

“We have a whole ethos around making Bermuda an easier destination, not only to get to, but to sell”

Tracy Berkeley, Interim CEO, Bermuda Tourism Authority



It's an exciting time for Bermuda as we have now scrapped all entry requirements from the UK as well as launching a daily

direct service from London Heathrow to Bermuda's L.F. Wade International Airport, beginning March 26, 2023.

We're also promoting our new Lost Yet Found campaign, which showcases the destination from Bermudians themselves.

Our people want to give visitors a local experience. It's not uncommon to be invited

to someone's house or to a raft-up where locals link boats for an on-the-water party.

We also have year-round sunshine, beautiful beaches, pristine marine life, a vibrant culinary scene and a great historic tapestry that people can discover on their own, through a tour or just by talking to locals on the island.

Moving forward

We haven't been as present in the market as we should have been, so one of the things that we're looking to do is build on that and create frictionless travel. We have a whole ethos about making Bermuda an easier

destination, not only to get to but to sell. We sometimes get lumped into being a Caribbean destination, but Bermuda is a boutique island and very unique.

There's also the opportunity to sell Bermuda as a twin-centre destination with New York, which is a 90-minute flight away. We're encouraging people to have that shopping experience in the city and then come to Bermuda to decompress and relax.

And for the eco-conscious traveller we have a Living Reefs Foundation which educates visitors on our conservation and sustainability efforts. We're also focusing on Blue Tourism into 2023. gotobermuda.com

ADVERTORIAL

Luxurious highs

Guests staying on Level 45 or above at **Conrad Abu Dhabi Etihad Towers** are now part of an elite members club

Conrad Abu Dhabi Etihad Towers, the stylish and enrapturing destination in the heart of the UAE Capital, is proud to further strengthen its position as a Forbes Five Star hotel by unveiling a new elite lifestyle space.

Launched on October 15, 2022, Level 45 is an ultraluxe floor exclusively reserved for hotel guests who have booked one of the luxurious "Level 45" executive guestrooms or luxurious suites.

Adding to the hotel's award-winning array of dining destinations, bars, lounges and leisure experiences, the private escape takes luxury to even greater heights. Presenting a fusion of first-class services, panoramic views, world-class cuisine, state-of-the-art business and leisure facilities and

exceptional cocktails and refreshments, the new club ensures that every Level 45 guest experiences an extra special and unforgettable holiday or business trip.

Those staying on Level 45 can enjoy suites complete with views over the azure waters and striking skyscrapers of the Abu Dhabi Corniche, as well as amenities such as ultra-soft and embroidered Level 45 robes and slippers. Meanwhile, every stay is made even more blissful with access to a dedicated guest experience team, and unlimited opportunities to relish in the peace and serenity of the private Level 45 member's club.

Level 45 guests are free to return to the new lifestyle space whenever they require a refreshment or a moment to recharge and revitalise. •

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