



Experience Investment Application Presentation

BERMUDA Δ

Lost Yet Found

BTA Purpose – Why are we here?

1. Promote Bermuda globally as a world-class destination in order to attract leisure and group travellers
2. Create jobs and opportunities for Bermudians
3. Generate economic activity for Bermuda by encouraging investment that will stimulate further tourism industry growth



Experience Investment Process

Create new, enhanced and authentic experiences

Bring more visitors to the island

Better satisfy visitors that are already in Bermuda

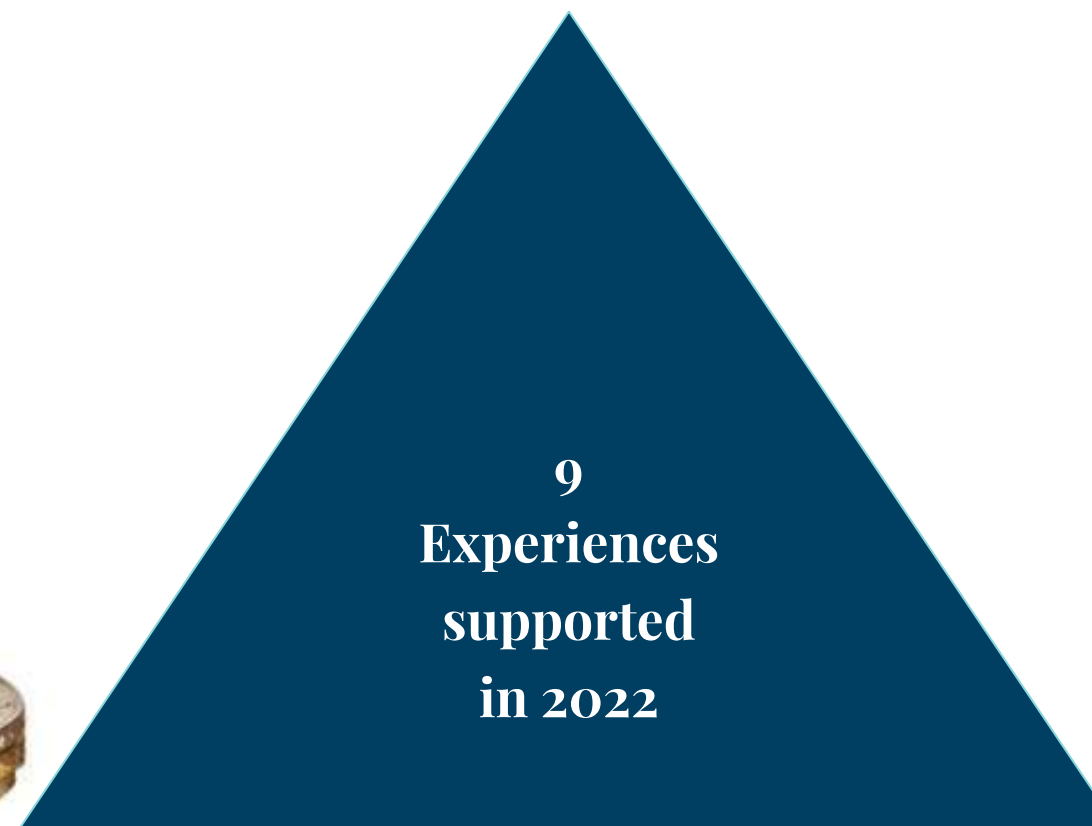
THE BTA IS LOOKING TO:

- Support visitor-focused experiences that elevate Bermuda's offerings
- Increase diversity and volume of experiences
- Educate and align products offered by partners
- Enhance year-round on-island experiences for target visitors
- Increase experience offerings during November - April



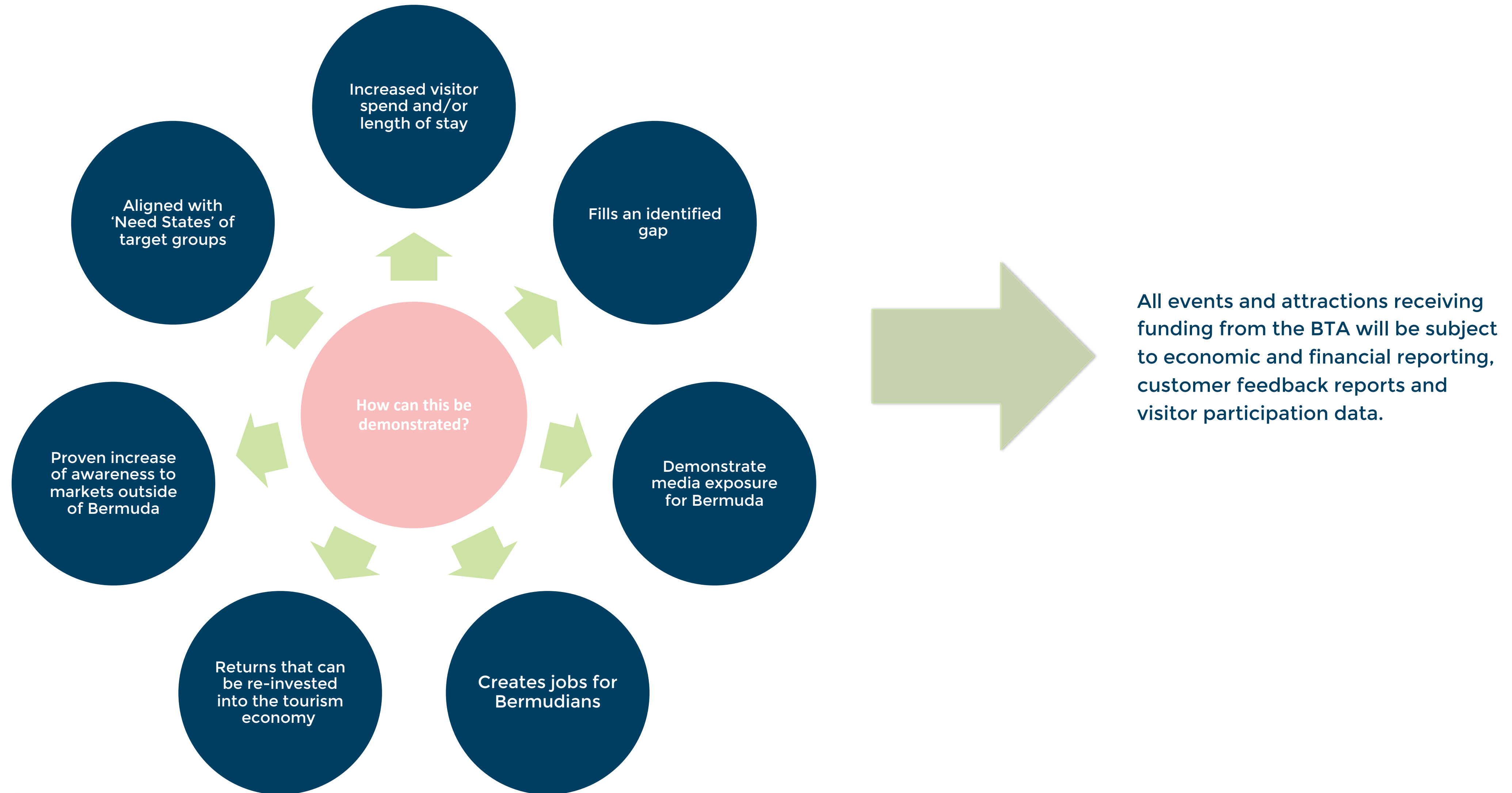
Funded Investments

Since inception, the BTA has allocated over **\$4M** to home-grown ideas that help enhance the island's collection of visitor experiences.



Return on Investment

All experiences should yield a Return on investment and have a direct impact on the tourism industry





Experience Development

- Execution and delivery around the product
- Perceived as great value for money
- Personalized, connects with the visitor
- Unique, differentiates Bermuda
- Things that create memories

Product

- Hotels
- Restaurants
- Beaches
- Infrastructure

Why Are You Here?

Are you filling a need for our target visitor segments?

Have you identified a way to do things better?

Have you identified a new experience or service that isn't on the market yet?

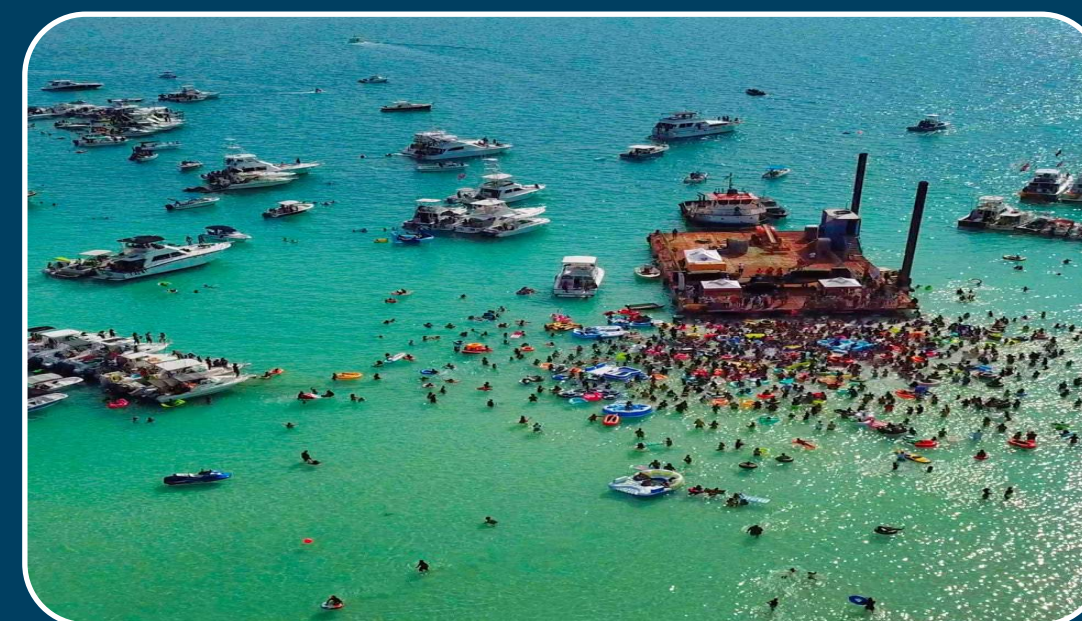
Case Studies



High
Notes on
the
Harbour



Hidden
Gems



Bermuda
Heroes
Weekend



Eettafel
Bermuda

High Notes on the Harbour:

What we liked:

- New experience that displayed Bermuda's rich culture in dynamic new way
- Enhanced visitors on-island experience
- Entertainment delivered in a unique way
- Transformed Bermuda's most known asset into a new offering
- Enhanced visitors al fresco dining experience

Proposal: To create a community atmosphere in the ole' Towne, while showcasing homegrown artists in an innovative way.

What could have been better:

- Multiple performances weekly
- Incorporating entertainment on alternative dates



Hidden Gems:

What we liked:

- Unique eco-tour offering that occurs year-round
- Enhanced visitors on-island experience
- The benefit of the increased exposure, through marketing support, to expand client base
- Online booking option

Proposal: Expand all-inclusive eco-tour offering by purchasing an additional vehicle

What could have been better:

- Utilizing funds for a capital expense fell out of the approved criteria
- Adding a NEW tour offering to compliment the all-inclusive eco-tours



Bermuda Heroes Weekend:

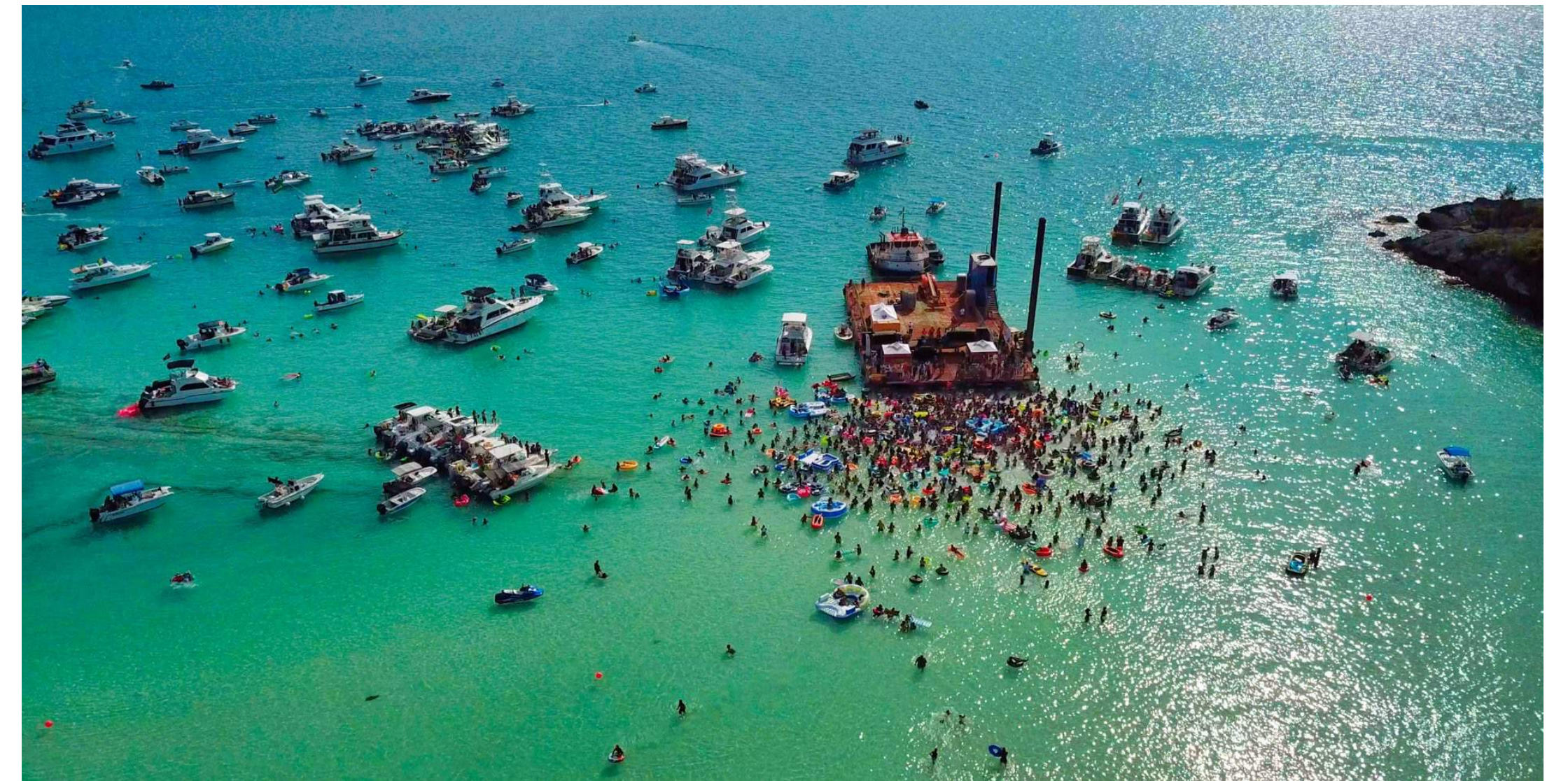
What we liked:

- Exposed Bermuda to a younger demographic
- New experience highlighting Bermuda's rich culture (water raft-up)
- Attracts visitors to the island
- Created opportunities for local entrepreneurs and stakeholders
- Provided overseas media exposure
- Repeat visitation to the island
- Online booking option

Proposal: To create Bermuda's first four-day carnival event featuring overseas and local revellers immersing in Bermuda's unique culture

What could have been better:

- Having BHW take place during a different time of year to address seasonality challenges



Eettafel:

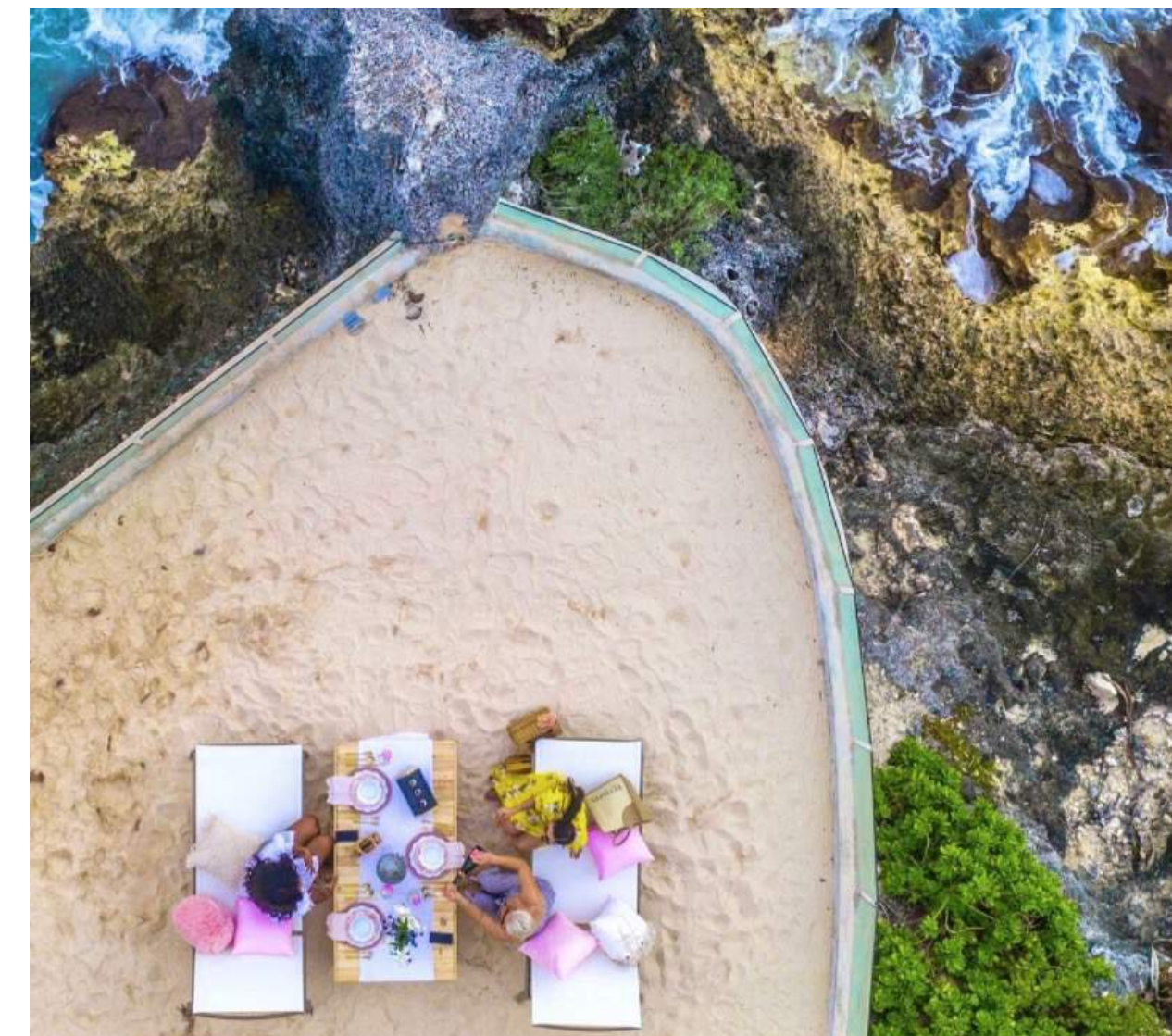
What we liked:

- Highlights a Bermudian food experience
- Thought outside the confines of the typical restaurant product; food service with 'no walls'
- Repurposing of natural assets

Proposal: To create Bermuda's first four-day carnival event featuring overseas and local revellers immersing in Bermuda's unique culture

What could have been better:

- Limited in scope, a niche enterprise
- Limited in initial marketing reach (Instagram only)



National Tourism Plan

National Tourism Plan Strategic Pillars

**AWARENESS &
RELEVANCE**

INFRASTRUCTURE

INNOVATION

YEAR ROUND



GREENER

LOCAL INVOLVEMENT

**TEAMS AND
GROUPS**

The Power of Partnerships

\$452-500m in visitor spend

We do this by getting more leisure visitors....

...to spend more money on-island

>700,000 visitors
(140,000 air + 560,000 cruise)

>\$678 on-island spend (avg per each visitor)
(\$1,800 for air visitors + \$250+ for cruise visitors)

Our focus is on air visitors and increased airlift and routes of airlift and routes

Support airlift / load factor goals

(Re)establishing BDA as a top destination

- Increase awareness of the destination
- Create greater partnerships and refine marketing reach with agencies
- Expand audiences from UK/Europe

Improve visitor experience

- Focus on key signature events that move the dial on visitation and local economic stimulus
- Support the enhancement of the visitor experience through curated, elevated experiences
- Partner with Transport Ministry for critical transport improvements
- Increase our Island's value proposition through consistent industry service levels

AMBITIOUS

BERMUDA Δ US LEISURE AIR VISITOR TARGETS

ADVENTURE SEEKER

FIT

Stylish

EDGY

DIVERSE URBANITES

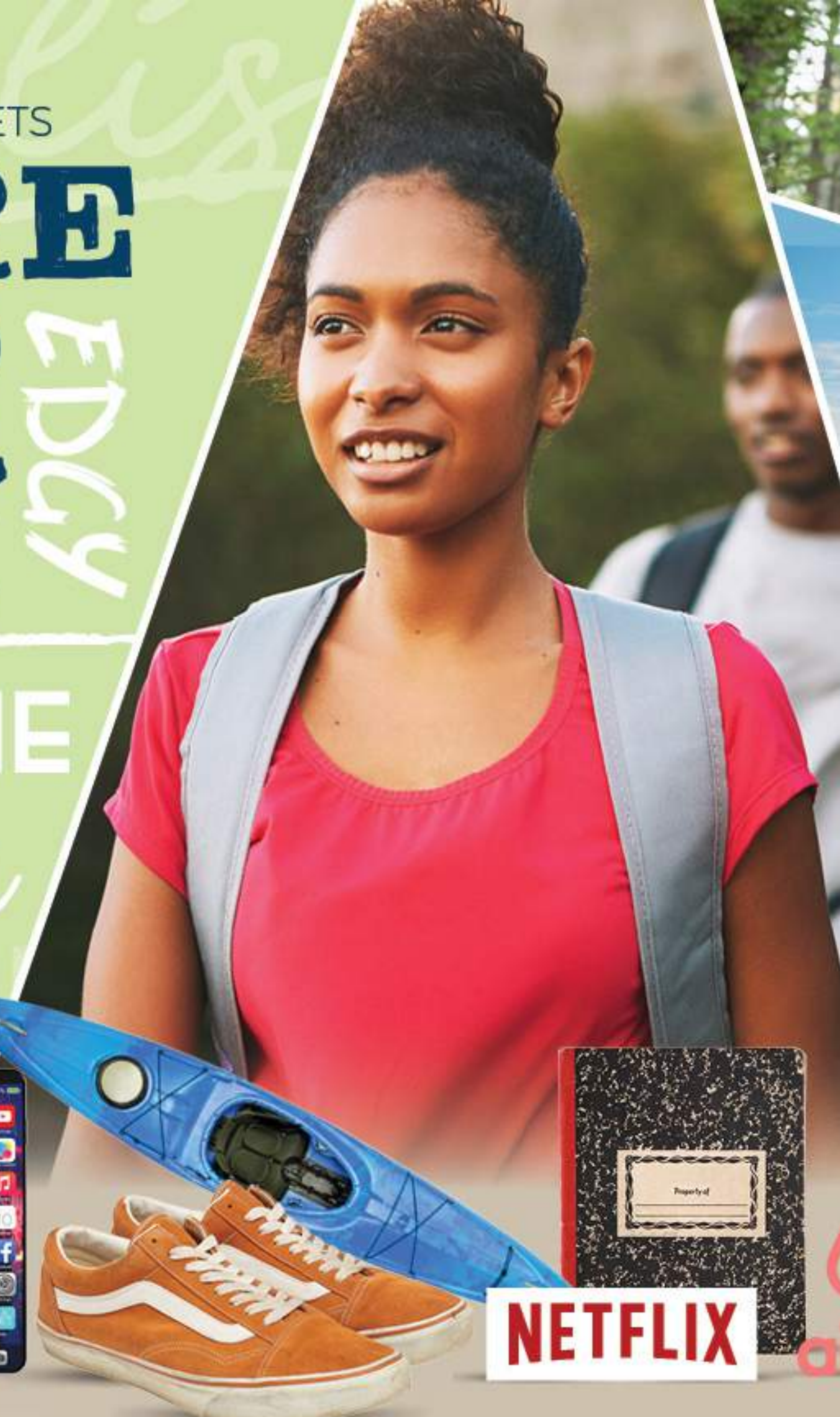
TECHIE

trendsetter

WHO ARE THEY?

- 18-34
- HH \$100K+
- SINGLE
- 4+ TRIPS/YEAR

ADVENTURE SEEKERS MORE LIKELY TO ↗



OPPORTUNISTIC ESCAPE

BERMUDA US LEISURE AIR VISITOR TARGETS

Experience cultured

ESCAPE ENTHUSIAST CITY DWELLER

indulgent SOPHISTICATED

CITY DWELLER Educated Savvy

- WHO ARE THEY?
- 25-44
 - HH \$100K+
 - COUPLES
 - 6+ TRIPS/YEAR



EXPERIENCE ENTHUSIASTS MORE LIKELY TO

BERMUDA Δ US LEISURE AIR VISITOR TARGETS

ACTIVE FAMILIES

Bonding

ORGANIZED

SPORTY

URBAN
SUBURBANITES

Active

ORGANIZED

WHO ARE THEY?

- 35-54
- HH \$160K+
- CHILDREN UNDER 18
- 6-7 TRIPS/YEAR

ACTIVE FAMILIES MORE LIKELY TO



BERMUDA US LEISURE AIR VISITOR TARGETS

Exclusive
JETSETTER
prestigious
Luxury badge-worthy
experiences

WHO ARE THEY?

- 30+
- HH \$250K+
- 6+ TRIPS/YEAR



ELITE JETSETTERS MORE LIKELY TO



DEPENDABLE Philanthropic

BERMUDA US LEISURE AIR VISITOR TARGETS

GOLDEN empty nesters

DEPENDABLE social

BOOMERS

Philanthropic

Laid Back

GUIDED exploration

WHO ARE THEY?

- 50+
- HH \$110K+

GOLDEN BOOMERS MORE LIKELY TO



NTP Objective:	<ul style="list-style-type: none"> • Build a clear view of our aspirational future for tourism and its effect on the island as a whole
NTP Vision:	<ul style="list-style-type: none"> • Bermuda will have a growing and balanced tourism business by 2026 • The NTP will enable, or be the catalyst for, change to boost the tourism industry

Success Indicators. By 2026...

	Who will come, and when		Attitudes towards Bermuda		Spend		Benefit to residents	
Bermuda will host 280,000 air arrivals (business + leisure) ¹	65% of our visitors will come in the non-summer (Sept-May) months Currently: 60%	8% of our leisure air arrivals will be Black visitors; Currently: 4%	>6% increase in our Brand Equity metrics among non-visitors of: Aware: 66%, Familiar: 34%, Consider: 27%	85% Definitely Recommend among visitors: from 81%	\$250 Spend (per person) of Cruise Ship passengers on Island	\$TBD Total spend of Yachts in Bermuda	>70% of our residents will support development of tourism in Bermuda, from 61% (composite variable)	(TBD) Create opportunities and partnerships to address industry employment capacity gap

Cities	FOCUS: New York City, Boston, Washington, DC, Philadelphia, Toronto
	NURTURE: Baltimore, Hartford, Atlanta, Chicago, Dallas, San Francisco

Target Visitors



















Need States

<i>Seeking Experiences</i>	<i>Adult/Couples Retreat</i>	<i>Family Fun & Bonding</i>	<i>Getaway</i>
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Strategic Pillars



Year-Round: Developing the right product

		FAMILY FUN AND BONDING	GETAWAY	ADULT/COUPLES RETREAT	SEEKING EXPERIENCE
WINTER	JAN, FEB, MAR	 WINTER/ SPRING BREAK			 DIFFERENT EXPERIENCES PER SEASON
SPRING	APR, MAY				
SUMMER	JUN, JUL, AUG				
FALL	SEP, OCT, NOV, DEC				

 IDEAL
  POSSIBLE
  UNLIKELY

Adventure Almanac

BERMUDA BY THE SEASON

AIR AND WATER TEMPERATURES (°C/°F)

21°/70° 19°/65°	21°/70° 18°/64°	21°/70° 20°/68°	22°/72° 20°/68°	24°/76° 22°/72°	27°/81° 26°/78°	29°/85° 28°/82°	29°/85° 29°/84°	29°/85° 28°/83°	27°/80° 26°/78°	24°/75° 22°/72°	23°/73° 20°/68°
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC

GOLF, TENNIS & SPA											
CRICKET SEASON <i>Ultimate Cup Match</i>											
HIKING & CYCLING THE RAILWAY TRAILS											
CLIFF JUMPING <i>Jumping off rocks</i> ROCK CLIMBING <i>Deep water soloing</i>											
HORSEBACK RIDING & DOGS ALLOWED ON BEACHES				HORSEBACK RIDING ON TRAILS							
GLOW WORM CRUISES <i>Once a month, 2 to 3 nights after the full moon</i>											
SUNSET CRUISES & BOAT RENTALS											
KAYAKING, STAND-UP PADDLEBOARDING, JET SKIING, PARASAILING & FLYBOARDING											
SAILING											
KITE SURFING											
DEEP SEA FISHING <i>Wahoo, yellowfin tuna, marlin in season June/July</i>											
SPINY LOBSTER SEASON <i>Lobster dive with locals</i>											
REEF & SHORE FISHING <i>Spearfish – Catch & cook with locals</i>											
BIRD WATCHING <i>Rare Cahow</i>		WHALE WATCHING									

UNDERWATER VISIBILITY (FEET)

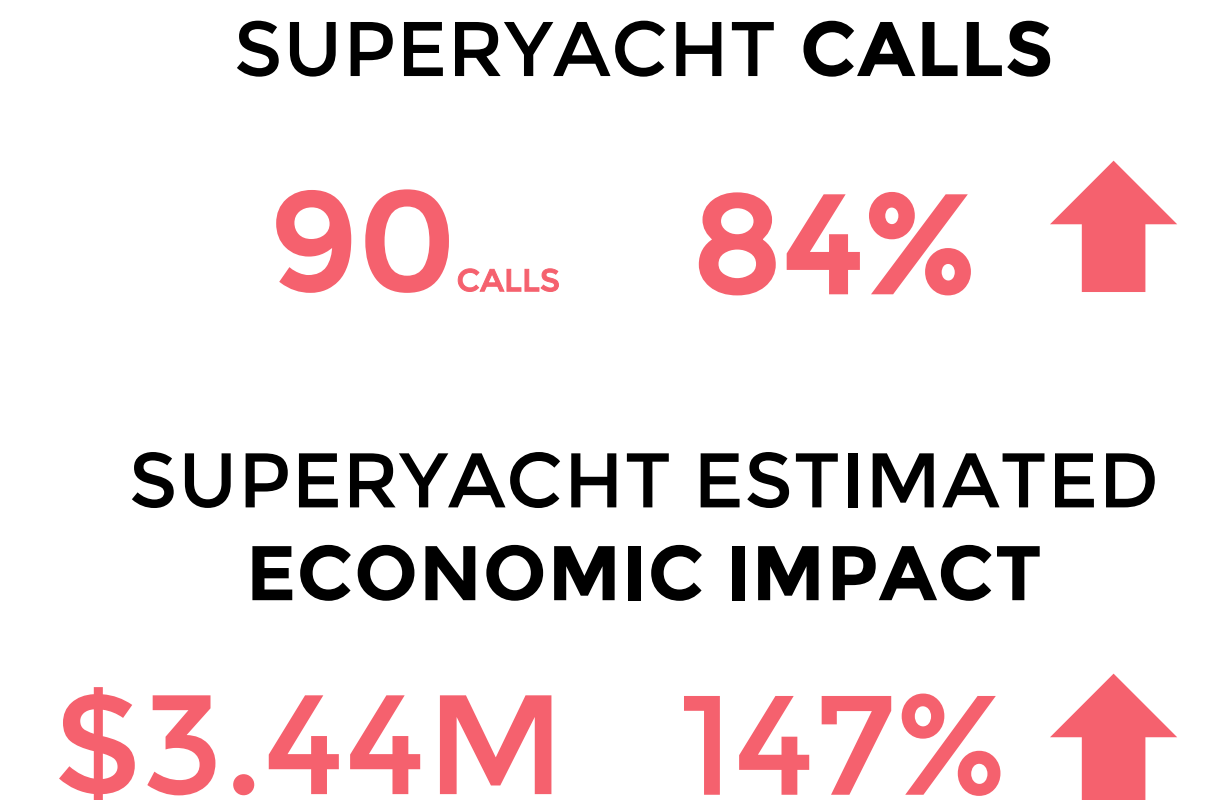
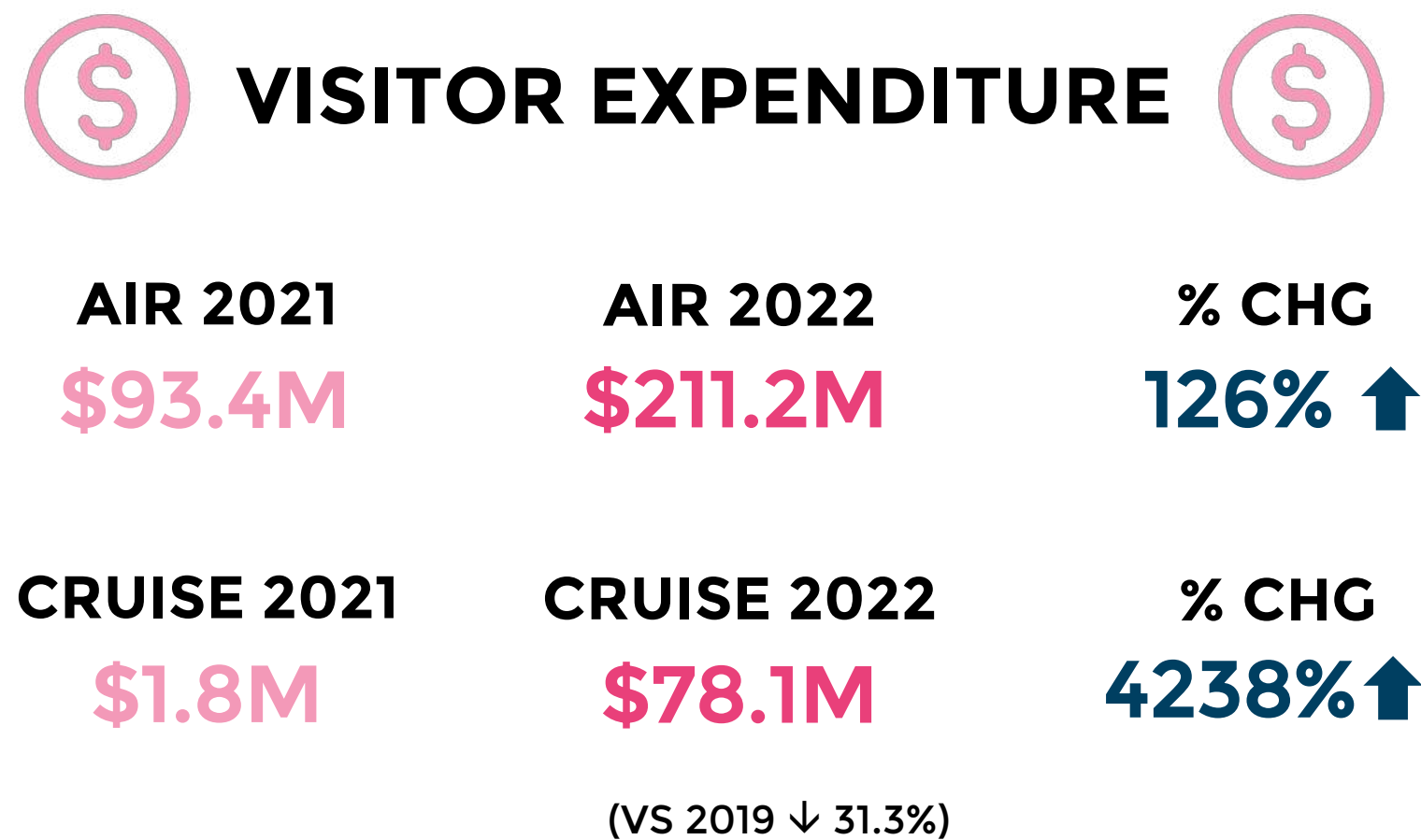
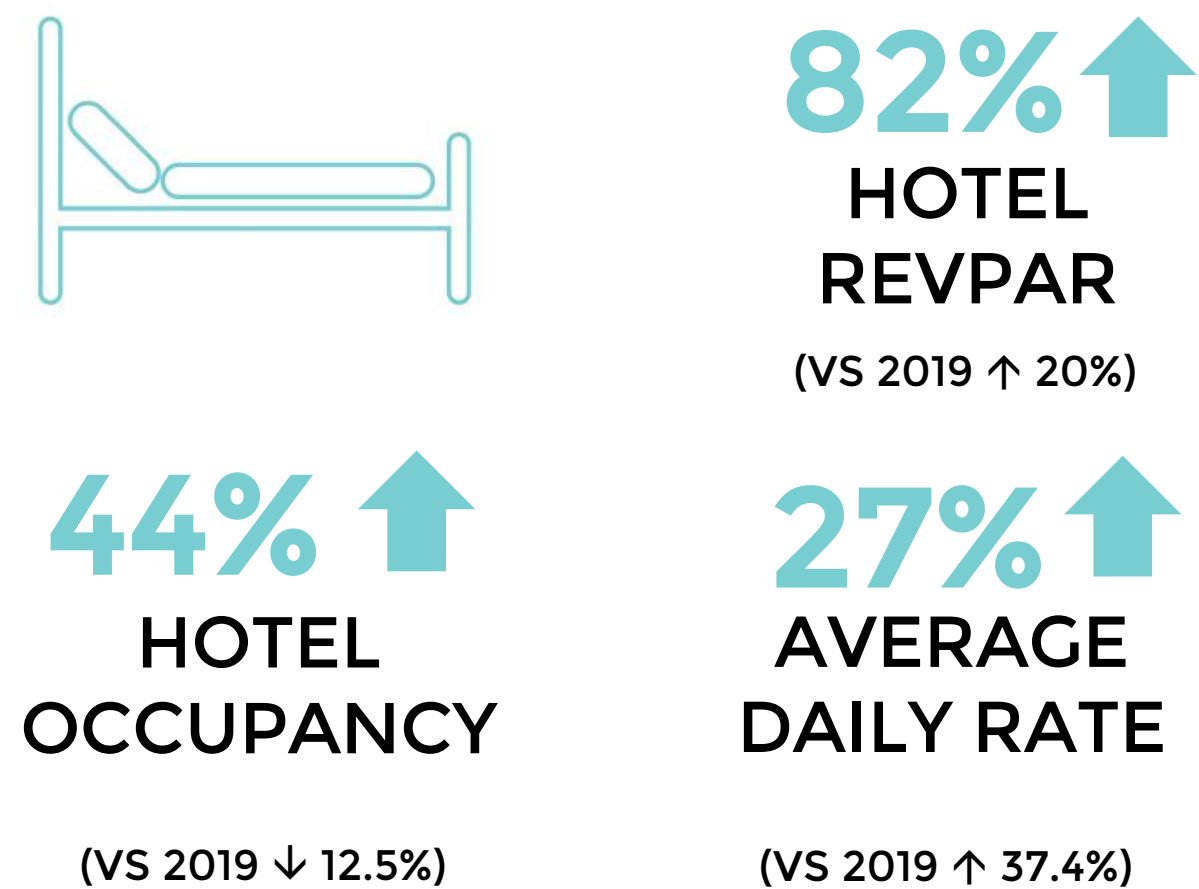
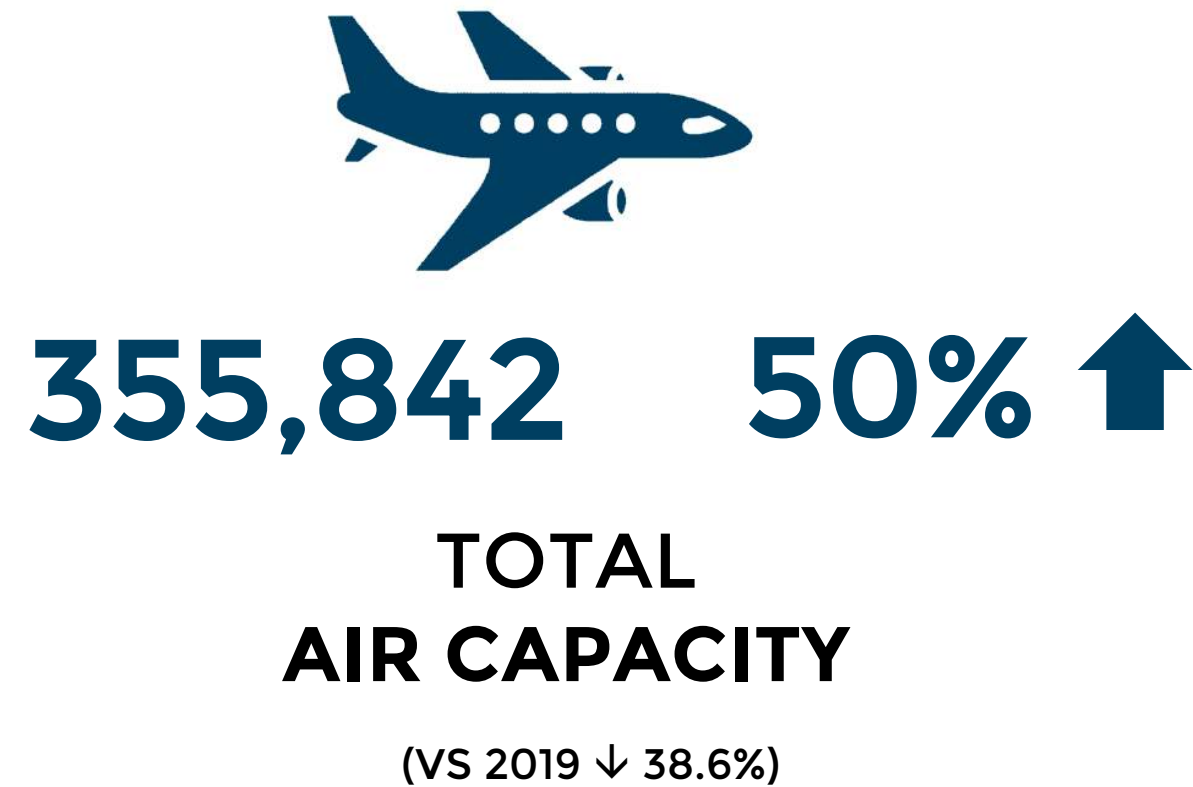
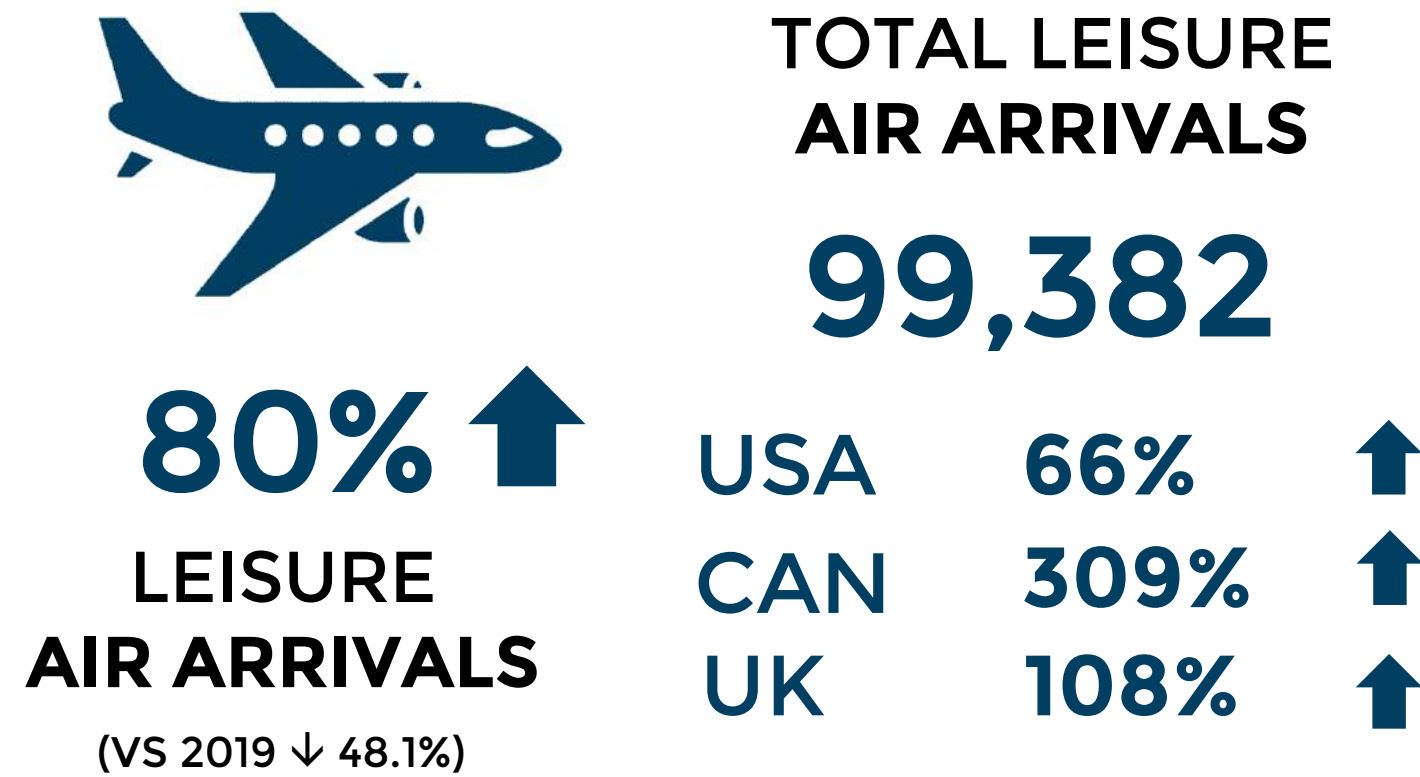
175'	175'	175'	175'	125'	100'	100'	75'	100'	100'	125'	175'
SCUBA DIVING <i>with wetsuit</i>				SCUBA DIVING							
SNORKELLING & HELMET DIVING											

°C/°F AVERAGE DAILY HIGH AIR TEMPERATURE
 °C/°F AVERAGE WATER TEMPERATURE

BERMUDA
 GoToBermuda.com

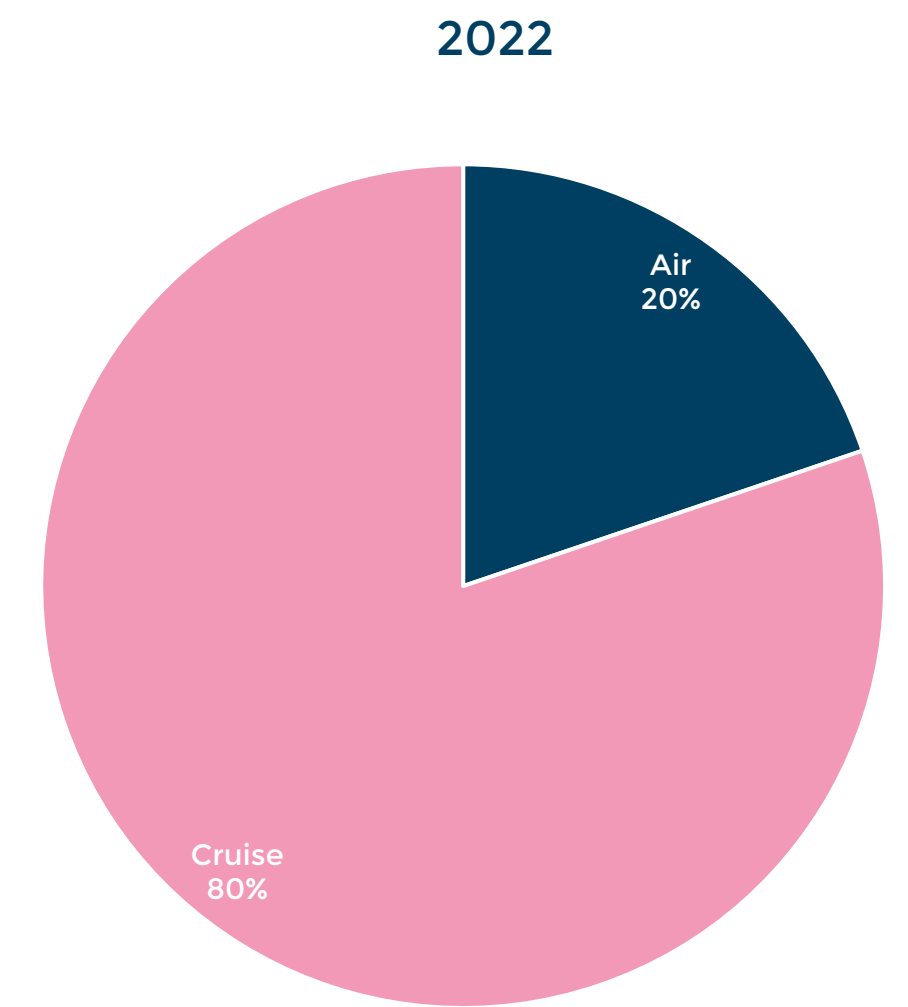
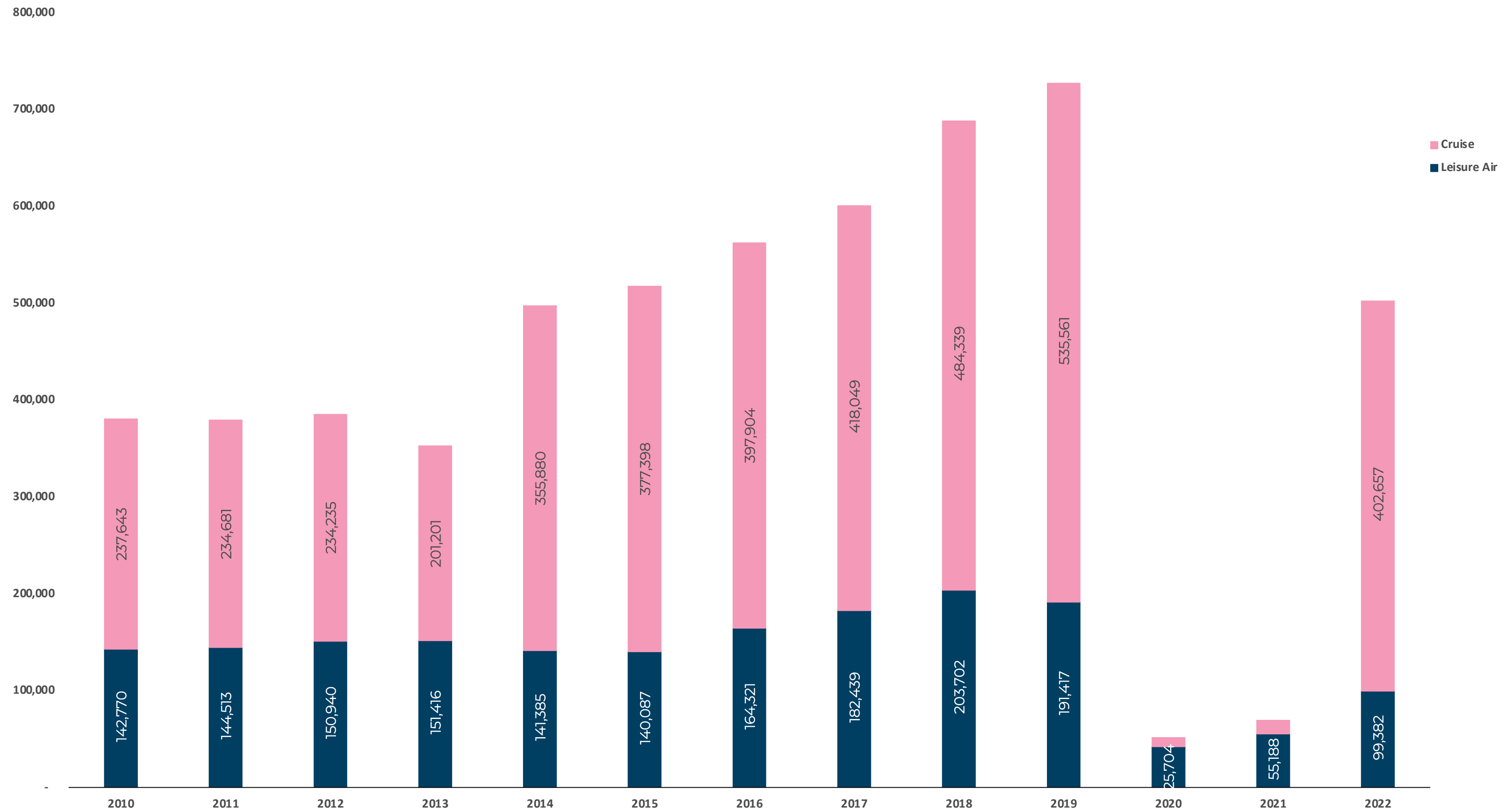
Executive Summary

PERCENTAGES ARE % CHANGE COMPARING 2022 to 2021

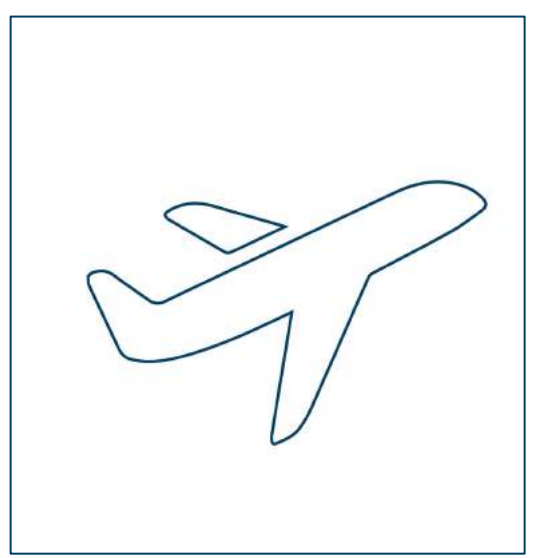


RevPAR = Revenue Per Available Room

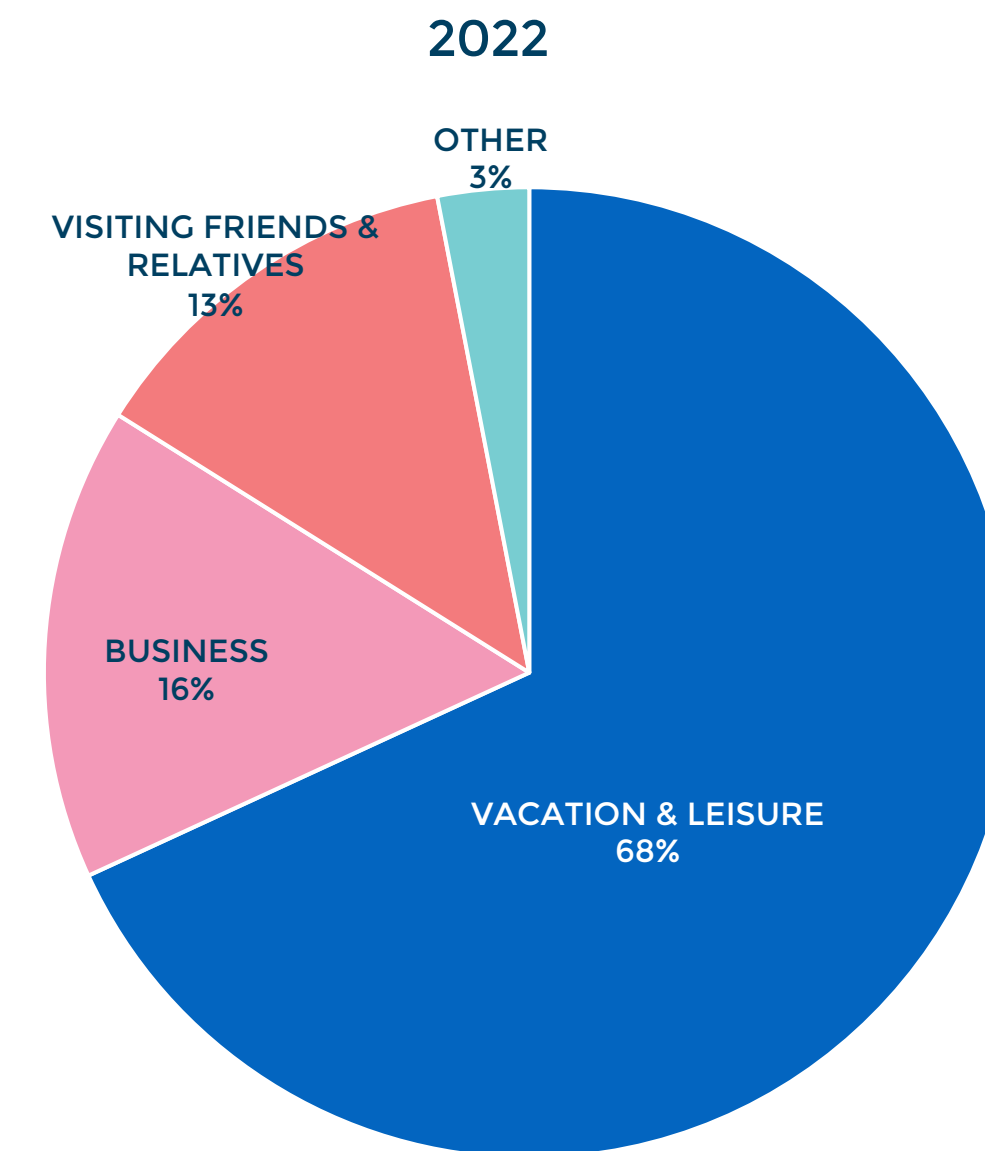
Leisure Visitor Arrivals



Total Air Visitors – Purpose of Visit

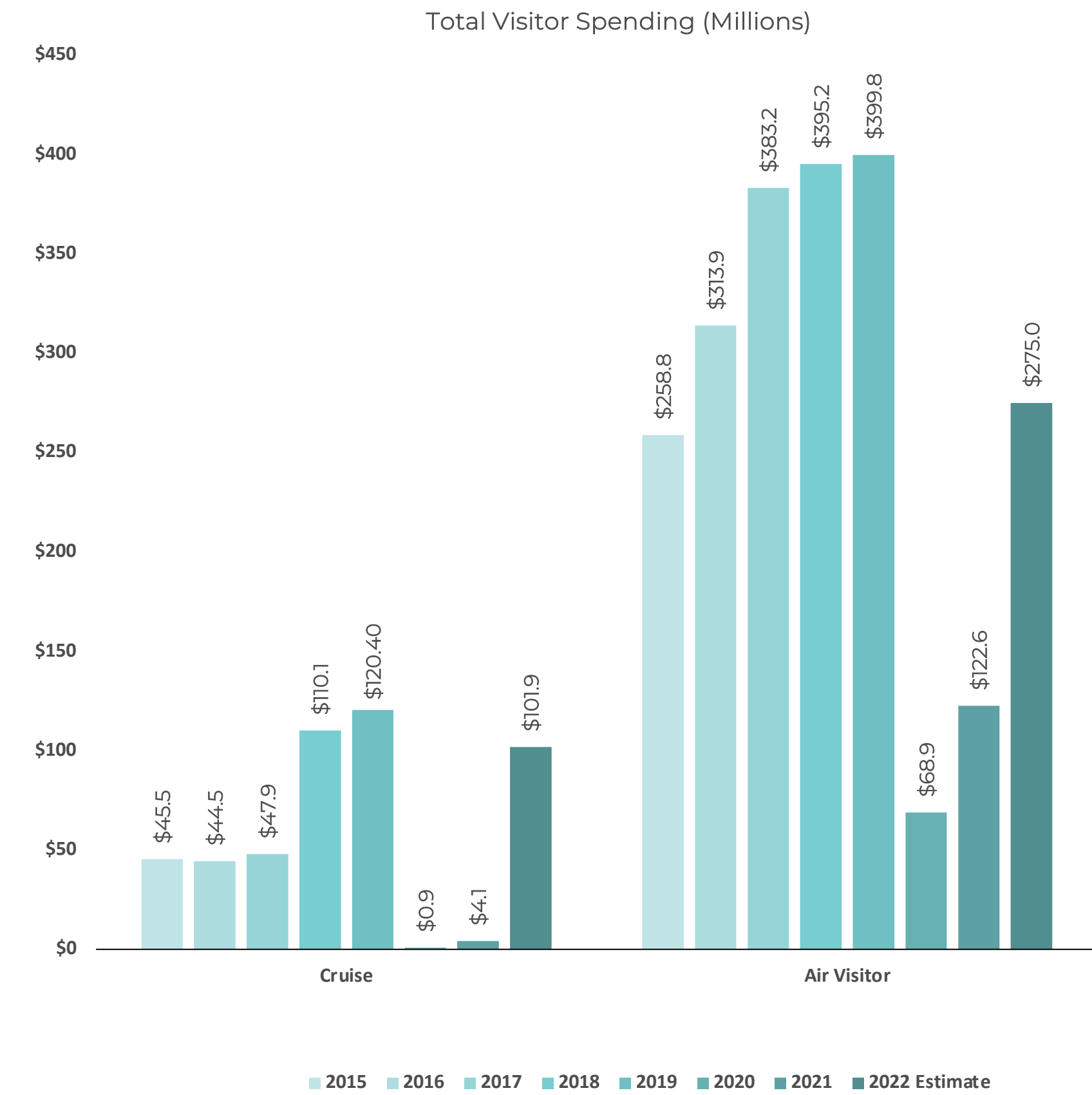
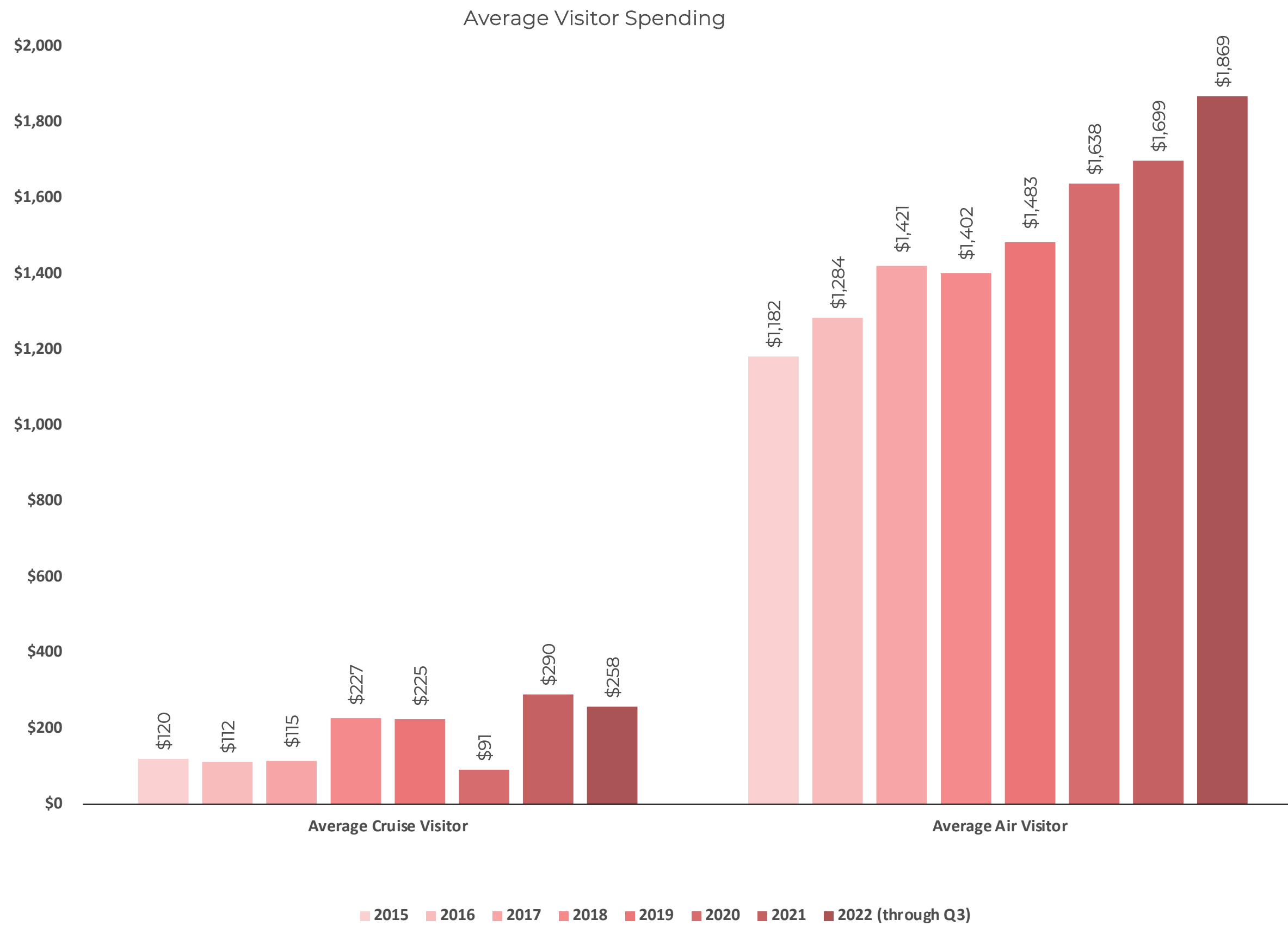


	2017	2018	2019	2020	2021	2022
Vacation/ Leisure	182,439	203,697	191,417	25,704	55,188	99,382
Business	48,089	46,644	47,285	9,367	6,136	23,018
Visiting Friends & Family	34,774	29,014	27,751	6,266	9,916	19,028
Other	4,274	2,532	3,025	734	913	4,437
TOTAL	269,576	281,887	269,478	42,071	72,153	145,865



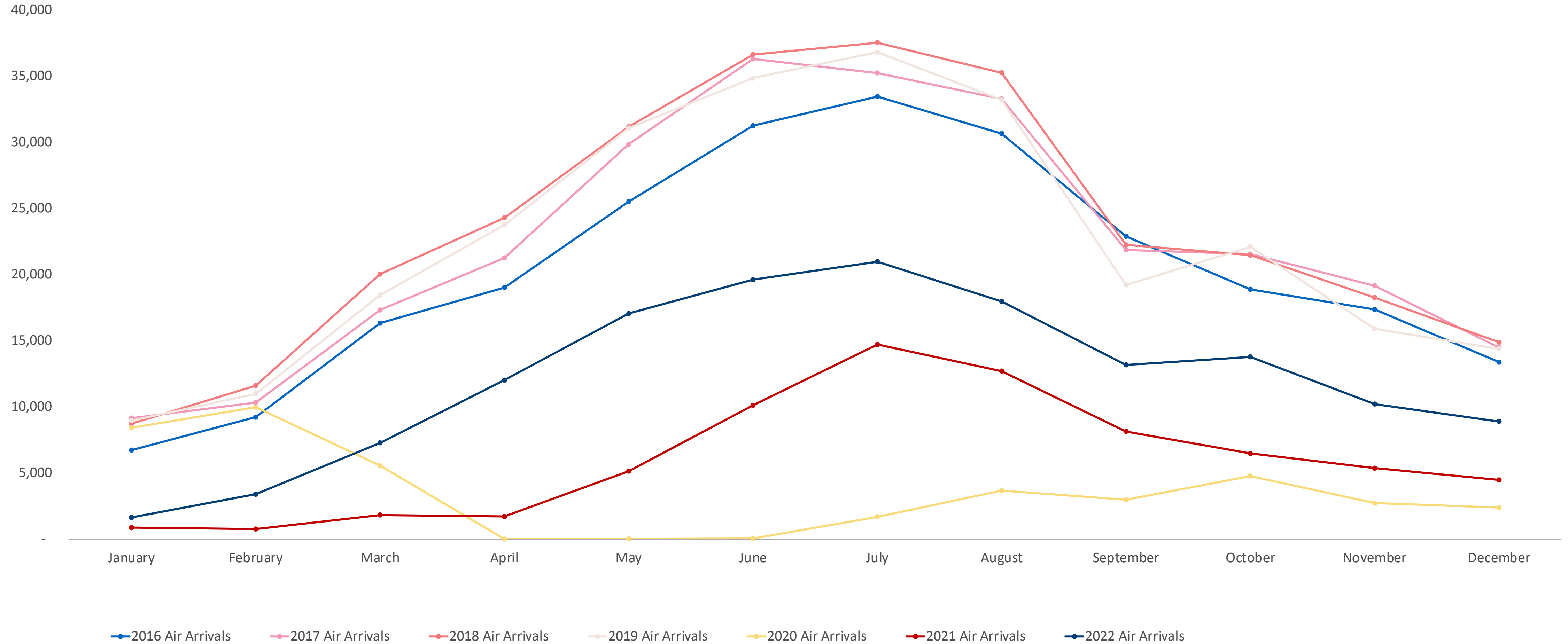
Air Vacation & Leisure Purpose of Visit = Vacation, Destination Wedding, Sporting Event, Concert/Festival/Carnival or America's Cup Spectator/Vacation. Source: Immigration Landing Cards

Visitor Spending



Bermuda is Seasonal

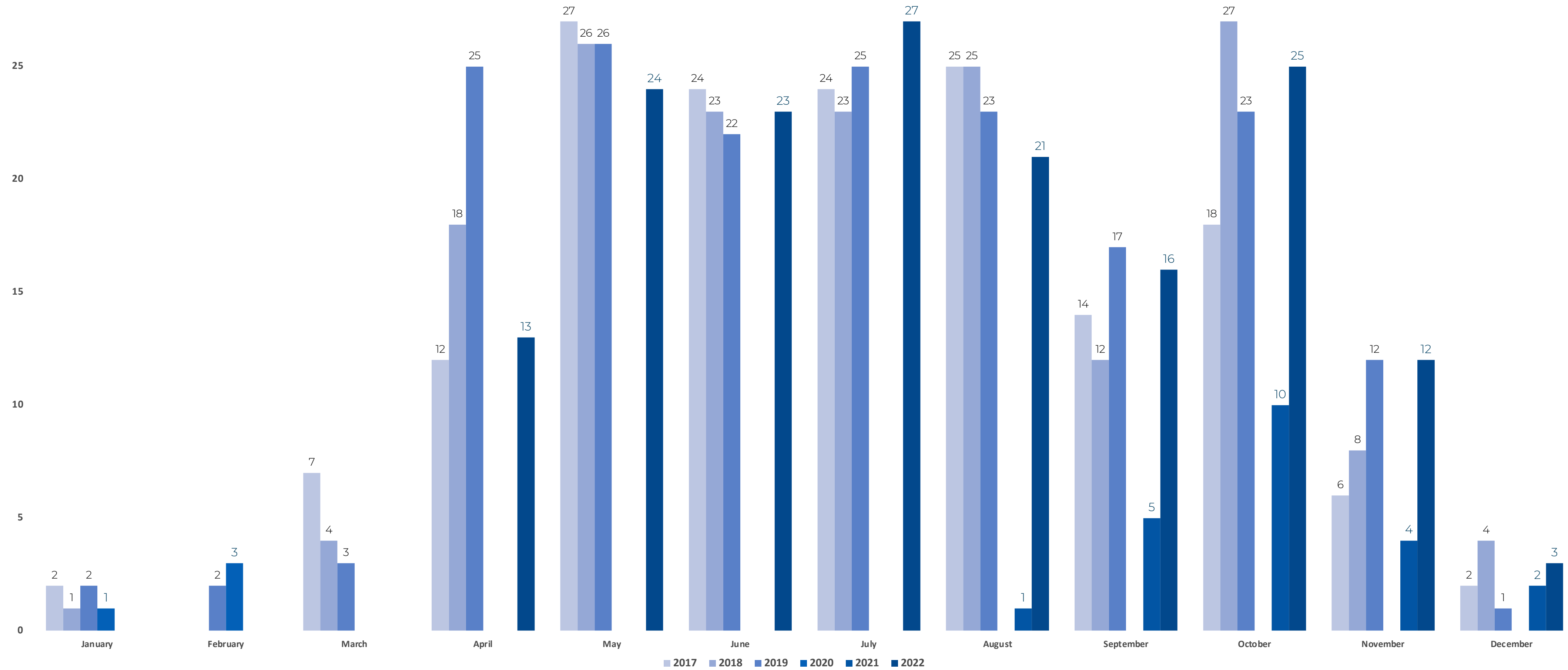
Visitor Air Arrivals by month





Cruise Calls

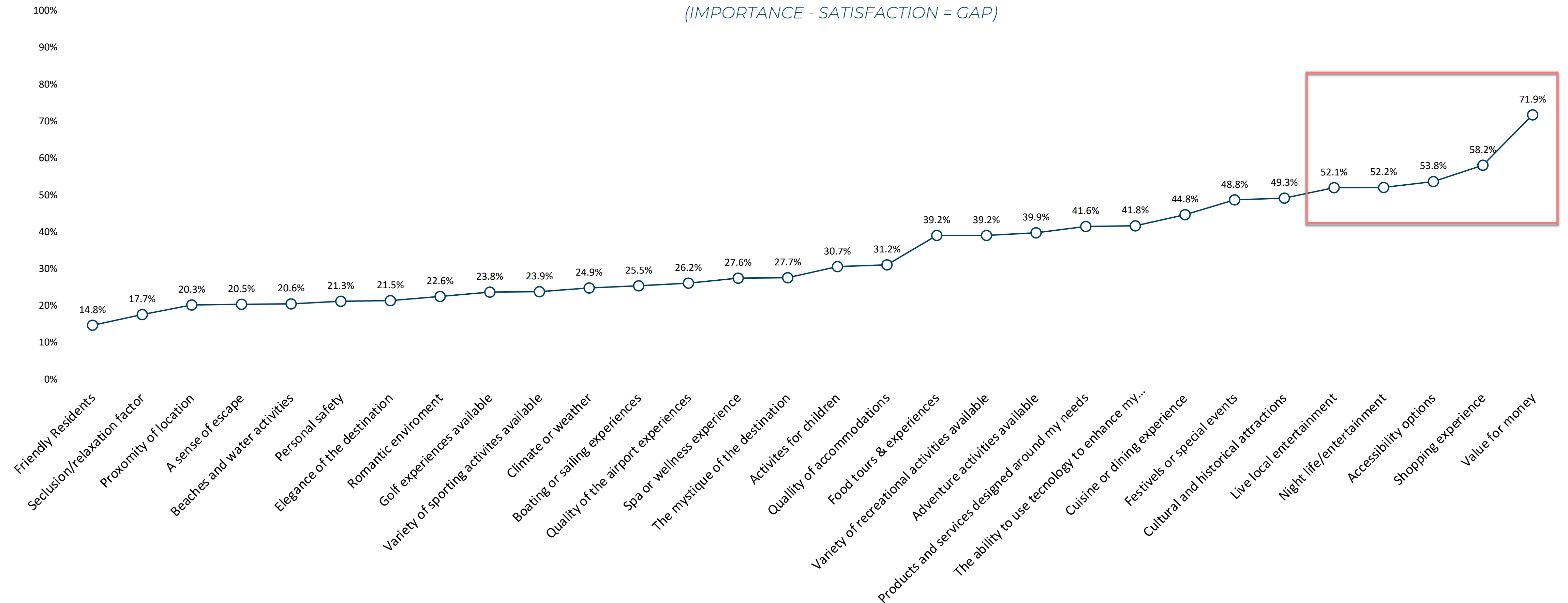
30



Gaps in Bermuda's Product and Experience

A gap analysis measures the difference between the importance of an attribute and the visitors' satisfaction with that same attribute

(IMPORTANCE - SATISFACTION = GAP)



2023 Investment Priorities

Priorities for Investment

Year-round experiences that attract visitors

Repurposing on-island venues to create local authentic experiences/transforming unique assets

Showcasing Bermuda's history and culture in a unique and innovative way

Incorporation of live entertainment into the Bermuda experience

Weekly food experiences

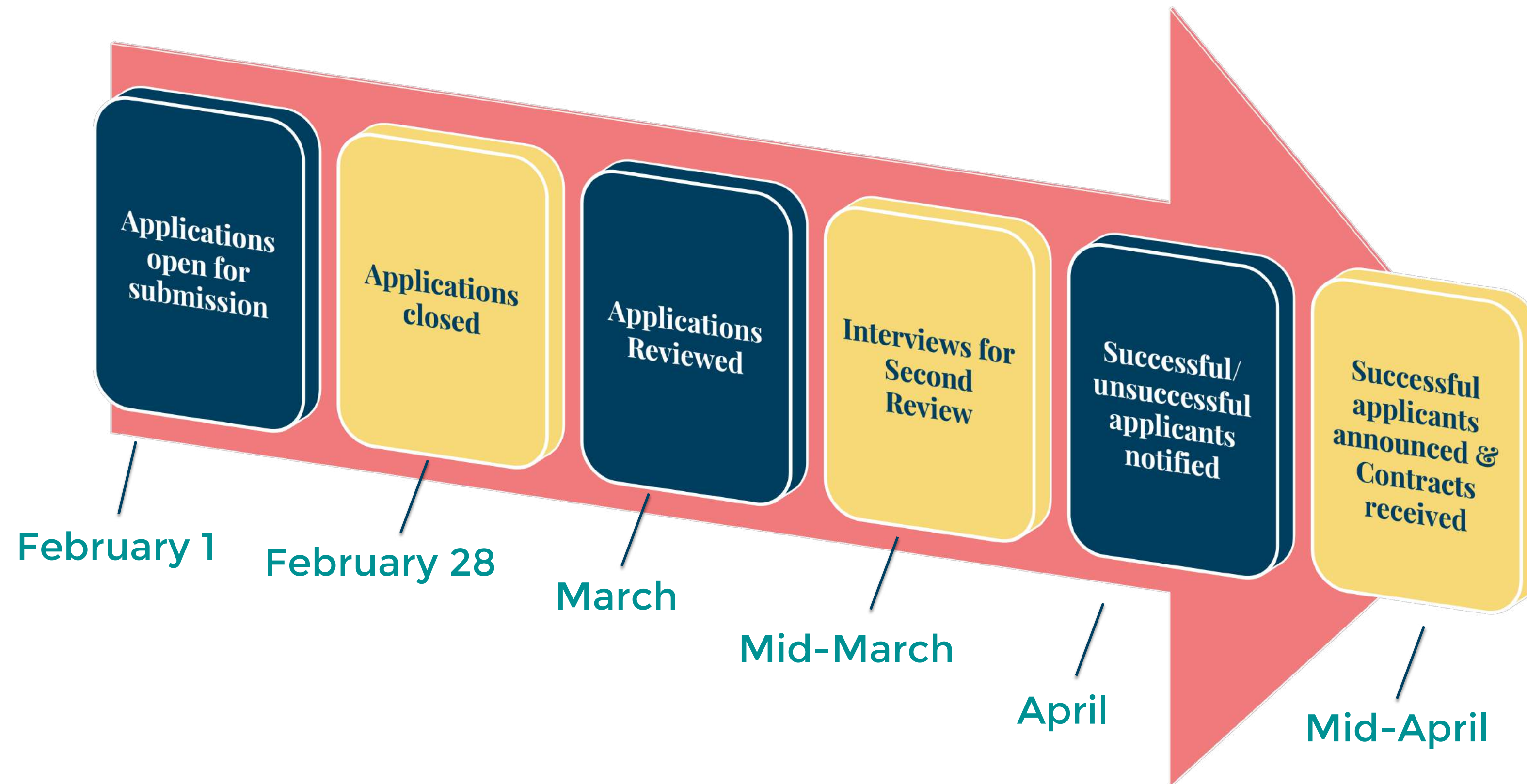
Luxury Bermuda experiences



Investment Application Process

Timeline

Application Portal:
www.bta.smapply.io



Type of Support

Financial

Requests must not exceed \$50,000; funding is competitive and limited – some experiences may only receive partial support

Proposals must not be totally dependent on BTA funding

Applicants should not assume that they will be awarded support on an annual basis



Contacts & Collaboration

Access to BTA network and contacts

Facilitated collaboration that improves delivery of an experience



Marketing

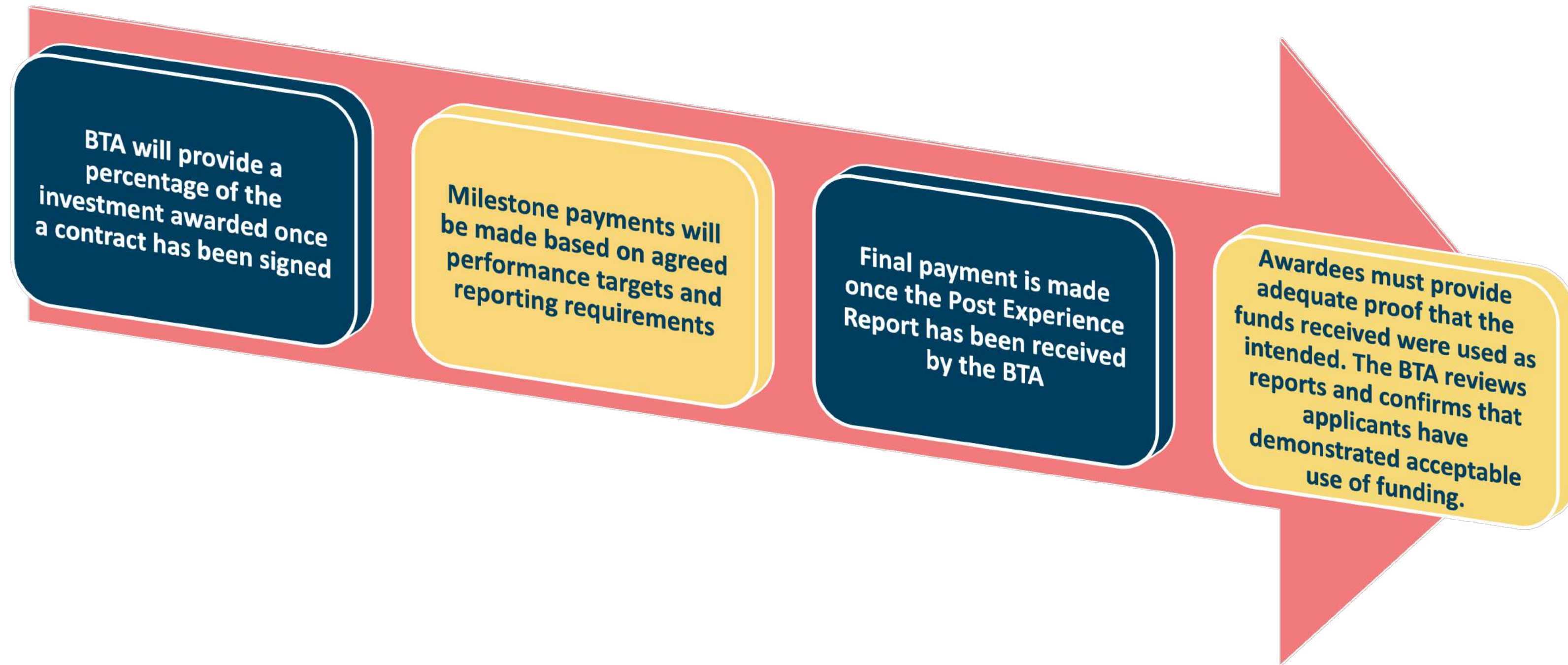
“The Tourism Authority has provided a phenomenal amount of support for our relatively new tourism business...People know who we are and the unique product we offer. We are very grateful for the positive support we get from the BTA.”

- Ashley Harris, Hidden Gems



Disbursement and Use of Funds

For successful applicants who receive funding:



Sample Milestone Payment Schedule

Reporting Period	Completion Date	Activities and evidence required (but not limited to) showing activities are achieved	Report due Date	Progress Payment Amount (\$)
1	Immediately with signed contract	<ul style="list-style-type: none"> Completed 'New Business' form provided by BTA for creation of a BTACONnect account Written confirmation of new activities/ offerings for 2019 Confirmation that CTA certification has been maintained Confirmation of a TripAdvisor profile and/or online presence promoting the Project 	Immediately with signed contract	\$X
2	April 30, 2022	<ul style="list-style-type: none"> Status report including weekly visitor statistics to date and the implementation of new activities/offerings 	May 15, 2022	\$X
3	June 30, 2022	<ul style="list-style-type: none"> Submitted post experience Report inclusive of financial reports, weekly visitor statistics, income and expense reports with supporting documentation, customer satisfaction reports with supporting documents. (Failure to provide this report by October 30 will result in forfeit of the final payment). 	July 15, 2022	\$X
Total				\$X

What does an Application Need to Include

1. Evidence that the experience is distinctive, showing a link to one of our target experience segments
2. A viable business/marketing plan including an explanation of how you will:
 - a) Increase visitor length of stay and/or spend
 - b) Attract international visitors travelling for a specific event (if applicable)
 - c) Align with target visitor expectations or fill an identified product gap
 - d) Sustain the experience, beyond BTA funding
3. Multiple sources of funding, beyond BTA
4. Letters of support

Ineligible Experiences

- Bermuda Tourism Authority to cover the full cost
- Submissions received after the deadline
- Hardcopy, handwritten or faxed applications
- Experiences not occurring in Bermuda or related to Bermuda tourism
- The funding request is to offset any expense(s) associated with a previous venture
- Requests for permanent funding
- Ineligible events: Conferences, Tradeshows, meetings, etc.
- Capital ask (request to purchase a boat, vehicle, etc.)

How Decisions Are Made



• A review committee consisting of key industry partners will review applications



• Each committee member ranks and scores proposals based on how well the proposal delivers on the assessment criteria



• After initial review and scoring, applicants that meet scoring requirements are shortlisted and interviewed



• Applicants receive another ranked score after interviews are completed



• Rankings and weighted scores are reviewed, and final funding/support decisions are made. Successful applicants are then notified

Helpful Advice to Prepare Your Submission

Helpful Advice

BUSINESS & MARKETING PLAN

Put time and effort into your business and marketing plan. We strongly recommend visiting BEDC for feedback and assistance.

RESEARCH

Use accurate and reliable research to support your proposal.

BOOKING OPTION

[Consumers] want their tours and activities on-demand...people have less and less patience. If they can't book it easily right now, while they're in the mood, they might not book it at all.

(Megatrends Defining Travel, 2017)





Additional Information

Experience Investment Application Contact

experiences@bermudatourism.com or

lwilliams@bermudatourism.com

Research & Business Intelligence contact

research@bermudatourism.com

Application Portal URL

www.bta.smapply.io

