

BERMUDA TOURISM SUMMIT

RESET REIMAGINE RENEW



AM

8:30 - 9 Registration, Networking & Coffee

9 - 10:15 Welcome & Purpose

Government Address

Tourism Outlook 2021: Bermuda, the Global Economy & Travel Recovery

Economist Adam Sacks returns to survey the state of the US and global economies and share his firm's view of the implications for the travel industry. Find out about the potential prospects and challenges for Bermuda, the global economy and the travel industry in the year ahead.

Adam Sacks, Founder & President, Tourism Economics

10:15 BREAK | 15 minutes

10:30 - 11:30 Travel Sentiment & Visitor Feedback Loop

Timely insights into feelings and behaviours related to travel will provide data to gauge the pandemic's changing impact on travel as a lifestyle priority, as well as how travel is beginning to rebound—and from which traveller segments. Valuable feedback from travellers actually making the journey to Bermuda help complete the feedback loop.

Erin Francis Cummings, President & CEO, Destination Analysts

Erin Smith, CIO, Bermuda Tourism Authority

11:30 - 12:30 National Tourism Plan Reset—AGILITY in Action

The National Tourism Plan was conceived as a collaborative roadmap with the theme of AGILITY at its core. Flexibility and vision have never been more important. Join this discussion of the plan's evolving priorities and tactics, and how its structure is well-adapted to serve the shifting needs of our island and industry.

Anthony Bennett, Managing Director, RedSky Strategy

PM

12:30 Lunch & Social Time | 1 hour

1:30 - 2:30 Inviting & Engaging Black Travellers

A stated goal of the National Tourism Plan is to markedly increase the number of Black travellers choosing Bermuda as a destination. Hear perspectives from industry experts on how to genuinely engage this important audience.

Evita Robinson, Nomadness Travel Tribe

Kristin White, Long Story Short

Corey Johnson, Digital Strategist, ACE Content

Moderator: Glenn Jones, Interim CEO, Bermuda Tourism Authority

2:30 - 3:15 Cruise & Air Panel

The realities of air service recovery, the current landscape for Bermuda and the components of a long-term sustainable strategy and a panel discussion including APAC and BTA.

Nik Bhola, General Manager, Coral Beach Club

Brad DiFiore, Managing Director, Ailevon Pacific

Aideen Ratteray Pryse, Former Permanent Secretary, Ministry of Tourism & Transport

Moderator: Erin Smith, CIO, Bermuda Tourism Authority

3:15 BREAK | 15 minutes

3:30 - 4:30 Reimagining Tourism: Rebounding Smarter & Stronger

Destinations, travel brands, governments, technology providers and many of the consumers they ultimately serve are wondering how the travel industry will reimagine itself going forward. Lansky will share ideas on how to move forward with smart strategies, new roles for technology, bigger thinking than before and other useful tips for brands and destinations across the sector.

Doug Lansky, Speaker, Destination Advisor & Tourism Expert

Closing

Glenn Jones, Interim CEO, Bermuda Tourism Authority