

BERMUDA TOURISM AUTHORITY

Name of Contractor	Contract Start Date	Contract Termination Date	Goods / Services provided	Monetary value of contract
Bluewave TBI	7-Oct-21	6-Oct-24	Provision of Wi Fi	\$118,000
Bonnier Corporation	1-Feb-21	1-Sep-21	Media placement and sponsorship BDA Triple Crown Billfish Championship	\$100,000
Crowd Riff	1-Jul-19	31-Dec-21	Licence	\$71,000
Docebo	31-Dec-21	31-Dec-24	Learning Platform	\$51,200
Expedia	1-Mar-21	31-Dec-21	Co-Op Media Plan	\$150,000 *
Forbes	2-Dec-21	30-Mar-22	30 Under 30 Residency programme	\$271,000
Hills Balfour	3-Aug-21	90 day notice period	UK and European marketing	\$120,000 **
Link	29-Oct-19	28-Oct-22	100 Mbps Internet Loop and Local Access	\$179,820
PGA Magazine	1-Mar-20	28-Feb-22	PGA Magazine Promotion of Bermuda Golf	\$250,000 *
Proverb	9-Aug-21	to completion	Brand research study	\$350,000
Simpleview	1-Aug-21	31-Jul-24	CRM and email marketing development, training and support	\$121,500
Trip Advisor	17-Mar-21	31-Dec-21	Internet advertising	\$200,000 *

* these are contracted through the Media Agency of Record - Apollo Program II Inc.

** value based on 90 day notice period