



#### Premier the Hon. E. David Burt, JP, MP

- Bermuda's youngest Premier is a graduate of The George
  Washington University in Washington, D.C., where he graduated
  cum laude with a Bachelor of Business Administration with a
  double major in Finance and Information Systems.
- In the past, Premier Burt has served on the Tourism Board, National Training Board, as a Director of the Bermuda Chamber of Commerce, and has been a Director of the Bermuda Economic Development Corporation.
- Mr. Burt is also active in local and international public service and community organizations. He is a member of Alpha Phi Alpha Fraternity, Incorporated, the Western Stars Sports Club, and the Devonshire Recreation Club. David and his wife Kristin have two children, Nia and Edward.







## Executive Summary

### YTD 2017

PERCENTAGES ARE % CHANGE COMPARING 2016 AND 2017

11%

LEISURE AIR ARRIVALS

5% 1

AIR CAPACITY

TOTAL LEISURE SPENDING (AIR LEISURE)



OF GROWTH IN LEISURE AIR ARRIVALS WERE **UNDER AGE 45** 



U.S. LEISURE AIR

CAPACITY

**ARRIVALS** 

**BOSTON** 

**NEW YORK** 

11%

18%

15%

10%

<sup>2017</sup> \$222.3 MM

2016 \$181.6 MM



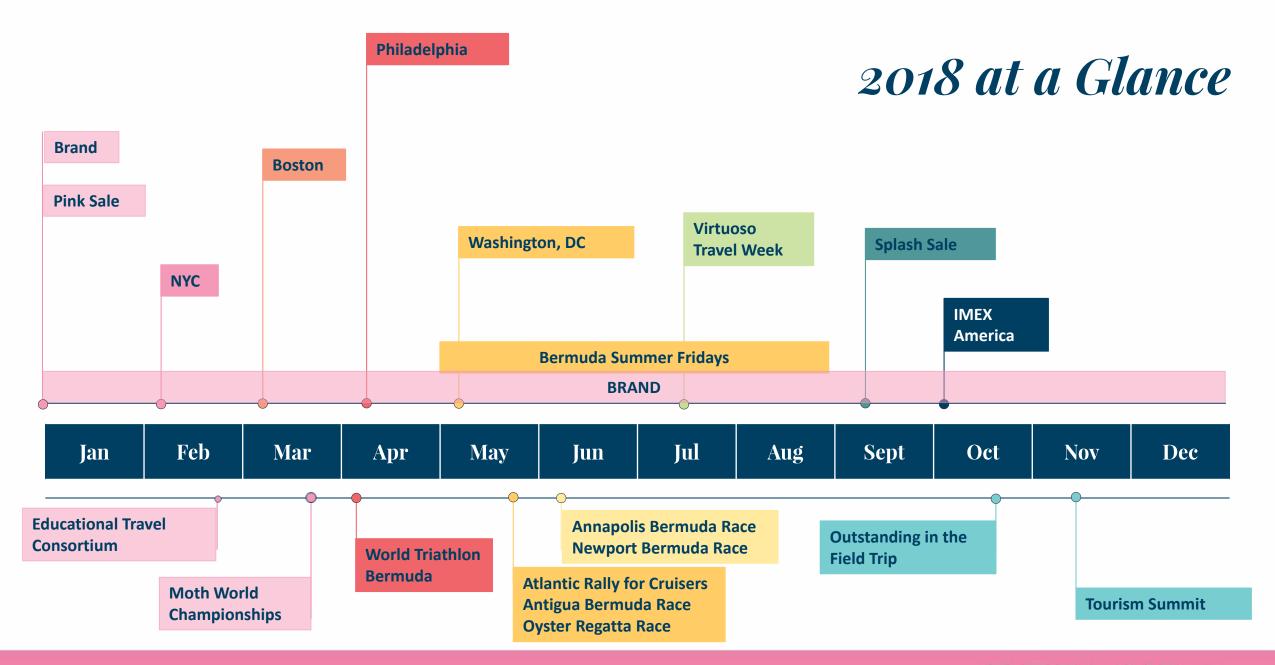
# Sustaining the Brand

MAINTAINING MOMENTUM









#### BERMUDA



## World Triathlon Bermuda

APRIL 28, 2018



# BERMUDA SUMER FRIDAYS



### 2018 BERMUDA SAILING CALENDAR

**MARCH** MOTH WORLD CHAMPIONSHIPS

March 21- April 1

mothworlds.org/Bermuda

APRIL BERMUDA INTERNATIONAL INVITATIONAL RACE WEEK

April 28 - May 4

MAY ATLANTIC RALLY FOR CRUISERS

May 5 - 16

**ANTIGUA BERMUDA RACE** 

May 9 - 17

antiguabermuda.com

**OYSTER REGATTA BERMUDA** 

May 21 - 27

ovstervachts.com/events/regatta-calendar

JUNE ANNAPOLIS BERMUDA OCEAN RACE

June 8 - 16

<u>oermudaoceanrace.com</u>

**NEWPORT BERMUDA RACE** 

June 15 - 23 <u>bermudarace.com</u>

JULY ATLANTIC ANNIVERSARY REGATTA: BERMUDA TO HAMBURG

July 8

anniversary-regatta.com





# Visitor Targets

# Why segment our visitors and target visitors?

# Methodology

- Data gathered from current CRM and historic files (pre-CRM)
- Defined vacationers as US visitors with 2.5 to 7.5 days for length of Stay in Bermuda
- Used aggregated records that matched at Household and individual level to Experian ConsumerView data for analysis

Life stage

#### **VARIABLES**

- Life-stage
- Household Income
- Motivation

#### **DIFFERENCES**

- Desired Experience
- Beliefs & Associations
- Actual Behaviour



### Diverse Youth - Adventure Seekers

Demographics	Desired Experience	Associations	Actual Behavior
<ul> <li>Age 18-34</li> <li>50% have HHI \$100k+</li> <li>Most are college educated</li> <li>Most living in apartments or condos</li> </ul>	<ul> <li>Culture</li> <li>Nightlife &amp; Entertainment</li> <li>Culinary tours/experiences/ local cuisine</li> <li>Adventure</li> <li>Motivation</li> </ul>	<ul> <li>Younger, up-and-coming singles living big city lifestyles located in top MSA markets</li> <li>Single millennials living in funky neighborhoods of the biggest US cities</li> <li>Like to be on the cutting edge of culture, are into fitness, and are fashion-forward shoppers</li> </ul>	<ul> <li>Take 4+ trips per year</li> <li>Relies on reviews &amp; recommendations from experts and friends</li> <li>Engaged heavily online and with social media. Watch streaming TV and use radio apps</li> <li>More likely to travel with friends or part of a large group</li> <li>More likely to participate in active experiences – snorkeling, kayaking, renting motor scooters</li> <li>More likely to stay in a vacation rental</li> <li>More likely to book within 4 weeks of arriving in Bermuda</li> </ul>



### Diverse Youth - Experience Enthusiasts

Demographics	Desired Experience	Associations	Actual Behavior
<ul> <li>Age 25-44</li> <li>HHI \$100k+</li> <li>Mostly childless professionals</li> <li>Graduate degrees and high paying careers</li> </ul>	<ul> <li>Culture</li> <li>Nightlife &amp; Entertainment</li> <li>Culinary tours/experiences/local cuisine</li> <li>Escape</li> <li>Leisure</li> </ul>	<ul> <li>Metropolitan sophisticates and an affluent mix of singles and couples pursuing high-rise lifestyles</li> <li>They have enough money to indulge their tastes, and they don't mind paying for high-quality brands</li> <li>Care about environmental issues, and they tend to recycle, buy organic foods and look for smart green products</li> </ul>	<ul> <li>Take 6+ trips per year</li> <li>Rely on reviews &amp; recommendations from experts and friends</li> <li>Engaged heavily online and with social media. Watch streaming TV and use radio apps</li> <li>More likely to travel with friends or part of a large group</li> <li>To get away from it all, they routinely travel to foreign settings where they enjoy museums, restaurants and exclusive hotels</li> <li>More likely to book within 4 weeks of arriving in Bermuda</li> </ul>



### Active Families

Demographics	Desired Experience	Associations	Actual Behavior
<ul> <li>Age 35-54</li> <li>HHI Average \$159k</li> <li>Children under 18 in Household</li> <li>95% are Homeowners</li> <li>High incomes and diversified assets</li> </ul>	<ul> <li>Leisure</li> <li>Culture</li> <li>Excitement</li> <li>Adventure</li> <li>Family Bonding</li> </ul>	<ul> <li>Families with prosperous parents and children of all ages living life in suburban comfort.</li> <li>Big on sports of all sorts. Some are outdoor sport enthusiasts and like cycling, skiing, mountain-biking and backpacking. Fitness buffs, they like weight training, aerobics and yoga classes as well. Others focus on a round of golf or playing a match of tennis.</li> <li>To keep their youngsters occupied on weekends, they head to museums, zoos and aquariums.</li> </ul>	<ul> <li>6-7 trips per year (2 major trips and 5 getaways)</li> <li>They like to take their families on warm-weather vacations.</li> <li>When they travel, they enjoy trips with organized events and activities</li> <li>Do research online and use TripAdvisor more than other targets</li> <li>More likely to take sightseeing tours in Bermuda.</li> <li>More likely to take the bus and ferries than other targets.</li> <li>More likely to go to Horseshoe Beach, Crystal Caves, Tobacco Bay.</li> </ul>



### Golden Boomers

Demographics	Desired Experience	Associations	Actual Behavior
<ul> <li>Age 50+</li> <li>HHI Average \$111k</li> <li>No children under 18 in household</li> <li>Live in large metro areas and mid-sized cities</li> </ul>	<ul> <li>Culture</li> <li>Leisure</li> <li>Breathtaking and storytelling-worthy experiences</li> </ul>	<ul> <li>Primarily empty-nesting couples who are finally enjoying the kick-back-and-relax stage of their lives</li> <li>Relish the opportunity to take cruises, go to casinos and frequent gourmet restaurants.</li> <li>Can afford to be philanthropic</li> </ul>	<ul> <li>Above-average interest in TV and are particularly fond of news broadcasts, history programs, movies and political commentary.</li> <li>The Internet is their first place they turn for practical activities like travel planning</li> <li>Spend more on shopping than other targets</li> <li>More likely to take sightseeing tours of the island</li> <li>More likely to go to Dockyard</li> <li>More likely to use the ferry and bus</li> <li>More likely to want hard copies of all maps &amp; brochures</li> </ul>

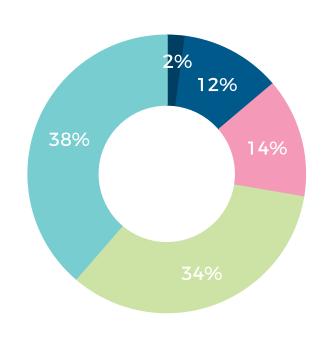


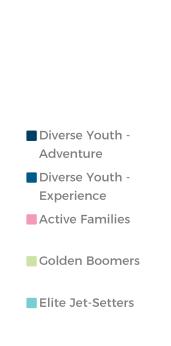
### Elite Jet-Setters

Demographics	Desired Experience	Associations	Actual Behavior
<ul> <li>Age 30+</li> <li>HHI Average \$200k+</li> <li>Live in upscale neighborhoods near big cities</li> <li>Highly educated</li> </ul>	<ul> <li>Higher-end</li> <li>Unique experiences</li> <li>Creating memories</li> <li>Leisure</li> <li>Culture</li> <li>Excitement (when traveling with children)</li> <li>Immersive experiences &amp; metime (when traveling without children)</li> <li>Cuisine/dining more important to them than other targets</li> </ul>	<ul> <li>They like to dine out, go to plays and concerts and shop for decorative antiques</li> <li>They like to soak up culture through the finest of restaurants and live entertainment</li> <li>They support the arts</li> <li>They're also night owls who like to dine out, take in a comedy club and even check out a rock concert</li> <li>They spend a lot of time trying to keep fit. Many hold memberships in health and country clubs, where they golf, play tennis and work the cardio machines</li> </ul>	<ul> <li>Take 6-7 trips per year</li> <li>They travel often, both on cruises and flights abroad to experience other cultures.</li> <li>Spend more than other targets on accommodation, meals and leisure activities</li> <li>More likely to stay in a resort hotel</li> <li>More likely to use taxis than public transport</li> <li>More likely to take part in activities such as golf and spa than other targets</li> </ul>

# Current Target Distribution

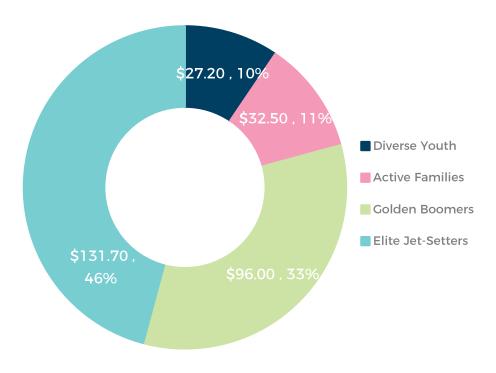
Leisure Air Visitor Volume





#### **Economic Contribution**

(per year in Millions)



# Where we go from Here

**DESTINATION NEXT**