

BERMUDA
TOURISM AUTHORITY

Q3 2016 Report

BERMUDA

*Research & Business
Intelligence Division*

During Q3 of 2016, the Research & Business Intelligence Division accomplished the following:

1. Conducted a comprehensive Marketing ROI study to measure effectiveness of BTA's marketing (advertising, PR, social media, etc.) in terms of awareness, effectiveness and return on investment.
2. Revised the Tourism Industry forecast for 2016 to 2025 including:
 - a. Visitor arrivals
 - b. Visitor spending
 - c. Contribution to GDP
 - d. Tax Revenue
 - e. Jobs
3. Identified on-island product and experience gaps and opportunities to set priorities for 2017 grant process.
4. Completed second wave in Bermuda Tourism Product Quality Index Analysis which compares Bermuda's quality ratings vs competitive destinations.

IN ADDITION, THE DIVISION CONTINUED TO –

1. Monitor and provide analysis on:
 - a. Air service to Bermuda:
 - I. Monthly reports on capacity, load factors and route performance
 - II. Analysis on existing and potential new routes
 - III. Compiling future schedules for projections and use by staff, partners & stakeholders
 - IV. Estimate capacity needs for America's Cup event weeks in 2017
 - b. Online demand and conversion by geographic region and persona targets.
 - c. Local perception of the BTA and the Tourism Industry to assist with stakeholder and public outreach strategies.
2. Report monthly and quarterly on:
 - a. Tourism Key Performance Indicators , including air, cruise, yacht arrivals, air service, visitor expenditure, visitor satisfaction, hotel performance, future projections
 - b. Corporate objective status to staff and Board of Directors.

Product & Experiences Division

During Q3 of 2016, the Product & Experiences Division accomplished the following:

EXPERIENCES INVESTMENT

Roll out of BTA-supported experiences continued successfully through the third quarter 2016, covering arts/culture as well as sport:

- Bermuda Fly-Fishing Invitational
- Liv Bermuda
- Bermuda Triple Crown
- Live Entertainment Initiative
- King of De Rock Lacrosse
- Cup Match 2016
- World Pro Championship of Golf
- Experience Investment Workshops

From post-event reports received by quarter-end, the ROI from these experiences and events combined yielded in Q3 over 770 visitors and almost 1628 room nights.

Among the highlights for the quarter was the Bermuda Triple Crown which generated 400 visitors, and almost 700 room nights. In July, the Liv Bermuda event attracted 226 visitors to their event, doubling the numbers achieved in 2015.

Harbour Nights continued to be a visitor favourite and saw over 25,000 visitors attend this street festival featuring local artisans and vendors. This year an al-fresco dining feature was added during the month of August that allowed patrons to participate in the various scheduled activities while enjoying outdoor dining along Front Street. The BTA also supported additional “pop-up” local live entertainment for the event.

BTA INVESTMENT APPLICATION PROCESS

Investment Workshops – to educate potential applicants about visitor desires and BTA objectives for tourism experiences, a series of workshops and stakeholder presentations took place during Q3. Nearly 50 local entrepreneurs attended the workshops in preparation for BTA’s Investment Application Process, which re-opened on September 1. We will evaluate submissions proposing experiences planned for January 1 – December 31, 2017 for possible BTA support, to develop new experiences, entertainment, sports and arts/ cultural offerings. The evaluation process will conclude by the end of October, and approved experiences announced subsequently.

PILOT INITIATIVES – ENTERTAINMENT, CULTURE

Summer Entertainment Series pilot- as part of ongoing follow up to the Entertainment Working Group initiative, the BTA invited ideas and new offerings for live local entertainment at pop-up locations island-wide. Through our online application process, four successful proposals were selected based on their alignment with expectations from visitor research and BTA objectives. The successful candidates subsequently conducted weekly performances at Horseshoe Bay Beach, Admiralty Cove, Tobacco Bay and Royal Naval Dockyard for the summer season.

Eastern County Cricket Game pilot – for the final Eastern County cricket game of the season, the BTA partnered with Bailey’s Bay Cricket Club and Grotto Bay Beach Resort to on a visitors hosting initiative. This first-time pilot had visitors experience Bermuda’s traditional pastime with designated seating at the field and a local expert explaining the rules of the game. Samples of local island cuisine were also provided.

Sports Tourism Strategy

NATIONAL SPORTS CENTRE

Results from the BTA/National Sport Centre (NSC) partnership during the quarter included:

1. Confirmation of upcoming sports team camps including the men's lacrosse team from Fairleigh Dickinson University. This group will comprise 40 athletes and support staff arriving January 10-17, 2017.
2. Additional upcoming tournaments, including:
 - a. Bermuda Rugby Classic Tournament which has 250 confirmed athletes to date. Scheduled to take place March 17-18, 2017, this event is generating high interest with additional colleges and universities looking to register.
 - b. Bermuda Triangle Cup 2017 (Youth Soccer Tournament) which has 125 athletes confirmed to date. Scheduled to take place March 25-26, 2017, this event will bring teams from Canada and the UK.

SAILING

Superyacht Strategy and Regattas – ongoing business development strategy for the superyacht market continued, including discussions with parties engaged to conduct superyacht activities around the America’s Cup (AC). The BTA confirmed support for developing supplementary visitor experiences and events aligned to VIP services for superyachts. This includes:

- a. AC Superyacht Programme – BTA is supporting BWA, the VIP concierge service provider appointed to the AC Superyacht programme. This includes planning to host special events for owners, captains and crew, and guidance re: developing high-end VIP Bermuda experiences.
- b. AC Superyacht Regatta – organizers Boat International have confirmed preliminary registration of 20 yachts to date, already exceeding the anticipated levels. The regatta will take place in St. George’s. BTA is regarding this as an inaugural annual event, and leveraging this prospect as another catalyst to extend product and experience enhancements in the town.
- c. New: Oyster Regatta – confirmed with the prestigious Oyster yacht class a new regatta for Bermuda’s sailing calendar. The regatta will take place in May 2018. A follow up site visit, meeting with Oyster class management and networking with owners and captains took place at the Class Regatta in Palma, Mallorca.

GOLF

Pro World Championship of Golf – a first-of-its-kind, this event took place on September 8 - 10, 2016 at Port Royal Golf Course. Bringing together big name athletes from the NBA, NHL, NFL and MLB which included Josh Beckett, Billy Joe Tolliver and Donny Marshall, the group comprised 35 retired professional athletes. Media arrangements extended Bermuda exposure from the event, with Golf.com's Ryan Asselta present to cover the proceedings, interview athletes and take footage of the island.



Hub 1 Tourism Initiatives

We have yielded successful results from the St. George's Working Group established to prepare for the increased cruise calls (15 calls in 2017 vs. 4 in 2016) and additional superyacht activity, in 2017. The funding request to Government for upgrades to Penno's Wharf and surrounding facilities was granted, a project manager secured and work confirmed to begin by October.

In addition to the infrastructure developments, new experiential activities, events and offerings are being developed. Areas of focus that relate to Hub 1 activities include additional re-enactments, special museum tours, unique food offerings and live entertainment



Cruise Ship Strategy

INDUSTRY OUTREACH AND BUSINESS DEVELOPMENT

Additional 2017 Cruise Calls – after concluding deliberations with Government and cruise lines the total additional cruise ship calls secured for St. George’s and City of Hamilton are confirmed. In 2017, St. George’s will have 15 calls in comparison to 4 in 2016, primarily from high-end/luxury lines such as Regent and Oceania. We expect the additional calls will create new opportunities for retailers, attractions and residents in the town. The City of Hamilton will also see an increase in calls next year, with 23 calls scheduled compared to 15 in 2016.



Sales & Marketing Snapshot

Travel, Roomnights Group & PR Dashboard

KEY METRICS	YTD 2016 ACTUAL	2016 GOAL	% OF GOAL YTD
Total Visitor Spending Influenced by BTA	\$61,406,785	\$ 53,751,117	114%
Total Room Nights Influenced by BTA	105,228	91,793	115%
Total Leisure Room Nights	71,831	51,919	138%
Total Group Room Nights	33,397	39,874	84%
Sales & Marketing Group Room Nights	20,771	25,750	81%
Product Group Room Nights	12,626	14,124	89%
Group Sales Leads	333	325	102%
Group Sales Calls	358	400	90%
Number of Journalists Assisted	1,290		
*Earned Media Generated	\$12,391,938	\$27,000,000	46%
*Coverage in Top 100 Outlets	123	150	82%
*Average Quality Coverage Score	69%	71%	97%
PR Impressions Generated	825,892,859		

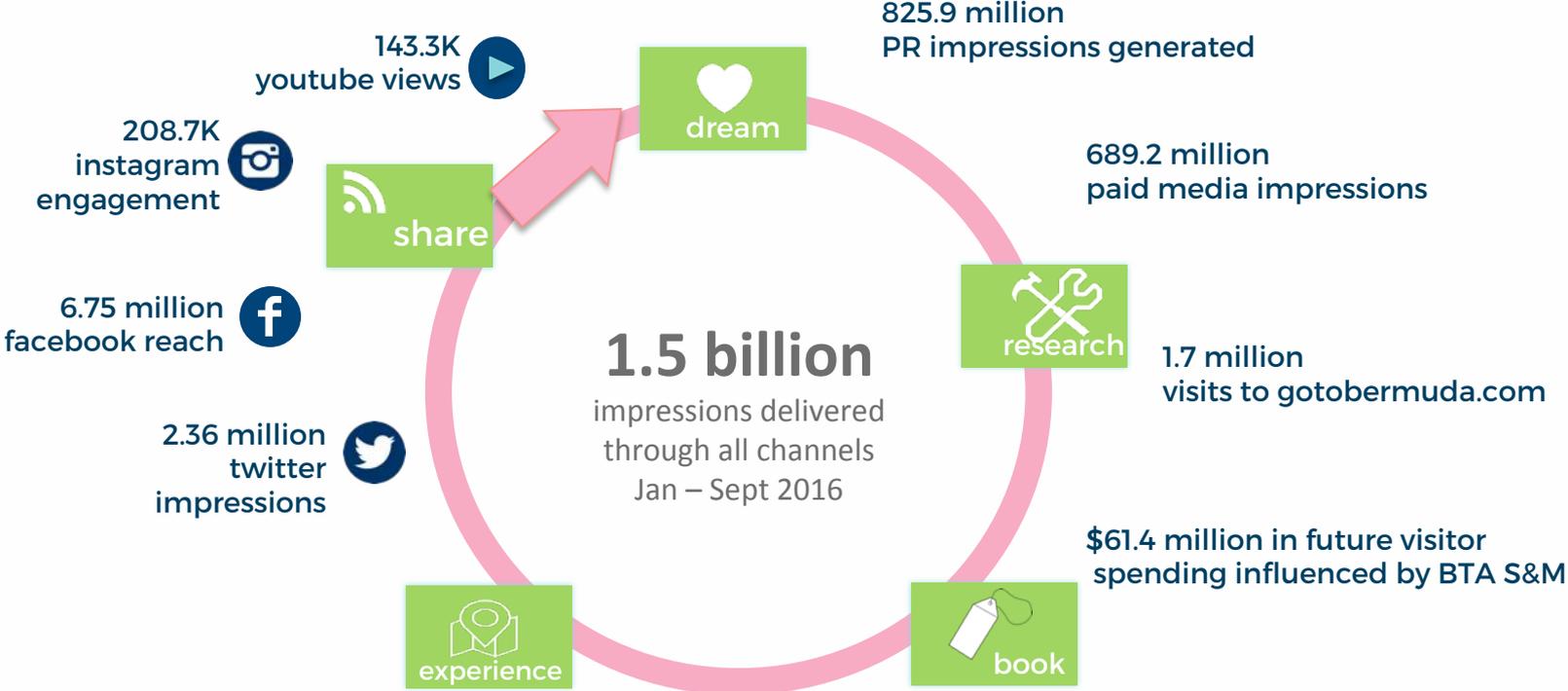
Digital Dashboard

KEY METRICS	YTD 2016 ACTUAL	2016 GOAL	% OF GOAL YTD
Total Website Visits	1,720,745	2,169,104	79%
Desktop Traffic	834,991		
Mobile Traffic	537,222		
Tablet Traffic	357,850		
Website Page Views	3,555,464	4,656,894	76%
Time on Site	1:53	3:00	
Blog Page Views	97973		
Newsletter Subscribers	221,365	304,834	73%
Newsletter Open Rate	13.8%	16%	86%
Consumer Inquiries	1315		
Internet/Email	875		
Phone	440		
Brochures Distributed	32696		
Individual	4816		
Bulk	27880		

Social Dashboard

KEY METRICS	YTD 2016 ACTUAL	2016 GOAL	% OF GOAL YTD
Facebook Followers	298,844	330,000	91%
Facebook Total Reach	6,751,429	10,800,000	63%
Facebook Engagement	517,840	765,000	68%
Twitter Followers	21,296	22,500	95%
Twitter Impressions	2,365,560	5,250,000	45%
Twitter Engagement	63,202	93,000	68%
Instagram Followers	27,801	31,000	90%
Instagram Engagement	208,717	200,000	104%
YouTube Subscribers	1,529	1,550	99%
YouTube Total Views	143,344	195,000	74%
YouTube Minutes Watched	262,313	375,000	70%
Pinterest Followers	2,221	2,250	99%
Pinterest Repins	2,093	8,200	26%

2016 YTD Marketing Snapshot



Sales & Event Engagement

Events & Engagement

Event Name	Location	Start Date	End Date	Type
Hamilton Princess Press Trip Assist (Irene Levine - Freelance for Chicago Tribune, Huffington Post; Don Nichols; Bonnie Schultz - ShowBoats International; Laura Werner - Forbes.com; Annabelle Thorpe - London Times; Rebecca Kinnear - Islands Magazine)	Bermuda	6/30/2016	7/4/2016	Press Trip
Meeting Planner Fam	Bermuda	7/8/2016	7/10/2016	Group
Travel + Leisure, Laura Teusink	Bermuda	7/8/2016	7/16/2016	Press Trip
La Nuit en Rose "Pinknic"	New York, NY	7/9/2016	7/9/2016	Promotion
Departures Magazine, Deborah Frank & David Bertan	Bermuda	7/10/2016	7/14/2016	Press Trip
Reality Show Filming (confidential)	Bermuda	7/11/2016	7/17/2016	Group
Bermuda Fashion Festival Press Trip w/ Shiona Turini	Bermuda	7/11/2016	7/19/2016	Press Trip
America's Cup Hall of Fame	Bristol, RI	7/12/2016	7/12/2016	Promotion
JetBlue Reservation Training	Salt Lake City, UT	7/12/2016	7/12/2016	Travel Trade
One World Bermuda Site Visit	Bermuda	7/12/2016	7/16/2016	Group
American Express Training	Salt Lake City, UT	7/13/2016	7/13/2016	Travel Trade
Refinery 29 Influencers - Bermuda Summer Fridays	Bermuda	7/14/2016	7/17/2016	Press Trip
Classic Vacations	San Jose, CA	7/15/2016	7/15/2016	Travel Trade

Events & Engagement

Event Name	Location	Start Date	End Date	Type
Italy Influencer FAM- Elisa Paterlini, Luca Golinelli, Alessandra Marrassa, Sabrina Musco	Bermuda	7/17/2016	7/22/2016	Press Trip
BA Holidays Agent Training	Newcastle	7/19/2016	7/19/2016	Travel Trade
LVACWS Pre-promote in London	London	7/19/2016	7/22/2016	Press Visits
Paola Singer Travel + Leisure	Bermuda	7/19/2016	7/22/2016	Press Trip
Daybreaker DC	Washington, DC	7/20/2016	7/20/2016	Promotion
ALHI VIP Boston Event	Boston	7/21/2016	7/22/2016	Group
Refinery 29 Influencers - Bermuda Summer Fridays	Bermuda	7/21/2016	7/24/2016	Press Trip
LVACWS Portsmouth	Portsmouth	7/22/2016	7/24/2016	Promotion
Refinery 29 Influencers - Bermuda Summer Fridays	Bermuda	7/25/2016	7/28/2016	Press Trip
Daily Telegraph, Elizabeth Roberts	Bermuda	7/25/2016	8/1/2016	Press Trip
Departures - Michael Gross	Bermuda	8/4/2016	8/9/2016	Press Trip
Virtuso Travel Week - Global	Las Vegas, NV	8/5/2016	8/12/2016	Travel Trade
Effortless Living Site Visit	Bermuda	8/8/2016	8/12/2016	Group
West Jet Webinar	National	8/9/2016	8/9/2016	Travel Trade
Natalie Joos, LA Influencer	Bermuda	8/9/2016	8/13/2016	Press Trip
Evening Standard - Julie Adams	Bermuda	8/10/2016	8/14/2016	Press Trip
ASAE in partnership with ALHI	Salt Lake City, UT	8/13/2016	8/16/2016	Group
ALHI Reception	Toronto	8/16/2016	8/16/2016	Group
Incentive Works	Toronto, Canada	8/16/2016	8/17/2016	Group
Global Travel Market	Fort Lauderdale, FL	8/21/2016	8/23/2016	Travel Trade
Splash Sale	Bermuda	8/22/2016	9/12/2016	Promotion

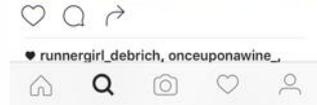
Events & Engagement

Event Name	Location	Start Date	End Date	Type
Equinox Rooftop Event - Bermuda Summer Fridays Campaign	Boston, MA	8/24/2016	8/24/2016	Promotion
Spirit of Bermuda Event - AC Beer Launch	Boston, MA	8/25/2016	8/25/2016	Promotion
Collaborate, Connect & Sports Marketplace	Grapevine, TX	8/25/2016	8/27/2016	Group
Kellen Annual T-Show	Atlanta, GA	8/29/2016	8/31/2016	Group
Architectural Digest	Bermuda	9/2/2016	9/6/2016	Press Trip
GOLF.com shoot	Bermuda	9/8/2016	9/11/2016	Golf
Bustle.com	Bermuda	9/9/2016	9/12/2016	Press Trip
LVACWS - Toulon	France	9/10/2016	9/11/2016	Promotion
Actor Lamman Drucker & Actor Keisha Knight-Pulliam	Bermuda	9/16/2016	8/19/2016	Promotion
Butterfield Bank @ NY Stock Exchange	NYC	9/16/2016	9/16/2016	Promotion
Mail, Fabric & City AM Press Trip w/Hamilton Princess	Bermuda	9/16/2016	9/19/2016	Press Trip
DELTA University	Atlanta, GA	9/17/2016	9/18/2016	Travel Trade
Prestige Holidays Roadshow	UK	9/20/2016	9/22/2016	Travel Trade
Travelweek Webinar	Canada	9/21/2016	9/21/2016	Travel Trade
Endless Summer Fam Trip	Bermuda	9/21/2016	9/25/2016	Group
West Jet Product Launch round 2	Ottawa	9/22/2016	9/22/2016	Travel Trade

Sales Engagement Event

PINKNIC, NEW YORK CITY, JULY 9-10

- Sponsored the first Pinknic on Governor's Island, a music and rosé wine festival, attended by 9,000+ over two days
- BTA's activation included a lounge area and massages by Exhale, plus custom-branded pedicabs to transport attendees from the ferry to the festival site
- Pink sunglasses with Bermuda branding were distributed to attendees and worn all over the festival site
- Reached 57,265 through Instagram



BERMUDA

SALES ENGAGEMENT HIGHLIGHTS

SITE VISITS

JULY 12-16

- One World Bermuda Site Visit secured 1500 Room nights, May 2017

AUGUST 8-11

- Effortless Living Site Visit and One World Bermuda Site Visit (Cheerleading & Sports)



Sales Engagement Highlights

TRAINING & TRADE

JULY 15

- Classic Vacation Reservations Agent training-San Jose, CA
- Joint training effort with Fairmont Southampton, Hamilton Princess & Beach Club, and Rosewood Tucker's Point -52 agents

AUGUST 21-23

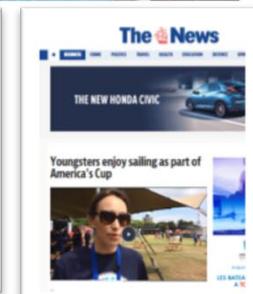
- GTM (Global Travel Market)-Hollywood, FL
- Event consist of Seminars, workshops, and appointment based trade show. 115 top agents in attendance. 52 appointments – 56 agents



America's Cup World Series

PORTSMOUTH, JULY 22-24

- 108,329 spectators during the event
- Media and client networking in Club AC over the two-day period
- Bermuda branded 40x40 interactive stand located in the event village inspired by Bermuda design elements such a moongate archway, blue water flooring and a seating area
- Space included a photo booth with Pink Vespa, view finders with images of Bermuda, a triangular branded bar with Travel Places representative assisting with information for 2017 and an area providing giveaways and Bermuda tattoos
- Collected more than 350 consumer emails
- Organised pre-event media meetings and pitched media interviews at event (BBC Radio & TV, ITV & ExpressFM)
- Organised and promoted 1851 Trust competition & winners presentation



BERMUDA

Sales Engagement Highlights

TRAINING & TRADE, VIRTUOSO TRAVEL WEEK - LAS VEGAS

AUGUST 2

- Hosted Destination training Webinar – 71 agents

AUGUST 6

- Co-Sponsored **VAST Luncheon** with Tourism Australia & presented to 581 VAST agents

AUGUST 8

- Sponsored table at **Destination Showcase dinner** – 9 agents

AUGUST 8-11

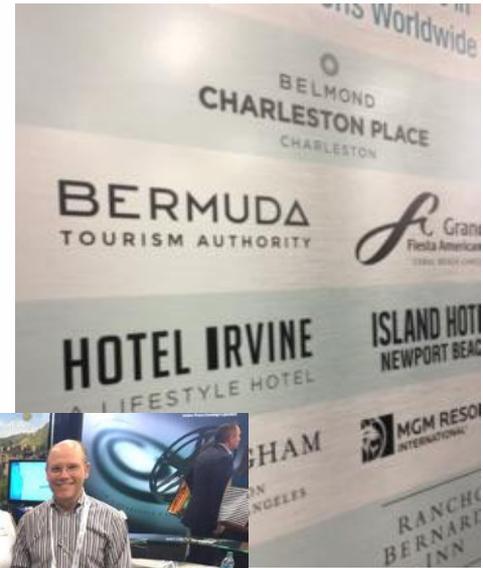
- Held 285 one-on-one four minute & 32 ten minute appointments over a 4 day period – 535 agents



Sales Engagement Highlights

ASAE, SALT LAKE CITY, AUGUST 13-15

- Partnership with ALHI
- Approximately 200 people visited booth
- Generated two prospects

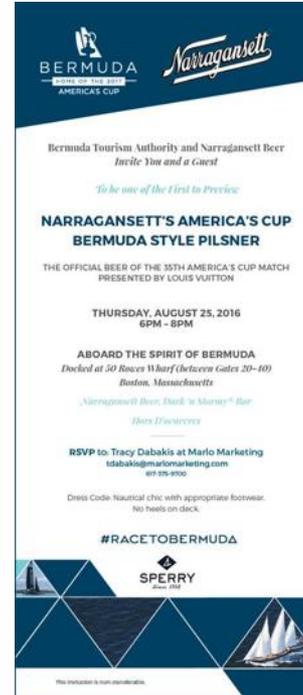


BERMUDA

Narragansett's America's Cup Bermuda Style Pilsner Press Launch

BOSTON, AUGUST 25

- Press/influencer launch in Boston Harbor aboard The Spirit of Bermuda to promote #RaceToBermuda and America's Cup new beer
- 50 influencers and guests attended
- The social media coverage included a reach of 73,742 and the engagement was 3,728



BERMUDA

Sales Engagement Highlights

CONNECT MARKETPLACE , GRAPEVINE. AUGUST 25-27

- Met one-on-one with 28 Association clients and 25 Corporate and Incentive clients
- The Connect Marketplace reverse trade show format sets up sellers and buyers for one on one appointments



Sales Engagement Highlights

KELLEN ANNUAL MANAGERS MEETING, AUGUST 29-31

- Partnered with Fairmont Southampton to attend managers meeting with 250 Kellen Associates
- Networking
 - 7 Sponsors and 3 Kellen staff on rotation of 12 tables
- Tradeshow with 54 exhibitors
 - 10 minute scheduled appointments

MANAGERS SUMMIT 2016
EXCELLENCE in ACTION

AUG 29-31 | Hyatt Regency Atlanta



BERMUDA

Sales Engagement Highlights

TRAINING & TRADE

SEPTEMBER 8 (WEBINAR)

- First Alliance Travel - 22 agents

SEPTEMBER 17-18 (TRADE SHOW)

- Delta University, Georgia International Convention Center
- (former MLT University). Event's first year in Atlanta, GA since moving HQ there 2 years ago from Minneapolis. Event consist of Seminars, workshops, two day trade show and guest speakers. Jointly attended with Grotto Bay Appx attendees: 2,000+

SEPTEMBER 28 (WORKSHOP)

- Destination Training, Boston, MA.
- InteleTravel - 15 agents



America's Cup World Series

TOULON, SEPTEMBER 10-11

- 75,000 spectators within event site
- Activation included an information bar, photo activation, temporary tattoos, and lounge areas, with translators at the photo activation and information bar to assist as needed
- AC Helmsmen signed autographs at the Bermuda booth for an hour on Friday
- 200+ emails captured via photo booth activation
- 208 emails captured by BTA at the information bar



BERMUDA

Butterfield Bank IPO Activation

NEW YORK CITY, SEPTEMBER 16

- Created a Bermudian experience at Wall Street in celebration of Butterfield Bank's IPO, including a Bermudian lounge area, a photo activation on a pink Vespa, an information bar with a trip giveaway, a Hobie flying the Butterfield America's Cup Sail, ginger beer, stress reliever, and beach ball giveaways, and Gombey performances throughout the morning
- 352 emails captured through the photo activation and trip giveaway



BERMUDA

Sales Engagement Events

PRESTIGE HOLIDAYS ROADSHOW, SEPTEMBER 20-22

- Events in Harrogate, Wolverhampton & Chelmsford
- Hosted dinner presentation to approximately 120 of Prestige Holidays top UK travel agents



Paid Media & Partner Marketing

Q3 Overview & Highlights

- Q3 integrated media programs generated more than 681.9 million gross impressions
- Garnered a total of 464,629 digital media web visits and 4,612,871 non-web engagements for the quarter
- CTR at .28% for Q3, and compares favorably to the industry standard of .05 - .15%
- Total engagements through September 2016 already 2x full year of 2015
- Paid media driving engaged visitors to the site, with an average 6.1 pages per visitor
- Digital geo-targeted to top feeder markets, with market-specific print efforts, TV targeted to NYC & Boston, and OOH in NYC & Toronto
- Cost per engagement averages \$0.22 for the quarter, which is in line with Q2 results
- 2,525 flights generated by digital advertising, according to Adara Impact in Q3; 8,602 flight bookings reported YTD

Q3 Media Highlights

TIMING

Brand: evenly weighted throughout the quarter :Jul-Sept, Bermuda Summer Fridays; May-Sept, 4th Night Free: Jul-Aug, Splash Sale & Air Canada: Aug-Sept

MESSAGING

A blend of brand, Bermuda Summer Fridays, Splash Sale, 4th Night Free and airline

TRAVEL ENDEMIC PLATFORMS

Integrated campaigns with Afar, Garden & Gun, Travel + Leisure, New Yorker, NYMag, NY Times

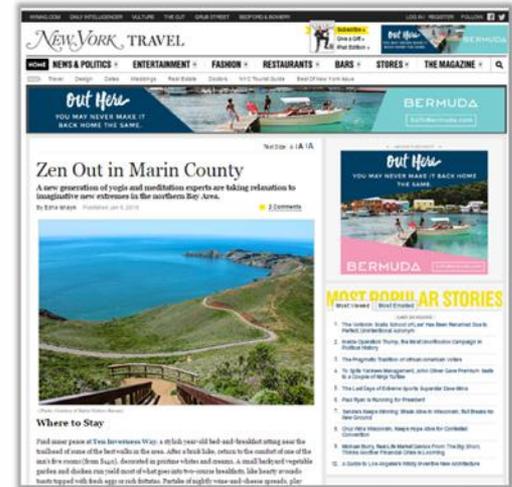
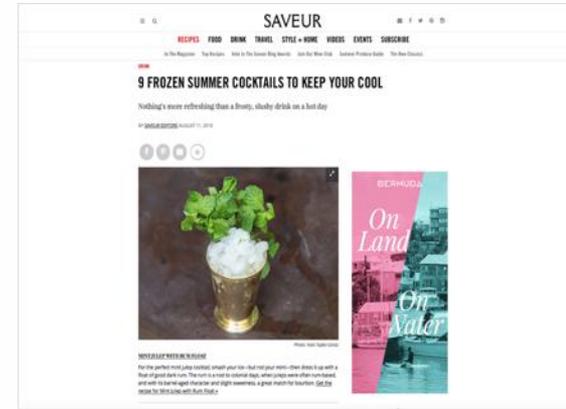
CUSTOM SOLUTIONS

Federated custom blogger content, Vox mapstacks and high impact site display, BuzzFeed content / quiz + native distribution

Q3 Brand Results

- 86.5MM impressions (digital + offline)
- 3,891,877 engagements
- \$0.13 cost per engagement
- 877 Signals of intent; click to book
- 9,268 leads; request for more info
- Sites included the following:

- | | | |
|-----------------|----------------|----------|
| • Adara | • Nativio | • Teads |
| • Digilant | • NYMag | • Tremor |
| • Expedia | • Sojern | • xAd |
| • Garden & Gun | • TapAd | |
| • Kayak | • T+L | |
| • Martini Media | • Trip Advisor | |
| • NY Times | • Vox | |



BERMUDA

SUMMER

FRIDAYS

Bermuda Summer Fridays Overview

INTEGRATED CAMPAIGN DETAILS

- Objective is to position Bermuda as a top summer Friday vacation spot within overall competitive set, and to steal share from other destinations
- 4th Night Free sale window Apr 18-Aug 31

TARGETING TACTICS:

- **Geo Targeting:** Boston, NYC, DC, Chicago, Philadelphia, Toronto & Atlanta
- Age: 25+, HHI \$100k+
- Active searches to Bermuda + comp set, prospecting & lookalike audiences

STRATEGIES:

- Combine tactics to increase impact of targeted digital messaging
- Program includes print, TV, OOH, digital (display, video, emails and social media)
- Activate retail print with 4th night free messaging for insertions that fall within the sale window

IMPACT

- 16,619 roomnights
- Estimated Direct Spending: \$9.4 million

Bermuda Summer Fridays Media Results

- 15.8 MM impressions (digital + offline)
- 347,122 engagements (web visits only)
- 21,300 page views
- \$0.60 cost per engagement
- 53 leads; request for more info
- Sites include:
 - Pandora
 - Thrillist
 - Eventful
 - Fathom
 - Secret Escapes
 - BuzzFeed
 - Mobilefuse



Dedicated email example

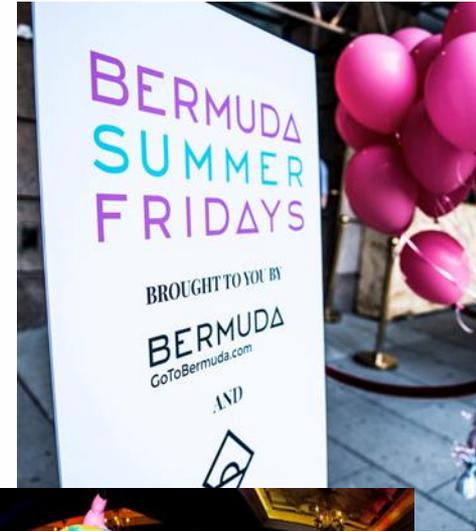


Pandora screenshot

Summer Fridays: Daybreakers

WASHINGTON, JULY 17

- Following on Daybreaker events in June, the final event was held in DC, plus an online sweepstakes collaboration
- Dedicated email to 9k+, Bermuda mentions on Facebook event pages, Instagram and city event pages
- On-site presence included Bermuda branding on all props, Bermuda signage at the dance space, Bermuda towels for the pre-session yoga class, attended by 800+ across three cities
- Total Earned Reach: 2.965MM (impressions across online sweeps, email, and across all social channels)



BERMUDA

Summer Fridays: Refinery 29

BERMUDA, JULY 14-17 & 21-24

- 5 Influencer Trips from R29 in July and August
 - Ian Michael Crumm (2.2MM+)
 - Jessica Wang (1.3MM+)
 - Sai de Silva (1.3MM+)
 - Anthony Urbano (327.1K+)
 - Jeanne Grey (2.4MM+)
- Sponsored editorial on traveling on Summer Fridays, and run of network ads included in package
- Total Earned Reach: 7,681,015 (impressions across social media)
- Total Engagement: 158,757 (comments, likes, shares across social media)



BERMUDA

Summer Fridays: Equinox

BOSTON, AUGUST 24

- Sponsored an Equinox “Out of Office” class at Hotel Commonwealth in Boston – encouraging Equinox members to get out of office, travel, and transform their mindsets
- Bermuda highlighted as a partner in an email to 5k+ demographically targeted members in the Boston-area
- Attended by 40+ Equinox members, captured 32 email addresses with trip giveaway/ photo booth



Splash Sale

BERMUDAΔ

Splash Sale Overview

CAMPAIGN DETAILS

- Promote 30% off deal over 5 week time period to increase island visitation
- Fall sale window: Aug 22-Sept 19

TARGETING TACTICS:

- Geo Targeting: Boston, NYC, DC, Chicago, Philadelphia, Toronto & Atlanta
- Age: 25+, HHI \$100k+
- Active searches to Bermuda + comp set, prospecting & lookalike audiences

STRATEGIES:

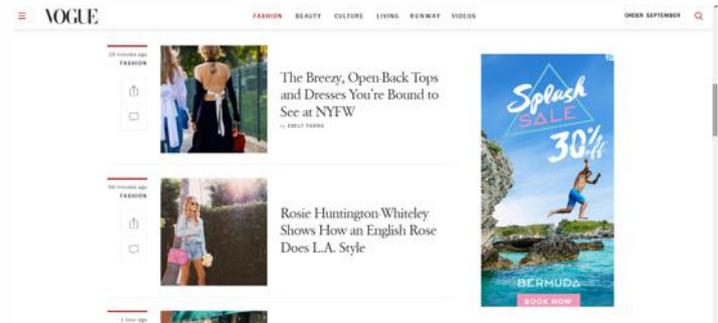
- Program includes print, TV and digital (includes email and social)
- Blend mass reach traditional media with targeting digital display to maximize reach & efficiency

IMPACT:

- 10,141 Room nights
- Estimated Direct Spending: \$6.3 million

Splash Sale Media Results

- 32.2 MM impressions (digital + offline)
- 796,785 engagements (web visits only)
- 142,500 page views
- \$0.33 cost per engagement
- 228 leads; request for more info
- Sites include:
 - Adara
 - Adroll
 - Centro
 - Dunhill
 - Facebook
 - FlightAware
 - Jetsetter
 - Kayak
 - Live Intent
 - Shermans
 - Smarter Travel
 - Travel Spike
 - Trip Advisor
 - USA Today
 - eTarget
 - Secret Escapes
 - Cheapflights
 - Fathom Away



BERMUDA

Splash Sale PR Results

SPLASH SALE COVERAGE SNAPSHOT

- Total Impressions: 77,137,302
- Total Ave: \$737,779.47
- Total Number of Articles: 24

SMARTERTRAVEL

TRAVEL+
LEISURE

ACTIVE TRAVEL Sep 6, 2016

10 Insanely Affordable Destinations for Fall 2016

Weekly Travel Deals: Miami, Bermuda, and
33% Off a Trip to Fiji



Bermuda

Fall is considered shoulder season in Bermuda, but the weather remains warm—the average temperature in October is 77 degrees—and crowds and prices drop come late September.

BERMUDA

Splash Sale Social Media Contest

CAMPAIGN RESULTS

- To further extend the Splash Sale's reach, we designed a social media campaign from August 22 - September 19 to encourage followers to share where they would #SplashIntoBermuda
- Campaign received 31 submissions

Views	1,602
Total Clicks on UGC	542
Total Shares	20



BERMUDA

Splash SALE

30% off

What would you be doing in Bermuda right now?
"Out here, I #SplashIntoBermuda by ____"

Finish the sentence by sharing on social or upload your ideal Bermuda moment below for a chance to win a free activity while on island!

Book now with our Summer Splash sale and save up to 30% off: Gotobermuda.com

Official Rules

[Tweet #SplashIntoBer](#)

Share This:    

Splash Sale Social Media Contest

CAMPAIGN RESULTS

This campaign ran from August 22 until September 19. There were a total of 31 submissions.

	Facebook	Instagram*	Twitter	Totals
Total Posts	4	3	4	11
Total Reach	97,126	N/A	N/A	97,126
Total Impressions	111,819	82,809	54,580	249,208
Total Engagements	3,829	1,378	313	4,141
Total Spend	\$450	\$0	\$200	\$650
Average Total Cost per Engagement	\$0.15	N/A	\$2.27	\$1.21

We did not put any paid support on Instagram



BERMUDA

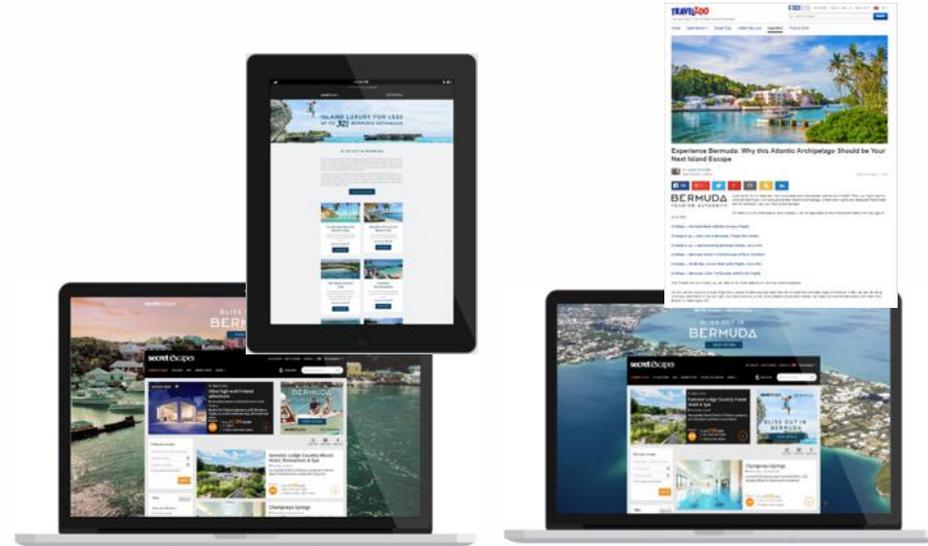
UK Splash Sale

SECRET ESCAPES

- Home page takeover generated 315,600 total impressions, 1.77% CTR
- 556,679 emails sent – 26.96 Open Rate
- Bermuda Home Page – 10,056 Views, average dwell time 3 mins 36 seconds

TRAVELZOO

- Destination page views – 32,837
- Deal clicks – 15,452
- 1 million emails sent with CTR 9.90%
- 280% increase on Bermuda searches v's LY
- Assumed 47 bookings and 117 incremental passengers



BERMUDA

UK Splash Sale

BRITISH AIRWAYS



THE TIMES

- Print circulation 392,572
- Print ads in The Times travel section, The Times Weekend & The Sunday Times Travel
- Desktop, mobile and tablet interactive banner and billboard ads delivered 200,002 Impressions with 0.19% CTR
- Cross platform video pre-roll delivered 549,703 impressions with 4.15% engagement rate



Purely
Bermuda

PRESTIGE
HOLIDAYS .CO.UK

CLASSIC
COLLECTION
— HOLIDAYS —

BERMUDA

Group Overview

CAMPAIGN DETAILS

- Objective is to position Bermuda for group travel to audiences including meeting planners and corporate business incentive trips

TARGETING TACTICS

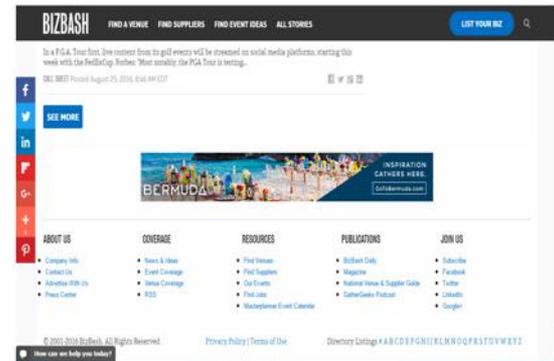
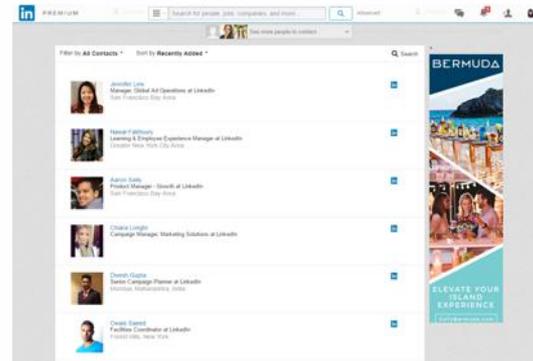
- Targeted specific occupations, companies and golf related groups

STRATEGIES:

- Create custom white lists
- Use company IP addresses to reach hard to reach audiences

Q3 Group Results

- 4.6 MM impressions
- 10,299 engagements
- \$2.82 cost per engagement
- Sites include:
 - BizBash
 - Recommend Mag
 - Incentive Mag
 - Prevue Magazine
 - LinkedIn
 - Diligent



BERMUDA

Airline Co-op Program Overview

- Airline co-op performance metrics snapshot:
 - 43 MM impressions
 - 56K airline page visits
- Continue to promote direct flights to Bermuda with key air partners
 - American Airlines: July through August
 - JetBlue – Boston: July
 - JetBlue – New York: August
 - Air Canada: August through September
- Create custom programs to increase sales & flight lift in key markets by airline
- Partner with air service providers to drive traffic to custom Bermuda destination pages within airline booking back to enhance engagement and conversion

OTA Program Overview & Highlights

- OTA performance metrics snapshot:
 - 6MM Impressions across Expedia Inc, driving both on and offsite traffic
 - 2MM impressions on Trip Advisor
 - Maintain and expand upon partnerships with key OTAs and travel-endemic channels
 - Expedia Inc
 - TripAdvisor
- Created programs that enable year-round presence with seasonally appropriate messaging
- Second round of first to market dynamic ads powered by nSight data on Expedia
- Continued testing of Trip Advisor extended products including native video, affinity targeting and mobile
- Trip Advisor Premium Sponsorship continues to show YoY increases in site traffic

Q3 Adara Impact

TRAVEL TYPE SUMMARY

Overview: By placing a pixel on digital media efforts, the Adara platform is able to collect loyalty, search and booking travel data. Currently, Adara has access to more than 90 first party data partnerships including United, Delta, Hertz, Kayak, Marriott And Home Away

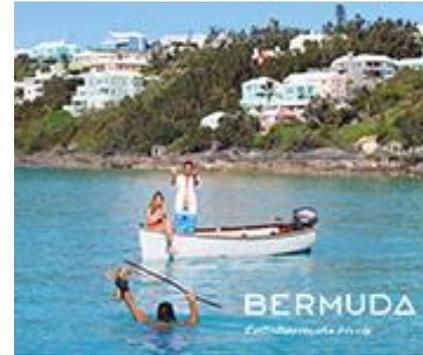
Activity	July	August	September
Flight Searches	35,514	25,884	28,089
Hotel Searches	3,222	2,536	2,779
Flight Bookings	929	791	805
*Hotel Bookings	n/a	5	8
Impressions per Flight	2,612	5,886	13,610

*Adara's hotel data partners are presently limited for Bermuda - representing less than 1% of hotel product on island, but they are working to increase data access

UK Co-op Marketing

PREMIER HOLIDAYS

- Dedicated news letters and posters for trade partners
- Promotions in Trade Press
- Destination of the month of website
- Editorial and advert in Cambridge News
- 17 pax and 52 room nights confirmed in 2016 to date



Ongoing marketing activity - Results to follow on completion

- **VIRGIN HOLIDAYS** - email inclusion, social media activity and editorial in National Geographic. Bermuda Video running in Virgin retail stores
- **THOMAS COOK** - Display advertising on thomascook.com, single page feature in Signature Magazine and dedicated landing page



Disappear to BERMUDA



Virgin HOLIDAYS

BERMUDA
TOURISM AUTHORITY

Want to know more?
Let your inspiration run wild at
virginholidays.co.uk/bermuda

Website, SEM, SEO & Analytics

Web Metrics

TRAFFIC

As a whole, traffic was up 35.56% in Q3, in large part due to increases in banner, organic, and paid search traffic. Referrals and social media declined.

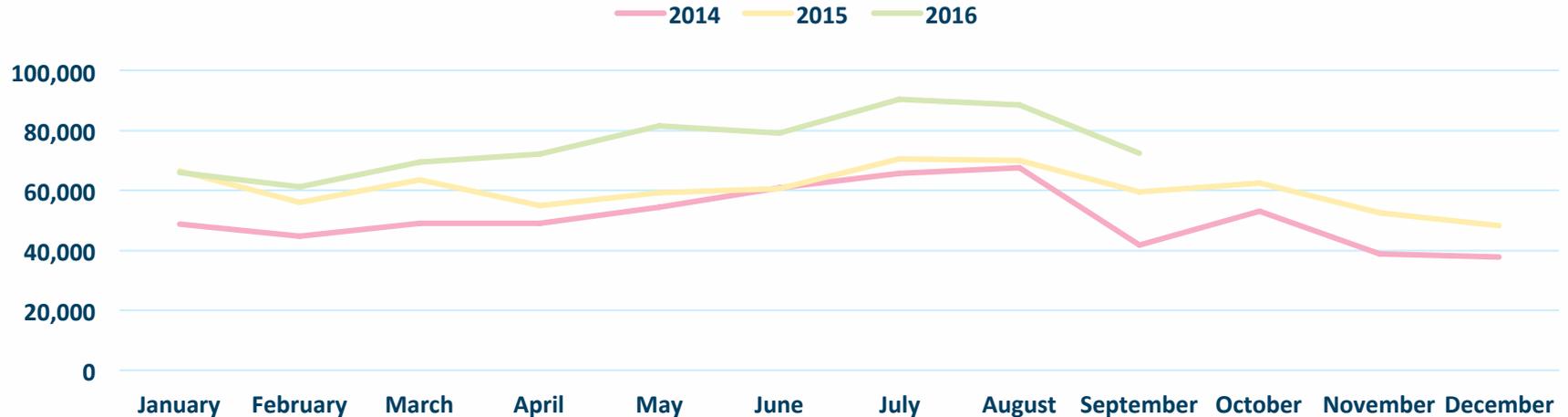
Referrals are down mainly due to GDN traffic from last year, where we saw 11,000 sessions as “google.com” referrals.

Organic traffic is performing exceptionally well, seeing a 44.70% increase over last year. Goal conversion rate has also increased from 19.65% to 25.92%.

- Homepage - 26.52% of traffic
- /splashsale/ - 18.04% of traffic
- /Travel_Deals/4th-Night-Free/ - 9.02% of traffic
- /emailsignup.aspx/ - 5.07% of traffic
- /about-bermuda-our-island/ - 4.61% of traffic

Total Search Traffic

- Total Search Traffic consists of Organic Search, Paid Search, Referrals from Google.com and 50% of Direct traffic based on Industry Research
- 26% YOY growth in Q3 2016 - 51,000 additional visits
- Total YTD growth of 21% for Total Search Traffic to the website



Google Rank Improvements

The number of keywords the site ranks on Page 1 of Google for has increased 47% to nearly 1,500 keywords

	Sept 2016	Sept 2015	YoY Change
Ranked on Page 1	1,494	1,019	+47%
Ranked on Page 2	712	529	+35%
Ranked on Page 3	333	348	-4%
Ranked on Pages 4-10	2,379	1,942	+23%

Q3 SEM Performance

In Q3, SEM campaigns delivered a total of 122,502 clicks, with an average CPC of \$0.82 & a CTR of 3.53%. Total spend for the quarter was \$100,258.10, with 19,557 total conversions.

Month	Impressions	Clicks	CTR	CPC	Spend	Avg Pos.	Conversions
July	1,188,633	35,561	2.99%	\$ 0.91	\$ 32,357.52	1.5	6,878
August	1,264,125	36,400	2.88%	\$ 0.93	\$ 33,903.05	1.5	6,958
September	1,019,146	50,541	4.96%	\$ 0.67	\$ 33,997.53	1.4	5,721
Total	3,471,904	122,502	3.53%	\$ 0.82	\$ 100,258.10	1.5	19,557

Q3 QUARTERLY COMPARISON

- Clicks up 35% from Q2
- CPC improved by -\$0.25 throughout the quarter
- CTR increased 0.60% from Q2
- Spend is up slightly by 4%
- Saw an increase of 0.2% in conversions
- Bounce Rate for Q3 was 43%

Q3 Gmail Ads Performance

- CPCs have decreased by \$0.08 from last quarter
- CTR has increased from 11% to now 15%
- Google improvements to the Gmail platform has resulted in increased inventory, and we are currently seeing the most opportunity available with Gmail ads. As this is a mid-funnel tactic, we recommend enhancing our efforts here to capture the most clicks to the site during this time.

Gmail Campaign	Imps	Clicks	CTR	CPC	Spend	Avg Pos.
Gmail Ads_Bermuda_Out Here	180,544	27,108	15.01%	\$0.30	\$7,998.73	1.0
Gmail Ads_Bermuda_4th Night Free	12,299	2,463	20.03%	\$0.43	\$1,069.84	1.0
Gmail Ads_Bermuda_Summer Fridays	12,271	2,317	18.88%	\$0.39	\$907.23	1.0
Total	205,114	31,888	15.55%	\$0.31	\$9,975.80	1.0

Live the Life Bermudaful Expandable Ad
GoToBermuda.com

BERMUDA
Out Here
THE ONLY MYSTERY IS WHY
YOU'D EVER WANT TO LEAVE

Learn More

GoToBermuda.com

CONNECT WITH US [f](#) [t](#) [p](#) [i](#) [v](#) [r](#)

BERMUDA

Q3 Google Ads & Banners

Visit Bermuda - 30% Off Splash Sale

Ad www.gotobermuda.com/SplashSale

Out Here, our Summer Isn't Over! Book Your Stay by September 12th and Save 30%.



Bermuda Vacation Deals

Plan Your Perfect Island Vacation!
Book Today & Get 4th Night Free.

www.gotobermuda.com

Beautiful Bermuda Island

Make The Best Of Paradise. Visit
Official Site For Deals & Specials!

www.gotobermuda.com

Summer Fridays

Disappear to Bermuda for Summer!
Book Now & Get Your 4th Night Free.

www.gotobermuda.com/SummerFridays



BERMUDA

eNewsletter Overview

PERFORMANCE AND INSIGHTS

BERMUDA 

Overview & Highlights

Q3 2016 ENEWSLETTER RESULTS

- Increased click activity result of Daybreaker sweepstakes included in the July eNews and Splash sale in the August eNews.
- Sweepstakes, videos and deals continue to garner the majority of the click activity in comparison to articles. Moving forward we will continue to showcase articles but prioritize our top three content and include when applicable.
- Q3 emails generated more than 30,000 website pageviews.
- Deliverability significantly increased due to send throttling – limiting the number of emails delivered per hour. For example for our August eNews we delivered approximately 20,000 emails an hour.
- Deliverability continues to improve as well as engagement
- Q3 average open rate 15% *(maintained from last quarter)*
- Q3 average click-through rate 2% *(maintained from last quarter)*

Q3 Consumer eNewsletters

JULY NEWSLETTER

BERMUDA | EXPLORE | EAT | PLAN | DEALS

STRETCH OUT ALONG SOUTH SHORE

There's nothing so relaxing as stretching out along the South Shore. Take to the Plakka, Tuck to Tuck or to the gentle wildflowers overlooking the water and you'll be in the lap of luxury in minutes. The vibrant oceanography is the star, and if you're looking for private beaches, the South Shore has it all. Book your stay at the South Shore Hotel for a relaxing weekend along the ocean view.

EXPLORE SOUTH SHORE

WIN A WEEKEND ADVENTURE FOR TWO

Experience the natural beauty of Bermuda. From a private beach to a sunset cruise, a private dinner, a private boat and an amazing view, our adventure in Bermuda has it all. Book your stay at the South Shore Hotel for a relaxing weekend along the ocean view.

ENTER TODAY

Stay 3, Get 4th Night Free

There's nothing so relaxing as stretching out along the South Shore. Take to the Plakka, Tuck to Tuck or to the gentle wildflowers overlooking the water and you'll be in the lap of luxury in minutes. The vibrant oceanography is the star, and if you're looking for private beaches, the South Shore has it all. Book your stay at the South Shore Hotel for a relaxing weekend along the ocean view.

EXPLORE SOUTH SHORE

#BERMUDASUMMERTFRIDAYS WITH LIBER

Experience the natural beauty of Bermuda. From a private beach to a sunset cruise, a private dinner, a private boat and an amazing view, our adventure in Bermuda has it all. Book your stay at the South Shore Hotel for a relaxing weekend along the ocean view.

ENTER TODAY

What's in a Bermuda Name?

There's nothing so relaxing as stretching out along the South Shore. Take to the Plakka, Tuck to Tuck or to the gentle wildflowers overlooking the water and you'll be in the lap of luxury in minutes. The vibrant oceanography is the star, and if you're looking for private beaches, the South Shore has it all. Book your stay at the South Shore Hotel for a relaxing weekend along the ocean view.

EXPLORE SOUTH SHORE

Deals

FREE AIR SEAT

SAVE TODAY

Open Rate: 13%
Click-to-open Rate: 17%
Top Clicked Link: Daybreaker

AUGUST NEWSLETTER

BERMUDA | EXPLORE | EAT | PLAN | DEALS

DIVE INTO THE MYSTERY, AND THE SAVINGS.

Experience the natural beauty of Bermuda. From a private beach to a sunset cruise, a private dinner, a private boat and an amazing view, our adventure in Bermuda has it all. Book your stay at the South Shore Hotel for a relaxing weekend along the ocean view.

BOOK NOW

UPCOMING EVENTS Out Here

NOV 5-12

World Rugby Classic

Experience the world's greatest rugby. Bermuda is the only island in the world to host the World Rugby Classic. Book your stay at the South Shore Hotel for a relaxing weekend along the ocean view.

BOOK NOW

NOV 16-19

Viper North American Race

Experience the world's greatest sailing. Bermuda is the only island in the world to host the Viper North American Race. Book your stay at the South Shore Hotel for a relaxing weekend along the ocean view.

BOOK NOW

Come Sail Away

Experience the world's greatest sailing. Bermuda is the only island in the world to host the Viper North American Race. Book your stay at the South Shore Hotel for a relaxing weekend along the ocean view.

BOOK NOW

1st LOOK AT BERMUDA

Experience the world's greatest sailing. Bermuda is the only island in the world to host the Viper North American Race. Book your stay at the South Shore Hotel for a relaxing weekend along the ocean view.

BOOK NOW

Bermuda By Air, Sea and Land

Experience the world's greatest sailing. Bermuda is the only island in the world to host the Viper North American Race. Book your stay at the South Shore Hotel for a relaxing weekend along the ocean view.

BOOK NOW

Open Rate: 15%
Click-to-open Rate: 16%
Top Clicked Link: Bermuda Lionfish Video

SEPTEMBER NEWSLETTER

BERMUDA | EXPLORE | EAT | PLAN | DEALS

LET'S SPICE THINGS UP!

Experience the world's greatest sailing. Bermuda is the only island in the world to host the Viper North American Race. Book your stay at the South Shore Hotel for a relaxing weekend along the ocean view.

LET'S GO!

UPCOMING EVENTS Out Here

YEAR - ROUND Vacation Outside the Lines

Experience the world's greatest sailing. Bermuda is the only island in the world to host the Viper North American Race. Book your stay at the South Shore Hotel for a relaxing weekend along the ocean view.

BOOK NOW

1st LOOK AT BERMUDA

Experience the world's greatest sailing. Bermuda is the only island in the world to host the Viper North American Race. Book your stay at the South Shore Hotel for a relaxing weekend along the ocean view.

BOOK NOW

Deals

FREE AIR SEAT

SAVE TODAY

Open Rate: 10%
Click-to-open Rate: 15%
Top Clicked Link: Deals

Q3 Trade eNewsletter

SEPTEMBER TRADE NEWSLETTER PERFORMANCE

- eNewsletter targeted towards travel trade (meetings, incentive and agents) to showcase new developments and experiences on island
- Distribution: 5,087
- Open Rate: 11.45%
- CTR: 1.2%



OUT HERE, ISLAND LIFE BECKONS

Bermuda Splash Sale - Now Extended! Out here the turquoise waters are still warm and the pink sand beaches still beckon well past September. Bermuda is offering travelers another chance to keep that summer feeling going with the Splash Sale. The sale offers travelers the chance to disappear to Bermuda and save 30% at some of the island's finest resorts and hotels when you book by September 15, 2016. Nearly a dozen properties on island are participating. The offer is available to book . . . Travelers who book a trip via the Splash Sale can also enter to win a free activity voucher by sharing their favorite way to #SplashintoBermuda. Contest details are available . . .

Official Spectator Packages for the America's Cup: The countdown is on for the #RacetoBermuda for the 35th America's Cup on May 26-June 27, 2017. Official spectator hotel packages are now available via . . . The website is managed by . . . the only sports travel company with an established relationship with the America's Cup Event Authority (ACEA). Packages start at \$1,600 per person (inclusive of hotel, airport transfers and spectator access) and are made possible through a collaboration with ACEA, Travel Places, BTA and island hotel partners.

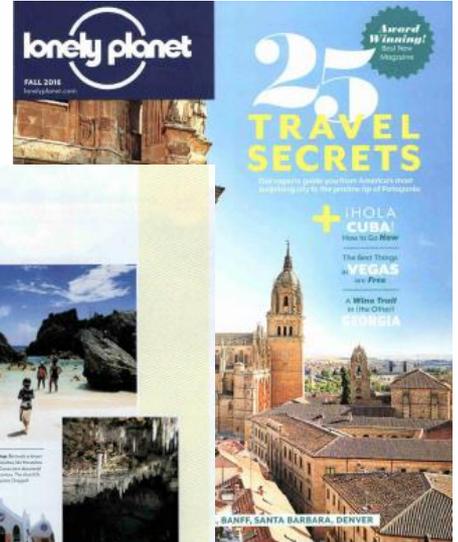
The Hamilton Princess & Beach Club . . . the official hotel partner for the 2017 35th America's Cup, unveiled their \$180 million top-to-bottom renovation in June 2016. As part of the five-year plan, all rooms and suites were revamped and several new amenities were added including: Mosaic by Mosaic Salon&Spa, the only celebrity chef-led restaurant on Bermuda, a hot, leading lifestyle and wellness brand, and a 60-bath marina. Of special note is the property's 60+ piece art collection, including works from Jeff Koons, Andy Warhol, Nelson Mandela, Tom Waits, Roy Lichtenstein and more. More details . . .

Promotions & PR

Q3 North American Coverage Highlights

YTD COVERAGE SNAPSHOT

- Number of Articles: 436
- Impressions: 745,161,558
- Media Cost: \$10,383,348.50
- Average Score: 69



Lonely Planet – August 30, 2016: Destination Feature

Q3 North American Coverage Highlights

The New York Times

Sunday, July 13, 2016
 Page 1 of 1
 7,247,467
 10
 10
 10

THE GETAWAY Deals to Jump-Start Three-Day Weekends

Summer packages encourage stressed-out Americans to take mini-vacations.

By SUZANNE VORA
 We don't have to wait until Saturday to start your weekend. Get the car, make the flight arrangements. This fall, average hotels around the United States and throughout the Caribbean and Europe are offering getaways as an overworked, stressed-out American craves by choosing attractive packages valid for weekends in July and August.

Summer Fridays How to Spend That Three-Day Summer Weekend

as a Friday night
 together — are only
 one job away in
 year for George and
 the Balm
 American dream
 they played heavy
 "The weekend, last
 great beach resort
 Puerto direction.

Many of those
 with childrens is
 the great head of
 luxury travel before
 resorts have the
 time as their older
 search shows that
 of thinking of new
 their vacations," she
 And, according to
 industry execs, a
 within driving data
 travelers are very
 to get away, and
 they need to make
 the vacation plan.

Only Air Lines is
 going to holiday
 days social media
 kicked off on June 2
 airline is generating
 platform. Check in
 throughout the city
 their weekends are
 such as Delta Flight
 of popular resorts
 the Whitney Museum
 The aim of the
 Bell Beach, the art
 marketing, in the
 a great social media
 hard-working New
 for social media
 away, the Bermuda
 a new Summer Film



PLAY

THE RENAISSANCE OF RENÉ

COASTAL BEACH & TENNIS CLUB

ROMANCE

WEDDING CLUB

BERMUDA HILLS HOTEL & VILLAS

CARIBBEAN TRAVEL+LIFE

Romance

BERMUDA Grotto Bay Beach Resort's

BERMUDA
 Grotto Bay Beach Resort's
 subterranean Natura Spa
 normally closes at 8, but the
 staff will grant requests for
 twilight treatments in the
 floating cabanas. Salt Glow
 Scrub from \$120 per person.

The New York Times – July 16, 2016: Summer Fridays

DuJour – August 31, 2016: Hotel Feature

Caribbean Travel + Life – July 18, 2016: Hotel Feature

Q3 North American Coverage Highlights



Last blast of summer: Top end-of-summer travel deals - 2016



Bermuda: There are nearly a dozen ways to keep summer going in Bermuda, thanks to the Bermuda Tourism Authority's Splash Sale. Eleven hotels on the island are offering up to 30% off rates when booked by Sept. 12, 2016. Participating properties include the Hamilton Princess & Beach Club, Rosewood Tucker's Point, Fairmont Southampton, Royal Palms Hotel, and Coral Beach & Tennis Club. Book at golobermuda.com. (Courtesy Bermuda Tourism Authority)

TorontoSun.com
August, 26, 2016
Splash Sale

SMARTERTRAVEL



10 Insanely Affordable Destinations for Fall 2016
Bermuda

Fall is considered shoulder season in Bermuda, but the weather remains warm—the average temperature in October is 77 degrees—and crowds and prices drop come late September.

SmarterTravel.com
September 6, 2016:
Splash Sale

TRAVEL+LEISURE



Caribbean soul food restaurant by star chef Marcus Samuelsson restaurant and an infinity pool.

The Splash Sale includes:

- A minimum of three nights in a Deluxe Garden View room (Upgrades available)

Original Price: From \$1,1972 (\$399 per night)

T+L Price: From \$837 (\$279 per night), double; book by September 12 for travel through April 30.

Booking Details: Must include an overnight stay on Friday or Saturday.

TravelandLeisure.com
September 1, 2016:
Splash Sale

BERMUDA

Q3 North American Coverage Highlights

The week's best travel deals around the globe



Land

With **Bermuda** Tourism's Splash Sale, **save 30 percent** on nearly a dozen hotels. For example, a night at the newly renovated Hamilton Princess & Beach Club starts at \$279, including taxes, a savings of \$120. Rosewood Tucker's Point, on the island's largest private beach, starts at \$883, with taxes; original price is from \$1,261. Travel restrictions vary by property. Book through the property by Sept. 12; travel through April 30. General info: gotobermuda.com/SplashSale.

The Washington Post
August 25, 2016
Splash Sale



By SCOTT MAYEROWITZ
Aug. 23, 2016

NEW YORK (AP) — With government officials now warning pregnant women to avoid Miami Beach in addition to Puerto Rico, some sun seekers are desperately scrambling for a Zika-free vacation.

And that has left other tourist destinations to capitalize — quietly.

Travel experts say families worried about Zika are now looking to Arizona and Southern California to get some sun, along with cooler weather locales such as New England and Canada.

Associated Press – August 23,
2016
Zika-Free Destinations



Some vacation spots quietly benefit as travelers avoid Zika

*Syndicated in 199 publications
including FoxNews.com, Chicago
Tribune and Miami Herald

BERMUDA

Q3 North American Coverage Highlights

NBC 1st Look highlighted the delights of Bermuda in a 21 minute episode dedicated to the destination. In addition to the original broadcast of the show, NBC provided four additional air dates that amounted to \$435,000 in added value, as well as \$54,000 in additional commercial spots.



Q3 North American Coverage Highlights

Negotiated an additional broadcast opportunity with New York Live, which featured a sailing segment in New York. NBC included Taxi-TV as added value and provided \$100,000 worth of taxi air-time.



BERMUDA

Q3 North American Press Trips

INDIVIDUAL MEDIA VISITS

- Don Nichols, Private Clubs – July 1
- Laurie Werner, Forbes.com – July 2
- Bonnie Schultz, Showboats International – July 2
- Irene Levine, Chicago Tribune – July 3
- Rebecca Kinnear, Islands – July 1-6
- Laura Teusink, Travel + Leisure – July 8-16
- Paola Singer, Travel + Leisure – July 19-22
- Michael Gross, Departures – August 1-4
- Lisa Arcella, LuxuryWeb – August 17-19
- Lacy Morris, Architectural Digest – September 2-5

North American Press Trips

COVERAGE GENERATED FROM PRESS TRIPS



Shape
September 19, 2016
Destination Feature

Explore Bermuda's 500 years of history



Perhaps best known for the lore behind the Bermuda Triangle, the 21-square-mile slice of paradise falls victim to many misconceptions: one being that it's in the Caribbean Sea (it's actually in the Atlantic Ocean), and another being that it's a single island (it's actually a chain of 181). But no one will dispute Bermuda's vast and varied history that reaches back to the 16th century, nor the country's significance to maritime exploration.

LonelyPlanet.com
September 28, 2016:
History of Bermuda



Get active in Bermuda



Bermuda is an undeniably picturesque place that conjures visions of delicate pink beaches with palms swaying in the breeze, but it's also a great location for those who like their vacations action-packed. While the island is known worldwide for its sailing, tennis and golf, it's also home to many more activities for every fitness level.

LonelyPlanet.com
September 28, 2016:
On-Island Experience

BERMUDA

North American Press Trips

COVERAGE GENERATED FROM PRESS TRIPS



Dark and Stormy in Bermuda



The island of Bermuda is a tropical island paradise that is one of the most beautiful in the world. Bermuda is a beautiful island with friends new where I was in the world. I landed on the island in the middle of January and couldn't help but smirk as folks back home had suggested I work on my tan at the beach and enjoy a leisurely snorkel at sea.

Vancouver Sun
July 11, 2016:
Destination Feature



L.A. Parent
July 12, 2016:
Destination Feature



6 Travel Upgrades You Should Make for Your Health

Written by Cassie Shortleaves - July 13, 2016



CNTraveler.com
July 14, 2016:
Destination Feature



EMBARK ON AN ADVENTURE TO THE NEWEST CULINARY DESTINATION: BERMUDA

By Kimberly Wilson | July 17, 2016

Bermuda is a tropical island paradise known for its decidedly British flair, island spirit, lively parties, friendly locals, and divine pink sand beaches.

And if that weren't enough, what many people don't realize is that Bermuda also offers an impressive food culture. In fact, it's become quite the food lover's paradise for those who are seeking diverse culinary options, bold flavors, and fresh food. So much so, that it has also caught the eye of internationally renowned chefs such as Marcus Samuelson, who has recently set up shop on the beautiful island.

For those looking to head to Bermuda this year, we've outlined some of the top culinary destinations for you to run (not walk) to upon landing!

BlackEnterprise.com
July 18, 2016:
Culinary Destination

BERMUDA

Q3 UK Coverage Highlights

YTD COVERAGE SNAPSHOT

- 131 Articles
- Media Cost: \$393,964
- Impressions 29,428,641
- Learn to Sail press trip has generated 85 articles so far
- Other coverage from media pitching include Splash Sale, what's new for 2017, America's Cup packages, late deals and the London Golf Show



Q3 UK Press Trips

PRESS TRIPS

6 MEDIA ON ISLAND

- The Times
- Daily Telegraph (partnership with Prestige Holidays)
- Evening Standard
- Assisted Fairmont with activities for their group trip to The Hamilton Princess with City AM, Daily Mail & Fabric

GQ

EPIC SAIL

Ahead of next year's America's Cup, GQ's elite crewmen learn the ropes in Bermuda

By Mark Rowell

BERMUDA, 2017. I spent a week on the island of Bermuda, one of the most beautiful places on earth. It's a mix of the old and the new, with a rich history and a vibrant culture. The island is a perfect destination for anyone who loves sailing and the ocean. I was here to report on the preparations for the 34th America's Cup, which will take place in Bermuda next year. The island is a beautiful and historic destination, and it's a great place to visit for anyone who loves sailing and the ocean. I was here to report on the preparations for the 34th America's Cup, which will take place in Bermuda next year. The island is a beautiful and historic destination, and it's a great place to visit for anyone who loves sailing and the ocean.

Pushing the boat out in Bermuda

Next year, Bermuda will host the prestigious yacht race, the America's Cup. JAMES EDGAR visits the Caribbean island to try his hand at sailing

By James Edgar

LAST YEAR, my sailing club was invited to compete in the America's Cup, the most prestigious yacht race in the world. I was invited to compete in the America's Cup, the most prestigious yacht race in the world. I was invited to compete in the America's Cup, the most prestigious yacht race in the world. I was invited to compete in the America's Cup, the most prestigious yacht race in the world.

Daily Record

The Telegraph | HOME NEWS SPORT BUSINESS ALL SECTIONS

Travel Destinations

Destinations | Blogs | Types of Trip | Tours | Telegraph Travels | Cruises | Life | Family | Advice | Offers | Latest

Search...

Travel Destinations North America Bermuda

Best hotels in Bermuda

The best hotels in Bermuda, chosen for us expert, including luxury hotels, boutique hotels, budget hotels and Bermuda hotel deals. Read the reviews and book.

Sort: Expert rating High - Low

100% Expert rating High - Low

The Reefs Resort & Club
Northampton, Bermuda

8.30 Telegraph expert rating

A charming retreat on the stunning north shore of the island, which boasts some of Bermuda's most...

Best expert review

From **£277** inc. tax

[Check availability](#)

Rosewood Tucker's Point
Hamilton, Bermuda

7.30 Telegraph expert rating

A modern and refined resort, Rosewood Tucker's Point overlooks powerful Castle Harbour and is a...

Best expert review

From **£468** inc. tax

[Check availability](#)

Hamilton Princess & Beach Club
Hamilton, Bermuda

7.30 Telegraph expert rating

The grand pastel pink Hamilton Princess has been a landmark on the waterfront of Bermuda's capital.

Best expert review

From **£270** inc. tax

[Check availability](#)

Fairmont Southampton
Southampton, Bermuda

6.30 Telegraph expert rating

Set in a spacious grounds filled with lush tropical gardens, this large resort hotel overlooking...

Best expert review

From **£257** inc. tax

[Check availability](#)

Cambridge Beaches Resort & Spa
Southampton, Bermuda

6.30 Telegraph expert rating

A peaceful and romantic cottage retreat, with no children under 13. The quietly charming Cambridge...

Best expert review

From **£454** inc. tax

[Check availability](#)

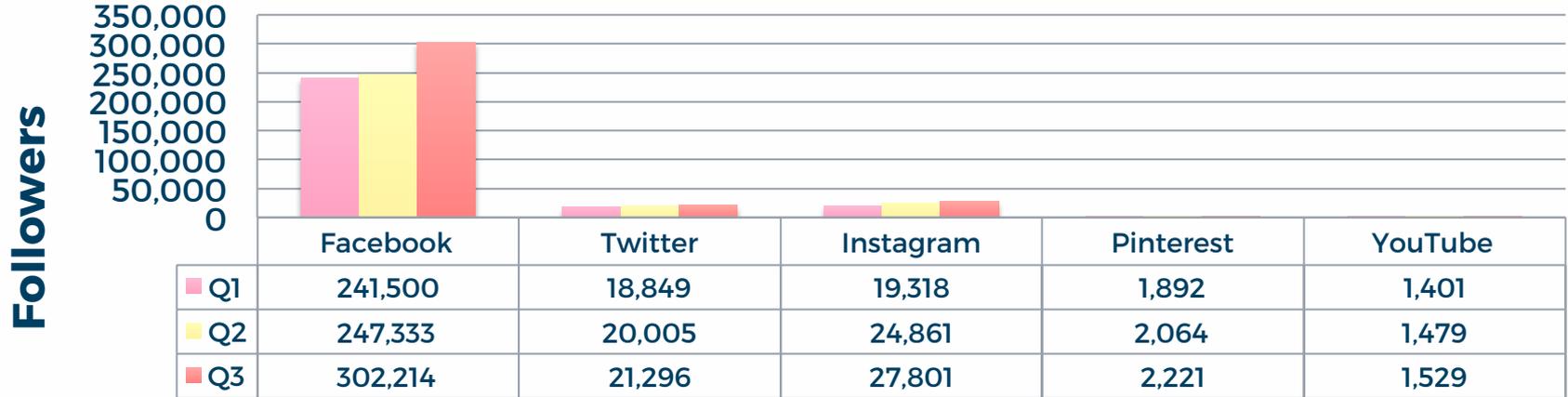
BERMUDA

Social

BERMUDAΔ

Q3 Social Channel Growth Highlights

- Increased the number of follower campaigns on Facebook
- Increased the use of user-generated imagery on Instagram
- Twitter followers grew as we increased the amount of tweets that included trending holidays and hashtags placing Bermuda in more timely, relevant conversations



Q3 Social Media Engagement Highlights

- Facebook's engagement and content reach grew as there was an increase in paid support added to posts.
- Engagement on Twitter has decreased slightly, partly due to less overall tweets. However, in order to continue to focus on quality over quantity, we are currently testing new tactics to invite greater audience engagement.
- Instagram continues to grow as we use UGC imagery more frequently.



- Total Engagements: 185,129 (+20.02%)
- Total Reach: 2,897,118 (+69.7%)
- Engagements per Post: 1,771 (+24.2%)



- Total Engagements: 18,798 (-23.7%)
- Total Impressions: 744,988 (-13.4%)
- Engagements per Tweet: 30.8 (19.79%)



- Total Engagements: 82,287 (+0.9%)
- Engagements per Post: 945 (+24.1%)



- Average Daily Impressions: 34,579 (+19.7%)
- Average Daily Repins: 5 (-16%)
- Average Daily Clicks: 5 (0.00%)



- Total Video Views: 48,677(-10.5%)
- Average Daily Video Views: 581 (-10.4%)
- Total Engagements: 302(-19.6%)

Top Social Posts



Think summer is coming to an end? Not in Bermuda:
<http://bit.ly/BestBermudaExperiences>

Book today and receive 30% off on your trip: <http://bit.ly/2bc2ftz>
#SplashIntoBermuda

September 4
Total Reach: 102,863
Total Reactions: 8,185



Go ahead -- take a bite! [📷: Seaside Grill]
#FoodieFriday

September 16
Engagement Rate: 8.2%
Impressions: 1,932
Engagements: 14



bermuda Paradise is calling. Double tap if
you want to join us. [📷 @emboslice]
#MondayMotivation #GoToBermuda

September 26
Likes: 1,669
Comments: 26

Investment Division

During Q3 of 2016, the Investment Division focused on the following:

The investment division continues its mandate to promote Bermuda as a preferred investment country to attract foreign direct investment in all areas of tourism infrastructure. The outreach to international hotel brands, owners and operators, financiers (banking, equity and capital providers), asset managers, commercial property developers as well as infrastructure service providers, developers and investors remains a core activity and focus.

ACTIVITIES AND ACCOMPLISHMENTS DURING THE QUARTER INCLUDED:

1. Attended Gaming Conference at the invitation of the CEO Gaming Commission.
2. Continued to represent the BTA on the Cross Island Legacy Committee charged with identifying, through public consultation, the potential end uses for Cross Island, Dockyard post America's Cup.
3. Continued attendance at investment and development conferences to raise awareness of impending changes to Bermuda's investment environment and provide updates on sales and marketing activities/ results and product and experiences developments.
4. Provided assistance to local developers through the concierge service.
5. Continued active engagement with Ministries of Finance, Public Works and Tourism, Transport and Municipalities with a focus on development, legislation and policy.

Operations Division

During Q3 of 2016, Operations Division focused on the following:

Community outreach and tourism appreciation programmes and deepening stakeholder engagement. Attention was also given to retaining the Island's Certified Tourism Ambassador during their first renewal process and BTA team engagement. During Q2 there were three Parliamentary questions.

Human Resources

TEAM CHANGES

As at September 30th 2016 there were 38 employees in the BTA's Bermuda and New York offices. This includes full time permanent, and one full time-fixed term contract.

There were two resignations, one in Bermuda and one in New York, and one new hire. The former is a part-time administrative position, the latter is the post of Director of Sales and Business Development. The vacant Research Assistant Manager post within the Research and Business Intelligence Division was filled this quarter, and a new Special Projects Intern commenced employment on a temporary basis. The intern is contracted to be with the organization until February 2017 and is currently not accounted for in the FTE.

BTA's Rotational Development Programme participant continues her three month tenure with a posting in the Sales and Marketing Division in New York under the direction of Vic Isley.

PERFORMANCE MANAGEMENT

HR is currently in the process of updating the BTA Employee Portal with individual goals and objectives to facilitate an automated performance management period at the beginning of 2017. This is another area for HR to create efficiencies in processes

RECRUITMENT

BTA has contracted U.S firm SearchWide to recruit for the position of Director of Business Development in the New York office. SearchWide is an executive recruitment firm specializing in the travel, tourism, lodging, tradeshow / events, association management / non-profit, technology and production industries. The search for a successor to BTA's CEO continues with Bermudian firm, Performance Solutions leading the process. It is anticipated that an appointment will be made early in the 4th quarter.

OTHER NEWS

The BTA held its 3rd Annual Employee Strategy Meeting on September 19th and 20th at the Fairmont Southampton Princess Hotel. Team meetings ran from 7am-10pm on Monday and 7am-7pm on Tuesday and covered presentations from each division; collaborative sessions on a variety of topics; interactive sessions with the Bermuda Hotel Association and the Bermuda Development Association.

Training & Standards

CTA RENEWALS

As of end of Q3, there were 716 Certified Tourism Ambassadors of which 440 are required to recertify by end of Q4. A retention strategy was developed in conjunction with the Bermuda Hospitality Institute (BHI) who administer the CTA program on BTA's behalf. Part one of the strategy was to encourage employers to cover the cost of employee renewals by offering the renewal fee at cost, after which each month the cost will increase. The goal is to retain 70% of those required to renew by year-end.

New CTA classes for the upcoming year will commence early in Q4.

NATIONAL STANDARD SERVICE PROGRAMME

Preparation continued for more widely received input in the service principles and standards identified in Q1 and Q2. Feedback Forums are scheduled for October. The responses from the forums will inform an implementation plan.



Public & Stakeholder Communication

REPORTING Q2 NUMBERS

The sharp increase in vacation visitor arrivals, the growth in younger visitors and the success of visitation from New York and New Jersey were the main focus of messaging during media presentations on Q2 results. C-suite members and Board directors led media discussions on the quarter's strong industry performance.

CHAMBER ROUNDTABLE

Chamber of Commerce President John Wight and BTA CEO Bill Hanbury held a roundtable discussion with Chamber division leaders. The President of the Bermuda Hotels Association also participated. The occasion provided an opportunity for the CEO to present August visitor arrival numbers and listen to stakeholders about what's working and not working from their perspective. It was productive stakeholder engagement and other areas where this approach can be replicated will be sought.



ATTRACTING FILMMAKERS

BTA rolled out a comprehensive plan to educate the public on the organization's position as the official film commission for Bermuda.

Messaging focused on the opportunities this can bring to people looking to work in the film industry, and to small businesses in the greater economy that could realize new revenue-earning opportunities as a result. The plan included a public forum, Tourism Forward content, a press release, e-mail communication and dialogue with government partners. Ultimately, the BTA is lobbying government leaders to make Bermuda more competitive for attracting film makers with the introduction of incentive packages.



GOLF.COM VISIT

A reignited relationship with golf journalist Ryan Asselta of golf.com led to Ryan visiting Bermuda in September to create new content on Bermuda's golf product, including the BTA-supported Pro Sports World Championship. Stakeholders in the golf sector were extremely pleased with the coverage received on Golf Live, the leading video programme on golf.com.

One example of one piece of content produced for golf.com can be viewed here: <http://www.golf.com/video/teeing-it-bermuda-golfiest-nation-world>



Tourism Forward TV

During the third quarter, the Tourism Forward mini-series continued on the first Friday of each month. A short video was distributed to our stakeholders via email that focused on a relevant topic of interest within the tourism industry. In addition to e-mail distribution, the content is shared with Bernews who posts it as part of an advertorial agreement. Topics covered during the quarter are as follows (with some performance stats included):

JULY – LOCAL REVIEWS ON TRIP ADVISOR

377 opens (34% of total)

60 clicks (CTR 16%)

307 views on Vimeo

AUGUST – ATTRACTING FILM PRODUCTIONS

406 opens (36% of total)

74 (CTR 18%)

205 views on Vimeo

SEPTEMBER – LOCAL ENTERTAINMENT ON THE BEACH

306 opens (33% of total)

50 clicks (CTR 16%)

212 views on Vimeo

Community Outreach

Two informative presentations were offered around the community, aimed at educating stakeholders in the general public on the following topics:

- America's Cup – Exposure, Impact & Legacy
- Bermuda Beach Economy Vision

The America's Cup deck educates members of the community about the exposure Bermuda is getting as a travel destination, the impact the event is having on the local economy and the potential socio-economic legacy benefits. In Q3, presentations were made at RenRe, Willis Watson Tower and the Bermuda Hospitals Board.

The Bermuda Beach Economy Vision is a presentation and paper aimed at motivating people around a new strategy for the island's beaches. The vision aims to create jobs for Bermudians, increase visitor spending and improve the overall beach experience for locals and visitors alike. Consistent with the organisation's commitment to bipartisanship, the presentation was made to the PLP and OBA Caucuses in Q3.

Tourism Appreciation

#LOVEMYBERMUDA CAMPAIGN

In Q3, BTA's ongoing campaign focused on students with a 'Back-To-School'. Students from five schools (MSA, Berkeley, Whitney, Dellwood and Saltus) were captured on video stated what they love about Bermuda. Underscoring the Bermuda Spirit of the campaign, the Johnny Barnes mascot was retained to be onsite rallying the children.

In addition to the interviews that will be compiled into short video and voice clips for promotions, a social media competition component is included in this phase of the campaign.



Neighbourhood Beautification Programme

After implementing the new online application process in Q2, Devon Spring Road and Harmony Close on South Shore Road, Paget, were accepted into the program bringing the total participating neighborhoods to four.

Devon Springs commenced Phase One of the project in Q3, Harmony Close is expect to begin in Q4. Lighthouse Road expanded their reach and Horseshoe are nearing Phase 3 beautification.

The Neighbourhood Beautification Programme supports BTA's mission to reinforce its roles as a vested community partner. Launched at the end of Q1, the objective of the NBP is to:

- Build coalitions with key community constituencies
- Demonstrate the positive impact individual action can have on the tourism product and vice versa

This is a three-part project, addressing soft and hard landscaping issues as well as beautification. The initiative, launched after more than six months of collaboration with the public and private sector, serves to create a heightened sense of community and pride. Not only does the NBP serve a practical purpose, such as clearing and revitalizing roadsides in Bermuda, but it also gives residents a greater sense of unity, friendship, and purpose.



Financials

Income Statement

INCOME

Tourism Authority Fee – these are now ahead of budget as a result of hotel revenues being higher than budgeted.

Visitor Information Centre (“VIC”) – revenue is below budget due restrictions on selling visitor passes, which is partially offset by savings in the costs of the VIC (included in the Product & Experience direct costs below) with a net result of the VIC being slightly below budget.

DIRECT COST

The main areas of spend in the quarter are on Advertising (\$1.6m), Promotional and Partnership marketing (\$0.5m) and Web/Social Media (\$0.4m) within Sales and Marketing and costs related to the VIC in Product development and experience. Further details of the activities of the divisions can be found elsewhere in the report.

STRUCTURE, GENERAL & ADMINISTRATION

These costs are in line with budget.

Balance Sheet

BANK

The balance at the end of the quarter was \$3.8m.

INVENTORY

This relates to items at the Dockyard VIC and consist mainly of Transportation passes.

ACCOUNTS RECEIVABLE AND ACCRUED INCOME

This represents the hotel fees for September (not payable until 15 October) and amounts overdue from previous months.

PREPAID EXPENSES

Mainly relates to rent, healthcare payments and annual subscriptions in advance.

VENDOR PAYABLES

The majority of the amount relates to Transportation passes and marketing spend.

ACCRUALS

This includes \$0.3m of liabilities yet to be invoiced (mainly a provision for Sales and Marketing costs), \$0.3m payroll (taxes/incentives/holiday pay) and \$0.15m of provisions.

Bermuda Tourism Authority

FINANCIAL YEAR END: DECEMBER 31, 2016

Income Statement for the Period

	Quarter 3 2016			Year To Date		
	Actual	Budget	PY	Actual	Budget	PY
Income	9,672,516	9,391,057	8,371,316	23,632,246	23,784,533	22,627,034
Direct costs	5,027,111	6,708,189	5,831,771	15,861,888	18,152,258	12,557,536
Direct surplus (deficit)	4,645,404	2,682,868	2,539,545	7,770,357	5,632,275	10,069,498
Structure, general & administration costs	2,207,556	2,136,822	1,926,111	6,440,962	6,679,122	6,823,994
Operating surplus (deficit)	2,437,848	546,046	613,434	1,329,396	(1,046,847)	3,245,504
Net finance costs	(7,753)	15,875	51,960	88,666	51,225	184,648
Net surplus (deficit) for the period	2,445,600	530,171	561,475	1,240,729	(1,098,072)	3,060,856

	Quarter 3 2016			Year To Date		
	Actual	Budget	PY	Actual	Budget	PY
1. Income						
Grants, subsidy & contribution income	5,675,000	5,675,000	5,425,000	16,775,000	16,775,000	16,624,250
Tourism authority fee	2,804,235	2,121,277	1,237,186	4,587,019	4,135,813	2,746,643
Visitor Information Centre	1,193,281	1,564,780	1,709,130	2,270,227	2,803,720	3,256,141
Professional Services	-	30,000	-	-	70,000	-
	<u>9,672,516</u>	<u>9,391,057</u>	<u>8,371,316</u>	<u>23,632,246</u>	<u>23,784,533</u>	<u>22,627,034</u>
2. Direct costs:						
Sales & Marketing	3,290,332	4,431,814	1,857,728	11,485,322	12,991,943	7,320,435
Product development & experience	1,534,686	2,098,089	3,820,481	3,887,021	4,629,956	4,849,331
Research & business intelligence	173,536	115,786	129,997	282,368	344,859	209,705
Operations	28,487	62,500	23,564	171,707	185,500	176,961
Investment	70	-	-	35,470	-	1,105
	<u>5,027,111</u>	<u>6,708,189</u>	<u>5,831,771</u>	<u>15,861,888</u>	<u>18,152,258</u>	<u>12,557,536</u>
3. General & administration						
Staff costs	1,554,666	1,521,475	1,500,251	4,392,992	4,501,533	4,451,867
Communications & IT	173,577	133,981	49,866	415,648	401,998	463,881
General expenses	217,377	212,717	185,337	585,880	642,115	621,673
Marketing	295	875	803	11,474	7,850	3,138
Premises	191,035	185,988	176,560	557,111	557,963	540,207
Professional fees	44,993	72,299	(1,087)	126,238	216,901	412,002
Transport	625	437	261	1,729	3,312	1,811
Grants / Investments	-	-	-	320,000	320,000	320,000
Capital expenditure	24,989	9,050	14,119	29,890	27,450	9,414
	<u>2,207,556</u>	<u>2,136,822</u>	<u>1,926,111</u>	<u>6,440,962</u>	<u>6,679,122</u>	<u>6,823,994</u>
4. Finance costs:						
Bank charges	11,327	7,125	9,813	28,633	24,975	26,230
Foreign exchange	(19,080)	8,750	42,147	60,033	26,250	158,417
	<u>(7,753)</u>	<u>15,875</u>	<u>51,960</u>	<u>88,666</u>	<u>51,225</u>	<u>184,648</u>

BALANCE SHEET

	Sep-16
ASSETS	
Current Assets	
Cash & Bank	3,871,110
Accounts receivable	220,880
Inventory	222,694
Accrued income	791,155
Prepaid expenses	87,034
Deferred costs	-
	<u>5,192,875</u>
Non-current assets	239,346
Total Assets	<u><u>5,432,221</u></u>
EQUITY & LIABILITIES	
Equity	
Accumulated surplus (deficit)	2,901,603
Liabilities	
Current Liabilities	
Vendor payables	1,777,573
Accruals	753,045
Deferred income	-
	<u>2,530,618</u>
Long Term Liabilities	-
Total Liabilities	<u>2,530,618</u>
Total Equity and Liabilities	<u><u>5,432,221</u></u>

Out There

HAS ITS OWN MYSTIQUE.

BERMUDAΔ