



# Quarterly Activity Report – Q4 2024

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

BERMUDAΔ

Lost Yet Found





# October – December 2024

In the fourth quarter, Bermuda's tourism sector continued to make incremental gains in the critical non-summer months.

The operations, marketing, experiences, business development and sales teams executed a number of high-profile activations as well as delivering on the core functions to ensure that the organisation meets the corporate objectives by year-end.

The organisation employs the 7 strategic pillars of the National Tourism Plan as the guidepost for all our activities and investment. This report breaks out our cross-divisional activity under the strategic pillars that they broadly support.

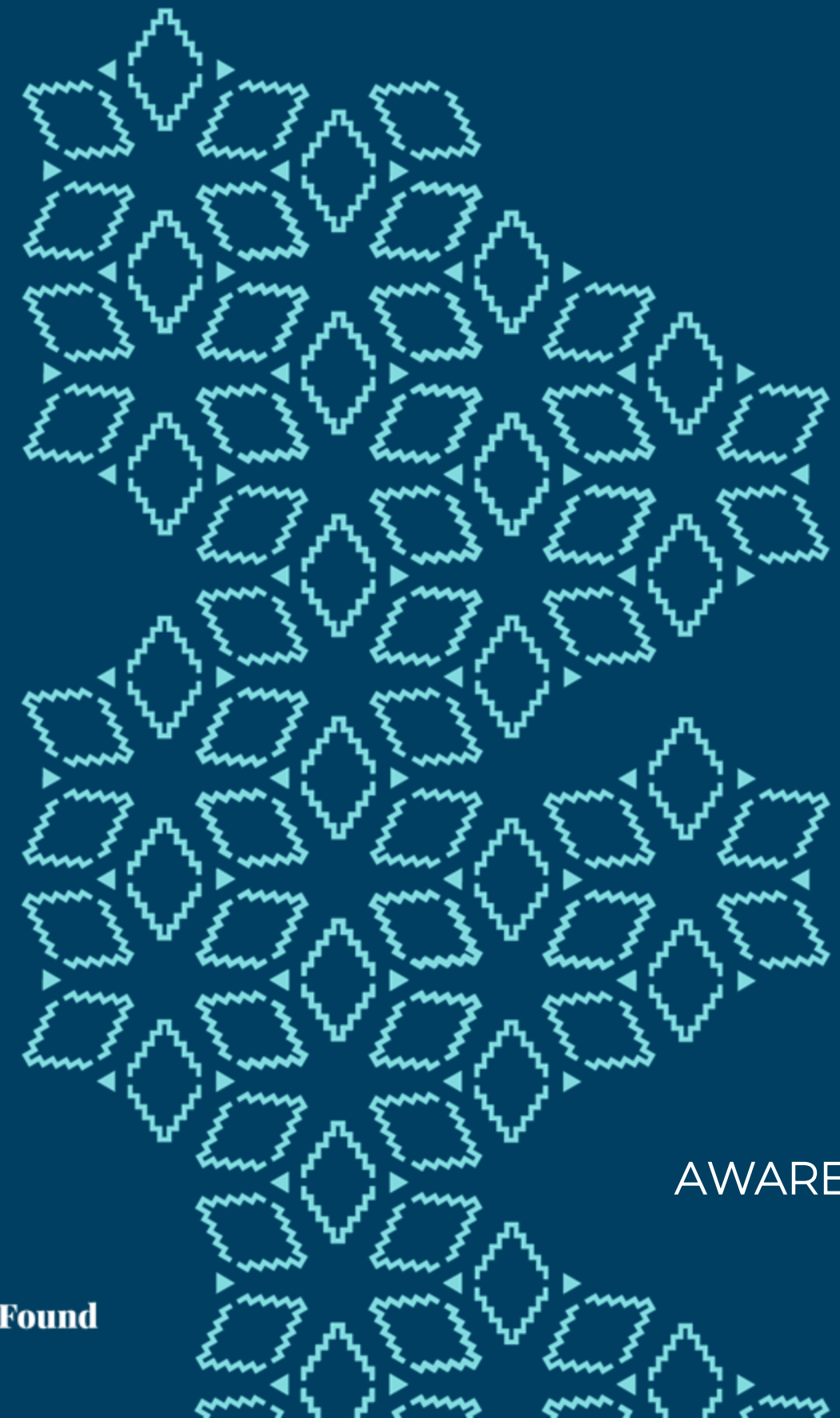
AWARENESS • GREENER • INFRASTRUCTURE • LOCAL INVOLVEMENT • INNOVATION • TEAMS + GROUPS • YEAR- ROUND •

# Awareness & Relevance

Differentiating Bermuda

Oct 1–2 | Newport Beach, CA

# Media



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





# Marketing Executive Summary

High level overview of performance  
for all paid media under the Brand  
and Integrated Packages

From October 1-December 31, we ran nine unique Paid Media campaigns and partnerships, each with specific object. The campaigns and partnerships were:

- Always-On (Digital, Social SEM) - Includes ClickTripz
- Toronto/Halifax Campaign – Includes Hopper
- Endless Summer
- Cyber Sale
- Pink Sale
- Garden & Gun
- DDM
- Hearst
- AFAR

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 campaign 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 & KPIs

CAMPAIGN	OBJECTIVE	PRIMARY KPIs
Always On	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.	CTR, Impressions, VCR, Pageviews, and Engagement
Endless Summer	Boost awareness of the sale and encourage engagement with Bermuda's campaign landing page to provide visitors with information on how to plan and book their trips to Bermuda.	CTR, VCR, LPV, Pageviews, and Engagement
Cyber Sale	Promote the Bermuda deals with eager Black Friday & Cyber Monday shoppers.	CTR, VCR, LPV, Pageviews, and Engagement
Pink Sale	Increase awareness of Bermuda and drive hotel and airline bookings.	Engagement Rate, Bookings, CTR, Reach
Toronto/Halifax	Boost awareness of Bermuda in Toronto and Halifax while driving airline and hotel bookings to the destination.	Engagement Rate, Bookings, CTR, Reach



# Campaign Performance (Media Partners)

Campaign Performance Metrics

## Always-On

Digital:

Impressions: 9,643,555

Clicks: 58,248

CTR: .54%

VCR OLV\*: 78.69%

VCR CTV\*: 98.28%

Conversions: 43,668

Social:

Impressions: 1,169,670

Link Clicks: 34,225

Link CTR: 2.93%

c/LPV: \$0.51

SEM:

Impressions: 520,295

Clicks: 42,015

CPC: \$0.47

CTR: 8.08%

Conversions: 110,050

## Pink Sale

Digital:

Impressions: 5,782,378

Clicks: 3,721

CTR: .09%

VCR OLV: 77.24%

VCR CTV: 98.82%

Conversions: 16,456

Social:

Impressions: 1,970,562

Link Clicks: 28,824

Link CTR: 1.46%

c/LPV: \$0.84

SEM:

Impressions: 20,761

Clicks: 2,503

CPC: \$0.99

CTR: 12.06%

Conversions: 11,856

## Cyber Sale

Digital:

Impressions: 9,599,643

Clicks: 4,972

CTR: .05%

VCR OLV: 81.32%

VCR CTV: 98.93%

Conversions: 12,078

Social:

Impressions: 2,656,985

Link Clicks: 47,925

Link CTR: 1.8%

c/LPV: \$0.93



# Campaign Performance (Media Partners)

Campaign Performance Metrics

## Toronto/Halifax

Digital:

Impressions: 4,298,965

Clicks: 4,063

CTR: .08%

VCR OLV\*: 56.74%

VCR CTV\*: 98.24%

Conversions\*: 6,492

## Custom Partnerships

Impressions: 4,314,769

Clicks: 5,565

CTR: .19%

Conversions: 12,732



# Channel Performance

Performance by Channel

## Digital

Impressions\*: 39,007,981  
Clicks: 80,131  
CTR: .32%  
VCR: 74.92%  
Conversions: 99,221

## OOH

Impressions: 5,834,587

## SEM

Total Impressions: 571,514  
Total Clicks: 46,220  
CPC: \$0.56  
CTR: 8.09%  
Conversions: 125,746

## FACEBOOK

Impressions: 6,030,836  
Link Clicks: 111,848  
C/Link Click: \$0.54  
Link CTR: 1.85%  
Landing Page Views: 76,461  
C/LPV: \$0.79

## INSTAGRAM

Impressions: 405,069  
Link Clicks: 6,262  
C/Link Click: \$0.72  
Link CTR: 1.55%  
Landing Page Views: 4,964  
C/LPV: \$0.91





# Ad Creative Analysis: Digital

Top Digital Media Ad Units by CTR (all campaign)\*

**Vendor: ClickTripz**

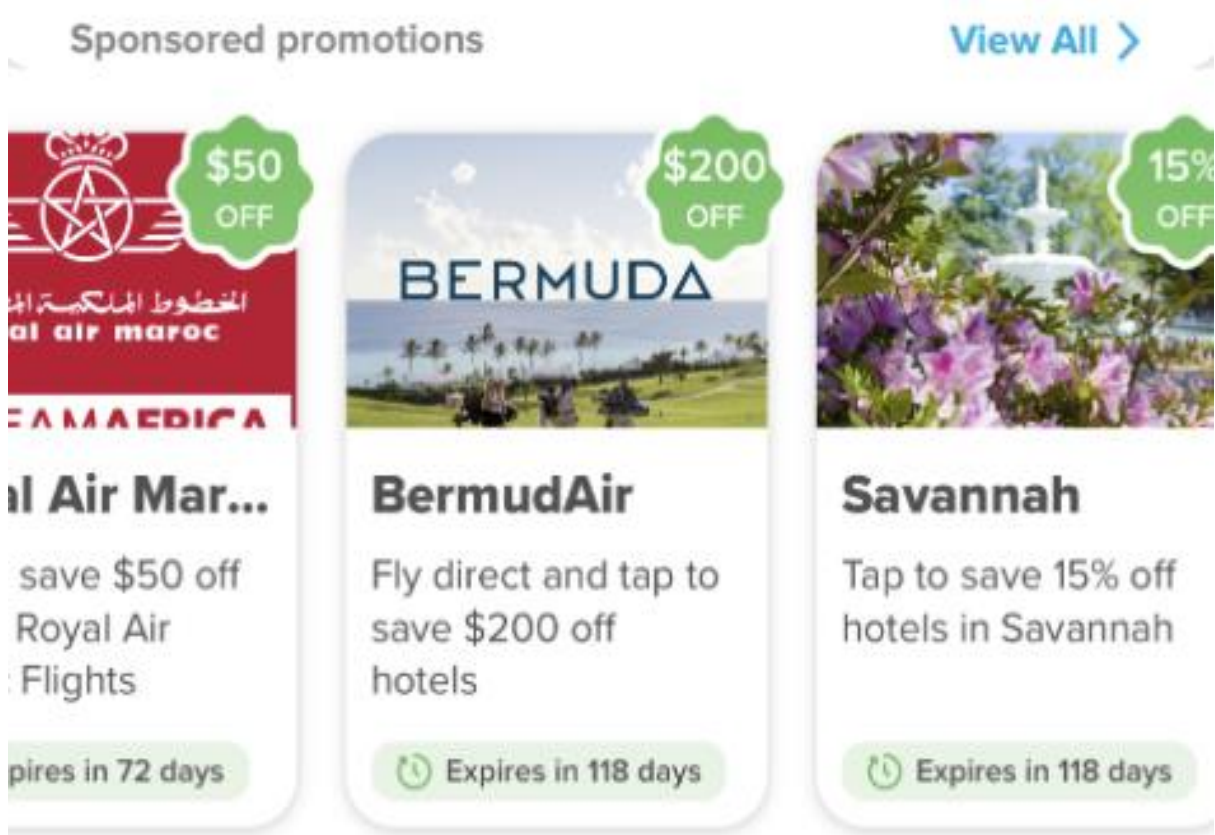
Campaign: Always On  
Tactic: Destination Conquest Targeting  
Clicks: 34,277  
CTR: 19.54%

**Vendor: ClickTripz**

Campaign: Always On  
Tactic: Destination Conquest Targeting  
Added Value  
Clicks: 3,376  
CTR: 19.60%

**Vendor: AdGenuity**

Campaign: Always On  
Tactic: Native Video  
Clicks: 9,245  
CTR: 2.01%





# Ad Creative Analysis: Digital

Top Digital Media Ad Units by Impressions (all campaign)\*

**Vendor: AdGenuity**

Campaign: Cyber Sale  
Tactic: Native  
Impressions: 2,968,381



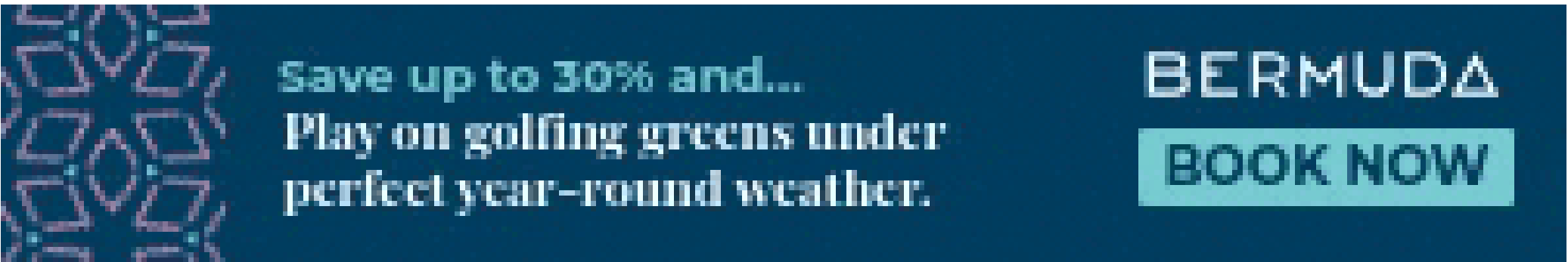
**Vendor: Vistar through AdGenuity**

Campaign: Endless Summer  
Tactic: DOOH  
Impressions: 2,472,369



**Vendor: AdGenuity**

Campaign: Cyber Sale  
Tactic: Disp  
Clicks: 9,245  
CTR: 2.01%





# Ad Creative Analysis: Facebook

Top Social Media Ad Units:  
All campaigns  
KPIS: LPVS

Campaign: Always On  
Ad: Experience Enthusiast  
LPVs: 15,069  
C/LPV: \$0.55

Campaign: Always On  
Ad: Adventure Seekers  
LPVs: 6,961  
C/LPV: \$0.42

Campaign: Pink Sale  
Ad: Beach Image  
LPVs: 10,991  
C/LPV: \$0.80

Bermuda Tourism

Sponsored

✕

⋮

Now's the time to discover Bermuda. Take advantage of these exclusive Cyber Sale savings.



gotobermuda.com

Up to 30% Off

Discover Bermuda

Book now



Bermuda Tourism

Sponsored

✕

⋮

Now's the time to discover Bermuda. Take advantage of these exclusive Cyber Sale savings.



Up to 30% Off

Book now

Discover Berm...

Up to 30%

Discover


Bermuda Tourism

Sponsored

✕

⋮

The Pink Sale—with up to 35% off hotels & resorts—is on! So take off, check in, bliss out, and vacation on.



gotobermuda.com

The Pink Sale

Save Up to 35%

Book now



# Ad Creative Analysis: Instagram

Top Social Media Ad Units:  
All campaigns  
KPIS: LPVS

Campaign: Pink Sale  
Ad: Beach image  
LPVs: 2,909  
C/LPV: \$0.83



Campaign: Pink Sale  
Ad: 15s video  
LPVs: 1,177  
C/LPV: \$0.81



Campaign: Endless Summer  
Ad: 15s video  
LPVs: 329  
C/LPV: \$1.38





# Ad Creative Analysis: SEM

Top Performing Keywords | All campaigns | KPI: Clicks

Top Performing Keywords	Clicks
flights to bermuda	2,666
bermuda family vacation	2,493
plan a trip to bermuda	2,139
bermuda weather	1,872
things to do in bermuda	1,512
bermuda hotel deals	1,260
bermuda vacation packages	1,001
bermuda family vacation	866
bermuda travel deals	630
bermuda	601
bermuda travel	591
map of bermuda	415
where to stay in bermuda	361
bermuda vacation	276
what to do in bermuda	260



# Audience Targeting Approach

## Overall Targeting Approach

Prioritize 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 and seasonal direct flights

Layer on demographic and behavioral attributes: Adjusting attributes accordingly based on campaign needs, options include, but are not limited to:

- Luxury Travelers
- Jet Setters
- Foodies
- Adventure Enthusiasts
- Group Travelers
- Family Travel



# Audience Analysis

Top Performing Audiences by Campaign

CAMPAIGN	DIGITAL	SOCIAL
Always On	General Travelers	Adventure Seekers, General Travelers
Pink Sale	Frequent Travelers	General Travelers
Cyber Sale	Summer Travelers	Retargeting
Endless Summer	All Travel	General Travelers
Toronto/Halifax	Travel Enthusiast	General Travelers



# Geographic Overview

Targeting by Campaign:

CAMPAIGN	DIGITAL
Always On/Cyber Sale /Pink Sale	Primary: New York City, Boston, Washington D.C., Philadelphia, Newark, Miami, Charlotte, Baltimore, Toronto  Secondary: Austin, Dallas, Chicago, Los Angeles, Hartford, Atlanta, San Francisco
Endless Summer	New York and Boston DMA's
Toronto/Halifax	Toronto/Halifax



# Geographic Analysis

Top Performing Geos by Channel:

CHANNEL	KPI	TOP 5 MARKETS
DIGITAL	Impressions	NYC, Boston, Philadelphia, Orlando, Chicago
	Conversions	NYC, Boston, Philadelphia, Washington D.C., Charlotte
SEM	Clicks	NYC, Boston, Toronto, Philadelphia, & Washington D.C.
	Conversions	NYC, Boston, Philadelphia, Toronto, & Washington D.C.
SOCIAL	Link Clicks	NYC, Canada, Los Angeles, Boston, Philadelphia
	Lowest Cost per Link Click	Austin, Los Angeles, Dallas, San Francisco, Charlotte



# Geographic Recommendations

At this time, there are no specific recommendations to make any adjustments or changes. The top markets driving both impressions and conversions have remained similar across digital, social, and SEM . These markets have been identified as particularly effective for targeting, as they consistently show a high propensity for travel to Bermuda. This data reflects a strategic approach to reaching audiences who are most likely to be interested in visiting the destination, further emphasizing the success of the current targeting efforts in attracting potential travelers.



# Key Takeaways

## DIGITAL

With Always-On being turned off at the end of October, we saw a dip across all metrics for November and December. This will increase significantly as we ramp up in January and have a steady presence for the Always-On.

## SEM

Major budget changes (down to \$7500/month in November) have led to MoM and YoY decreases in some KPIs. We also saw changes to campaign structure as well as pausing other campaigns.

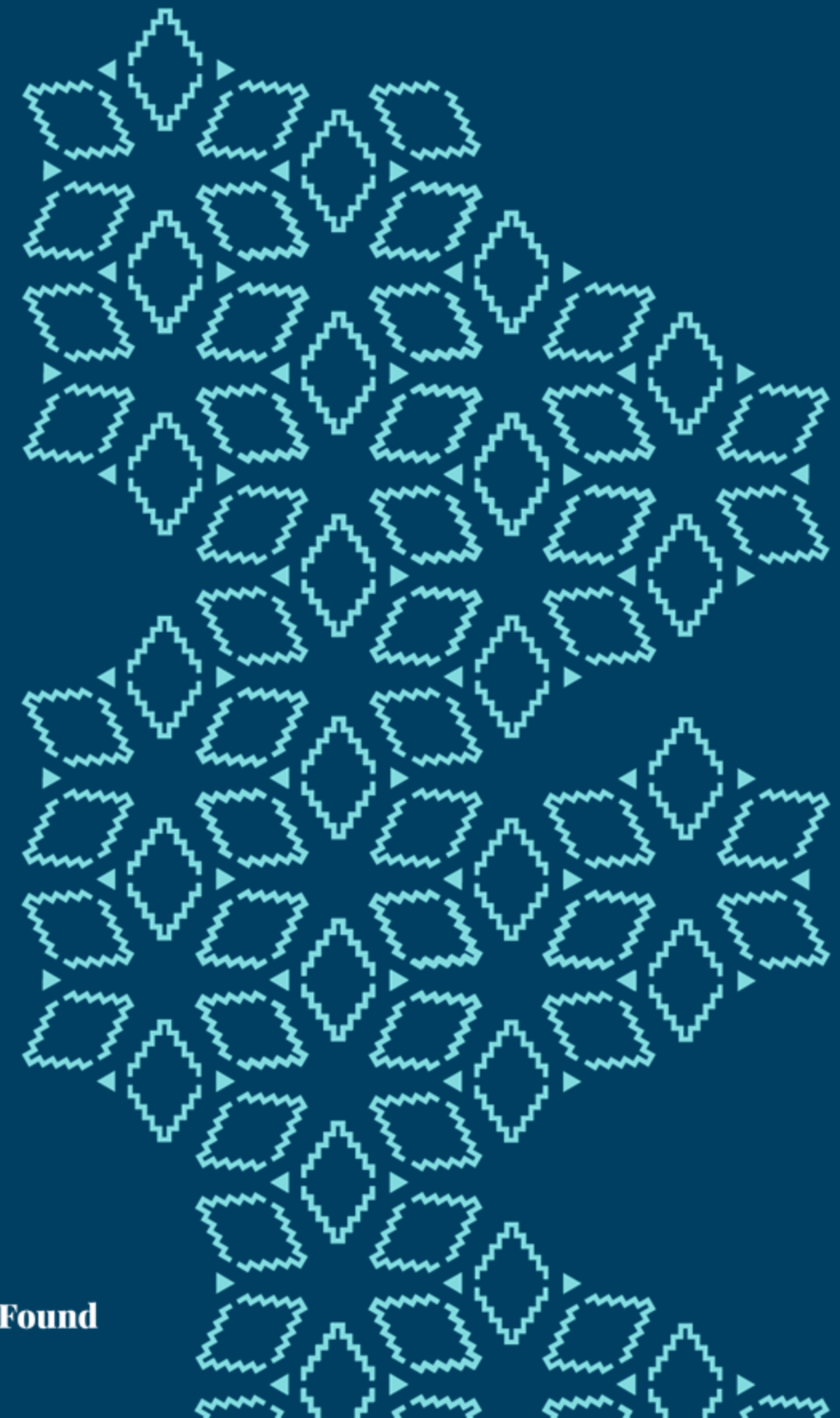
Despite these budget shifts, Search campaigns saw an overall CTR of 10.68% (above 10.03% average) and CPC of \$0.95 (below \$1.63 average). We also saw SEM drive 125,746 key events in Q4, which is a 25.65% increase from Q3, illustrating that our campaign restructure worked to drive more conversions despite a decrease in budget.

## SOCIAL

Results outperformed travel averages across KPIs with a cost per lead of \$0.79 (below \$1 average) and 1.8% link CTR (above 1% average). The Always On campaign continued to deliver the strongest results. On Facebook, Carousel ads performed best, while on Instagram image ads performed best.



# Creative





# Always On Winter

## Objective:

- Iterate on the existing Always On campaign concept to reflect seasonal winter activities, visuals, and calls to action.

## Audiences:

- Jetsetters
- Experience Enthusiasts





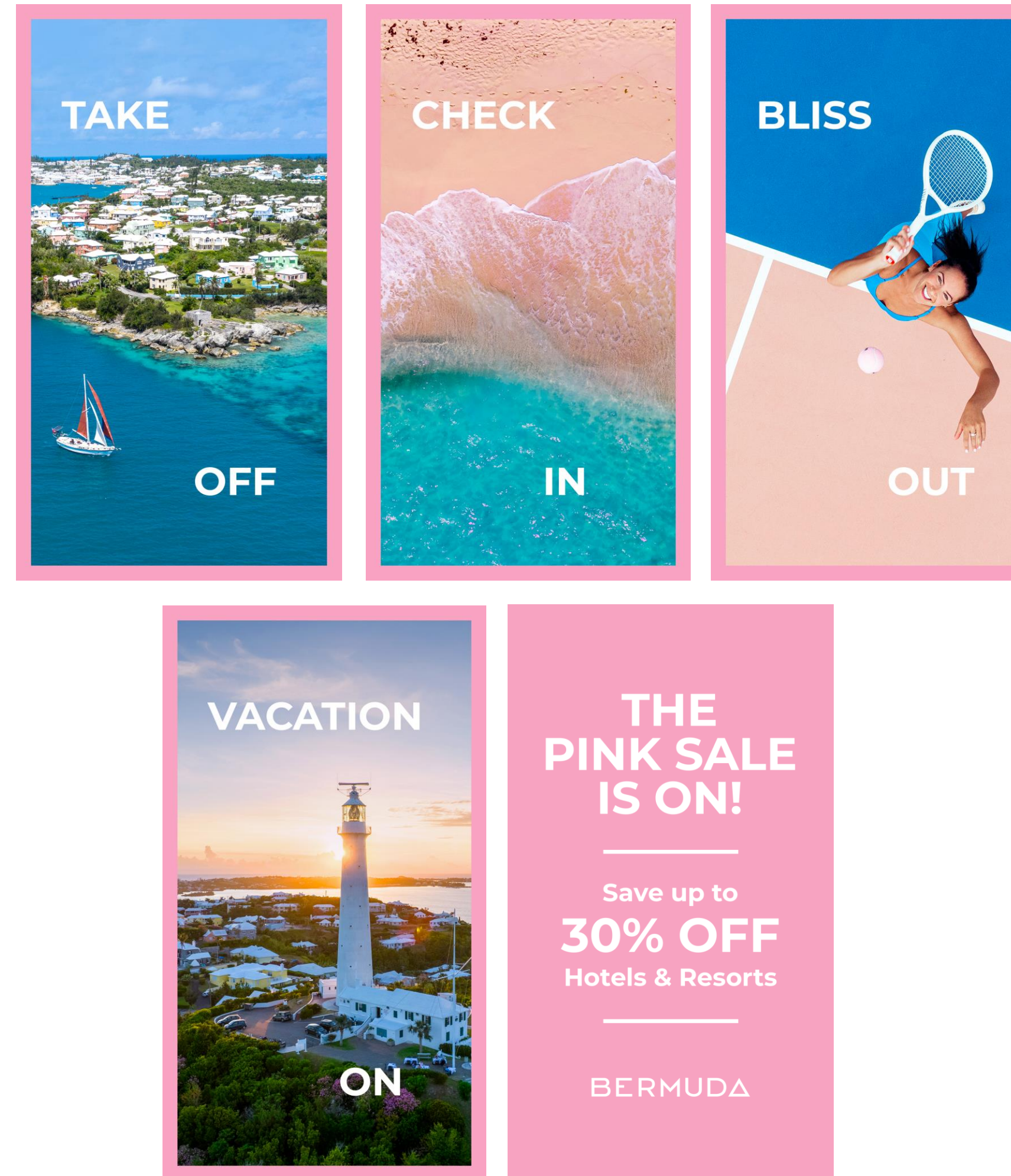
# Pink Sale

## Objective:

- Captivate and entice travelers to choose Bermuda for their next getaway by featuring all things pink—beautiful sand beaches, tranquil skies, and pickleball courts.
- Leverage both the color pink and a simple, yet clever play on words to drive excitement and sale recognition.

## Audiences:

- Jetsetters
- Adventure Seekers





# Cyber Sale

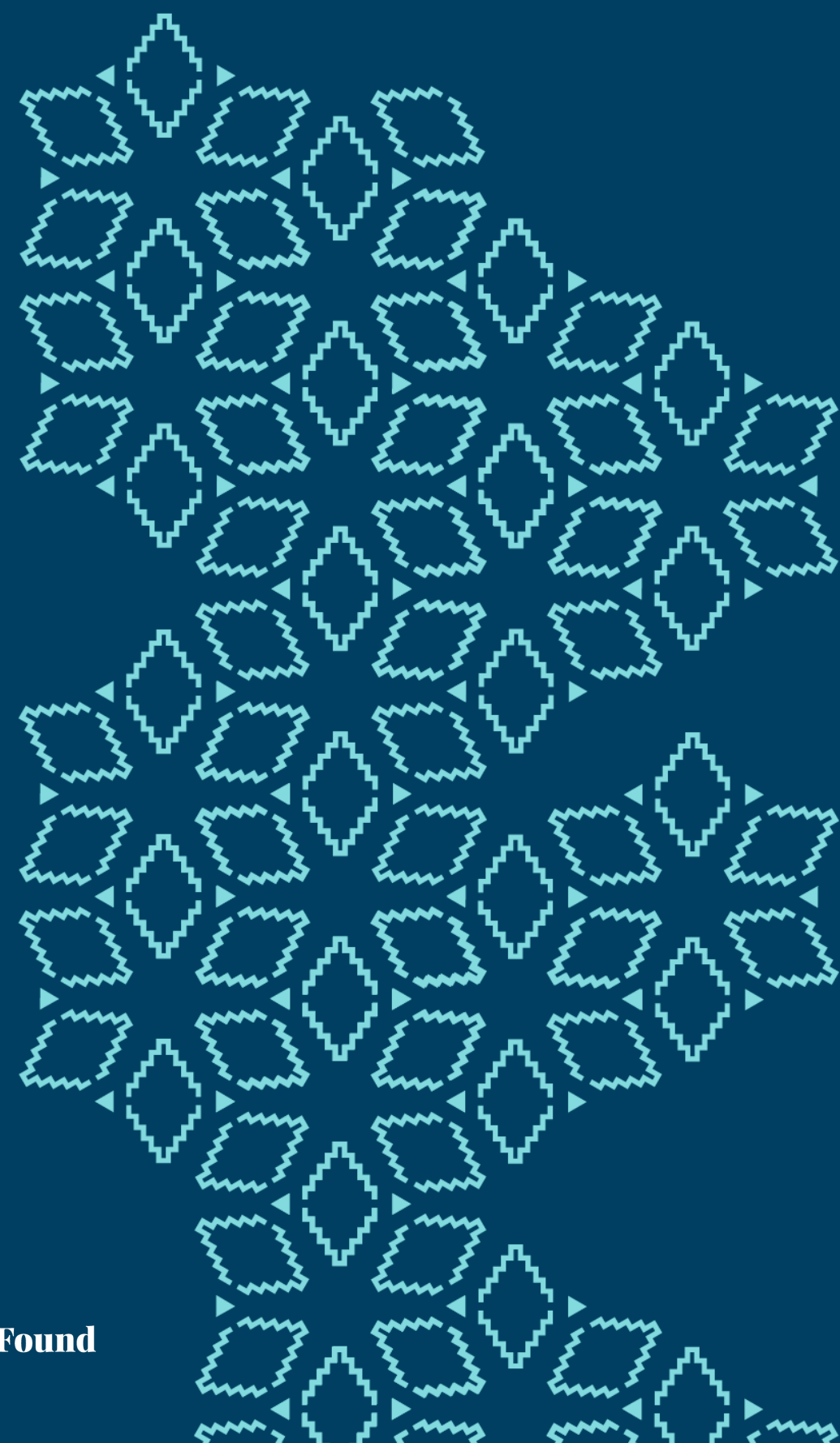
## Objective:

- Generate consumer awareness and excitement for the sale to encourage purchases during a key seasonal shopping period.
- Leverage last year's (2023) assets for continuity.





# PR Q4 Report





# Media Coverage

Date	Outlet	Title	Author Name	Key Messages
10/1/2024	Conde Nast Traveler	<a href="#">Top Islands: Readers’ Choice Awards 2024</a>	Staff Writer	General Coverage
10/21/24	Cosmopolitan	<a href="#">Cosmo's First-Ever Hot Hotel Awards Have Arrived</a>	Hannah Chubb	General Coverage
10/21/24	Cosmopolitan	<a href="#">Staying at The Loren at Pink Beach Hotel in Bermuda Was the Most Relaxing Thing I've Ever Done</a>	Rachel Torgerson	General Coverage
10/24/24	Black Enterprise	<a href="#">Bermuda Art Month Amplifies Its Rich Culture and History With Exhibits, Tours, And Tastings</a>	Jeroslyn JoVonn	Art Month
10/24/24	Essence	<a href="#">An Artsy Girl's Guide To Bermuda</a>	Shelby Stewart	Art Month
10/24/24	Katie Couric Media	<a href="#">Pack Your Bags! The 10 Best Exotic Beach Getaways Near the U.S.</a>	Maggie Parker	Babymoon Coverage
10/25/24	Travel Noire	<a href="#">I Took A Trip To Bermuda With Topicals. Here's How It Went</a>	Dominique Jackson	Topicals Trip
10/30/24	NerdWallet	<a href="#">7 'Wicked' Good Ideas for an Oz-Inspired Vacation</a>	Sally French	Wicked
10/30/24	NerdWallet Syndicates	<a href="#">7 'Wicked' Good Ideas for an Oz-Inspired Vacation</a>	Sally French	Wicked
Fall/Winter 2024	Luxury Card	<a href="#">Get in the Game: How to play where the pros play.</a>	Larry Olmsted	Golf
11/7/24	Recommend Magazine	<a href="#">The Next Wave—What's New and Trending in Mexico, Bermuda &amp; theCaribbean</a>	Lydia Gregor	General Coverage
11/11/24	Trazee Travel	<a href="#">It's Never Been Easier to Reach Bermuda</a>	Aoife O'Riordan	General Coverage
11/19/24	Observer	<a href="#">48 Hours of Art in Bermuda: Two Art Talks, Multiple Museums and Painting in a Cave</a>	Christa Terry	Art Month
11/24/25	Boston Herald	<a href="#">Off-season Bermuda offers full-on beauty, food &amp; fun for winter escapes</a>	Moira McCarthy	General Coverage
11/26/24	Fodor's Travel	<a href="#">The 97 Best Black Friday and Cyber Monday Travel Deals</a>	Apeksha Bhateja	Cyber Sales
11/26/24	Thrillist	<a href="#">Best Black Friday Travel Deals on Hotels, Flights, Cruises</a>	Opheli Garcia Lawler	Cyber Sales
12/6/24	Essence	<a href="#">Don't Waste Your PTO: Easy-To-Reach Destinations Perfect For Long Weekend Getaways</a>	Mariette Williams	General Coverage
12/9/24	Nerd Wallet	<a href="#">5 Beach Vacations to Book This Winter</a>	Sally French	General Coverage
12/22/24	Forbes	<a href="#">2024 Year In Review Shines Positive Light On Travel Industry</a>	Roger Sands	Tourism Industry
12/23/24	Travel + Leisure	<a href="#">Bermuda's Annual Hotel Sale Is Back — and Has Up to 40% Off Stays Across the Island</a>	Alison Fox	Pink Sale
12/23/24	Yahoo! Life	<a href="#">Bermuda's Annual Hotel Sale Is Back — and Has Up to 40% Off Stays Across the Island</a>	Alison Fox	Pink Sale
12/23/24	MSN	<a href="#">Bermuda's Annual Hotel Sale Is Back — and Has Up to 40% Off Stays Across the Island</a>	Alison Fox	Pink Sale
12/23/24	Travel Noire	<a href="#">Snaq A Savings-Filled Trip To Bermuda During Its Annual Pink Sale</a>	Natasha Decker	Pink Sale
12/24/24	Secret NYC	<a href="#">Escape The Cold For Bermuda's Pink Sand Beaches, With Stays Now Up To 35% Off</a>	Justine Golata	Pink Sale
12/31/24	TravelPulse	<a href="#">15 Unique Vacation Ideas for 2025</a>	Holly Johnson	General Coverage





# Media Coverage Highlights



9 ‘Wicked’ Good Ideas for an Oz-Inspired Vacation



**COSMOPOLITAN**

Staying at The Loren at Pink Beach Hotel in Bermuda Was the Most Relaxing Thing I've Ever Done



**ESSENCE**

An Artsy Girl's Guide To Bermuda



Condé Nast  
**Traveler**

Top Islands: Readers' Choice Awards 2024



**TRAVEL+NOIRE**

I TOOK A TRIP TO BERMUDA WITH TOPICALS. HERE'S HOW IT WENT



\* **SECRET NYC**

Escape The Cold For Bermuda's Pink Sand Beaches, With Stays Now Up To 35% Off



**The Observer**

48 Hours of Art in Bermuda:  
Two Artist Talks, Multiple  
Museums and Painting in a Cave





# Press Releases

- **Ten Spectacular Days of Deals: Bermuda Cyber Sale Offering Up to 35% Off and Free Night Stays**
  - Objective: Promote Bermuda's annual Cyber Sale, highlighting the participating properties as well as seasonal on-island attractions and programming
  - Audience: Drafted and distributed the release to trade, travel and lifestyle outlets
- **Bermuda Spreads Holiday Cheer with the Pink Sale – Save Up to 40% on Stays and Enjoy Free Night Offers!**
  - Objective: Announce the return of Bermuda's annual Pink Sale to instill a sense of urgency for on-island bookings for the new year
  - Audience: Drafted and distributed the release to trade, travel and lifestyle outlets
- **Bermuda Restaurant Weeks 2025**
  - Objective: Highlight Bermuda's annual Restaurant Weeks programming and on-island events to promote attendance
  - Audience: Kicked off a draft to have on-hand for potential international pitching or for BTA's use with on-island media; press release was not distributed



# Events and Campaigns

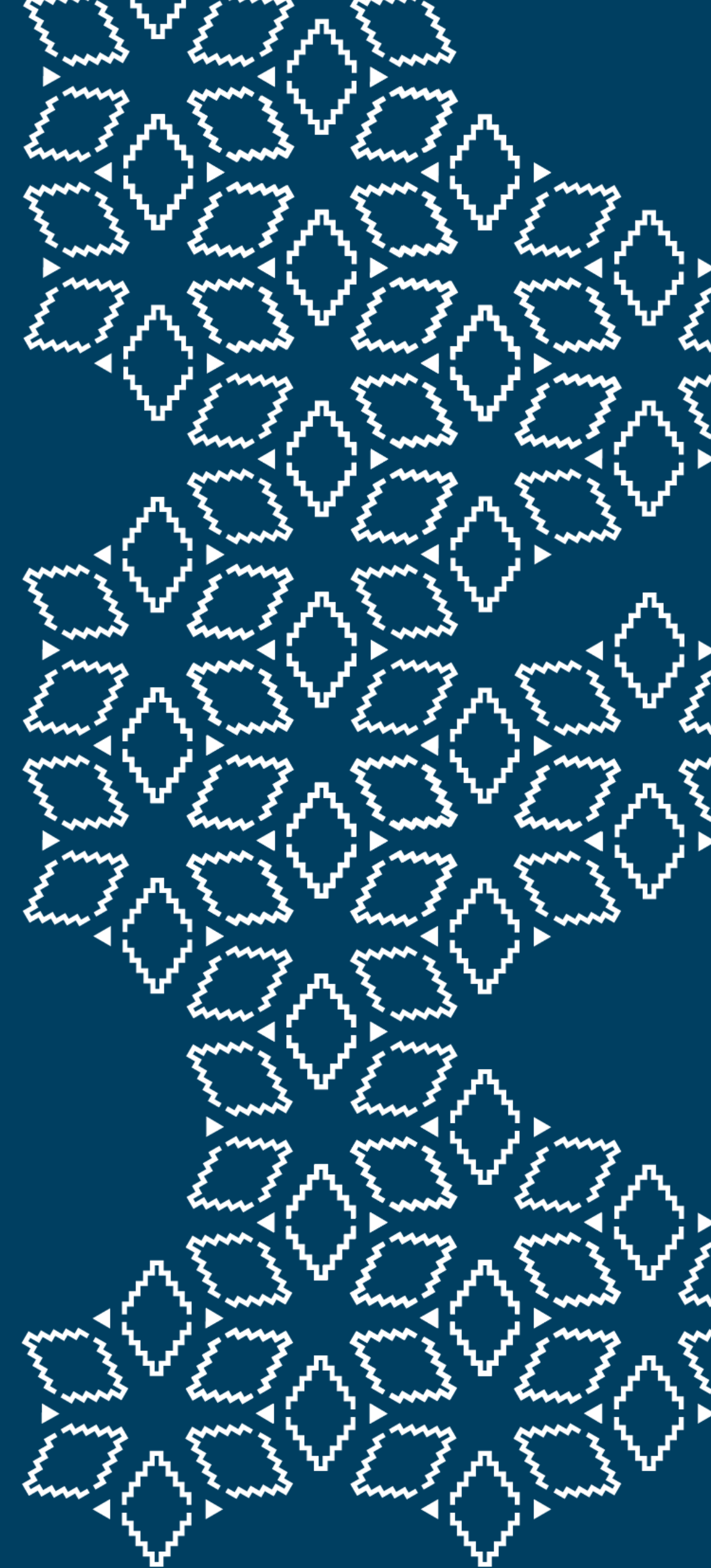
- **Derris' Holiday Press Preview (October 2024)**
  - BR presented and executed an opportunity for Bermuda to showcase the island's offerings at a holiday client event; while alongside other lifestyle and consumer brands, Bermuda was the sole destination client
  - BR represented on behalf of the BTA and liaised with 150+ media and creator attendees, conducting follow-ups after the event
  - BTA extended a vacation raffle giveaway to one lucky attendee; BR led winner selection and coordinated next steps
- **IMEX America (10.8 - 10.9)**
  - BR secured media meetings for Tracy Berkeley while she attended IMEX America including: Skift Meetings, Andrea Doyle; Prevue Meetings and Incentives, Laurel Herman; TravelPulse, Maura Lee-Byrne; and freelance writer Marlene Goldman (San Francisco Chronicle, Corporate & Incentive Travel)
- **Ft. Lauderdale Desksides (10.30 - 10.31)**
  - BR invited media to meet with Jamari Douglas while he was in Ft. Lauderdale for the Boast Show and arranged deskside meetings with freelance writers Matt Meltzer (Conde Nast Traveler, Thrillist, Matador Network) and Lahoma Scarlett (Matador Network, The Miami Times)
- **Boston's Flight Survey (Fall/Winter 2024)**
  - BR coordinated an omnibus survey, crafting targeted questions to gauge the travel mindset of Boston residents; results were pitched to in-market lifestyle and news contacts
- **25 Reasons To Visit Bermuda in 2025 (Winter 2024/2025)**
  - Created a PR strategy aimed at leveraging 25 unique reasons to visit Bermuda in order to place the destination within roundups of where to travel in the new year
  - BR brainstormed and drafted top 25 reasons and pitched to select lifestyle and travel media
- **Blade x Bermuda Summer Fridays (December – Early 2025)**
  - BR introduced and held preliminary brand partnership discussion with Blade and the BTA
  - Following the call BTA developed campaign idea tied to Summer Fridays; BR providing ongoing counsel and support



# On-Island Engagement

We liaised with on-island partners for the below media opportunities during Q4

- **TIME World's Greatest Places 2025:** Connected with The Bermuda Underwater Exploration Institute to inform messaging for the submission; BTA ultimately submitted an alternative angle for consideration
- **Davidrose Studio:** Connected with Davidrose owners to learn more about their business and incorporate their creations into ongoing pitching; also arranged on-island media interview opportunities with Art Month FAM trip attendees and Jane Stevenson from the Toronto Sun
- **Maggie Parker, Katie Couric Media IPT:** Arranged Maggie's stay at Cambridge Beaches for upcoming coverage on how to babymoon in Bermuda
- **Jonathan Soroff, Boston Magazine IPT:** Arranged Jonathan's full IPT including his stay at Cambridge Beaches as well as meals and activities at Blu, Sense Spa, Mama Mia, Bermuda Gombey Festival, Sunken Harbor Club, Shoreline, The Parlour, Crystal Caves and 1609 for upcoming coverage in February's Weddings Issue and the Traveler section of the May issue
- **Jane Stevenson, Toronto Sun IPT:** Arranged Jane's full IPT including her stay at The St. Regis as well as meals and activities at Munchies by the Sea, The Waterlot, The Botanist, BUEI, The Flower Bar, BLT Steak NY, Achilles, Lina, Davidrose, Little Venice and Eight & Vine for upcoming coverage on how to spend a winter escape to Bermuda
- **Moira McCarthy, Boston Herald IPT:** Arranged Moira's full IPT including her stay at Hamilton Princess as well as meals and activities at The Swizzle Inn, Crystal Caves, The Loren, The Mid Ocean Club, Harbourfront, Butterfield Official Pro-Am, Port Royal Golf Course, Longtail Club, Intrepid and Blu, resulting in feature coverage on Bermuda's golf experiences and why to visit the island during shoulder season
- **Winston Ross, The Daily Beast IPT:** Arranged Winston's stay at Azura as well as meals and activities at SURF Bermuda, Gibbs Hill Lighthouse, Railway Trail, Fort Scaur, Woody's, National Museum, Blu, Hamilton City Hall, The Swizzle Inn, Crystal Caves, Apres Ski, Intrepid, St. George's tour with Kristin White and Gosling's, and Mamma Mia's for upcoming coverage on a guide to Bermuda through the eyes of a local
- **Art Month Group FAM Trip:** Arranged media attendees from Essence, Observer and Black Enterprise to stay at Hamilton Princess while on-island, as well as meals and activities at The Loren, Masterworks, Bermuda National Gallery, Hamilton tour with Kristin White, Bacardi Headquarters, Clarabell's, Temptations, Mama Angies, Wild Herbs N Plants Foraging Tour with Doreen Williams, Harbourfront, and Crystal Caves resulting in coverage surrounding Bermuda's rich Black history, artistic culture and Art Month programming





# Crisis Management

- Hurricane Kirk (10.3 - 10.6)
  - Monitored and compiled recaps of coverage on the storm 2-3x daily
- Hurricane Milton (10.9 - 10.10)
  - Monitored and compiled recaps of coverage on the storm 2x daily
- Horseshoe Bay Incident (10.19)
  - Monitored and shared recap of brief coverage around the tragic incident involving man from New York
- Tropical Storm Oscar (10.21)
  - Monitored and shared brief media mention of Bermuda in relation to storm category downgrade



# Paid PR Initiatives

- CityPickle x Bermuda in Dilworth Park, Philadelphia (9.9 – 10.13)
  - Worked with CityPickle's PR team to amplify the BTA's sponsorship, supplying CityPickle with key message for inclusion in media interviews and social posts
  - Monitored for coverage of the sponsorship and provided BTA with coverage metrics following the partnership



# Press Trips

- Art Month Press Trip
  - **Purpose of Trip:** Drive awareness of Bermuda's annual Art Month programming and other on-island cultural activities suited for fall travel and beyond
  - **Destinations Visited:** Hamilton Princess & Beach Club, The Loren, Masterworks, Bermuda National Gallery, Hamilton with Kristin White, Bacardi Headquarters, Clarabell's, Temptations, Mama Angie's, Wild Herbs N Plants Foraging Tour with Doreen Williams, Harbourfront, and Crystal Caves
  - **Resulting Coverage:** Feature coverage from Essence, Observer, and Black Enterprise on Bermuda's history, culture and Art Month programming
- Katie Couric Media IPT
  - **Purpose of Trip:** Position Bermuda as an ideal babymoon destination
  - **Destinations Visited:** Cambridge Beaches, etc.
  - **Resulting Coverage:** Inclusion in a Katie Couric digital roundup on best beach getaways from the U.S.
  - **Expected Coverage:** Katie Couric digital feature on how to babymoon in Bermuda
- **Boston Magazine IPT**
  - **Purpose of Trip:** Refresh Boston Magazine's guide to Bermuda with new attractions and places to explore, geared towards cooler-weather visits
  - **Destinations Visited:** Cambridge Beaches, Blu, Sense Spa, Mama Mia, Bermuda Gombey Festival, Sunken Harbor Club, Shoreline, The Parlour, Crystal Caves and 1609
  - **Expected Coverage:** Upcoming coverage in Boston Magazine's February Weddings Issue and the Traveler section of the May issue



# Press Trips (Continued)

- Toronto Sun, IPT
  - **Purpose of Trip:** Familiarize journalist with Bermuda's newest attractions and things to do on island during the winter months
  - **Destinations Visited:** The St. Regis, Munchies by the Sea, The Waterlot, The Botanist, BUEI, The Flower Bar, BLT Steak NY, Achilles, Lina, Mama Mia's, Davidrose, Little Venice and Eight & Vine
  - **Expected Coverage:** Digital and print feature in the Toronto Sun on how to spend a winter escape to Bermuda
- Boston Herald, IPT
  - **Purpose of Trip:** Showcase the best that Bermuda has to offer during the cooler months from dining to golf and beyond, tied to the Butterfield Bermuda Championship
  - **Destinations Visited:** Hamilton Princess, The Swizzle Inn, Crystal Caves, The Loren, The Mid Ocean Club, Harbourfront, Butterfield Official Pro-Am, Port Royal Golf Course, Longtail Club, Intrepid and Blu
  - **Resulting Coverage:** Boston Herald digital feature on Bermuda's top attractions for a winter escape
- The Daily Beast IPT
  - **Purpose of Trip:** A hyper-local introduction to the island with insight and recommendations from experts
  - **Destinations Visited:** Azura, SURF Bermuda, Gibbs Hill Lighthouse, Railway trail, Fort Scaur, Woody's, National Museum, Blu, Hamilton City Hall, The Swizzle Inn, Crystal Caves, Apres Ski, Intrepid, St. George's tour with Kristin White, Mamma Mia's, etc.
  - **Expected Coverage:** Daily Beast digital guide to Bermuda through the eyes of a local



# Press Pitches

- **Endless Summer Sale:** BR continued pitching promotional deal to national lifestyle, travel and trade media
- **Spend Your Last PTO Days of the Year in Bermuda:** BR shared trip inspiration for using final PTO days of 2024 in Bermuda
  - **Results:** Essence included Bermuda in a story on the best long weekend getaways to use PTO
- **Dark 'n Stormy Recipe:** Tied to Netflix's "The Perfect Couple," which featured a cameo of the Dark 'n Stormy, BR pitched beverage and entertainment writers a story on the date night cocktail, including the history behind the drink
- **Cyber Sale:** BR pitched the details of the sale to national lifestyle, travel and trade media
  - **Results:** Thrillist and Fodor's Travel covered the sale
- **Wicked in Bermuda:** BR tapped into the pop culture moment and Wicked-mania by sharing how Wizard of Oz creator William Wallace Denslow was inspired by the island
  - **Results:** NerdWallet published an article featuring Bermuda, which syndicated to 150+ publications
- **25 Reasons to Visit Bermuda:** BR finalized the list of 25 reasons to visit Bermuda in 2025 and shared with national and regional lifestyle and travel reporters including all previous IPT/group trip attendees, Derris event attendees, and other ongoing media conversations
  - **Results:** NerdWallet highlighted Bermuda in a Winter destinations story; TravelPulse included in a story on vacations to book in 2025; The Points Guy, The Washington Post, Forbes and others confirmed they are keeping in mind for future stories
- **Pink Sale:** BR pitched promotional deal with national and trade media
  - **Results:** Secret NYC, Travel Noire, and Travel + Leisure featured the sale. T+L's article was syndicated to Yahoo! and MSN
- **Many Moons of Bermuda:** BR pitched different "moons" to celebrate in Bermuda, including buddy-moons, me-moons, honeymoons, babymoons, and more; messaging also highlighted Bermuda's moongates
  - **Results:** Forbes plans to include Bermuda in an upcoming story about safe destinations for me-mooners

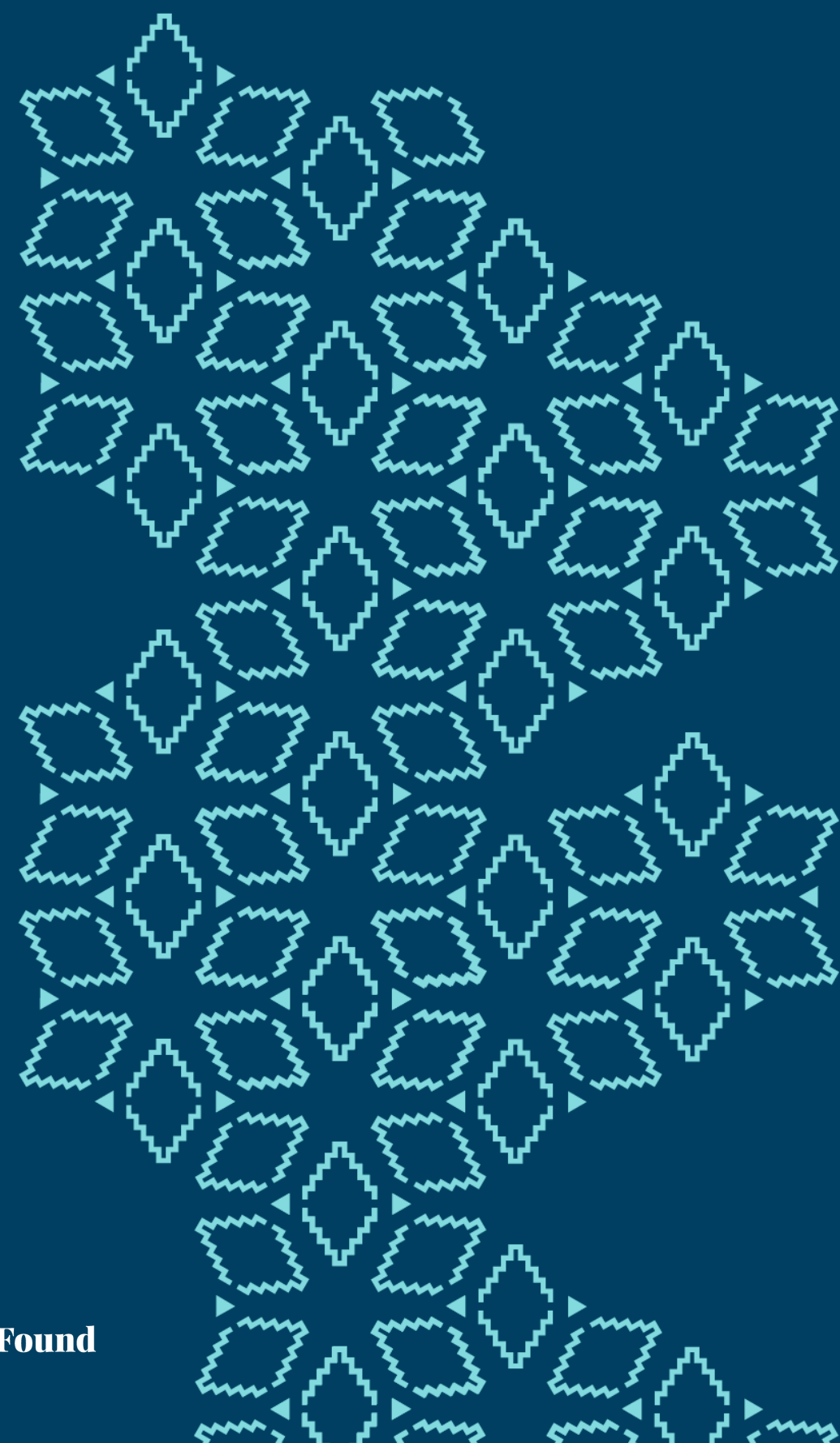


# Additional Media Conversations

- **Sourcebook** : fact checked Hamilton's history for an upcoming book on the best places to walk in the world; coverage expected to run in fall 2026
- **Daily Mail** : met with Alice to discuss new developments in Bermuda and brainstorm potential future story angles
- **San Antonio Magazine** : pitched Bermuda's wellness opportunities for her story on places to visit and recharge; Bermuda was ultimately not included in coverage
- **AFAR** : shared whale watching and water activities for his "Where to Go in March" article; Bermuda was ultimately not included in coverage
- **USA Today**: shared Bermuda details for consideration in Sarah's upcoming summer travel stories
- **PBS Bare Feet**,: continued conversations for upcoming filming opportunities
- **Global Traveler** : shared destination trends and responses from Jamari Douglas for her story on 2025 travel; coverage expected to run in the publication's February Issue
- **Southern Boating Magazine** : shared imagery and general island news for his story on cruising locations; coverage expected to run in February
- **Expedia** : shared general island updates for a story on where to travel in 2025; coverage expected to run in January

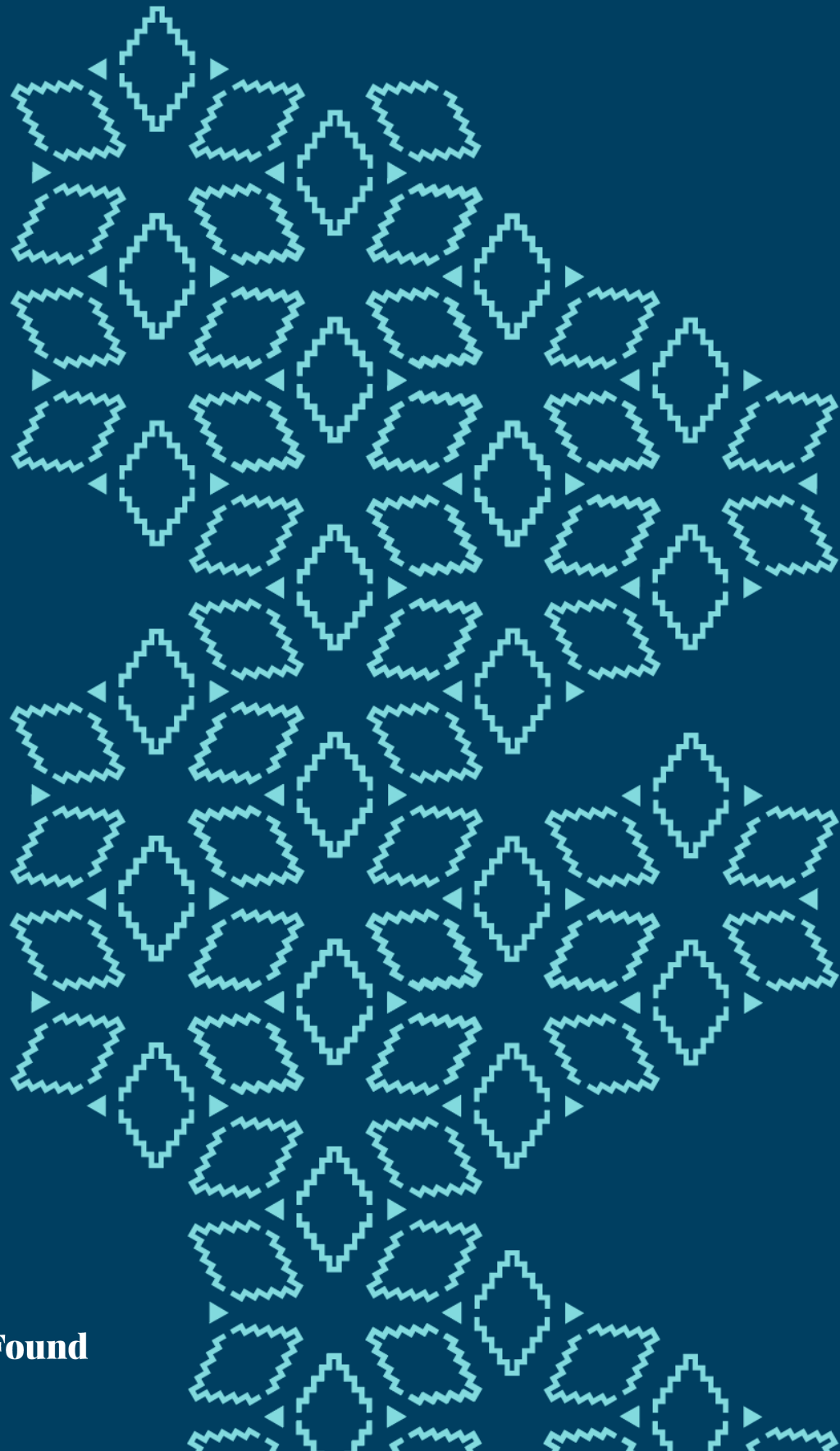


# UK Activations





# PR – UK





# Key Metrics and Analytics

## October - December

- Number of articles: 22
- Total reach: 67,024,904
- Total Earned media value achieved: \$995,858

## YTD

- Number of articles: 76
- Total reach: 227,309,041
- Total Earned Media Value: \$2,217,299

## Key coverage themes included:

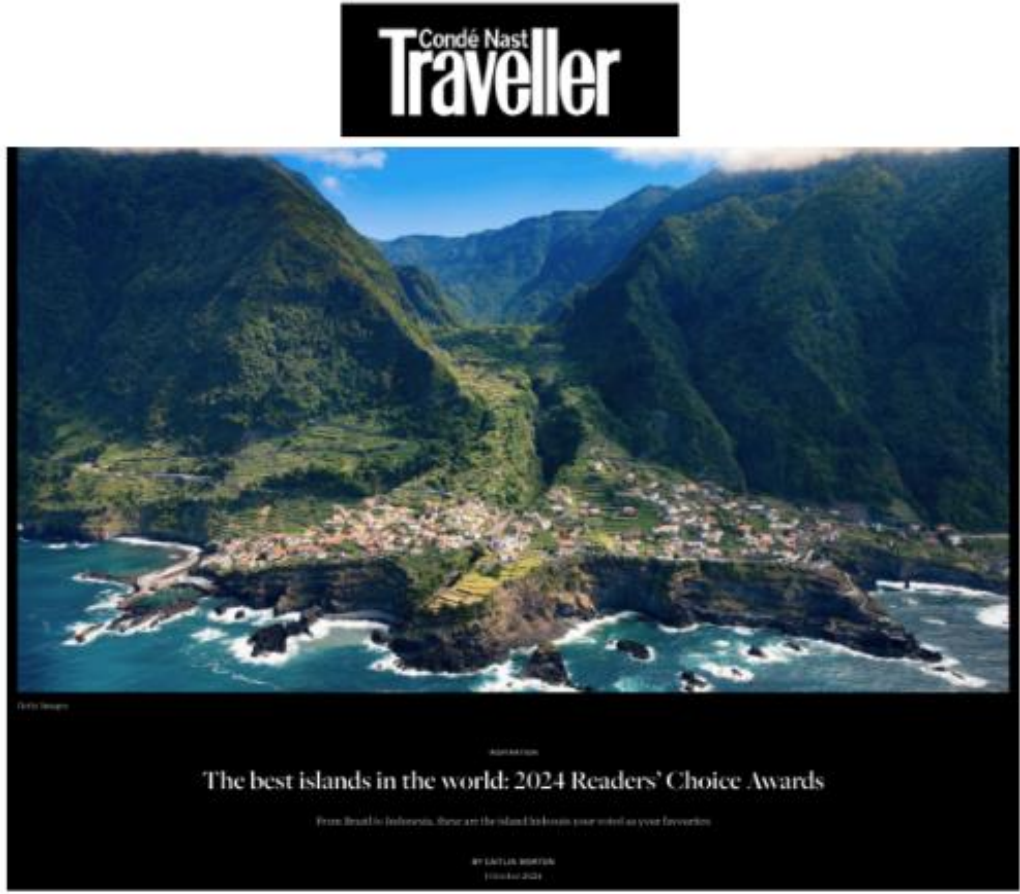
- Where's hot in November
  - Bermuda's ties to Britain
  - WTM
  - Bermuda as a Quiet Luxury Destination
  - Best places to visit in March
  - St George's as a city escape
- 
- MMGY Hills Balfour organised and held 43 media meetings with UK journalists to ensure Bermuda remains front of mind, including 15 meetings at WTM



# Media Coverage Highlights



Publication: Conde Nast Traveller  
MUU: 16,000,000  
EMV: \$26,000



When it comes to playing castaway, Bali, Maldives and Fiji were the obvious candidates for beach escapes, and in Europe, you gave the sands of Madeira the highest score. Hvar, surprisingly, was the only one of Croatia's 79 islands to make the grade this year, but several Greek spots were clear favourites – with Paros, Rhodes and Crete top for scenery. Now, you can use the results to decide where you're going next – these are the best islands in the world, as voted by our readers in this year's Readers' Choice Awards.



Publication: BOAT International  
Circulation: 9,000  
EMV: \$309,402



BERMUDA **Lost Yet Found**

Publication: The Week  
MUU: 1,510,000  
EMV: \$54,130





# Press Pitches

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

- 'The Beat of Bermuda' highlighting the International Gombey Festival, aligned to experiential travel
- Adventure offerings in Bermuda and Cambridge Beaches , Hilton in a round-up of Sunny Escapes for World Mental Health Day on 10th October'
- The festive season in Bermuda
- Bucket list destinations for 2025
- Bermuda as a top diving destination



# Press Trips

## October group press trip, 10-15 October 2024

- Theme: wellness in Bermuda
- Host properties : Rosewood Bermuda and Cambridge Beaches
- Ian Sturgess, Reach (MUU and Circulation: 48,000,000) (EMV: \$640,129)
- Women's Health (MUU: 13,200,000) (EMV: \$54,130)
- The Week (MUU: 1,510,000) (EMV: \$63,536) - coverage published
- Estimated total Earned Media Value: \$656,748

## *The Telegraph* (5-15th October)

- Hosted freelance travel writer, in Bermuda to review 10 hotels across the island for individual features in *The Telegraph*
- Estimated total Earned Media Value: \$2,238,268 (x10 reviews)
- Estimated total reach: 264,800,000 (x10 reviews)



# Awards and Accolades

**Won several HSMAI Adrian Awards for the BTA x jetBlue activation**, including:

- Silver in the Integrated Campaign - Experiential Marketing category
- Silver in the "Best of Category."
- Bronze Adrian Award - Business to Consumer category

## **Wanderlust Good to Go List 2025**

- Bermuda named as one of 25 destinations in Wanderlust's 'Good To Go' list for 2025 - only 25 destinations were selected out of 800





# Industry Events

## WTM London, 5th – 7th November 2024

- WTM London brings together travel trade, media and tourism officials to meet new clients, generate new leads and forge long-lasting relationships
- 4,000 exhibitors from 182 countries and regions and 35,000+ buyers

### Results:

- 3 resort partners in attendance
- 42 meetings with industry and airline partners
- 15 media meetings with top-tier publications
- 7 interviews secured for Tracy Berkeley and Jamari Douglas including Aspire, Travel Bulletin and Breaking Travel News
- On stand VIP reception with 60 industry partners in attendance
- Airline meetings with British Airways and jetBlue to discuss current activity and 2025 plans
- Press trip confirmed for Wanderlust
- Warm leads for press trips secured including Evening Standard and Country & Town House



# Industry Events

ILTM Cannes - 2nd - 6th December

- Attended ILTM Cannes, *the* essential sales and marketing opportunity for travel specialists and *the* place to be for meeting new clients, generating new leads and forging lasting relationships
- 2,350 prequalified luxury travel buyers in attendance from over 84 countries

## Results:

- Sponsorship of the **Condé Nast Traveler breakfast** with 17 luxury travel specialists in attendance alongside the Condé Nast global team including Global Editorial Director Divia Thani
- Carried out 36 high level international trade meetings with decision makers such as Scott Dunn, Premium Concierge and Destinology
- **Seven** media meetings held with top-tier international media including *OutThere*, *The Telegraph* and *Arcadia*

Attendance at networking events and panel discussions including the *Travel + Leisure* Rising Stars luncheon



# Media Meetings

**Secured and held 22 meetings with top-tier publications and potential brand partners to discuss news from the island, current strategy and partnership opportunities including:**

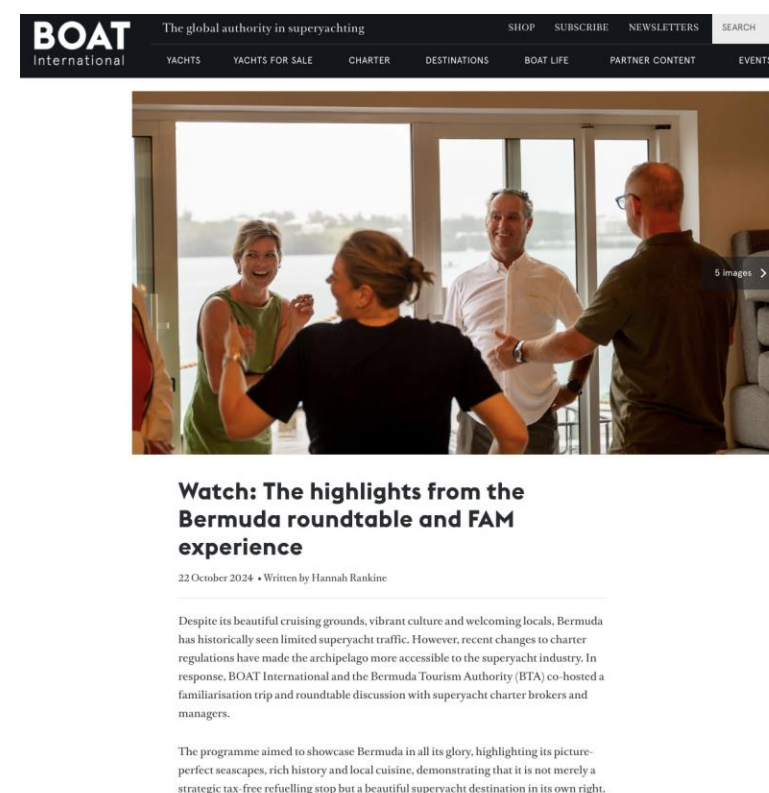
- Freelance journalist Adam Jacot de Boinod to discuss his upcoming trip to Bermuda on behalf of *Upscale Living*, *The Herald*, *The Irish Mail*, and *Kensington and Chelsea Review*
- Freelance journalist Stephanie Takyi, who is interested in the theme of solo female travel, and loved hearing about Bermuda's safety, along with its cuisine, music and cultural highlights.
- Matthew Moore, online news writer and diversity and inclusion lead at *HELLO Magazine*
- Lucy McGuire, freelance journalist for *The Times* and *The Telegraph*. Lucy would love to look into an individual press trip to Bermuda to write a piece on family travel
- Vicky Jessop, commissioning editor of *The Evening Standard* to discuss a potential individual trip to Bermuda in 2025 centred around the undiscovered Bermuda
- Eva Ramirez who contributes to *Country & Town House* and *Mr. Porter* to discuss an individual press trip to the island next year with a sustainability focus



# Superyacht Charter Managers FAM

8 – 11th October 2024

- Bermuda Tourism Authority hosted four superyacht charter brokers on island for a roundtable discussion accompanied by a five-day itinerary to introduce them to the destination
- The team worked with key partners to organise a curated programme to showcase Bermuda to this highly influential group in the superyachting community
- Itinerary highlights included a private tour of Masterworks, a sunset catamaran sailing, fish sandwiches at Wahoo's and spa treatments at Rosewood
- Immediate wins include top-tier introductions with superyacht brokers and managers from the world's most established brokerages interested in selling Bermuda to their respective clients
- Conversations underway regarding potential filming of Below Deck in Bermuda in 2026





# Community Engagement

MMGY Hills Balfour liaised with on-island partners for the below opportunities during Q3:

## October group press trip:

- Worked with Bermuda Tourism Authority to curate a five-day itinerary for three media and one Hills Balfour escort
- Partners included Bermuda Heritage Tours; Masterworks; Woody's; H2O Sports; Swizzle Inn; Blue Hole Park, Rosewood Bermuda and Cambridge Beaches

## Superyacht charter managers roundtable and FAM:

- Liaised with on-island partners to create a three-day itinerary for seven of the world's leading superyacht charter managers
- Partners included Hamilton Princess; Wahoo's; Rosewood Bermuda; Masterworks; BUEI and Wild Herbs N Plants of Bermuda

Continued to pitch news from partners and the community to national, consumer, and online media titles such as:

- 'The Beat of Bermuda' highlighting the International Gombey Festival, aligned to experiential travel
- Where to eat like a local in Bermuda, highlighting the best local hotspots

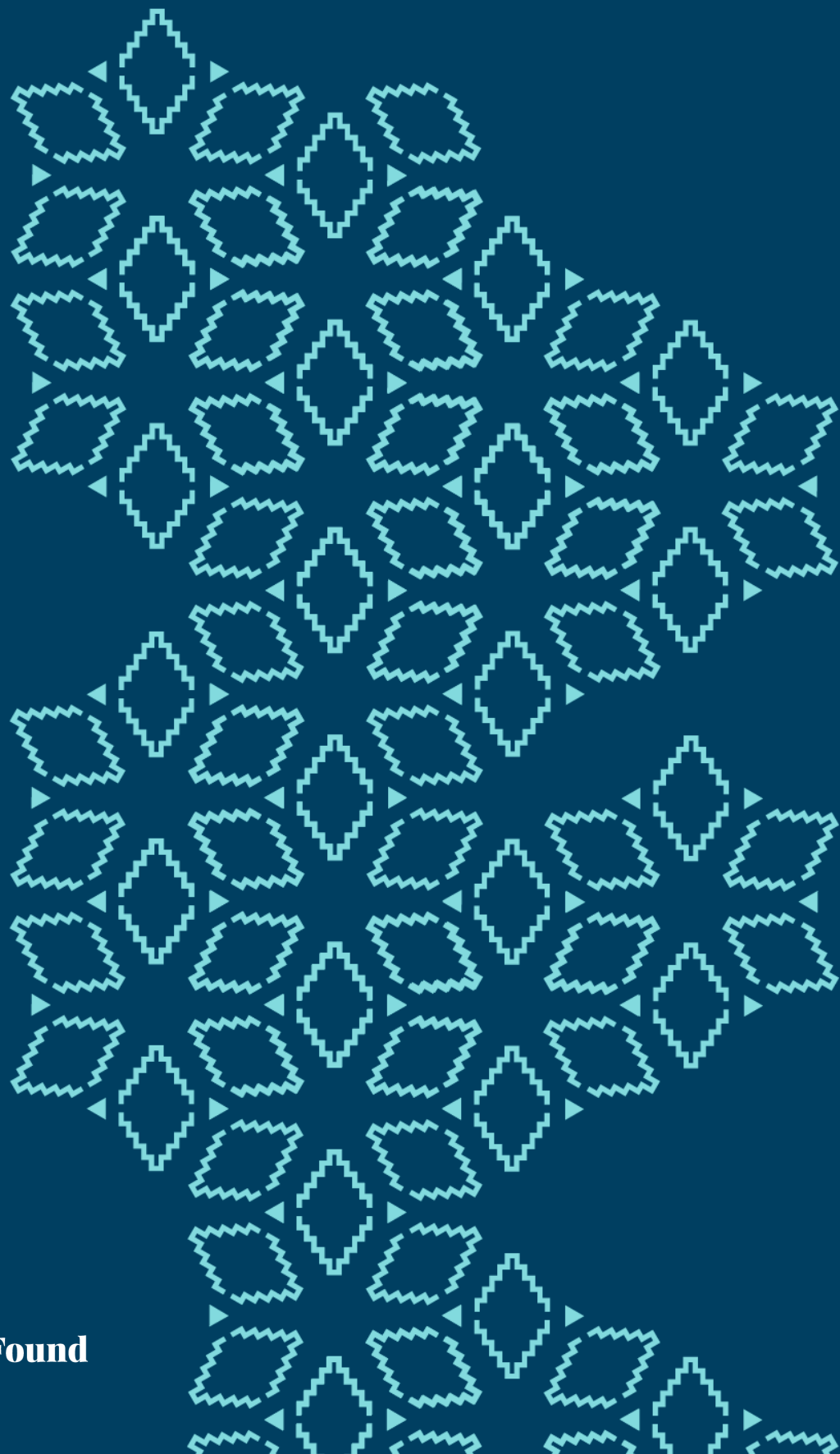


# Future Plans

- Ongoing recruitment and organisation of individual press trips to Bermuda for top-tier media
- Adam Jacot De Benoid to visit Bermuda from 13th - 17th February on behalf of *Upscale living*, *The Scottish Herald*, *Irish Mail*, *Kensington & Chelsea Review*
- In conversations with Sports Illustrated regarding on-island shoot in mid-February 2025
- In conversations with Henry and William Wade regarding a 'Guys Getaway' influencer trip for March 2025



# Sales & Trade – UK





# Quarterly Highlights

- Delivery of WTM including booth built, on stand event and 40 on stand meetings
- Launched Pink Sale FAM incentive in the UK trade
- Launched partnerships with Hays Travel and Caribtours for the Pink Sale
- Met with 36 European product partners at ITLM
- Regular sales calls and meeting throughout the quarter
- 1,215 room nights secured in Q4
- Trained 68 travel agents



# Meetings, Training & Sales Calls

BTA UK held over **70** meetings and sales calls with key tour operators and partners between October - December June 2025. During this time we were able to provide key updates such as sharing the upcoming PINK SALE details with partners and agents, provide additional resources and find out how Bermuda was doing.

The UK team provided a destination overview to **68** agents. This was achieved through various initiatives including in-person training events with partners and virtual training sessions.

Our sales efforts resulted in **1,215** secured room nights this quarter.



# WTM

- Attended World Travel Market (WTM), the UK's leading travel and tourism trade show
- The event brings together travel trade, media and tourism officials to meet new clients, generate new leads and forge long-lasting relationships

## Results:

- Delivery of stand
- **3** resort partners in attendance
- **42** meetings with industry and airline partners
- On stand VIP reception with **60** industry partners in attendance
- Airline meetings with **British Airways and jetBlue** to discuss current activity and 2025 plans





# ILTM

- Attended **ILTM Cannes**, *the* essential sales and marketing opportunity for travel specialists and *the* place to be for meeting new clients, generating new leads and forging lasting relationships
- **2,350** prequalified luxury travel buyers in attendance from over **84** countries

## Results:

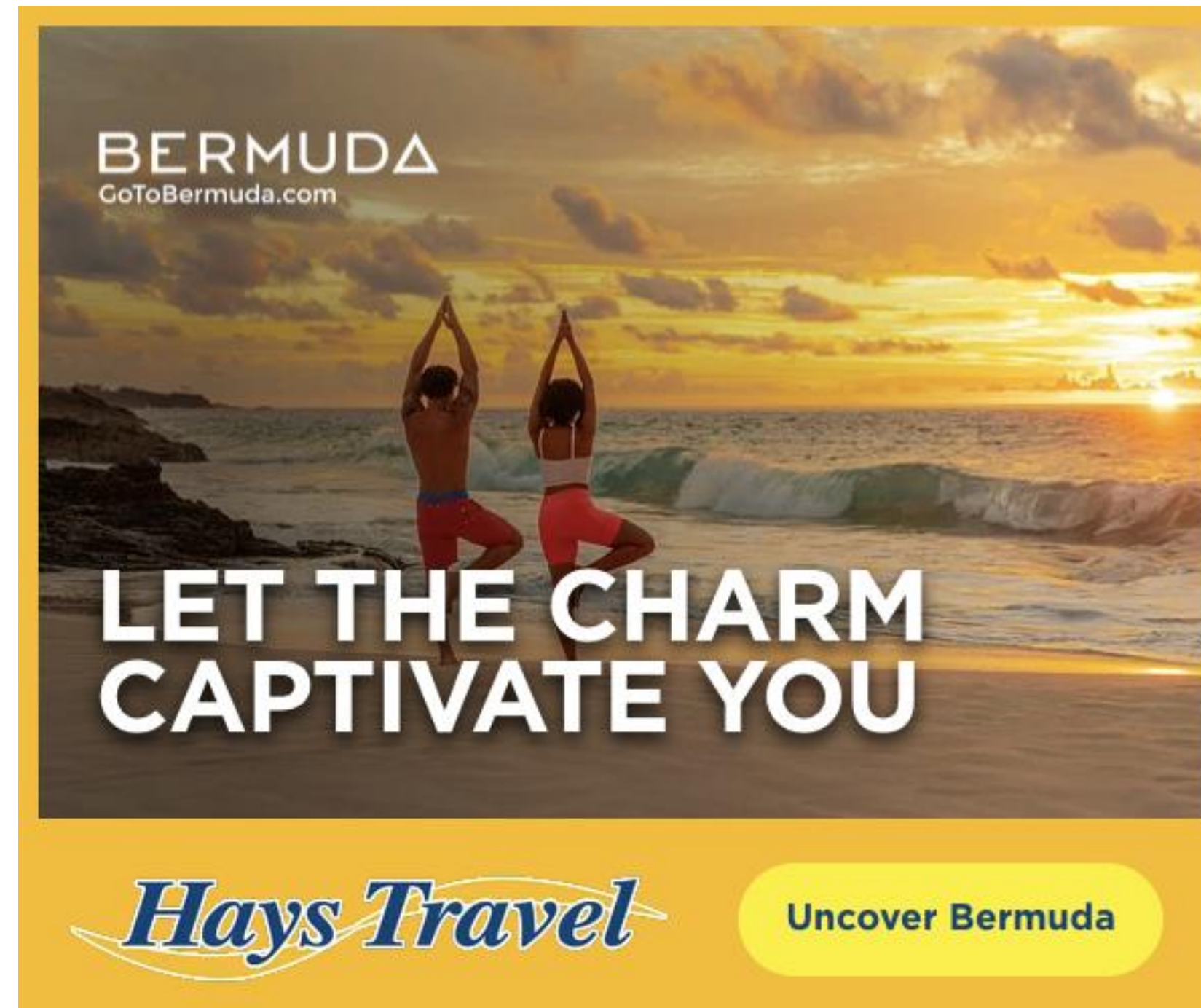
- Sponsorship of the **Condé Nast Traveler breakfast** with **17** luxury travel specialists in attendance alongside the Condé Nast global team including Global Editorial Director Divia Thani
- Carried out **36** high level international trade meetings with decision makers such as Scott Dunn, Premium Concierge and Destinology





# Pink Sale – Joint Marketing Partnership

- In order to promote the Bermuda Pink Sale campaign we identified partners we knew would be able to drive bookings via the Pink Sale UK landing page. Tour Operator Partners include:
  - Caribtours
  - Purely Bermuda
  - Hays Travel
  - Lusso
- In addition, the team is running joint marketing with Hays Travel and Caribtours to give further exposure to the sale.
- Activity includes promotion of offers via homepage banners, digital targeting to Bermuda page and offline activity (brochure inclusion and storefront branding across **400** stores).

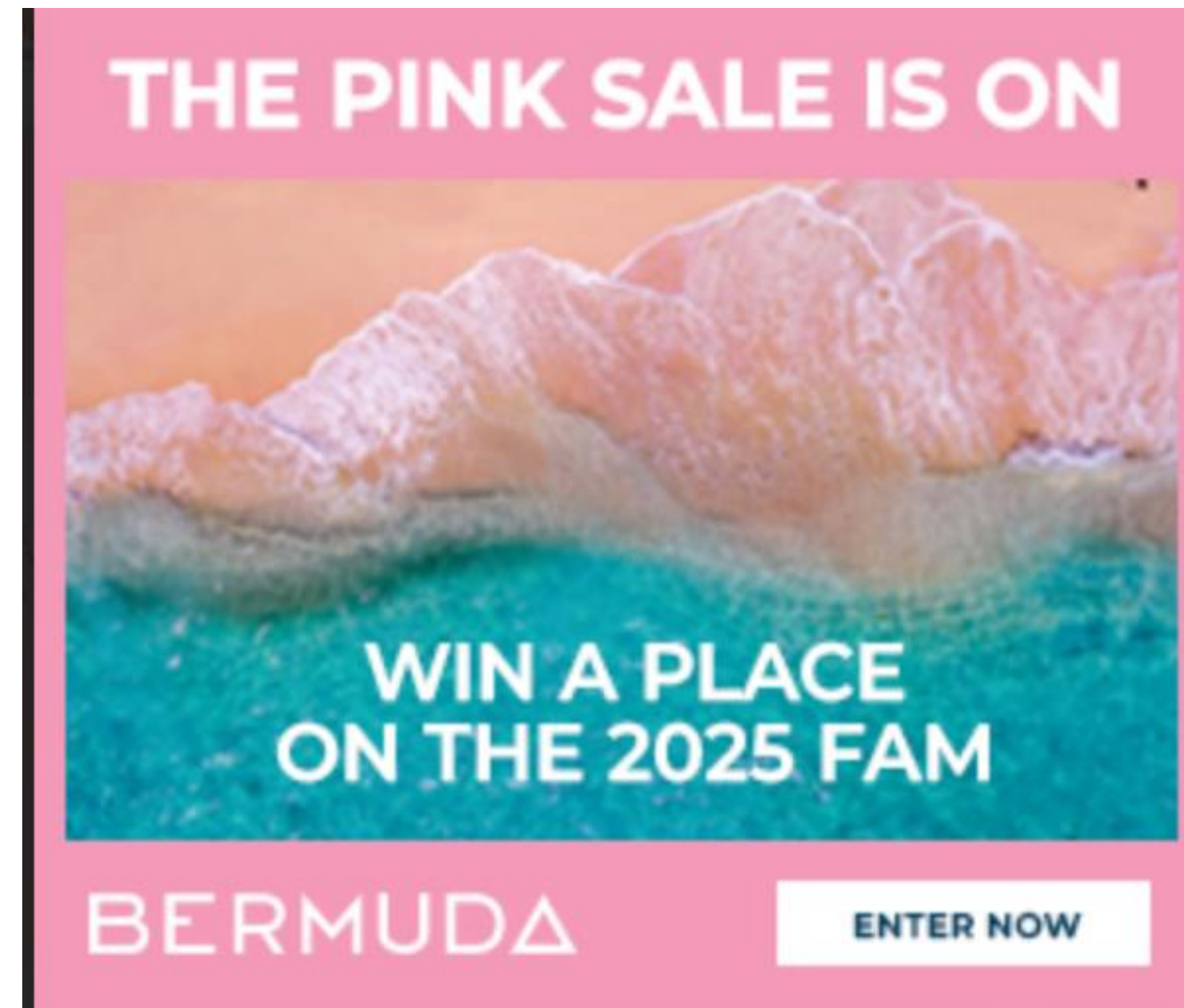




# Pink Sale – FAM Incentive

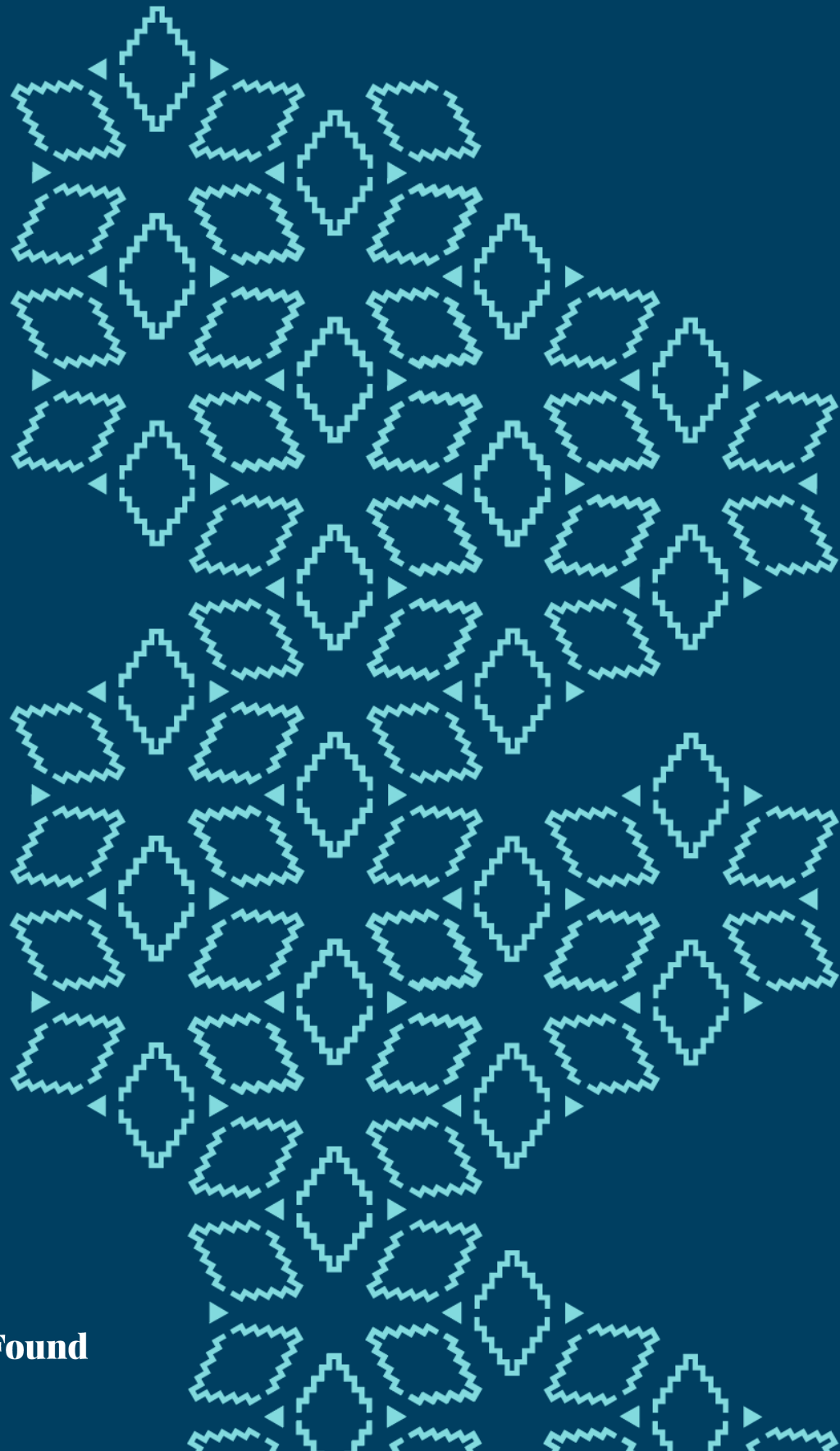
- In order to push bookings during the Pink Sale, the team has partnered with leading luxury trade publication *Aspire* to run an incentive during the sale period.
- To be entered into the FAM prize draw, agents must simply book Bermuda for the duration of our annual Pink Sale. Agents will log their bookings to Aspire and winners will be drawn randomly.
- The FAM will take place in March 2025. Grotto Bay and Cambridge Beaches have agreed to cover room nights and BA will provide seats.

Activity will be promoted via solus eshots sent to Aspire luxury agent database, social posts, feature on the competition page, banners on Travel Weekly throughout the month of January and a homepage takeover.





# MICE – UK





# MICE Quarterly Highlights

- Maintained relationship with Northstar for possible collaborations with Bermuda Tourism Board and Introduced the PR team to one of their editors for coverage on their M&IT Magazine
- Organized and hosted a dinner with 5 of the UK's top incentive buyers in London, Hyde Restaurant in Picadilly.
- Liased with agencies and corporate clients from the UK market with leads for the upcoming years.
- Worked on a SOW for the year 2025 for the MICE industry
- Continued work on receipt of leads and follow up of existing event enquiries



# Meetings & Sales Calls

The MICE team held more than **20** meetings between the months of October 2024 and December 2024.

We have continued to educate the MICE industry on the many possibilities that Bermuda has to offer when it comes to Meetings, Events and Incentives.

Key highlights:

- Freshly Squeezed events with a group looking at going to Bermuda in August 2026 for an incentive trip. Sara will meet with Chris again in early 2025 to discuss the group further.
- Eveology who organises high end incentive trips and luxury events is interested in talking about Bermuda for future events and opportunities.
- VivaEsprit is pitching for an event and has put Bermuda forward for an incentive trip of 60/100 people. Sara to follow up in early 2025



# Bermuda Signature Dinner in London

MMGY Global, on behalf of Bermuda, hosted a signature dinner on December 5th, 2024, at Hide Restaurant in London. This event was meticulously planned to spotlight Bermuda as a premier MICE destination, targeting high-level buyers in the luxury event and corporate travel sectors.

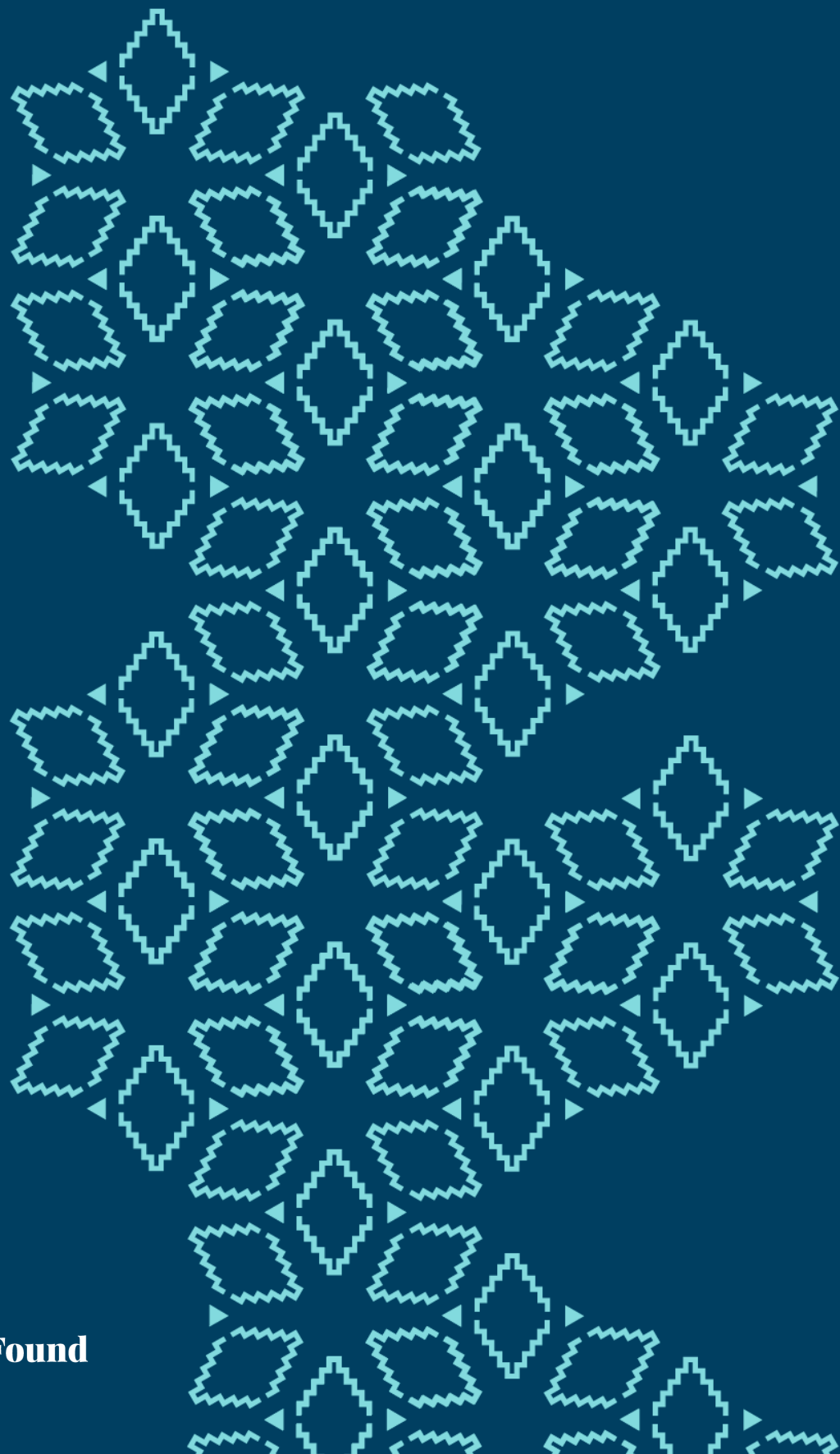
The guest list was developed focusing on organizations with a proven interest in luxury incentive trips, corporate meetings, and destination events and it included META, CWT, We are Cultivate and Caxton Manor.

In addition to the intimate engagement with attendees, the invitation process proved to be a valuable tool for broader outreach. While some invitees were unable to join the dinner, the conversations sparked during the outreach phase provided insights into their interest in Bermuda as a destination for upcoming events. This strategic engagement not only broadened the network of prospective clients but also generated actionable leads, reinforcing Bermuda's positioning as an attractive and versatile destination for the luxury MICE market.





# Consumer Marketing – UK





# Consumer Marketing Opportunities

The UK team has been meeting with publishers and OTA's to discuss marketing opportunities, including whilst at WTM 2024. These include

- Wanderlust
- Bloomberg
- Financial Times
- The Telegraph
- Expedia

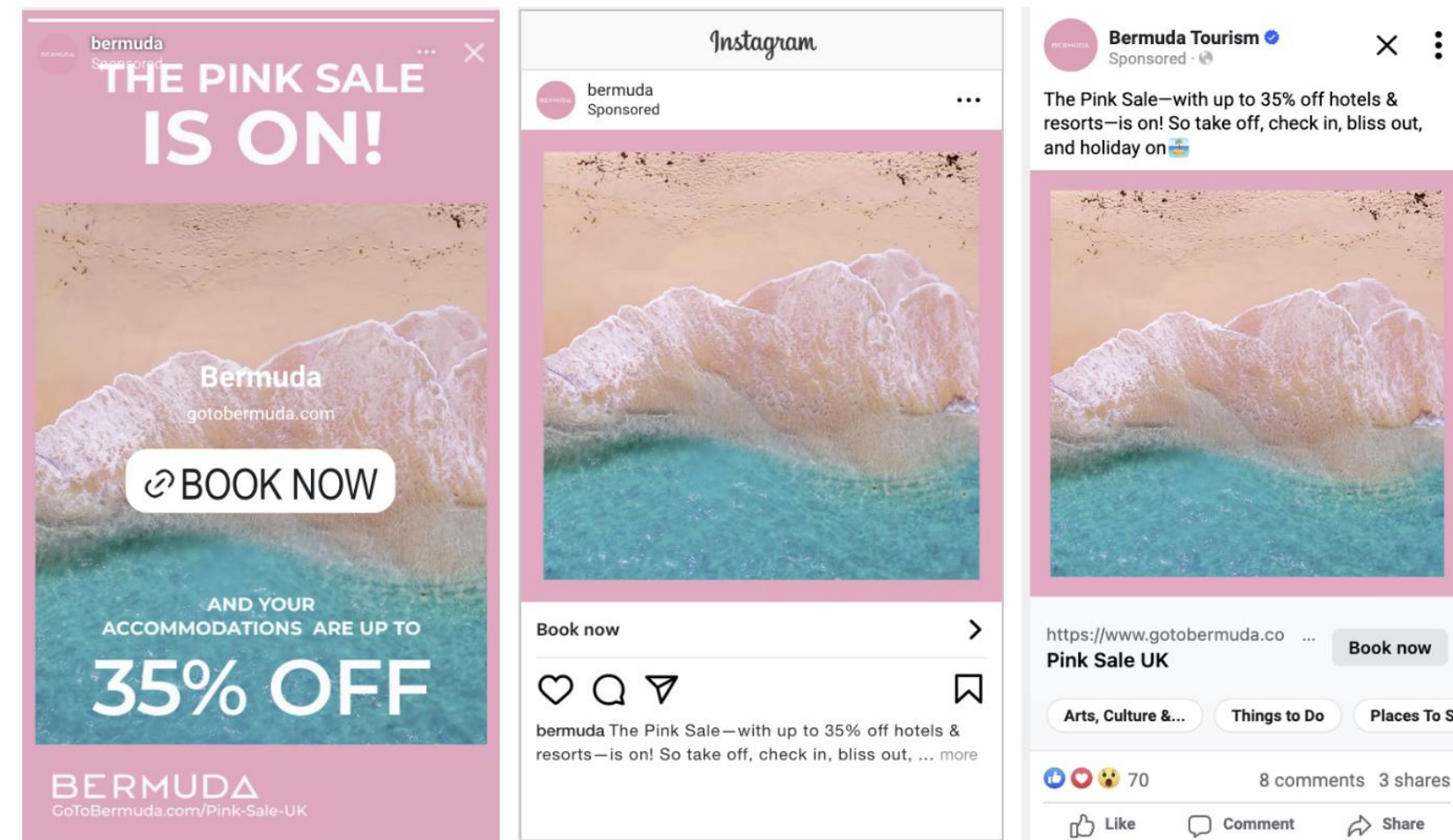
Discussions and proposals are being considered, reviewed and tweaked prior to sharing with BTA if aligned with objectives.



# Pink Sale UK

The UK Pink Sale campaign has been briefed in as follows

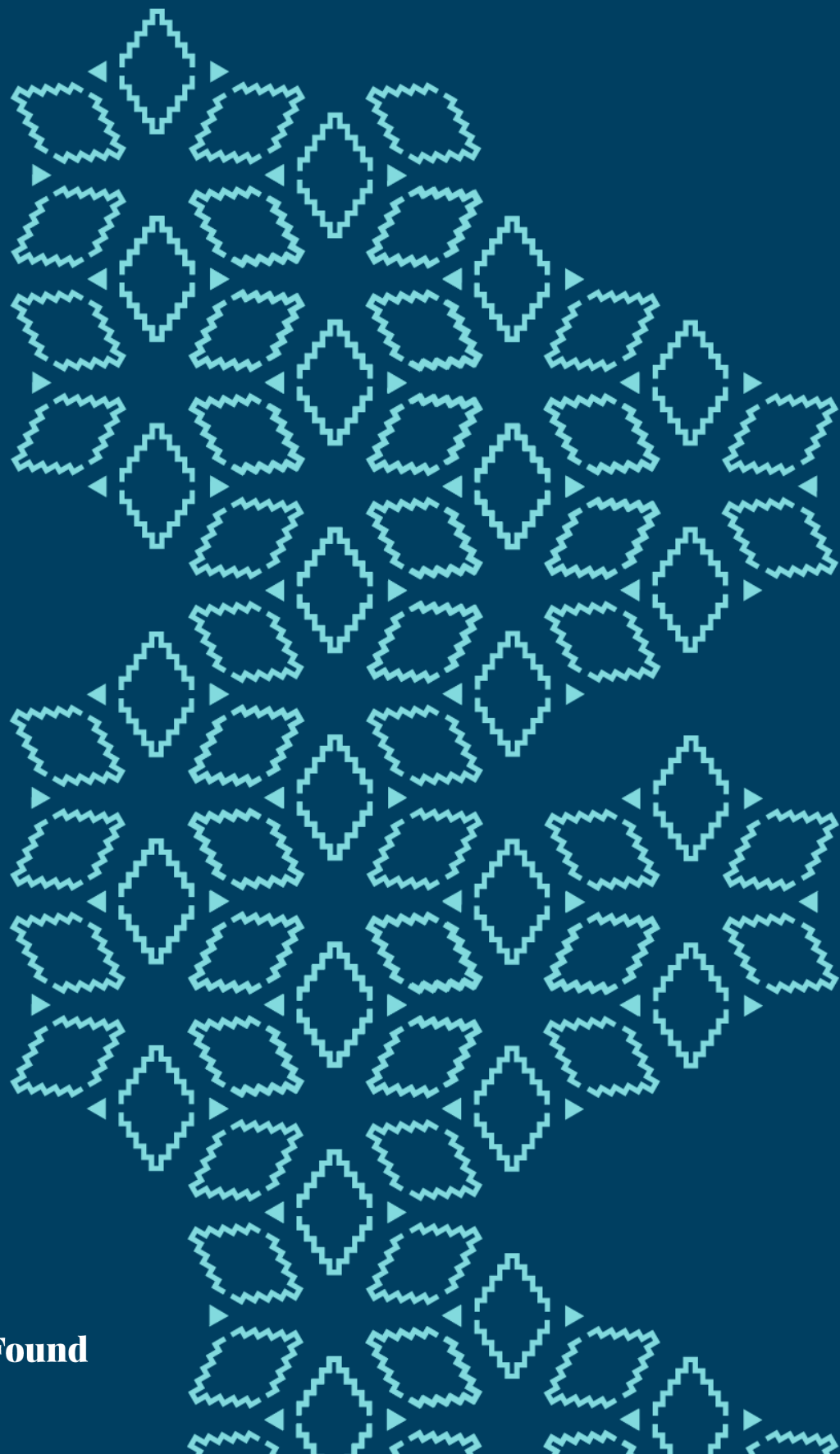
- Updating The Telegraph content, refreshed articles to include Pink Sale messaging and link outs
- One new article on Telegraph content hub to include messaging around the 2025 theme 'Where is Bermuda?'
- Display programmatic targeting previous campaign engagers
- Prospecting ads linking to BTA Pink Sale UK landing page
- Retargeting ads linking to Caribtours Bermuda landing page to maximise sales
- META ads to include image, video and carousel





# Website

Quarter 4 Report





# Website Traffic

## Total Site Traffic and Goals

- Overall website traffic was 518,018, which was down 48% over Q3 and down 31.6 % YOY. This is primarily due to pausing on evergreen campaigns, with significant dips in traffic and active users at the end of October and the week of Dec 8-14.
- As traffic was proportionately driven by organic traffic, Q4 saw significantly higher engagement rates, with a 42% increase over Q3, and 34.4% YoY.
- Organic search, paid search, email and cross network were top drivers of engagement, with all channels sitting at 74%-75% engagement rate.
- While Paid social (specifically Facebook) was overall down on sessions due to campaign pauses (down 421% - from 338,584 to 80,259 sessions); there was a significant growth in user engagement at 37% (up from 13.1%).
- Seasonal offers were top performers in landing page visits, with both the Pink Sale and Cyber Sale in the top 4 most visited pages.



# User Engagement

2024 Q4 Results (October 1st – December 31st)

- 518,018 Website Visits (-31.6% YOY)
- 131,962 Desktop Users( -25.2% POP)
- 263,103 Mobile Users(- 56.4 % POP)
- 17,250 Tablet Users(-49.2% POP)
- 807,769 Pageviews (-32.4 YOY)
- 400,716 New Users (-33.3% YOY)



# Conversion Rates

Partner Referrals

## Total Partner Referrals

- Profile Referrals – 7,411
- Deal Referrals – 3,112
- Event Referrals – 4,552

## Total Partner Unique Pageviews

- Profile – 51,680 (14.3% CTR)
- Deals – 39,616 (7.9% CTR)
- Events – 27,600 (16.5% CTR)



# Content Performance

## Top Performing Content

- Cyber Sale| 52,900 Users | 54.22% Engagement | 67,053 Pageviews  
<https://www.gotobermuda.com/cybersale>
- Homepage | 38,333 Users | 65.46% Engagement Rate | 109,954 Pageviews  
<https://www.gotobermuda.com/>
- Fall in Bermuda | 36,439 Users | 22.64% Engagement | 45,278 Pageviews  
<https://www.gotobermuda.com/fall-bermuda>
- Pink Sale| 33, 273 Users | 66.27% Engagement Rate | 59,013 Pageviews  
<https://www.gotobermuda.com/pink-sale>
- Bermuda Weather | 17,018 Users | 83.92% Engagement Rate | 25,723 Pageviews  
<https://www.gotobermuda.com/inspiration/article/Bermudas-monthly-weather>



# Campaign Analysis

## Cyber Sale

*Looking for an island escape that's nearby but feels a world away? Don't sleep on our flash Cyber Sale to save up to 35% off island resorts. Book between November 20 - December 2 and travel before the end of the year to secure these excellent vacation deals. ...*

Dates: November 20 - December 2

### General Web Performance Overview:

- Visits: 55,360
- Total users: 51,382
- Engaged Sessions: 29,786
- Average engagement time: 1.18
- Engagement rate: 53.8%
- Partner link clicks: 2,100

### Top Referrers:

- fb / paidsocial: 22,166
- Facebook/referral: 22,082
- Act-on / Email: 3,378
- adgeniuity / display: 2,020
- adgenuity/ native: 1,521





# Website Updates & New Content

## New pages added

- Promotional page and supporting content updates for Cyber Sale, Pink Sale & Pink Sale UK, and Restaurant Weeks.
- Continued integration of new personalization opportunities inclusive of seasonality change (Bermuda in winter personalization).
- Introduced new Map Filter which showcases different parishes across the island, offering users a better navigation experience.
- New Meetings & Groups Inspiration search added to meetings & group hub
- Assisted with curation of new Super Yacht landing page (creative and development)
- Email Newsletter support and delivery
- Ongoing SEO work for keyword trends, site hygiene and on page optimization (details on following slide)



# SEO Updates:

SEO Work completed in Q4

## Content Audit & Review:

- “Fine Dining” page review and optimization
- Corporate website content change review and optimization
- “A Guide to Visiting Bermuda in January” blog post review and optimization
- “Historical Data” website content audit
- Blog Audit

## On-page Review (Titles, Metas, H1s, etc.)

## Ongoing Technical Scans & Optimizations including:

- 4XX Error Audit including Events and Profile pages
- Image Alt Text
- Schema Review and Optimizations
- Core Web Vitals Audit

## 2024 Bermuda Search Trends update

## YouTube Video optimizations

## Ongoing Strategy Review

## Annual Strategic Plan Update



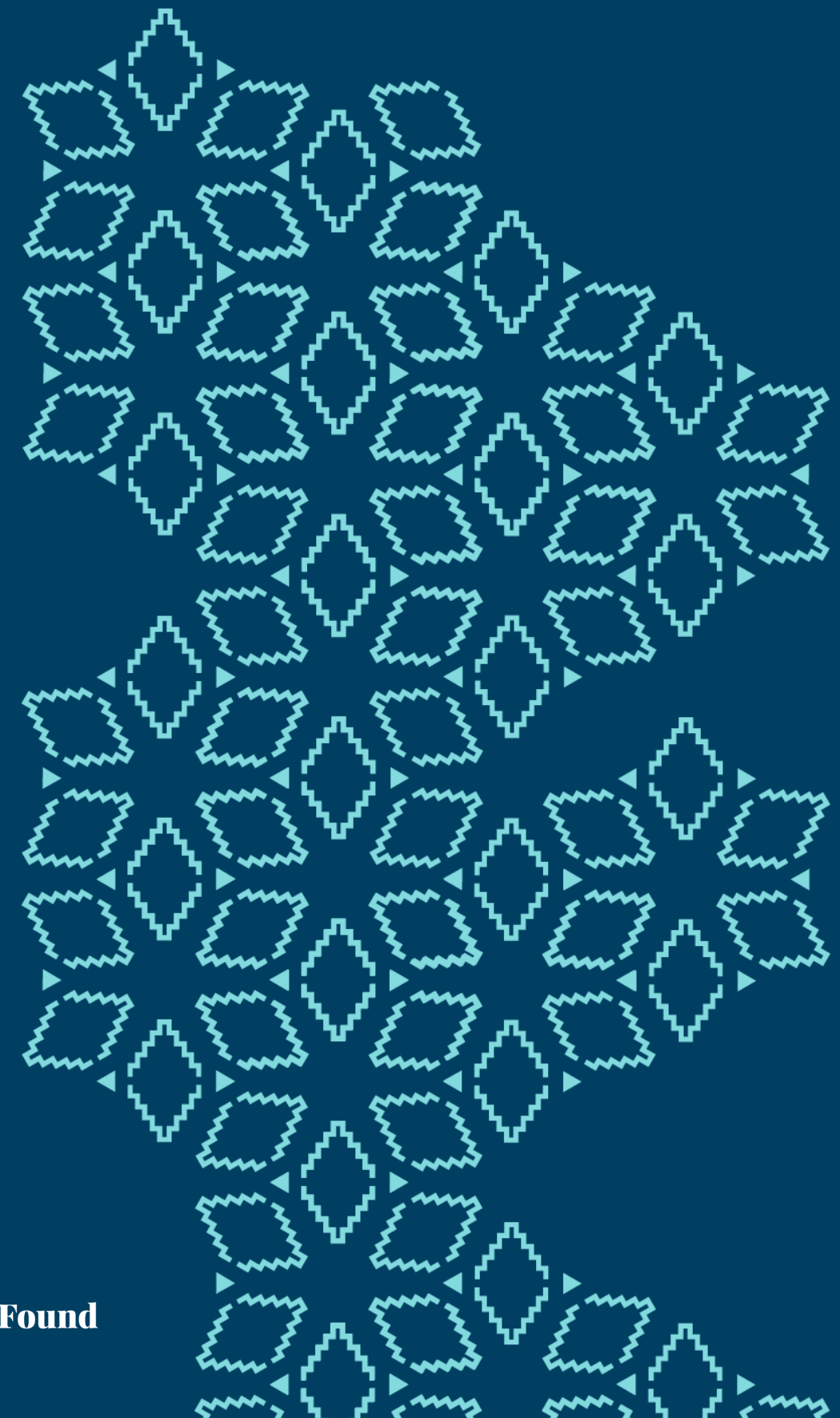
# Site Structure Improvements:

Ongoing Updates

- Continued optimization of Algolia AI search interface and Algolia conversion tracking
- Drupal 10 core updates continued to help support ongoing website health and sustainability
- Cookie Consent implementation
- Privacy Policy updates
- Updated footer content and introduced new segmentations for consumers and corporate markets (email sign-ups)



# Social Media







# Channel-Specific Metrics

Social Media Q4 2024





# Q4 Instagram

In Q4, a total of 245 posts were published on Instagram, which was an increase of 155% PoP.

The Endless Summer Sale ended mid-October, generating a total of 304,927 impressions and 21,229 engagements promoting the seasonal sale.

Art Month in Bermuda was a key priority on social in late Q3 and and October of Q4, generating a total of 138,127 impressions and 2,883 engagements.

The Bermuda Butterfield Championship saw a total of 76,173 impressions and 3,096 engagements.

The Pink Sale launched in December, producing a total of 36,111 impressions and 3,460 engagements within the quarter.

The top performing post of the quarter was [this trending reel](#) concept, which generated a total of 6,861 engagements and 76,199 views.

Q4 Instagram		
	Q3 2024	Q4 2024
New followers gained	+2,463	+1,094
Lifetime followers	132,164	133,192
Engagements	134,200	143,324
Impressions	3,347,281	3,693,107
Engagement Rate	4%	3.9%
Story Replies	166	156
Paid Impressions	734,554	3,789,513
Paid Engagements		
Total Paid Clicks		
Cost Per Click		





# Q4 Facebook

In Q4 we published a total of 93 posts on Facebook, which was an increase of 3.2% PoP.

On Facebook, the Endless Summer Sale generated a total of 139,147 impressions and 9,523 engagements.

Art Month in Bermuda saw a a total of 31,696 impressions and 1,024 engagements.

The Bermuda Butterfield Championship generated a total of 16,183 impressions and 861 engagements., while the Pink Sale launch in December produced a total of 93,916 impressions and 1,706 engagements within the quarter.

The top performing post of the quarter was [this UGC photo](#) of Halloween-themed sandcastles which generated a total of of 5,841 engagements and 256,898 impressions.

Q4 Facebook		
	Q3 2024	Q4 2024
New page likes gained	+618	+728
Lifetime page likes	397,380	397,383
Engagements	126,213	95,699
Impressions	22,236,219	12,188,751
Avg. Engagement Rate	0.06%	0.08%
Total Link clicks	797	797
Paid Impressions		
Total Paid Clicks		
Cost Per Click		



# Q4 X

A total of 96 posts were published on X in Q4, which was a decrease of 6.4% PoP.

On X, the Endless Summer Sale saw a total of 6,982 impressions and 368 engagements, while Art Month in Bermuda produced a total of 4,236 impressions and 160 engagements.

The Bermuda Butterfield Championship drew 2,843 impressions and 122 engagements and our initial promotion of the Pink Sale on X produced a total of 1,305 impressions and 72 engagements.

The top performing posts of the quarter was this [UGC reel](#) of a sunset, which saw 169 engagements and 3,452 impressions.

We saw a decrease in followers in Q4 due to the platform purging inactive accounts.

Q4 X		
	Q3 2024	Q4 2024
New followers gained	135	-384
Lifetime followers	31,615	31,202
Engagements	5,064	3,685
Impressions	101,943.	81,637
Engagement Rate	5%	4.5%





# Q4 TikTok

A total of 60 posts were published on TikTok in Q4 of 2024, which was an increase of 53.8% PoP.

The Endless Summer Sale drove a total of 444,817 impressions and 1,006 engagements and Art Month in Bermuda produced a total of 367,411 impressions and 855 engagements.

The PGA event saw 120,274 impressions and 874 engagements, while the Pink Sale in December generated 3,647 impressions and 181 engagements.

The top post of the quarter was [this video](#) with trending audio, which poked fun at people getting confused people Bermuda and The Bahamas.

Q4 TikTok		
	Q3 2024	Q4 2024
New followers gained	+1,401	+1,297
Lifetime followers	8,449	9,746
Engagements	12,355	28,631
Total Video Views	2,402,866	4,112,595
Total Comments	692	3,147
Engagement Rate	0.6%	0.7%





# Q4 YouTube

We continue to see consistent growth on our YouTube channel by increasing our volume of short form video content on YouTube Shorts.

The top performing YouTube Short was [this owned video](#), which was consistent with the previous quarter and was published in 2022, demonstrating the long lifecycle of YouTube content. The video has generated 36,374 views.

Q4 YouTube		
	Q3 2024	Q4 2024
New subscribers gained	+234	+133
Video Views	332,969	236,775
Watch Time (Hours)	3,317	2,090.2
Total Engagements	2,408	1,541
Click Through Rate	3.9%	3.3%





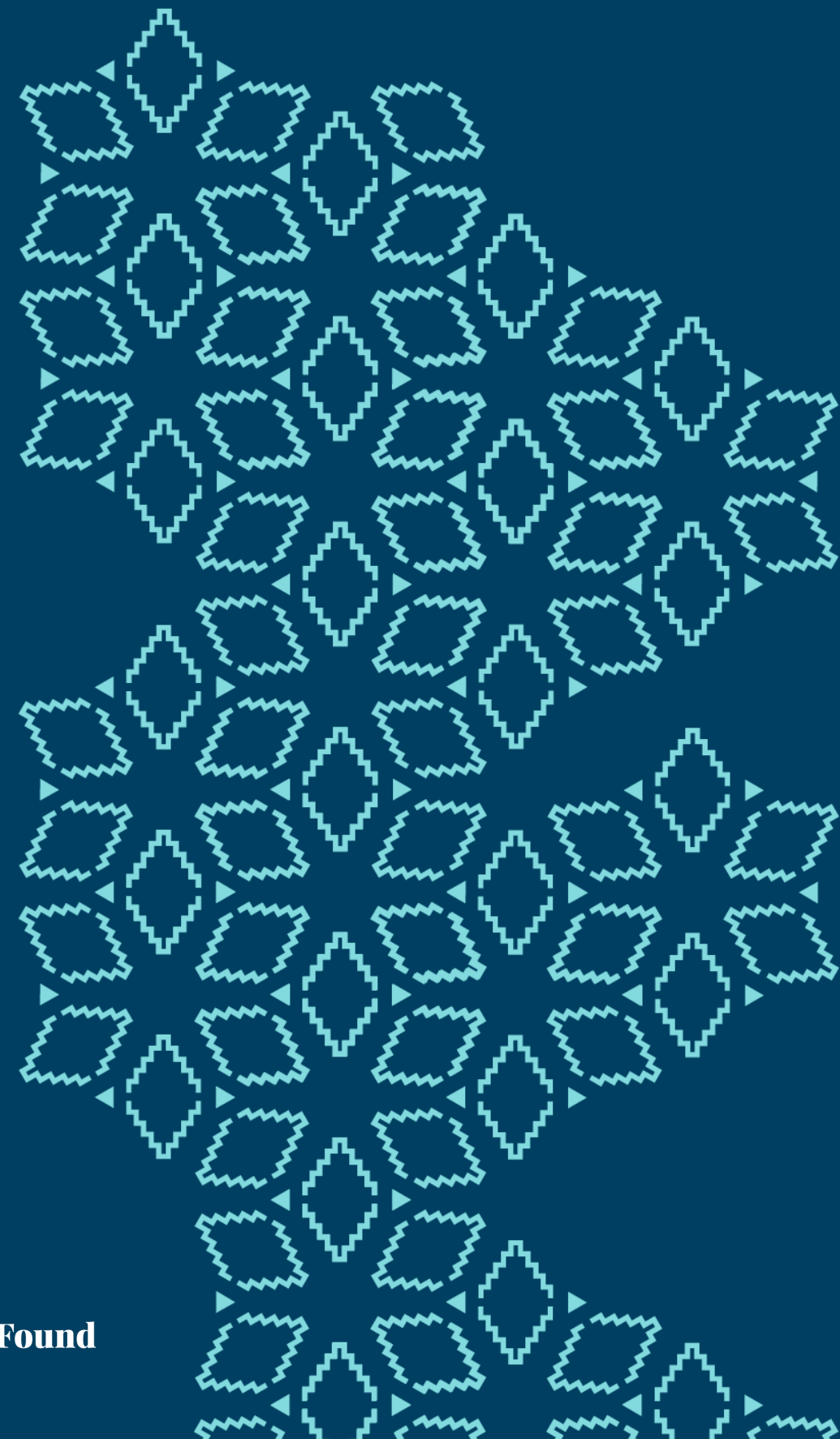
# Q4 Pinterest

*The BTA does not have an active organic social media presence. We will be activating a platform strategy in 2025.*

Q4 Pinterest		
	Q3 2024	Q4 2024
New Followers Gained	n/a	n/a
Impressions	289,471	1,339,213
Saves	921	132
Total Clicks	8,095	5,793
Engagement Rate	3.11%	0.45%



# Local Production/Creative





## ***Executive Summary***

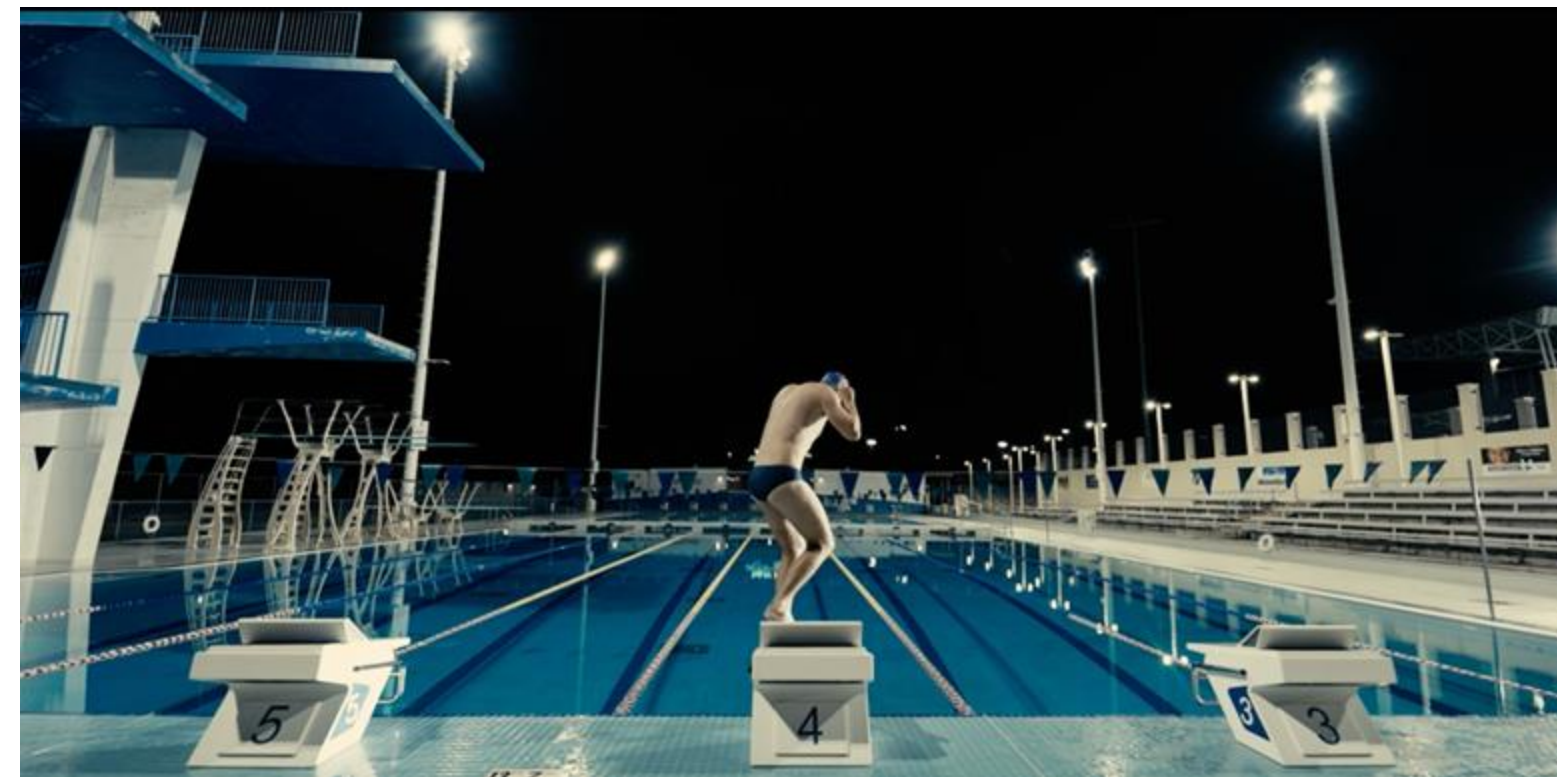
Key highlights of locally produced creative deliverables included the production of three TV commercials for the Golf Channel, dynamic social content for the 2025 Calendar of Events and Restaurant Weeks, and comprehensive photo and video coverage for BTA Signature Events such as the PGA Golf Championship, Rugby Classic, and Art Month. These efforts showcased Bermuda's cultural and natural beauty while promoting its potential as a premier destination for leisure, events, and culinary tourism.



# Campaigns

## Photo & Video Campaigns

### Sporting Venues Campaign



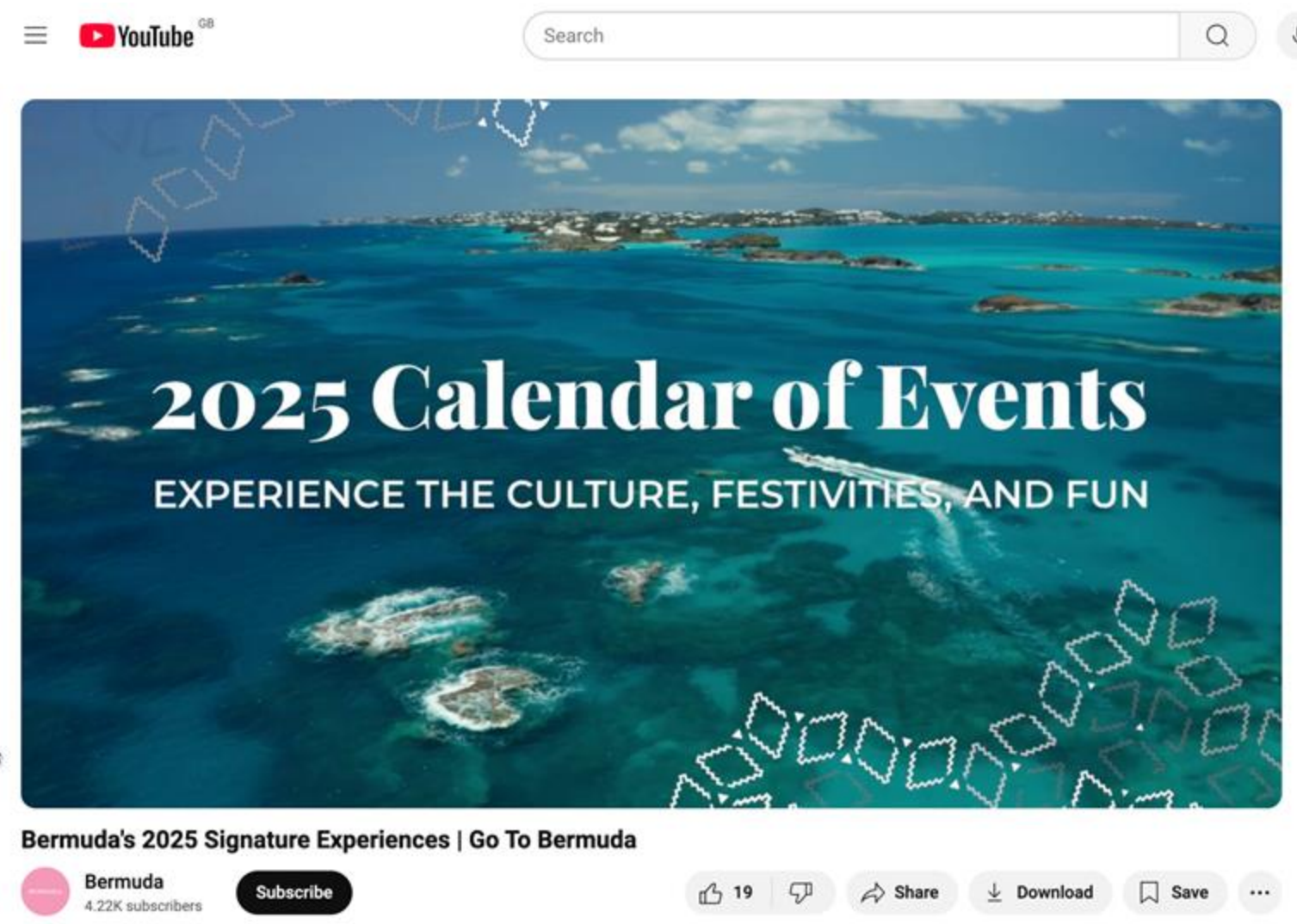
### Photo & Video Campaign



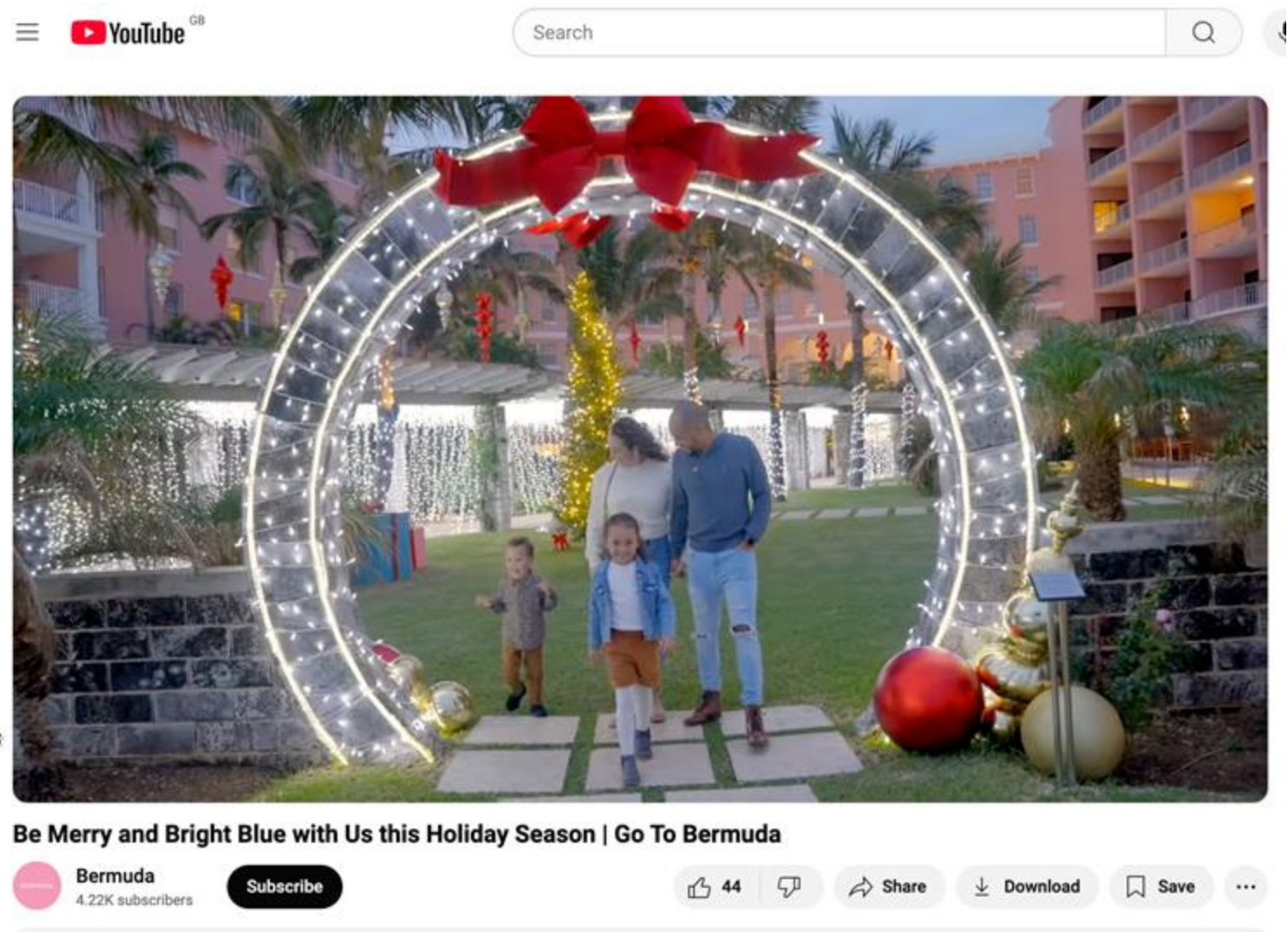
# Social Campaigns

## Photo & Video Campaigns

2025 Calendar of Events Video



Christmas Promo Video

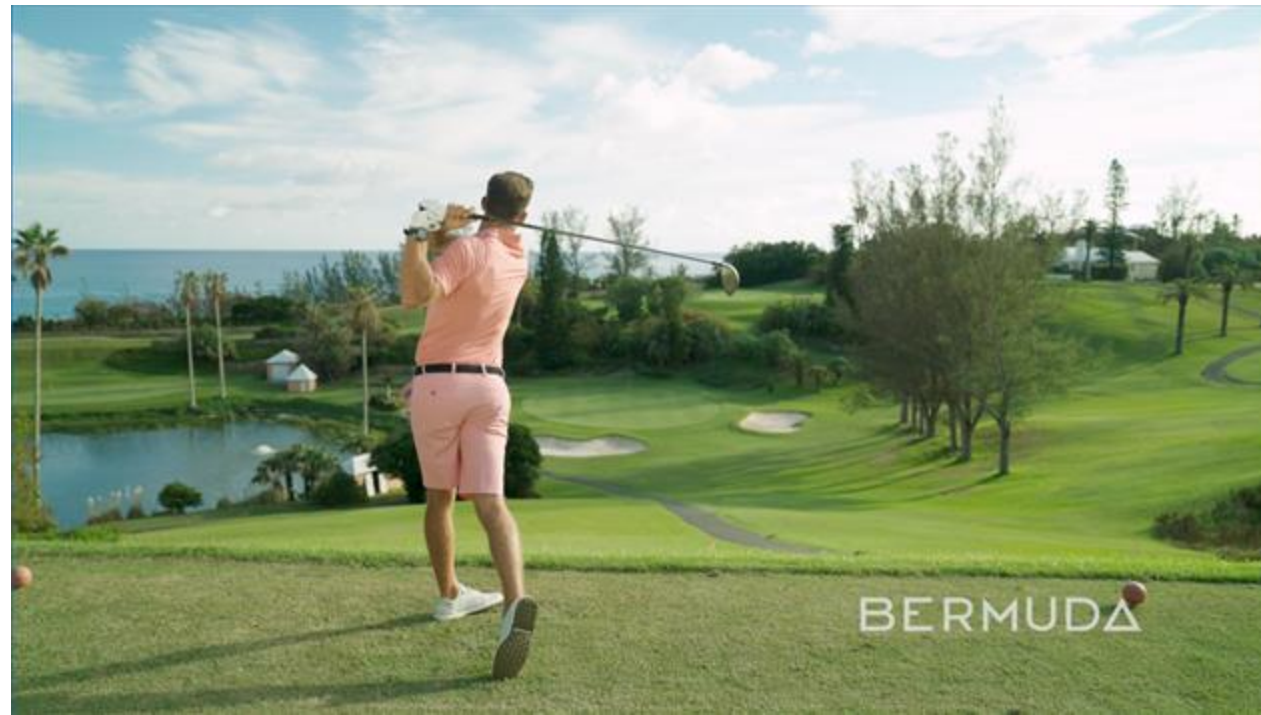




# Video Commercials

Three 30 Second Commercials Golf Channel for the PGA Championships

Fun



Family



Sound & Sensory





# Events

## BTA Signature Events : Art Month

### Art Month Sip & Paint Grotto Bay Cave



Photography & Video of the Art Month Sip & Paint at Grotto Bay Cave

### Art Month Jayde Gibbons Artist Talk



Photography & Video of Jade Gibbons Artist talk at Bermuda Society of Arts.

### Art Month “Human Library” Closing Event



Photography and Video of the Art Month closing event “Human” Library and Bermuda National Gallery.



# Events

## BTA Signature Events

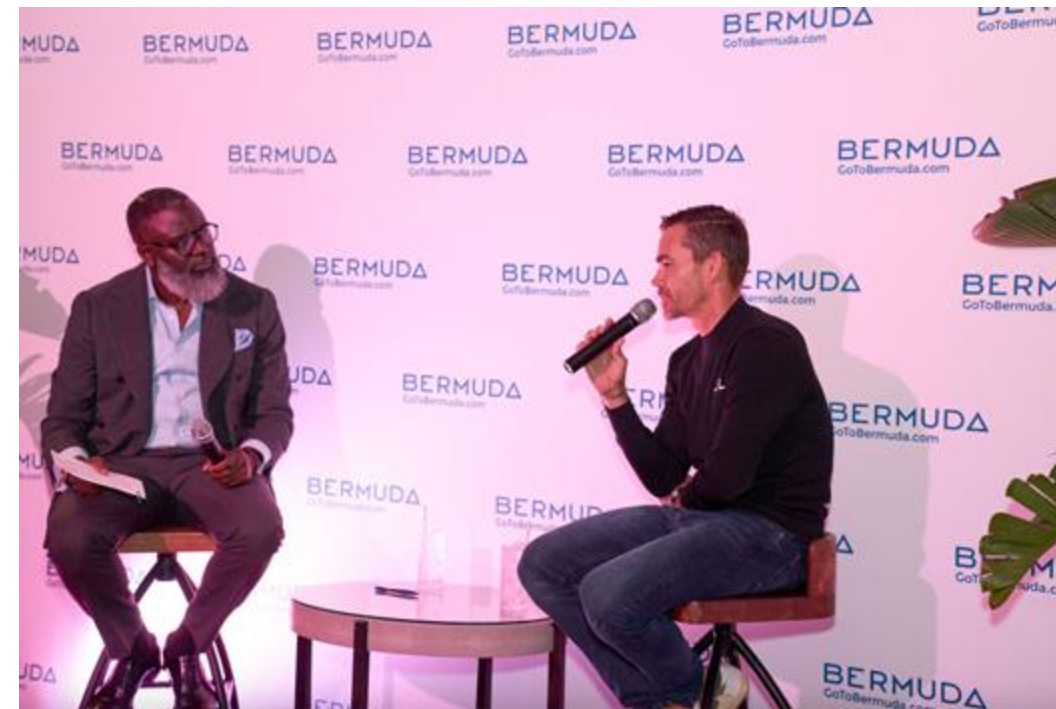
CHUBB Panel Discussion

Tiffany Haddish



Photography recap of the CHUBB Panel discussion “Breaking Barriers — Women Thriving in Male-Dominated Fields” featuring Tiffany Haddish.

Fireside PGA Dinner Loren



Photography & Video Recap The Fireside Chat and Client Dinner at The Loren Pink Beach. Part of the PGA Golf Championships

Butterfield Championship



Provided video and photography coverage for the PGA Tournament at Port Royal Golf Course



# Events

## BTA Signature Events

Product Photography



Conducted professional product photography to showcase items effectively

BTA Tourism Summit Team  
Building & Strategy Day



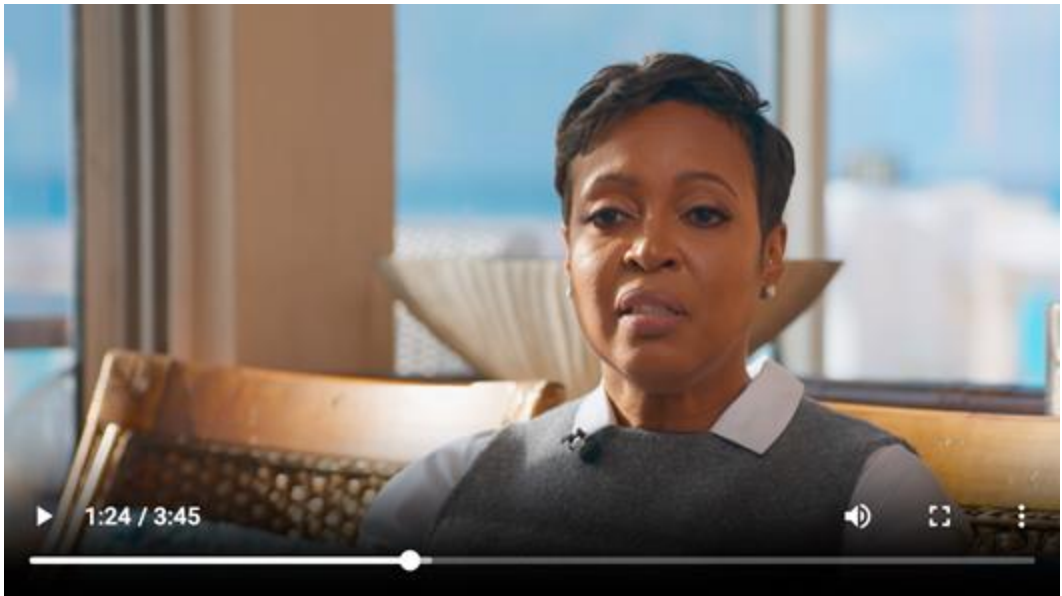
Photography of the BTA Team building and strategy events at Cambridge Beaches.



# Local Video Productions

## Corporate & Marketing

### Quarterly Report



Interviews were conducted to support the creation of the quarterly report, including three interviews captured with two camera setups. Graphics were designed to accompany the content, and the video was edited using both newly recorded and archived footage.

### WTM Stand Videos



Compiled and edited a new video using footage from existing videos, designed specifically for display on event screens

### Carnival Teaser



Created a video aimed at generating excitement, anticipation, and awareness for the 2024 Bermuda Carnival



# *Events*

## BTA Signature Events

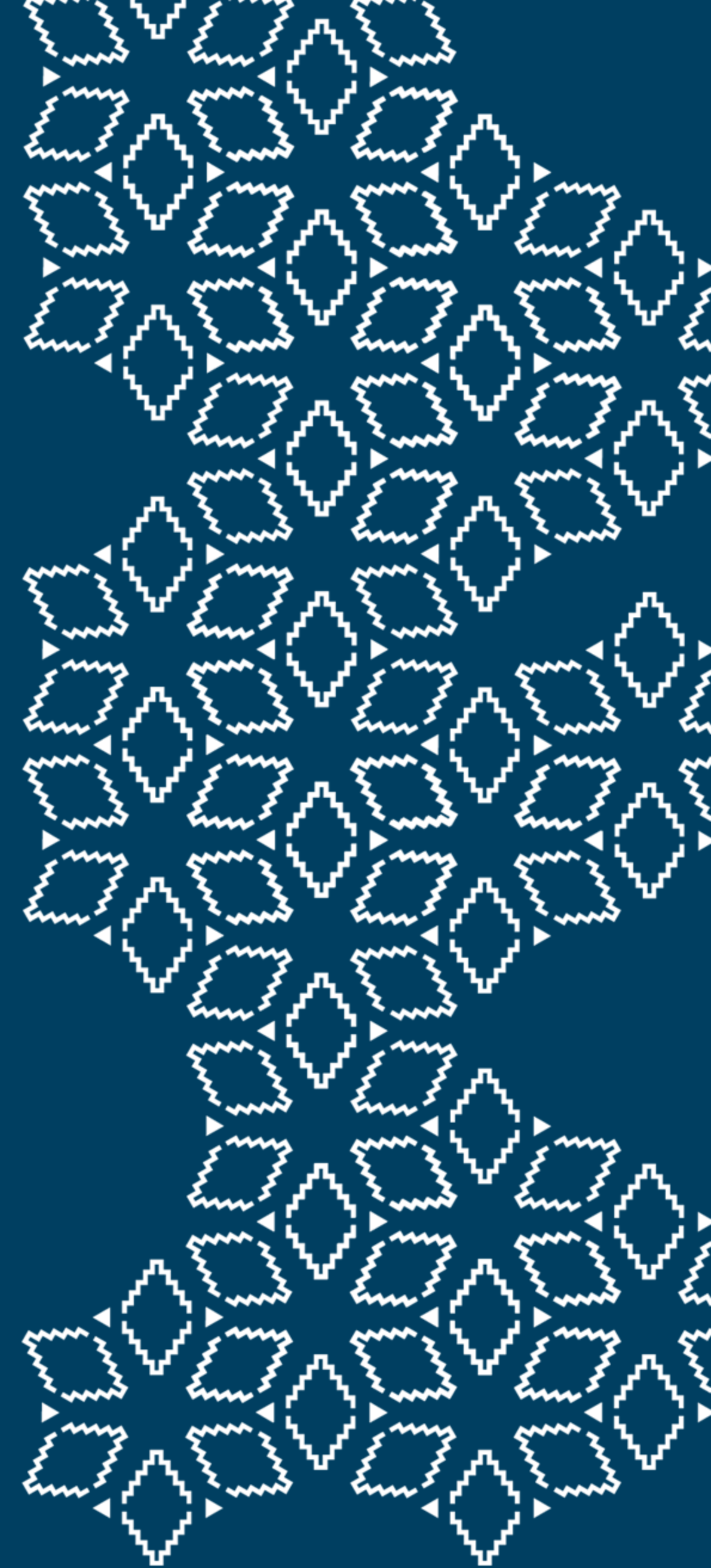
### Restaurant Week



Professional photography services were conducted for seven restaurants as part of this year's Restaurant Week, documenting the distinctive atmosphere, culinary presentations, and signature offerings of each establishment



## Graphic Design for Marketing, Installations and Merchandise





## Graphic Design for Marketing & Event Information





# Greener

Growing by being pink, blue + greener



# CNN

## Call to Earth Activation

- Partnership with CTO for the CNN Call to Earth Activation
- Sponsored Youth Climate Summit at BUEII
- Sponsored filming of sizzle reels featuring young students in partnership with Bermuda Ocean Prosperity Programme
- Filmed sizzle reels over three days at the Youth Climate Summit and submitted it as part of our CNN Call to Earth activation – broadcast around the world





# Infrastructure

Building Frictionless Experiences



# Local Involvement

Growing through people.





# **Elevating Service Standards & Developing Training Opportunities**

## Overview

Our strategic priorities are designed to propel the growth of the hospitality and tourism workforce, raise industry standards, and empower professionals. With a focused approach, we drive impactful initiatives across key areas to ensure our industry leads with purpose and excellence.





# Speakers Forum: Changing the Game

A Celebrity Golf Invitational Community Event

Venue: Chubb Bermuda

Participants:

- Tiffany Haddish
- Tracy Berkley (BTA CEO)
- Shira Jatto (One Comm Executive)
- Ebonie Cox (Local Golfer)
- Hazel Clark (BTA's Sports Director)

Engagement:

- Highly popular event targeted to women with **125 attendees**, fully booked within an hour of promotion on social media.

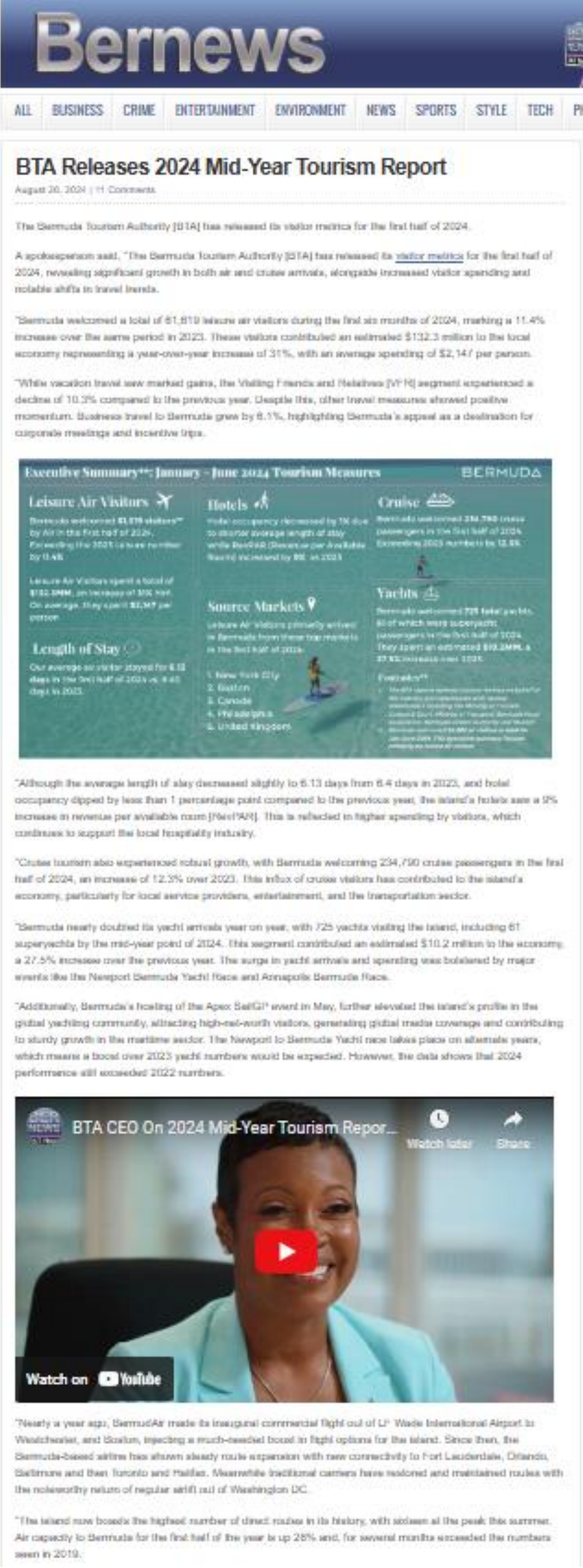
Focus: Discussed women's empowerment and innovation in sports.



# Stakeholder Relations

Launch of Video Format through the Mid-Year Tourism Report release

- Objective:
- Enhance public access to Bermuda's quarterly tourism measures through a dynamic video format, complementing the traditional press release.
- Distribution:
- Shared on digital and electronic news platforms.
- Fixed placement secured on ZBM TV channel for broader reach.
- Highlights:
- Engaging 6-minute video detailed Bermuda’s Tourism Industry performance.
- Future Enhancements:
- Develop shorter, social media-friendly versions.
- Launch a dedicated YouTube channel for corporate communications to expand audience reach.





# Innovation

Think like a visitor



# 2024 Q4 Innovation Highlights





# Art Month 2024

October 1<sup>st</sup> – 31<sup>st</sup>, 2024

This year marked Bermuda's 2nd Annual Art Month, a cultural initiative aimed at showcasing the island's vibrant art scene and fostering collaboration among artists, galleries, and cultural institutions. Designed to enrich Bermuda's reputation as a destination for unique and immersive experiences, Art Month highlights the island's creative talent while aligning with the National Tourism Plan's focus on culture, innovation, and balanced seasonality.

With over 90 events across the island, including exhibits, workshops, artist talks, and performances, Art Month 2024 celebrated the breadth of Bermuda's artistic offerings. This year also underscored a shift toward greater local stakeholder ownership, as artists, galleries, and venues independently curated events that resonated with both residents and visitors. Art Month attracted significant media attention, positioning Bermuda as a culturally rich destination for art enthusiasts while driving visitor engagement during the shoulder season.

Here are the key highlights from this year's Art Month:

**Visitor Attendance:** Attendance at signature events increased by 133% compared to 2023. While visitor participation was still below the 15% target, there was growth compared to last year, when visitor attendance was minimal to none at Art Month events.

**Art Month Opening Event at The Loren:** 2 visitors out of 75 attendees.

**Sip & Paint in the Caves at Grotto Bay:**

- Week 1: 3 visitors out of 22 attendees.
- Week 2: 7 visitors out of 22 attendees.
- Week 3: 2 visitors out of 26 attendees (capacity increased by 4 seats).
- Week 4: 2 visitors out of 26 attendees (capacity increased by 4 seats).

**•Art Month Closing Event at the Bermuda National Gallery:** 7 visitors out of an estimated 200 attendees.

**•Artist Talks at the National Museum of Bermuda:** These talks achieved the highest visitor turnout, likely due to their strategic location in Dockyard.

- Lisa's Curatorial Talk: 5 visitors out of 5 attendees.
- Jayde Gibbons Talk: 11 visitors out of 11 attendees.
- Graham Foster's Talk: 12 visitors out of 12 attendees.



# Highlights Continued

**Alignment with the National Tourism Plan:** Art Month aligns with key pillars of the National Tourism Plan, particularly in enhancing "local involvement." By engaging a diverse range of local artists, galleries, and cultural organizations, it also reinforces the NTP's goal of fostering "collaboration, not competition." Furthermore, Art Month contributes to achieving "better balanced seasonality" by strengthening the shoulder season (October) with vibrant cultural events. Additionally, Art Month supports the NTP's emphasis on offering unique experiences that blend culture, history, and adventure, helping Bermuda stand out as a premier tourism destination. Here's a deeper dive:

**Local Involvement & Fostering Collaboration Over Competition:** Art Month 2024 featured 90 experiences, highlighting growth, enthusiasm and engagement within our community. Even more notable is that the majority of these experiences were independently organized by our partners, rather than curated by the BTA. This shift marked a significant evolution, as stakeholders took the lead in creating both ticketed and free events. Many strategically timed their art exhibits to align with October, while others adapted existing events to include art themes, examples include Taste Of Bermuda & Bacardi's "Art of the Pour" mixologist event. BTA's direct involvement was intentionally scaled back due to budget constraints, focusing on one curated event (Sip and Paint in the Caves) and co-curating the opening and closing Art Month events. This new model proved successful, as it encouraged partners to innovate and collaborate independently. The Department of Culture, for instance, added an Art Month-themed open mic night to further support the initiative alongside their Gombey Festival. Our hotel partners also embraced this momentum. Cambridge Beaches hosted a Shakespearean dinner performance as a Art Month kick-off event on October 1<sup>st</sup> that the BTA had no idea about until after the fact. While we wish we knew, These examples highlight the initiative's growing support and demonstrate how stakeholders are leveraging themes and trends autonomously. Art Month's success aligns seamlessly with the National Tourism Plan's goal of fostering "better collaboration versus competition."

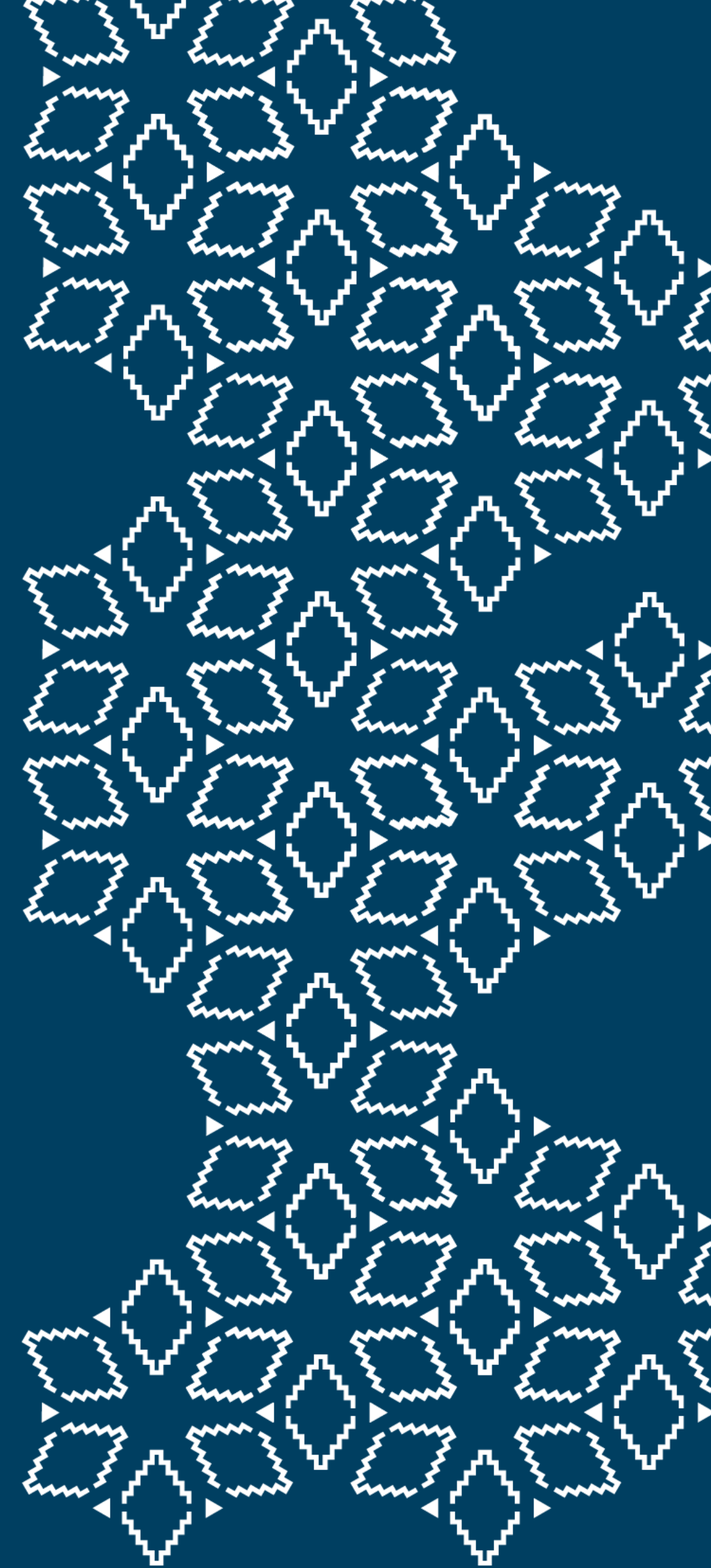
**Awareness & Relevance:** Art Month 2024 boosted Bermuda's visibility through media coverage in prominent publications, helping to promote the island in key markets. The initiative was featured in *Essence Magazine*, with an article titled "An Artsy Girl's Guide to Bermuda," highlighting the island's vibrant art scene. *Black Enterprise* also spotlighted Art Month, emphasizing how the event amplifies Bermuda's rich culture and history. Additionally, the *Observer* published a feature on Bermuda as a top arts destination, showcasing local artists and the island's burgeoning art scene. Art Month's reach continues to grow, with *Boston Magazine* coverage pending. This media attention strengthens Bermuda's position as a premier destination for cultural tourism and aligns with the National Tourism Plan's focus on unique, immersive experiences.



# Highlights continued

**Budget & Revenue:** Of the \$50,000 budget, \$33,717.53 was spent, yielding savings of \$16,000. Additionally, revenue of \$5,828.55 was generated from the Sip & Paint in the Caves event.

In conclusion, Art Month 2024 stands as the primary highlight for Q4, marking good progress with increased visitor participation, strong community engagement, and valuable media exposure. While visitor attendance still fell short of the target, the growth compared to 2023, along with the independence and innovation shown by local partners, underscores the initiative's potential. By continuing to build on these successes and refining strategies for attracting international visitors, Art Month is well-positioned for continued growth and to become a key cultural event on Bermuda's tourism calendar.

















# Teams & Groups

Growing through groups.

Meetings, Incentives, Conferences & Events (MICE) Activity Recap

October – December 2024



# IMEX America |

October 7–10 | Las Vegas

BTA team attended IMEX with CEO Tracy Berkeley & VP Jamari Douglas

- Partners: Fairmont Southampton, Hamilton Princess, The Loren, Cambridge Beaches, BermudAir
- 130+ event professional meetings + VIP Client Dinner

## Definite Groups:

- 14 leads: 5,920 room nights, 1,043 guests
- EEI: \$3.65M

## Tentative Groups:

- 65 leads | 19,944 room nights | 7,760 guests
- Bookings: Jan 2025–Dec 2027





# **STN Conference | Nov 10–13 | Las Vegas**

- 2,701 attendees total
- 116 Travel Advisors educated in 1:1s
- 127 attended Bermuda workshop (90% score)
- Reps: Donna Douglas & Donna Vitale Schwartz





# Conference Direct Forum

Nov 13–15 | Orlando

- 58 customers (\$141M annual bookings)
- 55 associates (\$255M bookings)
- Built MICE market relationships
- Rep: Donna Douglas



# NCBMP Annual Meeting

| Nov 13–16 | Birmingham, AL

- 400 Black Meeting Professionals
- Co-hosted dinner with ALHI for 15 clients
- Rep: Jallande Greaves

## PTANA NJ Trade Show

November 19, Hazlet, NJ

Sponsored 38 Advisors (MD & LA)

Shared literature via USB

Rep: Donna Douglas



## **Travel Advisor FAM | Dec 5–8 | Cambridge Beaches**

- Hosted 6 luxury advisors
- Highlight: Christmas Walkabout
- Rep: Donna Douglas

## **NECVB Holiday Event | Dec 3 | Brooklyn, NY**

- Hosted 25 meeting professionals
- Holiday lights tour
- Rep: Donna Douglas

## **CVB Holiday Event | Dec 11 | Washington, DC**

- 300+ attendees
- Reconnected with customers, built new leads





# Group Sales & Travel Trade

Meetings, Incentives, Conferences  
& Events (MICE) Activity Recap  
October – December 2024

## Q4 Group Sales Overview

### Definite Groups:

- 14 Definite Leads
- 5,920 Contracted Room Nights
- 1,043 people
- EEI \$3,647,903

### Tentative Groups:

- 65 Tentative Leads
- 19,944 room nights
- 7,760 people

Travel dates range: January 2025 – December 2027



# Q4 Summary Table: *Q4 Sales Engagements*

Event	Location	Leads/Contacts	Objective
IMEX America	Las Vegas	130+ event planners	Group business lead generation
NorthStar Luxury & Wellness	Newport Beach, CA	25 appointments	Host opportunity for 2026/27
STN Conference	Las Vegas	243 advisors engaged	Travel trade education
Butterfield VIP Dinner	Bermuda	20+ IB sponsors	Corporate meetings promotion
ConferenceDirect Forum	Orlando	100+ planners	MICE market growth
NCBMP	Birmingham, AL	400 attendees	Diversity market engagement
PTANA NJ	Hazlet, NJ	38 advisors	Leisure/travel education
NECVB Holiday	Brooklyn, NY	25 clients	MICE relationship building
Travel Advisor FAM	Bermuda	6 luxury advisors	On-island product education
CVB Holiday Event	Washington, DC	300+ attendees	MICE client reconnection



# NorthStar Luxury & Wellness

**October 1-2/ Newport Beach, CA**

- 50 attendees – 25 1:1 appointments conducted
- Inaugural Event with meeting professionals with specific focus in boutique luxury and wellness meetings
- Bermuda has the potential opportunity to host this event in 2026 or 2027
- BTA Representative – Jallande Greaves





# Year-Round

Embracing seasonality



# Sports Business Development

Celebrity Golf Invitational - Impact & Strategic Fit

## Visitor Impact

Visitor Numbers:

•**Attendees:** Over 30 international visitors, including high-profile guests, professional athletes, and entertainers.

Economic Impact:

•**Estimated Impact:** \$473,490.08, driven by spending on accommodations, dining, and recreational activities

## Alignment with National Tourism Plan (NTP)

Strategic Fit:

**Target Segment:** Appeals to “Experience Enthusiasts” and positions Bermuda as a premier golf destination.

Pillars Supported:

**Teams & Groups and Year-Round:** Attracts high-value visitors outside peak tourist season.

**Local Involvement:** Engages the local community and supports sports tourism as a community-building initiative.

**Celebrity Appeal:** Enhances Bermuda’s visibility in niche sports tourism.



# Sports Business Development

Celebrity Golf Invitational - Impact & Strategic Fit

Media Coverage and Future Opportunities

Media Exposure:

- Extensive local media coverage and social media engagement from attendees.

•Future Plans:

- Proof of concept for Eventive and Goslings to integrate elements into the Butterfield Bermuda Championship programme.
- Potential to elevate Bermuda's profile in high-profile golf tourism with increased athlete involvement.

•Sponsorship Success:

- Secured \$105,000 in sponsorship for this event through BTA Business Development Team.





# Sports Business Development

## Celebrity Golf Invitational Highlights

### •Celebrity Guests:

- Featured Tiffany Haddish, Julius Erving (Dr. J), and iHeart Radio personality Big Boy.

### •Local Engagement:

- Speakers' Forum at Chubb Bermuda on women's empowerment featuring Tiffany Haddish, Shira Jatto, Ebonie Cox, and Hazel Clark.

- 125 attendees registered within 1-hour of posting.

### •Youth Swing Session:

- Local children trained with Maurice Allen, World Long Drive Champion, and top local pros.
- 40 kids participated in this unique opportunity.





# Butterfield Bermuda Championship

VIP Dinner | Nov 12 | Bermuda

- Hosted sponsors from international business sector
- Gin tasting & fireside chat with Camilo Villegas
- Venue: The Loren | Partner: Bermuda Gin Co.
- Host: Chairman Wayne Caines





# Financials Q2





# Finance

## Income Statement & Direct Costs

### Q4 Overview

#### Income

**Government grant** – this is the third quarter of the reduced government grant of \$16.54m (a reduction of \$2.46m per annum) and includes further reduction of \$250,000 effective from 1 October 2024. Q1 2025 will also have a \$250,000 reduction.

**Hotel fees** – hotels fees at \$8.5m are \$326k above budget, which was based upon an increase of 5% over 2023 revenue. The increase is primarily driven by an increase in the ADR which, to the end of November, was up 9%.

**Cruise passenger fee** – at \$7.37m, representing 460,715 passengers, is \$121,073 above budget which was predicated on ships arriving on average at 84% capacity throughout the season compared to actual occupancy of 85.1%. There were 7 cancelled trips due to bad weather.

**Vacation rentals** – this is running in line with budget.

#### Direct costs

These are \$377k below budget and details of the activity for the quarter can be found elsewhere within the quarterly report. Costs include the sponsorship payments in relation to the PGA Tour and Sail GP.

#### **General & Administration**

These are \$612k below budget, primarily driven by savings in staff costs.



# Income Statement

Bermuda Tourism Authority  
Quarter ended 31 DEC 2024

	Q4			Year To Date		
	Actual	Budget	PY	Actual	Budget	PY
Income	6,413,575	6,521,365	7,433,554	33,473,031	33,270,623	34,677,870
Direct costs	4,551,920	4,753,823	6,276,380	25,964,862	26,342,277	23,770,751
Direct surplus (deficit)	1,861,656	1,767,542	1,157,174	7,508,170	6,928,346	10,907,119
Structure, general & administration costs	2,737,228	2,475,151	2,443,148	9,543,516	10,156,046	9,338,991
Operating surplus (deficit)	(875,572)	(707,609)	(1,285,974)	(2,035,346)	(3,227,700)	1,568,128
Net finance costs	11,047	12,375	36,125	52,760	55,500	162,399
Net surplus (deficit) for the period	(886,619)	(719,984)	(1,322,098)	(2,088,106)	(3,283,200)	1,405,730



## Income Statement

Bermuda Tourism Authority

Quarter ended 31 DEC 2024

	Q4			Year To Date		
	Actual	Budget	PY	Actual	Budget	PY
<b>Income</b>						
Grants, subsidy & contribution income	3,885,000	4,135,000	4,750,000	16,905,000	17,155,000	19,260,000
Tourism authority fee	1,638,397	1,646,784	1,554,477	8,535,149	8,208,620	7,818,165
Cruise passenger visitor fee	750,976	612,944	889,552	7,371,440	7,250,366	6,974,336
Vacation rental properties TAF	128,022	126,637	239,525	650,262	656,637	625,369
Other income	11,180	-	-	11,180		
	6,413,575	6,521,365	7,433,554	33,473,031	33,270,623	34,677,870
<b>Direct costs:</b>						
Marketing	3,402,585	3,412,331	4,414,628	13,655,254	13,209,324	14,023,940
Sales	807,843	841,214	1,239,524	10,519,361	11,178,848	7,651,119
Experience Dev.	114,689	176,800	163,524	492,681	577,200	767,566
Research & Business Intell	76,525	125,478	185,552	541,838	551,905	552,875
Operations	150,278	198,000	273,152	755,728	825,000	775,251
	4,551,920	4,753,823	6,276,380	25,964,862	26,342,277	23,770,751
<b>Structure, general &amp; administration costs:</b>						
Staff costs	1,734,099	1,834,858	1,594,991	6,615,278	7,351,071	6,438,399
Communications & IT	145,901	138,817	131,820	570,075	555,083	543,813
General expenses	319,383	178,583	324,633	852,047	897,416	1,057,748
Marketing	3,210	250	1,052	4,129	1,000	5,343
Premises	226,185	209,848	208,641	857,009	832,596	829,145
Professional fees	306,100	105,670	180,546	632,665	491,380	446,075
Equipment	2,349	7,125	1,465	12,312	27,500	18,468
	2,737,228	2,475,151	2,443,148	9,543,516	10,156,046	9,338,991



# Q4 Balance Sheet

## Balance Sheet

Bermuda Tourism Authority

December 31, 2024

ASSETS	Q4
<strong>Current Assets</strong>	
Cash & Bank	2,906,575
Accounts Receivable	436,637
Accrued Income & Prepaid expenses	835,092
Total Current Assets	4,178,304
<strong>Non-current Assets</strong>	
Fixed assets	173,216
Investment	200
<strong>Total Assets</strong>	4,351,719
<strong>EQUITY &amp; LIABILITIES</strong>	
Accumulated Surplus	383,603
<strong>Current Liabilities</strong>	
Vendor Payables	1,522,156
Accruals	2,052,685
Deferred Income	286,831
	3,861,672
<strong>Long term Liabilities</strong>	
Loans Payable	-
Lease Obligations	106,444
<strong>Total Equity &amp; Liabilities</strong>	4,351,719



