



## About The Designation

**AnchorBDA** was created by the Bermuda Tourism Authority specifically for Bermuda to establish our own industry-recognized designation to empower residents. This designation will be certified by City & Guilds and is a complete suite of certified courses for the hospitality and tourism industry that will:

- ✓ **ENHANCE PARTICIPANTS' IN-DEPTH KNOWLEDGE OF THE INDUSTRY**
- ✓ **ENSURE CONSISTENT SERVICE STANDARDS ISLAND WIDE**
- ✓ **ENSURE BERMUDA REMAINS COMPETITIVE IN A GLOBAL MARKET**
- ✓ **EMPOWER SPECIALISTS WITH THE TOOLS TO DELIVER AN EXEMPLARY CUSTOMER SERVICE EXPERIENCE**



## Become an AnchorBDA Specialist

AnchorBDA has been designed for all residents to become ambassadors for Bermuda. An 'all-hands-on-deck' approach is imperative to move our island forward and create impactful, long-lasting change in the hospitality and tourism industry.



## How To Become a Specialist

Complete the six (6) standard AnchorBDA modules:

- **INTRODUCTION TO THE BERMUDA NATIONAL TOURISM PLAN 2019-2026**
- **BLUE FLAG: THE TRANSFORMATION OF BERMUDA FROM PAST TO PRESENT**
- **UNDERSTANDING HOSPITALITY AND TOURISM IN BERMUDA**
- **INTRODUCTION TO DIVERSITY, EQUITY, AND INCLUSION**
- **INTRODUCTION TO SUSTAINABILITY**
- **EXCELLENCE IN SERVICE**

## Certified AnchorBDA Specialists will become Bermuda Ambassadors empowered to:

### Protect Bermuda's Reputation:

By upholding consistent industry standards.

### Bermudianise our Brand:

With culture and authenticity.

### Increase our Messaging:

By training and empowering.

### Grow our Destination:

Through quality visitor experiences and brand alignment.

