



Q2 2026 – Corporate Activity Report

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

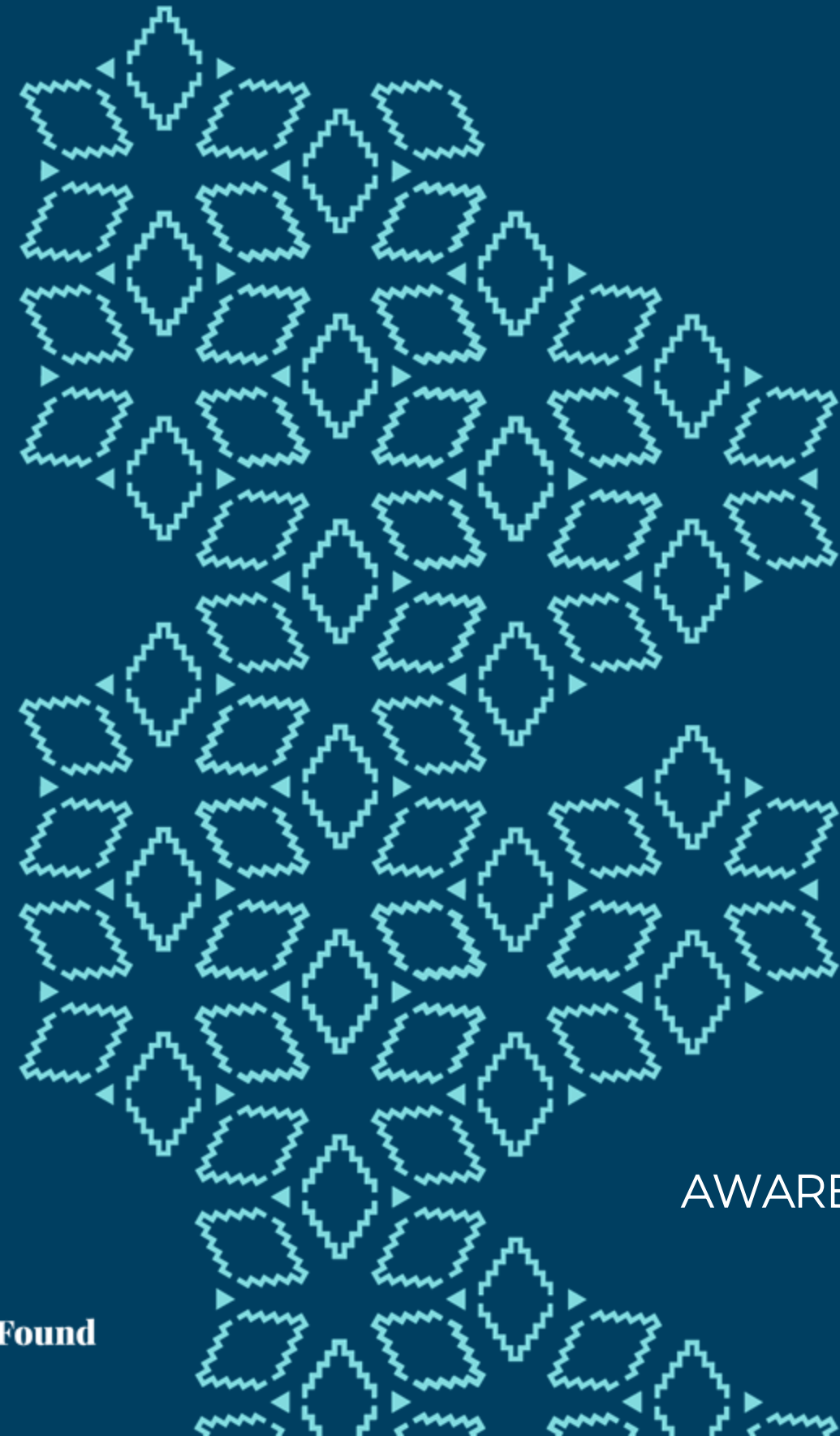
April – June 2026

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
across all paid media under the
Brand and Integrated Packages

From 1 April–30 June, paid media activity centered on three core campaign areas, each with distinct objectives:

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

Each campaign featured tailored creative across a range of channels, aligned with its specific goals. Q2 balanced always-on efficiency with high-impact custom activations designed to maintain visibility and influence travel consideration throughout the key summer planning period.

In addition to the campaigns above, activity ran across Facebook, Instagram, TikTok, Reddit and Pinterest. Market-specific creative continued to support stronger relevance, efficiency and engagement across both the US and Canada.

Objectives & KPIs

CAMPAIGN	OBJECTIVE	PRIMARY KPIs
Always-On US	Increase awareness and consideration of Bermuda as an ideal travel destination across priority US markets. Drive qualified traffic to GoToBermuda.com and encourage meaningful on-site actions that support travel planning and bookings.	CPA, Conversions, Conversion Rate, CTR, Impressions and VCR
Always-On Canada	Increase awareness and consideration of Bermuda across priority Canadian markets, driving qualified traffic and meaningful engagement during the spring and summer travel planning period.	CPA, Conversions, Conversion Rate, CTR, Impressions and VCR
Custom Partnerships	Align Bermuda with key travel and media partners through distinctive, high-impact activations designed to extend reach and engage affluent and niche travel audiences.	Reach, Impressions, Conversions, and Engagement

Individual Campaign Performance Metrics

- **Always-On US:** Maintained visibility across five priority US markets through Display, Native, Online Video, Connected TV and partner placements. Across Q2, the campaign delivered **128.6M impressions, 266.0K clicks and 707.6K conversions**, while remaining well below the \$5 CPA benchmark each month. Performance strengthened as CPA-focused optimisation and geo-targeted creative were introduced, with additional TravelZoo activity added in Boston to support a priority market showing softer arrivals and reduced air capacity.
- **Always-On Canada:** Q2 activity centred on Toronto and Halifax, two of Bermuda's strongest Canadian source markets. Together, they generated 14.6M impressions, 15.7K clicks and 44.6K conversions, with both markets maintaining CPA below the \$5 benchmark. Toronto delivered the greatest reach and conversion volume, while Halifax stood out for stronger overall efficiency.
- **One-Off Partnerships:** In extended previous custom activations through targeted follow-up media designed to re-engage qualified audiences.

Amazon Retargeting Banners: Re-engaged consumers who had previously been exposed to Bermuda's Whole Foods bag activation. Across Q2, the placement delivered 10.8M impressions, 3,144 clicks and 8,623 conversions. Because it targeted a finite, pre-qualified audience, performance should be evaluated separately from broader prospecting media

***Takeaway:** Q2's more concentrated market strategy, shift towards CPA-based optimisation and rollout of geo-targeted creative helped improve conversion efficiency across Bermuda's priority US and Canadian markets. All seven target markets finished below the \$5 CPA benchmark, while targeted partner support strengthened performance in Boston and Amazon retargeting extended the value of the earlier Whole Foods activation by re-engaging a qualified audience.*

Ad Creative Analysis: Facebook

Objective: Site Traffic
Promoted Organic: Summer
LPVs: 87,395
C/LPV: \$0.17

Bermuda Tourism

Ad

...

X

Send this to someone as a sign that Bermuda's calling this summer

...See more

0:00 / 0:32

gotobermuda.com

Summer in Bermuda | Go To Bermuda

Learn more

Objective: Site Traffic
Promoted Organic: Nature
LPVs: 60,605
C/LPV: \$0.31

Bermuda Tourism

Ad

Little steps lead to big

...more

See details

Objective: Leads - Enewsletter Signups
Sign-ups: 1,102
C/Sign-up: \$1.10

Bermuda Tourism

Ad

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

FORM

Bring Bermuda to Your Inbox

Subscribe

BERMUDA | Lost Yet Found

7

Ad Creative Analysis: Instagram

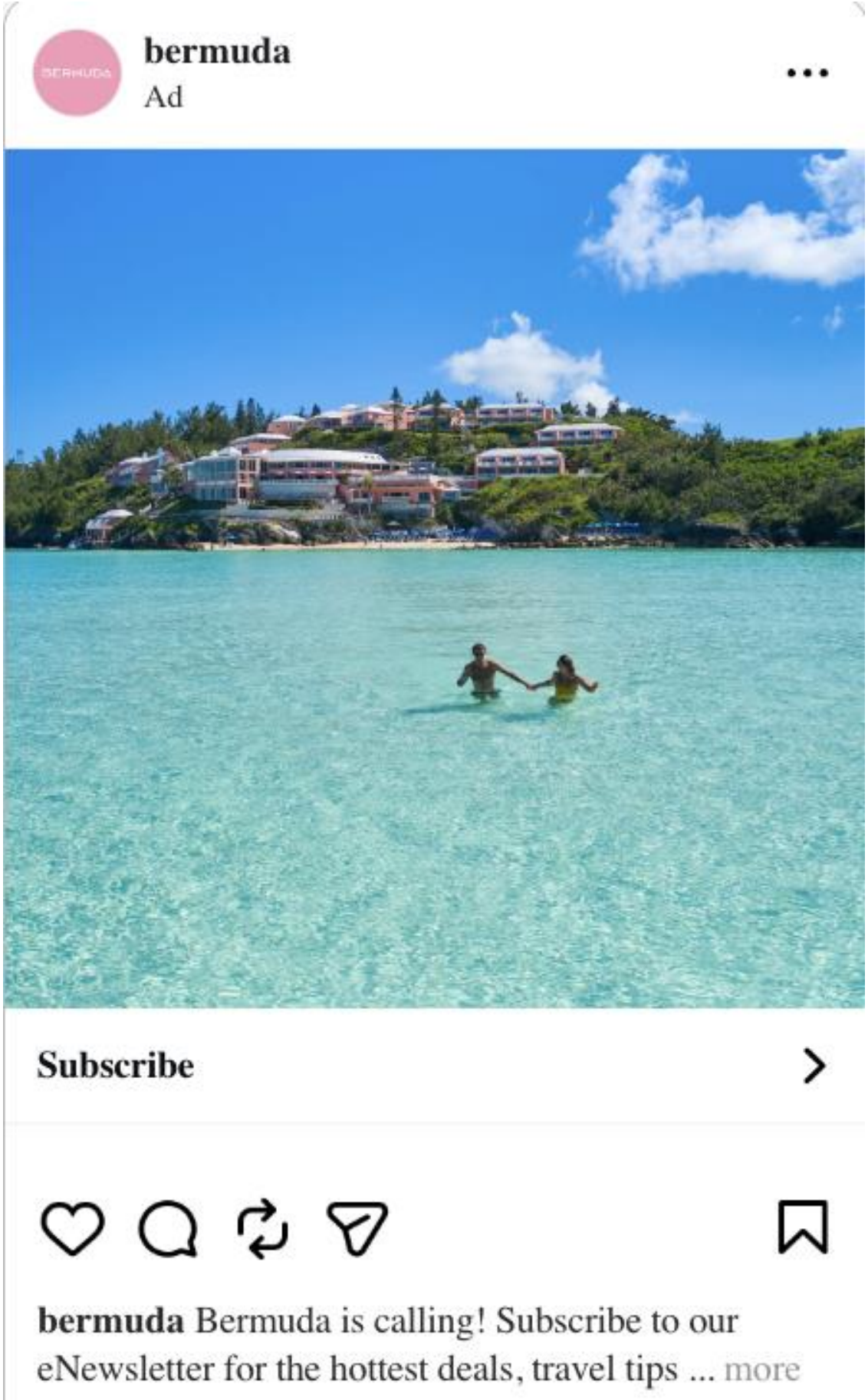
Objective: Site Traffic
Promoted Organic: Summer
LPVs: 102,982
C/LPV: \$0.15



Objective: Site Traffic
Promoted Organic: Nature
LPVs: 18,824
C/LPV: \$0.30



Objective: Leads - Enewsletter
Signups
Sign-ups: 77
C/Sign-up: \$1.00



Ad Creative Analysis: Pinterest

Objective: Site Traffic
Promoted Organic - Wellness
Outbound Clicks: 14,838
CPOC: \$0.61



Bermuda
Find Wellness in Bermuda
Sponsored

Objective: Site Traffic
Promoted Organic - Culture
Outbound Clicks: 3,949
CPOC: \$0.60



Bermuda
The Bermuda Gombey: A...
Sponsored

Objective: Site Traffic
Where is Bermuda – Family Carousel
Outbound Clicks: 9,883
CPOC: \$0.64



Bermuda
Memories that become lore
await
Sponsored

Ad Creative Analysis: Reddit

Objective: Site Traffic
Max Top Combination: One of One
CTR: 1.3%
CPC: \$0.82

Objective: Site Traffic
Max Top Combination: Where is Bermuda
CTR: 1.1%
CPC: \$0.72

Objective: Site Traffic
Max Top Combination: Where is Bermuda
CTR: 1%
CPC: \$0.74

u/BermudaTourism • Promoted

A short flight to a place that feels authentic, not overdone, and refreshingly easy to settle into.

POV: You look at my location and I'm in the middle of the ocean

Bermuda

0:00

gotobermuda.com

Learn More

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.

POV: You look at my location and I'm in the middle of the ocean

Bermuda

0:00

gotobermuda.com

Learn More

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.

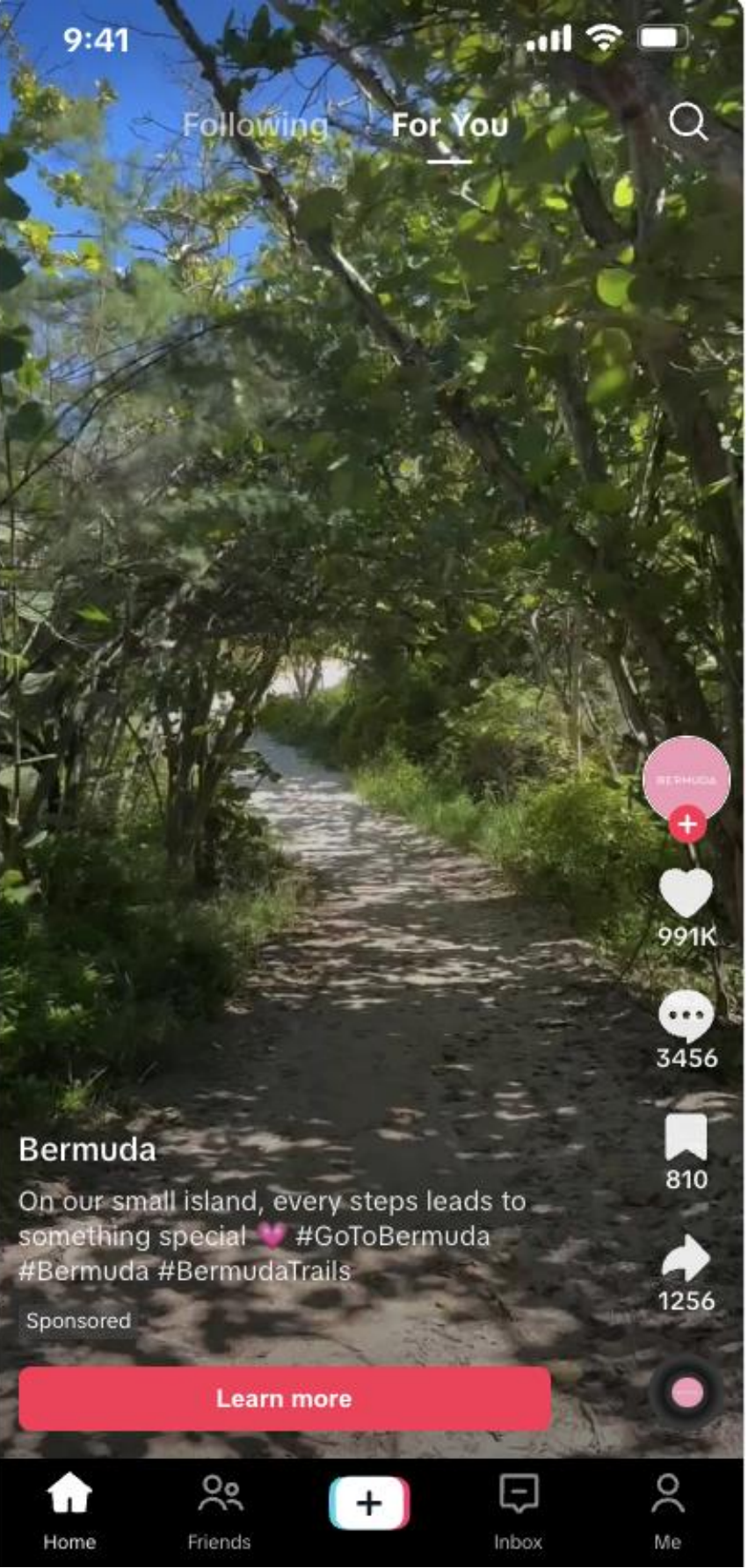
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gotobermuda.com

Buy Tickets

Ad Creative Analysis: TikTok

Objective: Site Traffic
Promoted Organic: Nature
LPVs: 22,813
C/LPV: \$0.38



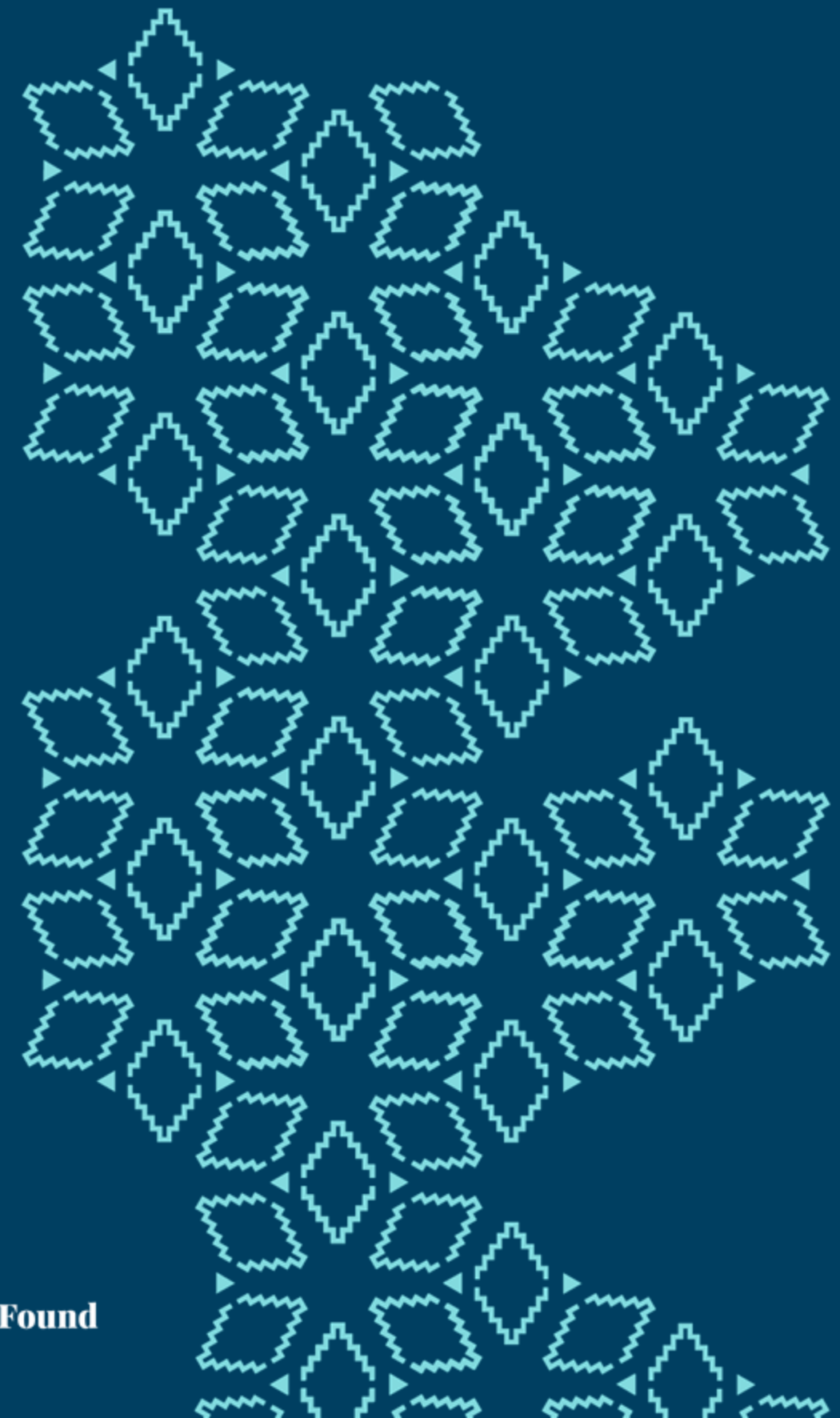
Objective: Site Traffic
Promoted Organic: Summer
LPVs: 8,010
C/LPV: \$0.50



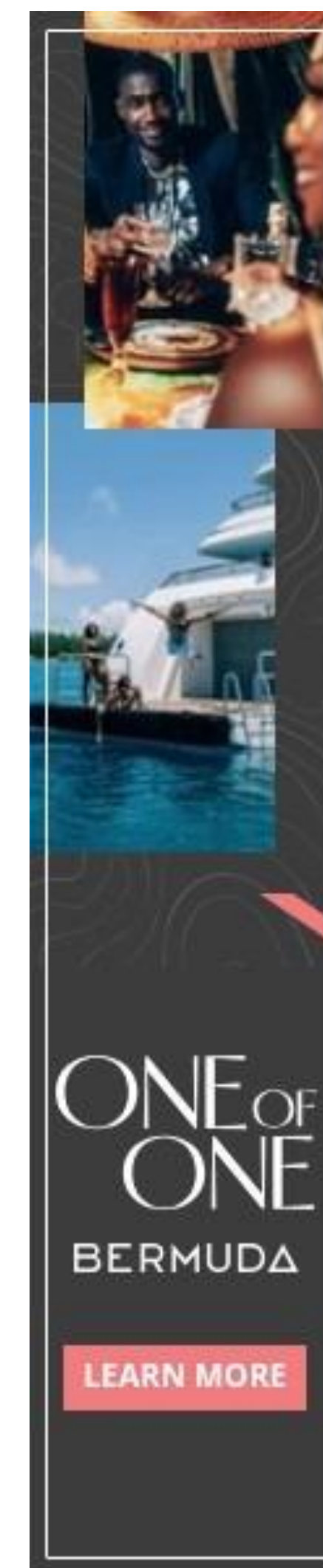
Objective: Site Traffic
Promoted Organic: Experiences
LPVs: 7,993
C/LPV: \$0.51



Creative



Display Banner



Link to assets:

[Creatives](#)

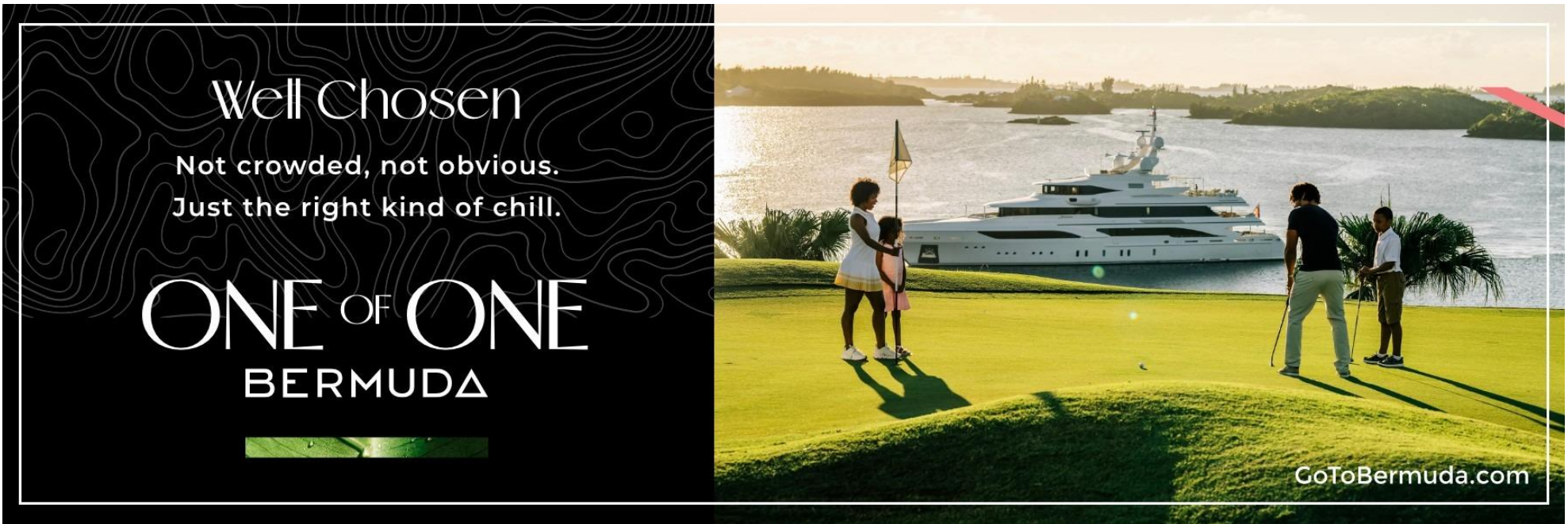
[HTML5 Banners](#)



DOOH Static



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[Creatives](#)

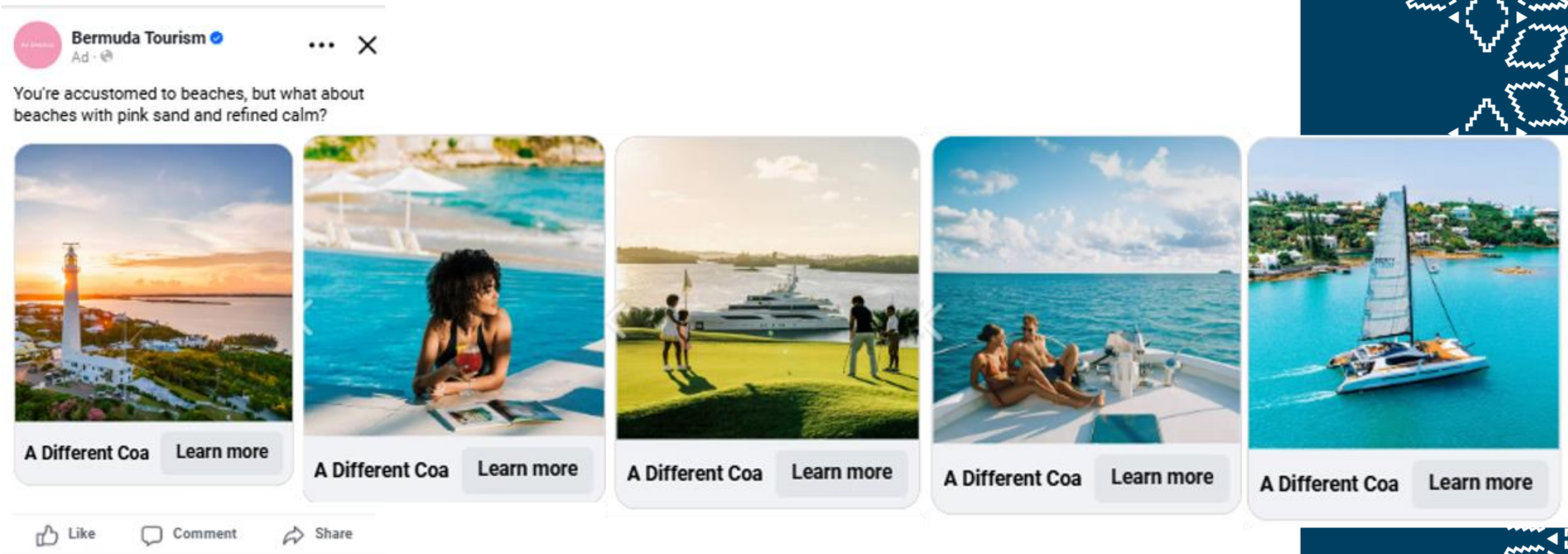


Meta- Static Creative



Link to assets:
[Creatives](#)

Meta- Carousel Creative



Link to assets:
[Creatives](#)

Native



Link to assets:
[Creatives](#)

Reddit



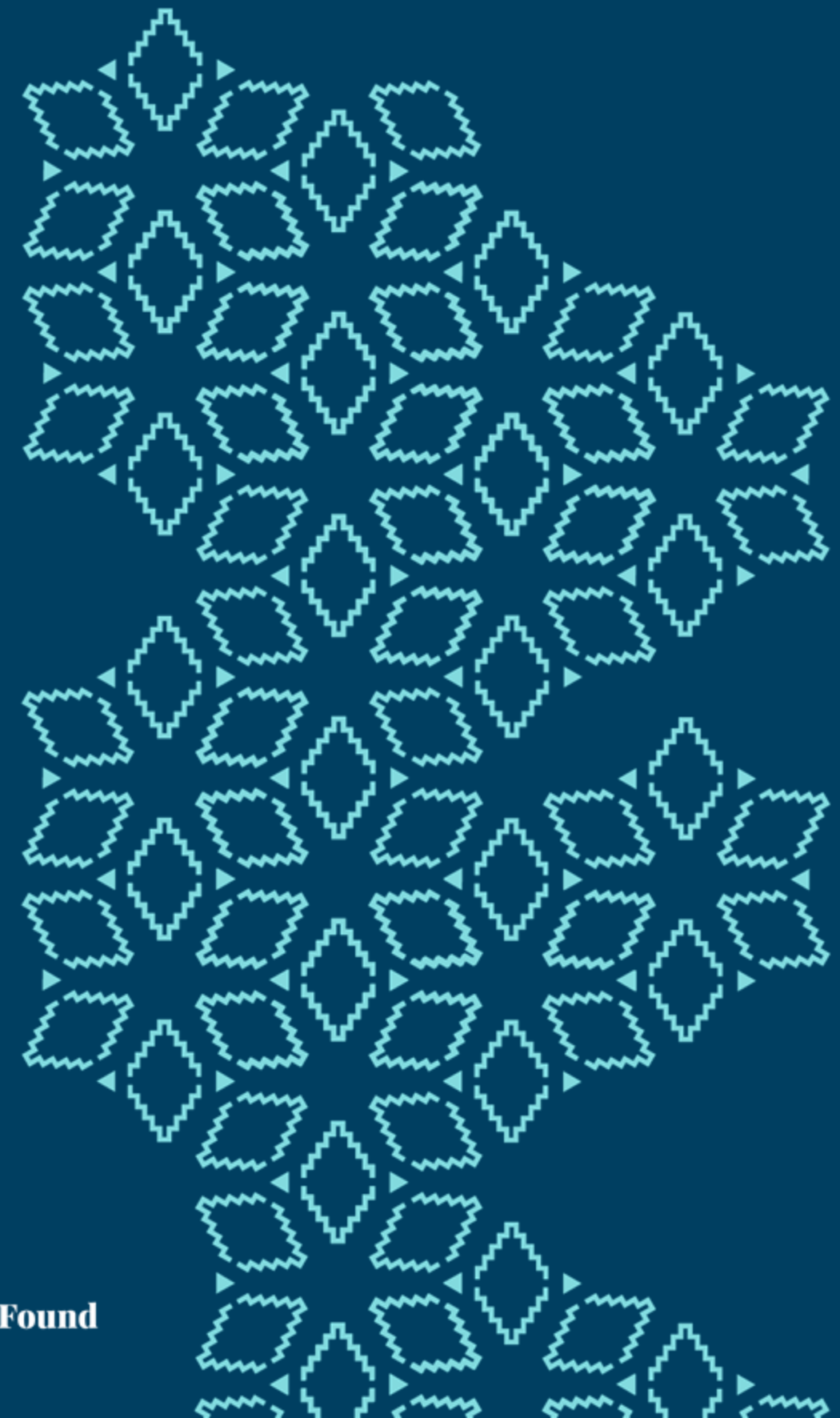
Link to assets:
[Creatives](#)

Social Video



Link to assets:
[Creatives](#)

PR – UK



Key Metrics and Analytics

April 2026 – June 2026

- Number of articles: 19
- Total reach: 104,052,257
- Total Earned media value achieved: \$1,507,661

YTD

- Number of articles: 55
- Total reach: 219,346,115
- Total Earned Media Value: \$4,784,939.46

Key coverage themes included:

- King Charles' visit to Bermuda
 - Bermuda Tourism Authority's new CEO, Jan Hutton
 - Best Beaches in Bermuda
 - Diving in Bermuda
-
- Organised and held media meetings with 21 UK journalists and content creators to ensure Bermuda remains front of mind

Media Coverage Highlights

The Telegraph

The Sunday Telegraph

What awaits the King in Bermuda, an idyllic bastion of Britishness

From red telephone boxes to cricket and a 200-year-old naval dockyard, the archipelago delivers plenty of vintage charm



Nigel Tisdall
Destination Expert
[Show biography](#) ✓

Published 30 April 2026 6:00am BST

🔖

💬 64

📤

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Red telephone boxes, along with palm trees, remain widespread across Bermuda. Credit: iStockphoto

Publication: *The Telegraph*
MUU: 17,430,000
EMV: \$221,817.00



The King loved Bermuda. Here's the long and short of it

From red telephone boxes to cricket, to a 200-year-old naval dockyard, the archipelago delivers lashings of vintage charm. *Nigel Tisdall* identifies its 10 most endearing features

King Charles has just returned from a three-day visit to Bermuda, following on from his royal tour to the United States with Queen Camilla to mark the 250th anniversary of American Independence.

Lying over 400 miles east of North Carolina, the oldest of our 14 British Overseas Territories is also one of the most wealthy and populous. A little smaller than Guernsey, this safe and placid cluster of bridge-linked islands takes immense pride in its links with the UK, which stretch back to 1609 when a storm-tossed English ship found for Virginia's first sanctuary on its reef-fringed shores.

His Majesty was welcomed with full ceremony, including a guard of honour mounted by the Royal Bermuda Regiment and a 21-gun salute, and his activities focused on cultural, sports and environmental projects.

This wasn't the first time Charles had set foot in Bermuda – in 1979, the 21-year-old Prince of Wales paid an official visit that saw his ladies lined with well-wishers. There are 10 reasons why any traveller who heads for this little piece of British bliss in Charles's wake will feel right at home.

Right, Charles III on his debut in Bermuda last week. Main picture: Horseshoe Bay



visitors from the United States. You can tickle into bangers 'n' mash, shepherd's pie and "British Pub Curry" at the Frog & Onion, while local football teams have names such as Wolves, Robins, Hov and Southampton Bangers. The World Heritage-listed town of St George is twinned with Lyme Regis in Dorset, and His Majesty's portrait appears on two of Bermuda's dollar banknotes.

The late Queen loved it

Elizabeth II visited Bermuda six times during her 70-year reign, the last being in 2019 to celebrate the 400th anniversary of the island's settlement. She publicly praised the "friendliness and courtesy" of its people, and a park in the capital, Hamilton, bears her name.

It's less stuffy than it was

Times have drastically changed since the 1970s, when the showers at the museum-ruby Royal Bermuda Yacht Club were for men only. Dress codes have also relaxed since the 2004 Princess's travel guide warned female visitors that bikini could not be worn more than 25ft from the shore. Today the sartorial advice from the Bermuda

Publication: *The Sunday Telegraph*
MUU: 248,288
EMV: \$221,817.00



Bermuda Tourism Authority Announces New Chief Executive Officer: Jan Hutton

4 hours ago

The Bermuda Tourism Authority (BTA) has selected Jan Hutton as its next Chief Executive Officer.

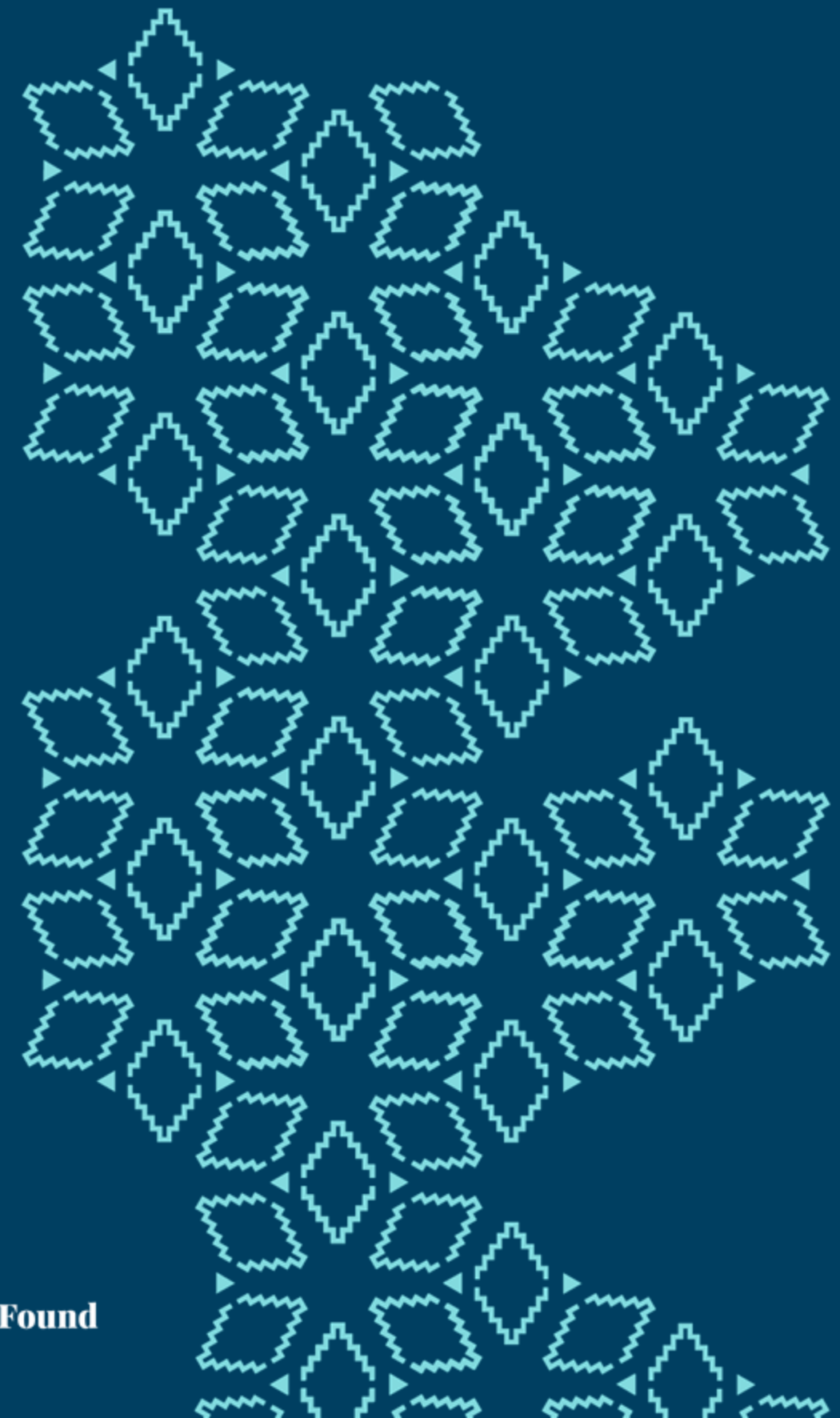
Ms. Hutton is a respected global tourism leader and most recently the Chief Executive Officer of Australian Tourism Data Warehouse (ATDW). She is a trusted advisor to governments, businesses, and international organisations driving destination competitiveness.



In appointing Ms. Hutton, the BTA Board recognised a people-centric transformation leader working at the intersection of destination strategy, AI innovation, and sustainable growth. Her career spans more than two decades across the Middle East, Africa and Asia Pacific, her roles have included Managing Director within Ogilvy Group, Director at Nielsen Company, Chief Marketing Officer roles at Deloitte Consulting, South African Tourism, Destination Gold Coast, and Destination NSW. With global corporations such as Salesforce, Barclays, BHP Group having also shaped her career, she is widely regarded as a trusted voice for destinations navigating economic uncertainty and evolving consumer behaviour.

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

PR – US



Key Metrics and Analytics

April 2026 – June 2026

- Number of articles: 129
- Total reach: 915,329,059
- Total Earned media value achieved: \$3,703,799.76

YTD

- Number of articles: 221
- Total reach: 1,501,550,488
- Total Earned Media Value: \$6,313,869.43

Key coverage themes included:

- King Charles' visit to Bermuda
- Bermuda Tourism Authority's new CEO, Jan Hutton
- Arts in Bermuda
- Sailing in Bermuda

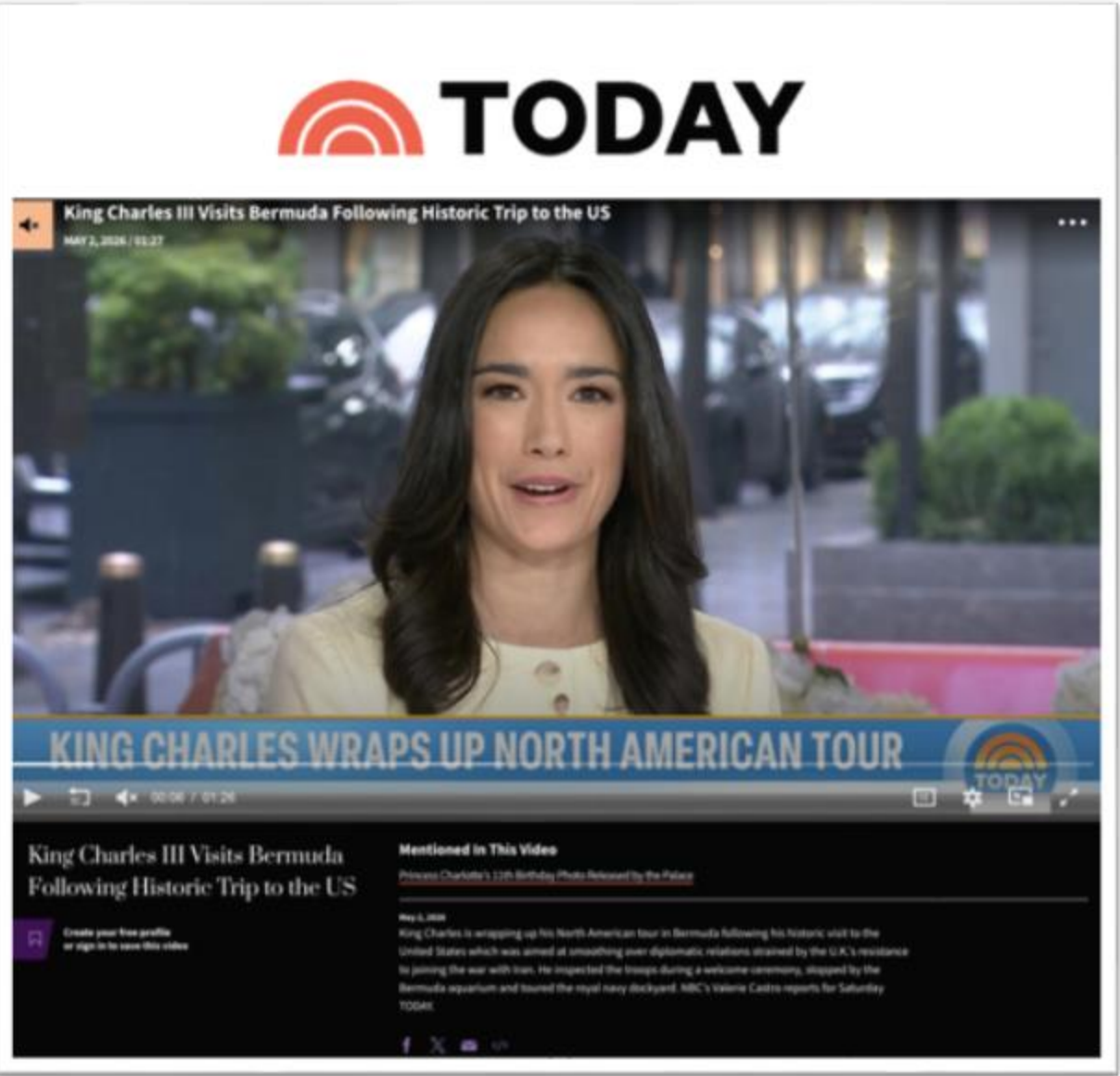
Media Coverage Highlights



Publication: *Upscale Magazine*
Circulation: 187,476 copies
EMV: \$60,000



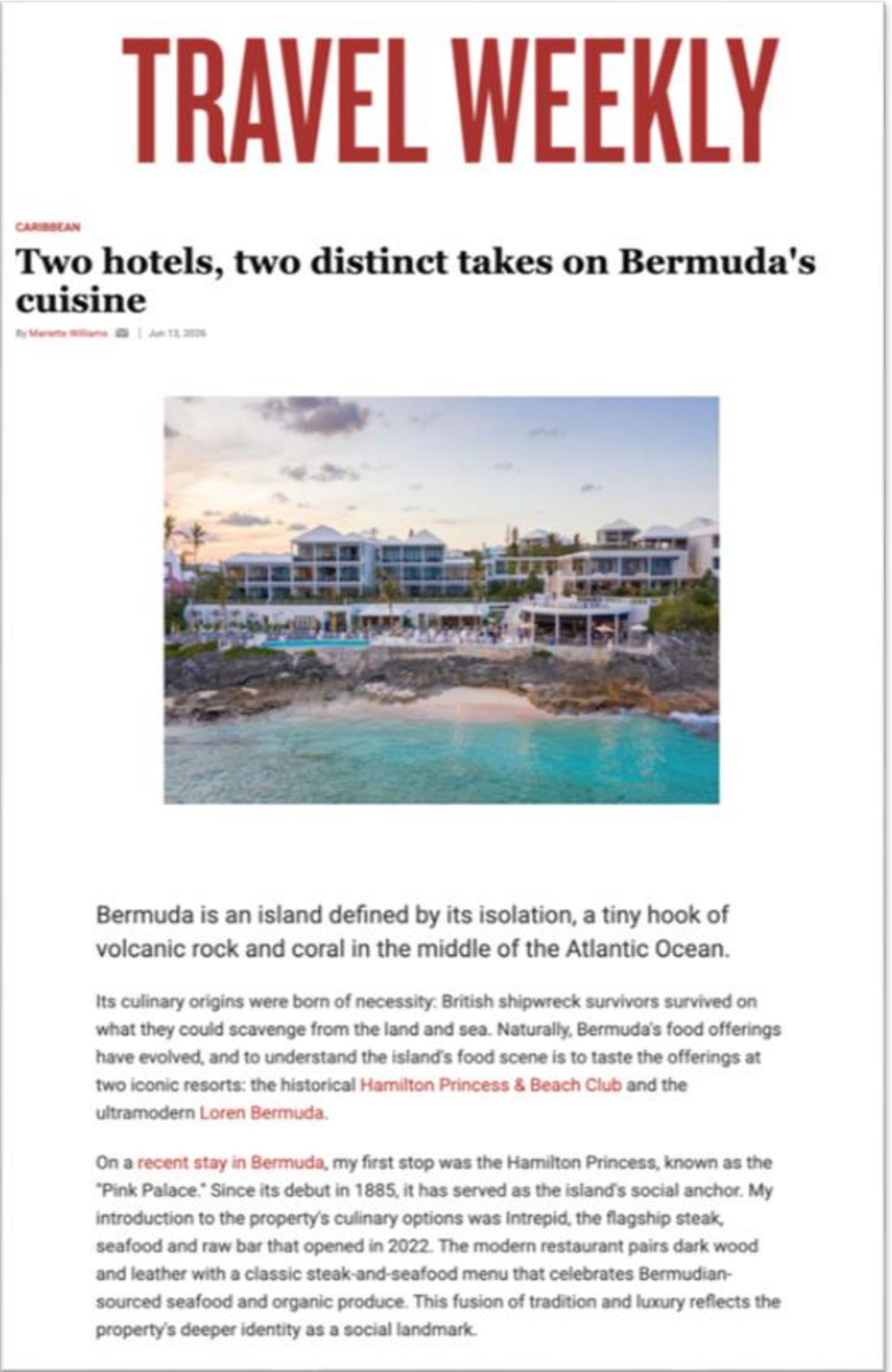
Media Coverage Highlights



Publication: *The TODAY Show*
Estimated Reach: 21,943,513
EMV: \$241,378.64



Publication: *Veranda*
Estimated Reach: 940,012
EMV: \$10,340.14



Publication: *Travel Weekly*
(online and in-print)
Estimated Reach: 744,852
EMV: \$18,193.37

Press Trips

In Q2 2026 the U.S. hosted a group trip for SailGP bringing in 8 editors representing luxury and sports news outlets and secured 3 U.S. editors to join a global FAM focused on diving. In addition the group FAMs, we planned and executed a hosting for an editor from The Boston Globe.

Individual Hostings:

- Boston Globe (May 25-28, 2026)

SailGP US Press Trip (May 7-11, 2026):

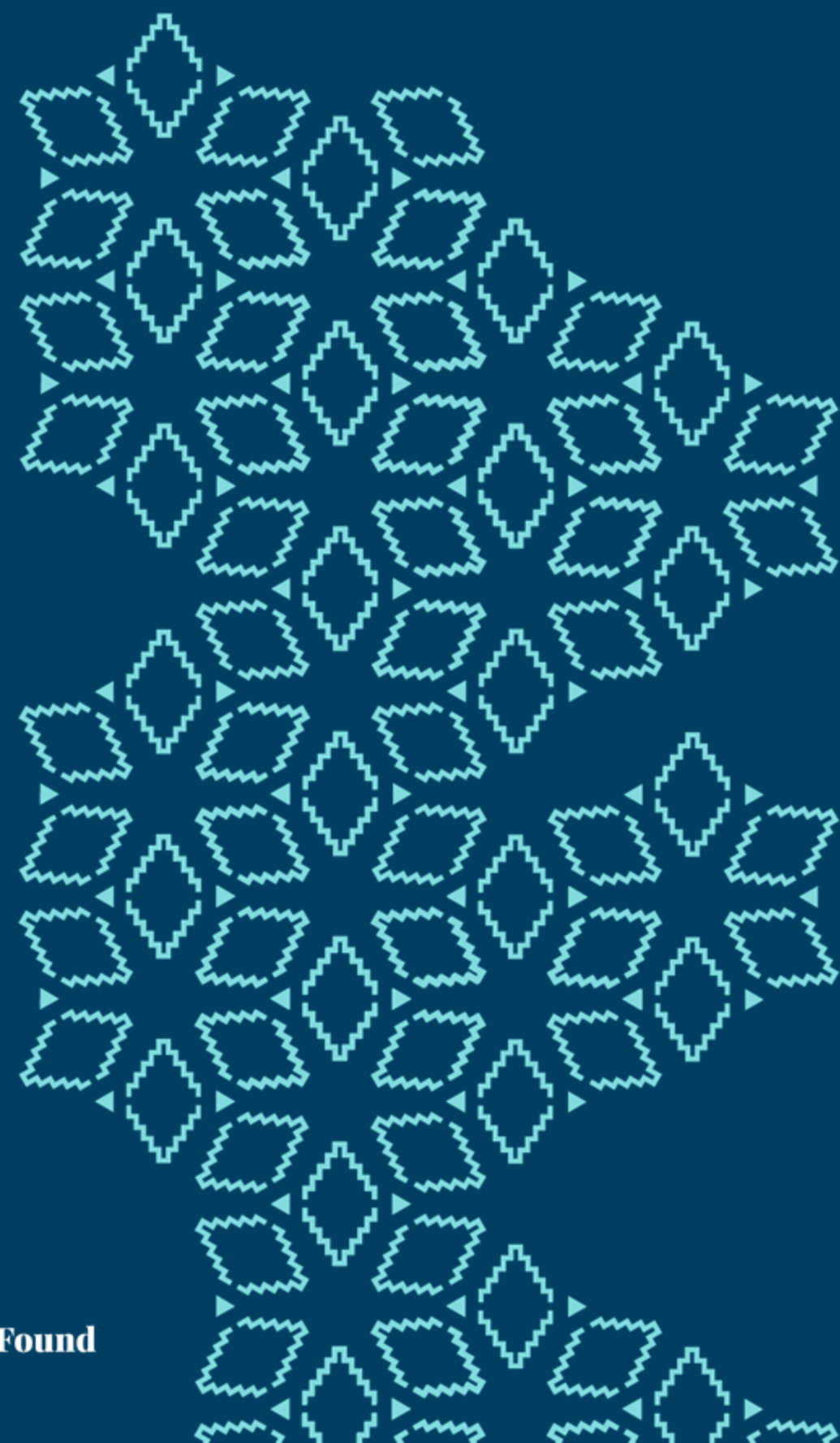
- Contributing Editor at Veranda
- Lifestyle Editor at The TODAY Show
- Producer at Sports Illustrated
- Freelance Writer for Robb Report & Yachting
- Editor at Crown & Calibre
- Contributing Editor at InsideHook
- Contributing Editor at Southern Living
- Editor at Entrepreneur

Island of Shipwrecks – Global Diving FAM (Apr 20-23, 2026):

Secured 3 US editors for global FAM focused on diving, attendees included:

- Contributing Editor at Matador Network
- Contributing Editor at Miami Herald
- Editor at Lonely Planet

PR – Canada



Key Metrics and Analytics

April 2026 – June 2026

- Number of articles: 32
- Total reach: 2,393,241
- Total Earned media value achieved: \$29,964.69

YTD

- Number of articles: 67
- Total reach: 19,744,572
- Total Earned media value achieved: \$206,892.81

Key coverage themes included:

- Diving and shipwrecks
 - AZURA hotel feature
 - Toronto sales roadshow
 - New BTA staff announcements
-
- Organized and distributed 80 media meetings & pitches to Canadian journalists ensure Bermuda remains front of mind

Media Coverage Highlights



Bermuda Sees Momentum in Canadian Market

Publication: *Travel Market Report Canada*
Estimated Reach: 68,130
EMV: \$631.21



THIS TINY ATLANTIC ISLAND HAS PINK SANDS, COLOURFUL ARCHITECTURE, AND THE DREAMIEST NATURAL CAVE SPA

Publication: *Canadian Living*
Estimated Reach: 111,020
EMV: \$1030



AZURA BERMUDA: AN OCEANFRONT RESPITE

Publication: *Sidewalk Hustle*
Estimated Reach: 250,000
EMV: \$4,236

Press Trips - Canada

Stephanie Gray, Individual Press Trip

- **Dates:** April 22-27, 2026
- **Purpose of Trip:** This trip comes as a prize from our Rhythm Family Private Screening Event. The trip highlighted AZURA, Crystal Caves, and sailing.
- **Destinations Visited:** AZURA Bermuda, SURF Restaurant, Crystal Caves, St. George's, Royal Naval Dockyards, National Museum of Bermuda, Masterworks
- **Resulting Coverage:**
 - [Sidewalk Hustle: AZURA Bermuda: An Oceanfront Respite](#)
 - *Sidewalk Hustle: Destination Travel Feature (pending)*



The King's Visit 2026

29 April–2 May 2026

King Charles III's visit to Bermuda created a major earned-media moment for Bermuda, generating widespread UK coverage across outlets including the BBC, ITV, Sky News, The Telegraph and The Independent. The overall narrative was favourable, presenting Bermuda as welcoming, culturally rich and strategically relevant, while coverage of Project Nova and the Coast Guard helped move perceptions beyond a purely historic or colonial frame and towards a more modern, globally connected destination.

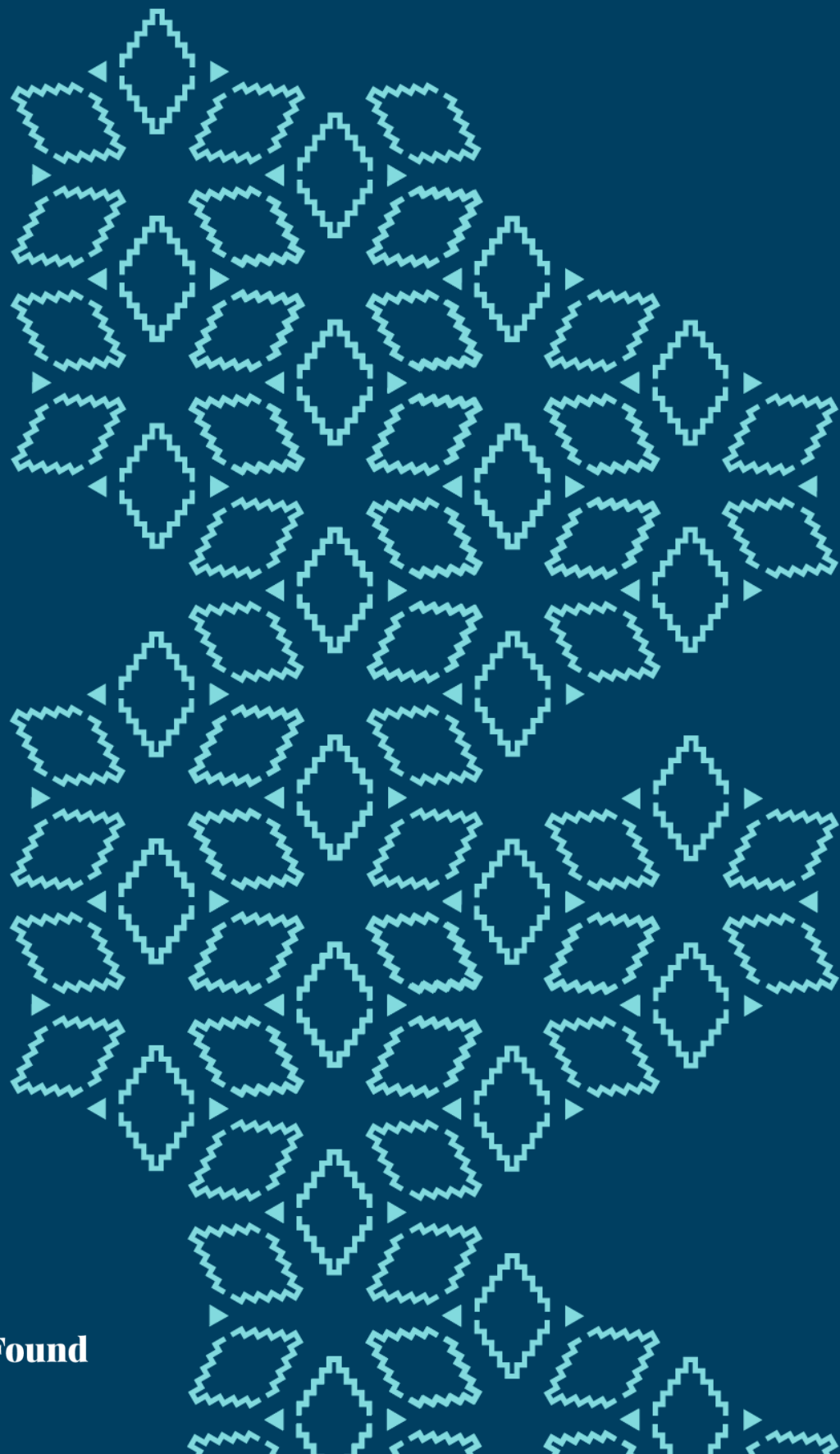
Measurable impact:

- BA Holidays reported a **97% increase in searches** and a **99% increase in bookings** over 10 days surrounding the visit, reversing a previous 54% decline in search demand.
- September bookings were also 149% ahead year on year.
- May delivered the strongest UK flight search and booking activity of 2026 to date, with both flight and hotel demand rising by around 67% month on month.
- Compared with May 2025, flight demand was approximately **60% higher** and **hotel demand 25–30% higher**.

What this delivered for Bermuda:

The Royal Visit materially improved Bermuda's representation in the UK by increasing both visibility and relevance. It gave the destination a strong cultural and contemporary story, generated high-value national coverage, and translated awareness into clear increases in search, booking and accommodation demand.

MICE – UK



MICE Overview

32 Meetings | 2 Exhibitions/events | 75 Confirmed room nights | 510 Tentative room nights

MICE Events

The Meetings Show is a leading annual two-day event held in London that brings together thousands of event professionals from across the global MICE industry.

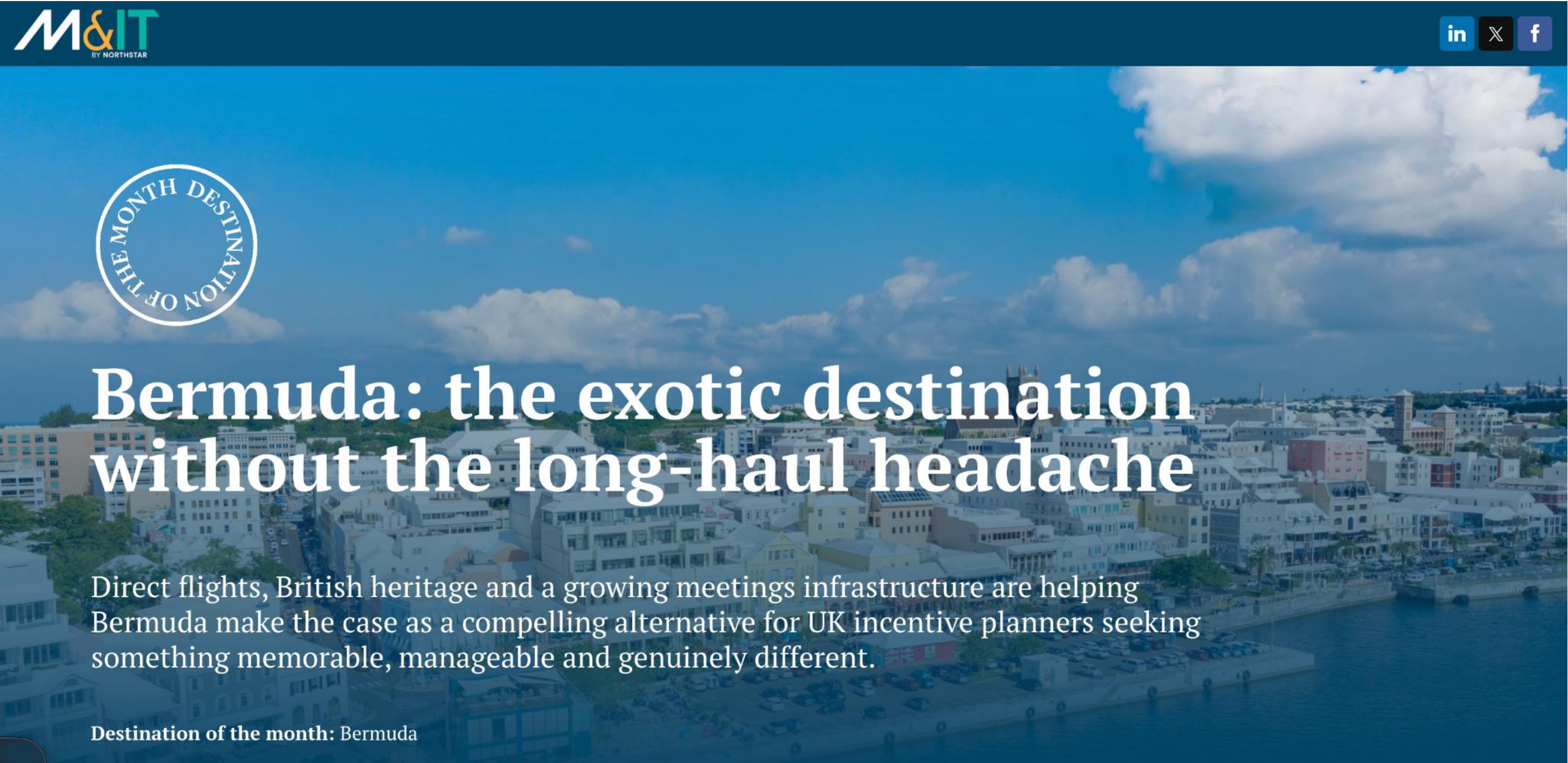
Representing Bermuda, we participated as an exhibitor to promote the destination to international meeting planners, incentive travel buyers and event organisers. The event provided an excellent opportunity to showcase Bermuda's unique offerings through a series of pre-scheduled one-to-one appointments, each lasting 20 minutes, enabling us to build new relationships, strengthen existing partnerships.



MICE Coverage

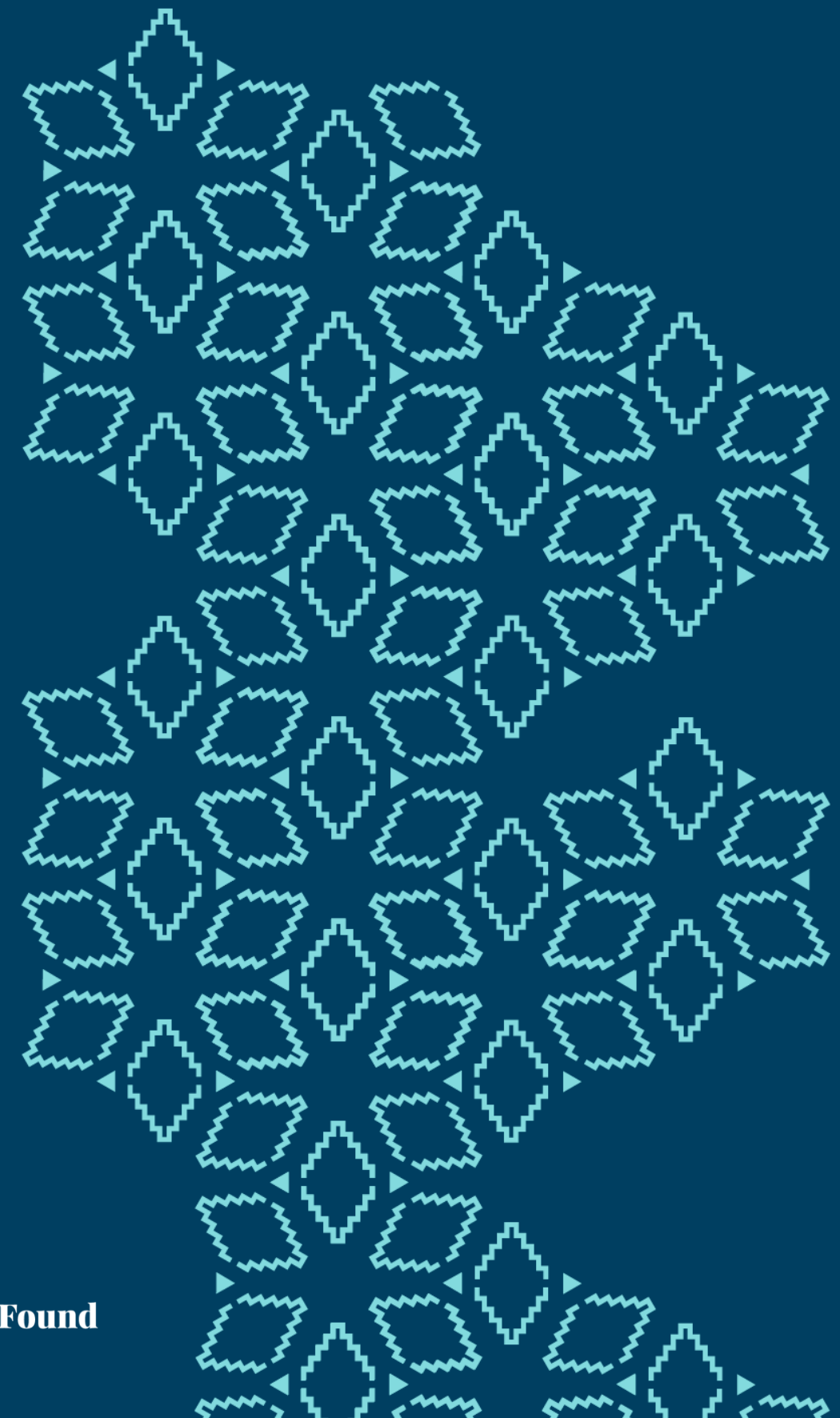
M&IT Magazine Destination of the month: Bermuda

The team secured editorial MICE coverage in M&IT magazine through the "Destination of the Month" feature, delivering targeted exposure to the UK business events industry. The feature elevated the destination's visibility among meeting planners and corporate buyers, supporting brand awareness and consideration for future conferences, incentives and business events. For more information: [Destination of the Month](#)



Website

Quarter 2 Report



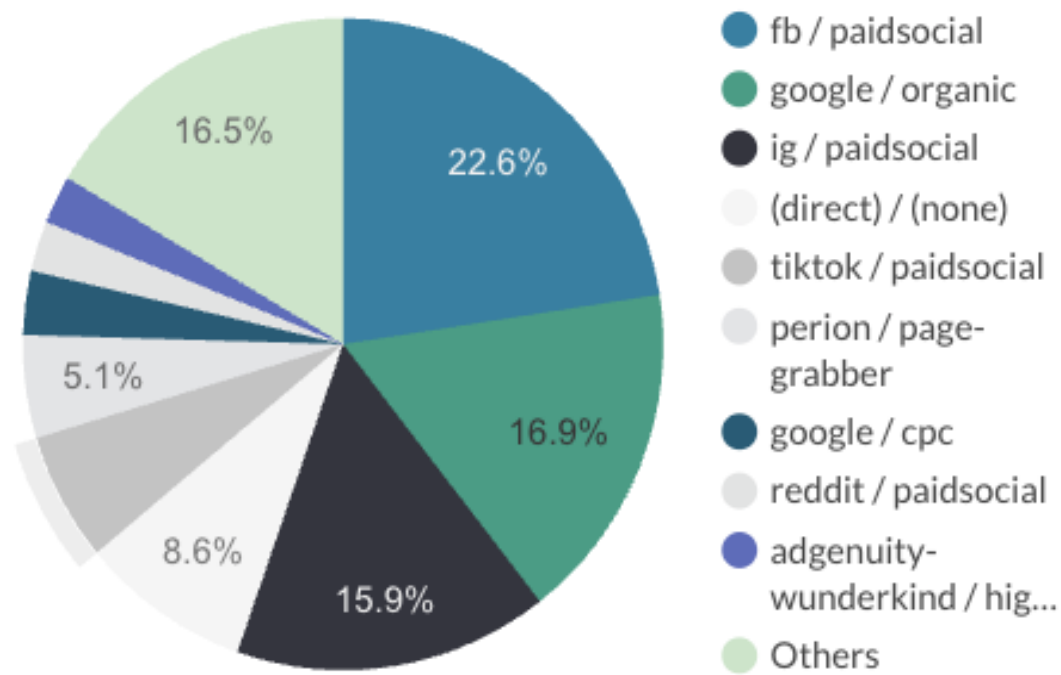
Overall Website Performance

Q2 2026

Traffic Highlights

TOTAL VISITS	ENGAGED VISITS	ENGAGEMENT RATE	PARTNER REFERRALS
1,224,580	508,527	43%	81,747

Source/Medium Breakdown



Channel Highlights- Partner Referrals

TOP CHANNEL DRIVERS	PARTNER REFERRALS
google/organic	37,510
google/cpc	11,208
direct/none	7,125

Channel Highlights- Sessions

TOP CHANNEL DRIVERS	SESSIONS
fb/paidsocial	276,344
google/organic	206,950
ig/paidsocial	194,515

Overall Website Performance

Q2 2026

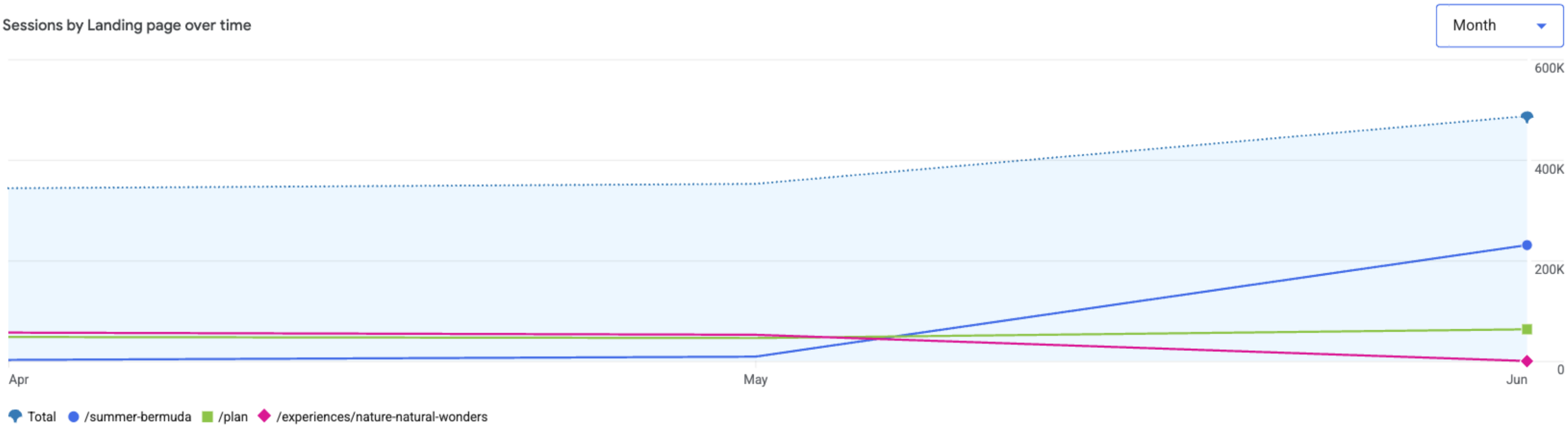
Top Performing Pages by Session

LANDING PAGE	SESSIONS
/summer-bermuda	242,453
/plan	154,802
/experiences/nature-natural-wonders	109,919

Top Performing Pages by Partner Referrals

LANDING PAGE	PARTNER CLICKS
homepage	9,141
/plan/bermuda-arrival-card	3,214
/deals	2,766

Sessions by Landing page over time



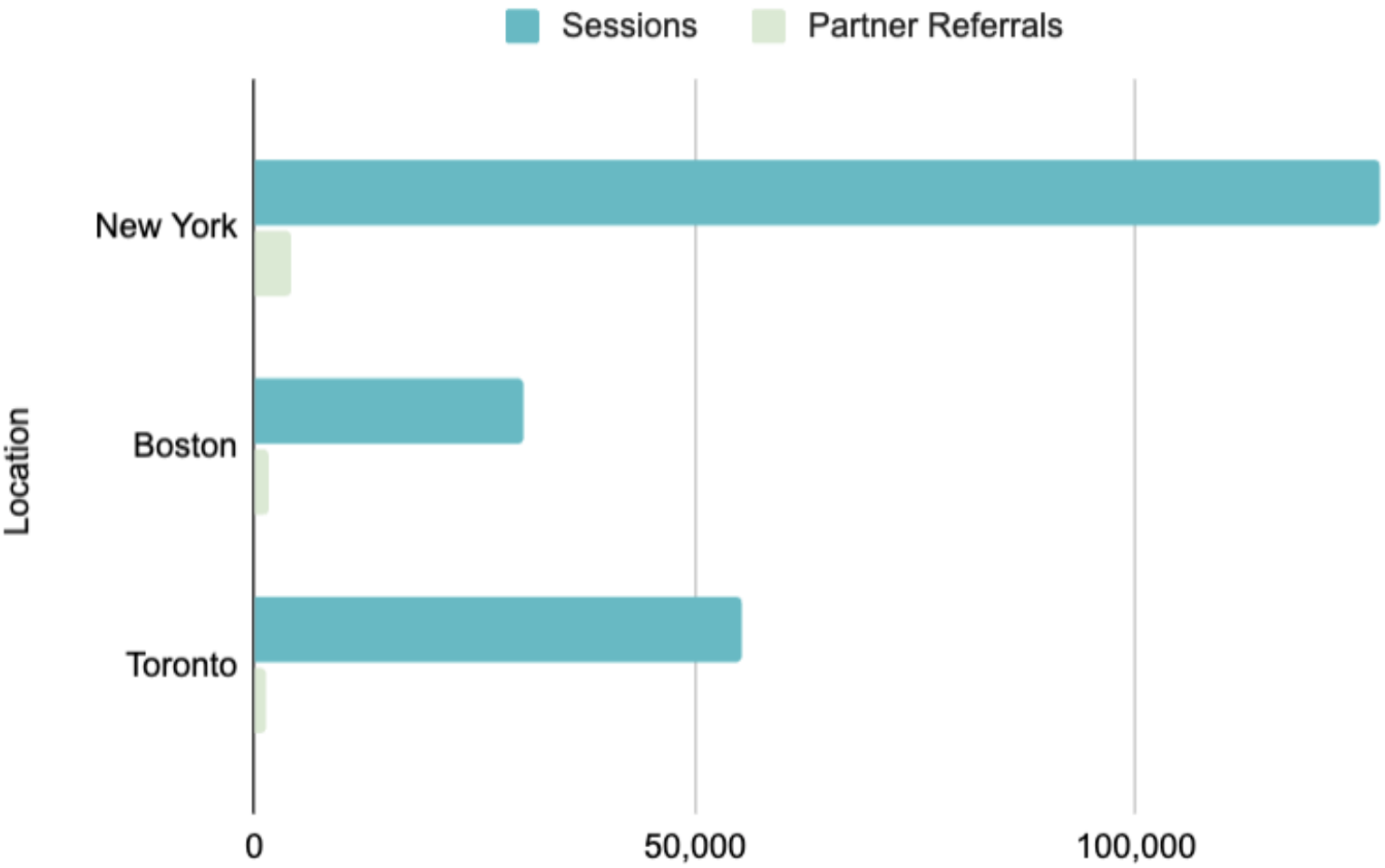
User Engagement

Q2 2026

SCORECARD METRICS	PERFORMANCE	PoP Change
Website Traffic (All Sources)	1,224,580	+18%
Website Sessions (Organic Search)	190,409	-13%
AI Citations	6,499	N/A
Website Engagement Rate (Paid Sources)	33%	+102%
Website Engagement Rate (Organic Sources)	72%	+11.9%
Partner Referrals	81,747	-28.6%

TOP CITY LOCATIONS	SESSIONS	PARTNER REFERRALS
New York, NY	127,683	4,286
Massachusetts, BOS	30,415	1,529
Toronto, ONT	55,298	1,272

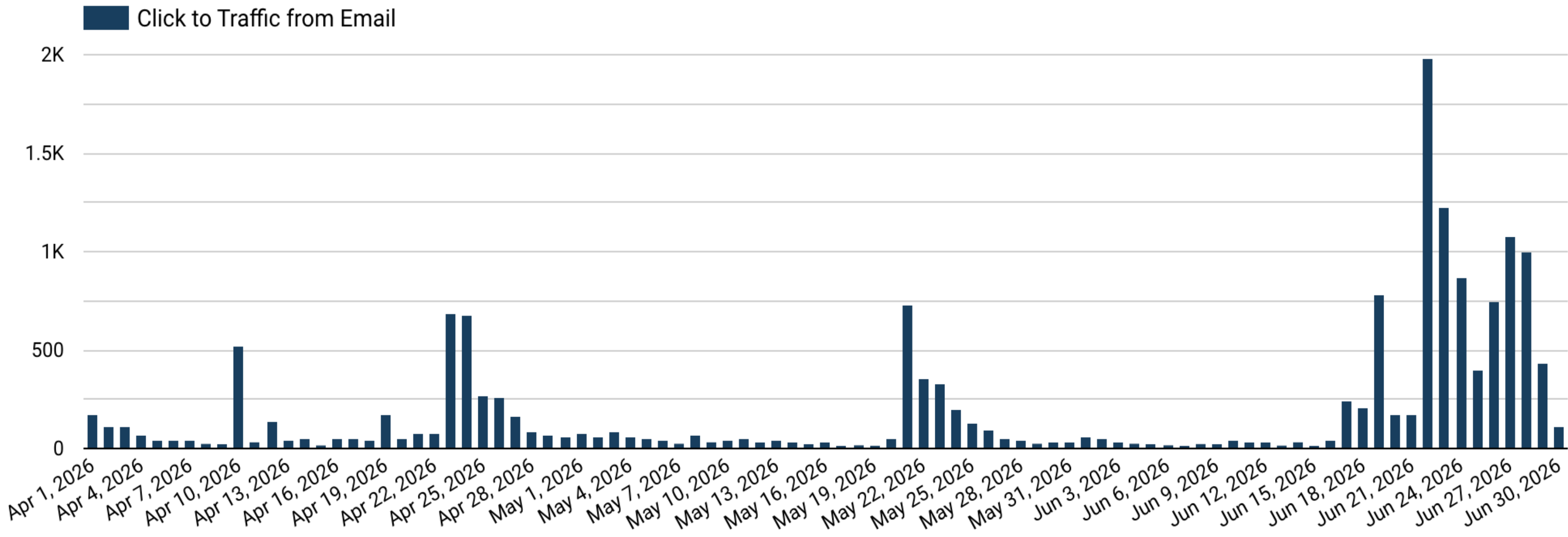
Top City Performance



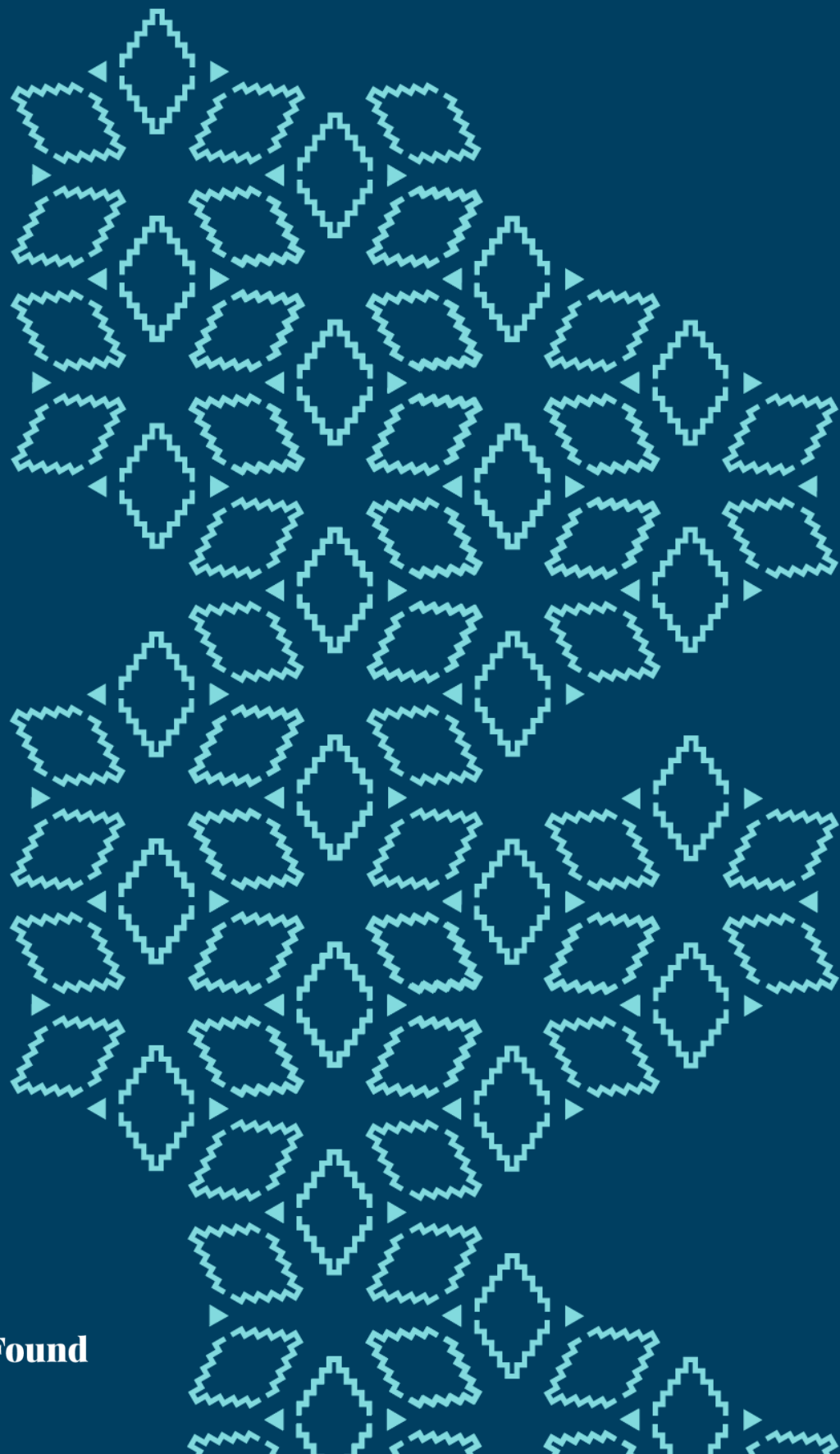
Email Marketing Performance

SEND	OPEN RATE	CTR
Monthly	18.47%	12.35%
Birthday	34.09%	23.64%
Boston Send	11.48%	10.46%
NY Send	9.60%	9.10%

EMAILS	OPEN RATE	CLICKS	CTR	PARTNER REF.
23	17.97%	4,362	12.52%	3,894



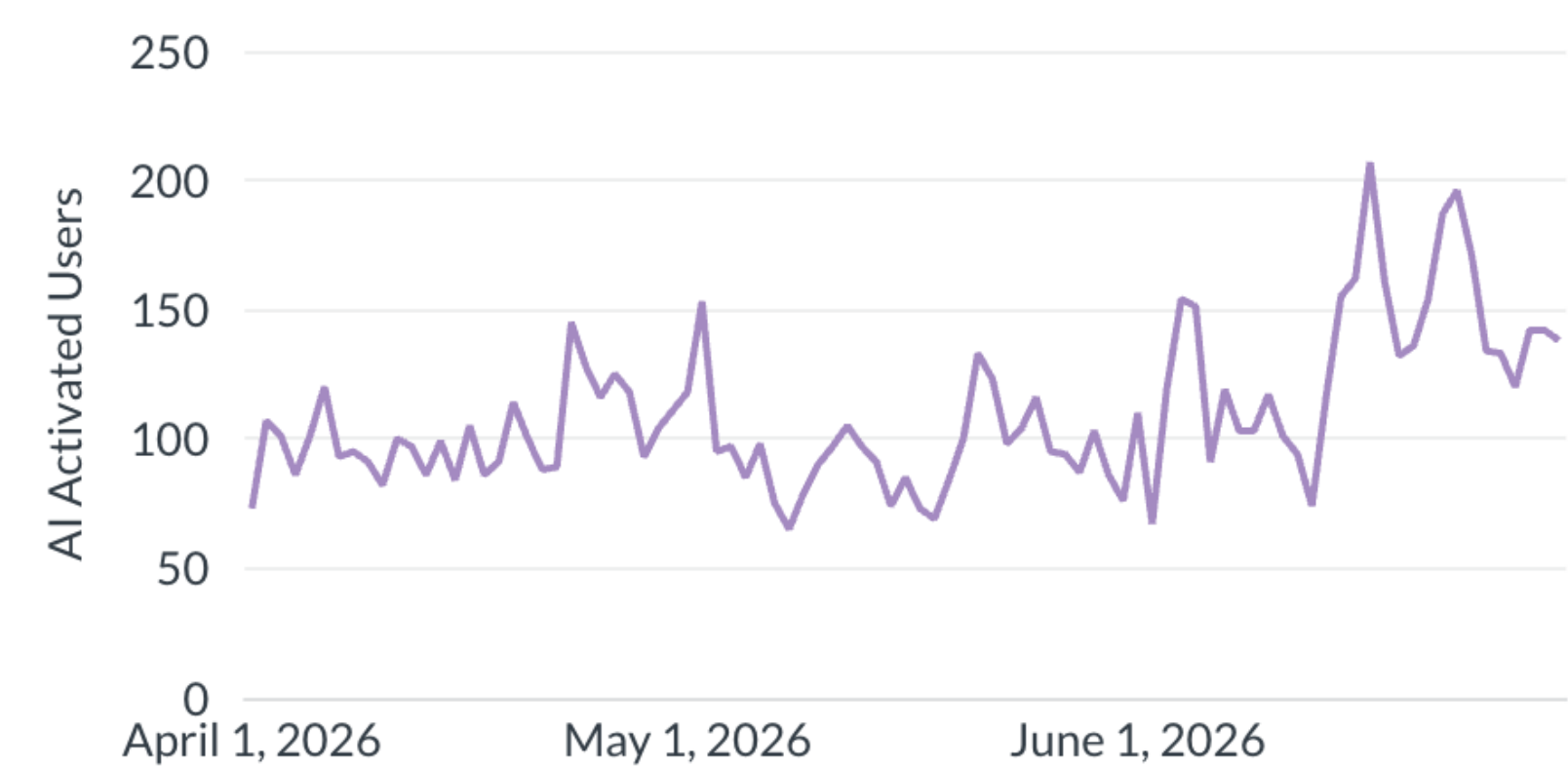
Chatbot



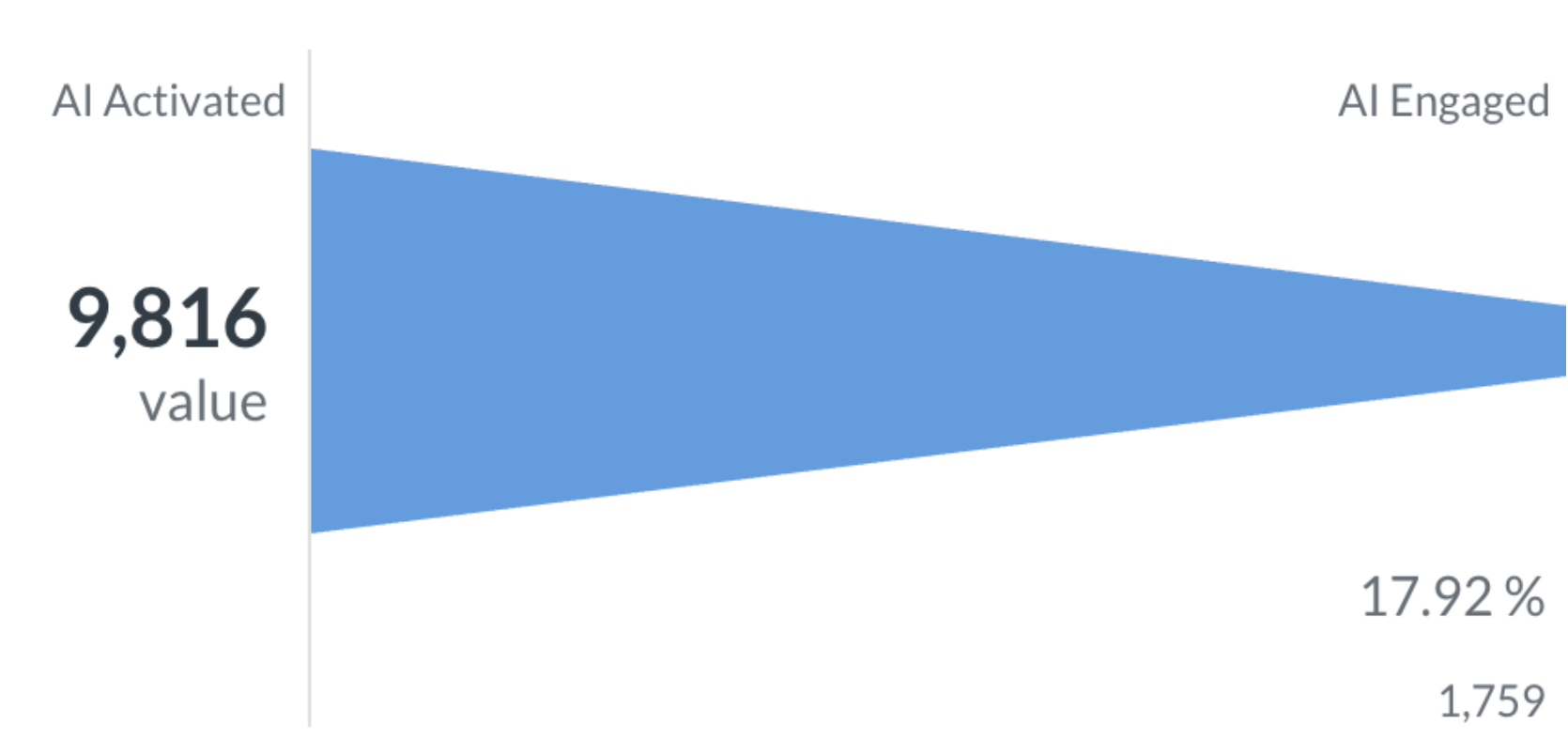
ChatBot Performance - Overall

USERS	ENGAGED	ENG. RATE	LEADS	MENTIONS	HANDOFFS
9,815	1,759	17.90%	34	39.6K	328

AI Activated Users



AI Engagement Rate



ChatBot Performance - GEO

Geo-Specific Insights

Across all markets, conversations continue to move further down the planning funnel. While earlier months focused on discovering Bermuda, Q2 show travellers actively preparing their trips—researching flights, accommodations, beaches, and itineraries. Regional differences are becoming less about what visitors want to experience and more about where they are in the planning journey.

Canada (Ontario & Nova Scotia):

- Trip planning
- Lodging
- Flight information

Northeast U.S. (NY, MA, NJ, PA):

- Trip planning
- Beaches
- Flight information

Mid-Atlantic (DC, VA, MD):

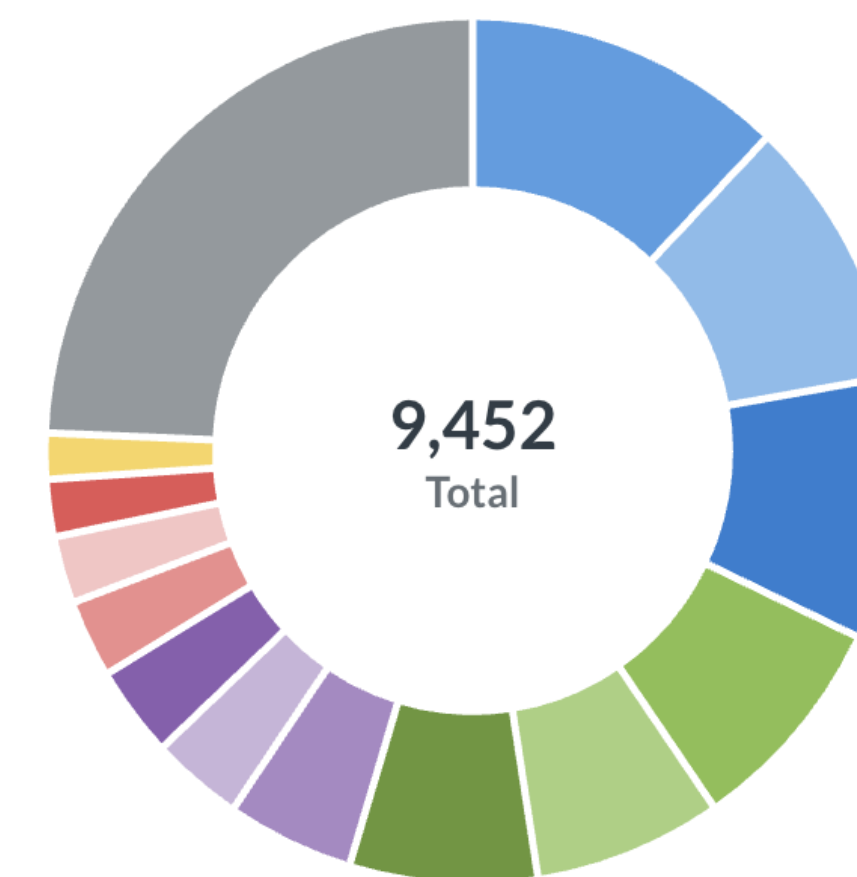
- Lodging
- Beaches
- Activities

International (UK + Other):

- Flight information
- Trip planning
- Destination discovery

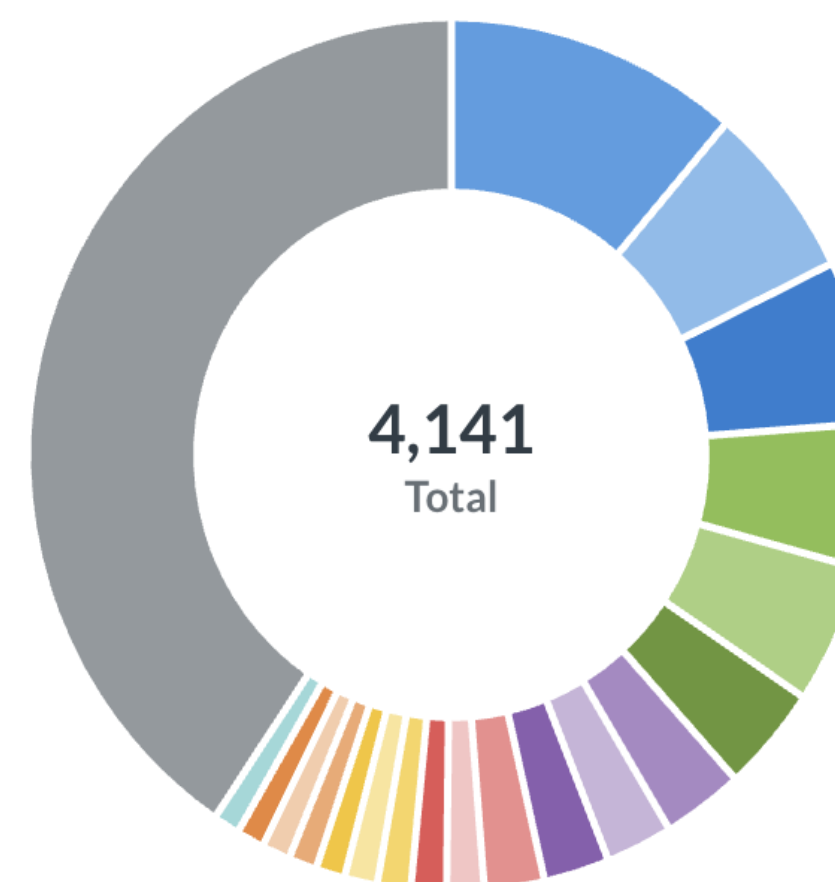
Users by Region

New York	12.12%
Massachus...	10.11%
New Jersey	9.84%
Pennsylvania	8.34%
Ontario	7.13%
Florida	7.12%
Hamilton city	4.82%
North Caroli...	3.48%
Connecticut	3.42%
Virginia	2.91%
Nova Scotia	2.51%
Maryland	2.14%
New Hamps...	1.71%
Other	24.34%



Users by Top 100 Cities ⓘ

Hamilton	11.25%
New York	6.52%
Toronto	6.06%
Philadelphia	5.36%
Miami	5.17%
Brooklyn	3.94%
Halifax	3.09%
Boston	2.56%
Charlotte	2.51%
Queens	2.29%
Ashburn	1.42%
Washington	1.35%
The Bronx	1.28%
7 more	



ChatBot Performance – Content

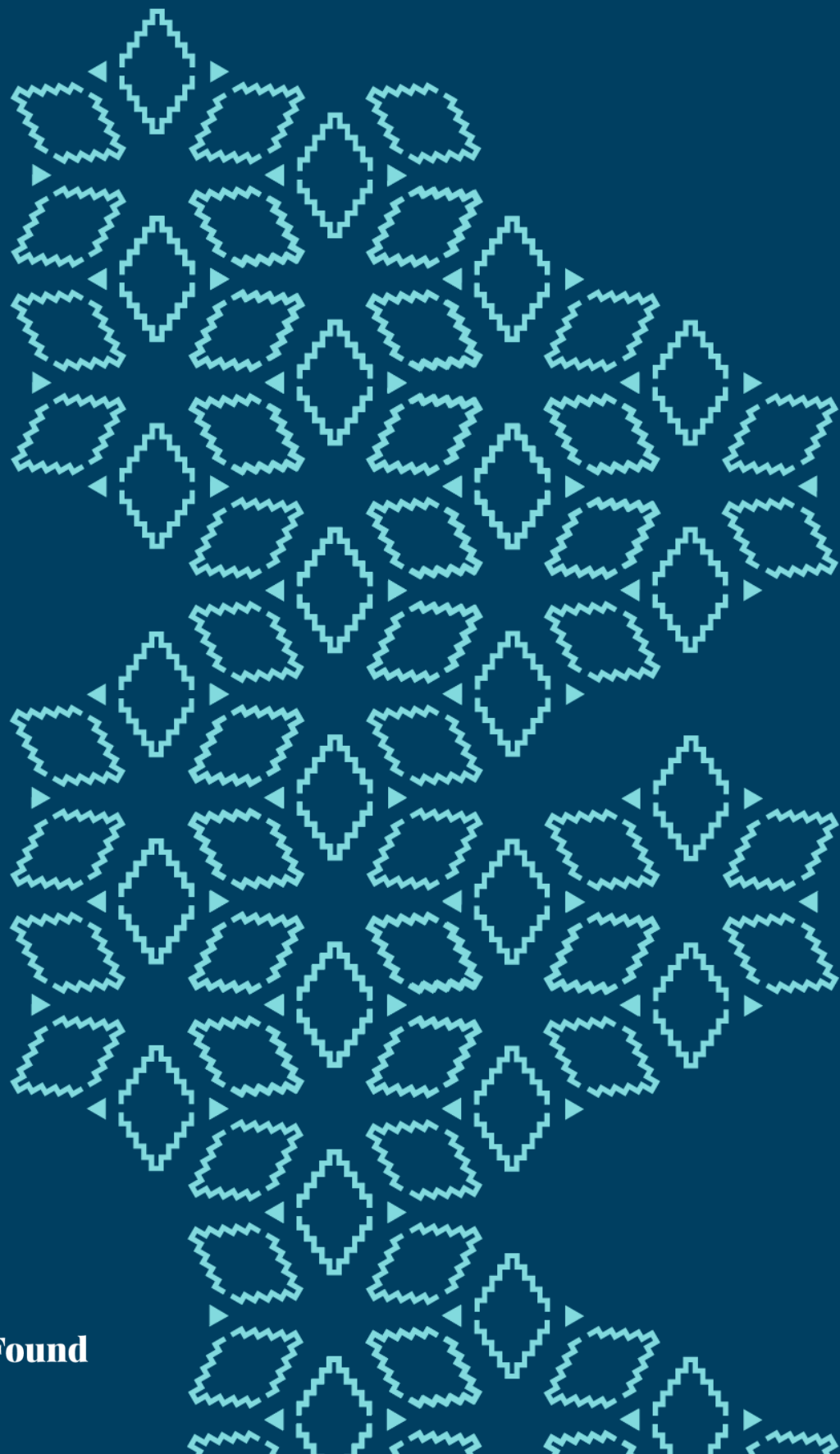
FAQ Insights

Longer conversations reveal that travellers aren't just looking for answers—they're looking for personalised guidance by asking detailed follow-up questions.

These conversation topics are most popular with chatbot messages that are driving longer conversations:

- **Which beach is right for my trip?** Users ask about calm water, snorkeling, food, restrooms, chairs, umbrellas, proximity to the Dockyard, and suitability for children.
- **How should I structure my time in Bermuda?** Conversations move into day-by-day itineraries, trip duration, attraction combinations, and the best order for activities.
- **How do I get between places?** Ferry and bus routes, transfers, travel times, taxi options, walking distance, and whether multiple attractions can fit into one day.
- **Where should I stay based on my needs?** Beachfront access, family suitability, breakfast, hotel location, nearby dining, all-inclusive options, and ease of transportation.
- **What should I prioritise during a cruise or short visit?** Cruise guests frequently ask how to maximise limited time ashore, especially from King's Wharf or the Royal Naval Dockyard.

SEM



Overall SEM Performance

Q2 2026

Mid-Funnel Highlights

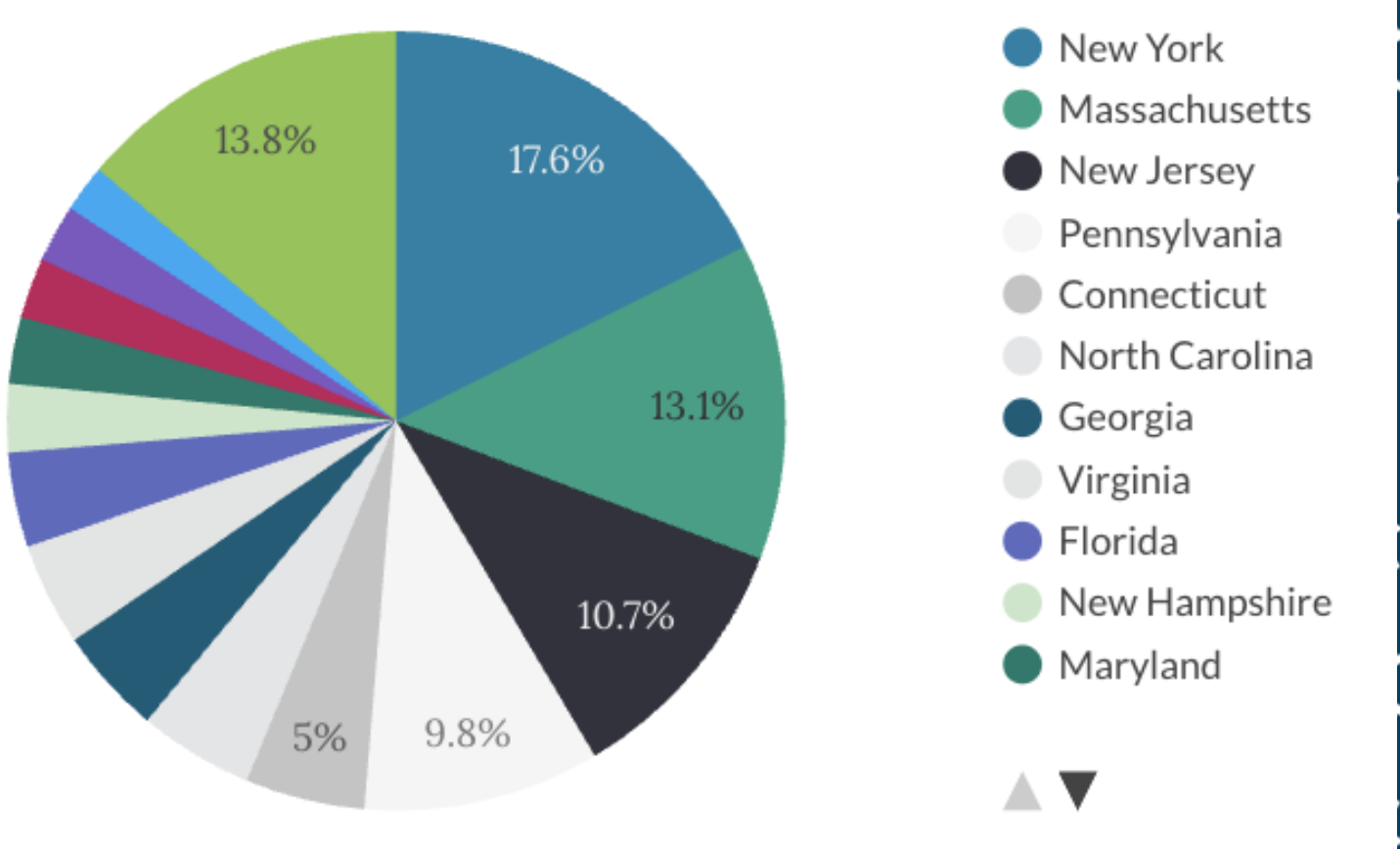
TOTAL IMPRESSIONS	TOTAL CLICKS	WEBSITE VISITS	CTR
203,314	22,535	24,280	11.08%

Tactic Highlights - Visits

TOP TACTICS	VISITS
Category Search	12,291
Brand Search	6,116
Performance Max	5,217

Tactic Highlights - Partner Referrals

TOP TACTICS	PARTNER REFERRALS
Category Search	6,659
Brand Search	2,349
Performance Max	1,956



Top Geos by Partner Referrals

New York	Massachusetts	New Jersey	Pennsylvania
1,318	982	801	735

SEM – Creatives Performance

Top Keywords:

Bermuda vacation
Hotels in Bermuda
Bermuda trips
Bermuda golf courses
Bermuda hotel deals
What to do in bermuda



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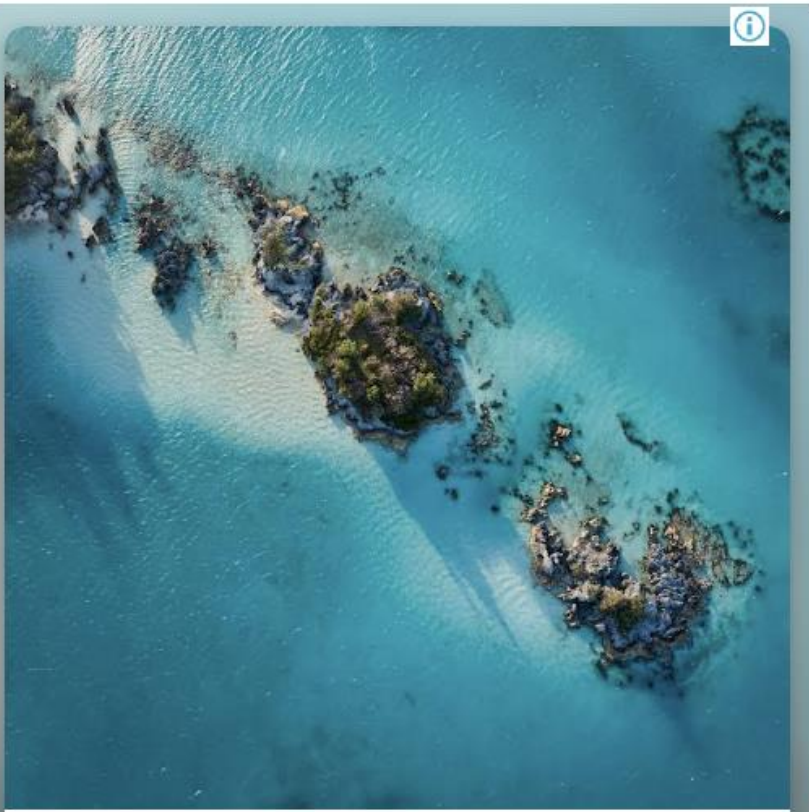
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Flights

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Campaign Performance – SEM

Q2 2026

- In Q2 the SEM campaigns have gone through a lot of performance fluctuations due to drastic budget changes
- Due to financial restrictions, we also applied **structural changes that included:**
 - Combining the USA & CAN Performance Max campaigns into one
 - Prioritizing top feeder markets (New York, Boston, Philadelphia, Miami/Fort Lauderdale, Charlotte, Toronto, Halifax)
- At the end of April we saw **a shift in interest towards Planning** and In the beginning of **May - towards golf and similar activities** – we moved the budget around to support the demand
- Switched the Category Things To Do campaign to **AI Max to test** Borad Match keywords and Dynamic URL expansion – Unfortunately, this test wasn't as successful as we hoped and we switched the campaign to Broad match expansion only.
- At the end of May, we **launched the 9 People 9 Parishes Demand Gen campaign**. This campaign type has proved to be a very effective high-quality traffic and intent driver.
- The Category Search tactics continued to be the **highest conversion volume drivers**, despite the frequent trend shifts within the Category campaigns.
- Despite the budget decreases, the **Planning Search campaign had a +30% increase in Conversions** volume and a -71% decrease in Cost per Conversion, compared to Q1 2026.

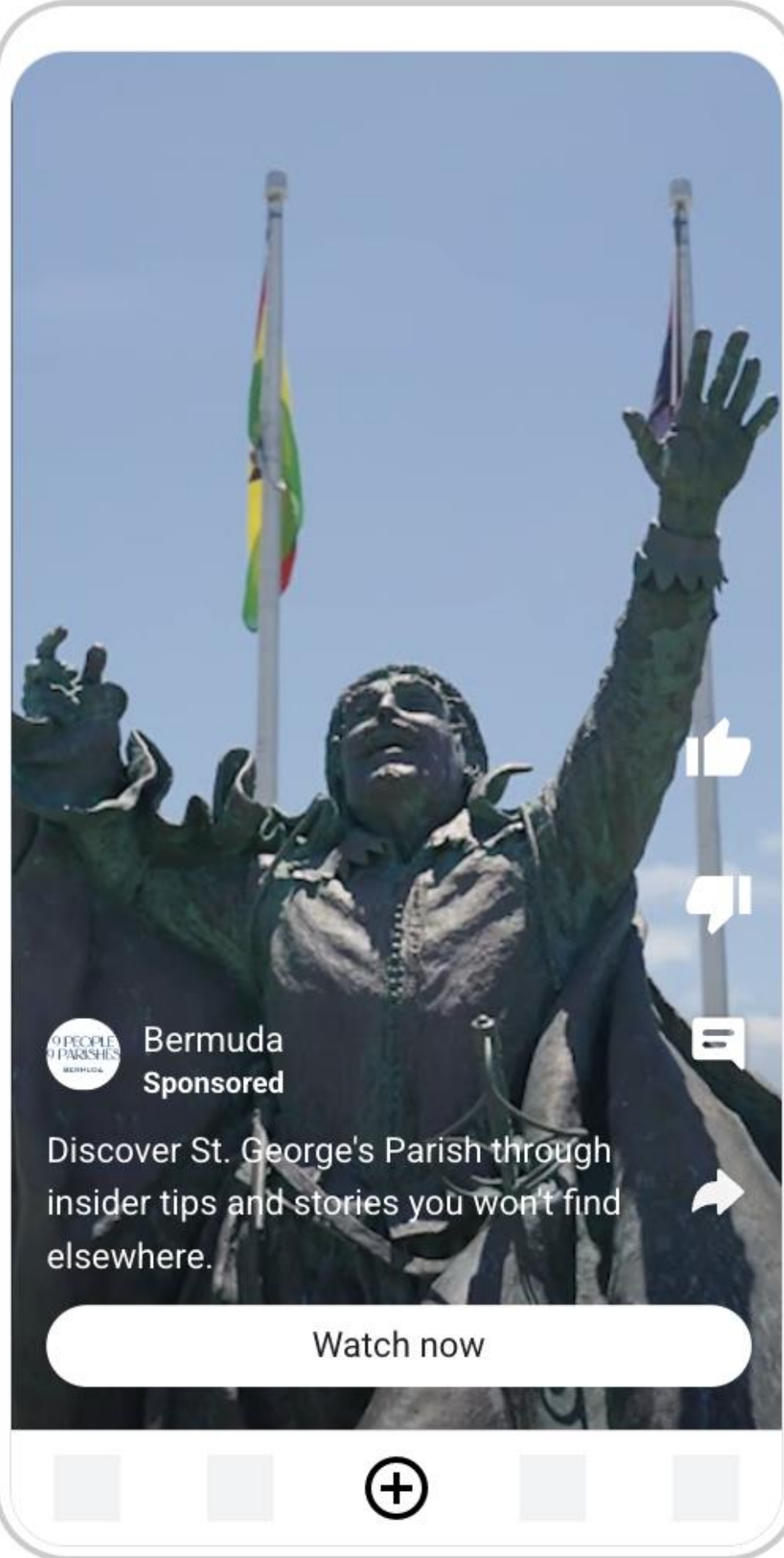
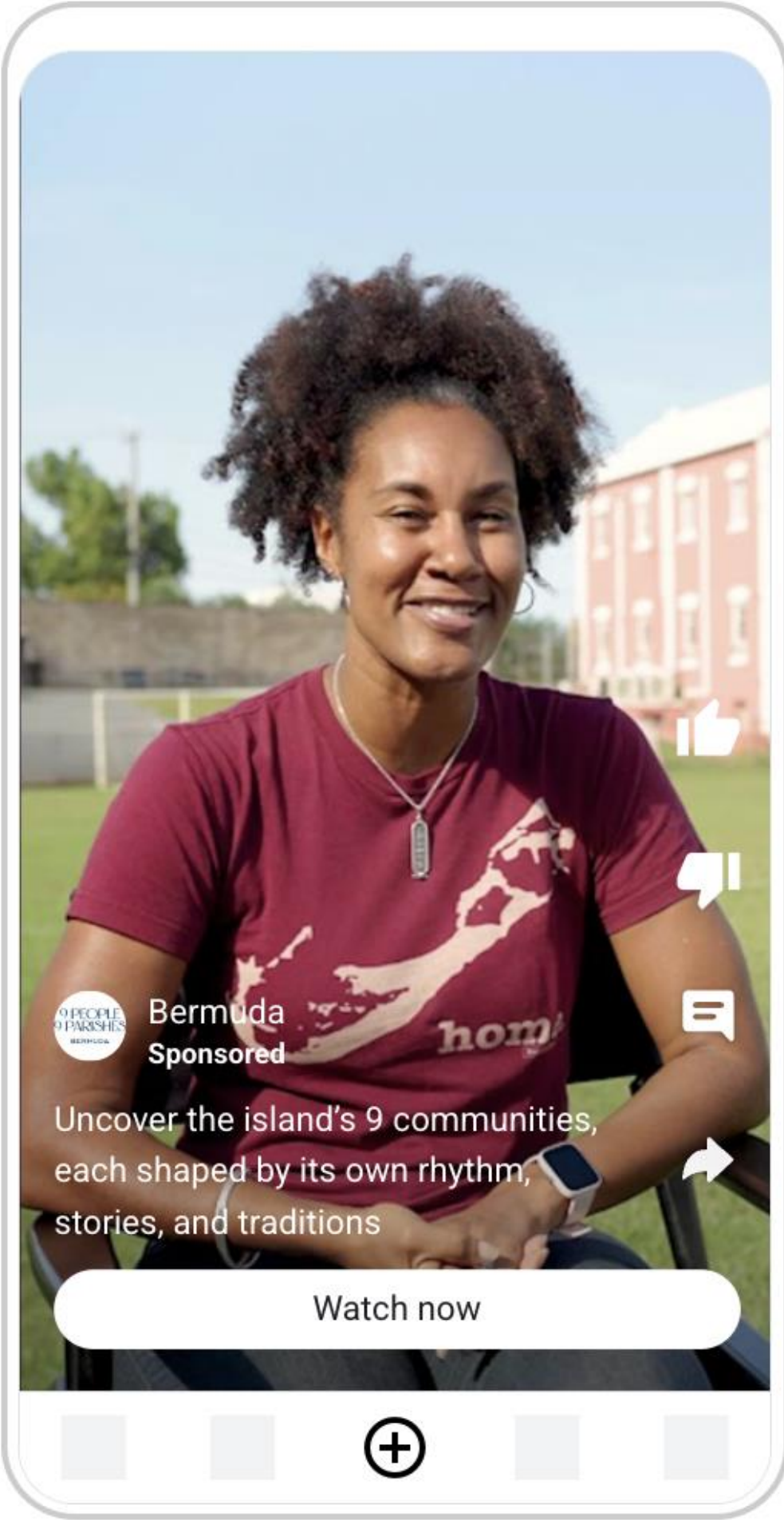
Demand Gen – 9P9P Campaigns Performance

Launched: May 28, 2026

Overall Campaigns Performance

CTR	TOTAL IMPRESSIONS	TOTAL CLICKS	ENGAGEMENT RATE
3.01%	1,030,043	30,994	47%

Partner Referrals	VISITS	CONVERSION RATE
84	15,065	0.5%

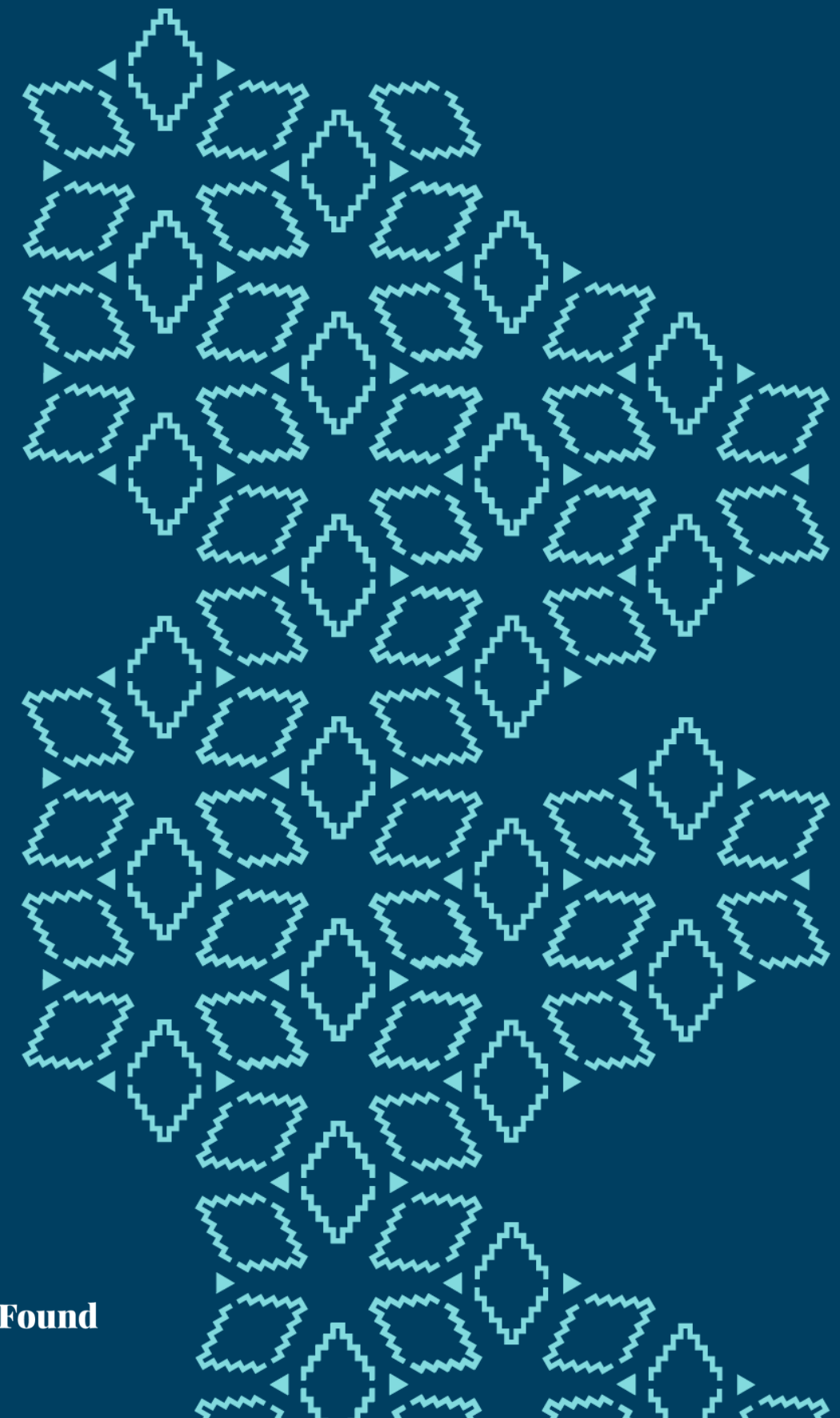


SEM Next Steps:

Looking to Q3 2026

- At the end of Q2, we finalized the updated media plan and budget allocation.
- Beginning in July, we implemented the new budget distribution to support increased conversion volume across campaigns.
- We will launch a new Generic Demand Gen campaign, building on the strong traffic performance of the existing 9P9P Demand Gen campaign.
- Pending creative approval, we will launch location-specific Performance Max campaigns for Boston and the UK.
- Geo-targeting will expand to include Virginia, Newark, Atlanta, Montreal, and Baltimore, based on increasing organic demand for Bermuda.
- Our top-performing markets (New York, Toronto, and Philadelphia) will be separated into their own Performance Max campaign, allowing us to better balance investment between established and growth markets.
- Beginning in mid-July, we will test ChatGPT advertising through our StackAdapt partnership to evaluate its ability to reach high-intent travel audiences.
- Verb's Paid, SEO, Email and Creative teams will collaborate on analyzing the findings of the ChatGPT campaigns and ChatBot data using those learnings to optimize future marketing strategies.

Social Media



Channel Performance

Social Media Performance by Channel

Instagram

New followers: 5,425
Lifetime followers: 158,600
Engagement rate: 4.2%
Saves: 4,533
Shares: 16,649

Facebook

New followers: 2,501
Lifetime followers: 402,920
Engagement rate: 6.6%

X

New followers: 20
Lifetime followers: 30,113
Engagement rate: 7.9%

YouTube

New subscribers: 707
Lifetime followers: 5,940
Likes: 7,094
Views: 565,613

TikTok

New followers: 3,790
Lifetime followers: 25,564
Engagement rate: 0.3%

Pinterest

New followers: 15
Lifetime followers: 3,716
Engagement rate: 3.57%



Stakeholder Support

Increasing the volume of stakeholder features in our feeds to support visitor's travel planning and our partners continues to be a key area of focus.

Stakeholder features in Q2 included but were not limited to: Coral Beach, Cambridge Beaches, Azura, St. Regis Bermuda, Rosewood Bermuda, Sail Bermuda, Restless Native, The Rosedon, BQ Beach Grill, Little Venice, Flower Bar, National Museum of Bermuda, BAMZ, and more.

Additionally, a whale watching video was published in April, with the caption highlighting tour operators on the island. This post gained significant traction across all channels — particularly on YouTube — which produced 299K views, 4.8K likes and 131 comments organically.

Q2 2026 Stakeholder Support: Social Performance	
Instagram	
Total Published Posts	42
Engagement Rate	5.25%
Saves	1,861
Shares	6,226
Facebook	
Total Published Posts	22
Engagement Rate	6%
X	
Total Published Posts	18
Engagement Rate	7.5%
TikTok	
Total Published Posts	18
Engagement Rate	0.4%
YouTube	
Total Published Posts	8
Views	306,005
Engagements	6,003

Stakeholder Support

Supporting Content





Airline Support & Proximity Messaging

In Q2, we published a JetBlue feature to mark their expanding summer service from New York, posted Boston-specific creative to speak directly to this audience and target this need market which was experiencing softness in the summer, and posted seasonal roundup of the direct summer flight schedule.

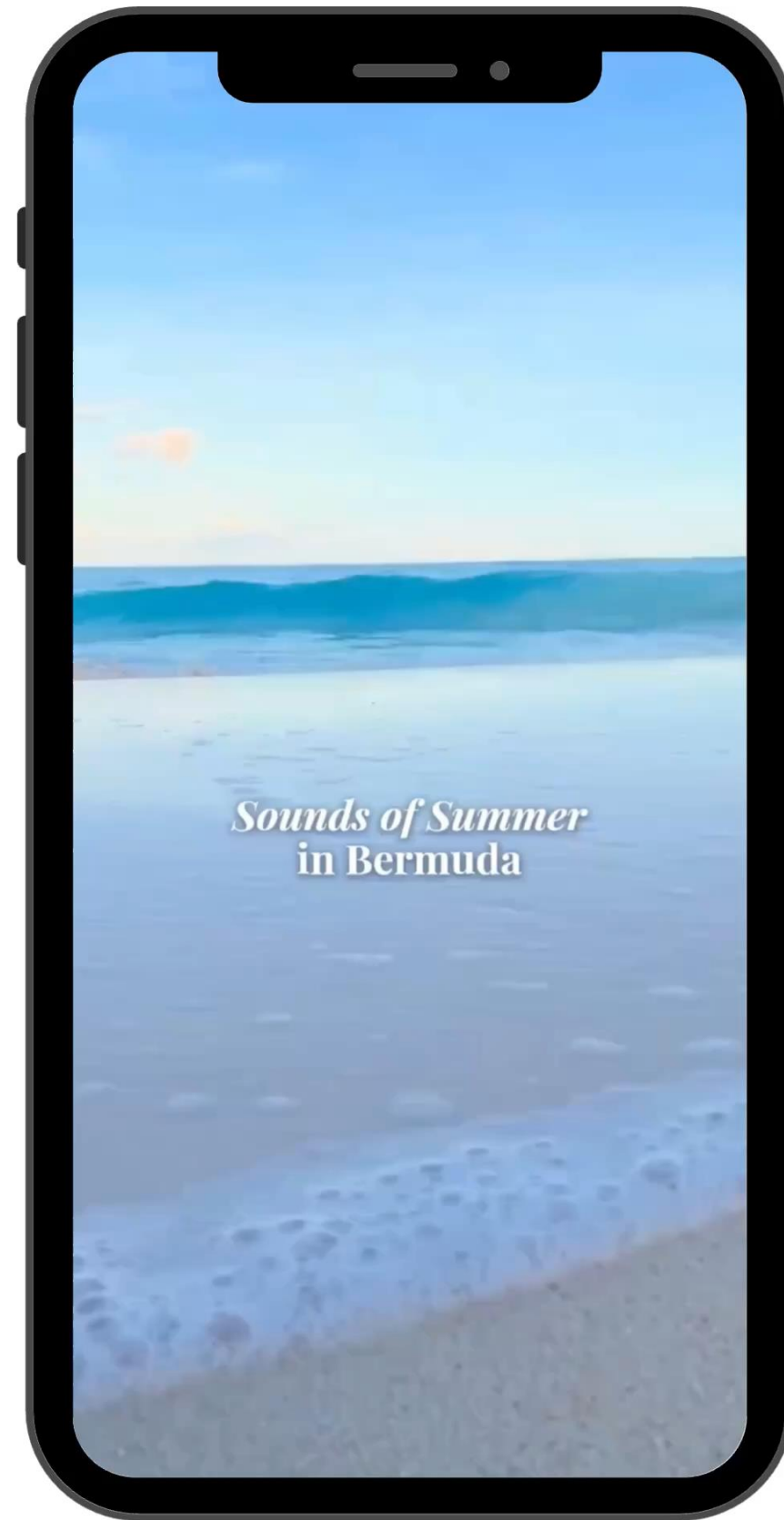
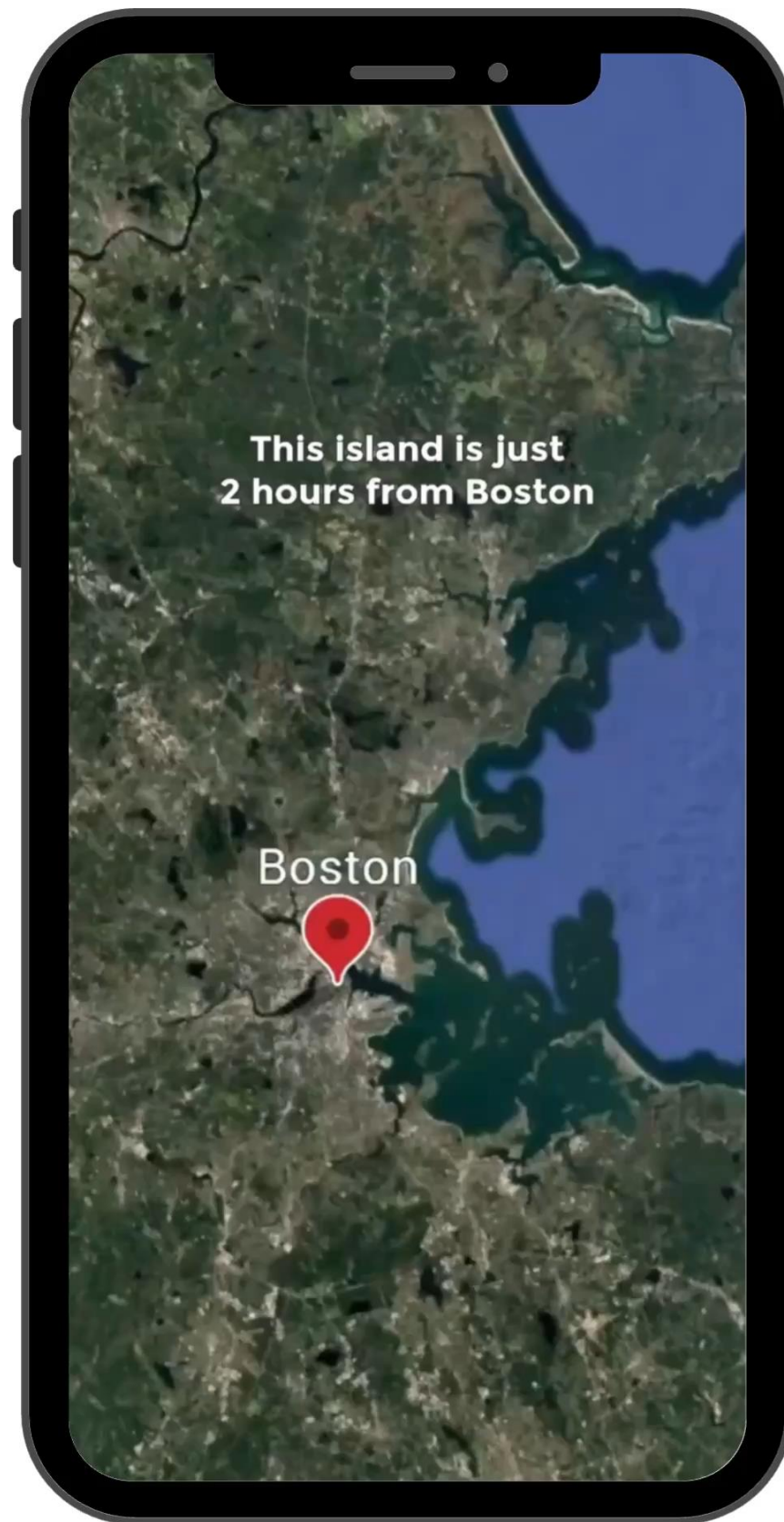
These posts were boosted to our key markets to support targeting and further promote the island's proximity and ease of travel.

Additionally, key messaging highlighting Bermuda's proximity to the East Coast of Canada and the US was weaved into our copy.

Q2 2026 Airline & Proximity Support: Social Performance	
Instagram	
Total Published Posts	9
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

In Q2, key themes to support experiences included: Ecotourism, Easter, On the Water, Spring and Summer Adventures, and Signature Experiences, with a focus on SailGP and Carnival in Bermuda.

In our owned organic social content, the SailGP campaign generated a total of 508,452 Impressions, 8,818 Engagements, and an Engagement Rate of 1.7% within the quarter, through pre-event promotion to support attendance, live coverage, and a post-event recap to encourage users to mark their calendars in 2027.

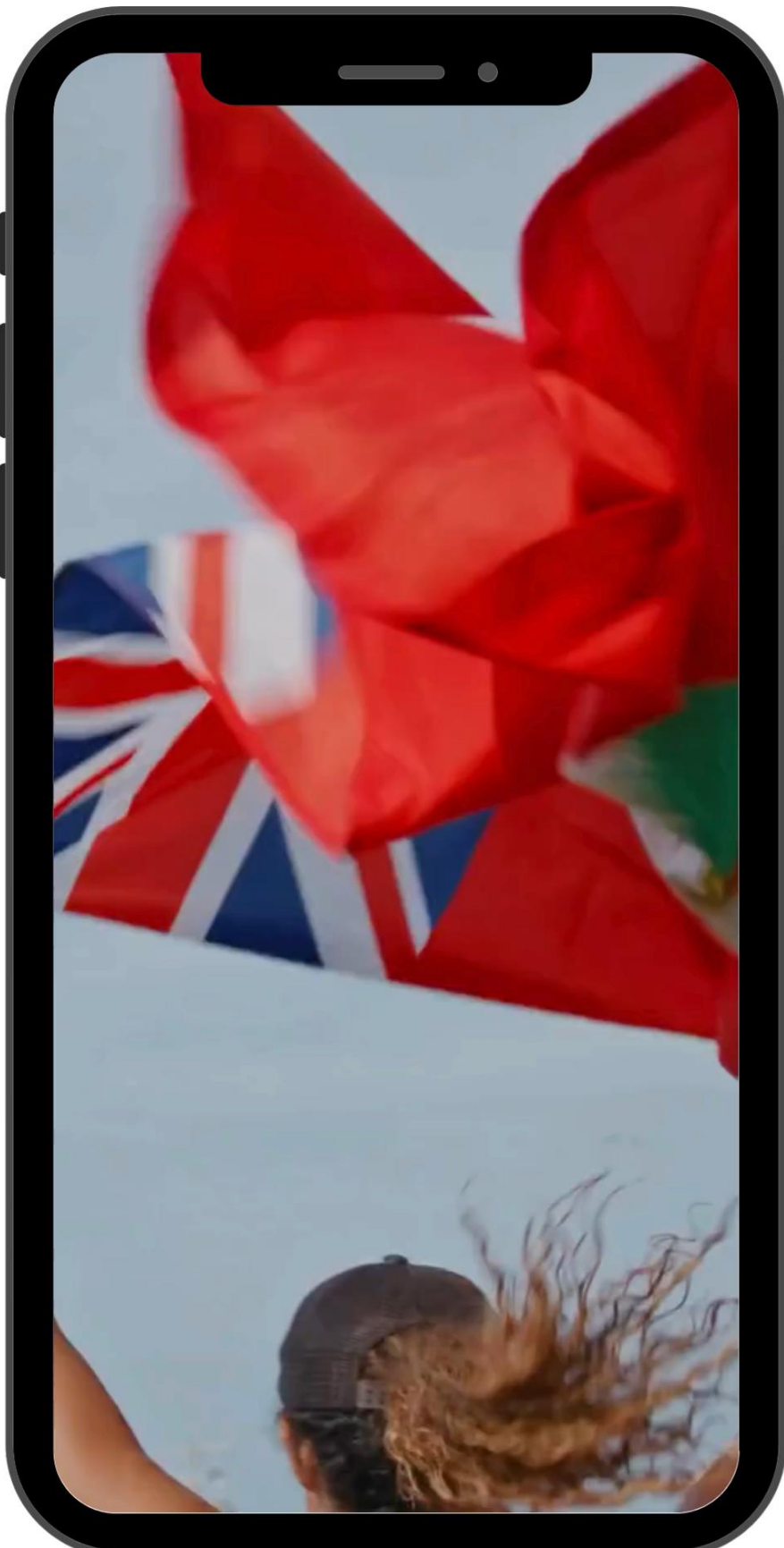
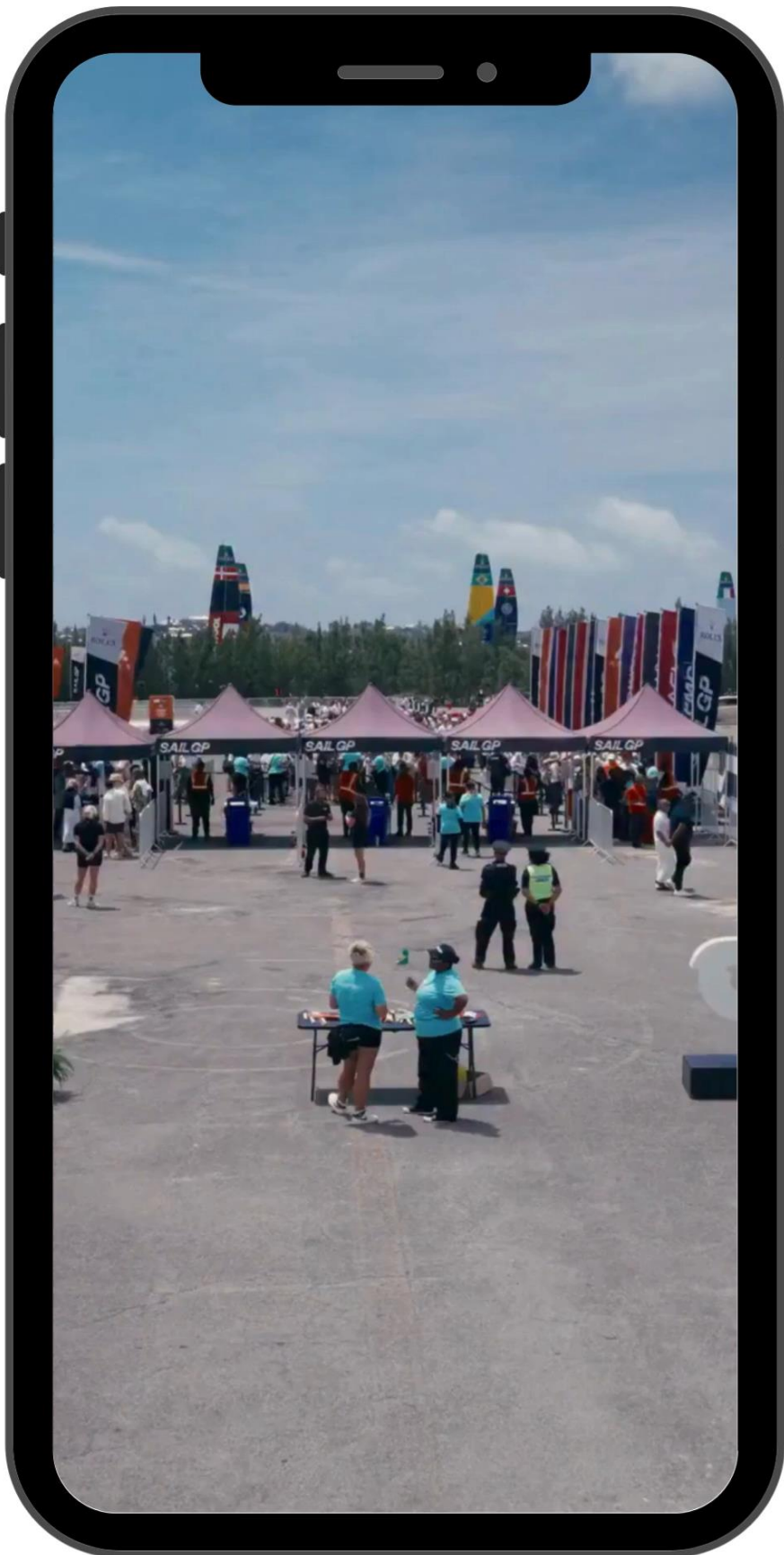
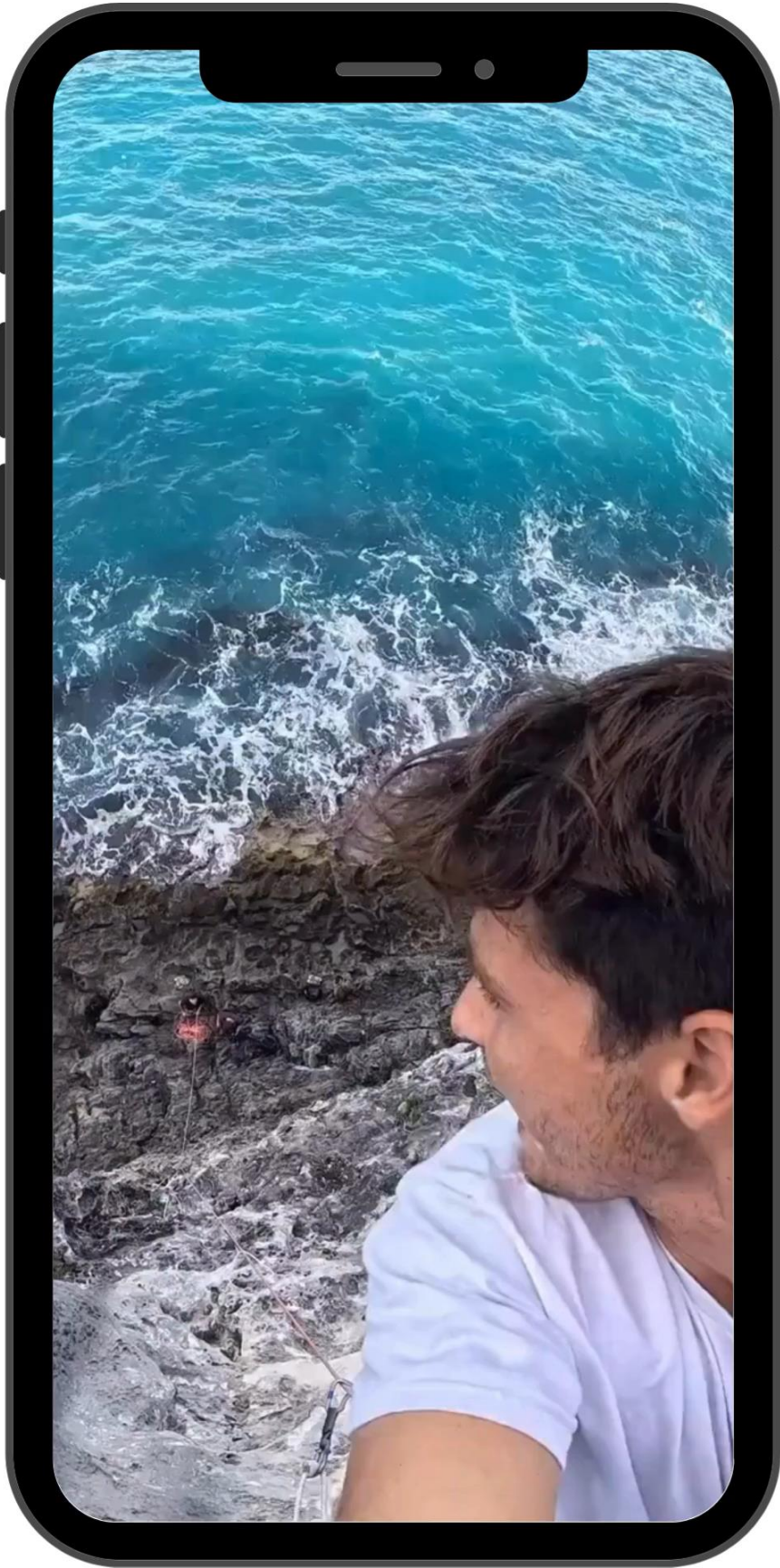
The promotion of Carnival in Bermuda produced a total of 393,827 Impressions, 7,879 Engagements and an Engagement Rate of 2% through owned organic content, which also included pre-event promotion, live event coverage, and recap videos produced by content creators.

Additionally, we launched our local content creator program in Q2 to highlight experiences and our culture through locals, which stood as some of the top performing posts of the quarter.

Q2 2026 Experiences Support: Social Performance	
Instagram	
Total Published Posts	68
Engagement Rate	2.6%
Saves	13,500
Shares	2,871
Facebook	
Total Published Posts	49
Engagement Rate	5.1%
X	
Total Published Posts	32
Engagement Rate	7.7%
TikTok	
Total Published Posts	40
Engagement Rate	0.4%
YouTube	
Total Published Posts	49
Views	496,582
Likes	7,060

Experiences

Supporting Content





9 People, 9 Parishes

During Heritage Month, the campaign "9 People, 9 Parishes" was launched on organic social media.

The integrated storytelling campaign is centred around a long-form YouTube video series featuring 9 Bermudians from the island’s 9 Parishes. The videos tell deeper stories about each of our distinct parishes through the lens of a local to show visitors how to have an authentically Bermudian experience, while sharing the traditions, heritages, and must-do experiences across the island.

The nine videos are being launched over a nine week period through Q2 and Q3, with the initial launch of the long-form series concluding mid-July.

Each of the long-form videos were supported with social media cutdowns to drive traction to the full videos on YouTube. These videos were published across Instagram, Facebook, TikTok, and YouTube Shorts.

Q2 2026 9 People, 9 Parishes: Social Performance	
Instagram	
Total Published Posts	12
Engagement Rate	4.9%
Saves	362
Shares	1,166
Facebook	
Total Published Posts	7
Engagement Rate	2.9%
TikTok	
Total Published Posts	7
Engagement Rate	0.2%
YouTube	
Total Published Posts	25
Views	176,782
Engagements	577

Greener

Sustainability storytelling in the media, ahead of a fuller Blue Tourism programme update.

Q2 Sustainability Pitches

- Pitched the endangered Cahow hatching on Nonsuch Island to relevant media
- Pitched Bermuda as *The Ultimate Eco-Friendly Getaway* ahead of Earth Day 2026, targeting sustainability-focused media
- Pitched Bermuda's hotels and destination story with a conservation angle, alongside Natura Spa and Bermuda's cultural history
- Held a media meeting with The Sunday Times, The Times, The Telegraph, and Condé Nast Traveller focused specifically on culture, nature, and conservation-led destination storytelling

Why It Matters: These pitches position Bermuda's conservation and marine-stewardship story in front of top-tier UK media — the kind of long-lead groundwork that typically converts into feature coverage in later quarters.

Travel Writer FAM

Island of Shipwrecks — Dive Magazine



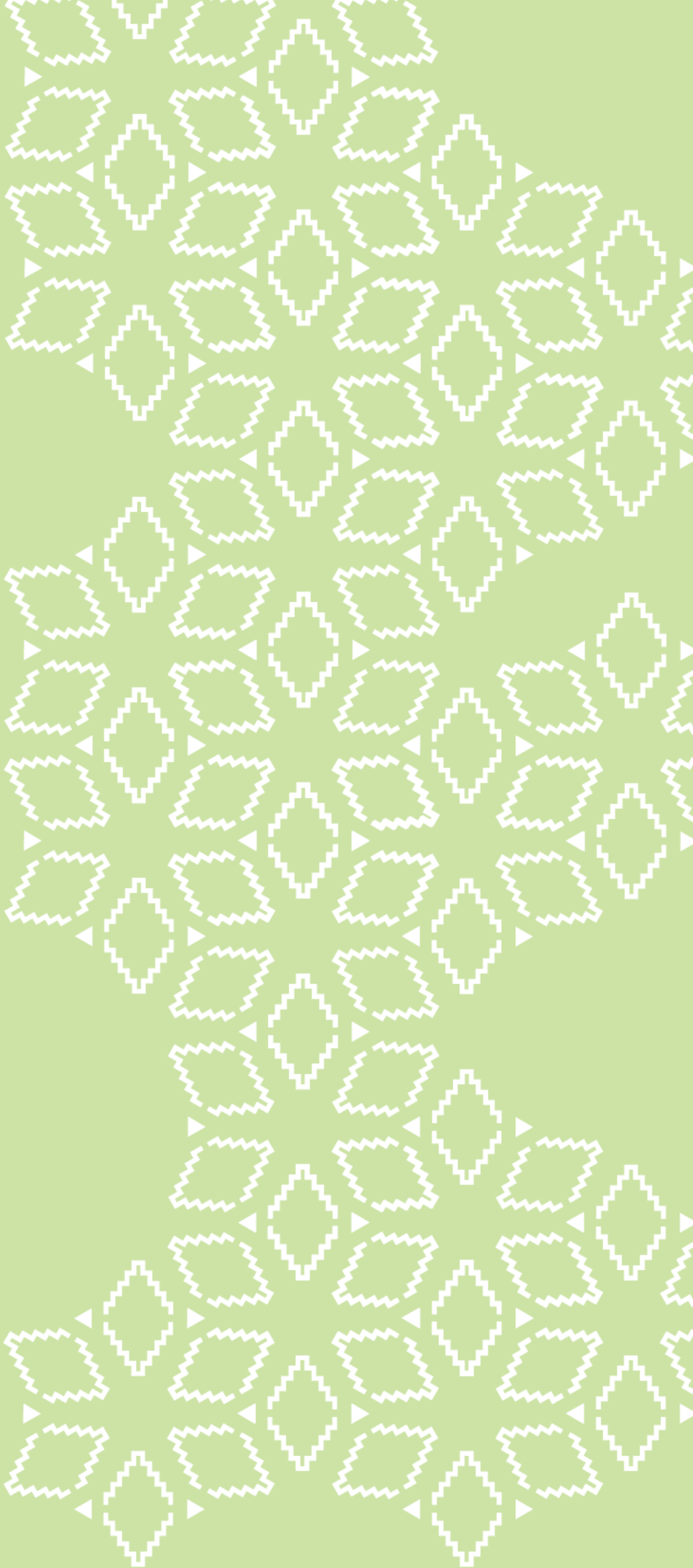
Purpose of Trip: Experience Bermuda beyond the shoreline — from exploring its iconic shipwrecks beneath the Atlantic to discovering the island's rich cultural heritage, UNESCO-listed St. George's, ocean-led wellness, and world-renowned sailing culture.

Destinations Visited: Grotto Bay Beach Resort & Spa, South Shore Beaches, Rosewood Bermuda, Island Brasserie, Bermuda Underwater Exploration Institute (BUEI), Wahoo's Bistro & Patio, St. George's (UNESCO World Heritage Site), The Loren at Pink Beach, The Pink Beach Club, Dive Bermuda (shipwreck diving), Front Street Hamilton, Huckleberry at The Rosedon, 1609 Bar & Restaurant, Bermuda Institute of Ocean Sciences (BIOS)

Attendees: Jenny Stock, Dive Magazine

Resulting Coverage: Awaiting coverage

Why It Matters: This FAM connects two of Bermuda's strongest marine/conservation assets — BIOS (ocean science) and BUEI (underwater heritage) — directly to a dive-industry publication audience, reinforcing Bermuda's credibility as a marine stewardship and ocean-science destination.





Greener Q2 Snapshot

PR activity built meaningful storytelling groundwork:

- 4 press pitches with direct conservation/sustainability framing (Cahow, Earth Day/eco-friendly positioning, conservation-angle hotel story, UK conservation-led media meeting)
- 1 hosted FAM (Dive Magazine) centered on marine science and underwater heritage — BIOS and BUEI both featured
- Coverage from all of the above is still pending

Infrastructure

Activities focused on strengthening visitor services, destination readiness, and infrastructure investments across Bermuda.

BVSC Roaming Ambassador Program

Visitor Services & Experience Enhancement

Strategic Outcomes

In April, the Experience team launched the BVSC Roaming Ambassador Program, placing BTA-branded ambassadors in distinctive bright pink "Visitor Information Ambassador" shirts across Bermuda's highest-traffic visitor areas.

Ambassadors operate 7 days a week from 9:00 AM–2:15 PM, rotating across Dockyard, St. George's, and Hamilton, with additional deployment to specific areas as needed. The program ensures proactive, visible visitor support at key touchpoints across the island and directly contributes to the on-island experience that drives "Would Definitely Recommend" scores.

Key Achievement

Established a proactive, island-wide ambassador presence at Bermuda's highest-traffic visitor areas, ensuring visible, front-line support at key touchpoints throughout the visitor journey.

Metric

Roaming Ambassador Programme

Operating Schedule

Coverage Areas

Ambassador Headcount

Uniform/Branding

Result

Launched April 1 — ongoing

7 days/week, 9:00 AM–2:15 PM

Dockyard, St. George's, Hamilton (+ additional as needed)

Not reported in Q2 submission

BTA-branded "Visitor Information Ambassador" shirts



BVSC Survey Kiosk Program

Measuring Visitor Experience in Real Time

- **Strategic Outcomes**
In May, the Experience team implemented visitor satisfaction survey kiosks inside all BVSC locations to measure service quality and visitor experience outcomes in real time. This gives BTA a live, data-driven view of visitor sentiment at the point of service, rather than relying solely on retrospective reporting.
- **Key Achievement**
Since launch, the programme has captured 551 visitor responses with consistently strong service ratings — a direct, measurable contribution to "Would Definitely Recommend" performance.

Metric	Result
Survey Kiosk Program	Launched May 1 — all BVSC locations
Total Respondents	551
BVSC Service Quality Rating	4.87 / 5
Rated Service "Very Helpful"	91%
Confirmed Interaction Improved Overall Experience	97%

Air Service Development

During Q2 2026, the Air Service Development Committee, chaired by the Bermuda Tourism Authority, continued to meet monthly and advance work on various initiatives:

- Attended Routes Americas conference to meet with current airline partners and explore partnerships with new carriers
- Monitored the performance of existing routes
- Shared business cases with potential airline partners in pursuit of new service
- Met with Air Canada CEO during his visit to Bermuda
- Finalizing Air Service Development Committee governance and airline strategy
- Ongoing discussions and relationship management with United, Air Canada, BermudAir, WestJet, Delta, JetBlue, and American
- Capacity forecasting and load factor analysis
- British Airways partnership enhancement
- Monitor Fairmont Southampton reopening impacts on airline growth
- Airline co-op marketing agreements (JetBlue, BA, Delta, etc.)

Rideshare Programme

Early Performance | June 10 – July 7, 2026

Bermuda's new ride sharing programme launched on June 10, and early data from its first 28 days of operation tells a positive story: the service is being used consistently across the island and is already making a measurable impact on how residents and visitors get around -

- 1,075 rides completed between June 10 and July 7 — the programme's first 28 days
- Averaging approximately 38 rides per day over the first month
- Grew from 220 rides in the first six days to 1,075 rides by July 7 — an additional 855 rides completed after the first-week update
- Strongest single day was June 26, with 85 rides completed
- Activity spans hotels, restaurants, beaches, residential areas, Hamilton, Dockyard, St. George's, the airport, medical facilities, and shopping areas
- At least 185 rides involved identifiable hotels, resorts, guest properties, or visitor accommodation — clear early support for the visitor economy
- Significant ride volume also involved local residential roads and everyday destinations, showing residents are using the service for practical daily transport alongside visitors
- Usage was not limited to Hamilton — the data shows movement across Paget, Warwick, Southampton, Devonshire, Smith's, St. George's, Sandys, Somerset, and Dockyard
- Weekend and hospitality-related usage was notably strong, suggesting the service is helping meet transport demand during peak periods
- Early data supports both visitor mobility and resident daily use — a dual-purpose infrastructure win in the programme's first month



Infrastructure Q2 Snapshot

- Launched island-wide BVSC Roaming Ambassador Program, covering Dockyard, St. George's, and Hamilton 7 days a week
- Launched BVSC Survey Kiosk Program across all Visitor Service Centres
- Captured 551 real-time visitor satisfaction responses at a 4.87/5 average rating
- 97% of surveyed visitors confirmed their BVSC interaction improved their overall Bermuda experience
- Ongoing Air Service Development Initiatives to ensure airline capacity alignment with demand and accommodation capacity

Local Involvement

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

Local Involvement Overview

Q2 2026

Strengthening Bermuda's Tourism Ecosystem Through Community and Culture

The BTA continued to strengthen relationships across Bermuda's tourism ecosystem through stakeholder engagement, youth development, and community-centered storytelling. 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 — and see themselves reflected in — Bermuda's tourism success.

Q2 Highlights

- Tourism Insights Exchange sessions held with 10 key industry and government stakeholder organizations
- Bermuda Youth Speech Competition launched, with 11 confirmed student participants and a dedicated parent/student orientation session
- Q2 Visitor Experience Lunch & Learn engaged 20 tourism stakeholders on destination readiness and available BTA resources
- 9 People, 9 Parishes community launch at Barrs Bay Park brought residents together to celebrate Bermudian voices from all nine parishes
- Continued cultural storytelling around Carnival, Cup Match/Mary Prince Day, and St. George's Parish heritage

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. In Q2, stakeholder engagement sessions were conducted with 10 key organizations.

Stakeholder

Marine & Ports
Bermuda Taxi Owners & Operators Association
Public Transportation
Bermuda Development Agency
Bermuda Economic Development Corporation & Ignite
Bermuda Chamber of Commerce
Department of Parks
Skyport
Bermuda Ocean Prosperity Programme
Bermuda Land Management Corporation

Focus Area

Public ferry services
Taxi sector
Bus services
Business development
Entrepreneurship ecosystem
Private sector representation
Public spaces and visitor environment
Airline services
Ocean conservation
Private land corporation

Key Discussion Areas

- Current initiatives and organizational priorities
- Industry challenges and operational gaps
- Data collection methods and opportunities for shared insights
- Opportunities for collaboration to improve visitor experience

Outcome

Strengthened cross-sector relationships and communication channels; increased awareness of shared challenges across transportation, business, and public services; identified opportunities to better align data and insights across organizations; reinforced a collective commitment to delivering seamless, high-quality visitor experiences.

Youth Engagement & Workforce Development

Q2 2026

Bermuda Youth Speech Competition

The BTA continues to lead the development and coordination of the Bermuda Youth Speech Competition — Bermuda's qualifying competition for the Caribbean Tourism Organization (CTO) Junior Tourism Minister Regional Competition — designed to inspire and develop the next generation of tourism ambassadors.

Q2 Activity

- Confirmed 11 student participants for the inaugural competition
- Hosted an information and orientation session for students and parents covering expectations, timeline, and benefits of participation
- Introduced professional development opportunities, including AnchorBDA certification and leadership/presentation skills training facilitated by Corporate Leadership Trainer Lorene Phillips
- Continued planning for the training and development programme, with sessions to commence in Q3

Why It Matters

The programme supports the long-term development of Bermuda's tourism talent pipeline, equipping young people with the knowledge, confidence, and leadership skills to become ambassadors for the destination locally and across the Caribbean.

Confirmed a cohort of 11 student competitors; increased awareness and excitement among participants and families; established a structured development programme combining tourism education, leadership, and presentation skills; strengthened partnerships between the BTA, schools, educators, parents, and youth stakeholders.

Expanded youth participation and strengthened connections between education and tourism.



Community Partnerships – Good Friday Giving

Supporting Community Events Through Goodwill Contributions

Community Partnerships — Good Friday Giving

Supporting Community Events Through Goodwill Contributions

For Good Friday, the BTA provided goodwill contributions of \$1,000 each, along with BTA-branded merchandise for giveaways, to support two community events: the PHC Community Fun Day and Run/Walk, and the Open Your Heart Foundation. These contributions helped support event activities and community engagement.

Contributions Organization	Contribution	Use of Funds
PHC Community Fun Day and Run/Walk	\$1,000 + BTA-branded merchandise	Candy-filled Easter eggs, children's colouring tent supplies, inflatable bouncy castles
Open Your Heart Foundation	\$1,000 + BTA-branded merchandise	Free meals for members of the community

Why It Matters: Small, direct contributions like these reinforce the BTA's presence as an engaged member of Bermuda's community — not just a promoter of tourism to visitors, but a visible supporter of the events and organizations residents care about.

Outcome: Helped create a fun, inclusive Easter experience for families at the PHC Community Fun Day, and supported the Open Your Heart Foundation's mission of providing meals to community members in need.

Community & Industry Engagement

Q2 2026

Convening the Industry, Celebrating the Community

Throughout Q2, the BTA maintained an active presence in the tourism community — both convening industry stakeholders and creating a direct, resident-facing moment of cultural pride.

Key Engagements

- Q2 Visitor Experience Lunch & Learn (April 29, BTA Great Sound Meeting Room) — 20 stakeholders briefed on the Experience team's mandate, visitor data and insights, BTAConnect onboarding, Experience Investment Program guidance, and destination readiness ahead of the Fairmont opening
- 9 People, 9 Parishes Community Launch (May 28, Barrs Bay Park) — brought residents and stakeholders together for a simultaneous nine-parish screening event with food, live entertainment, and local vendor participation, directly supporting BTA's positive resident-perception objective
- Continued cultural storytelling in Q2 press pitching around Carnival in Bermuda, Cup Match/Mary Prince Day, and St. George's Parish heritage

Outcome

Deepened relationships across the tourism community while creating a genuine, resident-facing celebration of Bermudian culture.



Local Involvement Q2 Snapshot

- ✓ 10 key stakeholder organizations engaged through the Tourism Insights Exchange
- ✓ 11 students confirmed for the Bermuda Youth Speech Competition
- ✓ 20 stakeholders engaged at the Q2 Visitor Experience Lunch & Learn
- ✓ Successful community launch of 9 People, 9 Parishes at Barrs Bay Park
- ✓ Continued cultural storytelling across Carnival, Cup Match/Mary Prince Day, and St. George's Parish heritage

Innovation

Think Like a Visitor

AI & Generative Search Performance

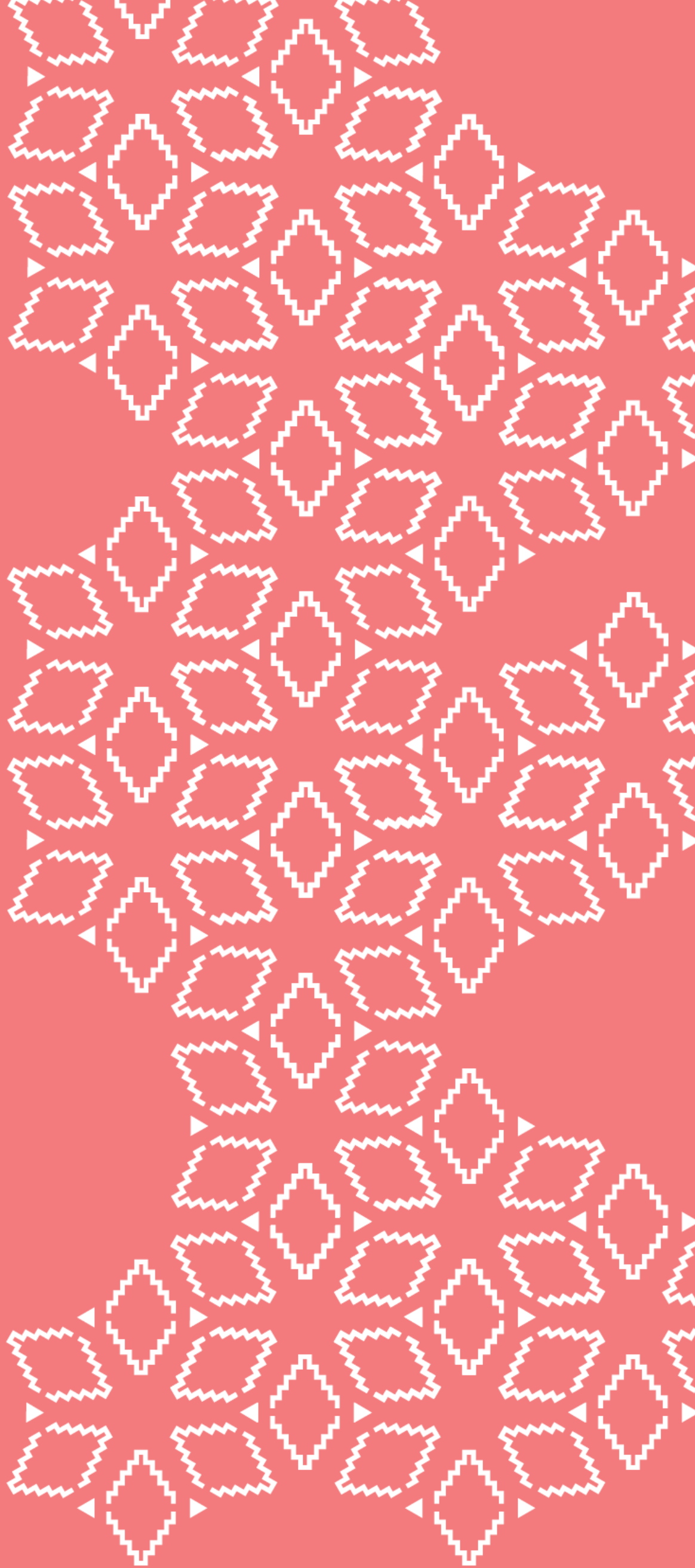
Adapting Bermuda's Discovery Strategy for AI-Driven Travel Planning

Q2 data shows a clear shift in how travelers discover and plan Bermuda trips — moving from traditional search into AI chat interfaces.

Metric	Result
LLM-Driven Visits	1,690 (+84% YoY, +7% PoP)
LLM Engagement Rate	69.41% (+17% PoP)
LLM New Users	76.2% of LLM traffic (+32% YoY)
LLM Partner Referrals	444 (+53% YoY, +15% PoP)
Total LLM Citations	2,304 (+1,132.08% since Jan 2025)
Traditional Organic Visits	190,409 (-24% YoY)

Why It Matters: Visitors increasingly use LLMs as a travel concierge — the Bermuda Arrival Card and Ferry Schedule pages rank #2 and #3 among top LLM landing pages, and "Legends & Lore of the Bermuda Triangle" continues to capture top-of-funnel discovery traffic. Meanwhile, traditional organic clicks are declining as AI summary boxes answer informational queries directly on the search results page.

Outcome: Q2 work improved Bermuda's visibility and structure within AI-driven discovery tools while confirming that traditional SEO remains the stronger channel for high-intent, logistical planning queries (ferry, bus, weather).





SEO/GEO Work Completed in Q2

- Monthly content audit and recommendations
- 2026 Content Calendar updates (new articles & refreshes) based on SEO + GEO research
- Family and Sailing content audit and refresh recommendations
- 9 People, 9 Parishes article recommendations
- Signature Events content audit and recommendations
- Marketing Tactical Plan updates
- Keyword and prompt research supporting SEO and GEO efforts
- Scrunch Prompt Monitoring setup and ongoing optimization
- FAQ research and implementation
- LLMs.txt file creation and implementation
- On-page review (titles, metas, H1s, etc.)
- Ongoing technical scans and optimizations: 4XX/5XX error audit, image alt text updates, schema review, entity optimizations, Core Web Vitals audit, vector map audit
- Pinterest optimizations and recommendations (ongoing)

Chatbot Performance

Geo-Specific Insights

Across all markets, conversations continued to move further down the planning funnel in Q2 — travelers actively preparing trips (flights, lodging, itineraries) rather than discovering the destination for the first time. Regional differences are becoming less about *what* visitors want to experience and more about *where* they are in the planning journey.

Market

Canada (Ontario & Nova Scotia)

Northeast U.S. (NY, MA, NJ, PA)

Mid-Atlantic (DC, VA, MD)

International (UK + Other)

Top Topics

Trip planning, lodging, flight information

Trip planning, beaches, flight information

Lodging, beaches, activities

Flight information, trip planning, destination discovery

Chatbot Performance

Content and FAQ Insights

Longer conversations reveal that travelers aren't just looking for answers — they're looking for personalized guidance through detailed follow-up questions.

- **Which beach is right for my trip?** Calm water, snorkeling, food, restrooms, chairs, umbrellas, proximity to Dockyard, suitability for children
- **How should I structure my time in Bermuda?** Day-by-day itineraries, trip duration, attraction combinations, best order for activities
- **How do I get between places?** Ferry and bus routes, transfers, travel times, taxi options, walking distance
- **Where should I stay based on my needs?** Beachfront access, family suitability, breakfast, location, nearby dining
- **What should I prioritize during a cruise or short visit?** Maximizing limited time ashore, especially from King's Wharf or Royal Naval Dockyard

Partner Engagement

Experience Quality Program

Lilli Bermuda Perfumery

The Experience team visited Lilli Bermuda Perfumery in St. George's as part of BTA's Experience Quality Program — a proactive, consultative initiative in which the team participates in on-island experiences firsthand and provides structured feedback to help operators elevate their offering.

The Lilli Bermuda Perfume Making Workshop and Afternoon Tea, located adjacent to Bermuda's UNESCO World Heritage Site, was assessed as a highly distinctive, well-executed experience combining fragrance creation with refined culinary delivery.

Consultative Support Provided: The team shared information on BTA support available through BTACoconnect, the Experience Investment Program, BVSC digital screen promotion, and superyacht/luxury concierge network connections and retreat development.

Outcome: This type of behind-the-scenes investment in operator quality directly supports the consistency of on-island delivery that drives visitor satisfaction and Would Definitely Recommend (WDR) performance.



NCL Programming 2026

Funded via Annual NCL Grant

April 1 – October 2026

The Experience team designed and implemented a portfolio of live entertainment and cultural programming across Bermuda's key visitor destinations. While anchored in the NCL cruise guest experience, all programming is strategically developed to support both cruise and air visitors.





Innovation Q2 Snapshot

- LLM-driven visits up 84% YoY, with total LLM citations up over 1,100% since January 2025
- 9,815 chatbot users engaged, generating 34 leads and deep FAQ insight into visitor planning behavior
- LLMs.txt file and Scrunch Prompt Monitoring implemented — new technical infrastructure supporting AI-driven discovery
- Experience Quality Program consultative review completed at Lilli Bermuda Perfumery, connecting a local operator to BTAConnect, EIP, and concierge network support
- NCL Programming sustained cultural entertainment island-wide, April - October

Teams & Groups

Activities focused on group sales, trade development, and meetings & incentives business across key source markets.

Driving Future Business to Bermuda

During Q2 2026, the team continued positioning Bermuda as a premier destination for meetings, conferences, incentive travel, and executive experiences, generating strong definite business alongside a substantial tentative pipeline extending through April 2028.

Metric	Result
Definite Leads	14
Contracted Room Nights	5,879
Attendees	2,483
Tentative Leads	84
Tentative Room Nights	30,909 (21 lost = 5,493 room nights)
Tentative Attendees	13,671 (21 lost = 2,293 people)
Tentative Pipeline Window	July 2026 – April 2028

Meetings & Incentives Market Development

Q2 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.

- **Travel Leaders Luxury Forum — San Diego, CA — April 30–May 2**
This exclusive forum connects leading luxury travel advisors with premier destination partners. Bermuda participated in 25 pre-scheduled 1:1 appointments with luxury advisors to showcase the destination, strengthen industry relationships, and generate future high-value travel opportunities.
- **ALHI Executive Women in Leadership (EWIL) — Charleston, SC — May 6–8**
An event designed exclusively for women leaders in the corporate meetings, incentives, and association sectors, featuring educational sessions and motivational speakers. Bermuda engaged with 35 qualified buyers and 40 supplier partners.
BTA Representative: Donna Douglas
- **MARITZ Elevate — Scottsdale, AZ — May 11–14**
A highly collaborative event for meeting planners, executives, and industry partners, with sessions focused on incentive market trends. Bermuda connected with 80 Maritz members and 100 suppliers.
BTA Representative: Donna Douglas
- **PCMA Business Events Summit — San Juan, PR — June 21–24**
Brought together senior business events leaders and destination partners for networking and education on the future of the meetings and events industry — an opportunity to strengthen relationships with key decision-makers and position Bermuda as a premier destination for high-value business events.

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



Hosted Experiences & Destination Familiarisation

Q2 2026 — Showcasing Bermuda Firsthand

North American SKAL Congress (NASC) — Bermuda — May 4

Hosted the SKAL Club's North American Congress, welcoming travel industry representatives from the USA, Canada, and Mexico at Frog & Onion. Bermuda's Minister of Tourism & Transport, Culture & Sports welcomed attendees, alongside presidents and members of the former Bermuda Club.

BTA Representatives: Donna Douglas, Davida O'Brien, Sofia Welmer, Tah-Mi Williams

Bermuda SailGP MICE FAM — Bermuda — May 7–10

A curated FAM experience for three meeting professionals, showcasing Bermuda as a premier destination for meetings, incentives, and executive experiences — highlighting world-class hospitality, unique venues, cultural offerings, and the excitement of SailGP Bermuda as a signature international event.

Outcome: Hosting industry decision-makers on-island provides firsthand exposure to Bermuda's tourism product, strengthening advisor and planner confidence and their ability to recommend Bermuda for future group, meetings, and incentive business.



Partnership Activation

SITE Canada Summer Social — Toronto, ON — June 3

In collaboration with BermudAir, BTA sponsored the activation and takeaway (Ahmani's Cookies) at the most-attended social event in Canada's incentive travel industry. Meeting planners and suppliers from across the Corporate & Incentive markets attended.

BTA Representative: Donna Douglas

Outcome: Continued presence in the Canadian incentive market sustains production momentum within the Corporate & Incentive segment, building on relationships developed through prior BermudAir partnership activity.



Sales & Trade - UK

Q2 2026 Trade in Numbers

Metric	Result
Campaigns	3 (British Airways European Campaign, Travel Gay, Travel Counsellors)
Agents Trained	55 luxury agents trained online
Sales Missions	2 (160+ trade and MICE partners met)
New Tour Operator Leads	5 (Audley Travel, Scott Dunn & Freedom Destinations, Dive Worldwide, RegalDive)
Trade Meetings	33 (product managers and trade partners)
Tour Operator Expansion Project	Bermuda–Toronto twin-centre package launched with Jetset Holidays; high-visibility campaign with Premier Travel and Jetset across 31 Premier stores

British Airways & Hablo Trade Activity

Strengthening Bermuda's Presence in the UK Trade Channel

British Airways Activity

- End of Q2: Bermuda tracking 3.1% ahead of the same period last year
- Direct channel up 4.9%; indirect leisure up 12.5% (strongest-growing segment); business travel down 5.8%
- Softness in December, February, March, April, and May bookings, expected to be offset by confirmed September and January sale inclusion
- All cabins showing positive growth except First
- BA led a European Bermuda campaign live in Germany, France, and Italy, targeting feeder markets via Heathrow
- On-island activity planned to celebrate the 80th anniversary of the BA–Bermuda route, alongside in-kind activity with Hearst and Elle Magazine

Hablo Activity (Q2)

Metric	Result
Post Impressions	34.6K
Interactions	15.7K
New Followers	361
Page Views	1.4K
Video Views	294

Why It Matters: Grows a directly addressable community of travel professionals, strengthens consideration by driving deeper page and video engagement, and supports long-term advocacy so more trade partners are equipped to recommend Bermuda to clients.

Michail Antonio Influencer Visit

Showcasing Bermuda to a Trusted, High-Reach Audience

The Black Diamond team coordinated and supported Michail Antonio's visit to Bermuda, from briefing and travel logistics through partner liaison, content monitoring, and post-trip follow-up. The programme enabled Michail to share the destination in real time across Instagram Stories, showcasing Bermuda's beaches, culture, Carnival atmosphere, food, and local experiences through a trusted, recognisable voice.

Metric	Result
Instagram Stories	24
Total Reach	636.4K
Impressions	10.8M
Estimated Media Value	\$736.5K

Why It Matters: More than half of those reached were UK-based (56%), strengthening visibility in a priority visitor market, while 57% were aged 25–34 — supporting consideration among younger travellers with strong future travel potential. The audience's clear affinity with football and the Premier League let Bermuda connect through Michail's established credibility, extending reach beyond traditional travel channels.

Outcome: Converted a hosted experience into significant earned visibility, positioning Bermuda in front of more than 636,000 people while generating 10.8 million impressions and sustained destination storytelling across the trip.



MICE – UK

Building Bermuda's Meeting & Incentives Pipeline

Metric	Result
Meetings	32
Exhibitions/Events	2
Confirmed Room Nights	75
Tentative Room Nights	510

The Meetings Show (London)

A leading annual two-day event bringing together thousands of event professionals from across the global MICE industry. Representing Bermuda, the team participated as an exhibitor to promote the destination to international meeting planners, incentive travel buyers, and event organisers, through a series of pre-scheduled one-to-one appointments (20 minutes each), building new relationships and strengthening existing partnerships.

MICE Coverage: M&IT Magazine — Destination of the Month

The team secured editorial MICE coverage in M&IT Magazine's "Destination of the Month" feature, delivering targeted exposure to the UK business events industry and supporting brand awareness and consideration among meeting planners and corporate buyers for future conferences, incentives, and business events.

Summer Signature Events & Business Development

Grant Funding Awardees

Carnival in Bermuda

June 10–16, 2026 · EIP Award: \$30,000

Carnival in Bermuda received \$30,000 in EIP funding for 2026. Beyond the financial investment, the Experience team played an active on-the-ground role: a welcoming airport activation for arriving Carnival visitors, a triangle photo moment at the Revel the Road lunch stop, Bermuda-branded giveaways, and BTA ambassadors deployed on-site engaging both visitors and locals.

Metric	Result
Visitors	~350

Harbour Nights

May 12 – September 16, 2026 · EIP Award: \$30,000

Harbour Nights received \$30,000 in EIP funding for 2026. The Experience team used this investment to strategically evolve the event into a more immersive, experiential offering, incorporating a live painting experience with a local Bermudian artist, live ches family-friendly experience gap.



Summer Signature Events & Business Development

Sports Tourism

Bermuda Smash Invitational 2026
Visitor Numbers: 12

ICC Americas Men's T20 Sub-Regional Tournament
Visitor Numbers: 72

Welcome Desk Activation

Newport to Bermuda
Welcome Desk Activation — June 28, 2026
Visitor Numbers: 1,250+.
Metric
Newsletter Sign-Ups Captured

Result
57



Summer Signature Events & Business Development

SailGP

BTA Experience Activation — May 9–10, 2026

The Experience team partnered with a local event planning company to deliver a BTA-branded activation inside the Vela Lounge at SailGP and a curated experience aboard the Arabella Superyacht — placing Bermuda's experience offering directly in front of a high-value international audience.

Bermuda Day

Bermuda Day Visitor Activation — May 22, 2026

A bespoke activation giving international visitors the chance to experience Bermuda Day as a local would: prime parade viewing from a two-story scaffold, an interactive cultural scavenger hunt, an open bar with local Bermudian beverages, authentic local food, a ministerial appearance, and Goslings beverage sponsorship.

Metric	Result
Paid Visitors	50+
Rated Excellent/Very Good	100%

Sailing & Yachting

ARC Rally
Visitor Numbers: 135 visitors.

SailGP
Visitor Numbers: An estimated 600+ visitors.

Fishing

Bermuda Fly-Fishing Invitational
Visitor Numbers: 23 visitors.



Conference

Delta Authors on Tour
Visitor Numbers: 26 visitors.

DELTA SIGMA THETA SORORITY, INC.
NATIONAL ARTS & LETTERS COMMISSION
PRESENTS
Delta Authors on Tour
IN THE SOUTH ATLANTIC REGION
HOSTED BY BERMUDA ALUMNAE CHAPTER
"Authors By The Sea"

CHEYRA BELL
"ON THE BRINK OF INSANITY"

SHARON MATTHEWS FORTUNE
"THE TRUTH ABOUT THE LIES"

YOLANDA MOSÉ
"MAMA SAID"

ANGEL PENDERGRASS
"THE POWER OF FEMININITY"

CRYSTAL WHEELER
"SHE CALLED ME HER SWEET GIRL"

SATURDAY, MAY 2, 2026
2:00 PM - 4:00 PM
REGISTRATION FEE: \$25.00

OCEAN VIEW GOLF CLUB
2 BARKERS HILL ROAD
DEVONSHIRE, BERMUDA DV05

FOR MORE INFO: bacmembershipservicesbda@gmail.com • dstbermuda.org



Teams & Groups Q2 Snapshot

- 55 luxury agents trained; 160+ trade and MICE partners met across 2 sales missions
- 5 new tour operator leads secured; Bermuda–Toronto twin-centre package launched
- Michail Antonio visit delivered 10.8M impressions and \$736.5K estimated media value
- 32 MICE meetings and 2 exhibitions secured, with 585 combined confirmed + tentative room nights
- Bermuda tracking 3.1% ahead of BA bookings vs. same period last year
- 14 definite group leads secured
- 5,879 contracted room nights and 2,483 attendees confirmed
- 84 tentative leads in pipeline (30,909 room nights) extending through April 2028
- Hosted SKAL North American Congress and a 3-person SailGP MICE FAM on-island
- 10 summer events
- At least 3,118+ visitors
- \$60,000 in grant funding (Carnival, Harbour Nights) — unchanged

Year-Round

Driving Visitation Beyond Traditional Peak Periods

Year-Round Overview

A key focus of Bermuda's tourism strategy is supporting events, experiences, and niche tourism opportunities that attract visitors throughout the year. During Q2, BTA-supported events generated visitation, economic activity, and cultural engagement while helping sustain tourism businesses during shoulder-season periods.

Year-Round Overview — Q2 2026

- Walk to Calvary (Apr 1–6): 56 visitors
- Antigua to Bermuda Race (Apr 29–May 5): 44 visitors
- Iron Lady Golf (Apr): 12 visitors
- Intuitive Golf Retreat (Nov): 8 visitors

Growing Bermuda's Off Season

Seasonality Committee Update

Increasing visitation between November and April remains the BTA's primary seasonality priority. The Re-engineering Seasonality Committee — spanning Sales, Sports & Events, Strategic Partnerships, and the Experience team — convened on July 2 to align on shoulder- and off-season strategy.

Sales Update

- Association business up 11% year-over-year, with continued focus on multi-year conference commitments and shoulder-season meetings
- Bermuda Specialist Programme now has 704 certified travel advisors, with ~450 more completing certification
- Continued airline partnerships (JetBlue, British Airways, Air Canada, BermudAir) including collaborative promotions and advisor training
- Discussions underway with Costco Travel to increase Bermuda's leisure exposure during November–March
- Leisure sales remain focused on wellness, culture, authentic experiences, and luxury offerings to attract high-value travelers

Sports, Events & Strategic Partnerships

Building Bermuda's Offseason Event Calendar

The team's near-term focus is maximizing value from existing partnerships and event assets before pursuing new ones, with priority sectors remaining consistent across both the Sports & Strategic Partnerships and Business Development functions: **golf, maritime events, and endurance sports**, alongside wellness.

Key Updates

- Early discussions underway on potentially bringing HYROX to Bermuda, with support from key industry partners
- Exploring internationally successful wellness events to strengthen Bermuda's wellness tourism offering
- Approximately 10 prospective events currently under evaluation
- Continued positioning of Bermuda as a "Beyond the Beach" destination — sports, culture, luxury, and heritage
- Bermuda's climate remains a competitive advantage for golf, endurance, and maritime activity in shoulder and winter months
- Upcoming industry engagement: Connect Sports and the TEAMS Conference
- Stakeholders raised emerging opportunities including luxury wild swimming programmes and a potential off-season literary event
- Continued collaboration with industry partners to attract amateur and collegiate sporting events

Sailing & Yachting

Antigua to Bermuda Race
Visitor Numbers: 44 visitors.



Golf

Iron Lady Golf
Visitor Numbers: 12 visitors.

Intuitive Golf Retreat
Visitor Numbers: 8 visitors, with the group returning later in the year with more people.



Experience Team – Seasonality Initiatives

Art Month, Restaurant Weeks & Spa Month

Art Month (October)

- Last year's programme featured 90+ events, with over 80% selling out
- Strong local participation, but international attendance was only ~8% of participants
- Exploring: Art Month travel packages, increased international marketing, a host hotel partnership, and attracting internationally recognized artists
- Stakeholders strongly support maintaining Art Month in October while expanding international reach

Restaurant Weeks & Spa Month

- Both programmes continue to draw strong local participation but limited visitor-arrival impact
- Restaurant Weeks is being repositioned toward curated culinary experiences and signature events rather than discounted dining
- Spa Month is being evaluated for expansion into a broader wellness-focused programme with retreats and premium experiences
- Stakeholders agreed greater collaboration with hotels, culinary brands, media, and influencers could strengthen international appeal

Grant Funding Awardee

Community and Cultural Tourism

Walk to Calvary

April 1–6, 2026

Walk To Calvary received funding and delivered an immersive, multi-day cultural program centered on Bermuda's Good Friday traditions — including live re-enactments, traditional fishcake preparation, kite making and flying, authentic Bermudian culinary experiences, a Seder dinner, and a live-streamed event extending reach beyond on-island attendees..

Metric	Result
Visitors	56 (from USA and Canada, arriving by air)



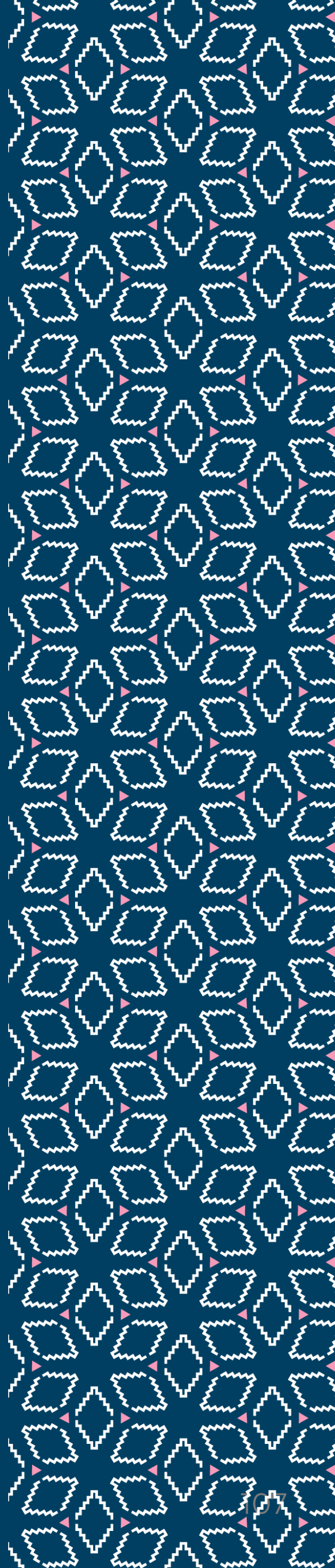


Year-Round Q2 Snapshot

- \$10,000 in grant funding awarded
- Convened the Re-engineering Seasonality Committee to align Sales, Sports & Events, Strategic Partnerships, and Experience teams around off-season growth priorities

Finance

Financial performance update.



Income Statement

Q2 2026

Quarter 2

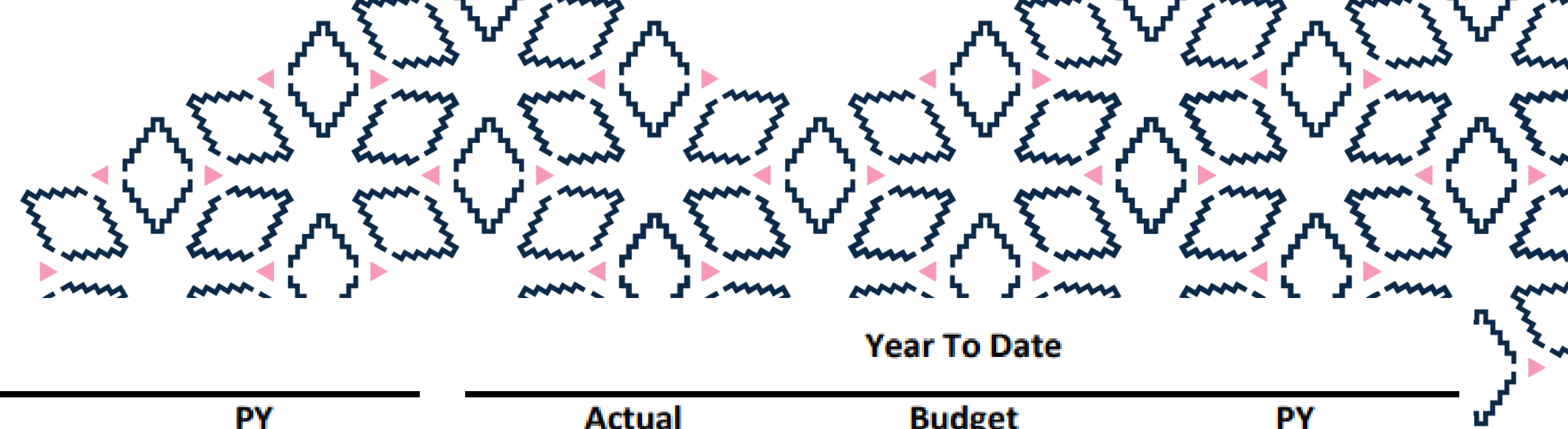
	Actual	Budget	PY
Income	15,231,007	14,862,205	10,484,437
Direct costs	3,762,084	3,822,805	3,239,036
Direct surplus (deficit)	11,468,923	11,039,400	7,245,401
Structure, general & administration costs	875,094	913,599	1,042,694
Operating surplus (deficit)	10,593,829	10,125,802	6,202,707
Net finance costs	6,373	3,333	3,300
Net surplus (deficit) for the period	10,587,456	10,122,469	6,199,407

Year To Date

	Actual	Budget	PY
Income	20,705,157	20,252,935	15,398,356
Direct costs	15,745,124	16,024,268	11,158,464
Direct surplus (deficit)	4,960,032	4,228,667	4,239,892
Structure, general & administration costs	4,915,842	5,105,396	4,877,977
Operating surplus (deficit)	44,191	(876,729)	(638,085)
Net finance costs	30,899	20,002	23,908
Net surplus (deficit) for the period	13,292	(896,731)	(661,993)

Income Statement

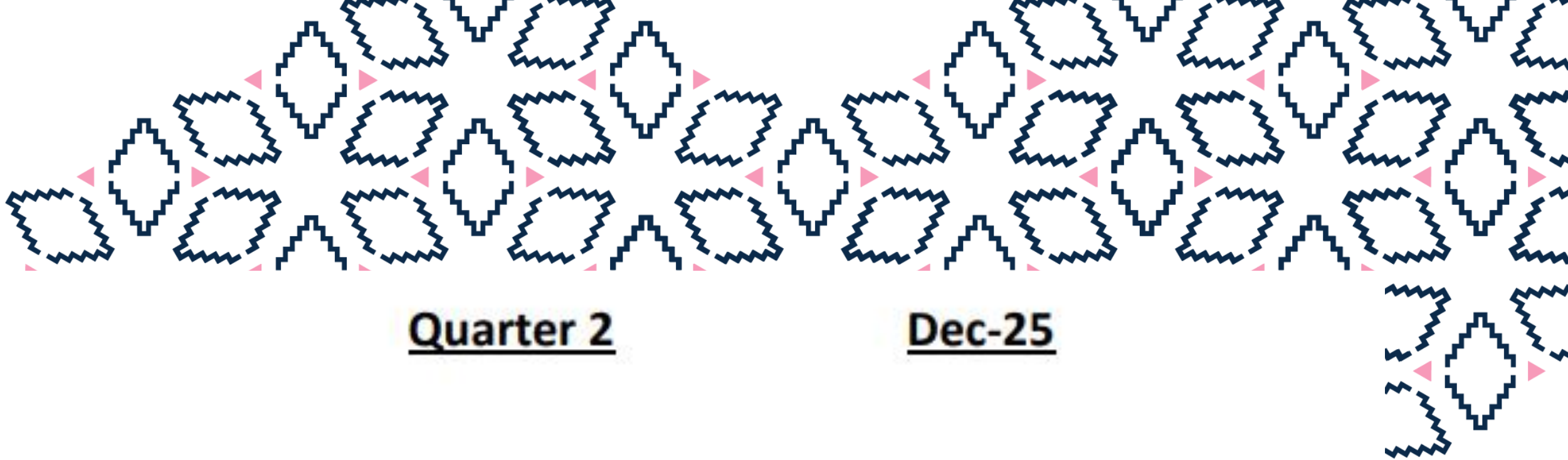
Q2 2026



	Quarter 2			Year To Date		
	Actual	Budget	PY	Actual	Budget	PY
Income						
Grants, subsidy & contribution income	7,875,000	7,875,000	3,875,000	11,750,000	11,750,000	7,760,000
Tourism authority fee	3,483,823	3,277,431	3,167,445	4,648,503	4,350,661	4,191,089
Cruise passenger visitor fee	3,655,280	3,524,274	3,265,360	3,655,280	3,524,274	3,265,360
Vacation rental properties TAF	216,904	185,500	176,084	226,155	203,000	180,964
Other income	-	-	547	425,219	425,000	942
	15,231,007	14,862,205	10,484,437	20,705,157	20,252,935	15,398,356
Direct costs:						
Marketing	2,263,823	2,315,908	1,871,343	7,309,097	7,383,120	6,392,141
Group Sales & Business Development	1,276,734	1,266,863	1,258,447	7,696,950	7,773,549	3,894,379
Experiences	117,626	139,600	63,527	346,046	452,400	560,772
Operations	103,900	100,434	45,719	393,031	415,199	311,173
	3,762,084	3,822,805	3,239,036	15,745,124	16,024,268	11,158,464
Structure, general & administration costs:						
Staff costs	700,990	702,281	801,622	3,602,754	3,734,589	3,423,462
Communications & IT	30,181	57,857	54,265	244,117	302,811	316,613
General expenses	52,004	43,788	(7,990)	235,916	257,717	241,749
Marketing	-	-	-	-	1,250	-
Premises	49,864	52,715	68,171	320,842	331,527	427,150
Professional fees	36,291	55,083	126,473	497,742	446,502	459,546
Equipment	5,766	1,875	154	14,470	31,000	9,457
	875,094	913,599	1,042,694	4,915,842	5,105,396	4,877,977

Balance Sheet

June 2026



ASSETS	<u>Quarter 2</u>	<u>Dec-25</u>
Current Assets		
Cash & Bank	1,251,109	558,851
Accounts Receivable	365,503	845,878
Accrued Income & Prepaid expenses	2,324,566	1,028,342
Total Current Assets	3,941,178	2,433,071
Non-current Assets		
Fixed assets	138,133	85,761
Investment	200	200
Total Assets	4,079,511	2,519,032
EQUITY & LIABILITIES		
Accumulated Surplus	(2,658,923)	(2,672,215)
Current Liabilities		
Vendor Payables	2,597,290	2,610,400
Accruals	3,871,493	2,311,195
Deferred Income	269,651	269,651
	6,738,434	5,191,247
Total Equity & Liabilities	4,079,511	2,519,032

