



Bermuda Tourism Summit 2015

Calling all Explorers, Partners & Believers

Government Registration of VRP's

Karla Lacey, COO BTA

Stacey Evans, Ministry Policy Analyst

Office of the Regulation and Policy Section

Ministry of Tourism Development and Transport

BERMUDA
TOURISM AUTHORITY

@Bermuda   #BTASummit



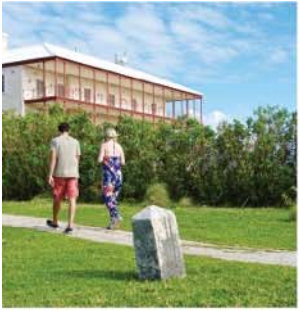
@Bermuda   #BTASummit

BERMUDA
TOURISM AUTHORITY

Bermuda Vacation Rental Property

Vision

For Bermuda to be recognized as a destination which embraces our Vacation Rental Market and positions it as a competitive advantage, resulting in the island's reemergence as a favoured and frequently visited destination for an expanded market of travellers. (As per the National Tourism Plan)



@Bermuda   #BTASummit

BERMUDA
TOURISM AUTHORITY

Bermuda Vacation Rental Property

Strategic Alignment with NTP

- Develop a 'light-touch' regulatory framework specific to VRP in Bermuda that enables visitors choosing a VRP for their on-Island stay to do so with confidence.
- Ensure Bermuda's VRP sector positively reflects on the overall product and experience that Bermuda markets and provides to our visitors.
- Create a voluntary registry of Bermuda's VRPs to market and promote alongside traditional guest accommodations.



@Bermuda   #BTASummit

BERMUDA
TOURISM AUTHORITY

Bermuda Vacation Rental Property

VRP Defined

- ✓ Must be a residential property;
- ✓ The use of the unit is the same as if it were a long term rental;
- ✓ The entire property must be (a) rented as one single unit or (b) the number of bedrooms rented separately within the property, to an individual renter(s), does not exceed two; in each case (a) and (b) are considered one unit;
- ✓ A maximum of three units may exist on the property, as defined by any combination of (a) or (b) above, excluding any unit exclusively occupied either by the owner or by a long-term lease holder;
- ✓ Each individual property rental period must not exceed ninety days;
- ✓ Management of the property does not require full time employment.



@Bermuda   #BTASummit

BERMUDA
TOURISM AUTHORITY

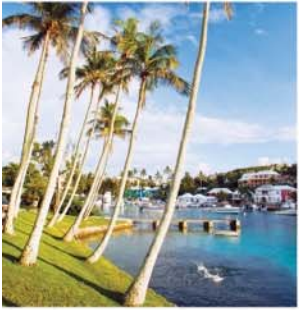
Bermuda Vacation Rental Property

Mandatory Requirements

VRP must comply with Bermuda's relevant fire safety standards.

VRP owner must:

- ✓ Ensure there is working telephone within the unit (mobile or land-line);
- ✓ Provide written safety information and a property guide with emergency contact details
- ✓ Provide information on the person responsible for providing guest access to the unit as well as explain any house rules.



@Bermuda   #BTASummit

BERMUDA
TOURISM AUTHORITY

Bermuda Vacation Rental Property

Intent For VRP Mandatory Registration

The Ministry of Tourism Development and Transport is seeking Cabinet's approval to amend the Hotels (Licensing and Control) Act 1969 and Hotels (Licensing and Control) Regulations 1976 to make the following provisions:

- #1 Mandatory annual registration of Vacation Rental Properties; and**
- #2 Increase the hotel Licensing criteria from Six (6) or more persons to Four (4) or more units; and**
- #3 Not to impose VRP fees.**



@Bermuda   #BTASummit

BERMUDA
TOURISM AUTHORITY

Bermuda Vacation Rental Property

Consequences for Three (3) or more written complaints

1. The VRP will be removed from Government's Mandatory Registry
2. The VRP will not be supported by the BTA as a bona-fide visitor product



@Bermuda   #BTASummit

BERMUDA
TOURISM AUTHORITY

Bermuda Vacation Rental Property Registration Process

- a) Download PDF Registration Form from the BTA website
- b) Return the form back to the Ministry of Tourism Development and Transport by end of February each year [e-mail address to be provided]
- c) 'Registration Certificate' [April 1 – March 31] will be issued and sent via e-mail to the VRP owner
- d) NOTE: the registry will NOT be made public, but shared with the BTA only



@Bermuda   #BTASummit

BERMUDA
TOURISM AUTHORITY

Bermuda Vacation Rental Property

Timing

Expected to be in effect as of February 2016



@Bermuda   #BTASummit

BERMUDA
TOURISM AUTHORITY

Bermuda Vacation Rental Property

Benefits

1. Residential home owners, who are not governed by Rent Control and who meet the VRP Criteria, can officially become part of Bermuda's visitor accommodation product.
2. Vacation Rental Properties who accommodate more than Six (6) people in less than Four (4) units will be allowed to operate without fear of breaking any Bermuda laws.
3. Opportunities to participate in BTA marketing and promotional activities to promote your Vacation Rental Property



@Bermuda   #BTASummit

BERMUDA
TOURISM AUTHORITY

Bermuda Vacation Rental Property

Voluntary Standards for VRP Promotional Participation

- ✓ **Proof of compliance with mandatory standards**
- ✓ **Proof of insurance (Appendix D)**
- ✓ **Access to transportation plan for property's more than ten minutes walking distance from the main road**
- ✓ **A manager who is readily available to respond to visitors needs within a reasonable period**
- ✓ **Clear explanation of house rules and surrounding neighborhood**
- ✓ **Provide additional guest information on the area and Bermuda in general**



@Bermuda   #BTASummit

BERMUDA
TOURISM AUTHORITY

Bermuda Vacation Rental Property

Sample Benefit Packages

- *3 tiers*
- *Progressive*
- *Costs and final benefits to be determined*
- *Registration beginning Dec. 2015*
- *Implementation with new BTA website in Q1*



@Bermuda   #BTASummit

BERMUDA
TOURISM AUTHORITY

DRAFT	Tier One Benefits	Tier Two Includes all Tier One Benefits PLUS	Tier Three Includes all Tier Two Benefits PLUS
Marketing & Promotion	Listing in Bermuda Travel Guide Receive industry trends and updates	Quantity of official BTA collateral for guest services Potential to participate in promotions (providing complimentary stays)	Listing on gotobermuda.com Potential to participate in hosting press trips (providing complimentary accommodations)
Complimentary & Discount Bus Passes	Passes at BTA's purchase price with 10% markup	Passes at BTA's purchase price	Limited amount of complimentary passes
Airport Transport	Listing of taxis and minibus operators providing airport transportation	+	+
Certified Tourism Ambassador	Complimentary training for 1	+	Complimentary training for 2
Restaurant Discounts	Restaurant discount cards	+	+
Events Discounts	N/A	N/A	TBD
Research	Report Annually	Report Annually	Report Annually
Bulk purchase discounts	TBD	TBD	TBD



Bermuda Tourism Summit 2015

Calling all Explorers, Partners & Believers

Government Registration of VRP's

Karla Lacey, COO, BTA
Stacey Evans, Ministry Policy Analyst
Office of the Regulation and Policy Section
Ministry of Tourism Development and Transport

BERMUDA
TOURISM AUTHORITY

@Bermuda   #BTASummit