

BERMUDA  
AGILITY

# *Q4 Report 2020*

A G I L I T Y



# *Awareness & Relevance*

Differentiating Bermuda

BERMUDA  
— AGILITY —

# *Bermuda Carnival Collaboration 2021*

Principals of Bermuda Heroes Weekend Ltd. and a consortium of carnival band owners came together to devise a plan on how to host a Bermuda Carnival experience in August 2021. Extensive conversation with carnival stakeholders, partners and the Bermuda Government are ongoing, however, the groups are working together collaboratively, with the goal to host a summer carnival experience in 2021.



# *COVID-19*



Throughout Q4, the BTA tracked the impacts of COVID-19 on the tourism industry, including:

- Shifts in visitor profile
- Economic & visitor volume losses (air & cruise)
- Airline schedule updates
- Hotel closure and re-opening dates
- Hotel cancellations and pace
- Tracking lost and cancelled leads due to COVID-19 - sports and business groups
- Gathering traveller sentiment data from US travellers as well as past Bermuda visitors
- Attending industry webinars to gather latest information on travel sentiment, hotel performance, airline updates and industry news related to COVID-19

# *Business Intelligence & Technology*

- Work From Bermuda Initiative – Survey conducted with applicants to gather feedback for Government on the application process as well as acquire opt-ins for future communication. The BTA will partner with BDA to communicate with this audience going forward.
  - Worked with Sales & Marketing team to advance Marketing plans in the UK/Europe for 2021 to coincide with British Airways' switch from Gatwick to Heathrow. Analysis of current visitor visitation, search demand and ease of connection was undertaken to determine in which cities to deploy resources.
  - Tracking of Cyber Monday sale – metrics on room nights, bookings, website traffic and referrals compiled.
  - Attended the Travel & Tourism Association Marketing Outlook Forum Virtual Conference from October 5th – 8th.
  - Attended Nomadness BIPOC Diversity in Travel Data Reveal Event.
- related cancellations and rescheduling of group business.

## *Business Intelligence & Technology cont.*

- CIO, Erin Smith was a panelist on a Destination Analysts' Traveler Sentiment Webinar to discuss Bermuda's re-opening initiatives along with other destinations such as Puerto Rico and the Azores.
- Tracking of digital campaign metrics continued in Simpleview Dashboard.
- Continued management of consumer database and integration with email marketing tool
- Ongoing measurement of KPIs including room nights and visitor spend influenced. This included COVID-19

# CAMPAIGN OVERVIEW

*High level overview of performance for all paid media under the Brand, Integrated Packages, and Cyber Monday campaigns.*

- 125MM Total Impressions
- 9.2MM Engagements
- \$0.06 Cost-Per-Engagement
- 2,329 Arrivals recorded by Arrivalist
- Top media tactics for driving site traffic were Sojern, Programmatic Display, and Paid Social
- Top engaging markets were New York, Atlanta, and Miami

# Overall Media Mix

<b>Tactic</b>	<b>Partners</b>	<b>Reach</b>
<b>Email &amp; E-newsletter</b>	Dunhill, Etarget	2,500,000 (opens)
<b>Display &amp; Video</b>	Expedia, Sojern, TripAdvisor, Programmatic	85,000,000 Impressions
<b>Paid Social</b>	Facebook, Instagram, Pinterest	14,000,000 Impressions
<b>Linear Television</b>	Wide Orbit	5,000,000
<b>Print</b>	Travel + Leisure, Garden & Gun, PGA Mag, WSJ	4,100,000
<b>Custom Digital Content</b>	WSJ, FT	1,000,000

# Integrated Partnership Highlights

# Garden & Gun

## Print

- December/Jan issue full page ad
  - 350,000 circulation



**Pristine beauty comes naturally to us.**

An island this spectacular isn't made overnight, it's shaped over generations. With wide open spaces, pink sand beaches, coves and cliffs, Bermuda is open and ready to welcome you safely.

**BERMUDA**  
GoToBermuda.com



# Meredith

## Print - Travel + Leisure

- National Spread + regional gatefold for December

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### A Perfect Island Escape

Brimming with unexpected delights, Bermuda invites you to explore its crystal-clear waters and sun-kissed shores.

While many associate Bermuda with Bermuda, 1916, there's still so much more to see and do in this beautiful island destination. From the white sand beaches, to a legendary town to get to, Bermuda is a tropical just a short, nine-hour flight from the East Coast. Bermuda offers a wealth of fresh, clean beaches and white-sand oceanfront not over 100 yards and spanning 21 scenic spots. Health is a priority for everyone, and in Bermuda you can have peace of mind knowing the CDC has approved the British territory one of the safest places in the world to travel. Social distancing and face covering traditions are still there to public spaces to travel visitors and residents alike. Bermuda is ready to welcome you to its turquoise waters—and offer you the relaxing getaway you've been craving too.

**BERMUDA**  
CalmBermuda.com

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When it comes to taking in Bermuda's natural beauty, the possibilities are truly limitless.

Explore the island's tranquil landscapes by bike or on foot on the stunning **Bermuda Railway Trail**. Follow your short spins at the legendary **Mid Ocean Club Golf Course**, created by none to be one of the world's best courses. Celebrate by there to be one of the world's best courses. Celebrate with Gosling's Black Sea Rum and Stormy Ginger Beer.

**Coral Beach & Tennis Club**, the island's go-to spot for tennis, bocceball, or simply onto your toes in the sand at one of the island's scenic golf sand beaches and enjoy a refreshing **Black 'n Stormy**—the national drink Bermuda with Gosling's Black Sea Rum and Stormy Ginger Beer.




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When it comes to elegant, spacious accommodations, Bermuda offers plenty of options.

**ROSEWOOD BERMUDA**  
Situated in Tucker's Point, this hotel features elegantly appointed guest rooms enveloped by celebrated British designer Alexander Waterworth—but it's the Royal Suite that really shines. At 2,000 square feet, it's a tranquil haven featuring refined details such as hand-carved antlers, handwoven floors, and a cozy fireplace.



**CAMBRIDGE BEACHES RESORT & SPA**  
For spectacular sunset views, the historicly built up of this resort remains a quiet favorite year after year.



**HAMILTON PRINCESS & BEACH CLUB**  
All the grand dame homes on the "Pink Palms," the Princess Suite boasts plenty of space for relaxing indoors and out thanks to generous wrap-around balconies.



**THE LODGE AT PINK BEACH**  
For families and small groups wanting a bit more space, a stay with a view of pink palms (and a state-of-the-art kitchen and spa bathroom), a three-bedroom villa at this hotel has all your needs covered. One villa in particular, Beach Song, is dramatically perched on the rugged cliffs of Bermuda's famed South Shore allowing breathtaking views of the island's clear, turquoise waters. For even more space, **The Residence at The Lanes** offers a lush private home experience, complete with everything you love about island life (outdoor pool, media room, and tennis court).

ADVERTISEMENT



**PRIVATE HOMES**  
If it's complete peace and solitude you're after, consider renting a private villa. Just a mile's drive from Hamilton Harbour, **Hawkins Island** has world-class views with 25 private acres to call your own, while in tranquil Smith's Sound, **George Island** is another secluded sanctuary available for rent.



Even better, the adventures here don't stop on land.

Bermuda happens to be a bona fide paradise for snorkelers and divers, boasting more shipwrecks per square mile than any other place in the world. Explore the crystal-clear waters in style by chartering a super yacht or private boat. **Sail Bermuda, Dive, and Take Bermuda** are all available and established companies offering luxury vacations designed out with every possible amenity. So back and sit the crew while you enjoy to some of Bermuda's hidden gems, where you can experience the island's underwater wonders and try paddle boarding, reef fishing, or even cliff diving.



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# PGA Magazine

## Print

- PGA Magazine - November Advertorial, October and December full page ad
  - 27,200 circulation
- MetGolfer - October and December Advertorial
- Chicago District Golfer - November advertorial
- Regional winter advertorials: Golf Georgia Plus, Carolinas Golf Express

## Digital

- National and regional banner media



## BERMUDA GOLF

### A GREAT GETAWAY FOR WOMEN'S GROUPS AND COUPLES

The traditional picture of a group golf trip was long painted as a collection of men playing 36 holes a day before retiring to a restaurant for steaks and a few drinks before repeating the itinerary the following day. While those excursions still take place, an increasing number of group golf trips are planned for and by women and couples, who often want a more diverse set of options and amenities from their golf destination.

That's exactly what Bermuda has to offer: Outstanding golf courses, a wide variety of outdoor activities, world class shopping, international cuisine, luxury accommodations and a safe, cosmopolitan environment - all on an island with year-round temperate weather within reach of many major East Coast U.S. cities.

These are just some of the attributes that golf travel expert Lindsay Knowlton of Iron Lady Golf discovered in bringing her first women's group to Bermuda a few years ago. The trip went so well that Knowlton has made six more trips to the island with groups of women, and has three more scheduled for the future.

"Bermuda is unique because it has the feel of being an exotic destination, yet it is so close and easy to get to," says Knowlton, a former collegiate golfer who founded Iron Lady Golf to help women use golf as a tool for networking, business development and team building. "You also get a very safe feeling in Bermuda, and that's a big selling point for women's groups."

Knowlton has hosted golf trips to 15 different destinations around the world. She says Bermuda has a number of advantages that make it a prime

in a general way," Knowlton says. "You can really explore Bermuda in a lot of fun and different ways that mix well with golf. You can take boat tours to see the island from the water, or you can get in the crystal clear water and have the most amazing snorkeling experience - or just relax on those pink sand beaches we're proud of."

The same attributes that make Bermuda a hospitable host for women's groups also translate to planning a trip for couples, since amenities can be created that allow golfing members of the group to see it up on scenic renowned courses - like Port Royal, Little Ocean Club, Tucker Point and Bermuda Hills - while non-golfers take a scenic bike ride or enjoy yoga on the beach. Both groups can then meet in the afternoon for an activity together and an evening of island fun.

Another unique element of Bermuda that makes such itineraries possible is its compact size. The

"Bermuda is a hot for Iron Lady Golf. And only it is by far my favorite place to go, but it's a real crowd favorite - at least 50 percent of women who've been on a Bermuda trip wish we have gone back a second time," Knowlton says. "My advice to people thinking about planning a women's trip or a couples trip is this: Choose Bermuda! It's a great place to go that is close, safe and different from a lot of the more predictable golf destinations. It's close enough you can go for a long weekend, or you can go crazy playing golf every day for a week and never get bored!"

For more information or to start planning your own trip, visit [GolfBermuda.com/Golf](http://GolfBermuda.com/Golf)

entire island is just 21 square miles, which means you'll spend more time "isling" instead of commuting between locations.

"A big piece for planning a group trip is maximizing your day, and on Bermuda you never need to travel more than 30 minutes between to get to the next item on your itinerary," Knowlton says. "For one thing, you're enjoying your vacation instead of staring out the window of a motor coach like you do at some destinations where the golf courses might be hours away from your lodging. That also means that you can really experience all of Bermuda instead of having to choose one central location and stay there the entire time."

With all those calling cards for golf groups, it's

Advertorial

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# Golf Channel

## TV

- Sponsorship of PGA tour's Bermuda Championship
- 64 TV spots
- Custom TV integrations including 8x beauties and 4x travel features



## Digital

- 900K+ social impressions
- 2x Golf Channel Newsletters
  - 659K+ inboxes reached
- GolfAdvisor Newsletter
  - 542K+ inboxes reached
- GolfAdvisor dedicated email
  - 842K+ inboxes reached



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# The Financial Times

## Digital Content

- **3x content pieces**
  - Work from Home with Ocean Views
  - Bermuda Bound: Life in a Sweeter Land
  - Happy Holidays and Beyond in Bermuda
- Page Views: 10,530
- Average Time Spent On Page: 49 sec
- Average Scroll Depth: 68%
- Media click through average of 0.16%

The screenshot displays the Financial Times website interface for a Bermuda travel article. At the top, the navigation bar includes the FT logo, a search icon, and the text 'FINANCIAL TIMES'. Below the navigation, there is a header image of a coastal town in Bermuda with a boat in the water. The main headline reads 'Bermuda'. Underneath, a section titled 'Explore our content' features three article thumbnails. The first thumbnail is titled 'Work from home... with ocean views' and includes a sub-headline: 'In this post you'll see insight on anything, from working from home to not only possible, it is often more productive and actually allows for an important reevaluation of personal health.' Below this is a 'READ NOW >' link. The second thumbnail is titled 'Bermuda bound: Life in a sweeter land' and includes a sub-headline: 'After 20 years, working for fashion and design magazines in New York, the last place Theres found Sarah Bay envisaged she would end up living was Bermuda.' Below this is a 'READ NOW >' link. The third thumbnail is titled 'Happy Holidays and beyond in Bermuda' and includes a sub-headline: 'While the holidays might be on hold in many parts of the world this year, the picturesque pine sand beaches...' Below this is a 'READ NOW >' link. At the bottom of the article content, there is a 'BERMUDA' logo with the tagline 'Discover Bermuda Now' and a 'Back to top' button. The footer contains a grid of links for 'Support', 'Legal & Privacy', 'Services', and 'Tools', along with a copyright notice and the 'A Nikmat Company' logo.

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# Digital Media Highlights

# Display & Video

## Programmatic Display

- 65MM+ Impressions served
- Average CPE: \$.08 (+\$.03 in comparison to Q3)
- Average CTR: .11% (+20% in comparison to Q3)
- Average VCR: 60% (in line with Q3)
- Top performing creatives assets can be found on the right hand side of the slide.



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

## Endemic (Sojern, TripAdvisor, Expedia)

- 20MM impressions served
- Average CTR: .10% (in line with Q3)

An advertisement for Bermuda. At the top, text reads "Come add a new chapter to our island's rich story." Below this is a photograph of a person wearing a red jacket, green pants, and a colorful, ornate mask, holding a black suitcase. The person is standing on a beach with palm trees in the background. At the bottom of the ad, the word "BERMUDA" is written in blue, with a yellow "LEARN MORE" button below it. A yellow geometric logo is also visible in the bottom left corner of the ad.

*Adventure Seeker/Black Strategy  
300x600*

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# Paid Social

## Facebook & Instagram

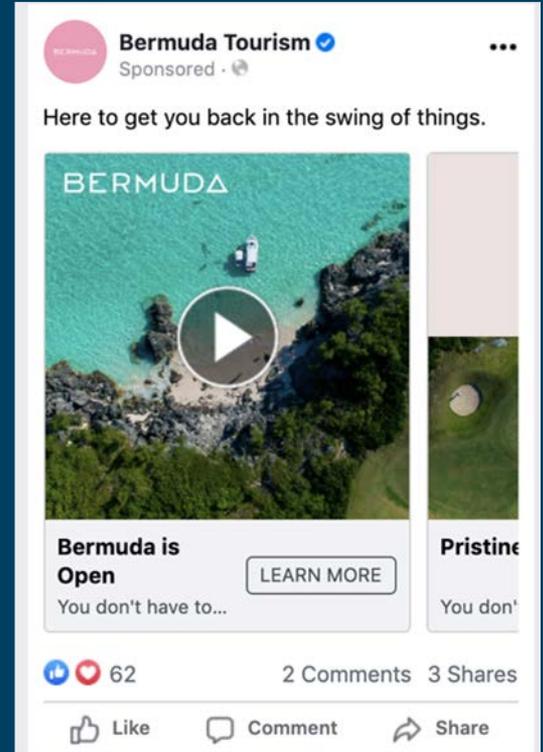
- 14.5MM impressions served
- Average CTR: 2.22%, +26% to last quarter
- Average Engagement Rate:
- Outside of the video placement, the top performer was the Golf Enthusiast carousel

## Pinterest

- 3MM impressions served
- Average CTR: 0.58%
- Average Engagement Rate: 5.42%, -42% to last quarter.
- Top performing creative was the Adventure Seeker carousel placement.



*Pinterest top performer*



*FB/IG top performer*

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

KEY METRICS	YTD	Prior YTD	YOY %	Annual Target	% of Annual Target
Total Visitor Spending Influenced by BTA	\$40,245,328	\$85,764,339	-53%	\$85,764,340	47%
Total Room Nights Influenced by BTA	50,975	92,754	-45%	101,722	50%
Group Business Sales Leads	221	368	-40%	323	68%
Group Business Sales Calls	189	285	-34%	-	-
Sports Tourism Sales Leads	80	109	-27%	95	84%
Sports Tourism Sales Calls	93	95	-2%	-	-
Number of Journalists Assisted	4,100	2,956	39%	-	-
*Earned Media Generated	\$11,668,097	\$8,461,750	38%	-	-
*Coverage in Top 100 US Outlets	186	70	166%	-	-
*Average Quality Coverage Score	1	1	2%	-	-
PR Impressions Generated	4,809,712,840	1,019,443,114	372%	-	-

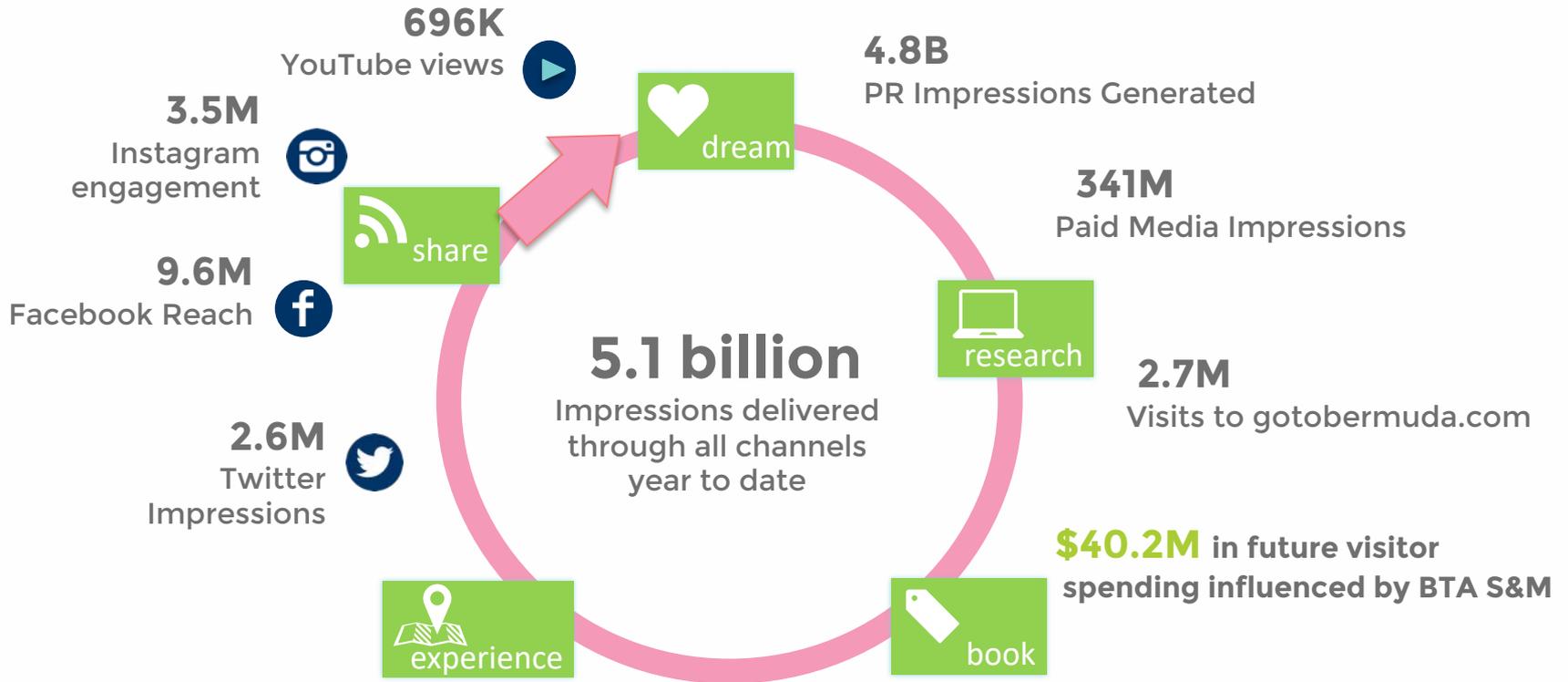
# *Digital Dashboard*

KEY METRICS	YTD	Prior YTD	YOY%	Annual Target	% of Annual Target
Total Website Visits	2,771,402	3,293,167	-16%	-	
Desktop Traffic	760,338	970,063	-22%	-	
Mobile Traffic	1,515,327	1,479,278	2%	-	
Tablet Traffic	112,784	239,777	-53%	-	
Website Page Views	4,727,819	7,109,596	-34%	-	
Time on Site (in seconds)	69	108	-36%	-	
Newsletter Subscribers	2,771,402	3,293,167	-16%	-	
Newsletter Open Rate	760,338	970,063	-22%	-	

# Social Dashboard

KEY METRICS	YTD	Prior YTD	YOY%	Annual Target	% of Annual Target
Facebook Followers	370,848	360,812	3%	-	-
Facebook Total Reach	9,606,559	12,630,227	-24%	-	-
Facebook Engagement	2,948,314	5,891,984	-50%	-	-
Twitter Followers	30,579	29,886	2%	-	-
Twitter Impressions	2,689,162	15,214,720	-82%	-	-
Twitter Engagement	435,453	316,770	37%	-	-
Instagram Followers	84,253	74,646	13%	-	-
Instagram Engagement	3,583,876	3,816,429	-7%	-	-
YouTube Subscribers	2,690	2,410	12%	-	-
YouTube Total Views	696,329	607,358	15%	-	-
YouTube Shorts Watched	1,000,000	1,000,000	100%	-	-

# 2020 YTD Marketing Snapshot



# *Travel Trade Engagement*

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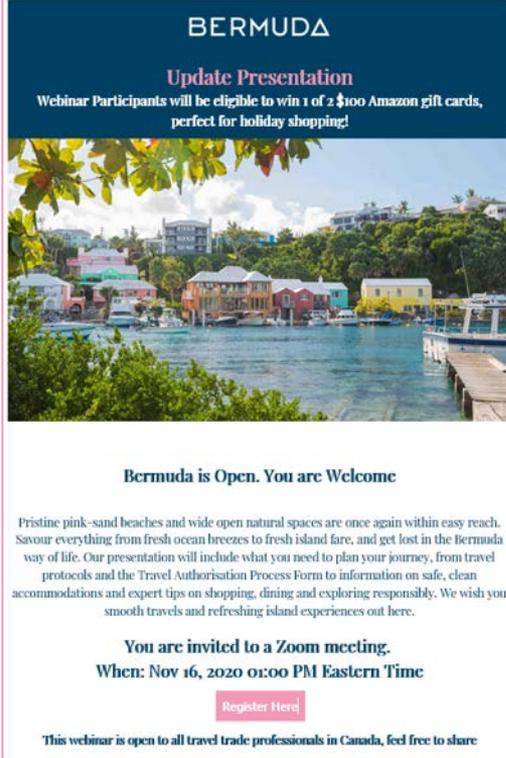
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# Digital Trainings/Communication

## Bermuda Canada Webinar

**160 travel agents** participated in the webinar. This was our largest training initiative to-date.

Despite all the challenges currently facing the travel agent community in Canada, there is still significant interest in learning about Bermuda as the luxury market expects to have a big comeback in 2021.



**BERMUDA**

**Update Presentation**  
Webinar Participants will be eligible to win 1 of 2 \$100 Amazon gift cards, perfect for holiday shopping!



**Bermuda is Open. You are Welcome**

Pristine pink-sand beaches and wide open natural spaces are once again within easy reach. Savour everything from fresh ocean breezes to fresh island fare, and get lost in the Bermuda way of life. Our presentation will include what you need to plan your journey, from travel protocols and the Travel Authorisation Process Form to information on safe, clean accommodations and expert tips on shopping, dining and exploring responsibly. We wish you smooth travels and refreshing island experiences out here.

**You are invited to a Zoom meeting.**  
**When: Nov 16, 2020 01:00 PM Eastern Time**

[Register Here!](#)

This webinar is open to all travel trade professionals in Canada, feel free to share

**With interest coming from Quebec from 25 travel agents we conducted a French-language webinar.**



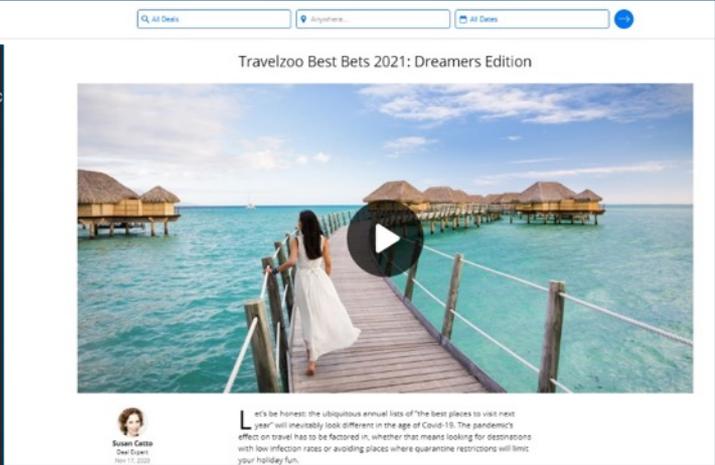
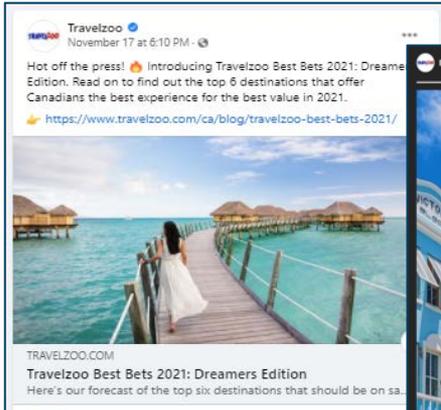
**Bermuda (French)**

*Joignez-vous à nous pour une mise à jour sur les Bermudes*

[Register](#)

# Marketing

With over 1.5 million members in Canada, **Travel Zoo** selected Bermuda as a **Best Bet Destination for Canadians in 2021**. The Marketing Program will earn **4.5 million impressions** between **November 2020 and February 2021** at no cost to the island.



# Digital Trade Communication

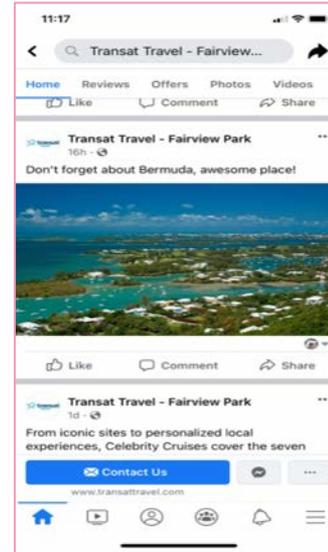
**Bermuda is Open** – E-mail to 1000 travel trade partners (inclusive of safety protocols, updated travel guidelines, what's open and more)

**Work from Bermuda**– E-mail to 1000 travel trade partners (inclusive of process for obtaining Bermuda report work certificate, remote workspaces and long stay vacation rentals)

**Winter in Bermuda**– E-mail to 1000 travel trade partners (inclusive of process for obtaining Bermuda report work certificate, remote workspaces and long stay vacation rentals)

**Cyber Monday Offers**– E-mail to 1000 travel trade partners

## Travel Trade Social Media Posts



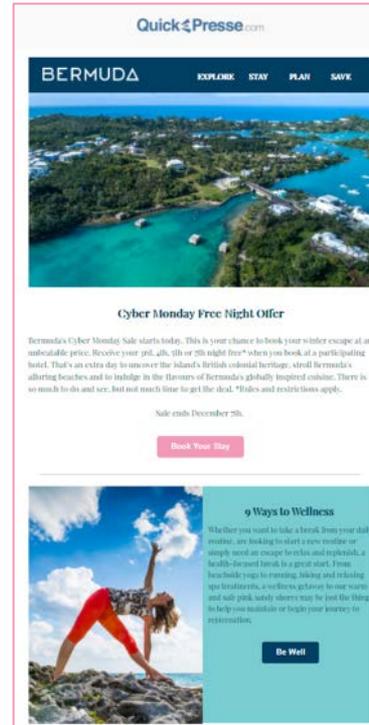
# Digital Trade Communication - Newsletter

17,949 subscribers



**OCTOBER  
2020**

**OPENED: 11%  
CLICKED: 1.1%**



**NOVEMBER  
2020**

**OPENED: 11%  
CLICKED: 4.8 %**

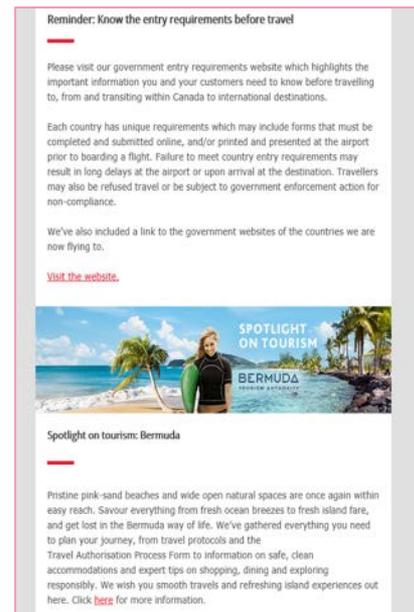
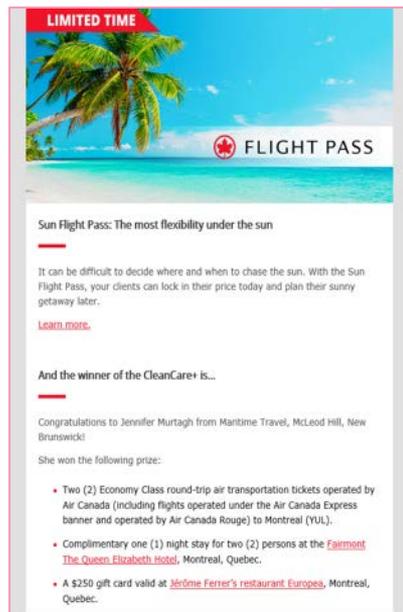
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# B2B & B2C Newsletters

Bermuda was featured in Air Canada's Spotlight on Tourism Section of their bi-weekly newsletter (at no cost).

## Metrics:

- Total Sent to English Canada database: 4,278
- HTML Open Rate: 28.45%
- Total Clicks: 157
- Total Click Through Rate: 3.67%



# Tradeshov

## Bermuda General Update Webinar - ACTA Conference Trade Show

The Bermuda Booth received **over 600 attendees**- 518 that English registrants and 81 French registrants. Attendance was split between agents in BC, Alberta, Ontario, Quebec and a few from Saskatchewan and Manitoba. Participants all received a follow up e-mail with travel guides, links to COVID-19 updates and Bermuda's work from home program



### Results:

- Inquiries about golf packages
- Requests for agent deals
- Requests for status of the St Regis hotel
- Inquiries about where to stay during pandemic

# *Group Business*

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# MICE Activities

## MICE Leads

- MICE lead from **Strategic Incentive Solutions**
  - Fall of 2021
  - 1000 rooms/2000 passengers

## MICE Webinars

- Direct Travel Incentive Division
- Group Planner Destination Webinar in French

## Results

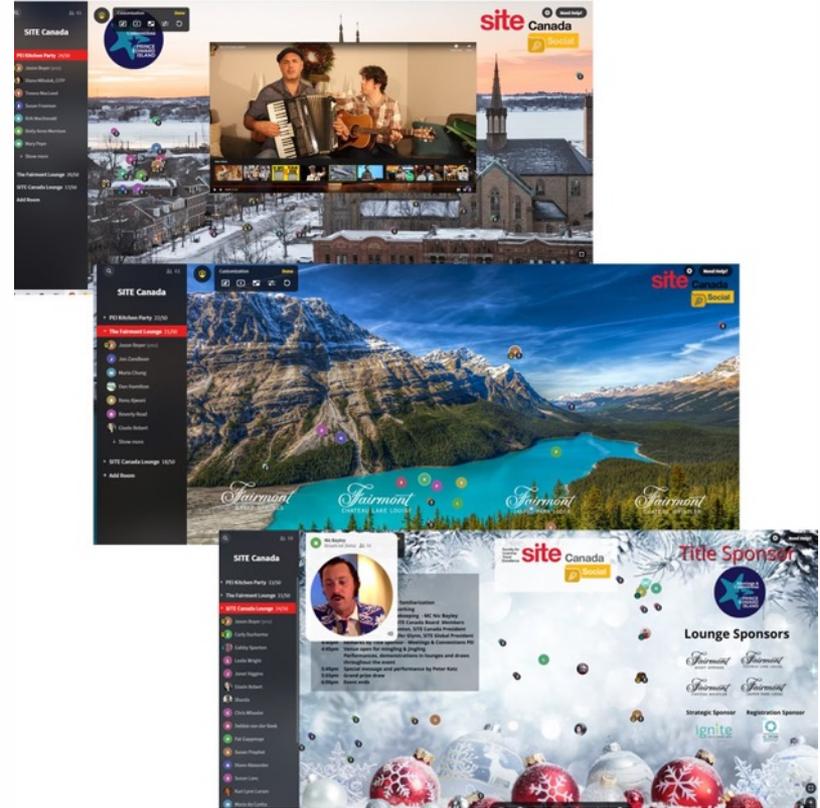
- 14 group planners from Quebec region

## Communication

- Holiday e-cards to top meeting planners across Canada

## MICE Conferences (virtual)

- SITE Canada Holiday Social



# *PR & Promotions*

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# *Q4 Total Metrics*

5,623,991 MM

*Impressions*

\$337,440

*Media Ad Value*

# Toronto Sun – Oct. 3, 2020

Print & Online

Title: Take virtual vaycay with seafood eats

Journalist: Rita DeMontis

Article Link:

<https://torontosun.com/life/food/celebrating-national-seafood-month-with-a-vacation-on-a-platter>

How was it secured: Ongoing media relations

Media Ad Value: \$144,600

Reach:

- Print impressions: 1,060,000
- Online impressions: 1,350,000



# *Syndicated Post Media* – Oct. 3, 2020

Toronto Sun article syndicated across 80 Post Media channels - examples include:

- Canoe.com: <https://canoe.com/life/food/celebrating-national-seafood-month-with-a-vacation-on-a-platter/wcm/0d5baad9-aca0-415d-9ffe-925813c98c3d>
- Winnipeg Sun: <https://winnipegsun.com/life/food/celebrating-national-seafood-month-with-a-vacation-on-a-platter>
- Edmonton Examiner: <https://www.edmontonexaminer.com/life/food/celebrating-national-seafood-month-with-a-vacation-on-a-platter/wcm/34c0bd29-c3be-41ce-a84c-078b6e37c6cc>
- Kingston Whig: <https://www.thewhig.com/life/food/celebrating-national-seafood-month-with-a-vacation-on-a-platter/wcm/34c0bd29-c3be-41ce-a84c-078b6e37c6cc>

# Travel Pulse Canada – Oct 8. 2020

## Online

**Title:** Work Remotely From These Caribbean Destinations

**Journalist:** Brian Major

**Article Link:**

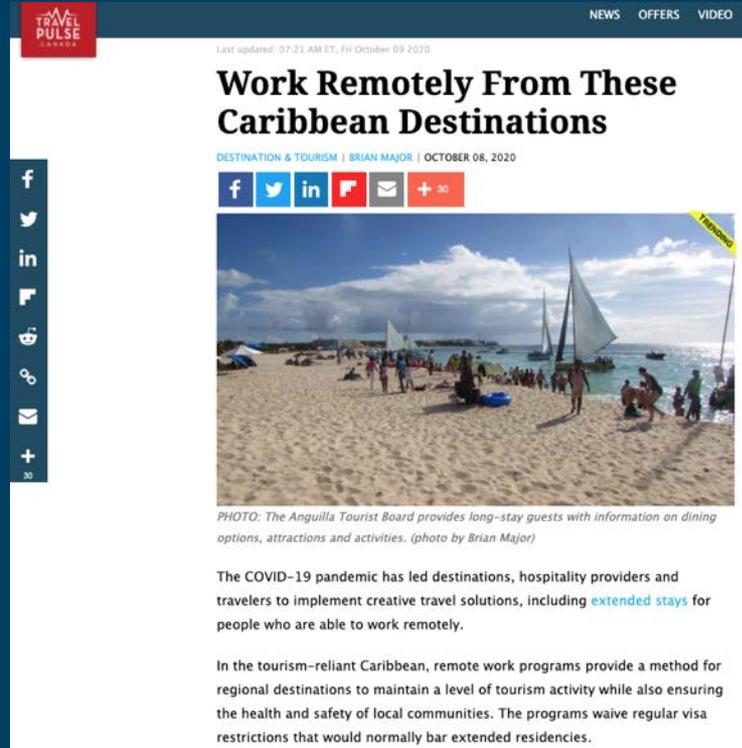
<https://ca.travelpulse.com/news/destinations/work-remotely-from-these-caribbean-destinations.html>

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

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

**Reach:**

- Online impressions: 25,000



The screenshot shows a news article on the Travel Pulse Canada website. The article is titled "Work Remotely From These Caribbean Destinations" and is categorized under "Destination & Tourism" by Brian Major, dated October 8, 2020. The article features a photograph of a beach scene with people and sailboats. The text discusses how the COVID-19 pandemic has led to creative travel solutions, including extended stays for remote workers. The article also mentions that in the tourism-reliant Caribbean, remote work programs provide a method for regional destinations to maintain tourism activity while ensuring the health and safety of local communities.

TRAVEL PULSE CANADA

NEWS OFFERS VIDEO

Last updated: 07:21 AM ET, Fri October 09 2020

## Work Remotely From These Caribbean Destinations

DESTINATION & TOURISM | BRIAN MAJOR | OCTOBER 08, 2020

f t in r e + 30



PHOTO: The Anguilla Tourist Board provides long-stay guests with information on dining options, attractions and activities. (photo by Brian Major)

The COVID-19 pandemic has led destinations, hospitality providers and travelers to implement creative travel solutions, including **extended stays** for people who are able to work remotely.

In the tourism-reliant Caribbean, remote work programs provide a method for regional destinations to maintain a level of tourism activity while also ensuring the health and safety of local communities. The programs waive regular visa restrictions that would normally bar extended residencies.

# Marquee Magazine – Winter 2020

## Print

**Title:** We Will Travel Again – Five Fantastic Destinations to Bookmark for Your Next Trip

**Journalist:** Hollie Grace James

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

**Media Ad Value:** \$45,000

## Reach:

- Print impressions: 750,000



**Bermuda**

We had to include Bermuda, which should not surprise the travel savvy. Those in the know know that Bermuda is only 640 short miles from the North Carolina coast. As of August 2020, Bermuda is one of only four places in the world assessed with a "moderate" COVID-19 risk level (CDC). Bermuda recently earned the World Travel & Tourism Council's "Safe Travels" Stamp, which recognizes groups worldwide that have adopted health and hygiene global standard protocols. In short, Bermuda is relatively close to many and safe.

Bermuda has some exceptional hotel choices, the newest of which is The Loren. Opened in 2017, The Loren remains the place to be seen or to hide away in. With the hip, urban feel of a boutique hotel and clean, modern spaces, and stunning seascapes that only Bermuda can offer, The Loren can be a sexy private getaway or a place to mix and mingle. Private terraces, marble bathrooms, Mahi-Gueta amenities, and SPERRA towels and linens are just a few of the luxuries that make you never want to leave.

Bermuda's island, discovered in the 1500s, had no indigenous culture having lived there before the European sailors first crashed its shores. This means the local cuisine is derived chiefly from a mix of British, Spanish, Caribbean, and African flavor profiles. A fixture on U.S. series like Top Chef and Iron Chef America, chef Marcus Samuelsson helms the Hamilton Princess & Beach Club, fusing Bermuda's British and African culinary influences. The result is a variety of bold flavors within his eclectic menus. Add the panoramic waterfront views, and you find yourself in a sensory experience where time begins to have no meaning and flavors are the world's only currency. Enjoy!

Balancing your inner self while beautifying your outer self is one of life's most lavish extravagances, and Bermuda offers many full-service spas for this. The Natura Spa at Grotto Bay Beach Resort offers treatments that will envelop you in rejuvenation and renewal. Whether you choose to descend into an otherworldly cave surrounded by the glow of candles or to experience an oceanic massage with the sounds of waves washing over you, the treatment offerings are vast and phenomenal. After all, we all deserve a little Zen.

These are just some of the offerings awaiting your arrival, as our world re-awakens and invites us once again to travel. This is a time for planning and believing, knowing that a not too distant tomorrow has a perfect getaway waiting for you.

MARQUEE MAGAZINE • 88 • WINTER • 2020



**MARQUEE**  
LUXURY WINTER 2020

**A Transformative Time**  
CAPTURING THE PANDEMIC

**Profile**  
**Lee-Chin**  
Culinaire  
Icon

**WE WILL TRAVEL AGAIN**  
Your Next Destination

**CANADIAN FASHION BRANDS GIVING BACK**

**EXCLUSIVE RECIPE**  
Embracing Indigenous Cuisine

BERMUDA

# Escapism TO – April 2020

Print

Title: Just Landed

Journalist: N/A

How was it secured: Ongoing media relations

Media Ad Value: \$9,000

Reach: 150,000

**JUST LANDED**  
A prison-turned-park, transparent hotels and bubble-friendly vacations: everything you need to know about travel right now.

[ WHAT'S NEW IN TRAVEL ]



**WORK FROM BEACH**  
Going into the office is no longer an option. So the demand for people working remotely, especially those who have no second office, has skyrocketed. And it's not just about the office space; it's about the environment. The most efficient way to live for remote workers is to live in a beautiful location. The most efficient way to live for remote workers is to live in a beautiful location. The most efficient way to live for remote workers is to live in a beautiful location.



**HOME-GROWN HOSPITALITY**  
If you're looking to make your business, there's no better way to explore Canada than from the perspective of the people who have been calling this land home for millennia. For the ultimate thing, there's no better way to explore Canada than from the perspective of the people who have been calling this land home for millennia. For the ultimate thing, there's no better way to explore Canada than from the perspective of the people who have been calling this land home for millennia.



**I CAN PEE CLEARLY NOW**  
As the world's largest toilet paper shortage continues to rage, it's not surprising that the toilet paper shortage has become a major concern for many people. The toilet paper shortage has become a major concern for many people. The toilet paper shortage has become a major concern for many people.



**TESTING THE WATERS**  
What do you do when you think you've found a safe place to travel? Well, that's a good question for COVID-19 and the way it's spreading. The answer is to test the waters. The answer is to test the waters. The answer is to test the waters.



**BUBBLE IN PARADISE**  
Bubble tours are a great way to explore a new destination. They offer a safe and fun way to see the sights and sounds of a new place. Bubble tours are a great way to explore a new destination. They offer a safe and fun way to see the sights and sounds of a new place.



**GO TO PRISON**  
Prison tours are a great way to learn about the criminal justice system. They offer a unique and educational experience. Prison tours are a great way to learn about the criminal justice system. They offer a unique and educational experience.



**THE GREAT CANADIAN ISSUE**

**escapism**

- HOTELS
- AIRLINES
- TRAVEL
- ESCAPISM
- WINE

10



BERMUDA

# Travel Industry Today – Nov. 30, 2020

Online

Title: ROUND-UP:Nov. 23-27, 2020

Journalist: Mike Baginski

Article Link:

<https://travelindustrytoday.com/round-upnov-23-27-2020/>

How was it secured: Ongoing media relations

Media Ad Value: \$3,000

Reach: 50,000

The screenshot shows the homepage of Travel Industry Today. At the top, there are several promotional banners: 'SWAP COLD SNOW FOR WARM SAND' with a 'sunwing' logo, 'Save up to 40%' with a 'sunwing' logo, and 'POOL, PALM, AND COLLECTED' with a 'sunwing' logo. Below these is the main navigation bar with links for HOME, ABOUT US, COLUMNISTS, WEEKLY EDITORS, SEARCH, and SUBSCRIBE. A secondary navigation bar lists various travel categories like WILDS & OCEANS, AIRCRAFT, CARS, etc. The main content area features a large headline 'ROUND-UP:Nov. 23-27, 2020' and a sub-headline 'Last Week This Morning'. Below this is a news article titled 'Air Canada and Shoppers Drug Mart have partnered for COVID testing. Air France returns to YVR. Cyber Monday deals, and more.' The article is dated 'WEDNESDAY, NOV. 25, 2020'. The article text is partially visible, mentioning 'Air Canada customers requiring a PCR test for international travel (such as Hawaii) can now get one at Shoppers Drug Mart. The program begins Dec. 7 (at which time costs will be revealed) at participating locations in Ontario, Alberta and British Columbia. Results are typically available within 14-48 hours.' Below the article is a 'NEWS' section with two more items: 'The WestJet YVR COVID-19 Testing Study has started. The collaborative effort between researchers from UBC and Providence Health Care and project sponsors WestJet and Vancouver Airport Authority is investigating a method of COVID-19 rapid testing to help inform the safest and most efficient way of testing departing passengers at YVR. Strictly voluntary, passengers are asked to test for the coronavirus at check-in.' To the right of the article are three more promotional banners: 'HAWAII Air-Inclusive Discovery Vacations! from \$5,399 (incl. Mar-Dec 2021)', 'GALA DINNER', and 'Walt Disney World | Orlando'.

# Money Sense – Nov. 23, 2020

## Online

**Title:** Can you still travel during the pandemic?

**Journalist:** Barry Choi

**Article Link:**

<https://www.moneysense.ca/spend/shopping/travel/travel-during-covid/>

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

**Media Ad Value:** \$21,600

**Reach:** 360,000



# Travel Pulse Canada – Nov. 26, 2020

## Online

**Title:** Beautiful Bermuda: Amazing Beaches, Great Golf and Cool Towns to Explore

**Article Link:**

<https://ca.travelpulse.com/news/destinations/beautiful-bermuda-amazing-beaches-great-golf-and-cool-towns-to-explore.html>

**Journalist:** Jim Byers

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

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

**Reach:**

- Online impressions: 25,000



The screenshot shows a news article on the Travel Pulse Canada website. The article title is "Beautiful Bermuda: Amazing Beaches, Great Golf and Cool Towns to Explore". It is categorized under "DESTINATION & TOURISM" and is by "JIM BYERS", dated "NOVEMBER 26, 2020". The article is updated at "11:59 AM ET, Thu November 26 2020". A vertical social media sharing bar is on the left. The main image is a scenic view of Horseshoe Bay Beach in Southampton Parish, Bermuda, showing turquoise water and a sandy beach. Below the image is a caption: "A scenic view of Horseshoe Bay Beach in Southampton Parish, Bermuda. (photo via Andrew F Kazmierski / iStock / Getty Images Plus)". The article text below the image reads: "Beautiful beaches. Fantastic weather. And safe as can be."

# Money We Have – Dec. 2, 2020

## Online

**Title:** How Much Does it Cost to go to Bermuda?

**Journalist:** Barry Choi

**Article Link:**

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

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

**Media Ad Value:** \$300

**Reach:** 5,000



The screenshot shows the top portion of a web article. At the top left is the logo for 'Money We Have', which consists of a stylized hand holding a coin next to the text 'Money We Have'. Below the logo is a navigation menu with links for 'PERSONAL FINANCE', 'CREDIT CARDS', 'INVESTING', 'TRAVEL', 'LIFE', and 'AF'. The main heading of the article is 'How Much Does it Cost to go to Bermuda?' in a large, light blue font. Below the heading, it says 'By Barry Choi | December 2, 2020 | 0'. A disclaimer in bold text reads: '\*\*This post may contain affiliate links. I may be compensated if you use them.' The first paragraph of the article begins: 'Located east of South Carolina in the Atlantic Ocean, Bermuda isn't part of the Caribbean, but it's an island paradise nonetheless. With pink sand beaches and deep history, Bermuda is a destination you should consider if you're looking for a short break.'

# Toronto Star – Dec. 20, 2020

## Online

**Title:** This Canadian fund manager could do his job from anywhere during the COVID-19 pandemic. Why he chose Bermuda.

**Journalist:** Patty Winsa

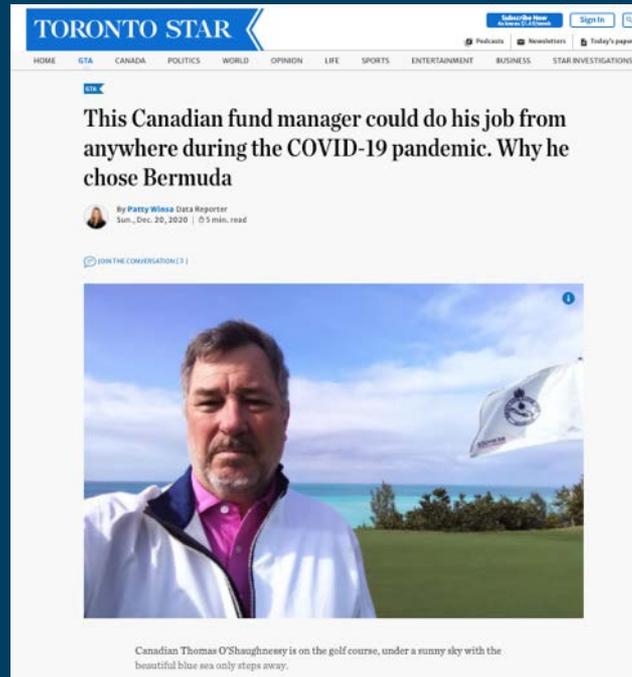
### Article Link:

<https://www.thestar.com/news/gta/2020/12/20/this-canadian-fund-manager-could-do-his-job-from-anywhere-during-the-covid-19-pandemic-why-he-chose-bermuda.html>

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

**Media Ad Value:** \$103,246

**Reach:** 1,720,773



The screenshot shows the top of a Toronto Star article. The header includes the 'TORONTO STAR' logo, a 'Subscribe Now' button, and a 'Sign In' button. Below the header is a navigation menu with links for HOME, GTA, CANADA, POLITICS, WORLD, OPINION, LIFE, SPORTS, ENTERTAINMENT, BUSINESS, and STAR INVESTIGATIONS. The article title is 'This Canadian fund manager could do his job from anywhere during the COVID-19 pandemic. Why he chose Bermuda'. The author is 'By Patty Winsa Data Reporter' and the date is 'Sun, Dec 20, 2020 | 5 min. read'. There is a 'JOIN THE CONVERSATION (3)' link. The main image shows a man, Thomas O'Shaughnessy, on a golf course. The caption below the image reads: 'Canadian Thomas O'Shaughnessy is on the golf course, under a sunny sky with the beautiful blue sea only steps away.'

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# CTV Morning Live – Dec. 22, 2020

## Broadcast & Online

**Title:** Is Now the Time to Travel?

**Link:**

<https://ottawa.ctvnews.ca/video?clipId=2105812>

**Journalist:** Barry Choi

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

**Media Ad Value:** \$69,000

**Reach:**

- Broadcast impressions: 500,000
- Online impressions: 650,000



# United States Coverage Highlights

- YTD Coverage Snapshot
  - Number of Articles: 507
  - PR Impressions: 4,809,712,840
  - Earned Media: \$10,262,472.37
  - Average Quality Score: 70

## The New York Times



### Go Abroad To Work From Home

Aruba and Bermuda are among a handful of countries offering remote-worker visas.

BY DANIEL HARRIS

As the job site of the million of employees across the United States working remotely these days, and you love your health and the remote work, a handful of countries are now offering remote-worker visas to American citizens and permanent residents. These programs — which all cost strong interest rates — will allow for extended stays of three months to two years, though there are some requirements. Some destinations ask for demonstration of a steady source of income or savings, and each has

different criteria for visa-holder living as well as varying quarantine policies. All of them require health insurance.

Here are some of the visa programs that will allow you to work abroad from the remote coast beaches of the Caribbean to mountaintop villages by the Black Sea.

**ARUBA**  
The country's work visa offers to digital nomads and allows visitors to stay for up to 12 months. There's a fee of \$1,000 per individual and \$1,500 for a family of four (there's an incremental cost of \$200 for each additional family member). A number of other programs give holders the right to reside and work there remotely for up to two years. Applicants need to declare an annual income of at least \$30,000 and pay non-refundable fees of \$100 per individual, \$1,000 per couple or \$1,500 for a family.

**ANTHUS AND BARBUDA**  
Situated between the Atlantic Ocean and the Caribbean Sea are the neighboring islands of Antigua and Barbuda. Antigua was visited and named by Christopher Columbus in 1493. A new Remote Digital Nomad Visa gives holders the right to reside and work there remotely for up to two years. Applicants need to declare an annual income of at least \$30,000 and pay non-refundable fees of \$100 per individual, \$1,000 per couple or \$1,500 for a family.

**BARBADOS**  
With more than 60 beaches, including the pink sand Crane Beach, the Caribbean island of Barbados with your remote work now offers a Welcome Stamp visa. Prospective visitors need to fill out an application form, check off an income declaration and pay a fee of \$1,000 per individual or \$1,500 for a family per application. Visitors may stay for up to 12 months.

**BERMUDA**  
Designed for permanent and semi-permanent residents of British overseas territories, the Bermuda Certificate of Entitlement allows remote workers. To be there for

up to a year, applicants need to fill in a Work From Bermuda application form with proof of employment, and pay a fee of \$263. Visas can be renewed on a case-by-case basis.

**REPUBLIC OF GEORGIA**  
There's a lot more going for Georgia apart from its reputation as the birthplace of wine, like monasteries built in caves, Caucasus mountain villages and beaches along the Black Sea. The Remotely From Georgia program allows workers to stay there for up to 360 days, and has a simple application form; the program is only available to citizens of 65 countries allowed to travel there visa-free, but that includes Americans. Long-term visitors are required, at their expense, to quarantine for a period of eight to 14 days (the time period depends on each individual case) upon arrival.

The New York Times – October 18, 2020 – Destination Highlight



# United States Coverage Highlights

## Robb Report

### Why Travelers Are Moving the Home Office Abroad to Work Even More Remotely

Several countries have already recognized the opportunities in luring the bored and affluent to take up temporary residency while the world works from laptops. This past summer, Barbados launched a 12-month digital-nomad visa, the Welcome Stamp, aimed expressly at folks like the Treibicks. The Cayman Islands, Bermuda and Antigua have announced similar programs. In Europe, visitors can live in Estonia via its long-term visa, an extension of its e-Residency program, which was in process before the pandemic, though Americans are still banned under European Union Covid-19 guidelines; Croatia has announced plans to mimic that mechanic and ignore EU precautions, though exact details are still unclear. Thailand goes one better: It offers the visa equivalent of a Centurion Card, called the Elite Card, which bundles perks such as yacht charters and tee times at top golf courses with the right to live long-term in the kingdom. The top tier of this visa costs around \$64,000.

*Robb Report – November 8, 2020 –  
Destination Highlight*

## ESSENCE

### 5 Socially Distant Babymoon Destinations



#### 02 Bermuda

Between its turquoise blue waters, pink-sand beaches, and proximity to most East Coast destinations, Bermuda is the perfect island getaway for those seeking relaxation and seclusion. And if you feel comfortable leaving the confines of your villa or hotel, there's much to be explored. Be wowed by the Crystal Caves Bermuda Aquarium, Natural History Museum, the Zoo, and did we mention the delicious food? Appropriate, because now you're eating for two!

*Essence – October 14, 2020 –  
Destination Highlight*

## TRAVEL NOIRE

### Headed To Bermuda? Add These 5 Things To Your Bucket List



Looking to experience something outside of the norm? What many people may not know is Bermuda is home to a few caves, that the public can visit. The **Grotto Bay Resort and Spa** offers spa treatments as well as an option to swim inside the cave. If you want to just walk through and get some cute photos, check out **Crystal Caves** which is said to be millions of years old.

*Travel Noire – November 18, 2020 –  
Destination Feature*

BERMUDA

# United States Coverage Highlights

**Bloomberg**

## The Caribbean Islands That You Can Travel to Now



**The big sell:** Move right in. With the creation of the yearlong Work From Bermuda certificate, which lets visitors bypass the traditional bureaucratic hurdles of a temporary relocation, the Atlantic island is hoping to entice long-stay guests to take their Zoom meetings with real ocean backdrops.

*Bloomberg – October 5, 2020 –  
Destination Highlight*

**CNN** travel

Log on in paradise: The exotic destinations inviting remote workers



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

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

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

*CNN Travel – November 12, 2020 –  
Destination Highlight*

**TRAVEL PULSE**

**Bermuda Visitor Arrivals Rebounding Slowly**



Bermuda's visitor arrivals are rebounding slowly following the COVID-19 outbreak, yet remain significantly behind historic levels and will take "a great deal of time and effort" to rebuild, a top Bermuda Tourism Authority (BTA) official said Tuesday.

Bermuda's third-quarter commercial air capacity totaled 146,446 seats, an 83 percent year-over-year decline compared with 2019, according to a BTA report. There were 29,079 total airline seats available during the third quarter of 2020 compared with more than 175,000 seats in 2019, a 17 percent decline.

*TravelPulse – December 8, 2020 –  
Destination Feature*

**BERMUDA**

# *United States Media Relations*

- **Awards**

- **Condé Nast Traveler's 2020 Reader's Choice Awards**

- Bermuda placed #6 within the category of Best Island in the Caribbean & the Atlantic.
    - Hamilton Princess & Beach Club placed #10 within the category of Best Resorts in the Atlantic Islands.

- **Media Visits**

- **DeAnna Taylor, Travel Noire – November 12-16, 2020**

- Bermuda Tourism Authority hosted Travel Noire journalist, DeAnna Taylor, and provided her with complimentary accommodations, food and beverage, activities and flights in exchange for coverage.

- **John Scott Lewinski, Freelance – October 25-29, 2020**

- Bermuda Tourism Authority hosted journalist John Scott Lewinski for the PGA Pro-Am.

- **Michael Williams, Freelance – October 26-30, 2020**

- Bermuda Tourism Authority hosted journalist Michael Williams for the PGA Pro-Am .

- **Interview & Speaking Opportunities in Q4**

- **Dating Advice** – Journalist Amber Brooks interviewed Jill Dill for a story focused on Bermuda, its culture and offerings the island has for couples.
  - **Fox News** – Fox News journalist interviewed Glenn Jones for a *Fox Business After the Bell* segment surrounding Bermuda's partnership with Costco.

# Website Metrics

Metrics	2020	2019	YOY% Change
Sessions	2,771,402	3,292,527	-16%
Pageviews	4,727,819	7,138,557	-34%
Avg. Page/Session*	1.71	2.15	-21%
Bounce Rate*	69.6%	63.4%	10%
Avg. Time on Site*	01:09	01:46	-35%
Goal Completions*	51,678	118,803	-57%

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

# *Website Engagement*

*2020 YTD (January-December)*

**2,771,402 website visits – combined -16% YOY**

- 2,661,905 to .com site
- 109,497 to .uk site

**889,660 desktop visits – combined -22% YOY**

- 869,675 to .com site
- 19,985 to .uk site

**1,747,646 mobile visits – combined -5% YOY**

- 1,664,561 to .com site
- 83,085 to .uk site

**134,096 tablet visits – combined -58% YOY**

- 127,669 to .com site
- 6,427 to .uk site

**6,634,400 page views – combined -34% YOY**

- 4,549,190 to .com site
- 178,629 to .uk site

**Avg. Time on Site – 1:09 (.com) -35% YOY**

# *Website Engagement*

## *Q4 2020 (October - December) Site Traffic and Goals*

**3% decrease YOY combined site sessions (visits) compared to Q4 2019**

**27% decrease YOY combined page views compared to Q4 2019**

**12% of all sessions completed a conversion goal in Q4 2020 (.com only)**

### **Conversion Goal Completion**

- Time on Site Over 3:00 – 46,493 – 25% decrease vs Q4 2019
- Hotel Inquiry – 6,130 – 32% decrease vs Q4 2019
- Brochure Downloads – 1,846 – 72% decrease vs Q4 2019
- Brochure Orders – 289 – 67% decrease vs Q4 2019
- eNews Registration – 824 – 25% decrease vs Q4 2019

# *Website Partner Referrals*

*Q4 2020 (October - December)*

**Total Partner Referrals - 20,831**

- Profile referrals - 17,455
- Deal referrals - 1,819
- Event referrals - 1,374
- Sports referrals - 183

**Total Partner Pageviews - 73,554**

- Profiles - 55,108
- Deals - 10,564
- Events - 7,486
- Sports - 396

**28% Click-through rate to Partners**

# Social Media

BERMUDAΔ

# Q4 Facebook

Despite a busy media landscape (U.S. Election and COVID-19) and increased competition from other destinations, engagement and reach both increased driving up the engagement rate during the quarter.

Because of the challenges navigating COVID news and US politics, content remained light, but still informative. Holiday posts let us educate the audience on traditions without presenting a strong “travel now” message. These posts helped keep Bermuda top-of-mind and plant seeds for holiday travel considerations next year.

Promoted posts for social content resumed in early Q4 which also contributed greatly to the increase in results despite the reduction in volume of content.

Q4 Facebook		
	Q3 2020	Q4 2020
New page likes gained	6,071	4,624
Lifetime page likes	366,205	370,829
Engagements	298,503	798,909
Reach	1,628,392	3,436,812
Average engagement rate %	18.33%	23.24%

# Q4 Twitter

Similar to Q3, 30 Tweets were sent out by BTA during Q4 (excluding RTs). Engagements and impressions increased exponentially due to the re-introduction of promoted posts.

Content during this period was highly visual, and focused on education and travel planning.

Checklists with emojis were great ways to showcase multiple locations on-island within a limited character count.

	Q4 Twitter	
	Q3 2020	Q4 2020
New followers gained	185	296
Lifetime followers	30,283	30,579
Engagements	48,287	213,364
Impressions	569,617	994,551

# Q4 Instagram

Consistent with Facebook and Twitter, 30 Instagram Feed posts were sent out in Q4, a slight reduction from Q3, but with IG stories and other formats accounting for the remaining balance.

New Instagram formats will likely lead to an upcoming renaissance with how the channel looks and how it is used. Q4 gave us the opportunity to test the waters with casual video content on Instagram Reels and a few uses of the new Instagram Guides feature.

The results also highly benefited from the re-introduction of promoted posts for the entire quarter.

	Q4 Instagram	
	Q3 2020	Q4 2020
New followers gained	3,849	2,064
Lifetime followers	82,189	84,253
Engagements	572,741	1,011,828
Reach	1,403,903	2,709,051

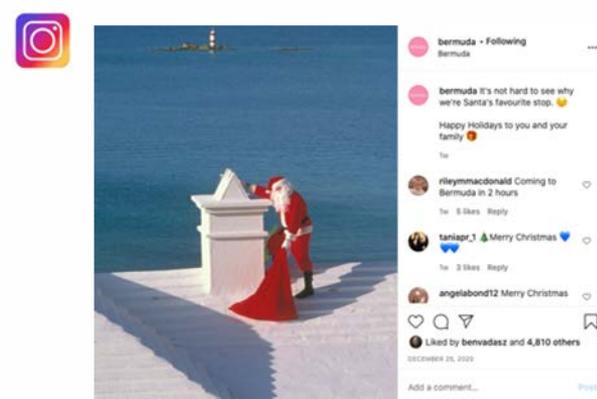
# Q4 Top-Performing Posts



Reached Users: 156,434  
Reactions: 14,174  
Post Clicks: 5,052



Engagements: 236  
Retweets: 30  
Likes: 200



Likes: 4,800  
Comments: 33

Content during Q4 navigated a challenging landscape. Crowded newsfeeds (because of elections and the holidays), changes in COVID restrictions, and increasing uncertainty as COVID cases increased all came together and forced content to remain flexible, adaptable and light. From October through to the end of the year, content struck a balance between giving our audience a break from the news and providing travel planning assistance to those who were looking for it. Conversations on all social channels reminded us of the power of large quantities of passionate past travellers who are eager to share their stories and often express their desires to come back to Bermuda as soon as they can. Tapping into their nostalgia to keep Bermuda top-of-mind should also become a key element of content going into 2021.



# *Infrastructure*

Enabling Frictionless Experiences

BERMUDA  
— AGILITY —

# *Ordnance Island*

The Corporation of St. George completed the first phase of the Ordnance Island project in October. Historical assets were relocated from King's Square to Ordnance Island to create a focal point in the town highlighting Bermuda's history and maritime stories. Proceeds from the NCL Experience Development Fund from the previous year were used to complete the phase 1 works which included:

- Relocation of two (2) canons
- Installation of seven (7) new flag poles with accompanying country flags
- Relocation of the stocks & pillory
- Relocation of the ducking stool
- Relocation of Sir George Somers statue



# *Air Service Development*

Q4 continued a focus on maintaining close relationships with airline contacts as they continued to monitor and adjust service to Bermuda. Regular meetings were held with air stakeholders including Skyport, Bermuda Airport Authority (BAA), APAC air service consultants as well as hoteliers to discuss changes to schedules and strategy. Airlines were kept up-to-date on Bermuda's protocols on a regular basis to ensure Bermuda remained top of mind for planning.

Potential new opportunities for air service were reviewed and pursued throughout the quarter.





# *Local Involvement*

Growing with & through people

BERMUDA  
— AGILITY —

# *Business Intelligence & Technology*

- Participated in the Annual Tourism Summit
  - Co-presenter with Erin Francis-Cummings from Destination Analysts on US Traveler Sentiment and Bermuda's post-COVID visitor profile and feedback.
  - Panel moderator for the Tourism Infrastructure Panel - topics included air, cruise and COVID-19 Health protocols.
  - Provided tech support and recommendations for hybrid virtual and in-person event across two live audience locations.
- National Service Standards Program survey conducted with local businesses to gather feedback and improve the program. Detailed results were reviewed with the BTA's Learning & Development Team.
- Training on BTACoconnect Stakeholder platform held via webinar
- 181 new Stakeholders were added to BTA's CRM in 2020
- Shared content from Annual Tourism Summit and important COVID-19 related webinars with stakeholders via BTACoconnect

## *Business Intelligence & Technology cont.*

• During Q4, the BI & Tech team held and attended various meetings with local stakeholders to share industry data, traveller sentiment, visitor demand and airline updates. These stakeholders include:

- Hotel Owners Group
- Bermuda Hotel Association Sales & Marketing Committee
- Ministry of Health Border Re-Opening Committee
- Bermuda Airport Authority and Skyport
- UK Government House
- Bermuda Government Representative in the EU



# *Innovation*

Think like a visitor

BERMUDA  
— AGILITY —

# Catamaran & Yacht Week

Encouraged to reclaim summer, Bermuda's first ever Catamaran & Yacht week was strategically placed during the fall to complement the Bermuda Gold Cup, Bermuda Championship and the inaugural World Tens Series. This 8-day promotion, in collaboration with the island's boat charter operators, marinas event planners and caterers was designed to stimulate spending from residents while engaging visitors as traveller volume gradually returned.

The line-up during Catamaran & Yacht Week included:

## Catamaran Rally | Oct 25

- Breakfast & Bubbles Cruise | Oct 25 (cancelled due to weather)
- Catamaran Flotilla | Oct 30 (cancelled due to weather)
- Marina Nights | Oct 30 (cancelled due to weather)
- Spirit of Bermuda Dinner Cruise | Oct 30 (rescheduled to Oct 31 due to weather)
- Float-up Movie Experience | Oct 31 (cancelled due to weather)



# Catamaran & Yacht Week Cont.

Catamaran Rally Feedback Survey (18% of attendees responded):



# Catamaran & Yacht Week Cont.

Spirit of Bermuda Dinner Cruise (32% of attendees responded):

**94%** agreed or strongly agreed that this experience allowed them to engage with Bermuda's food culture and local ingredients.

**94%** agreed or strongly agreed that this experience allowed them to learn something new about a Bermuda cultural asset.

**100%** were either very satisfied or satisfied with the experience.

**88%** felt either very safe or safe with the event's health and safety protocols. No one felt unsafe.

**100%** felt the experience was either good value or very good value for money.

**100%** would recommend this experience to a family member or friend.

**100%** would purchase this experience again in the future.

**53%** of the respondents found out about this event through word of mouth. Other popular channels were social media and the events calendar.

# *Business Intelligence & Technology*

- Optimized incoming data from new sources such as Traveller Authorisation and new Immigration Border Management System to ensure seamless reporting of visitor statistics which are now completely paperless.
- BTACConnect (BTA's Stakeholder portal)
  - Restaurant Weeks participation opt in and menu upload were built for all restaurants through BTACConnect. Through this process, participating restaurants and their menus were automatically pushed to the website for a robust Restaurant Weeks landing page.
- 480 logins to BTACConnect for Q4, 122 listings updated in 2020



# *Teams & Groups*

Growing through Groups  
(MICE, Sports, Etc)

BERMUDA  
— AGILITY —

# *Business Intelligence & Technology*

- Bermuda Championship Event Impact Report – With the event being held during Q4, data collection was completed and work with KPMG to start compiling the 2020 Impact report was ongoing. The full report will be available in Q1 2021 after media value has been assessed by Nielsen.
- Sail GP Event Impact Report
- Reviewed Media Value of US Open Sponsorship via Nielsen Report.



# Sales Activities

## October - December

- BTA Cultural FAM/October 1 - 4
  - 3 Participants
- BTA Summit (Virtual)/October 16
- Connect Marketplace Virtual Meetings/October 20 & 21
  - 28 1:1 Meetings with Planners
  - Strong Prospect - Annual Meeting 2022 Law Firm, 180 people
- Retreats Resources Zoom Virtual Meetings/October 27
  - 10 1:1 Meetings with Planners
- Northeast CVB's State of Destinations Virtual Meeting/October 27
  - 45 Participants
- BTA Educational Session for Meetings Made Easy Planners/November 18
- BTA Educational Session with Landmark Incentives/December 18



# Sales Engagement Highlight

## Dream Vacations Client Webinar

– October 29

Conducted a 45minute webinar for Dream Vacation Clients – 25 clients attended. Webinar placed on Facebook

## Luxury Travel Advisor Fam Trip -Nov 8-13

Hosted by Newstead Belmont Hills and Grotto Bay Beach Resort. 3 agents participated.



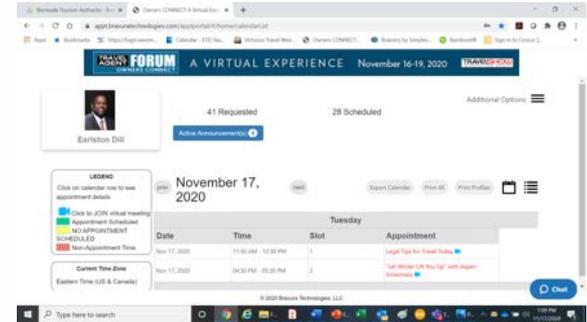
# Sales Engagement Highlight

## Travel Agent Forum-Owners Connect Virtual Trade Show – Nov 16-19

Appointment based Trade Show. Thirty 20 minute on-on-one meetings for 30 agents.

## AAA Northeast Symposium – Dec 7-10

Conducted a 20-minute webinar on Dec 9 – 160 agents attended. Webinar recorded for further views in future. Prize giveaway drawn.



# Destination Services

## Events

- **Bermuda Tourism Summit, October 16<sup>th</sup>**
  - A large public gathering request was submitted to the Ministry of National Security to hold the event with more than 75 persons in one location. Based on previous Summit history it was expected that more than 150 persons would attend the 2020 Summit and a decision was made to utilize two separate locations. 180 persons attended the event split across the Hamilton Princess who hosted 125 persons and Rosewood Bermuda who hosted 55 persons. According to the post Tourism Summit survey results, 68% of attendees appreciated having a choice of location to attend the Summit. A live stream was provided to BTA employees based in the New York office to participate remotely. Takeaways for the 2021 Summit would be better set-up spacing for social distancing, as well as video editing assistance
- **Pre-Event Planning**
  - Destination Services began preparation for BTA's 2021 host partner events: the Bermuda Grand Prix April 24<sup>th</sup> to 25<sup>th</sup>; the 2021 World Triathlon Sprint & Relay Championships, October 15 to 17<sup>th</sup> and the Bermuda Clipper Race December 20<sup>th</sup> to 30<sup>th</sup>. Destination Services assistance includes work permits, location selection for opening and closing ceremonies, event budget creation, feedback on site build permits and more.



# Destination Services

## PR & Sports Teams Collaboration

- **Press Conference**
  - November 2<sup>nd</sup>: Arranged the logistics for the public announcement that Bermuda will host the 2021 World Triathlon Sprint & Relay Championships, October 15 to 17<sup>th</sup>.
- **PR FAM Trip**
  - November 11-15<sup>th</sup>: Along with the PR/Content Team, Destination Services hosted *Garden & Gun* magazine journalist Latria Graham. The result of the journalist's visit was a cover feature in the February 2021 *Garden & Gun* magazine and a nine-page spread highlighting 'Bermuda's laid-back elegance and natural beauty'.
- **Sports Itineraries**
  - As a part of an ongoing assessment of sports itineraries, Destination Services revised the Ultimate Bermuda Sailing Escape consisting of five days and four nights. This itinerary will be provided to sailing enthusiasts interested in on-the-water experiences in Bermuda.



# Destination Services

## Government Processes

- **Bermuda Customs**
  - Secured customs duty exemption for the Rugby World Tens Series using Customs Procedure Codes (CPC) 5022, for the event October 24<sup>th</sup> to November 7<sup>th</sup>, 2020.
- **Bermuda Immigration Services**
  - Pre-planning with the SailGP Human Resources team, the Bermuda Government Concierge Office and Bermuda Immigration for the work permit process for the SailGP event team to execute the Bermuda Grand Prix F-50 sailing race April 24<sup>th</sup> to 25<sup>th</sup>.



### Tourism Related Customs Procedures

Government of Bermuda

Customs Department

Custom House

131 Front Street

Hamilton , Bermuda HM12

customs@gov.bm 441 295 4816

# On Island Event

## BERMUDA CHAMPIONSHIP

- October 29- November 1
- 4,200 spectators
- Awaiting report on Economic Impact





# On Island Events

World Tens Series ( Rugby)  
Oct 14- Nov 8

- 350 arrivals
- 7 Teams
  - SX10
  - Miami Sun
  - Rhinos
  - London Royals
  - Asia Pacific Dragons
  - Phoenix
  - Ohio Aviators
- 3,000+ room nights
- Broadcasted in 101 locations

# On Island Event

## Bermuda Gold Cup

- *October 25-30*
- *World Match Racing*
  - *Multiple teams from around the world competed in the event*
- *240 Room Nights*
- *200 People*



# Sports Logistics

## World Triathlon Series Bermuda Bermuda

- Dates set for 2021 Grand Final with ITU October 15-17
- On-going discussions and meetings with local stakeholders.
- LOC members and key employees appointed to continue WTS 2021 planning
- Continued Contract Negotiations with various Partners/Sponsors
- Implementation of Site plan
- Development of Marketing Plan
- Acquiring of multiple Sponsors
- Strategy Development





# *Year-Round*

Embracing Seasonality

BERMUDA  
— AGILITY —

# *Food Harvest Heroes*

The island's food harvest heroes took centre stage in the early promotion for the 10th anniversary of Bermuda Restaurant Weeks, scheduled January 14, 2021. Throughout the year, BTA worked with fisherman, farmers, and a beekeeper and captured their stories to promote the island's food industry to visitors and locals. Released in November was the first of a series of videos featuring all five harvest heroes, showing the inner workings of their craft and the instrumental role they play in bringing Bermuda farm-to-table style experiences to the island.



Bermuda Food Harvest Video: <https://vimeo.com/477138152>

# *Business Intelligence & Technology*

- Economic Impact model was developed to assess visitation of superyachts to Bermuda in 2020 and set a benchmark for 2021.
- Forecasting model adjusted to begin preliminary projection scenarios for 2021.



# 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.

## October



**Features:**  
Holidays in Bermuda  
Spa Month  
Artful Streets

**Open Rate:**  
28%

**Click-to-open Rate:**  
9.3%

**Top Clicked Links:**  
Holiday Feature  
Travel Updates



## November



**Features:**  
Cyber Monday Sale  
Wellness Escape  
Holiday Shopping

**Open Rate:**  
26%

**Click-to-open Rate:**  
12.2%

**Top Clicked Links:**  
Cyber Monday Sale  
Travel Updates

**Cyber Monday Free Night Offer**  
Bermuda's Cyber Monday sale starts today. This is your chance to book your winter escape at an unbeatable price. Reserve your \$64,995, 10 or 15 night hotel when you book at participating hotels. That's an extra day to experience the island's British colonial heritage, stroll Bermuda's alluring beaches and to indulge in the flavors of Bermuda's globally inspired cuisine. There is so much to do and see, but not much time to get the deal. \*Rates and restrictions apply.

Sale ends December 1th

[Book Now](#)



## December



**Features:**  
Seasons Greetings  
Holiday Hub  
Travel Updates

**Open Rate:**  
30%

**Click-to-open Rate:**  
11%

**Top Clicked Link:**  
Travel Updates

**Happy Holidays and Beyond**  
From the warm, sandy shorelines of Bermuda, we wish you a holiday season full of peace, happiness and good cheer.

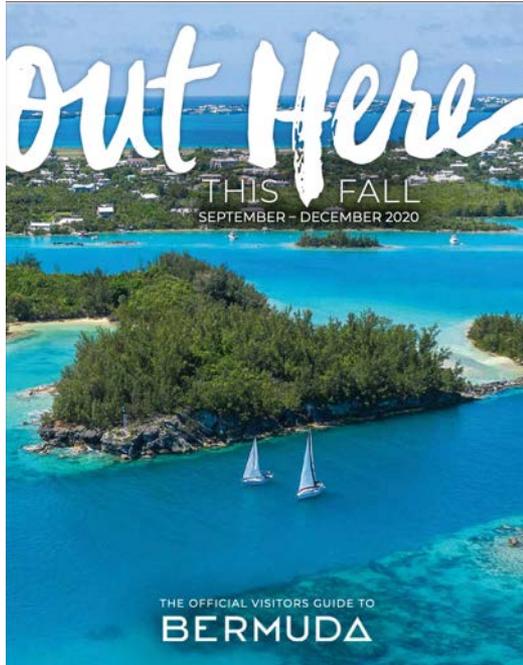


Year Round

BERMUDA

# Fall Seasonal Guide

8,000 PRINT  
CIRCULATION



**Out Here**  
*you live life differently*

For over four centuries, our island has welcomed adventure seekers, explorers and romantics alike. You'll feel right at home.

*Quo Fata Ferunt.* The Latin slogan on our flag means "Whither the Fates Carry Us," a sentiment that reflects our centuries-old resolve and collective island strength.

Whether you've come to relax on our pink-sand beaches, uncover our historic towns or explore our wide-open spaces, in Bermuda you'll find an island all its own. Here, you'll feel a world away on a pristine 21 square miles, set apart in the Atlantic, where our natural spaces are all blissfully open and safety is our priority. Out here, we encourage adventure and stay open to whatever may happen next. We proudly celebrate all cultures, and all people. We've had 400 years of practice and our ever-evolving tale on island life will bring you back time and time again. So, welcome to Bermuda, where destiny leads us now is forward, and where you belong is here.

<b>02</b> <b>21 Square Miles of Fall Adventure</b> Discover 21 island adventures, from nature wonders to great golf	<b>04</b> <b>Three Sides of Bermuda</b> Get to know the people and places of East, West and Central Bermuda	<b>07</b> <b>Planning Your Bermuda Getaway</b> Find tips on Bermuda's ferries and other safe, easy ways to explore the island	<b>09</b> <b>What to Take Home</b> Shop for treasures, handmade art to take home	<b>10</b> <b>Hinterland: The Why</b> Get ideas and inspiration for an island getaway that's just your style	<b>12</b> <b>Get Outside</b> These open spaces offer countless opportunities for your very fresh-meeting me-time	<b>14</b> <b>Black-Owned Businesses</b> How to support Bermuda's Black business owners, from bakeries to bikers	<b>16</b> <b>Fresh Food, Fresh Air</b> From sunlit patio meals to picnics, eat like a Bermudian outdoors
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Share your experiences and connect with us online using the hashtag [#GoToBermuda](#)

The Old Parish Church

GoToBermuda.com/fall 1

Year Round

BERMUDA

# *Internal Support*

# *Business Intelligence & Technology*

BI&T continued to:

## 1. Analysis & Monitoring:

### a. Air service to Bermuda:

- i. Monthly reports on capacity, load factors and route performance
- ii. Existing and potential new routes
- iii. Future schedules for projections and use by staff, partners & stakeholders

### b. Future demand projections

c. Local perception of the BTA and the Tourism Industry to assist with stakeholder and public outreach strategies.

## 2. Monthly & Quarterly Reports:

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.

3. Annual Statistic Reporting to:
  - a. Caribbean Tourism Organization
  - b. United Nations World Trade Organization
4. Maintenance, support and training on all technology and systems used by the BTA.
  - a. Measures implemented to ensure smooth work-from-home environment:
    - i. IT Acceptable Use Policy updated and distributed to staff
    - ii. Completed migration to Microsoft Azure so that all systems, databases and software are accessible with the same user experience regardless of working in the office vs remotely.
    - iii. Began implementation of single sign-on experience for users.
    - iv. Continued development of new Helpdesk ticketing portal.
5. PIPA (Personal Information Protection Act) preparedness initiatives.
  - a. 2021 Training Plan for staff is in development
  - b. Policies and procedures are being updated as needed for compliance

# *Financials*

# *Report for quarter to December 31 2020*

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

## **Income statement**

Income of \$24.2m is \$14.5m below the budget set out at the end of 2019. The main shortfalls were:

I. Tourism Authority Fee - these are \$1.5m compared to a budgeted of \$8.0m. The \$1.5m is in line with forecast carried out following the reopening of the airport in July.

II. Cruise ship passenger fee - there has been no cruise income during the year. The original budget had income of \$7.3m.

# *Report for quarter to December 31 2020*

## **Income statement Cont**

### Direct costs

At the start of the pandemic, the BTA recognized the potential impact on income and took immediate steps to reduce expenditure accordingly. Key actions included the renegotiation of contracts; stopping of all paid media; reduction in payroll costs and deferral of loan repayments. These, together with a number of other actions are expected to result in savings of c\$14 million over the remainder of the year.

The costs below are being measured against the revised budgets reflecting the actions above. Overall direct costs are \$1.4m below the revised budget. Details of each of the division's activities are elsewhere in the report.

### General & Administration

Overall, these are \$575k below the revised budget. The main variances are in Staff costs (primarily driven by the reduced hours introduced at the beginning of the pandemic and a number of positions which became vacant during the year which are not filled), general costs (mainly travel, office supplies and depreciation) and Legal & Professional (costs in relation to employment advice).

# Report for quarter to December 31 | Income Statement

	Quarter 4			Year To Date		
	Actual	Budget	PY	Actual	Budget	PY
Income	6,283,270	8,334,056	8,176,503	24,171,575	38,702,171	39,955,300
Direct costs	4,463,765	4,272,021	5,889,598	15,215,295	16,606,531	25,987,745
Direct surplus (deficit)	1,819,506	4,062,035	2,286,906	8,956,280	22,095,640	13,967,555
Structure, general & administration costs	2,286,032	2,439,245	2,515,840	8,613,238	9,188,895	9,881,039
Operating surplus (deficit)	(466,526)	1,622,790	(228,934)	343,042	12,906,745	4,086,516
Net finance costs	135,689	93,181	660,344	414,880	908,750	2,231,229
<b>Net surplus (deficit) for the period</b>	<b>(602,216)</b>	<b>1,529,609</b>	<b>(889,278)</b>	<b>(71,838)</b>	<b>11,997,995</b>	<b>1,855,287</b>

# Report for quarter to December 31 | Income and Direct costs

	Quarter 4			Year To Date		
	Actual	Budget	PY	Actual	Budget	PY
<b>Income</b>						
Grants, subsidy & contribution income	5,644,855	5,700,000	5,643,078	22,557,295	22,800,000	23,714,380
Tourism authority fee	548,028	1,417,059	1,433,809	1,487,122	8,031,395	7,836,213
Cruise passenger visitor fee	-	1,081,997	944,544	-	7,320,776	7,882,752
Vacation rental properties TAF	90,387	135,000	155,072	127,158	550,000	521,955
	<b>6,283,270</b>	<b>8,334,056</b>	<b>8,176,503</b>	<b>24,171,575</b>	<b>38,702,171</b>	<b>39,955,300</b>
<b>Direct costs:</b>						
Sales & Marketing	4,143,601	3,847,446	5,163,504	13,938,246	14,788,814	23,399,521
Experience Dev.	159,839	135,675	298,475	330,590	452,000	751,597
Business Intel & Tech	107,530	80,900	173,208	317,058	363,717	617,792
Operations	52,794	208,000	254,410	629,401	1,002,000	1,218,835
	<b>4,463,765</b>	<b>4,272,021</b>	<b>5,889,598</b>	<b>15,215,295</b>	<b>16,606,531</b>	<b>25,987,745</b>
<b>Structure, general &amp; administration costs:</b>						
Staff costs	1,433,992	1,683,744	1,688,020	5,957,246	6,270,413	6,953,462
Communications & IT	170,161	127,705	153,761	551,599	556,910	580,090
General expenses	349,541	364,267	383,124	942,195	1,290,920	1,185,383
Marketing	96	2,000	65	5,929	10,550	18,507
Premises	204,270	196,554	192,493	759,583	789,102	800,598
Professional fees	132,669	53,500	79,708	373,489	212,000	260,300
Grants / Investments	-	-	1,982	-	-	1,982
Equipment	(4,698)	11,475	16,716	23,196	59,000	80,717
	<b>2,286,032</b>	<b>2,439,245</b>	<b>2,515,840</b>	<b>8,613,238</b>	<b>9,188,895</b>	<b>9,881,039</b>

# *Report for quarter to December 31 | Balance Sheet*

<b>ASSETS</b>	<b><u>December</u></b>
<b>Current Assets</b>	
Cash & Bank	6,752,636
Accounts Receivable	680,071
Accrued Income & Prepaid expenses	115,298
Total Current Assets	<u>7,548,005</u>
<b>Non-current Assets</b>	
Fixed assets	1,784,870
Investment	200
<b>Total Assets</b>	<u><u>9,333,076</u></u>
<b>EQUITY &amp; LIABILITIES</b>	
Accumulated Surplus	28,318
<b>Current Liabilities</b>	
Vendor Payables	218,152
Accruals	1,258,281
Deferred Income	328,325
	<u>1,804,758</u>
<b>Long term Liabilities</b>	
Loans Payable	7,500,000
<b>Total Equity &amp; Liabilities</b>	<u><u>9,333,076</u></u>