Experience Investment Application Workshop

January – June 2024
BTA Team

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VP of Experiences

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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:

Why Are You Here?

THE BTA IS LOOKING TO:

• Support visitor-focused experiences that elevate Bermuda's offerings
• Increase diversity and volume of experiences
• Elevated events and experiences that inspire travel
• 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.

227 supported Experiences since 2014

8 Experiences supported in 2023
Return on Investment

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

- Increased visitor spend and/or length of stay
- Fills an identified gap
- Demonstrates media exposure for Bermuda
- Creates jobs for Bermudians
- Returns that can be re-invested into the tourism economy
- Aligned with ‘Need States’ of target groups
- Proven increase of awareness to markets outside of Bermuda
- How can this be demonstrated?

All events and attractions receiving funding from the BTA will be subject to economic and financial reporting, customer feedback reports and visitor participation data.
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
So, Why Are You Here Today?

1. Are you filling a need for our target visitor segments?

2. Have you identified a way to do things better?

3. Have you identified a new experience or service that isn’t on the market yet?
Case Studies

High Notes on the Harbour

Hidden Gems

Carnival in Bermuda

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
Carnival in Bermuda:

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

What could have been better:
- Having BHW take place during a different time of year to address seasonality challenges

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

AWARENESS & RELEVANCE

INFRASTRUCTURE

INNOVATION

YEAR ROUND

AGILITY

GREENER

LOCAL INVOLVEMENT

TEAMS AND GROUPS
Increase economic impact of visitors

We do this by getting more leisure visitors...

>700,000 visitors

...to spend more money on-island.

Increase on-island spend (avg per each visitor)

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

Target sales efforts: travel trade, sports, maritime
- Greater focus on Group and Leisure Business
- Turn conversations into conversions
- Continue to build on the tremendous momentum in sports tourism and marine

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

Support local stakeholders
- Advocate for policy changes that hamper hotel operating efficiencies
- Supporting tourism entrepreneurship through our investment programme
- Support tourism hotel investment
- Increase local awareness through stakeholder engagement, advocacy, education, certifications and training

Support local stakeholders
- 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

The Power of Partnerships

2023 BTA STRATEGY ON A PAGE
AMBITIOUS
BERMUDA US LEISURE AIR VISITOR TARGETS
ADVENTURE SEEKER
FIT
EDGY
STYLISH
TECHIE
DIVERSE
URBANITES
trendsetter

WHO ARE THEY?
- 18-34
- HH $100K+
- SINGLE
- 4+ TRIPS/YEAR

ADVENTURE SEEKERS MORE LIKELY TO
BERMUDA US LEISURE AIR VISITOR TARGETS

Experience

ESCAPE

ENTHUSIAST

indulgent

SOPHISTICATED

CITY

Educated

Dweller

Savvy

WHO ARE THEY?

- 25-44
- HH $100K+
- COUPLES
- 6+ TRIPS/YEAR

EXPERIENCE ENTHUSIASTS MORE LIKELY TO
BERMUDA US LEISURE AIR VISITOR TARGETS

Active Families

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
BERMUDA US LEISURE AIR VISITOR TARGETS

GOLDEN empty nesters

DEPENDABLE social

BOOMERS Laid Back

Philanthropic GUIDED exploration

WHO ARE THEY?

• 50+
• HH $110K+

GOLDEN BOOMERS MORE LIKELY TO
**NTP Objective:**
- Build a clear view of our aspirational future for tourism and its effect on the island as a whole

**NTP Vision:**
- 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...

<table>
<thead>
<tr>
<th>Who will come, and when</th>
<th>Attitudes towards Bermuda</th>
<th>Spend</th>
<th>Benefit to residents</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bermuda will host 250,000 air arrivals (business + leisure)</strong>&lt;br&gt;65% of our visitors will come in the non-summer (Sept-May) months&lt;br&gt;Currently: 60%&lt;br&gt;8% of our leisure air arrivals will be Black visitors; Currently: 4%</td>
<td>+6% increase in our Brand Equity metrics among non-visiters of Aware: 56%, Familiar: 34%, Consider: 27%&lt;br&gt;69% Definitely Recommended among visitors; from 81%&lt;br&gt;$250 Spend (per person) of Cruise Ship passengers on Island</td>
<td>$TED Total spend of Yachts in Bermuda&lt;br&gt;70% of our residents will support development of tourism in Bermuda, from 61% (composite variable)&lt;br&gt;(TBD) Create opportunities and partnerships to address industry employment capacity gap</td>
<td></td>
</tr>
</tbody>
</table>

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

### Target Visitors

- **Adventure Seeker**
- **Experience Enthusiast**
- **Jetsetter**
- **Active Families**

### Need States

- Seeking Experiences
- Adult/Couples Retreat
- Family Fun & Bonding
- Getaway

### Strategic Pillars

- **AWARENESS & RELEVANCE**
  - Differentiating Bermuda
  - Growing By Being Pink, Blue + Greener
- **INFRASTRUCTURE**
  - Building Frictionless Experiences
- **LOCAL INVOLVEMENT**
  - Growing Through People
- **INNOVATION**
  - Thinking Like a Visitor
- **TEAMS AND GROUPS**
  - Growing Through Groups
- **YEAR-ROUND**
  - Embracing Seasonality
# Year-Round: Developing the right product

<table>
<thead>
<tr>
<th>Season</th>
<th>Months</th>
<th>Family Fun and Bonding</th>
<th>Getaway</th>
<th>Adult/Couples Retreat</th>
<th>Seeking Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter</td>
<td>JAN, FEB, MAR</td>
<td>WINTER/SPRING BREAK</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Spring</td>
<td>APR, MAY</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Summer</td>
<td>JUN, JUL, AUG</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Fall</td>
<td>SEP, OCT, NOV, DEC</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>

- ● IDEAL
- ○ POSSIBLE
- ○ UNLIKELY

WINTER/Spring Break experiences per season.
## Air and Water Temperatures (°C/°F)

<table>
<thead>
<tr>
<th>Month</th>
<th>Air Temp</th>
<th>Water Temp</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>21/70°</td>
<td>19/65°</td>
</tr>
<tr>
<td>Feb</td>
<td>21/70°</td>
<td>18/65°</td>
</tr>
<tr>
<td>Mar</td>
<td>21/70°</td>
<td>20/65°</td>
</tr>
<tr>
<td>Apr</td>
<td>22/72°</td>
<td>20/65°</td>
</tr>
<tr>
<td>May</td>
<td>26/78°</td>
<td>22/72°</td>
</tr>
<tr>
<td>Jun</td>
<td>27/81°</td>
<td>26/78°</td>
</tr>
<tr>
<td>Jul</td>
<td>29/85°</td>
<td>28/82°</td>
</tr>
<tr>
<td>Aug</td>
<td>29/85°</td>
<td>29/84°</td>
</tr>
<tr>
<td>Sep</td>
<td>29/85°</td>
<td>28/83°</td>
</tr>
<tr>
<td>Oct</td>
<td>27/80°</td>
<td>26/78°</td>
</tr>
<tr>
<td>Nov</td>
<td>26/75°</td>
<td>22/72°</td>
</tr>
<tr>
<td>Dec</td>
<td>25/75°</td>
<td>20/65°</td>
</tr>
</tbody>
</table>

### Outdoor Activities

- **Golf, Tennis & Spa**
- **Cricket Season** Ultimate Cup Match
- **Hiking & Cycling the Railway Trails**
- **Cliff Jumping** Jumping off rocks
- **Rock Climbing** Deep water soloing
- **Horseback Riding & Dogs Allowed on Beaches**
- **Horseback Riding on Trails**
- **Glow Worm Cruises** Once a month, 2 to 3 nights after the full moon
- **Sunset Cruises & Boat Rentals**

### Watersports

- **Kayaking, Stand-up Paddleboarding, Jet Skiing, Parasailing & Flyboarding**
- **Sailing**
- **Kite Surfing**
- **Deep Sea Fishing** Waloo, yellowfin tuna, marlin in season June/July

### Other Activities

- **Spiny Lobster Season** Lobster dive with locals
- **Reef & Shore Fishing** Spearfish — Catch & cook with locals
- **Bird Watching** Rare Cayman
- **Whale Watching**

### Underwater Visibility (Feet)

- **SCUBA DIVING**
  - 175' with wet suit
  - 125'
  - 100'
- **SCUBA DIVING**
  - 175'
- **Snorkelling & Helmet Diving**
Executive Summary

PERCENTAGES ARE % CHANGE COMPARING 2023 to 2022

H1 2023

AIR ARRIVALS LEISURE

TOTAL LEISURE

55,328

37% LEISURE

USA 36% ↑

CAD 67% ↑

UK 21% ↑

CRUISE

TOTAL PASSENGERS

209,087

TOTAL CALLS

79

ESTIMATED VISITOR EXPENDITURE

AIR 2022

$115.5MM

$1,895 PER PERSON

CRUISE 2022

$33M

$262 PER PERSON

AIR 2023

$148.7MM

$1,706 PER PERSON

CRUISE 2023

$88.4M

$423 PER PERSON

% CHG

28.7% ↑

10% ↓

168% ↑

62% ↑

ESTIMATED DIRECT ECONOMIC IMPACT

$7.84MM 6.6% ↓

HOTELS

36.2% ↑

HOTEL REVPAR

(REVENUE PER AVAILABLE ROOM)

26.4% ↑

HOTEL OCCUPANCY

7.9% ↑

ADR

(AVERAGE DAILY RATE)

YACHTS

TOTAL = 578

SUPERYACHTS = 46

$115.5MM

AIR 2022

$148.7MM

AIR 2023

% CHG

28.7% ↑

10% ↓

168% ↑

62% ↑

2022

2023

% CHG

21%

36% ↑

67% ↑

21%
## Total Vacation & Leisure Visitor Arrivals

<table>
<thead>
<tr>
<th></th>
<th>YTD-19</th>
<th>YTD-20</th>
<th>YTD-21</th>
<th>YTD-22</th>
<th>YTD-23</th>
<th># CHG</th>
<th>% CHG</th>
<th># CHG vs. 2019</th>
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<td>88,263</td>
<td>13,617</td>
<td>15,647</td>
<td>40,443</td>
<td>55,328</td>
<td>14,885</td>
<td>36.8%</td>
<td>-32,935</td>
<td>-37.3%</td>
</tr>
<tr>
<td>Cruise Visitors</td>
<td>231,495</td>
<td>9,366</td>
<td>0</td>
<td>126,127</td>
<td>209,087</td>
<td>82,960</td>
<td>65.8%</td>
<td>-22,408</td>
<td>-9.7%</td>
</tr>
</tbody>
</table>

**Total Leisure Visitors**

- Q2 2019: 284,570
- Q2 2020: 220,395
- Q2 2021: 159,391
- Q2 2022: 126,127
- Q2 2023: 186,303

- Cruise: 186,303
- Air Vacation & Leisure: 159,391

**Purpose of Visit**

- Vacation
- Destination Wedding
- Sporting Event
- Concert/Festival/Carnival

Source: Department of Immigration & Travel Authorisation Forms and H.M. Customs
### Total Air Visitors Purpose of Visit

<table>
<thead>
<tr>
<th>Purpose of Visit</th>
<th>YTD-19</th>
<th>YTD-20</th>
<th>YTD-21</th>
<th>YTD-22</th>
<th>YTD-23</th>
<th># CHG</th>
<th>% CHG</th>
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<td>36.8%</td>
<td>-32,935</td>
<td>-37.3%</td>
</tr>
<tr>
<td>Business</td>
<td>25,825</td>
<td>7,217</td>
<td>1,768</td>
<td>9,979</td>
<td>17,323</td>
<td>7,344</td>
<td>73.6%</td>
<td>-8,502</td>
<td>-32.9%</td>
</tr>
<tr>
<td>Visiting Friends &amp; Relatives</td>
<td>12,249</td>
<td>2,695</td>
<td>2,353</td>
<td>8,256</td>
<td>11,527</td>
<td>3,271</td>
<td>39.6%</td>
<td>-722</td>
<td>-5.9%</td>
</tr>
<tr>
<td>Other</td>
<td>1,632</td>
<td>410</td>
<td>310</td>
<td>2,277</td>
<td>2,966</td>
<td>689</td>
<td>30.3%</td>
<td>1,334</td>
<td>81.7%</td>
</tr>
<tr>
<td><strong>TOTAL Air Visitors</strong></td>
<td>127,969</td>
<td>23,939</td>
<td>20,078</td>
<td>60,955</td>
<td>87,144</td>
<td>26,189</td>
<td>43.0%</td>
<td>-40,825</td>
<td>-31.9%</td>
</tr>
</tbody>
</table>

- **Q2 2023**
  - Vacation & Leisure: 49,384
  - Business: 48,482
  - VFR: 46,720
  - Other: 46,220

**Air Vacation & Leisure Purpose of Visit = Vacation, Destination Wedding, Sporting Event, Concert/Festival/Carnival Spectator/Vacation.**

**Source:** Department of Immigration & Travel Authorisation Forms

**NOTE:** The business category contains Viking Orion Crew members who arrived by Air in 2021
Visitor Profile
Visitors Arriving in Bermuda 1/1/2023 to 6/30/2023

Arrival Timing

<table>
<thead>
<tr>
<th>Day</th>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>13%</td>
<td>15%</td>
<td>10%</td>
<td>15%</td>
<td>17%</td>
<td>17%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Country of Origin

- United States: 71.0%
- Canada: 10.3%
- UK: 10.3%
- Germany: 0.5%
- Ireland: 0.5%
- Other: 2.5%
- Uncertain: 1.9%

Travel Purpose (Detailed)

- Vacation: 58.5%
- Business: 15.2%
- Visiting Family & Friends: 10.3%
- Conference/Meeting: 4.2%
- Destination Wedding: 2.2%
- Other: 3.0%

Accommodation

- Hamilton Princess: 18.0%
- Friends & Relatives: 14.6%
- Rental House/Apartment: 9.0%
- Grotto Bay Beach Resort & Tennis Club: 8.3%
- Rosewood Tucker’s Point Hotel & Spa: 6.5%
- St. Regis Bermuda Resort: 6.3%
- Others: 30.2%

Historic Seasonality

- 2019
- 2020
- 2021
- 2022
- 2023

Source: Immigration and Travel Authorisation
Note: Data for a single month is considered preliminary until the 15th of the following month.
Bermuda Visitor Spending - Air Arrivals

Total Spending - Air Visitors

Jan.-Jun. 2023
$148.7M
▼19.9% vs. 2019

Trip Spending
Per Person

Jan.-Jun. 2023
$1,706
Per Person
Trip Spending ▼17.7% YOY

Year-to-Date Per Person Trip Spending
Sector: All

Daily Spending

Jan.-Jun. 2023
$297
Per Person
Daily Spending ▲8.4% YOY

Year-to-Date Per Person Daily Spending
Sector: All

Source: Destination Analysts, Immigration and Travel Authorisation

Powered By SYMPHONY TOURISM ECONOMICS
Bermuda Visitor Spending - Cruise Arrivals

Total Spending - Cruise Visitors
Jan.-Jun. 2023
$48.6M
▲ 4.5% vs. 2019

Per Party Trip Spending
Jan.-Jun. 2023
$589
Per Party Trip Spending
▲ 19.8% YOY

- Excursions/Package Tours*: $218
- Shopping/any retail purchases: $128
- Entertainment & sightseeing: $111
- Restaurants & dining out: $66
- Gas, parking & local transportation: $28
- Other: $11
- Groceries: $6
  *Purchased through cruise line

Per Person Trip Spending
Jan.-Jun. 2023
$233
Per Person Trip Spending
▲ 15.7% YOY

- Excursions/Package Tours*: $67
- Shopping/any retail purchases: $60
- Entertainment & sightseeing: $53
- Restaurants & dining out: $31
- Gas, parking & local transportation: $13
- Other: $5
- Groceries: $3
  *Purchased through cruise line

Year-to-Date Per Party Trip Spending
Sector: All

Year-to-Date Per Person Trip Spending
Sector: All

Source: Destination Analysts, Immigration and Travel Authorisation
Note: Q1 cruise ship survey sample size too small for data. Q1 2023 cruise ship survey data used.
Powered By SYMPHONY TOURISM ECONOMICS
Bermuda is Seasonal

Visitor Air Arrivals by month

Source: Department of Immigration & Travel Authorisation Forms
GAP SCORE ANALYSIS

As has been seen in the past, the factor of greatest concern for Bermuda is value for the money. The line chart at right illustrates the gap score for destination attributes and factors tested in the Air Exit Survey. This gap analysis provides an estimate of the leisure and VFR visitors who considered a factor to be “critically important” in their decision to select Bermuda as a travel destination, however were not “completely satisfied” with that same factor during their most recent Bermuda trip. In essence a higher gap score may be of concern, while a lower gap score suggests that the factor is relatively more aligned with visitors’ expectations. The highest gap score for Bermuda was for value for the money (74.4%). Next-in-line was the shopping experience (63.0%). Similar to the 2021 year-end findings, the lowest gap scores were for Bermuda’s natural scenic environment (11.0%), friendly residents (14.4%), seclusion/relaxation (17.6%), and proximity of location (19.7%) and a sense of escape (20.9%), each with a gap score of approximately 20% or less.

Source: BTA/Destination Analysts Visitor Exit Interviews
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
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:

- **BTA will provide a percentage of the investment awarded once a contract has been signed**

- **Milestone payments will be made based on agreed performance targets and reporting requirements**

- **Final payment is made once the Post Experience Report has been received by the BTA**

- **Awardees must provide adequate proof that the funds received were used as intended. The BTA reviews reports and confirms that applicants have demonstrated acceptable use of funding.**
# Sample Milestone Payment Schedule

<table>
<thead>
<tr>
<th>Reporting Period</th>
<th>Completion Date</th>
<th>Activities and evidence required</th>
<th>Report Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>March 31, 2023</td>
<td>• Confirmation of 2023 Event Schedule</td>
<td>March 31, 2023</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Confirmation that all offerings have been uploaded to BTA connect</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Receipt of a detailed Bermuda’s overseas marketing plan aimed at attracting visitors</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>May 31, 2023</td>
<td>• Mid-season report including visitor statistics</td>
<td>June 30, 2023</td>
</tr>
<tr>
<td>3</td>
<td>July 30, 2023</td>
<td>• Submitted Post Experience Report inclusive of financial reports, income and expense reports with supporting documentation, weekly visitor statistics, and customer satisfaction reports with supporting documents.</td>
<td>August 30, 2023</td>
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<td></td>
<td></td>
<td>• Receipt of promotional images and videos showcasing the Project</td>
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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
Key Questions to Ask

What do you want to do and why do you want to do it?

Is there a similar experience, event, or offering offered in Bermuda?

What makes your experience distinct?

Does your business have a location?

What do you need the financial/marketing support for? - BE SPECIFIC

Do you presently have a tourism product? If so, explain how will the support be used to enhance the visitor experience?
Do you have a Business Plan?

A business plan will:
- Assist with deliberate decision making
- Be key for financing
  - Banks, investors
- Be a tool to share the entrepreneur’s vision
- Help to ease entrepreneurial uncertainty
  - Risk reduction
- Force the entrepreneur to have perspective
  - ‘On it’ – not ‘In it’

Does your business plan have:
- Why you believe there is a need for your business?
  - Backed with market research?
- How you will execute?
- What your projections are?
- Accurate financials?
- What effects it will have on the tourism industry?
Key Things Your Business Plan Should Include

Executive Summary

Clear and compelling mission statement, objectives, financial overview, keys to success

Problem/Solution/Opportunity Focus

• Why now?

Overview of Market with Key Research

• Support your story with key research
• SWOT Analysis

Management

• Who will be leading your business?
• Include bios, background information etc.

Financials

• Make your business plan has realistic income and expense numbers
• Show other sources of investments (i.e. savings, personal loan, private investor, additional grants, consumer loan)

Marketing Plan

• How will people find out about your product

If you need further assistance with your business plan, the Bermuda Economic Development Corporation provide excellent services to support small business entrepreneurs.

Contact 292-5570 or email info@bedc.bm
Marketing & Social Media
Social Media Basic Concepts

- What type of business is your company?
- Who is your target audience?
- What are you trying to achieve using social media?
  - Awareness?
  - Revenue?
  - Inspiration?

People buy from who they trust

Quality vs Quantity

Build customer awareness

Provide quality consumer experience throughout entire engagement

People buy from who they trust

Quality vs Quantity

Build customer awareness

Provide quality consumer experience throughout entire engagement
Reputation Management Tools

Choose the right platform for your business

Communicate regularly

Have a “Book Now” option embedded within your website and social media

Give credit where it's due

TripAdvisor Business Tool

Facebook Groups

Twitter

Hashtags

Google Alerts
Tripadvisor: 1 billion reviews

The best plans are guided by people like you who have been there before

- Our guide Richard was extremely knowledgeable and had amazing stories to share with us.
- Amazing tour, enjoyed the stories and the historical facts.
- Me and my sister had the best time on this trip!
- Great place for safe outdoor dining!
- The best hidden gem - great food & cocktails!
Tripadvisor:

8M listings globally

2.3M Accommodations
500 Airlines
4.2M Restaurants
30,000 Cruises
1.5M Experiences & Attractions
Manage Your Business Reputation

Do Not Stay Here

Upon arrival...they claimed they did not rec reservation as I had proof in hand...blamed the people I went through...suite was not cleaned upon entering...constantly had to ask for towels multiple times... At One point the guy said he was OFF DUTY and couldn't get what I requested...had to ask for more soap...no tissues in suite...minimal kitchen utensils and pans...no hot water in kitchen...place could be a gold mine but they don't cater to the tourists so doubt that the property will ever be that.... def not a 3 1/2 star or even a 1...not pleasant to deal with either....

Show less

Reviewed 3 weeks ago
If it is your first time in Bermuda, this is a great way to see the city of Hamilton.

Our cruise ship docked at 0630 and by 1130 we were walking around the streets of Hamilton, Bermuda enjoying great food. We found one place that we decided to go back to the next night and it was just as enjoyable and friendly as it was during the food tour. Our guide was knowledgeable about the Bermuda culture and a wonderful person to talk to. We decided to pass on the typical excursions that cruise ships offer and booked this tour on-line and really glad we did. I cant praise it enough.

Show less

Ask david C about Bermuda Food Tours

Show less

Cheri D, Owner at Bermuda Food Tours, responded to this review

Responded 3 weeks ago

Thank you so much for sharing your experience with Bermuda Food Tours! We are glad you had such a good time and found it easy to book and take the tour when you arrived on your cruise. We enjoy having guests from the cruise ships and sharing the many flavors our tasting partners offer. Glad to hear you went back to one of the stops for dinner! Hope you enjoyed your visit to Bermuda...glad we were a part of it!

Show less
Online Bookability

Visitor Accessibility to Experiences
Online Partners

Premier Tix (PTix)  Partner Sites  Island Tour Centre

[Diagram showing the relationships between Online Partners, Premier Tix (PTix), Partner Sites, and Island Tour Centre]
Airbnb Experiences

Activities designed and led by inspiring locals

Beyond typical tours or classes; immersing guests in each host's unique world

An opportunity for anyone to share their hobbies, skills, or expertise without needing an extra room

www.airbnb.com/host/experiences
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
dthomas@bermudatourism.com

Research & Business Intelligence contact
research@bermudatourism.com

Application Portal URL
www.bta.smaply.io
THANK YOU