

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

Quarterly Activity – Q3 2023

Corporate Report

BERMUDA

Lost Yet Found



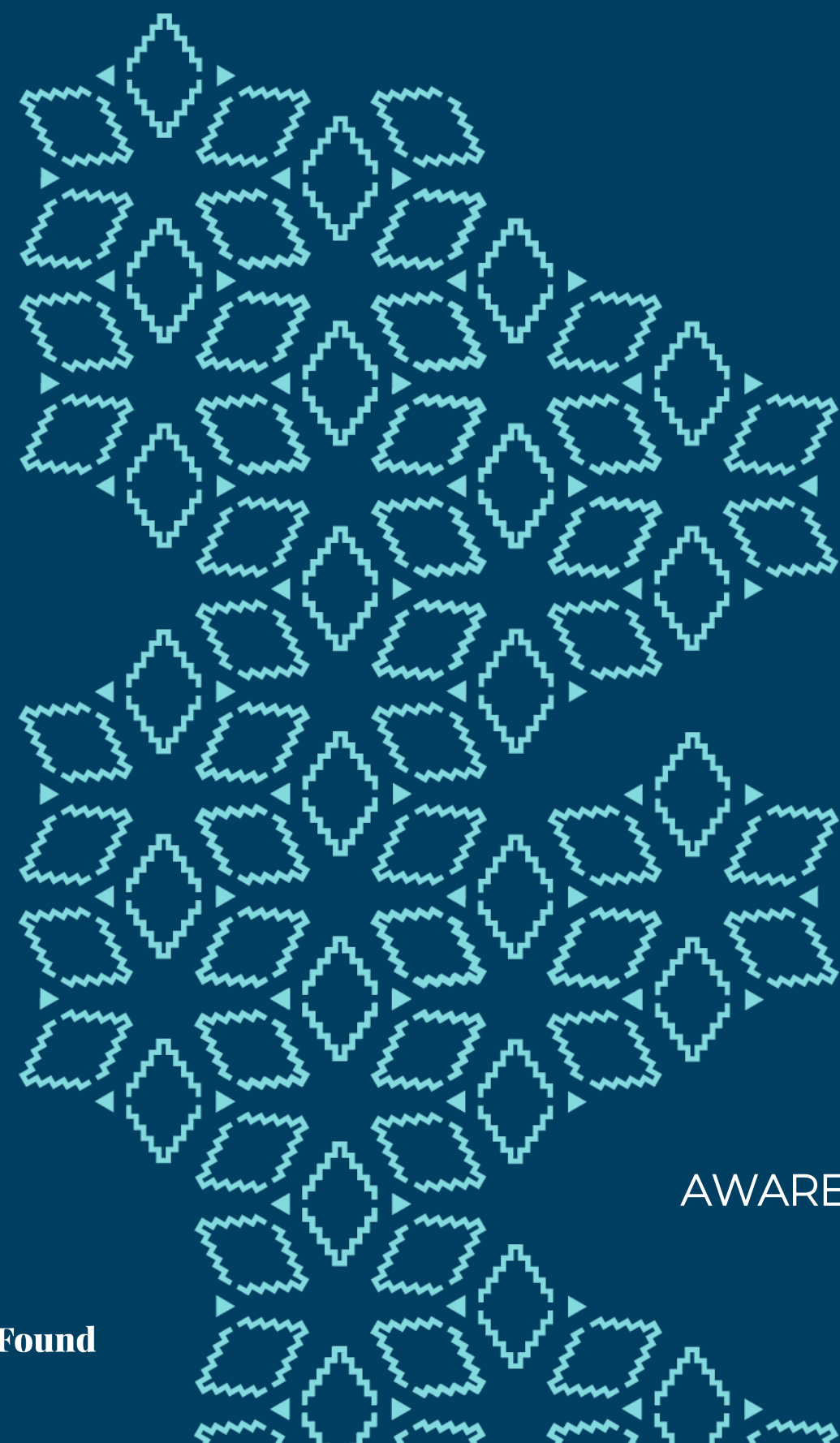
Q3 2023 Executive Summary

The Bermuda Tourism Authority (BTA) is pleased to report a continued recovery in the tourism industry in Q3, 2023. Leisure air arrivals year-to-date have increased by 25% compared to the three quarters of 2022 while cruise arrivals have increased 34% year-over-year. Total air visitors to Bermuda in 2023 through Q3 have increased by 31.5% vs 2022 and have recovered to 68% of 2019 levels while hotel capacity has recovered to 74% and air capacity has recovered to 73% year-to-date. Cruise visitors have recovered to 91% of 2019 levels.

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 ·

Media Executive Summary

Q3 Paid Media

From July 1 – September 30, the Miles Partnership team ran four unique Paid Media campaigns, each with specific objectives. Each campaign ran unique creative on various channels, based on the campaign objectives.

In addition to the campaigns above, we also have a Brand SEM campaign always running to ensure we constantly have an evergreen presence in market, even when we are between specific promotional campaigns.

CAMPAIGN	OBJECTIVE	PRIMARY KPI
JetBlue Summer Promotion	Drive existing travel intenders down the funnel to conversion.	Digital: CTR, VCR
Endless Summer	Increase awareness and drive engagement for Bermuda as the best destination to extend one's summer.	Digital: CTR, VCR Social: LPVs
Always-on Digital	Increase awareness of Bermuda as an ideal travel destination. Drive traffic to the GoToBermuda.com and use content on the site to encourage conversion and booking.	Digital: CTR, VCR, Imps Social: LPVs
Toronto Roadshow DOOH	Drive Awareness of Bermuda in Toronto during the Roadshow presence in market.	Digital: Impressions
Always-On SEM	Drive traffic to GoToBermuda.com based on user search patterns.	Clicks

Campaign Performance (Media Partners)

Campaign Performance Metrics

Endless Summer 9/15 - 10/15 (ongoing)

Digital:
Impressions: 6,243,729
Clicks: 4,140
VCR: 85.55%
CTR: .16%
Conversions: 3,366

Social:
Impressions: 864,916
Link Clicks: 18,590
Social Link Clicks: 2.15%

SEM:
Impressions: 10,933
Clicks: 2,522
CPC: \$2.42
CTR: 23.07%
Conversions: 16,833

Always-On Digital 8/1 - 9/30 (ongoing)

Digital:
Impressions: 37,490,569
Clicks: 31,111
VCR: 70.23%
CTR: .13%
Conversions: 22,931

Social:
Impressions: 5,447,141
Link Clicks: 252,613
Social Link Clicks: 4.64%

SEM:
Impressions: 1,660,688
Clicks: 143,092
CPC: \$0.44
CTR: 8.62%
Conversions: 104,881

Toronto Roadshow 9/6 - 9/8 (concluded) Impressions: 2,697,598

Always-On SEM 7/1 - EOY (ongoing) Total Impressions: 2,157,356 Total Clicks: 168,161 CPC: \$0.58 CTR: 7.79% Conversions: 128,539

Custom Partnerships 9/1 - EOY (ongoing) Impressions: 521,868 Clicks: 2,409 CTR: .46% Conversions: 704

JetBlue Promotion 7/1 - 8/31 (concluded) Impressions: 11,113,709 Clicks: 14,436 VCR: 80.54% CTR: .13% Conversions: 5,603

Channel Performance

Performance by channel

DIGITAL

Impressions: 44,045,555

Clicks: 51,865VCR: 72.81%CTR: .15%

Conversions: 33,025Engagements
: 5,956

OOH

Impressions: 11,890,575

SEM

Total Impressions: 2,157,356

Total Clicks: 168,161

CPC: \$0.58

CTR: 7.79%

Conversions: 128,539

SOCIAL

Impressions: 6,312,057

Link Clicks: 271,203

C/Link Clink: \$0.31

Link CTR: 4.3%

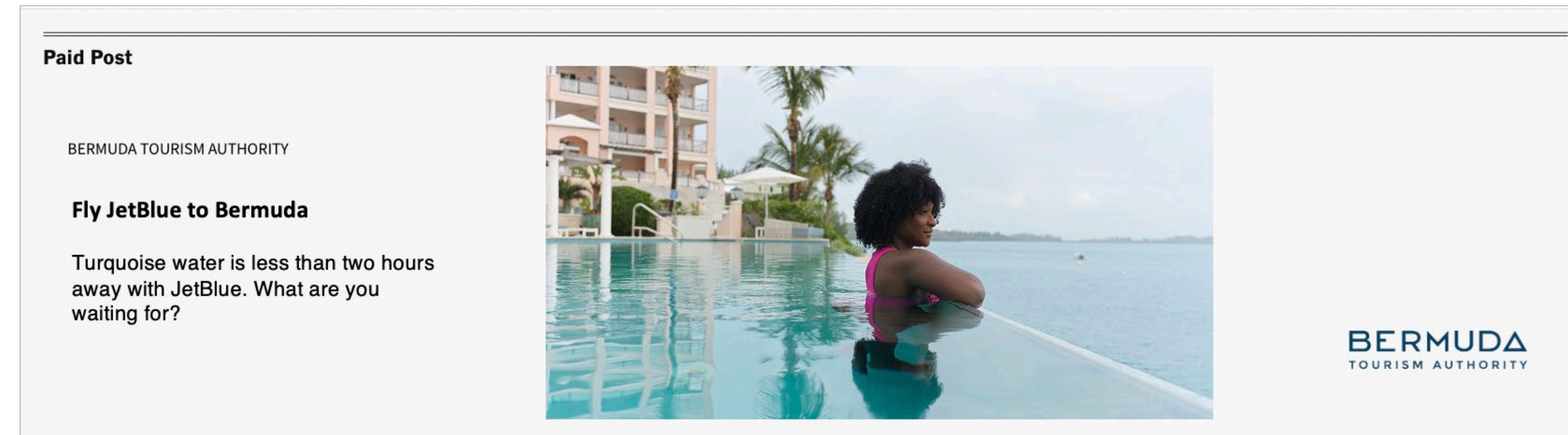
Landing Page Views: 174,175

C/LPV: \$0.48

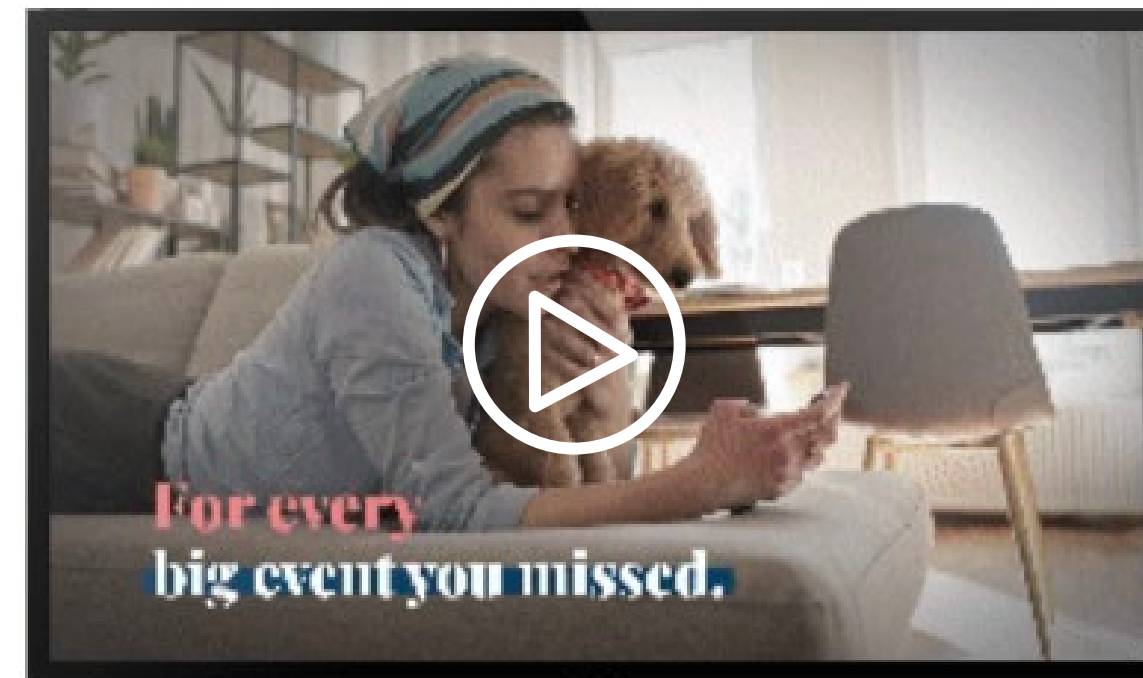
Ad Creative Analysis: Digital

Top Digital Media Ad Units by Clicks + Impressions (all campaigns)

Vendor: Ad+Genuity
Campaign: JetBlue FY23
Unit: Native Display
Clicks: 11,264
CTR: .19%
Impressions: 6,052,153



Vendor: Ad+Genuity
Campaign: Always On FY23
Unit: OLV Group Getaway :30s
Clicks: 5,604
CTR: .09%
Impressions: 6,315,232




Vendor: Ad+Genuity
Campaign: Always On FY23
Unit: OLV Golf :30s
Clicks: 5,091
CTR: .09%
Impressions: 5,536,073







Ad Creative Analysis: Social Media

Top Social Media Ad Units:
All campaigns
KPIs: LPVs

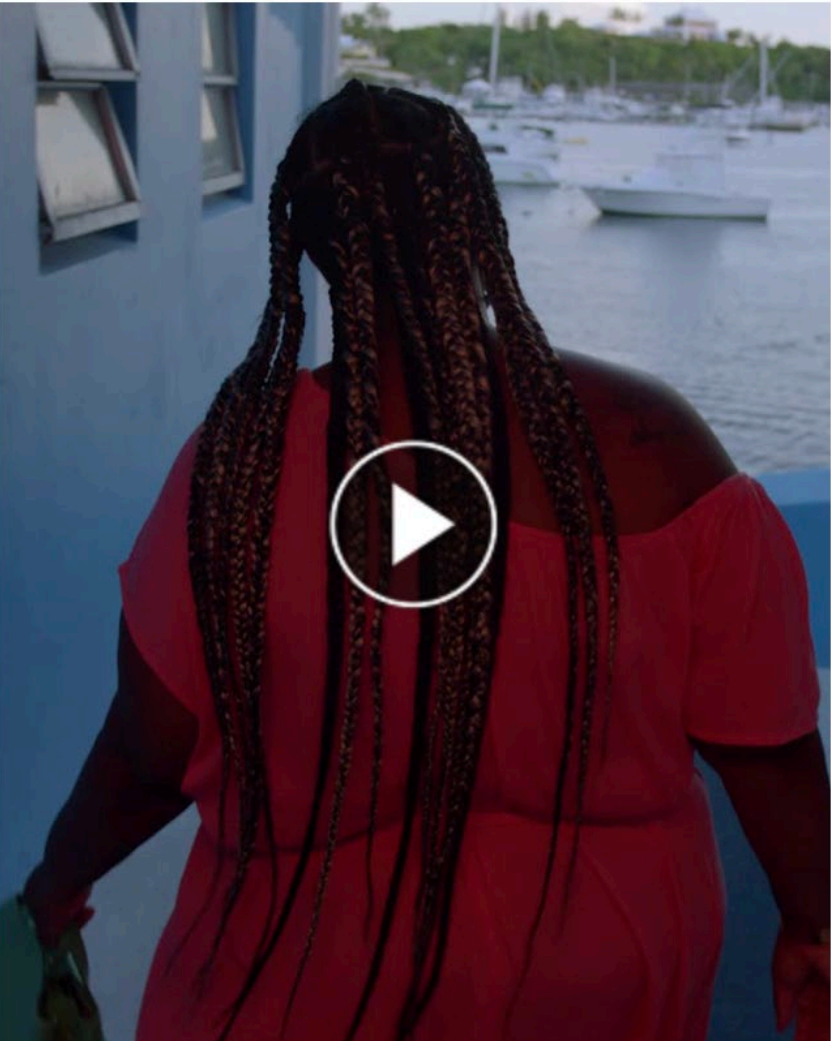
Vendor: Meta
Campaign: Always On Ad:
Solo Traveler 15s video
LPVs: 39,321
C/LPV: \$0.42



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Jet ski through crystal clear waters, go treasure-hunting, or take a dip: the options are limitless.








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Choose your own adventure.

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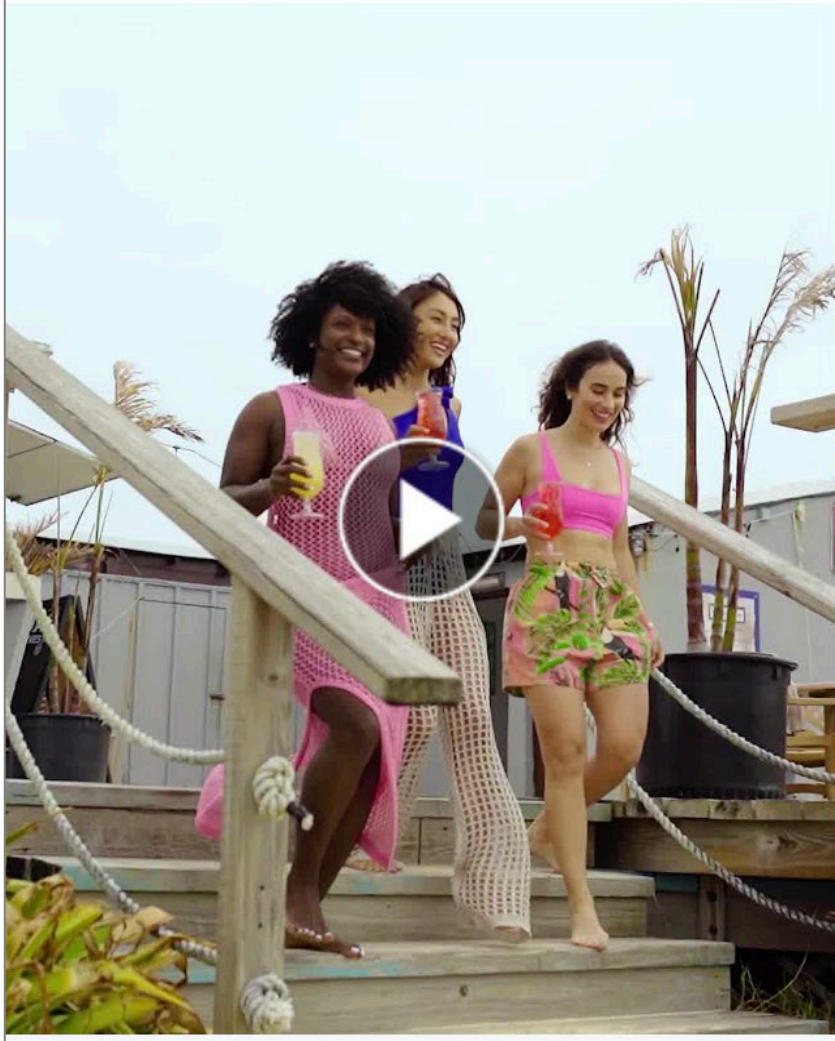
Vendor: Meta
Campaign: Always On
Ad: Group Getaway 15s video
LPVs: 33,894
C/LPV: \$0.47

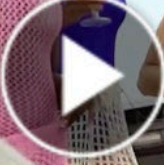


Bermuda Tourism 
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What's better than making time to connect with friends? Doing it in Bermuda.








gotobermuda.com



Soak up the unadulterated joy.

Learn more


Vendor: Meta
Campaign: Always On
Ad: Group Getaway Carousel
LPVs: 27,154
C/LPV: \$0.47



Bermuda Tourism 
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Bermuda is an invitation to get in touch with your playful self and connect with friends in paradise. Who will you go with?



Take to the sails.

Book Now

Learn more



Dress u

catch u

Book N

BERMUDA Lost Yet Found

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Geographic Overview

CAMPAIGN	DIGITAL
JetBlue Summer Promotion	New York DMA
Endless Summer	Tier 1: NY TriState, Boston, DC, Toronto, Philadelphia, Charlotte, Miami, Atlanta
Always-on	Tier 2: Baltimore, Hartford, Chicago, Dallas, Austin, San Francisco, LA
Toronto Roadshow DOOH	Toronto DMA

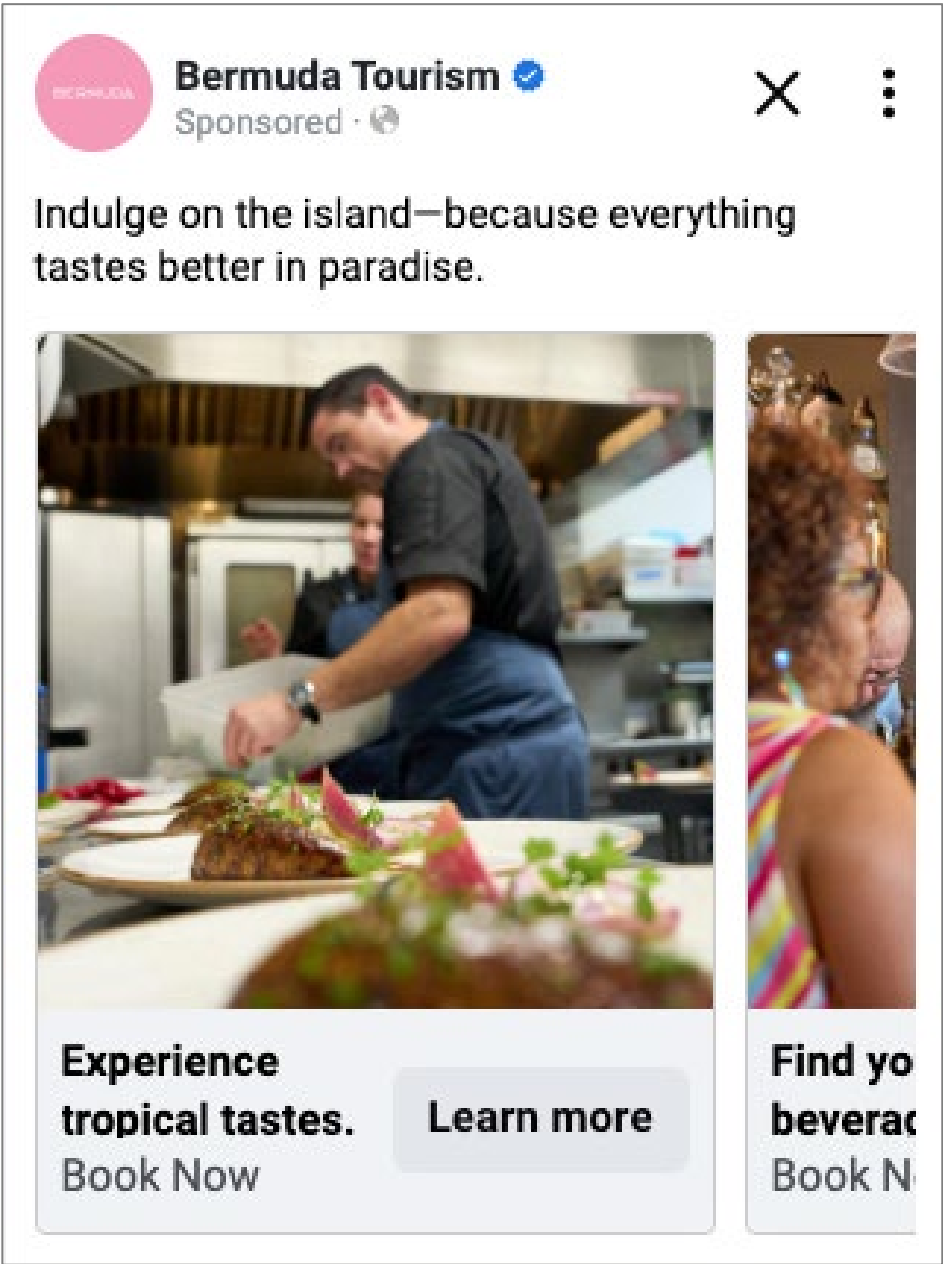
Geographic Analysis

CHANNEL	KPI	TOP 5 MARKETS
DIGITAL	Impressions	New York, Atlanta, San Francisco, Dallas, Boston
	Conversions	New York, San Francisco, Philadelphia, Boston, Chicago
SEM	Clicks	New York, Massachusetts, Georgia, New Jersey, and Pennsylvania
SOCIAL	Link Clicks	New York, Toronto, Philadelphia, Miami/Ft. Lauderdale, Chicago
	Lowest Cost per Link Click	Charlotte, Toronto, Baltimore, Chicago, Washington DC

Creative Projects

Always On

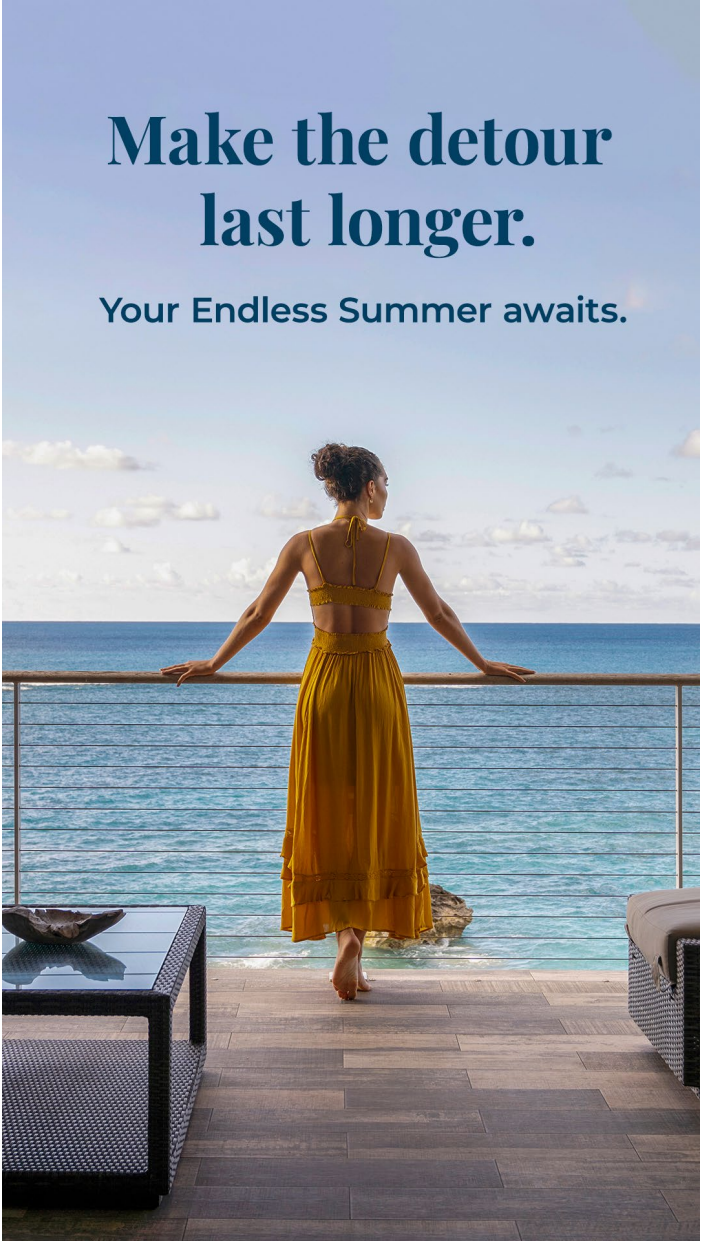
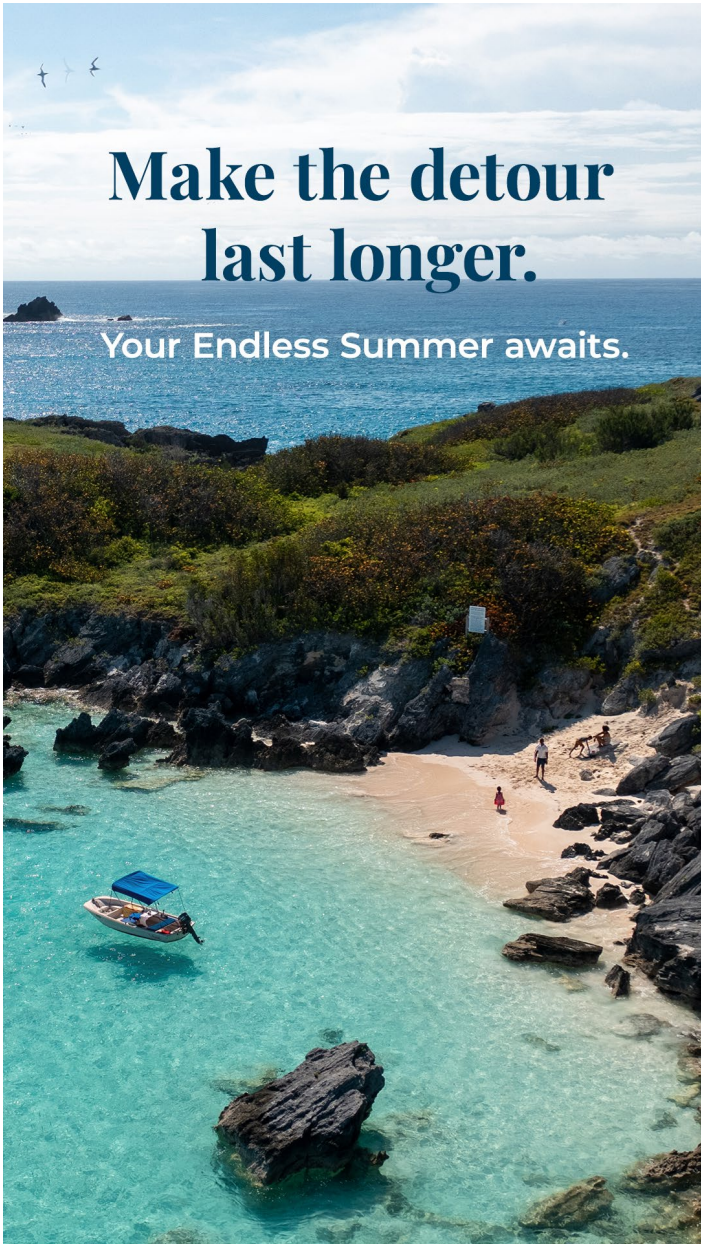
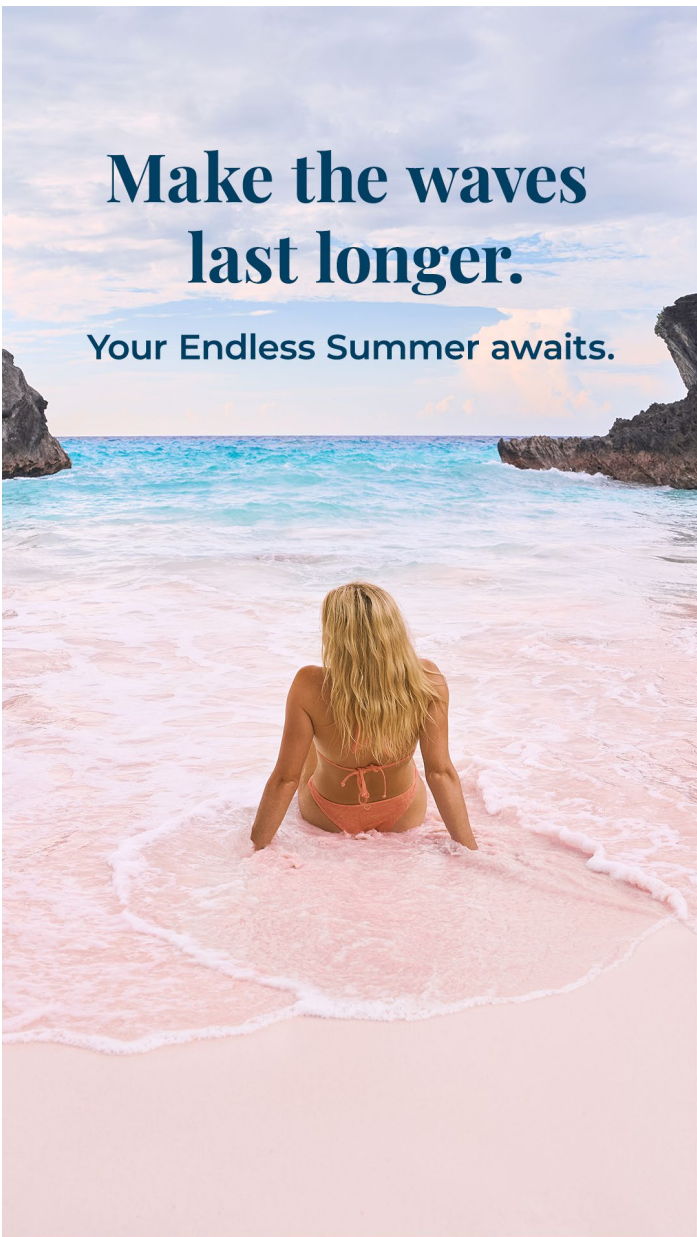
- Created ads based on five audiences for testing purposes:
 - Group getaway
 - Culinary
 - Golf
 - Solo traveler
 - Family
- Media type
 - DOOH
 - Connected TV, Pre-Roll
 - Native Video
 - HTML5 display ads
 - Print
 - Meta image, video and carousel ads



Creative Projects

Endless Summer & Toronto Roadshow


- Media type:
 - DOOH
 - Connected TV, Pre-Roll
 - Native Video
 - HTML5 display ads
 - Meta image, video and carousel ads



Creative Projects


Find the Time You Lost

- Media type:
 - DOOH
 - Connected TV, Pre-Roll
 - Native video
 - HTML5 display ads
 - Meta image, video and carousel ads
- For the videos on this campaign, the BerlinRosen Creative team cutdown and resized videos that were handed off to us.




Bermuda Tourism
Travel Company · 395K followers


No matter where you are in life's timeline, Bermuda is the spot to celebrate all of life's most memorable moments.




Find Your Love Story[Book Now](#)



Find Your Everything[Book Now](#)



Find The Time You Lost[Book Now](#)



Find Bermuda[Book Now](#)



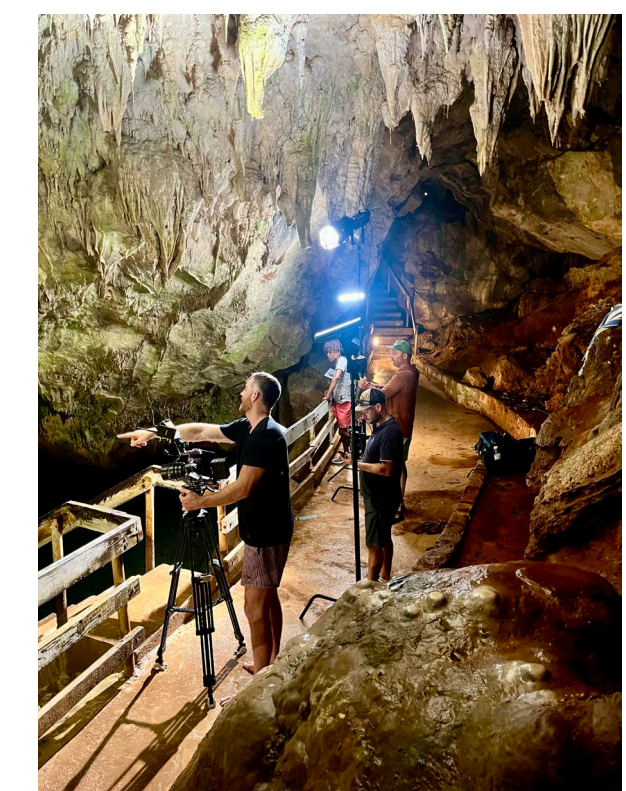
Strategic Objectives Achieved

Completed the photo and video shoot that will update the look and feel of our creative.

Updates include:

- Bold and vibrant colors.
- Intentional colour palette styling assigned based on location/activity.
- A push towards natural expressions and interactions.
- Focus on activities that tourists can experience during the cooler months.
- Framing shots to allow for new and interesting transitions for our video edits.

Behind the scenes



PR Q3 Report: Key Metrics and Analytics

- In Q3, Bermuda was mentioned in 22 pieces of media coverage and featured in 15 social media posts. This number includes BerlinRosen placements, broadcast and radio mentions, as well as social media posts.
- Coverage by Top 100 Outlets:
 - 13 editorial placements (one AFAR, one US Weekly, one Ebony, one HGTV, two TravelAwaits, two Travel Noire stories, three Travel Weekly stories, and three Forbes stories).
- Total Potential Media Impressions: 670,272,100
- Total Media Value: \$62,874,471
- Total Potential Social Media Reach: 1,619,052
- BerlinRosen's robust PR efforts included 720 exchanges with journalists from press trip invitations and inbound requests, to general pitch conversations, desk-sides, and more.

Media Coverage

Date	Outlet	Headline	Author Name	Key Messages
Consumer				
7.6.23	Forbes	Barbie Dream Vacations, Richard Branson's New Spanish Hotel And Other Travel News	Staff	General Destination Coverage
7.12.23	AFAR	10 Best Places to Travel in September	Mark Ellwood	September Destination
7.21.23	Urban Journey	8 Luxe Bermuda Hotels and Resorts	N/A	Bermuda Hotels
7.22.23	US Weekly Magazine	Ashanti Recalls Performing for Late Michael Jackson at Neverland Ranch	Miranda Siwak	Ashanti Coverage
7.24.23	Forbes	10 Simple Savvy Summer Vacation-Inspired Cocktails From Luxury Hotels And Resorts Around The World	Paula Conway	Dark N' Stormy - The Rosewood Bermuda
7.26.23	Curly Tales	Curly Tales Web Stories - Travel Like Barbie: 6 Pretty Pink Places Around The World	Tejashee Kashyap	Barbie Bermuda Pink Sand Beaches
7.29.23	Good Word News	Ashanti and her stunning mother Tina Douglas Sizzle The Gram	Staff	Ashanti Coverage
7.30.23	xoxobella	Barbie's Getaway Guide: 24 Barbiecore Pink Hotels and Vacation Rentals	Bella Bucchiotti	Barbie Bermuda Cambridge Beaches and Hamilton Princess
8.8.23	HGTV	21 of Our Favorite Thanksgiving Getaways 2023 HGTV	Lynn Coulter	General Destination Coverage
8.11.23	Ebony	Bermuda's Cup Match Is More Than A Sporting Event, Here's How The Country Celebrates Its Emancipation Holiday Weekend! - EBONY	Delaina Dixon	Cup Match Coverage
8.22.23	MunaLuchi Bridal	Explore Bermuda with Tracy Berkeley: The First Woman CEO of the Bermuda Tourism Authority	LINDA WALLENTINE	Tracy at CTO Conference
8.24.23	Travel Noire	Tracy Berkeley Is Bermuda Tourism Authority's First Female CEO - Travel Noire	Simone Harvin	Tracy DC Deskside/ Cup Match
8.25.23	Yahoo Life	Tracy Berkeley Is Bermuda Tourism Authority's First Female CEO	Simone Harvin	Tracy DC Deskside / Cup Match
8.25.23	Forbes	Fresh, Reimagined Design And Menus At Bermuda's Iconic Cambridge Beaches Resort & Spa	Laurie Werner	Media Visit
9.5.23	Bossip	Things To Do On Your Bermuda Vacation	Janee Bolden	Cup Match Coverage
9.5.23	Travel Weekly	Bermuda wants to be an island for all seasons: Travel Weekly	Omar Perez	Vegan Fest Trip
9.14.23	TravelAwaits	9 Best Places To Stay In Bermuda TravelAwaits	Kara Williams	General Destination Coverage
9.16.23	Travel Weekly	There's plenty to see and do at Bermuda's Royal Naval Dockyard	Omar Perez	Vegan Fest Trip
9.26.23	Insider Travel Report	Bermuda Unveils New "Find the Time You Lost" Group Trip Planning Tools	James Shillinglaw	"find the time you lost" campaign
9.27.23	Travel Noire	The Best Times to Visit Bermuda	Simone Cheri	General Destination Coverage
9.27.23	Travel Week	Group planning made easier with Bermuda's new travel content hub	Staff	"find the time you lost" campaign
9.30.23	CBS (Online)	Uniquely Bermuda: Bermuda shorts	Rachel Holt	Vegan Fest Trip
9.30.23	Travel Weekly	Descent into wonder at Bermuda's Crvstal Cave	Omar Perez	Vegan Fest Trip

Media Coverage (Cont.)

Date	Outlet	Headline	Author Name	Key Messages
Social				
7.24.23	UPROXXLIFE	UPROXXLIFE Instagram Post	Staff	Barbie Bermuda Pink Sand Beaches
8.4.23	@ItsTarekAli	When Bermuda 🇧🇲 invites you to come experience their country for a week, you COME!	Tarek Ali	Cup Match Press Trip
8.8.23	@Lauren.Rosa.Miller	OOO w/ @bermuda	Lauren Miller	Media Visit
8.8.23	@ItsSimoneCheri	p.s. Left a piece of my heart in Bermuda 🇧🇲 ❤️	Simone Harvin	Cup Match Press Trip
8.13.23	@JaneeBolden	I'm the captain now 🏠❤️	Janee Bolden	Cup Match Press Trip
8.21	@turnipvegan	Static Post	Todd Anderson	Vegan Fest Trip
8.23	@turnipvegan	Reel	Todd Anderson	Vegan Fest Trip
8.19.23	@blkandvegan	TikTok Post	Emani Corcran	Vegan Fest Trip
8.20.23	@blkandvegan	TikTok Post	Emani Corcran	Vegan Fest Trip
8.21.23	@blkandvegan	TikTok Post	Emani Corcran	Vegan Fest Trip
8.22.23	@blkandvegan	Static Post	Emani Corcran	Vegan Fest Trip
9.1.23	@BeyondBMore	Reel Post	Brian Oliver	Media Visit
9.1.23	@BeyondBMore	Static Post	Brian Oliver	Media Visit
9.4.23	@BeyondBMore	Reel Post	Brian Oliver	Media Visit
9.5.23	@JaneeBolden	Reel Post	Janee Bolden	Cup Match Press Trip

Press Releases

Bermuda Tourism Authority Presents Bermuda's Inaugural Vegan Fest

- Objective: Promote Bermuda's inaugural Vegan Fest to local and trade media.
- Status: BerlinRosen shared suggested edits, BTA distributed to select media.

Bermuda's "Endless Summer Sale" is Back with Savings of Up to 30% and Free Night Stays

- Objective: Promote on-island accommodation sales and offerings to travel trade and consumer-focused media.
- Audience: BerlinRosen drafted, finalised and distributed to trade and travel outlets.

Bermuda Tourism Authority Unveils New "Find the Time You Lost" Trip Planning Tools

- Objective: Promote new celebrations campaign and continued flights to travel-focused media.
- Audience: BerlinRosen drafted, finalised and distributed to travel and lifestyle media.
- Top Hits: *Travelweek*, *Insider Travel Report*
- Reach: 61,421

Immerse Yourself in Bermuda's First-Ever Art Month

- Objective: Promote Bermuda's first-ever Art Month to local and trade media.
- Status: BerlinRosen shared suggested edits, BTA distributed to select media.

Events and Campaigns

- **Cup Match**
 - To promote the history and culture of Bermuda's Cup Match, BerlinRosen hosted a press trip with five attendees including three reporters and two content creators resulting in extensive social media coverage and several editorial features in *Ebony*, *Travel Noire* and *Bossip*.
 - BerlinRosen supported BTA in developing an itinerary and coordinated travel accommodations.
- **Vegan Fest**
 - To promote Bermuda's inaugural Vegan Fest, BerlinRosen hosted a press trip with three attendees including one reporter and two content creators resulting in extensive social media coverage and three features in *Travel Weekly*.
 - BerlinRosen supported BTA in developing an itinerary, escorting the group on island, and coordinating travel and accommodations.
- **Toronto Road Show**
 - BerlinRosen arranged a desk side meeting with *Bold Traveller* and invited Toronto-based media to a networking event to establish relationships and raise awareness of Bermuda in the market.



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Community Engagement

- BerlinRosen liaised with local, on-island partners for the following media opportunities during Q3:
- **Find The Time You Lost**
 - BR secured coverage in *Travel Agent Central* highlighting JetBlue, BermudAir, and Grotto Bay.
 - BR secured coverage in *Travel/week* highlighting Grotto Bay.
- **Crystal Caves**
 - BR secured coverage in *Travel Weekly* highlighting the Crystal Caves tour and experience.
- **General Coverage**
 - BR secured coverage in *Travel Noire* highlighting Chubb Bermuda Triangle Challenge, Black Golfers Week, Carnival in Bermuda, Cup Match, Vegan Fest, Swizzle Fest, and Art Month as a result of the reporter's on-island visit during Cup Match.
 - BR secured coverage in *Travel Weekly* highlighting the Royal Naval Dockyard, King's Wharf, Clocktower Mall, Frog & Onion Pub, Bermuda Craft Market, National Museum of Bermuda, Snorkel Park Beach, and Horseshoe Bay Beach as a result of the reporter's on-island visit during Cup Match.
 - BR coordinated images with Hamilton Princess and Pembroke Parish to share with *Fodor's Travel* for an upcoming story on the island.

Community Engagement

- *AFARs* "Where to Go"
 - BR included Hamilton Princess, Cambridge Beaches, and the Loren in monthly pitches for the *AFAR* series of "Where to Go" along with other on-island activities relevant to that month's submission.
- Toronto Roadshow
 - BR secured coverage in *Travelweek* highlighting Bermuda's reintroduction into the Canadian market as a result of the Toronto Roadshow.
- Brian Oliver's Visit
 - BR coordinated coverage for Kristin White's Long Story Short Tour and K.S. Watersports during content creator Brian Oliver's visit to the island.

Budget and Resource Allocation

- Cup Match Press Trip
 - Three media, two creators, one BR escort.
- Vegan Fest Press Trip
 - One media, two creators, one BR escort.
- Brian Oliver
 - Individual press trip.
- Toronto Roadshow
 - Seven media and one BR escort attended Bermuda Industry Night Event.

Paid PR Initiatives

- BerlinRosen secured a paid opportunity with **CBS New York** and **CBS Boston** (Viewership: 40,872,712) and supported BTA in preparation by providing talking points, hosting a messaging review session and staffing the shoot with Tracy and Jamari.
- BerlinRosen supported BTA in helping determine the most effective event format and compiling a media invite list for the Saks dinner on December 14th.



*Saks
Fifth
Avenue*

Press Trips

- **Cup Match**
 - **Purpose of trip:** Provide a look inside Bermuda's history and culture through one of the island's major annual events.
 - **Destinations visited:** The Loren, Hamilton Princess, Intrepid, WET FETE at Snorkel Park, St. George's Cricket Club, Fort St. Catherine, Crystal Caves, Wahoo's, Long Story Short Tour, Barr's Bay Park, Non-Mariners.
 - **Attendees:** Delaina Dixon (*Ebony*), Simone Harvin (*Travel Noire*), Janee Bolden (*iONE*), Tarek Ellis (@itstarekali), Allyiah Gainer (@allyiahsface).
- **Vegan Fest**
 - **Purpose of trip:** Drive awareness of Bermuda's first-ever Vegan Fest and on-island wellness offerings.
 - **Destinations visited:** Azura Bermuda, Newstead Belmont Hills Golf Resort and Spa, Huckleberry, Aurora, Crystal Caves, Bailey's Bay Cricket Club, Fort St. Catherine, That Slow Jam Party, Royal Naval Dockyard, Blu.
 - **Attendees:** Omar Perez (*Travel Weekly*), Todd Anderson (@turnipvegan), Emani Corcan (@blkandvegan).
- **Art Month**
 - **Purpose of trip:** Drive awareness of Bermuda's first-ever Art Month, featuring the annual Taste of Bermuda event and other on-island activities suited for the cooler months.
 - **Status:** During Q3, BerlinRosen began securing media attendees and supporting BTA in developing the itinerary for the trip slated for October 13 – 16.
- **PGA Butterfield Bermuda Championship**
 - **Purpose of trip:** Drive awareness of Bermuda as a premier golf destination featuring the Butterfield Bermuda Championship, the island's efforts to make golf accessible to all and other on-island activities suited for the cooler months.
 - **Status:** During Q3, BerlinRosen began strategising and reaching out to secure two media attendees for a FAM trip slated for November.

Outcomes and Results (Press Trips)

- Cup Match FAM Trip
 - Resulting coverage: *Ebony* and *Bossip* published positive online feature stories; *Travel Noire* published an online article with discussion points from Tracy, which was syndicated onto *Yahoo Life*; and two content creators, Tarek Ali and Allyiah Gainer, posted extensive Instagram, Instagram Story and TikTok coverage.
 - Total potential media impressions: 432.9+ million.
 - Total potential followers reached: 1.1+ million.
- Vegan Fest FAM Trip
 - **Resulting coverage:** *Travel Weekly* published three online feature articles about Bermuda, highlighting the island as a year-round destination, Vegan Fest, the Royal Naval Dockyard, and Crystal Caves. Content creators Todd Anderson and Emani Corcoran posted extensive Instagram, Instagram Story and TikTok coverage.
 - Total potential media impressions: 2+ million.
 - Total potential followers reached: 1.2+ million.
- Brian Oliver (Baltimore-Based Content Creator, @beyondbmore)
 - **Resulting coverage:** After Brian's visit on-island, he shared two reels, a static post, and several story posts with tags (@bermuda, #GoToBermuda, #LostYetFound) from his trip.
 - Total potential followers reached: 11.4+ thousand.
- Laurie Werner, Forbes
 - **Resulting coverage:** Following Laurie's visit, coordinated in partnership with Cambridge Beaches, *Forbes* published a feature article that highlights the hotel property as well as the island's proximity, increased flight availability, and several on-island attractions and experiences.
 - Total potential media impressions: 72.9+ million.

Press Pitches

- **Barbie's Pink Beaches:** Promoted pink-themed activities and accommodations in Bermuda, drawing on the ongoing Barbie movie premiere coverage.
- **Toronto Roadshow:** Invited media to attend Bermuda's event in Toronto and reintroduced the island's offerings to the Canadian market.
- **Find the Time You Lost:** Promoted Bermuda's Find the Time You Lost campaign highlighting the website's new tools and continued flight service to the island throughout the winter months.
- **Endless Summer Deals:** Promoted Bermuda's Endless Summer promotions highlighting specific discounts and deals from hotels.

Outcomes and Results

- **Barbie's Pink Beaches: Resulting coverage:** As a result of pitching, *Forbes*, *Curly Tales*, and *UPROXX Life* covered Bermuda as a must-visit destination for Barbie and those looking to travel like her. **Total potential impressions:** 74.5+ million.
- **Toronto Roadshow: Resulting coverage:** BR secured seven journalists to attend Bermuda Industry Night sharing the island's offerings and building relationships for future coverage opportunities. *Travelweek* published post-event coverage following the evening. **Total potential impressions:** 37,884.
- **Find The Time You Lost: Resulting Coverage:** *Travelweek* and *Insider Traveler Report* published feature stories on Bermuda's new group trip planning tools. **Total potential media impressions:** 135,100.

Journalist Feedback

- **Cup Match**
 - **Tarek Ali, Content Creator:** "To my fabulous FAM group, you are all each absolutely amazing,. May God continue to show you how good it can get."
 - **Delaina Dixon, *Ebony*:** "I had a blast! Thanks everyone for helping me turn it up a bit this weekend and end on such a fun game night!"
- **Vegan Fest**
 - **Omar Perez, *Travel Weekly*:** "Thanks to you and all for a memorable yet brief visit!"
 - **Todd Anderson, Content Creator:** "Wanted to extend our sincerest appreciation to you all for curating an absolutely incredible trip to Bermuda. The vibe, the food, sunrise yoga on the water, the accommodations, dancing, caves, cricket, the community & joy, the drivers & staff everywhere we went, the stunning beaches, and the Vegan Fest! Pure magic. I don't think a day has gone by that we haven't discussed the trip and the wonderful people who made it happen. We can't wait for our next chance to experience Bermuda's beauty. "
- **Toronto Roadshow**
 - **Toby Salzman, Freelance (*Travel Industry Today, Travelweek*):** "Thank you so much for including me in this lovely Bermuda event!"
- **Art Month**
 - **Laura Manske, *Forbes*:** "Thank you for reaching out – and for keeping Bermuda on my radar. Arts and cuisine are among my travel passions. Sadly, I am unable to attend your October trip. I look forward to staying in touch"

UK & Europe PR/Communications Coverage snapshot:

July – September 2023:

- Number of articles: 21
- Total reach: 19,758,136
- PR Value of coverage achieved: \$448, 752
- Current ROI for Bermuda for each dollar spent to date: 5:1

YTD:

- Number of articles: 48
- Total reach: 71,453,425
- PR Value of coverage achieved: \$1,185,688
- Current ROI for Bermuda for each dollar spent to date: 17:1

UK & Europe PR coverage snapshot:

Date	Publication	Key messages
04.07.23	Boat International	Captains' Golf Retreat: A perfect blend of golf, networking and Bermuda charm
11.07.23	Seen in The City	Where to go in 2023 for a picture-perfect Barbie experience
16.07.23	NI Travel News	Bermuda's Live Music Scene Sets the Island Alive
20.07.23	Boat International	Captains in full swing
26.07.23	Viestra Magazine	It's Barbie's world, we're all just living in it... Where to go in 2023 for a picture-perfect Barbie experience
26.07.24	Chiswick Herald	It's Barbie's world, we're all just living in it... Where to go in 2023 for a picture-perfect Barbie experience
27.07.23	Metro	Got Barbie fever? Cure your candy-coloured cravings at the world's best pink beaches
31.07.23	Seen in The City	Why Bermuda is the ultimate destination to escape the European heatwave
24.07.23	Hounslow Herald	IT'S BARBIE'S WORLD, WE'RE ALL JUST LIVING IN IT... WHERE TO GO IN 2023 FOR A PICTURE-PERFECT BARBIE EXPERIENCE
		Why Bermuda is the ultimate destination to escape the current European heatwave
07.08.23	Travel Daily	
12.08.23	Daily Mail	Bermuda Sports
12.08.23	Scottish Daily Mail	Bermuda Sports
12.08.23	Irish Daily Mail	Bermuda Sports
22.08.23	Conde Nast Traveller Online	The best hotels in the Caribbean
24.08.23	Arcadia Online	8 Pink Hotels to Bring Your Barbiecore Fantasy to Life
23.08.23	Conde Nast Traveller Online	The best holiday destinations in March
04.08.23	House & Garden Magazine	Caribbean Dream
13.09.23	Luxury Lifestyle Magazine	The Ultimate Destinations For The Midlifer Trip Of Your Dreams
18.09.23	Conde Nast Traveller Online	The best winter-sun destinations
19.09.23	Travel Gossip	WTM London attracts hundreds of new exhibitor
09.08.23	BA Highlife	Family-friendly holidays not to miss

Individual Press Trip

The Evening Standard, 9-21 August 2023

- On behalf of The Evening Standard, Jewish Chronicle and The Travel Magazine, Samantha Simmonds visited Bermuda with her family to experience why the island is perfect for family travel.
- Partner hotels: Cambridge Beaches Resort and Spa and Grotto Bay Beach Resort and Spa.
- Itinerary highlights included a Snorkel Tour from H2O Watersports, dining at Huckleberry, exploring the Royal Naval Dockyard, the Crystal and Fantasy Caves and Blue Hole Park.
- Fantastic feedback received: *So many thanks to you all for organising a truly magical experience - we loved loved loved our time in Bermuda and will definitely be back!*
- Once published, Samantha's coverage will result in a combined reach of **4,439,883**.

Individual Press Trip

The Sunday Times, 21st-28th October 2023

- Secured a fantastic opportunity to host Francesca Angelini, Deputy Editor of Culture at The Sunday Times and her family in Bermuda.
- Commission includes a 1,300-word double-page spread in the print newspaper as well as an online feature in The Times Online.
- Article will focus on why Bermuda is the perfect island escape for families during October half-term, with its accessibility from the UK, amazing beaches and outdoor adventures.
- Partner hotels: Cambridge Beaches Resort and Spa and Rosewood Bermuda.
- Itinerary highlights included the Crystal Caves, Bermuda Underwater Exploration Institute, dining at Swizzle Inn, snorkeling adventures and more.
- Francesca's coverage will reach an audience of **6,864,073** consumers and the Earned Media Value is estimated at **\$241,378**.

UK & Europe PR Pitching Snapshot:

Themed pitches in Q3 in line with the current media landscape and trends included:

- Escape the UK winter blues for the island paradise of Bermuda.
- Bermuda as the ultimate October half-term destination for family travel during the school holidays.
- Bermuda's 2024 calendar of sporting events.
- Bermuda as a leading sustainable destination including the use of electric vehicles as the best mode of transport - in line with the UK media conversation around low-emission vehicles.
- Wellness trends such as cold-water swimming.
- Bermuda Art Month - distribution of press release received from BTA.

Community Engagement – Hablo

We continued our engagement on the Hablo trade platform throughout Q3. This ensured Bermuda stayed top of mind ahead of the September peak booking window. We have gained approximately 210 new followers and had approximately 3,000 post impressions during Q3.

The Bermuda Summer Incentive

We ran a Bermuda Summer Incentive throughout August 2023. Agents needed to answer two quiz questions correctly to be in with a chance of winning one of four £50 prize vouchers. There were 50 entries and approximately 500 impressions/views.



UK & Europe Key Metrics & Analytics

Meetings, Training & Sales Calls

BTA UK held 83 meetings and sales calls with key tour operators between July 2023 and September 2023. Meeting updates included distribution of the Endless Summer Sale and productive discussions with the aim of supporting new product development and driving bookings.

The UK team trained 261 agents between July 2023 and September 2023. This was achieved through various initiatives including in-person training events and virtual training sessions.



UK & Europe Q3 Highlights

- Confirmation of JetBlue UK partnership with December 2023 launch.
- New tour operator Luxury Holidays / Value Added Travel launched Bermuda to their portfolio.
- Our UK product audit and analysis shows that 13 additional operators are selling Bermuda in 2023 vs 2022.
- We completed a Golf product audit to help us identify objectives in this sector. Our analysis revealed that 44% of golf tour operators are currently advertising Bermuda. We will ensure these operators have all they need for the destination and aim to grow the number of golf packages.

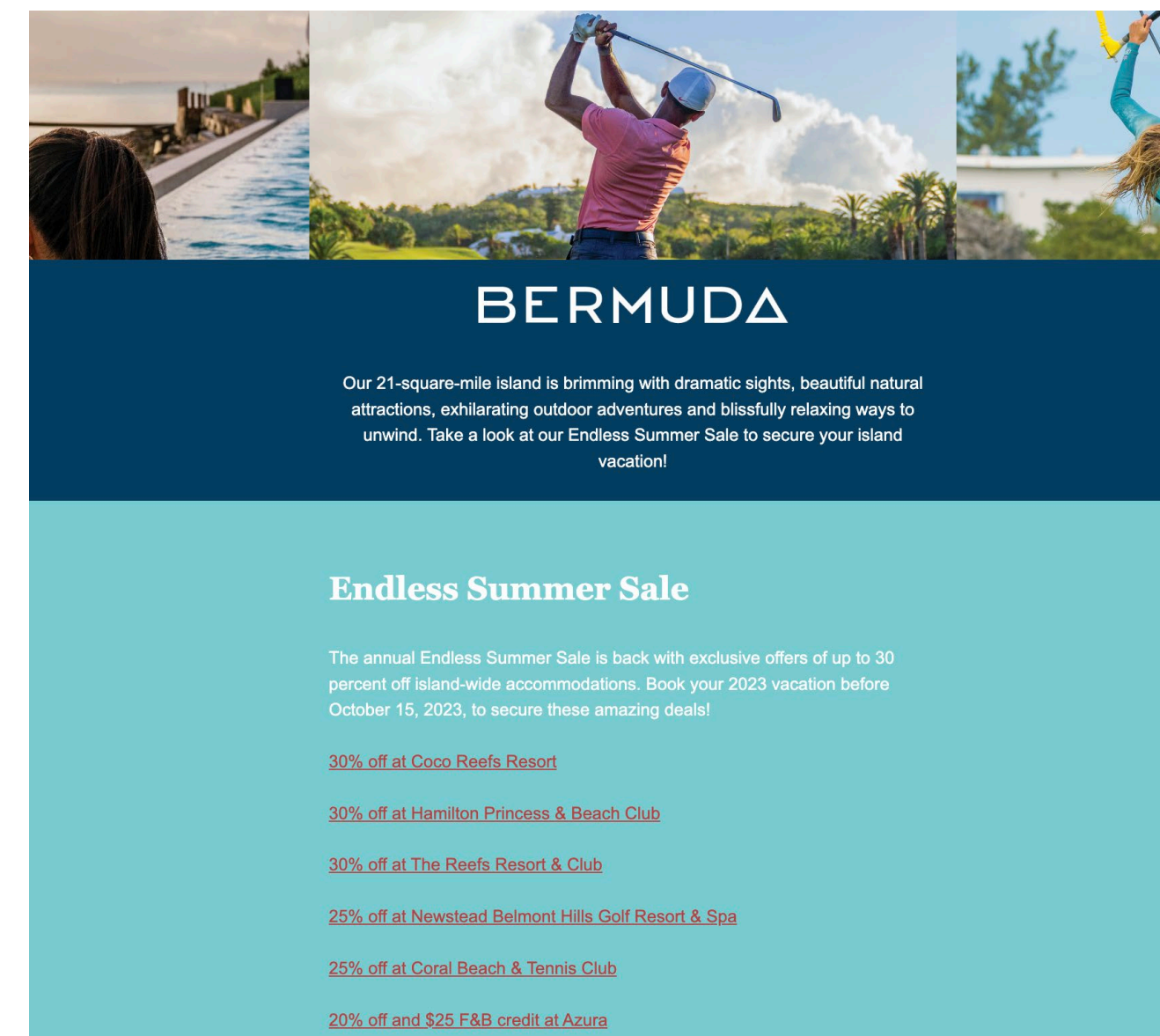
• Q3 Events Summary

- VIP trade events in Newcastle and Manchester with 170 agents across the two events.
- Jetset Golf & Spa Day at The Macdonald Portal Golf & Spa Resort with 70 attendees.
- Hosted an intimate luncheon in partnership with Cambridge Beaches and top-selling sales agents.
- Caribbean Showcase – CTO marketplace event, delivering 20 meetings with UK buyers.

Endless Summer Sale – UK Distribution

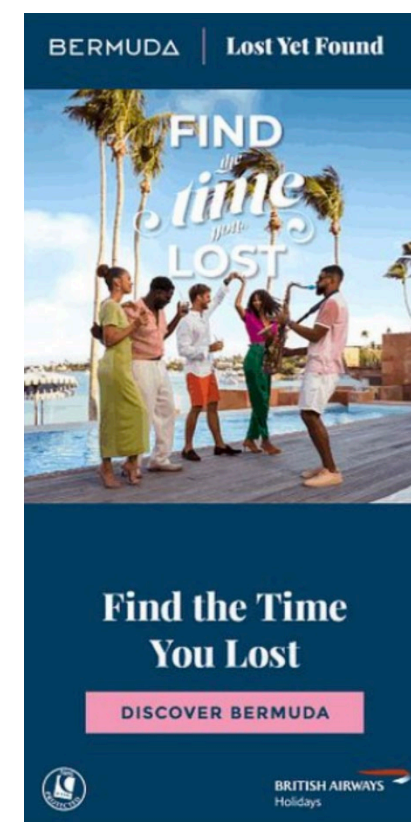
Channels of Distribution

- Distributed a newsletter to our Product Manager database.
- Shared the promotional video on the Hills Balfour Instagram page.
- Shared on Hablo with over 7,500 agents and 2,600 followers.
- Promotion within Selling Travel newsletter to 12,750 database.
- Shared details during the Caribbean showcase as well as on all sales calls and training.



Find the Time You Lost Campaign

- Live in market 5 September – 17 October 2023 (6-week period).
- Display programmatic and social – prospecting units driving inspiration through Celebrations landing page on BTA site. Retargeting units with tactical CTA driving to British Airways Holidays' Bermuda landing page.
- Total impressions delivered: 6,337,620 as of 13 October 2023.
- Total clicks: 15,736.
- Average CTR: 0.25%.
- View through activity: 861 (users who have sought out Bermuda after seeing the ads on a previous session).
- Continuous optimisation including adding additional pixels, allocating budget to best performing devices and exclusions on devices with high bounce rates, increasing delivery on audience targets which are performing strongest and the removal of sites which serve low CTR.



Website Visits & User Engagement

Total Site Traffic and Goals

- 6.41% increase in site sessions over Q2 of 2022.
- 9.11% decrease in pageviews over Q2 of 2022.
- Organic Search was a top traffic driver accounting for 25.4% of visits to the website for Q2 but drove less traffic than 2022. This was likely due to increases in Paid Social and Paid Search for 2023.
- Paid Social and Paid Search drive 22.4% (Up 170.7% YOY) and 21.8% (Up of traffic respectively).
- It should also be noted that we launched the new platform in September of 2022, so there may have been a small dip around mid September of 2022 while the new platform stabilised.
- **2023 Q3 Results (July 1 – Sept. 30):**
 - 579,585 Website Visits (+2.41% YOY)
 - 109,237 Desktop Visits (-45.20%)
 - 454,539 Mobile Visits (+34.39%)
 - Tablet Visits – 18,038 (-32.66%)
 - 1,249,233 Pageviews (-9.11%)
 - 576,818 New Users (+3.02%)

Website Visits & User Engagement

Total Site Traffic and Goals

Metrics	2023	2022	YOY % Change
Sessions	747,069	702,071	+6.41%
Page Views	1,249,233	1,374,383	-9.11%
Avg. Pageview/Session	1.67	1.96	-14.58%
Bounce Rate	67.73%	61.49%	+10.14%
Average Time on Site	1:16	1:39	-22.95%

Conversion Rates

Total Partner Referrals

- Profile Referrals – 38,167
- Deal Referrals - 6,400
- Event Referrals – 7,026

Total Partner Unique Pageviews

- Profile – 123,891 (30.8% CTR)
- Deals - 23,689 (27.0% CTR)
- Events – 39,549 (17.7% CTR)

Content Performance

Top Performing Profile: Current Vehicles (1723 Referrals)

Top Performing Deal: Fairmont Barbie Experience (742 Referrals)

Top Performing Event: Bermuda Harbour Nights (1780 Referrals)

Top Trafficked Pages:

- /summer-in-bermuda - 91,944
- /plan/deals - 83,707
- /inspiration/article/your-perfect-solo-trip - 57,376
- /things-to-do/dining-nightlife - 40,386
- /bermuda-arrival-card - 39,738
- /things-to-do/events - 33,509
- /inspiration/family-fun - 31,641
- /plan/deals/endless-summer - 30,433
- /places-to-stay/hotels-resorts - 29,515

Website Updates in Q3

Updated Functionality and Improved User Experience

- Calendar function for unique events, allowing for the categorisation of events (ex. Art Month).
- Review of heat mapping results for consumer site.
- Addition of new blog articles pulled from previously strong performing content.
- In response to SEO search trends, ferry and bus schedule content was added to the site.
- SEO review and support provided for Vegan Fest, Cup Match and Art Month.
- Integration of Simpleview form import to allow for the seamless connection to Simpleview database.
- Template for Hurricane/Inclement weather messaging established.
- Updated Bound messaging to accommodate personalized geographic audiences.

Upcoming Content

Site Adjustments and Improvements for Q4

- Application of Algolia Search recommendations to improve overall user experience and site search.
- Review of heat mapping results for the corporate section of the website, and assessment of content placement and performance.
- Launch of Cyber Sale campaign page for Black Friday/Cyber Monday.
- Preparation for Pink Sale campaign in December.
- Revision of profile import to accommodate for Sports Profiles and limit occurrence of duplicate listings.

Social: Executive Summary

In Q3, there were several brand campaigns in market and key signature events that were promoted across our social channels to drive visitation, attendance and bookings. From Summer Fridays and the Road to Cup Match to Carnival in Bermuda and our first-ever Vegan Fest, we wanted to bring summer in Bermuda to life across social to showcase what the season is truly all about beyond the beaches, leaning in on our Lost Yet Found campaign.

The additional key themes and campaigns of this quarter included HellOOO Summer, Endless Summer, off-the-beaten path island adventures, fall festivities, and eco-tourism and conservation.

Q3 saw continued growth in our short-form video strategy with the integration of TikTok and YouTube Shorts into our social media portfolio and an increased posting cadence.

The top performing content type continues to be video content across Instagram and X, while the top performing content type on Facebook are photos. Both top performing content types showcase popular locations and scenic sights.



Q3 Instagram

In Q3, we shared a total of 91 in-feed posts and 200 stories, which was consistent with the previous quarter.

We increased our Cup Match promotional window and posting cadence in 2023 in comparison to previous years to drive visitation and event awareness, with a total of 14 in-feed posts published from late Q2 through mid Q3. The content generated a total 359,370 impressions, 15,883 engagements and 122 link clicks, with a focus on unique storytelling angles surrounding Cup Match to showcase its cultural significance while ensuring it feels accessible for visitors.

To encourage travellers along the East Coast to extend their long weekends in Bermuda, we ran our Summer Fridays campaign from May through August, generating 290,879 impressions, 18,717 engagements and 115 link clicks.

Our HelloOOO Summer Sale ran from June 15-July 15 to kick off the summer, producing a total of 248,509 impressions and 4,837 engagements.

For our first-ever Vegan Fest, we hosted two US-based vegan content creators to promote the event to their niche audience of vegans. Content creator Emani Corcran (@blkandvegan) published a total of 11 posts, generating an EMV of \$31.8K, 1.6M impressions and 216 engagements. Content creator Todd Anderson (@turnipvegan) published a total of ten posts, generating an EMV of \$142.2K, 4.7M impressions and 1.1K engagements.

Our annual Endless Summer Sale saw a large volume of promotional content in-feed and in stories as of mid-Q3 through early Q4. Post-campaign analytics will be reported on in the Q4 report.

Q3 Instagram		
	Q2 2023	Q3 2023
New followers gained	+8,829	+232
Lifetime followers	123,557	125,478
Engagements	187,143	178,263
Reach	1,737,428	1,315,502
Impressions	8.16M	5.15M
Engagement Rate	1.58%	1.28%
Story Replies	58	138
Story Completion Rate	4.77%	5.72%
Story Impressions	468,247	460,863
Story Tap Forwards	383,058	361,575
Story Tap Backs	24,263	18,252
Story Exists	43,747	51,875
Paid Impressions	778,477	1,937,721
Total Paid Clicks	1,165	2,213
Cost Per Click	\$3.28	\$2.86



Q3 Facebook

In Q3, we shared a total of 92 in-feed posts and 200 stories, which was consistent with the previous quarter.

The key themes and campaigns on Facebook were consistent with our primary channels, promoting signature events, offers and summer travel planning.

On Facebook, The Road to Cup Match campaign saw a total of 14 posts generating 139,888 impressions, 3,215 engagements and 141 link clicks.

The HelllOOO Summer generated a total of 348,509 impressions, 4,837 engagements and 410 link clicks, while the Summer Fridays campaign produced a total of 99,170 impressions, 6,092 engagements, and 153 link clicks from May through August.

Consistent with Instagram and X, our Endless Summer sale was promoted a minimum of twice weekly across Facebook from August 15 to October 15, which will be reported on in Q4.

Q3 Facebook		
	Q2 2023	Q3 2023
New page likes gained	+12,705	+538
Lifetime page likes	391,775	392,194
Engagements	84,975	153,859
Reach	6,896,274	3,937,759
Avg. Engagement Rate	0.08%	0.18%
Link Click Rate	0.17%	0.18%
Paid Impressions	2,023,719	2,281,59
Total Clicks	56,113	91,737
CTR	6.38%	2.46%
Cost Per Click	\$0.06	\$0.11

Q3 X

In Q3, we shared a total of 111 posts on this platform, which was down by 9% in comparison to Q2.

While Twitter, now known as X, was rebranded in Q3, the platform continues to be a primary platform for sharing news and short-form content.

On X, The Road to Cup Match campaign generated a total of 27,064 impressions and 1,747 engagements, while the HelllOOO Summer Sale generated a total of 13,173 impressions and 226 engagements and the Summer Fridays campaign produced 13,818 impressions and 1,588 engagements.

Q3 X		
	Q2 2023	Q3 2023
New followers gained	+61	+176
Lifetime followers	31,214	31,390
Engagements	12,653	11,568
Impressions	254,067	322,576
Engagement Rate	0.12%	5.50%



Q3 TikTok

In Q3, we shared a total of 40 videos on TikTok. The themes were primarily Endless Summer owned and UGC content, signature event promotion, and content related to Cup Match.

We started to increase our posting frequency and implemented our boosting strategy in Q3, which has supported reaching new audiences in key markets and grew our video views by 631% PoP.

On TikTok, the Road to Cup Match campaign produced a total of 1M views and 2,672 engagements, which was some of our top performing organic content of this quarter.

The Summer Fridays saw a total of 45,390 impressions and 5,572 engagements on this platform, with the top post being a UGC video created in collaboration with *PureWow*.

Q3 TikTok		
	Q2 2023	Q3 2023
New followers gained	+1,662	+980
Lifetime followers	1,682	2,662
Engagements	17,578	16,639
Total Video Views	951,573	6.96M
Total Comments	226	140



Q3 YouTube

In Q3, we shared a total of 57 videos, which was up by 73% in comparison to the previous quarter.

We continue to focus on growing our audience and posting cadence on YouTube Shorts, with exclusively owned video content being published at this time.

The content in this quarter supported key campaigns such as Summer Fridays, Endless Summer and Lost Yet Found experiences, with the top performing video being an educational video which was made in collaboration with *Eater* to showcase the impact of Lionfish on Bermuda's eco-system.

Q3 YouTube		
	Q2 2023	Q3 2023
New subscribers gained	+77	+52
Video Views	1,236,537	160,476
Watch Time (Hours)	10,498	1,566.2
Total Engagements	269	1,119
Click Through Rate	5.7%	4.6%

Infrastructure

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

Infrastructure

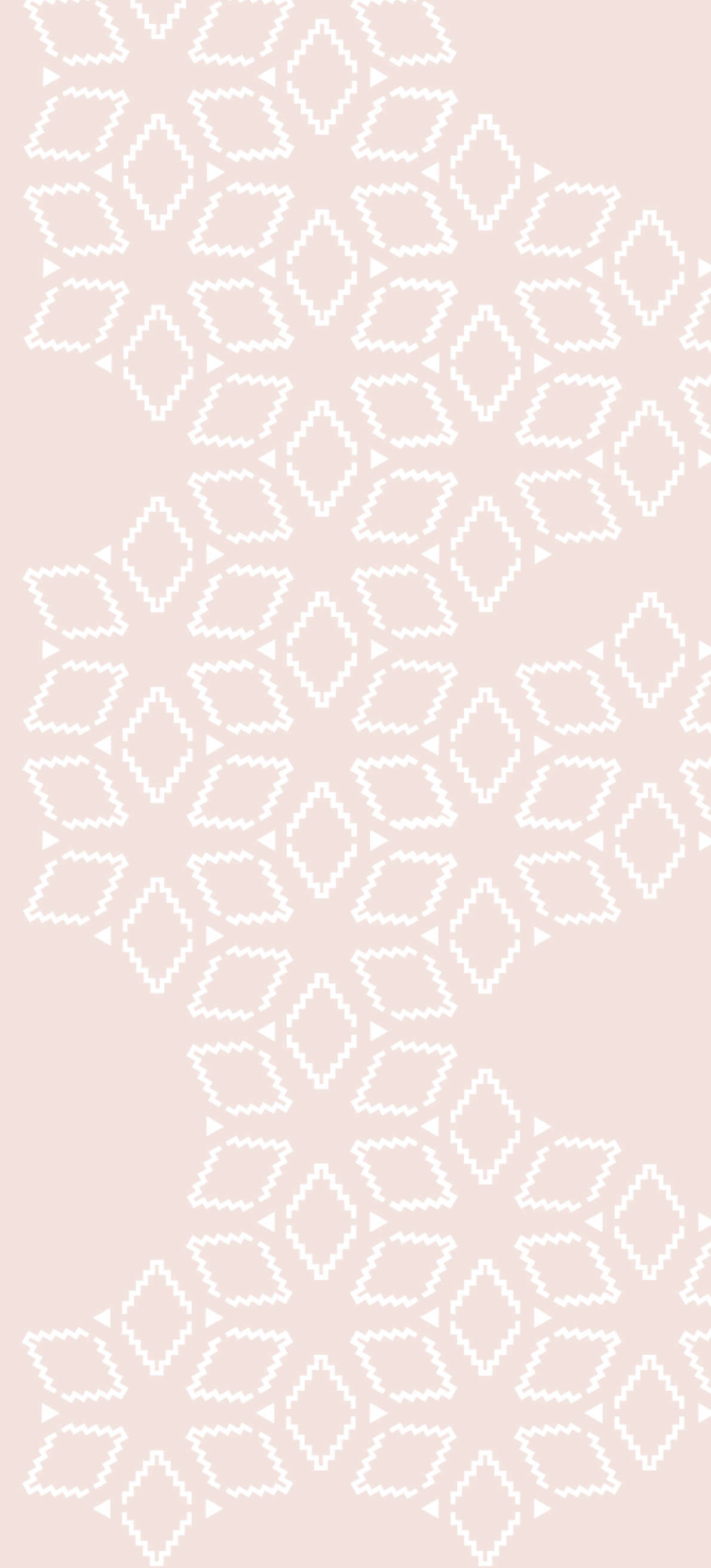
Air Service Development

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.

Bermuda Visitor Service Centres

Our Hamilton BVSC received a two-year extension, ensuring continued support for our visitors. Preparations are underway to identify a suitable venue for the forthcoming Hamilton BVSC.



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.

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Local Involvement

Signature School Partnership

The Tourism Standards & Training Team engaged in a meaningful dialogue with approximately 90 eager M3 students at Sandy's Middle School during the Signature Discovery Day event held on behalf of the Education Reform Group and the Bermuda Public School System. We shared valuable insights about the ever-evolving field of hospitality and tourism.

Bermuda Centre for Creative Learning

Tourism Standards & Training Team collaborated with the Bermuda Centre for Creative Learning. We warmly welcomed their middle & high school aged students and organised a guided tour of the Visitor Service Center led by Raykeisha (VSC Manager). We took them on an immersive exploration of Bermuda's rich heritage in hospitality. Our goal was to ignite their enthusiasm for our industry.

Interactive Hospitality Career Guide

The Interactive Hospitality Career Guide was launched on BTA+, the BTA's learning management system. We believe in the importance of having the knowledge and resources available to prospective hospitality sector workers to help them make sound decisions on choosing this industry as a career path. The guide provides career progression diagrams and organisation charts outlining the potential pathways connected with roles and employment opportunities in tourism and hospitality.

Local Involvement

BTAConnect Campaign: Successfully organised and executed a BTAConnect campaign aimed at enhancing stakeholder engagement on the platform. This initiative fostered increased interaction and participation.

Hotelier Support: Initiated one-on-one meetings with hoteliers to provide personalised assistance with optimising their listings on both GotoBermuda.com and BTAConnect. This effort helped improve the online presence of local hotels.

Lunch & Learn Event: Hosted a successful BTAConnect Lunch & Learn event for stakeholders, which received excellent feedback. This event facilitated knowledge sharing and strengthened relationships with key partners.

Training Videos for Internal and External Users: Currently in progress, recording training videos for both internal and external users of various systems, including Simpleview and BTA Connect. These videos will serve as valuable resources for users to enhance their understanding and proficiency with the systems, which they can access at any time on our BTA + portal.

Ongoing Business Operations:

Business Intelligence team members attended a Smartsheet workshop to acquire valuable skills in automation, which can be applied in the workplace to enhance efficiency. These newly acquired skills will contribute to streamlining processes.

Business Intelligence team members completed the Meeting Sales CRM certification for Simpleview, demonstrating proficiency using a crucial tool for managing customer relationships and sales processes effectively.

Innovation

Thinking like a visitor

The world of travel and tourism is shifting and it's crucial that we keep up with new developments to meet the evolving needs of our target visitors. 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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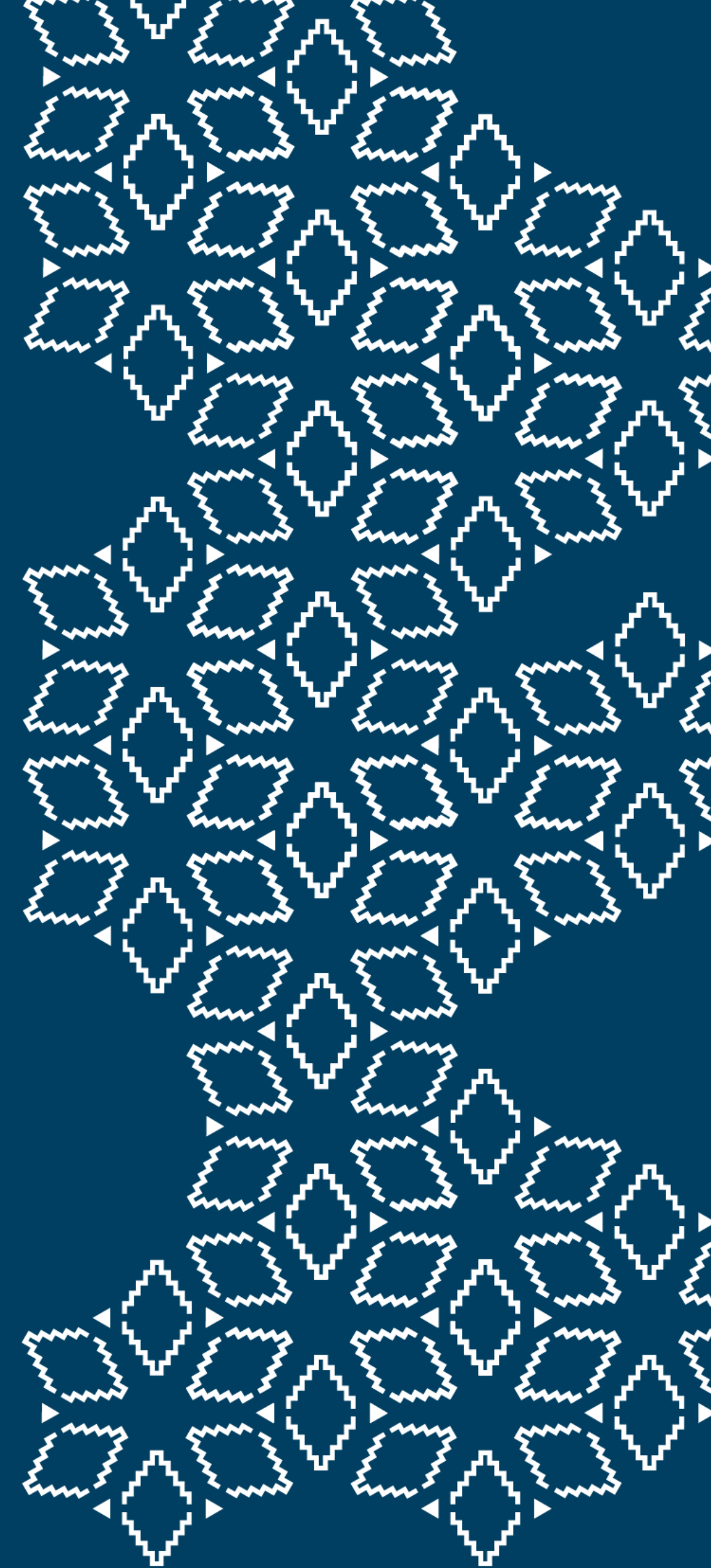
Experiences: Vegan Fest

Research shows that today's savvy travellers crave unique culinary and immersive experiences that authentically connect them with local cultures

- This first-time experience, provided Bermuda with another great opportunity to showcase our diverse food offerings to visitors and locals while celebrating and supporting sustainability efforts in our destination.
- Total attendance for this first-time event was 3664 people with an estimate of 20% being visitors.
- Estimated 55k in total sales earned for participating Vegan Fest vendors.
- 85% of Vegan Fest influencers now have a profile on BTA Connect.
- We've confirmed that there will be a Vegan Fest on August 25, 2024 from 4:00 pm - 9:00 pm.

Experiences: St. George's Seafood Festival

- After piloting a culinary experience in 2022, the Corporation of St. George's successfully took over the reins for organising the 2nd Annual St. George's Seafood Festival with collaborative marketing support from the BTA.
- Total attendance at the 2023 Seafood Festival was 3,596 people with more than 400 visitors.
- Participating vendors generated an estimated \$60k in sales.



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 raising Bermuda's profile.

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Group Sales

2023 Bermuda Triple Crown Billfish Championship – July 26-31:

A series of four billfish tournaments held in Bermuda from July 3-24, 2023. A total of 42 teams competed on multi-million-dollar vessels that were close to the length of a superyacht, and they were equally as luxurious. These vessels remained in port for approximately one month generating significant economic impact for Bermuda.

Bermuda Triangle Cup – July 26-31, 2023

The Bermuda Triangle Cup 2023, a youth football tournament hosted by Bermuda Sports International, was held from July 26 to 31, 2023 for Under-15 and Under-17 age groups. The tournament comprised 60 participants who played for Bermuda teams and a US MLS affiliate, Charlotte FC Academy. The Bermuda Triangle Cup is expected to return in 2024. The organisers are hoping to attract even more teams from around the world to the 2024 tournament.

Cup Match Fam Trip - August 2 – 7.

A great experience for first-time visitors who had the opportunity to be immersed in our most cultural time of the year while meeting key hotel partners and industry leaders. Continued conversations are being held around 2024 group experiences for the attendee's companies to add Bermuda to their 2024 destinations.

American Society of Association Executive (ASAE) - August 5-9, 2023. Atlanta GA

Description of show/attendees: Association Members (Decision Makers/Influencers)

Number of Booth Visitors: 169 attendees seeking information on locations/destinations for 2024 & beyond.

Connect Marketplace - August 22 – 24, 2023. Minneapolis MN

Description of show/attendees: 1:1 Meetings with Meeting Planners seeking locations/destinations for Corporate and Incentives.

Number of 1:1 Meetings: 34 for Corporate groups looking for 2024 -2027

Group Sales (Cont.)

Associated Luxury Hotels International (ALHI) Site Visit:

- September 7-10, 2023
- Attendee: Marnie Hock; ALHI's Global Director of Sales/ Bermuda's Key Account Manager.
- Our partnership with ALHI includes them to execute periodic visits/meetings their members.

The Beyond Collection Insurance & Financial Summit

- Rosewood Bermuda hosting September 11 - 13/45 Planners & 40 Suppliers
- Three-day/two-night event designed to encourage and strengthen relationships between the community of hospitality partners and select clients from the finance and insurance industries.
- Curated one-on-one meetings
- BTA sponsored airport transfers VP of Sales & Business Development will welcome the attendees

Luxury Travel Advisor FAM Trip:

- September 17-23, 2023
- Attendees: 3 Virtuoso Travel Advisors who specialise in luxury travel to international destinations.
- Host Hotels: Grotto Bay Beach Resort & Cambridge Beaches

Q3 Group Sales Success Measures

Definite Groups

	# of Room Nights	# of People	EEI
July 2023	605	265	\$1,027,344.12
August 2023	2349	867	\$3,105,713.39
September 2023	823	286	\$1,068,808.97
Total	3559	1418	\$5,201,866.48

Tentative Groups

	# of Leads	# of People	# of Room Nights
July 2023	17	3178	8479
August 2023	30	4497	2874
September 2023	23	2652	8435
Total	70	10,327	19,788

Internal Activities

Destination International Reaccreditation:

The BTA was proud to be reaccredited with distinction by Destinations International (DI), a noteworthy achievement bestowed upon us eight years after receiving the Destination Marketing Accreditation Programme (DMAP) seal. This recognition highlights our unwavering commitment to industry excellence and our alignment with the industry standard for performance and accountability among destination organisations worldwide.

New Hires:

Operations Specialist: Veney Sims, started in August 2023.
Office Coordinator/Sales Assistant (New York): Darrell Manor

Financials Q3 2023

Income & Expenditure Detail

Income and Direct Costs

Bermuda Tourism Authority

For The Period Ended 30 September 2023

	Actual	Q3 Budget	PY	Actual	Year To Date Budget	PY
Income						
Grants, subsidy & contribution income	4,750,000	4,749,999	5,010,000	14,510,000	14,510,001	15,395,000
Tourism authority fee	2,815,434	2,505,333	2,624,758	6,263,688	5,325,027	4,939,048
Cruise passenger visitor fee	3,140,496	2,916,783	2,905,456	6,084,784	5,480,986	4,819,648
Vacation rentals	218,182	185,000	201,628	385,844	360,000	357,219
	10,924,112	10,357,115	10,741,842	27,244,316	25,676,014	25,510,915
Direct costs:						
Marketing	2,825,262	3,504,750	3,983,878	9,609,312	9,820,250	8,541,711
Sales	2,603,736	3,148,666	835,026	6,411,595	7,243,040	7,281,831
Experience development	241,108	225,000	122,052	604,042	631,000	199,176
Research & Business Intell	132,801	164,924	67,963	367,323	419,745	258,911
Operations	172,104	239,500	255,551	502,099	641,500	504,059
	5,975,012	7,282,840	5,264,469	17,494,372	18,755,535	16,785,687
Genral Costs						
Staff costs	1,632,934	1,711,672	1,351,311	4,843,408	4,953,645	4,133,961
Communications & IT	145,361	158,351	108,323	411,993	463,575	338,823
General expenses	227,671	334,031	233,936	733,114	847,949	707,678
Marketing	25	625	244	4,291	3,375	1,319
Premises	210,887	205,581	218,070	620,505	613,125	603,568
Professional fees	70,355	96,632	56,762	265,529	289,400	310,878
Equipment	2,702	6,938	2,477	17,003	21,788	11,587
	2,289,936	2,513,830	1,971,122	6,895,844	7,192,857	6,107,813

