



Our Values

| <i>Performance & Accountability</i> | <i>Passion & Pride</i> | <i>Leadership & Collaboration</i> | <i>Honesty & Integrity</i> | <i>Awareness & Respect</i> |
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| <i>We deliver on our promises and obligations</i> | <i>We live the Bermuda Tourism brand</i> | <i>We are catalysts for positive change in Bermuda</i> | <i>We try to always do the right thing</i> | <i>We respect and embrace our differences</i> |
| <p>We operate strategically to maximise the long-term results for Bermuda</p> <p>We set challenging but realistic goals, and take personal and collective accountability for achieving them</p> <p>We are data-driven and we measure and report on everything that we do</p> <p>We learn from our experiences and are prepared to adapt and change course when needed</p> | <p>We believe in Bermudian hospitality, and we are optimistic about Bermuda's tourism future</p> <p>We are passionate about Bermuda and our visitors, and take pride in everything we do</p> <p>We are customer led</p> <p>We recognise and celebrate dedication, achievement and excellence</p> | <p>We embrace innovation and change; we reject the 'culture of no'</p> <p>We recognise that progress requires inclusion, communication and collaboration</p> <p>We seek out and are open to new ideas from wherever they come</p> <p>We commit to developing and empowering leadership capabilities</p> | <p>We are committed to the highest quality, professionalism and ethical standards in everything we do</p> <p>We are honest and direct in every interaction</p> <p>We raise and solve issues as they arise</p> <p>We have the courage to confront tough issues transparently and to stand up for what is right</p> | <p>We have a right to be heard and a duty to listen</p> <p>We are sensitive to Bermuda's history, cultures, and social challenges</p> <p>We treat everyone with respect and dignity, and we have zero tolerance for any form of discrimination</p> <p>We believe that respecting our natural environment is critical to tourism's sustainability</p> |