

# *Bermuda Tourism Summit 2017*

## **The Social Evolution & Your Role in It**

**Aaron Nissen**

Senior Strategic Consultant  
Destination Think!





## Aaron Nissen

- Aaron has created highly effective strategies for leading destinations around the world to ensure they make an impact in the digitally-connected world.
- During his six years at Destination Think!, Aaron's insight has been sought to guide destinations across North America and Asia-Pacific.
- 12 years destination marketing experience. He was the Director of e-Strategies at Travel Alberta for six years where he led organizational change to streamline processes and marketing efforts, participating on the National Digital Committee for Canadian DMOs for three years.

DESTINATION

**Think!**

**Evolution of social and  
your role in it**

# Global perspective



Team Nationalities

Destination Think! Offices

Market Experience

# Clients



**BERMUDA**  
TOURISM AUTHORITY

*Visit*  
**LOUDOUN**  
- DC's Wine Country\* -

**RBT**[KAN]  
REGIONAAL BUREAU VOOR TOERISME  
ARNHEM NIJMEGEN



**RIJ** tourism  
4 INNOVATION



*Travel*  
**Alberta**  
Canada 



**OTTAWA**  
TOURISM • TOURISME

**HAWAII** TOURISM  
AUTHORITY

  
**COLUMBIA SC**  
FAMOUSLY HOT

Montréal

**FORT WORTH**  
CONVENTION & VISITORS BUREAU



**EDMONTON**  
ORIGINAL  
SINCE WAY  
BACK

  
**Tropical North  
Queensland**  
Where rainforest meets the reef



DESTINATION  
**Cleveland**



Destination  
British Columbia

 Southern  
Norway



**brisbane**  
australia's new world city

# Customer focus is a proven path to business growth

“Between 1999 and 2009 customer centric businesses had 233% growth versus 10% for shareholder centric businesses.”

– *Harvard Business Review*

“By 2020, customer experience is forecast to overtake price and product as key brand differentiator.”

– *Forrester Research*

“Industries focused on customer journeys are significantly (20-30%) more strongly correlated with business outcomes, such as high revenue, repeat purchase, low customer churn, and positive word of mouth”

– *McKinsey & Co.*

# Broadcast to engagement

**22**

websites are typically visited by travelers 22 in 9.5 sessions when researching a trip. Fewer than 19% consult a DMO website.

*Source: Google and Destination Analysis*

**77%**

of travelers consult TripAdvisor before selecting a destination or hotel.

*Source: TripAdvisor*

**92%**

of consumers trust peer recommendations more than advertisements.

*Source SKIFT*

**76%**

of consumers today feel advertisements are 'very' or "somewhat exaggerated."

*Source: Lab42*

**85%**

of travelers use their smartphones while abroad.

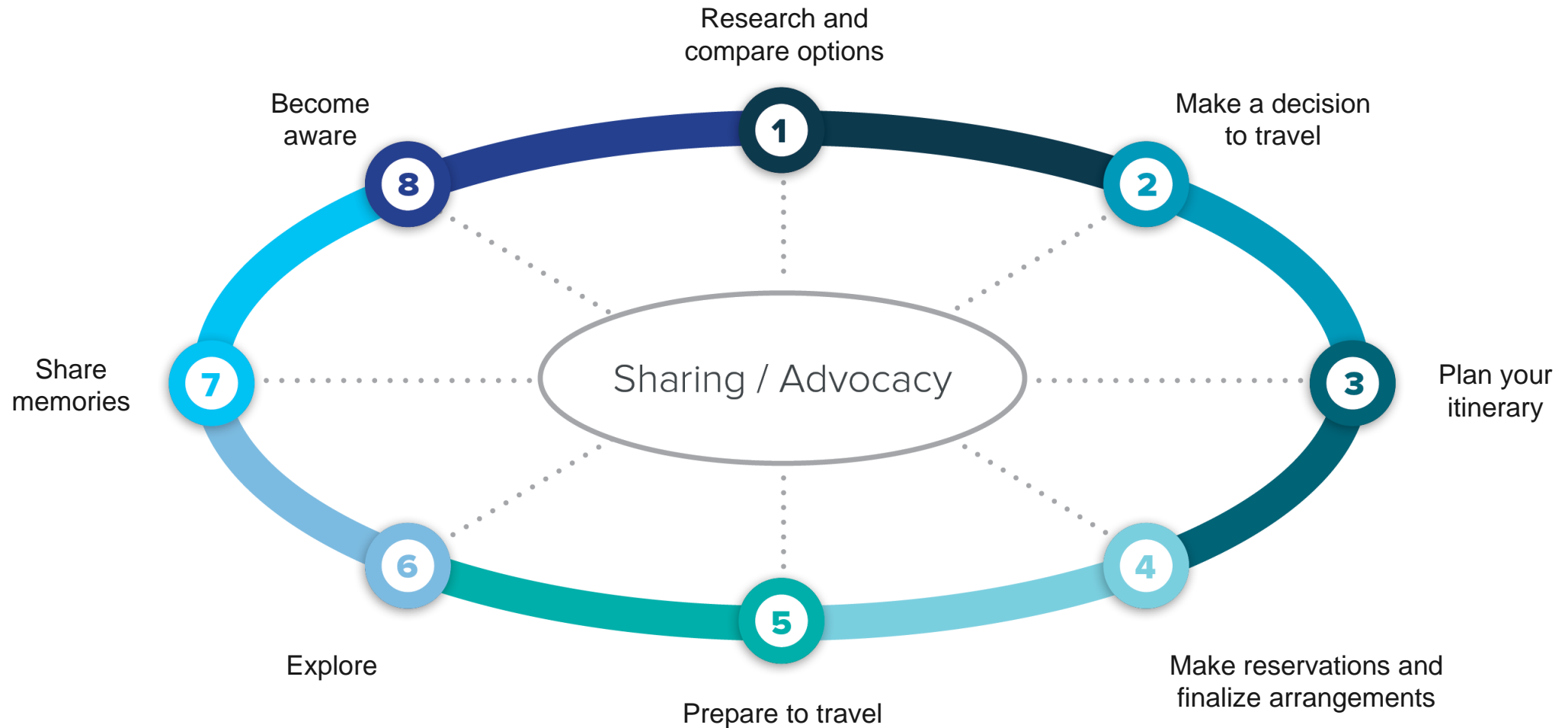
*Source: SKIFT*

**74%**

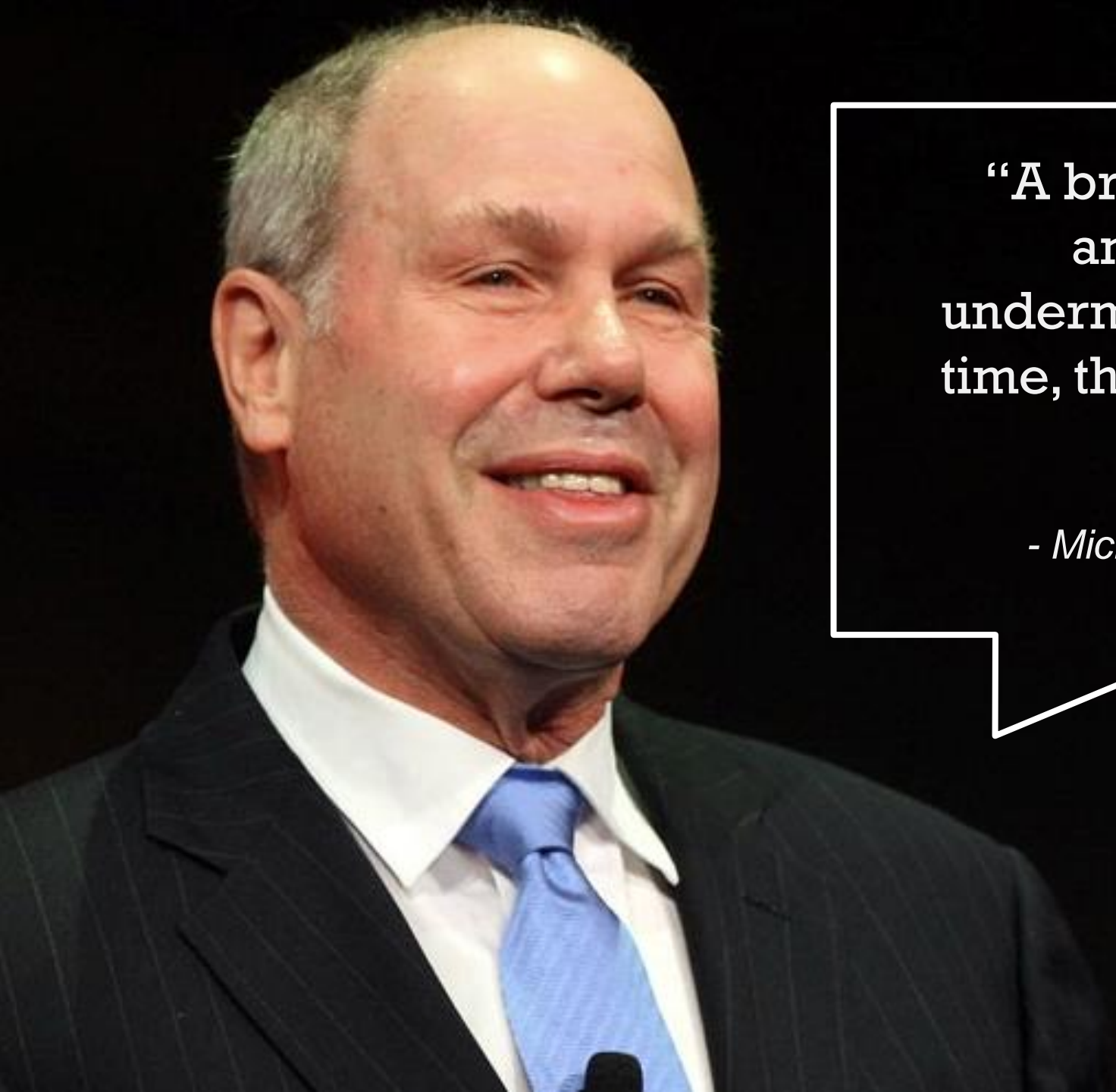
of travelers use social media while on vacation. 76% of travelers use social media to share their experience after they return.

*Source: SKIFT*

# The visitor path-to-purchase







“A brand is a living entity –  
and it is enriched or  
undermined cumulatively over  
time, the product of a thousand  
small gestures”

*- Michael Eisner, ex-CEO Disney*

# Modern branding



The sum of all  
stories somebody  
hears

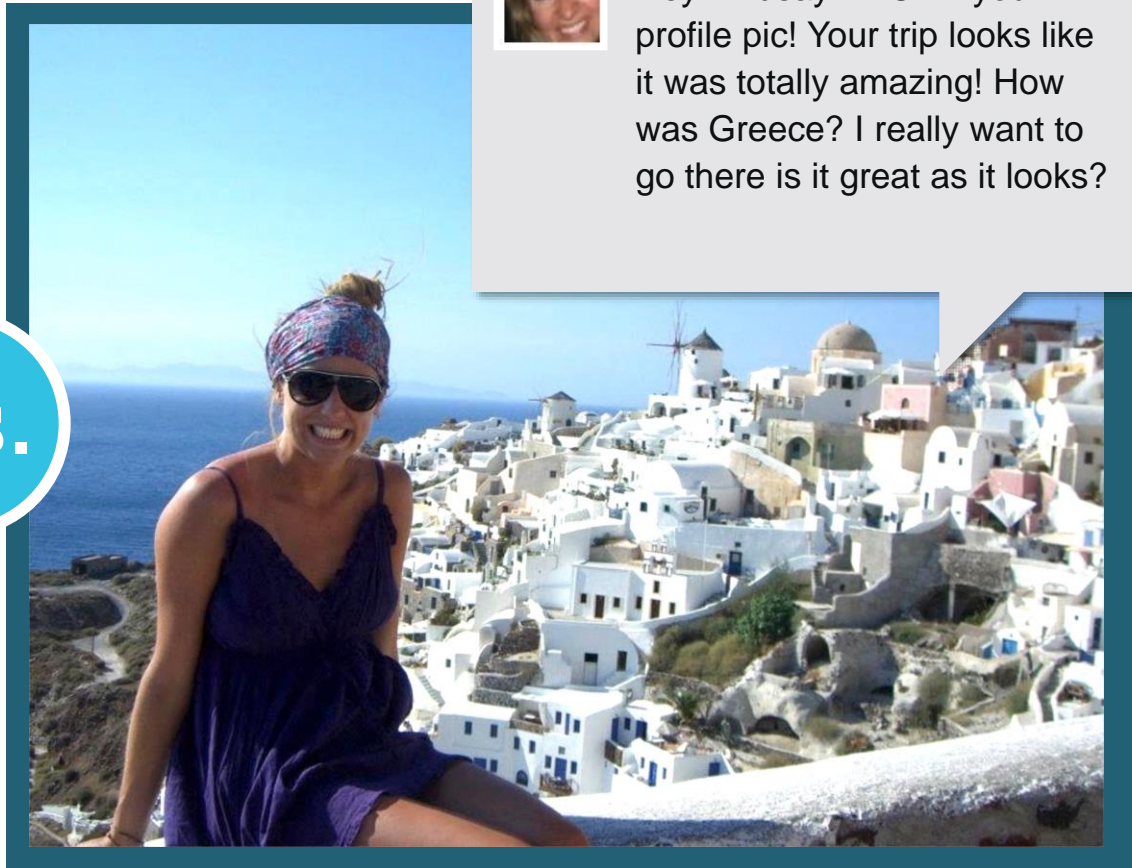
+

The sum of all  
experiences during  
a trip

# Visitor stories build brand



Vs.



**Crystal Driedger-Hounsell**  
Hey Lindsay... LOVE your profile pic! Your trip looks like it was totally amazing! How was Greece? I really want to go there is it great as it looks?

- 8,000 photographers
- 50% share on social
- 1.2M people reached  
**EVERY DAY!**





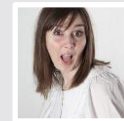
Other  
people's  
stories

Your stories

A corporate strategy that focuses on advocacy and remarkable experiences.

SUPR,  
NATURAL  
BRITISH  
COLUMBIA  
CANADA





**Laurajul**

Thank you so much, @hellobc. Also for all your likes! I saw the #explorebc hashtag, while waiting for my suitcase in the airport – and working in advertising myself, thought: “What a logic and awesome place to put this”. I’m in BC for a week,

# Customer engagement



**kellywoodphoto**

Follow

3 hours ago · 📍 Capilano Suspension Bridge Park  
Thanks @dclark984 for being patient with all my photo taking #capbridge125 #vancouver #ihearttravel



**spidmo, louisnguyen106, capilanosuspensionbridge**  
and 18 others like this.



**hellobc**

Looks like you've lucked out with the weather today!  
Have fun on the North Shore, @kellywoodphoto! If you need some tips for photogenic destinations around Vancouver, give us a shout!



**kellywoodphoto**

@hellobc thanks! I kinda do! Where's the best place for a skyline photo?



# Customer engagement



# Customer engagement

The image shows a screenshot of a Twitter thread. On the left, a tweet from T.Anh.T (@TAnhT75) is shown, dated Feb 12, 2015, at 10:54 PM. The tweet says: "@kaansa Nice, early spring! Have to remember to visit Vancouver when the cherries blossom. Maybe after my trip out west to see a Tay concert". Below the tweet, there are 2 favorites and a reply box containing "Reply to @TAnhT75 @kaansa".

Below the reply box, a tweet from Destination BC (@HelloBC) is shown, dated Feb 12. The tweet says: "@TAnhT75 Great time to visit - so beautiful around the city! :)".

Below that, another tweet from T.Anh.T (@TAnhT75) is shown, dated Feb 12. The tweet says: "@HelloBC Oh hey, is there someone actually writing this tweet or is this a computer program? LOL If you answer, I will know!".

On the right side of the screenshot, a vertical thread of tweets is shown, connected by a blue line. The tweets are:

- Destination BC (@HelloBC) - Feb 12: "@TAnhT75 All real people here. :)"
- T.Anh.T (@TAnhT75) - Feb 12: "@HelloBC That's cool! Kinda late to be working, no?"
- Destination BC (@HelloBC) - Feb 12: "@TAnhT75 We try to help out as many travelers as possible, during various hours in the day. :) Have you been to BC before?"
- T.Anh.T (@TAnhT75) - Feb 12: "@HelloBC Yes, to Vancouver and I fell in love! My favorite city in the world! How can you help travelers?"
- Destination BC (@HelloBC) - Feb 12: "@TAnhT75 That makes us so happy! We're here to help w/suggestions on things to do/see, helping to make an unforgettable trip."
- T.Anh.T (@TAnhT75) - Feb 12: "@HelloBC Ok, neat. When I'm traveling to Vancouver, I'll contact you guys. :)"

A small grey 'i' icon is visible between the two columns of tweets.

# The journey to engagement

Social media offered another tactic or channel in advertising campaigns.

Advertisers built an audience on social and broadcast their message through social media posts.

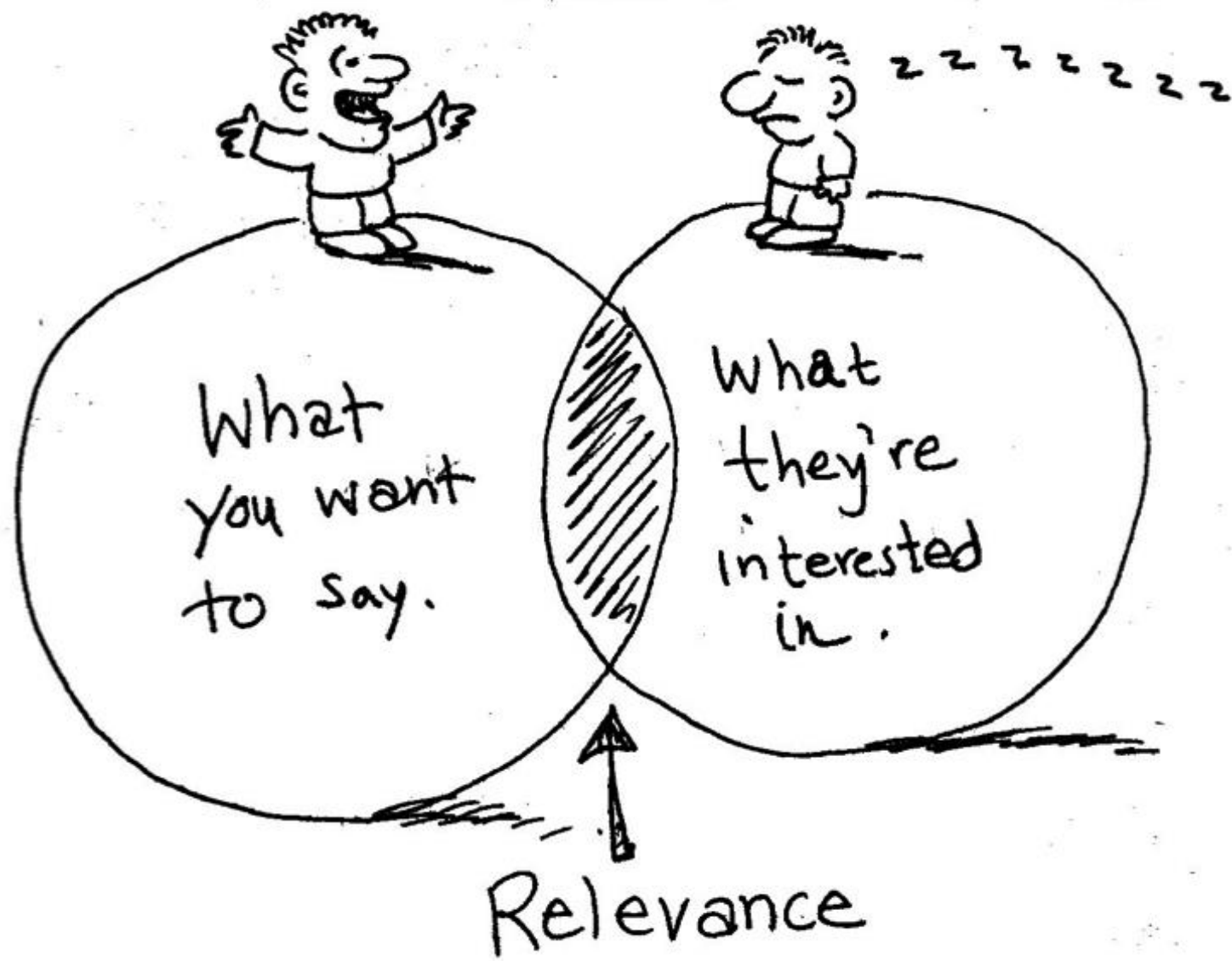
Effective social media marketing strategies became more common.

Marketers realized that strategy should focus on word-of-mouth rather than creative.


Strategy and organization is focusing on consumer-centric investments.



# Working with Bermuda



# The voice



**Bermuda Tourism (Default)**  
Page Liked · June 22 · 🌐

Yeah, our taxi rides from the airport might be a little more exciting out here.

23,313 Views

👍 Like   💬 Comment   ➦ Share

👍 🤔 2K   [Top Comments](#) ▾

248 Shares   93 Comments

**Mark Campbell** Hope to be able to return one day.  
Like · Reply · 1 · June 22 at 5:56pm  
↳ [View previous replies](#)

**Bermuda Tourism** Come on!  
Like · Reply · [July 6 at 6:56am](#)  
↳ [View more replies](#)

**Pat McGrath** Back in November love Bermuda  
Like · Reply · 1 · June 22 at 10:03am



**bermuda**

**bermuda** We see your white sand other islands, and we raise you pink sand.  
📷@christoffah

[Load more comments](#)

**sszalay18** 😍😍

**sszalay18** @lex\_huffman

**2johnjackjohn2** @stephrglenn!

**breezybri282** @craqherjacq soon baby! #summer2017

**karenclouti** Going for my 4th trip next year.....will keep going back as long as I have breath in me!!

**karenclouti** @broccoli.burger Shelly bay is a family beach on north shore a lot of tourists don't know about. Nice playground

**trayk430** @bermuda romantic

# Culture and people

**Bermuda Tourism (Default)** added 7 new photos. August 10 · 🌐

What a month so far! Here are some of our favourite photos from the annual party we like to call Cup Match weekend. See you out here next year?



👍 Like    💬 Comment    ➦ Share

**Bermuda Tourism (Default)** August 12 · 🌐

For over 20 years, Ed Christopher has been the Town Crier for the city of Hamilton. And even though town has been Berm's capital for over 200 years, Ed is actually the first man to hold the position-- his wife even made his first uniform! Between the months of April and October, when Ed's not greeting cruise ships, introducing the mayor at special events, making proclamations, or performing with his band, Prestige (in modern attire, of course), you might hear the sound of his bell ringing from the steps of City Hall on Church Street at about 10:30 am. Follow his welcoming calls and join in on his free tour of Hamilton where he shares his knowledge and love for Berm's capital and history.

Have you met Ed before or joined on one of his tours? What was the most interesting thing you learned?


📷: @bdaphoto



# How we are different

**Bermuda Tourism (Default)**  
October 8 at 6:00am · 🌐

Cahows are special birds that **ONLY** breed in Bermuda. What makes them so special? Well at one point everyone thought they were extinct! They fly up to 3,500 miles per week to find food to feed their young. That's more than two round trip flights from Bermuda to JFK. Told you we're not that far away!



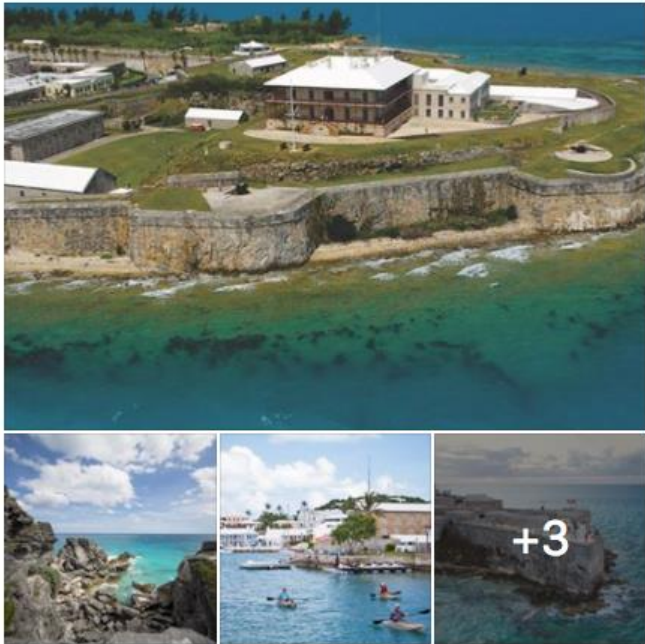
👍 Like    💬 Comment    ➦ Share

👍❤️👏 468    Top Comments ▾

24 Shares

**Bermuda Tourism (Default)** added 6 new photos.  
Published by Sara Raymond [?] · September 19 · 🌐

We're a little too welcoming out here to be privateers nowadays, but not so long ago, that was our jam. Looking for a bit of pirate lore on your next trip to Bermuda? Here are a few spots where you can learn about the island's history of pirates, shipwrecks, and more!



+3



# Using user generated content



bermuda

bermuda "When you're having a great weekend and Monday hits you like..."  
#GoToBermuda #horseshoebay 🍷  
@nicolevolek

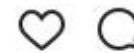
mariyaq I only wish Mondays could hit me like that, right @instaprinja

laura\_lehman @danielkurisko

betty.barr @amy.demone

olivhq me too

instaprinja 9 days to go... can't wait

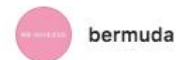


1,132 likes

AUGUST 21

Add a comment...

# Using user generated content



bermuda

bermuda Hundreds of reasons we love Spanish Point (aka "Point") What's yours? Such a cool shot from Olympian @roy\_burch

jonesdrew25 @kmadd20 where the sea pickle got ya

nelsonel89 @chrisgleb89 I'll take the pictures 😊

callilaislane I go to Bermuda every year we have time share there



1,273 likes

SEPTEMBER 8

Add a comment...



Bermuda Tourism (Default) added 11 new photos.

August 18 · 🌐

Well you all sure got excited about the beaches out here this week. Here's an album with some of the photos you sent in.

Never been to Bermy? Let us know which of these we'll be most likely to find you at real soon.



👍 Like    💬 Comment    ➦ Share


👍👍 Ben Vadasz and 4.7K others

Top Comments ▾

424 Shares

226 Comments

# Making visitors advocates



**bermuda**

bermuda With views like these, we're wishing the flight might last a little longer. 📸 @swimminglisa #GoToBermuda #windowseat


View all 26 comments

- loobyloo1302 @40simons
- instagraeham61 Absolutely stunning!
- emburns21 @britteburns did you take this one too?
- butterflykisses.101 My ❤️ belongs to Bermuda
- go.pre There's my house, the big one on the right!!!
- pufpen I remember how excited I was when we would be getting so close to landing in beautiful Bermuda!!! The best sight !!! 🥰🥰🥰
- alkeyy Next week on our cruise !!

6,804 views

OCTOBER 3

Add a comment



**bermuda**

bermuda When you were in Bermy the last time around, who made your trip better than you expected? Tell us your stories of the people you met out here and how they made your trip special!

#GoToBermuda

Load more comments

- stronger\_than\_i\_think @val\_sunsetlove r\_furtado 🥰🥰
- countrylauraoc Everyone I've ever met there but especially all the Staff @princessbermuda 🥰
- kelseylee30 @cindybda 🥰🥰
- lizwobbie08 AirBnB hosts at Natalia House!
- sarahmdeis @pierre\_c\_21 @maggiewoodward

1,139 likes


OCTOBER 26

Add a comment...


# Mosaic




# Engagement

 **Bermuda Tourism (Default)**  
Published by Socialbakers.com [?] · September 3 · 🌐

Taken the ferry in Bermuda? Where did you go and what advice do you have for other travellers?  
👤: @way2xclusiv on Instagram

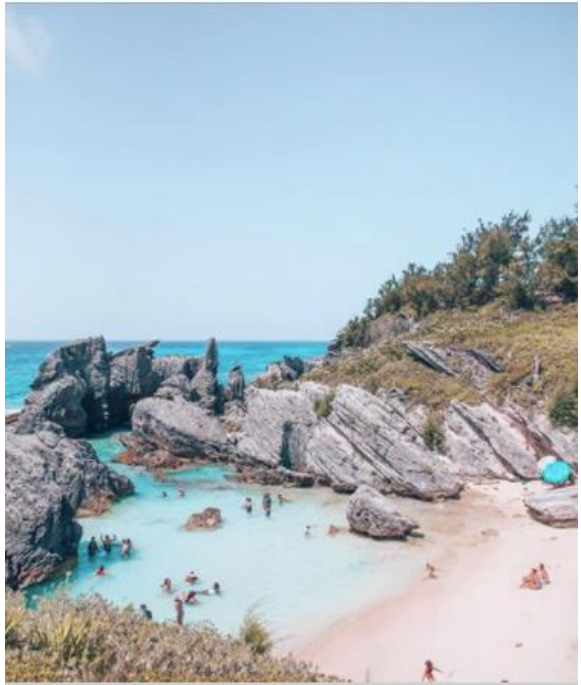


The video player shows a scenic view of a coastal town, likely St. George's in Bermuda, seen from a boat on the water during sunset. The sky is a mix of orange and yellow, and the water reflects the light. The town's buildings and a church spire are visible in the background. The video player interface includes a play button, a progress bar, a timestamp of -0:07, and icons for settings, full screen, and volume.

 **Bermuda Tourism (Default)**  
Published by Socialbakers.com [?] · August 14 · 🌐

This week, we're all about celebrating all of our Bermudaful beaches. Have some opinions about which one is the best? Share photos and tell us why in the 'battle of the beaches' that might be happening in the comments below.

👤: The Wandering Dreamer



The photo captures a beautiful beach scene with turquoise water and a sandy shore. The water is crystal clear, and several people are seen swimming and sunbathing. The beach is bordered by large, dark rocks, and the sky is a clear, bright blue. The overall atmosphere is one of a peaceful and scenic coastal destination.

# Engagement



**bermuda**

bermuda Need to cool off after adventuring through Tom Moore's Jungle? Enter: Bailey's Bay Ice Cream Parlour! We're going for a few scoops of Dark 'n Stormy and Rum Raisin, how about you? 📷 @tararielle #GoToBermuda

aerolvr Yum yum. And huge hot dogs 🍔

mpdcustomgolf Love that place!

kat\_\_217 ❤️❤️❤️❤️

day\_411 @mattiemac22

kdmessina Would love an almond milk choice for those of us lactose intolerant. Been going there since I was 9. 💕

90rafaelferreira @carolproiete Go to Bermudas 🍦🍦

cinerrella0929 Was there in September. Went to the swizzle across the

❤️ 💬

**1,210 likes**

2 DAYS AGO

Add a comment...

# Quality engagement



**Michael Pfeffer** Literally everyone we encountered were just so warm and friendly but there is one instance that stands out. We have a little tradition of purchasing a doll that represents the culture of the place we are visiting, for our daughter. We hadn't come across what we were looking for yet but just by chance while riding the bus, I looked out at a small shop that had Gombey dolls in the window. We got off the bus at the next stop and walked back to the shop. When we arrived, we discovered that the shop was closed and wouldn't reopen until the next day (when we were scheduled to return home). Suddenly, a gentleman appeared from the rooftop apartment above and called out to us as we were walking away. He asked us how we were and if he could help us. We explained our situation and he asked us to wait just a moment. A few minutes later, he came back saying that he had just called the owner of the shop and she gave him permission to open it just for us. We were blown away! This never would have happened back home but he let us in and we got the doll to bring to our daughter back home. He was so polite and friendly and we shared stories of home. He makes trips to my hometown every summer! Bermuda on its own is unbelievably beautiful but the real treasure are your people. Bermy, we will love you always!


[Like](#) · [Reply](#) · [Message](#) ·  10 · October 26 at 11:31am




**Bermuda Tourism**  Thank you for sharing this warming story! Do you have a pic of the Gombey doll?

# Quality engagement


 **Lois Lang** We were doing a walking tour around a fortress and came out the path to find a fenced yard with 3 wonderful children playing. They quickly said "Welcome to Bermuda" We chatted and they wanted to know where we were from etc. We were looking to have lunch so asked them to suggest a good place. We had a wonderful lunch and even returned to have lunch again another day! Only regret was we didn't dare take their pictures even though we would love to have done so!

[Like](#) · [Reply](#) · [Message](#) ·  1 · October 26 at 3:54pm · Edited


 **Eraina Pope** I lived in Bermuda 🇧🇲 for 4 years in Pembroke. I'd have to say my neighbours are some of the nicest people that I have ever met. Nearly everyone I met was nice. I was suspicious when strangers greeted me in the street as coming from Sydney & London this was not the norm for me. I remember attending our 1st Bermuda day. It was rainy & we didn't have a car 🚗. We decided to walk to Hamilton. A lovely couple stopped & offered us a lift, even though they on,y had a small car 🚗. There were 3 of us + a pram & bag full of baby stuff.

I always have fond memories of Bermuda 🇧🇲 & would like to return one day. I absolutely love watching the Gombey troupes.


[Like](#) · [Reply](#) · [Message](#) ·  1 · October 26 at 2:10pm

 **Ron Soupy Sayles** Met a girl at the jewelry store at Dockyard named Sue 2 years ago. Kept intouch over the year and got together when we went back this past May.Heading back in May and hope to see her again. Also Steve at Coco Reef Resort was real helpful. Remembered us from previous visit.

[Like](#) · [Reply](#) · [Message](#) ·  1 · October 26 at 8:40pm

 **Johnny Hester** While on a cruise there in early October, our group went to the Frog & Onion Bar, which was already on our to-do list, and fell in love with Sylvia, maybe the best waitress in the world! She told us how she came to be in Bermuda all the way from Slovakia. Gave us tips on the best beaches and cliffs to jump off of. Kudos to you, Sylvia, you'll always be in our memories when we remember a great trip to your beautiful island

[Like](#) · [Reply](#) · [Message](#) ·  1 · October 27 at 5:42am

 **Caryn Andreani** all are friends in Bermuda. Bartenders are always a favorite on vacation, and although it was some years ago, Claude our server at Sonesta Beach always spoiled us. I love Bermuda. Will forever treasure my wedgewood, crystals, and fine linens. Still have unopened bottles of Bermuda Gold...are they even still good? 30 yrs lol

**your\_leo\_girl\_2017** I took the ferry to Hamilton and enjoyed every bit of it. I'm happy I didn't sit inside. The view is the best when you stand on the edge of the ferry overlooking at everything. ✕

**luxurydestinationtravel** Take the ferry as much as you can! Sit up top! Enjoy every single moment! It is incredible! Dockyard to St George is amazing!!! ✕

**jeremybarris** Bermuda,what a beautiful place ✕

**kaleyg17** Took the ferry to Dockyard with our bikes and then rode back to st George's. Good way to see the island but not get exhausted! ✕

**p.bloch** Take inner harbor ferry-- unusual and beautiful ✕

**twizabelle** Took the ferry from Hamilton to Dockyard and vice versa ✕



# Inspiring visitors



**bermuda**  
Swizzle Inn Bermuda

bermuda Swizzle Inn, Swagger out.  
📷 @baekstage

Load more comments

kjcx0 @bermuda I am going this Friday and kind of nervous your comment by saying all safe makes me feel better ✕

kmdolina Missing this place 😞 ✕

cinerrella0929 Loved it!! I would love to be there for October fest ✕

bermuda @adamlouisk82 Nope..#OutHere it is definitely swagger.. 😊 ✕

bermuda @danersk Let the party begin! Have fun!. #GoToBermuda ✕

bermuda @corkycurtiss Yes, Bermuda was not affected by the hurricanes that hit our Caribbean family to the south of us. ✕

bermuda @mare\_bear0307 We like how that sounds! Need help making plans? ✕



3,275 likes

SEPTEMBER 22

Add a comment...



# Storytelling



**Jessica Mills** Can someone tell me why the houses are all pastels? I know there is a reason, I just can't remember.

Like · Reply · Message · 1 · October 18 at 9:15am



**Bermuda Tourism** Hi Jessica! The colours of our homes follows a tradition that started when settlers came to the island in the 17th century and used limewash to finish their structures. Read more about it here <http://www.gotobermuda.com/.../the-art-architecture...>



## The Art & Architecture of Bermuda's Amazing Homes

Bermuda's natural assets – pink-sand...

GOTOVERMUDA.COM

Like · Reply · Remove Preview · 4 · Commented on by Jennifer Ryan Heitzmann [?] · October 18 at 9:25am



**Annemarie DiPietro** Bermuda Tourism where do I get some sample colors to take home with me so I can paint NY, Bermuda. lol funny thing is I actually did ask a few people where to find a paint store .

Like · Reply · Message · October 18 at 7:04pm



**Simone Simone** I saw on the travel network that back in the day the mayor of Bermuda told the ppl that looking at all the white houses gave him a headache and said that all houses should be painted in pastels, come to find out he owned the only paint store on the island!

Like · Reply · Message · October 18 at 8:09pm · Edited



Practical takeaways



Like Bermuda

Instagram - @Bermuda



**Follow Bermuda**

Twitter- [@Bermuda](https://twitter.com/Bermuda)



**Engage with Bermuda**

**Facebook - [www.facebook.com/bermudatourism](http://www.facebook.com/bermudatourism)**

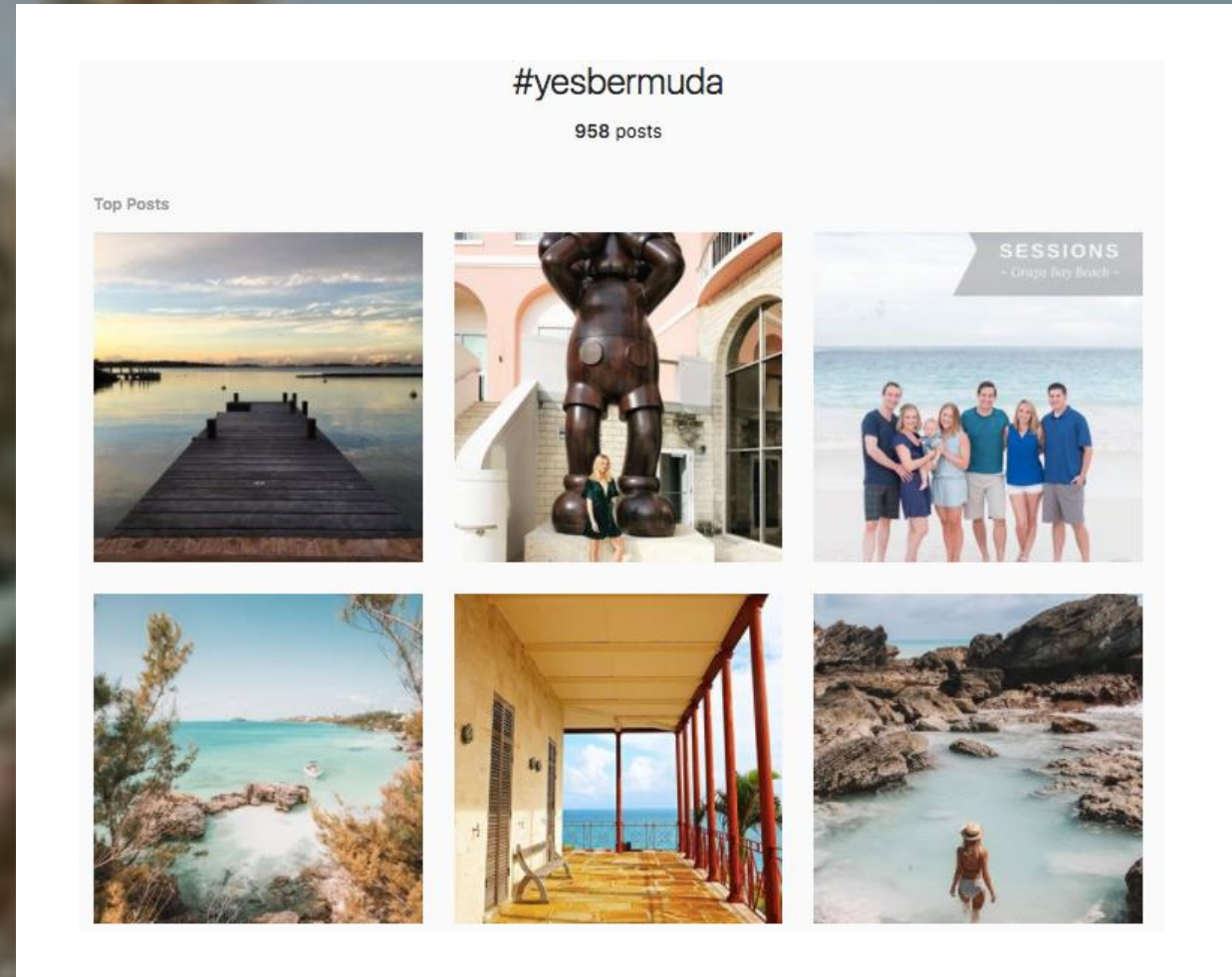


Share with Bermuda

#GoToBermuda

# Photo content

- #YesBermuda
  - This hashtag is used to source images.
  - When we see images we like, we engage and ask people to reply with it.





# Photo content



christoffah • Following  
Royal Naval Dockyard

nappiness, support and love. Cheers to a truly enchanting day! Love you both dearly. ❤️👉👈 (more pics to follow) xo @ninacott @pfroncioni #LovelsInTheAir #wedding #bermuda #ahhbermuda #YesBermuda #gotobermuda #bermudatourism #love #magic

crispiesconchoco ❤️👉👈❤️

ninacott Absolutely amazing Chris! Love you friend! ❤️👉👈

nicolamorganhiles Well said sunshine 🌞

bermuda Absolutely amazing shot! Dockyard looks soooo cool from this angle. If you own this image would we be able to share it on our channels? Reply with #YesBermuda to give us permission.

christoffah @bermuda #YesBermuda 🌞❤️



194 likes

OCTOBER 30

Add a comment...





# #YesBermuda

To give us permission to use  
your photos, tag them with  
#YesBermuda

---

You can only give us  
permission to use photos  
that you own.

---

We will always credit you by  
tagging your account.

---

# #YesBermuda



**bermuda** Now this is what we call rush hour. 📷@KSwatersports #GoToBermuda  
**ckennedypics** Smiley was the best tour guide! We were there from the Princess Bermuda last Saturday! Awesome!  
**0318matt** Beautiful!  
**sthornley10** @kthorns\_ remember hitting the waves and sending it?? So fun! @bermuda can't wait to come back  
**life.stylemodels** 😊  
**cinerella0929** I could get used to that type of rush hour  
**selectabluebell** 💙



1,199 likes

OCTOBER 14

Add a comment...



**bermuda** What would you rather rent on your next vacation: A Twizy from @currentvehicles or a boat? #MovedByCurrent #GoToBermuda

Load more comments

**corry318** @bermuda we're coming in December for the 1st time; we want to rent a boat and a maybe a twizy 😊  
**barbaraannalleyne** Boat  
**wendyllynne1960** twizy 💕💚



5,792 views

OCTOBER 27

Add a comment...



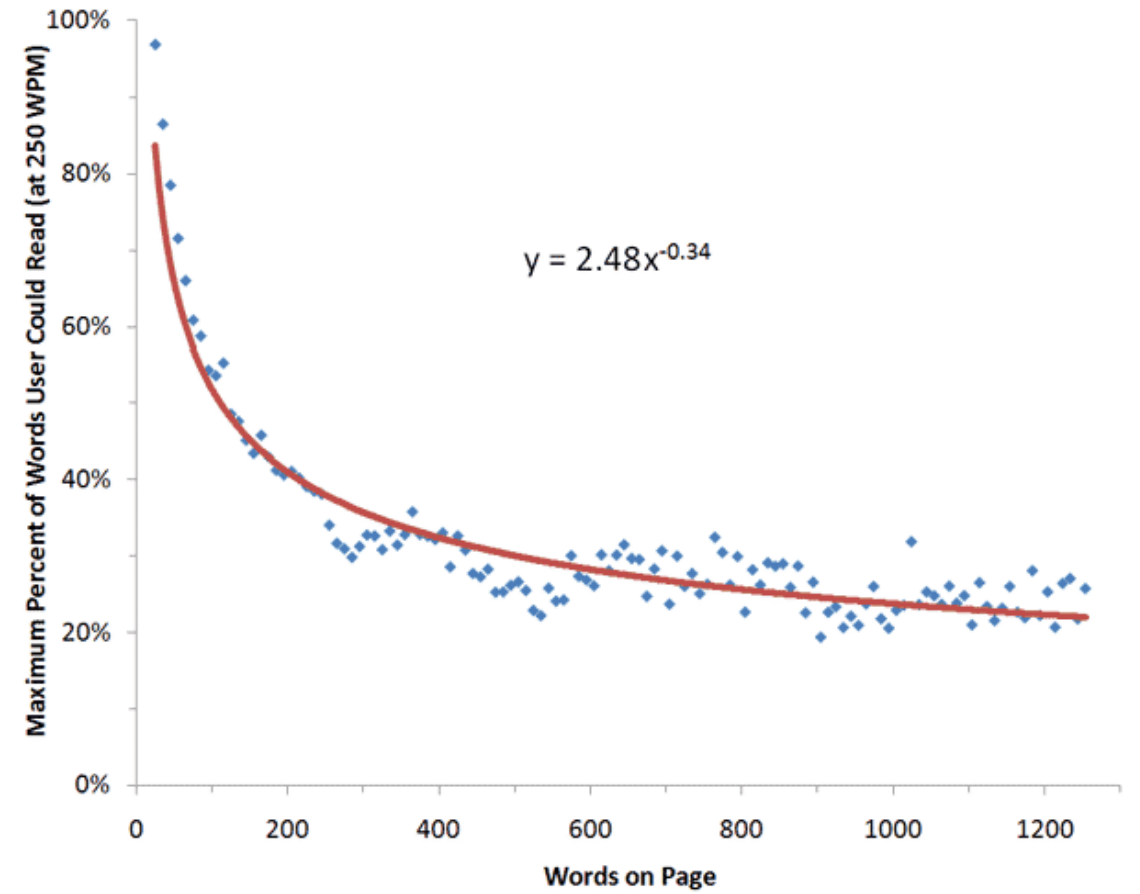


Encourage social sharing

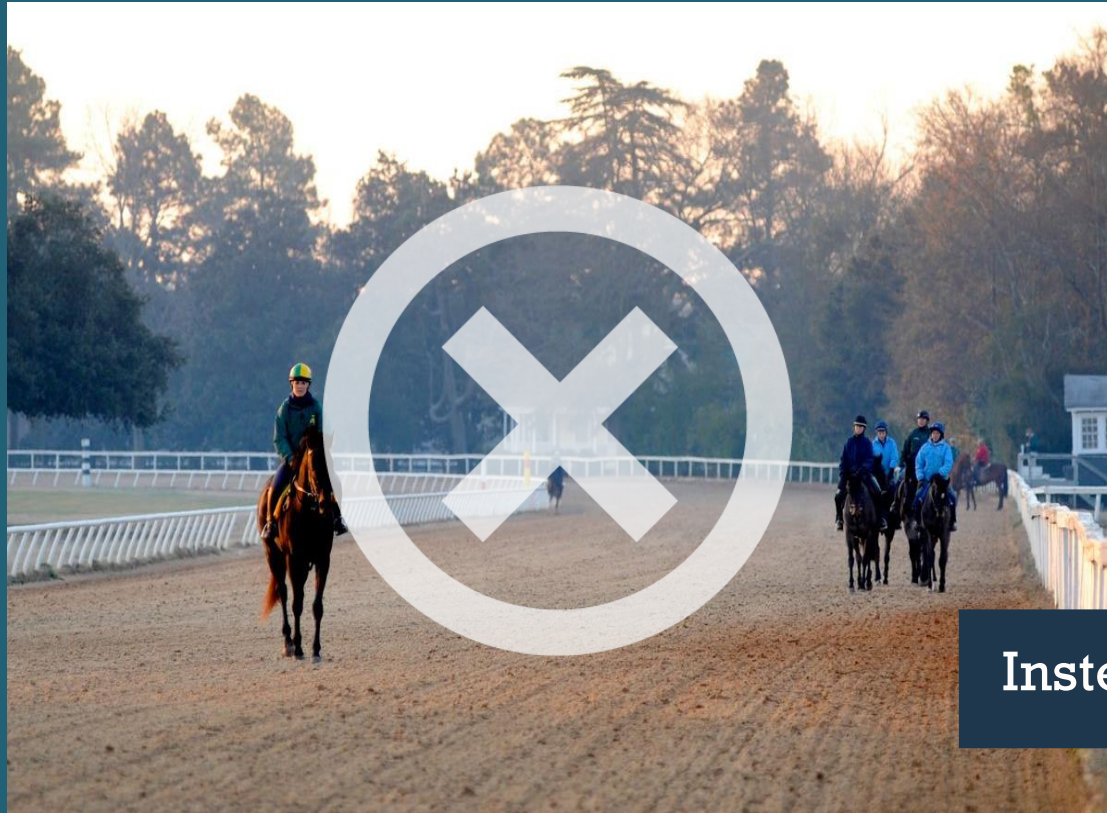


Encourage positivity

# Be short



# Be bright



Instead



# Be bright



Instead









# Takeaways

Be authentic



Engage with Bermuda



Be human



Engage your audience



Have fun



# Thank You! Questions

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**Aaron Nissen**

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