



Previously a popular destination with the UK MICE market (our very own founder & CEO Chetan Shah delivered an incentive there back in 2008), **Bermuda** has not had a sales and marketing presence for many years and dropped off the radar slightly.

However, having expanded its partnership with MMGY Hills Balfour to cover MICE as well as leisure, [Bermuda Tourism Authority](#) is keen to showcase what the island has to offer meeting and incentive groups, and we caught up with some of the team on a recent visit.

*"With its awe-inspiring natural beauty, warm local spirit and deep island culture, Bermuda is the perfect destination to host any MICE event." From our range of unique properties with impressive event spaces, to the array of activities on offer such as setting sail on a private luxury catamaran at sunset, hosting private pink-sand picnics for clients, or exploring the UNESCO World Heritage town of St. George, to name a few, we have a plethora of extraordinary experiences for MICE visitors that are sure to keep them coming back."*

Tracy Berkeley, CEO of Bermuda Tourism Authority

## Getting there

There are two direct flights between London and Bermuda every week operated by British Airways, with a flight time of just over seven hours.



## Where to stay



Rosewood Bermuda

Perched on the coastline of Castle Harbour, the [Rosewood Bermuda](#) is a luxurious boutique hotel with 88 rooms and suites, a spa, a world-class golf course, and access to the exclusive Beach Club.

Modern meeting and event spaces make the Rosewood Bermuda an ideal destination for variety of events, while its location just 10 minutes from the airport makes group transfers a breeze.

Affectionately known as "The Pink Palace" by locals, the [Hamilton Princess & Beach Club](#) is conveniently located on the doorstep of the City of Hamilton. It's one of Bermuda's oldest hotels and the only one on Hamilton Harbour with a marina and restaurants. The business-centric hotel features extensive meeting and event spaces – including a newly opened Executive Meeting floor – along with 386 rooms and suites.

Facilities include an infinity pool overlooking the picturesque harbour and access to the exclusive Princess Beach Club, set in a private cove with sandy shores and over-water hammocks, while the hotel's renowned art collection features work by Banksy, Warhol and Ai Weiwei.



The St. Regis Bermuda Resort

One of Bermuda's newest hotels, [The St. Regis Bermuda Resort](#) opened in 2021 in the historic Town of St. George. The property offers indoor and outdoor meeting space along with two onsite restaurants and 120 rooms and suites boasting breathtaking ocean views.

Overlooking the turquoise waters of St. Catherine's Beach, the pool deck features two swimming pools, the Iridium Spa offers personalised treatments with natural and precious elements, and guests can also play a round at the resort's 18-hole Robert Trent Jones Sr.-designed golf course.

Only five minutes from the airport, [Grotto Bay Beach Resort & Spa](#) offers an easy, enticing escape on a lush tropical estate along Bailey's Bay. The 201-room resort spans 21 acres, featuring colourful cottages in traditional Bermudian architecture overlooking a private beach and crystal-clear waters.

Groups staying at Grotto Bay enjoy a mix of relaxation and adventure, from dining at the three onsite restaurants, swimming underground in a 500,000-year-old cave or relaxing the Natura spa cave, plus access to water sports, snorkelling and scuba diving amongst ancient shipwrecks and coral reefs.



**Incentive ideas**

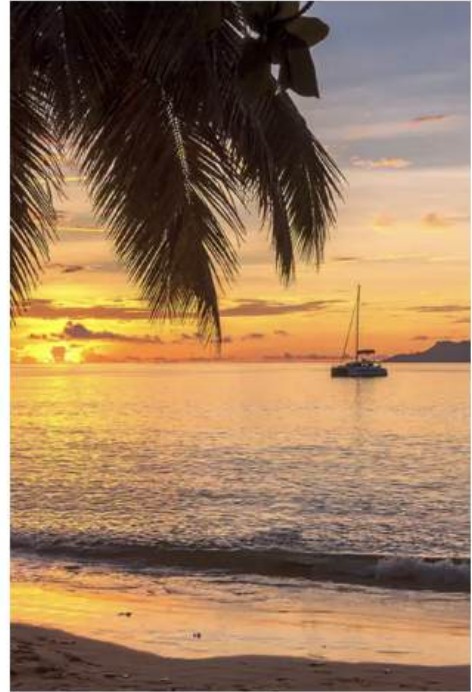
A 21-square-mile island, Bermuda is brimming with dramatic sights, beautiful natural attractions, exhilarating outdoor adventures and relaxing ways to unwind – so there is plenty to offer incentive groups, or meeting planners that want to add post-conference activities.

Groups can enjoy classics like pink-sand beaches and sunset sails, and discover hidden gems like intimate waterfront bars, entertainment spots, art galleries and culture-rich shops.

Go even deeper by scuba diving a shipwreck or dipping into a blue grotto. With more than 200 sunken vessels, Bermuda is known as the shipwreck capital of the world making it a paradise for diving or snorkel the crystal-clear waters to spot the colourful underwater wildlife.

Pay a visit to the Unfinished Church, planned as a replacement for St. Peter's in the mid-19th century, for one reason or another, it was never completed. With soaring stone arches, a grassy floor, and only Bermuda's blue sky for a roof, it has become a popular spot for Bermuda weddings and provides a striking backdrop for memorable dinners and receptions.

Head underground to discover Bermuda's Crystal Caves, which offer incredible crystal formations (white stalactites covered with crystallised soda straws) surrounding a crystal clear, 50-foot-deep lake.



Sunset Sail

Also well worth a visit is the 12-acre Walsingham Nature Reserve, which locals call "Tom Moore's Jungle," after the 19th century poet who wrote some of his best-known works here. Explore dense greenery along winding trails, then cool off with a drop in the clear mangrove pond, with subterranean grottos and caves to swim to.