

BERMUDA
TOURISM AUTHORITY

Q2 2017 Report

*Research &
Business Intelligence*

During Q2 of 2017, the Research & Business (RBI) Intelligence Division accomplished the following:

1. A Super Yacht Economic Impact and Legacy Study which provided:
 - a. Fleet overview and sailing patterns
 - b. Perceptions of/feedback on Bermuda as a super yacht destination
 - c. Estimated economic impact of super yachts
 - d. Case studies on 3 super yacht destinations
2. A Quality Index Assessment of Bermuda's experiences using peer review data and benchmarking against competitive destinations.
3. Several online surveys on topics including:
 - a. Visitor brochure request follow-up survey
 - b. Internal operations feedback
4. An Estimated Economic Impact Calculator was developed as an online tool which integrates with the CRM to estimate the value of events and groups to the local economy and return on investment (ROI).



IN ADDITION, RBI CONTINUED THE FOLLOWING:

1. Implement and test an attribution program to track consumers from ad exposure or interaction with social/website/search engine searches/email marketing through to arrival on island and integrate with data from landing cards. This intelligence will help determine which channels/creative are most effective and with which geographic markets and customer types.
2. Assist the America's Cup Economic, Environmental and Social Impact study by providing data and measurements on tourism-related areas.
3. Continued to:
 - a. Monitor and provide analysis on 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
 - iv. Local perception of the BTA and the Tourism Industry to assist with stakeholders and public outreach strategies
 - b. Future demand projections
 - c. Local perception of the BTA and the Tourism Industry to assist with stakeholder and public outreach strategies.

4. 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, etc.

- b. Corporate objective status to staff and Board of Directors.



Product & Experiences

During Q2 of 2017, the Product & Experiences Division accomplished the following:

EXPERIENCES INVESTMENT

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

- Town Crier Competition (April 19 - 22)
- Bermuda Fly-fishing Tournament
- Marion to Bermuda
- Antigua to Bermuda
- Devil's Isle Challenge
- Bermuda Triangle Cup
- Continental Cup Triathlon
- Legends of Squash

These events generated a total of 2015 visitors and 10,075 room nights for the quarter. In addition, another highly successful Bermuda Heroes Weekend event took place from June 16 - 19, 2017.



CULTURAL & LEISURE HIGHLIGHTS

Bermuda Heroes Weekend (BHW) – This year’s carnival celebration was another resounding success based on visitor feedback. Final visitor numbers are pending; however, monitoring throughout the weekend showed more participants at each of the scheduled events, more spectators lining the streets of the parade and more revelers out for the raft-up celebration. The images and footage shared on social media, websites and blogs by visiting artists, journalists and guests provided Bermuda with heightened exposure on various channels targeting a younger demographic. Informal feedback to date this year indicates BHW’s continual product enhancement has made Bermuda a must-go destination among carnival enthusiasts and adventure seekers.



**BERMUDA
HEROES
WEEKEND**

"Come Play With Us"



Hub 1 New Offerings – BTA partnered with Hub 1 museums, tour guides, artisans and attractions to launch a pilot, ‘Meet the Artists’ initiative. The pilot leverages an existing range of assets within the Hub that organically position the East End as an arts district. An initial eight local artists and artisans are participating in this pilot programme. Visitors are provided with behind-the-scenes access to the artists, their stories and inspirations for their work. Additional new events and offerings that continue to build on the Hub’s cultural vitality include Cocktails and Cannons, the Family Forts Festival – both at Fort St. Catherine - and various historic tours.

Wi-Fi Initiative - By the beginning of Q2 installation of free Wi-fi targeting visitors under BTA’s Wi-Fi initiative was completed at five hotspots around the island:

- Gibb’s Hill Lighthouse
- Hamilton Ferry Terminal
- Hamilton Bus Terminal
- Dockyard Visitor Information Centre
- Penno’s Wharf

Through this initiative we have been able to provide a platform that meets visitors expectations for such services; provides mobile access to real time visitor information; and captures important visitor contact information to support future marketing efforts. To date, over 30,000 individuals have logged on to the Wi-Fi platform, with approximately 25% of users requesting further marketing information on Bermuda, on-island activities and special offers.



FREE WI-FI

DOWNLOAD your FREE map, bus schedule and on-island information

@ gotobermuda.com/map
gotobermuda.com/bus

The graphic includes a background image of a harbor with a bus and a large white Wi-Fi symbol. In the bottom right corner, there are icons for a map, a bus schedule, and a brochure.

Celebration Zones – Taking advantage of the excitement during the America’s Cup (AC), BTA partnered with on-island stakeholders to create Celebration Zone events in Hamilton and St. George’s. The events provided additional opportunities for local vendors in line with AC’s Local Business Opportunity Committee objectives. A total of 27 vendors participated at each of the three Celebration Zone events, which celebrated local culture, featured Bermuda entertainers and complimented the on-island activities scheduled for and around AC.



SPORTS TOURISM STRATEGY

America's Cup

Superyacht and J Class Regattas – as part of BTA's participation in AC we supported the Superyacht and J Class Regattas that took place during the event. This included hosting networking and social events, and facilitating high-end experiences for superyacht owners and guests.

Subsequent to the regattas, we conducted feedback sessions with J Class and suoveryacht captains prior to their departure. The sessions provided highly insightful information about their Bermuda experience and how well the island delivered services as a sailing destination. The feedback was overwhelmingly positive; issues mentioned were primarily focused on the ability to provide full marine services (repair and refit). The information will help inform our strategy to grow superyacht business for Bermuda's tourism sector.



World Triathlon Series (WTS)

Representatives from Upsolut Sports, BTA's technical partners for the WTS project, conducted a site visit from 24th – 28th April. Operational meetings also took place with a range of local stakeholders, e.g. Corporation of Hamilton, Government departments, Police Service, Bermuda Triathlon Association. Key elements such as the WTS Bermuda website and back-end registration partner were activated. The first direct live promotion to athletes took place at the WTS event in Leeds, UK on June 11th- 12th.

The following sports events drove more first-time visitors and younger demographics for the quarter:

Bermuda Triangle Cup

The Bermuda Triangle Cup (BTC) attracted 65 overseas athletes accompanied by their parents for a youth football tournament and camp from April 13-17, 2017.

Devils Isle Challenge

The Devil's Isle Challenge attracted over 50 overseas SUP (stand up paddle boarding) athletes to compete and circumnavigate the island on paddleboards. This included several professional athletes and AC skipper Jimmy Spithill, which helped increase media exposure for the event.

Continental Cup Triathlon

This regional event took place from 1st – 9th April for the first time in Bermuda and attracted over 100 triathletes from the US, Canada, Central America and Caribbean region. The Bermuda event attracted a quality field of professional athletes, who provided positive feedback on the experience. The event was regarded as a precursor to WTS Bermuda 2018.



SAILING

Marion to Bermuda - In conjunction with the Royal Hamilton Amateur Dinghy Club, this bi-annual event attracted over 50 visiting yachts from June 9-15, 2017. This level of participation resulted in over 1500 visitors from the event for Bermuda. This year, the organizers created the M2M2B Rally (Maine to Marion to Bermuda) to extend the opportunity to additional participants, enhancing the event and achieving significant response.

Antigua to Bermuda Race - In conjunction with the Royal Bermuda Yacht Club in association with Antigua Sailing Week, the inaugural Antigua Bermuda Race took place from May 9-17, 2017. The event was very successful, attracting 22 visiting yachts and over 300 visitors, an impressive result for a first-time regatta. There was also extensive coverage throughout key sailing media. In addition, over half the visiting yachts remained in Bermuda for a month after the race to view AC racing, extending the economic impact from the event.



CRUISE SHIP STRATEGY

Disney Cruises to Bermuda – we announced during the quarter that Disney Cruise Line will sail to Bermuda for the first time next year. There will be a total of five inaugural calls from New York in October 2018. This new partnership is part of BTA’s diversification strategy in regard to cruise business. It will also present the opportunity to partner with Disney on product development and port experiences.

Dedicated Cruises (St. George’s) – the schedule of 16 dedicated cruise ship calls to St. George’s for 2017 began during the quarter. The calls by high-end brands Regent Seven Seas and Oceania were negotiated as part of Bermuda’s overall partnership with parent company Norwegian Cruise Line Holdings. This result is part of BTA’s ongoing strategy to secure expanded small ship service to the East End.

Visitor Experience (Taxis and Credit Cards) – we announced that 60 additional taxi operators would begin accepting credit cards, under BTA’s continued strategy to enhance overall visitor experience and entrepreneurial opportunities. This development was achieved in conjunction with Butterfield Bank, local card terminal provider Spectropay and MasterCard, which is enabling “tap-and-go” technology for payment systems.



Sales & Marketing

Travel, Room nights Group & PR Dashboard

KEY METRICS	YTD 2016	YTD 2017	2017 GOAL	% OF GOAL YTD	% Δ YOY (YTD)
Total Visitor Spending Influenced by BTA	\$ 41,743,064	\$ 40,072,496	\$ 81,120,315	49%	-4%
Total Room Nights Influenced by BTA	84,503	71,636	139,656	51%	-15%
Total Leisure Room Nights	50,411	46,252	92,123	50%	-8%
Total Group Room Nights	34,092	25,384	47,533	53%	-26%
Sales & Marketing Group Room Nights	23,705	9,879	25,200	39%	-58%
America's Cup Group Room Nights		10,980	6,979	157%	
Product Group Room Nights	10,388	4,525	15,354	29%	-56%
S&M Group Sales Leads	211	229	439	52%	9%
S&M Group Sales Calls	286	268	603	44%	-6%
Number of Journalists Assisted	888	533	1,700	31%	-40%
*Earned Media Generated	\$5,884,141	\$12,306,292	\$23,000,000	54%	109%
*Coverage in Top 100 Outlets	78	416	220	189%	433%
*Average Quality Coverage Score	68%	73%	71%	103%	9%
PR Impressions Generated	342,160,053	1,135,042,357			232%

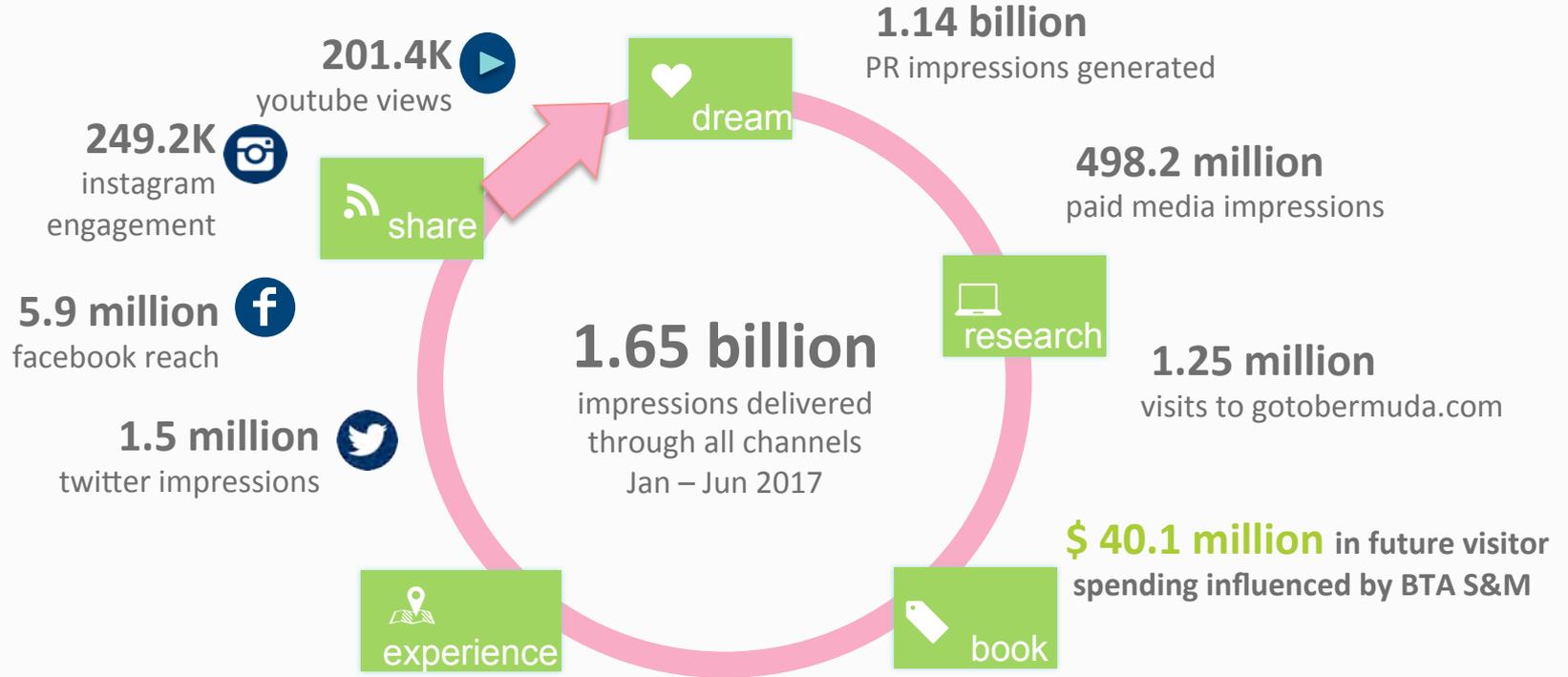
Digital Dashboard

KEY METRICS	YTD 2016	YTD 2017	2017 GOAL	% OF GOAL YTD	% Δ YOY (YTD)
Total Website Visits	1,038,365	1,248,601	2,375,000	53%	20%
Desktop Traffic	496,056	586,453			18%
Mobile Traffic	269,129	513,153			91%
Tablet Traffic	282,490	149,001			-47%
Website Page Views	2,155,606	3,322,804	5,500,000	60%	54%
Time on Site	1:59	2:13	2:20	95%	11%
Newsletter Subscribers	235,507	290,710	268,000	108%	23%
Newsletter Open Rate	14%	12%	15%	78%	-18%
Consumer Inquiries	789	373			-53%
Internet/Email	547	173			-68%
Phone	242	200			-17%
Brochure Requests	22,470	16,290			-28%
Individual	3,548	4,467			26%
Bulk	18,922	11,823			-38%

Social Dashboard

KEY METRICS	YTD 2016	YTD 2017	2017 GOAL	% OF GOAL YTD	% Δ YOY (YTD)
Facebook Followers (month gained/YTD total)	247,333	337,792	380,000	89%	37%
Facebook Total Reach	3,854,311	5,936,269	15,000,000	40%	54%
Facebook Engagement	332,711	262,293	1,300,000	20%	-21%
Twitter Followers (month gained/YTD total)	20,005	24,250	25,000	97%	21%
Twitter Impressions	1,689,432	1,460,971	2,300,000	64%	-14%
Twitter Engagement	44,404	35,517	90,000	39%	-20%
Instagram Followers (month gained/YTD total)	24,861	38,317	43,000	89%	54%
Instagram Engagement	126,430	249,201	450,000	55%	97%
YouTube Subscribers (month gained/YTD total)	1,479	1,743	1,700	103%	18%
YouTube Total Views	94,667	201,404	300,000	67%	113%
YouTube Minutes Watched	176,924	239,740	450,000	53%	36%
Pinterest Followers (month gained/YTD total)	2,064	2,406	2,750	87%	17%
Pinterest Repins	1,363	1,327	3,500	38%	-3%

2017 YTD Marketing Snapshot



Sales & Event Engagement

Events & Engagement

Event Name	Location	Start Date	End Date	Type
Simpleview Summit	Tucson AZ	4/3/17	4/6/17	Group
Virtuoso Travel Week Tour	New York NY	4/6/17	4/7/17	Travel Trade
AFCI Locations Show	Burbank CA	4/6/17	4/7/17	Travel Trade
Nomadness Travel Tribe Site Visit	Bermuda	4/8/17	4/10/17	Group
Adventure Travel - Elevate Conference	Idaho	4/11/17	4/14/17	Group
Exclusive Travel Group Destination Training	Bethpage, NY	4/12/17	4/12/17	Travel Trade
AC Lionfish Event	Bermuda	4/19/17	4/19/17	Press Trip
KCMA - Bermuda Site Visit	Bermuda	4/20/17	4/22/17	Group
Virtuoso Fam Trip	Bermuda	4/20/17	4/24/17	Travel Trade
CHICOS Press Conference	Bermuda	4/20/17	4/20/17	Press Trip
Incentive Travel Exchange	Las Vegas NV	4/23/17	4/26/17	Group
Brides Magazine Shoot	Bermuda	4/23/17	4/27/17	Promotion
RIMS	Philadelphia	4/23/17	4/27/17	Group
WestJet Vacations Product Launch	Toronto, Mississauga, Montreal	4/24/17	4/27/17	Travel Trade
Destination Think Fam Trip	Bermuda	4/26/17	5/1/17	Press Trip

Event Name	Location	Start Date	End Date	Type
Afar Experiences	Bermuda	4/27/17	4/30/17	Promotion
Sailors Ball	NYC	4/29/17	4/29/17	Promotion
CBS Sports Digital Shoot	Bermuda	4/30/17	5/4/17	Press Trip
Gear Patrol Photo Shoot	Bermuda	5/1/17	5/5/17	Press Trip
Connect NY	NYC	5/2/17	5/2/17	Group
BizBash Expo	Florida	5/4/17	5/5/17	Group
AA Vacations Destination Training	Phoenix AZ	5/5/17	5/5/17	Travel Trade
Land Rover/1851 Trust Roadshow	Portsmouth	5/5/17	5/16/17	Promotion
Today Show - filming segments in advance	Bermuda	5/7/17	7/11/17	Press Trip
Bermuda Week at Harlem Eat Up Festival	Bermuda	5/8/17	5/16/17	Promotion
Virtuoso Travel Week Tour	Vancouver, Toronto, Montreal	5/9/17	5/12/17	Travel Trade
Academy Trips Site Visit	Bermuda	5/10/17	5/14/17	Travel Trade
Land Rover/1851 Trust Roadshow	Salford, Manchester	5/12/17	5/13/17	Promotion
GOGO Worldwide Vacations	West Palm Beach FL	5/15/17	5/15/17	Travel Trade

Event Name	Location	Start Date	End Date	Type
CNN Travel with Brekke Fletcher	Bermuda	5/15/17	5/20/17	Press Trip
Today Show – 10am Hour – 2 shows	Bermuda	5/15/17	5/19/17	Promotion
American Express Travel & Lifestyle	Sunset FL	5/16/17	5/16/17	Travel Trade
GOGO Worldwide Vacations	Miami FL	5/16/17	5/16/17	Travel Trade
ALHI Luxury Showcase	Milwaukee/Chicago	5/17/17	5/18/17	Group
ALHI Luxury Showcases Northeast Roadshow	Philladelphia, NJ, CT	5/17/17	7/19/17	Group
JetBlue Vacations Destination Training	Orlando FL	5/18/17	5/18/17	Travel Trade
JetBlue Press Conference in Bermuda with North American press	Bermuda	5/18/17	5/21/17	Press Trip
Orlebar Brown influencer trip	Bermuda	5/19/17	5/22/17	Press Trip
BBC Travel Show at Hamilton Princess/Assist with experience	Bermuda	5/20/17	5/26/17	Press Trip
Linda Cooper – Travels with Linda	Bermuda	5/21/17	5/24/17	Press Trip
				Group
BizBash Hall of Fame	NYC	5/24/17	5/24/17	

Event Name	Location	Start Date	End Date	Type
America's Cup Client + Media Networking	Bermuda	5/26/17	6/28/17	Group + Media
Land Rover/1851 Trust Roadshow	Largs, Scotland	6/2/17	6/3/17	
Engage 17	Grand Cayman	6/5/17	6/8/17	Group
ALHI Executive Women in Leadership Roundtable	San Diego, CA	6/8/17	6/10/17	Group
Land Rover/1851 Trust Roadshow	Cardiff, Wales	6/9/17	6/10/17	
Travel Professionals International	Toronto	6/12/17	6/12/17	Travel Trade
Land Rover/1851 Trust Roadshow	London	6/16/17	6/17/17	
Romance Travel Forum	Punta Cana, DR	6/19/17	6/23/17	Group
IAGTO	Miami	6/25/17	6/28/17	Golf
Delta Vacations Destination Training	Atlanta	6/28/17	6/28/17	Travel Trade
Connect NE	Portland ME	6/28/17	6/29/17	Group

Sales Engagement Highlights

Virtuoso Travel Week Tour, New York, NY April 6 - 7

Participated in 86 one-on-one four minute appointments
with a total of 156 agents

Exclusive Group Travel Inc, Bethpage, NY April 12

Conducted 4 one-hour destination presentations for 60
reservations agents



Nomadness Travel Tribe Site Visit Bermuda April 7-9, 2017

- Hosted Evita Robinson, Founder of Nomadness Travel Tribe
- Looking to secure a location for 2018 Weekend Summer BBQ - 150 people (450 room nights)
- Working with Evita to host Annual General Meeting of partners on island, January 2018



Adventure Travel - Elevate Conference
Coeur d'Alene, Idaho
April 11 - 14, 2017

- Thought-leaders and practitioners in the adventure travel industry will come together
- 300 delegates – mostly representatives of North American-based tour operators, travel advisors
- Educational sessions, workshops, and creative networking
- 2 leads developed for 2018





**Virtuoso Fam Trip
Fairmont Southampton
April 20 - 23**

Hosted a 5 day/4 night site trip with 8 agents

**American Airlines Vacations, Tempe. AZ
May 5**

Conducted 4 one hour Destination presentations
- 106 reservations agents

Incentive Travel Exchange
Las Vegas, NV
April 23 - 26, 2017

- One on one appointment based show, meeting with 31 hand selected and fully vetted corporate planners across North America
- Generated 2 leads

RIMS Annual Conference & Expo
Philadelphia PA
April 24 - 26, 2017

- Partnered with BDA (Bermuda Business Development Agency); Literature disseminated, 3,000+ attendees
- Joint Client Reception with BDA



GOGO WWV (Flight Centre) Road Shows
West Palm Beach, FL
May 15

Participated in 17 five-minute table appointments (WPB)
with 62 agents



Miami, FL
May 16

Participated in 17 five-minute table
appointments (MIA) - 53 agents



American Express Travel & Lifestyle
Sunrise, FL
May 16

Conducted destination training jointly
with Hamilton Princess & Beach Club - 94
agents



JetBlue Vacations
Orlando, FL
May 18

Conducted 3 one and a half hour
Destination presentations. Joined by
Elbow Beach and Hamilton Princess - 57
reservations agents

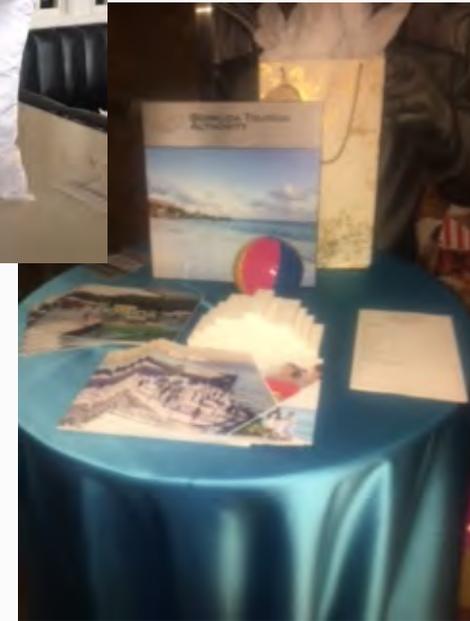


ALHI (Associated Luxury Hotels International) Showcase Milwaukee WI & Chicago IL May 17 - 18

- Annual Road Show hosting clients from both Markets Association and Corporate
- Prospects – clients seeking locations for future meetings 2018, 2019 and 2020 with group sizes ranging from 50 – 300 people

ALHI North East Roadshow Philadelphia, NJ, CT May 17 – 19, 2017

- Attended 2 events in Philadelphia; luncheon & dinner
 - Networked with over 70 people between both and confirmed 2 programs for 2017
- Attended a dinner reception with over 80 attendees
 - Generated a lead for 45 rooms night; site visit followed in June 2017
- Attended a dinner with approximately 45 corporate planners in attendance
 - Received signed contract for 300 room nights in hand after 2 years to the event of working with client



JetBlue Vacations
Salt Lake City, UT
May 24

Conducted 4 one and a half hour Destination presentations
- 80 reservations agents



Delta Vacations
Atlanta, GA
June 28

Conducted Destination training presentation
- 43 sales & marketing agents



**Engage Luxury Wedding Summit
Grand Cayman
June 5-9, 2017**

- Opportunity to network with over 100 Luxury Wedding Professionals
- 3 Opportunities for future South Asian Weddings



**ALHI Executive Women in Leadership Conference
San Diego CA
June 8 - 10**

12th annual conference provided target education and networking for 65 senior-level women executives from hospitality and meetings industries, including meeting professionals and hotels



Romance Travel Forum June 19-23, 2017 Punta Cana

- 40 One on One Appointments
- Created wedding planner incentive - contract 10 or more rooms and hotel will pay for planners accommodation for two
- Generated 2 leads

Connect NE Portland ME June 28 - 29

Education conference and appointment-only trade show with 22 one on one meetings

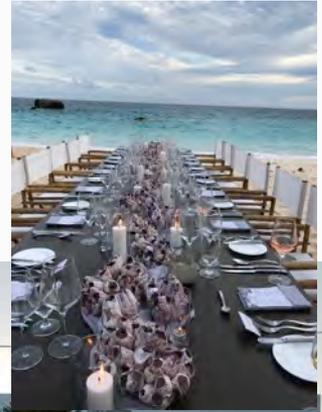
- 4 Prospects - 2018 & 2019
- Group sizes ranging from 20 - 110 people (Association & Corporate)



America's Cup Media + Client Engagement Bermuda

Hosted nearly 100 clients including members of Event Advisory Board, media, travel trade, event planners and their guests during America's Cup, showcasing Bermuda's unique attributes for events, meetings, and leisure travel

Dates	Group
May 25-29	UK Media + Trade
June 9-13	Hotel Investment + Industry Executives
June 13-16	Social + Sports Planners
June 16-20	Corporate + Incentive Planners + Media
June 20-23	Association Planners + Media
June 23-27	Event Advisory Board + Media





America's Cup Event Village

- 50 x 50 interactive footprint staffed daily
- Created a welcoming, immersive experience at the America's Cup Event Village that celebrated the mystique and sailing heritage of Bermuda, evoked pride in Bermudians and a feeling of belonging in visitors, and encouraged all to explore, experience & spend in Bermuda
- Included colouring book wall, Bermuda insider locations map, interactive quiz app, temporary tattoo station & photo activation
 - Prints - 1,747
 - Impressions - 10,461,652
 - Reach - 7,672,898
 - Interactions - 33,504



Paid Media & Partner Marketing

Overview

- Q2 integrated media programs attained over 311.7 million gross impressions
- Garnered a total of 911,911 digital media web visits and 3,452,139 non-web engagements for the quarter
- Pacing at 57% for media engagements through Q2 (benchmark is 50%)
- CTR at .29% for Q2, which compares favorably to the industry standard of .05 - .15%
- Cost per engagement averages \$0.19 for the quarter, which is also where we ended Q1
- 3,425 flights from Adara Impact in Q2 (6% increase quarter-over-quarter); 6,641 flights booked YTD

Media Highlights

CAMPAIGNS BY MONTH

***Brand, Golf, Group: Apr-Jun ; America's Cup: Apr-May
Summer Fridays: May-Jun***

INTEGRATED PARTNERSHIPS

Continued integrated campaigns with AFAR, Conde Nast Traveler, Garden & Gun, New York Magazine, New York Times, New Yorker and T+L - activating and planning several event extensions

PROGRAMMATIC SOLUTIONS

Tested PMP packages (private marketplace) with DataXu, targeted towards publications like InStyle, Glamour, W, NYT Fashion

NOTEWORTHY EXECUTIONS

PureWow (lifestyle publisher, direct buy), attention-getting OOH in NYC, Boston and Philly, programmatic native with TripleLift

BRAND RESULTS

High level overview of performance for all media placements assigned to brand creative

- 168.2MM impressions
- 3,253,902 engagements
- \$0.18 cost per engagement
- 18,202 signals of intent; click to book
- 1,276 leads; request for more info
- Top performers for driving web traffic were Experian, Facebook, Trip Advisor, Digilant and Sojern

Summer Fridays Overview

CAMPAIGN TIMEFRAME: MAY-JUN

GEO-TARGETING

New York Tri-State, Boston, DC Metro, Chicago, Philadelphia, Atlanta, Providence, Newport

CHANNELS

- Campaign includes digital, social and OOH extensions
- Out-of-Home: taxi toppers in both NYC and Boston. Purchased a #25 showing, meaning that 25% of consumers living/working in each market were exposed to the SF message on a daily basis.
Wallscape on SoHo storefront.

SUPPORTING MEDIA

Ran television schedules concurrently in NYC, Boston, DC and Philly. Flight dates were 5/1-5/14.

SITE TRAFFIC YOY

Web traffic increased 44.9% (organic + paid media) YOY for same time period (5/1-6/30)

- 2016: 354,846
- 2017: 514,497

RETAIL OFFER 4TH NIGHT FREE

- 128.7MM impressions
- 561,479 engagements
- \$0.24 cost per engagement
- 1,274 signals of intent; click to book
- 173 leads; request for more info
- Top performers for driving web traffic were eTarget, DataXu, Dunhill and Facebook
- PureWow (custom content, lifestyle publisher) is driving high engagements, with consumers spending upwards of 4 minutes with Bermuda content

SUMMER FRIDAYS RESULTS

High level overview of performance for all media placements assigned to Summer Fridays creative

New Yorker

- 2-page colouring book spread
- Summer Reading Issue
- Tablet inclusion featuring custom billboard unit and interactive map
- 4x Dedicated emails
- On sale for two weeks starting 5/30
- 10,000 sweepstakes entries



NEW YORKER



Making Space: Women Artists and Postwar Abstraction," at the Museum of Modern Art, looks like a typical ranch of styles: minimalist survey, tracking high points in the boom decades of abstract art. There are ninety-four works by fifty-three international artists, all but one of them drawn from the museum's collection, dating from 1942 to 1969. They are grouped in categories of gestural, geometric, reductive, and "occasional" abstraction, supplemented with fabric, ceramics, and decoration. The show's curator, Starr Figura and Sarah Minter, with assistance from Hillary Retco, have exercised just one unusual criterion: nothing by a man.



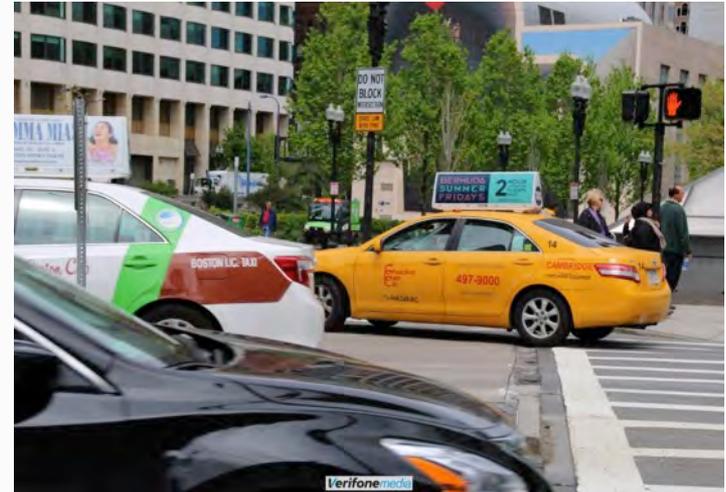
show: *Women Artists and Postwar Abstraction*, at the Museum of Modern Art, New York

The list is by no means complete. In fact, rather, the contrary: most of the works were acquired in an art world—and a culture—that dismissed the feminine, presenting women less with glass ceilings than with absent floors. The level of quality is high—transcendently so (a work by Joan Mitchell and Agnes Martin—for the drama of the show is in the late-invention, solitary struggles against steep odds). That changes only toward the end, with the dawn of an era in which such newcomers as the post-minimalist sculptors Eva Hesse and Lynda Bengtson could at once possess important developments in art and master them with peacefully suppositional qualities that are not about what the female body is like—the fascination of male artists, for all that—but about what it's like to have



OOH Creative

VERIFONE MEDIA - NYC & BOSTON TAXI TIPS

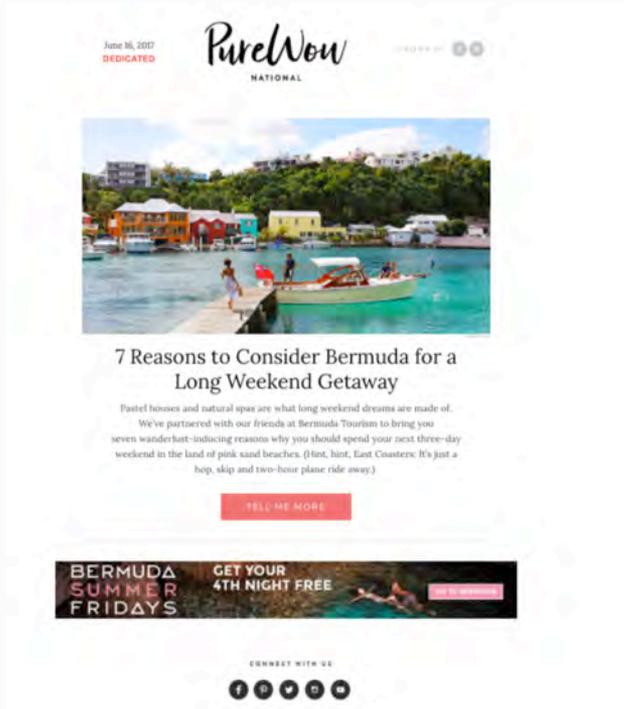


OOH Creative

NYC SOHO
STOREFRONT
WALLSCAPE



Digital Creative



PureWow



The New Yorker



MobileFuse

Add'l Campaign Reporting

CANADA

- Campaign timing: 6/15-6/30
- Geo-targeted to Toronto, Ontario
- Goal is to achieve an efficient cost per engagement (CPE) driving to .CA landing page
- Partners included Adara, Kayak and Trip Advisor
- Performance highlights:
 - 583,389 impressions
 - Adara driving the lowest CPE at \$1.79
 - Campaign only live for a couple weeks, so spend still relatively low at just over \$5K

GROUP

- Campaign timing: 4/1-5/31
- Goal is to increase site traffic to gotobermuda.com/meetings-groups
- Running with Digilant only, may include LinkedIn later in the year (as well as online presence in Prevue, BizBash, etc)
- Performance highlights:
 - 2,924,757 impressions
 - Over 24K web visits
 - 155,761 completed video views

Web Metrics

Web Metrics

TRAFFIC

Traffic was up 32.65% in Q2, due mostly to increases in banner, organic, paid search, and email traffic.

Email traffic in particular saw a huge boost, from 8,034 sessions last year to 56,588 sessions this year, along with improved engagement metrics

Banners also saw a large increase, from 138,465 sessions last year to 209,269 sessions this year. Again, all engagement metrics improved along with the traffic increase.

POPULAR LANDING PAGES

Homepage -16.35% of traffic

[/35th-americas-cup/](#) - 6.00% of traffic

[/promotion/summer-fridays-bermuda](#) - 5.54% of traffic

[/places-to-stay](#) - 2.70% of traffic

[/island-experiences/](#) - 2.36% of traffic

Digital Dashboard Metrics – 2017 YTD

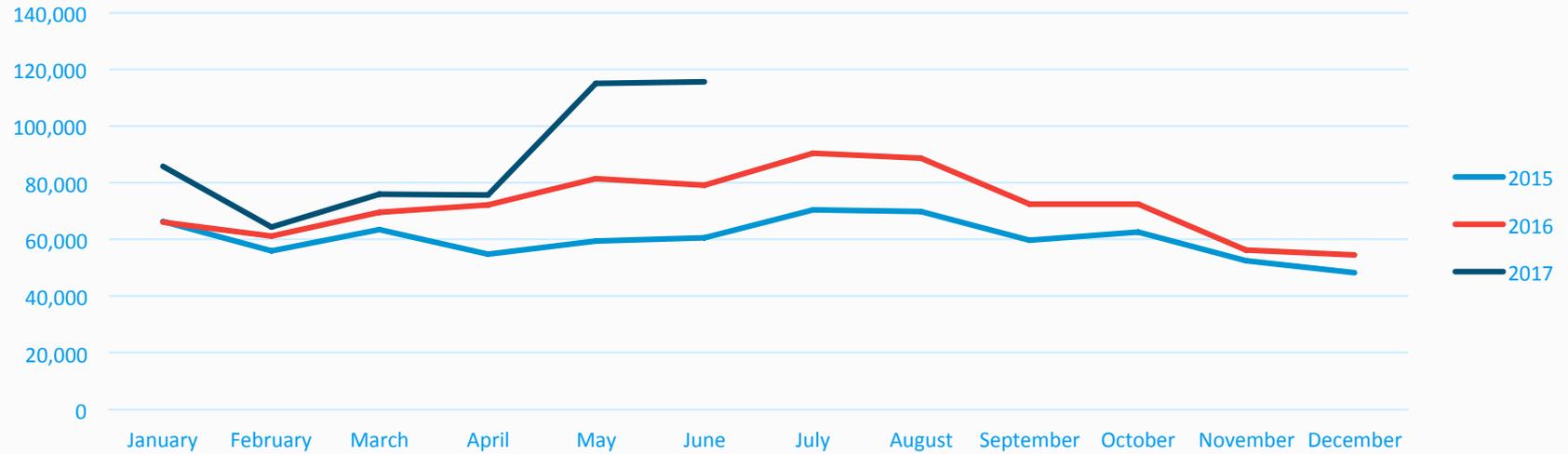
- 1,245,900 website visits – combined
 - 1,168,900 to .com site
 - 77,000 to .uk site
- 584,300 desktop visits – combined
 - 558,500 to .com site
 - 25,800 to .uk site
- 512,500 mobile visits – combined
 - 477,500 to .com site
 - 35,000 to .uk site
- 149,200 tablet visits – combined
 - 133,000 to .com site
 - 16,200 to .uk site
- 3,314,200 pageviews – combined
 - 3,143,300 to .com site
 - 170,900 to .uk site
- Average Time on Site – 2:15 (.com)

Total Site Traffic & Goals

- 33% YoY growth in site sessions for Q2 2017
 - 159,000 additional visits – 645,800 sessions in Q2
 - 625,300 additional pageviews (+59%) – 1,682,600 pageviews in Q2
- 30.1% of all sessions completed a conversion goal in Q2
- New site has shown significant increase in goal completion
 - Time on Site Over 3:30 – 123,100 – **91% increase over Q2 2016**
 - Brochure Downloads – 15,550 – **78% increase over Q2 2016**
 - Brochure Orders – 2,330 – **55% increase over Q2 2016**
 - eNews Registration – 1,900 – **176% increase over Q2 2016**
 - Booking Widget Clicks (New in 2017) – **9,225**
- Total Partner Referrals – 57,350
 - Partner referrals – 49,600
 - Deal referrals – 4,230
 - Event referrals – 3,520
- Total Partner Pageviews – 214,000
 - Profiles – 142,700
 - Deals – 37,100
 - Events – 34,200
- 27% Click-Through Rate to Partners

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
- 31% YoY growth in Q2 2017 – 73,200 additional visits
- 16% of organic entrances landed on America’s Cup hub page



Google Rank Improvements

- The number of keywords the site ranks for on Page 1 of Google has grown 9% or 137 keywords YoY
- 48 Page 1 keywords for America's Cup content – up from 11 in June 2016

	June 2017	June 2016	YoY Change
Ranked on Page 1	1,615	1,478	+9%
Ranked on Page 2	920	669	+38%
Ranked on Page 3	375	330	+14%
Ranked on Pages 4-10	1,451	2,139	-32%

SEM Performance

In Q2, SEM campaigns delivered a total of 145,754 clicks, with an average CPC of \$0.73 and a CTR of 3.78%. Total spend for the quarter was \$105,712.29, with 36,014 total conversions.

Month	Impressions	Clicks	CTR	CPC	Spend	Avg Pos.	Conversions
April	1,211,958	38,661	3.19%	\$ 0.80	\$ 30,817.72	2.7	9,981
May	1,334,357	55,758	4.18%	\$ 0.64	\$ 35,565.21	2.7	13,323
June	1,314,512	51,335	3.91%	\$ 0.77	\$ 39,329.36	2.0	12,710
Total	3,860,827	145,754	3.78%	\$ 0.73	\$ 105,712.29	2.5	36,014

- Quarterly Comparison
 - Clicks up 10% from Q1
 - CPC improved by -\$0.06 from last quarter
 - CTR increased to 3.78%
 - Spend is up 1% with a 14% lift in conversions
- Bounce Rate for Q2 was 47%
- Benchmark Comparison
 - CTR is well above the 3% benchmark
 - CPC is competitive under the \$1 mark
 - Industry Bounce Rate is between 45-50%

Campaigns

YoY Q2 Comparison:

- 61% increase in clicks from Q2'16 (previously 90,608; now 145,754)
- CTR increased from 2.21% to now 3.78%
- CPCs have improved from \$1.07 down to \$0.73 overall
- Conversions have increased by 85% YoY (previously 19,519; now 36,014)

New Promotions Live in Q2:

- America's Cup
- Summer Fridays
- New TrueView Videos & Gmail ads swapped out for summer

The Bing logo, featuring the word "bing" in a lowercase, blue, sans-serif font.The Google logo, featuring the word "Google" in its characteristic multi-colored, sans-serif font.The Gmail logo, featuring the word "Gmail" in a multi-colored, sans-serif font, with the "M" containing an envelope icon.The YouTube logo, featuring the word "You" in black and "Tube" in white inside a red rounded rectangle.

TrueView Video Ads

TrueView Performance

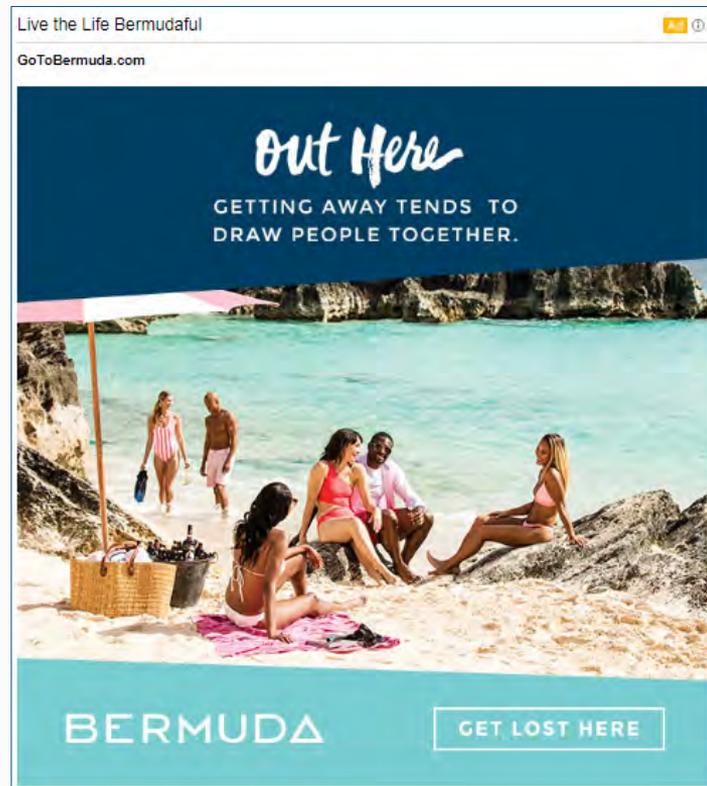
- Tested out longer versions of pre-roll video
 - Although we received a healthy amount of views, the VTR and % rate played were much lower than average for the extended lengths
 - We recommend keeping videos under :60 seconds
- Layered in more activity-specific videos for the spring/summer months
 - Videos with a specific focus performed well
 - We recommend continuing to utilize the themed videos to grow user awareness

Campaign	Imp	Views	VTR	Avg CPV	Cost	Clicks		Video Played to			
						to Site	25%	50%	75%	100%	
TrueView_Bermuda_LifeBermudaful_1:25	44,597	10,779	24.17%	\$ 0.07	\$ 706.81	156	29.38%	20.43%	16.55%	13.76%	
TrueView_Bermuda_Lionfish_3:30	29,388	8,225	27.99%	\$ 0.06	\$ 530.67	123	22.30%	16.17%	13.39%	10.27%	
TrueView_Bermuda_Chancery Lane_ :15	24,787	7,282	29.38%	\$ 0.05	\$ 341.98	95	94.04%	52.86%	36.36%	29.54%	
TrueView_Bermuda_Cave Swimming_ :15	24,528	7,237	29.51%	\$ 0.05	\$ 341.97	70	94.37%	53.00%	36.69%	29.67%	
TrueView_Bermuda_Biking_ :30	23,411	6,871	29.35%	\$ 0.05	\$ 341.93	71	61.29%	41.66%	33.73%	29.88%	
TrueView_Bermuda_ChooseAdventure_0:15	22,159	6,672	30.11%	\$ 0.05	\$ 341.97	74	95.02%	51.63%	36.34%	30.30%	
TrueView_Bermuda_Watersports_1:45	17,984	5,337	29.68%	\$ 0.06	\$ 302.90	52	32.24%	23.79%	19.64%	16.74%	
TrueView_Bermuda_NewYorker_ :30	17,509	5,288	30.20%	\$ 0.06	\$ 306.85	43	64.93%	42.28%	35.18%	31.00%	
TrueView_Bermuda_WhaleWatching_2:30	15,876	3,967	24.99%	\$ 0.07	\$ 271.31	91	21.88%	15.09%	12.01%	9.92%	
Trueview_Bermuda_Whales_ :30	6,191	1,730	27.94%	\$ 0.06	\$ 97.91	26	57.82%	37.89%	31.85%	26.45%	
TrueView_Bermuda_Choose Adventure_ :15	4,769	1,450	30.40%	\$ 0.05	\$ 70.32	16	94.24%	50.57%	35.75%	30.22%	
TrueView_Bermuda_ExperienceBermudaful_0:15	1,594	512	32.12%	\$ 0.05	\$ 25.56	7	94.55%	55.23%	39.39%	32.25%	
Total	232,793	65,350	28.07%	\$0.06	\$3,680.18	824	63.51%	38.38%	28.91%	24.17%	

Gmail Ads Performance

Month	Impressions	Clicks	CTR	CPC	Spend	Avg Pos.
Gmail Ads_Bermuda_Get Lost Here	94,965	19,286	20.31%	\$ 0.38	\$ 7,394.18	1
Gmail Ads_Bermuda_Summer Fridays	43,253	9,236	21.35%	\$ 0.43	\$ 3,936.40	1
Total	138,218	28,522	20.64%	\$ 0.40	\$ 11,330.58	1

- Running multiple themed Gmail ads
 - Get Lost Here
 - Summer Fridays
- We recommend continuing to include Gmail ads for the various promotions as they are great for awareness



Expanded Ad

BERMUDA

eNewsletter

BERMUDAΔ

Overview & Highlights

APRIL 2017

Bermuda Heroea Weekend
 June 16-19, 2017
 This annual event is one of the best times to experience the beauty of Bermuda's shores. Discover the delights of the sea by playing water polo, swim, and sunbath in Bermuda's iconic turquoise waters. Enjoy a private sunset cruise, get in to enjoy relaxing and fun activities, or explore the pretty beaches near sunset.

[EXPLORE EXPERIENCE](#)

SMOOTH SAILING
 For families, see why it's the best time to visit the picturesque beauty of Bermuda's shores. Discover the delights of the sea by playing water polo, swim, and sunbath in Bermuda's iconic turquoise waters. Enjoy a private sunset cruise, get in to enjoy relaxing and fun activities, or explore the pretty beaches near sunset.

[EXPLORE EXPERIENCE](#)

Catch a Wave
 This is our last Bermuda edition, the most exciting and exhilarating of sports. Feel the thrill of the waves as you surf the best of Bermuda's south coast. Surfing is a fun and exciting sport, and it's a great way to experience the beauty of Bermuda's shores.

[EXPLORE EXPERIENCE](#)

Seasonal Diversity
 From the warm weather of the summer months to the cool weather of the winter months, Bermuda offers a wide range of seasonal experiences. Enjoy the beauty of the island year-round, and experience the best of Bermuda's shores.

[EXPLORE EXPERIENCE](#)

The Great Sound
 For generations, Bermuda's Great Sound has been a place of beauty and tranquility. Enjoy the beauty of the island year-round, and experience the best of Bermuda's shores.

[EXPLORE EXPERIENCE](#)

UPCOMING EVENTS
Out Here

Bermuda Heroea Weekend
 June 16-19, 2017
 This annual event is one of the best times to experience the beauty of Bermuda's shores. Discover the delights of the sea by playing water polo, swim, and sunbath in Bermuda's iconic turquoise waters. Enjoy a private sunset cruise, get in to enjoy relaxing and fun activities, or explore the pretty beaches near sunset.

[START PLANNING](#)

MAKE A SPLASH IN BERMUDA

Start Planning
 YOUR AMERICA'S CUP ADVENTURE
 Get a head start on your experience of the 35th America's Cup, presented by Louis Vuitton. Start creating your adventure on the water by purchasing your seat on the official spectator boats with one of Bermuda's Top Cruise Experiences, or start planning a long weekend escape with the Bermuda Cup package.

[LEARN MORE](#)

CONNECT WITH US
 1 2 3 4 5

This email was sent to: bernie@imgo.com

BERMUDA | EXPLORE | STAY | PLAN | DEALS

UPCOMING EVENTS
Out Here

START EXPLORING SOONER
 Start your Bermuda Cup package today! This package is one of the best ways to experience the beauty of Bermuda's shores. Discover the delights of the sea by playing water polo, swim, and sunbath in Bermuda's iconic turquoise waters. Enjoy a private sunset cruise, get in to enjoy relaxing and fun activities, or explore the pretty beaches near sunset.

[START PLANNING](#)

Check Your Adventure
 Discover the beauty of Bermuda's shores. Discover the delights of the sea by playing water polo, swim, and sunbath in Bermuda's iconic turquoise waters. Enjoy a private sunset cruise, get in to enjoy relaxing and fun activities, or explore the pretty beaches near sunset.

[LEARN MORE](#)

A Perfect Weekend
 This is our last Bermuda edition, the most exciting and exhilarating of sports. Feel the thrill of the waves as you surf the best of Bermuda's south coast. Surfing is a fun and exciting sport, and it's a great way to experience the beauty of Bermuda's shores.

[EXPLORE EXPERIENCE](#)

Visit The City
 Discover the beauty of Bermuda's shores. Discover the delights of the sea by playing water polo, swim, and sunbath in Bermuda's iconic turquoise waters. Enjoy a private sunset cruise, get in to enjoy relaxing and fun activities, or explore the pretty beaches near sunset.

[LEARN THE HISTORY](#)

Heading to the Cup
 Discover the beauty of Bermuda's shores. Discover the delights of the sea by playing water polo, swim, and sunbath in Bermuda's iconic turquoise waters. Enjoy a private sunset cruise, get in to enjoy relaxing and fun activities, or explore the pretty beaches near sunset.

[LEARN MORE](#)

MAY 2017

UPCOMING EVENTS
Out Here

The 35th America's Cup
 Presented by Louis Vuitton
 Since the first race in 1851, the America's Cup has only been hosted in eight destinations in the world: Japan, Italy and June 2017. Bermuda is proud to host the premiere of international sailing in Bermuda's own Great Sound.

[SEE THE EVENTS](#)

Deals
 FOR A BERMUDA-FUL VACATION
 Take advantage of all the Bermuda offers - whether you are into golfing, dining or just enjoying and relaxing.

[SAVE TODAY](#)

CONNECT WITH US
 1 2 3 4 5

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 Bermuda Tourism Authority 875 Third Avenue, 20th Floor New York City, 10017 USA
[Manage Subscriptions](#) | [Update Profile](#) | [Unsubscribe](#)

JUNE 2017

BERMUDA | EXPLORE | STAY | PLAN | DEALS

UPCOMING EVENTS
Out Here

GET LOST IN BERMUDA
 Discovering what it's like to be a Bermudian? Do you know there is a real historical fight from the East Coast, you can be on a private beach, overlooking the most beautiful turquoise water? And the best part? If you book now, you get your 4th night free, value as you being 'st'.

[SEE SUMMER DEALS](#)

Global Influences
 Bermuda's culture is a blend of British, African and Portuguese heritage, but it's also a mix of many other influences. Discover the beauty of the island year-round, and experience the best of Bermuda's shores.

[LEARN MORE](#)

Raise a Glass
 Discover the beauty of Bermuda's shores. Discover the delights of the sea by playing water polo, swim, and sunbath in Bermuda's iconic turquoise waters. Enjoy a private sunset cruise, get in to enjoy relaxing and fun activities, or explore the pretty beaches near sunset.

[SEE OUR LIST](#)

Simple Pleasures
 Discover the beauty of Bermuda's shores. Discover the delights of the sea by playing water polo, swim, and sunbath in Bermuda's iconic turquoise waters. Enjoy a private sunset cruise, get in to enjoy relaxing and fun activities, or explore the pretty beaches near sunset.

[SEE EVENTS](#)

UPCOMING EVENTS
Out Here

Cup Match
 August 3-4, 2017
 One of the island's biggest events of the year - Cup Match is a celebrated cricket match between two local clubs. And while the game may be on the focus of the event, the entertainment offerings like live music, local bands, and more.

[GET DETAILS](#)

TAKE A CLOSER LOOK

At 1000 you'll find the best of Bermuda's shores. Discover the beauty of the island year-round, and experience the best of Bermuda's shores.

[EXPLORE EXPERIENCE](#)

Deals
 FOR YOUR SUMMER FRIDAY
 Summer Fridays are all about getting a head start on the weekend. Book now, and spend your 4th night free at participating hotels when you escape to Bermuda.

[BOOK NOW](#)

- Open Rate: 10.7%
- Click-Through Rate: 1.2%
- Top Clicked: Things To Do- Water

- Open Rate: 12.8%
- Click-Through Rate: 2.1%
- Top Clicked: America's Cup

- Open Rate: 14.6%
- Click-Through Rate: 3.1%
- Top Clicked: Summer Fridays

Newsletters

April Newsletter

Features:

- Explore the Water
- 3 Days on the Water
- Beaches
- Bermuda's Great Sound
- Bermuda's Heroes Weekend
- America Cup

Subject Lines:

- Find Your Water Adventure in Bermuda
- Bermuda is Full of Adventure- Dive In!

May Newsletter

Features:

- Summer Fridays
- Island Experiences
- 72 Hours in Bermuda
- Bermyn Slang
- Sailing
- America's Cup

Subject Lines:

- Take Advantage of Bermuda's Summer Deal
- Pink Sand Beaches Await- Get Summer Deals
- Plan Your Long Weekend For Less

June Newsletter

Features:

- Summer Fridays
- Global Influences
- Happy Hours
- Free Things to do
- Cup Match
- Today Show Clips

Subject Lines:

- Treat Yourself to an Island Getaway
- Daydreaming About an Island Escape?
- Kick off Summer in Pink Sand Beaches
- See Bermuda's Iconic Pink Sand Beaches This Summer
- Relax on Pink Sand Beaches This Summer

Summer Fridays

DEDICATED EMAIL

- Deployed: 5/19-5/21
- Sent: 199,816
- Deliverability Rate: 99.7%
- Open Rate: 9%
- Click-Through Rate: 1.3%
- Click-to-Open: 15%

SUMMER FRIDAYS | DEALS & PACKAGES | OUR ISLAND



BERMUDA
SUMMER
FRIDAYS

Don't let your Summer Fridays pass you by. With direct flights under two hours from major U.S. East Coast cities - including 90 minute flights from NYC - Bermuda is the perfect weekend escape. Save on your Summer Fridays and enjoy your **4th night free** at participating hotels. Get out here for the weekend.

4TH NIGHT FREE

America's Cup

ETARGET

- Deployed: 5/1
- Sent: 1,000,000
- Open Rate: 19%
- Click-to-Open: 7.5%
- Clicks: 14,209



BERMUDA

out Here

IN BERMUDA, WE ARE COUNTING
DOWN TO AMERICA'S CUP.

THIRTY DAYS OF SPECTACULAR SAILING

A once-in-a-lifetime event calls for an iconic location. Since the first race in 1851, the America's Cup has only been hosted in eight destinations in the world. This year, Bermuda is proud to host the pinnacle of international sailing, the 35th America's Cup, presented by Louis Vuitton.

Ideal weather and tranquil waters have made Bermuda a sailing haven for over four centuries. Now, in May and June 2017, the best sailors in the world will battle for the oldest trophy in international sport in Bermuda's Great Sound for the first time.

Don't Miss It

Start Planning

Find America's Cup packages, fun facts, maps, a race calendar and the most up to date information that will assist in navigating the island before and during your trip. As you'll see, there are plenty of reasons to arrive early and stay late this summer. It's the best way to experience all Bermuda has to offer.

Get tickets

GolfLogix

DEDICATED EMAIL

- Deployed: 5/2
- Sent: 200K
- Open Rate: 15%
- Click-to-Open: 2%
- Clicks: 660



BERMUDA

Out Here

IT'S A MYSTERY HOW YOU'LL
KEEP YOUR EYE ON THE BALL

CHART YOUR COURSE HERE IN BERMUDA

With more courses per capita than anywhere else in the world, Bermuda has a lot to offer golf lovers. Off the course, re-energize for the next round at one of Bermuda's al fresco restaurants with a traditional Bermudian cocktail like a rum swizzle or a Dark 'N Stormy®. Book our Golf Around Getaway package for you and your friends, and lock in special rates for your next vacation on the green. Then, get ready to tackle the hardest part of any course in Bermuda: focusing on the game instead of the unforgettable coastal views.

[FIND YOUR COURSE](#)

Book Your Stay

Ready to pack your clubs and disappear to Bermuda? Start planning your next golf getaway today.

[MAKE A RESERVATION](#)

Summer Fridays

DUNHILL

- Deployed: 5/9
- Sent: 406K
- Deliverability Rate: 99.7%
- Open Rate: 10%
- Click-to-Open: 11.4%
- Clicks: 4,640



BERMUDA

Out Here

WE LIVE WEEKENDS TO THE FULLEST.

DIVE INTO YOUR SUMMER FRIDAY

Daydreaming about a weekend escape? Book now to get your 4th night free – and kick off a quick getaway to Bermuda. Take advantage of your Summer Friday, and in less than two hours from the East Coast, touch down in Bermuda. Then, spend the weekend diving into the mystery and mystique of an island full of British charm and island soul – where turquoise water and pink-sand beaches are calling your name.

GET YOUR 4TH NIGHT FREE

See What's Waiting

Discover 10 of the best ways to spend your Summer Friday in Bermuda.

PLAN YOUR WEEKEND

Summer Fridays

ETARGET

- Deployed: 5/9
- Sent: 750K
- Open Rate: 19.5%
- Click-to-Open: 8%
- Clicks: 12,189



The advertisement features a dark blue header with the word "BERMUDA" in white. Below is a photograph of a tropical beach with turquoise water and pink sand. The text "Out Here" is written in a white script font, with "WE LIVE WEEKENDS TO THE FULLEST." in a smaller, white sans-serif font underneath. A group of people is sitting on the beach, and a picnic basket is visible. Below the image is a white section with the heading "DIVE INTO YOUR SUMMER FRIDAY" in blue. The main text describes a weekend getaway offer: "Daydreaming about a weekend escape? Book now to get your 4th night free – and kick off a quick getaway to Bermuda. Take advantage of your Summer Friday, and in less than two hours from the East Coast, touch down in Bermuda. Then, spend the weekend diving into the mystery and mystique of an island full of British charm and island soul – where turquoise water and pink-sand beaches are calling your name." A pink button with the text "GET YOUR 4TH NIGHT FREE" is positioned below the text. The bottom section has a dark blue background with the text "See What's Waiting" in a gold script font, followed by "Discover 10 of the best ways to spend your Summer Friday in Bermuda." and a yellow button with the text "PLAN YOUR WEEKEND".

BERMUDA

Out Here

WE LIVE WEEKENDS TO THE FULLEST.

DIVE INTO YOUR SUMMER FRIDAY

Daydreaming about a weekend escape? Book now to get your 4th night free – and kick off a quick getaway to Bermuda. Take advantage of your Summer Friday, and in less than two hours from the East Coast, touch down in Bermuda. Then, spend the weekend diving into the mystery and mystique of an island full of British charm and island soul – where turquoise water and pink-sand beaches are calling your name.

GET YOUR 4TH NIGHT FREE

See What's Waiting

Discover 10 of the best ways to spend your Summer Friday in Bermuda.

PLAN YOUR WEEKEND

UK Sale

- Deployed: 7/6-7/8
- Sent: 21,760
- Deliverability Rate: 99.8%
- Open Rate: 10%
- Click-Through Rate: 1%
- Click-to Open: 11%



LAST CHANCE: EXCLUSIVE BA OFFER ENDS 11TH OF JULY

There's never been a better time to get lost in Bermuda. British Airways is offering a 7 night stay in Bermuda for just £949 (air/hotel). Don't miss out – this sale ends 11th of July. Start planning your escape out here today.

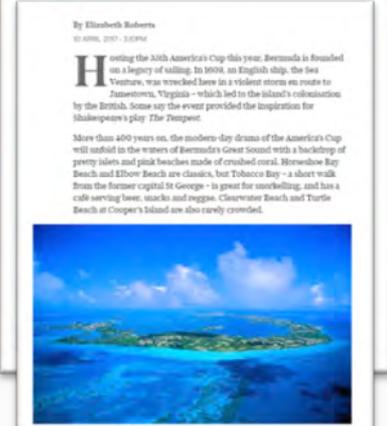
[BOOK NOW](#)

Promotions & PR

UK Earned Media

UK PRESS COVERAGE

- 401 articles
- AVE \$4,892,150
- Impressions: 272,718,846
- Publications inc: BBC TV, Times, Tatler, Evening Standard & various regional press
- Influencers inc: FitnessOnToast & Jack Guinness
- Partnership with Gentleman's Journal



BERMUDA

UK Press Trips

10 MEDIA ON ISLAND

- BBC TV Travel Show
- BBC1 TV Sport
- BBC TV South
- AC Media hosting: Vanity Fair & Your Media
- Spears Wealth Management



BERMUDA

North American Coverage Highlights

YTD COVERAGE SNAPSHOT

- Number of Articles: 130
- Impressions: 813,769,244
- Media Cost: \$7,430,644.23
- Average Score: 74

A Bermuda triangle:
Where to eat, stay and
play



The **Hamilton Palace & Beach Club** is the island's grand dame, situated near the harbor. This pink palace recently underwent a \$100 million renovation, and rivals most contemporary art museums with its owners' estimated half a billion dollar collection, including a mammoth outdoor KAWS sculpture facing the harbor, works by Andy Warhol, Damien Hirst and Alexander Calder.

A half hourly shuttle takes guests to their beach club, about 20 minutes from the property.

Grotto Bay Beach Resort and Spa is another solid option, the island's only all-inclusive. And whether or not you stay, book a massage in their spa, in a cave that's about 500,000 years old.

CNN.com – May 25, 2017 *Destination Feature*



Total Viewership: 4,000,000
Total Media Value: \$2,960,000



The TODAY Show highlighted the culture, cuisine and history of Bermuda in two hour-long broadcast segments airing May 18 and May 19 2017

HL HAUTE LIVING



Haute Sail: A Preview of the 35th America's Cup races

LOUIS VUITTON AMERICA'S CUP CHALLENGER PLAYOFFS JUNE 4-JUNE 12
The Louis Vuitton America's Cup Challenger Playoffs see the last four challengers compete in the semifinal and then final competition races. Each of these competitors are first-to-five races. The winning team progresses to the America's Cup Match presented by Louis Vuitton as the official Challenger.
THE AMERICA'S CUP MATCH PRESENTED BY LOUIS VUITTON JUNE 17-18 AND 24-27
This is when Oracle Team USA defends the trophy against the 35th Challenger.
THE BOATS: The Louis Vuitton America's Cup Qualifiers and Louis Vuitton America's Cup Challenger Playoffs are raced in America's Cup Class (ACC) boats with a crew of six.

HauteLiving.com – May 8, 2017
America's Cup

BloombergPursuits

Why Bermuda Should Be Back on Your Travel



Radar



The tried and true: Harry's and Port O Call are the two most "happening" bars on the island, according to Christensen. Both pack in a power-brokering happy hour crowd, but Port O Call is along bustling Front Street—good for both bar- and boutique-hopping—while Harry's has easy access to a wide, beachfront promenade. At night, it's all about drinks and dancing at the hookah-smoke-filled Café Cairo; be prepared to relive your very best college days, all the way to 3 a.m.

Bloomberg Pursuits – June 7, 2017
Destination Feature

TOWN&COUNTRY

The Preppiest Wedding Locations Around the World

Traditions: The team at the Coral Beach & Tennis Club can set a traditional moongate directly on its private beach or on the wedding lawn for a wedding ceremony. Moongates are renowned in Bermuda for offering good fortune to couples that walk through it after taking their vows, says General Manager Nik Bhola. Early spring

BERMUDA

Why: Because your wedding colors are pastel pink and turquoise sea. (And your groom-to-be has well-defined kneecaps.)

Town & Country – May 9, 2017
Destination Weddings

Forbes

Hamilton Princess: In Bermuda, The Official America's Cup Hotel Reveals A Major Art Collection



Forbes.com – June 1, 2017
Art at the Hamilton Princess



After a day in the water, relax on Pink Beach's West Beach, a secluded stretch of sand accessible to guests of **The Loren Hotel**. As the sun sets and temperatures settle, keep your attire relaxed. Shorts and faded sweatshirts, leather slippers and slouching boots – comfortable beach attire fits for lounging while the bartender makes your next Rum Swizzle. – JJ

The Loren Hotel at Pink Beach is a brand new, top-notch hotel perched picturesquely on the hills above Bermuda's pink, sandy shores. It's a fantastic respite for city-goers and a great backdrop for flaunting fresh summer wares. [Learn More: Here](#)

GEAR PATROL



Gear Patrol – May 15, 2017
Destination Feature

BAZAAR



THE BEST LAST-MINUTE WEEKEND GETAWAYS

Harper's Bazaar – April 27, 2017
Summer Fridays

FROM NYC

BERMUDA

HUFFPOST

7 Experiences Every Traveler Should Have In Bermuda

Sample the island's best fish sandwich

Fish sandwiches are a culinary staple in Bermuda and many places will boast about having the best, though the best comes from one that doesn't boast at all. Art Mac's Spicy Dicky is both known for its inebriating word-of-mouth marketing and its bahameth fish sandwich that locals regularly traverse the island for. The tucked away take-out spot in a residential neighborhood outside of Hamilton, Bermuda's capital city, has no room for eating in and handy room for more than 10 people at a time. Here, it's little about ambiance and all about taste. The fish—which is often snapper—comes hot and freshly fried in flour and secret sauces, with accompaniments including tartar sauce and coleslaw, which all comes served between two slices of toasted homemade rollin bread. To enjoy it as the locals do, wash it down with a Berrill's Bermuda Stone Ginger Beer and begin the inevitable process of getting when you taste another.



Stroll the isle's first settlement in St. George

See the sunrise over Horseshoe Bay

Take a dip in Tobacco Bay

Do a Dark 'N' Stormy crawl

HuffPost.com – June 5, 2017
Destination Feature

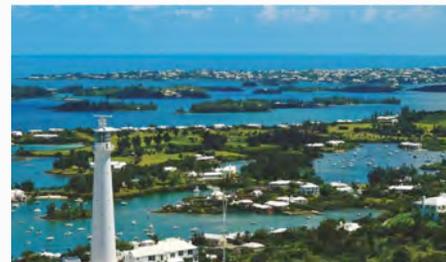
OBSERVER



12 Ways
to Blow Your Tax Return
On Bucket List Travel

Observer – April 17, 2017
America's Cup

Forbes



Bermuda Blooms With New Hotels
And The Upcoming America's Cup

Forbes – April 28, 2017
Destination Feature

BERMUDA

Basking in Bermuda's Glow After America's Cup



The eight finalists (Great Britain, New Zealand, Sweden, France, Spain, Germany and Bermuda) raced around the sound and almost "sprimed" to the finish line, with some hulls foiling as the winds picked up. In a dramatic finish, Great Britain sailed away with the Youth Cup, much to the chagrin of the New Zealand sailing team which was expected to take home the trophy.

But that's the nature of the sport.

David Kendall, who is with the Bermuda Tourism Authority, said that even though the Cup "has been a bubble" of an event, it helped enormously to put the island on the map: "We would love to be able to host the event again."

Blessed by continuous days of strong sunshine and ideal winds, Bermuda boasts at least 100 of the world's "super yachts" in its midst. These are boats over 30 meters long and are extremely expensive: "basically owned by the world's one percent" says Bermudian Kevin Dallas, Chief Executive Officer of the Bermuda Tourism Authority



In the heart of the Great Sound in Bermuda where a ring of AC45 class boats recently raced in the finals of the **Red Bull Youth America's Cup**, a group of us eyed the tall patterned sails of the finalists, each proudly displaying a country flag and sponsoring brand.

We had gathered on a yacht on the northwest tip of the island, near the America's Cup Village where races for the Red Bull Youth America's Cup as well as the America's Cup Super Regatta, the J Class Regatta, and of course, the America's Cup, were held for the past five weeks.

TravelPulse.com – June 29, 2017 *America's Cup*

A Bermuda-Born Fashion Insider's Guide to America's Cup



Weekend 1006 is an ongoing Instagram series that features people and their photography places as if they're the *Philly* (Bermuda) on Instagram as well as, and the same photos with *weekend1006* when you travel around the island.

During the America's Cup finalists' week in Bermuda, the Cut got on the water and saw Bermuda's AC45 class boats. The wind and water conditions – where around Bermuda's Young Harbour, St. Margaret, and Zero Regatta – showed us where the boats hang out, what they drink, and what else goes on when the game begins.

Since the island is the fashion world's bridge to Bermuda, in addition to coming regularly with Bermuda Tourism Authority, she often acts as an agent for local editorial and travel content. She's also the author of *Style and Fashion*, the travelogue blog for the island, she also sponsors a weekend-long program for Bermudian designers in which she connects them with editors from New York City.

Roll on to see Bermuda through her fashion insider's lens.



Spending the weekend with @bchinson in Bermuda. 🇧🇲🇧🇲🇧🇲
 "Gumbies are an iconic symbol of Bermuda. Some of my fondest memories include shaping the Gumbies through the streets and dancing to the drums. Traditions have been passed down orally from one generation to the next within families and I never feel prouder to be Bermudian than when I hear the #Gumbie's."
 9,741 views 5 comments



1,852 likes 11 comments
 Every weekend on the Cut, we share a different area of the world photographed by a unique perspective. This weekend, renaissance woman @bchinson will be sharing photos of her home where she grew up: the island of...

TheCut.com – June 26, 2017 *America's Cup*

North American Press Trips

JETBLUE PRESS TRIP

MAY 18-21, 2017

- Secured 6 attendees:
 - Maria Carter, CountryLiving.com
 - Tara Donaldson, Freelance – HuffPost, CNN Travel & Condé Nast Traveler
 - Bree Sposato, Endless Vacation
 - Angelina Aucello, Influencer
- Finalized itinerary
- Hosted while on-island and conducted follow-up

AMERICA'S CUP MEDIA VISITS

Stephanie Smith, Modern Luxury

Clare O'Connor, Forbes

Bill Springer, Ocean Home

Heidi Mitchell, Freelance

Charu Suri, Freelance

Sarah Sekula, Freelance

Sery Kim, Freelance

Rickie De Sole, W Magazine

Joe Diaz, Afar

Jacqui Gifford, Travel + Leisure

Shiona Turini, New York Magazine

COVERAGE GENERATED FROM PRESS TRIPS

CountryLiving

Why Couples Are Getting

Married in Front of Moongates



Click through an acquaintance's destination wedding photos this year and you may notice an unusual stone arch in their backdrop—particularly if they tied the knot in Bermuda, the subtropical island roughly 895 miles east of Charleston, South Carolina.

CountryLiving.com – June 19, 2017
Weddings in Bermuda

OCEAN HOME



Ocean Home Magazine – May 31, 2017
Destination Feature

AFAR

As the 35th America's Cup Draws to a Close, Bermuda Basks in the Glow



In the heart of the Great Sound in Bermuda where a ring of AC45 class boats race in the finals of the Red Bull Youth America's Cup, a group of us eye the tall patterned sails of the finalists, each proudly displaying a country flag and sponsoring brand.

We had gathered on a yacht on the northwest tip of the island, near the America's Cup Village where the races have been held for the past five weeks. The Cup now enters the final stretch as the event draws to a close on June 26th.

AFAR – June 26, 2017
America's Cup



Top vacation destinations for a girls trip



07-06-17 - With summer officially here, everyone is pumped to take a well needed vacation. Food and travel writer, [Sally Kimm](#), joined us today to share insight on how you can plan the perfect getaway for your best girlfriends.

WJLA.com - July 6, 2017 - Girlfriend Getaways

BRIDES

Our favorite spot for a destination wedding is Bermuda is the colorful town of St. George's, where there's something for everyone. Historic ceremony sites (the Unfinished Church), glamorous resorts (Rosewood Tucker's Point), local eateries (try the fish sandwich at Mama Angie's Coffee Shop), and pink-sand beaches (like the hidden gem in Cooper's Island Nature



Brides - Aug/Sept 2017 - Bermuda Backdrop

W

Why Bermuda Should Become Your Non-Hamptons Weekend Getaway



What to drink: The most famous—and most colorful—drink on the island is the rum swirl, so you really can't go wrong there.

What to do: Any one going down for the Louis Vuitton America's Cup is most excited about watching the races—either by boat or from the America's Cup village. On a non-boating weekend, the island is a great place to be active. Take advantage of the surroundings by taking a guided tour around the harbor in the morning, and then bike over to Saint George's City and Tobacco Beach, where you will find some great snorkeling.



W Magazine - June 23, 2017 - Destination Feature

FlightNetwork



If you think Bermuda is only a honeymoon destination, think again! Yes, the mix of pink sand beaches, aquamarine waters, lush vegetation and flowering plants, and exotic moon gate architecture surely make Bermuda one of the most romantic places in the world.

FlightNetwork.com – April 9, 2017
Destination Feature

Forbes

Oscar Winner Michael Douglas Talks
America's Cup and Re-
Developing His Family's Resort
On Bermuda



"I've gone there all my life," he says. "My mom's family has been in Bermuda pretty much since the island was settled in the 1600s."

In fact, Douglas's mother Diana was a member of one of the oldest and most respected families in Bermuda when she died in 2015 at the age of 92. She was also Hollywood royalty in her own right, with a distinguished acting career and marriage to Kirk Douglas from 1943-1951.

"My first birthday was spent in Bermuda and I've been going ever since," he adds. "It's always been a special place to get together with family and friends."

Forbes.com – May 29, 2017
Destination Feature

GEAR PATROL

An Insider's Guide to
Food, Drink and Fun in Bermuda



After a day in the water, relax on Pink Beach's West Beach, a secluded stretch of sand accessible to guests of **The Loren Hotel**. As the sun sets and temperatures settle, keep your attire relaxed. Shorts and fitted sweatshirts, leather slippers and shoeless boots – comfortable beach attire fits for lounging while the bartender makes your next Rum Swizzle. – JJ

GearPatrol.com – May 15, 2017 *Destination Feature*

BERMUDA



Orchestrating the Cup



Wahoo's Bistro

Stop at Wahoo's in historic St. George's after you land in Bermuda – just ten minutes from the airport – for the best (and enormous!) fish tacos and award-winning Bermuda Fish Chopster. It's owned by Austrian expat and chef Alfred Konrad (hence, a schnitzel sandwich on the menu), and everything is super fresh and comes with a great patio view (St. Water Street, St. George's).

Rustico

Far from Hamilton's tourist crowds, this hearty neighborhood Italian spot in Flatts Village hits the spot. Order pizzas to share and sit on the patio on a beautiful night. You'll be surrounded by locals – or vacationers with sailing homes on the island – which makes for great people-watching (North Shore Road, Flatts Village).

Delta Valle Sandals

Italian Vincenzo Delta Valle has made shoes since he was a child living in Capri. Last summer, he finally opened his long-dreamt-of shop on Hamilton's Queen Street, a must-stop for well-dressed, custom women's sandals. Go on your first day in Bermuda so Valle has time to finish them before you leave – he doesn't ship (standing on your order, turnaround time is a couple of days). If I regret one thing about my trip, it's buying only one pair (St. Queen Street, Hamilton).



CBSsports.com – June 19, 2017
America's Cup

Virtuoso Traveler Online – May 10, 2017
Destination Feature

UK Media & Partner Marketing

Partnership with Land Rover/BAR/1851

- Participation in 5 Land Rover BAR Roadshows at sailing centres throughout the UK in May & June promoting sailing at grass roots levels
- Bermuda activation including tour operator partner at each venue and media outreach
- Inclusion in Land Rover customer comms/ roadshow and 1851 websites/BAR newsletters/Land Rover and BAR social media posts/1851 Trust Newsletters
- Visit by the Duchess of Cambridge at the London event



- Mention in Sir Ben Ainslie's column in the Telegraph
- Tweet from Sir Ben Ainslie
- Film of BAR on island for social media & venue big screens
- Media outreach at each event
- Management of media in press pen at London event
- Press coverage: 12 articles of partnership & 35 articles from London event

Duchess meets pupils at final sailing roadshow

THE DUCHESS of Cambridge paid a royal visit to see children at a Land Rover BAR roadshow yesterday.

She met pupils at the event, held by the racing team's official charity 1051 Trust, at the Docklands Sailing and Watersports Centre in London.

The Portsmouth-based trust has partnered with Land Rover and the Bermuda Tourism Authority to hold five regional roadshows, which showcase the challenge of the BAR team competing for the 35th America's Cup in Bermuda. Secondary schools from across the area have been invited to attend the events free of charge.

The sessions - including the final one yesterday - have been carefully

designed to enrich the school curriculum, to use real-life examples from within the BAR team to engage and inspire young people.

The trust aims to help pupils understand career choices and wider opportunities in science, technology, engineering and maths.

The Duchess is a patron of the trust. During her visit she also spoke to BAR founder Sir Ben Ainslie via video link to [Bermuda](#).



SPECIAL GUEST The Duchess of Cambridge joins 120 school pupils for the final 1051 Trust London



Gentleman's Journal Event

- Organisation of the Summer Party hosted by Jack Guinness to launch the May issue of the magazine
- Over 90 London influencers, celebrities and media attended
- Grotto Bay holiday competition via photobooth
- GIF invitation for guests
- Social media during the event using #GJtoBermuda
- Coverage in Evening Standard (print & online) and Tatler
- Video of event for social media



Virgin Holidays 2016 joint marketing results

- Campaign to drive sales and increase awareness of Bermuda
- Different elements of the campaign ran between August 2016 to January 2017
- Target key audience of couples, families and luxury market
- Advertorial in National Geographic - 150,000 readership
- Email sent to database of 300,000 people
- Social Media activity, 360,062 reach, 369,158 impressions, 0.63 CTR
- Instore video content displayed in 105 Virgin retail branches
- 42 room nights booked during activity period



Okay, it's not part of the USA, but Bermuda, still makes a fantastic addition to an East Coast holiday.

Discover British colonial history at Bermuda's Royal Naval Dockyard or visit St George, the oldest continuously occupied town of English origin. The town and its surrounding fortifications were recently designated a World Heritage site by UNESCO.

But for the perfect twin-centre experience, combine your holiday with a New York stopover – it's just a 90-minute flight away!

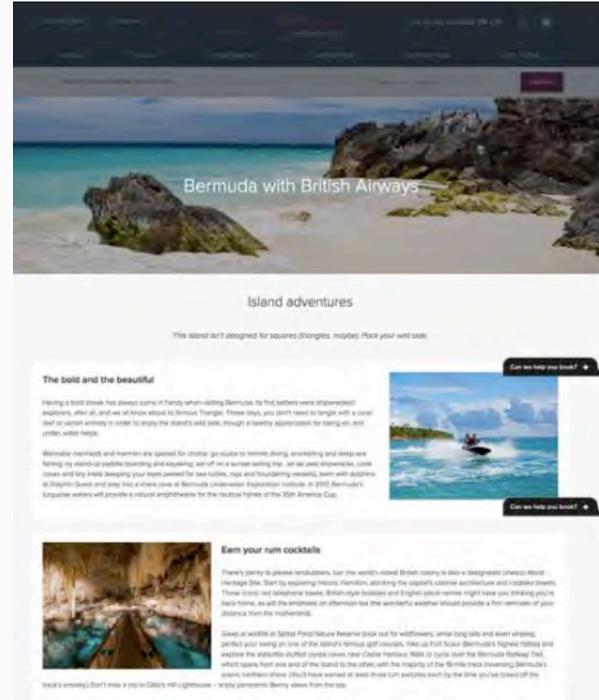
British Airways 2016 joint marketing results

- Campaign ran from September 2016 to February 2017
- Partnering with Digital Spring we tapped into two of their leading tastemaker publishers, SheerLuxe and Mr & Mrs Smith
- A set of ad units that expanded into a dynamic Lightbox providing rich content on Bermuda
- Further amplification of our Lightboxes across the Digital Spring data network with re-targeting
- 3 emails to the SheerLuxe database
- A native editorial article on Mr & Mrs Smith



British Airways 2016 joint marketing results

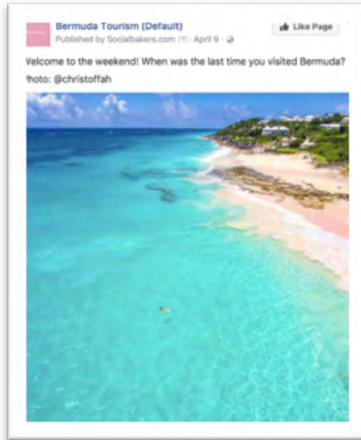
- 3,105,393 impressions delivered over campaign period
- 162,255 interactions giving an ITR of 5.2%
- 345,000 emails delivered. 0.87 CTR
- No incremental bookings delivered during this period, though awareness has been raised of Bermuda.



Social

BERMUDAΔ

Q2 Top-Performing Posts



Reached Users: 79,813
Reactions: 4,956
Post Clicks: 3,555



Impressions: 5,524
Engagements: 128
Retweets: 29
Likes: 94



Likes: 2,712
Comments: 65
Engagement: 2,780

This quarter, content on social channels balanced America's Cup announcements with general 'Always On' posts. This ensured we weren't alienating fans who weren't interested in America's Cup, yet still engaged with those who were. To do this, we curated UGC from visitors on the ground at and beyond the event. The Instagram album example on the right demonstrates the success of this approach. The multi-photo post included a few glimpses of America's Cup, yet still let the destination shine through as host. Video posts were also popular this quarter, with the "taxi rides" video (a simple shot from outside a taxi window recognizable to many) fared well on all channels. This demonstrates that not all videos we share need to be polished and branded, often these little clips of nostalgia will be even more engaging. Shots like the "welcome to the weekend" aerial show off Bermuda's natural beauty from a different perspective and will always be popular amongst both past visitors and fans who have never been to the island.

Investment

During Q2 of 2017, the Investment Division focused on the following:

The investment division continued its mandate of developing an investment environment for domestic and international investors and operators in Bermuda. The division remains focused on working with the Bermuda Government to introduce revised legislation to attract foreign direct investment and review and modernize legislation that currently retards investment in tourist related industries. The outreach to both local and international investors and operators as well as infrastructure service providers remains a core activity and focus.

Activities and accomplishments during the quarter included:

- The Tourism Investment Act 2017 was completed and prepared to be laid in the House of Parliament.
- Continued to work with a local investor on a hotel development plan.
- Continued quarterly meetings with local hotel owners and operators to assess local operating conditions.
- Worked with ACBDA and created a portfolio of opportunities that was presented to local investors. Parts of the portfolio will be added to the Tourism Investor Handbook.
- Continued attendance at investment and development conferences to raise awareness of impending changes to Bermuda's investment environment.

Operations

During Q2 of 2017, the Operations Division focused on the following:

During Q2, the Operations Division teamed with AirBnB to conduct Vacation Rental Property sessions; awarded National Service Standards Certification to seven local businesses; continued community outreach through the #lovemyBermuda campaign; supported local communication for AC35; and continued to educate and inform stakeholders on a number of relevant and timely industry topics including the launch of expanded air service and the potential industry impact of SuperYachts.

OPERATIONS, GENERAL

As at June 30, 2017, BTA had 40 employees in the Bermuda and New York offices. This includes full time permanent and one full time-fixed term contract.

There were no terminations.

The breakdown of the divisions is as follows:

Investments	2
Operations/CEO	12
Product and Experience	7
Research and Business Intelligence	2
Sales and Marketing	17

Recruitment

With the expansion of the National Service Standards programme, it became necessary to advertise for a Standards and Training Manager, a role that was on the original organization chart for the BTA. The position was filled by an internal candidate.

In addition, the permanent post of Executive Assistant to the CEO was also filled by an internal candidate who transferred from the New York office to the Bermuda office in June. Recruitment efforts to replace the vacated NY position will start in July.

Two summer interns were hired, one is in her second year at the University of Nevada studying Hospitality and is a graduate of the START programme under the Bermuda Hospitality Institute; while the other is in his third year at the University of Stirling in the U.K. studying Business Management and Marketing. The latter has spent many summers working at the Crystal Caves.

Engagement/M Measurement and Metrics

The BTA has solidified its committed to increase Employee engagement by adding it to the Corporate Goals for 2017. Starting in March 2017, monthly "pulse" surveys have been disseminated to assist in tracking the success of, and improving the effectiveness of, organizational initiatives, programmes and goals as they relate to and align with achieved results, employee perceptions and expectations, and supporting and maintaining the organization's unique culture.

To drive engagement across the entire team, a Social Committee was formed in May and includes members of both the Bermuda and the New York Team. The Committee have scheduled several events for 2017.

TRAINING & STANDARDS

National Service Standards Introduced

Seven local companies successfully demonstrated full adherence to Bermuda's new National Service Standards at the end of Q2 and received their official certifications from the Bermuda Tourism Authority, they are:

- 27th Century Boutique
- Alexandra Mosher Studio Jewellery
- The Bermuda Perfumery
- Bermuda Transit Services
- Chopstix Fusion
- Dolphin Quest
- Flanagan's Irish Pub



These businesses now have access to an official certification seal to inform consumers they uphold high service standards. The seal can be used online, in the business entry window or anyplace the business does its marketing.

In order to gain certification participating businesses had to demonstrate mastery of five principles of service on a consistent basis, and have 70 percent of customer facing staff complete the Certified Tourism Ambassador programme. Mystery shoppers visited the businesses more than once to ensure standards were being met. The five principles of performance are:

Welcoming

Engaging

Delivery

Promoting

Accountability

Note: A full definition of each principle is available in a presentation on the [Partners' page of the BTA's corporate website](#). Businesses wishing to learn more about the process and requirements of certification can visit www.Service.bm. The programme will open for new participants in September.

Certified Tourism Ambassador (CTA)

At the end of Q2 2017 there were 1089 Certified Tourism Ambassadors (CTA) in Bermuda, an increase of 331 Certified Tourism Ambassadors from last quarter. Throughout the month of June, a 'super group' of CTA's were trained for deployment through the BTA's social media campaign #AskBermuda. While there were limited opportunities to use the group, the model will be replicated for big events.



Vacation Rental Property Presentations

In April, the BTA held a series of town-hall style meetings to share information on the Bermuda vacation rental market. Presented in partnership with AirBnb, more than 200 persons attended the four sessions aimed at both those considering entering the sector and those already offering vacation rentals.

To keep this sector engaged, additional material and correspondence shared in follow-up to the sessions focused on:

Performance Data

Included in Q1 data for the first time were statistics on the number of visitors who chose to stay in vacation rentals. The data showed the local vacation rental industry was up 76% in the first quarter of 2017 when compared to the first quarter a year earlier. And equally important, the local hotel industry was up sharply as well. The market also increased in both sectors in Q2.



Vacation Rental Property Presentations (continued)

Information Session Presentations

During the information sessions in April, three presentations were offered. One from the Bermuda Tourism Authority on the nature of the vacation rental opportunity and two from Airbnb – one for existing vacation rental property owners and another for those looking to get into the business. All three presentations are now available on BTA's website for review.

FAQs

Airbnb provided responses to questions raised at the sessions in support of its Memorandum of Understanding with the Bermuda Tourism Authority. The company created a helpful Frequently Asked Questions document, which is now available on the BTA website.



Tourism Appreciation #LoveMyBermuda

In Q2 the BTA continued to grow the grassroots campaign #LoveMyBermuda. The most recent presence of #LoveMyBermuda was a footprint at the PHC Good Friday event. For the second consecutive year, the BTA sponsored the event and promoted #LoveMyBermuda through giveaways and interactive activities.

Video and images from the PHC event were edited with #LoveMyBermuda footage captured in June at the Crow Lane roundabout, alongside the Johnny Barnes Mascot. The result was a 1 minute video that aired twice weekly during the news throughout the month of June.



PUBLIC & STAKEHOLDER COMMUNICATION

First quarter numbers were presented at the Land Rover BAR base in Dockyard by Kevin Dallas and Pat Phillip-Fairn before staff, members of the board, stakeholders from the area and local media.

The quarterly report marked the industry's fifth consecutive quarter of growth. Leisure air arrivals, visitor spending, hotel occupancy and other important KPI were all higher.

The presentation was followed with radio show appearances on the David Lopes and Sherri Simmons Shows, both inaugural visits for Kevin Dallas. The Lopes Show was very positive, but after the numbers were presented the Simmons Show became peppered with callers upset about the lack of black entrepreneurs featured in the Today Show broadcast.

Today Show

As absolutely wonderful and inspiring and beneficial the Today Show programmes were for Bermuda, the lack of black entrepreneurs or story tellers in the two hours of programming created a negative stir among sectors of the local public.



This issue was front and centre during the previously scheduled visit to the Sherri Simmons show. As anticipated the show's host and callers brought up this topic suggesting it was something the Bermuda Tourism Authority should have been able to control or prevent.

BTA answered those challenges with the following:

- Acknowledged feedback that black Bermudians were under-presented, but hailed black Bermudians who represented Bermuda well on TODAY, including countless others behind the camera.
- Confirmed the BTA consistently puts forward diverse representations of Bermuda for editorial decision makers.
- Reiterated the BTA always strives for authenticity in tourism advertising and marketing because who Bermuda is sets the island apart from competitors.



JetBlue Expanded Service

BTA coordinated the team and Bermuda Government participation in the launch activities supporting JetBlue's expanded service. It was a successful launch with a lot of media coverage including journalists from Bermuda and abroad. BTA received the following thank you e-mail from JetBlue:

Hello BTA Team,

We want to send our biggest appreciations for everything you did to make our events so special this week. From the support in Boston and New York, to the reception upon landing, evening event at The Dock, press trip and Today Show inclusion – you really know how to roll out the blue carpet for JetBlue!

It was such a treat to work together and you were all incredible to work with. Please pass on our gratitude to Premier Dunkley, Mr. Dallas, Minister Fahy and the rest of the Bermuda Tourism Authority for the outpouring of support for our new service.

We look forward to seeing everyone and working together again soon – let us know if you need anything from JetBlue!

Thanks again,

Danielle Sandars

Manager, Corporate Communications



CHICOS

BTA worked closely with officials from the CHICOS conference and Hamilton Princess to generate advance press coverage of the event taking place in Bermuda this October. The press conference included remarks from the BHA; BTA; Minister Gov't of Bermuda and CHICOS. BTA used this opportunity to tell a striking story about Bermuda's hotel inventory which is trending for an increase over the next 10 years, the first such increase in decades. Local hotel inventory is forecast to grow 1,500 rooms over the next 10 years if all projects in the pipeline are completed



Asset Bank Training for Local Media/Partners

A learning session on BTA's image asset bank was held for partners in the government's Department of Communication & Information, Bermemes and bermuda.com. The objective was to expose communications and media partners to the updated look and feel that is better aligned with Bermuda's new brand image. However, large media stakeholders like Bermuda Broadcasting, Royal Gazette, Bernews, etc. did not accept the invitation. Follow-up sessions for the latter will be held in the future.

America's Cup

The BTA continued to support communication outreach sessions, particularly with local stakeholders. These included:

Info Session - BTA worked with ACEA and ACBDA to put on an information session to educate stakeholders on the full, combined events calendar for the 35th America's Cup. The BTA took on the role of explaining the public the events of May/June in one presentation as there were numerous disparate entities working on events, i.e. City of Hamilton, Corporation of St. George, Tall Ships, ACEA, BHW Ltd., etc.

Prep Rally - Immediately following the info session, the Bermuda Tourism Authority put on its second America's Cup prep rally at Victoria Park. Sponsors/Partners of the America's Cup were invited to send their employees. Representatives from ACBDA, BTA, ACEA and the Premier played speaking roles at the event.

Media Coverage - Prepping and overseeing much of the BTA's CEO's media engagements during the America's Cup was a heavy lift given the level of attention surrounding the event. This included local media, but also the Financial Times, Chronicle (Boston TV) and a reception for visiting journalists in cooperation with Goslings.

Superyacht Research

BTA hosted two Superyacht information sessions during the America's Cup calendar to educate stakeholders on the Superyacht research that was conducted. It was a distinct communications advantage to have these presentations take place while so many superyachts were in the jurisdiction, undoubtedly the biggest number to be in Bermuda at any one time. The objective of the presentation and media coverage around this issue was to articulate a vision for Bermuda in Superyacht tourism as a legacy benefit to the 35th America's Cup.

The thrust of the Bermuda Tourism Authority recommendations:

- Focus on attracting superyachts with guests/owners on board to increase tourism spending; market Bermuda experiences that align with Superyacht audience desires
- Create new legislation that will allow visiting superyachts to charter to guests, while protecting the interests of Bermudians already in the yacht charter business
- Establish sailing events that draw Superyacht visitors (AC35, Oyster Yacht Regatta, etc.)
- Consider refit and repair industry that will inspire longer Superyacht stays, industry should be owned/operated by Bermudians

A formal legislative position is being prepared to share with political leaders immediately following the General Election. Meanwhile, a Superyacht working group has been formed to achieve this goal. Presentations will resume once a more formal legislative position is in hand. Government department heads and permanent secretaries and City of Hamilton are two potential audiences yet to be reached on this subject.



Superyacht Research

Awareness of summer events has been flagged as an ongoing concern by the BTA Product team. Several measures are underway to address this issue.

1. **East End Summer Video Series** – a communications plan and budget were written to support the creation of a biweekly video series that educates visitors and locals about events happening in the east end. The videos are placed on the ZBM evening news, Bernews and on radio news at BBC and VSB. Additionally the videos are placed on social media where they have received an exceptionally high number of views:
 - a. Episode 1 – 3,500 views on Facebook
 - b. Episode 2 – 3,200 views on Facebook
 - c. Episode 3 – 9,000 views on Facebook
2. **Events Online** – All video traffic is pushed to gotobermuda.com for more information about summer events in Bermuda. Too frequently, events in the east end summer video series script were not listed at gotobermuda.com. Work continues to reconcile the scripts with what's available online and to forward missing information to social media team members in New York so visitors and locals are better informed.
3. **Bonfires & BBQ** – There was particular concern about attendance for the final installment of this event and a fast turnaround media plan was developed, which included promoting a Bonfires & BBQ video that was produced by the City of Hamilton. The video was boosted on social media and ran during the live television coverage of the Red Bull Youth America's Cup. In the end, the final Bonfires & BBQ had the best attendance numbers of the summer and participating businesses acknowledged the improvements over the previous installments.

Tourism Forward & Email Marketing

April – Leader in PR

285 (25% of total)
28 clicks (CTR 6%)
202 views on Vimeo

May – 50 Visits to Bermuda for Troop 25

297 opens (29% of total)
28 clicks (CTR 9%)
226 views on Vimeo

June – JetBlue Vacationers are VIPs

email marketing stats not available
473 views on Vimeo

Also of note: there was CEO special message about a successful America's Cup and the industry heading into the height of peak season.

309 opens (29% of total)
11 clicks (CTR 4%)

Financials

The Financial Statements for the year ended 31 December 2016 were signed by the Auditor General withan unqualified audit report on 19 May 2017.:

Income Statement

Income

Tourism Authority Fees – these are currently \$580k ahead of budget and in line with the growth in hotels RevPar.

Direct Costs

Details of each of the division’s activities are elsewhere in the report. Overall, expenditure is tracking in line with expectation.

Structure, General & Administration

These are generally on, or under budget. There is currently a saving against budget in professional fees and in the grant payable to the BHI (which is now being paid quarterly as opposed to fully at the beginning of the year).

Balance Sheet

Bank - the balance at the end of the quarter was \$1.5m.

Accounts receivable and accrued income - this mainly represents hotel fees for June (which are not due until 15 July) and any amounts overdue from previous months.

Inventory – this relates to items at the Dockyard VIC and consist mainly of Transportation passes.

Prepaid expenses – these relate to costs in relation to theWorld Triathlon Series which will be reimbursed by WTSBDA Ltd.

Vendor payables – themajor payables are for media buys and the Government for transportation passes.

Accruals – this is mainly to payroll related costs.

Income Statement

Bermuda Tourism Authority

For Quarter 2

	Quarter 2, 2017			Year To Date		
	Actual	Budget	PY	Actual	Budget	PY
Income	8,834,222	8,353,742	7,105,965	15,314,192	14,734,082	12,882,188
Direct costs	4,198,575	5,701,214	5,658,926	11,492,026	11,772,879	9,771,669
Direct surplus (deficit)	4,635,647	2,652,528	1,447,039	3,822,166	2,961,203	3,110,519
Structure, general & administration costs	2,131,299	2,353,857	2,316,076	4,395,300	5,013,862	4,234,467
Operating surplus (deficit)	2,504,348	298,671	(869,037)	(573,134)	(2,052,659)	(1,123,948)
Net finance costs	14,897	9,250	60,327	32,550	21,850	96,422
Net surplus (deficit) for the period	2,489,451	289,421	(929,364)	(605,683)	(2,074,509)	(1,220,369)

Income Statement

Bermuda Tourism Authority

For Quarter 2

	Quarter 2, 2017			Year To Date		
	Actual	Budget	PY	Actual	Budget	PY
1. Income						
Grants, subsidy & contribution income	6,250,000	6,249,999	5,675,000	11,925,000	11,924,997	11,100,000
Tourism authority fee	2,584,222	2,103,743	1,430,965	3,389,192	2,809,085	1,782,188
	<u>8,834,222</u>	<u>8,353,742</u>	<u>7,105,965</u>	<u>15,314,192</u>	<u>14,734,082</u>	<u>12,882,188</u>
2. Direct costs:						
Sales & Marketing	3,019,610	4,731,851	4,724,818	9,680,722	9,884,888	8,195,551
Product development & experience	911,971	681,613	727,164	1,337,320	1,292,491	1,288,595
Research & business intelligence	98,856	136,250	87,311	194,167	308,500	108,833
Operations	120,850	110,500	105,063	229,817	231,000	143,220
Investment	47,288	41,000	14,570	50,000	56,000	35,470
	<u>4,198,575</u>	<u>5,701,214</u>	<u>5,658,926</u>	<u>11,492,026</u>	<u>11,772,879</u>	<u>9,771,669</u>
3. Structure, general & administration costs, split:						
Staff costs	1,520,208	1,676,016	1,454,890	3,174,071	3,361,029	2,838,326
Communications & IT	133,474	148,262	115,039	222,713	288,974	242,072
General expenses	151,392	233,829	209,679	357,217	451,648	381,848
Premises	191,633	187,200	177,462	377,635	373,861	366,076
Professional fees	30,742	102,550	37,756	68,817	205,100	81,245
Grants / Investments	80,000	-	320,000	160,000	320,000	320,000
Equipment	23,850	6,000	1,250	34,848	13,250	4,900
	<u>2,131,299</u>	<u>2,353,857</u>	<u>2,316,076</u>	<u>4,395,300</u>	<u>5,013,862</u>	<u>4,234,467</u>

Balance Sheet

Bermuda Tourism Authority

June 30, 2017

ASSETS		<u>Jun-17</u>
Current Assets		
Cash & Bank		1,465,535
Accounts Receivable		634,327
Inventory		174,133
Accrued Income		643,178
Prepaid Expenses		229,285
Deferred Costs		<u>10,000</u>
Total Current Assets		3,156,457
Non-current Assets		<u>180,687</u>
Total Assets		<u><u>3,337,144</u></u>
EQUITY & LIABILITIES		
Equity		
Accumulated Surplus (Deficit)		1,367,046
Net Income		<u>(605,683)</u>
		761,363
Liabilities		
Current Liabilities		
Vendor Payables		1,034,883
Accruals		819,515
Deferred Income		<u>721,383</u>
		2,575,781
Long-Term Liabilities		
Lease Obligations		-
Loans Payable		<u>-</u>
		-
Total Liabilities		2,575,781
Total Equity & Liabilities		<u><u>3,337,144</u></u>

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TOURISM AUTHORITY

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