

Group Travel: BRING IT HOME CAMPAIGN

DEFINING GROUP TRAVEL

You've seen the positive impact group travel has on the overall economy. Although the group market often includes corporate travelers – like Brenda's colleagues in for a meeting, convention or incentive group – that's only one market segment. When bringing it home for Bermuda also think about a professional or civic association. Think also about social events like destination weddings, family reunions, group golf trips, youth football tournaments, etc.

The Bermuda Tourism Authority pursues group travel using this classification strategy: Corporate/Incentive, Specialty Associations, Social, Golf & Sport



Corporate/Incentive: business meeting, reward for sales team, board meeting, company retreat, etc



Specialty Association: professional associations like Nurse Practitioners of New York or civic associations like Rotary International



Social: destination weddings, bachelor parties, family reunions, alumni gatherings, etc.



Golf & Sport: golf tournaments, ladies' golf trips, football camps, tennis clinics, etc.

When you approach the BTA with a bring it home idea that lead will be qualified into one of the classifications (above) as part of a comprehensive sales process (below):



Standard practices consider ten rooms per night as the minimum amount necessary to qualify for group travel. Because there are relatively low capacity limits on meeting space and hotel rooms, Bermuda is challenged to accommodate truly large groups – a significant point because some group conventions attract up to 50,000 attendees in other destinations.

In most cases, group business is secured 12 to 36 months in advance. That means a high volume group traveling to Bermuda in October 2015 may have contracted with their host hotel as far back as October 2012. For example, Bermuda’s successful bid with Destination Marketing Association International was secured in May 2015, but the main event isn’t scheduled to happen until April 2017.



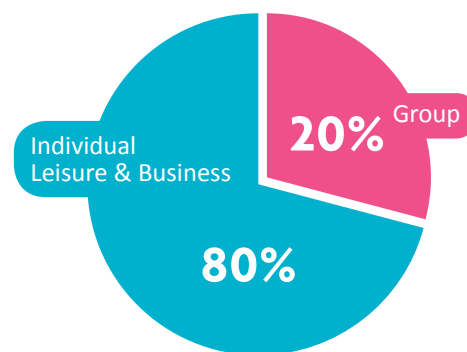
≡ RESOURCES

The BTA’s “Measures & Projections” report gives anyone interested in the tourism economy a monthly snapshot on the pace of hotel bookings 12 months into the future. This pace report can be monitored on a monthly basis on the BTA’s website in the Research & Business Intelligence section. It breaks down the data as either individual or group travel.

In this report (Sept 2015), group room nights are projected to be up 1.6% over the next 12 months. When looking to bring it home this resource gives you an idea where your group business could have the greatest positive impact if its within the next 12 months.

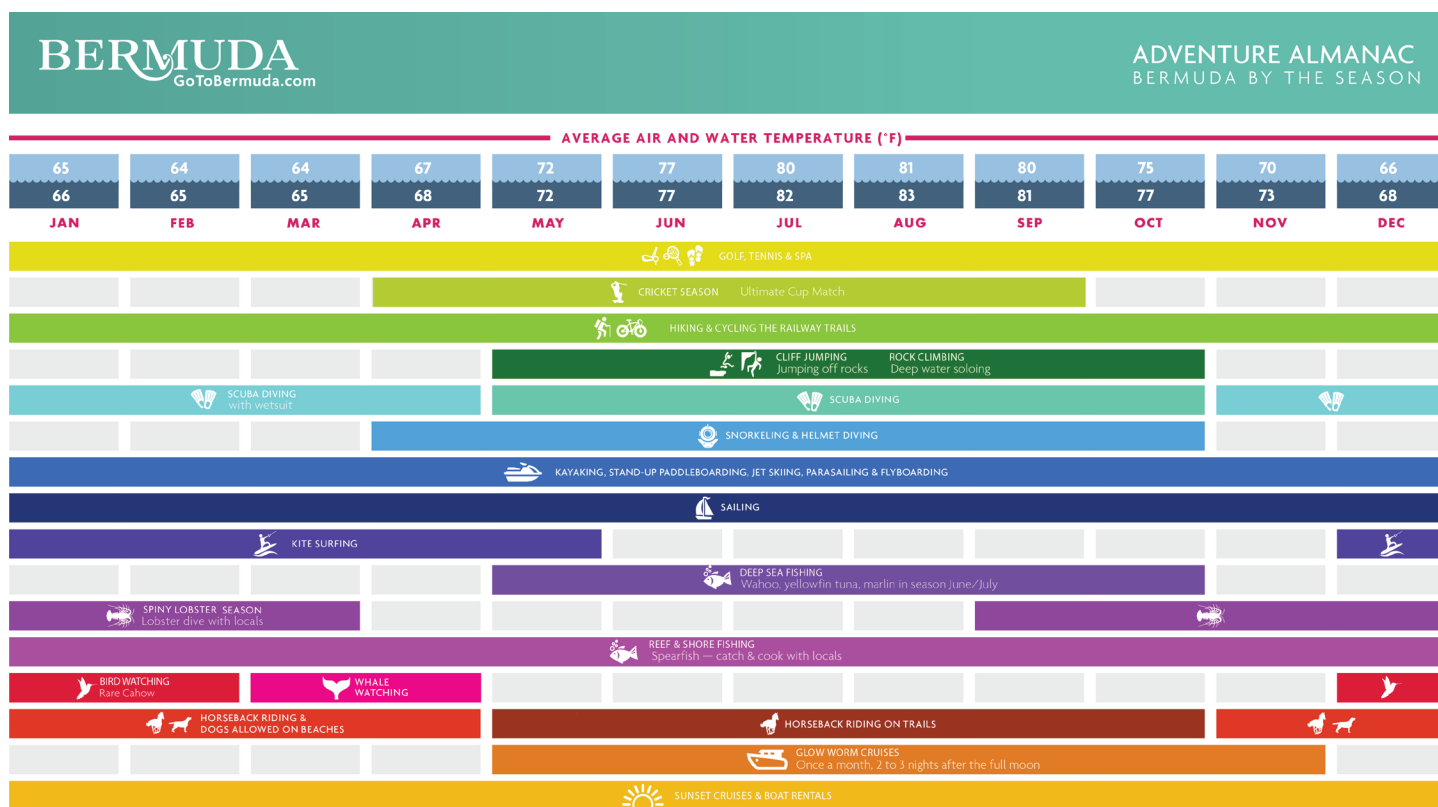
% CHANGE VS.

| LAST YEAR | INDIVIDUAL | GROUP | TOTAL |
|-----------------------|-------------|-------------|-------------|
| September 2015 | 9.7% | 10.3% | 8.9% |
| October 2015 | -4.2% | -9.7% | -6.7% |
| November 2015 | 3.0% | -19.0% | -7.9% |
| December 2015 | 9.7% | -49.3% | -18.6% |
| January 2016 | 7.6% | 30.9% | 15.3% |
| February 2016 | -38.4% | -47.2% | -19.6% |
| March 2016 | -16.3% | 11.1% | 0.8% |
| April 2016 | 13.1% | -8.0% | -2.9% |
| May 2016 | -17.4% | 4.9% | 0.3% |
| June 2016 | -14.3% | -6.8% | -6.6% |
| July 2016 | -24.1% | 471.5% | 96.9% |
| August 2016 | -32.8% | 39.7% | 7.1% |
| Total Variance | 1.7% | 1.6% | 1.3% |



2015 Projected Travel Segment Split

Bermuda is a year-round travel destination and this Adventure Almanac will help you explain to potential group travelers what kinds of experiences are available to them during what parts of the year.



GROUP TRAVEL ACCOMMODATIONS

When the Fairmont Southampton, Bermuda's largest hotel, has the right balance of group and individual business on the books it helps all the other hotels in the local tourism industry. At Elbow Beach Resort for example, the hotel sees a noticeable increase in individual room nights sold when Fairmont Southampton is full with group business. The important point here is that when group business is strong all properties stand to benefit, not just the ones securing the group business. And as previously mentioned, group travelers are not always business travelers, they can be leisure travelers as well.

Shelley Meszoly, Fairmont's Regional Director of Sales & Marketing, said: "When we have a good base of group business on the books everything else falls into place – the resort and the destination have a great year."

CONCLUSION

There is room for growth in the group travel segment and with your help the Bring It Home campaign will open new opportunities for group travelers to discover Bermuda. Remember every time we attract group travel it provides a tremendous boost to the local economy. So now it's time to make it happen. Show your love for Bermuda by helping to bring it home – fill out our online form to get started.