

Quarterly Activity Report – Q1 2025

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

BERMUDAΔ | Lost Yet Found

January – March 2025

In the first quarter, Bermuda’s tourism sector continued to see positive performance in both air capacity and year over year visitor numbers.

The operations, marketing, experiences, business development, intelligence and sales teams executed a number of 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.

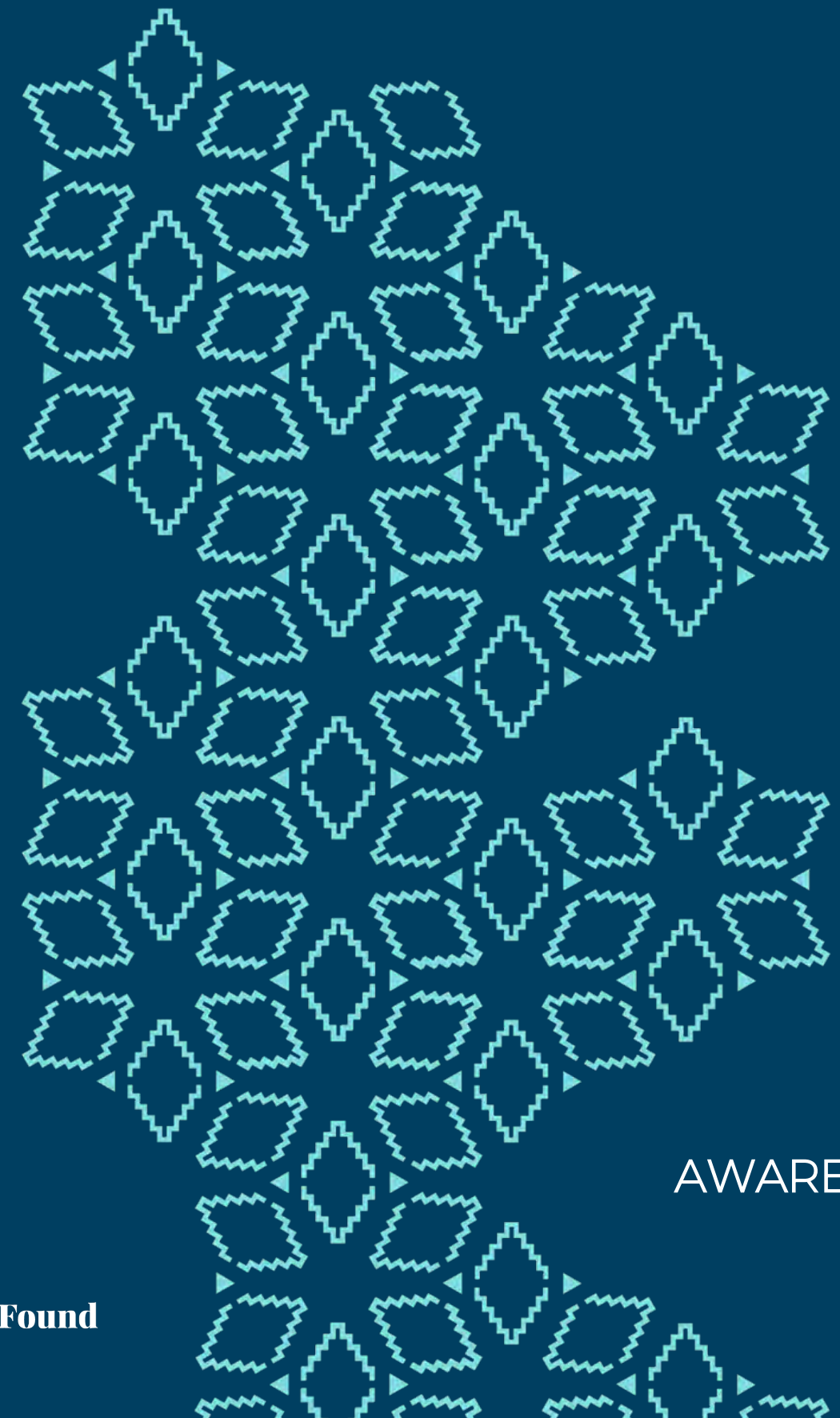


Awareness & Relevance

Differentiating Bermuda | January - March 2025

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

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 January 1- March 31, we ran 4 unique Paid Media campaigns each with specific objectives. The campaigns were:

- Always-On (Digital & Social) - Winter + Spring
- Pink Sale
- Splash Sale
- Canada Campaign

Each campaign ran unique creative on various channels, based on the campaign objectives set forth. We also kicked off 8, one-off custom partnerships not directly tied to campaigns.

In addition to the campaigns above, we had SEM (Search Engine Marketing) running to ensure Bermuda had an evergreen presence in the market especially during times between specific promotional campaigns. SEM transitioned off Miles' plate 3/31.

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 conversions /bookings.	CTR, Impressions, VCR, Pageviews, and Engagement
Pink Sale	Increase awareness of Bermuda and drive hotel and airline bookings.	Engagement Rate, Bookings, CTR, and Reach
Splash Sale	Increase awareness of Bermuda and drive hotel and airline bookings.	Engagement Rate, Bookings, CTR, and Reach
Canada Campaign	Capitalize on negative sentiment around U.S. travel for Canadians, increase awareness, and drive engagement	Engagement Rate, Bookings, CTR, and Reach

Digital Marketing Budget Overview

January – March 2025



Campaign	When It Ran	What It Was For	Amount Spent (Q1)
Always On	Jan–Mar	Ongoing promotions to keep Bermuda top-of-mind	\$456,367
Pink Sale	Dec–Jan	Winter travel deals	\$293,718
Splash Sale	Mar–Apr	Spring travel boost	\$84,566
Canada Campaign	Mar–May	Targeted ads for Canadian travellers	\$6,672
Custom Campaigns	Jan–Mar	Special partnerships (e.g., media or brands)	\$13,649

Total spent in Q1: \$854,972

Campaign Performance Summary

January – March 2025

Campaign	Impressions	Clicks	CTR	Conversions	Key Takeaway
Always-On	78M+ total	467,000+	0.6% avg	196,000+	Consistent brand visibility & strong search results
Pink Sale	31M+	106,000+	0.5% avg	111,000+	Strong seasonal sale with top video performance
Splash Sale	8M+	47,000+	1.2% avg	115,000+	Small but high-performing campaign across channels
Canada Campaign	~1M	1,276	0.13%	1,937	Test market campaign with modest engagement
Custom Partnerships	~500K	1,377	0.28%	2,674	Strategic partnerships delivered quality over volume



Campaign Performance

Key Insights for Stakeholders

Conversions = valuable online actions (e.g., bookings, itinerary views)

Always-On: core brand awareness driver, strong performance from search

Pink & Splash Sales: seasonal offers driving strong engagement and results

Smaller Campaigns: allow for targeted experimentation and partnership building

Video Campaigns: CTV (Connected TV) videos had **98%+ completion rates**, showing high viewer engagement

Overall: Campaigns are delivering strong value across channels, with opportunities to scale effective formats and markets.

Channel Performance

Performance by Channel

Digital

Total Impressions*: 63,219,743
Impressions w/o OOH: 51,588,365
Clicks: 78,637
CTR: 0.18%
VCR (OLV): 76.79%
VCR (CTV): 98.56%
Conversions: 268,427

OOH

Impressions: 11,631,378

SEM

Total Impressions: 1,012,483
Total Clicks: 62,029
CPC: \$0.32
CTR: 6.13% (Search only: 11.46%)
Conversions: 136,359

Facebook

Impressions: 22,941,230
Link Clicks: 288,020
C/Link Click: \$0.50
Link CTR: 1.2%
Landing Page Views: 225,032
C/LPV: \$0.59

Instagram

Impressions: 1,253,502
Link Clicks: 22,563
C/Link Click: \$0.51
Link CTR: 1.8%
Landing Page Views: 20,074
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Reddit

Total Impressions: 13,036,978
Total Clicks: 69,529
CPC: \$0.43
CTR: 0.53%
Page Visits: 41,208
C/Page Visit: \$0.73

Pinterest

Impressions: 8,693,108
Link Clicks: 33,835
C/Link Click: \$0.89
Link CTR: 0.4%

TikTok

Impressions: 9,629,555
Link Clicks: 92,305
C/Link Click: \$0.32
Link CTR: 1%
Landing Page Views: 8,696
C/LPV: \$3.45

Ad Creative Analysis: Digital

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

Vendor: TravelZoo

Campaign: Splash Sale

Tactic: Email Blast- Boston

Clicks: 3,284

CTR: 5.45%

Vendor: TravelZoo

Campaign: Splash Sale

Tactic: Email Blast- New York City

Clicks: 1,916

CTR: 2.15%


Vendor: TravelZoo

Campaign: Splash Sale

Tactic: Email Blast- Washington/Baltimore


Clicks: 2,117

CTR: 2.05%



Up to 30% off—Bermuda island-wide hotel sale

By Annemarie Kropf | Source: Bermuda Tourism Authority



What's the big deal? Plan ahead for sunshine and pink-sand beaches with Bermuda's annual Splash Sale. This island-wide sale offers up to 30% off regular rates. It includes Member-favorite resorts like Azura Bermuda and Hamilton Princess and Beach Club. There are even 5-star options such as the Rosewood Bermuda. Prices and availability vary by hotel, and most are offering travel through 2025.

Book by April 18.

Travelzoo loves: Getting to Bermuda is easy, with direct flights from Washington, D.C. and other major East Coast cities.

View Deals

Ad Creative Analysis: Digital

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

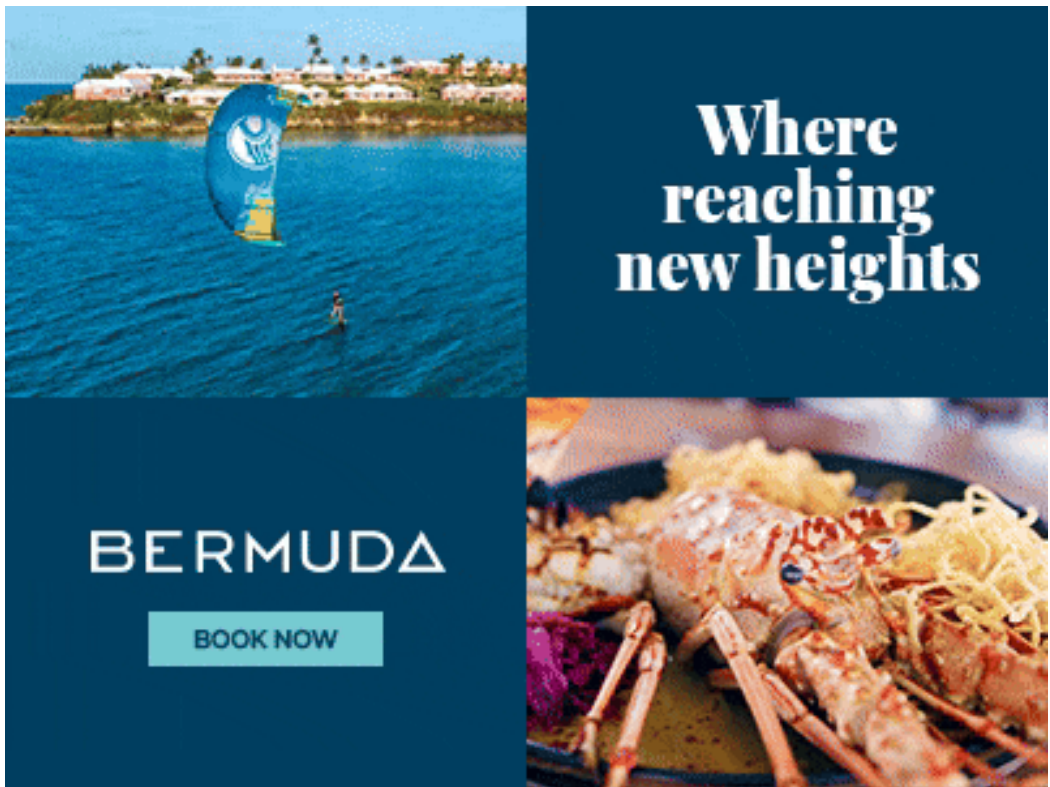
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Campaign: Pink Sale
Tactic: Native Display
Impressions: 6,988,282



Vendor: Amazon

Campaign: Always On
Tactic: Amazon Display
Impressions: 5,340,286



Vendor: AdGenuity

Campaign: Pink Sale
Tactic: Native Video
Clicks: 9,245
CTR: 2.01%



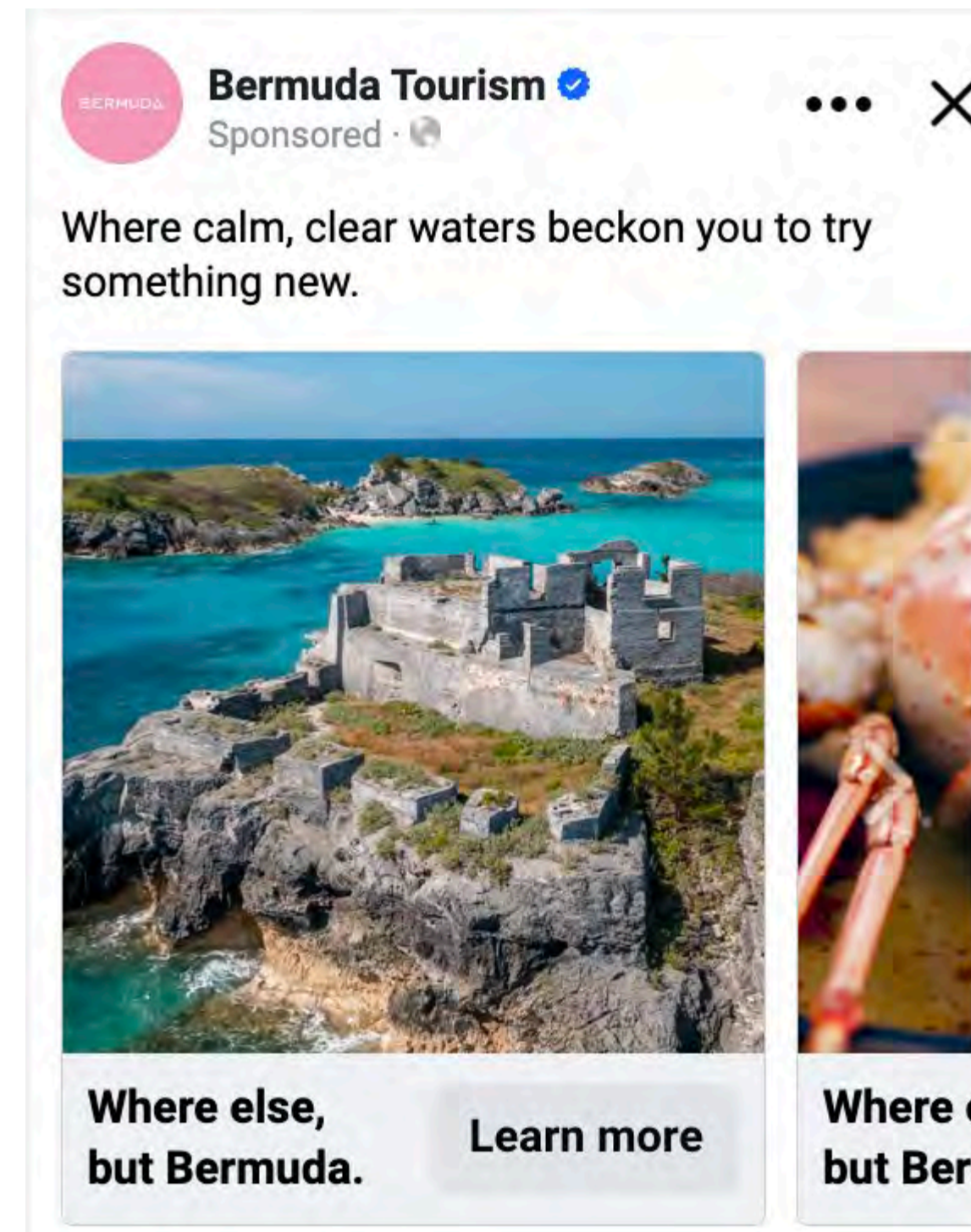
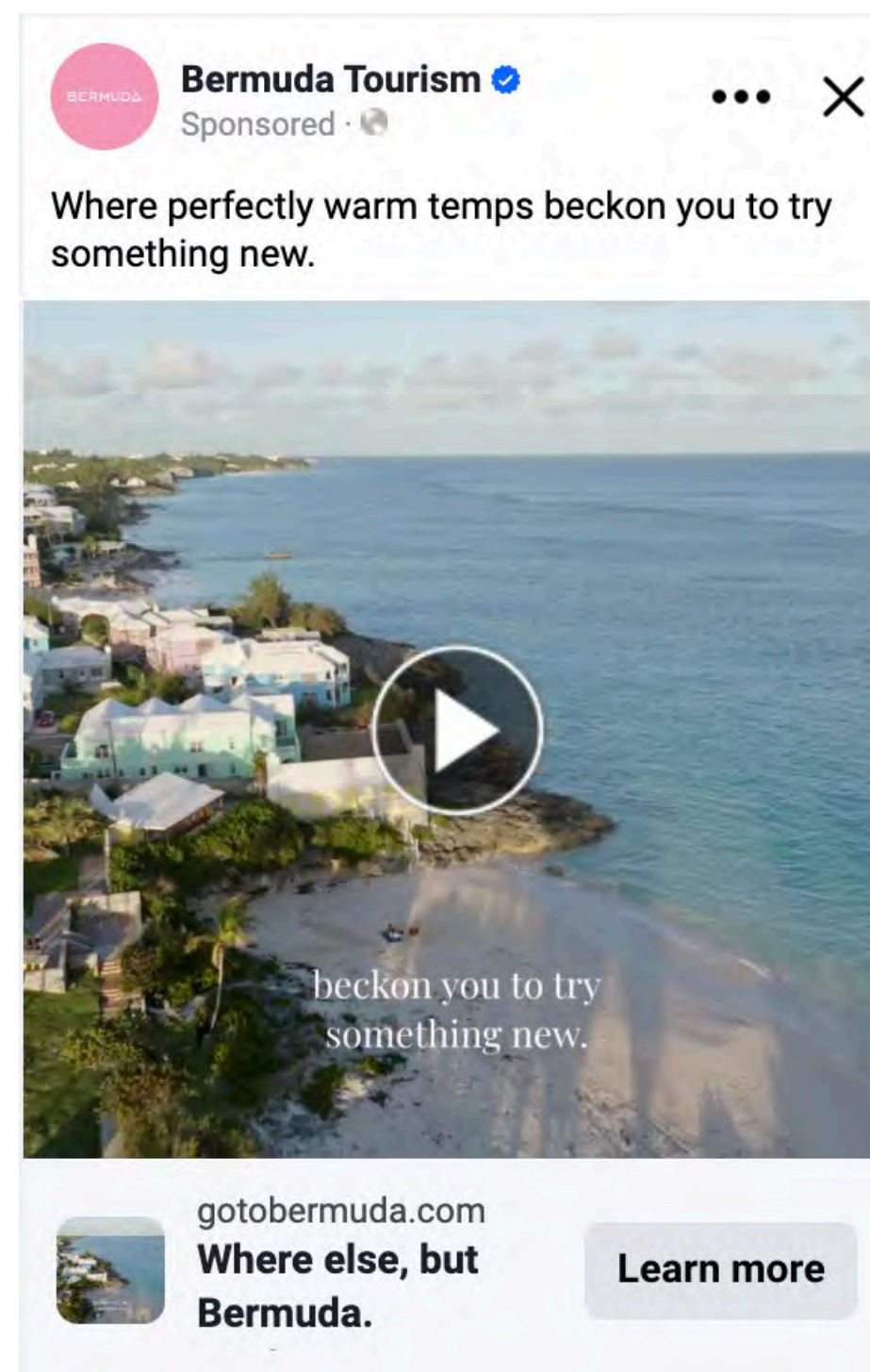
Ad Creative Analysis: Facebook

Top Social Media Ad Units: All campaigns
KPIS: LPVS

Campaign: Always On
Ad: EE Castle
LPVs: 33,631
C/LPV: \$0.50

Campaign: Always On
Ad: EE Jetsetter 15s video
LPVs: 14,088
C/LPV: \$0.55

Campaign: Always On
Ad: EE Carousel
LPVs: 81,384
C/LPV: \$0.61



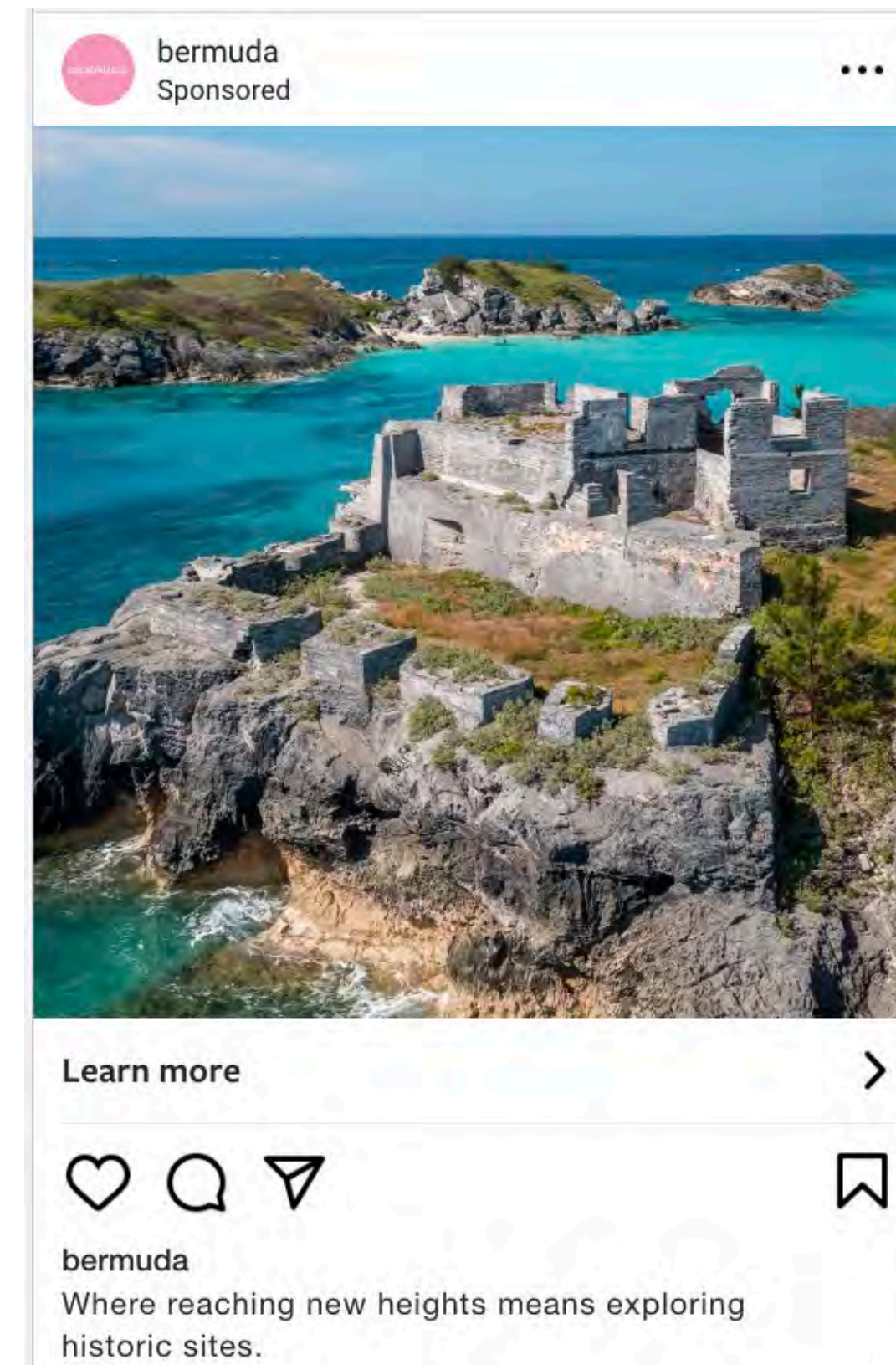
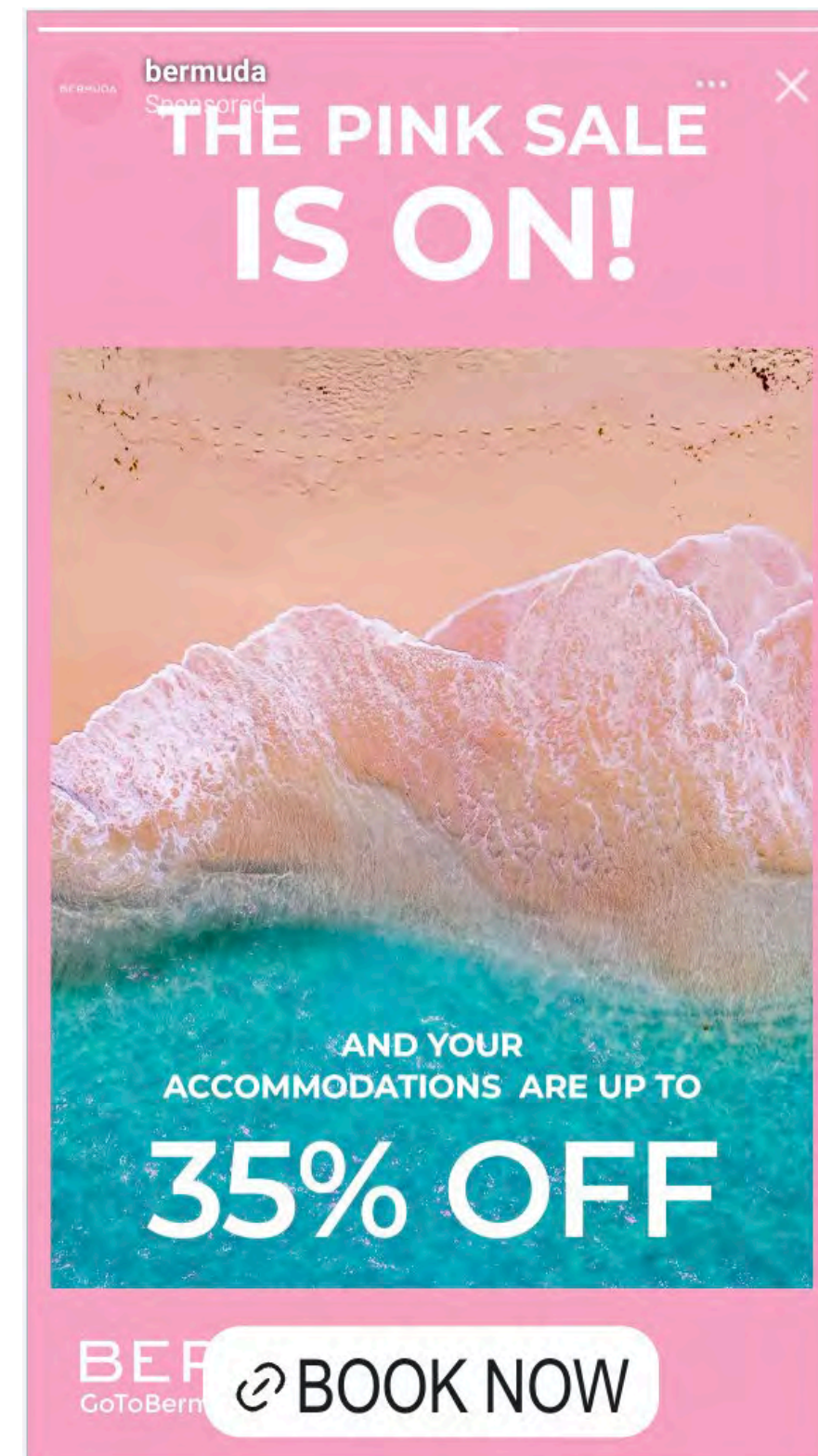
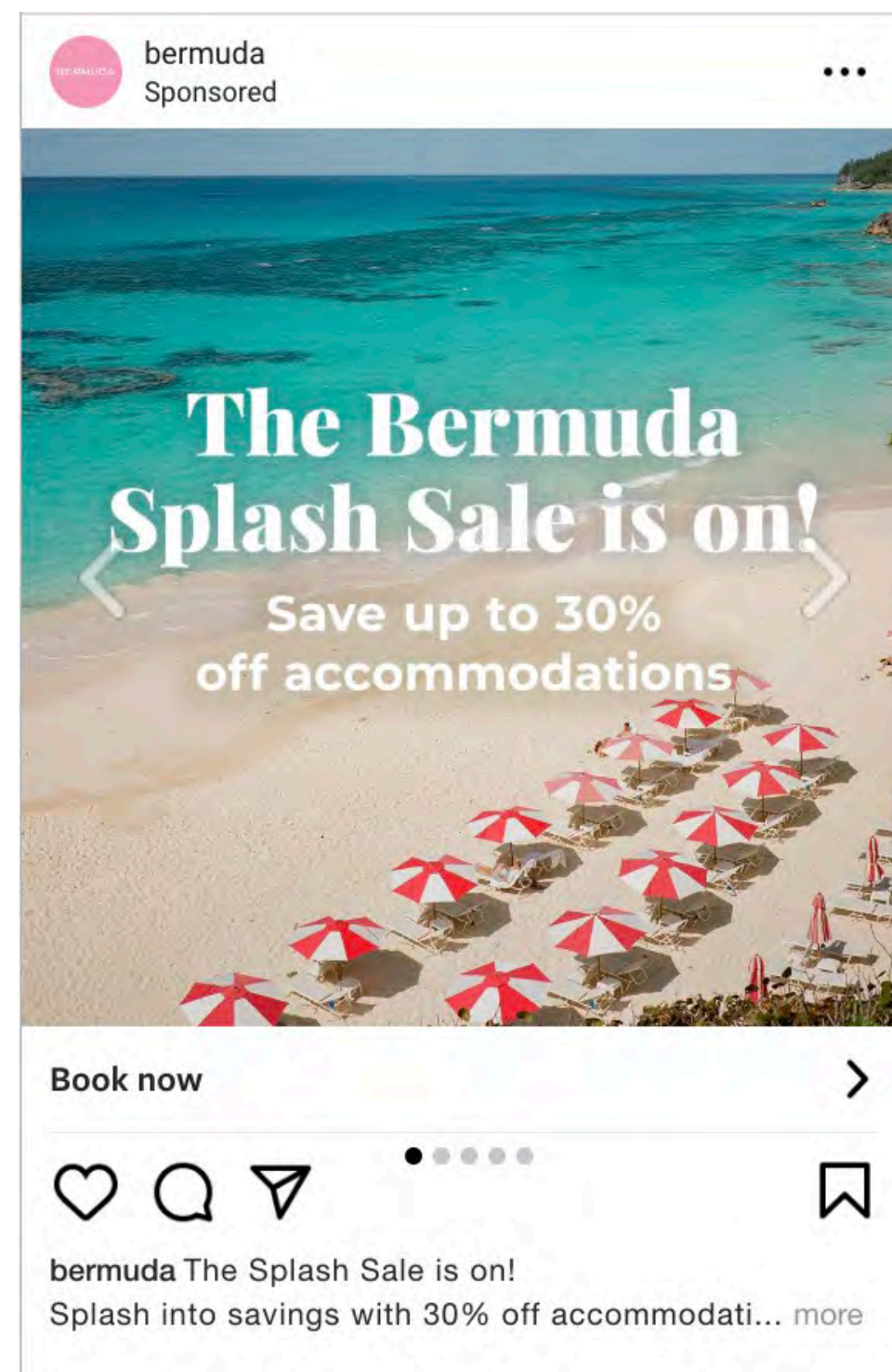
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LPVs: 3,768
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LPVs: 1,367
C/LPV: \$0.56



Ad Creative Analysis: Reddit

Top Reddit Ad Units: All campaigns
KPI: Clicks


Ad: Jetsetter – boat image
Clicks: 46,969
C/Click: \$0.41
CTR: 0.57%

Ad: EE – castle image
Clicks: 18,012
C/Click: \$0.47
CTR: 0.50%

Ad: EE 15s video
Clicks: 2,531
C/Click: \$0.43
CTR: 0.31%

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Where else, but Bermuda.
Where calm, clear waters beckon you to try something new.



gotobermuda.com

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Where else, but Bermuda.
Where reaching new heights means exploring historic sites.

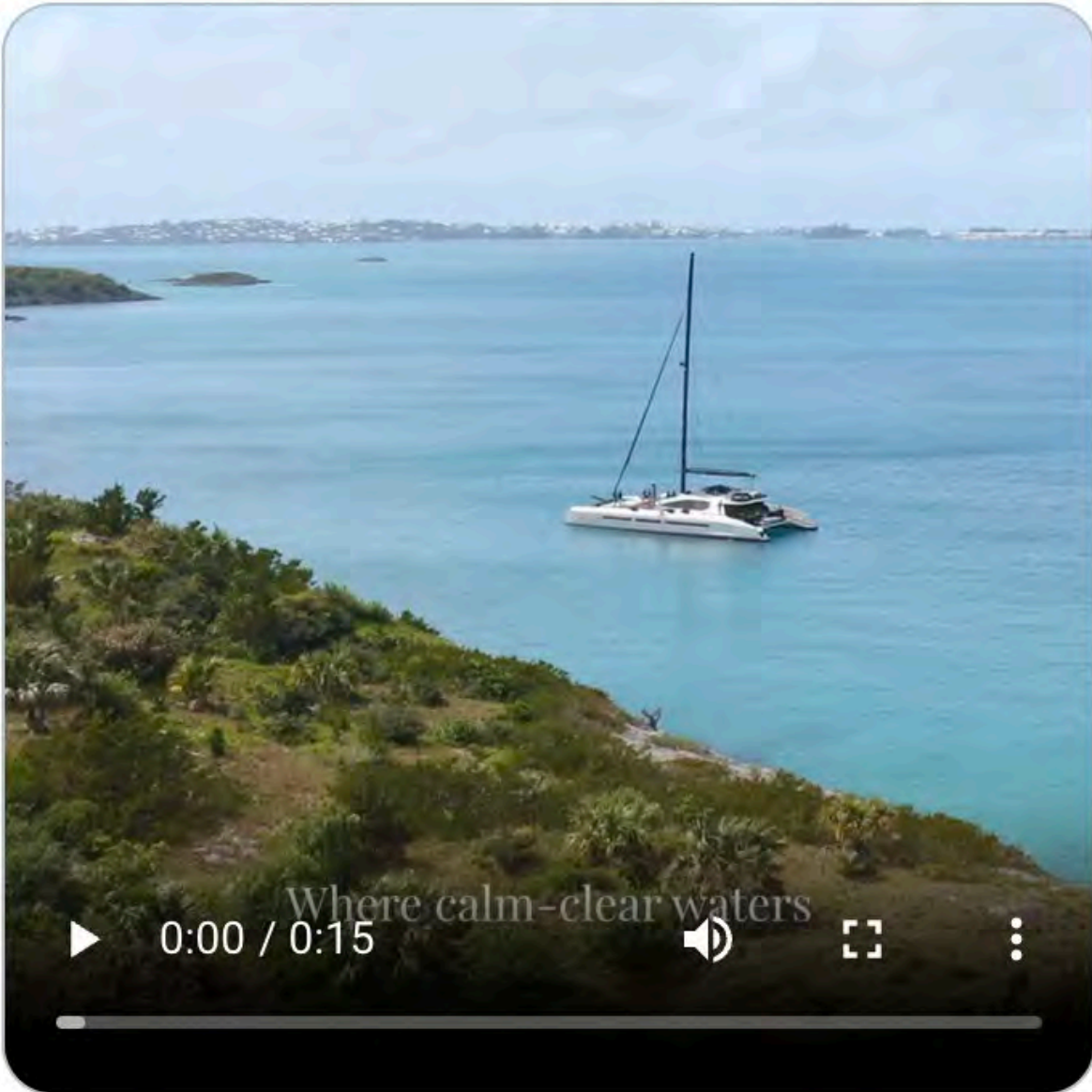


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Ad Creative Analysis: Pinterest

Top Pinterest Ad Units: All campaigns
KPI: Link Clicks

Ad: EE Castle image no text
Link Clicks: 14,551
C/Click: \$0.79
CTR: 0.55%



➤ Learn more ...
Reach New Heights at
Our Historic Sites. This
winter, Bermuda offer...
Bermuda
Sponsored

Ad: Jetsetter – Boat image no text
Link Clicks: 5,892
C/Click: \$0.78
CTR: 0.4%



➤ Learn more ...
Pristine Waters &
Perfectly Warm Temps.
This winter, Bermuda...
Bermuda
Sponsored

Ad: EE – Castle image w/ text
Link Clicks: 2,428
C/Click: \$0.86
CTR: 0.4%



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Our Historic Sites. This
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Sponsored

Ad Creative Analysis: TikTok

TikTok Ad Units: All campaigns

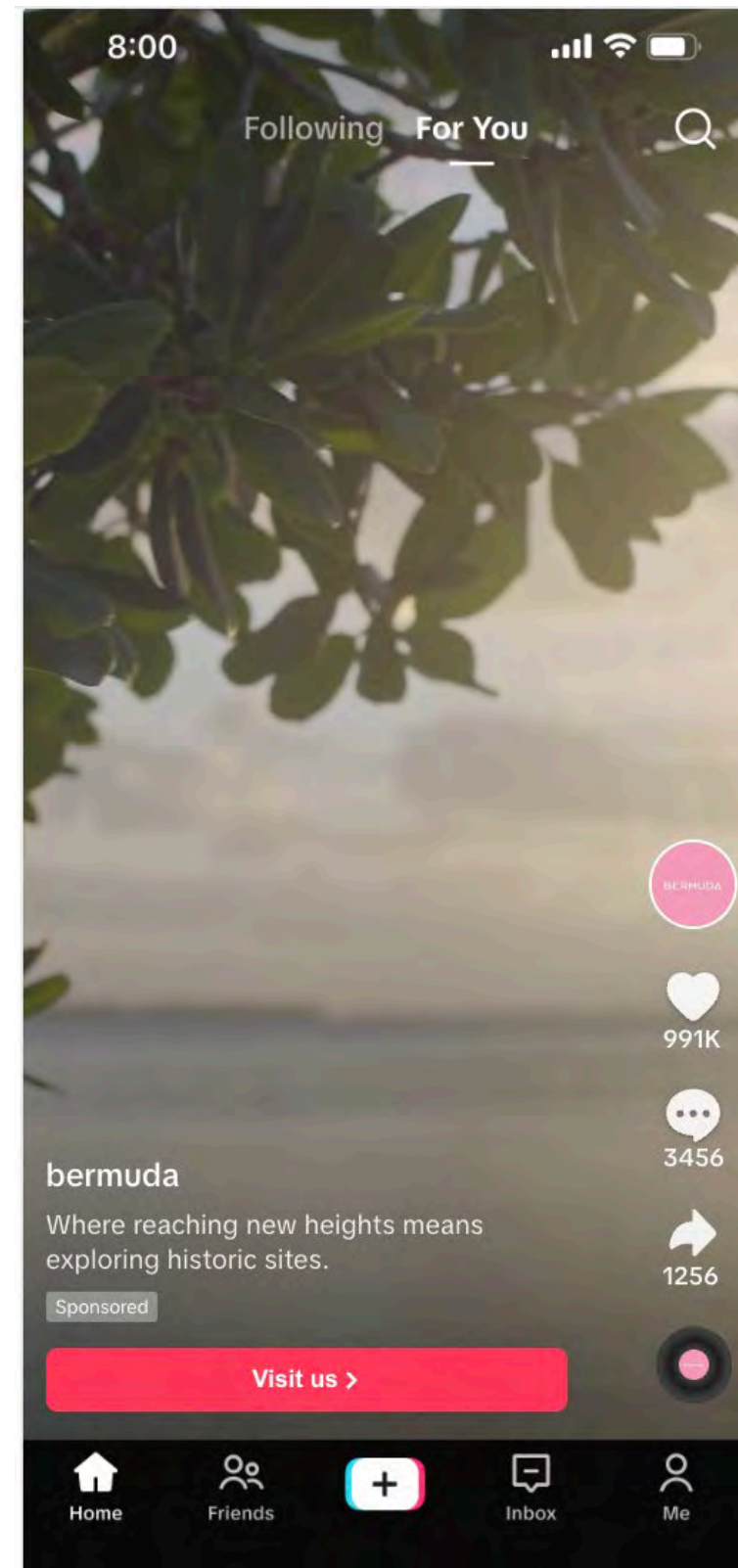
KPI: Clicks

Ad: EE – 15s video

Clicks: 60,895

C/Click: \$0.33

CTR: 1.03%

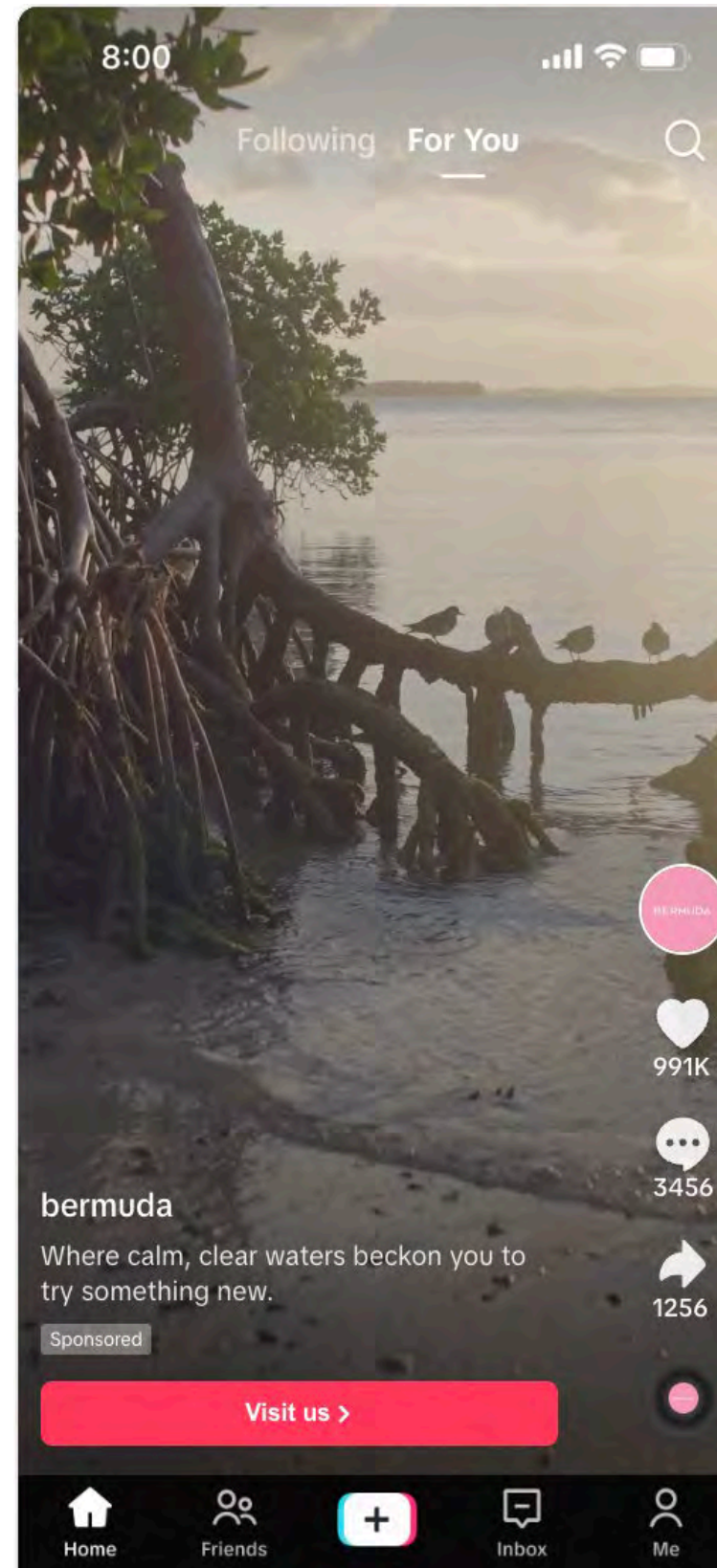


Ad: Jetsetter – 15s video

Clicks: 31,410

C/Click: \$0.32

CTR: 0.84%



Audience Targeting Approach

Overall Targeting Approach

Main Audience

People planning a trip

Luxury travelers (when relevant)

Geographic Focus

Target specific cities/regions

Adjust based on campaign goals

Factor in seasonal direct flights

Interests & Lifestyles

Luxury travelers

Frequent flyers / jet setters

Food lovers

Adventure seekers

Group travellers

Families

Beach vacation fans

Audience Analysis

Top Performing Audiences by Campaign

CAMPAIGN	DIGITAL	SOCIAL
Always On	Frequent Travelers	General Travelers, Experience Enthusiast
Pink Sale	Frequent Travelers	General Travelers
Splash Sale	Golf Enthusiast	General Travelers/ Retargeting
Canadian Campaign	Beach Destinations	n/a

Geographic Overview

Targeting by Campaign:

CAMPAIGN	DIGITAL
Always On/Splash Sale	<p>Primary: New York City, Boston, Washington D.C., Philadelphia, Newark, Miami, Charlotte, Baltimore, Toronto, Halifax</p> <p>Secondary: Los Angeles, Hartford, Atlanta, Chicago, Austin, Dallas, San Francisco</p>
Pink Sale	<p>Primary: New York City, Boston, Washington DC, Philadelphia, Newark, Miami, Charlotte, Baltimore, Toronto</p> <p>Secondary: Los Angeles, Hartford, Atlanta, Chicago, Austin, Dallas, San Francisco</p>
Canada Campaign	Montreal/Toronto/Halifax

Geographic Analysis

Top Performing Geos by Channel:

CHANNEL	KPI	TOP 5 MARKETS
DIGITAL	Impressions	NYC, Los Angeles, San Francisco, Chicago, Dallas
	Conversions	NYC, Boston, Philadelphia, Los Angeles, Toronto
SEM	Clicks	Boston, NYC, Philadelphia, Toronto, Atlanta
	Conversions	NYC, Boston, Toronto, Philadelphia, Atlanta
SOCIAL	Website Sessions	Toronto, New York, Los Angeles, Boston, Chicago
	Conversions	Toronto, New York, Boston, Halifax, Philadelphia

Geographic Recommendations

This quarter reaffirms the strength of our targeting strategy, with top-performing markets remaining consistent across channels.

Toronto has emerged as a key market, and along with Montreal and Halifax, is now being targeted through a dedicated Canadian campaign. This campaign was created in order to capitalise on negative sentiment from Canadian travelers towards the United States and encourage them to visit Bermuda. These efforts reflect a focus to continually re-evaluate and refine our high-potential geographic audiences showing strong interest in travel to Bermuda.

Key Takeaways

DIGITAL

In Q1, the Splash Sale campaign delivered the highest performance with a strong CTR of 0.41%, well above industry benchmarks. TravelZoo email blasts within this campaign also drove the highest individual placement CTRs. Several Custom Partnerships placements began rolling out this quarter, with the majority scheduled for launch in Q2 and Q3.

Additionally, Canada emerged as a key geographic market across multiple channels and will remain a focus in upcoming efforts through the Always On Campaign, Sale Campaigns, and the dedicated Canada Campaign.

SOCIAL

On paid social, we launched campaigns on three new channels – Reddit, Pinterest and TikTok. Results outperformed platform travel averages across KPIs. Facebook and Instagram were the most efficient at driving site traffic and Instagram had the highest GA4 engagement rate at 65%. Overall, paid social drove 335,798 website sessions, 276,212 new users and 133,338 key events (conversions).

Key Takeaways

SEM

Major budget changes (down 76.69% Q1 YoY) have led to 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 11.46% (above 10.16% average) and CPC of \$0.81 (below \$1.92 average). Performance Max had a CTR of 5.04% and a low CPC of \$0.09. Despite a nearly 24% decrease in spend QoQ, we saw an increase in impressions & clicks and a decrease in CPC compared to Q4 of 2024.

We also saw SEM drive 136,359 key events in Q1, which is an 8.44% increase from Q4 2024, illustrating that our campaign restructure worked to drive more conversions despite a decrease in budget.



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Digital Budget Overview

CAMPAIGN	TIMING	TOTAL CAMPAIGN BUDGET	Q1 CAMPAIGN SPEND***
Always On	1/1 - 3/31	\$3,319,550	\$456,367.52
Pink Sale	12/19-1/31	\$500,000	\$293,717.69
Splash Sale	3/10 - 4/18	\$200,000	\$84,565.84
Canada Campaign	3/26-5/31 & 9/1-12/31	\$400,000	\$6,672.09
Custom Partnerships	1/1-3/31	\$2,671,040	\$13,648.89
TOTAL			\$854,972.03

Individual Campaign Performance Metrics

Always-On

Digital:

Impressions: 30,780,573
Clicks: 35,077
CTR: .18%
VCR OLV: 77.29 %
VCR CTV: 98.52%
Conversions: 92,769

Social:

Impressions: 47,190,441
Link Clicks: 376,974
Link CTR: 0.8%
c/Link Click: \$0.48

SEM:

Impressions: 955,805
Clicks: 55,931
CPC: \$0.27
CTR: 5.85%
Conversions: 103,600

Pink Sale

Digital:

Impressions: 24,313,938
Clicks: 20,518
CTR: .12%
VCR OLV: 79.69%
VCR CTV: 98.71%
Conversions: 88,025

Social:

Impressions: 6,917,076
Link Clicks: 82,464
Link CTR: 1.2%
c/Link Click: \$0.50

SEM:

Impressions: 36,861
Clicks: 3,774
CPC: \$0.66
CTR: 10.24%
Conversions: 23,019

Splash Sale

Digital:

Impressions: 6,561,833
Clicks: 20,351
CTR: .41%
VCR OLV: 71.29%
VCR CTV: 98.22%
Conversions: 82,385

Social:

Impressions: 1,446,856
Link Clicks: 24,251
Link CTR: 1.7%
c/Link Click: \$0.52

SEM:

Impressions: 19,817
Clicks: 2,324
CPC: \$0.85
CTR: 11.73%
Conversions: 9,740

Canada Campaign

Digital:

Impressions: 967,583
Clicks: 1,276
CTR: .13%
Conversions: 1,937

Custom Partnerships

Digital:

Impressions: 497,809
Clicks: 1,377
CTR: .28%
Conversions: 2,674

Channel Performance

Performance by Channel

Digital

Total Impressions*: 63,219,743
Impressions w/o OOH: 51,588,365
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Vendor: TravelZoo

Campaign: Splash Sale

Tactic: Email Blast- Boston

Clicks: 3,284

CTR: 5.45%

Vendor: TravelZoo

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Tactic: Email Blast- New York City

Clicks: 1,916

CTR: 2.15%


Vendor: TravelZoo

Campaign: Splash Sale

Tactic: Email Blast- Washington/Baltimore


Clicks: 2,117

CTR: 2.05%



Up to 30% off—Bermuda island-wide hotel sale

By Annemarie Kropf | Source: Bermuda Tourism Authority



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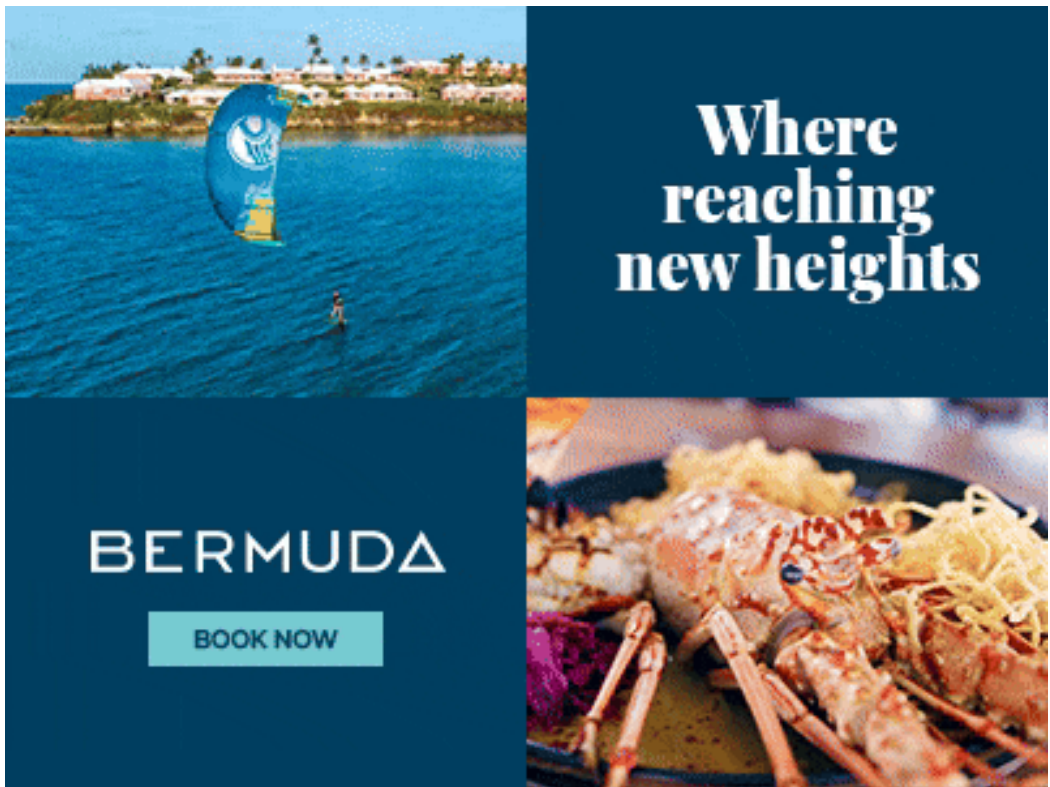
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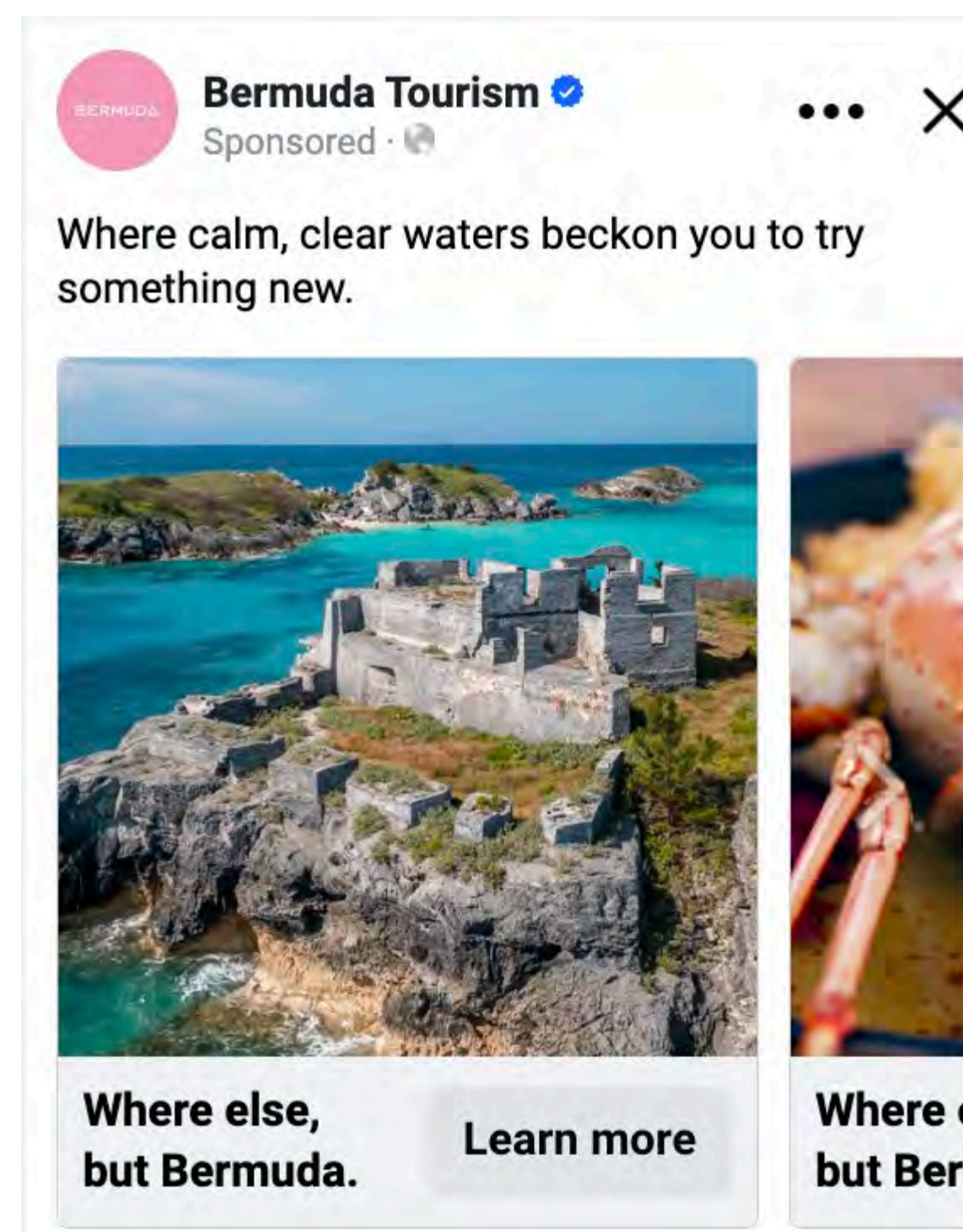
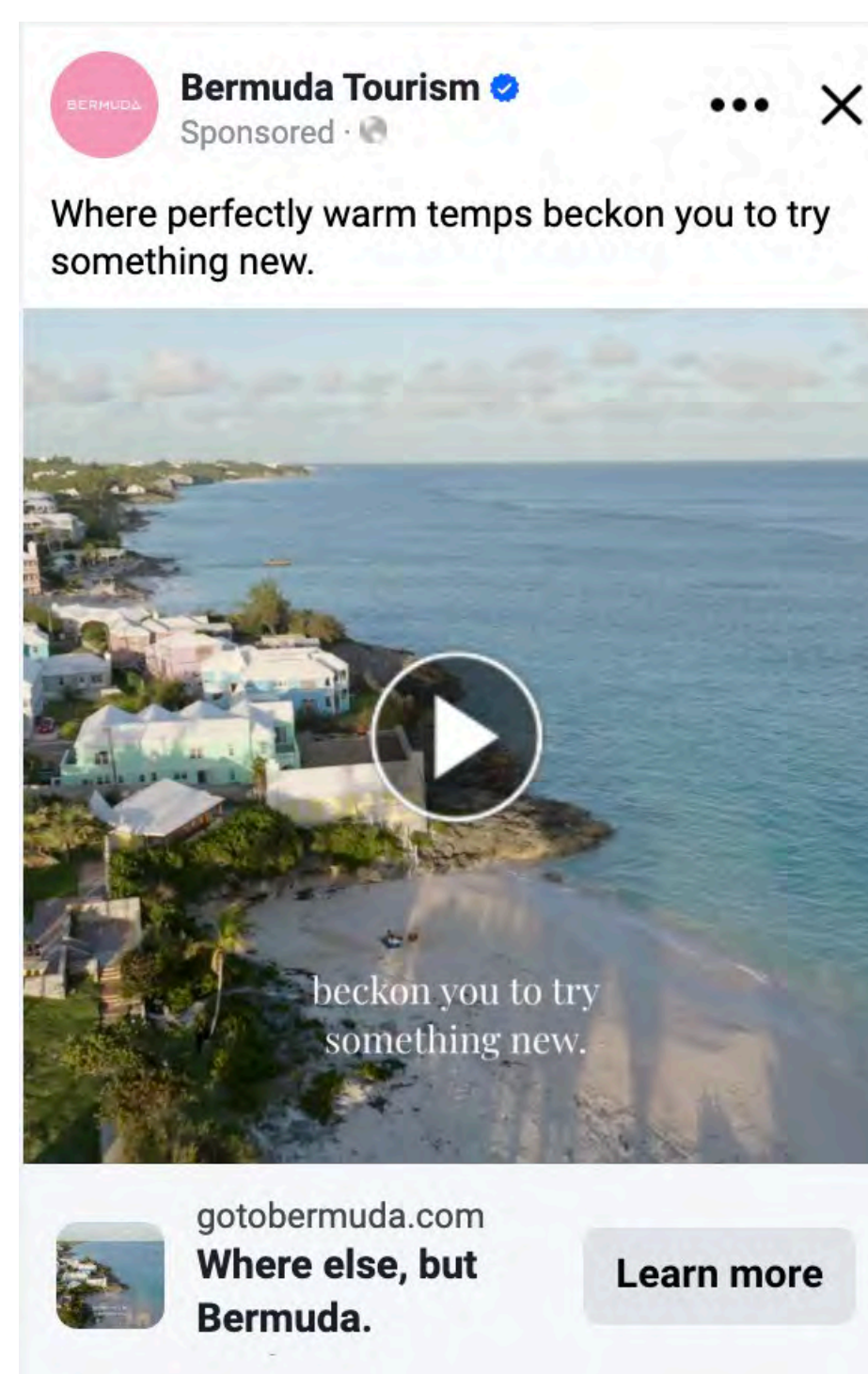
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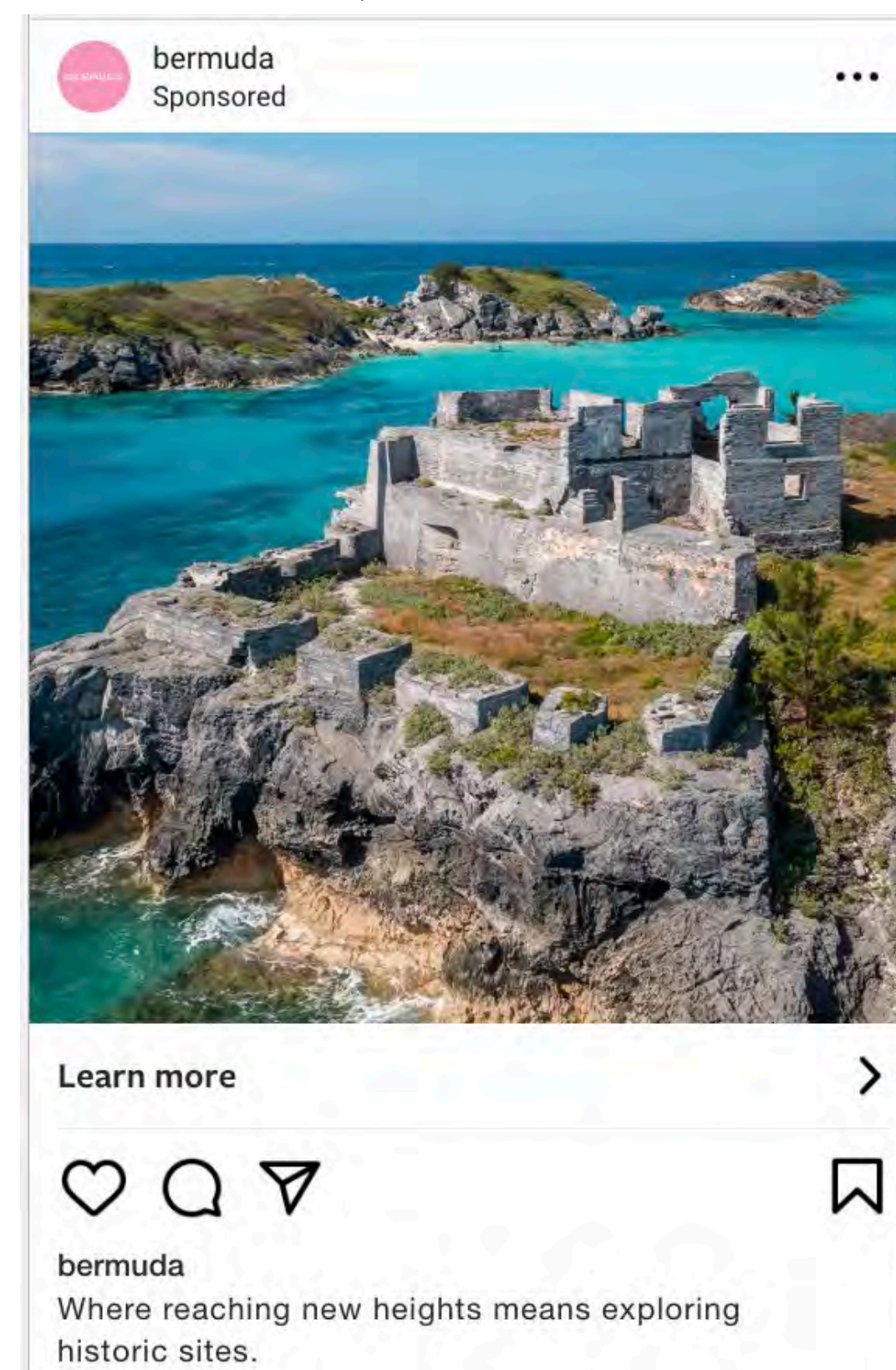
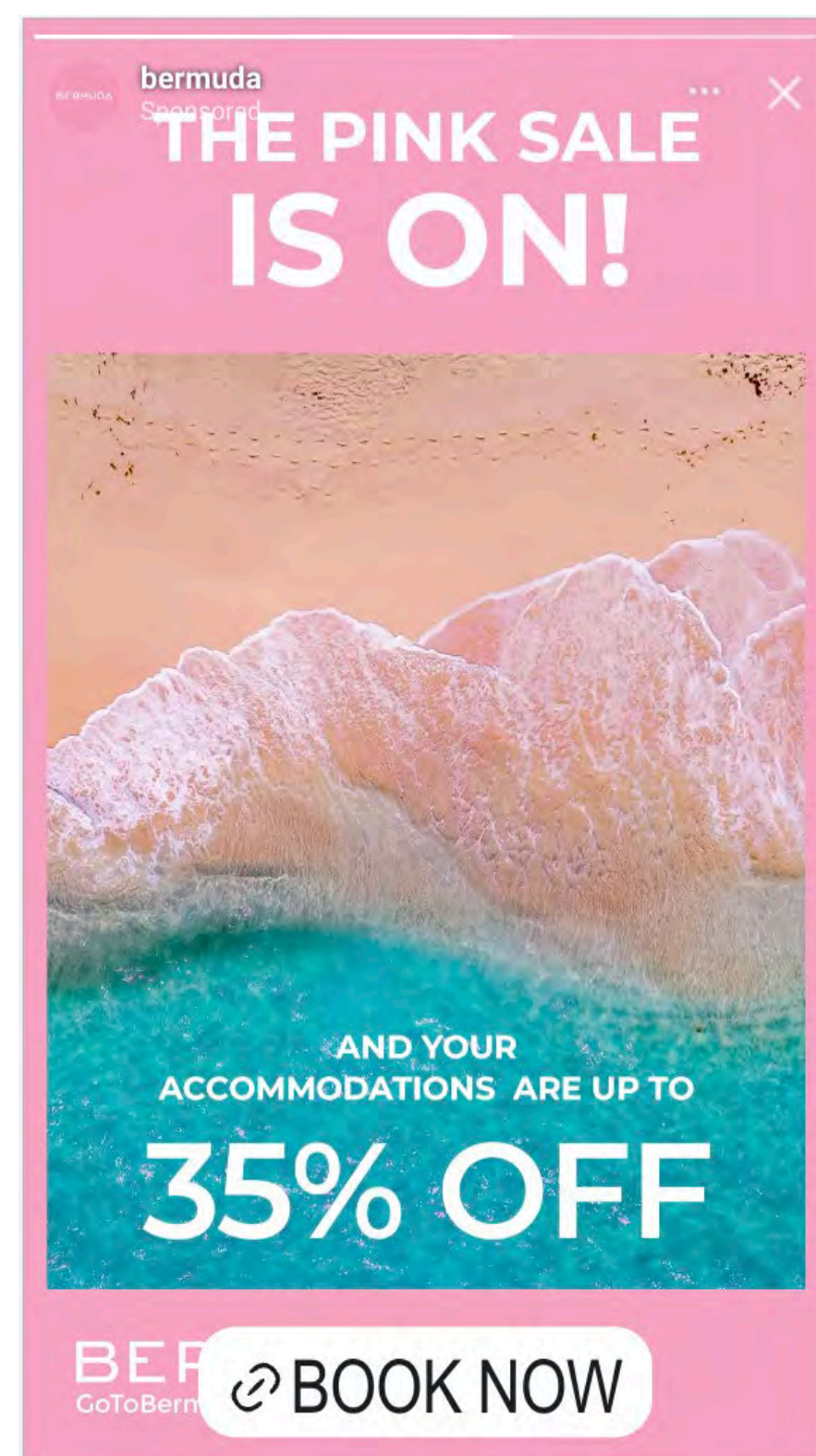
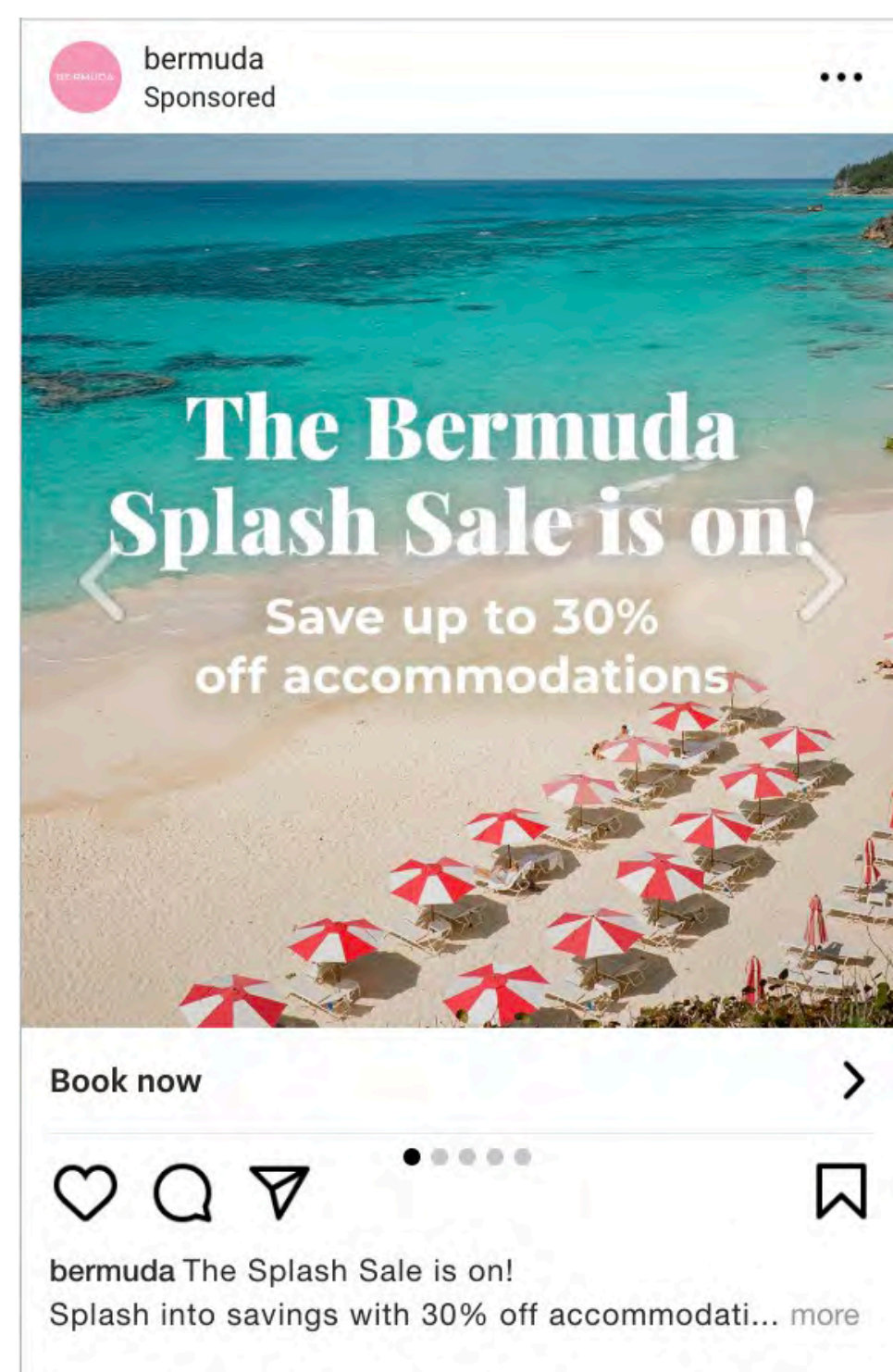
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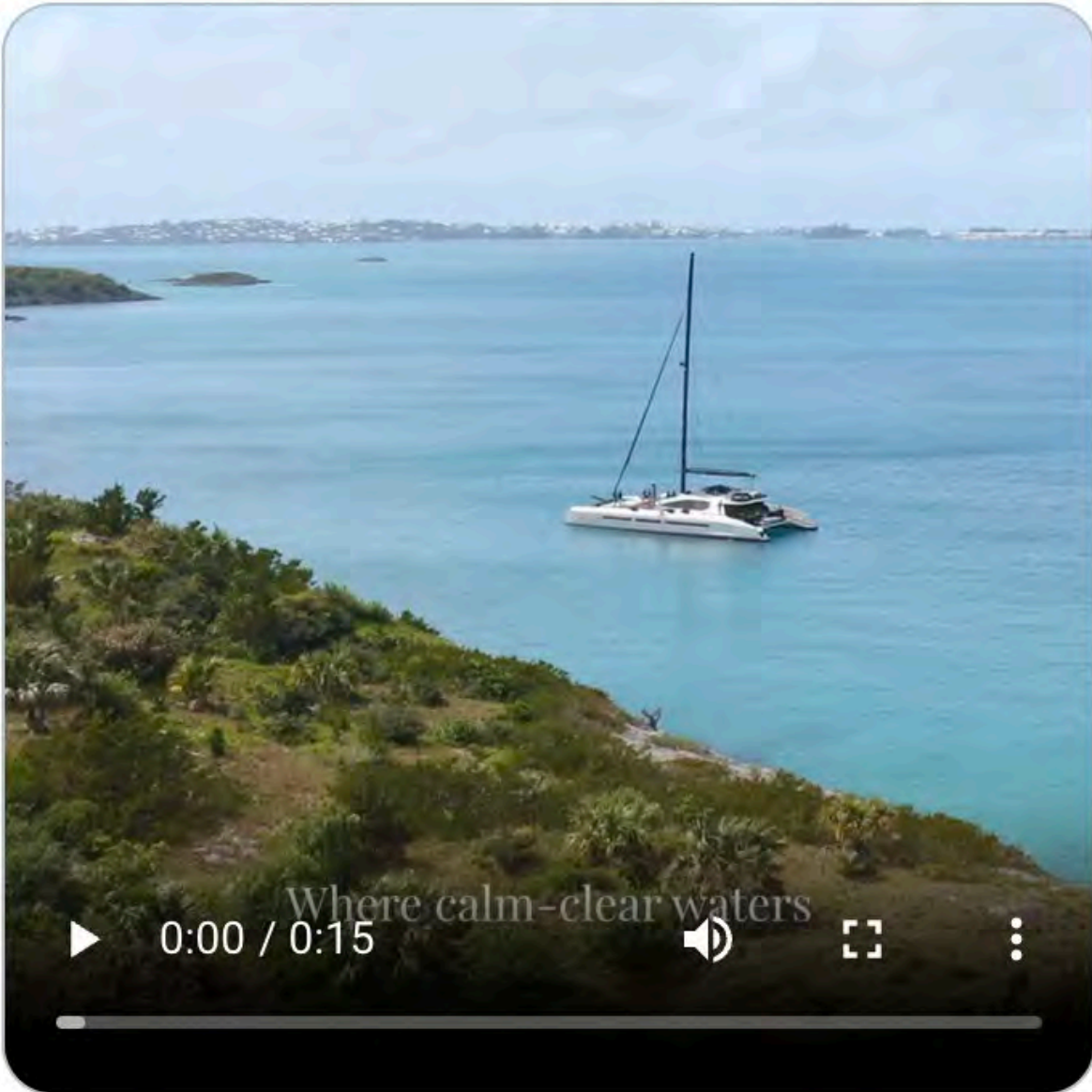


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KPI: Link Clicks

Ad: EE Castle image no text
Link Clicks: 14,551
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CTR: 0.55%



➤ Learn more
Reach New Heights at
Our Historic Sites. This
winter, Bermuda offer...
Bermuda
Sponsored

Ad: Jetsetter – Boat image no text
Link Clicks: 5,892
C/Click: \$0.78
CTR: 0.4%



➤ Learn more
Pristine Waters &
Perfectly Warm Temps.
This winter, Bermuda...
Bermuda
Sponsored

Ad: EE – Castle image w/ text
Link Clicks: 2,428
C/Click: \$0.86
CTR: 0.4%

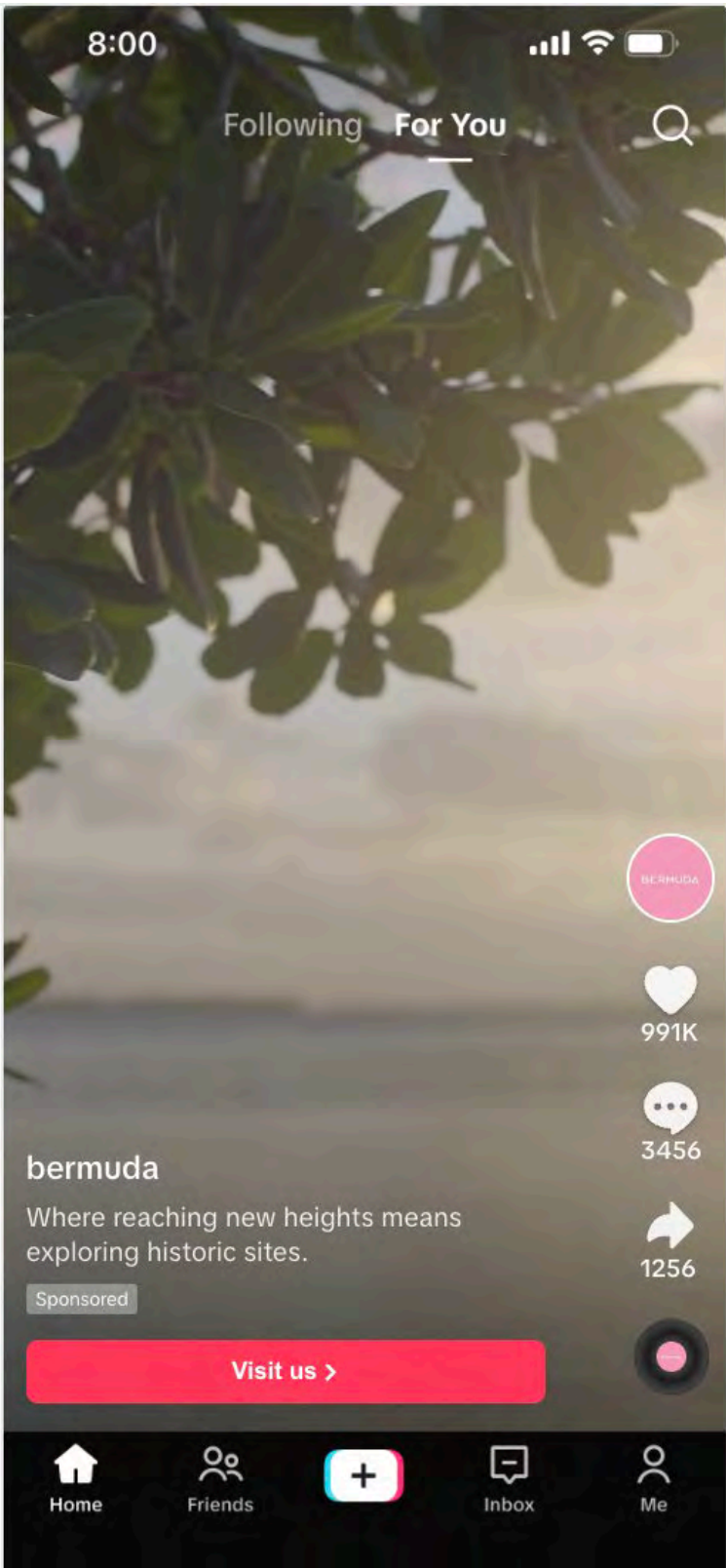


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Reach New Heights at
Our Historic Sites. This
winter, Bermuda offer...
Bermuda
Sponsored

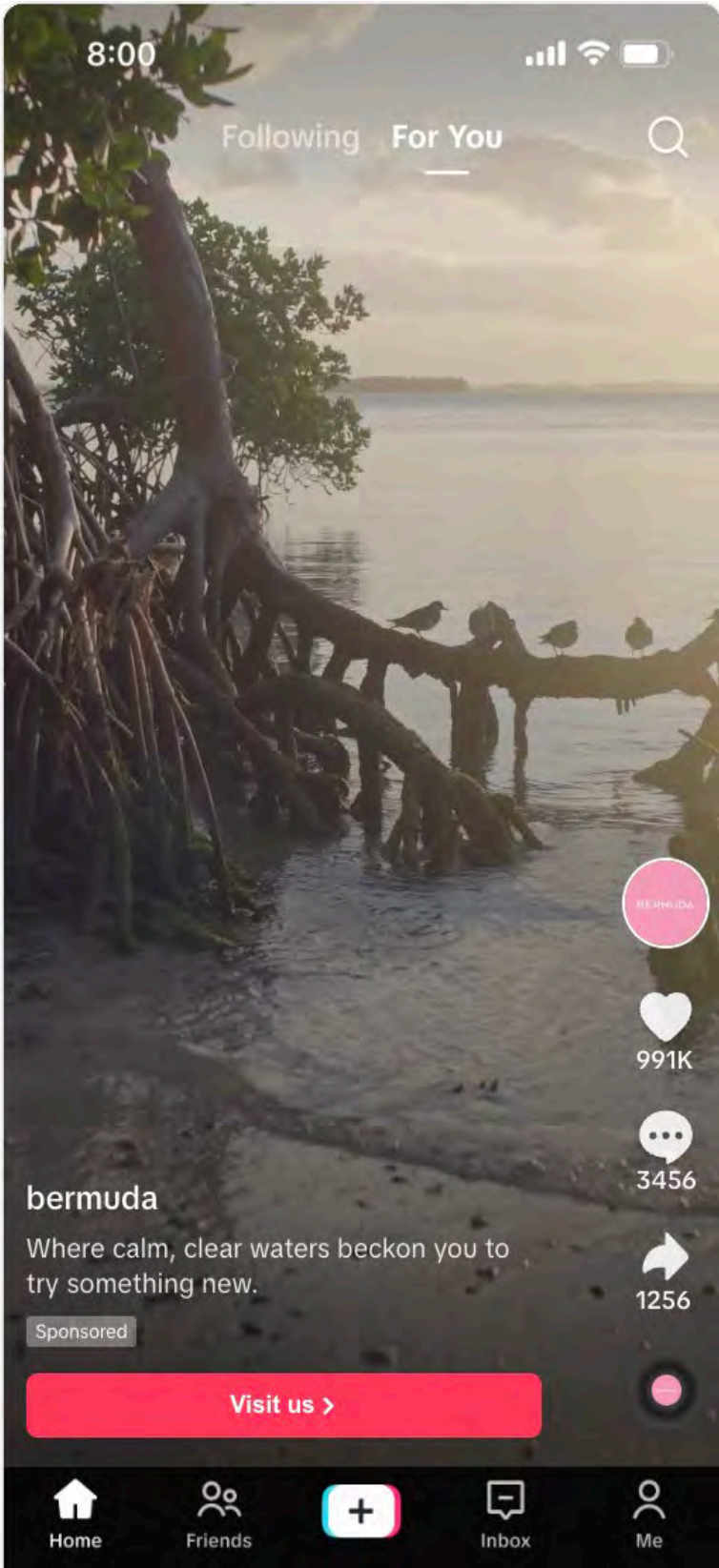
Ad Creative Analysis: TikTok

TikTok Ad Units: All campaigns
KPI: Clicks

Ad: EE – 15s video
Clicks: 60,895
C/Click: \$0.33
CTR: 1.03%



Ad: Jetsetter – 15s video
Clicks: 31,410
C/Click: \$0.32
CTR: 0.84%



Audience Targeting Approach

Overall Targeting Approach

Main Audience

- People planning a trip
- Luxury travelers (when relevant)

Geographic Focus

- Target specific cities/regions
- Adjust based on campaign goals
- Factor in seasonal direct flights

Interests & Lifestyles

- Luxury travelers
- Frequent flyers / jet setters
- Food lovers
- Adventure seekers
- Group travelers
- Families
- Beach vacation fans

Audience Analysis

Top Performing Audiences by Campaign

CAMPAIGN	DIGITAL	SOCIAL
Always On	Frequent Travelers	General Travelers, Experience Enthusiast
Pink Sale	Frequent Travelers	General Travelers
Splash Sale	Golf Enthusiast	General Travelers/ Retargeting
Canadian Campaign	Beach Destinations	n/a

Geographic Overview

Targeting by Campaign:

CAMPAIGN	DIGITAL
Always On/Splash Sale	<p>Primary: New York City, Boston, Washington D.C., Philadelphia, Newark, Miami, Charlotte, Baltimore, Toronto, Halifax</p> <p>Secondary: Los Angeles, Hartford, Atlanta, Chicago, Austin, Dallas, San Francisco</p>
Pink Sale	<p>Primary: New York City, Boston, Washington DC, Philadelphia, Newark, Miami, Charlotte, Baltimore, Toronto</p> <p>Secondary: Los Angeles, Hartford, Atlanta, Chicago, Austin, Dallas, San Francisco</p>
Canada Campaign	Montreal/Toronto/Halifax

Geographic Analysis

Top Performing Geos by Channel:

CHANNEL	KPI	TOP 5 MARKETS
DIGITAL	Impressions	NYC, Los Angeles, San Francisco, Chicago, Dallas
	Conversions	NYC, Boston, Philadelphia, Los Angeles, Toronto
SEM	Clicks	Boston, NYC, Philadelphia, Toronto, Atlanta
	Conversions	NYC, Boston, Toronto, Philadelphia, Atlanta
SOCIAL	Website Sessions	Toronto, New York, Los Angeles, Boston, Chicago
	Conversions	Toronto, New York, Boston, Halifax, Philadelphia

Geographic Recommendations

This quarter reaffirms the strength of our targeting strategy, with top-performing markets remaining consistent across channels.

Toronto has emerged as a key market, and along with Montreal and Halifax, is now being targeted through a dedicated Canadian campaign. This campaign was created in order to capitalize on negative sentiment from Canadian travelers towards the United States and encourage them to visit Bermuda. These efforts reflect a focus to continually re-evaluate and refine our high-potential geographic audiences showing strong interest in travel to Bermuda.

Key Takeaways

DIGITAL

In Q1, the Splash Sale campaign delivered the highest performance with a strong CTR of 0.41%, well above industry benchmarks. TravelZoo email blasts within this campaign also drove the highest individual placement CTRs. Several Custom Partnerships placements began rolling out this quarter, with the majority scheduled for launch in Q2 and Q3.

Additionally, Canada emerged as a key geographic market across multiple channels and will remain a focus in upcoming efforts through the Always On Campaign, Sale Campaigns, and the dedicated Canada Campaign.

SOCIAL

On paid social, we launched campaigns on three new channels – Reddit, Pinterest and TikTok. Results outperformed platform travel averages across KPIs. Facebook and Instagram were the most efficient at driving site traffic and Instagram had the highest GA4 engagement rate at 65%. Overall, paid social drove 335,798 website sessions, 276,212 new users and 133,338 key events (conversions).

Key Takeaways

SEM

Major budget changes (down 76.69% Q1 YoY) have led to 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 11.46% (above 10.16% average) and CPC of \$0.81 (below \$1.92 average). Performance Max had a CTR of 5.04% and a low CPC of \$0.09. Despite a nearly 24% decrease in spend QoQ, we saw an increase in impressions & clicks and a decrease in CPC compared to Q4 of 2024.

We also saw SEM drive 136,359 key events in Q1, which is an 8.44% increase from Q4 2024, illustrating that our campaign restructure worked to drive more conversions despite a decrease in budget.

Future Plans

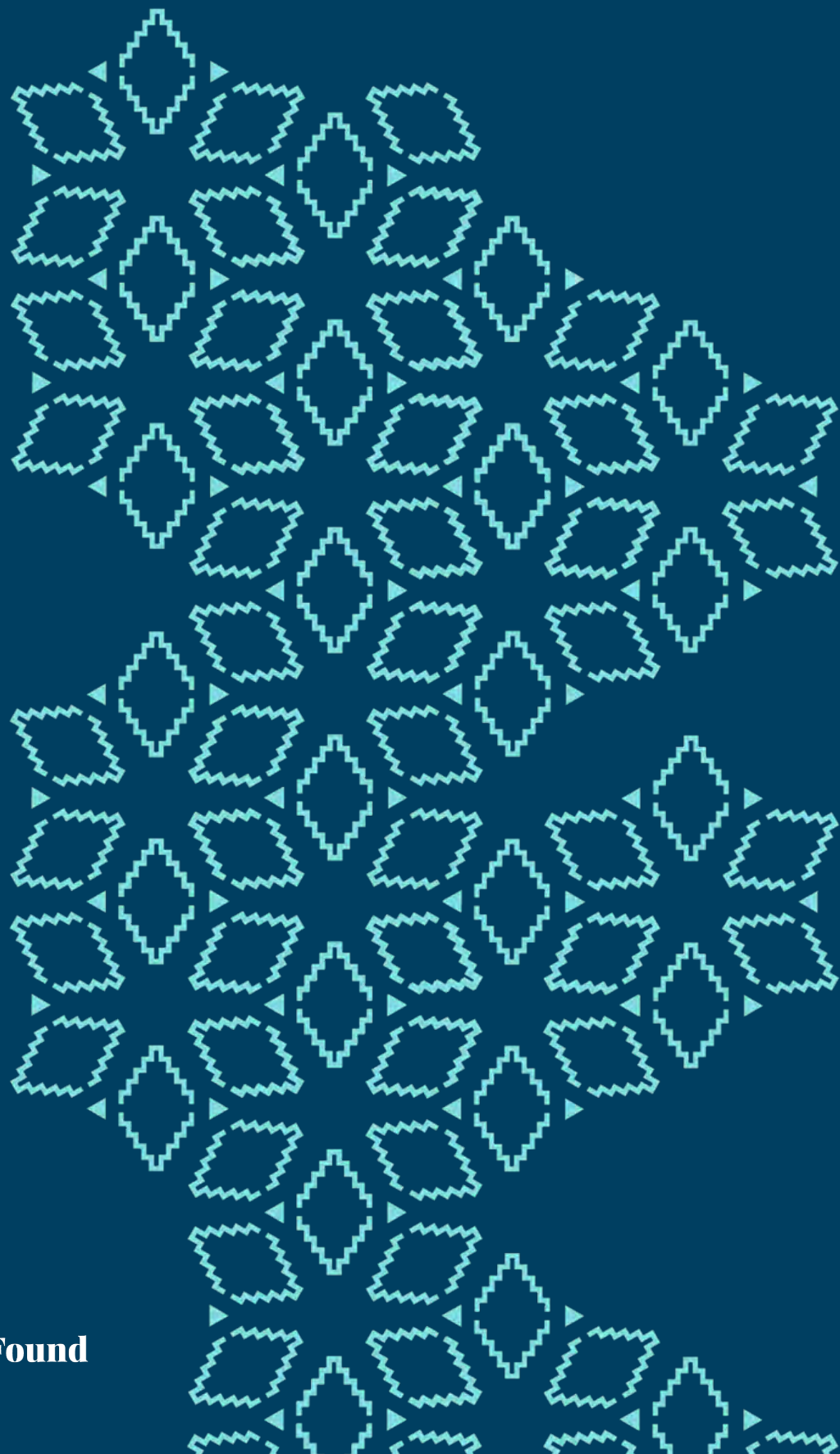
2025 Q2 Plans

In Q2, we'll be continuing to run our Always-On campaign and swapping in Summer creative. The HellOOO Summer Sale campaign will launch in May.

In addition, we'll be continuing to work hand in hand with the below partners bring the specific campaigns to life. Our custom partnerships list includes:

- o DotDash Meredith
- o Disney/National Geographic
- o Garden and Gun
- o Hearst
- o Robb Report
- o SiriusXM
- o Yankees
- o Carvertise
- o Good Morning Washington

Creative



Always On Spring

Here Comes the Sun

With the spring travel season approaching, we shifted our creative strategy to better align with the needs and motivations of our key audience segments. Informed by recent research, we moved away from the mystery of the “Lost Yet Found” positioning and adopted a season-first approach.

The spring campaign was built around audience segmentation, using tailored messaging and visuals to spotlight the types of spring experiences most relevant to each group—making the content more targeted.

Audience Segments:

- Jetsetters
- Active Families

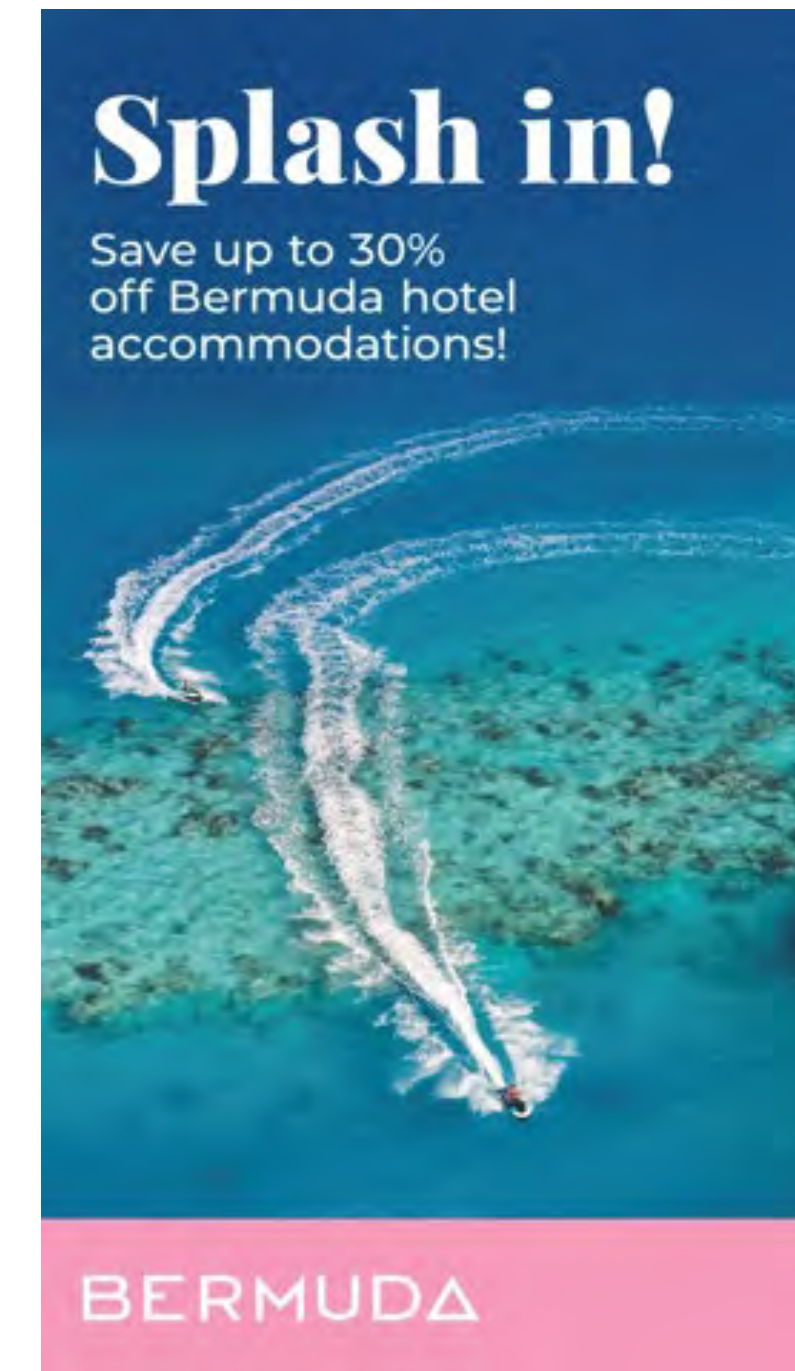


Splash Sale

Splash in!

For the Splash Sale, the creative strategy focused on delivering clarity, consistency, and seasonal relevance. Audiences were seeking an escape coming out of winter, so we used direct, water-related language like “Splash in!” to reinforce that need while tying back to the sale theme.

Past research showed that earlier iterations of the sale lacked clarity, so this version clearly stated “up to 30% off Bermuda hotel accommodations” in all assets.



Airline Support

BermudAir

To support the launch of new nonstop service from Westchester (HPN) to Bermuda, we developed a co-branded digital creative with BermudAir leveraging Bermuda's close proximity (just two hours), and encourage direct bookings through BermudAir's website.

Note: This was a co-branded partnership effort developed in collaboration with BermudAir to support route awareness and direct bookings.



Canadian Support

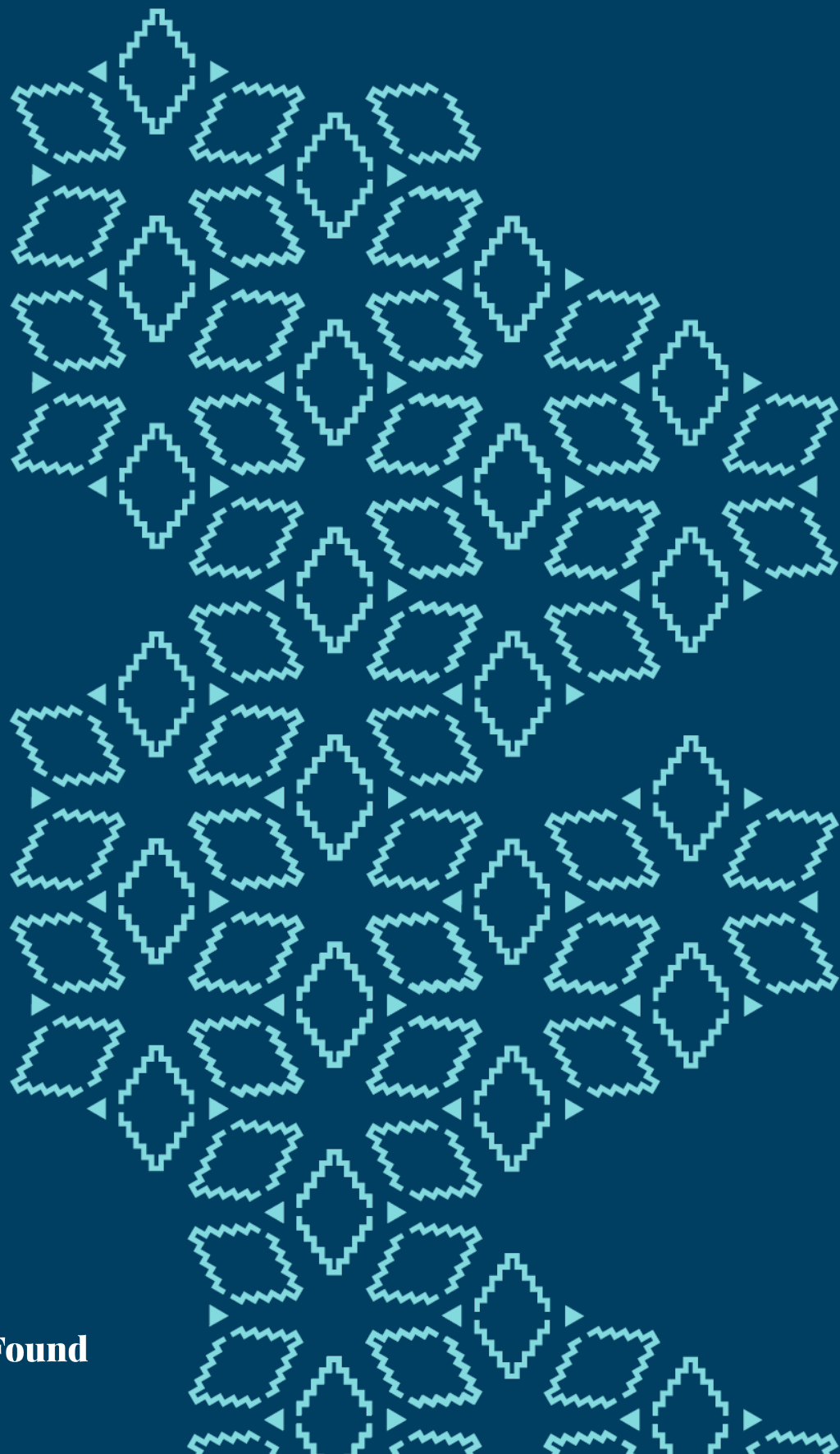
Bermuda Welcomes You.

The creative strategy for this campaign responded directly to shifting Canadian travel behavior, where many travelers were reconsidering U.S. destinations due to rising political and cultural tensions.

With summer planning underway, audiences were actively seeking new travel options. Using actionable language and proximity-led messaging, the creative highlighted Bermuda's accessibility and appeal as an alternative for summer travel.



PR – UK



Key Metrics and Analytics

January 2025 – March 2025

- Number of articles: 89
- Total reach: 1,744,551,202
- Total Earned media value achieved: **\$5,179,696.79**

YTD

- Number of articles: 95
- Total reach: 1,745,999,049
- Total Earned Media Value: **\$5,422,981.96**

Key coverage themes included:

- Sports Illustrated Shoot on Island
 - The perfect week in Bermuda
 - Foodie Travel: Bermuda as the best taste hunting destination
 - The best places to travel in 2025
-
- We organised and held media meetings with 12 UK journalists to ensure Bermuda remains front of mind

Media Coverage Highlights



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

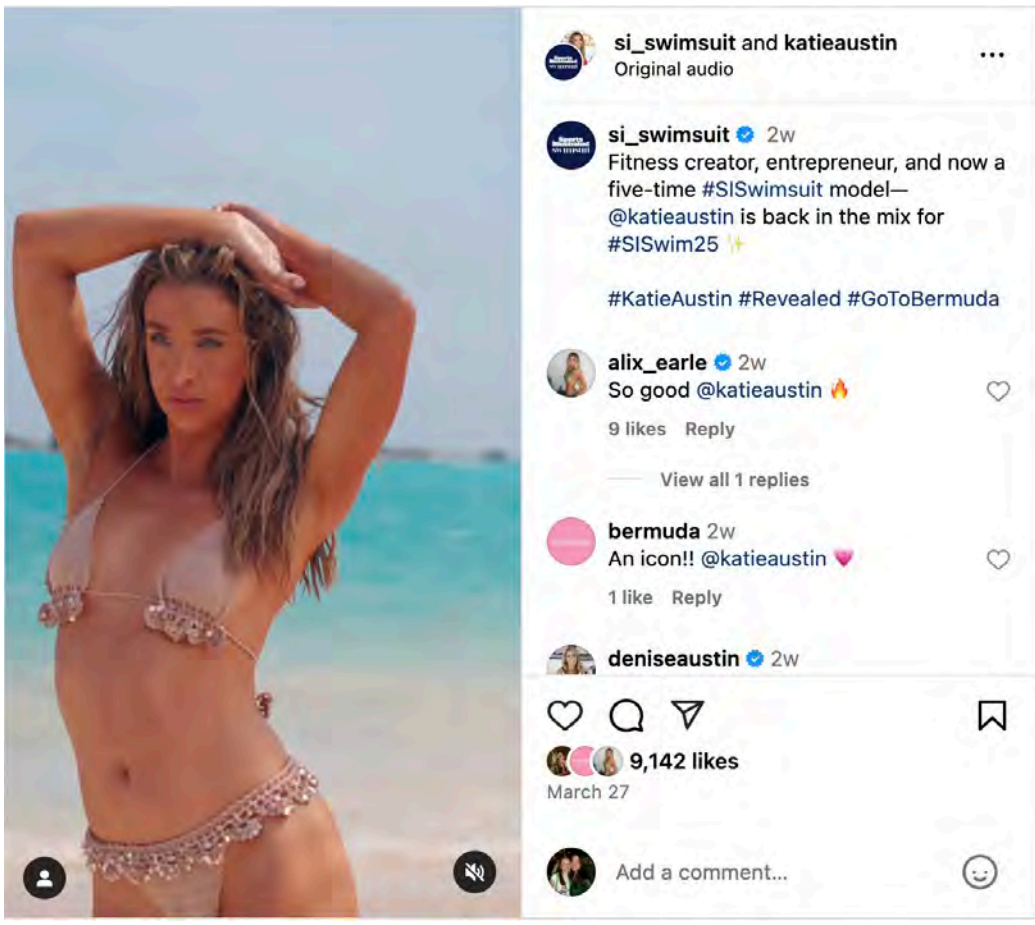
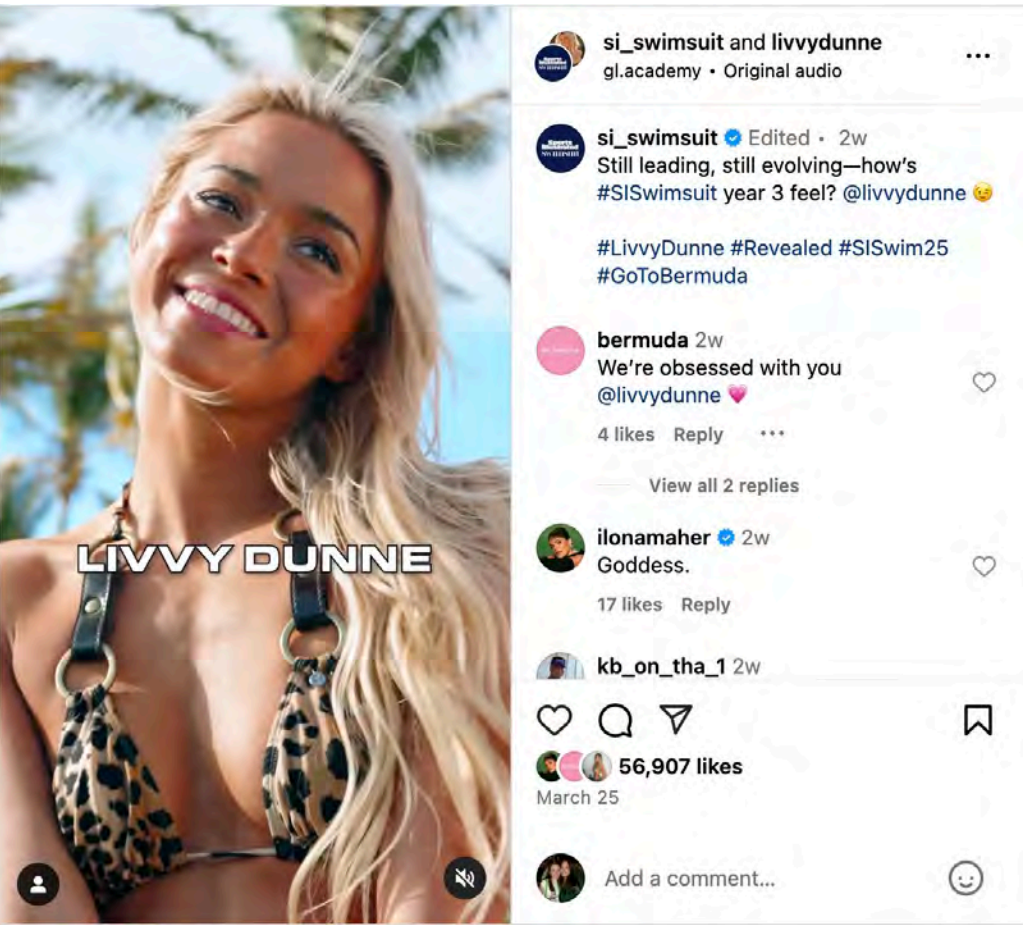


Publication: Wanderlust
MUU: 1,200,000
EMV: \$4,352.00



Publication: The Telegraph
MUU: 8,283,000
EMV: \$12,938.00

Media Coverage Highlights



Press Pitches

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

- Pitched Bermuda shorts and where to go shopping for them when visiting Bermuda
- Pitched 'Where is Hot in Winter' including Bermuda as destination for a PA Media request by journalist
- Pitched Bermuda as the perfect family holiday destination with Rick Jordan for a piece on family travel in Condé Nast Traveller
- Pitched Bermuda as an idyllic getaway for a long honeymoon with luxury, national, online, consumer and trade media
- Pitched Bermuda events and activities throughout the year with national, online and trade media
- Pitched 'island escapes for a truly breathtaking 2025 Valentine's trip' with luxury travel, wedding and honeymoon writers
- Pitched Bermuda's most exquisite and revitalising spa offerings with online, national, and wellness focused media
- Pitched Bermuda as one of the ultimate destinations for adventurous female travellers, featuring Grotto Bay Beach Resort Bermuda, with Bermuda-focused, luxury and sports media



Press Trips

- Individual Press Trip
 - **Purpose of Trip:** Luxury Bermuda featuring Spa Month and Restaurant Weeks
 - **Destinations Visited:** Newstead Belmont Hills, The Pompano Beach Club, Masterworks, Museum of Bermudian Art, Wahoo's Bistro & Patio Restaurant, Blû Bar and Grill, Royal Naval Dockyard, Horseshoe Bay Beach
 - **Resulting Coverage:** Feature coverage from Upscale Living, The Herald, The Irish Mail, Hotel Guru, Kensington and Chelsea Review and IX Magazine

Awards and Accolades

Wanderlust Good to Go List 2025 – Coverage has gone live

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



Media Meetings

Secured and held 12 meetings with top-tier publications and potential brand partners to discuss news from the island, current strategy and partnership opportunities including:

- Met with Editor at Escapism to discuss upcoming opportunities with the magazine who have launched reader events for 2025
- Met with Travel Content Editor at The Times to discuss new openings and events happening in Bermuda that might appeal to younger audiences
- Met with Associate Editor of National Geographic Traveller to discuss Bermuda's rich culture and heritage. Team discussed Bermuda shorts acting as a strong hook for a story - HB to in conversations regarding a destination feature.
- Met with deputy features editor at Travel Weekly to discuss positioning it as a unique destination in terms of its location, and being separate from the Caribbean
- Met with freelance writer for Metro to discuss Bermuda's vibrant foodie scene and she's keen to explore the island's unique culinary fusion and bespoke foodie guide that dives into the flavours and cultural mix Bermuda has to offer
- Met with freelance writer and contributor to Suitcase Magazine to discuss island's top-notch spas and wellness retreats - the perfect blend of relaxation and paradise vibes.
- Met with Bauer Media to discuss Bermuda's location and its misconception about being in the Caribbean. The journalist loved the idea of Bermuda as the perfect wedding or honeymoon destination, and as a more off the beaten track destination than typical mainstream island destinations

Media Meetings

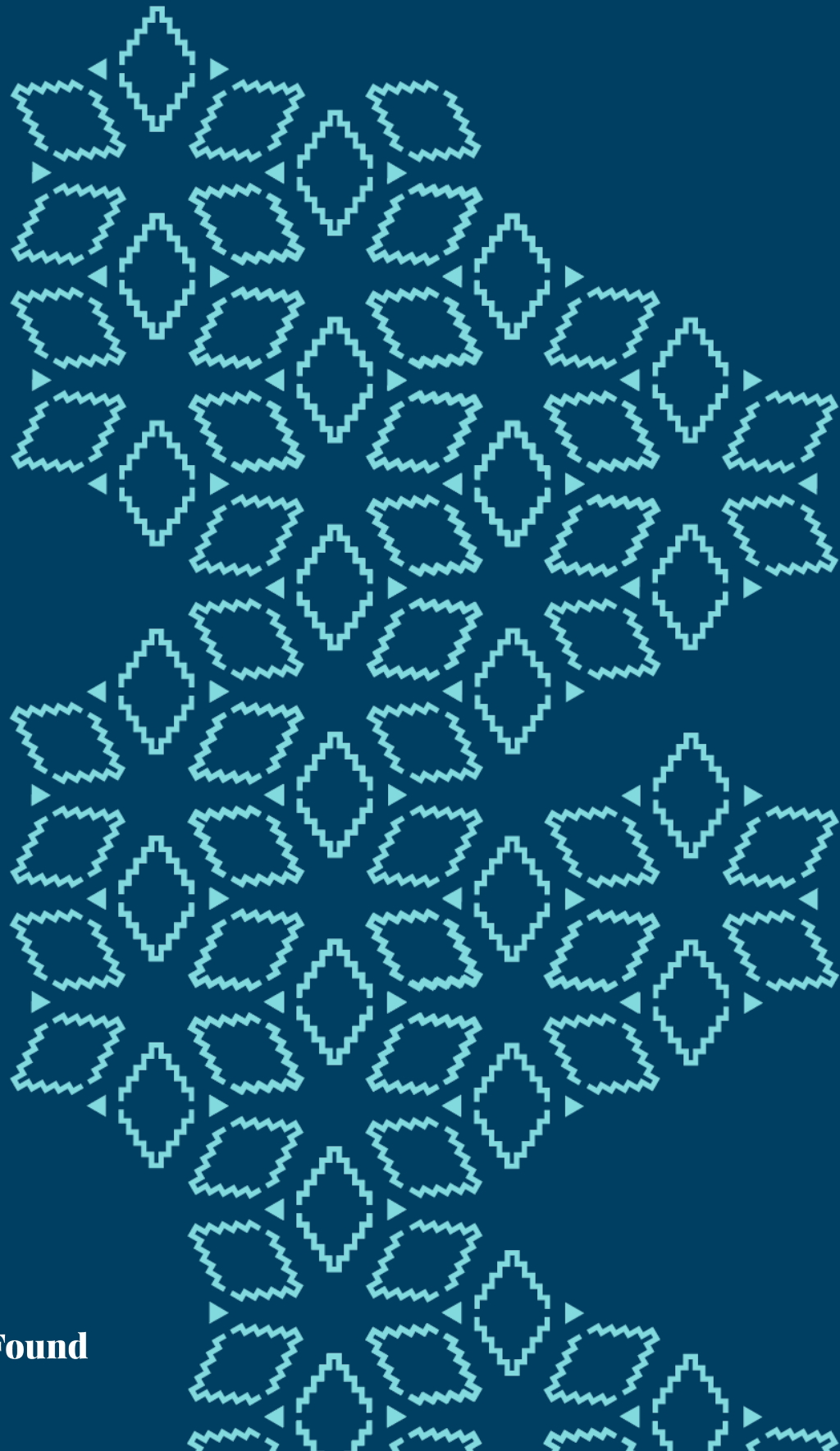
- Met with freelance journalist for National Geographic, Food & Travel and The Telegraph to discuss Bermuda's exceptional culinary offerings, focusing on the sea-to-table and farm-to-table dining scene. He is particularly interested in food and is interested in a potential visit.
- Met with freelance journalist for Square Mile, FT HTSI and Robb Report to discuss Bermuda shorts as he writes for a number of male focused publications, with an interest in fashion. Team to continue conversations regarding a fashion focused piece.
- Met with Sustainability Editor of Wanderlust to discuss Bermuda's sustainability offerings and credentials including the limestone roofs, the Sustainability Law, marine life and electric vehicles.
- Met with journalist from Selling Travel to pitch the island's spa and wellness offerings including Natura Spa for an upcoming health and wellness feature
- Met with Freelance journalist to discuss his upcoming trip to Bermuda on behalf of Upscale Living, The Herald, The Irish Mail, and Kensington and Chelsea Review

Stakeholder Engagement

We liaised with on-island partners for the below media opportunities during Q1

- **Individual UK Press Trip:** Arranged Adam and Emma's stay at Newstead Belmont Hills, and The Pompano Beach Club to review for Upscale Living, The Herald, The Irish Mail, Hotel Guru, Kensington and Chelsea Review and IX Magazine
- **Sports Illustrated Swimsuit Cover Shoot:** The PR team, SI crew, BTA and talent stayed at Cambridge Beaches, Grotto Bay, and had support from Flood Transport throughout the shoot.

PR – North America

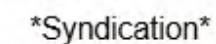


TORONTO SUN



Bermuda Launches Annual Pink Sale



BERMUDA **Lost Yet Found**

Events & Campaigns

Bermuda x Canada PR Storytelling: Developed a campaign deck with goal to get Canadian's thinking about Bermuda by shifting focus on its North Atlantic location rather than its proximity to the U.S.

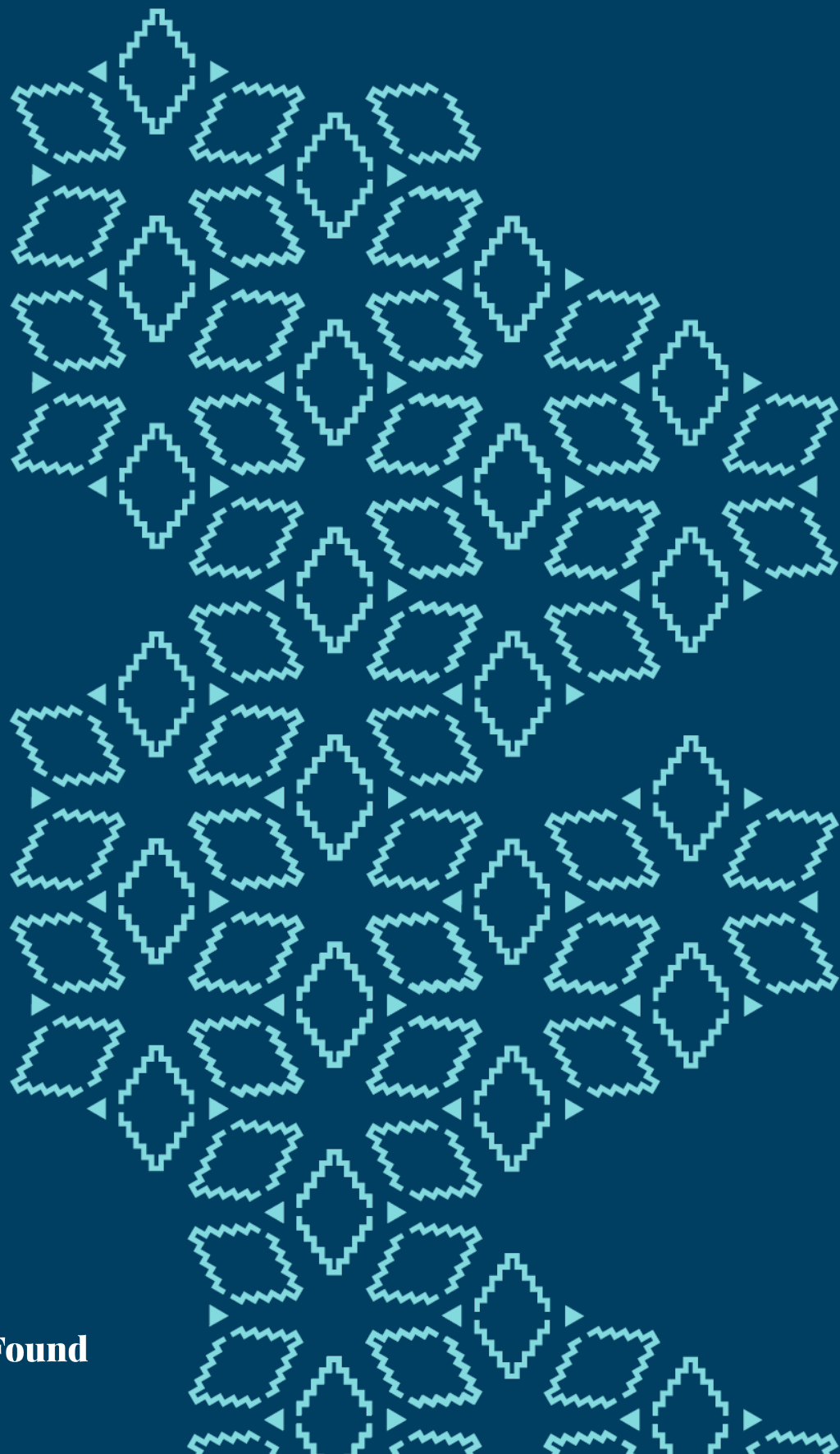
- **Approach:** showcase the connection between the two cultures which gives Canadian consumers a feeling of home, in an island experience.
- **News moments:** Leverage cultural and timely news moments as well as immediate calls to actions for Canadians looking to escape the blizzards to create urgency and drive consumers toward booking.

Full campaign deck [HERE](#)

Bermuda x Mid-Atlantic Region: We outlined a plan to build new media relationships in the mid-Atlantic region and generate coverage to support airlift out of BWI, DCA and BermudAIR's newest route out of Richmond.

- **Approach:** Draft targeted pitches catering to the interest of the market and pitch information about the convenience of the nonstop airlift to Bermuda. To further reinforce awareness in the market and leverage the BTA's collaboration with Good Morning Washington, securing desk sides in the mid-Atlantic region.
- **News moments:** Leverage the new and increased airlift from the region and also aim to get another surge of coverage with the announcement of the Hellooo Summer Sale.

Sales & Trade – UK



Quarterly Highlights

This quarter we achieved the following

- Ongoing campaign with Hays Travel to promote the Pink Sale
- Worked with Caribtours as the official CTA across consumer campaign
- Promoted pink Sale agent incentive with luxury trade media Aspire
- Promoted Pink Sale on Hablo
- **1,284 room nights** secured through trade pink sale efforts
- Attended Unite Caribbean and met with **20** product managers
- Trained **43** agents at CTO Agent Showcase in Manchester
- Hosted **4** agents in Bermuda as part of the Pink Sale FAM

Hays Travel – Pink Sale

Partnering with the UK's largest independent travel agency, Hays Travel, to capture consumers and increase sales.

- Dedicated Bermuda landing page on Hays Travel (placed in its own category instead of competing with Caribbean)
- Amplifying our consumer activity with digital banners and ads
- Solus email send to a database of 230,000 Hays consumers
- Video played across 200 shop front windows for two weeks across the UK
- 10 bookings, which is 53 rooms nights in total have been registered



Aspire FAM Incentive – Pink Sale

To incentivize agents to book Bermuda during the peak booking period in the UK, Bermuda partnered with leading luxury trade publication Aspire Magazine to launch a FAM trip incentive.

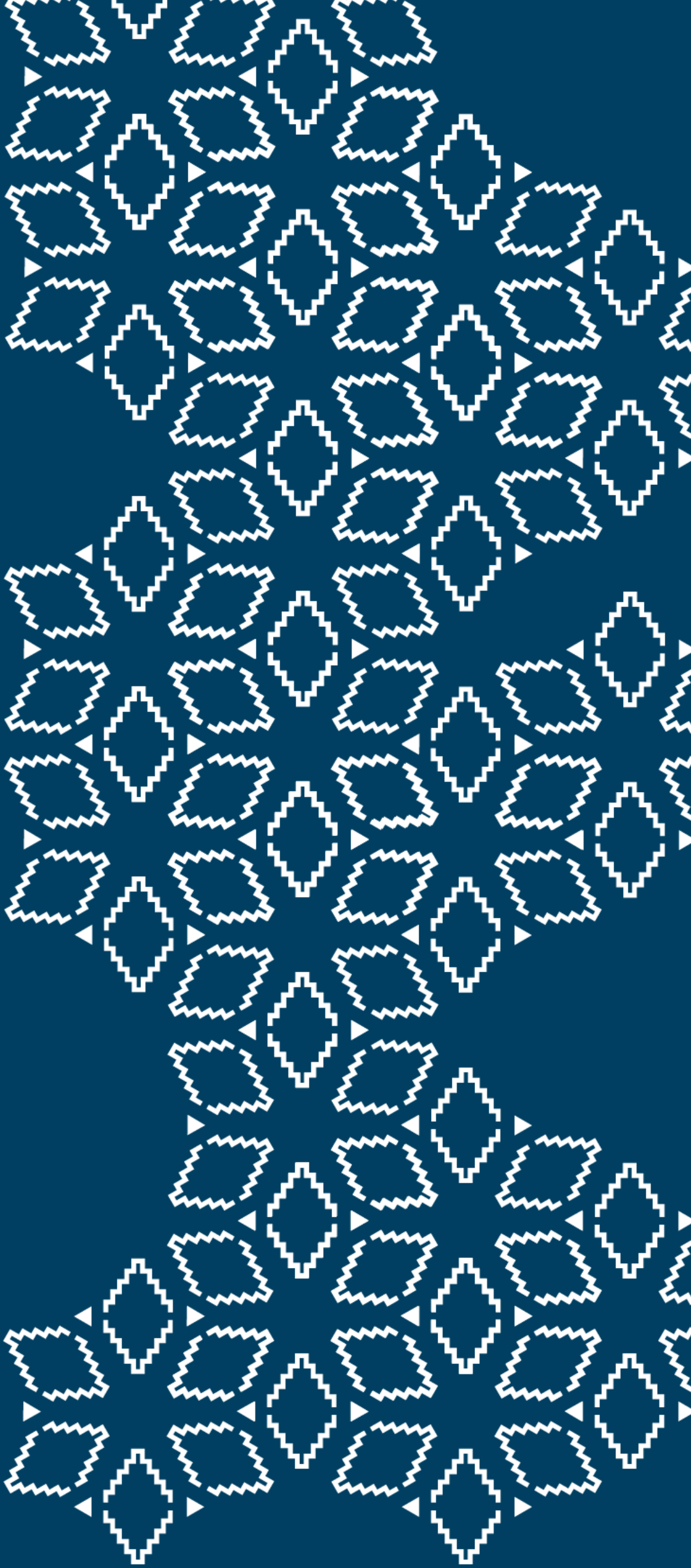
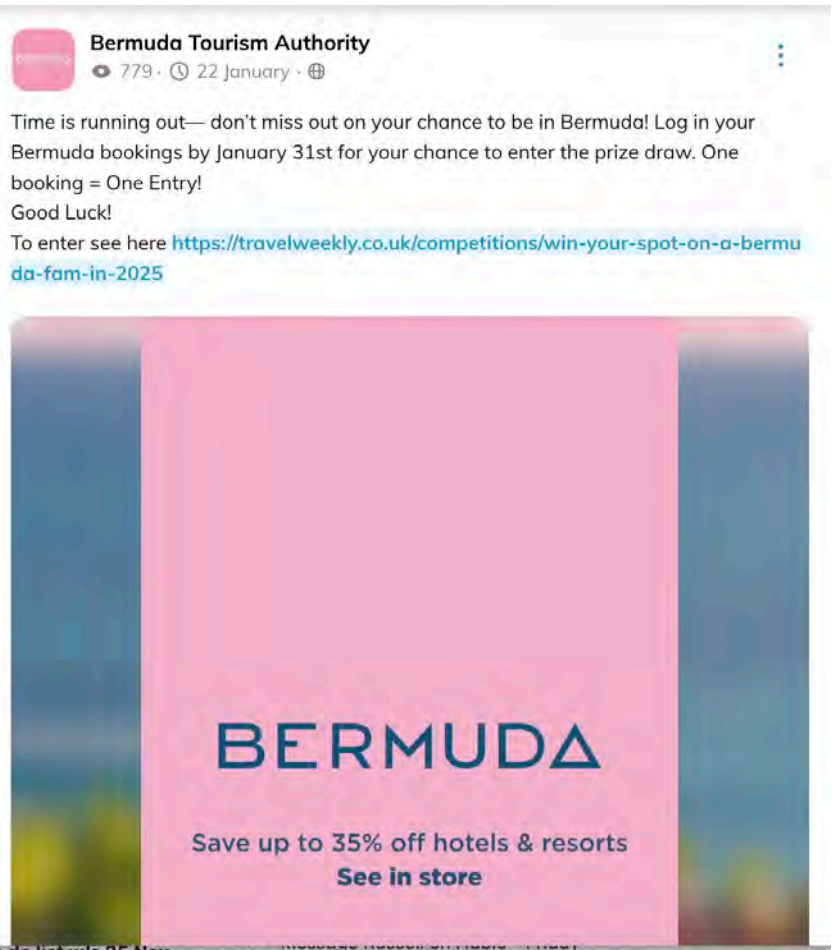
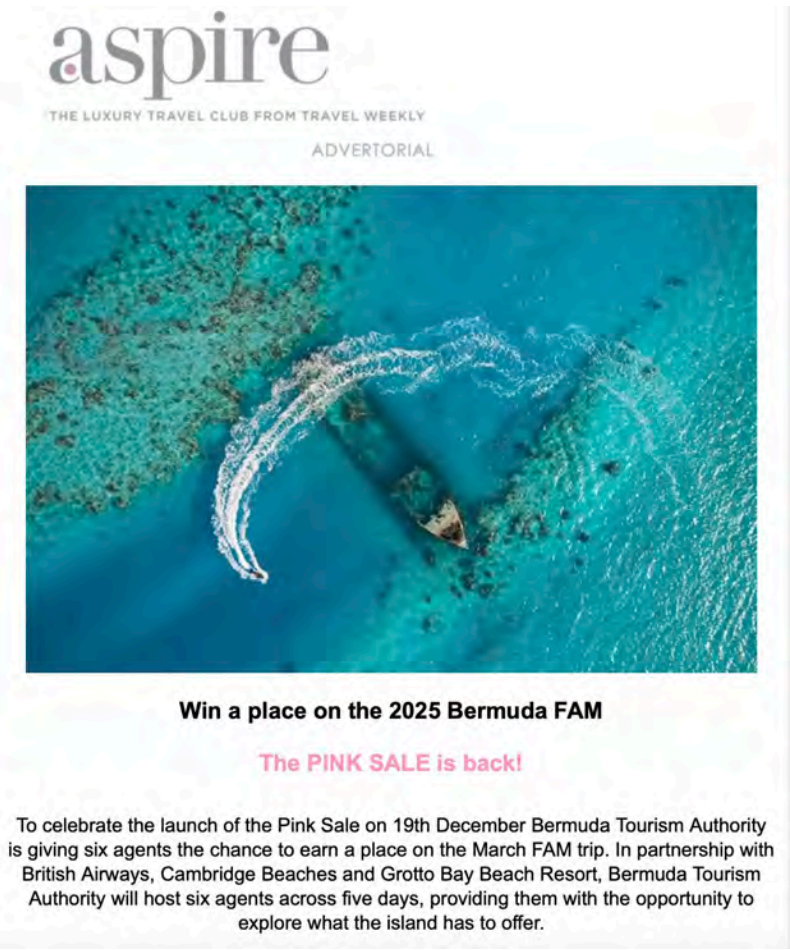
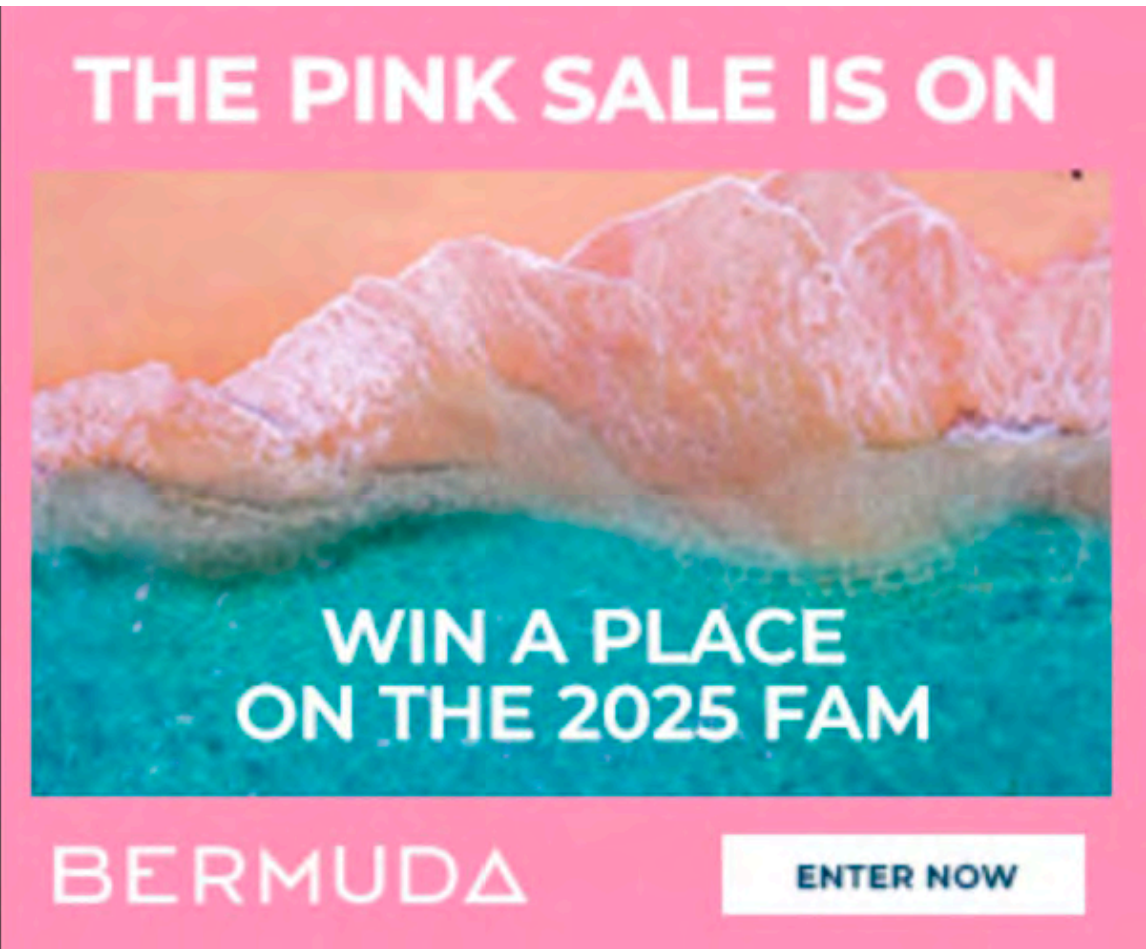
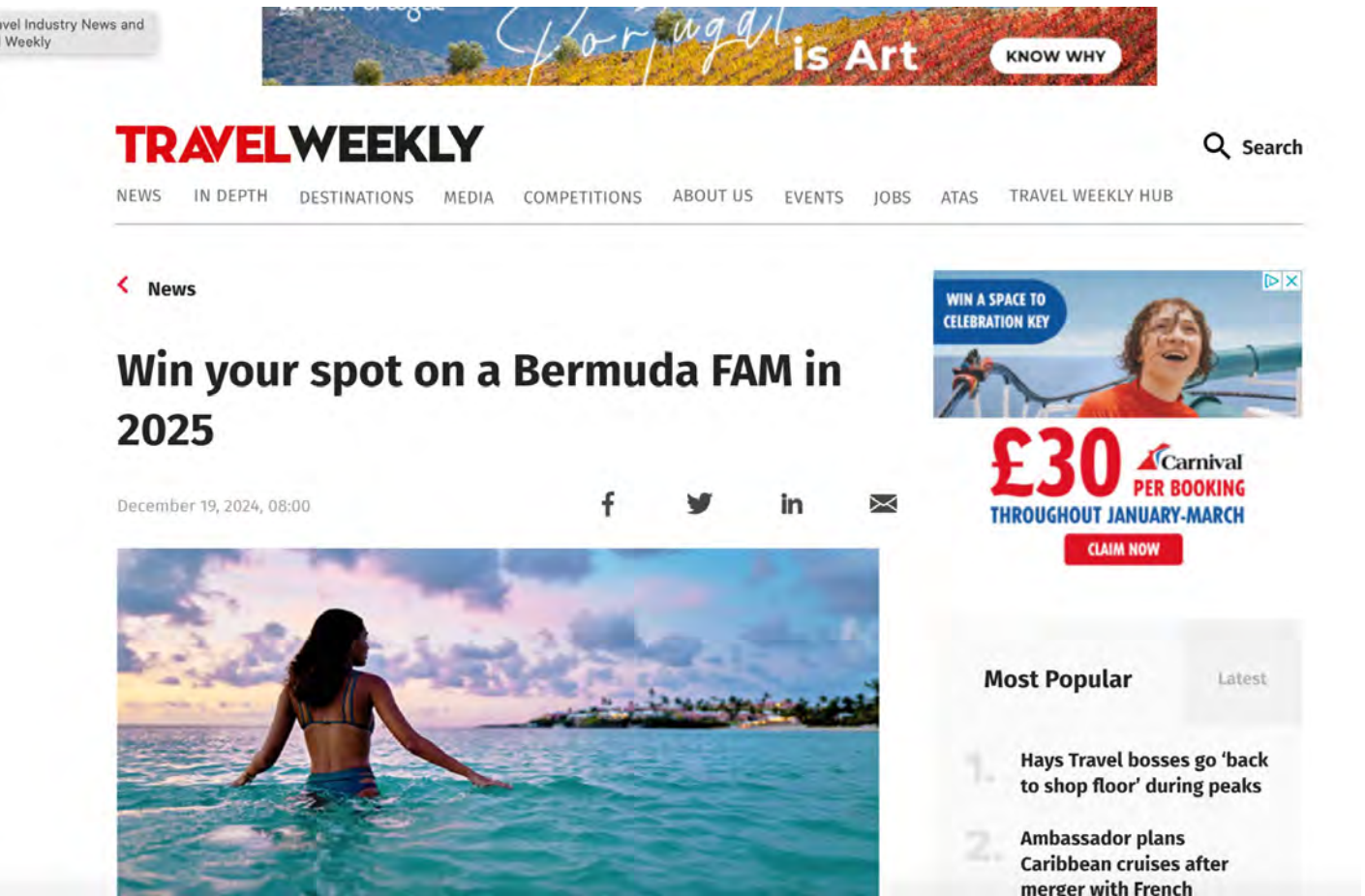
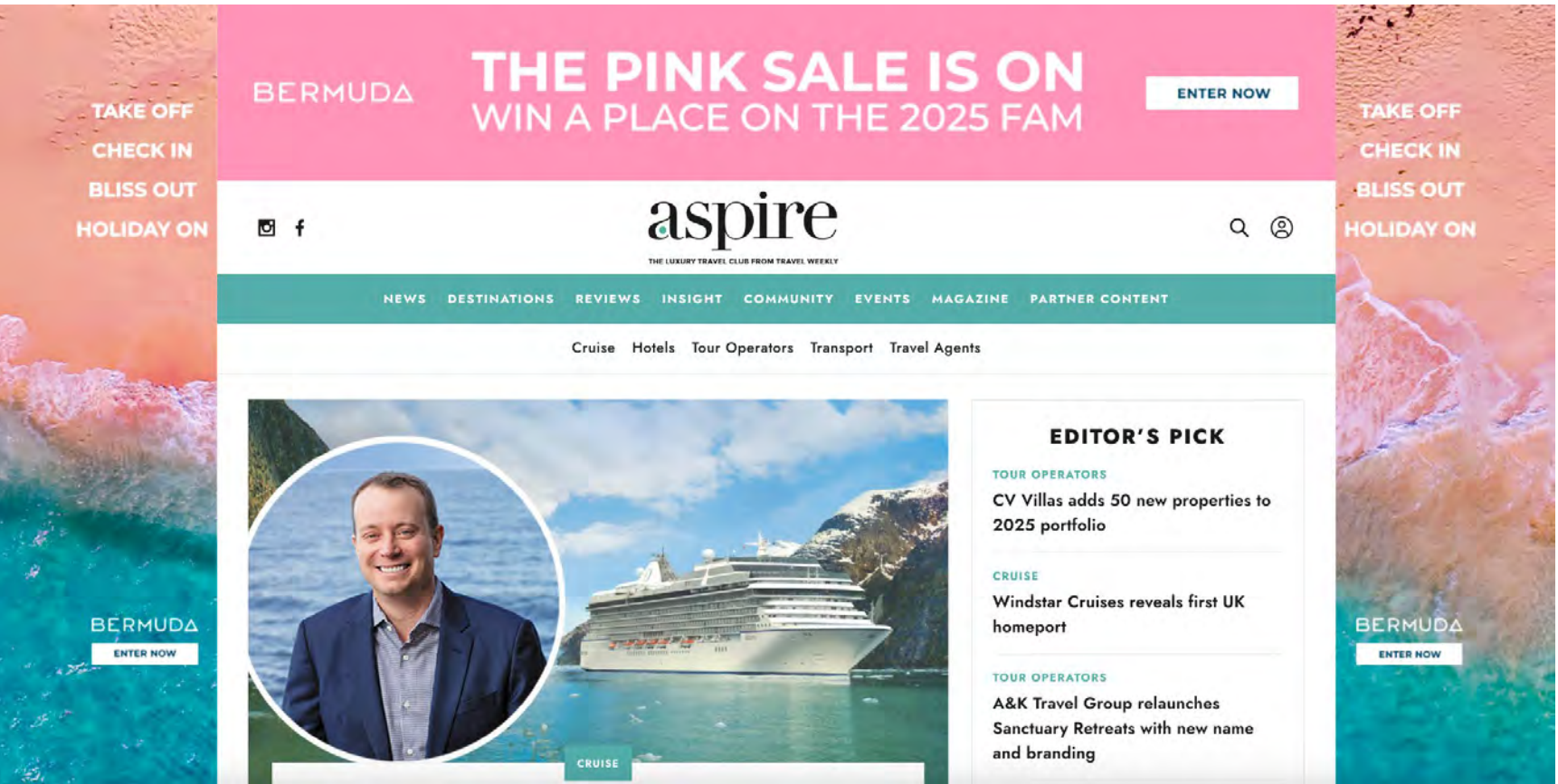
Aspire activity included:

- One week homepage takeover on Aspire magazine online
- Run on banners across Aspire magazine
- Competition homepage on Travel Weekly
- x3 eshots sent to a Aspire database

To amplify the promotion further, the competition has been promoted through Bermuda's Hablo page. Results:

- 8,862 unique engagements across run on banners and homepage takeover
- Solus eshots - 2,677 unique opens
- 19 bookings logged (145 Room Nights)
- 1,751 likes on Hablo

Aspire FAM Incentive – Pink Sale



Meetings & Sales Calls

This quarter, the UK team attended Unite Caribbean, the UK's leading B2B marketplace for tour operators and destinations focused on the tourism to the Caribbean.

The event provides a valuable platform to discuss product development, partnership opportunities, and strategies to enhance destination awareness.

During the show, the UK office held 20 targeted meetings with product managers and key decision-makers. A report outlining outcome of the meetings, action points, and next steps was submitted to the Bermuda Tourism Authority.

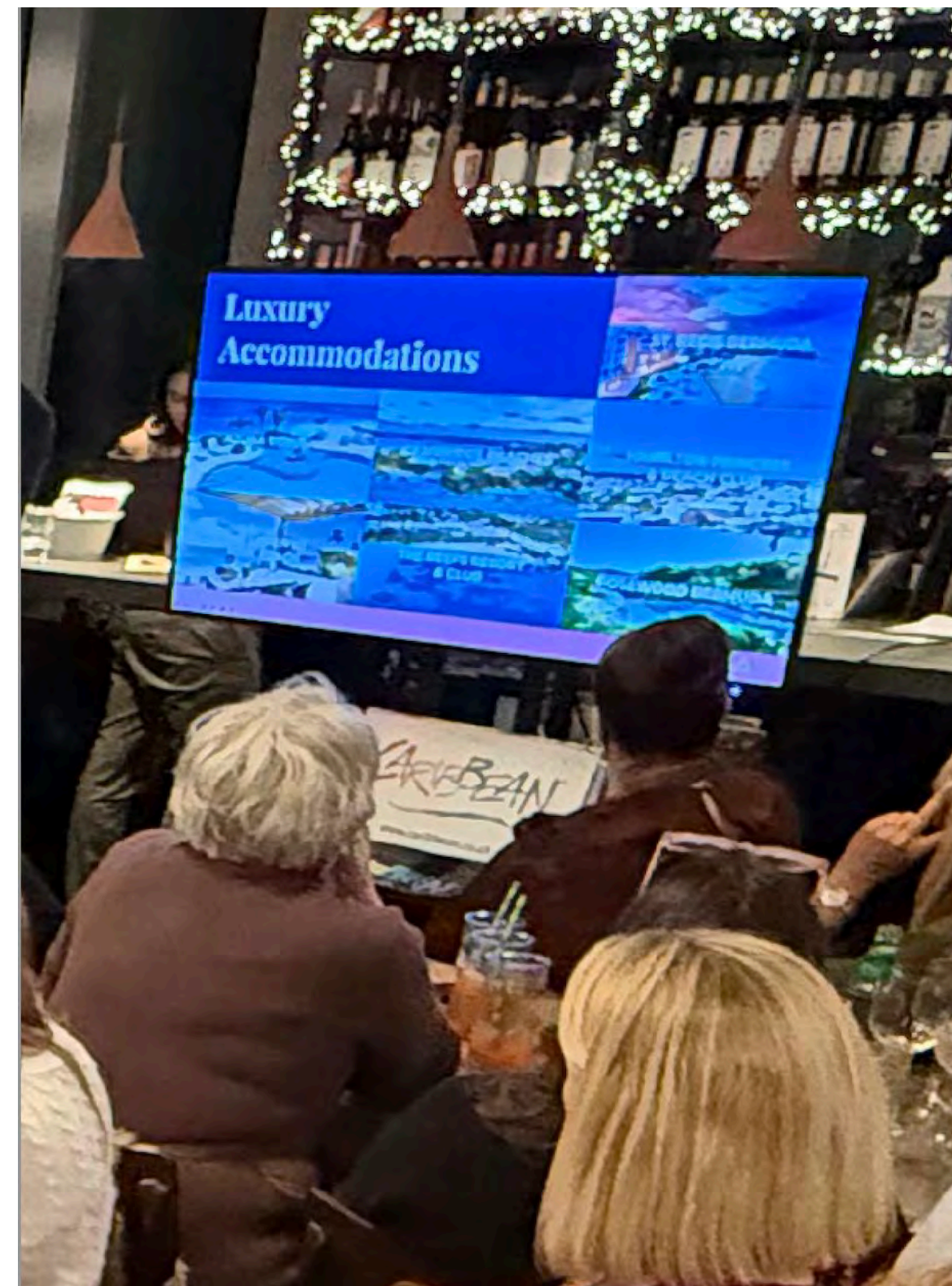
In addition to Unite Caribbean, the UK team has continued proactive engagement with tour operators across the luxury, sports, and Caribbean travel sectors. In total, 28 sales calls were conducted this quarter, strengthening relationships and driving forward new opportunities for Bermuda.

Training – CTO Roadshow

In February, the UK office attended the Manchester chapter of the Caribbean Tourism Organisation Roadshow.

The Bermuda Tourism Authority was one of six featured destinations, presenting to 43 travel agents from Manchester and the surrounding areas. The focus was on educating agents about Bermuda and how best to sell the destination to their clients.

The event combined training sessions with experiential activities, fostering valuable networking opportunities between destination representatives and agents. During breaks, agents were divided into small teams to cook classic Caribbean dishes, adding a fun and interactive element to the day. The event was a great success, achieving a 100% attendance rate.



Agent FAM trip

The UK office hosted a successful fam trip to Bermuda with four travel agents who had each won a place on the trip as part of the Pink Sale campaign.

The experience gave agents the opportunity to explore the destination firsthand and gain in-depth knowledge to better promote Bermuda to their clients.

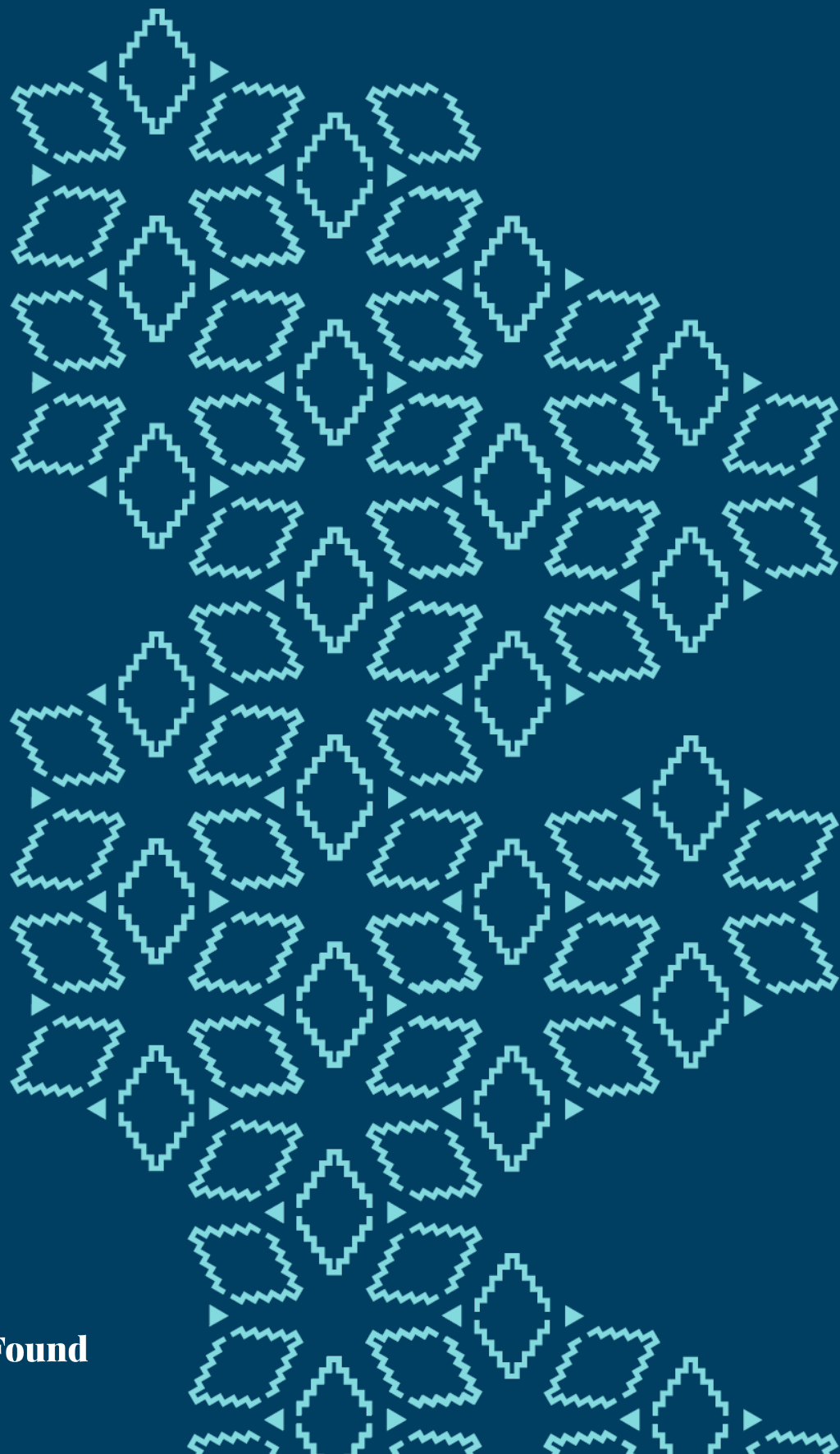
The UK office secured stay with Grotto Bay Beach Resort and Cambridge Beaches as well as return flights with British Airways.

Over the course of four days, the agents immersed themselves in the island, participating in curated activities that highlighted Bermuda's rich history, natural beauty, and unique culture.

The itinerary also included hotel site inspections, with a focus on properties that best align with the preferences of the UK market. The trip was both insightful and inspiring, and it received highly positive feedback from all participating agents.



Consumer Marketing – UK



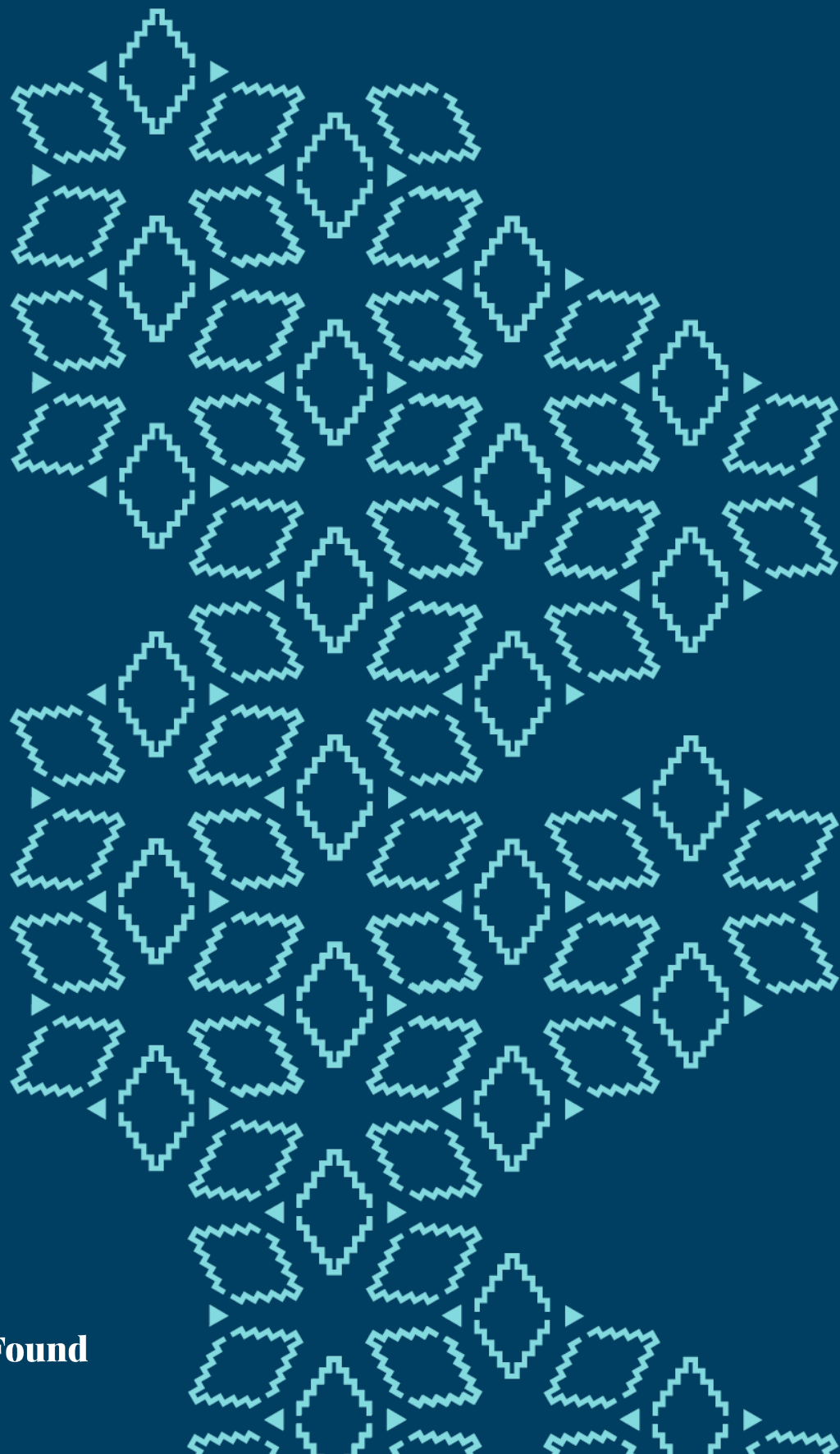
UK Consumer Marketing – UK Pink Sale

The UK pink sale media plan was live from 19 December 2024 through to 31 January 2025. The creative from the US campaign was repurposed to maintain consistency.

- Total impressions: 9,694,591
- Social media: over 4million impressions
- Clicks to Pink Sale UK landing page: 20,996
- Retargeting units: 3,552 clicks to Caribtours Bermuda landing page
- Telegraph content accessed by 63,361 unique users
- Telegraph content - 1 new article, traffic drivers and branded stories
- Over 1,280 room nights reported during the campaign period from across Caribtours, British Airways Holidays, Hays Travel, Purely Bermuda, Elegant Resorts, ITC and Tropical Sky.

Website

Quarter 1 Report



Website Traffic

Total Site Traffic and Goals

Overall website traffic was **780,251 Visits**, while this is a decrease YoY, it is a 56% increase PoP. When reviewing the overall trend for Q1 2025 vs. 2024, it is clear the primary driver of decline in traffic is SEM and lower funnel paid tactics, which saw 30-60% decrease in traffic across campaigns.

We are seeing a similar trend with new users, increasing 55.0% PoP, and a 26% decline YoY - totalling **601,934 Users**.

Paid Social and **Organic Search** were by far our strongest channel performers in terms of driving traffic, accounting for 340,680 and 215,067 Sessions respectively.

Paid Social channels performed extremely well, with Facebook being the top driver of page views. **Reddit was a notable source of traffic, with 37,083 Pageviews** - 5th best performing channel - however it only held a 21.11% Engagement Rate, behind most other paid social mediums.

Top engaging content (measured by Engagement Rate) were **planning/travel related articles**, including Bermuda Ferry Schedule, Where to go Snorkeling, and Top 21 Experiences.

User Engagement

2025 Q1 Results (January 1st – March 31st)

Scorecard Metrics:

- 780,251 Website Sessions (+56.0% PoP)
- Organic Search Sessions: 215,067 (+22.9% PoP)
 - 140,727 Desktop Users(+9.2% POP)
 - 429,504 Mobile Users(+69.3% POP)
- Organic Engagement Rate: 75.28% (+1% PoP)
 - Overall Engagement Rate: 55.57% (+29.9% YoY)

Additional Metrics:

- 1,161,562 Pageviews (+48.4% PoP)
- 601,394 New Users (+55.0% PoP)
- Top Locations:
 - New York (7,027 Users; +26.4% PoP)
 - Ontario (6,622 Users; +96.7% PoP)
 - California (4,983 Users; +101.2% PoP)

Conversion Rates

Partner Referrals

Total Partner Referrals: 69,583 Link Clicks (+18.4% PoP; -44.3% YoY)

- Profile Referrals – 32,926 Link Clicks
- Deal Referrals – 10,253 Link Clicks
- Event Referrals – 3,046 Link Clicks

Total Partner Unique Pageviews

- Profile – 59,050 Pageviews
- Deals – 27,558 Pageviews
- Events – 11,259 Pageviews

Top Partner Profiles (on-site performance)

- Crystal Caves Bermuda (2,021 Pageviews)
- Kings Wharf (1,848 Pageviews)
- Grotto Bay Beach Resort & Spa (1,186 Pageviews)

Insights: While partner link clicks showed excellent performance for the Splash sale campaign, overall referrals did decline significantly YoY. When analyzing attribution channels, this is primarily driven by SEM/lower funnel paid campaigns - some of which have seen a decline of over 80% in link clicks. As a recommendation, we would suggest evaluating the best balance of awareness, engagement and conversion tactics to ensure a healthy balance across all key metrics and performance indicators.

Content Performance

Top Performing Content

Winter in Bermuda | **231,072 Users** | **39.46% Engagement** | **271,950 Pageviews**

<https://www.gotobermuda.com/winter-bermuda>

Pink Sale | **92,692 Users** | **62.31% Engagement Rate** | **138,711 Pageviews**

<https://www.gotobermuda.com/pink-sale>

Homepage | **32,937 Users** | **75.65% Engagement** | **113,647 Pageviews**

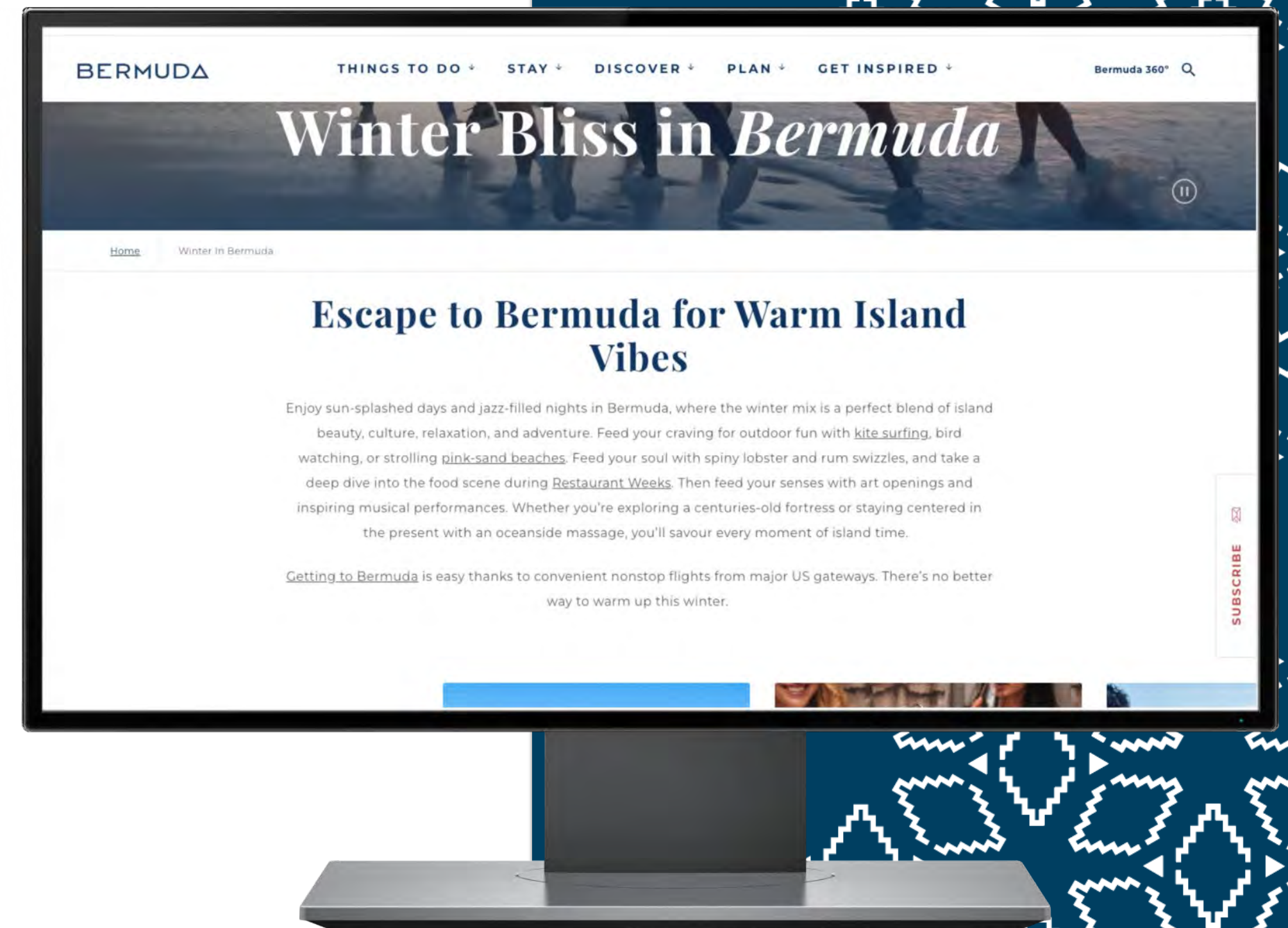
<https://www.gotobermuda.com/>

Splash Sale | **33,524 Users** | **63.0% Engagement Rate** | **64,887 Pageviews**

<https://www.gotobermuda.com/splash-sale>

Things To Do | **19,082 Users** | **68.45% Engagement Rate** | **43,439 Pageviews**

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



Campaign Analysis: Splash Sale

Campaign Dashboard - *Note: Images show heatmapping analysis captured during the first half of the full campaign period*

For Splash Sale 2025, our UX recommendations focused on driving greater engagement and conversion to participating partners. We aimed to include high-search volume related content and incorporate recommended keywords, as well as crosslink with high-demand seasonal and planning content to further engage our high-intent audience.

Dates: March 10 - April 18 (Reported data applies to March 10 - April 9; and YoY data is measured against the campaign period in 2024 of Mar 1 - Apr 1)

General Web Performance (Scorecard) Overview:

- Visits: 37,037 Sessions (-39.0% YoY)
- Total Users: 31,499 (-42.0% YoY)
- Engagement Rate: 63.03% (+220.6%)
- Organic Traffic Engagement Rate: 68%
- External Partner Link Clicks: 10,025 (+158.6% YoY)
- Newsletter Signups: 76 (+10.1% YoY)

Top Referrers:

- Instagram (Paid): 16,188 Sessions, 4,187 Partner Clicks
- Facebook (Paid): 15,065 Sessions, 2,126 Partner Clicks
- Travelzoo (Email): 6,813 Sessions; 1,791 Partner Clicks
- Top Partners:
 - Reefs Resort Club (3,410 Deal Pageviews)
 - Hamilton Princess Beach (1,983 Deal Pageviews)
 - Azura Bermuda (1,952 Deal Pageviews)



Make A Splash

The Bermuda Splash Sale is here!

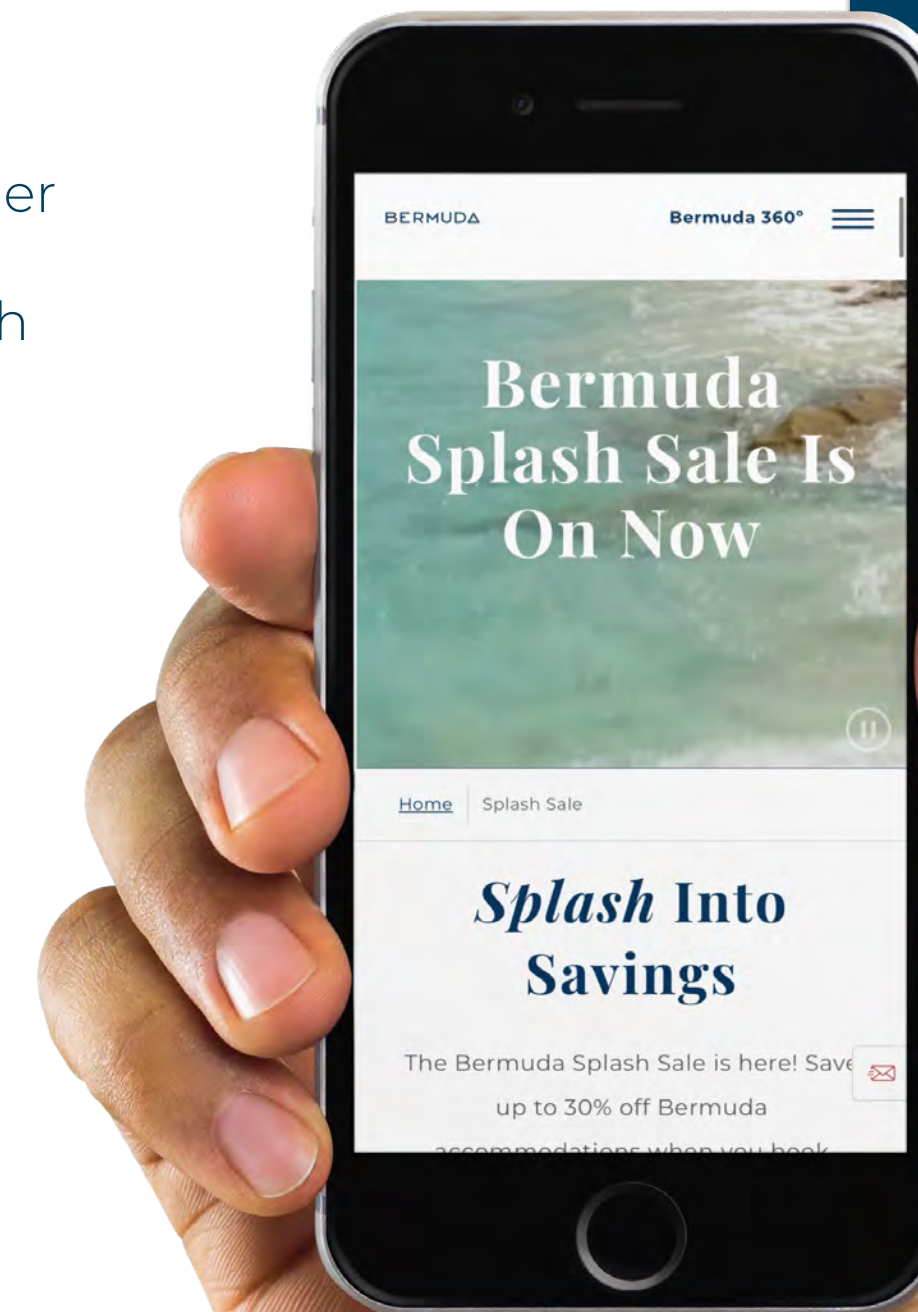
Save up to 25% off Bermuda accommodations when you book between March 10 and April 18, 2025. Plan for a romantic getaway, a family vacation, or a solo adventure, because Bermuda offers it all and now is the perfect time to save on a memorable experience.

Campaign Analysis: Recommendations

Campaign Dashboard

KEY LEARNINGS:

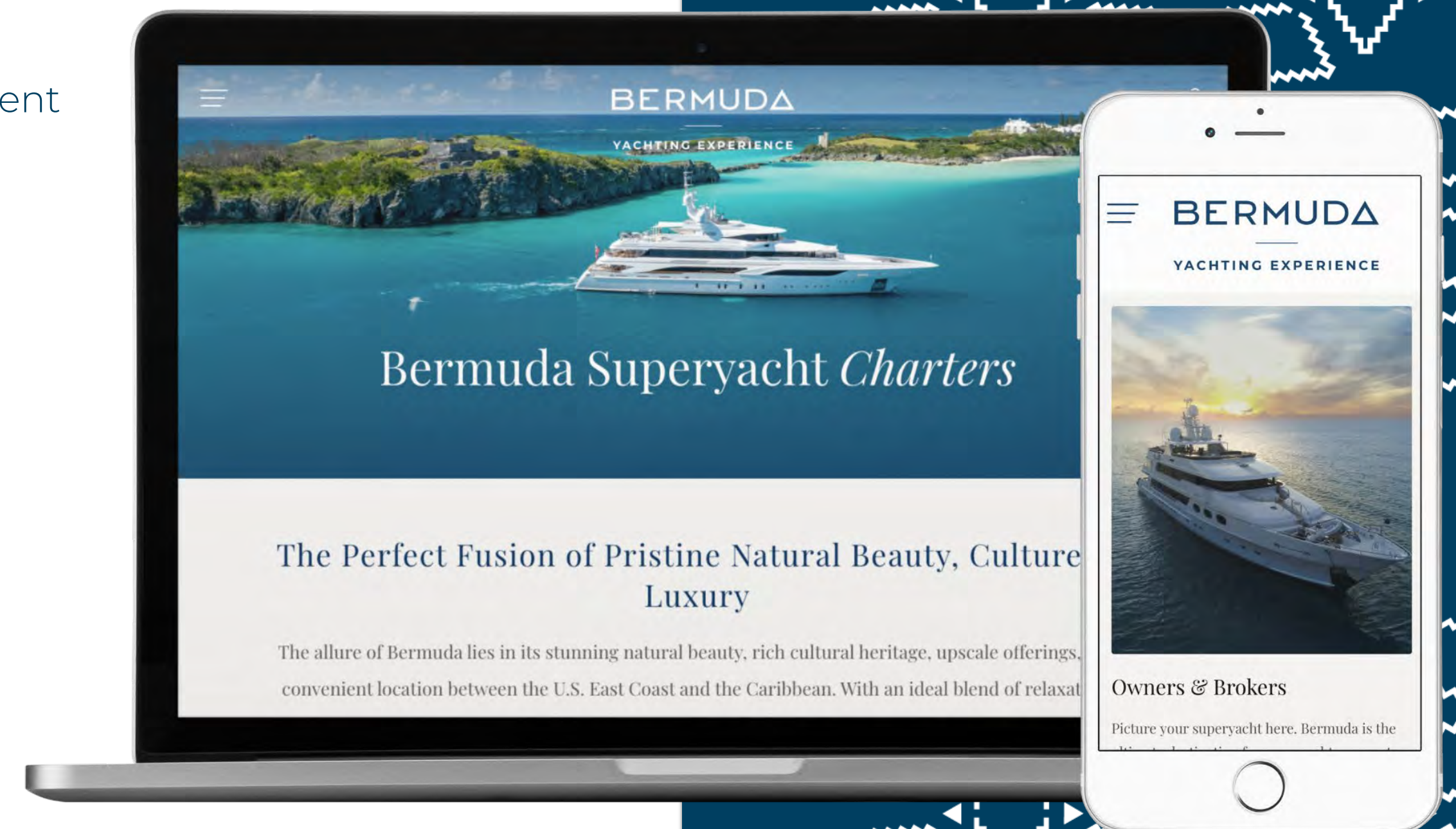
- A key issue we discovered was the formatting issues with the campaign video due to font hits and appearance across devices. Given our campaign is largely driven by mobile, this would have been a common user experience and potentially resulted in a loss of engagement. This could also be why we see such high engagement with the hamburger menu (as seen in our heatmapping analysis).
- Users are engaging with on-page content; however, we saw low scroll, indicating users are potentially navigating to other areas of the website sooner than desired.
- As paid campaigns are optimized towards engagement, we are seeing lower traffic but a higher quality visitor. While engaged users are high value, they may have lower intent to purchase. A balance of lower funnel/conversion-driven tactics could balance engagement rate growth with partner link clicks and newsletter signup conversion events.



New Pages Added:

Site updates & New Content

- Sky Nav:
 - website navigation implementation (Bermuda 360)
- Superyacht Revamp
 - Addition of Charter, Captains & Crew and Owners pages & custom content
- Spa Month:
 - Bound personalization
- Splash Sale Page Updates:
 - UX/SEO recommendations including:
 - addition of Getting Here content/flight map
 - Seasonal/activities content to build on user engagement
 - H1 tag and and keyword recommendations
- Spring Hub:
 - Content updates and Bound personalization
- Canada Campaign:
 - SEO recommendations
 - Content/UX recommendations
 - Bound personalization integrations for target audiences

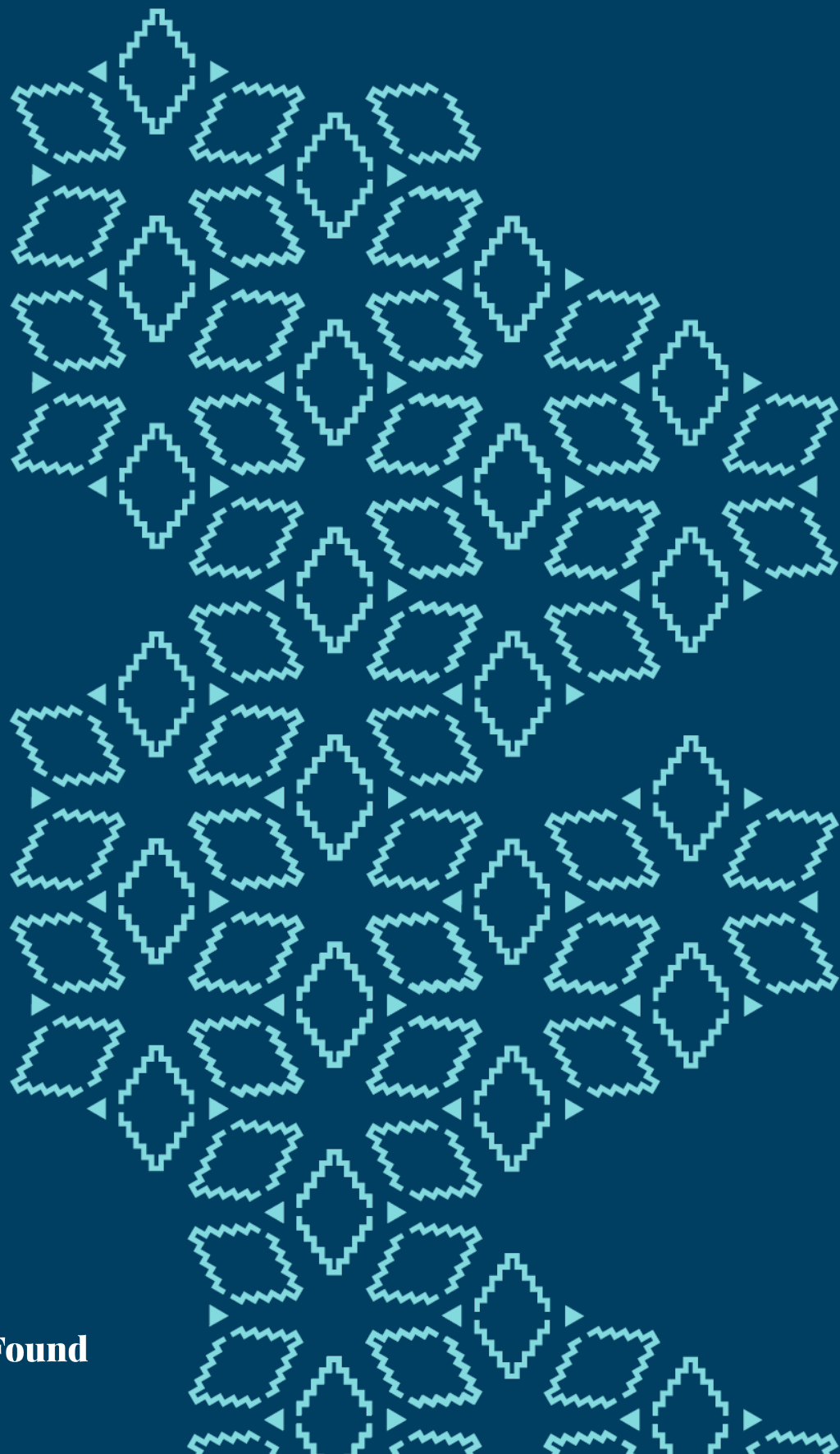


SEO Updates:

SEO Work completed in Q1

- Google Business Profile optimizations for:
 - Tourist information center in Hamilton, Bermuda
 - Tourist information center in New York
 - Bermuda Visitor Services Centre - Hamilton
 - Bermuda Visitor Services Centre - Dockyard
 - Bermuda Visitor Services Centre - St George's
- Inspiration Content Review & Categorization
- SEO Recommendations for BTA site rebuild
- Monthly data reporting and monitoring
- Content review and recommendations for pages, such as:
 - Member Only Club page
 - Work and Study Remotely from Bermuda page
 - Blog pages
 - Superyacht page
- YouTube Video Keyword Research & Optimizations
- Pinterest SEO Keyword Research & Optimizations
- Keyword Research to support content creation and updates
- Technical Audit & Optimizations:
 - Title
 - Meta Description
 - Schema Structured Data
 - 4XX & 3XX Errors
- Content Audit
- Search Trend updates & monitoring

Social Media



Channel Performance

@GotoBermuda Social Media Performance by Channel

Instagram

New followers gained: +3,995
Lifetime followers: 137,187
Engagements: 181,657 (+22% YoY)
Impressions: 6,687,261 (+142.3% YoY)
Engagement Rate: 2.9% (-49.6% YoY)
Paid Engagements: 449,398 (n/a*)
Total Paid Clicks: 1,606 (n/a*)
Cost Per Click: \$1.30 (n/a*)

Facebook

New page likes gained: -485*
Lifetime page likes: 397,447
Engagements: 110,720 (-65% YoY)
Impressions: 28,551,263 (+58.4% YoY)
Avg. Engagement Rate: 0.4% (-78% YoY)
Paid Engagements: 771,758 (n/a*)
Total Paid Clicks: 12,649 (n/a*)
Cost Per Click: \$0.26 (n/a*)

Due to Facebook's new policy changes and Meta's political affiliation, some users boycotted the platform in Jan 2025, which could be attributed to the decrease of followers in January. Social boosting was activated late Q1. YoY growth for social boosting is unavailable as social boosting in 2024 began in Q2.

Channel Performance

@GotoBermuda Social Media Performance by Channel

X

New followers gained: -129
Lifetime followers: 31,073
Engagements: 3,671 (-29.5% YoY)
Impressions: 84,795 (-26.7% YoY)
Engagement Rate: 4.3% (-3.9% YoY)

TikTok

New followers gained: +1,118
Lifetime followers: 10,832
Engagements: 17,460*
Total Video Views: 344,076*
Engagement Rate: 5.1%*

**YoY data for TikTok and Pinterest are unavailable due to backfill on Sprout. We will be activate an organic Pinterest strategy in Q2.*

YouTube

Total Subscribers: 4,340
New subscribers gained: +165
Video Views: 323,756 (+12% YoY)
Video Engagements: 2,320 (+139.9% YoY)

Pinterest*

Subscribers:: 3,483
Impressions: 105,082*
Saves: 440*



Stakeholder Support

In Q1, we featured a variety of our stakeholders to promote our seasonal sales, participating restaurants during Restaurant Weeks, and participating spas during Spa Month.

Additional stakeholder spotlights throughout the quarter to align with our monthly content themes included but are not limited to: Lili Bermuda, Sail Bermuda, Restless Native, Bermuda National Gallery, Bermuda National Trust, Masterworks, Bermuda Society of Carts, Crystal Caves, Island Tour Centre, Captain Kirks Adventures, eco-friendly businesses during Earth Month in March, group friendly hotels, whale watching tour operators, a 3-part café video series, and more.

Q1 2025 Stakeholder Support: Social Performance	
Instagram	
Total Published Posts	139
Impressions	957,148
Engagements	59,159
Engagement Rate	6.2%
Facebook	
Total Published Posts	32
Impressions	3,399,539
Engagements	39,763
Engagement Rate	1.2%
X	
Total Published Posts	27
Impressions	23,445
Engagements	855
Engagement Rate	3.6%
TikTok	
Total Published Posts	19
Impressions	301,210
Engagements	4,489
Engagement Rate	1.5%
YouTube	
Total Published Posts	13
Impressions	5843
Engagements	283
Engagement Rate	4.8%



Airline Support & Proximity Messaging

Supporting our airline partners and including proximity messaging within our content continues to be a priority across all social media channels.

BermudAir’s new direct flights to Montreal, Charleston, Rhode Island, Hartford, Raleigh-Durham and Richmond, along with their existing flights were spotlighted on our social media channels throughout the quarter. To align with our Canadian campaign, we created market-specific content and hosted an activation at the Toronto Blue Jays game with Ontario-based content creators and media to further generate destination awareness as travellers search for alternative destinations.

Showcasing the on-going and returning flights within the US market – specifically the need markets – also continues to be a content focus, with content capitalizing on social media trends to reach new audiences.

Destination-specific content is boosted to relevant markets to further support targeting.

Q1 2025 Airline Support & Proximity Messaging: Social Performance	
Instagram	
Total Published Posts	17
Impressions	321,980
Engagements	17,808
Engagement Rate	5.5%
Facebook	
Total Published Posts	14
Impressions	841,351
Engagements	12,870
Engagement Rate	1.5%
X	
Total Published Posts	13
Impressions	9,535
Engagements	414
Engagement Rate	4.3%
TikTok	
Total Published Posts	10
Impressions	101,242
Engagements	2,095
Engagement Rate	2.1%
YouTube	
Total Published Posts	6
Impressions	1,931
Engagements	79
Engagement Rate	4.09%



Experiences

In Q1, Our content showcased all there is to see and do throughout 2025 with an emphasis on the must-do experiences in the winter and spring, activities to align with Black History Month, Restaurant Weeks experiences through weekly event roundups and standalone features, and new signature experiences including Find Your Favourite Fish Sandwich Tour and The Coffee Party.

Additional signature experiences featured included the Bermuda Triangle Challenge, Carnival in Bermuda, Spa Month, Easter Weekend, Thirst Bermuda, and more.

On the weekly basis in late Q2, we began promoting the lineup of events for the week ahead to further support on-island travel planning and our partners, which included both signature experiences and small-scale events. We continue to also publish monthly roundups of events in stories and in-feed.

Supporting on-island experiences to drive visitation and support travel planning will continue to be a key across our social media channels.

Q1 2025 Experiences: Social Performance

Instagram	
Total Published Posts	246
Impressions	1,298,064
Engagements	73,605
Engagement Rate	5.7%
Facebook	
Total Published Posts	74
Impressions	1,447,090
Engagements	47,681
Engagement Rate	3.3%
X	
Total Published Posts	71
Impressions	40,562
Engagements	1,728
Engagement Rate	4.3%
TikTok	
Total Published Posts	40
Impressions	544,348
Engagements	7,900
Engagement Rate	1.5%
YouTube	
Total Published Posts	40
Impressions	5804
Engagements	381
Engagement Rate	6.5%



Promotions

In Q1, the Pink Sale campaign was completed, which saw a total of 1,894,149 impressions, 28,381 engagements, and 4,643 link clicks across all channels within the quarter. The content focused on 2025 travel planning, promoting signature and seasonal experiences, partner features, and pink-themed content to align with the creative direction of the campaign.

Bermuda Restaurant Weeks produced a total of 145,357 impressions, 3,724 engagements, and 327 link clicks, with our content capitalizing on social media trends and featuring signature experiences to drive attendance. To promote our stakeholders and the feature menus, we collaborated with local creator @shantia.aiyanna to spotlight Thyme, and @ashas_appetite to promote the experience at Devil's Isle.

Spa Month produced a total of 198,069 impressions, 12,120 impressions, and 111 link clicks. Our content aimed to continue to position Bermuda as a wellness haven through trending ASMR content, and spotlighting our partners' exclusive spa month offers.

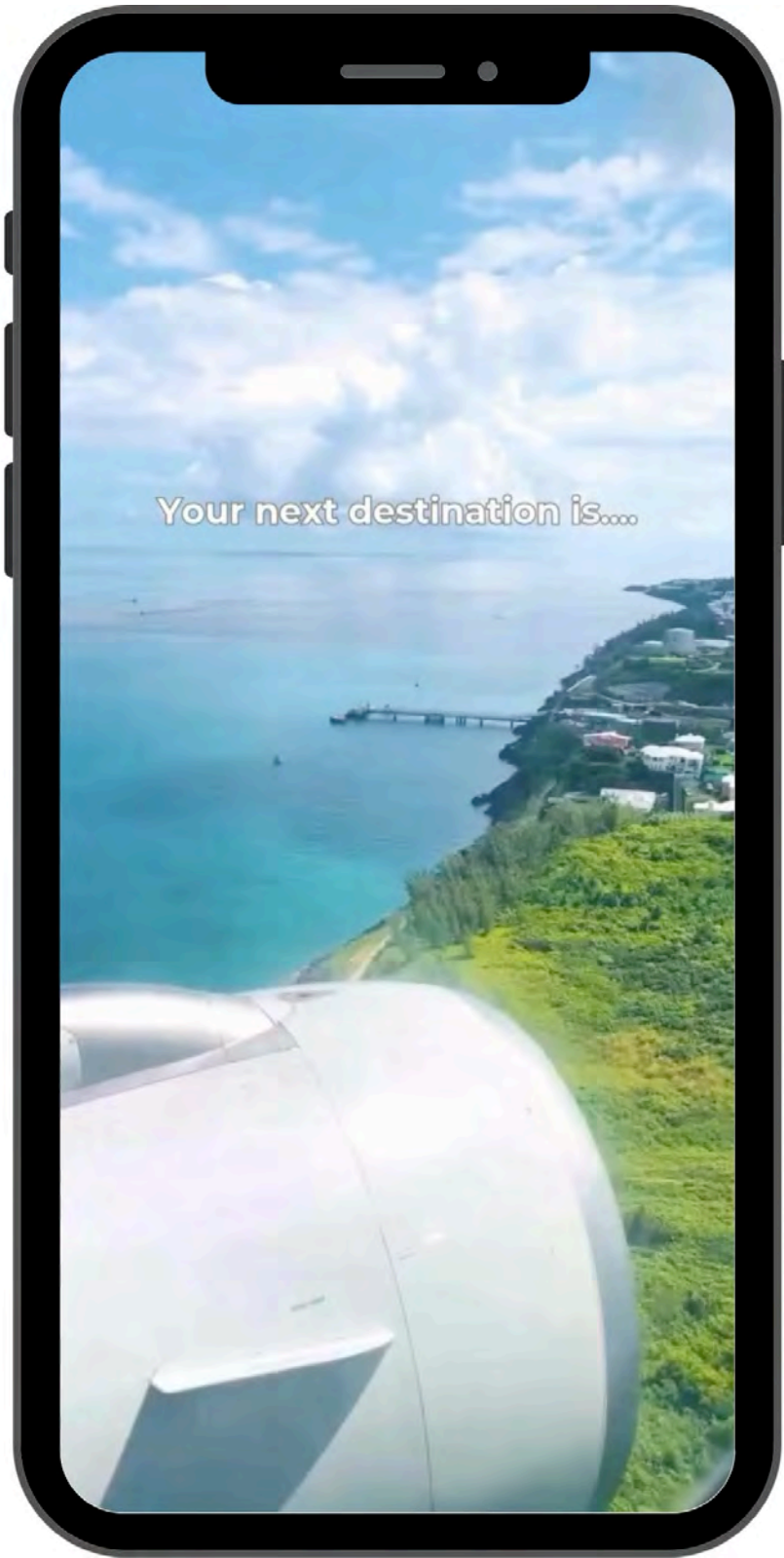
The Splash Sale launched on March 10, generating 549,135 impressions, 13,813 engagements and 333 link clicks through promoting water-centric experiences and featuring participating resorts within the quarter.

Q1 2025 Promotions Support: Social Performance

Instagram	
Total Published Posts	287
Impressions	869,247
Engagements	74,022
Engagement Rate	5.1%
Facebook	
Total Published Posts	62
Impressions	2,565,470
Engagements	29,840
Engagement Rate	1.2%
X	
Total Published Posts	48
Impressions	27,551
Engagements	991
Engagement Rate	3.6%
TikTok	
Total Published Posts	33
Impressions	240,332
Engagements	5,199
Engagement Rate	2.2%
YouTube	
Total Published Posts	29
Impressions	3,266
Engagements	259
Engagement Rate	7.9%

Content Supporting Promotions

Top Performing Content by Engagements



The Pink Sale

Total Impressions: 854,278
Total Engagements: 55,366



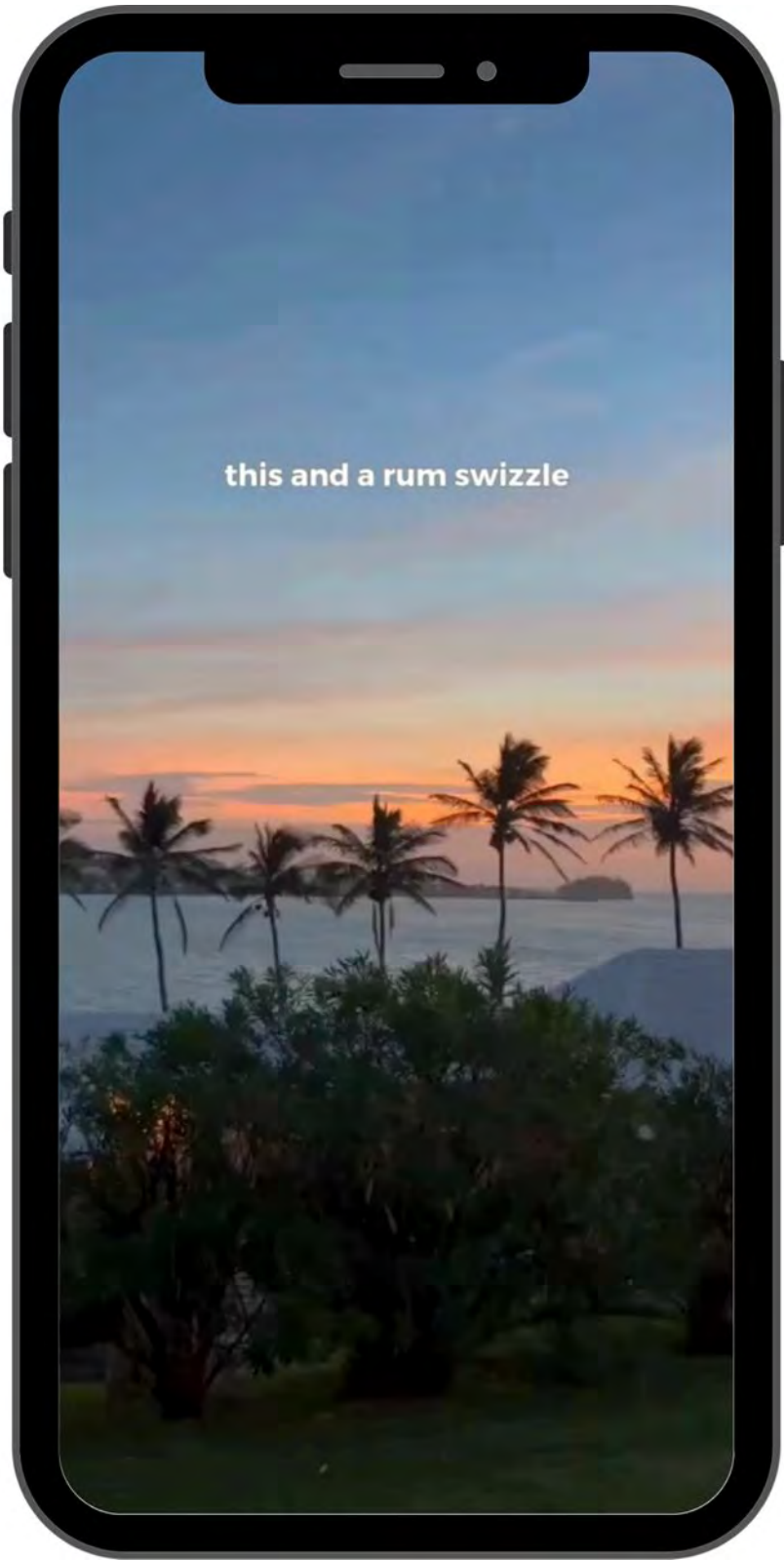
Restaurant Weeks

Total Impressions: 21,964
Total Engagements: 940



Spa Month

Total Impressions: 176,368
Total Engagements: 17,374



Splash Sale

Total Impressions: 57,533
Total Engagements: 4,103

Partnerships

Sports Illustrated

In March of Q1, we hosted Sports Illustrated Swim in Bermuda for the first time in 30 years with a stacked roster of high-profile models in March, with social media content being published through May.

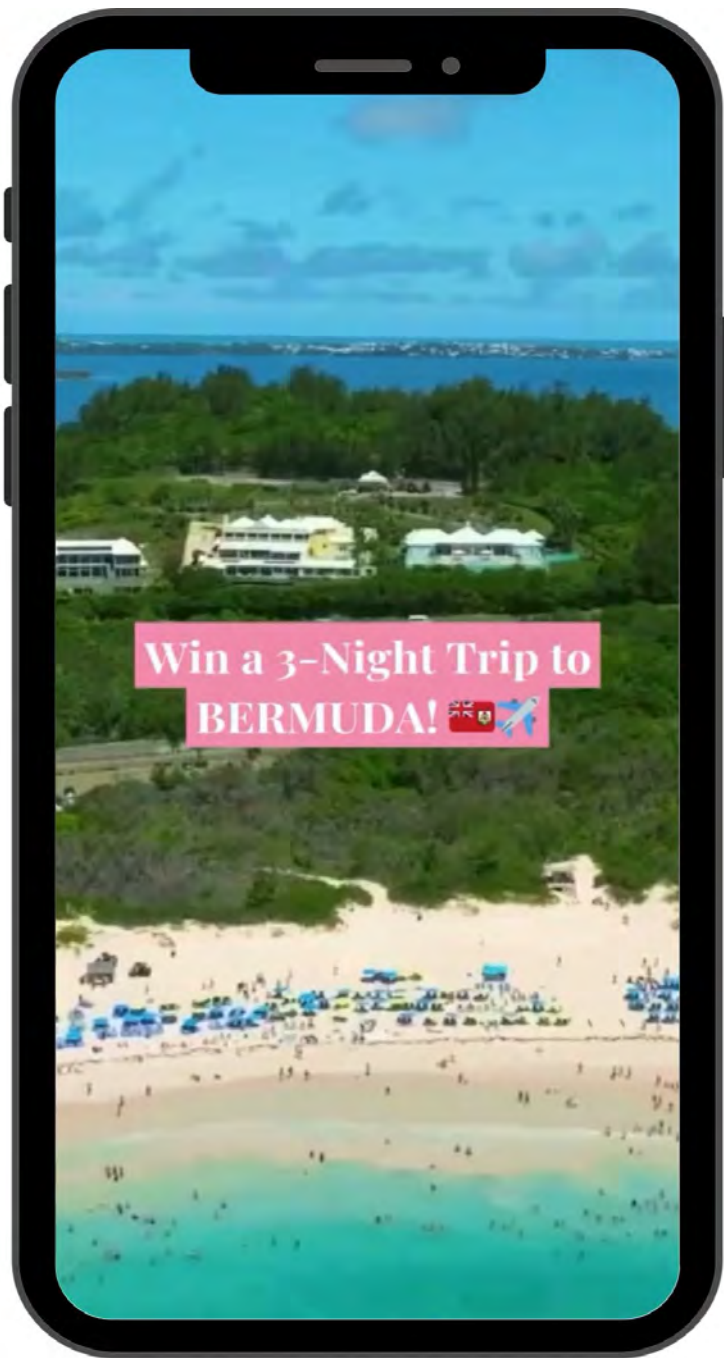
As of the end of Q1, the campaign generated a total of **583.4K engagements**, **19.5M in reach**, and an **estimated media value of \$8.9M** through 301 content pieces.



Partnerships Continued

Social Media Giveaways

In Q1, we partnered with BermudAir on two trip giveaways to reach new audiences and grow our social media followers: one 3-night Valentine’s Day giveaway in partnership with Southernviews for Valentine’s Day on February 14, and one 3-night giveaway in partnership with Carnival in Bermuda on March 13.



Valentine’s Day
+1,112 new IG followers
71,243 views
9,895 interactions



Carnival In Bermuda
+416 new IG followers
48,284 views
11,780 engagements



BTA Insights

Local Social Media Channels



Q1 Instagram

In Q1 of 2025, we shared a total of 52 posts, an increase of 550% YoY.

Overall, we generated 24,857 impressions, up over 36% YoY. Engagements jumped from 489 in Q1 2024 to 1,110 in Q1 2025 – an increase of 125% YoY. Our Engagement Rate is strong at 4.4%, up 65% YoY.

Video views are also up 42% this quarter.

Our top performing content type on this channel was carousel posts, which consistently receive strong engagement on Instagram. The top performing piece of content was a carousel post leveraging the “This Isn’t the Maldives” trend from a corporate angle.

Q1 Instagram		
	Q1 2024	Q1 2025
New followers gained	-	+143
Lifetime followers	-	4,341
Engagements	489	1,102
Impressions	18,230	24,857
Engagement Rate	2.6%	4.4%
Video Views	4,922	7,009

Q1 X

A total of 38 posts were published on X in Q1 of 2025.

We saw increases across some key KPIs, with a 61% jump in Impressions and a 38% increase in engagements. Our engagement rate dipped slightly PoP, though with the large jump in impressions it is not a surprise to see that slight downward trend.

Note that with the current political situation surrounding X and Elon Musk, some users are turning away from the platform and we may see a decline in the coming months.

Reporting data is PoP as we are unable to report on YoY comparisons due to X API.

Q1 X		
	Q4 2024	Q1 2025
New followers gained	-67	+15
Lifetime followers	3,610	3,610
Engagements	70	97
Impressions	2,333	3,771
Engagement Rate	3	2.6%



Q1 LinkedIn

In Q1, we published a total of 54 posts on LinkedIn.

This quarter, we saw positive trends across the board. Engagements were up 83% PoP, impressions were up slightly at 1%, and our engagement rate sitting at 12% for the quarter. Post clicks are also up 147% PoP.

The top performing content types on LinkedIn were carousels. Top performing content pieces varied from the "This isn't the Maldives" trend to International Women's Day and Restaurant Weeks post.

Q1 LinkedIn		
	Q1 2024	Q1 2025
New Followers Gained	+239	+253
Impressions	29,132	29,201
Engagements	1,924	3,528
Post Clicks	1,008	2,491
Engagement Rate	6.6%	12.1%



Q1 Facebook

In Q1, we published a total of 53 posts on Facebook.

We saw a considerable jump in Reach, which are up 89% over Q1 2024. We also saw a large jump in Video Views, with over 11K video views over just 500 STLY. We did see a dip in engagements and engagement rate, but that is to be expected given the recent changes to the Meta API.

Our top performing content on Facebook during this period was videos and static images. The top performing piece of content was our World Wildlife Day video.

Q1 Facebook		
	Q1 2024	Q1 2025
Net new page likes gained	+75	+103
Lifetime page likes	7,365	7,796
Engagements	5,540	3,496
Reach	71,959	136,649
Avg. Engagement Rate	7.7%	2.6%
Video Views	513	11,514

Local Production/Creative

Canadian Campaign



Easter Vignettes



Infrastructure

Building Frictionless Experiences

Bermuda Visitor Service Centre

Updates on Visitor Service Centres – Hamilton, VSC

Relocation Plan:

- New location, Hamilton Ferry Terminal – Operations shifted in Q1
- Meetings with facilities lead continue regarding co-existing at the proposed city location.
- New seasonal VSC recruitment

Current Location Transition:

- VSC vacated by February 2025 and dismantled by May 2025.
- VSC staff initially provided roaming service on Front Street to support visitors
- Joint BTA –BDA GOVT press release announcing the partnership



Local Involvement

Growing through people.

Local Involvement

Strategic Priorities Q1 2025

Our Focus:

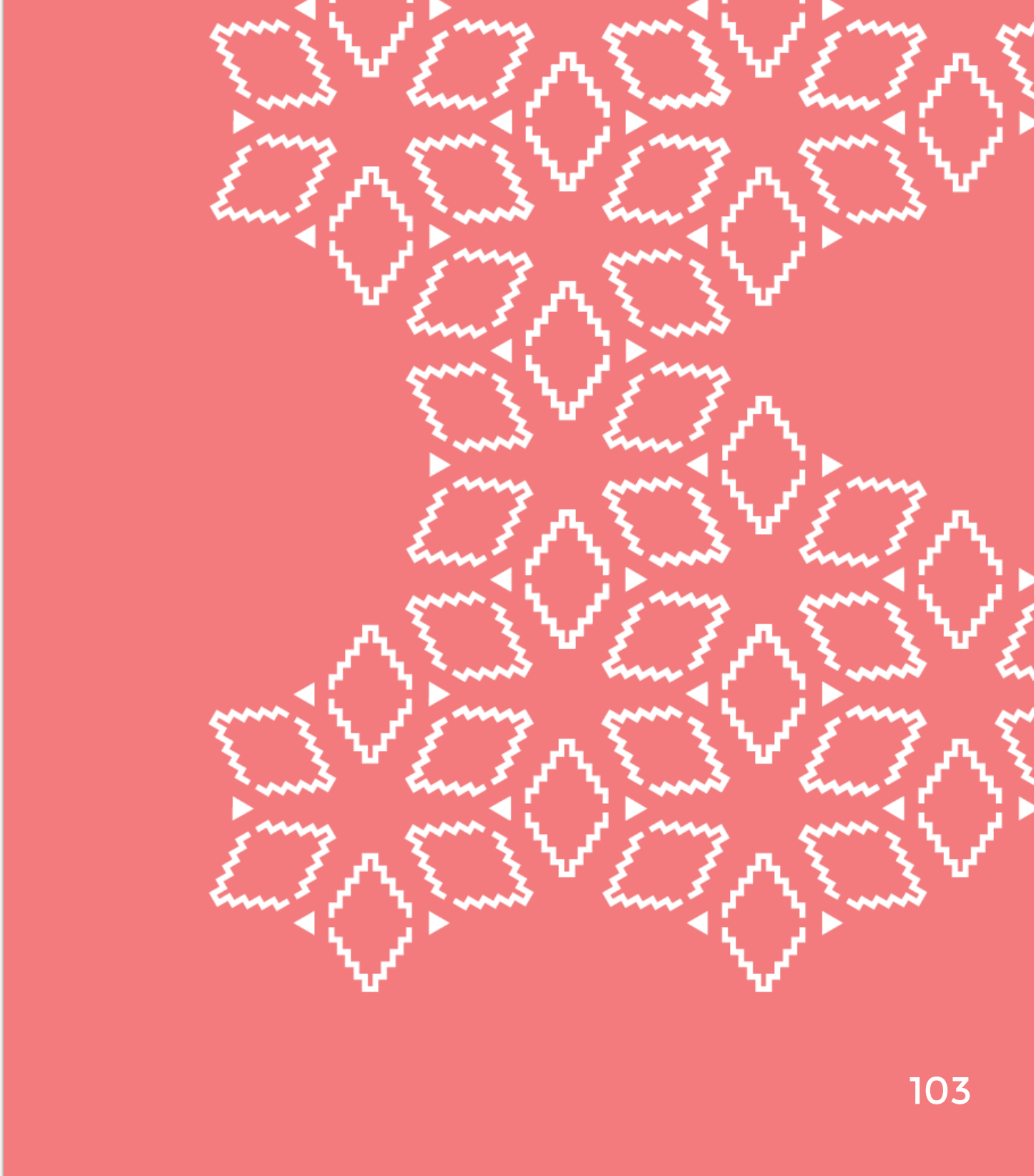
- Grow industry workforce by attracting new talent
- Raise and maintain industry standards for excellence
- Empower professionals through career development

Approach:

- Promote rewarding career opportunities in hospitality & tourism
- Set robust standards via guidelines and best practices
- Provide targeted training, education, and skill-building

Youth Outreach Initiatives

Programme Name	Description	Impact/Results
Engaged 48 Students	Delivered 6 classes at Sandy's Middle School introducing hospitality & tourism careers	High student engagement; inspired future interest
YOUR FUTURE Magazine Ad Campaign	Workshops on job skills, interviews, networking, scholarships & career planning for youth	Encouraged young Bermudians to explore tourism careers
MSA Annual Career Fair	Collaborative sessions with multiple BTA departments showcasing career paths	Broadened youth understanding of tourism opportunities



Awards & Community Recognition

Award/Initiative	Details	Highlights
Outstanding Teen Award	New hospitality category recognizing teens' spirit of hospitality	11 nominees; 2 winners received internships & prizes
BHSS Nomination Campaign 2025	Independent nomination process, online campaigns, radio interviews	528 votes received, close to projections
BHSS Awardees	Annual awards for Leading Employer, Best Customer Experience, Top Online Reputation	Royal Palms & Hamilton Princess leading in votes

Stakeholder Training & Engagement

Training Programme	Description	Outcomes
AnchorBDA Certification	In-person & online training for taxi owners, hotels, and partners	27 certified taxi specialists; 7 staff from The Loren

Online Training Platform Enhancements

Initiative	Description	Impact
BTA+ Platform Refresh	Switched from Docebo to Velsoft for improved user experience	Easier navigation, more engaging content
New Partnerships	Added Bermuda Taxi Association and VSC branches to platform	Expanded training access and self-management capabilities



Communications & Outreach Highlights

Activity	Description	Result/Reach
AnchorBDA Awareness	Social media, radio, and print ads explaining industry importance	Increased engagement, youth awareness boosted
YOUR FUTURE Ad	Full-page ad in Royal Gazette magazine highlighting hospitality career benefits	Helped guide students towards career pathways

(Year-Round)Innovation

Think like a visitor

Restaurant Weeks

Spotlighted Bermuda's culinary scene

Jan 16 – Feb 16 | 14th Year

50 restaurants participated with \$35–\$69
prix fixe menus

Added-value cocktail menus introduced at
4 bars

Live local entertainment twice a week
island-wide



Restaurant Weeks

BERMUDA



BERMUDA

Restaurant Weeks

Partner-Led Events & Engagement

Restaurant Weeks 2025

Shifted from BTA-led to partner-led signature events

8 unique, high-demand events executed including:

- Uchi Pop-Up, Sushi Art, Bonsai Experience
- Flavours of Italy, Vegan Dining, Garden Dinner

Mastercard sponsorship of \$7,000 secured

100% of participants interested in returning in 2026



Restaurant Weeks returns January 16th - February 16th, 2025

Join us on a culinary adventure and try two-course lunches and three-course dinners, inspired by Bermuda's flavors, traditions, and creative chefs. Whether you're dining in or grabbing takeout, you'll find something to satisfy your cravings and your budget. Prices range from \$35 - \$69.

Visit gotobermuda.com/restaurant-weeks for more information.

BERMUDA
GoToBermuda.com



Spa Month 2025

Overview

Aligned with Restaurant Weeks and Pink Sale
Feb 1 – Feb 28 2025 | First Year led by Experiences Team

16 spas participated; 7 offered 50% discounts

Multiple service offers from 50% of spas

67% of participants reported increased sales



6 Experiences You Need To
Try During Spa Month

New Winter Experience Curation

Launched 3 first-of-their-kind activations:

1. Guided Heritage Tours (Globe & Verdmont)
2. The Coffee Party at Brew (Sat. DJ social)
3. Find Your Favourite Fish Sandwich Tour (East End)

All aimed at frictionless, immersive visitor engagement



Proof of Concept & Sustainability

New Activations

Provided support for extending existing experiences into the Winter/Spring and conceptualization of new and innovative Winter experiences for visitors

- Supported Bermuda National Trust to extend Verdmont Tours into Q1
- Introduced the Coffee Party drew 30-100 visitors weekly
- Strong engagement on social media across all activations
- Model promotes scalable, sustainable tourism experiences

Teams & Groups

Growing through groups.

Q1 2025 Key Outcomes

Group Sales

- Strengthened relationships with MICE planners & corporate decision-makers
- Generated \$5.7M+ in EEI from confirmed business
- Positioned Bermuda as a premium destination in key North American markets
- Sustained visibility in legal, corporate, and incentive travel sectors

Group Leads

Tentative Group Leads

- 41 Tentative Leads
- 14,921 Room Nights
- 4,722 People

Booking Window: June 2025 – July 2029

Definite Group Leads

- 22 Definite Leads
- 4,053 Contracted Room Nights
- 1,181 People

Estimated Economic Impact (EEI):
\$5,706,458

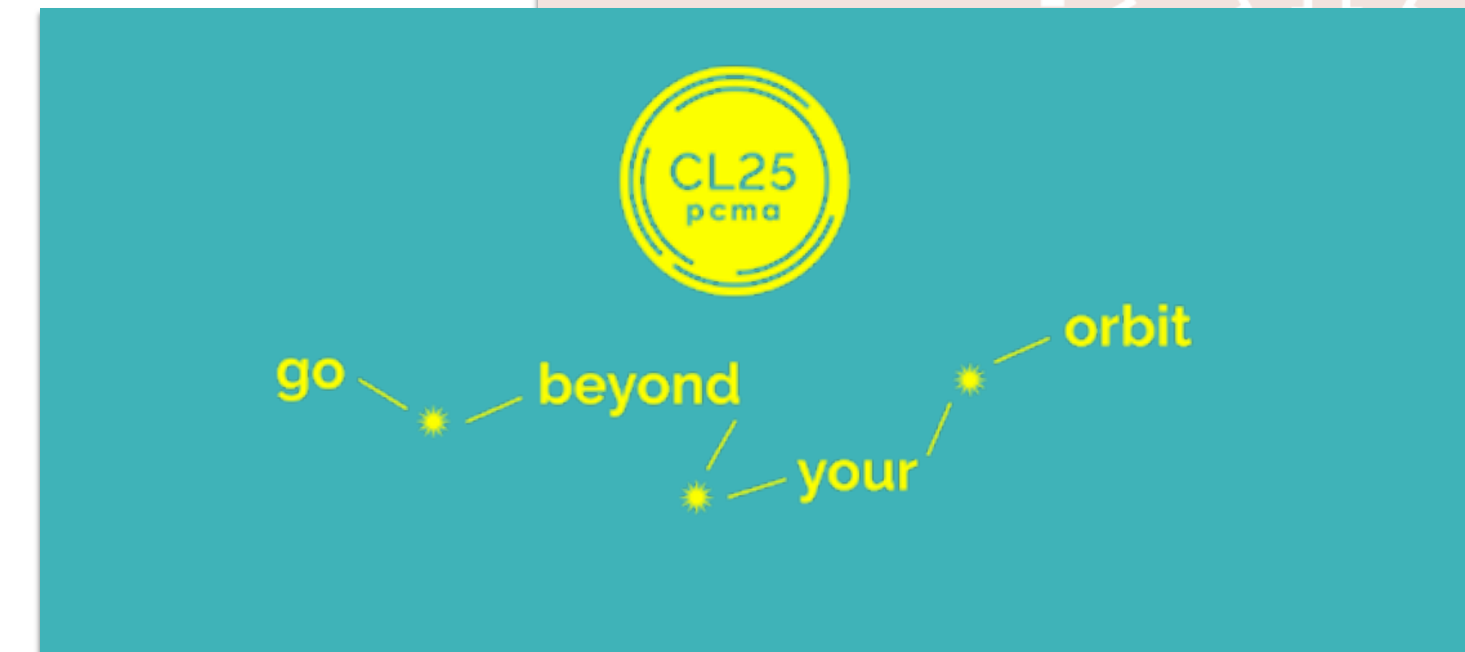
Strategic Trade Show Engagement

PCMA Convening Leaders (Jan 12–15, Houston, TX)

- Theme: “Beyond Your Orbit”
- Networking with CVB Reps & NCBMP
- Rep: Jallande Greaves

Satellite Offices of Atlanta (Feb 7, Alpharetta, GA)

- 161 MICE clients
- Collaboration with Hamilton Princess
- Rep: Donna Douglas



Advisor Outreach and Engagement

Travel Trade

NJ ACT Tradeshow (Feb 6, Pt. Pleasant, NJ)

- 75 Advisors, 8 Vendors
- Roundtable destination updates
- Rep: Donna Vitale-Schwartz

ALHI Legal Exchange (Mar 5–7, Fort Lauderdale, FL)

- Legal sector-specific networking
- Rep: Chris Keane



Buyer & Supplier Relationship Building

Group Sales Outreach Activities

SMU International (Mar 10–12, New York, NY)

- 25 one-on-one meetings
- High-value buyer interaction
- Rep: Donna Douglas

Conference Direct APM (Mar 17–19, Philadelphia, PA)

- Roundtable sessions & NECVB-hosted event
- Rep: Donna Douglas



Executive Development & Leadership Engagement

Group Sales Development

ALHI Executive Women in Leadership (Mar 31–Apr 2, Phoenix, AZ)

- Senior-level leaders in meetings and incentive travel
- Female-exclusive event
- Rep: Donna Douglas

Year-Round

Embracing seasonality

Year-Round Pillar – Q1 2025

Business Development

All events in this section have been spearheaded by the Business Development unit and fit within the Year-Round pillar of the National Tourism Plan. There has been an expanded shift from primarily Sports Tourism to incorporate other verticals including education.

Overall Visitors	1,655
Economic Impact	\$5,280,309.56
Group Types	Running, Golf (2x), Gaming, Education

Bermuda Triangle Challenge

Jan 17–19 | Vertical: Running

Visitors: 1,199 overseas (627 runners) + 1,255 residents

Economic Impact: \$3.6M | ROI: 3,500% on \$100K sponsorship

1,882 total participants (record year)

Multiple race formats: 1 Mile, 5K, 10K, Half & Full Marathon

Strong local engagement: 700+ volunteers

Finish line celebrations: Gombey, DJ, food & drinks



Bermuda Regional Bridge Tournament

Jan 25–31 | Vertical: Gaming

Visitors: 222

Economic Impact: \$982,280

Prestigious annual bridge competition

Opening night 'James Bond' theme,
formal gala

Multiple social events: teas, lectures,
closing gala



AJ GA Butterfield Bermuda Junior Championships

Jan 16–19 | Vertical: Golf

Visitors: 157 international

Economic Impact: \$363,568.67

Held at Port Royal Golf Course

Players from 7 countries & 17 U.S. states

8 U.S. college commits



Atlantic-Caribbean Education Conference

Feb 19–21 | Vertical: Education

Visitors: 25 international

Economic Impact: \$94,460.89

Hosted by Chatmore British International
School

Theme: Collaboration, Cohesion,
Confidence

British & Caribbean education leaders

Bermuda Ladies Pro-Am Golf Classic

Mar 9–15 | Vertical: Golf

Visitors: 52 international

Economic Impact: ~\$240,000

Premier women's golf event

Pompano Beach Resort host venue

Q1 Year-Round Impact

Key Takeaways

Key Takeaways – Q1 Impact	
Visitors	1,655 across five niche events
Economic Impact	\$5.28M during off-peak season
Engagement & Reach	Strong community engagement & global reach
Sponsorship ROI	Demonstrates return on BTA investment
Destination Positioning	Positions Bermuda as a year-round niche-event destination

Mitchell House Museum Activation

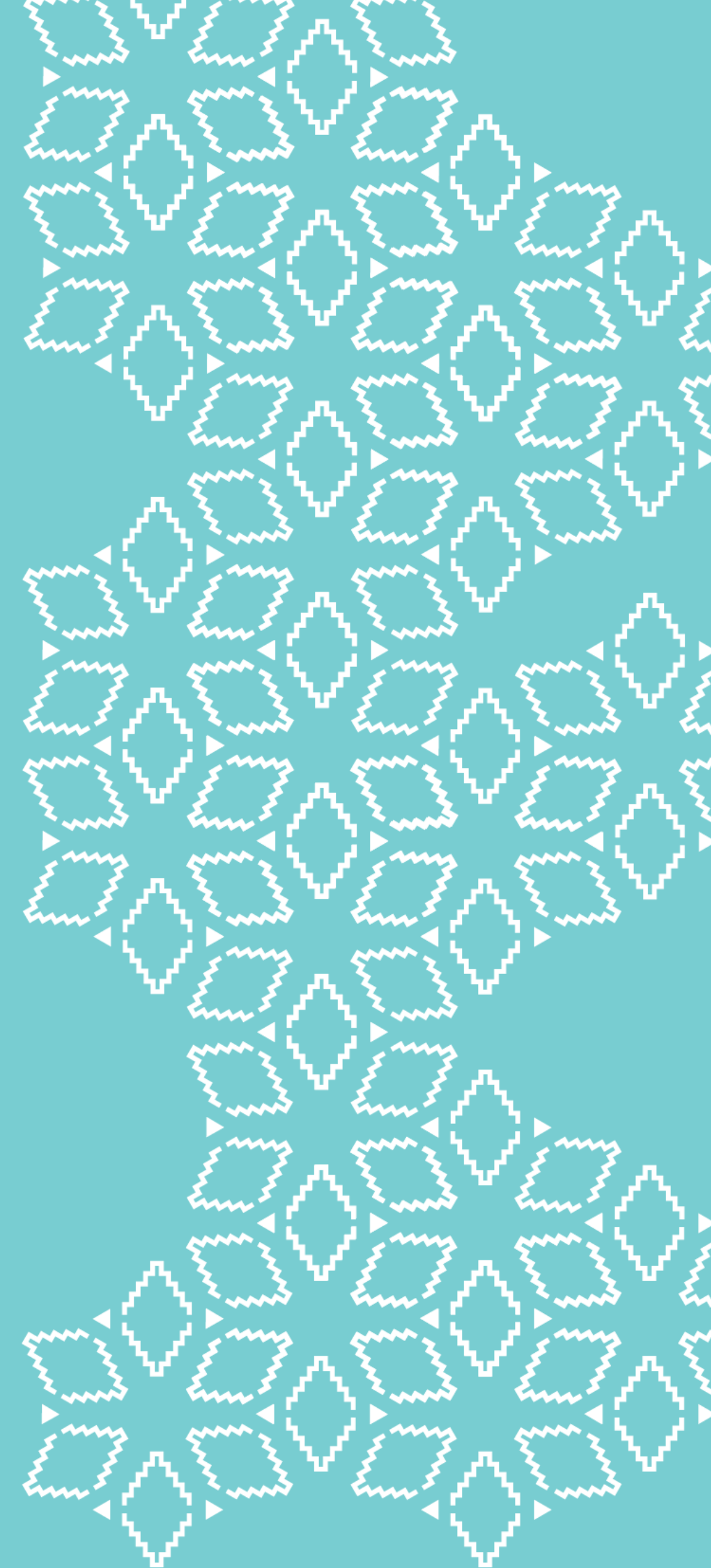
Non-Summer Experiences – History, Heritage & Culture

Open daily (except holidays) from March–Dec 2025

Interactive live demos of Gutenberg Press - weekly

Visitor-friendly scheduling adds depth to St. George's offerings

Hands-on experiences add value to traditional museums



Financials Q1

Finances

Report for Q1 ending March 31, 2025

The accounts to 31 March 2025 are measured against the provisional budget approved by the board in January 2025. The grant for 2025 – 2026 has not yet been announced and the budget may be required to be adjusted accordingly. The audit for the accounts to 31 December 2024 is currently in process.

Income statement

Income

Government grant – This is the final quarter of the 2024/2025 Government grant of \$16.5m and includes the balance (\$250k) of the further reduction of \$500k during the year.

Tourism Authority Fee – at \$1,024k these are currently \$90k above budget and \$140k above the prior year.

Cruise ship passenger fee – these will commence on 1 April.

Costs

Overall, direct costs are \$309k below budget, with all divisions either in line with, or below budget.

General costs are currently \$8k below budget with most categories in line with, or below budget with the exception of Legal and Professional costs.

Income Statement

Bermuda Tourism Authority
For The Quarter Ended 31 March 2025

	Q1			Year To Date		
	Actual	Budget	PY	Actual	Budget	PY
Income	4,913,919	4,846,570	5,757,354	4,913,919	4,846,570	5,757,354
Direct costs	3,667,680	3,977,220	7,696,727	3,667,680	3,977,220	7,696,727
Direct surplus (deficit)	1,246,240	869,350	(1,939,373)	1,246,240	869,350	(1,939,373)
Structure, general & administration costs	2,260,392	2,346,413	2,349,494	2,260,392	2,346,413	2,349,494
Operating surplus (deficit)	(1,014,152)	(1,477,063)	(4,288,867)	(1,014,152)	(1,477,063)	(4,288,867)
Net finance costs	13,816	10,933	16,639	13,816	10,933	16,639
Net surplus (deficit) for the period	(1,027,968)	(1,487,995)	(4,305,506)	(1,027,968)	(1,487,995)	(4,305,506)

Income Statement

Bermuda Tourism Authority

For The Quarter Ended 31 March 2025

	Q1			Year To Date		
	Actual	Budget	PY	Actual	Budget	PY
Income						
Grants, subsidy & contribution income	3,885,000	3,885,000	4,750,000	3,885,000	3,885,000	4,750,000
Tourism authority fee	1,023,644	933,320	883,266	1,023,644	933,320	883,266
Vacation rental properties TAF	4,880	27,500	124,088	4,880	27,500	124,088
Other income	395	750		395	750	
	<u>4,913,919</u>	<u>4,846,570</u>	<u>5,757,354</u>	<u>4,913,919</u>	<u>4,846,570</u>	<u>5,757,354</u>
Direct costs:						
Marketing	2,704,075	2,763,873	2,605,115	2,704,075	2,763,873	2,605,115
Group Sales	281,682	270,960	133,782	281,682	270,960	133,782
Business Development & Experiences	384,312	559,250	4,668,171	384,312	559,250	4,668,171
Operations	297,611	383,137	289,658	297,611	383,137	289,658
	<u>3,667,680</u>	<u>3,977,220</u>	<u>7,696,727</u>	<u>3,667,680</u>	<u>3,977,220</u>	<u>7,696,727</u>
Structure, general & administration costs:						
Staff costs	1,530,322	1,606,609	1,631,453	1,530,322	1,606,609	1,631,453
Communications & IT	166,410	162,579	136,741	166,410	162,579	136,741
General expenses	161,414	204,887	217,460	161,414	204,887	217,460
Marketing	-	1,000	-	-	1,000	-
Premises	217,724	221,863	202,284	217,724	221,863	202,284
Professional fees	178,333	137,725	156,411	178,333	137,725	156,411
Equipment	6,188	11,750	5,145	6,188	11,750	5,145
	<u>2,260,392</u>	<u>2,346,413</u>	<u>2,349,494</u>	<u>2,260,392</u>	<u>2,346,413</u>	<u>2,349,494</u>

Balance Sheet

Assets, Equity & Liabilities

Balance Sheet

Bermuda Tourism Authority

March 31, 2025

ASSETS	Q1
Current Assets	
Cash & Bank	1,345,561
Accounts Receivable	438,558
Accrued Income & Prepaid expenses	1,050,184
Total Current Assets	2,834,303
Non-current Assets	
Fixed assets	114,165
Investment	200
Total Assets	2,948,668
EQUITY & LIABILITIES	
Accumulated Surplus	(1,099,033)
Current Liabilities	
Vendor Payables	1,185,391
Accruals	2,484,002
Deferred Income	276,606
	3,945,999
Long term Liabilities	
Lease Obligations	101,702
Total Equity & Liabilities	2,948,668

