

# Q1 2026 Corporate Activity Report

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

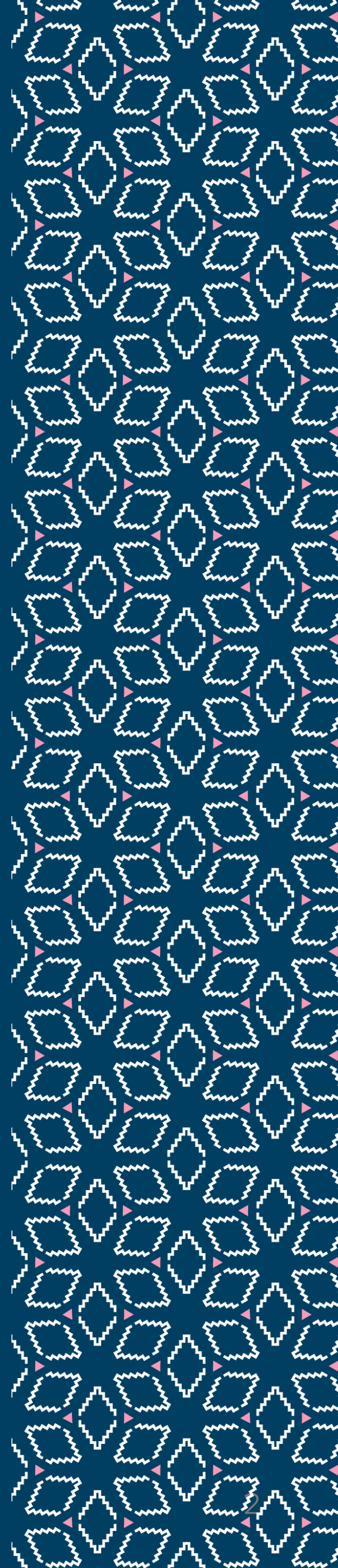
January– March 2026

BERMUDA

Lost Yet Found

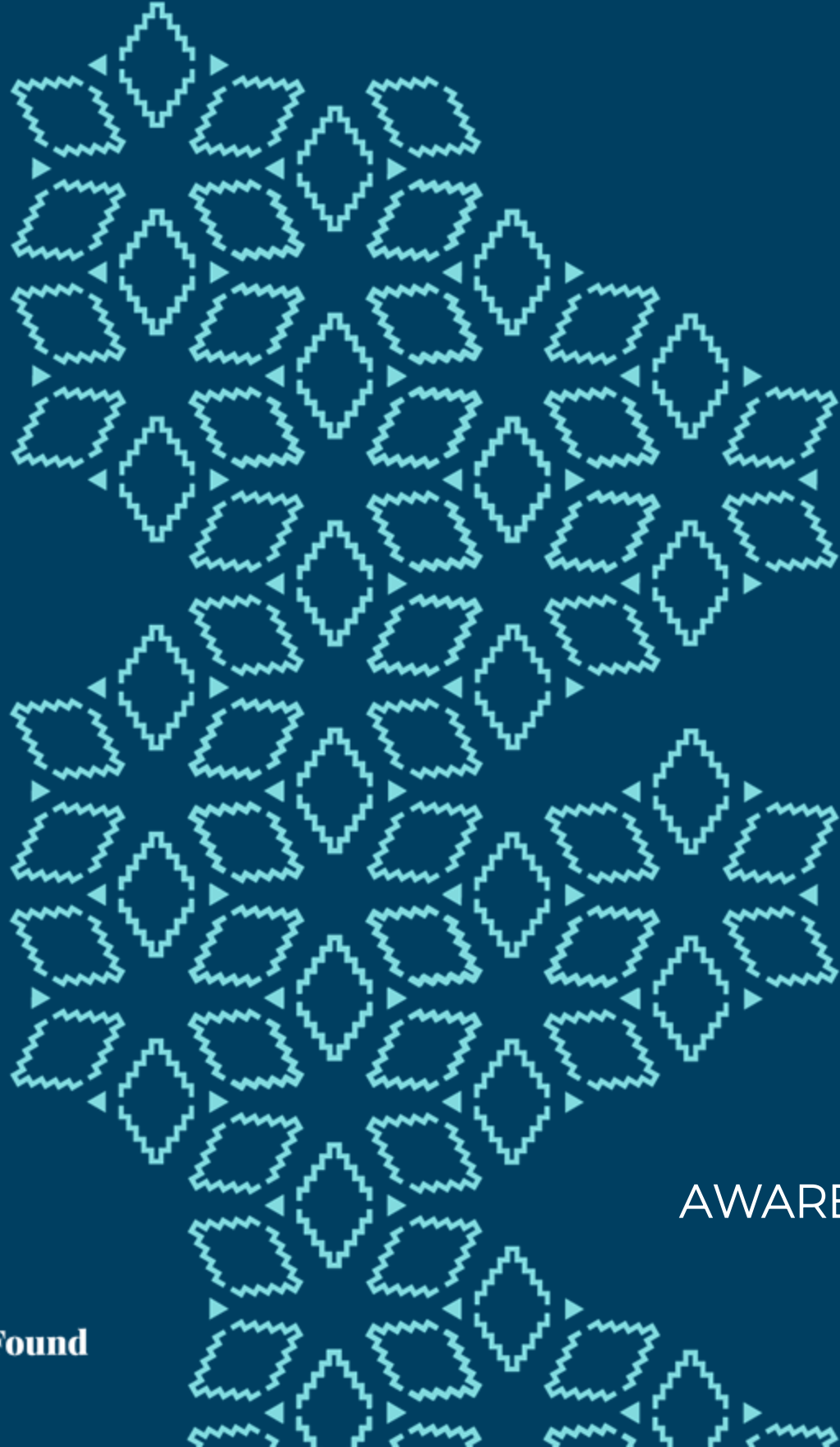
# Awareness & Relevance

Differentiating Bermuda



# Overview

Integrated marketing, PR, social media, digital engagement and content production across key source markets.



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



# Marketing Executive Summary

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

From January 1 – March 31, we ran four unique Paid Media campaigns, each with specific objectives. The campaigns were:

- Always-On US
- Always-On Canada
- Pink Sale
- One-Off Partnerships

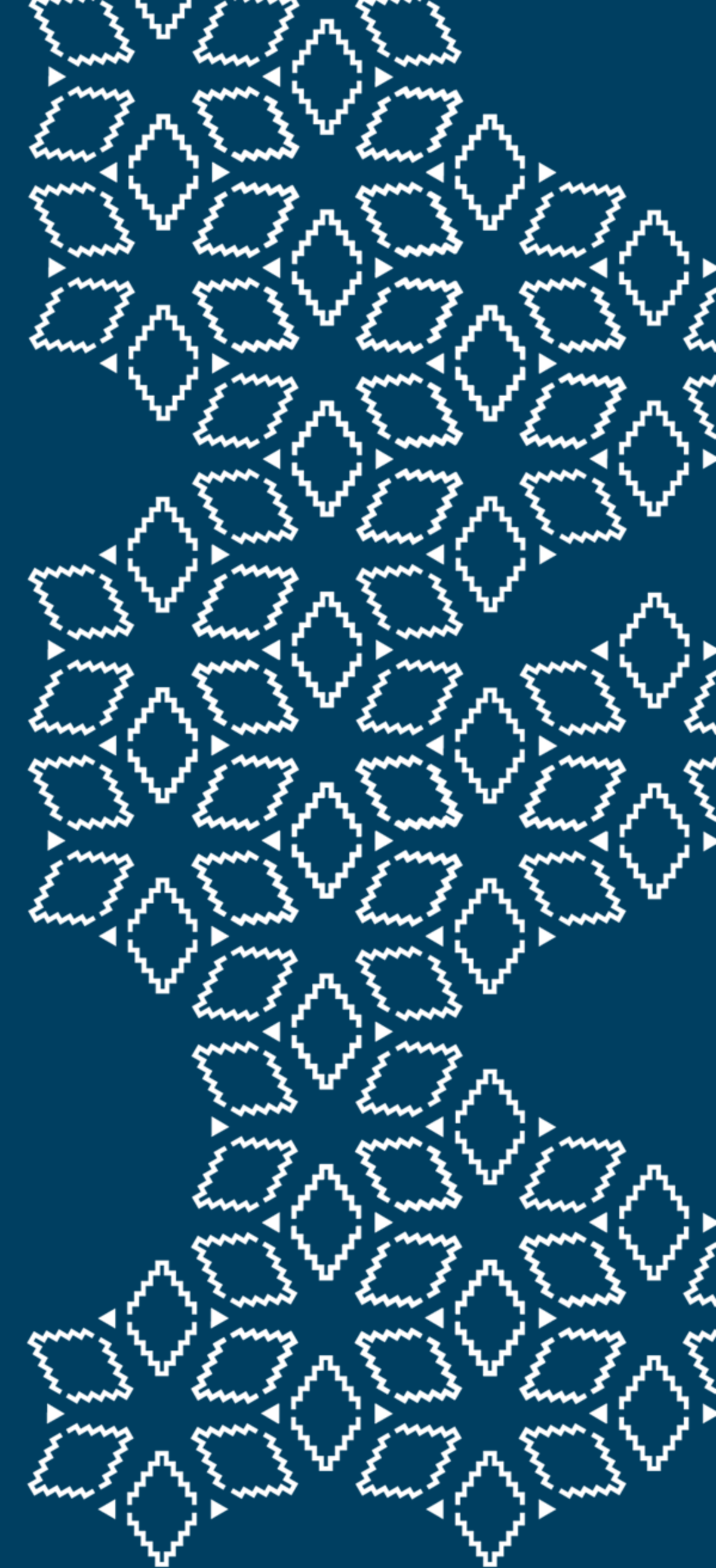
Target Audiences:

- Frequent Travelers
- Competitive Conquesting
- Golf Lovers / Golf Enthusiasts
- Family Travel
- Travel Interest / Travel Enthusiasts
- Affluent Households

Each campaign ran unique creative across various channels based on the campaign goals set forth. The quarter balanced always-on efficiency with seasonal promotional activity and high-impact custom activations designed to expand visibility during a key spring travel planning window. In addition to the campaigns above, we also ran on social media channels including Facebook, Instagram, TikTok, Reddit and Pinterest, with Canada-specific creative introduced in March to support market-level efficiency and engagement.

# Objectives & KPIs

CAMPAIGN	OBJECTIVE
Always-On US	Increase awareness of Bermuda as an ideal travel destination in US markets. Drive traffic to GoToBermuda.com and use content on the site to encourage conversions /bookings.
Always-On Canada	Increase awareness and consideration for Bermuda in priority Canadian markets, driving qualified traffic and engagement during peak winter travel planning season.
Pink Sale	Encourage travel intenders to book Bermuda hotel offers during the winter promotional period through high-reach awareness and conversion-focused tactics.
Custom Partnerships	Align Bermuda with key travel and media partners and create unique activations to reach high-income and niche audiences interested in travel.



# Individual Campaign Performance Metrics

## Campaign Performance – Highlights:

- **Always-On US:** Kept Bermuda visible in priority U.S. markets throughout Q1 through a mix of digital display, native, online video, connected TV, and partner placements. Across the quarter, the campaign delivered 21.6M impressions, 90.8K clicks, and 159.5K conversions, with performance strengthening month over month and CTR rising from 0.15% in January to 0.69% in March.
- **Always-On Canada:** Maintained efficient visibility in key Canadian markets during a peak winter travel planning period. Across Q1, the campaign delivered 11.2M impressions, 26.4K clicks, and 33.2K conversions, while consistently outperforming benchmark on video completion and engagement metrics.
- **Pink Sale:** Served as the quarter's primary promotional push in January, driving strong awareness and conversion activity during the winter booking window. In January alone, the campaign generated 41.1M impressions, 31.0K clicks, and 107.2K conversions. TravelZoo emails were especially strong, and the Hopper Destination Tile ranked among the campaign's top-performing tactics.
- **One-Off Partnerships:** In March, custom activations expanded Bermuda's upper-funnel visibility during a critical spring/summer planning window. These placements delivered 10.2M impressions and strong measurable engagement, including 363 Grand Central QR scans, 998 Whole Foods bag QR scans, 8,710 submissions, and 1,785 email opt-ins.

*Takeaway: A balanced Q1 approach of efficient always-on media, a high-performing winter sale campaign, and high-impact custom partnerships drove strong visibility, engagement, and measurable conversions across Bermuda's priority U.S. and Canadian markets.*

# Channel Performance

Performance by Channel

How People Found Us Online:

- **Digital Ads (overall):** Delivered strong visibility and engagement across Q1, generating 84.2M impressions, 148.3K clicks, and 302.9K conversions, helping Bermuda stay visible in priority U.S. and Canadian markets through always-on, promotional, and custom partnership tactics.
- **Facebook & Instagram:** Continued to drive the largest share of social website traffic in Q1, with Meta producing strong landing page volume at efficient costs. Across the quarter, Facebook and Instagram delivered roughly 265.6K landing page views from traffic campaigns, while Meta cost per landing page view remained highly efficient, ranging from \$0.29 to \$0.48 depending on market and platform.
- **TikTok:** Remained a strong driver of awareness and efficient site traffic, delivering roughly 13.4M impressions, 92.3K landing page views, and 53K+ completed video views across standard traffic efforts in Q1. Performance consistently outpaced benchmark on cost efficiency.
- **Reddit & Pinterest:** Continued to provide efficient, qualified traffic and audience diversification. Reddit outperformed travel benchmarks throughout the quarter, while Pinterest remained especially effective at driving lower-cost outbound clicks and website engagement, particularly through promoted organic Pins.
- **OOH / One-Off Partnerships:** High-impact custom activations in March helped expand upper-funnel reach, contributing 10.2M impressions through one-off partnerships, including Grand Central Station and Whole Foods/Amazon executions, plus measurable engagement through QR scans and email opt-ins.

*Takeaway: Bermuda's Q1 media mix reached travelers across multiple channels, with digital ads and paid social driving the most meaningful engagement, while custom OOH and partnership activations expanded visibility during a critical spring travel planning window.*

# Digital & OOH




\*Only includes placements with more than 1,000 impressions for most accurate representation

\*\*Estimated impressions from proposal as we await final reporting numbers


# Facebook

**Bermuda Tourism** Ad ·

Unpack, breathe in, and let the calm of Bermuda dictate the pace.




**Sibling Unity**  
Family Trips [Learn more](#)




**You're C**  
Family

**Bermuda Tourism** Ad ·

Footprints fade by shore, but the imprint on your soul is forever.



**Serene, chic,...**  
Easy Escape [Learn more](#)



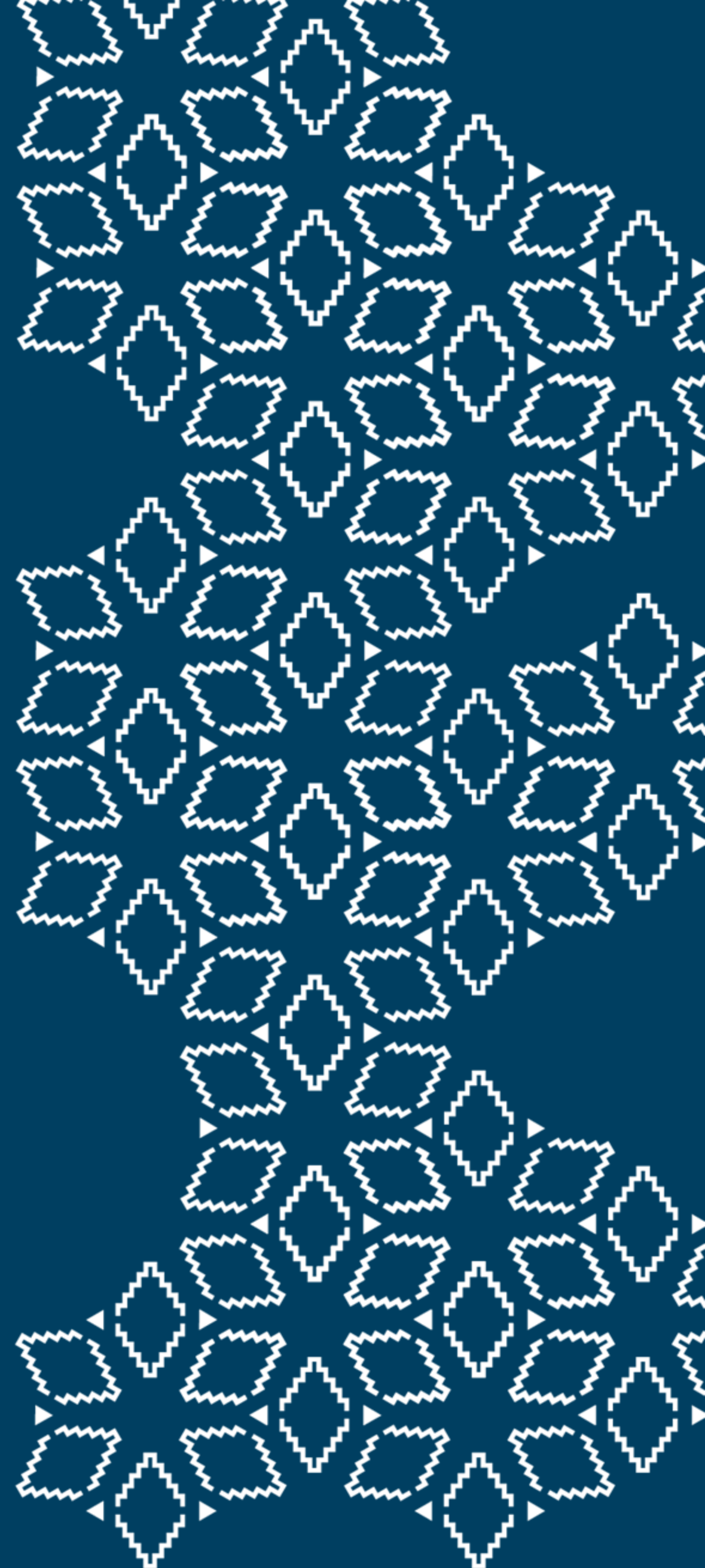
**Barefoot**  
Plan yo

**Bermuda Tourism** Ad ·

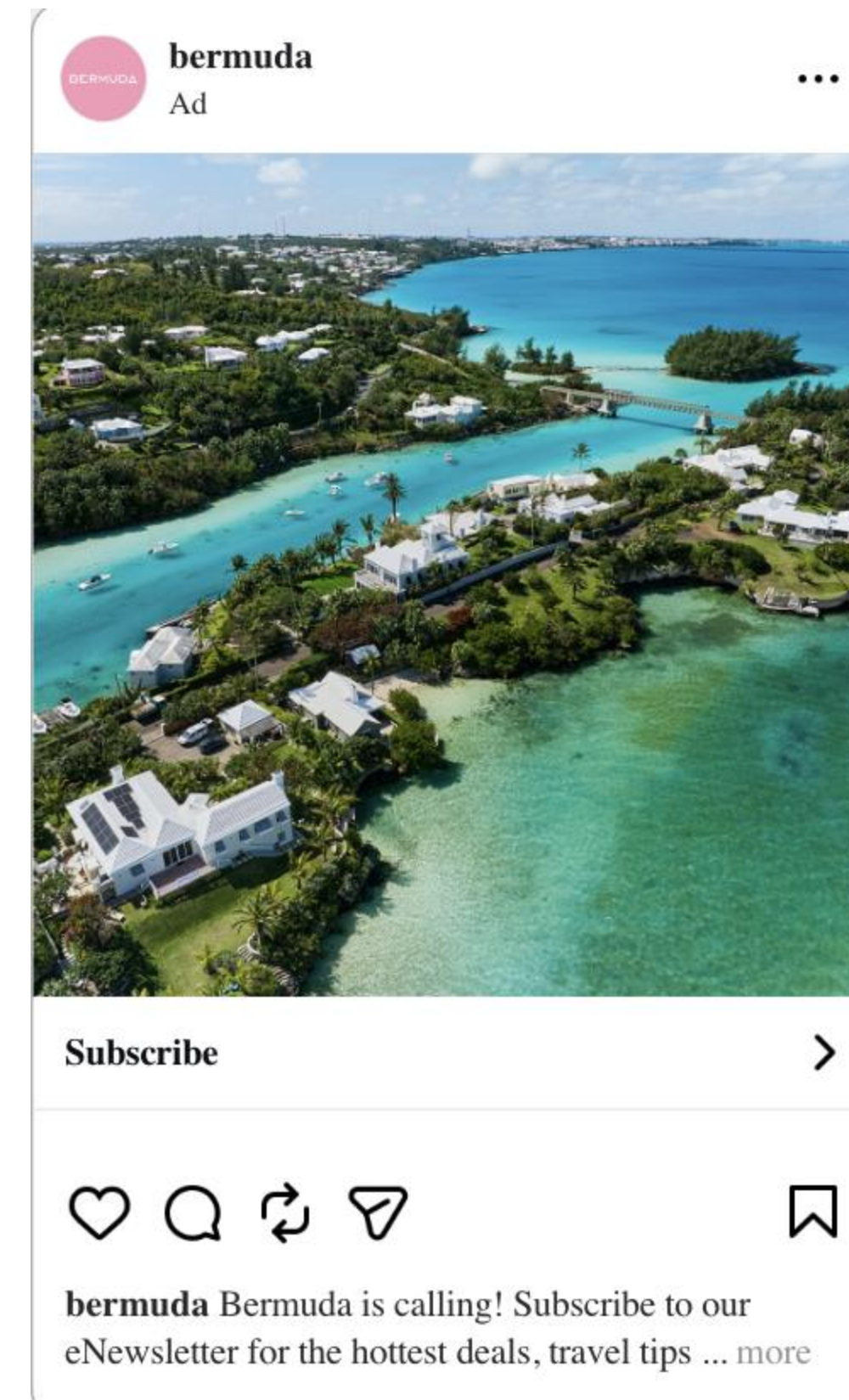
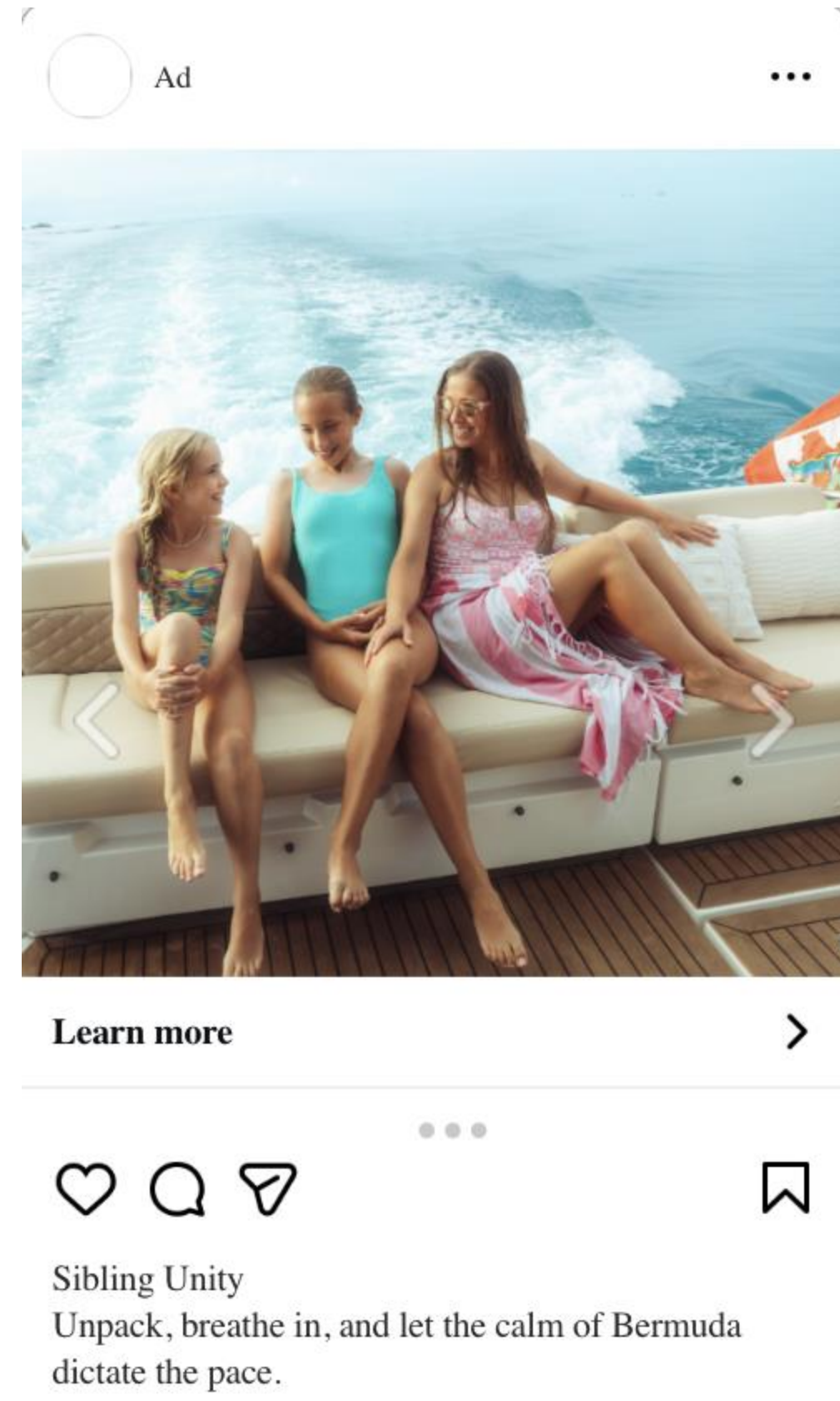
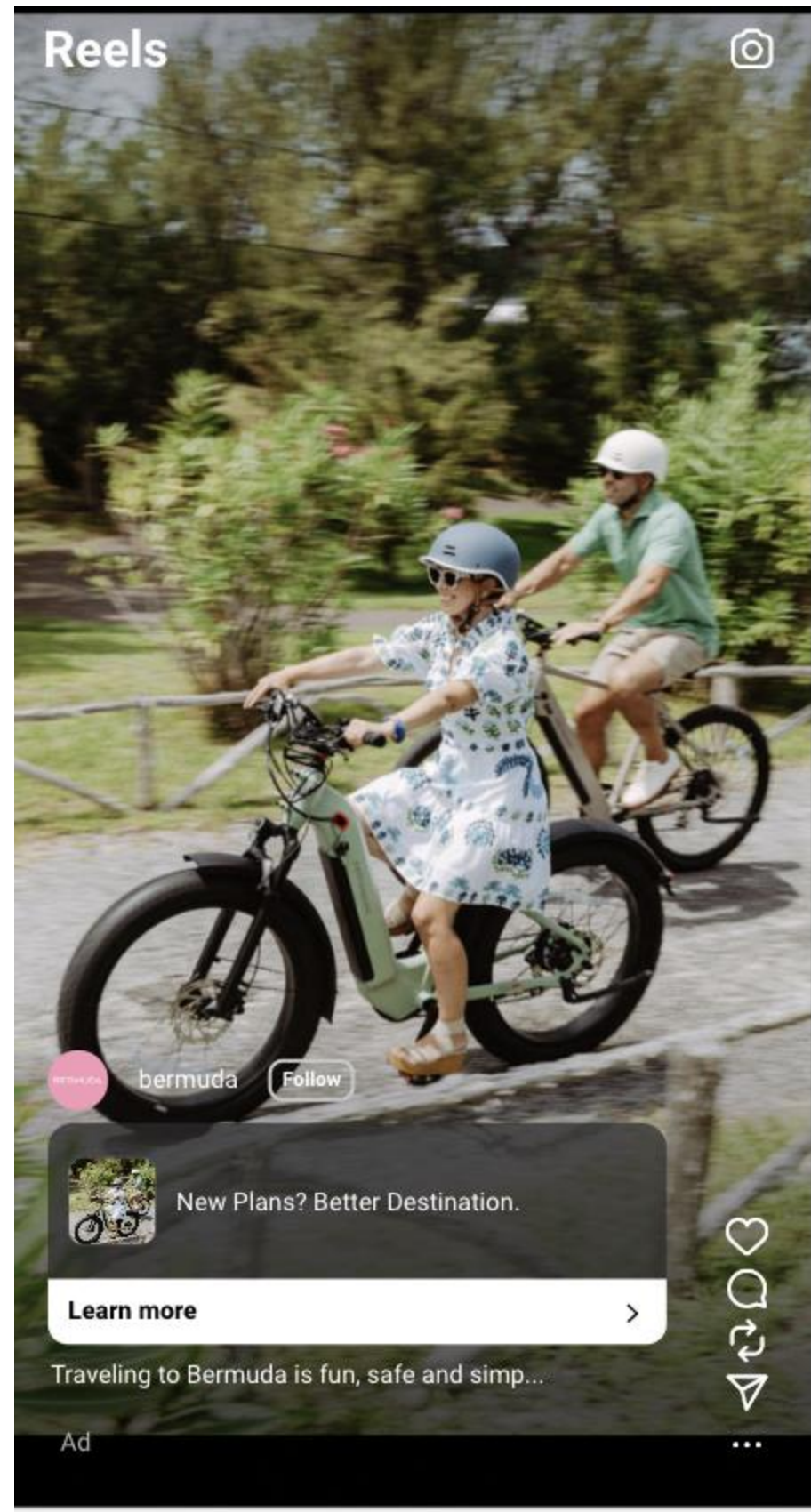
Bermuda is calling! Subscribe to our eNewsletter for the hottest deals, travel tips & inspiration to plan your dream vacation.



FORM  
**Upgrade your island getaway** [Subscribe](#)



# Instagram



# Pinterest

Objective: Site Traffic  
Active Families Carousel  
Outbound Clicks: 17,084  
CPOC: \$0.34



Learn more ↗

Bermuda ...  
Memories that become lore  
await  
Sponsored

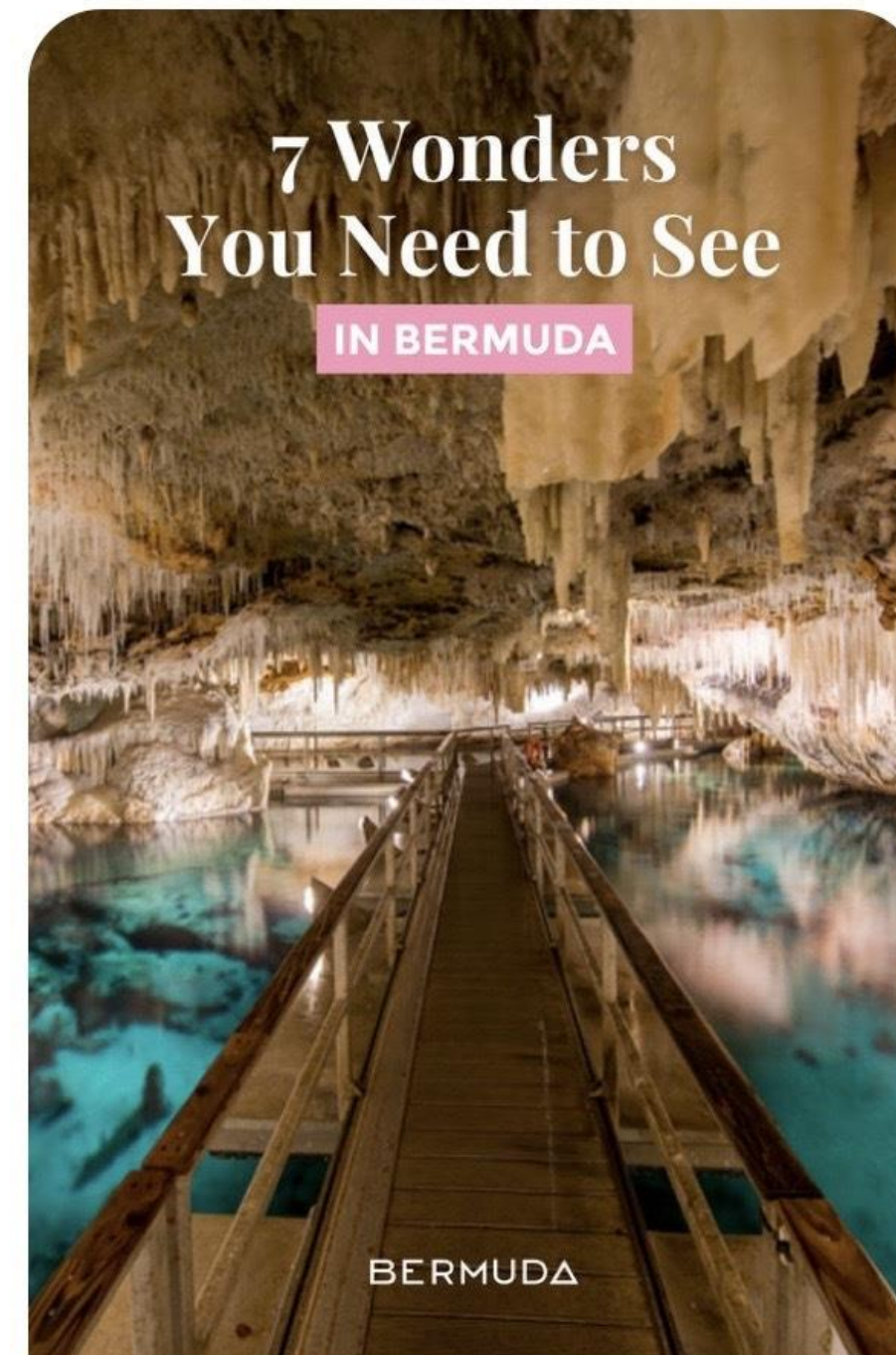
Objective: Site Traffic  
Promoted Organic - Culture  
Outbound Clicks: 8,923  
CPOC: \$0.35



Learn more ↗

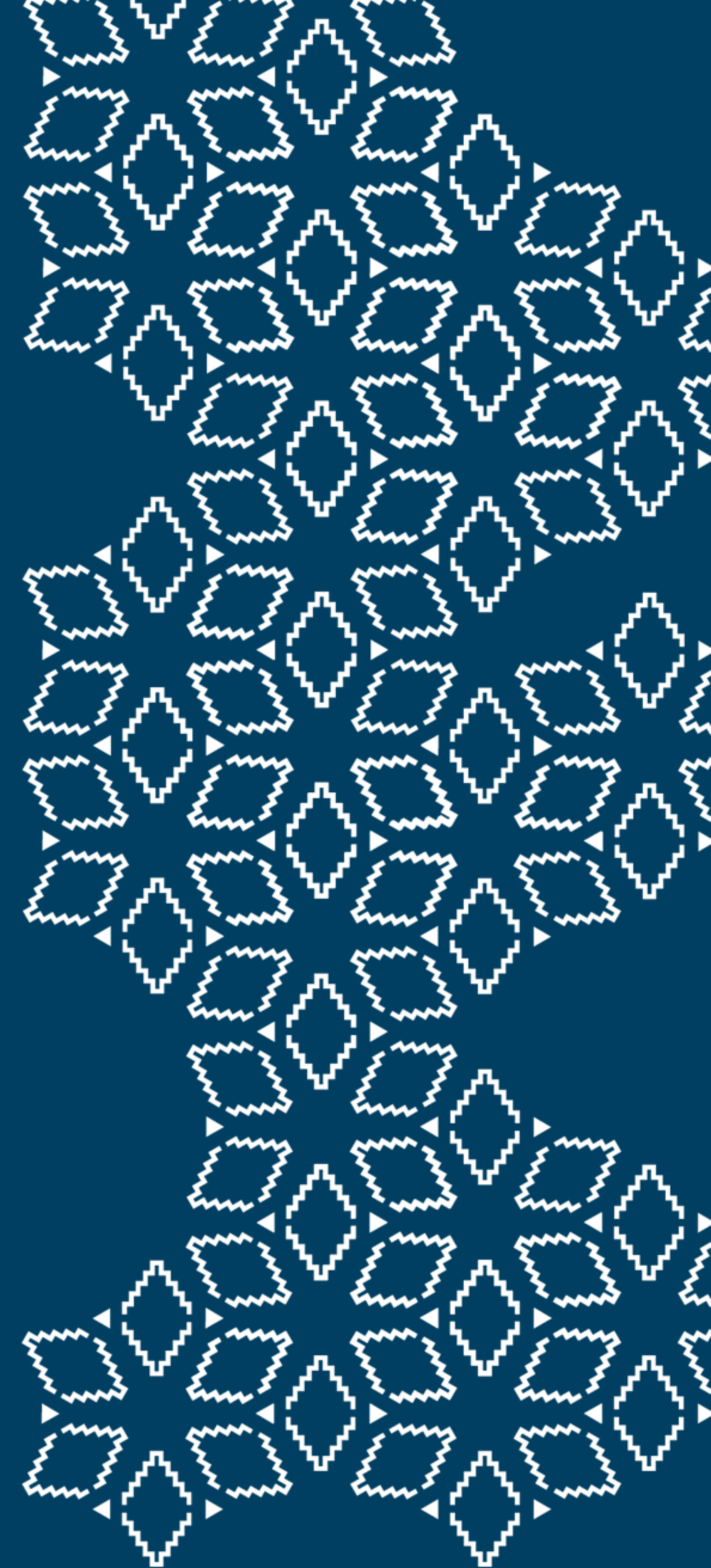
Bermuda ...  
The Bermuda Gombey: A...  
Sponsored

Objective: Site Traffic  
Promoted Organic - 7 Wonders  
Outbound Clicks: 8,862  
CPOC: \$0.38



Learn more ↗


Bermuda ...  
7 Places to Visit in Bermuda  
Sponsored



# Ad Creative Analysis: Reddit

u/BermudaTourism · Promoted

It's time to make some "remember the time" memories. Bermuda has a way of turning low key outings into the stuff of epic family lore.




BERMUDA

gotobermuda.com Buy Tickets

u/BermudaTourism · Promoted

When warm breezes carries a hint of tropical spice, dinner turns into intimate connection. It's the kind of romance you can't fake, only surrender to in Bermuda.



gotobermuda.com Learn More

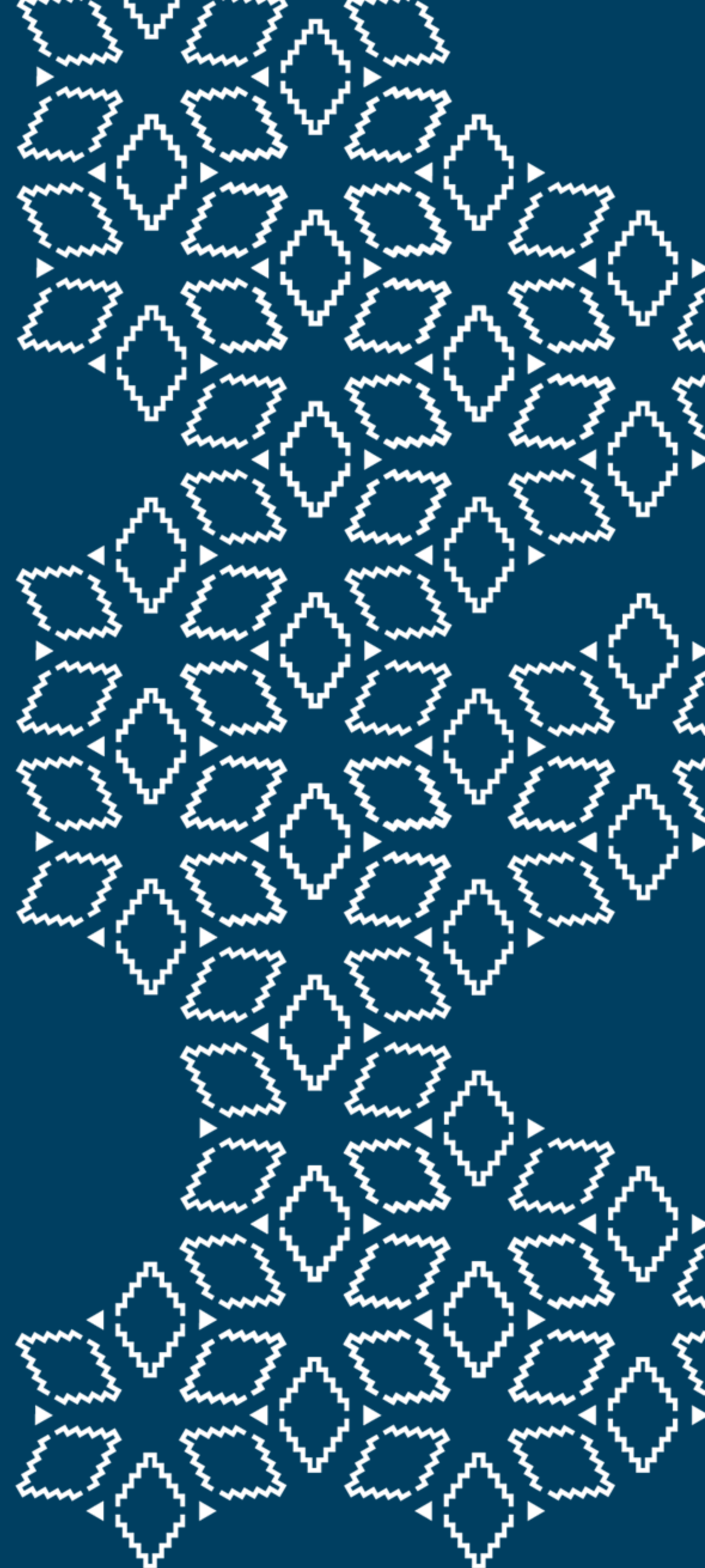
u/BermudaTourism · Promoted

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.



BERMUDA

gotobermuda.com Learn More



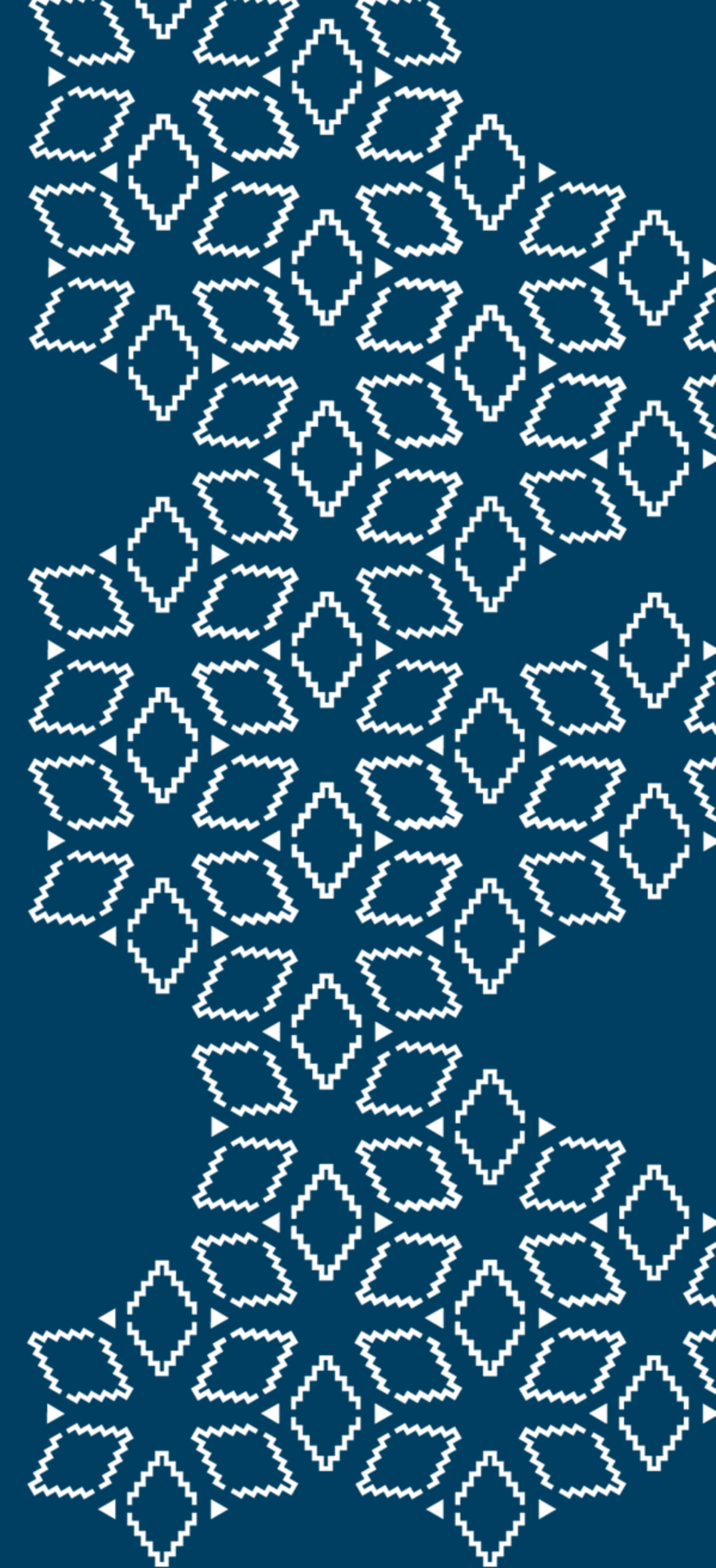
# Key Takeaways

## DIGITAL

**Always On US Campaign:** In Q1, the Always On US campaign maintained a strong and consistent presence among travel intenders through an integrated mix of display, native, online video, connected TV, and high-performing direct placements. Across the quarter, the campaign delivered 21.6M impressions and 159.5K conversions, with performance strengthening month over month. By March, the campaign generated 52,944 clicks, 88,454 conversions, and a 0.69% CTR. Tiki and Perion were key drivers of clicks and conversions, and Tiki's Envoy AI Chatbot placements ranked among the top CTR performers in Q1.

**Always On Canada Campaign:** In Q1, the Always On Canada campaign delivered efficient performance in priority Canadian markets, particularly during the winter travel planning period. Across the quarter, the campaign generated 11.2M impressions, 26.4K clicks, and 33.2K conversions, while consistently outperforming benchmark on both CTR and video completion rate.

**Pink Sale:** In Q1, the Pink Sale served as Bermuda's primary winter promotional push, driving strong awareness and conversion activity during January. The campaign generated 41.1M impressions, 31.0K clicks, and 107.2K conversions in Q1 alone, with standout tactics including the TravelZoo Toronto Email 2nd Send and Taxi Tops in New York City, which delivered more than 19.5M impressions. The campaign helped sustain urgency and booking intent through the end of the winter sale window.



# Key Takeaways

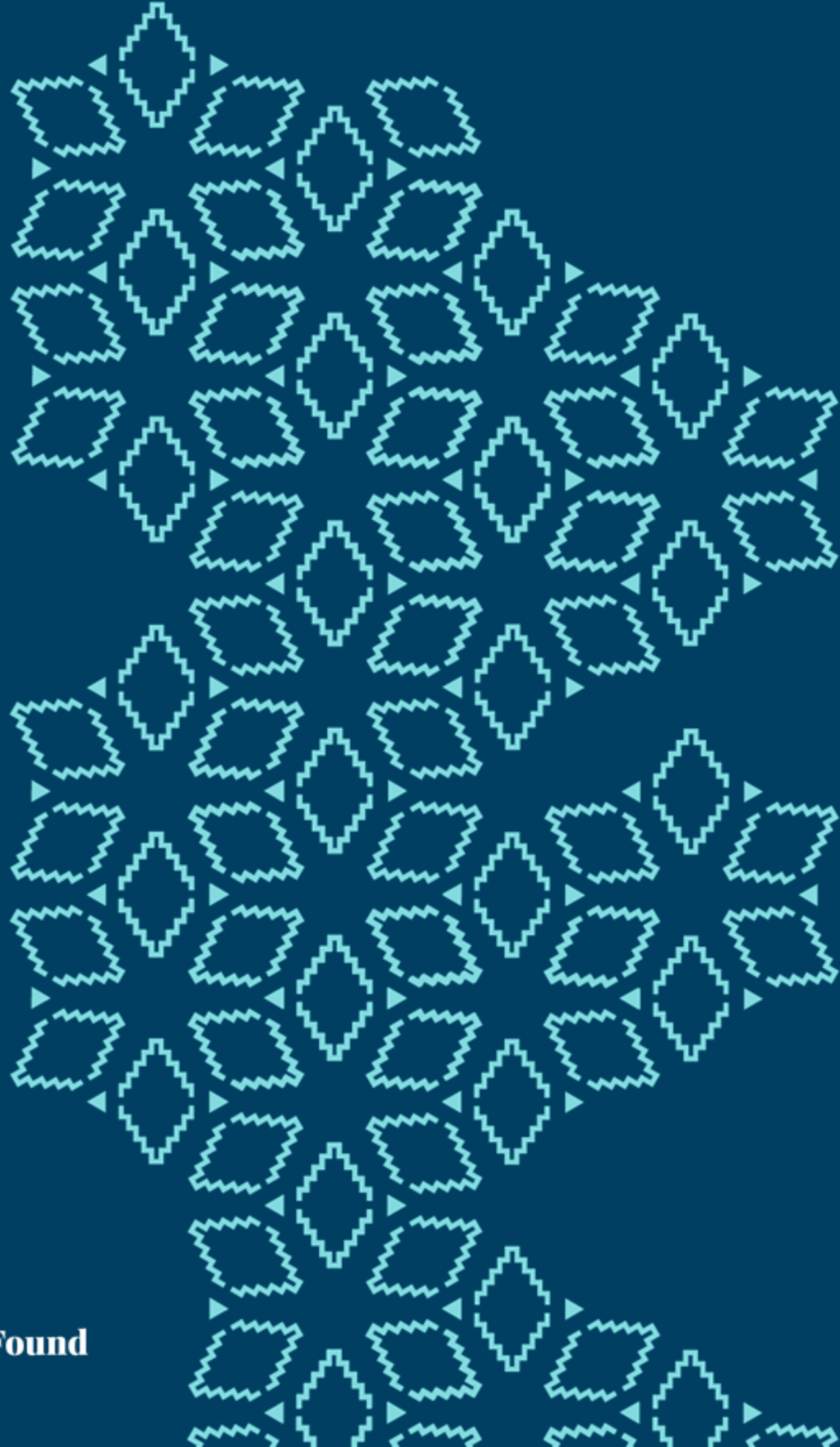
## One Off Partnerships:

In March, One Off Partnerships played a major role in expanding upper-funnel visibility during a critical spring and summer planning window. These activations delivered a combined 10.2M impressions and included several high-impact placements. The Outfront Grand Central Station Out of Home activation drove an estimated 5.2M impressions and 363 QR Code Scans. The Amazon and Whole Foods activation in New York City and Boston distributed over 576,000 custom artwork bags and drove trackable conversions through a QR code, totaling 8,710 submissions and 1,785 email opt-ins. The Carvertise Activation outside of Grand Central Station drove an estimated 576,000 impressions through custom branded cars and eye-catching pink under-glow lights.

## SOCIAL

KPIs well surpassed benchmarks across social channels and the Always On traffic campaign improved YoY on Meta, Pinterest, and TikTok. Facebook, Instagram, and Pinterest were the strongest drivers of site traffic and delivered the most efficient costs per website engagement. On Meta we also saw improvements in the Enews lead campaign with an overall cost per sign-up of \$2.19 - a 61% improvement QoQ. Given Pinterest's highly qualified audience, we recommend shifting more spend toward this channel and prioritizing for future plans. On Meta we also saw improvements in the Enews lead campaign with an overall cost per sign-up of \$2.19 - a 61% improvement QoQ.

# Creative



# Local Creative Production

Carnival in Bermuda Promo 2026



Bermuda Walls — Artist Documentary



9 People. 9 Parishes:  
Documentary



SailGP: In-Broadcast B-Roll Update

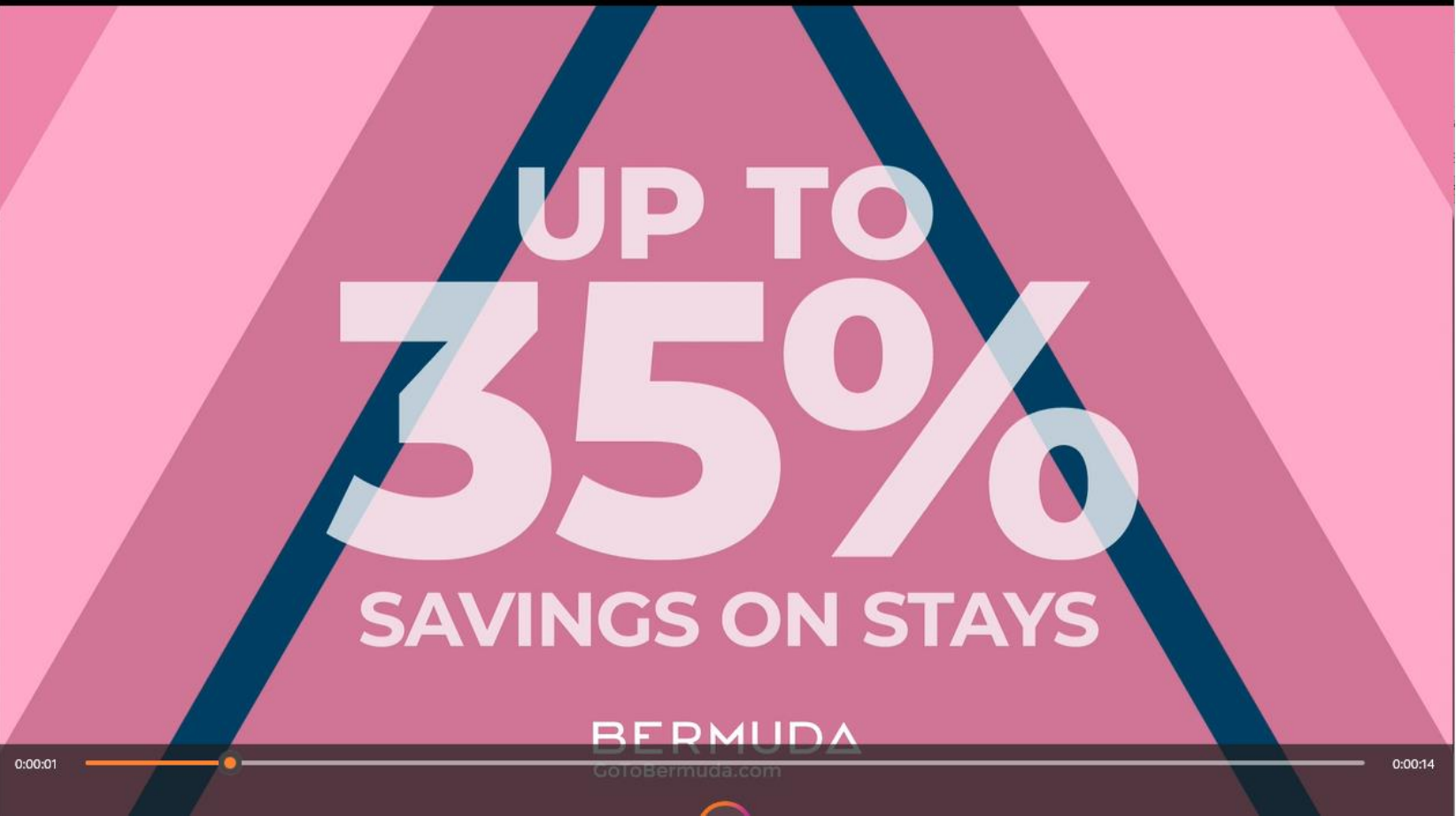


Bermuda Triangle Collegiate Golf



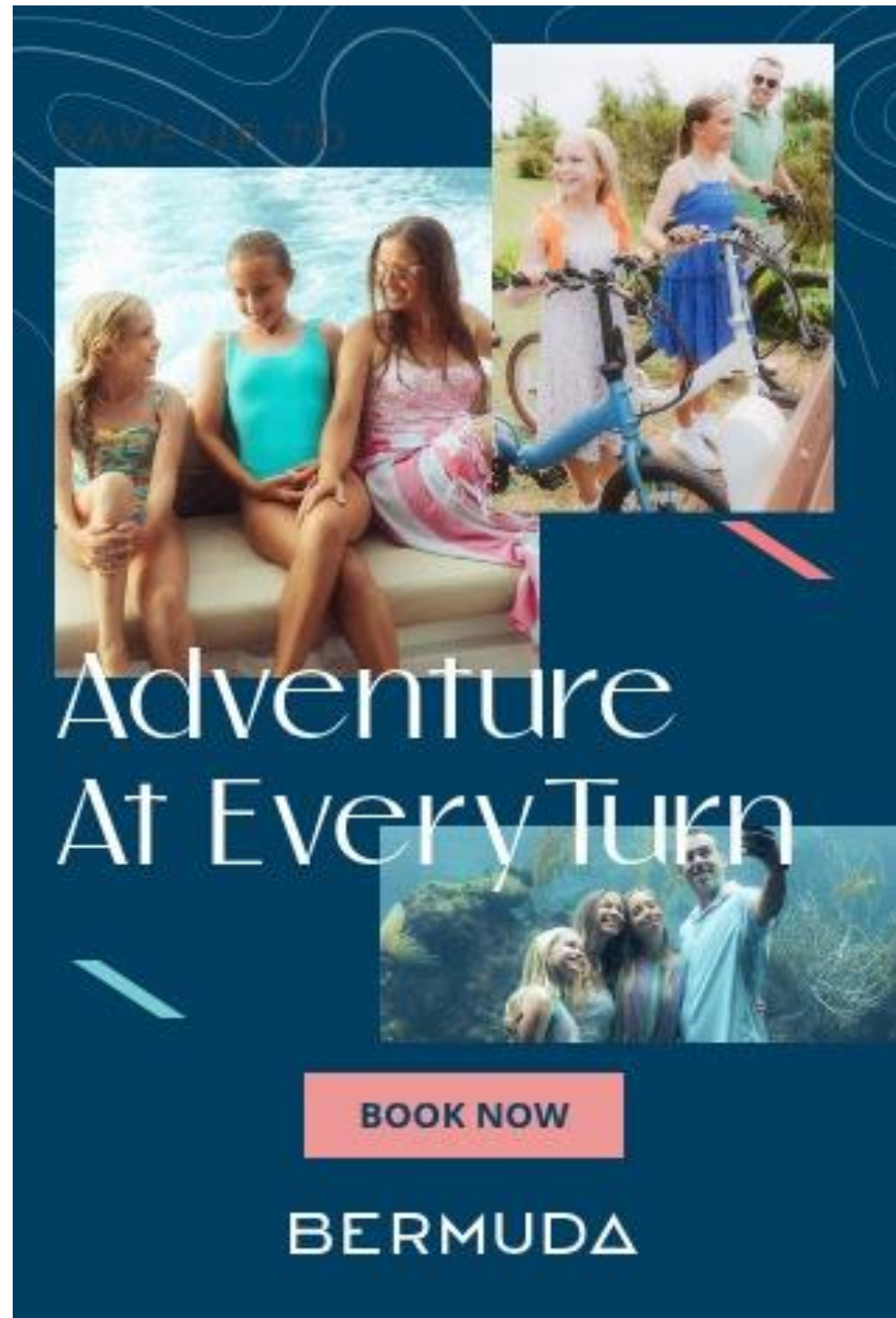
# Video & Social Campaigns

## Pink Sale



# Social Campaigns

Always On



Adventure  
At Every Turn

BOOK NOW

BERMUDA



THIS ISN'T SPECTACLE  
Let The  
Island Unfold

BERMUDA

BOOK NOW



Let The  
Island  
Unfold

BERMUDA

BOOK NOW



THIS ISN'T SPECTACLE  
Let The  
Island Unfold

BERMUDA

BOOK NOW

# Video Campaigns

## Always On



# Paid Digital Campaigns

## Perion

**Here Comes the Sun.**

Here Comes the Serenity.

BERMUDA

BOOK BERMUDA THIS SPRING

**Here Comes the Sun.**

Escape to Bermuda this spring.

BERMUDA

BOOK NOW

BERMUDA

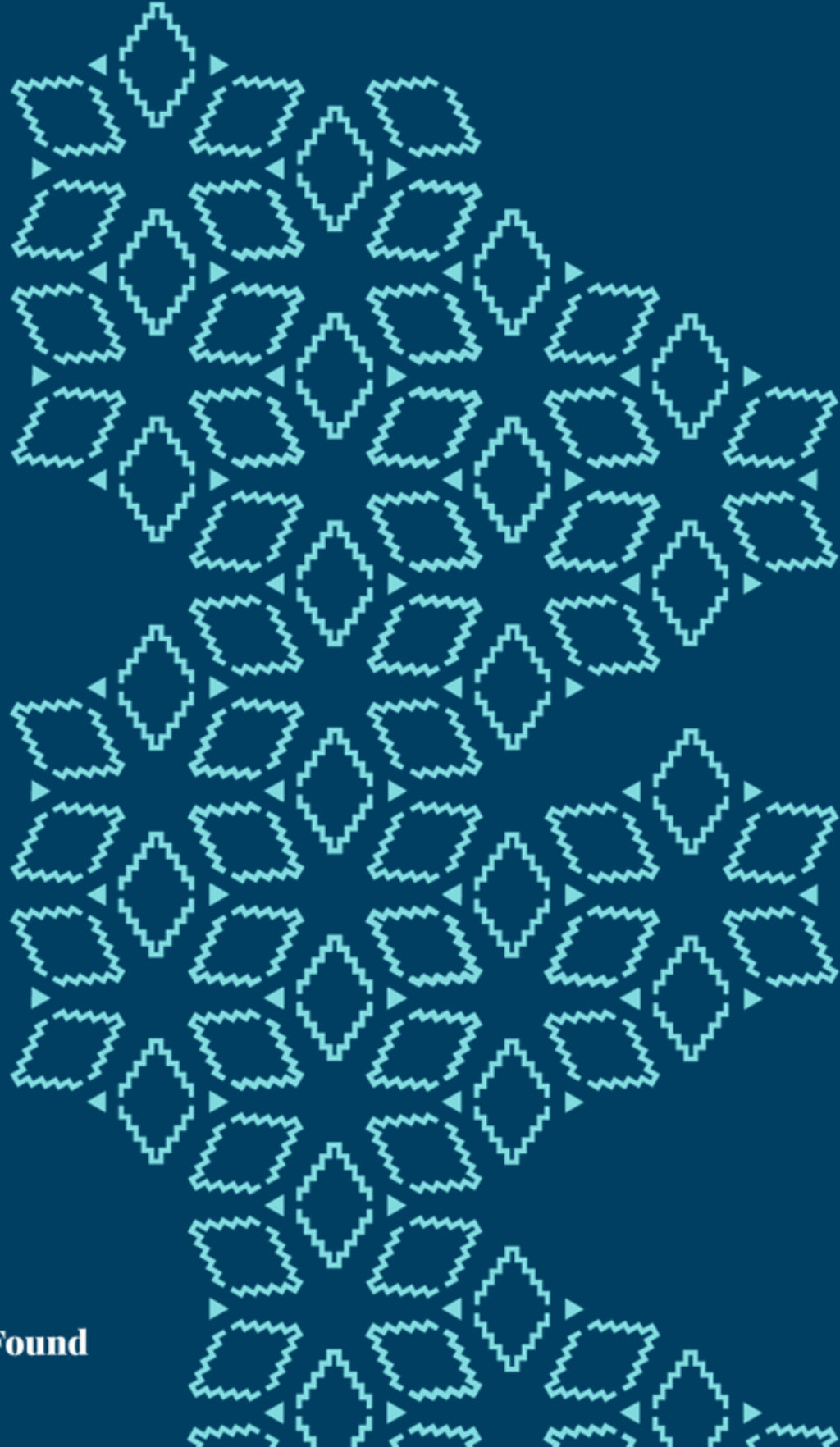
**Here Comes the Sun.**

**Here Comes Harmony.**

Centre your mind, body & soul in Bermuda. Here, peaceful strolls along pink-sand beaches and blissful treatments in luxurious spas are just the start of the whole-body rejuvenation you'll experience. Bring all five senses here and be invigorated this spring.

HERE COMES HARMONY

# PR – UK



# Key Metrics and Analytics

## January 2026– April 2026

- Number of articles: **37**
- Total reach: **115,318,848**
- Total Earned media value achieved: **\$3,283,403.27**

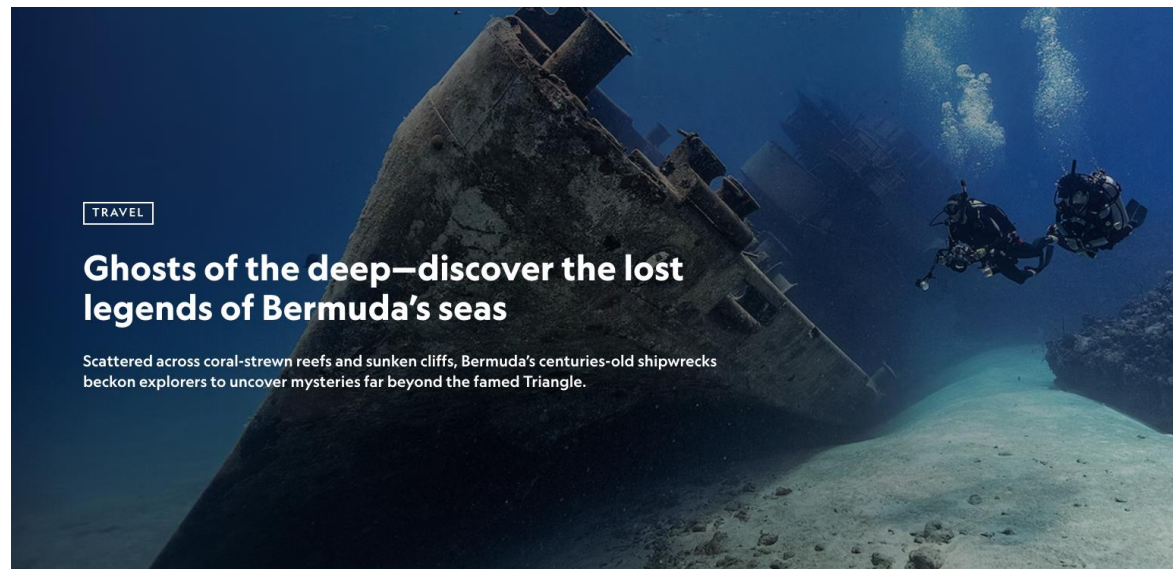
## YTD

- Number of articles: **37**
- Total reach: **115,318,848**
- Total Earned media value achieved: **\$3,283,403.27**

Key coverage themes included:

- Bermuda's wellness offerings
  - Bermuda's culinary and cocktail scene
  - Bermuda Tourism Authority agent training platform
  - Luxury on the island
- 
- Organized and held media meetings with 57 UK journalists to ensure Bermuda remains front of mind

# Media Coverage Highlights



## I visited a spa inside a 500,000-year-old cave in Bermuda. Here's what I learnt

Bermuda is becoming one of the hottest destination for wellness-focused travel – on a trip to the island **Lynn Rusk** discovers nirvana in a spa

Wednesday 18 February 2026 13:14 GMT



**Publication:** *National Geographic Traveller*  
**MUU:** 1,276,683  
**EMV:** \$292,478.19

**Publication:** *Wanderlust*  
**MUU:** 1,200,000  
**EMV:** \$487,812.60

**Publication:** *The Independent*  
**MUU:** 33,090,000  
**EMV:** \$252,000

# Key Metrics and Analytics

## January 2026– April 2026

- Number of articles: **93**
- Total reach: **587,532,973**
- Total Earned media value achieved: **\$2,703,915.48**

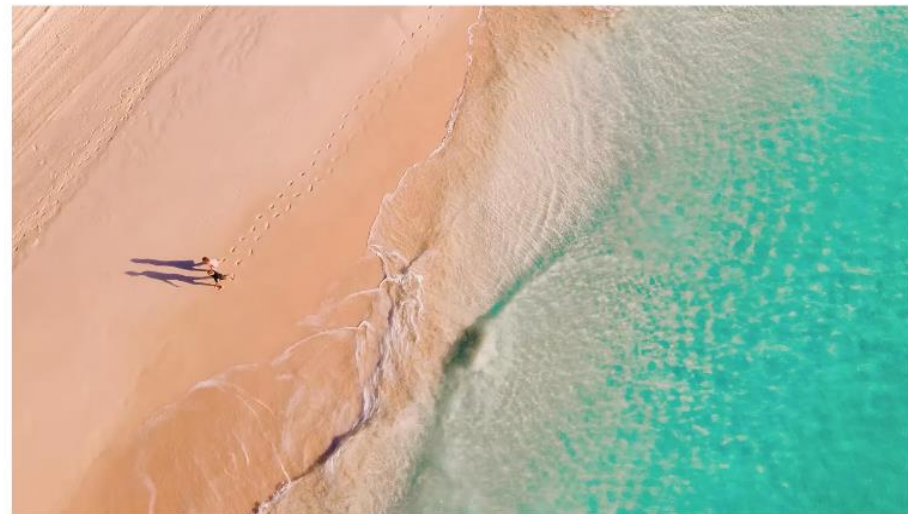
Key coverage themes included:

- Island Wellness
- Sailing tied to the trend of Skillcations
- Arts & Culture
- Pink Sale

# Media Coverage Highlights

EDITORIALIST

The Editorialist Guide to  
**BERMUDA**



Courtesy of Rosewood Bermuda

Imagine stepping onto a plane in New York City at breakfast and sinking your toes into pink-sand beaches by lunch. That's the magic of Bermuda—an island so close, yet so enchantingly different, it's a slice of paradise just a stone's throw away, eager to welcome travelers into its embrace.

When I first set foot on Bermuda, it hit me: how could something this serene, this sophisticated, and this beautifully rich in culture be just a hop from New York City? In less than two hours of travel, I found myself in a place that felt like a well-kept secret. And now, I can't wait to share it with you.

**Publication:** The Editorialist  
**MUU:** 4,270,243  
**EMV:** \$46,972.67

**nj.com**  
True  
Jersey.

**British charm with a tropical backdrop. A trip to Bermuda is closer than you think.**

Published: Mar. 21, 2026, 6:00 a.m.



Gibbs Lighthouse, built in 1846, is 117-feet tall and provides sweeping views of the island. Photo courtesy Bermuda Tourism Authority

By [Nicole Pensiero](#) | For [NJ Advance Media](#)

It had been 25 years since my last visit to [Bermuda](#). Could this small island possibly live up to the memories? Back then, we'd enjoyed two blissful days in this sub-tropical paradise before a looming hurricane whisked our cruise ship away to the less-exotic shores of Cape Cod.

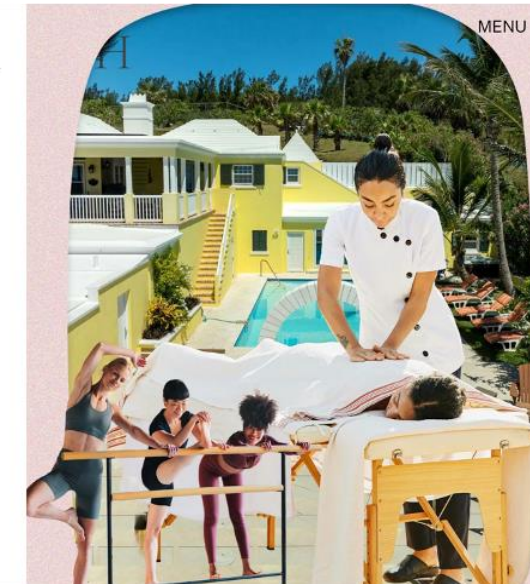
That trip always felt unfinished to me because, well, it was. We'd gotten a taste of Bermuda's charms, but not enough time there to savor them. I always figured I'd return one day, but those days turned into decades.

**Publication:** The New Jersey Star Ledger (NJ.com)  
**MUU:** 8,951,767  
**EMV:** \$98,469.44

**Bustle**

Bustle

Summer Vacations Are Out & Winter Getaways Are In



There's nothing like a tropical retreat during blizzard season.  
By [Megan LaCreta](#)  
Feb. 21, 2025

Vacations and summer typically go hand in hand. In fact, according to a survey from Bankrate, just below half (48%) of Americans made summer travel plans in 2025. But despite the obvious pros, like the warm weather and alignment with school break, I've never been the biggest fan of a summer holiday.

Mid-year, escaping from daily life is the last thing I want to do. Work doesn't feel like a slog when I still have hours of daylight to burn after I clock out. My social calendar is loaded with weekend beach trips, backyard barbecues, outdoor concerts, and patio drinks with the girls. I hate to admit it, but more often than not, taking a summer vacation actually leaves me with major FOMO.

**Publication:** Bustle  
**Circulation:** 5,794,760  
**EMV:** \$63,742.36

# Press Trips

## Atlantic Coastal Reset Global FAM

*January 21-25, 2026*

US Media Attendees:

- Editor at Bustle
- Freelance Contributor at Mens Journal
- Freelance Writer at Travel + Leisure
- Contributing Editor at NJ.com/The Star Ledger

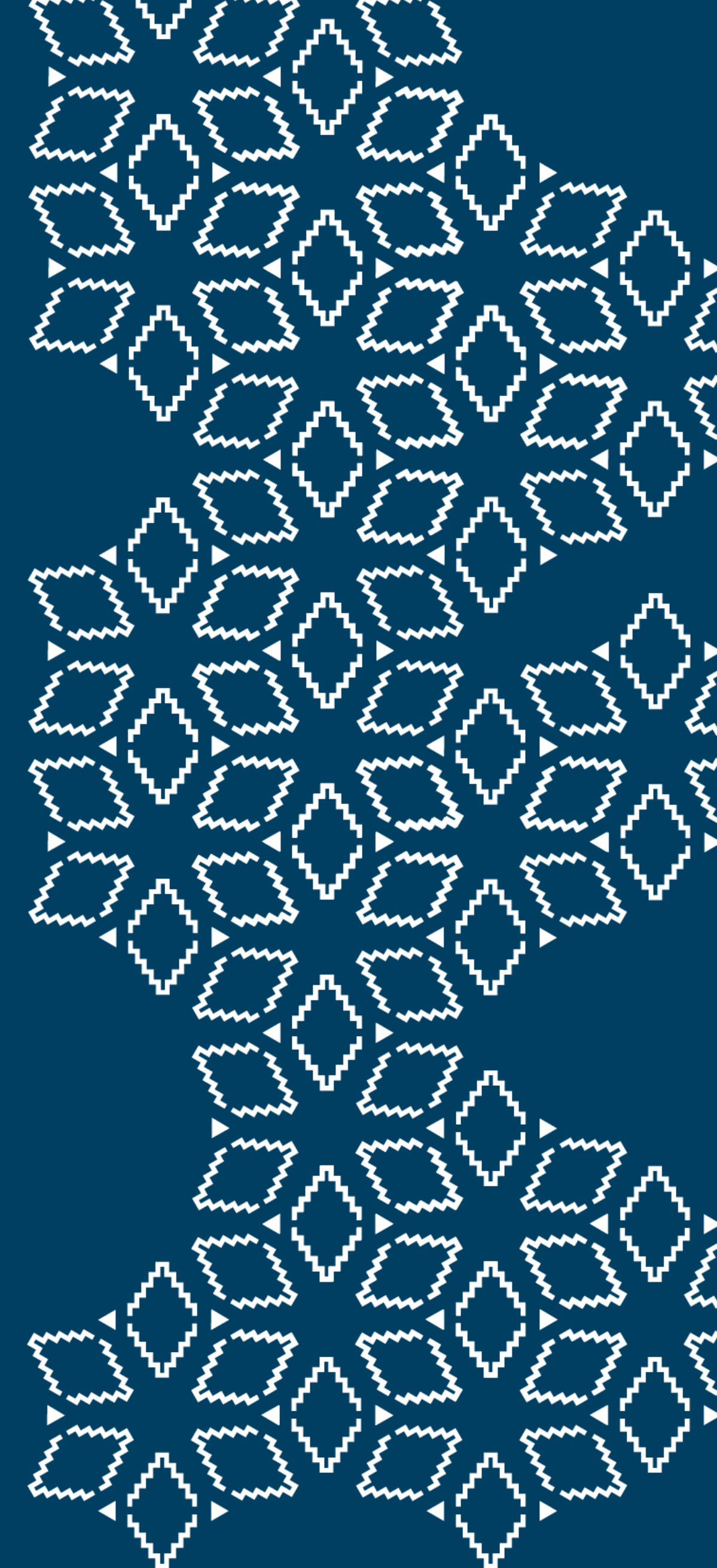
## Individual Press Trips:

*January 21-25, 2026*

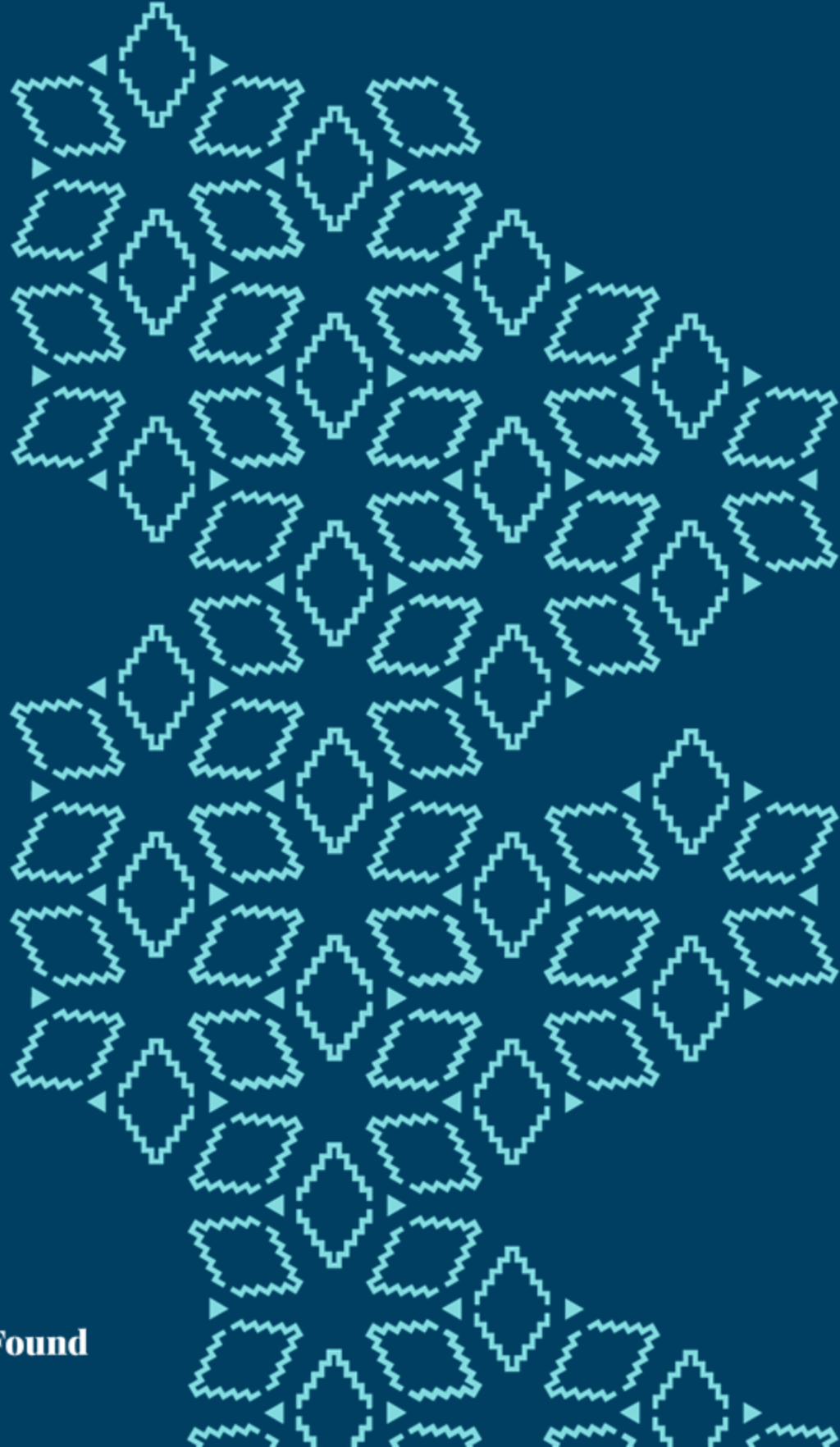
- Food Producer at The TODAY Show; Editor at Cool Hunting & The Quality Edit

*March 15-19, 2026*

- Editor at Travel Weekly



# PR – Canada



# Key Metrics and Analytics

## January 2026 – March 2026

- Number of articles: **35**
- Total reach: **17,351,331**
- Total Earned media value achieved: **\$176,928.12**

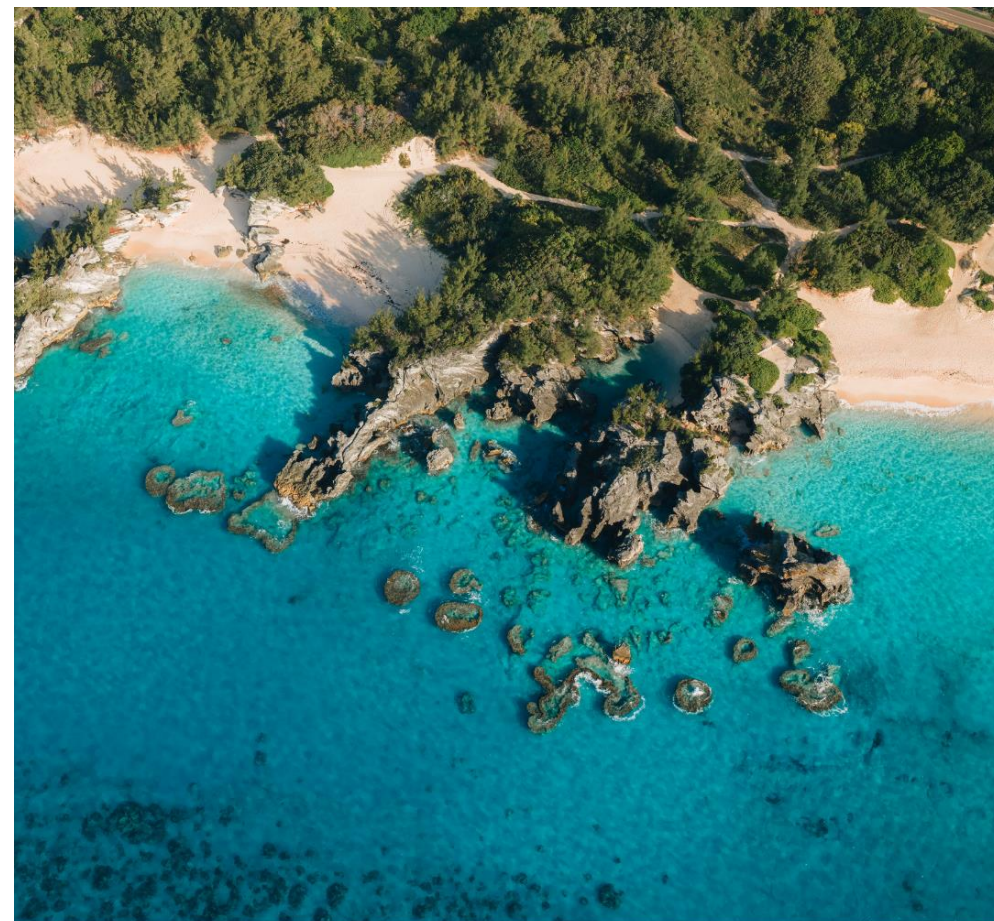
## YTD

- Number of articles: **35**
- Total reach: **17,351,331**
- Total Earned media value achieved: **\$176,928.12**

## Key coverage themes included:

- Where to travel in 2026
- Bermuda Specialist Program
- Art and culture
- Underwater heritage
- Golf

# Media Coverage Highlights



**TORONTO SUN**  
Centre-stage destinations  
Bermuda

**Publication:** *Toronto Sun*  
Estimated Reach: 114,977  
EMV: \$3,500



**Publication:** *National Post*  
Estimated Reach: 3,120,000  
EMV: \$28,870

**Canadian Living**



**Publication:** *Canadian Living*  
Estimated Reach: 2,156,000  
EMV: \$18,000

# Press Trips - Canada

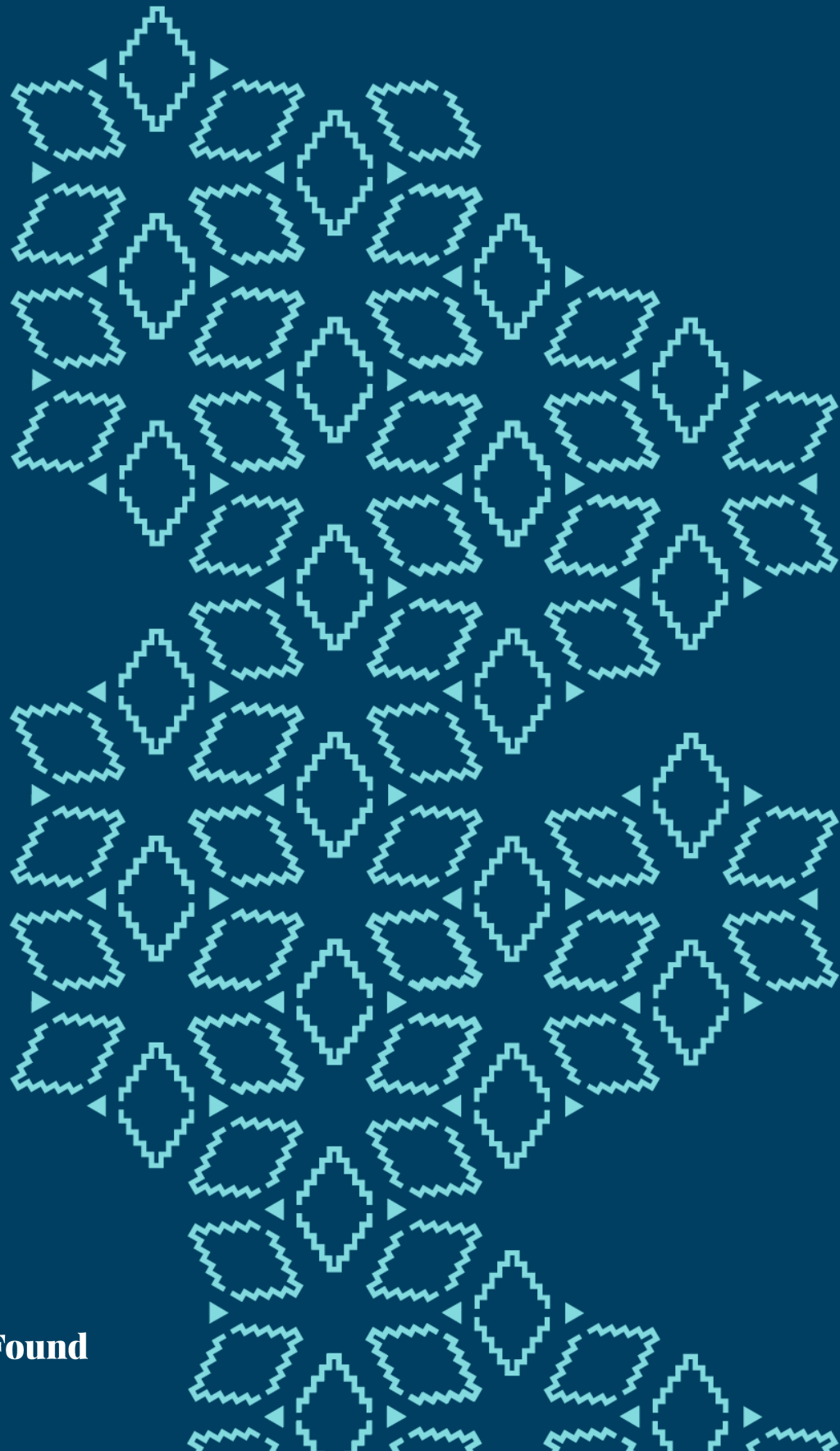
## Atlantic Reset, Group Press Trip

- **Dates:** January 21-25, 2026
- **Purpose of Trip:** Highlight wellness experiences in Bermuda while positioning the island as a year-round destination.
- **Destinations Visited:** Rosewood Hotel, Warwick Long Bay, Horseshoe Bay, Hamilton Princess, Natura Cave Spa.
- **Canadian attendees:**
  - HELLO! Canada
  - Canadian Living and Style at Home
- **Resulting Coverage:** pending



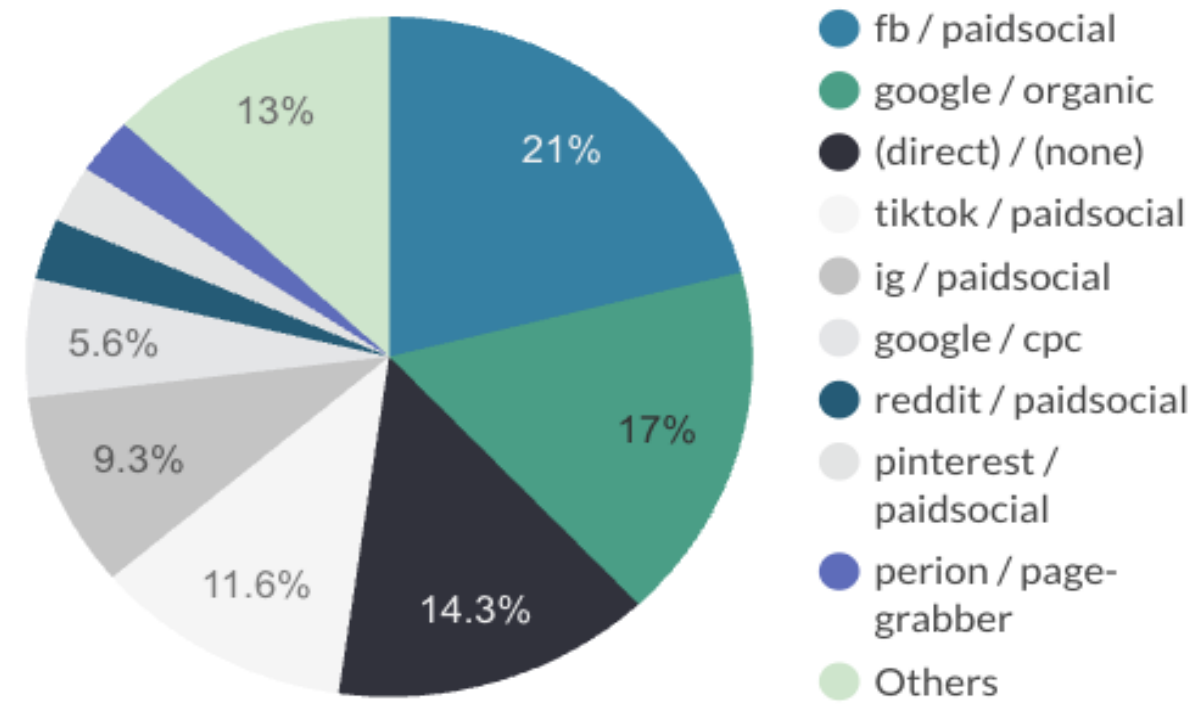
# Website

Quarter 1 Report



# Overall Website Performance

Q1 2026



## Traffic Highlights

TOTAL VISITS	ENGAGED VISITS	ENGAGEMENT RATE	PARTNER REFERRALS
867,707	245,434	28.29%	91,634

## Channel Highlights- Sessions

TOP CHANNEL DRIVERS	SESSIONS
FB/PAIDSOCIAL	182,271
GOOGLE/ORGANIC	147,166
DIRECT	123,712

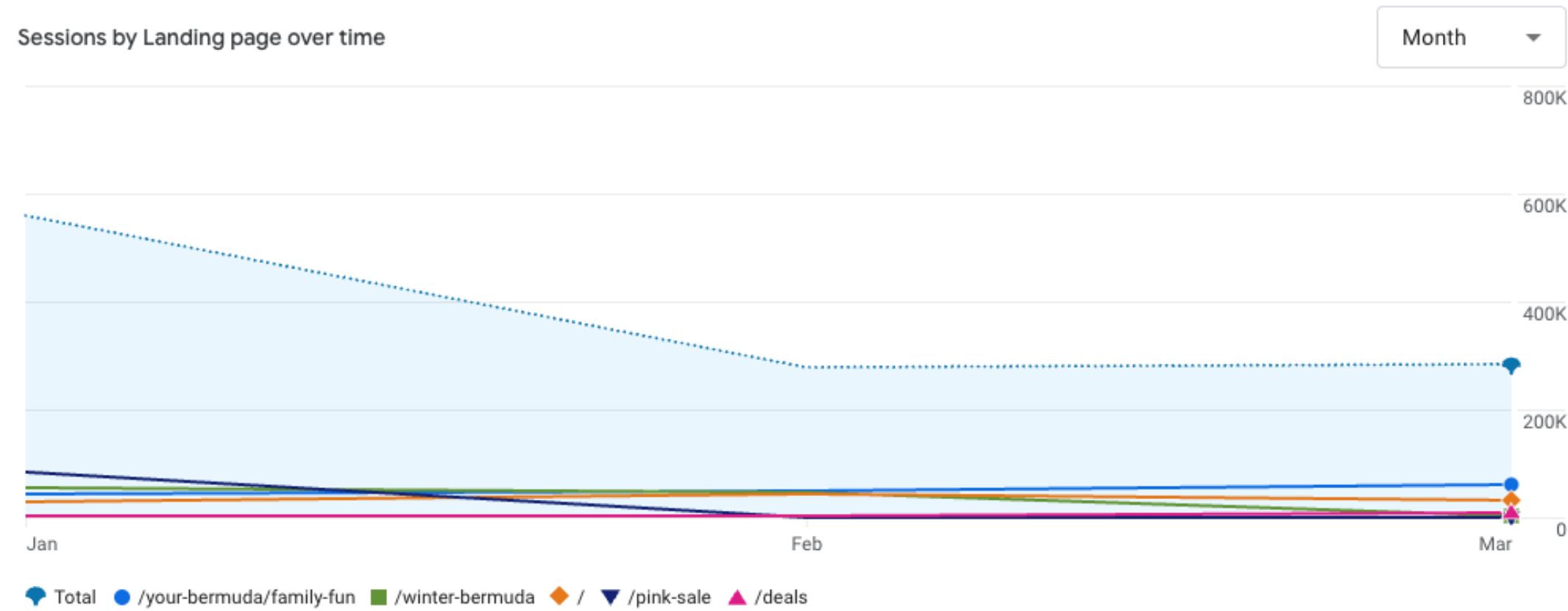
## Channel Highlights- Partner Referrals

TOP CHANNEL DRIVERS	PARTNER REFERRALS
GOOGLE/ORGANIC	28,109
GOOGLE/CPC	18,885
DIRECT	4,112

# Overall Website Performance

Q1 2026

Sessions by Landing page over time



## Top Performing Pages by Session

LANDING PAGE	SESSIONS
Your Bermuda – Family Fun	155,233
Winter in Bermuda	105,776
Homepage	102,532

## Top Performing Pages by Partner Referrals

LANDING PAGE	PARTNER CLICKS
Pink Sale	16,156
Homepage	9,340
Deals	2,627

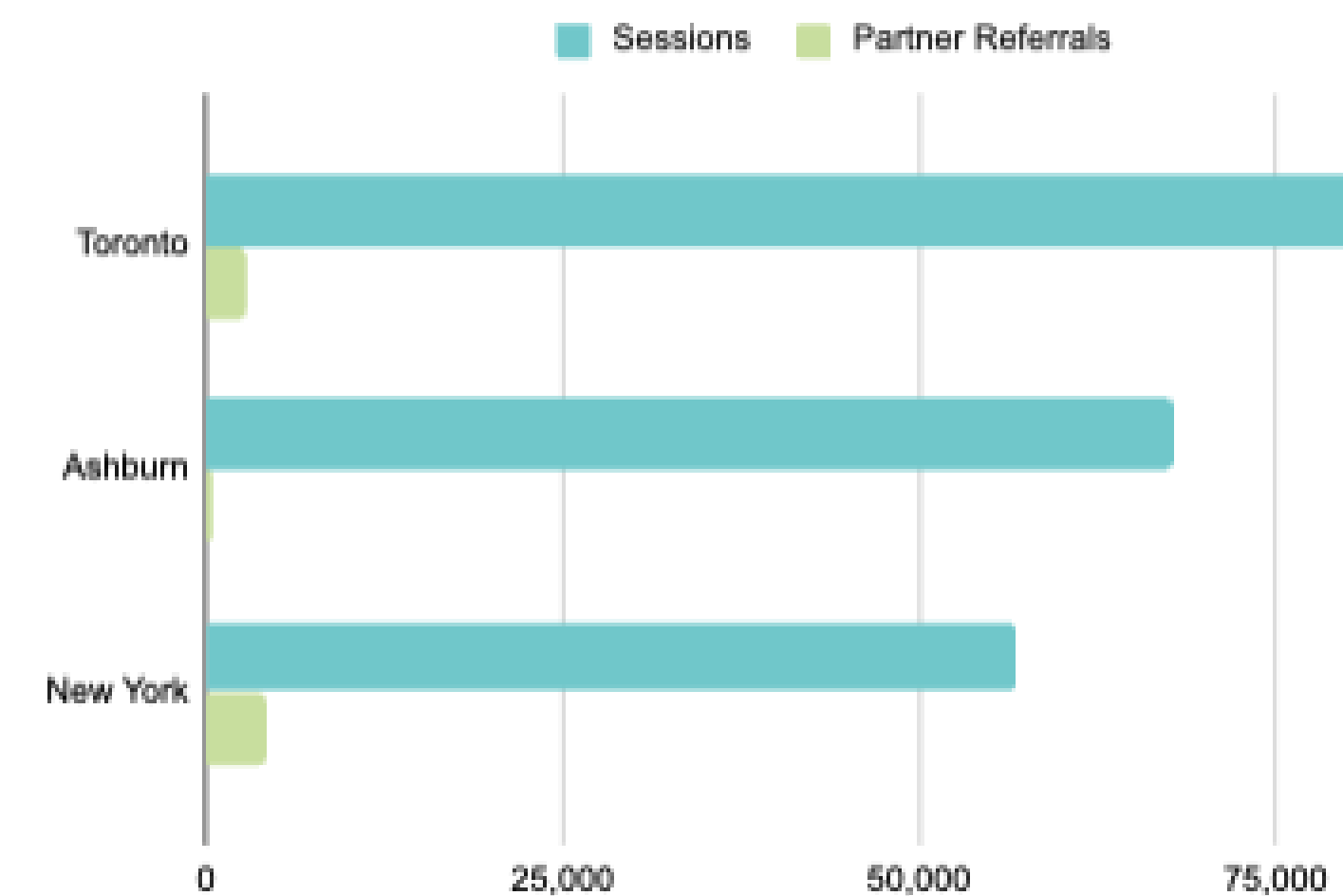
# User Engagement

Q1 2026

SCORECARD METRICS	PERFORMANCE	PoP Change
Website Traffic (All Sources)	867,707	-1.0%
Website Sessions (Organic Search)	67.01%	-6%
AI Citations	6,797	N/A
Website Engagement Rate (Paid Sources)	69.6%	+33.5%
Website Engagement Rate (Organic Sources)	82.5%	+7.13%
Partner Referrals	91,634	+34.48%

TOP LOCATIONS	SESSIONS	PARTNER REFERRALS
Toronto, Ontario	82,656	2,616
Ashburn, Virginia	67,753	307
New York, New York	56,645	3,983

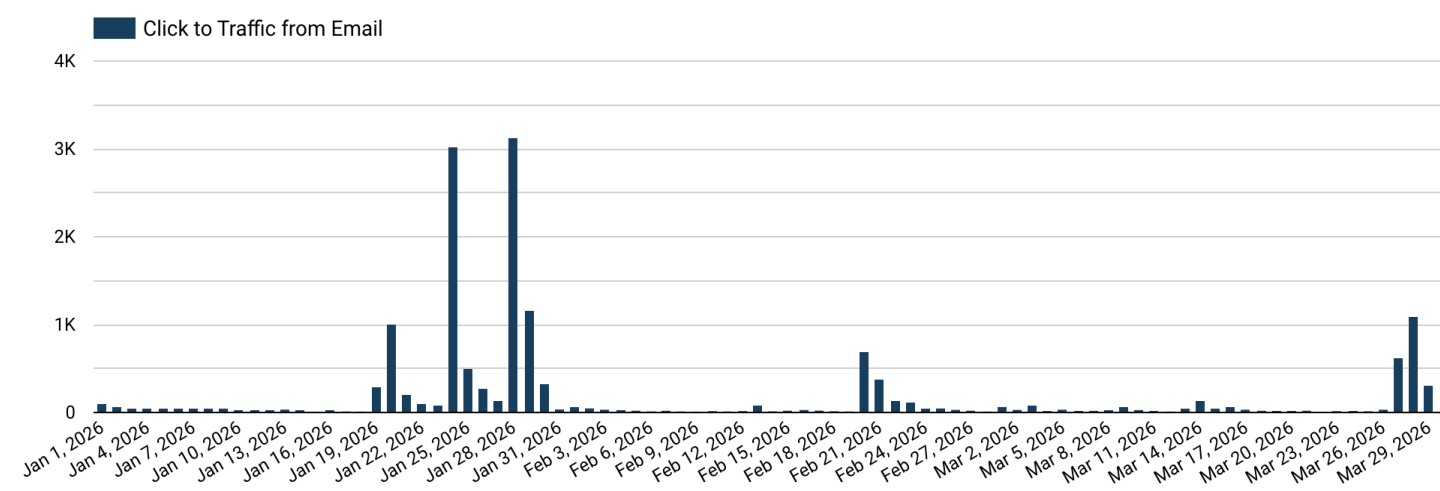
Top Locations



# Email Marketing Performance

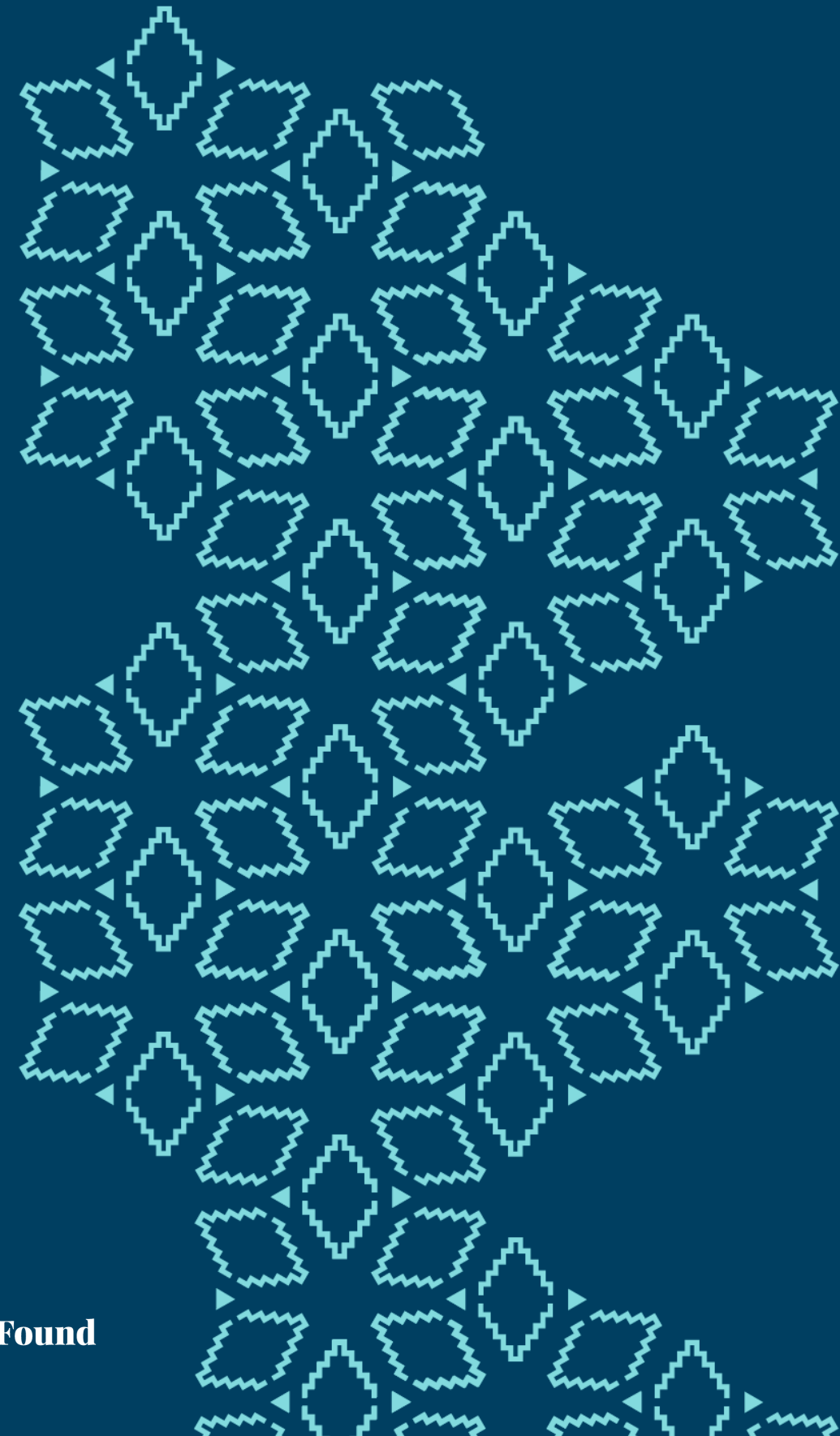
EMAILS	OPEN RATE	CLICKS	CTR	PARTNER REF.
22	21.10%	4,997	15.54%	7,799

SEND	OPEN RATE	CTR
<b>Monthly</b>	20.70%	15.10%
<b>Birthday</b>	33.47%	25.69%
<b>100 Days</b>	27.68%	19.30%
<b>Wholefoods</b>	15.33%	6.48%



# Chatbot Performance

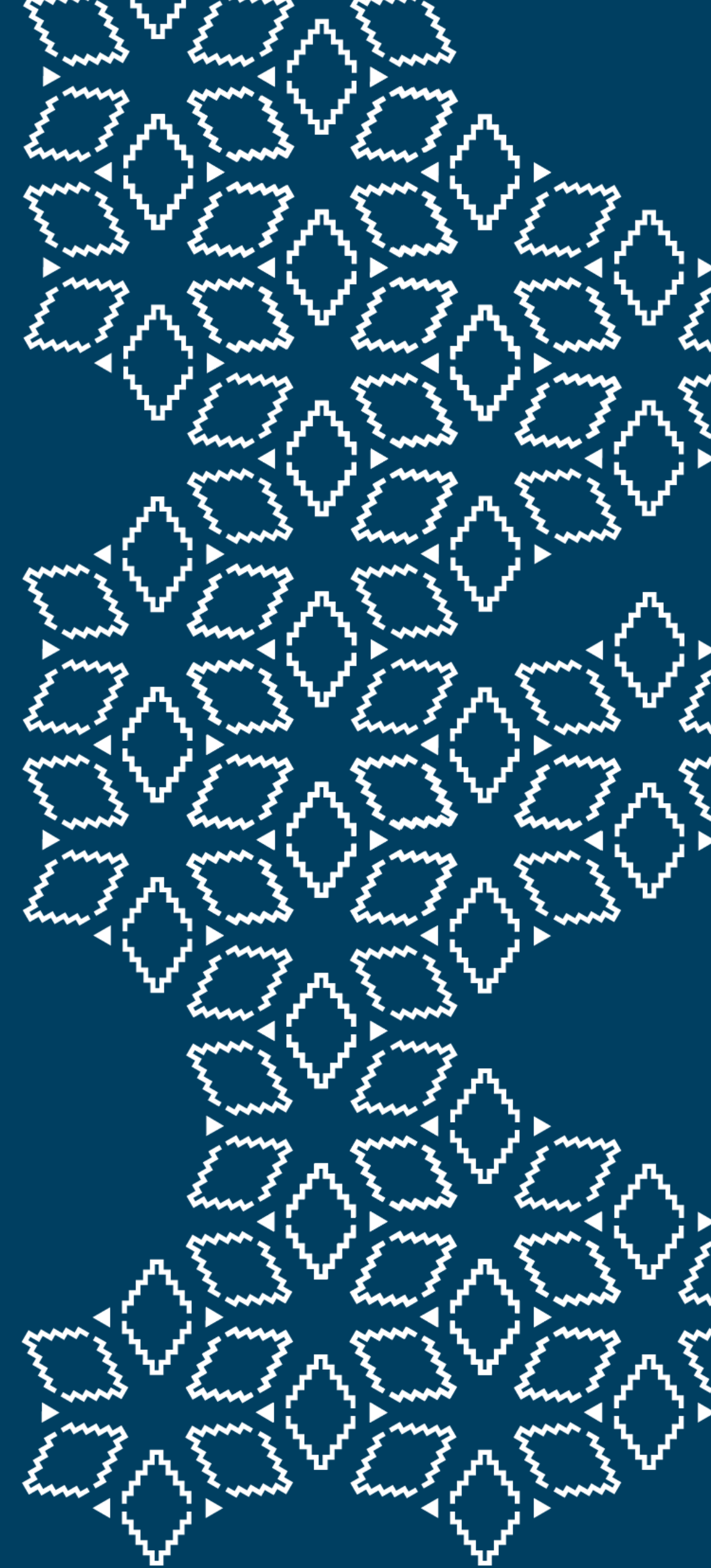
Q1 2026 Report



# ChatBot Performance - Partners

MENTIONED	FEATURED	VIEWS	HANDOFFS
24.4K	497	1.7K	391

		Mentions	Views	Handoffs
1	Hamilton	1,441	30	0
2	Royal Naval Dockyard	804	25	1
3	St. George's Parish	746	8	0
4	Grotto Bay Beach Resort	589	139	47
5	Hamilton Princess & Beach Club A Fairmont Managed Hote	510	81	36
6	Jobson's Cove	501	24	0
7	Horseshoe Bay	467	28	0
8	Crystal and Fantasy Caves	448	20	4
9	The Reefs Resort and Club	428	74	35
10	Clearwater Beach	371	10	0



# ChatBot Performance - Content

## FAQ Insights

Customer questions are overwhelmingly centered on trip planning and decision-making, not basic information. The dominant FAQ trend is not “What is Bermuda?” — it’s “How do I make the most of Bermuda?”

## Trip Planning & Itinerary Building

- How should I plan my trip?
- How many days do I need?

## Things to Do/Activities

- What are the best things to do?
- What activities should I prioritize?

## Where to Stay

- Where should I stay?
- What area is best?

## Beaches

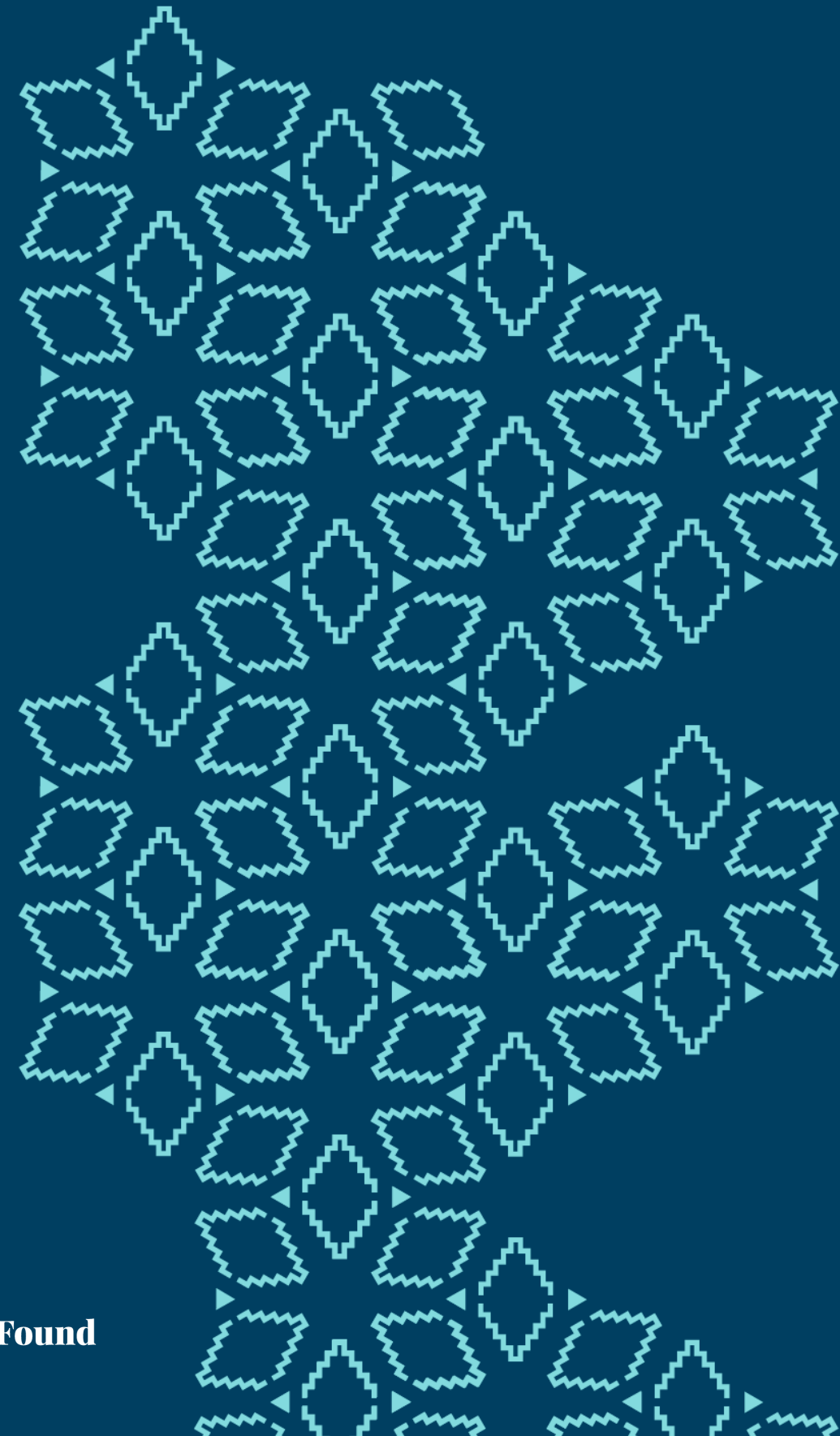
- What are the best beaches?
- Which beach should I go to?

## Personalized Recommendations

- What should I do? (couples, families, first-time visitors)

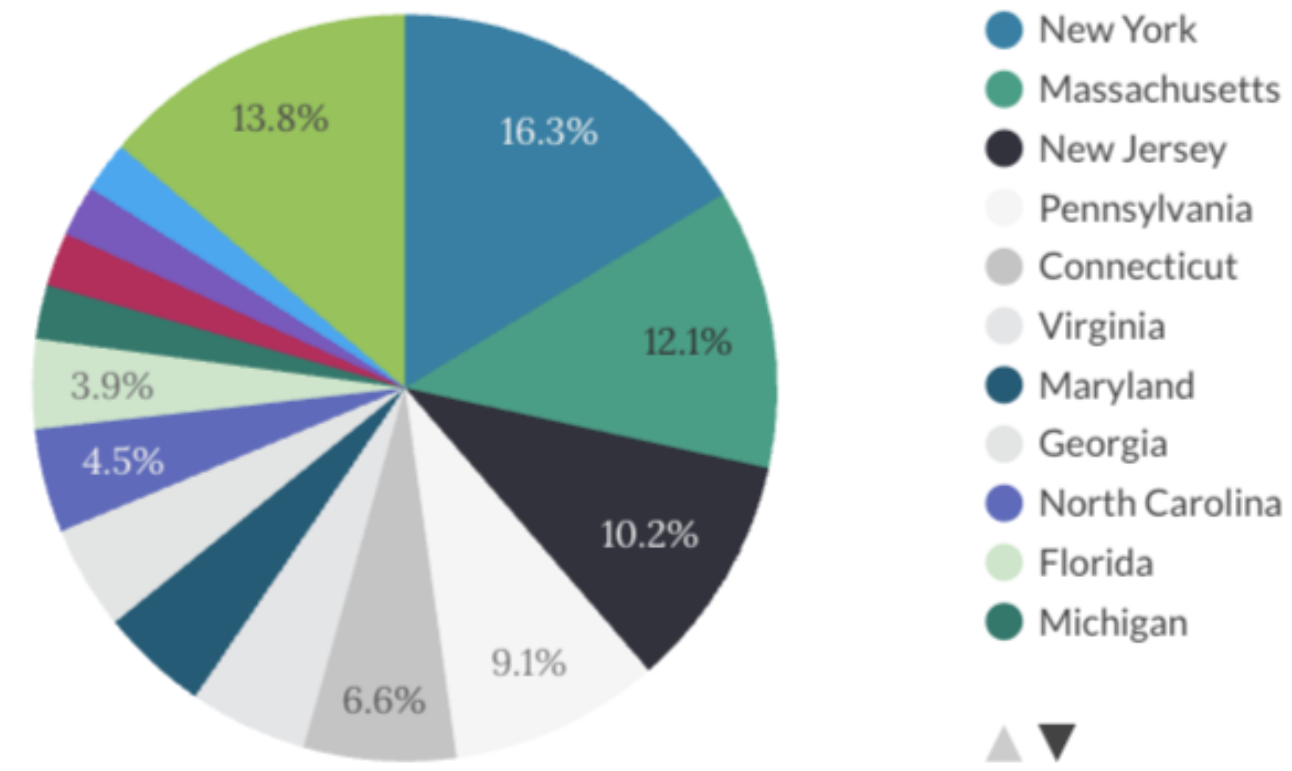
# SEM

Quarter 1 Report



# Overall SEM Performance

Q1 2026



## Mid-Funnel Highlights

TOTAL IMPRESSIONS	TOTAL CLICKS	WEBSITE VISITS	CTR
742,253	54,305	49,281	7.32%

## Tactic Highlights- Visits

TOP TACTICS	VISITS
Search Categories Campaigns	21,883
Performance Max	15,616
Brand Search	11,243

## Tactic Highlights- Partner Referrals

TOP TACTICS	PARTNER REFERRALS
Search Categories Campaigns	13,159
Brand Search	6,390
Performance Max	5,303

## Top Geos by Partner Referrals

New York	Massachusetts	New Jersey	Pennsylvania
2,651	1,974	1,658	1,486

# SEM – Creatives Performance

Q1 2026



Whatever You're Looking For, Bermuda Delivers | Start Planning Your Island Escape

Ad Bermuda



Book now

**Family Vacation**  
Championship courses, world-class diving & fine dining, just minutes from each other.  
Sponsored · Go To Bermuda



## Go to Bermuda

Crystal caves, coral reefs & colonial architecture create an island adventure all its own.

Go To Bermuda

Close

Book now



## Welcome to Our Island

Crystal caves, coral reefs & colonial architecture create an island adventure all its own.

Go To Bermuda

Book now >

Bermuda  
www.gotobermuda.com/bermuda/vacation

[Official Site - Discover Bermuda](#)

Championship courses, world-class diving & fine dining exist just minutes from each other. Discover the best things to do on land and on the water, in plain view and tucked away. Destinations: Local Hotspots, Beaches, Golf Courses, Hotels & Resorts, Visitor Information,...

Discover

Bermuda Arrival Card

Things To Do



BERMUDA

## Family Activities in Bermuda



## Plan Your Bermuda Escape

An original location with welcoming accommodations for every travel style.  
Bermuda



## Find Your Bermuda Hideaway



Stay in Bermuda, the Atlantic's best-kept secret.



Book now



## Book Your Accommodations

Bermuda's comfortable, safe, and welcoming vacation properties offer one-of-a-kind views.  
Sponsored · Bermuda



## Bermuda Vacation

Discover the best things to do on land and on the water, in plain view and tucked away.



# YouTube Campaigns Performance

Restaurant Week: January 20 – February 16, 2026

Spa Month: February 16-28, 2026

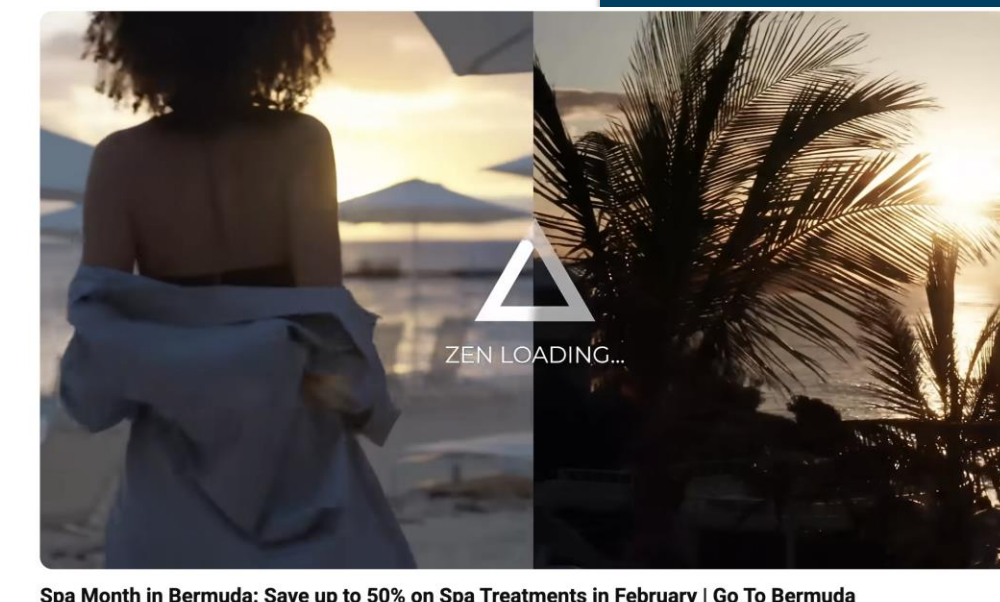
## Overall Campaigns Performance

CAMPAIGN	TOTAL IMPRESSIONS	TOTAL CLICKS	ENGAGEMENT RATE
Spa Month	3,600	7	25%
Restaurant Week	4,231	9	21%



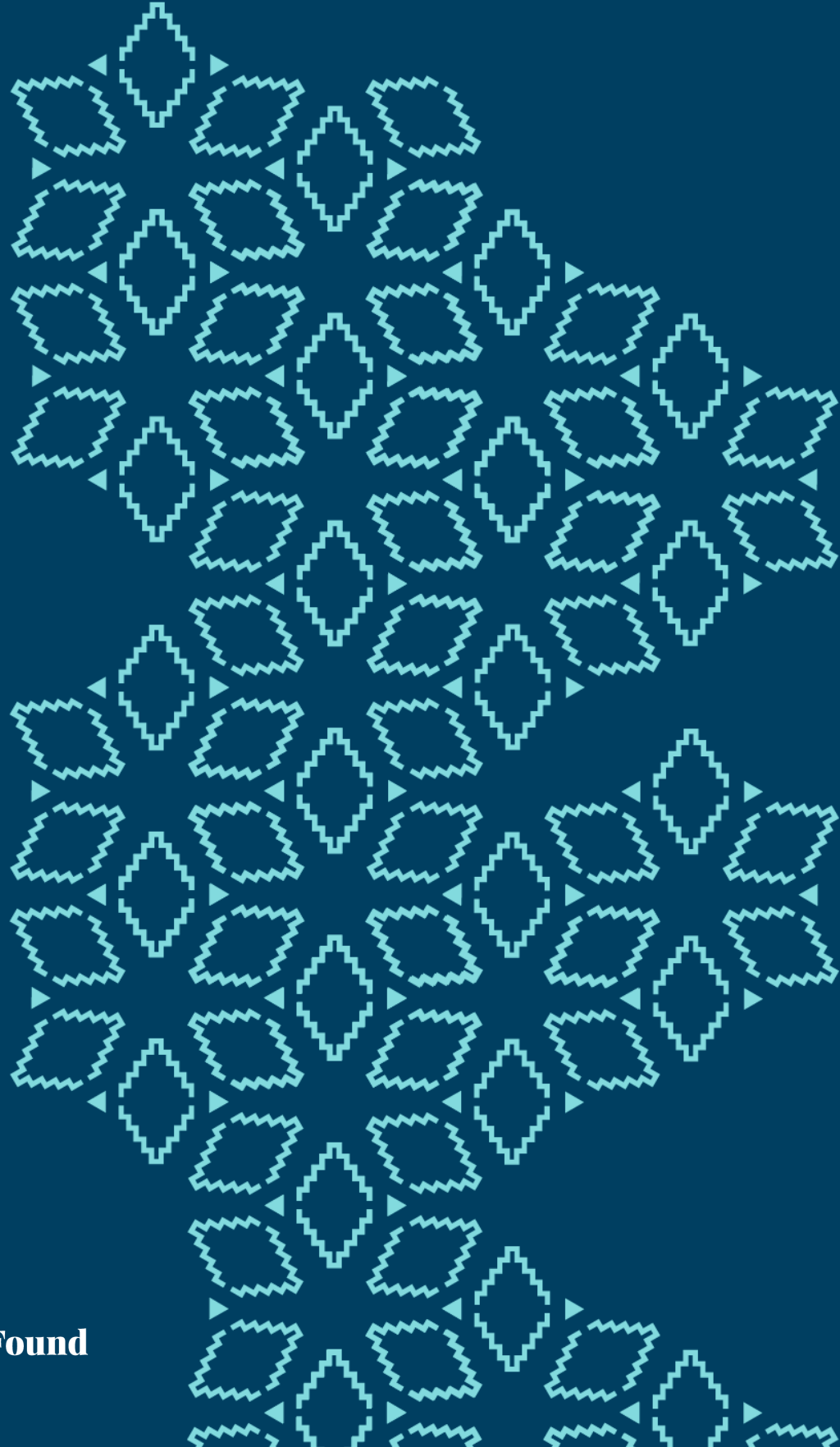
VIDEO PLAYED TO	RESTAURANT WEEK	SPA MONTH
25%	75.51%	65.29%
50%	47.7%	48.6%
75%	41.51%	43.53%
100%	38.1%	39.92%

VIEWS/COST	RESTAURANT WEEK	SPA MONTH
TrueView - Views	1,651	864
TrueView - Cost	\$0.015	\$0.016



Spa Month in Bermuda: Save up to 50% on Spa Treatments in February | Go To Bermuda

# Social Media Performance



# Channel Performance

Social Media Performance by Channel

## Instagram

New followers: 979  
Lifetime followers: 153,274  
Engagement rate: 4.9%  
Saves: 3,630  
Shares: 14,599

## Facebook

New followers: 2,432  
Lifetime followers: 401,312  
Engagement rate: 6.6%

## X

New followers: n/a  
Lifetime followers: 30,093  
Engagement rate: 5.9%

## YouTube

New subscribers: 183  
Lifetime followers: 5,240  
Likes: 1,650  
Views: 202,071

## TikTok

New followers: 1,618  
Lifetime followers: 21,774  
Engagement rate: 0.2%

## Pinterest

New followers: 16  
Lifetime followers: 3,718  
Engagement rate: 3.27%

# Stakeholder Support

We continue to increase the volume of stakeholder features across our social media channels to support our partners.

Additional stakeholder spotlights included but were not limited to: Tobacco Bay, Walking Club of Bermuda, the Swizzle Inn, The Island Shop, Goslings, The Bermuda Rum Cake Company, Blue Water Divers, Island Tour Centre, KS, Watersports, and more.

## Q1 2026 Stakeholder Support: Social Performance

Instagram	
Total Published Posts	27
Engagement Rate	6%
Saves	1,210
Shares	4,022
Facebook	
Total Published Posts	25
Engagement Rate	2.3%
X	
Total Published Posts	23
Engagement Rate	6.3%
TikTok	
Total Published Posts	15
Engagement Rate	0.2%
YouTube	
Total Published Posts	8
Views	8,984
Likes	18

# Airline Support & Proximity Messaging

In Q1, this key pillar was amplified across our social media channels through a variety of angles.

Due to winter weather and geopolitical conflicts, our “Bermuda Welcomes You” Canada campaign was reactivated to support visitation and further drive destination to this key audience through personalised content and strategic key messaging.

With a frigid winter in the East Coast of the US, we also created tailored, timely content to target this audience to encourage visitation in the winter season.

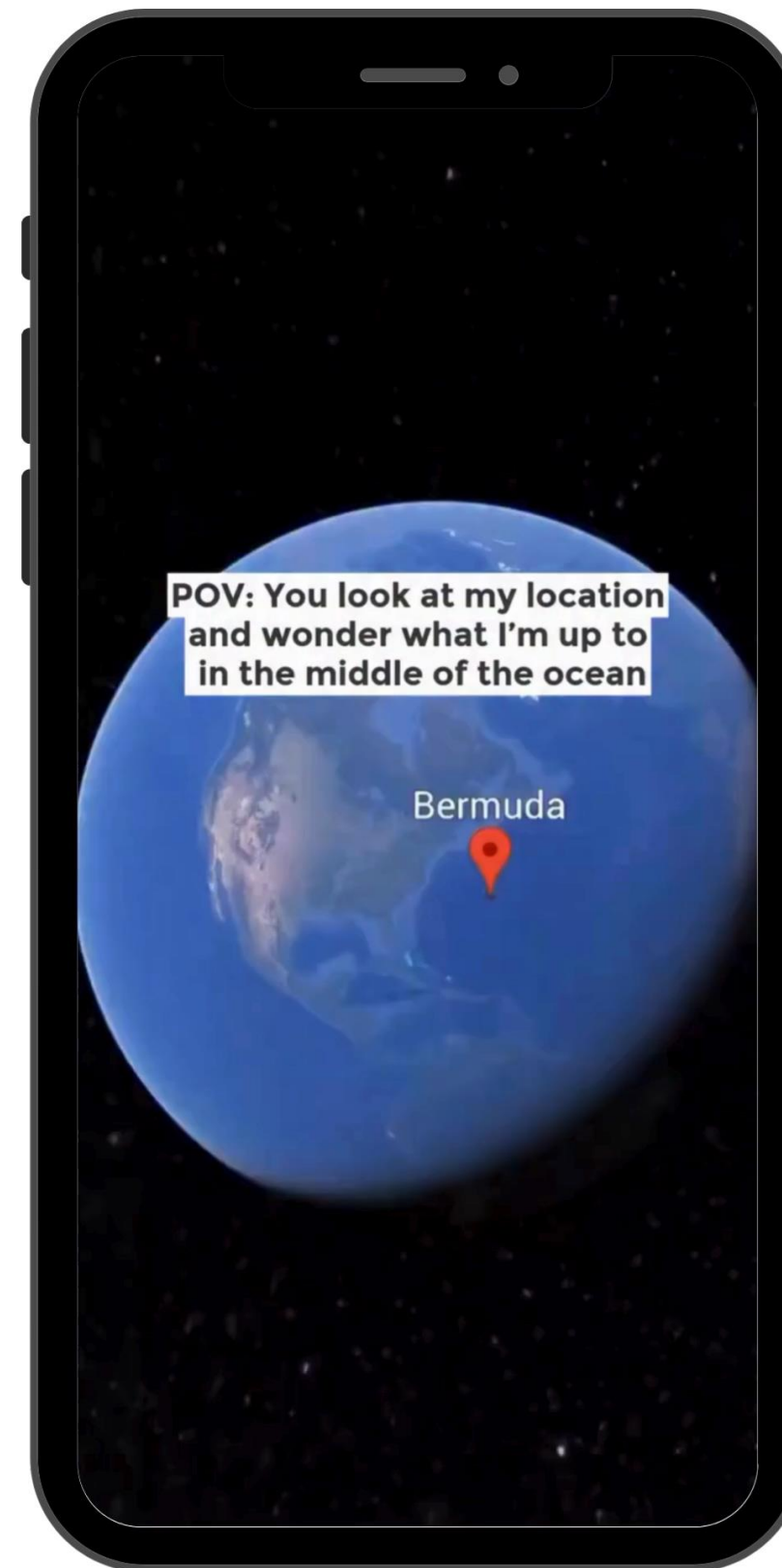
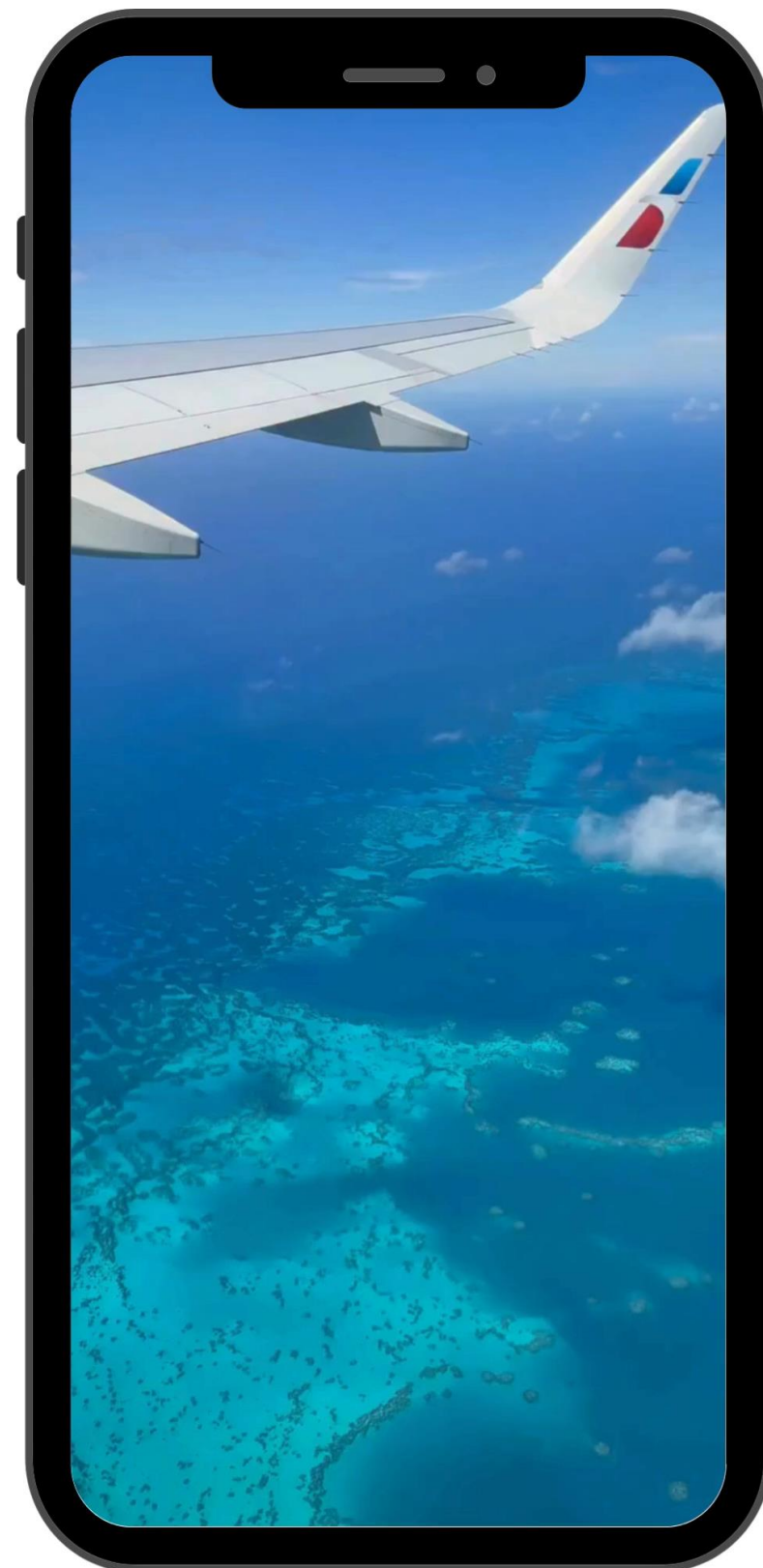
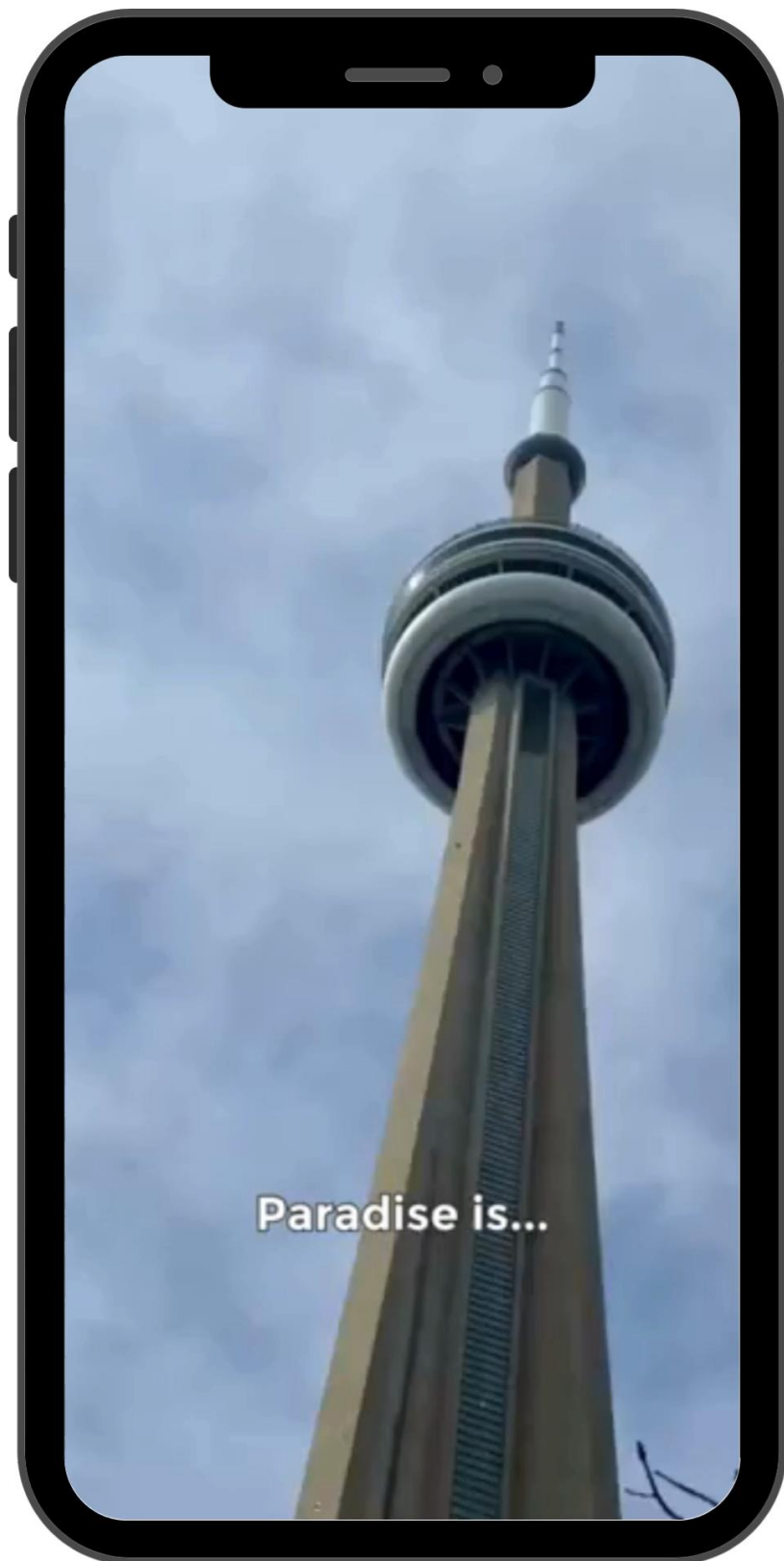
General proximity messaging was also integrated within our copy to support seasonal travel, as well as the Pink Sale and Spa Month promotion.

## Q1 2026 Airline & Proximity Support: Social Performance

Instagram	
Total Published Posts	12
Engagement Rate	6.2%
Saves	775
Shares	4,604
Facebook	
Total Published Posts	12
Engagement Rate	1.5%
X	
Total Published Posts	7
Engagement Rate	4.3%
TikTok	
Total Published Posts	11
Engagement Rate	0.2%
YouTube	
Total Published Posts	6
Views	5,430
Likes	94

# Airline Support & Proximity Messaging

Supporting Content



# Experiences

Q1 saw the promotion of winter and spring experiences on social, with key themes including Wellness, Food and Beverage, Couple's Travel, Spring Adventures, and activities to recognise Black History Month.

We began to create [monthly guides](#) and [event roundups](#) to highlight things to do for each month to support travel planning and our partners.

Signature Experiences which were spotlighted in this quarter included Restaurant Weeks events, Spa Month retreats, SailGP, and Easter in Bermuda.

## Q1 2026 Experiences Support: Social Performance

### Instagram

Total Published Posts	68
Engagement Rate	6%*
Saves	2,897
Shares	14,553

### Facebook

Total Published Posts	56
Engagement Rate	5.9%

### X

Total Published Posts	39
Engagement Rate	6.2%

### TikTok

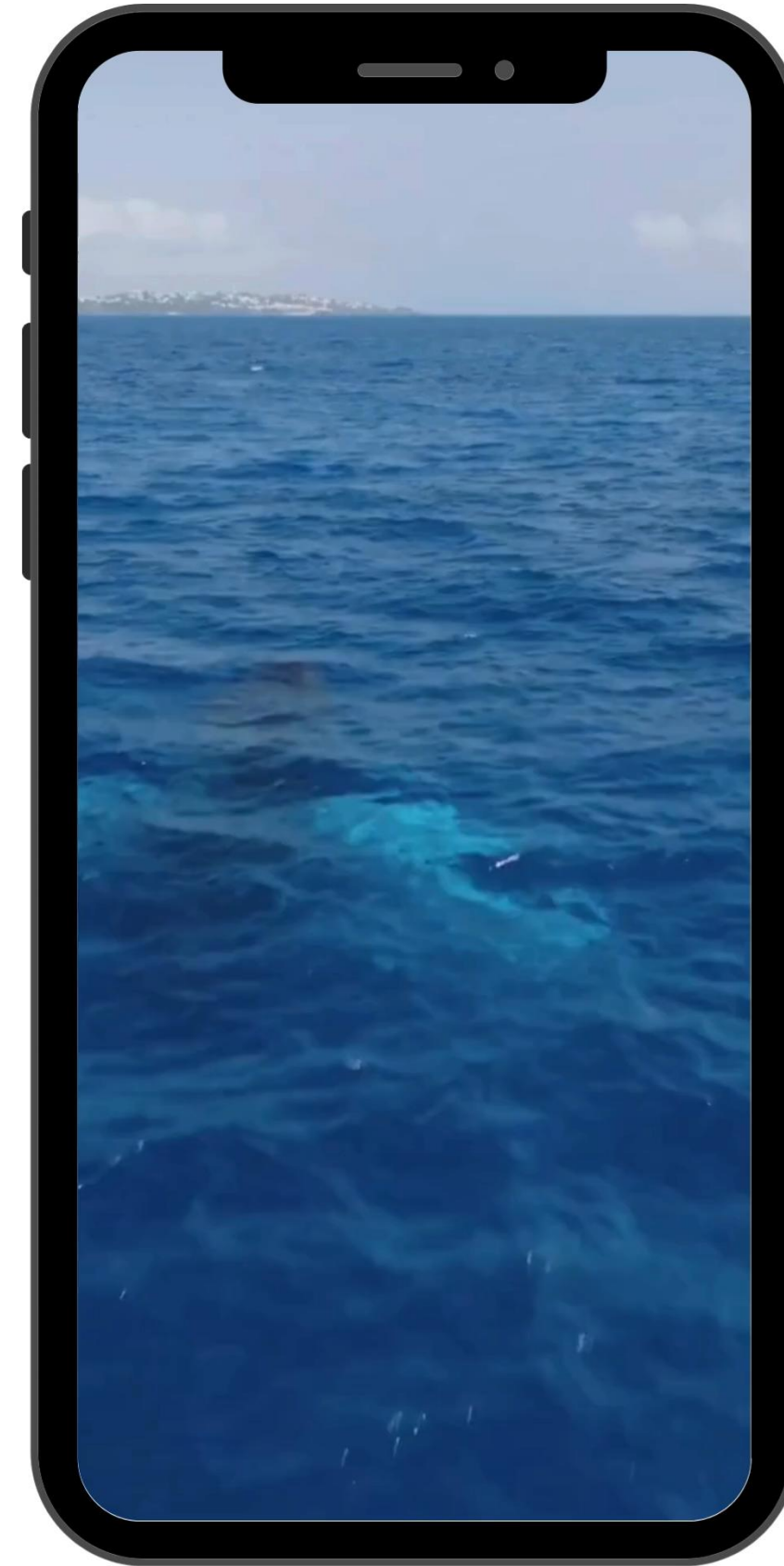
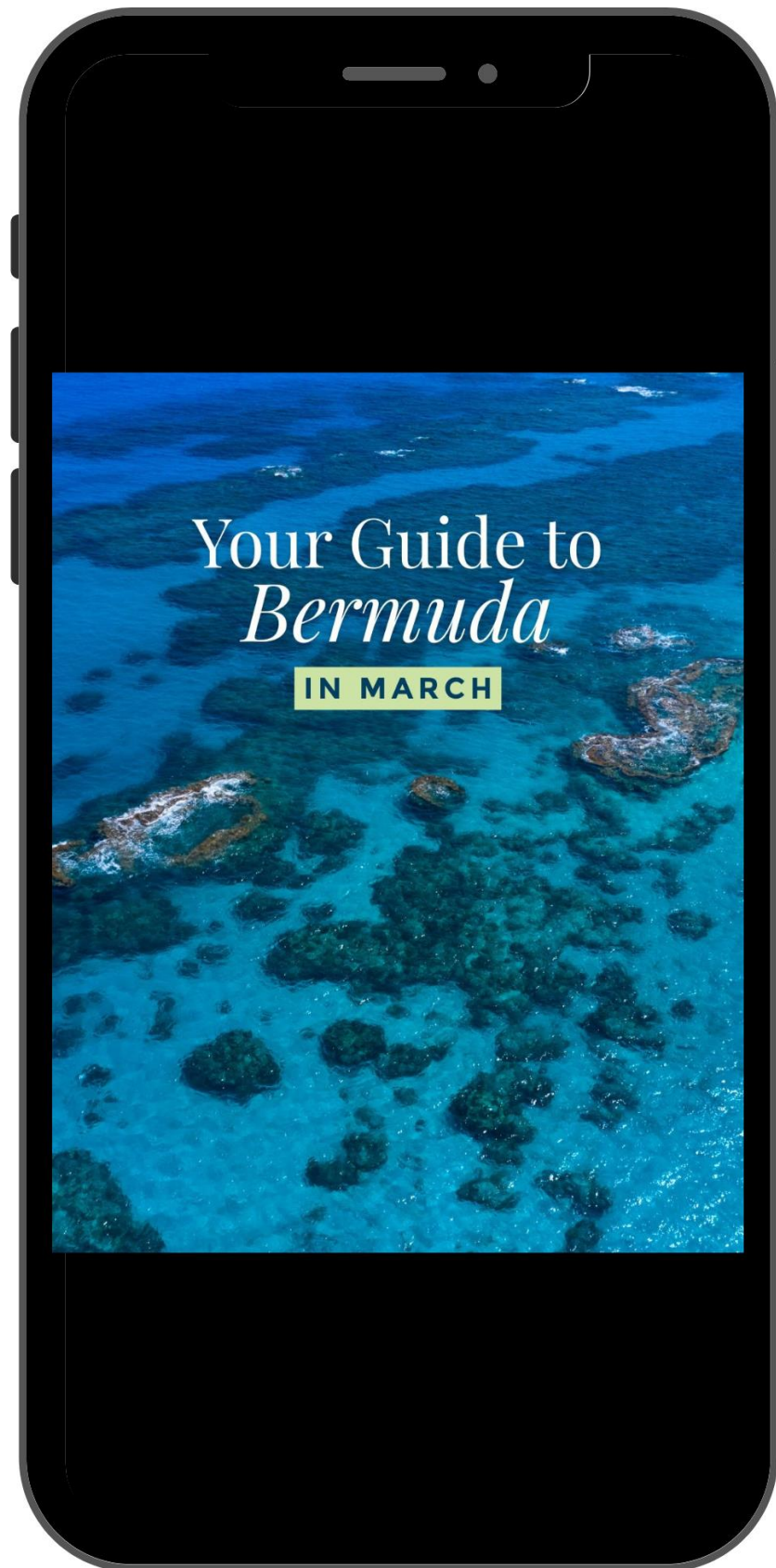
Total Published Posts	40
Engagement Rate	0.2%

### YouTube

Total Published Posts	26
Views	24,086
Likes	441

# Experiences

Supporting Content



# Promotions

Several campaigns were in market in Q1, including the Pink Sale, Restaurant Weeks and Spa Month.

The Pink Sale produced a total of 3.8M impressions, 6.6K engagements, with an Engagement Rate of 1.6%. Content spotlighted our participating resorts and 2026 experiences to show travellers the wide array of experiences they could do if they take advantage of the sale.

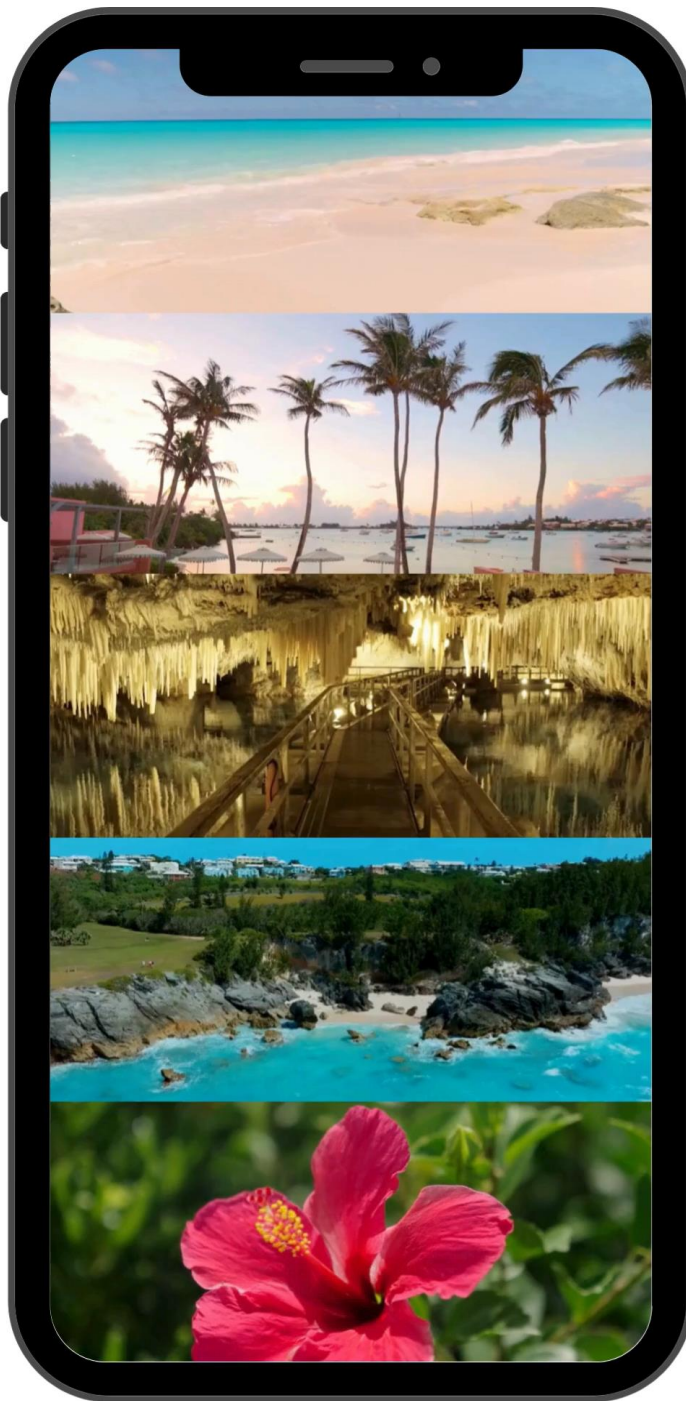
For our Restaurant Weeks and Spa Month campaigns, we steered away from branded content and focused on social-first short-form videos and mixed media carousels which had an organic look and feel. Restaurant Weeks produced a total of 514K impressions, 7.5K engagements, while Spa Month saw a total of 1M impressions, 7.7K engagements and an engagement rate of 0.7%.

## Q1 2026 Promotions Support: Social Performance

Instagram	
Total Published Posts	43
Engagement Rate	395,980
Saves	20,743
Shares	5.2%
Facebook	
Total Published Posts	18
Engagement Rate	462,057
X	
Total Published Posts	17
Engagement Rate	8,269
TikTok	
Total Published Posts	10
Engagement Rate	721,757
YouTube	
Total Published Posts	5
Views	94,700
Likes	117

# Content Supporting Promotions

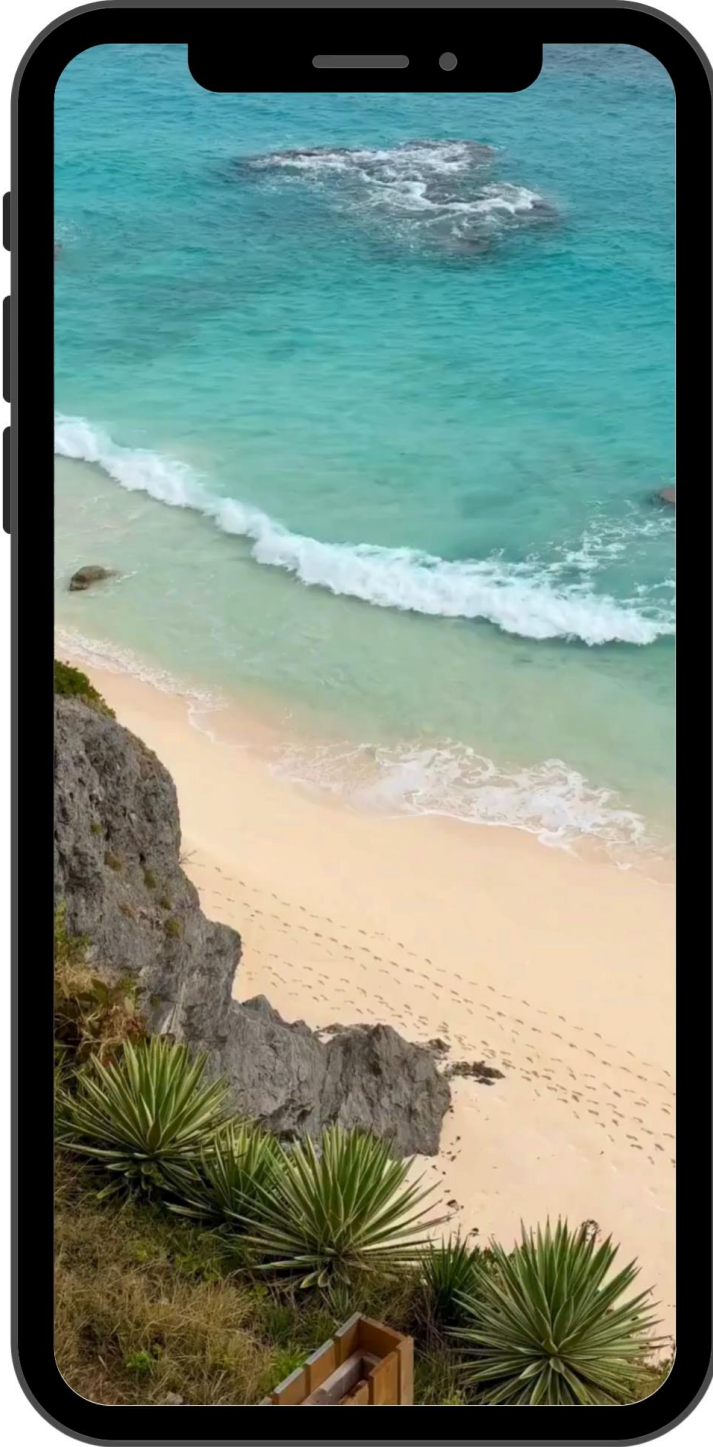
Top Performing Content by Engagement Rate



The Pink Sale  
Channel: TikTok  
Engagement Rate: 8.2%



Restaurant Weeks  
Channel: Instagram  
Engagement Rate: 10.8%



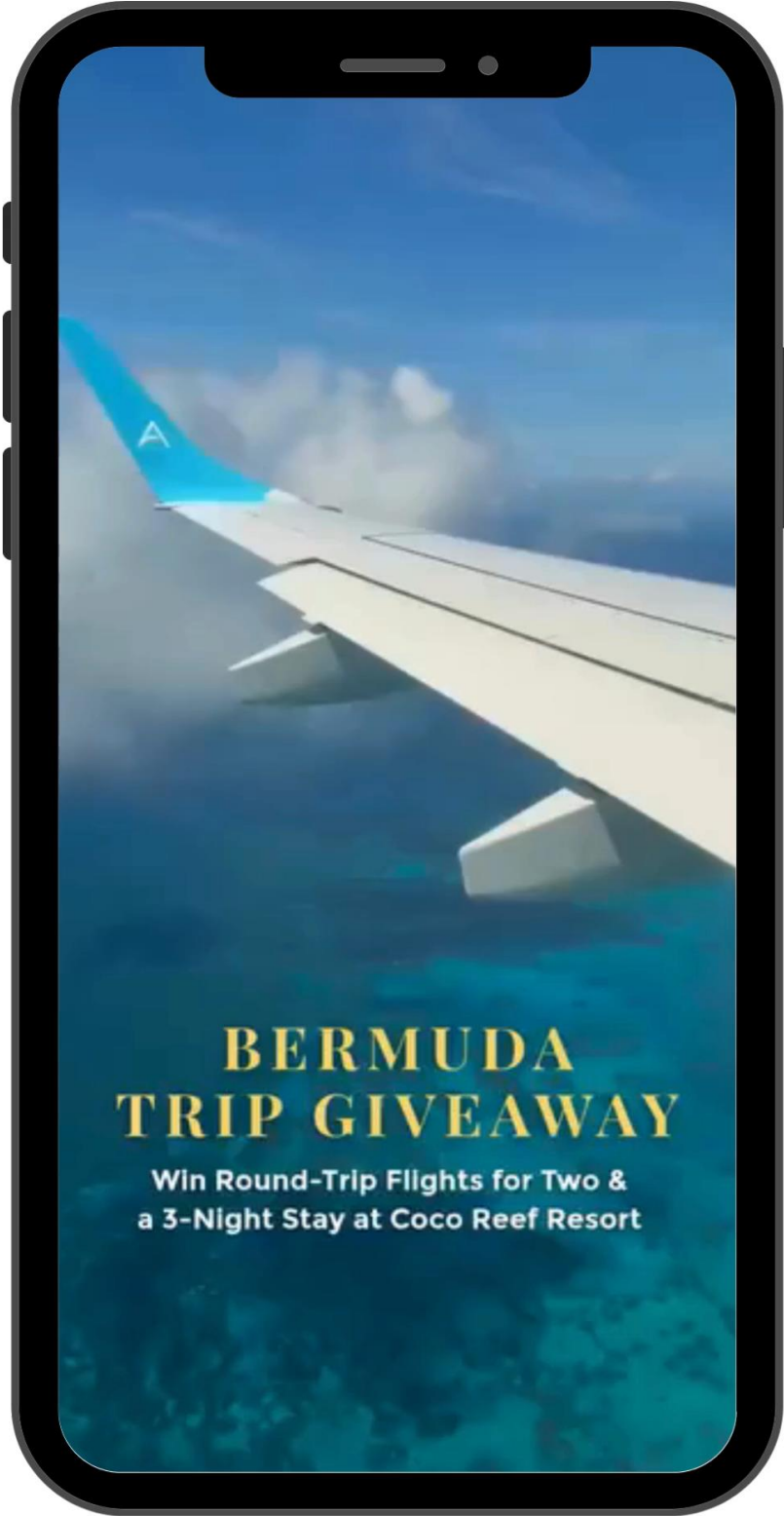
Spa Month  
Channel: Instagram  
Engagement Rate: 10%


# Partnerships


## Spring Giveaway


We hosted a Spring Giveaway on Facebook, which was our first-ever giveaway on this channel, in partnership with **Coco Reefs Resort**. The contest was launched on March 20 to align with the first Day of Spring and International Day of Happiness. To enter, users must follow Coco Reefs, like the post, and share their Bermuda story in the comments or tell us why they would love to visit for the first time.


The contest generated **100,425 views, 2204 interactions, 666 comments, and 531 follows.**




 **Lindsey Elias**  
My husband proposed to me while we were snorkeling in Bermuda 11 years ago this August. We've been happily married for 10 years now, and Bermuda was the perfect start to our amazing adventure!

 **Cait Caffrey**  
I'm only on this planet because of Bermuda. Parents met there in the 70s. I came along in 85 and spent the first 5 years of my life on that island. I'll never miss an opportunity to share Bermuda with the people I know. After all, it is the most beautiful place on the planet. And she will always, always be home to me ❤️

 **Janice Richardson**  
My husband's father grew up in Bermuda before moving to Canada. I have had the privilege of visiting the island twice, including my retirement trip during September of 2022, after 31 years of being an elementary school teacher! I would love a chance to go back, especially to stay at **Coco Reef Bermuda** 🇧🇲

 Top fan  
**Glenn Rivers**  
My family lived on Bermuda in the 1700's to the mid 1800's on what was then called Rivers island , later the naval air station , I'd love to come research my history , and see the beauty of the island

 **Michelle Nelson**  
This would be my first trip to Bermuda and its been my dream destination since I've seen pics of the pink sand beaches and the beautiful turquoise waters. Also- I am a golfer and to able to play a round of golf in Bermuda- that would be incredible.



# Greener

Activities focused on sustainable tourism partnerships, stakeholder engagement and advancing Bermuda's Blue Tourism agenda.

# BUEI Tourism & Hospitality Networking Event

Partner Engagement

BTA sponsorship created opportunities to engage industry stakeholders and promote

- Tourism Standards & Training,
- AnchorBDA,
- BTA+
- Promote gotobermuda.com + BTA Connect
- Visitor experience initiatives.

**BUEI**  
Bermuda Underwater Exploration Institute

## TOURISM & HOSPITALITY NETWORKING EVENT

Wednesday March 18<sup>th</sup> | 4pm - 7pm  
40 Crow Lane, East Broadway

**The event is FREE and space is limited!**

Mix, mingle and enjoy networking with professionals from the tourism, hospitality and transportation sectors. Drinks, nibbles, door prizes and mini tours of the Ocean Discovery Centre are included.

**REGISTER TODAY!**

Experience all that BUEI has to offer for locals and overseas visitors, including new partnerships with Pedego Electric Bikes Bermuda and The Botanist.

Sponsored By

BERMUDA TOURISM AUTHORITY | DISCOVERY WINES & SPIRITS | PEDEGO BERMUDA | The Botanist CAFE & GARDEN LOUNGE

Scan To RSVP

vassist@buei.bm | 294-0206 | www.BUEI.org | @bueibermuda

# Bermuda Ocean Prosperity Programme

Continued participation in the Blue Tourism Steering Committee helped advance action items aligning tourism growth with marine conservation and stewardship.



# Infrastructure

# Bermuda Visitor Service Centres

Visitor Services & Experience Enhancement

## Performance Metrics

### Strategic Outcomes

Significant investments were made to modernize visitor services and strengthen Bermuda's ability to deliver high-quality visitor experiences.

Enhancements included increased staffing, deployment of roaming ambassadors in high-traffic areas, implementation of real-time visitor feedback technology, and improved performance measurement systems. These initiatives position BVSCs as proactive visitor engagement centres rather than passive information points.

### Key Achievement

Established a data-driven visitor services model capable of measuring visitor satisfaction in real time while increasing ambassador presence across key visitor locations throughout Bermuda.

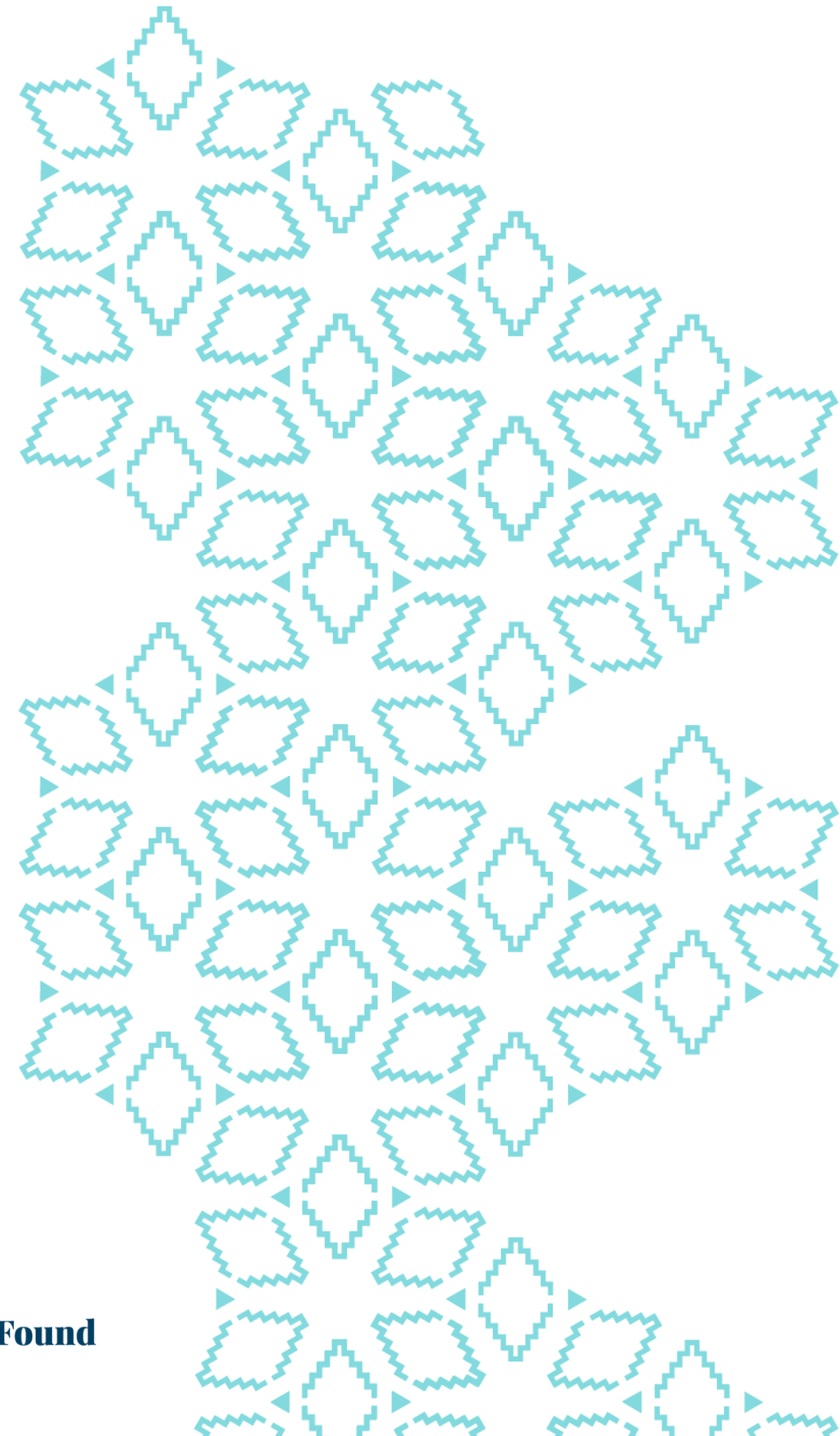
Metric	Result
BVSC Ambassadors	15
New Ambassadors Added	5
Real-Time Feedback System	Implemented
Footfall Tracking System	Installed
Roaming Ambassador Programme	Launched
Expanded Visitor Coverage Areas	Island-wide

# BVSC

Leveraging Infrastructure to Support Experience Providers

BTA has updated digital signage at all three Visitor Service Centres to highlight ads for Bermuda's visitor experiences.

The platform provides vetted experience providers with an opportunity to reach visitors at the consideration point as they visit the BVSC through paid advertising at competitive advertising rates..



## Turn Visitors into Customers.

Our Visitor Service Centre screens offer prime visibility to engaged, ready-to-spend audiences.

Let's put your business on display.

Email us at [experiences@bermudatourism.com](mailto:experiences@bermudatourism.com)

# Local Involvement

Activities focused on stakeholder engagement, youth development, inclusion and community partnerships.

# Local Involvement Overview

Q1 2026

## Building Stronger Community Connections Through Tourism

The BTA continued to strengthen relationships across Bermuda's tourism ecosystem through stakeholder engagement, youth development, community partnerships, and industry collaboration initiatives. These activities support a more connected, inclusive, and resilient tourism industry by ensuring that residents, businesses, government agencies, and community organizations have opportunities to contribute to Bermuda's tourism success.

## Q1 Highlights

- Stakeholder engagement sessions with key industry and government partners
- Bermuda Youth Speech Competition programme expansion
- Tourism for All professional development and inclusion training
- Participation in industry and community networking events
- Strengthened collaboration across tourism-related sectors

# Tourism Insights Exchange

Strengthening Collaboration Across Bermuda's Tourism Ecosystem

The Tourism Insights Exchange Programme continued to provide a platform for meaningful dialogue and collaboration between the BTA and organizations that contribute to the visitor experience.

Stakeholder engagement sessions were conducted with:

## Stakeholder

Marine & Ports Authority

Department of Public Transportation

Bermuda Taxi Owners & Operators Association

Bermuda Development Agency

BEDC & Ignite Bermuda

Bermuda Chamber of Commerce

Department of Parks

## Focus Areas

Cruise visitor experience and transportation coordination

Visitor mobility and seasonal readiness

Transportation services and visitor experience

Investment and tourism-related business opportunities

Entrepreneurship and tourism innovation

Industry collaboration and business priorities

Visitor amenities, public spaces and event support

## Key Discussion Areas

- Destination readiness for the visitor season
- Visitor transportation and mobility
- Workforce development opportunities
- Industry communication and collaboration
- Sustainability and community engagement

## Outcome

The programme strengthened relationships, improved communication, and identified opportunities for future collaboration that support both visitors and residents.

# Youth Engagement & Workforce Development

Q1 2026 .

## Bermuda Youth Speech Competition

The Bermuda Youth Speech Competition has been created to provide students with opportunities to explore tourism-related issues while developing leadership, communication, and presentation skills.

### Q1 Activity

Information sessions delivered in schools

Twelve student applications received

Collaboration with the Department of Education

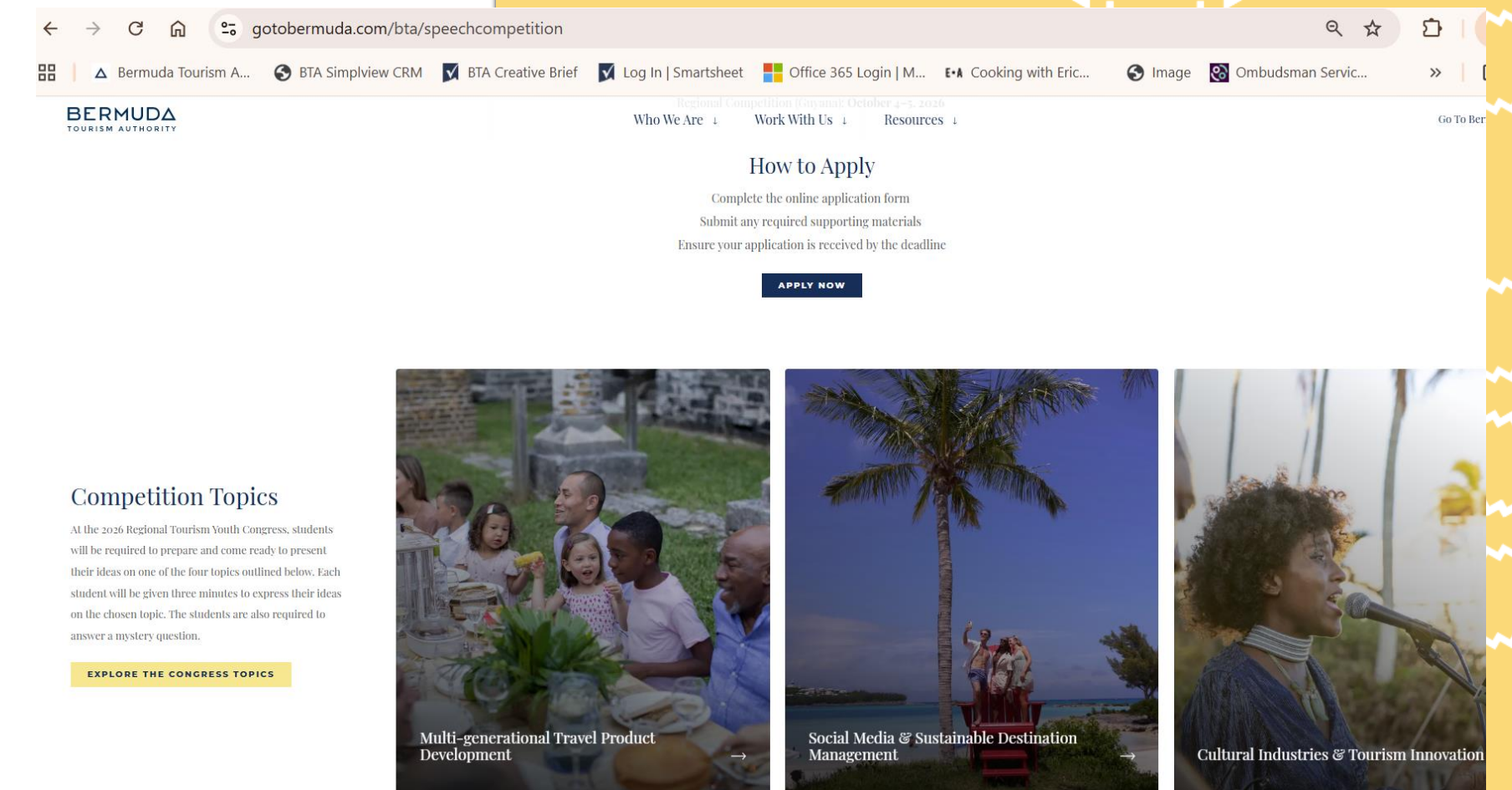
Development of a pathway into the CTO regional competition

### Why It Matters

The programme supports the development of Bermuda's future tourism workforce while encouraging young people to engage in conversations about the industry's role in Bermuda's economy and community.

### Outcome

Expanded youth participation and strengthened connections between education and tourism.



# Youth Outreach & Engagement

Building Awareness and Career Pathways

### Q1 Activity

Continued partnership with Sandys Middle School, introducing students to tourism career opportunities and industry pathways

Engagement with the Department of Education to encourage principal participation in a CTO Tourism and Education programming sensitisation

Multi-team representation at local career fairs, including Warwick Academy

Planning underway for participation in the MSA Career Fair and the Public Sector Career Fair

Cross-department collaboration to showcase the breadth of careers available within Bermuda's tourism ecosystem

### Why It Matters

Early exposure to tourism careers helps students understand the industry's economic impact while creating stronger connections between education, workforce development, and Bermuda's visitor economy.

### Outcome

Expanded student engagement, increased awareness of tourism career opportunities, and strengthened partnerships with schools and education stakeholders.

# Thank You

for your participation in our Career Expo.



We look forward to your continued support!



Warwick Academy

# Community & Industry Engagement

Q1 2026

## Maintaining Active Industry Connections

Throughout the quarter, the BTA maintained a visible presence at key industry and community events, creating opportunities to engage stakeholders, share updates, and strengthen partnerships.

## Key Engagements

- Bermuda Chamber of Commerce Budget Breakfast
- CTO Air Connectivity Summit
- Sponsorship of BUEI Tourism & Hospitality Networking Event
- Bermuda Chamber Tourism Division Networking Session

## Tourism for All

BTA Participation in the Tourism for All Certificate Programme reinforced the importance of:

- Accessibility
- Inclusion
- Community participation
- Visitor belonging

These principles continue to inform stakeholder engagement and programme development.





# Local Involvement Q1 Snapshot

## At a Glance

### Q1 Outcomes

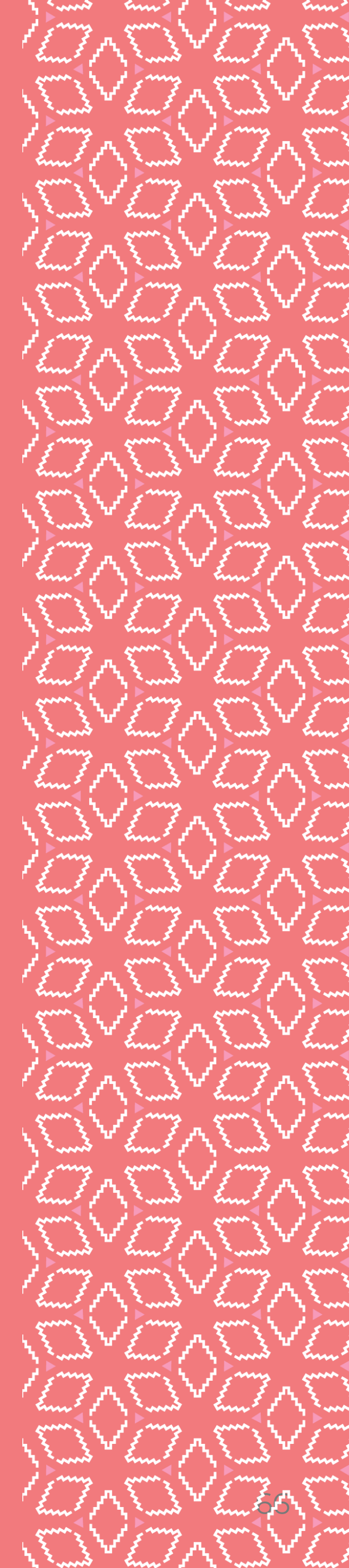
- ✓ Seven key stakeholder organizations engaged
- ✓ Expanded youth participation through tourism education initiatives
- ✓ Strengthened industry communication and collaboration
- ✓ Increased awareness of BTA programmes and resources
- ✓ Enhanced focus on accessibility and inclusive tourism
- ✓ Reinforced tourism as a shared community responsibility

### Key Takeaway

Tourism thrives when communities, businesses, government agencies, and industry partners work together. Q1 activities strengthened relationships across Bermuda's tourism ecosystem while supporting workforce development, inclusion, and community engagement.

# Innovation

Think Like a Visitor



# Experience & Innovation

The goal in Q1 was to advance destination readiness, stakeholder engagement and visitor services through education programmes, concierge engagement and service enhancements.



# Impact Summary

Q1 2026

## Overall Assessment

Q1 2026 demonstrated the Experience Team's role as both a destination development and stakeholder engagement player. Through strategic programming, industry collaboration, visitor service enhancements, and destination advocacy, the team strengthened Bermuda's tourism ecosystem while supporting the National Tourism Plan's goals of increasing year-round visitation, improving visitor satisfaction, and enhancing resident and stakeholder perceptions.

### Strategic Objective

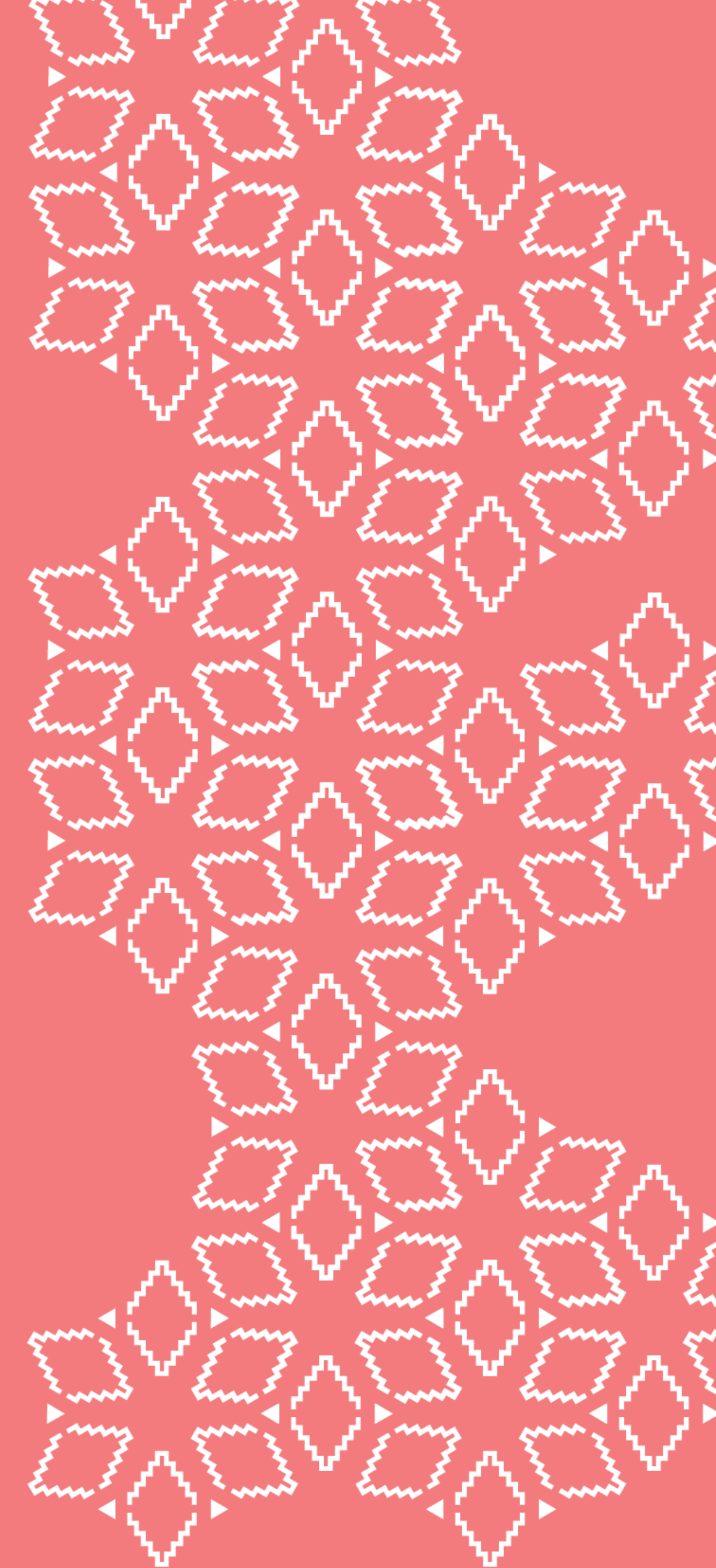
- Support Shoulder Season Demand
- Increase Stakeholder Engagement
- Improve Destination Readiness
- Strengthen Visitor Experience
- Support Local Businesses
- Enhance Bermuda's Brand

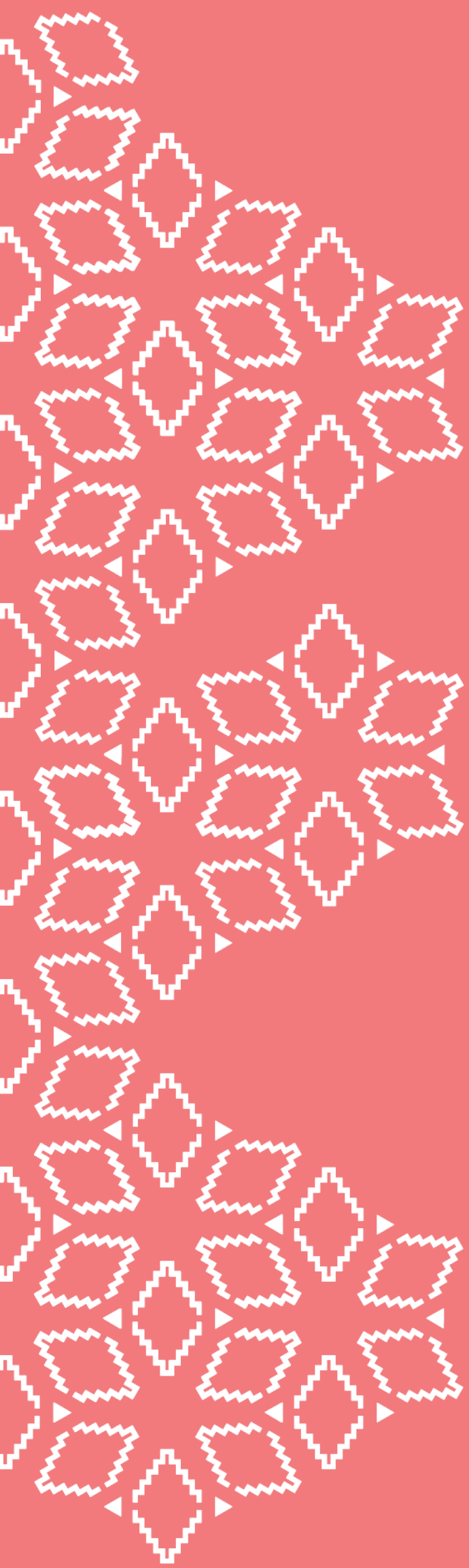
### Q1 Result

- Restaurant Weeks and Spa Month successfully drove visitation and spending
- Over 100 tourism stakeholders directly engaged
- Concierge education, stakeholder meetings, and BVSC enhancements delivered
- New technology, training, and ambassador programmes implemented
- Restaurants, spas, tour operators, and community partners directly benefited
- Culture, wellness, culinary, and sustainability experiences showcased internationally

### Overall Assessment

Q1 2026 demonstrated the Experience Team's role as both a destination development and stakeholder engagement function. Through strategic programming, industry collaboration, visitor service enhancements, and destination advocacy, the team strengthened Bermuda's tourism ecosystem while supporting the National Tourism Plan's goals of increasing year-round visitation, improving visitor satisfaction, and enhancing resident and stakeholder perceptions.





# Partner Engagement

Experience Providers & Concierge Teams  
Visitor Experience Lunch & Learn &  
Concierge Engagement programmes  
equipped frontline tourism professionals  
with destination knowledge, visitor  
insights and updates on tourism  
initiatives.



# Partner Engagement Stakeholder Collaboration

St George's Stakeholder Connection Session

Multiple meetings including a destination walkthrough with businesses and attractions and government representatives focused on improving communication, enhancing the visitor experience and preparing for the tourism season and communication around new ferry initiative and BVSC Roaming ambassador programme.



St Georges  
walkthrough with c

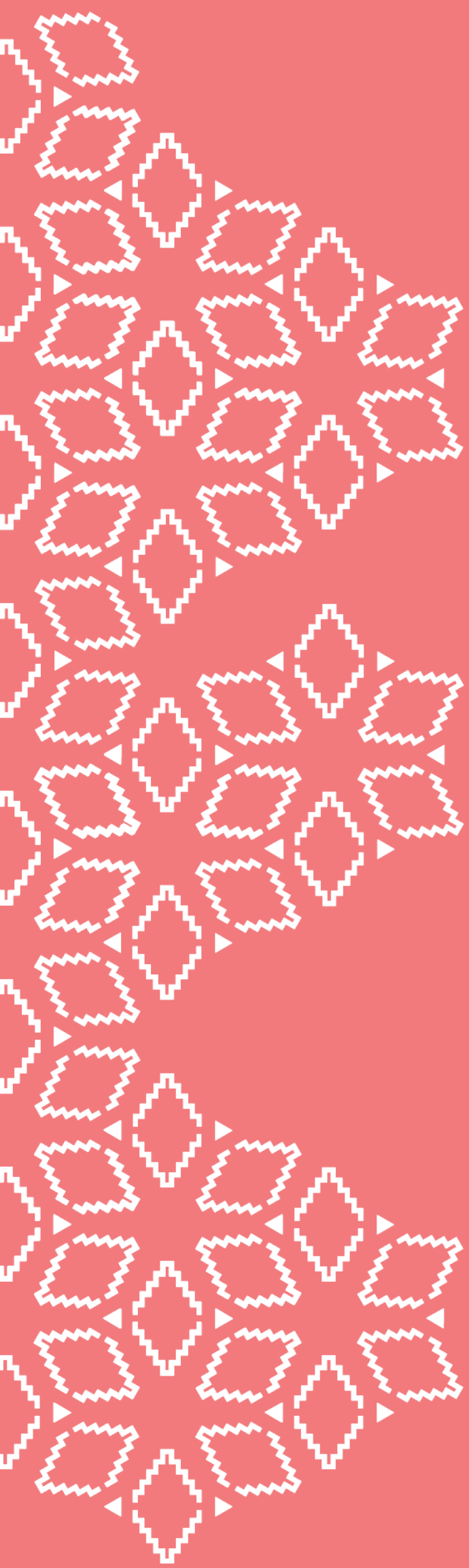
# Curated Programmes

Connecting Visiting Groups to Local Experiences

Promoted ongoing BTA experience programmes such as Restaurant Weeks & Spa Month at high visibility, relevant spaces. Creating opportunities for visitors to experience Bermuda cultural and wellness experiences at value-added cost.

- LF Wade International Airport
- Chubb Triangle Challenge Athletes Expo
- In Welcome Kit for Bermuda Bridge Regional + CTO Air Connectivity Summit





# CTO Experience Programming

Connecting Visitors to Authentic Local Experiences  
Authentic Bermudian experiences, and seamless welcome moments were curated for the CTO Spring Meetings and Air Connectivity Summit, showcasing local culture and hospitality to visiting dignitaries and international partners .



# Teams & Groups

# Driving Future Business to Bermuda

Driving Future Group Business for Bermuda

During Q1 2026, the focus under this pillar was on positioning Bermuda as a premier destination for meetings, conferences, incentive travel, destination celebrations, sports groups, and special interest travel.

Through targeted sales efforts, industry engagement, client events, strategic partnerships, and hosted experiences, the team continued to strengthen Bermuda's visibility among key decision-makers responsible for selecting destinations for future group programmes.

## Results

Metric	Result	Outcome
Definite Leads	17	The Teams & Groups pipeline continues to grow, with opportunities extending through 2030 and generating future visitation potential across multiple market segments.
Contracted Room Nights	7,589	
Attendees	2,766	
Estimated Economic Impact	\$1.38 Million	
Tentative Leads	43	
Future Room Nights	16,707	
Future Attendees	6,986	

# Meetings & Incentives Market Development

Q1 2026 - Engaging Decision-Makers in Key Source Markets

BTA maintained an active presence at industry events where meeting planners, incentive travel buyers, and corporate decision-makers evaluate destinations for future programmes.

## SITE Annual General Meeting

As a sponsor of the Society for Incentive Travel Excellence (SITE) Annual General Meeting, the BTA engaged directly with incentive travel professionals and industry suppliers while showcasing Bermuda's meetings and incentive travel offering.

## NECVB Client Luncheon

Participation in the Northeast CVB client luncheon provided opportunities to connect with 48 meeting planners actively sourcing destinations for future meetings and conferences.

## Outcome

These engagements increased awareness of Bermuda's meetings product and strengthened relationships with planners responsible for booking future business.



# Hosted Experiences & Destination Familiarisation

## Showcasing Bermuda to Key Travel Influencers

The team hosted and engaged travel industry professionals whose recommendations directly influence destination selection for group travel, meetings, incentives, and luxury experiences.

### Travellustre Annual Retreat

The BTA welcomed 40 luxury travel advisors to Bermuda for the Travellustre Annual Retreat. Participants experienced the destination firsthand through site visits, networking opportunities, and immersive experiences designed to strengthen destination knowledge and future advocacy.

#### Outcome

Providing firsthand exposure to Bermuda's tourism product helps increase advisor confidence and strengthens their ability to recommend Bermuda to clients seeking luxury, group, and experiential travel opportunities.

### CTO Spring Meetings & Air Connectivity Summit

Working alongside the Ministry of Tourism, the BTA supported the hosting of approximately 100 regional tourism leaders and industry stakeholders during the CTO Spring Meetings and inaugural Air Connectivity Summit.

#### Outcome

The event positioned Bermuda as a regional leader while creating opportunities to showcase the destination's hospitality, infrastructure, and meeting capabilities.



# Strategic Sales Engagements

## Q1 2026 - Building Relationships with High-Value Buyers

The team participated in targeted events designed to connect directly with meeting planners and corporate buyers.

### Northstar Luxury Wellness

22 one-on-one appointments conducted

Engagement with planners seeking luxury and wellness-focused destinations

### Success Meetings University International

25 pre-scheduled appointments

More than 500 industry professionals in attendance

### Outcome

Direct engagement with planners continues to strengthen Bermuda's visibility and generate future opportunities within the meetings, incentives, and luxury travel sectors.



# Roadshows & Partnership Activation

Q1 2026 - Bringing Bermuda to Key Markets

The BTA partnered with BermudAir and hotel partners including Hamilton Princess, Fairmont Southampton, Azura, Cambridge Beaches, Grotto Bay, The Loren, and The Reefs to deliver a three-city roadshow across:

- Boston
- New York
- New Jersey

The programme provided meeting planners, event professionals, and travel advisors with immersive experiences designed to showcase Bermuda's tourism product and accessibility.

## Outcome

The roadshow strengthened relationships with key buyers while increasing awareness of Bermuda's group travel offerings and partner products.



# Luxury & Celebration Travel

Q1 2026 - Expanding Opportunities in High-Value Segments

The team continued efforts to strengthen Bermuda's position within the luxury travel and destination celebration markets.

## Wedding Planner Engagement

In partnership with Hamilton Princess, the BTA hosted eight luxury wedding planners and event designers, showcasing Bermuda's destination wedding and celebration offerings.

## Washington DC Client Engagement

A curated networking dinner brought together twenty meeting planners and travel advisors alongside BermudAir and hotel partners, creating opportunities to strengthen relationships and highlight Bermuda's tourism product.

## ALHI Mid-Atlantic Showcase

Participation in the Associated Luxury Hotels International showcase expanded engagement with luxury hospitality professionals and planners.

## Outcome

These engagements increased visibility among influential planners responsible for recommending destinations for weddings, celebrations, luxury travel, and corporate events.



# Sales Generation Outcomes

Q1 2026

## Q1 Outcomes

- ✓ 17 definite group leads secured
- ✓ 7,589 contracted room nights
- ✓ \$1.38 million estimated economic impact
- ✓ 43 future opportunities in pipeline
- ✓ 16,707 future room nights identified
- ✓ Expanded engagement with meeting planners, incentive buyers, travel advisors, and event professionals
- ✓ Increased awareness of Bermuda's meetings, incentives, conferences, and events offering

## Key Takeaway

Q1 sales activities focused on building relationships, generating leads, and positioning Bermuda competitively within the meetings, incentives, conferences, sports groups, and celebration travel sectors. Through strategic sales efforts and targeted industry engagement, the team strengthened Bermuda's future business pipeline and created opportunities for sustained visitation and economic impact.

# High Value Visitation

Q1 2026 - Impact Summary

## Overall Assessment

We successfully delivered high-value visitation during Bermuda's shoulder season, directly supporting 8 local hotels, generating nearly \$6 million in economic impact while strengthening the island's position in key niche tourism sectors. Strategic investment in running, golf, conferences, and emerging sports produced measurable economic returns, expanded destination awareness, and advanced the objectives of the National Tourism Plan.

## Strategic Objective

Increase Shoulder Season Visitation

Grow Room Night Production

Drive Economic Impact

Support Year-Round Tourism

Hotels Supported

Grant funding Awarded

Expand Niche Tourism Markets

Strengthen Community & Cultural Tourism

## Q1 Result

2,635 visitors generated

6,118 room nights generated

\$5.98M generated

Events delivered January–March

8

\$458,700

Running, Golf, Pickleball, Rugby, Gaming, Conferences

Walk to Calvary supported



# Grant Funding Awardees

## Community & Cultural Tourism

Q1 2026 – Grant Awardee – Walk to Calvary

### Performance Metrics

### Strategic Outcomes

Walk to Calvary supports Bermuda's cultural and community tourism objectives by highlighting the island's faith traditions and heritage. The programme contributes to community engagement and provides visitors with authentic cultural experiences that strengthen destination identity.

### Key Achievement

Supported cultural tourism development while fostering community participation and preserving local traditions.



### Ongoing Grant Awardees 2025/2026

- Titan Tours
- Bermuda Heritage Tours
- Carnival in Bermuda

# Attracting Training Camps

Q1 2026 - Impact Summary

Training Camps & Sports Development

Event	Visitors	Room Nights	Grant
Milton Marlins Swim Training	48	98	\$9,000
CNSL Swim Training Camp	13	35	\$4,200
<b>Total</b>	<b>61</b>	<b>133</b>	<b>\$13,200</b>

## Performance Metrics

### Strategic Outcomes

Training camps leverage Bermuda's climate, sports infrastructure, and accessibility to attract athletes during winter months. These programmes create direct economic impact while introducing Bermuda to broader athletic communities through coaches, families, and affiliated sports organisations.

### Key Achievement

Swimming programmes expanded awareness of Bermuda through sports travel networks reaching thousands of athletes and clubs across North America.

# Conferences

Q1 2026 - Impact Summary

Performance Metrics

Conferences and special-interest events generated strong room-night production while attracting visitors from multiple international markets. These programmes support destination diversification by attracting travelers whose primary motivation is business, education, or hobby-based travel.

The Principles Conference alone attracted participants from 19 countries, while the Bridge Regional Tournament continues to provide recurring annual visitation and international exposure.

### Key Achievement

Conference and education events generated over 1,500 room nights and strengthened Bermuda's reputation as a destination for intellectual, educational, and special-interest gatherings.

Event	Visitors	Economic Impact
Bridge Regional Tournament	197	\$1.05M
Principles Conference	92	\$379K
No School Is An Island Conference	20	\$156K



# Support for Emerging Sports Tourism Events

Q1 2026 - Impact Summary

Performance Metrics

Event	Visitors	Room Nights
Caribbean Pickleball Championships	70	525
Rugby University 7s Tournament	125	387
Bermuda Triple Challenge	36	80



## Strategic Outcomes

Emerging sports continue to provide new opportunities for visitation growth and destination differentiation. Pickleball, one of the fastest-growing sports globally, positioned Bermuda within a rapidly expanding international market. Rugby and obstacle-course racing further diversified the island's sporting calendar and increased awareness through livestreaming, digital content, and participant networks.

## Key Achievement

Emerging sports generated nearly 1,000 room nights while introducing Bermuda to new and growing visitor segments.

# Sports Tourism Economic Impact

Q1 2026 – Visitation + Funding

Building on the success of the individual events highlighted throughout this report, Bermuda's sports tourism portfolio continued to generate meaningful visitation, economic impact, and destination exposure during Q1, supporting the broader objective of driving year-round tourism growth.

Event	Visitors	Economic Impact
Bermuda Triangle Challenge	1,546	\$2.82M
AJGA Junior Championship	184	\$367K
Collegiate Golf Tournament	176	\$315K
Rugby University 7s	125	\$202K
Caribbean Pickleball Championships	70	\$410K
Bermuda Ladies Pro-Am	64	\$231K
Milton Marlins Swim Camp	48	\$88K
Bermuda Triple Challenge	36	\$76K



# Year-Round



# Year-Round

Q1 Results

## Year-Round Overview – Q1 2026

### Driving Visitation Beyond Traditional Peak Periods

A key focus of Bermuda's tourism strategy is supporting events, experiences, and niche tourism opportunities that attract visitors throughout the year. During Q1, BTA-supported events generated visitation, room nights, and economic activity while helping to sustain tourism businesses during traditionally slower travel periods.

Metric	Result
Visitors	2,558
Room Nights	5,918
Economic Impact	\$6.09 Million
Supported Events	11

# Sports Tourism

Q1 2026

## Expanding Bermuda's Sports Tourism Portfolio

Sports tourism events generated visitation and spending across accommodations, restaurants, transportation and attractions in Q1:

### Key Events

Event	Visitors	Economic Impact
AJGA Junior Championship	184	\$366K
Caribbean Pickleball Championships	70	\$410K
Rugby University 7s	125	\$202K
Bermuda Triangle Collegiate Golf	176	\$315K
Bermuda Ladies Pro-Am	64	\$231K

### Outcome

These events generated visitation during shoulder periods while introducing athletes, coaches, supporters, and families to Bermuda.

# Sports Tourism: Endurance

## Chubb Bermuda Triangle Challenge

### Bermuda's Largest Q1 Event

The Bermuda Triangle Challenge continued to be one of Bermuda's most significant sports tourism events, attracting runners and supporters from overseas markets.

### Performance

1,546 visitors

2,574 room nights

\$2.82 million economic impact

### Outcome

The event generated substantial economic activity across accommodations, restaurants, transportation providers, attractions, and local businesses while reinforcing Bermuda's reputation as a sports tourism destination.



# Conferences & Special Interest Events

## Diversifying Bermuda's Visitor Base

Conferences and special-interest events continue to support year-round tourism by attracting visitors outside traditional leisure travel segments.

### Key Events

Event	Visitors	Economic Impact
Bridge Regional Tournament	197	\$1.05M
Principles Conference	92	\$379K
No School Is An Island Conference	20	\$156K

### Outcome

These events diversified Bermuda's tourism portfolio while generating room nights and economic impact during traditionally slower travel periods.



# Spa Month

Q1 2026

## Performance Metrics

### Strategic Outcomes

Spa Month strengthened Bermuda's positioning as a wellness destination while generating business during a traditionally slower tourism period. The introduction of signature wellness events represented a significant evolution of the programme, expanding beyond discounted treatments to immersive wellness experiences. Strong participation from both visitors and residents demonstrated broad market appeal and highlighted growing demand for wellness-focused travel experiences.

### Key Achievement

Achieved record participation levels while successfully introducing experiential programming for the first time in the programme's history.

Metric	Result
Participating Spas	15
Highest Participation to Date	Yes
Spa Re-enrollment Rate	100%
Spas Reporting Increased Weekend Traffic	92%
Signature Wellness Events Introduced	3
Discount Offers	Up to 50%

# ited a spa inside a 500,000-year-old cave in Bermuda. Here's what I le

becoming one of the hottest destination for wellness-focused travel – on a trip to the island, I discovers nirvana in a spa

Wednesday 18 February 2026 13:14 GMT



Experience in a Cave at the Grotto Bay Beach Resort & Spa in Bermuda (PA)

# Restaurant Weeks

Q1 – Experiences Supporting Year-Round Visitation

## Showcasing Bermuda's Culinary Sector

Restaurant Weeks celebrated Bermuda's culinary offerings while encouraging value-added culinary experiences for visitors and local participation that would encourage them to return and/or recommend Bermuda year-round. . The programme was promoted at key winter events for visitors and groups.

## Results

More than 50 participating restaurants

Four new participating restaurants

Sold-out signature events

15 live entertainment performances

87% reported increased traffic

100% indicated they would participate again

## Outcome

The programme generated increased business activity for participating restaurants while showcasing Bermuda's food and beverage sector.





# Year-Round Outcomes

## Year-Round Tourism Outcomes

### Q1 Outcomes

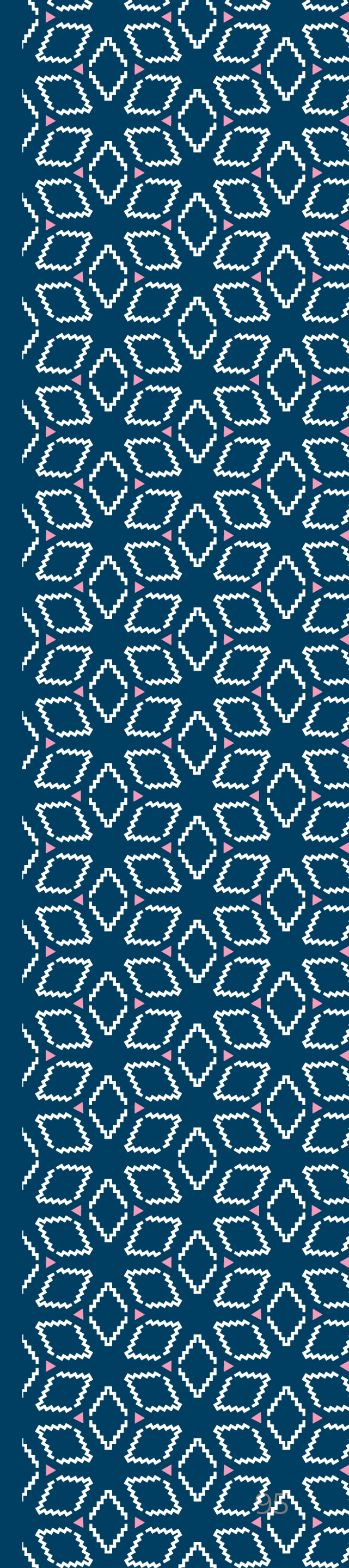
- ✓ 2,558 visitors generated
- ✓ 5,918 room nights produced
- ✓ \$6.09 million economic impact
- ✓ 11 supported events
- ✓ Increased shoulder-season visitation
- ✓ Enhanced support for local tourism businesses
- ✓ Expanded sports, wellness, culinary, and special-interest tourism offerings

### Key Takeaway

Year-round tourism initiatives continue to generate economic impact, support local businesses, and strengthen Bermuda's position as a destination offering compelling experiences throughout the year, rather than only during traditional peak travel periods.

# Finance

Financial performance update.



# Q1 2026 Report

At March 31, 2026

The accounts to 31 March 2026 are measured against the budget approved by the board. The grant for 2026/2027 was announced with an increase of \$4m (for the fiscal year) over the 2025/2026 budget. This equates to an increase of \$3m for the calendar year. The audit for the accounts to 31 December 2025 is currently in process.

## Income statement

### Income

Government grant – This is the final quarter of the 2025/2026 Government grant of \$15.5m.

Tourism Authority Fee – at \$1,164k are currently \$91k above budget and \$141k above the prior year.

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

### Costs

Overall, direct costs are \$273k below budget, with all divisions either in line with, or below budget.

General costs are currently \$30k below budget with all categories in line with, or below budget with the exception of Legal & Professional costs which are slightly over budget.



# Income Statement

Q1 2026

## Income Statement

Bermuda Tourism Authority

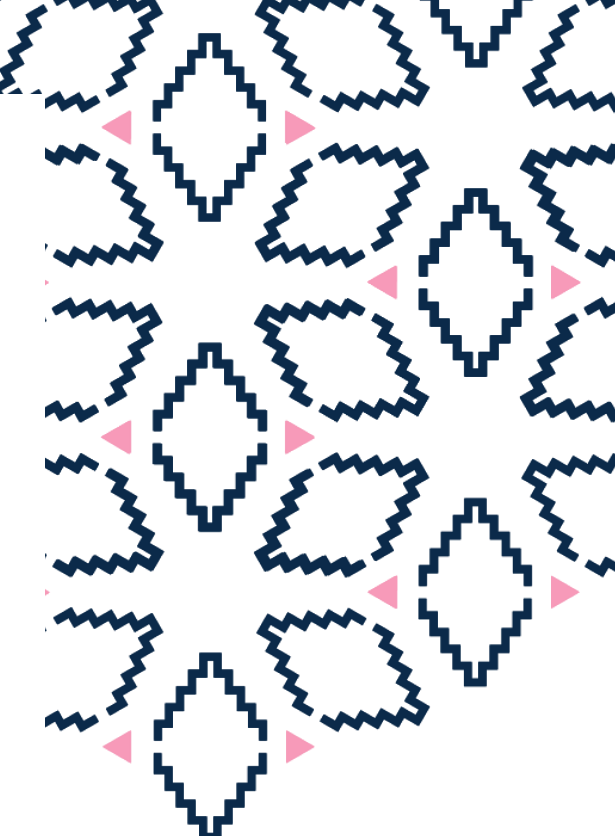
For The Period Ended 31 March 2026

	Quarter 1			Year To Date		
	Actual	Budget	PY	Actual	Budget	PY
Income	5,474,150	5,390,730	4,913,919	5,474,150	5,390,730	4,913,919
Direct costs	6,934,970	7,248,285	3,667,680	6,934,970	7,248,285	3,667,680
Direct surplus (deficit)	(1,460,820)	(1,857,555)	1,246,240	(1,460,820)	(1,857,555)	1,246,240
Structure, general & administration costs	2,349,838	2,379,722	2,260,391	2,349,838	2,379,722	2,260,391
Operating surplus (deficit)	(3,810,658)	(4,237,276)	(1,014,151)	(3,810,658)	(4,237,276)	(1,014,151)
Net finance costs	11,704	10,003	13,816	11,704	10,003	13,816
Net surplus (deficit) for the period	(3,822,362)	(4,247,279)	(1,027,967)	(3,822,362)	(4,247,279)	(1,027,967)

# Income Statement

## Bermuda Tourism Authority

For The Period Ended 31 March 2026



	Quarter 1			Year To Date		
	Actual	Budget	PY	Actual	Budget	PY
<b>Income</b>						
Grants, subsidy & contribution income	3,875,000	3,875,000	3,885,000	3,875,000	3,875,000	3,885,000
Tourism authority fee	1,164,680	1,073,230	1,023,644	1,164,680	1,073,230	1,023,644
Vacation rental properties TAF	9,251	17,500	4,880	9,251	17,500	4,880
Other income	425,219	425,000	395	425,219	425,000	395
	<b>5,474,150</b>	<b>5,390,730</b>	<b>4,913,919</b>	<b>5,474,150</b>	<b>5,390,730</b>	<b>4,913,919</b>
<b>Direct costs:</b>						
Marketing	2,752,400	2,780,004	2,704,075	2,752,400	2,780,004	2,704,075
Group Sales & Business Development	3,978,916	4,206,284	597,393	3,978,916	4,206,284	597,393
Experiences	39,719	93,600	227,724	39,719	93,600	227,724
Operations	163,936	168,397	138,488	163,936	168,397	138,488
	<b>6,934,970</b>	<b>7,248,285</b>	<b>3,667,680</b>	<b>6,934,970</b>	<b>7,248,285</b>	<b>3,667,680</b>
<b>Structure, general &amp; administration costs:</b>						
Staff costs	1,729,880	1,710,483	1,530,322	1,729,880	1,710,483	1,530,322
Communications & IT	124,673	148,250	166,410	124,673	148,250	166,410
General expenses	110,852	127,695	161,413	110,852	127,695	161,413
Marketing	-	750	-	-	750	-
Premises	167,405	184,420	217,724	167,405	184,420	217,724
Professional fees	212,805	186,249	178,333	212,805	186,249	178,333
Equipment	4,223	21,875	6,188	4,223	21,875	6,188
	<b>2,349,838</b>	<b>2,379,722</b>	<b>2,260,391</b>	<b>2,349,838</b>	<b>2,379,722</b>	<b>2,260,391</b>

## Balance Sheet

### Bermuda Tourism Authority

March 31, 2026

ASSETS	<u>Quarter 1</u>	<u>Dec-25</u>
<b>Current Assets</b>		
Cash & Bank	219,440	558,851
Accounts Receivable	990,812	845,878
Accrued Income & Prepaid expenses	1,199,622	1,001,642
Total Current Assets	<u>2,409,874</u>	<u>2,406,370</u>
<b>Non-current Assets</b>		
Fixed assets	98,170	85,761
Investment	200	200
<b>Total Assets</b>	<u><u>2,508,244</u></u>	<u><u>2,492,332</u></u>
<b>EQUITY &amp; LIABILITIES</b>		
Accumulated Surplus	(6,771,617)	(2,949,255)
<b>Current Liabilities</b>		
Vendor Payables	6,487,932	2,610,400
Accruals	2,535,878	2,561,535
Deferred Income	256,051	269,651
	<u>9,279,862</u>	<u>5,441,587</u>
<b>Total Equity &amp; Liabilities</b>	<u><u>2,508,244</u></u>	<u><u>2,492,332</u></u>



## Balance Sheet

