

BERMUDA
AGILITY

Q3 Report 2019

A G I L I T Y



Awareness & Relevance

Differentiating Bermuda

BERMUDA
— AGILITY —

Sales & Marketing

Travel, Room Nights, 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	\$62,902,393	\$74,058,686	18%	\$94,099,066	3%	79%
Total Room Nights Influenced by BTA	102,952	93,900	-9%	142,357	2%	66%
Group Business Sales Leads	369	296	-20%	418	4%	71%
Group Business Sales Calls	414	209	-50%	400	116%	52%
Sports Tourism Sales Leads		61	#DIV/0!	53	152%	115%
Sports Tourism Sales Calls		105	#DIV/0!	90	543%	117%
Number of Journalists Assisted	1,652	2,235	35%	1,900	-72%	118%
*Earned Media Generated	\$4,627,384	\$7,889,421	70%	\$7,669,443	3%	103%
*Coverage in Top 100 US Outlets	62	61	-2%	90	-2%	68%
*Average Quality Coverage Score	83%	69%	-16%	82%	2%	85%
PR Impressions Generated	865,821,607	902,888,151	4%	1,230,439,273	3%	73%

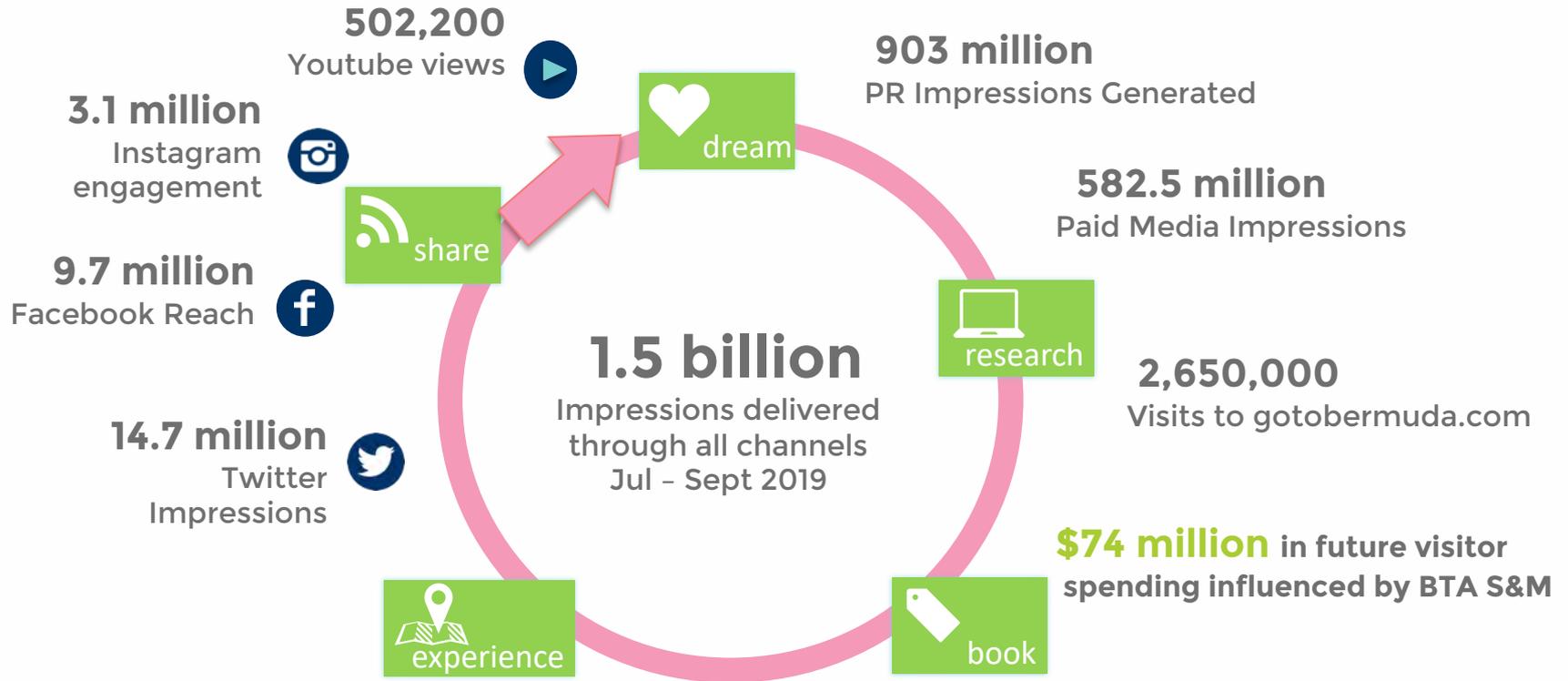
Digital Dashboard

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	1,967,930	2,650,476	35%	3,223,215	15%	82%
Desktop Traffic	641,446	713,477	11%			
Mobile Traffic	786,349	1,217,616	55%			
Tablet Traffic	190,311	211,415	11%			
Website Page Views	4,910,140	5,788,169	18%	8,199,502	20%	71%
Time on Site	2:10	1:55	-11%	2:15	3%	85%
Newsletter Subscribers	256,636	231,486	-10%	245,000	-6%	94%
Newsletter Open Rate	13%	19%	50%	16%	10%	119%

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)	352,773	360,559	2%	364,562	2%	99%
Facebook Total Reach	11,854,415	9,718,931	-18%	16,000,000	8%	61%
Facebook Engagement (likes/comments/shares)	2,346,321	4,761,598	103%	3,300,000	7%	144%
Twitter Followers (month gained/YTD total)	26,834	29,684	11%	28,695	3%	103%
Twitter Impressions	2,998,150	14,725,602	391%	4,447,157	3%	331%
Twitter Engagement	128,798	266,926	107%	216,089	3%	124%
Instagram Followers (month gained/YTD total)	54,833	72,117	32%	72,593	25%	99%
Instagram Engagement	1,751,624	3,092,168	77%	3,073,866	25%	101%
YouTube Subscribers (month gained/YTD total)	2,155	2,379	10%	2,569	15%	93%
YouTube Total Views	1,416,185	502,163	-65%	1,752,842	3%	29%
YouTube Minutes Watched	1,095,037	953,954	-13%	1,428,056	2%	67%

2019 YTD Marketing Snapshot



*Paid Media &
Integrated Partnerships*

Q3 Total Metrics

227,575,877

*Impressions**

8,446,633

Engagements

\$0.19

*Cost per
Engagement*

**Inclusive of online & offline impressions*

Afar



Print

- July / August Brand and Custom Page spread
- September / October "Happiness Issue" (10 Year Anniversary issue) featuring a 2-page spread
- Total Impressions 1.6 MM

Style
Landscape
Characters
Culture
Adventure

BERMUDA

Bermuda's Most Scenic Golf Holes

Sponsored by Bermuda Tourism Authority 07.02.19



3,395,411 IMPRESSIONS
0.24% CTR
657 PAGE VISITS

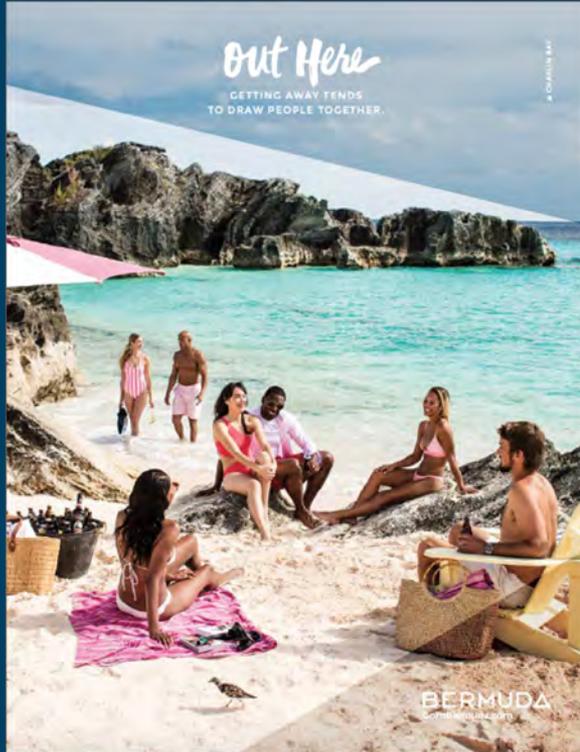
Digital

- Dedicated e-blast distributed on 7/17
- Custom Content article 7/1
- Daily Wanderer newsletter
- Display Placements

Style
Landscape
Characters
Culture
Adventure

BERMUDA

Garden & Gun



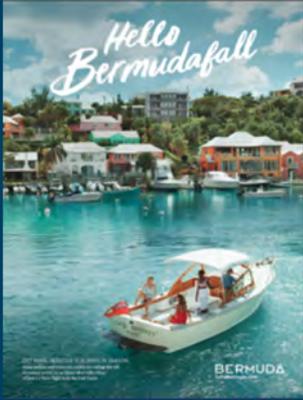
Style
Landscape
Characters
Culture
Adventure

Print

- Full page brand ad in the August / September issue
- Total impressions: 1,038,000

BERMUDA

Meredith



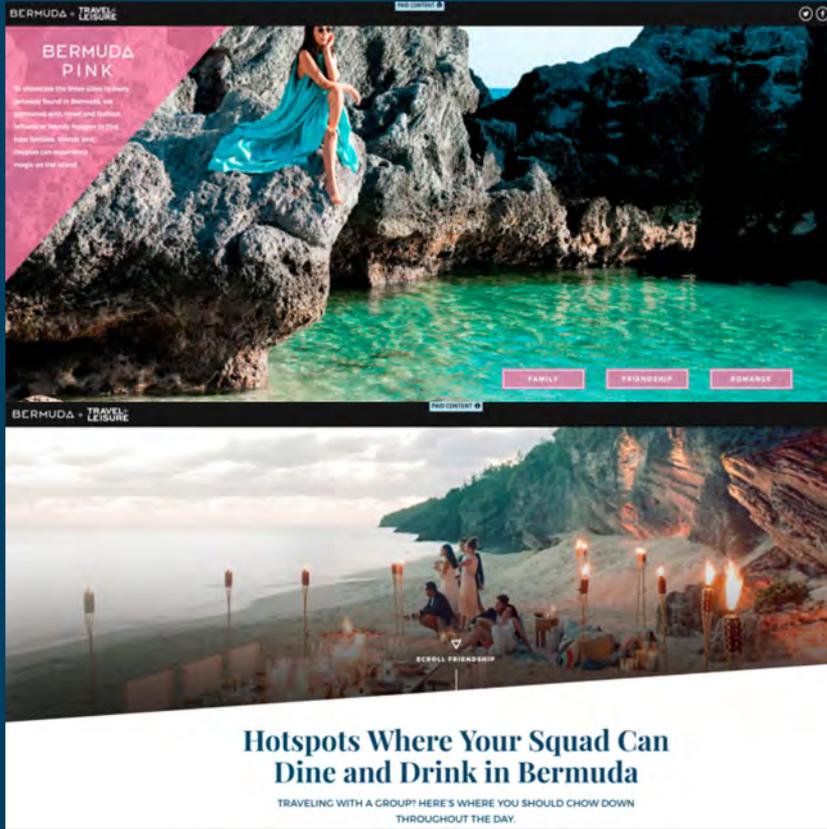
Style
Landscape
Characters
Culture
Adventure

Print

- Departures September issue – Full Page national circulation
- Departures October issue – Full page
- Food & Wine August issue & September “Best Food Destinations” issue
- Travel & Leisure September “Food” Issue
- Total Impressions 16.6 MM

BERMUDA

Meredith



The screenshot shows a travel website for Bermuda. The top section features a woman in a blue dress sitting on a large rock overlooking turquoise water. A pink banner on the left contains the text "BERMUDA PINK" and a short paragraph. Below the image are three buttons: "FAMILY", "FRIENDSHIP", and "ROMANCE". The bottom section shows a group of people dining on a beach at night, with a "SCROLL FRIENDSHIP" indicator. Below this is a headline: "Hotspots Where Your Squad Can Dine and Drink in Bermuda" and a sub-headline: "TRAVELING WITH A GROUP? HERE'S WHERE YOU SHOULD CHOW DOWN THROUGHOUT THE DAY."

BERMUDA PINK

TRAVELING WITH A GROUP? HERE'S WHERE YOU SHOULD CHOW DOWN THROUGHOUT THE DAY

Hotspots Where Your Squad Can Dine and Drink in Bermuda

TRAVELING WITH A GROUP? HERE'S WHERE YOU SHOULD CHOW DOWN THROUGHOUT THE DAY

Digital

- Native Microsite
- Added Value ROS banners
- Social amplification
- Travel & Leisure tentpole and native posts

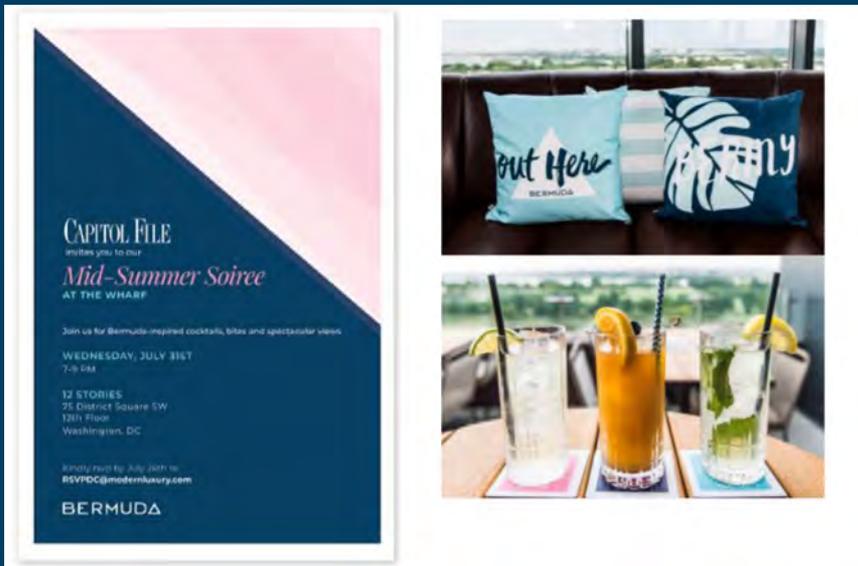
529,337 IMPRESSIONS

0.13% CTR

1,660 PAGE VISITS

BERMUDA

Modern Luxury



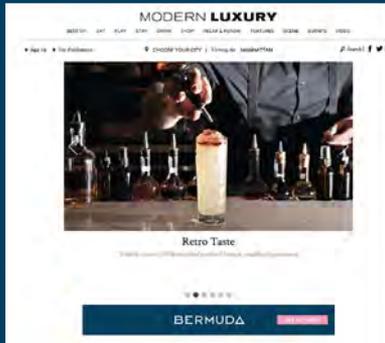
Event

- Bermuda and Capitol File hosted a cocktail hour summer soiree on 7/31
 - 195 guests attended at 12 Stories
 - Bermuda branded items were distributed
 - Interactive photo booth
 - Signature cocktails brought a taste of Bermuda to DC

Style
Landscape
Characters
Culture
Adventure

BERMUDA

Modern Luxury



Digital

- ROS Display Banners with 33% share of voice
 - Boston, DC, Philadelphia, Dallas, Chicago, Atlanta, NY, San Francisco
- Sponsored Content - promoted "Ultimate Girls Getaway"
 - Boston, DC, Philadelphia, Dallas, Chicago, Atlanta, NY, San Francisco
- E-Newsletter - Monthly newsletter sent to select markets that teases the sponsored content material
- Social - Sponsored posts were promoted via social

289,016 IMPRESSIONS

0.03% CTR

362 PAGE VISITS

BERMUDA

Gotham Presents Summer Sundown



Integrated Partnership

Attendance: 170

Date: August 7, 2019

Location: Sky Deck

- Branded Pillows
- Branded Coasters
- Branded Bar
- Branded Napkins
- Proximity Cards
- Custom Bermuda-themed cocktails
 - Dark 'n Stormy
 - Rum Swizzle
 - South Shore

BERMUDA

New York Times



Style
Landscape
Characters
Culture
Adventure

Digital

- Rich media units running on New York Times website
- HelloSociety custom content with social promotion

6,064,292 IMPRESSIONS
0.05% CTR
869 PAGE VISITS

BERMUDA

Smithsonian

If you are unable to see the message below, click [here](#) to view.

Smithsonian
Media Advertiser

BERMUDA



JUMP RIGHT IN

The unending allure of Bermuda is timeless. But this sale will be gone in a splash. Book your island escape by September 10 and save 30% off at participating hotels*. Rates start at \$159, subject to availability.

BOOK NOW

Splash SALE 30% off

*All participating hotels. Rates and restrictions apply.

Smithsonian Magazine | MRC 513, P.O. Box 37012 Washington, D.C. 20013

Style
Landscape
Characters
Culture
Adventure

Digital

- Dedicated email sent out in September promoting Bermuda's Splash Sale

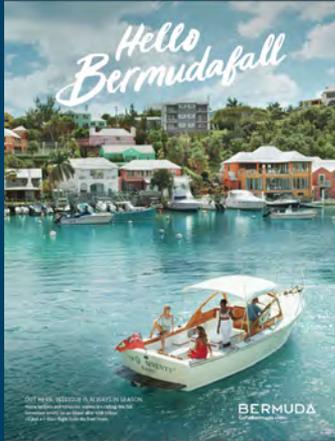
32,106 IMPRESSIONS

2.33% CTR

1,421 PAGE VISITS

BERMUDA

Town & Country



32,106 IMPRESSIONS

2.33% CTR

1,421 PAGE VISITS

Style
Landscape
Characters
Culture
Adventure

Print

- Premium spot of inside back cover in Town & Country's September "Fall Fashion" issue
- The October issue featured Weddings, shot in Bermuda in early 2019
- Total impressions: 2,227,632

Digital

- Run of Site banners and AV banners

BERMUDA

The New Yorker

ADVERTISEMENT

HOW BERMUDA SERVED UP TENNIS TO AMERICA

In 1874, tennis arrived in the United States via a New York socialite's suitcase, following her alluring island adventure in Bermuda.

Bermuda, the archipelago known for its pink-sand beaches, turquoise waters, and year-round warm weather, was recently announced as the official Tourism Partner of the U.S. Open. It's a fitting collaboration, given the island's reputation as a destination for travelers in search of idyllic adventures—just a ninety-minute flight from N.Y.C. Lesser known, however, is that the long history of American tennis was introduced by this enchanting Atlantic isle. Nearly a hundred and

thirty years ago, the New York socialite Mary King Overbridge, daughter of Bermudian parents, sailed for days to reach the secluded island in the British Army garrison there, she watched, fascinated, as officers played tennis—

she laid out a court in her brother's croquet club, where the sport caught on among members. From there, the game's popularity quickly grew, leading to standardized rules and regulations—and then, in 1870, to the first U.S. tennis championship.

she'll a version different from the one we know today: instead of rectangular courts, the courts in Bermuda were shaped like hourglasses. The net was also higher, and a number of the rules were different.

Mary became hypochondriac watching the ball soaring back and forth against a backdrop of palm trees and glimmering sea, and ended up purchasing a kit containing all the materials needed to bring the sport home to Staten Island. Using a hand-drawn diagram,



In only a few short years, Mary's unexpected sojourn helped set in motion a national tradition: today, nearly eighteen million people in the U.S. play the sport, from the public-tennis-court games in many cities to the annual U.S. Open, in N.Y.C. Mary's role in bringing tennis from Bermuda to America has earned her a place in the International Tennis Hall of Fame. In fact, when you visit the museum,

in Newport, Rhode Island, a paper cutout of her likeness greets you at the door. It only serves to enhance the sport's allure to learn that every swing of a racket in the U.S. can be traced back to Bermuda, where island adventures still await all travelers—tennis lovers included. You're welcome!

Plan your Bermuda trip today at GoToBermuda.com.



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 OFFICIAL TOURISM PARTNER

 GoToBermuda.com

Print

- Print placement hit newsstands on 8/26 and 9/9

Digital

- Run of Site display banners with targeted media

Style
Landscape
Characters
Culture
Adventure

32,106 IMPRESSIONS

2.33% CTR

1,421 PAGE VISITS

BERMUDA

Bustle Digital Group

BESPOKE HOLIDAY PARTNERSHIP
COLLECTIVELY REACHING 47
MILLION CONSUMERS MONTHLY
IN BERMUDA'S FOCUS CITIES



BuzzFeed

Let's Go To Bermuda Holiday 2019

BuzzFeed
Quizzes Halloween Shopping News TV & Movies

PAID POST

7 Experiences In Bermuda That Prove It's Actually The Best Spot To Spend The Holidays

Bermuda: It's not just for spring break anymore!

Posted on September 26, 2019, at 1:10 p.m.

Bermuda Tourism
Brand Publisher

Be one of the first to comment

1. Rock Island Coffee



BuzzFeed
Quizzes Halloween Shopping News TV & Movies

PAID POST

14 Things To Do In Bermuda If You're, Like, Not Looking To Just Sit At The Beach

Yes, Bermuda has beautiful pink sand beaches. But there's so much more to explore!

Posted on September 26, 2019, at 12:28 p.m.

Bermuda Tourism
Brand Publisher

Be one of the first to comment

1. Snorkel or scuba dive at one of the the many shipwrecks off the coast of Bermuda to see colorful sea creatures.



BuzzFeed
Quizzes Halloween Shopping News TV & Movies

PAID POST

How You Craft A Cocktail Will Determine What Kind Of Vacationer You Are

A cocktail is worth a thousand slurps.

Posted on October 2, 2019, at 9:48 p.m.

Bermuda Tourism
Brand Publisher

Be one of the first to comment

FIRST, PICK A FLIRTY GLASS.



BuzzFeed
Quizzes Halloween Shopping News TV & Movies

PAID POST

Plan A Perfect Bermuda Vacation And We'll Tell You What Gift To Buy

Because sometimes the gift shop can be overwhelming — even in paradise!

Posted on October 2, 2019, at 6:00 p.m.

Bermuda Tourism
Brand Publisher

Be one of the first to comment

Pick something to sip on the beach.



A Dark 'n Stormy®

A Bermuda Stones



Reaching 118 million unique
4.2 billion content views
96 million average engagements per month

BERMUDA

OTA Program Highlights

Q3 ACTIVITY

- OTA encompasses Expedia (includes Travelocity, Hotels.com, Orbitz, etc.) TripAdvisor and Kayak
- Total OTA Q3 Impressions: 25.5 MM
 - Expedia generated 7.4 MM of total impressions, driving traffic both on-site and off-site
 - TripAdvisor generated 4.9 MM impressions
 - Kayak generated the remaining 13.2 MM impressions
- TripAdvisor is now number two in driving Arrivals reported by Arrivalist (Sojern has taken the number 1 spot)
 - TripAdvisor: 446 Arrivals from 2018 + 2019 media combined (Q3 Arrivals Only)
 - Expedia: 466 Arrivals from 2018 + 2019 media combined (Q3 Arrivals Only)
- TripAdvisor Sponsorship Page generated over 400K page views in Q3
- Expedia reports \$11.4 MM in gross bookings in Q3.

US Open



The Opportunity

Communicate the proximity message and lifestyle differentiation of Bermuda by integrating the Bermuda brand into one of the most culturally relevant events in NYC, while maximizing BTA'S partnership with the USTA and US Open.

Objective

Build a story arc over the three-year partnership to leverage the brand story of Bermuda, and get tennis fans to book trips to Bermuda

Engagement Opportunities and Gate Giveaways

- Touch screen for education
- Branded stress tennis balls
- Bermudaful Lip Balm

Photo Booth

- Data acquisition



- Bermuda branded sunglasses (15K) distributed by
- Bermuda brand ambassadors
- Brand Ambassadors
 - 12 ambassadors in traditional Bermuda shorts, socks, shoes, blazer, tie



Additional Campaign Reporting

TENNIS DIGITAL

- Campaign Timing: US Open end of August to early September
- Digital Partners Active in Q3:
 - Simpli.fi
 - Facebook
- Performance highlights:
- 1.9 MM Impressions
- 4,440 Engagements
- \$1.72 Cost-Per-Engagement

TENNIS BROADCAST

- US Open NYC 8/26 - 9/8
- Total Spots: 23
- Total Impressions: 1,361,000
- Total GRPs: 17.78

- US Open Boston 8/26 - 9/8
- Total Spots: 38
- Total Impressions: 246,000
- Total GRPs: 10.32

Travel Trade Engagement

Direct Sales Activity

**AA Vacations Destination Training,
Tempe, AZ - July 2**

8 thirty-minute sessions - 77 agents attended

Hartford, CT Sales calls- July 30 - August 1

12 sales calls - 44 agents visited

San Francisco, CA Sales Calls - August 27 - 29

7 sales calls in the Bay area - 25 agents visited

Direct Sales Activity

Destination Lunch & Learn Workshop,

Oak Brook, IL – September 11

Two-and-a-half-hour workshop – 20 agents attended

Chicagoland Travel Professionals meeting

Des Plaines, IL – September 12

60 min dinner presentation – 25 agents attended

Classic Vacations Road Show Series –

White Plains, NY September 17

Trade show and dinner presentation – 70 agents attended

Direct Sales Activity

Classic Vacations Road Show Series

Woodbury, NY - September 18th

Trade show and dinner presentation - 74 agents attended

Classic vacations Road Show Series

West Orange, NJ - September 19

Trade show and dinner presentation - 115 agents attended

Delta Vacations University

Detroit, MI - September 21 - 22

Two-day trade show joint effort with Grotto Bay and Newstead Belmont Hills
2,110 agents attended the event, 175 agents visited trade booth

Canada Conferences, Events & Shows

Trip Central Webinar (July 2019)

56 agents completed training

Flight Centre Webinar (August 2019)

12 agents completed training

From: Diane Newick
Sent: Thursday, June 27, 2019 3:07 PM
To: Staff Debbie Wright <staffdebbiewright@tripcentral.ca>; Staff Kristina Robertson <staffkristinarobertson@tripcentral.ca>; Staff Steph <staffsteph@tripcentral.ca>
Subject: Bermuda Promotion-Webinar/please watch



BERMUDA

Hello Everyone

Starting yesterday, and over the course of the summer, we will be running different promotions with Bermuda Tourism

In order to give you some basic knowledge of travel to Bermuda, we have this short, very informative, **18 minute webinar** for you to watch.

As an incentive to watching the Webinar, if you complete the 6 question quiz afterwards **and answer correctly** you will receive a **\$10 TIMMIES card!**

We will track and send this out at the end.

<https://www.tripcentral.ca/bermuda-quiz.html>

We are hoping the various promotions we have running (today's promo is offering a Prepaid Card), will bring in enquiries to you
It will be helpful to you if you have some "talking" points and this webinar will help

Happy Viewing and Good Luck!

Thanks
Diane

Diane Newick
Promotions Coordinator
tripcentral.ca
Hamilton City Centre
77 James Street North, Unit 230
Hamilton, Ontario L8R 2K3

PH 505-570-9999 ext 7227
Tollfree 1-800-665-4981 ext 7227
Fax 1-877-528-9283

BERMUDA

Retail Promotions

Summer Fridays Total Metrics

17.1MM

Impressions

1,315,177

Engagements

\$0.09

*Cost per
Engagement*

Free Night Offer Performance

Key Metrics	2019
Website Sessions	603,621
Free Night offer Page Sessions	163,496
Exit Link Clicks (to hotel partners)	4,383
Total Reservations	2,348
Room Nights	9,829
Direct Visitor Spending	\$7,710,949.00
ROI	43:1

Campaign Overview

- **Timing:** 5/1/19 - 7/31/19
- **Partner Overview**
 - **Email/eNewsletter Partners:** Dunhill and eTarget
 - **Display Partners:** Acuity, TripleLift, Teads, Undertone, Simplifi
 - **Paid Social:** Facebook and Instagram
 - **OOH:** NYC and Boston
 - **Broadcast:** NBC Vignettes in NYC
- **Performance Overview in Q3:**
 - **Digital Impressions:** 17.1 MM
 - **Page Visits:** 61,784
 - **Arrivals:** 263 from Summer Fridays



BERMUDA

Splash Sale Total Metrics

74.3 MM

Impressions

1,476,553

Engagements

\$0.29

*Cost per
Engagement*

Campaign Overview

- **Timing:** 8/20/19 – 9/10/19
- **Partner Overview**
 - **Email/eNewsletter Partners:** Dunhill, eTarget, Zeta, Kayak, Shermans Travel, TravelZoo, TripAdvisor, Amobee
 - **Display Partners:** Amobee, TripleLift
 - **Paid Social:** Facebook and Instagram
 - **OOH:** NYC
 - **Broadcast:** NYC, Boston, Philly, DC
- **Performance Overview in Q3:**
 - **Digital Impressions:** 67.5 MM
 - **Page Visits:** 397,449
 - **Arrivals:** 81 from Splash Sale

The image shows a screenshot of a website article titled "10 Things To Consider When Road Tripping From LA To Las Vegas" from "THE TRAVEL" section. Below the article is a large promotional banner for Bermuda. The banner features a photo of two people on paddleboards in the ocean. The text on the banner reads: "BERMUDA", "LAST CHANCE TO JUMP RIGHT IN", "This sale is about to be gone in a splash. Don't miss your chance to escape to Bermuda with 30% off hotels. Book your escape by September 10. Rates start at \$150, subject to availability.", "BOOK NOW", "10 participating hotels. Offer not available in all areas.", "Splash SALE 30%", and "BEFORE IT'S GONE IN A SPLASH". To the right of the banner is a vertical sidebar with a "BEFORE IT'S GONE IN A SPLASH" banner and a "BOOK NOW" button.

BERMUDA

Brand OOH

- 6 Digital Newsstands
- Total Impressions:
6,769,896



Brand TV

New York City

- Flight Dates: 8/26-10/6
- Spots: 60
- Impressions: 3,849,000
- Total GRPs: 51.07
- Dayparts:
 - Early Morning
 - Early News
 - Late News
 - Prime Time

Boston

- Flight Dates: 8/26 - 10/6
- Spots: 91
- Impressions: 2,340,000
- Total GRPs: 102.81
- Dayparts:
 - Early Morning
 - Early News
 - Late News
 - Prime Time

Brand TV

Philadelphia

- Flight Dates: 8/26-10/6
- Spots: 61
- Impressions: 2,186,000
- Total GRPs: 79.3
- Dayparts:
 - Early Morning
 - Early News
 - Late News
 - Prime Time

DC

- Flight Dates: 8/26-10/6
- Spots: 64
- Impressions: 2,031,000
- Total GRPs: 74.89
- Dayparts:
 - Early Morning
 - Early News
 - Late News
 - Prime Time

Website Performance

Website Metrics

Metrics	2018	2019	YoY % Change
Sessions	2,010,402	2,649,926	39%
Pageviews	4,884,462	5,787,130	18%
Avg. Page/Session*	2.44	2.18	-11%
Bounce Rate*	58.13%	63.76%	10%
Avg. Time on Site*	2:09	1:50	-14%
Goal Completions*	450,934	453,510	0.5%

All data is from YTD. For * items, this is taken from .com. Goal completions reflect the Booking Widget, Hotel Inquiry, Time on Site, Brochure Order, Enews Signup and Brochure Download goals

Website Traffic/Engagement

2019 YTD (January-September)

2,649,926 website visits – combined +32% YOY

- 2,468,321 to .com site
- 181,605 to .uk site

856,250 desktop visits – combined +15% YOY

- 822,049 to .com site
- 34,201 to .uk site

1,513,639 mobile visits – combined +49% YOY

- 1,410,546 to .com site
- 103,093 to .uk site

280,037 tablet visits – combined +14% YOY

- 235,726 to .com site
- 44,311 to .uk site

5,787,130 page views – combined +18% YOY

- 5,368,603 to .com site
- 418,527 to .uk site

Avg. Time on Site – 1:50 (.com) -14% YOY

Website Conversion Goals

Q3 2019 (July - September) Total Site Traffic and Goals

Conversion Goal Completion

- Time on Site Over 3:00 - 113,075 - 21% decrease vs Q3 2018
- Hotel Inquiry - 19,566 - 34% increase vs Q3 2018
- Booking Widget Clicks (Removed from site prior to Q1 2019) - 0 - 100% decrease vs Q3 2018
- Brochure Downloads - 11,375 - 26% decrease vs Q3 2018
- Brochure Orders - 1,928 - 37% decrease vs Q3 2018
- eNews Registration - 1,929 - 30% decrease vs Q3 2018

22% more YOY site sessions (visits) compared to Q3 2018

5% more YOY page views compared to Q3 2018

20% of all sessions completed a conversion goal in Q3 2019

Website Partner Referrals

Q3 2019 (July - September) Total Site Traffic and Goals

Total Partner Referrals - 68,921

- Profile referrals - 57,302
- Deal referrals - 9,105
- Event referrals - 2,514

Total Partner Pageviews - 310,271

- Profiles - 197,693
- Deals - 94,781
- Events - 17,797

22% Click-through rate to Partners

SEM Performance

Month	Impressions	Clicks	CTR	CPC	Spend	Conversions
July	1,049,135	45,424	4.33%	\$ 0.80	\$ 36,173.56	20,749
August	752,717	42,910	5.70%	\$ 0.85	\$ 36,404.16	19,354
September	648,765	41,315	6.37%	\$ 0.86	\$ 35,675.01	16,769
Total	2,450,617	129,649	5.29%	\$ 0.83	\$108,252.73	56,872

- Q3'19, SEM campaigns saw a decrease on cost per conversions YoY; dropping from \$2.22 (Q3-'18) to \$1.90, allowing us to see 7.6k+ more conversions than the same period last year.
- Our CTR improved throughout the quarter, climbing a total of 2.04%, and improving YoY by 1.81%
- Total spend for the quarter was \$108,252 with 56,872 total conversions (up 15% YoY).

SEO Organic Search .com

Traffic

- **Sessions** - 246,717 (up 7.3% YoY)
- **Users** - 182,149 (up 8% YoY)
- **New Users** - 165,957 (up 10%)
- **Conversions/Goal Completions** - 75,290(down 2.4% YoY)
 - Goal 5: Booking Widget - NEW - 0 (2,740 in 2018)
 - Goal 17: Brochure Download - 4,272 (down 20% YoY)
 - Goal 15: Brochure Order - 1,009 (up 12%)
 - Goal 16: eNews Sign Up - 467(up down 17%)
 - Goal 11: Partner Referrals - 19,231 (up 7%)
 - Goal 14: Time on Site 3:00+ - (45,442 up 1%)
 - Goal 13: Hotel Inquiry - 5,080 (up 7%)

Organic Presence (Google US)

- **Total Organic Keywords** - 9,492 (down 7% YoY)
- **Page 1 Keywords** - 3,492 (up 13.8% YoY)
- **Universal Presence** - 1,240 (up 105% YoY)

PR & Promotions

United States Coverage Highlights

- YTD Coverage Snapshot
 - Number of Articles: 202
 - PR Impressions: 903,027,322
 - Earned Media: \$4,476,580.00
 - Average Quality Score: 70



Airbnb Magazine – August 1, 2019 – Destination Feature

United States Coverage Highlights

teenVOGUE



Bermuda's Carnival Showed Me That Curves Can Rock the Road

"When you make someone feel sexy and confident in whatever they're wearing, it shows and they exude confidence."

Teen Vogue Online – July 31, 2019 – Destination Feature

Condé Nast
Traveler

If Labor Day Weekend Getaways You Can Book Last Minute



Bermuda

Just a two-hour flight, or less, from major East Coast hubs, Bermuda makes for an easy long-weekend fly-and-flop pink-sand beach trip. (Average temps for both air and water this time of year here are 85 degrees.) American added new nonstops from Philadelphia in April, in addition to the longstanding flights available from Atlanta, Boston, JFK, Miami, and Newark. Once you land, head to the recently renovated grand-dame [Rosedale](#), a Relais & Chateau hotel, in the town of Hamilton, or, for a turquoise water-side stay, try the [Fairmont Southampton](#), where a new "Spaah" sale has rooms rates up to 50 percent off. —J.S.

Condé Nast Traveler Online – August 15, 2019 – Destination Highlights

BAZAAR

The Best Last-Minute Weekend Getaways From New York City

| 19 |

Bermuda

Ready, Set, Jet.



GETTY IMAGES

Close enough to relax on a short plane ride and not have to take any time off work, Bermuda guarantees the best of both worlds. Spend some time exploring its views and lush landscapes, or opt to search your fave of the beach, napping in that sun. Take a boat out for the day to fully enjoy the island's crystal-clear waters, and if you're feeling adventurous, be sure to take time to go swimming in one of the glitzy coves.

Spend your nights at [Blosswood Lockers Road](#), and enjoy their beach-staying sunsets. This program is the ultimate of luxury hospitality on the island.

The recently reopened former 20th-century mansion [Lumina Boutique Hotel](#), the [Blosswood Hotel](#) or the [Hickory Hill](#) is the island's only B&B & Colonial property. It kept its original architecture and Bermuda's charm, and is surrounded by lush tropical gardens and beautiful views. Take a million-dollar tour of the [The Bermuda Company Hotel and Beach Club](#), a crown gem dating back to 1882 and one of the most iconic properties on the island. Known for its morning-quality breakfast. For an economic choice that combines local food with European cuisine and American street eats, head to [The Market](#) in St. George. Enjoy the island's historic architecture and views of the [Blosswood Hotel](#) and the [Blosswood Hotel](#).

When you're ready to get out and about or simply relax on the beach, explore the [Cove](#) shops and eateries in St. George. Enjoy the island's classic, seafood kitchen at [Spice & Honey](#). For a stunning sunset dinner spot, check out [The Beach Club](#), a signature steakhouse in a 18th-century building. Order the new [Blosswood Hotel](#) or [The Beach Club](#) for a dining experience you will never forget. **Pro Tip:** Be sure to make a reservation for a table on the patio for dramatic views above views.

Harper's Bazaar Online – August 21, 2019 – Destination Highlights

BERMUDA

United States Coverage Highlights

TRAVEL+
LEISURE

The Top 15 Islands in the Caribbean,
Bermuda, and the Bahamas (Video)



13. Bermuda



PHOTO: GETTY IMAGES

Travel + Leisure Online – July 10, 2019 –
Destination Highlights



Luxury Magazine – July 1, 2019 – Destination
Feature



Want to Spot a Celeb on Vacation? Here's
Where to Book a Room

Check out these star-favorite stays around the world



10 of 115

The Loren at Pink Beach, Bermuda

It's a family affair! *Grown-ish* star Yara Shahidi jetted off to Bermuda with her mom, dad and brothers (seen here). All five had the "time of their lives" lounging in a luxury villa at The Loren at Pink Beach, Shahidi (a self-proclaimed "international nap-time expert") and her family enjoyed pink sand beaches and crystal blue waters. They also took advantage of the many resort amenities and activities, including jet skiing, shipwreck explorations, custom perfume mixing and plenty of private dining.

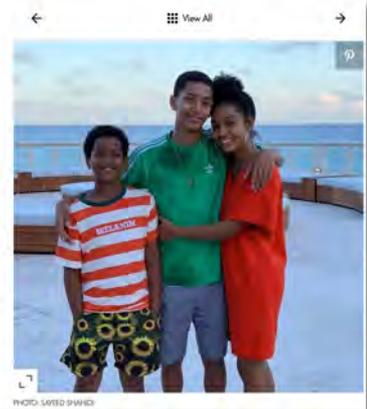


PHOTO: SAVED IMAGES

People Magazine Online – July 1, 2019 – Yara
Shahidi Feature

BERMUDA

United States Coverage Highlights

The New York Times

Summer's Not Over Yet! 8
Ways to Extend Your Vacation

With plenty of warm days left in September and beyond, Labor Day doesn't have to mark the end of the traditional vacation season.



Getaway for adventurous guys: Bermuda

The British-ruled Atlantic island of Bermuda, just over two hours by air from New York City, has long been a favorite of luxury travelers, honeymooners and cruise passengers. In recent years, it has captured an adventurous streak that makes it appealing for those who love being outdoors.

"As Bermudians, we've grown up testing ourselves against physical challenges our island lends itself so well to — cliff-climbing, abseiling, ocean-kayaking, scuba, trails running and triathlons," wrote Rosemary Jones, author of the Bermuda guide for Avian Travel's Moon Handbook series and a spokesperson for the Bermuda Tourism Authority, in an email.

In 2017, the island, which generally prohibits visitors from renting cars, began allowing solar-electric vehicle rentals, making it easier to get around for those who don't want to ride scooters (Limited Vehicle offers the Bermuda Tway for about \$160 a day). Use one to get to Clarence City in Admiralty House Park to rock-climb a sea-cave from-side-to-side (without ropes, crossing the water to break your fall). Rent, hike or walk some of the 18-mile Redcliffe Railway Trail National Park, which passes a variety of British forts.

While the weather is still fair in September, which is also hurricane season, deals spike. The Fairmont Southampton, for example, offers an all-inclusive stay at \$290 a person for lodging, meals and snacks. The Bermuda Hotel has rates from \$274 in September, about half its August rates.

The New York Times Print & Online – September 2, 2019
– Destination Highlights

VOGUE

Need to Fill a Hamptons-Sized Hole
in Your Heart? It's Always Sunny in
Bermuda



Vogue – September 3, 2019 – Destination
Feature

ESSENCE

Get Lost: 72 Hours In Bermuda

BERMUDA NATIVE SHIONA TURINI CURATES
THE PERFECT TRIP THROUGH HER BELOVED
HOMELAND.



Essence – September 5, 2019 –
Destination Feature

BERMUDA

United States Press Trips

- Individual Press Trips - Hosted in Q3
 - Saveur
 - OUT
 - Freelance: Philadelphia Magazine, Food & Wine, Fortune

Q3 Total Metrics

7,266,226 MM

Impressions

765,708

Media Ad Value

Bermuda Cup Match 2019
Press Trip With Shiona Turini

August 2, 2019 – August 9, 2019

Social Highlights



Get Lost: 72 Hours in Bermuda

BERMUDA NATIVE SHIONA TURINI CURATES THE PERFECT TRIP THROUGH HER BELOVED HOMELAND.



*Essence.com – September 5, 2019 –
Destination Feature*

BERMUDA

Kerby Jean-Raymond Takes Pyer Moss Collection 3 On Tour At Bermuda Cup Match



At Cup Match weekend; held annually on the weekend nearest to August 1st on the island of Bermuda, Bermudians gather to celebrate the 1834 emancipation of Black slaves on the island. Among its main events is a friendly cricket game between rival teams, Somerset and St. George's, an epic turn up called Non-Mariners boat day, and a general sense of pride coursing through the island's veins. It's no wonder then that Pyer Moss designer, Kerby Jean-Raymond, chose that weekend as the backdrop for his latest creative shoot featuring Collection 3 "American, Also." With a continuing a mission to show his collection in locations with predominately black audiences, Jean-Raymond chose the small island.

"We've focused on black Americans for the past three collections, and now the broader conversations of blackness globally," Jean-Raymond told me over the phone. "After we went to Nigeria earlier in the year, I wanted to continue touring our collections and spreading that message of self-love, and pride in our accomplishments throughout history. We plan on continuing to show our collections and re-show the runways in different markets that are predominately black, like we did in Nigeria and Haiti, and now Bermuda. Bermuda was the first stop for collection three, that was outside of the American market."

While the weekend included three days of fun (all planned by Bermudian native, Hollywood stylist and costume designer Shiona Turini), "the clearest takeaway from being in Bermuda was being in a space where we don't have to worry about the angst of racism," says Jean-Raymond. "I haven't felt that since I've been to Cuba. I didn't *feel* black, I just felt like a person. I think that's the luxury of being around black people and being in and of your own." He finished, "it's a weird sensation to be free."

Read more on Elle.com to learn more from Jean-Raymond about the shooting Collection 3.

Elle.com
October 3, 2019

BERMUDA

Out.com



35 Stunning Photos from Bermuda's First-Ever Pride Parade

In late August, the tropical nation of Bermuda celebrated its [first-ever Pride weekend](#). With a theme of "We Belong," the weekend coincided with the 25th anniversary of the passing of the [Stubbs Bill](#), wherein homosexuality was partially decriminalized in the territory. After years of wavering progress on LGBTQ+ equality, Bermuda's community was ready to honor its resilience and power.

More than 6,000 people of all shapes, sizes, ages, and identities attended the march, donning rainbow-colored everything. Many of the attendees stepped into bravery on that day not sure how their demonstration would be received. Still, amid the bright sun, cheerful smiles, and a special drag performance by "The Queen of Bermuda" Sybil Barrington – the atmosphere was vivacious and joyful.

We journeyed to paradise with rockstar photographer [Quil Lemons](#) to document the historic occasion and some of its most powerful moments.

By Out.com Editors



Meet the Faces of Bermuda's First-Ever Pride

A sonic cloud of disco and house music followed the crowd of beaming faces at Bermuda's [first-ever Pride celebration](#) in late August. There were chants of solidarity and posters signaling a growing, yet mighty LGBTQ+ community primed to transform the sun-soaked, turquoise watered British Overseas territory. Found within the more than 6,000 attendees in the streets of Hamilton, the country's capital, was a complicated, generations-long narrative of resilience and a sizable ecosystem of identities and experiences that helped lay fertile ground for this tremendous display of collective power.

[Out.com/travel](#)



BERMUDA

West Coast Families

Print



WESTCOAST FAMILIES

FREE! JUL/AUG 2019 SUMMER BUCKET LIST

Special Needs Local Resources Women in Business Wine Moms



FAMILY TRAVEL

FIND FAMILY FUN IN BERMUDA

10 unforgettable experiences to enjoy with kids

by Bianca Bujan

When it comes to choosing a warm-weather getaway for your family, there are many important factors to consider in the destination selection process. What are the dining options available for picky eaters? What are the beaches like, and are there activities to enjoy beyond the beach? Affordability and accessibility also top the list of family travel must-haves.

For family fun, Bermuda – the British island found in the middle of the North Atlantic Ocean – checks all the boxes. The pastel-colored homes and picture-perfect pink sand beaches may seem reason enough to add Bermuda to your family travel bucket list, but there is so much more to see and do on this beautiful island. From cycling, to canoeing, to touring the island by catamaran – there are endless adventures to be enjoyed in Bermuda with kids.

- 1) Bike the Railway Trail**
Rent a pedal bike, and explore the island from end-to-end, cycling along the 18-mile-long Railway Trail, which winds along an old abandoned railroad that was once in operation in the 30s and 40s. Discover hidden beaches, panoramic ocean views, and an old drawbridge, as you traverse through the gardens of Bermuda by bike.
- 2) Creep through Crystal Caves**
The migration behind the hit children's show *The Fraggle Rock*, and an underground paradise frequented by Bermuda figures such as *Jack Travençolo*, Crystal Cave is one of the island's most dramatic cave systems. Stroll along a hanging pathway that stretches, somewhat dripping with stalactites, and go in to see at the sea through, cyan blue underground lake.
- 3) Watch for whales**
Book a boat tour and spot humpback whales in their natural habitat. In March and April, the annual migration of over 20,000 humpback whales can be seen offshore as they make their way through Bermuda waters – a must-see sight during the spring months. Head to the open sea for a view from the boat deck, or opt for a boat with a glass-bottom hull.
- 4) Unlock the mysteries of the Bermuda Triangle**
at the Ocean Discovery Centre
Housed at the Bermuda Underwater Exploration Institute (BUEI), the Ocean Discovery Centre offers an exciting way to explore the wonders of the surrounding waters of Bermuda. Unlock the mysteries behind the Bermuda Triangle, learn all about the island's diving history, and see with your own eyes why Bermuda is known as the shipwreck capital of the world – with over 300 identified wrecks discovered off its coast.

24 WestCoastFamilies.com



- **Outlet & Topic:** West Coast Families – 10 Unforgettable Experiences in Bermuda for Families
 - **Article:**
<https://issuu.com/westcoastfamilies/docs/wcfjulaug19>
- **How it was secured:** The article is a result of hosting freelance writer Bianca Bujan at Bermuda's culture & conservation FAM.
- **Why it's of value:** The article highlights a number of activities including biking the Railway Trail, exploring the Crystal Caves, shopping in Hamilton, and visiting the Aquarium. It's well-rounded and insightful, providing helpful tips and fun facts. A great opportunity to reach Active Families and encourage visitation to new destinations.
- **About West Coast Families:** Western Canada is a hugely untapped market with a lot of high-income individuals looking for unique travel experiences. West Coast Families reaches two provinces, British Columbia and Alberta, providing inspiration to millions of people. Huge readership and very dedicated audience.

150,000 IMPRESSIONS

CHCH Morning News

Broadcast



702,000 IMPRESSIONS

- Outlet & Topic: CHCH Morning News – Summer Destinations
 - Article: <https://www.chch.com/summer-destinations/>
- How was it secured: The broadcast mention is pre-press trip coverage from Lena Almeida – family influencer
- Why it's of value: The segment is featured on a prominent morning news network that is geo-targeted to the Greater Toronto Area and speaks to Active Families, Jetsetters and Golden Boomers. The Segment speaks to family travel opportunities including pink sand beaches, caves, diving/snorkeling, history and culture, and more. It also references the short flight from Toronto and all-year travel experiences with video and photography. In addition, Lena speaks to the current Free Hotel Night offer and encourages visit to gotobermuda.com.
- About CHCH: CHCH Morning News is a local broadcast network that covers local news, pop culture, lifestyle trends and more. It is available to over 92% of Ontario households.

What She Said!

Radio/Broadcast



2,087,736 IMPRESSIONS

- **Outlet & Topic:** What she Said! – What's New in Family Travel
 - **Article:**
<https://www.facebook.com/WhatSheSaidTalk/videos/325244265026483/?v=325244265026483>
- **How was it secured:** The broadcast mention is pre-press trip coverage from Lena Almeida – family influencer
- **Why it's of value:** The segment is featured on a prominent women's lifestyle network that targets audiences including Active Families, Jetsetters and Golden Boomers. The Segment speaks to family travel opportunities including pink sand beaches, caves, diving/snorkeling, history and culture, and more. It also references the short flight from Toronto and all-year travel experiences. In addition, Lena speaks to the current Free Hotel Night offer and encourages visit to gotobermuda.com.
- **About What She Said:** What She Said is a Toronto-centric and Greater Toronto Area radio broadcast that covers women's interests, family experiences, pop culture, fashion, beauty and more.

Destination Wedding Magazine

Small text at the top of the magazine cover, likely a URL or contact information.



343,745 IMPRESSIONS

Print

- **Outlet & Topic:** Destination Wedding (inserted into Today's Bride magazine) – Fashion editorial shot on location in Bermuda
 - **Article:**
<https://www.todaybride.ca/destination-weddings/destination-wedding-magazine>
- **How it was secured:** The feature article is a result of Amy Bielby's previous FAM trip and falling in love with Bermuda. She wanted to do a photoshoot on island!
- **Why it's of value:** The 8-page fashion editorial highlights famous locations and attractions in Bermuda like the moon gates, St George's and Crystal Caves. A great opportunity to reach wedding and honeymoon audiences.
- **About Destination Wedding:** As part of Today's Bride – one of Canada's top bridal and honeymoon magazines – Destination Wedding highlights the latest trends and must-visit destinations for weddings.

Canadian Geographic



100,000 IMPRESSIONS

Print

- Outlet & Topic: CanGeoTravel.ca
 - Article:
<https://cangeotravel.ca/article/discovering-bermudas-cahow-country/>
- How was it secured: The print mention is a result of Michela Rosano's participation in Conservation and Culture FAM.
- Why it's of value: The article highlights Bermuda's efforts to protect the environment and local species the Cahow bird on Nonsuch Island. It also details the island's history and plans to sustain wildlife. The perfect magazine for an article of this nature.
- About Can Geo Travel: As part of National Geographic, Can Geo is one of Canada's largest and most-trusted sources for news and global's trends that affect the planet.

BC Living



55,000 IMPRESSIONS

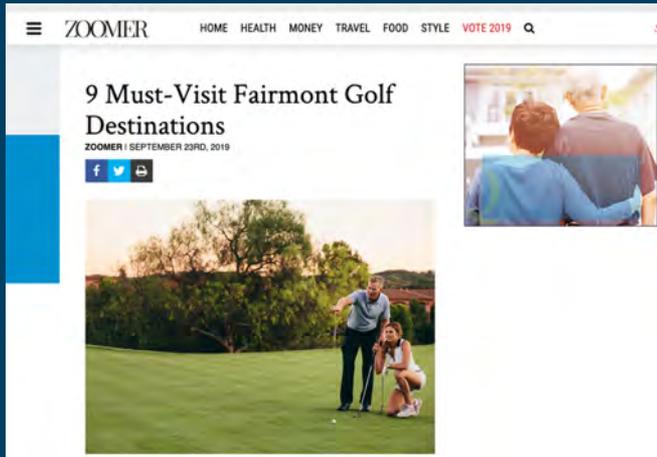
Print

- Outlet & Topic: BC Living – Bermuda’s Hidden Food Spots
 - Article:
<https://www.bcliving.ca/Find-and-Feast-Your-Guide-to-Bermudas-Best-Hidden-Food-Spots>
- How was it secured: The print mention is a result of Michela Rosano’s participation in Conservation and Culture FAM.
- Why it’s of value: The article highlights Bermuda’s efforts to protect the environment and local species the Cahow bird on Nonsuch Island. It also details the island’s history and plans to sustain wildlife. The perfect magazine for an article of this nature.
- About Can Geo Travel: As part of National Geographic, Can Geo is one of Canada’s largest and most-trusted sources for news and global trends that affect the planet.

Everything Zoomer

Print

- Outlet & Topic: Everything Zoomer – Must Visit Fairmont Golf Destinations
 - Article:
<https://www.everythingzoomer.com/featured/sponsored-content/2019/09/23/9-must-visit-fairmont-golf-destinations/>
- How was it secured: Ongoing pitching & media outreach
- Why it's of value: The article the Fairmont Southampton's Golf Club and recognizes it as one of the top 5 par-3 clubs in the world and speaks to the close proximity to East coast cities.
- About Everything Zoomer: Everything Zoomer targets an over 50-year-old demographic and speaks to lifestyle topics including food, entertainment, celebrity, style, travel and more.



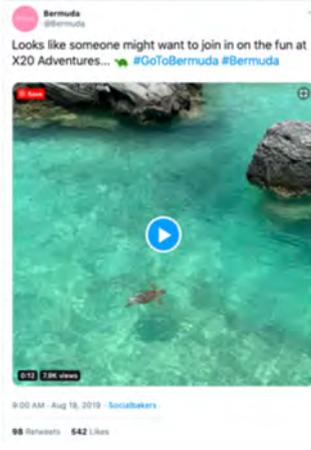
200,000 IMPRESSIONS

Social Media

Q3 Top-Performing Posts



Reached Users: 68,820
Reactions: 12,802
Post Clicks: 1,820



Engagements: 656
Retweets: 98
Likes: 542



Likes: 4,205
Comments: 130

Summer is typically our most engaging period on social media, and Q3 did not disappoint. Majority of the top posts this month related to being on-the-water, but many cultural posts and sports partnership posts also made up the content mosaic. We also noticed that the photo and video formats this quarter are performing much better than link clicks.

Paid Social Creative Examples

Bermuda Tourism (Default) Sponsored

Splash Sale rates starting at \$159. Save 30% on Bermuda hotels. Jump right in. Before it's gone in a splash.

WWW.GOTBERMUDA.COM/PR
Splash Sale: Save 30% on Bermuda hotels

BOOK NOW

21 1 Share

Like Comment Share

**Splash Sale
Creative**

Bermuda Tourism (Default) Sponsored

A legacy of tennis, and some pretty spectacular adventures on and off the court. Need travel tips? We're always happy to help.

GOTBERMUDA.COM
Tennis Goals: Bermuda
Which spot is calling you?

LEARN MORE

3 1 Share

Like Comment Share

**US Open
Creative**

Bermuda Tourism (Default) Sponsored

Out here in fall, warm temperatures linger, and the island's natural mystique never fades. Book your trip full of outdoor thrills, ... See More

In-Season Delicacies Learn More

Unforget Beaches

200 22 Comments 19 Shares

Like Comment Share

**Bermudafall
Creative**

Business Intelligence & Technology

- Management of consumer database
- Ongoing tracking of exposures to arrivals of digital media



Greener

Growing Bermuda by being pink,
blue & greener

BERMUDA
— AGILITY —

Experience

Mini-Cars

Total 169 on the road by the end of Q3, however, the Ministry has voiced an appetite for as many as 300 in the near future. Many of that number have already been approved but not yet purchased and landed their vehicles. According to the Government's Green Paper on Transport, 75% of local residents would like to see more mini-car rentals in Bermuda.



Bermi



Rugged Rentals



Tazzari



Twizy



Infrastructure

Enabling Frictionless Experiences

BERMUDA
AGILITY

*Business Intelligence
& Technology*

Air Service Development

During Q3, the BI&T Division onboarded APAC, the air-service development consultancy firm engaged jointly by the BTA and the Bermuda Airport Authority. This included in-depth workshops held with local stakeholders including:

- o Bermuda Hotel Association
- o International business groups
- o Local travel agencies
- o Government stakeholders
- o Skyport

Experience

BERMUDAΔ

Accessibility

The Experience Team, under the auspices of the Accessibility Working Group, conducted a research study asking its accommodation and restaurant stakeholders to complete a survey that detailed each establishment's level of accessibility. While the Americans with Disability Act (ADA) in the US and the Equality Act (EA) in the UK are explicit about the standards businesses must meet to be legally defined as accessible, Bermuda does not have similar legislation to make standards clear.

Hence, before an inventory review could be conducted, the working group had to make decisions about setting its own standards. In some cases, that meant borrowing standards from other jurisdictions and ensuring they were applicable to Bermuda in a way that was not punitive to business owners.

When the survey was distributed via email to BTA accommodation and restaurant stakeholders, it included, where appropriate, explicit standards like accessible-friendly table heights, doorway entry widths, etc. Additionally, because families travelling with young children is a visitor segment expected to grow sizably over the next five years, restaurants were also asked about baby-changing tables in restrooms—even though this information was not directly related to the experiences of differently-abled travellers.

It's important to note that industry leadership took this task very seriously. Both the Bermuda Chamber of Commerce Restaurant Division and the Bermuda Hotel Association (BHA) implored their respective members to complete the survey.

Accessibility cont

The collected survey data helped to interpret the industry's level of accessibility. However, the working group was cognizant that, historically, a local hotelier or restaurateur was likely to overstate its level of accessibility. It was also important to clearly identify top performers so that whatever the working group asked the industry to aspire to, there was already at least one establishment that had achieved the aspiration.

Top performers based on responses received, got a site visit from members of the working group. Those members reported back to the larger group on findings. This was an effective method to trust and verify survey responses.

The process resulted in the identification of two top performers: one restaurant, Frog & Onion and one hotel property, Rosewood Bermuda. Below is a snapshot of standards they met to attain the top-performer moniker.

UNESCO World Heritage Status

The World Heritage Site Committee (WHSC) has finalised its updated management plan that will serve as the operational guideline for future governance of the Bermuda World Heritage Site (BWHS) from 2020-25. As a member of the (WHSC), over the past several months, the Experience Team participated in stakeholder and strategic-planning sessions and has had extensive involvement on various working groups to provide input, direction and content to formulate this updated management plan.



United Nations
Educational, Scientific and
Cultural Organization



in partnership with UNESCO's
World Heritage Centre



Local Involvement

Growing with & through people

BERMUDA
— AGILITY —

Sales & Marketing

Stakeholder Engagement

Boost Your Digital Presence Workshops focus on the free marketing tools that can improve your digital presence. We train stakeholder's on Google My Business, TripAdvisor, BTAConnect and a short presentation on how to create impactful images.

55 stakeholders registered for the workshop with sessions being held in July and September.



Experience

BERMUDAΔ

Bermuda Pride

The Experience Team and Destination Services worked together to host a waterstop for participants in Bermuda's first Pride Parade on Labour Day Weekend. Original estimates predicted a crowd of up to 1,000 people, but that number exploded to nearly 6,000 on the day. Joined by a half-dozen CTAs, the group performed well amid an onslaught of thirsty parade-goers.



*Business Intelligence
& Technology*

BTACConnect

The stakeholder portal to all things tourism that was launched in late 2018, continued to be an area of focus:

- o Ongoing stakeholder workshops, presentations and training
- o Property-specific hotel pace reports were added to roster of items available exclusively in BTACConnect
- o Quarterly visitor arrival snapshot added to reports section of BTACConnect to give users a one-stop resource for who is visiting Bermuda

BTAC*Connect*

Operations

Renewed DMO Accreditation

DMO (Destination Marketing Organisation) | Having met all renewal standards and requirements, Bermuda Tourism Authority has again received the Destination International DMO accreditation. Keitha Caines accepted the certificate at DI's international summit in St. Louis, MO. Destinations International highlights Bermuda Tourism's DMO accreditation renewal.



Jr. Chef Central

Jr Chef Central provides students ages 10–15 with the skills and knowledge to prepare healthy meals while learning healthy cooking can be tasteful and enjoyable. The programme builds a solid culinary foundation that includes nutritional facts and table etiquette allowing students to be knowledgeable about food preparation and dining etiquette, and develop a passion for careers in the culinary arts.

The Jr. Chef Central summer camp programme was held throughout July, and 2019 was the fourth year the camps have been run in Bermuda. Previously run by the Bermuda Hospitality Institute, this was the first year the programme was managed by BTA.



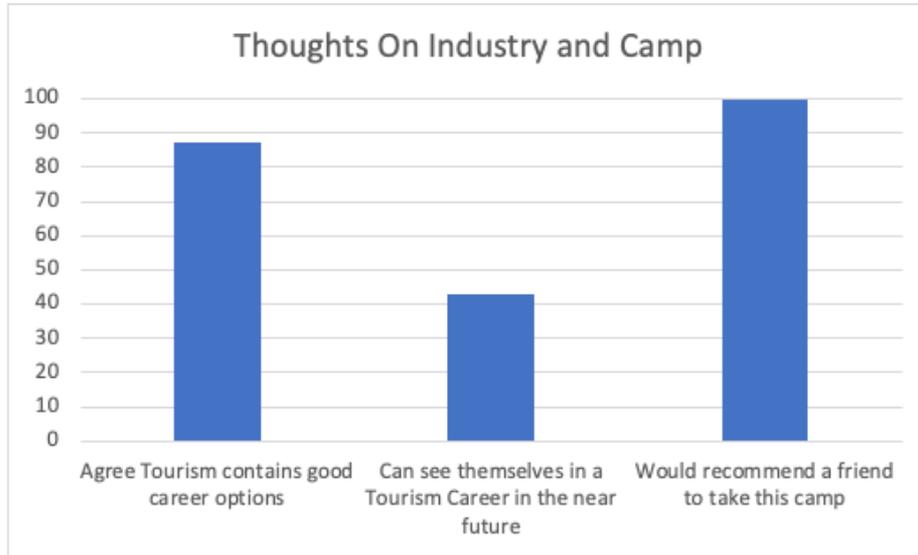
Jr. Chef Central cont

Camps are held in the Bermuda College's professional teaching facility, with hands-on culinary instruction taught by a team of professional chefs. To ensure participants have a full understanding of the food preparation cycle, a series of tours and special sessions are included:

- **Butterfield & Vallis**—tour of Bermuda's primary food supplier facilities
- **Tucker's Farm**—the art of making goat's milk and cheeses
- **Bermuda Aquaponics**—tour of facilities where the symbiotic cultivation of plants and fish in a recirculating environment is held
- **Passion Fields Apiary**—beekeeping and maintenance, and a lessons on the insects' impact on both the environment and culinary world
- **Fairmont Southampton**—tour of the facilities and daily operations that occur in a full-service hotel
- **BermyEats**—young Bermudian chef business owners share experiences and knowledge on the industry and their journeys
- **Wild Herbs N Plants of Bermuda**—raising awareness of locally-sourced ingredients to create tasty and healthy dishes

Jr. Chef Central cont

As well as supporting the Local Involvement pillar of the National Tourism Plan (NTP), the camps align with our Greener objectives through environmentally-focused tours, and the programme's administration process is conducted completely online.



88% of respondents consider tourism to offer good career options. 43% of respondents could see themselves in a tourism career in the near future.

National Service Standards Certification Programme

In Q3, Island Tour Centre joined the list of local businesses certified through the National Service Standards Programme (NSSP). Their certification brings the total number of certified businesses to 23.

&Partners

Alexandra Mosher Studios

Barracuda Grill

Beauty Queen Day Spa

Bermuda Bride

Bermuda Fun Golf

Bermuda Transit

Devils Isle Restaurant

Dolphin Quest

Dowling's Marine & Auto Service

Flanagan's Irish Pub

Frog & Onion Pub

Island Tour Centre

Inverurie Executive Suites

Lili Bermuda - Front Street

Newstead Belmont Hills Golf Resort & Spa

Pickled Onion Restaurant & Bar

PTIX

Rosedon Hotel

Royal Palms Hotel

The Bermuda Perfumery (St. George's)

Tobacco Bay

Tuck INN Rentals





Innovation

Think like a visitor

BERMUDA
AGILITY

Experience

Cultural Tourism

The Experience Team completed the buildout of its Cultural Tourism Calendar, ready for launch October 3. Broadly speaking, the calendar was categorised into five buckets:

Way We Live: Homes & Neighbourhoods	History	Black Heritage	Art & Architecture	Festivals
Government House & central neighbourhoods	Haunted History Tour	Honouring Sally Bassett & Slave Stories Bus Tour	Bricks & Mortar and a Little Porter Architecture Tour	Taste of Bermuda
Carter House, Sandymount & east neighbourhoods	Carter House: First 100 Years	Sally Bassett 10th-Anniversary Commemoration	Why Are the Roofs White? Architecture Tour	Gombey Festival
Price Alfred Terrance, Springfield & west neighbourhoods		Resilience: Bermudians of African Descent History & Food Tour	Masterworks' Secret Collection	
Orange Valley Haunted Home Tour		Daylong Black Heritage Bus Tour (west-east)		

Cultural Tourism *cont*

We organised the following efforts to generate attention on the new cultural offerings:

- Radio interviews
- Press event
- Press release
- Kick-off reception
- Email marketing
- VSC & Airport digital advertising
- GTB.com events calendar and article content
- Special Culture Calendar created

In the lead-up to the rollout of the Culture Calendar, there was broad stakeholder engagement to align efforts. This included a well-attended forum at the Visitor Services Centre.



BERMUDA
TOURISM AUTHORITY

Cultural Experiences & Food Tourism

A stakeholder forum to discuss exciting innovations out here for the upcoming fall and warm winter

Who Should Attend

Tour Guides	Museum Operators
Art Galleries	Restaurants
Heritage Sites	Condo/Hotels
Vacation Rental Owners	Hotel Front Desk Workers
Event Planners	Artisans

See what's taking shape across Bermuda based on the Innovation Pillar of the National Tourism Plan and then get involved!

Wednesday, August 7, 2019
4:30pm – 6:00pm
Hamilton Visitor Services Centre
10 Front Street, 2nd level, City of Hamilton

BERMUDA
ACILITY

BERMUDA Culture Calendar OCTOBER 2019

SUNDAY		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6 Historical Reenactment Walking Tour 11 am Bermuda Culinary Experience 2 pm Dockyard Architecture Tour 2:15 pm		7 St. Peter's Church Mysteries & Majesties 1 pm, 1:30 pm	8 Black Heritage Tour 10 am Way We Live Tour 10 am, 1:30 pm	9 St. Peter's Church Mysteries & Majesties 1 pm, 1:30 pm	10 Black Heritage Tour 6 pm Sally Bassett Dramatisation 7 pm	11 Taste of Bermuda Black Heritage Tour 6 pm Way We Live Tour 10 am, 1:30 pm Masterworks' Secret Collection 11 am, 2 pm Sally Bassett Dramatisation 7 pm	12 Taste of Bermuda Combey Festival Black Heritage & Food Tour 1 pm Carter House 1st 100 Yrs 2 pm St. George's Architecture Tour 2:15 pm
13 Taste of Bermuda Historical Reenactment Walking Tour 11 am Dockyard Architecture Tour 2:15 pm		14 St. Peter's Church Mysteries & Majesties 1 pm, 1:30 pm	15 Black Heritage Tour 10 am Way We Live Tour 10 am, 1:30 pm	16 St. Peter's Church Mysteries & Majesties 1 pm, 1:30 pm	17 Way We Live Tour 10 am, 1:30 pm St. Peter's Church Mysteries & Majesties 1 pm, 1:30 pm Sally Bassett Dramatisation 7 pm	18 Masterworks' Secret Collection 11 am, 2 pm Black Heritage Tour 6 pm Sally Bassett Dramatisation 7 pm	19 Black Heritage & Food Tour 1 pm Carter House 1st 100 Yrs 2 pm St. George's Architecture Tour 2:15 pm
20 Historical Reenactment Walking Tour 11 am		21 St. Peter's Church Mysteries & Majesties 1 pm, 1:30 pm	22 Black Heritage Tour 10 am	23 Way We Live Tour 10 am, 1:30 pm St. Peter's Church Mysteries & Majesties 1 pm, 1:30 pm	24 Black Heritage Tour 6 pm Sally Bassett Dramatisation 7 pm	25 Masterworks' Secret Collection 11 am, 2 pm	26 Way We Live Tour 10 am, 1:30 pm Black Heritage & Food Tour 1 pm Carter House 1st 100 Yrs 2 pm St. George's Architecture Tour 2:15 pm
27 Bermuda Railway Trail by Bike 8:30 am Historical Reenactment Walking Tour 11 am Dockyard Architecture Tour 2:15 pm		28 St. Peter's Church Mysteries & Majesties 1 pm, 1:30 pm	29 Black Heritage Tour 10 am	30 St. Peter's Church Mysteries & Majesties 1 pm, 1:30 pm Haunted History Tour 8:30 pm	31 Haunted History Tour 8:30 pm	GOTOBERMUDA.COM/EVENTS for tickets & more information <i>*Schedules subject to change</i>	

CULTURE FESTIVALS

Taste of Bermuda, October 11-13
Front St. & Pitts Bay Rd., Hamilton
Combey Festival, October 12
Botanical Gardens, Paget

BLACK HERITAGE TOURS

Three tours offered this month. Every Wednesday from Dockyard; Two Fridays in Hamilton and every Saturday in St. George's.

WAY WE LIVE TOURS

Each tour meanders through a different Bermuda neighbourhood, ending at a special place rarely open to the public. These are can't miss opportunities.

Covet More Culture? Discoveries Await Here

Fridays — Hamilton
Saturdays — St. George's/St. David's
Sundays — Dockyard



Operations

BVSC Smart Bench

Bermuda Visitor Services Centres in Dockyard installed new solar smart benches offering WiFi, phone-charging and night-time illumination. Another bench will be installed waterside in Hamilton during Q4.

Business Intelligence & Technology

IT Assessment

Began assessment of current IT infrastructure and Systems to develop an improvement and training plan.

Simpleview Dashboards

Development of Dashboards in Simpleview CRM began during Q3, which will automate sales and marketing activity into one easy-to-use interactive dashboard. This tool will go live during Q4.



Teams & Groups

Growing through Groups
(MICE, Sports, Etc)

BERMUDA
AGILITY

Sales & Marketing

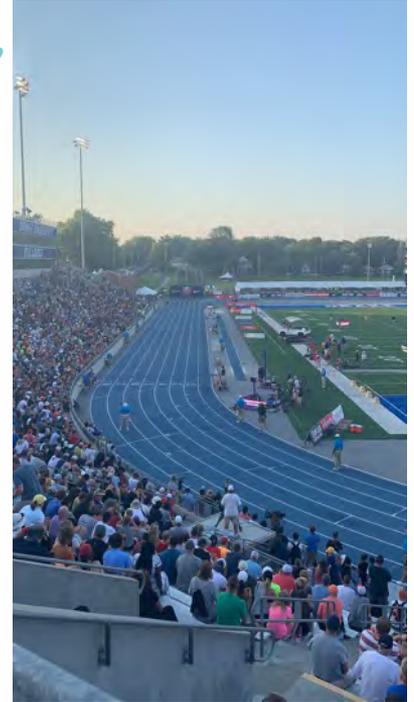
Teams

Sports Tourism

Direct Sales Activity

USATF Outdoor Championships Des Moines,
July 25–28

- Distributed business card and contact details to all NCAA Coaches officials in attendance
- Met with 4 NCAA coaches to discuss potential training opportunities:
 - Zach Glavish Texas Tech
 - Joel Brown Ohio State
 - Natasha Kaiser Brown University of Missouri
 - Karen Dennis Ohio State Buckeyes



Direct Sales Activity

The Northern Trust Golf Tournament Jersey City, NJ
August 8- 9

- Met with sponsors and PGA tour stakeholders (Director of sports pictured with Steve Kalman Northern trust Senior Director of Sales)
- Over 200 college/university coaches were in attendance



Direct Sales Activity

Age Group Nationals (Triathlon-Expo)
Cleveland, OH August 9-11

- Provided us the opportunity to promote the upcoming ITU WTS Bermuda 2020 ,meet with various Tri-clubs and coaches to encourage sign up /participation with emphasis on sharing the Bermuda story.
- The team disseminated new Bermuda Sports Group & Event Planners Guide, Ken Glah's Tri-Camp (April 2020), Empire Tri-Camp (Oct 2019), Bermuda Maps and the Bermuda Traveller's Guide.
- At our booth, we encouraged participants to sign up for a chance to win a free registration (ITU WTS Bermuda 2020) and be entered into a draw for a trip to Bermuda.
- All participants who stop by our booth had their contact information entered into our portal for tracking purposes and to send them additional information about the ITU WTS Bermuda 2020.



Groups

Direct Sales Activity

CVENT Connect Las Vegas NV, July 8 - 11

- **4,500 Attendees**
 - 2,800 Meeting Planners
 - 1,100 Suppliers
 - 600 CVENT Associates
- **20 one to one meetings**
 - Planners seeking locations/destination through 2022
 - Educational Sessions
 - Networking Opportunities
- **Prospects**
 - Incentive April or June 2020/2021 600 people/375 rooms
 - Incentive May 2021/400 people/200 rooms
 - Meeting October 2021/100-150 people/50-75 rooms



Direct Sales Activity

Connect Marketplace – Corporate Louisville KY, August 26 – 28

- Annual Tradeshow for Association, Corporate/Incentive, Specialty and Sports
- 4,500+ Attendees (Meeting Planners and Suppliers)
- 33 One on One Meetings
- Educational Sessions/Networking Opportunities
- Prospects
 - June 2020 High End Presidents Club/50 rooms/100 people
 - National Sales Meeting March/April 2021/3 nights/100 rooms/200 people
 - Incentive July 2021/90 people/45 rooms
 - Incentive April 2022/50 people/25 rooms



Direct Sales Activity

IMEX America

Las Vegas NV, September 10 - 12

- 13,500 Attendees (including exhibitors, press, students, faculty)
- 76,000 total appointments & booth presentations/65,000 individual appointments & booth presentations
- BTA Booth Industry Partners - Cambridge Beaches, Elbow Beach & Select Sites
- 54 One to One appointments
- **Prospects**
 - June 2021 Incentive June 2021/60 rooms/120 people
 - Women's Retreat 2020 or 2021/100 - 120 people
 - Incentive 2021 September early October/25 rooms/50 people
 - Annual Company Incentive Trip - 2021 & 2022/130 rooms on peak
 - Annual Conference Mid July or August 2022/225 rooms/250-300 people
 - Incentive May 2021/40 - 50 rooms/80 - 100 people



BERMUDA

Direct Sales Activity

Meeting Professionals International Philadelphia, PA , September 18

- BTA attendance at Chapter meeting to Network with 150 meeting planners and industry professionals

Rotary International Zones 28 & 32 Symposium Niagara Falls ON, September 19 - 21

- 500+ Attendees
- Literature disseminated
- Bermuda was announced for January 2021 at Hamilton Princess
- 6 people registered on-site during symposium



Direct Sales Activity

Conducted sales calls in Toronto with Donna Douglas

- iTravel2000
- Meridian
- Metracon Travel
- MCI Group

Other meetings this quarter included:

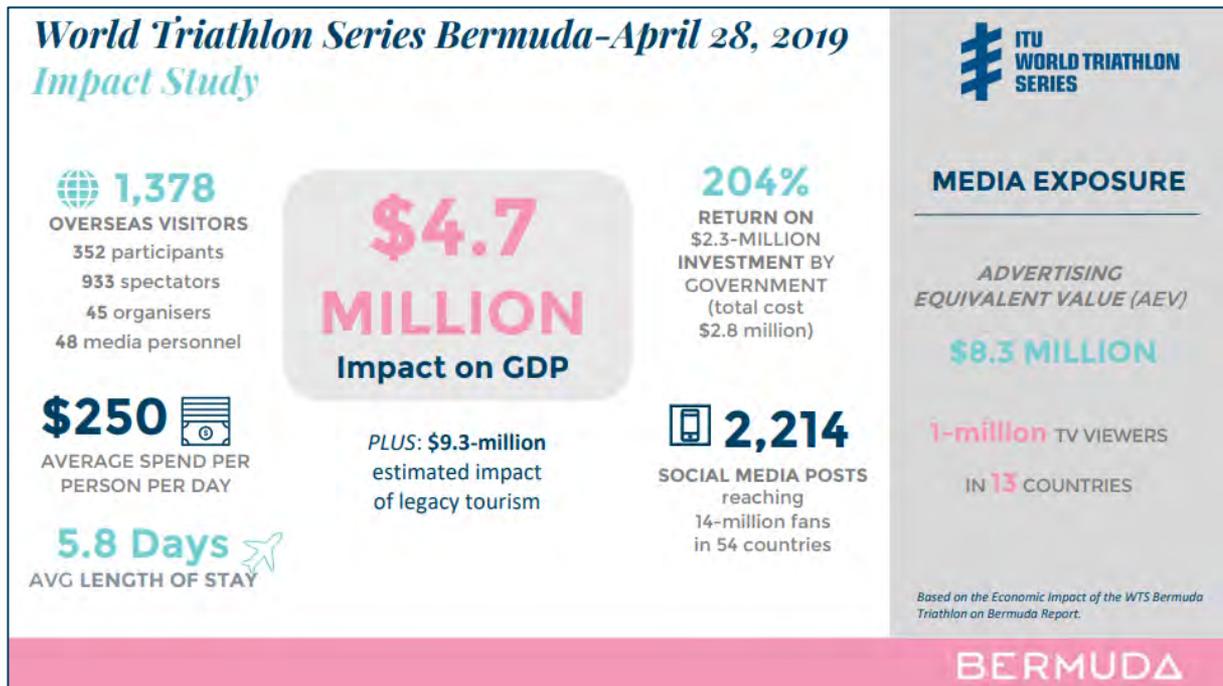
- Strategic Incentive Solutions
- Wynford
- Strategic Site Selection
- BizBash – partnership during Market Blitz in November

Business Intelligence & Technology

World Triathlon Series

| the BI&T Division managed the 2019 Event Impact Report project, including data gathering, media valuation and participant surveys. Results were made available during Q3.

Bermuda Championship (PGA Tour Event) | began the Event Impact Report project on this upcoming event, with results to be available in early Q1 2020.





Year-Round

Embracing Seasonality

BERMUDA
— AGILITY —

Sales & Marketing

S&M-Seasonal Guides

BERMUDAΔ

Summer Seasonal Guide

20,000 print circulation



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Keep It Cool:
Key Treats to Try

Out here, fresh frozen treats with an island twist are the best way to cool off after a fun-filled day in the sun. These local delights will hit the spot.



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FEATURES

4 | 25 Square Miles of Summer Adventures
Discover 25 island adventures, drive with friends to spa treatments.

6 | Three Sides of Bermuda
Get to know the people and places of East, West and Central Bermuda.

14 | One Day, Four Ways
Find ideas and inspiration for an island getaway that's just your style.

16 | Beaches
Discover yourself in the island's turquoise waters on these world-class shorelines.

18 | Cricket Fever
Join the fun by watching Cup Match, the island's beloved cricket event.

21 | What to Take Home
Find original accessories and gifts at Bermuda's one-of-a-kind shops.

22 | What's Happening this Summer
Discover the lineup of top summer events.

28 | Years of Exuberance
Let local gas for Bermuda holden games and remarkable history glow.

32 | Dishing on the Destination
Discover seasonal delights and the best places to savor the catch of the day.

PLANNING TOOLS

11 | Getting Around

12 | Ferry Schedule

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Inside Bermuda Cover | Airport Transit

Year-Round Content

Website Landing Pages

Launched four feature landing pages focusing on food culture, Fall activities, Golf and Tennis



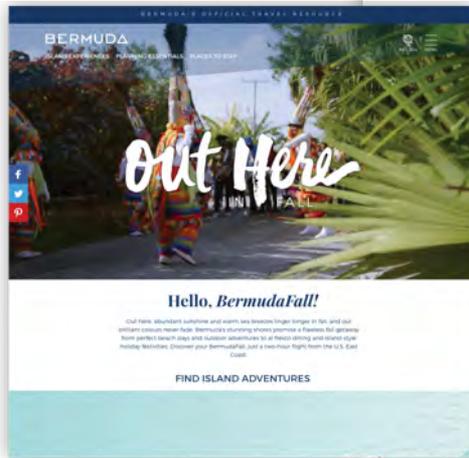
Tennis in Bermuda

In the nearly 150 years since Bermudian Mary Ewing Outerbridge brought the sport to the U.S., the island has served up quite a legacy for tennis. A perfect year-round climate and dozens of scenic, top-notch courts have attracted championship-level play and earned an exclusive partnership with the USTA that brings more for tennis lovers out here.

MATCH

Who Loves Tennis

Bermuda as we know it has important roots. Mary Ewing Outerbridge, who is widely considered the first American tennis player, was born in the U.S. to Bermudian parents. She picked it up during a visit to the island and later brought tennis equipment back to Staten Island, New York, in the U.S. and Bermuda.



Hello, Bermuda Fall!

Out Here, abundant sunshine and warm sea breezes linger longer in fall, and our vibrant culture never fades. Bermuda's stunning shores promise a Paradise for golfers from perfect beach days and outdoor adventures to a fresh dining and shopping holiday. Discover your Bermuda fall, just a two-hour flight from the U.S. East Coast.

FIND ISLAND ADVENTURES

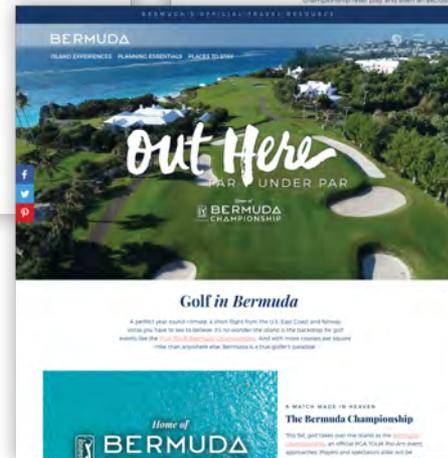
The Flavours of Bermuda

With international roots and a rich natural bounty each season, Bermuda's cuisine is as unique as the island itself.

A culinary diamond in the rough, Bermuda serves up tastes you'll only find out here. From fish chowder onboard with black rum and shrimp popcorn to Portuguese dishes served alongside a traditional codfish breakfast, a surprising menu awaits you. Just a two-hour flight from the U.S. East Coast, the island brings fresh and bold flavours to the table.

Get a Taste of the Island's Flavours

An Intriguing Blend Food Traditions Legendary Libations



Golf in Bermuda

A perfect year-round climate, a short flight from the U.S. East Coast and Bermuda's world-class golf courses make you have to see to believe. It's no wonder the island is the backdrop for golf events like the Bermuda Golf Championship. And with more courses and scenic views than anywhere else, Bermuda is a true golfer's paradise.

Home of BERMUDA

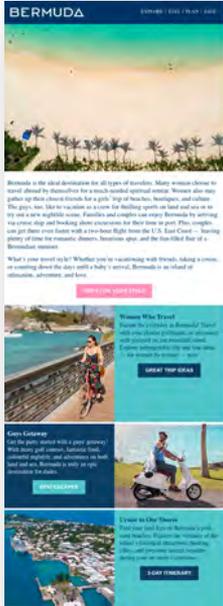
A MATCH MADE IN HEAVEN The Bermuda Championship

S&M-eNewsletters

Consumer eNewsletters

As of April 1, 2019, the newsletter has been designed and deployed using Act-On, an email program that is a part of the Simpleview Platform. The switch to Act-on required the creation of a new email which is in the process of being recognized as a safe sender with email providers. Once completed, deliverability and improved rates should increase.

JULY NEWSLETTER



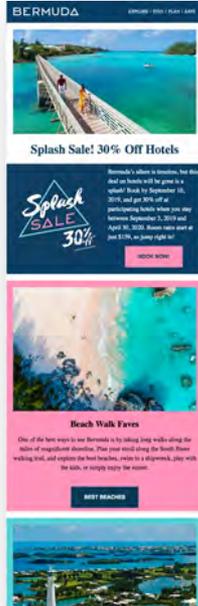
Features:
Travel Styles
Summer Guide
Events

Open Rate:
42.7%*

Click-to-open Rate:
10.5%

Top Clicked Link:
Cruising to Bermuda
(* Test Month)

AUGUST NEWSLETTER



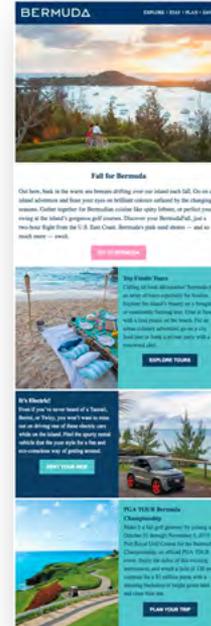
Features:
Splash Sale
Top Experiences

Open Rate:
14.2%

Click-to-open Rate:
14%

Top Clicked Link:
Splash Sale

SEPTEMBER NEWSLETTER



Features:
Fall Hub
Electric Cars
PGA Tour

Open Rate:
40.6%*

Click-to-open Rate:
10.5%

Top Clicked Link:
Electric Cars
(* Test Month)

Canada Travel Trade eNewsletter

17,949 subscribers



On the Water in Bermuda!

After admiring Bermuda's turquoise waters, you'll want to get in it. Whether by swimming, kayaking, jet skiing, flyboarding or jumping off a cliff, you'll have many ways to get immersed in the island's clear, shallow waters and its deep blue sea.

The island's Waterworks Scene — if you're a fan of fast-paced, active adventures, the island offers many ways to satisfy your need for speed. Touring the waters of Bermuda on a jet ski gives you a view of the island you can't get any other way. Speed across the turquoise waters and you'll encounter gems like secluded beaches, hidden coves and water slips. With flyboarding, you'll get an adrenaline rush as you soar nearly 35 feet above the blue waters, connected to a personal air tank by a 15-foot long line while secured in wetsuit-style bindings. For bike surfing, check out Elbow Beach, Shelly Bay Beach, Somerset Long Bay or Horseshoe Bay beaches. For a real thrill with no experience required, try parasailing.

Sea adventures: Kayaking & Boat Tours — Discover pristine natural landscapes and abundant wildlife with on-the-water adventures that are educational and eco-friendly. In March and April, up to 10,000 migratory humpback whales make their annual pass through the waters near Bermuda, head out on a whale-watching boat to witness these awe-inspiring creatures in a truly magical way. The Sea-Tour of Cooper's Island lets you explore 12 acres of Bermuda wilderness; you'll discover towering pine trees, seabirds like terns and kingfishers, ancient Bermuda cedar trees and giant land crabs. Crystal Clear Kayak Tours take glass-bottom viewing areas, yielding glimpses of colorful underwater life. On full moon boat cruises organized by the Bermuda Underwater Exploration Institute, you'll witness an aquatic light show thanks to bioluminescent glow worms.

TRAVEL TRADE CONTACT (Itinerary Planning, Groups, Training Requests)
Stephanie Freed-Burns | stephanie@bermudatrade.com | 416 341 9923

JULY 2019
Open Rate: 14%



Splash SALE
30% OFF

BOOKING WINDOW
August 30 -
September 10, 2019

TRAVEL WINDOW
September 2 -
April 30, 2020

PARTICIPATING HOTELS*

April 2019 to May 2020
Cambridge Buildings
Onix Reef
Bermuda Beachcombers
Paradise Inn
Griffis Bay Beach Resort

Herndon Peninsula & Beach Club
Newstead Bermuda Inn
The South
The Sanderson Club & Spa
The St. George's Club

BERMUDA

AUGUST 2019
Open Rate: 15%

S&M – Year Round

BERMUDA

Experience

BERMUDAΔ

Labour Day Weekend

The Experience Team bundled and promoted a robust menu of Labour Day Weekend events in Bermuda. All were marketed in the VSCs, on the radio, etc. The aim is to craft and curate more in the coming years and make this an end-of-summer, must-do weekend on visitors' calendars, just as much as other summer celebration weekends like Carnival and Cup Match. The message: "Out here, summer lives beyond its expiration date." Here's the line-up with creative.

Friday o Urban Culture Exchange Weekend, Fort Hamilton: African dance, live performance, cocktails

Saturday o Eastern County Game Final, St. David's: including Urban Culture Exchange treasure hunt
o Bermuda Pride Parade, Hamilton: BTA provided popular waterstop outside Front St VSC
o Bermuda Sand Castle Competition, Horseshoe Bay
o The Wave Beach Dinner & After Party, Café Lido, Elbow Beach Resort: hosted by The Supper Club, with farm-to-table dishes from locally harvested foods, white dress code
o The Wave After Party with a southern hospitality theme: DJs, bottle service, surprise dance performance

Sunday o Hot Girl Summer Takeover, Elbow Beach Resort
o Bermuda Charge Auto Show & Ride, island-wide: BTA provided waterstop outside Front St. Visitor Services Centre

Monday o Labour Day Raft-Up, from Bacardi HQ: choose boat based on music preference
o Labour Day Parade, Hamilton

Labour Day Weekend

AUGUST 30 - SEPTEMBER 2

FRIDAY

Weekend Kick-off Reception

FORT HAMILTON | 🕒

SATURDAY

Eastern County Cricket Final

ST. DAVID'S | ⚡

Bermuda Pride Parade

VICTORIA PARK, HAMILTON | 🕒

Bermuda Sand Castle Competition

HORSESHOE BAY | ⚡

The Wave Beach Dinner & After Party

ELBOW BEACH RESORT | 🕒

SUNDAY

Hot Girl Summer Pool Takeover

ELBOW BEACH RESORT | ⚡

MONDAY

Labour Day Raft-Up

ON THE WATER | ⚡

FOR TICKETS:
[GoToBermuda.com/
events](https://GoToBermuda.com/events)

🕒 DAYTIME EVENT 🕒 EVENING EVENT

BERMUDA
GoToBermuda.com



Out Here

SUMMER LIVES
BEYOND ITS EXPIRATION DATE



Operations

Staff Training

All employees of the VSCs completed a three-week training plan at the beginning of Q2 to ensure they were subject matter experts, prepared to assist visitors in identifying the right experience for their need state! Training on Bermuda's experience and product offerings continued throughout the quarter, as new visitor-centric activities were introduced.

