



BERMUDA  
AGILITY

# *Q3 Report 2020*

A G I L I T Y



# *Awareness & Relevance*

Differentiating Bermuda

BERMUDA  
— AGILITY —



# *COVID-19 Data*

Throughout Q3, the BTA tracked the impacts of COVID-19 on the tourism industry, including:

- Shifts in visitor profile—who are the post-border opening visitors?
  - More VFR (Visiting Friends & Relatives), fewer leisure & business travellers
  - More repeat
  - Slightly younger
  - Higher income
  - More from UK, fewer from Canada
  - Longer length of stay
  - Slightly more likely to stay in vacation rentals
- Economic & visitor losses (air & cruise)
- Airline schedule updates
- Hotel closure and re-opening dates
- Hotel cancellations and pace



## *COVID-19 Data cont.*

- Tracking lost and cancelled leads due to COVID-19 (sports and business groups)
- Gathering traveller sentiment data from US travellers, as well as past Bermuda visitors
- Attending industry webinars to gather latest information on travel sentiment, hotel performance, airline updates and industry news related to COVID-19
- Experience team continually updated the COVID-19 Dashboard for points such as:
  - o COVID numbers
  - o Air Arrivals Impact
  - o Additional Cruise Cancellations Impact
  - o Up-to-date Hotel Impact
  - o Group Sales impact (R&BI)
  - o Comparative Destination Border Status

# Media coverage | Travelweek.ca – July 2020

## Online

**Title:** Bermuda updates safety policies to include mandatory in-destination testing

**Journalist:** N/A

### Article Link:

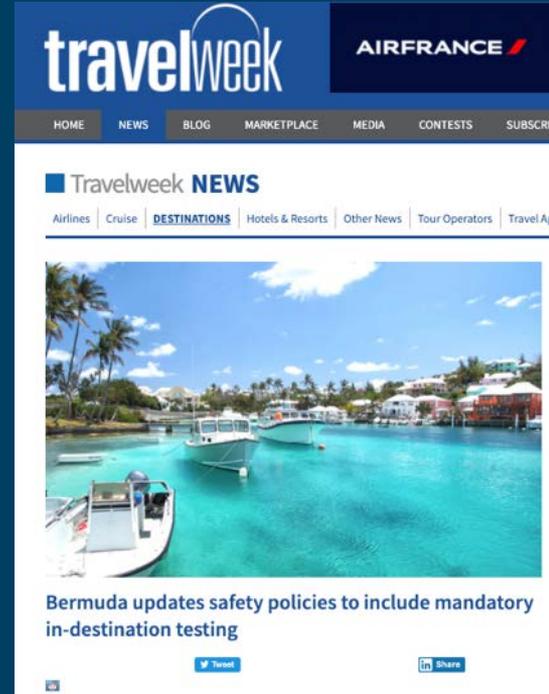
<https://www.travelweek.ca/news/bermuda-updates-safety-policies-to-include-mandatory-in-destination-testing/>

**How was it secured:** Ongoing media relations

**Media Ad Value:** \$1,800

### Reach:

- Online impressions: 30,000



# Media coverage | Flare.com – July 2020

## Online

**Title:** What Canadians Should Know Before Travelling During COVID-19

**Journalist:** Caleigh Alleyne

**Article Link:**

<https://www.flare.com/health/canada-travel-restrictions-covid-19/>

**How was it secured:** Press Trip

**Media Ad Value:** \$4,740

**Reach:**

- Online impressions: 79,000



# Media coverage | Travel Pulse Canada – September 2020

## Online

**Title:** How Bermuda Emerged as a Low COVID-19 Risk Travel Option

**Journalist:** Brian Major

**Article Link:**

<https://ca.travelpulse.com/news/destinations/how-bermuda-emerged-as-a-low-covid-19-risk-travel-option.html>

**How was it secured:** Ongoing Media Relations

**Media Ad Value:** \$1,500

**Reach:**

- Online impressions: 25,000



# Media coverage | Travel Pulse Quebec – September 2020

## Online

**Title:** Comment les Bermudes sont devenues une option de voyage à faible risque COVID-19

**Journalist:** Brian Major

**Article Link:**

<https://ca.travelpulse.com/news/destinations/how-bermuda-emerged-as-a-low-covid-19-risk-travel-option.html>

**How was it secured:** Ongoing Media Relations

**Media Ad Value:** \$1,500

**Reach:**

- Online impressions: 25,000



# Media coverage | Travelweek.ca – September 2020

## Online

**Title:** The latest resorts to reopen in Aruba, Bermuda, SVG & more

**Journalist:** N/A

### Article Link:

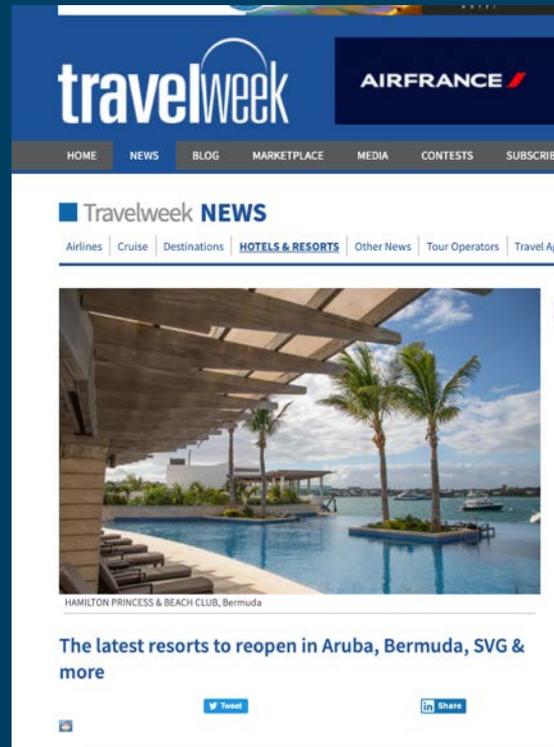
<https://ca.travelpulse.com/news/destinations/how-bermuda-emerged-as-a-low-covid-19-risk-travel-option.html>

**How was it secured:** Ongoing Media Relations

**Media Ad Value:** \$1,800

### Reach:

- Online impressions: 30,000



# Media coverage | Profession Voyages – September 2020

## Online

**Title:** Les derniers complexes hôteliers à rouvrir à Aruba, aux Bermudes, au SVG et plus

**Journalist:** N/A

### Article Link:

<https://www.professionvoyages.com/les-derniers-complexes-hoteli-ers-a-rouvrir-a-aruba-aux-bermudes-au-svg-et-plus/>

**How was it secured:** Ongoing Media Relations

**Media Ad Value:** \$3,000

### Reach:

• Online impressions: 50,000



# Media coverage | Virtual Media Desksides September 2020

To promote Bermuda as the safest, cleanest and most accessible island destination for Canadians, Reach Global coordinated virtual desksides with both consumer and trade media publications to interview Glenn Jones & Vic Isley.

Key messages include testing policies, on-island procedures, partner promotions, seasonal experiences, upcoming events, etc.

## Meetings included:

- Ilona Kauremszky - Dreamscapes - Glenn
- Cynthia Quillet - ELLE Quebec - Glenn
- Mike Baginski - Travel Industry Today - Vic
- Michael Pihach - PAX News - Glenn
- Aaron Kylie - Canadian Geo - Glenn



# Media coverage | Travel Industry Today – September 2020

## Online

**Title:** WHY NOT WORK IN BERMUDA:  
Safe, friendly, close, beautiful.

**Journalist:** Mike Baginski

### Article Link:

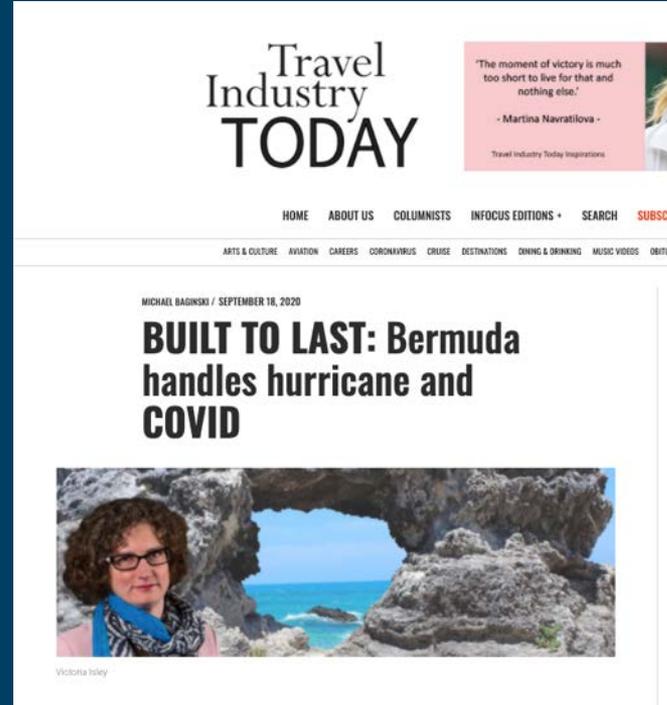
<https://travelindustrytoday.com/why-not-work-in-bermuda-safe-friendly-close-beautiful/>

**How was it secured:** Deskside

**Media Ad Value:** \$3,000

### Reach:

- Online impressions: 50,000



# Media coverage | PAX News – September 2020

## Online

**Title:** “We’re in a good spot”: How Bermuda created a bubble using strict travel protocols

**Journalist:** Michael Pihach

**Article Link:**

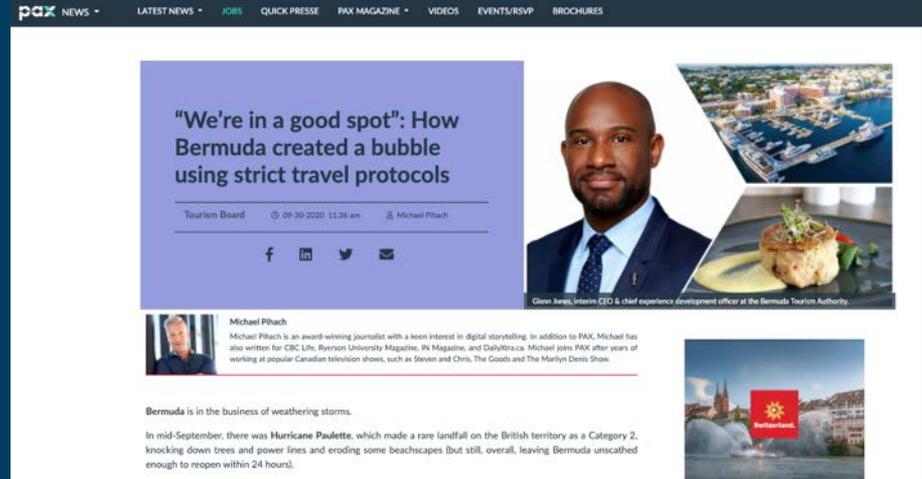
<https://news.paxeditions.com/news/to-urism-board/were-good-spot-bermuda-sees-rebound-while-sticking-strict-consistent-protocols>

**How was it secured:** Deskside

**Media Ad Value:** \$1,320

**Reach:**

- Online impressions: 22,000



# Media coverage | The Planet D – September 2020

## Online

**Title:** SPEND A YEAR IN PARADISE – BERMUDA REOPENS FOR TOURISTS AND BUSINESS

**Journalist:** N/A

**Article Link:**

<https://theplanetd.com/bermuda-reopens-for-tourists-and-business/>

**How was it secured:** Ongoing Media Relations

**Media Ad Value:** \$3,240

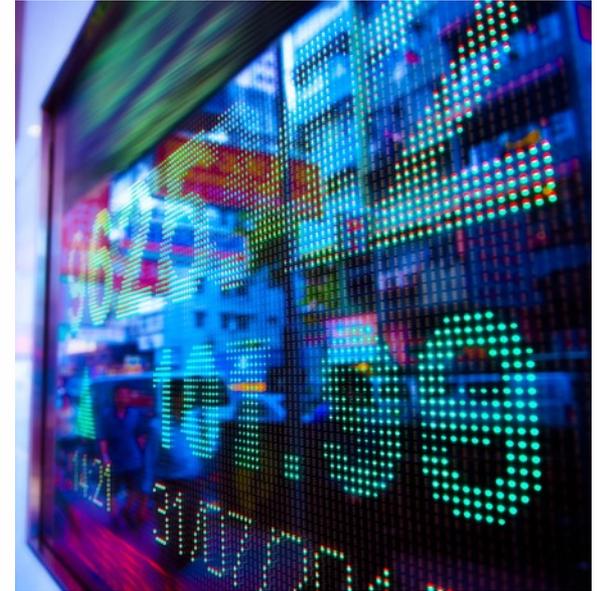
**Reach:**

- Online impressions: 54,000



# *Regular Metrics*

- Tracking of digital campaign metrics resumed in Q3 as paid media was ramped up
- Continued management of consumer database and integration with email marketing tool
- Ongoing measurement of KPIs, including room nights and visitor spend influenced in monthly scorecard. This included COVID-19 related cancellations and rescheduling of group business
- Monitored and provided analysis on:
  - a. Air service to Bermuda:
    - i. Monthly reports on capacity, load factors and route performance
    - ii. Existing and potential new routes
    - iii. Future schedules for projections and use by staff, partners & stakeholders
  - b. Future demand projections
  - c. Local perception of the BTA and tourism industry to assist with stakeholder and public outreach strategies



## *Regular Metrics cont.*

- Reported monthly and quarterly on:
  - a. Tourism Key Performance Indicators, including air, cruise, yacht arrivals, air. service, visitor expenditure, visitor satisfaction, hotel performance and pace, and future projections
  - b. Corporate objective status to staff and Board of Directors

# *Interviews & Webinars*

**During Q3, our Team members took part in the following:**

- Our Interim CEO held an interview with Here Magazine about the Black travel market
- A round of media desksides with Canadian publications was also scheduled; most meetings had to be postponed due to Hurricane Paulette, though some went ahead
- A Skift forum in which BTA Interim CEO discussed new ways of destination marketing
- Team members discussed tourism's recovery and highlighted Black-owned tourism businesses with BEDC partners on TV's "Mind Your Business" programme

## *World Tourism Day*

The BTA Experience Team launched a local marketing and promotion effort to support local tourism businesses for World Tourism Day September 27. Local radio interviews, social-media posts and a page dedicated on our website were all designed to encourage locals (and any on-island visitors) to spend money at a participating company. Most experience-based businesses were offering discounts and specials during this time also, so the BTA collated these deals into one easy-to-find webpage.

BERMUDA  
WORLD TOURISM DAY  
WEEKEND

September 26 - 27

*Get lost in a distinctly Bermuda experience  
Rediscover the power of travel*

# *Travel, Room Nights, Group & PR Dashboard*

KEY METRICS	YTD	Prior YTD	YOY %	Annual Target	% of Annual Target
Total Visitor Spending Influenced by BTA	\$ 33,785,231	\$ 66,783,549	-49%	\$85,764,340	39%
Total Room Nights Influenced by BTA	46,079	83,924	-45%	101,722	45%
Group Business Sales Leads	176	287	-39%	323	54%
Group Business Sales Calls	127	200	-37%	0	
Sports Tourism Sales Leads	68	77	-12%	95	72%
Sports Tourism Sales Calls	72	38	89%	0	
Number of Journalists Assisted	3,204	2,235	43%	0	
*Earned Media Generated	\$7,997,217	\$7,889,421	1%	0	
*Coverage in Top 100 US Outlets	138	61	126%	0	
*Average Quality Coverage Score	1	1	3%	0	
PR Impressions Generated	3,469,266,333	902,888,151	284%	0	

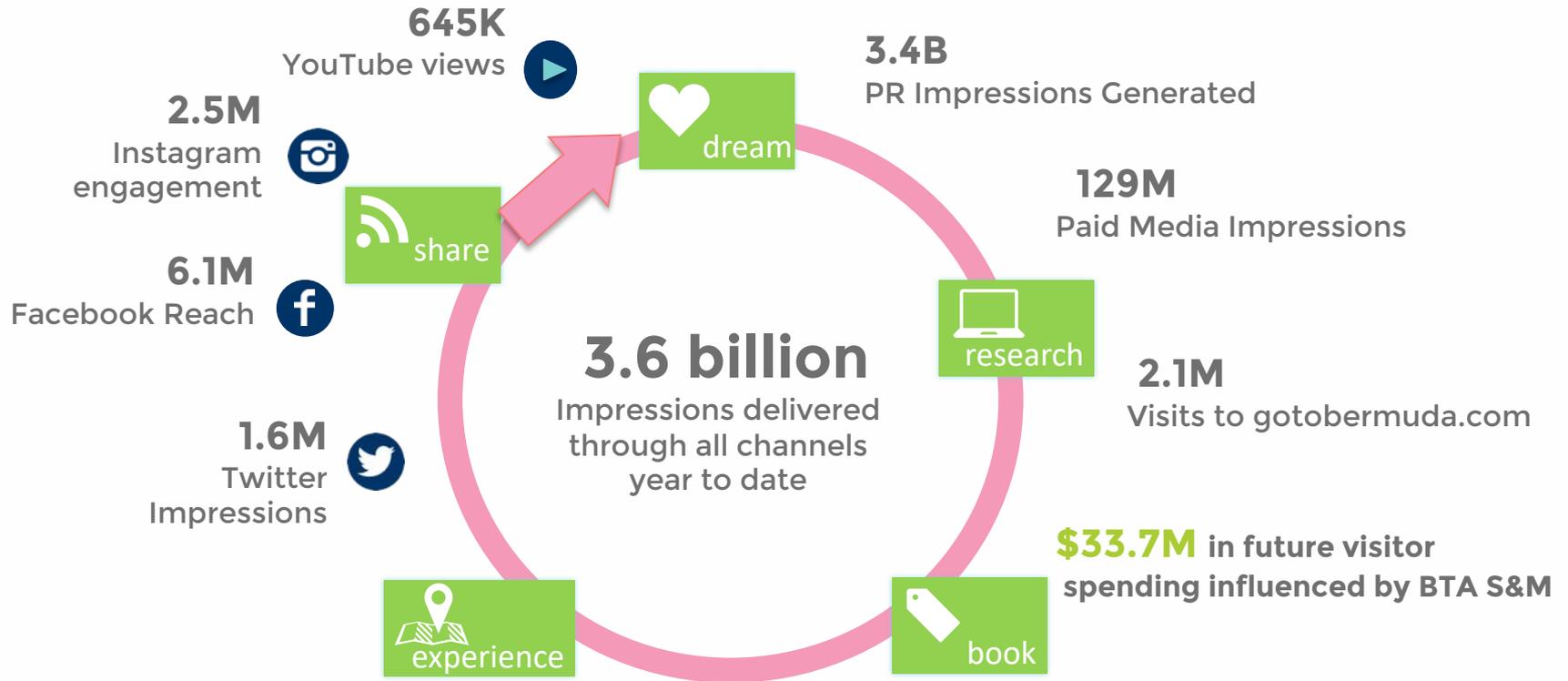
# Digital Dashboard

KEY METRICS	YTD	Prior YTD	YOY%	Annual Target	% of Annual Target
Total Website Visits	2,148,454	2,650,566	-19%	0	
Desktop Traffic	613,236	713,477	-4%	0	
Mobile Traffic	1,142,059	1,217,616	-6%	0	
Tablet Traffic	85,411	211,415	-57%	0	
Website Page Views	3,743,019	5,788,169	-35%	0	
Time on Site (in seconds)	81	115	-30%	0	
Newsletter Subscribers	221,544	231,486	-4%	0	
Newsletter Open Rate	14%	12%	13%	0	

# *Social Dashboard*

KEY METRICS	YTD	Prior YTD	YOY%	Annual Target	% of Annual Target
Facebook Followers	366,347	360,809	2%	0	
Facebook Total Reach	6,169,747	9,718,931	-37%	0	
Facebook Engagement	2,149,405	4,761,598	-55%	0	
Twitter Followers	30,283	29,869	1%	0	
Twitter Impressions	1,694,611	14,725,602	-88%	0	
Twitter Engagement	222,089	266,926	-17%	0	
Instagram Followers	82,189	73,209	12%	0	
Instagram Engagement	2,572,048	3,092,168	-17%	0	
YouTube Subscribers	2,650	2,390	11%	0	
YouTube Total Views	645,254	502,163	28%	0	
YouTube Minutes Watched	503,274	953,954	-47%	0	

# 2020 YTD Marketing Snapshot



## *Paid Media & Integrated Partnerships*

*High level overview of performance for all paid media under the Brand, Integrated Packages, and Work From Bermuda campaigns.*

- 132MM Total Impressions
- 10MM Engagements
- \$0.04 Cost-Per-Engagement
- 1,203 Arrivals *recorded by Arrivalist*
- Top media tactics for driving site traffic were Sojern, Programmatic Display, and Paid Social
- Top engaging markets were New York and Toronto, followed by Atlanta

## *Overall Media Mix*

<i>Tactic</i>	<i>Partners</i>	<i>Reach</i>
<b>Email &amp; E-newsletter</b>	Dunhill, Etarget	<i>875K (opens)</i>
<b>Display &amp; Video</b>	Expedia, Sojern, TripAdvisor, Programmatic	<i>80MM Impressions</i>
<b>Paid Social</b>	Facebook, Instagram, Pinterest	<i>40MM Impressions</i>
<b>Print</b>	Garden & Gun, NY Mag, PGA	<i>800,000</i>
<b>Custom Digital Content</b>	The Cut (Vox)	<i>1.5MM Impressions</i>

# *Integrated Partnerships*

# Garden & Gun

## Print

- August/September issue advertorial
  - 350,000 circulation

## Digital

- [Seasonal Splendor in Bermuda](#) custom digital article
- Talk of the South sponsored newsletter blast
- Campaign resulted in IMM impressions with an average CTR of .08%

## Awareness & Relevance

Custom content



**Escape to Bermuda**  
JENY CAULFIELD FOR A LUSSE  
ECO-ADVENTURE THIS FALL

**B**ermuda is an island of rare wonders—a place where pink-sand beaches, turquoise water, and black volcanic rock can be spotted side-by-side, and back-to-back within a day's drive. Here, a blend of vibrant cultures has endured, combined in a reverence for the natural world and an appreciation for island life.

This fall, Garden & Gun invites you to experience the beauty of Bermuda, giving readers from across the country a truly unforgettable adventure. The weekend getaway promises a chance to immerse yourself in the island's singular allure, from antiquarian shops to the world-famous Bermuda molas at day's end, all through the editors and personalities of G&G. What's more, the Historical Bermuda provides a lush, pristine, and spacious home base for each traveler. So elegant, so well-maintained, so immaculate, and so perfect for each traveler. So elegant, so well-maintained, so immaculate, and so perfect for each traveler.

After a Friday evening's arrival welcome, the first full day in Bermuda features a state of engaging hours, each revealing a different facet of the island. Activities range from antique shopping to peaceful walks and verdant jungles, and through winding roads to hills, and a glimpse of some of the most pristine coral reefs on the planet. The Saturday evening, the beauty of Bermuda reveals itself in a host of other adventures with a host of local...

...fish, spiny lobster, and other fresh, seasonal delicacies caught by local fishermen. With a Dark Is History® island and an endless number of things to do, the opening weekend offers a chance to encourage you to visit the right.

Ready to enjoy another remarkable experience—combining the best of nature with partners from the renowned Bermuda Institute of Ocean Sciences (BIOS)? After making a champagne brunch on board, turn your attention to the surrounding waters as the experts share fascinating tales of the island and their work in the study of Bermuda's rich ocean life. Following the water, the rest of the day is spent on a corner of the island that offers a unique view of the island's rich history and culture. The island's rich history and culture are brought to life through the island's rich history and culture.

One thing is certain: Each moment in Bermuda is a breath-taking, and this exclusive weekend getaway is one you won't want to miss.

To book your spot for this unforgettable adventure, visit [gardenandgun.com/Bermuda2020](http://gardenandgun.com/Bermuda2020)



GARDEN & GUN

TRAVEL

## Seasonal Splendor in Bermuda

The lush island offers rare treats for nature-loving travelers

July 20, 2020

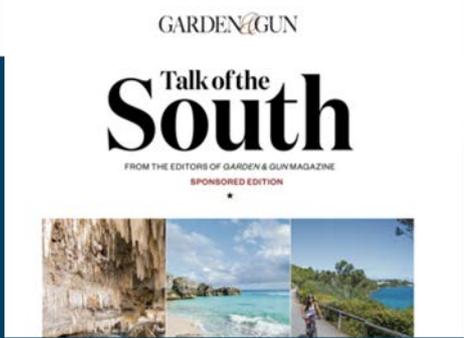
f t p i

SPONSORED CONTENT

### BERMUDA



Custom content



GARDEN & GUN

## Talk of the South

FROM THE EDITORS OF GARDEN & GUN MAGAZINE

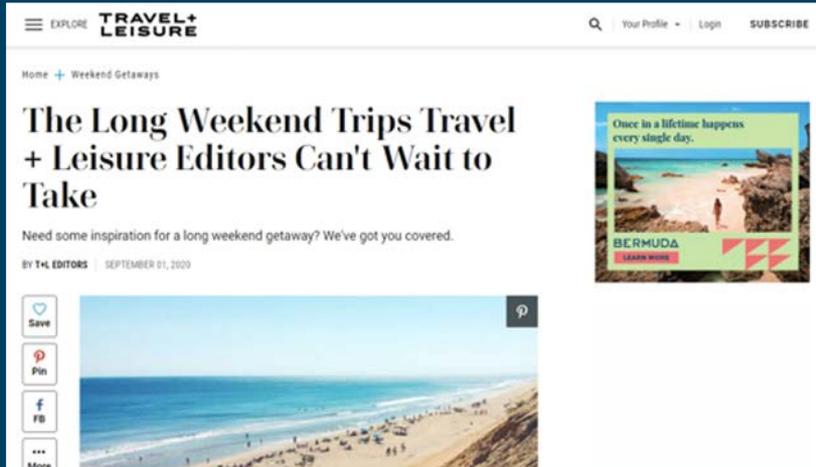
SPONSORED EDITION



# Meredith

## Digital - Travel + Leisure

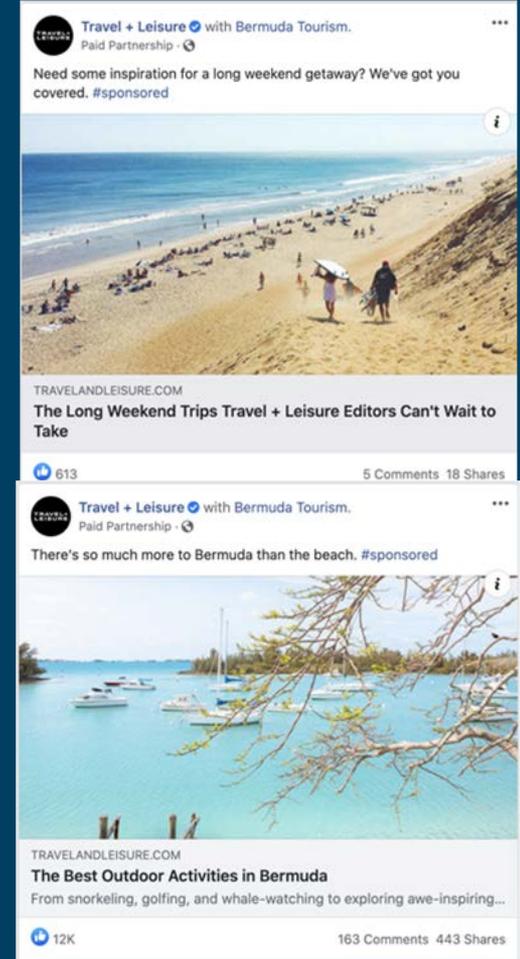
- [Best Outdoor Activities in Bermuda](#) and [Long Weekend Trips](#) sponsored articles and social/native promotion
- [IGTV Locals Episode](#) sponsorship



Display



IGTV



Social support

## Awareness & Relevance



# Vox

## Print - New York Magazine

- August 31 issue full page ad
  - 400,000 circulation

## Digital - The Cut

- Custom online article
- Co-branded banners
- ROS Banners across NY Mag
- Pageviews: **10,198**
- Unique Users: **8,833**
- Avg. Time On Page: **4:21 minutes**
  - Approx. 20% over benchmark!
- Total Impressions: **1,531,142**
- Pageviews: **10,198**
- Unique Users: **8,833**
- Avg. Time On Page: **4:21 minutes**
  - Approx. 20% over benchmark!
- Total Impressions: **1,531,142**

Custom content

THE CUT

ADVERTISER CONTENT FROM BERMUDA

### Maybe It's Time to Social Distance on a Secluded Island

ADVERTISER CONTENT FROM BERMUDA

Read the Story

Co-branded banners

THE CUT

ADVERTISER CONTENT FROM BERMUDA

### Plan Your Dream Trip to Bermuda

Read the Story

ADVERTISER CONTENT FROM BERMUDA

She is so delightfully peculiar that at times, it's hard to believe that she is in fact an actual person — which brings me to my next point. She might not be human? Or so suggests her YouTube bio and associated website, which indicate that she serves as a medium for Pearl, one of Georgette's dead — or, to use her word

Once in a lifetime happens every single day.

BERMUDA

LEARN MORE

POWERED BY CONCERT

FEEDBACK

### How to Avert the Next Housing Crisis

After a role at the United Nations, Lelani Farha launched a new effort to protect housing rights.

by **Nate Berg** | July 20 | 32 comments

Once in a lifetime happens every single day.

BERMUDA

VULTURE

TV MOVIES COMEDY MUSIC AWARDS WHAT TO STREAM

FEED

The New York Times

THE NEW YORK TIMES

*Awareness & Relevance*

Athena video unit

NYM ROS BERMUDA

# PGA Magazine

## Print

- PGA Magazine - August & September Advertorial
  - 27,200 circulation
- MetGolfer - Aug & September Advertorial
- Georgia Plus - August Spread

## Digital

- National and regional banner media
- Morning Read Newsletters - 375K subscribers

# Awareness & Relevance



## BERMUDA

### YOUR CLUB AWAY FROM HOME

What if there was a place that combined the comfort and hospitality of your own club with the atmosphere of an island paradise – a place with outstanding golf courses, pristine resorts, international culture and shopping, sophisticated customer service and unmatched natural beauty? Better yet, what if that place was only a two-hour flight away?

If you've never been to Bermuda, it won't take you long to get there, or to fall in love with the destination. Flights from the East Coast take two hours or less, giving you the chance to catch a morning flight and enjoy the majority of your first day in Bermuda exploring all it has to offer. Being on the island is effortless for U.S. residents. There's no need to exchange money, as the Bermudian dollar is set at an equal exchange to the U.S. dollar, which is accepted everywhere on the island. English is also spoken, so there's no language barrier.

Here's a sample itinerary to help a first-time golfer trip to Bermuda will allow you to enjoy the spectacular views and world-class golf courses, while enjoying the international sophistication and beauty that the island offers.

**Day 1: Fly and Drive**  
After arriving in Bermuda, a quick drive from the airport is all it takes to reach your hotel – since the entire island is just 21 square miles, nearly every

Bermuda's largest course at more than 18,000 yards, and it hugs the coastline – exposing it to the island trade winds. Be sure to get some photos of the Bermuda view, where you're challenged to carry your tee shot across the ocean to a peninsula green on the water's edge. You can travel from your round directly to Bella Vista Bar & Grill, located next to the Fort Royal Clubhouse, where the menu includes Northern Italian fare as well as local dishes. If you time it right, you might be able to enjoy a post-round drink "n Stormy", the delicious Bermuda cocktail of Gosling's Black Seal Rum and ginger beer – while the sun slowly sets over the ocean. Then head back to your hotel – you have a big day tomorrow!

**Day 2: Central Time**  
After seeing both ends of the island, today is a day to center yourself in the City of Hamilton, Bermuda's capital. Start the day with 18 at Rosewood Bermuda Hills Golf Resort & Spa, a relative newcomer on the Bermuda golf scene, having opened in 2002 at 6,300 yards, the course is a shrimper's dream, requiring accuracy off the tee and creativity around the greens. Or if you're looking for a more snack-sized golf experience, try the par 3 course, Turtle Hill Golf Club, at the former Southampton.

Take the afternoon to enjoy the cosmopolitan streets of Hamilton, a city with global sophistication in its shopping and dining options. Front Street is home to shops featuring goods from around the world and from local artisans. Why not pick up an authentic pair of Bermuda shorts and socks while you're there? Be sure to stop by Dive's Ice Cafe to enjoy Bermuda's take food and the island's best coffee. Or if you'd rather hit the beach, nearby Elbow Beach and Rosewood Bay are among the world's best, featuring soft pink sand and vivid turquoise water.

**Day 3: Head East**  
After starting with the West End of Bermuda, your second day on the island can take you to the East End, where the prestigious Mid Ocean Club awaits. Designed by the legendary C.B. MacDonald in 1921, your name can join the likes of Winston Churchill, Dwight Eisenhower, Jim Furyk and Zach Johnson in the club's guest book. This true test of golf culminates with the unforgettable 18th hole, which climbs the coastline toward the clubhouse, with the Atlantic Ocean as the world's largest water hazard – at the right side.

Why not play two today? While you're on the East End, complete your 36-hole day with a round at Turkey's Point, a classic Charles H. Banks design that was updated by Roger Rulewich in 2002. The undulating course is now a part of the redesigned Rosewood Bermuda resort property. If you happen to be staying at the Rosewood, you can head from your round straight to the Sense spa – or the new

Advertorial



Here to get you back  
in the swing of things.

BERMUDA  
LEARN MORE

Newsletter banner



**Day 4: Plan to Come Back**  
You may need to head home, but why not start planning your return to Bermuda now? Once you've experienced the world-class golf, sophisticated surroundings and warm hospitality, you'll want to create your own tradition of returning to your golf home away from home.

For more information, visit [gobermuda.com/golf](http://gobermuda.com/golf)



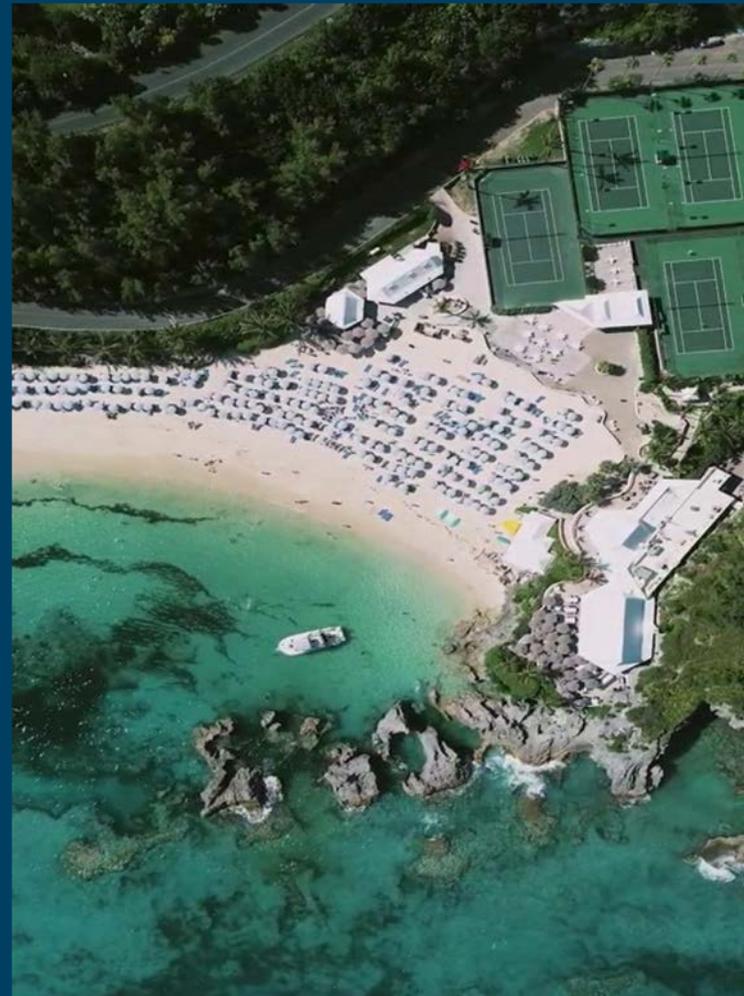
# *US Open*

## **TV**

- Ad spots on ESPN NY and BOS as well as local news coverage during all days of the US Open
- Sweepstakes for Courts & Shorts 2021

## **Digital**

- 2.25M impressions of display & video media promoting sweepstakes for Courts & Shorts 2021
- 4,089 total sweepstakes entries



*Awareness & Relevance*

Custom sweeps spot

**BERMUDA** 

# *Digital Media*

## Display & Video

### Programmatic Display

- 35MM+ Impressions served
- Average CPE: \$.05
- Average CTR: .09%
- Average VCR: 60%
- Top performing creatives assets can be found on the right hand side of the slide.

### Endemic (Sojern, TripAdvisor, Expedia)

- 12MM impressions served
- Average CTR: .10%



*Programmatic Pre-roll video placements had an average CTR of .18%*

Come add a new chapter to our island's rich story.

A photograph of a person skydiving over a tropical island. The person is in a blue shirt and shorts, with their arms outstretched. Below them, the ocean and a tropical island with palm trees are visible.

**BERMUDA**  
LEARN MORE

*Adventure Seeker 300x600*

## Awareness & Relevance

**BERMUDA**

# Paid Social

## Facebook & Instagram

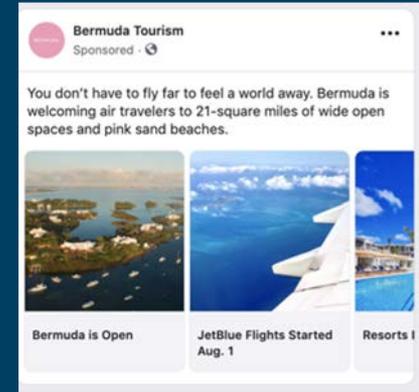
- 37MM impressions served
- Average CTR: 1.76%
- Average Engagement Rate: 8.49%
- Top performing creative was the Work from Bermuda single image static creative and the NYC carousel placement.

## Pinterest

- 3MM impressions served
- Average CTR: 0.58%
- Average Engagement Rate: 8.04%
- Top performing creative was the Adventure Seeker carousel placement.



*Pinterest top performer*



*FB/IG top performers*

## Awareness & Relevance

**BERMUDA**

# *Travel Trade Engagement*

CANADA

BERMUDA

# *Digital Trainings/Communication*

- **Fareconnect** - hosted webinar for 9 advisors
- **Express Travel** - hosted webinar for 5 agents
- **Skylink Voyage** - hosted webinar for 6 agents
- **Flight Centre**- provided webinar for their entire team (recorded uploaded on their training portal) - results will be provided later in the fall
- **Centre Holidays** - hosted webinar for 3 agents (recorded version will be shared with entire team)

## **Reach Global Trade Survey**

Results: 98 travel trade partners & 14 product buyers participated

22 agency partners expressed interest in Bermuda trainings between now and the end of the year

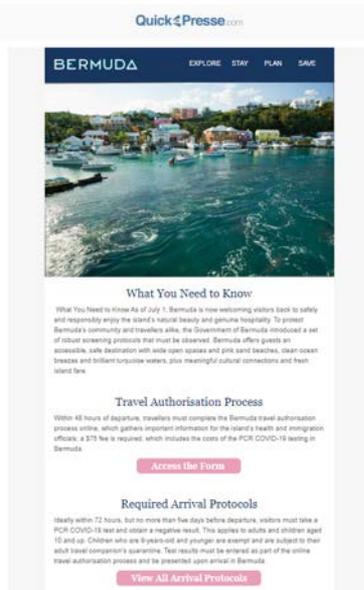
# Canada Travel Trade E-Newsletter

## 17,949 subscribers



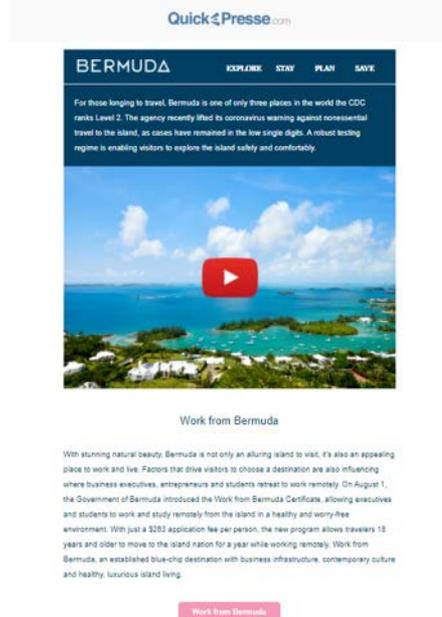
**JULY 2020**

**OPENED: 12%**  
**CLICKED: 0.9%**



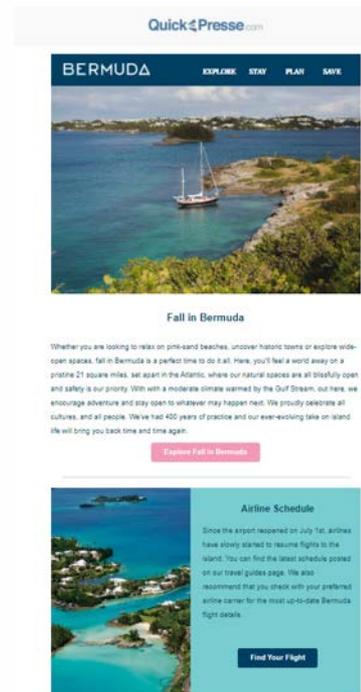
**JULY 2020**

**OPENED: 17 %**  
**CLICKED: 3.5 %**



**AUGUST 2020**

**OPENED: 13%**  
**CLICKED: 1%**



**SEPTEMBER 2020**

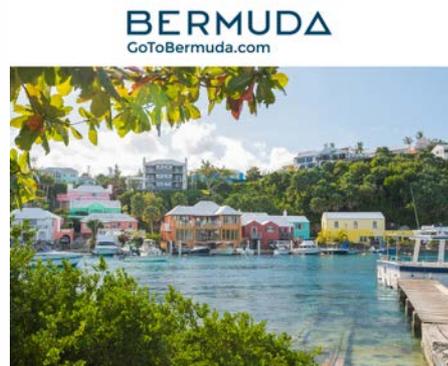
**OPENED: 13%**  
**CLICKED: 0.9%**

*Awareness & Relevance*

**BERMUDA**

# Virtuoso B2B & B2C Newsletters

## July newsletter



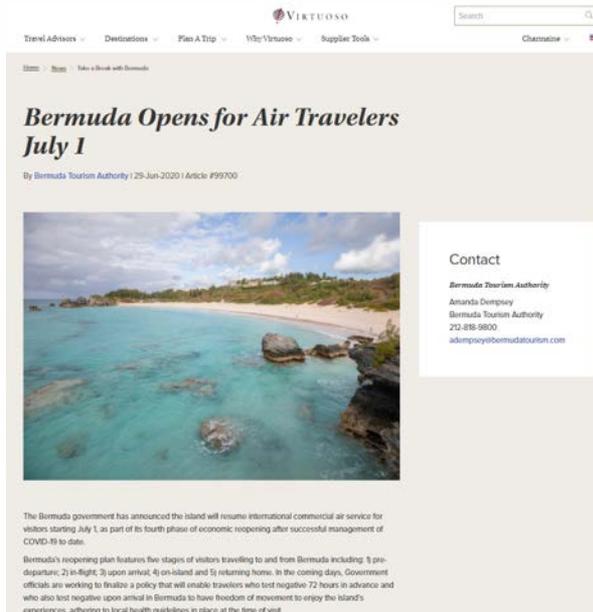
### Share with your clients: Bermuda opened for air travelers as of July 1

Bermuda is ready to welcome your clients back with confidence and a robust screening protocol. With its reopening, Bermuda offers guests an accessible, safer destination with an emphasis on wellness and responsible precautions, along with the island's well-known beauty, flavors, and natural attractions.

Bermuda's reopening plan features five stages of visitors traveling to and from the country, including pre-departure, in-flight, upon arrival, on-island, and returning home.

STAY UP-TO-DATE ▶

## July landing page



**Bermuda Opens for Air Travelers July 1**  
By Bermuda Tourism Authority | 29-Jun-2020 | Article #99700

**Contact**  
Bermuda Tourism Authority  
Amanda Dempsey  
Bermuda Tourism Authority  
212-818-9800  
adempsey@bermudatourism.com

The Bermuda government has announced the island will resume international commercial air service for visitors starting July 1, as part of its fourth phase of economic reopening after successful management of COVID-19 to date.

Bermuda's reopening plan features five stages of visitors traveling to and from Bermuda including: 1) pre-departure; 2) in-flight; 3) upon arrival; 4) on-island and 5) returning home. In the coming days, Government officials are working to finalize a policy that will enable travelers who test negative 72 hours in advance and who also test negative upon arrival in Bermuda to have freedom of movement to enjoy the island's experiences, adhering to local health guidelines in place at the time of visit.

## 2020 Virtuoso Email Metrics

**Name:** Bermuda

**Type:** Custom B2B

**Region:** US/CAN

**Format:** B2B

**Deployment Date:** 7/6/2020

**Job #** 420864

Delivery Rate	Total Open Rate	Total Click-Through Rate	Total Click-to-Open Rate
92.6%	44.5%	3.4%	7.6%

### Benchmarks:

	90.8%	23.3%	1.7%	7.2%
<b>Virtuoso YTD Average</b>				
<b>Virtuoso Q3 Average</b>	93.7%	23.5%	1.6%	6.6%
<b>Industry Average*</b>	98.3%	15.3%	1.1%	7.3%

*Awareness & Relevance*

BERMUDA

# Q3 Total Metrics

8,127,500 MM

*Impressions*

\$487,650

*Media Ad Value*

# *Bermuda Tourism*

MEDIA COVERAGE

BERMUDA 

# *EnRoute.com (Air Canada) – July 2020*

## Online

**Title:** How to Find Luck and Love in Bermuda

**Journalist:** Caleigh Alleyne

**Article Link:**

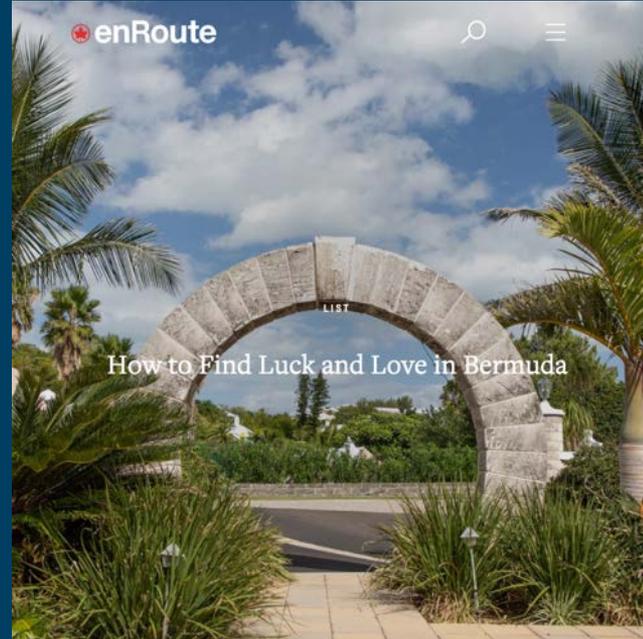
<https://enroute.aircanada.com/en/article/bermuda-moongates>

**How was it secured:** Press Trip

**Media Ad Value:** \$127,080

**Reach:**

- Online impressions: 2,118,000



# Best Health Magazine – August 2020

Print

Title: Bermuda Bliss

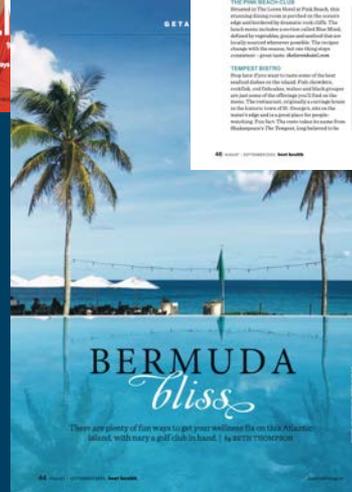
Journalist: Beth Thompson

How was it secured: Press Trip

Media Ad Value: \$34,500

Reach:

- Print impressions: 575,000



Awareness & Relevance

BERMUDA

# VitaDaily.ca – August 2020

Online

**Title:** 4 Destination-Inspired Picnics To Pack This Summer

**Journalist:** Noa Nichol

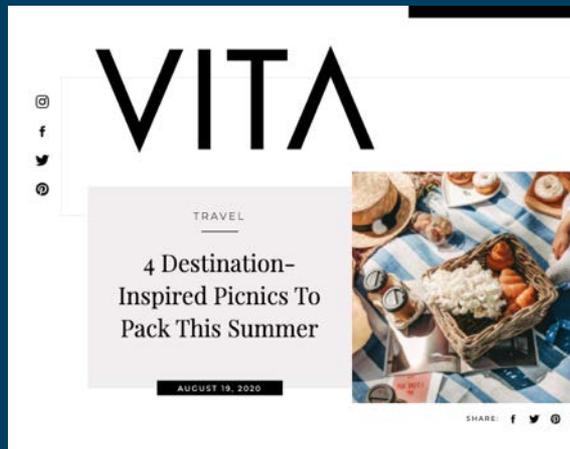
**Article Link:**

<https://vitadaily.ca/2020/08/19/4-destination-inspired-picnics-to-pack-this-summer/>

**How was it secured:** Ongoing media relations

**Media Ad Value:** \$2,400

**Reach:** 40,000



Bermuda. Is there any better place to have a picnic than on pink-sand beaches gazing into turquoise waters? No. No there is not. **LETTAJEL** is a super-chic luxury picnic purveyor based in Bermuda. Its all-inclusive picnic service provides the most convenient way to bask in the beautiful outdoors and enjoy a unique dining experience! Recreate the experience with a **Rum Swizzle**—the perfect “make in advance” cocktail to keep the fun going all day long. There’s no right way to make a rum swizzle, just ask any Bermudian. Often referred to as “Bermuda’s national drink,” the rum-based cocktail is a staple across the island and typically contains a blend of different citrus juices, spices and bitters. But because no two renditions are the same, locals often find it difficult to come to a consensus over whose blend is best. Then, pack fish sandwiches for everyone in your picnic party—from local dives to fine dining bistros, the fish sandwich is a perennial menu staple in Bermuda’s restaurants. The basic recipe is usually the same island-wide: deep-fried fillets of fish with tartar sauce piled on raisin bread or whole-wheat toast. Usual add-ons (“the works”) include lettuce, tomato, grilled Bermuda onions, cheese, hot sauce and coleslaw. But each eatery has its own spin on this local favourite.

# EverythingZoomer – August 2020

Online

Title: 3 Delicious Rum Cocktail Recipes

Journalist: Vivian Vassos

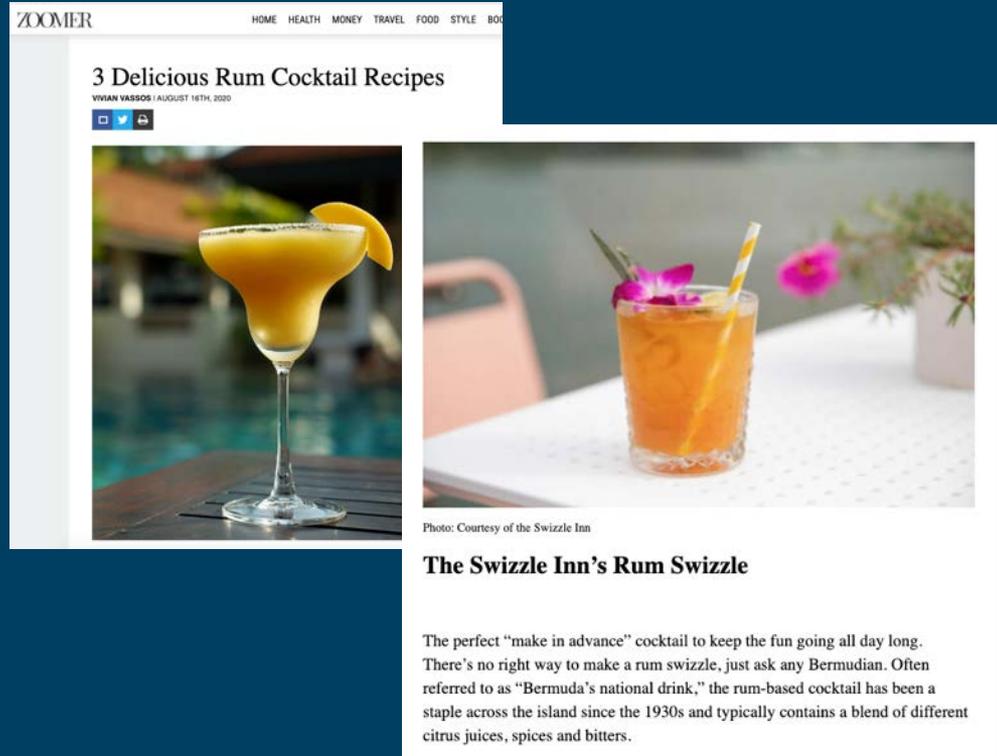
Article Link:

<https://www.everythingzoomer.com/food/libations/2020/08/16/celebrate-national-rum-day-with-a-daiquiri-and-cocktail-from-master-blender/>

How was it secured: Ongoing media relations

Media Ad Value: \$6,540

Reach: 109,000



**3 Delicious Rum Cocktail Recipes**  
VIVIAN VASSOS | AUGUST 16TH, 2020

Photo: Courtesy of the Swizzle Inn

### The Swizzle Inn's Rum Swizzle

The perfect "make in advance" cocktail to keep the fun going all day long. There's no right way to make a rum swizzle, just ask any Bermudian. Often referred to as "Bermuda's national drink," the rum-based cocktail has been a staple across the island since the 1930s and typically contains a blend of different citrus juices, spices and bitters.

# Travel Industry Today – August 2020

## Online

**Title:** Looking ARMCHAIR TRAVELLER:  
Soup for you, recipes to beat isolation  
boredom

**Journalist:** N/A

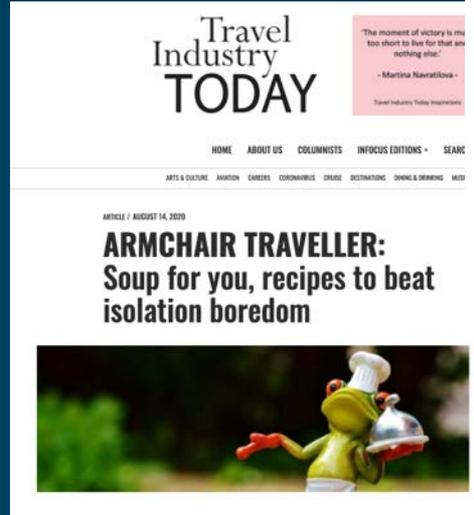
**Article Link:**

<https://travelindustrytoday.com/armchair-traveller-soup-for-you-recipes-to-beat-isolation-boredom/>

**How was it secured:** Ongoing media  
relations

**Media Ad Value:** \$15,000

**Reach:** 250,000



### Something's fishy (Bermuda)



Fish sandwich

From fish chowder infused with black rum and sherry peppers to Portuguese donuts served alongside a traditional codfish breakfast, Bermuda's cuisine brings fresh and bold flavours to the table. Here's how to make "Bermuda's Famous Fish Sandwich on Raisin Bread" courtesy of the BermEats Café on Chancery Lane in Hamilton, Bermuda.

# CTV News – August 2020

Online

**Title:** Where can Canadians travel right now? Your ultimate guide to jetting off

**Journalist:** N/A

**Article Link:**

<https://travelindustrytoday.com/armch-air-traveller-soup-for-you-recipes-to-beat-isolation-boredom/>

**How was it secured:** Ongoing media relations

**Media Ad Value:** \$294,000

**Reach:** 4,900,000

The screenshot shows a CTV News article page. At the top, there's a navigation bar with the CTV News logo and social media icons. Below that, a blue banner displays 'Coronavirus in Canada' statistics: Active cases: 20,094 | Recovered: 159,018 | Deceased: 9,661 | Total: 188,805. The main content area features three columns of links: 'CORONAVIRUS UPDATES' (Complete coverage at CTVNews.ca/Coronavirus), 'COVID-19 NEWSLETTER' (Receive the most important updates in your inbox), and 'AMERICA VOTES 2020' (Follow the race to the White House through a Canadian lens). Below these is an 'Advertisement' placeholder. The article title is 'Where can Canadians travel right now? Your ultimate guide to jetting off' by Meredith MacLeod, CTVNews.ca Writer (@meredithmacleod). The article was published on Tuesday, September 1, 2020, at 10:16 AM EDT and last updated on Tuesday, September 1, 2020, at 4:29 PM EDT. A large red banner below the article reads 'Where Can I Travel Right Now?' and includes a sub-headline: 'We created an interactive map to provide you with key travel information for destinations across Canada and beyond. Discover where you can go safely.' To the right of the red banner is a 'Flight risk: Where can Canadians travel right now?' section with a 'NOW PLAYING' button. At the bottom of the screenshot, there's a navigation bar with a search bar and a play button.

# Website Metrics

Metrics	2020	2019	YOY% Change
Sessions	2,148,454	2,649,926	-19%
Pageviews	3,743,019	5,787,130	-35%
Avg. Page/Session*	1.74	2.18	-20%
Bounce Rate*	68.8%	63.8%	8%
Avg. Time on Site*	01:12	01:50	-35%
Goal Completions*	224,135	453,510	-51%

All data is 2020 YTD. For \* items, this is taken from .com. Goal completions reflect the Hotel Inquiry, Time on Site, Brochure Order, Enews Signup and Brochure Download goals

# *Website Conversion Goals*

## *Q3 2020 (July - September) Total Site Traffic and Goals*

**0.1% increase YOY combined site sessions (visits) compared to Q3 2019**

**26% decrease YOY combined page views compared to Q3 2019**

**10% of all sessions completed a conversion goal in Q3 2020 (.com only)**

### **Conversion Goal Completion**

- Time on Site Over 3:00 – 69,157 – 39% decrease vs Q3 2019
- Hotel Inquiry – 6,682 – 66% decrease vs Q3 2019
- Brochure Downloads – 2,079 – 82% decrease vs Q3 2019
- Brochure Orders – 411 – 79% decrease vs Q3 2019
- eNews Registration – 1,273 – 34% decrease vs Q3 2019

# *Website Partner Referrals*

## *Q3 2020 (July - September)*

### **Total Partner Referrals - 21,982**

- Profile referrals - 19,951
- Deal referrals - 1,536
- Event referrals - 384
- Sports referrals - 111

### **Total Partner Pageviews - 74,413**

- Profiles - 61,996
- Deals - 7,381
- Events - 4,658
- Sports - 378

**30% Click-through rate to Partners**

# PR & Promotions | United States Coverage Highlights

## YTD Coverage Snapshot

- Number of Articles: 374
- PR Impressions: 3,469,266,333
- Earned Media: \$7,245,111.37
- Average Quality Score: 72

## The New York Times

Why Work From Home When You Can Work From Barbados, Bermuda or ... Estonia?

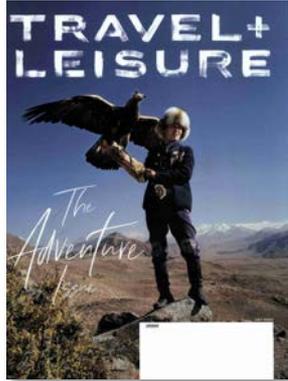
Bermuda's [Residency Certificate Policy](#), which was announced Aug. 1, has an application fee of \$263.

Edward David Burt, the premier of Bermuda, said that the certificate did not require any change in law (the country has issued [residential certificates](#) before), but rather an expansion of it. "This will certainly help with our tourism industry," he said. "You can have either 52 weeklong tours, or one 52-weeklong tour — the bottom line is the same: that it will support our economy."

In 2019, Bermuda reported \$419 million in leisure tourism revenue and more than 808,000 visitors — the most in the country's history. Not surprisingly, the pandemic has depressed these numbers. In the first quarter of 2020, Bermuda's tourism spending was \$19.8 million compared to \$32 million the previous year, and leisure air arrivals fell by nearly 44 percent.

*The New York Times – August 19, 2020 –  
Destination Feature*

# United States Coverage Highlights Cont.



Travel + Leisure – July 1, 2020 – Destination Feature

## THE WALL STREET JOURNAL



The Wall Street Journal – August 30, 2020 – Destination Feature



Garden & Gun – July 1, 2020 – Destination Feature

# United States Coverage Highlights Cont.



## Here's what happened when the world's most popular islands let tourists back in

Some of the world's most popular islands experienced a spike in Covid-19 cases after reopening to tourists this summer.

Now, governments are adding restrictions that range from outright tourist bans to increased testing and quarantine requirements, while other islands are indefinitely postponing plans to reopen.

### Other Caribbean and Atlantic islands:

Antigua, Bermuda and St. Lucia reopened this summer and have kept new infections relatively low. Jamaica is stable, though an upward trend in new cases is emerging.

Others have not been so lucky. Puerto Rico, Aruba and Turks and Caicos experienced a rapid increase in new infections in August, resulting in Aruba and Turks and Caicos being removed from the U.K.'s travel corridors list.

CNBC – August 18, 2020 –  
Destination Highlight



## Is the office obsolete? Many travelers hope so

Bermuda launched its [Work From Bermuda](#) program last month, allowing travelers to stay up to a year, income tax free, after securing a \$263 visa. New Yorker Kiwan Michael Anderson isn't applying for the visa but has been surprised to find himself working from the British territory. He goes there every summer to visit family and was worried the pandemic would end the tradition. But the island reopened to Americans on July 1, and he went, intending to stay for two weeks of vacation. When it came time to leave, his aunt asked him if he really had to go.

While this 14-day period is longer than most vacations, it would be do-able for extended stays. Even if there's no mandatory quarantine, Lee recommends doing a self-imposed one and continuing to social distance, wear masks, and avoid indoor gatherings afterward. So far, neither Bermuda nor Barbados has seen a spike in cases, but digital nomads should still take care, especially as epidemiologists expect another surge of infections this fall.

National Geographic – September 23, 2020 –  
Destination Highlight



## The new residency schemes inviting workers abroad

Now, Millard is hoping she doesn't have to return to New York City – at least for a while. She's applying for a new one-year residential certificate via the [Work from Bermuda](#) programme, which went into effect on 1 August. It would allow her to legally live and work remotely for up to 12 months in the British Overseas Territory, which lies in the North Atlantic about 1,050km (650 miles) off the US's North Carolina coast.

Bermuda is among a handful of small territories and nations around the globe which, after successfully managing the first wave of the virus, are now launching year-long remote worker visas in hopes of cushioning battered economies with an influx of monied foreigners. These new visa schemes posit a version 2.0 of the 'digital nomad' lifestyle – one that's slower, more calculated and, in some cases, aimed at an entirely different audience now that remote work has entered the mainstream.



BBC – August 26, 2020 –  
Destination Highlight

# United States Coverage Highlights Cont.

recommend



## Bermuda is Open for Travel

By Web Reporter September 1, 2020

Bermuda is open, safe and ready to welcome travelers. In August, the Centers for Disease Control (CDC) improved the island's ranking to Level 2—one of only four places in the world assessed with "moderate" COVID-19 risk level. Additionally, Bermuda just earned the **World Travel & Tourism Council** "Safe Travels" Stamp, which allows travelers to recognize governments and companies around the world, which have adopted health and hygiene global standardized protocols.

"Bermuda has taken safety seriously since the start of the COVID-19 pandemic and has emerged as an extremely safe place for travelers to visit in 2020," said Glenn Jones, interim CEO for **Bermuda Tourism Authority**. "We continue to enhance and elevate our protocols to protect our local community and put our guests' minds at ease, so they can fully enjoy and experience our island."

Recommend – September 1, 2020 –  
Destination Feature



## The way we ate: four memorable travel meals



### 2. Warwick, Bermuda – November 2019

Mountains and lakes are my personal preference, but despite that the beauty of **Bermuda** still spoke to me. On a Saturday morning during my time there last year, I took a cruise. I joined a group of journalists departing from Darrell's Wharf in Warwick. The smell of the sea lapping around the boat as we cruised around the island is still on my mind. As we cruised, with *soca* music blaring from the boat's speakers, we ate a traditional codfish breakfast. And later when we were back on dry land, we set off on a food tour.

Lonely Planet – September 1, 2020 –  
Destination Highlight



## Log on in paradise: The exotic destinations inviting remote workers



Bermuda is also hoping to persuade remote workers to transfer their home office to its stunning shores.

The "**One Year Residential Certification**" program allows travelers to move to the self-governing British Overseas Territory with, known for its sandy beaches and clear waters, to work remotely for a year, while those with children are permitted to enroll them in the island's private or public schools.

According to a statement from Bermuda's Premier David Burt, the scheme is open to "remote executives, self employed entrepreneurs and university students engaged in remote learning."

CNN – September 24, 2020 –  
Destination Highlight

Awareness & Relevance

BERMUDA

## *United States Coverage Highlights Cont.*

- **Interview & Speaking Opportunities in Q3**
  - **Caribbean Journal** - interview with BTA Interim CEO for CJ Invest biweekly newsletter focused on hotel and real-estate investment
  - **Skift** - interview for focused on Work from Bermuda programme
  - **The New York Times** - interview with Bermuda's Premier on Work from Bermuda
  - **The New Yorker** - interview with Premier on Work from Bermuda
  - **BBC** - interviewed with BTA Interim CEO on Work from Bermuda
  - **Wall Street Journal** - interview on Work from Bermuda
  - **Travel Age West** - interview on Bermuda's progress after reopening to international travellers
  - **Skift** - interview on diversity & inclusion in Bermuda
  - **Skift Global Forum** - BTA Interim CEO participated in online panel

# Q3 Facebook

On the Bermuda Facebook account, 49 posts were sent out during Q3, a slight increase from Q2. Content was paused briefly over this period during Hurricane Paulette, but quickly resumed once damage was assessed.

Some content this month reverted to a somewhat “business as usual” approach, but included the added news of Bermuda reopening to travellers, planning trips for COVID-19 travel, and the announcement of the Work from Bermuda programme.

Reach was up over this period, but engagements dropped. This might be attributed to more engaging videos in Q2, but also that competition for travel picked up in Q3, and larger conversations about the public’s relationship with Facebook might have changed some user habits. We gained new page likes, largely due to paid advertising returning and new people being introduced to the page.

Promoted posts for social content resumed in Q4 so we expect engagements to increase for the end of the year.

Q3 Facebook		
	Q2 2020	Q3 2020
New page likes gained	-378	6,071
Lifetime page likes	360,134	366,205
Engagements	418,070	298,503
Reach	1,290,851	1,628,392
Average engagement rate %	30.47%	18.33%

## Q3 Twitter

Based on 30 tweets sent over this quarter, Twitter engagements and impressions picked up significantly in Q3. This is likely largely aided by news about Bermuda's opening, the CDC rating, the limited hurricane damage, and the Work from Bermuda programme.

As in quarters past, video and photo content that is more polished and branded does well on this channel and we saw a lot of interest in video content over the Q3 time period.

	Q3 Twitter	
	Q2 2020	Q3 2020
New followers gained	77	185
Lifetime followers	30,098	30,283
Engagements	18,988	48,287
Impressions	333,234	569,617

## Q3 Instagram

With the 41 Instagram feed posts sent out during Q3, this content focused on topics ranging from travel planning through to inspiration. Images focused on wide open spaces, vibrant colours, and landscapes.

Reach increased over this period, but engagements were slightly down.

Promoted posts ramp up in Q4 and we should see engagement numbers pick up. As more competing destinations also have begun to lean on promoted posts, we should ensure we can also incorporate more UGC to showcase what sets Bermuda apart and showcase authentic glimpses of the visitor experience.

Q3 Instagram		
	Q2 2020	Q3 2020
New followers gained	592	3,849
Lifetime followers	78,340	82,189
Engagements	656,114	572,741
Reach	1,103,810	1,403,903

# Q2 Top-Performing Posts



Reached Users: 321,100  
Reactions: 15,525  
Post Clicks: 16,700



Engagements: 306  
Retweets: 33  
Likes: 268



Likes: 5,361  
Comments: 96

Content during Q3 had a lot of news to share: reopenings, COVID protocols, airline routes, and the Work from Bermuda Program which meant there was no shortage of exciting topics to focus on. Reach was up across the board as the last few posts of the quarter were able to be promoted, and we should see engagements start to pick up speed as promotion continues in Q4. Throughout monthly reporting, we have also noticed that other competing islands are levelling up their approach which means that Q4 is also likely to be quite competitive. Content that performed well this quarter typically benefited from landscape images that showcased the beauty of Bermuda and easily accessible and uncrowded spaces.



# *Greener*

Growing Bermuda by being pink,  
blue & greener

BERMUDA  
— AGILITY —

# *Bermuda Championship's Environmental Philanthropy*

The BTA worked with the Bermuda Institute of Ocean Sciences (BIOS) and Bruno Events to announce beneficiary projects of the 2019 Bermuda Championship. Philanthropic details were announced at our September 28 press conference at Port Royal Golf Course, which also delivered the news this year's Championship would go ahead with live spectators.



# *Bermuda Championship's Environmental Philanthropy* cont.



Last year's first PGA TOUR event held in Bermuda raised more than \$225,000 for 25 Bermuda charities, the largest of which was BIOS, a partner in last year's related Bermuda Climate Risk Forum hosted by the BTA during the week of the tournament. BIOS received \$124,400 from the Bermuda Championship for marine science and education initiatives, including eco-voluntourism and citizen-science programmes launching this fall.

“The grant has been invaluable in supporting our budding young scientists here at BIOS this summer, as well as the development of new educational initiatives in these unprecedented times,” noted Director of Education & Community Engagement at BIOS, Kaitlin Noyes, who manages the institute's Ocean Academy. “We are incredibly grateful and look forward to continuing to work with the Bermuda Championship, the Bermuda Climate Risk Forum, and the BTA team over the coming year.”



# *Infrastructure*

Enabling Frictionless Experiences

BERMUDA  
— AGILITY —

# *Air-Service Development*

Q3 continued a focus on maintaining close relationships with airline contacts as they planned resumption of service to Bermuda. Regular meetings were held with air stakeholders including Skyport, BAA, APAC air-service consultants, as well as hoteliers, to discuss changes to planned schedules and strategy. Airlines were kept up to date on Bermuda's protocols on a regular basis to ensure Bermuda remained top of mind for planning.

BTA hosted a meeting with hotel investors to bring them up-to-speed on development around airlift, marketing and other important aspects of the tourism recovery. It was the third such meeting since the start of the COVID-19 crisis. Local hotel owners were also briefed about the border-reopening process and our marketing plans.

Commercial air service resumed in early July as part of the new normal. BTA team members went to the airport to witness the visitor experience during the initial Air Canada flight from Toronto. "I was inside the airport to witness today's flight arrival, and I have to say, I was impressed," BTA Interim CEO Glenn Jones noted to media. "The teams in place meeting these first visitors were extremely professional, and the organisation of everything conveyed confidence to travellers. The process wasn't perfect, but any glitches can be easily remedied. I actually overheard passengers noting the experience was better than they thought it would be. I can safely speak for the entire tourism industry that getting this part right is critical, and based on what I've seen thus far, we have every reason to be thankful to all the agencies working so hard to get this right."

## *Air Service Development cont.*

The Air Service Development Working Group, comprising BTA, BAA and government representatives, worked with stakeholders to negotiate the move from London Gatwick to Heathrow by British Airways scheduled for March 28, 2021. We also gathered Bermuda-based corporate reaction to the gateway switch for a related press release. Reaction was overwhelming positive. Global business chiefs from across financial and other sectors on the island were included in our consultative process on air-service preferences last summer—and switching from LGW to LHR was big on the IB wish-list.

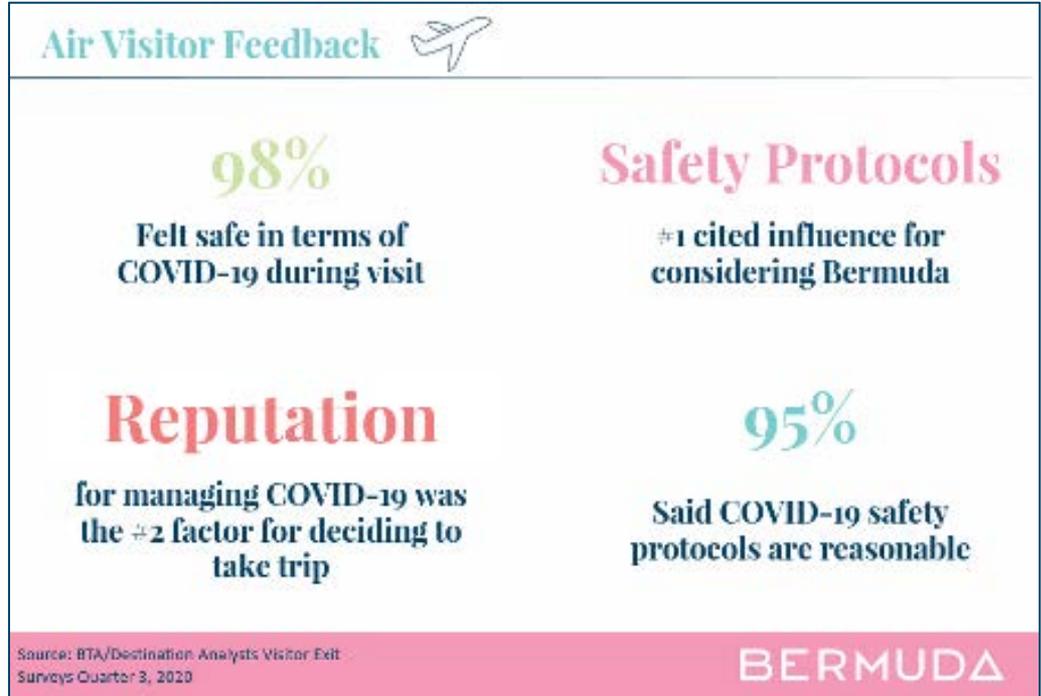


# *Cruise Travel*

- Held call with Port of Baltimore. All calls from there this year assumed cancelled. Mostly Carnival operates from this point
- Norwegian floated the idea of winter cruises to Bermuda from Boston, starting this winter. Still in exploratory phase
- CDC extended the US No Sail Order through September 30
- Plan for restart for cruise travel no sooner than April 1, 2021, is attracting more proponents. Still more consultation is required before it can be put fully into action

# Visitor Experience

Air & Cruise Exit surveys resumed as visitors returned in July. New questions were added to gather feedback on Bermuda's health & safety protocols and reputation during COVID-19.



# *Accessibility*

Members of the Experience Team worked with St. Peter's Church, St George's to install a sign that speaks to changes recently undertaken by the church to provide better accessibility to the graveyard for enslaved people. We discussed designs for the sign to be erected at the church, highlighting BTA contributions towards improvements on accessibility around the church grounds.

# *Investors Roadshow*

BTA took part in the Ministry of Finance's investors virtual roadshow. A total of 23 meetings were held over three days. The meetings preceded the government's borrowing effort, a critically important part of the country's economic recovery. Interim CEO Glenn Jones talked to investors about the tourism-recovery effort that is underway.





# *Local Involvement*

Growing with & through people

BERMUDA  
— AGILITY —

# *Bermuda earns World Travel & Tourism Council “Safe Travels” Stamp*

BTA teams successfully rolled out the **World Travel & Tourism Council (WTTC) “Safe Travels” Stamp** application process to a test group of businesses certified under the National Service Standards Programme. The pilot group was used to launch and test the WTTC programme locally, allowing NSSC-holders to get approved for the special seal they can display to tell the world they’re safe. In Q4, the programme would be offered to all tourism-related businesses in Bermuda.

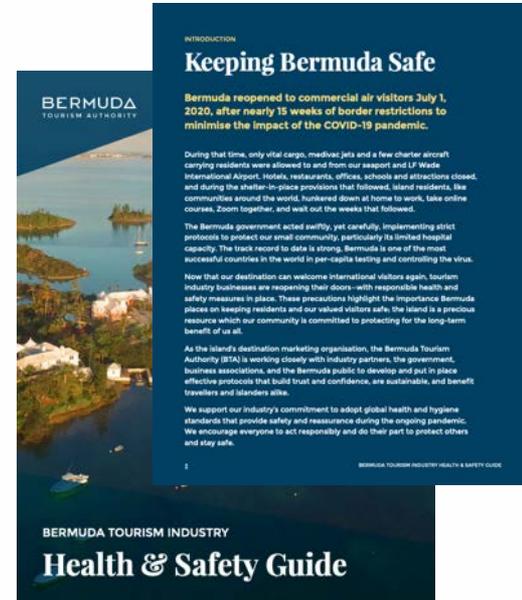


# Bermuda earns World Travel & Tourism Council “Safe Travels” Stamp *Cont.*

To apply, businesses first reviewed the **Bermuda Tourism Health & Safety Guide**, compiled and produced by the BTA, to ensure they aligned with expected global protocols for their respective sectors. They then applied under the tourism sector most relevant to their business via an online form created by the BTA detailing global standards/hygiene protocols.

The WTTC empowered the BTA to issue the stamp to local businesses meeting the highest COVID-19 public-health standards recommended by the World Health Organisation (WHO) and the US Centers for Disease Control (CDC). The BTA PR team is building Bermuda’s “Safe Travels” success into its communications plan around the island’s robust health & safety standards. The WTTC is one of several global bodies that have recognised Bermuda for its successful management of the pandemic. In Q3, the CDC ranked the island among just four countries assessed at Level 2 risk. In the UK, the Foreign & Commonwealth Development Office (FCDO) exempted Bermuda from countries from which returning British travellers have to complete a 14-day quarantine.

We also offered visitors undergoing Day 4, 8 and 14 testing, a thank-you postcard for following our travel guidelines and encouraging them to share their safe Bermuda experiences on social media using the hashtag, #BERMUDAisSAFER.



# *Stakeholder Engagement*

Throughout Q3, members of the BTA Leadership Team continued to attend a variety of regular meetings with myriad groups of local stakeholders to assess health & safety measures and receive updates on issues of national interest and concern. These included:

- Weekly ABIR-hosted associations meetings around COVID-19, with executives of ABIR, BIMA, ABIC, the Chamber of Commerce, Bermuda First, the Employers Council and the BDA
- Meetings with the Bermuda Hotel Association Sales & Marketing Committee
- Meetings with the Ministry of Health Border Re-Opening Committee
- Meetings with the Bermuda Airport Authority and Skyport
- Meetings with members and stakeholders of the Public Health Emergency Response Team (PHERT)

# *Stakeholder Engagement*

- A meeting between hoteliers, BRAVO, and Ministry of Health officials to discuss pandemic protocols and best practices for accommodation providers and Caribbean Public Health Agency (CARPHA) Tourism & Health Information System programmes
- Monthly Bermuda Comms Group meetings, an ad hoc gathering of communications professionals, to discuss current PR strategy on a variety of topics, including COVID-19, the Work From Bermuda programme, and the fall events calendar
- Meetings with new US Consul General Lee Rizzuto for an update discussion on Centers for Disease Control protocol levels for Bermuda, NY State's quarantine list and efforts to get Bermuda off it, the PGA TOUR Bermuda Championship, and other sporting events slated for the island this fall

BTA's Corporate Comms sent out a total of 18 press releases to local media and stakeholders in Q3, getting the word out on everything from our inside-out marketing campaigns like Indie Retail (July) and Staycation (September) Month promotions to Bermuda Championship news, World Tourism Day activities, and the island's speedy recovery from a direct hit September 14 by a Paulette, a Category 2 hurricane.



# Local Surveys

A local resident poll was conducted through Global Research Omnibus to gather sentiment from the local population on re-opening Bermuda to air and cruise visitors. Some 62% of residents in May felt re-opening to air visitors posed a considerable risk to their health, while in September only 12% felt that way. Residents were also asked to weigh in on a possible re-start date for cruise visitors of April 1, 2021.

## Resident Perceptions – Air Visitors

QUESTION: Risk To Health by Reopening Bermuda to Air Visitors



The % of residents who see the reopening to air visitors as a considerable risk to their health has decreased from 62% pre-opening to 12% two months after opening.

## Resident Feedback



Reopening to Cruise Ships  
on April 1<sup>st</sup>, 2021

Right  
Decision

Too  
Soon

Unsure

43%

33%

19%



Risk To My Health by  
Reopening to Air Visitors

MAY

vs

SEPT

62%

12%

Considerable Risk

Source: Global Research Omnibus –  
May 4<sup>th</sup>-7<sup>th</sup> & September 9<sup>th</sup>-13<sup>th</sup>

# Hotels

BTA visited six recently reopened local hotels. Talked with returned workers and witnessed some of the new health protocols. Although we have a long way to go, it's gratifying to see so many back to work, with 61% of hotel inventory back online. Some hotels were sold out over Labour Day Weekend — a combination of safely landed visitors and locals on staycations



# *Inside-Out Promotions*

In Q3 Bermuda launched a series of inside out promotions to encourage local spending, including Staycation Month and World Tourism Day both of which included promotional pricing for local residents.

In visitor marketing throughout July, we encouraged visitors to shop local from afar during the month-long Indie Retail Month promotion that highlighted small businesses with international shipping and online ordering.

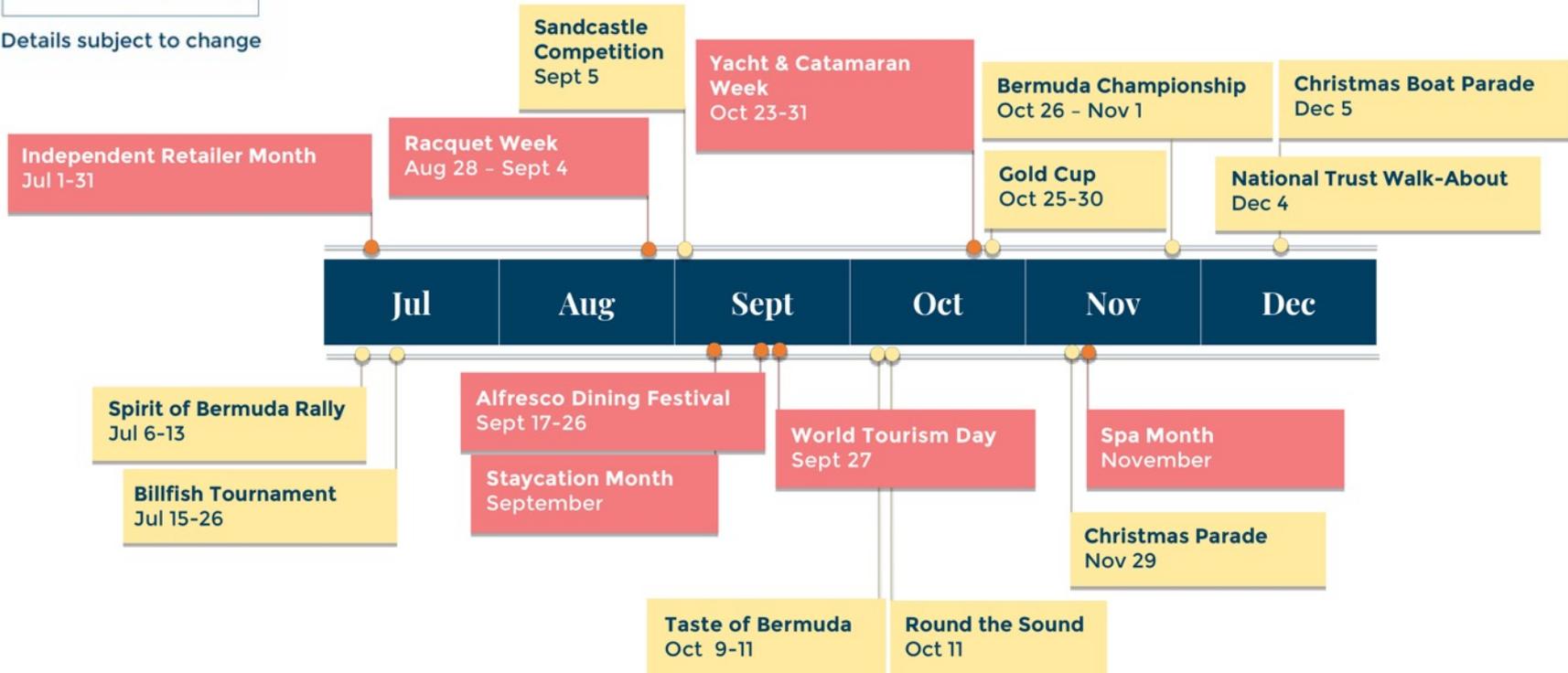


# Bermuda Events & Promotions

Promotion 

Event 

Details subject to change



# *Independent Retailer Month*

Our Stakeholder Taskforce launched Independent Retailer Month in July to stimulate spending on the tail-end of Bermuda's reopening. A total of 76 retailers registered for the promotion, more than expected. Retailers with click-and-ship operations were given the greatest exposure and had extra points when offering Bermuda-inspired or Bermuda-made items. This was because they also had the potential to appeal to overseas consumers who would normally be travelling to the island.

A survey was distributed to participating retailers to learn their thoughts about the initiative. It was followed by a postmortem session with a small group of retailers to understand the performance of Independent Retailer Month from their perspective. Broadly speaking, they wanted more exposure, more content, more resources, which is food for thought for the future, but at the time could not have been accommodated given BTA's reduced workweeks and the border reopening. Our next step is strategising another opportunity in the lead-up to the holiday shopping season.

BERMUDA  
INDEPENDENT  
RETAILER MONTH

July 1 - 31



# *Alfresco Dining Festival*

The BTA created a promotion to drive spending at local restaurants, in a bid to support the hospitality industry after lockdowns and border closure. Between September 17–26, more than 33 restaurants created alfresco offerings as part of the first Alfresco Dining Festival. Included were three signature events; unfortunately, one of them, Bermudiana Live—a street food festival slated for Bermudiana Road, Hamilton—had to be cancelled due to inclement weather. The other two events were:



- Dinner In White (September 24)—This sold-out event was a huge success. Key points from our feedback survey:
  - 100% of respondents felt this experience allowed them to engage with Bermuda’s food culture and local ingredients
  - 100% were either satisfied or very satisfied with the experience
  - 100% of respondents felt safety measures made them feel either very safe or safe
  - 89% felt the experience was either very good or good value for money. No one felt it was bad value for money
  - 100% would recommend this to a family member or friend
  - 100% would buy this experience again in the future

## *Alfresco Dining Festival Cont.*

- West End Alfresco Finale (September 26)–Likely due to an unpredictable weather period, this event struggled to attract a large turnout despite our heavy promotion via social media and radio interviews. Participating restaurants included: Anchor, Bone Fish Bar & Grill, Frog & Onion Pub, Snorkel Park, Dockyard Pastry Co. and The Media Lounge.

Notably, our push for alfresco innovation saw Wahoo's Bistro in St George's receiving permission to extend its alfresco dining offering outside its Water Street entrance—after a decade of lobbying by the owner (and 10 weeks of lobbying by the BTA Experience Team).

# Racquet Week

- As a local nod to the US Open and Bermuda's USTA partnership, the BTA created a themed event with Gosling's at WER Joell Tennis Stadium, Pembroke, to celebrate the launch of Racquet Week which gave a nod to the ongoing New York. "Tennis: The Bermuda Legacy" also paid tribute to the legacy of Bermudian tennis pioneer Mary Ewing Outerbridge, to Bermuda as the official tourism partner of the US Open, and to next spring's Courts & Shorts event. There was also an emphasis on tennis as a year-round Bermuda sport. Some key stats from the event's feedback survey:
  - 83% of participants either agreed or strongly agreed the experience allowed them to engage with Bermuda's role in the history of tennis
  - 100% of participants were either satisfied or very satisfied with this experience
  - 92% of participants felt safety measures in place made them feel safe or very safe. No participants felt unsafe
  - 83% of participants felt the experience was good or very good value for money. No one felt it was bad value for money
  - 100% of participants would recommend the experience to a family or friend
  - 92% would buy the experience again in future

BERMUDA  
RACQUET WEEK

August 28 - September 4



# *Workforce Readiness*

## *—PwC survey*

BTA re-engaged PwC to update the Workforce GAP originally commissioned in 2019, to quantify changes to industry employment projections caused by COVID19. The update was intended to provide an analysis that would inform industry training in both the immediate and short term. As the total economic effect was still unknown, the report was divided into two parts: Part 1 was to provide an overview of the immediate after-effects on previously forecast workforce capacity and gaps through year end. Part 2 will be completed in January 2021 and focus on anticipated industry needs for the season. The report was ready for review at the end of August.



In further support of the suspended Learn-to-Earn programme, BTA forwarded a letter for the Chamber to send its restaurant division on the employment of programme participants. The food-and-beverage server programme saw 12 people successfully complete the formal certification required; all were in their second of four on-the-job training rotations when the programme was suspended amid the COVID-19 shutdown in April. Of the dozen, eight trainees were actively looking for employment when the business restrictions were lifted. In addition, four people who successfully completed the foundational certification course prior to the suspension were also looking for employment.

# *Learning & Development*

## *National Service Standards Programme (NSSP)*

To ensure the National Service Standards Programme continues to adapt to changing industry needs and protocols, a survey was sent to all businesses who had engaged with the programme since its inception. This included companies that may have expressed interest, but did not register, as well as those who did not complete the certification processes. Results are expected in Q4.



## *Hospitality Skills = Life Skills Programme*

The HS = LS Programme was moved to an online learning platform early in Q3 to ensure readiness for roll-out in September.

**HOSPITALITY  
SKILLS** | *Life Skills  
Programme*

# *Learning & Development Cont.*



## *Certified Tourism Ambassador (CTA) Programme*

Following Q2's successful launch of web-based CTA training, those courses also continued in September.

More than 300 CTAs also responded to an in-depth survey on the programme's relevance, challenges and opportunities. Results showed the programme is highly valued by participants and identified areas of opportunity to increase its relevance to hospitality businesses:

### Decision to Participate:

- 51.7% personal choice
  - 26.3% Employer required
  - 22% volunteer organisation required
- Was working at a hotel and wanted the certification
  - To be of service to the tourism industry
  - Helpful as an Airbnb host
  - For job advancement

### Outcome from participation:

- 92.22% Helps frontline workers increase their knowledge of the region
  - 82.24% Provides answers to questions received from visitors
- "I learned so much about Bermuda when I thought I knew it all from being in school, so it was very mind-blowing"
  - "The programme taught me so much more than I am almost embarrassed to say I knew about my own island home"
  - "I'm a guest worker, so I learned a lot, if not all new information about Bermuda"
  - "I was unaware of how BTA categorises all tourists by age, family, interests, etc. I also was unaware they were trying to tap into the [Black audiences] who travel. As someone who falls under that category, I was excited."



# *Innovation*

Think like a visitor

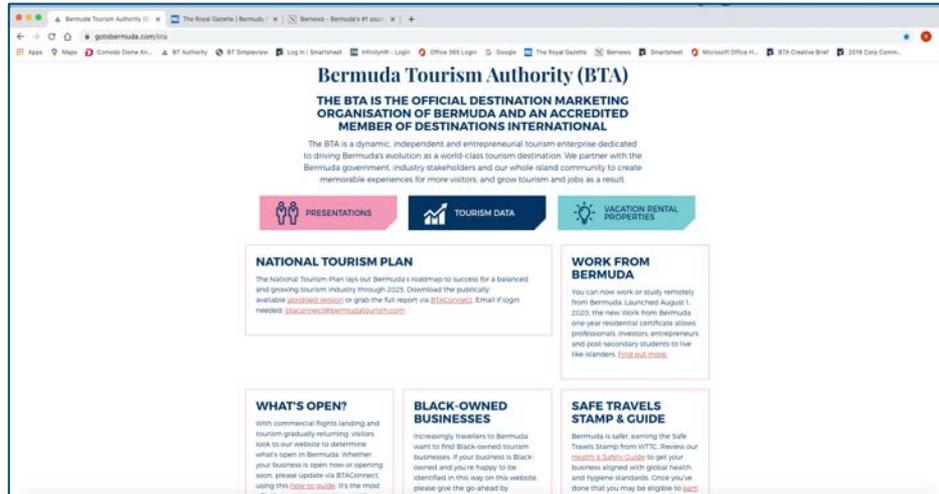
# *The New Travel Authorisation*

The BTA's Business Intelligence & Technology Team worked with the government's Department of Health to launch the island's new Travel Authorisation to facilitate border re-opening. This process allows for approval of travellers prior to arrival based on border protocols, covers the cost of testing, and facilitates real-time data collection from travellers paperlessly. The system went live July 1 via the government's portal in time for the border re-opening.

# BTAConnect Upgrades

Additional fields were added to BTAConnect, our stakeholder portal, giving industry registrants increased management over their online listings on [gotobermuda.com](https://gotobermuda.com). The following features/fields were added:

- Adjusted Open Hours
- Open Now
- Digital Only
- Black-owned



Using the portal, stakeholders can also now submit their tour and/or excursion details for inclusion consideration in our quarterly “Out Here” seasonal guides. The BTA launched a video to encourage businesses to get the green “what's open” badge on their [GTB.com](https://gotobermuda.com) listing: <https://vimeo.com/454149672>

# *Reopening of Bermuda Visitor Services Centres (BVSCs)*

With the border reopening, VSC Tourism Ambassadors were relocated to the airport to ensure arriving passengers were informed about the Island's COVID-19 protocols, to answer visitor questions, and to encourage visitation to open attractions.

Hamilton's VSC reopened July 1 with full COVID-19 protocols in place, including a one-way entry/exit system and updated bathroom fixtures to ensure compliance with best practices. During that month, plexiglass rails, external and internal, were replaced with mesh railing, offering unrestricted views of the harbour throughout the building and on the top floor. The new rails eliminated the previous need to remove them externally before high winds.



# *Reopening of Bermuda Visitor Services Centres (BVSCs) Cont.*

Additionally, new artwork was installed on the main floor and the new meeting room on the middle floor was completed, providing a fully functional private rental space. This was used numerous times during Q3 for private and public events, including a rum-tasting visitor experience and a live discussion hosted by the Premier.

Also, in July, our Purchase with a Purpose campaign, launched in Q2, officially ended; \$750 raised during the promotion was donated to assist unemployed hospitality workers via a programme run by the Chamber of Commerce. At month's end, The Birdcage reopened on the top floor, and maintained full operations throughout the quarter except during hurricane closings.

The Dockyard VSC opened for weekend traffic only in Q3, while the St George's VSC remained shuttered, with plans to reopen slated for October.



# *Transport Liaison*

BTA met with Rugged Rentals to get an update on operations and restart discussions on a promotional partnership:

- During COVID-19, RR donated vehicles to essential workers
- There are still only seven cars; expecting two shipments of 12 by the fall
- Complications from COVID-19 stalled its new website design and app release
- Currently shooting new promotional content
- A partnership with Rosedon is on hold; charging stations are installed at Rosewood and Rosedon



We met with a local stakeholder about the viability of BTA sponsoring newly proposed “tuk-tuk” tours; approvals are needed before further conversation can be had.



# *Teams & Groups*

Growing through Groups  
(MICE, Sports, Etc)

BERMUDA  
— AGILITY —

# *Nautical Tourism Relaunches*

The BTA hosted a media chat to talk through the return of two nautical tourism events in July: the “Spirit of Bermuda Rally” and the Billfish Triple Crown. Both festivals were sparsely attended by visitors when compared to similar events of past years, but the effort demonstrated Bermuda was back in business—albeit a gradual return.



# BERMUDA TRIPLE CROWN BILLFISH CHAMPIONSHIP: July 15–26



- Annual 12-day event combining three fishing tournaments
- Bermuda Billfish Blast: July 15–18
- Bermuda Big-Game Classic: July 19–22
- Seahorse Anglers Club Billfish Tournament: July 23–26
- Six international game-fishing boats
- Two accompanying superyachts
- Close to 50 overseas visitors

# SPIRIT OF BERMUDA RALLY & FESTIVAL OF SAIL: July 10–12



- Three days of sailing events
- Friday: four US yachts arrive from Annapolis & Newport
- 22 ocean-racing crew visitors
- Saturday: race by Spirit of Bermuda, local catamarans & cruising yachts
- Sunday: “Festival of Sail” in Town of St George’s with Comet Class and gig races, onshore activities
- 52nd-anniversary celebrations of East End Mini Yacht Club (EEMYC)

# *On-Island Events*

## **Bermuda Courts & Shorts Partnership with United States Tennis Association (USTA)**

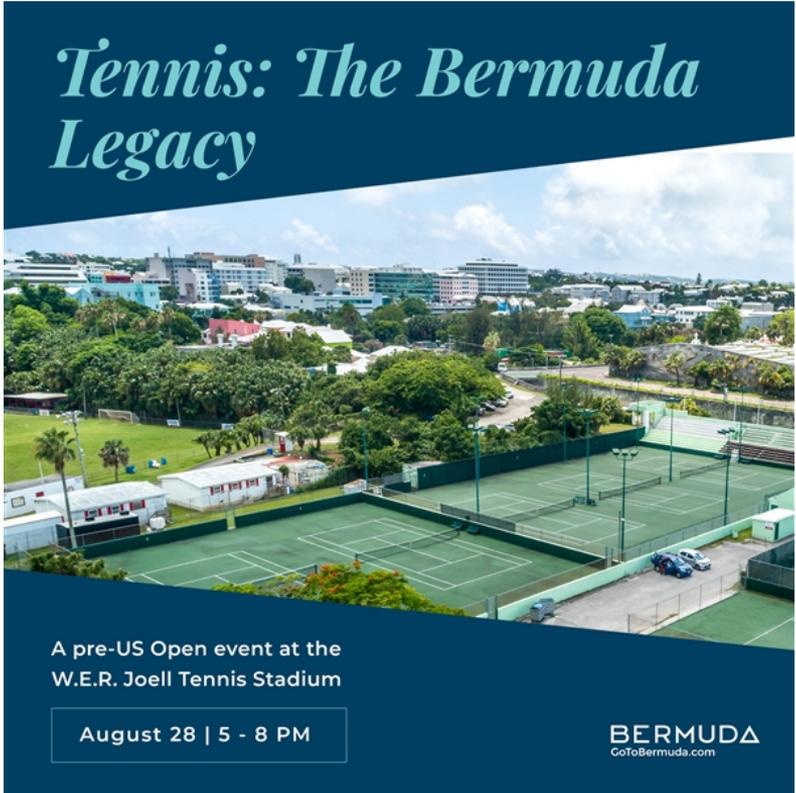
- Updated dates **April 16–17, 2021**
- Confirmation of Andy Roddick as one of the participating tennis stars
- Continued support from Destinations Services on logistics



# *On-Island Events*

## **Tennis Weeks**

- Launched **Tennis Week**
- Watch party for the opening of US Open
- Organised free tennis court rentals for the week with WER Joell Tennis Stadium



*Tennis: The Bermuda Legacy*

A pre-US Open event at the W.E.R. Joell Tennis Stadium

August 28 | 5 - 8 PM

**BERMUDA**  
GoToBermuda.com

# *On-Island Events*

## **Sports Tourism Opportunity Talk Hamilton Princess**

- Hazel presented on a variety of sports topics including:
  - How to get involved
  - Sports that Bermuda is pursuing
  - Sports Investment process
  - Pursuing diversity in our sports events
- Talk was across all sports categories

## **Black Sports Group Meeting**

- Developed committee to explore Black sports development
- Discussed options to attract more black travellers
- Working to pull together Black golf championship with PGA Magazine in 2021



# *Sports Logistics*

## **World Triathlon Bermuda**

- Negotiating dates for 2021 World Triathlon event
- On-going meetings with local stakeholders.
- Appointing LOC members/key employees to continue WT 2021 planning
- Contract negotiations with Partners/Sponsors
- Mapped logistics to ensure successful event delivery
- New brand management from World Triathlon
- Creation of sponsorship materials
- Strategy development





# *Sports Logistics*

## World Tens Series ( Rugby)

- Entered into partnership with World Tens
  - Dates; October 14–November 8
  - Potential of 3,500+ room nights
- Assisted with submission of government exemption for mass gatherings
- Worked with partners and World Tens to negotiate
  - Accommodations
  - Transportation
  - COVID-19 testing possibilities
  - Training facilities

# *Partnership Engagement*

## **PGA MAGAZINE**

- Set up calls with PGA Magazine and multiple properties
  - Discussed potential partnering on tour operator side to develop packages to sell
  - PGA Magazine took feedback to develop package
  - Follow-up throughout month
- Included on the morning read email from PGA magazine
  - Highlighted the Bermuda Championship



**PGA**<sup>TM</sup>  
MAGAZINE.COM

# *Sales Activities*

## **July – September**

- Destination International Virtual Annual Conference/July 14–15
- North East CVB Reps State of the Destinations Zoom Meeting/July 20
- Wanderlust Wednesdays (Overton Travel) Bermuda via Zoom/July 22
  - 33 participants
- Smart Meetings NE Virtual Meetings/July 23
  - 14 one-to-one/8-minute Meetings with Planners
- BI Worldwide WebEx Bermuda Presentation/July 28
- HSMAI Zoom Meeting/August 5
  - RE: Virtual Site Inspections
  - 58 participants
- AMCI's Engaged 2020 Virtual Conference/August 6 & 7

# *Sales Activities* *Cont.*

## **July – September**

- AMCI's Engaged 2020 Virtual Conference/August 6 & 7
- CVENT Connect Virtual/August 25 & 26
  - 35,000+ Virtual Attendees
  - 2021 scheduled in Las Vegas (Live and Virtual)
  - Breakout Sessions - Hybrid Events - In-Person and Virtual, Insights into a Recovering Industry, Virtual Site Visits, Safe Meetings Technology – Group Business
- CVENT Zoom - How to Become Hybrid Event Ready/September 9

# *Sales Engagement Highlight*

## **Virtuoso Travel Week - Virtual Trade Show August 10-13**

Conducted 97 10-minute sessions – 104 agents attended. 4,185 attendees, 96 countries, 72,768 networking meeting



## **Connoisseur Travel Webinar - August 19**

Conducted 30 min webinar: 43 agents and clients attended



CONNOISSEUR  
TRAVEL



WORLD TRAVEL HOLDINGS

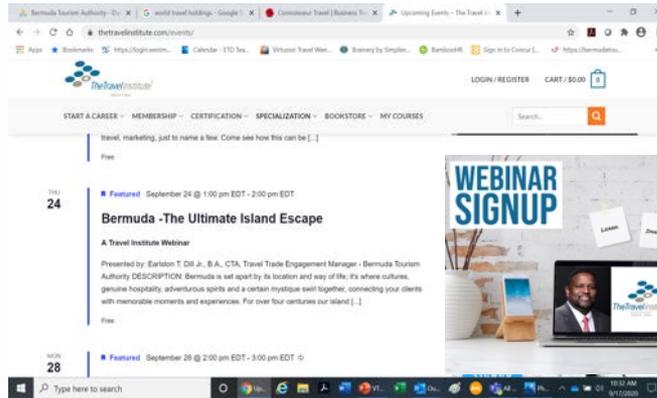
# Sales Engagement Highlight Cont.

## The Travel Institute Webinar – September 24

Conducted 45-minute webinar. 121 agents attended

## Bermuda Tourism Authority webinar – September 30

Conducted 30-minute “Bermuda is Open. You are Welcome” webinar. 81 agents attended



### *Bermuda is Open and Welcoming Visitors to the island*

Learn more in this upcoming webinar



Pristine pink-sand beaches and wide open natural spaces are once again within easy reach for your client.

Get everything you need to plan your client's trip, from travel protocols and the Bermuda Authorisation Process Form to information on safe, clean accommodations.

Date: September 30, 2020  
Time: 1:00 pm EST  
Webinar ID: 962-815-235

[REGISTER NOW](#)

# *Destination Services Cont.*

## Events

- Virtual Events
  - July 14–15: Attended Destinations International first-ever virtual Annual Convention and the premier educational event for destination professionals
  - August 25–26: Attended the Cvent Virtual 2020 Event, largest gathering of event and hospitality professionals. There were 42,000 registrants
  - August 28: Toast Tennis Event - Liaised with Experience Team and Gosling's for VIP Experience at WER Joell Tennis Stadium
- Press Conference
  - September 28: PGA Tour's Bermuda Championship - Organised press event at Port Royal Golf Course for announcement of live general admission spectators and ticket sales for October tournament
- Pre-Event Planning
  - Bermuda Tourism Summit planned for October 16. Virtual, in-person or hybrid event was to be determined. Research began of available on-island resources to meet technical needs



# *Destination Services Cont.*

## **Content Assistance Sports Team Services**

- **Content Assistance**
  - **Web Articles:** Began updating private chef offerings and researching new food experiences for BTA website
- **Sports Team Services**
  - Prepared itinerary for PGA Golf Ambassador FAM trip: **five days/four nights, November 16–20**
  - Provided Runner's Paradise itinerary for submission to potential Endurance groups for 2021

ARTICLE

### **Bermudian Cuisine: Personal Chefs**

Out here, good taste is served up daily. While you'll find plenty of delicious options in Bermuda's restaurants, an at-home experience in a private venue or vacation rental will give you a true taste of what the island has to offer.



# *Destination Services Cont.*

## Bermuda Customs Bermuda Immigration

- Bermuda Customs
  - The re-start of arriving sports groups and film crews began in September with need for exemption of Customs duty for approved tourism events. Bermuda Customs Department clarified with BTA the uses of Customs Procedure Codes (CPC) 5022, 4231 and 5007 related to tourism shipping/ imports
- Bermuda Immigration Services
  - Worked with BTA internal resources and Department of Immigration to process work-permit applications for upcoming October and November events, as well as film/ photography groups



### Tourism Related Customs Procedures

Government of Bermuda

Customs Department

Custom House

131 Front Street

Hamilton , Bermuda HM12

customs@gov.bm 441 295 4816

# *MICE Activities*

## **MICE Webinars**

- Completed webinar on July 14 to announce the re-opening of the island

## **Results**

- 10 meeting planners from across Canada

## **Communication**

- Provided “Working from Bermuda” information to 30 top meeting planners across Canada
- Conducted a focus group on future MICE trends and feasibility of Bermuda as a destination wedding & intimate social gathering destination. Focus group consists of 15 meeting planners across Canada
  - Associations are looking at the hybrid model as the way to offer attendees two options: a smaller, in-person event that adheres to social-distancing requirements or a virtual experience
  - 2022 is looking better. Planners have large trade shows looking to book in Q1 of 2022 and most meeting planners are focusing on 2022
  - Bermuda is a viable destination for luxury weddings, small private groups (max 10 guests), and milestone celebrations. However, most don't anticipate any international outbound travel to be considered until early 2021 or later

## **MICE Conferences**

- Attended the Meetings Mean Business virtual event
- Three key takeaways:
  1. Small regional live events should be next on your radar
  2. The pandemic has pushed the industry to reinvention
  3. Meetings and events can be the key to rebuilding local economies everywhere

## **Meetings**

- CWT - Followed up with Marita on prospect group to Bermuda in April 2021. The group has been cancelled due to the closure of Fairmont Southampton
- Global Cynergies - Followed up with Lucy on prospect group to Bermuda in February 2021. Waiting for an update
- Vision Travel Solutions - Tentative MICE webinar in October (dates TBC)
- Think Incentive - Tentative MICE webinar in November (dates TBC)

## **Q4 Strategy**

- Conduct two webinars to promote 2021 and 2022 business in Bermuda for executive meetings

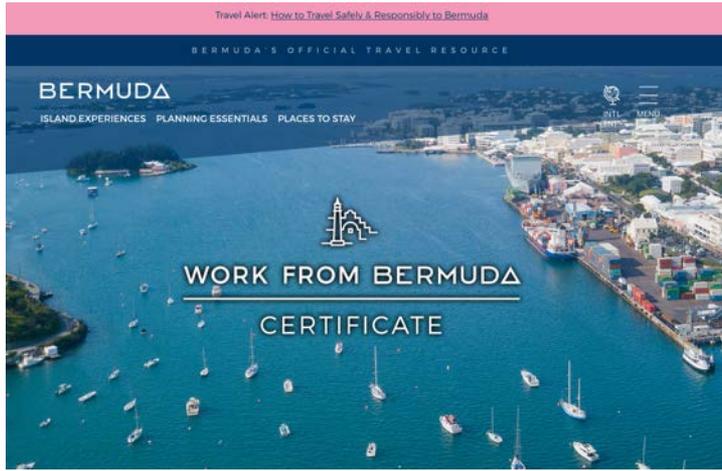


# *Year-Round*

Embracing Seasonality

BERMUDA  
— AGILITY —

# Work from Bermuda Certificate

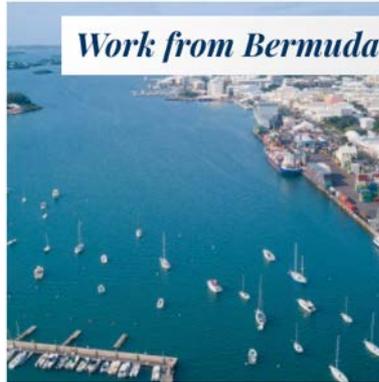


The BTA worked closely with the Ministry of Labour to build out a policy framework to advance the new one-year residency policy, the Work from Bermuda Certificate. After the policy was announced to take effect Aug 1, the BTA arranged for the Premier to talk with a reporter at Bloomberg News, leading to a same-day online story that was widely shared. The policy aims to attract an increased population, plus more spending in Bermuda's tourism and general economy. We worked in collaboration with the BDA, the Bermuda Government, and related stakeholders to finesse policy framework and create a marketing plan for the WFB launch.

A **special section** on [gotobermuda.com](http://gotobermuda.com) launched July 31: its landing page generated 14,842 page views in a single week. Media value during Q3 was \$1.5M-plus. And the share of WFB applicants with chief/owner/director/president in their corporate titles was found to be as much as 25 percent.

The BTA joined the BDA on two working groups that helped guide the government throughout its decision-making in this effort. We also collaborated on two projects after the programme's launch: the creation of a WFB networking community of new and existing residents, and a joint webinar to announce the programme to local tourism and business stakeholders. The latter, held August 26, attracted more than 160 registrants and garnered positive feedback from our community. The session featured a panel that included new WFB arrivals who extolled the programme and working life in Bermuda.

# Work from Bermuda Webpage



Upgrade your work-from-home. Work or study remotely from your new island home for up to a year.

[LEARN MORE](#)

## RESOURCES & INFO TO KNOW



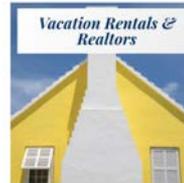
A blue chip destination with business infrastructure, contemporary culture and healthy, luxurious island living.

[LEARN MORE](#)



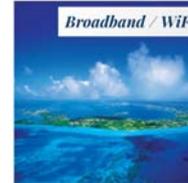
Upgrade your work-from-home. Work or study remotely from your new island home for up to a year.

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Live and work from one of many colourful long-term vacation rentals with stunning views.

[BROWSE RENTALS](#)



Speeds up to 500Mbps and seamless all over coverage provide solid WiFi connection across Bermuda.

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Offering well-equipped executive board rooms and training spaces to private offices and collaborative spaces.

[FIND A WORKSPACE](#)



A variety of hotel properties, from resorts to cottages, are offering extended stays in their worry-free environments.

[EXPLORE YOUR OPTIONS](#)



Eco-friendly electric vehicles allow you to explore the whole island, in style. Long-term rentals available.

[EXPLORE CAR OPTIONS](#)



The Bermuda Business Development Agency's Concierge Service assists with every detail of your move.

[SEE SERVICES](#)

# Media coverage: Travel Industry Today – August 2020

## Online

**Title:** WHY NOT WORK IN BERMUDA:  
Safe, friendly, close, beautiful.

**Journalist:** N/A

**Article Link:**

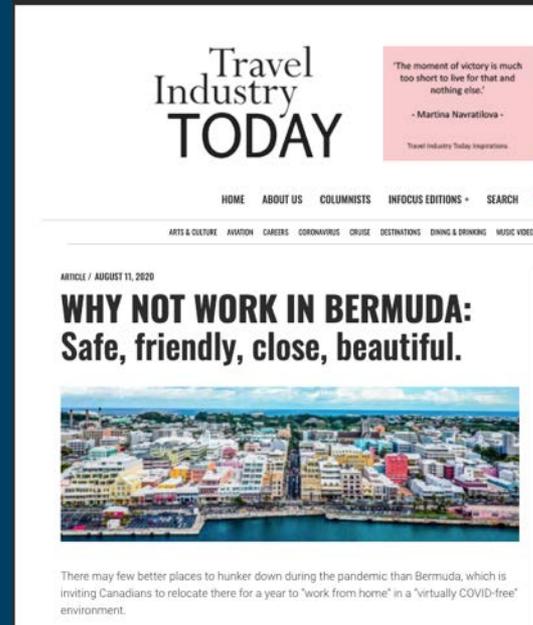
<https://travelindustrytoday.com/why-not-work-in-bermuda-safe-friendly-close-beautiful/>

**How was it secured:** Targeted Pitching

**Media Ad Value:** \$3,000

**Reach:**

- Online impressions: 50,000



# Media coverage | Travel Pulse Canada – August 2020

## Online

**Title:** Bermuda Welcomes Visitors to Work Remotely

**Journalist:** N/A

**Article Link:**

<https://ca.travelpulse.com/news/destinations/bermuda-welcomes-visitors-to-work-remotely.html>

**How was it secured:** Targeted Pitching

**Media Ad Value:** \$1,500

**Reach:**

- Online impressions: 25,000



# Media coverage | *Truc et Bricolages* – August 2020

## Online

**Title:** Les Canadiens sont invités à vivre un an aux Bermudes

**Journalist:** N/A

**Article Link:**

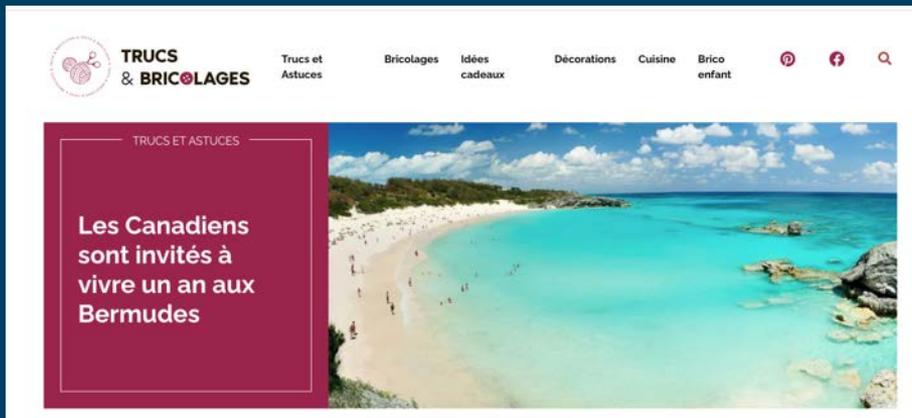
<https://www.trucsetbricolages.com/trucs-et-astuces/les-canadiens-sont-invites-a-vivre-un-an-aux-bermudes>

**How was it secured:** Targeted Pitching

**Media Ad Value:** \$15,300

**Reach:**

- Online impressions: 255,000



# Media coverage | Travel Pulse Quebec – August 2020

## Online

**Title:** Les Bermudes invitent les Canadiens à venir passer un an sur l'île

**Journalist:** N/A

**Article Link:**

<https://www.travelpulsequebec.ca/nouvelles/destinations/les-bermudes-invitent-les-canadiens-a-venir-passer-un-an-sur-lile.html>

**How was it secured:** Targeted Pitching

**Media Ad Value:** \$1,500

**Reach:**

- Online impressions: 25,000



# Media coverage | Travel Press – August 2020

Online

**Title:** Work From Home... In Bermuda

**Journalist:** N/A

**Article Link:**

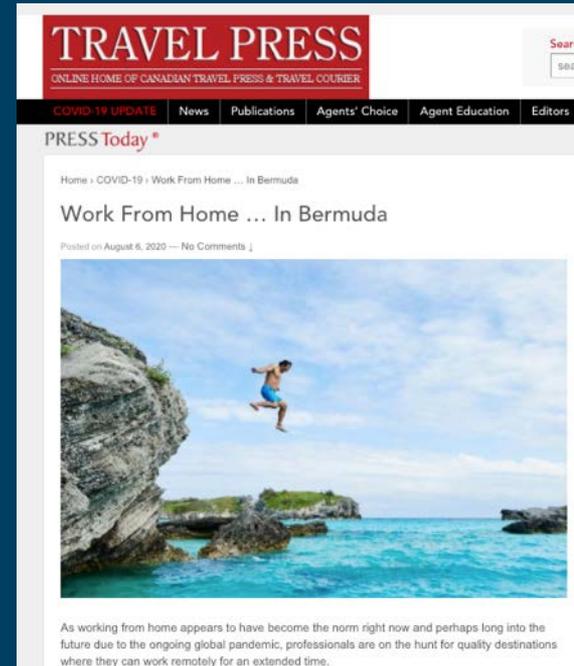
<https://www.travelpress.com/work-from-home-in-bermuda/#.X4cohZNKjuR>

**How was it secured:** Targeted Pitching

**Media Ad Value:** \$2,100

**Reach:**

- Online impressions: 35,000



*Year Round*

BERMUDA

# Media coverage | DRIFT Travel – August 2020

## Online

**Title:** Bermuda Welcomes Visitors from Around the World to Work Remotely

**Journalist:** N/A

**Article Link:**

<https://drifttravel.com/bermuda-welcomes-visitors-from-around-the-world-to-work-remotely/>

**How was it secured:** Targeted Pitching

**Media Ad Value:** \$15,000

**Reach:**

- Online impressions: 250,000



# Media coverage | Canadian Travel News – August 2020

## Online

**Title:** Work For a Year From Beautiful Bermuda

**Journalist:** Jim Byers

**Article Link:**

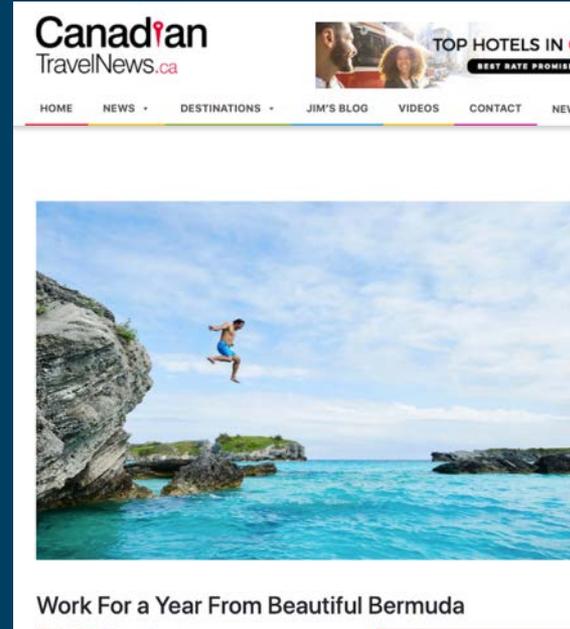
<https://canadiantravelnews.ca/2020/08/04/work-for-a-year-from-beautiful-bermuda/>

**How was it secured:** Targeted Pitching

**Media Ad Value:** \$1,050

**Reach:**

- Online impressions: 17,500



# Media coverage | EverythingZoomer – September 2020

## Online

**Title:** Work From Home on a Tropical Island

**Journalist:** Vivian Vassos

**Article Link:**

<https://canadiantravelnews.ca/2020/08/04/work-for-a-year-from-beautiful-bermuda/>

**How was it secured:** Targeted Pitching

**Media Ad Value:** \$6,540

**Reach:**

- Online impressions: 109,000

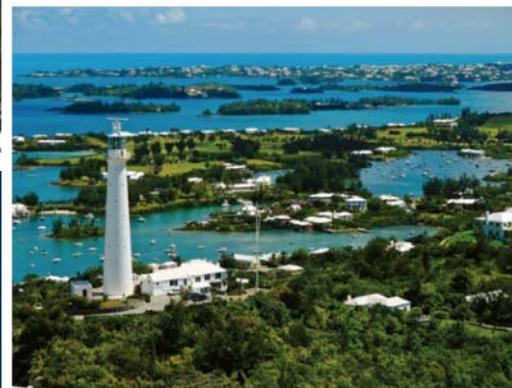


The screenshot shows the top portion of a Zoomer article. The navigation bar includes 'HOME', 'HEALTH', 'MONEY', 'TRAVEL', 'FOOD', 'STYLE', and 'BOOK CLUB'. The article title is 'Work From Home on a Tropical Island' by Vivian Vassos, dated September 1st, 2020. Below the title is a social media sharing bar. The main image shows two people sitting on a white lounge chair on a beach, clinking two red drinks against each other at sunset. A caption below the image reads: 'A toast to the end of another work day. Photo: Courtesy of Visit Barbados'.

### Island Time

Bermuda's new "Work From Bermuda" Certificate Programme allows travellers 18-plus to move to the island for a year while working remotely, including the flexibility to travel back and forth seamlessly and to bring the family along as well. Application fees cost US\$263.

Bermuda offers physical and social security – and a virtually COVID-19-free environment. According to the country's authorities, the island has proven to be one of the most successful countries in the world at controlling the virus and testing per capita, reopening to visitors in July with responsible health and safety measures in place. The Center for Disease Control (CDC) also has Bermuda on alert level 2 (most countries are still at level 3), which is an advisory to practise enhanced cautions, as it deems the COVID-19 risk there to be moderate.



# *Superyacht Strategy's Silver Lining*

In Q3, BTA ramped up efforts to appeal to superyachts. While an overall Superyacht Strategy is being completed targeting the spring of 2021, our teams continued working on specific tactics to reach out to global charter brokers and managers, along with captains who are instrumental in determining yacht itineraries. Initial plans created earlier in the year to attend key boat shows to achieve such outreach were put on hold due to COVID-19. Yet, the pandemic brought with it a silver lining for this sector—and boosted yachts' attraction to Bermuda thanks to our health and safety record.

During Q3, we doubled down on efforts to leverage Bermuda's new superyacht charter legislation enacted in January 2020. The BTA worked to coordinate a Superyacht Webinar, that would be staged in Q4, and target overseas decision-makers.

Meantime, BTA's BI & Intelligence unit is streamlining statistics for arriving yachts and superyachts and working with authorities to facilitate a frictionless arrival process. An economic impact model is also in development to assess the value of visitation by superyachts to Bermuda.



## *Public Gatherings Explored*

BTA held multiple conversations with government officials on the public-gathering exemption process and ways the BTA could best work through this part of the New Normal. A Smartsheet was created to keep track of tourism events on the horizon and our progress for obtaining public-health exemptions when necessary. We also made progress on COVID-19 testing solutions that should make it easier for sports groups to schedule their testing times weeks in advance, lessening the possibility they have to test during timeframes when they are supposed to be playing and training.

# Black Culture & Heritage

Launched new webpage celebrating Black culture and heritage, including new content such as foodie itineraries, info on beaches and street-art tours, live music, Black-owned businesses, and more

## TOP THINGS TO SEE & DO



### Beaches and More

Crystal-clear waters, towering rock formations, lush trails and that famous pink sand – it's always beach season in Bermuda. Some of our [top 10 local beaches](#) include Horseshoe Bay and Tobacco Bay for their local drinks, views and music, while there are other [beaches for sun-seekers](#). With 75 miles of dramatic coastline – there is a beach for every personality – it feels like your own private island. When the orange sand digs into the blue ocean here, you may just witness one of the greatest sunsets of your life.

### African Diaspora Heritage Trail

Bermuda's population is made up of 60% by people whose ancestry can be traced from the West Indies and West Africa. Along the [African Diaspora Heritage Trail](#), we honour the island's African heritage through stories, museum exhibits and monuments spread across the island. These powerful reminders will allow you to learn about the lives of enslaved people in Bermuda before emancipation.



### Street Art

Take a self-guided tour of the City of Hamilton's street art. Starting at the corner of Par-La-Ville Road and Church Street, don't miss the murals that flank both sides of the latter as you walk east toward City Hall. One block north of City Hall, find bold works by mother/daughter artists Charmaine Friday and Alshanté Foggo at the Hamilton Bus Terminal and Victoria Park, respectively. Further north on Dunsdon Street, find Robyn Hooper's angel wings ready to 'rest' atop your shoulders. A few blocks east, Manuel Pataco pays homage to Bermuda's football heroes on the wall of popular jerk spot Jamaican City, nearby. Foggo's vivid interpretation of Bermuda's cultural icons, the [Santitas](#), climb T&H's Hill.

## FOOD CULTURE & COMMUNITY



### Roadside Cafes and Mom & Pop Spots

To fully experience Bermuda, you have to taste it. Our [food culture](#) is defined by [roadside cafes](#), [food trucks](#), and [mom & pop spots](#). Always on the menu is the [classic fish sandwich](#), a staple served up on rye bread with coleslaw, tartar sauce and hot sauce. No matter where you visit on the island, there will always be great food with spectacular views nearby.

### Neighbourhood Bars

In our neighbourhoods, a tasty cocktail is never too far away. Rum is a favourite – especially Goslings Black Seal Rum. As a matter of fact, it is the main ingredient in Bermuda's two [signature cocktails](#) – the Dark 'n Stormy and the Rum Swizzle, both of which are served in any bar across the island. From [bars to pubs](#), you will find our genuine hospitality welcoming and refreshing.



### The Sweet Life

Looking for a sugar high, we aim to please – fresh banana and gingerbread, easy-going cinnamon buns and homemade fruit flavoured duch pops anyone? Even for those vegan palates, Chef Corren Williams James from Wild Plants & Herbs creates wild ginger and fennel candy shots as well as a tasty prickly pear cheesecake. Sink your teeth into pure heaven and satisfy that sweet tooth at bakeries and sweet shops throughout the island.

## ALLURING ISLAND VIBES



### Live Music

Bermuda's irresistible rhythms can be found throughout the island. Whether you're relaxing by the water, attending a happy hour event or a local show, you don't have to go far to hear soulful island music. Take a break and listen to easy going grooves at a variety of hotel lounges or maybe go off the grid and chill at the Blue Waters Anglers Club during its weekly Friday night Fish Fry. If you're looking for a daytime party with locals, [Tobacco Bar Beach](#), on Sunday afternoons is epic!

### Party Cruises

When the weather is warm in Bermuda the island experience moves from the land to the sea. Tickets for daytime boat parties are frequent and sought after. Ask a local about the best cruises and typically a 'Booze Cruise' or [Live Vodka's](#) Friday mini cruise all departing from [St. George's](#). Expect lots of locals and fun if you don't have a cruise, you can hire a boat for your own party cruise. This is a popular activity for a girls' trip.



### Can't Miss Events

No matter what time of year, take advantage of the many events on island – this quick escape offers many year-round options. Kick off summer with [Bermuda Day](#), locals' 'Unofficial' first day of summer in May and then immediately look a weekend for [Bermuda's Festival](#) in June. And then finally, one of the favourite and most coveted weekends in [St. George's](#), the annual cricket match between island rivals Somerset and St. George's.

# “Open for Business” icon

We've rolled out a “Open for Business” icon so businesses can let visitors and locals know they are open and operating safely. The new icon is directly integrated with BTAConnect, so any stakeholder may update their status to “open” and prominently display to all they are welcoming visitors



## TOBACCO BAY BEACH

1 Coots Pond Rd., St. George's

ST. GEORGE'S & THE EAST END | BEACHES | KAYAK RENTAL |  
SNORKELLING

 OPEN FOR BUSINESS

 NATIONAL SERVICE STANDARDS CERTIFIED

Colonial-era history and modern-day beach amenities meet at Tobacco Bay Beach. This scenic bay at the northernmost...

[LEARN MORE](#)



## ROYAL PALMS HOTEL

24 Rosemont Ave., Pembroke

HAMILTON & CENTRAL BERMUDA | HOTELS & RESORTS

 OPEN FOR BUSINESS

 NATIONAL SERVICE STANDARDS CERTIFIED

Stay in Victorian-era manor houses nestled among gardens of fruit trees, frangipani and aloe on the west side of the...

[LEARN MORE](#)



## AUNT NEA'S INN

1 Nea's Alley, St. George's

ST. GEORGE'S & THE EAST END | INNS & GUEST HOUSES

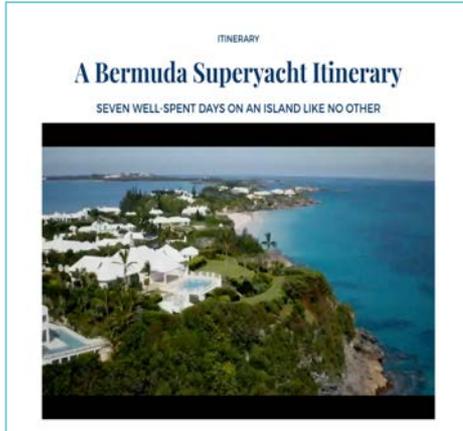
 OPEN FOR BUSINESS

Aunt Nea's Inn is a historic Bermudian guest house located in the UNESCO World Heritage Site of St. George's. From...

[LEARN MORE](#)

# Brand New Itineraries:

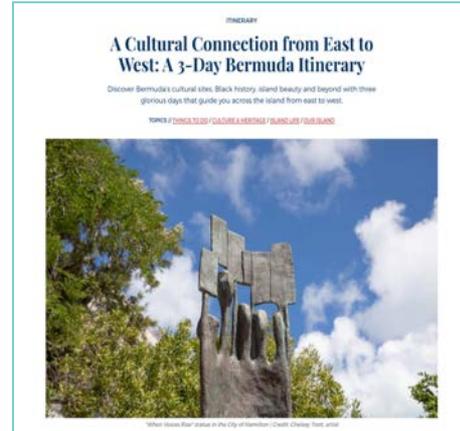
## Superyacht Itinerary



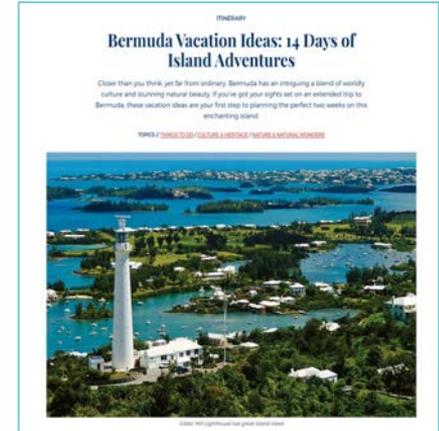
## Foodie's Guide to Bermuda



## Cultural Connection 3-Day Itinerary



## Extended Stay Itinerary



# More New Content:

## Private Islands, Residences & Villas

SPINCE

### Luxury Private Islands, Residences And Villas For Rent In Bermuda

Whether you're a high-net-worth individual searching for some solace or a large family or group looking for a secluded place to connect, Bermuda's private islands and estates are the perfect place to plan your next luxurious, mid-Atlantic experience. But don't just take our word for it. We spoke with the caretakers, owners and managers of five of Bermuda's most esteemed vacation rental properties to learn how to have the ultimate getaway.

[TOPICS: Places To Stay, Vacation Rentals](#)



Hamlet's Island offers unparalleled privacy and luxury.

## Extended Hotel Stay Promotions

LIST

### Bermuda Hotels Offer Extended Stays

With the introduction of the [Visit Bermuda Card Package](#), there are a number of Bermuda hotels that are ready to welcome you to stay safely and for extended periods. From cozy cottages on a private 30-acre peninsula located on the western end of Bermuda to a 400-room urban resort that overlooks the breathtaking Hamilton Harbour. Choose your ideal spot to work, stay and play.

[TOPICS: Places To Stay](#)



## A Guide to Hamilton Street Art

LIST

### Hamilton Street Art Tour: Murals Bring Bermuda Colours to Life

Stroll through Bermuda's cosmopolitan capital, the [City of Hamilton](#), for a vibrant glimpse into the island's culture.

The island may be famous for its pastel coloured buildings set against a brilliant backdrop of turquoise sea, but Bermuda's landscapes are increasingly renowned for something else: brilliant street murals. Go for a walk in the City of Hamilton, and you'll encounter a host of brightly coloured street art created by artists inspired by Bermuda's unique version of island life. Be ready to snap tons of photos of these top Hamilton murals.



## Socially Distant Fall Activities

LIST

### 21 Square Miles of Socially Distant Fall Adventure

With a moderate climate warmed by the Gulf Stream, Bermuda offers endless adventures across its 21 square miles. Try some of the island's most engaging outdoor activities, see inspiring sights and seek out rejuvenating experiences.

[TOPICS: Places To Do](#)



20th Hole at Hill Top Golf Course

# Consumer eNewsletters

Newsletters have been sent to engaged and unengaged email recipients. Results below are from the engaged group. We are working on segmenting our database based on response for our upcoming re-engagement campaign

## JULY

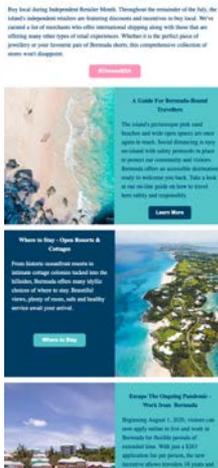


**Features:**  
Retailer Month  
Travel Guide  
Where to Stay

**Open Rate:**  
**39%**

**Click-to-open Rate:**  
**13%**

**Top Clicked Link:**  
Where to Stay



## AUGUST



**Features:**  
Work from BDA  
Where to Stay  
BDA Championship

**Open Rate:**  
**30%**

**Click-to-open Rate:**  
**16%**

**Top Clicked Link:**  
Where to Stay



## SEPTEMBER

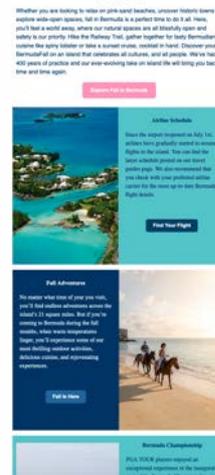


**Features:**  
Fall in Bermuda  
Airline Updates  
Private Island  
Rental Homes

**Open Rate:**  
**30%**

**Click-to-open Rate:**  
**13%**

**Top Clicked Link:**  
Airline Schedule



# *Internal Support*

# *Vacation Rental Properties*

A review of VRP certifications against licensed hotel properties was conducted to ensure all were correctly coded. As a result, Grape Bay Guest Cottages, which holds a VRP certificate, having surrendered its hotel licence, was removed from accommodations listing on GtB.com.

# *Human Resources*

Early in Q3, COVID-19 policies outlining new protocols to protect employee health and promote best practices were finalised. Both our Bermuda and New York offices were updated with protective screens in reception areas and a rotation schedule for in-office occupancy was created to ensure social-distancing practices are maintained. The Bermuda office resumed in-person operations in September, while the NY team continues to work remotely with a few exceptions.

## *Staff Strategy Session*

Our annual Staff Strategy session was reduced to one day and held August 18. While virtual for the first time, it was a great success, generating positive feedback from inspired employees. The same went for our annual interagency meeting held the same week.

# *Finance*

The BTA had its second presentation to the Public Accounts Committee, the first was held in 2017. Due to COVID-19 restrictions, it was an online Zoom call with no members of the public in attendance. The organisational also completed its sixth consecutive unqualified audit and the new financial processing system, Concur, was fully implemented.

## 1. Maintenance, support and training on all technology and systems used by the BTA

### a. Measures implemented to ensure smooth work-from-home environment:

- i. Installed upgraded remote monitoring & maintenance software for users, to enable seamless remote support, maintenance and virus scanning
- ii. Upgraded email SPAM filtering to address increased threat of viruses and phishing attempts
- iii. Migration to Microsoft Azure so all systems, databases and software are accessible with the same user experience, regardless of working in the office vs remotely
- iv. Began implementation of single sign-on experience for users

## 2. PIPA (Personal Information Protection Act) preparedness initiatives:

- a. Two senior executives became certified Privacy Officer Practitioners
- b. Training plan for staff was put into development
- c. Policies and procedures were updated as needed for compliance

# *Financials*

# *Report for quarter to September 30 2020*

The Covid-19 pandemic resulted in the airport being shut from March 2020 until July 2020 and all cruise ship calls being cancelled for the remainder of the year. This has severely impacted the income and consequently revised cost budgets were prepared in March (Phase I) and again in June (Phase II). These results include the revised Phase II budget.

## **Income statement**

### Income

Income is \$12.5m below budget following the closure of the airport and cancellation of Cruise ship calls. Hotel fees are \$5.7m below budget and Cruise ship passenger fees are \$6.2m below budget. Total income for the year is forecast to be \$14.3m below budget.

# *Report for quarter to September 30 2020*

## **Income statement *Cont***

### Direct costs

At the start of the pandemic, the BTA recognized the potential impact on income and took immediate steps to reduce expenditure accordingly. Key actions included the renegotiation of contracts; stopping of all paid media; reduction in payroll costs and deferral of loan repayments.

These, together with a number of other actions are expected to result in savings of c\$14 million over the remainder of the year. All divisions are currently within the revised budgets.

## **Balance Sheet**

These are currently \$423k below budget and are expected to stay within budget for the remainder of the year.

# Report for quarter to September 30 | Income Statement

	Quarter 3			Year To Date		
	Actual	Budget	PY	Actual	Budget	PY
Income	5,928,583	12,177,721	11,903,207	17,888,305	30,368,115	31,778,796
Direct costs	2,168,664	2,364,991	8,642,813	10,751,530	12,334,510	20,098,147
Direct surplus (deficit)	3,759,919	9,812,730	3,260,394	7,136,775	18,033,605	11,680,649
Structure, general & administration costs	1,738,958	2,382,608	2,443,047	6,327,206	6,749,650	7,365,199
Operating surplus (deficit)	2,020,961	7,430,122	817,347	809,569	11,283,955	4,315,450
Net finance costs	68,864	99,186	662,081	279,191	815,569	1,570,885
<b>Net surplus (deficit) for the period</b>	<b>1,952,097</b>	<b>7,330,936</b>	<b>155,266</b>	<b>530,378</b>	<b>10,468,386</b>	<b>2,744,565</b>

# Report for quarter to September 30 | Income and Direct costs

	Quarter 3			Year To Date		
	Actual	Budget	PY	Actual	Budget	PY
<b>1. Income</b>						
Grants, subsidy & contribution income	5,625,033	5,700,000	5,639,926	16,912,440	17,100,000	18,071,301
Tourism authority fee	342,838	2,888,692	2,766,631	939,095	6,614,336	6,402,404
Cruise passenger visitor fee	-	3,429,029	3,427,728	-	6,238,779	6,938,208
Vacation rental properties TAF	(39,288)	160,000	68,922	36,771	415,000	366,883
	<u>5,928,583</u>	<u>12,177,721</u>	<u>11,903,207</u>	<u>17,888,305</u>	<u>30,368,115</u>	<u>31,778,796</u>
<b>2. Direct costs:</b>						
Sales & Marketing	1,894,095	2,000,099	7,566,358	9,794,645	10,941,368	18,236,017
Experience Dev.	39,064	96,825	199,260	170,751	316,325	453,122
Business Intel & Tech	39,466	59,067	129,403	209,528	282,817	444,584
Operations	196,039	209,000	747,792	576,607	794,000	964,425
	<u>2,168,664</u>	<u>2,364,991</u>	<u>8,642,813</u>	<u>10,751,530</u>	<u>12,334,510</u>	<u>20,098,147</u>
<b>3. Structure, general &amp; administration costs:</b>						
Staff costs	1,190,720	1,571,131	1,747,697	4,523,253	4,586,669	5,265,441
Communications & IT	119,169	139,481	135,695	381,437	429,205	426,329
General expenses	184,425	398,467	290,605	592,655	926,653	802,258
Marketing	113	4,000	861	5,833	8,550	18,442
Premises	174,133	199,554	197,723	555,314	592,548	608,105
Professional fees	59,036	53,500	78,486	240,820	158,500	180,593
Transport	-	-	30	-	-	30
Equipment	11,363	16,475	(791)	27,894	47,525	64,001
	<u>1,738,958</u>	<u>2,382,608</u>	<u>2,443,047</u>	<u>6,327,206</u>	<u>6,749,650</u>	<u>7,365,199</u>

# *Report for quarter to September 30 | Balance Sheet*

<b>ASSETS</b>	<b>September</b>
<b>Current Assets</b>	
Cash & Bank	7,270,596
Accounts Receivable	995,326
Accrued Income & Prepaid expenses	127,315
Total Current Assets	<u>8,393,237</u>
<b>Non-current Assets</b>	
Fixed assets	1,920,039
Investment	200
<b>Total Assets</b>	<u><u>10,313,476</u></u>
<b>EQUITY &amp; LIABILITIES</b>	
Accumulated Surplus	630,534
<b>Current Liabilities</b>	
Vendor Payables	701,516
Accruals	823,581
Deferred Income	491,178
	<u>2,016,276</u>
<b>Long term Liabilities</b>	
Loans Payable	7,666,666
<b>Total Equity &amp; Liabilities</b>	<u><u>10,313,476</u></u>