

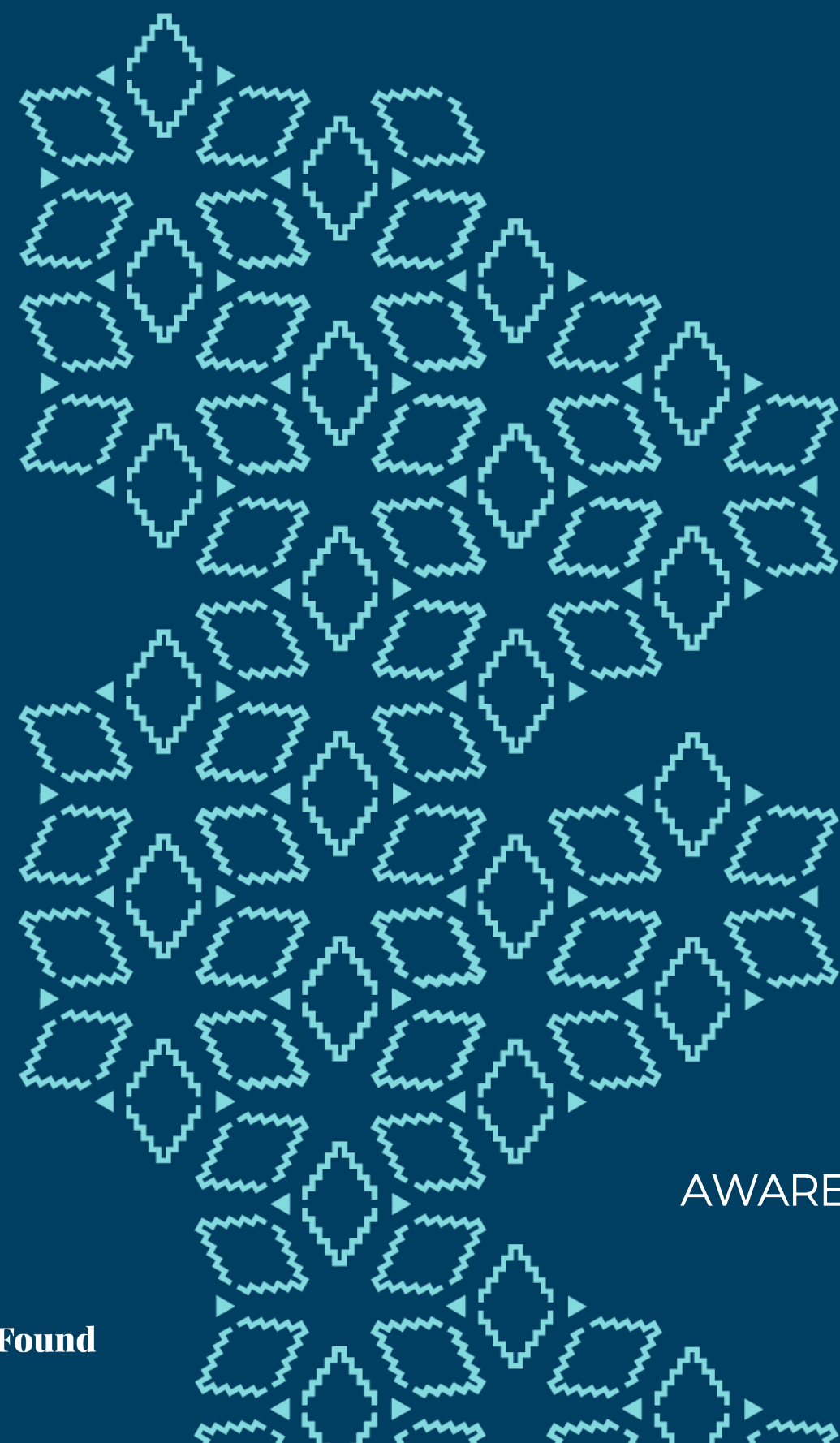


# Quarterly Activity Report – Q1 2024

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



# 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

## Q1 Paid Media

From January 1 – March 31, Miles Partnership ran 8 unique Paid Media campaigns and partnerships, each with specific objectives. These campaigns and partnerships were:

- Always-On (Digital, Social SEM)
- Pink Sale
- Splash Sale
- Saks Fifth Avenue (11/14/23- 1/3/24)
- AFAR
- Moynihan Train Hall
- New York Times
- JetBlue x Hopper

Each campaign ran unique creative on various channels, based on the campaign objectives set forth. We also ran one-off custom partnerships not directly tied to campaigns.

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



# Objectives and KPIs

CAMPAIGN	OBJECTIVE	PRIMARY KPI
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/booking.	Digital: CTR, VCR, Imps  Social: LPVs
Always-On SEM	Drive traffic to GoToBermuda.com based on user search patterns.	Clicks, CTR
Pink Sale	Drive traffic to GoToBermuda.com's Pink Sale landing page and increase hotel/airline bookings.	Digital: CTR, VCR, Imps  Social: LPVs
Custom Partnerships (includes Afar, NYT, Moynihan Train & HopperxJetBlue)	Increase awareness of the Bermuda brand through custom, interactive digital campaigns that drives visitation to the website, and ultimately in market.	Awareness, CTR
Splash Sale	Drive traffic to GoToBermuda.com's Splash Sale landing page and increase hotel/airline bookings.	Digital: CTR, VCR, Imps  Social: LPVs



# Campaign Performance (Media Partners)

Campaign Performance Metrics

## Always-On

Digital:

Impressions: 21,207,947  
Clicks: 37,711  
CTR: 0.21%  
VCR: 64.02% (OLV); 97.54% (CTV)  
Conversions: 26,084

Social:

Impressions: 11,765,472  
Link Clicks: 333,796  
Link CTR: 2.84%  
c/LPV: \$0.37

SEM:

Impressions: 1,609,362  
Clicks: 293,160  
CPC: \$0.27  
CTR: 18.22%  
Conversions: 215,852

## Custom Partnerships

Impressions: 4,728,037  
Clicks: 473+7831+8734  
CTR: 1.15%  
Conversions: 3,090\*

## Pink Sale

Digital:

Impressions: 11,182,783  
Clicks: 12,573  
CTR: 0.26%  
VCR: 73.9% (OLV); 97.19% (CTV)  
Conversions: 13,791

Social:

Impressions: 1,511,013  
Link Clicks: 34,994  
Link CTR: 2.32%  
c/LPV: \$0.46

SEM:

Impressions: 58,047  
Clicks: 15,387  
CPC: \$0.14  
CTR: 26.51%  
Conversions: 13,019

## Splash Sale

Digital:

Impressions: 13,511,044  
Clicks: 13,496  
CTR: 0.18%  
VCR: 68.1% (OLV); 96.93% (CTV)  
Conversions: 17,259

Social:

Impressions: 3,517,016  
Link Clicks: 50,811  
Link CTR: 1.44%  
c/LPV: \$0.66

SEM:

Impressions: 18,573  
Clicks: 3,390  
CPC: \$1.59  
CTR: 18.25%  
Conversions: 4,800



# Channel Performance

## Performance by Channel

### DIGITAL

Impressions: 43,767,184  
Clicks: 144,598  
VCR: 67.14% (OLV); 97.26% (CTV)  
CTR: 0.21%  
Conversions: 61,599  
Engagements: 15,163

### OOH

Impressions: 6,862,627

### SEM

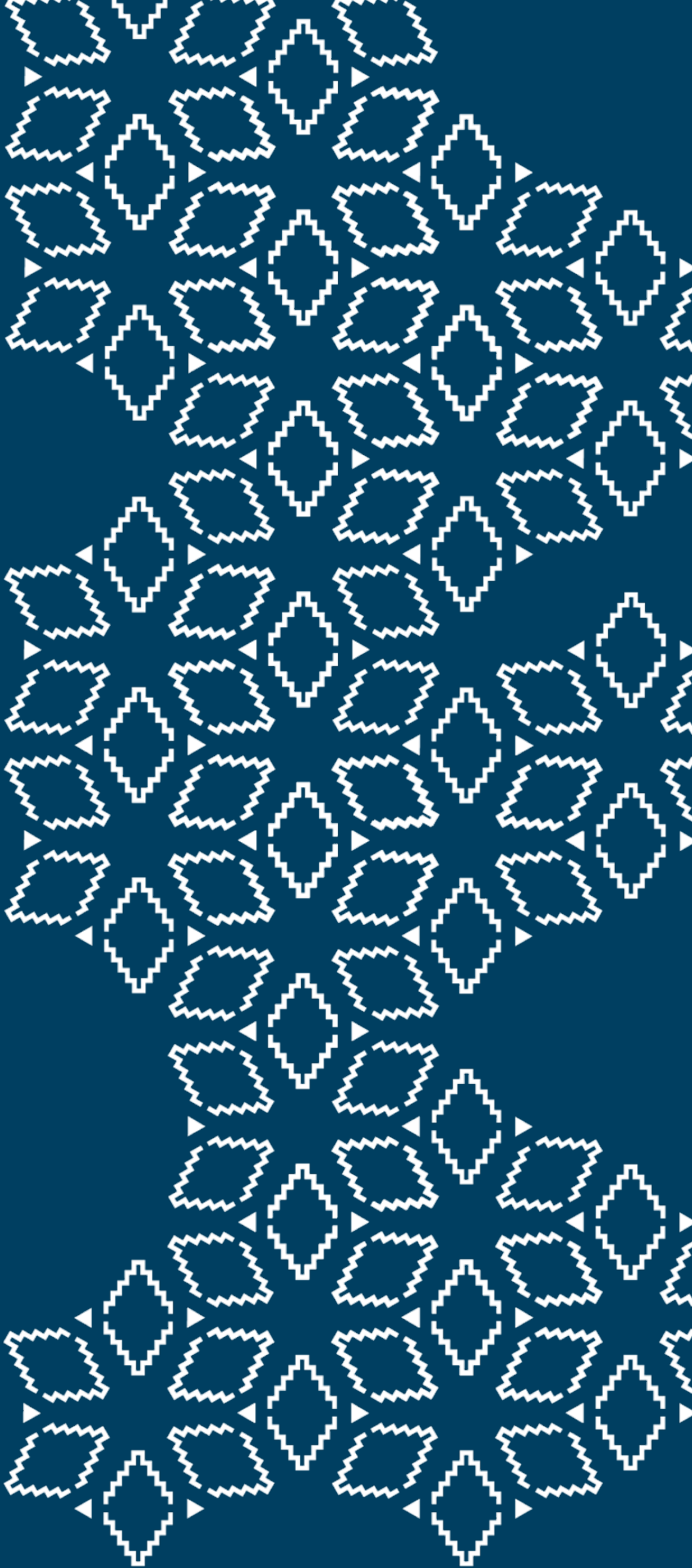
Total Impressions: 1,170,546  
Total Clicks: 192,760  
CPC: \$0.51  
CTR: 16.47%  
Conversions: 145,873

### FACEBOOK

Impressions: 16,503,793  
Link Clicks: 413,981  
C/Link Click: \$0.29  
Link CTR: 2.5%  
Landing Page Views: 298,300  
C/LPV: \$0.41

### INSTAGRAM

Impressions: 289,708  
Link Clicks: 5,620  
C/Link Click: \$0.49  
Link CTR: 1.9%  
Landing Page Views: 4,726  
C/LPV: \$0.59





# Ad Creative Analysis: Digital

Top Digital Media Ad Units by Clicks (all campaigns)

Vendor: Travelzoo

Campaign: Pink Sale FY24

Tactic: eBlast to NY Subscriber List

Clicks: 242

CTR: 0.57%

Vendor: Ad+Genuity DSP

Campaign: Always On FY24

Tactic: Culinary – 300x600

Clicks: 3,594

CTR: 0.56%

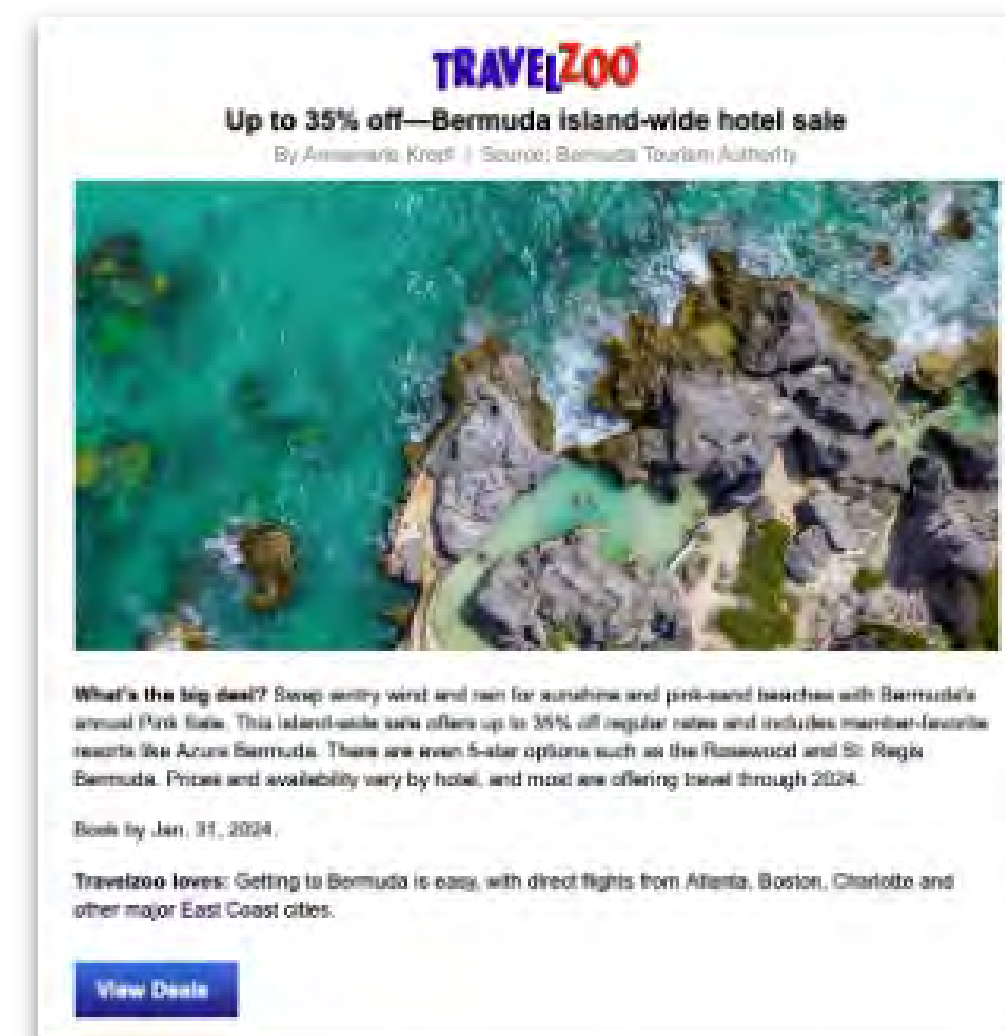
Vendor: Travelzoo

Campaign: Pink Sale FY24

Tactic: eBlast to US Subscriber List

Clicks: 652

CTR: 0.48%





# Ad Creative Analysis: Digital

Top Digital Media Ad Units by Impressions (all campaigns)

Vendor: Ad+Genuity DSP  
Campaign: Pink Sale FY24  
Tactic: CTV - :30s  
Impressions: 7,967,820



Vendor: Ad+Genuity/Vistar DSP  
Campaign: Splash Sale FY24  
Tactic: DOOH – Make a Splash  
Impressions: 6,749,432



Vendor: Ad+Genuity DSP  
Campaign: Splash Sale FY24  
Tactic: OLV - Splash Sale :30s  
Impressions: 6,433,336

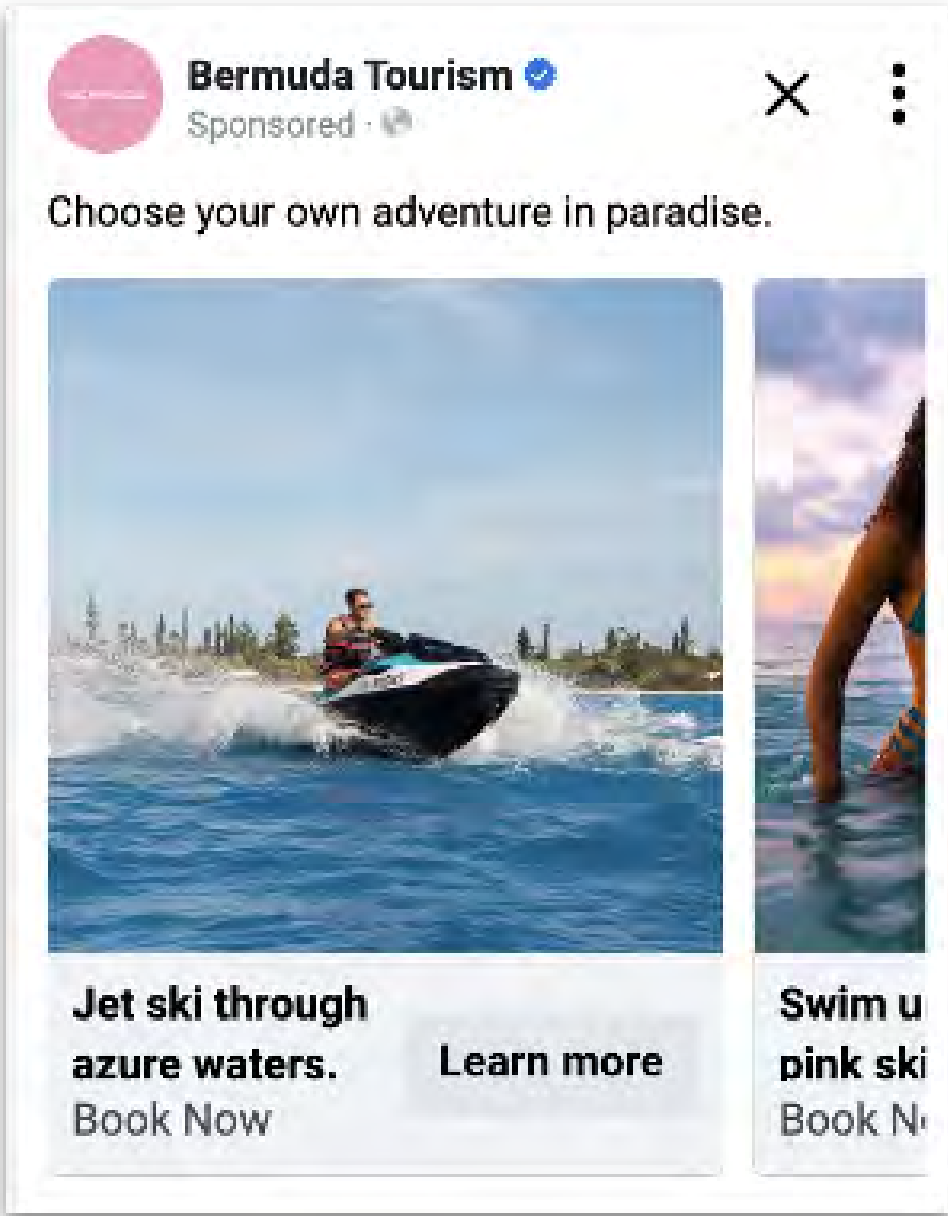




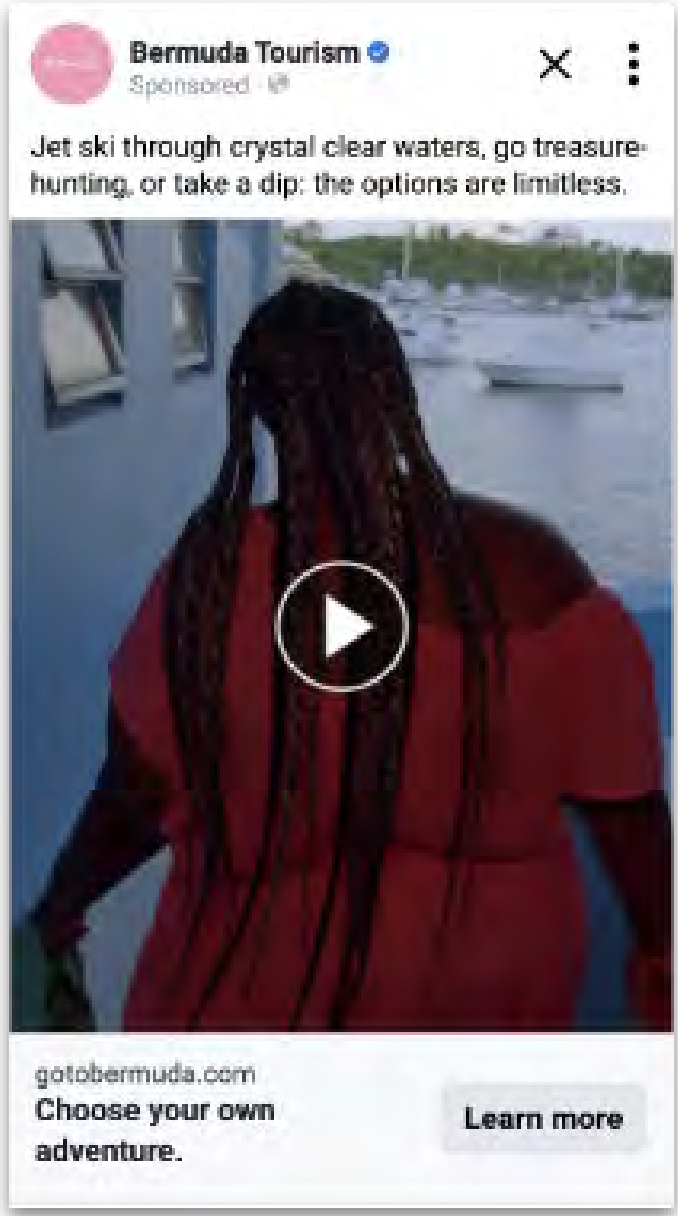
# Ad Creative Analysis: Facebook

Top Social Media Ad Units:  
All campaigns  
KPIs: LPVs

Vendor: Meta  
Campaign: Always On  
Ad: Solo Traveler Carousel  
LPVs: 66,444  
C/LPV: \$0.31



Vendor: Meta  
Campaign: Always On  
Ad: Solo Traveler 15s video  
LPVs: 34,777  
C/LPV: \$0.36



Vendor: Meta  
Campaign: Always On  
Ad: Culinary 15s video  
LPVs: 35,830  
C/LPV: \$0.38

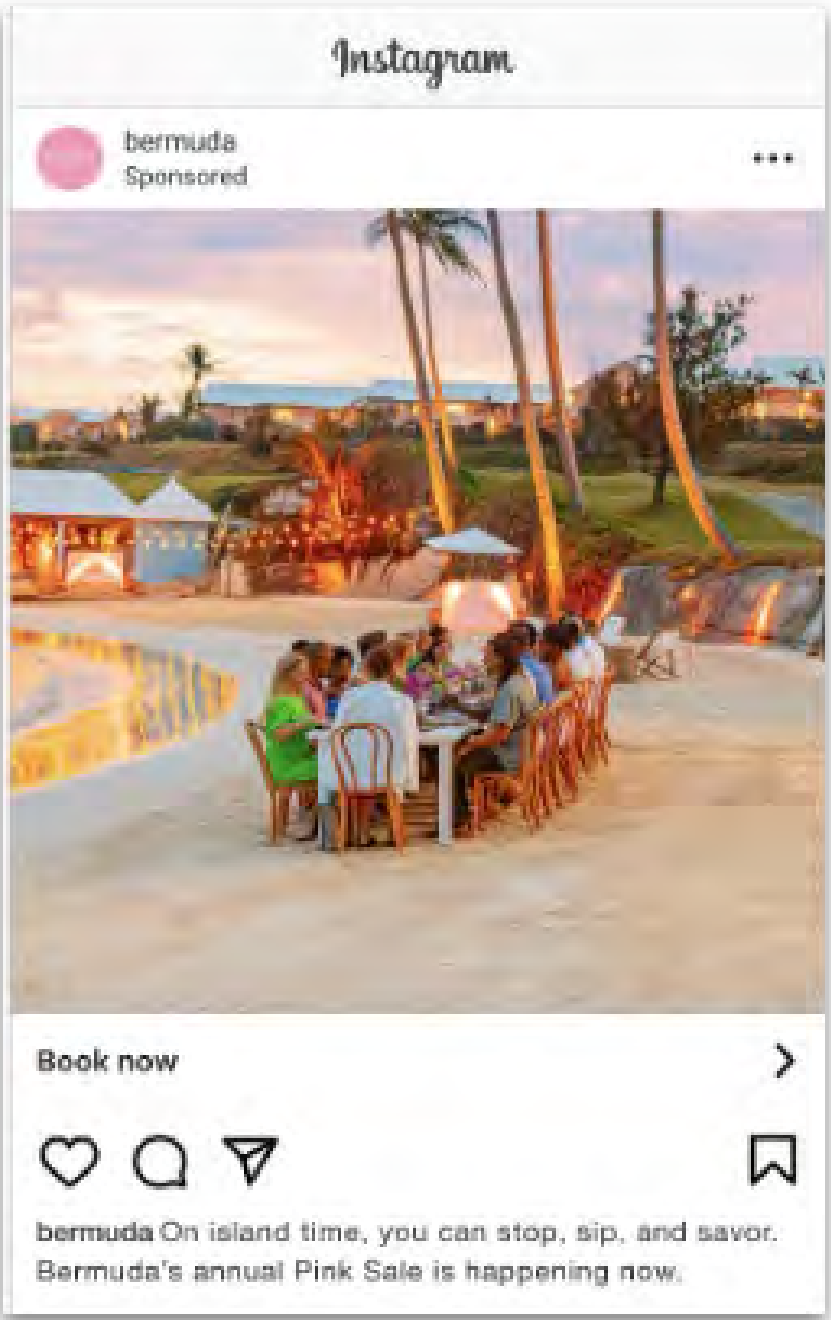




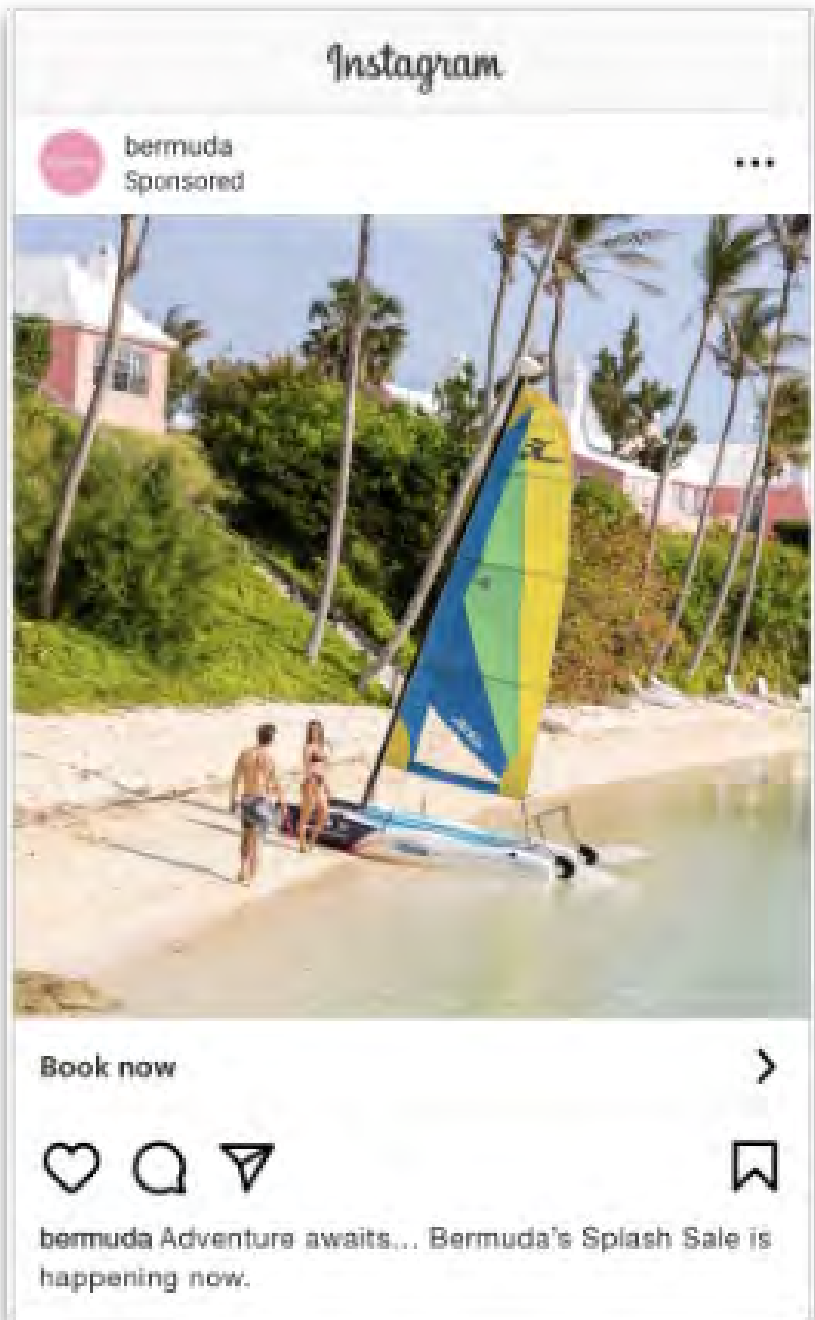
# Ad Creative Analysis: Instagram

Top Social Media Ad Units:  
All campaigns  
KPIs: LPVs

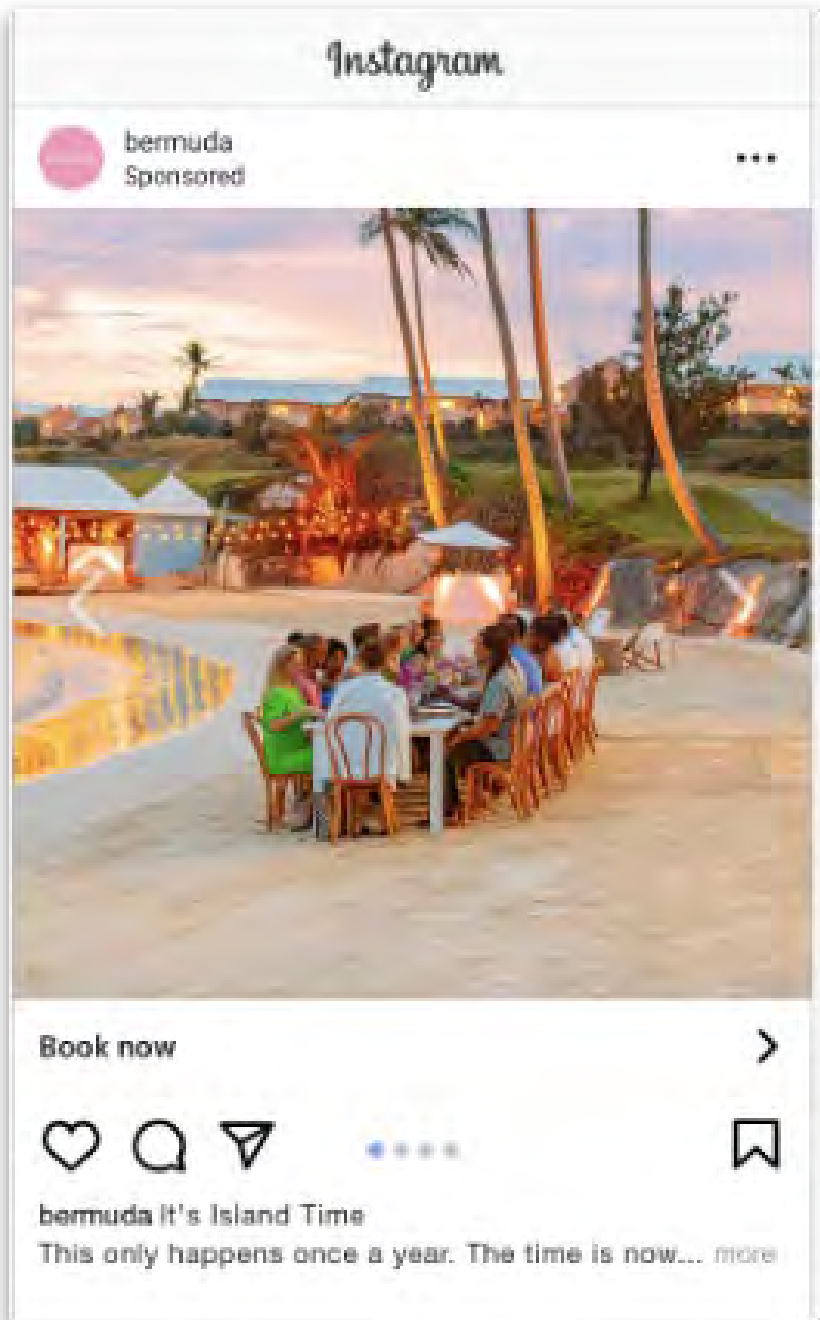
Vendor: Meta  
Campaign: Pink Sale  
Ad: Beach dining image  
LPVs: 2,013  
C/LPV: \$0.43



Vendor: Meta  
Campaign: Splash Sale  
Ad: Sailboat image  
LPVs: 1,634  
C/LPV: \$0.61



Vendor: Meta  
Campaign: Pink Sale  
Ad: Carousel  
LPVs: 191  
C/LPV: \$0.47





# 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, but are not limited to:
    - Luxury travellers
    - Jet setters
    - Foodies
    - Adventure enthusiasts
    - Group travellers
    - Family travel



# Audience Analysis

Top Performing Audiences by Channel

CAMPAIGN	DIGITAL	SOCIAL
Always-On	All Travel, Travel Enthusiasts, Beach Vacations, Bermuda Travel, Waterfront Vacationers	Solo Traveler, Culinary, Group Getaways
Pink Sale	Adventure Seekers, Winter Travel, Frequent Traveler, Luxury Traveller, Bermuda Travel	General Traveller
Splash Sale	Whale Watching, Frequent Travellers, Golf, History Buffs, Adventure Seekers	General Traveller



# Geographic Overview

Targeting By Campaign:

CAMPAIGN	DIGITAL
Always-On	Primary: New York City, Boston, Washington DC, Philadelphia, Newark (in NY DMA), Toronto, Miami, Charlotte, Baltimore
Pink Sale	Primary: New York City, Boston, Washington DC, Philadelphia, Toronto, Miami, Charlotte Secondary: Baltimore, Hartford, Atlanta, Chicago, Dallas, San Francisco
Splash Sale	Primary: New York City, Boston ,Washington DC ,Philadelphia, Toronto, Miami, Charlotte, New Jersey Secondary: Baltimore, Hartford, Atlanta, Dallas DOOH ONLY: Washington DC, Boston, New York



# Geographic Analysis

Top Performing Geos by Channel

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



# Key Takeaways

## DISPLAY

Always On digital placements saw a slightly delayed launch with the teams working toward budget and creative approvals, and officially went live with all tactics on 2/9. Incremental, custom campaigns were also live with the goal of drawing awareness through eye-catching and engaging content and package elements. With Q1 numbers reflecting only about 1.5 months of paid digital media efforts, we are looking to see an uptick QoQ in overall impressions, clicks, CTR, VCR and other key performance indicators relevant to Always-on and other upcoming Q2 campaigns.

## SEM

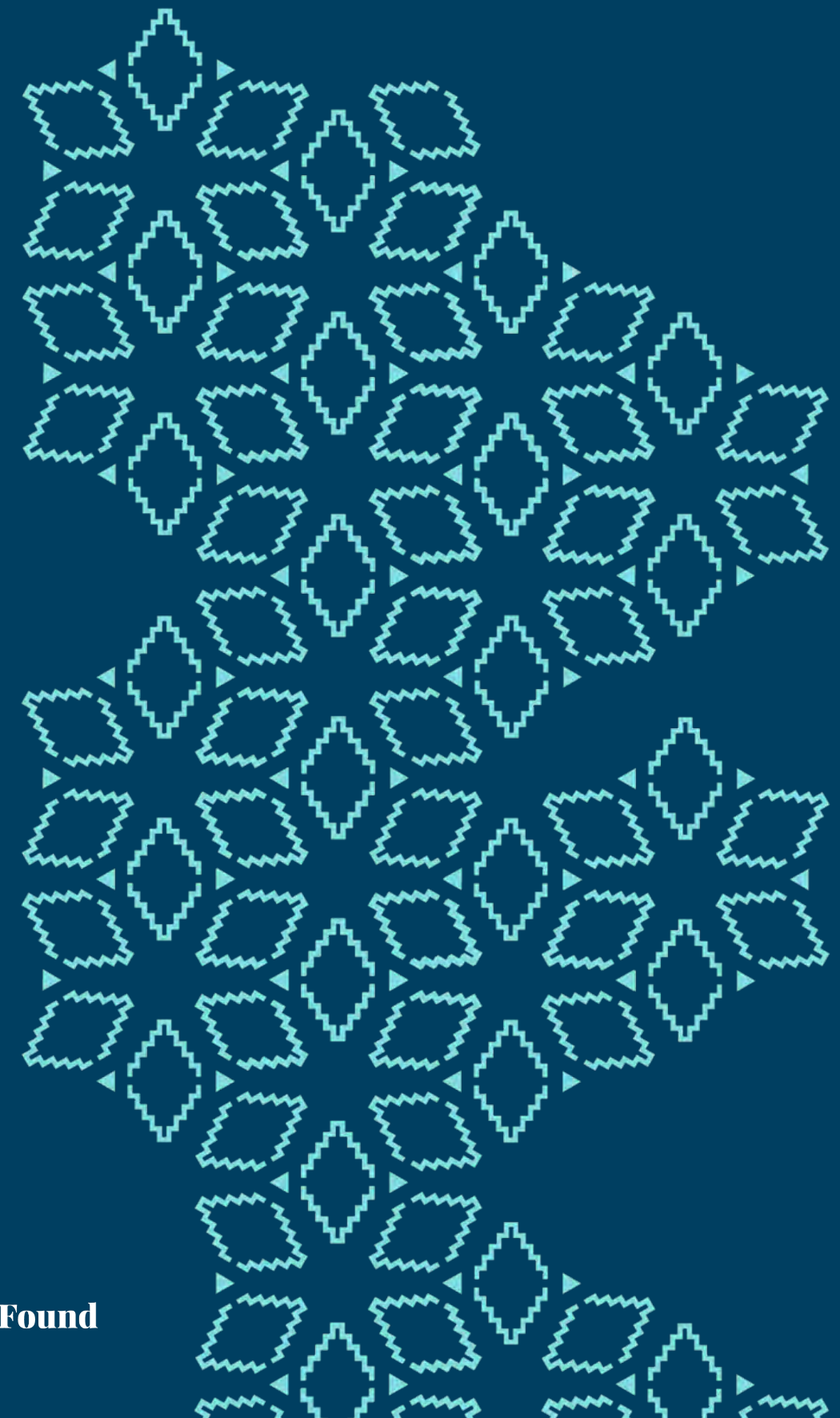
QoQ, we saw an increase in conversions, impressions, clicks and CTR and a decrease in CPC. The Performance Max campaign continues to drive the most traffic and the lowest CPC (\$0.08), and the campaign with the highest CTR was the Training in Bermuda campaign (27.13%), which was launched mid-March. SEM campaigns are performing at or above industry standards.

## SOCIAL

The cost per landing page view improved again this quarter as we continued to focus budget on consideration tactics. Learnings and optimizations lead to an improved cost per land across all campaigns of 18% QoQ. Looking at the Always on campaign specifically the cost per land improved 16% QoQ. The top performing Q1 creative showcased people partaking in captivating activities around Bermuda along with culinary content.



# Derris – Creative





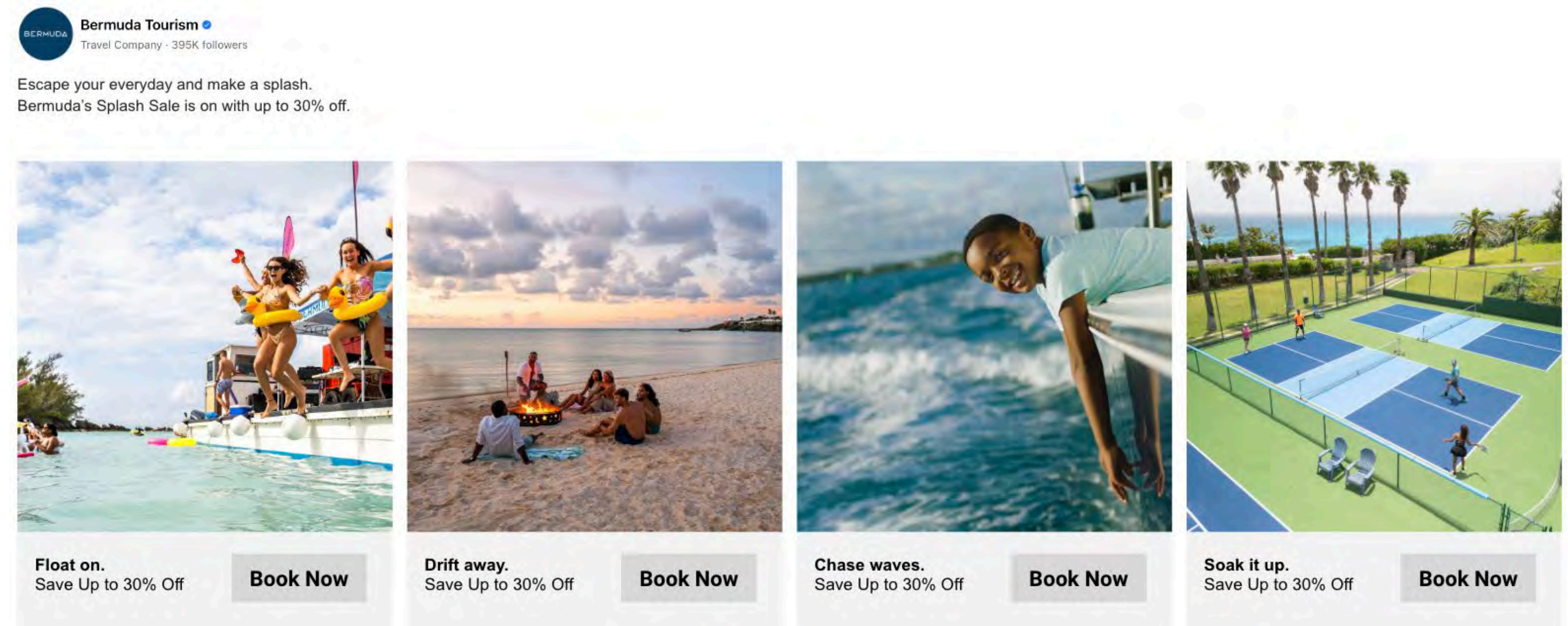
# Splash Sale

## Make a Splash

With the start of the spring season within sight, our audience needed an escape from the everyday. Using actionable language, we leaned into the name Splash Sale with water-adjacent words, while showing the breadth of incredible experiences to be found in and around the water in Bermuda.

## Media Type

- Display Ads
- Native Video
- Meta Image, Video & Carousel Ads
- DOOH
- SEM
- Pre-Roll/CTV





# JetBlue Owned Ads


"In less time than it takes to pack."

Our objective was to entice JetBlue travellers to book a trip Bermuda by sharing that they can reach their destination in under 2 hours, from either New York or Boston.

*\*Note, this was a value-add opportunity as part of the larger partnership with JetBlue.*

## Media Type

- Email Footer
- Map Channel Ad
- In-Flight FlyFi Ad



**Travel to Bermuda**  
(in less time than it takes to pack).

Get ready: JetBlue flies direct from  
Boston or NYC, in under 2 hours.

[Book Flights](#)

**BERMUDA**



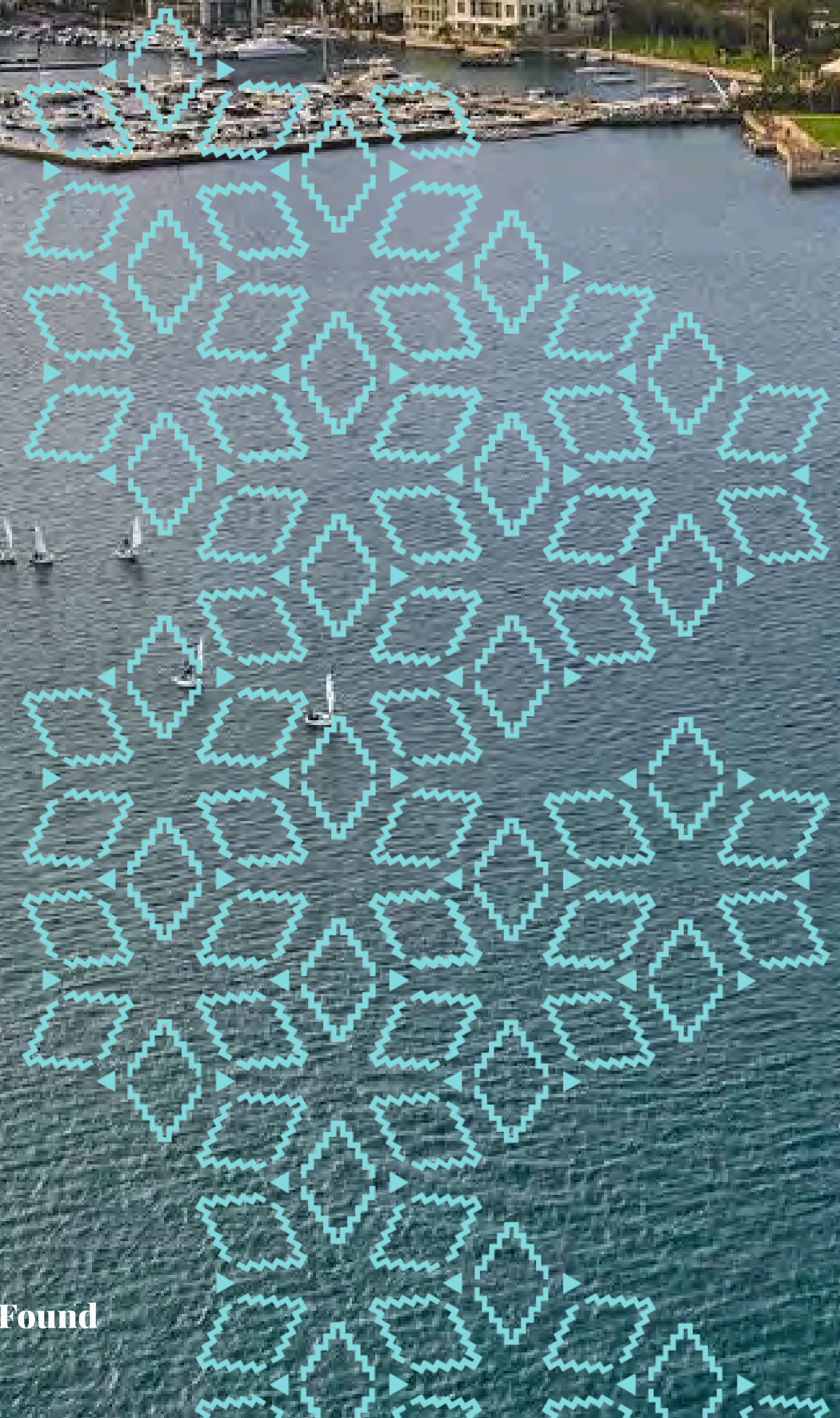
# Lessons Learned and Innovations

## 15s Videos Perform Best (so Let's Test!)

Miles team shared that 15s videos perform best, so we plan to elevate ideas on how we can further test and optimize our approach based on this insight, for example: test targeted messages, evaluate if 10s might perform even better on Meta. (Note, the optimum Reel length is between 7-15 seconds.)



# PR Q1 Report





# Key Metrics and Analytics

- In Q1, Bermuda was mentioned in **23 pieces of media coverage** and featured in **4 in-feed social media posts**. This number includes BerlinRosen placements, broadcast and radio mentions, as well as social media posts.
- Coverage by Top 100 Outlets:
  - 10 editorial placements: USA Today, Conde Nast Traveler, Forbes (x2), AFAR, Men's Journal, Reader's Digest, Essence (x2), Travel + Leisure
- Total Potential Media Impressions: 379,694,999
- Total Media Value: \$35,596,406.17
- Total Potential Social Media Reach: 176,459
- Total Social Value: \$16,543.02
- BerlinRosen's robust PR efforts included 2,020 exchanges with journalists from press trip invitations and inbound requests, to general pitch conversations, desk-sides, and more.



# Media Coverage

Date	Outlet	Title	Author Name	Key Messages
Consumer				
1/2/24	USA Today	<a href="#">Travel inspo: 10 great places to go with kids in 2024</a>	Allison Tibaldi	General Destination Coverage
1/2/24	Yahoo Canada	<a href="#">Travel inspo: 10 great places to go with kids in 2024</a>	Allison Tibaldi	General Destination Coverage
1/2/24	Yahoo News	<a href="#">Travel Inspo: 10 Great Places to Go with Kids in 2024</a>	Allison Tibaldi	General Destination Coverage
1/2/24	AOL	<a href="#">Travel inspo: 10 great places to go with kids in 2024</a>	Allison Tibaldi	General Destination Coverage
1/2/24	Yahoo News New Zealand	<a href="#">Travel Inspo: 10 Great Places to Go with Kids in 2024</a>	Allison Tibaldi	General Destination Coverage
1/3/24	TravelPulse	<a href="#">Bermuda Announces Island Getaway Deals with Winter Pink Sale</a>	Noreen Kompanik	Pink Sale
1/17/24	Forbes	<a href="#">The 10 Best Hotels In Bermuda</a>	Alison Fox	General Destination Coverage
1/19/24	Forbes	<a href="#">Bermuda Serves As An Ideal Winter Escape For Adventurous Travelers</a>	Roger Sands	General Destination Coverage
1/19/24	Conde Nast Traveler	<a href="#">32 Winter Travel Deals for Last-Minute Trips</a>	Kyler Alvord	Pink Sale
1/24/24	AFAR	<a href="#">How to Venture off the Tourist Trail in the Caribbean</a>	Laura Begley Bloom	General Destination Coverage
1/28/24	Food & Beverage Magazine	<a href="#">BERMUDA TOURISM AUTHORITY PRESENTS RESTAURANT WEEKS</a>	Staff	Restaurant Weeks
1/31/24	Men's Journal	<a href="#">Have You Ever Considered An Island Run-cation?</a>	Dalton Johnson	Run-Cation
2/6/24	DealTown	<a href="#">Food and Beverage Magazine Weekly Newsletter</a>	Staff	Restaurant Weeks
2/28/24	Men's Life DC	<a href="#">Bermuda beckons: Nonstop flights from the Washington, DC area set to take off</a>	Troy Petenbrink	DC Flight
2/28/24	Reader's Digest	<a href="#">20 Best Honeymoon Destinations for the Dreamiest Trip You'll Ever Take</a>	Carrie Bell	General Destination Coverage
2/29/24	AARP	<a href="#">7 Unique Colorful Beaches to Enjoy Around the World</a>	Susan B. Barnes	General Destination Coverage
3/9/24	Travel + Leisure	<a href="#">Score 30% Off Stays, and More Perks, at These Bermuda Hotels — When to Book</a>	Michael Cappetta	Splash Sale
3/10/24	The Zoe Report	<a href="#">These Luxury Hotels With Art Collections Rival Many Museums</a>	Lindsay Cohn	Hamilton Princess
3/11/24	Corporate and Incentive Travel	<a href="#">What Makes The Bahamas &amp; Caribbean a Top Destination for Meetings</a>	Rayna Katz	Meetings / Incentives
3/19/24	Essence	<a href="#">A Newcomer's Guide To Exploring Bermuda's Rich Culinary Scene</a>	Dominique Fluker	Restaurant Weeks
3/25/24	Essence	<a href="#">WATCH: In My Feed – A Look at Bermuda's Rich Culture</a>	Dominique Fluker	Restaurant Weeks
3/25/24	Time Out New York	<a href="#">Here's how you can win a free trip to Bermuda next week in the Meatpacking District</a>	Shaye Weaver	JetBlue Activation
3/25/24	TravelTradeToday	<a href="#">New Yorkers Can Win A Free Trip To Bermuda: Here's How - (Jetblue Airlines)</a>	Staff	JetBlue Activation
Social				
3/4/24	<a href="#">@Dominiquebfluker</a>	<a href="#">Thank you @bermuda for the wonderful hospitality, delicious food and craft cocktails, detailed tours, and pristine pink sand beaches. ☐</a>	Dominique Fluker	Restaurant Weeks
3/5/24	<a href="#">@GillieHouston</a>	<a href="#">Scenes from @bermuda restaurant week</a>	Gillie Houston	Restaurant Weeks
3/5/24	<a href="#">@GillieHouston</a>	<a href="#">Story Posts</a>	Gillie Houston	Restaurant Weeks
3/24/24	<a href="#">@JaJuanMalachi</a>	<a href="#">Recently, I was afforded the opportunity to head to @bermuda to interview Chef Charlie Mitchell (@chuckgood) for @blavity amid the finale of their restaurant week.</a>	JaJuan Malachi	Restaurant Weeks
3/30/24	<a href="#">@JaJuanMalachi</a>	<a href="#">Change Clothes. #bermuda #jetsetter #loveislove</a>	JaJuan Malachi	Restaurant Weeks



# Press Releases

## Bermuda’s Pink Sale Is Back with Up to 35 Percent Off and Free Night Stays

- Objective: Promote Bermuda's inaugural Pink Sale to travel trade and consumer-focused media
- Audience: BerlinRosen drafted, finalized and distributed to trade and travel outlets
- Top Hits: Conde Nast Traveler, TravelPulse
- Reach: 6,317,078

## Bermuda Tourism Announces Restaurant Weeks Lineup with Chef Charlie Mitchell

- Objective: Promote on-island Restaurant Weeks programming to travel trade and consumer-focused media
- Audience: BerlinRosen drafted, finalized and distributed to trade and travel outlets
- Top Hits: Food & Beverage Magazine, Deal Town
- Reach: 689,607

## Bermuda’s Splash Sale Returns with Savings of Up to 30% Off Accommodations and Free Night Stays

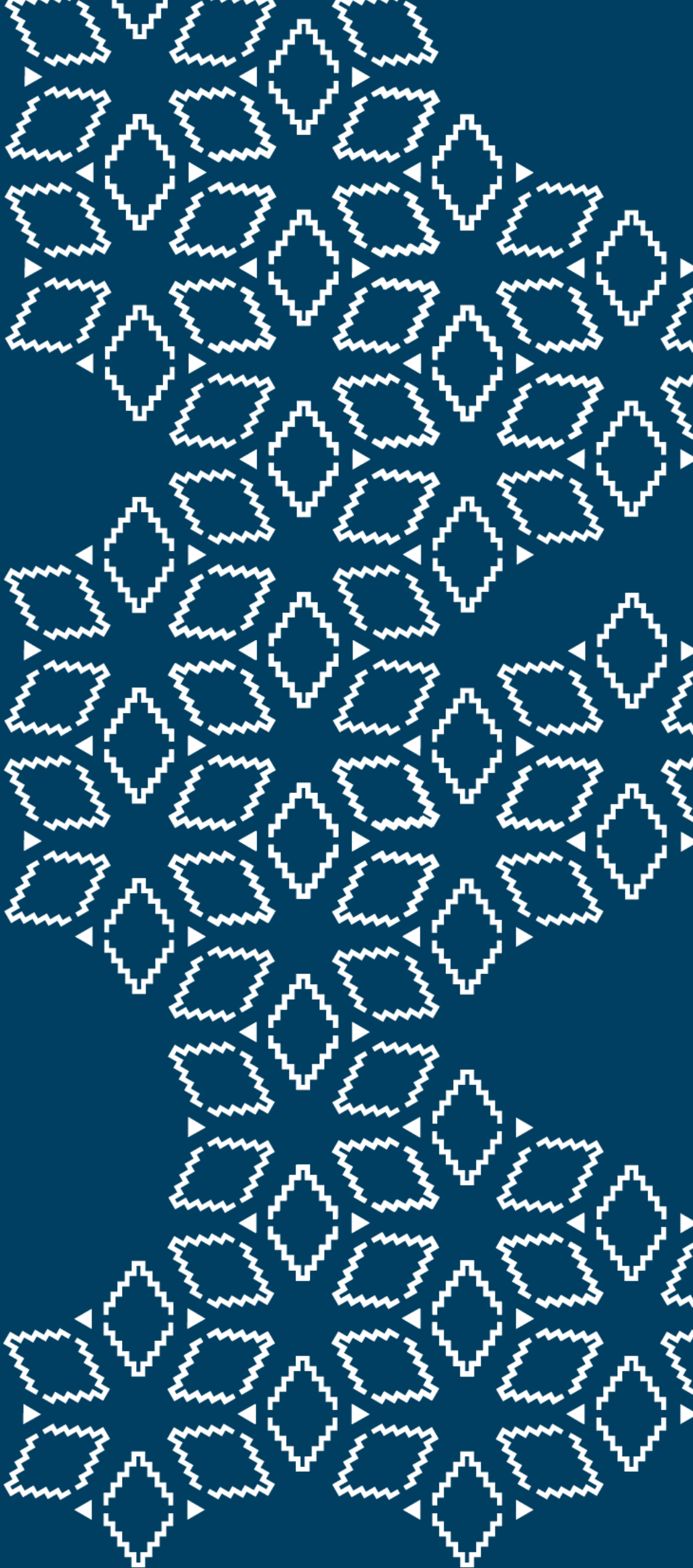
- Objective: Promote Bermuda's inaugural Splash Sale to travel trade and consumer-focused media
- Audience: BerlinRosen drafted, finalized and distributed to travel and lifestyle media
- Top Hits: Travel + Leisure
- Reach: 15,298,774

## Bermuda Welcomes Expanded US Nonstop Airlift for 2024 with Flights Under 3 Hours

- Objective: Promote Bermuda's increased direct airlift from the east coast to travel-trade and consumer-focused media
- Audience: BerlinRosen drafted, finalized and distributed to trade and travel outlets
- Top Hits: Mens Life DC
- Reach: 281

## United States Track and Field Bermuda Grand Prix Returns on April 28

- Objective: Promote Bermuda's on-island USATF Grand Prix programming to sports and consumer-focused media
- Audience: BerlinRosen drafted, finalized and distributed to trade and travel outlets





# Events and Campaigns

- Restaurant Weeks
  - To promote Bermuda's inaugural Restaurant Weeks, BerlinRosen hosted a press trip with three attendees including two reporters and one content creators resulting in extensive social media coverage and three features in Essence and Blavity
  - BerlinRosen supported BTA in developing an itinerary, escorting the group on island, and coordinating travel and accommodations
- IMM
  - BerlinRosen coordinated deskside meetings with 24 media attendees and staffed the event with BTA.
- Betches Night Out
  - BerlinRosen secured Juliana LaBianca's, Hearst's deputy features editor and Sabrina Choudhary's, online editorial coordinator for Food Network Magazine for media relationship building at City Winery's Betches Night Out
- JetBlue Activation – Event Planning
  - BerlinRosen coordinated event logistics, drafted media alert, compiled targeted media list, and conducted outreach to secure pre-event coverage and day-of editorial appointments
- DC Flight Launch Activation – Event Planning
  - BerlinRosen provided venue options, facilitated partner conversation, drafted the Master Action Plan/timeline, and coordinated event logistics



# Community Engagement

BerlinRosen liaised with local, on-island partners for the below media opportunities during Q1

- o **Restaurant Weeks**

- o BerlinRosen coordinated with The Loren and Hamilton Princess to coordinate mixologist Tiffanie Barrier and Chef Charlie Mitchell events
- o BerlinRosen secured coverage in Essence, Food & Beverage Magazine and Dealtown, highlighting The Loren, Village Pantry, Wahoo's Bistro & Patio Restaurant, Goslings Rum Distillery, Wild Herbs N Plants, and Wadson's Farm.

- o **Annual Splash Sale Restaurant Weeks**

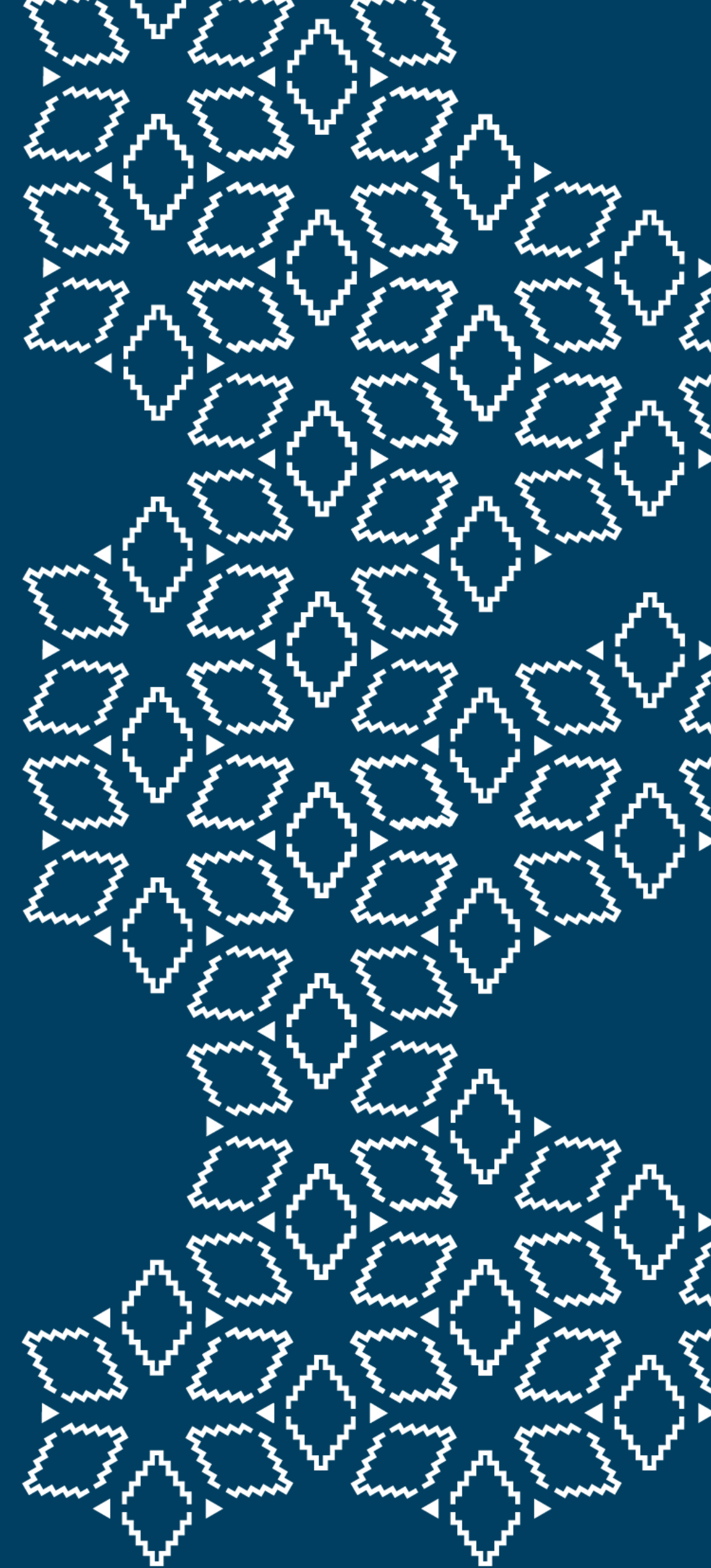
- o BerlinRosen secured coverage in Travel + Leisure highlighting hotel partners Coco Reef Hotel, Oxford House, Grotto Bay Beach Resort, Rosewood Bermuda, Willowbank, the Royal Palms and Pompano Bach Club.; also highlighted were airline partners American Airlines and BermudAir

- o **Pink Sale**

- o BerlinRosen secured coverage in Travel Pulse, and Conde Nast Traveler highlighting hotel partners Azura Bermuda, Cambridge Beaches Resort & Spa, Coco Reef Bermuda, Grotto Bay Resort, Hamilton Princess, Newstead Belmont Hills Golf Resort & Spa, Rosedon Hotel Bermuda, Rosewood Tucker's Point, Royal Palms Hotel and Willowbank Resort

- o **General Coverage**

- o BerlinRosen secured coverage in The Zoe Report, highlighting Hamilton Princess art in a roundup of luxury hotels with museum-level art collections





# Budget and Resource Allocation

- Restaurant Weeks Press Trip
  - Two media, one creator, one BR escort
  - Budget covered roundtrip flights, meals, accommodations, and experiences
- IMM
  - Two delegates – one BTA representative and one BR representative
  - Budget covered IMM fees for participation and media appointments
- Betches Night Out
  - Two media attendees, two BR escorts
  - Budget covered table and drink purchases at City Winery



# Media Coverage Highlights

**Forbes**



**The 10 Best Hotels In Bermuda**

**TRAVEL+  
LEISURE**



**Score 30 % Off Stays, and More Perks, at These Bermuda Hotels — When to Book**

**USA TODAY**



**Travel inspo: 10 great places to go with kids in 2024**

**Forbes**



**Bermuda Serves As An Ideal Winter Escape For Adventurous Travelers**

**Condé Nast  
Traveler**



**27 Spring Break Travel Deals: Save on Flights, Cruises, Hotels, & More**

**AFAR**



**How to Venture off the Tourist Trail in the Caribbean**

**ESSENCE**



**A Newcomer's Guide To Exploring Bermuda's Rich Culinary Scene**

**AARP®**



**7 Unique Colorful Beaches to Enjoy Around the World**



# Media Coverage Highlights

## MEN'S JOURNAL



Have You Ever Considered An Island Run-cation?

## TimeOut



Here's how you can win a free trip to Bermuda next week in the Meatpacking District

## Reader's Digest



20 Best Honeymoon Destinations for the Dreamiest Trip You'll Ever Take

## TRAVELPULSE



Bermuda Announces Island Getaway Deals with Winter Pink Sale

## TZR



These Luxury Hotels Have Museum-Level Art Collections



Mens Life DC



Bermuda beckons: Nonstop flights from the Washington, DC area set to take off



# Social Media Coverage Highlights

Gillie Houston  
([@gilliehouston](#))



JaJuan Malachi  
([@jajuanmalachi](#))



Dominique Fluker  
([@dominiquebfluker](#))



# Paid PR Initiatives

- BerlinRosen supported BTA in preparing for paid media opportunity with The Today Show (Viewership: 23,732,080) and their visit during Mother's Day weekend 2024
- BerlinRosen supported BTA in preparing for paid media opportunity with Hearst Media's The Adventures of Adam and Gayle (Viewership: 3,442,348) and their visit between June 9 – 13





# Press Trips

- Restaurant Weeks
  - **Purpose of trip:** Drive awareness of Bermuda's annual Restaurant Weeks celebrations and rich culinary scene
  - **Destinations visited:** The Loren at Pink Beach, Maree Lounge, Village Pantry, Goslings Rum Distillery, Pink Beach Club Restaurant, Wahoo's Bistro & Patio Restaurant, Long Story Short, Royal Naval Dockyard, Wadsons Farm, Gibbs Hill Lighthouse, Blu Bar & Grill, Pickled Onion, Café Lido
  - **Attendees:** Dominique Fluker (Essence), JaJuan Malachi (Blavity), Gillie Houston (@gilliehouston)
  - **Resulting Coverage:** BerlinRosen secured 2 media placements in Essence and social media coverage on Instagram (@gilliehouston)
    - **Total Impressions:**
      - Media UVM: 6,792,338
      - Social Media Reach: 155,000
- D.C. Flight Launch
  - **Purpose of trip:** Drive awareness of Bermuda's increased nonstop service from Washington D.C and Baltimore, featuring American Airline's inaugural direct flight from D.C. and other on-island activities suited for spring travel
  - **Status:** During Q1, BerlinRosen began securing media attendees and supporting BTA in developing the itinerary for the trip slated for April 4 - 7



# Press Pitches

- Pink Sale
  - **Overview:** Promoted Bermuda's Pink Sale, inviting travelers to book stays while the limited-time offer lasts
  - **Resulting Coverage:** BerlinRosen secured placements in TravelPulse and Conde Nast Traveler
  - **Total Impressions:** 6,317,078
- Real Housewives of Salt Lake City
  - **Overview:** Leaned into the buzz around RHOSLC's finale in Bermuda by providing a guide to vacation in Bermuda like the cast
- Flights Under Blockbuster Movie Length
  - **Overview:** Highlighted Bermuda's short flight times, emphasizing flight durations being quicker than trending movies during award season
- Winter (Active Travel)/Run-cations in Bermuda
  - **Overview:** Emphasized Bermuda's ideal running conditions and trails for active travelers
  - **Resulting Coverage:** BerlinRosen secured placements in Forbes and Men's Journal
  - **Total Impressions:** 81,663,953



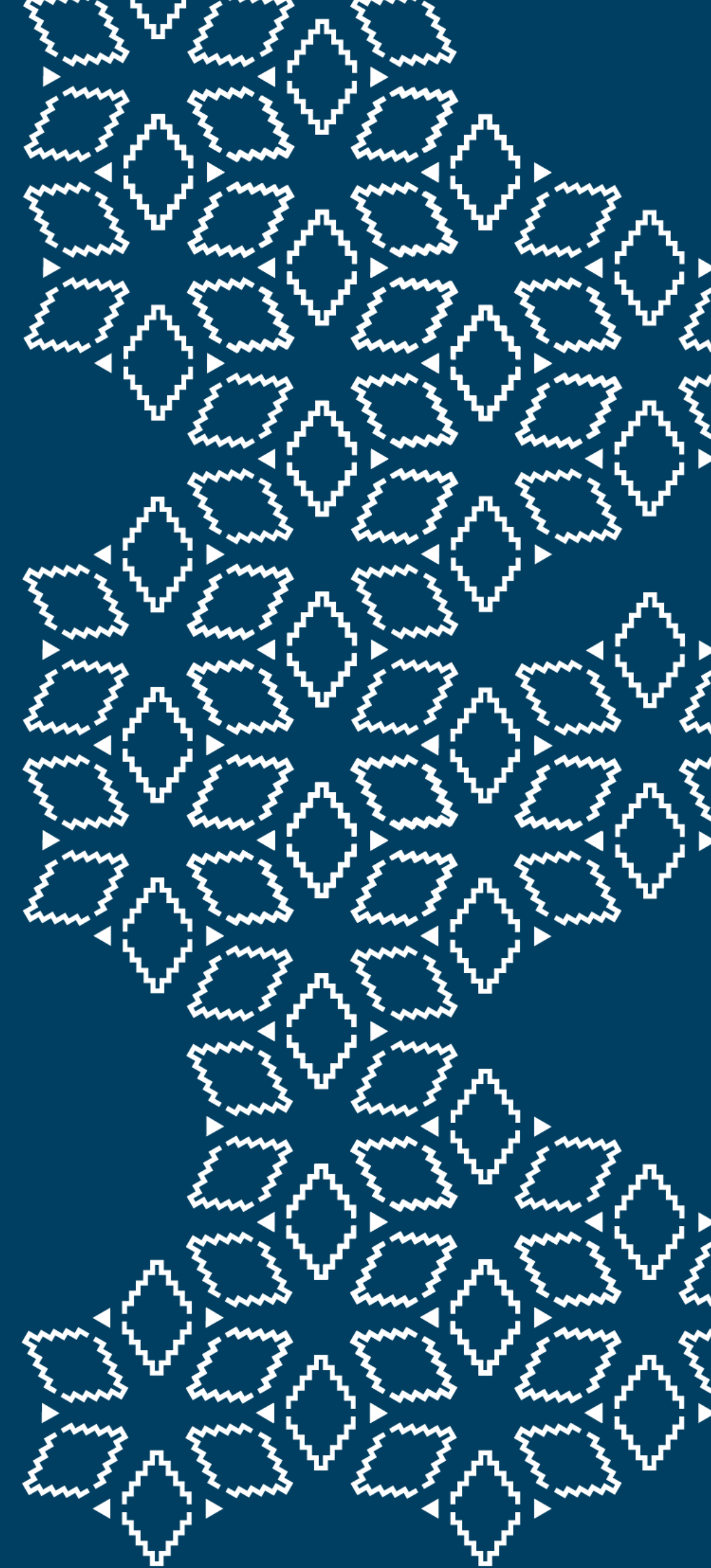
# Press Pitches

- Spa Month
  - Overview: Highlighted Spa Month promotions for all participating partners
- Splash Sale
  - Overview: Promoted Bermuda's Splash Sale and offerings from participating partners
  - Resulting Coverage: BerlinRosen secured a placement in Travel + Leisure
  - Total Impressions: 15,298,774
- Flight Launch Press Release
  - Overview: Shared upcoming flight launches and extensions from major cities to Bermuda
  - Resulting Coverage: BerlinRosen secured a placement in Men's Life DC
  - Total Impressions: 281
- Whale Watching & Dive Month
  - Overview: Highlighted March and April's unique whale watching and diving experiences on-island
- United States Track and Field Bermuda Grand Prix
  - Overview: Highlighted the upcoming USATF Bermuda Grand Prix coming to the island on April 28
- JetBlue Activation
  - Overview: Promoted Bermuda's activation with JetBlue in NYC (postponed)
  - Resulting Coverage: As a result of pitching, BerlinRosen secured placements in TimeOut New York and TravelTradeToday
  - Total Impressions: 19,287,910



# Incoming Press Inquiries

- BerlinRosen actioned the below incoming media requests:
  - Esquire: BerlinRosen worked with Kevin Sintumuang to coordinate a visit to Cambridge Beaches for Esquire’s “Best New Hotels” story
    - Outcome: Kevin had to reschedule his trip; BerlinRosen working to coordinate new dates
  - Food & Wine: BerlinRosen provided Sarah Greaves-Gabbadon with ideas and imagery of sandwiches for her story on “Sandwiches of the Caribbean”
    - Outcome: BerlinRosen monitoring for story; the story has not run yet
  - Robb Report: BerlinRosen provided Linda Laban with information on Bermuda’s resort buyouts
    - Outcome: Bermuda was not included in the story
  - The Knot: BerlinRosen shared information on Bermuda for Esther Lee’s story on best honeymoon destinations each month of the year
    - Outcome: BerlinRosen monitoring for story; the story has not run yet
  - Business Traveler: BerlinRosen provided Stephanie Vermillion with information on Doreen’s foraging tour for a story on guided and sustainable foraging experiences
    - Outcome: BerlinRosen monitoring for story; the story has not run yet
  - AARP: BerlinRosen provided Susan Barnes imagery of Horseshoe Bay for inclusion in the world’s most colorful beaches
    - Outcome: Bermuda was included in the story





# Incoming Press Inquiries

- BerlinRosen actioned the below incoming media requests:
  - **AFAR:** BerlinRosen submitted Bermuda for Mark Ellwood’s “Where to Go in June 2024” story
    - **Outcome:** Bermuda was not included in the story
  - **TODAY with Jenna & Hoda:** BerlinRosen submitted Bermuda and Cambridge Beaches for Mark Ellwood’s Spring Break destinations segment
    - **Outcome:** Bermuda was not included in the segment
  - **AFAR:** BerlinRosen submitted Bermuda for Mark Ellwood’s “Where to Go in July 2024” story
    - **Outcome:** Bermuda was not included in the story
  - **HGTV:** BerlinRosen shared imagery and information with Erin for her story on elopement destinations
    - **Outcome:** Bermuda was included in the story
  - **New Orleans Bride:** BerlinRosen shared details and imagery of the Hamilton Princess’s art collection for Becca Hensley’s story on hotels
    - **Outcome:** BerlinRosen monitoring for story; the story has not run yet
  - **Conde Nast Traveler:** BerlinRosen was in touch with Sarah Graves-Gabbadon for an upcoming story on 10 insider things to do, eat, and buy in Bermuda for a project with Oceania Cruises
    - **Outcome:** BerlinRosen declined working with Sarah as she wanted a hosted stay without planning a larger Bermuda feature



# Recommendations

## Press Trip Evaluation

- Successes:
  - The Restaurant Weeks press trip was highly successful in promoting respective key messaging thanks to clear communication with attending media and the coverage requirements put in place
- Areas of improvement:
  - Mapping out key events months ahead will allow for more runway to invite and secure attendees, as well as develop itineraries in advance of these major on-island events
  - Continuing to work with the BTA on confirming logistics and confirmations of activities, staffing, and payment processes ahead of time will make the on-island experience for attendees smoother
  - Building in time blocks for self-exploration or down time is a recurring request and note of feedback from attendees

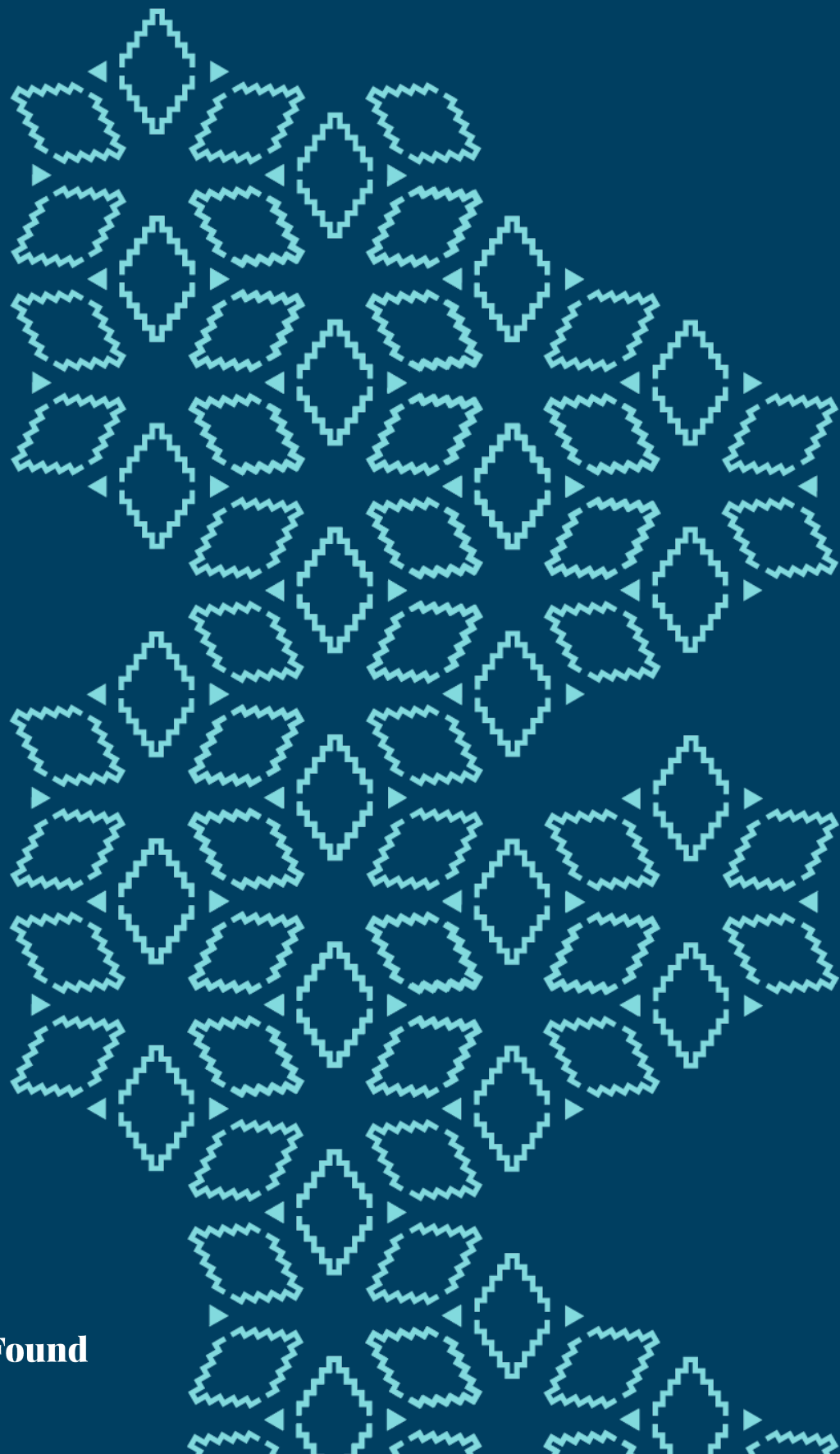
## Press Outreach Evaluation

- Successes:
  - BerlinRosen's Q1 efforts were successful at raising awareness of Bermuda, its signature events, year-round activities and offerings
  - The sale and promotional outreach was successful in promoting on-island and travel offerings encouraging travel during the cooler months
  - IMM was integral to the continued success and longevity of media relationships, leading to future press trip and coverage opportunities
  - The pre-event media outreach for the JetBlue Activation was highly successful in securing top tier editorial appointments with BTA team members
  - The flight launch announcement was successful in securing top tier interest and press trip attendees across the DMV market
- Areas of improvement:
  - For upcoming press releases, developing an announcement timeline will provide more runway to build a key target lists, space out distribution, and avoid oversaturating key media, resulting in more thoughtful outreach and effective results
  - For upcoming events and media-facing programming, the system of approvals needs tightening in order amplify the timeliness of certain news



UK & Europe

PR & Marketing





# Quarter Highlights

- Secured 22 pieces of coverage featuring Bermuda
- Hosted Jamari Douglas, VP of Marketing, PR & Communications in London and organised partnership meetings with BA High Life, Harvey Nichols and The Wedding Edition
- Secured and held 18 media meetings with top-tier UK editors and journalists

## Key Metrics and Analytics Q1

Number of articles: 22

- Publications included The Times; Selling Travel and The Scottish Sun
- Total reach: 11,507,701
- Earned Media Value achieved: \$196,424

Key coverage themes:

- JetBlue and New York City Tourism + conventions partnership
- Kristin White for International Women's Day
- Bermuda as a golfing destination
- Bermuda as a family destination
- Bermuda away from the beaches



# Media Coverage



Island life in Bermuda  
GETTY IMAGES

Sean Newsom | Thursday February 01 2024, 9.00am, The Times

Forget its fearsome reputation, these days Bermuda is a place of refuge rather than shipwrecks. Shielded by coral reefs and bathed — for most of the year — by a balmy climate, this thin, curling cluster of Atlantic islands feels far removed from the world’s troubles. It’s also unusually rich and contented.

**Publication:** The Times  
**MUU:** 2,605,082  
**PR Value:** \$59,560



## THREE TRAILBLAZING WOMEN REWRITING HISTORY IN DIFFERENT CORNERS OF THE WORLD

08 MAR 2024 BY KATHERINE MASTERS

For International Women’s Day, we bring you three stories of inspirational women – in Bermuda, Canberra and Santa Monica – who are breaking down barriers and fostering a world where all women can thrive without discrimination or exclusion



Kristin White and her shop Long Story Short

**Publication:** TTG  
**MUU:** 200,000  
**PR Value:** \$8,335



# Media Coverage



Richard Mellor and Qin Xie | Friday, January 5, 2024, 09:00am

With spring knocking at the doors of many northern hemisphere destinations, the options for a pre-summer, sun-drenched break are numerous. Close to home, you have places like Sicily, Greece and Turkey offering the possibility of a long weekend. If you're overdue a long-haul break, there are gardens to admire in Japan, leopards to look for in Zambia or Sri Lanka, and Silk Road cities to seduce you in Uzbekistan. May is also the best month for visits to Machu Picchu, perhaps via the Inca Trail, and your last chance before hurricane season to have a Caribbean break — with the bonus of cheaper prices.

Main photo: a woman in the May Day parade in Cuzco, Peru (Alamy)

This article contains affiliate links, which may earn us revenue

Publication: The Times  
MUU: 2,605,082  
PR Value: \$8,158

BERMUDA | Lost Yet Found



Publication: Selling Travel  
Circulation: 14,935  
PR Value: \$14,353



# Press Releases

- Distributed the JetBlue and New York City Tourism + Conventions partnership press release with travel trade media
  - The press release covered the partnership between Bermuda Tourism Authority, JetBlue and New York City Tourism + Conventions to offer customers a chance to explore two iconic destinations in one trip
  - The creation of a new trade tool kit, as well as the tactical fares created to entice customers, were also mentioned
  - Quotations from key stakeholders including Jamari Douglas
  - Three pieces of coverage secured:
    - Selling Travel Newsletter
    - Selling Travel Online
    - Selling Travel magazine

## selling TRAVEL

TRENDING

### BERMUDA AND NEW YORK A DOUBLE OPTION WITH JETBLUE

Steve Hartridge February 29, 2024



NEWS

## Bermuda flies with JetBlue



by Steve Hartridge

Bermuda Tourism Authority has partnered with JetBlue and New York City Tourism + Conventions to offer customers a chance to explore the two destinations on a twin-centre city and beach break holiday.

With Bermuda and New York linked by a 90-minute direct flight, JetBlue has created special tactical fares to attract customers.

As part of the promotion, Bermuda Tourism Authority is developing a trade tool kit which will include its new 'Get Lost in New York City, Find Yourself in Bermuda' assets for agents and operators to use in their selling and marketing.

Javari Douglas, VP of Marketing, PR & Communications at Bermuda Tourism Authority commented: "We are extremely excited to be partnering with JetBlue and New York City Tourism + Conventions to highlight the connectivity between the iconic attractions of New York City and the pink-sand beaches of Bermuda - it's the ultimate city and beach break.

"Rob Beckham, SVP of Tourism Market Development for Europe, added:

"What better way for Brits to beat the winter blues than by enjoying a dynamic city break in New York City, paired with

Bermuda's beautiful beaches - all just over an hour away from us on JetBlue."

Maja Gedosev, General Manager Europe, JetBlue, added, "JetBlue is proud to support an initiative that helps our UK customers experience two of popular vacation destinations, New York City and Bermuda.

"With great service at low fares. We are always seeking ways for our customers to travel to exciting destinations in maximum comfort, whether travelling across the Atlantic or enjoying a short flight to the island of Bermuda."

JetBlue flies from New York's JFK airport on Thursdays, Fridays, Saturdays, Sundays, with a daily flight due to return in April. [gotobermuda.com](http://gotobermuda.com); [jetblue.com](http://jetblue.com)





# Press Pitches

Themed pitches in Q1 in line with the current media landscape and trends included:

- . Bermuda as a family February half-term destination
  - . Secured coverage in *Seen in The City*
- . Bermuda as an Easter holiday destination
- . Sports tourism
- . Bermuda's best golf courses
  - . Secured coverage in *Luxurious Magazine*
- . Bermuda as an ideal Valentine's Day destination
- . Bermuda as one of the most inspiring places to propose around the world
  - . Secured coverage in *Salon Privé*
  - . Secured coverage in *Northern Ireland Travel News*
- . Bermuda as a solo travel destination
- . Sustainability initiatives - Eat'em to Beat'em tournament
- . Traditional Bermudian dishes worth travelling for



# Events and Campaigns

- Jamari Douglas, VP Marketing, PR & Communications - UK visit, 20-24th January 2024
  - Jamari Douglas travelled to London for the jetBlue UK partnership launch on 23rd January
    - During his time in London, MMGY Hills Balfour organised and hosted:
      - Four meetings with tour operators to discuss Bermuda's product offerings including Scott Dunn, Caribtours, Turquoise Holidays and lastminute.com
      - Three partnership meetings with BA High Life, Harvey Nichols and The Wedding Edition to discuss future marketing campaigns and activations for 2024 and beyond





# Industry Events

- Wanderlust 'Caribbean Meet the Editors Event' gathered 30 representatives from the Caribbean for the publication's upcoming Caribbean feature. Each destination presented their news and sustainability initiatives to the editors and attendees
  - Team pitched Bermuda's sustainability initiatives including the Eat'Em to Beat'Em lionfish tournament
  - Explored opportunities to host Wanderlust team on the island in 2024/5
  - Editor-in-Chief is interested in visiting on an individual press trip
- MMGY Hills Balfour Press Day  
Hills Balfour hosted Press Day, welcoming 40 top-tier UK editors and journalists to discuss Bermuda's latest news and ways to work together in 2024
  - Cathy Adams, *The Times*
  - Jane Knight, *The Telegraph*
  - Lyn Hughes, *Wanderlust*





# Media Meetings

- Secured and held 18 meetings with top-tier publications and potential brand partners to discuss news from the island, current strategy and partnership opportunities including:
  - Rosie Paterson, *Country Life Magazine*
  - James Clark, *BBC Travel, Lonely Planet, Culture Trip*
  - Francesca Syz, *The Telegraph Luxury*
  - Laurel Waldron, *City A.M, Metro, Citizen Femme*
  - Christy Spring, *Escapism, Foodism*
  - Annabelle Thorpe, *The Times, The Guardian*
  - Rory Ross, *Daily Mail, The Telegraph*
  - Kira Richards, *Financial Times How To Spend It*
  - Jonathan Ray, *The Spectator, BOAT International*
  - Charley Ward, *Condé Nast Traveller*



# Press Trips

## Individual press trip, early May 2024

- Opportunity to host Nick Savage, editor of *Escapism*, for their upcoming Oceans Issue, focusing on freediving and shipwreck diving
- Nick would also create content for sister publication *Foodism* centered around Bermuda's seafood and sea-to-table dining

## Sail GP, 2-6 May 2024

- Recruitment underway to secure three UK media on island for the event
  - Confirmed: Rory Ross, freelance journalist for *The Telegraph*, *Daily Mail* etc
  - Warm lead: Yachting World

## Group press trip, 11-16 May 2024

- Group press trip on island with three UK media and one Hills Balfour host in attendance
- Theme: 'Bermuda for everyone'.
- Host properties confirmed:
  - The St. Regis, 11th- 14th May
  - Cambridge Beaches Resort and Spa, 14-16th May
- Itinerary to include shipwreck diving; Swizzle In; foraging tour with Doreen Williams

## October Group Press trip

- Trip currently in the planning stages



# Community Engagement

MMGY Hills Balfour liaised with on-island partners for the below opportunities during Q1:

- TTG interview opportunity
  - Secured interview opportunity between Kristin White and leading trade title, TTG for a feature on International Women's Day
  - Feature highlighted the importance of keeping women's stories alive including the timeless and necessary stories of Sally Bassett, Mary Prince, and other Bermudians
  - Featured St George's and the island's untold stories
- On-Island Promotions
  - Pitched JetBlue activation and Hello Summer Sale promotion, highlighting participating hotel partners
- May group press trip
  - Liaised with Cambridge Beaches and St. Regis to secure host accommodations for group press trip in May
- General pitching and coverage
  - Pitched a variety of on-island partners and stakeholders throughout our key storytelling moments, securing leading coverage across top-tier UK outlets



# Journalist Feedback

- Annabelle Thorpe, freelance journalist for *The Guardian*
  - Annabelle has been to Bermuda several times and would love to return to uncover a unique angle such as solo travel
- Jonathan Ray, wine and food journalist at *The Spectator*
  - Jonathan said that he has never been to Bermuda before, but said the island's culinary story sounded very interesting and he loved the sound of rum-infused chowder
- Sherri Andrew, lifestyle editor at *Sheerlux*
  - Sherri shared that Bermuda's wellness offerings would be of interest to Sheerlux' readers
- Sacha Scoging, assistant project editor at *National Geographic Traveller*
  - Sacha would love to run a destination feature in *National Geographic Traveller*. She was particularly interested in the island's history and heritage
- Lydia Swinscoe, freelance journalist at *Woman & Home*
  - Lydia would love to visit Bermuda, and was particularly interested in the island's health and wellness offerings
- Nicola Venning, freelance journalist for *Country & Town House*
  - Nicola is sadly unable to join the May group press trip but would love to visit on another occasion



# Incoming Press Inquiries

MMGY Hills Balfour actioned the below incoming media requests:

- *TTC*
  - Assisted with Q&A piece with Kristin White for *TTC*, one of the UK's leading trade titles
  - Responses and imagery shared with features editor, Katherine Masters and coverage secured
- Steffan Michels, *OutThere*
  - Interested in a press trip to Bermuda, with a particular focus on the island's luxury hotel offerings including The St. Regis and Cambridge Beaches Resort and Spa
- Nick Savage, *Escapism*
  - In discussions regarding May individual press trip for the Oceans Issue of the publication
- Olivia Cole, freelance journalist for *The Telegraph*
  - Olivia would love to visit the island with her five-year old son, with a wellness- and family-focused angle



# Superyacht Strategy

- Compiled 2024 BOAT International superyacht plan and shared with BTA
- Finalised 'Event Leave Behind' for The Palm Beach Boat Show
- Finalised and approved advertorial pieces in BOAT International including:
  - 2024 sporting calendar
  - Three sides of Bermuda
- Liaised with BTA and BOAT regarding Newport to Bermuda race
- Confirmed dates for Charter Brokers FAM in August
  - Liaised with hotels to confirm availability. Hamilton Princess hosting group from 13-16 August
- Began recruitment for Sail GP group trip from 2-6 May 2024





# Budget and Resource Allocation

- Jamari Douglas, UK visit (20-24th January)
  - Seven trade and marketing appointments
  - Budget covered f&b for all meetings, BTA accommodation and travel for BTA and Hills Balfour staff
- Ongoing media meetings
  - F&b for Hills Balfour staff to meet with top-tier UK media to discuss the latest news from Bermuda and press trip opportunities for 2024 and beyond



# Pink Sale - UK

- MMGY Hills Balfour delivered the Pink Sale marketing campaign in the UK during January 2024.
- The campaign included a media partnership with the Financial Times, as well as owned display advertising and social media.
- The cover wrap of the paper and the full-page ads within Financial Times and its 'How to Spend It' Magazine were printed and delivered.
- The social and display ads included the global creative direction for the Pink Sale whilst ensuring UK language was applied.
- The Adara pixel has been implement and reports shared with head office.
- End of campaign reported 12,000 arrivals on to BTA site and over 3.5m impressions.
- British Airways Holidays reported 1140 room nights during campaign period



# The Telegraph Luxury – Content Campaign

- MMGY Hills Balfour has been planning, negotiating and enhancing a Telegraph content partnership to launch in Q2.
- The partnership is set to include storytelling-led content pieces, digital, print and tastemaker event, with the aim of inspiring the affluent Telegraph reader to consider Bermuda.

## Deliverables:

- Digital hub and six curated online articles
- One long form digital article
- Print advertorials and print display
- Audience targeting and digital display
- Supper Club event with tastemakers, media and influencers
- 70,000 UU's (included added value) across all digital content. 2m+ expected impressions (included added value) from display ad formats
- Call to action with British Airways Holidays which is a preferred partner of The Telegraph and aligns with BTA strategy



# British Airways Campaign

- MMGY Hills Balfour has been working with British Airways and British Airways Holidays to find the best partnership opportunities for 2024
- Discussions have included inclusion in British Airways Originals May Sale campaign, as well as an airport activation.
- The UK team briefed in BTA key messages and objectives.
- The British Airways media plan is to include digital and radio advertising in the media plan, with the airport activation outstanding for later in the year.
- Assets, brand guidelines and creative discussions have begun during Q1 ahead of Q2 live dates.



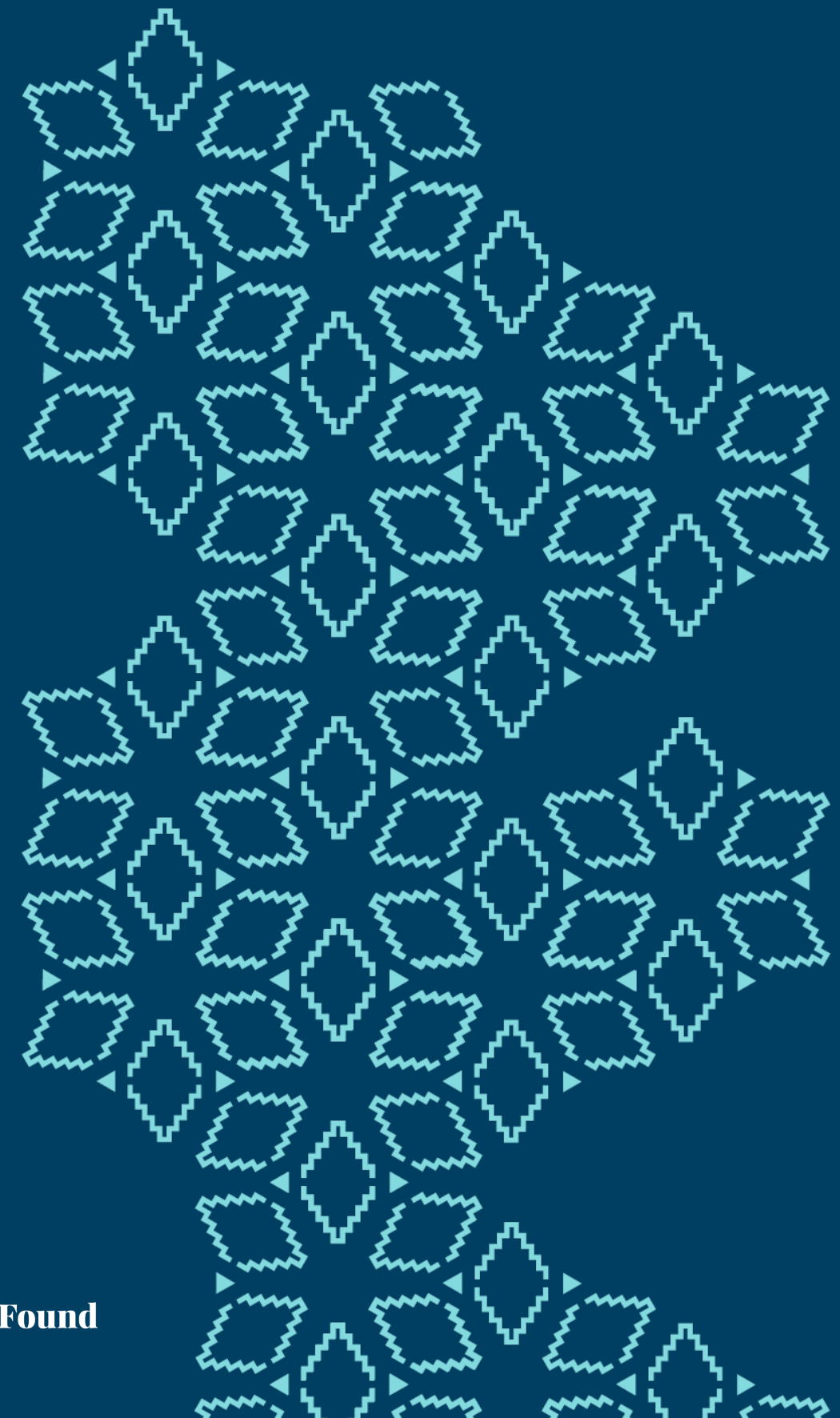
# JetBlue - New York City Activation

- MMGY Hills Balfour provided strategic support and guidance during Q1 planning phase for the JetBlue activation at Chelsea Triangle.
- The UK team coordinated feedback and guidance alongside the BTA, ensuring calls were joined by marketing/PR for review and direction, whilst driving suggestions and meeting production deadlines.
- The UK team managed the PR, social and in-kind pieces with BTA and relevant agency partners including creative with Derris, social with Verb and PR with BerlinRosen.
- The UK team made sure updates to the Bermuda landing page on JetBlue.com were implemented ahead of the launch date.
- The UK team made plans to attend the activation to support BTA in all tactics and management of the event.



# MMGY Hills Balfour

## Sales & MICE





# Quarter Highlights

- Pink Sale initiatives resulting in 1,345 reported room nights
- Shared the Splash Sale promotion with trade partners and on the Hablo trade platform following.
- Launched new partnership with NYC and JetBlue
- Attended UNITE Caribbean and held 20 meetings with tour operators and airline partners
- Delivered training at the CTO Roadshow events in Manchester and London - over 100 agents across both events
- Researched and developed Bermuda SWOT and Competitor Analysis document for MICE and leisure travel
- Created UK Sports activity plan for the remainder of the year that will help us achieve our goal to drive room nights and develop sport operator relationships.
- Carried out forward planning and recruitment for two April familiarization trips to the island.



# JetBlue: New York City Tourism + Conventions & Bermuda Partnership

## Objective

Increase brand awareness & consideration.

- Increase all year-round desirability of Bermuda in the UK market across all segments.
- Promote unique things to see/do – art, food, music.

Conversion & revenue drive.

- Booking conversion through select specialist agents & tour operators by introducing a special fare SO and TO. Sales 2023 for 2024 travel.
- Promote special flight offers.

Increase multi-centre awareness & consideration.

- Promote twin-centre connectivity destinations via Boston/New York with a special, tactical fare stop-over both ways.
- Highlight JetBlue's versatile network and appeal to big city + sophisticated beach breaks. Build versatile tour operator packages to push to b2c.

jetBlue®



BERMUDAΔ



# JetBlue Deliverables

## Activities via select B2B and B2C travel trade agents

Activities via select B2B and B2C travel trade agents

JetBlue tactical fare supported by a coupon incentives – switch sale, new bookings including:

- Agent with back-end tier 20%
- Pay GBP 10 per Core per booking / front line
- Pay GBP 35 per Mint per booking/ front line

JetBlue tactical fare LGW/LHR via JFK/BOS

- JetBlue tactical fare LGW/LHR/EDI via JFK/BOS
- Depending on length time, day, airport, tax, length of stay and mark up by each agent, lead in low season return fares start from:

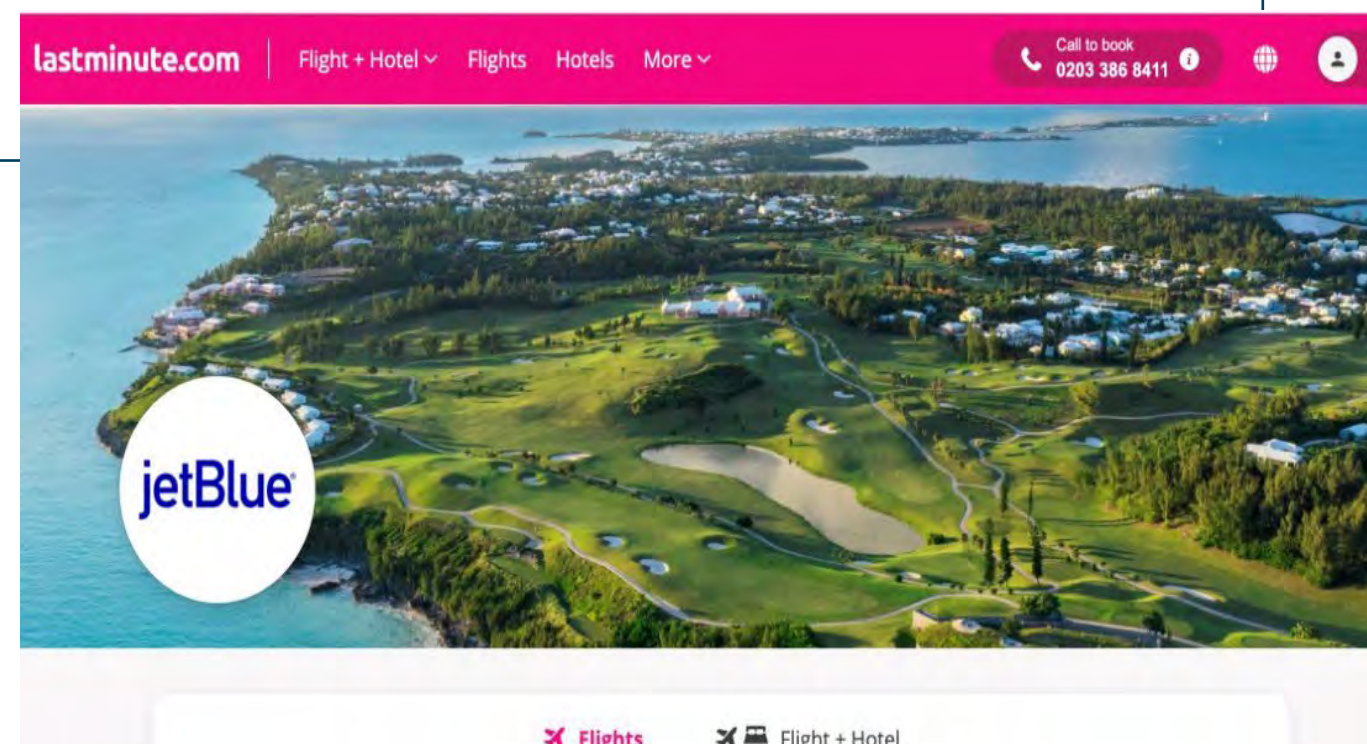
Mint - London to Bermuda : £1575 plus taxes

Core- London to Bermuda : £175 plus taxes

Mint - Edinburgh to Bermuda: £1607 plus taxes

Core - Edinburgh to Bermuda : £203 plus taxes

- JetBlue contribution will be split across three channels: Marketing, Incentives & Fare Discounts
- JetBlue will match fund BTA





# Partner Launch Event

## Objective

- To communicate the partnership amongst key decision makers from various OTAs and tour operators.
- To launch the campaign creatives promoting our twin centre route with New York City.
- To provide education on the destinations and to highlight the value of the new route and how to access the new fares.
- Launch our new toolkit/ resource hub
- Strengthen our trade relationships to help empower our partners to sell Bermuda confidently through this new opportunity.





# Pink Sale UK 2023/2024 Trade

In order to promote the Bermuda Pink Sale campaign we identified strong partners we feel would be able to drive bookings via the Pink Sale UK landing page.

- Tour Operator Partners include:

- Turquoise Holidays
- Inspiring Travel
- Your Golf Travel
- BA Holidays
- Purely Bermuda
- Netflights

*Results: This initiative resulted in 1,345 reported room nights*

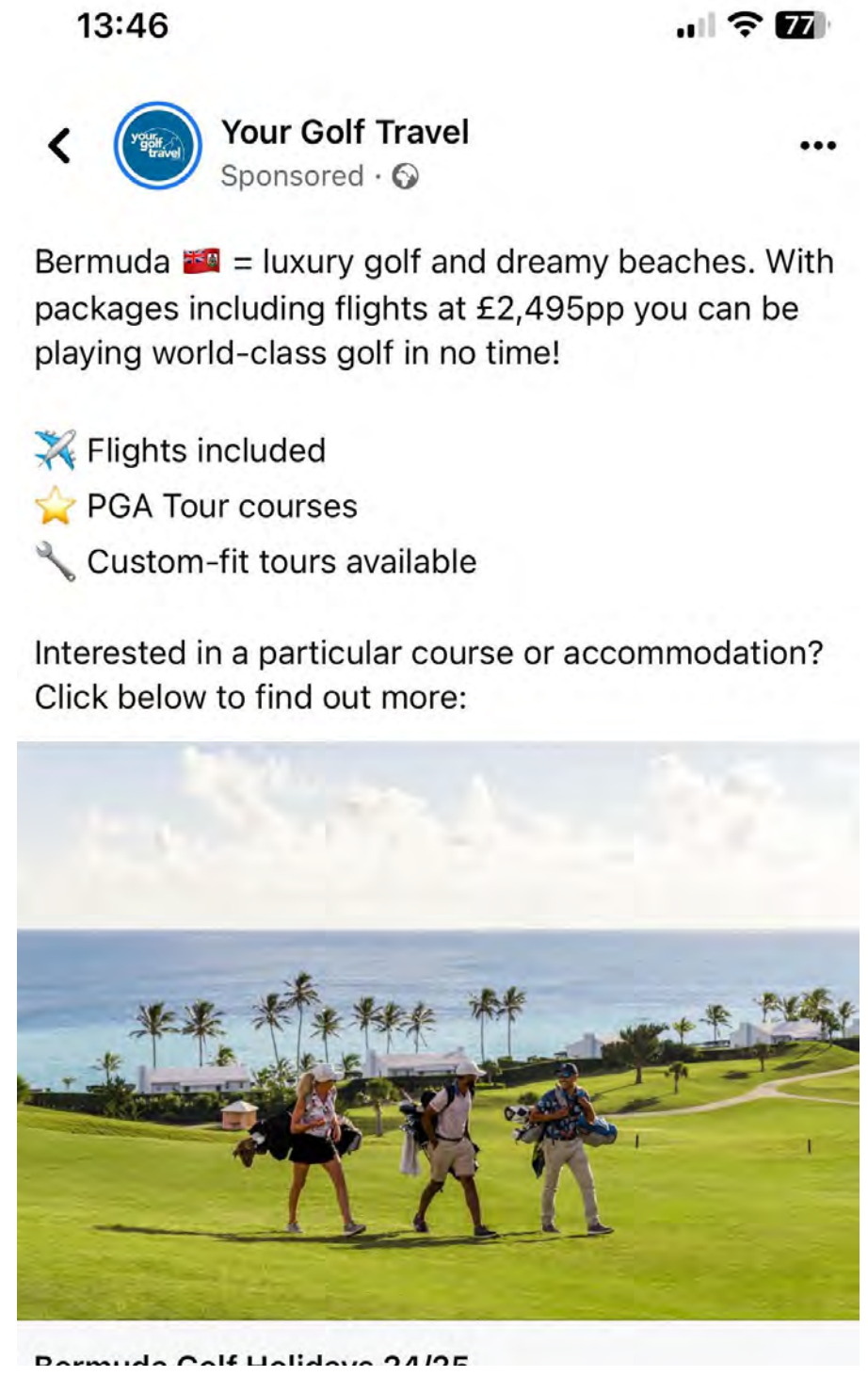
Save Up to  
**35%**  
Off

Pink Sale  
BERMUDA



# Tour Operator Q1 Campaigns

- We partnered with Purely Bermuda and Your Golf Travel to amplify the Pink Sale and increase sales in Q1.
- Campaigns are integrated across digital, B2B and print.
- Activity includes paid socials, website top offers, 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.





# Trade Events

- With our partners JetBlue and New York City Tourism + Conventions hosted an intimate dinner for 15 partners celebrating the campaign launch promoting the twin centre route with New York City.
- Attended UNITE Caribbean and held 20 meetings with tour operators and airline partners
- Delivered training at the CTO Roadshow events in Manchester and London - over 100 agents across both events





# Meetings, Training & Sales Calls

BTA UK held **67** meetings and sales calls with key tour operators and partners between January 2024 and March 2024. During this time we were able to provide key updates such as Pink Sales details, 2024 sale dates, educate on our JetBlue x New York partnership and find out how Bermuda partners are performing.

Key highlights::

- British Airways Holidays reported 1140 room nights during the pink sale window
- Purely Bermuda reported 140 room nights
- Caribtours Bermuda bookings is up 30% on bookings YOY

The UK team provided a destination overview **100** agents between January 2024 and March 2024. This was achieved through various initiatives including in-person training events with partners and virtual training sessions.



CARIBTOURS

jetBlue®



# MICE Quarterly Highlights

## UK sales calls & IMEX Hosted Buyer Group

The MICE team held 20 meetings and sales calls with meetings and events agents with special attention to incentive focused Clients, between the months of February and March 2024.

As Bermuda is new to the MICE industry, the team is focusing on the educational aspect, building awareness and creating interest.

Key Clients met:

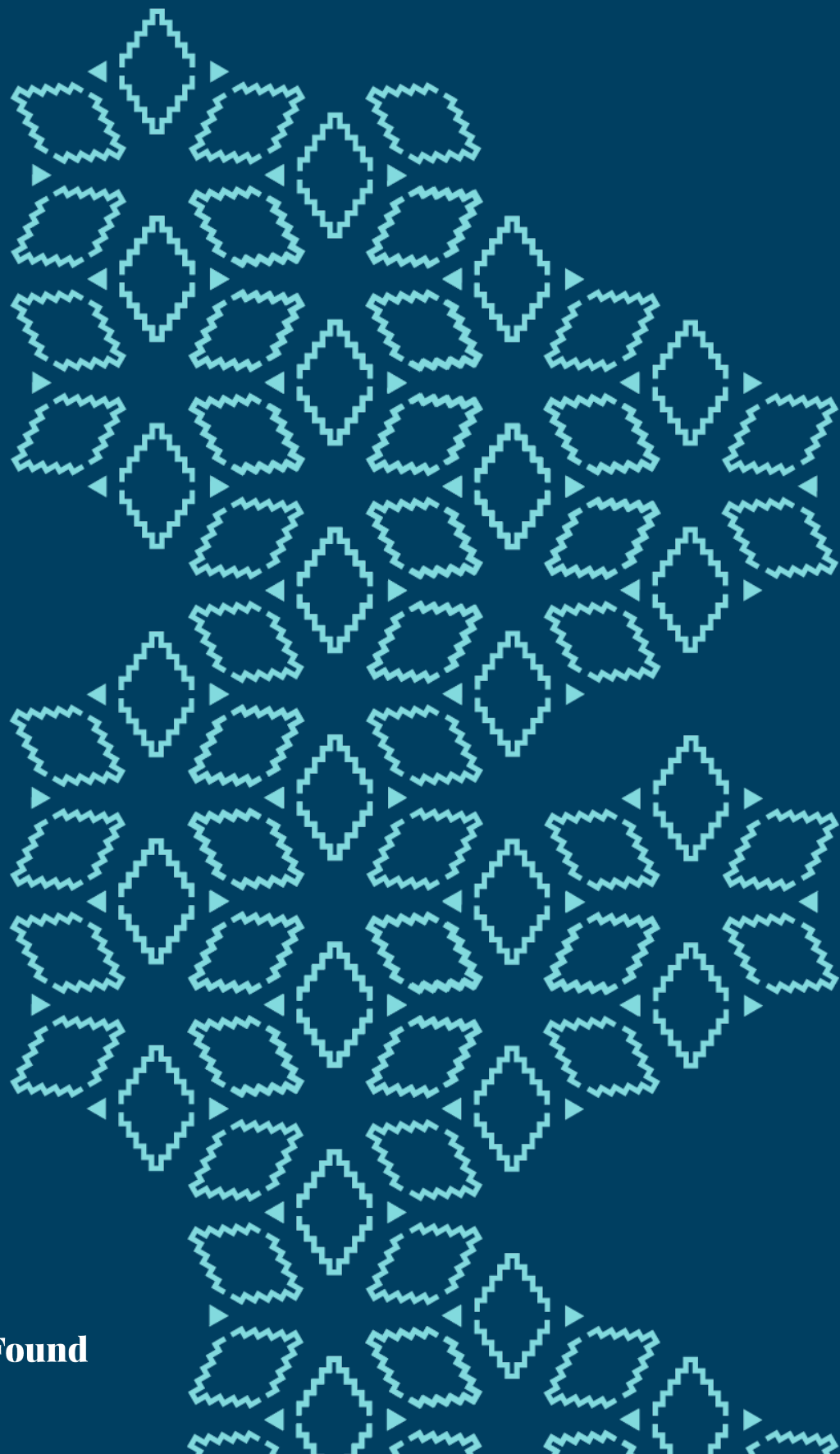
1. Top Banana – high end Clients
2. Meetings & Incentives Worldwide – interest in Bermuda and has used the Fairmont in the past

MMGY Hills Balfour will be hosting 20 MICE buyers to IMEX Frankfurt from the 14th till the 16th of May 2024. Recruitment of hosted buyers has been managed by the team and will be a key in showcasing Bermuda amongst our group.



# VERB – Website

Quarter 1 Report





# Website Traffic

## Total Site Traffic and Goals

- 31.6% increase in site sessions over Q4 2023
- 41.4% increase in pageviews over Q4 2023
- Paid Social was a top driver of traffic for Q1 with 339,903 sessions but had a lower engagement rate of 12.4%.
- Organic Search was the top driver of engaged traffic with 218,870 sessions and an engagement rate of 73.3%
- Engagement rate was 42.8% across all site traffic which is slightly increased (+1.4%) over the previous period
- External partner link click outs are up over the previous period 47.0%. This can likely be attributed to Pink Sale and Restaurant Weeks activity in Q1.



# User Engagement

2024 Q1 Results (Jan 1 – March 31)

- 987,521 Website Visits (+17.0% YOY)
- 136,544 Desktop Visits (+7.3%)
- 671,564 Mobile Visits (+46.3%)
- 28,734 Tablet Visits (+18.4%)
- 1,673,865 Pageviews (+7.2% YOY)
- 813,139 New Users (+20.6% YOY)

## Conversion Rates

Total Partner Referrals

- Profile Referrals – 11,546
- Deal Referrals – 18,624
- Event Referrals – 1,601

Total Partner Unique Pageviews

- Profile – 67,302 (17% CTR)
- Deals – 129,054 (Significant increase due to Pink Sale) (14% CTR)
- Events – 27,943 (6% CTR)



# Content Performance

## Top Performing Content

Bermuda: The Solo Trip of a Lifetime | 116,083 Users | 17.96% Engagement\* | 132,328 Pageviews

<https://www.gotobermuda.com/inspiration/article/your-perfect-solo-trip>

Friend Getaways in Bermuda | 67,815 Users | 10.18% Engagement\* | 81,115 Pageviews

<https://www.gotobermuda.com/inspiration/friend-getaways>

Food & Drink | 62,869 Users | 12.31% Engagement Rate\* | 89,112 Pageviews

<https://www.gotobermuda.com/things-to-do/dining-nightlife>

Bermuda Hotels and Resorts | 58,100 Users | 51.67% Engagement Rate | 95,915 Pageviews

<https://www.gotobermuda.com/places-to-stay/hotels-resorts>

Bermuda Vacation Packages and Promotions | 57,337 Users | 54.51% Engagement Rate | 109,894 Pageviews

<https://www.gotobermuda.com/plan/deals>

\*Main channel of Inspiration article traffic and dining page traffic was paid social (86%-92%). It can be expected with prospecting channels that engagement rates may be lower with newer/higher funnel audiences.



# Campaign Analysis

## Pink Sale

*It's time for the most anticipated sale of the year – the Pink Sale returns! In Bermuda, it's tee time, me time, game time, spa time, dive time, and time to save up to 35%. It's time to enjoy the good times, or better yet, lose track of it altogether. Book before January 31, 2024, to catch these amazing deals.*

### Dates:

December 20, 2023 - January 31, 2024

### General Web Performance Overview:

Visits: 107,576

New users: 93,814

Engaged Sessions: 33,744

Time on page: 1m 52s

Engagement rate: 31.37%

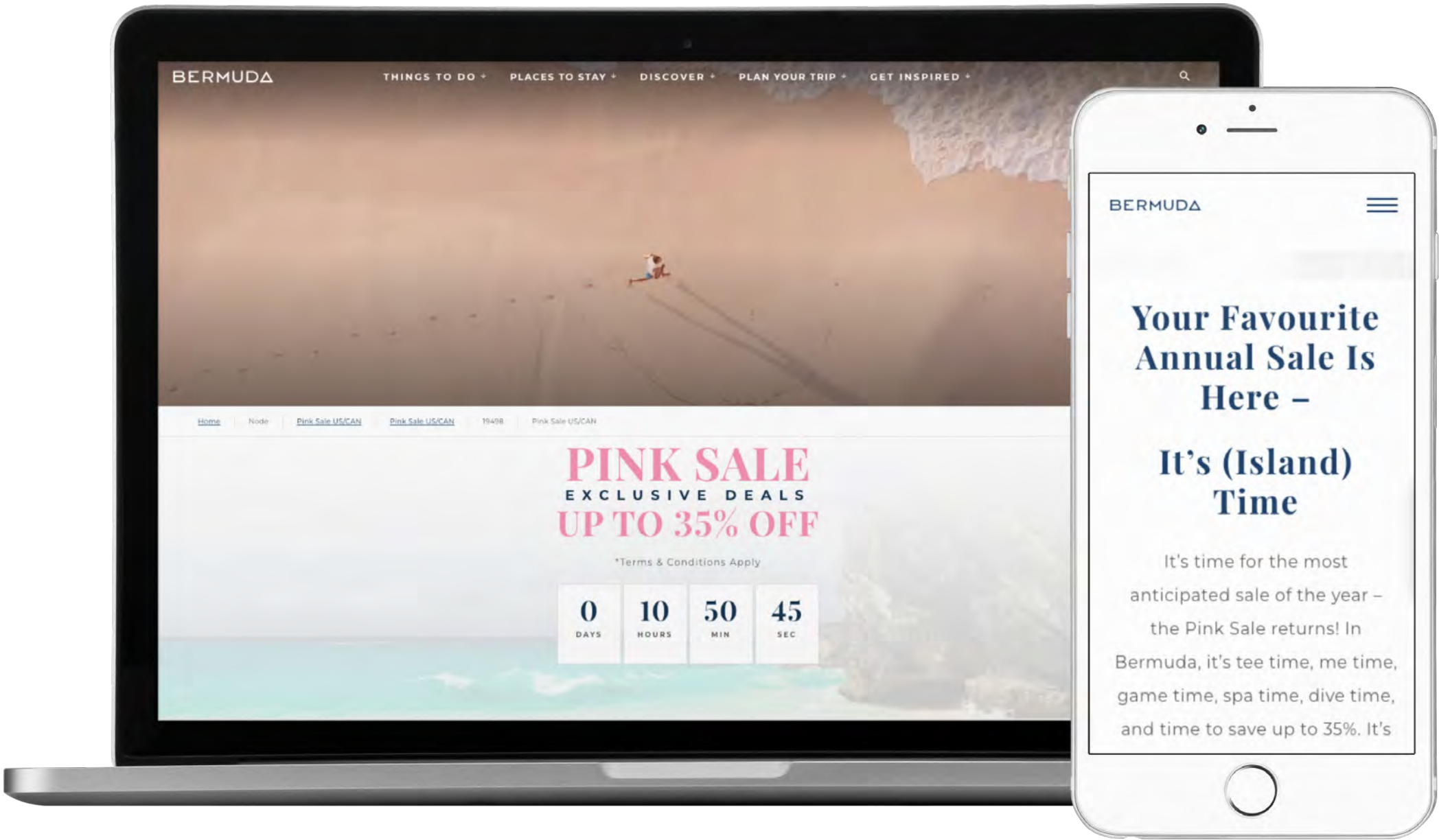
### Top Referrers:

fb/paidsocial: 38,143

travelzoo/eblast: 17,505

google/cpc: 12,429

prospectingads/traveldesk: 3,655





# Campaign Analysis

## Splash Sale

The Splash Sale is here! Save up to 30% off luxe accommodations when you book between March 1st and April 1st, 2024. Whether you're planning a romantic getaway, a family vacation, or a solo adventure, now is the perfect time to treat yourself to a memorable experience. Water you waiting for? Plan your Bermuda getaway today. Escape the everyday and... Make a splash.

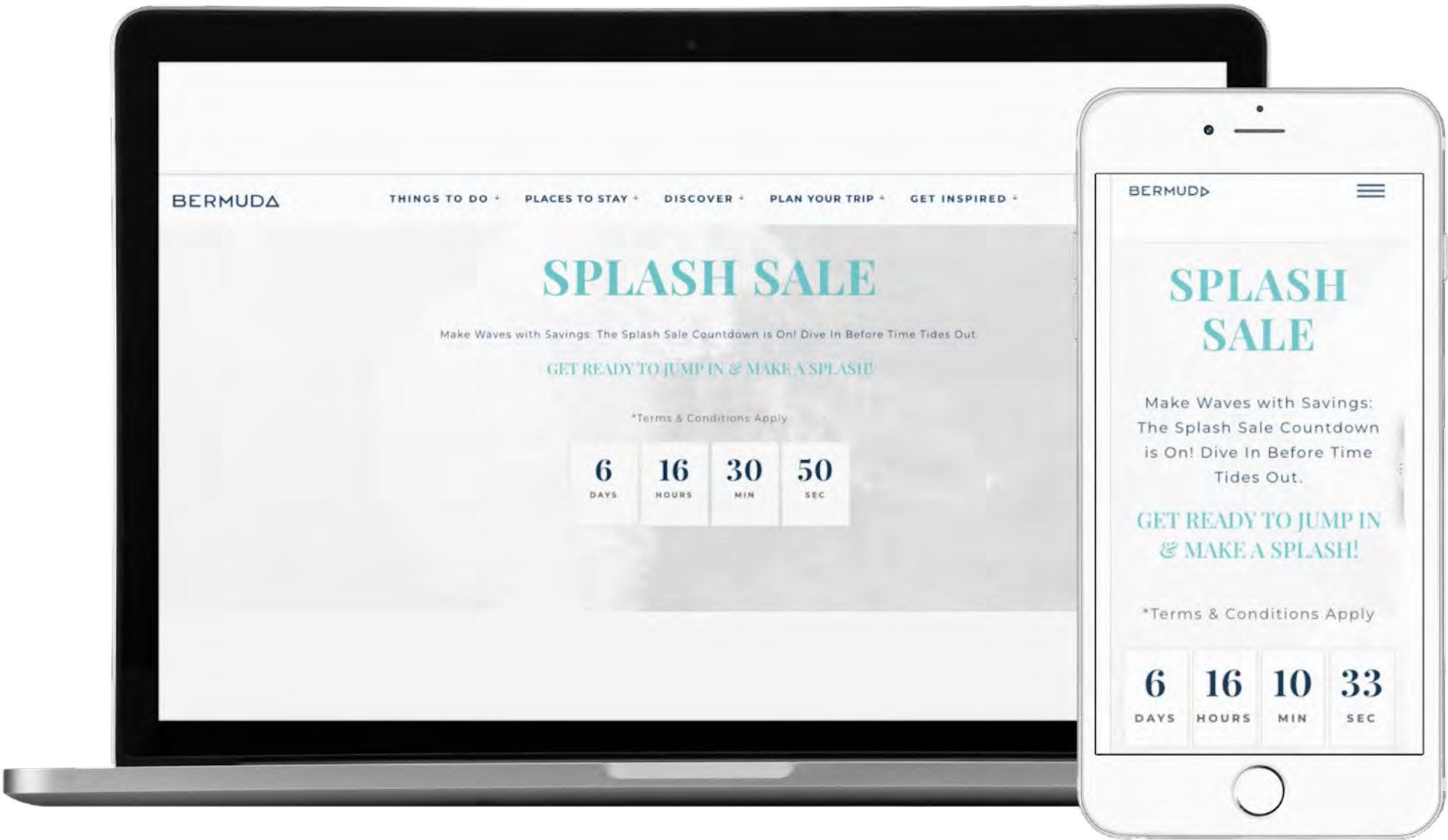
Dates: March 1, 2024 - April 1, 2024

### General Web Performance Overview:

- Visits: 60,749
- New users: 54,277
- Engaged Sessions: 11,944
- Time on page: 1m 32s
- Engagement rate: 19.66%

### Top Referrers:

- fb/paidsocial: 42,912
- adgenuity/display: 2,814
- ig/paidsocial: 2,567
- adgenuity/nativevideo: 2,323





# Campaign Analysis

## Restaurant Weeks

*With close to 50 restaurants providing either two-course lunches or three-course dinners, food lovers will have an array of Bermuda-inspired menus to explore. Each prix-fixe menu is available for dine-in or take-out giving you the flexibility to select your price point and where you choose to indulge. Prices range from \$25 - \$59.*

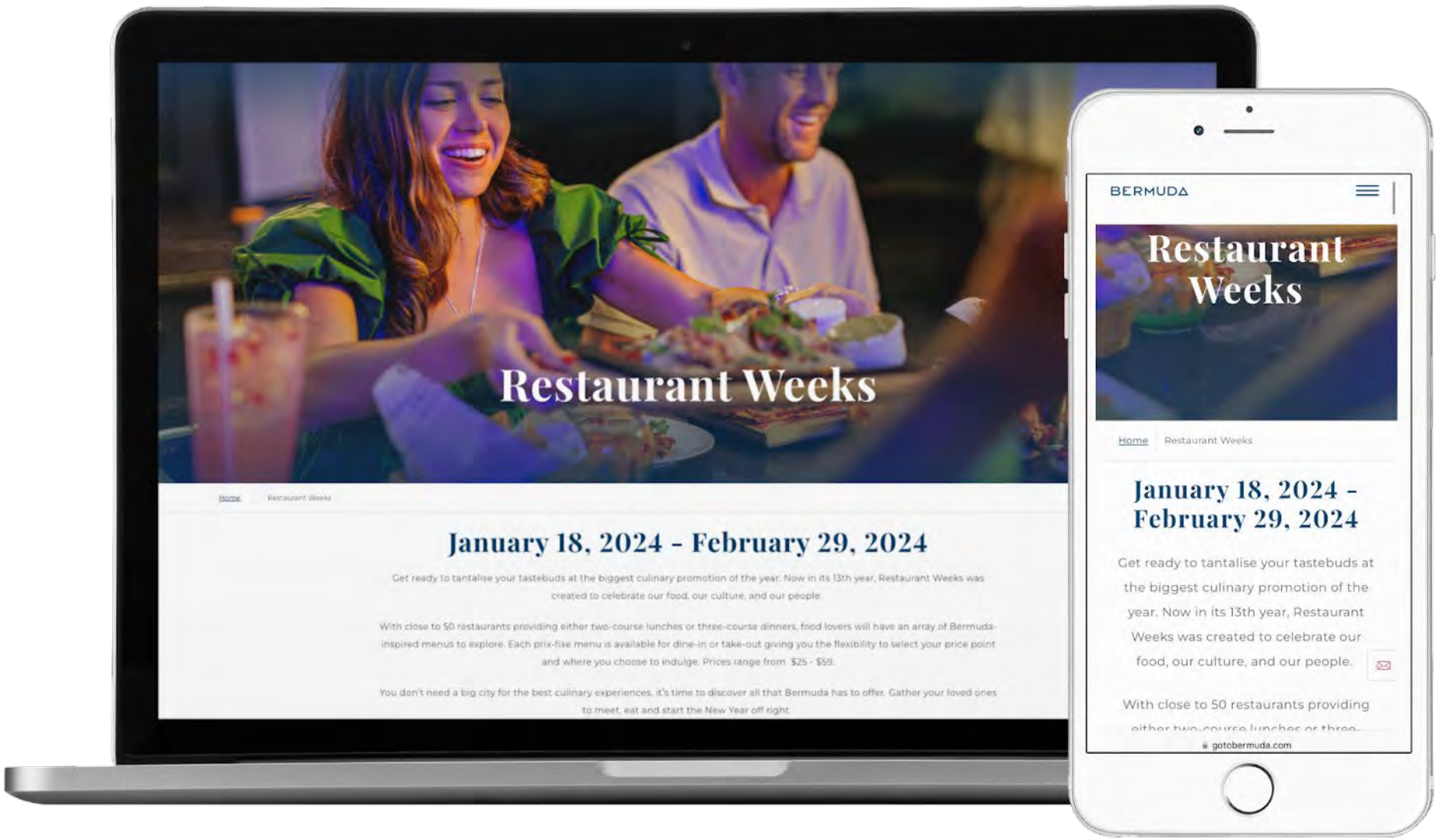
**Dates:** January 18, 2024 - February 29, 2024

### General Web Performance Overview:

- Visits: 25,908
- New users: 10,503
- Engaged Sessions: 17,890
- Time on page: 1m19s
- Engagement rate: 69.1%

### Top Referrers:

- google/organic: 14,296
- bing/organic: 1,073
- bernews.com: 734
- google/cpc: 579





# Campaign Analysis

## Spa Month

*Delight in the soothing sounds of ocean waves and breathtaking natural beauty as the perfect backdrop for a blissful retreat. Treat yourself to a total body escape this Spa Month as our island becomes a haven of relaxation, offering exclusive spa experiences that will rejuvenate your body, mind, and soul.*

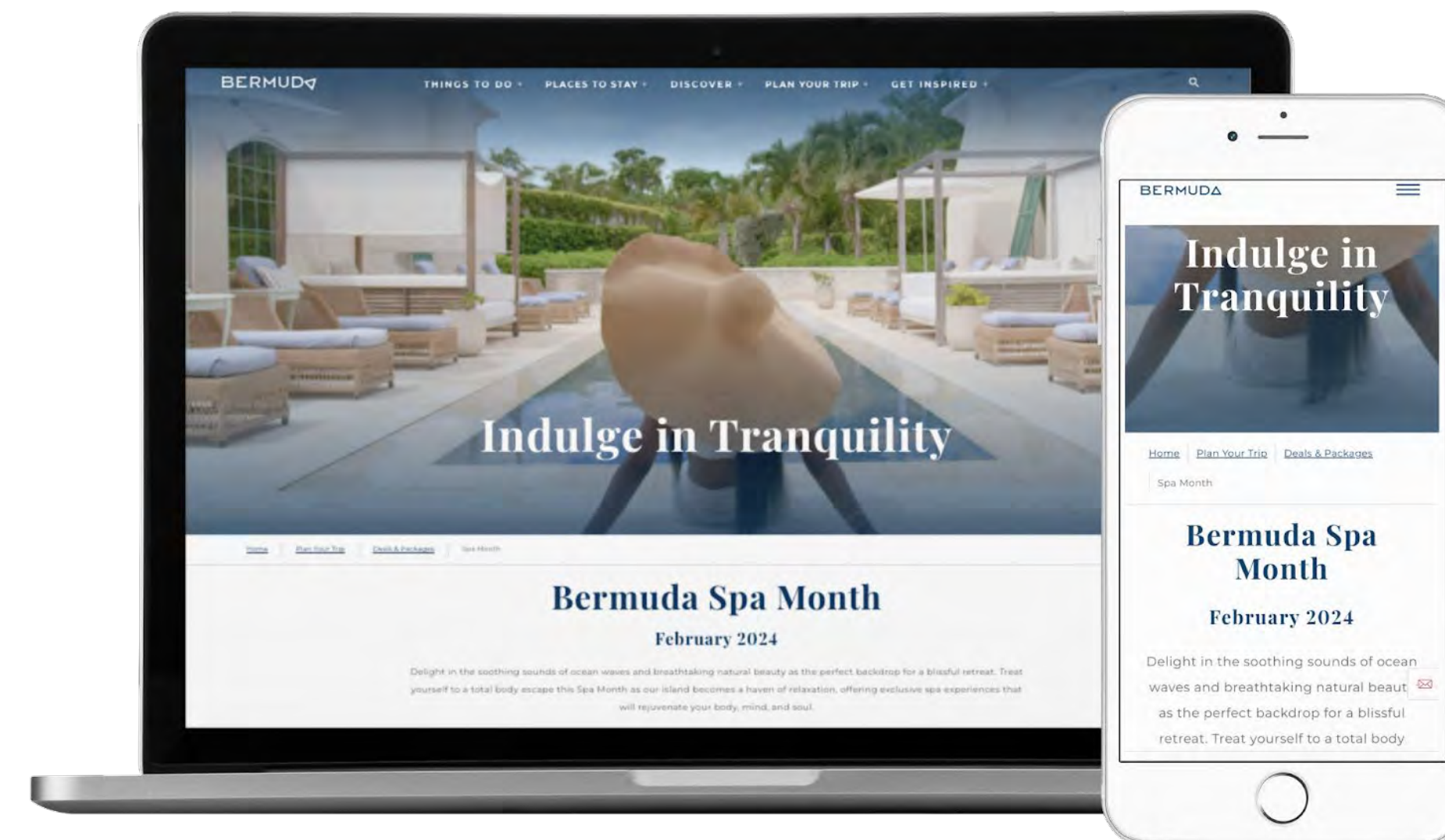
**Dates:** February 1, 2024 - February 29th, 2024

### General Web Performance Overview:

- Visits: 4,137
- New users: 1,080
- Engaged Sessions: 3,101
- Time on page: 1m4s
- Engagement rate: 75.0%

### Top Referrers:

- google/organic: 1,521
- google/cpc: 923
- bing/organic: 759
- tnnbda.com: 77





# New Pages Added:

## Site Updates and New Content

- Promotional Pages, inclusive of homepage content and countdown sale activity for Pink Sale, and Splash Sale
- Promotional pages and content updates for Restaurant Weeks and Spa Montha
- Review and adjustment of Algolia onsite Search Configuration
  - Improving search results for predictive search
- Cookie Consent Management Implementation
  - OneTrust Configuration and GTM updates allowing new Google variables to be passed
- DCA - BDA Landing Page
  - Introduction of new direct route from DC to Bermuda
- Update of Simpleview Forms Integration for improved data collection
- Updated integration of Personalization inclusive of new markets and more focus on email collection
- Ongoing SEO work for keyword trends, site hygiene and on page optimization



# SEO Work Done

## SEO Strategy & Q1 Activities

### On-Page Optimisations

- Site-wide review of page title, description, and heading metadata
- Site-wide audit and review of images for alt text and size
- Technical improvements on-site to address: 404 & 3xx internal links, breadcrumb schema, event schema, sitemap.xml files, and general Google Search Console opportunities.

### Competitor Gap Analysis

- Keyword opportunity research
- Content opportunity research and optimization
- Backlink profile management and gap analysis

### Content Initiatives with SEO Support

- The Legends & Lore of the Bermuda Triangle
- Sailing to Bermuda
- Bermuda for City Dwellers Turned Island Hoppers
- Family Adventure: Exploring New York City and Bermuda with JetBlue
- Uncover the Magic of Humpback Whale Watching in Bermuda
- Planning Your Trip to Bermuda
- Bermuda's Signature Experiences



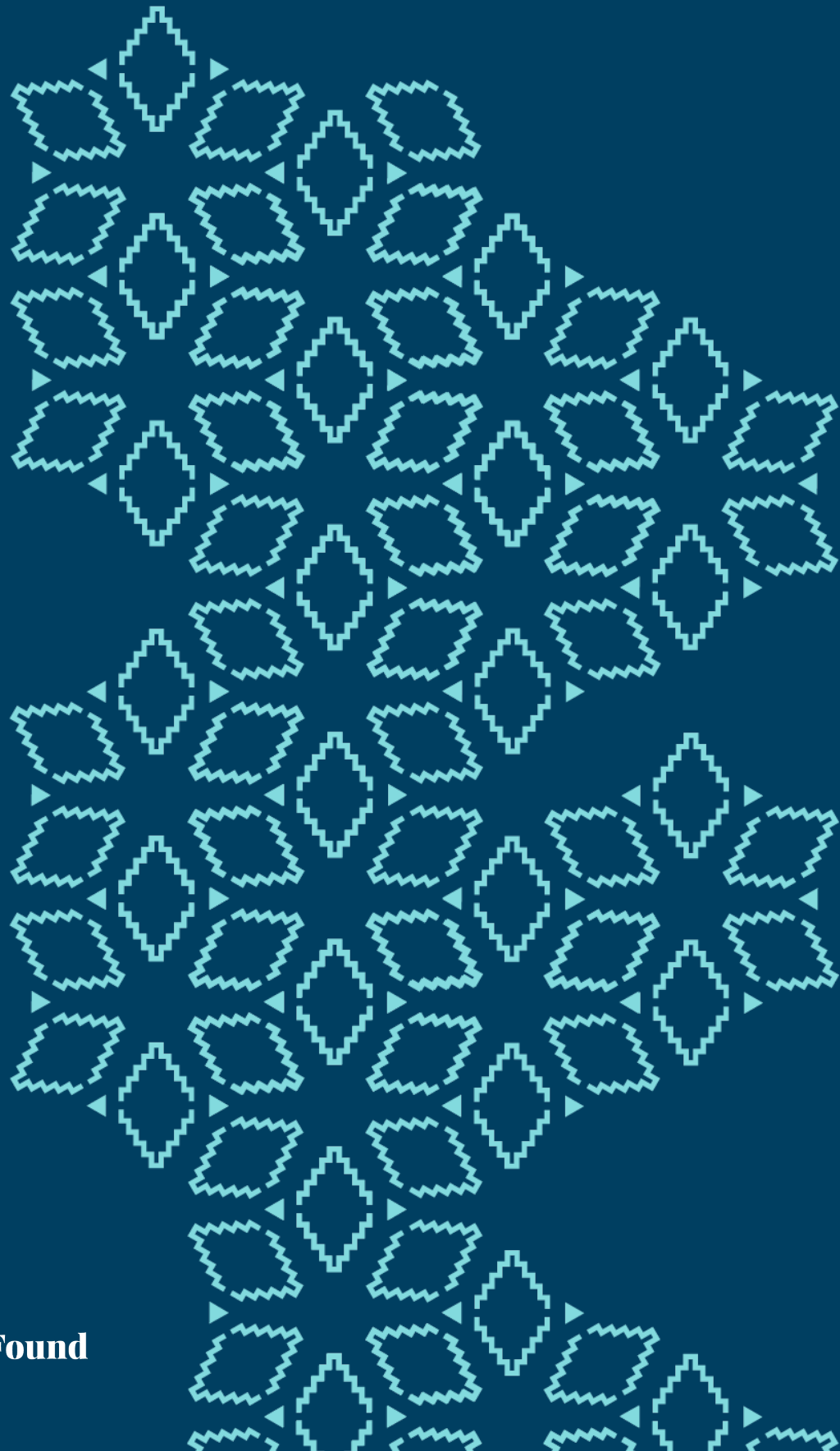
# Site Structure Improvements:

Upcoming site improvements for Q2

- Finalised rollout of Consent Mode including cookie management banner
- Review of mobile menu approach and evaluation of functionality
- Rollout of optimized Search Functionality updates to improve user experience
- Ongoing UX review of IA to review initial landing pages and optimize "Discover" and "Plan" content
- Review of additional personalisation opportunities on site and optimization of user data collection to optimize first party data
- Evaluation of site structure against potential for future AI integrations



# VERB – Social





# Executive Summary

## Social Media Q1 2024

A total of 671 content pieces were posted across social media in Q4, which grew our community by 3,051 followers (+323.75%).

Q1 saw several key campaigns in market such as the Pink Sale (1,347,101 impressions, 55,591 engagements, and 557 link clicks), Restaurant Weeks (503,129 impressions, 16,545 engagements and 1,516 link clicks) the Splash Sale (146,059 impressions, 8031 engagements and 1,162 link clicks), and Spa Month (85,344 impressions, 6502 engagements, and 531 link clicks).

Our key themes included “New Year, Next Vacation”, “Culinary Celebrations” to support the Find the Time You Lost campaign and Restaurant Weeks, “Celebrate Self-Care” to align with Find the Time You Lost and Spa Month, “Black History & Culture” to coincide with Black History Month, and “Spring into Island Events” to kick off promotion for our spring and summer signature experiences.

With a high volume of campaigns in market for BTA, we ensured that our promotional content mix was balanced with top performing short-form video content and carousels featuring popular locations, scenic sights and insider tips to support travel planning while driving our KPIs.

While Facebook had the top performing cross-channel post on Q1 by engagement, the remainder of top performing posts came from Instagram, which showcased Bermuda's natural beauty and familiar sights.

With the finale of Real Housewives of Salt Lake City (RHOSLC) featuring Bermuda in the final four episodes airing in early January, we saw major pickup in social mentions with a total of 3,586 mentions of Bermuda in relation to RHOSLC, 281,153 social interactions and 85.46M potential impressions. Our owned content promoting Bermuda's presence and relevance in the series produced an additional 59,366 impressions and 6,720 engagements in our feeds.





# Channel-Specific Metrics

Social Media Q1 2024





# Q1 Instagram

In Q1 of 2024, we shared a total of 82 posts and 285 stories.

The Pink Sale generated a total of 265,463 impressions, 26,313 engagements and 222 link clicks from a total of 42 posts which were published during the campaign. Our content focused on pink-themed assets as well as signature experience promotion to encourage visitors to book their discounted stays for signature experiences using the Pink Sale promotion.

The Splash Sale generated a total of 5188 engagements, 75,596 impressions and 138 link clicks through 44 cross-channel content pieces. The creative focused on water-themed activities.

Restaurant Weeks produced a total of 173,006 impressions, 4,955 engagements, 1,107 link clicks through 16 cross-channel posts.

Spa Month generated 60,371 impressions, 4,462 engagements and 65 link clicks through 15 posts.

Our top performing content type on this channel was reels and carousels, which was consistent with the previous quarter. The top performing content theme continues to be scenic content which showcases Bermuda’s natural beauty.

*Social boosting was on pause in Q1.*

Q1 Instagram		
	Q4 2023	Q1 2024
New followers gained	+232	+1,424
Lifetime followers	125,541	126,965
Engagements	153,893	145,158
Reach	1,863,206	369,070
Impressions	6,846,963	2,762,976
Engagement Rate	1.8%	1.23%
Story Replies	142	133
Story Completion Rate	4.9%	4.23%
Story Impressions	502,293	453,312
Story Tap Forwards	408,005	366,981
Story Tap Backs	17,272	19,601
Story Exists	48,212	38,213
Paid Impressions	3,752,969	N/A
Total Engagements	1,726,423	N/A
Total Paid Clicks	6,123	N/A
Cost Per Click	\$2.43	N/A



# Q1 Facebook

In Q1, we published a total of 82 posts on Facebook.

The Pink Sale generated 438,475 impressions, 26,283 engagements and 335 link clicks through a total of 15 posts.

Through 5 promotional posts, the Splash Sale produced 51,508 impressions, 1,934 engagements and 1,024 link clicks.

Restaurant Weeks generated a total of 173,006 impressions, 4,955 engagements and 1,1057 engagements through 16 posts.

Spa Month in February drove a total of 14,311 impressions, 1,570 engagements and 466 link clicks through two posts.

Consistent with Instagram and with last period, the top performing content type were reels and carousels which showcased Bermuda’s natural beauty and familiar landmarks, such as Bermuda’s moongates and Front Street.

*Social boosting was on pause in Q1.*

Q1 Facebook		
	Q4 2023	Q1 2024
New page likes gained	+379	+1,588
Lifetime page likes	392,693	394,281
Engagements	154,315	63,267
Reach	4,921,565	4,806,214
Avg. Engagement Rate	0.18%	0.08%
Link Click Rate	0.09%	0.15%
Paid Impressions	5,961,192	N/A
Total Clicks	115,988	N/A
Click-Through-Rate	1.95%	N/A
Cost Per Click	\$0.13	N/A





# Q1 X

A total of 127 posts were published on X in Q1 of 2024.

The Pink Sale generated a total of 16,150 impressions and 746 engagements through 15 posts, while the Splash Sale drove a total of 7,469 impressions and 287 engagements through 5 posts.

The Restaurant Weeks campaign produced a total of 12,160 impressions and 496 engagements through 15 posts.

Spa Month saw a total of 1,762 impressions and 100 engagements on X.

The top performing content on X was [this gif](#) which was created to capitalise off the Golden Globes followed by scenic video content.

*Link clicks are unavailable due to API limitations.*

Q1 X		
	Q4 2023	Q1 2024
New followers gained	+32	+19
Lifetime followers	31,422	31,441
Engagements	6,505	7,195
Impressions	184,169	164,893
Engagement Rate	0.09%	0.09%





# Q1 TikTok

A total of 18 posts were published on TikTok in Q1 of 2024.

The Pink Sale generated a total of 534,844 impressions and 2,130 engagement on TikTok.

The Splash Sale saw a total of 11,349 impressions and 618 engagements through 3 posts, while Restaurant Weeks produced a total of 84,909 impressions and 1,360 engagements through 9 posts.

Spa Month drove a total of 8,641 impressions and 365 engagements through 2 promotional posts.

Our top performing content type was vibrant UGC video content showcasing our iconic Bermuda blues, followed by Restaurant Weeks and Bermuda Inspirers content which featured members of the community.

*Social boosting was on pause in Q1.*

Q1 TikTok		
	Q4 2023	Q1 2024
New followers gained	+4,220	+976
Lifetime followers	4,220	5,196
Engagements	26,231	15,124
Total Video Views	10.05M	268,834
Total Comments	215	184
Engagement Rate	4.33%	6.52%





# Q1 YouTube

We continue to publish exclusively owned content on YouTube Shorts. In Q1, with a total of 31 videos published.

The Pink Sale promotion saw a total of 696 views and 39 engagements, the Splash Sale produced a total of 137 views and 4 engagements, Spa Month generated a total of 259 videos and 5 engagements, with 1 piece of owned content published for each campaign.

Restaurant Weeks drove a total of 1,306 views and 33 engagements through 7 shorts.

The top performing content was a whale watching video which promoted the short season in the destination followed by content which supported travel planning such as Restaurant Weeks content and listicles.

Q1 YouTube		
	Q4 2023	Q1 2024
New subscribers gained	+60	+110
Video Views	243,667	289,456
Watch Time (Hours)	737.7	2,559
Total Engagements	585	585
Click Through Rate	3.2%	3.2%





# Q1 Pinterest

*The BTA does not have an active organic social media presence. We will consider activating a platform strategy in 2024.*

Q1 Pinterest		
	Q4 2023	Q1 2024
New Followers Gained	+4	+4
Impressions	174,138	229,679
Saves		945
Total Clicks		770
Engagement Rate		3.29%



# Infrastructure

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



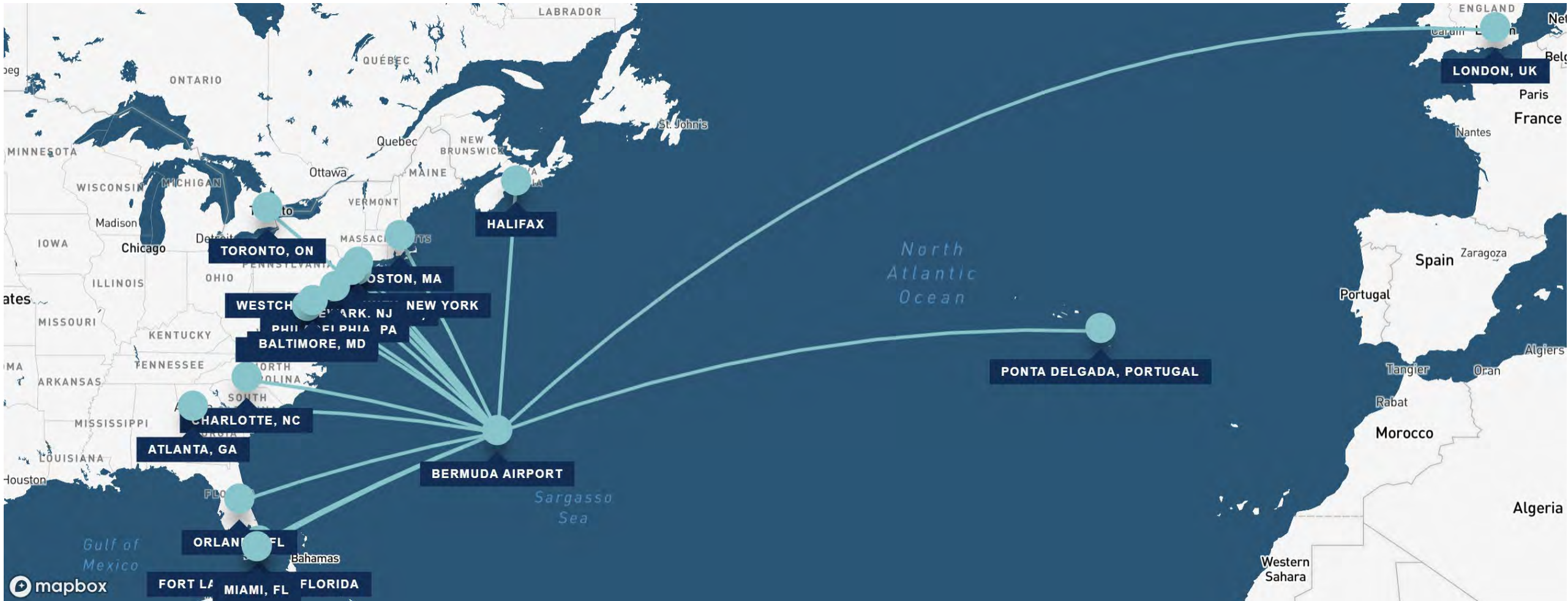
# Infrastructure

## Bermuda Visitor Service Centres

- Advertised, interviewed, selected & trained 6 new BVSC seasonal contract workers for the 2024 visitor season. Contractors to start at all locations on April 1st, 2024.
- Dockyard VSC opened for the 2024 visitor season on April 1st. Operating Hours: Mon – Fri 8:30am – 4:00pm, Sat & Sun 10:00am – 4:00pm.
- Exterior of the Dockyard VSC was rebranded in Q1. New features: QR codes for the Bus & Ferry Schedules, the BTA Calendar of Events & the Visitor Exit Survey.
- Hamilton VSC now offering rentals on the middle floor for meetings, events & social gatherings.
- For rates & availability please reach out to 261-2872 or email [vsinfo@bermudatourism.com](mailto:vsinfo@bermudatourism.com).

## Air Service Development

- The BTA Attended Routes Americas Airline Conference in March with partners from Bermuda Airport Authority and Skyport. Meetings were held with 13 airlines and six airports to discuss performance and new opportunities.
- Ongoing meetings and relationship management with airline partners including United Airlines HQ meeting in February.





# 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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# AnchorBDA

AnchorBDA is a Tourism and Hospitality certification specifically tailored for Bermuda residents, aimed at cultivating ambassadors for our island. We firmly believe that adopting an inclusive, collaborative approach is essential in propelling our island's progress and developing positive changes within the hospitality and tourism sector.

For more detailed information about the programme, please visit the following link: <https://www.gotobermuda.com/bta/anchorbda>  
I have attached an information package to the programme & click here for: [Frequently asked questions](#)

AnchorBDA launched on March 13th, with an entire hour on Vibe 103, integrating a poem by Yesha Townsend, which highlights AnchorBDA's core topics and serves as the centrepiece of our programme launch.

Discussions were also held with various hotel partners, including Rosedon, Grotto Bay, The Bermudiana, and Azura, who have expressed keen interest in integrating AnchorBDA into their 2024 training programs.

Training held for 18 facilitators for AnchorBDA courses, including two new Bermuda Visitor Service Centre (BVSC) hires, one BVSC staff, and three new staff members from The Bermudiana.





# Local Involvement (cont.)

## Bermuda Hospitality Service Standards Awards

The TS&T team introduced the BTA-sponsored Bermuda Hospitality Service Standards (BHSS) Award which recognises businesses consistently providing exceptional service experiences, establishing a benchmark for excellence. This Award is divided into three categories.

## Leading Employer in Hospitality & Tourism

Honours a tourism business that places a high value on employee happiness, cultivating positive work environments, and showcases outstanding community involvement.

## Best Customer Service in Hospitality & Tourism

Honours a tourism business that provides exceptional service and products, with a primary focus on ensuring customer satisfaction.

## Top Online Reputation in Hospitality & Tourism

Honours a business in the tourism and hospitality industry, with a remarkable online footprint and a keen awareness for their services and products across various digital platform including social media, review sites, forums, and other online channels.



# Local Involvement (cont.)

## Educational Engagements

### Mount Saint Agnes

The TS&T team visited Mount Saint Agnes Academy to participate in their Bell Ringer sessions and deliver a classroom presentation to 40 students. The team shared valuable insights about working at the BTA, offered an overview of tourism history, and discussed the diverse career pathways within the industry for students.

### Warwick Academy

During Warwick Academy's Career Expo, the TS&T team hosted a booth and participated in a panel discussion with 60 students. Denae and Kiira effectively showcased diverse tourism careers, aiming to alter perceptions of traditional hospitality roles and emphasise their connections with other professions such as law, accounting, and engineering. They interacted with students through a charades game featuring hospitality roles, offering prizes, and making tourism careers relatable. Davida contributed to the panel with the senior-level students, providing insightful information about the industry.





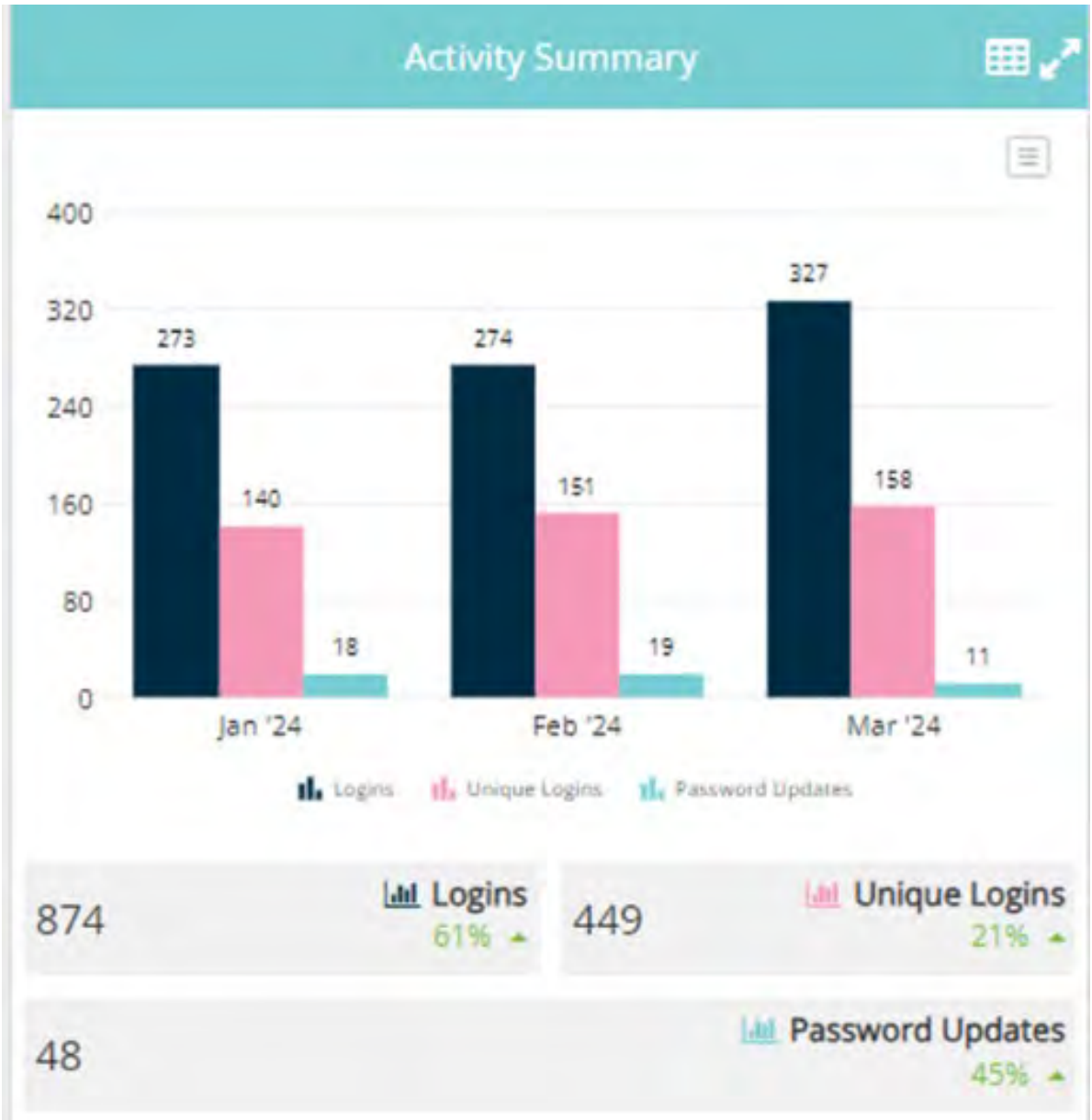
# Local Involvement

BTAConnect (BTA’s Stakeholder Portal): 16% increase of new sign ups vs Q1 2023 and numbers continue to increase.

Logins have increased 61% vs Q1 2023.

## New goals for BTAConnect:

- Five to 10 new stakeholder sign-ups per week.
- Existing stakeholders who have signed up but haven’t been active – aiming for approximately 20 stakeholders who haven't logged in since January 1st to log in as of now.
- Existing stakeholders who are active but need to be more active and can increase engagement. – aiming for 20 more stakeholders to make modifications to their accounts and five or more stakeholders to post on the BTAConnect post board.
- Increasing BTAConnect Calendly walkthrough sessions from one to three sessions weekly to five sessions weekly.





# 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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# Restaurant Weeks

January 18 – February 29

As a staple offering during the winter calendar, Restaurant Weeks 2024 sought to deliver unique culinary experiences highlighting Bermuda's culinary diversity while showcasing reasons to visit Bermuda year-round. The Experience team added three new components to the Restaurant Weeks schedule which included:

- A new celebrity mixologists experience with Netflix Drink Master Series Celebrity Guest Judge, Tiffanie Barriere
- An Evening with Michelin Star Chef Charlie Mitchell; winner of Michelin's New York Young Chef Award and the first Black chef in New York City to earn a Michelin Star
- Live entertainment at selected participating restaurants

Focusing on Bermuda's national tourism plan to encourage year-round travel, the experiences curated aimed to inspire travel with culinary offerings as research shows today's savvy travellers crave unique culinary and immersive experiences that authentically connect them with local cultures.





# Restaurant Weeks (Cont.)

## Key Highlights/Results

- Restaurant Weeks 2024 had 50 participating restaurants
- During Restaurant Weeks, we secured 25 overseas guests to host their whisky experience during Restaurant Weeks. Our celebrity mixologists provided a special curated experience to elevate this groups programme.
- In total 17 restaurants registered to incorporate live entertainment during the programme (West, Central, East)
- 87.5% of surveyed restaurants indicated a moderate increase in traffic compared to previous periods
- 100% of surveyed restaurants indicated they will participate in future Restaurant Weeks programmes





# 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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# Sports & Business Development

## BTA x Nike Run Club:

- Strategic partnership aligns with the BTA's sports business development strategy, poised to elevate Bermuda as a premier destination for running enthusiasts.
- Tailored for winter months and need periods, each Runcation promises a dynamic itinerary featuring welcome events, training sessions, speed workouts, yoga, and other running-focused activities.
- Nike and the BTA will collaborate to develop an annual 2025 Bermuda Crew Clash, offering a thrilling and competitive event for running crews worldwide, with a target participation of 100 international visitors and 40 locals.
- The marketing launch for this programme is scheduled at the Nike Flagship store in New York in 2024.

## Bermuda Triangle Challenge (BTC):

- Bermuda Triangle Challenge 2024 race was held between January 12, 2024 - January 14.
- 476 overseas participants and an additional 405 overseas visitors (estimated) who accompanied the participants, totaling an estimated 881 overseas visitors and 1,390 total participants.
- Guests primarily stayed at Hamilton Princess and Grotto Bay resulting in a total of 426 rooms nights for overseas participants.
- Estimated economic impact of \$1,260,745.



# Sports & Business Development

## Sports & Business Development

### Definite Groups:

- 1 Definite Lead
- 230 room nights
- 52 people
- EEI \$171,706.90

### Tentative Groups:

- 1 Tentative Lead
- 162 room nights
- 79 people
- Dates range: March 2024 – April 2025



# Q1 Group Sales

## Group Sales

### Definite Groups:

- 9 Definite Leads
- 953 room nights
- 340 people
- EEI \$1,549,567.34

### Tentative Groups:

- 26 Tentative Leads
- 8,094 room nights
- 2,882 people
- Dates range: January 2024 – September 2026

### Beyond Collection Insurance & Finance Summit January 9 – 11/Bermuda

The rescheduled Beyond Collection Insurance & Financial Summit held at Rosewood is a 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. It entails curated one-on-one meetings that allows us to make meaningful business connections. Our time together will inspire creativity and idea-sharing among industry leaders in a relaxed and open environment.



# Q1 Group Sales (cont.)

PCMA (Professional Convention Management Association) Convening Leaders January 7 – 10/ San Diego CA

Through leading-edge education, research, and networking to industry leaders. This annual convention will be held at in San Deigo, CA with 3,000+ attendees registered as of December 1. Our Sales team was able to connect with existing clients and new clients through many networking opportunities and client hosting.





# Q1 Group Sales (cont.)

## Cornell University Master's Class Project Kick Off/ January 25 & 26/ Ithaca, NY

In collaboration with our Tourism Standards & Training team, we have embarked on a partnership with Cornell University's Masters of Hospitality students over 14 weeks.

The objective of the "Bermuda Unveiled" project is to challenge and empower hospitality and tourism master's students to develop comprehensive mini campaigns aligned with Bermuda's National Tourism Plan, focusing on the AGILITY pillars.

The project aims to enhance students' strategic thinking, creativity, and practical application skills in crafting campaigns that contribute to the achievement of key success indicators outlined in Bermuda's tourism plan by the end of 2026.

The class is made up of 49 students and majority of the students will take an immersion trip to Bermuda in early April meeting key on island stakeholders who will be guest speakers throughout the next 14-weeks.

Our partnership kick off entailed meeting with key university personnel, a Bermuda reception for the students and faculty giving them knowledge of the island and introducing to the project, and the first-class presenter Ticole Swan, Director of Brand and Strategic which was attended by Katie Masters a Bermuda Cornell MMH alum who had the foresight to conduct a project in Bermuda in 2020 but due to the pandemic the trip for her class was able to take place.



# Q1 Group Sales (cont.)

NECVB – (Northeast Convention Visitors Bureau) Client Luncheon/February 27/Manhattan NY

CVBReps is a group of CVB's/DMO's providing expert advice and assistance to Meeting Planners considering locations for the next meeting. Member Suppliers of NECVB held networking reception and luncheon for 52 Meetings Planners.





# Year-Round

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

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# Q1 Sales Activity – Maritime

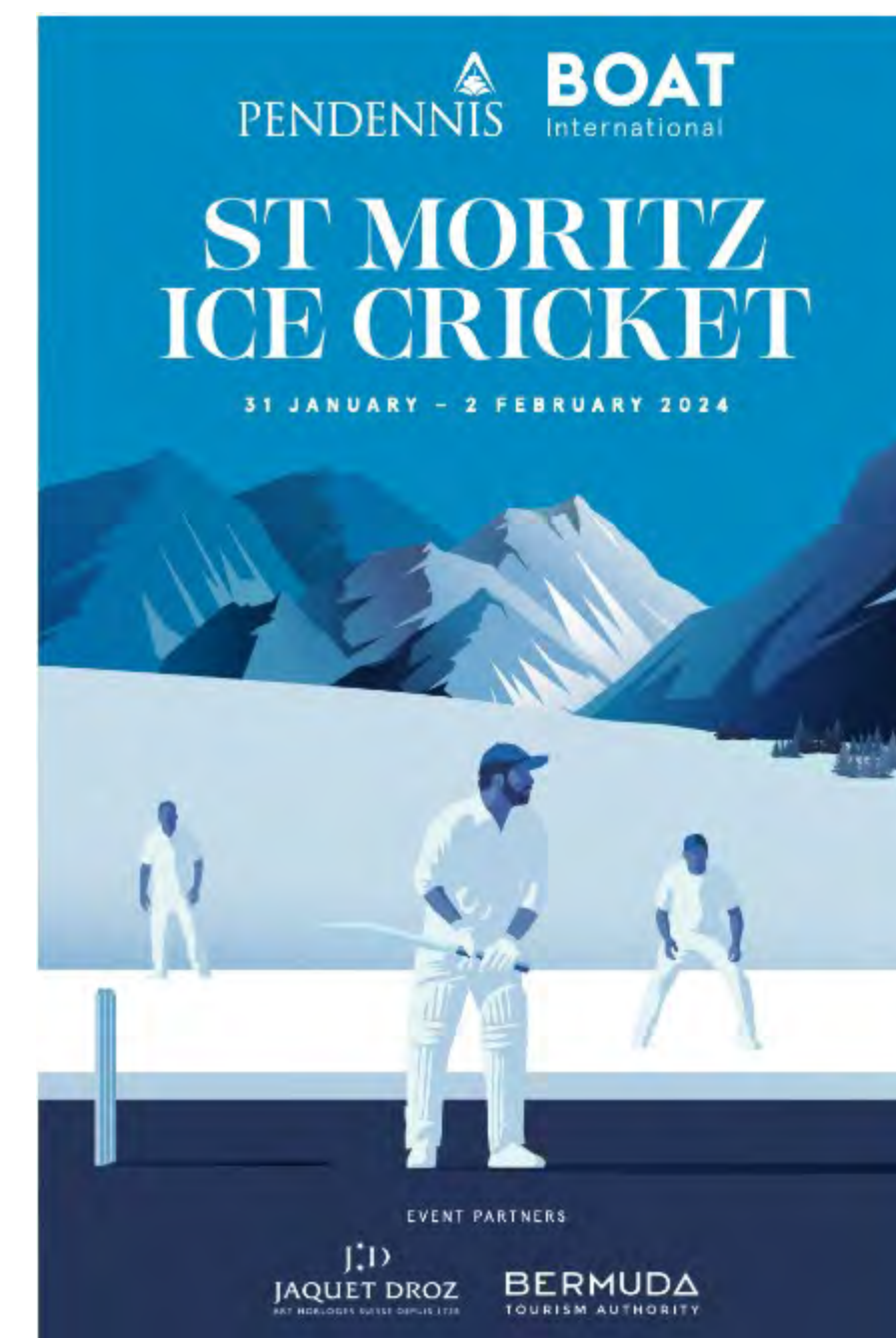
Maritime:

Boat International Owners Club – St. Moritz – January 31 – 2 February 2024

- Boat International introduced a new Owners Club event to their European based members who wintered in St. Moritz.
- Luxury superyacht builder Pendennis co-hosted the event with Bermuda and Swiss luxury watchmaker, Jaquet Droz. Owners, ship designers, and yacht brokers were amongst the attendees all representing varying sides of the industry.
- As influencers, their endorsement of Bermuda helps to solidify Bermuda's brand in the superyacht space to attract yachts to Bermuda.

St. Barths and Palm Beach Boat Show – March 18 – 22, 2024

- In collaboration with BTA, Bermuda Yacht Services provided representation at two key boat shows: The Bucket Regatta in St. Barths and the Palm Beach Boat Show.
- Bermuda's presence at these shows is integral to build opportunities with the captains and owners to increase the number of superyachts in Bermuda as they reposition their vessels across the Atlantic.
- Bermuda Yacht Services has reported an uptick in enquiries for guest and owner charters.





# Q1 Sales Activity – Maritime

## Superyacht Services Info Sheet

- A Superyacht Services Guide was produced by the Business Development team in the fall of 2023 to provide detailed information on the services and experiences that Bermuda had to offer.
- In response to feedback received from industry professionals at the Monaco Yacht Show and Fort Lauderdale International Boat Show, a condensed two-sided ‘one pager’ that provided just the salient points.



**Find Your Way Here**

BERMUDA  
GoToBermuda.com

The next time you decide to cross the Atlantic, whether by sea or by air, consider charting your course to 32.3802° N, and 64.6766° W and make Bermuda your next port of call.

- Flights from New York are 90 minutes.
- Flights from Atlanta, Boston, Miami, Washington D.C., and Philadelphia are under 3 hours.
- Flights from London Heathrow are 7 hours.

**Find Your Perfect Port**

Bermuda has three world-class superyacht marinas to choose from, take your pick.



**Hamilton Princess Marina**

Transition smoothly from your yacht to the modern yet classic Hamilton Princess hotel where world-class dining, spa facilities, and Waterside, serve as your land-based oasis.



**St. George's Marina, Superyacht Dock**

Anchor in the historic seventeenth century Town of St. George and make your way to the luxurious St. Regis hotel, its beach, spa, and golf course that are a mere 5-minutes away.



**The Waterfront Marina**

A mini city within the City of Hamilton, flanked by luxury townhomes, fine-dining restaurants, a gourmet grocer, and tree-lined park, the energy of city life is at your fingertips.

**At Your Service**

**Bermuda Yacht Services**

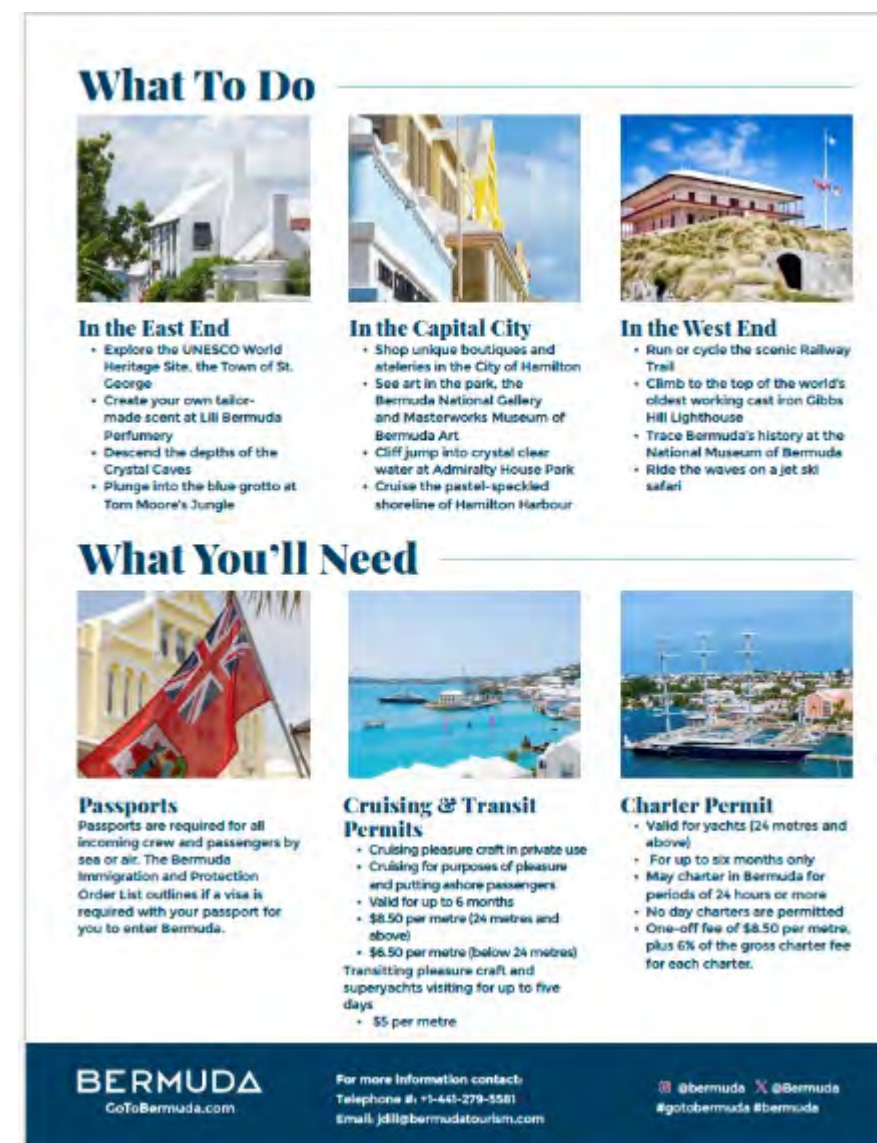
With offices and a superyacht lounge conveniently located at the St. George's Marina and Superyacht Dock, Bermuda Yacht Services caters to all your bunkering, provisioning, and on island needs. Their unparalleled service and expert knowledge make hosting guests, and managing crew a breeze.

Telephone: +1 (441) 297-2798 | Email: info@bdeyacht.com | Website: www.bermudayachtservices.com


**Meyer Agencies**

Meyer Agencies is an experienced port agent that provides bunkering, and provisioning services to any type of vessel.

Telephone: +1 (441) 296-9798 | Email: shipping@meyer.bm | Website: www.meyer.bm




**What To Do**




**In the East End**

- Explore the UNESCO World Heritage Site, the Town of St. George
- Create your own tailor-made scent at Lili Bermuda Perfumery
- Descend the depths of the Crystal Caves
- Plunge into the blue grotto at Tom Moore's Jungle



**In the Capital City**


- Shop unique boutiques and galleries in the City of Hamilton
- See art in the park, the Bermuda National Gallery and Masterworks Museum of Bermuda Art
- Cliff jump into crystal clear water at Admiralty House Park
- Cruise the pastel-speckled shoreline of Hamilton Harbour



**In the West End**


- Run or cycle the scenic Railway Trail
- Climb to the top of the world's oldest working cast iron Gibbs Hill Lighthouse
- Trace Bermuda's history at the National Museum of Bermuda
- Ride the waves on a jet ski safari

**What You'll Need**




**Passports**

Passports are required for all incoming crew and passengers by sea or air. The Bermuda Immigration and Protection Order List outlines if a visa is required with your passport for you to enter Bermuda.



**Cruising & Transit Permits**

- Cruising pleasure craft in private use
- Cruising for purposes of pleasure and putting ashore passengers
- Valid for up to 6 months
- \$8.50 per metre (24 metres and above)
- \$6.50 per metre (below 24 metres)
- Transiting pleasure craft and superyachts visiting for up to five days
- \$5 per metre



**Charter Permit**

- Valid for yachts (24 metres and above)
- For up to six months only
- May charter in Bermuda for periods of 24 hours or more
- No day charters are permitted
- One-off fee of \$8.50 per metre, plus 6% of the gross charter fee for each charter.

**BERMUDA**  
GoToBermuda.com

For more information contact:  
Telephone: +1 (441) 297-2581  
Email: j88@bermudatourism.com

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# Sports & Business Development

## Bermuda Bridge Regional:

Bermuda Bridge Regional, supported through the BTA's Sports Opportunity Fund, took place from January 27<sup>th</sup> – February 2<sup>nd</sup>.

The Bermuda Bridge Regional attracted 258 overseas visitors, of which 241 were participants.

Players stayed at Hamilton Princess and Pompano with a room block at over 900 for the duration of the groups stay.

The estimated economic impact from this tournament was \$686,648.12.

Article pending publication in the Bridge Bulletin of the ACBL with a readership of 121,000 households.

## PGA Merchandise Show:

In January, the BTA had a significant presence at the PGA Magazine Merchandise Show, a premier gathering for the golf vertical, attended by over 31,000 PGA of America Golf Professionals and industry leaders.

This event serves as a pivotal moment for networking, product testing, and idea generation within the golf community, fostering innovation and business growth.

Business Development team has successfully engaged with Smoke Show Golf, a prominent women's golf group who are now seeking optimal travel dates and pricing and Beatty Enterprises, a marketing firm owned by a retired Major League Baseball player, to develop a relationship with the BTA potentially resulting in bookings for golf groups on the island.

Hazel Clark delivered a captivating address at the Women Leaders Platform Breakfast, an event distinguished by its emphasis on empowering women in leadership roles.

The Bermuda Tourism Authority also co-sponsored the PGAM booth reception, providing a platform to highlight the destination to foster future partnerships opportunities.



# Internal Activities



# Q1 Internal Highlights

Ongoing Research & Business Intelligence Activities include monitoring and providing analysis on:

- Air service to Bermuda:
  - Monthly reports on capacity, load factors and route performance
  - Existing and potential new routes
  - Future schedules for projections and use by staff, partners & stakeholders
  - Airline schedules
  - Future demand projections.
- Monitor local perception of the tourism industry to assist with stakeholder and public outreach strategies.
- Tourism Key Performance Indicators, including air, cruise, yacht arrivals, air service, visitor expenditure, visitor satisfaction, hotel performance and pace, future projections, etc.
- Corporate objective status to staff and Board of Directors.
- National Tourism Plan Key Success Indicators
- Other activities:
  - 2023 visitor exit survey results were analysed to determine what gaps exist in the visitor experience.
  - Surveys for restaurant weeks were conducted to gather feedback from participating restaurants as well as attendees of the final dinner.
  - Research and insights were shared with hotel concierges to help prepare them for the upcoming season.



# Q1 Internal Highlights (cont.)

## PIPA (Personal Information Protection Act):

PIPA Readiness plan initiated in Q1 with a Privacy Committee appointed internally. The BTA will follow the Privacy Commissioner's timeline in 2024 to be fully compliant by Jan 1, 2025.

## Simpleview CRM:

- Created new user group in Simpleview for Tourism Standards & Training and trained the team
- Orchestrated traces training for the sales team
- Cleaned up old data, merged over 300 accounts, removed over 500+ duplicates
- Created monthly lead audit report



# Financials Q1 2024



	Q1			Year To Date		
	Actual	Budget	PY	Actual	Budget	PY
Income	5,757,354	5,790,311	5,757,953	5,757,354	5,790,311	5,757,953
Direct costs	7,696,727	8,310,160	5,972,232	7,696,727	8,310,160	5,972,232
Direct surplus (deficit)	(1,939,372)	(2,519,849)	(214,279)	(1,939,372)	(2,519,849)	(214,279)
Structure, general & administration costs	2,349,495	2,592,596	2,229,449	2,349,495	2,592,596	2,229,449
Operating surplus (deficit)	(4,288,867)	(5,112,445)	(2,443,728)	(4,288,867)	(5,112,445)	(2,443,728)
Finance costs	16,639	14,375	46,430	16,638	14,375	46,430
<b>Net surplus (deficit) for the period</b>	<b>(4,305,506)</b>	<b>(5,126,820)</b>	<b>(2,490,158)</b>	<b>(4,305,505)</b>	<b>(5,126,820)</b>	<b>(2,490,158)</b>



	Q1			Year To Date		
	Actual	Budget	PY	Actual	Budget	PY
<b>Income</b>						
Grants, subsidy & contribution income	4,750,000	4,750,000	5,010,000	4,750,000	4,750,000	5,010,000
Tourism authority fee	883,266	890,311	735,540	883,266	890,311	735,540
Vacation rentals	124,088	150,000	12,413	124,088	150,000	12,413
	5,757,354	5,790,311	5,757,953	5,757,354	5,790,311	5,757,953
<b>Direct costs:</b>						
Marketing	2,605,115	2,917,331	3,039,377	2,605,115	2,917,331	3,039,377
Sales	4,707,219	4,940,051	2,567,541	4,707,219	4,940,051	2,567,541
Experience development	94,734	109,300	52,568	94,734	109,300	52,568
Research & Business Intell	117,133	120,478	113,431	117,133	120,478	113,431
Operations	172,525	223,000	199,315	172,525	223,000	199,315
	7,696,727	8,310,160	5,972,232	7,696,727	8,310,160	5,972,232
<b>General costs:</b>						
Staff costs	1,631,454	1,775,557	1,549,589	1,631,454	1,775,557	1,549,589
Communications & IT	136,741	138,623	135,921	136,741	138,623	135,921
General expenses	217,459	294,618	238,406	217,459	294,618	238,406
Marketing	-	250	3,242	-	250	3,242
Premises	202,285	203,053	201,968	202,285	203,053	201,968
Professional fees	156,411	174,370	94,942	156,411	174,370	94,942
Equipment	5,145	6,125	5,381	5,145	6,125	5,381
	2,349,495	2,592,596	2,229,449	2,349,495	2,592,596	2,229,449



ASSETS

Q1

Current Assets

Cash & Bank	255,205
Accounts Receivable	797,729
Accrued Income & Prepaid expenses	1,066,893
Total Current Assets	2,119,828

Non-current Assets

Fixed assets	218,062
Investment	200

Total Assets

2,338,090

EQUITY & LIABILITIES

Accumulated Surplus	(1,789,293)
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Current Liabilities

Vendor Payables	1,530,066
Accruals	2,281,524
Deferred Income	315,793
	4,127,383

Long term Liabilities

Loans Payable	-
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Total Equity & Liabilities

2,338,090



