

BERMUDA

TOURISM AUTHORITY

MEDIA CONTACT:

Bermuda Tourism Authority

Adel Grobler

bermuda@turnerpr.com / 212.889.1700

KEVIN DALLAS
CEO, BERMUDA TOURISM AUTHORITY

Kevin Dallas is Chief Executive Officer of the Bermuda Tourism Authority, the independent, public organisation charged with destination marketing and sales, managing the visitor experience, and enabling investment in the island's tourism sector. A born-and-bred Bermudian with a Bachelor's Degree from Brown University, he was recently named a 2018 Travel Vanguard by AFAR magazine, cited as "one of the nine individuals harnessing the power of travel to make a difference in the world." Under his leadership, Bermuda's ongoing tourism comeback has accelerated, with the destination breaking previous visitation records and earning increased on-island spending.

Joining the BTA as CEO in 2016, Kevin's talents as public speaker, spokesman and commentator on the intersection of technology innovation and globalization have garnered numerous appearances on international media platforms and key speaker roles at global conferences. Through a variety of consultancies and executive leadership posts, he has delivered a range of brand building solutions including new market development, demand generation strategies and digital products for a host of organisations, including South African Tourism, Expedia, Airbnb, airlines and other online travel agencies.

Prior to returning to Bermuda, Kevin was Global Chief Product and Marketing Officer for Worldpay plc, a FTSE 100 financial technology company specialising in global ecommerce across the airline, travel, retail and digital sectors. Before Worldpay Kevin spent 14 years in management consulting, first at Monitor Group (now part of Deloitte), and then at Bain & Company where he was a Partner in the Customer Strategy & Marketing practice and a member of the founding team of the South Africa practice.

A proven leader in cutting edge digital marketing and strategy, Kevin's expertise in the inner workings of the online travel industry is unmatched, and he serves as a tireless and progressive advocate for Bermuda tourism going forward. He and his partner Sean live in Pembroke with their much loved and over-indulged dog Charlie.

About Bermuda:

Out here is closer than you think. Located in the Atlantic Ocean off North Carolina's coast, the island of Bermuda is just a two-hour nonstop flight from most eastern U.S. airports. Attracting adventure seekers, explorers, romantic and originals, Bermuda is where people, cultures and an alluring mystique swirl together, connecting visitors to a place far from everyday life. The island's legendary pink-sand beaches, frozen in time historic towns and pastel-colored buildings stand out at first. But it's Bermuda's original, ever evolving take on island life that brings travelers out here again and again. The Bermuda experience is elegant, relaxed and genuinely warm, celebrating cultures, reveling in nature and staying open to whatever is around the bend. Recently, the 35th America's Cup, held in Bermuda May and June of 2017, brought a fresh energy to the destination with new and redeveloped hotels, must-visit attractions and restaurants adding to the island spirit. Visit www.gotobermuda.com, www.facebook.com/bermudatourism, and www.twitter.com/bermuda.

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