



Sharing Bermuda's Stories: The 2016 Platform

Keynote

Vic Isley, Chief Sales & Marketing Officer, BTA

Stewart Colovin, EVP, Creative & Brand Strategy, MMGY Global

Bermuda Tourism Summit 2015

Calling all Explorers, Partners & Believers

BERMUDA
TOURISM AUTHORITY

@Bermuda   #BTASummit

Sharing Bermuda's Stories



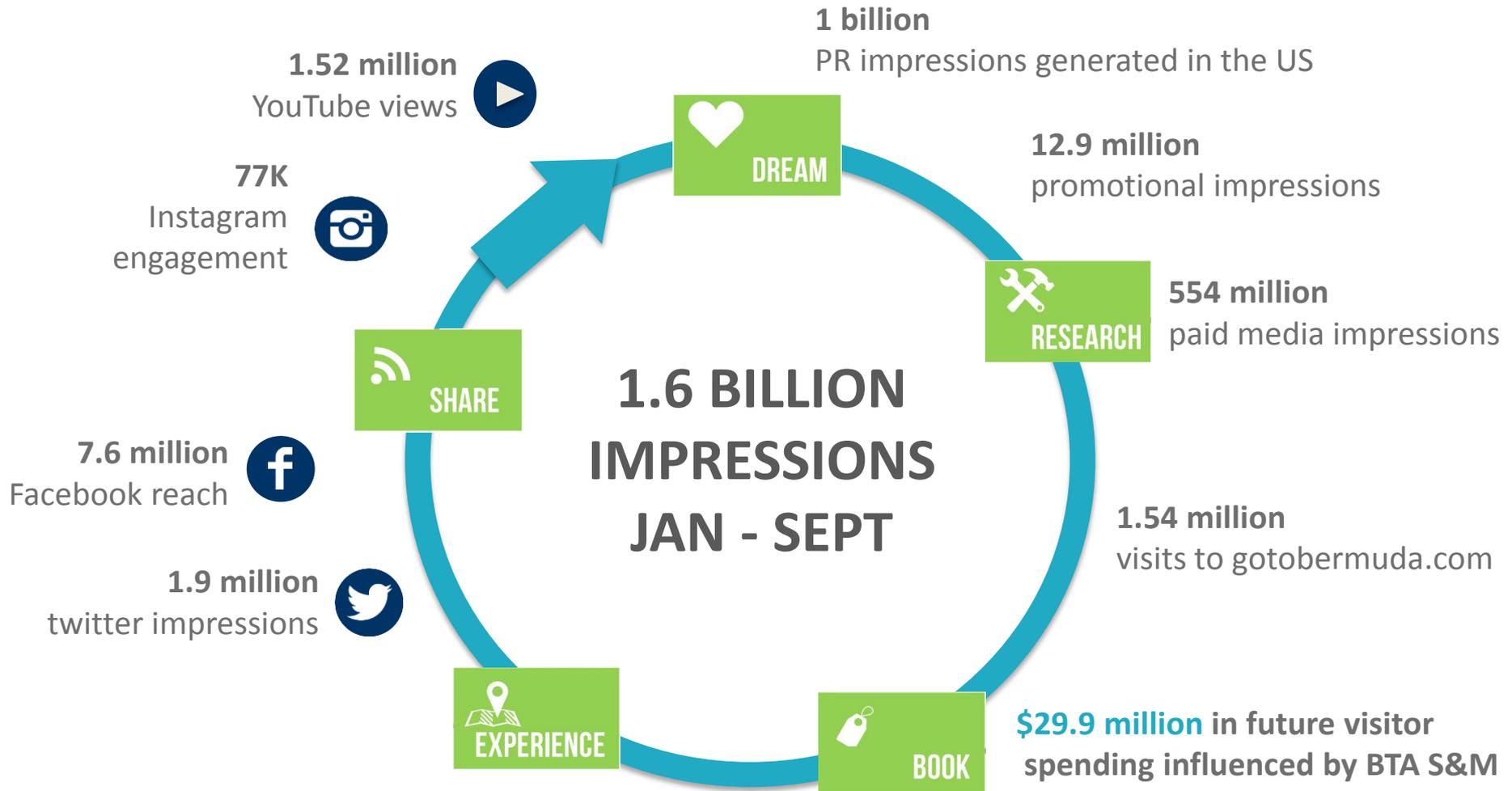
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BERMUDA
TOURISM AUTHORITY

BUILDING BRIDGES

Leveraging influencers on/off island
to tell Bermuda's stories

2015 YTD Sales & Marketing Snapshot





Outside – April 2015

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40

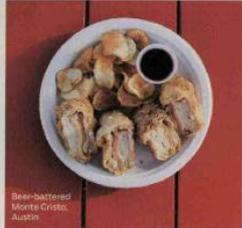


2015 BEST of TRAVEL OUTSIDE

A cave in Bermuda



Bermuda bungalows



Beer-battered Monte Cristo, Austin

1. BEST ISLAND Bermuda
Already sanctioned by the U.S. Treasury Department as an educational tour, this 11-day live-aboard yacht excursion helps fund research and conservation work by trip leader David Guggenheim, a marine scientist, underwater explorer, and founder of the Washington, D.C., nonprofit Ocean Doctor. The location: Gardens of the Queen National Park, an archipelago of 150 coral and mangrove islands, located 60 miles off Cuba's southern coast. That Fidel Castro established as a marine protected area and a no-take fishing zone. Only 1,000 divers are allowed each year, so you'll be

2. BEST DIVE Cuba
one of the few to see whale sharks, sperm whales, sea turtles, goliath groupers, and some of the most pristine coral reefs anywhere on the planet. The package includes a chartered flight from Miami and a night at the five-star Hotel Parque Central in Havana. From \$7,474; oceandoc.org

3. BEST STREET FOOD Austin, Texas
The scene here is so fast-paced that today's sweet chile chicken lolipops at Tommy Want Wingy or kimchi fries at the Korean-Mexican fusion truck Chi'Lantro may be gone tomorrow. (Though we sure hope not.) Hit eight trucks in one location at the Barton Springs Picnic Park, and find more worth seeking

4. BEST RIVER TRIP Fiji
Lined with vertical cliffs and cascading waterfalls, the 18-mile-long Upper Navua River Gorge on Viti Levu is like a tropical Grand Canyon, which is why OARS formed Rivers Fiji and worked with local landowners, villagers, a timber company, and the Native Land Trust Board to establish the 10.5-mile Upper Navua Conservation Area in 2000. Bask

in the fruits of their labor by paddling this pristine Class II-III warm-water river lined with swaying palms. As long as you're here, add a couple of days kayaking the Middle Navua, sea-kayaking and snorkeling among the coral gardens of Beqa Lagoon, and sprawling out on white-sand beaches. \$2,899 for eight days; oars.com

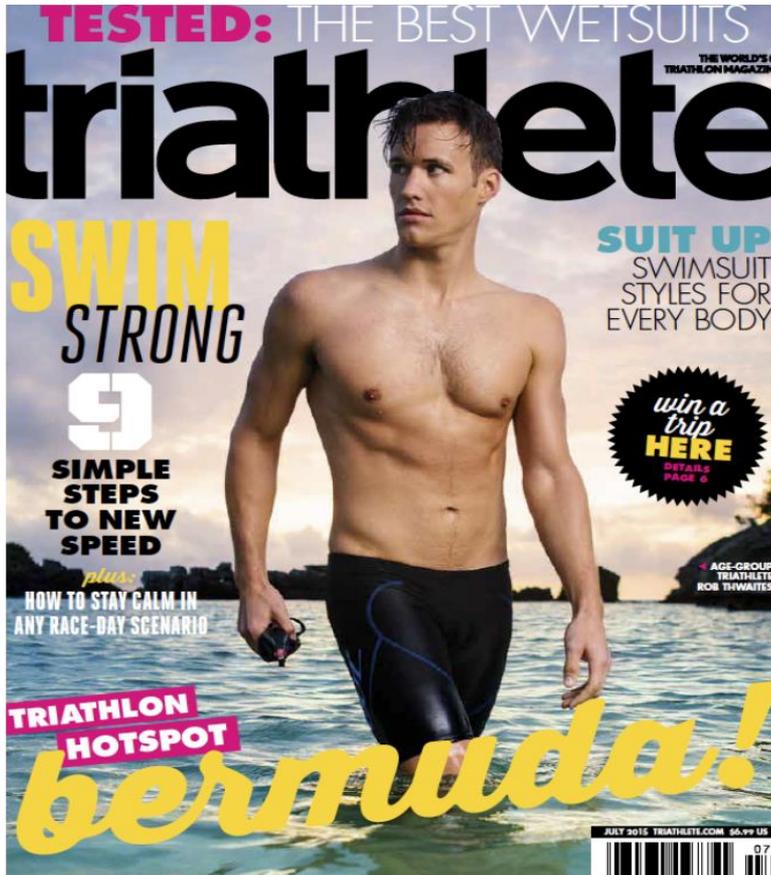
5. BEST OF THE WILD WEST Montana
Since 2001, the nonprofit American Prairie

6. BEST PORTABLE PARTY-STARTER Fugoo Sport
Sand and mud don't play nice with electronics. Enter the Fugoo Sport Bluetooth speaker. It's water- and drop-proof, and the battery lasts up to 40 hours on a charge. \$200; fugoo.com

Picking our winners was difficult. To see more nominees for the best adventure trails and other categories, go to outside.com/bestoftravel

52 OUTSIDE MAGAZINE

BEST ISLAND 2015



*Triathlete – June 2015
Swimsuit Issue & Destination Guide*



*Climbing Magazine – November 2015
The Bermuda Short*

AVERAGE AIR AND WATER TEMPERATURE (°F)

65	64	64	67	72	77	80	81	80	75	70	66
66	65	65	68	72	77	82	83	81	77	73	68
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC

 GOLF, TENNIS & SPA

 CRICKET SEASON Ultimate Cup Match

 HIKING & CYCLING THE RAILWAY TRAILS

 CLIFF JUMPING Jumping off rocks
ROCK CLIMBING Deep water soloing

 SCUBA DIVING with wetsuit

 SCUBA DIVING



 SNORKELING & HELMET DIVING

 KAYAKING, STAND-UP PADDLEBOARDING, JET SKIING, PARASAILING & FLYBOARDING

 SAILING

 KITE SURFING



 DEEP SEA FISHING
Wahoo, yellowfin tuna, marlin in season June/July

 SPINY LOBSTER SEASON
Lobster dive with locals



 REEF & SHORE FISHING
Spearfish — catch & cook with locals

 BIRD WATCHING
Rare Cahow

 WHALE WATCHING



 HORSEBACK RIDING &
DOGS ALLOWED ON BEACHES

 HORSEBACK RIDING ON TRAILS



 GLOW WORM CRUISES
Once a month, 2 to 3 nights after the full moon

 SUNSET CRUISES & BOAT RENTALS

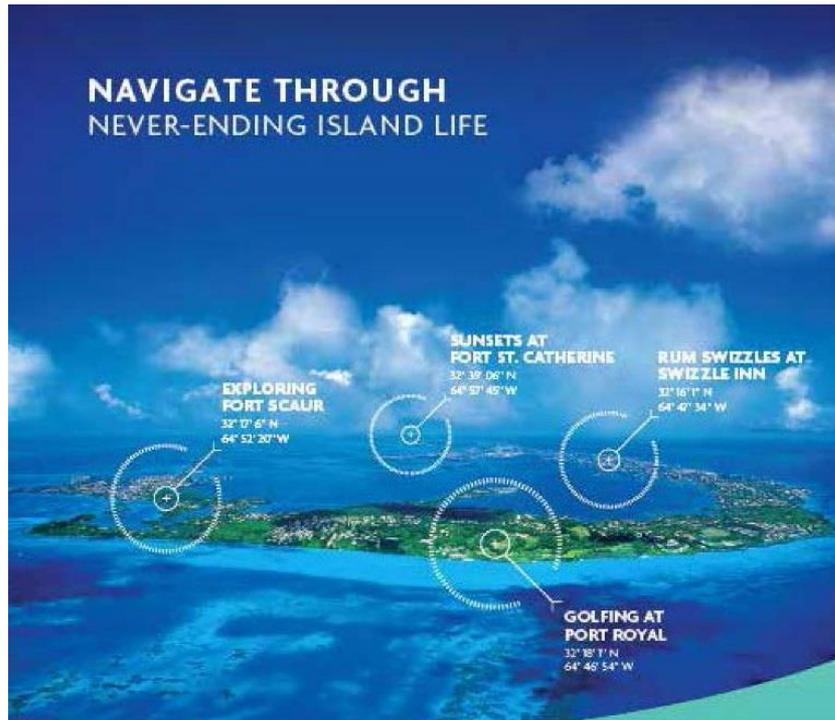
TARGETED LIFESTYLE EVENT ACTIVATIONS

- Charleston Wine+Food Festival (March)
- Bermuda Day (May – DC)
- Harlem Eat Up Festival (May – NYC)
- La Nuit en Rosé Festival (June – NYC)
- ACWS Portsmouth (July – UK)
- Race to Bermuda (September – NYC)
- Rum Sail with Robb Report (October – NYC)
- Toronto Life Most Influential (November)
- New York Mag Taste (November – NYC)



DEPARTURES

Features “Inside Bermuda”
from Nicole Golden,
owner of Urban Cottage



NAVIGATE THROUGH NEVER-ENDING ISLAND LIFE

- EXPLORING PORT SCAUR**
32° 17' 6" N
64° 52' 20" W
- SUNSETS AT PORT ST. CATHERINE**
32° 39' 06" N
64° 57' 45" W
- RUM SWIZZLES AT SWIZZLE INN**
32° 16' 1" N
64° 40' 34" W
- GOLFING AT PORT ROYAL**
32° 18' 1" N
64° 46' 54" W

WHERE PROPER FUN IS JUST A QUICK HOP AWAY.

Bermuda is a 21-square-mile playground of subtropical bliss—and not just during the summer months. And it's no mystery why good times come easy. Here, you can always tee off for a round of championship golf surrounded by Neptune-blue waters. Hike up scenic trails to Fort Scaur for sweeping views of the Great Sound. Or toast a Rum Swizzle to the spirit of summer at the island's oldest—and most famous—pub.

And getting here is easier than you thought—just a 2-hour flight from the East Coast.

 **BERMUDA**
Go to bermuda.com



INSIDE BERMUDA

Bermuda's breathtaking beaches and crystalline waters are the backdrop to a proper island getaway. Take it from native trendspotter Nicole Golden: "Whatever your pleasure—a tranquil beach hideaway, luxury shopping, refined dining, fabulous golf or yachting—you'll find it in Bermuda all year round."

LUXE LODGING
Rosewood Tucker's Point. This five-star hotel has ravishing views, a private beach, yoga lawn and the exquisite Sense® Spa. **GOLDEN TIP:** "Indulge in a frisée salad or a glass of Sancerre by the reflecting pool before or after total pampering."

WATERFRONT DINING
The Reefs. Enjoy a romantic dinner under the stars at this exclusive beachfront resort. **Harry's.** The famous restaurant on Hamilton Harbour serves the island's finest seafood and signature cocktails made with Harry's Special Rum Blend.

GOLDEN TIP: "Bartender Akil Trott at Marcus' at the Hamilton Princess & Beach Club handcrafts delightful cocktails like the classic Dark n Stormy—pure romance in a glass. And don't miss the hotel's art collection."

SUBLIME SHOPPING
Atelier. The store offers exciting fashion and jewelry from emerging and established designers. **Lili Bermuda.** This boutique distills the fragrance of wind, sea and flowers in perfumes handmade from island botanicals. **GOLDEN TIP:** "Lili Bermuda owner Isabelle Ramsay-Brackstone's VIP Champagne lunches are luxurious and stylish."

FUN IN THE SUN
Port Royal Golf Course. Tee off to crashing ocean waves at this gorgeous championship course. **Louis Vuitton America's Cup World Series and the 35th America's Cup.** The excitement builds as the world's best sailors convene in Bermuda on October 16-18, 2015 for the first event leading to a dramatic showdown in 2017, when Bermuda's magnificent Great Sound is the backdrop for the America's Cup.

BERMUDA INSIDER NICOLE GOLDEN
Owner, Urban Cottage

A native of Bermuda and a noted local connoisseur, Nicole studies the island's warmth and charm. Her Urban Cottage boutique in Hamilton mixes classic elegance with sleek-and-chic vintage finds.

PHOTO: iStock

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TRAVEL + LEISURE



»»»
It's far more than an attractive seasonal escape. It's a 21-square-mile destination of intrigue. Surrounded by reefs and centuries of shipwrecks. Contoured in iconic, pink-sand beaches. Known for distinctly personalised hospitality. It's Bermuda – where world-class spa treatments are offered in a 500,000-year-old cave. And where you can always tee off for a round of championship golf surrounded by Neptune-blue water.

IMMERSE YOURSELF IN ISLAND LIFE

Only in Bermuda – and only a 2-hour direct flight from the East Coast.

Features “Island Insider” Tips from Bermudian personalities

ADVERTISEMENT

WHERE WONDER IS AFOOT »»»

From St. George's to Somerset, trace the early-twentieth-century Bermuda Railway Trail – which contours the island beautifully for 18 miles. Along the way you'll encounter panoramic ocean views from the peaceful hilltop at Fort Scaur. You'll cross Somerset Bridge – the world's smallest working drawbridge (just wide enough for a sailboat mast). And you'll cross paths with Bermuda cedars, blooming freestias and the stunning, tropically manicured lawns of the locals.



» HISTORY SUBMERGED IN MYSTERY

Dating back to the 1600s, more than 300 ships met their untimely demise in Bermuda's reef-packed waters – earning it the moniker “Shipwreck Capital of the World.” Luckily, what's treacherous to the ship is treasure to the diver. So suit up and scuba down to discover mystical vessels like Spanish luxury liner *Cristobal Colon* – the largest known wreck in the area. And the impressively intact *Hermes* – one of the most photogenic and captivating dive sites.



» THE SCENIC SPORT OF LEISURE

Golf is as much the island's pastime as impeccable service is its standard – and both are deeply embedded in Bermuda's DNA. Seven striking courses grace the landscape – from the ocean-side cliffs of Port Royal to the secluded peninsula of Riddell's Bay. You can play like a champion and be treated like one, too. Especially with Golf Around packages that offer complimentary cart rentals, hard-to-get tee times and 50% off club rentals.



«« SENSORY EXPERIENCES

Head underground to a tangerine salt body glow at Grotto Bay's Natura Spa. Let a detoxifying herbal wrap work its magic at the Coral Beach & Tennis Club. Or envelop your senses in the fragrances – and flavours – of Elbow Beach's Rum Swizzle Ritual. Embracing Bermuda's signature cocktail, this treatment utilises the healing properties of citrus through massages and a full-body scrub. Plus, an indulgent bath – where you'll relax, Rum Swizzle in hand.

» ISLAND INSIDERS

ASHLEY HARRIS



Owner/
Operator,
Hidden Gems
of Bermuda

“Bermuda enjoys a vast number of repeat visitors, but it's not just the beauty. It's the people. Visiting Bermuda is more than a vacation. It's an immersion into a community.”

JEVON ROBERTS



Amateur
Golfer

“Fall is my favorite time of the year to play golf. The temperature is in the mid to high 70s. The courses are in great shape, and you can get a round of golf in pretty quickly. I love playing Port Royal!”

ISABELLE RAMSAY-BRACKSTONE



Owner/
Perfumer,
Lili Bermuda

“Immersing yourself in Bermuda's beauty doesn't require money. Wander through Tom Moore's Jungle. Go to the secluded beach at Astwood Park. Or stroll through St. George's for a special experience.”

WELDON WADE



Scuba
Enthusiast

“The first time I tried scuba diving, I was amazed at how beautiful and peaceful it was underwater. And that day became the beginning of an awesome journey.”

Photo Credits: Meredith Andrew Photography, Tucker's Point Golf Course, Peter Aldridge, Rosewood Tucker's Golf Course, Nevada Aly

TRAVEL + LEISURE STOP MOTION VIDEO



Features Bermuda
designed or made
products

Pack Your Bags for Bermuda

TRAVEL + LEISURE SOCIAL



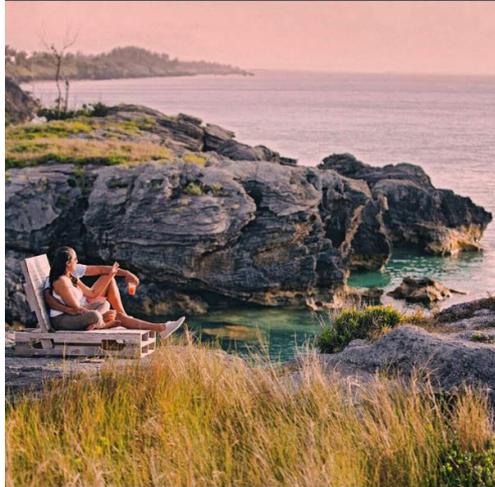
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Bermuda

20.4k likes 13h

travelandleisure Extend your summer in Bermuda with nighttime bonfires on the beach. @Bermuda #properfun #partner
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katreugur @gurkandogukan 🍷
farnhamrankin @hannaloo2014
@gpomps Let's.....
erinsfield @gillancory It's pretty special here! 😊
arn3 @danielledmw 🍹🍹
vian.88 @rahelina91
jacquikrew @fiona_jansen
flona_jansen Oh man, I want to be there :(@jacquikrew
willbish0p @jesscarroll92
hi_thief Oh my god! So beautiful!
seawendee Bermuda is just that beautiful I was blessed to have been

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travelandleisure
Tobacco Bay, Ber...

15.3k likes 14h

travelandleisure Cocktails and a sunset, the best way to end your day. @Bermuda #properfun #partner
view all 170 comments

switzerland.vacations 🥰🍷🍹
amrutamehta @ankitsrathod
minaliii @fpayabzai looks so relaxing
nitisha.sinha @atulvinaysingh
nblsrtn @khrmnls_bila nk mcm ni ?
Jennannenash @greaneythegreat
khrmnls_ Nnt sayang @nblsrtn
mariannejacobsen Beautiful 😍😍
emrebingoll_ Nice
itzriko @kareen_matouk I wanna go now esp that it's getting cold.
duanemattthews @melmatt693
mararose No sis no! @ncoley399

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travelandleisure
Bermuda

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travelandleisure Treat yourself to a massage in the exotic Grotto Bay caves in Bermuda. @Bermuda #properfun #partner
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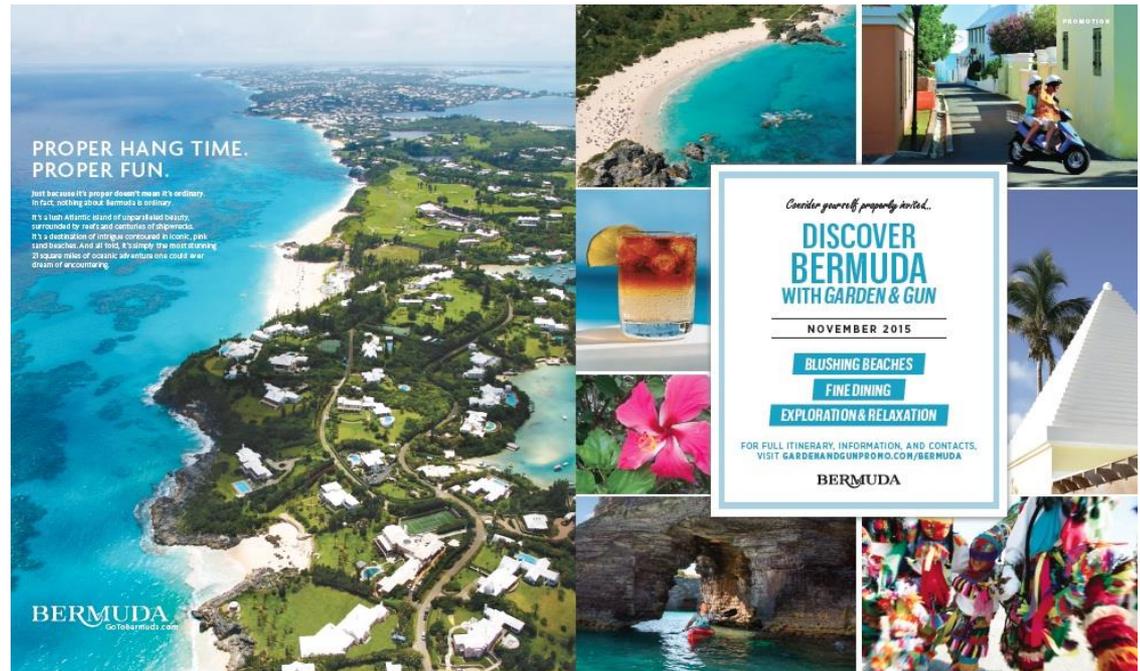
aero_space87 @bansalmahima1407 booked an appointmnt for u.
patrick_reb_09 Stell dir lieber vor da gib'ts Fische 🐟 @verl_sch
stephology08 @ch.oo.ey don't think you're supposed to go into the water hahaha
bansalmahima1407 @aero_space87 you forgot. You'll need to book flight tickets along with this. Flight tickets and hotel room for one.:P
willbish0p @jesscarroll92
elilikoyuncu Farkli b'i alternatif daha 🤔
@ipekotlu @murmuruu @sngierhan

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GARDEN & GUN EXPERIENCE WEEKEND

Negotiated an integrated social, print, digital and event activation.

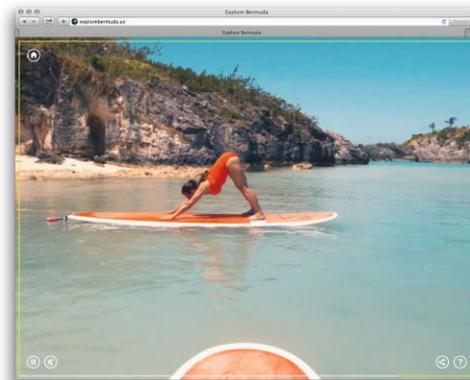
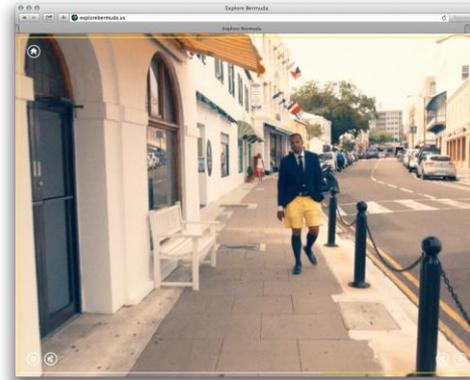
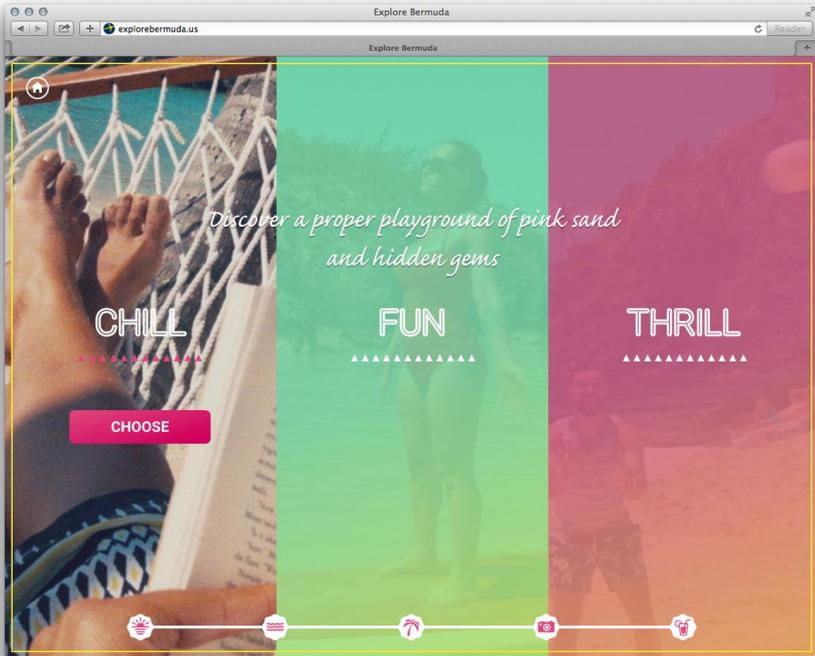
Working with the Garden & Gun team to create an intimate and spectacular weekend to generate travel to Bermuda during the shoulder season.



DISCOVER BERMUDA WITH GARDEN & GUN

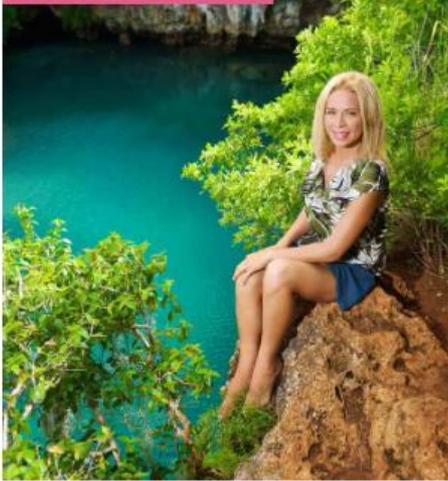


EXPEDIA CHOOSE YOUR ADVENTURE VIDEO



WALSINGHAM NATURE RESERVE

**THE
EXPLORER**



THE ROYAL BERMUDA YACHT CLUB

**THE
SPORTSMAN**



STONEHOLE BAY BEACH

**THE
ARTIST**



**THE
PROMOTER**



**THE
PERFUMER**



MEREDITH ANDREWS PHOTOGRAPHY

**THE
FASHIONISTA**



the
COVETEUR



HOW TO DO BERMUDA THE SHIONA TURINI WAY

REMEMBER TO PACK YOUR VALENTINO, GUYS.

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BY: *Emily Ramshaw*

#LOVEMYBERMUDA VIDEO SERIES





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BUILDING ON THE STORY



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**WHERE YOU GO
SAYS A LOT
ABOUT YOU.**



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WHAT MAKES YOUR DESTINATION UNIQUE?

**WE HAVE
THE FRIENDLIEST PEOPLE.**



**PEOPLE
DON'T
REALIZE
HOW
MUCH
THERE IS TO
SEE & DO
HERE.**



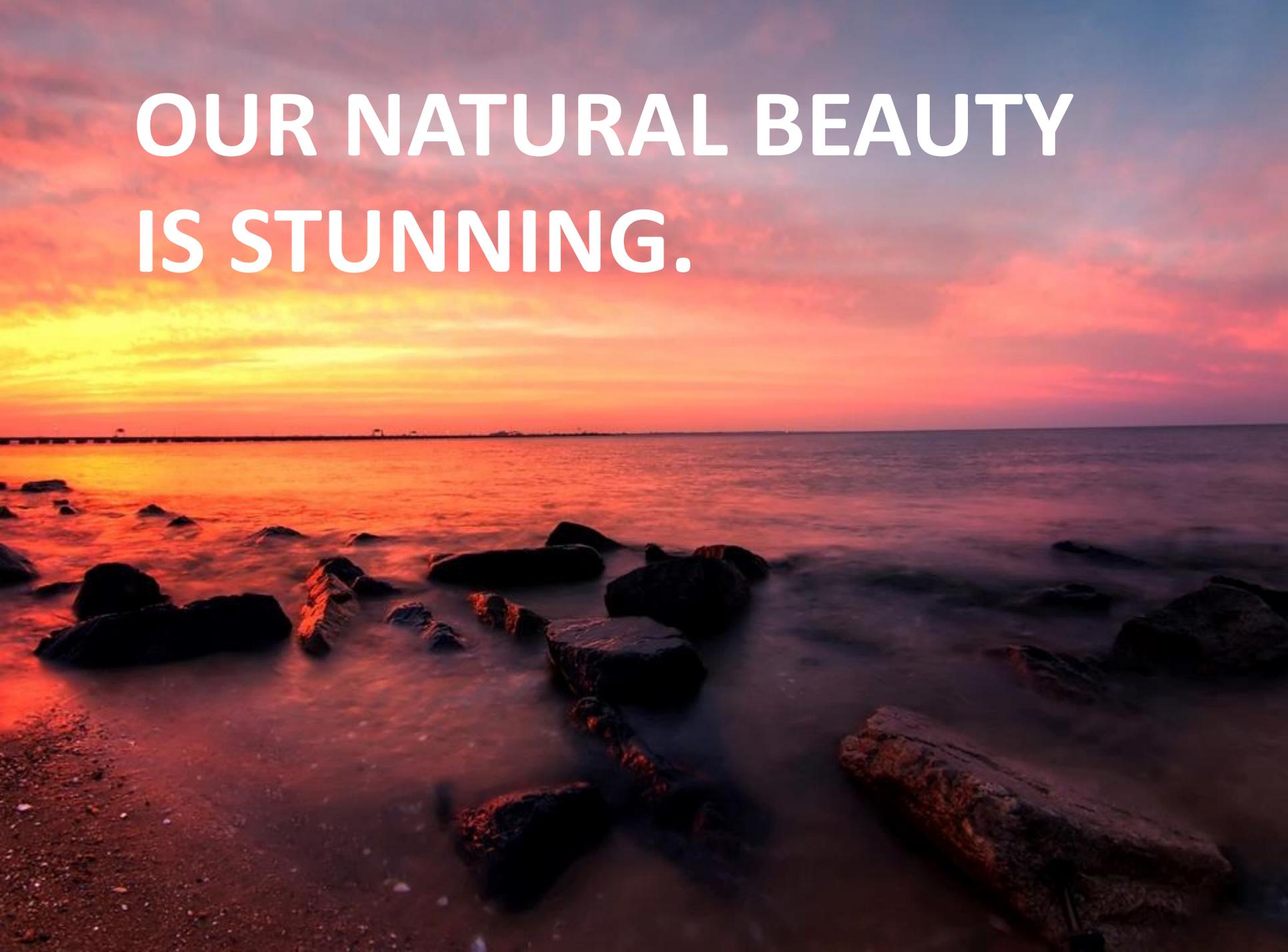
**WE'VE GOT
THE BEST
RESTAURANTS.**



**WE'VE GOT
THE BEST
SHOPPING.**



**OUR NATURAL BEAUTY
IS STUNNING.**



**WE HAVE SO MUCH
CULTURE & HISTORY.**





**WE HAVE SOMETHING
FOR EVERYONE.**





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IF NO TWO DESTINATIONS ARE ALIKE,



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WHY DO THEY ALL LOOK THE SAME?

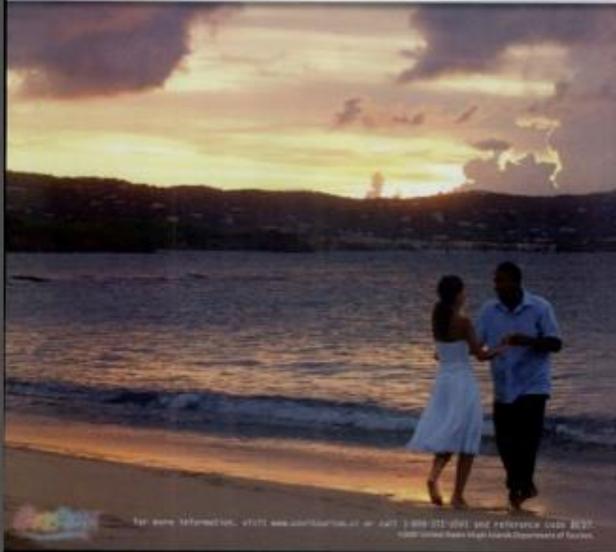
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romance

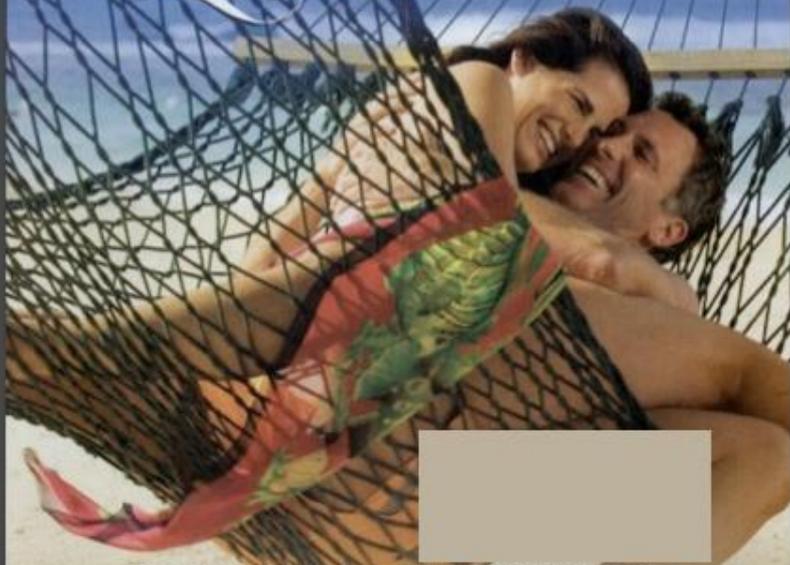
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Life's



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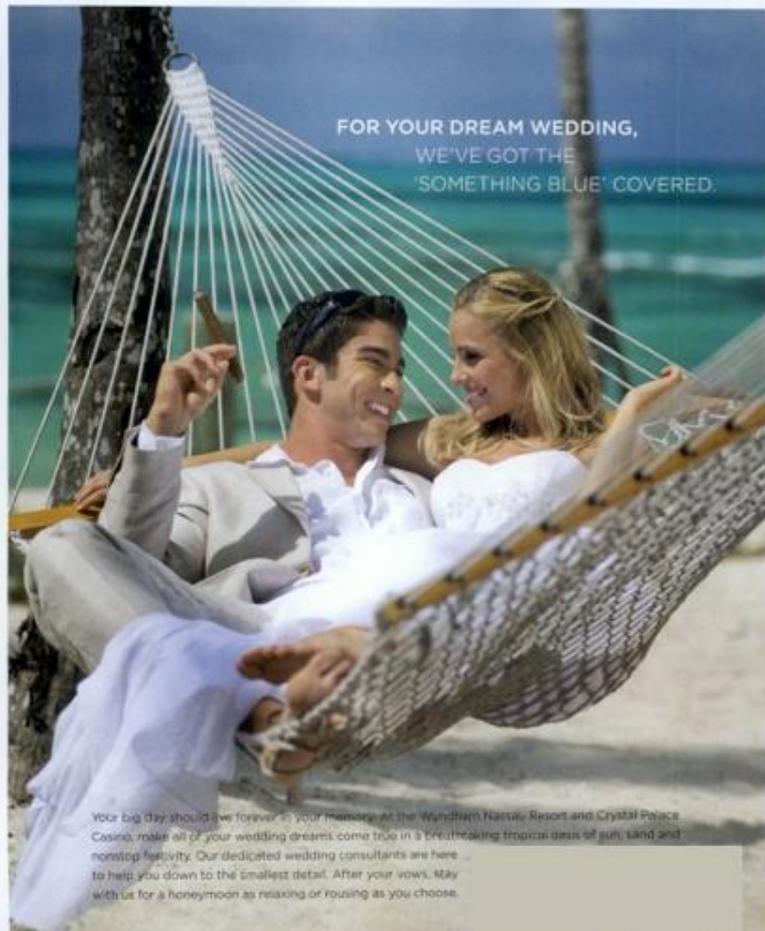
or call your travel agent or 1-800-Go-Super (467-8737)

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FOR YOUR DREAM WEDDING,
WE'VE GOT THE
'SOMETHING BLUE' COVERED.

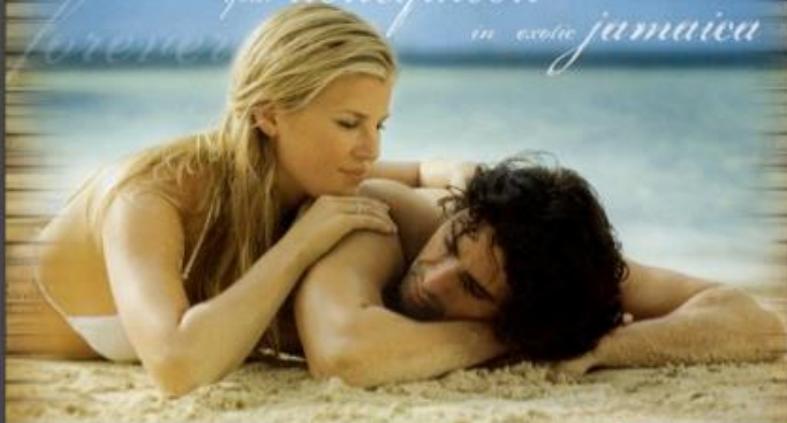


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Seats are limited, so call 800-Sandals today and you'll be on your way to paradise, so Test Drive Your Honeymoon at Sandals Resorts for \$149 per person*. Fly award-winning Air Jamaica with morning departure and afternoon return flights from JFK, Philadelphia, Baltimore, Atlanta, or Chicago on Wednesday, January 14, 2009 or Wednesday, January 28, 2009.

*Space is limited and subject to availability. \$149 price includes including airfare, taxes, resort activities, beach-barbecue, and unlimited premium hard drinks. **Full credit of \$149 per person will be made towards new 6-night minimum 6-night honeymoon in any category or region that are made within fourteen days after the attended Test Drive event. ***Participants must be present to win prizes and receive gifts.

 Book your Test Drive at 800-SANDALS or visit Sandals.com/testdrive for more information.

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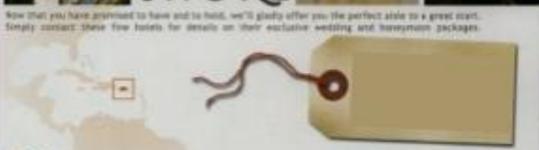
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SAY "I DO" IN PARADISE



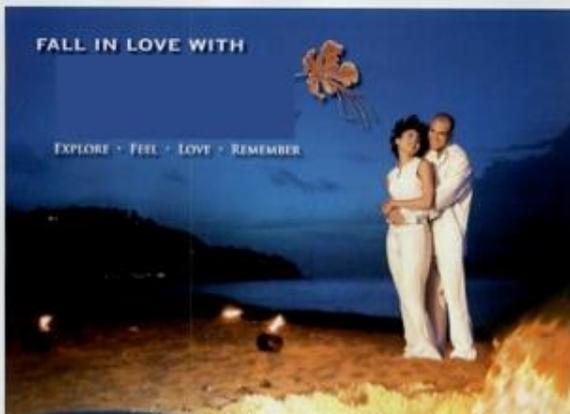
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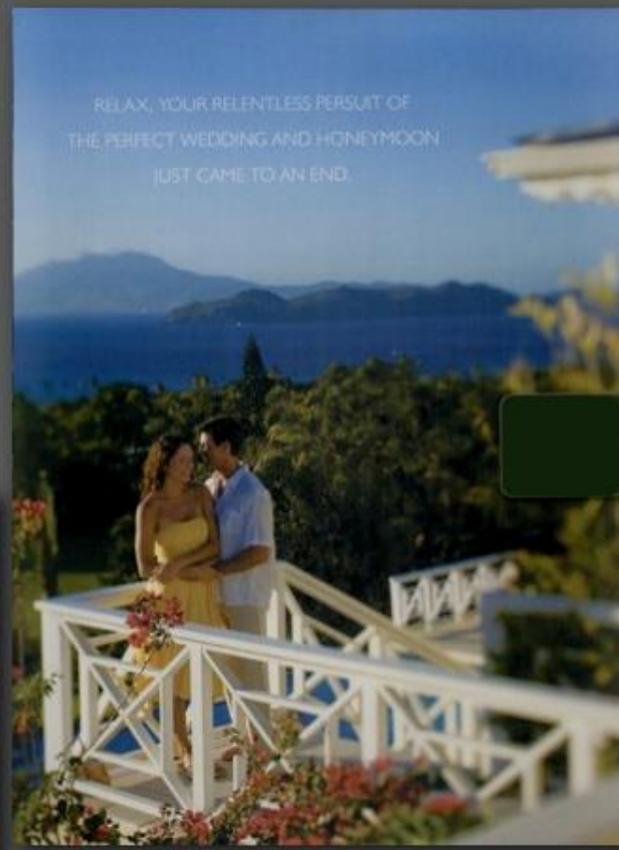


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Start your life together in some of the most romantic places on earth, nestled in our world of Unlimited Luxury® - where everything is included. Relax in sumptuous rooms and suites with spectacular views. Pamper each other in world class spas. Play at challenging golf courses. Dine in our many international gourmet restaurants. Come, live your dreams with us.

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Coming soon: Dreams Pearl South Beach Ocean and Dreams Ocean Golf Resort & Spa.



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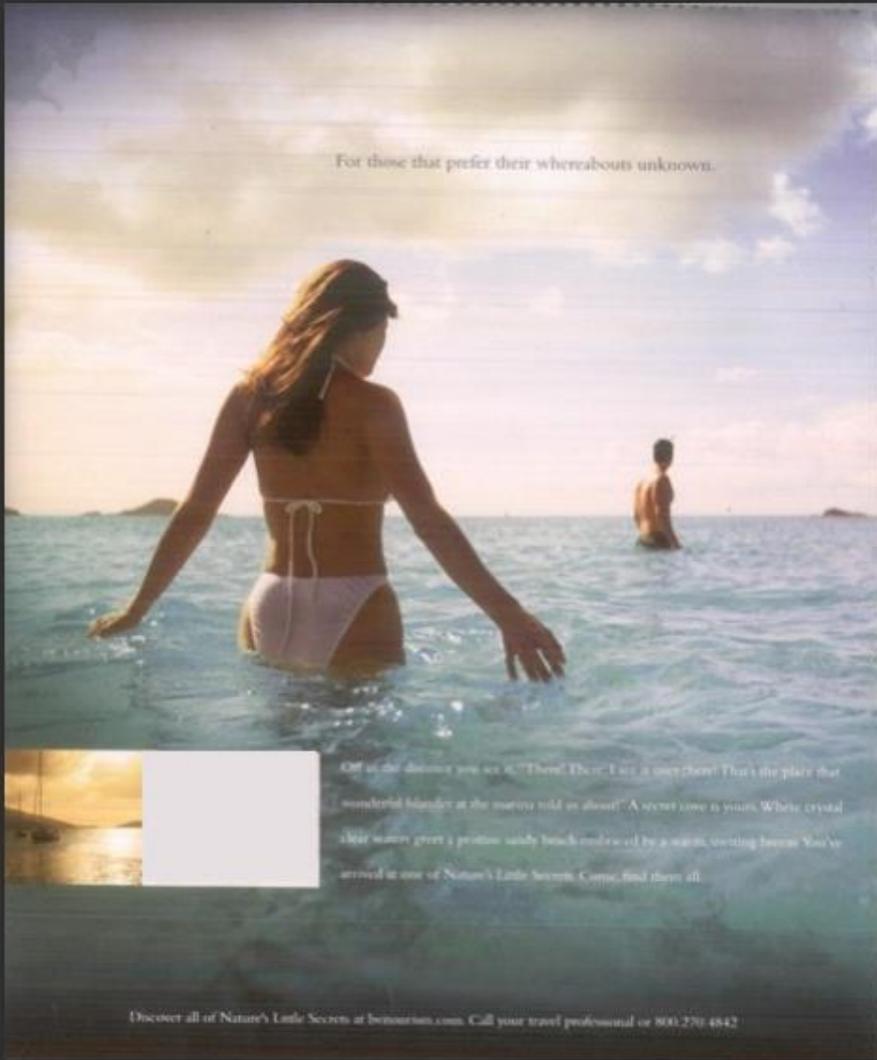
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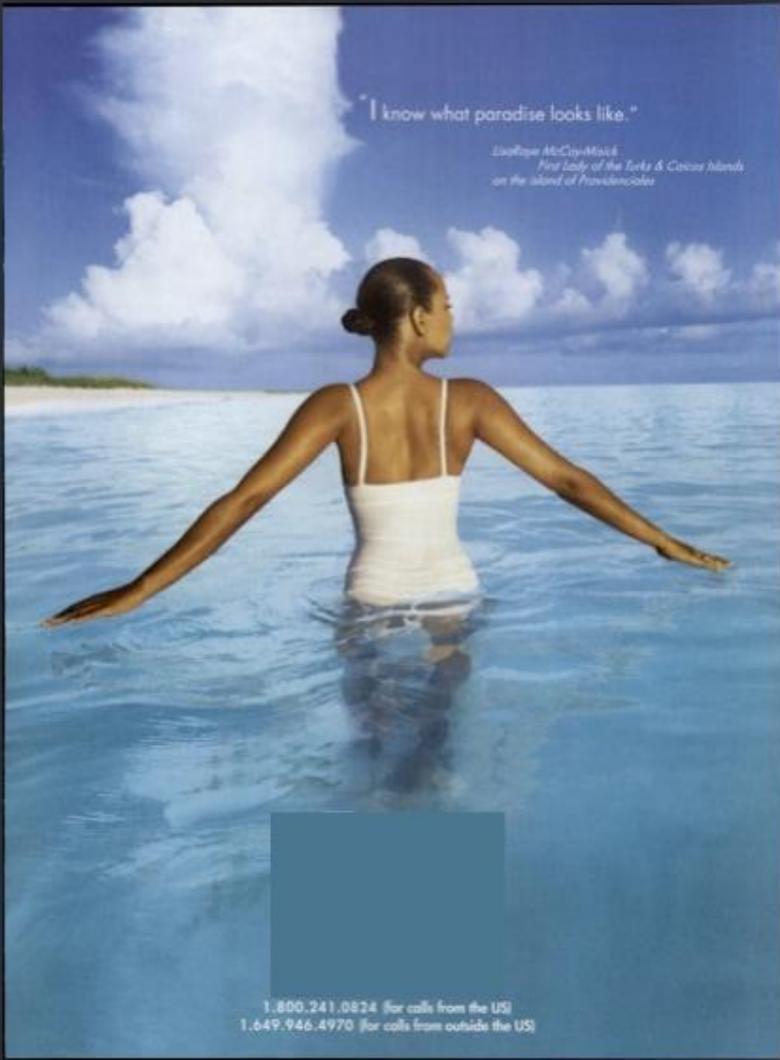


For those that prefer their whereabouts unknown.



Off in the distance you see it. "There! There! I see it over there! That's the place that wonderful blander at the marina told us about!" A secret cove is yours. Where crystal clear waters greet a pristine sandy beach enclosed by a warm, swaying forest. You've arrived at one of Nature's Little Secrets. Come, find them all.

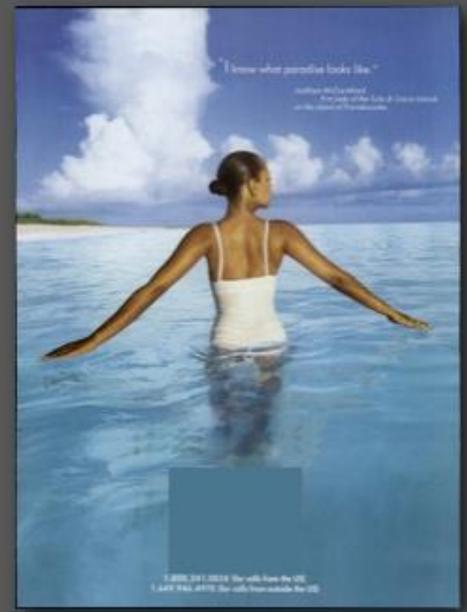
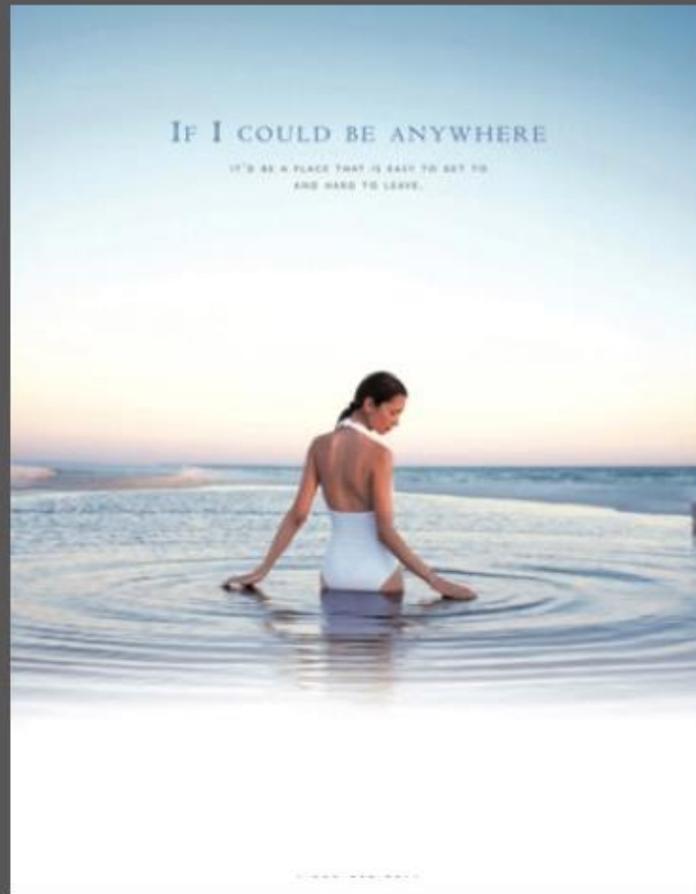
Discover all of Nature's Little Secrets at beaumont.com. Call your travel professional or 800.270.4842



"I know what paradise looks like."

*Evelyn McQueen
First Lady of the Turks & Caicos Islands
on the island of Providenciales*

1.800.241.0824 for calls from the US
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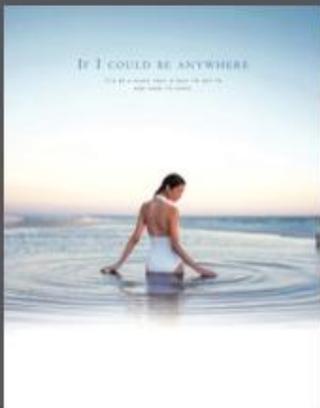
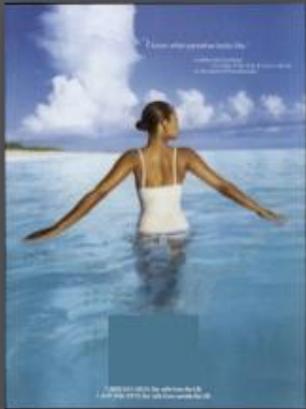
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**To build a brand,
you have to start by listening.**



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What We Heard

- “We are not a part of the conversation.”
- “No one thinks about us.”
- “We are not like the rest.”
- “We’re never going to be cheap and we can’t compete on volume.”
- “It’s going to cost you to get here and cost you to be here.”
- “We’re different in a good way.”
- “Monte Carlo of the Atlantic.”
- “Contact with Bermudians is important. We know all the locals so we strike up conversations with tourists. Next thing you know, we’re having dinner or having them on our boat.”
- “We can’t be all things to all people.”



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Associated with Bermuda

- Somewhere in the Caribbean
- Bermuda Triangle
- Bermuda Shorts
- Stuffy
- Conservative
- Expensive
- Tennis/golf type of crowd
- Old School
- Pink Sand



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Traveler Insights



POAT

25TH ANNIVERSARY EDITION

2015 MMGY GLOBAL PORTRAIT
OF AMERICAN TRAVELERS®





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Desired Vacation Attributes

- Beautiful Scenery
- Time to Unwind
- New Places
- Safety
- Ease of Access

SOURCE: MMGY Global Portrait of American Travelers

Data subset of travelers over \$50k HHI and interested in visiting the Caribbean and Bermuda in the next 2 years.



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Beach Experience

#6

SOURCE: MMGY Global Portrait of American Travelers
Data subset of travelers over \$50k HHI and interested in visiting the Caribbean and Bermuda in the next 2 years.



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Taking Vacations to:

- Getaway
- Relax
- Explore
- Experience Culture
- Experience Cuisine

SOURCE: MMGY Global Portrait of American Travelers

Data subset of travelers over \$50k HHI and interested in visiting the Caribbean and Bermuda in the next 2 years.



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Key Insights



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Insight #1

Bermuda's value proposition is unclear.



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“I don’t know anything about Bermudians or their culture.”

– NYC Focus Group



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“A lot of the media I found on Bermuda portrayed the island more like a party/spring break destination, rather than a relaxing tropical getaway.”

– Previous Visitor Survey Reply



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Insight #2

Bermuda isn't in the Caribbean.
The reasons to visit are unique to Bermuda.



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“Bermuda is largely a mystery to potential travelers with commonly expressed beliefs either incorrect or outdated.”

– Focus Group Findings



*“Last time I heard about it
was in a Beach Boys song.”*

– Boston Focus Group



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*“I love Bermuda for all of that
and it’s old world charm and that is why
I return. If it becomes a copy cat Caribbean
island...it will be moved off my vacation list.”*

– Comment on Royal Gazette



*“We are not like the rest.
We are different. In a good way.”*

– Stakeholder Quote



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Insight #3

Proximity doesn't matter
as much as we'd like to think it does.



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“Bermuda’s nearby location lessened its panache to seasoned travelers who take pride in visiting places far from home.”

– Focus Group Findings

“I think that troubled cities often tragically misinterpret what’s coolest about themselves. They scramble for cure-alls, something that will “attract business,” always one convention center, one pedestrian mall or restaurant district away from revival. They miss their biggest, best and probably most marketable asset: their unique and slightly off-center character.

ANTHONY BOURDAIN



Few people go to New Orleans because it's a "normal" city or a "perfect" or "safe" one. They go because it's crazy, border line dysfunctional, permissive, shabby, alcoholic and bat shit crazy and because it looks like nowhere else.

ANTHONY BOURDAIN





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Be yourself.
**EVERYONE ELSE
IS ALREADY TAKEN.**



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To the thrill seekers, explorers, romantics and originals among us: Bermuda is set apart by its location and way of life; it's where people, cultures and a certain mystique swirl together, connecting you to a place far from your everyday life.



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Connect Emotionally

Set Bermuda apart from the other Caribbean islands

Be true to Bermudians

Leverage Bermuda's mystique

Change the conversation

FROM

TO

Sun & Sand

A year-round destination tied to its attitude rather than its assets.

Somewhere in the Caribbean

An island set apart by its locations and way of life.

Old & Stuffy

Out there is full of adventure and mystique. You never know what's going to happen next.

A place I've heard about, but isn't for me.

A place that I'm drawn to.
It's where I belong.

BRAND ALIGNMENT

Bermudians

Positions Bermudians as the keepers and curators of this lifestyle only made possible by the mix of cultures and people.

Travelers

Gives them an attitude and personality to associate with Bermuda.

Meetings & Events

Positions Bermuda as an island destination that stands out from the others by not focusing on its assets.

“I just want to relax”

Translates in to a place where they can unplug and get away.



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For those looking to get out there,
Bermuda connects you to an amazing mix
of people, cultures and a certain mystique.
This is where you belong.

Sharing Bermuda's Stories



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Thank You