

A dirt path leads through a dense, mossy forest. On the left, a stone wall is covered in thick green moss. The path is flanked by lush green foliage and trees, with sunlight filtering through the canopy in the distance.

Corporate Activity Report

Q4 2025

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

BERMUDA

Lost Yet Found

January – December 2025

Bermuda Tourism Authority: Driving Results Through Strategic Action

Some key metrics for the full year of 2025:

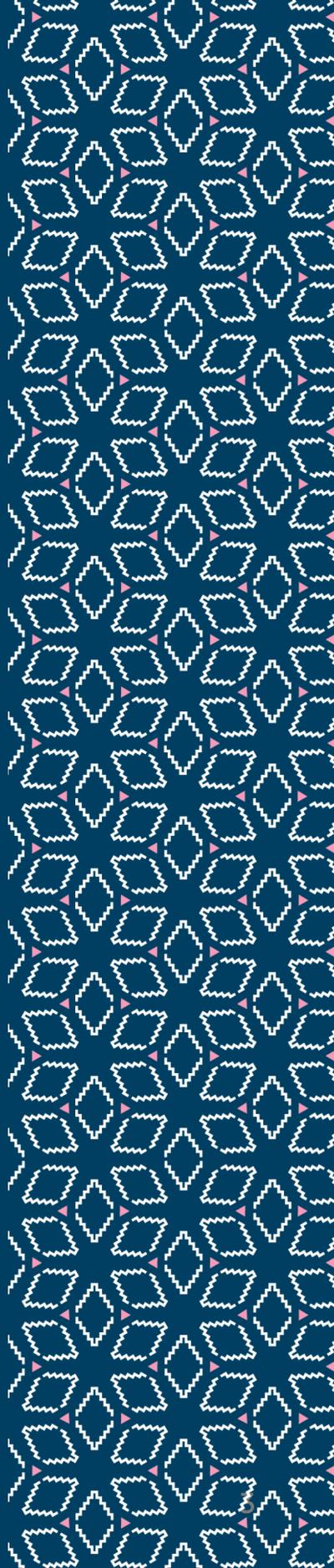
- **Total Visitor arrivals (Air, Cruise & Yacht) declined 9.8% year-over-year**
 - Air visitors declined by 1.9%
 - Cruise visitors declined by 12.7%
 - Yacht visitors declined by 27.0%
- **Leisure Air visitors declined by 3.4% year-over-year with per person spending increasing by 3.6%**
- **Business Air visitors declined by 0.4% year-over-year with per person spending decreasing by 9.1%**
- **Air visitors Visiting Friends & Relatives increased 6.1% year-over-year**
- **Air Capacity (seats) decreased 1.3% year-over-year**
- **Superyacht Economic Impact grew to \$6.2M in 2025, up 62.1% vs 2024.**

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

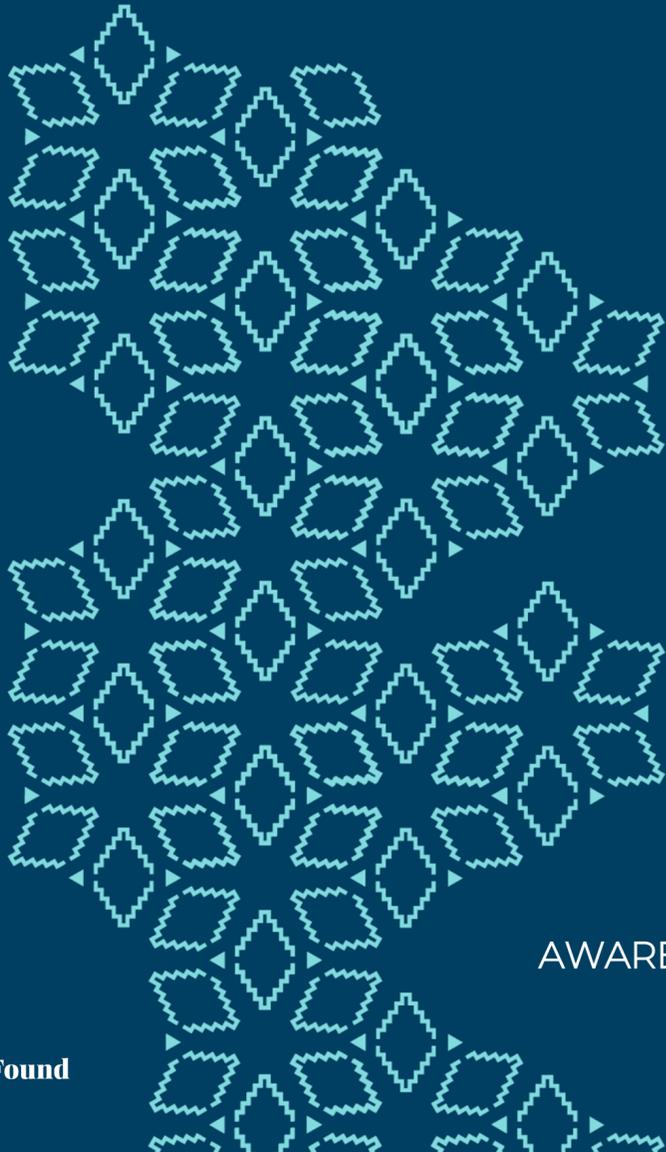


Awareness & Relevance

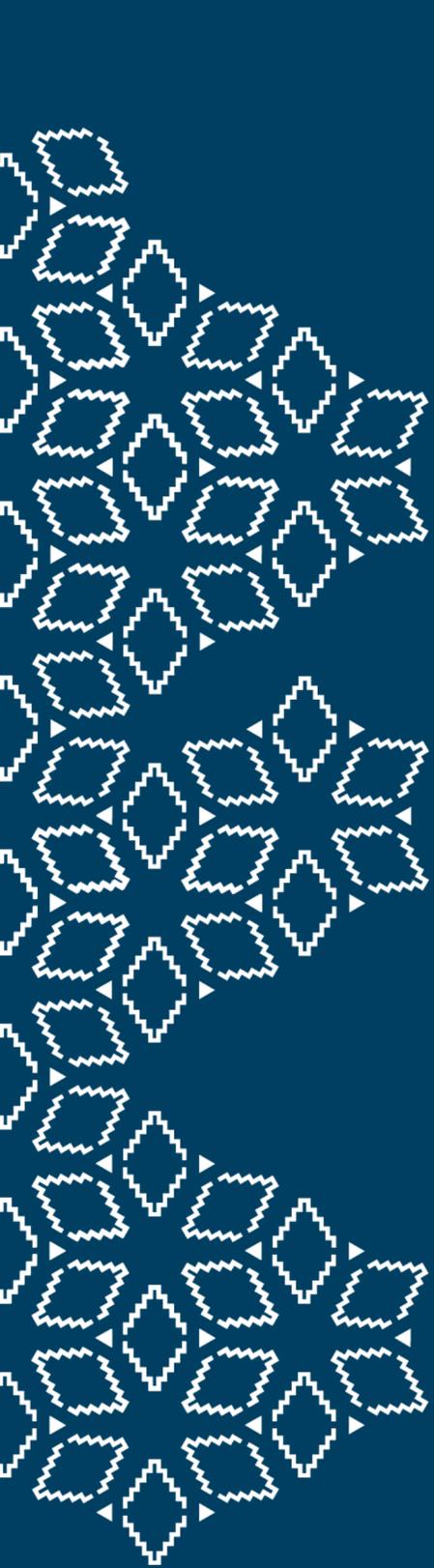
Differentiating Bermuda



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 October 1 – December 31, we ran five unique Paid Media campaigns each with specific objectives. The campaigns were:

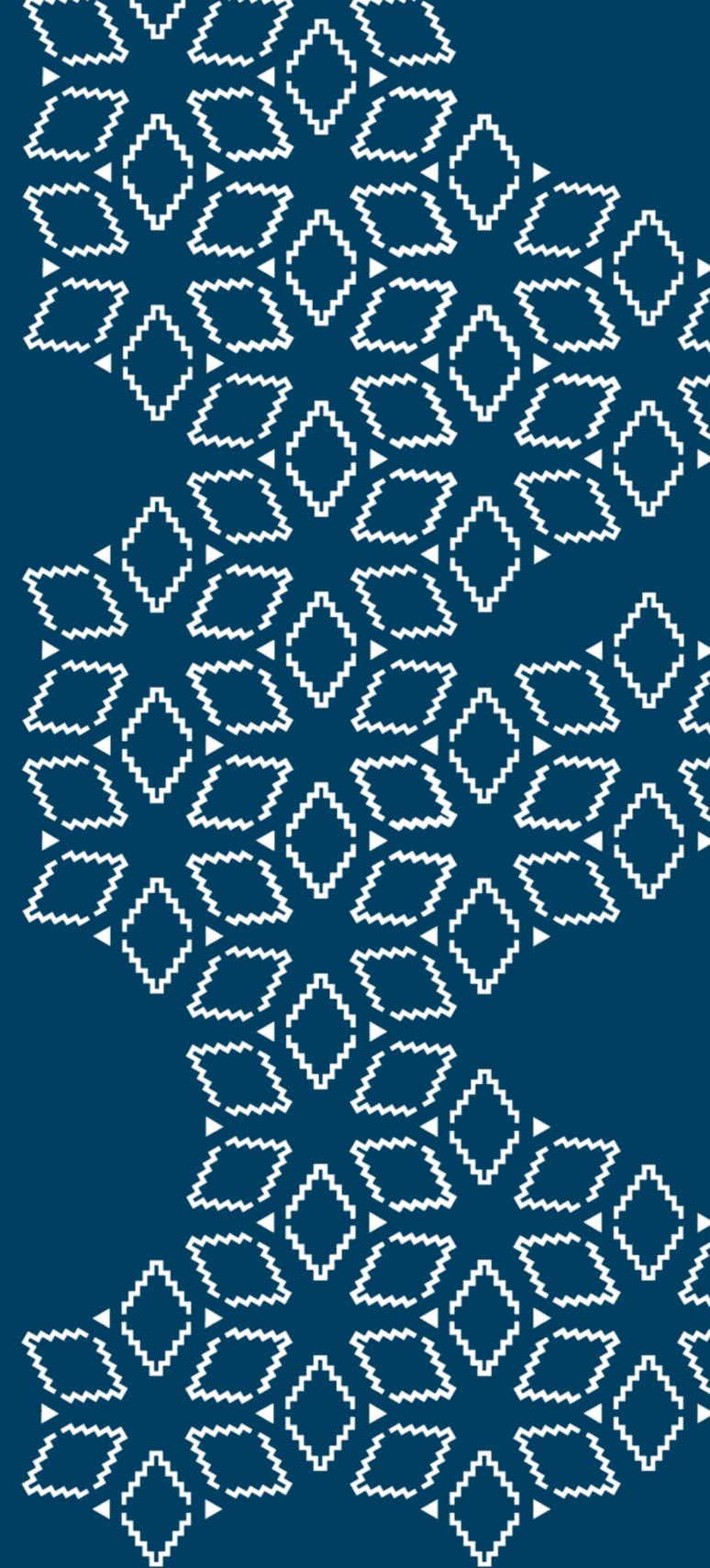
- Always-On (Digital & Social)
- Custom Partnerships
- Endless Summer
- Cyber Sale
- Pink Sale

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.

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
Custom Partnerships	Align Bermuda with key travel and media partners and create unique activations to reach high-income and niche audiences interested in travel.	CTR, Engagement Rate, and Reach
Endless Summer	Motivate travelers to extend their summer travels and drive engagement toward Bermuda hotels' Endless Summer deals.	CTR, VCR, Landing Page Visits, and Engagement
Cyber Sale	Drive engagement and encourage bookings on the Cyber Sale page through awareness tactics.	Reach, Impressions
Pink Sale	Encourage travel intenders to book during the Winter months through promoting hotel bookings.	Engagement Rate, Bookings, CTR, and Reach



Geographic Analysis

Top Performing Geos by Channel:

CHANNEL	KPI	TOP 5 MARKETS
DIGITAL	Impressions	New York, New Jersey, Massachusetts, Toronto, Connecticut
	Conversions	New York, New Jersey, Massachusetts, Toronto, Connecticut
SOCIAL	Website Sessions	Toronto, New York, New Jersey, Massachusetts, Connecticut
	Conversions	Toronto, New York, New Jersey, Massachusetts, Connecticut

Audience Targeting Approach

Overall Targeting Approach

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

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

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

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

Audience Analysis

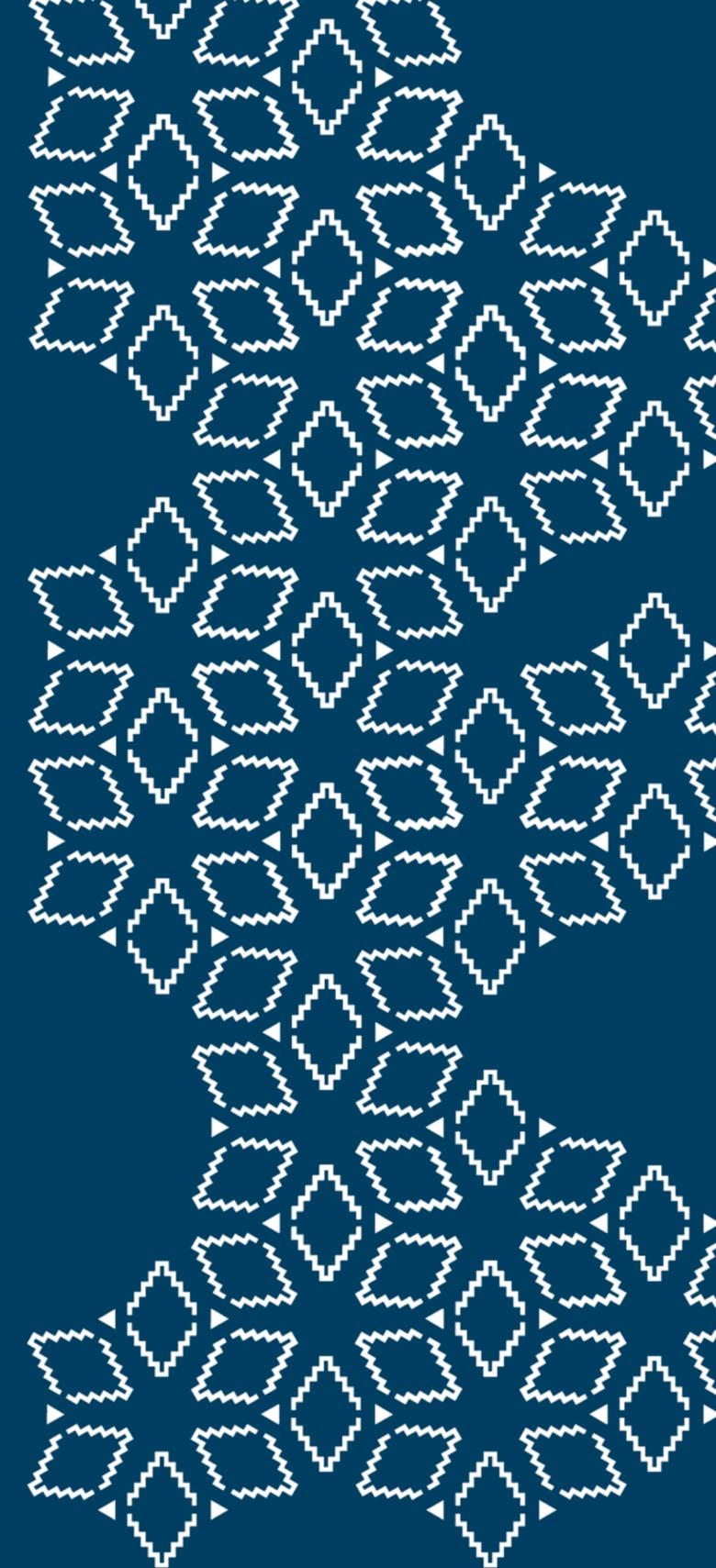
Top Performing Audiences by Campaign

CAMPAIGN	DIGITAL	SOCIAL
Always On	Family Travelers	Frequent Travelers
Endless Summer	Frequent Traveler	Frequent Travelers/ Retargeting
Pink Sale	Family Travelers	Frequent Travelers/ Retargeting

Geographic Overview

Targeting by Campaign:

CAMPAIGN	DIGITAL
Always On	PRIMARY : New York (State), New Jersey (State), Connecticut (State,) Massachusetts (State), Toronto (CAN)
Custom Partnerships*	PRIMARY : New York (State), New Jersey (State), Connecticut (State,) Massachusetts (State), Toronto (CAN)
Endless Summer	PRIMARY : New York (State), New Jersey (State), Connecticut (State,) Massachusetts (State), Toronto (CAN)
Cyber Sale	DOOH Markets: New York City
Pink Sale	<p>PRIMARY: Massachusetts (State) New York City (City) New Jersey (State) Toronto (City) Philadelphia (City) Halifax (City)</p> <p>DOOH Markets: New York City Neighborhood Specific - Hudson Yards, SoHo, Tribeca Boston (City) Toronto (City)</p> <p>UK: London Neighborhoods (Mayfair, Knightsbridge, Belgravia, Kensington & South Kensington, Chelsea)</p>



Individual Campaign Performance Metrics

Campaign Performance – Highlights:

- **Always-On Marketing:** Kept Bermuda visible year-round to travel intenders through a variety of tactics including digital display, native, online video, digital audio, connected TV, and out of home. In Q4, this campaign drove the most overall **impressions (55.7M)** and **conversions (88K)**.
- **Custom Partnerships:** Collaborations with key travel and media partners reached over **13M impressions** and drove more than **60K conversions**. Key activations included the Travel + Leisure Food & Wine Classic Event, Garden and Gun Society Event, and House of Robb Event.
- **Endless Summer:** This campaign delivered strong results, with a very high campaign **CTR of .37%** and over **105K conversions**. Standout media partnerships included Hopper, which generated **\$153K in total travel sales** and **117 hotel room nights booked**.
- **Cyber Sale:** This digital out of home campaign helped increase awareness of the Cyber Sale in our key market of New York, with over **12M impressions** delivered.
- **Pink Sale:** While this campaign will continue to run in January, the campaign started with impressive engagement and conversion volume in December, producing a **.44% CTR** and **79.2K conversions**.

Takeaway: An always-on, multi-channel approach complemented by high-impact custom partnerships and timely promotional bursts drove sustained visibility and strong performance across the funnel, resulting in high engagement, and meaningful conversions.

Channel Performance

Performance by Channel

How People Found Us Online:

- **Digital Ads (overall):** Over 95M impressions and 270K conversions, helping Bermuda stay visible across markets through a variety of awareness and conversion tactics.
- **Facebook & Instagram:** Represents the largest share of website traffic with over 483.8k landing page views at an efficient cost.
- **TikTok:** Strong for awareness and platform engagement with 14.6M+ impressions and 72.5k completed video views.
- **Reddit & Pinterest:** Niche but effective — helped diversify reach and reach younger travelers.
- **OOH (Billboards & Outdoor):** This tactic drove over 31 million impressions, increasing awareness and 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)*

Nativo

Campaign: Custom Partnerships

Tactic: Native Skins

Clicks: 212

CTlick through 10.52%

TravelZoo

Campaign: Pink Sale

Tactic: Toronto Travel Email

Clicks: 2,452

CTR: 4.43%

Travelzoo – Pink Sale (Atlantic Canada Travel Email)

This was the same promotional offer sent to Travelzoo subscribers in Atlantic Canada.

- **723 people clicked.**

👉 In simple terms: This version reached a smaller audience, so it generated fewer total clicks, but it still drove meaningful interest.

TRAVELZOO
Up to 35% off—Bermuda island-wide hotel sale
By Annemarie Kropf | Source: Bermuda Tourism Authority

What's the big deal? Bermuda's annual Pink Sale features up to 35% off regular rates on island-wide stays. Choose from intimate boutique hotels to spacious villas. There are even 5-star options such as Rosewood Bermuda and The St. Regis Bermuda Resort.

Prices and availability vary by hotel, with most offering travel through the end of 2026. Some deals also include perks like breakfast or resort credits.

Getting to Bermuda is easy, with direct flights under three hours from Toronto.

[View Deals](#)



SPONSORED CONTENT

5 Days in Bermuda Your Family Will Never Forget

By Bermuda Tourism Authority

TRAVELZOO
Up to 35% off—Bermuda island-wide hotel sale
By Annemarie Kropf | Source: Bermuda Tourism Authority

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Prices and availability vary by hotel, with most offering travel through the end of 2026. Some deals also include perks like breakfast or resort credits.

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[View Deals](#)

Ad Creative Analysis: Digital

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

Vendor: AdGenuity

Campaign: Always On

Tactic: Display

Impressions: 15,520,011

Vendor: AdGenuity

Campaign: Always On

Tactic: Native

Impressions: 13,137,553

Vendor: AdGenuity (Vistar)

Campaign: Always On

Tactic: Digital Out of Home

Impressions: 8,691,872



Ad by Bermuda Tourism 

**The island getaway,
getaway.**

Bermuda doesn't follow travel trends.
It's never had to. You've seen beach
destinations. This isn't one of them.



Ad Creative Analysis: Reddit

Top Reddit Ad Units: All campaigns

KPI: Clicks

Ad: Jetsetter image

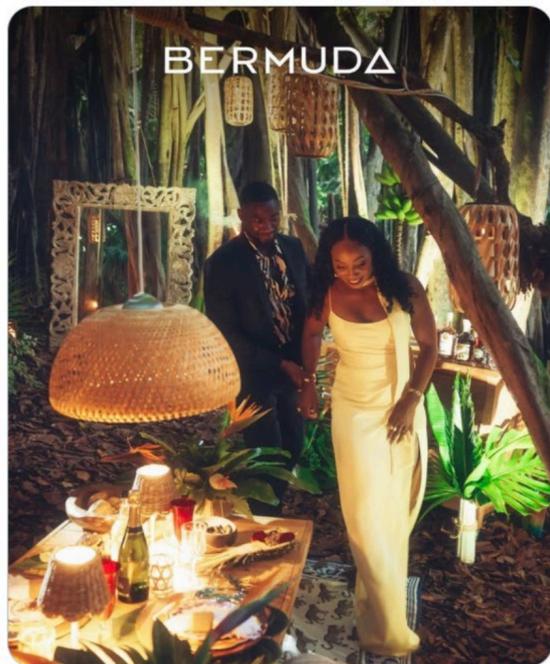
Clicks: 10,404

C/Click: \$1.09

CTR: 0.42%

u/BermudaTourism · Promoted

Rated E for equanimity. Some places shout; this one lowers your heart rate. Soft palettes, courtyard hellos, and a welcome that feels personal without trying. Trade urgency for ease, itinerary for intuition. Book the escape; rare by design, warm in execution. Come as you are; leave changed.



gotobermuda.com

Learn More

Ad: General video

Clicks: 1,162

C/Click: \$1.02

CTR: 0.52%

u/BermudaTourism
Promoted

In Bermuda, the only thing on your schedule is whatever feels good in the moment; sun, water, quiet, intimate connections. Your to-do list is officially done.



gotobermuda.com

Learn More

Ad: Endless Summer video

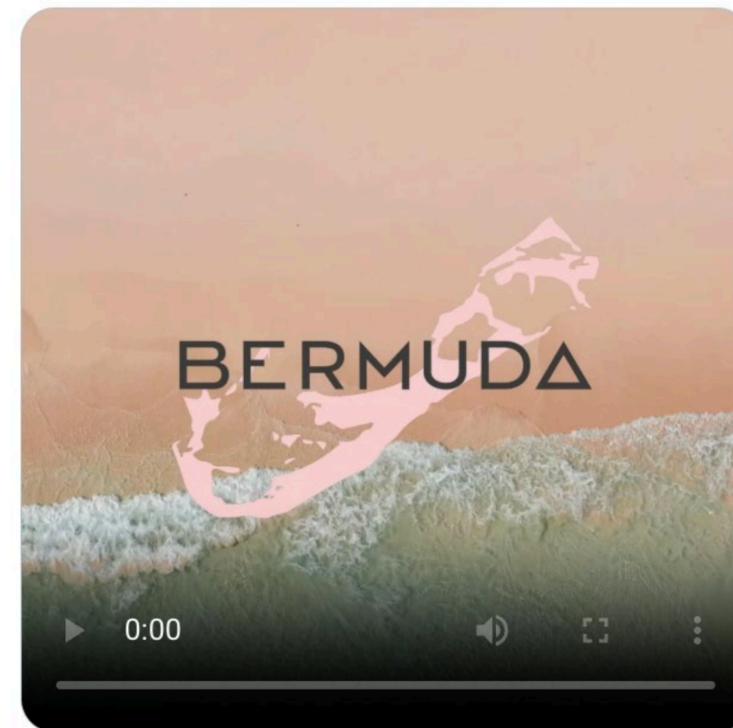
Clicks: 527

C/Click: \$0.99

CTR: 0.36%

u/BermudaTourism · Promoted

Bermuda is no tropical rerun. Great weather and a sophisticated, laid-back vibe make it feel worlds away, so close to home.



gotobermuda.com

Learn More

Ad Creative Analysis: TikTok

TikTok Ad Units: All campaigns

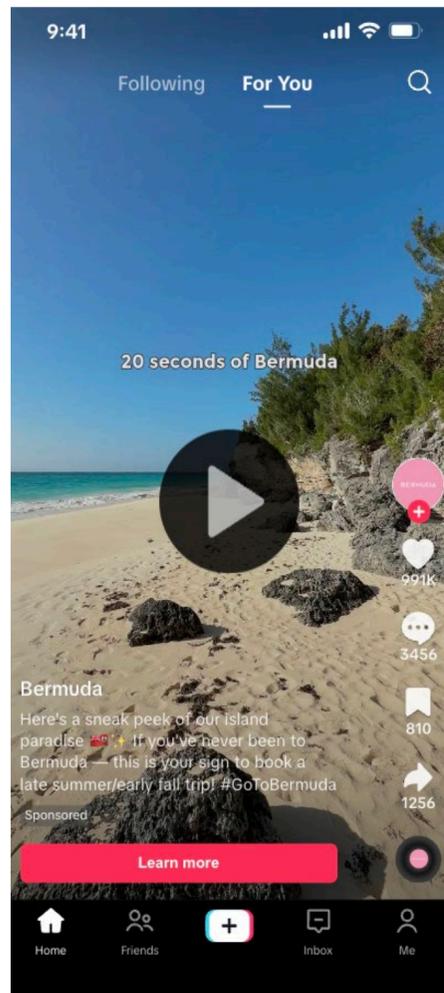
KPI: Landing Page Views

Ad: Fall video

LPVs: 3,408

C/LPV: \$1.71

CTR: 0.43%



Ad: Places to Dine Al Fresco

LPVs: 8,688

C/LPV: \$1.94

CTR: 0.4%

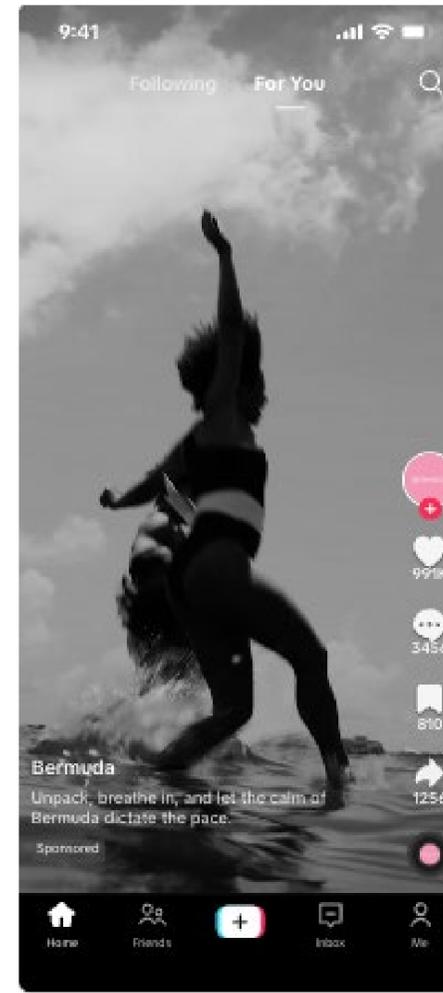


Ad: Family video

LPVs: 716

C/LPV: \$2.00

CTR: 0.4%



Ad Creative Analysis: Pinterest

Pinterest All campaigns

KPI: Link Clicks

Ad: Winter Bucket List

Link Clicks: 563

C/Click: \$0.80

CTR: 0.8%

Ad: Active Gombey

Link Clicks: 4,073

C/Click: \$0.85

CTR: 0.85%

Ad: 7 Wonders image

Link Clicks: 6,176

C/Click: \$0.88

CTR: 1.1%

Ad: Family carousel

Link Clicks: 29,925

C/Click: \$0.88

CTR: 0.65%



Learn more



Bermuda



Bermuda Bucket List:
Winter Edition

Sponsored



Learn more

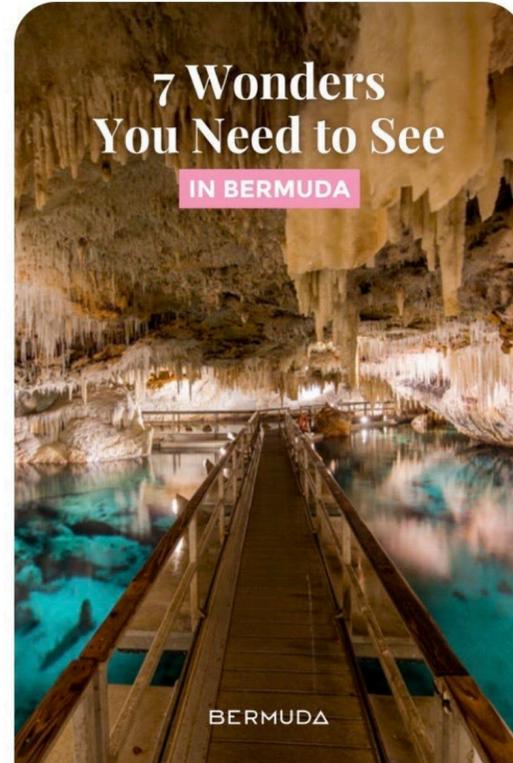


Bermuda



The Bermuda Gombey: A
Cultural Icon

Sponsored



Learn more



Bermuda



7 Places to Visit in Bermuda

Sponsored



Learn more



Bermuda



Memories that become lore
await

Sponsored

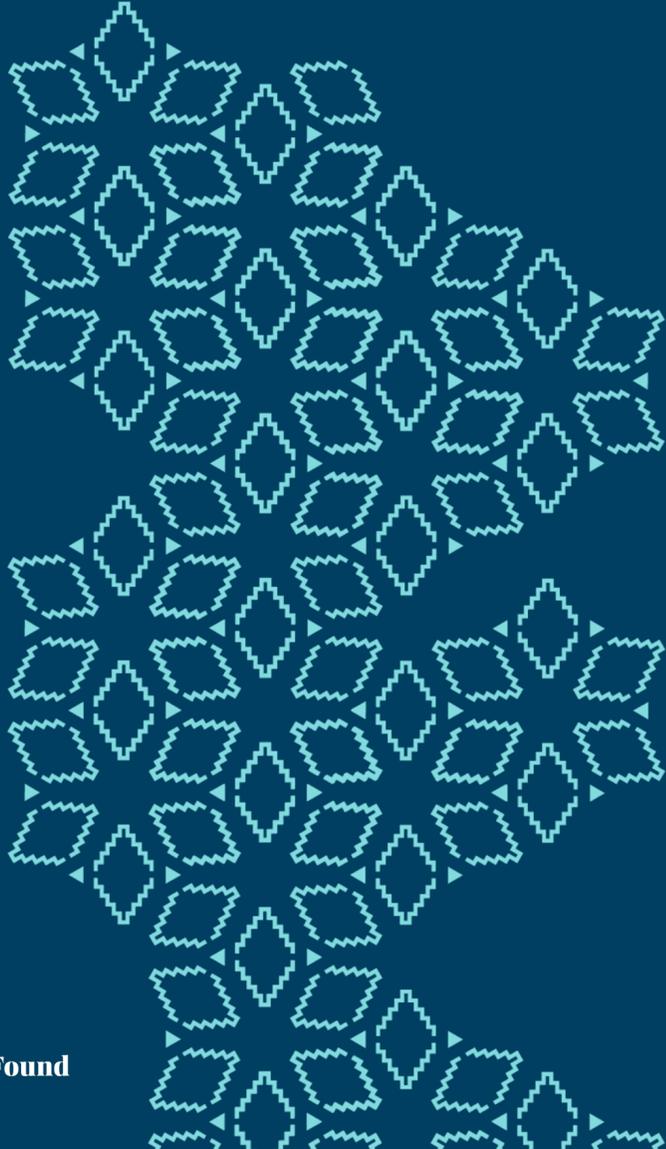
Key Takeaways

DIGITAL

In Q4, we ran the **Always On**, **Custom Partnerships**, **Endless Summer Cyber Sale**, and **Pink Sale** campaigns. Key takeaways from each campaign include:

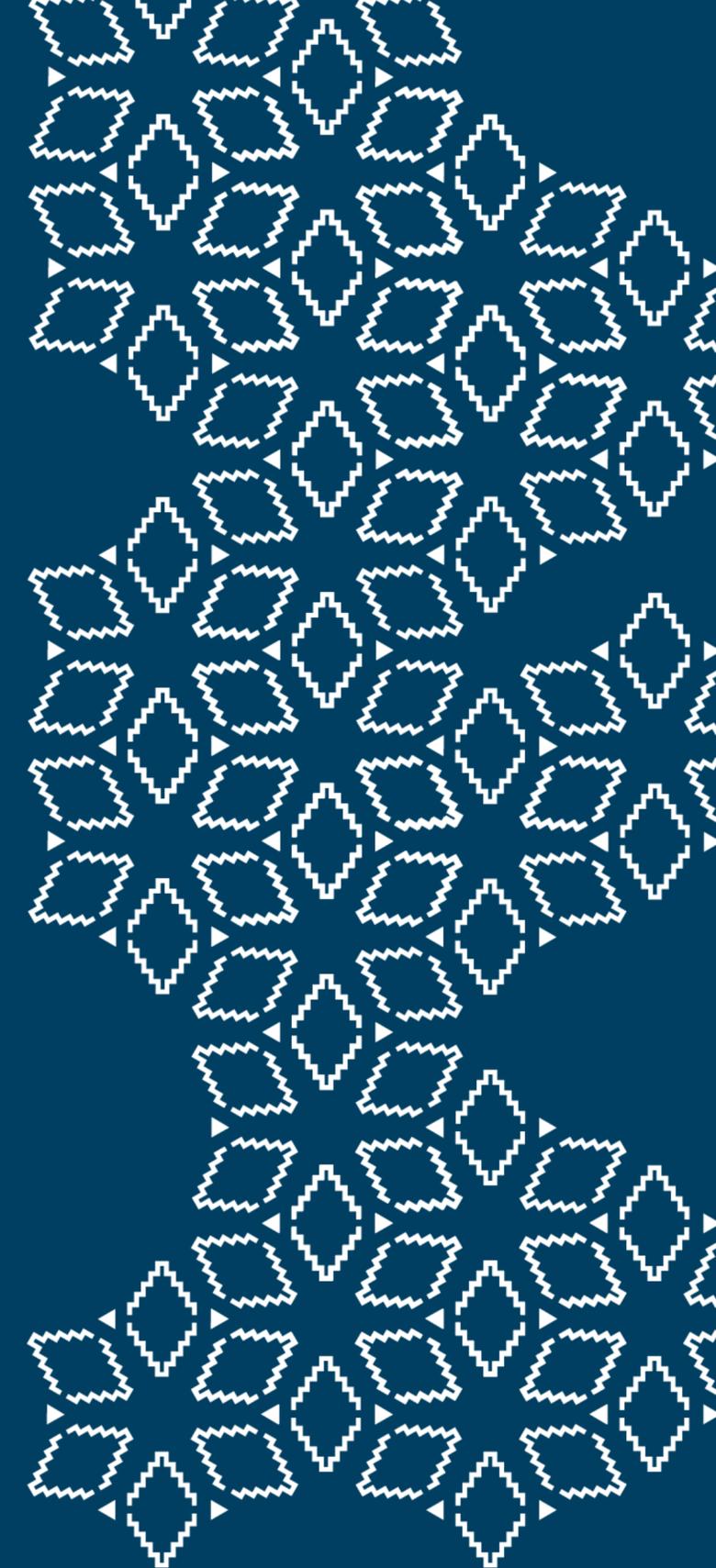
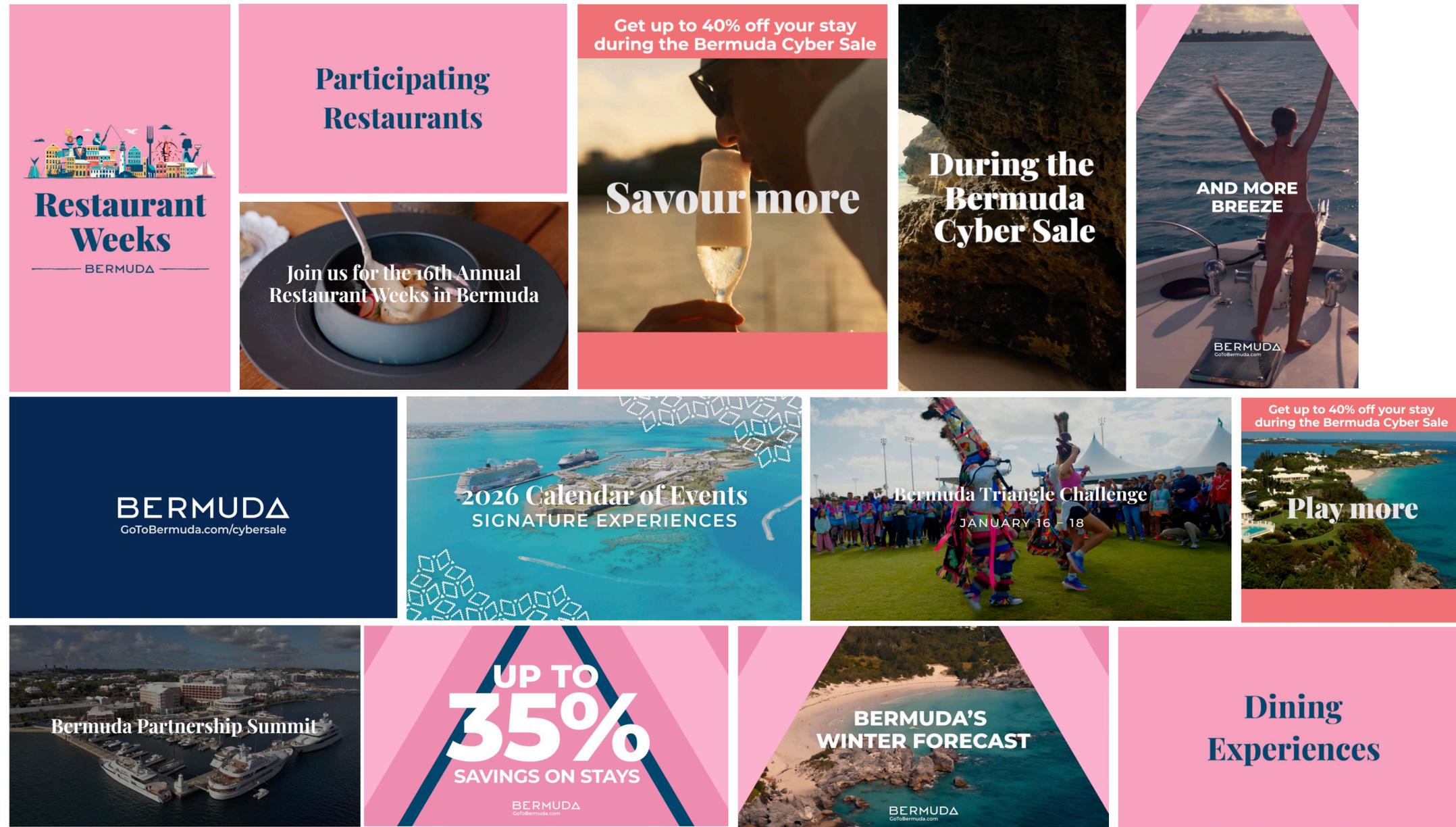
- **Always On Campaign:** In Q4, the Always-On campaign ensured Bermuda maintained a strong and consistent presence among travel intenders by activating across an integrated media plan of digital display, native, online video, digital audio, connected TV, and out-of-home. This approach delivered the highest volume of impressions in the quarter (55.7M) while also driving solid performance, generating 88K conversions. Online video stood out in particular, delivering the strongest CTR of any tactic in the campaign at 0.20%,
- **Custom Partnerships:** In Q4, custom partnerships with leading travel and lifestyle media partners helped extend Bermuda's reach in highly relevant environments, with the digital placements delivering over 13M impressions and driving more than 60K conversions. High-impact activations such as the Travel + Leisure Food & Wine Classic, Garden & Gun Society event, and House of Robb event allowed the brand to connect with affluent, travel-minded audiences through immersive and strategically-aligned experiences..
- **Endless Summer:** In Q4, the Endless Summer campaign delivered strong performance, driving a high campaign CTR of 0.37% and more than 105K conversions, signaling strong audience engagement and intent. Media partnerships played a key role in these results, with Hopper standing out as a top driver of lower-funnel impact. Hopper's placements generated \$153K in total travel sales and secured 117 hotel room night bookings, making them a top driver of measurable bookings.

Creative



Graphics

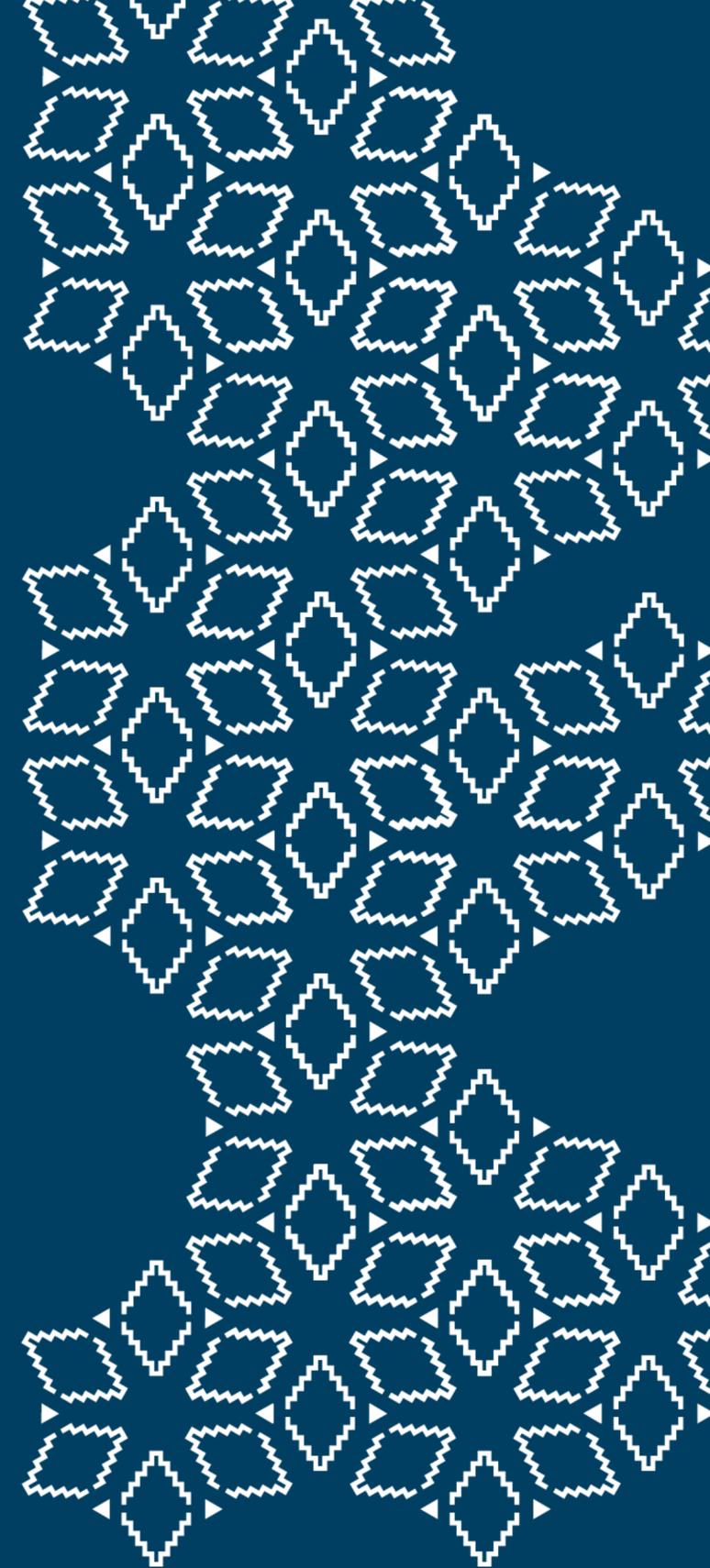
Motion Graphics & Animation



Events

Video

Restaurant Weeks



Events

Photography & Video

Butterfield Bermuda Championship

Photography



Video



Events

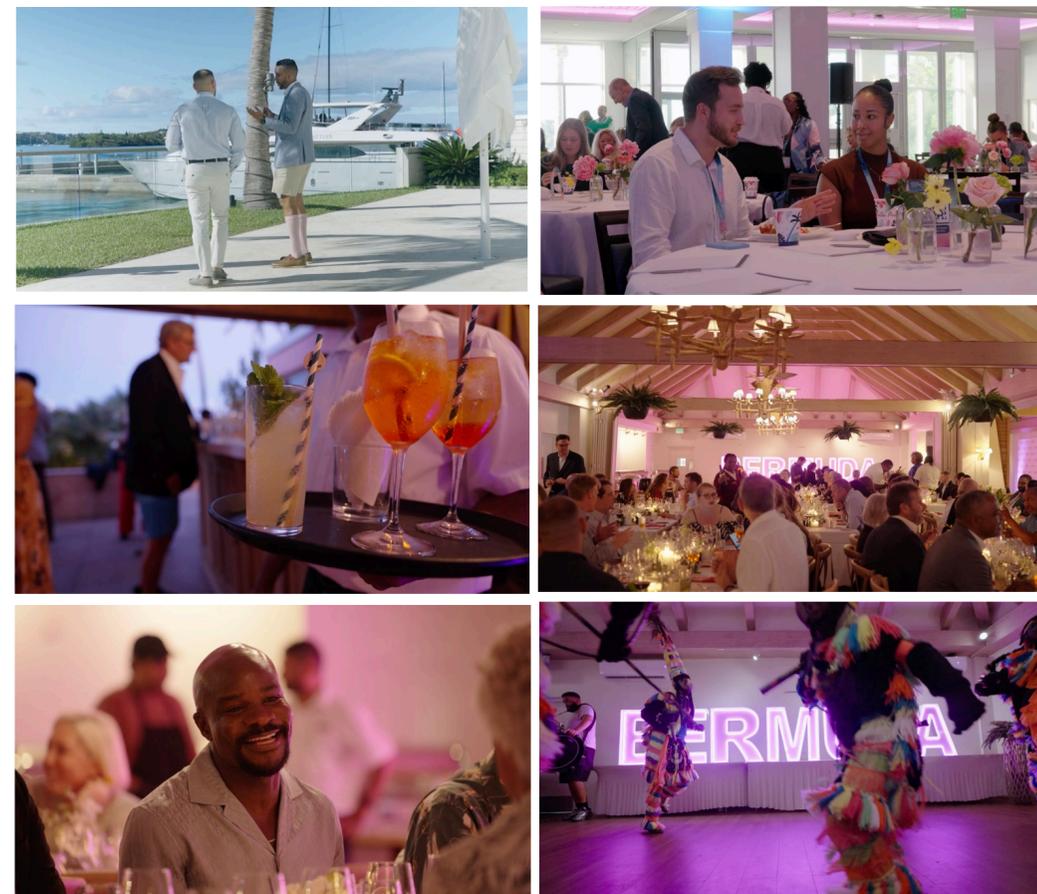
Photography & Video

Partnership Summit

Photography



Video



Video Edits & Campaigns

Video Campaigns

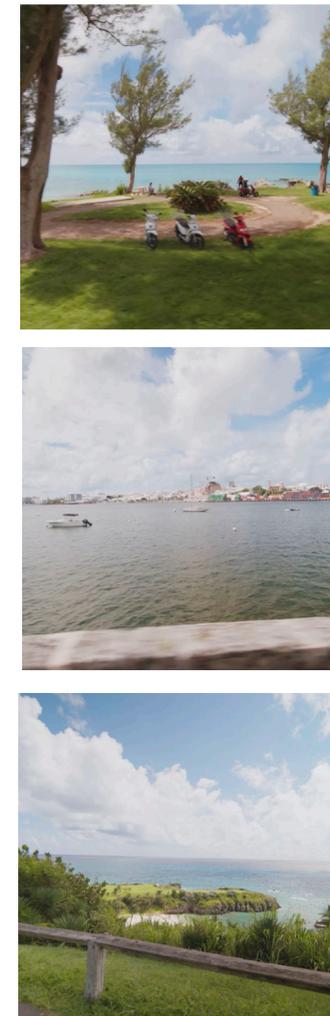
PGA Wedding Proposal



Whale Watching



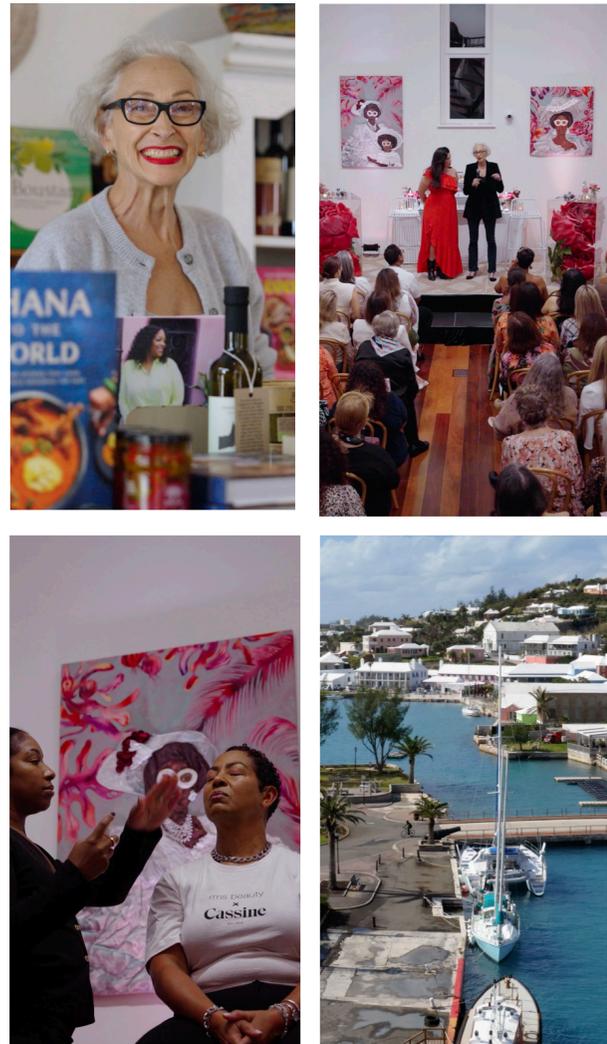
WTM Vespa Screen



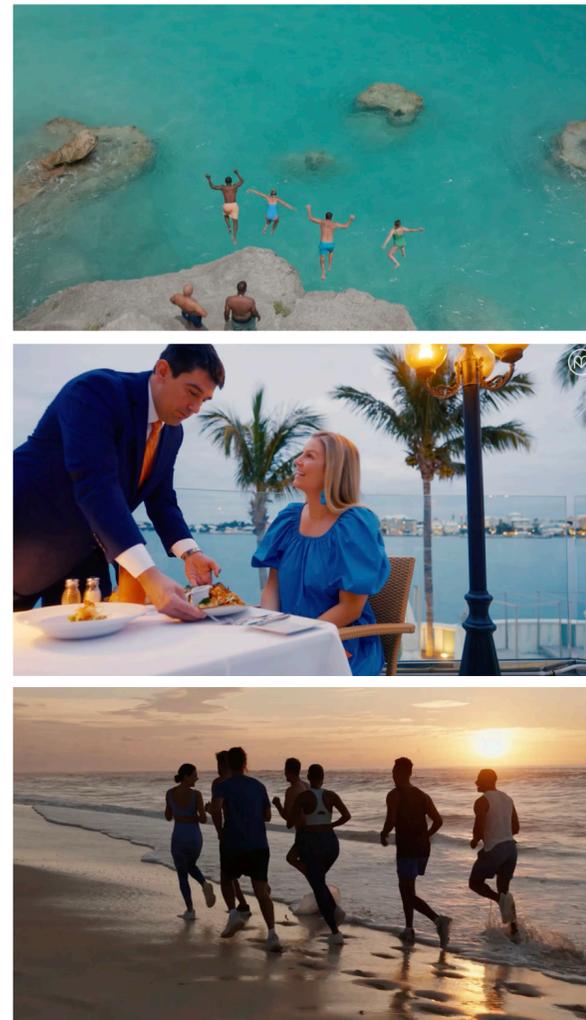
Video Edits & Campaigns

Video Campaigns

RMS Cassine



Website Banner



Video Edits & Campaigns

Video Campaigns

Experiences



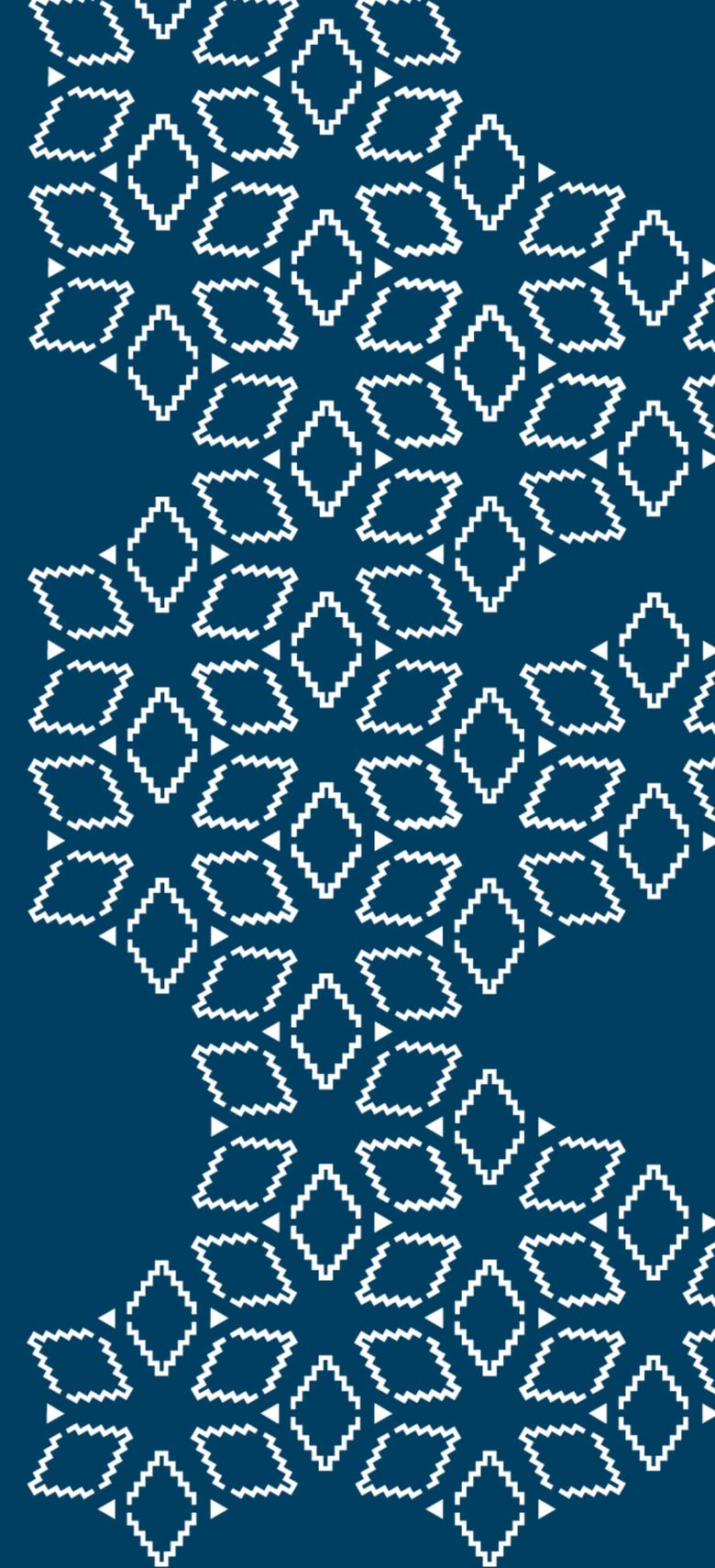
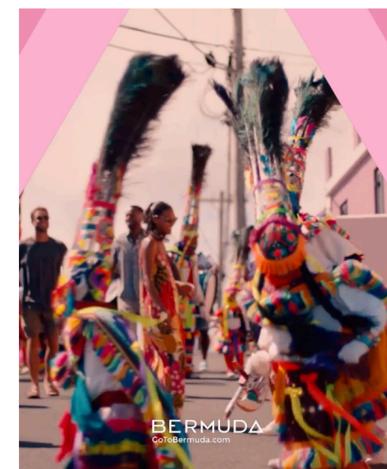
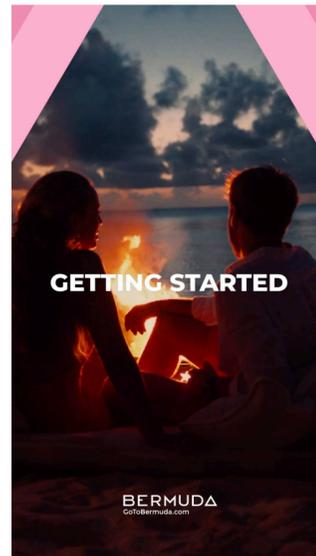
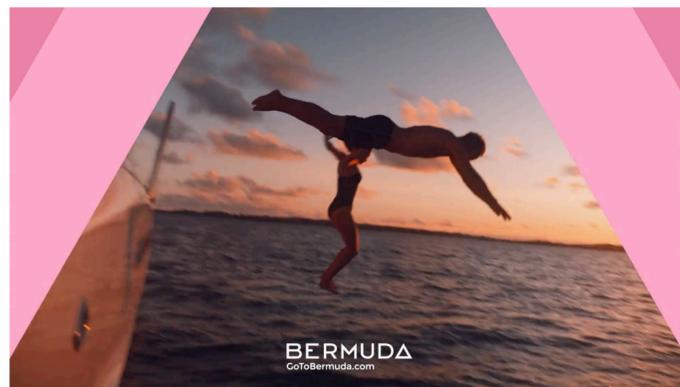
New Hotels & Updates



Video & Social Campaigns

Photo & Video Campaigns

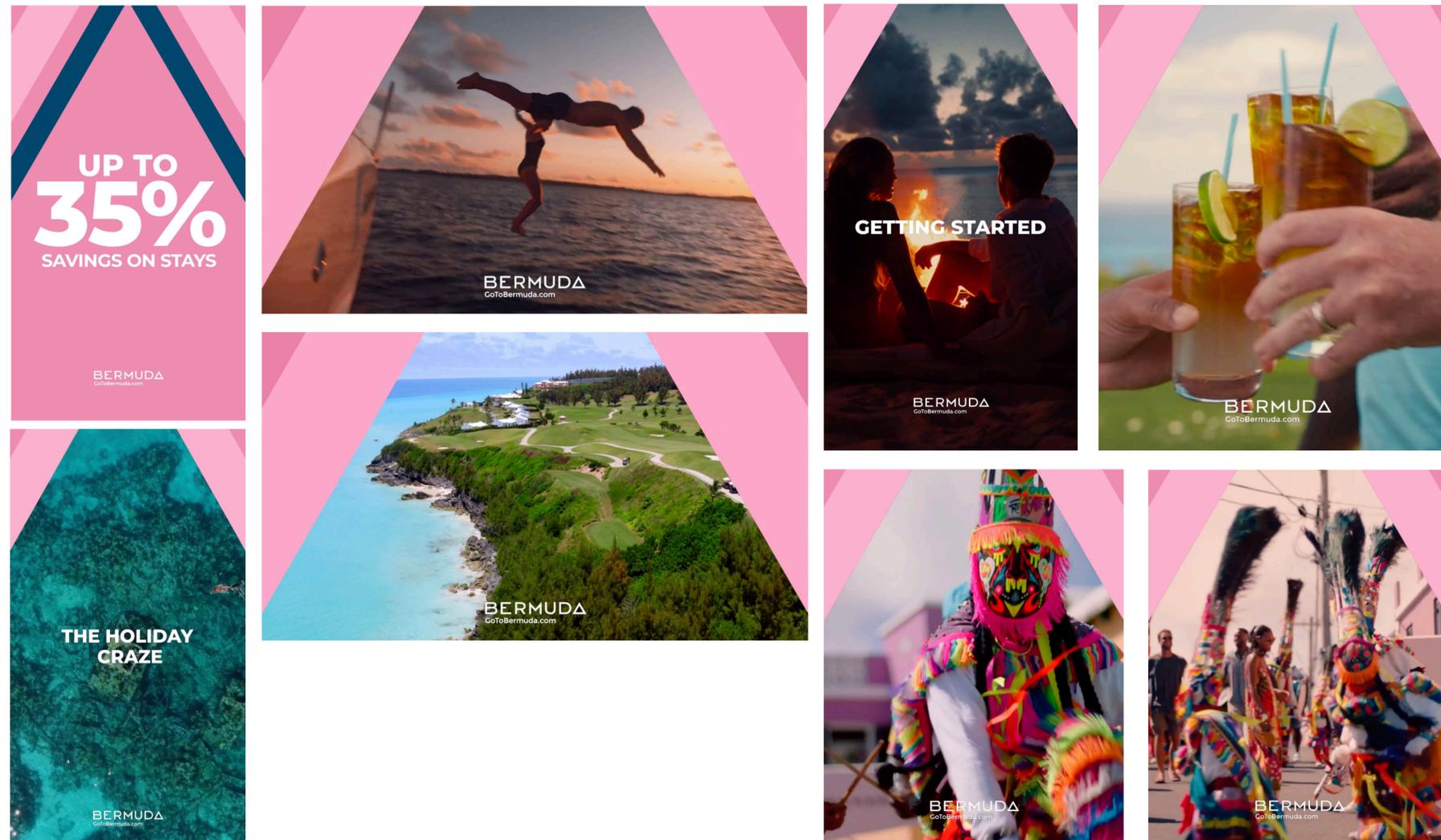
Pink Sale



Video & Social Campaigns

Photo & Video Campaigns

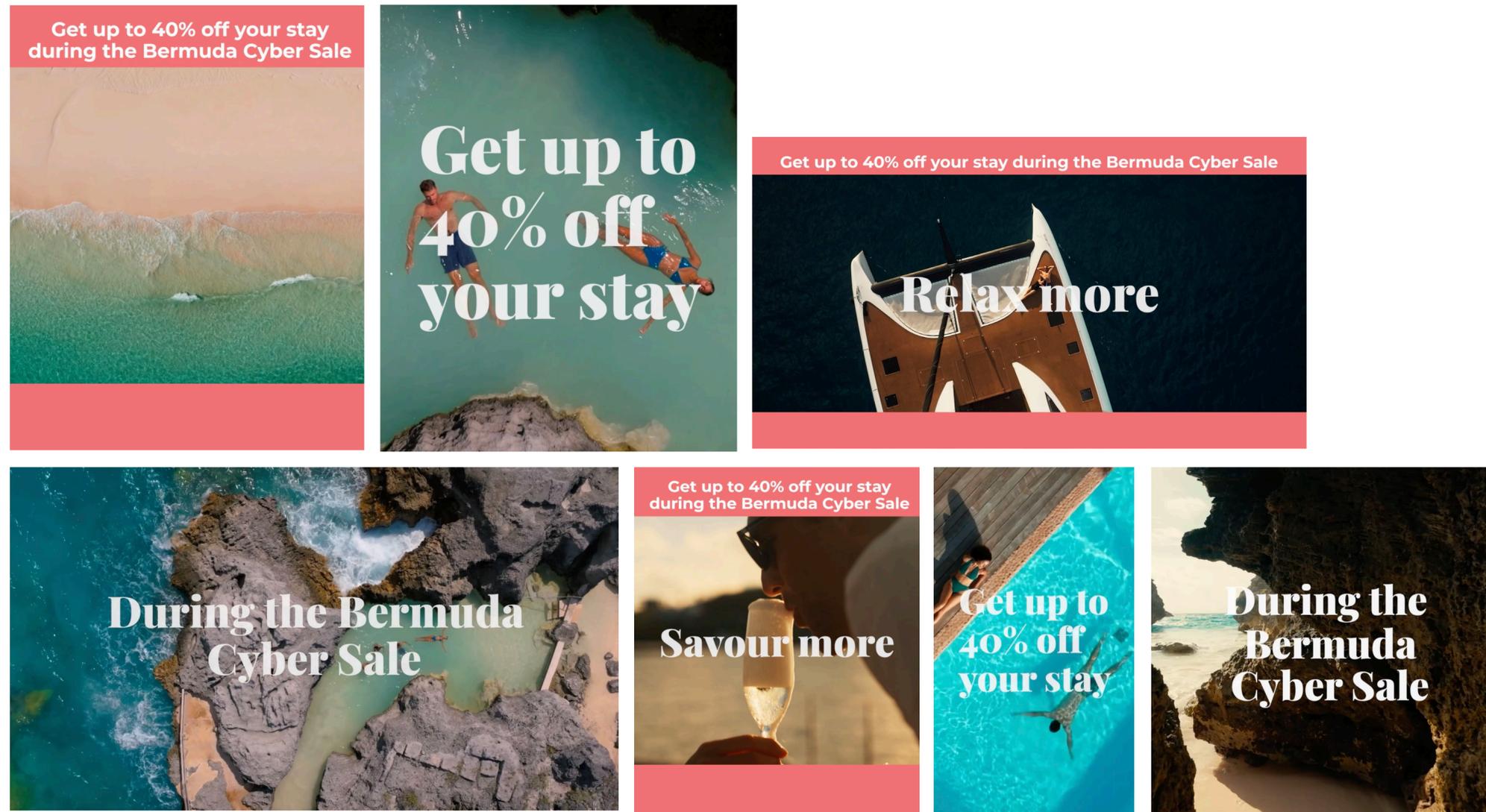
Pink Sale



Video & Social Campaigns

Video Campaigns

Cyber Sale



Video Edits & Campaigns

Video Campaigns

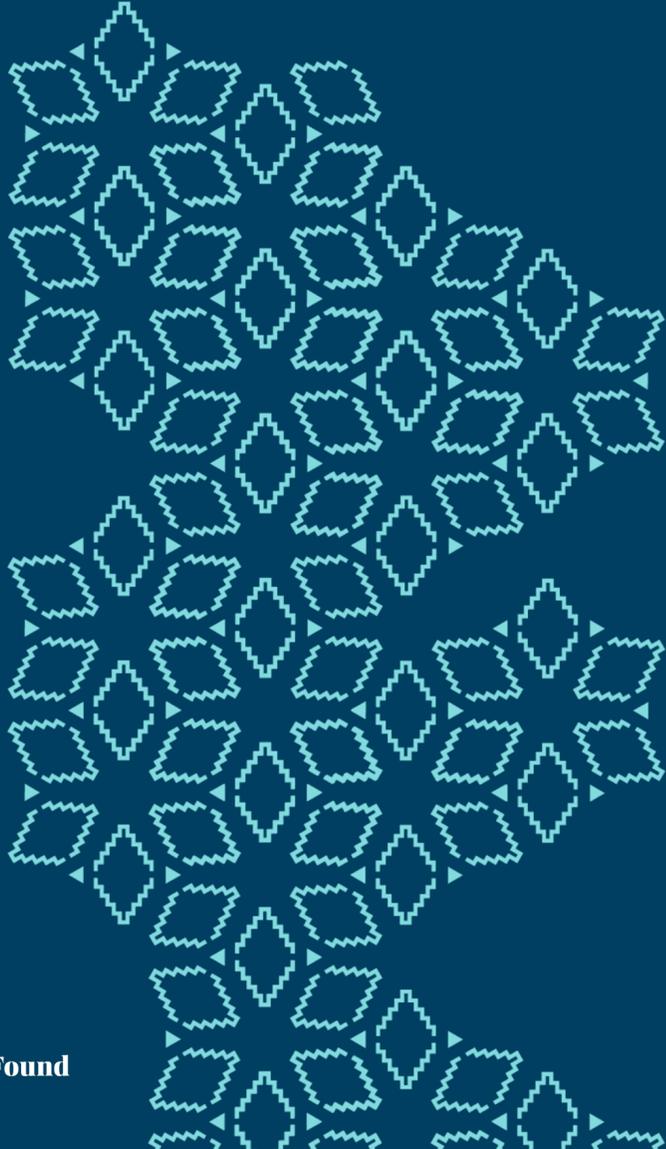
Experiences



New Hotels & Updates



PR – UK



Key Metrics and Analytics

October 2025 – December 2025

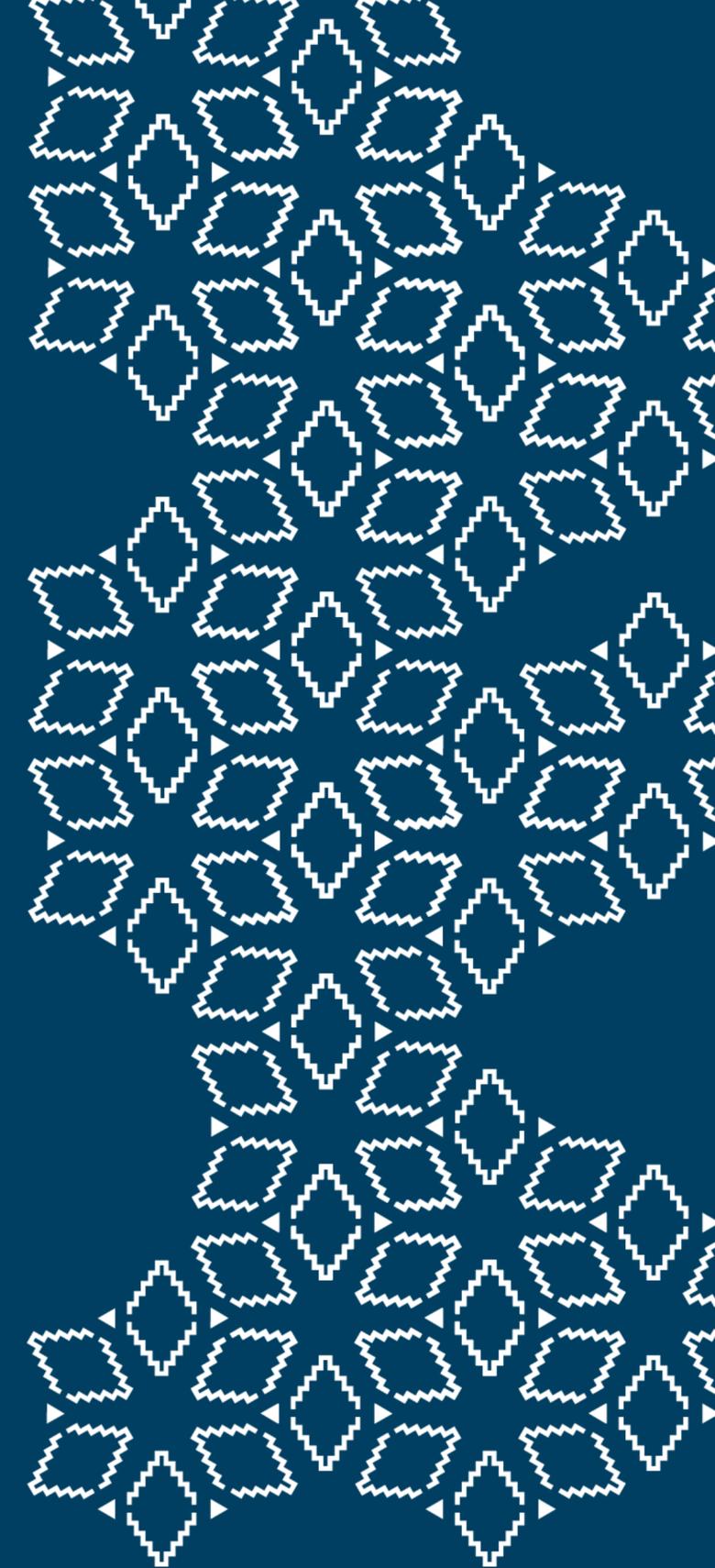
- Number of articles: 20
- Total reach: 77,012,272
- Total Earned media value achieved: \$1,436,854.30

YTD

- Number of articles: 146
- Total reach: 2,531,953,144
- Total Earned Media Value: \$15,784,591.15

Key coverage themes included:

- Bermuda's winter sun offerings
 - Bermuda's best hotels in the lead up to Pink Sale
 - PGA Butterfield Tournament and golfing on the island
 - Bermuda's one of a kind diving experiences
-
- Organized and held media meetings with 53 UK journalists to ensure Bermuda remains front of mind

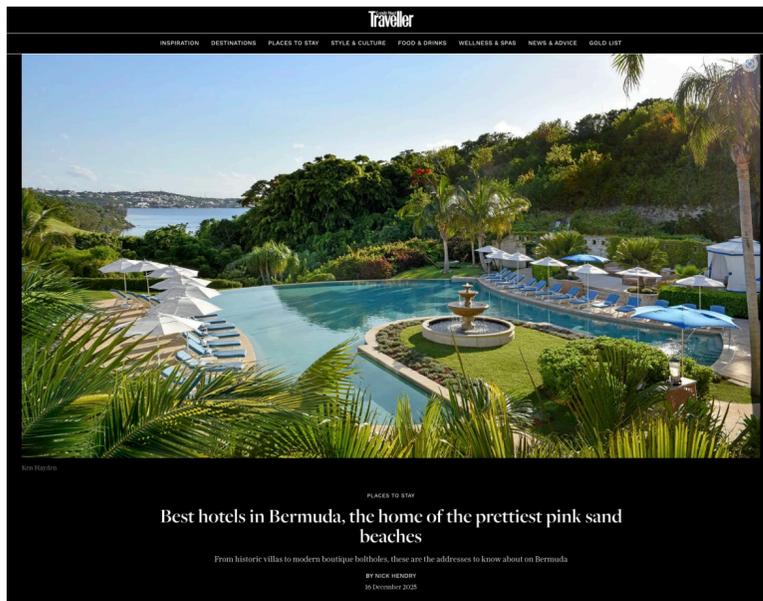


Media Coverage Highlights

Condé Nast
Traveller

NATIONAL GEOGRAPHIC
TRAVELLER
THE COLLECTION

B B C



Publication: *Condé Nast Traveller*
MUU: 979,700
EMV: \$238,496.76

Publication: *National Geographic Traveller – The Collection*
MUU: 58,242
EMV: \$292,478.19

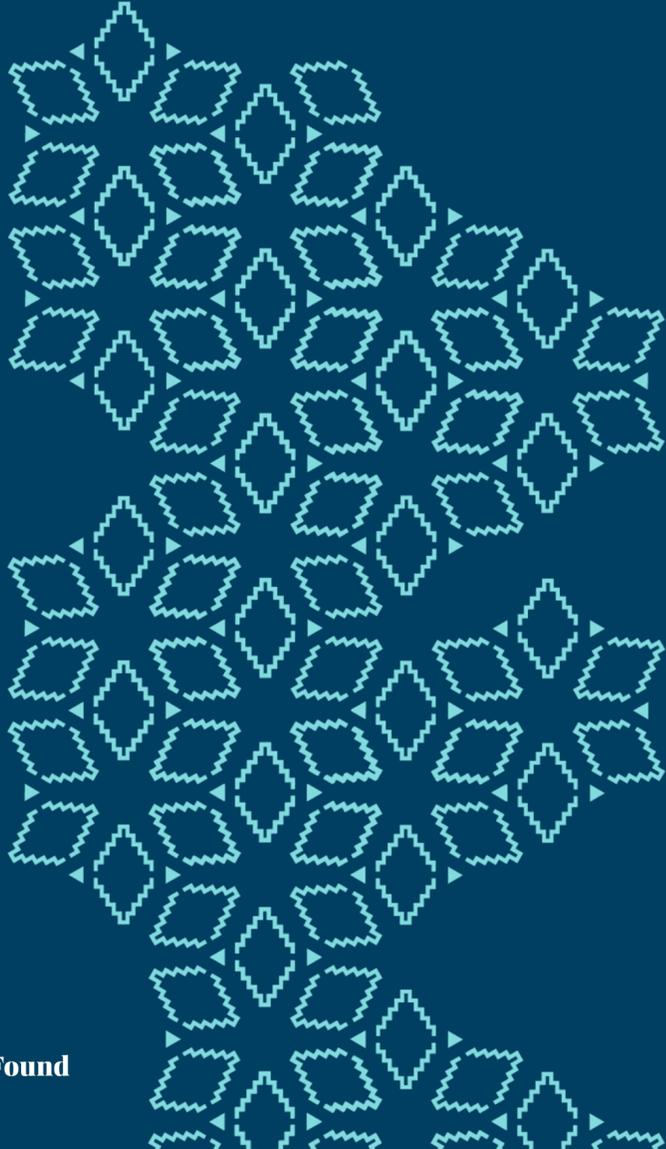
Publication: *BBC StoryWorks*
MUU: 49,990,000
EMV: \$292,478.19

Press Trips

Henry & William Wade (Influencers), Global PGA Butterfield Golf Press Trip:

- **Purpose of Trip:** Participating in the PGA Butterfield Golf Tournament and exploring Bermuda's luxury experiences across landscapes, shopping, cuisine, and fashion
- **Destinations visited:** Port Royal Golf Course, Hamilton Princess, Zara Catamaran, TABs Bermuda
- **Attendees:** Henry Wade, William Wade (Influencers)
- **Resulting Coverage:** [William Wade Instagram Coverage](#), [Henry Wade Instagram Coverage](#)

PR – US



Key Metrics and Analytics

PR - USA

October 2025 – December 2025

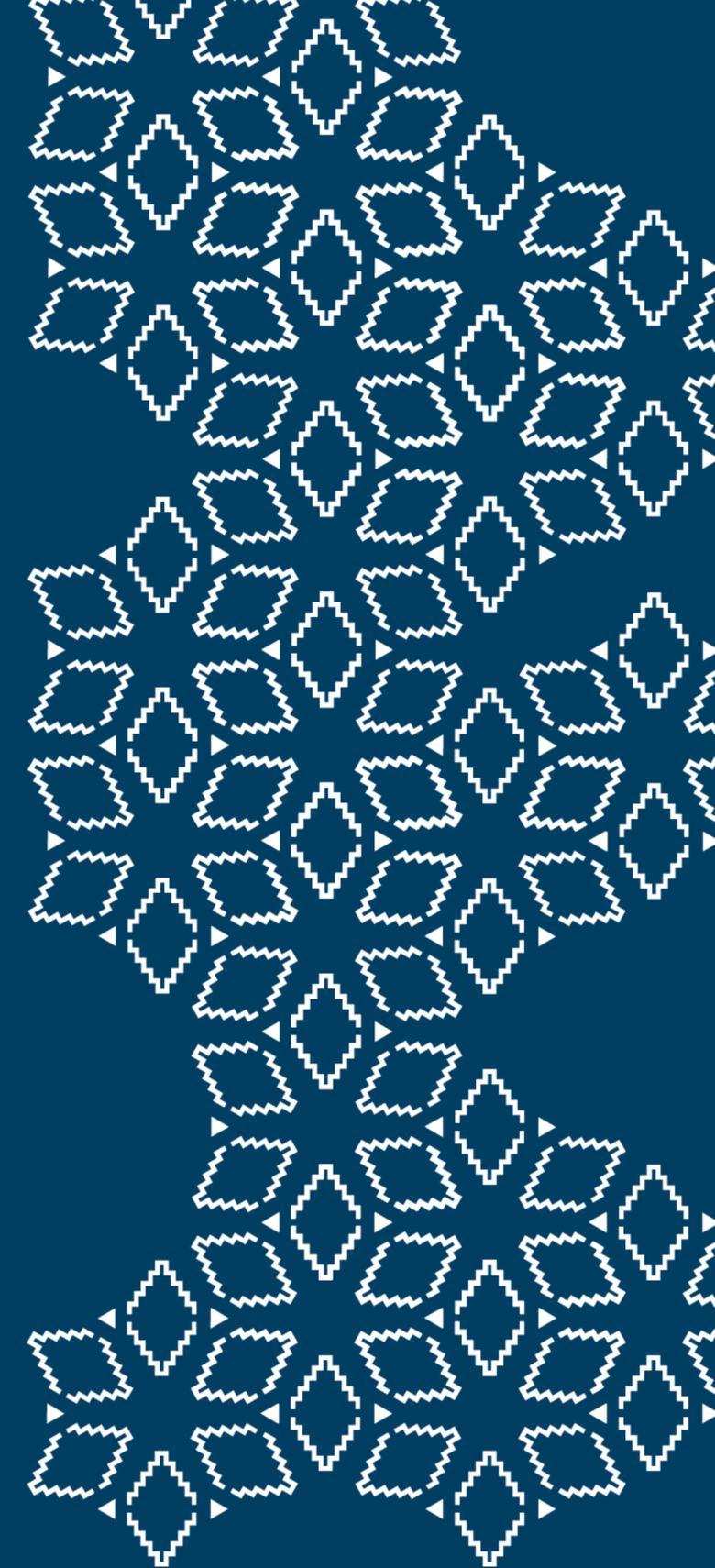
- Number of articles: 81
- Total reach: 872,611,023
- Total Earned media value achieved: \$72,978,590.98

YTD

- Number of articles: 212
- Total reach: 2,129,759,230
- Total Earned Media Value: **\$932,935,119.72**

Key coverage themes included:

- Butterfield Bermuda Championship Event
- BermudAir Sale
- Arts & Culture
- General Destination



Key Metrics and Analytics

PR - USA

October 2025 – December 2025

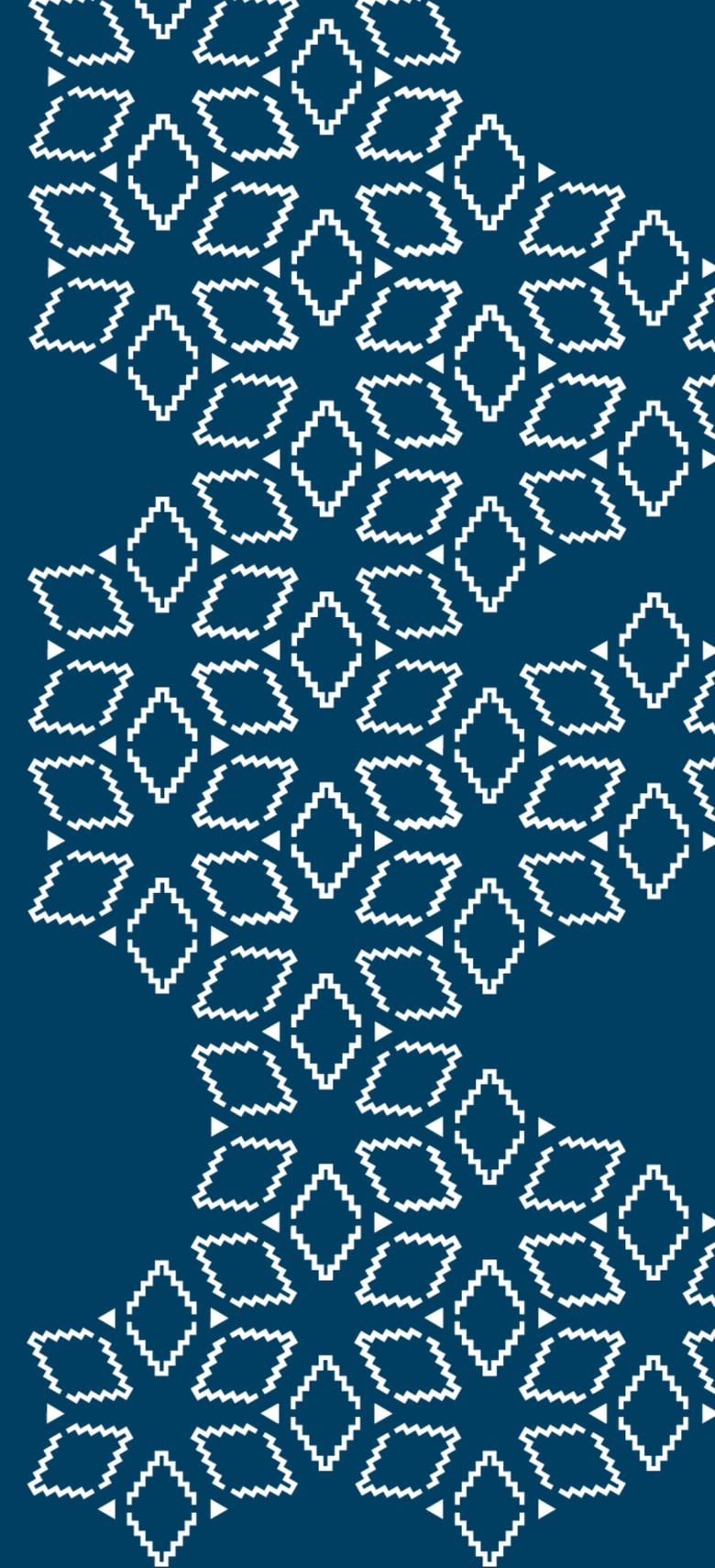
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Media Coverage Highlights

PR – USA

Forbes

Millennial Professionals Are Choosing Heritage Travel Over Hustle Culture. Here's Why That Matters.



Millennial working while on vacation

The rise-and-grind era is losing steam—and millennials are leading the movement to replace it with something richer: rest with roots.

Across the travel industry, a growing number of millennial professionals—particularly Black millennials—are trading all-inclusive resorts and packed itineraries for what's known as heritage tourism: culturally immersive experiences that honor ancestry, tell historical truths, and allow travelers to reconnect with identity while recovering from burnout.

"I think people are just tired of performative rest," Jamari A. Douglas, VP of Marketing for the Bermuda Tourism Authority told me. "They want travel that actually replenishes them—emotionally, spiritually, and culturally."

Douglas recently oversaw Bermuda's promotion of Cup Match, the island's beloved annual cricket rivalry between Somerset and St. George's. But it's far more than a sporting event. The two-day celebration also marks Emancipation Day and Mary Prince Day, honoring the end of slavery and one of Bermuda's most powerful abolitionists.

Publication: Forbes

MUU: 47,800,000

EMV: \$7,409,000

Oprah Daily

30 Beach Resorts That Will Reset Your Mind and Body

These no-fail, keep-everyone-happy places remind us that it's totally possible to have the perfect beach getaway—and then some.



The Loren at Pink Beach

Tucker's Town, Bermuda / The family compound gets a sleek upgrade at this design-forward perch on Bermuda's rose-tinted shores. Lock in an oceanside suite with a marble bathroom and private terrace, a three-bedroom villa with a private pool, or the Residence—a six-bedroom beachfront looker with its own tennis court, pool, and media room. Waterfront dining swings from refined to beach casual, and the concierge can arrange yacht charters or nearby tee times. A gallery of curated art animates the spaces, while an eat-it-to-beat-it lionfish culinary experience nods to local stewardship. Rounding things out: one heated infinity pool, The Sisley spa, and a full slate of nonmotorized water sports, such as kayaking, paddleboarding, snorkeling, and sailing. thelorenhotels.com/bermuda

Publication: Oprah Daily

MUU: 3,820,640

EMV: \$592,199

ESSENCE

The Black Girl's Guide To Travel: Destinations Perfect For First-Time Passport Holders

I didn't get a passport until I was 26. Here are dream destinations for solo Black woman travelers who just started exploring internationally.



I had always shrugged off the idea of needing a passport. Growing up as a [Black American](#), I had a perplexing relationship with travel. I felt bound to the 50 states of this country. Where exactly was I to go when all of my roots were here? Turns out, I wasn't alone in that thought. A [2018 survey](#) of African American travelers found that more than half of the respondents reported that they traveled only between 100 and 500 miles from home.

My family didn't travel much, but my mother was the exception. When she was younger, my mom explored the vibrant and lively streets of Spain and visited the motherland of Africa. However, as she had children, she worried that the world wasn't as safe as it once was. And so, we opted for an Amtrak train ride or a drive of no more than eight hours, which was almost exclusively along the southern part of the East Coast.

Publication: Essence

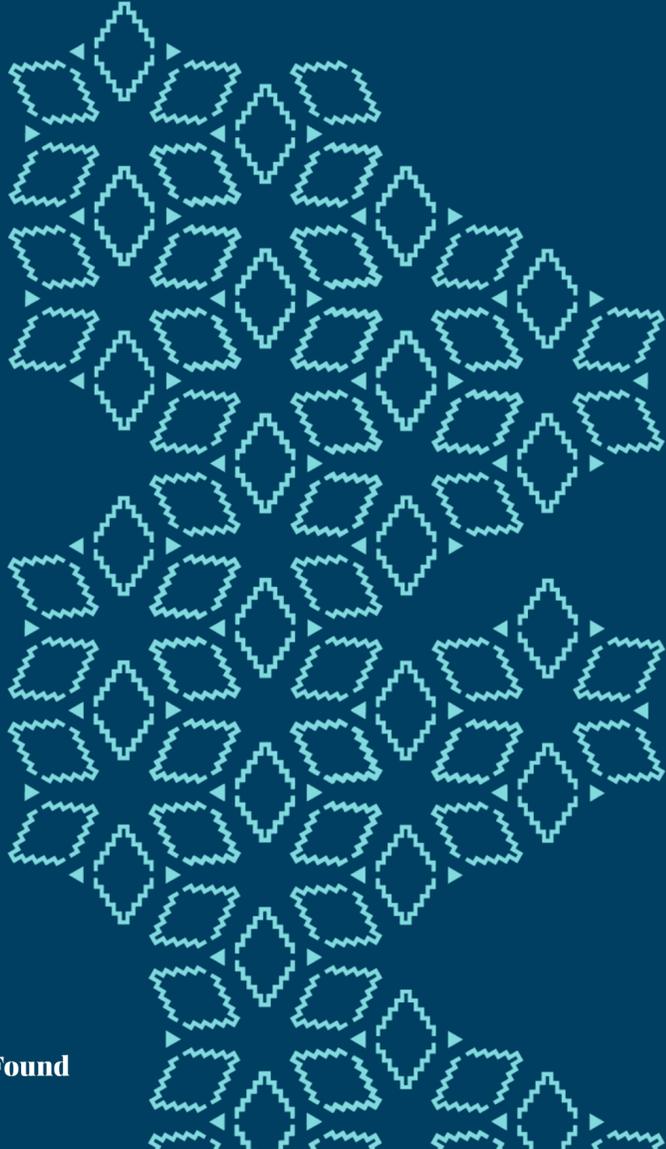
MUU: 1,608,357

EMV: \$17,691.93

Press Trips

- Arts & Culture FAM Trip
 - Dates: 16.10.25 - 20.10.25
 - Attending Media:
 - McClatchy Newspapers
 - Sunshine Flint, Freelance
 - Nigel Killely, Upscale Magazine
- Butterfield Bermuda Championship Press Trip
 - Dates: 11.11.25 - 16.11.25
 - Attending Media:
 - Brittany Dawn Demper, Ladies Who Golf
 - Alyssa Polczynski, Heavy
 - Cameron Jourdan, Golfweek
 - Nikki Blades, Influencer
- Danielle Naer, The Editorialist (Individual Press Trip)
 - Dates: 23.11.25 - 26.11.25
 - @befatbehappy (Individual Press Trip)
- @thegreylayers (Individual Press Trip)
 - Dates: 26.12.25 - 29.12.25

PR – Canada



Key Metrics and Analytics

PR- CANADA

October 2025 – December 2025

- Number of articles: 40
- Total reach: 10,038,068
- Total Earned media value achieved: \$147,322.30

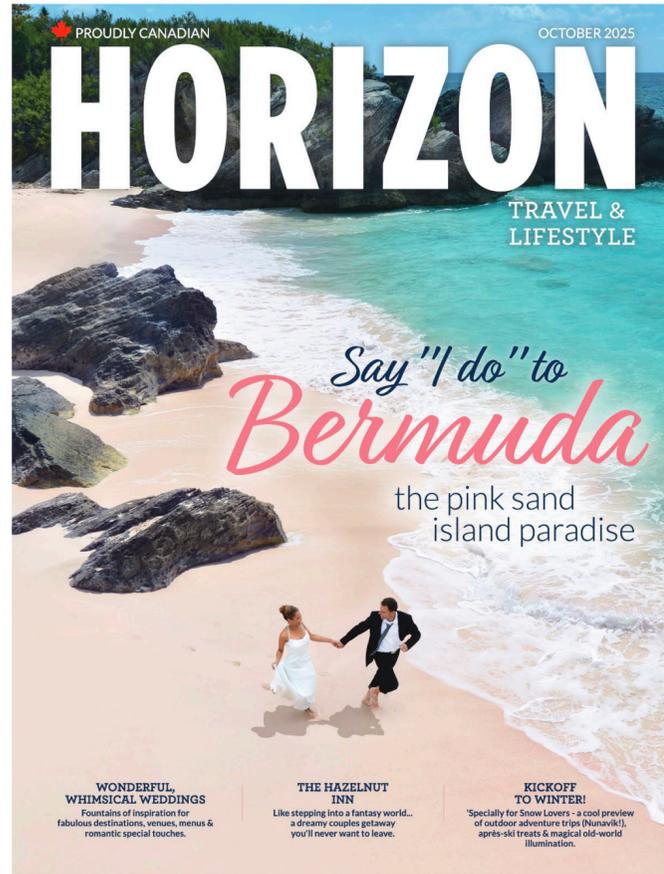
YTD

- Number of articles: 121
- Total reach: 53,483,972
- Total Earned Media Value: \$761,775.33

Key coverage themes included:

- Pink Sale
- Bermuda as an Accessible, Year-Round Travel Destination
- Bermuda Partner Summit and destination growth
 - New island developments
 - BermudAir Canadian Expansion

Media Coverage Highlights



Publication: *Horizon Magazine*
 Estimated Reach: 200,000
 EMV: \$5,000



Publication: *Le Journal de Québec*
 Estimated Reach: 3,730,000
 EMV: \$34,530



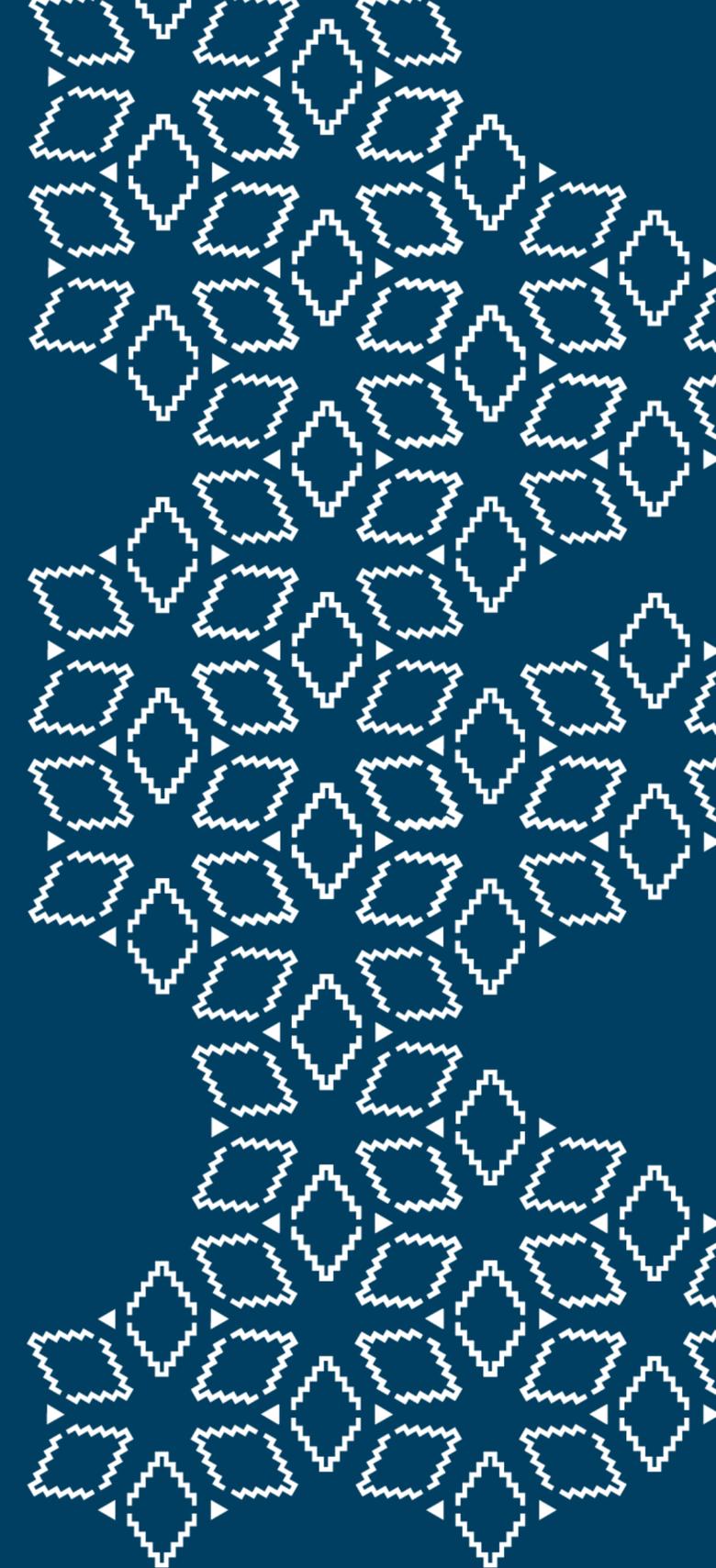
Publication: *CHCH*
 Estimated Reach: 665,000
 EMV: \$5,802

Press Pitches - Canada

- Distributed two bi-monthly media newsletters to database of 600+ Canadian media.
 - October newsletter featured story ideas on Hospitality News, Supernatural Bermuda, Golf in Bermuda, Christmas Traditions, A-List Holiday Style in Bermuda.
 - December newsletter featured story ideas on Restaurant Weeks, 'Coolcation' Activities, Spa Month and Pink Sale, and Weddings.
- Distributed Hurricane Melissa statement to trade media and key news desks.
- Pitched Cyber Sale and Pink Sale for holiday promotions round-ups.
- Pitched the return of Bermuda's Pink Sale to travel trade media.
- Distributed Pink Sale press release to travel trade media and key news desks.
- Pitched Jenn Weatherhead on New Year's Eve traditions for travel-themed segment on The Social.
- Pitched "Island Style" fashion angles to Maude Carrier for coverage in Magazine Vero.
- Pitched Jody Robbins on Bermuda's key events and activities for "Where to Travel in 2026" story for Postmedia.
- Pitched Marie Waine (Canadian Living) on Bermuda locations/hotels for 'Destination Dupes' story.

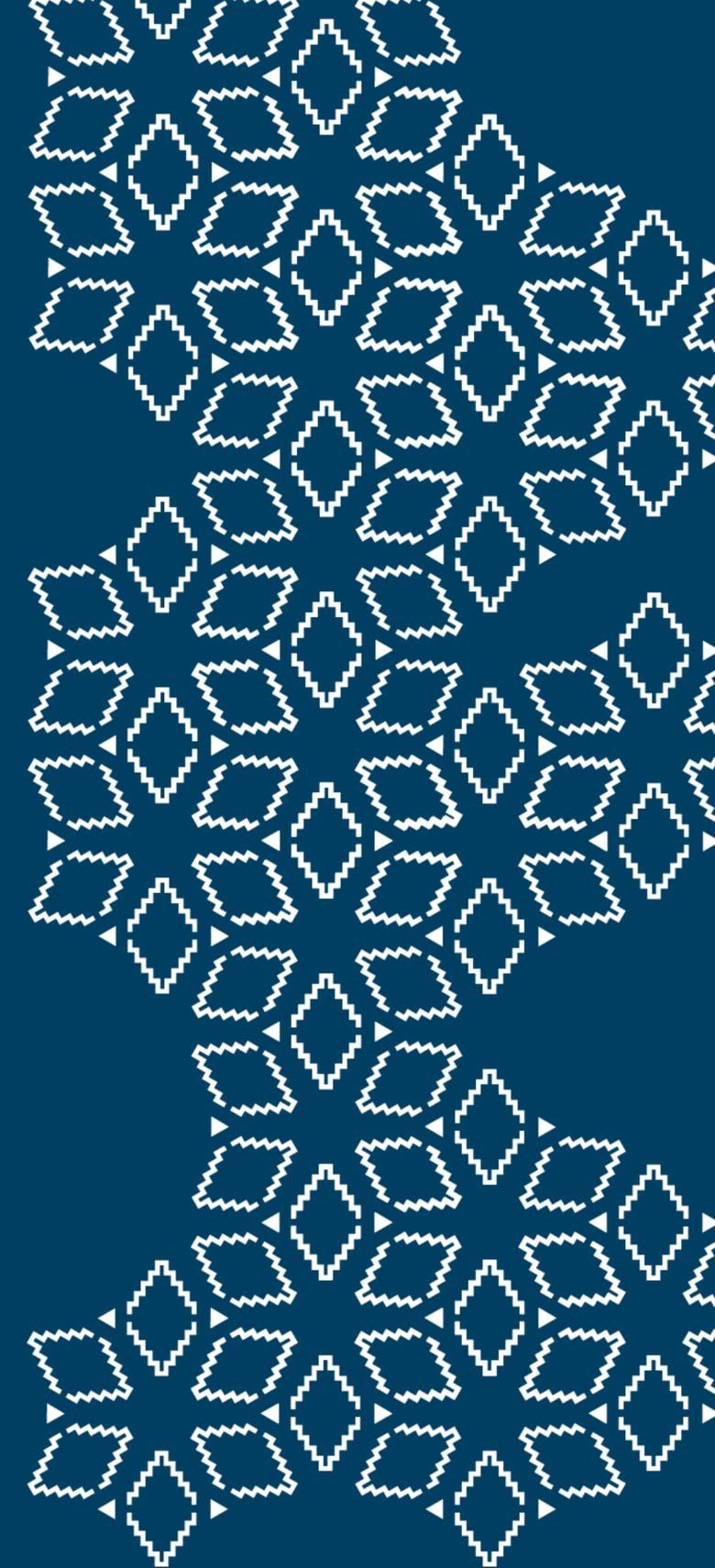
Press Trips - Canada

- Bermuda Art Month, Group Press Trip
 - Purpose of Trip: Experiencing Art Month.
 - Destinations Visited: Masterworks and Collective Archives, The Bermuda Philharmonic Society, National Museum of Bermuda
 - Attendees: Marie-Noel Ouimet, Magazine Vero
 - Resulting Coverage: Pending feature coverage.
- Bermuda Partner Summit, Group Press Trip
 - Purpose of Trip: To strengthen connections, inspire collaboration, and unlock opportunities for growth with sales agents, industry partners and hospitality leaders.
 - Destinations Visited: The Rosedon, The Loren, Hamilton Princess Beach Club
 - Attendees: Marsha Mowers (Travel Market Report), Eric Stober (PAX News), Mitch McClung (Baxter Media)
 - Resulting Coverage: Two feature stories have been published in Travel Market Report ([view first story here](#) and [view second story here](#)); two feature stories have been published in PAX News ([view first story here](#) and [view second story here](#)). Two feature stories have been published in Travel Courier ([view first story here](#) and [view second story here](#)).
- Butterfield Bermuda Tournament, Group Press Trip
 - Purpose of Trip: Bermuda PGA Tour
 - Destinations Visited: Port Royal Golf Course
 - Attendees: Guy Nicholson (Freelance), Sara Winter (Influencer), Grant Fraser (Freelance)
 - Resulting Coverage: Feature coverage in [Golf Club Atlas](#) and features on [Sara Winter's Instagram](#).



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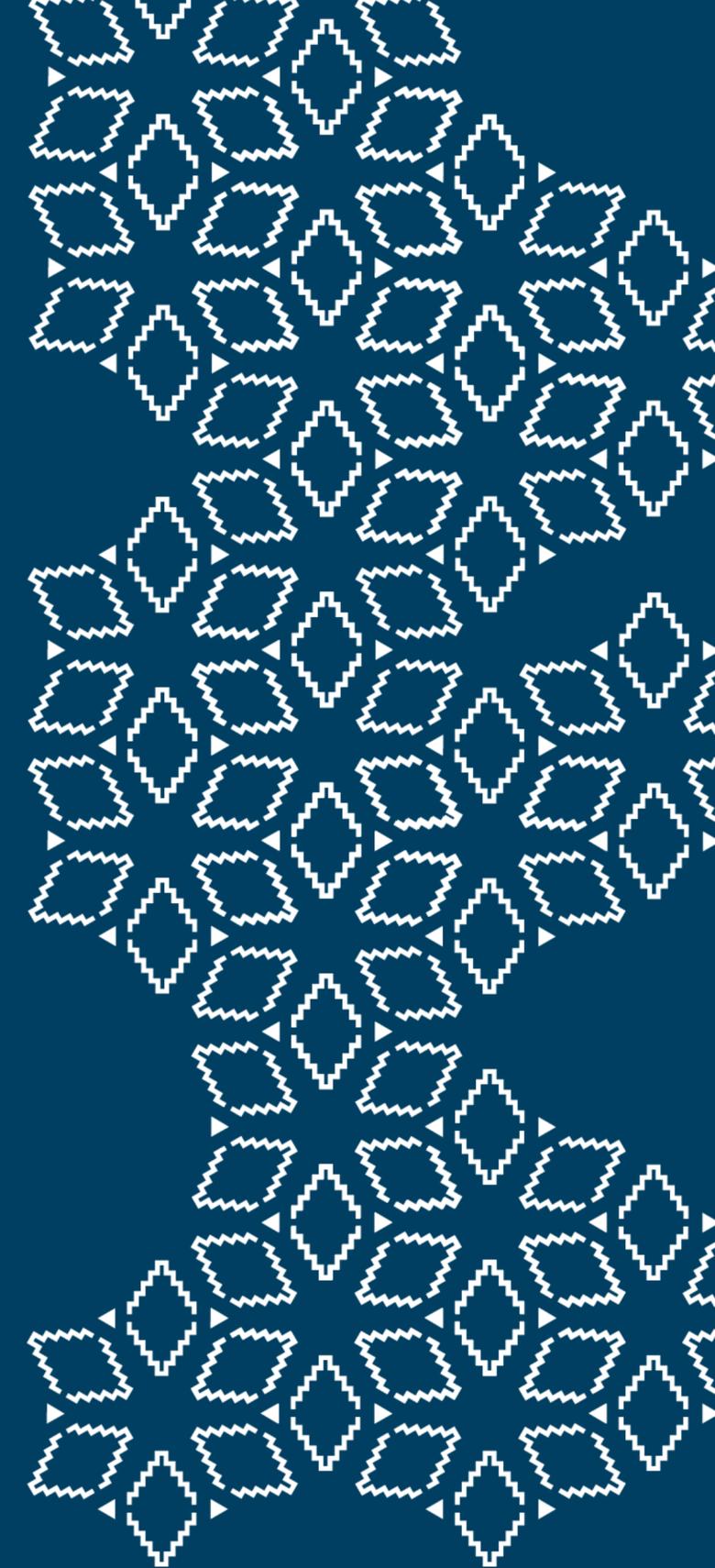
MICE FAM Trips - Canada

- MICE FAM Tour, Group FAM Trip
 - **Purpose of Trip:** Purpose-built to drive future RFP activity and strengthen Bermuda's position in the Canadian incentive and meetings market.
 - **Destinations Visited:** Grotto Bay Beach Resort, St. Regis, Rosewood
 - **Attendees:** Chantelle Bonham (Redstone Agency), Amina Hassan (A-HA Event Services), Laryssa Lopacki (Prestige Corporate Incentives), Victoria Selano (EVX Conferences and Incentives), Karen Lee (Uptown Communications), Angela Kryhul (Ignite Magazine)
 - **Resulting Coverage:** Feature coverage in [Ignite Magazine](#).

Media Meetings - Canada

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

- Met with the editor of Travel Life (Tammy Cecco) to discuss story angles and activities for a possible 2026 trip.
- Hosted virtual meeting with creator Sara Michelle Winter to pitch Golf FAM press trip, discuss required content deliverables, partnership rates and travel plans.
- Hosted virtual meeting with Jody Robbins to discuss talking points / themes for her CTV Your Morning Calgary 2026 travel segment.

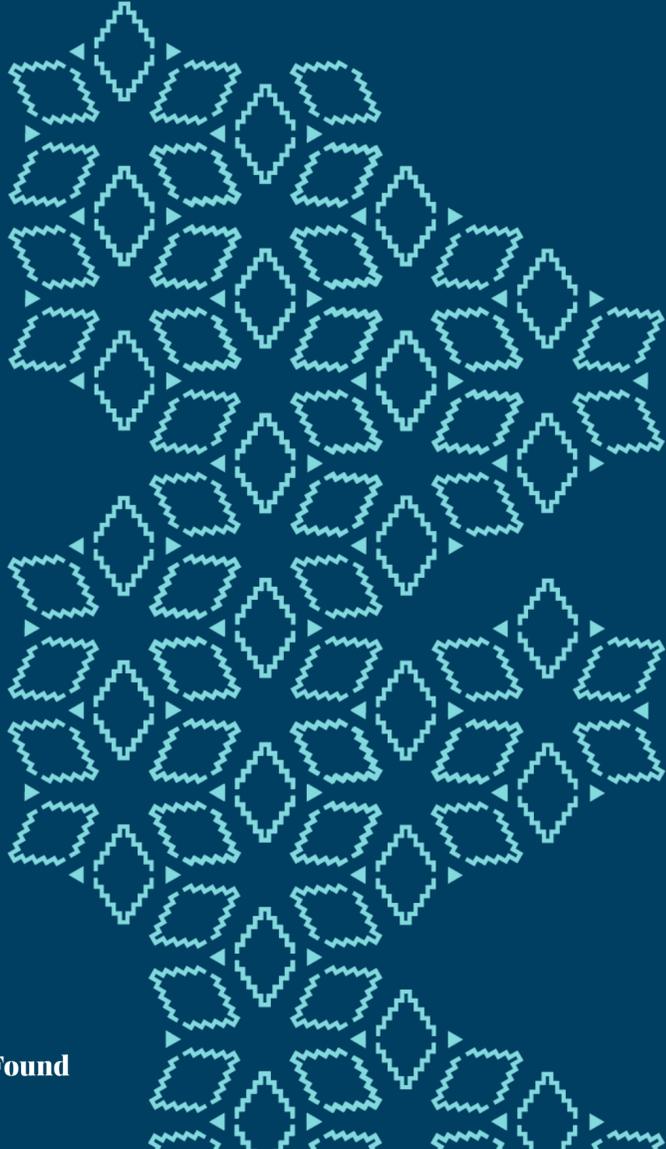


Future Plans - Canada

- Finalizing the global Atlantic Reset and Restaurant Weeks Group Press Trip taking place from January 21 - 25, 2026.
- Collaborating with MMGY UK and US teams to finalize 2026 Global Communications plan.
- In discussion with Postmedia and Chatelaine magazine for possible individual press trips.
- Curating media list and providing event support for upcoming Rhythm Family film screening in Toronto.
- In discussion with BTA Sales Team regarding the strategic launch of the Bermuda Travel Specialist program, which will include drafting and distributing an industry press release and coordinating marketing efforts with key Canadian trade outlets.
- Registration completed for Travel Media Association of Canada conference (April 2026). Fever Pitch will schedule 24 one-on-one meetings as part of the media marketplace.

Website

Quarter 4 Report



Website Highlights

2025 Q4 Results (October 1 – December 31) Total Site Traffic & Goals

Overall website traffic in Q4 was **886,563 visits**, a 7.9% increase from Q3 2025. We are pacing ahead of 2024 website traffic (76.72% YoY).

Engaged visits were also down slightly this quarter (-15% PoP) with a total of **335,710 visits**, though we still saw an increase compared to last year (+16.3% YoY).

Paid Social (FB) and **Organic Search** were by far our strongest channel performers in terms of driving traffic, accounting for 322,936 and 107,765 sessions, respectively. Notably, **Organic Search** and **Google CPC (Paid Search)** garnered the highest conversion rates, garnering 18,334 and 12,099 Partner Referrals, respectively.

The **homepage** was our **top performing page** in terms of visits (231,423 in Q4), however Pink Sale and Endless Summer were among **top performers for external link clicks/Partner Referrals**.

The two top landing pages for **user engagement** were the Cyber Sale landing page 75.17%(+38.6%) and Holidays in Bermuda 78.49% (-4.5%).

User Engagement

Q4 2025 Results (October 1 – December 31)

Scorecard Metrics:

- 886,563 Website Sessions (7.9% PoP)
- 107,765 Organic Search Sessions (-46.7% PoP)
- 139,803 Total Desktop Users (8.11% PoP)
- 629,816 Total Mobile Users (22.7% PoP)
- Organic Engagement Rate: 71.53% (-2% PoP)
- Overall Engagement Rate: 35.9% (-25.8% PoP)

Additional Metrics:

- Pageviews: 1,146,445
- Partner Link Conversion Rate: 5.67% (-21.35% PoP)

Top Locations:

- Toronto, Ontario (171,848 Sessions | 2,133 Partner Referrals)
- New York, New York (68,876 Sessions | 3,592 Partner Referrals)
- Boston, Massachusetts (14,537 Sessions | 896 Partner Referrals)

Conversion Rates

Total Partner Referrals: 65,916

(50,318 external link clicks, 15,598 internal partner referrals)

- Profile Referrals: 5221
- Deal Referrals: 6224
- Event Referrals: 2978

Total Partner Unique Pageviews

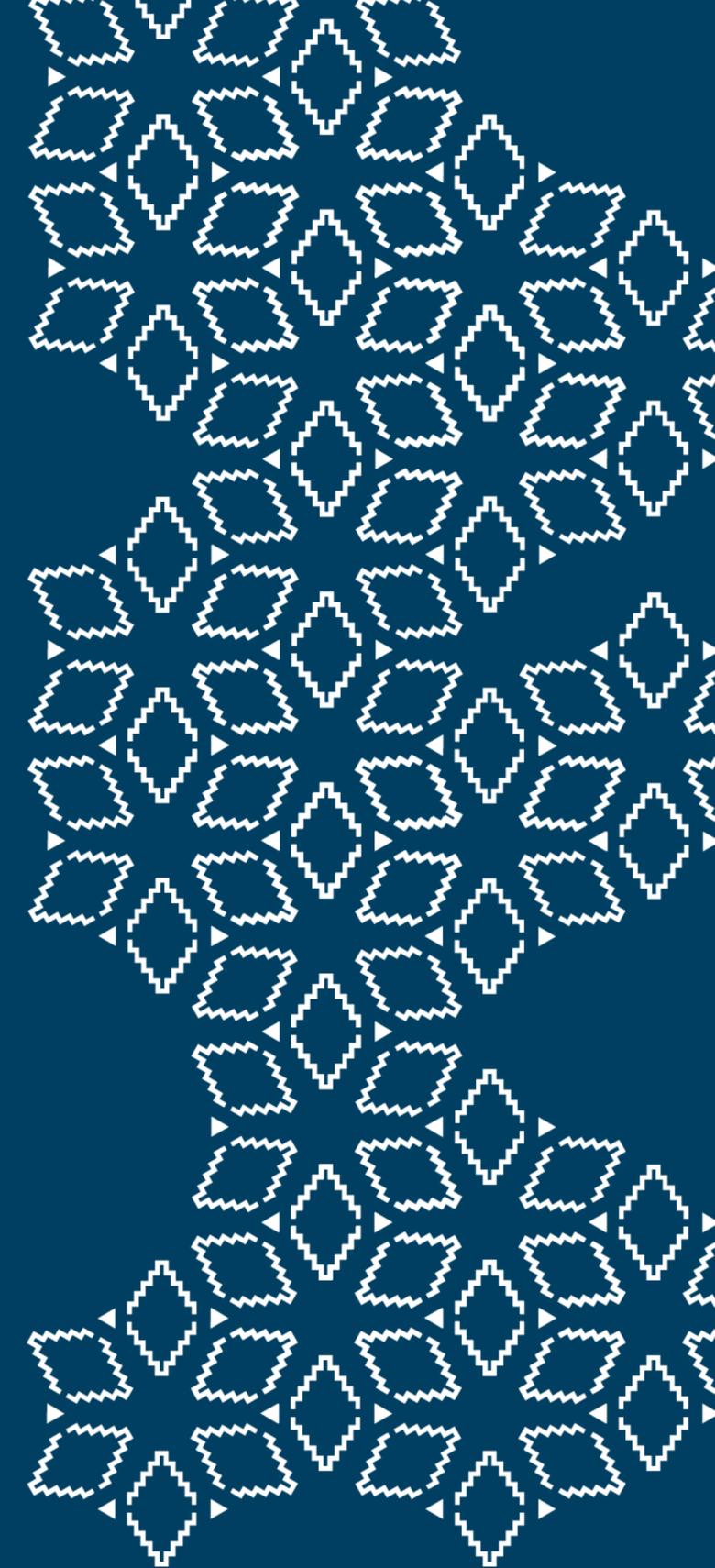
- Profile: 15,009
- Deals: 2,255
- Events: 10,111

Top Partner Landing Page Visits

- Hilcrest Boutique Hotel (312 Visits)
- Crystal Caves Bermuda (195 Visits)
- Admiralty House Park (186 Visits)

Top Partner External Referrals

- BermudAir Holidays (804 Clicks)
- Azura Bermuda (409 Clicks)
- The Reefs (267 Clicks)



Cyber Sale Campaign Analysis

Dec 1 – 22, 2025

Performance Highlights:

- In Q4, the Cyber Sale landing page generated **7,057 sessions** (-87.5% YoY) and **5,781 new users** (-88.9% YoY).
- Average Engagement Time per Session increased 283.42% YoY from 12s in 2024 to 48s in 2025.
- The Engagement Rate averaged 75.17% (+38.6% YoY).
- The website drove 3,878 external Partner Referrals (+80.6% YoY) and 951 internal Partner Referrals.
- There were 13 newsletter sign-ups from the page.

Top Performing Channels:

1. Paid Search (Google CPC): 4,304 sessions | 77.9% Engagement Rate
2. Email (Hubspot): 1,429 sessions | 81.4% Engagement Rate
3. Organic: 424 sessions | 61.56% Engagement Rate

Top External Partner Referrals:

1. Willowbank Resort: 450 partner clicks
2. The Reefs: 401 partner clicks
3. Hamilton Princess Beach Club: 390 partner clicks

Holidays in Bermuda Campaign Analysis

Oct 15 – 18, 2025

Performance Highlights:

- In Q4, the Holidays in Bermuda landing page generated **5,011 sessions** (+356.4% YoY) and **4,170 new users** (+56.97% YoY).
- Average Engagement Time per Session decreased -20.73% YoY from 1m50s in 2024 to 1m27s in 2025.
- The Engagement Rate averaged 78.49% (-4.5% YoY).
- The website drove 969 external Partner Referrals and 298 internal Partner Referrals.
- There were 22 newsletter sign-ups from the page.

Top Performing Channels:

1. Paid Search (Google CPC): 4,245 sessions | 80.66% Engagement Rate
2. Organic: 754 sessions | 77.85% Engagement Rate
3. Email (Hubspot): 96 sessions | 80.21% Engagement Rate

Top External Partner Referrals:

1. Bermuda Arrival Card: 91 partner clicks
2. Grotto Bay: 45 partner clicks
3. Hamilton Princess: 34 partner clicks

Email Marketing Highlights

2025 Q4 Results (October 1 – December 31)

Overall Email Performance:

- Total Emails Sent: 32 emails; 10 campaigns
- Total Opens: 50,971
- Average Open Rate: 15.17%
- Total Clicks: 7,232
- Click-Through Rate: 14.19%

Performance Highlights & Recommendations:

- The Pink Sale email was segmented by geo, further driving specific messaging for these target audiences, driving a 18% open rate and 18% CTR.
- The NYE Giveaway drove 1,324 form submissions, with 530 new subscribers and 210 subscribers who already opted in, to whom we nurtured through a specific welcome journey.
- Birthday emails continue to drive great results with a 29% Open Rate and 22% CTR this quarter.



Chatbot Highlights

2025 Q4 Results (November 6 – December 31)

Overall Email Performance:

- Sum of Unique Users Who Open Slideout: 3,750
- Sum of Unique Users Who Send a Chat Message: 199
- Sum of Chat Messages: 404
- Slideout to Chat Message Conversion: 5.31%
- Sum of User Registrations (Sub to email): 5
- Sum of Partner Handoffs: 334

Performance Highlights & Recommendations:

- Chatbot launched on November 6, 2025 with great success. We're seeing users interact with the chatbot and using it as their own digital concierge with FAQs about activities, accommodations, flights, and more.
- Q1 of 2026 will focus on guide updates, more website integrations, and social and email link sharing.



SEM Key Takeaways

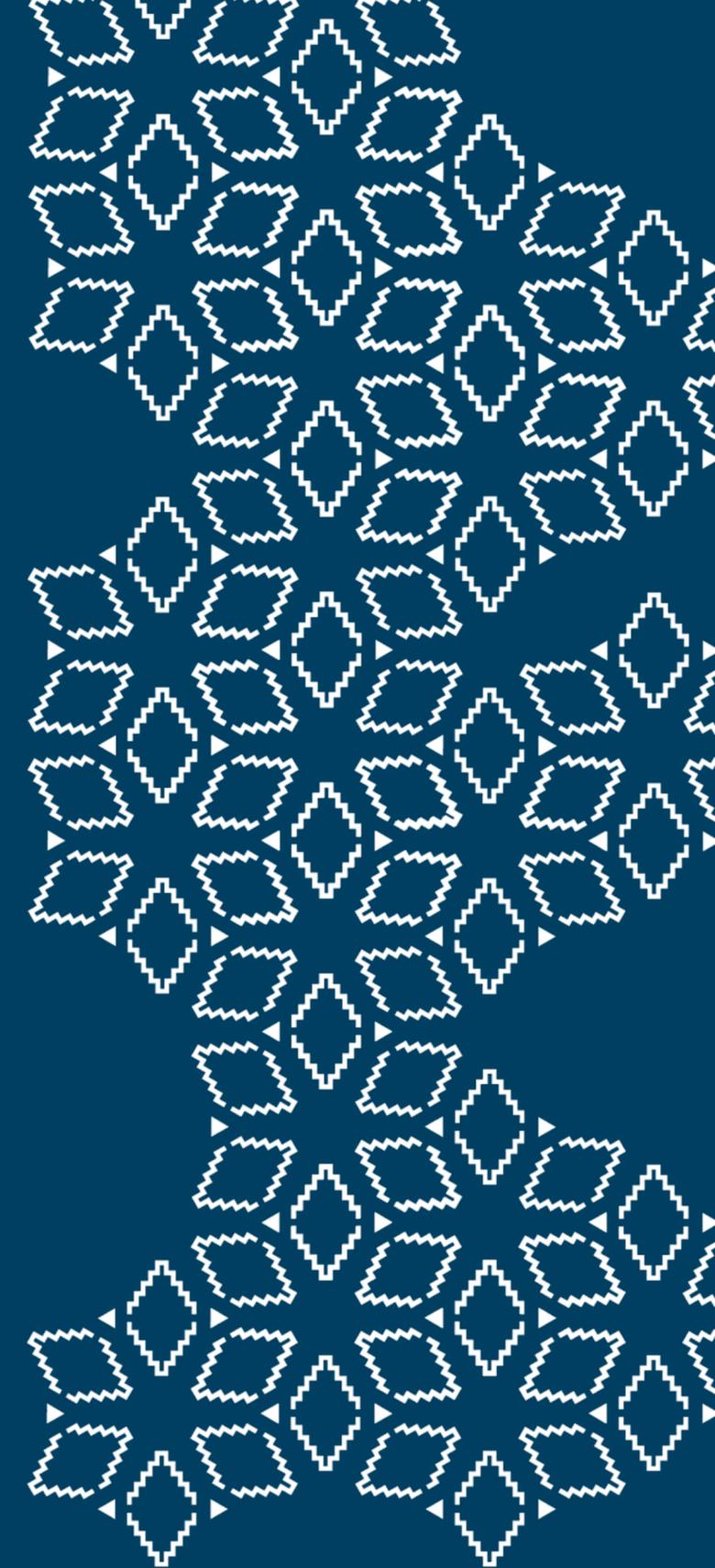
Over the last quarter we observed the following trends:

- We saw a shift in demand & traffic from "Planning" and "Things To Do" Search segments towards Brand and "Stay". This trend is consistent with the nature of the Sales that we run in Q4. As the result, the "Stay" Search campaign is our strongest Partner Referral driver with 23.25% of total Paid SEM Partner Referrals, followed by the Brand segment with 21%.
- In October, campaigns were paused multiple times due to hurricanes, which negatively impacted efficiency and resulted in a 43.9% QoQ increase in CPC, along with higher CPAs. Additionally, we transitioned messaging from the Endless Summer Sale to non-promotional Fall Always-On content, leading to a 30% decrease in Partner Referrals and a 21% decline in conversion rate.
- As campaigns stabilized in November, we saw positive momentum across both upper- and bottom-funnel KPIs, driving a 36.4% increase in Partner Referral conversions and a 32.2% improvement in conversion rate.
- Performance continued to accelerate in December, with Partner Referral conversions increasing by 64% month-over-month and 130% year-over-year. Conversion rate reached a strong 40.7%, reflecting improved demand capture during peak sales periods. The launch of additional Festive and Sail GP content further supported growth and diversified user touch-points.
- Q4 budget allocation remained fluid and agile, allowing us to effectively respond to campaign pauses, content shifts, and major sales launches. Budget efficiencies in November allowed us to save \$4,000, which was strategically rolled into December to support Cyber Sale and Pink Sale, contributing to higher conversion volume.

Ad Creative Analysis: SEM

Top Performing Keywords | All campaigns | KPI: Clicks

Top Performing Keywords	Clicks
bermuda vacation	3,876
bermuda hotels	2,930
bermuda	2,593
Bermuda holiday packages	1,566
hotels in bermuda	1,525
bermuda vacations	1,506
bermuda golf courses	1,445
things to do in bermuda	1,425
lights to bermuda	1,285
bermuda travel authorization form	1,253
bermuda travel	679
bermuda arrival card	511
weekend getaway	495
family vacation	479
"bermudair"	474



SEO Updates:

SEO Work completed in Q4

Rebuild Phase 2 Pre and Post Launch Audit and Redirect Map

Rebuild Phase 3 Pre and Post Launch Audit and Redirect Map

Content Audit & Review:

- 2026 Content Calendar content audit and recommendations
- Keyword Research to support Content Creation for 2026 Content Calendar
- Onsite Content Audit including migration recommendations for all site content
- Search Trend updates.
- Cyber Sale 2025 research, recommendations, and "OfferCatalog" with Entity Markups
- Bermuda Arrival Card page monitoring & recommendations
- Blog Audit

Annual Strategic Plan Update

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

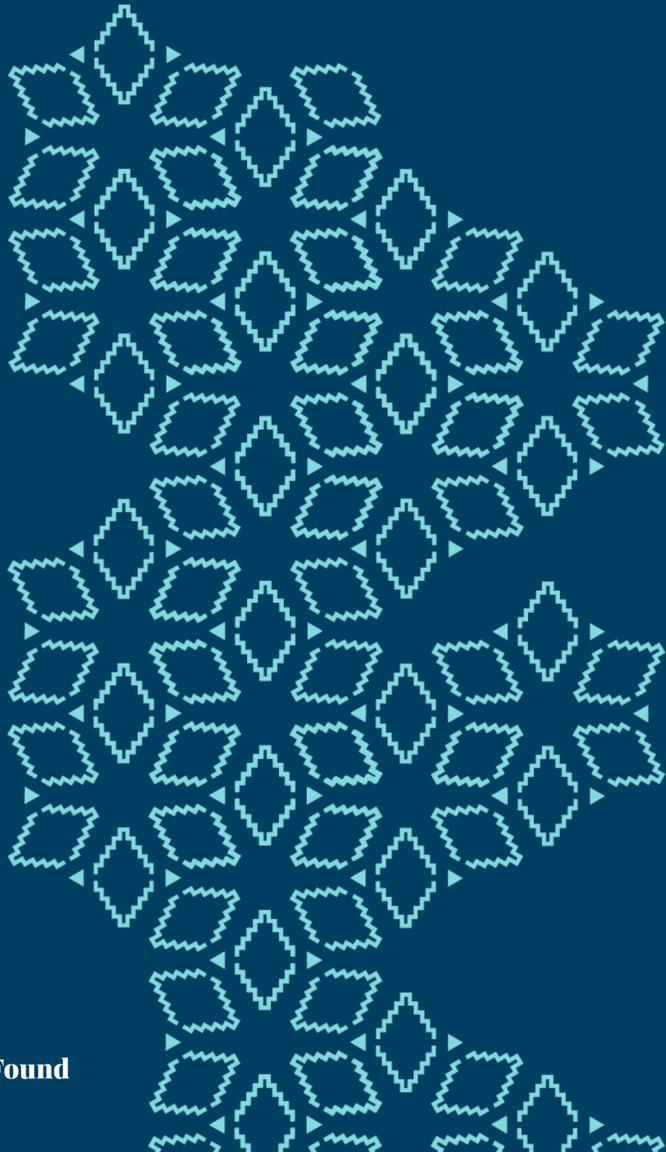
Ongoing Technical Scans & Optimizations including (ongoing):

- 4XX & 5XX Error Audit including Events and Profile pages
- Image Alt Text
- Schema Review including automatic Schema for "Events" and "Listings"
- Ongoing Entity optimizations
- Core Web Vitals Audit

Reddit profile SEO optimizations (ongoing)

Pinterest optimizations and recommendations (ongoing)

Social Media



Channel Performance

Social Media Performance by Channel

Instagram

New followers gained: 3,262

Lifetime followers: 150,953

Engagements: 160,250 (-4.5% YoY)

Impressions: 10,835,821 (193.4% YoY)

Engagement Rate: 3.6% (-40.3% YoY)

Paid Impressions: 7,491,072 (+515.5% YoY)

Paid Engagements: 40,690 (+107.3 YoY)

Total Paid Clicks: TBC

Cost Per Click: TBC

Facebook

New page likes gained: 1,920

Lifetime page likes: 399,668

Engagements: 316,723 (+182.4% YoY)

Impressions: 38,657,641 (+217.2% YoY)

Avg. Engagement Rate: 4.8% (+25.2% YoY)

Paid Impressions: 35,981,660 (+222% YoY)

Paid Engagements: 2,467,791 (+156.6% YoY)

Total Paid Clicks: TBC

Cost Per Click: TBC

Channel Performance

Social Media Performance by Channel

X

New followers gained: n/a
Lifetime followers: 30,111
Engagements: 3,276 (-11.1 YoY%)
Engagement rate: 5.9% (+31 YoY)

TikTok

New followers gained: +2,497
Lifetime followers: 20,156
Engagements: 38,930 (+36% YoY)
Engagement Rate: 0.2% (-75.4% YoY)
Impressions: 22,701,832 (+452% YoY)
Paid Impressions: TBC
Paid clicks: TBC
CPM: TBC

YouTube

Total Subscribers: 5,060
New subscribers gained: +188
YouTube Shorts Views: 197,168 (+10.38% YoY)
YouTube Shorts Likes: 1,511 (-8.2 PoP)

Pinterest

Total Followers: 3,716
New Followers Gained: +14
Impressions: 48,106 (-22% PoP)
Saves: 172 (-37% PoP)
**All Old pins were removed from the account to ensure they align with the current brand, impacting KPIs*



Stakeholder Support

In Q4 we continued to support our stakeholders on social media by promoting their events and experiences regularly, with an emphasis on support for Art Month, as well as hotel and resort support to drive bookings for Endless Summer, the Cyber Sale and the Pink Sale.

Additional highlights of our stakeholder featured on social media in Q4 included but are not limited to: Bermitime "Choose your Adventure" style road trip featuring Masterworks, the Botanist and Dolphin Quest, the RMS Beauty workshop at Cassine Shop, as well as Gombey Isle, Glam Pop, LPS Bermuda, MKU Creations, Sarah Bray Bermuda, Davidrose Studio, Da Gingerbread Man, Isla Botanica, Thread needle Studio, and Dan Design BDA, who were featured in our holiday gift guide.

Q4 2025 Stakeholder Support: Social Performance	
Instagram	
Total Published Posts	158
Impressions	1,073,829
Engagements	42,385
Engagement Rate	3.9%
Facebook	
Total Published Posts	29
Impressions	2,088,359
Engagements	33,978
Engagement Rate	1.6%
X	
Total Published Posts	28
Impressions	16,645
Engagements	868
Engagement Rate	5.2%
TikTok	
Total Published Posts	16
Impressions	2,004,966
Engagements	3,529
Engagement Rate	0.2%
YouTube	
Total Published Posts	12
Impressions	11,623
Engagements	238
Engagement Rate	2.24%



Airline Support & Proximity Messaging

Throughout Q4, we continued to push our proximity messaging, encouraging travellers to visit Bermuda as fall and winter weather reached the East Coast.

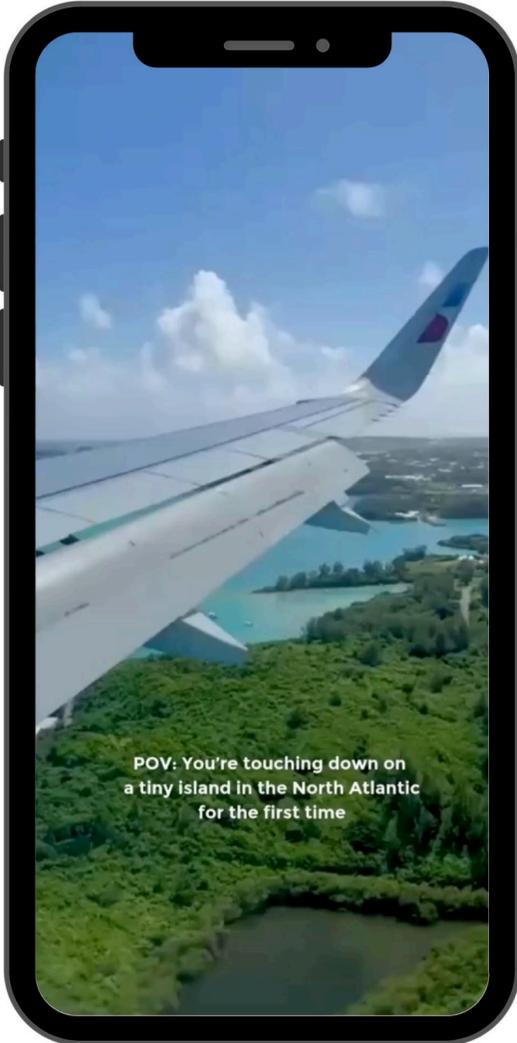
We continue to promote destination-specific flights to speak directly to our key audiences, with posts outlining our lineup of fall and winter flights, as well as airline spotlights for BermudAir, American Airlines, and British Airways.

Q4 2025 Airline Support & Proximity Messaging: Social Performance

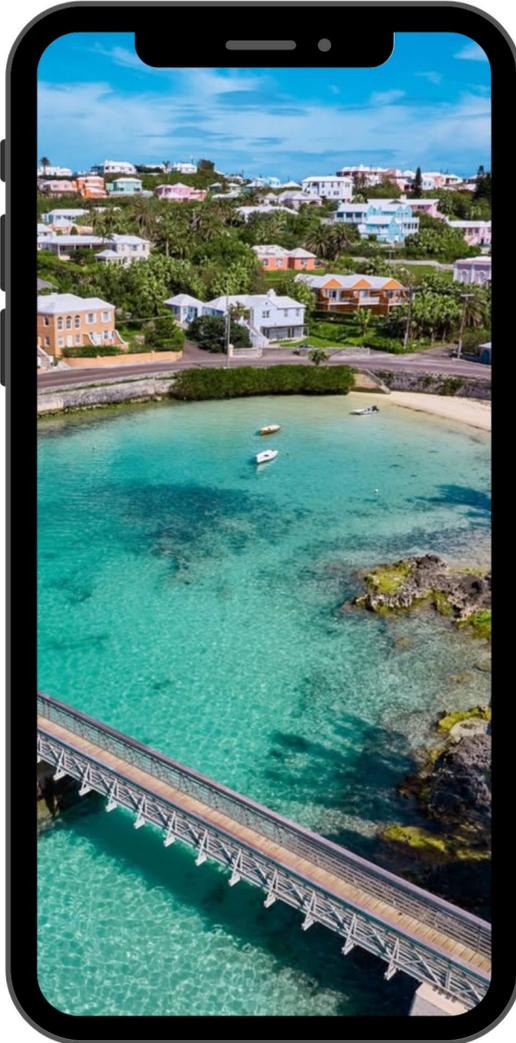
Instagram	
Total Published Posts	11
Impressions	339,426
Engagements	17,652
Engagement Rate	5.2%
Facebook	
Total Published Posts	11
Impressions	2,240,485
Engagements	22,128
Engagement Rate	1%
X	
Total Published Posts	10
Impressions	6,492
Engagements	442
Engagement Rate	6.8%
TikTok	
Total Published Posts	4
Impressions	1,747,806
Engagements	1,617
Engagement Rate	0.1%
YouTube	
Total Published Posts	5
Impressions	5,785
Engagements	130
Engagement Rate	2.24%

Stakeholder Support

Supporting Content



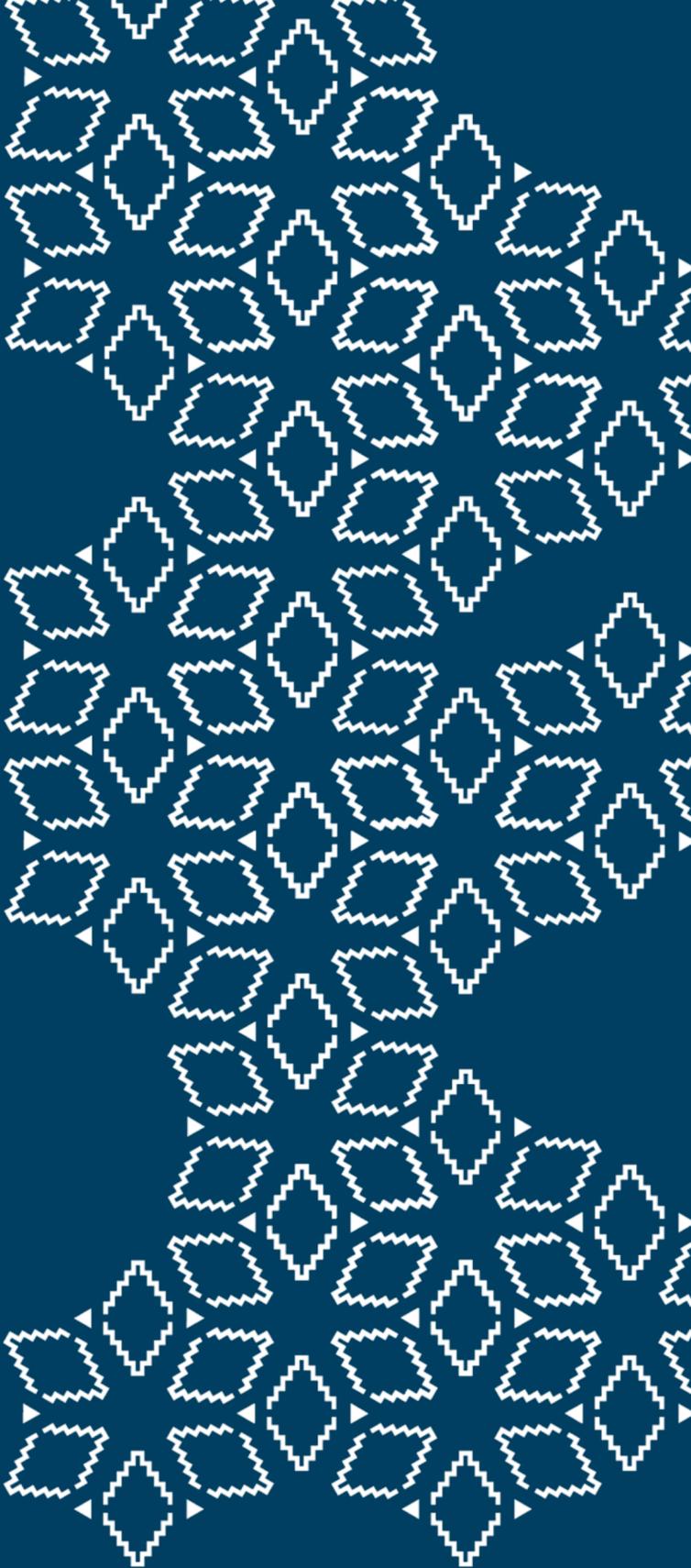
American Airlines
Total Impressions: 71,529
Total Engagements: 20,660



British Airways
Total Impressions: 71,529
Total Engagements: 6,329



BermudAir
Total Impressions: 81,074
Total Engagements: 3,110





Experiences

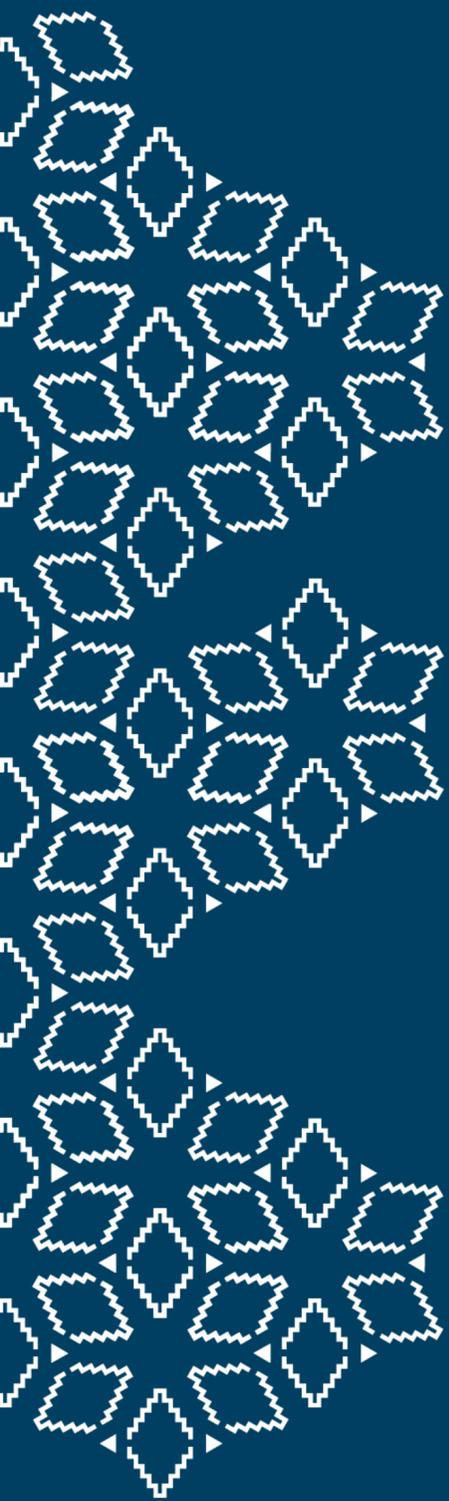
Q4 was an action-packed period for events in Bermuda. From Art Month in Bermuda to the Bermuda Butterfield Championship to holiday events, there was an extensive lineup of key experiences to promote on the island to support visitation to the island, travel planning, and our stakeholders.

Art Month drove 252,250 impressions, 7,742 engagements through 90 posts, while the Bermuda Butterfield Championship produced a total of 777,740 impressions and 3,908 engagements through 27 posts.

Additionally, Restaurant Weeks was launched in the month of December, which drove 65,984 impressions and 2,158 engagements through 8 posts.

Q4 2025 Experiences Support: Social Performance

Instagram	
Total Published Posts	168
Impressions	1,474,445
Engagements	61,236
Engagement Rate	4.2%
Facebook	
Total Published Posts	28
Impressions	2,063,882
Engagements	33,670
Engagement Rate	2.2%
X	
Total Published Posts	29
Impressions	28,345
Engagements	1,422
Engagement Rate	5%
TikTok	
Total Published Posts	3,041,666
Impressions	3,041,666
Engagements	6,674
Engagement Rate	0.2%
YouTube	
Total Published Posts	20
Impressions	16,950
Engagements	360
Engagement Rate	2.1%



Promotions

Three key promotions occurred within Q4 – Endless Summer, Cyber Sale and Pink Sale.

These campaigns generated the following performance on social media within the quarter:

Endless Summer: 70,788 impressions and 2,978 engagements

Cyber Sale: 226,967 impressions and 9,040 engagements

Pink Sale: 877,506 impressions and 10,891 engagements

Q4 2025 Promotions Support: Social Performance

Instagram	
Total Published Posts	43
Impressions	395,980
Engagements	20,743
Engagement Rate	5.2%
Facebook	
Total Published Posts	18
Impressions	462,057
Engagements	23,010
Engagement Rate	5%
X	
Total Published Posts	17
Impressions	8,269
Engagements	539
Engagement Rate	6.5%
TikTok	
Total Published Posts	10
Impressions	721,757
Engagements	3,289
Engagement Rate	0.5%
YouTube	
Total Published Posts	5
Impressions	94,700
Engagements	117
Engagement Rate	0.12%

Content Supporting Promotions

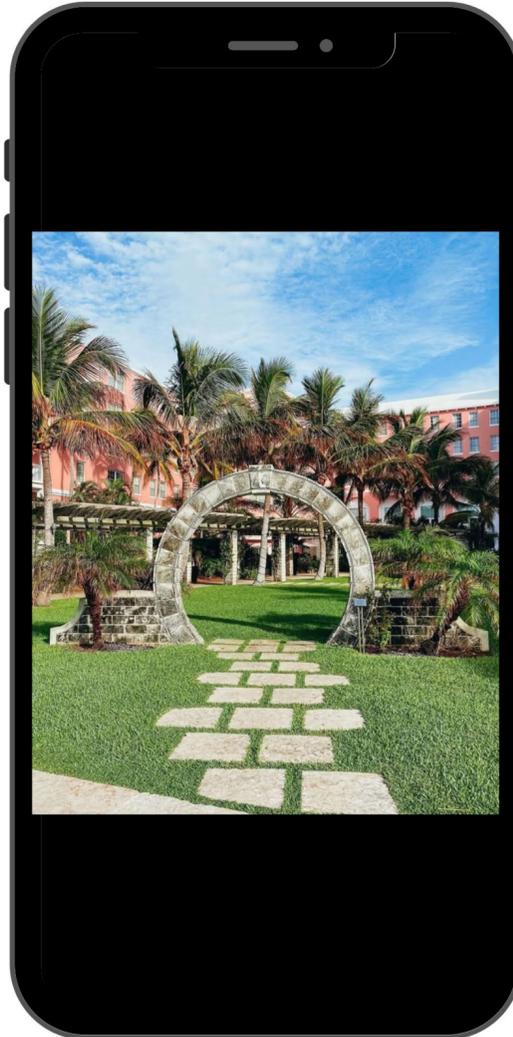
Top Performing Content by Engagements



Endless Summer
Total Impressions: 23,801
Total Engagements: 1,542



Cyber Sale
Total Impressions: 41,416
Total Engagements: 2,980



Pink Sale
Total Impressions: 40,264
Total Engagements: 3,247

New Year's Giveaway

Instagram Contest

For our Q4 Instagram giveaway, we hosted a New Year's Eve contest which included email subscription, following us on Instagram, commenting and liking the post as the entry requirement.

The contest produced 530 new email subscribers and 1,089 new Instagram followers.

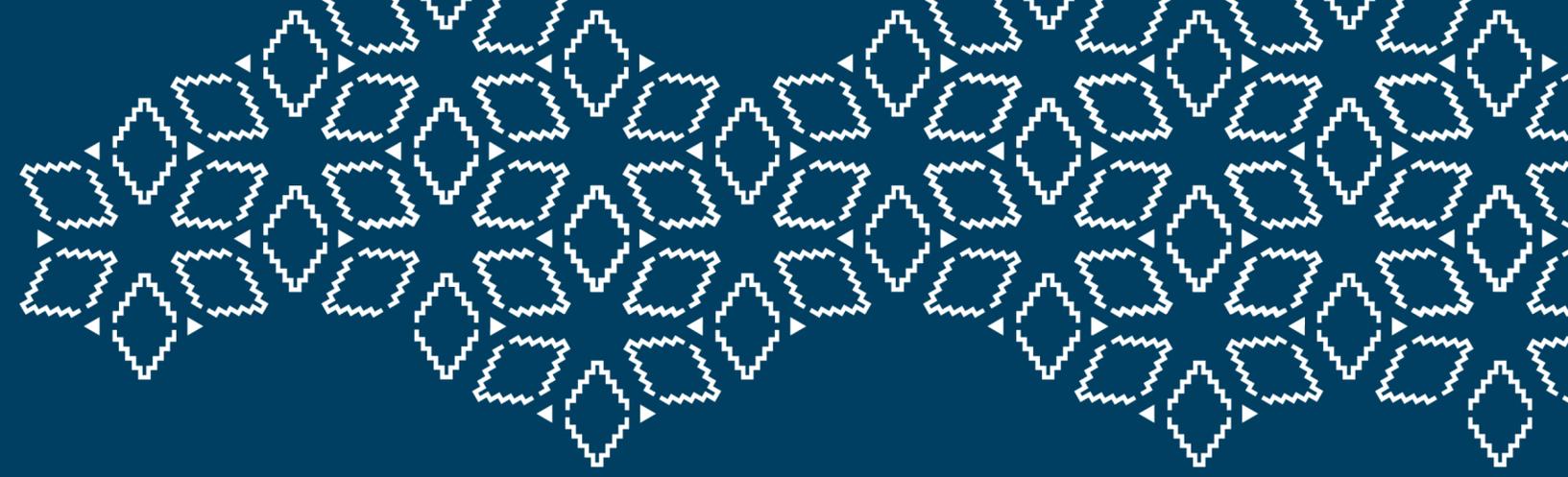


We Have Sand, Sun, & *One Lucky Winner*

Congratulations to [First Name], who is the winner of our New Years Eve Giveaway! Thank you to everyone who entered.

If you didn't win this time, you can still plan an unforgettable vacation to Bermuda. For more inspiration, head to our website where you'll find insider tips, itineraries, and unbeatable deals to get started.

[EXPLORE VACATION PACKAGES →](#)



October-December 2025

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

Greener

Growing by being pink, blue + greener



Bermuda Ocean Prosperity Programme

Steering Committee Meetings & Stakeholder One-on-Ones

BTA attended the 2025 BOPP Steering Committee Meetings alongside by the Minister Jache Adams, representatives of DENR, BZS, BAMZ.

BTA's role on the steering committee, leading the Blue Tourism programme was reaffirmed for 2026.

Outcome: Members of the BOPP team will register for AnchorBDA education programme in 2026



Greener Together

OVERVIEW

Q3 2025

BTA's participation emphasises partnership and collaboration in environmental efforts.

Working with local organisations builds shared momentum toward a cleaner island.

Takeaway: Sustainability thrives through community support and collective action.

Infrastructure



Air Service

Air Service Development

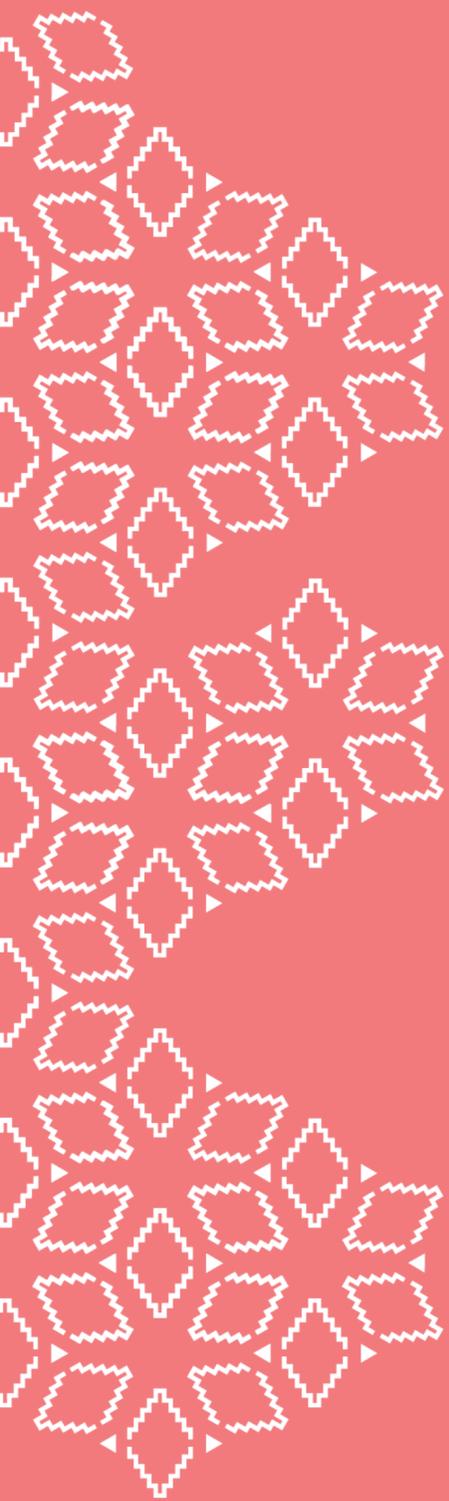
The Bermuda Tourism Authority leads the Bermuda Air Service Development Committee, chaired by BTA Chairman Billy Griffith, working closely with the Bermuda Airport Authority, Skyport and airline partners to ensure sustainable airlift for the island.

Air capacity directly impacts accessibility, pricing and overall demand for travel to Bermuda. In 2025, capacity has declined in several major US gateway markets, while Canadian service has strengthened with increased lift from Toronto and Halifax and new service from Montréal. Striking the right balance is critical — too much capacity challenges route viability, while too little drives up fares and limits access.

The BTA's expanded leadership role ensures coordinated, data-driven decisions that support both tourism growth and local travel needs.

Local Involvement

Growing through people.



Local Involvement

OVERVIEW

Q4 2025

Strengthened engagement with community partners, educators, and industry stakeholders.

Promoted inclusion, workforce readiness, and stronger ties between tourism and the broader community.

Reinforced BTA's role as a connector across education, business, and hospitality sectors.

Strengthening Internal Culture & Employee Engagement

Hosted October Staff Summit

- Leveraged 2024 Clifton Strengths insights to build collaboration
- Facilitated open dialogue, trust-building, and Q1 2026 alignment
- Launched Employee Experience Action Team (charter & structure)
- Outcomes: Improved morale, alignment & belonging
- Established formal feedback-to-action mechanism for 2026+
- Positive staff engagement



Employee Engagement

Established cross-functional Employee Experience Action Team

- Defined governance across P&C, Operations, SI&SE, Data & Insights
- Monthly meetings + leadership reporting structure
- Introduced 'Employee Experience Insights' updates
- Outcomes: Increased trust, accountability & shared ownership

Intentional Stakeholder Engagement & Partnerships

Strategic meetings: Shifted to structured, data-driven partnership model

- Partners: Public Transportation, Taxi Association, Bermuda Ocean Prosperity Programme
- Promoted AnchorBDA training for frontline excellence
- Secured DPT agreement for AnchorBDA Specialist training
- Outcomes: Strengthened trust & relational engagement model

Promoting Inclusive Tourism Global Engagement

Participated in Tourism for All (Destinations International)

- Joined global cohort on accessibility & inclusion best practices
- Developed local action plans & facilitation tools
- **Outcome:** Positioned destination as regional leader in inclusive tourism

Community Sponsorships & Inclusion in Action

- Donated 17 gifts via Angels Tree (BBBS & Foster Parents Association)
- Supported Jamaica Relief (Hurricane Melissa)
- Supported Beyond Inclusion 'Passport to Possibilities'
- Fostered morale through Holiday initiatives (Bermuda & NY)
- Outcomes: Demonstrated inclusion through action & strengthened community ties

Education, Workforce Development & Cross-Sector Engagement

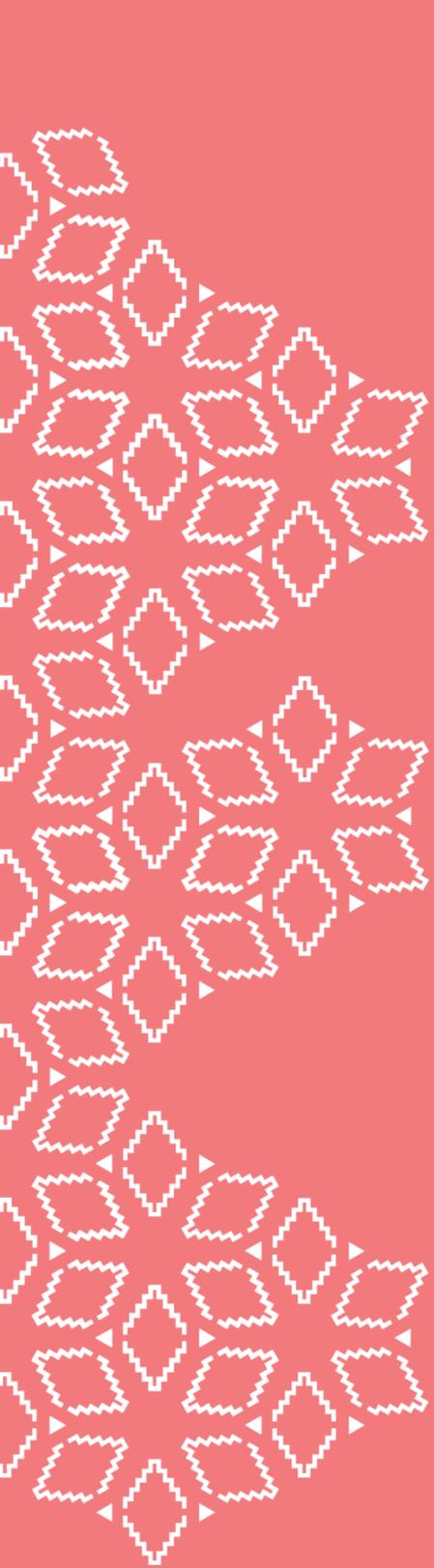
Leveraged CTO membership for tourism education initiatives

- Supported Tourism Human Capital Development & Pipeline Project
- Promoted Careers in Tourism Manual regionally
- Participated in Chamber Business Roundtable (risk & safeguarding)
- Outcomes: Strengthened regional visibility & cross-sector collaboration

Q4 Summary: Strategic Impact

Advanced employee experience & internal culture

- Elevated stakeholder engagement & partnership model
- Strengthened tourism's role in cross-sector solutions
- Enhanced inclusion, workforce development & community impact
- Established strong foundation for continued growth in 2026



Local Involvement

Key Takeaways

Q4 2025

- Strengthened community and education partnerships across Bermuda.
- Embedded inclusion and workforce development into every initiative.
- Ensured Bermuda's tourism growth remains community-rooted and equitable.

Innovation

Think like a visitor



Experience 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



Think Like a Visitor

OVERVIEW

Q3 2025

BTA's Experience Team delivered immersive, authentic, and interactive cultural initiatives.

Focus: Helping visitors feel Bermuda—its history, traditions, and creativity—in real time.

Aligned with the National Tourism Plan goal to foster meaningful cultural connections.

Bermuda Art Month 2025

October 2025

Objectives:

- Deliver Bermuda's third annual Art Month as a structured, experience-led shoulder-season programme.
- Increase visitor engagement
- Drive measurable economic impact
- Position arts & culture as core to destination experience

Bermuda Art Month 2025

Overview

Island-wide daily programming (Oct 1–31)

- Plein Air Festival (anchor event)
- Exhibitions, workshops, performances
- Curated gallery activations
- Geographic dispersion across multiple locations
- Collaboration across cultural sector



ART MONTH 2025

RESULTS & IMPACT

Category	Result	Impact
Visitor Attendance & Economic Impact	18 international visitors	\$52,572.28 estimated impact; first experience-led group travel impact
Engagement	45 Passport participants	Increased foot traffic & visitor spend
Partnership Growth	Run for the Arts shifted to October (+100 participants)	Programme expansion & alignment
Overall Reach	165 tracked visitors	23% increase from 2024

Innovation: Think Like a Visitor

Titan Tours : City Highlights Bus Tour (Nov 2025 – March 2026)

OBJECTIVE:

- Strengthen shoulder-season calendar with consistent, recurring experience.
- • Align with Baby Boomers, Experience Enthusiasts, Active Families
- • Ensure reliable, bookable experiences
- • Reduce reliance on one-off activations

Titan Tours Execution Summary

Experience Investment Programme (EIP) recipient

- Operates every Saturday at 11:00 a.m.
- Timed with Hamilton Ferry arrivals
- Showcases historic, cultural & arts locations
- Concludes with rum swizzle/non-alcoholic refreshment
- Listed on BTA website & Viator



Titan Tours

Results & Impact

Category	Result	Impact
Bookability	Listed on BTA website & Viator	Improved discoverability & booking access
Participation	26 visitors booked to date	Baseline traction for scalable growth
Strategic Alignment	Recurring Saturday activation	Supports year-round positioning
Programme Impact	Successful EIP recipient	Grant-funded, repeatable visitor-ready product



Thinking Like a Visitor

Q4 2025

Thinking like a visitor - What we learned

Immersive experiences create emotional connections—visitors become advocates.

Partnerships with local creatives and businesses ensure authenticity.

Technology and storytelling amplify engagement and lasting impact.

Teams & Groups

Growing through groups.

Teams & Groups

Business Development Overview

Q4 2025

Category	Details
Overall Visitors	2,335
Economic Impact	\$9,761,337.66
Group Types	Golf; Swimming; Sailing; Ball Hockey
Hotel Partners	Hamilton Princess; Coco Reef; Grotto Bay; Willowbank; Newstead; Pompano; Airbnb; The Loren; Rosewood; The Reefs; Mid-Ocean; Cambridge Beaches
Number of Events	6
Room Nights	7,705

Sports Tourism: Round the Sound

Q4 2025

- Vertical: Swimming
- Accommodation: Grotto Bay, Airbnb, Misc.
- Date: October 12, 2025
- Room Nights: 1,867

Overview

The Round the Sound (RTS) is an international Open Water Swim event that has been held in Harrington Sound in October of every year since 1991. The 35th annual Round The Sound took place on 12 October 2025 and offered race distances of 10km, 6km, 4km, 2km and 0.8km that each start at different locations around Harrington Sound and all finish at the Bermuda Aquarium Museum & Zoo (BAMZ).

Visitor Numbers: The Round the Sound event included an estimated total of **419** visitors. The economic impact of the event was **\$1,271,600.88**, with spending on accommodation, dining, transportation, and leisure activities.

How the Activity Aligns with Our NTP and/or Corporate Objectives:

Direct Spending Impact: through room booking and many local vendors were employed to ensure smooth running of the event. This event attracted locals and international visitors. Enhanced visitor on-island experience by providing experiences to enjoy on the water. It is a sustainable event as it happens annually and they use the natural arena of the Harrington Sound for their races.





Sports Tourism

GOLF

Gosling's Bermuda Open | Q4 2025

Vertical: Golf

Event Snapshot

- October 16–18, 2025
- 54-hole National Championship (Pro & Amateur)
- Venue: Port Royal Golf Club
- Accommodation: Hamilton Princess, Newstead, Pompano, Willowbank
- 199 Room Nights

Performance & Impact

- 82 Visitors
- Economic Impact: \$248,894.58

Strategic Alignment

- Direct spending across hotels and local vendors
- On-island staffing support
- Encouraged extended visitor spend beyond golf
- Positioned as a sustainable, multi-year event



SPORTS TOURISM

SAILING

Bermuda Gold Cup | Q4 2025

Vertical: Sailing

Event Snapshot

October 19–26, 2025

72nd Edition – World’s Oldest Match Racing Trophy
Hosted Open & Women’s World Championship Grade
events

Accommodation: Miscellaneous hotels

320 Room Nights

Performance & Impact

200 Visitors

Economic Impact: \$693,007.18

Strategic Alignment

Direct spending across hotels and local vendors

Engaged part-time local staff

Increased arrivals (athletes traveling with families)

Global exposure via World Match Racing Tour

Established multi-year legacy event (est. 1937)



SPORTS TOURISM

GOLF

Butterfield Bermuda Championship | Q4 2025

Vertical: Golf

Event Snapshot

- November 13–16, 2025
- PGA TOUR Event
- Venue: Port Royal Golf Club
- Accommodation: Hamilton Princess
- 2,400 Room Nights

Performance & Impact

- 626 Visitors
- Economic Impact: \$4,778,826.82

Strategic Alignment

- Significant direct spending across hotel and local vendors
- Major international exposure via PGA TOUR platform
- Strengthened shoulder-season performance
- Reinforced Bermuda's position as a premier golf destination



SPORTS TOURISM

GOLF

Goodwill Golf Tournament | Q4 2025

Vertical: Golf

Event Snapshot

- December 8–10, 2025
- Established 1953 – World’s Longest-Running Pro-Am
- International teams (1 Pro + 3 Amateurs)
- Accommodation: Hamilton Princess, The Loren, Rosewood, The Reefs, Mid Ocean, Cambridge Beaches

•1,000 Room Nights

Performance & Impact

- 300 Visitors
- Economic Impact: \$1,004,515.52

Strategic Alignment

- Direct spending across multiple hotel partners and vendors
- Drives shoulder-season occupancy
- Sustainable annual legacy event
- Positions Bermuda among top global golf destinations



Teams & Groups

Strategic Impact

Q4 2025

Enhanced partnerships with hotels, event organizers, and marine operators.

Supported high-value niches: Blue Tourism, Golf.

Promoted Bermuda as an ideal destination for team travel, tournaments, and incentive experiences.



Group Sales & Travel Trade

Q4 2025

Engagement:

- Driving Visitation
- Strengthening the Meetings & Incentives (MICE) Market
- Building Partnerships with Global Meeting & Events Planner and Luxury Travel/Trade Partners
- Expanding Awareness in Key Markets

Group Sales Leads

Type	Leads	Room Nights	Visitors/People	Economic Impact
Definite	19	6,169	2,350	\$9,786,883
Tentative (April 2026 to April 2029)	65	31,973	9741	--

Group Sales & Travel Trade

Q4 ACTIVITY

IMEX America/October 6-9, 2025/Las Vegas, NV

The sales and business development teams in partnership are hotel and airline partners Fairmont Southampton, Cambridge Beaches and BermudAir, showcased at the largest Event Planning Professionals Tradeshow IMEX. Our teams met with over 100 clients over a 3-day period encouraging the event planner to select Bermuda as the destination for their next event. Clients who visited the booth had the opportunity to visit our immersive experience which allowed them to see the Bermuda Experience for themselves. We also offered tea from Bermuda Vendor NovelTea and coffee from Bermuda Vendor Devils Isle. Attendees were also invited to join us for our Happy Hour which we served our national cocktail, Dark N Stormy. We also hosted 10 key clients for a Bermuda hosted evening at The Michael Jackson Circus cirque du soleil show.



FICP Annual Conference/November 2-5, 2025/Washington, DC

The FICP Annual Conference annual Capitalized on Connections, November 2-5, 2025 Washington DC. This is FICP's marquee event Keynote speakers, new spotlight sessions, collaborative breakouts, and networking you can't get anywhere else. Attendees capitalized on education and experiences made to fuel their financial services and insurance meetings and events.

BTA Representative – Christopher Keane



Montreal MICE Dinner/ November 4 / Old Montreal, Quebec

Donna Douglas and Jamion Simmons visited the Old Towne of Montreal and hosted 25 clients for a Bermuda Inspired Dinner at Kwizinn Vieux-Montréal Restaurant. We partnered with our Canadian Team FeverPitch and Lili Bermuda for this spectacular event.



Group Sales & Travel Trade

Cont'd

Signature Travel Network Conference/November 9 – 12/Las Vegas, NV

Exhibitor during the annual conference Venetian Hotel Las Vegas, NV. Conducted one-to-one meetings with Travel Advisors and hosted an educational workshop. Conference had a total of 2,563 attendees.

BTA Representative – Donna Douglas



ConferenceDirect Forum & Strategic Meeting /November 10 – 13/Tampa, FL

This event brought together Corporate Meeting Planners along with their CD Associates and industry partners for two days of education and networking. The event attracted up to 100 individuals and opened the door to continue partnership with ConferenceDirect in Bermuda quest to explore meaningful Group sales connections with our Third-party partners.

BTA Representative – Jallande Greaves



MARITZ NADA (National Automobile Dealers Association)/December 1/Tampa FL

Meeting sponsor role which included networking opportunities and time to provide updates; 40 attendees.

BTA Representatives – Donna Douglas & Chris Keane



Group Sales & Travel Trade

Cont'd

AMEX GBT Meetings & Events INTER[action]/ Las Vegas, NV/ December 6-10

The primary "Amex GBT interaction 2025" event was the AMEX GBT Meetings & Events INTER[action] Las Vegas 2025, which took place from December 6-10, 2025. This annual global business partner showcase, hosted at CAESARS FORUM, gathered over 1,000 Amex GBT employees and business partners to build relationships, share insights, and foster mutual growth.

Key activities and focus areas included:

Networking: Extensive opportunities for one-to-one appointments and evening networking sessions to strengthen industry connections.

BTA Representatives – Christopher Keane



Year-Round

Embracing seasonality

Year-Round Tourism — Overview

Q4 2025

Goal: Sustain visitor arrivals beyond the peak summer season.

Aligned with NTP's objective to increase off-season visitation through meetings, group travel, and niche events.

Focus on diversifying experiences to attract visitors year-round.

Building Demand Beyond Summer

Q4 2025

Engaged high-value visitor segments that extend the tourism calendar.

Supported sports, culture, and group travel initiatives driving off-peak arrivals (See Teams, Groups and Innovation)

Partnered with hotels and airlines to fill seasonal gaps and sustain demand.

Off-Season Opportunities

Expanded collaborations with event organizers to extend stays and repeat visitation.

Encouraged hybrid and corporate group travel to maintain tourism flow.

Highlighted Bermuda's accessibility, natural beauty, and cultural experiences in all seasons.

Summary — Year-Round Resilience

Q4 2025

Established a foundation for consistent tourism activity outside summer months.

Positioned Bermuda as a vibrant destination year-round.

Next Steps: Grow event diversity, attract new markets, and strengthen airlift partnerships.

Financials Q4 2025



Finances Q4 2025

Summary

Overall, there is a deficit of \$2.66m compared to a budgeted deficit of \$2.85m. The difference of \$184k can be broken down as follows:

- Income \$196k above budget
- Direct costs \$149k above budget
- General Costs \$137k below budget

More details of the variances by division are provided below.

Income

- **Government grant** – this is the third quarter of the new government grant of \$15.5m per annum.
- **Hotel fees** – hotels fees at \$9.1m are \$384k above budget and \$585k above the prior year. The increase is primarily driven by increase in the daily rate.
- **Cruise passenger fees** – 2025 saw 442,735 passengers generating fees of \$7.08m. This is \$175,000 below budget which is mainly due to the hurricanes (Erin, Humberto, Imelda and Melissa) during August – October which resulted in several cancelled visits.
- **Vacation rentals** – this is marginally below budget.



Balance Sheet Q4

Balance Sheet

Bank - the balance at the end of the year was \$559k. Cash flow for the end of December and early 2026 is being managed until receipt of the Government grant, due at the beginning of the year.

Accounts receivable – the balance of (\$581k) comprises primarily hotel fees (\$381k) not due until 15 January and reimbursement of funding from NCL.

Accrued income & Prepaid expenses – is primarily estimated income for hotels where the December return has not yet been received, prepaid expenses (Sail GP, Trade shows, Licenses and Insurance) and intercompany balances.

Vendors payable (\$1.9m) – This is primarily the Marketing invoices.

Balance Sheet

Report for Q4 ending December 31, 2025

Balance Sheet

- **Bank** - the balance at the end of the year was \$559k. Cash flow for the end of December and early 2026 is being managed until receipt of the Government grant, due at the beginning of the year.
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- **Vendors payable (\$1.9m)** - This is primarily the Marketing invoices.

Income Statement

Bermuda Tourism Authority

For The Quarter Ended 31 December 2025

	Quarter 4			Year To Date		
	Actual	Budget	PY	Actual	Budget	PY
Income	6,135,092	6,174,625	6,413,575	32,369,709	32,173,764	33,473,031
Direct costs	5,270,430	4,864,112	4,551,920	24,999,798	24,850,468	25,964,862
Direct surplus (deficit)	864,662	1,310,513	1,861,655	7,369,911	7,323,296	7,508,170
Structure, general & administration costs	2,681,589	2,581,335	2,737,218	9,983,052	10,131,106	9,543,515
Operating surplus (deficit)	(1,816,927)	(1,270,821)	(875,562)	(2,613,141)	(2,807,810)	(2,035,345)
Net finance costs	14,526	10,272	11,047	51,949	41,500	52,760
Net surplus (deficit) for the period	(1,831,453)	(1,281,094)	(886,609)	(2,665,090)	(2,849,310)	(2,088,105)

Income Statement

Bermuda Tourism Authority

For The Quarter Ended 31 December 2025

	Quarter 4			Year To Date		
	Actual	Budget	PY	Actual	Budget	PY
Income						
Grants, subsidy & contribution income	3,875,000	3,875,001	3,885,000	15,510,000	15,510,000	16,905,000
Tourism authority fee	1,688,881	1,681,949	1,638,397	9,120,300	8,736,214	8,535,149
Cruise passenger visitor fee	336,176	371,925	750,976	7,083,760	7,258,300	7,371,440
Vacation rental properties TAF	234,868	245,000	128,022	653,977	666,250	650,262
Other income	167	750	11,180	1,672	3,000	11,180
	6,135,092	6,174,625	6,413,575	32,369,709	32,173,764	33,473,031
Direct costs:						
Marketing	4,056,181	3,356,748	3,402,585	14,823,561	13,733,830	13,655,254
Group Sales & Business Development	790,719	803,060	807,843	8,381,707	8,845,091	10,519,361
Experiences	(9,773)	146,667	114,689	414,425	570,000	492,681
Operations	433,303	557,637	226,803	1,380,105	1,701,547	1,297,566
	5,270,430	4,864,112	4,551,920	24,999,798	24,850,468	25,964,862
Structure, general & administration costs:						
Staff costs	1,768,295	1,907,626	1,734,099	6,885,283	7,290,228	6,615,278
Communications & IT	189,850	162,654	145,901	678,216	650,565	570,075
General expenses	309,376	149,541	319,383	686,848	727,510	852,046
Marketing	2,763	250	3,200	2,793	2,750	4,129
Premises	223,891	222,789	226,185	865,153	890,153	857,009
Professional fees	182,141	125,725	306,100	846,887	519,900	632,665
Equipment	5,273	12,750	2,350	17,871	50,000	12,312
	2,681,589	2,581,335	2,737,218	9,983,052	10,131,106	9,543,515

Balance Sheet

Q4 2025

Balance Sheet

Bermuda Tourism Authority

December 31, 2025

ASSETS	<u>Quarter 4</u>
Current Assets	
Cash & Bank	559,117
Accounts Receivable	581,352
Accrued Income & Prepaid expenses	1,118,713
Total Current Assets	<u>2,259,182</u>
Non-current Assets	
Fixed assets	84,600
Investment	200
Total Assets	<u><u>2,343,983</u></u>
EQUITY & LIABILITIES	
Accumulated Surplus	(2,589,831)
Current Liabilities	
Vendor Payables	1,982,182
Accruals	2,681,980
Deferred Income	269,651
	<u>4,933,814</u>
Long term Liabilities	
Lease Obligations	-
Total Equity & Liabilities	<u><u>2,343,983</u></u>

