

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

# Quarterly Activity – Q2 2023

## CORPORATE REPORT

BERMUDA

Lost Yet Found



# Q2 2023 Executive Summary



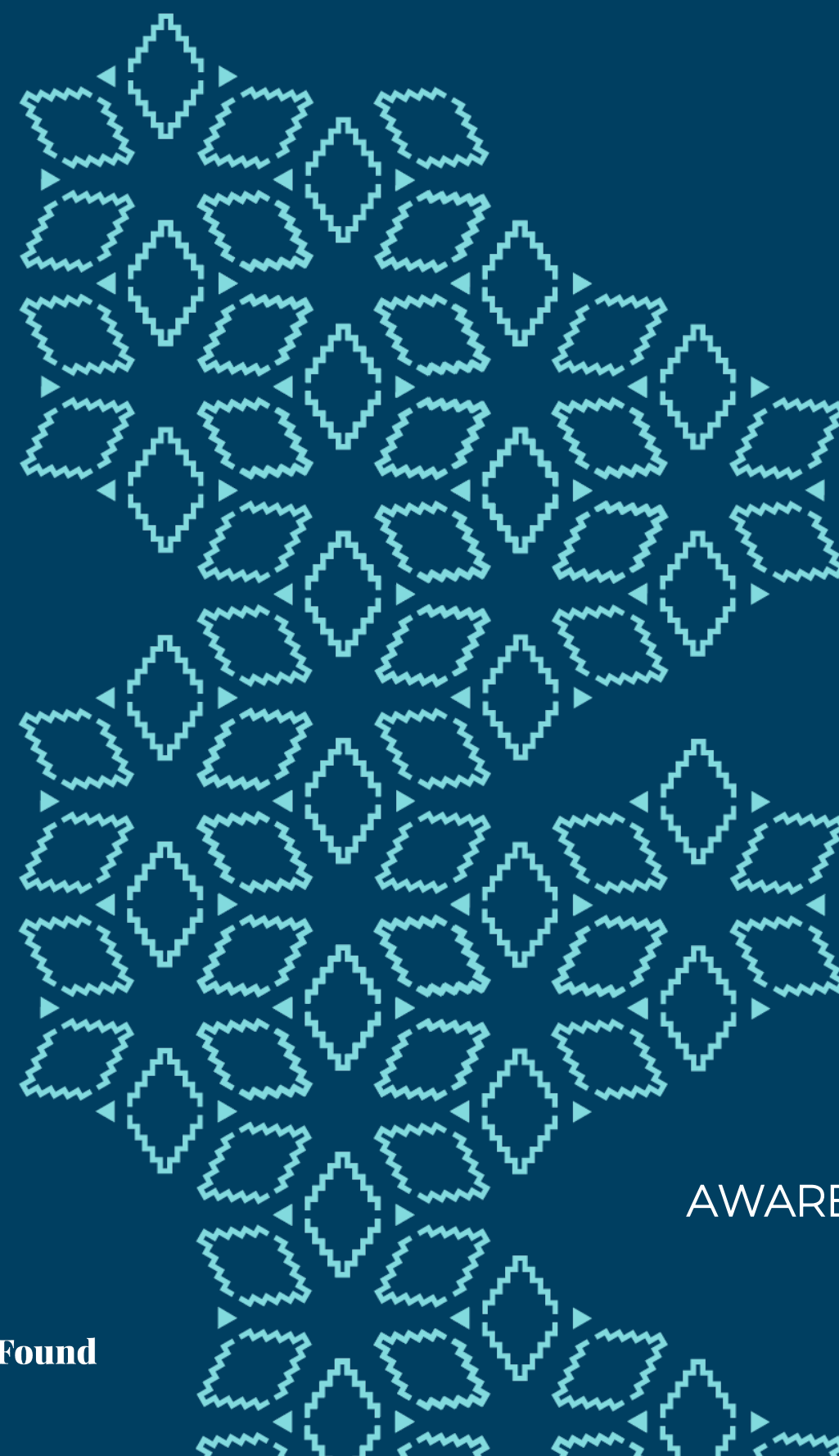
The Bermuda Tourism Authority (BTA) is pleased to report a continued recovery in the tourism industry in Q2, 2023, as evidenced by the latest figures. Leisure air arrivals year-to-date have increased by 36.8% compared to the first half of 2022. Leisure visitation from Canada has seen the largest increase of 67.4% year-over-year. While hotel inventory (74% of 2019 levels) and air lift (72% of 2019 levels) continue to pose challenges to recovery, total visitor arrivals have reached 80% of 2019 volumes.

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

# 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 ·



# Media Executive Summary

## Q2 Paid Media

From April 1 - June 30, the Miles Partnership team ran four unique Paid Media Campaigns, each with unique objectives. These campaigns were:

- HelloOO Summer (April)
- Summer Fridays
- HelloOO Summer (June)
- JetBlue Summer Promotion
- Always-on SEM (on-going)

Each campaign ran unique creative on different channels based on the campaign objectives set forth. Each campaign ran an array of tactics on the following channels: Social Media, SEM, and Digital media.

In addition to the four campaigns listed above, we also have an Always-On Search engine Marketing (SEM) campaign running to ensure we always have an evergreen presence in-market, even when we are between specific promotional campaigns.



# Objectives and KPIs

CAMPAIGN	OBJECTIVE	PRIMARY KPIs
HelloOOO Summer (April)	Draw awareness to the April Summer Promotion and drive conversions	Digital: CTR, VCR Social: ThruPlays, LPVs
Summer Fridays	Create Awareness and drive traffic to GoToBermuda.com	Digital: CTR Social: ThruPlays, LPVs
HelloOOO Summer (June)	Draw awareness to the HelloOOO Summer Promotion and drive conversions	Digital: CTR Social: ThruPlays, LPVs
JetBlue Promotion	Drive existing travel intenders down the funnel to conversion	Digital: CTR, VCR
Always-On SEM	Drive traffic to GoToBermuda.com based on user search patterns.	Clicks

CTR = click-through rate, VCR = video completion rate, LPV = landing page views, SEM = Search Engine Marketing



# Creative Projects & Results

## Digital

Hello Summer:

- Media Type & Engagement:
  - Native Display/Ad 3.6K clicks
  - Digital OOH Billboard/2.9M impressions
  - Digital OOH Urban Panels/2.7M impressions

Jet Blue:

- Media Type & Engagement:
  - Native Display Ad 2.6K

## Social Media (Meta)

Hello Summer:

- Tactic & Engagement:
  - Static Image/45,760 LPVs (April)
  - 15s Video/380,482 ThruPlays (April)
  - Carousel/11,811 LPVs (June)

Summer Fridays:

- Media Type & Engagement:
  - Native Display Ad 2.5K





# MEDIA- Summary

## Q2 Paid Media

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# Ad Creative Analysis: Digital

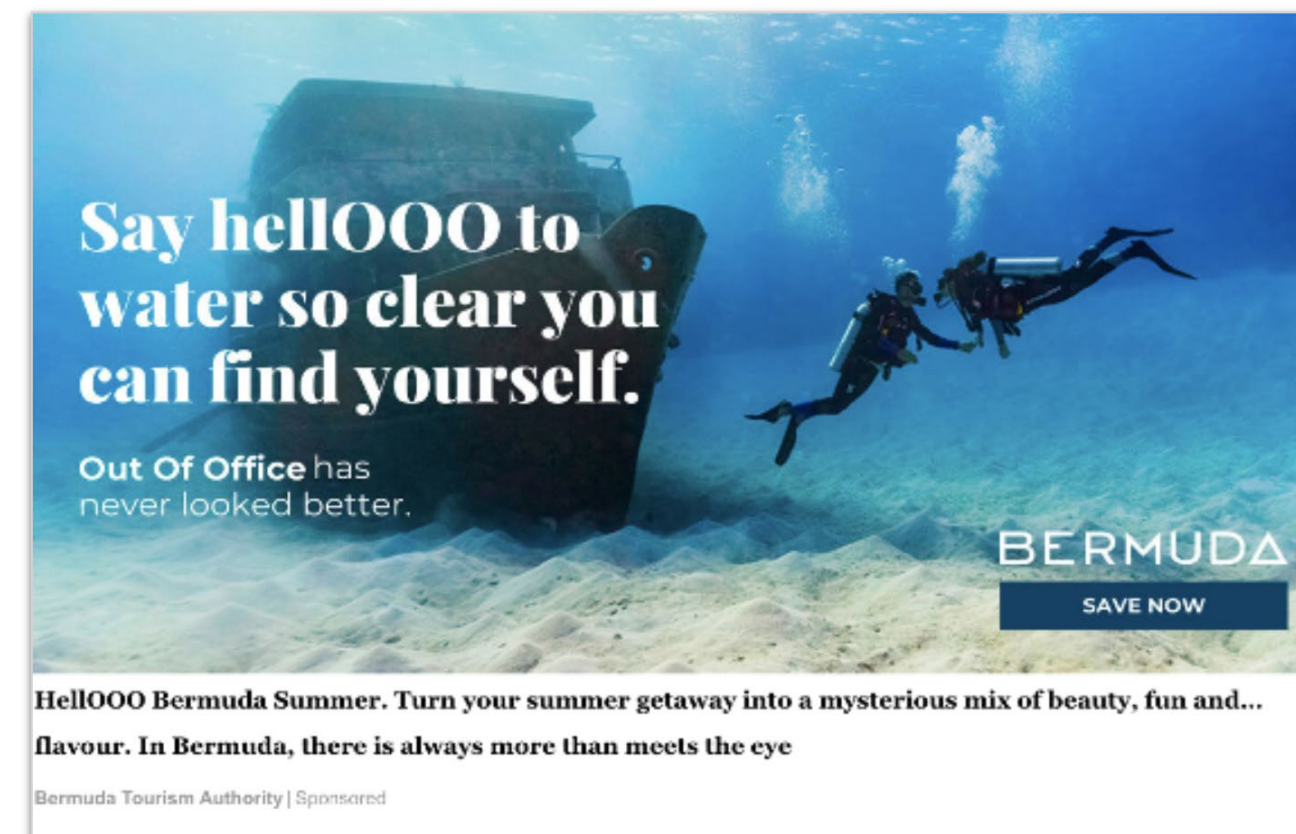
Top Digital Media Ad Units by Clicks (all campaigns)

**Vendor:** AdGenuity

**Campaign:** HelloOO Summer

**Tactic:** Native Display

**Clicks:** 3.6K

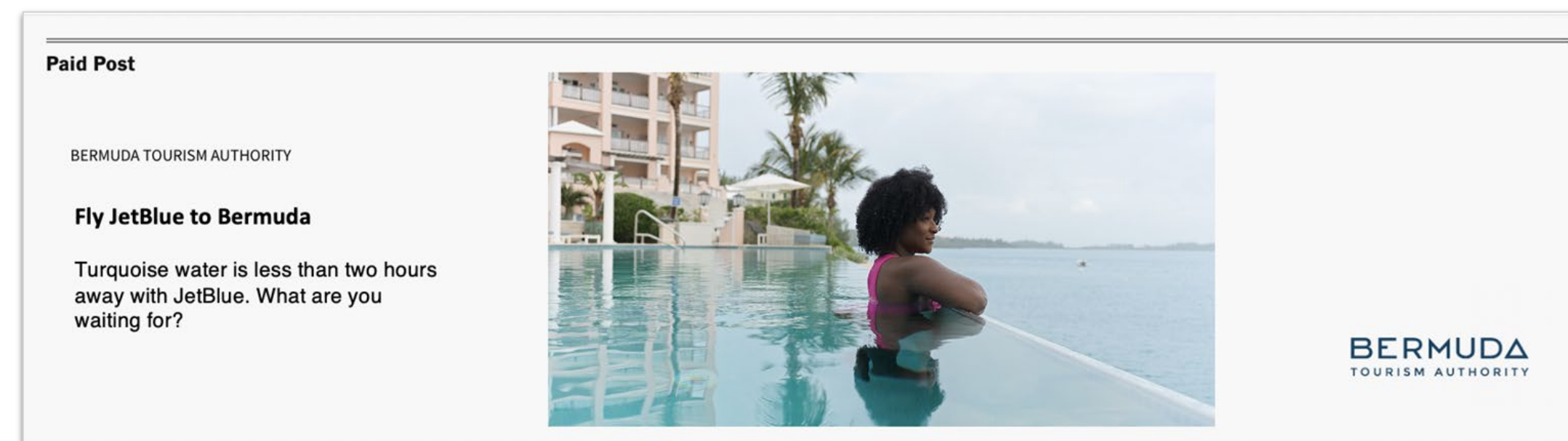


**Vendor:** AdGenuity

**Campaign:** JetBlue

**Tactic:** Native Display

**Clicks:** 2.6K

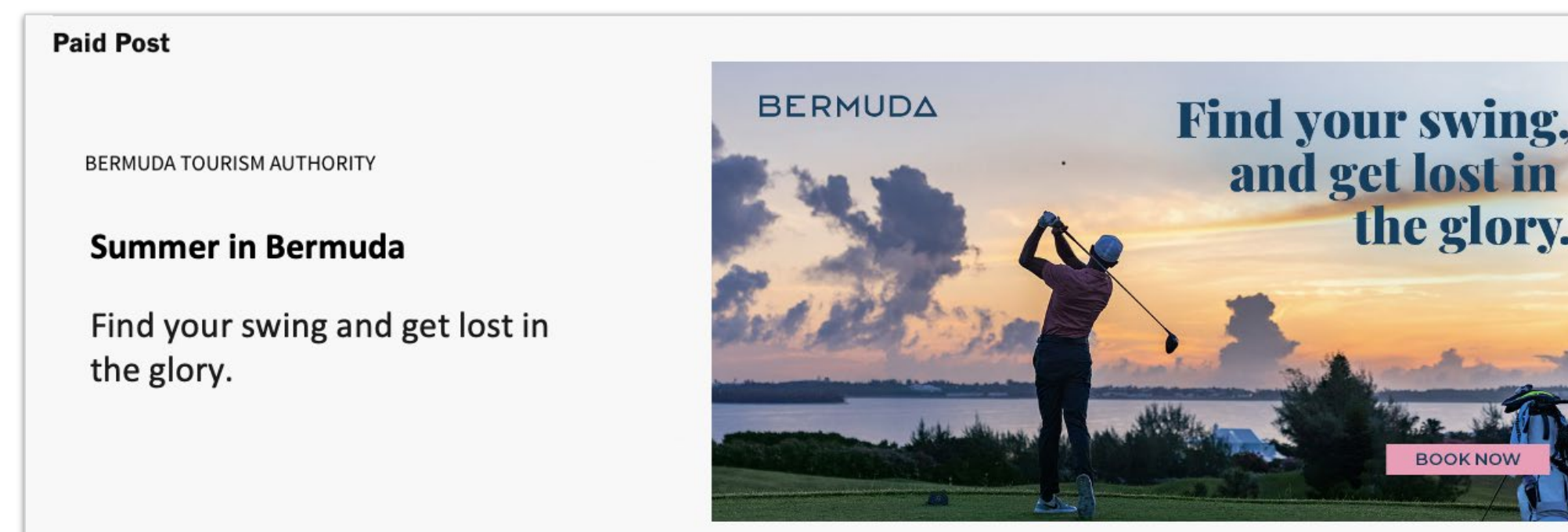


**Vendor:** AdGenuity

**Campaign:** Summer Fridays

**Tactic:** Native Display

**Clicks:** 2.5K

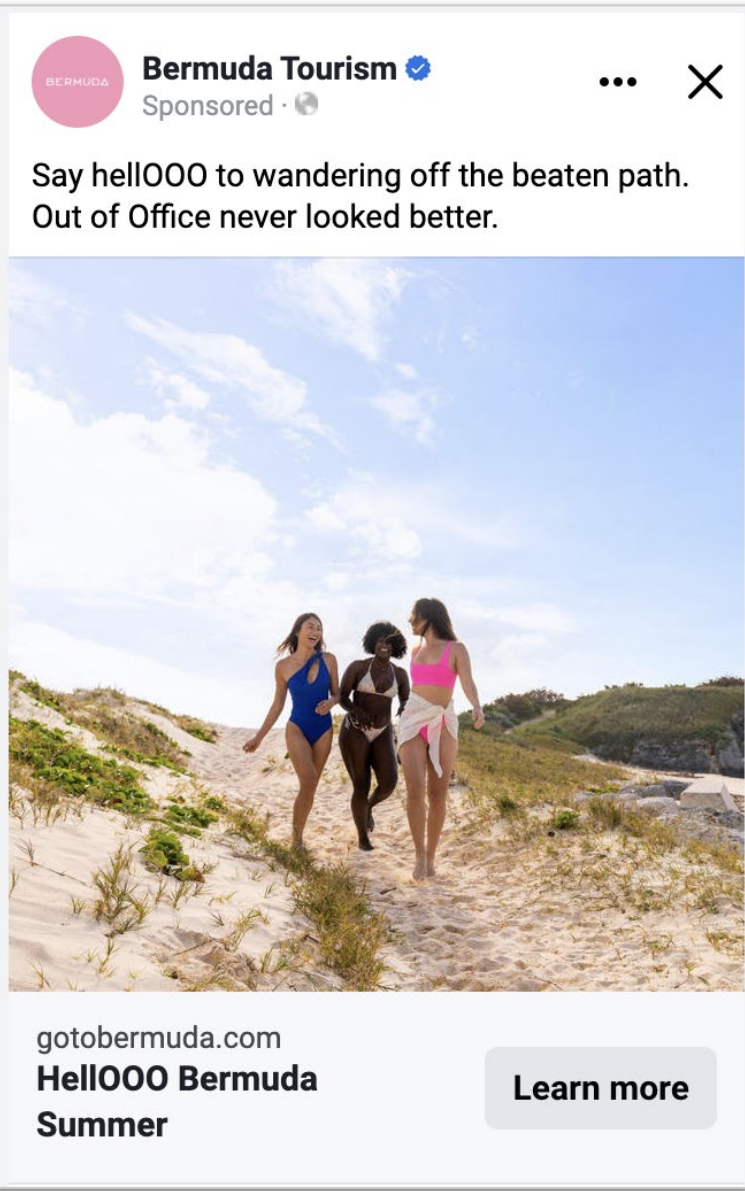




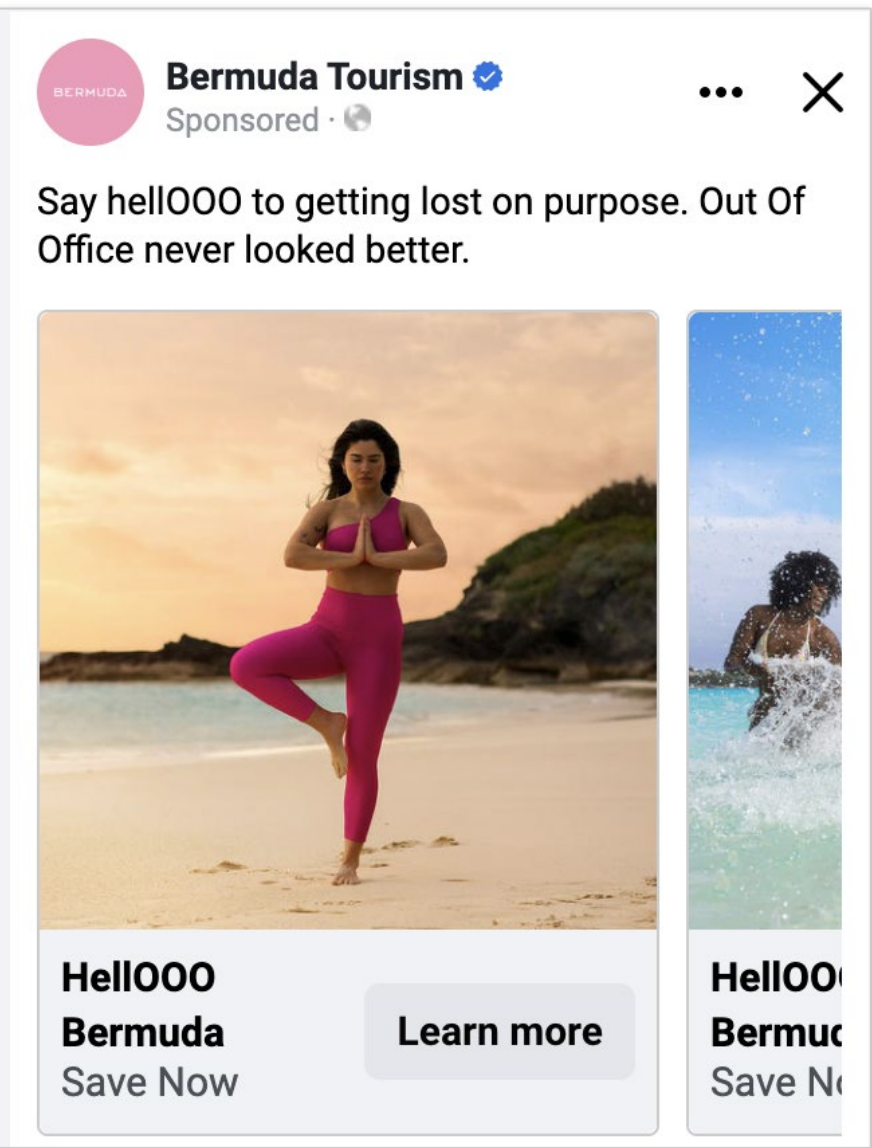
# Ad Creative Analysis: Social Media

Top Social Media Ad Units:  
All campaigns  
KPIs: LPVs + ThruPlays

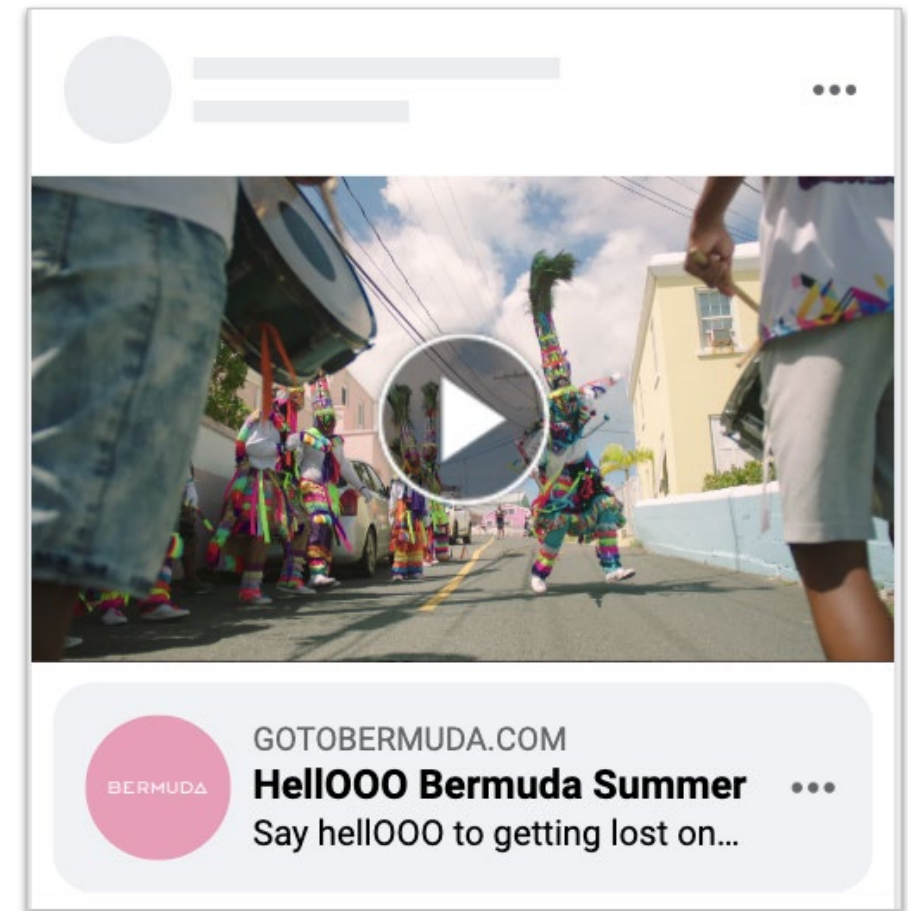
**Vendor:** Meta  
**Campaign:**  
Hellooo Summer (April)  
**Tactic:** Static image  
**LPVs:** 45,760  
**c/LPV:** \$0.67



**Vendor:** Meta  
**Campaign:**  
Hellooo Summer (June)  
**Tactic:** Carousel  
**LPVs:** 11,811  
**c/LPV:** \$0.50



**Vendor:** Meta  
**Campaign:**  
Hellooo Summer (April)  
**Tactic:** 15s video  
**ThruPlays:** 380,482  
**c/ThruPlay:** \$0.02



CTR = click-through rate, VCR = video completion rate, LPV = landing page views, SEM = Search Engine Marketing



# Ad Creative Analysis: Digital

Top Digital Media Ad Units by Impressions (all campaigns)

**Vendor:** AdGenuity

**Campaign:** HellOOO Summer

**Unit:** Digital OOH Billboard

**Impressions:** 2.9M

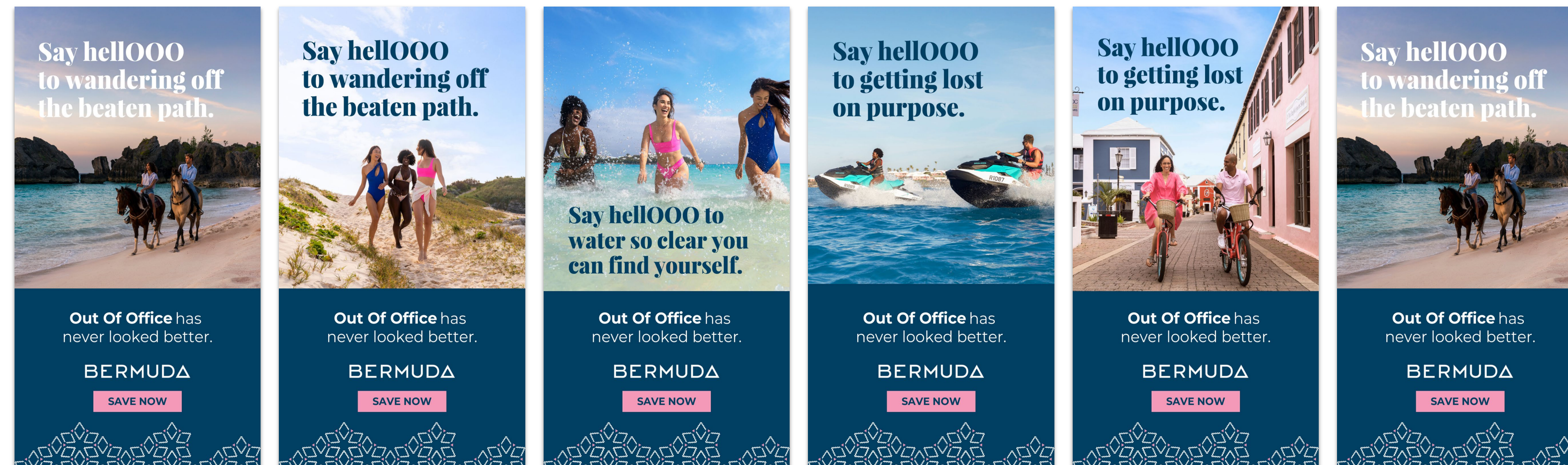


**Vendor:** AdGenuity

**Campaign:** HellOOO Summer

**Unit:** Digital OOH Urban Panels

**Impressions:** 2.7M





# Public Relations & Communications



# North America- PR Coverage snapshot:

- In Q2, Bermuda was mentioned in **77 pieces of media coverage** and featured in **10 social media posts**. This number includes BerlinRosen placements, broadcast and radio mentions, as well as social media posts.
- Coverage by Top 100 Outlets:
  - Three editorial placements (one Travel + Leisure piece; two Forbes stories)
  - Three social media placements (TikTok and Instagram coverage from PureWow; Instagram coverage from Travel + Leisure)
- **Total Potential Media Impressions: 540,217,626**
- **Total Media Value: \$50,645,402.44**
- **Total Potential Social Media Reach: 75,954,694**

We assisted over 100 journalists, which included mailer recipients, press trip invitations, inbound requests, general pitch conversations, desk-sides, and more.



# Media Coverage Highlights

PRWeek



Bermuda Tourism Authority names BerlinRosen PR, advertising AOR

PRWeek



The PR Week: 4.27.2023 - Kiwan Anderson, Bermuda Tourism Authority

TAMRON HALL



Bevy Smith Opens Up About Her Transition Into Acting

TRAVEL+ LEISURE



How to Plan the Perfect Trip to Bermuda

Hollywood Life



Hottest Celebrity Pics This Week Of June 26 – July 2: Jordyn Woods & More

TRAVEL+ LEISURE  
yahoo!life



I Flew From NYC to Bermuda for Less Than It Costs to Get to the Hamptons on This Brand-new JetBlue Flight

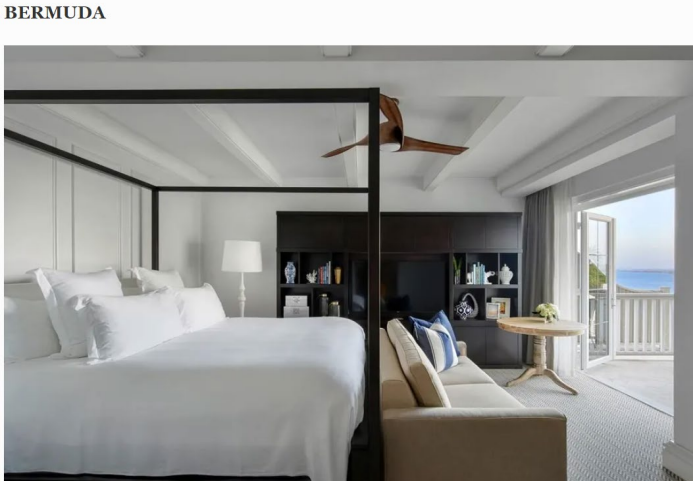
A new JetBlue flight is making it even easier to get to Bermuda this summer.

African American GOLFERS Digest



ACTOR ANTHONY ANDERSON AND LEGENDARY ATHLETES GATHER FOR BLACK GOLFERS WEEK IN BERMUDA

Forbes



Barbie's 6 Ultra-Luxury Summer Vacation Destinations

TSR



Ashanti Slays Bermuda Carnival, Extends Reign As Vacay Queen

Ashanti Serves Curves At Bermuda's Carnival (PHOTOS)

Global TRAVEL MEDIA



CEO TRACY BERKELEY SPEAKS AT WOMEN & WORTH SUMMIT



# UK/Europe PR Coverage snapshot:

## April– June 2023

- Number of articles: 17
- Total reach: 43,832,056
- PR Value of coverage achieved: \$518,236
- Current ROI for Bermuda for each dollar spent to date: 50:1

## YTD

- Number of articles: 27
- Total reach: 51,695,289
- PR Value of coverage achieved: \$637,628
- Current ROI for Bermuda for each dollar spent to date: 50:1



# Individual press trip

## The Telegraph, 19-24 April 2023

- On behalf of The Telegraph, freelance journalist and Caribbean specialist Nigel Tisdall visited Bermuda to experience the island's history, British connection, art, and nature
- Partner hotels: Rosewood Bermuda and Cambridge Beaches Resort and Spa
- Itinerary highlights included Discover Hamilton Walking Tour; BUEI; Huckleberry; Masterworks; Bermuda National Gallery and much more
- Nigel's visit has resulted in three fantastic pieces both in print and online including The Sunday Telegraph, Telegraph Online and Times Online – the two biggest national newspapers in the UK.
- Total reach of coverage: 27,739,370
- Total PR Value of coverage: \$170,060



The Channel Island that got misplaced

Bermuda, Britain's oldest Overseas Territory, offers fine beaches, coastal fortifications, stone-walled lanes – and low taxes

By Nigel Tisdall, DESTINATION EXPERT  
9 May 2023 • 11:11am



The cast-iron-framed Commissioner's House is home to a splendid wraparound veranda and houses the National Museum of Bermuda. | CREDIT: getty

Telegraph Online  
MUU: 24,886,000  
PR Value: \$59,000

Boundless Bermuda

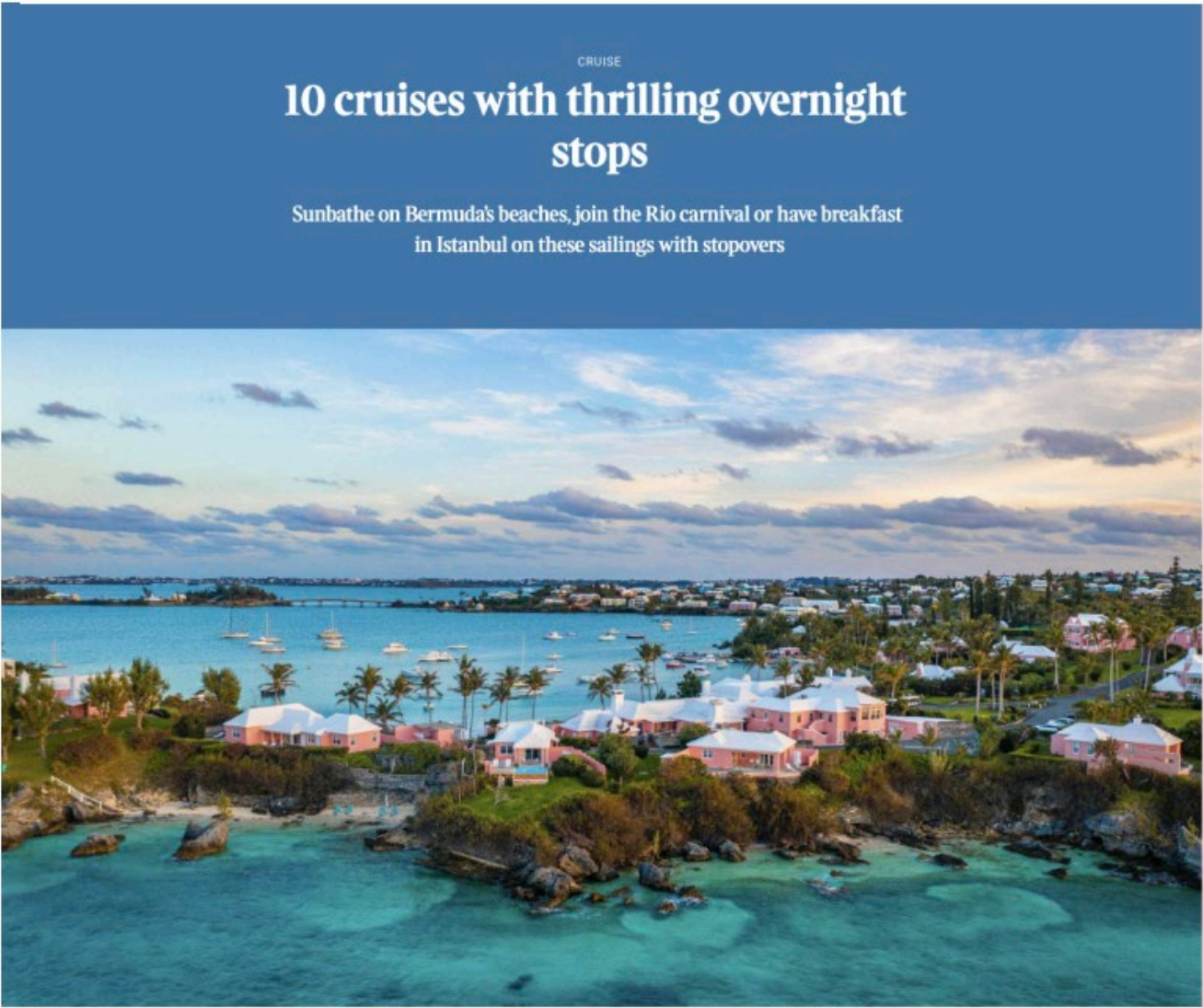
Pink sands, turquoise seas and limestone lagoons are enough reason for most to visit Bermuda, but if you're persuading active travellers to make the journey, this jewel of the North Atlantic offers plenty more exploration options



AUTHOR:  
JAMES DRAVEN

"Keep your head up. You're doing really well," I tell my friend as she thrashes her arms and legs against the water's surface. A pool 'noodle' cradles her midriff, but she's in much deeper water than you'll find in a lido. I'm teaching this new friend how to swim in Bermuda's cobalt waters, but we are – as promised – well beyond the beaches. Having jumped off the back of a yacht, she is having her very first swimming lesson around 400 metres out to sea. "If you feel unsafe, just put your foot down on the deck." I will

water line, it makes an ideal setting for what must be the most dramatic first swimming lesson ever. Launched in 1865, HMS Vixen was intentionally scuttled in 1896 as a defensive measure to block the Daniel's Head Channel, and the seas around Bermuda are littered with around 300 other sunken ships, which is more shipwrecks per square mile than anywhere else on earth. Take a look beneath the waves and you'll see that it's not the infamous Bermuda Triangle (the mysterious zone where boats and aeroplanes are said to disappear) that causes the wrecks, but the countless coral reefs that make the coastline a minefield for waterborne vessels. Of course, seas teeming with coral, turtles, tropical fish, and sunken ships rebranded by the 2001 Historic



Snorkel or dive over the coral reefs in Bermuda  
GETTY IMAGES

Sue Bryant | Katie Gatens | Tuesday June 20 2023, 9:00am, The Sunday Times

TTG Luxury  
MUU: 10,672  
PR Value: \$36,000

The Times Online  
MUU: 6,216,451  
PR Value: \$8,134



# Video Creative-Summary

During the second quarter (April 2023 to June 2023), Burnt House Productions collaborated closely with Bermuda Tourism to deliver exceptional video and photographic content that showcases the unique and captivating aspects of the island. Our efforts aimed to engage potential visitors and inspire them to explore the beauty, culture, and experiences that Bermuda has to offer.

We successfully produced and edited several mini-campaigns, including:

- **Bermuda Beaches:** This campaign showcased the pristine beauty and crystal-clear waters of Bermuda's beaches, inviting viewers to immerse themselves in a tropical paradise.
- **Boating & Water Sports:** Highlighting the island's exhilarating water activities, this campaign captured the thrill and adventure of sailing, jet skiing, and other water sports available in Bermuda.
- **Sustainability:** Emphasizing Bermuda's commitment to eco-conscious practices, this campaign highlighted the island's efforts in preserving its natural environment and promoting sustainable tourism.



# Video Projects

Black Golfers Week



Recap of Black Golfers Week which showcased a number of top celebrities enjoying the sport of golf in picturesque Bermuda.

Pickle Ball



Pickleball, is a fun paddle sport that combines components of tennis, table tennis and badminton. The sport has become increasingly popular around the world, including Bermuda.

Motor Fest



Motor Fest showcased the extraordinary selection of motor vehicles in Bermuda, and was coupled with various forms of local entertainment.



# Video Projects

Cafecito



A pop-up café segment included in the Bermuda Inspirer's initiative.

NCL Ferry



Showcasing the historically rich Town of St. George's, and its beautiful locations, activities and historical and cultural sites to visit.

St Davids Pow Wow



The Bermuda Pow Wow event is a traditional gathering held to honor the Native American and Indigenous communities on the island, displaying cultural music, dance and spiritual practices.



# Social Media Summary

Throughout this quarter, we had several key campaigns to promote across social media, including Dive Month, Black Golfers Week, Summer Fridays, and HelLOOO Summer. These key campaigns were amplified across social media to drive visitation, bookings, and destination positioning.

Additional key themes that were integrated into our content mix in Q2 included Spring into Summer, Black History, Colourful Island Culture, Eco-Tourism, as well as signature event promotion for Carnival in Bermuda and USATF.

Q2 saw continued growth in our short-form video strategy with the integration of TikTok and YouTube Shorts into our social media portfolio.



# Social Media Coverage Highlights

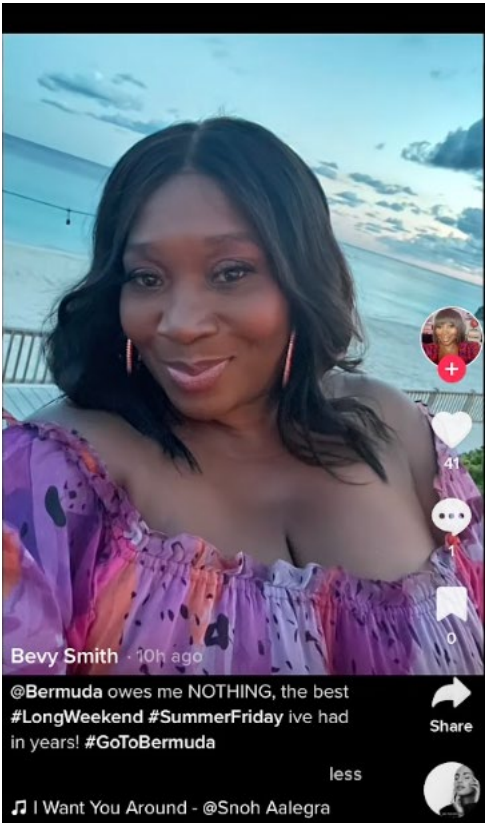
PureWow  
(@PureWow)



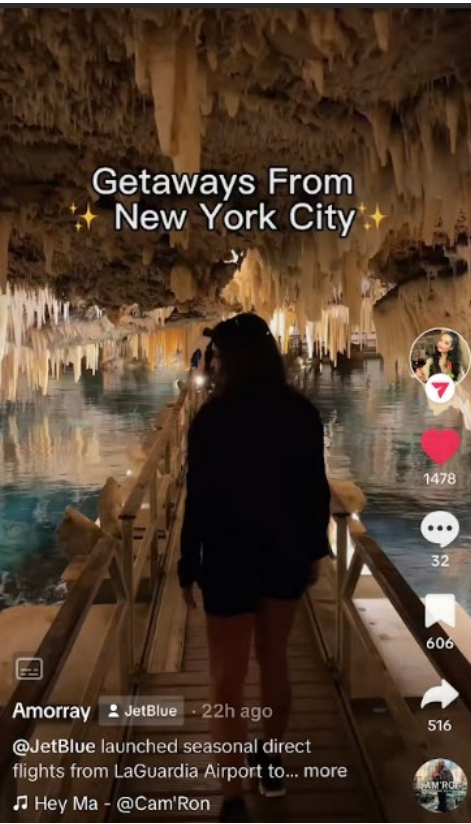
Travel + Leisure  
(@travelandleisure)



Bevy Smith  
(@BevySmith)



Amorray Marcano  
(@AmorrayTravels)



Olivia Marcus  
(@OliviaMarcus)



The Shade Room  
(@TheShade Room)



Ashanti (@Ashanti)







# Q2 Instagram

In Q2, we shared a total of 91 in-feed posts and 201 IG stories, which was an increase of 5 posts and 21 stories PoP.

On Instagram, Black Golfers Week saw a total of 126,685 impressions, 10,307 engagements, and 82 link clicks during the campaign.

In April, our 2<sup>nd</sup> annual Dive Month campaign was promoted across social to position Bermuda as a world-class diving destination. The campaign saw a total 100,716 impressions, 7,691 engagements and 80 link clicks on Instagram.

To encourage visitors to escape to Bermuda for their Summer Friday, we launched a campaign in early May which has generated a total of 187,397 impressions, 10,342 engagements, and 88 link clicks to date.

We also launched our Travel Tip Tuesdays story series to share insider tips with visitors in order to support travel planning. A highlight has been created to save the stories each week, which has generated over 90K impressions.

We saw a dip in reach PoP as social boosting was paused from mid-May through June, while engagements are up PoP.

Q2 Instagram		
	Q1 2023	Q2 2023
New followers gained	+1,015	+8,829
Lifetime followers	114,728	123,557
Engagements	171,112	187,143
Reach	5,665,426	1,737,428
Impressions	37,915, 719	8.16M
Engagement Rate	1.66%	1.58%
Story Replies	82	58
Story Completion Rate	6.31%	4.77%
Story Impressions	367,587	468,247
Story Tap Forwards	297,232	383,058
Story Tap Backs	8,598	24,263
Story Exists	31,998	43,747
Paid Impressions	n/a	778,477
Total Clicks	n/a	1,165
Engagement Rate	n/a	16.83%
Cost Per Click	n/a	\$3.28





# Q2 Facebook

In Q2, a total of 91 posts were published on Facebook, which was a decrease of 3 posts in comparison to the previous quarter.

The Black Golfers Week campaign saw a total of 218,358 impressions, 13,014 engagements and 419 link clicks, while Dive Month generated a total of 47,271 impressions, 2,063 engagements and 128 link clicks.

Summer Fridays produced a total of 41,387 impressions, 2,727 engagements and 80 links clicks to date, with the campaign running until the fall.

We saw a dip in reach and engagements PoP as social boosting was paused from mid-May through June.

Q2 Facebook		
	Q1 2023	Q2 2023
New page likes gained	+2,132	+12,705
Lifetime page likes	379,071	391,775
Engagements	181,524	84,975
Reach	7,286,771	6,896,274
Avg. Engagement Rate	0.23%	0.08%
Link Click Rate	0.26%	0.17%
Paid Impressions	n/a	2,023,717
Total Clicks	n/a	129,055
Engagement Rate	n/a	7.67%
Cost Per Click	n/a	\$0.03





# Q2 Twitter

In Q2, a total of 121 tweets were published. , which was an increase of 19 tweets PoP.

The promotion of Black Golfers Week saw a total of 18,727 impressions, 533 engagements, and 53 links clicks.

The Dive Month campaign generated a total of 10,249 impressions, 366 impressions, and 27 link clicks, while Summer Fridays produced a total of 13,421 impressions, 1,256 engagements and 79 link clicks to date.

Q2 Twitter		
	Q1 2023	Q2 2023
New followers gained	+102	+61
Lifetime followers	31,051	31,214
Engagements	7,410	12,653
Impressions	190,127	254,067
Engagement Rate	0.1%	0.12%





# Q2 YouTube

While the BTA has been publishing long-form videos on YouTube for years, we took advantage of YouTube's newest marketing haven, YouTube Shorts, a platform where users can create vertical videos of up to 30 seconds.

As of May, we began posting consistently on YouTube Shorts every week. In Q3, a total of 33 videos (including long-form videos) were published on YouTube, with a total of 11 videos in the previous quarter.

In June, 33% of our audience are finding us organically through YouTube Shorts. Comparatively in April, 99.6% of users were finding us through YouTube advertising.

Q2 YouTube		
	Q1 2023	Q2 2023
New subscribers gained	+110	+77
Video Views	1,858,240	1,236,537
Watch Time (Hours)	14,209	10,498
Total Engagements	760	269
Click Through Rate	6.2%	5.7%





# Q2 Pinterest

The BTA does not have an active organic social media presence. We will be activating a strategy in Q3.

Q2 Pinterest		
	Q1 2023	Q2 2023
New Followers Gained	+16	+17
Impressions	8,437,202	128,326
Saves	1,332	413
Total Clicks	38,062	3,143
Engagement Rate	0.55%	3.1%



# Website Visits & User Engagement

Total Site Traffic and Goals - 2023 Q2 (April - June)

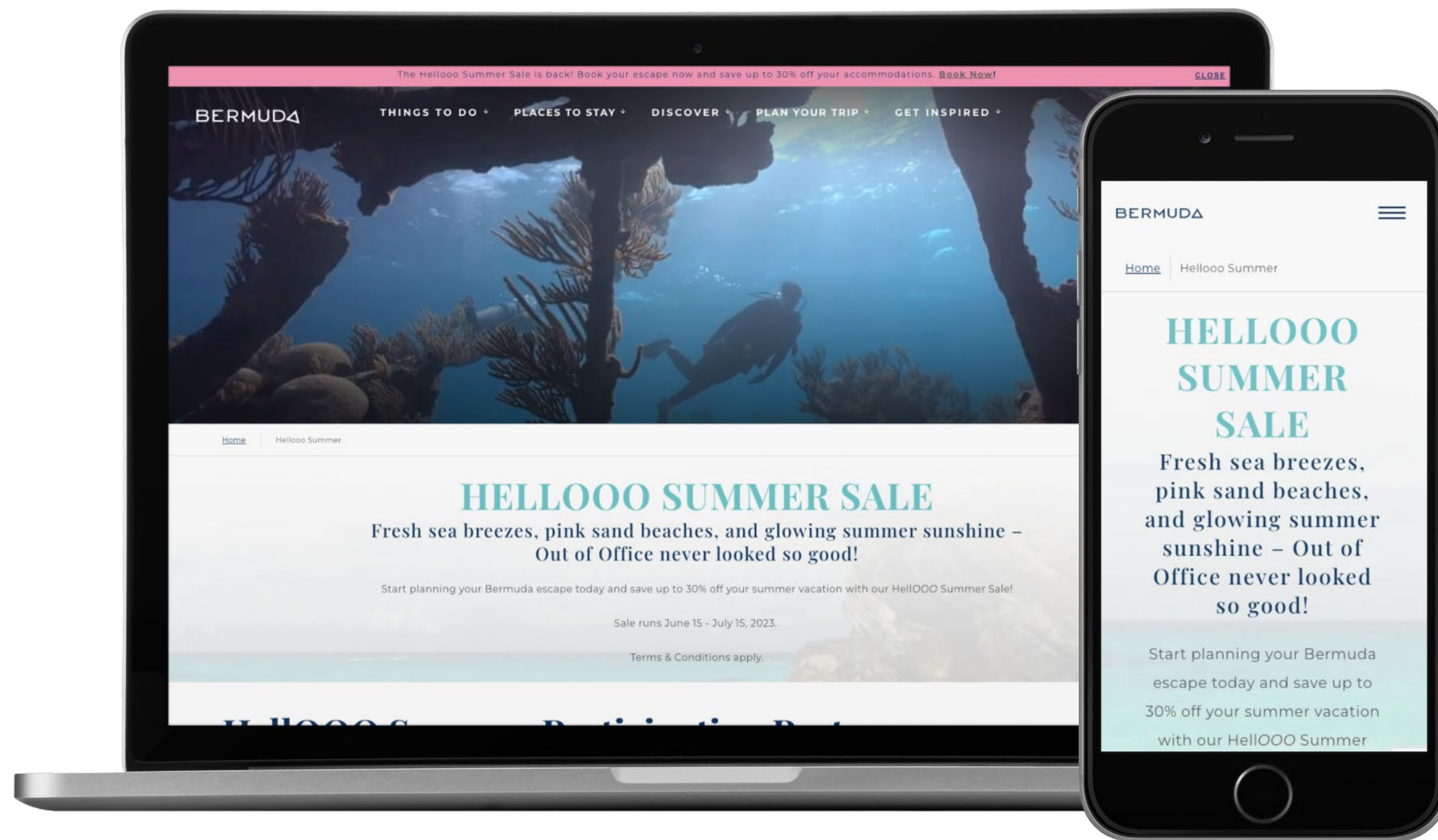
- +4.67% increase in site sessions over Q2 2022.
- -9.73 decrease in page views over Q2 of 2022
- Organic Search was still a top driver of website visits for Q2
- -23% decrease in partner referrals over Q2 of 2022. This can be attributed to a -23.1% drop in organic search partner referrals and a -66% drop in paid social partner referrals and a -25.8% drop from paid search. Partner profile views were up 6% YOY so some of this dip may be that users are finding what they need on the site. We are looking for other opportunities to highlight partner links.
- Changes to Google's search structure and algorithm with the introduction of "People Also Ask" have also impacted overall organic search performance



# Website Traffic

Metrics	2023	2022	YOY% Change
Sessions	630,948	602,806	4.67%
Pageviews	1,139,080	1,261,839	-9.73%
Avg. Page/Session	1.81	2.09	-13.75
Bounce Rate	65.64%	52.85%	24.18%
Avg. Time on Site	01:26	02:01	-28.83%
Partner Referrals	52,570	49,941	6%





# Hellooo Summer

Bermuda Summer Promotion Sale

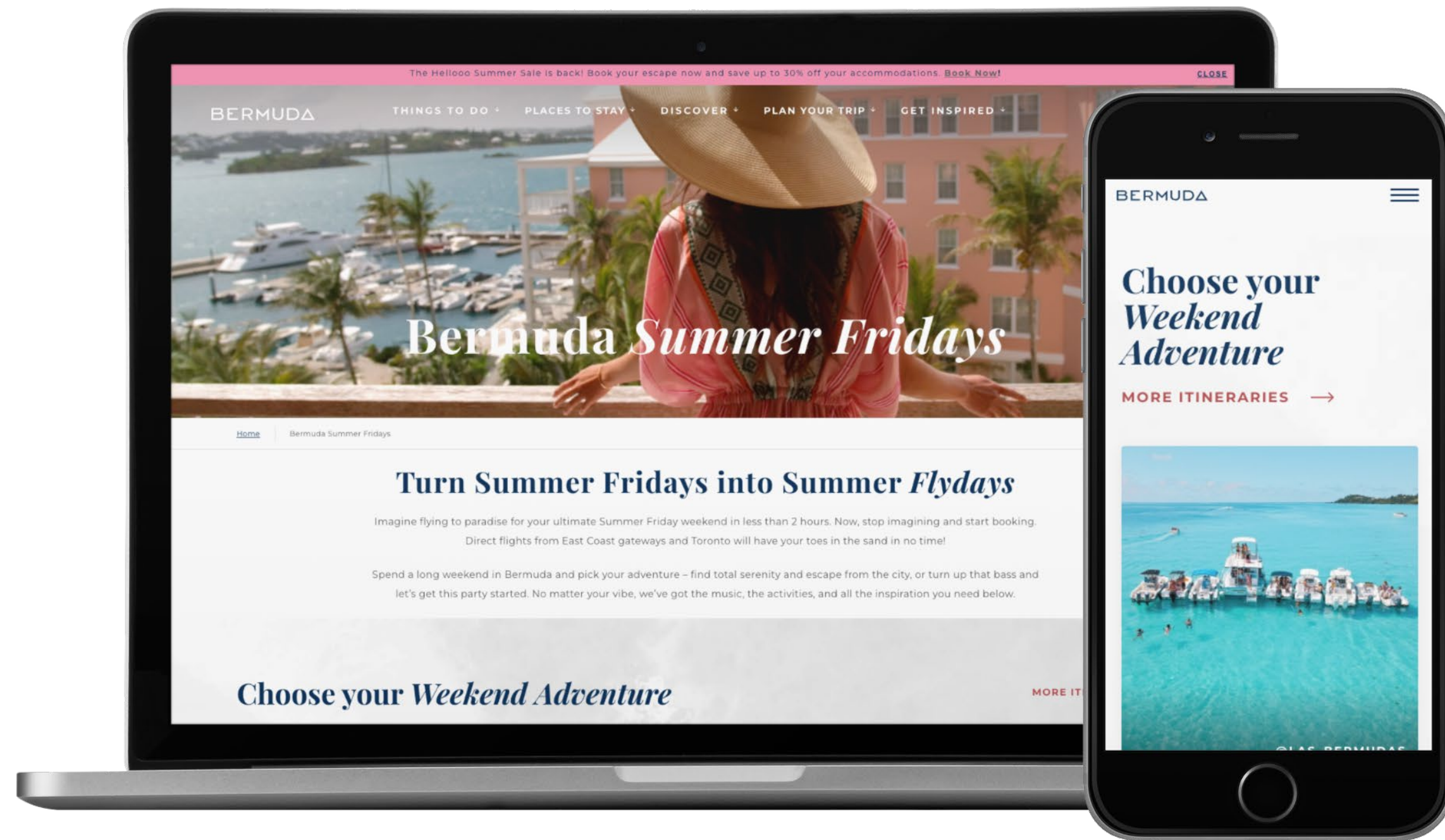
Turn Summer Fridays into Summer Flydays

Imagine flying to paradise for your ultimate Summer Friday weekend in less than 2 hours. Now, stop imagining and start booking. Direct flights from East Coast gateways and Toronto will have your toes in the sand in no time!

## Hellooo Summer Landing Page

- 128,088 Sessions
- 116,854 Unique Page Views
- 1:10 Avg. Time on Page
- Top Referrers:
  - fb / paidsocial - 91,161
  - travelzoo / newsletter - 11,497
  - act-on software / email - 7,073





# Summer Fridays

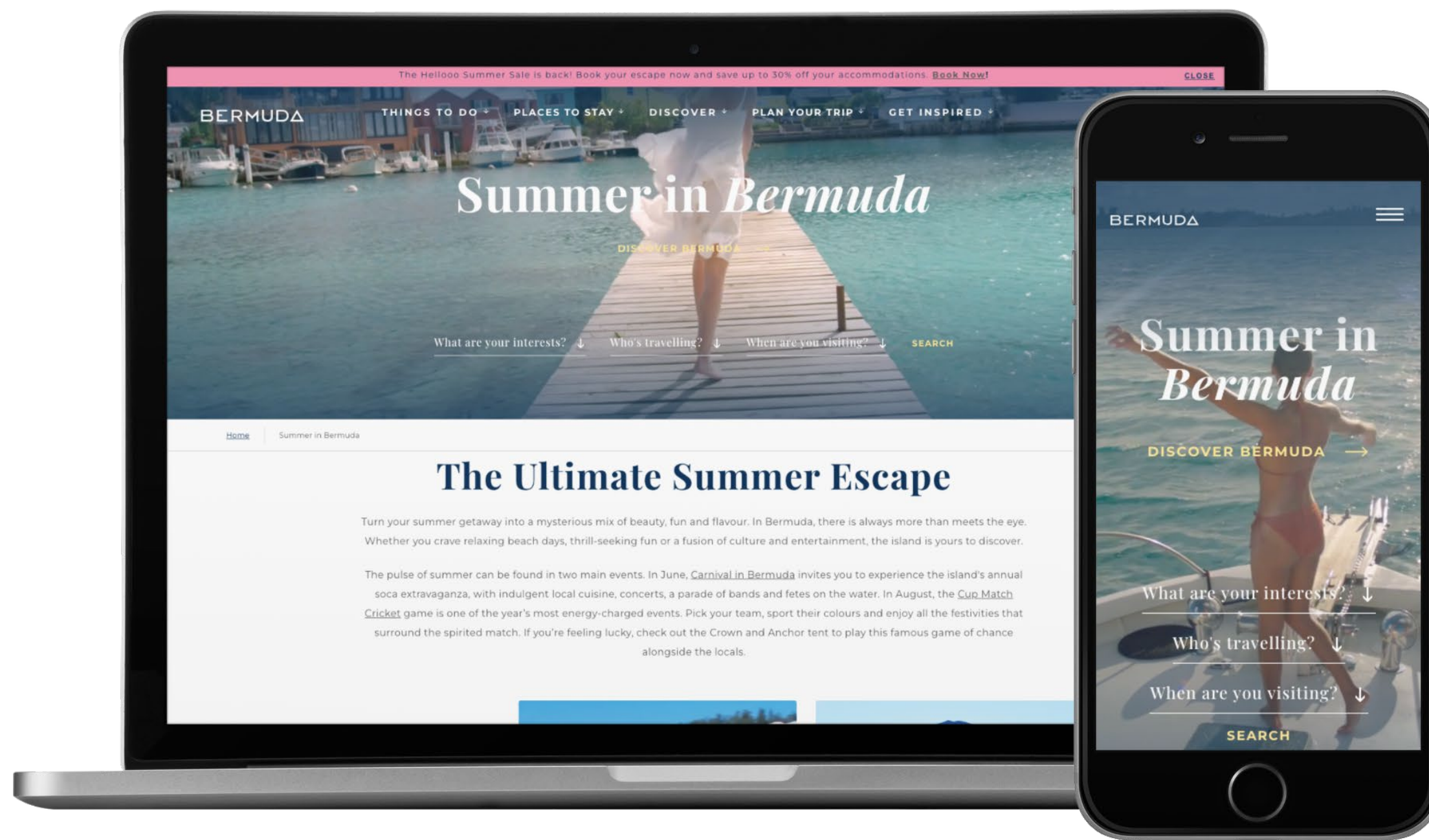
Turn Summer Fridays into Summer Flydays

Imagine flying to paradise for your ultimate Summer Friday weekend in less than 2 hours. Now, stop imagining and start booking. Direct flights from East Coast gateways and Toronto will have your toes in the sand in no time!

## Summer Fridays Landing Page

- 31,655 Sessions
- 30,104 Unique Page Views
- 1:33 Avg. Time on Page
- Top Referrers:
  - fb / paidsocial - 26,302
  - adgenuitybasis / native - 1,432
  - ig / paidsocial - 1,128





# Summer in Bermuda

Seasonal Landing Page

Turn your summer getaway into a mysterious mix of beauty, fun and flavour. In Bermuda, there is always more than meets the eye. Whether you crave relaxing beach days, thrill-seeking fun or a fusion of culture and entertainment, the island is yours to discover.

## General Web Page Performance Overview

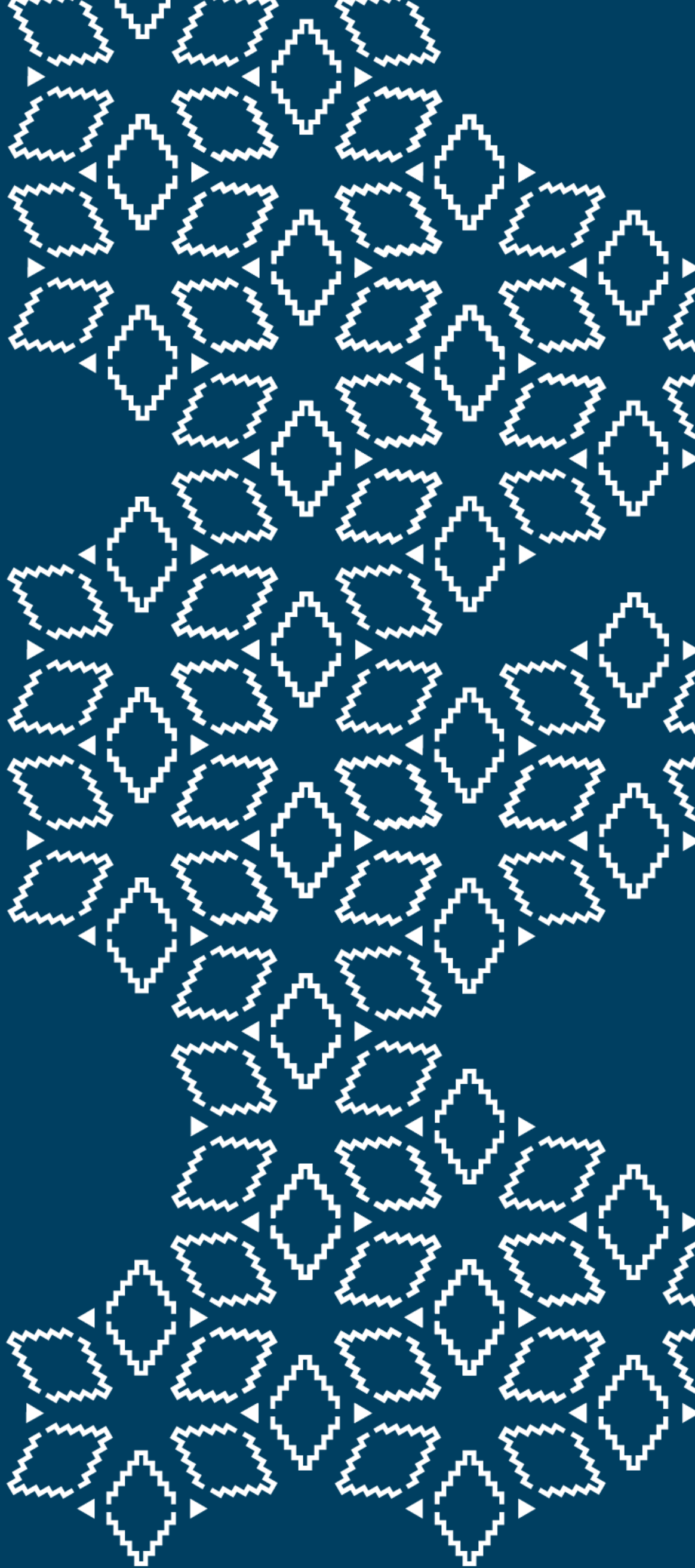
- 54,931 Sessions
- 51,706 Unique Sessions
- 1:23 Average Time on Page
- Top Referrers:
  - fb / paidsocial - 31,342
  - heart / display - 10,554
  - ig / paidsocial - 4,451



# Travel Industry Trade



Conference/ Trade Show	Description	PRIMARY KPIs
CHTA – Caribbean Travel Marketplace, Bridgetown, Barbados	Caribbean Travel Marketplace gives tourism suppliers the opportunity to meet face-to-face with buyers from around the world selling Caribbean vacation travel.	There were 187 buyers, 106 Buyer companies, 86 suppliers, 89 media, over 800 attendees in total. Thirty-three 20 minute meetings conducted.
Luxury Travel Virtual Expo	Four-day event targeted 4 key markets (EST, CST, MST/PST, Canada) Monday - Thursday, 12pm - 5pm local time.  Hotel partner participation: Cambridge Beaches and Azura	1:1 Meetings via CHAT,VIDEO and/or set appointments (15-minutes).
Signature Travel Network Reg Forum  Hollywood, FL	Appointment-based event with Signature travel advisors  Tabletop trade show and networking	Twenty-two (22)  6-minute appts  Specialty theme (Sun, Sand, and Romance)





Conference/ Trade Show	Description	PRIMARY KPIs
Global Travel Marketplace (GTM-East)  Hollywood, FL	Appointment-based event.  Vetted Luxury Travel Advisors who have booked a minimum of \$1M in revenue to attend.	Fifty Two 6 minute appointments
Black Travel Expo/Conference Atlanta, GA	An annual conference created to provide a professional, inclusive, diverse and safe meeting space and platform for people of color who love to travel,	Attended and determined that we need to be vendor in 2024
Virtuoso Inc. Professional Dev Webinar	Virtuoso travel advisors  This is one of our mandatory deliverables from our Partnership agreement	Conducted 30-minute Destination Presentation



Conference/ Trade Show	Description	PRIMARY KPIs
Luxury Travel Advisor ULTRA Summit Scottsdale, AZ	<p>Pre-qualified luxury travel agency owners, and managers.</p> <p>Affiliated leading agencies with membership in the top consortia including <b>Virtuoso, Signature Travel Network, Ensemble Travel Group and American Express.</b></p>	<p>1:1 appointments, workshops, breakout sessions and networking.</p> <p>(BTA participates alternate years)</p>



# Greener

Paying attention to our environment is not only good for Bermuda in general, it is good for business. Eco-tourism is a fast-growing trend and our clean ocean and beaches and healthy reef provide important draws for visitors. However, we can do better – and become greener.



# Ecotourism Webpage

https://www.gotobermuda.com/plan-your-trip/sustainability-eco-tourism

The new Ecotourism in Bermuda webpage, is a gateway to eco-conscious exploration of Bermuda

One standout feature is The Bermuda Traveller's Pledge, a commitment to:

- Leave only ripples and footprints,
- Appreciate nature's delicate beauty,
- Tread lightly,
- Show consideration to all living beings,
- Choose environmentally-friendly products and services, and
- Actively preserve Bermuda's natural splendor as we immerse ourselves in the island way of life.

BERMUDA

THINGS TO DO

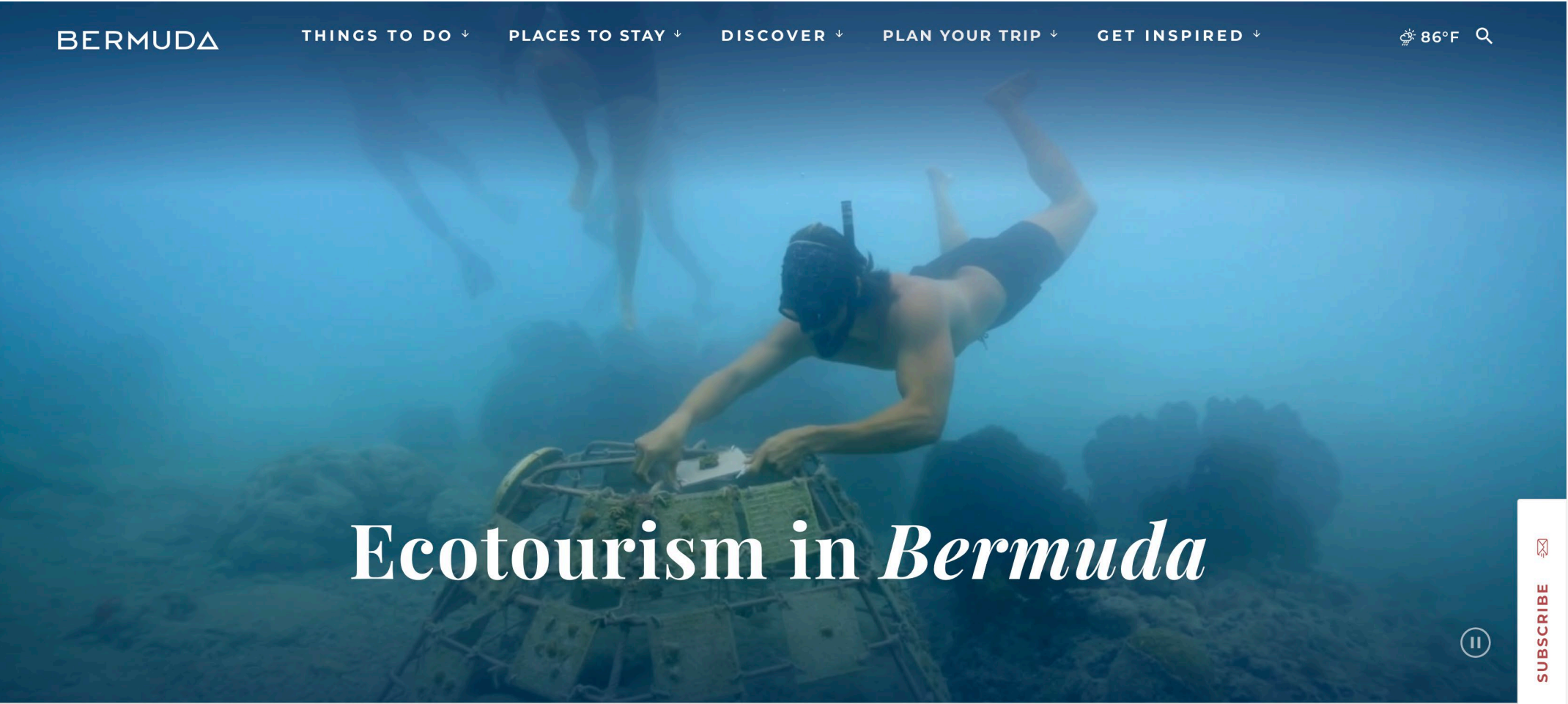
PLACES TO STAY

DISCOVER

PLAN YOUR TRIP

GET INSPIRED

86°F



# Ecotourism in *Bermuda*

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## Explore Bermuda in Fun & Eco-Friendly Ways

Sustainability is woven into the fabric of Bermuda's way of life and dates back to 1620 when the island nation passed what is likely the New World's first-ever written conservation legislation, paving the way for centuries of conservation work. Over the years, this work has included large-scale efforts such as the [Bermuda Underwater Exploration Institute \(BUEI\) Seagrass Project](#), an initiative to protect Bermuda's seagrass and marine ecosystem, and The [Bermuda Institute of Ocean Sciences \(BIOS\)](#), researching climate change and its effect on the ocean's ecology. Explore the legacy of Bermuda's commitment to sustainability and go exploring with a range of modern and memorable eco-friendly experiences.

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BERMUDA

THINGS TO DO

PLACES TO STAY

DISCOVER


PLAN YOUR TRIP

GET INSPIRED

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### Be Green in Bermuda

Of the many brilliant colours that makes up the landscape of Bermuda, "green" is among the most important. With an abundance of natural beauty to protect, Bermuda and its businesses are working together to make the island more socially, economically, and environmentally sustainable. Discover how you can join the movement and be a green traveller while in Bermuda.




Electric Microcars

Bermuda has small winding roads that are



Eco-Friendly Businesses

Find Bermuda businesses, tours and experiences



Eco-friendly  
Bermuda's R

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# Infrastructure

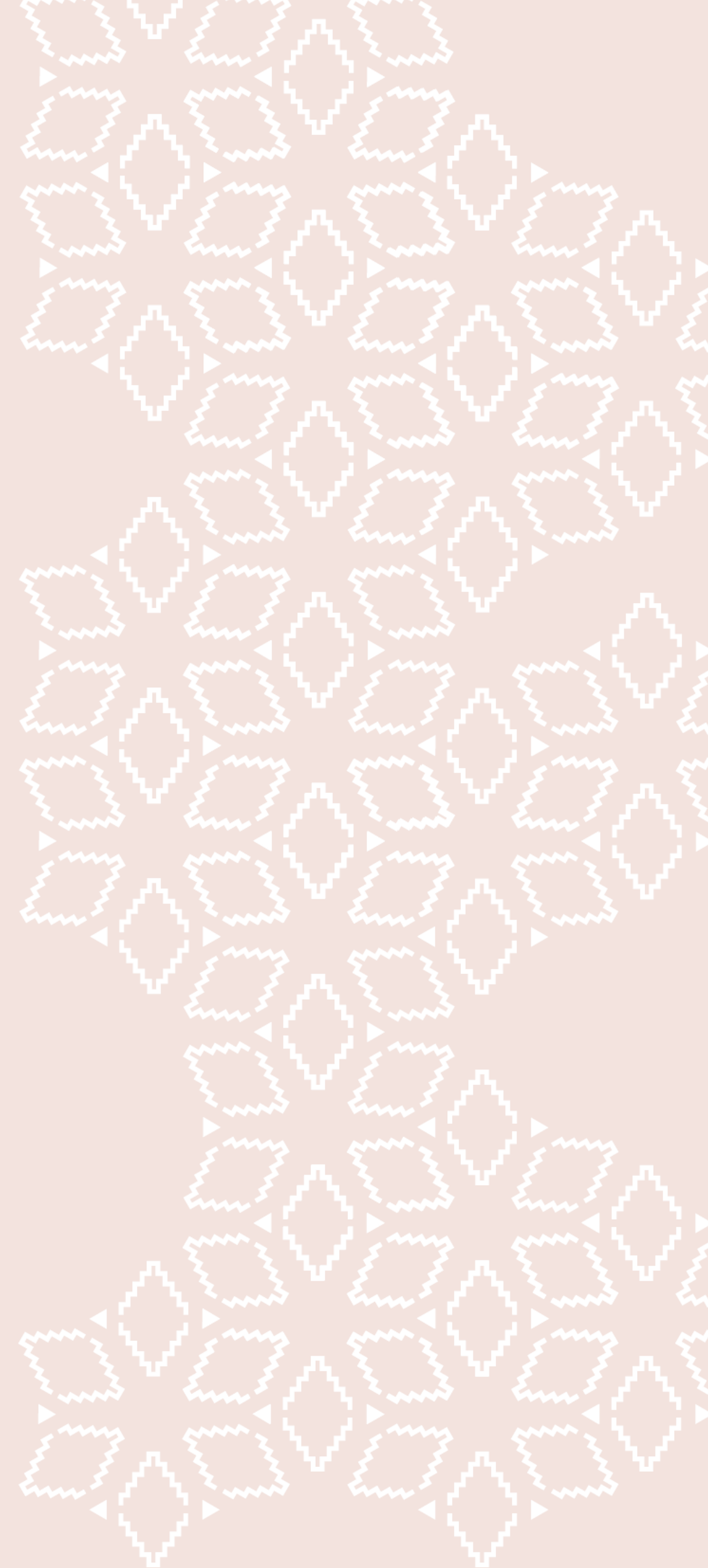
A healthy tourism industry relies on a solid infrastructure to enable us to deliver our distinct experiences to our visitors.



# Air Service Development

The BTA continued airline outreach with partners from the Ministry of Transport, the Bermuda Airport Authority and Skyport.

The Research & Business Intelligence team continued tracking of changes to the Airline Schedule on a weekly basis. Using this data along with passenger data received from Skyport and the Department of Immigration, the BTA conducts analysis on the arrival of air passengers, flight capacity, and load factors and shares future capacity projections and schedules with stakeholders.





# Local Involvement

Tourism in Bermuda can only grow through and with the support of its residents. Visitors to the island cite interactions with locals as one of the best parts of their trip.



# Public School Partnerships

- BTA’s Tourism Standards & Training team supported two public schools in Q2.
- CedarBridge Academy's Travel and Tourism educational course was supported by the BTA. This collaboration aims to bolster the connection between the academic sphere and the professional world, ultimately equipping students with the necessary skills to thrive in their future careers. By fostering this partnership, the BTA helps ensure a future workforce that meets the specific demands of the hospitality and tourism industry.



- Dellwood Middle School has enthusiastically partnered with the BTA to provide valuable insights to their M2 students regarding the hospitality and tourism industry. The primary objective is to expose students to a diverse range of BTA personnel and their respective crafts. This initiative allows students to actively engage with these professionals ask relevant questions, seek clarifications, and ultimately make well-informed decisions about pursuing a trade or profession within the industry. The aim is to equip students with the knowledge necessary for sustainable success in their cho





# BTA+

BTA+ is a subsidiary online learning platform, launched by BTA in February 2023, that delivers industry-related training and educational lessons to inspire individuals, businesses, and partners to strengthen our island's reputation as a destination of choice.

During Q2 we completed the following to bring awareness to the platform:

- Shared BTA+ with all Bermuda School Principals to assist in the education of their students.
- Currently have 200+ courses & added 6 new partners to BTA+, bringing the total to 15 Partners.
  - eHotelier
  - ServSafe
  - Global Sustainable Tourism Council
  - Bermuda Economic Development Corporation
  - Ignite Bermuda
  - The International Air Transportation Association
- Introduced a BTA+ Blog series called 'Mindisights' with three engaging articles

*BTA+ Website: <https://training.gotobermuda.com/learn>*



# BTAConnect

BTAConnect: <https://www.gotobermuda.com/bta/bta-connect>

During Q2, the Research & Business Intelligence team worked on the following improvements and initiatives around BTA’s Online Stakeholder Portal:

- Sign-up process was streamlined: Developed a [sign-up form](#) that provides quick access for stakeholders joining for the first time.
- Launched a one-on-one assistance programme for stakeholders. Integrated a booking platform onto the BTAConnect landing page for stakeholders to schedule dedicated time for support and training.
- A Lunch & Learn was hosted at the BTA during Q2 where stakeholders were educated about the features and benefits of the BTAConnect platform. These interactive presentations and demonstrations have resulted in increased awareness and usage.

BERMUDA  
TOURISM AUTHORITY

BTAConnect

HOME

PROFILE

PACE


COLLATERAL

OPPORTUNITIES

REPORTS

ADMINISTRATION

QUESTIONS?



Partner Bulletins

All Bulletins

**BTAConnect Training Guide** ⓘ (Read: 11/28/2022)

Learn how to create contacts, events, and coupons through BTAConnect!

[View Full](#)

**Video: Tourism Summit 2022 Media & PR Storytelling Breakout Session** (Not Read)

Our panel includes local and international speakers representing media, and public relations perspectives.

[View Full](#)

**Video: Tourism Summit 2022 Recruit & Retrain Panel** (Not Read)

Tourism stakeholders have faced challenges in recruiting and retaining a quality workforce over the years.

[View Full](#)

**Video: Tourism Summit 2022 Keynote Speaker Joseph Diaz, Co-Founder Afar Magazine** (Not Read)

Afar co-founder, Joseph Diaz, joined us to deliver a keynote address on the Power of Partnership.

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# BTAConnect Cont'd.

- Staff in the Sales, Business Development and Experiences teams went through a 2-day immersive training on the back-end of the CRM system to ensure their proficiency in the tool and to empower key individuals in the organization to ensure data quality and to encourage stakeholders to use the tool.
- Ongoing database clean-up and organization was conducted during Q2 in compliance with PIPA, GDPR and other privacy legislation as applicable.
- BTA representatives attended the Simpleview Summit in Q2 to take part in workshops and gain valuable insights on CRM trends, automation and leveraging the technology to enhance growth.
- CRM & Systems Manager completed the Stakeholder user group Certification during Q2

*BTAConnect: <https://www.gotobermuda.com/bta/bta-connect>*



# Hospitality Month

April was hospitality month and this year the BTA's theme was "Elevate Bermuda Together."

Elevating Bermuda Together aims to promote the importance of Bermuda's Hospitality Industry within the community while celebrating individuals and organisations who represent the best of the hospitality and tourism industry.

BTA created an awareness video which highlighted careers in tourism and hospitality to students to inspire them to want to work in the industry, while introducing and promoting the National Tourism Plan to the wider community. The video was shared across all our Social media channels and featured on BTA+.





# 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.

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# Dive Month

Bermuda's pristine waters, healthy reef system and historic shipwreck has attracted divers from around the world to explore our underwater treasures. To increase awareness for the island's diverse dive offering, in its second year, Dive Month sought to invite visitors and residents to take part in customized dive activities to connect with local operators and members of Bermuda's Dive Community

## Key Dive Month Offerings Included:

- Dive Expo and Community Day held at the Spanish Point Boat Club
- A free-diving experience visiting two popular wreck sites
- Special discount offerings with SeaVenture Diving on their Scuba Discovery Course
- A 'try scuba diving experience' for beginners inclusive of a underwater tour





# Bermuda Day VIP Experience

To provide on-island visitors with an immersive explosion of our island's culture and heritage, the Experience Team transformed the Hamilton Visitor Service Centre into a VIP viewing experience at our annual Bermuda Day Celebration.

Despite the unfortunate impact of persistent heavy rain, survey response remained positive:

- Visitor attendance increased by 64% compared to 2022
- 58 tickets sold (Sold Out) max was 50
- 90% would recommend this event to others.
- 78% of respondents indicated they were very satisfied or satisfied with the Bermuda Day Experience





# Online Visitor Arrival Form

- In Q2 the Research & Business Intelligence team worked with stakeholders such as airlines, Skyport and the Department of Immigration to streamline the mandatory visitor arrivals form which is now offered online at <https://bermudaarrivalcard.com/>
- New stations were created at the airport to alleviate visitors filling out paper copies of the form while in line for Immigration. This new designated space for visitors to fill out their arrival cards will help to streamline the entry process. Signage and desks at the airport signal to visitors where they can fill out the form online using a QR code and their smartphone or to complete a physical card.
- Online arrival card support email is monitored by the BTA to assist tourists with arrival card queries and troubleshooting any issues they face during this process.





# Teams & Groups

MICE (Meeting, Incentive, Conferences and Exhibitions), sports teams and events are an important source of visitors throughout the entire year, not only contributing economic impact to Bermuda but also Bermuda's profile.

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Conference/ Trade Show	Description	PRIMARY KPIs
Connect Spring Marketplace Las Vegas, NV	This event featured multiple meeting specialties coming together for 1:1 appointments in the Association and Corporate Markets.	Seventy (70) meetings were held over a multi-day period; three hosted client dinners.
Helms Briscoe Annual Business Conference, Scottsdale, AZ	We attended this event to meet new associates, follow up on open leads and find	1:1 meetings with 44 Associates  Helms Briscoe YTD production - 544 RNs / \$313,836
Spring Sales Mission Boston/New Jersey Philadelphia/NY	The purpose of Sales Mission was to reconnect with old customers and connect with new clients to raise continued awareness of Bermuda.	6 client activations over 3 days=Total clients(125)  5 Hotel Partners participated
On Island Site Visit	This site visit was a final meeting with the couple to determine hotel selection for guests and venue review for the ceremony.	This event is confirmed  May 2024 120 room nights EEI = \$190,929.72



Conference/ Trade Show	Description	PRIMARY KPIs
LamontCo Associate Exchange Summit Tempe, AZ	First time attendance at the annual partner meeting with 30 MICE qualified buyers who represent 1500+ programs.	RFP received post summit: 9/4-15/2023 220 room nights/40 people EEI: \$324,374.16 (Status: Tentative)
Meeting Professionals Intl World Education Congress Cancun, Mexico	1200 participants from all over came together for robust education and networking opportunities  Panel participation (Dialogue with the Black Meeting Professional) =75 attendees	Potential Opportunity Hosted Buyer program Prospects -Assoc. Board Retreat- 2025  Corporate Meeting (30 people/Mar 2024)
SITE (Society Incentive of Travel Excellence) Northeast Chapter - Summer Event  Central Park, NY	This was a networking opportunity for SITE chapter members where the BTA sponsored the blankets for the picnic setting.	Meeting Planners, Destination Management Companies and CVB/ DMO's; 40 attendees



# Q2 Group Sales Success Measures

## Definite Groups

	# of Room Nights	# of People	EEI
April 2023	605	265	\$1,027,344.12
May 2023	2,349	867	\$3,105,713.39
June 2023	823	286	\$1,068,808.97
Total	3,559	1,418	\$5,201,866.48

## Tentative Groups

	# of Leads	# of People	# of Room Nights
April 2023	17	3,178	8,479
May 2023	30	4,497	2,874
June 2023	23	2,652	8,435
Total	70	10,327	19,788



# Sports & Maritime

Growing through groups.

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# Event Statistics at a Glance

## Black Golfer's Week 2023

April 27 – May 1, 2023

90 overnight visitors

73 Rooms on peak /391 room nights

EEI- \$453,000



## USATF Bermuda Grand Prix

Sunday, May 21, 2023

294 overnight visitors

134 Rooms on peak /828 room nights

EEI- \$566,700



## Bermuda Jr Track & Field Challenge

June 23-24, 2023

126+ overnight visitors / 80 participants

75 Rooms on peak / 300 room nights

EEI- \$273,592.07





# Q2 Sports/Maritime/Business Development Sales Success Measures

## Definite Groups

	# of Room Nights	# of People	EEI
April - June	13,014	2,900	\$13,402,367.96

## Tentative Groups

	# of Leads	# of People	# of Room Nights
April-June	16	1,849	1,287



# Year-Round

Bermuda's seasonality places significant stress on the island and tourism-related businesses that have to contend with massive ebbs and flows.

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# US Sailing Association x Bermuda Partnership

- 3-year integrated partnership
- combines hosting a Basic Sail Race Management course in the fall of 2023, 2024, and 2025
- Women's Keelboat Championships to Bermuda in 2024 and 2025
- Sail Leadership Forum in Bermuda in 2025

The governing body's membership comprises a significant amount of high-net-worth individuals with 25% having a net worth of \$1M - \$2M,



# 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.

### 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



# Recruitment

- New hires in Q2 2023:
  - Sales Assistant: Chyna Cyrus
  - Executive Assistant to the CEO: Kayla Swan
  - Creative Production Manager: Karee Luna



# Financials Q2



# Income & Expenditure

	Quarter 2			Year To Date		
	Actual	Budget	PY	Actual	Budget	PY
Income	10,562,251	9,772,595	9,018,945	16,320,204	15,318,899	14,769,073
Direct costs	5,547,127	5,215,311	4,932,154	11,519,359	11,472,695	11,521,218
Direct surplus (deficit)	5,015,124	4,557,284	4,086,791	4,800,845	3,846,204	3,247,855
Structure, general & administration costs	2,376,459	2,430,335	2,057,548	4,605,908	4,679,027	4,136,691
Operating surplus (deficit)	2,638,665	2,126,949	2,029,243	194,937	(832,823)	(888,836)
Finance costs	44,166	40,272	65,477	90,596	89,565	139,233
Net surplus (deficit) for the period	2,594,500	2,086,677	1,963,766	104,342	(922,388)	(1,028,069)



# Income & expenditure detail

	Quarter 2			Year To Date		
	Actual	Budget	PY	Actual	Budget	PY
<b>Income</b>						
Grants, subsidy & contribution income	4,750,000	4,750,002	5,010,000	9,760,000	9,760,002	10,385,000
Tourism authority fee	2,712,714	2,298,390	1,948,823	3,448,254	2,819,694	2,314,290
Cruise passenger visitor fee	2,944,288	2,564,203	1,914,192	2,944,288	2,564,203	1,914,192
Vacation rentals	155,249	160,000	145,930	167,662	175,000	155,591
	10,562,251	9,772,595	9,018,945	16,320,204	15,318,899	14,769,073
<b>Direct costs:</b>						
Marketing	3,744,673	3,334,750	412,090	6,784,050	6,315,500	4,557,833
Sales	1,240,316	1,264,437	4,247,123	3,807,857	4,094,374	6,446,805
Experience development	310,366	231,000	50,674	362,934	406,000	77,124
Research & Business Intell	121,091	125,624	104,617	234,522	254,821	190,948
Operations	130,680	259,500	117,650	329,995	402,000	248,508
	5,547,127	5,215,311	4,932,154	11,519,359	11,472,695	11,521,218
<b>General costs:</b>						
Staff costs	1,660,885	1,697,653	1,365,145	3,210,474	3,241,973	2,782,650
Communications & IT	130,711	155,851	116,896	266,632	305,224	230,500
General expenses	267,038	266,231	252,179	505,443	513,918	473,742
Marketing	1,024	875	246	4,266	2,750	1,075
Premises	207,649	205,581	192,850	409,618	407,544	385,498
Professional fees	100,232	96,632	127,044	195,174	192,768	254,116
Equipment	8,920	7,512	3,188	14,301	14,850	9,110
	2,376,459	2,430,335	2,057,548	4,605,908	4,679,027	4,136,691



