

BERMUDA  
AGILITY

# *Q1 Report 2019*

A G I L I T Y



# *Awareness & Relevance*

Differentiating Bermuda

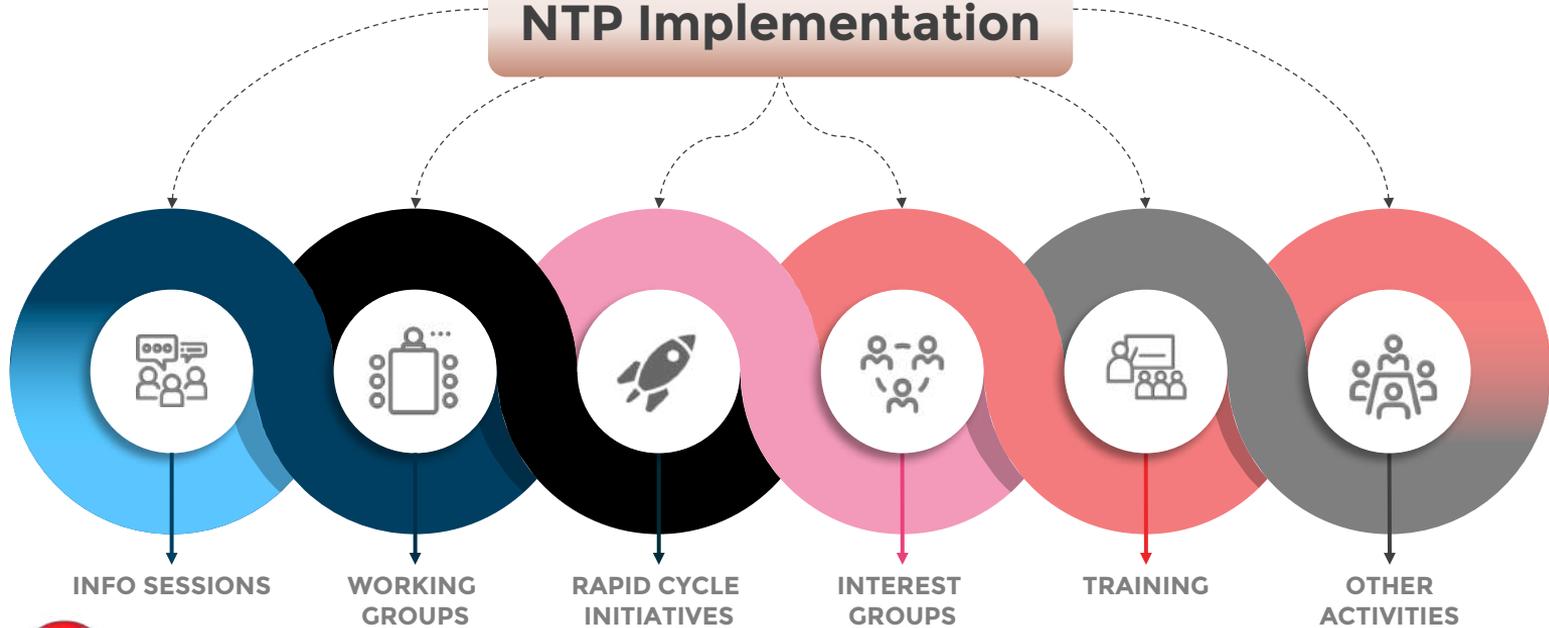
BERMUDA  
— AGILITY —

*Strategy & Corporate  
Communications*

# BERMUDA

AGILITY

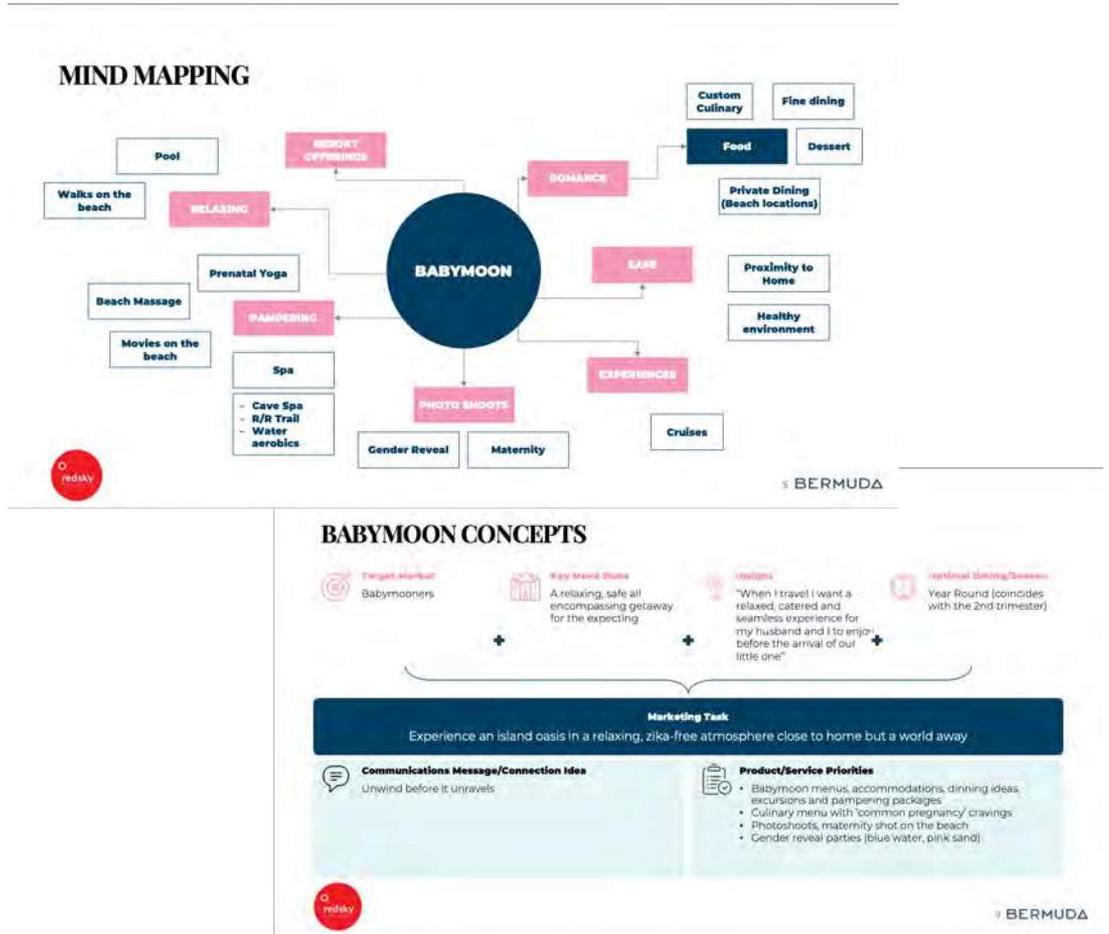
## NTP Implementation



BERMUDA

## Babymoons

As part of National Tourism Plan implementation, we convened a Rapid Cycle Group to recommend activations to promote Bermuda as a destination for Babymooners and devise action items to enhance the on-island experience for expectant mothers. The working group handed its work over to the Sales & Marketing team for consideration



## Local NTP Awareness

We have a content agreement with The Breakdown, a business news program. Each week they're running a National Tourism Plan story on one of the NTP pillars. Here's the piece from week two on the Awareness & Relevance pillar.

<https://youtu.be/OdN1Cx-9q08?t=1494>

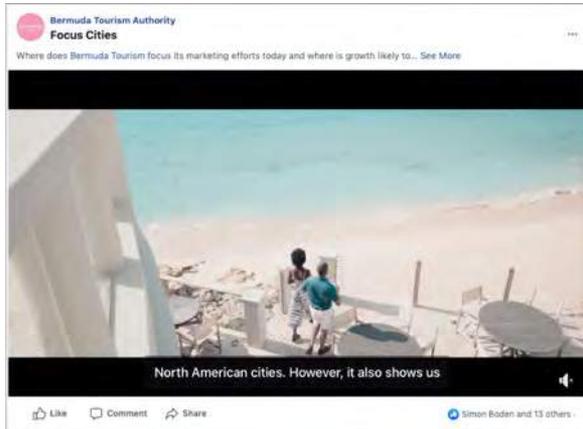
While the show's content deals with the pillars, we've created 15-second TV spots to drive awareness and curiosity on other aspects of the National Tourism Plan.

Visitor Target Segments:



## Local NTP Awareness cont.

### Focus Cities:



Meantime, there are display ads running at Bernews.com, RG Online and on digital screens at the airport.

# *Sales & Marketing*

# *Travel, Roomnights Group & PR Dashboard*

| KEY METRICS                              | YTD 2018     | YTD 2019     | % Δ YOY (YTD) | PLAN GOAL 2019 | % Δ 18 ACTUAL to 19 PLAN GOAL | % OF PLAN GOAL YTD |
|--|--------------|--------------|---------------|----------------|-------------------------------|--------------------|
| Total Visitor Spending Influenced by BTA | \$25,843,339 | \$29,199,510 | 13%           | \$94,099,066   | 3%                            | 31%                |
| Total Room Nights Influenced by BTA      | 40,224       | 38,950       | -3%           | 142,357        | 2%                            | 27%                |
| Group Business Sales Leads               | 108          | 125          | 16%           | 418            | 4%                            | 30%                |
| Group Business Sales Calls               | 53           | 29           | -45%          | 400            | 116%                          | 7%                 |
| Sports Tourism Sales Leads               |              | 19           | #DIV/0!       | 53             | 152%                          | 36%                |
| Sports Tourism Sales Calls               |              | 18           | #DIV/0!       | 90             | 543%                          | 20%                |
| Number of Journalists Assisted           | 686          | 414          | -40%          | 1,900          | -72%                          | 22%                |
| *Earned Media Generated                  | \$1,512,432  | \$2,211,267  | 46%           | \$7,669,443    | 3%                            | 29%                |
| *Coverage in Top 100 US Outlets          | 30           | 32           | 7%            | 90             | -2%                           | 36%                |
| *Average Quality Coverage Score          | 76%          | 76%          | 0%            | 82%            | 2%                            | 92%                |
| PR Impressions Generated                 | 384,699,091  | 283,383,044  | -26%          | 1,230,439,273  | 3%                            | 23%                |

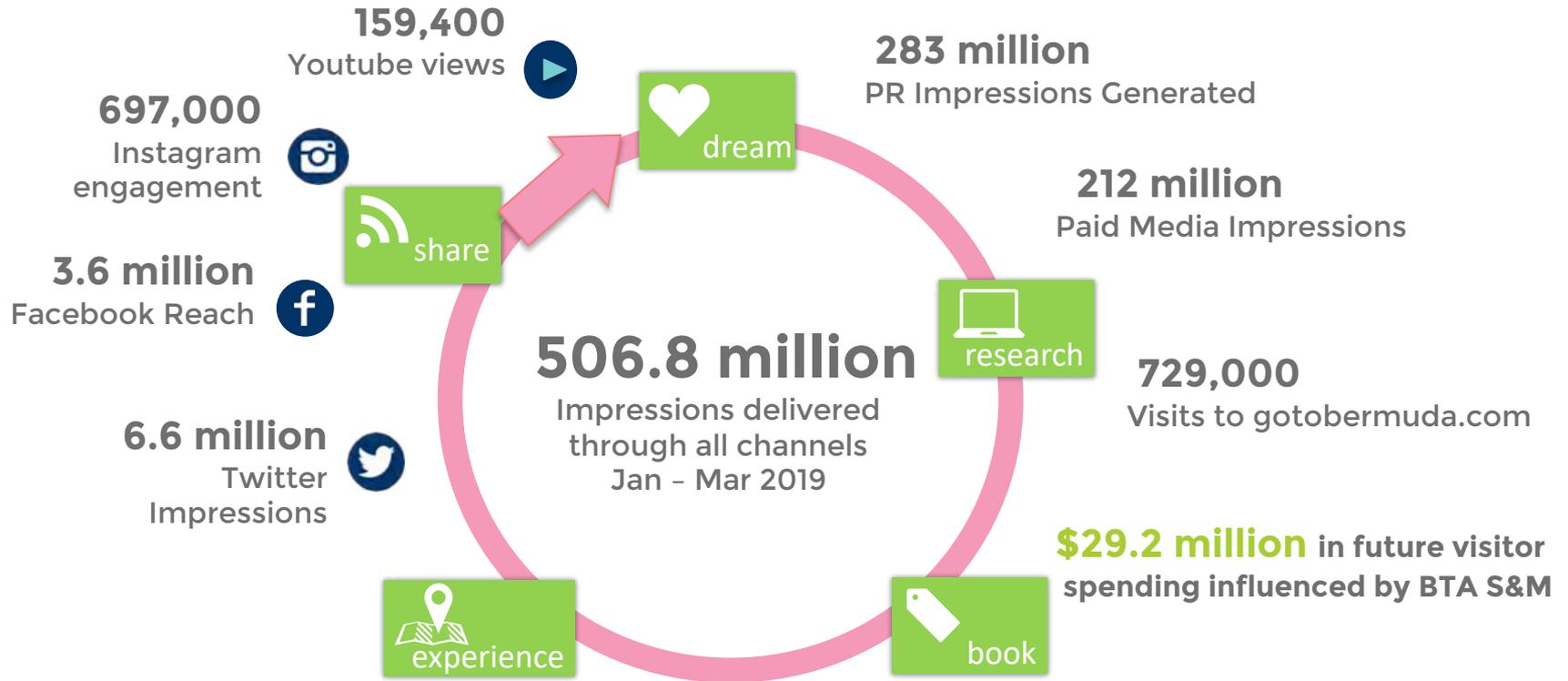
# Digital Dashboard

| KEY METRICS            | YTD 2018  | YTD 2019  | % Δ YOY (YTD) | PLAN GOAL 2019 | % Δ 18 ACTUAL to 19 PLAN GOAL | % OF PLAN GOAL YTD |
|------------------------|-----------|-----------|---------------|----------------|-------------------------------|--------------------|
| Total Website Visits   | 594,651   | 729,385   | 23%           | 3,223,215      | 15%                           | 23%                |
| Desktop Traffic        | 195,100   | 214,617   | 10%           |                |                               |                    |
| Mobile Traffic         | 237,788   | 301,640   | 27%           |                |                               |                    |
| Tablet Traffic         | 61,444    | 76,365    | 24%           |                |                               |                    |
| Website Page Views     | 1,509,291 | 1,840,550 | 22%           | 8,199,502      | 20%                           | 22%                |
| Time on Site           | 2:11      | 2:24      | 10%           | 2:15           | 3%                            | 106%               |
| Newsletter Subscribers | 231,238   | 235,725   | 2%            | 245,000        | -6%                           | 96%                |
| Newsletter Open Rate   | 10%       | 13%       | 27%           | 16%            | 10%                           | 83%                |

# Social Dashboard

| KEY METRICS                                  | YTD 2018  | YTD 2019  | % Δ YOY (YTD) | PLAN GOAL 2019 | % Δ 18 ACTUAL to 19 PLAN GOAL | % OF PLAN GOAL YTD |
|--|-----------|-----------|---------------|----------------|-------------------------------|--------------------|
| Facebook Followers (month gained/YTD total)  | 349,747   | 358,255   | 2%            | 364,562        | 2%                            | 98%                |
| Facebook Total Reach                         | 6,481,687 | 3,602,339 | -44%          | 16,000,000     | 8%                            | 23%                |
| Facebook Engagement (likes/comments/shares)  | 775,048   | 942,722   | 22%           | 3,300,000      | 7%                            | 29%                |
| Twitter Followers (month gained/YTD total)   | 26,262    | 29,129    | 11%           | 28,695         | 3%                            | 102%               |
| Twitter Impressions                          | 1,034,590 | 6,606,907 | 539%          | 4,447,157      | 3%                            | 149%               |
| Twitter Engagement                           | 37,644    | 25,713    | -32%          | 216,089        | 3%                            | 12%                |
| Instagram Followers (month gained/YTD total) | 46,810    | 62,164    | 33%           | 72,593         | 25%                           | 86%                |
| Instagram Engagement                         | 387,993   | 696,965   | 80%           | 3,073,866      | 25%                           | 23%                |
| YouTube Subscribers (month gained/YTD total) | 2,014     | 2,286     | 14%           | 2,569          | 15%                           | 89%                |
| YouTube Total Views                          | 697,441   | 159,388   | -77%          | 1,752,842      | 3%                            | 9%                 |
| YouTube Minutes Watched                      | 331,367   | 485,232   | 46%           | 1,428,056      | 2%                            | 34%                |

# 2019 YTD Marketing Snapshot



*S&M-Paid Media &  
Integrated Partnerships*

# Q1 Overview

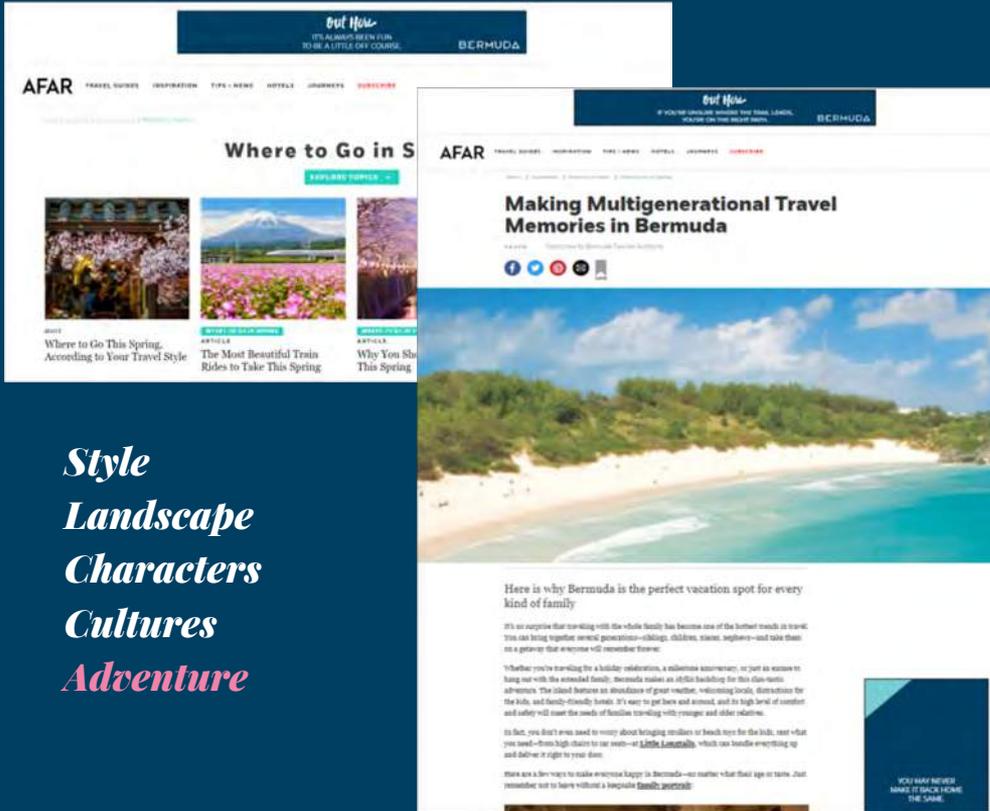
- Over 177MM gross impressions (inclusive of offline + online media)
- Paid Media
  - Broadcast    - Geo-Fencing    - Print
  - Digital        - OOH                    -Paid Social
- 408,465 digital media web visits
- 1.1MM non-web engagements (i.e. video views, rich media engagements and custom content engagement)
- Cost-per-Engagement averages \$0.46 in Q1 (well below our goal of \$2.00)
- Q1 Arrivalist Data:
  - 3,145 arrivals reported by Arrivalist in Q1 (inclusive of both 2018 + 2019 media)
  - 136MM exposures
  - \$216 Cost-Per-Arrival (above the goal of \$200)

# Q1 BRAND RESULTS

*High level overview of performance for all paid media under the Brand and Integrated Packages campaigns*

- 102.16MM Impressions
- 489,638 Engagements
- \$0.42 Cost-Per-Engagement
- 438 Arrivals recorded by Arrivalist
- Top performers for driving web traffic in Q1: TripAdvisor, Digilant, Sojern, Adara, and Facebook/Instagram
- New social targeting partner Cluep launched driving a CPE of \$.60
- Broadcast to support market initiatives and Oscars

# Afar



*Style*  
*Landscape*  
*Characters*  
*Cultures*  
*Adventure*

## Digital

- Where to Go 2019 by Season
- Custom Content: Multigenerational Travel
- Social Promotion for Article
- Inspiration Topic Sponsorship
- Targeted Caribbean Content
- Banners
- ROS Banners



Doreen Williams-James, Founder of Wild Herbs and Plants of Bermuda

## ISLAND FLAVOR

While most of the world is freezing, Bermuda is tantalizing.

**D**OREEN WILLIAMS-JAMES of Wild Herbs and Plants of Bermuda grew up on the flavors of her home island. As a child, she watched her father forage for prickly pear, cassava root, and stinging nettles to keep her family not only fed—but healthy. “Everything you need to eat, the island offers. And the most vibrant flavors are often the most healing,” says Doreen. “My goal is to reconnect

people with Bermuda’s natural edibles. The nettles on their morning walks, the nasturtiums growing in their backyards.”

Doreen founded Wild Herbs and Plants of Bermuda and offers private tours, cooking classes, and events around Hamilton and St. George’s. Her tours include nature walks where she points out edible plants, explains their healing powers, and serves tasty samples like dandelion chocolate-chip cookies. For a deeper dive, Doreen offers cooking demos in the 18th-century kitchen of St. George’s Historical Society, putting a healthy spin on historical dishes such as custard pudding and the island’s signature cocktail, and the swizzle. For winter visitors in

particular, Dorson recommends **Hermes’s annual restaurant week (January 12-February 14)**, when local chefs showcase Bermudian delicacies including spiny lobster, fish chowder, and—Doreen’s favorite—the traditional codfish, potato, and banana breakfast. “This is how we start Sundays here,” she says. “Add avocado and the dish looks as good as our 70-degree weather.” But indulgence isn’t limited to the cuisine: **Bermuda’s annual spa month (February)** will have you feeling doubly replenished with a variety of special treatments.

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GoToBermuda.com

BERMUDA AVERAGE JANUARY WEATHER

|       | JAN | FEB | MARCH |
|-------|-----|-----|-------|
| AIR   | 70° | 72° | 75°   |
| WATER | 68° | 69° | 71°   |



Malcolm Gosling Jr., President/CEO of Gosling-Castle Partners Inc.

## THE HAPPIEST HOUR

When the mercury rises, the locals let loose.

**A**S BOTH A BERNUDIUMIAN AND eighth-generation Gosling, Malcolm Gosling Jr. has run in his blood, figuratively and, during summer happy hours, literally. Gosling’s Rum is more than Bermuda’s oldest family-owned business and the local rum of choice—it’s also the key ingredient in the island’s national drink, the Dark ‘N Stormy®.

Perhaps the one thing Bermudians love more than their Gosling’s Rum is a good party. “Every Friday at five o’clock, the happy hours kick off,” says Malcolm. “They’re an all-island affair. Locals, tourists, and business travelers let loose and have a good time.” Whether you come to chill out at an outdoor garden bar, by a beachfront, or on a packed catamaran, Gosling’s Rum will likely be in your glass. And Malcolm himself might even be there. “I love the happy hours on Hamilton’s Front Street. The crowd is stylish and there’s top-notch reggae music,” he says. “UberYaki’s happy-hour cruises around Hamilton

Harbour are incredible, too. You have to see Bermuda from the water.” For a more laid-back vibe, Gosling recommends **Tobacco Bay’s rum shack and Yours Truly speaks in Hamilton**. “Just ask a local where it’s at. They’ll take you there,” Malcolm says. Another good place to catch some quiet time during Bermuda’s biggest party season? “On the golf course,” Malcolm says. “With an award-class course including Port Royal, you can have the greens all to yourself. Everybody who is at happy hour.”

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GoToBermuda.com

BERMUDA AVERAGE JULY WEATHER

|       | JUL | AUG | SEP |
|-------|-----|-----|-----|
| AIR   | 80° | 82° | 81° |
| WATER | 80° | 81° | 81° |



**BERMUDA**  
*Always in Season: Spring*



Commodore Jon Cobless, Royal Bermuda Yacht Club

**BLUE HORIZONS**

Bermuda's springtime puts wind in your sails.

**C**OMMODORE JON COBLESS LOVES SPRING for many reasons—most of all, because the boats are on the horizon. “After the winter, the seas calm and it’s ideal for sailing,” says Jon. “Boats start transitioning from winters in the Caribbean to summers in Europe and many stop in Bermuda along the way. Several choose to race.”

As the Royal Bermuda Yacht Club's ranking Flag Officer, Commodore Cobless has a hand in all the Club's races and regattas, many of which are world-famous. **The May, the Bermuda Antigua race will commence** as part of the 60th Atlantic Ocean Racing Series, with the Royal Bermuda Yacht Club hosting a party and Prize Giving. For those wanting to catch the action from shore, the Hamilton Princess Hotel serves fresh wahoo sandwiches and swistles and offers a front-row seat to races on Hamilton Harbour. Jon urges everyone to get out on Bermuda's seas. “Our temperate water and steady

breese are perfect for water sports,” he says. **Starting out on a paid island and sailing race is something by is magical!** Aside from his duties at the Club, Jon is an avid J-class racer. “I feel so free on the water and it's such a tight community,” he says. But he also likes exploring his island on foot. “The 18-mile Railway Trail runs from St. George's all the way to Somerset Village and is very peaceful,” he says. “Except for the occasional Bermuda moped, that is.”

**BERMUDA**  
GoToBermuda.com

MONTHLY AVERAGE AIR TEMPERATURE (°F)

|       | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG |
|-------|-----|-----|-----|-----|-----|-----|-----|-----|
| AIR   | 62  | 65  | 70  | 75  | 79  | 81  | 81  | 79  |
| WATER | 49  | 51  | 55  | 60  | 64  | 68  | 70  | 69  |



**BERMUDA**  
*Always in Season: Autumn*



Irwin Trot, Founder of Warwick Gombey Troupe

**THE BERMUDA BEAT**

The fall is just Gombey season.

**“G**OMBHEY DANCING is typically dominated by male culture, but I was introduced to it by my mother,” says Irwin Trot, the founder and managing director of Warwick Gombey Troupe. As a child, Irwin was taken by his mother to performances around their neighborhood and, by the age of six, he was dancing and drumming himself.

Gombey has its roots in African, Native American, and Caribbean traditions, and is completely unique to Bermuda. “Over 600 years ago, Gombey was considered a carnival by slave owners, but today, it's embraced as integral to the island's multicultural heritage,” Irwin says. “My goal is to keep Gombey alive and share it with the world.” Every fall, the island's **International Gombey Festival (October)** attracts travelers from around the globe for days—and nights—filled with peach-leafed headresses, hand-painted masks, capes, drumming, and dancing. Just like the iconic dance itself, the event transcends all ethnicities.

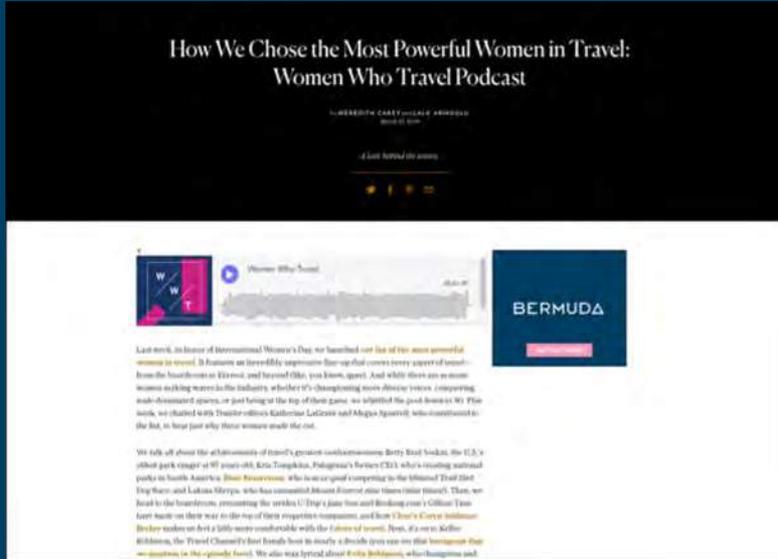
When travelers want a break from the drums, Irwin suggests taking advantage of the island's temperate weather. “Fall is ideal for exploring the history of Hamilton and St. George's,” he says. “St. Peter's Church, the Unfinished Church, and King's Square are less busy this time of year, too.” With roughly 60 percent of Bermudians having African ancestry, Irwin also recommends the African Diaspora Heritage Trail. His favorite way to see the sights? **The island's new TwiG electric minicars are all the craze!** he says. “You can rent them anywhere and just zip around.”

**BERMUDA**  
GoToBermuda.com

MONTHLY AVERAGE AIR TEMPERATURE (°F)

|       | SEP | OCT | NOV | DEC |
|-------|-----|-----|-----|-----|
| AIR   | 75  | 74  | 70  | 65  |
| WATER | 71  | 70  | 66  | 62  |

# Conde Nast Traveler



## Event Sponsorship & Integration

- SXSW – Women Who Travel Podcast Sponsor + Event Activation (March 11)

## Digital

- Women Who Travel Sponsorship Package
- Travel Enthusiasts Targeted Banners
- Added Value RON Banners

Style  
Landscape  
Characters  
Cultures  
Adventure



# Modern Luxury

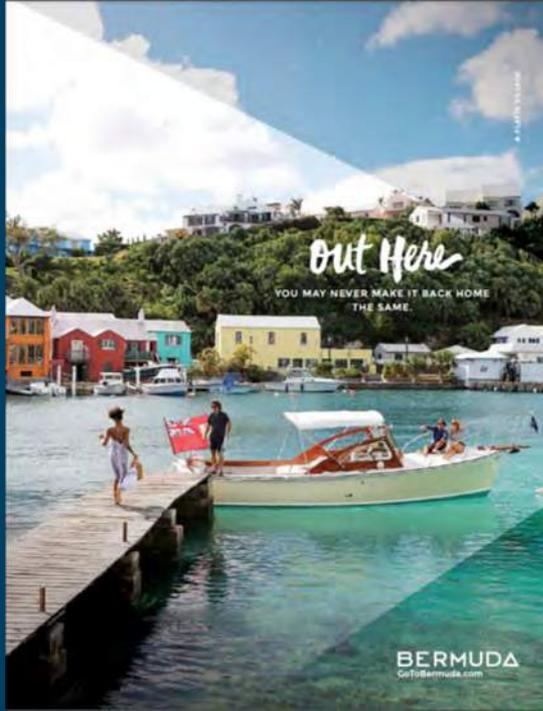
*Style*  
*Landscape*  
*Characters*  
*Cultures*  
*Adventure*



## Digital

- Custom Content: How to Fall in Love
- ROS Display Banners

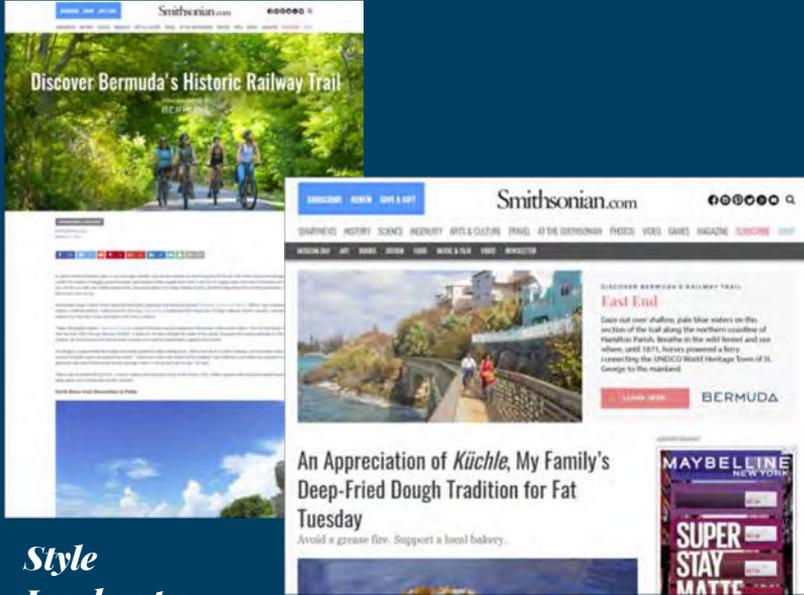
# *New York Times*



*Style*  
*Landscape*  
*Characters*  
*Cultures*  
*Adventure*

- ▲ T Magazine  
February Women's Fashion Issue
- ▲ Full Page 4C  
Gross Impressions: 998,667

# Smithsonian



*Style*  
*Landscape*  
*Characters*  
*Culture*  
*Adventure*

## Digital

- Editorial Hub Sponsorship
- Native Articles
- Custom Slideshow Billboards
- Native Promotions
- In-Article Video
- Social Promotions
- Content Targeted Banners
- Added Value: Co-branded Banners

# Smithsonian Native Content

The screenshot shows the top portion of a Smithsonian.com article. The header includes the website name, navigation links, and a search icon. The main image is a scenic view of a beach with waves crashing against a rocky shore. The title 'Six Ways to Experience Bermuda's Swirling Cultures' is prominently displayed in white text over the image. Below the title, it says 'SPECIALIZED CONTENT BY BERMUDA'. A social media sharing bar is visible, followed by a short introductory paragraph. At the bottom of the visible section, there is a sub-header '1) Take a Historic Tour of St. George's' and a small image of a church building.

The screenshot shows the top portion of a Smithsonian.com article. The header includes the website name, navigation links, and a search icon. The main image shows four people riding bicycles on a paved path through a lush, green forest. The title 'Discover Bermuda's Historic Railway Trail' is displayed in white text over the image. Below the title, it says 'SPECIALIZED CONTENT BY BERMUDA'. A social media sharing bar is visible, followed by a short introductory paragraph. Below the text, there are three sub-headers: '1) Take a Historic Tour of St. George's', '2) Ride the Railway Trail', and '3) Visit the Bermuda National Trust', each accompanied by a small image.

# Town & Country

Saturday, March 23

Four Seasons Hotel – Boston

*Town & Country* and Bermuda Tourism hosted a mix of brides-to-be, along with their family and friends, for an exquisite Bermuda-inspired bridal luncheon. A Bermudian paradise, inspiring guests to book their weddings, honeymoons, and future travel to Bermuda. Cocktails and a seated luncheon preceded an informative panel discussion with experts across various fields, providing guests with insider insight for creating the celebration of their dreams.

## EVENT DETAILS

- Date: Saturday, March 23, 2019
- Time: 11 AM - 1 PM
- Location: Governor's Room, Four Seasons Hotel Boston
- Guest List: Approximately 70 industry insiders and brides-to-be, along with their family, friends, and bridal parties
- Talent:
  - Moderator: Erik Maza, *T&C* Style Features Director
  - Nikki J. Begg, Bermuda Bride
  - Marc Hall, Marc Hall Design
  - Jodi R. R. Smith, Mannersmith
- Content: Etiquette and inspiration for the modern bride and groom, surrounding social media, bridal parties, guest lists, budgeting, destination weddings, honeymoons, design, and more
- 64+: Public Instagram Story mentions
- 135,705+: Total reach of public Instagram Stories



*Style*  
*Landscape*  
*Characters*  
*Cultures*  
*Adventure*

# OTA Program Highlights

## Q1 ACTIVITY

- OTA encompasses Expedia (includes Travelocity, Hotels.com, Orbitz, etc.) TripAdvisor and Kayak
- Total OTA Q1 Impressions: 9.14MM
  - Expedia generated 6.0MM of total impressions, driving traffic both on-site and off-site
  - TripAdvisor generated 2.0MM impressions
  - Kayak generated the remaining 1.0MM impressions in Q1
- TripAdvisor remains the top driver of Arrivals reported by Arrivalist
  - TripAdvisor: 726 Arrivals from 2018 + 2019 media combined (Q1 Arrivals Only)
  - Expedia: 197 Arrivals from 2018 + 2019 media combined (Q1 Arrivals Only)
- TripAdvisor Sponsorship Page generated over 384K page views in Q1
  - Approx. 20% increase from this same time period in 2018
- Expedia reports \$14M in gross bookings in Q1. A 8% decrease from the same time in 2018

# *Saks Fifth Avenue Partnership*

New York, Boston, Toronto  
March 7 – 20, 2019

## *Strategy*

Create awareness about Bermuda through an integrated partnership with Saks Fifth Avenue showcasing its beauty and educating consumers about the close proximity from Bermuda's core cities: Manhattan, Boston & Toronto.

## *Program Overview*

### Spring Fashion Book

- Women's designer fashion story shot on location
- ¼ page advertorial inclusion
- Digital version hosted on saks.com

### New York Flagship

- Windows & in-store display
- In-store event

### Boston Flagship

- Window & in-store display
- In-store event

### Toronto Flagship

- Window & in-store display
- In-store event

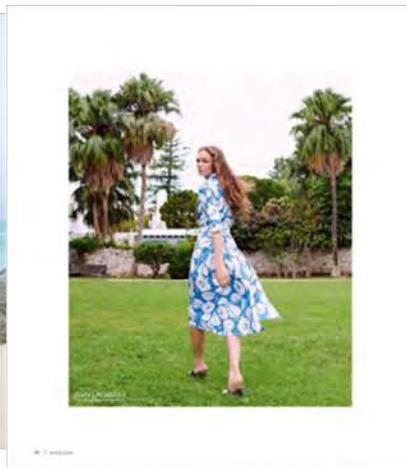
### Email Banners

- Bermuda email banner integration in 2 Saks emails

### Social Media

- Instagram, Facebook, and Twitter

# *Saks Fifth Avenue Women's Spring Fashion Catalogue 2019*



Saks shot a women's designer ready to wear story on location in Bermuda for the Spring 2019 Fashion Book. Saks credited Bermuda on the opening page of the women's story and included call-to-action messaging driving to [gotobermuda.com](http://gotobermuda.com). In addition Saks featured a ¼ page editorial about Bermuda in the front of book highlighting the 'best of' the island.

- Circulation: mailed to 400,000 top spending US Saks customers and 15,000 top spending Canada Saks customers, plus 30,000 copies distributed throughout all Saks stores in February 2019
- Digital version: Hosted on Saks.com for 3 months for customers to view and shop the shop the book globally, resulting in over 15,000,000 impressions

# *In-Store Events*

*March 8 - 14*



New York: March 8

Toronto: March 13

Boston: March 14

- Dark 'n Stormy Bar
- Hand Passed Appetizers
- Branded Coasters
- Branded Napkins
- Proximity Message Postcards

# *Store Windows*

*March 7 - 20*



- New York City Window Impressions:  
8,400,000 (300k impressions per day for 15 days)
- Boston Window Impressions : 2,800,000  
(200k impressions per day for 15 days)
- Toronto Window Impressions :  
4,200,000 (250k impressions per day for 15 days)

# Email Marketing



## OUT HERE, YOU LIVE LIFE DIFFERENTLY

An enchanting 21-square-mile island set apart in the Atlantic Ocean, Bermuda is only a 2-hour flight from most East Coast cities.

Ready to plan your escape?  
Visit [GoToBermuda.com](http://GoToBermuda.com).

[EXPLORE MORE](#)

BERMUDA



3/2  
Impressions: 400,000  
CTR: 1.6%



3/15  
Impressions: 430,000  
CTR: 1.7%

As part of the partnership, two Bermuda branded email banners were included within two Saks emails deployed on 3/2 and 3/15. Saks linked the banners directly to [gotobermuda.com](http://gotobermuda.com).

# Partnership Results

| Element   | Impressions |
|---|-------------|
| Saks Fashion Book<br>Women's designer fashion story shot in Bermuda, front of book editorial piece on Bermuda, mailed & distributed copies, digital version | 15,445,000  |
| Email Banners (2)<br>3/2 & 3/15   | 830,000     |
| New York Flagship<br>Windows, in-store displays, event, marketing collateral  | 8,769,521   |
| Toronto Flagship<br>Window, in-store display, event, marketing collateral   | 4,569,604   |
| Boston Flagship<br>Windows, in-store display, event, marketing collateral   | 3,317,450   |
| Social Media<br>Instagram, Facebook, Twitter  | 1,600,000   |
| Total Impressions   | 34,531,575  |

*S&M-World Triathlon Bermuda  
Promotion*

# *World Triathlon Bermuda Total Metrics*

**3.4MM**  
*Impressions*

**33,264**  
*Engagements*

**\$0.74**  
*Cost per  
Engagement*

# *S&M-Market Blitzes*

# *Market Blitz Goals*

- Integrated impact in key focus markets
- Create Bermuda brand engagements in key focus markets for Media, Meeting & Event Planners and top Travel Trade Executives that inspire and target visitors to travel to Bermuda (export Bermuda)
- Orchestrate experiential, integrated promotions and events in which partners can participate and engage with visitor targets in key markets
- Layer with broadcast and digital marketing for increased exposure

# *New York City*

## Broadcast & Digital

- Flight Dates: February 2 - March 3
- Spots: 56
- Impressions: 17,300,000
- Total GRPs: 150

## Sales Calls

- The local Foreigner - 5 agents
- Passported - 2 agents
- Judy Perl Travel- 4 agents
- Travel Edge - 5 agents
- Travel Edge Webinar - 18 agents
- Indagare - 4 agents

## Events

- Client Receptions: February 27-28
- Saks Fifth Avenue Event: March 8

# *New York Events*

*February 27 – 28, 2019*

## *Event Activations*

Over two afternoon events, invited media, influencers, clients and friends of Bermuda were invited to experience Bermuda through her indigenous flora and fauna found throughout the 21-square mile island.

An interactive cocktail reception showcased Bermuda's seasonal style through talented Bermudians who brought their stories to life.

## *Venue*



NoMo Kitchen

## *Participating Partners*

- Elbow Beach Bermuda
- Fairmont Southampton
- Grotto Bay Beach & Resort
- Hamilton Princess & Beach Club
- Rosedon Hotel Bermuda
- The Loren at Pink Beach

## *Featured Experiences*

- Craft Cocktails by Twisted Spoon
- Culinary collaboration by Doreen Williams James of Wild Edibles Bermuda and the chef at NOMO
- Bermudian inspired floral bar by Ashley Drago, New York City floral designer
- Fashion Illustrations by Lyn Winford, Bermudian graphic designer
- Music by Bermuda's DJ Rusty G

# *Event Photos*



**Attendance: 96**



# Boston

## Broadcast & Digital

- Broadcast Flight Dates: March 12 - April 7
  - Spots: 158
  - Impressions: 18,883,000
  - Total GRPs: 447
- Digital Flight Dates: March 15 - April 14
  - Partners: Mobilefuse and BostonMag.com, Centro
  - Impressions: 628,426
  - CTR: .36%
  - Total Engagements: 2,972
  - CPE: \$2.06

## Sales Calls

- Katlin Travel - 7 agents
- Travel Associates - 3 agents
- Travellustre - 1 agent
- The Travel Collaborative - 4 agents
- Park Plaza Travel - 3 agents
- Altour/Am Express - 5 agents

## Events

- Evening Reception: March 12
- Saks Fifth Avenue Event: March 14
- Town & Country Bridal Brunch: March 23

# *Boston Event*

*March 12, 2019*

## *Event Activations*

Over two afternoon events, invited media, influencers, clients and friends of Bermuda were invited to experience Bermuda through her indigenous flora and fauna found throughout the 21-square mile island.

An interactive cocktail reception showcased Bermuda's seasonal style through talented Bermudians who brought their stories to life.

## *Venue*



Shore Leave

## *Participating Partners*

- Fairmont Southampton
- Grotto Bay Beach & Resort
- Hamilton Princess & Beach Club
- Rosedon Hotel Bermuda

## *Featured Experiences*

- Craft Cocktails by Twisted Spoon
- Culinary collaboration by Doreen Williams James of Wild Edibles Bermuda and the chef at NOMO
- Bermudian inspired floral bar by Ashley Drago, New York City floral designer
- Fashion Illustrations by Lyn Winford, Bermudian graphic designer
- Music by DJ Damon DeGraff

# *Event Photos*



**Attendance: 120**



# Philadelphia

## Broadcast & Digital

- Broadcast Flight Dates: March 25 – April 21
  - Spots: 126
  - Impressions: 6,745,000
  - Total GRPs: 243
- Digital Flight Dates: March 22 – April 21
  - Partners: Mobilefuse and PhillyMag.com, Centro
  - Impressions: 551,113
  - CTR: .27%
  - Total Engagements: 1,551
  - CPE: \$2.59

## Sales Calls

- Coordinated with American Airlines Vacations
- Timed in advance of the return of daily non-stop service from Philadelphia
- Fantasy Travel – 5 agents
- Circle Travel – 4 agents
- M & J Travel – 6 agents
- Tour n Travel – 4 agents
- Your Travel Connection – 3 agents
- Au Revoir Travel – 2 agents
- Travel Allure – 16 agents

# *S&M-Travel Trade Engagement*

# *Direct Sales Activity*

## Family Travel Association

Jamaica, January 7-10

Conducted 60 eight minute one-on-one appointments

## Virtuoso Webinar

January 29

Conducted a 30-minute Webinar with 54 agents

## Virtuoso Travel Week on Tour

Washington DC, February 7-8

Participated in 88 one-on-one six minute appointments with a total of 98 agents

**Sales Calls during Market Blitz Events  
(reported in previous section)**



# *S&M-Retail Promotions*



## PINK SALE OVERVIEW

- Booking Window Dec 20<sup>th</sup> – Jan 31<sup>st</sup>
- Travel Window Jan. 1<sup>st</sup> –Apr 30<sup>th</sup> ,  
Sept 1<sup>st</sup> – Dec. 31<sup>st</sup> ( some hotel booking windows open for full year)

52.8MM  
*Impressions*

990,692  
*Engagements*

\$0.44  
*Cost per  
Engagement*

# *Pink Sale Campaign Overview*

- **Media Mix**
  - **Email/eNewsletter Partners:** Travelzoo, Travel Channel, PopSugar, Dunhill, eTarget, Smarter Travel and Lonely Planet
  - **Display Partners:** Expedia, Sojern, TripAdvisor, Travelzoo, Smarter Travel, Mobilefuse, Dunhill
  - **Paid Social:** Facebook and Instagram
  - **OOH:** NYC, Boston and Toronto

## *Pink Sale Performance*

| KEY METRICS             | 2019           | 2018           | % Δ vs 2018 | 2017           |
|-------------------------|----------------|----------------|-------------|----------------|
| Website Sessions        | 469,301        | 296,547        | 58%         | 234,427        |
| Pink Sale Page Sessions | 302,545        | 241,207        | 25%         | 180,345        |
| Partner Referrals       | 24,690         | 28,730         | -15%        | N/A            |
| Total Reservations      | 6,385          | 5,727          | 11%         | 6,594          |
| Room Nights             | 29,753         | 26,163         | 14%         | 30,608         |
| Direct Visitor Spending | \$15.9 million | \$14.0 million | 14%         | \$14.6 million |
| <b>ROI</b>              | <b>23-1</b>    | <b>34-1</b>    |             | <b>24-1</b>    |

# *Spa Month*

To incentivize travelers to choose Bermuda and increase spend during the winter months, the Bermuda Tourism Authority organised its inaugural Spa Month in February 2019. The program ran during the entire month of February with five participating spas offering a minimum of one customized *Spa Month* treatment for \$99. The treatments offered a 50% savings from the regular package price.

- **Exhale Spa** at The Hamilton Princess Hotel & Beach Club
- **Three Graces Day Spa** at Newstead Belmont Hills Golf Resort and Spa
- **Ocean Spa** at Cambridge Beaches
- **Sense, A Rosewood Spa** at Rosewood Bermuda
- **Willow Stream Spa** at Fairmont Southampton
- **Siam Thai Massage and Herbal Spa**

# *S&M-Website Performance*

# Website Metrics

| Metrics           | 2018      | 2019      | YoY % Change |
|-------------------|-----------|-----------|--------------|
| Sessions          | 588,033   | 727,114   | 24%          |
| Pageviews         | 1,472,944 | 1,840,993 | 25%          |
| Unique Users      | 471,827   | 573,775   | 22%          |
| Page/Session      | 2.5       | 2.53      | 1%           |
| Bounce Rate       | 62.17     | 59.45     | -4%          |
| Avg. Time on Site | 1:59      | 2:08      | 8%           |
| Goal Completions  | 185,219   | 234,347   | 27%          |

# *Website Conversion Goals*

- Time on Site Over 3:00 - 132,010 - 37% increase vs Q1 2018
- Hotel Inquiry - 19,379 - 41% increase vs Q1 2018
- Booking Widget Clicks (Removed from site prior to Q1 2019) - 0 - 100% decrease vs Q1 2018
- Brochure Downloads - 10,637 - 6% increase vs Q1 2018
- Brochure Orders - 3,172 - 18% increase vs Q1 2018
- eNews Registration - 2,525 - 63% increase vs Q1 2018

# *Website Partner Referrals*

## **Total Partner Referrals - 77,986**

- Profile referrals - 56,885
- Deal referrals - 19,018
- Event referrals - 2,083

## **Total Partner Pageviews - 289,436**

- Profiles - 183,228
- Deals - 95,980
- Events - 10,228

**27% Click-through rate to Partners**

# *SEM Performance*

| Month        | Impressions      | Clicks         | CTR          | CPC            | Spend               | Conversions   |
|--------------|------------------|----------------|--------------|----------------|---------------------|---------------|
| January      | 812,935          | 33,194         | 4.08%        | \$ 0.67        | \$ 22,396.33        | 15,727        |
| February     | 1,431,830        | 27,470         | 1.92%        | \$ 0.98        | \$ 26,858.73        | 10,599        |
| March        | 3,753,651        | 43,230         | 1.15%        | \$ 1.37        | \$ 59,096.43        | 13,899        |
| <b>Total</b> | <b>5,998,416</b> | <b>103,894</b> | <b>1.73%</b> | <b>\$ 1.04</b> | <b>\$108,351.49</b> | <b>40,225</b> |

# *S&M-PR & Promotions*

# *United States Coverage Highlights*

- YTD Coverage Snapshot
  - Number of Articles: 52
  - PR Impressions: 283,383,044
  - Earned Media: \$764,787.00
  - Average Quality Score: 75



5 best trips for solo travelers

**For the beach bum: Bermuda**



CNN Online - February 8, 2019 - Travel Roundup

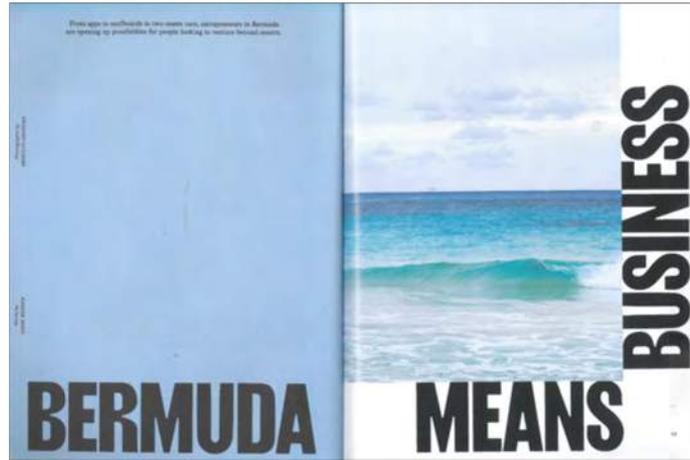
# United States Coverage Highlights

MODERN **LUXURY**



Modern Luxury San Francisco – January 1, 2019 – Destination Feature

HERE



Here Magazine – February 1, 2019 – Destination Feature

**SCUBA**  
DIVING



Scuba Diving Magazine – February 1, 2019 – Destination Feature

# United States Coverage Highlights

## HERE

The Off Season Is In: Bermuda in Winter



Bermuda is an ideal spot for a summer beach vacation, but if you go between mid-November and mid-April (when the weather isn't quite island tropical) there's still plenty to do. Especially if you're looking for a more active itinerary. Known for pink sand beaches and close proximity to the U.S. Eastern Seaboard, Bermuda is a solid winter getaway for people looking to escape their icy cities for somewhere more mild—and the island has its fair share of off season perks.

Here Magazine Online – January 15, 2019 –  
Destination Feature

## MEN'S JOURNAL

10 Vacation Hot Spots That Make Incredible Valentine's Day Gifts



### 10. Hamilton Princess, Bermuda

Bermuda's turquoise waters and pink sand beaches are alluring on their own, but factor in that it's a 90-minute flight from the Northeast and its special skyrockets. Book the Sweet Valentine's at the Princess package between February 12-18 at [Hamilton Princess & Beach Club](#). It includes a champagne amenity and \$100 resort credit (we suggest booking treatments at the [spa by Exhale](#)). Spend your time lounging in a water hammock and soaking up the sun.

Men's Journal Online – February 12, 2019 –  
Travel Roundup

## Forbes

Valentine's Day Gift Guide: The World's Best Romantic Private Island Resorts



Forbes Online – January 31, 2019 –  
Destination Highlights

# United States Coverage Highlights



See 8 animal species that came back from the dead



**Pterodroma cahow (Bermuda petrel)—Nonsuch Island, Bermuda**  
Thought extinct for 330 years, 36 cahows (a kind of petrel) were rediscovered in 1951. Joyfully, after half a century of intensive pest-and-nest management, the Bermuda cahow is on the rise—up from 18 to 131 breeding pairs, with 71 chicks successfully fledged last year. “It’s an ongoing recovery,” says conservation officer Jeremy Madeiros, and “an example for threatened species around the world in an era when encroachment on and destruction of habitats is putting more species at risk than ever before.” (See the world’s largest bee, once presumed extinct, filmed alive in the wild.)

National Geographic Traveler Online – March 1, 2019 – Destination Highlights

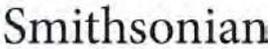


What to Pack For...Bermuda



The allure of Bermuda is undeniable—pearlescent pink-sand beaches, coral reefs for snorkeling, and a culture that uniquely fuses British elegance with tropical island vibes. Not to mention, the 21-square-mile archipelago is less than two hours from most airports on the East Coast, making it an idyllic (and easily accessible) weekend getaway.

Town & Country Online – March 7, 2019 – Destination Feature



The Story Behind Bermuda’s Rum Swizzle (Recipe)

While the Dark ‘n’ Stormy may get all the attention by visitors, the swizzle is what locals drink



There’s no right way to make a rum swizzle, just ask any Bermudian. Often referred to as “Bermuda’s national drink,” the rum-based cocktail is a staple at bars and restaurants across the island and typically contains a blend of different citrus juices, spices and bitters. But because no two renditions are the same, locals often find it difficult to come to a consensus over whose blend is best.

Smithsonian Magazine Online – March 15, 2019 – Destination Feature

# *United States Press Trips*

- Individual Press Trips – Hosted in Q1
  - Airbnb Magazine
  - National Geographic
  - Baked from Scratch
- Group Press Trips – Hosted in Q1
  - Whale Watching + Conservation Press Trip with 4 journalists

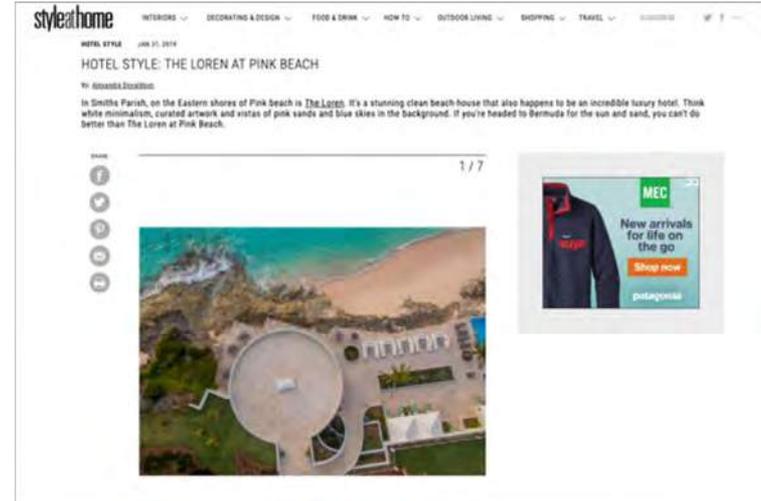
# NYC Media Week 2019

- **Bermuda Branded SoulCycle Ride**
  - Journalists hosted at indoor cycling event with themed smoothies and gift bags. Event featured Bermuda step and repeat sign
  - 40 journalists attended
    - Top outlets included: BuzzFeed, Teen Vogue, Robb Report, Health, PopSugar, New York Post, Parents, Runner's World, Prevention, ABC News, Women's Health, Endless Vacation, etc.
- **Bermuda Always in Season Media Reception at Nomo Hotel**
  - 65 journalists attended
    - Top outlets included: Allure, Harper's Bazaar, Travalliance Media, Condé Nast Traveler, TODAY, Robb Report, Teen Vogue, etc.



# Canada Coverage Highlights

- YTD Coverage Snapshot
  - Number of Articles: 57
  - PR Impressions: 24 million
  - Earned Media: \$1.4 million



Style at Home – January 31, 2019 –  
Hotel Style



# *S&M-Social Media*

# Q1 FACEBOOK

Q1 was incredibly strong on Facebook, with almost double the engagements seen in the last part of 2018. This speaks to people's excitement for travel planning in the new year, and is a positive sign as we go into the spring season. Reach on posts also increased, another positive benefit of engaging content that sparks stories within the audience. Each time they comment or share, we open content up to a new audience as they create stories to their friends.



| Q1 Facebook               |           |           |
|---------------------------|-----------|-----------|
|                           | Q4 2018   | Q1 2019   |
| New page likes gained     | 4,232     | 841       |
| Lifetime page likes       | 357,414   | 358,255   |
| Engagements               | 514,439   | 942,722   |
| Reach                     | 2,110,489 | 3,602,339 |
| Average engagement rate % | 24.37%    | 26.16%    |

# Q1 TWITTER

Twitter impressions are incredibly high in the first quarter of 2019, but engagements have dropped. Looking back to Q1 in 2018, we saw a similar number of engagements, which gradually rose throughout the year, peaking in the summer.

Increasing conversations on Twitter through sharing of engaging content and re-tweeting traveller stories will be a priority in Q2. News works well with Twitter and with plenty of news about re-openings and airline routes for the summer, Twitter will have a strong foundation already.

| Q1 Twitter           |         |           |
|----------------------|---------|-----------|
|                      | Q4 2018 | Q1 2019   |
| New followers gained | 860     | 1,270     |
| Lifetime followers   | 27,859  | 29,129    |
| Engagements          | 60,315  | 25,713    |
| Impressions          | 874,452 | 6,606,907 |

# Q1 INSTAGRAM

Instagram continues to grow quite fast. The content on the page sparks conversation amongst experienced, passionate travellers, showcases new they might not have known about, and joins other conversations with the use of strategic hashtags.

Instagram stories have also given us the opportunity to showcase in-depth stories about the island, live looks, and also gives us a platform on Instagram to share news and ask questions.

National Plan for Vacation Day was one instance where Instagram Stories let us truly engage and act as an online concierge to the audience while using the Q&A feature.

| Q1 Instagram         |         |           |
|----------------------|---------|-----------|
|                      | Q4 2018 | Q1 2019   |
| New followers gained | 2,276   | 4,090     |
| Lifetime followers   | 58,074  | 62,164    |
| Engagements          | 516,957 | 1,566,312 |

# Q1 Top-Performing Posts



Reached Users: 132,392  
Reactions: 8,469  
Post Clicks: 9,422



Engagements: 346  
Retweets: 93  
Likes: 251



Likes: 4,420  
Comments: 128

This quarter, we're seeing a lot of excitement for upcoming spring and summer travel. Beach scenes are performing incredibly well as people get excited to escape the tough winter. While UGC has always provided crowd-pleasing image options for us, we're seeing that the UGC albums so far this year are performing incredibly well. The Instagram photo series on the right is an example of just one of them. Meanwhile, the Facebook post shows other ways we're able to curate and present user-generated content. We're also finding it much easier to get people to share their stories of past travel with us, and are seeing a lot of great conversation happening within the community.

# *Paid Social Media*

## Q1 HIGHLIGHTS

| Campaign | Spend    | Objectives   | Results | Unique Users | Total Impressions | Completed Video Views | Cost per Objective |
|----------|----------|--|---------|--------------|-------------------|-----------------------|--------------------|
| January  | \$54,260 | Landing Page Views, Video Views & Form Submissions | 73,959  | 6,063,534    | 11,604,862        | 222,097               | \$.73              |
| February | \$9,700  | Landing Page Views, Video Views & Form Submissions | 16,920  | 1,798,778    | 3,149,094         | 11,607                | \$.57              |
| March    | \$22,500 | Landing Page Views, Video Views & Form Submissions | 15,967  | 1,344,461    | 1,884,785         | 9,710                 | \$.40              |

# *Paid Social Creative Examples*

**Bermuda Tourism (Default)**  
Sponsored

Start your tri season out here at ITU World Triathlon Bermuda April 27, 2019

**World Triathlon Bermuda**  
Bermuda.Triathlon.org [Learn More](#)

4.1K 327 Comments 7 Shares

Like Comment

Refresh preview • Report a problem with this preview

**ITU**

**Bermuda Tourism (Default)**  
Sponsored

This spring break do something out of the ordinary and find your way to the finer things in island life when you escape to Bermuda

**Immerse Yourself in Culture** [Book Now](#) **Discover Award-Winning Flavours**

Ferdoushi Begum, Rosa Canarie and 423 others 23 Comments 18 Shares

Like Comment Share

Refresh preview • Report a problem with this preview

**Spring Break - Luxe Carousel**

**Bermuda Tourism (Default)**  
Sponsored

Welcome to an island where the ordinary goes missing. Explore this guide to five days of family-friendly adventure in Bermuda

**Witness New Wonders** [Learn More](#) **Reach New Depths**

Enthrall up close Embrace the unknown

Nazma Yearasin, Maxine Archer and 235 others 22 Comments 19 Shares

Like Comment Share

Refresh preview • Report a problem with this preview

**Spring Break - Family Carousel**

*Research &  
Business Intelligence*

- In Q1, the results of a marketing ROI Study by Longwoods were shared with the Sales & Marketing division and BTA agencies. This is the second bi-annual study conducted to measure the direct impact of and ROI on the BTA's marketing spend. When comparing 2018 to the same time period and target markets as 2016, the ROI was up 7% from \$14.35 in visitor spending and tax revenue returned for every dollar spent on marketing in 2016 to \$15.46 in 2018.
- Ongoing tracking of exposures to digital media and subsequent arrivals via pixeling technology.



# *Greener*

Growing Bermuda by being pink,  
blue & greener

BERMUDA  
— AGILITY —

*Strategy & Corporate  
Communications*

We have a content agreement with The Breakdown, a business news program. Each week they're running a National Tourism Plan story on one of the NTP pillars. Here's the piece from week two on the Greener pillar:

<https://youtu.be/Cw-tF7lQPA4?t=698>



# *Infrastructure*

Enabling Frictionless Experiences

BERMUDA  
AGILITY

*Strategy & Corporate  
Communications*

We have a content agreement with The Breakdown, a business news program. Each week they're running a National Tourism Plan story on one of the NTP pillars. Here's the piece from week three on the Infrastructure pillar:

[https://youtu.be/l\\_tazBIP6YM?t=1474](https://youtu.be/l_tazBIP6YM?t=1474)

## Local NTP Awareness

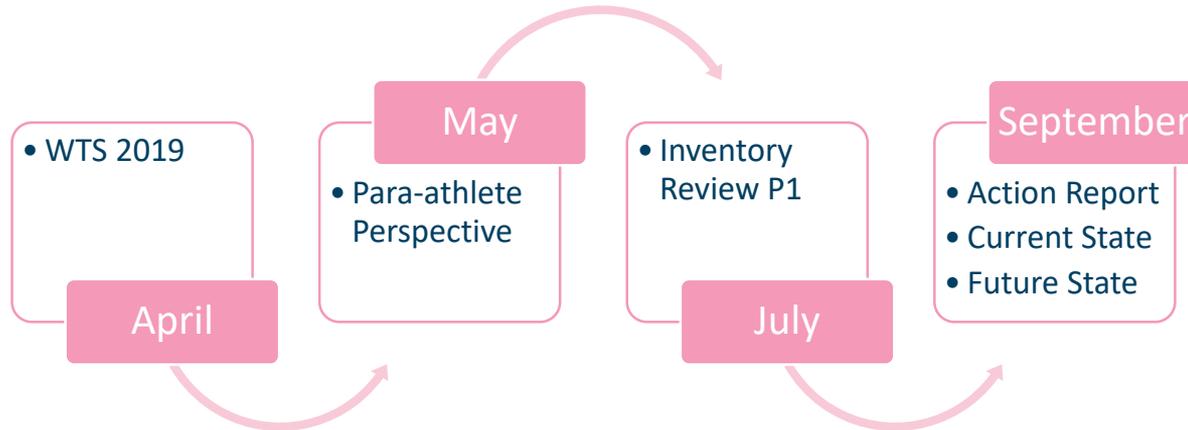
While the show's content deals with the pillars, we've created 15-second TV spots to drive awareness and curiosity on other aspects of the National Tourism Plan.



## Accessibility Working Group

Advanced a National Tourism Plan accessibility working group with a finalization of the charter and objectives. We have also settled on a definition of “accessibility” for the purposes of this work. Next step is figuring out how to conduct an asset review of tourism establishments that are accessible and what accessible accommodations exist. The goal is to measurably improve the status of things by the time of the World Triathlon Grand Final in the fall of 2021. P&E providing a lot of support; will require support from research and digital marketing people as well.

### Accessibility Working Group Timeline



## Frictionless Airport Experience

Created a dedicated press release for the members of the Association of Bermuda Insurers and Reinsurers about the online pink arrival form. They shared that press release with their members as part of International Business week. Grateful email responses came in from this audience. They seem to love this frictionless innovation. Bernews told us its story on the online pink arrival form was one of its most popular on social media ever.

# *Product & Experience*

## Accessibility Working Group

In order to improve infrastructure so we can deliver distinct experiences to visitors, P&E is working with a series on on-island stakeholders to examine on-island accessibility challenges and barriers. With accessibility for visitors and residents going beyond accommodations and transport, the Accessibility Working Group is tasked with doing an island-wide audit looking at all aspects of the visitor experiences in order to facilitate required changes needed to provide guests with frictionless, barrier free experiences for all audiences of visitors.

## Cruise Line Engagement

Senior leadership from the BTA attended the annual SeaTrade Global Conference to conduct a series meetings with key cruise line executives. Extending the cruise ship season continues to be a focus for the BTA, and with the return of Disney and increase in occasional visits scheduled this year's cruise ship season is projected to be even busier than last year. The BTA continued ongoing discussions with regular callers and long-standing partners such as Royal Caribbean and Norwegian Cruise Line as well as various port authority personnel.

*Research &  
Business Intelligence*

- The online visitor arrival form Phase 1 has been rolled out and is in use. Promotion of this option to visitors is being shared via BTA channels and airlines, hotels and tour operators have been encouraged to add the option to their booking confirmations as well. Usage of the online form is currently at 3% with a goal to achieve 10% by the end of 2019, once Phase 2 can be implemented offering a mobile option. Phase 2 is dependent on integration with a new Border Management System at the Airport.
- The R&BI division continues to work with the Bermuda Airport Authority and Skyport on Air Service Development. Ongoing activities include:
  - Monthly reports on capacity, load factors and route performance
  - Review of existing and potential new routes
  - Future schedules for projections and use by staff, partners & stakeholders



# *Local Involvement*

Growing with & through people

BERMUDA  
AGILITY

*Strategy & Corporate  
Communications*

## 2019 CULTURAL TOURISM PRIORITIES

### Outlook Forum

Hosted an outlook forum for stakeholders on Feb 20. It was well attended and received excellent feedback from stakeholders afterward. We successfully educated the community on the challenges and opportunities in the year ahead including airlift, events and 2019 priorities for the BTA team

| Strategy  | Tactics   |
|---|---|
| Leverage creative thinking in terms of execution and repurposing sites to create something new: supporting and encouraging the maker movement and thinking of funding strategies for sustainability | <ul style="list-style-type: none"> <li>• Host 2020 Restaurant Weeks at Heritage Sites (e.g. The Unfinished Church)</li> <li>• Host the 2020 Festival of Performing Arts in Cultural spaces</li> </ul> |
| Increase collaboration and cross-pollination for culture in Bermuda to thrive, not just survive   | <ul style="list-style-type: none"> <li>• Develop a Rapid Cycle group to tackle the issue of coordinating Museum and Cultural site hours and accessibility</li> </ul>                                  |
| A change in mindset to collaboratively build services and product offerings that are viable year-round product and reflect the need states of visitors, including groups                            | <ul style="list-style-type: none"> <li>• Develop a Rapid Cycle group to establish menus of experiences appealing to Experience Enthusiasts (in particular) and groups.</li> </ul>                     |
| Leverage technology to support and promote cultural tourism development: with an innovative use of social media, technologically advanced experiences, develop online bookable experiences          | <ul style="list-style-type: none"> <li>• Develop and jointly market online bookable experiences</li> </ul>  |

Note: ADHT handled in different working

### Vacation Rental Working Group

Launched a National Tourism Plan working group to form an association of Vacation Rental Owners. The Bermuda Tourism Authority is closely supporting this effort at the outset, but ultimately this is intended to be a self-sustaining, autonomous organisation with its own Constitution, leadership and membership.

# *Product & Experience*

## BTA Experience Investment Programme

To encourage and support more year-round experiences, the Experience Investment Programme was expanded to accept applications twice per year, instead of once annually. This new additional application process was strategically aimed at recruiting new experiences for the third and fourth quarters of 2019. Two familiarization workshops for interested applicants were held on February 27. These workshops provided entrepreneurs with a comprehensive overview of what's required in the application and how best to align their ideas with the National Tourism Plan. In total, 9 applications were received; decisions will be made in the next quarter.

## Bermuda Festival of the Performing Arts

The Bermuda Festival returned for its 44th year. The team collaborated with Fairmont Southampton to provide an accommodation and event ticket package, as well as Delta Air Lines who offered special discounts as the official airline of the Festival. During the festival season (January - March), there were a total of 92 visiting artists and 18 guests travelling with them. Additionally, there were over 350 visitors attending Festival performances, most of them from the US, UK and Canada.

## Restaurant Weeks 2019

With first time appearances from restaurants in the East, a total of 49 restaurants participated in this year's Restaurant Weeks. A record high, 40 participating restaurants put a local flare on their dishes with a Bermuda-inspired menu. The year-over-year increase in Bermuda-inspired menus demonstrate how partners have responded to the demand for local ingredients and Bermuda-inspired food. To further promote Bermuda's food culture story and highlight the islands top eateries, BTA partnered with Bermunchies to create and share series of videos promoting locals favorite restaurants. Locals were encouraged to share short video testimonials on social media about where to eat so visitors benefit from local recommendations. An increase in online engagement - achieving over 10,000 views via social media, once again elevated this year's initiative to support increased traffic and sales, with several participating restaurants extending their Restaurant Weeks offering.

## African Diaspora Heritage Trail (ADHT) Working Group

To meet the evolving needs of our targeted visitors and enhance visitor experiences, the BTA has formed an ADHT Working group with the goal to:

- Elevate the African Diaspora Heritage Experience
- Leverage stories that highlight Bermuda's rich heritage and connection to African-American travelers
- Create interactive, immersive and memorable experiences around the ADHT sites

This working group will look to collaborate with on-island cultural partners to increase curated tours, marketing and awareness of ADHT sites for African-American visitors but also cultural enthusiasts.

*Research &  
Business Intelligence*

- BTACConnect is the BTA's stakeholder portal which was launched in Q4 of 2018. Outreach and training is ongoing to encourage its use. It allows industry stakeholders (both companies and individuals) access to information such as the latest visitor statistics, a message board for engaging other stakeholders, and the opportunity to update or add their information on gotobermuda.com. Anyone wishing to create an account should email [btaconnect@bermudatourism.com](mailto:btaconnect@bermudatourism.com) for a login.
- In Q1 of 2019, R&BI managed a Future Needs Assessment Report by PwC on the expected labour supply needed by 2021 in the Hospitality Industry. Given the hotel projects currently under development as well as a new airport terminal opening in that time frame, a quantitative assessment of the gap in labour supply was needed as the first step to developing a plan to address the opportunities in the industry.
- Continued quarterly meetings with hotel partners, in conjunction with Sales & Marketing team, to review data trends, identify opportunities and learn of new offerings at the hotels.

# *Operations*

## Bermuda Visitor Services Centre LTD. (BVSC)

The BVSC hired a new Manager, Operations, Jakai Franks. Mr. Franks started 2nd January, in preparation for the opening of new Visitor Service Centres, both in Hamilton and St. George's, planned for end of Q1.

Due to the untimely passing of the BVSC contracted visitor information provider of the facility in St. George's town square, BVSC commenced temporary operations within the location on 2nd January.

Throughout Q1, permanent and contracted BVSC team members participated in intensive training sessions on the new National Tourism Plan; and sales and promotion activities designed to successfully match our visitor segments with the right activities and experiences.

All three locations, Hamilton, St. George's and Dockyard, feature booking kiosks for local activities and events, a tightly curated selection of Bermuda branded merchandise and a team of knowledgeable, engaged ambassadors who work across facilities.

*“By quarter end the new Visitor Service Centres, both on Duke of York Street in St. George's and on the Hamilton waterfront at 10 Front Street, were open and operational. BVSC's 2019 operational goals are focused on the delivery of quality customer services to increase visitor satisfaction and on-island spend.”*



## National Service Standard Certification Programme (NSS)

Six new businesses received National Service Standards Certification in Q1:

- Barracuda Grill
- Devil's Isle
- Dowlings Marine & Auto Services
- Frog & Onion
- Pickled Onion
- Royal Palms Hotel

Certification must be renewed on annual basis. Two businesses lost their certification while the following eight businesses were recertified in Q1:

- Alexandra Mosher
- Bermuda Transit Services
- Fun Golf
- Lili Bermuda
- The Bermuda Perfumery
- Tobacco Bay
- Dolphin Quest
- Flanagan's Irish Pub



A total of 22 businesses are now National Service Standards Certified.

## Certified Tourism Ambassador Programme (CTA)

An introduction module to the National Tourism Plan was introduced into the CTA. This mandatory module replaced the Blue Flag module previously offered, which will become an online elective to the programme.

Throughout the quarter, CTA educational and informational sessions and activities were held in preparation of the spring/summer season. To support businesses seeking to ensure their individual front-facing team members gain their CTA, which is one National Service Standards prerequisite, the team facilitated an onsite session for a local restaurant.

By end of quarter, nearly a dozen nominations were received for the CTA Star Awards. The awards are an annual international recognition of CTAs throughout the programme network.

| Q1 2019 Programme Update                | National Service Standards  | Certified Tourism Ambassador  |
|---|---|-------------------------------|
| Recipient update                        | 6 new businesses certified<br>8 businesses recertified<br>22 businesses now certified | 65 new CTAs<br>759 total CTAs |
| Percentage increase/decrease<br>Q4 2018 | + 50% Increase over Q4, 2018  | -19% Decrease over Q4, 2018   |





# *Innovation*

Think like a visitor

BERMUDA  
AGILITY

*Strategy & Corporate  
Communications*

## Cultural Tourism

Most of the Bermuda team took an African Diaspora Heritage Trail tour. Kudos to Titan Express, a transportation company who saw the value of the ADHT assets and ran a 3-hour wintertime tour experience to seven heritage sites. The tour wasn't perfect but the potential of these assets was eye-opening and highlighted what the NTP has to say on this subject. Additionally, we have begun a working group in partnership with the African Diaspora Heritage Trail Foundation to raise the profile of this aspect of cultural tourism.



Meantime, met with Heritage Bermuda to talk about the Lord Cultural Tourism Plan and the cultural tourism action items from the National Tourism Plan. The Bermuda Tourism Authority is now collaborating with Heritage Bermuda on ways to reimagine what already exists and package it for visitors in a way that is easy-to-access and bookable online.



# *Sales & Marketing*

# *Stakeholder Workshops*

## BTA Connect

- January 23
- 22 attendees

## TripAdvisor Workshop

- February 13
- 35 total attendees

## Google My Business Workshop

- March 13
- 21 attendees

*Research &  
Business Intelligence*

- In Q1 2019, BTA transitioned to a new email marketing platform which offers a seamless integration with the CRM. This will allow the BTA to create custom messaging for visitor segments as well as analyse what content is resonating with consumers.
- BTACONnect has added another means of communication to and between tourism stakeholders. Information and updates are available on the homepage of the portal and payment of the Vacation Rental fee is housed within the portal.



# *Teams & Groups*

Growing through Groups  
(MICE, Sports, Etc)

# *Sales & Marketing*

# *Teams & Groups Summary*

| <b>JANUARY - MARCH 2019</b>         | <b>TOTAL</b>  |
|-------------------------------------|---------------|
| <b>Definite Group Room Nights</b>   | <b>3,195</b>  |
|                                     |               |
| <b>Group Pipeline (Room Nights)</b> |               |
| Total Pipeline                      | <b>79,826</b> |
| Definite Future Groups              | <b>38,664</b> |
| Strong Tentative Groups             | <b>5,122</b>  |
|                                     |               |
| <b>Sales Activity</b>               |               |
| Sales Calls                         | <b>32</b>     |
| FAM's                               | <b>1</b>      |
| On Island Site Inspections          | <b>9</b>      |
| Trade Shows                         | <b>4</b>      |

# *S&M-Sports Tourism (Teams)*

# *Direct Sales Activity*

8 confirmed team training groups for 659 contracted room nights

## United Soccer Convention

Chicago, IL January 9-13

- Educational Sessions
- Networking Opportunities
- Coaches Reception
- Cross promotion/marketing with soccer organizer on trade floor

## Running USA 2019

San Juan, Puerto Rico February 9-12

- Programming and networking opportunities
- More than 20 individual business meetings
- 2 resulting site visits
- 2 resulting proposals

# Content Development

## TAILORED SERVICES

### Tailored Services for Sports Organisers

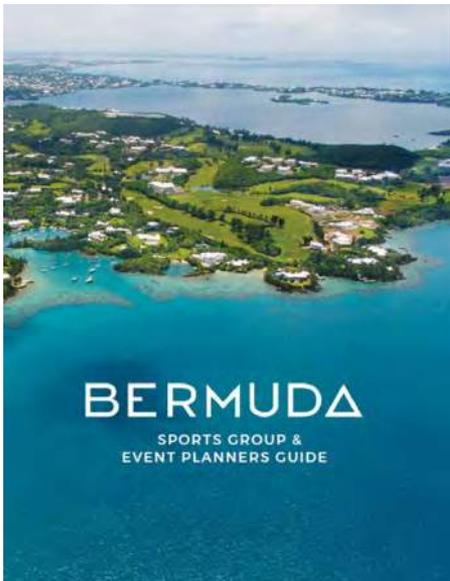
The Bermuda Tourism Authority has a dedicated, experienced team to cater specifically to sports clients, from pinnacle and professional events to team training camps, retreats and sports conferences. The entire island will welcome your group with open arms. Hospitality is in our blood – after all, we've been welcoming visitors to our shores since 1609.

#### RECRUITMENT

- Dedicated, experienced sports team
- Contacts & connections on the island
- Site inspections for qualified groups
- SPN distribution & customised proposals
- Vocal & venue selection
- Lodging, dining & transportation packages

#### EXECUTION

- Official welcome letters
- Maps & brochures
- Photos & videos
- Media assistance
- Coach greetings
- Entertainment & experience recommendations



**BERMUDA**  
SPORTS GROUP &  
EVENT PLANNERS GUIDE

4 [GoToBermuda.com](http://GoToBermuda.com) // Sports Guide

#### TYPES OF SPORTS

- Golf
- Endurance
- Sailing
- Tennis
- Rugby
- Soccer
- Swimming
- Track & Field
- Field Hockey
- Lacrosse
- Cricket

#### TYPES OF EVENTS

- Pinnacle
- Professional
- Amateur
- Team Training
- Amateur Clubs & Groups
- College Teams
- Youth
- Camps & Retreats
- Meetings & Conferences



#### Contact Us

**HAZEL CLARK**

Director, Sports & Business Development

[hclark@bermudatourism.com](mailto:hclark@bermudatourism.com)

#### Testimonials



I've been coming to Bermuda since 1989 and have gotten to know the island and the Bermuda spirit well. Understanding how Bermudians often punch above their weight and how they operate, we had no doubt they would be **great partners in delivering an amazing event** – from infrastructure to hospitality. It's a beautiful island, a brilliant sailing venue and it gave us the platform to stage a truly magnificent America's Cup.

Sir Russell Coutts | CEO, America's Cup Event Authority



Bermuda is a truly amazing place rich with culture and heritage. Team USA enjoyed our time on the island and **I wholeheartedly endorse Bermuda**. I am looking forward to working with the Bermuda Tourism Authority to bring additional opportunities to the country.

Dr. Jeff Ponsar | Chair, USA Track & Field Athlete Advisory Committee



This was the first time we've been to Bermuda and we were absolutely floored. The destination served up a relaxing atmosphere for our training camp. The people are so nice, gracious and easygoing.

**The National Sports Centre surpassed our expectations**

– it's a high-quality facility that I would definitely recommend to other groups.

Jack Leavitt | Head Coach, Swimming & Diving, Georgetown University

Sports Guide // [GoToBermuda.com](http://GoToBermuda.com) 5

# *S&M-Group Business (Groups)*

# Direct Sales Activity

## PCMA Convening Leaders Pittsburgh PA, January 6-9

- 3,500 + Attendees (Meeting Professionals and Suppliers)
- Educational Sessions/Networking Opportunities
- ALHI Reception

## ALHI Global Sales Meeting Presentation Ojai, CA, January 16

- Bermuda presentation to 75 ALHI Global Sales Network team members
- Real Time Quiz created excellent engagement



Simon Boden, CHBA  
Director Of Sales & Business Development...  
3mo

Had a blast presenting #Bermuda to The Associated Luxury Hotels International (ALHI) Sales Force today! Thank you Executive Members that wore Bermuda Shorts - Chris Riccardi , Mark Sergot and Josh Lesnick

For Sales and Training Pro's that haven't used Kahoot! (the real time audience quiz), you must!

#gotobermuda #bestpresentationever  
#standingovation #awesome



123 Likes • 5 Comments

# *Direct Sales Activity*

## ETC – Educational Travel Consortium

Montgomery AL, January 28 – 31

- 300 attendees which included Travel Planners, Tour Operators and Suppliers (50-60 first timers)
- One on one appointments, educational sessions and networking opportunities
- Generated 4 leads and prospects

# *Direct Sales Activity*

## Meeting Planners FAM Trip Bermuda, February 7-10

- 14 Meeting Planners
- Education Session Presentation, Tours of Hotel Sites and Off-Site Venues
- Afternoon Tea with Planners, On-Island Hotel and DMC Partners

## Q1 On-Island Site Inspections

- 10 Clients traveled to Bermuda for site inspections for specific future programs



# *Content Development*

- Group Meetings & Events video launched  
[<click here to view >](#)



# *Product & Experience*

## World Triathlon Series Bermuda

Preparations for the World Triathlon Series continued throughout the quarter. Bermuda's 2019 event has attracted a full and strong Elite male and female start list. The list includes major triathlon names such as Jonathan Brownlee (UK), Javier Gomez (Spain), Katie Zafares (US) and Georgia Taylor-Brown (UK). This adds to the related media coverage and profile of WTS Bermuda. In that regard, the international broadcast TV production crew site visit took place in March to finalize locations and plans along the race route and within the Front Street Hamilton venue for race day coverage. In addition to the Elite field, by the end of the quarter there were over 400 Age Group (amateur) athletes registered to participate, as sign ups continued.

The first line of **WTS Bermuda official merchandise** was launched to be available in the run up to the event. This was also in conjunction with a special "Buy Tri" promotion programme launched in collaboration with the Bermuda Chamber of Commerce Retail Division to further extend ROI on-island. The programme is designed to maximize opportunities before, during and after WTS that help generate awareness and sales for participating retailers from visitors coming for the event as well as local fans.



## World Triathlon Series Bermuda cont.

Tri Club Viewing Experience - to further enhance the WTS experience another new element - the Tri Club Viewing package - was established. The Tri Club package was developed and offered as an added value ticketed experience to visiting athletes and those accompanying them, as well as the local community.

Special teams - Team Ladybugs (UK) and Thumbs Up International (USA) were confirmed as the first two para-athlete teams to participate in WTS Bermuda. Team Ladybugs includes 13-year old Chloe Couture and her father Stephen. Chloe has severe cerebral palsy, however Team Ladybugs has competed in multiple triathlons over the past seven years. Team Thumbs Up International is comprised of triathlon coach Erinne Guthrie who assists endurance para-athlete Kerry Gruson. Both teams have agreed to use their experience on-island to assist the BTA with input for our ongoing island wide accessibility review, a major National Tourism Plan priority.

Sponsorship support for the event continued to grow through the quarter. Three new sponsors were added to existing event partners: Bacardi International, PwC and Massachusetts General Hospital who supported the participation of Team Ladybugs and Thumbs Up International.

# *P&E- Destination Services*

## Meeting Planner Fam - February 7-10

A three-day familiarization trip was established by the Sales Team to drive group business to Bermuda through 2020. The FAM involved 14 meeting planners from the U.S. and Canada, representing a wide range of industries. The group visited hotels, restaurants and alternative events. Local industry partners were invited to an afternoon tea to mix and mingle with the planners, providing insight to the on-island services available. Six additional planners/organizations visited in February and March as a part of this sales offer with Destination Services providing island tours during their stay in Bermuda.

## ICNT Conference (International Conference of National Trusts) - March 27-30

More than 100 delegates from over 32 countries gathered in Bermuda for the launch of the 18th International Conference of National Trusts and the fourth Caribbean Conference of National Trusts. Notable attendees included Princess Dana Firas of Jordan, Chieftess of the Gullah/Geechee Nation Queen Quet and Dame Fiona Reynolds. The group generated 500 room nights at the Fairmont Southampton and utilized meeting space at the World Heritage Site in St. George's and the National Museum of Bermuda in Dockyard. Local restaurants, transport and tour guides added to the group's on-island experience.

## World Triathlon Series Preparation - April 25-28

Destination Services preparation from January to March for included distributing RFPs for crew catering and the Tri Club Viewing Deck, logistics for airport transportation for athletes as well as a race day airport shuttle for hotel guests within the race course, entertainment for the Opening Ceremony, Athletes Party and ongoing site visits with suppliers and stakeholders.



# *Year-Round*

Embracing Seasonality

BERMUDA  
— AGILITY —

# *Sales & Marketing*

# Winter Hub

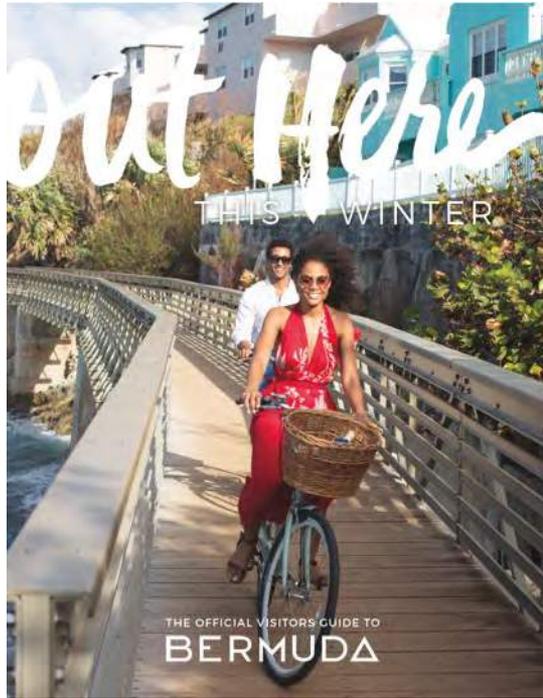
- Created immersive seasonal hub to engage visitors in experiences by season and visitor target for gotobermuda.com
- Work was recognised with an Internet Advertising Competition award for Outstanding Website



# *S&M-Seasonal Guides*

# Winter Seasonal Guide

11,000 print circulation

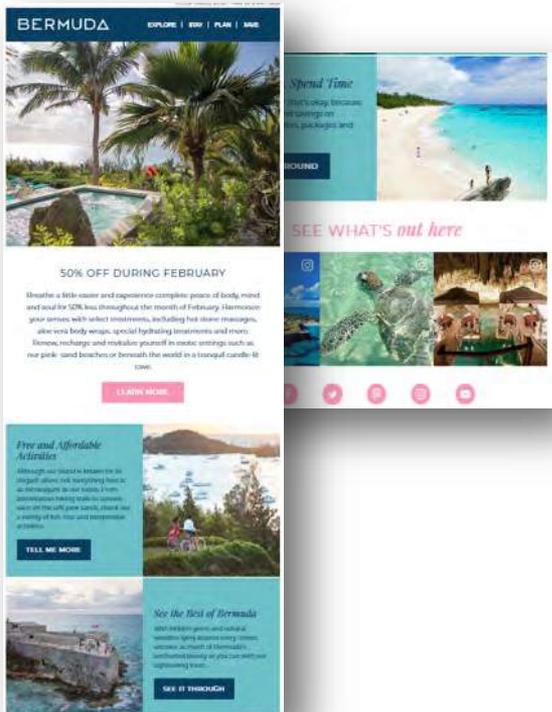


# *S&M-eNewsletters*

BERMUDAΔ

# Consumer eNewsletters

## JANUARY ENEWSLETTER



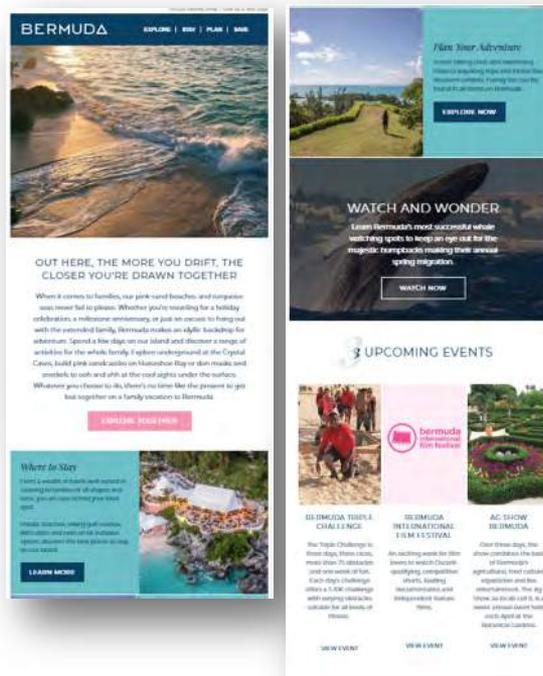
**Features:**  
Spa Month  
Free Activities  
Flavourful Favourites  
Best of Bermuda  
Deals

**Open Rate: 16%**  
(Up 3% YOY)

**Click-to-open Rate: 14%**

**Top Clicked Link: Deals**

## FEBRUARY ENEWSLETTER



**Features:**  
Family  
Where to Stay  
Watch & Wonder

**Open Rate: 15%** (Up 4% YOY)  
**Click-to-open Rate: 14%**  
(Up 1% YOY)

**Top Clicked Link: Video**

# Canada Travel Trade E-Newsletter

JANUARY 2019



Open Rate: 14%

JANUARY 2019



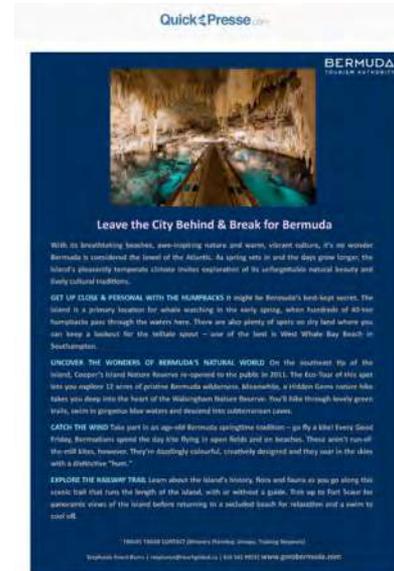
Open Rate: 15%

JANUARY 2019



Open Rate: 15%

MARCH 2019



Open Rate: 14%

*Research &  
Business Intelligence*

1. Monitor and provide analysis on:

- a. Air service to Bermuda:
  - i. Monthly reports on capacity, load factors and route performance
  - ii. Existing and potential new routes
  - iii. Future schedules for projections and use by staff, partners & stakeholders
- b. Future demand projections
- c. Local perception of the BTA and the Tourism Industry to assist with stakeholder and public outreach strategies.

2. Report monthly and quarterly on:

- a. Tourism Key Performance Indicators, including air, cruise, yacht arrivals, air service, visitor expenditure, visitor satisfaction, hotel performance, future projections, etc.
- b. Corporate objective status to staff and Board of Directors.

3. Meet quarterly with hotel partners (in conjunction with Sales & Marketing team) to review data, trends identify opportunities.