

BERMUDA  
AGILITY

# *Q1 Report 2020*

A G I L I T Y



# *Awareness & Relevance*

Differentiating Bermuda

BERMUDA  
— AGILITY —

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

| KEY METRICS                              | YTD          | Prior YTD    | YOY %  | Annual Target | % of Annual Target |
|--|--------------|--------------|--------|---------------|--------------------|
| Total Visitor Spending Influenced by BTA | \$29,609,588 | \$27,914,837 | 6%     | \$85,764,340  | 35%                |
| Total Room Nights Influenced by BTA      | 43,002       | 38,541       | 12%    | 101,722       | 42%                |
| Group Business Sales Leads               | 115          | 121          | -5%    | 323           | 36%                |
| Group Business Sales Calls               | 31           | 29           | 7%     | 0             |                    |
| Sports Tourism Sales Leads               | 39           | 24           | 63%    | 95            | 41%                |
| Sports Tourism Sales Calls               | 41           | 15           | 173%   | 0             |                    |
| Number of Journalists Assisted           | 1,190        | 414          | 187%   | 0             |                    |
| *Earned Media Generated                  | \$466,568    | \$2,211,267  | -79%   | 0             |                    |
| *Coverage in Top 100 US Outlets          | 18           | 32           | -44%   | 0             |                    |
| *Average Quality Coverage Score          | 1            | 1            | 2%     | 0             |                    |
| PR Impressions Generated                 | 136,576,827  | 283,383,044  | -25.5% | 0             |                    |

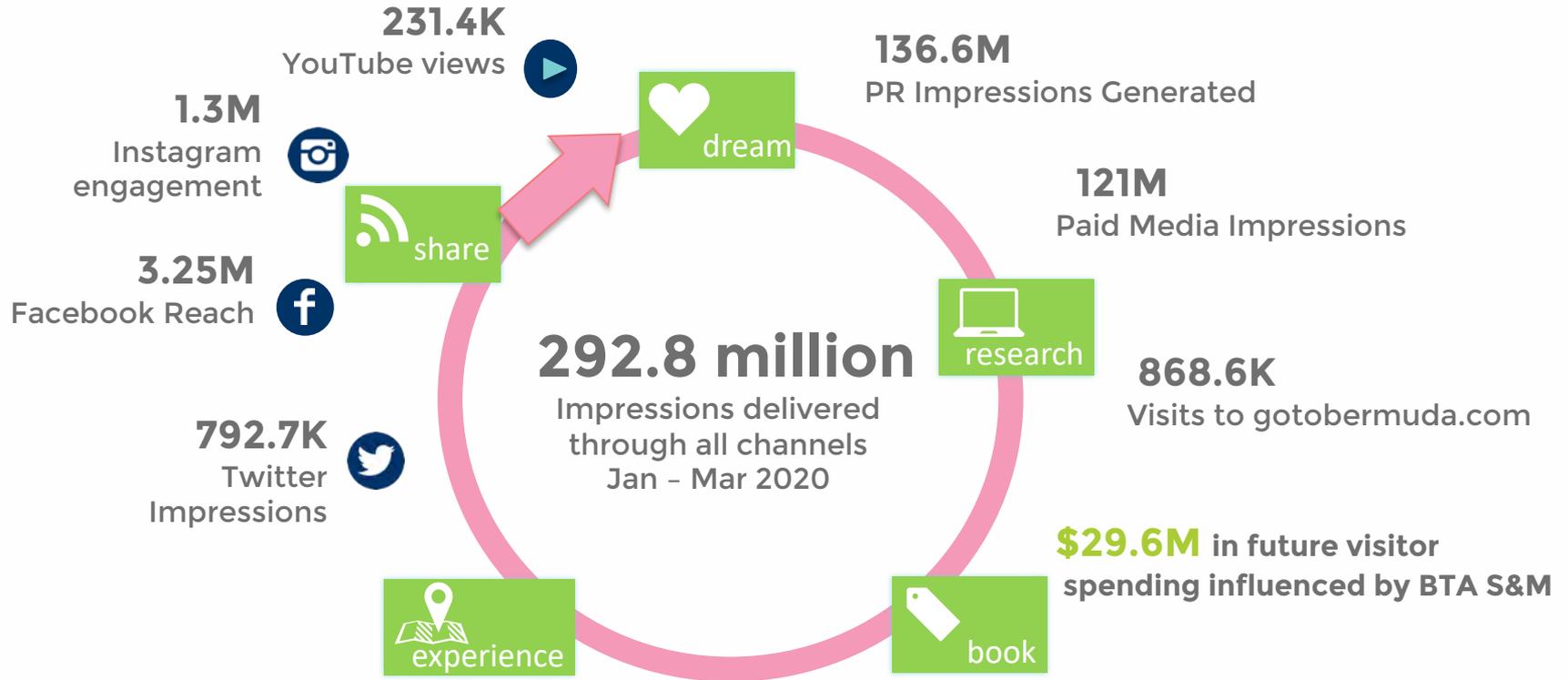
# *Digital Dashboard*

| KEY METRICS               | YTD       | Prior YTD | YOY% | Annual Target | % of Annual Target |
|---------------------------|-----------|-----------|------|---------------|--------------------|
| Total Website Visits      | 868,625   | 729,475   | 19%  | 0             |                    |
| Desktop Traffic           | 340,707   | 214,617   | 59%  | 0             |                    |
| Mobile Traffic            | 379,887   | 301,640   | 26%  | 0             |                    |
| Tablet Traffic            | 31,643    | 76,365    | -59% | 0             |                    |
| Website Page Views        | 1,766,207 | 1,840,550 | -4%  | 0             |                    |
| Time on Site (in seconds) | 95        | 145       | -34% | 0             |                    |
| Newsletter Subscribers    | 227,351   | 235,725   | -4%  | 0             |                    |
| Newsletter Open Rate      | 14%       | 12%       | 13%  | 0             |                    |

# *Social Dashboard*

| KEY METRICS             | YTD       | Prior YTD | YOY%  | Annual Target | % of Annual Target |
|-------------------------|-----------|-----------|-------|---------------|--------------------|
| Facebook Followers      | 3604      | 840       | -138% | 0             |                    |
| Facebook Total Reach    | 3,250,504 | 3,602,339 | -10%  | 0             |                    |
| Facebook Engagement     | 1,432,832 | 942,722   | 52%   | 0             |                    |
| Twitter Followers       | 77,748    | 29,129    | 167%  | 0             |                    |
| Twitter Impressions     | 791,760   | 6,606,907 | -88%  | 0             |                    |
| Twitter Engagement      | 68,137    | 25,713    | 165%  | 0             |                    |
| Instagram Followers     | 77,748    | 62,164    | 25%   | 0             |                    |
| Instagram Engagement    | 1,343,193 | 909,812   | 48%   | 0             |                    |
| YouTube Subscribers     | 2,450     | 2,286     | 7%    | 0             |                    |
| YouTube Total Views     | 231,438   | 159,388   | 45%   | 0             |                    |
| YouTube Minutes Watched | 303,660   | 485,232   | -37%  | 0             |                    |

# 2020 YTD Marketing Snapshot



# Paid Media & Integrated Partnerships - Afar

## Print In Home Dec 3 19

- Where to Go 2020 Jan/Feb spread - 1.2M impressions

## Digital Jan 1-31, 20

- 3 channel sponsorships and contextual ROS banners- 333k impressions, 0.08% CTR

## Social, E-blast, Newsletters Jan 1-31, 20

- 1 Daily Wander newsletter
- 1 dedicated Wanderlust e-blast
- 1 amplified Facebook post
- 1 Twitter post

787k impressions  
CTR 0.88%



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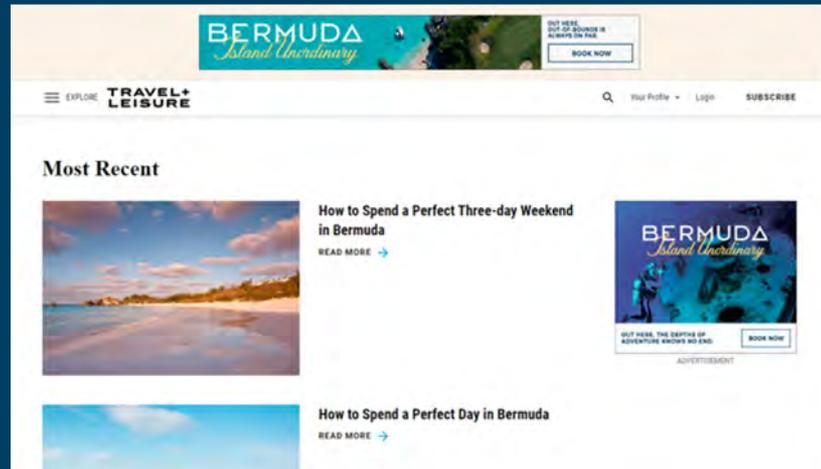
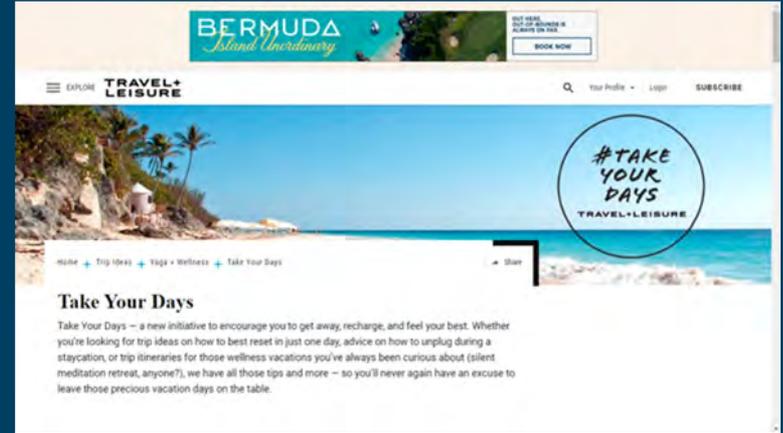
# *Paid Media & Integrated Partnerships*

## *- Travel & Leisure*

### Digital

Paused Mar 17 Delivered 52% to Goal

- Take Your Days Sponsorship
  - 888k Impressions
  - 825 Clicks
  - 0.09% CTR
- Social Amplification
  - 29k Impressions
  - 144 Clicks
  - 0.5% CTR
  - 315 Engagements, ER of 12%



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# *Travel Trade Engagement - Sales Engagement Highlights*

## Classic Vacations

### Sacramento Event – Jan 15

one-hour tabletop trade show followed by one-hour dinner presentation to 93 agents

## Classic Vacations

### San Francisco Event – Jan 16

one-hour tabletop trade show followed by one-hour dinner presentation to 103 agents

## Caribbean Hotel & Tourism Association,

### Bahamas – Jan 22-24

45 one-on-one meetings with travel trade and tour operator partners



# *Travel Trade Engagement – Sales Engagement Highlights cont*

## **Virtuoso Travel Forum Las Vegas – Jan 29–31**

Three-day event of general sessions, workshops and personal development meetings with 230 agents  
18 one-on-one appointments

## **Virtuoso Travel Forum Toronto – Feb 13–14**

68 one-on-one appointments



# *Retail Promotions - Pink Sale Overview*



- Booking Window Jan 7 – Feb 7
- Travel Window Jan 1 – Apr 30, Sept 1 – Dec 31 (some hotel booking windows open for full year)

# *Retail Promotions* *- Pink Sale MEDIA* *RESULTS*

High level overview of performance for all paid media under Pink Sale Promotional Campaign

- 43MM Impressions
- 7.5MM Engagements
- 1.08% CTR
- \$0.03 Cost-Per-Engagement
- 79 Arrivals recorded by Arrivalist
- Top performers for driving web traffic in Q1: Adara, Experian, Retargeting

# *Retail Promotions - Pink Sale Performance*

| <b>Key Metrics</b>      | <b>2020</b> | <b>2019</b> |
|-------------------------|-------------|-------------|
| Website Sessions        | 623,455     | 469,301     |
| Pink Sale Page Sessions | 467,258     | 302,545     |
| Partner Referrals       | 26,884      | 24,690      |
| Total Reservations      | 6,208       | 6,385       |
| Room Nights             | 29,729      | 29,753      |
| Direct Visitor Spending | \$19.5 M    | \$15.9 M    |
| ROI                     | 38:1        | 23:1        |

# *Retail Promotions - Spa Month*

To incentivise travellers to choose Bermuda and increase spend during the winter months, the Bermuda Tourism Authority organised its inaugural Spa Month in February 2020.

The programme ran during the entire month of February, with 13 participating spas offering a minimum of one customised Spa Month treatment for \$99.

The treatments offered a 50% savings from the regular package price.

## **Indulge in Spa Month**

Discover bliss - and deep discounts on select treatments - this February at Bermuda's most alluring resort and day spas.



Breathe in, breathe out and discover hot stone massages, soothing aloe vera body wraps and deeply hydrating treatments for only \$99 during February's Spa Month.

# *Retail Promotions – Spa Month cont*

## **Participating Spas**

- Ocean Spa at Cambridge Beaches
- Elbow Beach Resort & Spa
- Willow Stream Spa at Fairmont Southampton
- Natura Spa, Grotto Bay & Beach Resort & Spa
- Exhale Spa at The Hamilton Princess Hotel & Beach Club
- Sense, A Rosewood Spa at Rosewood Bermuda
- Sisley Spa at The Loren Hotel at Pink Beach
- Newstead Belmont Hills Golf Resort and Spa
- Spa Del Sol at Pompano Beach Club
- Siam Spa
- Lacquered Lounge
- Ani's Nail & Beauty Lounge
- La Serena Spa, The Reefs

# *Website Performance – Website Metrics*

| <b>Metrics</b>     | <b>2020</b> | <b>2019</b> | <b>YoY % Change</b> |
|--------------------|-------------|-------------|---------------------|
| Sessions           | 868,625     | 729,476     | 19%                 |
| Pageviews          | 1,766,207   | 1,840,550   | -4%                 |
| Avg. Page/Session* | 2.01        | 2.60        | -23%                |
| Bounce Rate*       | 65.8%       | 54.6%       | 20%                 |
| Avg. Time on Site* | 01:26       | 02:26       | -41%                |
| Goal Completions*  | 111,421     | 165,198     | -33%                |

\* Indicates .com only

# *Website Performance – Website Conversion Goals*

**19% increase YOY combined site sessions (visits) compared to Q1 2019**

**4% fewer YOY combined page views compared to Q1 2019**

**19% of all sessions completed a conversion goal in Q1 2020\* (.com only)**

## **Conversion Goal Completion\* (.com only)**

- Time on Site Over 3:00 – 85,329 – 35% decrease vs Q1 2019
- Hotel Inquiry – 17,780 – 8% decrease vs Q1 2019
- Brochure Downloads – 6,631 – 38% decrease vs Q1 2019
- Brochure Orders – 1,681 – 47% decrease vs Q1 2019
- eNews Registration – 1,489 – 41% decrease vs Q1 2019

# *Website Performance – Website Partner Referrals*

## **Total Partner Referrals – 75,523**

- Profile referrals – 43,206
- Deal referrals – 29,444
- Event referrals – 2,762
- Sports referrals – 111

## **Total Partner Pageviews – 295,818**

- Profiles – 142,427
- Deals – 137,242
- Events – 15,875
- Sports – 274

**26% Click-through rate to Partners**

# *PR & Promotions*

## *- United States Coverage Highlights*

- YTD Coverage Snapshot
  - Number of Articles: 56
  - PR Impressions: 136,576,827
  - Earned Media: \$330,902.37
  - Average Quality Score: 76



*Hospitality Design – Feb. 1*  
*– Destination Feature*

# PR & Promotions - United States Coverage Highlights cont

**TRAVEL WEEKLY**  
THE TRAVEL INDUSTRY'S TRUSTED VOICE

## A look at Bermuda in 2020



Cultural Celebrations

Restaurant Week runs through Feb. 2 and offers prix fixe menus for a two-course lunch (\$22) or three-course dinner (from \$32 to \$52 per person) at a variety of restaurants on the island.

The Culture & Heritage dinner on Jan. 24 features a meal inspired by Bermuda's African diaspora, particularly the congregation of Cobbs Hill Methodist Church, a sanctuary built by enslaved and freed men in 1827. Overseen by chef Eric Adjepong, the menu will showcase local ingredients that tell the story of Bermuda's first people of African descent and their heritage that is reflected in the island's food culture today.

Travel Weekly Online – Jan 14  
– Destination Feature

**COASTAL LIVING**

## The Best Way To Experience Bermuda May Not Include Beaches (Really!)

Of course, those pink sands are alluring. But the best way to experience Bermuda may be to peer deeper into its fascinating history.



It is hard to imagine being excited about leaving Bermuda's heralded pink-sand beaches. Until you meet [Kristin White](#). Or climb the steep stairs to the 17th-century Old State House. Or climb the broad stairs to [Rosedon Hotel](#), a superbly restored circa-1906 manor house, and take traditional English afternoon tea on its deep and shaded front porch.

This is the intoxicating call of history on an island famed for romance, but which goes far beyond the honeymoon. And the most resonant place to fall into that embrace is in the tiny, fascinating township of St. George. And in the company of White.

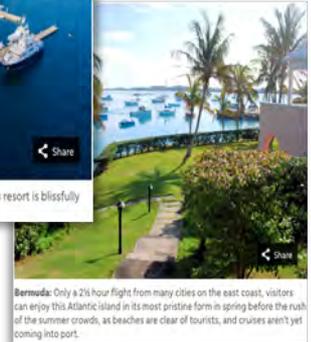
Coastal Living Online – Jan 3  
– Destination Feature

**USA TODAY**

## Spring break spots where you won't find spring breakers



Despite its seaside location, Bermuda's Hamilton Princess resort is blissfully free of spring breakers and cruise ships.



Bermuda: Only a 2½-hour flight from many cities on the east coast, visitors can enjoy this Atlantic island in its most pristine form in spring before the rush of the summer crowds, as beaches are clear of tourists, and cruises aren't yet coming into port.

USA Today Online – Jan 14  
– Destination Highlights

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# PR & Promotions - United States Coverage Highlights cont

## RECOMMEND



**BERMUDA** means a weekend of fun and a relaxing island escape. Bermuda might not be long enough to see it all, but there's time to do the highlights of the island long weekend getaway destination from the East Coast.

**Day 1:** There's a lot to do in Bermuda and a lot of beautiful coastline, but after that breakfast in Bermuda before the breakfast French toast at *Brewpub*, a favorite pub scene for its great coffee and creative atmosphere of *Capitola's*. Breakfast on either side of the island is a great start to the weekend. *Beach, Bike, & Brewpub* with its highly rated *Beach, Bike, & Brewpub* (Harrisburg, PA) is a great start to the weekend.

**Day 2:** The island is a beautiful island with its own charm. *Beach, Bike, & Brewpub* is a great start to the weekend. *Beach, Bike, & Brewpub* is a great start to the weekend. *Beach, Bike, & Brewpub* is a great start to the weekend.

**NEW YORK LIFESTYLES MAGAZINE**

**TRAVEL**

**BOUTIQUE IN BERMUDA**  
THINK PINK FOR REST & RELAXATION

Looking for a quick getaway? Bermuda is less than a two-hour flight from New York City, but seemingly a world away. Stunning pink beaches, top food, and active adventures await. And while Bermuda has an abundance of properties to choose from for your trip, these two boutique beauties offer high-touch service for a personal pampering stay.

**REINSTEAD BELMONT HILLS GOLF RESORT & SPA**

The most of this resort is all for the eye with championship golf for the husband and a spa for the wife and my girls. But the ultimate upgrade? **Reinstead Belmont Hills** offers even more. With only 400 exclusive accommodations, the property has truly made a five-star beach home feeling with personal service.

The swimming pool area is an amazing addition, and *Reinstead Belmont Hills* is a perfect place to have a spa. If you want to be pampered in the most beautiful of ways, *Reinstead Belmont Hills* is the place to go. With only 400 exclusive accommodations, the property has truly made a five-star beach home feeling with personal service.

A complimentary shuttle is also available to take you to the airport. *Reinstead Belmont Hills* is a perfect place to have a spa. If you want to be pampered in the most beautiful of ways, *Reinstead Belmont Hills* is the place to go. With only 400 exclusive accommodations, the property has truly made a five-star beach home feeling with personal service.

**FASTFACTS**  
GETTING THERE: 2 1/2 hours from New York City  
BEST TIME TO VISIT: Spring and Fall  
BEST ACTIVITIES: Golfing, swimming, and shopping  
BEST RESTAURANTS: *Reinstead Belmont Hills*  
BEST HOTELS: *Reinstead Belmont Hills*  
BEST TRANSPORTATION: *Reinstead Belmont Hills*

New York Lifestyles Magazine – Feb 1 – Destination Feature

**BLACK ENTERPRISE**

**BERMUDA TOURISM TEAMS UP WITH CHEF ERIC ADJEPONG TO HIGHLIGHT LOCAL FOOD ENTREPRENEURS**

Bermuda is different from other islands. It doesn't have an indigenous culture. The island's culture is derived from a brilliant mosaic of African, Portuguese, and British influences. This is even more evident in the local food culture. Many people would tell you that Bermuda doesn't have a distinct cuisine, everything is just from somewhere else just like the people, but that isn't the case. It has a unique taste taking something from all of the cultures of the island that separates it from other island cultures.

Black Enterprise Online – Feb 25 – Destination Feature

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# PR & Promotions - United States Coverage Highlights cont

**Forbes**

## Stuck At Home? Connect With Nature Through These Invigorating Live Feeds

Cahow Birds

Nonsuch Island, Bermuda



RARE CAHOW BIRD CHICK

Thought to have gone extinct a few hundred years ago, the "Lazarus" cahow bird is the third rarest seabird in the world. In the 1950s, 18 nesting pairs were discovered on four tiny offshore islets of Bermuda. Since then, the Cahow bird has made a successful comeback, thanks to dedicated efforts by the government. Bermuda is the only place these birds come to breed; their current population is 130 pairs, with 65 chicks hatched (as of 2019). Viewers get an opportunity to see the adorably fluffy cahow chicks being raised by their parents on a number of live video cameras set up in their underground burrows. If you simply want a picture-perfect beach to play in the background, they've got a webcam for that, too.

Forbes Online – Mar 16  
– Destination Highlights



## Feeling the chill? Escape to sunny Bermuda!

Book now and save 50% on select hotels during our Pink Sale!

### AMNY METRO

Are you dreaming of a magical winter escape? Look no further than the idyllic coast of Bermuda. From scenic views to world-class dining, this island offers a perfect winter escape. Whether you want a relaxing getaway or a more adventurous trip, Bermuda has it all. Book now and save 50% on select hotels during our Pink Sale!

### Adventure

If you're the type of person who seeks out an adventurous vacation, Bermuda has a lot of exciting outdoor activities for you to enjoy. From hiking to a water preserve to whale-watching from the shore or on a boat, there's an activity for you no matter what kind of adventure you're looking for. If you're a fan of the water, Bermuda is known for its Red Bay, which is one of the best places to go for a water preserve. Book now and save 50% on select hotels during our Pink Sale!

AM New York – Jan 23  
– Destination Feature



## Experience Virtual Travel from Yosemite to Amsterdam with These Livestreams



### Royal Naval Dockyard, Bermuda

Sailboats, yachts, sunsets: What more could you want while stuck at home? This webcam gives viewers an all-encompassing look into the waterfront life of Bermuda's historic Royal Naval Dockyard, which is still used to house cruise ships, museums, and artsy shops.

Watch the livestream here.

Condé Nast Traveler Online – Mar 26 –  
Destination Highlights

## *PR & Promotions - United States Coverage Highlights*

- Individual Press Trip - Hosted in Q1
  - Racist Sandwich Podcast (diverse food culture feature)
- Texas Media Blitz - Conducted in Q1
  - Met with 10 journalists from outlets including Modern Luxury, Forbes, Food & Wine and Austin American Statesman
- Conservation/Sustainability Press Trip - Planned in Q1
  - TURNER conducted outreach and secured four journalists; press trip postponed to COVID-19

# *Polo Ralph Lauren Integrated Partnership*

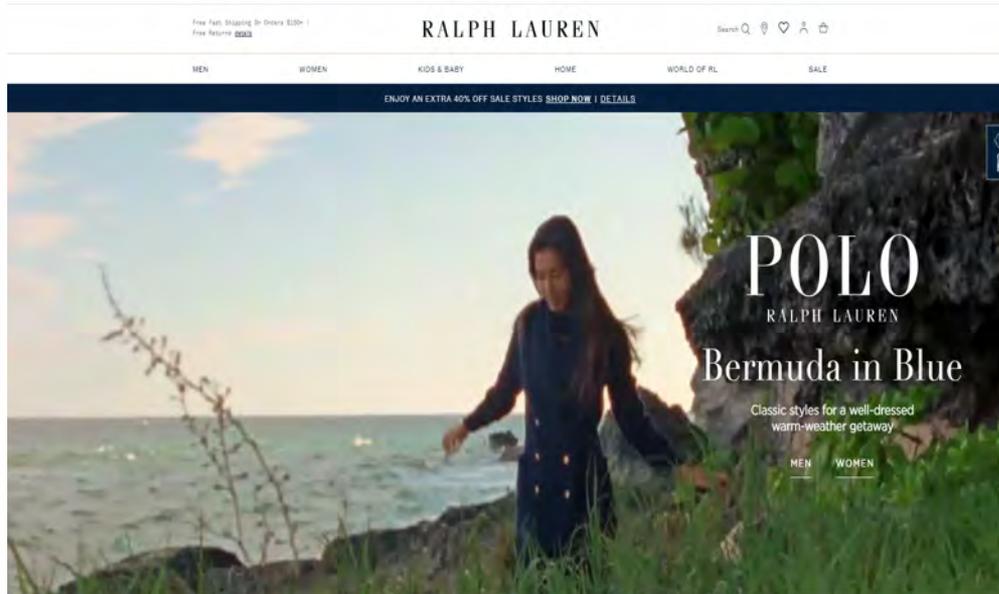


## **Components**

- Polo Ralph Lauren Cruise Campaign 2020 was shot in August 2019
- Launched campaign in two phases featuring images of Bermuda prominently on Polo.com homepage and on the women's and men's landing pages in January and February 2020
- Implemented social-media campaign
- Organised Polo mobile in-app sweepstakes to win a trip to Bermuda
- Distribution of e-mail Blast to Polo.com subscribers with subject line: "Take a Trip to Bermuda"
- Featured travel article about Bermuda in online RL magazine
- Distribution of news release spotlighting a local Bermudian teen selected to feature in shoot

# Polo Ralph Lauren Integrated Partnership cont

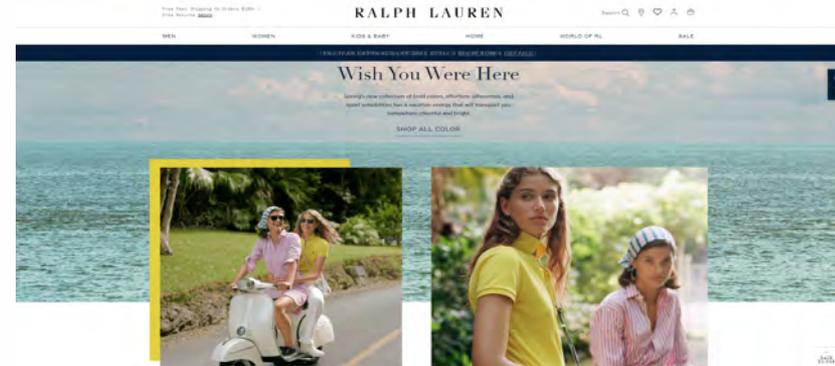
## POLO Landing Pages



Polo Ralph Lauren Website Homepage



Polo Ralph Lauren Men's landing Page



Polo Ralph Lauren Women's Landing Page

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# *Polo Ralph Lauren Integrated Partnership cont*

## **RL MAG: Island Fantasy**



### **ISLAND FANTASY**

***THE TIMELESS ELEGANCE AND UNSPOILED BEAUTY OF BERMUDA by Sarah Bray***

**Article:** [https://www.ralphlauren.com/rlmag/Ralph-Lauren-Bermuda-travel-guide.html?ab=en\\_US\\_rlmag\\_rlmag\\_travel\\_article5](https://www.ralphlauren.com/rlmag/Ralph-Lauren-Bermuda-travel-guide.html?ab=en_US_rlmag_rlmag_travel_article5)

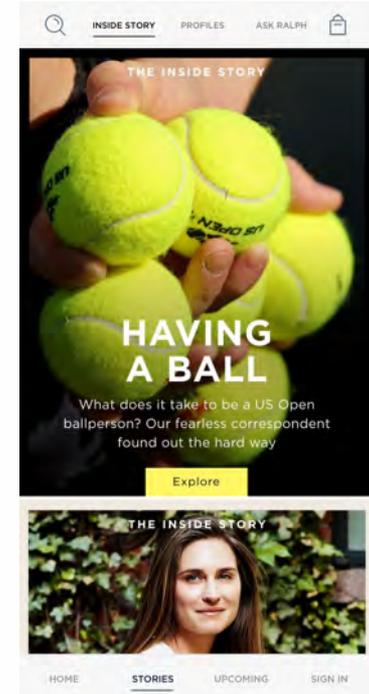
# Polo Ralph Lauren Integrated Partnership cont

## POLO In-App Sweepstakes



The screenshot shows a registration form for the POLO RALPH LAUREN app. The form includes fields for 'First Name', 'Last Name', 'Email', 'Password', and 'Confirm Password'. There are also dropdown menus for 'Birthday (Month)' and 'Birthday (Day)'. Below these are fields for 'Address (Line 1)', 'Address (Line 2)', 'City', 'State', 'Postal Code', and 'Country'. A 'Phone Number' field is at the bottom. A close button (X) is in the top left corner.

Sweepstakes Date: Jan. 21 - 24



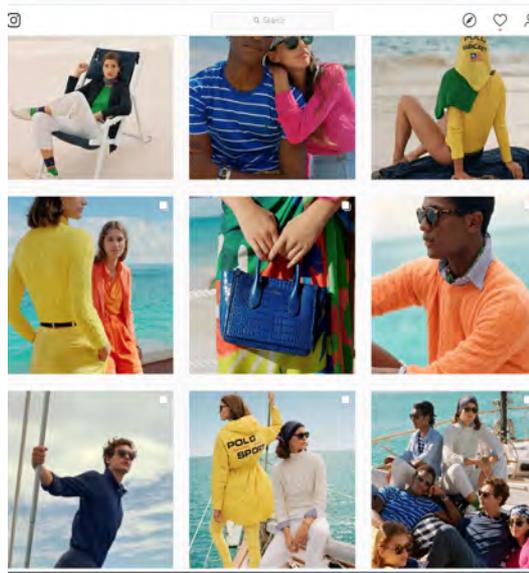
First time the brand collaborated with a destination to register to win a trip, curated through Polo Ralph Lauren marketing team

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# *Polo Ralph Lauren Integrated Partnership cont*

## Social Media Campaign



### Instagram ( 6.4 million followers)

- Jan. 21 - 9 posts
  - Jan. 28 - 3 posts
  - Feb. 2 - 6 posts
  - Feb. 4 - 6 posts
- Additional support provided on Twitter (2.3 million followers)
  - Facebook (9.2 million likes)

Polo Ralph Lauren continued to promote its new beach collection shot in Bermuda on @PoloRalphLauren. This last installment included five still images geotagged Bermuda and one video with a total of 119,675 likes. Our name was also included in the link bio on the Instagram landing page

# PR & Promotions - Canada

O Canada - Jan

Online

Title: Canada.com's travel deals of the week

Journalist: Jim Byers

Article Link:

<https://o.canada.com/travel/deals/canada-coms-travel-deals-of-the-week-january-13-19-2020>

How was it secured: ongoing media relations

Media Ad Value: \$2,550

Reach: 42,500



# PR & Promotions - Canada cont

## Post Media Channels- Jan

### Online

Featured in 'Travel Deals of the Week' section, this article was syndicated across 69 Post Media channels. Some of the top publications are:

- The Edmonton Journal
  - Reach: 315,000
  - Media Ad Value: \$18,900
- Regina Leader Post
  - Reach: 124,000
  - Media Ad Value: \$7,440
- The Vancouver Sun
  - Reach: 614,000
  - Media Ad Value: \$36,840

**Canada.com's travel deals of the week: January 13-19, 2020**

This week's Canada.com travel deals include great savings for river cruises, Air Transat flights, New York City, Bermuda and more.

JIM BYERS Updated January 13, 2020

**MOST READ**

- Prarie Spruce residents settling into their unique new home in Regina | Regina Leader Post
- Officer emotional over Jenny McKay death scene | Regina Leader Post
- Unfor picketers staying warm despite frigid temperatures | Regina Leader Post
- Mandyk: Conservatives may need a bit of the old progressive | Regina Leader Post
- 40: Extreme cold warning issued for most of province | Regina Leader Post
- Two people stabbed while trying to stop theft at Regina home | Regina Leader Post
- Sherwood councillor accused of conflict of interest over water main | Regina Leader Post

This week's travel deals roundup uncovers great bargains from Air Transat, New York City, Goway Travel, AmaWaterways, Bermuda and Rocky Mountaineer.

**Air Transat sale offers savings on a pleneload of destinations**

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JIM BYERS Updated January 13, 2020

**MOST READ**

- Speed camera coming to eight intersections around Metro Vancouver | Vancouver Sun
- \$1.2M mortgage called on B.C. home allegedly tied to money laundering | Vancouver Sun
- Vancouver Weather: Snowfall warning in effect | Vancouver Sun
- Too young to ride the bus alone? Vancouver dad disagrees | Vancouver Sun
- B.C. public sector salaries database: 10th edition | Vancouver Sun
- How B.C.'s Aquilino family became the owners of the biggest e-sports gaming network in North
- Surrey rapper, gang associate facing charges in Ontario | Vancouver Sun

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**Air Transat sale offers savings on a pleneload of destinations**

# PR & Promotions – Canada cont

**Travel Press– Jan**

**Online**

**Title: Get in the Pink with Bermuda**

**Journalist: N/A**

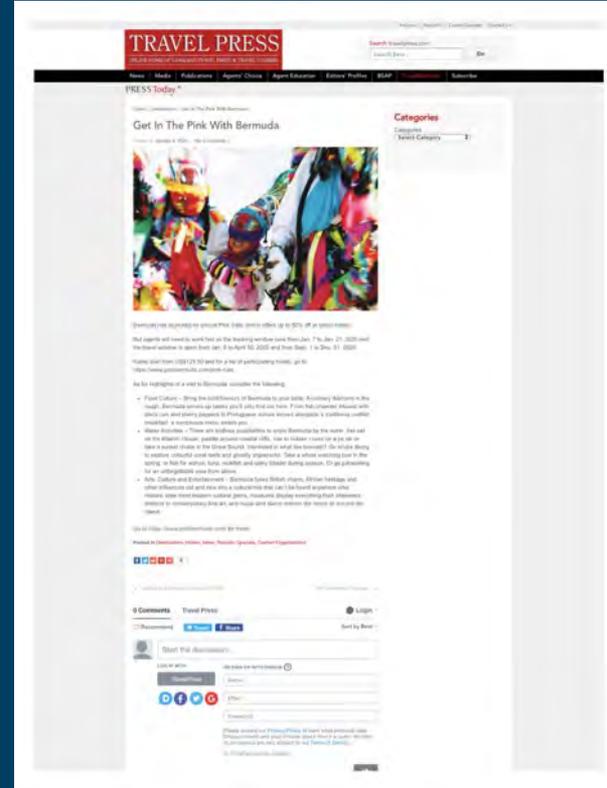
**Article Link:**

<https://www.travelpress.com/get-in-the-pink-with-bermuda/#.XhYhcJNKifV>

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

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

**Reach: 35,000**



# PR & Promotions – Canada cont

**Travelweek– Jan**

**Online**

**Title:** Bermuda's Top Hotels on Sale for up to 50% Off

**Journalist:** N/A

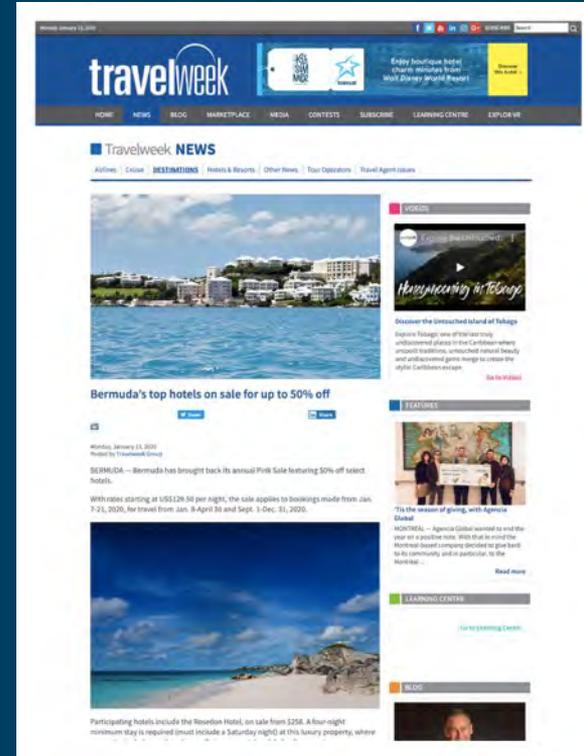
**Article Link:**

<https://www.travelweek.ca/news/bermudas-top-hotels-on-sale-for-up-to-50-off/>

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

**Media Ad Value:** \$540

**Reach:** 9,000



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# PR & Promotions – Canada cont

**enRoute Magazine– Jan**

**Online (English)**

**Title:** Find Your Perfect Beach Using Your Horoscope

**Journalist:** Caleigh Alleyne

**Article Link:**

<https://enroute.aircanada.com/en/article/astrocartography-travel>

**How was it secured:** press trip

**Media Ad Value:** \$21,000

**Reach:** 350,000



# PR & Promotions – Canada cont

**enRoute Magazine– Jan**

**Online (French)**

**Title:** La Plage Parfaite Selon Votre Horoscope

**Journalist:** Caleigh Alleyne

**Article Link:**

<https://enroute.aircanada.com/fr/article/voyage-astrocartographie>

**How was it secured:** press trip

**Media Ad Value:** \$21,000

**Reach:** 350,000



# PR & Promotions - Canada cont

Today's Bride- Feb

Print

Title: Island Dreams

Journalist: Amy Bielby

How was it secured: press trip

Media Ad Value: \$2,400

Reach: 40,000

*bancymoon TRAVEL* | BERMUDA



**Island dreams**

Bermuda is only 53 square kilometers, so it is easy to get to know this little country in a short amount of time. The best plan is to choose a home base and venture out from there to explore. Make home base Elbow Beach in Bermuda Resort & Spa. Located on 50 acres of beautiful property, Elbow Beach has it all: a quarter mile of pink sand beach, a full-service spa with five private suites and three gourmet restaurants. (Mickey's Beach House is a delicious option with incredible views.) With the comfort of luxury hotel rooms or secluded cottages, plus the pool, tennis courts and 24/7 in-room dining, you may not want to leave the resort, but here you do.

Bermuda has a history like no other, so be sure to travel around the island. Rent a scooter or fun two-seater electric vehicle called a Twizy and take a self-guided tour (rent: trolleys are not permitted to rent actual cars). Your first stop should be St. George's. You'll feel as though you stepped back in time as you stroll through the streets of this UNESCO World Heritage Site. Visit the Unfinished Church, St. Peter's Church, The Wharf and the Town Hall in King's Square. Stop by Wilcox's waterfront bistro for a quick bite.

You won't want to miss Crystal Caves, an underground spectacle discovered in the early 1900s by two young boys. The calcareous and calcinetic formations paired with a crystal-clear lake are truly a sight to behold, and it is the perfect rainy-day excursion. You can explore similar caves as you hike through Blue Hole Park (also known as Tom Moore's Jungle) and even take a dip in the underground pools.

You'll immediately feel at home on this tiny island, which is filled with perfect beaches, one-of-a-kind shopping and unique history. **BY AMY BIELBY**

Visit Hamilton to shop in the one-of-a-kind stores or indulge in some nightlife, including Harbour Nights, a large street festival where you can purchase local goods, listen to bands and take in the beautiful scenery. Hamilton is also home to Devil's Ids, an incredible restaurant for any meal of the day. For breakfast, try the avocado toasts, and for dinner, order anything; it's virtually all delicious. Or grab some Asian-fusion snacks at Lupa.

No trip to Bermuda is complete without hitting the beach. You won't believe the blue of the water and sky, and paired with the pink sand, it's like living in a postcard. Sunbathing and dining is plentiful. Horseshoe Bay is a popular, easy-to-get-to option if you're interested in lounging and relaxing in paradise for a few hours.

**Five things to do in Bermuda**

- 1 Tour the Royal Naval Dockyard for a taste of history.
- 2 Try the famous fish sandwich, made with fish fillets on rye bread. It might sound odd, but it's tasty!
- 3 Indulge in a Rum Swizzle at the Swizzle Inn. Be careful: They can be addictive.
- 4 Play 18 holes at one of the many golf courses, such as Port Royal.
- 5 Visit the Maritime Museum of Bermuda Art and dine at Sally Linn.

TODAYSBRIDE.CA • 91



**TODAY'S bride**  
TORONTO

WITH A LONESOME TRIP TO MARWICK PARADISE ISLAND AND INSPIRATIVE BAHAMAS

**GETTING INKED**  
Wedding-day tattoos

**7**  
PHOTOGRAPHY TRENDS

**GORGEOUS REAL WEDDINGS**

Build your **REGISTRY**  
with must-have homewares

All the dearest things:  
COTTON CANDY CUTIENESS  
HONEY-BEE INSPIRATION  
CLASSIC BLACK AND WHITE

Perfect Day WEDDING INSIDE

Sales & Marketing- Awareness & Relevance

BERMUDA

# PR & Promotions - Canada cont

Ignite Magazine- Mar

Online

Title: Out and About

Journalist: N/A

How was it secured: 2019 Toronto Event

Media Ad Value: \$3,840

Reach: 64,000

**OUT & ABOUT**

**FAIRMONT LE MANOIR RICHELIEU FAM**  
Following the PCMA Canadian Innovation Conference, Ignite had the pleasure of attending the Fairmont Le Manoir Richelieu FAM in the beautiful Charlevoix region of Quebec.

**ACTE MONTRÉAL GLOBAL SUMMIT**  
Corporate travel professionals gathered at Fairmont The Queen Elizabeth Hotel this past November for engaging dialogue on the trends and challenges facing the industry.

**BERMUDA TOURISM AUTHORITY LUNCHEON**  
Intriguing and lively, Bermuda is always in season as a meetings and incentive destination. Toronto meeting planners were treated to a taste of what this elegant destination has to offer the group market.

**CONFERENCE DIRECT LUNCH 'N' LEARN**  
ConferenceDirect's Joanne Henry hosted an informative luncheon at Louis Louis in the St. Regis Toronto, educating clients about mixology and rediscovering the forgotten classics.

**CAESARS ENTERTAINMENT**  
Clients were treated to a Celine Dion concert at Scotiabank Arena on the Toronto stop of her Courage world tour.

**EDEN FOOD FOR CHANGE**  
The Bajan National Tourist Board and travel and tourism industry professionals prepared 500 meals to be distributed at the Eden Food for Change food bank in Mississauga, Ont., which serves more than 2000 families each month.

**PCMA CANADIAN INNOVATION CONFERENCE**  
The theme of the 2019 conference, held in Quebec City, was "Reimagine." Ignite was proud to present a panel discussion on the future of events.

**BERMUDA**

**BAHAMAS LUNCHEON**  
The Bahamas Tourist Authority educated attendees on all that they have to offer the group market.

ignite  
INCENTIVES CONVENTIONS MEETINGS

fresh look + new features

brighter  
**bolder**  
smarter

QUIRKY CITY TOURS  
SUSTAINABLE EVENTS  
FINANCIAL SAVVY FOR PLANNERS

DESTINATION SPOTLIGHTS  
Edmonton + Switzerland

February | March 2020

Sales & Marketing- Awareness & Relevance

BERMUDA

# PR & Promotions - Canada cont

**DRIFT Travel- Mar**

**Online**

**Title:** Bermuda Sustainable Dining Festival April 3-6, 2020 Fairmont Southampton

**Journalist:** N/A

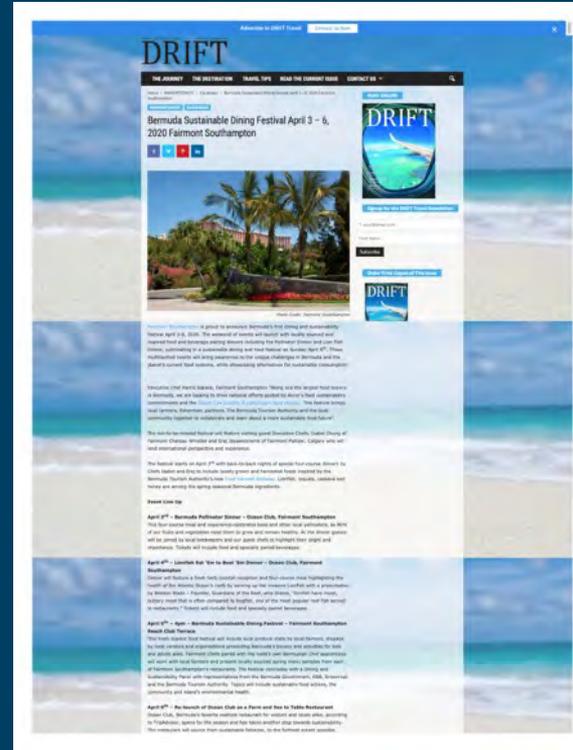
**Article Link:**

<https://drifttravel.com/bermuda-sustainable-dining-festival-april-3-6-2020-fairmont-southampton/>

**How was it secured:** press release

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

**Reach:** 250,000



*Sales & Marketing- Awareness & Relevance*

BERMUDA



# PR & Promotions – Canada cont

**The Montrealer– Mar**

**Online**

**Title: Bermuda Sustainable Dining Festival**

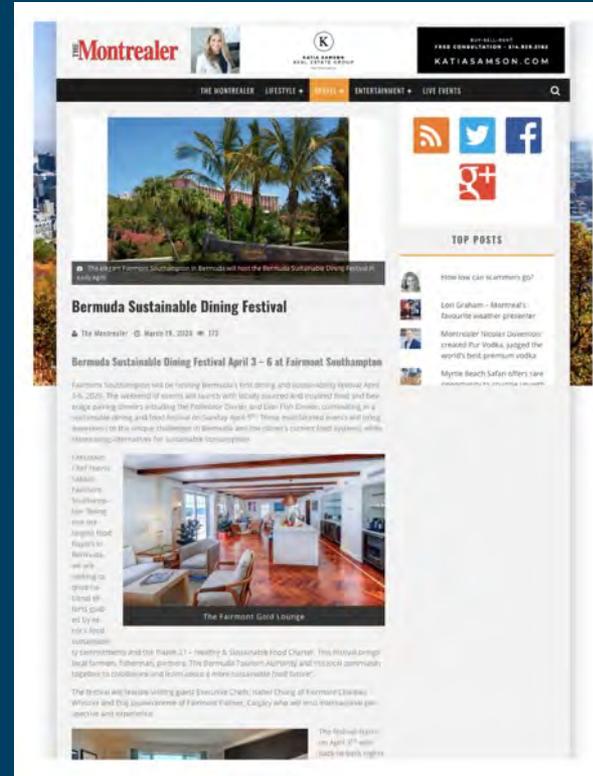
**Journalist: Peter Kerr**

**How was it secured: press release**

**Media Ad Value: \$510**

**Reach: 8,500**

**\* article taken down from <https://themontrealeronline.com/> until further notice due to rescheduling the event**



*Sales & Marketing– Awareness & Relevance*

BERMUDA

# Social Media - Q1 Top-Performing Posts



Reached Users: 101,014  
Reactions: 7,202  
Post Clicks: 4,700



Engagements: 1,412  
Retweets: 318  
Likes: 1,073



Likes: 4,050  
Comments: 88

This quarter, content initially focused on spring travel planning and was heavily weighted toward landscape and beach scenes. These types of images are always crowd-pleasers for the broader audience. Topics about specific experiences like whale watching were also well received by the community.

Toward mid/end of March, content abruptly switched to align with a much different objective: bring calm to audiences as the COVID-19 outbreak caused borders to close and put an end to travel for upcoming months. This approach will continue into the near future, and we hope to use Bermudian scenes to connect in an appropriate and sensitive manner with audiences missing travel.

- Team members participated in the Superyachts Strategy Working Group tasked with creating a sustainable strategic plan to build a superyacht sector in Bermuda that wins community support and aligns with the National Tourism Plan
- Ongoing tracking of exposures to digital media and subsequent arrivals via pixeling technology
- Continued management of consumer database and integration with our email-marketing tool, Act-On
- Ongoing measurement of KPIs, including room nights and visitor spend influenced in monthly scorecard



# *COVID-19*



**During March, BI & Tech started tracking the impacts of COVID-19 on the tourism industry, including:**

- Economic & visitor losses (air & cruise)
- Airline schedule updates
- Hotel closures and employment losses
- Non-hotel business impact: closures, innovations, employment losses
- Hotel pace/projections
- Tracking lost and cancelled leads due to COVID-19: sports and business groups
- Attending industry webinars to gather latest information on travel sentiment, hotel performance, airline updates and industry news related to COVID-19

# *Experience Marketing*

Drafted agreements for Rugged Rentals and Current Vehicles in preparation for promotional partnership that matches mini-car renters with Bermuda experiences. The potential is to expose visitors to on-island experiences pre-visit (the moment they advance-book their mini-car) and upon arrival (when they pick up their vehicle).



# Rum Punch Brunch Partnership

Put together photo activation at Rum Punch Brunch in Brooklyn, to turn wintertime New York brunchers into Bermuda brunchers—outdoors in Bermuda in spring. Bermuda placemats, coasters, video displays and napkins were all part of the marketing activation. Rum Punch Brunch Bermuda, an experience investment grant recipient, planned events here in April and May.



*Your next Rum Punch Brunch should be in Bermuda.*

We brunch outdoors. Your face kissed with gentle, flower-fragrant breezes.

Our rum is dark. Our foliage is green. The shoreline colours defy imagination.

It's so close: 90 minutes away.

**BERMUDA RUM PUNCH BRUNCH 2020 DATES:**  
APRIL 5 | MAY 31

*Visit the Bermuda photo booth today and picture yourself out here.*

**BERMUDA**  
GoToBermuda.com

*Rum Punch Brunch*



# *Crisis Communications*

The focus of corporate communications during the first quarter was heavily impacted by two major issues in fast succession: the resignation of CEO Kevin Dallas in late February (and subsequent appointment of Interim CEO Glenn Jones), followed by the advent of the global COVID-19 pandemic. Both required sensitive and strategic messaging, including corporate press releases, talking points for our Board/executives, and media liaison to ensure an informative narrative, consistency and transparency.

From the start of the COVID-19 crisis, Corporate Communications represented the BTA on Bermuda's Emergency Measures Organisation (EMO) and Public Health Emergency Response Team (PHERT), providing industry feedback to national officials, and corresponding critical updates to BTA Board, executives, staff and stakeholders. This department also supported well-attended BTA industry outreach initiatives, including our annual Outlook Forum—this year in the form of a webinar to accommodate social distancing—and a virtual Resilience Roundtable, with BTA execs teaming with stakeholder panellists to provide critical advice and practical tools aimed at helping our industry weather the pandemic's impact. A member of the BTA's Stakeholder Taskforce during COVID-19, we also supported efforts to highlight Bermuda-based partners and win media coverage.

Collaboration with the Interim CEO helped execute a drumbeat of stakeholder updates, press releases, interviews and media commentary, as needed, and continue to elevate BTA's voice and leadership throughout the COVID-19 crisis.

# *Team Support*

Throughout the quarter, Corporate Communications supported all BTA divisions across channels, through press releases, e-alerts, CEO speeches and talking points, marketing campaign materials, media liaison, social media, and TV, print and digital deliverables for interviews and media coverage.

## **Press releases**

A total of 26 BTA corporate/local press releases were distributed this quarter to local stakeholders and can be found on the BTA website here: [gotobermuda.com/bta/press-releases](https://gotobermuda.com/bta/press-releases)

## **Social media**

Steady growth and engagement characterised all BTA corporate channels in Q1. For the first time, we leveraged Twitter and LinkedIn to feature posts for BTA job opportunities for enhanced HR outreach.





# *Greener*

Growing Bermuda by being pink,  
blue & greener

BERMUDA  
— AGILITY —

# *Eco Tourism Experiences*

Completed exhaustive process of finding new eco-tourism experiences to position March, April and May as ecotourism season. New web page was created with an impressive list of experiences and its own vanity URL. The large volume of offerings that came in from stakeholders was pleasantly surprising. This new web page was seasonally relevant, as wintertime's Discover Days was replaced with springtime's eco-adventures.

*Eco-experiences have three lanes.*

*Which is yours?*

On Land  
On the Water  
Under the Water

For more information visit:  
[GoToBermuda.com/spring-eco-adventures](http://GoToBermuda.com/spring-eco-adventures)

BERMUDA  
GoToBermuda.com

Out Here  
LIVE ADVENTUROUSLY

# *Bermuda Climate Risk Forum*

BTA Corporate Communications held discussions on the Bermuda Climate Risk Forum with the Association of Bermuda Insurers & Reinsurers (ABIR) on possible co-sponsorship of the 2020 event, with a tentative date of October 27. ABIR indicated it would be interested in partnering with BTA as co-host. The aim is to make the Forum self-sufficient via registration & sponsorship. ABIR companies feel the event provides incentive to attract meetings on-island during PGA TOUR week.

We also met with Bermuda Institute for Ocean Sciences (BIOS) and toured the facility to discuss our association through the Forum and explore new avenues for greener and group tourism growth. BIOS is the primary beneficiary of the Forum, held in tandem with the Bermuda Championship.

**BERMUDA**  
CLIMATE RISK  
**FORUM 2020**



# *Infrastructure*

Enabling Frictionless Experiences

BERMUDA  
AGILITY

# *Air Service Development*

- During Q1, the BI&T Division finalised the Air Service Development Strategy in liaison with the Bermuda Airport Authority and other stakeholders. The components of the strategy were shared during the BTA's second annual Industry Outlook, held as webinar March 16. The event recording is available via BTAConnect
- Attended Routes Americas conference in Indianapolis February 3-6, when Bermuda held a dozen meetings with airlines on current air service, and explored new opportunities



# Visitor Experience

Held two internal staff briefings on results of 2019 Air & Cruise Exit surveys. Topics included visitor satisfaction, areas for improvement, visitor spending, attractions and activities, transportation, and others. The team uses this information to inform business decisions on improving visitor experience

## Leisure Visitors



# Online Arrival Card

List of Valentine's Day experiences was sent to 29 visitors who filled out online arrival cards for Valentine's Day Weekend. One lucky winner was rewarded with two surprise VIP tickets to the Bermuda Festival of Performing Arts "Ray on My Mind" dinner show. The objective was to reward visitors for completing the online arrival card. Bermuda has a tremendous marketing value when this form is completed in advance, but to date, too few are using it.





# *Local Involvement*

Growing with & through people

BERMUDA  
— AGILITY —

# *Tourism & Hospitality Workforce Readiness Initiatives*

By end of Q1, a total of 345 people had registered with **NewTourismJobs.com** to receive information on future hospitality jobs and training opportunities. The database, launched in Q4 2019, facilitates targeted messaging based on areas of interest within the industry and is intended to be a central distribution point for stakeholders wishing to communicate directly with jobseekers.



**JOBSEEKER?**  
**INTERESTED IN TOURISM?**

GET READY! BY 2021, BETWEEN 550 AND 800 NEW TOURISM JOBS WILL BE CREATED IN BERMUDA. THE DEPARTMENT OF WORKFORCE DEVELOPMENT IS TEAMING WITH BERMUDA COLLEGE AND BERMUDA TOURISM AUTHORITY TO IDENTIFY BERMUDIANS FOR NEW JOBS. REGISTER NOW TO BENEFIT FROM JOB ALERTS, PLUS TRAINING AND COURSES TO GET THE SKILLS.

Visit [NewTourismJobs.com](https://www.newtourismjobs.com)

  GOVERNMENT OF BERMUDA  
Department of Workforce Development  BERMUDA  
TOURISM AUTHORITY

# Restaurant Readiness Programme

In January, an additional 52 people registered for the final information session held to select participants for the Restaurant Workforce Readiness programme that launched January 20. In total, just under 100 people attended preparatory presentations.

- 20 people completed the application process
- 14 applicants were selected to participate in the programme's first cohort
- 13 started the programme on January 20 at Bermuda College (a 14th participant withdrew prior to starting to pursue another opportunity)



**LEARN TO EARN**  
Restaurant Jobs Programme  
Informational Session

Monday, February 17, 2020  
3 pm  
Department of Workforce Development  
23 Parliament Street, Hamilton

RSVP by February 14 to [kbartram@gov.bm](mailto:kbartram@gov.bm)



**LEARN TO EARN**  
Restaurant Jobs Programme  
Informational Session

Saturday, January 11, 2020  
10 am  
Department of Workforce Development  
23 Parliament Street, Hamilton

RSVP by January 9 to [kbartram@gov.bm](mailto:kbartram@gov.bm)



# *Restaurant Readiness Programme cont*

Part one of the programme consisted of two-and-a-half weeks' formal classroom at Bermuda College, where all participants earned certifications from American Hotel & Lodging Educational Institute (AHLEI) and Federation of Dining Room Professionals (FDRP). This was followed by further formal training leading to additional industry-specific certifications such as WSET and CTA.

All 13 participants in cohort one progressed to the paid-internship portion of the programme, in which every person was scheduled to spend two weeks at each restaurant group partner. Stakeholders expressed their approval of participants' work ethic and capability and were looking forward to continued success. Unfortunately, due to the COVID-19 crisis, the programme was suspended during week three of on-the-job training.

In the intervening time, a second cohort of four people completed the Bermuda College module but was unable to advance due to the programme's suspension.

Throughout the quarter, work advanced on development of a comprehensive strategy to address gaps in workforce supply vs demand, as identified by PwC's 2019 Hospitality Needs Assessment report. Hotel properties have been actively engaged in the process of building out a talent pipeline for their sector.



# *Hospitality Skills = Life Skills Programme*

Four schools introduced our Hospitality Skills = Life Skills programme in

Q1: Dalton E Tucker, Elliot Primary and East End Primary.

Collectively, approximately 120 students have been engaged by industry volunteers delivering an age-appropriate curriculum focused on the importance of being hospitable and the range of related industry opportunities.

Prior to the interruption of COVID-19, each school had completed two of five in-class lessons facilitated by industry volunteers. Paget Primary and Port Royal School had also completed their applications for the fall 2020 session.

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



# *Cross-Border Crisis Communications*

BTA Corporate Communications was invited to participate in a crisis communications workshop organised by the government's Department of Communications, in tandem with Government House and the US Consulate. Comms professionals from the US Dept of State and the UK Foreign Office also attended the one-and-a-half-day session held at Grotto Bay Resort for useful discussions on cross-border communications, specifically best practices and protocols between our three jurisdictions in the event of scenarios such as coronavirus, hurricanes, etc.



# COVID-19

BTA joined strategy meetings with members of EMO and PHERT (Public-Health Emergency Response Team) to discuss coronavirus health protocols, changing border-protection policies, and the need for public awareness and communications liaison in light of the ongoing crisis.



# *Corporate Synergies*

BTA met with organisers of the annual Bermuda Captive Conference to discuss how our organisation might leverage its sponsorship to better sync with National Tourism Plan goals and tap into this substantial overseas (50 percent of the long-running event's 800 industry delegates) to sell MICE messaging and bring visitors back to Bermuda in future for meetings and bleisure. The conference has since been shifted to a virtual event in September due to the pandemic. We also met with organisers of annual conferences for the Institute of Directors (IofD) and Caribbean Regional Compliance Association (CRCA), as well as the PwC-FT Insurance Summit, to explore ways we can support mutual goals through these local stakeholder events.



# *Superyacht Strategy Working Groups*

Following a kickoff in January, BTA leveraged COVID-19's lockdown and work-from-home period in March to prepare community working teams for a series of superyacht-strategy meetings hosted with RedSky Strategy. Diverse groups of experts across focus themes aligning with National Tourism Plan pillars—Innovation, Infrastructure, Awareness, Local Involvement—agreed to participate. The goal is to develop a collaborative national strategy to attract and service superyachts, their captains, crew and HNW guests, now that Jan 1 legislation permits +24m yachts to charter and cruise in Bermuda waters. Teams to be launched and meetings held through Q2. Overall timeline target is 2021 spring season.





# *Innovation*

Think like a visitor

BERMUDA  
AGILITY

# BVSCs

A mid-January BVSC 'pop-up' at the Hamilton Princess serviced visitors on-Island for the Race Weekend Expo. A total of 1500 people attended the Expo to register for the races. VSC ambassadors assisted visiting participants make the most of their free time on the island around the popular annual weekend events.

In February, a local craft market was held on the second floor of the Hamilton VSC to coincide with two cruise ship calls by Aurora and Ventura. Vendors included: Goslings, Carlos Santana Art, Bermuda Isle Tarot, NovelTea, and Pixie Grotto Studio.



## *BVSCs cont*

Premier David Burt held his “Your Island. Your Voice” town hall for 18 to 35 year olds on the middle floor of the Hamilton VSC in February. Work began shortly thereafter to turn the space into a multi-functional room allowing for private-meeting rentals.

VSC map tables were rebranded to reflect our Out Here guides and merchandise offerings were expanded to include a Bermuda-branded Swell bottle (\$35) and new white polo shirt for men and women (\$35).

In preparation for the formal start of the cruise season, a recruitment drive for seasonal contractors was launched, with more than 120 people applying for positions as tourism ambassadors. Following a formal selection process, training for those selected was postponed due to COVID-19.



# Restaurant Weeks

The Experience Team unfurled an ambitious effort to raise the profile of Bermuda Restaurant Weeks to make this annual seasonal festival a primary reason for travelling to Bermuda in the winter.

BERMUDA  
**Restaurant Weeks**  
January 16 – February 2, 2020

## Three-pronged Strategy:

- Advance local food culture and promote sustainability with a food harvest almanac
- Create memorable, only-in-Bermuda food experiences to capture imaginations and inspire travel
- Coordinate with local restaurateurs further in advance to create a longer runway for marketing Restaurant Weeks and what's on offer

## Three Events:

- **Fragrance & Food Pairing Picnic** | Jan 16 at Waterville Rose Garden
- **Bermuda Culture & Heritage Dinner** | Jan 24 at Fourways Restaurant
- ~~February Fish Fry | Feb 2 at Bermuda Transport Museum~~ (cancelled due to coronavirus)

## Content:

- Fragrance & Food Pairing Picnic video: <https://vimeo.com/391533531>
- Culture and Heritage Dinner photos
- Fish Fry video ad

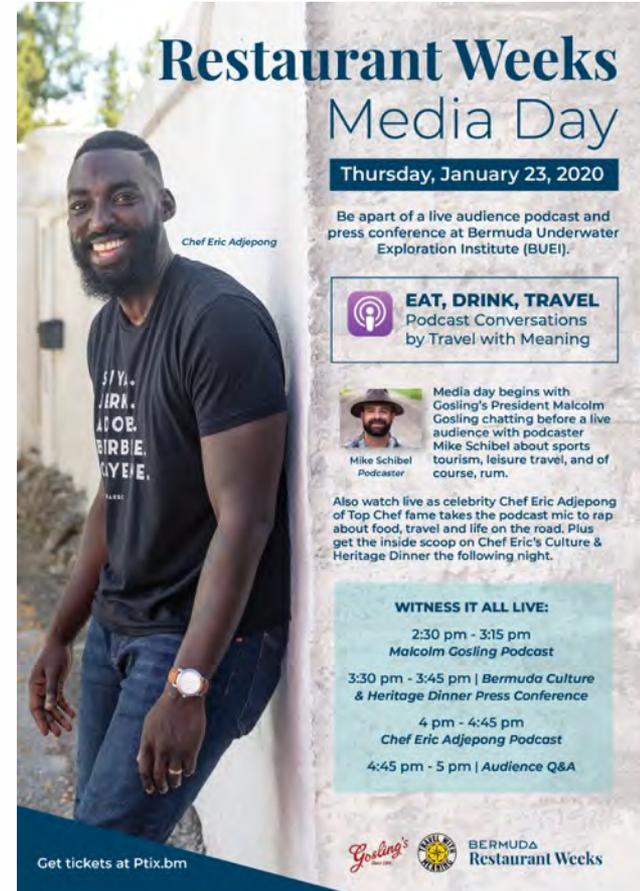


# Restaurant Weeks cont

A partnership with a podcast called Travel with Meaning allowed for more unique storytelling about the Bermuda food and beverage scene. Rum scion Malcom Gosling and celebrity chef Eric Adjepong were interviewed before a live audience and the podcasts premiered in March and are available on the Travel with Meaning website. These podcasts, called Eat, Drink Travel: Podcast Conversations by Travel with Meaning, served as the first release of Restaurant Weeks dates for January 2021, the 10th anniversary of the promotion.

Malcolm Gosling: March 2 | Trailer:  
<https://vimeo.com/392668314/5058117da4>

Chef Eric Adjepong: March 9 | Trailer:  
<https://vimeo.com/392668519/7ceed52e2c>



**Restaurant Weeks  
Media Day**

**Thursday, January 23, 2020**

Be apart of a live audience podcast and press conference at Bermuda Underwater Exploration Institute (BUEI).

**EAT, DRINK, TRAVEL**  
Podcast Conversations  
by Travel with Meaning

**Mike Schibel**  
Podcaster

Media day begins with Gosling's President Malcolm Gosling chatting before a live audience with podcaster Mike Schibel about sports tourism, leisure travel, and of course, rum.

Also watch live as celebrity Chef Eric Adjepong of Top Chef fame takes the podcast mic to rap about food, travel and life on the road. Plus get the inside scoop on Chef Eric's Culture & Heritage Dinner the following night.

**WITNESS IT ALL LIVE:**

2:30 pm - 3:15 pm  
**Malcom Gosling Podcast**

3:30 pm - 3:45 pm | **Bermuda Culture & Heritage Dinner Press Conference**

4 pm - 4:45 pm  
**Chef Eric Adjepong Podcast**

4:45 pm - 5 pm | **Audience Q&A**

Get tickets at [Ptix.bm](https://Ptix.bm)

**Gosling's**  **BERMUDA**  
Restaurant Weeks

# *Restaurant Weeks cont*

Additional Restaurant Weeks Events materialised as a result of the added buzz generated by the extra activity, allowing more stakeholders to benefit. A summary of the extra activity on the weekend of Chef Eric's visit:

- **Afro Jam: Official Culture & Heritage Dinner After-Party** | Jan 24, 9 pm | Newstead's Zanzibar Lounge
- **Lionfish Bites Fundraiser** | Saturday Jan 25, 6 pm | Bermuda Aquarium, Museum & Zoo: an evening of canapes and other lionfish treats prepared by Chef Eric and Take Five
- **Sunday Brunch** | Jan 26, 11 am | The Loren | Chef Tim Sullivan opened his kitchen to a collaboration with Chef Eric
- **Wild Flavours Foraging Tour** | Jan 26, 2:30 pm | Cooper's Island: Chef Eric joined Doreen Williams-James of Wild Herbs N Plants Bermuda for a sold-out foraging to tour to discuss their collaboration and the island's foraging traditions

## **Legacy**

A pair of Bermudian chefs, fresh off their collaboration with international culinary star Eric Adjepong, launched a weekly culinary experience to carry forward January's sell-out dinner at Fourways Restaurant. After teaming up with Chef Adjepong of Bravo TV's Top Chef fame to host Bermuda's Culture & Heritage Dinner, Jaelen Steede and Raeven White of BerymEats Café served up a new food and wine experience to delight the tastebuds of local and visiting foodies.

# *Restaurant Weeks cont*

## **Feedback**

### **Fragrance & Food Pairing Picnic (25% of attendees responded)**

- 67% Agreed or Strongly Agreed the experience allowed them to engage with Bermuda's food culture and local ingredients
- 80% Agreed or Strongly Agreed the experience allowed them to learn something new about a Bermuda cultural asset
- 100% were Extremely Satisfied or Satisfied with this experience
- 87% said the experience was Good Value or Very Good Value for money
- 93% would recommend this experience to a family member or friend
- 93% would purchase this experience again in the future

### **Bermuda Culture & Heritage Dinner (27% of attendees responded)**

- 83% of respondents said the event was Much Better or Better than any other previous special dining events they have attended
- 100% Agreed or Strongly Agreed that the experience allowed them to engage with Bermuda's food culture and local ingredients
- 90% Agreed or Strongly Agreed that the experience allowed them to learn something new about a Bermuda cultural asset
- 97% were Extremely Satisfied or Satisfied with this experience
- 100% would recommend this experience to a family member or friend
- 100% would purchase this experience again in the future
- 100% would like to see the BTA put on similar experiences like this in the future which highlight cultural assets



# *Restaurant Weeks cont*

## **Feedback**

Participating restaurants were polled for feedback. These results were important because there was some concern food experiences/events in this year's campaign could detract from locals eating out on prix fixe menus. This would be detrimental because the wintertime revenue boost is important to restaurant operators. Fortunately, the results were positive.

Participant Survey has respondents representing 14 of 51 restaurants:

- 55% of respondents saw an increase of traffic to establishments compared to same period last year
  - Of the 55%, 75% described increase as marginal, while 25% said it was moderate
- 55% of respondents saw an increase in food sales compared to same period last year
  - Of the 55%, 83% said increase in sales was between 0%-20%, while 17% said increase was between 40%-60%
- 64% of respondents felt BTA's RW2020 Events helped raise profile of Restaurant Weeks 2020
- 73% of respondents would consider hosting their own events for future Restaurant Weeks

# *Enterprise Anniversary*

A partnership with the Bermuda National Library resulted in a new Enterprise Exhibit there. Artefacts, and news coverage from 1835 were placed in the exhibit, along with video and photography.



**Out Here**  
HISTORY | LIVES

Discover the inspirational story of freedom behind this Chesley Trott sculpture.

A limited time exhibit of rare artefacts and almost two centuries of history awaits.

Bermuda National Library | 13 Queen Street

Free Admission

GOVERNMENT OF BERMUDA  
Department of Libraries and Archives

**BERMUDA**  
© Government of Bermuda

# Food Harvest Almanac

We conducted an on-island poll to determine which locally harvested foods on the Food Harvest Almanac residents like the most.

A snapshot of the results:

- WINTER - LOQUATS
- SPRING - BANANAS
- SUMMER - WATERMELON
- FALL - AVOCADOS

We had 58 useable responses to the survey.

Additionally, the Experience Team delivered posters to stakeholders that played a major role in the research and recruitment of data that went into building the food harvest almanac.



# *Experience Investment Process*

Two workshops took place during Q1 to provide on-island entrepreneurs and stakeholders with information about BTA's Experience Investment Application process for 2020. The workshops were designed to help potential applicants better align their experience submissions with expectations and needs of today's travellers to Bermuda and BTA priorities for tourism development.

A total of 35 people registered for the workshops prior to the opening of the applications portal on March 1. Subsequently, a total of 19 applications were submitted. Consideration for possible BTA support will be given to applications that: provide new visitor experiences, diversify Bermuda's product offerings and/or our experience provider base; show the richness of Bermudian culture and food; repurpose cultural sites and/or natural assets; highlight experience & services in superyacht tourism; emphasise Bermuda's historical ties to tennis.

A cross-division team within the BTA will evaluate submissions of events and experiences, with a focus to execute in Q3/4 of 2020. The evaluation process will conclude by the end of April, and approved experiences will then be announced.



**NOW SEEKING**  
HOME-GROWN TOURISM IDEAS FOR JULY - DECEMBER 2020

**Entrepreneur Workshops – February 26 or 27**  
Two sessions to choose from | Register online now to secure your spot  
We help home-grown talent take the next step  
[GoToBermuda.com/BTA](https://GoToBermuda.com/BTA)

**FREE**

**BERMUDA**  
TOURISM AUTHORITY

- Rollout of Microsoft Teams and SharePoint across the organisation, including training, was completed in early/mid-Q1 to improve collaboration and streamline file storage and sharing. This transition proved invaluable in mid-March when all BTA employees began working remotely from home due to COVID-19
- The Sales & Marketing Scorecard was completely transitioned to Dashboards in the Simpleview CRM, automating most of the monthly metrics





# *Teams & Groups*

Growing through Groups  
(MICE, Sports, Etc)

BERMUDA  
AGILITY

# *Teams - Sales Engagement Event*

## PGA Merchandise Show Orlando, FL, Jan 26-29

Multi-day show with 10+ meetings with golf event organizers and tour operators. Co-op promotion with Goslings Rum and Coral Coast Clothing gained database contacts

## Running USA Conference Las Vegas, Nevada, Feb 9-11

Participated in four sessions and held multiple meetings with potential clients about bringing new events to Bermuda



# *Teams - Partnership Engagement*

## World Triathlon Series Bermuda Feb 19-21

- Hosted new delivery partners World Triathlon Series (WTS) Edmonton and Anchor Films for site visit
- Had key discussions and meetings with local stakeholders during visit
- Met with LOC and key stakeholders to discuss WTS 2020 planning
- Conducted site visits to key location
- Mapped logistics to ensure successful event delivery



# *Teams - Partnership Engagement cont*

US Open Partnership Meeting  
New York, Feb 25

Attended day-long conference in New York to connect with partners affiliated with US Open. Announced Courts & Shorts Weekend in Bermuda scheduled for April 2020



# *Teams – On Island Events*

## **Bermuda Triangle Challenge**

**Jan 18–22**

Supported event strategy that significantly increased the number of international participants & economic impact

## **Zooma Run Series**

**Feb 13–16**

Brand new event brought 300 visitors to Bermuda in February, generating winter season business in alignment with National Tourism Plan

## **United Soccer League, Partnership Kickoff**

**Bermuda, Feb 24**

Announced sponsorship and support of new soccer league to bring multiple events to Bermuda in its first season



# *Teams - Local Awareness*

Tourism in Focus, Radio Interview  
Mar 4

Ocean 89FM, Radio Interview  
Mar 6



# Groups – Direct Sales Activity

## PCMA Convening Leaders San Francisco, CA, Jan 5–8

- 4,000 + Attendees – Planners and Suppliers, Domestic and International
- Educational Sessions
- Networking Events
- ALHI Fuse Event
  - 85 Planners
  - RFP received April 2022/2,089 room nights/500 people



# *Groups - Direct Sales Activity* cont

ALHI (Associated Luxury Hotels International) GSO Site Visit  
Bermuda, Jan 12-15 & Feb 29-Mar 4

- **First Wave**
  - 7 ALHI GSOs and CEO
  - Hotel and off-site venue visits
- **Second Wave ALHI GSO FAM Trip**
  - 8 ALHI GSOs
  - Hotel & off-site venue visits



# *Groups - Direct Sales Activity cont*

**SITE (Society Incentive Travel Excellence)**

**Vancouver, British Columbia, Canada, Jan 24-27**

- 620 Attendees (planners and suppliers)
  - virtual attendees
- 2,662 global members/30 global chapters
  - 3 new international chapters coming soon
- Educational sessions and networking events



# *Groups - Direct Sales Activity cont*

AMC Institute Annual Meeting  
Long Beach, CA, Feb 12-14

- 200 attendees (association management companies and suppliers)
- Bronze Member
- Speed-dating meetings
- Educational sessions and networking events



# *Groups - Direct Sales Activity cont*

## New York Sales Blitz

New York, NY, Feb 24-25

- Joint sales calls and presentations to New York clients with six Bermuda hotel representatives
- Presentations to 15 client accounts over two-day period

## NYSAE New York Society of Association Executives

New York, NY, Feb 26

- Meet NY is a one-of-a-kind mini-tradeshow, bringing together associations, and non-profit leaders, convention, corporate and meeting planners and hospitality partners with 200+ attendees

# *Groups – Site Visits, Events & Activities*

- **Mar 9-15 Travel + Leisure Business Advisory Board**
  - Host Hotel: Rosewood Bermuda
  - Off-site venue visits: Sandymount dinner “Eat Like a Local,” Unfinished Church lunch, Bermuda Aquarium Museum & Zoo & Trunk Island visit
- **Sports Site Visits**
  - Pickleball Event Lead: visited available pickleball courts for future tournament interest
  - Visited hotel accommodations for World Triathlon Series participants and film crew
  - USTA second site visit: hosted the group in February for final arrangements of Courts & Shorts Weekend. The event has since been cancelled due to COVID-19.

Bermuda Championship –BI & Tech continued working with KPMG on the post-event Impact Report, including media valuation

Enrolled 11 employees in Simpleview CRM certification training, to be completed in Q2





# *Year-Round*

Embracing Seasonality

BERMUDA  
— AGILITY —

# Winter Events

## Content Creation for Special Wintertime Experiences

- Smell the roses video: <https://vimeo.com/409526674>



## Valentine's Day Weekend

**FEBRUARY 13**

- Couples Pottery-making Class Inspired by the Movie "Ghost" taught by Endless Creations

**FEBRUARY 14**

- Romantic Couples Picnic at Botanical Gardens provided by Eettafel
- "Ray on My Mind" Dinner & Show presented by the Bermuda Festival of Performing Arts at Fairmont Southampton
- Couples Pottery-making Class Inspired by the Movie "Ghost" taught by Endless Creations

**FEBRUARY 15**

- Romantic Couples Picnic at Botanical Gardens provided by Eettafel
- "Ray on My Mind" Dinner & Show presented by the Bermuda Festival of Performing Arts at Fairmont Southampton

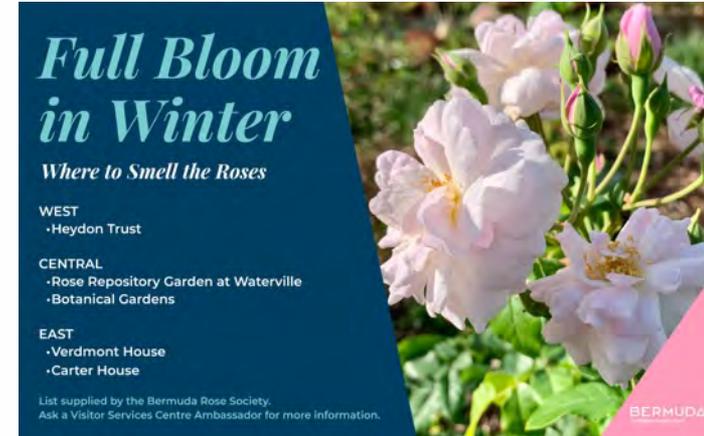
**MONTH LONG**

- Smell the Roses in Full Bloom at Public Gardens, Various Locations
- Spa Month Couples Massage Specials at \$99/person, Natura Spa or Ocean Spa

For more information:  
[GoToBermuda.com/Events](https://GoToBermuda.com/Events)  
[GoToBermuda.com/Spa-Month](https://GoToBermuda.com/Spa-Month)

\* DAY    ☾ NIGHT

BERMUDA  
[GoToBermuda.com](https://GoToBermuda.com)



## Full Bloom in Winter

*Where to Smell the Roses*

**WEST**

- Heydon Trust

**CENTRAL**

- Rose Repository Garden at Waterville
- Botanical Gardens

**EAST**

- Vermont House
- Carter House

List supplied by the Bermuda Rose Society.  
Ask a Visitor Services Centre Ambassador for more information.

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[GoToBermuda.com](https://GoToBermuda.com)

*Experience – Year Round*

BERMUDA

Completed update through year-end 2019 on National Tourism Plan success indicators and metrics to track progress towards 2025 goals



# Spring Hub & Eco Adventures

- Refreshed our immersive seasonal hub for spring to engage visitors in seasonal experiences.
- Created new article page highlighting spring eco-tourism adventures and activities.



Get a taste of beekeeping in Bermuda

**Discover Beekeeping** (Mar, Apr, May) – Pick up the basics of beekeeping, the inner workings of a beehive, and the impact of bees on Bermuda's natural environment from a native beekeeper. Then, pick up a bottle of Bermudian honey. (\$80) [Learn more](#). *West End*

**Hidden Gems Eco-Excursion** (Mar, Apr) – Adventure to Bermuda's most magnificent nature reserves and historical landmarks. Embrace the mystique with cave exploration, vine swinging and unforgettable Bermuda hiking trails! (\$100) [Learn more](#). *West End*

**Hidden Gems Eco-Photography Excursion** (Mar, Apr) – Steal away to hidden hot spots far away from the crowds.

and experience the true essence of Bermuda's natural beauty on this Insta-ready eco tour. (\$100) [Learn more](#). *West End*

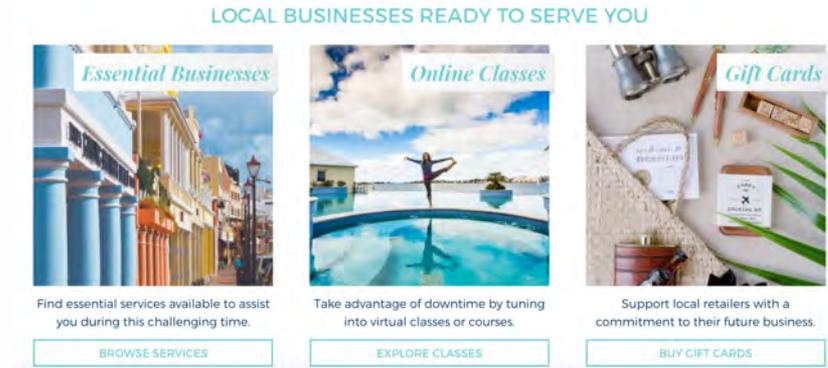
**Bermuda Railway Trail by Bike** (Apr, May) – Take a leisurely, motor-less bike ride on the Bermuda Railway Trail. Enjoy spectacular scenery along the length of Bermuda's end-to-end national park. (\$80) [Learn more](#). *West End*

**Spanish Point Adventures with a Local** (Mar, Apr, May) – Explore unspoiled caves and cliffs, beautiful parks and beaches in areas not frequently travelled by visitors. Plus, lunch from an ultra-local spot. (\$60) [Learn more](#). *Central Bermuda*



# *Covid-19 Resources Page*

- Created and launched a resources page dedicated to providing online support for both stakeholders and future visitors, with tools to assist local businesses and housing relevant updates from Bermuda Tourism Authority
- There has been strong performance on the page, with 3,258 total views in first two weeks. Time spent on this page is 260% higher than the site's average

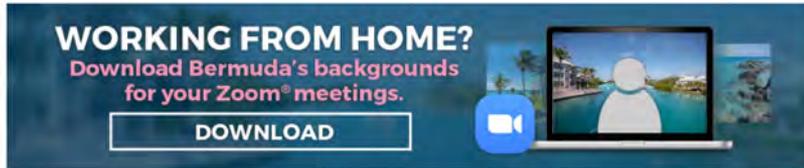


# Bermudaful Zoom Backgrounds

- Launched series of inspiring Bermuda backdrops for consumer download to use on virtual meetings. Great for sales, meeting planners and those working from home, as well as those calling friends and family via zoom to check in.

**WORKING FROM HOME?**  
Download Bermuda's backgrounds  
for your Zoom® meetings.

DOWNLOAD



① BAILEY'S BAY RAILWAY TRAIL



③ FLATT'S INLET



*Flatt's Inlet*

⑥ HORSESHOE BAY BEACH VIDEO



*Horseshoe Bay Beach*

# Consumer eNewsletters

\* The January newsletter was sent to engaged and unengaged email recipients; February to engaged only. We are working on segmenting the database based on response for our upcoming re-engagement campaign.

## JANUARY NEWSLETTER



**Features:**  
Guide to Romance  
Culture  
Food Tours

**Open Rate:**  
**34%\***

**Click-to-open Rate:**  
**7.2%**

**Top Clicked Link:**  
Guide to Romance  
(\* Test Month)

## FEBRUARY NEWSLETTER



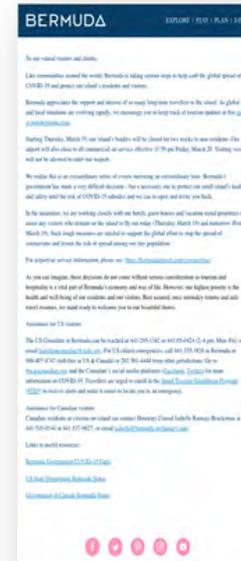
**Features:**  
Spring Break  
Beyond the Beach  
Lobster Season

**Open Rate:**  
**31%**

**Click-to-open Rate:**  
**7%**

**Top Clicked Link:**  
Spring Break  
(\* Test Month)

## MARCH NEWSLETTER



**Features:**  
Covid-19

**Open Rate:**  
**17%\***

**Click-to-open Rate:**  
**2%**

**Top Clicked Link:**  
Government  
Update

# Canada Travel Trade E-Newsletter

17,949 subscribers

No March newsletter – we are revising strategy and content for April–June



More Fun. Less Funds.

There's never been a better time to visit Bermuda. Book by January 21st and save up to 50% at participating hotels during Bermuda's Pink Sale.

Rates Starting at \$100.00

Start Planning Today!

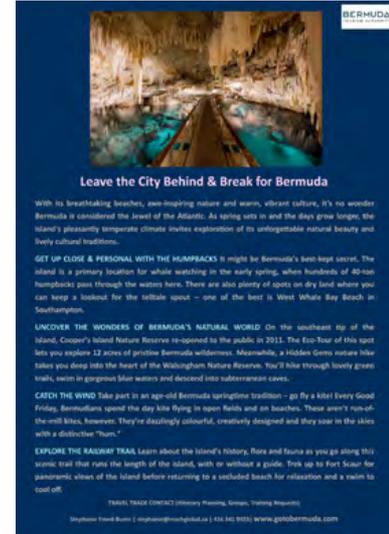


TRAVEL TRADE CONTACT (Itinerary Planning, Groups, Training Requests)  
Stephanie Freed-Burns | stephanie@reachglobal.ca | 416 341 9923 |  
www.gotobermuda.com

**JANUARY 2020**

Open Rate: 13%

Clicked: 0.4%



Leave the City Behind & Break for Bermuda

With its breathtaking beaches, awe-inspiring nature and warm, vibrant culture, it's no wonder Bermuda is considered the Jewel of the Atlantic. As spring sets in and the days grow longer, the island's pleasantly temperate climate invites exploration of its unforgettable natural beauty and lively cultural traditions.

**GET UP CLOSE & PERSONAL WITH THE HUMPBACKS** It might be Bermuda's best kept secret, the island is a primary location for whale watching in the early spring, when hundreds of 80-ton humpbacks pass through the waters here. There are also plenty of spots on dry land where you can keep a lookout for the bottlenose – one of the best is West Whale Bay Beach in Southampton.

**UNCOVER THE WONDERS OF BERMUDA'S NATURAL WORLD** On the southern tip of the island, Cooper's Island Nature Reserve re-opened to the public in 2011. The Eco-Tour of this spot lets you explore 12 acres of pristine Bermuda wilderness. Meanwhile, a hidden Gems nature hike takes you deep into the heart of the Williamson Nature Reserve. Tucktucktuck through lovely green trails, swim in gorgeous blue waters and descend into subterranean caves.

**CATCH THE WIND** Take part in an age-old Bermuda springtime tradition – go fly a kite! Every Good Friday, Bermudians spend the day kite flying in open fields and on beaches. These aren't run-of-the-mill kites, however. They're dazzlingly colourful, creatively designed and they soar in the skies with a distinctive "thum."

**EXPLORE THE RAILWAY TRAIL** Learn about the island's history, flora and fauna as you go along this historic trail that spans the length of the island, with or without a guide. Pick up for Free Sloop for panoramic views of the island before returning to a secluded beach for relaxation and a swim to cool off.

TRAVEL TRADE CONTACT (Itinerary Planning, Groups, Training Requests)  
Stephanie Freed-Burns | stephanie@reachglobal.ca | 416 341 9923 | www.gotobermuda.com

**FEBRUARY 2020**

Open Rate: 13%

Clicked: 0.2%

*Sales & Marketing – Year Round*

BERMUDA

# *Internal Support*

BI & Tech continued to monitor and provide 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/use by staff, partners & stakeholders

b. Future demand projections

c. Local perception of BTA and tourism industry to assist with stakeholder- and public-outreach strategies

• Report monthly and quarterly on:

a. Tourism key performance indicators, including air, cruise, yacht arrivals, air service, visitor expenditure, visitor satisfaction, hotel performance and pace, future projections, etc

b. Corporate objective status to staff and Board of Directors

• Provide maintenance, support and training for all technology and systems used by BTA

# *Report for quarter to March 31 2020*

The accounts to 31 March 2020 are currently being measured against the original budget agreed at the end of 2019. However, following the measures being taken on Island and worldwide to fight the spread of COVID 19, the budget for the remainder of the year has been revised to reflect the estimated loss of income and necessary cost cuts. Future accounts will reflect the new budget. The results to 31 March 2020 already reflect a slowing down of income from hotels and some initial savings from actions taken during the month.

## **Income statement**

### Income

Tourism Authority Fee - these are currently \$450k below budget following the closure of hotels during the month. The hotels are expected to shut or have limited occupancy for the next few months.

Vacation rental fees - these are a little ahead of budget. The impact of Covid 19 is not reflected in Q1 as the majority of fees are derived via booking agents and are paid on booking.

# *Report for quarter to March 31 2020*

## **Income statement Cont**

### Direct costs

Expenditure against budget to date, direct costs are \$1.2m below budget primarily driven by savings in Sales and Marketing. All paid media was halted during March and activity scaled back as soon as the potential impact of the pandemic was recognised. Other divisions are generally running below the original budget.

### Structure, General & Administration

Generally, these are operating in line with expectation.

## **Balance Sheet**

Bank - the balance at the end of the quarter was \$5.2m. The bank has agreed to defer capital repayments on the Loan for an initial period of 6 months, which will be reviewed should a longer period be necessary.

# *Report for quarter to March 31 2020 | Income Statement*

|   | Quarter 1          |                    |                  | Year To Date       |                    |                  |
|---|--------------------|--------------------|------------------|--------------------|--------------------|------------------|
|   | Actual             | Budget             | PY               | Actual             | Budget             | PY               |
| Income                                      | 6,227,108          | 6,704,852          | 7,512,830        | 6,227,108          | 6,704,852          | 7,512,830        |
| Direct costs                                | 4,587,917          | 5,808,500          | 5,718,731        | 4,587,917          | 5,808,500          | 5,718,731        |
| Direct surplus (deficit)                    | 1,639,191          | 896,352            | 1,794,099        | 1,639,191          | 896,352            | 1,794,099        |
| Structure, general & administration costs   | 2,781,702          | 2,596,735          | 2,369,265        | 2,781,702          | 2,596,735          | 2,369,265        |
| Operating surplus (deficit)                 | (1,142,511)        | (1,700,383)        | (575,166)        | (1,142,511)        | (1,700,383)        | (575,166)        |
| Net finance costs                           | 12,601             | 13,125             | 15,984           | 12,601             | 13,125             | 15,984           |
| Debt Service                                | 599,334            | 598,069            | 282,249          | 599,334            | 598,069            | 282,249          |
| <b>Net surplus (deficit) for the period</b> | <b>(1,754,446)</b> | <b>(2,311,577)</b> | <b>(873,399)</b> | <b>(1,754,446)</b> | <b>(2,311,577)</b> | <b>(873,399)</b> |

# *Report for quarter to March 31 2020 | Income and Direct costs*

|                                       | Mar-20           |                  |                  | Year To Date     |                  |                  |
|---------------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                                       | Actual           | Budget           | PY               | Actual           | Budget           | PY               |
| <b>Income</b>                         |                  |                  |                  |                  |                  |                  |
| Grants, subsidy & contribution income | 1,904,759        | 1,905,000        | 2,166,667        | 5,654,759        | 5,687,500        | 6,500,000        |
| Tourism authority fee                 | 68,615           | 445,908          | 383,574          | 471,596          | 922,352          | 870,229          |
| Cruise passenger visitor fee          | -                | -                | -                | -                | -                | -                |
| Vacation rentals                      | 7,334            | 10,000           | 134,217          | 100,753          | 95,000           | 142,601          |
|                                       | <b>1,980,708</b> | <b>2,360,908</b> | <b>2,684,458</b> | <b>6,227,108</b> | <b>6,704,852</b> | <b>7,512,830</b> |
| <b>Direct costs:</b>                  |                  |                  |                  |                  |                  |                  |
| Sales & Marketing                     | 2,404,453        | 1,941,292        | 870,467          | 4,028,979        | 5,119,875        | 5,276,864        |
| Product development & experience      | 54,935           | 69,708           | 47,396           | 123,220          | 198,625          | 84,997           |
| Research & business intelligence      | 18,226           | 91,250           | 64,424           | 92,632           | 186,250          | 133,510          |
| Operations                            | 37,374           | 76,250           | 130,051          | 343,086          | 303,750          | 223,360          |
|                                       | <b>2,514,988</b> | <b>2,178,500</b> | <b>1,112,338</b> | <b>4,587,917</b> | <b>5,808,500</b> | <b>5,718,731</b> |

# Report for quarter to March 31 2020 | Balance Sheet

| <b>ASSETS</b>                         | <b>Mar-20</b>            |
|---------------------------------------|--------------------------|
| <b>Current Assets</b>                 |                          |
| Cash & Bank                           | 5,216,879                |
| Accounts Receivable                   | 445,496                  |
| Accrued Income & Prepaid expenses     | 73,226                   |
| Total Current Assets                  | <u>5,735,601</u>         |
| <b>Non-current Assets</b>             |                          |
| Fixed assets                          | 2,092,268                |
| Deferred asset                        | 8,000,000                |
| <b>Total Assets</b>                   | <u><u>15,827,869</u></u> |
| <b>EQUITY &amp; LIABILITIES</b>       |                          |
| Accumulated Surplus                   | 5,075,714                |
| <b>Current Liabilities</b>            |                          |
| Vendor Payables                       | 1,338,953                |
| Accruals                              | 982,342                  |
| Deferred Income                       | 430,860                  |
|                                       | <u>2,752,155</u>         |
| <b>Long term Liabilities</b>          |                          |
| Loans Payable                         | 8,000,000                |
| <b>Total Equity &amp; Liabilities</b> | <u><u>15,827,869</u></u> |