

A-G-I-L-I-T-Y

# Quarterly Activity Report – Q1 2023

BERMUDA

Lost Yet Found



# Q1 Executive Summary



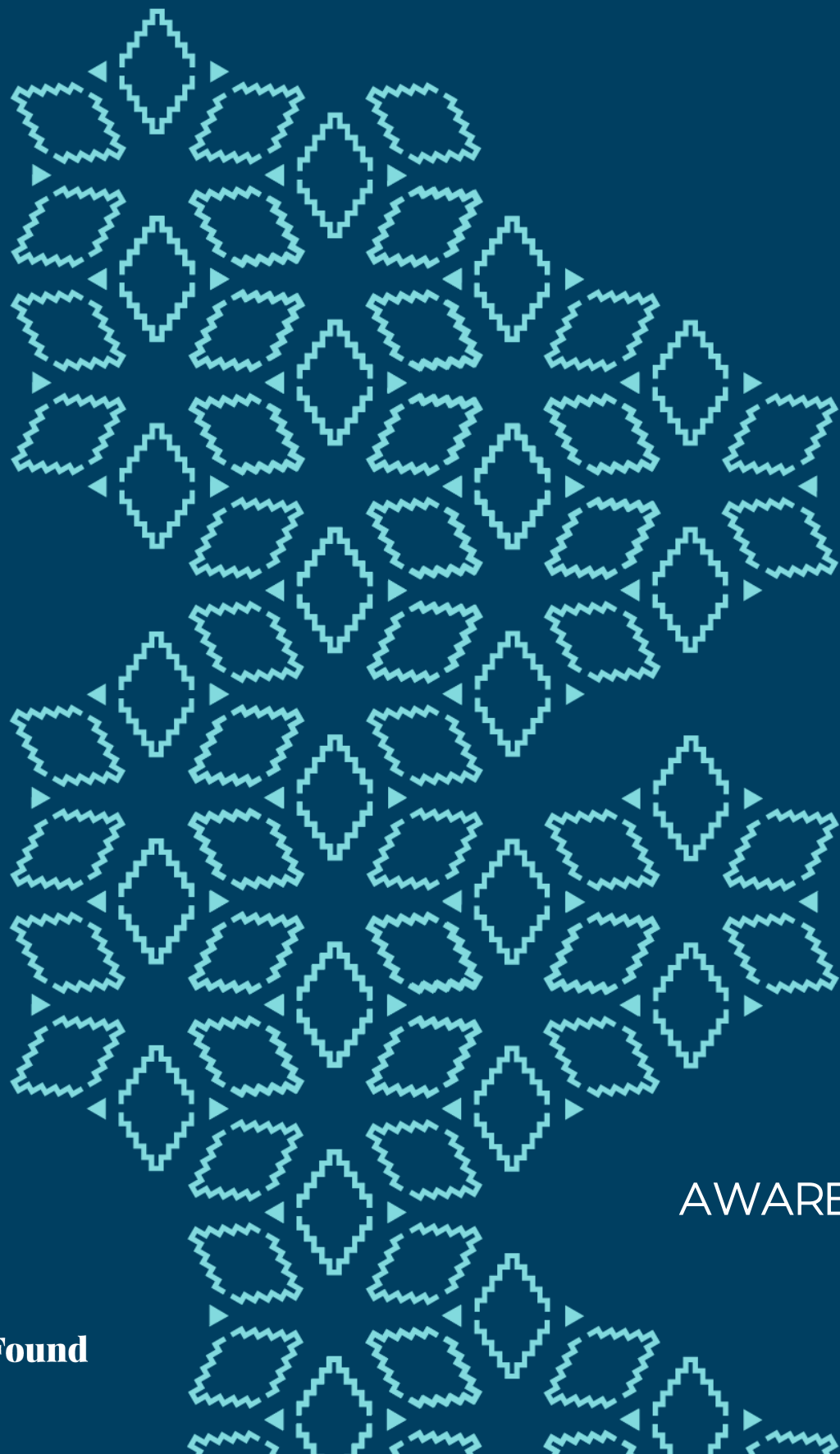
The Bermuda Tourism Authority (BTA) is pleased to report a continued recovery in the tourism industry in Q1, 2023, as evidenced by the latest figures. Leisure air arrivals have increased by 88.1% compared to 2022, while visitation from Canada saw an increase of 296% year-over-year. These positive outcomes can be attributed to the persistent efforts of the BTA's dedicated team and our tourism partners.

This quarterly report provides an overview of the activities undertaken by the BTA in support of the National Tourism Plan and the seven pillars that underpin it. Each section of the report provides updates on strategic initiatives, innovative programmes, impactful campaigns and our progress and accomplishments in driving growth and sustainability within Bermuda's tourism sector.

The BTA employs the seven strategic pillars of the National Tourism Plan as the guidepost for all our activities and investment. This report breaks out our cross-divisional activity under the strategic pillars that they broadly support.

# Awareness & Relevance

While many potential visitors may have heard about Bermuda, for us to stand out among competing destinations, we strive to promote the island’s uniqueness and how our offering is relevant to them. Using data, and ongoing impact monitoring, we drive awareness across several platforms ( advertising, public relations, digital, social media, direct calls, etc.) and to the specific audiences identified in our National Tourism Plan.



AWARENESS · GREENER · INFRASTRUCTURE · LOCAL INVOLVEMENT · INNOVATION · TEAMS + GROUPS · YEAR-ROUND ·

# Awareness & Relevance

- Simpleview Dashboards – The Research & Business Intelligence team continued to measure Key Performance Indicators (KPIs) including room nights and visitor spend, sales metrics, web, social and PR performance in Q1.
- The Tourism Standards & Training team hosted "Accessibility Awareness" training for 25 Marine & Ports employees and this training has been incorporated into new staff onboarding.



# **Website, Search Engine Marketing (SEM), Search Engine Optimisation (SEO)**



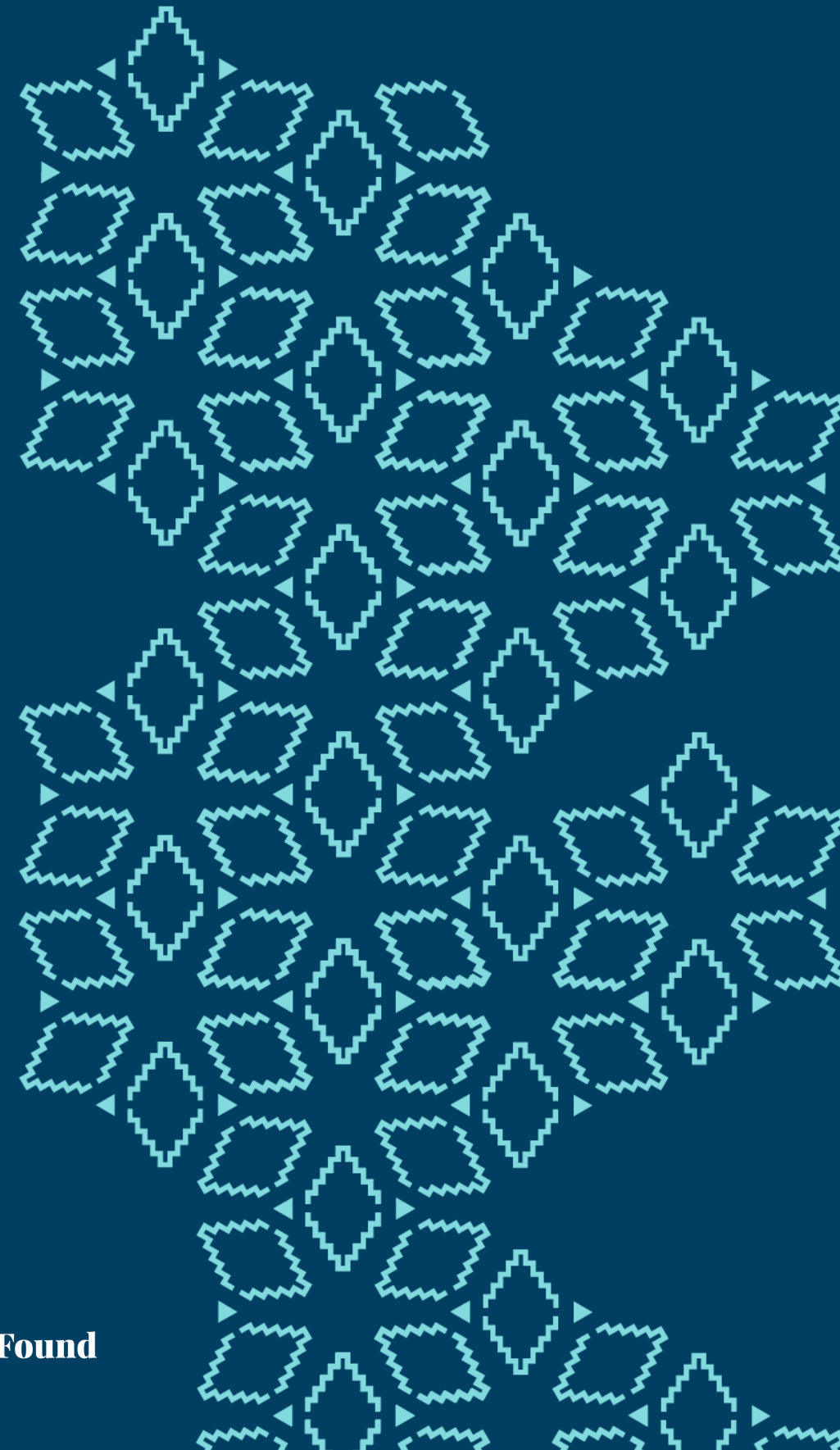
# Website Insights and SEM Overview

Website insights provide valuable data and analytics on a website's performance and user behavior. Search Engine Marketing (SEM) is also a crucial aspect of online marketing. It involves paid advertising on search engines like Google, enabling businesses to drive targeted traffic, increase brand visibility, and generate leads.

These insights provide a deep understanding of how a website performs and how users interact. They offer metrics such as traffic sources, page views, bounce rates, and conversion rates. These insights allow businesses to optimise their online presence, making informed decisions based on real data and improving user experience.

## Benefits of Website Insights for SEM:

- **Evaluation:** Website insights provide a way to measure the effectiveness of SEM campaigns, tracking their impact on website performance and user behaviour.
- **Improvement:** By analysing website insights, businesses can identify areas for improvement within their SEM campaigns and make necessary adjustments to enhance results.
- **Data-Driven Decisions:** Armed with website insights, businesses can make informed, data-driven decisions about their SEM strategies, maximising the impact of their online marketing efforts.





# Key Website Insights and Performance Metrics



- Outbound Partner Referrals: experienced an impressive 98% increase in referrals from trusted partners year-over-year (YoY), indicating strong alliances and collaborative efforts.
- Sessions: significant 35% YoY growth in the number of sessions, reflecting increased user engagement and interest in Bermuda as a destination.
- Users: a notable 33% YoY rise, indicating an expanding audience and potential future visitors.
- Pageviews: Pageviews increased by 27% YoY, capturing the attention and interest of visitors.



# Key Website Insights and Performance Metrics



## **•Top Performing Page:**

Pink Sale Landing Page - the page attracted the highest number of visitors, with 210,696 pageviews in Q1.

## **Top Partner Referral:**

GoToBermuda.com drove a significant number of clicks (3,237) to Fairmont Hamilton Princess during this period.

## **Top Performing City:**

New York emerges as a prominent hub, with 24,946 website visits and 348 referrals.

## **Referrals Conversion Rate:**

Referrals conversion rates increased 33.8% YoY, turning website visitors into potential visitors to Bermuda.

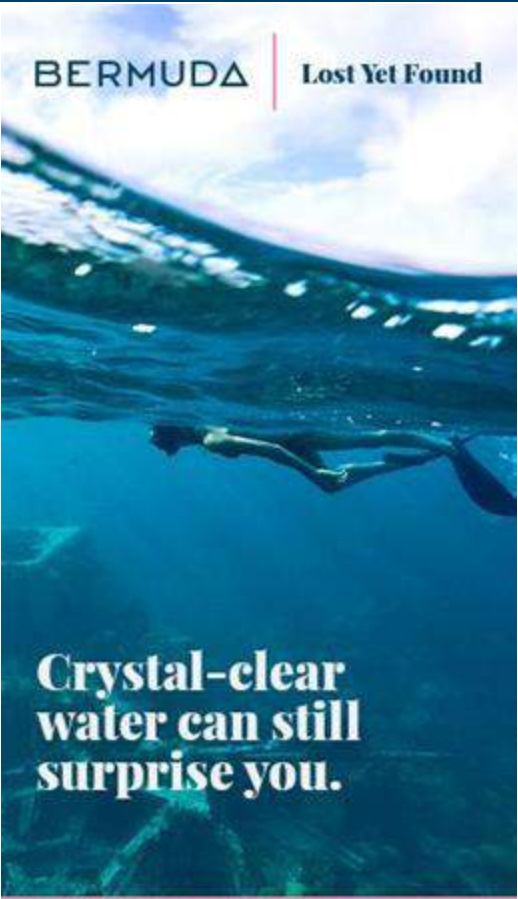


# What Did January Look Like?



BERMUDA

Lost Yet Found




Crystal-clear water can still surprise you.

Plan your adventure.

LEARN MORE

BERMUDA

Lost Yet Found



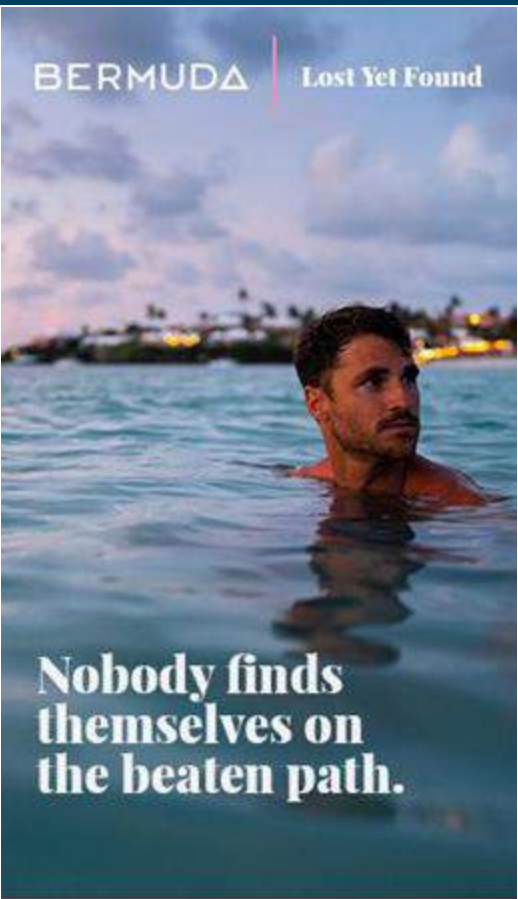
Here, you're never far from the fairway.

Elevate your game.

LEARN MORE

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Lost Yet Found




Nobody finds themselves on the beaten path.

Plan your adventure.

LEARN MORE

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Lost Yet Found



Lost in paradise. Don't send help.

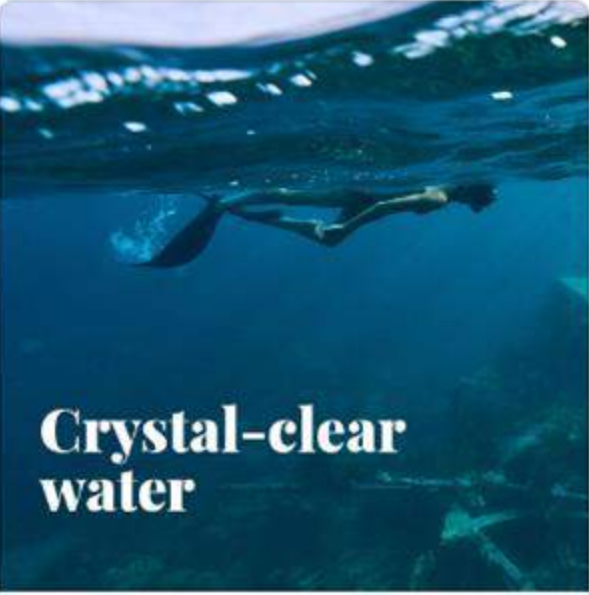
Plan your escape.

LEARN MORE

Bermuda Tourism (Default)

Sponsored (demo)


Below the surface, a world of underwater adventure awaits.



Crystal-clear water

Plan Your Adventure


Learn more



can still surprise you.

Find Your Dive

Learn more




Escape

Learn more

Bermuda Tourism (Default)

Sponsored (demo)


Come play where the blue meets the green.



Here, you're never far

Plan Your Adventure


Learn more



from the fairway.

Heighten Your Senses

Learn more



Tee off

Learn more

## LYF Banners & Social

PINK SALE



EXCLUSIVE DEALS  
Up to **50% OFF**

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BOOK NOW

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PINK SALE



EXCLUSIVE DEALS  
Up to **50% OFF**

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## Pink Sale 2023

PINK SALE

EXCLUSIVE DEALS  
Up to **50% OFF**

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# Summary

Brand digital and programmatic social media marketing involve leveraging digital channels, automation, and social media platforms to promote a brand, engage with the target audience, and drive business objectives. Brand digital encompasses strategic digital marketing tactics such as SEO, content marketing, and email marketing. Programmatic advertising streamlines the ad-buying process through automated technology, ensuring targeted and efficient placements. Social media marketing utilizes platforms like Facebook, Instagram, and Twitter to reach and engage with the audience. Key success indicators include reach, engagement, conversions, ROI, and brand sentiment, which collectively measure the effectiveness and impact of marketing efforts.



# Paid Social

Format: **Facebook / Instagram (IG)**

Target: **General Audience (GA), Jet Setter (JS), Adventure Seeker (AS), Golf**

## Brand Performance

The brand campaign had strong performance in January delivering 15.3MM impressions and 51k link clicks.

- The traffic campaign continued with its benchmark surpassing click through rate (CTR) of 4.76% which was an 11% increase from December, 2022.
- The awareness campaign drove a benchmark surpassing ad recall lift rate of 2.48%.

The New York DMA drove the most clicks (10k) of all markets indicating more interest among users in that market.

- Los Angeles and Philadelphia, had the next most clicks through the month which is similar to Nov/Oct, 2022.
- The general travel audience drove a majority of the clicks (54k) while the site visitor retargeting had the most efficient CTR.
- The general video creative drove the most link clicks at an efficient rate (4.83%) followed by the jet setter static image.

## Next Steps

- Incorporate more video creative aligning with the different audiences.
- Test Customer Relationship Management (CRM) based lookalike audience on users who have visited (via arrival card info).



**FB/IG top performer - General Video**



**2nd best performer - Jet Setter Static Image**



# Paid Social Creative

Format: Facebook / IG

Target: GA, JS, AS, Golf



## Brand Refresh Creative Performance

- The top performing creative across all markets was the **general video ad** which has driven the most engagement and overall clicks.
- Across the primary and secondary markets, the **video creative** performed best followed by the **Adventure Seeker carousel ad**
- The **general static image** also performed well in the Secondary market
- Within the primary and secondary markets, the **Golf static** and **carousel** were the lowest performing creatives in terms of both engagement and site traffic
- Of the creative variations, **Video** has the highest overall Engagement and Click through rates followed by **Static Images and Carousels**

## Next Steps

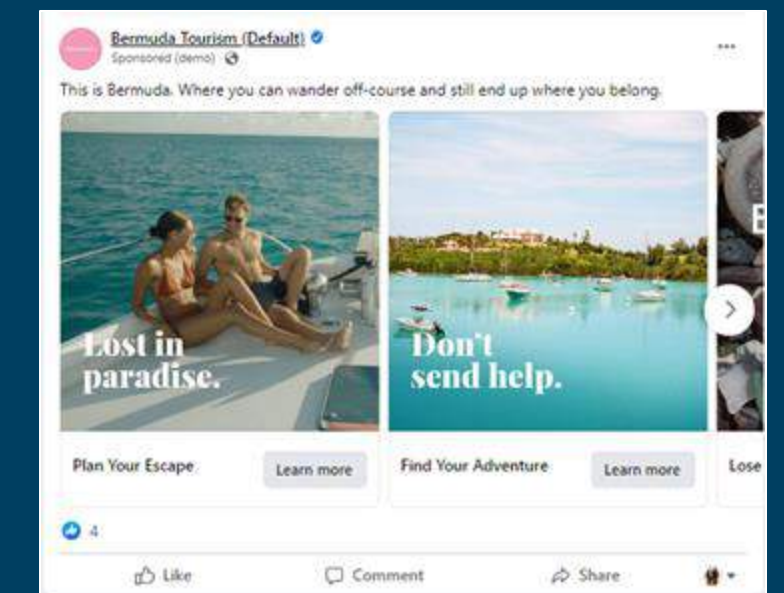
- Continue optimizing creative performance
- Test additional video creatives aligning with target audiences
- Leverage collection ad format to provide various offerings in a single Ad unit

**Primary Markets:** NY Tristate, Boston, DC, Toronto, Philly, Charlotte, Miami, Atlanta

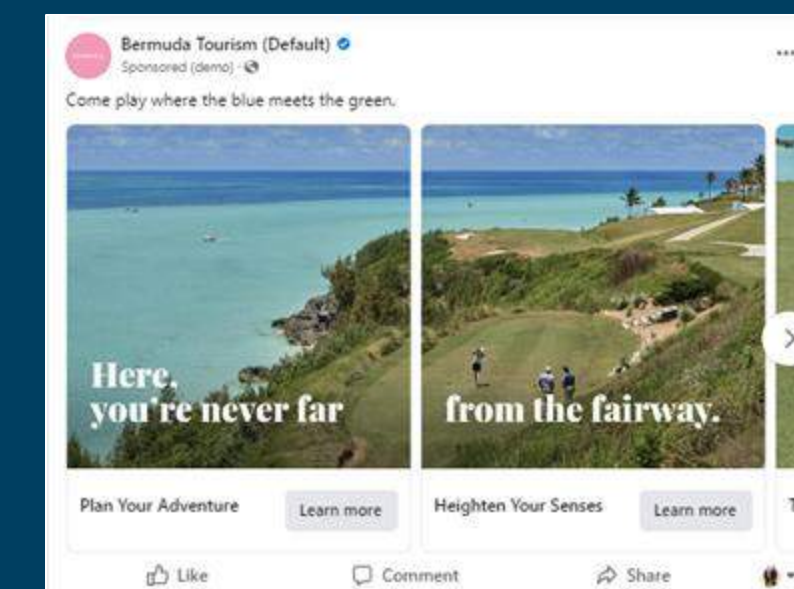
**Secondary Markets:** Baltimore, Hartford, Chicago, Dallas, Austin, San Francisco, Los Angeles



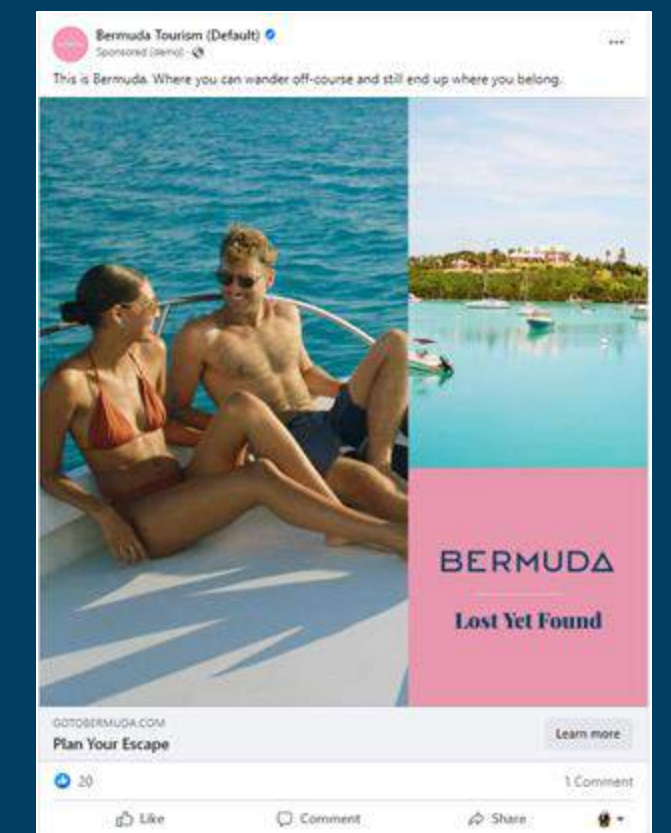
**Top performing: Video Creative**



**Jet Setter Carousel**



**Lowest performing: Golf Carousel**



**Jet Setter Static Image**



# Programmatic Display

Format: **Programmatic Display**

Target: GA, JS, AS, **GE**



## Brand Refresh

- Overall, brand display delivered 4.5MM impressions in January, driving 6,037 clicks to the site. Engagement rates declined compared to the previous month but maintained above the benchmark at 0.14%.
- The custom GumGum units continued to outperform our standard banners, yielding an average CTR of 0.23% across the in-screen and 0.12% in-image banners.
- The decline in performance was attributed to the decrease in engagements across our contextual targeting tactic, which declined with the additional scale after testing additional categories
  - Some new categories surrounding luxury goods, however, did perform strongly, especially across our Jet Setter creative imagery.
- From a geo-targeting perspective, our primary market groups outperformed the secondary market groups at 0.16% vs 0.11%, respectively.

## What's Next:

- Scale back contextual targeting to continue to focus on key categories including travel, luxury, and golf content.
- Continue to engage with more rich media partners.



**Brand Refresh 300x600**

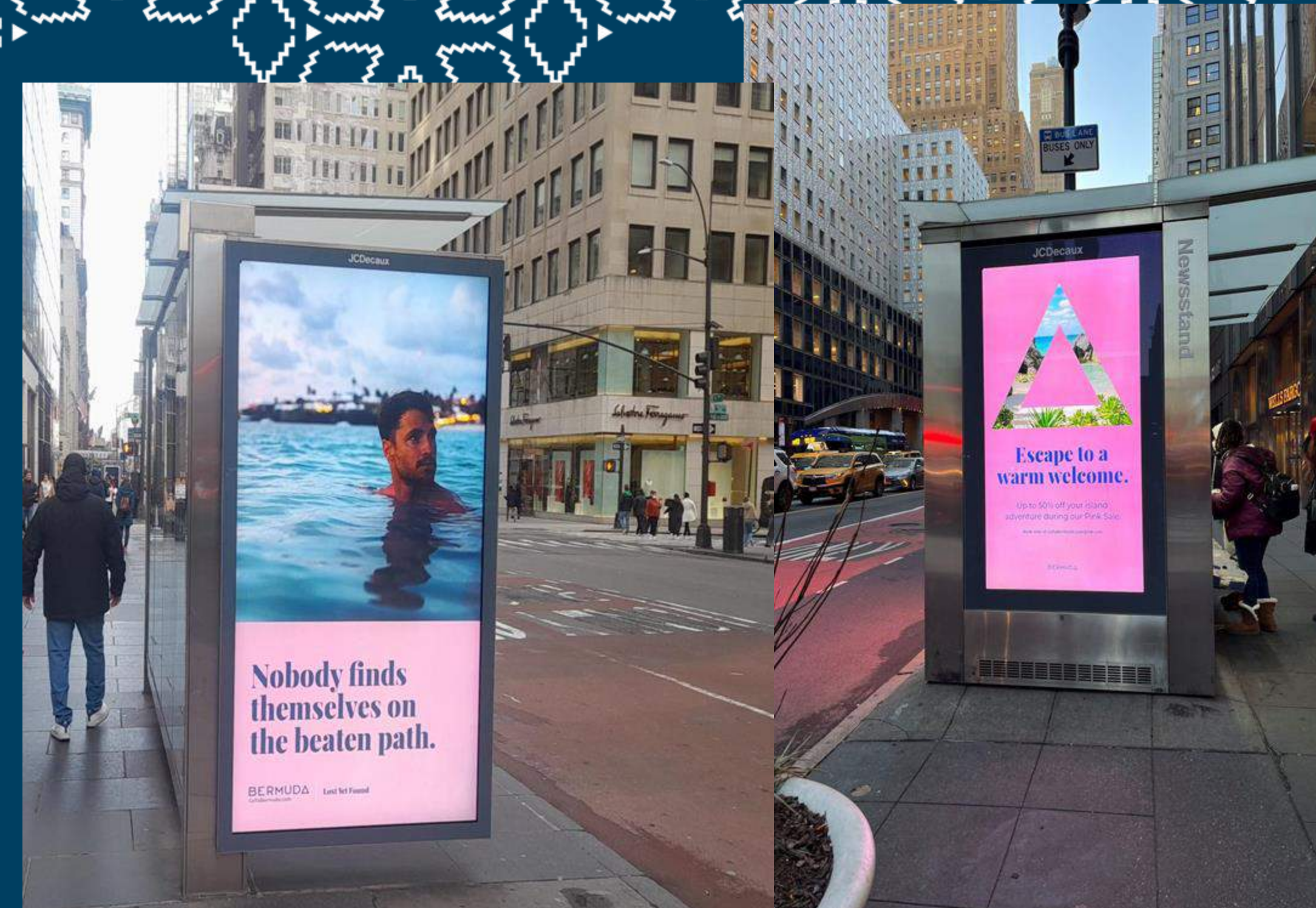


# JcDecaux

Format: Integrated | Digital Out of Home (DOOH)

Market: **NYC Bus Shelters**

- BTA ran Digital Out of Home (DOOH) bus shelter ads with JcDecaux from 1/16 - 1/29 throughout Manhattan, being featured on 5th Ave, Penn Station, Grand Central and other locations.
- During the two-week flight BTA delivered a **total impression count of 18.9MM** and **894K plays**, BTA's 18.9MM impressions earned is **6% more than original campaign estimation (17.9MM)**

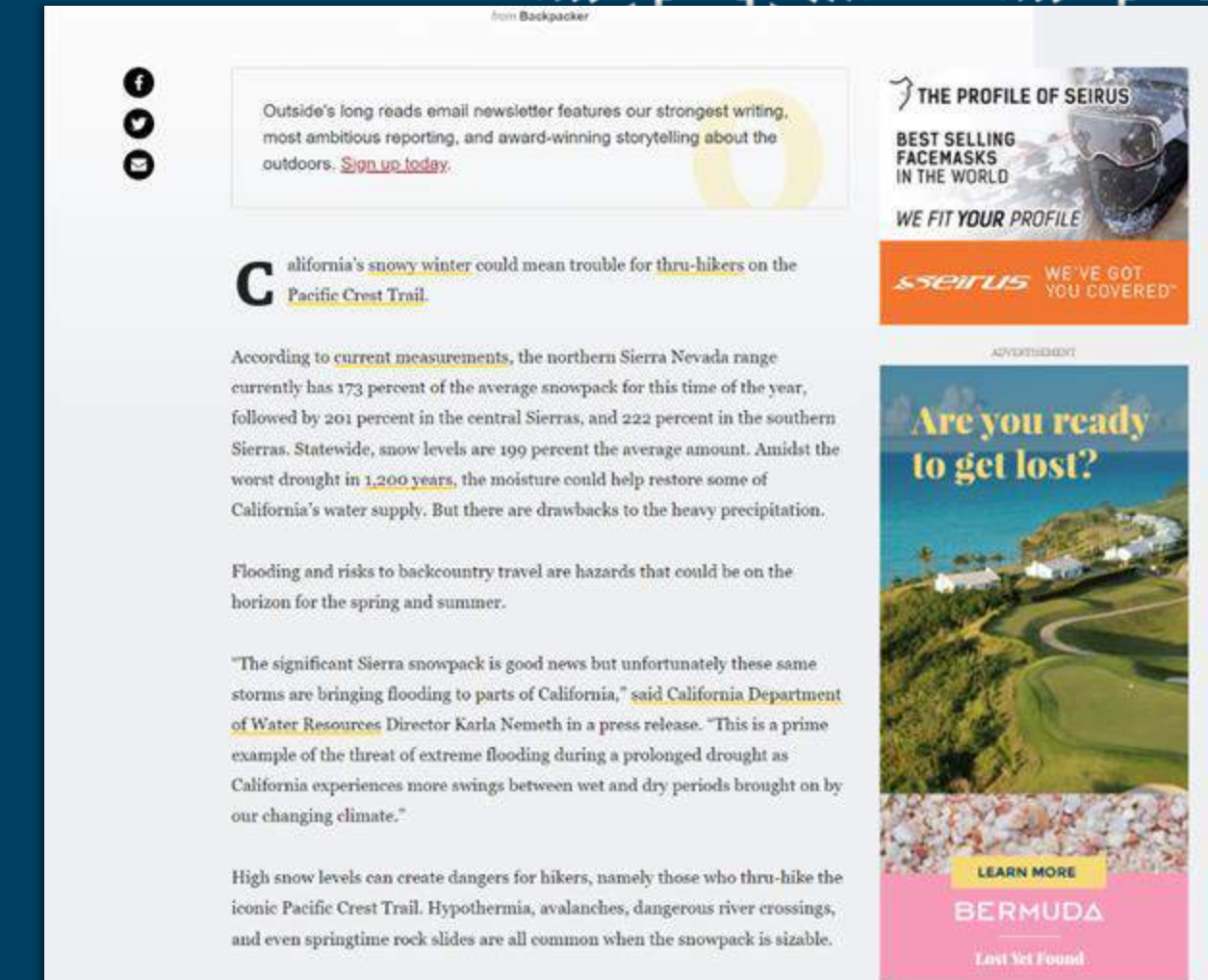




# Outside

Format: Display Units

- BTA ads appeared on Outside's network for all of February as part of our video production package with the vendor. In February BTA ads served over **645K impressions** with **552 clicks** generated at a **0.09% CTR**
  - The Added Value Bonus Run of Site banners generated **233 clicks**, the most in February with **281K impressions** served (**0.08% CTR**)
  - BTA's Homepage Takeover launched on 1/31 and was live through 2/13 and generated **0.04% CTR**
  - The Display Unit's that appeared on the Adventure and Travel Channel generated the highest CTR of **0.10%** in February with **177 clicks** and **177K impressions** served



**300x600 Display Banner**



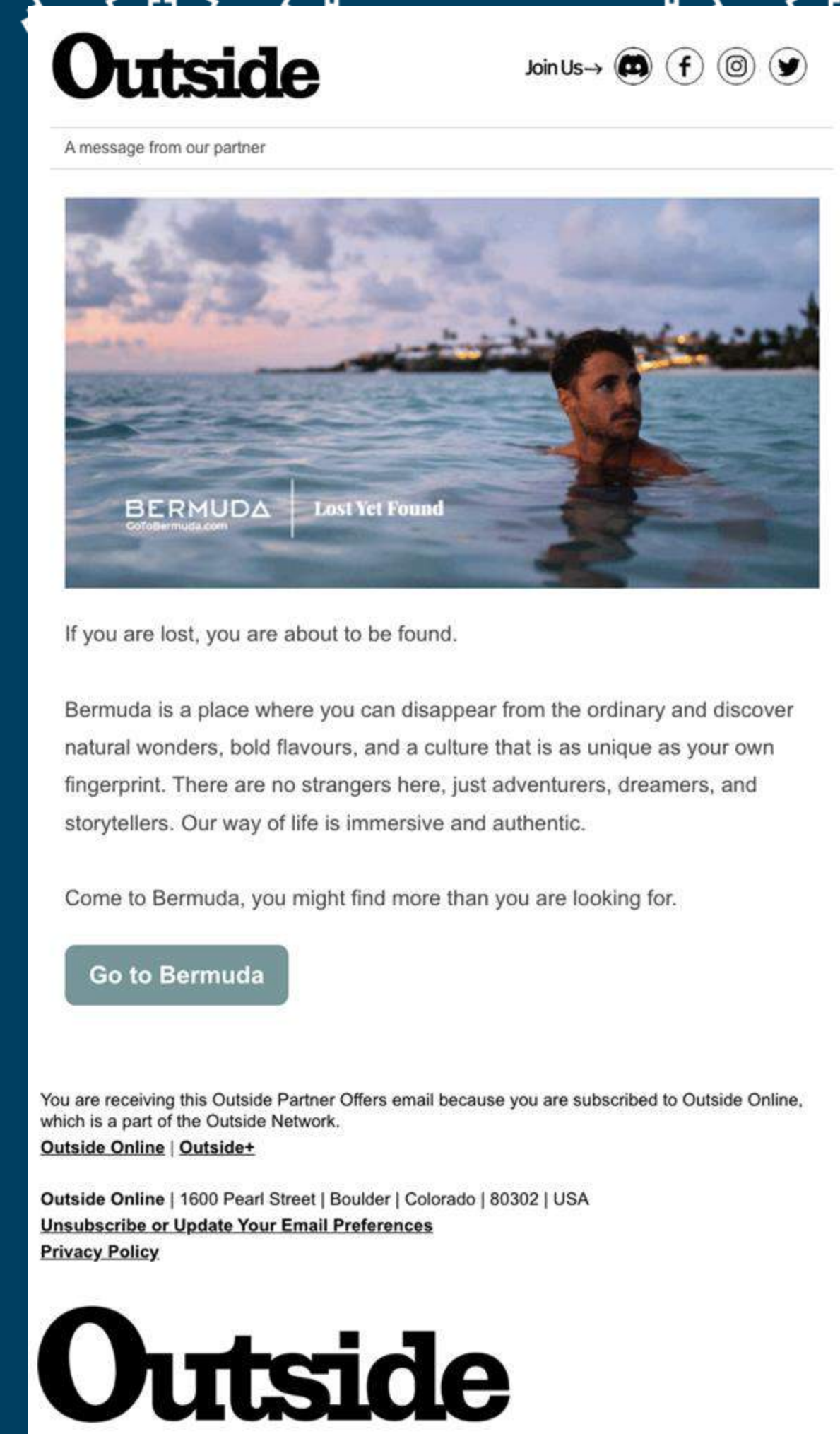
**970x250 Display Banner**



# Outside

Format: Newsletters

- Part of our video production package with Outside, BTA was provided three newsletter deployments in January serving **596k impressions** with **443 clicks** generated at a **0.08% CTR**.
  - BTA deployed emails on 1/24 and 1/26, with the latter being from Outside's Clean Eating brand, which produced the highest open rate percentage of **30%**.
  - Outside's email on 1/24 saw the most clicks made with **284**, as this was sent to Outside's greatest audience size from their main newsletter sign-up.
  - BTA's final newsletter was sent on 1/30 to their Destination audience which produced a **24% open rate** from **59.4k sends**.

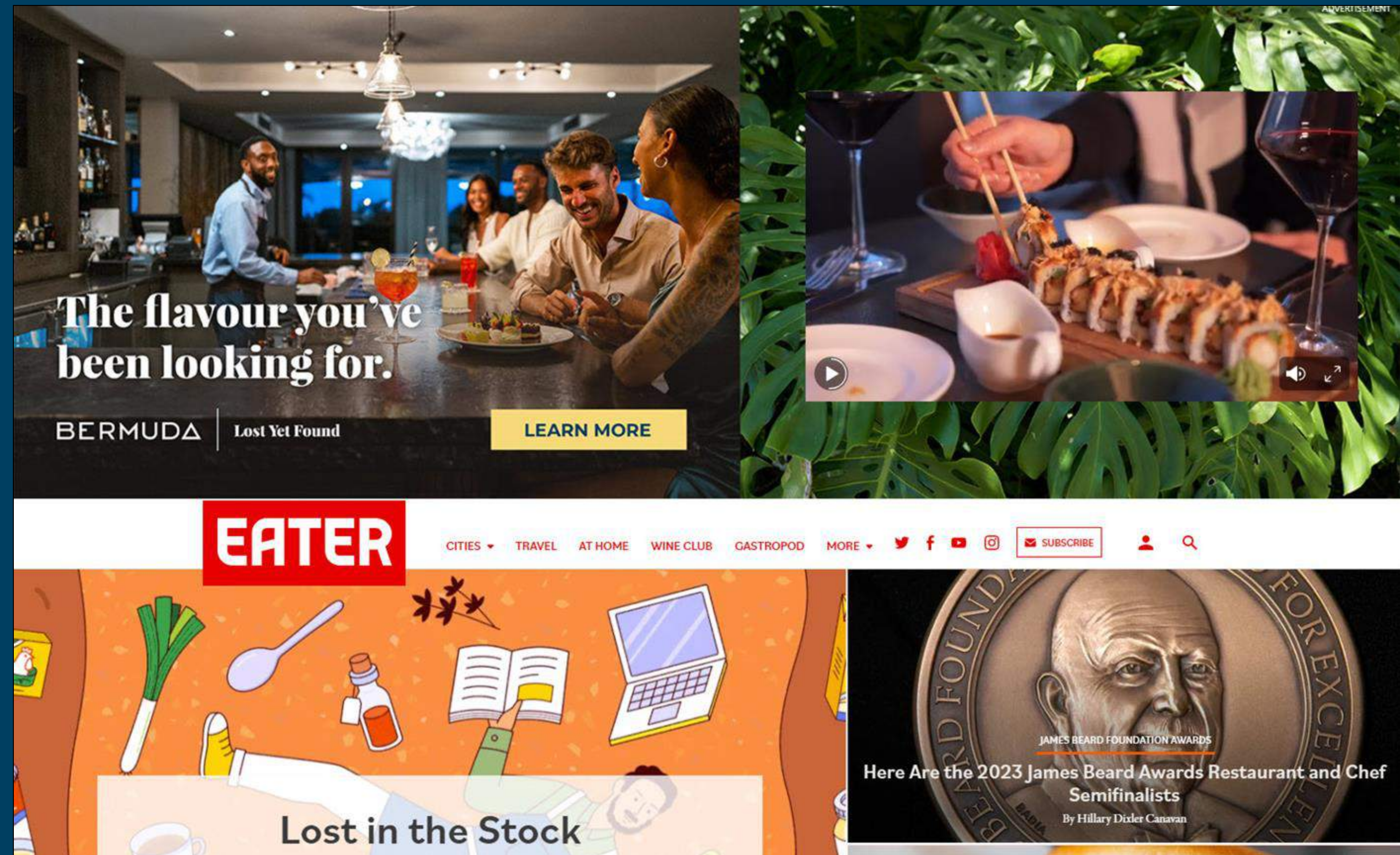




# Eater

Format: Digital Homepage Takeover

- On January 25th, BTA had a one-day home page takeover on Eater's website.
- BTA was able to serve over 3MM impressions with 1,549 clicks.
- This gave the Bermuda campaign 0.05% CTR, which is one point higher than the Eater benchmark for single day takeovers.





# Dunhill & Travelzoo

Format: Digital Newsletters

## Dunhill Travel

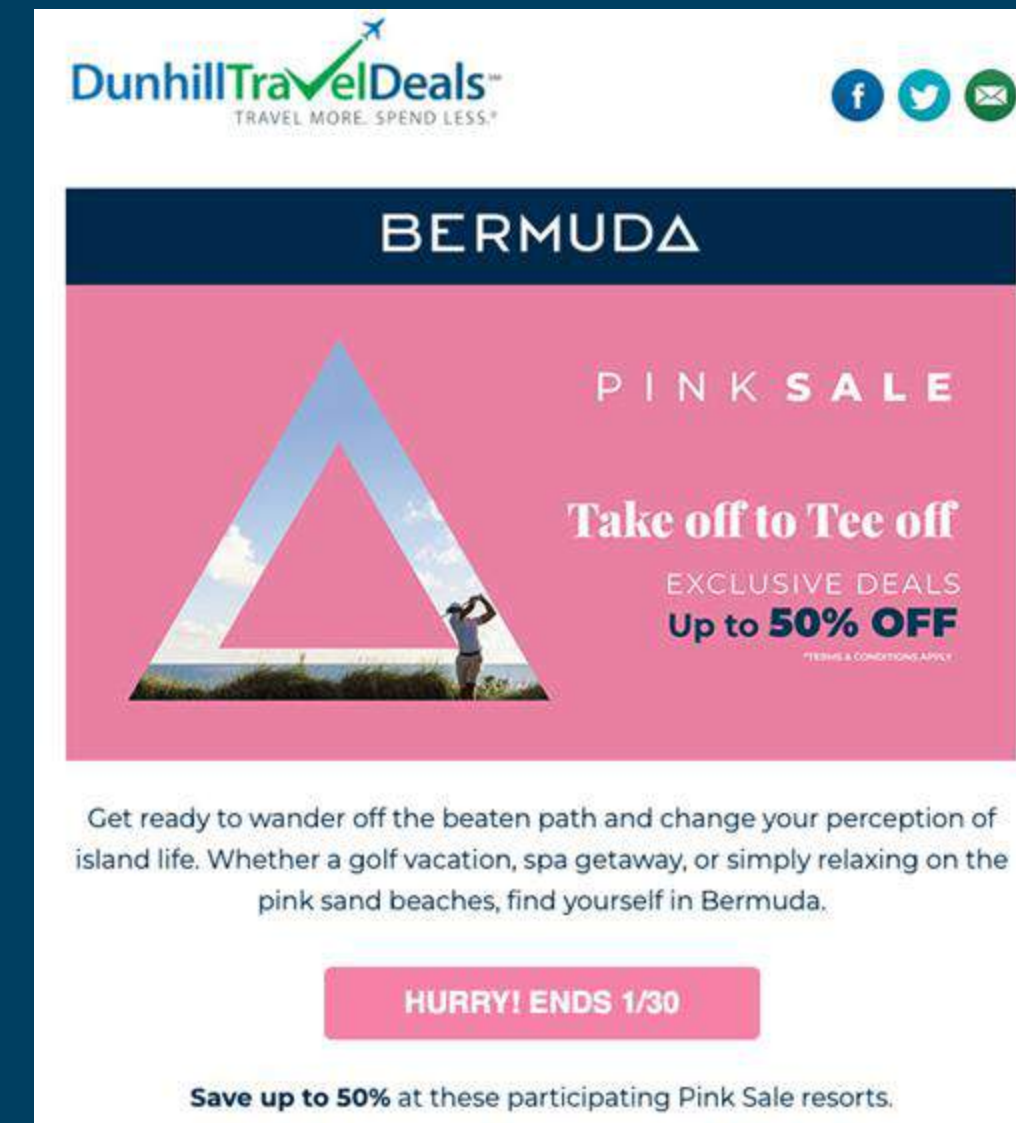
### Dunhill Travel Deals:

- Half dedicated solo newsletter: 1,105,920 opens and 16,270 clicks, 1.47% click rate
- Top Travel Deals Newsletter: 1,968,700 opens and 8,787 clicks, 0.47% click rate
- Native Driver on Travel Deals Network- 7,096 clicks

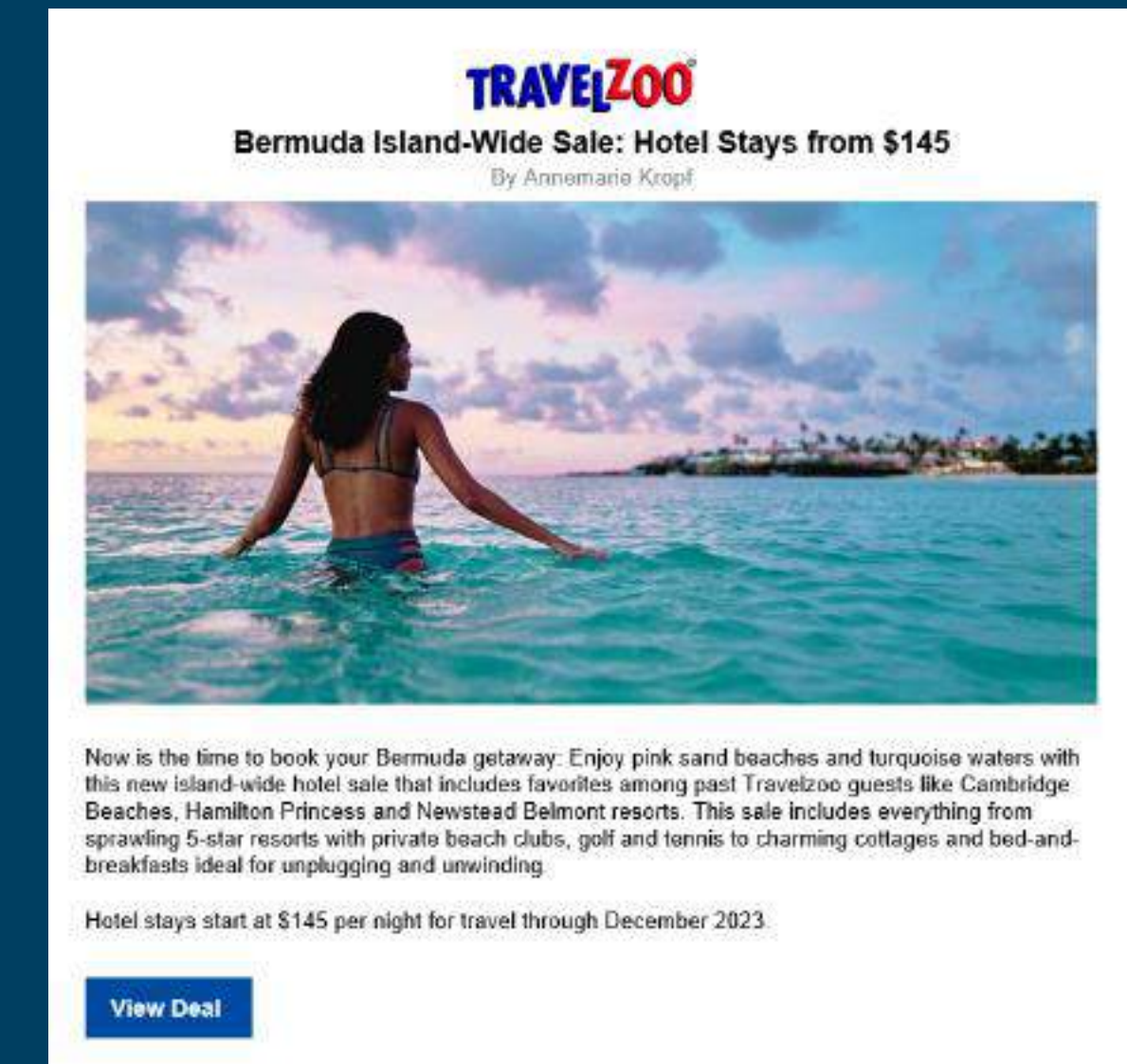
Luxury Link: Overall, 509,120 opens and 5,562 clicks, 1.09% click rate

## Travelzoo

*\*Preliminary report*



*Dunhill Travel Deals*



*Travelzoo Newsletter*



*Dunhill Native Driver*





# TripAdvisor

Format: Display

Target: GA, JS, AS, Golf

- In January, we ran the top-performing Connect package for the Pink Sale.
- The package delivered 1.7MM impressions and 11.8k link clicks, resulting in a 0.68% CTR (36% above Tripadvisor benchmark).
- Overall estimated economic impact to the island was \$336k with \$301k attributed specifically to hotels.

The screenshot shows a sponsored advertisement on the TripAdvisor platform. At the top, it says "Tripadvisor with Bermuda Tourism." followed by "Sponsored" with a globe icon. The main text reads: "The annual Pink Sale is back with exclusive offers of up to 50% off island-wide accommodations. Start planning your Bermuda vacation today and get ready to wander off the beaten path and change your perception of island life. Book your 2023 vacation before January 30, 2023 to secure these amazing deals." Below this text are two promotional cards. The left card has a dark blue background with the text "PINK SALE" in white, and below it, "Dive Headfirst into Bermuda Savings" and "Book Your Deals Now!". The right card has a light blue background with the text "Winter Blues in Bermuda" and a circular arrow icon, with "Bermuda's Annual Pink Sale is Back!" and "Book Your Deals Now!" below. At the bottom of the ad, there are engagement icons: 48 likes, 4 comments, and 3 shares.

*Tripadvisor Connect- Pink Sale*





# Sojern

Format: Display

Target: GA, JS, AS, Golf

- In January, there was activity on Sojern for the Pink Sale.
- Overall we served 3.4MM impressions and 2.6k clicks at a 0.08% CTR.
- The 970x250 continues to be our top performing creative size, with an overall 0.11% CTR and the most efficient CPC at \$5.40 in January.

PINK SALE

**Take off to Tee off**

EXCLUSIVE DEALS Up to **50% OFF**



BERMUDA

BOOK NOW

\*TERMS & CONDITIONS APPLY

PINK SALE

**“Winter Blues” in Bermuda**

EXCLUSIVE DEALS Up to **50% OFF**



BERMUDA

BOOK NOW

\*TERMS & CONDITIONS APPLY

*Top performing size- 970x250*

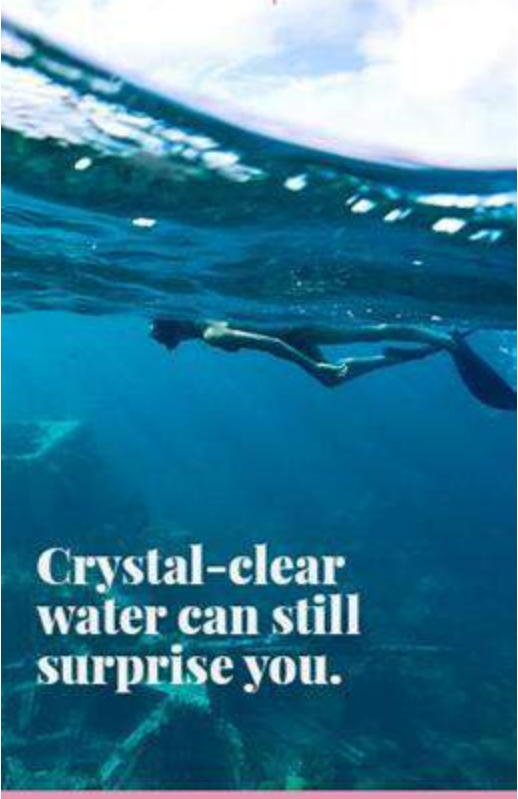


# What Did February & March Look Like?



BERMUDA

Lost Yet Found




Crystal-clear water can still surprise you.

Plan your adventure.

LEARN MORE

BERMUDA

Lost Yet Found



Here, you're never far from the fairway.

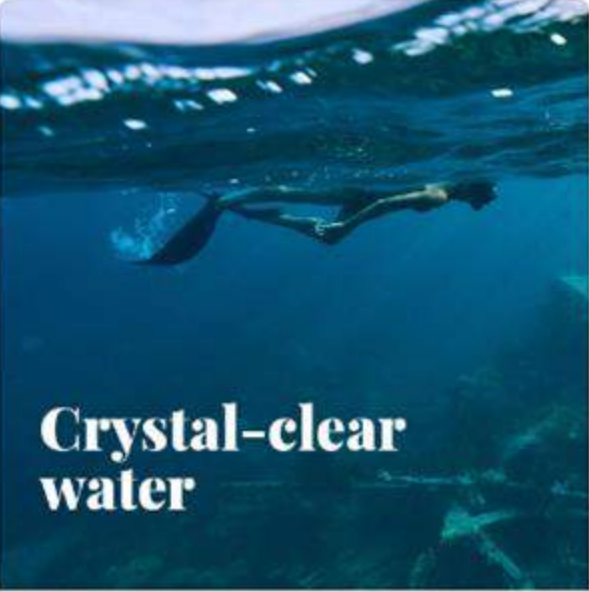
Elevate your game.

LEARN MORE

Bermuda Tourism (Default)

Sponsored (demo)


Below the surface, a world of underwater adventure awaits.



Crystal-clear water

Plan Your Adventure

Learn more



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Bermuda Tourism (Default)

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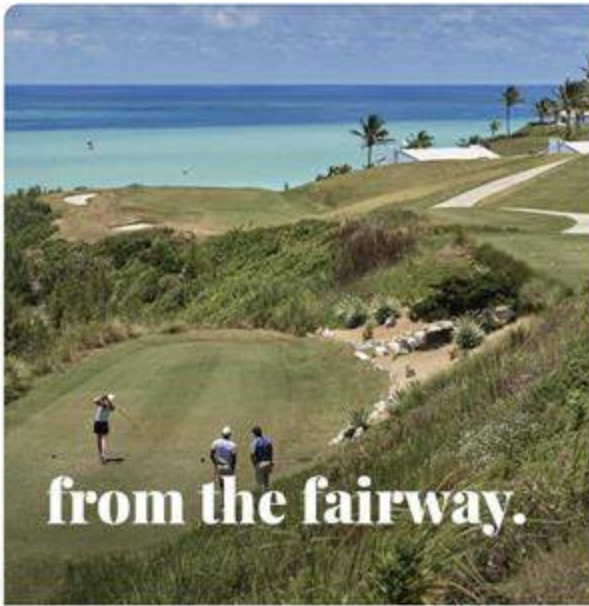
Come play where the blue meets the green.



Here, you're never far

Plan Your Adventure

Learn more



from the fairway.

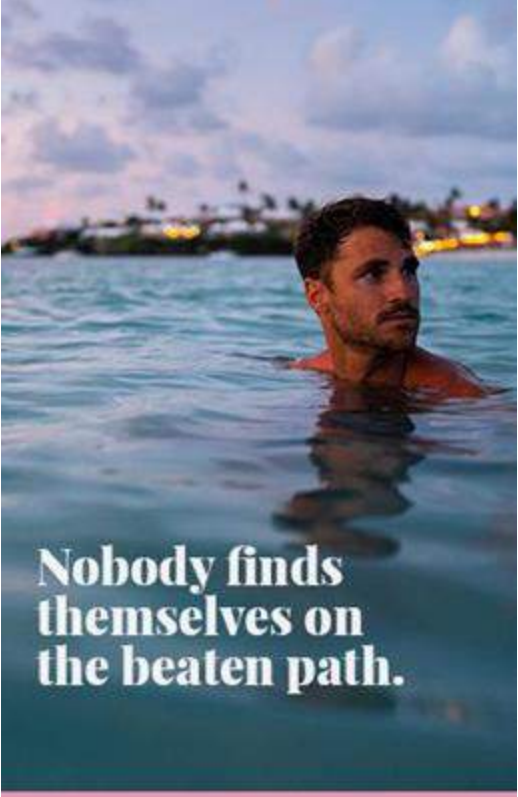
Heighten Your Senses

Learn more

LYF Banners & Social

BERMUDA

Lost Yet Found



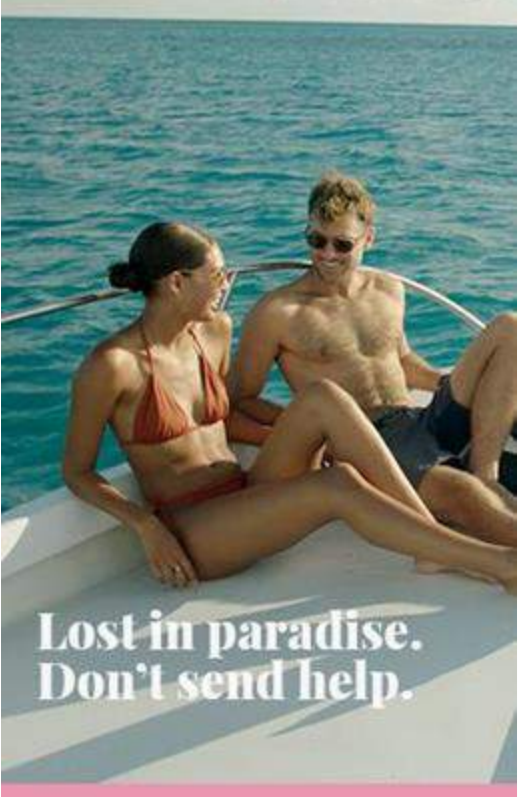
Nobody finds themselves on the beaten path.

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Lost Yet Found



Lost in paradise. Don't send help.

Plan your escape.

LEARN MORE

Nobody finds themselves on the beaten path.

BERMUDA

Lost Yet Found

LEARN MORE

LYF GumGum  
High Impact

PINK SALE



EXCLUSIVE DEALS  
Up to 50% OFF

BERMUDA

BOOK NOW

\*TERMS & CONDITIONS APPLY

PINK SALE



EXCLUSIVE DEALS  
Up to 50% OFF

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EXCLUSIVE DEALS  
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BERMUDA

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Pink Sale 2023



# Video – Online Video (OLV), YouTube

Format: Programmatic and YouTube

## Linear:

- 30 second spots aired on morning news, prime access, and prime time programming
- Impressions: **1,209,761**

## Programmatic Online Video:

- Targeting personas with 6, 15, and 30 second videos at scale across the open web, and wherever possible, in contextually relevant environments
- Overall impressions: **1,201,808**
- Overall completed views: **869,306 (72% Video Completion Rate (VCR)); .95% CTR)**
  - **:30s** Impressions: 406,627 (52% VCR; 1.37% CTR)
  - **:15s** Impressions: 413,113 (78% VCR; .97% CTR)
  - **:06s** Impressions 382,068 (88% VCR; .50% CTR)

## YouTube:

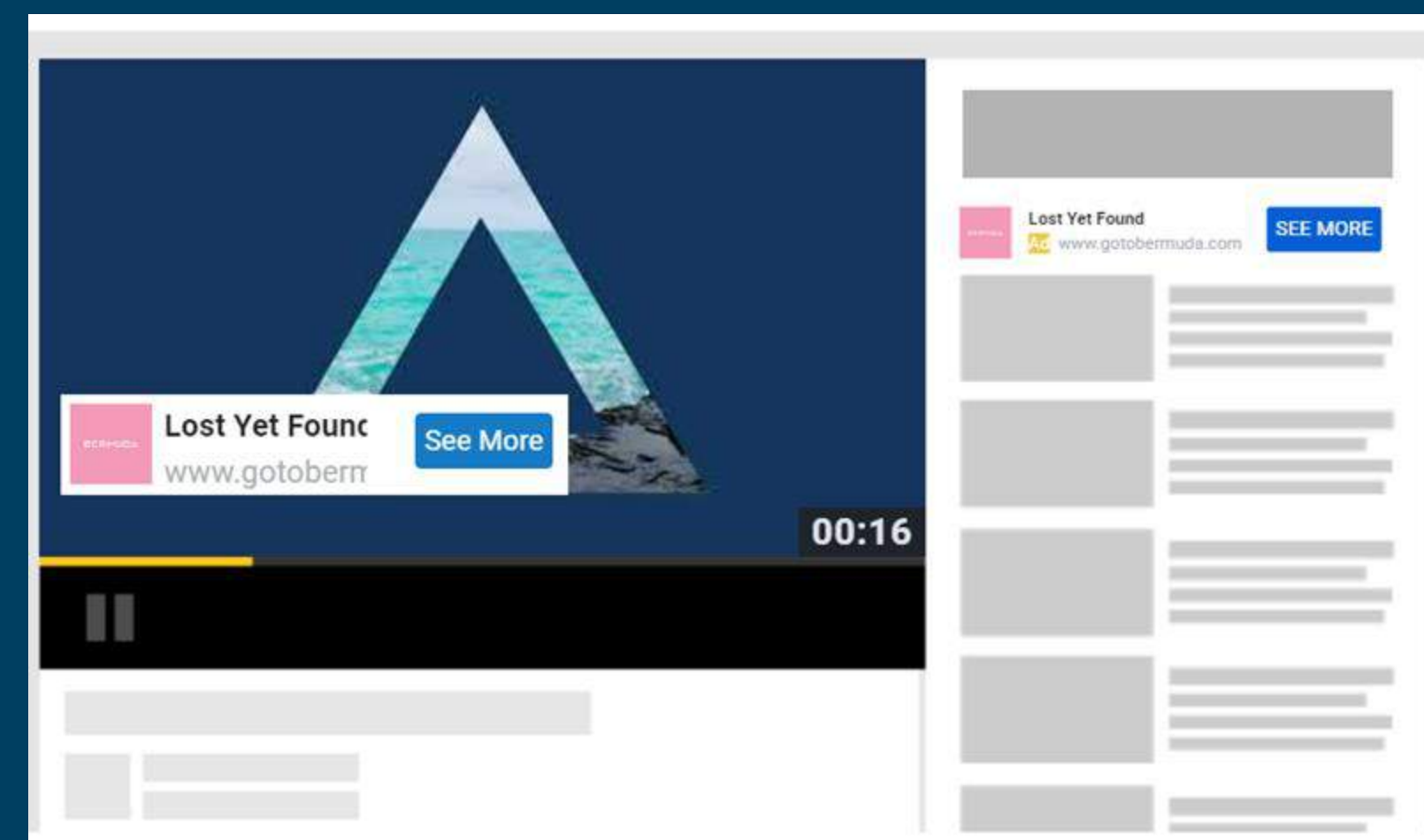
- Targeting personas with 15 second non-skip and 30 second skippable Lost Yet Found assets across the YouTube within contextually relevant channels.
  - **:30s S\skippable**: 1,558,658 impressions (16% VCR, 0.31% CTR)
  - **:15s non-Skip**: 1,190,988 impressions (96% VCR, 0.01% CTR)

## CTV:

- 15 and 30 second videos served across over-the-top (OTT) devices (Roku, Amazon, Apple TV) within contextually relevant networks/programmes
- Impressions: **560,270**
- Completed views: **545,127 (97% VCR)**
  - **:30s i**mpressions: 233,374 (97% VCR)
  - **:15s i**mpressions: 326,896 (97% VCR)



*LYF Refresh Video*



*LYF YouTube*



# Vox Media (Eater + Thrillist)

Format: Digital Homepage Takeover

- Overall, Vox served over **9MM impressions** with **16k clicks** (**.08% CTR**) in February for BTA's custom content campaign
  - The best performing tactic for BTA came from Vox's RON ads that appeared on their Athena custom unit, which garnered **570Kk video plays** and **42.9% VCR**
- Thrillist IG ad cutdown garnered **531k impressions** with **381 clicks** (**0.07% CTR**) from 2/17 launch.
  - Thrillist IG story organically yielded **6,423 impressions** and when amplified achieved **531,773 impressions** resulting in **381 clicks** (**0.07% CTR**)
- The Eater IG story that went live on 2/27 had **54,548 organic impressions** and over **2M impressions** after putting paid promotion behind it, yielding over **1,200 clicks**.





# Dunhill

Format: Digital Newsletters

## Solo Dedicated Newsletter (2/16):

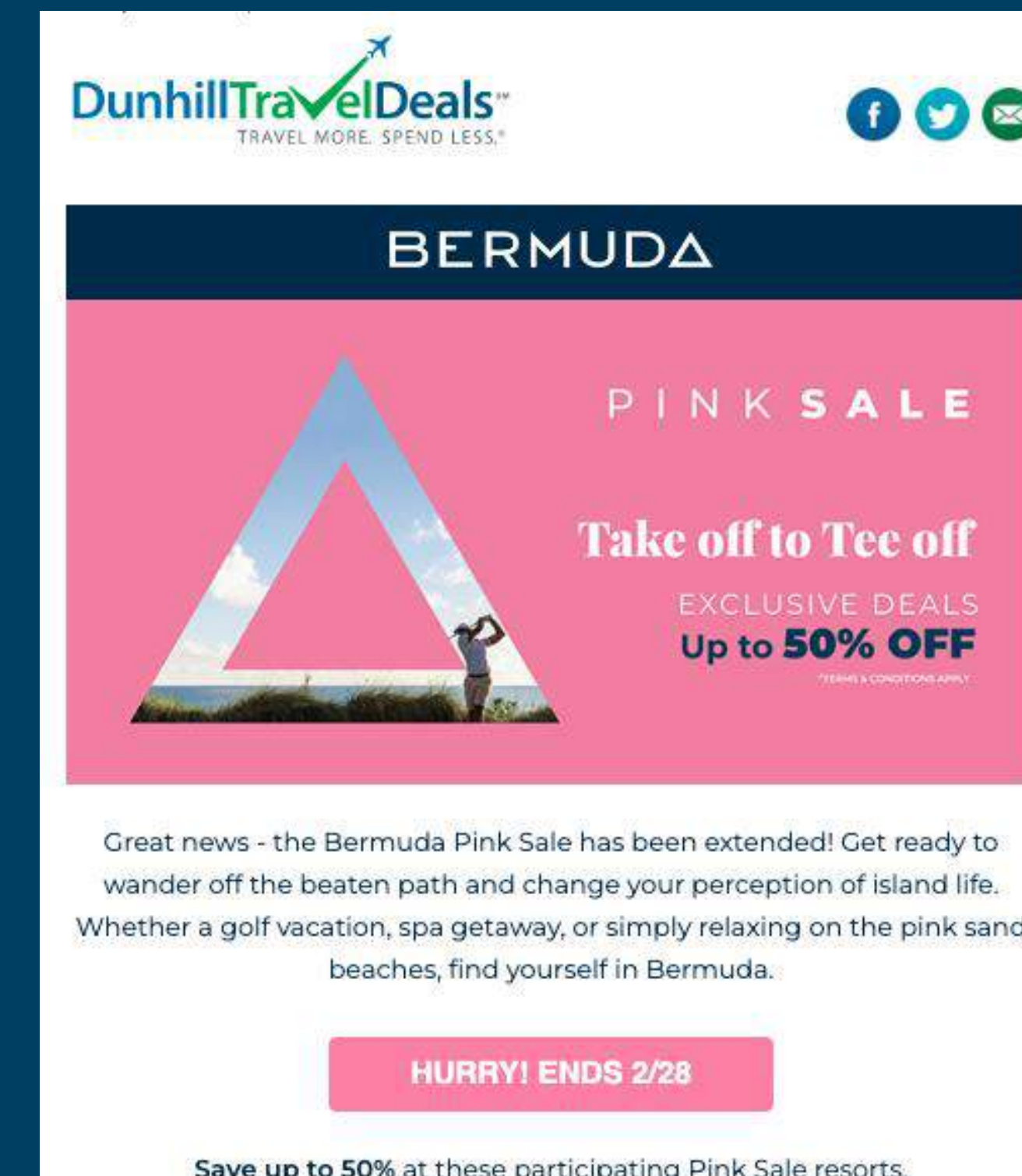
- Deployed to 1.5 million US subscribers
  - 492,199 opens
- 5,352 clicks to the BTA Pink Sale promotion

## Top Travel Deals Newsletter (2/22):

- Deployed to 10.5 million subscribers
  - 987,430 opens
- 4,956 clicks to the BTA Pink Sale offer

## Native Travel Offer Network (2/26-2/28):

- Native ad placements on 35+ travel sites
- 1,662 clicks delivered



*Dunhill Travel Deals*



# PR & Communications

Q1 – Media, Consumer & Travel Trade



# US PR & Communications

Q1 – Media, Consumer & Travel Trade



# January Coverage Highlights



## Bermuda Announces Island Getaway Deals with Winter Pink Sale



Named after Bermuda's renowned pink sand beaches, Bermuda Tourism Authority has announced its annual [Pink Sale deals](#) offering guests up to 50 percent off at nearly a dozen different stellar hotel and resort properties now through January 30, 2023.



## Bermuda Tourism Authority Welcomes Expanded Air Service



**JetBlue** has announced the addition of nonstop, daily seasonal flights from **New York City's LaGuardia Airport (LGA)** to **Bermuda's L.F. Wade International Airport (BDA)**. All new JetBlue routes will be available for reservations starting this month. Additionally, **United Airlines** has announced that its service from **Newark Liberty International Airport** to Bermuda is expected to begin in March 2023, six weeks earlier than planned.

"We're thrilled to resume United Airlines service and welcome JetBlue's expanded service to Bermuda in 2023," said **Erin Smith**, chief operations officer of **Bermuda Tourism Authority**. "It's a signal that as our sales and marketing efforts continue to make headway, tourism in Bermuda continues to move in the right direction—and with a 90-minute flight time between the destinations, the island will be the ideal destination for a vacation next year."



## The best places to visit around the world in March



Temperatures are in the high 60s and low 70s in March in [Bermuda](#) and although the ocean still might be a little chilly for some, the pink sandy beaches are a lovely spot to relax with a book if you're not up for a dip in the water. When you're not relaxing beachside, a must-visit is [Crystal Caves](#), where you can get a guided tour of Bermuda's natural wonder of formations of stalactites and crystal clear pools. For the best photo ops, see the island by foot or bike on the [Bermuda Railway](#). Swim the subterranean caves and grottos with azure water mangrove ponds at [Walsingham Nature Reserve and Blue Hole Park](#). During your March stay, take part in the Bermuda Beach Art Festival where locals and tourists reserve beaches to create art in sand using rakes.



# February Coverage Highlights



## BERMUDA: YOUR QUICK GUIDE TO THE BEST THE ISLAND HAS TO OFFER



### Where to Stay in Bermuda

The [Loren at Pink Beach](#) stands out for its variety of suites and villas with panoramic views, as well as a penthouse and a beach house. It's a luxury resort that includes multiple opportunities for on-site dining and extensive spa services. You'll marvel at the curated art in public places and guest rooms, as well as the stunning and free-standing spiral staircase. Enjoy fine dining at The [Pink Beach Club](#) plus light fare and handcrafted cocktails at [Maree Lounge](#).

# COSMOPOLITAN

30-SECOND VIBE CHECK

## The Loren Pink Beach

TUCKER'S TOWN, BERMUDA



**C** cosmopolitan It's cold and sad outside AKA the perfect time to start planning your next vacay! And may we suggest Bermuda? Head to the link in bio for the ultimate/non-basic itinerary. #30SecondVibeCheck

Why @thelorenhotels is Cosmo-editor approved:

- Every room's got an ocean view 🌊
- Top-tier dining and drinks at the open-air Pink Beach Club 🍹
- Spacious onsite villas for bigger groups 🏡



## Tired of the Crowds? Discover These 17 Secret Spring Break Destinations

### 9. Bermuda

[Bermuda](#) is the perfect destination for families, with beautiful sand beaches and perfectly turquoise water, there are endless opportunities to have fun.

Don't miss Bermuda's most famous stretch of sand at Horseshoe Bay Beach. The wide crescent of light-pink sand is not only scenic, but also has everything you need for a great day at the beach – crystal-clear water, lifeguards, easy access by public transportation and rentals of everything from towels and beach loungers to snorkeling gear and boogie boards. After that, check out the crystal caves of Bermuda, or visit the Bermuda Aquarium Museum Zoo.



# March Coverage Highlights



## Bermuda Was Made for Summer Break



It's a little over a two-hour flight from [NYC](#) to [Bermuda](#) – that's one solid afternoon nap or five episodes of *Daniel Tiger's Neighborhood*, for anyone counting. The island, which sits solo in the North Atlantic about 650 miles off the coast of North Carolina, has long been famous for its honeymoon-appropriate pink-sand beaches (the exoskeletons of a tiny organism called the red foram give them their iconic hue). But its calm waves, protected by coral reefs and rocky outcroppings, also make this mercifully easy-to-reach paradise a family-friendly miracle.



## Bermuda Tees Up First Celebrity Golf Tournament



Bermuda's first Bermuda Celebrity Golf Invitational tournament will kick off from April 26 to May 1 at Port Royal Golf Course, said Bermuda Tourism Authority (BTA) officials. The event will inaugurate a week of golf-themed activities across the island, including [Black Golfers Week](#), scheduled to begin April 27.

The celebrity golf gathering will feature retired star athletes including Olympic champion Sugar Ray Leonard, MLB and NFL star Bo Jackson and New York Giants Hall of Fame player Lawrence Taylor.



## The 8 best destinations to visit in May



Bermuda is an ideal place to visit in May due to the lovely weather. Average temperatures fall in the mid-70s, with lower humidity than in the summer. The island offers numerous outdoor activities such as golfing, kayaking, snorkeling and exploring hidden natural gems like caves and cliffs.

May also marks the start of the [Bermuda Festival of the Performing Arts](#) – a three-week event showcasing local and international artists in dance, music and theater.

The festival is an excellent opportunity to immerse yourself in Bermuda's vibrant cultural scene and experience the unique mix of African, British and Caribbean influences that make the island's culture unique.

Additionally, with JetBlue's new daily service from LaGuardia Airport (LGA), Bermuda is more accessible than ever for a quick getaway.



# Bermuda's NYC Culinary Takeover



Bermudian Chef Tyka France curated a menu utilising traditional recipes from Bermuda including: johnny bread, glass candy and fish nuggets.

The event hosted 14 guest and influencers all based out of the focus market of NYC including:

Thrillest

Bleu Magazine

World of Wilbekin

Fox News

The DailyMail





# Q1 US PR coverage snapshot:

January – March 2023

- . Number of articles: 37
- . Total reach: 1,288,590,119
- . PR Value of coverage achieved: \$2,621,438





# UK PR & Communications

Q1 – Media, Consumer & Travel Trade



# House of Bermuda, 16-18 March



- . Hosted 23 top-tier media across two days to experience the House of Bermuda - an interactive and experiential journey at The Hoxton Hotel, Southwark, bringing Bermuda to London
- . The event featured a unique pop up within The Apartment, inviting the public, media and the trade to experience Bermuda like never before
- . Top-tier national, lifestyle and travel publications in attendance with an affluent readership, suited to Bermuda's offerings
- . Two individual press trips secured to Bermuda for national publications including *The Daily Telegraph* and *Evening Standard*
- . Three interviews secured between BTA CEO, Tracy Berkeley and leading trade titles *Selling Travel*, *Travel Bulletin* and *TTG Luxury*
- . Four pieces of coverage secured off the back of Tracy Berkeley's announcement as BTA's new CEO
- . Huge interest in visiting Bermuda from top-tier media including Jenny Southan, *Globetrender*; Fleur Rollet-Manu, *SUITCASE*; and Claire Dodd, *Independent*





# Conde Nast Traveller Readers Event, 17 March



Partnered with leading travel magazine, Conde Nast Traveller to host an exclusive readers event at The Apartment at The Hoxton, Holborn on Friday 17 March.

Chef Richard Zuill designed and created a spectacular three-course meal in partnership with head chefs at The Hoxton, Holborn.

45 Conde Nast readers in attendance who are some of the most affluent and active travellers in London. These included connection seekers, culturally curious, memory makers and adventure advocates.

Top-tier introductions between readers and members of the BTA team were made, placing Bermuda front of mind amongst readers to drive bookings to the island.

Interactions have led to a number of these high-spending clients discussing booking holidays to Bermuda.





# Q1 UK/EU PR coverage snapshot:

January – March 2023

- . Number of articles: 10
- . Total reach: 7,863,233
- . PR Value of coverage achieved: \$119,392
- . Current ROI for Bermuda for each dollar spent to date: 50:1







**BERMUDA TOURISM AUTHORITY APPOINTS TRACY BERKELEY AS CHIEF EXECUTIVE**

20 MAR 2023 BY WILL PAYNE

Bermuda Tourism Authority (BTA) has appointed Tracy Berkeley as its new chief executive.



After nine months working as interim chief, Berkeley has now become the first female leader of the organisation.

In her interim role, Berkeley spent her time creating a new strategic global tourism plan to promote Bermuda.

Moving forward, she will be responsible for creating long lasting market impacts and relationships to enhance the destination's appeal for both tourists and business investment opportunities.

"It is with a deep sense of pride and humility that I officially take the helm as the chief executive of the Bermuda Tourism Authority," she said.

"I am beyond proud and excited to continue working with such a talented and driven team to promote Bermuda as a top tier destination while making waves in the industry."

TTG Online  
MUU: 60,000  
PR Value: \$21,645

ARCADIA

A Tale of... Bermuda

12 January, 2022 by Shiphrah Parry

“You can go to heaven if you want. I’d rather stay in Bermuda.”— Mark Twain

Tied to the stigma of unexplainable disappearances, Bermuda has long been associated with the conspiracy of the triangular region bounded by Miami and Puerto Rico in the North Atlantic Ocean. However, this British Overseas territory is more than a mystery.

Home to one of the world’s most expensive cities, Hamilton, Bermuda is truly spectacular. Let the pristine, pastel buildings beneath white-stepped rooftops lead the way through the picturesque isle.



Arcadia Magazine  
MUU: 225,000  
PR Value: \$48,000



Mayfair Times  
Circulation: 21,294  
PR Value: \$16,000



# Individual Press Trip

## *BA High Life, 6-12 March 2023*

*(BA = British Airways)*

On behalf of BA High Life Magazine, freelance journalist Victoria Beardwood visited Bermuda to experience the island's 'unexpected' offerings to tie in with the launch of the new daily flight with British Airways in March 2023

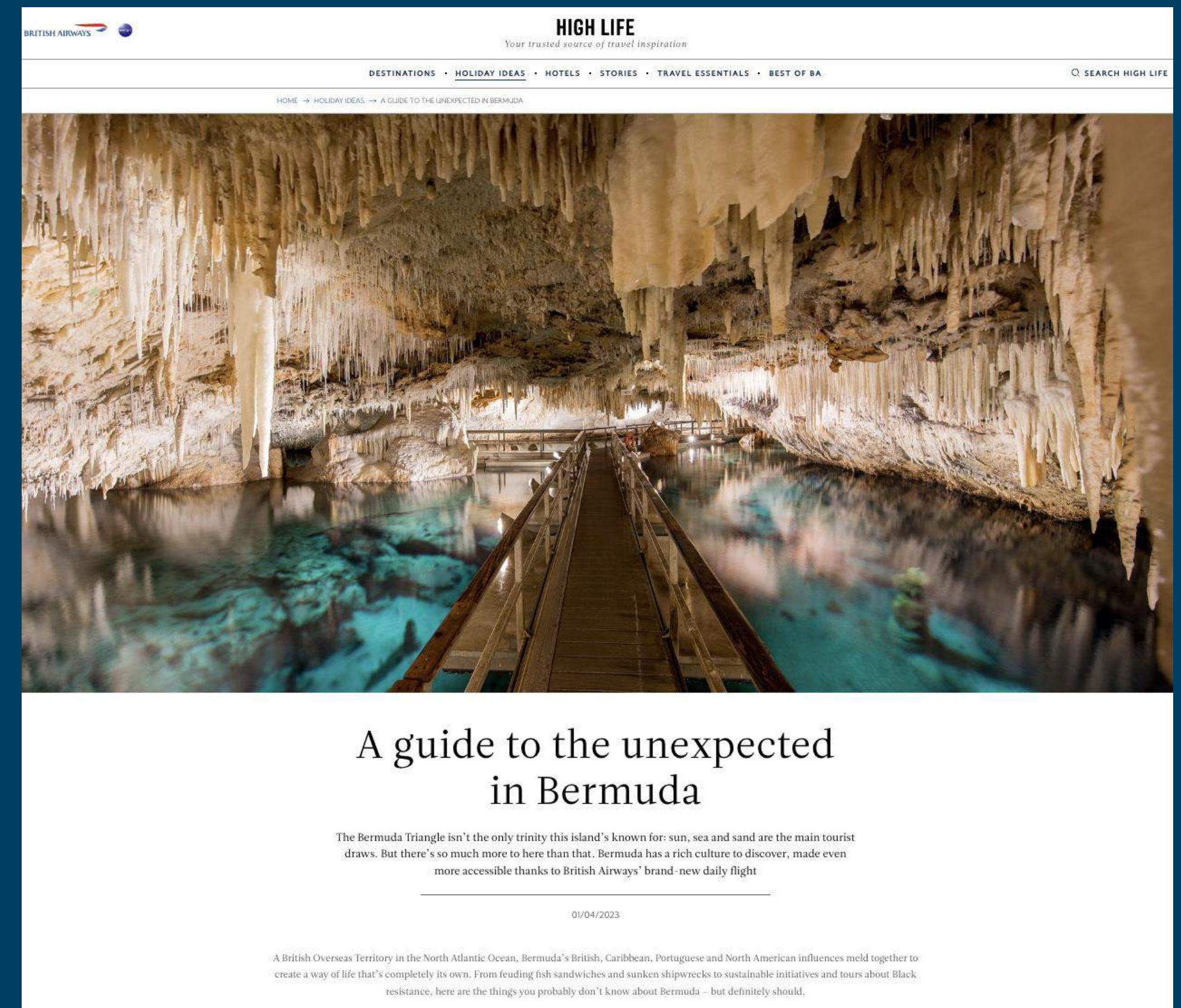
Confirmed the first exclusive feature the publication has ever produced on Bermuda

Partner Hotels: Cambridge Beaches Resort and Spa and St. Regis Bermuda

Itinerary highlights: Crystal Caves, Tom Moore's Jungle, St. George's walking tour with Kristin White, Huckleberry, Foraging tour with Doreen Williams

MUU: 4,800,000

PR Value: \$51,299






# Canada PR & Communications


Q1 – Media, Consumer & Travel Trade








# Group FAM: Social Media Coverage

**Journalist:** Karen Burshtein  
**Publication:** Dreamscapes  
**Instagram:** [@karenburshtein](#)


karenburshtein...











Liked by ashtonmarcuspr and 16 others

karenburshtein Bermuda lovely and colourful but the most fascinating thing to me are the mandated terraced limestone roofs for collecting water in a country with no fresh water springs rivers or lakes  
Clever and inspiring


karenburshtein...

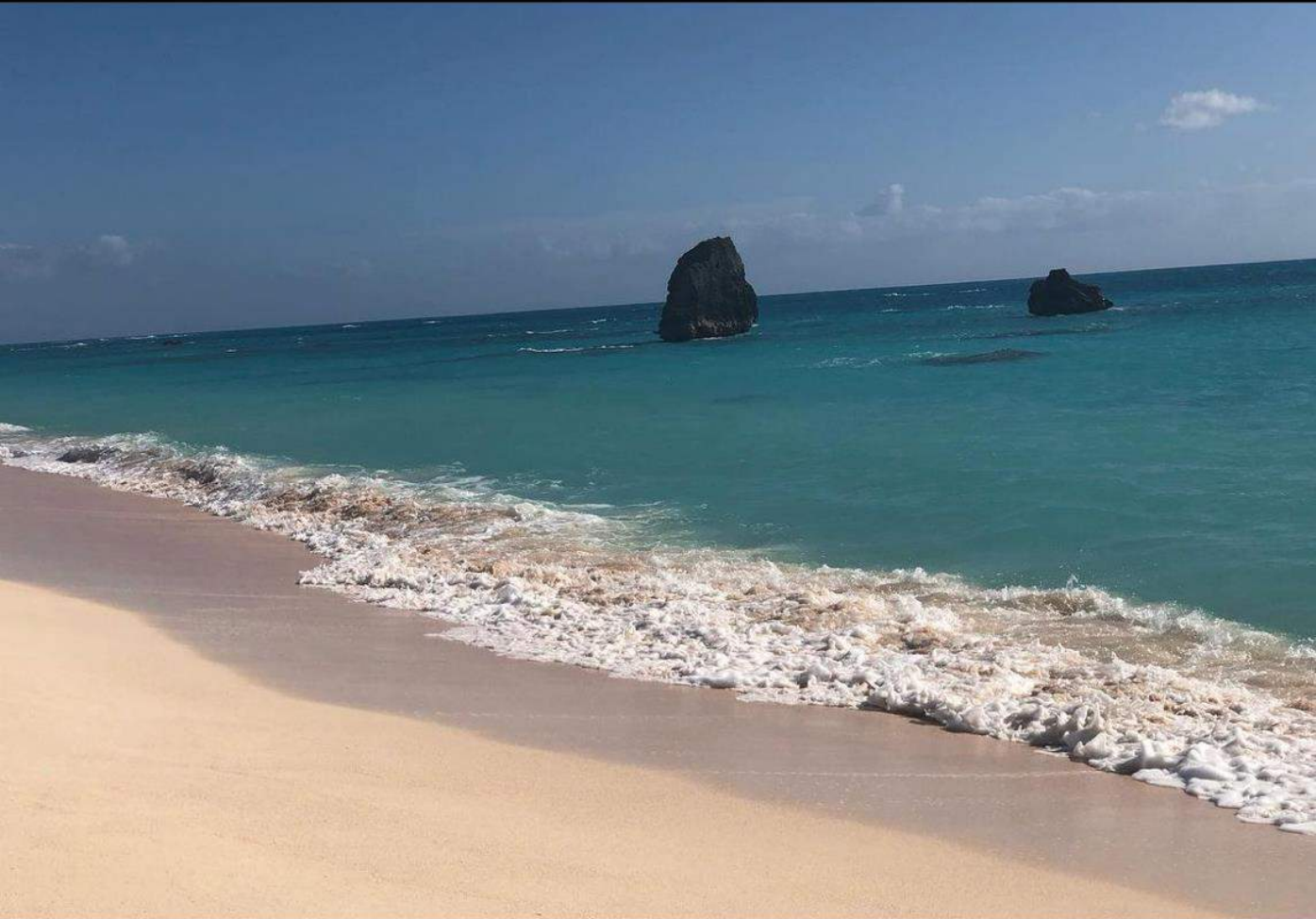









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karenburshtein...





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karenburshtein Bermuda lovely and colourful but the most fascinating thing to me are the mandated terraced limestone roofs for collecting water in a country with no fresh water springs rivers or lakes  
Clever and inspiring

BERMUDA



# Group FAM: Social Media Coverage

**Journalist:** Jane Stevenson  
**Publication:** Toronto Sun  
**Twitter:** @JaneCStevenson



Jane Stevenson  
@JaneCStevenson

Morning swim at [#hamiltonprincess](#) in [#bermuda](#) was chilly but good. Hot tub afterwards did the trick.  
[#gotobermuda](#)



08:46 · 2023-01-16



Jane Stevenson  
@JaneCStevenson

A day of art, drinks – a dark n stormy, a milkshake like no other and a Bloody Mary made with rum! – plus a fish sandwich with loquat chutney for lunch and surf and turf for dinner made this day a memorable one in [#bermuda](#). [#gotobermuda](#)



22:28 · 2023-01-16




Jane Stevenson  
@JaneCStevenson

It's looking wild and windy outside this morning at the beautiful [#hamiltonprincess](#) in [#bermuda](#).  
[#gotobermuda](#)




104 views

07:12 · 2023-01-18



Jane Stevenson  
@JaneCStevenson

Trying to stay "in the pink" after 4 glorious nights in [#bermuda](#) incl Island Rose, a new [#LiliBermuda](#) fragrance made for the [#hamiltonprincess](#), a lychee martini & passion fruit ceviche at Aurora restaurant & even art about "Harry's girl" i.e. Meghan in the hotel stairwell.



18:59 · 2023-01-20



Jane Stevenson  
@JaneCStevenson

Best solo day in [#bermuda](#) on my scooter: Golf at Belmont Hills, delicious fish sandwich at The Wharf, meeting Lili Bermuda perfumer Isabelle Ramsay Brackstone & dog Milo, swimming by myself at Cooper Island's Clearwater Beach & massage back at the Hamilton Princess.  
[#gotobermuda](#)



19:15 · 2023-01-20



Jane Stevenson  
@JaneCStevenson

Final day in [#Bermuda](#) saw us visit the Hamilton Princess beach club on the seriously pretty south shore about 20 minutes away. Accessible by the hotel's Gitney. Can you spot the heron? [#gotobermuda](#)



19:27 · 2023-01-20



Jane Stevenson  
@JaneCStevenson

Morning at [#hamiltonprincess](#) in [#bermuda](#). [#gotobermuda](#)



71 views



Jane Stevenson  
@JaneCStevenson

Nothing like a (South shore) beach day and dolphin encounter in [#bermuda](#). [#gotobermuda](#)



16:57 · 2023-01-17



## Online & Print

Print Date: January 21, 2023

Online Date: January 25, 2023

Journalist: Debbie Olsen

Online highlights include:

- Regina Leader-Post
- The Kingston Whig-Standard
- The Sudbury Star

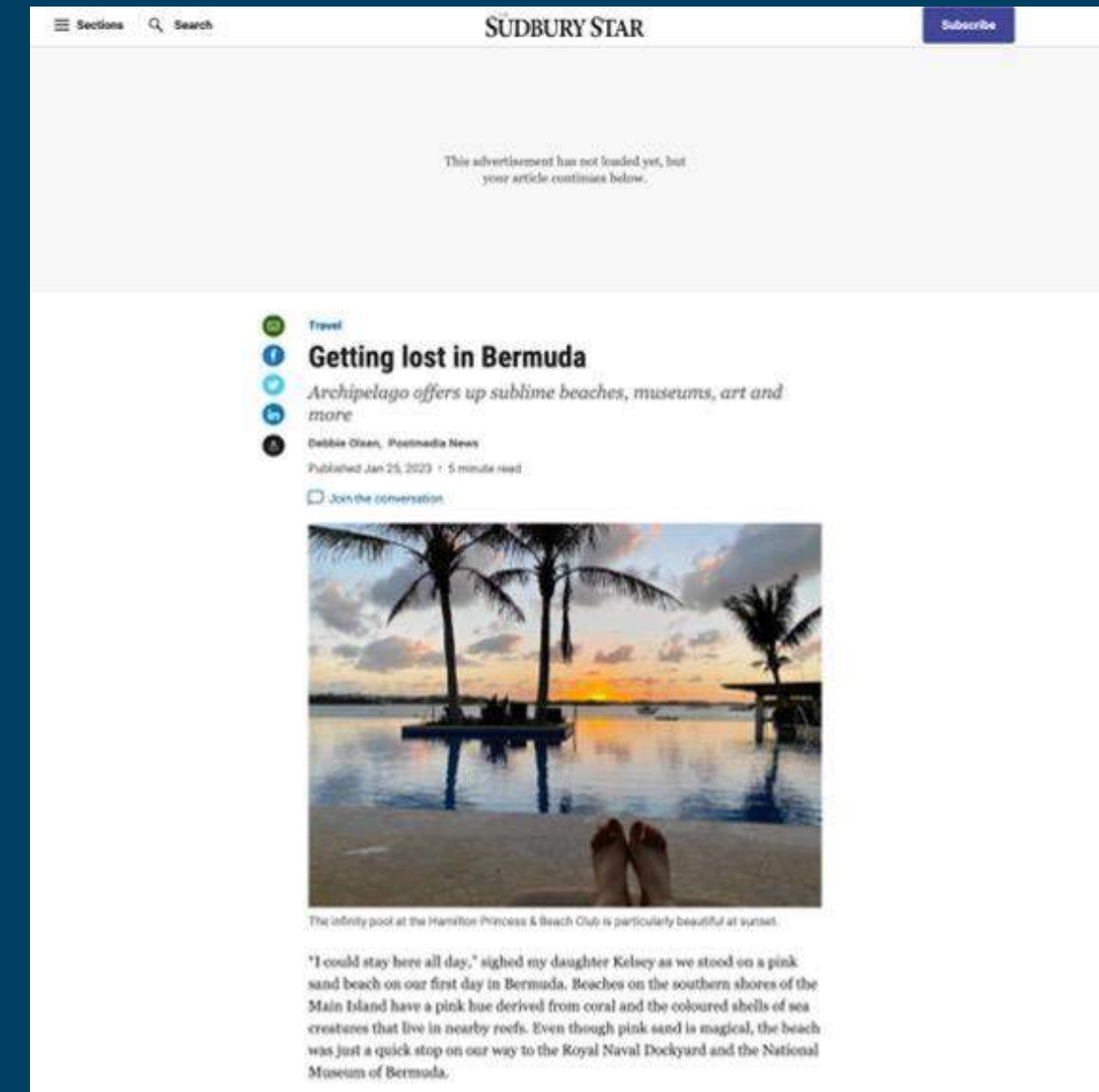
## Print syndications:

- Edmonton Journal
- Calgary Herald
- Windsor Star
- London Free Press
- Vancouver Sun

Syndicated Media Ad Value: \$29,984.92

Syndicated Online Impressions: 1,409,020

Syndicated Print Impressions: 1,832,592



BERMUDA



# Q1 Canada PR coverage snapshot:

January – March 2023

- . Number of articles: 101
- . Total reach: 14,875,995
- . PR Value of coverage achieved: \$131,890





# Travel Trade Media

BERMUDAΔ

Lost Yet Found





# Pink Sale UK

The Bermuda Pink Sale campaign aimed to drive awareness and consideration of the annual Bermuda Pink Sale, driving traffic to the Pink Sale landing page. This campaign focused on three audiences: travel Intent, golfers, and affluent travellers.

The campaign performed very well, exceeding all KPIs. A total of 14,307 arrivals landed on the Bermuda website during the campaign period. This delivered a very strong average arrival rate of 0.16%, more than double the industry standard (0.07%), exceeding our KPI of 0.09-0.15%. This campaign also delivered 2,312,127 added value impressions.

## Tour Operator Highlights:

BA Holidays reported a 35% increase in room nights this January compared to January 2022.

Purely Bermuda had 250 room nights in the month, their most to Bermuda in one month since pre-pandemic.



# Financial Times Cover Wrap

Bermuda had a branded cover wrapped around the Financial Times (FT) newspaper during January. This impactful commercial message placed us directly into the hands of our target audience.

This was done with the FT newspaper on the following dates:

Friday 20 January  
Saturday 21 January  
Monday 23 January  
Tuesday 24 January







THE  
GODALMING  
TRAVEL COMPANY

The  
Sussex Travel  
Company

Premier travel

# Caribtours Luxury Agent Event Sussex

VIP networking event with 40 travel agents with a focus on building relationships that will help us to drive increased sales in the future.

We were able to provide a destination overview and received details of the attendees so that we could provide additional support and education.



# Caribbean Tourism Organisation (CTO) Chapter UK & Europe Roadshow in London

We participated in the CTO London roadshow which included a VIP networking reception and dinner.

We also had the opportunity to provide a destination overview to **55** agents and product managers in the cinema room which provided maximum impact and brand visibility.





SAGA

CLASSIC COLLECTION

travel counsellors



major  
travel

BarrheadTravel  
The Holiday & Tailor-Made Travel Specialists



Thomas  
Cook



HolidayPirates

titan  
travel

adventure made effortless



INSPIRING  
TRAVEL

INSPIRE  
MY HOLIDAY

GOLD MEDAL

Travelpack<sup>TM</sup>  
the tailor-made holiday specialists

Trust  
USAirtours  
Canada : Caribbean : USA

BRITISH AIRWAYS



CHARITABLE  
TRAVEL  
for charity, not for profit

CONNOISSEUR  
TRAVEL COLLECTION

IF ONLY...  
TRAVEL MADE BEAUTIFUL

BERMUDA

Lost Yet Found

TRENDING TRAVEL

Expedia



UNITE Caribbean

The BTA conducted **21** meetings and provided a destination overview and island updates.

Our schedule included the following decision makers from the various tour operators and airlines:

Travel Counsellors, Classic Collection Holidays Ltd., Titan Travel/Saga Travel Group, Thomas Cook, Major Travel, Inspire My Holiday, Gold Medal, Travelpack, Liv& Travel, British Airways, Elegant Resorts, Inspiring Travel Company, SAGA Holidays, Connoisseur Travel Collection, Expedia Group Media Solutions, Barrhead Travel, US Airtours Holidays, HolidayPirates, Trending Travel and Charitable Travel.



# House of Bermuda VIP Reception & Sales Agent Event

**105** product managers and agents experienced the House of Bermuda during the evening event. All guests were able to network with the BTA staff and the visiting partners and experience the activations firsthand.

Our efforts support the year-round education of frontline sales agents dealing directly with customers, with the aim of increasing sales to Bermuda in 2023.

Attendees included:

Titan Travel, Jet Blue, Travel Weekly, Liv & Travel, Travelpack, Travel Counsellors, Trailfinders, Hays Travel, Holidays Please / Luxury Travel Gurus, Kuoni and Flight Centre.





# House of Bermuda Cambridges Beaches Partner Event

- Cambridge Beaches provided their preferred partners exclusive access to House of Bermuda during a two hour slot.
- This was to create awareness for their top luxury operators and to thank them for their continued support in selling Bermuda.
- The efforts will assist in strengthening partnerships with Tour Operators and increasing room nights for 2023.
- Cambridge Beaches provided a luxury hamper for our trade night raffle.

Attendees Included:

Minerva Private Travel, Gold Travel Counsellors, Venturion Concierge, Colletts Travel and Darrell James Travel





# House of Bermuda Tour Operator Partner

The BTA partnered with Inspiring Travel to drive enquiries and bookings to Bermuda throughout the three-day activation.

Inspiring Travel partnered with Cambridges Beaches to provide a seven-day holiday prize for everyone who attended the House of Bermuda and entered the prize draw.

As a long-term partnership, the exposure aims to assist in increasing room nights for 2023.

Results:

**169.2% increase in visitors to Bermuda pages** across the Inspiring Travel site since the promotions began.

The competition had a total of **1,036 entries**





# Hotel Partner

## Grotto Bay Beach



- The BTA partnered with Grotto Bay Beach Resort & Spa to create awareness of the hotel's offerings whilst driving enquiries and bookings to Bermuda.
- Grotto Bay Beach Resort & Spa provided a four-night stay at the property for the trade raffle on Thursday 16th March.
- Our custom spa was inspired by Grotto Bay's Natura Spa to create awareness of the property's spectacular offerings. Guests were offered a 15-minute spa treatment by a professional masseuse.
- Grotto Bay Beach Resort & Spa provided bottles of pink "sand" bath salts offering a taste of Bermuda's beautiful beaches as well as providing brand exposure for the property.



# Hotel Partner

## Hamilton Princess & Beach Club

- Agents were treated to a taste of culinary delights by Bermudian chef, Richard Zuill, who was present throughout the three-day event to talk through his recipes and Bermuda's traditional cuisine.
- Chef Richard was able to network with the travel trade and highlight Bermuda culture and traditions.







# Meetings & Sales Calls

The BTA held **58 meetings/sales calls** with key tour operators between January 2023 and March 2023, sharing Bermuda updates such as the Pink Sale, Golf FAM opportunity and the return of the daily flight service in March. Follow on discussions aimed to support new product development.

## Quarter Highlights:

- Secured Pink Sale tour operator partners.
- Confirmed House of Bermuda partners and attendees.
- Outreach and confirmation of Golf FAM attendees



# Infrastructure

## Tourism Infrastructure

A healthy tourism industry relies on a healthy infrastructure to enable us to deliver our distinct experiences to visitors.





# Infrastructure

AWARENESS · GREENER · INFRASTRUCTURE · LOCAL INVOLVEMENT · INNOVATION

## Air Service Development:

- The BTA attended Routes Americas Airline Conference in March with partners from Bermuda Airport Authority and Skyport. Meetings were held with 13 airlines and 6 airports to discuss performance and new opportunities.
- The conference provided the opportunity for ongoing meetings and relationship management with airline partners as well as participation in negotiations around scheduling and routes.



# Innovation

Thinking like a visitor.

The world of travel is shifting and it's crucial that we keep up with new developments in travel and tourism to meet the evolving needs of our target visitor. That's why we have developed on-island experiences that will satisfy and surprise our visitors giving them an easy to book, authentic slice of Bermuda.

What's more, we seek to continually evolve our technology and tools to ensure that we gather relevant, impactful intelligence on our performance and the industry locally and globally.

AWARENESS • GREENER • INFRASTRUCTURE • LOCAL INVOLVEMENT • INNOVATION • TEAMS + GROUPS • YEAR-ROUND •



# Innovation

## Phasing out the Travel Authorisation

- In Q1 the team worked with stakeholders such as airlines, Skyport and the Department of Immigration to fine-tune the reintroduction of the online visitor arrival form.
- [Bermudaarrivalcard.com](https://bermudaarrivalcard.com) gives visitors a digital/paperless option that can be completed at any time prior to arrival and the barcode scanned from their device.

Simpleview CRM training was held for all staff during January.

## BTAConnect (BTA's Stakeholder Portal)

- BTA Connect Logins: 553
- New users signed up: 24

**BTA+** was launched on February 22, 2023: BTA+ is a subsidiary online learning platform launched by the BTA that delivers industry-related training and educational lessons to inspire individuals, businesses, and partners with the purpose of strengthening our island's reputation as a destination of choice.



# Restaurant Weeks (January 19 – February 28)

Celebrating Bermuda's diverse food culture, Restaurant Weeks continues to be a staple food promotion that offers visitors and residents special prix-fixe menus and a series of culinary experiences in January and February. This year, the Experience Division curated a themed, *Lost Yet Found* dinner experience featuring overseas Top Chef, Dawn Burrell, inspired by BTA's new marketing campaign that reinforces unique and memorable year-round culinary experiences.

## **Key Highlights**

- 10 additional participating restaurants in 2023 compared to 2022
- Participant Survey Results:
- 100% of survey respondents stated they would participate next year
- 100% of survey respondents experienced increased traffic during the promotion
- 86% stated this increase was significant or moderate.
- 57% were very satisfied or satisfied with the extension of the campaign; while 29% were neither satisfied or dissatisfied

## **Advertisement statistics:**

YouTube advertisements

- Total impressions: 4,825
- Total views: 120, 510
- Average view duration: 0:29
- Average percentage viewed: 94.5%



# Restaurant Weeks

## Instagram

- Total posts: 29
- Total impressions: 123,959
- Total engagements: 5,692
- Total link clicks: 450

## Facebook

- Total posts: 29
- Total impressions: 77,572
- Total engagements: 2,319
- Total link clicks: 106

## Twitter

- Total posts: 6
- Total impressions: 9,039
- Total engagements: 381
- Total link clicks: 63

LYF Recap Video: <https://www.youtube.com/watch?v=YZhjSlrq1oI>



# Experience Investment Programme

31 applications were submitted in the first intake of Experience Investment in 2023. Consideration for BTA support was given to applications that aligned with the National Tourism Plan and key BTA objectives focusing on:

- Support local entrepreneurs to create and elevate year-round experiences for visitors travelling to Bermuda
- Drive visitation to Bermuda during the non-summer month
- Showcase Bermuda's history and culture in a unique and innovative way
- Elevate the visitors' on-island experience
- Incorporate live entertainment into experiences
- Repurpose on-island venues to create new and unique experiences

## Key Highlights

- In this investment round, 31 applications were received, of which 20 were shortlisted for an interview.
- 10 experiences will be supported with financial support and 8 with marketing support.



# Teams & Groups

Growing through groups.

AWARENESS • GREENER • INFRASTRUCTURE • LOCAL INVOLVEMENT • INNOVATION • TEAMS + GROUPS • YEAR-ROUND •



# KEY ACTIVITIES

Throughout various industry events and conferences, our Sales Team actively engaged with industry leaders, meeting planners, and professionals to raise awareness of Bermuda as a top destination for group business. By participating in these events, we were able to educate attendees about Bermuda and foster new relationships while reinforcing existing partnerships. The key highlights from each show are as follows:

## **1. PCMA Convening Leaders:**

- Held at the Greater Columbus Convention Center, Columbus OH.
- 3,300+ attendees, including industry leaders.
- Raised awareness of Bermuda in the group business arena.
- Repeat association customers selected Bermuda for their 2025 & 2026 meetings.

## **2. AMC Institute Annual Meeting:**

- Connected with Association Management Company owners and partners.
- Educational sessions and networking opportunities.
- Aimed to attract group business and potential Association clients.
- Displayed and disseminated materials associated with Bermuda.



# KEY ACTIVITIES

## **3.SITE Global Conference:**

- Met and reconnected with incentive travel professionals.
- Networking opportunities, educational sessions, and receptions.
- Explored the possibility of hosting Incentive Summit Americas in Bermuda.
- Emphasised relationship building and awareness of Bermuda.

## **4.ALHI/Cambridge Beach Wedding Planner Luncheon:**

- Joined ALHI and Cambridge Beaches for a wedding planner lunch.
- Focused on promoting Bermuda as a destination wedding location.
- Engaged with nine wedding planners specialising in destination weddings.



# KEY ACTIVITIES

## 5. Sales Meetings with Meeting Planners and ALHI Associates:

- Increased awareness of Bermuda for future business.
- Presented updates on tourism and the Bermuda Beyond the Boardroom promotion.
- 8 clients are actively considering Bermuda for potential meetings.
- Nurturing relationships established during sales meetings.

## SUMMARY:

- Successfully raised awareness of Bermuda in the group business arena.
- Secured repeat association customers for 2025 & 2026 meetings.
- Connected with key decision makers in association and incentive travel.
- Explored opportunities to host major industry events in Bermuda.
- Promoted Bermuda as a desirable destination for weddings and meetings.
- Actively sourced new business and nurture existing relationships.

By actively participating in these events, our Sales Team played a crucial role in positioning Bermuda as a premier destination for group business, fostering relationships, and driving future growth in the hospitality and meeting industry.



# Bermuda Beyond the Boardroom Promotion



## Group Sales Promotion

Naturally beautiful and warmly welcoming, Bermuda is an ideal destination for hosting meetings, conferences, and incentive programs. When it's time to take care of business – and make a great impression – Bermuda's resort ballrooms, event spaces, and meeting venues provide the perfect places to take care of business.

## Booking Window & Travel Dates

**March 1, 2023 until December 31, 2023**

All groups, contract/commitments must be signed by the hotel and clients and communicated to the Bermuda Tourism Authority Group Sales team by December 31, 2023

### Travel windows:

- March 1, 2023 to March 31, 2023
- November 1, 2023 to March 31, 2024
- November 1, 2024 to March 31, 2025

## Promotion Offerings

- Complimentary Roundtrip Airport Transfer credit
- 1-hour Welcome Reception w/Signature Drinks (i.e., Dark N Stormy and Rum Swizzle)
- Meeting Space rental or welcome/closing reception/dinner credit up to \$2,000.00
- Upgraded Welcome Amenity valued at \$50.00 per room
- Resort Levy fee credit- up to \$5,000.00
- Complimentary Island or Hotel Experience to be booked by the Bermuda Tourism Authority (i.e. 4- hour island tour or off-site venue/on water island experience) valued up to \$15,000 dependent on experiences offer. Subject to final approval by the BTA

BERMUDA  
GoToBermuda.com

## Tiered Offerings Per Group Room Count

### 10-20 rooms (Choose one)

- Complimentary Roundtrip Airport Transfers up to \$1,500.00
- Upgraded Welcome Amenity valued at \$50.00 per room

### 21-50 rooms (Choose one)

- Complimentary Roundtrip Airport Transfers up to \$1,500.00
- Upgraded Welcome Amenity valued at \$50.00 per room
- 1-hour Welcome Reception w/Signature Drinks (i.e., Dark N Stormy and Rum Swizzle)

### 51-100 rooms (Choose two)

- Complimentary Roundtrip Airport Transfers up to \$2,000.00
- Upgraded Welcome Amenity valued at \$50.00 per room
- 1-hour Welcome Reception w/Signature Drinks (i.e., Dark N Stormy and Rum Swizzle)

### 101+rooms (Choose three)

- Complimentary Roundtrip Airport Transfer credit
- 1-hour Welcome Reception w/Signature Drinks (i.e., Dark N Stormy and Rum Swizzle)
- Meeting Space rental or welcome/closing reception/dinner credit up to \$2,000.00
- Upgraded Welcome Amenity valued at \$50.00 per room
- Resort Levy fee credit- up to \$5,000.00
- Complimentary Island or Hotel Experience to be booked by the Bermuda Tourism Authority (i.e. 4-hour island tour or off-site venue/on water island experience) valued up to \$15,000 dependent on experiences offer. Subject to final approval by the BTA

## Parameters

- Minimum of 12 rooms on peak
- 3 night minimum
- For new business only (From March 2023)
- This promotion cannot be combined with another offer including the Group Incentive Fund
- This promotion excludes major local holidays and are subject to blackout dates
- Offer is based on 80% pickup of the room block
- Should the number of rooms drop from the time of contract is signed to the first date of arrival the group promotion choice will be re-evaluated accordingly as it relates to the tiered room count options.

### Contact

groupdept@bermudatourism.com  
www.GoToBermuda.com

Promotion disseminated to Bermuda Hotel Partners, ALHI,  
LamontCo., CVENT, AMCI, HelmsBriscoe



# Q1 Group Sales Success Measures

## Groups turned definite - January 2023

TOTAL: 782 room nights/449 people /\$1,429,256.89 Estimate Economic Impact (EEI)

Tentative:32 Tentative Leads/3,034 people/6,757 room nights/Dates range: end of February 2023 – May 2025

## Groups turned definite - February 2023

TOTAL: 1,429 room nights/ 523 people / \$1,893,999.85 EEI

Tentative: 19 Tentative Leads/ 2,218 people/6,812 room nights/dates range: end March 2023 – November 2026

## Groups turned definite March 2023

TOTAL: 525 room nights/213 people/\$734,939.41 EEI

Tentative:28 Tentative Leads/2,652 people/6,855 room nights/dates range: May 2023 – September 2025



# Year-Round

Embracing different seasons and unique features/ benefits of each.

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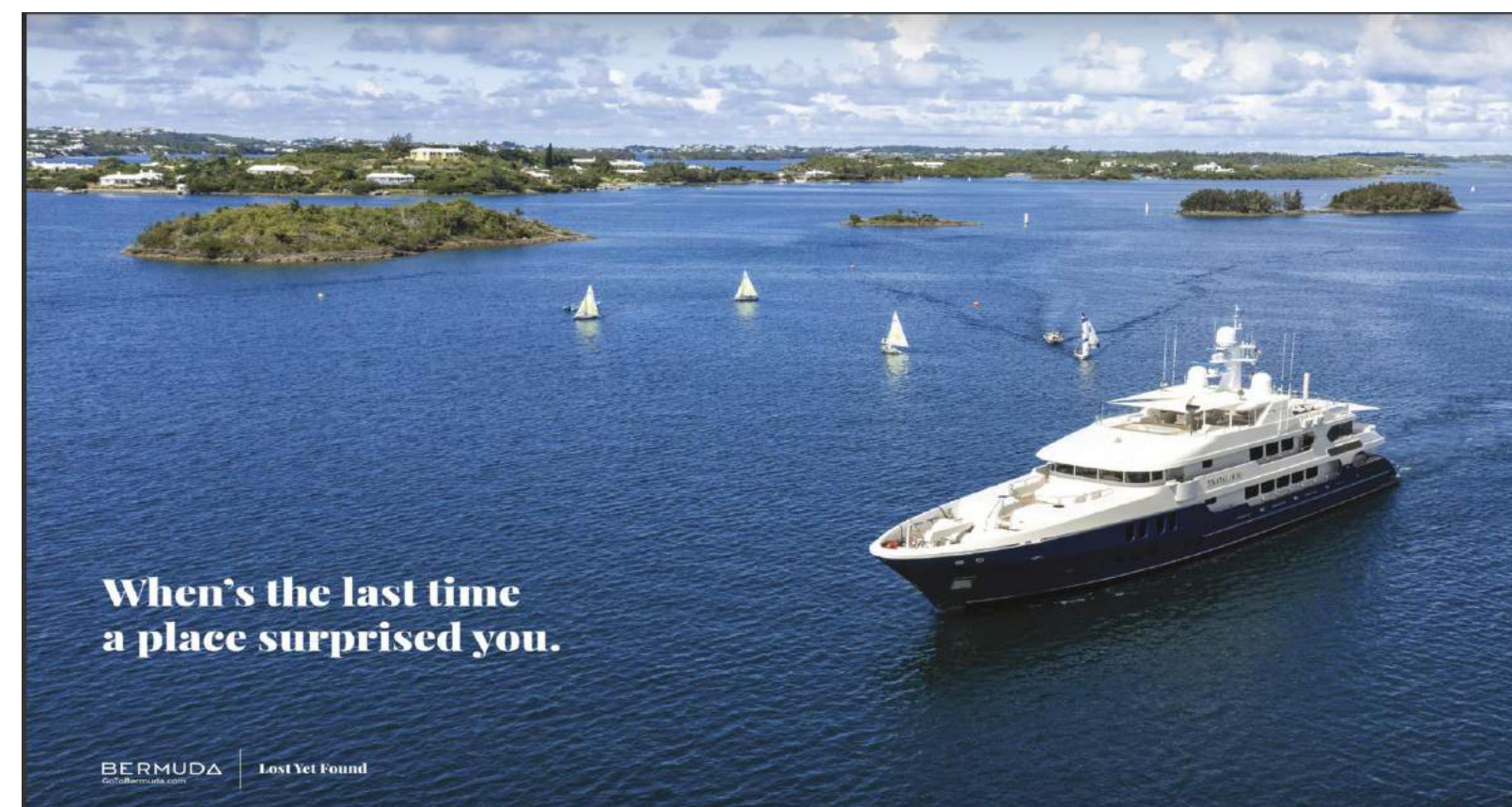


# MARITIME

Promote Bermuda as a stopover port in the spring and fall for large and superyachts - in particular, permitting these vessels to welcome guests to charter overnight.

## West Palm Beach Boat Show – March 22 – 26

The BTA attended the West Palm Beach Boat Show to host two events with our partners Boat International for their Owners Club dinner as well as with Worth magazine for a curated dinner. There will be additional opportunities to network with yacht brokers and associated influential professionals in the luxury yachting and chartering market.





# World Superyacht Awards, 23-25 February

- From 23-25 February 2023, the BTA hosted the World Superyacht Awards Judges Weekend - the Oscars of superyachting.
- 15 judges, all of which are superyacht owners, and their partners descended on Bermuda to celebrate and judge the best yachts launched the previous year.
- BTA organised a bespoke three-day programme to showcase Bermuda as a leading superyacht destination to the highest profile and most influential people in the superyachting community.
- Partnered with Rosewood Bermuda to ensure the guests had a seamless experience and to drive future bookings from superyacht owners to the property for future travel bookings.
- Immediate wins include potential filming of TV reality series, Below Deck in Bermuda, top-tier introductions to some of the biggest superyacht owners in the world interested in bringing their yachts to Bermuda next year, future bookings and travel referrals for Rosewood Bermuda.





# Year-Round Business Activities

## Ongoing Research and Reporting

- Monitor and provide analysis on:
  - Air service to Bermuda:
    - Monthly reports on capacity, load factors, and route performance
    - Existing and potential new routes
    - Future schedules for projections and use by staff, partners & stakeholders
  - Airline schedules
  - Future demand projections
  - Local perception of the BTA and the Tourism Industry to assist with stakeholder and public outreach strategies.



# Year-Round Business Activities Cont'd

Report monthly and quarterly on:

- Tourism Key Performance Indicators (KPIs), including air, cruise, yacht arrivals, air service, visitor expenditure, visitor satisfaction, hotel performance and pace, future projections, etc.
- Corporate objective status to staff and Board of Directors.
- National Tourism Plan Key Success Indicators

Visitor Services Centres:

- Advertised, interviewed, selected & trained new BVSC seasonal contract workers for the 2023 visitor season. Contractors to start at all locations on April 3<sup>rd</sup>, 2023.
- Dockyard VSC opened for the 2023 visitor season on March 27<sup>th</sup>. Operating Hours: Mon – Fri 8:30am – 4:00pm, Sat & Sun 10:00am – 4:00pm.

Davida O'Brien was appointed the new chairwoman of the Bermuda Chamber of Commerce's tourism/West End division.



# Recruitment

We have hired 4 new employees at the Authority in Q1 2023:

- Digital Marketing Manager- Tiara Webb
- CRM & Systems Manager- Justine Dzofonoo-Burch
- Experience Projects Manager- Jasmine Furbert
- Experience Assistant- Khadijah Shakir



# Financials Q1



Income Statement							
Bermuda Tourism Authority							
For the Quarter Ended 31 March 2023							
	Q1			Year To Date			
	Actual	Budget	PY	Actual	Budget	PY	
Income	5,757,952	5,546,304	5,750,128	5,757,952	5,546,304	5,750,128	
Direct costs	5,972,232	6,257,384	6,589,154	5,972,232	6,257,384	6,589,154	
Direct surplus (deficit)	(214,280)	(711,080)	(839,026)	(214,280)	(711,080)	(839,026)	
Structure, general & administration costs	2,229,450	2,248,692	2,079,143	2,229,450	2,248,692	2,079,143	
Operating surplus (deficit)	(2,443,729)	(2,959,772)	(2,918,169)	(2,443,729)	(2,959,772)	(2,918,169)	
Finance costs	46,430	49,293	73,756	46,430	49,293	73,756	
Net surplus (deficit) for the period	(2,490,159)	(3,009,065)	(2,991,925)	(2,490,159)	(3,009,065)	(2,991,925)	



Income and Direct costs						
Bermuda Tourism Authority						
For the Quarter Ended 31 March 2023						
	Q1			Year To Date		
	Actual	Budget	PY	Actual	Budget	PY
Income						
Grants, subsidy & contribution income	5,010,000	5,010,000	5,375,000	5,010,000	5,010,000	5,375,000
Tourism authority fee	735,540	521,304	365,467	735,540	521,304	365,467
Cruise passenger visitor fee	-	-	-	-	-	-
Vacation rentals	12,413	15,000	9,661	12,413	15,000	9,661
	5,757,952	5,546,304	5,750,128	5,757,952	5,546,304	5,750,128
Direct costs:						
Marketing	3,039,377	2,980,750	4,145,743	3,039,377	2,980,750	4,145,743
Sales	2,567,541	2,829,937	2,199,682	2,567,541	2,829,937	2,199,682
Experience development	52,568	175,000	26,540	52,568	175,000	26,540
Research & Business Intell	113,431	129,197	86,331	113,431	129,197	86,331
Operations	199,315	142,500	130,858	199,315	142,500	130,858
	5,972,232	6,257,384	6,589,154	5,972,232	6,257,384	6,589,154



General costs							
Bermuda Tourism Authority							
For the Quarter Ended 31 March 2023							
	Q1				Year To Date		
	Actual	Budget	PY		Actual	Budget	PY
Staff costs	1,549,589	1,544,320	1,417,505		1,549,589	1,544,320	1,417,505
Communications & IT	135,921	149,373	113,604		135,921	149,373	113,604
General expenses	238,405	247,687	221,563		238,405	247,687	221,563
Premises	201,969	201,963	192,648		201,969	201,963	192,648
Professional fees	94,942	96,136	127,072		94,942	96,136	127,072
Equipment	5,381	7,338	5,922		5,381	7,338	5,922
	2,229,450	2,248,692	2,079,143		2,229,450	2,248,692	2,079,143



