



**GOVERNMENT OF BERMUDA
NON-MINISTRY
PATI Information Statement**

Name of Public Authority: Bermuda Tourism Authority

Introduction:

- The general purpose of the Public Access to Information Act 2010;

Under section 2 of the Public Access to Information Act 2012, the purpose of the Act is to-

- (a) give the public the right to obtain access to information held by public authorities to the greatest extent possible, subject to exceptions that are in the public interest or for the protection of the rights of others;
- (b) increase transparency, and eliminate unnecessary secrecy, with regard to information held by public authorities;
- (c) increase the accountability of public authorities;
- (d) inform the public about the activities of public authorities, including the manner in which they make decisions; and
- (e) Have more information placed in the public domain as a matter of routine.

- The reason that the public authority has an information statement;

Under Section 5 of the Public Access to Information Act 2010, every public authority¹ in Bermuda must produce an information statement.

- The purposes and aims of the information scheme, and what the public authority hopes to achieve through the information statement;

This statement aims to make it easy to access key information about the (your department's) activities.

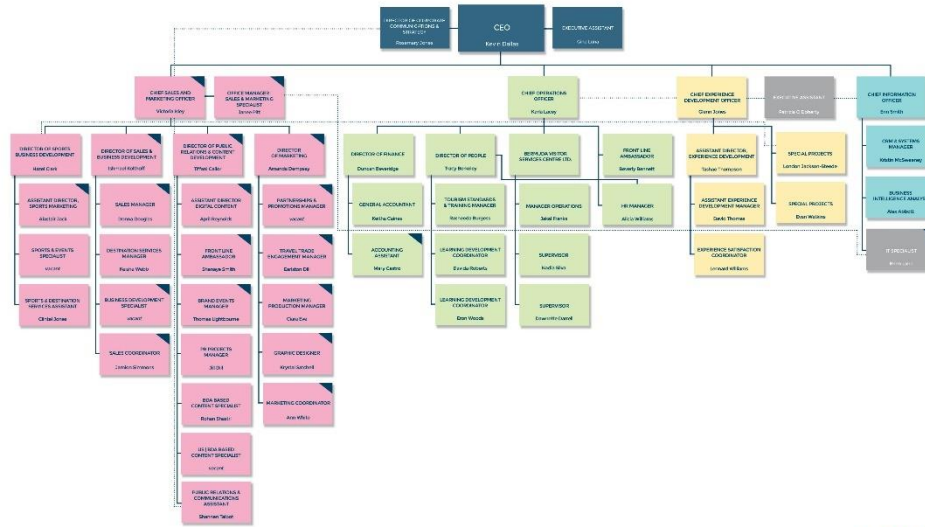
- Summary of what is in the information statement;
 - Who we are and what we do
 - What we spend and how we spend it
 - What our priorities are and how we are doing
 - How we make our decisions
 - Our policies and procedures
 - Lists and registers

The information provided includes: Organisational structure of the Unit; governing legislation; functions and powers; services and programmes; information held - grouped into decision making; administrative or other record; further information (includes financial); contact details for the information officer and locations of the information statement.

¹ Section 1 of the Act defines a public authority to mean an entity listed in column 1 of the Schedule.

Section A: Structure, Organization and Legislation [s5(1)a]

BERMUDA TOURISM AUTHORITY



ORGANISATIONAL CHART
January 2020

● Sales & Marketing ● Research & Business Intelligence ● Experience ● Operations ● CEO Office — Indirect Relationship ▲ Based in US Office

As organizational changes may take place from time-to-time, the most recent BTA organizational chart can be viewed [here](#).

Legislation

The Bermuda Tourism Authority Act 2013 can be viewed [here](#).

Section B: 1) Functions, powers, duties of the Authority [s5(1)b]

The Bermuda Tourism Authority is an independent, modern and leading tourism enterprise - dynamic, entrepreneurial and vibrant:

- We are the singular voice that continually evolves Bermuda as a world-class tourism destination.
- We are partners with the Government of Bermuda to grow tourism and create jobs.
- We develop creative and innovative ways to make Bermuda a highly desirable destination for visitors and tourism investment.
- We are results-oriented, accountable and transparent to our stakeholders.
- We allocate our resources strategically, moving quickly to capture the opportunities afforded by growing global tourism demand.
- We pursue strategic initiatives and actions that add value to Bermuda tourism.
- We empower our people to be customer-focused, proactive, solution-oriented and decisive about matters that are in the best interest of Bermuda as a tourism destination.
- We provide a fun and positive workplace culture that generates pride in Bermuda.
- We are impassioned in our communication to the world that Bermuda is open for business.

Powers

Please refer to the Bermuda Tourism Authority Act 2013, which can be viewed [here](#).

Functions & Duties

- Develop and promote Bermuda as a tourist destination
- Advise and assist the government on matters relating to travel and tourism
- Contribute to the economic growth of Bermuda by increasing the travel and tourism sector's contribution to the Bermuda economy
- Implement the National Tourism Plan and review and update the plan on a periodic basis
- Provide appropriate tourism education and training
- Ensure the social and economic enhancement of Bermuda through the development of tourism and the implementation of the National Tourism Plan
- Ensure the development of tourism is appropriate and sustainable given the size, environment, resources and population of Bermuda
- Charge fees for services rendered to travel and tourism enterprises as the Minister may determine with the Minister of Finance

Section B: 2) Obligations under PATI Act [s5(1)b]

To provide an **information statement** for the public and promulgate it [s5],

- To provide **other information** to the public so that the public needs only to have minimum resort to the use of the Act to obtain information [s6]. This includes:
 - General information, e.g. activities of the Authority
 - Log of all information requests and their outcome
 - Quarterly expenditure (upon request) [s6(5)]
 - Contracts valued at \$50,000 or more.
- To **respond to information requests** in a timely manner [s12-16]
- To **track information requests**, and provide this data to the Information Commissioner
- To respond to requests from the Information Commissioner [s9]
- To **amend personal information** held by the Authority that it is wrong or misleading following a written request by the person to whom the information relates [s19]
- To conduct an **internal review** if formally requested [part 5]
- To give evidence for **review by the Information Commissioner** [part 6, 47(4)], or for **judicial review** [s49], if required
- To provide an **annual written report** to the Information Commissioner of the status of information requests [s58 (3)].
- **To do anything else as required** under the PATI Act and subsequent Regulations [s59, 60], including:
 - **Fees** for Requests for information
 - Management and maintenance of **records**
 - **Procedures** for administering the Act
- To **train staff and make arrangements** so as to facilitate compliance with the Act [s61]
- To **designate one of its officers** to be the person to whom requests are directed [s62]

Section C: Services and Programmes [s5(1)c]

Services:

The Tourism Authority is led by the Chief Executive Officer and consists of four divisions:

- Experience
 - This division is responsible for developing core experiences (cultural tourism, and complementary products (nautical tourism, leisure and entertainment, cruise tourism and eco-tourism) and service offerings to increase the overall attractiveness and competitiveness of Bermuda as a tourism destination. It is also tasked with ensuring Bermuda's product and experiences meet or exceed the aspirations of our core markets.
 - Product development and commercial efforts are focused on key luxury segments, niche markets and groups and events, with the latter playing a key role in reducing seasonality.
- Sales & Marketing
 - The Sales & Marketing Division focuses on Bermuda's sales and marketing activities, to raise awareness of and demand for Bermuda as a destination. It is the guardian and messenger of the Bermuda brand. The Sales and Marketing Division also works to raise hotel occupancies and overall tourism revenue, reduce seasonality and thus improve employment in the industry. Efforts are focused in geographical areas with the most return on investment, and where airlift exists. The division holds responsibility for the BTA's sports tourism strategy and support of business/meetings, incentives, and conferences. Sales & Marketing looks for the most cost effective and efficient means to deliver Bermuda's brand message to the identified markets, encouraging them to travel to Bermuda.
- Operations
 - The Operations Division is responsible for human resources, finance and accounting, real estate management, legal, and contracting. They handle management and financial reporting, establish corporate policies and procedures and oversee all corporate functions.
 - Additionally, the division has the responsibility for:
 - National Service Training Standards
 - On-island communications
 - Tourism appreciation initiatives
 - Stakeholder and Public Relations
- Business Intelligence & Technology
 - The Business Intelligence & Technology Division ensures that the Bermuda Tourism Authority is well informed and responsive to its market. The unit provides consumer demand and behaviour research and business intelligence to enable the development of products and sales and marketing strategies to improve the tourism industry in Bermuda. It seeks to improve understanding of the key markets, convey aspirations to the Product & Experience Division and inform Sales & Marketing of key drivers.
 - The unit collects and communicates data and tourism industry intelligence to internal departments and external parties and maintains historical tourism data.
 - The unit holds responsibility for BTA IT systems and processes and PIPA compliance

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| Programmes: | |
| <ul style="list-style-type: none"> • Experience Grant Program • National Service Standard Certification Program • Certified Tourism Ambassador Program • Seasonal/Summer Student Program | |
| Section D: Records and documents held [s5(1)d] | |
| Administrative <ul style="list-style-type: none"> • Human Resources <ul style="list-style-type: none"> ○ Personnel records ○ Policies and Procedures • Board minutes <ul style="list-style-type: none"> ○ Sub-committee minutes | Operational <ul style="list-style-type: none"> • Financials <ul style="list-style-type: none"> ○ Quarterly Financial Reports ○ Audits ○ Contracts (Procurement & Values) • Invoices <ul style="list-style-type: none"> ○ Vendor invoices ○ Invoices issued • Experiences Grant contracts • Research reports • Correspondence • Quarterly Divisional Reports |
| Section E: Administration (all public access) manuals [s5(1)e] | |
| <ul style="list-style-type: none"> • Bermuda (office) Employee Handbook • US (office) Employee Handbook • IT Acceptable Use Policy • BTA Emergency Management Plan • Fire Drill Procedures • BTA Relocation Policy • Social Media Policy • BTA Records Retention Policy | |
| Section F: Decision-making documents [s5(1)f] | |
| <ul style="list-style-type: none"> • Procurement Policy • IT Policy • Product Enhancement Process and Evaluation • Corporate Approvals Authority Matrix | |

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| Section G: The Information officer [s5(1)g] |
| Contact Information Information Officer (for PATI Queries): Karla Lacey Email address: PATI@bermudatourism.com Phone Contacts: dir: 441-279-5578 fax: 441-296-9220 |

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| Physical/Mailing Address: | |
| Bermuda Tourism Authority 22 Church Street, Hamilton, HM 11, Bermuda | |
| Section H: Any Other Information [s5(1)h] | |
| Wholly-Owned Subsidiaries: The Bermuda Tourism Authority has two wholly owned subsidiaries: <ul style="list-style-type: none"> • Bermuda Visitor Services Centre Ltd. (BVSC), which manages visitor service facilities • World Triathlon Series Ltd., which manages Bermuda’s World Triathlon Series | |
| Section I: Any Other Information To be Provided? [s5(1)i] | |
| Section J: Information Statement: Copies and Updates [s5(2,3,4,5)] | |
| Every public authority shall update its information statement at least once a year, and make it available for inspection by the public at reasonable times by [s5(1-5), PATI Act]: | |
| Date Information Statement was updated: <i>December 31, 2019</i> | |
| Locations of Information Statement: | |
| <i>Confirm copies of Information Statement are available at the following sites:</i> | |
| • Your principal office: (Bermuda Tourism Authority) | Y |
| • The Bermuda National Library; | Y |
| • The Bermuda Archives; | Y |
| • Available electronically, | Y |
| • Website for authority (http://www.gotobermuda.com/bermutatourism) | Y |
| • Have you published a notice in the Gazette indicating the places where the information statement is available for the public? | Y |
| • With the Information Commissioner. | Y |
| Sign and Date: <i>K. J. Lacey</i> 16 December 2019 | |