

April – June 2025

Bermuda Tourism Authority: Driving Results Through Strategic Action

In Q2, Bermuda's tourism sector showed **resilience and measured growth**, despite capacity constraints and infrastructure challenges. Our collective efforts—aligned to the pillars of the **National Tourism Plan**—helped deliver meaningful outcomes that support Bermuda's long-term tourism success.

Highlights from Q2 Performance:

- Leisure Air Arrivals: Up nearly 3% year-to-date, with increased family and senior travel.
- Visitor Spending: Air vacationers spent \$134.9M year-to-date, averaging \$2,133 per visitor (+2%).
- Air Capacity: Inbound seats contracted (-6% in Q2), yet load factors improved.
- Accommodation: Hotel occupancy +4% YTD, ADR +8.4%, RevPAR +12.7%.
- Cruise Arrivals: 210,947 visitors YTD, down from 2024 but rebounding in summer.
- Maritime: 67 superyacht calls (+23%), underscoring growth in the luxury sector.

This report highlights the corporate activities and stakeholder collaborations that supported these results—framed through our core pillars:

- Awareness
- Greener (Sustainability)
- Infrastructure
- Local Involvement
- Innovation
- Teams & Groups
- Year-Round

It also includes a review of Q2 financials to provide a complete picture of organisational impact.

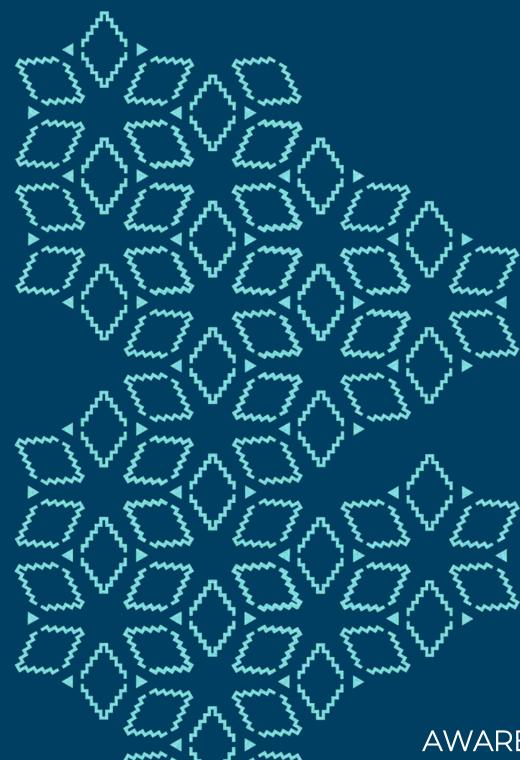




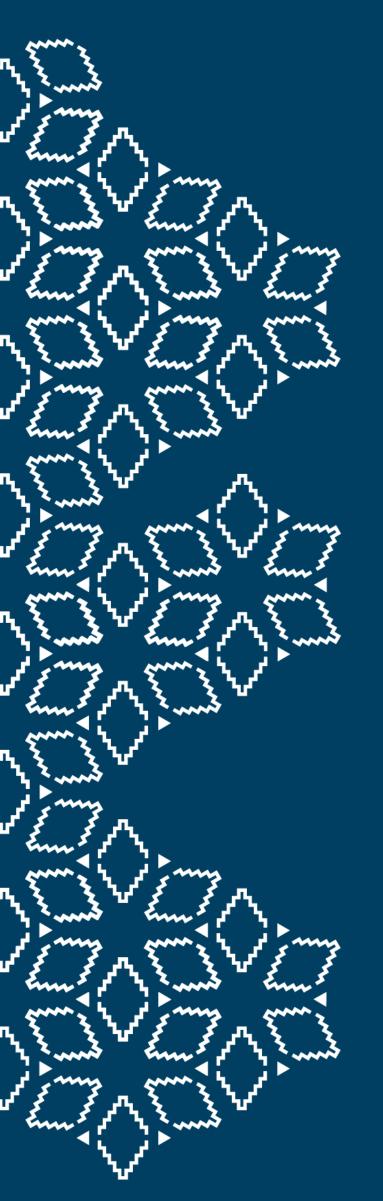
Awareness & Relevance

Differentiating Bermuda

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 April 1 – June 30, we ran four unique Paid Media campaigns each with specific objectives. The campaigns were:

- Always-On (Digital & Social) Spring + Summer
- Splash Sale
- Hellooo Summer
- Canada Campaign

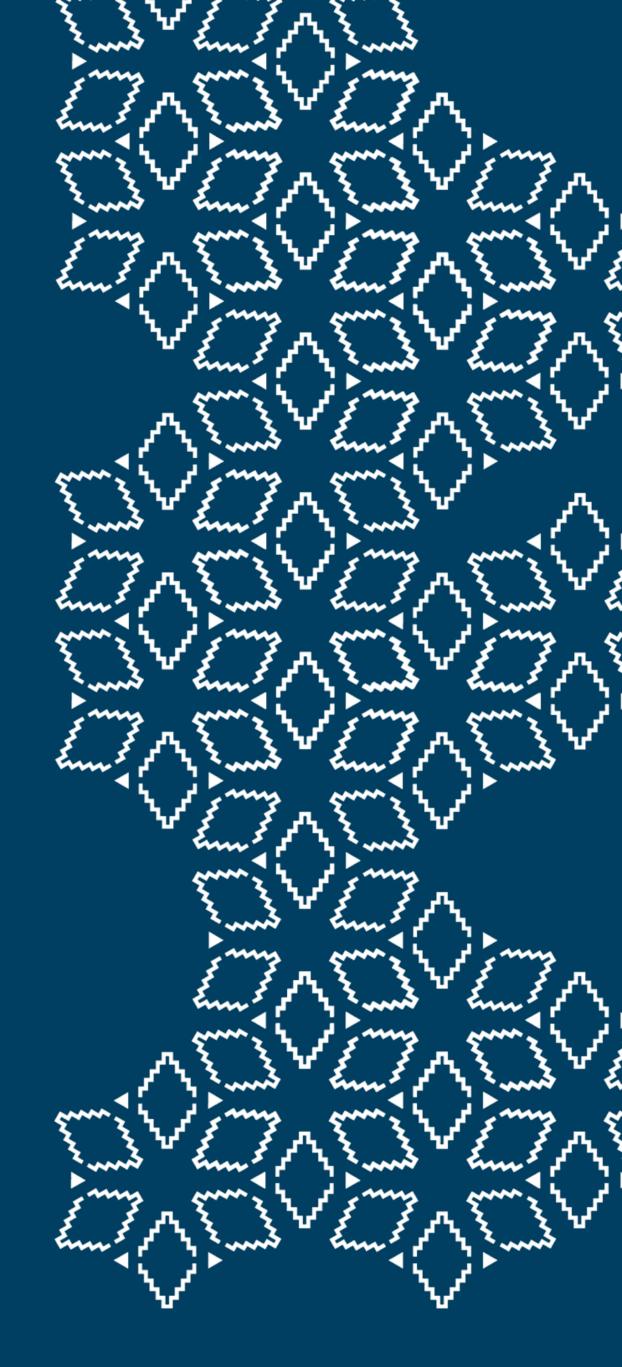
Each campaign ran unique creative on various channels, based on the campaign objectives set forth. We also ran eight custom partnerships not directly tied to campaigns.

In addition to the campaigns above, we also ran on Social Media channels including Meta, Instagram, Reddit, Pinterest, and TikTok.

BERMUDA Lost Yet Found

Objectives & KPIs

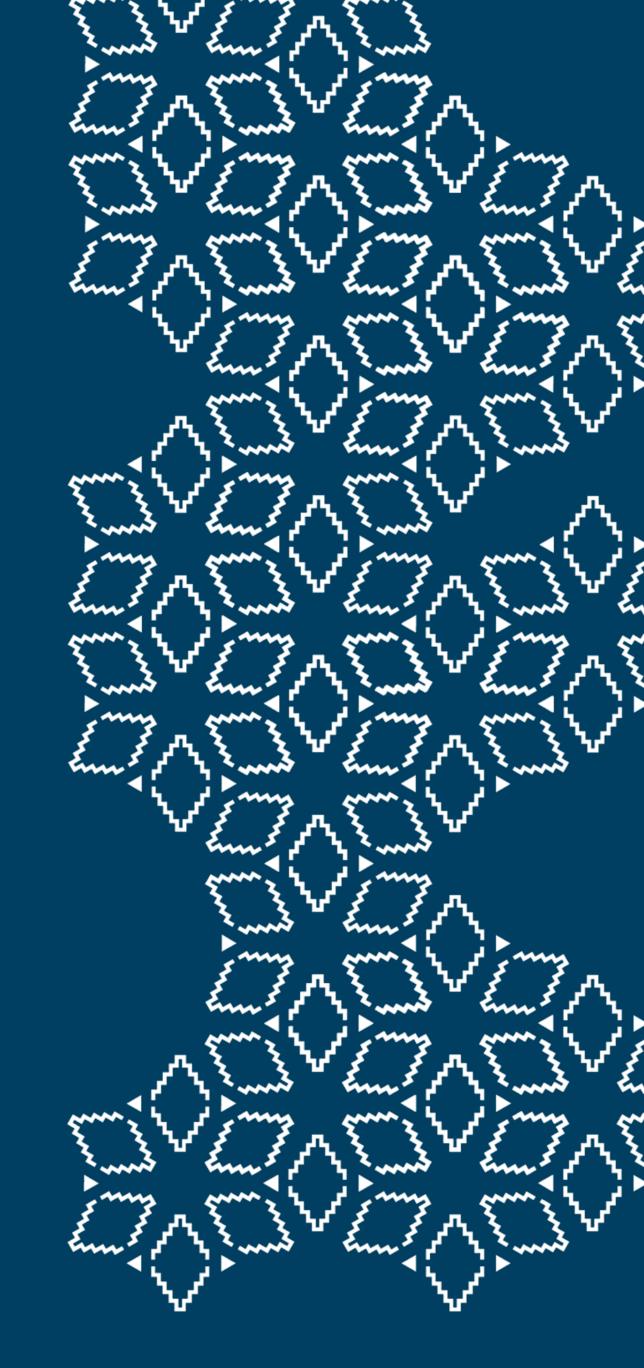
CAMPAIGN	OBJECTIVE	PRIMARY KPIs
Always On	Increase awareness of Bermuda as an ideal travel destination. Drive traffic to the GoToBermuda.com and use content on the site to encourage conversions /bookings.	CTR, Impressions, VCR, Pageviews, and Engagement
Splash Sale	Increase awareness of Bermuda and drive hotel and airline bookings.	Engagement Rate, Bookings, CTR, and Reach
HellOOO Summer	Increase awareness of Bermuda and drive engagement toward Bermuda hotels' HellOOO Summer deals	Reach, Impressions, CTR, VCR, Pageviews, and Engagement
Canada Campaign	Capitalize on negative sentiment around U.S. travel for Canadians, increase awareness, and drive engagement	Engagement Rate, Bookings, CTR, and Reach



Geographic Analysis

Top Performing Geos by Channel:

CHANNEL	KPI	TOP 5 MARKETS
DIGITAL	Impressions	NYC, Toronto, Philidelphia, Boston, Washington D.C.
	Conversions	NYC, Boston, Philadelphia, Toronto, Los Angeles
SEM	Clicks	Boston, NYC, Philadelphia, Toronto, Atlanta
	Conversions	NYC, Boston, Toronto, Philadelphia, Atlanta
SOCIAL	Website Sessions	Toronto, New York, Halifax, Boston, Los Angeles
	Conversions	Toronto, New York, Boston, Halifax, Philadelphia



Audience Targeting Approach

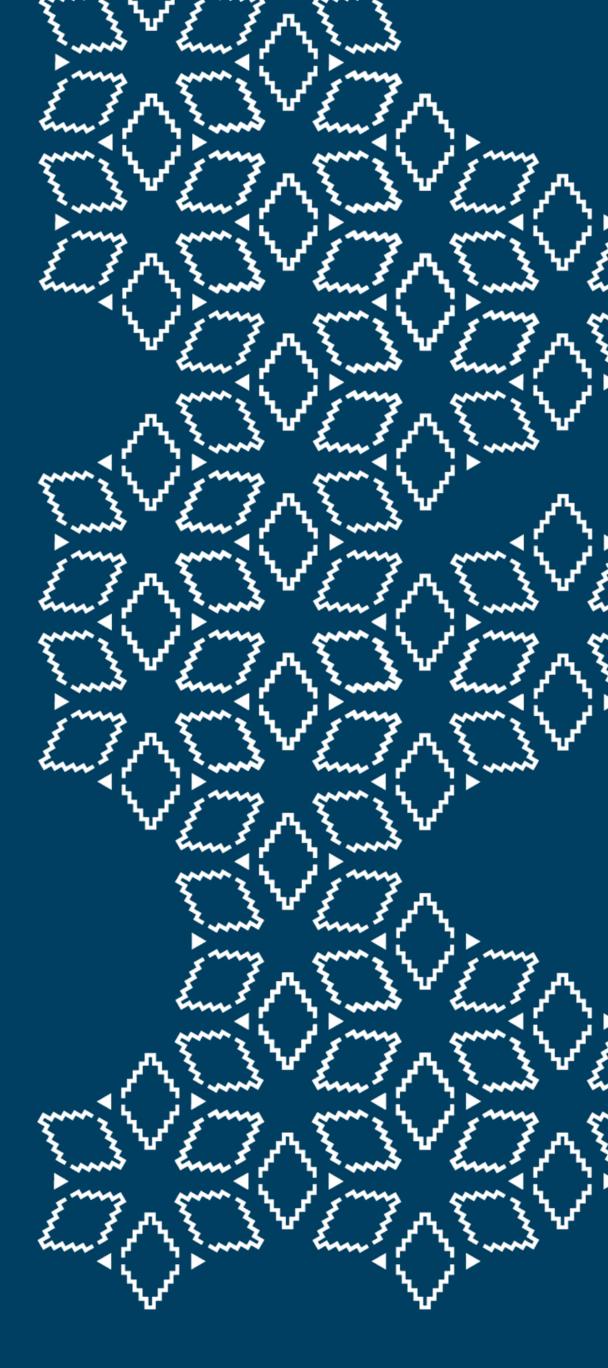
Overall Targeting Approach

Prioritise a general Travel Intender audience while also focusing on the luxury travel audience where applicable.

Layer on Geographic targeting: Adjusting markets accordingly based on campaign needs and seasonal direct flights.

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

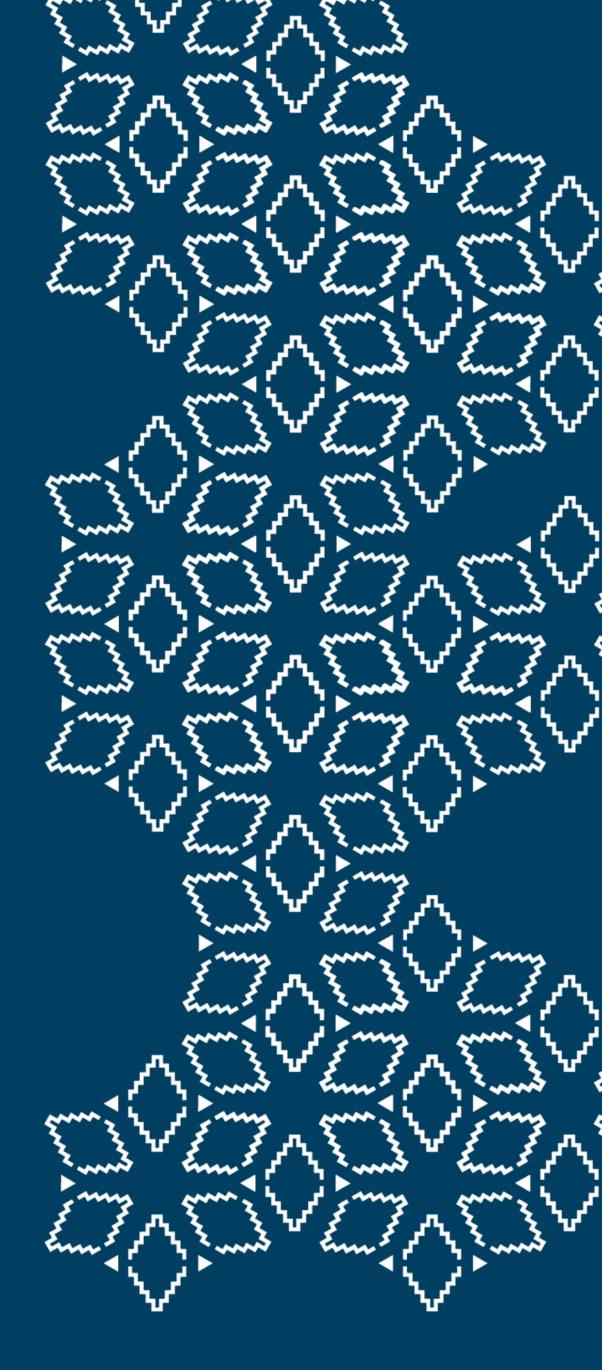
- Luxury Travelers
- Jet Setters
- Foodies
- Adventure Enthusiasts
- Group Travelers
- Family Travel
- Beach Vacations



Audience Analysis

Top Performing Audiences by Campaign

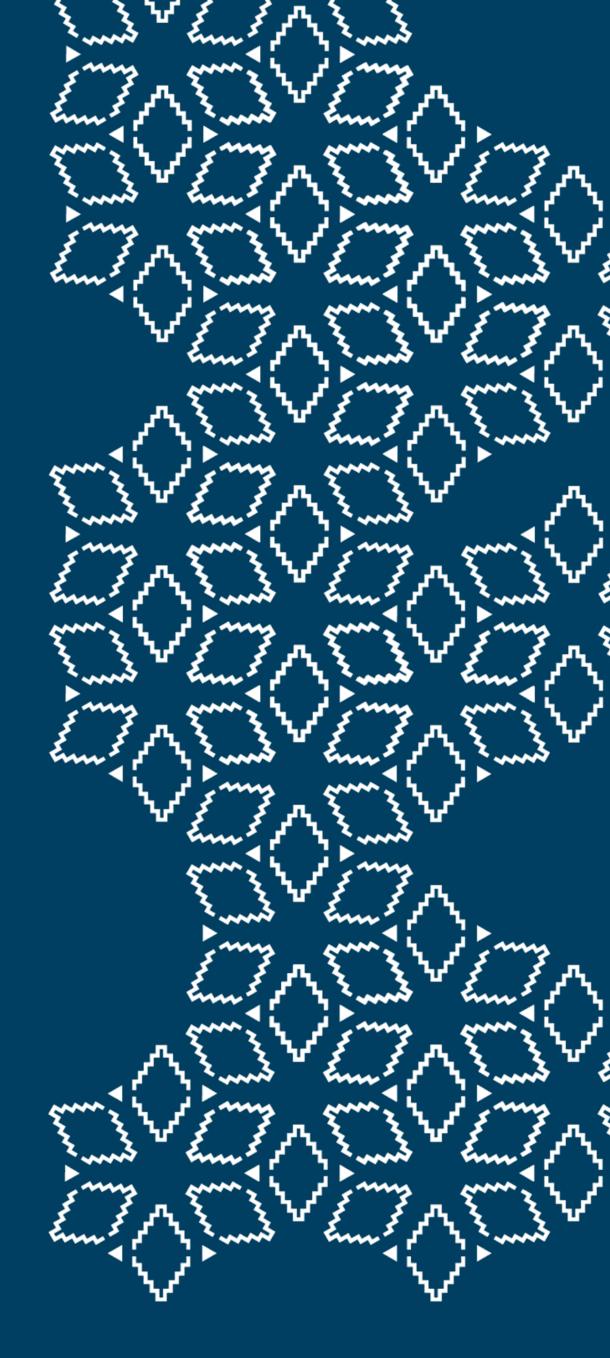
CAMPAIGN	DIGITAL	SOCIAL
Always On	Frequent Travelers/Jetsetters	General Travelers, Summer Flydays
HellOOO Summer	Golf Enthusiasts	General Travelers/ Retargeting
Splash Sale	General Travelers	General Travelers/ Retargeting
Canadian Campaign	General Travelers/Travel Interest	n/a



Geographic Overview

Targeting by Campaign:

CAMPAIGN	DIGITAL
Always On/Splash Sale	Primary: New York City, Boston, Washington D.C., Philadelphia, Newark, Miami, Charlotte, Baltimore, Toronto, Halifax
	Secondary: Los Angeles, Hartford, Atlanta, Chicago, Austin, Dallas, San Francisco
HellOOO Summer	Primary: New York City, Boston, Washington DC, Philadelphia, Newark, Miami, Charlotte, Baltimore, Toronto, Halifax, Montreal, Charleston, Providence, Raleigh/Durham
Canada Campaign	Montreal/Toronto/Halifax

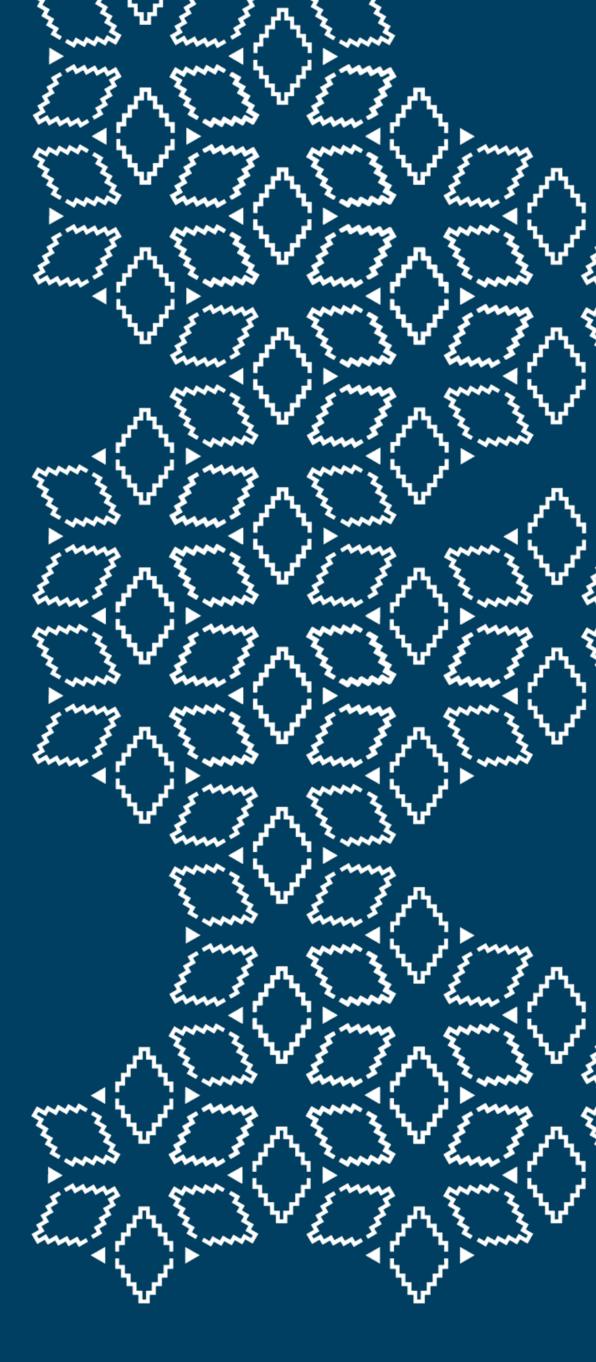


Individual Campaign Performance Metrics

Campaign Performance – Highlights:

- Always-On Marketing: Kept Bermuda visible year-round with strong video engagement (over 98% completion on Connected TV ads).
- Hello Summer Sale: Drove strong visitor interest with over 45K ad clicks and 80K bookings recorded.
- Spring Splash Sale: Helped boost early season travel with 34K conversions.
- *Takeaway:* Campaigns delivered millions of impressions globally, with video ads proving especially effective at keeping Bermuda top of mind.
- Canada Campaign: Reached over 22 million Canadians, encouraging summer travel to Bermuda and generating more than 53K conversions.
- Custom Partnerships: Collaborations with key travel and media partners reached over 32 million people and drove more than 322K conversions.

Takeaway: Targeted campaigns helped us connect with key markets (especially Canada), while partnerships gave Bermuda extended reach and credibility.



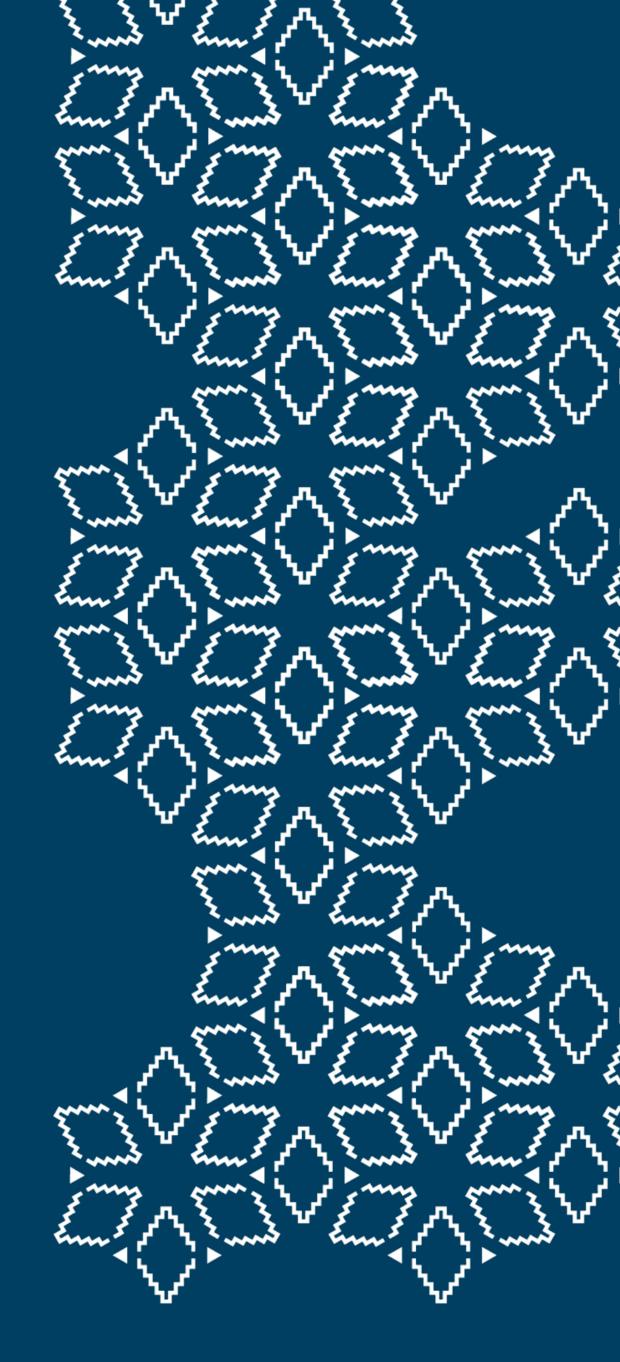
Channel Performance

Performance by Channel

How People Found Us Online:

- •Digital Ads (overall): Over 124 million views, helping Bermuda stay visible across markets.
- •Facebook & Instagram: Largest engagement drivers hundreds of thousands of clicks and visits to Bermuda content.
- •TikTok: Strong for awareness with 7M+ impressions, though visitors engaged less deeply than on Instagram or Facebook.
- •Reddit & Pinterest: Niche but effective helped diversify reach and reach younger travelers.
- •OOH (Billboards & Outdoor): 14 million impressions, reinforcing Bermuda's presence in high-traffic areas.

Takeaway: Bermuda's message reached travelers across multiple channels, with social media and digital ads driving the most meaningful engagement.



Ad Creative Analysis: Digital

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

Vendor: ClickTripz/Tiki

Campaign: Always On

Tactic: Envoy Al Chatbot

Clicks: 3,907 CTR: 30.82%

Vendor: Undertone

Campaign: Always On

Tactic: Page Grabber Cross Screen

Clicks: 167,285

CTR: 7.82%

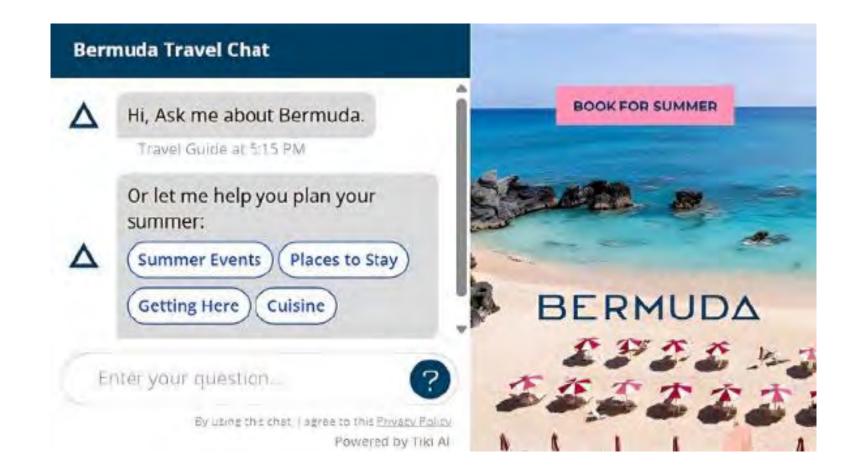
Vendor: Nativo

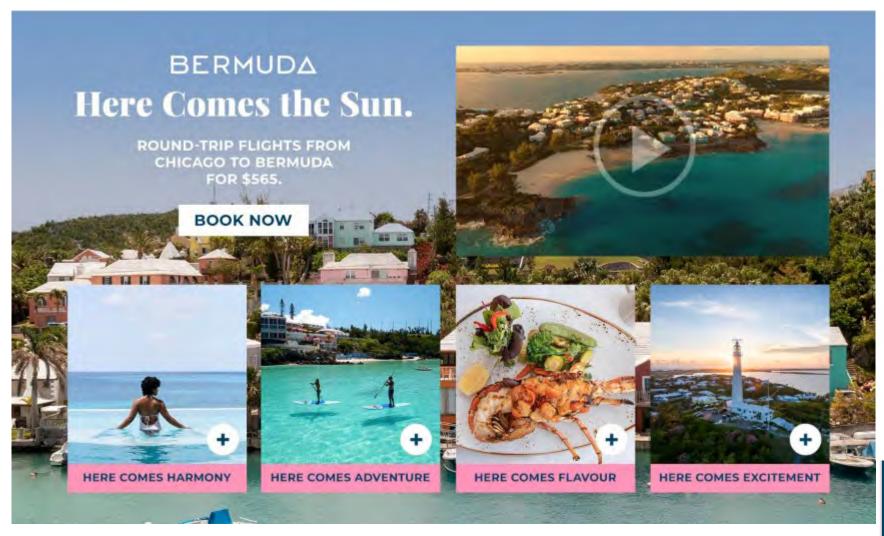
Campaign: Always On

Tactic: Native Article Content Landing Page

Clicks: 221

CTR: 5.95%





Step Inside Bermuda's Dazzling Underground World

Tellmont Service of the 14.20%



To see one of Bermuda's report owe-implifing onture ortradions, you'll have to go surderground. The Crystal Caves, thought to be williams of years old, house inamotic formations and a dear operated lake. This aver-inspiring subtenancer word has inspired averyone from Mark Twell to the creators of Araggie Redic.



Formed during the los Age and discovered in the early 1900s; Sereruda's Crystal Coves are a reproduction agent to benefit and a continues applicating year wise, that the this indicay on much as the saltural beauty that makes there earlie covers are of the listerfal most popular.

To start we have to go back. Way tack to the Plainippered for Ago approximately 1.6 million years ago. Much of the Earth's colone toots, see levels orgons and relevator susped into Sermicia's litrespone, creating history traver, in and around the blood. Not much happened. for the rend million years or so. But around the arm of the 25th century, things started to get

A Game of Cricket Leads to Discovery

Picture E. It's the spring of 1907 and two Bermudian terringers. Deri Gittons and his frishell Epase Halife, are playing a game of the telang's favourte aport, pricket, Eccar loaces a pilot a notion high and suburally, Carriers after his

Matter than respireting the ball boxesies. Call andoes a cultion thing, a visid fore entiting. minm in from somewhere below, frafquest, the boys dig away at the earth and absorpt as





Ad Creative Analysis: Digital

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

Vendor: AdGenuity- Amazon

Campaign: Canada Campaign

Tactic: Display

Impressions: 7,549,293

Vendor: AdGenuity- Vistar

Campaign: HellOOO Summer Tactic: Digital Out of Home

Impressions: 7,018,993

Vendor: DotDash Meredith

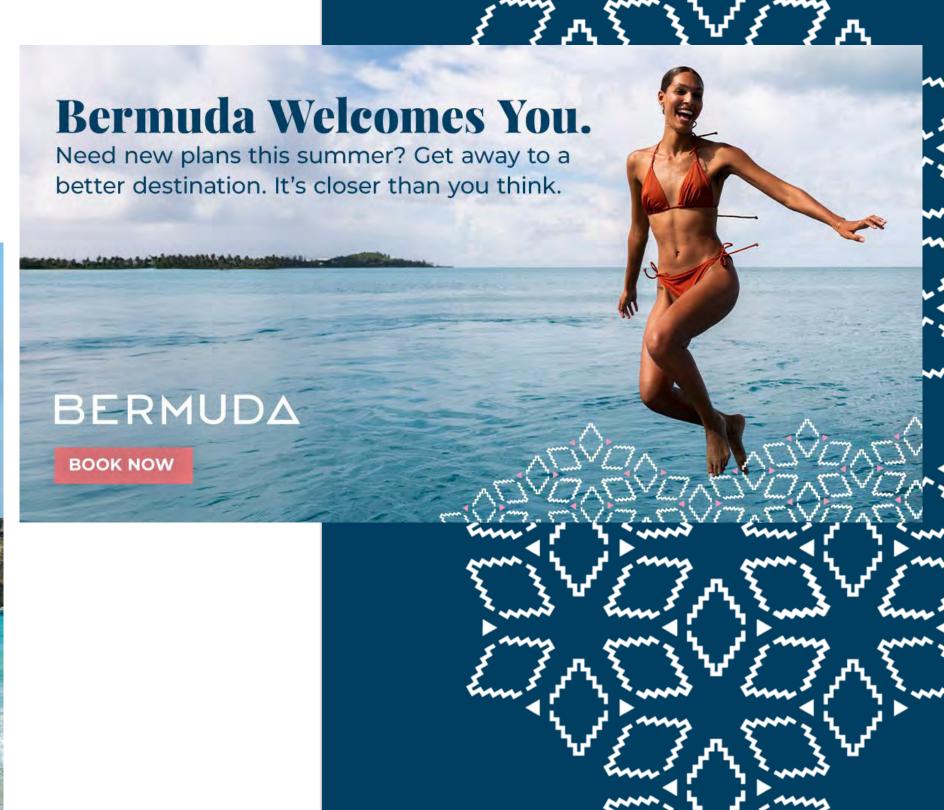
Campaign: Custom Partnerships

Tactic: Added Value- Run of Network Display

CTR: .07%

Impressions: 5,346,792









BOOK NOW

Ad Creative Analysis: Facebook

Top Social Media Ad Units: All campaigns **KPIS: LPVS**

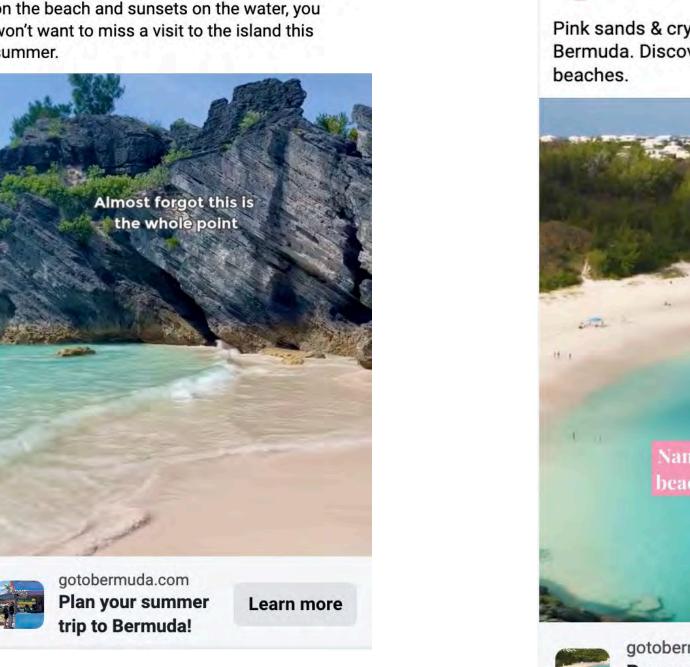
Campaign: Always On

Ad: Summer 'whole point' video

LPVs: 23,246 C/LPV: \$0.41

CTR: 2.8%

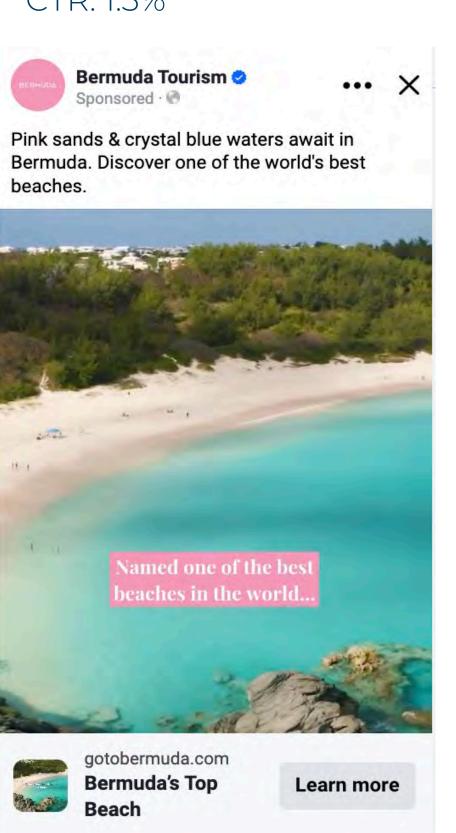




Campaign: Always On Ad: Horseshoe Bay video LPVs: 14,782

CTR: 1.3%

C/LPV: \$0.37

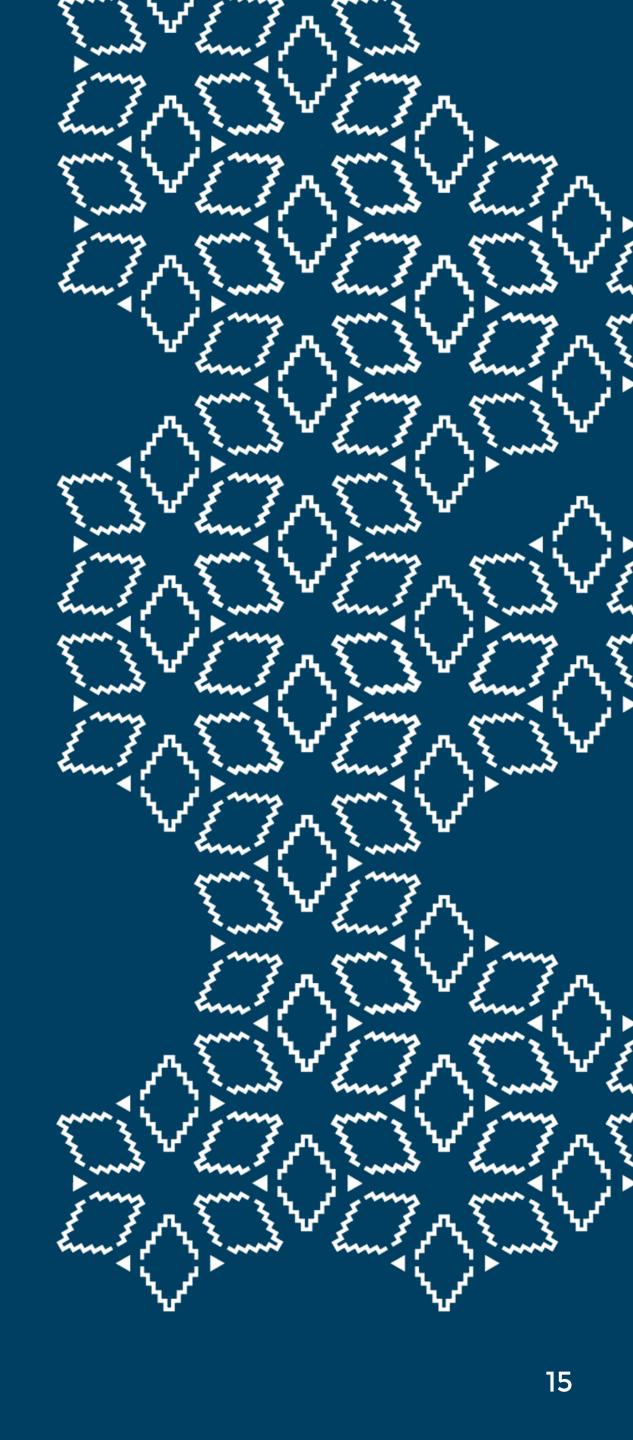


Campaign: Always On Ad: Summer Soundtrack video

LPVs: 10,900 C/LPV: \$0.30

CTR: 4%



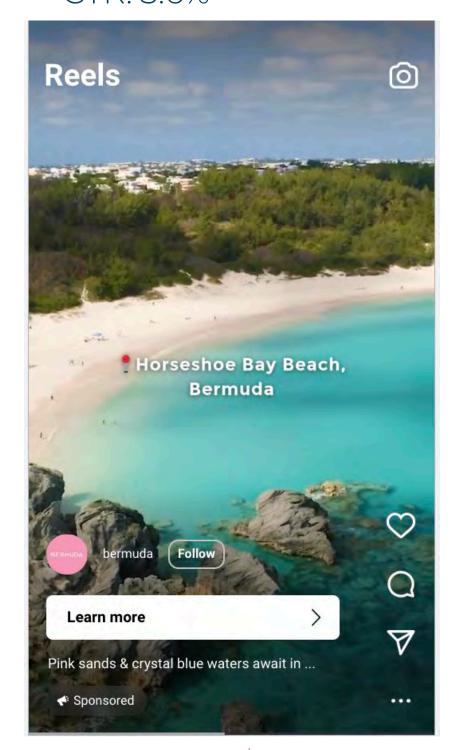


Ad Creative Analysis: Instagram

Top Social Media Ad Units: All campaigns KPIS: LPVS

Campaign: Always On Ad: Horseshoe Bay video

LPVs: 3,005 C/LPV: \$0.34 CTR: 3.6%



BERMUDA Lost Yet Found

Campaign: Always On – Summer

Flydays

Ad: Boston image

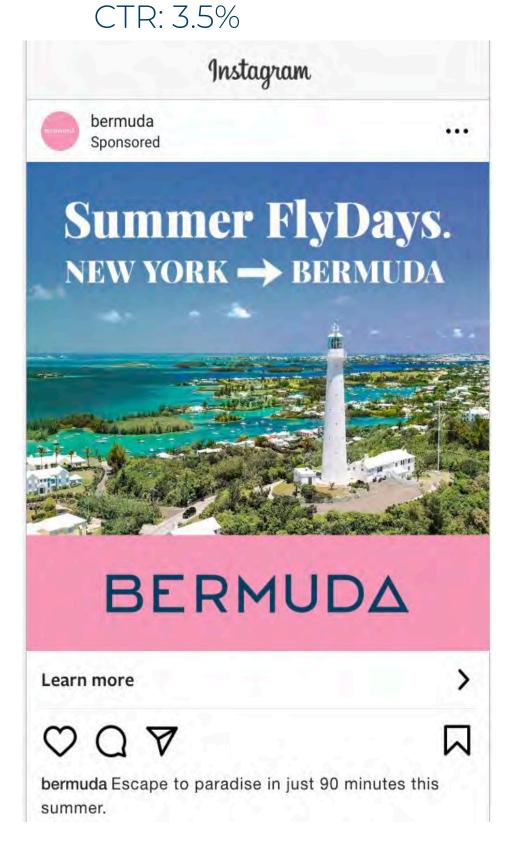
LPVs: 2,512

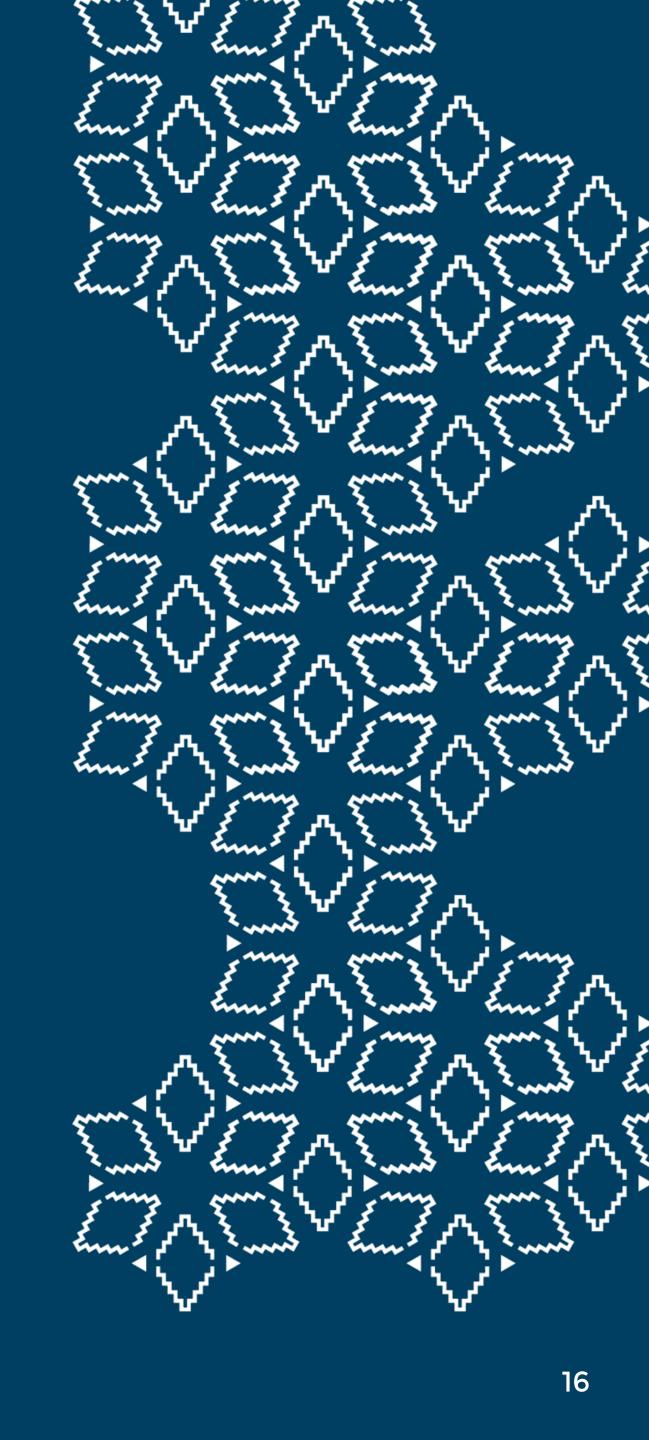
C/LPV: \$0.29

CTR: 3.3%



Campaign: Always On – Summer Flydays
Ad: NYC image
LPVs: 2,296
C/LPV: \$0.30





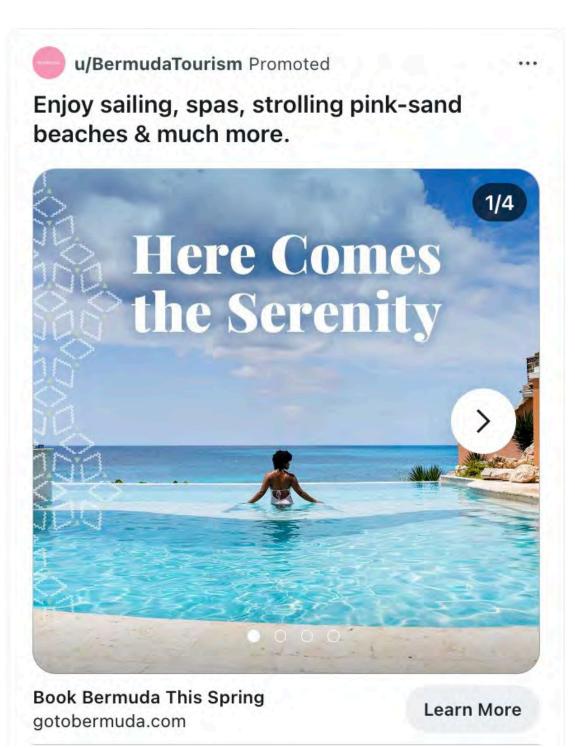
Ad Creative Analysis: Reddit

Top Reddit Ad Units: All campaigns KPI: Clicks

Ad: Luxury Carousel

Clicks: 23,991 C/Click: \$0.49

CTR: 0.5%



Ad: Active Families Carousel

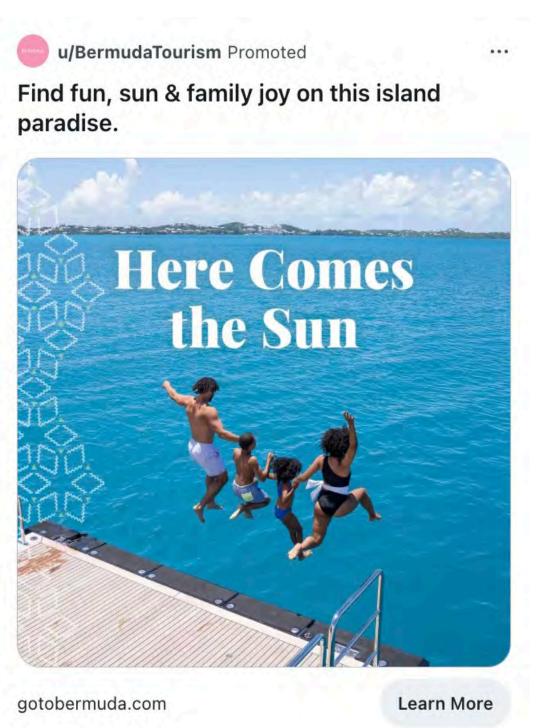
Clicks: 14,445 C/Click: \$0.48

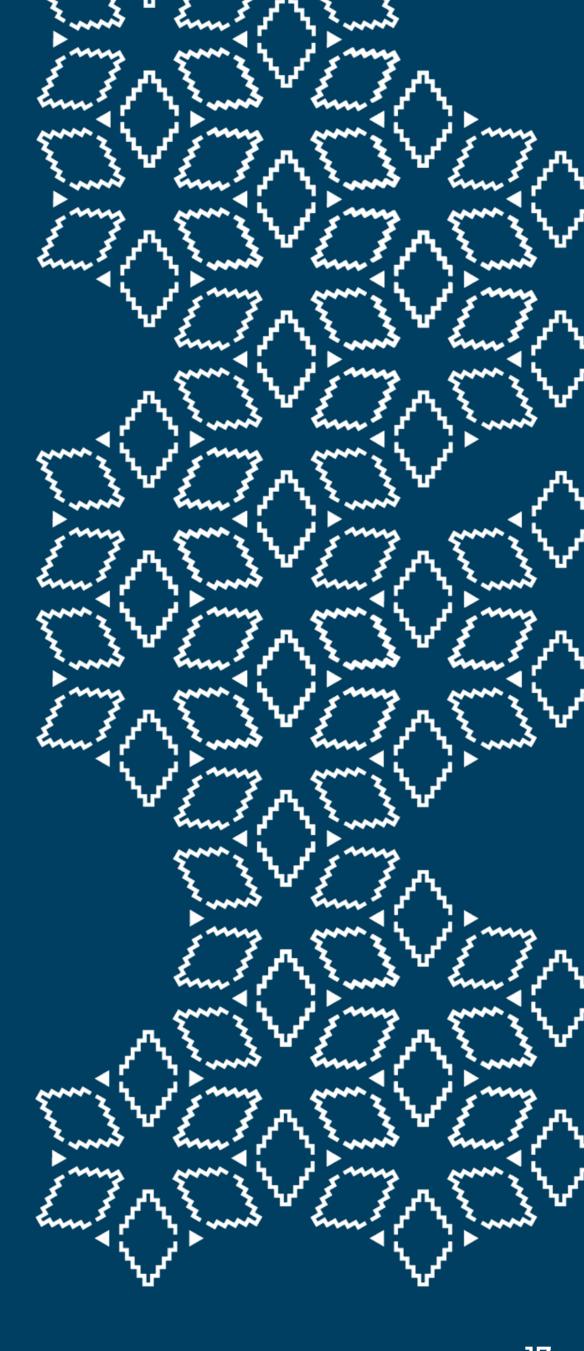
CTR: 0.6%



Ad: Active Families Image Clicks: 847 C/Click: \$0.52

CTR: 0.3%

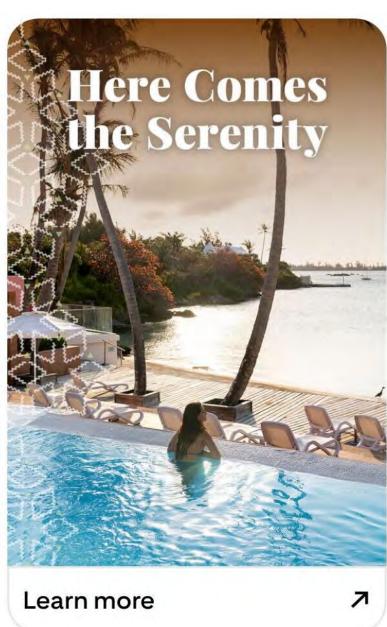




Ad Creative Analysis: Pinterest

Top Pinterest Ad Units: All campaigns **KPI: Link Clicks**

Ad: Luxury Carousel Link Clicks: 4,246 C/Click: \$0.84 CTR: 0.4%



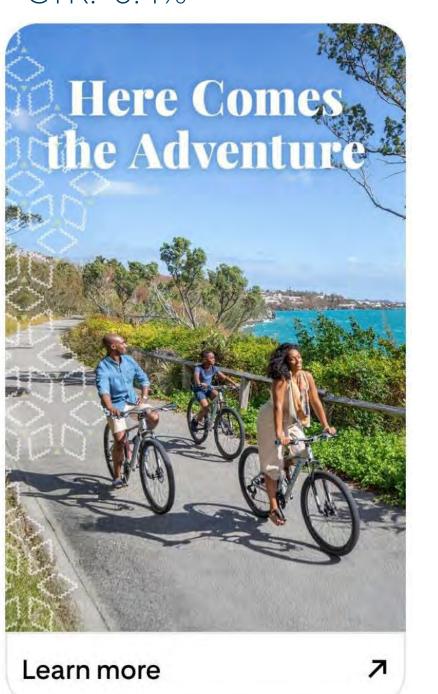
Ad: Active Families Carousel Link Clicks: 5,967 C/Click: \$0.86

CTR: 0.4%

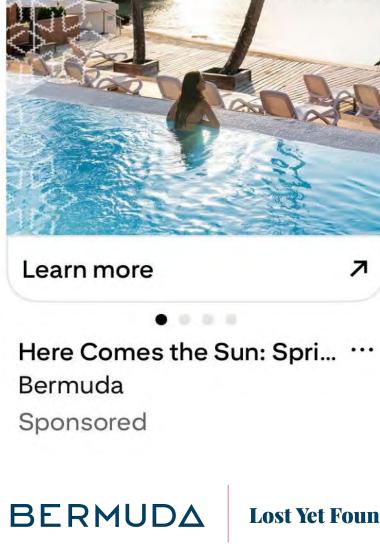
Here Comes the Joy Learn more

Here Comes the Sun: Spri... ... Bermuda Sponsored

Ad: Active Families image Link Clicks: 587 C/Click: \$0.84 CTR: 0.4%



Here Comes the Sun: Spri... ... Bermuda Sponsored



Ad Creative Analysis: TikTok

TikTok Ad Units: All campaigns KPI: Landing Page Views

Ad: 72 hours in Bermuda

LPVs: 12,356

C/LPV: \$1.40

CTR: 0.5%

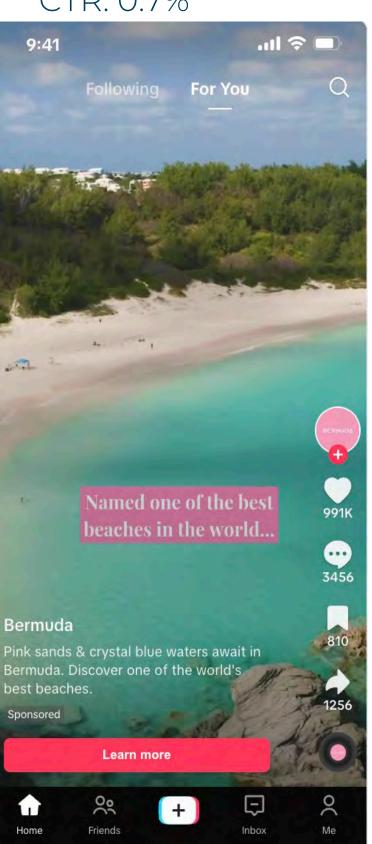


Ad: Horseshoe Bay

LPVs: 865

C/LPV: \$1.25

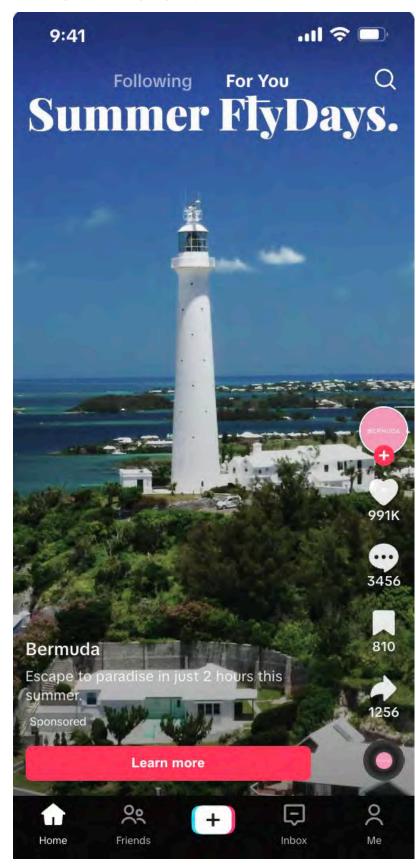
CTR: 0.7%

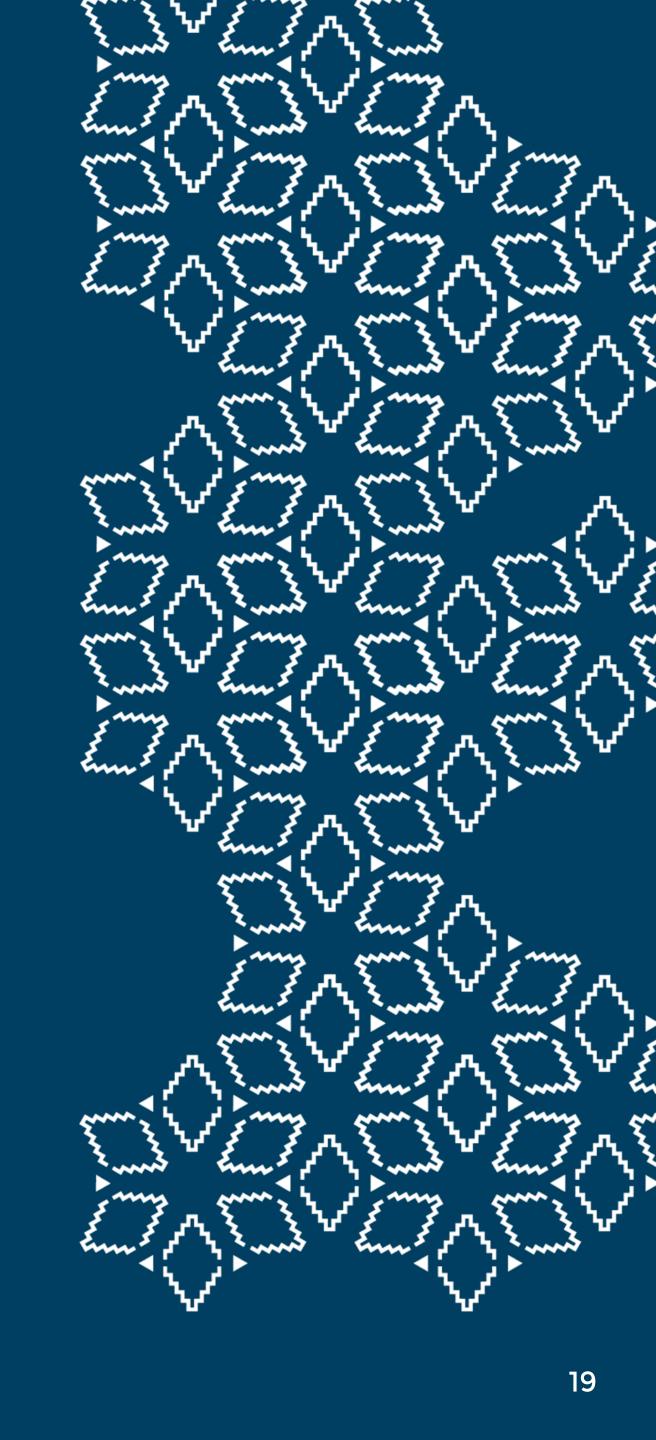


Ad: Summer Flydays - Boston

LPVs: 1,048 C/LPV: \$1.57

CTR: 0.5%

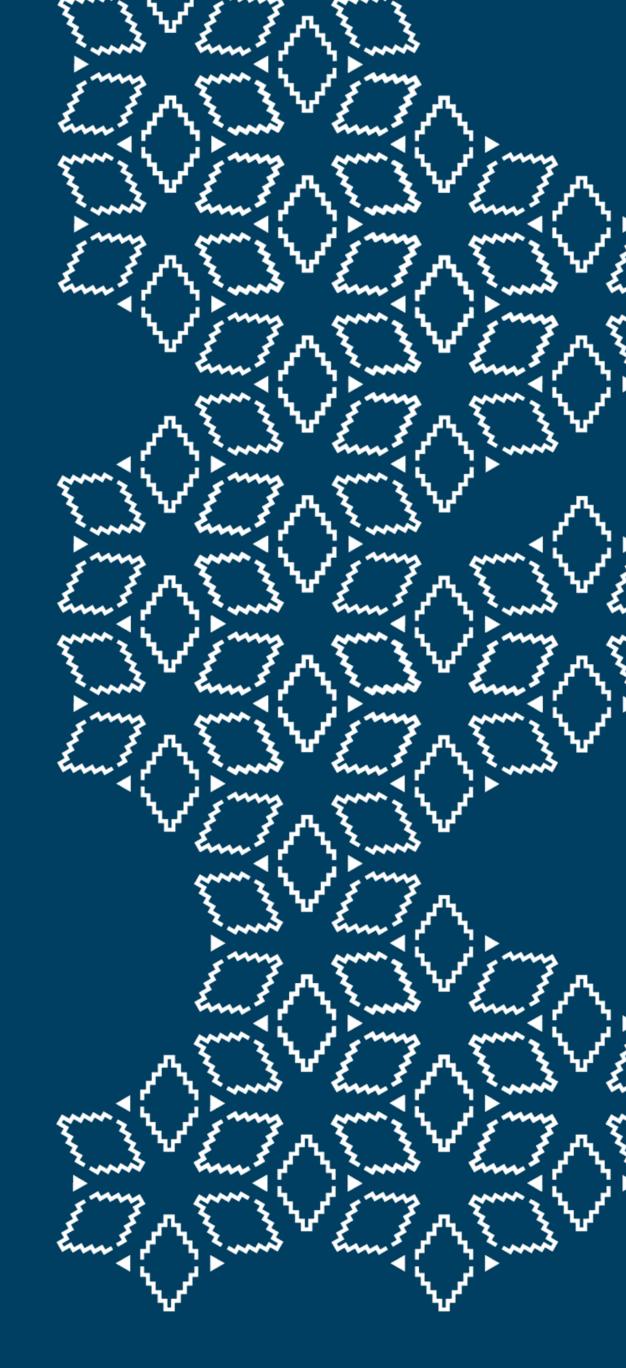




Ad Creative Analysis: SEM

Top Performing Keywords | All campaigns | KPI: Clicks

Top Performing Keywords	Clicks
bermuda hotels	4,665
bermuda vacation	4,446
things to do in Bermuda	4,085
bermuda	2,699
where to stay in bermuda	2,486
bermuda vacation deals	1,858
family vacation	1,725
weekend getaway	1,579
bermuda restaurants	946
bermuda travel	773
2025 best vacation destination	623
bermuda resorts	591
summer vacation	556
travel to bermuda	519
summer trip sales	503

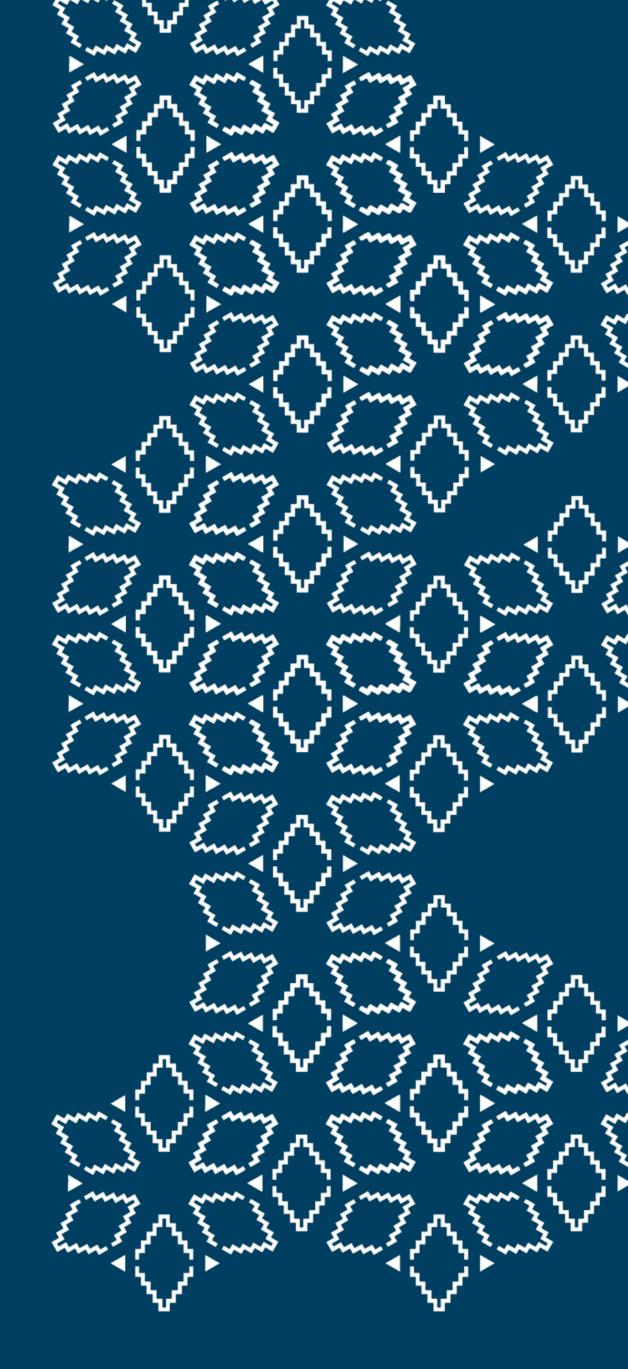


Key Takeaways

DIGITAL

In Q2, we ran the **Always On, Splash Sale, HellOOO Summer, Canada Support, and Custom Partnership** campaigns. Key takeaways from each campaign include:

- Always On Campaign: This campaign had a strong performance in Q2 with an overall CTR of 0.28%. All top-performing placements (by CTR) came from this campaign, indicating strong user engagement. In Q3 and Q4, we recommend narrowing narrow the number of tactics and markets to increase reach in key areas (please see next slide).
- **Splash Sale:** This campaign has a strong **CTR of .27% in Q2**, and an overall campaign CTR of .34%. The TravelZoo Standalone Emails helped to drive this high CTR, with emails sent to New York, Boston, and Washington D.C. The **Boston email performed the best, with a CTR of 5.25%** and 30,576 conversions. In the future, we would recommend a longer campaign flight to give more time to optimize.
- **HellOOO Summer:** Over **20 million impressions** were served and **80 thousand conversions** completed, which is especially impressive given how short this campaign was. Hopper delivered exceptional results, including **over \$100,000 in hotel** sales and an overall ROAS (Hotel & Flight) of 8:1. The campaign has a strong overall CTR of .22%- over double industry standards.
- Canada Support: While the Canada Support campaign did perform above benchmarks, it did not have as high of a CTR as our other campaigns. Based on these results, the second half of the campaign was cancelled, and dollars were reallocated towards better performing tactics.
- Custom Partnerships: Our Custom Partnerships performed very well in Q2, serving a total of over 32 million impressions. These partnerships allow us to showcase Bermuda in nationally recognized brands and publications such as Travel + Leisure, Men's Health, the New York Yankees, Garden & Gun, and National Geographic, among other trusted partners. These partnerships will continue to run in Q3 and Q4 as well.



Key Takeaways

PAID SOCIAL

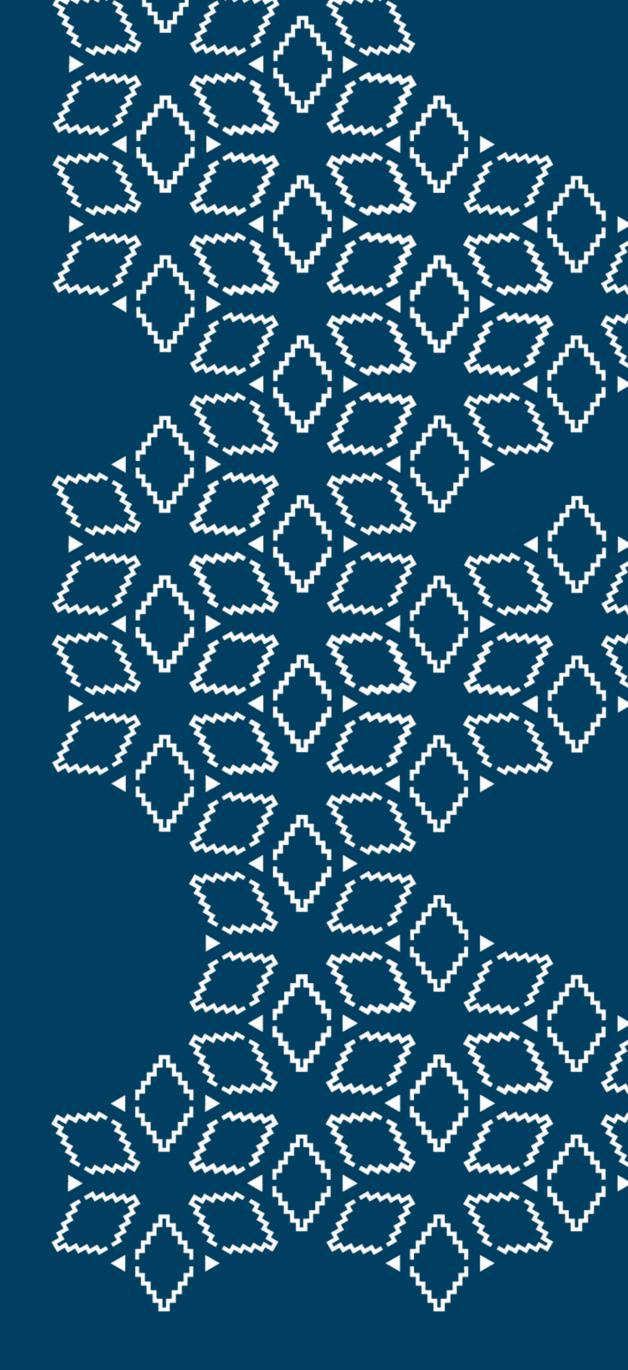
Paid Social results surpassed platform travel averages across KPIs and platforms. Facebook and Instagram continued to be the most efficient drivers of website traffic. Instagram had the top website engagement results with the highest GA4 engagement rate (45%), most efficient cost per engaged session and highest key event rate (25%).

Meta: In Q2 we launched enews conversion & lead campaigns – that resulted in 4,650 enews sign-ups with a competitive cost per sign-up of \$2.50. For the Always On prospecting campaign we integrated organic posts into our paid campaign starting in June - the promoted posts are already amongst the top performing creatives and led to improvements in KPIs.

TikTok: Strong improvements QoQ following multiple optimizations - the cost per landing page view decreased 55% and GA4 engagement rate more than doubled to 45%!

Reddit: The cost per page visit improved 10% QoQ and CTR was steady. Reddit remains a cost-effective channel for driving site traffic and helps broaden reach to new audiences. Website engagement levels are lower than other social channels, but that aligns with how users tend to interact on the platform.

Pinterest: The campaign **performed above travel industry averages**, though results were slightly lower than what we're seeing on other social channels. When the campaign resumes in August, we recommend leveraging promoted organic Pins and aligning content with platform trends and seasonal moments to help boost performance.

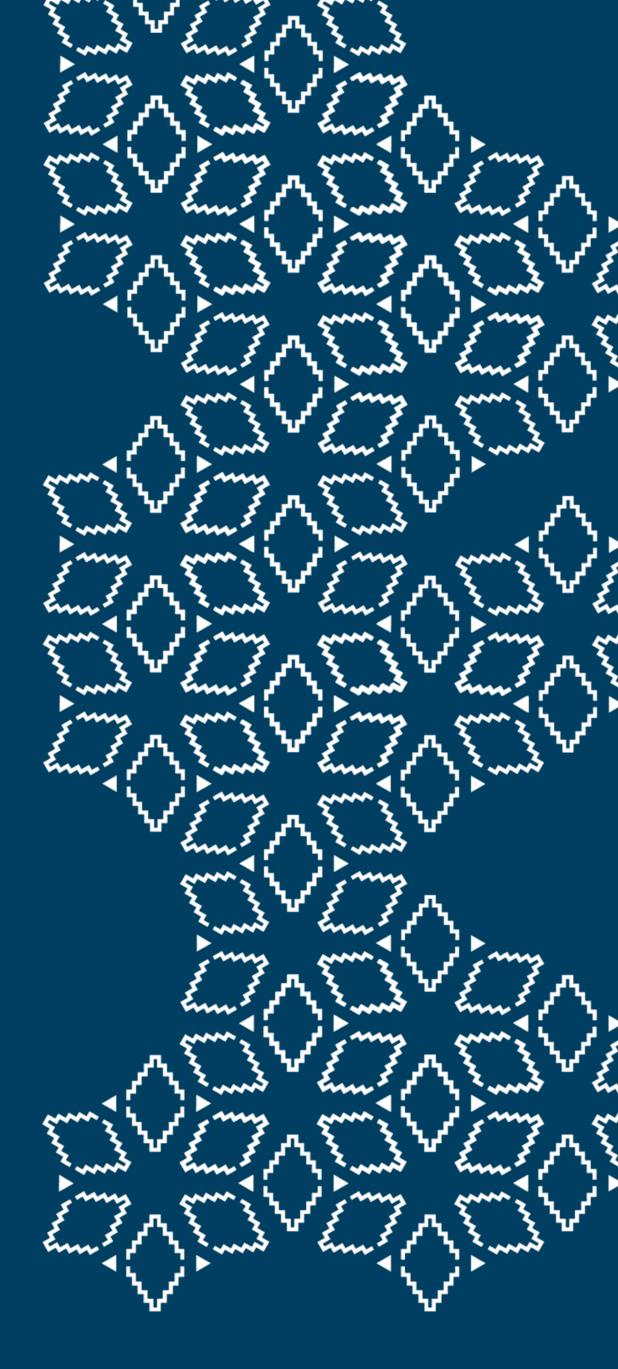


Key Takeaways

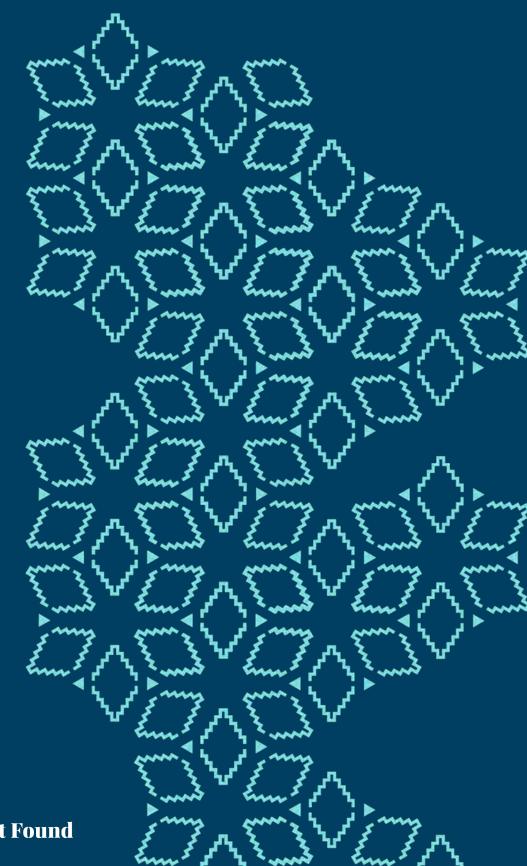
SEM

Over the last quarter we observed the following trends:

- Most of the demand was driven by the "Stay" Search campaigns, as well as the Stay segment of the Performance Max campaign. The audience showed the most interest in Hotels and Resorts over other types of accommodations specifically, beach resorts.
- In May, we saw a noticeable increase in family vacation search queries, as well as searches for weekend getaways. This aligned perfectly with the launch of the HellOOO Summer sale, which drove over 13,500 sessions to the sale landing page and generated 599 External Partner referrals and 1,413 Internal Partner referrals.
- June continued with strong demand for accommodations, but we also saw an increase in searches for "Things to do" not only from travelers who had already booked and were looking for entertainment, but also from families researching activities and events before booking their trips.
- Throughout Q2, we gathered enough data to gain a clear understanding of who Bermuda's audience is and how we should communicate with them. We know they are thorough planners, they often travel in large groups, and they're not afraid to choose more luxurious options that prioritize comfort. They also like to add active experiences and local events to their holiday itineraries.
- We tested various approaches to budget allocation and learned that a flexible, performance-driven strategy is the most efficient. This approach reduced impression share lost due to budget by over 30% while continuously delivering stronger results.



Creative



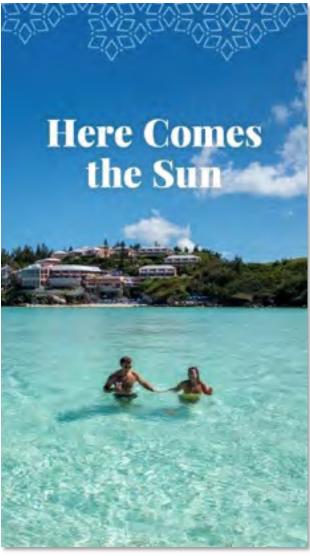
Always On Spring

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.

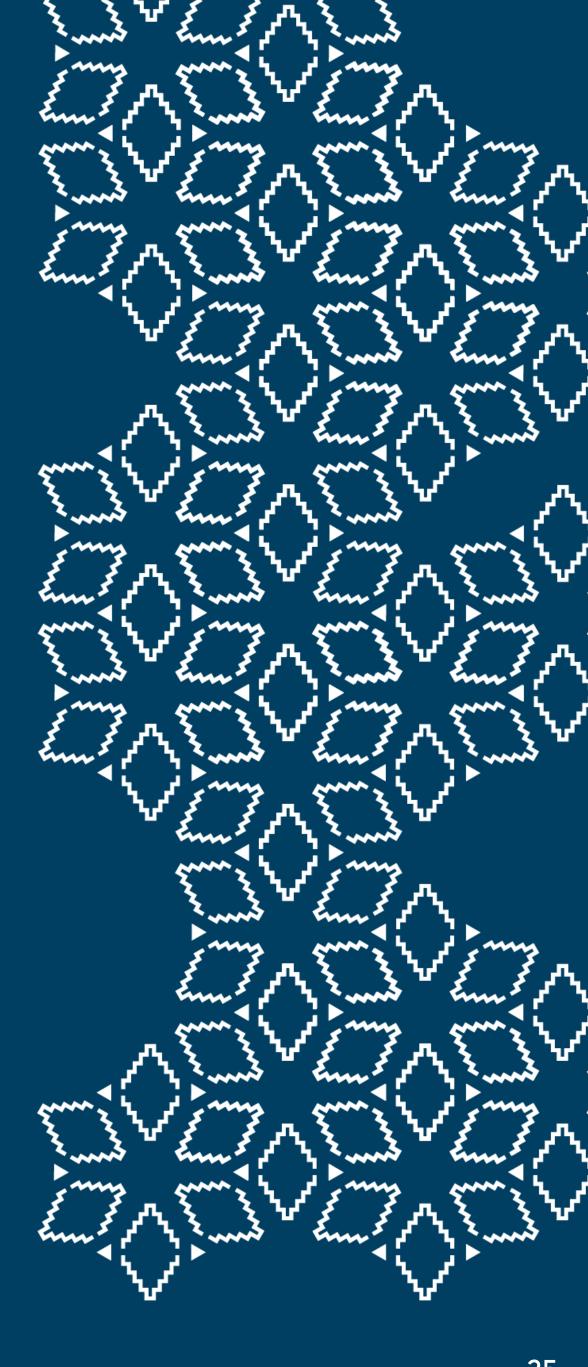




Audience Segments:

- Jetsetters
- Active Families



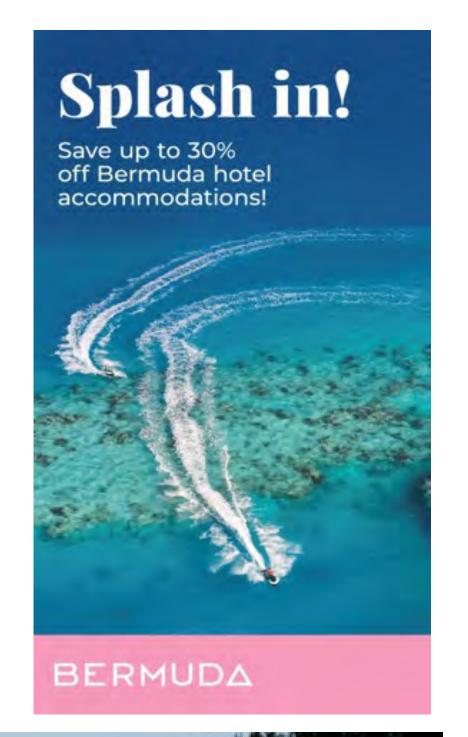


Splash Sale

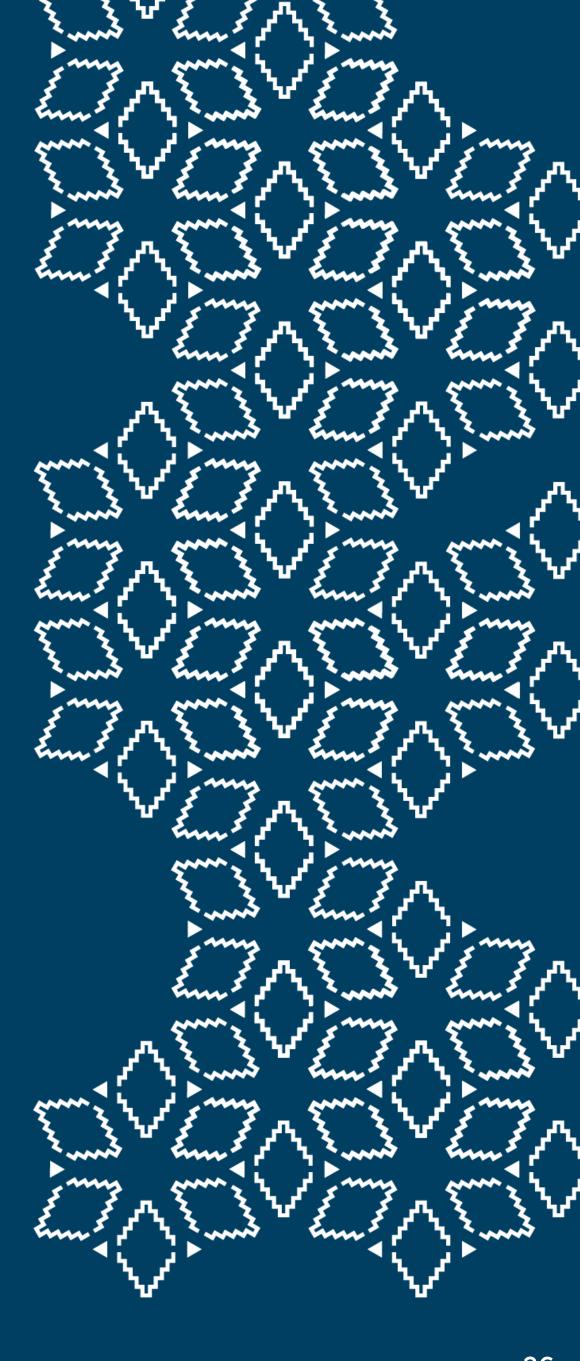
Splash in!

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.







Always On Summer

Escape to Paradise

With the summer travel season approaching, we shifted our creative strategy to better align with the needs and motivations of our target markets. By targeting our key markets, we developed creative to showcase how easy and quick it is to escape to Bermuda.

The summer campaign was built around audience segmentation, using tailored messaging and visuals to showcase the most relevant flight times to each group making the content more targeted.

Audience Segments:

- Jetsetters
- Active Families







HellOOO Summer

000 is 0N

With the summer travel season in full swing, we shifted our creative strategy to better align with the needs and motivations of our target audience. By targeting our key markets, we developed creative to showcase how viewers should spend their out of office time with activities such as golf, sailing, and more exciting adventures.

The summer campaign was built around audience segmentation, using tailored messaging and visuals to showcase the most relevant creative to each group—making the content more targeted.

Audience Segments:

- Jetsetters
- Adventure Seekers









BERMUDA

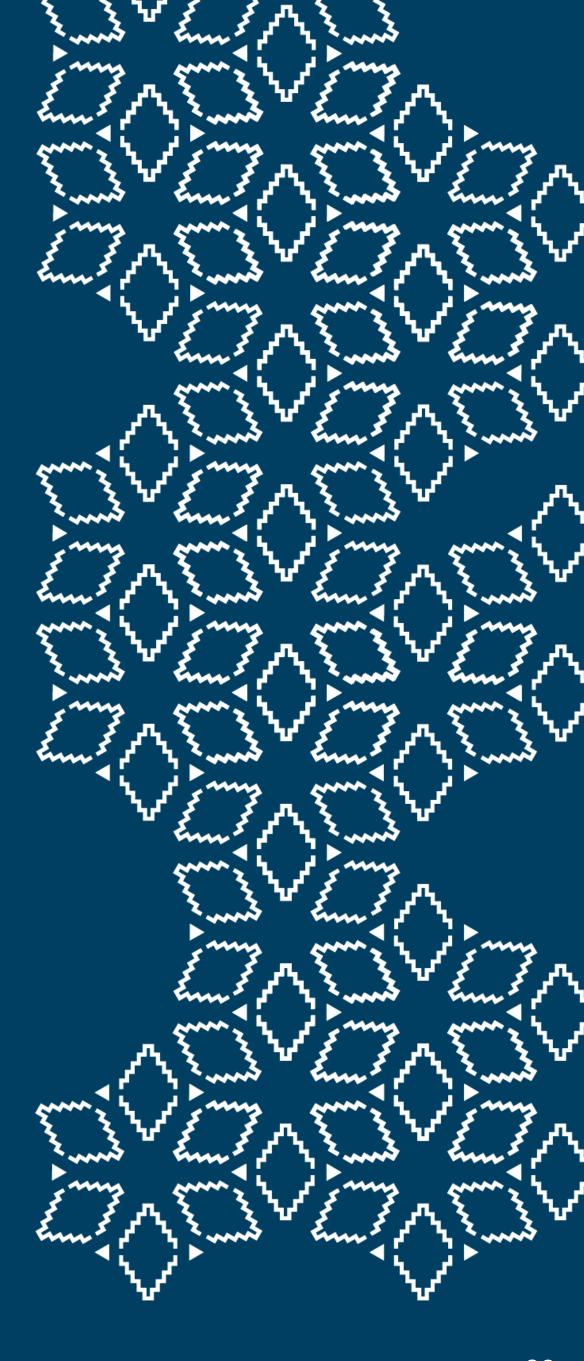
Canadian Support

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.





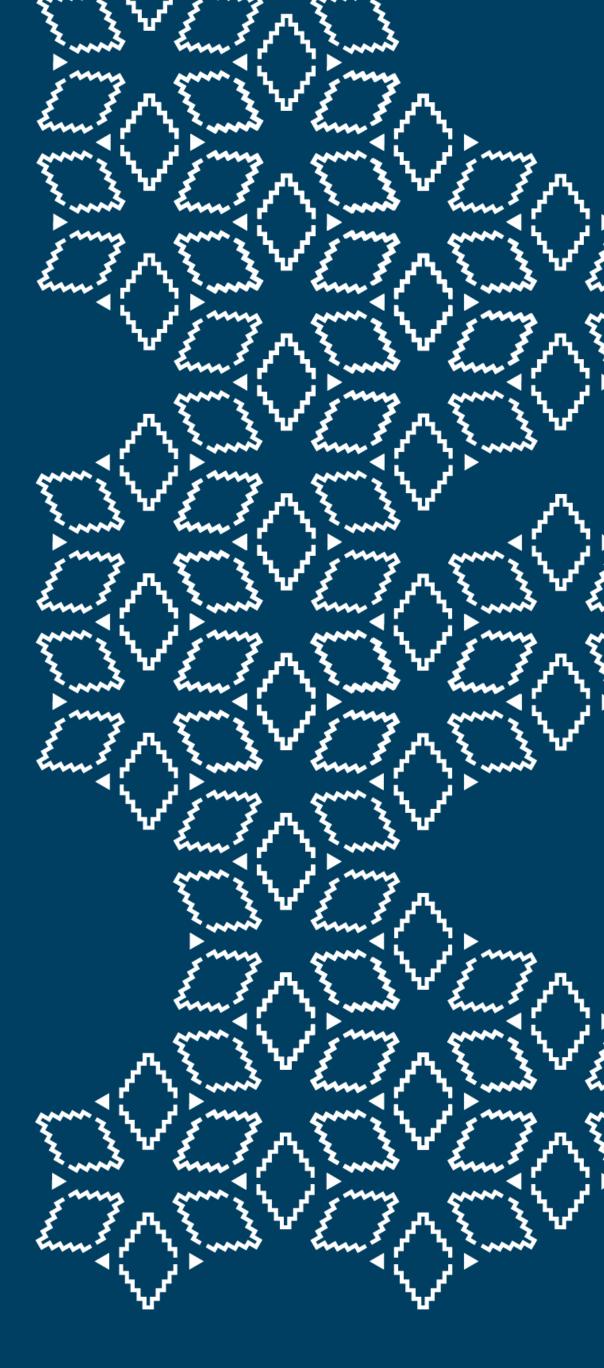
Upcoming Priorities & Strategic Initiatives

Upcoming Campaigns:

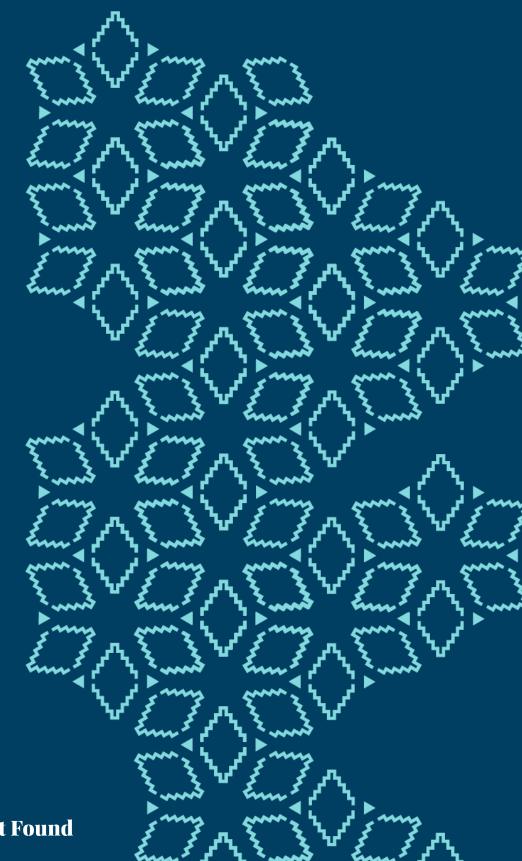
- Endless Summer
- Always On Where is Bermuda
- Pink Sale FY26

Strategic Priorities

Implementing insights from recent creative performance married with learnings from research data.



PR – UK



Key Metrics and Analytics

April 2025 – June 2025

• Number of articles: 17

• Total reach: 611,630,107

• Total Earned media value achieved: \$5,612,931.57

YTD

• Number of articles: 107

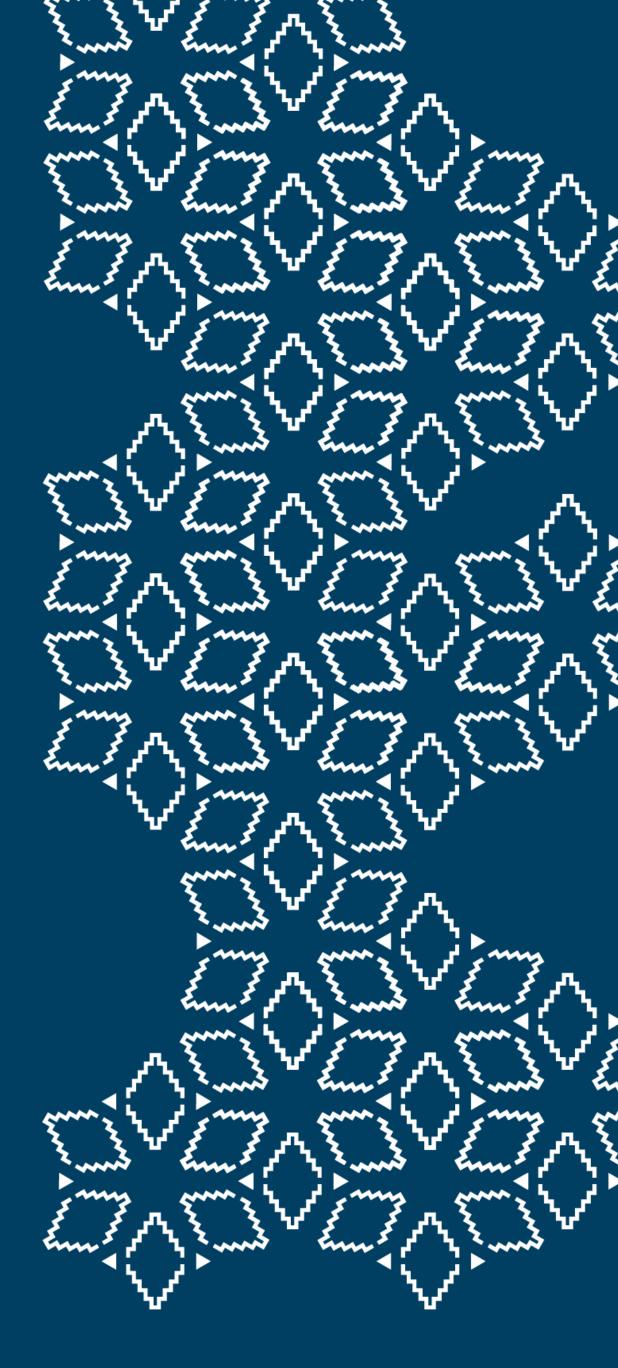
• Total reach: 2,297,059,246

• Total Earned Media Value: \$11,514,556.21

Key coverage themes included:

- Sports Illustrated Shoot on Island
- The 50 best beaches in the world Horseshoe Bay Beach n Bermuda
- Pink Paradise in Bermuda a ten-day itinerary
- The perfect affordable getaway in Bermuda

• Organised and held media meetings with seven UK journalists to ensure Bermuda remains front of mind



Media Coverage Highlights





Is an affordable holiday in Bermuda

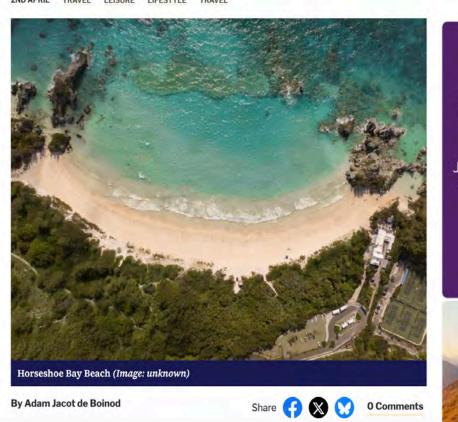
possible? How to stay budget-conscious

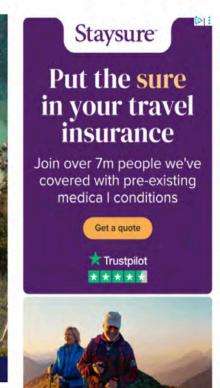




on one of the world's most idyllic islands Bermuda isn't known for being a bargain getaway, but Ally Wybrew says there are ways to do it cheaper

'You can go to heaven if you want. I'd rather stay in Bermuda'



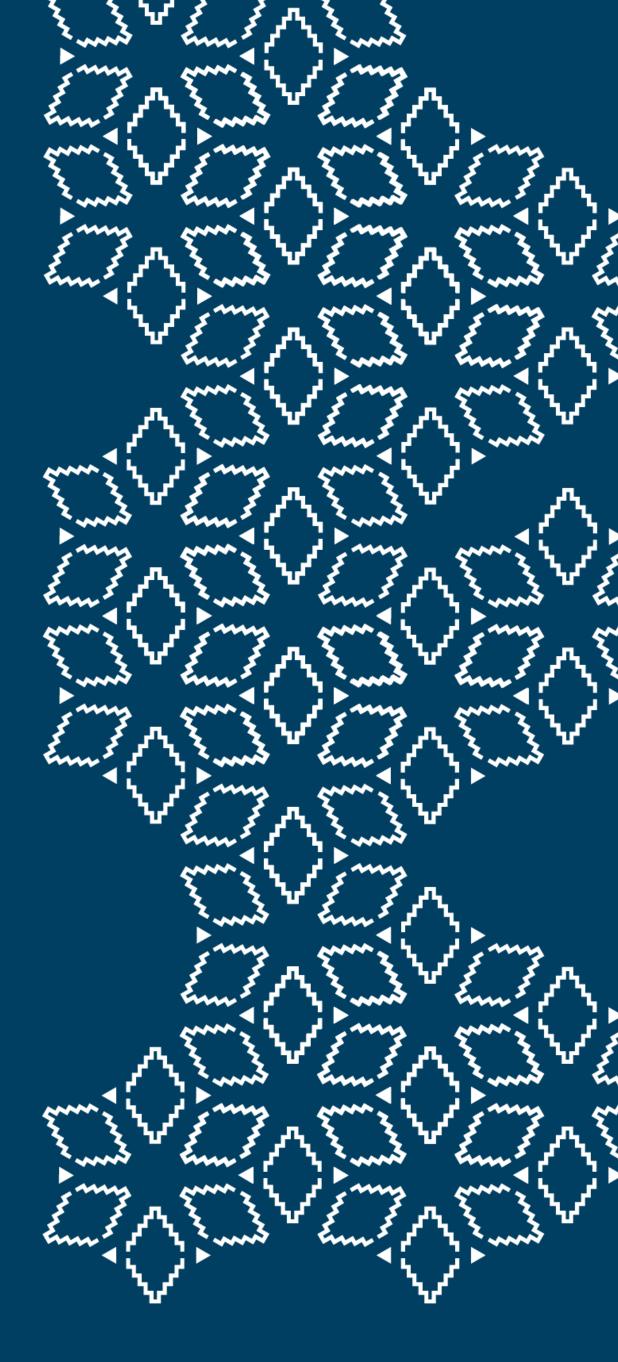


Publication: The Times

MUU: 11,800,000 **EMV:** \$25,828.00 **Publication:** The Independent

MUU: 24,000,000 **EMV:** \$264,000.00 **Publication:** The Herald

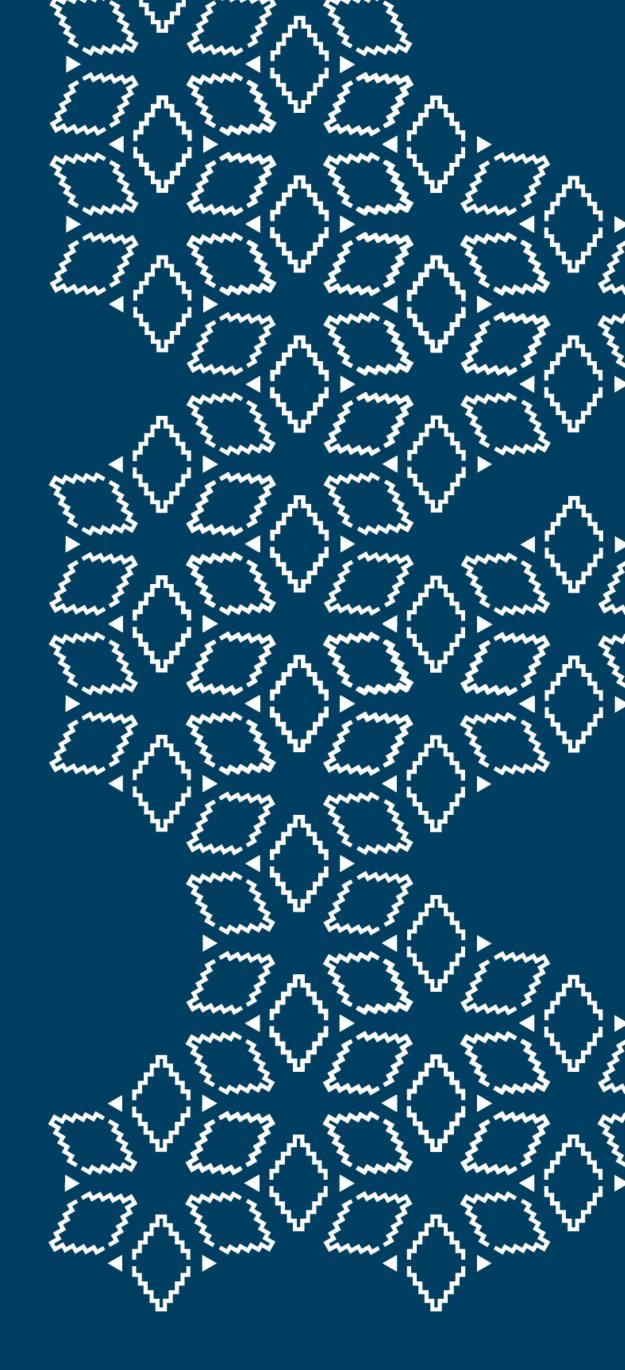
MUU: 1,430,000 EMV: \$136,285.17



Press Pitches

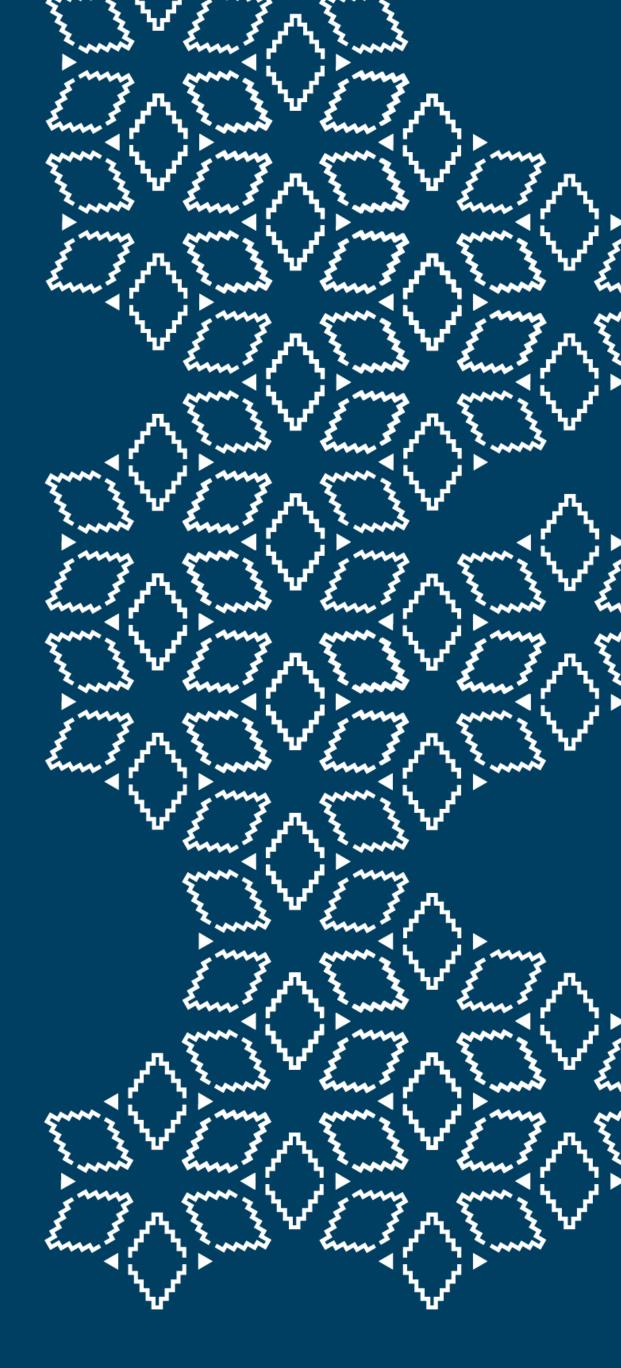
Themed pitches in Q2 in line with the media landscape and trends included:

- Shared a pitch on Bermuda as an Easter destination with Condé Nast Traveller, Time Out and The Times
- Shared a pitch on Bermuda's Rosewood Resort as the best hotel for golfing with sport-focused and wellness media
- Shared a pitch on Wellness, Reimagined: Luxurious Escape for Rest and Renewal including Cambridge Beaches Resort & Spa with luxury and wellness media
- Shared a pitch on the top two dreamy destinations for a pollution free getaway with sustainable tourism and wellness focused media
- Shared a press release on Bermuda being included in the 'World's 50 Best Beaches 2025' with trade media
- Shared a pitch on Bermuda being included in the 'World's 50 Best Beaches 2025' with travel media
- Shared a pitch on 'Rum lovers: look no further than Bermuda to mark World Cocktail Day' with freelance and food & drink media
- Shared a pitch on a Bermuda Fish Sandwich Tour with food-focused media
- Shared a pitch on top cliff jumping and wild swimming spots in Bermuda with travel & outdoor adventure-focused media
- Shared a pitch on exploring a treasure-rich paradise in Bermuda with adventure-focused media



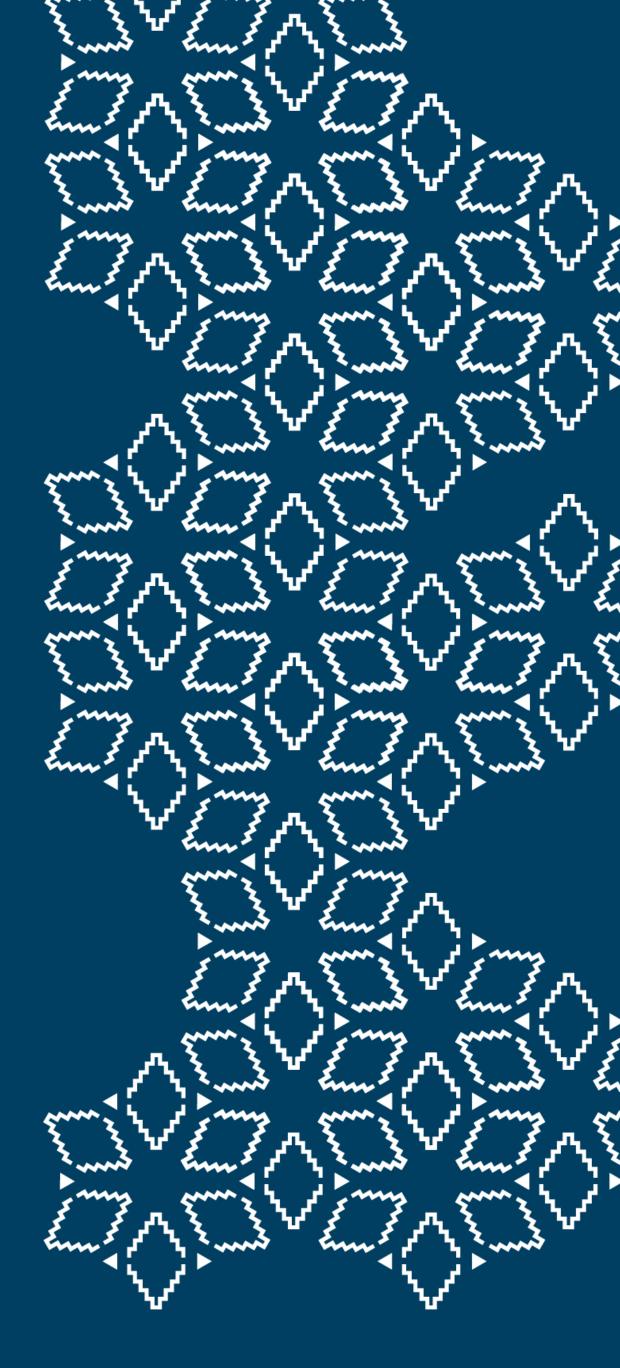
Press Pitches continued

- Shared a pitch on Carnival in Bermuda with travel media
- Shared a pitch on a Bermuda spring escape with travel and lifestyle media
- Shared a pitch on embracing tranquility at The Bermuda Railway Trail National Park with hiking and outdoors focused media
- Shared a pitch on Bermuda: the ultimate bake-cation destination with food and travel focused media
- Shared a pitch on Luxury Holidays on Bermuda's Private Islands with luxury and travel media
- Shared a pitch on The Ultimate Guys' Getaway in Bermuda with The Sunday Times, The Mail on Sunday and Daily Express
- Shared a pitch on flaunting a pair of Bermuda's famous shorts on island this summer with *The* Sun, Luxury Lifestyle Magazine and the Daily Mirror, for a dedicated online feature
- Shared a pitch on Bermuda Carnival highlights to travel, freelance, wildlife, national and regional media
- Shared a pitch on quintessential babymoon destinations, including Bermuda, to *The i, The Week,* World of Cruising, Nat Geo, and The Telegraph, in response to a request for resorts that specialise in babymoons
- Shared a pitch, 'From new openings to harbour nights, here's why you should visit Bermuda this year and next' to *Foodism* and *Escapism*, in response to a request for travel news to include in Escapism's adventure issue



Press Pitches continued

- Shared a pitch'from new openings to harbour nights, here's why you should visit Bermuda this year and next' as part of our partnership with MarineMax Lifestyles Magazine, for a 16 page feature on yachting in Bermuda
- Shared a pitch on where to do afternoon tea, Bermuda-style with travel and hospitality media
- Shared a pitch on Bermuda as a delightful place to stay all year round to House & Garden
- Shared a pitch on Bermuda in a round-up of the best destinations to experience the growing trend of self-serve venues to *Time Out* and *Foodism*
- Shared a pitch on Bermuda as a destination to shop the Glastonbury look with Marie Claire, Elle and The Times for inclusion in a fashion themed online travel piece
- Shared a pitch on Bermuda as a top destination for quirky experiences with Escapism, in response to a request for information on destinations offering unique activities
- Shared a pitch on a tennis themed getaway to Bermuda, inspired by Wimbledon with sport and travel media



Press Trips

The Independent, Individual Press Trip

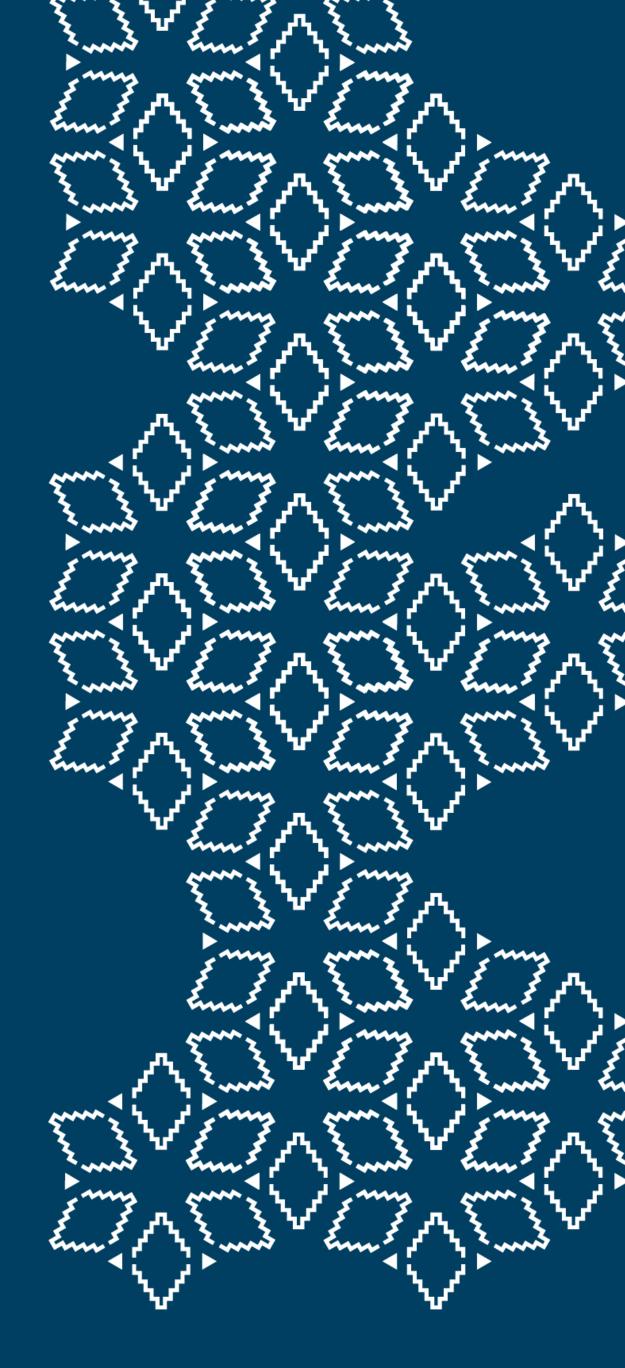
- Purpose of Trip: Exploring Bermuda's affordable side accessible luxury in Bermuda
- Destinations visited: St. George's, Grotto Bay Beach Resort and Spa, Hamilton, Horseshoe Bay and Elbow Beach, Crystal Caves, Gibbs Hill Lighthouse, Royal Naval Dockyard and National Museum of Bermuda
- Attendees: Freelance travel writer, The Independent
- Resulting Coverage: Feature article for Bermuda in *The Independent*

UK May Group Press Trip:

- Purpose of Trip: Effortless Elegance: A Curated Bermuda Experience
- **Destinations visited:** Grotto Bay Beach Resort and Spa, Masterworks, Museum of Bermudian Art, Horseshoe Bay and Elbow Beach, Zara Catamaran, Cathedral Cave Spa, St. Georges, Tucker's Point Beach Club, The Loren
- Attendees: Cosmopolitan UK, Aspire, Epicurean Life
- Resulting Coverage: Feature articles for Bermuda in Epicurean Life, Cosmopolitan UK, and Aspire

Wanderlust, Individual Press Trip

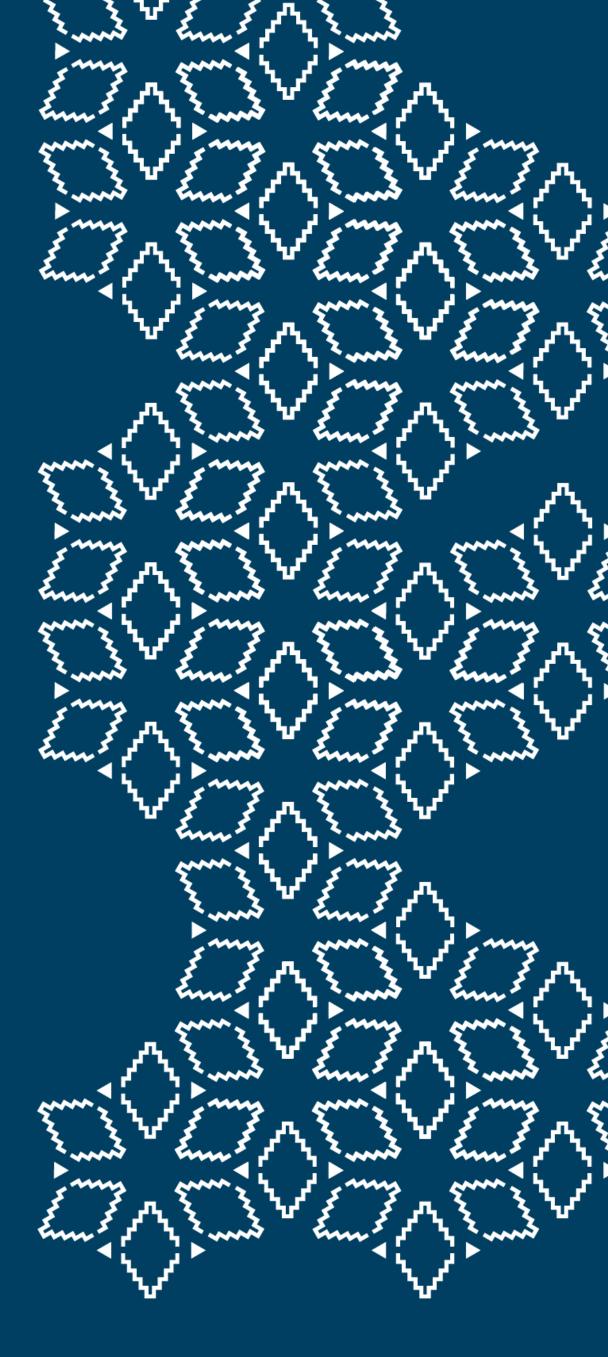
- Purpose of Trip: Exploring the history and heritage of Bermuda
- Destinations visited: St. George's, Bermuda's East End (St. George's Town Square, State House c. 1620, Gates Fort, Fort Albert, Fort St. Catherine, Fort William) Bermuda Railway Trail National Park, Cambridge Beaches Resort, The St. Regis Resort, King Castle on Kings Island, Hamilton, Horseshoe Bay and Elbow Beach, Royal Naval Dockyard and National Museum of Bermuda
- Attendees: Editor-in-chief, Wanderlust
- Resulting Coverage: Longform piece on Bermuda's heritage in Wanderlust Magazine



Media Meetings

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

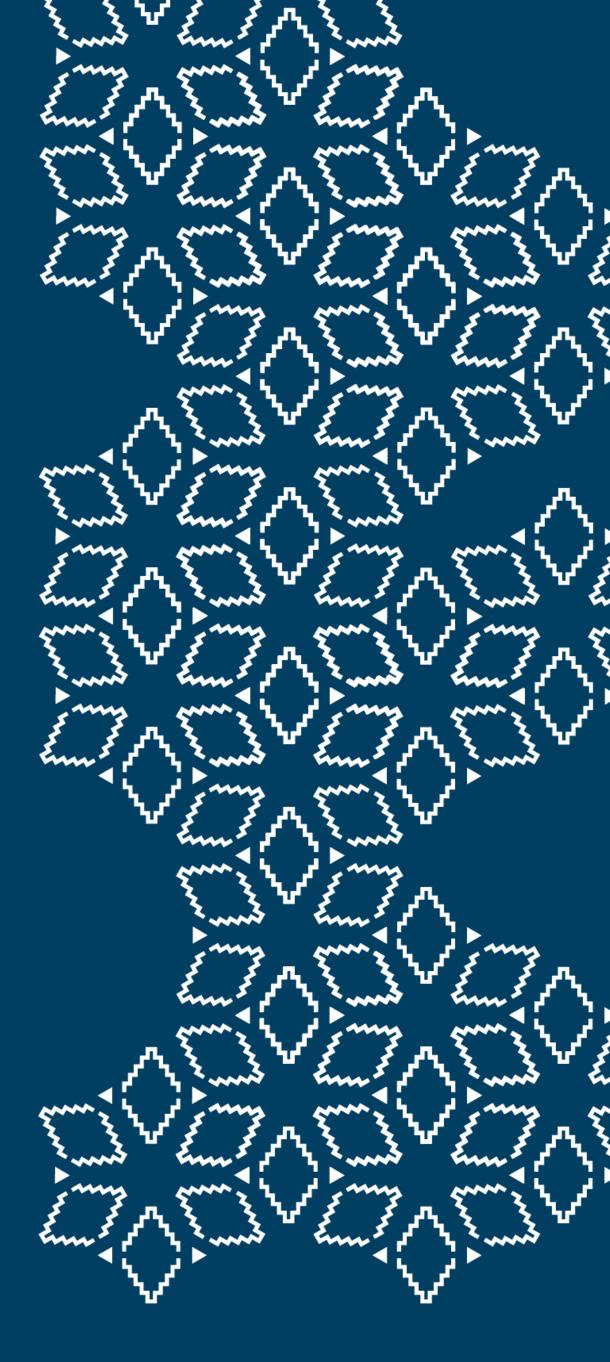
- Met with Condé Nast Traveller to discuss potential partnership opportunities for 2025/2026
- Met with Marie Claire to discuss a potential individual press trip in July to cover luxury and fashion in Bermuda – confirmed
- Met with Escapism discuss upcoming opportunities with the magazine who have launched reader events for 2025
- Met with a freelance travel writer (Guardian, Dazed and Confused and Notion Magazine) to discuss upcoming opportunities for a feature or visit to Bermuda
- Met with Wanderlust to discuss their individual press trip to Bermuda in June for a long form feature in the article focusing on the island's history and heritage – complete
- Met with freelance travel writer (Condé Nast Traveller and Forbes) to discuss Bermuda's rich cultural narrative and authentic stories from locals in a potential individual press trip in 2025/2026
- Met with freelance travel writer (*The Independent, Travel Weekly* and *The i Paper*) to discuss an adventure themed press trip (individual/group) in 2025/2026



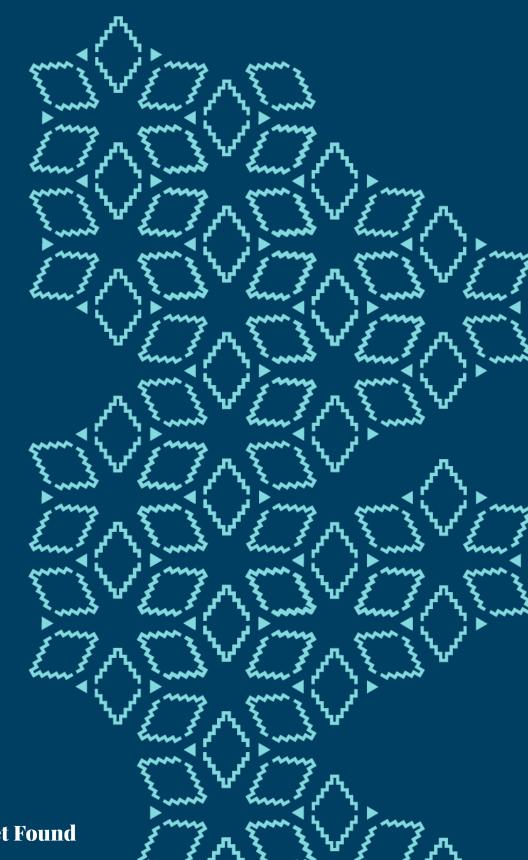
Community Engagement

MMGY liaised with on-island partners for the below media opportunities during Q2:

- The Independent, Individual Press Trip: arranged the journalist's stay at Grotto Bay Beach Resort and Spa for her article on accessible luxury in Bermuda for *The Independent*
- UK May Group Press Trip: arranged the group's stay at Grotto Bay Beach Resort and Spa
- Wanderlust, Individual Press Trip: Arranged the journalist's stay at The St. Regis Bermuda Resort, The Cambridge Beaches Resort and Spa, his Bermuda Heritage East End Tour
- Rendezvous Recce: BTA and partner reconnaissance mission for Rendezvous
- Superyachts Owner's Retreat: June 4-9 hosted superyacht owners for a retreat in Bermuda showcasing their experiences and ports within the island for owners to host future yachting trips in Bermuda



PR – US



Key Metrics and Analytics

April 2025 – June 2025

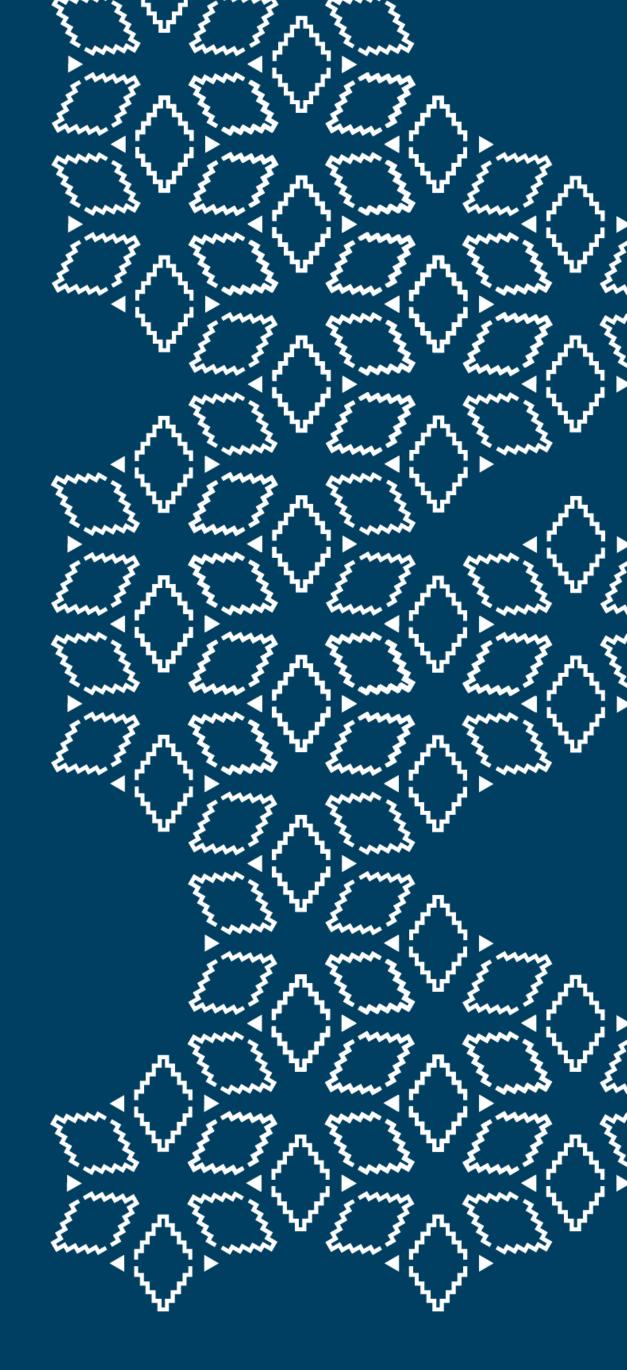
- Number of articles: 75
- Total reach: 758,272,6161
- Total Earned media value achieved: \$6,323,466.12

YTD

- Number of articles: 96
- Total reach: 856,044,791
- Total Earned Media Value: \$856,044.791.16

Key coverage themes included:

- Bermuda Travel Guide
- Sports Illustrated Shoot on Island
- 50 Best Beaches Horseshoe Bay Beach/Bermuda
- Hellooo Summer Sale



Media Coverage Highlights

SWIII SUIT

Bermuda's Pink Sand Beaches Are Where Your Problems Wash Away

The island located just 650 miles off the coast of North Carolina has crystal clear water and powdery sand.

Alisandra Puliti | Apr 24, 2025



Bermuda's stretch of beaches / Bermuda Tourism

It's hard to believe that pink sand beaches and turquoise water exist in the middle of the Atlantic Ocean. Enter Bermuda. Just 650 miles off the coast of North Carolina and a quick 90-minute flight from New York City, the British overseas territory has a topography with dramatic coastlines, lush subtropical greenery and a climate making it a must-visit destination most of the year.

Publication: Sports Illustrated Swimsuit

UVM: 1,311,562 EMV: \$14,427.18

Forbes

The World's 50 Best Beaches For 2025, According To A New Report

A new report ranks the 50 best beaches in the world for 2025, according to travel experts—from Italy to Indonesia, Florida to the Caribbean.

Looking for the best beaches to visit in 2025? The hotly anticipated World's 50 Best Beaches has just announced its annual list—and the results will spark serious wanderlust.

Unlike many other crowd-sourced rankings, this list is determined by votes from more than 1,000 travel industry professionals and influencers who know the world's coastlines best

Beaches were evaluated across eight criteria: unique characteristics, wildlife, untouched nature, natural soundtrack, ease of water entry, calm conditions, lack of overcrowding and consistency of idyllic settings.

"When searching for the best beaches in the world, we always have to consider what actually makes a beach great," Tine Holst, cofounder of The World's 50 Best Beaches, told me in an interview. "For our ambassadors, judges and the Beaches team, the answer often comes down to natural beauty, a sense of tranquility and places that spark an almost emotional response."

The World's 50 Best Beaches 2025

26. Horseshoe Bay — Bermuda

Publication: Forbes **UVM:** 56,633,904 **EMV:** \$622,972



Where to go this summer: Top familyfriendly destinations and discounts for 2025

Beth Luberecki FamilyVacationist.com June 4, 2025, 7:39 a.m. ET

Ready for a summer vacation to remember? I've got all the details on major events, new hotels, hair-raising roller-coasters, and special deals and promotions sure to make summer 2025 a memorable one.

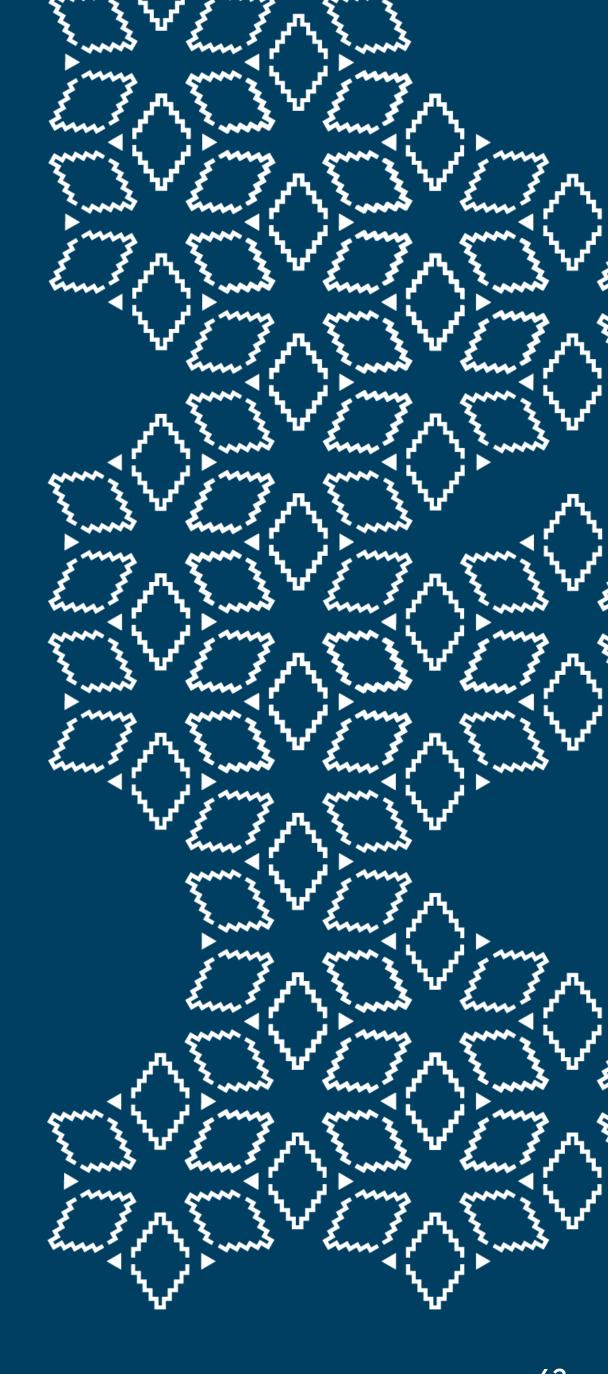
Whether you're into beach vacations, outdoorsy getaways, or city escapes, there's something new and exciting you'll want to check out this summer. Here are my top picks for the best destinations, debuts, and deals for a fun-filled family vacation in summer 2025.

Destination deals

Book by June 16 to take advantage of Bermuda's annual HellOOO Summer Sale, which offers deals for travel through the end of the year. You can score savings like 25% off a stay at Azura plus a \$100 F&B credit, up to 20% off and a \$50 nightly resort credit at Cambridge Beaches Resort & Spa, and 15% off stays plus daily breakfast for two and up to \$500 in resort credits at the Hamilton Princess & Beach Club.

Publication: USA Today

UVM: 73,481,855 EMV: \$808,300.41

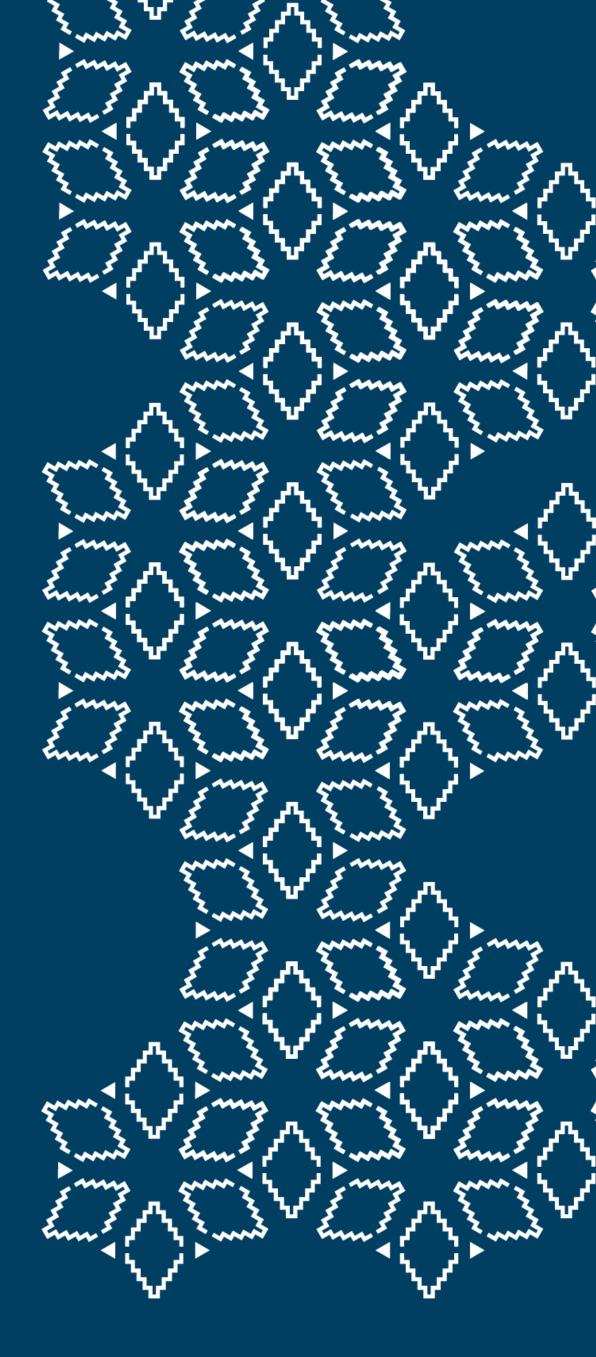


BERMUDA Lost Yet Found

Press Pitches

Themed pitches in Q2 in line with the media landscape and trends included:

- Drafted and distributed a pitch positioning Bermuda as the ideal destination for May with a focus on Heritage Month
- Leverage data on increasing interest in golf amongst females to position Bermuda as part of a "Cocktails & Caddies" golf trips for girls pitch
- Shared information with editor on Newport to Boston Race for potential coverage in Boston Globe
- Pitched Oprah Daily a story on Bermuda's literary inspiration
- Drafted a pitch on Bermuda HellOOO Summer Sale to include in agency wide pitch highlighting travel offers for this summer
- Shared information with editor for planned story in National Geographic
- Assisted editor with compiling information and images on gas station cuisine in Bermuda
- Submitted information on Dr. Doreen Williams-James to editor who is considering nominees for Bloomberg's "Ones to Watch" list
- Pitched information on the Living Reefs Foundation in advance of World Oceans Day
- Shared information on Tucker's Point for several planned stories on golfing
- Added information on Hawkins Island to pitch rounding up unique villa experiences and stays
- Drafted pitch focused on positioning Bermuda as a family friendly destination
- Submitted Bermuda for AFAR's roundup of top destinations for October 2025
- Conducted media outreach in bringing awareness to the Pan Am Transatlantic flight arrival in Bermuda; Secured placement of images in The Points Guy-syndicated to MSN



Press Trips

Individual Press Trip: Fodor's (August 1-4, 2025)

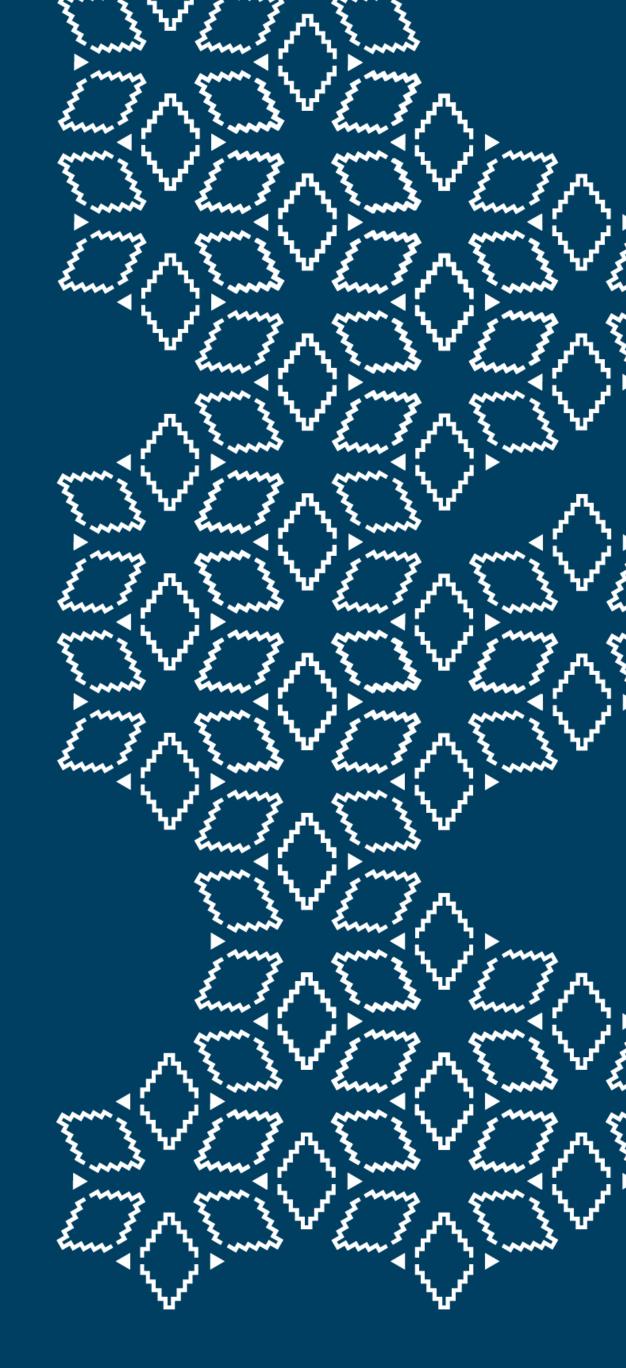
Advance itinerary planning

Cup Match FAM to take place July 31-Aug 4, 2025

Secured 4 media to attend trip

Arts & Culture FAM | October 2025

Concept for arts & culture trip to take place in October 2025



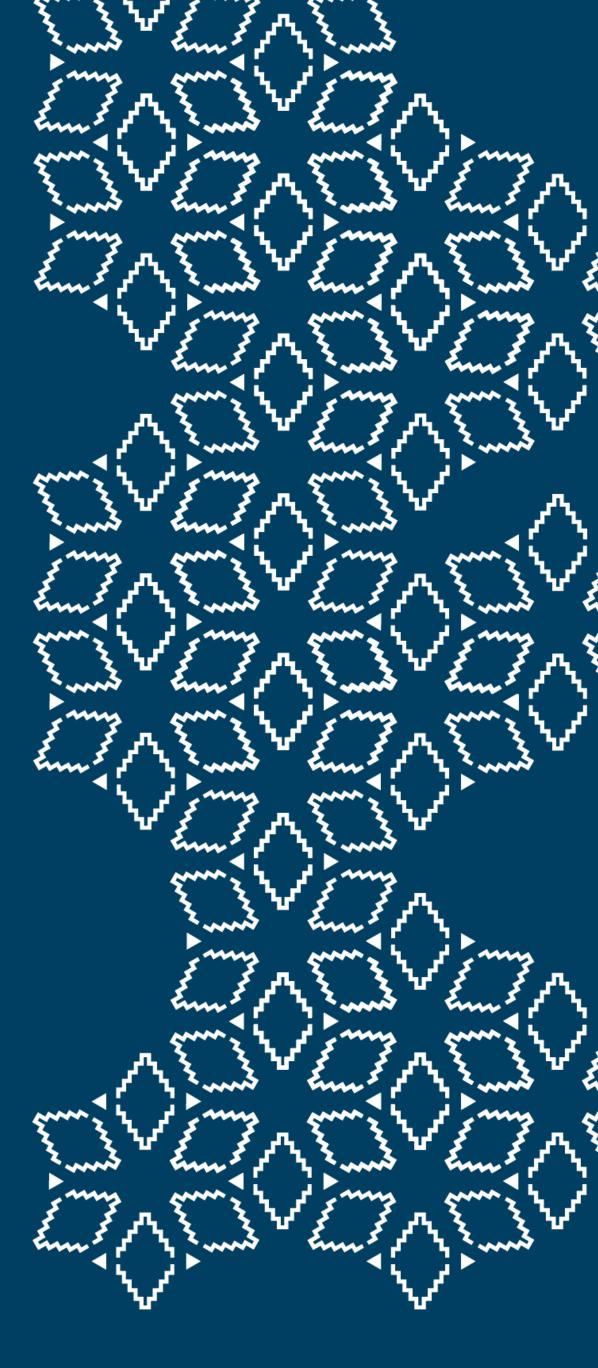
Media Meetings

In May 2025, coordinated a DMV media mission securing meetings with the following editors:

- Leticia Barr, parenting expert and contributing editor at Parents Magazine
- Andrea Sachs, Travel Editor at The Washington Post
- Benjamin Coy, Podcast Host at Cocktails & Culture
- Simone Harvin. Freelance Travel Writer and Editor at Travel + Noire
- Lebawit Lily Girma, Senior Travel Editor at Bloomberg
 - Resulting coverage: Bloomberg: Where Canadians Are Traveling This Summer Now That They're Avoiding the US
- Kaeli Conforti, Freelance Travel Writer (Lonely Planet, Travel + Leisure, Frommers)
- Helen Carefoot, Freelance Travel Writer (The Washington Post, Time Out, Well + Good)
- Kwin Mosby, Senior Digital Editor, National Geographic

In addition to the above meetings, several interviews and Q&As were facilitated with media in the DMV area including:

- A broadcast TV interview for TheJetSet TV with Nikki Noya
- A written Q&A interview with Rich Griest for The Richmonder



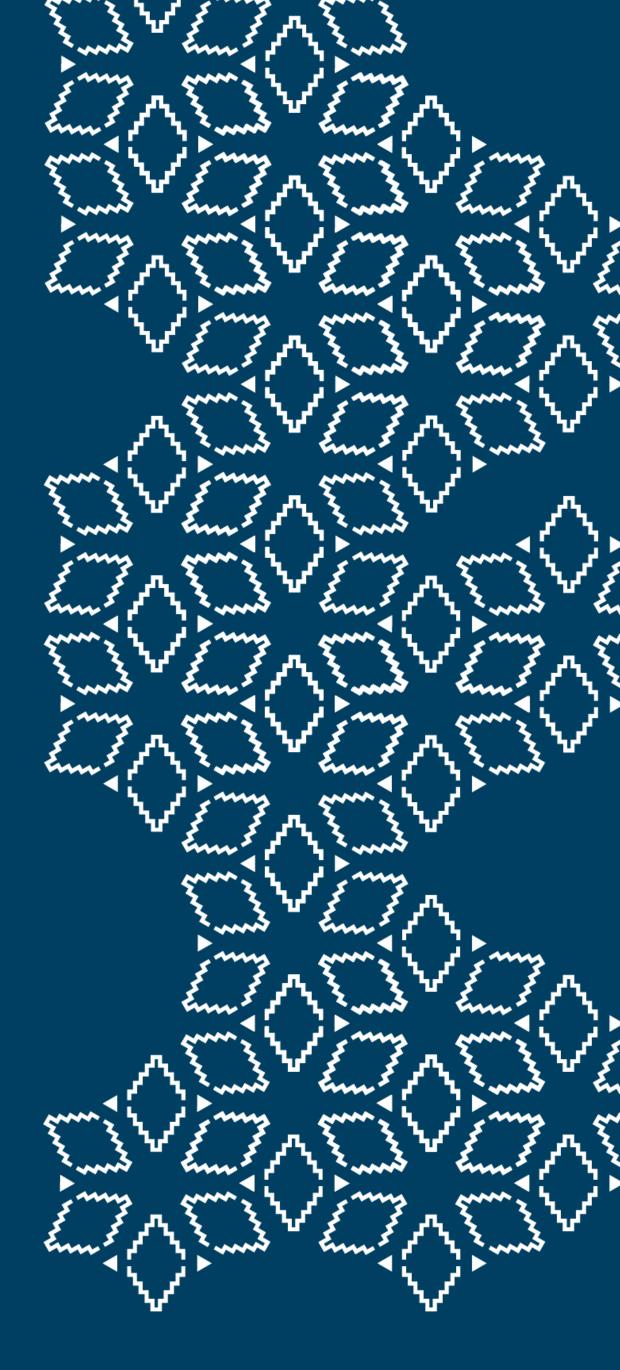
Media Meetings

In Q2 the BTA activated two networking events with MMGY supporting with media outreach. Below is a list of media that were invited and RSVP'd to the SailGP viewing party.

- Melissa Guerts, Group Creative Director, Good Housekeeping
- •Ryan Smith, Freelance (*Travel + Leisure, Newsweek, Conde Nast Traveler*)
- •Jamie Ballard, Freelance (Cosmopolitan, Allure, etc)
- •Kimberly Fisher, Contributor at *Pursuitist*, Freelance Writer for *JetSet Magazine*
- •Dan Koday, Freelance (*GQ, Business Insider, Forbes*)
- •Alison Fox, Contributing Editor at *Travel + Leisure*
- Chris Wilson, Editor at Maxim

. Below is a list of media that were invited and attended the Celebrate in Bermuda Dinner:

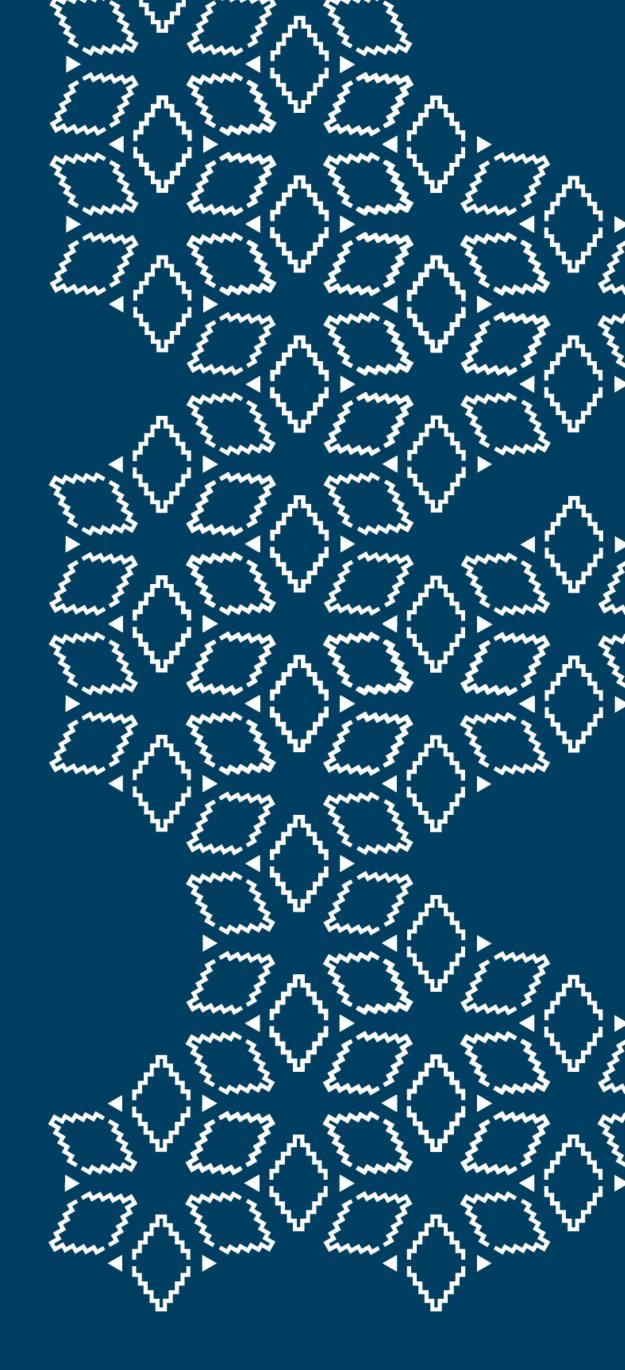
- Shayna Conde, Freelancer (Business Insider, Essence)
 - Shayna shared images of the event to her Instagram page: https://www.instagram.com/p/DLgyTbqMg1H/?hl=en&img_index=1
- Laurie Werner, Travel Contributor at *Forbes*
- Victoria Walker, Freelancer (AFAR, Upgraded Points, The New York Times)
- Delaina Dixon, Contributing Editor *Ebony Magazine*
- Danielle Near, Content Director at *Editorialist*
- Carly Sebouhian, Travel Sales Manager at AFAR
- Eva Crouse, Editor at Worth Magazine
- Erik Trinidad, Freelancer (Travel + Leisure, TravelAge West, Food & Wine Magazine)
 - Erik added an edited video to his NYC Life Instagram Story tab: https://www.instagram.com/stories/highlights/17894214191941166/?hl=en
- Caroline Bologna, Lifestyle Editor at HUFFPOST



Community Engagement

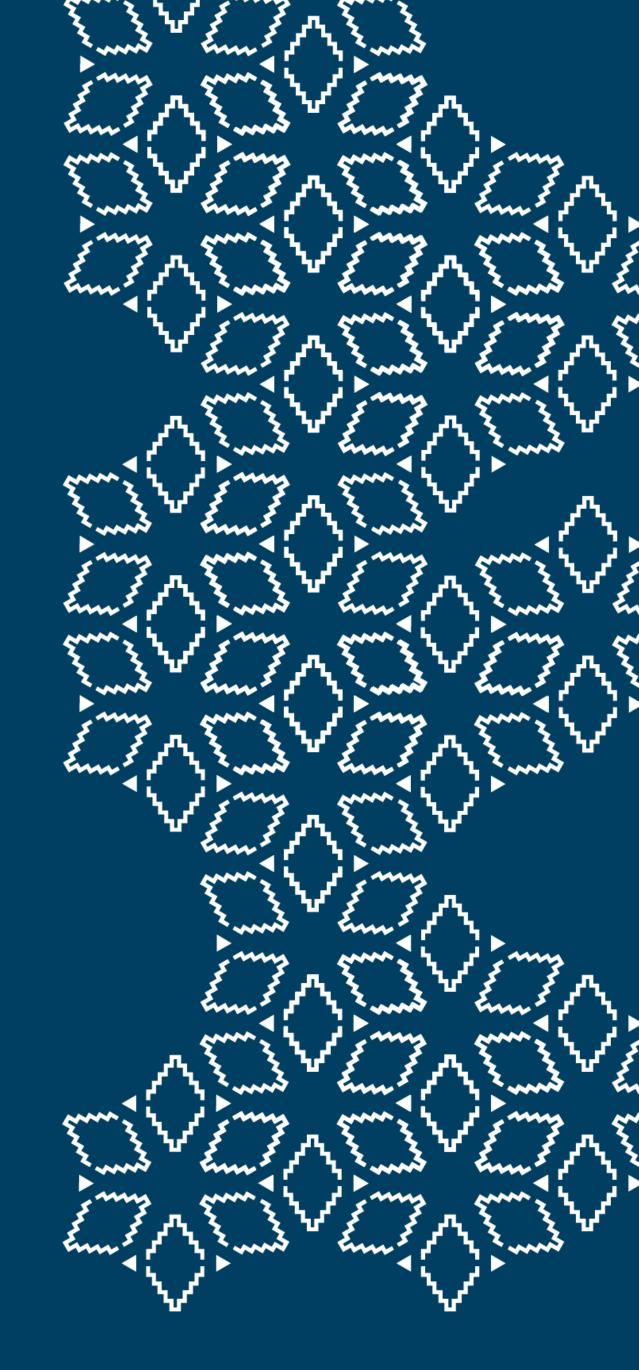
MMGY liaised with on-island partners for the below media opportunities during Q2:

- Rosewood Bermuda: MMGY reached out to partner to gather family-friendly activities offered at resort for a story on MommyPoppins
- Hamilton Princess: MMGY reached out to Hamilton Princess to facilitate a story on hotels featuring brand collaborations
- Hamilton Princess: Liaised with team to plan individual press visit for Fodor's editor Rachael Levitt

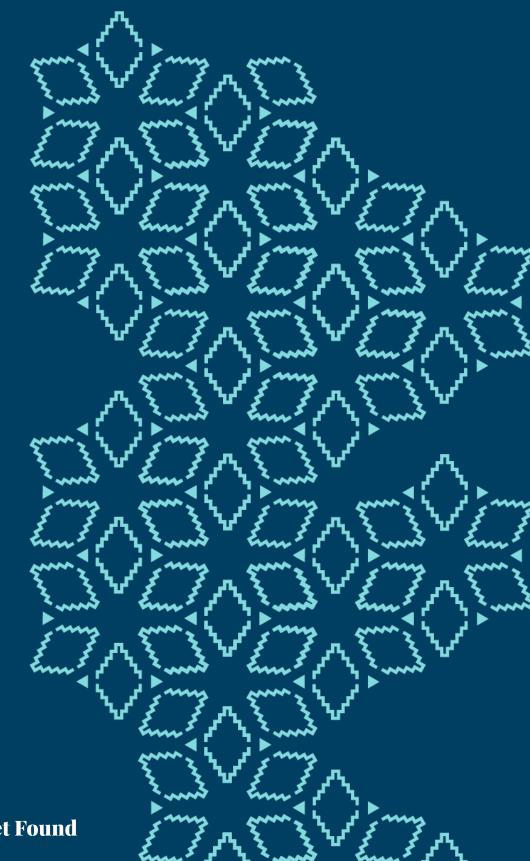


Future Plans

- Organizing the Cup Match 2025 Group Press Trip with US, Canadian and UK media (30th July 4th August)
 - o Confirmed attendance from Travel Noire, Men's Journal, The Miami Times and Forbes for 4 US Media
- Organizing an Arts & Culture FAM to take place in October 2025
 - MMGY outlined budget and prepared outline for approval



PR – Canada



Key Metrics and Analytics

April 2025 - June 2025

• Number of articles: 56

• Total reach: 27,758,066

• Total Earned media value achieved: \$228,379.44

YTD

• Number of articles: 58

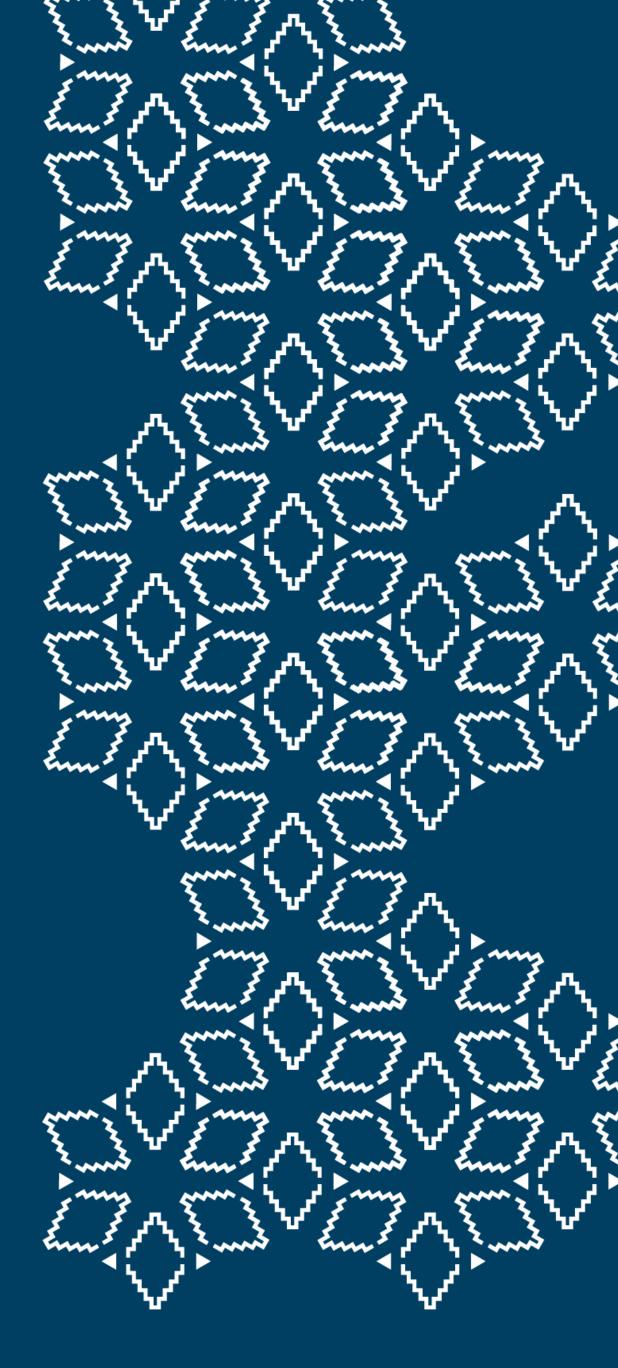
• Total reach: 29,857,594

• Total Earned Media Value: \$425,209

Key coverage themes included:

- BermudAir launches flights from Montréal to Bermuda
- Proximity of Canada and Bermuda
- Bermuda is "treasure island" where adventures awaits

• Fever Pitch organized and held media meetings with 31 Canadian journalists, influencers, and media contacts to ensure Bermuda remains front of mind



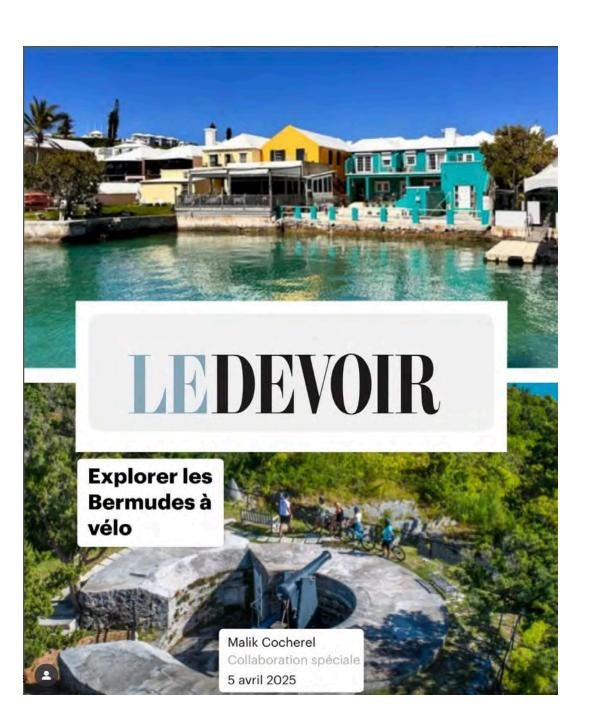
Media Coverage Highlights

TORONTO STAR



Publication: Toronto Star Estimated Reach: 8,079,299

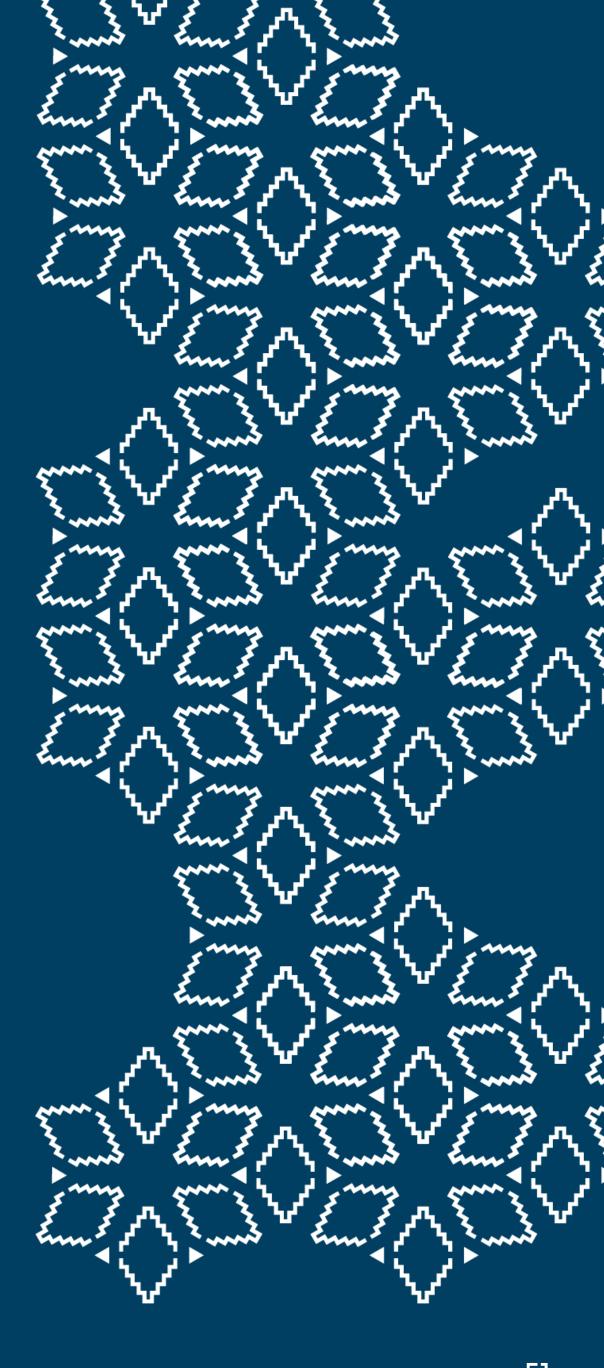
EMV: \$74,733



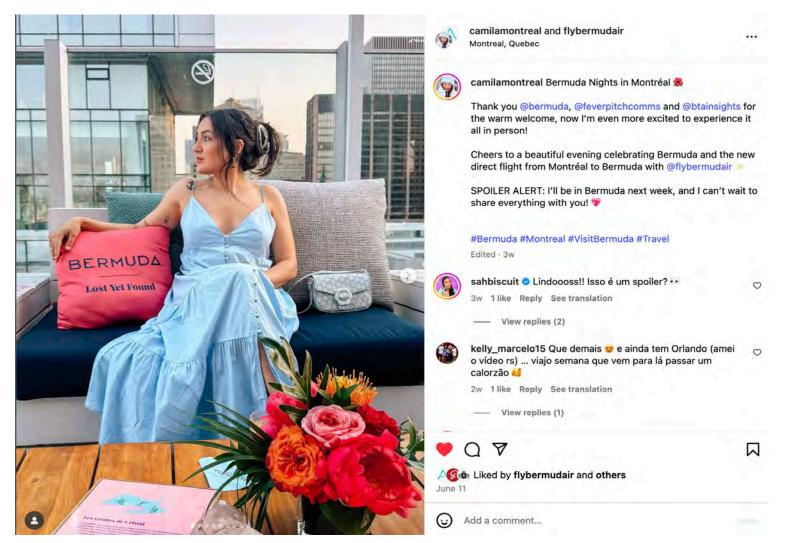
Publication: Le Devoir Estimated Reach: 1,916,747 EMV: \$15,000

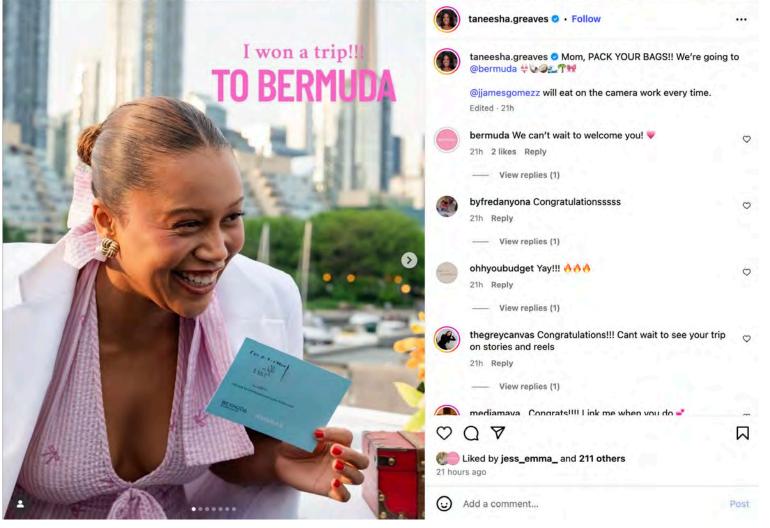


Publication: Le Journal de Montréal Estimated Reach: 3,987,284 EMV: \$43,860

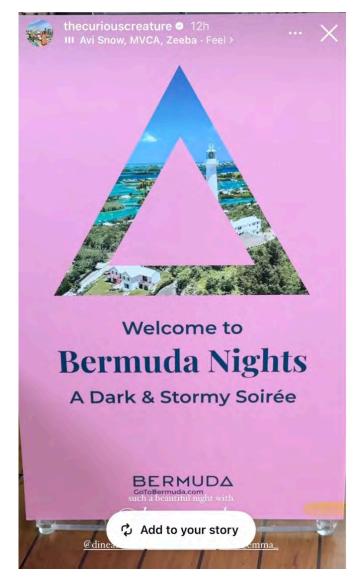


Media Coverage Highlights

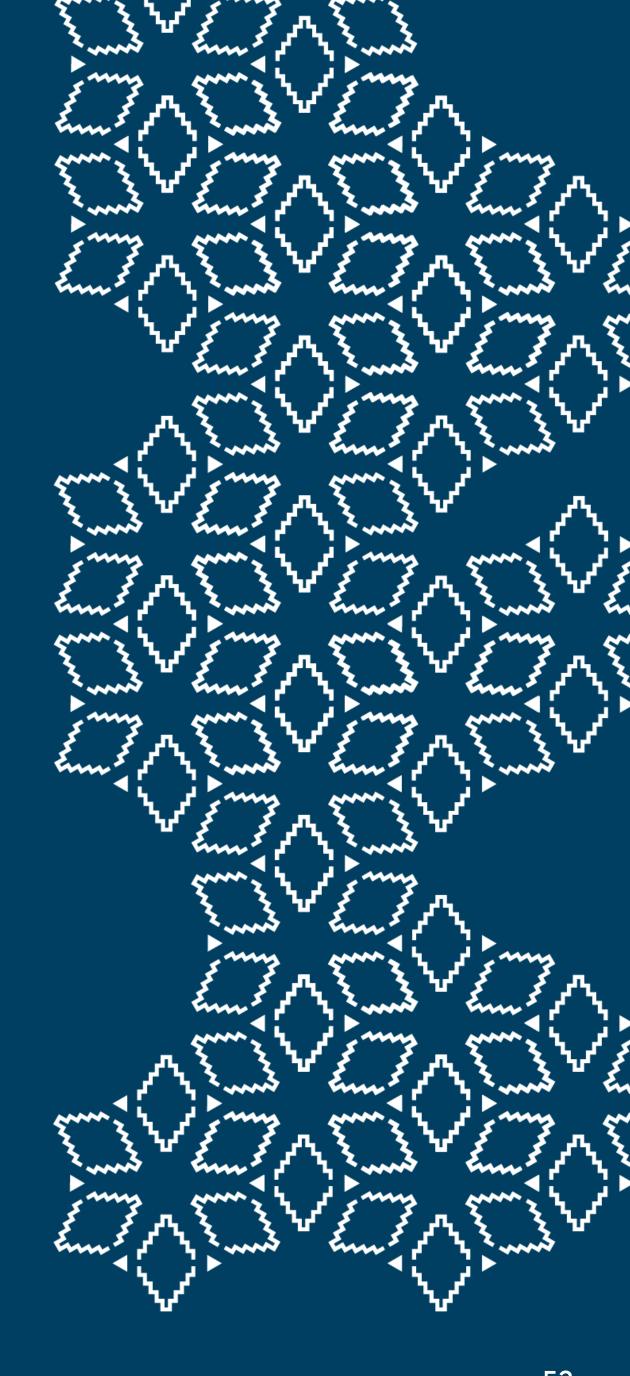










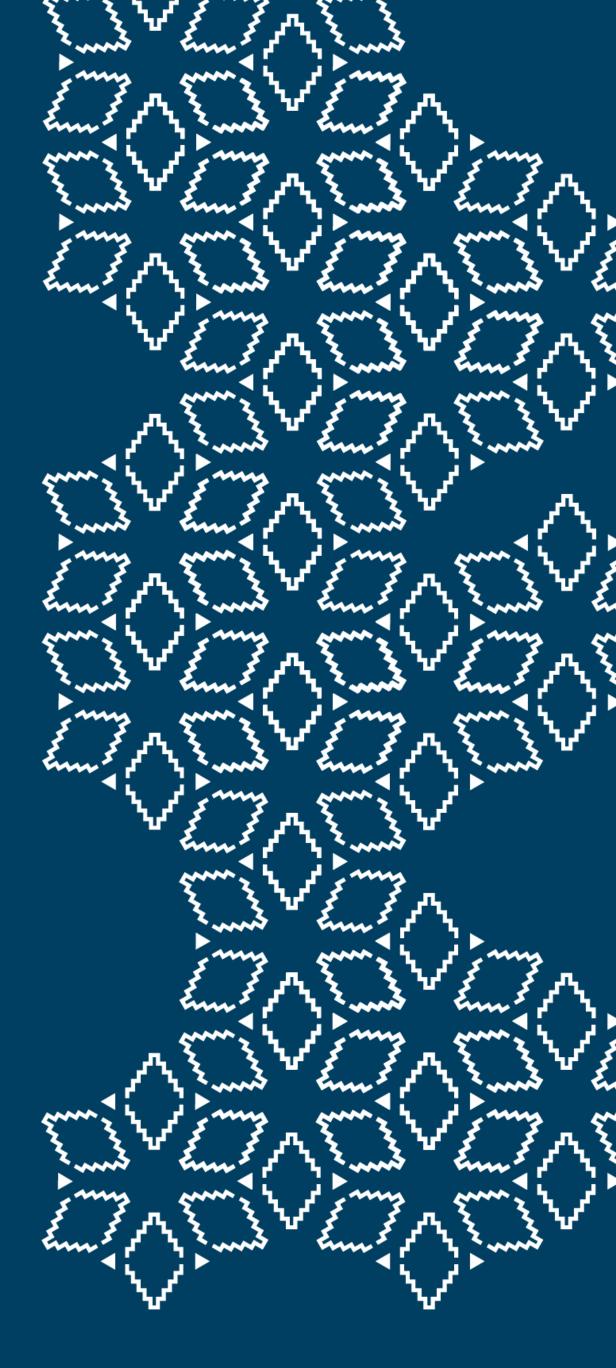


BERMUDA

Lost Yet Found

Press Pitches - Canada

- Distributed a press release announcing BTA's growth in Canadian market with appointment of Fever Pitch as the new agency of record.
- Pitched Doug Wallace (Freelance) on What's New in Bermuda for coverage in IN Magazine.
- Distributed a press release on the sales team's Toronto Roadshow efforts for local distribution. The release was also sent to Canadian travel trade media.
- Drafted a pitch for HORIZON Magazine on eco-tourism tours and experiences in Bermuda.
- Distributed a Spring 2025 media newsletter featuring stories on: New Hotel Developments; Unique Culinary Experiences; Island Style and the history of Bermuda shorts; Summer Festivals
- Distributed a "Bermuda Nights" press release for Canadian travel trade media following media events in Toronto and Montréal.
- Drafted a global press release spotlighting Bermuda's Music Scene. Waiting on final approval from the BTA.
- Shared HELLOOO Summer sales offers pitch with multiple outlets.
- Responded to inquiries from Strategy Magazine regarding Bermuda's seasonal marketing campaign
- Shared a pitch for food and drink media on 'International Dark n' Stormy' day
- Pitched HORIZON Magazine on Bermudian wedding venues and traditions.

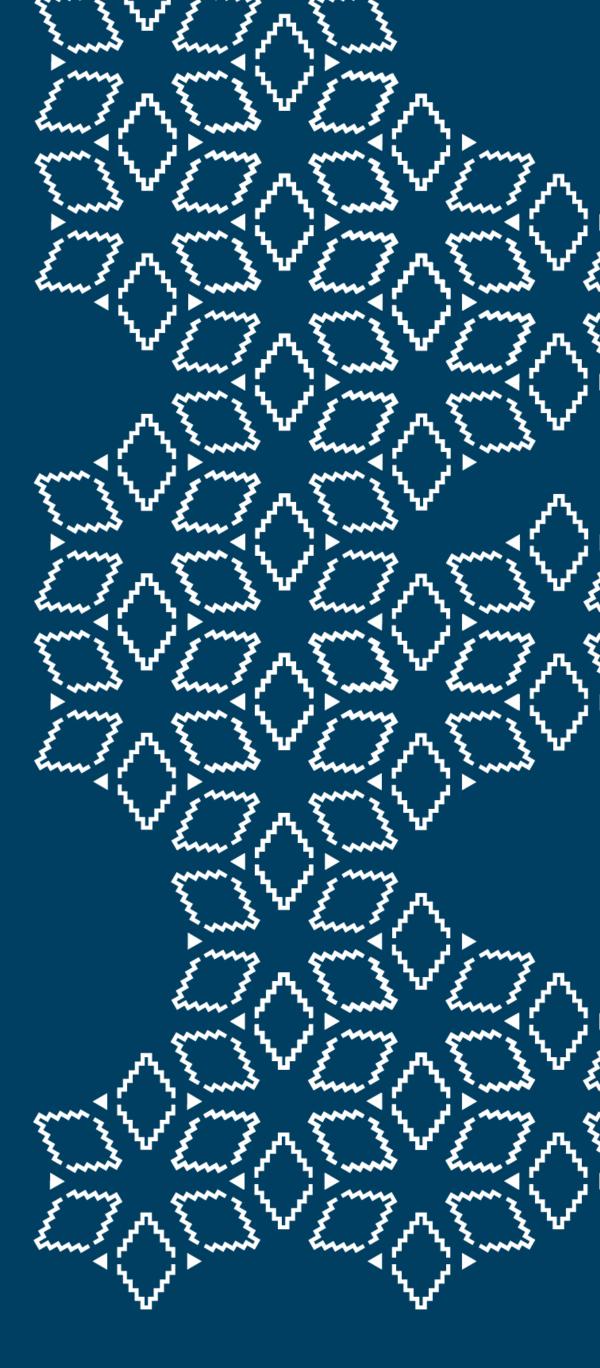


Press Trips - Canada

- Le Devoir, Individual Press Trip
 - Purpose of Trip: Discover Bermuda by Bike
 - Destinations Visited: Grotto Bay, St. George's, Railway Trail, Dockyard
 - Attendees: Malik Cocherel, Journalist
 - Resulting Coverage: Feature coverage in Le Devoir reaching an audience of 1,916,747 with an estimated value of \$15,000
- Toronto Star, Individual Press Trip
 - Purpose of Trip: Springtime in Bermuda
 - Destinations Visited: Cambridge Beaches, AZURA, Grotto Bay, Horseshoe Beach, The Loren
 - Attendees: Olivia Stren, Journalist
 - Resulting Coverage: Feature coverage in Toronto Star both digitally and in print, syndicated across Torstar chain (approximately 20 outlets in Ontario)

Upcoming press trips

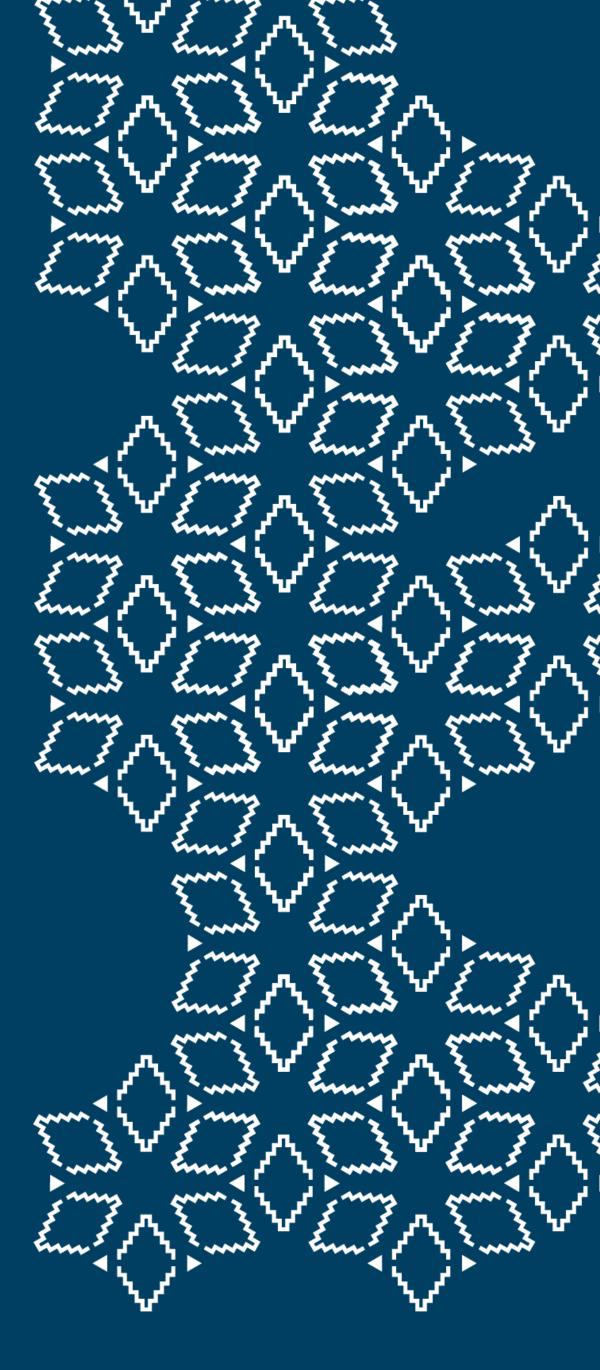
- Cup Match Group Trip (July 30 August 4): Shinan Govani, Zoomer
- Charles Edouard Carrier, La Presse (August 14-21) individual press trip
- 'Secrets and Stories' Canada Group FAM Trip (September 17-21)
- Dick Snyder, Freelance (September 25-28) individual press trip
- Chantal Braganza, Chatelaine (October 15-19) individual press trip



Media Meetings - Canada

Secured and held 31 meetings with top-tier publications and potential brand partners to the latest island developments, story angles, press trip opportunities and integrated content partnerships.

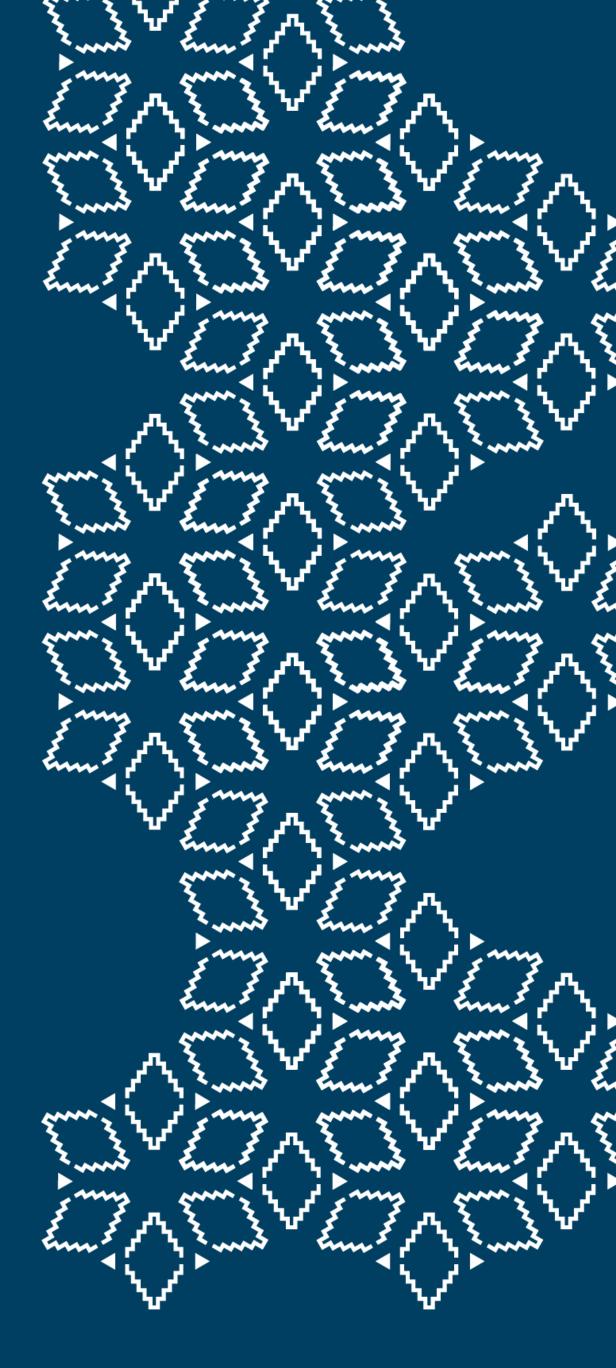
- Met with House & Home to pitch a travel story that is expected for the September issue; provided story ideas, images, etc.
- Coordinated interviews for Le Journal de Montréal story on Bermuda-Canada connection, provided images.
- Shared story ideas, B-roll and images for CTV Your Morning segment on "hush vacation" trend that aired in June.
- Met with CAA, Canada's Best, and BOLD journalist, Dick, to follow-up on his prize trip to Bermuda; discussed requested activities and potential coverage opportunities.
- Met with Lola Augustine Brown to discuss IPT opportunities.
- Met with Olivia Stren to gather feedback on IPT.
- Met with influencer Taneesha Greaves to discuss partnership and IPT opportunities.
- Met with Melanie Reffes to discuss event sponsorship and IPT opportunities.
- Met with Sarah Treleaven to discuss IPT opportunities and story angles.
- Met with Mercantii to provide itinerary details and coordinate gift bag delivery.
- Met with Lauren Kramer to discuss IPT opportunities and story angles.



Media Meetings - Canada

Secured and held 31 meetings with top-tier publications and potential brand partners to the latest island developments, story angles, press trip opportunities and integrated content partnerships.

- Met with Shinan Govani to discuss organize itinerary for Cup Match IPT.
- Met with Maureen Halushak to discuss IPT opportunities and story angles for "Girlfriend Getaway" feature in Chatelaine Magazine.
- Discussed IPT opportunities and partnerships with creator Camila Montréal.
- Liaised with Bermuda Nights BermudAir flight winner Taneesha Graeves to begin prize fulfilment.
- Hosted virtual meeting with Nathalie Clark (Prestige Magazine, World Traveller) to discuss IPT opportunities.
- Scheduled meetings with Baxter Media (Canadian travel Press) to discuss potential paid partnership collaborations.
- Scheduled meetings with Gonez Media (BGS, NOW Magazine) to discuss potential paid partnership collaborations.
- Discussed IPT opportunities and partnerships with Chantal Bargnaza, Chatelaine magazine.
- Discussed IPT opportunities and partnerships with Lorraine Carpenter, CULT MTL.
- Discussed IPT opportunities and partnerships with Jonathan Cuseau, La Tribune Group.
- Discussed IPT opportunities and partnerships with Maude Carrier, freelance.
- Discussed IPT opportunities and partnerships with Charles Edouard-Carrier, La Presse.
- · Discussed IPT opportunities and partnerships with Noa Nichol, VITA Magazine.
- Discussed IPT opportunities and partnerships with Tamara Elliott, freelance.



Market Engagement, Local Involvement - Canada

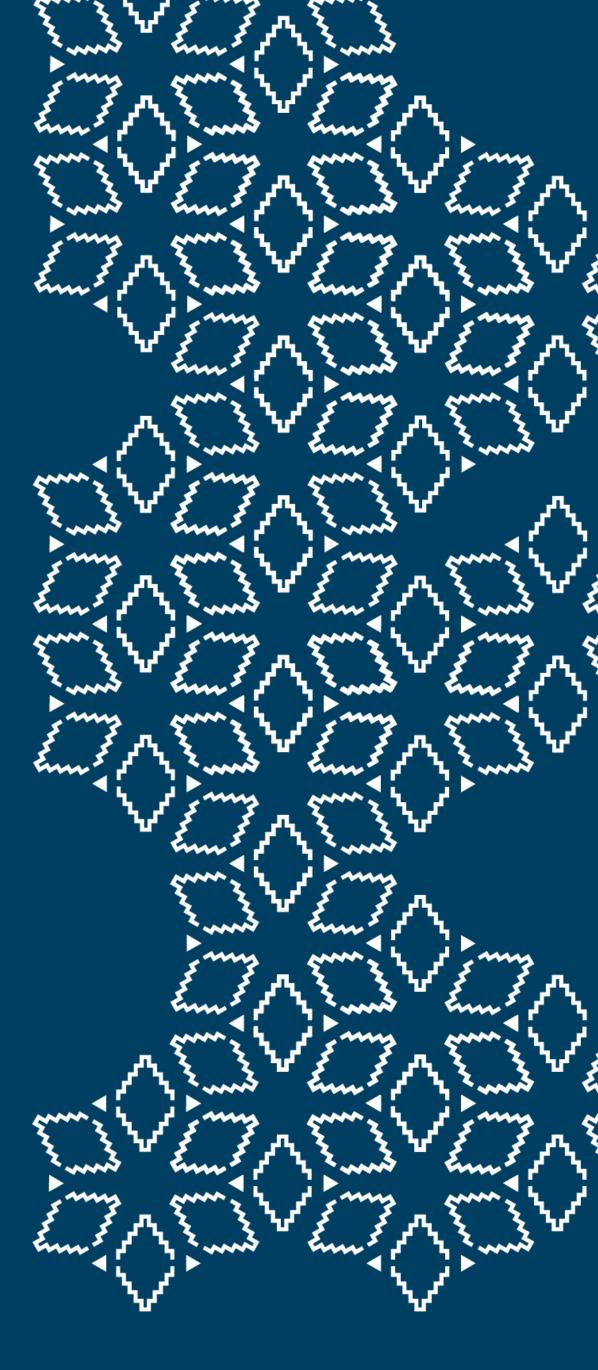
BTA engaged on-island partners from Goslings Rum, Lilli Bermuda and BermudAir to host "Bermuda Nights" media events in Toronto and Montréal on June 9 and 10. The agency secured 61 top tier travel media, TV producers and content creators to attend the events in two of the island's key markets.

The events included engaging story telling stations, Bermudian inspired food and drink, and interactive activations with Goslings Rum and Lilli Bermuda. <u>View the wrap report here.</u>

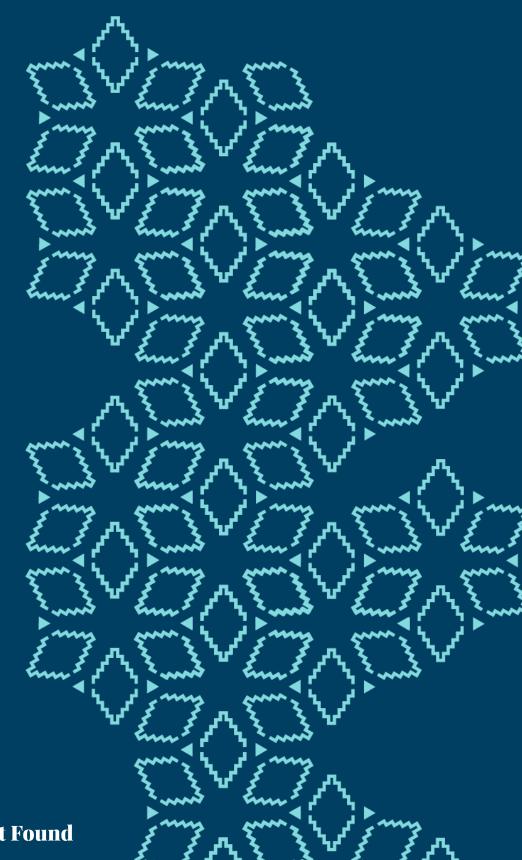


Future Plans

- Ongoing recruitment and organization of individual press trips to Bermuda for top-tier media
 - Charles Edouard Carrier (La Presse) to visit August 14-21 (TBC)
 - Dick Snyder (Freelance) to visit September 25-28
 - Chantal Braganza (Chatelaine) to visit October 15-19 (TBC)
- Organizing itinerary plans for 'Secrets and Stories' group press trip (September 17-21). Participating media include:
- Noa Nichol (VITA)
- Jody Robbins (Canadian Geographic)
- Maude Carrier (Noovomoi)
- Linda Barnard (Freelance)
- In conversations with Taneesha Greaves for an influencer trip in partnership with BermudAir
- Reviewing proposal from Gonez Media for integrated content partnership spotlighting the Bermuda-Canada connection and the rum trail.
- In conversation with Jonathan Custeau (La Tribune) to discuss fall press trip opportunities.
- In conversation with CultMTL to support possible press trip with BermudAir.
- In conversation with Ignite Magazine to participate in upcoming MICE FAM trip (August 20-25)



MICE – UK



Website Traffic

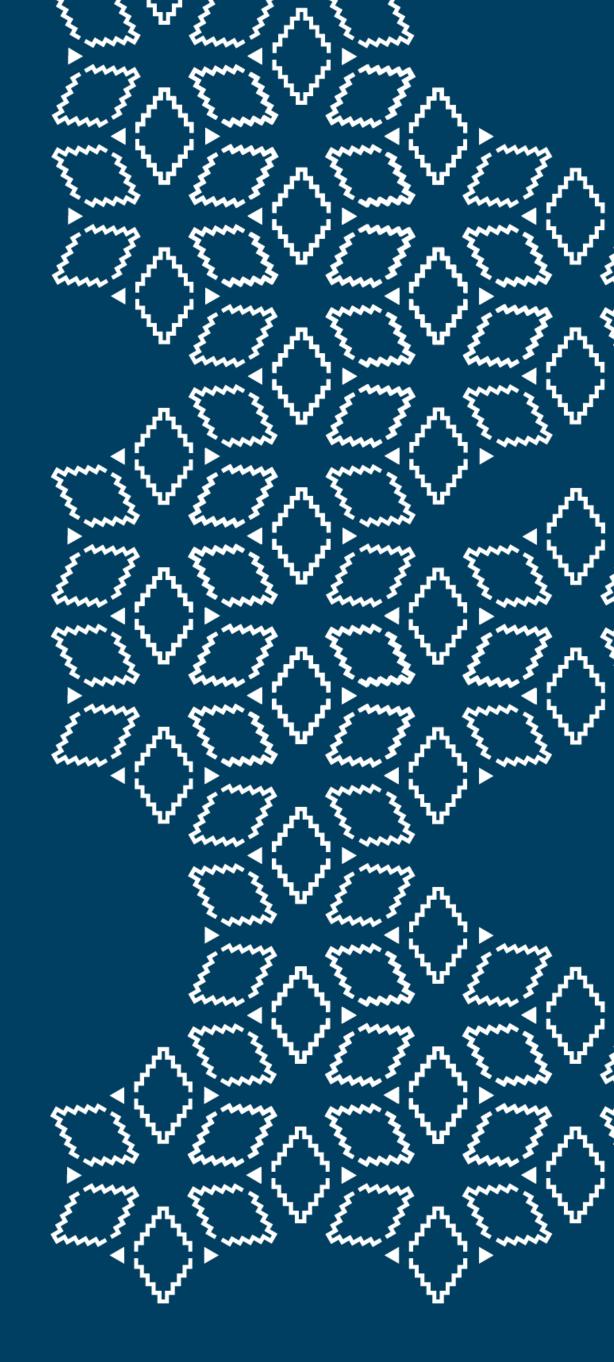
Total Site Traffic and Goals

Overall website traffic was **877,661 visits**, a 14.6% increase over Q1 2025. While we are still pacing behind 2024 website traffic (down 19.2% YoY), we are making gains to close this margin. The increase in quarterly traffic was driven by Google organic search (227,340; +20.1% PoP) and Instagram Paid Social (33,362 visits; + 49.5% PoP). While Paid Social was a top driver of actual visits, it did account for less of overall traffic, with a 21.1% decrease in traffic from last quarter.

Engaged visits were slightly higher this quarter – reaching **446,571 visits**. While this number is slightly down compared to the same period in 2024 (-7.2% YoY), it contributed to a significant increase in our **Engagement Rate**, reaching an average **50.88%** (+14.9% YoY).

Organic Search and Paid Social (FB) were by far our strongest channel performers in terms of driving traffic, accounting for 227,340 and 195,232 sessions, respectively. Notably, Organic Search and Google CPC (Paid Search) garnered the highest conversion rates, garnering 47,403 and 25,608 partner referrals, respectively.

The seasonal hub landing pages trended as our top performing pages in terms of visits, however the HellOOO Summer and Splash Sale pages were among top performers for external link clicks/referrals, along with the Homepage and Bermuda Arrival Card.



User Engagement

2025 Q2 Results (April 1st – June 30th)

Scorecard Metrics:

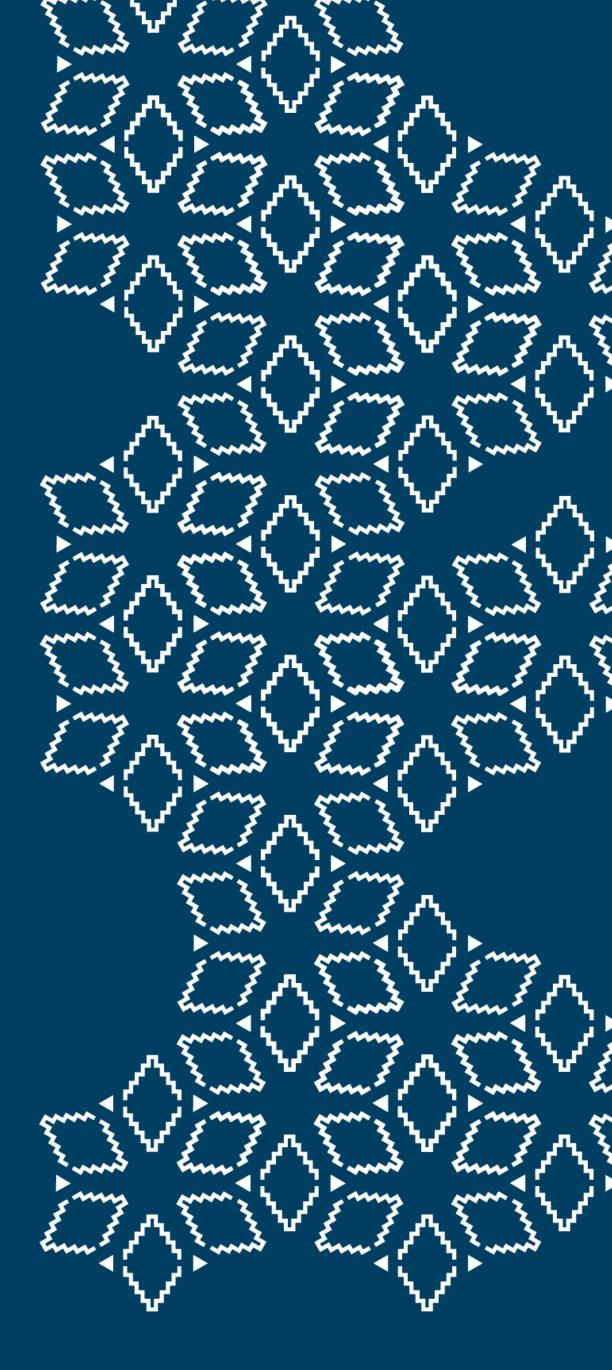
- 877,661 Website Sessions (+14.6% PoP)
- 249,459 Organic Search Sessions (+18% PoP)
- 204,893 Total Desktop Users(+45.6% POP)
- 633,065 Total Mobile Users(+47.4% POP)
- Organic Engagement Rate:82.07% (+9% PoP)
- Overall Engagement Rate: 50.88% (+14.9% YoY)

Additional Metrics:

- 1,284,745 Pageviews (+10.6% PoP)
- Partner Link Conversion Rate: 9.69% (+8.4% PoP)

Top Locations:

- New York (60,771 visits; +28.7% PoP)
- Pembroke (40,513 visits; +0.8% PoP)
- Toronto (57,849 visits; +30.6% PoP)



Conversion Rates

Partner Referrals

Total Partner Referrals: 119,856 (85,013 external link clicks, 34,843 internal partner referrals)

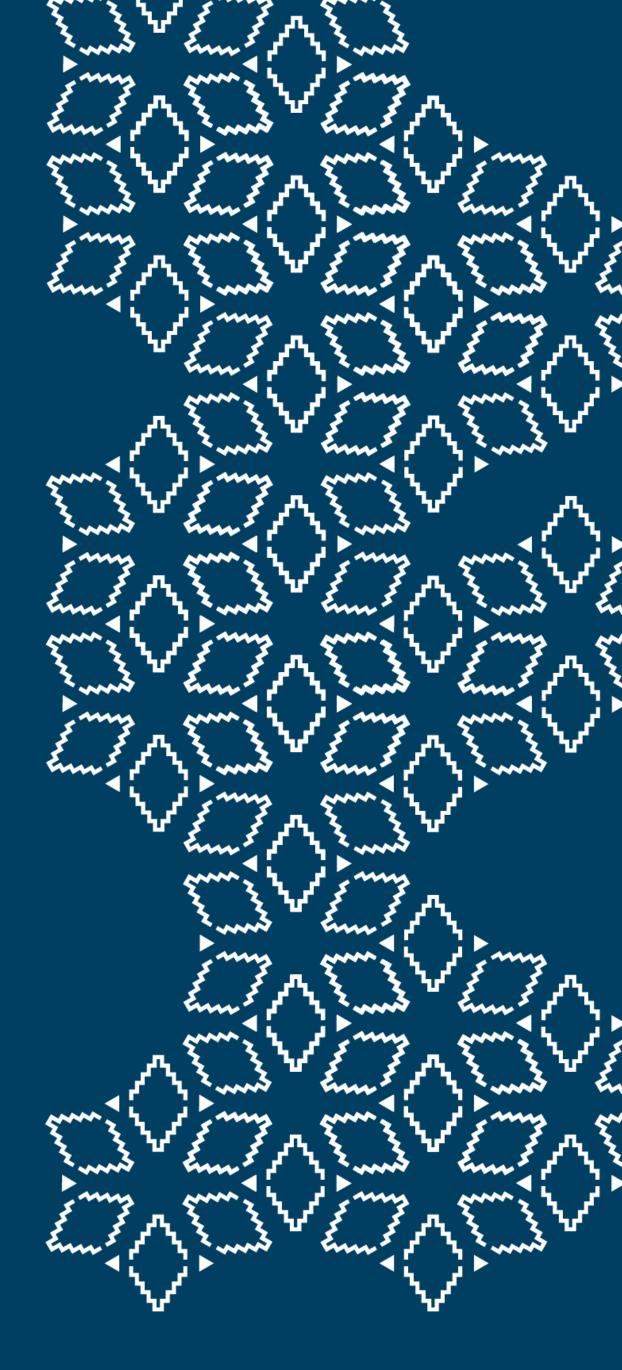
- Profile Referrals 51,603
- Deal Referrals 1,095
- Event Referrals 12,389

Total Partner Unique Pageviews

- Profile 80,639
- Deals 2,077
- Events 16,956

Top Partner Landing Pages:

- Crystal Caves Bermuda (2,807 page views; 72.9% engagement rate)
- Admiralty House Park (2,301 page views; 71.54% engagement rate)
- Harbour Nights (2,110 page views; 63.59% engagement rate)



Content Performance

The top 4 performing landing pages for the 2nd quarter were:

Spring in Bermuda:

- 246,783 Sessions
- 32.44 % Engagement Rate
- 879 External Partner Referrals

Hellooo Summer:

- 61,561 Sessions
- 45.5% Engagement Rate
- 9,524 External Partner Referrals

Summer in Bermuda:

- 53,251 Sessions
- 35.13% Engagement Rate
- 342 External Partner Referrals

Homepage:

- 35,370 Sessions
- 72.86 % Engagement Rate
- 7,693 External Partner Referrals



Hell000 Summer Campaign Analysis

(May 5th – June 16th)

HellOOO Summer

Performance Highlights:

- Overall, the campaign generated 60,233 sessions (-3.4% YoY) and 51,360 new users (-6.8% YoY) who visited the campaign landing page.
- On average, users viewed 1.28 pages per session.
- The engagement rate averaged 44.86%, an increase of 33.6% YoY.
- The website led to 9,222 external partner referrals (+63.9% YoY) and 4,534 internal partner referrals.
- · Additionally, there were 66 newsletter sign-ups garnered as well as, 19 newsletter scrolls

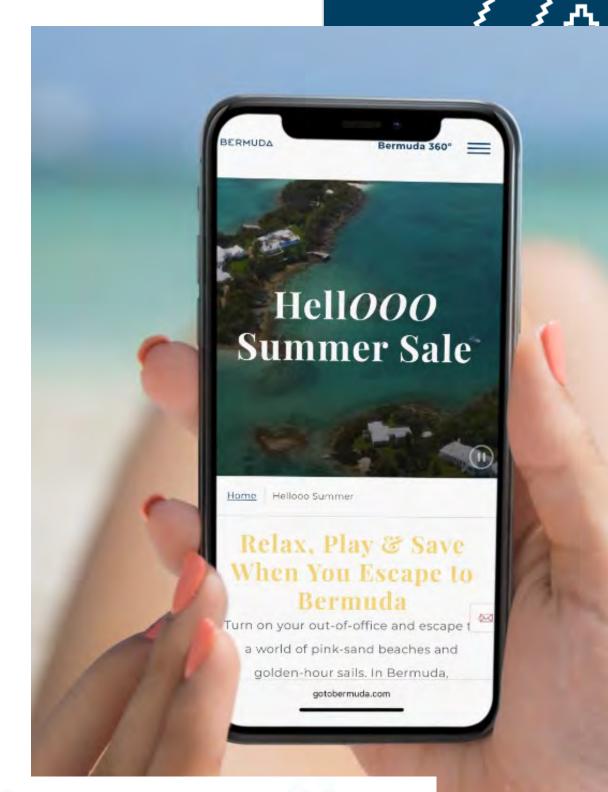
Top Performing Channels:

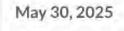
- 1. Paid Social (FB): 28,611 sessions, 32.92% engagement rate
- 2. Paid Social (IG): 8,717 sessions, 47.5% engagement rate
- 3. Paid Search (Google CPC): 5,210 sessions, 79.58% engagement rate

Top External Partner Referrals:

- 1. The Reefs: 1,191 partner clicks
- 2. Azura Bermuda: 1,053 partner clicks
- 3. BermudAir: 916 partner clicks

The most notable spike in user engagement took place on May 30th, with 2,045 sessions and 567 external partner clicks.





- Sessions: 2,045
- External Partner Referrals: 567
- May 30, 2024
- Sessions: 1,221
- External Partner Referrals: 78

20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20... 20...



New Pages Added:

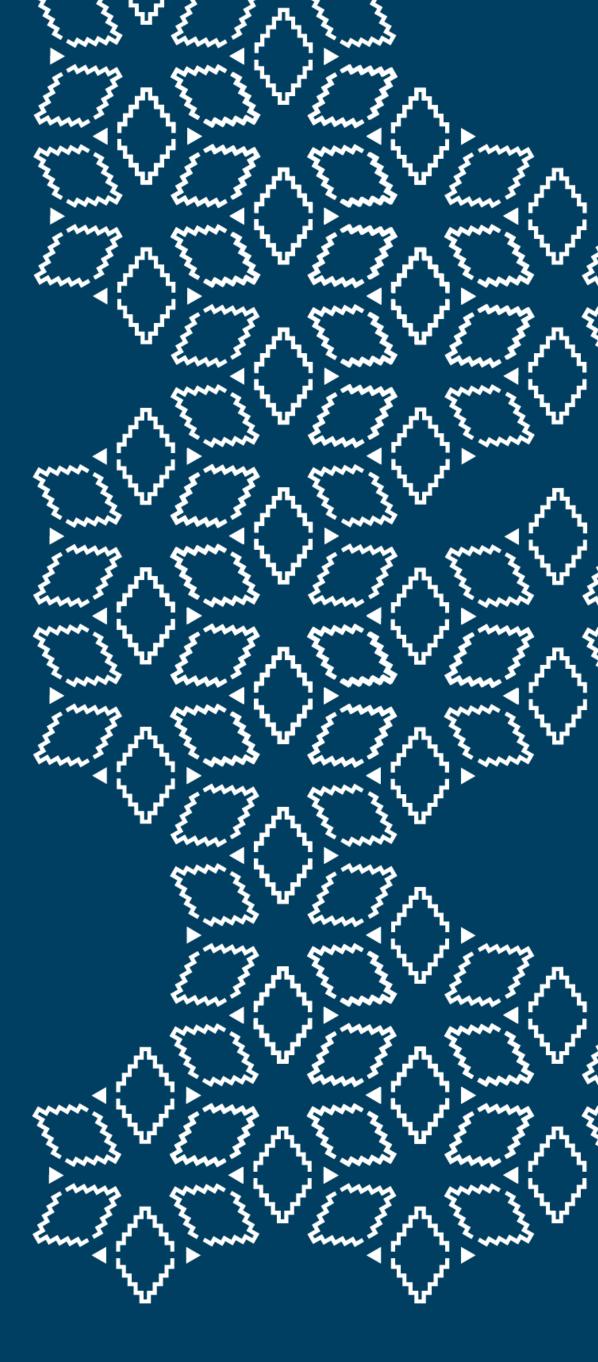
Site updates & New Content

New Pages / Content Updates:

- Canada (content updates and support)
- Splash Sale (content support)
- Bermuda Arrival Card (Alert) (content updates and support)
- Spring in Bermuda (content updates)
- Hellooo Summer (content updates and strategy)
- Summer Fridays (Flydays) (content updates)
- Summer in Bermuda (content support & updates)
- Various Giveaway Landing Pages & Giveaway T&C pages (Sports Illustrated, Boston Seaport, Yankees, Etc.)
- Board of Directors (removal of members)
- Corporate Report (PDF Updates)
- Year in Review (Flipbook updates)
- Sports in Bermuda (factoid component updates & content support)

Additional Website Updates:

- Multiple Forms created in Hubspot (giveaways, holiday classic, sports groups, etc.)
- Alogolia Search Updates and Maintenance
- Account Configuration/migration (VERB ITS updates)
- Mobile Hero Component updates
- Bynder Redirect + Migration support
- Bound Personalization Updates (Spring and Summer)



Lost Yet Found

SEO Updates:

SEO Work completed in Q2

Content Audit & Review:

- Content audit and recommendations for May, June, and July
- Cup Match Bermuda research, optimization, & implementation
- Bermuda Arrival Card page optimizations & competitor recommendations
- HEIIOOO Summer page research, optimizations, & implementation
- Summer in Bermuda page recommendations & implementation
- · Bermuda Welcomes You campaign research, recommendations, & optimizations
- Content Audit for specific keyword mentions
- Blog Audit

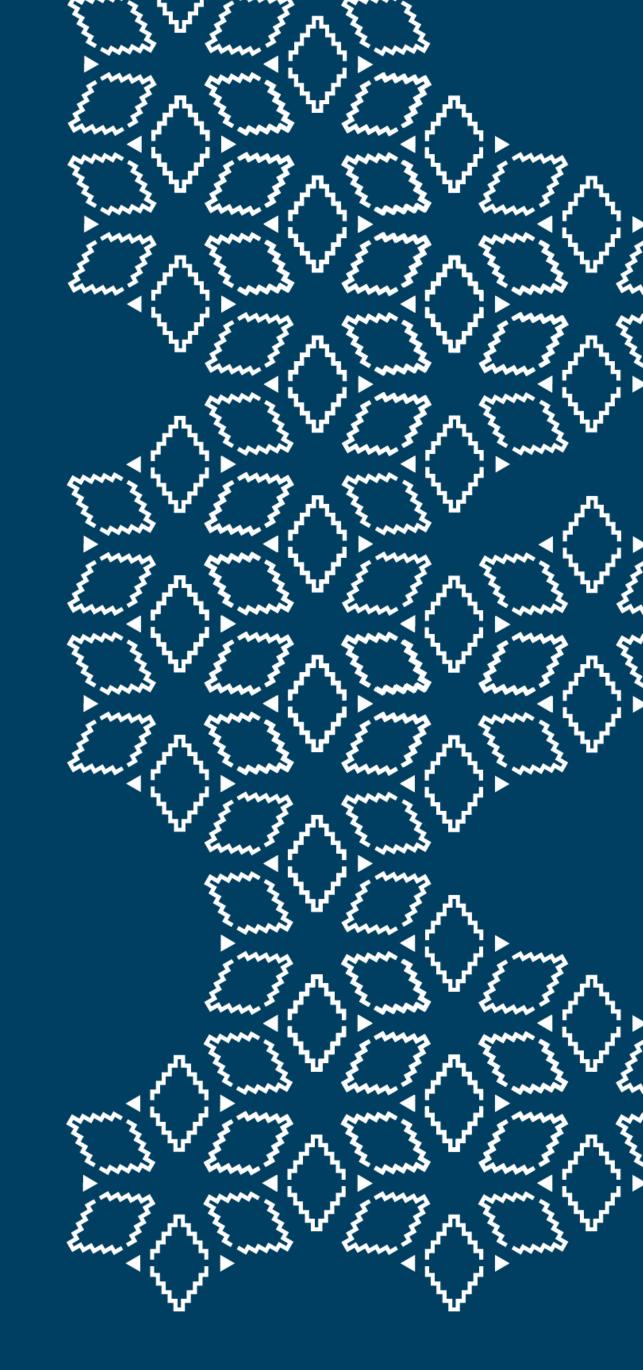
On-page Review (Titles, Metas, H1s, etc.)

Ongoing Technical Scans & Optimizations including:

- 4XX & 5XX Error Audit including Events and Profile pages
- Image Alt Text
- Schema Review and Optimizations
- Core Web Vitals Audit

YouTube Video optimizations

Pinterest optimizations and recommendations



Email Marketing Highlights

2025 Q2 Results (April 1st – June 30th)

Overall Email Performance:

• Total Emails Sent: 13 emails; 4 campaigns

Total Opens: 47,458

Average Open Rate: 16.44%

• Total Clicks: 9,885

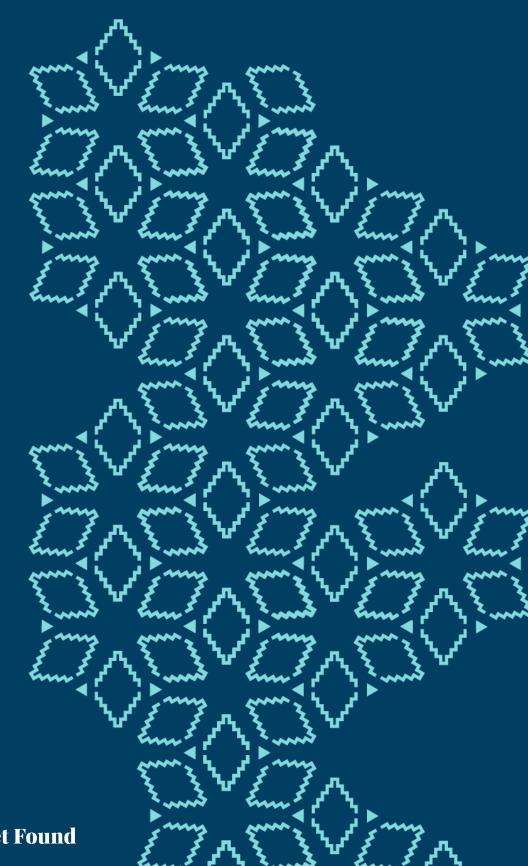
• Click-Through Rate: 20.83%

Performance Highlights & Recommendations:

- Successfully transitioned to HubSpot and launched a refreshed welcome journey and newly designed Wifi welcome journey.
- Segmented emails launched via our new preferences, so far we're seeing great results with the travel group and signature events and experiences segments, plus the launch of the birthday email in July. We'll continue to test these segments for optimal engagement.
- Subscriber growth was strong at a 7.62% increase, tactics such at Meta Leads Gen ad refresh, social, and web touchpoints can help grow this further



Social Media



Channel Performance

Social Media Performance by Channel

Instagram

New followers gained: 5390 Lifetime followers: 142,577

Engagements: 350,936 (+122.1 YoY%) Impressions: 9,162,392 (+130.6% YoY) Engagement Rate: 4.2% (-4.8% YoY)

Paid Impressions: 2,522,923 (+269.8% YoY) Paid Engagements: 1,585,818 (+308.7% YoY) Total Paid Clicks: \$0.96 7,757 (+311.5% YoY)

Cost Per Click: (-49.47% YoY)

Facebook

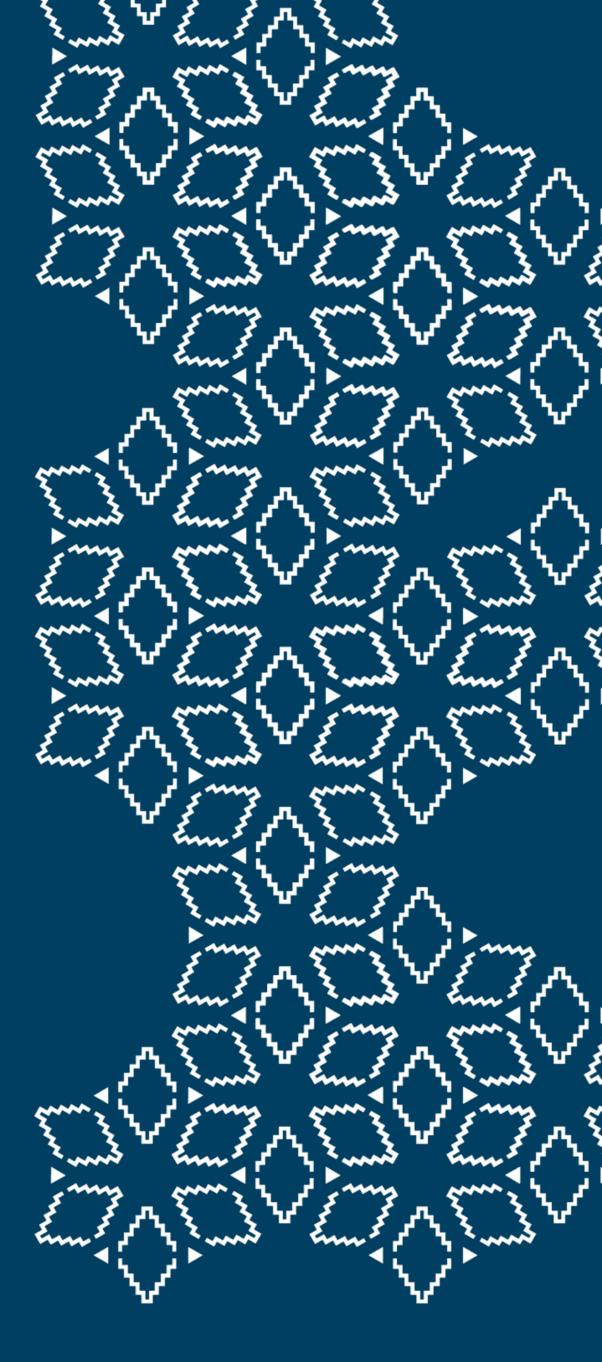
New page likes gained: 851 Lifetime page likes: 396,811

Engagements: 204,907 (+38.9% YoY) Impressions: 25,962,171 (+39.4% YoY)

Avg. Engagement Rate: 5.8% (+42% YoY) Paid Impressions: 4,627,663 (+119% YoY) Paid Engagements: 2,467,791 (+194.6% YoY)

Total Paid Clicks: 55,002 (-10.8% YoY)

Cost Per Click: \$0.22 (+120% YoY)



Channel Performance

Social Media Performance by Channel

X

New followers gained: -89 Lifetime followers: 30,984

Engagements: 4,522 (-28.1 YoY%)

Engagement rate: (5.5% (+23.7% YoY)

Impressions: 8,1926 (-41.9 % YoY)

TikTok

New followers gained: +4,030

Lifetime followers: 14,862

Engagements: 60,970 (+78% YoY)

Engagement Rate: 0.4% (-54.9% YoY)

Impressions:: 14,736,114 (+294.5% YoY)

Paid Impressions: 5,805,984 (+86.5% YoY)

Paid clicks: 14,808 (+58.7% YoY)

CPM: \$1.16 (-20.5% YoY)

YouTube

Total Subscribers: 4,610

New subscribers gained: +260

YouTube Shorts Views: 195,947 (+726.711% YoY)

YouTube Shorts Likes: 1,933 (+236.76% YoY)

Pinterest

Total Followers: 3,708

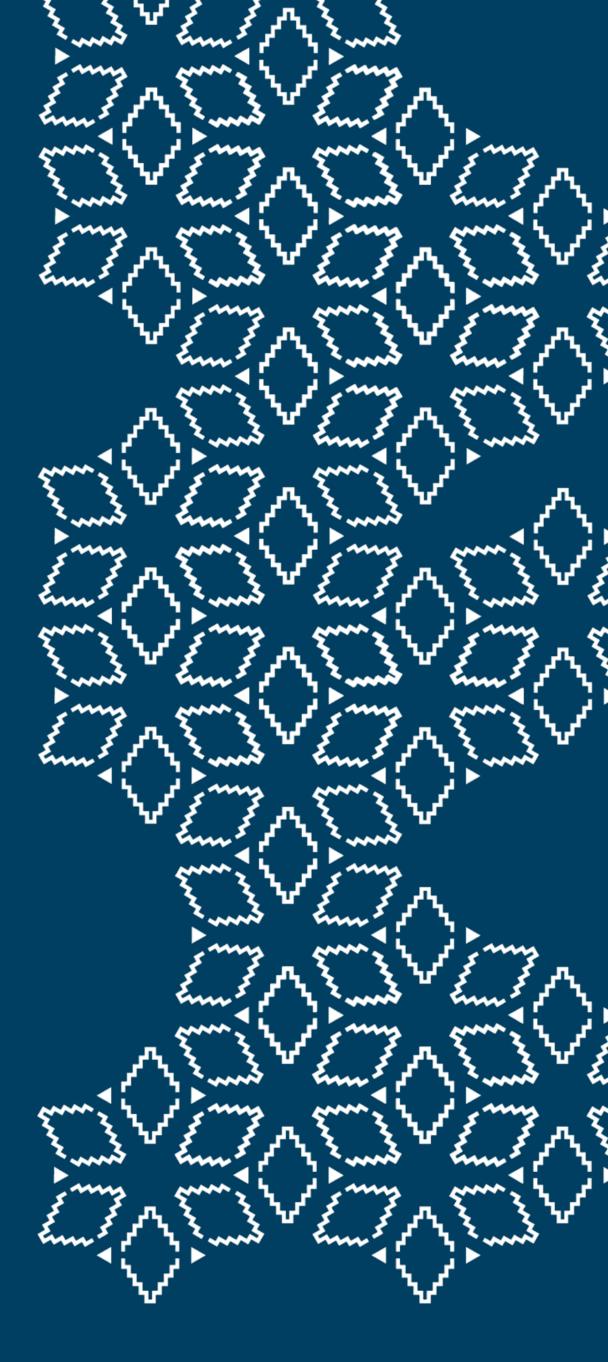
New Followers Gained: +7

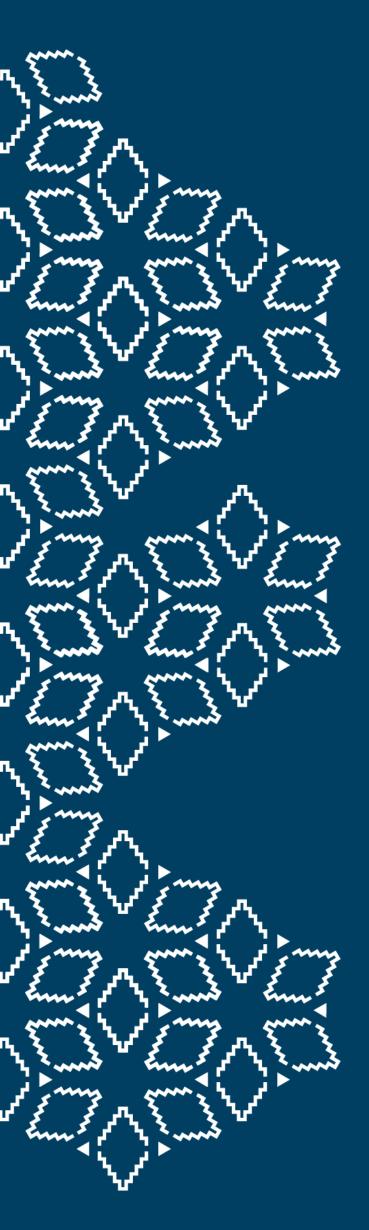
Impressions: 70,816 (-34% PoP)

Saves: 292 (-36% PoP)

*All old pins were removed from the account to ensure they

align with the current brand, impacting KPIs





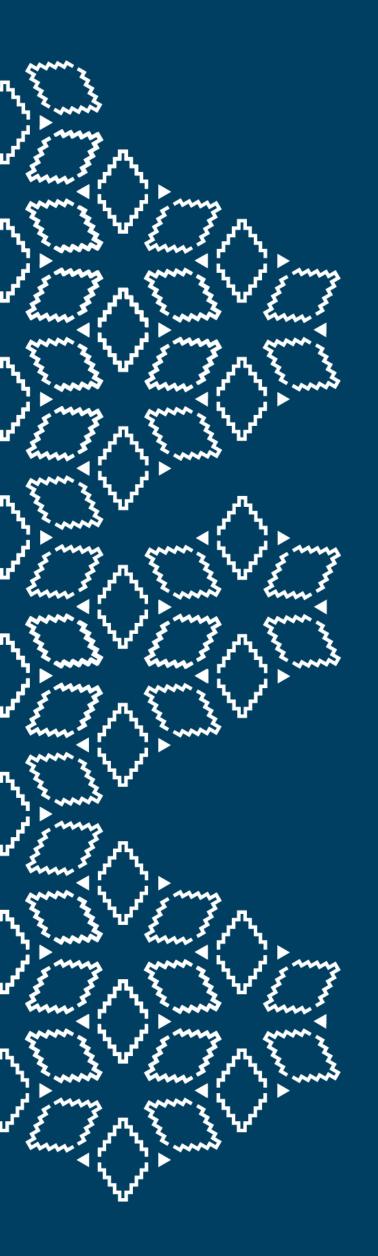
Stakeholder Support

In Q2, we continued to support our stakeholders on social media by promoting their events and experiences regularly, and spotlighting properties to drive bookings and partner referrals for our seasonals sales.

Stakeholder featured on social media in Q2 included but are not limited to: St. Regis Resort, AZURA, Grotto Bay, Cambridge Beaches, Tobacco Bay, Snorkel Park, UberVida, Intrepid, Archilles, the museums of St. George's, BermudAir, and more.

Our Al Fresco dining series in Q2 has generated significant engagements, featuring restaurants such as Intrepid, Archilles, Sunken Harbor Club, Harbourfront Restaurant, Tom Moore's Tavern, Café Lido, Pink Beach, Breezes, and Coconuts.

Q2 2025 Stakeholder Support: Social Performance		
Instagram		
Total Published Posts	149	
Impressions	1,427,120	
Engagements	66,058	
Engagement Rate	4.6 <u>%</u>	
Fac	ebook	
Total Published Posts	40	
Impressions	1,746,008	
Engagements	66,330	
Engagement Rate	3.8%	
	X	
Total Published Posts	39	
Impressions	29,078	
Engagements	1,777	
Engagement Rate	6.1%	
Ti	kTok	
Total Published Posts	23	
Impressions	837,340	
Engagements	8,934	
Engagement Rate	1.1%	
You	uTube	
Total Published Posts	17	
Impressions	6,640	
Engagements	311	
Engagement Rate	4.6%	



Airline Support & Proximity Messaging

In Q2, BermudAir announced several new direct flights to Bermuda including Toronto, Montreal, Hartford, Providence, and Raleigh-Durham, which was supported on social through standalone features and promotional stories highlighting the limited-time offers.

To support our Canada campaign and BermudAir's new Toronto non-stop flight, an in-market activation was hosted at the Toronto Blue Jays game with influencers and media paired with street interviews, which was boosted to these key market to support bookings and further drive awareness about the increase of service in Toronto.

Q2 2025 Airline Support & Proximity Messaging: Social Performance Instagram		
Impressions	531,100	
Engagements	26,895	
Engagement Rate	5.1%	
Fac	eebook	
Total Published Posts	12	
Impressions	1,494,304	
Engagements	28,980	
Engagement Rate	1.9%	
	X	
Total Published Posts	13	
Impressions	12,239	
Engagements	565	
Engagement Rate	4.6%	
Ti	kTok	
Total Published Posts	10	
Impressions	1,040,086	
Engagements	4,800	
Engagement Rate	0.5%	
Yo	uTube	
Total Published Posts	8	
Impressions	3,749	

Engagements

Engagement Rate

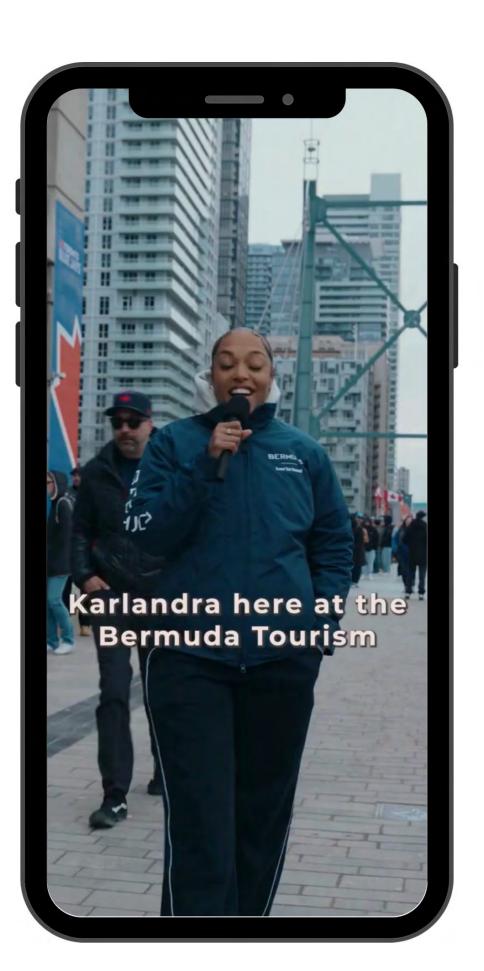
201

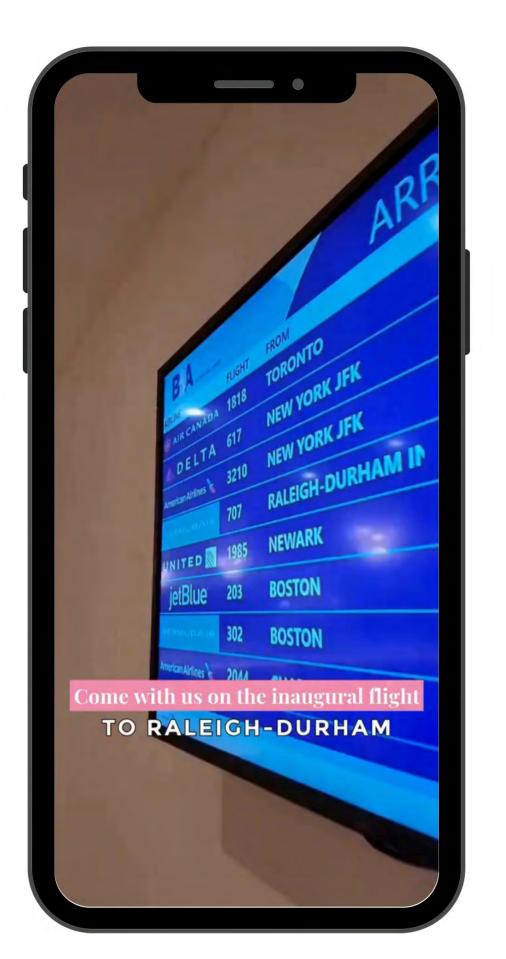
5.3%

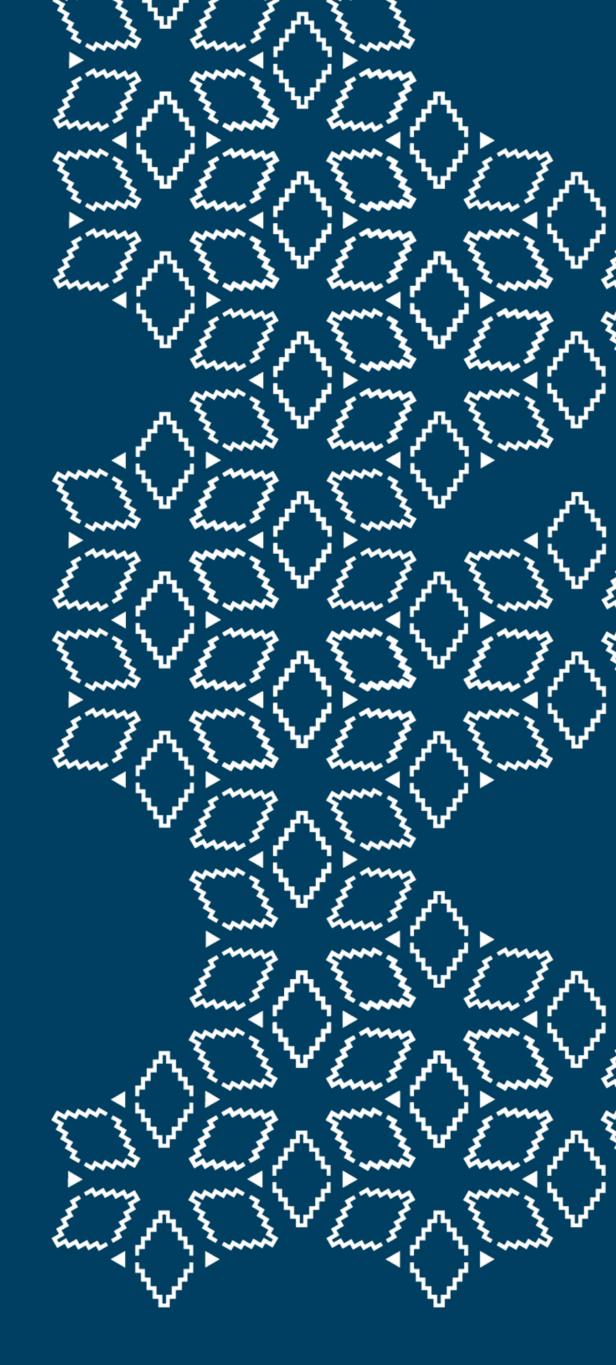
Airline Support & Proximity Messaging

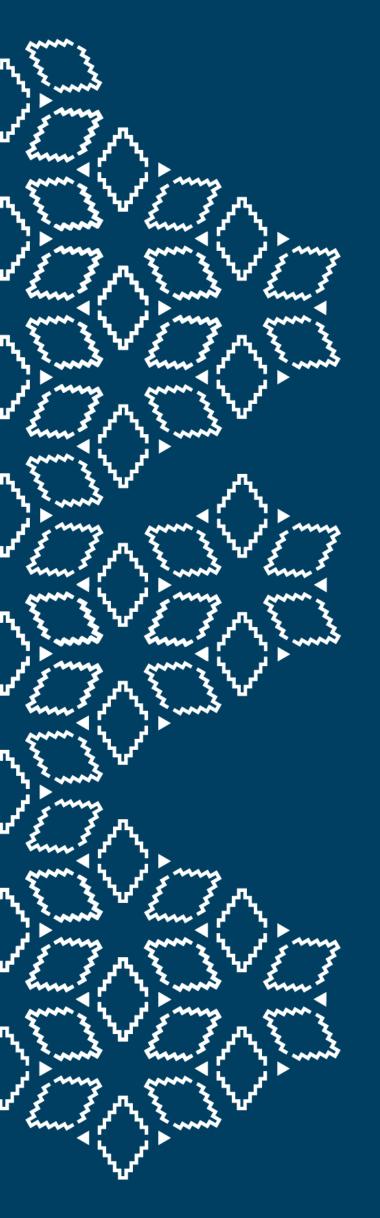
Supporting Content











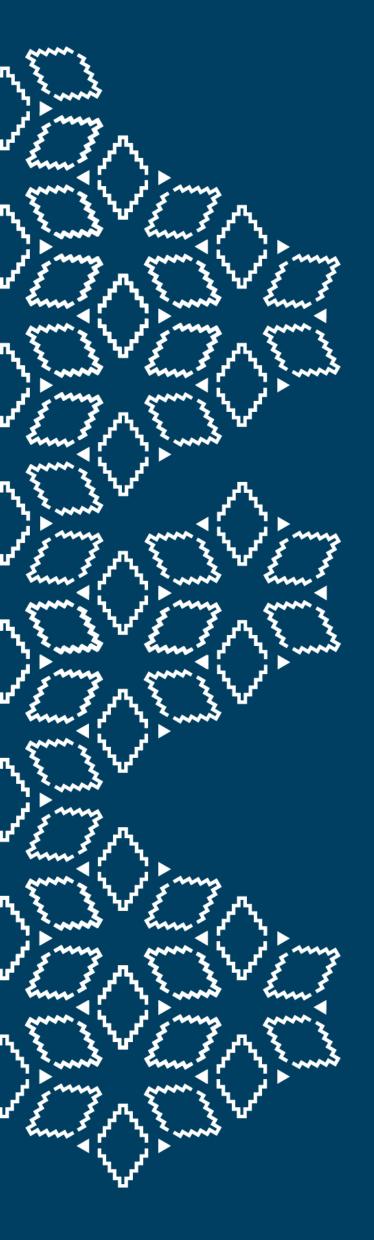
Experiences

Q2 saw the kick off of promotion for our key summer experiences on social media, with an emphasis on driving visitation to the island and supporting travel planning for events such as Easter weekend, Bermuda Day, Carnival in Bermuda and Cup Match.

The weekly and monthly lineup of events on the island continue to be spotlighted on the weekly basis to showcase all there is to see and do on the island.

Additional themes to support experiences in Q2 included eco-friendly adventures, group escapes, island adventures, and family-friendly experiences.

Q2 2025 Experiences Su	pport: Social Performance		
Instagram			
Total Published Posts	248		
Impressions	2,266,639		
Engagements	92,635		
Engagement Rate	4.1%		
Fac	eebook		
Total Published Posts	66		
Impressions	1,963,119		
Engagements	90,056		
Engagement Rate	4.6%		
	X		
Total Published Posts	65		
Impressions	44,435		
Engagements	2,525		
Engagement Rate	5.7%		
T	kTok		
Total Published Posts	37		
Impressions	973,497		
Engagements	13,316		
Engagement Rate	1.4%		
Yo	uTube		
Total Published Posts	28		
Impressions	11,581		
Engagements	637		
Engagement Rate	5.5%		



Promotions

Key promotions on social in Q2 included the Splash Sale and HellOOO Summer.

The Splash Sale was promoted on social by spotlighting the top resort offers to support our stakeholders and water-centric activities, producing a total of 2,239,065 impressions, 33,414 engagements and 847 link clicks throughout the full campaign (March 9 to April 19).

HellOOO Summer generated a total of 1,112,527 impressions, 30,654 engagements, and 327 links. The content spotlighted the top featured accommodations and its amenities to support value proposition and highlighted the wide array of experiences available in the summer season, while capitalizing on social media trends to drive reach.

Q2 2025 Promotions Support: Social Performance			
Instagram			
Total Published Posts	43		
Impressions	395,980		
Engagements	20,743		
Engagement Rate	5.2%		
Face	ebook		
Total Published Posts	18		
Impressions	462,057		
Engagements	23,010		
Engagement Rate	5%		
	\mathbf{X}		
Total Published Posts	17		
Impressions	8,269		
Engagements	539		
Engagement Rate	6.5%		
Tik	xTok		
Total Published Posts	10		
Impressions	721,757		
Engagements	3,289		
Engagement Rate	0.5%		
You	Tube		
Total Published Posts	5		
Impressions	94,700		
Engagements	117		
Engagement Rate	0.12%		

Content Supporting Promotions

Top Performing Content by Engagements



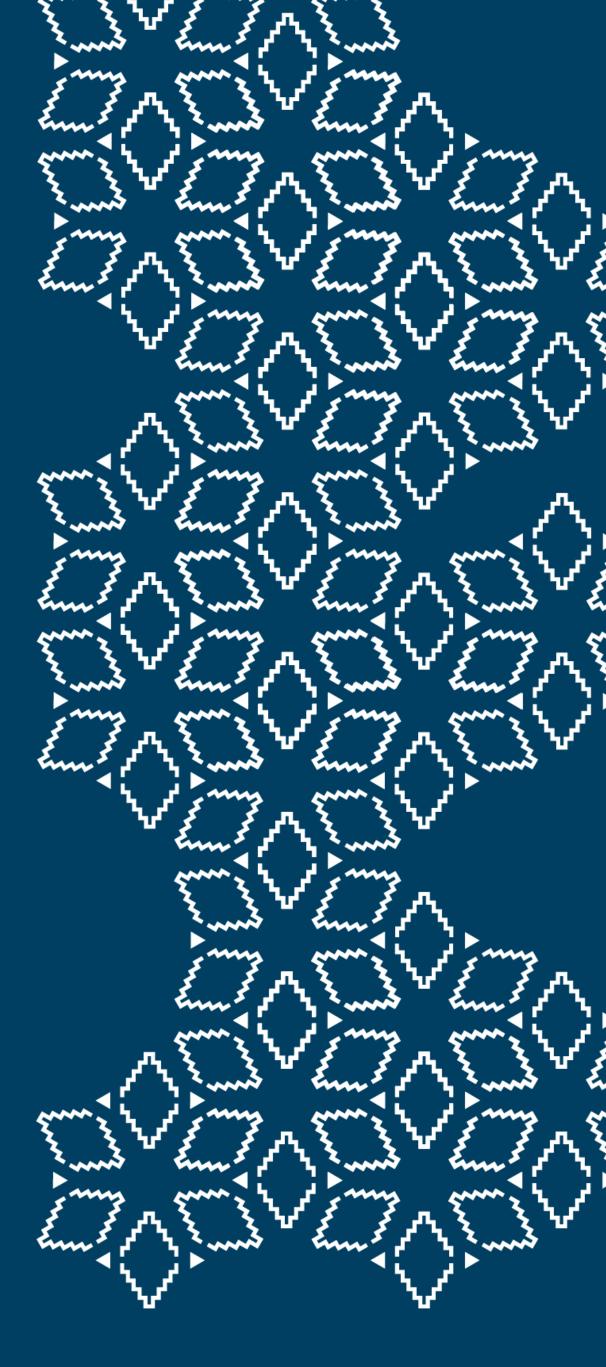
Splash Sale
Total Impressions: 52,956
Total Engagements: 3,612



HellOOO Summer

Total Impressions: 323,176

Total Engagements: 7,722



Partnerships

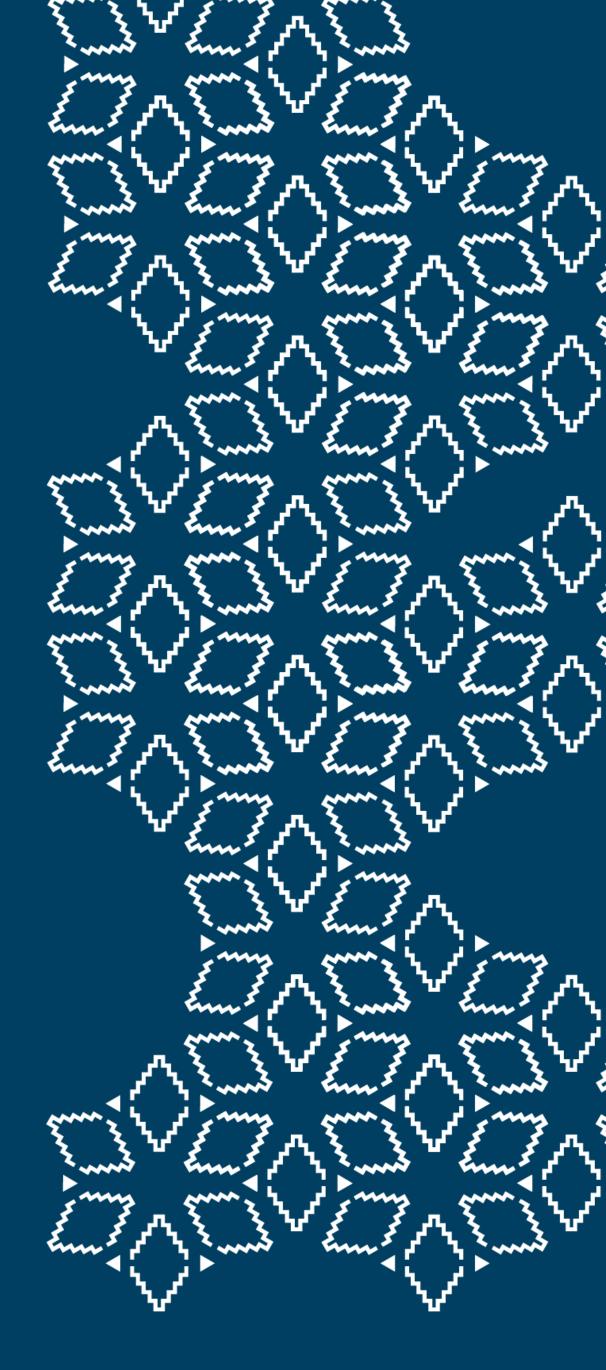
Sports Illustrated

The Sports Illustrated Swim campaign concluded in May, with the Bermuda issue officially published and Bermuda being featured in two of the four digital covers.

The campaign generated a total of 11.2M engagements, 195.5M in reach, and an estimated media value of \$62.5M through 1,035 content pieces.







Partnerships Continued

Social Media Giveaways

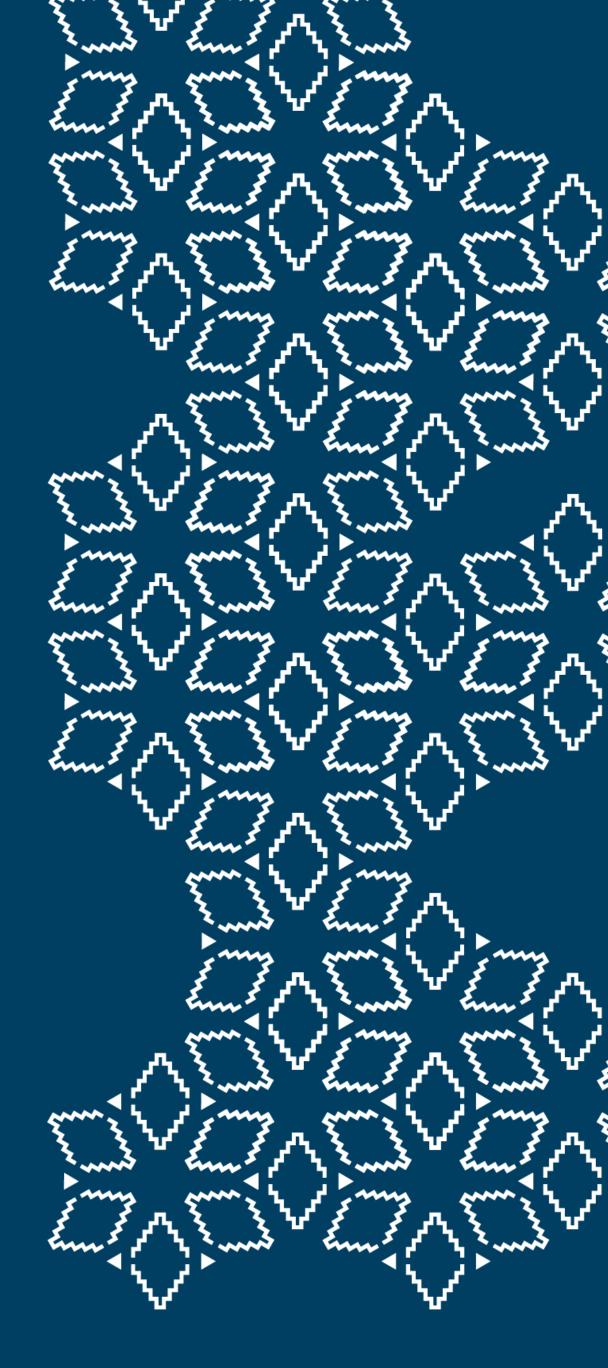
The Sports Illustrated campaign was concluded with a social media giveaway in partnership with BermudAir, Cambridges Beaches, and Tobacco Bay. To celebrate the beginning of summer, we also collaborated with BermudAir, Grotto Bay, and Snorkel Bay on a family giveaway in June.



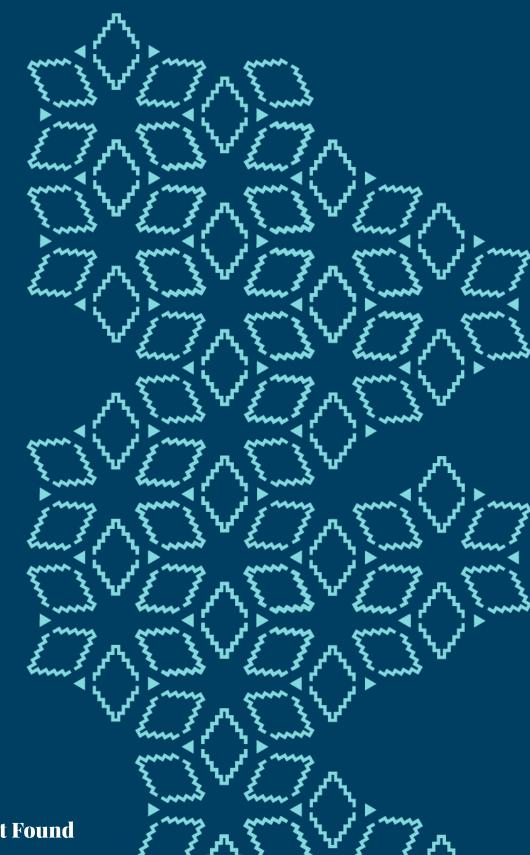
Sports Illustrated
+552 new IG followers
99,062 views
14,560 interactions



Family Giveaway
+145 new IG followers
29,740 views
6,001 engagements



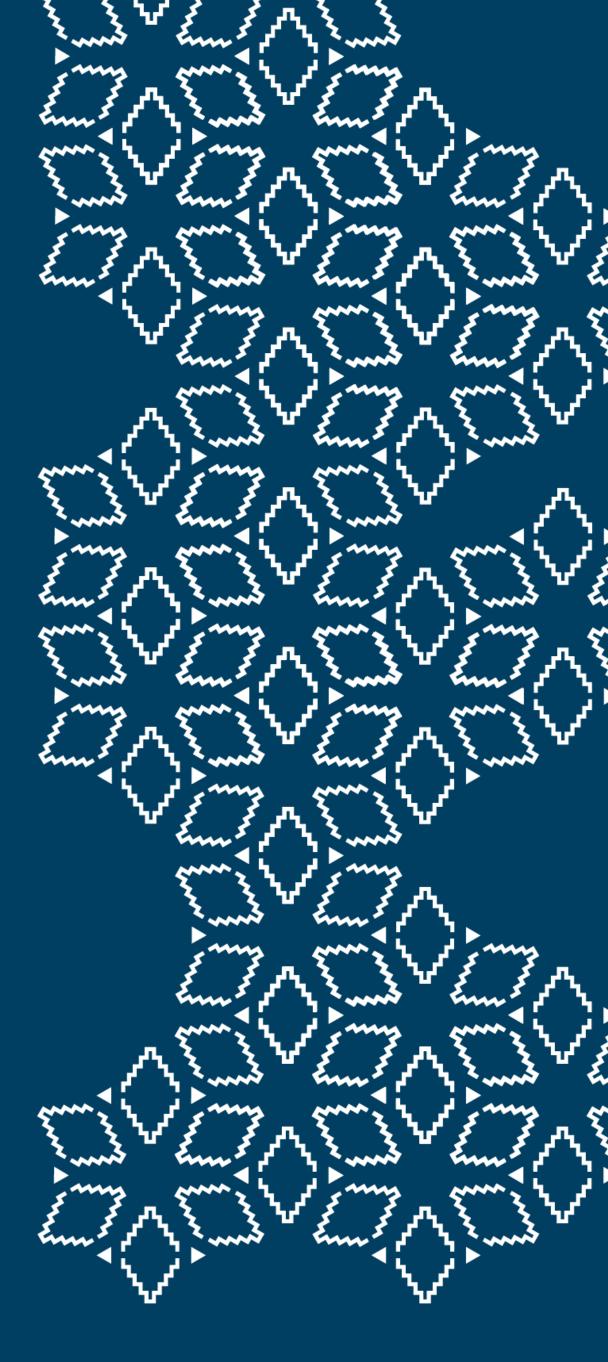
Local Production/Creative



Where is Bermuda? Yankee Stadium Ad





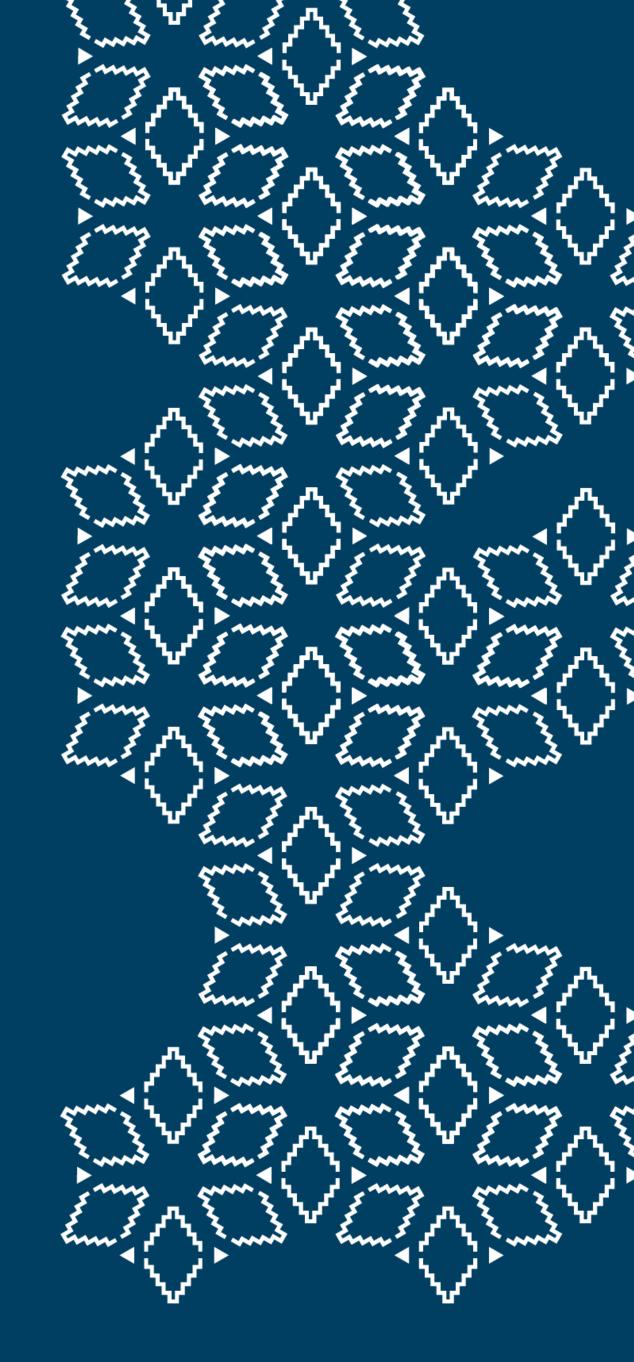


Summer FlyDays



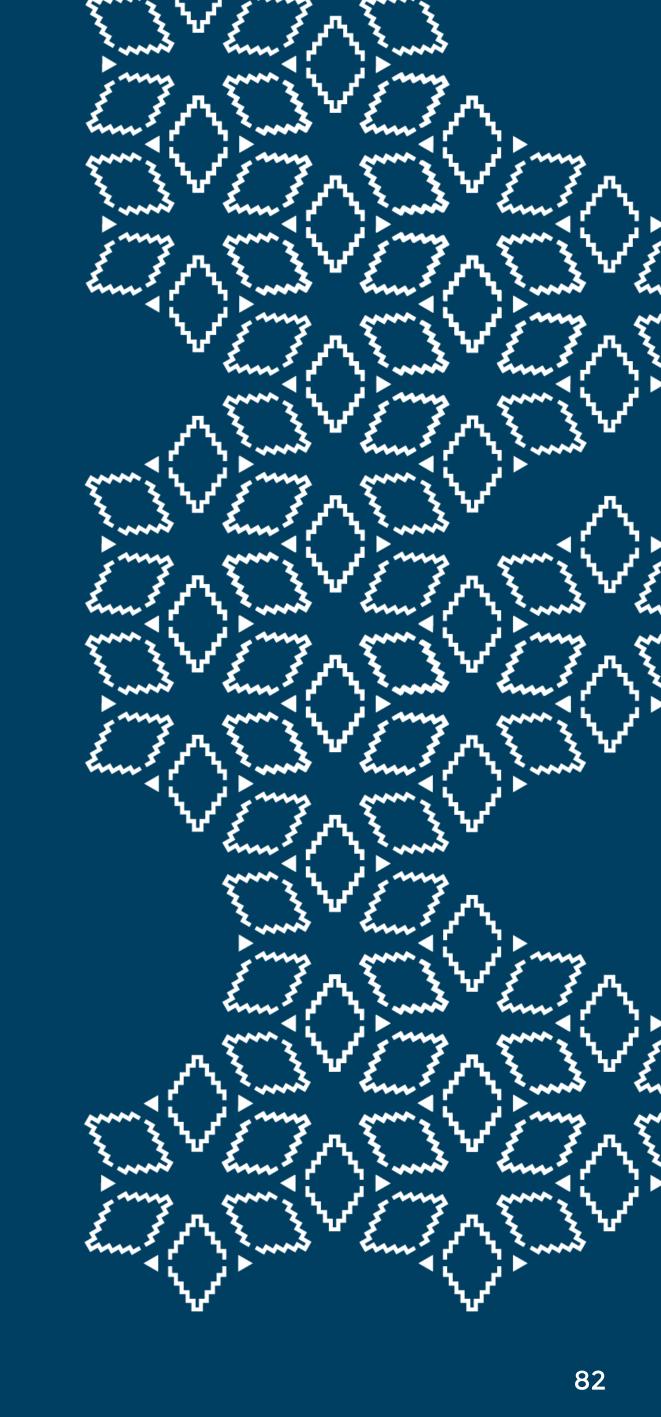
Bermuda PRIDE



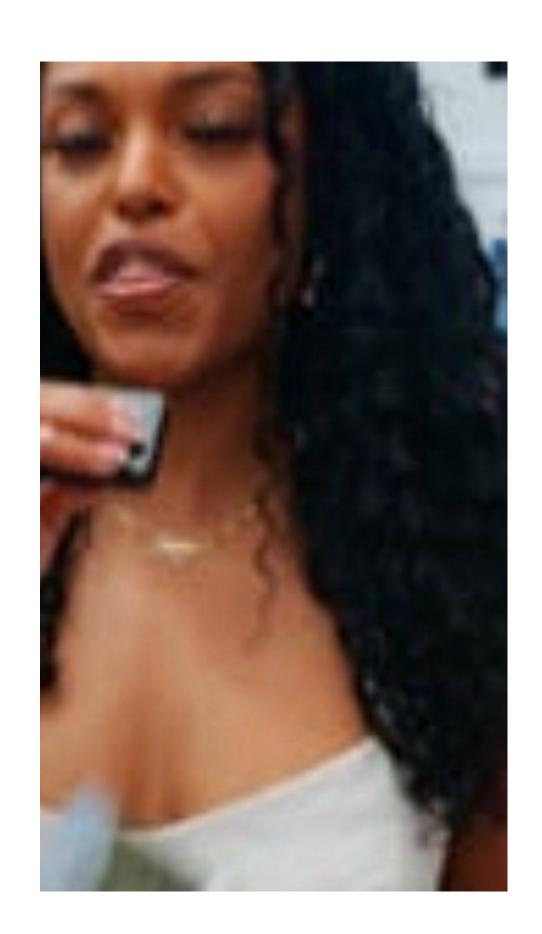


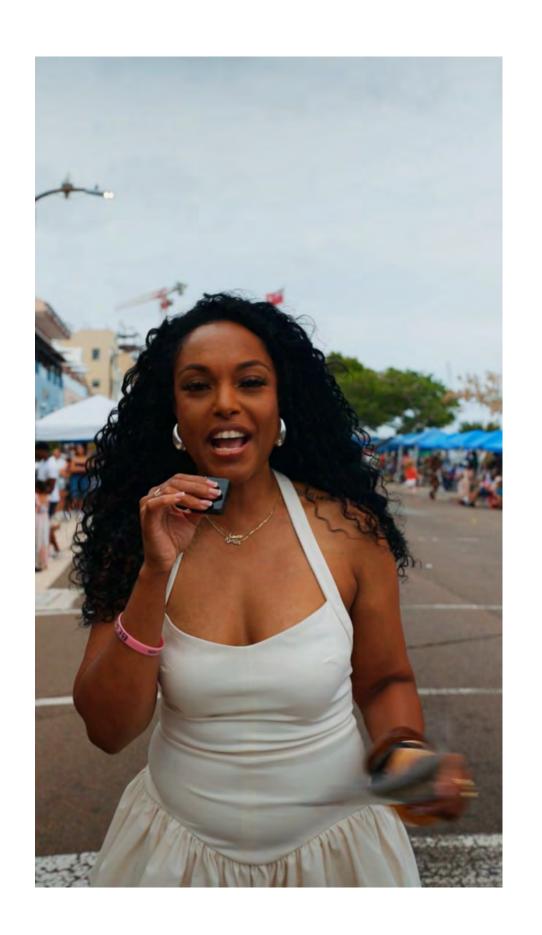
Bermuda Holiday Classic

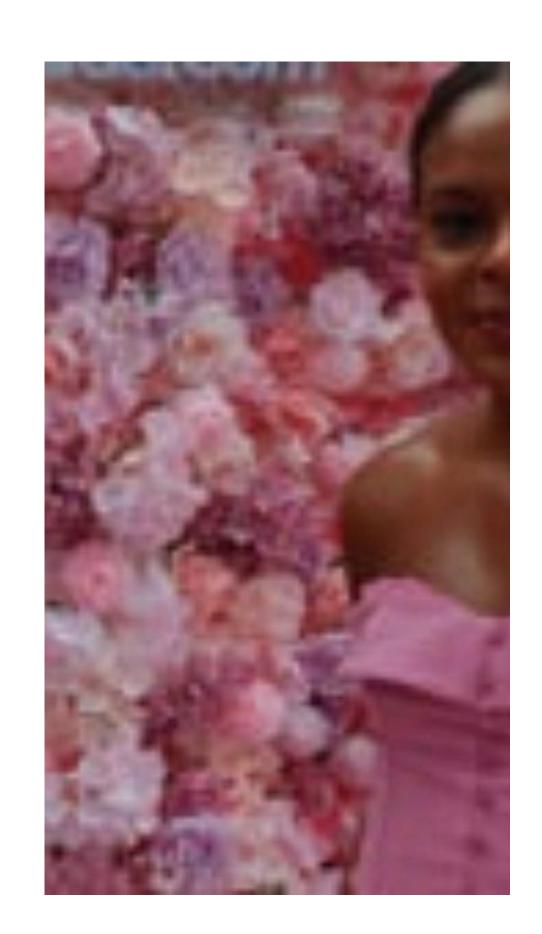


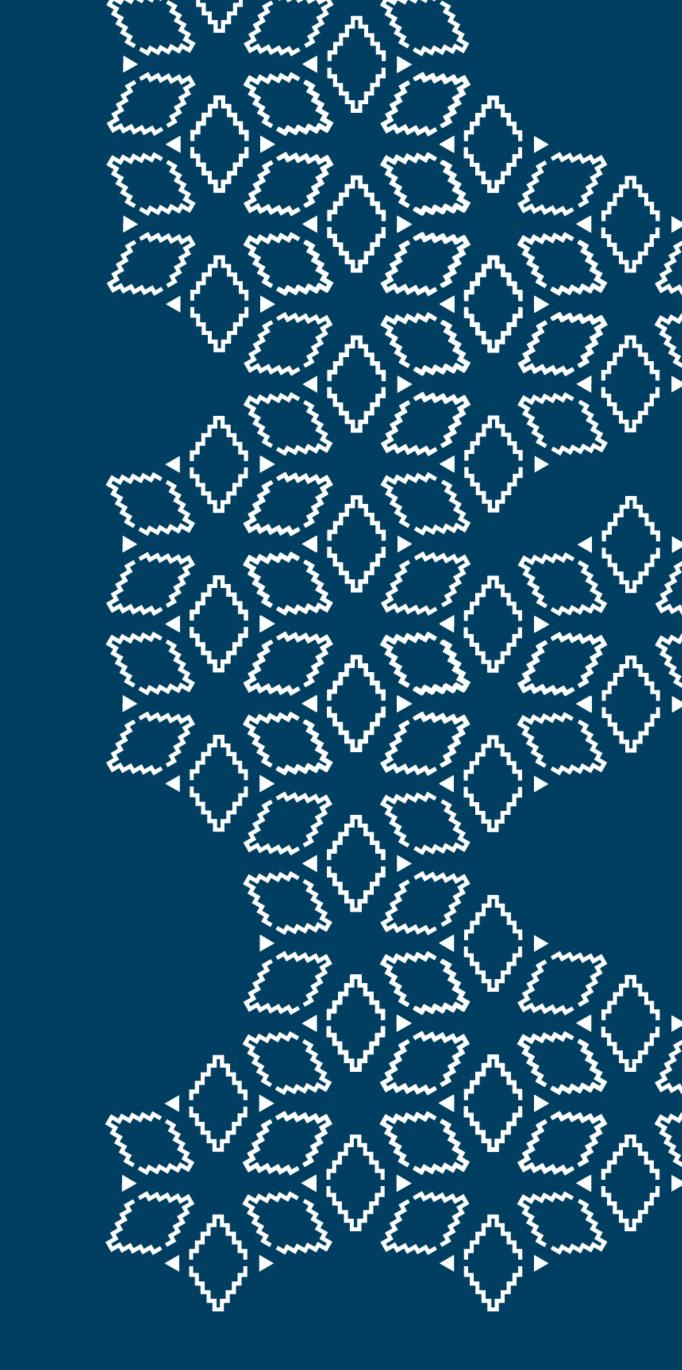


Bermuda Day – Street Interviews









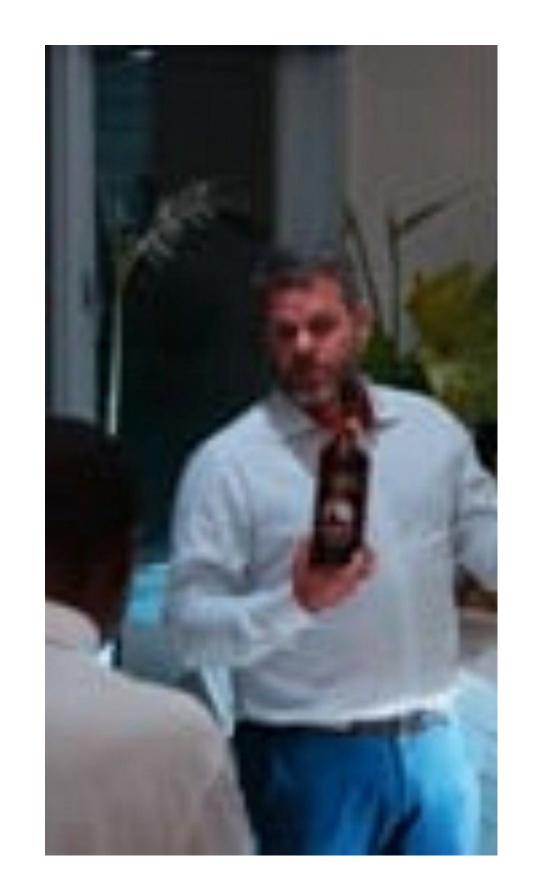
MS Pink Party

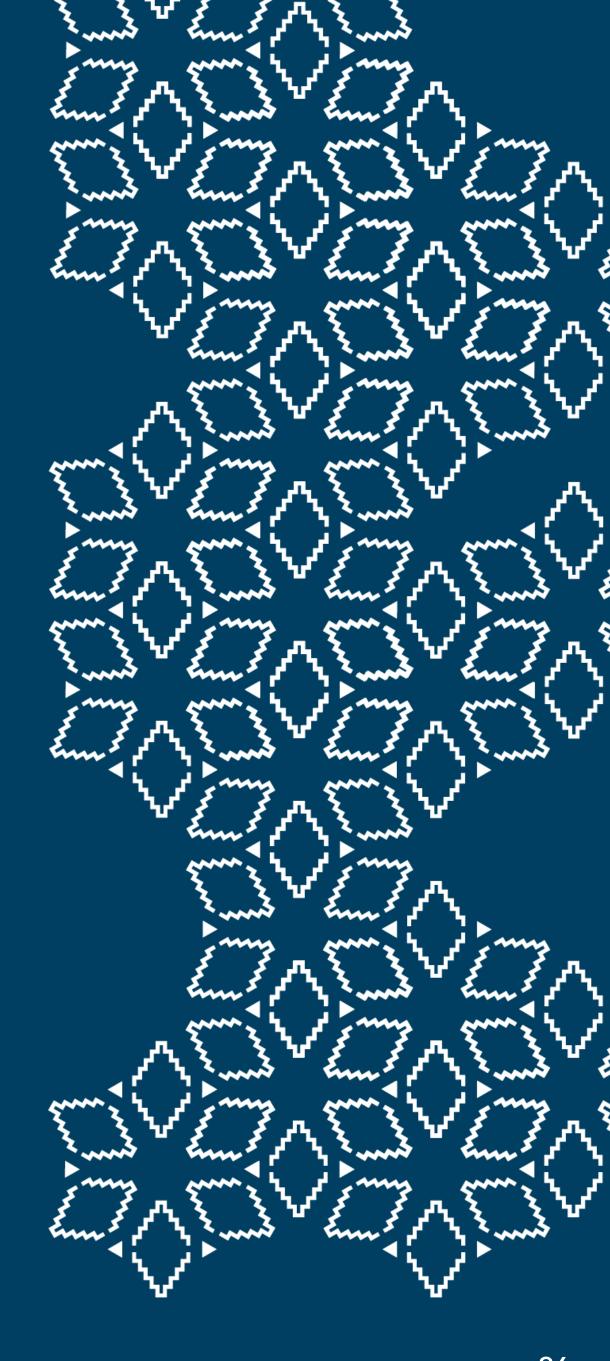
Canada Day

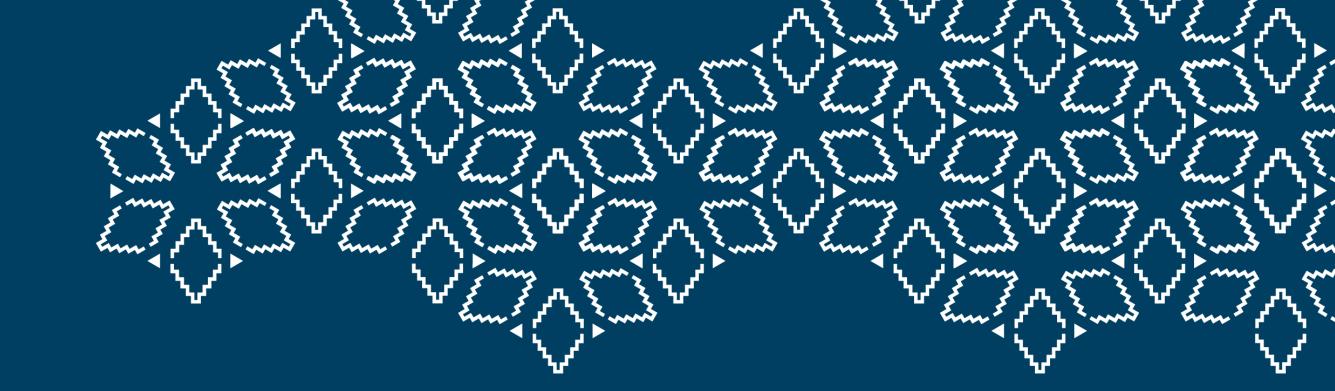
Gold Links Event





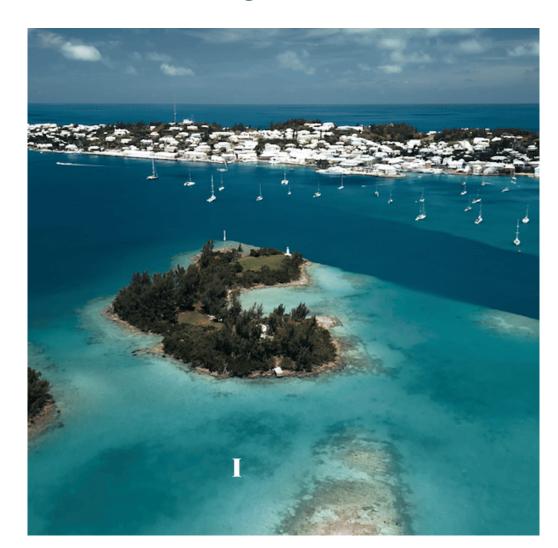






GRAPHICS

Always On



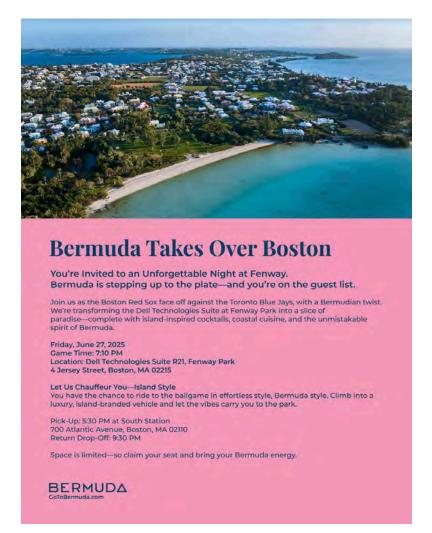
Bermuda Nights



Art Month



Boston

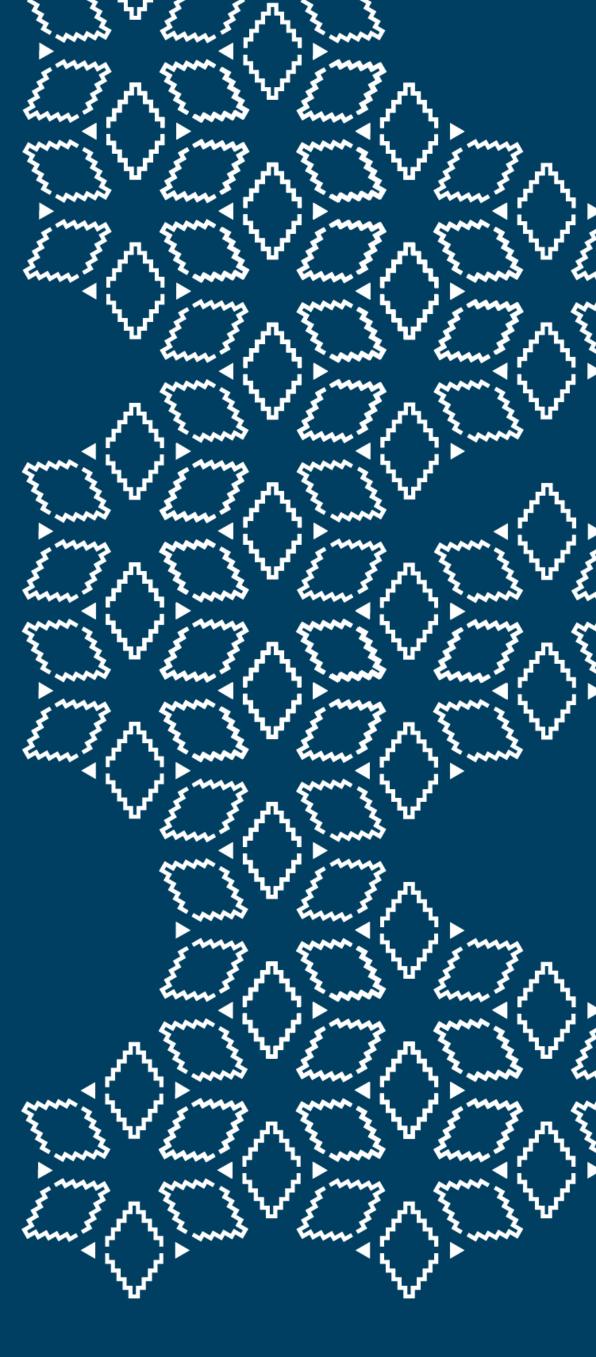


Bermuda Day



Carnival

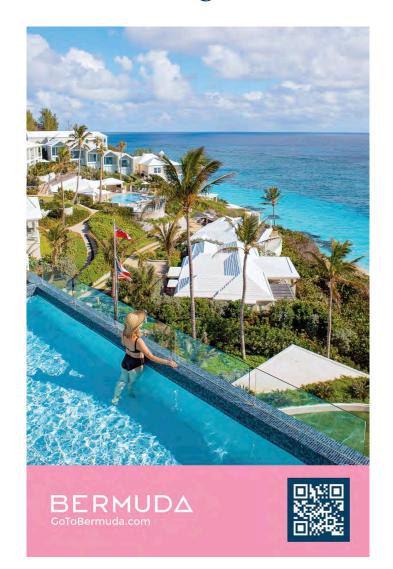




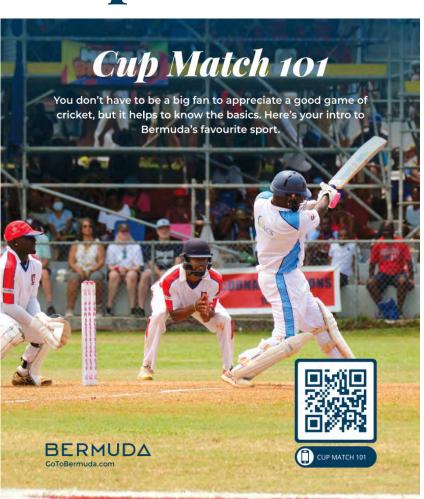
BERMUDA

Lost Yet Found

Celebrity Cruise



Cup Match



Chapstick

LB 100 Lip Balms

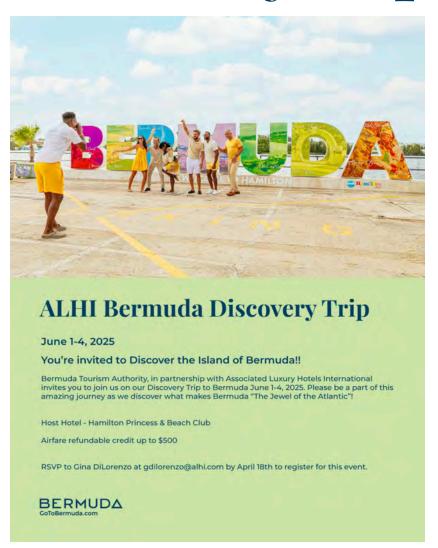
4 Color Process



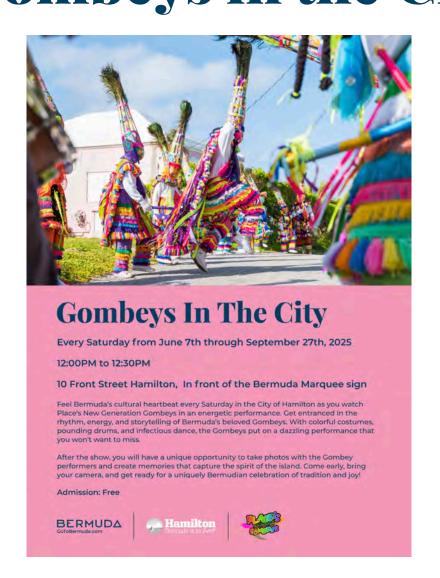


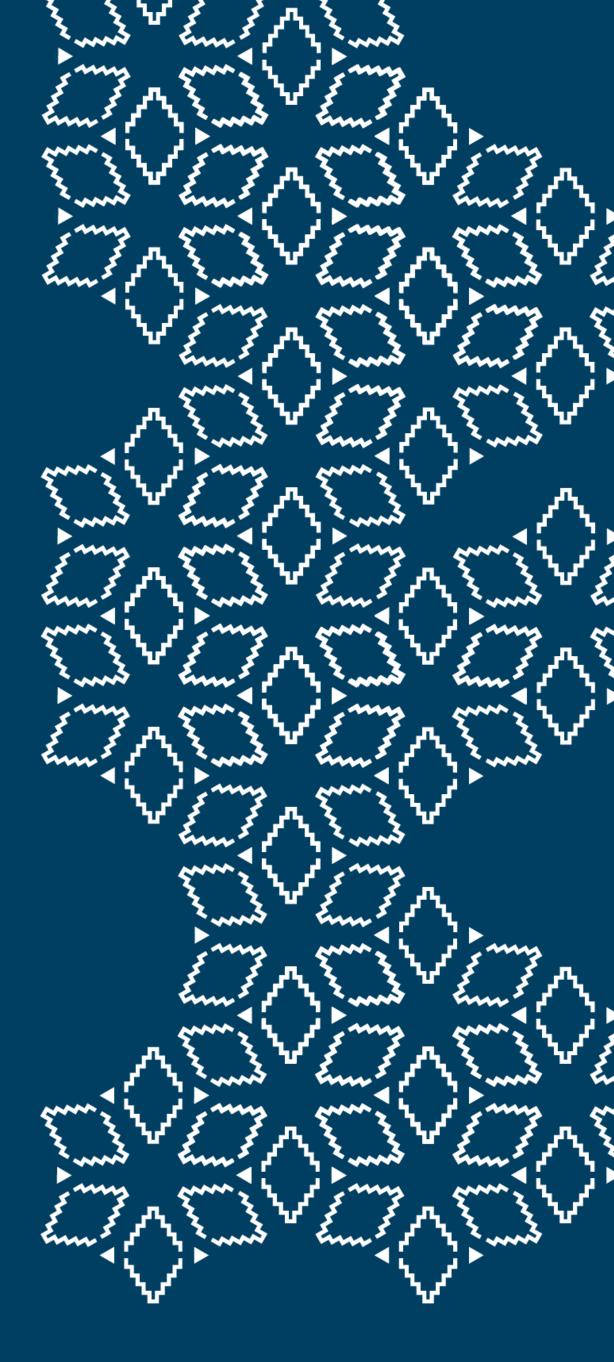
Cultural Pins

Discovery Trip

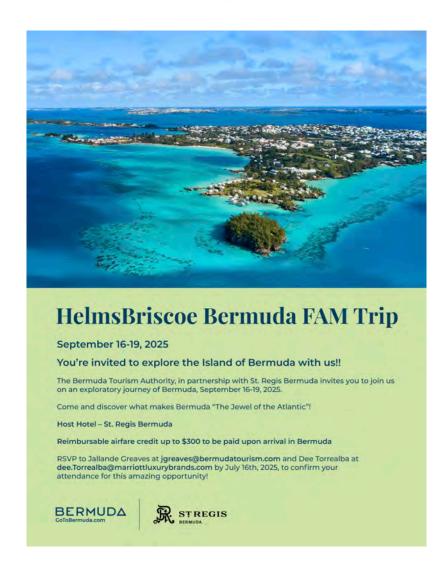


Gombeys in the City

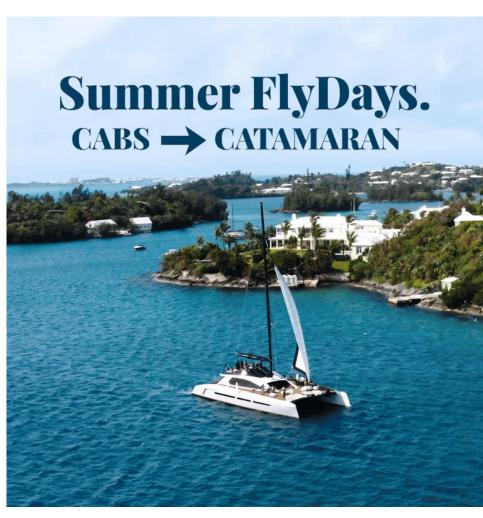




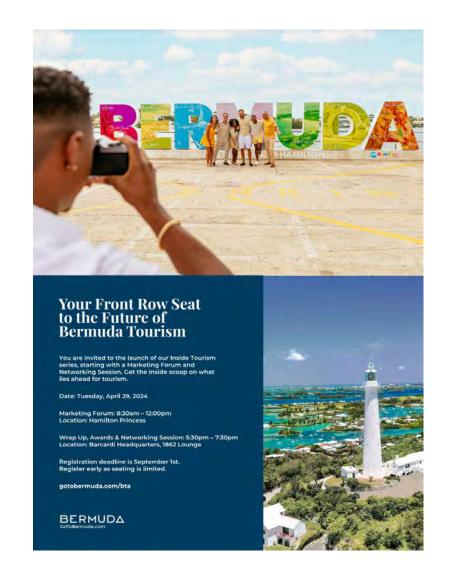
Helmsbriscoe



Summer Fly Days



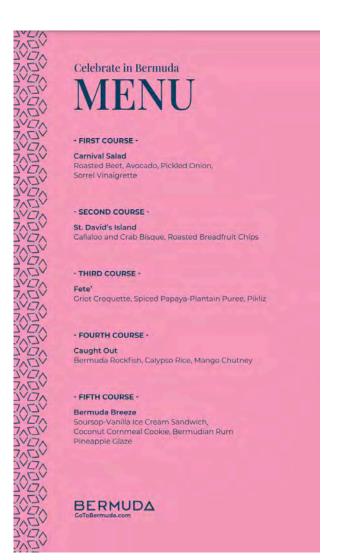
Inside Tourism



This is Bermuda

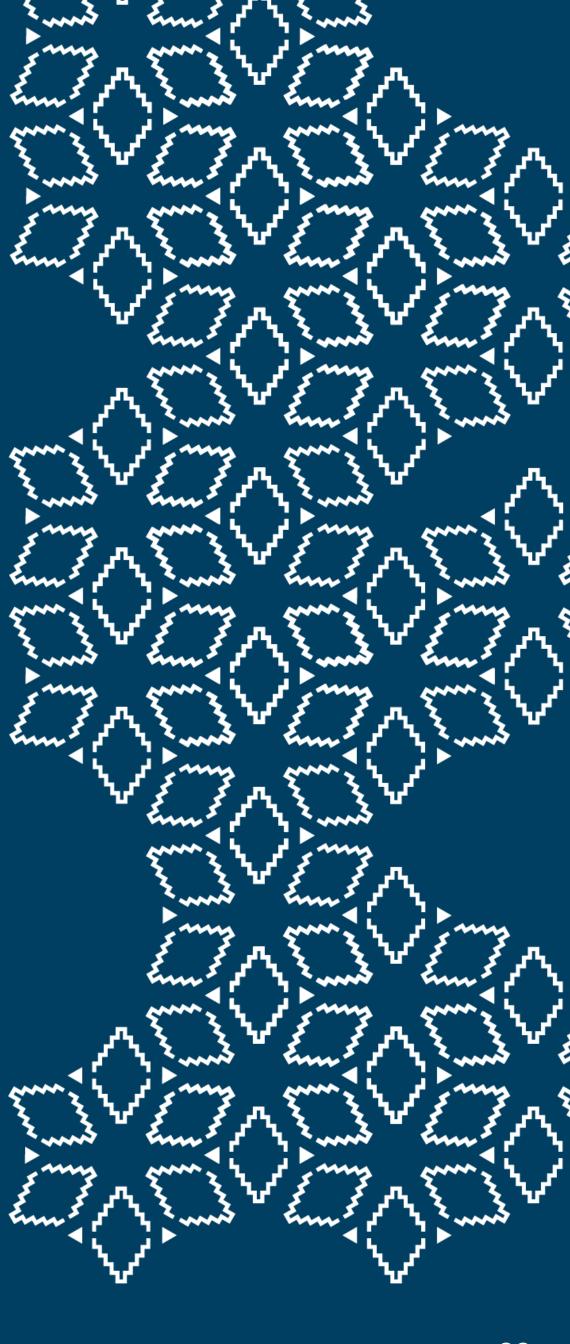


Residents Dinner



Travellers Pledge





Vegan Fest



Visitors Center

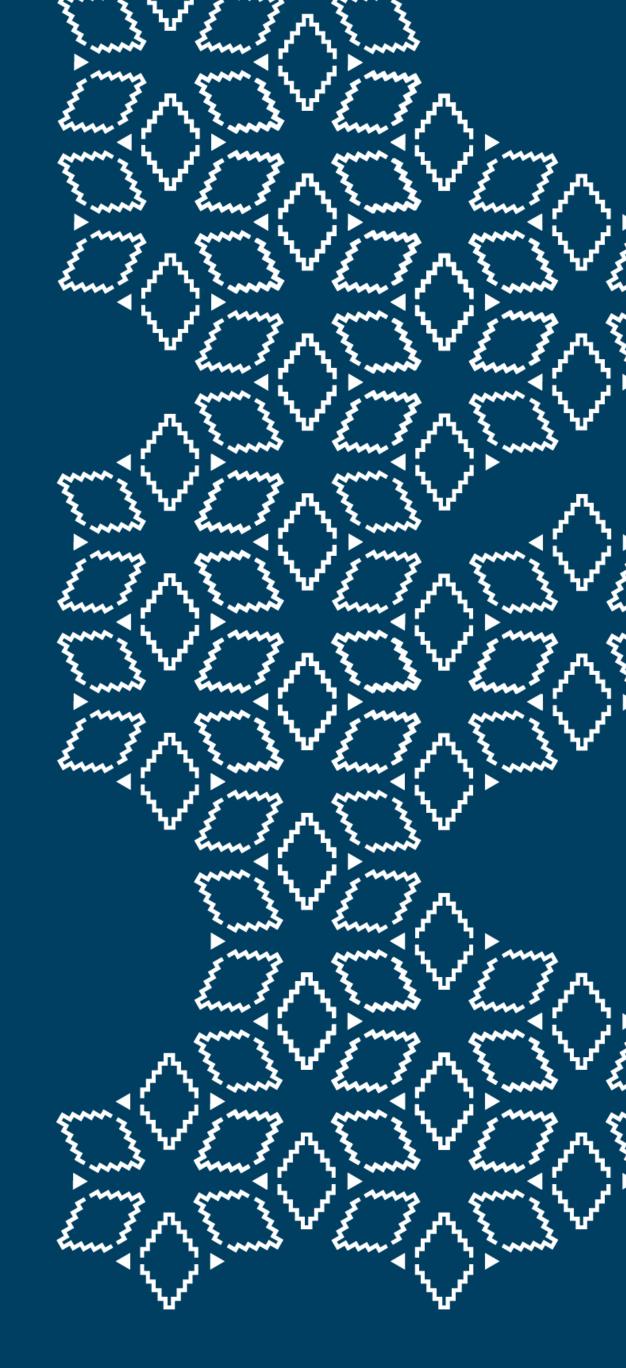


Where is Bermuda



Yankee Stadium

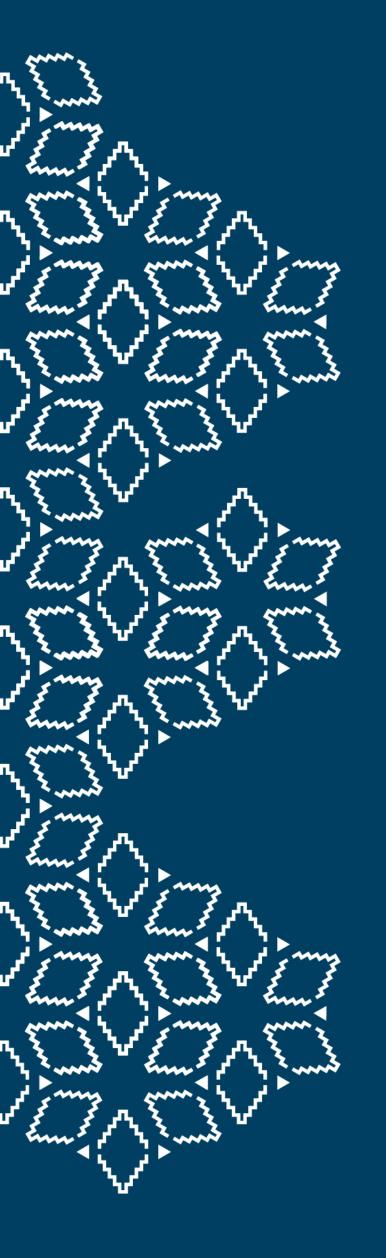




Local Communications Channel-Specific Metrics

BTA Insights – Local Communications - Social Media Q2 2025





Q2 Instagram

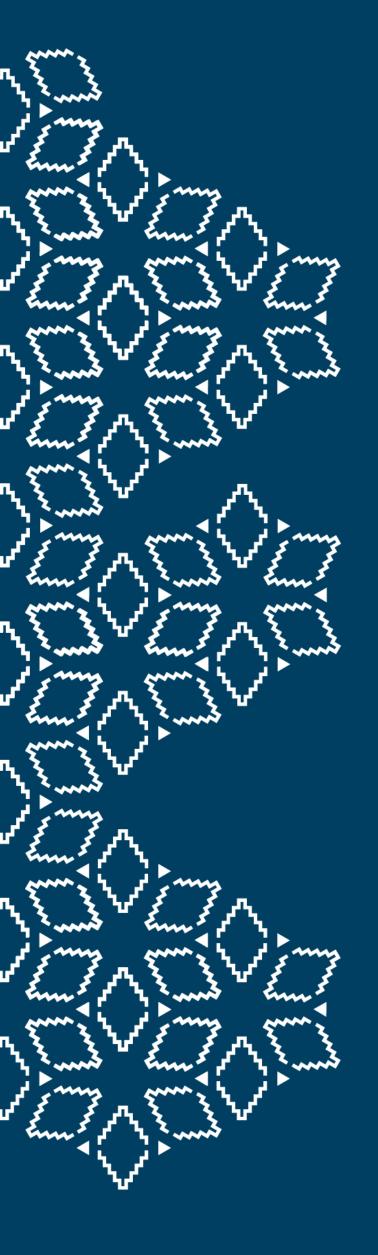
In Q2 of 2025, we shared a total of 45 posts on the BTA Insights Instagram profile.

Overall, we generated 30,327 impressions, up 1.4% PoP. We saw a slight decline in Engagements, down 6.6% PoP. Our engagement rate remains strong at 3.4%.

Video views are up 79% this quarter, along with organic shares, up 42% PoP.

Our top performing content type on this channel was a mix os Reels, carousel and static image posts. The top performing piece of content was the Coffee Party Reel, followed by the carousel post of the Teen Services' Outstanding Teen Awards..

Q2 Instagram		
	Q1 2025	Q2 2025
New followers gained	+140	+162
Lifetime followers	4,340	4,503
Engagements	1,107	1,039
Impressions	24,857	30,327
Engagement Rate	4.4%	3.4%
Video Views	7,009	12,692



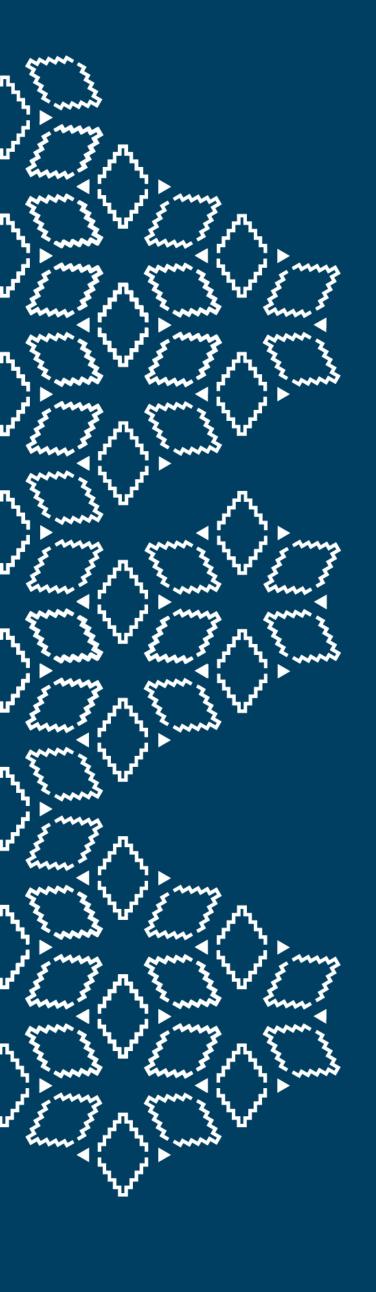
Q2 Facebook

In Q2, we published a total of 42 posts on Facebook.

We saw a considerable jump in Reach, which are up 20% PoP. We also saw a large jump in Video Views, with over 37K video views in Q2, compared to 11K in Q1. We saw a steep increase in engagements, up 212% PoP.

Our top performing content on Facebook during this period was videos and static images. The top performing piece of content was the Fish Sandwich Tour video.

Q2 Facebook		
	Q1 2025	Q2 2025
Net new page likes gained	+19	+73
Lifetime page likes	7,808	8,076
Engagements	3,511	10,980
Reach	138,853	167,438
Avg. Engagement Rate	2.5%	6.6%
Video Views	11,514	37,405



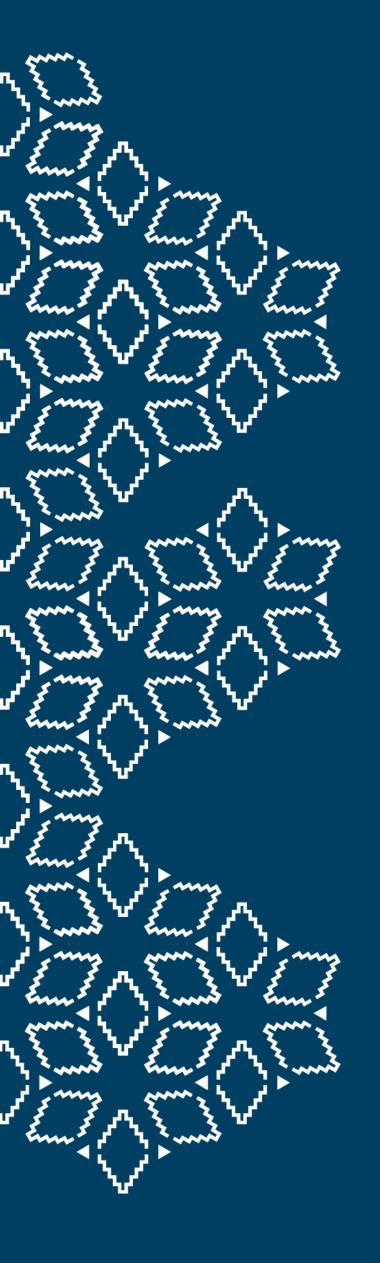
Q2 X

A total of 17 posts were published on X in Q2 of 2025.

We saw a slight increase in our engagement rate, up 5.6% PoP. Looking at our other KPIs, we saw a downward trend when looking PoP in terms of Impressions and Engagements.

As we stated in our Q1 report, with the political situation surrounding X and Elon Musk, users continue to turn away from the platform and we have seen a decline, possibly in part due to this,

Q2 X			
	Q1 2025	Q2 2025	
New followers gained	+77	-2	
Lifetime followers	3,610	3,608	
Engagements	97	59	
Impressions	3,859	2,073	
Engagement Rate	2.7%	2.8%	



Q2 LinkedIn

In Q2, we published a total of 37 posts on LinkedIn.

This quarter, we saw positive trends across some of our KPIs. Impressions were up 23% PoP, video views were up 65% PoP, and our engagement rate is sitting strong at 9.2% for the quarter.

The top performing content type on LinkedIn were static images. Top performing content piece was the Air Canada partnership welcoming Quebec-based travel advisors.

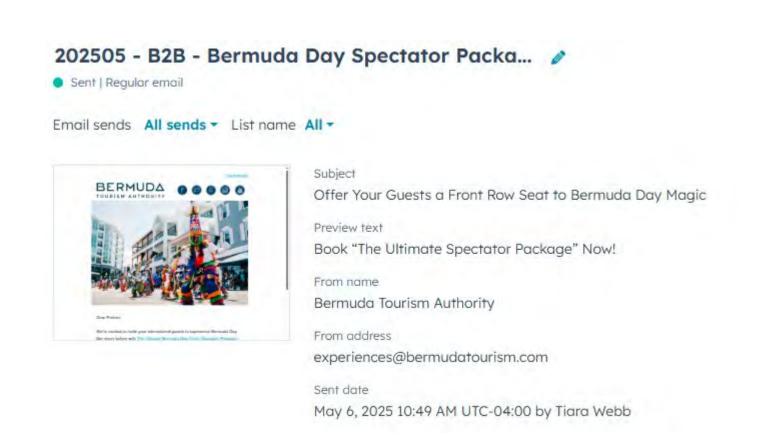
Q2 LinkedIn		
	Q1 2025	Q2 2025
New Followers Gained	+255	+259
Impressions	29,553	36,456
Engagements	3,555	3,354
Post Clicks	2,506	2,156
Engagement Rate	12%	9.2%

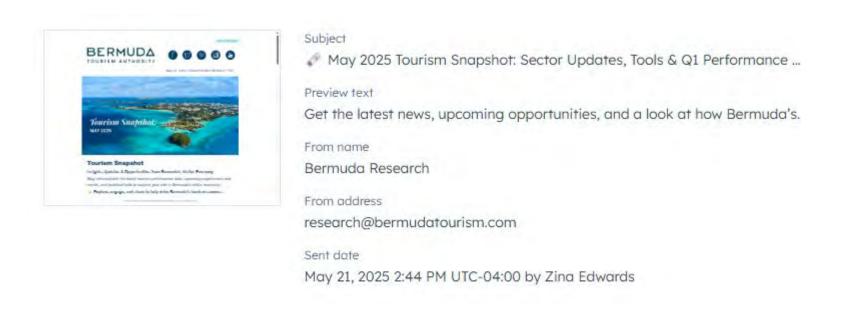
Email Communications

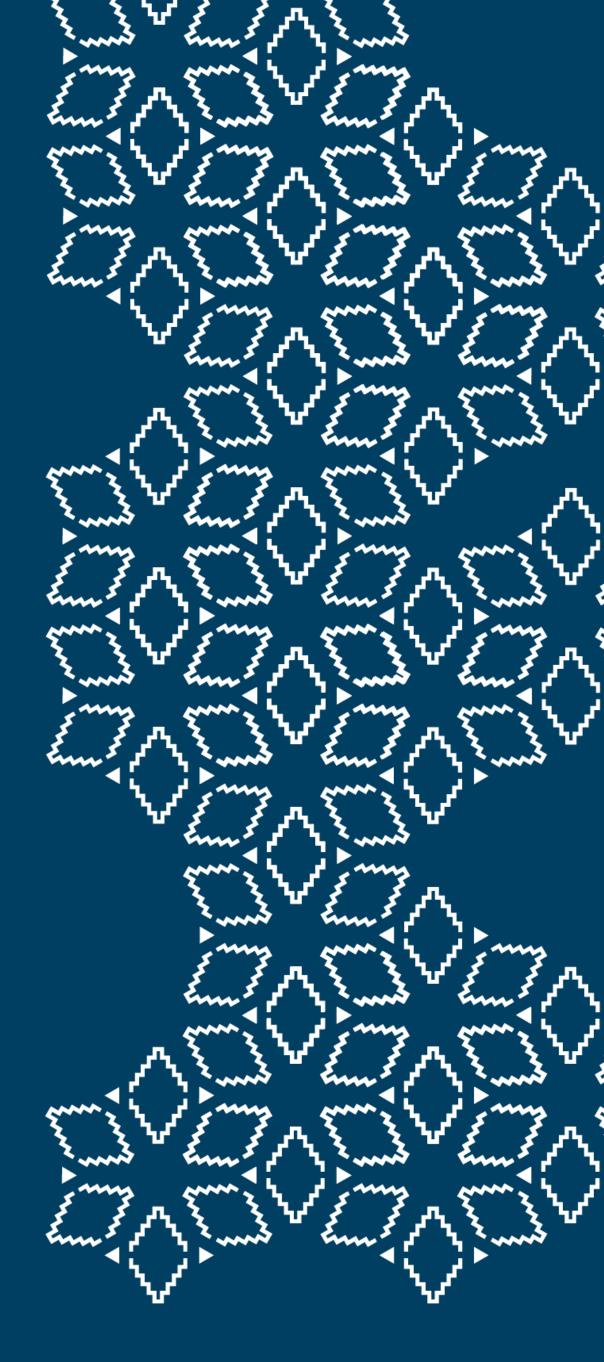
Local Stakeholders

In April 2025, we migrated over to HubSpot and issued our first locally-focused newsletter on May 6 directly to hotel concierge segment. There were some technical challenges, resolved by our partners at the new platform HubSpot. We issued the first in a series of BTA Insider newsletters.

We are updating the database and driving subscriptions through our social media channels and direct emails over the coming months.







Greener

Growing by being pink, blue + greener

Stakeholder Initiative

Launch of Roots Initiative at the Loren

Event: Launch of Roots Climate Campaign Expansion

Date: June 2025

About Roots:

A non-profit founded by The Loren Hotels to address climate change through reforestation & ecosystem restoration

Achievements to date: 1,000 acres restored in Louisiana; 1.8M raised via "2% for 2 Degrees" campaign

Launch Event Highlights:

Hosted at The Loren Bermuda to announce local initiatives beginning late 2025 / early 2026

Featured sustainability presentations, local artwork, and farm-to-table samples

BTA Role:

Attended launch event in support of responsible & regenerative tourism initiatives

Affirmed alignment with sustainability principles central to the National Tourism Plan



Infrastructure

Building Frictionless Experiences

Airlift Q2 Highlights

April – June 2025

New & Resuming Services-

- Air Canada: Weekly service from Montreal starting June 14
- BermudAir: Service launches from Charleston, Hartford, Raleigh-Durham in April; flight to Montreal begins June, 2x weekly
- JetBlue (Boston): Service increased to daily in April
- JetBlue (JFK): Seasonal flight starts May, 4x weekly; daily flights resume June 12
- American (PHL): Seasonal flight starts April 4, 4x weekly; daily service resumes in May
- American (DCA): Seasonal flight starts June 5

Service Adjustments / Continuity

- JetBlue (JFK): Ends Sept 2
- United: Daily service reduces to 6x weekly in September; 4x weekly by December; daily flights resume March 2026



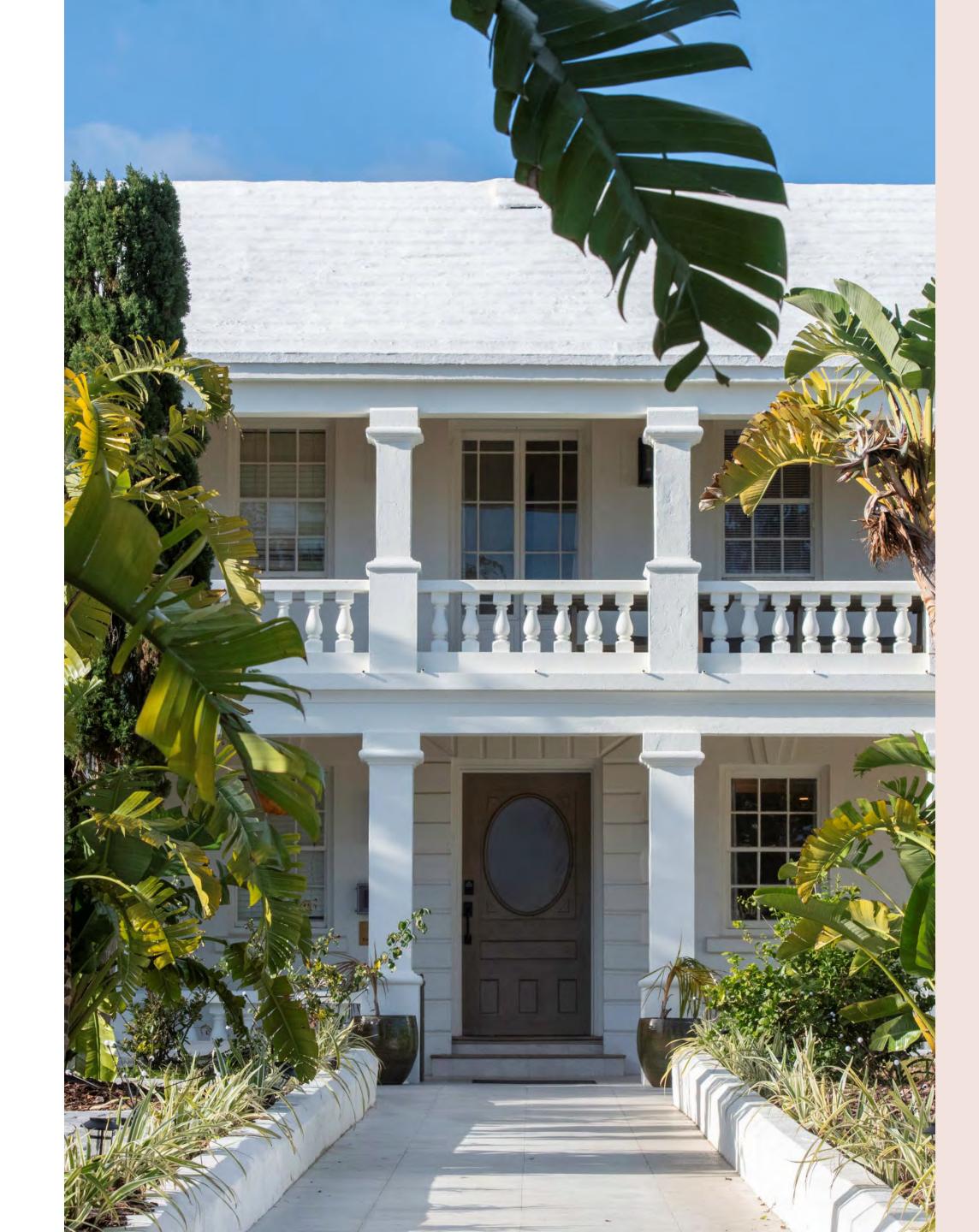
Hotel News

Hillcrest Boutique Hotel Welcomes Visitors to the East

Bermuda welcomed its newest hotel, introducing 14 new rooms into our hotel inventory and increasing the bed count in the UNESCO World Heritage Site.

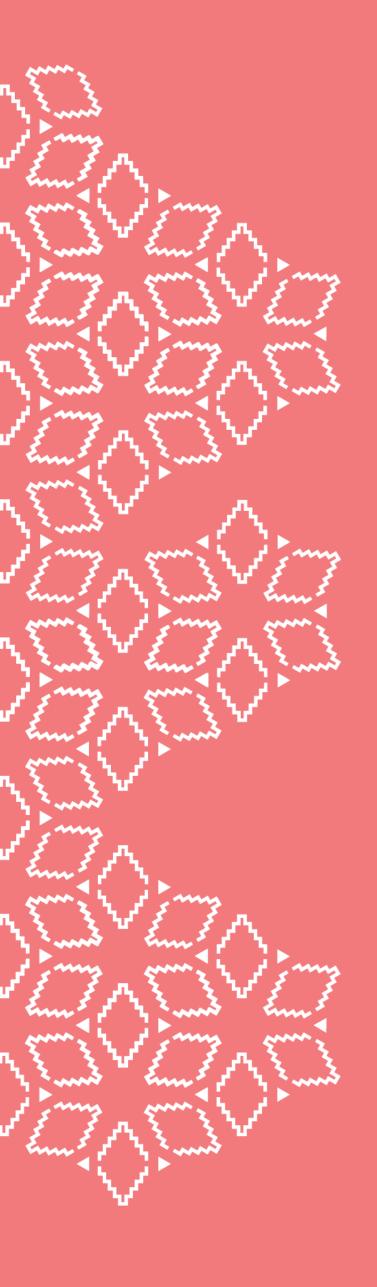
The hotel was officially approved to welcome guests at the end of March but started marketing in earnest in Q2.

BTA Sales, Business development and Experience teams met with the Hillcrest Boutique Hotel team.



Local Involvement

Growing through people.



Tourism Standards & Training (TS&T)

Q2 2025 Highlights

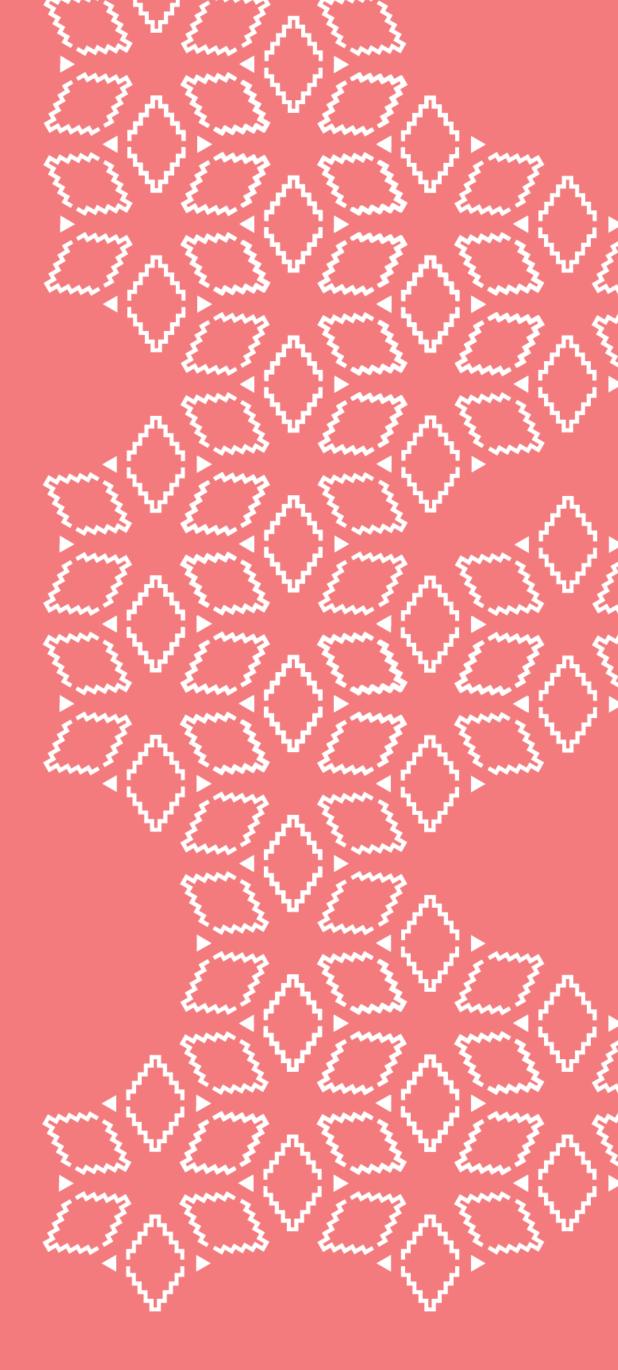
National Tourism Plan Pillar: Local Involvement

- Building community capacity in hospitality and service
- Developing workforce skills for Bermuda's future
- Showcasing recognition & best practice partnerships

Key Achievements at a Glance

Pillar: Local Involvement

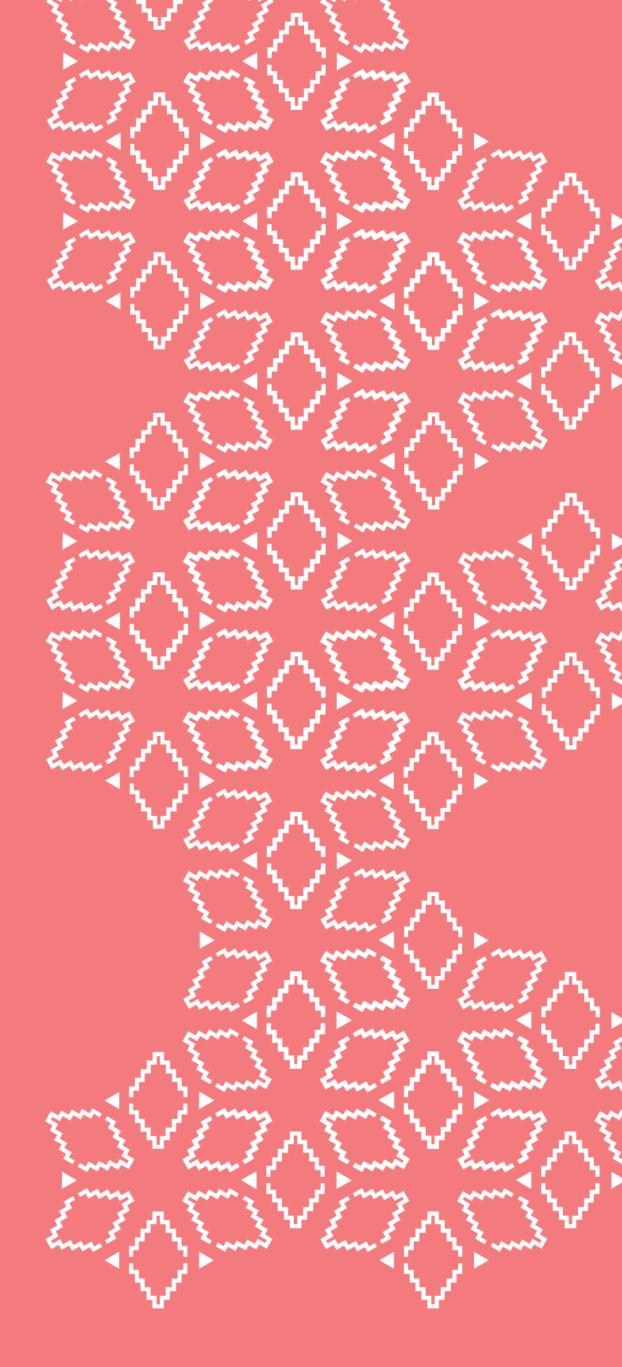
- 864 BTA+ users (+24% increase over Q1)
- 3 Accessibility Workshops delivered with Vision Bermuda
- 40+ Hospitality professionals recognised at BHSSA Awards
- Signature School tourism curriculum expanded



Training Highlights

Pillars: Local Involvement | Awareness (Accessibility

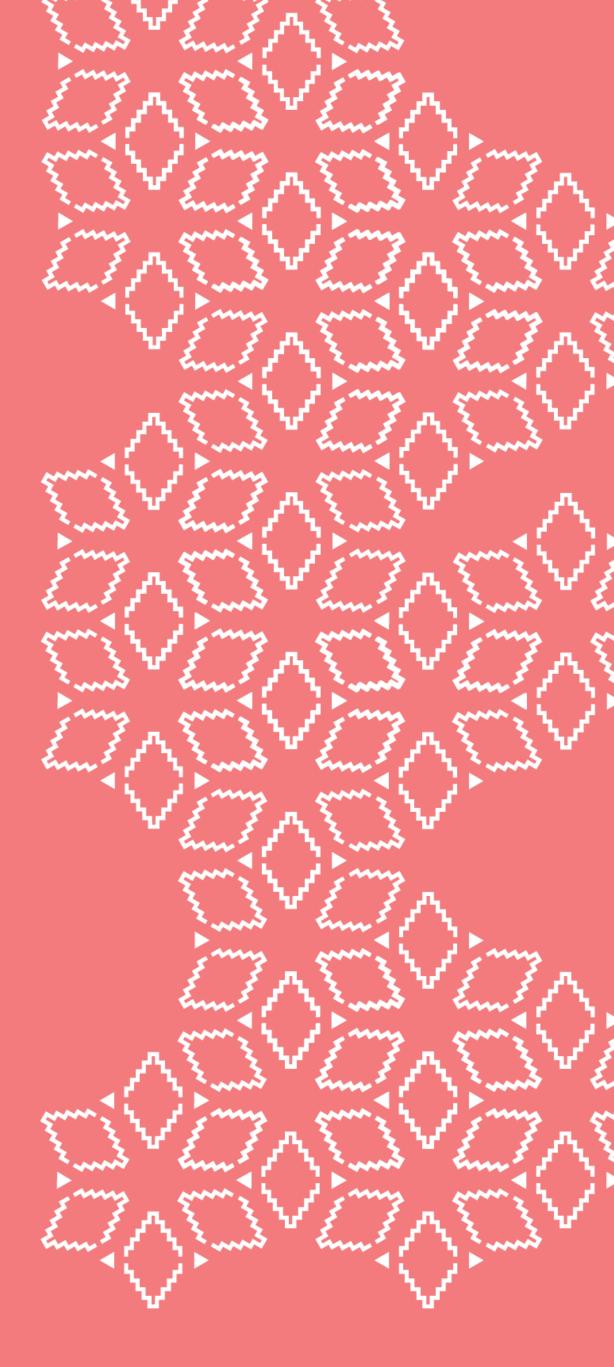
- Service Excellence: Ongoing training modules for frontline staff
- Accessibility Training: Partnered with Marine & Ports to train 15
 new hires. And covered inclusive service delivery and barrier
 identification for marine public transportation team members
- Online Learning (BTA+): More courses, greater adoption (+24% users)



Strategic Communications & Partnerships

Pillars: Local Involvement | Awareness + Local Involvement

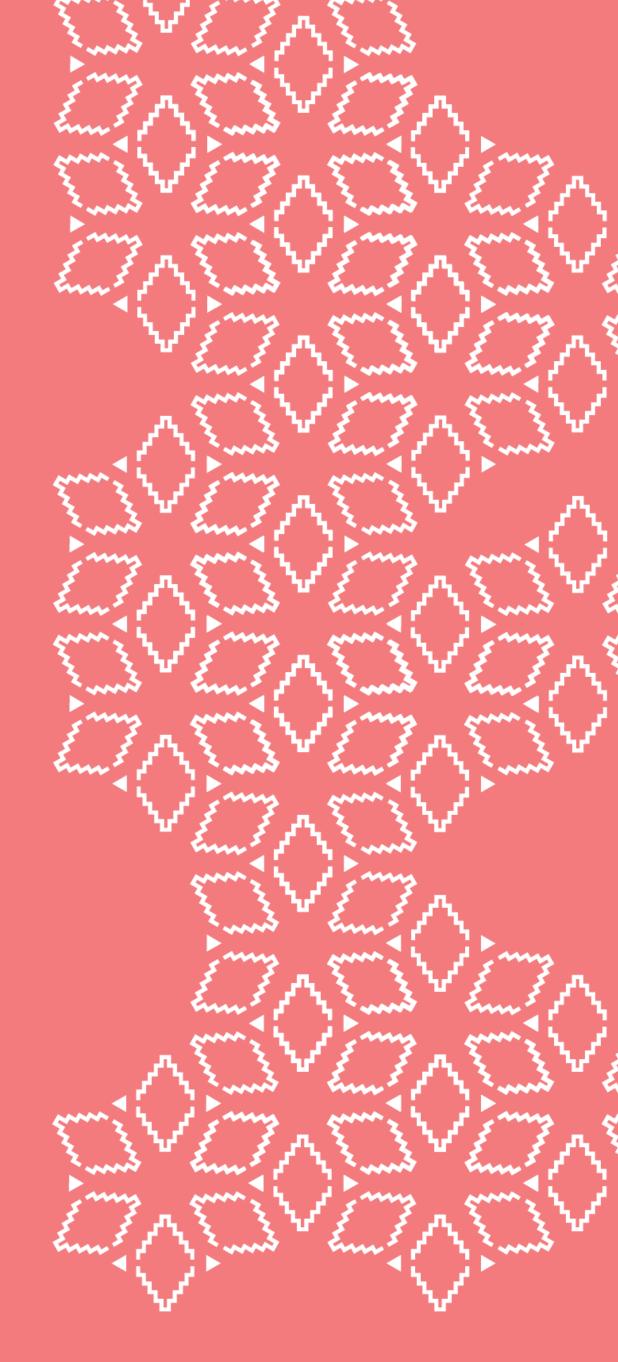
- Vision Bermuda: Accessibility workshops integrated into hospitality training
 - As part of our commitment to inclusive tourism, TS&T participated in Vision Bermuda's Insight event on May 26th, highlighting the Department's accessibility initiatives and advancing public dialogue on disability inclusion in tourism.
 - Key Outcomes: Showcased TS&T's Accessibility Awareness Training, highlighting its focus on inclusive customer service, low-barrier solutions and how small service adjustments can dramatically improve the visitor experience for individuals with disabilities. Participated in a thought leadership discussion addressing gaps in destination branding, particularly how reliance on visual marketing can exclude people with impairments. TS&T emphasised the importance of multi-sensory approaches in tourism destination marketing. Introduced the "Sounds of Bermuda" Campaign, developed by the BTA marketing department, which uses sounds of the island and storytelling to create more inclusive brand experiences. This was well received by attendees and positioned TS&T to be a proactive contributor to the awareness of the inclusive tourism design that was implemented by the marketing team.



Recognition: BHSS Awards

Pillars: Local Involvement | Awareness

- Hosted Bermuda Hospitality Service Standards Awards in June with patronage of the Minister of Tourism, Transport, Culture & Sports
- Honouring excellence in Bermuda's hospitality workforce
- 2025 Winners:
 - Grotto Bay,
 - Fairmont Hamilton Princess,
 - Royal Palms Hotel
- Goals:
 - Strengthens pride in service culture
 - Public awareness of industry achievements

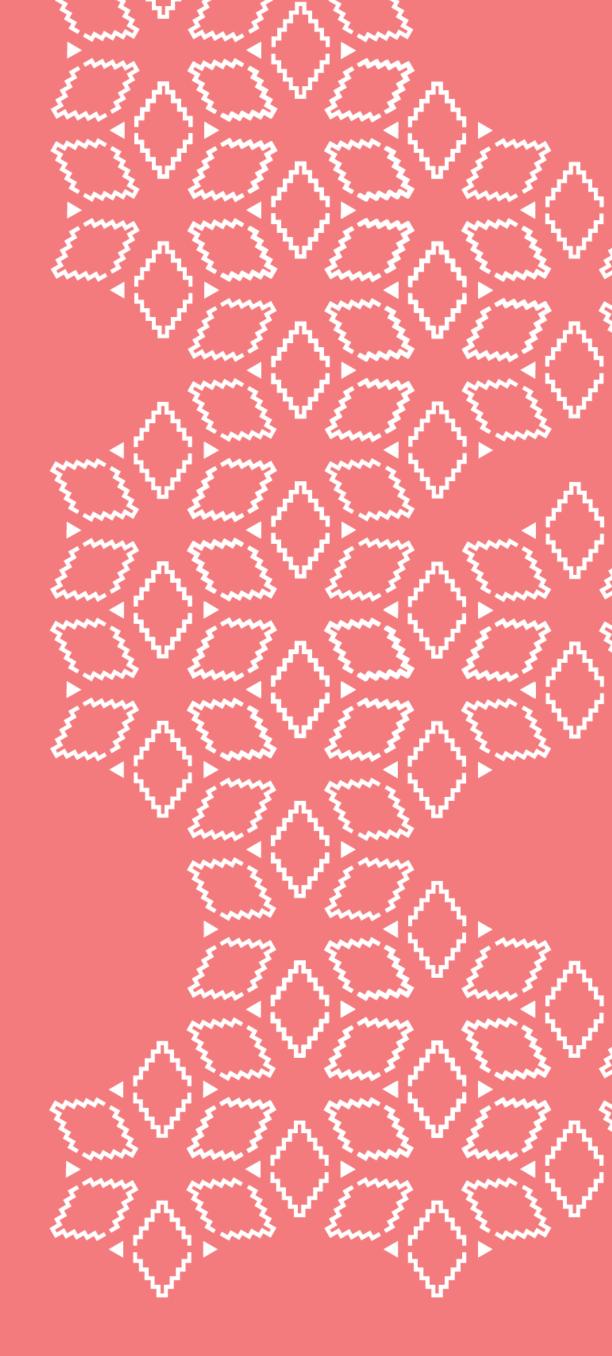


Education & Workforce Development

Pillar: Local Involvement

Signature Schools Curriculum: Tourism pathway expanded

Teacher Professional Development: Equipping educators to inspire next-gen workforce

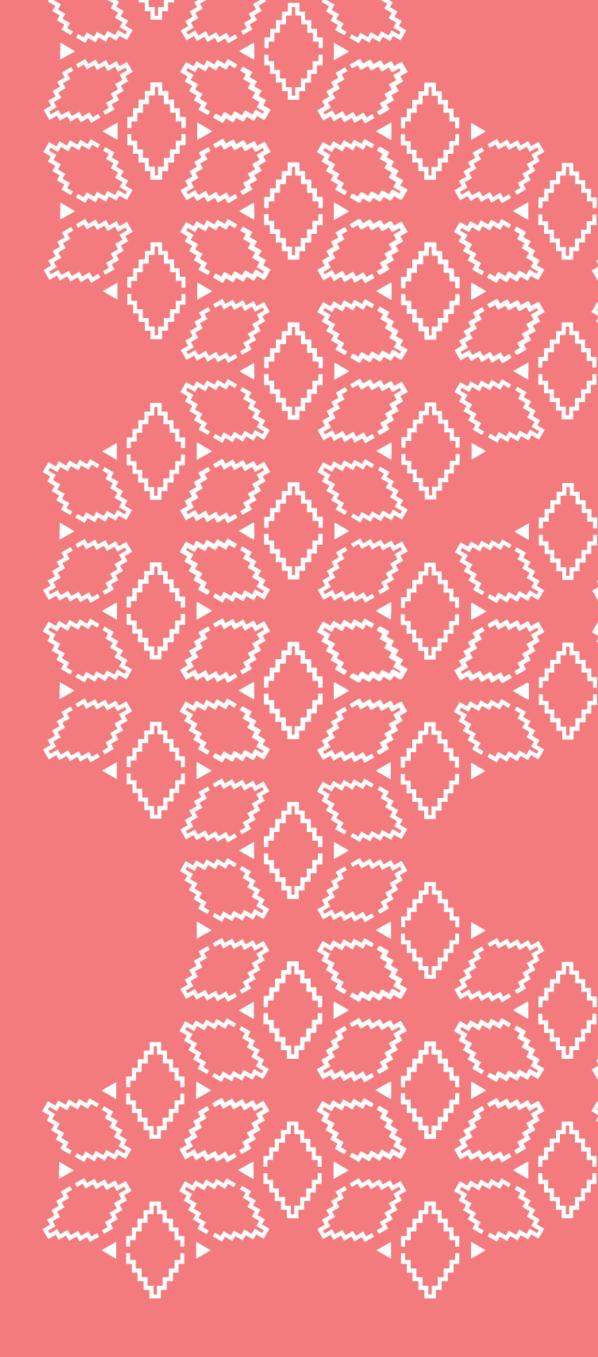


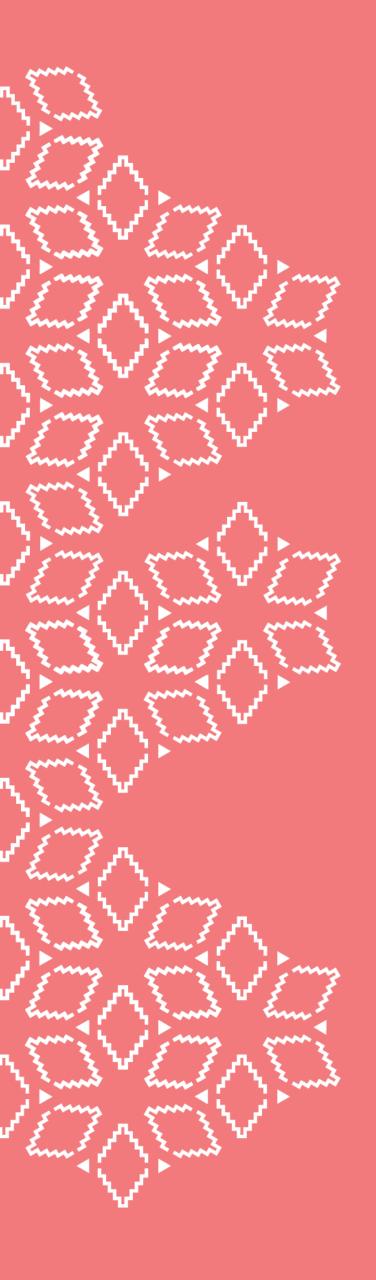
BTA+ Online Learning Expansion

Pillar: Local Involvement

- Growing hub for professional development
- +24% user growth (Q2 vs Q1)
- Expanding course catalogue for hospitality & tourism stakeholders







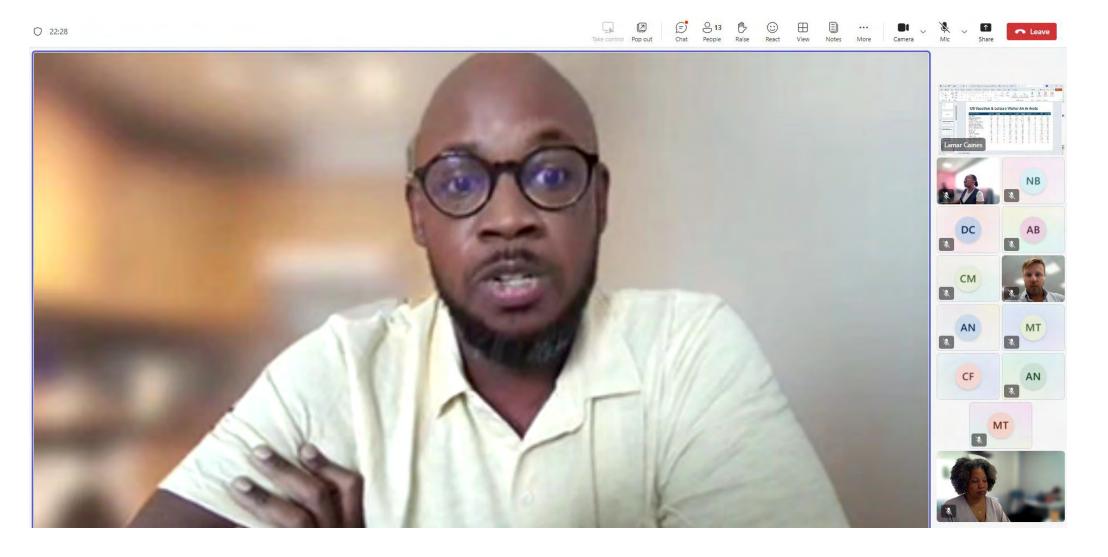
Stakeholder Sessions

Chamber of Commerce x BTA

The BTA delivered an online presentation to members of the Chamber of Commerce

The presentation covered quantitative and qualitative insights gleaned from visitor exit surveys on visitor feedback on the island's retail as well as on air versus cruise traveller spending and trends.

Attendees asked questions and provided front line context.



BERMUDA Lost Yet Found

Innovation

Think like a visitor



Experiences Development & the NTP

Alignment with the National Tourism Plan

Innovation Pillar: Creating new, curated visitor experiences

Our role: Turn Bermuda's heritage, culture, and traditions into bookable, high-value products

Strategic fit: Enhances visitor satisfaction, disperses benefits across parishes, and strengthens Bermuda's distinctiveness

Visitor-Centric Innovation

Experiences designed from a visitor perspective Integration of cultural authenticity with modern expectations

Reinforcing Bermuda's unique identity in the competitive tourism market

111

BERMUDA Lost Yet Found



Experiences Division & the NTP

Q2 Impact at a Glance

- 9 major curated activations delivered or expanded
- 2 heritage museums transformed into guided, daily attractions
- Over 3,000 visitors engaged in authentic
 Bermudian cultural programming
- Media reach: 26M impressions from Carnival campaign
- Direct ROI: \$55K spend from Walk to Calvary on \$5K investment

112

BERMUDA Lost Yet Found

Experiences

April 2025

Mitchell House Museum

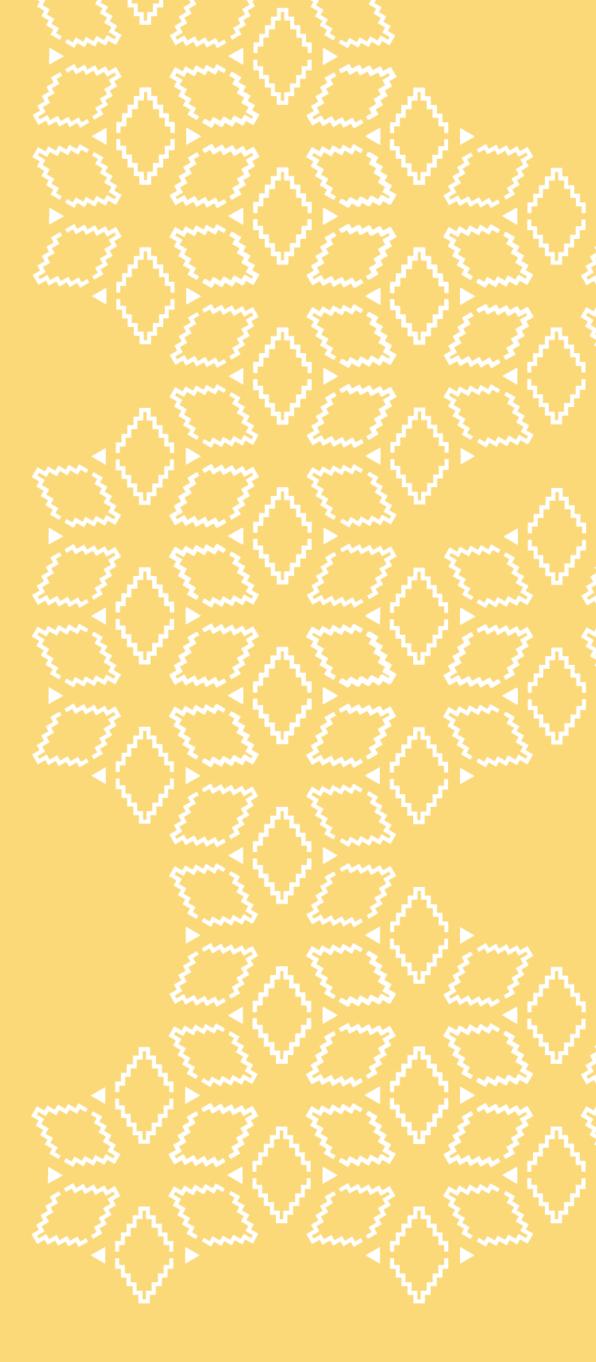
Daily opening launched – reliable attraction in St. George's

Immersive guided tours + weekly printery demo

Visitor Attendance: 1,540 (Apr-Jun)

Positioned St. George's as a **cultural** hub





Bermuda Day Parade | May 2025

Visitor Activation

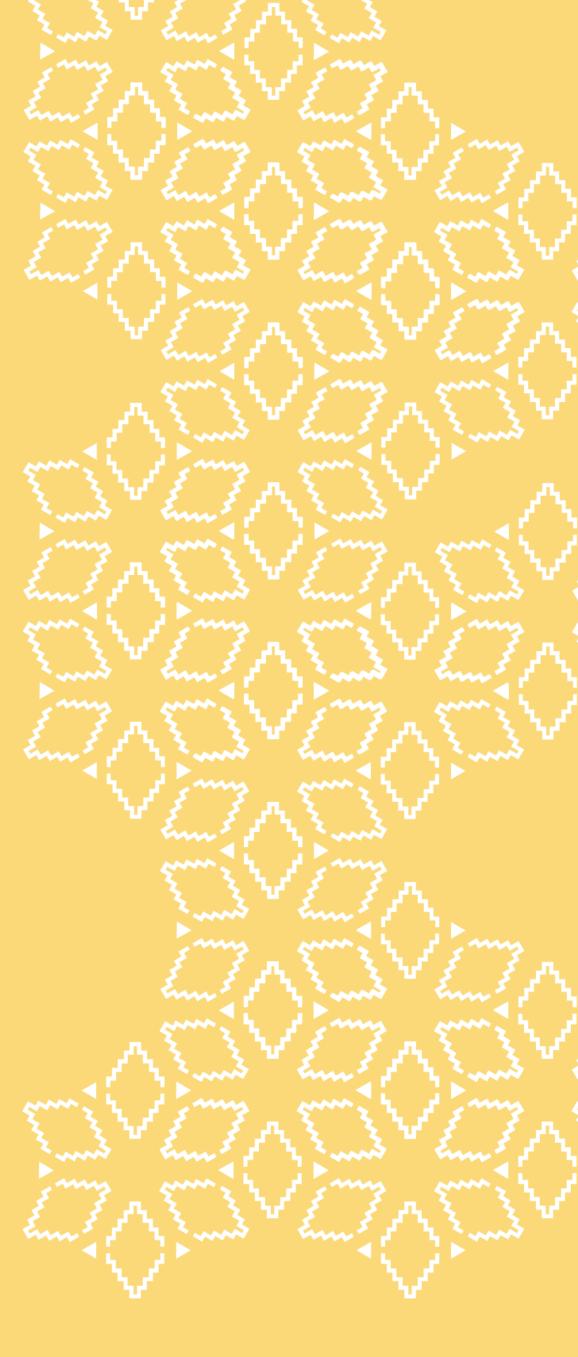
The Ultimate Bermuda Day Spectator Package – May 23, 2025

Objective:

Enrich cultural engagement of international visitors

Provide front-row curated experience showcasing Bermuda's heritage, traditions, and hospitality





Bermuda Day Visitor Activation

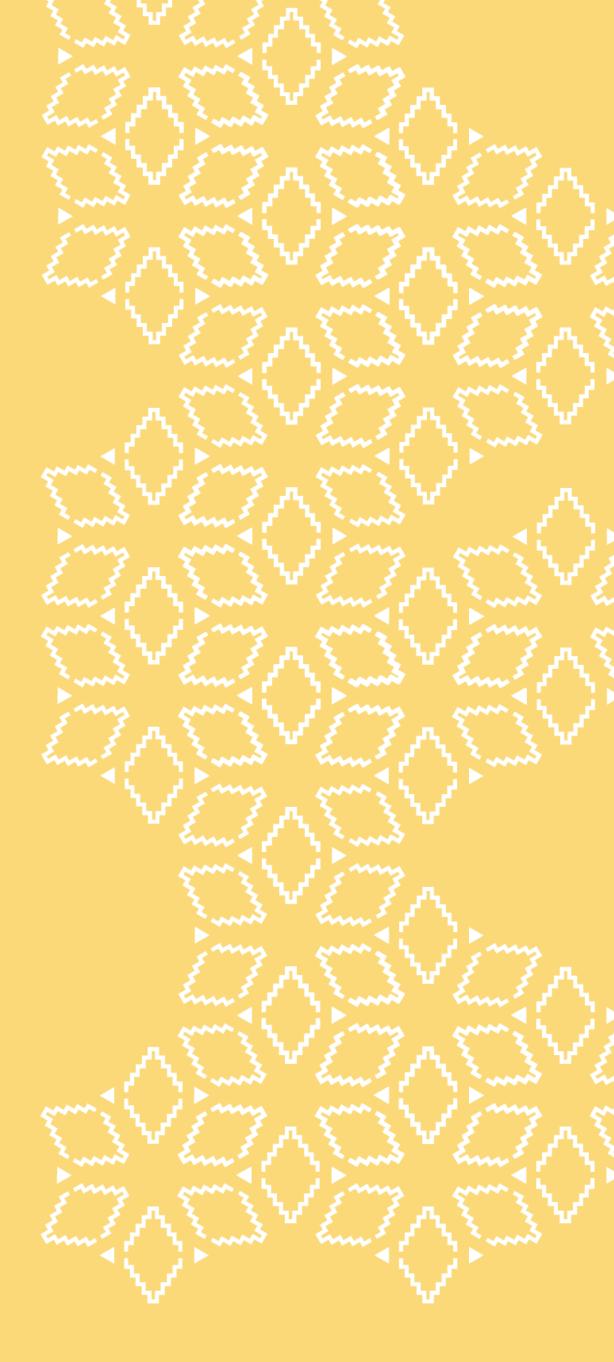
Execution & Key Features

Execution Summary:

Annual package (>10 years) delivered by Experience Team Elevated in 2024–2025 with scaffolded seating for comfort Hosted outside former Visitor Services Centre, Front Street

Key Features:

- Exclusive parade seating along route
- Live commentary for cultural immersion
- Hospitality: Bermudian cuisine, promo items, bar service by Goslings
- Expanded accessibility: lower-level seating for additional visitors



Bermuda Day Visitor Activation

Outcomes

Results & Strategic Value

Results:

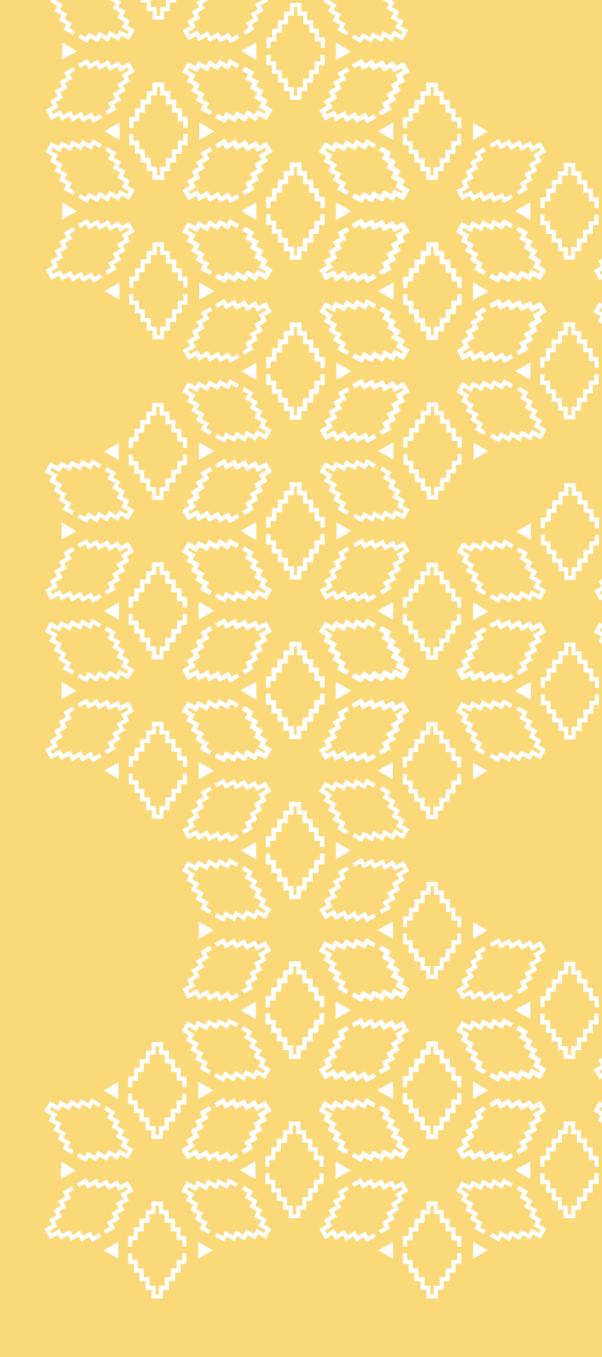
- 106 confirmed international visitors
- Sold-out premium package + exposure to casual visitors
- 100% visitor recommendation & 5/5 satisfaction rating
- Strengthened partnerships with Goslings & vendors

Strategic Value:

Reinforces Bermuda Day as signature cultural tourism experience

Supports Innovation Pillar: "Think Like a Visitor"

Demonstrates ROI: visitor satisfaction, sponsor engagement, and cultural impact



Carnival in Bermuda June 2025

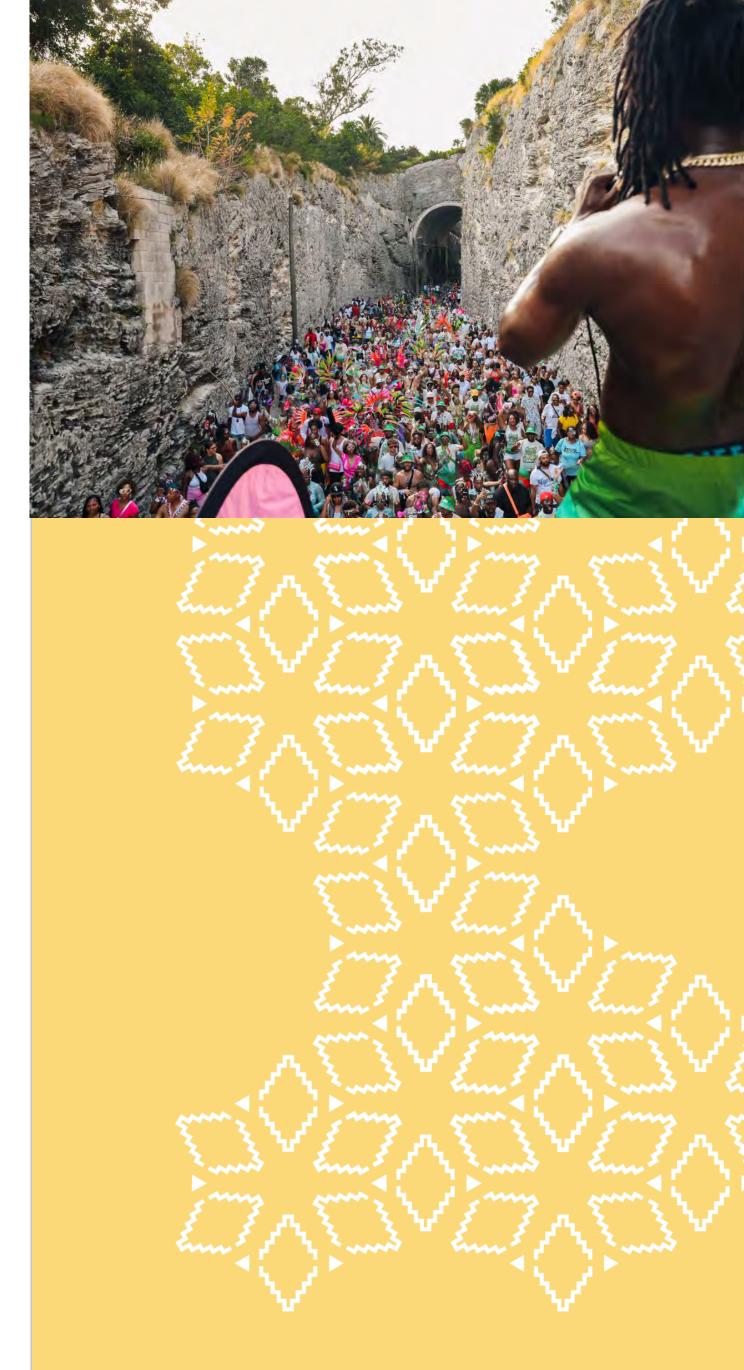
Objectives & Highlights

Objective:

Strengthen Bermuda's position on the global carnival circuit by attracting international visitors, showcasing culture, and driving community engagement.

Execution Highlights:

- Sponsored full Carnival calendar: Jouvert, Revel de Road, Swizzle
 Sunrise, Waves
- Bundled ticket packages & improved shuttles piloted
- Sustainability: reusable drinkware, reduced plastics, enhanced cleanups
- Media & influencer exposure



Carnival in Bermuda June 2025

Media, Visitor Numbers & Visitor Engagement

Media Impact Media & influencer exposure:

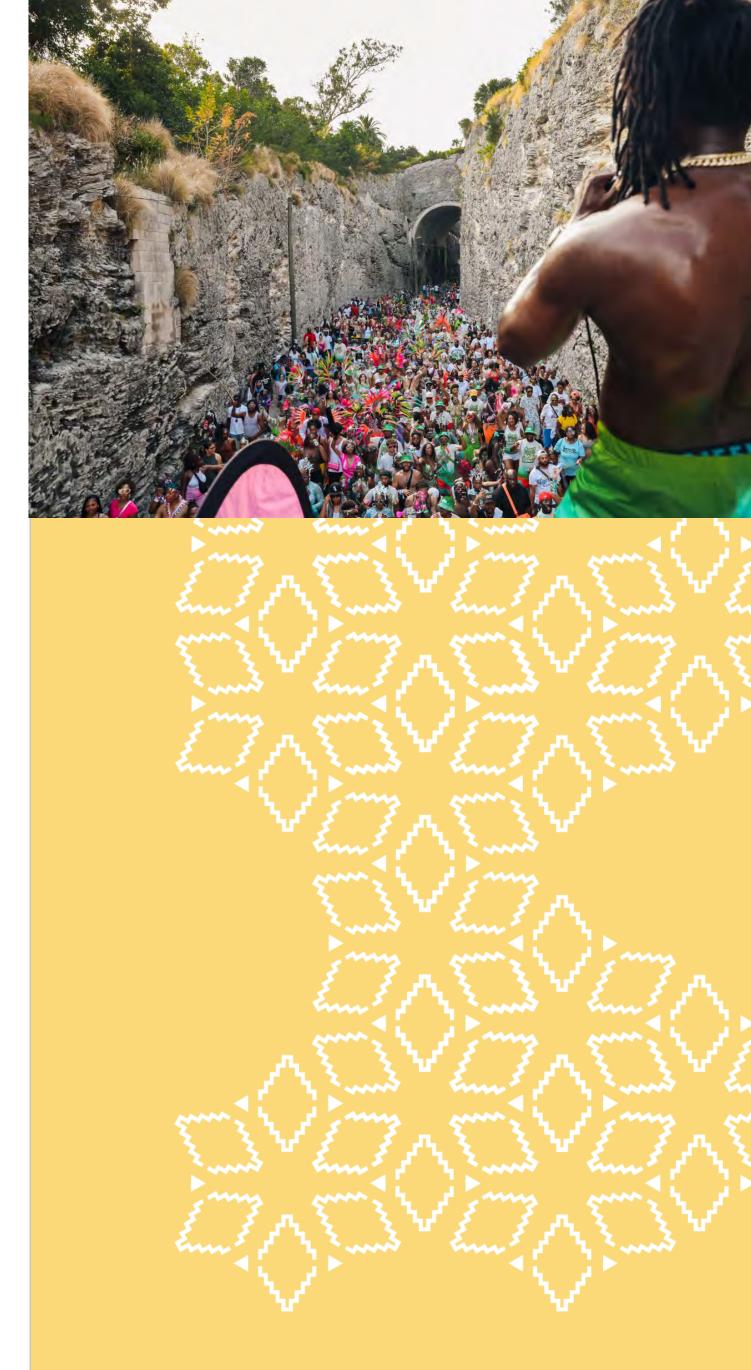
- Trini Jungle Juice: 3.2M IG /
 3.3M FB views
- BTA influencer/media: 26M
 reach, \$64K EMV
- Artist tie-in: Nailah
 Blackman video filmed in
 Bermuda

Visitor Numbers:

- 445 international visitors (+12% YoY)
- Top markets: US (317), UK (40),
 Trinidad (31), Canada (27)

Visitor Feedback:

- 91% recommend
- 73% would return
- 64% said Carnival influenced trip decision



Gombeys in the City Recurring

Objective:

Showcase authentic cultural heritage & strengthen Hamilton's visitor programming.

Execution Highlights:

Weekly Gombey performances, Sat. 12–12:30 pm at Bermuda Marquee Sign

Free photo booth keepsake for visitors

Highly visible, inclusive cultural programming

Results:

50–100 visitors each Saturday

Elevated cultural touchpoint in Hamilton

Reinforced Bermuda's cultural tourism positioning



Cruise Port Live Entertainment Series June 2025 +

Objective:

Enhance cruise visitor arrivals with Bermudian music & cultural immersion.

Execution Highlights:

78 performances staged at Heritage Wharf, Hamilton Ferry Terminal, Hunter's Wharf

Entertainment included bands, steel pan, saxophone/vocals

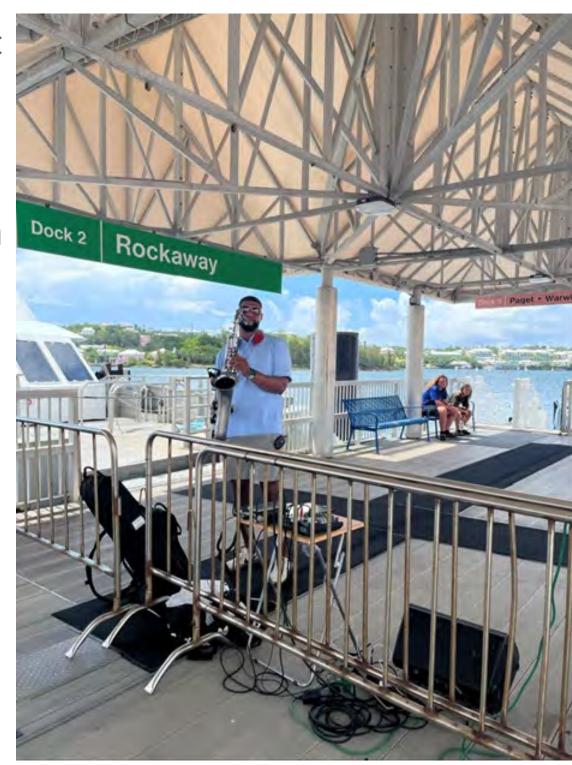
Designed for interaction & atmosphere

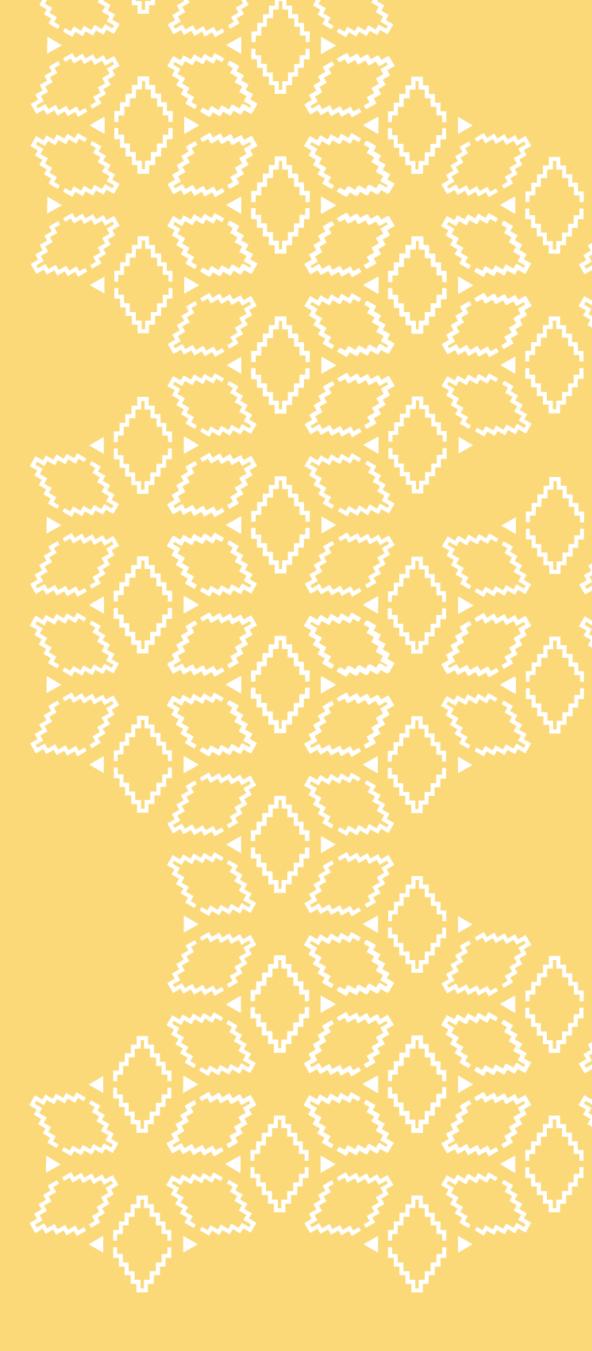
Results:

Immediate cultural immersion for cruise arrivals

Elevated local talent visibility

Direct delivery on National Tourism Plan "Cultural Immersion" pillar



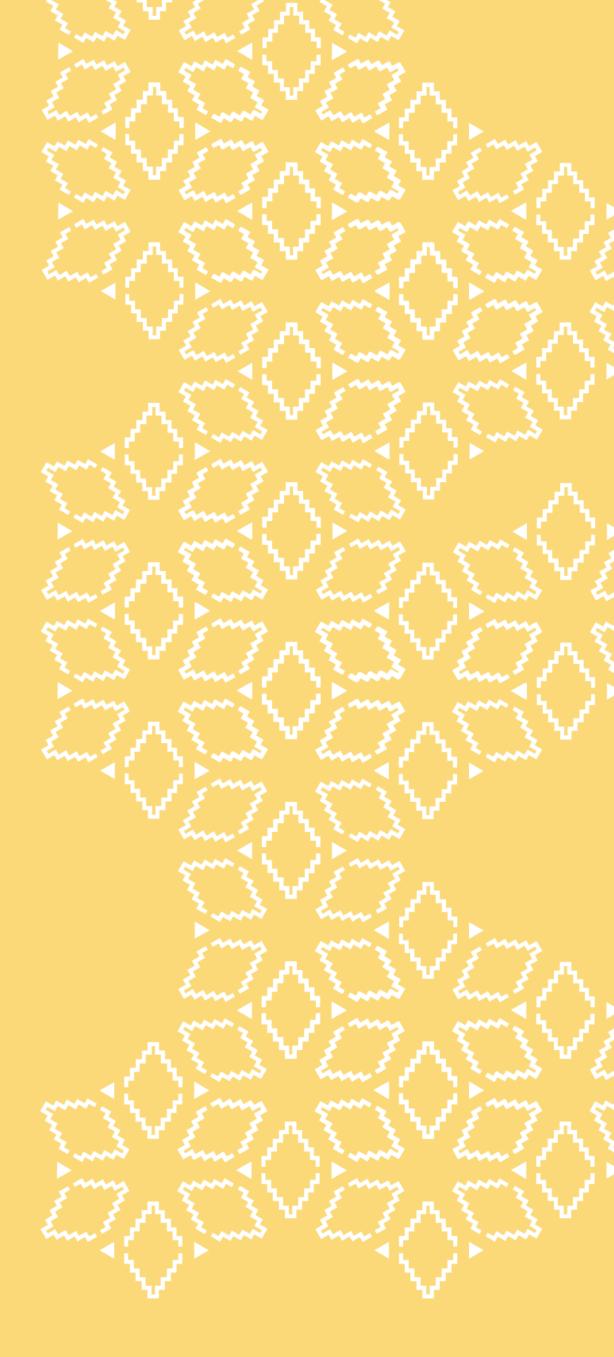


Other Supported Q2 Experiences

April

Thirst Bermuda (Cocktail Month) Coffee Party, Fish Sandwich Tour

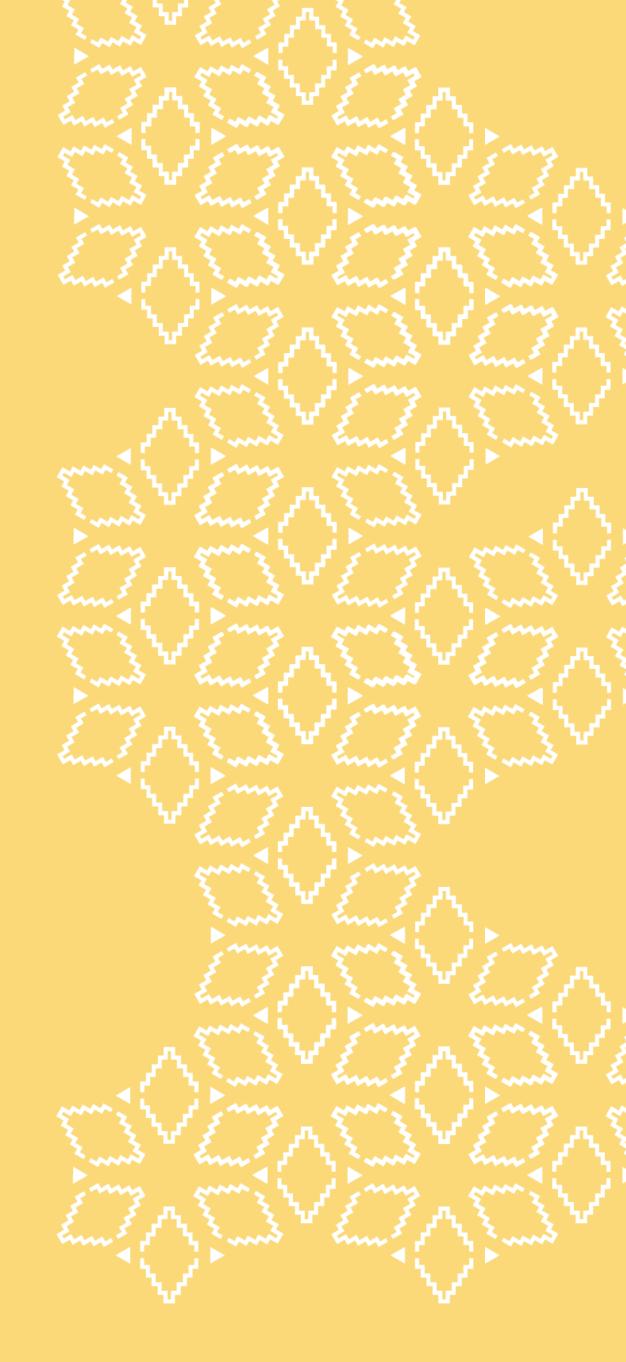
May & June Harbour Nights MS Pink Party



Q2 Experience Investment Programme Funding

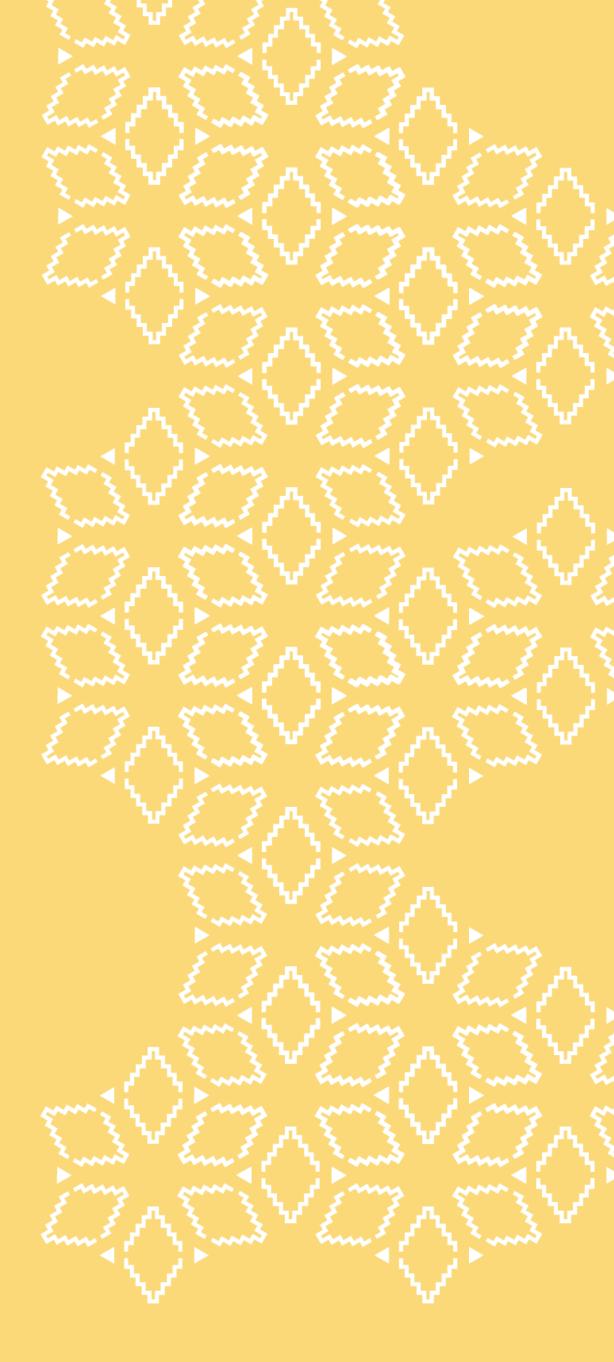
Funds disbursed to support locally developed visitor experiences

Month	Experience	Funding Type	Amount
April	Walk to Calvary	Experience Investment Application	\$5,500
May	Historical Walking Tours & Pirate Greeter (BLMC)	Stakeholder Fund via NCL	\$25,910
May	Cruise Port Entertainment	Stakeholder Fund via NCL	\$53,750
May	MS Pink Party	Event Sponsorship	\$35,000
June	Ducking Re-enactment & Town Crier (St. George's)	Stakeholder Fund via NCL	\$30,000
June	Harbour Nights (Chamber of Commerce)	Experience Investment Application	\$20,000
June	Trust Heritage Tours (Bermuda National Trust)	Stakeholder Fund via NCL	\$12,000
June	Carnival in Bermuda	Experience Investment Application	\$33,500
June	Gombeys in the City	Stakeholder Fund via NCL	\$13,600
June	Waves (Carnival extension)	Experience Investment Application	\$10,000
		Total Q2 Spend	\$239,260



How We Think Like a Visitor

- Reliable daily access (Mitchell House, Trust Tours)
- Curated packages that simplify participation (Peppercorn, Bermuda Day, Calvary)
- Seamless cultural immersion (Carnival, Gombeys in the City, Cruise Port entertainment)
- Value-driven investment (outsized returns from modest sponsorships)



Value of Experiences Development

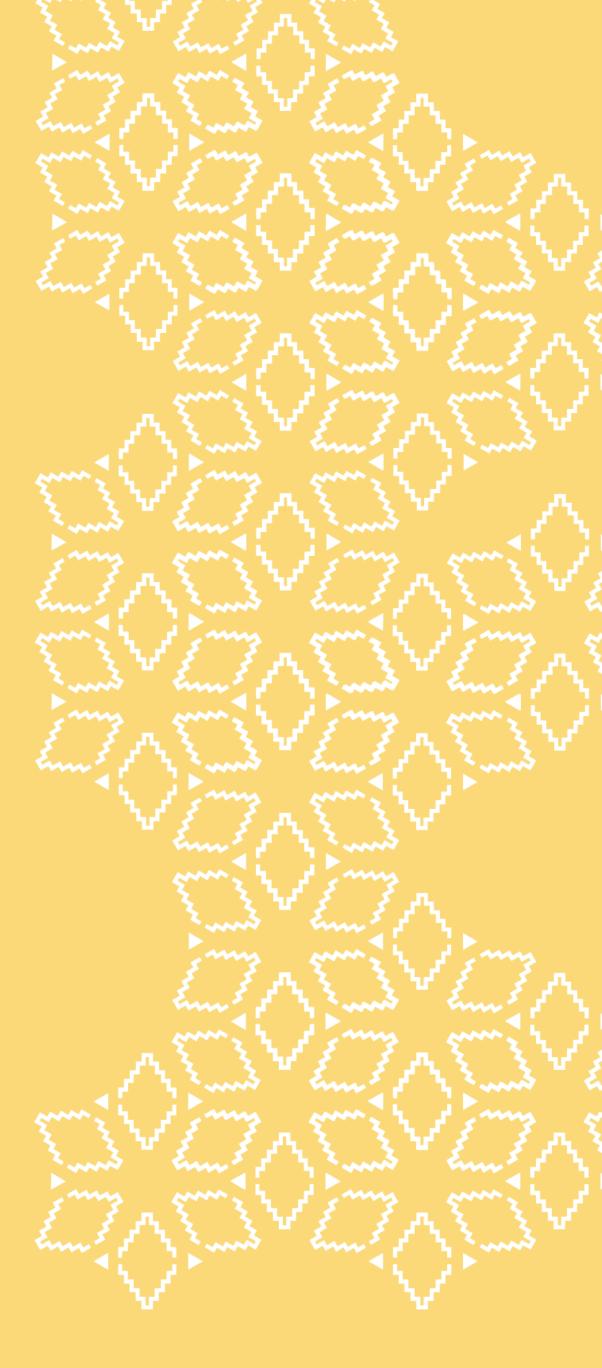
Continued tourism product enhancement and measurement

Creating Value

- Transforms heritage into product no longer passive, now bookable and engaging
- Drives ROI & visitor satisfaction high ratings, repeat visitation, global exposure
- Aligns with the NTP's Innovation Pillar creativity, distinctiveness, accessibility
- Strengthens Bermuda's case for sustained funding proves tangible impact with modest resources

Looking Ahead

- Expand faith-based tourism and heritage experiences
- Improve impact measurement tools for large-scale events (Carnival)
- Build new curated packages aligned with visitor demand
- Continue to ensure Bermuda thinks like a visitor in all product development



Teams & Groups

Growing through groups.

Q2 2025 Sales & Travel Trade Highlights

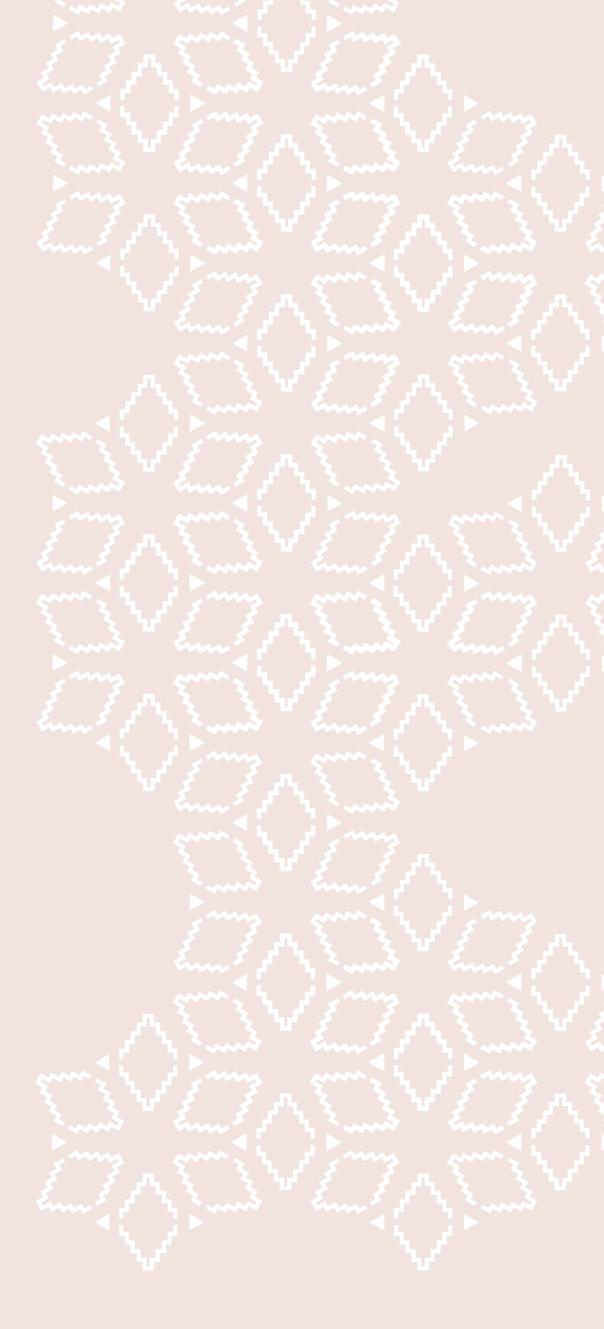
Driving Visitation through Partnerships, Events & Engagement

Activities:

- Driving Visitation
- Strengthening Meetings & Incentives (MICE) Market
- Building Partnerships with hotels & travel trade
- Expanding Awareness in key markets

Outcomes:

TYPE	LEADS	ROOM NIGHTS	VISITORS / PEOPLE	EEI
Definite	13	3,875	1,432	\$7,051,048
Tentative	53	20,507	7,132	



Hosted Major Industry Event in Bermuda

ALHI Luxury Wedding Summit (Apr 6–9, 2025):

55 international guests, 25 top-tier designers Hotel partners: Cambridge Beaches, Hamilton Princess, Rosewood,

Additional Key Information

- Leads: 3 confirmed leads, including one immediate site visit by a bride who flew in on Tuesday, April 8th.
- Extended Stays: 10 additional guest nights through pre/post stays at participating hotels.
- Room Nights: 175
- Estimated Economic Impact (EIC): \$210,144.69





Engaging Travel Advisors & Planners

April – June 2025

- Toronto Events (Apr 23): Afternoon Tea with 40 Advisors + Dinner with 25 Planners
- SITE Canada (Jun 11): 67 Attendees (planners & suppliers)
- PTANA NJ (Jun 23): 12 Advisors hosted,



Showcasing Bermuda at Global Summits

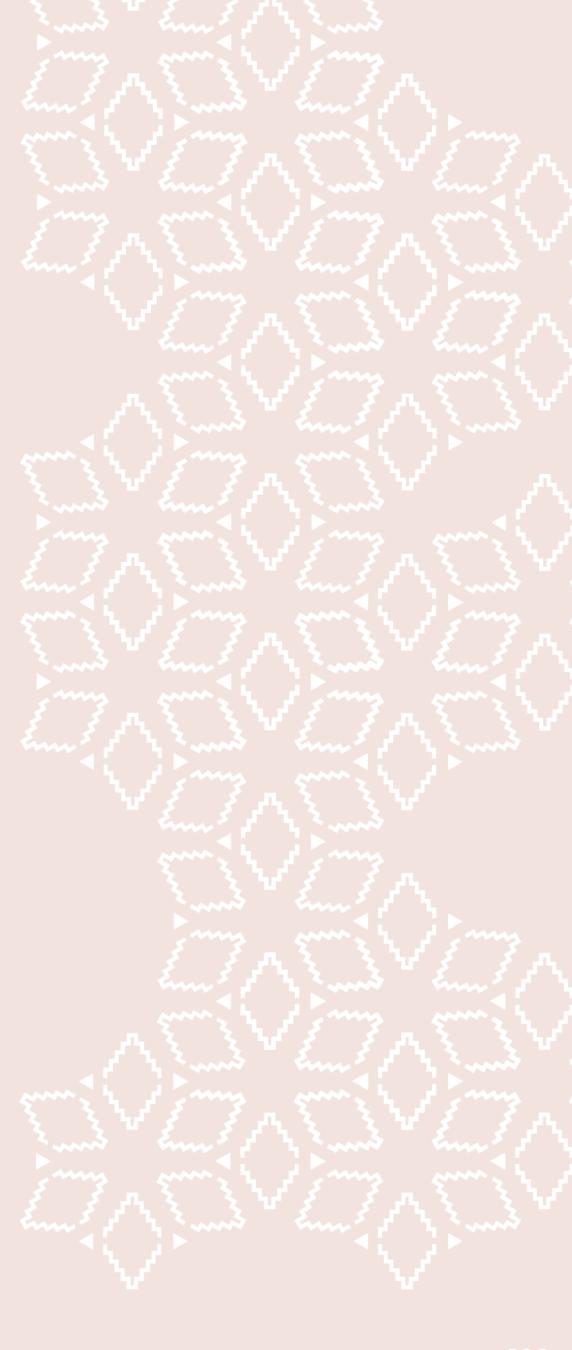
May – June 2025

ULTRA LTA (May 5–7, GA): 24 one-to-one luxury advisor meetings

GMITE (May 7–8, GA): 24 incentive buyer appointments

Cvent Connect (Jun 9–12, TX): Corporate/incentive buyers

Travelleaders EDGE (Jun 9–12, NV): Top travel sellers engagement Image placeholder: trade show booths / meetings



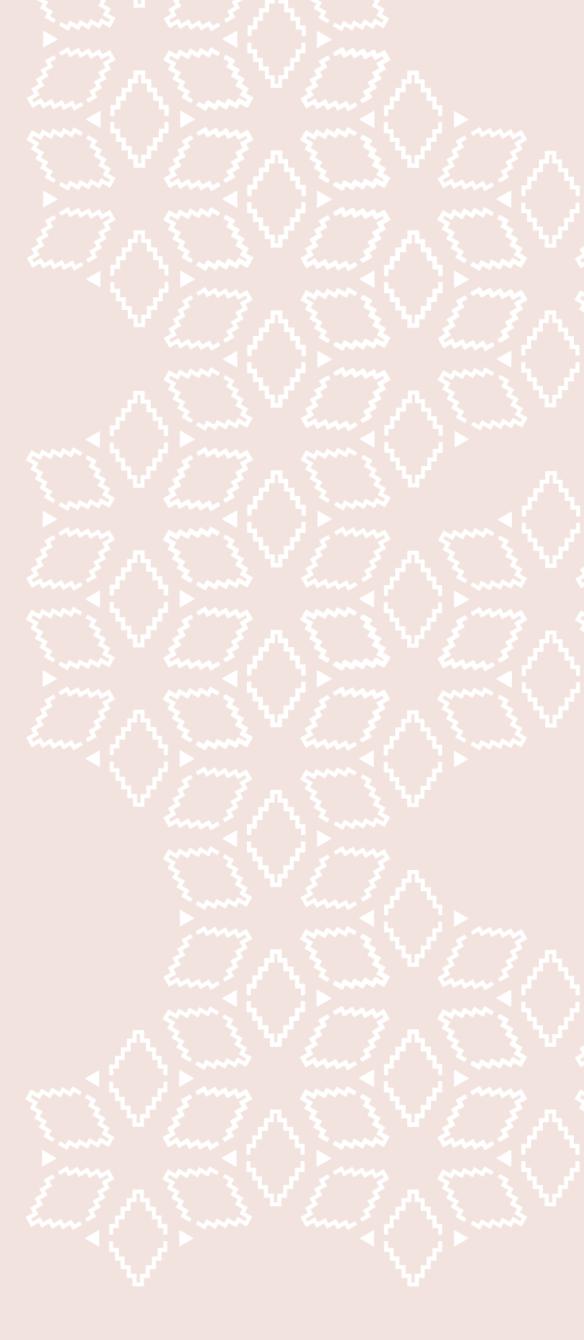
Strategic Engagement in Market

May 2025

Client Reception (Atlanta, May 13): 25 planners hosted + Etherio lunch

ALHI Mid-West Showcase (May 13–14): Milwaukee 75+, Chicago 100+ attendees

Signature Travel Network (May 29–30, IL): 24 curated appointments

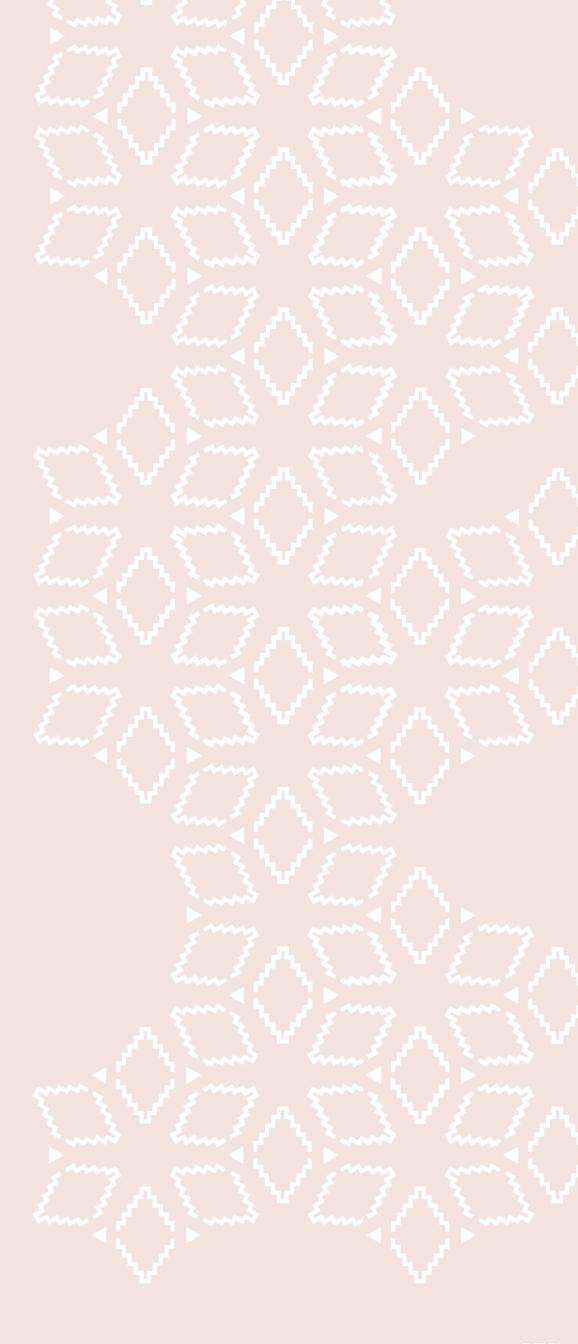


Bringing Travel Advisors to Bermuda

May – June 2025

Envoyages Direct Travel (May 28): 400+ Advisors welcomed, 152 Bermuda experiences hosted. Welcomed by the Minister of Tourism, Snorkel Park hosted entertainment and cocktails et al.

ALHI Discovery Trip (Jun 1–4): 10 Meeting Planners, 4 ALHI Associates hosted across 9 hotels Image placeholder: tours, beaches, hotels



Engagement & Partnerships

June 2025

Celebrate in Bermuda Dinner (Jun 26, NYC): 25 planners + media influencers, Bermuda-inspired dining, music (Jesse Seymour), Cup Match & Carnival showcase

HelmsBriscoe ABC (Jun 28–30, Toronto): Top industry leaders engagement, strengthened hotel partnerships



Summary Impact

Alignment with National Tourism Plan -> Driving Visitation

- Expanded reach across US & Canadian travel trade
- Secured group business through confirmed & tentative leads
- Showcased Bermuda to planners, advisors, media
- Strengthened partnerships with hotels, DMCs, industry leaders



Business Development

Executive Summary

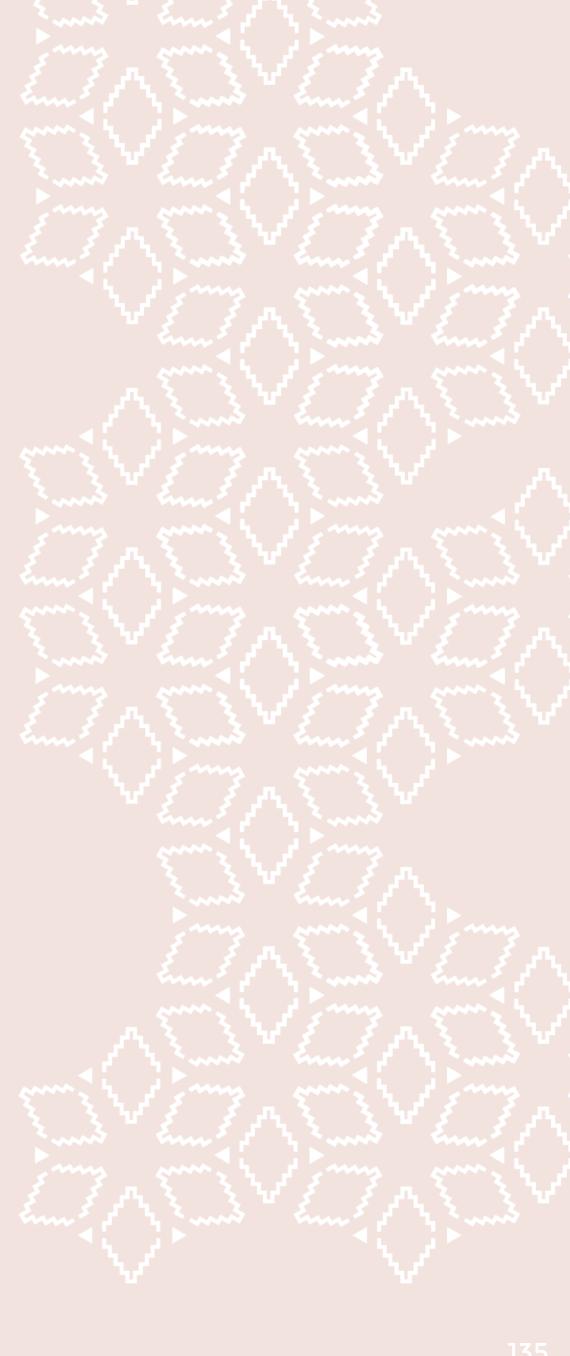


EVENT	DATES	ACCOMMODATION	VISITORS	ROOM NIGHTS	ECONOMIC IMPACT	NTP ALIGNMENT
Iron Lady Golf	Apr 11–16	Pompano Beach Club	12	50	\$42,705.15	Teams & Groups, Awareness & Relevance
Friars Group	May 4–7	St. Regis	23	60	\$77,004.10	Teams & Groups, Awareness & Relevance
Greg Hill Golf	May 13–16	Grotto Bay	150	300	\$285,580.34	Teams & Groups, Awareness & Relevance, Local Involvement

Key Outcomes

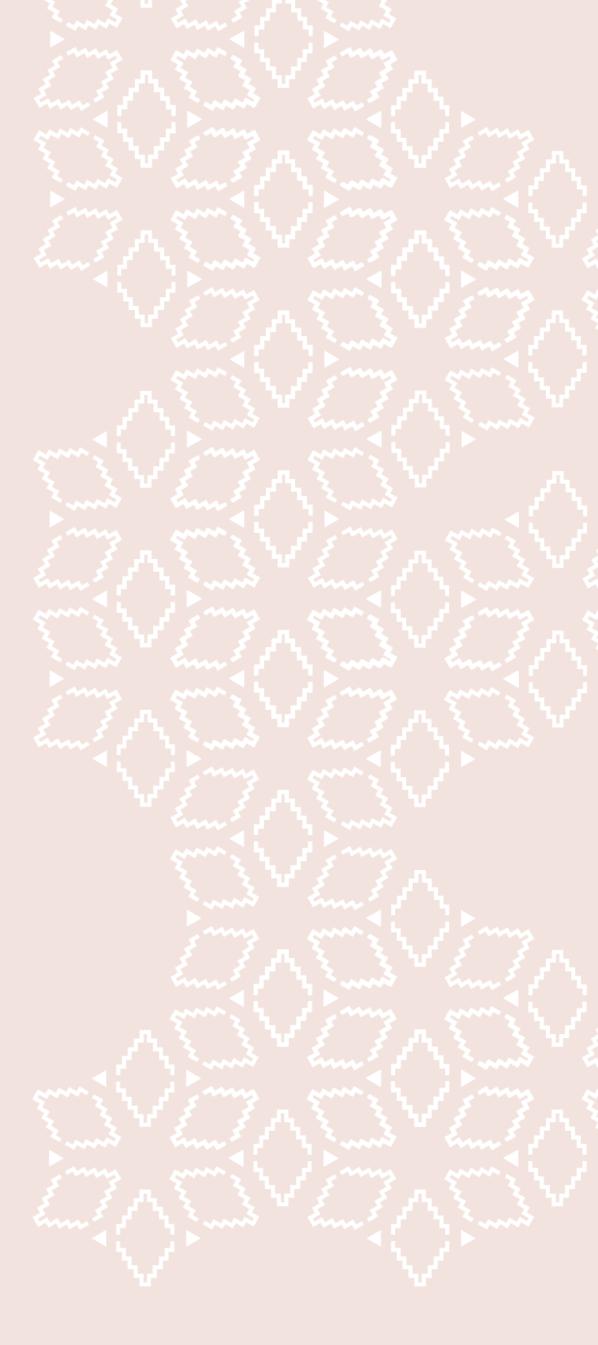
Q2 2025

METRICS	OUTCOMES
Total Events Supported	11
Total Visitors	836
Total Economic Impact	\$2.1M+
Jobs Created	Local vendors, staff, performers
Occupancy Boost	Off-peak hotel stays
Visibility	International media, social media, live broadcasts



Strategic Insights

INSIGHT	IMPLICATION
Opportunities	Leverage sports & yachting groups to boost off-peak travel
Trend	Repeat visitors and social media promotion amplify awareness
Next Steps	Expand Year-Round activations (Oct–May), deepen partnerships with hotels & local vendors



Year-Round

Embracing seasonality

Financials Q2



Report for Q1 ending March 31, 2025 **Income Statement**

Financ

Income Statement

For The Quarter Ended 30 June 2025

	Quarter 2			Year To Date		
	Actual	Budget	PY	Actual	Budget	PY
Income	10,484,437	10,332,644	10,389,571	15,398,356	15,179,214	16,146,925
Direct costs	3,239,036	2,625,089	4,105,068	11,158,465	11,276,772	15,227,794
Direct surplus (deficit)	7,245,401	7,707,555	6,284,503	4,239,891	3,902,442	919,131
Structure, general & administration costs	1,042,694	870,824	694,209	4,877,978	4,881,473	4,423,944
Operating surplus (deficit)	6,202,707	6,836,731	5,590,293	(638,086)	(979,030)	(3,504,813)
Net finance costs	3,300	3,341	3,218	23,908	20,955	26,645
Net surplus (deficit) for the period	6,199,406	6,833,390	5,587,075	(661,994)	(999,985)	(3,531,458)
Accession Comments of the Property				((,

BERMUDA Lost Yet Found

Income Statement

Bermuda Tourism Authority

For The Quarter Ended 30 June 2025

	Quarter 2			Year To Date			
	Actual	Budget	PY	Actual	Budget	PY	
Income	10,484,437	10,332,644	10,389,571	15,398,356	15,179,214	16,146,925	
Direct costs	3,239,036	2,625,089	4,105,068	11,158,465	11,276,772	15,227,794	
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Income Statement

Bermuda Tourism Authority

For The Quarter Ended 30 June 2025

	Quarter 2		Year To Date			
-	Actual	Budget	PY	Actual	Budget	PY
Income						
Grants, subsidy & contribution income	3,875,000	3,874,998	4,135,000	7,760,000	7,759,998	8,885,000
Tourism authority fee	3,167,445	3,062,724	2,945,890	4,191,089	3,996,044	3,829,156
Cruise passenger visitor fee	3,265,360	3,196,172	3,094,992	3,265,360	3,196,172	3,094,992
Vacation rental properties TAF	176,084	198,000	213,689	180,964	225,500	337,777
Other income	547	750		942	1,500	
_	10,484,437	10,332,644	10,389,571	15,398,356	15,179,214	16,146,925
Direct costs:						
Direct costs: Marketing	1,871,344	1,283,089	762,087	6,392,142	6,130,294	5,789,986
Group Sales & Business Development	1,258,446	1,216,370	3,204,819	3,894,379	4,142,871	8,627,226
Experiences	29,577	52,917	33,359	233,165	255,833	201,124
Operations	79,669	72,712	104,803	638,780	747,773	609,458
	3,239,036	2,625,089	4,105,068	11,158,465	11,276,772	15,227,794
Structure, general & administration costs:						
Staff costs	801,622	642,505	531,568	3,423,462	3,462,986	3,254,164
Communications & IT	54,265	54,276	52,028	316,613	325,258	270,035
General expenses	(7,990)	53,397	60,451	241,750	354,328	311,491
Marketing	7 D.=0	250	709		1,375	929
Premises	68,171	74,238	71,233	427,150	444,577	416,813
Professional fees	126,473	41,908	(22,590)	459,546	268,450	163,569
Equipment	154	4,250	809	9,457	24,500	6,943
·	1,042,694	870,824	694,209	4,877,978	4,881,473	4,423,944



Balance Sheet Q2 2025

Balance Sheet

Bermuda Tourism Authority

June 30, 2025

ASSETS	Quarter 2	<u>Dec-24</u>
Current Assets		
Cash & Bank	627,656	2,906,875
Accounts Receivable	2,674,437	1,104,410
Accrued Income & Prepaid expenses	1,445,397	411,390
Total Current Assets	4,747,490	4,422,675
Non-current Assets		
Fixed assets	102,142	172,056
Investment	200	200
Total Assets	4,849,832	4,594,931
EQUITY & LIABILITIES		
Accumulated Surplus	(586,736)	75,258
Current Liabilities		
Vendor Payables	2,956,469	2,585,693
Accruals	2,208,119	1,540,706
Deferred Income	271,981	286,831
	5,436,568	4,413,229
Long term Liabilities		
Lease Obligations	-	106,444
Total Equity & Liabilities	4,849,832	4,594,931

BERMUDA Lost Yet Found

