



BERMUDA
AGILITY

Q2 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	\$29,771,033	\$42,919,840	-31%	\$85,764,340	35%
Total Room Nights Influenced by BTA	40,745	58,078	-30%	101,722	40%
Group Business Sales Leads	155	210	-26%	323	48%
Group Business Sales Calls	70	114	-39%	0	
Sports Tourism Sales Leads	50	56	-11%	95	53%
Sports Tourism Sales Calls	61	34	79%	0	
Number of Journalists Assisted	1,956	1,283	52%	0	
*Earned Media Generated	\$2,566,709	\$4,917,931	-48%	0	
*Coverage in Top 100 US Outlets	55	45	22%	0	
*Average Quality Coverage Score	1	1	6%	0	
PR Impressions Generated	949,026,262	663,287,892	43%	0	

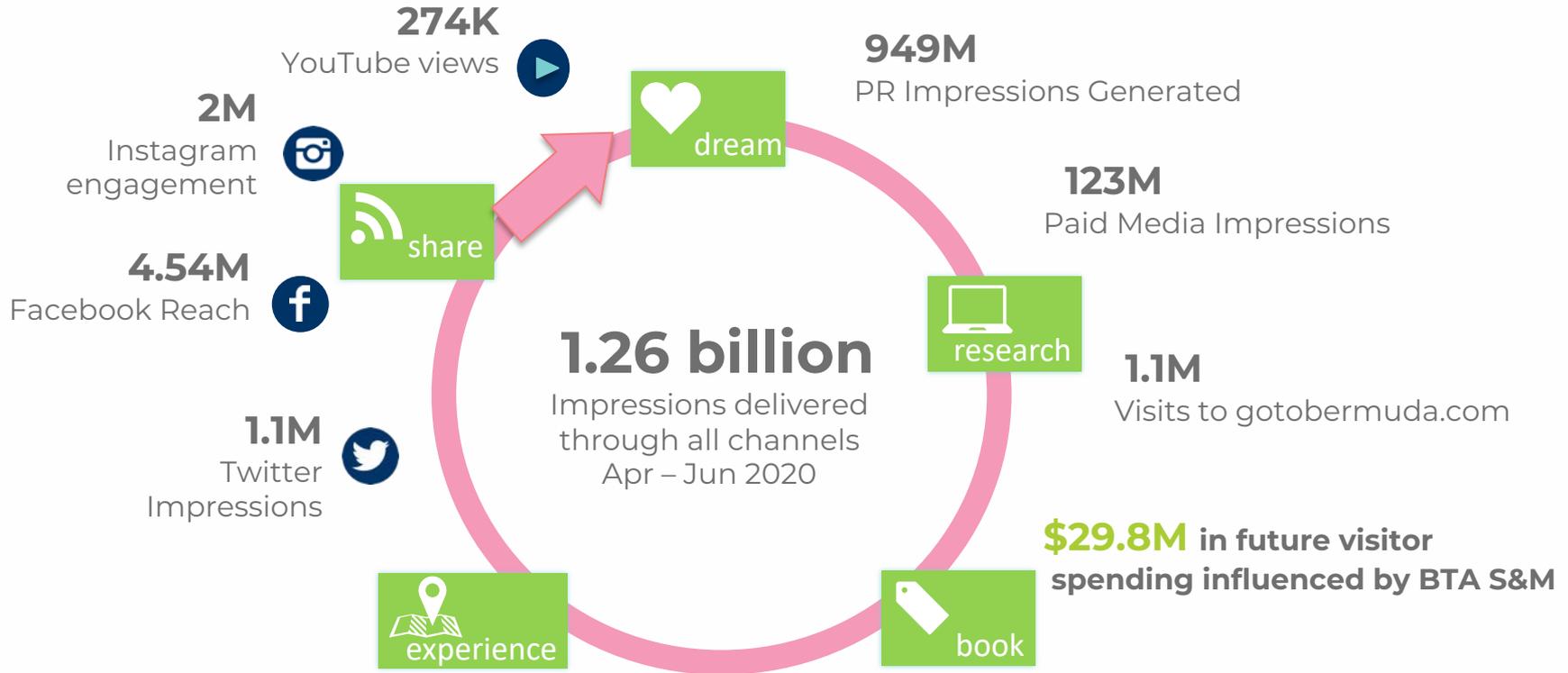
Digital Dashboard

KEY METRICS	YTD	Prior YTD	YOY%	Annual Target	% of Annual Target
Total Website Visits	1,118,742	1,621,415	-31%	0	
Desktop Traffic	428,047	419,046	2%	0	
Mobile Traffic	478,276	731,667	-35%	0	
Tablet Traffic	42,899	142,810	-70%	0	
Website Page Views	2,207,911	3,719,283	-41%	0	
Time on Site (in seconds)	88	122	-28%	0	
Newsletter Subscribers	225,640	233,232	-3%	0	
Newsletter Open Rate	19%	12%	62%	0	

Social Dashboard

KEY METRICS	YTD	Prior YTD	YOY%	Annual Target	% of Annual Target
Facebook Followers	360,133	360,025	0%	0	
Facebook Total Reach	4,541,355	6,576,368	-31%	0	
Facebook Engagement	1,850,902	2,656,976	-30%	0	
Twitter Followers	30,098	29,509	2%	0	
Twitter Impressions	1,124,994	8,061,114	-86%	0	
Twitter Engagement	87,125	137,930	-37%	0	
Instagram Followers	78,340	62,319	15%	0	
Instagram Engagement	1,999,307	1,921,815	4%	0	
YouTube Subscribers	2,600	2,343	11%	0	
YouTube Total Views	274,115	317,531	-14%	0	
YouTube Minutes Watched	361,110	745,785	-52%	0	

2020 YTD Marketing Snapshot



*Paid Media &
Integrated Partnerships*

Overview

Over **18.9MM** impressions across print and digital throughout Q2. Due to Covid19, media was paused on March 16, reducing impressions.

- **Print Media**
 - Garden & Gun: Where to Go 2020 - spread
 - Garden & Gun: Where to Go 2020 - advertorial
 - Travel + Leisure: June Issue
- **Digital Media**
 - Garden & Gun: social, e-blast, newsletters
 - Programmatic, TV and DOOH
 - Expedia & TripAdvisor

Garden & Gun

Print In Home Mar 14 & May 15

- Where to Go 2020 A/M spread - 1.6M Impressions
- Where to Go 2020 J/J advertorial - 1.6M Impressions

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

- Inclusion in Events E-blast
 - Event Listing on G&G.com
- 112k Impressions

Eco-Adventure in Bermuda
October 9-11
Bermuda

G&G partners with the Bermuda Tourism Authority for a one-of-a-kind weekend exploring the islands' natural beauty through the lens of conservation. Tour the islands by water and land and indulge in local cuisine, all alongside G&G editors and staff.

IN BERMUDA WITH BERMUDA TOURISM AUTHORITY

Island of Rare Wonders

After nearly being listed as an extinction during World War II, the humpback whale thrives again in Bermuda's waters. Join us for an unforgettable eco-adventure through the rich natural wonders of Bermuda.

Bermuda is an island paradise, with pristine beaches and lush gardens. It's a place where you can enjoy the best of both worlds. From its rich natural beauty to its vibrant culture, Bermuda has it all. Join us for an unforgettable eco-adventure through the rich natural wonders of Bermuda.

BERMUDA Island Unordinary

INDULGE IN THE UNEXPECTED

GoToBermuda.com

GARDEN & GUN IN BERMUDA

After nearly being listed as an extinction during World War II, the humpback whale thrives again in Bermuda's waters. Join us for an unforgettable eco-adventure through the rich natural wonders of Bermuda.

BERMUDA Island Unordinary

INDULGE IN THE UNEXPECTED

GoToBermuda.com

A variety of thoughtful organizations that support the world's largest marine conservation organization, the Bermuda Conservation Society, are working to protect the island's natural beauty through the lens of conservation. From its rich natural beauty to its vibrant culture, Bermuda has it all. Join us for an unforgettable eco-adventure through the rich natural wonders of Bermuda.

Meredith

Print (Travel + Leisure – June)

- June Issue - Summer Escapes & Wellness
- Circulation: 975K

“
Bermuda, a destination
within easy reach, is salvation.
When the time is right, we can't
wait to return to this beautiful
island, which feels like home.
”

Jacqueline Clifford
Editor-in-Chief, Travel+Leisure



BERMUDA
GoToBermuda.com

TL_Summer_V2_20220518 48 Pages

4800 3:52 PM

BERMUDA

Travel Trade Engagement

Sales Engagement Highlights

Andavo Travel/ LowCountry Travel Advisor Group Destination Webinar - May 13

- Conducted 45-min Destination Webinar
 - 32 agents participated

The Travel Connection Group Zoom Happy Hour Destination Webinar - May 13

- Conducted one-hour Destination Webinar
 - 22 agents participated

Ibuumerang Incentive Group/American Airlines Vacations Destination Webinar –Jun. 9

- Conducted 30-min Destination Webinar
 - 400 people participated (over 1,000 views on FB)



Sales Engagement Highlights

Xstream Travel/American Airlines Vacations Destination Webinar – June 9

- Conducted 45-min Destination Webinar
- 59 agents participated

TURNER PR Destination Webinar – June 9

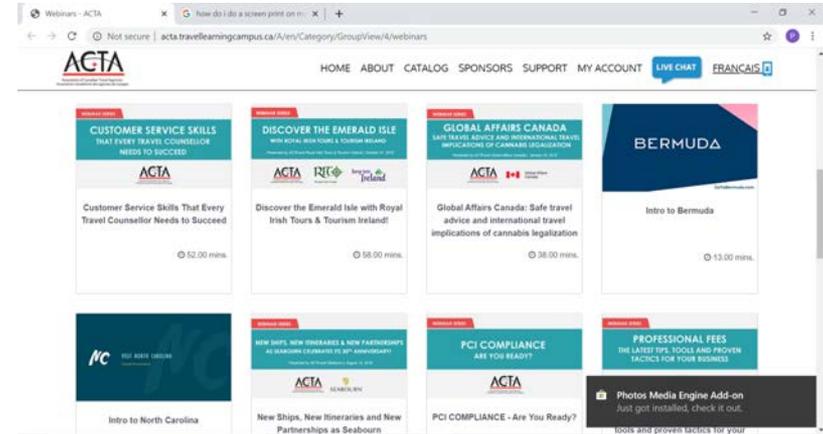
- Conducted 45-min Destination Webinar
- 57 agents participated

Connoisseur Travel Destination Webinar June 17

- Conducted 45-min Destination Webinar
- 15 agents participated

Digital Trainings

- **Association of Canadian Travel Agencies:** Bermuda training uploaded on education platform for over 5,000 agency partners
- **Travel Only** – hosted live webinar for 15 agents
- **CAA Brantford**– recorded webinar shared with 12 travel advisors
- **First in Service** – Luxury update presentation to 5 Travel Advisors



Canada Travel Trade E-Newsletter

17,949 subscribers

QuickPress.com



Take a Break with Bermuda

Just twenty-one square miles with a population of 65,000, Bermuda has always been a precious resource set apart by its geographic location and vibrant way of life. Our motto - "Quo Fata Ferunt" means Whither the Fates Carry Us - and is a testament to our island's perseverance throughout the centuries. During this difficult time, we are banding together to ensure the safety and health of our community and send this video message to you. We love sharing the genuine hospitality and natural beauty of Bermuda and her people - and look forward to doing so again when the time is right. Until then, we wish all of our visitors, clients and guests to stay well.

Love, Bermuda.

[VIEW VIDEO](#)

APRIL 2020

OPENED: 16%
CLICKED: 3.3%

QuickPress.com



Love Letters to Bermuda

Happy Bermuda Day!

Celebrations may not have looked the same this year, but one thing is for certain: our spirit will continue to thrive. We hope Bermuda holds a special place in your hearts.

What do you love about Bermuda?

Here's what just a few of the island's visitors had to share.

[Play the Video](#)



Pick Your Beach

With some pink sand and turquoise waters, our beaches have captured the hearts of travelers around the world. Once the progressive South Shore and discover tiny coves along the way or head East to Tobacco Bay with its internationally renowned. Find the right spot for you, watch the crowds and relax at one of the many beaches along the 75 miles of Bermuda coastline.

[Go for A Stroll](#)

MAY 2020

OPENED: 14%
CLICKED: 2.4%

June newsletter pushed back into first week of July (re-opening release)

Awareness & Relevance

BERMUDA

Virtuoso B2B & B2C Newsletters

July newsletter

Scheduled to deploy July 6

Website Performance

Website Metrics

Metrics	2020	2019	YoY % Change
Sessions	1,118,742	1,620,775	-31%
Pageviews	2,207,911	3,718,244	-41%
Avg. Page/Session*	1.96	2.30	-15%
Bounce Rate*	64.9%	61.5%	5%
Avg. Time on Site*	01:27	02:03	-29%
Goal Completions*	144,533	305,637	-53%

* Indicates .com only

Website Partner Referrals

Total Partner Referrals – 10,027

- Profile referrals – 9,416
- Deal referrals – 449
- Event referrals – 139
- Sports referrals – 23

Total Partner Pageviews – 37,345

- Profiles – 33,756
- Deals – 1,987
- Events – 1,463
- Sports – 139

27% Click-through rate to Partners

PR & Promotions

United States Coverage Highlights

- YTD Coverage Snapshot
 - Number of Articles: 123
 - PR Impressions: 919,585,313
 - Earned Media: \$2,095,976.37
 - Average Quality Score: 74



*Full Court Press Now – May. 21,
– Broadcast Feature*

United States Coverage Highlights

**TRAVEL+
LEISURE**

**Bermuda Is Reopening for
Tourism on July 1 (Video)**



*Travel + Leisure Online – Jun. 25
– Destination Feature*

**THE
POINTS
GUY**

**6 reasons why there's never
been a better time to visit
Bermuda**

It's a great family escape



*The Points Guy Online – Jun. 19
– Destination Feature*

Robb Report

**8 Caribbean Islands That Are Reopening to US
Travelers This Summer—and Where to Stay When
You Get There**



Re-Opening to US Travelers: July 1

The Details: Okay, it's not technically in the Caribbean, but we can't leave out this beloved island getaway that's a quick flight from most of the East Coast. To help safely welcome back commercial air travelers starting on July 1st, Bermuda is following a five-stage plan that includes protocols for pre-departure, in-flight, arrival, on-island and returning home.

*Robb Report Online – June. 19
– Destination Highlight*

United States Coverage Highlights



Travel Experts Recommend Their Favorite Armchair Book Escapes

With so many of us sheltering in place, our travels have come to a screeching halt. But from the confines of your living room, you can still lose yourself in wanderlust, through books that transport you to other destinations and open your eyes to other cultures. Here, eight especially savvy travelers — movers and shakers in the global travel industry — recommend their favorite reads that can take you on truly memorable armchair journeys.

Victoria Isley, chief sales and marketing officer at the Bermuda Tourism Authority

The pick: *Where the Crawdads Sing* by Delia Owens, 2018, fiction

In a nutshell: Set in coastal North Carolina in 1969, this poignant mystery that continues to top best-selling lists features Kya, a girl who lives in a marsh and becomes a murder suspect. It is a sweet tale of redemption, coming of age and kindness among strangers — with nature looming large.

Why it's a fave: "The powerful female character of Kya and the evocative scenery of my home state captured me straight through to the end. Losing yourself in this book is like a virtual vacation to coastal North Carolina — through Delia Owens' words, you can smell the marsh air and feel the last rays of sunlight on your face."

AARP Online — May. 8
— Destination Highlight



11 OF 25

Oldest Restaurant in the British West Indies: Tom Moore's Tavern

WHERE: Bermuda

This tropical tavern was named after the first person to write romantically about Bermuda, Irish poet Thomas Moore, who visited the island in 1804 and wrote often beneath the tavern's nearby Calabash tree. [Tom Moore's Tavern](#) got its start in 1652 as a private residence of ship captain Robert Walsingham, a man famous for his hospitality, before transforming into a full-fledged restaurant many years later. There are five separate dining rooms within the tavern, where diners can look out on a Calabash tree while dining on French-Continental specialties like house-made pastas, seasonal spiny lobster, and Bermuda Fish Chowder made with black rum.

Fodor's Travel Online — May. 26
— Destination Highlight



Ten Animals and Plants Around the World That You Can (Virtually) Adopt

While COVID-19 stymies travel, help conserve those things—from cacti to manta rays—that will beckon you later



Smithsonian Magazine Online — May. 5 —
Destination Highlight

United States Coverage Highlights

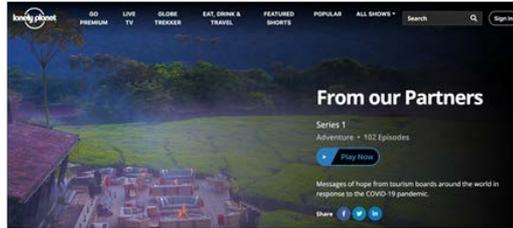
Forbes

Save The World From Your Couch With These Global Earth Day Programs



Today, Bermuda's Nonsuch Island Nature Preserve is home to 130 pairs that visit the island to breed and raise their young after feeding in the open sea. Through the Cahow Recovery Project, local scientists and conservationists are helping build nesting burrows and monitor the well-being of the chicks. While trips to the island are limited, people anywhere in the world can tune in and check out mama and papa birds caring for their fledglings on these live cameras and help the conservation efforts by making a donation.

Forbes Online – Apr. 22
- Destination Highlight



Lonely Planet Online – Apr. 27
– Destination Highlight

Reader's Digest

15 Panoramic Webcams That Let You Virtually Travel the World



Nonsuch Island, Bermuda

This Bermuda webcam may be niche but for bird watchers and nature lovers clamping at the bit to get back outside to live their passion, the live [Cahow nesting webcams](#) are a true gift during this difficult time. Located just off the coast of Bermuda, Nonsuch Island is home to a Lazarus species, the Cahow (or Bermuda Petrel). After being thought to be extinct for more than 300 years, 17 pairs were re-discovered in the 1950s. Remarkable recovery efforts and a successful management plan have resulted that the Cahow is back to more than 135 pairs that live only here in Bermuda, and you can stream these "CahowCams" that have been broadcasting for eight seasons live from the underground nesting burrows thanks to custom-built infrared cameras allowing us to see the new chicks! Don't miss these [virtual day trips you can now take online](#).

Reader's Digest Online – Apr. 8
– Destination Highlight

United States Media Relations

Interview Opportunities in Q2

- Boston 25 News
 - Boston 25 News proactively reaching out to Glenn for an interview to discuss post-COVID-19 travel to the island.

Full Court Press Now

- Broadcast interview between Glenn Jones and Greta Van Susteren, highlighting the impact COVID-19 has had on the tourism industry and the island.

FLYBROTHER IG Live

- Instagram Live interview between Glenn Jones and Ernest White surrounding customs, people, food, and activities.

Skift

- Journalist Rosie Spinks interviewed Glenn Jones for a Skift article focused on why more destinations don't market specifically to Black travellers, and the general whiteness of tourism marketing.

CHCH Morning – Apr

Broadcast

Title: Travel From Home

Journalist: Natalie Preddie

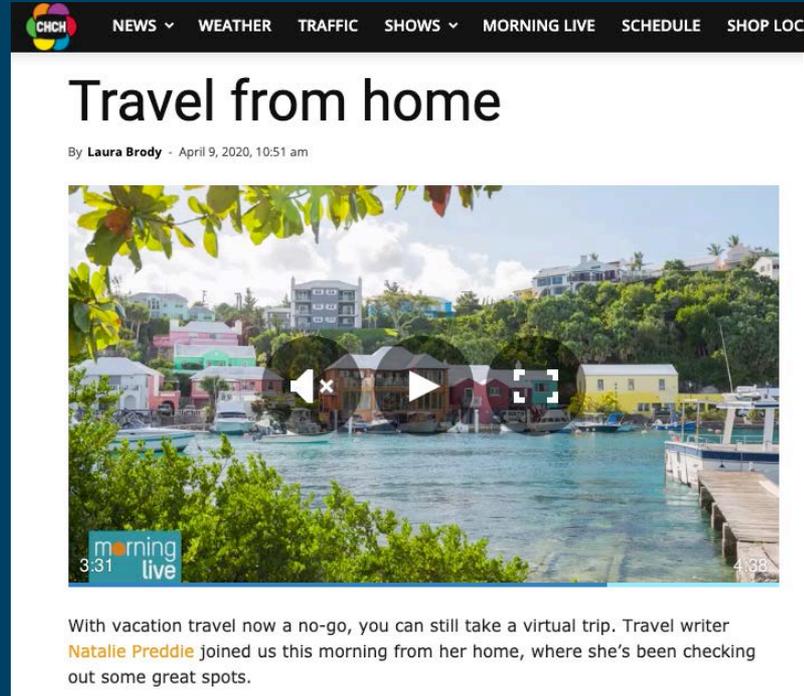
Article Link: <https://www.chch.com/travel-from-home/>

How was it secured: Ongoing media relations

Media Ad Value: \$42,120

Reach:

- Broadcast reach: 335,000
- Online impressions: 367,000



The screenshot shows a news article from CHCH Morning. The navigation bar includes links for NEWS, WEATHER, TRAFFIC, SHOWS, MORNING LIVE, SCHEDULE, and SHOP LOCAL. The article title is "Travel from home" by Laura Brody, dated April 9, 2020, at 10:51 am. The main image is a scenic view of a coastal town with colorful houses and boats in the water. A video player interface is overlaid on the image, showing a play button, a close button, and a full-screen button. The video player also displays the "morning live" logo and the time "3:31".

Travel from home

By **Laura Brody** - April 9, 2020, 10:51 am

With vacation travel now a no-go, you can still take a virtual trip. Travel writer **Natalie Preddie** joined us this morning from her home, where she's been checking out some great spots.

Today's Parent – Apr

Online

Title: Can't leave the house? Take the kids on a virtual vacation

Journalist: Simone Olivero

Article Link:

<https://www.todayparent.com/family/activities/take-the-kids-on-a-virtual-field-trip/>

How was it secured: Ongoing media relations

Media Ad Value: \$27,720

Reach: Online impressions: 462,000

ACTIVITIES

Can't leave the house? Take the kids on a virtual vacation

These destinations are offering virtual travel experiences you can enjoy from your couch.

By **Simone Olivero**

April 7, 2020



Photo: iStockphoto

Reader's Digest – Apr

Online

Title: 15 Panoramic Webcams That Let You Virtually Travel the World

Journalist: Jeff Bogle

Article Link:

<https://www.readersdigest.ca/travel/world/panoramic-webcams-virtual-travel/>

How was it secured: Ongoing media relations

Media Ad Value: \$31,500

Reach: Online impressions: 525,000

11 / 16



VIA NONSUCHISLAND.COM

Nonsuch Island, Bermuda

This Bermuda webcam may be niche but for bird watchers and nature lovers champing at the bit to get back outside to live their passion, the live [Cahow nesting webcams](#) are a true gift during this difficult time. Located just off the coast of Bermuda, Nonesuch Island is home to a Lazarus species, the Cahow (or [Bermuda Petrel](#)). After being thought to be extinct for more than 300 years, 17 pairs were re-discovered in the 1950s. Remarkable recovery efforts and a successful management plan have resulted that the Cahow is back to more than 135 pairs that live only here in Bermuda, and you can stream these "CahowCams" that have been broadcasting for eight seasons live from the underground nesting burrows thanks to custom-built infrared cameras allowing us to see the new chicks!

Don't miss these [virtual day trips you can now take online](#).

VitaDaily– Apr

Online

Title: Amazing Places To Visit From Your Couch

Journalist: Hollie Grace James

Article Link:

<https://www.vitadaily.ca/travel/amazing-places-to-visit-from-your-couch-1.24117913>

How was it secured: Ongoing media relations

Media Ad Value: \$2,400

Reach: Online impressions: 40,000



The screenshot shows the VitaDaily website interface. At the top, the logo 'VITA' is displayed with the tagline 'THE NEW FACE OF VITAMIN DAILY'. Navigation links for 'BEAUTY', 'FASHION', 'LIFESTYLE', 'DINING', and 'DECOR' are visible. A promotional banner for 'QUICKBOOKS' offers '70% off' and features an image of a smartphone. Another banner for 'quickbooks' is labeled '#1 accounting software in Canada' with a 'Buy now' button. The article content includes the date 'APRIL 16, 2020', the title 'Amazing Places To Visit From Your Couch', and the introductory text: 'With strict stay-at-home measures in place, tourism outlets are coming up with creative ways to help us see the world. Here, our top picks for virtual travel experiences to help your imagination wander, even when you physically can't. —Hollie Grace James'. Below the text is a photograph of several palm trees against a clear blue sky. A small 'connecting...' status indicator is visible at the bottom left of the image area.

TO Times – Apr

Online

Title: Brighten up your Zoom backdrops with a little escape to Bermuda

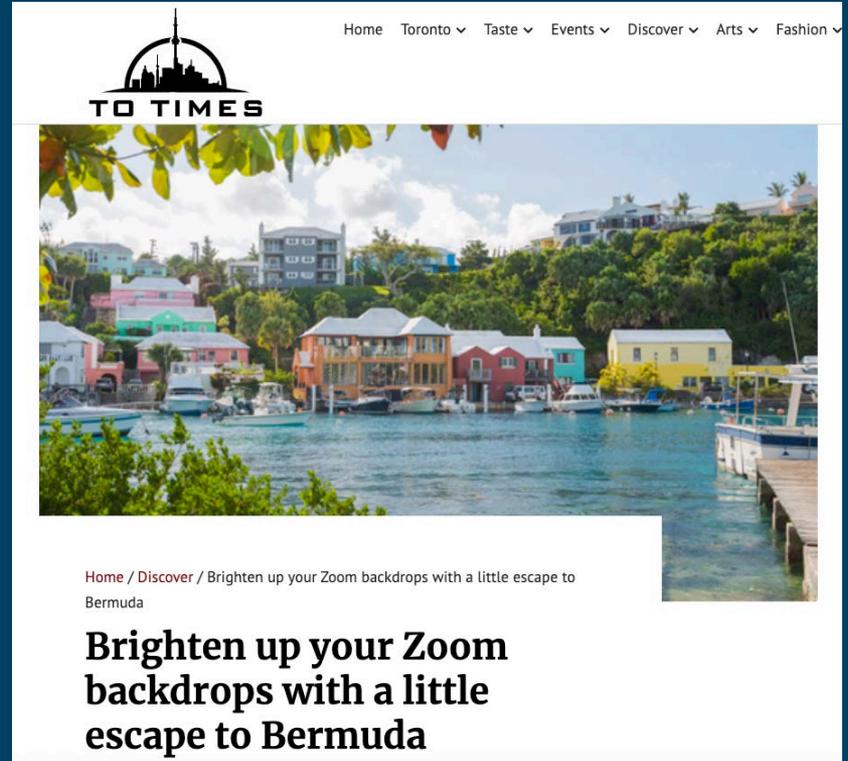
Journalist: N/A

Article Link: <https://totimes.ca/brighten-up-your-zoom-backdrops-with-a-little-escape-to-bermuda/>

How was it secured: Ongoing media relations

Media Ad Value: \$1,500

Reach: 25,000



The screenshot shows the TO Times website header with navigation links: Home, Toronto, Taste, Events, Discover, Arts, Fashion. Below the header is a large, vibrant photograph of a coastal town in Bermuda, characterized by multi-story houses in various colors (red, yellow, blue, green) built on a hillside overlooking a harbor with boats and a wooden pier. The article title is prominently displayed below the image.

Home / Discover / Brighten up your Zoom backdrops with a little escape to Bermuda

Brighten up your Zoom backdrops with a little escape to Bermuda

Travel Pulse Canada – Apr

Online

Title: Looking Ahead: Bermuda Tourism Authority CEO Glenn Jones

Journalist: Marsha Mowers

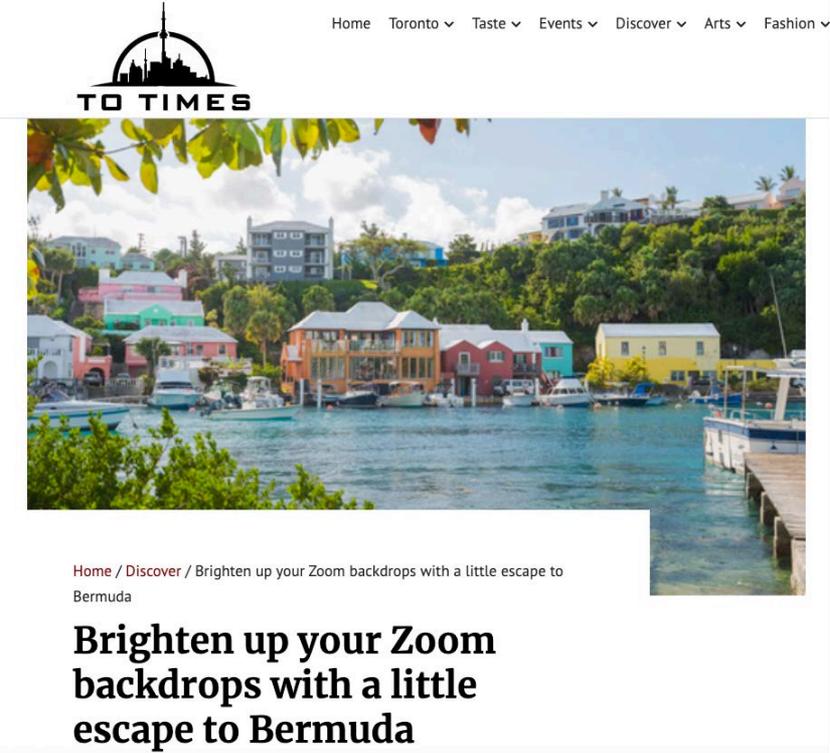
Article Link:

<https://ca.travelpulse.com/news/features/looking-ahead-bermuda-tourism-authority-ceo-glenn-jones.html>

How was it secured: Ongoing media relations

Media Ad Value: \$1,500

Reach: 25,000



The screenshot shows the top of a TO Times article. The navigation bar includes links for Home, Toronto, Taste, Events, Discover, Arts, and Fashion. The TO Times logo is prominently displayed. Below the navigation is a large, vibrant photograph of a coastal town in Bermuda, characterized by multi-story houses in various colors (red, yellow, blue, green) built on a hillside overlooking a harbor with boats and a wooden pier. The article title is 'Brighten up your Zoom backdrops with a little escape to Bermuda', and the breadcrumb trail reads 'Home / Discover / Brighten up your Zoom backdrops with a little escape to Bermuda'.

DRIFT Travel – Apr

Online

Title: Looking Ahead: Bermuda Tourism Authority CEO Glenn Jones

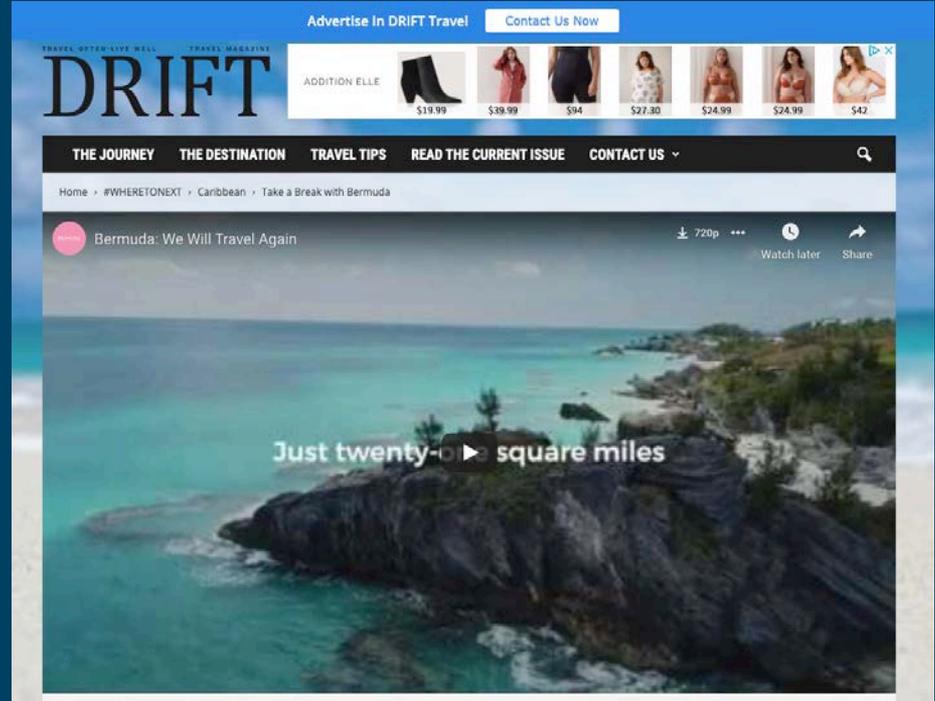
Journalist: N/A

Article Link: <https://drifttravel.com/take-a-break-with-bermuda/>

How was it secured: Ongoing media relations

Media Ad Value: \$15,000

Reach: 250,000



Preferred Magazine– May

Print & Online

Title: Oceanviews to Spa Treatments:
Rejuvenate In Bermuda

Journalist: Teresa Greco

Article Link:

<https://preferredmagazine.ca/oceanviews-to-spa-treatments-rejuvenate-in-bermuda/>

How was it secured: Ongoing media relations

Media Ad Value: \$44,340

Reach:

- Print impressions: 105,000
- Online impressions: 634,000



OCEANVIEWS TO SPA TREATMENTS: REJUVENATE IN BERMUDA

BY TERESA GRECO

Bermuda's beaches are legendary, but beyond the pink sand, you will find a mild, relaxing island packed with experiences you won't find anywhere else in the world. Whether you are enjoying a cocktail or relaxing in a spa treatment at a world-class spa, Bermuda offers many ways to unwind and unwind from the everyday.

Looking for a relaxing, rejuvenating, and fun? Here are a handful of spots in Bermuda that let you really unwind. They'll get you off the beaten path for peace, quiet, and plenty of natural beauty.

The Spa at Elbow Beach Bermuda Resort

The Spa at Elbow Beach is an intimate, waterfront retreat designed to infuse relaxation and rejuvenation with a dash of the exotic. Rejuvenation of body and mind begins the very moment you enter the spa. Light ocean breezes wash over you, carrying subtle hints of natural herbs and fragrant scents. The spa's serene wellness center at the Elbow Beach Bermuda resort has peaceful, sanctuary-like suites with large granite baths and shower stalls with three stories.

They believe that the sea holds miraculous power to cleanse and their distinctive, individual spa suites blend island and Asian influences to create a private haven in which to enjoy a range of unique treatments. Soak in the intimate atmosphere and enjoy the Bam Boutique Ritual, named for Bermuda's signature cocktail. It includes a relaxing foot ritual, body scrub, bath and a full body and scalp massage – and your very own Bam Boutique de cuisine.

Attwood Cove Beach

You'll have to hike a bit to get to this secluded spot, but it's worth it. Attwood Cove is one of the most stunningly beautiful beaches in Warwick Parish. It is small but once you're there, it's not. The ground with one of Bermuda's most visually impressive and least-crowded beaches. It's the perfect romantic beach and ideal for couples. During summer when most of the beaches in Bermuda get crowded, Attwood Cove can give you the privacy and solitude that you might be looking for. Stretch out on the sand, close your eyes, and listen to the gentle waves rolling in. You'll find the peace a world away from everyone and everything.

Experience Stand-Up Paddle (SUP) Yoga

Strenuous – with a twist. Maybe you love doing a little yoga. Maybe you've done a little paddle boarding. But the odds are good that you have never done both at the same time. Yoga on the water is an experience like no other! Bermuda's Yoga with Tall offers hour-long practices out on the water aboard a stand-up paddleboard (SUP) at the beautiful location in Harrington Sound on Frank Island. Enjoy a calming practice that requires deep focus and an open mind. It is the perfect path to inner peace.

If your ideal island getaway includes lounging on beautiful beaches, partaking in water sports, and indulging in luxurious spa treatments, then Bermuda has it all.



DRIFT Travel – May

Online

Title: Oceanviews to Spa Treatments:
Rejuvenate In Bermuda

Journalist: N/A

Article Link: <https://drifttravel.com/wellness-retreats-for-serious-wellness-seekers/>

How was it secured: Ongoing media relations

Media Ad Value: \$15,000

Reach: 250,000

The screenshot shows the DRIFT Travel website interface. At the top, there's a navigation bar with 'Advertise In DRIFT Travel' and 'Contact Us Now' buttons. Below that, the 'DRIFT' logo is prominently displayed, accompanied by several promotional banners for 'PRICE DROP' and a 'wayfair.ca' logo. A dark navigation menu contains links for 'THE JOURNEY', 'THE DESTINATION', 'TRAVEL TIPS', 'READ THE CURRENT ISSUE', and 'CONTACT US'. The main content area features a breadcrumb trail: 'Home > Wellness Travel > Wellness Retreats for Serious Wellness Seekers'. The central image is a large photograph of a person in a black tank top and leggings performing a yoga pose (Tree Pose) on a rocky outcrop, overlooking a vast, scenic landscape of rolling hills and valleys under a clear sky. A blue 'WELLNESS TRAVEL' tag is overlaid on the bottom left of the image. Below the image, the article title 'Wellness Retreats for Serious Wellness Seekers' is written in a large, bold, white font. Underneath the title, a short introductory paragraph reads: 'Life is hectic. Slow down and channel your inner zen by exploring these amazing wellness retreats from your home sanctuary.'

HELLO! Canada – Fun

Print

Title: Dream Escapes: Bermuda

Journalist: N/A

How was it secured: Ongoing media relations

Media Ad Value: \$43,500

Reach: 725,000

HELLO!
TRAVEL

Bermuda
DREAM ESCAPES

A DOSE OF ESCAPISM TO INSPIRE FUTURE GETAWAYS.

With pink-sanded shores and a smattering of fortresses, this pretty key-holed isle serves up old-school glamour in spades

EXPLORE
Bermuda has a genteel, old-school feel. The capital, Hamilton, and sleepy St. George's (1) are home to pretty harbours of bobbing sailboats, and history buffs will delight in the well-preserved stone fortifications on the island. Lylitic Heracleshe they draw a crowd, so head instead to quieter John Smith's Bay or Tobacco Bay, with its calm, clear shallows ringed by limestone crags. Keen golfer? Tucker's Point Golf Club doesn't disappoint.

STAY
Up above cerulean Atlantic waters, soundtracked by calypso beats, Rosewood Bermuda is nothing short of a subtropical triumph. The cool, calm suites (2) – many with Castle Harbour vista – are tremendously luxurious, and the private stretch of beach is a wonderful spot to unwind with a paperback and a cocktail. On the stunning South Shore, meanwhile, the iconic Fairmont Southampton resort serves up everything from tennis courts and an 18-hole golf course (3) to a complimentary ferry service (a shortcut to the capital and all its amenities).

TASTE
Stacks of charred banana and sour cream pancakes at Village Pantry, a laugh-out-loud lovely brunch spot in Platts Village, are best washed down with strong local coffee. And with its rushing Achilles Bay panoramas, Blackbeard's Hideout is not to be missed for a languid lunch. At Rosewood Bermuda, the city Conservatory Bar & Lounge provides an elegant backdrop for botanical-infused sippies, though when it comes to late-night haunts, speak-any-style Yours Truly – on an unassuming side street in Hamilton – can't be beaten.

INDULGE
Hamilton's colourful streets are dotted with a handful of independent shops. You'll find hand-painted ceramics bearing animal motifs at the Island Shop while boutique perfumery Lili Bermuda is stocked with island-inspired scents crafted using local blooms. For the pinnacle of relaxation, book a treatment at the Fairmont Southampton's Willow Stream Spa, a wellness centre complete with fitness facilities and an adults-only indoor swimming pool.

What To Pack

- Coastal-Pier Beach bucket bag, \$144, antbag.com
- Lip Skirt in Seafarer, \$424, antbag.com
- Estate Hill Pillow in Monist on Down, \$9,999, or lightweight and moisture-wicking vesticles

TRIP TIPS: If city amenities are important to you, book accommodations in or near the capital. Getting around is easy by bus, but it's easier (and available to rent) • The Bermuda and U.S. dollars are accepted

CLOTHING FROM LEFT: STEVE GRANITZ/GETTY IMAGES; HAIR: ANDREW DODD; MAKEUP: KENNY/ANDREW DODD; BEACH: ANDREW DODD; HOTEL ROOM: ANDREW DODD; GOLF COURSE: ANDREW DODD; RESORT: ANDREW DODD

80 HELLOMAGAZINE.COM

TravelLife – Fun

Print & Online

Title: A Taste For Travel: Inspiring Recipes From Around the World

Article Link:

<https://travellife.ca/worldrecipes/#recipesouthland>

Journalist: Nicola Brown

How was it secured: Ongoing media relations

Media Ad Value: \$6,900

Reach:

- Print circulation: 100,000
- Online impressions: 15,000



CAA – Fun

Print & Online

Title: Explore the World Through Virtual Travel

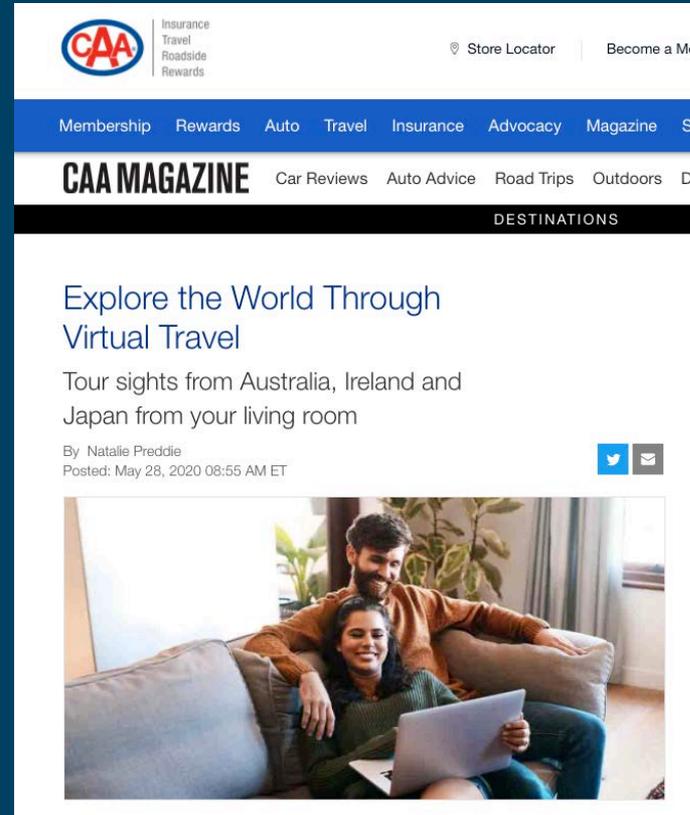
Article Link: <https://www.caasco.com/CAA-Magazine/Destinations/2020/try-virtual-travel-to-see-the-world-right-now>

Journalist: Natalie Preddie

How was it secured: Ongoing media relations

Media Ad Value: \$9,000

Reach: Online impressions: 150,000



The screenshot shows the CAA Magazine website interface. At the top, there is a navigation bar with the CAA logo and links for Insurance, Travel, Roadside, and Rewards. Below this is a secondary navigation bar with links for Membership, Rewards, Auto, Travel, Insurance, Advocacy, Magazine, and Store Locator. The main content area features the article title "Explore the World Through Virtual Travel" and a sub-headline "Tour sights from Australia, Ireland and Japan from your living room". The author is listed as "By Natalie Preddie" and the post date is "Posted: May 28, 2020 08:55 AM ET". A social media sharing icon for Twitter and an email icon are visible. The main image shows a man and a woman sitting on a couch, looking at a laptop screen.

Bermuda Re-Opening – Fun

PAX News

Link: <https://news.paxeditions.com/news/airline/bermuda-reopen-air-travellers-starting-july-1st/www.paxnews.com>

- Online impressions: 22,000
- Media ad value: \$1,320

Travel Press

Link: https://www.travelpress.com/pix_of_the_trade/bermudas-back-as-of-july-1/#.XudtkmpKjBI

- Online impressions: 35,000
- Media ad value: \$2,100

Travel Industry Today

Link: <https://travelindustrytoday.com/opening-moves-restrictions-ease-as-the-summer-season-begins/>

- Online impressions: 50,000
- Media ad value: \$3,000

Travel Pulse Canada

Link: <https://ca.travelpulse.com/news/destinations/bermuda-to-reopen-to-air-travelers-on-july-1.html>

- Online impressions: 25,000
- Media ad value: \$1,500

Bermuda Re-Opening – Fun

The Incentivist

Link: <https://www.theincentivist.com/bermuda-reopening-to-air-travellers-next-month/>

- Online impressions: 35,000
- Media ad value: \$2,100

Travel Pulse Quebec

Link: <https://www.travelpulsequebec.ca/nouvelles/destinations/lile-des-bermudes-prete-a-accueillir-les-touristes-internationaux.html>

- Online impressions: 25,000
- Media ad value: \$1,500

DRIFT Travel

Link: <https://drifttravel.com/bermuda-announces-plan-to-reopen-to-air-travellers/>

- Online impressions: 250,000
- Media ad value: \$15,000

Jim Byers Blog (freelance journalist)

Link: <https://jimbyerstavel.com/2020/06/12/greater-palm-springs-re-opens-with-new-health-safety-program-plus-a-new-campaign-from-tahiti/>

- Online impressions: 17,500
- Media ad value: \$1,050

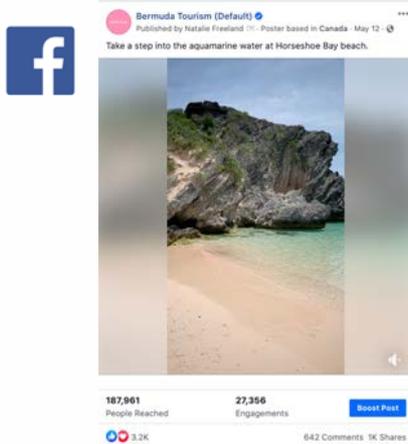
Travelweek

Link: <https://www.travelweek.ca/news/bermuda-to-welcome-back-air-travellers-on-july-1/>

- Online impressions: 30,000
- Ad value: \$1,800

Social Media

Q2 Top-Performing Posts



Reached Users: 188,000
Reactions: 3,237
Post Clicks: 10,200



Engagements: 340
Retweets: 91
Likes: 245



Likes: 5,300
Comments: 167

Originally during Q2, our COVID-19 content approach saw us focus on lighter content that brought calm to our audience and kept Bermuda top of mind while being respectful of circumstances around the globe. Posts also shared news relevant to travel restrictions and reopening. Originally, beach images performed best, but as the summer drew closer, we saw that other topics also connected with the audience. The *Quo Fata Ferunt* video performed well on many channels, but was the top post of the quarter on Twitter, where we often observe that polished brand content is received better than on other channels.

In addition to content that shows off Bermuda's natural beauty, June content also focused on amplifying Black stories, culture, and heritage in Bermuda and this approach will also continue into the future.

COVID-19 Metrics Gathering

To stay on top of all metrics surrounding COVID-19, the BTA built a Pandemic Dashboard. This allowed the Leadership Team to see cruise and flight cancellations, lost visitor spend, lost hotel nights, lost revenue for government, lost group sales business and local/international COVID-19 cases etc. The dashboard is updated nearly daily with latest information.

A COVID-19 Lead Loss Dashboard was also created to measure room nights and the economic impact of cancelled leads. Both dashboards allow easy access by team members to real-time data.



COVID-19 Metrics Gathering cont.

- Throughout Q2, BTA tracked numerous impacts of COVID-19 on Bermuda's tourism Industry:
- Economic & visitor losses (air & cruise)
- Airline schedule updates
- Hotel closures and potential re-opening dates
- Non-hotel business impact—closures, innovations, employment losses
- Hotel cancellations and pace
- Tracking lost and cancelled leads due to COVID-19—sports and business groups
- Gathering traveller sentiment data from US travellers and past Bermuda visitors
- Attending industry webinars to gather latest information on travel sentiment, hotel performance, airline updates and industry news related to the pandemic

The BTA created a log to track submissions from the general public on ways to increase economic recovery moving forwards. This “Bold Ideas Log” is continually updated and each submission has been assigned to a key contact in the BTA who will analyse its viability, meet with individuals who submitted it, and implement the recommendation, if viable.

Tracking of digital campaign metrics was put on hold during Q2 while paid media was paused. However, the BTA continued management of our consumer database along with integration with our email-marketing tool. Ongoing measurement of KPIs including room nights and visitor spend influenced in the monthly scorecard. This included COVID-19-related cancellations and rescheduling of group business

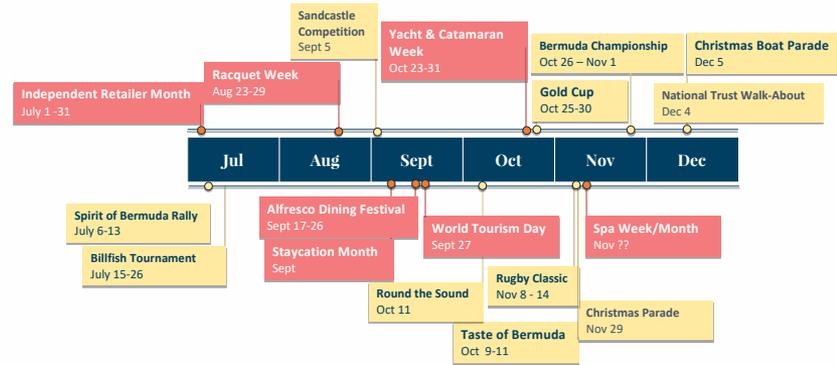
BTA Stakeholder Taskforce

During COVID-19, the BTA recognised the significant impact on tourism businesses due to no visitor arrivals and limited movement on the island. A group of employees from across the organisation's divisions created the COVID-19 Stakeholder Taskforce, designed specifically to encourage economic activity and promotion of local businesses and retailers during the country's mandatory Shelter in Place and various phases of economic recovery.

Their initiatives included promoting selling of gift cards, use of Bermuda scenic photography as Zoom backgrounds, local shipping and kerbside pick-up, international delivery and e-commerce platforms. With more companies adopting e-commerce and international shipping during this time, the BTA promoted a list of local retailers to an international audience through GoToBermuda.com.

One campaign that was part of this "inside-out marketing" calendar created by the Taskforce was Independent Retailer Month—which saw more than 75 businesses register to be promoted by the BTA through July via its social-media channels and website. Planning through Q2 for this campaign included discussions with DHL, which agreed to create a discount for retailers to offer international shipping to overseas consumers.

Inside-out Promotions & Scheduled Events



Mini-Car Marketing

The BTA Experience Team worked with mini-car rental companies Rugged Rentals, Current Vehicles and Oleander Cycles to target visitors with pre- and post-arrival marketing communications, designed to promote itineraries and Bermuda experiences. A signed contract with Current will allow the BTA to promote businesses and locations on the company app's interactive map, as well as experiences and itineraries. Oleander and Rugged Rentals are determining if they will join the initiative as well.





Infrastructure

Enabling Frictionless Experiences

BERMUDA
— AGILITY —

Air Service Development

During Q2, air service development efforts focused on maintaining close relationships with airline contacts as they planned through COVID-19 issues and Bermuda's border re-opening. Weekly meetings were held with air stakeholders, including Skyport, BAA, APAC air-service consultants, as well as hoteliers, to discuss changes to planned schedules and strategy. Airlines were kept up to date on Bermuda's plans for border re-opening protocols and dates on a regular basis to ensure Bermuda remained top of mind for planning.

Our Business Intelligence & Technology Team monitored and provided analysis on air service to Bermuda, creating monthly reports on capacity, load factors and route performance, existing and potential new routes, future demand projections, and future schedules for projections and use by staff, partners & stakeholders. Air and cruise exit surveys were paused in Q2, due to zero visitors to provide feedback.



Tourism Readiness Webinar

Hospitality stakeholders were invited to join a BTA webinar aimed at preparing the local industry for the second half of 2020. The free, 90-minute “Tourism Readiness Webinar” June 29 was an informative session to coincide with Bermuda’s preparations to move into Phase 4 of its economic reopening. With commercial air services resuming July 2.

Our Glenn Jones discussed airlift, traveller sentiment, and new border-entry requirements, while Victoria Isley examined the delicate challenge of marketing to travellers in an uncertain world. Their presentation was followed by an expert panel of health experts and industry thought leaders weighing in on current challenges and future opportunities.



Webinar panellists included Kendaree Burgess, CEO, Bermuda Chamber of Commerce; David Dodwell, President, The Reefs Resort & Club, former tourism minister and founding BTA chair; Rashida Godwin, Co-Owner, Titan Express; David Kendell, Director, Department of Health; Dr Cheryl Peek-Ball, Chief Medical Officer, Ministry of Health; Aideen Ratteray-Pryse, Permanent Secretary, Ministry of Tourism & Transport. A total of 179 industry attendees joined the webinar, which was recorded and posted for access [here](#).

Frictionless Travel

Experience Team met with various industry stakeholders to look at the feasibility of reviving the contactless payments initiative as desire for digital transactions increases in the wake of COVID-19. The team furthered conversations with Mastercard/Clarien Bank on this issue and will continue to develop and encourage an evolution in this sphere.

New Hotels

BTA's Glenn Jones was given a site visit of the St Regis project after construction activity resumed following Bermuda's pandemic lockdown. The tour revealed that plans are still on track for an April 2021 opening of the resort.

He also took a guided tour of the Bermudiana, which now plans to welcome guests in March 2021, due to delays in homeowner sales.



Local Involvement

Growing with & through people

BERMUDA
— AGILITY —

COVID-19 Stakeholder Strategy

BTA executives took part in national strategy meetings throughout the pandemic. We participated in regular update & planning meetings as members of the Emergency Measures Organisation (EMO) and Public-Health Emergency Response Team (PHERT) to discuss coronavirus health protocols, changing border-protection policies, and the need for public awareness and communications liaison in light of the ongoing crisis.

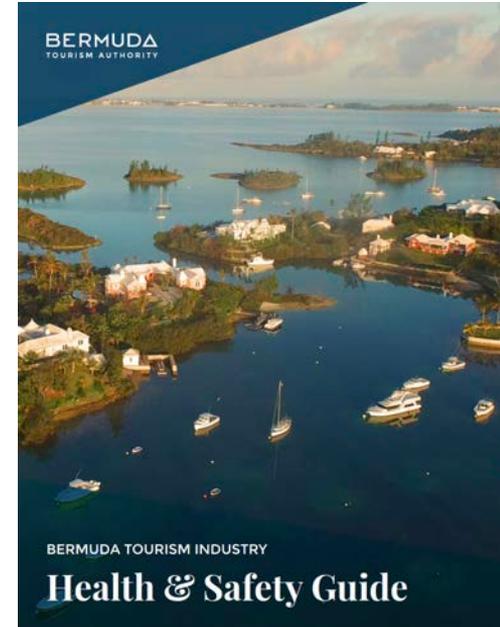
We also held and attended meetings to share industry data, traveller sentiment, projections and airline updates with these stakeholders:

- Ministry of Tourism & Transport Recovery Committee (weekly)
- Bermuda Hotel Association Sales & Marketing Committee (weekly)
- Ministry of Health Border Re-Opening Committee (daily)
- Bermuda Airport Authority and Skyport (weekly)

Tourism Industry Health & Safety Guide

BTA divisions worked with Corporate Comms & Strategy to research and gather materials for a single Health & Safety Guide outlining pandemic protocols across our tourism sectors, compiled in a single resource. The guide has three objectives:

- To provide a consolidated reference for tourism businesses, their employees, other industry bodies and consumers
- To inform all consumers, particularly travellers, about health protocols in place at hospitality businesses throughout the island, so they feel comfortable a Bermuda experience is safe—from beginning to end
- To share the story of how the island's preciousness was protected through hard work and sacrifice, enabling the country to responsibly welcome visitors once again
- The guide could help the BTA receive authorisation from the World Travel & Tourism Council (WTTC) to allocate a "Safety Stamp" to qualifying local businesses that meet global health and safety criteria. The resources cover protocols to keep guests and staff safe across the sector, from restaurants, accommodation and transport to museums, fitness centres and scuba outfitters.



Perception studies

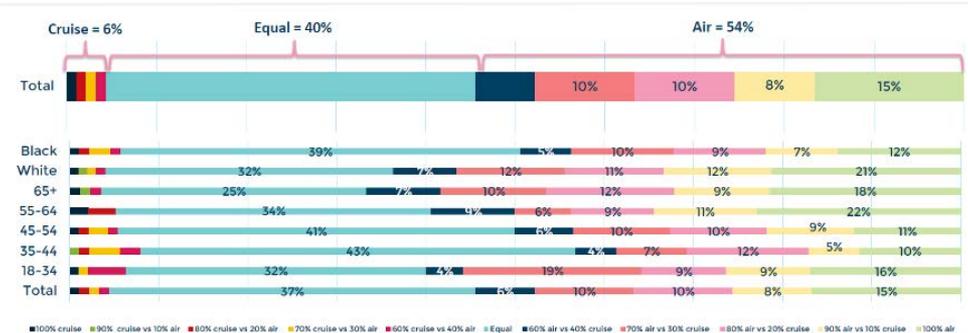
The BTA's Business Intelligence & Technology Team provided analysis on public perception related to COVID-19 in Q2. A local resident poll, conducted via Global Research Omnibus, gathered sentiment from the local population on the planned re-opening of Bermuda to air and cruise visitors. Its finding showed residents.

Among other local-market surveys we conducted this quarter, the BTA:

- Surveyed, in partnership with the Bermuda Employers Council, Bermuda Economic Development Corporation (BEDC) and the Bermuda Chamber of Commerce, the hospitality industry to measure the impact of COVID-19 on respective memberships' workforce
- Conducted a survey among our Certified Tourism Ambassador (CTA) community to gain feedback on the certification course

Which should be given priority – Cruise or Air?

COVID-19 TOURISM OPINIONS (N=400) CONDUCTED MAY 4-7, 2020 AMONG BERMUDA RESIDENTS



Restaurant Readiness Programme

The Learn-to-Earn food-and-beverage server programme saw 12 people successfully complete formal certification; all were in their second of four on-the-job training rotations when the programme was suspended due to the COVID-19 shutdown in April. By the end of Q2, four were employed and eight were actively looking for related jobs. As well, four more individuals who successfully completed the foundational certification course prior to the pandemic were seeking employment.

Eighteen people in total were accepted into the Learn-to-Earn programme.

Cohort 1: 14 accepted

- One person declined; one person gained employment immediately after completing the Bermuda College segment
- 12 completed formal training and entered on-the-job rotational segment
- 12 were in their third week of on-the-job rotational training when programme was suspended

Cohort 2: Four accepted

- Four completed Bermuda College segment prior to suspension of programme
- None were unable to begin second formal training component



LEARN TO EARN
Restaurant Jobs Programme
Informational Sessions

Saturday, January 11, 2020
10 am

Department of Workforce Development
23 Parliament Street, Hamilton

RSVP by January 9 to kbartram@gov.bm

Restaurant Readiness Programme cont.

This pilot programme was a public-private sector partnership between the Department of Workforce Development, Take Five, Island Restaurant Group, Harbourside Holdings, and the Yellowfin Group, with administrative support provided by the BTA. All participants were selected after an industry-led interview process; the training processes were robust and included an internationally recognised certification earned at the Bermuda College. All participants were on-track to complete their respective portions of the programme prior to the shutdown.

As the programme will not likely be reinstated until Q4 at earliest and given government's concentrated effort to encourage hiring of trained Bermudians, particularly on the front line of hospitality, it was been agreed all participants would greatly benefit from direct employment at this time. Notification of their availability was sent to the Restaurant Division of the Chamber of Commerce, with those seeking to hire front-line staff encouraged to contact Workforce Development to coordinate interviews.

Learning & Development



Standards & Training

- During Q2, incorporation of COVID-19 health-and-safety protocols into the National Service Standards Programme (NSSP) was advanced. The team worked in collaboration with the World Travel & Tourism Council (WTTC) along with local hotel, restaurant and stakeholder groups, to build out a safety seal of approval that will be required for all certified local businesses.



Certified Tourism Ambassador (CTA) Programme

- The first web-based training for CTAs was successfully launched, with all participants completing their certification via a new online programme. Throughout 2020, conferences classes will be offered in a variety of subjects to all CTAs, including sensitivity training on the topic of the differently abled.



Hospitality Skills = Life Skills Programme

- The Hospitality = Life Skills Programme pivoted to online delivery in Q2, with lessons successfully completed virtually by East End and Elliot Primary Schools. The programme is being expanded to include an overview on extending hospitality to differently abled people in all interpersonal interactions. This reflects the broader efforts on sensitivity training throughout the industry.

Stakeholder Synergies

BTA joined the Bermuda Chamber of Commerce for meetings with tourism partners and stakeholders to discuss appropriate economic stimulus efforts to help tourism businesses during COVID-19 and beyond. A key topic was how the industry can adapt to the ‘new normal’—an online, virtual economy. The initiative led to creation of a Tourism/West End Division Report for the Chamber outlining what tourism partners indicated was needed for their businesses to reopen after shelter-in-place restrictions were lifted.

BTA took part in the Chamber’s advocacy meetings bringing together all its member divisions to discuss changes and updates. Information was shared on new policies and procedures being put in place to prepare for the reopening of businesses within various sectors, from retail, automotive and security to real estate, tourism and energy.

Discussions were also held with the Bermuda Economic Development Corporation (BEDC) on ways the BTA and BEDC can best assist local businesses and entrepreneurs affected by the pandemic. MSME Day (Micro, Small and Medium-sized Enterprises) was held June 27; recognised around the world, the day focuses on supporting small and medium-sized businesses that play a pivotal role in stimulating economic growth. We worked with the BEDC to promote and incentivise residents to shop and support MSME businesses.



Innovation

Think like a visitor

BERMUDA
AGILITY

Travel Authorisation Project

Leading up to the resumption of commercial flights July 1, the BTA worked closely with the Bermuda Government, particularly the Departments of Health, Immigration and Customs, to combine pre-arrival forms into one, electronic Travel Authorisation.

The form was designed to make the entry to Bermuda more seamless for visitors, while ensuring health requirements are upheld to keep the local community safe. The Q2 preparation for the new portal's launch helped facilitate Bermuda's border re-opening at the start of Q3. The new process allows for approval of travellers prior to travel here based on border protocols, covers the cost of COVID-19 testing while on the island, and facilitates real-time data collection from travellers paperlessly.

The BTA also provided recommendations and suggestions to the Health Ministry regarding barriers that could stop visitors from travelling to Bermuda, particularly timing and accessibility of COVID-19 testing in our key markets

Bermuda Visitor Services Centres (BVSCs)

PURCHASE WITH A PURPOSE

Price List

 Kid's Ace Girl & Ace Boy T-shirts (XS - XL) \$20	 Bermuda Logo S'well® Bottle \$35
Also Available: Kid's Bermuda Logo T-shirt (XS - XL) Navy Blue, White, Light Blue - \$18	 Bermuda Tote Bag \$27
 Men's & Women's Bermuda Logo V-neck T-shirt (S - XXL) \$25	 Bermuda Magnet Set \$20
	 Bermuda Turkish Towel \$40
	 Bermuda Journal \$25

SHOW YOUR BermY Pride
AND PURCHASE WITH A PURPOSE

Purchase a Bermuda S'well® bottle or \$35 worth of Official Bermuda Merchandise, and 70 from each order will be donated to Serving the Servers. Bulk purchases of 10 shirts will result in 700 being donated to this initiative.

Place an order by emailing VSC@bermudatourism.com and collect merchandise at the Hamilton Visitor Services Centre.

BERMUDA

BVSC halted seasonal hiring and two of three full-time staff were laid off when the island shut down due to COVID-19 in April. While all locations remained closed through April and May, stocktaking was completed and new merchandise previously ordered was received and inventoried.

BVSC merchandise was promoted locally through our “Purchase with a Purpose” campaign, providing a revenue stream during the shutdown. Merchandise sales of \$2,900 resulted in \$750 being donated to Saving our Servers, a programme facilitated by the Bermuda Chamber of Commerce to assist restaurant workers.

In the Hamilton Visitor Services Centre, new hurricane-resistant balcony railings were installed. Construction of a separate, rental meeting space on the middle floor was also completed, along with all COVID-19 safety measures prior to the building’s June 1 reopening.

While both Dockyard and St George VSCs will open only for special events for the foreseeable future, the extension of Customs duty relief will enable each location to complete COVID-19 safety measures before end of year. At the end of Q2, the Hamilton VSC had operating hours of 10 am–2 pm daily, and permanent staff had returned on a reduced work-week schedule.

Alfresco Dining

Discussions took place with the East End Chamber of Commerce, the Corporations of Hamilton and St George, and Dockyard's WEDCo around alfresco dining options, following social-distancing guidelines Bermuda adopted in Q2. Many local restaurants implemented outdoor dining during the early phases of economic recovery, helping restaurant workers get back on the job .

St. George's announced it would close Water Street for this purpose, and picnic benches were installed at Penno's Wharf in the town to facilitate alfresco dining at Big B's BBQ. The BTA also collaborated with OBMI regarding reimagining portions of the Town of St. George with architectural enhancements that support alfresco dining, focused on creating a legacy benefit for the old town.

Similar initiatives are taking place in the City of Hamilton, where the Corporation of Hamilton has built structures and created safe passage for vehicles and pedestrians, as well as providing outdoor space to food and beverage businesses rent-free. Benches have also been placed on the City Hall lawns to provide people with a convenient central location to eat take-out meals.

Building on the popularity of the trend, the BTA is launching an Alfresco Dining Festival September 17–26. There will be WEDCo and East End events, and plans call for Bermudiana Road in Hamilton to be closed to traffic to allow open-air dining along the thoroughfare on one of the nights.





Teams & Groups

Growing through Groups
(MICE, Sports, Etc)

BERMUDA
AGILITY

Teams

Sports Tourism

Nautical Tourism

Spirit of Bermuda Rally, an impromptu sailing event that rose from the cancellation ashes of Newport-Bermuda and Annapolis Bermuda races, got the greenlight from Government to take place in July. During Q2, the BTA worked with the island's yacht clubs and Bermuda Sloop Foundation to help support planning for the inaugural event.

Plans called for boats to leave international waters off the US East Coast July 6 and arrive in Bermuda July 10. That weekend, St George's would stage numerous sailing events, including offshore racing with the Spirit of Bermuda sloop, youth races and gig and Comet racing. The BTA prepared welcome bags to give to participating international sailors and provided PR support around the event. The hope is the rally will become an annual staple of the nautical tourism calendar, and going forward will be held in June to segue into Newport, Marion and Annapolis events.



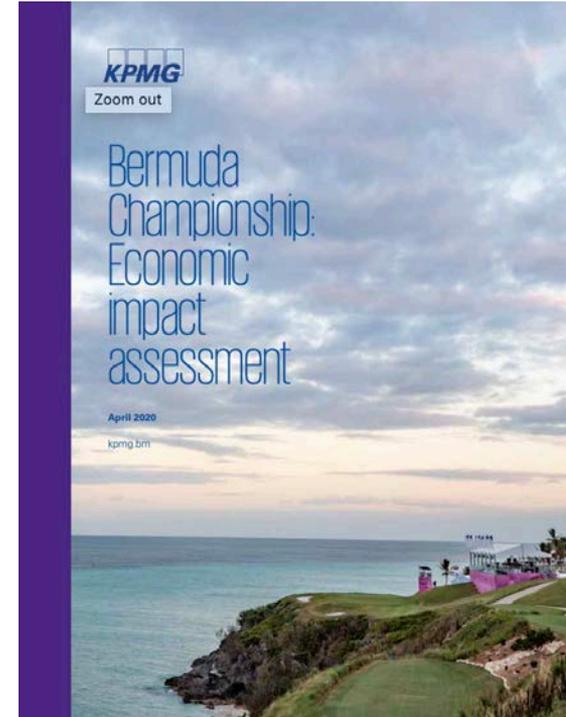
Aerial by John Singleton

Bermuda Championship: Economic Impact

BTA released a study we commissioned from KPMG to measure the economic impact of the inaugural PGA TOUR Bermuda Championship in 2019. The report, released in June, found the event generated an estimated \$22.6 million in value for Bermuda, leading to a 320-percent return on investment. The event attracted more than 2,000 visitors, five percent of whom came to Bermuda specifically as spectators, and racked up almost three-million viewers on television.

The tournament—the first of five annual PGA TOUR events secured by the Bermuda Tourism Authority (BTA) as title sponsor through 2023—was held at Port Royal Golf Course October 31 to November 3, 2019. It was broadcast on the Golf Channel and Sky TV, with a field of 120 professionals—including five Bermudians.

The KPMG study calculated the event had an estimated direct economic impact of \$7.8 million, generating an additional \$10.6-million impact on the economy through indirect and induced effect. International media exposure was valued at another \$4.2 million. Aside from direct positive fiscal impact, the event also contributed legacy benefits for the island, including popularisation of golf and youth sports, deployment of hundreds of volunteers, and promotion of Bermuda as a year-round golf destination.



PGA Tour Bermuda Championship

November 2019

ECONOMIC IMPACT STUDY


10,660
SPECTATORS


2,132
VISITORS


8,528
RESIDENTS


120
GOLFERS


584
VOLUNTEERS


45+
CHILDREN IN THE
JUNIOR CLINIC


26
COORDINATORS

\$18.4 million
TOTAL ECONOMIC IMPACT

\$3.2 million
TITLE SPONSOR
BUDGET

\$900K
NON-TITLE
SPONSORSHIP


\$3.5m
TANGIBLE
VALUE OF
MEDIA EXPOSURE

\$700K
INTANGIBLE
VALUE OF
MEDIA EXPOSURE

\$2.9 million
PORT ROYAL WORKS
AND OPERATING EXPENSES

\$22.6 million
TOTAL BENEFIT

\$7 million
TOTAL COST

320%
RETURN ON INVESTMENT

Groups

Sales Engagement Event

Golf Week & AGJA Partnership Announcement - June 24

BTA is excited to launch the inaugural Golf Week as part of our inside-out tourism recovery plan. It was sent to launch Jun 24 – Jul 3

- Six participating courses and hope that this week is the first of many.

Golf Week is a great opportunity to foster quality time on the course with family and the added incentive of 30% off greens fees and food and beverage makes this an ideal time to head to the golf course with your loved ones.

This new partnership with AJGA is the result of the hard work and strategic business development approach of our dedicated BTA sports tourism team. In keeping with the sports theme of today's announcement we also want to acknowledge the contributions and collaboration of Sean Sovacool from Bruno Events/Bermuda Championship and Greg Maybury from Port Royal Golf Course.

This relationship also aligns with Bermuda's National Tourism Plan to attract a new generation of traveller via select sports, including golf. The AJGA is a non-profit organization dedicated to the growth and overall development of young men and women who aspire to earn college Golf scholarships through competitive junior Golf. That focus complements the BTA commitment to leverage sports business development opportunities to inspire local youth development and positively contribute to Bermuda's economy.

The first tourney will be played at Port Royal on Jan 15 – 18, 2021 and is open to the junior talent from Bermuda. We will be announcing in the future how local junior golfers can sign up to play in this tourney.

- Over 70 participants
- Approximately 250 spectators family members
- Estimated EIC of 1.3 million over 4 partnership
- Winter month event
- Reinforces island's sports credibility in core sports category
- Community benefits Junior development
- Bermuda Championship dates Oct 26-Nov 1



Partnership Engagement

Bermuda Sailing Rally Week - July

- Collaboration with Bermuda Yacht Services
- Event organiser Alan Burland
- BTA sponsored 30 branded gift bags for participants
- SPIRIT OF BERMUDA RALLY // START JULY 6
- Provisional dates for crew: July 3/4 thru July 20 (Rally Start July 6)
- The event will be scored as a 'race', but it'll be more fun and less competitive.
- The 'race' will be in two legs - out to Bermuda, then a brief (1-2 day) stopover on-island - then the race back.



Logistical Support

- Triple Crown
- Bermuda Spirit Rally
- Zooma Run Series
- PGA Magazine Ambassador Programme
- Bermuda Championship
- Bermuda Triangle Challenge



**BERMUDA
TRIPLE CROWN**
BILLY FISH CHAMPIONSHIP

ZOOMARUNCLUB

**BERMUDA
CHAMPIONSHIP**

• SPIRIT of BERMUDA •



**BERMUDA
TRIANGLE CHALLENGE**
1 MILE | 10K | HALF/FULL MARATHON



**BERMUDA SLOOP
FOUNDATION**



PGA
MAGAZINE.COM

Direct Sales Activity

April - May

- Virtual Meeting for MotivAction – Minneapolis MN/Apr 14
 - Bermuda Presentation with Hotel Partners – Rosewood, Hamilton Princess and Fairmont Southampton
 - 4 Meeting Planners
- Virtual Meeting for Travel One Inc. – Minneapolis MN/Apr 15
 - Bermuda Presentation with Hotel Partners – Rosewood, Hamilton Princess and Fairmont Southampton
 - 2 Meeting Planners
- Virtual Meeting Bermuda Presentation for Andare Incentives LLC -Shirley Hutchins Bermuda Presentation/Apr 21
- Virtual Meeting – Bermuda Presentation for Canadian Clients/May 5
 - 14 Meeting Planners
 - RFP received June 2021/900 room nights/300 people
- AMC Institute Associate Member Committee Meeting/May 6

Direct Sales Activity

May - June

- Planet IMEX Edu Monday Convention Virtual Meetings/May 11 (BST)
- Zoom Webinar Meeting – Easy Flow Travels/May 14
 - Bermuda Presentation
 - 4 Travel Professionals
- The Cvent Source: Group Business Insights/May 15
- AMCI Associate Member Meeting/May 20
- Simpleview Virtual Pre-Summit Webinar/Jun. 9
- N.E. CVB Reps Virtual Meeting (27 participants)/Jun. 17

MICE Activities

MICE Webinars

- Completed a MICE webinar with 15 meeting planners on May 5
- Scheduled a second webinar on Jul. 14 to announce the re-opening of the island

Results

RFP Obtained from one of the participants on the Webinar

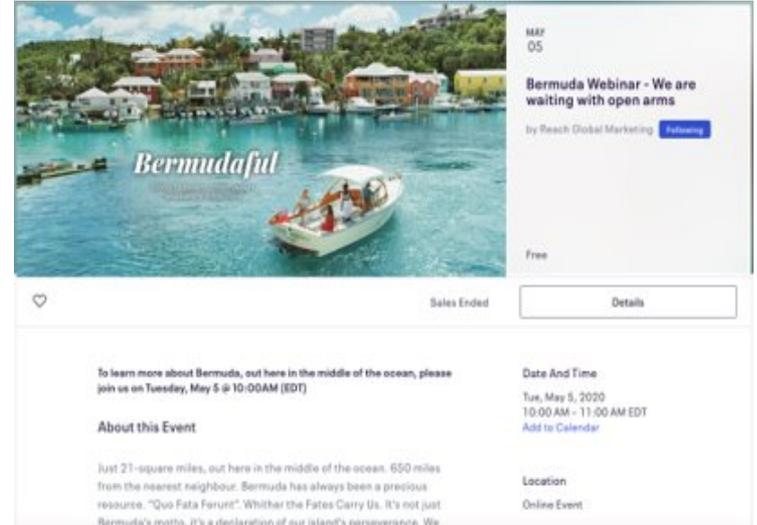
- Lucy Damiani, Global Cynergies
- Leisure group for 200-300 pax
- Jun. 17-22, 2021
- 900 rooms, 150 rooms peak

Group Booking Confirmed:

Assante Chairman's Council in 2022, Donna to follow up with Egencia to confirm the details

MICE Focus Group

Communicated Bermuda's re-opening plan to top meeting planners and obtained market insight



Destination Services

Bermuda Customs Bermuda Immigration

Bermuda Customs

- Routine check-ins with the Bermuda Customs Principle Collection Officers for updated airport BCD requirements as they related to tourism shipping/imports due to COVID-19.

Bermuda Immigration Services

- Worked with internal resources and Bermuda Department of Immigration to successfully process work permit applications for four members of the Bruno Events/Bermuda Championship team.



Tourism Related Customs Procedures

Government of Bermuda

Customs Department

Custom House

131 Front Street

Hamilton , Bermuda HM12

customs@gov.bm 441 295 4816



Year-Round

Embracing Seasonality

BERMUDA
— AGILITY —

Superyacht Strategy



BTA worked closely with the Bermuda Government and industry stakeholders to support the launch of a “Superyacht Pandemic Policy” in May during the early stages of the island’s economic reopening. The aim was to attract superyachts for “isolation charters” amid COVID-19 uncertainty that was unfolding in Europe, the United States and the Caribbean, disrupting regular cruising and chartering itineraries.

We welcomed the policy, announced May 22, which allowed vessels 24m/78 ft or larger into local waters under public-health guidelines and also permitted owners and guests to fly in via private aircraft and quarantine for 14 days aboard visiting yachts. Several vessels took advantage of the jurisdiction’s “safe, clean, close” reputation to travel and spend time here. The outreach aligned with the National Tourism Plan and goals to stimulate high-net-worth spending and create job opportunities for Bermudians.

Meantime, working with RedSky Strategy, BTA Corporate Comms coordinated working groups to help outline needs and opportunities in the superyacht sector towards creation of an informed strategy targeting the spring 2021 season. Some 50 stakeholders took part in 27 virtual meetings hosted for nine separate focus groups and sub-groups, including those exploring our maritime infrastructure, ideas for innovating HNW services, local workforce development, facilitating a frictionless arrival process, and marketing and streamlining statistics-gathering for the sector.

Our Experience Team and BVSC staff also met with superyacht concierge Mark Soares to talk through connecting Bermuda’s small businesses with the emerging market of superyacht crew and charter guests. BVSCs aim to supply superyacht crew with Bermuda-branded gear.

Experience Investment Programme

The Experience Investment application process was completed in Q2. We met with unsuccessful applicants to determine contingency plans for going forward. Four submissions were successful despite the impact of COVID-19:

- Catamaran Weekend—a planned multi-day event of raft-ups and cruises by local charter catamarans
- Coral Gardens Workshop—a reef-planting/growing and education experience for visitors in which they can experience and help contribute to the sustainability of Bermuda's pristine coral reefs
- UpFront Market—an outdoor market on Front Street for local vendors, artists and chefs
- Tobacco Bay—a white dinner party to be held in October

The Experience grant budget was adjusted to reflect the BTA's COVID-19 funding cuts, pandemic protocol restrictions, and the quantity of applications received for experiences in the second half of the year.

Seasonal Guides

Spring Seasonal Guide

11,000 PRINTED

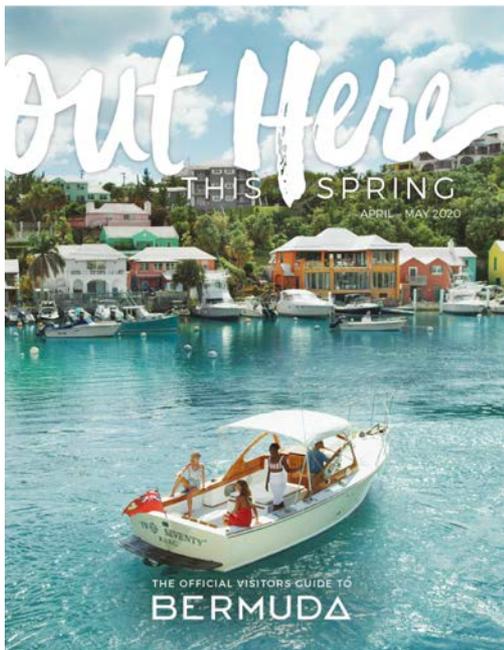


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Going Green

Celebrate the 50th anniversary of Earth Day on this island with unparalleled natural beauty



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Discover 23 island adventures, from whale watching to great golf.

6 // **Three Sides of Bermuda**
Get to know the people and places of East, West and Central Bermuda.

11 // **What to Take Home**
Find original souvenirs and island gifts at Bermuda's one-of-a-kind shops.

14 // **Bermuda's 1 Day 4 Ways**
Find fun and inspiration for an island getaway that's just your style.

17 // **Tennis**
Discover Bermuda's tennis legacy and see where to play its most scenic courts.

18 // **How to Train Like a Triathlete**
Swim, bike, run. Discover the best places to train from a Bermuda-born champion.

20 // **Spring Traditions**
Celebrate the spring season with family, food, fun and festivals - it's the Bermudian way.

22 // **What's Happening This Spring**
From a kite-flying extravaganza to a Portuguese fest, here are the season's coolest events.

26 // **Hours of Entertainment**
Find movies, culture and local history, take an eco tour or go sightseeing on the water.

28 // **Fishcakes and Hams and Piglet Oh, My!**
All about the three delicious food delights that abound in the spring months.

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Year-Round Content

Traveller Alerts

Throughout Q2 BTA provided travellers with critical information and FAQs needed to book a trip to Bermuda safely and responsibly in preparation for border reopening in July (Q3 2020).

Bermuda is Open, Welcoming Air Travellers:

Here's what you need to know now.

As of July 1, Bermuda is now welcoming visitors back to safely and responsibly enjoy the island's natural beauty and genuine hospitality. To protect Bermuda's community and travellers alike, the Government of Bermuda introduced a set of robust screening protocols that must be observed. Bermuda offers guests an accessible, safe destination with wide open spaces and pink sand beaches, clean ocean breezes and brilliant turquoise waters, plus meaningful cultural connections and fresh island fare.

For more information, resources, and updates visit gotobermuda.com or swipe up

Information for Travellers

Tuesday, July 7, 2020

Tuesday, July 7, 2020 at 10:30am ADT

INFORMATION FOR BERMUDA-BOUND TRAVELLERS

Bermuda is open and welcoming visitors back to the island as of July 1, 2020.

Our island home has always been a precious resource set apart by its geographic location and way of life. Over the past few months, we've been dedicated to protecting our community and pristine destination for our residents and guests to enjoy for years to come. When you are ready, we look forward to extending a warm welcome to you out here.

Visitors are to comply with the following Bermuda Government protocols:

Pre-departure – A traveller must:

- Within 48 hours of departure, complete the [Bermuda travel authorization process online](#) which gathers important information for the island's health and immigration officials; a \$75 fee per traveller is required, which includes the cost of all COVID-19 testing in Bermuda. Each passenger must have a form completed regardless of age. [Travel authorization FAQ](#)
- Ideally within 72 hours, but no more than five days before departure, visitors must take a PCR COVID-19 test and obtain a negative result. This applies to adults and children aged 10 and up. Children who are 9-years-old and younger are exempt and are subject to their adult travel companion's quarantine. Test results must be entered as part of the online travel authorization process and be presented upon arrival in Bermuda. As of July 11, 2020, such visitors without a pre-departure test will not be able to obtain Travel Authorization and enter Bermuda.
- Wear face masks when travelling to the departure airport
- Wear face masks and practise physical distancing at the departure airport

Additionally, a traveller should:

- Acquire health insurance covering illness and injury outside of your home jurisdiction, including those related to a positive COVID-19 diagnosis while in Bermuda. If this is not obtained, a visitor will be responsible for all health and accommodation costs should they require treatment and/or quarantine, including costs related to a positive COVID-19 diagnosis in Bermuda
- Pack a thermometer

In Flight – During flight, travellers must:

- Wear a face mask while on the plane
- Practise physical distancing to the extent possible

Inside Out Promotions

Launched a series of local promotions to stimulate inside out spending and encourage visitor support from afar including: Great Bermuda Takeout (1&2) and Golf Week.



Summer Content Refresh

Updated the Summer traveler hub to include viable, socially distant options for safely navigating Bermuda this summer including alfresco dining, exploring virtual galleries at BNG, and visiting spacious natural wonders.



LIST 21 Socially Distant Summer Adventures

With a mix of British charm and island soul, Bermuda is intriguing and inviting. Our way of life is elegantly relaxed and genuinely warm. We celebrate cultures, revel in nature and stay open to whatever may happen next. Pink-sand beaches, historic towns and exciting year-round experiences may be the first to capture your attention, but it's our original, ever-evolving take on island life that will bring you back. So, dive in and add your own tale to the story.

TOPICS // [TRAVEL TO DO](#)

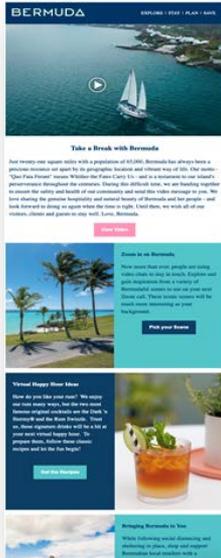


The best view of Bermuda is from the water on paddleboards

Consumer eNewsletters

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

APRIL ENEWSLETTER



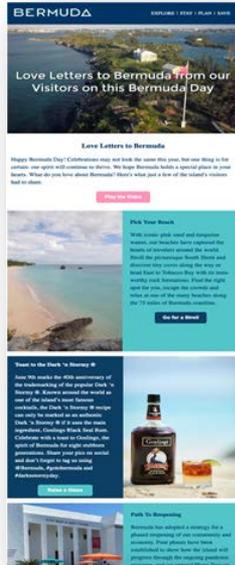
Features:
Take a Break video
Virtual Happy Hour
Travel Update

Open Rate:
42%

Click-to-open Rate:
20.3%

Top Clicked Link:
Travel Updates

MAY ENEWSLETTER



Features:
Bermuda Day
Beaches
Puzzle Time

Open Rate:
35%

Click-to-open Rate:
13%

Top Clicked Link:
Bermuda Day video

JUNE/JULY ENEWSLETTER



Features:
Dedicated Message
Bermuda Reopening

Open Rate:
37%

Click-to-open Rate:
10%

Top Clicked Link:
Where to Stay

Internal Support

Human Resources

Senior members of the BTA's HR team were involved in numerous internal and external projects throughout Q2. These included: attending meetings with government Ministers to ascertain appetite for the proposed one-year residency certificate; identifying and recommending work support requested by the BEDC; completing the Privacy Officer Foundation & Practitioner Certification course to support the BTA Privacy Officer; negotiating a three-month hold on healthcare increases; developing COVID-19 return-to-office policies and procedures; and commencing all-facility changes in both Bermuda and New York City offices to ensure COVID-19 health-and-safety protocols were satisfied.

Reporting & Technology

Our BI & Teach team reported monthly and quarterly on:

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

The division also carried out maintenance, support and training on all technology and systems used by the BTA. In particular, measures were implemented to ensure smooth a work-from-home environment for all employees. Our teach team:

- Installed upgraded Remote Monitoring & Maintenance software for users to enable seamless remote support, maintenance and virus scanning
- Upgraded email SPAM filtering to address increased threat of viruses and phishing attempts
- Began migration to Microsoft Azure so all systems, databases and software are accessible with the same user experience, regardless of working in the office vs remotely

Year in Review 2020

We completed web and PDF versions of the 2019 Year in Review this quarter, delivering to our auditors and the government. For the first time, we structured it under AGILITY format and themes, aligning with the National Tourism Plan. The report can be found on our corporate website [here](#)

BERMUDA
TOURISM AUTHORITY

HOME 2019 OVERVIEW 2020 OUTLOOK



2019: Putting A-G-I-L-I-T-Y into action

Over its first year of activation, the [National Tourism Plan](#) proved to be a winning strategy to engage our community and take Bermuda's tourism economy to the next level. Aligning with the plan, the Bermuda Tourism Authority structured our 2019 Year in Review under its seven core themes that spell A-G-I-L-I-T-Y. Explore our past year's highlights and achievements via these focus pillars, our roadmap for success:



Awareness & Relevance

While many people have heard of Bermuda, relatively few know what makes us original. The BTA focuses resources to make the right target visitors more familiar with Bermuda—breaking through the sameness of competing destinations. In 2019, that strategy included partnering

Finance

By the end of Q2, the Finance team had completed the BTA's annual audit, conducted by the Auditor General. The team also successfully trained employees on Concur Solutions, the BTA's new finance-management programme. Concur was selected to create greater efficiencies, as well as help maintain compliance with BTA policies. It was fully implemented as of July 1. All invoices, expense reimbursements, credit-card reports and travel bookings going forward will be carried out via the platform.

Finance - Report for quarter to June 30 2020

The Financial Statements for the year ended December 31, 2019 have been approved by the Auditor General. This is the 6th consecutive unqualified audit report. The final adjustments from 2019 have now been incorporated into the financials.

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

Income statement

Income

Income is \$6.2m below budget following the closure of the airport and cancellation of Cruise ship calls. Hotel fees are \$3.1m below budget and Cruise ship passenger fees are \$2.8m below budget. These are forecast to be substantially below budget for the remainder of the year.

Direct costs

At the start of the pandemic, the BTA recognised the potential impact on income and took immediate steps to reduce expenditure accordingly. Key actions included the renegotiation of contracts; stopping of all paid media; reduction in payroll costs and deferral of loan repayments. These, together with a number of other actions are expected to result in savings of c\$12.5 million over the remainder of the year.

Finance - Report for quarter to June 30 2020 cont.

The costs below are being measured against the revised budgets reflecting the actions above.

Sales and marketing – overall expenditure is \$1m below the revised budget which mainly relates to Advertising.

Product Development & Experience – there has been very little direct spend over the period with all activities on hold.

Research & Business Intelligence – currently \$53k below budget due to the low volume for data collected in the period.

Operations – currently \$205k below budget primarily driven by the Training needs assessment programme being suspended and the costs associated with the National Tourism plan.

Structure, General & Administration

These are currently \$221k above budget but are expected to be in line with budget by the end of the year.

Report for quarter to June 30 2020 | Income Statement

	Quarter 2			Year To Date		
	Actual	Budget	PY	Actual	Budget	PY
Income	5,732,614	11,485,542	12,362,759	11,959,722	18,190,394	19,875,589
Direct costs	3,994,949	4,161,019	5,736,603	8,582,866	9,969,519	11,455,334
Direct surplus (deficit)	1,737,665	7,324,523	6,626,156	3,376,856	8,220,875	8,420,255
Structure, general & administration costs	1,806,546	1,770,307	2,552,873	4,588,248	4,367,042	4,922,152
Operating surplus (deficit)	(68,881)	5,554,216	4,073,283	(1,211,392)	3,853,833	3,498,103
Deferred cost - loan	-	-	500,000	-	500,000	776,671
Debt Service	100,548	105,189	42,990	210,327	216,383	132,133
Net surplus (deficit) for the period	(169,429)	5,449,027	3,530,293	(1,421,719)	3,137,450	2,589,299

Report for quarter to June 30 2020 | Income & Direct Costs

	Quarter 2			Year To Date		
	Actual	Budget	PY	Actual	Budget	PY
Income						
Grants, subsidy & contribution income	5,632,648	5,712,500	5,931,375	11,287,407	11,400,000	12,431,375
Tourism authority fee	124,661	2,803,292	2,765,544	596,257	3,725,644	3,635,773
Cruise passenger visitor fee	-	2,809,750	3,510,480	-	2,809,750	3,510,480
Vacation rentals	(24,694)	160,000	155,360	76,059	255,000	297,961
	5,732,614	11,485,542	12,362,759	11,959,722	18,190,394	19,875,589
Direct costs:						
Sales & Marketing	3,871,571	3,821,394	5,392,795	7,900,550	8,941,269	10,669,659
Product development & experience	8,466	20,875	168,865	131,686	219,500	253,862
Research & business intelligence	77,430	37,500	181,671	170,062	223,750	315,181
Operations	37,483	281,250	(6,728)	380,569	585,000	216,632
	3,994,949	4,161,019	5,736,603	8,582,866	9,969,519	11,455,334

Report for quarter to June 30 2020 | Balance Sheet

ASSETS	<u>Jun-20</u>	<u>Dec-19</u>
Current Assets		
Cash & Bank	7,402,955	6,010,544
Accounts Receivable	370,711	350,039
Accrued Income & Prepaid expenses	115,957	2,131,058
Total Current Assets	7,889,623	8,491,641
Non-current Assets		
Fixed assets	1,966,455	2,215,989
Investment	200	200
Total Assets	9,856,278	10,707,830
EQUITY & LIABILITIES		
Accumulated Surplus	(1,321,563)	100,156
Current Liabilities		
Vendor Payables	979,483	1,009,436
Accruals	2,250,144	637,618
Deferred Income	448,214	460,620
	3,677,841	2,107,674
Long term Liabilities		
Loans Payable	7,500,000	8,500,000
Total Equity & Liabilities	9,856,278	10,707,830