Q3 2026 – Corporate Activity Report

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

July – September 2026

BERMUDA | Lost Yet Found

Awareness & Relevance

Differentiating Bermuda

Paid Media: Q3 at a Glance

Paid social and digital · Q3 2026

TOTAL SPEND

$678.0K

▾ 67% QoQ · ▾ 27% YoY

IMPRESSIONS

68.1M

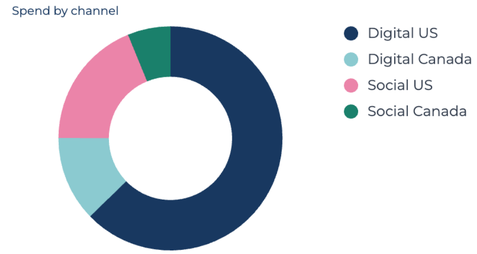
▾ 64% QoQ · ▾ 22% YoY

TOTAL CONVERSIONS

227,328

▾ 70% QoQ

Paid social	Spend	Result	Cost (benchmark)	Change in cost
Meta	$108,035	508,254 landing page views	$0.21 C/LPV ($0.80)	▾ 22% QoQ / ▾ 40% YoY
TikTok	$28,381	60,671 landing page views	$0.47 C/LPV ($2.50)	▾ 7% QoQ / ▾ 64% YoY
Reddit	$21,000	23,575 clicks	$0.89 CPC ($1.60)	▾ 1% QoQ / ▾ 13% YoY
Pinterest	$12,000	22,833 outbound clicks	$0.53 CPOC ($1.50)	▾ 17% QoQ / ▾ 29% YoY



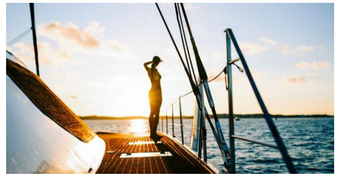
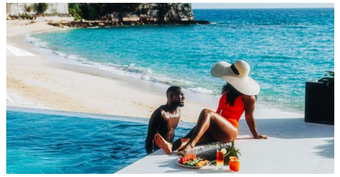
Digital	Impressions	CTR	Conversions	CPA
US Always On	34.8M (▾ 75% QoQ / ▾ 41% YoY)	0.25% (▴ 28% QoQ / ▾ 37% YoY)	198,691 (▾ 72% QoQ / ▾ 48% YoY)	$2.14 (▾ 11% QoQ / ▴ 4% YoY)
Canada Always On	6.7M (▾ 54% QoQ)	0.15% (▴ 43% QoQ)	28,637 (▾ 36% QoQ)	$2.92 (▾ 12% QoQ)

Spend by channel.
Every channel came in under its cost benchmark; lower cost is better. Both digital markets stayed well below the $5 CPA benchmark. Canada has no YoY (markets launched in Q2).

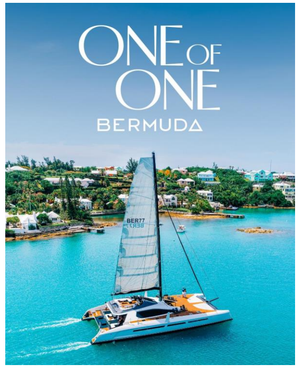
Creative: Q3 Paid Media Assets

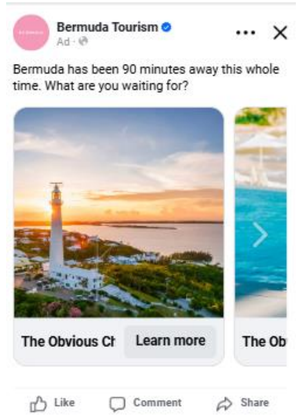
Geo-targeted programmatic creative and the UK Financial Times partnership

Geo-targeted creative: native, display, online video, Meta, Reddit and TikTok

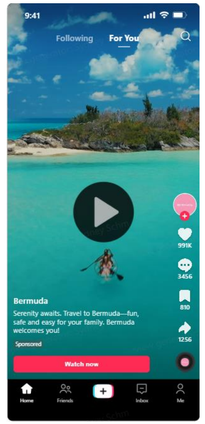









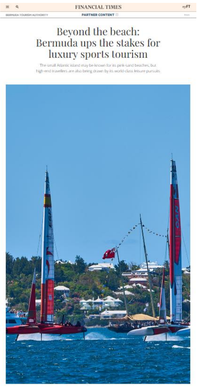




UK partnership: Financial Times







- “Bermuda flavour: a hot destination for discerning food-lovers”
- “Bermuda: the small island with a big voice”
- “Beyond the beach: Bermuda ups the stakes for luxury sports tourism”

PR: Key Metrics by Market

July – September 2026, with year to date

Market	Articles	Total reach	EMV	YTD articles	YTD reach	YTD EMV
UK	21	2,419,538	$329,350.24	261	1,771,664,049	$9,657,885.79
US	19	267,674,023	$1,507,661	223	1,769,244,511	$9,328,535.55
Canada	39	14,933,461	$171,957.03	106	34,708,193	$378,849.84

US: plus 160 EIN Newswire pickups in Q3 (and an additional 160 YTD).

UK coverage themes

- Diving and Shipwrecks
- New hotel openings
- Winter Sun

US coverage themes

- SailGP and Sailing in Bermuda
- Bermuda Tourism Authority's new CEO, Jan Hutton
- Best Beaches in Bermuda
- Diving in Bermuda

Canada coverage themes

- National Rum Day Pop-Up
- Bermudian history and culture
- Gastronomy
- Fashion and style
- 64 media meetings, pitches and releases coordinated

MICE – UK: 43 MICE meetings (87 YTD against a 120 target) · 1,251 tentative room nights, up from 510 at the end of July · 75 confirmed room nights (W2 Events, Hamilton Princess, April 2027) · 5 UK buyers confirmed for the IMEX America Bermuda leg

PR: Media Coverage Highlights

Q3 2026 · UK, US and Canada

Market	Publication	Reach	Value
UK	The Times	1,130,000 MUU	$29,482.5 EMV
UK	Dive Magazine	69,930 MUU	$48,117.6 EMV
UK	Breaking Travel News	63,210 MUU	$7,407.33 EMV
US	Veranda	737,940 reach	$75,000.00 AD value
US	Yacht.com	239,967 UVM	$2,639.64 AD value
US	Lonely Planet	1,216,884 UVM	$13,385.72 AD value
US	ELLE Decor	2,324,085 UVM	$25,564.94 AD value
Canada	HELLO! Canada	325,000 est. reach	$17,981 EMV
Canada	The Good Stuff with Mary Berg	2,000,000 (inc. re-runs)	$100,000 EMV (inc. re-runs)
Canada	Le Soleil	2,338,870 (inc. syndication)	$23,201.55 EMV (inc. syndication)



Clockwise from top left: The Times, Veranda, The Good Stuff with Mary Berg, Dive Magazine

PR: Press Trips and Seasonal Pitching

Hosted FAMs and Pitching

Global Culinary FAM

13–17 September · UK, US and Canadian media



- Chef-led dining, traditional dishes, local producers and rum tastings positioned Bermuda as a culinary destination ahead of Restaurant Weeks 2027
- Coverage: Luxury Lifestyle Magazine, “Enjoy laid-back luxury in beautiful Bermuda”

Style Meets Sustainability FAM

14–17 September · 3 Canadian and 2 US media



- Bermuda’s style and history alongside its sustainability efforts; 10 destinations including Turtle Bay, Trunk Island and Natura Cave Spa
- Coverage: FASHION:fwd newsletter; pending in ELLE Décor, Modern Luxury, Atlanta Magazine, FASHION, ELLE Canada and Range

Seasonal pitching (UK)

- Winter sun: The Times roundup, trade winter-sun features and Travel Weekly’s Winter Sun edition
- Christmas getaways and Bermuda’s Christmas traditions
- PwC Bermuda Marathon for travellers who missed the London Marathon
- Autumn events and Bermuda’s standout 2027 events

PR: Media Relations and Partnerships

Q3 2026 · media meetings, leadership visibility and partnership conversations

UK

- Met Metro UK, Fabulous, The Times, National Geographic Traveller and The Independent on editorial opportunities and press trips
- Calls with Grazia and i-D on on-island fashion photoshoots
- Discussed BTA panel and speaker opportunities at WTM London
- TravMedia Meets Summer Social, including five travel writers from The Sun

US

- Three New York media meetings for BTA in September with Condé Nast Traveler, AFAR and Reuters
- Travel + Leisure World's Best Summit: culinary coverage and a potential social-first series tied to the Fairmont Southampton opening
- Condé Nast Traveler "Where to Go in 2027", Food & Wine press trip and YETI brand partnership conversations
- Outreach to meetings editors generated meeting interest from Worth It Media and Smart Meetings

Canada

- Secured a feature and interview with Michael DeCouto in Strategy Magazine
- Hosted meetings with the Global News production and partnerships team on on-island filming
- 12 media meetings on individual press trips; seven press trip participants supported
- Talks with Wanderlust (Caribbean Guide), Snowbird Advisor (Winter 2026–27) and Live Well Marketing (documentary)

Partnership Activation: National Rum Day

Union Station, Toronto · August 13, 2026

Fever Pitch and the BTA brought a taste of Bermuda to the heart of Toronto with a one-day-only Bermuda Dark ’n Stormy® pop-up at Union Station, marking National Rum Day with an immersive consumer activation.

Presented in partnership with Goslings Rum and BermudAir Holidays, the activation offered **2,500 samples** of Bermuda’s signature cocktail to Toronto-area consumers, who connected with representatives from BermudAir and Goslings.







Press coverage highlights

- Strategy Online: Bermuda brings a taste of the island to Toronto
- To Do Canada: National Rum Day Pop Up presented by Bermuda Tourism Authority
- Yahoo! Canada: Bermuda brings a taste of the island to Toronto for National Rum Day

Search, Website and Email Performance

Q3 2026 · change vs Q2 where reported

SEM

Newsletters: 62
-44.6% QoQ
-58.9% YoY

IMPRESSIONS	CLICKS	ENGAGEMENT RATE	REFERRALS	CONVERSION RATE
364,315	**28,861**	**76%**	**12,992**	**31.4%**
+76.7% QoQ · -44.5% YoY	+25.9% QoQ · -39.4% YoY	+1.2% QoQ · +2.7% YoY	+16.3% QoQ · -44.5% YoY	-11.3% QoQ · +35.7% YoY

Website

TOTAL VISITS	ENGAGED VISITS	ENGAGEMENT RATE	PARTNER REFERRALS	LINK CONVERSION
1,130,910	**509,182**	**46.96%**	**69,560**	**5.1%**

Email

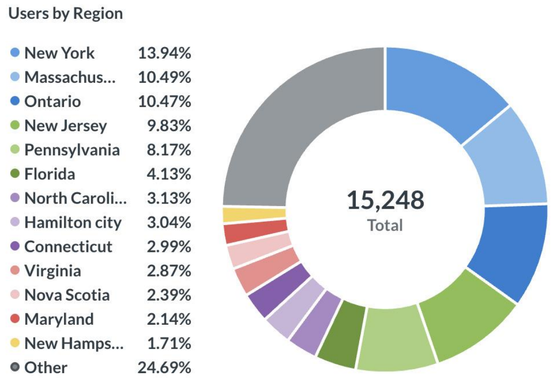
OPEN RATE	CLICKS	CTR	PARTNER REFERRALS	NEW SUBSCRIBERS
17.53%	**5,506**	**13.48%**	**2,799**	**+14,810**
▼ 2.61%	▲ 26.05%	▲ 7.67%	▼ 28.12%	▲ 14.34%

Chatbot Performance

Q3 2026 · change vs Q2

AI ACTIVATED USERS	TOTAL USER CHATS	AI ENGAGEMENT RATE
15,946	**5,396**	**23.20%**
▲ 62%	▲ 165%	▲ 30%

PARTNER MENTIONS	PARTNER HANDOFFS	AI ACTIVATION RATE
117.1K	**528**	**1.4%**
▲ 196%	▲ 61%	▲ 56%



Top FAQs

- What are the best beaches in Bermuda?
- What are the top things to do while visiting Bermuda?
- Where should I stay in Bermuda?
- Can you help me plan my Bermuda itinerary?
- What flights are available to Bermuda from my market?

By market: Northeast U.S. asks most about beaches and on-island experiences; Canada and international users about flights and air access; Mid-Atlantic about itineraries, transport and cruise visits.

Highlights

- New CTAs on the website increased PoP metrics substantially
- Proactive CTA swapping kept copy relevant for the season
- Email promotion resulted in a large spike in users in late August
- “Bermuda this month” questions dominate conversations, backing SEO and content strategies

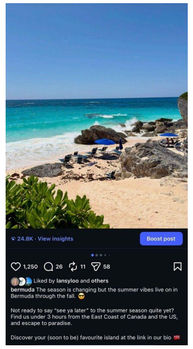
Social Media: Q3 Performance

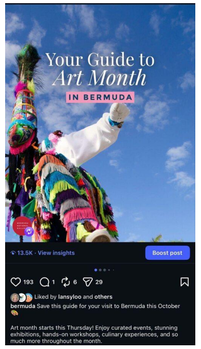
Organic social · Q3 2026 · change vs Q2

Platform	Total followers	New followers	Engagement rate
Instagram	164.4K (▲ 3.7%)	5,864 (▲ 7.7%)	6.4% (▲ 37.4%)
Facebook	404K (▲ 0.6%)	2,310 (▼ 9%)	5.4% (▼ 5.9%)
TikTok	27.4K (▲ 7.5%)	1.9K (▼ 31.5%)	0.3% (▼ 11.5%)
YouTube Shorts	6.2K (▲ 27.9%)	293 (▼ 9%)	265.8K views (▼ 53.2%)
Pinterest	3.76K (▲ 0.1%)	19 (▲ 26.7%)	3.18% (▼ 10%)

Content pillar	Posts	Eng. rate	Saves	Shares
Stakeholder support	74	1.5%	2,202 0	8,884
Airline & proximity	27	1.6%	251	2,489
Experiences	180	1.6%	3,536	15,026
9 People, 9 Parishes	22	1.4%	200	702









Top posts: Palmetto Beach Club · Endless Summer · Art Month Guide · 9 People, 9 Parishes episode

- 9 People, 9 Parishes campaign (May 28 – September 30): Demand Gen delivered 2,869,143 impressions, 131,027 clicks (CPC as low as $0.07), 71.6K website visits, 4.57% CTR, 50% engagement rate, 381 partner referrals and 6 newsletter sign-ups. Top episodes: Warwick (29,962 clicks), Hamilton (21,392), Sandy's (16,918). The campaign page drew 37,563 visits (29,546 new users, 51.9% engagement rate, 81 partner referrals)
- Instagram standout: 13,980 saves (▲ 136.5%) and 34,022 shares (▲ 74.4%)
- Experiences: moving monthly guides to short-form video with long-form captions boosted performance
- Stakeholder features spotlighted Fairmont Southampton's new beach club, Coco Reefs, The Hamilton Princess and Willowbank

Q3 UK Trade in Numbers

UK travel trade activity, July – September 2026

CAMPAIGNS
2
BA European Sale and BA UK September Sale

AGENTS TRAINED
117
347 YTD against a 400 target

TRADE SHOWS & EVENTS
4

NEW TOUR OPERATORS
3
Scott Dunn, Freedom Destinations, Tropic Breeze

- BA European Sale: 24.4M impressions across Germany, France and Italy, delivered within the £80K budget.
- BA UK September Sale: hotel revenue up 17% and average daily rate up 15%, with 5★ room nights up 342%.
- 117 partner meetings and 48 trade appointments year to date, both ahead of annual target.
- Hablo: Bermuda's page has grown to 7,681 followers, with 177 new in September.

British Airways Holidays: Bookings to Bermuda

UK September Sale results and 2027 forward bookings, vs same point last year

September Sale

Metric	Result	vs LY
Room nights	585	▲ 1%
Hotel revenue	£280.5K	▲ 17%
Average daily rate	£480	▲ 15%
Passengers	144	▲ 4%

- 5★ room nights up 342% to 29% of the total; Traveller Plus passengers doubled to 52
- Bookings 180+ days out up 21%
- Watch: all-inclusive room nights down 42%, 4★ down 23%; spring 2027 travel soft (Feb −55%, Apr −60%, May −84%)

2027 forward bookings

Metric	On the books	vs LY
Room nights	654	▼ 23%
Hotel revenue	£340.6K	▼ 11%
Average daily rate	£521	▲ 16%

- Gap is mid-market: 4★ room nights down 40%, all-inclusive down 59%; 5★ up 235%
- Spring travel: March −43%, April −77%, May −42%

Consumer Marketing UK: Paid Media Launch

Building visibility and travel consideration: early results

- 856,000+ digital impressions and 6,478 clicks delivered across paid social and programmatic since launch on 30 September.
- Paid social generated 3,391 landing page views, directing prospective travellers to Purely Bermuda’s dedicated campaign page.
- Luxury & Relaxation leads destination-theme engagement, followed by Water & Boating and Iconic; online video achieved a 68% completion rate.
- Broader UK exposure supported by Mail Metro Media print, digital and email activity, including an iPaper placement with an estimated 580,000 readership.
- Next focus: optimise the strongest creative and assess downstream enquiries and bookings as results become available.



Awareness & Relevance Q3 Snapshot

With overall media spend down 67% QoQ, campaign scale declined, resulting in 64% fewer impressions and lower conversion volume. Digital conversions fell 72% in the US and 36% in Canada, despite improved CPA efficiency across both markets.

Digital CPA improved 11% in the US and 12% in Canada QoQ, with Halifax leading efficiency. Paid social also delivered stronger traffic performance at lower costs, with Meta generating 508K landing page views at a 22% lower cost per view.

Q3 focused on driving efficiency with reduced media investment, resulting in improved digital CPAs across both the US and Canada.

- PR: 21 UK, 19 US and 39 Canadian articles, with coverage in The Times, Veranda, Lonely Planet and The Good Stuff with Mary Berg
- Website: 1,130,910 visits and 69,560 partner referrals; email added 14,810 subscribers
- Social: Instagram engagement rate 6.4% (▲ 37.4%) with 34,022 shares; chatbot reached 15,946 AI-activated users (▲ 62%)

Greener

Sustainability storytelling and conservation-led tourism

North American FAM: Style Meets Sustainability

September 14–17, 2026

This North American FAM welcomed 3 Canadian and 2 US media to the shores of Bermuda. They were invited to learn about Bermuda's unique style and the history that accompanies it, along with the island's continued efforts towards sustainability while retaining this character.

Destinations visited

Rosedon Hotel, Turtle Bay, Trunk Island, TABS, Hamilton Princess Art Gallery, Lili Bermuda, St. George's, Palmetto Beach Club, David Rose, Natura Cave Spa

US media attendees

Freelance journalist at ELLE Decor · Senior Managing Editor and Fashion Market Editor at Modern Luxury · Travel and Interior Design Writer at Atlanta Magazine

Coverage

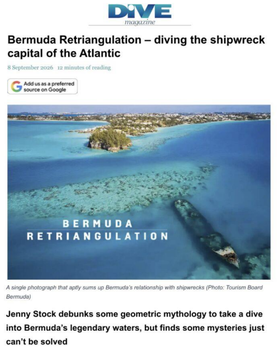
To date: FASHION:fwd newsletter, "Bermuda shorts, beyond Bermuda". Pending: ELLE Décor, Modern Luxury, Atlanta Magazine, FASHION magazine, ELLE Canada, Range Magazine.





Sustainability Storytelling: Coverage and Content

Q3 2026 · diving and marine coverage, and eco-focused content performance


DIVE magazine

Bermuda Retriangulation – diving the shipwreck capital of the Atlantic

8 September 2026 · 12 minutes of reading

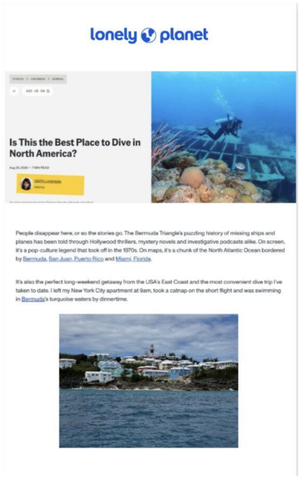
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A single photograph that aptly sums up Bermuda's relationship with shipwrecks (Photo: Tourism Board Bermuda)

Jenny Stock debunks some geometric mythology to take a dive into Bermuda's legendary waters, but finds some mysteries just can't be solved

Dive Magazine (UK)

"Bermuda Retriangulation – diving the shipwreck capital of the Atlantic"
MUU: 69,930 · EMV: $48,117.6


lonely planet

Is This the Best Place to Dive in North America?

People disappear here, or so the stories go. The Bermuda Triangle's puzzling history of missing ships and planes has been told through Hollywood thrillers, mystery novels and investigative podcasts alike. On screen, it's a pop-culture legend that took off in the 1970s. On maps, it's a chunk of the North Atlantic Ocean bordered by Bermuda, San Juan, Puerto Rico and Miami, Florida.

It's also the perfect long-weekend getaway from the USA's East Coast and the most convenient dive trip I've taken to date. I left my New York City apartment at 9am, took a catnap on the short flight and was swimming in Bermuda's turquoise waters by dinnertime.

Lonely Planet (US)

"Is this the best place to dive in North America?"
UVM: 1,216,884 · AD value: $13,385.72

Coverage Themes and Eco-Content

- Diving and shipwrecks was a key UK coverage theme in Q3, and diving a key US theme
- "Bermuda's eco-friendly microcar rentals" ranked in the top 10 SEO landing pages (2,776 visits) and top 10 AI-search landing pages (33 visits)

Greener Q3 Snapshot

- Hosted the North American “Style Meets Sustainability” FAM (September 14–17) with 3 Canadian and 2 US media, showcasing Bermuda’s style and its continued efforts towards sustainability
- 10 destinations visited, including Turtle Bay, Trunk Island, TABS and Natura Cave Spa
- First coverage secured in the FASHION:fwd newsletter, with 6 more pieces pending, including ELLE Décor, ELLE Canada and FASHION magazine
- Dive Magazine: “Bermuda Retriangulation – diving the shipwreck capital of the Atlantic” (EMV $48,117.6)
- Lonely Planet: “Is this the best place to dive in North America?” (UVM 1,216,884; AD value $13,385.72)
- “Bermuda’s eco-friendly microcar rentals” ranked in the top 10 SEO landing pages (2,776 visits)

Infrastructure

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

Air Service Development

Q3 2026 · airline partnerships, strategy and air performance

Q3 SEATS SOLD

119,182

▲ 7.9% YoY

Q3 LOAD FACTOR

76.3%

▲ 8.1 pts YoY

Q3 SEAT CAPACITY

156,132

▼ 3.5% YoY

Fewer seats, fuller flights: seats sold grew in all three months, and September load factor reached 74.3% (+10.2 pts YoY).

Airline partnerships

- United Airlines HQ, Chicago (16 September): the Minister of Tourism, BTA, the Bermuda Airport Authority and Skyport met United's network planning team to review Newark performance and discuss future growth for Bermuda
- Briefing materials and passenger profile analysis prepared to support carrier discussions
- Ongoing engagement with airline partners on the winter and summer capacity outlook and BTA's leadership transition

Strategy & reporting

- Work commenced on Air Service Development Strategy & Implementation (2027–2030)
- Monthly Air Service reports and analysis shared with the Bermuda Airport Authority, Skyport and the ASD Committee (chaired by the BTA)

Source: Skyport, September 2026 Air Service Measures. Load factor = seats sold ÷ available seats.

Bermuda Visitor Services Centres

Hamilton, St. George's and Dockyard

4.85/5 visitor satisfaction rating

- Digital feedback kiosks in all three centres tracked visitor satisfaction in real time, giving the team practical insight to keep improving service.
- Roaming Visitor Ambassadors ran July–September, offering directions, local tips and destination information at busy visitor spots, encouraging visitors to explore local businesses and attractions.





Infrastructure Q3 Snapshot

- Air: seats sold up 7.9% YoY to 119,182 on 3.5% lower capacity (156,132 seats), lifting Q3 load factor to 76.3% (+8.1 pts YoY)
- United Airlines HQ, Chicago (16 September): the Minister of Tourism, BTA, the Bermuda Airport Authority and Skyport reviewed Newark performance and future growth for Bermuda
- Work commenced on the Air Service Development Strategy & Implementation (2027–2030)
- 4.85/5 visitor satisfaction rating across the Bermuda Visitor Services Centres in Hamilton, St. George's and Dockyard
- Digital feedback kiosks continued real-time satisfaction monitoring in all three centres
- Roaming Visitor Ambassadors continued July–September, offering wayfinding, local recommendations and destination information at key visitor locations

Local Involvement

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

Youth Engagement & Workforce Development

Bermuda Tourism Youth Speech Competition 2026

Youth development (July–August)

Participating students completed AnchorBDA training and workshops on presenting effectively and with confidence.

Preliminary round (August)

Christopher Madeiros, Princess Mitch Dioko and Simari-Lee Burch advanced to the finals.

Inaugural national competition

Hosted at BUEI, where the top three students showed their tourism knowledge, confidence and communication skills.

OUTCOME

Christopher Madeiros of Saltus Grammar School was named the 2026 Bermuda Junior Tourism Ambassador and represented Bermuda at the regional competition in Guyana.







Community & Industry Engagement

Q3 2026

Tourism Stakeholder Development · August 28

- 20 tourism stakeholders engaged through a two-hour Experience Development Lunch & Learn
- Practical guidance on BTAConnect, the Experience Investment Programme, AnchorBDA and available promotional resources
- Encouraged stronger digital readiness: modern websites, direct booking and better online visibility



Community & Stakeholder Engagement

The BTA provided complimentary general admission tickets to selected local charities and tourism stakeholders, recognising their contributions and continued support for Bermuda's tourism industry.

Cultural Storytelling in PR

Q3 2026 · pitching that shared Bermuda's culture, heritage and community

- **UK:** pitched Cup Match to cricket titles and Men's Health
- **UK:** the Rum Swizzle, with expert tips from the owner of 9 Parishes Rum Swizzle, and the historic story of Sheila Gosling's washing machine
- **UK:** "The Little-Known Origins of the Bermuda Short", and Bermuda's Christmas traditions
- **UK:** "Davis Cup Returns to Bermuda: The Island's Surprising Role in the Early History of Tennis"
- **US:** Bermuda's historical connection to tennis, timed to the US Open, and the Davis Cup press release
- **US:** cultural heritage among the topics in Q3 media meetings
- **Canada:** Bermudian history and culture was a key coverage theme



Camp Bermuda at Cup Match.

Local Involvement Q3 Snapshot

- Hosted the inaugural national Youth Speech Competition at BUEI; Christopher Madeiros of Saltus Grammar School was named 2026 Bermuda Junior Tourism Ambassador and will represent Bermuda in Guyana
- Student finalists completed AnchorBDA training and presentation workshops (July–August)
- 20 tourism stakeholders engaged at the August 28 Experience Development Lunch & Learn
- Complimentary tickets provided to local charities and tourism stakeholders
- Cultural storytelling in UK and US PR: Cup Match, the Rum Swizzle, the Bermuda Short and Bermuda's tennis history

Innovation

Think Like a Visitor

Live Cultural Entertainment

July – September 2026

BTA supported cultural entertainment at key visitor locations, showcasing Bermudian talent and enhancing the visitor experience.

- **26 Gombey performances scheduled** on Saturday mornings on Front Street, Hamilton, with the Town Crier
- **27 live performances** at King's Wharf and Heritage Wharf, Royal Naval Dockyard, for cruise arrivals
- **10 live performances** at Hunter's Wharf, St. George's, for ferry passengers
- **27 live performances** at King's Square, St. George's, within the UNESCO World Heritage Site





Experience Investment & Cultural Programming

Heritage programming in St. George’s and Dockyard

$30,000 invested in St. George’s heritage programming

Supporting the Town Crier and historical ducking re-enactments, bringing Bermuda’s history to life through interactive storytelling and cultural interpretation.



$25,000 invested in Dockyard visitor experiences

Supporting historical walking tours and the Selfie Stroll. These free experiences encourage exploration and introduce cruise passengers to Bermuda’s wider tourism offering.



AI & Generative Search (GEO) Performance

Q3 2026 · change vs Q2 and vs Q3 2025

LLM VISITS

3,388

+118% QoQ · +199% YoY

LLM ENGAGEMENT

69.51%

+1% QoQ · −5% YoY

LLM PARTNER REFERRALS

805

+109% QoQ · -+149% YoY

LLM CITATION RATE

48.7%

+37.5% QoQ

AI OVERVIEW CITATIONS

2,243

+6.5% QoQ · +33% YoY

- New users made up 78.9% of AI-referred traffic, so AI search is bringing Bermuda to new audiences.
- The transportation tips page was cited in 595 AI answers and the monthly weather guide in 314+.
- “How do I get to Bermuda?” returned an 81.6% brand citation rate, pushing the Bermuda Arrival Card to the top AI landing page.

SEO Performance and Activities

Q3 2026 · traditional search, change vs previous period (PoP) and Q3 2025

VISITS
185,003
+4% PoP · -16% YoY

ENGAGEMENT RATE
71.03%
-1% PoP · -2% YoY

AVG. DURATION
00:03:22
-7% PoP · -2% YoY

PARTNER REFERRALS
31.5K
+2% PoP · -16% YoY

NEW USERS
67.6%
+4% PoP · +9% YoY

Top SEO landing pages	Visits
Bermuda ferry schedule	21,160
Homepage	15,259
(not set)	12,539
Bermuda bus schedule	7,525
Legends & lore of the Bermuda Triangle	3,357
What to do in Bermuda in October	3,043

Accomplished in Q3

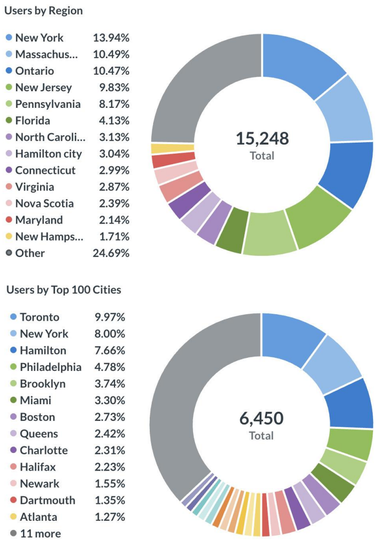
- SEO and GEO updates for “Signature” event pages and the Fall, Winter and Holidays landing pages
- Scrunch prompt monitoring, research and implementation
- Web Core Vitals audit and improvements; ongoing technical scans and on-page optimisation
- Keyword research, blog audit and new article briefs per the 2026 Content Calendar; Pinterest keyword and metadata recommendations

Chatbot Performance: Geo-Specific Insights

Q3 2026

Throughout Q3, chatbot conversations revealed distinct trip-planning behaviours across key markets. Northeast travellers showed the strongest interest in beaches and on-island experiences, while Canadian and international users placed greater emphasis on flights and air access. Mid-Atlantic travellers demonstrated more practical planning needs, particularly around itineraries, transportation and cruise visits.

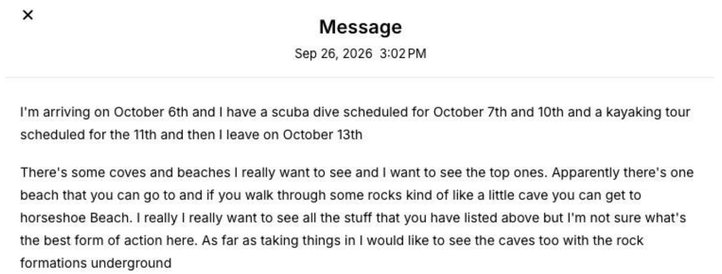
Market	Top topics
Northeast U.S. (NY, MA, NJ, PA)	Beaches and beach selection; trip and itinerary planning; things to do; accommodation; snorkelling and water activities
Mid-Atlantic U.S. (DC, VA, MD)	Trip and itinerary planning; beaches; cruise/port-day planning; transportation and logistics; things to do
Canada (Ontario & Atlantic Canada)	Trip and itinerary planning; flights and air access; beaches; accommodation; water activities and snorkelling
International (UK + Other)	Flights and air access; things to do; trip and itinerary planning; beaches; accommodation



Chatbot Performance: Content and FAQ Insights

Q3 2026

Throughout Q3, travellers increasingly used Mindtrip to move beyond initial discovery and into personalised trip planning. Beaches, activities and accommodations remained consistent areas of interest, with follow-up questions focused on finding experiences that matched individual preferences. Deeper conversations frequently expanded into transportation, dining, travel dates and itinerary logistics, highlighting the chatbot's role in helping travellers turn inspiration into actionable trip plans.



Top FAQs

- What are the best beaches in Bermuda?
- What are the top things to do while visiting Bermuda?
- Where should I stay in Bermuda?
- Can you help me plan my Bermuda itinerary?
- What flights are available to Bermuda from my market?

Innovation Q3 Snapshot

- 26 Gombey performances scheduled in Hamilton and 64 live performances at Dockyard and St. George's, welcoming cruise and ferry passengers
- $30,000 invested in St. George's heritage programming and $25,000 in Dockyard visitor experiences
- LLM-driven visits reached 3,388 (+118% PoP, +199% YoY), with a 48.7% LLM citation rate
- 2,243 AI Overview citations (+33.04% YoY)
- 15,946 AI activated chatbot users (+62% PoP) and 528 partner handoffs (+61% PoP)
- Traditional search delivered 185,003 visits (+4% PoP) with a 71.03% engagement rate and 31.5K partner referrals

Teams & Groups

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

Q3 UK MICE in Numbers

UK meetings and incentives activity, July – September 2026

MICE MEETINGS

43

87 YTD against a 120 target

TENTATIVE ROOM NIGHTS

1,251

Up from 510 at the end of July

CONFIRMED ROOM NIGHTS

75

W2 Events, Hamilton Princess, April 2027

UK BUYERS CONFIRMED FOR FAM

5

Confirmed for the IMEX America Bermuda leg

- Tentative room nights up 145% in the quarter, with seven live 2027 leads.
- First confirmed group: W2 Events, 150 attendees at Hamilton Princess in April 2027.
- British Airways is developing a UK MICE strategy with Bermuda as the hero destination.
- New channels: Hatch Events x AIEA activation proposed; Accor to partner with BTA on MICE in 2027.

UK Trade and MICE: Progress to Annual Targets

Year to date, as tracked by Black Diamond for BTA

Trade KPIs

KPI	YTD / target	Status
Partner meetings	117 / 80	Achieved (146%)
Trade appointments	48 / 30	Achieved (160%)
Agents trained	347 / 400	In progress (87%)
Trade training sessions	9 / 12	In progress (75%)
Contracting or commercial introductions	4 / 6	In progress (67%)
Sales missions	2 / 2	Achieved (100%)
Tour operators onboarded	0 / 3	3 confirmed, launching
Hosted FAM trips	0 / 2	Tour Operator Summit deferred
Increase in product listings	3 new / +10%	Baseline to be confirmed

MICE KPIs

KPI	YTD / target	Status
MICE meetings	87 / 120	In progress (72%)
Room nights – tentative	1,251 / 900	Achieved (139%)
Room nights – confirmed	275 / 900	In progress (8%)
MICE exhibitions / events	2 / 2	Achieved (100%)
Hosted FAM trips	1 / 2	In progress (50%)
MICE industry editorials	1 / –	Target to agree

Tentative room nights are 139% of target, but only 75 are confirmed.

Summer Signature Events

Cup Match and the Triple Crown

Cup Match 2026 · July 30–31

- **720 visitors welcomed** to BTA's Camp Bermuda, including 19 invited guests from hosted media, familiarisation trips and influencer programmes
- Traditional Bermudian cuisine, live entertainment, Cup Match educational materials and engagement with a local cricketer
- **About $85,000 in direct local spend** across catering, entertainment, hospitality, décor and event operations



Bermuda Triple Crown Billfish Championship · July 3–21

A visitor welcome desk at the Royal Bermuda Yacht Club promoted local attractions to anglers, crews and families, encouraging on-island spending and return visits.



Sports & Group Events

July – September 2026

OVERALL VISITORS	ECONOMIC IMPACT	ROOM NIGHTS	NUMBER OF EVENTS
576	$10,168,229.39	3,910	4

Event	Vertical	Dates	Accommodation	Room nights	Visitors	Economic impact
Bermuda Triple Crown	Fishing	July 3–21	Hamilton Princess	3,600	475	$9,574,512.38
Next Level Mastermind Series	Conference	September 4–6	Hamilton Princess	98	49	$247,737.97
Gosling's Bermuda Open	Golf	September 10–12	Newstead, Coco Reef, Willowbank	14	22	$81,333.80
Davis Cup 2026	Tennis	September 19–20	Grotto Bay	198	30	$264,645.24
Total				**3,910**	**576**	**$10,168,229.39**

Group types: Fishing, Golf, Tennis and Conference
Hotel partners: Hamilton Princess, Grotto Bay, Willowbank, Coco Reef, Newstead
Trade shows and other opportunities: MICE Cup Match FAM Trip; SuperYacht FAM Trip

Bermuda Triple Crown

Fishing Hamilton Princess July 3 – 21, 2026

ROOM NIGHTS	VISITORS	ECONOMIC IMPACT
3,600	475	$9,574,512.38

Prestigious annual billfish tournament series that attracts top anglers from around the globe to compete in Bermuda's waters. The championship includes three marquee tournaments: the Bermuda Billfish Blast (July 3–7), the Bermuda Big Game Classic (July 10–14) and the Sea Horse Anglers Club Billfish Tournament (July 17–21). Anglers competed for over $1 million in prize money by catching and releasing blue marlin, white marlin and sailfish.





How it aligns with the NTP and corporate objectives

- Direct spending through room bookings and local vendors, with spending on accommodation, dining, transportation and leisure
- The marine and fishing industry creates jobs and touches all experiential and marine service businesses
- Attracted locals and international visitors, with experiences on land and water
- A sustainable event: it occurs annually and is growing in numbers

Davis Cup 2026

Tennis Grotto Bay September 19 – 20, 2026

ROOM NIGHTS	VISITORS	ECONOMIC IMPACT
198	30	$264,645.24

The Davis Cup came to Bermuda for the first time in nearly 30 years. Known as the “World Cup of Tennis”, it features national teams competing in a globally recognised tournament organised by the International Tennis Federation (ITF). Bermuda competed against Mexico, with a great number of spectators in the stands.











How it aligns with the NTP and corporate objectives

- Direct spending on accommodation, dining, transportation and local services
- Increased awareness of Bermuda through digital coverage under the ITF

Golf and Conference Groups

Gosling's Bermuda Open and the Next Level Mastermind Series

Gosling’s Bermuda Open

Golf · Newstead, Coco Reef, Willowbank · September 10–12, 2026

ROOM NIGHTS	VISITORS	ECONOMIC IMPACT
14	22	$81,333.80

A 54-hole medal play golf tournament at Port Royal Golf Club, where professional and amateur golfers competed for this National Championship.

Alignment with objectives

Impact on airlift, room nights, ground transportation, dining and experiences; participants helped increase awareness of Bermuda on their social media platforms.





Next Level Mastermind Series

Conference · Hamilton Princess · September 4–6, 2026

ROOM NIGHTS	VISITORS	ECONOMIC IMPACT
98	49	$247,737.97

A group conference for a community of established entrepreneurs, executives, speakers, coaches and business owners, with a strong concentration of BIPOC professionals with influential platforms.

Alignment with objectives

Impact on airlift, room nights, ground transportation, dining and experiences; participants helped increase awareness of Bermuda on their social media platforms.

Teams & Groups Q3 Snapshot

- 720 visitors welcomed to Camp Bermuda at Cup Match, including 19 hosted media and influencer guests, with ~$85,000 spent with local businesses
- Visitor welcome desk at the Triple Crown Billfish Championship
- National Rum Day partnership activation in Toronto served 2,500 samples with Goslings and BermudAir Holidays
- 117 UK agents trained (347 YTD against a 400 target); 3 new tour operators confirmed
- UK consumer paid media launched 30 September: 856,000+ digital impressions and 6,478 clicks
- BA September Sale: hotel revenue ▲ 17% and ADR ▲ 15% vs LY; 2027 forward room nights ▼ 23%
- 43 UK MICE meetings; tentative room nights grew to 1,251 (139% of target); first confirmed group, W2 Events, for April 2027
- UK pipeline: Scott Dunn, Freedom Destinations and Tropic Breeze confirmed, with new Bermuda product from Hummingbird, Loveholidays, Jetset and Travel Counsellors
- Four sports and group events (fishing, golf, tennis and conference) brought 576 visitors, 3,910 room nights and an estimated $10,168,229.39 in economic impact.”

Year-Round

Driving Visitation Beyond Traditional Peak Periods

Demand and Groups

Partner data and group business for the off season

Spring 2027 demand (BA Holidays)

- September Sale bookings for spring travel were soft: February −55%, April −60%, May −84%
- 2027 forward bookings: March −43%, April −77%, May −42% vs last year
- Bookings 180+ days out up 21%

Off-season groups

- Sports-led group business developing with Hyrox and the R66T Academy (UK MICE)
- W2 Events confirmed for 20–21 April 2027 at Hamilton Princess (150 attendees)
- Altour lead pending for November 2027 at Fairmont Southampton (100–150 pax)

Trade and air access

- UK trade: September Hablo content covered the autumn events calendar, giving agents ready-to-share selling stories
- Social: airline content shifted to amplifying the fall airline schedule as Q3 closed
- SEO and GEO updates to the Fall, Winter and Holidays landing pages

Year-Round Storytelling

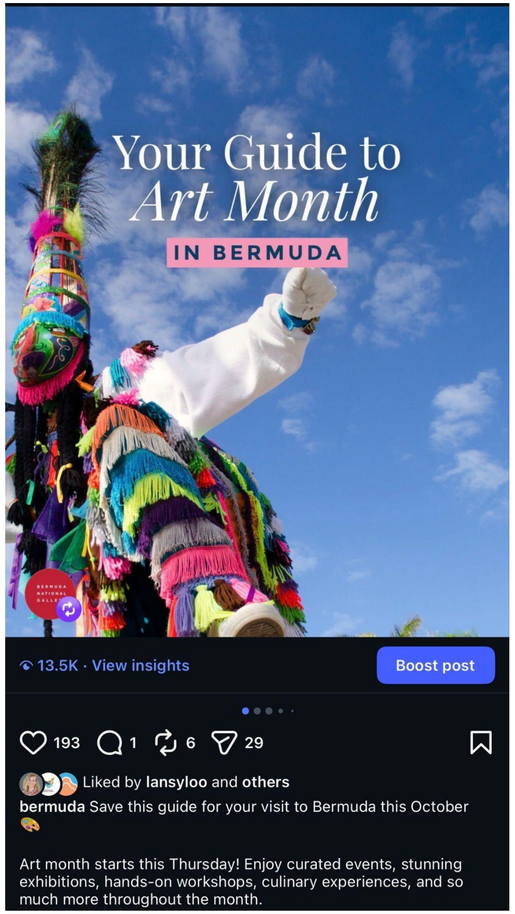
Q3 2026 · events, pitching and content promoting fall, winter and holiday travel

Events and experiences

- Art Month launch promoted on social; the Art Month Guide was among the top Experiences posts
- Butterfield Bermuda Championship (PGA) promoted on social and submitted for a US roundup of scenic fall golf experiences
- Throughout Q3, secured media and finalised the itinerary for the Play The Edge Golf FAM
- Global Culinary FAM (13–17 September) positioned Bermuda ahead of Restaurant Weeks 2027

Winter and holiday pitching

- UK: winter sun (The Times roundup, Travel Weekly's Winter Sun edition, trade features), Christmas traditions and getaways, autumn events
- UK and US: PwC Bermuda Marathon and the Chubb Bermuda Triangle Challenge pitched as race-travel trips
- US: holiday-season travel and a "Holidays, Island-Style" roundup
- Canada: Hamilton Princess Holiday Suite pitched to Postmedia; Snowbird Advisor meeting on Winter 2026–27 editorial



Art Month Guide on Instagram

Year-Round Q3 Snapshot

- BA Holidays data shows soft spring 2027 bookings (March −43%, April −77%, May −42%)
- Sports-led group business developing with Hyrox and the R66T Academy; W2 Events confirmed for April 2027
- Art Month launch and the Butterfield Bermuda Championship promoted on social
- Winter sun, holiday and race-travel pitching across the UK, US and Canada
- Global Culinary FAM positioned Bermuda ahead of Restaurant Weeks 2027
- Fall, Winter and Holidays web pages updated for search and AI discovery

Finance

Financial performance update.

Q3 and YTD Financial Summary

Q3 net surplus $421K ahead of budget; year to date $1.23M ahead of budget

Third quarter (July – September 2026)

Q3 NET SURPLUS

$8.46M

Budget $8.04M · Prior year $1.86M

Q3 INCOME

$11.07M

Budget $10.76M · Prior year $5.80M

Q3 EXPENSES

$2.60M

Budget $2.71M · Prior year $3.94M

Year to date (to 30 September 2026)

YTD NET SURPLUS

$2.52M

Budget $1.29M · Prior year ($0.83M)

YTD INCOME

$31.77M

Budget $31.01M · Prior year $26.23M

YTD EXPENSES

$29.25M

Budget $29.72M · Prior year $27.07M

BMD. Expenses = direct costs + structure, general & admin + net finance costs. See Income Statement for detail.

Income Statement

Q3 2026 · period ended 30 September 2026

BMD	Q3 Actual	Q3 Budget	Q3 PY	YTD Actual	YTD Budget	YTD PY
Grants, subsidy & contributions	3,375,000	3,375,000	1,291,667	15,125,000	15,125,000	11,635,000
Tourism authority fee	3,482,172	3,496,767	3,240,330	8,130,675	7,847,428	7,431,419
Cruise passenger visitor fee	3,971,168	3,644,370	1,029,504	7,626,448	7,168,644	6,747,584
Vacation rental TAF	237,233	240,000	238,145	463,388	443,000	419,109
Other income	349	–	563	425,568	425,000	1,505
Total income	11,065,922	10,756,137	5,800,209	31,771,079	31,009,072	26,234,617
Marketing	1,029,819	897,171	1,513,124	9,776,829	9,791,842	10,767,380
Group Sales & Business Dev.	539,843	603,576	1,485,435	10,523,297	10,340,513	7,590,988
Experiences	84,231	119,600	124,618	748,225	881,200	891,050
Operations	186,096	171,434	34,844	710,520	809,501	479,950
Total direct costs	1,839,988	1,791,781	3,158,020	21,758,871	21,823,056	19,729,368
Structure, general & admin	748,813	912,009	769,132	7,446,602	7,866,513	7,301,462
Operating surplus (deficit)	8,477,120	8,052,348	1,873,056	2,565,605	1,319,504	(796,213)
Net finance costs	14,246	9,999	13,515	45,145	30,001	37,423
Net surplus (deficit)	8,462,874	8,042,349	1,859,541	2,520,460	1,289,503	(833,636)

Balance Sheet

30 September 2026

Assets (BMD)	Sept 30, 2026	Dec 31, 2025
Cash & bank	2,485,269	558,851
Accounts receivable	369,066	845,878
Accrued income & prepaid	1,935,443	1,028,342
Total current assets	4,789,778	2,433,071
Fixed assets	126,754	85,761
Investment	200	200
Total assets	4,916,733	2,519,032

Equity & liabilities	Sept 30, 2026	Dec 31, 2025
Accumulated surplus	(151,755)	(2,672,215)
Vendor payables	2,906,412	2,610,400
Accruals	1,892,425	2,311,195
Deferred income	269,651	269,651
Total current liabilities	5,068,488	5,191,247
Total equity & liabilities	4,916,733	2,519,032



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