

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

Quarterly Activity – Q4 2023

Corporate Report

BERMUDAΔ

Lost Yet Found



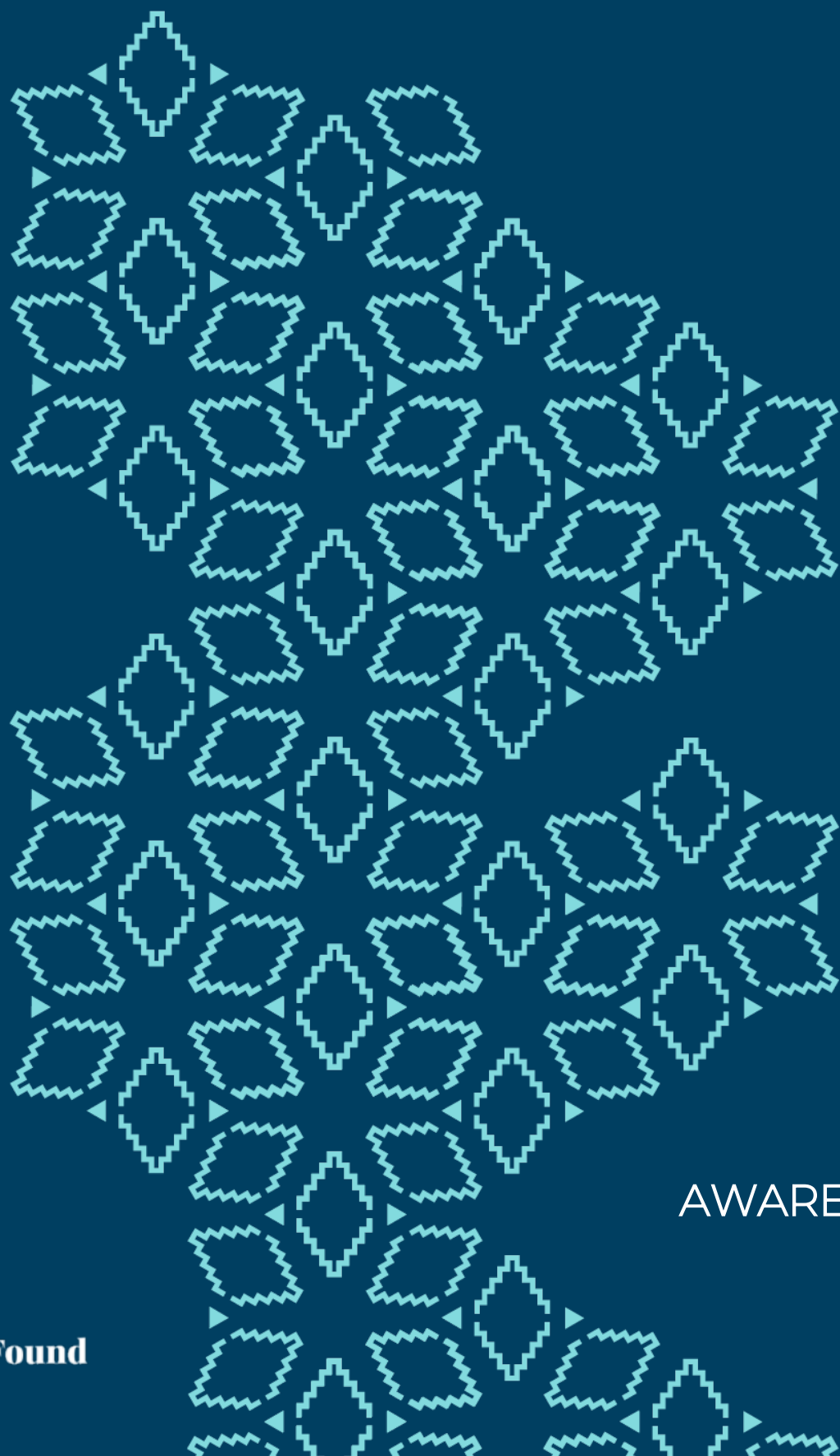
Q4 2023 Executive Summary

The Bermuda Tourism Authority (BTA) is pleased to report a continued recovery in the tourism industry in Q4 2023. Leisure air arrivals in 2023 increased by 21.9% compared to 2022 while cruise arrivals have increased 30.5% year-over-year. Total air visitors to Bermuda in 2023 have increased by 27.1% vs 2022. Hotel capacity remains at 75% of 2019 levels. Air capacity increased 21.6% over 2022. Total Cruise visitor spending reached \$150.8M in 2023, up 48.1% from 2022 and exceeding all historical annual cruise ship spending.

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

Q4 Paid Media

From October 1 – December 31, the 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: Click Thru Rate (CTR) Video Completion Rate (VCR)
Endless Summer	Increase awareness and drive engagement for Bermuda as the best destination to extend one's summer.	Digital: Click Thru Rate (CTR) Video Completion Rate (VCR) Social: Landing Page Views
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.	Click Thru Rate (CTR) Video Completion Rate (VCR) Social: Landing Page Views
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

Ad Creative Analysis: Digital

Top Digital Media Ad Units by Clicks (all campaigns)

Vendor: Nativo

Campaign: Always On

Tactic: Native Article In-feed unit -
“*The Ultimate Bermuda Bucket List*”

Clicks: 19,296

Click Thru Rate 0.33%

Vendor: Nativo

Campaign: Always On

Tactic: Native Article In-feed unit -
“*Bermuda on a Budget*”

Clicks: 19,293

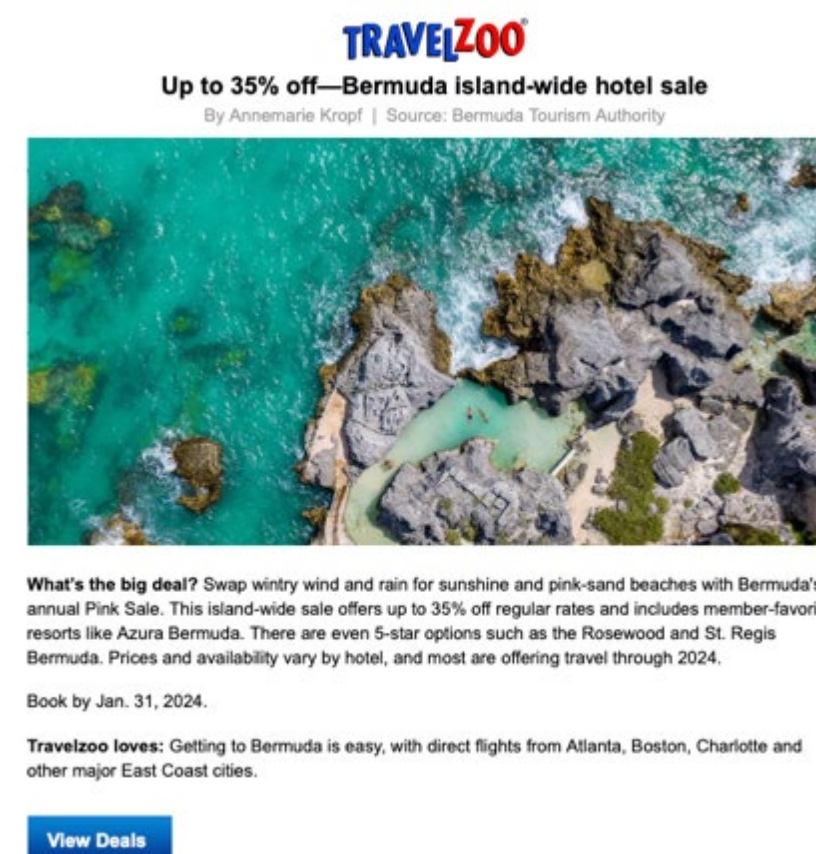
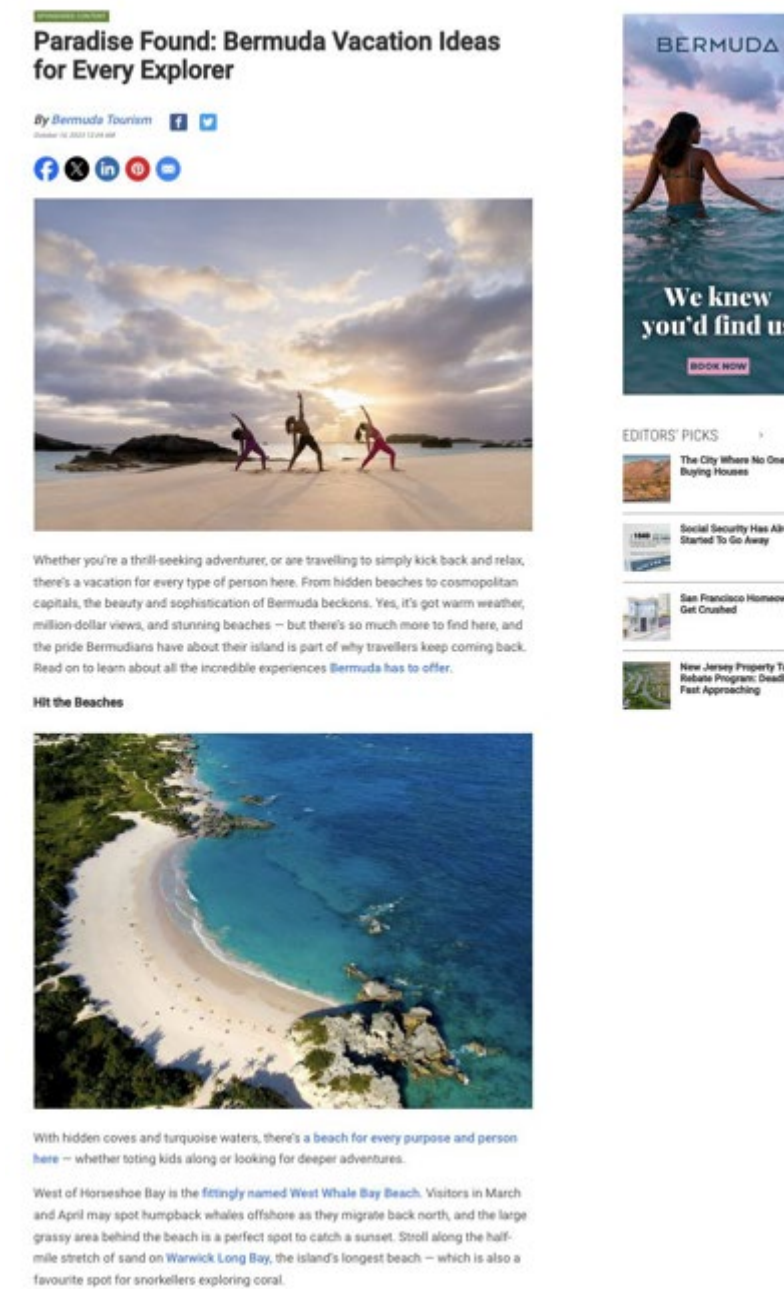
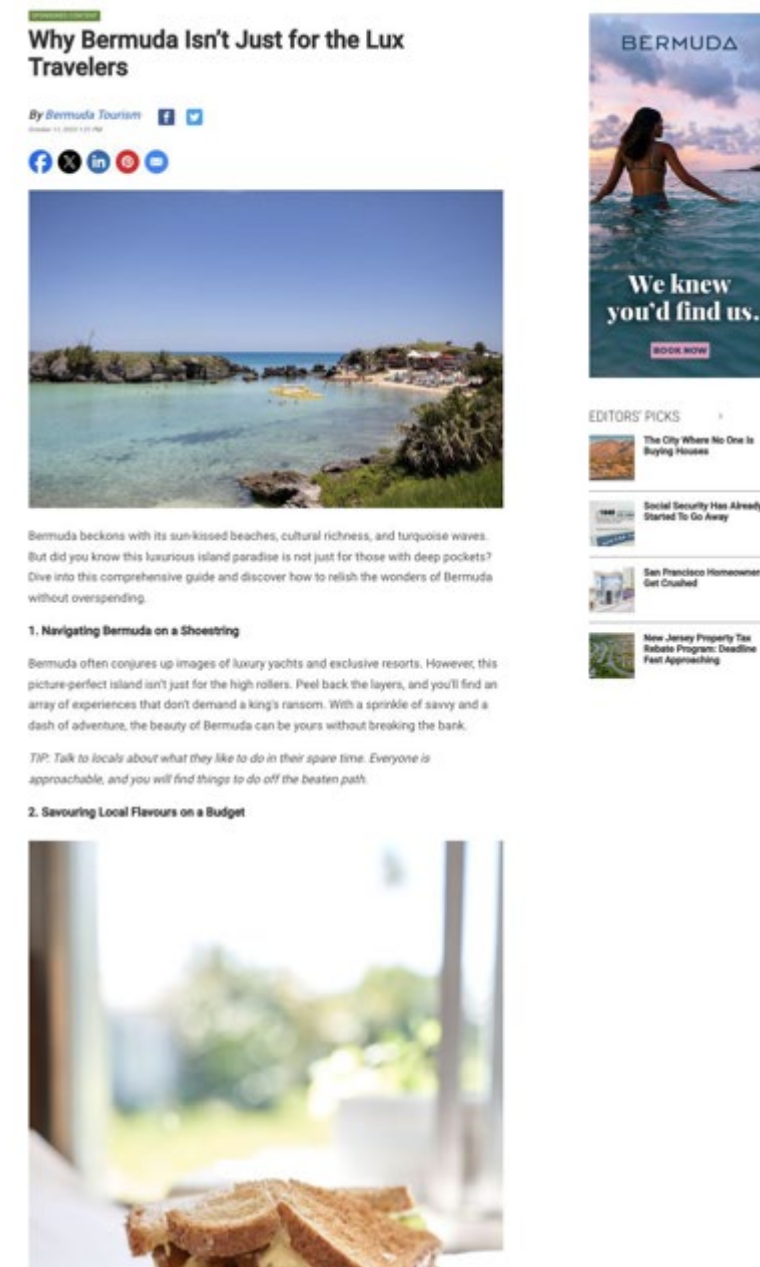
Click Thru Rate: 0.33%

Vendor: Travelzoo

Campaign: Pink Sale

Tactic: eBlast to US Subscriber
List Clicks: 17,900

Click Thru Rate: 1.33%



Ad Creative Analysis: Digital

Top Digital Media Ad Units by Impressions (all campaigns)

Vendor: Ad+Genuity DSP

Campaign: Always On FY23

Tactic: OLV - Culinary :30s

Impressions: 12,404,915



Vendor: Ad+Genuity DSP

Campaign: Always On FY23

Tactic: OLV - Group Getaway :30s

Impressions: 11,738,790



Vendor: Ad+Genuity DSP

Campaign: Always On FY23

Tactic: OLV - Golf :30s

Impressions: 11,274,691



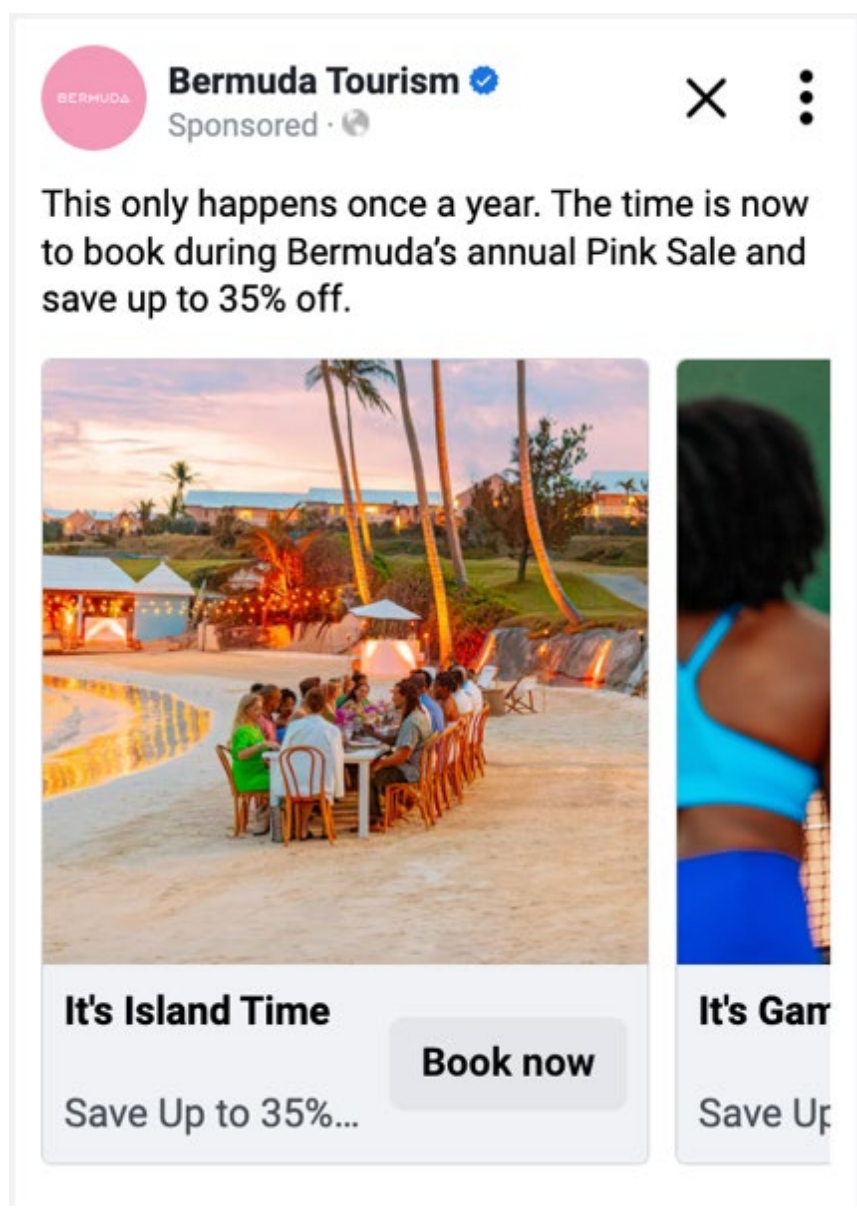
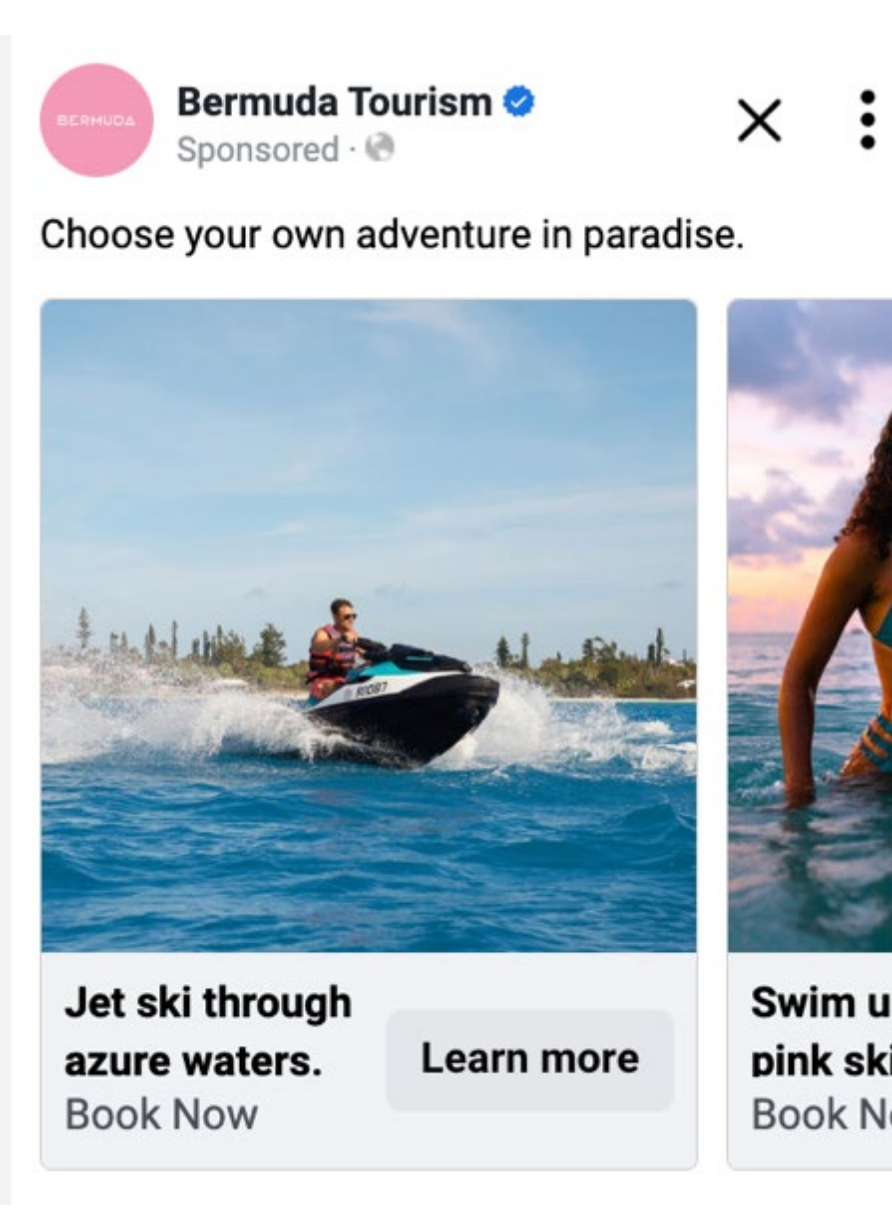
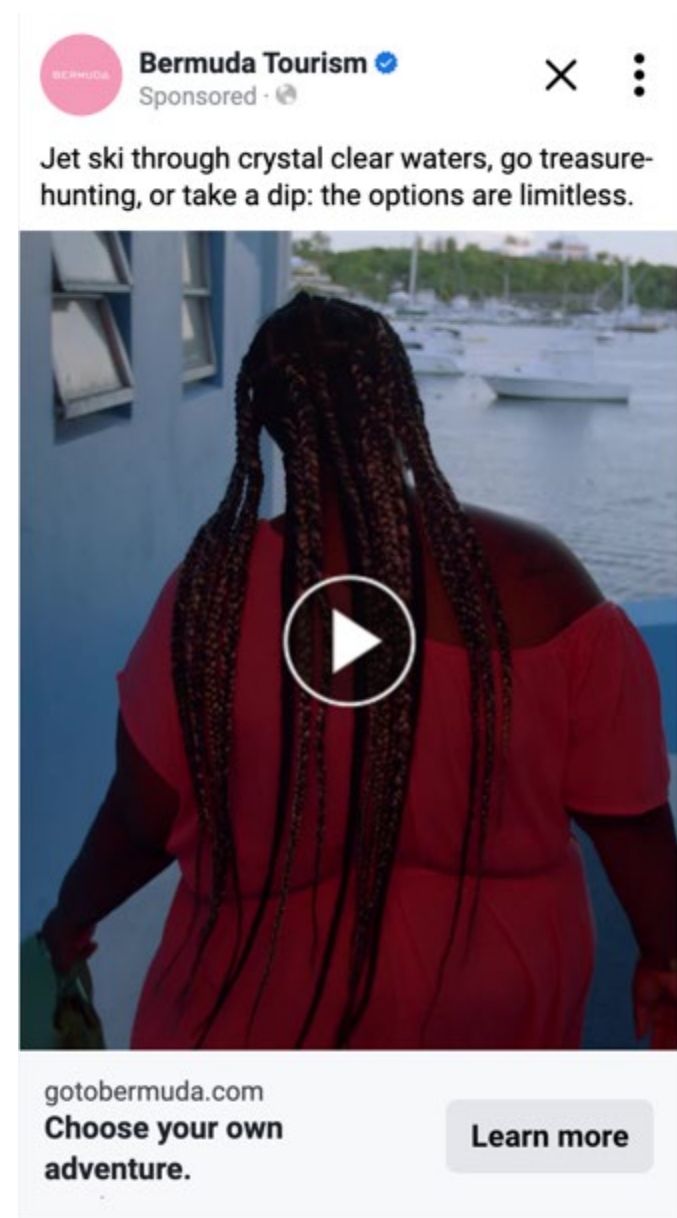
Ad Creative Analysis: Social Media

Top Social Media Ad Units:
All campaigns
KPIs: LPVs

Vendor: Meta
Campaign: Always On
Ad: Solo Traveler 15s video
LPVs: 32,661
C/LPV: \$0.45

Vendor: Meta
Campaign: Always On
Ad: Solo Traveler Carousel
LPVs: 31,701
C/LPV: \$0.34

Vendor: Meta
Campaign: Pink Sale
Ad: Pink Sale Carousel
LPVs: 9,537
C/LPV: \$0.45



Ad Creative Analysis: SEM

Top Performing Keywords | All campaigns | KPI: Clicks

Top Performing Keywords	Clicks
best places to stay in bermuda	5,771
flights to bermuda	4,905
bermuda weather	4,794
bermuda	3,917
bermuda hotels	3,504
bermuda family vacation	3,262
bermuda restaurants	2,206
bermuda vacation	2,041
plan a trip to bermuda	1,996
cyber monday hotel deals	1,174
“bermuda hotels”	1,031
bermuda nightlife	1,022
bermuda house rentals	589
black friday travel deals	515
bermuda accommodations	493

Audience Targeting Approach

Overall Targeting Approach

Prioritise a general Travel Intender audience while also focusing on the luxury travel audience where applicable. Layer on Geographic targeting. Adjusting markets accordingly based on campaign needs. Layer on demographic and behavioral attributes. Adjusting attributes accordingly based on campaign needs, options include: Luxury Traveler, Experience Enthusiast, Adventure Seeker.

Audience Analysis

Top Performing Audiences by Channel

CAMPAIGN	DIGITAL	SOCIAL
Endless Summer	Travel Intenders	General Traveler
Always-on	All Travel, Travel Enthusiasts, Beach Vacations, Bermuda Travel, Waterfront Vacationers	Solo Traveler, Group Getaways, Culinary
Pink Sale	Frequent Traveler, Golf Enthusiast, Adventure Seekers, Winter Travel, Luxury Traveler	General Traveler
Cyber Sale	Jetsetter, Travel Intenders, Outdoor Enthusiasts	General Traveler

Geographic Overview

Targeting By Campaign:

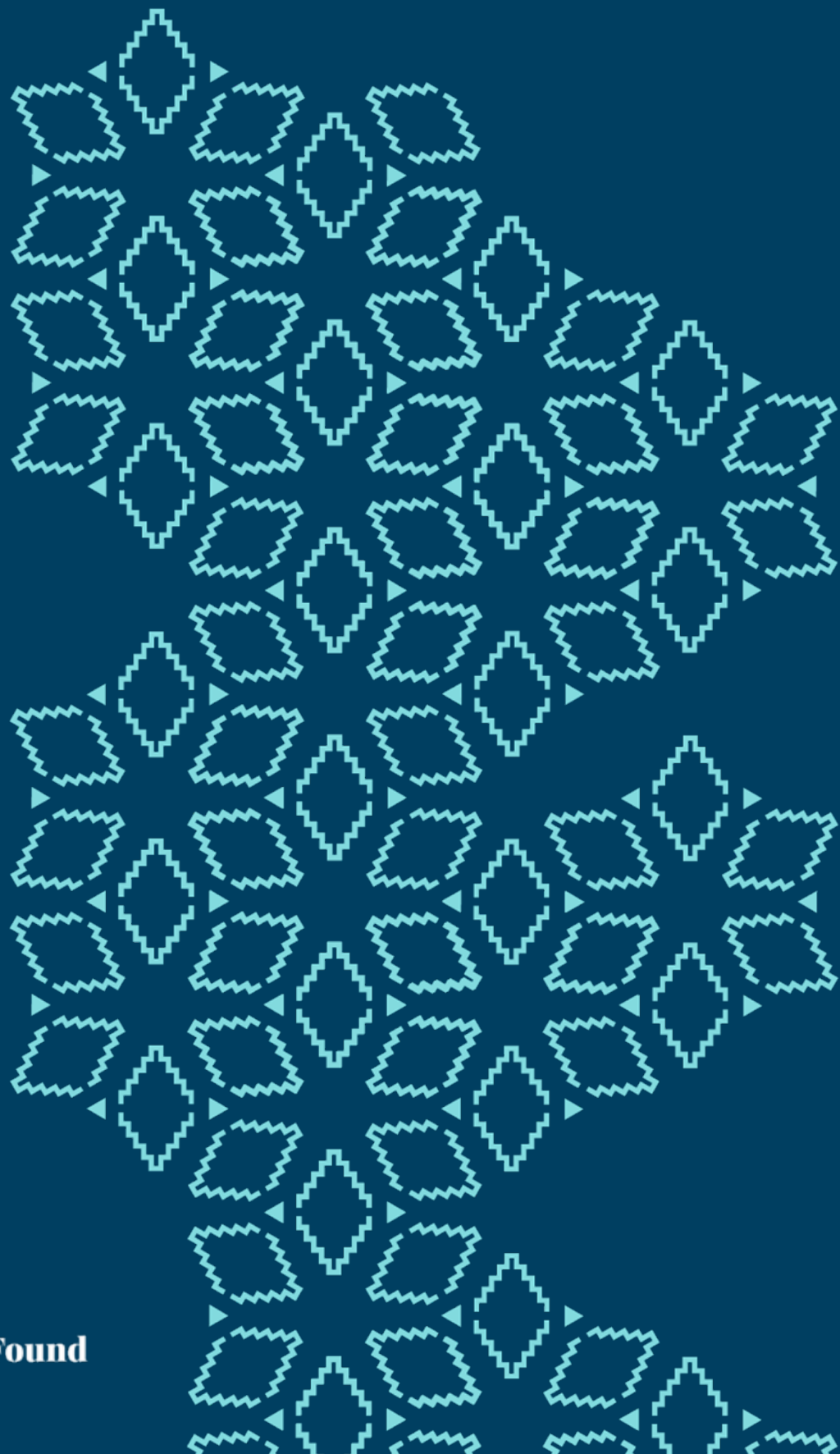
CAMPAIGN	DIGITAL
Endless Summer	Tier 1: NY TriState, Boston, DC, Toronto, Philly, Charlotte, Miami Tier 2: Baltimore, Hartford, Atlanta, Chicago, Dallas, San Francisco
Cyber Sale	
Always-On	
Pink Sale	

Geographic Analysis

Top Performing Geos by Channel

CHANNEL	KPI	TOP 5 MARKETS
DIGITAL	Impressions	New York, Atlanta, Philadelphia, Dallas, Chicago
	Conversions	New York, Boston, San Francisco, Toronto, Charlotte, Atlanta
SEM	Clicks	Dallas-Ft. Worth, Austin, New York, Boston, Miami-Ft. Lauderdale, Philadelphia
SOCIAL	Link Clicks	Toronto, New York, Philadelphia, Chicago, Boston
	Lowest Cost per Link Click	Charlotte, Dallas/Ft. Worth, Atlanta

Creative

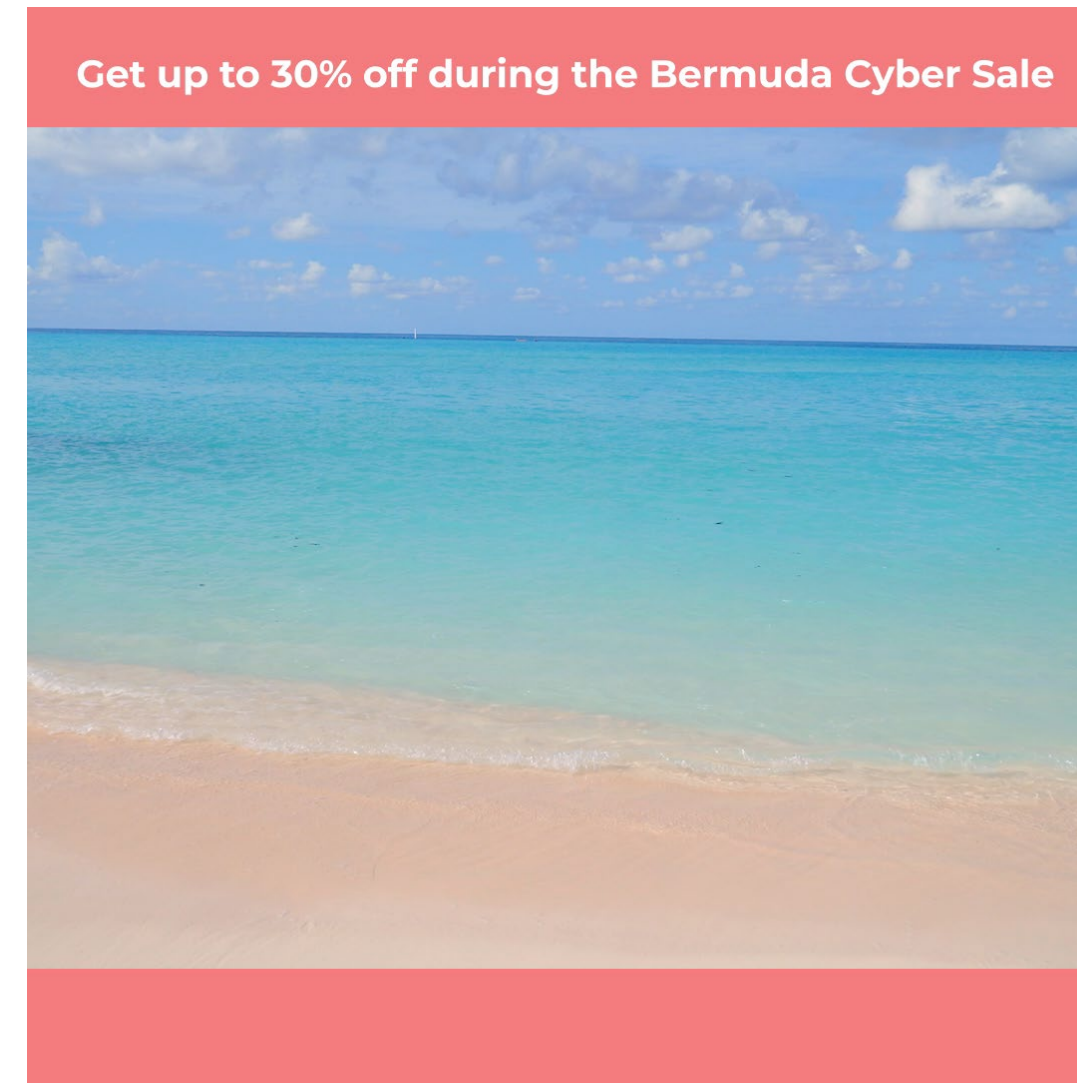


Creative Projects: Cyber Sale

Spend Less, Get More

A focus on the specific sale details encouraged travelers to take advantage of the deal to get more... for less.

- Media Type:
 - Native Video
 - HTML5 display ads
 - Custom travel deal package elements
 - e-Blast
 - Meta image, video, and carousel ads



SAVE UP TO
30% OFF

Book Now



SAVE UP TO
30% OFF

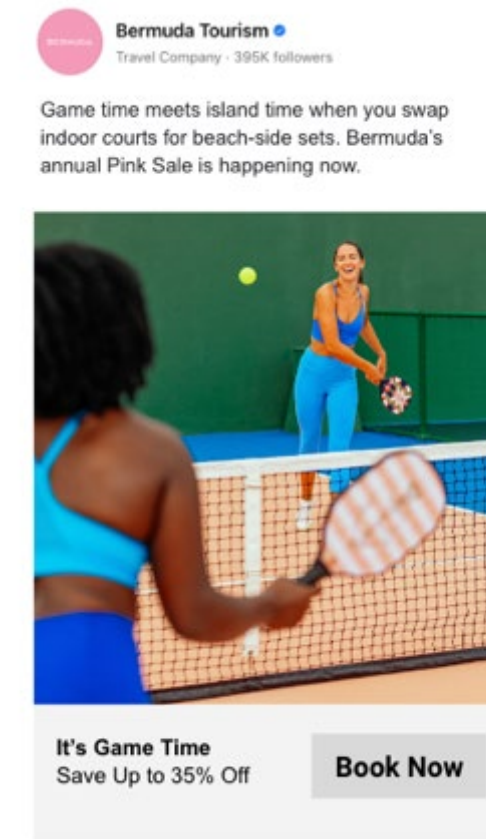
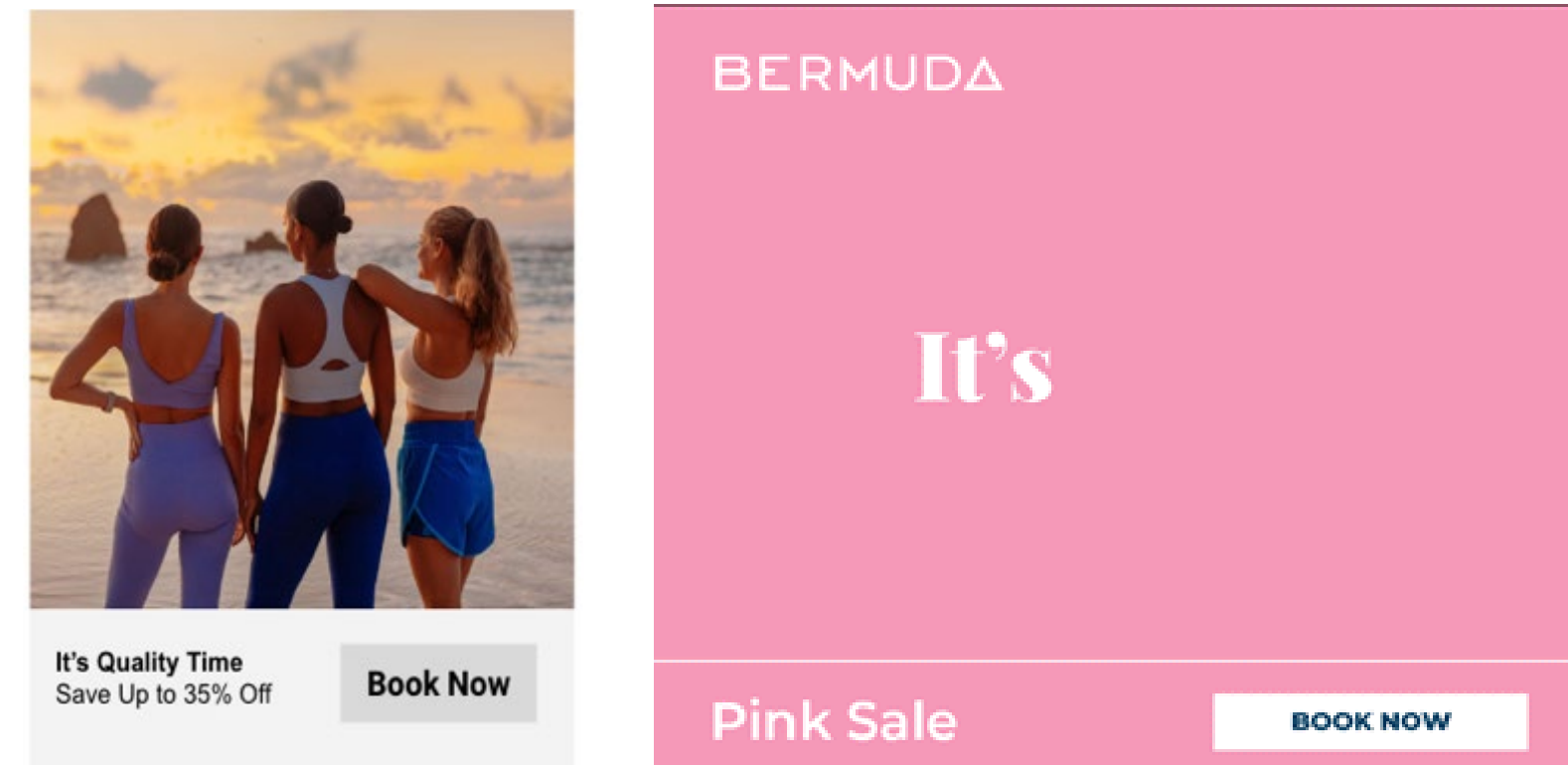
Book Now

Creative Projects: Pink Sale

It's Time

Using the language of time, we built excitement, contrasting the urgency of the Pink Sale with the relaxed state of mind of the vacationer.

- Media Type:
 - Connected TV, Pre-Roll
 - Native Video
 - HTML5 display ads
 - e-Blast
 - OOH
 - Meta image, video, and carousel ads

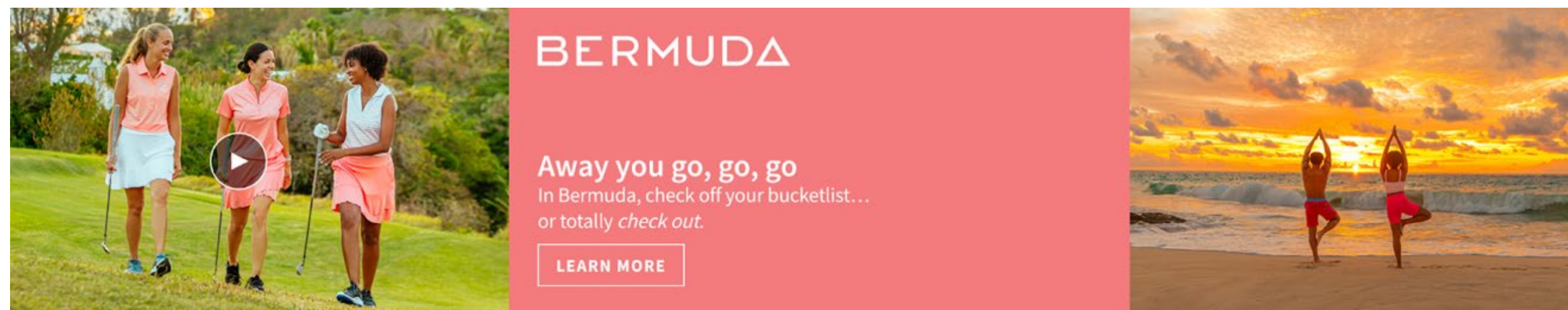
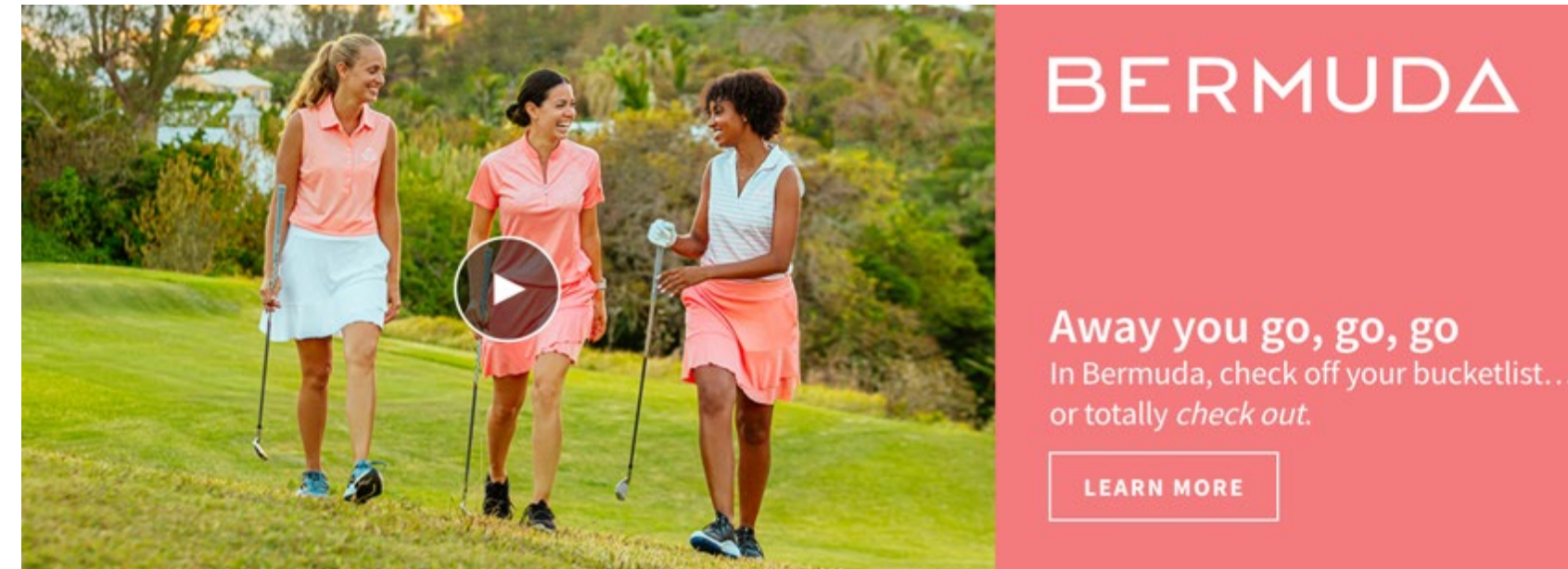


Creative Projects: NYT

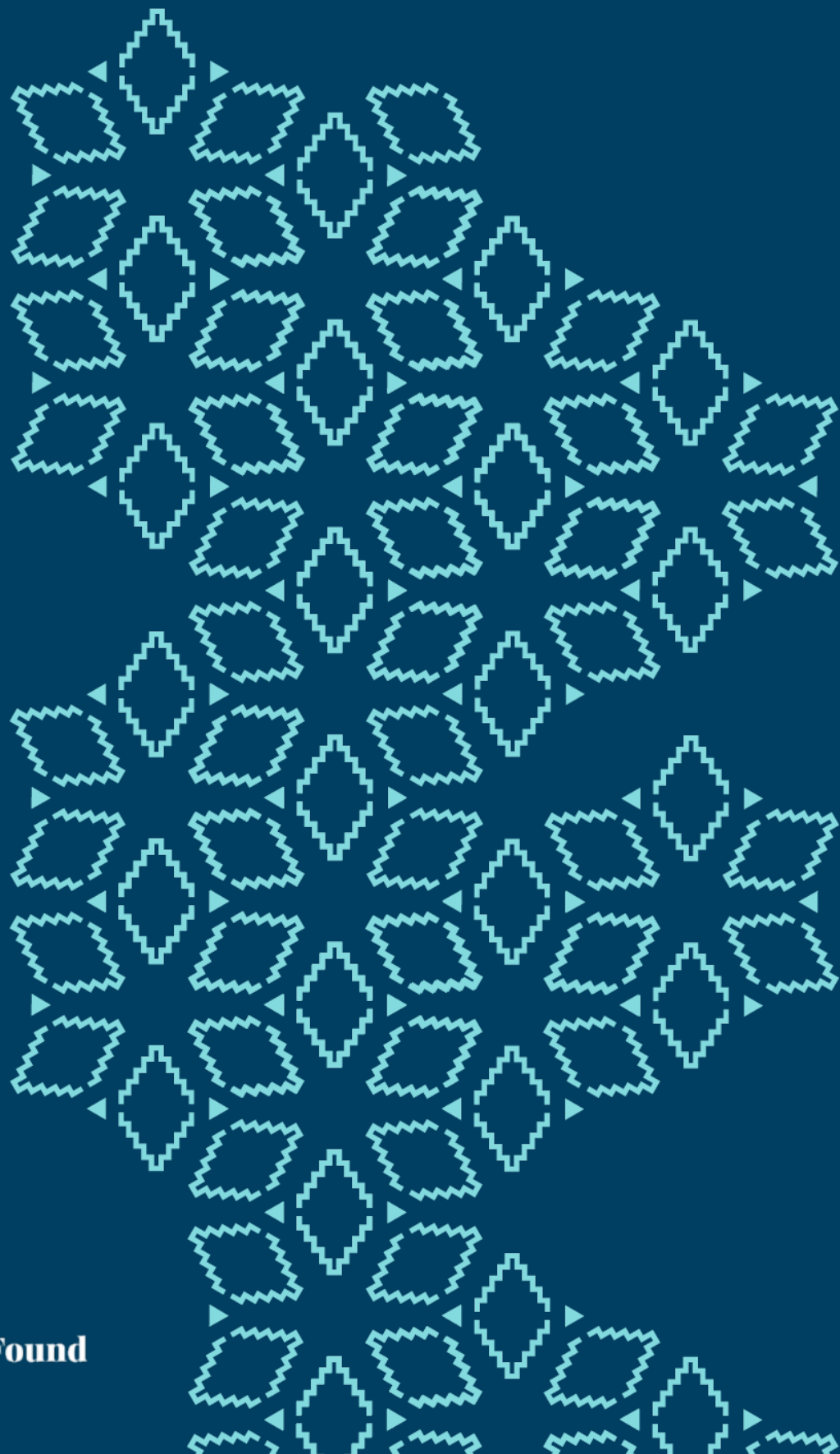
Away you go, go, go

Short, quippy copy paired with a quick-cut video illustrated the culture, lifestyle and activities that Bermuda has to offer.

- Media Type:
 - Flex Frame Video (Desktop & Mobile)
 - Flex XL Video (Desktop & Mobile)
 - Static Banner Ad



Public Relations



Key Metrics and Analytics

- In Q4, Bermuda was mentioned in **18 pieces of media coverage** and featured in four **in-feed social media posts**. This number includes placements, broadcast and radio mentions, as well as social media posts.
- Coverage by Top 100 Outlets:
 - 7 editorial placements across Refinery29, Travel + Leisure, Conde Nast Traveler (x2), Thrillist, Glamour, and ELLE
 - 1 social placement on Refinery 29's Instagram
- Total Potential Media Impressions: 497.5 Million
- Total Media Value: \$46.6 Million
- Total Potential Social Media Reach: 1.63 Million
- Robust PR efforts included a total of 961 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				
10/2/23	Travel Agent Central	Bermuda Tourism Unveils New Trip-Planning Tools	Staff	FTTYL
10/3/23	Conde Nast Traveler	Best Islands to Visit 2023: Readers' Choice Awards	Staff	General Destination Coverage
10/13/23	Blast	Birthday Baddie! 9 Times Ashanti Came Thru & Left Fans STUNNED	Staff	Ashanti's Visit
10/18/23	Family Vacationist	7 Tropical Fall Getaways Where Summer Never Ends	Megan Dubois	General Destination Coverage
10/27/23	Arnet News	Photographer Meredith Andrews Discusses Bermuda's Bourgeoning Creative Scene, as a New Arts Festival Kicks Off	Adam Schrader	Art Month/ General Destination Coverage
		How Georgia O'Keeffe's Brief Refuge in Bermuda May Have Inspired Her Fateful Move to New Mexico		
10/29/23	Arnet News		Adam Schrader	Art Month/ General Destination Coverage
11/3/23	Smart Meetings	How the IMEX Crowd Prioritizes Human Beings at Events	JT Long	General Destination Coverage
11/14/23	Worcester Living Magazine	Worcester Living Magazine - Winter 2023	Linda Laban	General Destination Coverage
11/17/23	Thrillist	This Year's Best Cyber Monday Travel Deals	Opheli Garcia Lawler	Cyber Monday
11/19/23	Family Vacationist	28 Best Places to Go with Kids in 2024	Allison Tibaldi	General Destination Coverage
11/22/23	Refinery29	Can A Vacation Cure Burnout? I Went To Bermuda To Find Out	Kathleen Newman-Bremang	General Destination Coverage
11/22/23	Thrillist	These Are the Best Travel Tuesday Deals for 2023	Opheli Garcia Lawler	General Destination Coverage
11/27/23	Conde Nast Traveler	The Best Cyber Monday Travel Deals of 2023	Alex Erdekian	Cyber Monday
12/5/23	Glamour	30 Best Girls Trip Destinations	Juliet Izon	General Destination Coverage
12/22/23	AFAR	10 Most Beautiful Pink Sand Beaches Around the World - AFAR	Lottie Gross	General Destination Coverage
12/26/23	Travel + Leisure	Hotel Stays in Bermuda Are Up to 35% Off Right Now — When to Book	Alison Fox	Pink Sale
12/27/23	Elle	The 23 Wellness Experiences to Book in 2024	Todd Plummer	Spa Month
12/26/23	Yahoo Life	Hotel Stays in Bermuda Are Up to 35% Off Right Now — When to Book	Alison Fox	Pink Sale
Social				
10/12/23	@TarekAli	TRAVEL VLOG: BERMUDA WAS EVERYTHING!! Yacht Party + Cup Match + History I never knew	Tarek Ali	Cup Match FAM Trip
10/12/23	@itstarekali	☆ NEW VIDEO ☆ on YouTube! TRAVEL VLOG: BERMUDA WAS EVERYTHING!! Yacht Party + Cup Match + History I never knew	Tarek Ali	Cup Match FAM Trip
10/23/23	@AllyiahsFace	BERMUDA TRAVEL VLOG! CUP MATCH 2023 + BACCHANAL RUN + CRYSTAL CAVES & MORE! ALLYIAHSFACE VLOGS	Allyiah	General Destination Coverage
10/23/23	@kathleennb	Story Posts	Kathleen Newman-Bremang	Art Month
12/1/23	@r29unbothered	Can A Vacation Cure Burnout?	Kathleen Newman-Bremang	General Destination Coverage

Press Releases

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
- Status: Distributed and conducted follow-ups to trade and travel media

Immerse Yourself in Bermuda's First-Ever Art Month

- Objective: Promote Bermuda's first-ever Art Month to local, trade, and national media
- Status: Drafted, finalized, and distributed to travel, arts & culture, and lifestyle media

Bermuda's Cyber Sale is Back with Savings Up to 35% and Free Night Stays

- Objective: Promote on-island accommodation sales and offerings to travel trade and consumer-focused media
- Status: Drafted, finalized and distributed to travel and lifestyle media
- Top Hits: Conde Nast Traveler, Thrillist
- Reach: 9,061,286+

Bermuda's Pink Sale is Back with Savings Up to 35% and Free Night Stays

- Objective: Promote on-island accommodation sales and offerings to travel trade and consumer-focused media
- Status: Drafted, finalized and distributed to travel and lifestyle media
- Top Hits: Travel + Leisure, Yahoo Life, TravelPulse
- Reach: 425,099,910+

Bermuda Unveils First-Ever Holiday Window Display in Collaboration with Saks Fifth Avenue

- Objective: Promote the collaboration with Saks Fifth Avenue on its first-ever holiday window display
- Status: Distributed and conducted follow-ups to travel and lifestyle media

Bermuda Tourism Authority Presents Restaurant Weeks

- Objective: Promote Bermuda's Restaurant Weeks programming to local, trade, and national media
- Status: Finalized domestic draft and drafted language for the international version

Events and Campaigns

- **Art Month**
 - To promote Bermuda's inaugural Art Month, BerlinRosen hosted a press trip with two media attendees that resulted in features in Artnet News and Refinery29 along with social media coverage on @r29unbothered.
 - Developing an itinerary, escorting the group on island, and coordinating travel and accommodations.
- **Flower Workshop**
 - To drive awareness of the flower show sponsored by BTA, invited select lifestyle media to Hudson Yards securing a total of four journalists to participate in BTA's flower workshop.
- **Boston Road Show**
 - Arranged four deskside meetings with Boston-based journalists to establish relationships and raise awareness of Bermuda in the market.
- **Saks Fifth Avenue Window Display and Dinner**
 - To promote the Bermuda window displays at Saks Fifth Avenue for the holidays, Hosted 18 media and content creators for a specially curated dinner at L'Avenue and arranged deskside meeting with select local journalists.
- **Restaurant Weeks**
 - Conducted research and outreach to potential chef and mixologist partners as well as helped facilitate the participation of Chef Charlie Mitchell and Mixologist Tiffanie Barriere.
 - Began inviting select media to the island to raise awareness of Restaurant Weeks events.



REFINERY29

artnet

POPSUGAR.

EBONY®



r29unbothered Can A Vacation Cure Burnout?

There are a lot of reasons to go on vacation. Maybe you've finally decided to use that hard-earned PTO. Or

Community Engagement

Liaised with local, on-island partners for the below media opportunities during Q4

- **Find The Time You Lost**
 - Secured coverage in *Travel Agent Central* highlighting JetBlue, BermudAir, and Grotto Bay
- **On-Island Promotions**
 - Pitched the Pink sale, Cyber Sale, Endless Summer and Spa Month promotions, highlighting all participating hotel partners.
 - Secured coverage in *Thrillist*, *Condé Nast Traveler*, *Travel + Leisure*, *Yahoo Life!* and *ELLE.com*.
- **Art Month**
 - As a result of the Art Month press trip hosted by BTA, we secured coverage in *Arnet News*, *Refinery29* and *@r29unbothered*, highlighting the Masterworks Museum, Crystal Caves, Bermuda National Gallery, Hamilton Princess, Cambridge Beaches, Icarus, Kristin White (St. George's UNESCO Site Walking Tour), Grotto Bay Beach Resort & Spa, Bacardi, Huckleberry, Wahoo's Bistro & Patio Restaurant.
- **AFARs "Where to Go"**
 - Included The Loren and Tucker's Town in monthly pitches for the *AFAR* series of "Where to Go" along with other on-island activities relevant to that month's submission.
- **General Coverage**
 - Coordinated images with St. Regis Bermuda, Royal Palms Bermuda Hotel, Cambridge Beaches Resort & Spa, Pompano Beach Club, The Reefs Resort and Club, Hamilton Princess, Grotto Bay Beach Resort and Spa Bermuda, Rosewood Bermuda and Newstead Belmont Hills to share with *Forbes Vetted* for an upcoming story on the island.

Media Coverage Highlights

TRAVEL AGENT
CENTRAL



**Bermuda Tourism Unveils
New Trip-Planning Tools**

artnet



Photographer Meredith Andrews Discusses
Bermuda's Bourgeoning Creative Scene, as a
New Arts Festival Kicks Off
Bermuda Art Month is arranging events across the island.

Condé Nast
Traveler



ISLANDS & BEACHES
Top Islands: Readers' Choice Awards 2023
Condé Nast Traveler readers rank the top islands in the world, from Indonesia to the United States.

artnet



How Georgia O'Keeffe's Brief Refuge in
Bermuda May Have Inspired Her Fateful Move
to New Mexico
O'Keeffe created 14 drawings during her stay on the island, two of which are
in the collection of Masterworks Museum.

Smartmeetings



**How the IMEX Crowd Prioritizes
Human Beings at Events**

thrillist



**This Year's Best Cyber Monday
Travel Deals**
Flight, hotel, cruise, and luggage discounts that will set you up for an adventurous 2024.

Media Coverage Highlights



Travel Inspo: 10 Great Places to Go with Kids in 2024

The best places to go with kids this year include sunny beach destinations, all-inclusive resorts, and other spots the whole family will love.



Can A Vacation Cure Burnout? I Went To Bermuda To Find Out



30 Best Girls-Trip Destinations

Come on Barbies!



Hotel Stays in Bermuda Are Up to 35% Off Right Now — When to Book

The sale offers big discounts and even select free nights on more than a dozen hotels.



24 Wellness Experiences to Book in 2024

From yoga retreats to high-tech spas and everything in between.



14 Travel Tuesday Deals You Can Still Snag From Resorts, Cruise Lines, and Tour Operators

Shop savings from Virgin, Trafalgar, Hurtigruten, and more.

Social Media Coverage Highlights

Tarek Ali
[@TarekAli](#) (YouTube)



Tarek Ali
[@Itstarekali](#) (Instagram)



Kathleen Newman-Bremang
[@kathleennb](#)



Refinery29 Unbothered
[@r29unbothered](#)



Paid PR Initiatives

- Secured a paid opportunity with **Bravo TV's *Watch What Happens Live*** (Viewership: 2,899,236+) tied to "The Real Housewives of Salt Lake City" episodes that were filmed on the island. The BerlinRosen team supported BTA in preparation by coordinating contract negotiation, script and bartender logistics, and incorporating Bermuda messaging.
- Secured 18 top tier media to attend the **Holiday Window Unveiling at Saks Fifth Avenue** with an intimate dinner on December 14th. Developed a press release surrounding the partnership and social media giveaway which was distributed to local and national lifestyle, travel and retail media.



Press Trips

- **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.
 - **Destinations visited:** Hamilton Princess, Huckleberry, Crystal Caves, Royal Naval Dockyard. Cambridge Beaches, National Museum, Masterworks, Blu, Wahoo's, Long Story Short Tour
 - **Attendees:** Kathleen Newman-Bremang (*Refinery29 Unbothered*), Adam Schrader (*Artnet News*).
- **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 Q4, continued to strategize and reached out to potential media attendees however the team ultimately decided to pivot away from hosting a FAM trip.
- **Restaurant Weeks**
 - **Purpose of trip:** Drive awareness of Bermuda as a premier culinary destination featuring Chef Charlie's Dinner, the island's top tier restaurant offerings and other on-island activities suited for the cooler months.
 - **Status:** During Q4, coordinated Chef + Mixologist participation, strategized with the BTA and reached out to potential media attendees ahead of the Q1 '24 FAM trip; confirmed attendees TBD and outreach is still in progress.

Outcomes and Results (Press Trips)

- Art Month FAM Trip
 - Resulting coverage: *Refinery29* and *Artnet News* published positive online feature stories; *Refinery29 Unbothered* published an Instagram reel featuring the array of on-island attractions the attendee experienced first-hand; and both media attendees posted extensive Instagram coverage on their personal social media accounts.
 - Total potential media impressions: 12 million+
 - Total potential followers reached: 200,000+

Press Pitches

- **Art Month**
 - Invited media to attend Bermuda's inaugural Art Month press trip, highlighting the island's culture, creativity, and connections through a diverse lineup of events.
- **24 Reasons to Visit Bermuda in 2024**
 - Promoted the island as a destination suited for all types of travel, featuring Bermuda's many events/celebrations, history, culinary adventures, activities on land and by water, wellness experiences, picturesque scenery, mild winter weather and more surrounding the 2023/2024 themes.
- **Endless Summer Deals**
 - Continued highlighting Bermuda's Endless Summer Sale, featuring specific discounts and deals from participating hotels.
- **Boston Road Show**
 - Invited media to meet with Tracy Berkely and Jamari Douglas to learn more about Bermuda's travel trends and demands, highlighting the island's points-of-difference.
- **PGA Butterfield**
 - Invited media to attend the annual Butterfield Bermuda Championship, highlighting the eventful weekend and golf culture on-island.
- **IMEX**
 - Invited media to speak with CEO Tracy Berkeley to learn about Bermuda's newest flight additions and travel tools at IMEX America.

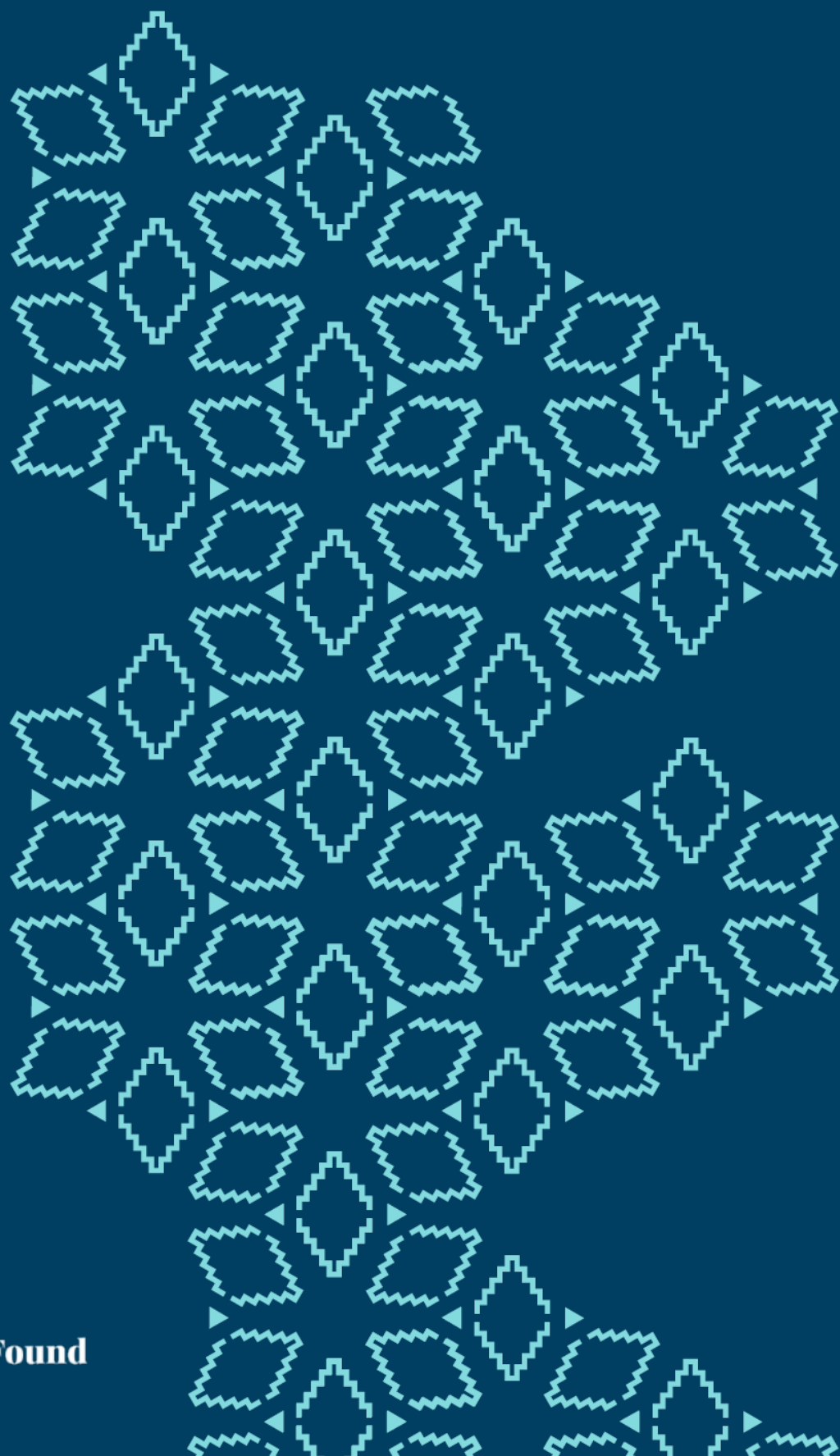
Press Pitches

- **Cyber Sale**
 - Promoted Bermuda's 2023 Cyber Sale, highlighting the various participating hotels.
- **Pink Sale**
 - Promoted Bermuda's Pink Sale, inviting travelers to book stays while the limited-time offer lasts.
- **Saks Fifth Avenue Media Dinner**
 - Invited media to attend Bermuda's hosted dinner at L'Avenue, celebrating the island's promotional window unveiling in New York City.
- **Saks Fifth Avenue Windows**
 - Shared the news of Bermuda's window unveiling and social media giveaway.
- **Restaurant Weeks**
 - Invited media to experience Bermuda's Restaurant Weeks, highlighting their Michelin-starred chef partnership and unique on-island activities.
- **Sustainability in Bermuda**
 - Began to draft language highlighting the island's eco-friendly experiences such as Bermuda's water collection systems and the Bermuda Underwater Exploration Institute Bluegrass Project; on hold until 2024.

Outcomes and Results (Press Pitches)

- IMEX
 - Resulting coverage: As a result of pitching, secured a placement in *Smart Meetings* featuring a quote by Bermuda Tourism Authority CEO Tracy Berkeley.
 - Total potential impressions: 13,402
- 24 Reasons to Visit Bermuda in 2024
 - Resulting coverage: As a result of pitching, secured placements in *Elle*, *Glamour* and *Family Vacationist*.
 - Total potential impressions: 39.7 Million
- Cyber Sale
 - Resulting coverage: As a result of pitching, secured placements in *Thrillist* (x2) and *Conde Nast Traveler*.
 - Total potential impressions: 12.8 Million
- Pink Sale
 - Resulting coverage: As a result of pitching, secured placements in *Travel + Leisure* and *Yahoo Life* (+ more coverage in 2024).
 - Total potential impressions: 424.7 Million
- Saks Fifth Avenue Partnership
 - Outcome: As a result of conducting media dinner invites, secured separate deskside opportunities with those who could not attend including *AFAR*, *TODAY with Hoda & Jenna*, and *The Points Guy*.

UK/Europe-Integrated Marketing



Quarter Highlights

- Attended International Luxury Travel Market Cannes (ILTM) and carried out **40** high level international trade meetings.
- Hosted **8** premier travel agents at the Caribtours gala dinner.
- Sponsored Hablo VIP trade events in Birmingham and Edinburgh - **175** agent attended both events.
- Attended World Travel Market with **35** meetings secured.
- Attended the Travel Counsellors Luxury & Boutique Caribbean Takeover Day at the Clermont Hotel, Charing Cross.
- Launched Pink Sale in the UK with an integrated marketing campaign across Financial Times media, display, social. Activity supported by tour operator initiatives.
- Identified and secured new partnership with **NYC and JetBlue**

Key Metrics and Analytics

- **3** New Tour Operators Confirmed this quarter:
- Tailor-Made Travel, by SAGA launched Bermuda for the first time .
- Scott Dunn confirmed to launch in Spring 2024.
- Freedom Destinations to launch early 2024.
- **200** agents trained this quarter.
- **50** meetings and sales calls held with key tour operators and partners.
- **770** room nights booked by BA Holidays during the campaign period.
- **473** room nights reported from Pink Sale partners, campaign on going.

Pink Sale UK Trade

In order to promote the Bermuda Pink Sale campaign we secured partners to assist in driving bookings via the Pink Sale UK landing page.

Tour Operator Partners include: Turquoise Holidays, Inspiring Travel, Your Golf Travel, BA Holidays, Purely Bermuda, Netflights, Lusso and Caribtours.

Added value highlights received by partners:

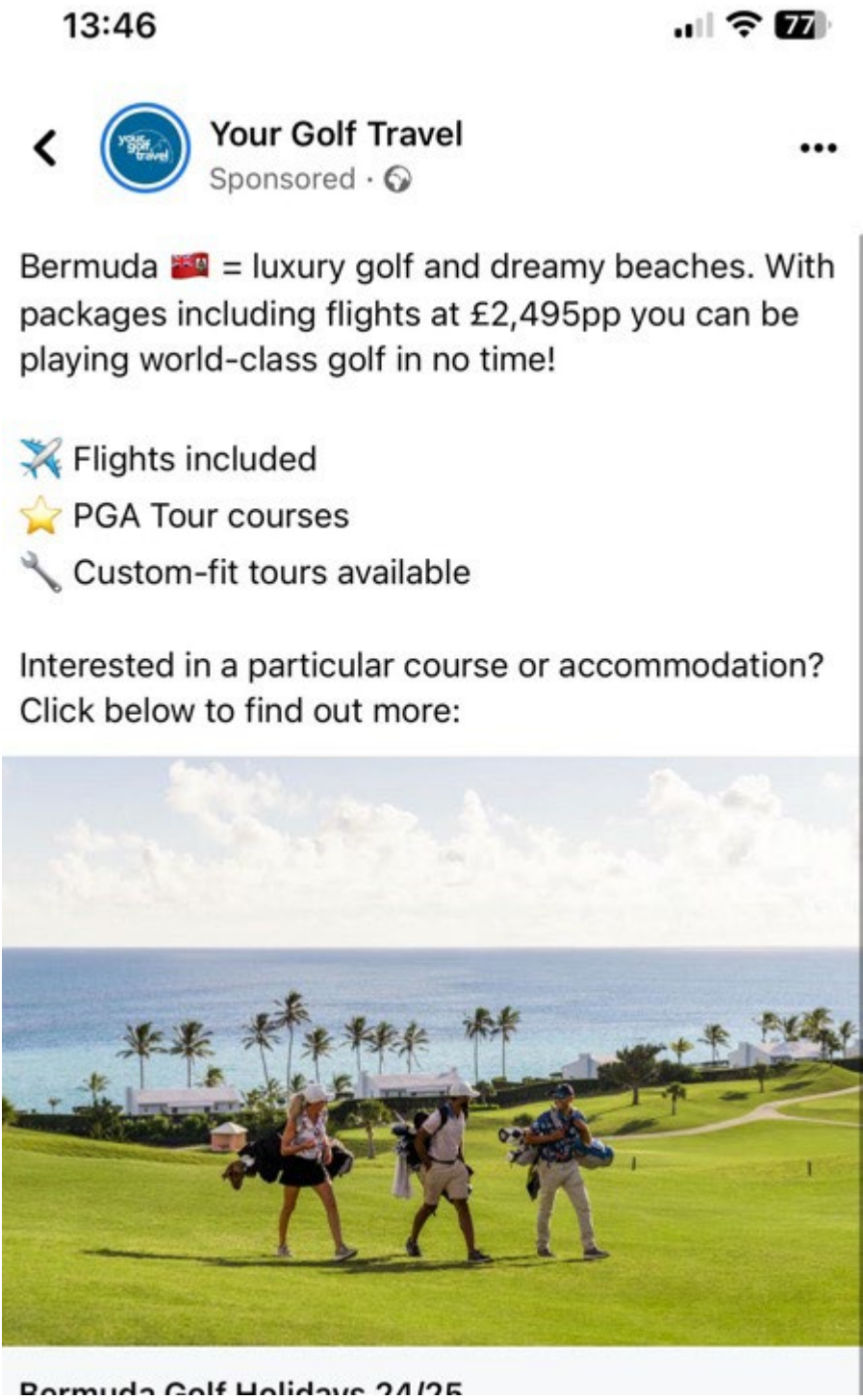
- Lusso have included Bermuda and Cambridge Beaches in their mini brochure and featured as the destination of the month.
- Your Golf Travel are running £100 Amazon vouchers for each booking made to Bermuda to support the campaign and incentivize the sales agents.
- Inspiring Travel received an offer extension through from Cambridge Beaches to 14 February so have secured a spot to promote on their website homepage for a week (w/c 29 Jan) so this should help promote the message/destination overall.

Save Up to
35%
Off

Pink Sale
BERMUDA

Live Tour Operator Pink Sale Campaigns

- Launched campaigns with Purely Bermuda and Your Golf Travel to amplify the Pink Sale in the UK market.
- Campaigns are integrated across digital, B2B and print.
- Activity includes: Google AdWords, solus emails to their databases, a tactical campaign with Inspire My Holiday and a full page ad in Life Magazines (12 titles) which are distributed to homes worth in excess of £1 million.



Meetings, Training & Sales Calls

BTA UK held **50** meetings and sales calls with key tour operators and partners between October 2023 and December 2023. By further developing these relationships we are able to identify opportunities as well as receive destination feedback as well as determine how best to support our trade partners.

Key highlights

- Destinology confirmed that that they are committed to launching Bermuda for the first time.
- Through our consistent outreach and meetings with the JetBlue team we have confirmed a UK trade partnership

The UK team provided a destination overview to **200** agents between October 2023 and December 2023. This was achieved through various initiatives including in-person training events with partners and virtual training sessions.

CARIBTOURS

LUSSO

jetBlue®

Trade Events

WTM 6-8 November 2023

Results:

- Secured **35** on stand high level meetings with trade and airline partners
- On stand VIP reception with 100 Industry partners in attendance
- Airline meetings held with the British Airways and JetBlue to discuss 2024 brand collaborations and partnerships.
- ILTM 4-7 December 2023.
- **40** high level international trade meetings carried out with decision makers such as Scott Dunn, Golf Traveller and Destinology.

JetBlue - Bermuda & New York City Tourism Partnership

- Approved JetBlue partnership.
- Leveraging New York City bookings with a tactical fare add-on for Bermuda. Strategic partnership with JetBlue and NYC to build packages for the UK trade network and drive bookings.
- Distribution plan to include UK training, incentives and launch event on 23rd January 2024, supported by New York City Tourism + Conventions.

Deliverables by JetBlue:

- Tactical fares, booking incentives and switch sale offers during Q1, peak booking period in 2024
- Engage selected partners.
- Awareness webinars and agent training in coordination with BTA and NYC Tourism.

Marketing (trade) to include: Agent World placements

- Email marketing.
- Social media.
- Destination features and guides.
- Co-branded assets to distribute to trade for promotions.

Community Engagement - Hablo

Ongoing engagement on the trade platform in Q4.

Our Hablo platform has been instrumental in educating and engaging the trade with incentives, content and niche itinerary items. We finished December 2023 with over **3000** Bermuda page followers. Our followers are active travel agents and product managers.

This quarter we have used the platform to highlight the endless summer, cyber and pink sales and "Find the Time You Lost" Trip Planning Tools!



B2C Marketing Campaigns

Find the Time You Lost - 5 September – 17 October 2023

Utilising the newly developed creative, the campaign ran display programmatic and social ads together with the support of British Airways Holidays.

The prospecting units focused on inspirational content and retargeting displayed British Airways Holidays pricing. Activity led the consumer to the Bermuda booking page on britishairways.com.

Results

- Total impressions delivered: 6,337,620
- Total clicks: 15,736
- Average Click Thru Rate: 0.25%
- View through activity: 861 (users who have sought out Bermuda after seeing the ads on a previous session)
- 770 room nights booked by BA Holidays during the campaign period



B2C Marketing Campaigns

Financial Times - 20 December 2023 to 31 January 2024

To support the Pink Sale this quarter we launched our consumer campaign with the Financial Times. Activity included:

Financial Times cover wrap with an enhanced storytelling focus, sense of place and context.

Full page in the FT's How to Spend It Magazine and FT's Weekend Magazine.

Programmatic prospecting and retargeting driving to UK Pink Sale landing page with tour operator partners and offers.

Paid Social Media - Facebook & Instagram in-feed ads and carousel activity .



PR Coverage Snapshot

October – December 2023

- Number of articles: 23
- Total reach: 45,157,949
- Total PR Value of coverage achieved: \$1,766,117

FULL YEAR

- Number of articles: 70
- Total reach: 113,416,453
- PR value of coverage achieved: \$2,951,805

PR Coverage Snapshot

Forbes

FORBES > LIFESTYLE > TRAVEL

The 5 Greatest Hotels In Bermuda

Lewis Nunn

Contributor

One of the UK's leading authorities on luxury travel and cruises.

Follow

Oct 31, 2023, 12:32pm EDT



Discovered by the Spanish in 1505, Bermuda is a tiny fish hook-shaped archipelago in the North Atlantic Ocean, known for its pink sand beaches, crystal turquoise waters, and charming pastel-colored houses.

While the island is famous for the mysterious Bermuda Triangle, a region in the western part of the North Atlantic Ocean where tall sailing ships are said to have vanished in unexplained circumstances, Bermuda has also been a British colony for centuries, and the influence of British culture can be seen everywhere from the architecture to the cuisine.

- MUU: 29,788,885
- PR Value: \$75,000



- Circulation: 647,622
- PR Value: \$1,013,330

PR Coverage Snapshot

Evening Standard

THE ESCAPIST › TRAVEL

Why Bermuda isn't just for honeymooners

For a family holiday with a difference, visit Bermuda to soak up endless sun, eat stellar seafood and experience water sports against the backdrop of pink beaches. Be careful though, you might never want to leave, says Samantha Simmonds

The Evening Standard's journalism is supported by our readers. When you purchase through links on our site, we may earn an affiliate commission.

[VIEW COMMENTS](#)

- MUU: 1,900,000
- PR Value: \$144,000



ISLANDS

Favourite islands are, of course, deeply subjective. For some, the windswept coastlines of the **Isles of Scilly** are every bit as appealing as the white sands of the **Seychelles**, **Sardinia** or French Polynesia's romantic **Moorea** – all four of which ranked highly for their beaches. Others are drawn by the volcanic landscapes of the **Azores**, one of the best for scenery, while **Scilly** swept the board for its exquisite cuisine, and **Mykonos** – one of nine Greek islands to make the grade this year – impressed for places to stay. No surprise you rated the **Galapagos** highest for sustainability, but **Menorca** also proved its eco-credentials. In the UK, the rugged **Shetland** archipelago was best for activities, with **Jersey** coming of the crop for scenery and local cuisine.



UK

- 1 JERSEY 90.42
- 2 Isle of Arran 88.75
- 3 Guernsey 87.29
- 4 Isles of Scilly 86.36
- 5 Shetland 84.97
- 6 Isle of Man 83.28
- 7 Heligoland 81.46
- 8 Orkney 77.92
- 9 Isle of Wight 72.17
- 10 Lundy 63.75

AFRICA & THE INDIAN OCEAN

- 1 BAZARUTO ARCHIPELAGO, MOZAMBIQUE 91.95
- 2 Maldives 90.92
- 3 Mauritius 90.61
- 4 Seychelles 88.09
- 5 Pemba Island, Tanzania 87.59

REST OF EUROPE

- 1 SARDINIA, ITALY 88.08
- 2 Mykonos, Greece 87.35
- 3 Ibiza, Spain 87.07
- 4 Crete, Greece 86.95
- 5 Sicily, Italy 85.92
- 6 Azores, Portugal 85.36
- 7 Santorini, Greece 84.71
- 8 Menorca, Spain 84.42
- 9 Hvar, Croatia 83.86
- 10 Canary Islands, Spain 83.35
- 11 Sifnos, Greece 83.25
- 12 Skiathos, Greece 83.10
- 13 Kos, Greece 82.79
- 14 Bozcaada, Turkey 81.59
- 15 Malta 81.47
- 16 Ischia, Italy 81.43
- 17 Rhodes, Greece 79.93
- 18 Corfu, Greece 79.73
- 19 Paros, Greece 79.69
- 20 Mallorca, Spain 78.90

ASIA

- 1 BALI, INDONESIA 91.08
- 2 Koh Samui, Thailand 91.07
- 3 Boracay, Philippines 90.74
- 4 Phuket, Thailand 90.33
- 5 Langkawi, Malaysia 90.19
- 6 Palawan, Philippines 89.71
- 7 Sri Lanka 89.59
- 8 Phú Quốc, Vietnam 88.89
- 9 Okinawa and Ryukyu Islands, Japan 88.25
- 10 Siargao, Philippines 87.37

AUSTRALASIA & THE SOUTH PACIFIC

- 1 FIJI 89.77
- 2 Bora Bora, French Polynesia 88.78
- 3 Moorea, French Polynesia 87.42
- 4 Whitsunday Islands, Australia 86.78
- 5 Tahiti, French Polynesia 85.98

THE CARIBBEAN & THE ATLANTIC

- 1 BERMUDA 90.14
- 2 St Barts 90.02
- 3 Anguilla 89.71
- 4 St Lucia 89.34
- 5 Turks and Caicos 88.95
- 6 Nevis, St Kitts and Nevis 88.83
- 7 Puerto Rico 88.32
- 8 Jamaica 88.05
- 9 Barbados 87.97
- 10 Cayman Islands 87.82

CENTRAL & SOUTH AMERICA

- 1 FERNANDO DE NORONHA, BRAZIL 89.18
- 2 Islas Secas, Panama 87.95
- 3 San Andrés and Providencia, Colombia 85.42
- 4 Galápagos Islands, Ecuador 84.23
- 5 Ambergris Caye, Belize 82.34

NORTH AMERICA

- 1 HILTON HEAD ISLAND, SOUTH CAROLINA, USA 95.60
- 2 Kiawah Island, South Carolina, USA 95.11
- 3 Amelia Island, Florida, USA 93.76
- 4 Biltmore Estate, North Carolina, USA 92.48
- 5 Maui, Hawaii, USA 92.19
- 6 Nantucket, Massachusetts, USA 91.32
- 7 Sanibel Island, Florida, USA 90.69
- 8 Cape Breton Island, Nova Scotia, Canada 90.33
- 9 Oahu, Hawaii, USA 89.28
- 10 Mackinac Island, Michigan, USA 89.08

- Circulation: 140,000
- PR Value: \$11,381

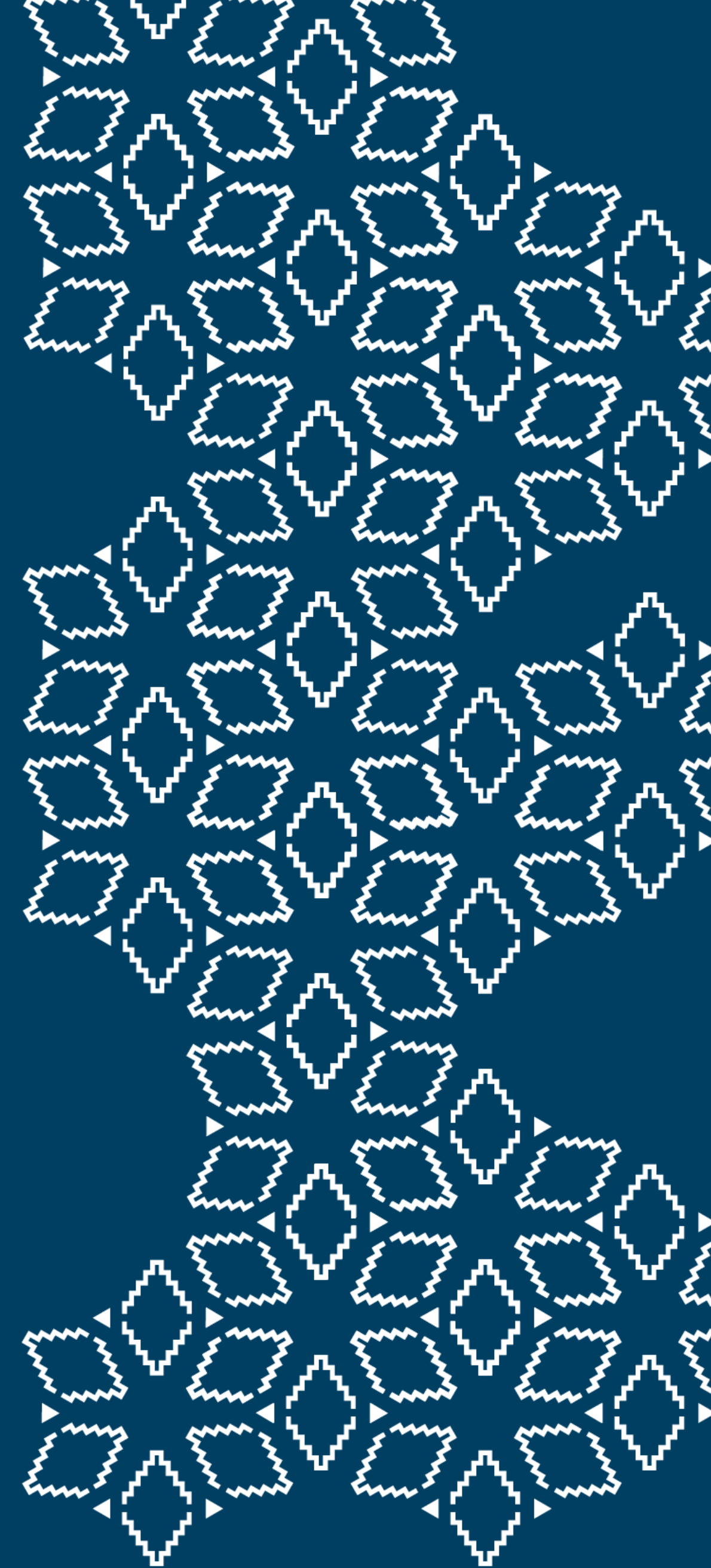
Events

World Travel Market, 6-8 November 2023

- Secured and held **13** meetings with top-tier publications and potential brand partners to discuss news from the island, current strategy and partnership opportunities including:
 - Nick Savage, *Escapsism*
 - Nitu Kamboj, *Travel Partnerships Director at National Geographic*
 - Aaron Miller, *freelance journalist and founder of podcast, Armchair Travel*
 - Gregor Rankin, *publisher at Food and Travel*
 - Holly Rubenstein, *Founder of podcast, The Travel Diaries*
 - Kendra Leaver-Rylah and Isabella Foulger, *Co-founders and editors of The Wedding Edition*
 - Fleur Rollet-Manus, *Brand Partnerships Lead at The Telegraph*
- 5 interviews secured for CEO Tracy Berkeley to position Tracy as a female leader in the tourism industry. Interviews included the BBC CEO Edit and leading travel trade publications, Selling Travel, Travel Bulletin and Breaking Travel News.

ILTM Cannes, 4-7 December 2023

- Secured and held seven media meetings with top-tier international editors and journalists from publications including Condé Nast Traveller, Mayfair Times and Wall Street Journal.
- Networking events and panel discussions from high level brands attended including Marriott International and Travel + Leisure.

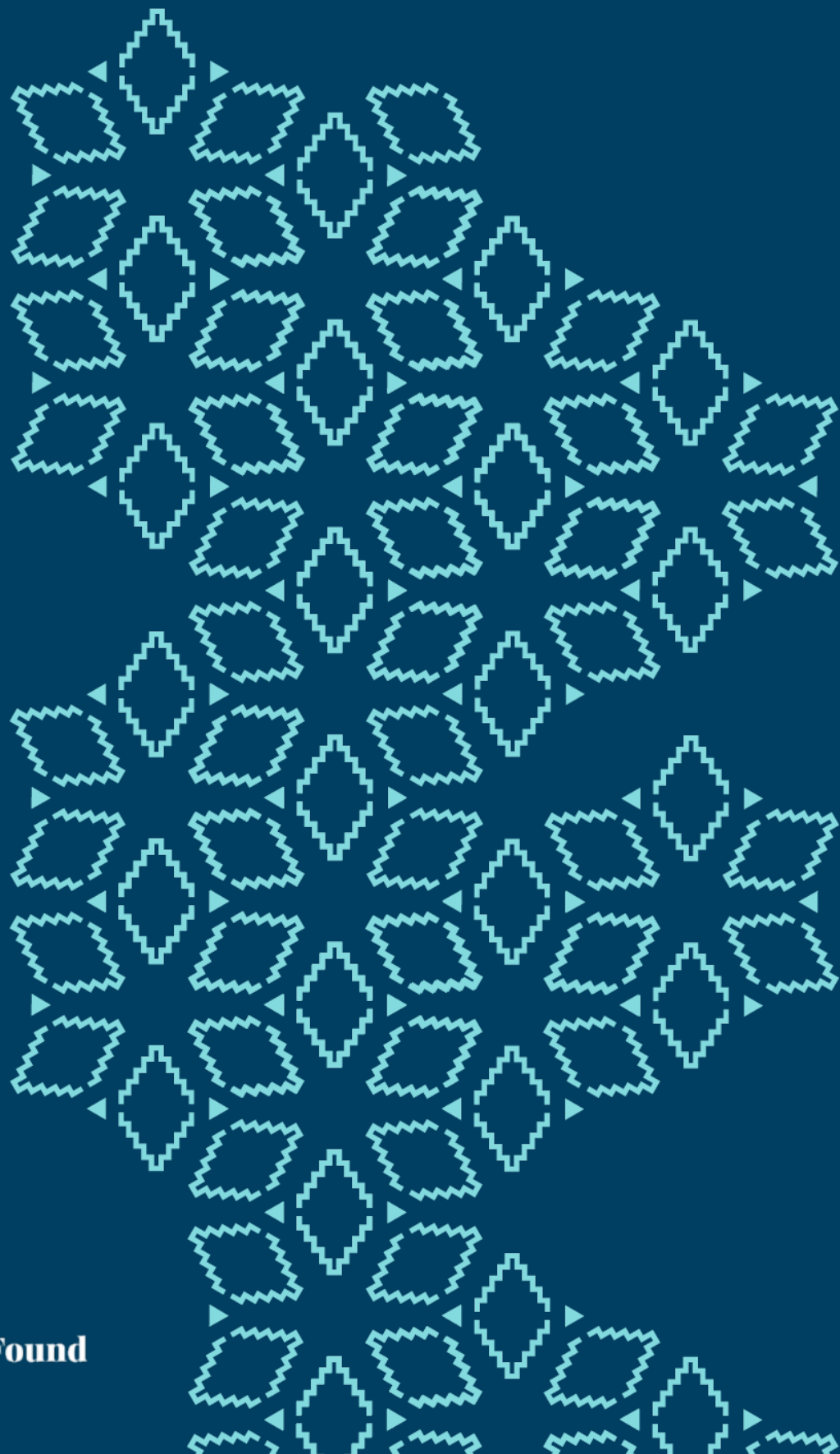


PR Pitching Snapshot

Themed pitches in Q4 in line with the current media landscape and trends included:

- Bermuda Sports including Pickleball, golfing, and the 2024 calendar of events.
- Bermuda for a wellness-escape in January.
- Discover the adventurous side of Bermuda.
- Bermuda beneath the waves featuring shipwreck diving and conservation initiatives.
- How to spend Christmas in Bermuda.
- How to spend New Years Eve in Bermuda.
- Where to go in 2024.

Website



User Engagement

2023 Q4 Results (Oct 1 – Dec 31)

- 757,435 Website Vists (+7.4% YOY)
- 128,157 Desktop Visits (-18% POP)
- 461,981 Mobile Visits (+1.0% POP)
- 24,492 Tablet Visit (+34.9% POP)
- 1,194,764 Pageviews (+16.3% YOY)
- 600,407 Users (+1.9% YOY)

Website Visits & User Engagement

Total Site Traffic and Goals

- Engaged sessions are up 51.6% over 2022 results at 318,719.
- Pages per session up 8.3% to 1.58.
- The top three drivers of traffic to the site were Google CPC, Facebook Paid Social and Google Organic.
- For channels driving more than 5,000 sessions to the site, Bing Organic (74.48%) and Google Organic (70.72%) have the highest engagement rates.
- Top Referring Regions:
 - New York 52,693
 - Ontario 42,836
 - Georgia 26,009
 - Florida 26,002
 - Massachusetts 25,945
 - Pembroke Parish 22,982
 - California 22,193
 - Pennsylvania 21,564
 - New Jersey 21,319
 - Texas 19,448

Conversion Rates

Partner Referrals

Total Partner Referrals

Profile Referrals – 29,941

Deal Referrals – 6,489

Event Referrals – 5,800

Total Partner Unique Pageviews

Profile – 79,617 (37.6% Click Thru Rate)

Deals – 24,371 (26.6% Click Thru Rate)

Events – 24,494 (23.7% Click Thru Rate)

Content Performance

Top Performing Content

Top Performing Profile: [Azura Bermuda](#) (3706 Views)

Top Performing Deal: Azura Cyber Sale 35% Off (3,999 Views)

Top Performing Event: [Bermuda World Rugby Classics](#) (2,519 Views)

Top Trafficked Pages (Total Users)

- . [/inspiration/article/your-perfect-solo-trip](#) - 89,637
- . [/plan/deals](#) - 80,698
- . [/cybersale](#) - 46,486
- . Home Page - 42,116
- . [/pink-sale](#) - 36,021
- . [/things-to-do/dining-nightlife](#) - 29,837
- . [/fall-bermuda](#) - 29,917
- . [/inspiration/family-fun](#) - 26,481
- . [/things-to-do/golf](#) - 20,167
- . [/plan/deals/endless-summer](#) - 17,763
- . [/things-to-do/events](#) - 13,451

Search Engine Optimisation (SEO)

- . 2024 Search Trends Update -
https://docs.google.com/spreadsheets/d/15zsqf3PTRKHYc_4JY90EDj2N_GzNxDnACdnHqeUhvj8/edit?usp=sharing
- . Winter Hub Optimizations (Title, Descriptions, Headings, Focus Keywords & Opportunities)
- . Spring Hub Optimizations (Title, Descriptions, Headings, Focus Keywords & Opportunities)
- . Technical SEO Site Health Scans & Optimizations
- . Image Optimization & Review (Missing Alt Text, Image Size, etc.)
- . Structured Data & Schema Review
- . Title Tag & Meta Description Review
- . Addressed Duplicate Page Titles
- . Site Scan For Keyword Mentions
- . Internal Link Optimization
- . Fixing 3xx Internal Links
- . Addressing 404 Internal Links

SEO Work Done

Q4 SEO Activity Rundown:

- Total Organic Traffic (from Google Search Console) - **25K growth YOY.**
- Total Organic Search Impressions (from Google Search Console) - **820K growth YOY.**
- Impression and traffic growth was driven by the following organic keywords:
- **Bermuda Bus Schedule** - +1,157 Clicks & +2,604 Impressions YOY (Was a Focus Keyword Opportunity for Q4).
- **Bermuda Weather By Month** - +981 Clicks & +10,493 Impressions YOY (Was a Focus Keyword Opportunity for Q4).
- **Bermuda Island** - +478 Clicks
- 143,940 sessions (+21% YOY).
- Engagement Rate of 71.13% (+2% YOY).
- 71% engagement is equivalent to a 29% Bounce Rate. Engagement between 60-80% is considered very healthy for most websites. **The average engagement rate in the Travel industry for 2024 is 61% meaning we are well above average when it comes to average organic user engagement.**
- Average Session Duration 3:30 (+2% YOY).
- 3 minutes 30 seconds is phenomenal for an organic time on site. **The industry typically expects a time on site of 3:15.**

Site Adjustments and Improvements Q4

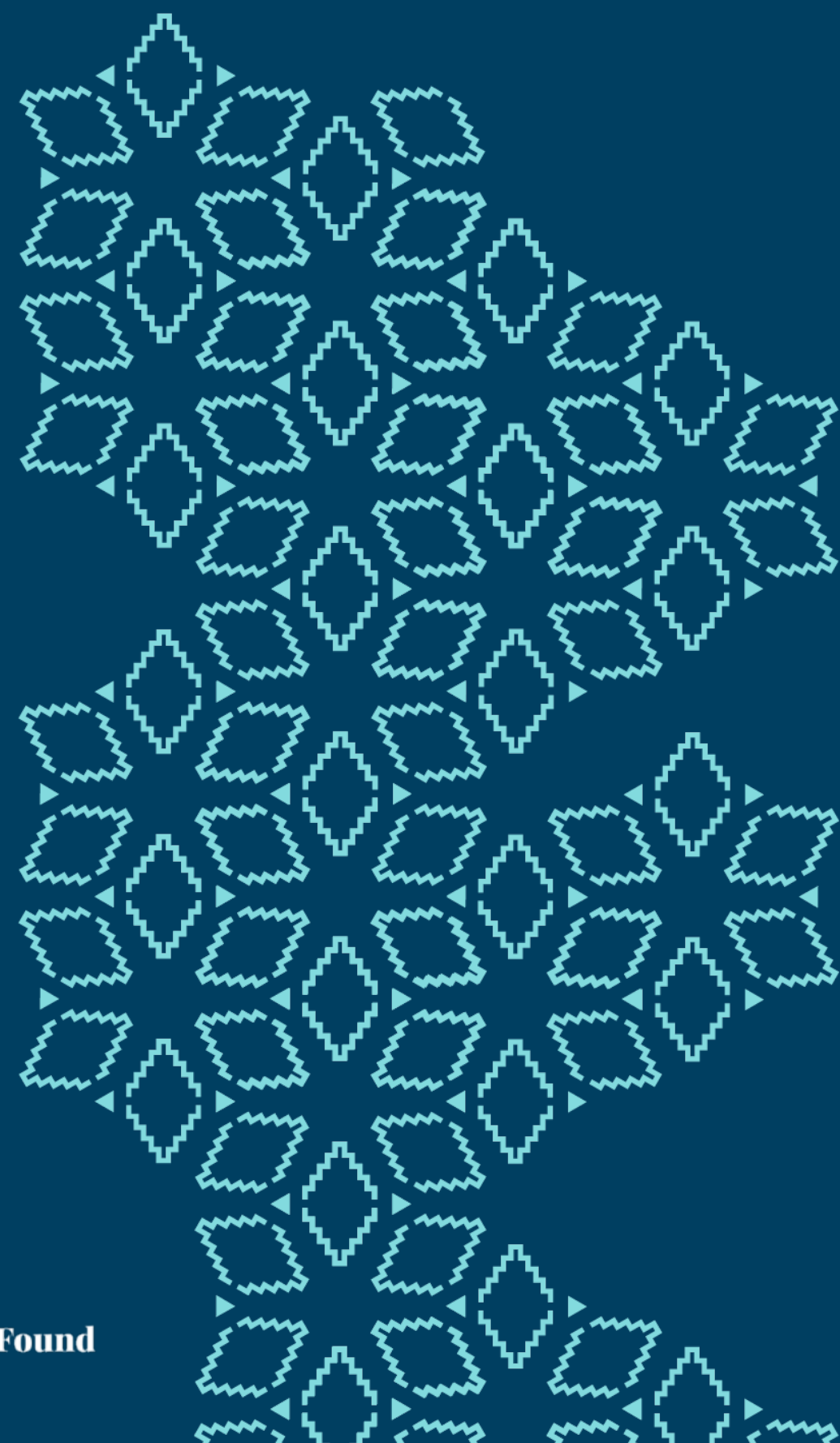
- . Ongoing integration of personalised content for returning users and more targeted content for campaign specific audiences.
- . Review of homepage content and flow to determine efficiencies and any required UX improvements.
- . Closer analysis of corporate section heat mapping findings and implementation of recommended layout and content adjustments.
- . Ongoing trends research and keyword review to help further guide content development and opportunities within the marketplace for 2024.
- . Updated integrations with Simpleview to improve data flow with forms submissions.
- . Review of schema work and content opportunities as it pertains to ongoing changes with developments of AI search tools.

Site Updates in Q4

Updated Functionality and Improved User Experience

- Improved integration of Algolia search functionality to fully optimise against the capabilities of the platform (ongoing).
- Heat mapping exercise executed to evaluate pain points and potential areas for improvement within the corporate section of the website.
- Additional integration of personalized content within the platform including the execution of targeted campaign content for Saks based on UTM.
- Efficiencies with the on page content for "Getting Here" and "Getting Around", ensuring content can be easily discovered and is clear and concise.

Social Media





Q4 Facebook

In Q4, a total of 96 posts were published on Facebook, which was an increase of 4 posts in comparison to the previous quarter.

On Facebook, the Find the Time You Lost campaign produced a total of 893,392 impressions, 19,584 engagements and 238 link clicks to date.

Art Month generated a total of 34,714 impressions, 352 engagements, and 146 link clicks, while the Pink Sale has produced a total of 410,935 impressions, 22,839 engagements and 199 link clicks to date.

The Restaurant Weeks promotion saw a total of 20,637 impressions, 752 engagements and 39 link clicks in Q4.

Our ongoing Bermuda Inspirers campaign has generated a total of 32,765 impressions, 1,212 engagements and 16 link clicks.

The top performing posts of Q4 on Facebook were reels followed by singular static photos featuring Bermuda’s natural beauty and colourful landscape.

Q4 Facebook		
	Q3 2023	Q4 2023
New page likes gained	+538	+379
Lifetime page likes	392,194	392,693
Engagements	153,859	154,315
Reach	3,937,759	4,921,565
Avg. Engagement Rate	0.18%	0.18%
Link Click Rate	0.18%	0.09%
Paid Impressions	2,281,59	5,961,192
Total Clicks	56,113	115,988
Click-Through-Rate	2.46%	1.95%
Cost Per Click	\$0.11	\$0.13

Q4 X

A total of 116 content pieces were published in Q4, which was an increase of 5 posts in comparison to the previous quarter.

On X, the Find the Time You Lost campaign has generated 14,351 impressions and 389 engagements, while Art Month produced a total of 6,341 impressions and 241 engagements.

In Q4, Restaurant Weeks promotional posts produced a total of 2,199 impressions and 109 engagements, and Bermuda Inspirers generated a total of 19,932 impressions and 715 engagements.

To date, the Pink Sale has generated a total of 7,367 impressions and 325 engagements on X.

The top performing content type on X is video content featuring Bermuda's vibrant beauty and event promotion.

Q4 X		
	Q3 2023	Q4 2023
New followers gained	+176	+32
Lifetime followers	31,390	31,422
Engagements	11,568	6,505
Impressions	322,576	184,169
Engagement Rate	0.12%	0.09%



Q4 TikTok

We wrapped up our first year on TikTok with a total of 61 posts in Q4, which was an increase of 21 posts in comparison to the previous quarter.

The Find The Time You Lost Campaign has produced a total of 741,913 impressions and 2,108 engagements, Bermuda Inspirers has generated a total of 15,937 impressions and 1,008 engagements, and Art Month saw a total of 2,455,936 impressions and 751 engagements.

On TikTok, Restaurant Weeks promotional content in Q4 saw a total of 65,716 impressions and 182 engagements, while the ongoing Pink Sale campaign has generated a total of 509,550 impressions and 255 engagements to date.

The top performing content type on this channel is UGC content under 8 seconds. We'll keep this favoured content type in mind as we build out our content plan in 2024.

Q4 TikTok		
	Q3 2023	Q4 2023
New followers gained	+980	+4,220
Lifetime followers	2,662	4,220
Engagements	16,639	26,231
Total Video Views	6.96M	10.05M
Total Comments	140	215
Engagement Rate	4.77%	4.33%



Q4 YouTube

We continue to amplify our short-form video strategy on YouTube Shorts, one of the newer havens for this content type. We are exclusively publishing owned video content on this channel, which a total of 12 shorts posted in Q4 and 3 long-form videos.

On YouTube, Find the Time You Lost generated a total of 656 views and 39 engagements, while Restaurant Weeks produced a total of 37,238 views and 9 engagements.

To date, The Pink Sale campaign has produced a total of 99 views and 8 engagements via YouTube Shorts.

52.7% of users are finding our YouTube Shorts through search, while 25.8% are finding out videos through the Shorts feed. 1,790 of viewers are returning viewers and 12,487 viewers discovered our channel for the first time in Q4. These insights demonstrate the value of publishing on this platform to reach new audiences.

According to our Q4 results, our audience on YouTube favours educational content and content that showcases Bermuda’s unique culture.

Q4 YouTube		
	Q3 2023	Q4 2023
New subscribers gained	+52	+60
Video Views	160,476	243,667
Watch Time (Hours)	1,566.2	737.7
Total Engagements	1,119	585
Click Through Rate	4.6%	3.2%

Infrastructure

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

Infrastructure

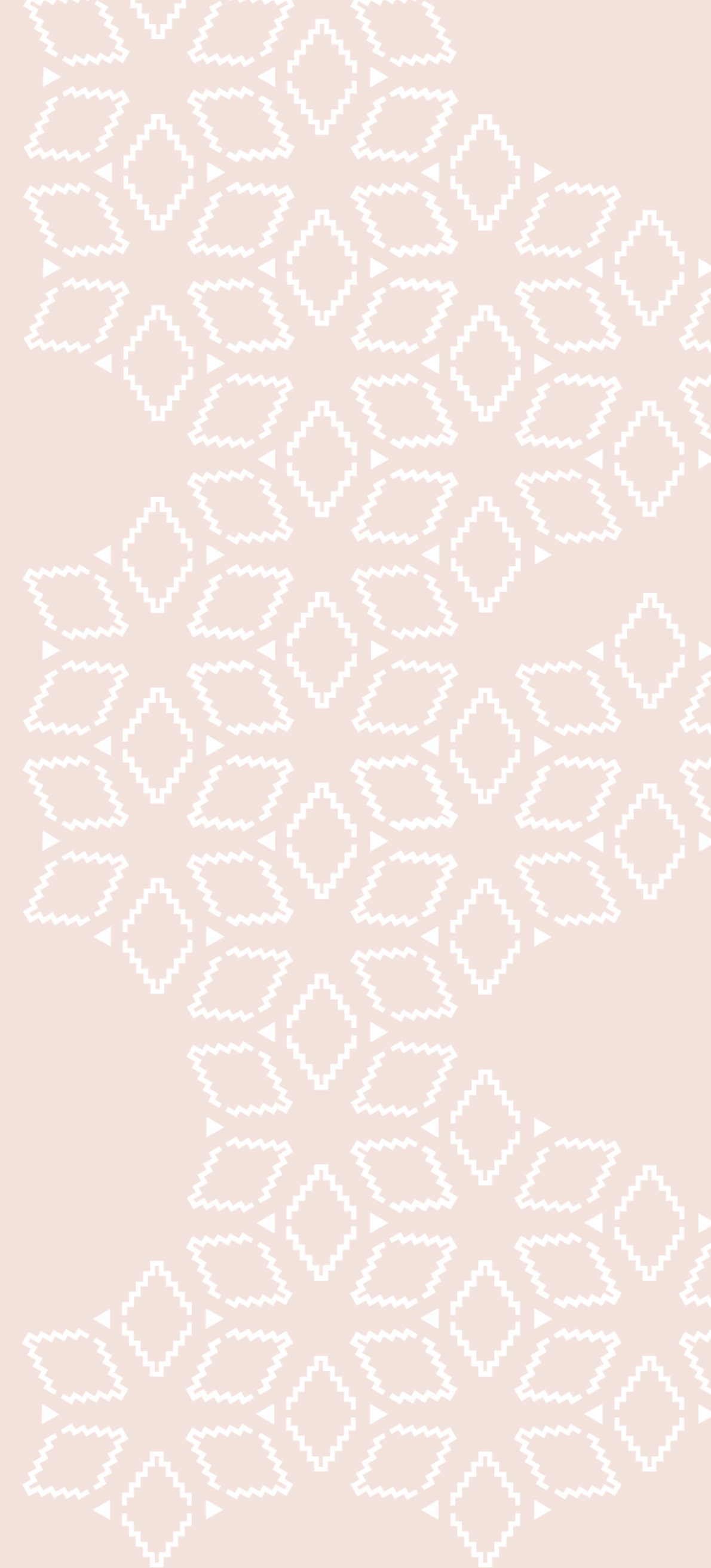
Air Service Development

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

Bacardi Pop Up: Bacardi completely transformed the 2nd floor of the Hamilton Visitor Services Centre from November 15th – December 23rd. They created an immersive and beautiful space where their incredible team of brand ambassadors offered three distinct 45-minute tasting journeys focusing on rum, tequila, or whisky. Over 800 people attended a tasting during the pop up.



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.

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

Local Involvement

- Launched an Interactive **Hospitality and Tourism Career Guide**
- **BTA+**: Nearly 400 new subscribers to the platform in 2023, and new BTA+ Partnerships
- **AnchorBDA**: At a panel at the 2023 BTA Summit, unveiled AnchorBDA's mission to empower Bermuda residents in the hospitality and tourism industry. Presented our suite of certified courses, designed to elevate hospitality & tourism workers expertise, and deliver exceptional service standards.
- In the fourth quarter, we successfully concluded the recruitment and onboarding process for facilitators for the program. Additionally, we accomplished the formation of test cohorts for the program. The feedback received from the cohorts was exceptionally positive, reflecting the participants' enthusiasm and commitment to contribute to our initiatives' success.
- In November, the Tourism Standards & Training department had the opportunity to **participate in the BCCL Travel Learning Unit**, which involved attending the school to observe the various projects, including brochures and marketing campaign assets, created by students for specific countries they had visited or desired to explore. The students chose Bermuda as their focal point, dedicating their efforts to crafting projects to promote Bermuda's vibrant hospitality industry.

BTA Connect

- Managed the BTAConnect booth at the BTA's Tourism Summit 2023, garnering positive feedback from stakeholders and increasing sign-ups.
- Implemented a system where stakeholders automatically receive access to the comprehensive BTAConnect guide and information on key features upon signing up.
- BTAConnect Campaign: Successfully organized and executed a BTAConnect campaign aimed at enhancing stakeholder engagement on the platform. This initiative fostered increased interaction and participation.
- Incorporated new report to show how stakeholders learned about BTAConnect.
- Unique logins for 2023 were up 13% vs 2022, 27% increase in overall logins.

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.

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

Q4 Highlights

Swizzle Festival: After successfully pivoting Swizzle Festival in 2023 to include restaurant partners and licensed swizzle providers, this experience saw 925 people (92 visitors), an increase of 10% from 2022.

Experiences such as Swizzle Festival are key offerings in our programming that support our year-round messaging. Ensuring Bermuda has a diverse array of offerings/programmig during the shoulder season and connecting visitors with authentic immersive experiences.

Art Month: This year, the Experiences Division piloted a new initiative, “Art Month”, which sought to inspire travel by showcasing Bermuda’s rich artistic community and culture through an array of events, activities, and experiences during October for our target segments.

This first-time initiative had a total of five new BTA curated experiences and 27 on-island experiences marketed throughout the month. In total 961 guests attended the Art Month experiences; of which it is estimated that 8% were visitors. Event will return in 2024 and look to inspire travel by focusing and targeting aligned groups who travel for these unique experiences.

UberSoca Activation: In November, BTA hosted an overseas activation onboard the UberSoca cruise to highlight our 2024 key signature events and promote travel to the destination. With 7000 passengers on these sailings, Bermuda was prominently displayed through onboard signage, videos, e-mail blasts, social promotions on UberSoca channels, and an array of promotional activation engaging with passengers and supports our objective to increase the number of BIPOC visitors to the island.

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.

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

Sports & Business Development

Bermuda Gold Cup: October 2 – 7: With a legacy dating back to 1937, the Bermuda Gold Cup sailing event has evolved into a key international stop on the World Match Racing Tour. Hosted annually at the Royal Bermuda Yacht Club, this prestigious match racing event boasts the oldest trophy in the world for competitive one-design sail racing. Bermuda's position in this space can be further leveraged through these connections. Sailors of this pedigree provide opportunity for Bermuda to access spectators who are drawn to high-stakes adrenaline fueled events.



Annual Bermuda Breeze Tennis Championship, October: An officially sanctioned United States Tennis Association (USTA) Super Category II event designed for players over the age of 40. Promoted in Tennis Championships Magazine, as a 'Match made in heaven', the event showcased the best of Bermudian hospitality, competition and camaraderie. The 6-night, 7-day event hosted at the Coral Beach and Tennis Club contributed valuable economic impact during the tournament, demonstrating a sweet spot between sport and leisure. Planning is underway for a 2024 event.



Sports & Business Development, Cont'd.

Goslings Invitational, November: The Goslings International Invitational is a historical 54-hole Pro-Am championship that has been produced for over 50 years at multiple Bermuda golf courses. Over 100 guests enjoyed luxury accommodations at Newstead Belmont Hills and the Hamilton Princess hotels.

Bermuda Cross Country Challenge, December: Launched in 2022, a cross-country youth event held at the Botanical Gardens marks a collaborative effort between the Bermuda Tourism Authority, Speed 4 Sport, a youth sports development company, and the Bermuda National Athletics Association. Attracted 100 US athletes, coaches, and supporters. Speed 4 Sport planning a return in June 2024 with more athletes for the Track & Field Challenge at the National Center.

71st Annual Bermuda Goodwill: December: More than 200 visitors participated from the UK, US, and Canada. for a week of friendly competitive golf, warm Bermudian hospitality, and camaraderie. Established in 1953, this is the longest running Pro-Am golf tournament in the world.

USATF Annual Meeting: November 30 – December 3: BTA was a lead sponsor for the 2023 USATF Annual Meeting. This is the pinnacle gathering for athletes, coaches, officials, and enthusiasts dedicated to the sport of track and field in the United States. The BTA Business Development team were visibly active during the 3-day convention with Hazel Clark hosting multiple “coffee sessions” with athletes sharing the success of the event and encouraging participation in the 2024 Grand Prix. Bermuda also garnered exposure on a social post shared on USATF Instagram, Facebook and X.

Q4 Sales Activity – Group/Travel Trade

IMEX America - October 16-19.

Hotel Partners attending: Hamilton Princess & Beach Club, Fairmont Southampton, Grotto Bay, Cambridge Beaches, Newstead Belmont Hills. IMEX America is the largest trade show in the US for the global meetings, events and incentive travel industry. This year there was a Bermuda Booth and BTA partnered with Black Meeting and Tourism Magazine to host their group of 40 Hosted Buyers for an exclusive Bermuda themed Welcome Reception at the Eiffel Tower Restaurant & Observatory.

Affluent Luxury Collection in partnership with Travel Savers - October 27-31.

This event brought together the most highly motivated advisors and top suppliers in luxury travel today.

World Travel Market (WTM) - November 4-10. This show brings together the international leisure travel community; providing exhibitors a place to do business and showcase their services and a sourcing opportunity for travel professionals. This year over 38,500 attendees attended and Bermuda had a booth with four hotel partners in attendance.



Q4 Sales Activity – Group/Travel Trade

Signature Travel Network National Conference - November 6-9.

This four-day event provided a forum for established network of industry experts, engage through expert-led workshops, expand business opportunities through partner appointments, and cultivate meaningful connections through our common love of travel.

ROGUES 59th Annual Celebration - November 9 – 12:

Held at the Hamilton Princess & Beach Club. Founded in 1964, the social club, aims to get professional men out into the world, truly experiencing life and living it to the fullest. Attended by more than 160 guests.



Financials Q4 2023

Analysis of Income & Expenditure

	Q4			Year To Date		
	Actual	Budget	PY	Actual	Budget	PY
Income						
Grants, subsidy & contribution income	4,750,000	4,749,999	5,010,000	19,260,000	19,260,000	20,405,000
Tourism authority fee	1,554,477	1,424,973	1,322,790	7,818,165	6,750,000	6,261,838
Cruise passenger visitor fee	889,552	1,019,014	966,320	6,974,336	6,500,000	5,785,968
Vacation rentals	239,525	250,500	225,285	625,369	610,500	582,504
	7,433,554	7,444,486	7,524,395	34,677,870	33,120,500	33,035,310
Direct costs						
Marketing	4,414,627	3,544,750	3,486,978	14,023,940	13,365,000	12,028,689
Sales	1,239,524	1,327,365	432,654	7,651,119	8,570,405	7,714,485
Experience development	163,524	189,000	94,855	767,566	820,000	294,031
Research & Business Intell	185,552	135,724	178,248	552,875	555,469	437,159
Operations	273,152	234,500	207,321	775,251	876,000	711,380
	6,276,379	5,431,339	4,400,057	23,770,751	24,186,874	21,185,744
General costs						
Staff costs	1,594,991	1,687,796	1,501,377	6,438,399	6,641,441	5,635,338
Communications & IT	131,820	148,851	162,405	543,813	612,426	501,228
General expenses	324,633	392,651	405,799	1,057,747	1,240,600	1,113,477
Marketing	1,052	125	892	5,343	3,500	2,211
Premises	208,640	205,641	203,139	829,146	818,766	806,707
Professional fees	180,546	98,132	128,672	446,075	387,532	439,550
Equipment	1,465	7,712	4,518	18,468	29,500	16,105
	2,443,147	2,540,908	2,406,802	9,338,991	9,733,765	8,514,616

