

BERMUDA

PUBLIC ACCESS TO INFORMATION (CONTRACTS VALUED \$50,000 OR MORE) BERMUDA TOURISM AUTHORITY NOTICE 2024

GN / 2025

The VP of Finance who has supervision of the Bermuda Tourism Authority, in exercise of the power conferred by section 6(6) of the Public Access to Information Act 2010, gives the following Notice:

Citation

1. This Notice may be cited as the Public Access to Information (Information Statement- Contracts Valued \$50,000 or More) Bermuda Tourism Authority Notice 2023.

Contracts to which this Notice applies

2. This Notice applies to the contracts contained in the following Table:

Table

Name of Contractor/ Contracting Parties	Contract Start Date	Contract End Date	Description of Goods/ Services Provided	Contract Value
Tourism Economics LLC	1 Nov 25	31 Oct 28	Media Attribution Economic Impact Results	\$208,500
Tourism Economics LLC	1 Jan 26	31 Dec 28	Symphony Dashboard and Data Warehouse	\$149,700
Bonnier Corporation	1 May 25	31 July 25	Media Placement and Sponsorship of Bermuda Triple Crown Billfishing Championship	\$100,000
Fairmont Hamilton Princess	22 Feb 26	25 Feb 26	Room block and meeting space for CTO Council Meeting	\$96,595*
BermudAir Limited	15 Oct 25	17 Feb 26	Winter Promotion	\$100,000
Nielsen Sports America LLC	11 Oct 25	30 Oct 28	Media Valuation – Bermuda Championship	\$107,744
Bermuda Triangle Challenge	8 Oct 25	7 Mar 26	Sponsorship Agreement	\$200,000
Air Canada Vacations	1 Dec 25	28 Feb 26	Promotion	\$50,000
Bradford Allen	27 Sep 25	To completi on	Lease Termination Fee Agreement	\$75,000*
Performance Solutions	1 Sep 25	To	Executive Search	Up to \$85,000

Limited		Completion		
INTO Bermuda	1 Aug 25	31 Jan 26	Content Development	\$192,000
PGA Tour Inc.	1 Apr 19	31 Dec 28	Extension to Multi-year Sponsorship of Bermuda Championship	\$17,352,563 **
IMEX America Ltd	9 Jul 25	31 Oct 25	Exhibition Participation	\$107,600
Fairmont Hamilton Princess	19 Oct 25	22 Oct 25	Room Block and Meeting Space for Partnership Summit	\$99,315*
MMGY Global Ltd	28 Apr 25	On going	Global Public Relations and Brand Partnership Services	\$612,000***
MMGY Global Ltd	28 Apr 25	On going	Super Yacht Strategy Execution	\$66,000***
Verb Interactive	1 Mar 25	28 Feb 27	Social Media, Website and Digital Marketing Service Provider	\$1,059,400
Campstories LLC	23 Sep 24	31 Mar 25	Public Relations and Marketing	\$59,345
Boat International Media Ltd	1 Feb 25	31 Jan 26	Media Partnership	\$125,000
Ace Up	1 May 25	30 Apr 26	Professional Coaching	\$57,240
Storylink Creative	10 Apr 25	9 Apr 27	Design, Build & Project Management of IMEX Exhibition Booth	\$397,630
The Zimmerman Agency	1 Jan 25	31 Jul 25	Creative Agency of Record	\$385,000
Feverpitch Marketing Communications Inc	10 Apr 25	9 Apr 27	Public Relations and MICE Agency – Canada	\$540,000
F50 League (Bermuda) Limited	15 Apr 25	30 Jun 28	Multi-year Hosting Agreement – Sail GP	\$6,620,000
Bynder LLC	16 Dec 24	15 Dec 27	Digital Asset Management	\$154,000
Reed Exhibitions Limited	22 Jan 25	6 Nov 25	Exhibition Space – World Travel Market	GBP 73,511
ALHI	1 Jan 25	31 Dec 25	Global Alliance Membership	\$78,000
Running Nerds LLC	3 Mar 25	2 May 26	Race Retreat 2026	Up to \$65,000

Narrative Research (Bermuda) Ltd	1 Jan 26	31 Dec 26	Air and Cruise Exit Surveys	\$132,300
Smith Haulage & Excavating Ltd	17 Feb 25	15 Apr 25	Hamilton Visitor Service Centre dismantling	\$93,500
Royal Bermuda Yacht Club	21 Jul 25	20 Dec 25	Sponsorship – Bermuda Gold Cup	\$60,000
Virtuoso Ltd.	1 Jan 25	31 Dec 25	Consortia Marketing	\$50,163
Performance Solutions Limited	14 Mar 25	To Completion	Culture Review	\$75,000
Delta Vacations LLC	1 Sep 25	31 Dec 26	Partnership Marketing Agreement	\$100,000
TravPRO Mobile LLC	15 May 25	14 May 26	Training and Sales Enablement Platform	\$57,400
New York Yankees Partnerships	1 Mar 25	30 Nov 25	Advertising and Sponsorship	\$250,000
Garden & Gun	1 Jun 25	30 Nov 25	Garden & Gun Society Event and Promotion	\$117,000
Sinclair Broadcast Group	28 Apr 25	27 Jul 25	Good Morning Washington	\$105,000
Garden & Gun	1 Jun 25	30 Sep 25	Advertising Insertions	\$87,000
Digital Outdoor Advertising	15 May 25	1 Jun 25	Hampton Billboards	\$83,250
Sirius XM Radio Inc	1 Apr 25	30 Sep 25	Media Insertions	\$150,000
Worth Media Group	29 Jan 25	31 Dec 25	Event Sponsorships	\$75,000
Expedia Group	1 Oct 25	31 Dec 25	Amazing Race Partnership	\$100,000
Hearst Magazine Media Inc	29 Jan 25	30 June 25	Advertising	\$325,000
Carvertise Inc	21 Apr 25	28 Jul 25	Advertising Service Agreement	\$172,500
Dotdash Meredith	14 Mar 25	16 Nov 25	Advertising	\$535,000
Hearst Magazine Media Inc	10 Feb 25	31 Dec 25	Media Package	\$625,000

Robb Report	1 Jan 25	31 Dec 25	Integrated Media Package	\$300,000
Outfront Media	24 Mar 25	7 Jul 25	Advertising Agreement	\$80,000

* Estimated value

** This is an extension of a contract previously disclosed and represents the additional cost.

***This represents the annual value of the contract. It is subject to 90 days notice.

Made this 19th December, 2025

D Beveridge

Duncan Beveridge

VP of Finance who has supervision of the Bermuda Tourism Authority