced work-week schedule.
<p>July</p> <ul style="list-style-type: none"> With the border reopening, VSC Tourism Ambassadors were relocated to the airport to ensure arriving passengers were informed about the Island's COVID-19 protocols, to answer visitor questions, and to encourage visitation to open attractions. 		<p>July</p> <ul style="list-style-type: none"> Hamilton's VSC reopened July 1 with full COVID-19 protocols in place, including a one-way entry/exit system and updated bathroom fixtures to ensure compliance with best practices. New artwork was installed on the main floor and the new meeting room on the middle floor was completed, providing a fully functional private rental space. This was used numerous times during Q3 for private and public events, including a rum-tasting visitor experience and a live discussion hosted by the Premier. 	<p>July</p> <ul style="list-style-type: none"> At the end of July, The Birdcage reopened on the top floor, and maintained full operations throughout the quarter except during hurricane closings.
<p>August</p> <ul style="list-style-type: none"> The Dockyard VSC opened for weekend traffic only in Q3, while the St George's VSC remained shuttered, reopening in October. All VSCs received the World Travel and Tourism Council (WTTTC) Safe Travels Stamp. 	<p>September</p> <ul style="list-style-type: none"> The PLP held an After-Work Meet & Greet with their candidates on the middle floor of the Hamilton VSC on Wednesday September 23, which was attended by 45 individuals, the Premier and PLP candidates. Frontline Ambassadors at the airport gave out Gift Certificates to Duch Pops for the Alfresco Dining Festival Finale in Dockyard on September 26 	<p>September</p> <ul style="list-style-type: none"> The VSC in Dockyard opened from 7pm - 10:30pm on September 26 to accommodate the Alfresco Dining Festival Finale. 	<p>October</p> <ul style="list-style-type: none"> Work on the BVSC e-commerce platform commenced with a launch date for Q1 2021. Photoshoots, working with the bank to integrate a payment processor and choosing DHL as our shipping partner were some of the items on the launch checklist.
<p>November</p> <ul style="list-style-type: none"> Infrastructure changes were made to the Hamilton VSC. The water was switched to its own water supply independent of the Corporation of Hamilton's, and a planning permit was submitted to meter electricity independently on each floor ahead of the 2021 visitor season. 	<p>December</p> <ul style="list-style-type: none"> The St. George's & Dockyard VSCs opened on Sundays to accommodate holiday shopping. The Birdcage closed for the season on December 12, 2020. 		

Business Intelligence & Technology

The Business Intelligence & Technology division came fully into their own in 2020, by facing challenges head-on and coming up with valuable solutions brought about by COVID-19. Some of their innovative efforts are shown here.

The rollout of Microsoft Teams and SharePoint across the organisation, including training, was completed in the early part of the first quarter to improve collaboration and streamline file storage and sharing. This transition proved invaluable in mid-March when all BTA employees began working remotely due to COVID-19.

The Sales & Marketing Scorecard was completely transitioned to Dashboards in the Simpleview CRM, automating most of the monthly metrics and allowing for real-time access by team members.

Leading up to the resumption of commercial flights on July 1, the BTA worked closely with the Bermuda Government, particularly the Departments of Health, Immigration and Customs, to combine pre-arrival forms into one electronic **Travel Authorisation form**. The form was designed to make entry to Bermuda more seamless for visitors, while ensuring health requirements were upheld to keep the local community safe. Preparation in the second quarter for the new portal's launch helped facilitate Bermuda's border re-opening at the start of the third quarter. The new process allows for the approval of travellers prior to travel here based on border protocols, covers the cost of COVID-19 testing while on the island, and facilitates real-time paperless data collection from travellers.



The BTA also provided recommendations and suggestions to the Health Ministry regarding barriers that could stop visitors from travelling to Bermuda, particularly timing and accessibility of COVID-19 testing in our key markets. In the fourth quarter, the BTA optimised incoming data from new sources, such as the Traveller Authorisation form and new Immigration Border Management System to ensure seamless reporting of visitor statistics.

In 2020, additional fields were added to **BTAConnect**, the BTA stakeholder portal, giving industry registrants increased management over their online listings on gotobermuda.com. The following features/fields were added:

- Adjusted Open Hours
- Open Now
- Digital Only
- Black-owned

Using the portal, stakeholders can also now submit their tour and/or excursion details for inclusion consideration in the quarterly "Out Here" seasonal guides. BTAConnect was also used to hold webinars with stakeholders for training on the portal and for sharing important COVID-related content. In addition, BTA launched a video to encourage businesses to get the green "what's open" badge on their GTB.com listing.

Enjoy the essence of Bermuda wherever you go with Li! Bermuda perfume, made (and sold) at its local perfumery in...

LEARN MORE

THE BERMUDA PERFUMERY - ST. GEORGE'S
Stewart Hall, 5 Queen St. St. George's
ST. GEORGE'S & THE EAST END | SPECIALTY SHOPS | BERMUDA DESIGNED & MADE
OPEN FOR BUSINESS
NATIONAL SERVICE STANDARDS CERTIFIED
Bring the essence of Bermuda home in a bottle with a stop at the perfumery of Li Bermuda, which has offered...

LEARN MORE

ASTWOOD DICKINSON
25 Front St., Orbes House, City of Hamilton
HAMILTON & CENTRAL BERMUDA | SPECIALTY SHOPS | DEPARTMENT STORES | BOUTIQUES | JEWELLERS
OPEN FOR BUSINESS
An island fixture for more than 100 years, Astwood Dickinson enjoys a...

Bermuda Tourism Authority (BTA)
THE BTA IS THE OFFICIAL DESTINATION MARKETING ORGANIZATION OF BERMUDA AND AN ACCREDITED MEMBER OF DESTINATIONS INTERNATIONAL.

NATIONAL TOURISM PLAN

WORK FROM BERMUDA

WHAT'S OPEN?

Updating your Business' Open Status
BTAConnect allows you to let visitors know you are open for business.

Log in to BTAConnect:

URL: gotobermuda.com

Username: email address

Password: a temporary password is sent when your account is created. If you do not have this or have forgotten your password, click on the "Forgot Password?" link

If you have any issues logging in, please email: BTAConnect@bermudatourism.com

Once logged in, navigate to the left-hand icons and click on the tile labeled "PROFILE".



Growing through Groups (MICE, Sports, Etc)

The BTA team has worked diligently over the years to position Bermuda as an ideal destination for teams and groups - and is certainly on track to the island becoming known as an exclusive, convenient and sought-after destination for specific groups, year-round. This year has been challenging beyond compare and yet, the effort and results have been second to none, especially in the area of sports tourism. The continuation of three major sporting events

coming to Bermuda helped to spread the message that Bermuda was a safe place to host sports teams. Some of the highlights from the year are featured here.

Golf

2019 PGA TOUR Bermuda Championship Economic Impact

BTA released a study commissioned from KPMG to measure the economic impact of the inaugural PGA TOUR Bermuda Championship in 2019. Released in June, the report found the event generated an estimated \$22.6 million in value for Bermuda, leading to a 320-percent return on investment. The event attracted



more than 2,000 visitors, five percent of whom came to Bermuda specifically as spectators, and racked up almost three-million viewers on television. The tournament—the first of five annual PGA TOUR events secured by the BTA as title sponsor through 2023—was held at Port Royal Golf Course October 31 to November 3, 2019. It was broadcast on the Golf Channel and Sky TV, with a field of 120 professionals—including five Bermudians.

The KPMG study calculated the event had an estimated direct economic impact of \$7.8 million, generating an additional \$10.6-million impact on the economy through indirect and induced effect. International media exposure was valued at another \$4.2 million. Aside from direct positive fiscal impact, the event also contributed legacy benefits for the island, including popularisation of golf and youth sports, deployment of hundreds of volunteers, and promotion of Bermuda as a year-round golf destination.

2020 PGA TOUR Bermuda Championship

Starting in January 2020, the full BTA team worked hard to build relationships and develop packages to entice golf enthusiasts to come to Bermuda for the October 26 – November 1 tournament. Members of the Sales & Marketing team attended a multi-day Merchandise Show from Jan 26–29 in Orlando, Florida, where they held over 10 meetings with golf event organisers and tour operators, and ran a co-op promotion with Goslings Rum



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and Coral Coast Clothing, gaining valuable database contacts. Their efforts paid off as they created hugely successful partnerships with golf-specific media, such as PGA Magazine, MetGolfer and Georgia Plus in advance of the tournament, as well as advertising spots on Bermuda Championship sponsor's Golf Channel network. BTA also hosted journalists John Scott Lewinski and Michael Williams for the PGA Pro-Am from October 26-30.

PGA Magazine

Print

- PGA Magazine - August & September Advertorial
 - 27,200 circulation
- MetGolfer - Aug & September Advertorial
- Georgia Plus - August Spread

Digital

- National and regional banner media
- Morning Food Newsletters - 379K subscribers

PGA Magazine

Print

- PGA Magazine - November Advertorial, October and December full page ad
 - 27,200 circulation
- MetGolfer - October and December Advertorial
- Chicago District Golfer - November advertorial
- Regional winter advertorials: Golf Georgia Plus, Carolinas Golf Express

Digital

- National and regional banner media

Partnership Engagement

PGA MAGAZINE

- Set up calls with PGA Magazine and multiple properties
 - Discussed potential partnering on tour operator side to develop packages to sell
 - PGA Magazine took feedback to develop package
 - Follow-up throughout month
- Included on the morning read email from PGA magazine
 - Highlighted the Bermuda Championship

Golf Channel

TV

- Sponsorship of PGA tour's Bermuda Championship
- 64 TV spots
- Custom TV integrations including 8x beauties and 4x travel features

Digital

- 900K+ social impressions
- 2x Golf Channel Newsletters
 - 659K+ inboxes reached
- GolfAdvisor Newsletter
 - 542K+ inboxes reached
- GolfAdvisor dedicated email
 - 842K+ inboxes reached

The 2020 Bermuda Championship was held at the Port Royal Golf Course and featured a field of 132 players and 72 holes of stroke play. It was the first PGA TOUR event since the onset of the COVID-19 pandemic to welcome a limited number of general admission spectators on-site at a tournament venue, which meant that a daily allowance of residents and visits were able to attend the event in person. In total, 3,800 spectators attended the Bermuda Championship.

“We are grateful to Bermuda’s government, health officials, the PGA TOUR and Bruno Events Team, whom we’ve worked jointly with throughout the process of planning for this year’s event. The second Bermuda Championship is a testament to the island’s successful health and safety record which has enabled an event of this scope to go ahead. As title sponsor, the Bermuda Tourism Authority is thrilled to make this possible for Bermuda visitors and our local community. Through four days of live coverage on The Golf Channel, the Bermuda Championship will showcase the island’s wide-open spaces, pristine beauty and the naturally physically-distanced sport of golf.”

Victoria Isley, BTA Chief Sales & Marketing Officer

Several significant changes to the 2020 Bermuda Championship took place, including a \$1-million increase to the purse, for a \$4 million total; 500 FedEx Cup points were awarded to the winner; field-size expansion went from 120 to 132; and the winner qualified for the 2021 Masters Tournament. All four rounds were televised on Golf Channel, with more than 50 hours of total broadcast time.



Golf Week & AGJA Partnership



The BTA's Sports Tourism team used the opportunity and a strategic business development approach to build on the Golf Week concept, held as part of the Inside-Out tourism recovery plan in June, to form a new partnership with the American Junior Golf Association (AJGA). The AJGA is a non-profit organisation dedicated to the growth and overall development of young men and women who aspire to earn college Golf scholarships through competitive junior Golf. That focus complements the BTA commitment to leverage sports business development opportunities to inspire local youth development and positively contribute to Bermuda's economy. This relationship also aligns with Bermuda's

National Tourism Plan to attract a new generation of traveller via select sports, including golf.

The first tournament will be played at Port Royal, and while it was originally scheduled for January 15 – 18, 2021, it was rescheduled to December 9–12, 2021 due to COVID. It will be open to the junior talent from Bermuda. It is expected to:

- Attract over 70 participants and about 250 spectator family members
- Become an annual winter month event
- Reinforce the island's sports credibility in a core sports category
- Benefit Junior golf development in the local community

The BTA Sports Tourism team benefitted greatly in establishing this partnership from the contributions and collaboration of Sean Sovacool from Bruno Events/Bermuda Championship and the late Greg Maybury from Port Royal Golf Course.

Sailing

Spirit of Bermuda Rally and Festival of Sail

The *Spirit of Bermuda Rally* was an impromptu sailing event that rose from the cancellation ashes of the Newport-Bermuda and Annapolis Bermuda races, and was given the greenlight from Government to take place in July.

Created by the East End Mini Yacht Club, in liaison with Bermuda Sloop Foundation and the non-profit Sailing Yacht Research Foundation (SYRF), the rally was open to any offshore yacht by invitation and set sail from two locations on July 6: Newport, Rhode Island, and Chesapeake Light, Virginia, finishing at Mills Buoy near the Town Cut in St. George's. The rally introduced a new format with two starts set up on lines of latitude and longitude in the Atlantic Ocean. Boats that joined the North Start left from Newport, while those in the West Start sailed down the Chesapeake Bay to international waters.



The BTA worked with the island's yacht clubs and the Bermuda Sloop Foundation to help support planning for the inaugural event. The island hosted three days of events from July 10–12 in St. George's, including:

- Friday, July 10: Four US yachts arrived from Annapolis & Newport with 22 ocean-racing crew visitors
- Saturday, July 11: race by Spirit of Bermuda sloop, local catamarans & cruising yachts
- Sunday, July 12: "Festival of Sail" in Town of St. George's with Comet Class and gig races, as well as onshore activities

"We're excited to lead the resurgence of sports-tourism activity in Bermuda with this event conceived by our sailing stakeholders. We feel it's a great opportunity to tell the world Bermuda is open for business and celebrate the legacy of our island's richly diverse maritime heritage."

BTA Director of Sports Business Development, Hazel Clark

The BTA prepared 30 branded gift bags to give to participating international sailors and provided PR support around the event. The hope is the rally will become an annual staple of the nautical tourism calendar and, going forward, will be held in June to segue into Newport, Marion and Annapolis events.

Bermuda Triple Crown Billfish Championship



The annual 12-day event combining three fishing tournaments took place between July 15–26 with six international game-fishing boats participating, accompanied by two superyachts. The event attracted close to 50 overseas visitors.

- Bermuda Billfish Blast: July 15–18
- Bermuda Big-Game Classic: July 19–22
- Seahorse Anglers Club Billfish Tournament: July 23–26

70th Bermuda Gold Cup & Open Match Racing World Championship

The **Bermuda Gold Cup** is an event of the World Match Racing Tour, presented by the BTA in collaboration with Argo Group. Proceeds from the race benefit the Bermuda Institute of Ocean Sciences [BIOS]. This year, the Bermuda Gold Cup was held between October 25–30, with multiple teams from around the world competing to win the prestigious King Edwards VII Gold Cup, the oldest trophy in the world for a competition involving one-design yachts. The event resulted in a total of 200 visitors for a total of 240 room nights.



Tennis

2020 US Open Tennis Championship & Bermuda Racquet Week

As a local nod to the US Open and Bermuda's USTA partnership, the BTA, in tandem with the Bermuda Lawn Tennis Association (BLTA) and Gosling's, created a socially distanced, themed evening event at the WER Joell Tennis Stadium to celebrate the launch of Racquet Week on August 28. The event, named "Tennis: The Bermuda Legacy" also paid tribute to the legacy of Bermudian tennis pioneer Mary Ewing Outerbridge, as well as to Bermuda being the official tourism partner of the US Open, and to the Courts & Shorts event being held in April 2021.

Bermuda Racquet Week ran from August 28 to September 4 and included free court time at WER Joell Tennis Stadium for those looking to play. Starting August 31, locals and visitors alike were invited to play on the tennis stadium's courts between 9 am and 4 pm at no cost. Players were also encouraged to purchase time for tennis lessons with the public facility's instructors.



“As the national governing body of the sport, the BLTA is proud of Bermuda’s part in the history of tennis and would like to thank the BTA for its recognition of that role in this truly global sport. With the combination of the US Open tournament and Bermuda Racquet Week, tennis is at the forefront of sports and the BLTA would like to encourage persons of all ages and walks of life to head to your nearest court to learn a new sport, renew your skills, or just to have fun playing this wonderful game of tennis.”

Michael Wolfe, President, Bermuda Lawn Tennis Association (BLTA)

The 2020 US Open Tennis Championship ran from August 31 to September 13 in New York City, and Bermuda was prominently on display during the Grand Slam® tournament through on-court signage on the main Stadiums and other tournament courts.



The story of Bermuda introducing the sport of tennis to the United States via New York was featured in digital pre-roll video and display units that were geo-targeted to Bermuda's top markets, while Bermuda's proximity to New York City was also on display in a six-part series on US Open's Instagram feed throughout the tournament. Television ad spots appeared on ESPN New York and Boston, as well as on local news coverage during all days of the US Open. Sweepstakes for Courts & Shorts 2021 were promoted through

the television ads as well as display and video media, resulting in 2.25M of impressions, and 4,089 total sweepstake entries. At the conclusion of the US Open, a special guest post also connected the US Open to the Courts & Shorts Weekend to be held on the island in 2021.

Endurance Sports

RUNNING

Early in the year, the Sales & Marketing team members attended the Running USA Conference in Las Vegas, Nevada, from February 9–11, 2020. They participated in four sessions and held multiple meetings with potential clients about bringing new endurance events to Bermuda.

Bermuda Triangle Challenge

This annual running challenge took place over the weekend of January 18–22, and the Bermuda Triangle Half or Full Challenge included the Front Street Mile race on Friday, the 10k on Saturday, and the Half or Full Marathon on Sunday. The BTA supported the event's strategy and revisited a relationship with Marathon tours which brought additional 151 international participants to the event and increased the resulting economic impact.

ZOOMA Run Series

The ZOOMA Women's Race Series Brand is a series of running events held for women only, that normally take place in sunny locations. In 2020, Bermuda was chosen as ZOOMA's first international destination, which brought 300 visitors to the island from February 13–16, generating winter season business in alignment with National Tourism Plan. The weekend event comprised a 1.5-mile race from Gibbs Hill Lighthouse to Horseshoe Bay on the Saturday and then a 10k and a half marathon on the Sunday. A number of local female runners also participated in the events. The 2021 event is scheduled to be the host event for the Black Girls Run annual meeting, which will help us to meet our objective to attract African-American visitors to the island.



WORLD TRIATHLON SERIES BERMUDA

As part of our partnership engagement efforts for the World Triathlon Series Bermuda, the Local Organising committee hosted a site visit on island for the new delivery partner, WTS Edmonton, and TV Production partner, Free Anchor Films, between February 19–21. During the visit, the BTA held key discussions and meetings with local stakeholders, as well as with LOC and key stakeholders to discuss WTS 2020 planning. The group conducted site visits to key locations and mapped logistics to ensure a successful April event delivery. Due to ensuing COVID-19 pandemic, the Executive Board of the International Triathlon Union

announced the suspension of all World Triathlon activities, in the interest of public health and safety. This included the MS Amlin World Triathlon Bermuda scheduled for April 18 and 19, 2020.

Negotiations over the dates and planning for the 2021 World Triathlon event commenced shortly after the April event was suspended, with ongoing efforts taking place through to the end of the year. This included meetings with local stakeholders, the appointment of LOC members and key employees, contract negotiations with Partners and Sponsors, which resulted in a ten percent sanction fee reduction, mapping logistics, implementation of a site plan, development of a marketing plan and strategy development. The World Triathlon provided new brand management, which was used for the creation of sponsorship materials. The new dates for the 2021 Grand Final with ITU was set for October 15–17, 2021, whereby it was decided that Bermuda would host the 2021 World Triathlon Sprint & Relay Championships.



On-Island Events

New United Soccer League Partnership

On February 24, the BTA announced the sponsorship and support of the American United Soccer League (USL) to bring international teams to Bermuda for seven games in the summer, and host Bermuda players in matches overseas. The new partnership, between BTA, FC Bascome Bermuda, National Sports Centre, and the Grotto Bay Beach Resort, was pushed back until 2021, due to the COVID-19 pandemic.

World Tens Series (Rugby) Oct 14- Nov 8

The BTA Sports Tourism team entered into a partnership with the World Tens to host the 10-a-side World Tens Series in Bermuda from October 14 to November 8. BTA assisted and supported World Tens in advance of the event with the Bermuda Government for exemption for mass gatherings and other partners to negotiate accommodations, transportation, COVID-19 testing options and training facilities. The World Tens Series saw the participation of seven teams with a total of 350 arrivals, over 3,500 room nights and broadcasting in 101 locations.



Groups

The Group Sales team had their hands full during the entire year as they actively collaborated with potential partners, clients and associations to maintain a high profile for Bermuda. The team participated in numerous sales engagements, training and activities, as can be seen in the graphics below.

Travel Trade Sales Engagement Highlights		
QUARTER	NUMBER OF EVENTS	CLIENTS/AGENTS REACHED
Q1	5	539
Q2	6	585
Q3	5	395
Q4	3	215

Travel Trade Digital Training		
QUARTER	NUMBER OF WEBINARS/ PRESENTATIONS	AGENTS REACHED
Q2	3	32

Association of Canadian Travel Agencies:
Bermuda training uploaded on education platform for over 5,000 agency partners

Travel Trade Sales Activities	
QUARTER	NUMBER OF ACTIVITIES
Q3	10
Q4	7

Groups – Direct Sales Activity	
QUARTER	NUMBER OF ACTIVITIES
Q1	6
Q2	11

Association of Canadian Travel Agencies (ACTA) Conference Trade Show



BTA purchased a booth at the ACTA Conference Trade Show, which took place on a virtual tradeshow platform on November 12 and 13. Attendees visited branded virtual booths located in the Exhibit Hall, where they could access videos, download brochures and chat with representatives at their own pace and from the comfort of their own home. Exhibitors also had the opportunity to interact and share stips in the Networking Lounge.

The Bermuda Booth received over 600 attendees, which consisted of 518 English registrants and 81 French registrants. Attendance was split between agents in BC, Alberta, Ontario, Quebec and a few from Saskatchewan and Manitoba. Results were mostly enquiries about golf packages, requests for agent deals, requests regarding the status of the St. Regis Hotel and enquiries about where to stay during the pandemic.

Participants all received a follow-up e-mail with travel guides, links to COVID-19 updates and Bermuda’s work from home programme.

Group Site Visits

Associated Luxury Hotels International (ALHI)

The BTA hosted two waves of groups site visits for Associated Luxury Hotels International (ALHI), which included hotels and off-site venue visits. The first wave from January 12-15 included 7 ALHI GSOs and the CEO, while the second wave from February 29-March 4 included 8 ALHI GSOs.

Travel + Leisure Business Advisory Board

BTA and Rosewood Bermuda hosted the Travel + Leisure's Business Travel Advisory Board from Mar 9-15, 2020. The Board consists of senior executive leaders in all aspects of business travel, including corporate travel managers from some of the country's leading corporations, corporate travel agencies, meeting planners, incentive houses, and corporate travel consortia. Together, these leaders provide a unique perspective on the best practices, strategies, and policies shaping the business travel world and collectively provide T+L advertising partners the opportunity for feedback on their own business travel strategies or concepts. During their site visit to Bermuda, the group of 14 guests were able to enjoy numerous visits to Bermuda's varied activity offerings, including Bermuda Aquarium Museum & Zoo and Trunk Island, as well as some elegant events and dinners, such as Welcome Dinner "Eat like a Local" at Sandymount on March 10, a private residence and a Fragrance & Food Pairing Lunch with Isabelle Ramsay-Brackstone, Lili Bermuda Master Perfumer, and Elizabeth Blakendaal, Eettafel Bermuda, at The Unfinished Church.

Luxury Travel Advisor Fam Trip



Three Sales Agents from Luxury Travel Advisor were hosted by Newstead Belmont Hills and Grotto Bay Beach Resort from November 8-13.



Meetings, Incentives, Conferences & Exhibitions (MICE) Activities

The Group Sales team were active throughout the year in garnering future groups to come to Bermuda. Meetings and conferences were mostly carried out virtually, due to the COVID-19 restrictions on travel, and the team made good use of online platforms to create informative content.

BTA held four **MICE Webinars** in 2020, resulting in over 40 meeting planners participating. Among the results from these webinars, one meeting planner submitted an RFP for a group of 200-300 guests in 2021, and a confirmed group booking was received for the Assante Chairman's Council in 2022.

Two **MICE Focus Groups** were conducted during the year. The first communicated Bermuda's re-opening plan to top meeting planners and obtained valuable market insight. The second was on future MICE trends and the feasibility of Bermuda as a destination wedding and intimate social gathering destination. Key findings were that most meeting planners are focusing on 2022 and that they destination for luxury weddings, small private groups (maximum 10 guests), and milestone celebrations.

The Group Sales team attended the **Meetings Mean Business** virtual event in the third with three key takeaways:

1. Small regional live events should be next on your radar
2. The pandemic has pushed the industry to reinvention
3. Meetings and events can be the key to rebuilding local economies everywhere

In December, the team attended the **SITE Canada Holiday Social** and also sent holiday e-cards to top meeting planners across Canada.



Destination Services

The Destination Services team supports all of the BTA Divisions to make on-island arrangements run smoothly from administration through to research and planning. Some of their work in 2020 has been highlighted here.

Destination Services maintains an excellent, professional working relationship with both Bermuda Customs and Immigration. As part of the team's remit, they conduct routine check-ins with the Bermuda Customs Principal Collection Officers for updated airport BCD requirements as they related to tourism shipping/imports due to COVID-19.

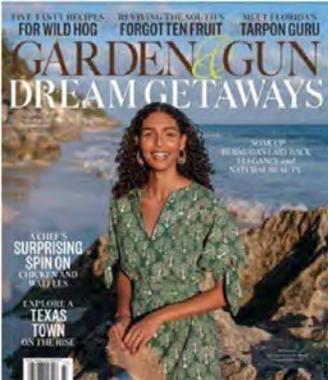
The team proved itself to be crucial in obtaining duty exemptions related tourism shipping/imports for arriving sports groups and film groups, as well as for processing work permit applications for the various sports tourism events through the year, such as the Bruno Events/Bermuda Championship team, SailGP event team, and the Rugby World Tens Series.

During the year, the Destination Services team attended two virtual events, namely:

- July 14–15: Destinations International's first-ever virtual Annual Convention and the premier educational event for destination professionals
- August 25–26: the Cvent Virtual 2020 Event - the largest gathering of event and hospitality professionals, which had 42,000 registrants

The team was also key in researching and sourcing available on-island resources to meet the technical needs of the hybrid in-person/virtual Bermuda Tourism Summit, which took place on October 16.

Along with the PR/Content Team, Destination Services hosted **Garden & Gun** magazine journalist Latria Graham from November 11–15. The result of the journalist's visit will be a cover feature in the February 2021 **Garden & Gun** magazine and a nine-page spread highlighting 'Bermuda's laid-back elegance and natural beauty'. Additional content assistance was given for Web articles, in particular updating Private Chef offerings and researching new food experiences for the BTA website.



Destination Services provides much-needed support to the BTA Sports Team. Through the year, the team was able to assist with numerous projects, such as:

- August 28: Toast Tennis Event - Liaised with the Experience Team and Gosling's for the VIP Experience at the WER Joell Tennis Stadium.
- September 28: PGA TOUR Bermuda Championship - Organised a press event at Port Royal Golf Course for the announcement of live general admission spectators and ticket sales for the October tournament.



- November 2: Arranged the logistics for the public announcement that Bermuda will host the 2021 World Triathlon Sprint & Relay Championships, October 15-17.
- Prepared itinerary for PGA Golf Ambassador FAM trip: five days/four nights, November 16-20.
- Provided Runner's Paradise itinerary for submission to potential Endurance groups for 2021.
- As a part of an ongoing assessment of sports itineraries, revised the Ultimate Bermuda Sailing Escape consisting of five days and four nights. This itinerary will be provided to sailing enthusiasts interested in on-the-water experiences in Bermuda.
- Began preparation for BTA's 2021 host partner events: the Bermuda Grand Prix from April 24-25, the 2021 World Triathlon Sprint & Relay Championships from October 15-17, and the Bermuda Clipper Race December 20-30. Assistance included applications for work permits, location selection for opening and closing ceremonies, event budget creation, feedback on site build permits and more.
- Assisted with some leads for possible future pickleball clinics and tournaments in Bermuda. Sports Team's Hazel, London and Clintel, together with the Destination Services Manager, visited Coral Beach & Tennis Club/ Horizons, Pomander Gate, Elbow Beach to view the available pickleball courts for the potential tournament. BTA's David Thomas met the team at Pomander Gate to discuss pickleball access and courts. Pompano Beach Club was added to the list later when their pickleball courts became ready. Pickleball Tours was scheduled to host a clinic and met with BTA and the Coral Beach Resort to discuss an island-wide Pickleball Party concept. Another interested party for a pickleball event was Dink Pickleball Events and Tournaments LLC.
- Visited Rosemont Guest Suites to check for feasibility for the triathlon film crew to share the rooms as double occupancy, as this group did not need as expensive accommodations as the Hamilton Princess room block. The group had previously shared units at Prince Alfred Terrace in Dockyard, but it was too far away from the main triathlon racecourse and time spent commuting each day was an additional cost. Also assisted when WTS Edmonton came for a site visit to tour the accommodation options for the participants and delivery and operations teams.

Business Intelligence and Technology

Simpleview Certification Training was offered to all staff in 2020, providing opportunities to deepen the team's knowledge of leveraging the CRM to improve efficiencies across the organisation. The certification courses covered various aspects of Simpleview (BTA's CRM platform) including Group Sales, Stakeholders, Inventory and Email Marketing. Three employees successfully completed their certifications. These certifications continue to be offered to all employees and relevant coursework is encouraged.

Year-Round

2020 YEAR IN REVIEW

Embracing Seasonality

While COVID-19 may have impacted Bermuda's tourism product in ways that we could not have foreseen, we were reassured that our strategy of providing year-round experiences remained on track. The importance of being able to attract visitors regardless of the time of year is apparent as, in 2020, there really was no guarantee that visitors would be able to come to the island in the same kind of numbers as seen previously. More so now than before, people will be looking for locations where they feel safe and can experience the destination in full – at any time of year.

Superyacht Strategy

Following a kick-off in January, BTA leveraged COVID-19's lockdown and work-from-home period in March to prepare **Superyacht Strategy working teams** for a series of meetings hosted by RedSky Strategy. Diverse groups of expert stakeholders across focus themes aligning with National Tourism Plan pillars—Innovation, Infrastructure, Awareness, Local Involvement—agreed to participate. The goal is to develop a collaborative national strategy to attract and service superyachts, their captains, crew and high-net-worth guests, now that January 1 legislation permits yachts 24m/78ft or larger to charter and cruise in Bermuda waters.

Several vessels took advantage of the jurisdiction's "safe, clean, close" reputation to travel and spend time here.



In May, the BTA worked closely with the Bermuda Government and industry stakeholders to support the launch of a "Superyacht Pandemic Policy" during the early stages of the island's economic reopening. The aim was to attract superyachts for "isolation charters" amid COVID-19 uncertainty that was unfolding in Europe, the United States and the Caribbean, disrupting regular cruising and chartering itineraries.

The BTA welcomed the policy, announced May 22, which allowed the larger vessels into local waters under public-health guidelines and also permitted owners and guests to fly in via private aircraft and quarantine for 14 days aboard visiting yachts. Several vessels took advantage of the jurisdiction's "safe, clean, close" reputation to travel and spend time here. The outreach aligned with the National Tourism Plan and goals to stimulate high-net-worth spending and create job opportunities for Bermudians.

In the meantime, working with RedSky Strategy, BTA Corporate Communications coordinated working groups to help outline the needs and opportunities in the superyacht sector towards the creation of an informed strategy targeting the spring 2021 season. Some 50 stakeholders took part in 27 virtual meetings hosted for nine separate focus groups and sub-groups, including those exploring our maritime infrastructure, ideas for innovating high-net-worth services, local workforce development, facilitating a frictionless arrival process, and marketing and streamlining statistics-gathering for the sector.



The BTA Experience Team and BVSC staff also met with superyacht concierge Mark Soares to talk through connecting Bermuda’s small businesses with the emerging market of superyacht crew and charter guests. BVSCs aim to supply superyacht crew with Bermuda-branded gear.

In the third quarter, BTA ramped up efforts to appeal to superyachts. While an overall Superyacht Strategy is being completed targeting the spring of 2021, BTA teams continued working on specific tactics to reach out to global charter brokers and managers, along with captains who are instrumental in determining yacht itineraries. Initial plans created earlier in the year to attend key boat shows to achieve such outreach were put on hold due to COVID-19. Yet, the pandemic brought with it a silver lining for this sector—and boosted yachts’ attraction to Bermuda thanks to our health and safety record.

The BTA also doubled down on efforts to leverage Bermuda’s new superyacht charter legislation enacted in January 2020 by coordinating a Superyacht Webinar, held in the fourth quarter, targeting overseas decision-makers. The presentation and panel discussion provided key information to superyacht owners, brokers, local stakeholders and staff.

In the meantime, the Business Intelligence & Technology division worked on streamlining statistics for arriving yachts and superyachts and worked with authorities to facilitate a frictionless arrival process. In the fourth quarter, the BI&T division developed an Economic Impact model to assess the value of visitation of superyachts to Bermuda in 2020 and set a benchmark for future years.



Experience Investment Programme

Two familiarisation workshops took place on February 26 and 27 to provide on-island entrepreneurs and stakeholders with information about BTA’s Experience Investment Application process for 2020. The workshops were designed to help potential applicants better align their experience submissions with expectations and needs of today’s travellers to Bermuda and BTA priorities for tourism development.

SUCCESSFUL APPLICANTS		
Catamaran Weekend*	A planned multi-day event of raft-ups and cruises by local charter catamarans	October 23 - 31, 2020
Coral Gardens Workshop*	A reef-planting/growing and education experience for visitors in which they can experience and help contribute to the sustainability of Bermuda's pristine coral reefs	All Year
Dinner in White*	A white dinner party to be held in October	September 24, 2020
St. Peter's Church	BTA supported the Friends of St. Peter's by sponsoring the construction of the pathway and purchase of a bronze plaque now erected at the graveyard's entrance	All Year
UpFront Market*	An outdoor market on Front Street for local vendors, artists and chef	All Year
TOTAL FUNDING	\$76,500	
Number of Applications received		20
No. of Approved Submissions		5
Average of Total Funds Allocated		\$15,300

* Newly supported experiences

A total of 35 people registered for the workshops prior to the opening of the Experience Investment Programme applications portal on March 1. Subsequently, a total of 19 applications were submitted. Consideration for possible BTA support is given to applications that: provide new visitor experiences, diversify Bermuda’s product offerings and/or our experience provider base; show the richness of Bermudian culture and food; repurpose cultural sites and/or natural assets; highlight experience & services in superyacht tourism; emphasise Bermuda’s historical ties to tennis.

A cross-division team within the BTA evaluated the submissions of events and experiences, with a focus to execute them in the second half of 2020. The evaluation process concluded by the end of April, and the team met with the unsuccessful applicants to determine contingency plans for going forward. Five submissions were successful despite the impact of COVID-19 and the approved experiences were announced at the end of April.

The Experience grant budget was adjusted to reflect the BTA's COVID-19 funding cuts, pandemic protocol restrictions, and the quantity of applications received for the experiences.

YEAR-ROUND CONTENT

The BTA Sales & Marketing and Experiences teams continued to deliver throughout the year by ensuring all BTA media was kept fresh with new and exciting content, including helpful guidance and advice regarding COVID-19 related travel.

Winter

The **Winter Seasonal Guide** was already in circulation at the start of the year, showcasing a variety of events and resources for January to March. During the first quarter of the year, the BTA team worked on creating and promoting new content for Special Wintertime Experiences.



21 Square Miles of Winter Adventure

With a moderate climate warmed by the Gulf Stream, Bermuda offers endless adventures across its 21 square miles. Try some of the island's most engaging outdoor activities, see inspiring sights and seek out rejuvenating experiences.

- Go Whale Watching**
In March and April, catch the annual migration of 10,000 humpback whales as they make their way through Bermuda's waters. These majestic creatures are best seen by boat, book through Island Tour Centre or the Bermuda Aquarium, Museum & Zoo.
- Play Tennis in the Miniature at Bermuda Fun Golf**
With panoramic views of the West End and views in the dark games after sunset, various holes are modelled after famous courses around the world from Pebble Beach to Turnberry and Bermuda's own Mid Ocean Club.
- See Bermuda as Artist's Muse**
From the Bermuda Society of Arts to the Arts Centre and Craft Market in the Royal Naval Dockyard, you'll find plenty to inspire.
- Satisfy Your Sweet Tooth with Portuguese Biscuits**
Out here, life is sweet. Head to Generosa in Southampton or Sanchy's morning to get those traditional treats.
- Hit the Ground Running**
Mild temperatures are perfect for pounding the roads through the Sub-Admiral or getting competitive during January's Bermuda Triangle Challenge.
- Do the African Diaspora Heritage Trail**
Stops include Barr's Bay, where enslaved Africans were freed on their way to America, and Tucker House Museum, home of Joseph Payne Bayly, who was formerly enslaved before becoming the first African American swimmer into the U.S. House of Representatives.
- Journey Through Shipping History**
Learn the story of the famous Bermudianing and pilot James "Sammy" Daniel at the National Museum of Bermuda.
- Birdwatch the Island's Nature Reserves with Longtail Tours**
Natives and birds inhabit the Lynx Thorne, leads you to Spotted Sandpipers, Eastern Bluebirds and Black and White Warblers in the wild.
- Take to the Trails by Horseback**
Tweeze Bermuda's beach trails and dunes on a saddle and pick up the pace along the breezy shoreline.



- Breathe in the Plein Air**
Contact Bermuda's plein air group to join their weekly art classes painting seascapes. See page 27 for more details.
- Taste the Island's Flavors**
Eat and drink like a local. Stopping at a number of beloved restaurants on a guided Bermuda Food Tour.
- Cycle the Railway Trail**
Trace the former railway line with ease on a rented bicycle from Webber's branches in eastern St. George's or western Dockyard.
- Have a Ball on Bermuda's Courts**
Bermuda is great year-round in Bermuda, there is a temperate climate and an array of top-notch facilities.
- Schedule a Tee Time**
With more golf courses per square mile than anywhere else in the world, the island is a golfer's paradise with ideal weather and dramatic oceanfront scenery.
- Sail the Great Sound of Beyond**
Sail away in the world renowned, four perfect conditions of Bermuda's Great Sound home of the 35th America's Cup.
- Switch Off at the Spa**
Enter a time to relax and unwind. See page 28 for indulgent spa specials across the island.
- Get Lost in the Triangle**
Uncover the mystery of fasten ships and fallen planes at the Bermuda Underwater Exploration Institute's "Islands of the Seafloor" exhibit.
- Sample Spiny Lobster**
The season runs from September to March. For a true sea-to-table experience, catch your dinner with a local, licensed lobster diver and cook it that evening.
- Submerge into the World of Scuba**
The visibility in winter is crystal clear beneath Bermuda's blue waves, you'll find ghostly shipwrecks, abundant marine life, and colourful coral reefs. Uncover sunken treasures through Blue Water Divers & Waterports.
- Cruise Into Sunset**
End a perfect day with a perfect Bermuda sunset. For added glamour, charter the Zora, a luxurious 77-foot catamaran.
- Climb Gibbs Hill Lighthouse for Panoramic Island Views**
The 165 steps of this historic, cast-iron beacon will get you to Bermuda's tallest point.

Explore More
Find more winter adventures at GoToBermuda.com/winter

Prior to the launch of the **Bermuda Food Harvest Almanac** in February, the BTA conducted an on-island poll to determine which locally harvested foods on the Food Harvest Almanac residents liked the most, with 58 usable responses resulting in:

- WINTER – LOQUATS • SPRING – BANANAS • SUMMER – WATERMELON • FALL – AVOCADOS

Additionally, the Experience Team delivered posters to stakeholders that played a major role in the research and recruitment of data that went into building the food harvest almanac.

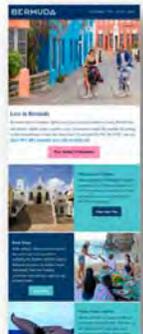
“As we roll out a food harvest almanac to the community, we want residents to tell us their favourite locally harvested foods by season. Through destination marketing efforts, we can lead visitors to the local harvests residents rank the highest. We’re focusing on seasonal picks, because food helps articulate Bermuda’s year-round appeal. Some of our more distinct foods, like loquats and lobsters, harvest in winter—a time of year our tourism industry wants to make more attractive to visitors.”

Glenn Jones, Interim CEO, BTA



The **January Consumer eNewsletter** was sent to engaged and unengaged email recipients, while February's was sent to engaged email recipients only.

January



Features:
 Guide to Romance
 Culture
 Food Tours

Open Rate:
 34%*

Click-to-open Rate:
 7.2%

Top Clicked Link:
 Guide to Romance
 (* Test Month)

February



Features:
 Spring Break
 Beyond the Beach
 Lobster Season

Open Rate:
 31%

Click-to-open Rate:
 7%

Top Clicked Link:
 Spring Break
 (* Test Month)

March



Features:
 Covid-19

Open Rate:
 17%*

Click-to-open Rate:
 2%

Top Clicked Link:
 Government Update

Spring

The “**Out Here**” **Spring Seasonal Guide** was produced in the second quarter, with 11,000 copies printed and distributed on-island.



This was also the time to refresh the BTA’s immersive seasonal hub for Spring to engage visitors in seasonal experiences. A new article page was also created to highlight Spring eco-tourism adventures and activities on the GoToBermuda website.

Spring Hub & Eco Adventures

- Refreshed our immersive seasonal hub for spring to engage visitors in seasonal experiences.
- Created new article page highlighting spring eco-tourism adventures and activities.




Discover Beekeeping (Mar, Apr, May) - Pick up the trails of beekeeping, the busy workings of a beehive, and the impact of bees on Bermuda's natural environment from a native beekeeper. Then, pick up a bottle of Bermudian honey. [BTA](#) [Local](#) [Visit](#) [End](#)

Hidden Gems Eco Excursion (Mar, Apr) - Adventure to Bermuda's most magnificent nature reserves and historical landmarks. Embrace the rugged with care, exploration, some serenity and unforgettable Bermuda. [BTA](#) [Local](#) [Visit](#) [End](#)

Hidden Gems Eco Photography Excursion (Mar, Apr) - Step away to hidden hot spots far away from the crowds and experience the true essence of Bermuda's natural beauty on this little ready-to-go tour. [BTA](#) [Local](#) [Visit](#) [End](#)

Bermuda Railway Trail by Bike (Mar, May) - Take a leisurely, motor-less bike ride on the Bermuda Railway Trail. Enjoy spectacular scenery along the length of Bermuda's end-to-end national park. [BTA](#) [Local](#) [Visit](#) [End](#)

Spanish Point Adventures with a Local (Mar, Apr, May) - Explore unspoiled coves and coves, beautiful parks and beaches in areas not frequently frequented by visitors. Plus, lunch from an ultra local spot. [BTA](#) [Local](#) [Visit](#) [End](#) [Central Bermuda](#)



Eco-experiences have three lanes.

Which is yours?

On Land
 On the Water
 Under the Water

For more information visit: GoToBermuda.com/spring-eco-adventures

BERMUDA

The **Spring Consumer eNewsletters** were sent to both engaged and unengaged email recipients. The results shown are from the engaged group.

April



Features:
Take a Break video
Virtual Happy Hour
Travel Update

Open Rate:
42%

Click-to-open Rate:
20.3%

Top Clicked Link:
Travel Updates

May



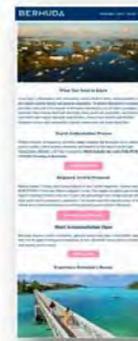
Features:
Bermuda Day
Beaches
Puzzle Time

Open Rate:
35%

Click-to-open Rate:
13%

Top Clicked Link:
Bermuda Day video

June



Features:
Dedicated Message
Bermuda Reopening

Open Rate:
37%

Click-to-open Rate:
10%

Top Clicked Link:
Where to Stay

Summer

The Summer traveller hub was updated to include viable, socially distant options for safely navigating Bermuda this summer including alfresco dining, exploring virtual galleries at the Bermuda National Gallery, and visiting spacious natural wonders.

The BTA also launched a new webpage celebrating **Black Culture and Heritage**, inviting visitors to live like a local, make new friends, dive into our culture and listen to the local storytellers. New content such as foodie itineraries, information on beaches and street-art tours, live music, Black-owned businesses, and more were shared on the site. Within 24 hours of launch, there were 231 pageviews.



TOP THINGS TO SEE & DO

Beaches and More

Crystal-clear waters, towering rock formations, lush trails and that famous pink sand – it's always beach season in Bermuda. Some of our [favorite local beaches](#) include Horseshoe Bay and Tobacco Bay for their local drinks, vibes and music, while there are other [favorite local beaches](#). With 75 miles of dramatic coastline – there is a beach for every personality – it feels like your own private island. When the orange sun slips into the blue ocean here, you may just witness one of the greatest sunsets of your life.

African Diaspora Heritage Trail

Bermuda's population is made up of 80% by people whose ancestry can be traced from the West Indies and West Africa. Along the [African Diaspora Heritage Trail](#), we honour the island's African heritage through stories, museum exhibits and monuments spread across the island. These powerful reminders will allow you to learn about the lives of enslaved people in Bermuda before emancipation.

Street Art

Take a self-guided tour of the City of Hamilton street art. Starting at the corner of Par-La-Ville Road and Church Street, stroll into the murals that flank both sides of the latter as you walk east toward City Hall. One block north of City Hall, the bold works by mother-daughter artists Charmaine Friday and Aishwariya Foggie at the Hamilton Bus Terminal and Victoria Park, respectively. Further north, on Dundonald Street, find Robert Hooper's anger rings ready to 'read' atop your shoulders. A few blocks east, Manuel Pintado plays homage to Bermuda's football heroes on the wall of popular pink spot Bermanian Club nearby. Foggie's vivid interpretation of Bermuda's cultural icons, the [Columbo](#), climbs TSN Hill.

ALLURING ISLAND VIBES

Live Music

Bermuda's irresistible rhythms can be found throughout the island. Whether you're relaxing by the water, attending a happy hour event or a local show, you don't have to go far to hear soulful island music. Take a break and listen to easy-going grooves at a variety of hotel lounges or maybe go off the grid and chill at the Blue Waves Anglers Club during its weekly Friday night Fish Fry. If you're looking for a daytime party with locals, [Tobacco Bay Beach](#) on Sunday afternoons is epic!

Party Cruises

When the weather is warm in Bermuda, the island experience moves from the sand to the sea. Tickets for daytime boat parties are frequent and sought after. Ask a local about the best cruises and typically a Booze Cruise or [Vibe Cruis](#) Friday mini cruise are departing from [CruzCruz](#). Expect lots of locals and fun! If you don't like a cruise, you can have a boat for your own party cruise. This is a popular activity for a girls trip.

Can't Miss Events

No matter what time of year, take advantage of the many events on island – this quick escape offers many year-round options. Kick off summer with [Bermuda Day](#) local "unofficial" first day of summer in May and then immediately look a headstart for [Bermuda Day](#) in June. And then, finally, one of the Bermuda and most coveted weekends is [Cuba Match](#), the annual cricket match between island rivals Somerset and St. Georges.

FOOD CULTURE & COMMUNITY

Roadside Cafes and Mom & Pop Spots

To fully experience Bermuda, you have to taste it. Our [food culture](#) is defined by [casual coffee](#), [beach bars](#), and [mom & pop spots](#). Always on the menu is the [classic fish and chips](#). A staple served up on palm fronds with coleslaw, tartar sauce and hot sauce. No matter where you eat on the island, there will always be great food with spectacular views nearby.

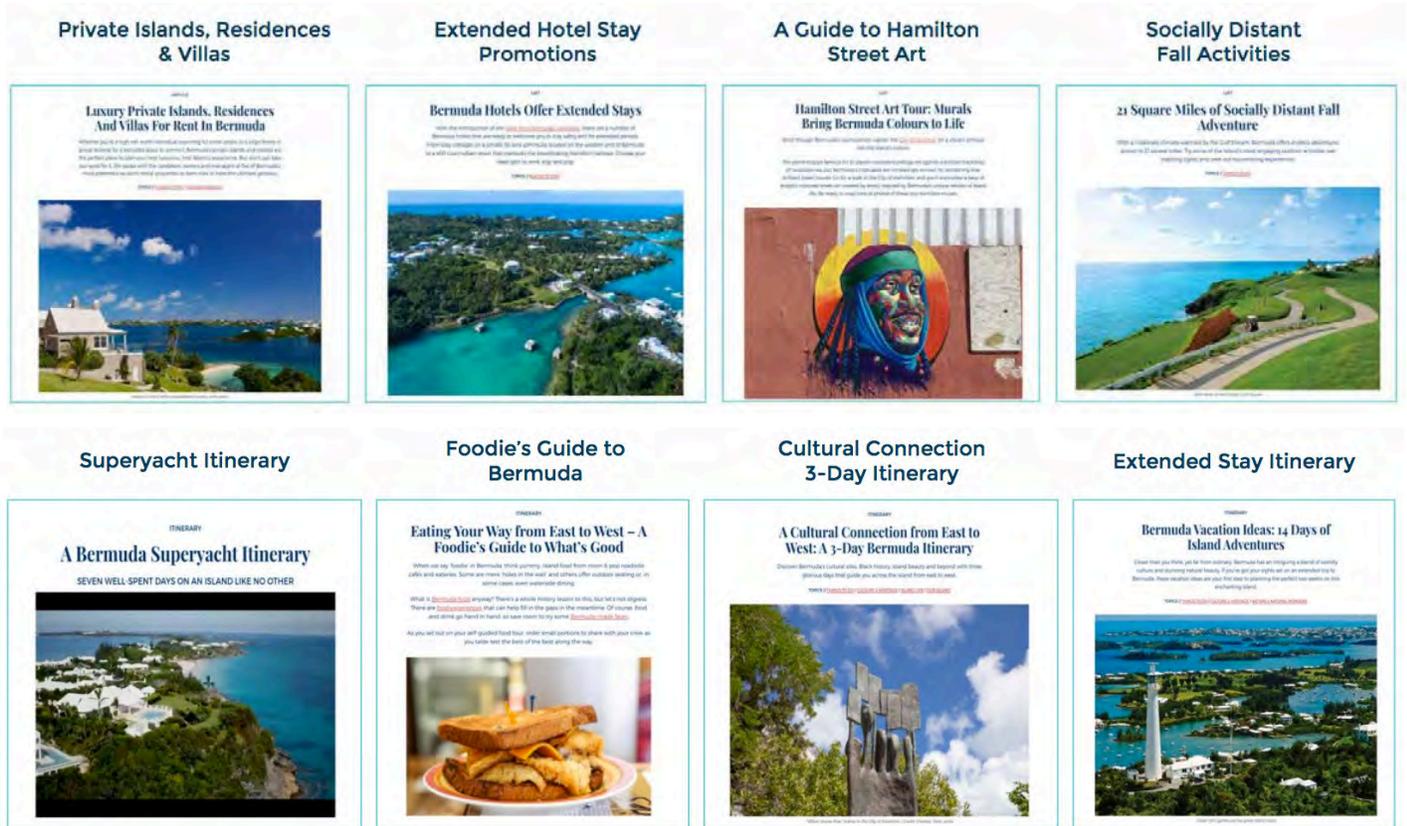
Neighbourhood Bars

In our neighbourhoods, a daily cocktail is never too far away. Rum is a favourite – especially Gosling's Black Seal Rum. As a matter of fact, it is the main ingredient in Bermuda's two classic cocktails, the Dark 'n Stormy and the Rum Swizzle, both of which are served in any bar across the island. From [CruzCruz](#), you will find our genuine hospitality, welcoming and refreshing.

The Sweet Life

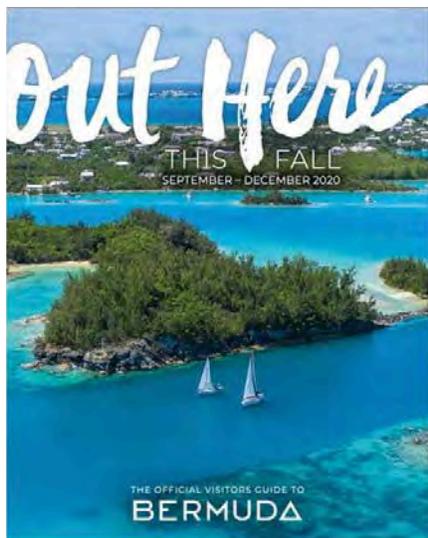
Looking for a sugar high, we ain't to please! Fresh bananas and gingerbread, along with gingerbread buns and homemade fruit flavoured doughnuts are just some of the treats you can taste. Chef Casson Williams serves from Vibe Bar & Bites, made to order and fresh. Bring your photo as well as a tasty pinky pie or chocolate. Sink your teeth into pure heaven and satisfy that sweet tooth at bakeries and sweet shops throughout the island.

Several additional new itineraries were created for the GoToBermuda website over the course of the third quarter as well.



Fall

The “Out Here” Fall Seasonal Guide was produced in the second quarter, with 8,000 copies printed and distributed on-island.





Food Harvest Heroes

The island’s food harvest heroes took centre stage in the early promotion for the 10th anniversary of Bermuda Restaurant Weeks, scheduled January 14, 2021. Throughout the year, BTA worked with fisherman, farmers, and a beekeeper and captured their stories to promote the island’s food industry to visitors and locals. Released in November was the first of a series of videos featuring all five harvest heroes, showing the inner workings of their craft and the instrumental role they play in bringing Bermuda farm-to-table style experiences to the island.



The **Fall Consumer eNewsletters** were sent to engaged and unengaged email recipients. The results shown below are from the engaged group. The team is currently working on segmenting the database based on response for the upcoming re-engagement campaign.



COVID-related Content

With the advent of COVID-19 arriving in Bermuda, new social distancing guidelines and an increase in working from home made video chatting and conferencing with friends, family and co-workers a part of the daily routine. The BTA created a series of **Bermudaful Zoom backgrounds** for anyone to use on their next call and invited people to tag them @Bermuda.

The BTA team also developed a **Travel Alerts** page, which was instrumental in providing travellers with critical information and FAQs needed to book a trip to Bermuda safely and responsibly in preparation for border reopening in July.



A **COVID-19 Resource Page** was also created and launched, and was dedicated to providing online support for both stakeholders and future visitors, with tools to assist local businesses and housing relevant updates from the BTA. The page has seen a strong performance, with 3,258 total views in the first two weeks. Time spent on this page is 260% higher than the site's average.



BERMUDA WELCOMES YOU



Travel Alerts & Protocols

What you need to know. Find up-to-date government protocols and visitor FAQs.

[VIEW](#)



Travel Authorisation Process Form

Within 24-72 hours of departure, travellers must complete this form online. Be prepared to present the form before boarding and upon arrival.

[APPLY](#)



Pre-arrival COVID-19 Testing Options

A range of approved testing options for Bermuda-bound travellers to ensure a smooth visit.

[SEE TESTING OPTIONS](#)



Return Travel Testing

Easy and seamless testing on your way home. All travellers are automatically booked for a return test that meets U.S., U.K., and Canada entry requirements.

[LEARN MORE](#)



Open Resorts & Cottages

Pristine, spacious resorts and clean, comfortable cottages are open to host guests with the utmost care.

[BOOK](#)



Work from Bermuda

Upgrade your work-from-home. Work or study remotely from your new island home for up to a year.

[LEARN MORE](#)

During lockdown in April, the BTA's Instagram channel posted a series of **Virtual Vacations**, consisting of serene, short .15 second videos showcasing the island to keep the destination top of mind with travel sentiments welcoming visitors back when the time was right.





TOBACCO BAY BEACH
 1 Coots Pond Rd., St. George's
ST. GEORGE'S & THE EAST END | BEACHES | KAYAK RENTAL | SNORKELLING
 **OPEN FOR BUSINESS**
 **NATIONAL SERVICE STANDARDS CERTIFIED**
 Colonial-era history and modern-day beach amenities meet at Tobacco Bay Beach. This scenic bay at the northernmost...

[LEARN MORE](#)



ROYAL PALMS HOTEL
 24 Rosemont Ave., Pembroke
HAMILTON & CENTRAL BERMUDA | HOTELS & RESORTS
 **OPEN FOR BUSINESS**
 **NATIONAL SERVICE STANDARDS CERTIFIED**
 Stay in Victorian-era manor houses nestled among gardens of fruit trees, frangipani and aloe on the west side of the...

[LEARN MORE](#)



AUNT NEA'S INN
 1 Nea's Alley, St. George's
ST. GEORGE'S & THE EAST END | INNS & GUEST HOUSES
 **OPEN FOR BUSINESS**
 Aunt Nea's Inn is a historic Bermudian guest house located in the UNESCO World Heritage Site of St. George's. From...

[LEARN MORE](#)

The BTA also rolled out an **“Open for Business”** icon in the summer months so businesses could let visitors and locals know they were open and operating safely. The icon is directly integrated with BTAConnect, so any stakeholder could update their status to “open” and prominently display to all that they were welcoming visitors.

Board of Directors

2020 YEAR IN REVIEW



Wayne Caines (Chairman)
President of Ascendant Group
Member of Parliament (MP) for
Devonshire North West



Stephen Todd (Deputy Chair)
CEO
Bermuda Hotel Association



Jessica Mello
co-Founder of the Bermuda Tourism
Authority, Economist, Island Ambassador



Phil Barnett
Managing Director and President of
the Island Restaurant Group



Joseph Best Jr.
Regulatory Compliance,
Data Management Manager at HSBC



Earl (Butch) Graves Jr.
President & CEO of Black Enterprise



Terence J
Academy Award winning Executive
Producer, Actor, Philanthropist



Kim Swan
Radio Personality, Chair of Government
Golf Courses in Bermuda, Member of
Parliament (MP) for St. George's West

BERMUDA
TOURISM AUTHORITY