

BTA Quarterly Report Update Q2 2015



Research & Business Intelligence Division

During Q2 of 2015, the Research & Business Intelligence Division accomplished the following:

1. Full implementation of new visitor arrivals card and reporting which will provide the BTA with more detailed information on purpose of visit, first time vs. repeat, type of accommodation and America's Cup-related visitation.
2. Completed the transition of air exit surveys to online methodology. Visitors providing email addresses on arrival cards and through other methods are being contacted within a few weeks of their return home to complete an exit survey. Online methodology allows the BTA to collect more data in a confidential environment for visitors, already netting more participating respondents. During Q2, 2,700 visitors completed the online exit surveys vs. 660 during Q2 of 2014 and previous years.

The image shows a screenshot of the Bermuda Visitor Arrivals Card form. The form is titled 'BERMUDA' and 'Department of Immigration, Passport Control Team'. It contains several sections with callouts:

- First Trip to Bermuda:** A callout points to a radio button selection for 'Y' (Yes) or 'N' (No).
- Primary Purpose of Visit:** A callout points to a section titled 'Primary Purpose of Visit (pick one)' with multiple radio button options:
 - Vacation
 - Study
 - Business
 - Conference/Meeting
 - Incentive
 - Other
 - Visiting Family & Friends Vacation
 - Visiting Family & Friends Personal
 - America's Cup Team | Business
 - America's Cup Spectator | Vacation
 - Destination Wedding
- Accommodation:** A callout points to a section titled 'Accommodation' with a text input field for 'Residential Address or Hotel Property Name' and radio button options:
 - Hotel or Similar
 - Friend | Family
 - Rental House | Apartment
 - Bed & Breakfast | Guesthouse
 - Other

3. Specific Research Initiatives

- a. Qualitative research (focus groups) were conducted amongst target personas and previous visitors to Bermuda in the key source markets of New York and Boston. Topics covered included: perceptions/awareness of Bermuda, barriers to travel to Bermuda, as well as opinions on desired nightlife/entertainment and beach options.
- b. Completed analysis on historical and current air service to Bermuda – capacity and load factors, in order to assist BTA’s and the Government’s effort in maintaining and increasing air service.
- c. BTA’s proprietary panel of over 8,000 Bermuda visitors was used to conduct research on the topic of rental cars, on behalf of TCD.
- d. Conducted analysis on Bermuda’s golf visitors. 2014 exit survey results were filtered down to those who played golf during their stay and key differences identified between golfing visitors vs. all visitors.

4. First phase of recruitment strategy for cruise and yacht visitors for Bermuda's Visitor Panel was launched. Visitor Information Centers and HM Customs will be encouraging visitors to complete an email capture card to win a free trip back to Bermuda. In Phase 2, these visitors will be emailed and complete an online survey to join the panel. Yacht visitors will be asked to provide expenditure figures, as there is currently no data collected to accurately measure the economic impact of these visitors to Bermuda.
5. Re-calibration conducted for 2015 revised Tourism forecast, which will be completed and released during Q3.
6. Continued to report monthly and quarterly on tourism KPIs (air/cruise/yacht arrivals, hotel performance, future projections)
7. Continued to monitor online demand and conversion by geographic region and persona targets
8. Continued to measure Return on Investment of marketing initiatives by geographic region
9. Continued local opinion poll to measure perception of Tourism and the BTA amongst residents

Product & Experiences Division

During Q2 of 2015, the Product & Experiences Division accomplished the following:

1. Experiences completed/launched to date – Q2

- KiteFest - April 3
- Bermuda Open Volleyball- April 10 - 12
- Kitty Michael Invitational Golf Tournament - April 20 - 24
- Bermuda International Town Crier Competition - April 21 - 26
- Bermuda Arts & Crafts Fair - May 6, 13, 20, 27
- Bermuda National Swimming Championship - May 28 - 31
- Bermuda Heroes Weekend - June 12 - 15
- Bermuda Fly-fishing Invitational - June 23 - 27
- Marion to Bermuda Yacht Race (Signature Experience) - June 19 - 27
- Blue Sky Flights - June 29

One new experience was launched -
Blue Sky Flights - allowing visitors to see sensational views of the island during aerial tours. This experience targets those adventure seeking travellers looking for a thrilling way to see the island, while building on Bermuda's overall tour offerings.



BERMUDA HEROES WEEKEND
"Come Play With Us"

BERMUDA
so much more®

Bermuda Carnival

THE PARADE OF BANDS
AT MORGAN'S POINT FROM 12PM
Parking for the event will be at White Hill Field
Shuttles will be available to take you to Morgan's Point.
REGISTER TO JOIN IN WITH A BAND!
SPECTATORS PASS WILL BE \$10
For more details. Check out at: bermudaheroesweekend.com

SAT AFTERNOON
JUNE 13TH
12PM - 6PM
The Parade of Bands
bermudaheroesweekend.com

Follow Us on
@BermudaCarnival

Bermuda's first carnival event, Bermuda Heroes Weekend (BHW 2015), was a great success. Visitors and locals came together for the event in a safe environment to experience a variety of social and cultural features of the island. The strategy to incorporate one of our biggest assets, the water, into the weekend successfully differentiated Bermuda from other destinations hosting carnival-type events. The coverage BHW 2015 achieved provided tremendous exposure for Bermuda internationally among a new audience, particularly via social media channels.

The Bermuda International Town Crier Competition saw 25 Town Criers on-island from the UK and Canada. Accompanied by their spouses, friends and family, the Criers entertained overseas visitors and locals while competing for the illustrious Town Crier champion title.

The Marion to Bermuda yacht race celebrated its 20th anniversary and brought 45 boats to Bermuda, an increase of 35% on the 2013 event, and over 330 skippers and crew. This event has now been elevated to a Signature Experience, as the organizers continue to provide significant return on investment (ROI), including in terms of the quality of visiting participants and ongoing addition of features targeting a new generation of sailors for long-term sustainability.



2. Golf strategy

Dates for the world’s oldest pro-am golf tournament, Bermuda Goodwill, were confirmed during the quarter. Scheduled to take place December 5 – 11 2015, this event will continue to drive demand under our golf strategy within a key period of the year. It is anticipated the event will attract approximately 80 participating teams of four from the US, Canada and Europe.

3. New Offerings in Hub 1 (St. George’s and St. David’s)

During Q2, approvals to enhance visitors’ experiences in Hub 1 took place. As a result, four new BTA-supported experiences are adding to the activity in Hub 1:

- a. Haunted History, a walking tour in ye olde ghost town – which has since increased frequency to two nights per week, based on positive customer response and demand
- b. The Gunpowder plot re-enactment (240th anniversary)
- c. General Assembly Re-enactments
- d. Baking with Sweet Saak

In addition, the BTA’s support of a new, hop-on/hop-off “beach bus” transportation service will now allow visitors to have easier access to the many rich cultural and beach assets in St. David’s.

The Hub 1 Steering Committee, in conjunction with Hub 1 cultural partners, also started work on developing a cultural passport. This passport will allow visitors to access multiple cultural sites in Hub 1 for one set price.

4. Bermuda Arts & Crafts Fair - NEW

As a pre-event to Harbour Nights, local vendors with the support of the BTA and the Corporation of Hamilton, organized the Bermuda Arts & Craft Fair for visitors and locals during the month of May. A total of 18 local vendors were able to showcase and sell homegrown merchandise early in the season. As visitors look to immerse themselves in Bermuda culture, this event allowed guests to mix and mingle with locals, purchase locally-made products and experience some of Bermuda's rich cultural traditions.

5. Sizzling Summer Programme

Eight new experiences were added to this year's Sizzling Summer programme. These include:

- a. Hydrobike Bermuda, Daniel's Head Beach Park
- b. Bonfires on the Beach, Snorkel Park Beach
- c. Haunted History, a walking tour in ye olde ghost town, King's Square
- d. St. Gorgeous Sundays, Tobacco Bay
- e. St. David's Beach Bus
- f. Blue Sky flights, St. David's Island
- g. Authentic Bermudian In-home dining experience
- h. Gunpowder Plot Re-enactment



Running from May - October, the Sizzling Summer programme showcases on-island experiences from East to West to drive visitor spending and their exposure to various activities. The new "must do" section in the revised Sizzling Summer brochure has proven to be a hit among visitors as they look to maximize their experience of the wide ranging cultural events and activities available on-island.

6. Cruise ship strategy developments

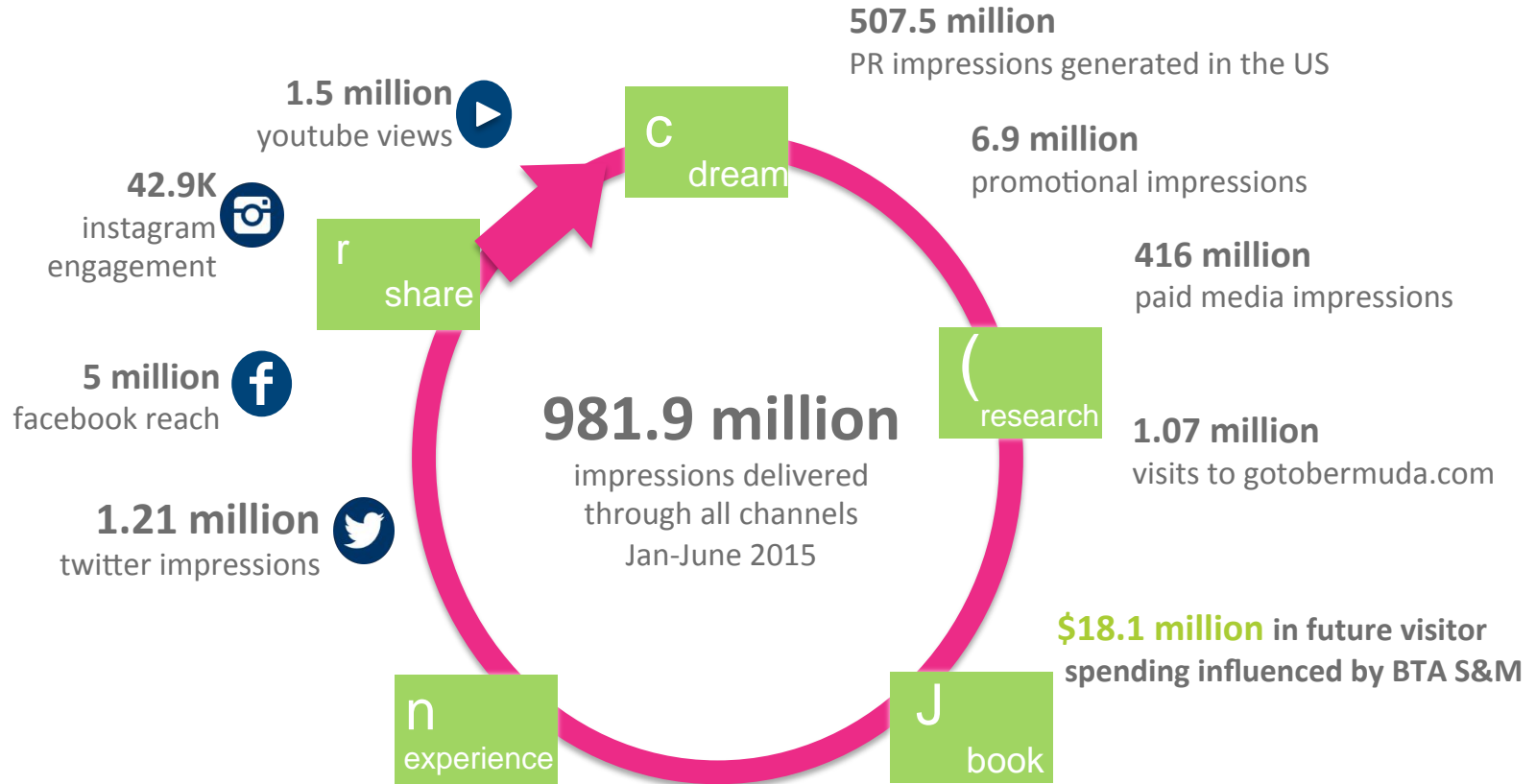
America's Cup (AC) - BTA has initiated contact with a variety of US and European cruise lines to discuss potential participation in AC. Currently, four cruise lines are planning charters or AC itineraries: 1 UK-based, 3 from the US. We continue to conduct outreach and have sessions with cruise line partners to appropriately maximize the number of regular and occasional calls to Bermuda.

Industry Outreach Results - The Bermuda tourism economy will benefit from a projected 10% increase in cruise visitors in 2016, bringing in a total projected economic impact for the country of \$91 million. The BTA's outreach initiatives over the past year have contributed to these projections.

We strategically targeted the premium/luxury cruise brands over many months and this work has resulted in 15 additional occasional calls in 2016, a 43% increase. The preliminary 2016 Cruise Ship Schedule confirms 150 cruise calls. This includes 50 occasional calls by high end cruise brands up from 35 this year. In 2015, there are 135 scheduled cruise calls. Approximately 407,000 cruise visitors are anticipated for 2016, compared to 370,000 for 2015. In 2014, there were 356,000 cruise visitor arrivals.

Sales & Marketing Division

2015 YTD Sales & Marketing Snapshot



Travel, Roomnights, Group & PR Dashboard

KEY METRICS	YTD 2015 ACTUAL	2015 GOAL	% OF GOAL YTD
Total Visitor Spending Influenced by BTA	\$18,136,879	\$54,497,501	33%
Total Room Nights Influenced by BTA	36,454	88,533	41%
Total Leisure Room Nights	32,821	61,973	53%
Total Group Room Nights	6,140	26,560	23%
Group Sales Leads	158	575	27%
Group Sales Calls	181	360	50%
Number of Journalists Assisted	172	95	181%
*Earned Media Generated	\$9,073,037	\$8,500,000	107%
*Coverage in Top 100 Outlets	67	55	122%
*Average Quality Coverage Score	70%	61%	115%

Redeployed sales team to focus on group sales in January 2015

Digital Dashboard

KEY METRICS	YTD 2015 ACTUAL	2015 GOAL	% OF GOAL YTD
Total Website Visits	1,070,898	1,855,846	58%
Desktop Traffic	526,027		
Mobile Traffic	304908		
Tablet Traffic	239,962		
Website Page Views	2,306,370	4,363,167	53%
Time on Site	2:03		
Blog Page Views	55243		
Newsletter Subscribers	257437		
Newsletter Open Rate	14.9%		
Consumer Inquiries	870	Benchmark Year	
Internet/Email	468		
Phone	402		
Brochures Distributed	12569		
Individual	3680		
Bulk	8889		

Social Dashboard

KEY METRICS	YTD 2015 ACTUAL	2015 GOAL	% OF GOAL YTD
Facebook Followers	156,783	194,257	81%
Facebook Total Reach	5,053,372	7,440,368	68%
Facebook Engagement	375,802	710,745	53%
Twitter Followers	16,554	15,578	148%
Twitter Impressions	1,214,050	1,131,967	107%
Twitter Engagement	28,562	37,743	76%
Instagram Followers	7,518	6,991	117%
Instagram Engagement	42,895	48,874	88%
YouTube Subscribers	1,252	1,200	107%
YouTube Total Views	1,502,193	1,710,100	88%
YouTube Minutes Watched	1,681,658	1,532,630	110%
Pinterest Followers	1,552	1,720	51%
Pinterest Repins	1,769	2,498	71%

Facebook updated the way Business Page likes are counted by removing memorialized and voluntarily deactivated accounts. This change affected volume of followers for all business page accounts.

Events & Engagement

Event Name	Start Date	End Date	Location	Type
Jayne Lamm	04/08/15	04/12/15	Bermuda	Press Trip
ASAE Springtime	04/09/15	04/09/15	Washington, DC	Group Sales Tradeshow with Grotto Bay and Elbow Beach Resort
Lola Brown	04/14/15	04/17/15	Bermuda	Press Trip
Ignite	04/15/15	04/15/15	Canada	Group Sales Tradeshow with Grotto Bay
Adventure Press Trip (Brittany Jones Cooper, Chris Bunting, Dennis Ryan, Cameron Martindell)	04/15/15	04/19/15	Bermuda	Press Trip
NAUTICA Magazine	04/23/15	04/29/15	Bermuda	Press Trip
Elegant Resorts Tour Operator	04/24/15	04/28/15	Bermuda	UK Tour Operator & Press Trip
Meeting Planner Site Visit (ALHI)	04/25/15	04/28/15		Group Sales FAM/Site Visits
RIMS Conference	04/26/15	04/30/15	New Orleans	Tradeshow partnership with Bermuda Business Development Agency
DuJour Photo Scouting (Etta Meyer)	04/30/15	05/03/15	Bermuda	Press Trip
Ray Isle, Food & Wine	05/01/15	05/05/15	Bermuda	Press Trip
ALHI Showcase Series	05/06/15	05/07/15	Milwaukee, WI & Chicago, IL	Groups Sales Tradeshow & Sales Calls
Harlem Eat Up Dinner Sponsor	05/15/15	05/15/15	NYC	Promotions
Kitt Doucette, Men's Journal	05/18/15	05/21/15	Bermuda	Press Trip
ALHI Northeast Roadshow	05/19/15	05/21/15	Philadelphia, New Jersey, Connecticut	Groups Sales Tradeshow & Sales Calls
Bermuda Day Event	05/20/15	05/20/15	Washington, DC	Promotions
Expedia's Caribbean Week	05/26/15	05/26/15	Springfield Call Center, MO	Travel Industry Sales Outreach - Tradeshow
American Airlines Vacations Training	05/28/15	05/28/15	Tulsa Call Center, OK	Seminars/Training
NCL Seminar At Sea & Fam Trip	05/31/15	06/06/15	NCL Breakaway/ Bermuda	Seminars/Training for 80 agents
Monroe Country Club (Golf)	06/05/15	06/05/15	Rochester NY	Golf Promotions
British Airways Open Day	06/05/15	06/06/15	Heathrow Airport	Consumer Tradeshow
Hayes & Jarvis Press Trip	06/05/15	06/09/15	Bermuda	UK Tour Operator & Press Trip
George McCluney, Global Traveler	06/02/15	06/04/15	Bermuda	Press Trip
Kim MacKinnon, Forbes Travel Guide, AAA Horizons	06/07/15	06/10/15	Bermuda	Press Trip

Events & Engagement

Engage!15	06/08/15	06/11/15	Punta Nizuc, Mexico	Travel Industry Sales Outreach - Weddings Tradeshow
Kimberley Killebrew, The Daring Gourmet	06/08/15	06/12/15	Bermuda	Press Trip
Travel Impressions Training for California E-Commerce	06/09/15	06/09/15	BTA Office	Webinar
Charles Bethea / Maria Lioy, Wall Street Journal	06/10/15	06/15/15	Bermuda	Press Trip
Peggy Loftus, Virtuoso Life	06/11/15	06/14/15	Bermuda	Press Trip
Miracles Foundation	06/11/15	06/11/15	Boston	Golf Promotions
Collaborate Marketplace	06/11/15	06/13/15	Orlando, FL	Corporate Market Tradeshow
Oakville Side Walk Sale	06/12/15	06/12/15	Oakville, Canada	Consumer Event
Chanel Brown, blogger	06/12/15	06/16/15	Bermuda	Press Trip
Adam Skolnick, Organic Life Magazine	06/15/15	06/19/15	Bermuda	Press Trip
Nadine Baggott, UK Hello Magazine	06/15/15	06/21/15	Bermuda	Press Trip-UK
Chaney Kwak, Freelance (National Geographic)	06/15/15	06/19/15	Bermuda	Press Trip
AAA Mid-Atlantic Destination Training	06/16/15	06/16/15	BTA Office	Webinar
Travel Marketplace	06/16/15	06/17/15	Toronto, Canada	Tradeshow/Roundtables
James Henderson, Waitrose Escape	06/17/15	06/21/15	Bermuda	Press Trip-UK
Rhapsody Visit (Joshua David Stein, Shane McCauley)	06/19/15	06/23/15	Bermuda	Press Trip
Justin Livingston & Serena Goh (Summer Fridays Influencers)	06/19/15	06/21/15	Bermuda	Press Trip-Summer Fridays
Christine Valhouli, freelancer for amNEWYORK, Fodor's Travel, Q by Equinox Blog, SpaFinder.com	06/19/15	06/21/15	Bermuda	Press Trip
ALHI Showcase - New York	06/24/15	06/24/15	New York, NY	ALHI Co-op
AAA Mid-Atlantic Cruise Fam	06/24/15	06/24/15	Celebrity Summit/ Bermuda	Fam & Training for 30 travel agents
IMN Executive Retreat	06/24/15	06/28/15	Bermuda	Group Sales FAM/Site Visits
ALHI Showcase - Boston	06/25/15	06/25/15	Boston, MA	ALHI Co-op
La Nuit en Rose Wine Festival	06/25/15	06/27/15	New York, NY	Consumer Promotion
Melanie Reffes; USAToday.com	06/28/15	07/01/15	Bermuda	Press Trip
Lindsey Calla (Summer Fridays Influencer)	06/26/15	06/29/15	Bermuda	Press Trip-Summer Fridays
Global Travel Market	06/28/15	06/30/15	Westin Diplomat, Hollywood, FL	Travel Industry Sales Outreach - Tradeshow
Shiona Turini / Summer Fridays Influencer	06/30/15	07/05/15	Bermuda	Press Trip

Trade Engagement Highlights

- 9 training sessions engaged 615 agents in learning more about the Bermuda experience
- 3 new tour operators adding Bermuda to their portfolio, increasing distribution in the UK
 - Hayes & Jarvis (beginning 2015)
 - Thomas Cook (beginning 2016)
 - Virgin Holidays (beginning 2016)

Harlem Eat Up Festival May 15, NYC

Leverage partnership with Travel + Leisure to host a Dine in Harlem Dinner during the Harlem Eat Up Festival to promote Bermuda and tie into the opening of Marcus' on-island

- Intimate dinner with 85 guests
- Generated 50 opt-ins
- Celebrated Bermuda's ties with NYC and Charleston



Bermuda Day Event

May 20 – Washington, DC

- Partnered with Bermuda’s Washington, DC consulate office to produce Bermuda Day themed event
- Attracted nearly 100 guests including dignitaries, media and meeting planners



La Nuit en Rosé Festival

June - NYC

Participate in the world's first Food & Wine Festival dedicated to Rosé Wine and Rosé Champagne – to leverage the lifestyle and interest in Rose wines with Bermuda's blush beaches. Integrate Bermuda into the full culinary experience & lavish lifestyle celebration.

- Engaged with 4,000 consumers over the course of 5 events in 3 days
- Served signature Dark n Stormys and set up green screen photo area for engagement
- Generated 540 opt-ins



Paid Media & Partner Marketing

Q2 OVERVIEW & HIGHLIGHTS

- Q2 integrated media programs attained over 100 million gross impressions.
- Media partner programs and events with publishers such as *Travel + Leisure*, *Garden & Gun*, and *Conde Nast Traveler*.
- Digital advertising efforts have driven increased performance metrics across the board with regard to advertising and website engagement.
- Summer Friday promotional efforts including digital, offline, out-of-home, and outreach marketing in NYC, Boston and D.C.
- Continued and expanded upon programs within important travel endemic channels.
- Evolve the brand messaging to communicate the year-round opportunity and appeal of the island of Bermuda.
- Utilize a story-centric, content driven approach to all marketing efforts.
- Obtain efficient and high-impact coverage within key travel media, including *Conde Nast Traveler*, *Travel + Leisure* and Trip Advisor.
- Create integrated, multi-channel programs with top publishers that reach Bermuda's affluent and aspirational audience targets to continue to drive awareness of and engagement with the brand.

Summer Fridays Integrated Promotion

Objectives:

- Maximize travel to BDA during the summer season
- Tie into lifestyle and culture of target personas in major feeder markets for Bermuda (NYC, Boston, DC)
- Link into the anticipation of Summer Fridays, Summer Getaways
- Create a desire and intrigue for consumers to consider Bermuda
- Promote the proximity of Bermuda to these major feeder markets with direct service

#7 Bus
Hamptons Bus



Time Out
New York

THE PHENOMENA OF
SUMMER FRIDAYS
ARE MAGICAL
USE THEM WISELY

Instead of city streets and red lights, take off to the pink sands of Bermuda. Dip your toes in serene Atlantic surf, sip a Dark 'n Stormy at sunset. And remember, while Monday may indeed return, so shall another Summer Friday in Bermuda.

Only a 90-minute flight from NYC.

ITINERARIES, TRAVEL DEALS AND MORE AT
GOTOBERMUDA.COM/SUMMERFRIDAYS
#SUMMERFRIDAYS

BERMUDA
GoToBermuda.com

Summer Fridays Elevator Advertising - (2,572 office buildings)

May-June - NY/NJ/CT

10
DAYS

UNTIL
SUMMER
FRIDAYS

90 MINUTES TO PROPER FUN
DAILY NONSTOPS FROM JFK

#SUMMERFRIDAYS

BERMUDA
GoToBermuda.com

This advertisement features a teal background on the left with a white calendar icon showing the number 10. The right side shows a photograph of two people riding a jet ski on the ocean. The Bermuda logo and website are at the bottom.

9
DAYS

UNTIL
SUMMER
FRIDAYS

90 MINUTES TO PROPER FUN
DAILY NONSTOPS FROM JFK

#SUMMERFRIDAYS

BERMUDA
GoToBermuda.com

This advertisement features a teal background on the left with a white calendar icon showing the number 9. The right side shows a photograph of a tropical beach with turquoise water and two people snorkeling. The Bermuda logo and website are at the bottom.

4:18:15:16
DAYS HOURS MINUTES SECONDS

UNTIL
SUMMER
FRIDAYS

90 MINUTES TO PROPER FUN
DAILY NONSTOPS FROM JFK

#SUMMERFRIDAYS

BERMUDA
GoToBermuda.com

This advertisement features a teal background on the left with a digital timer showing 4:18:15:16. The right side shows a photograph of a woman lying on a beach with a large rock in the background. The Bermuda logo and website are at the bottom.

0:00:00:00
DAYS HOURS MINUTES SECONDS

SUMMER
FRIDAY
IS HERE

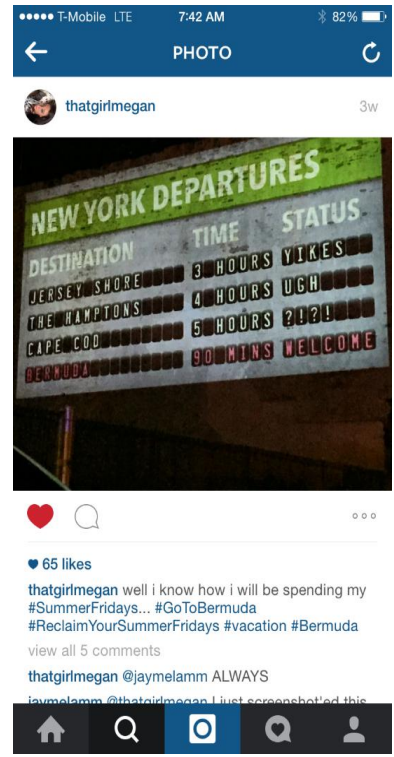
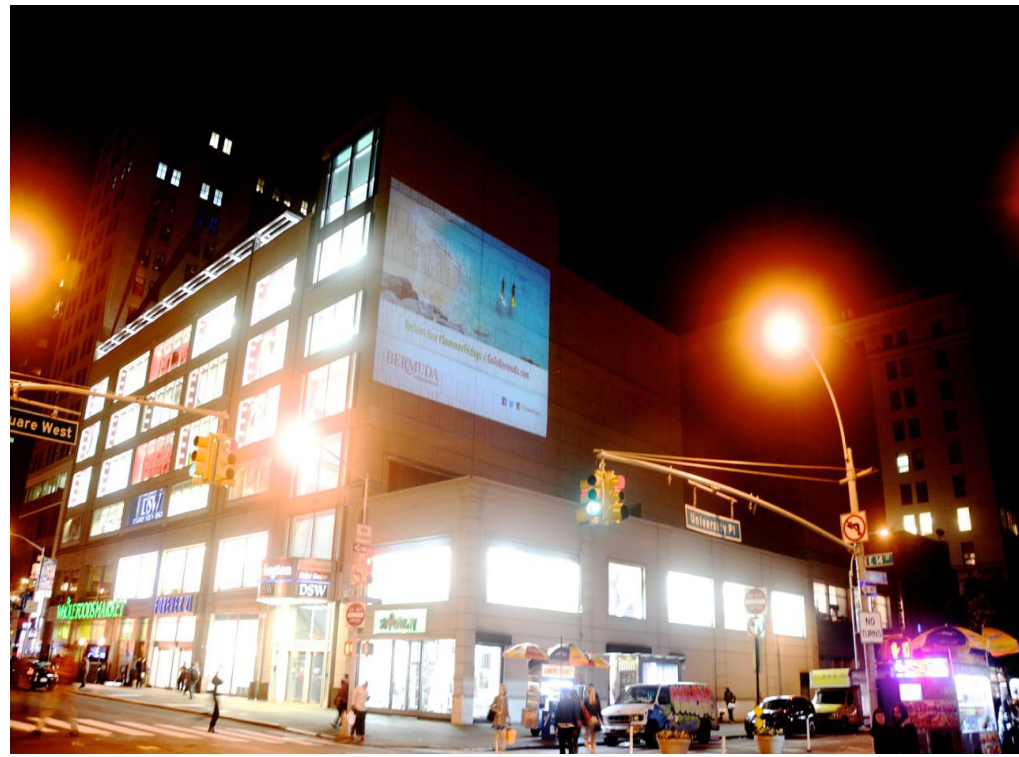
TAKE OFF TO BERMUDA
DAILY NONSTOPS FROM JFK

#SUMMERFRIDAYS

BERMUDA
GoToBermuda.com

This advertisement features a teal background on the left with a digital timer showing 0:00:00:00. The right side shows a photograph of a beach with a large rock in the water. The Bermuda logo and website are at the bottom.

Summer Fridays OOH – Light Projection Touts Proximity & Engagement May 20-21 - NYC & Boston



Summer Fridays OOH – Bus Advertising

NYC & #7 Bus & Hamptons Route – June-July



Summer Friday Kits



Hand delivered to:
Afar

CBS Morning Show

Condé Nast Traveler

Good Morning America

Kathy Lee & Hoda - Today Show

Live with Kelly & Michael

Refinery29

Thrillist

Travel + Leisure

UrbanDaddy

NY1

Time Out New York

Town & Country

New York Mag



Summer Fridays: Sparking Conversations &

Fans

thatgirlmegan 3w

Barry Leland Brown added 17 new photos to the album: iOS Photos. May 21 at 3:55 PM · iOS · 🌐

A special office treat from our friends at Bermuda Tourism. Dark N Stormys and super good Bermuda ice cream shipped in. We love a summer Friday even on a Thursday.

townandcountrymag 3w

townandcountrymag 2w

thatgirlmegan well i know how i will be spending my #SummerFridays... #GoToBermuda #ReclaimYourSummerFridays #vacation #Bermuda view all 5 comments

thatgirlmegan @jaymelamm ALWAYS jaymelamm @thatgirlmegan I just screenshoted this

townandcountrymag We're kicking off our #MDW early with Dark 'n Stormies - in both drink and ice cream versions - courtesy of @Bermuda. Here's to the holiday weekend! 🍹🍷🍹 @goslingsrum #summerfridays #cocktails #goslings #drinks #bermuda view all 118 comments

townandcountrymag Summer starts for me in Bermuda! I'm staying at the Rosewood Tucker's Point, enjoying the sand and surf with a Dark 'N' Stormy, the traditional drink of the island 🍹🍷🍹 (sandals are @kaanasshoes by the way 😊) - @amandaheartst view all 36 comments amandaheartst Thanks @mwillkahn !! 🍷🍷🍷

#SummerFridays Influencer Trips

← PHOTO ↻

 **justinliv** 4w
Coco Reef Resort, Bermuda



♥ 4,245 likes

justinliv Landing in @Bermuda with @theserenagoh...
Look at that bright blue water! 🌊👏👏
#SummerFridays

View all 12 comments

antoine_2955 737-9 !! 🤔👌👌

kevcheng best

← PHOTO ↻

 **theserenagoh** 4w
1609 Bar & Restaurant



♥ 1,137 likes

theserenagoh Touched down in Bermuda and already fallen in love with these candy-colored backdrops 🥰
#SummerFridays #OnTheGoh

View all 13 comments

← PHOTO ↻

 **lemonstripes** 5w
Mickey's Beach Bistro & Bar at Elbow Beach



♥ 1,834 likes

lemonstripes Ran straight for dark and stormies and the beach! @bermuda 🍹☀️🌴 #SummerFridays #Bermuda #sonthego

View all 24 comments

muhviva Seriously!! I wanna go back so badly

← PHOTO ↻

 **shionat** 2w
Blue Sky Flights, Bermuda



♥ 1,221 likes

shionat Fly Girl 🛩️🛩️🛩️ || I spent my Summer Friday a thousand feet over @bermuda wearing a lace @alessandrarich cape, how bout you? #upupandaway #gettinghigh #dontcatchfeelingscatchflights #summerFridays #bermuda #summersinBermuda #latergram

View all 13 comments

#SummerFridays Influencer Trips Overview

Overview	Total Posts	Total Engagement
Twitter	46	690
Facebook	19	1,507
Instagram	25	62,644
Pinterest	13	154
Blog	5	n/a
Vimeo	1	344
Total:	109 posts	65,339 engagements

kirstenalana No sun and sand coming up in my life ☹️☹️☹️☹️ This *needs* to change.

alexinwanderland @kirstenalana See! Bermuda is calling you!

kirstenalana It seriously is. Not even cool how much.

cestchristine @kirstenalana You and @dante8 would LOVE it! Perfect NYC getaway and the beaches are AMAZING!

Favorited 37 times

Justin Livingston @Justinliv · Jun 20
BRB... Never leaving this spot. 🌴🌴 @bermuda #SummerFridays
ift.tt/1VPaAW pic.twitter.com/FWdzbx3PBO

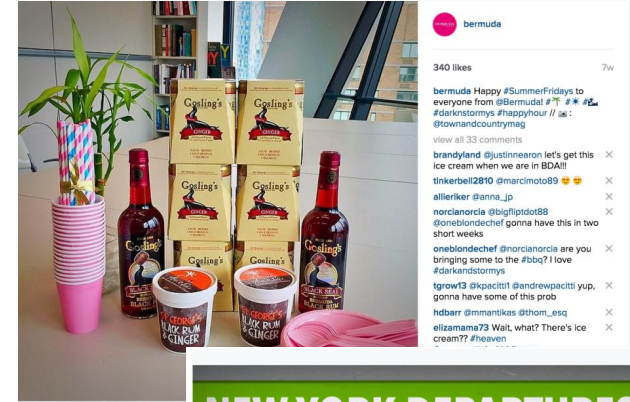
Mike Sington @MikeSington
Movie/TV Studio Executive/Insider.
World's Top Celebrity Etiquette Expert.
Celebrating Pop Culture/Hollywood
Behind-the-Scenes. Living the Dream.

⚙️ Follow

#SummerFridays in BTA Social Channels

Campaign carried across BTA's channels, serving as a backbone for our summer social media engagement efforts through original content, influencer activity, and the adaptation of advertising creative. To-date, there have been:

- 39 organic and paid posts, re-posts replies
- 165,000+ estimated impressions
- 4,000+ total engagements



NEW YORK DEPARTURES

DESTINATION	TIME	STATUS
	3 HOURS	YIKES
	4 HOURS	UGH
	5 HOURS	?!?!
	90 MINS	WELCOME

#SummerFridays await just 90 minutes
Published by Jeff Malkonado
Shared with: Custom
146 Views
Add Location
Change Date
Download HD
Download SD

Bermuda @GoToBermuda · May 28
Here are 7 ways to win #SummerFridays in Bermuda: bit.ly/1AA3jmM



11 likes

Bermuda @GoToBermuda · Jun 4
Stop daydreaming and start planning: 72 Perfect Hours in Bermuda
bit.ly/1AKAgf #SummerFridays #gotobermuda



17 likes

Bermuda
@GoToBermuda

Ditch the summer travel madness. Perfect #SummerFridays await just 90 minutes from JFK at GoToBermuda.com.

SIT OR SCOOT?

SUMMER FRIDAY DON'T
WITH SUMMER FRIDAY CAR TRAFFIC VOLUMES, SOME FUN-BEREMERS SIT 30 MINUTES BEFORE LEAVING THE CITY.

SUMMER FRIDAY DO
ISLAND HOP TO BEREMUDA VIA A QUICK NON-STOP FLIGHT, THEN YOU ARE FREE TO SCOOT, SAIL, OR KAYAK AROUND THIS PROPER PLAYGROUND.

RETWEET 1 FAVORITES 4

Interactive & Email Marketing

LIVE A
LIFE
BERMUDAFUL

BERMUDA
GoToBermuda.com

[EXPLORE NOW](#)



CLICK FOR SOUND

CLICK TO HEAR
BERMUDA IN
HIGH-DEF

[REPLAY MAIN VIDEO](#)

LIVE A
LIFE
BERMUDAFUL

BERMUDA
GoToBermuda.com

[EXPLORE NOW](#)



GOMBEYS

CLAP. DRUM ROLL. CRASH. POWERFULLY COLORFUL AND ENTERTAINING. THE BEATS OF THEIR DRUMS, RICOCHETING OFF TOWN WALLS. THE GOMBEYS ARE A LIVING SYMBOL OF BERMUDA'S FOLKLIFE AND ARTISTIC TRADITIONS. CATCH EVENING PERFORMANCES AT HARBOUR NIGHTS IN HAMILTON OR GOMBEY SATURDAYS IN QUEEN ELIZABETH PARK.

CLICK FOR SOUND

CLICK TO HEAR
BERMUDA IN
HIGH-DEF

[REPLAY MAIN VIDEO](#)

Bermuda is waiting for you. [View this email in your browser](#)

FATH***M**

A MESSAGE FROM OUR PARTNER

**PROPER
SUMMER
HOT SPOTS
BERMUDA STYLE**

FOUR SEAS
10° 00' 00" N
147° 00' 00" W

TOBACCO BAY
12° 21' 00" N
146° 41' 00" W

**LOUNGE AT
HARRISON'S COVE**
14° 00' 00" N
146° 00' 00" W

4 DAYS UNTIL SUMMER FRIDAY.
Spend your long weekend snorkeling in Tobacco Bay, relaxing on the pink-sand beaches of Johnson's Cove, or taking up scenic Fort Scaur. It's proper fun. Bermuda style.

[BERMUDA IN 2 HOURS](#)


#SUMMERFRIDAYS

BERMUDA

GoToBermuda.com

Content Marketing

Creating Anticipation & Plugging Proximity



HIS SECOND
SHORT FLIGHT
OF THE DAY

If you're going to do Summer Fridays, then really do them. Jump in with both feet. Ditch the city streets and red lights, and instead take off for the pink sands and Neptune-blue waters of Bermuda.

Whether it's leaping off cliffs, diving down to shipwrecks or sipping your way to the bottom of a Dark 'n Stormy®, Bermuda is never shallow on surprises. Nor is it ever far away.

Only a 90-minute flight from NYC.

ITINERARIES AND TRAVEL DEALS AT
GOTOBERMUDA.COM/SUMMERFRIDAYS
#SUMMERFRIDAYS

BERMUDA
GoToBermuda.com

AD BY FEDERATED MEDIA

THE PERFECT 72 HOURS IN BERMUDA



Your Bermuda escape may begin with a Summer Friday, but it shouldn't end there. In fact, you should probably think about taking your whole Friday off. Trust us, it's worth the vacation day. Want proof? Here's a guide to the ultimate long weekend in Bermuda.

[Read more >](#)



Fathom

June 25 at 3:00pm · 🌐

You only have 12 #SummerFridays left this year. So use them wisely. (Beach? Snorkel? Bonfire?) Bermuda is waiting. [AD]



Bermuda: The Ultimate Summer Friday Escape

Summer Fridays are all the rage, as offices empty out early for an escape to the beach or an afternoon happy hour with friends. Want to have a truly extraordinary Summer Friday this year? Come to Bermuda.

GOTOBERMUDA.COM

Like · Comment · Share



PROPER SUMMER HOT SPOTS BERMUDA STYLE

4 DAYS UNTIL
Spend your day in Tobacco Bay beaches of job scenic Fort St Bermuda style

00:00:00:00
DAYS HOURS MINUTES SECONDS

SUMMER FRIDAY IS HERE

TOBACCO BAY BONFIRE & BOHEMIA

IGNITE YOUR NIGHT AT TOBACCO BAY'S BONFIRE ERIDAYS HAPPY HOUR EVENT.

EXPLORE NOW

#SUMMERFRIDAYS
JUST A 2 HR FLIGHT FROM THE EAST COAST

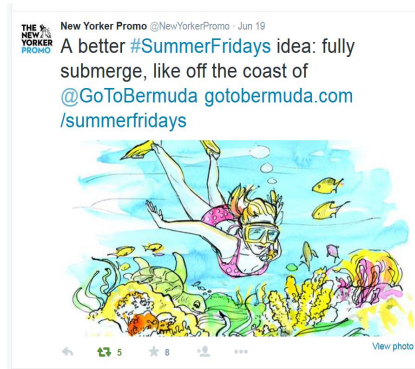
EXPLORE BERMUDA
REVEALS THE ISLAND ABOVE.

The New Yorker

June Summer Reading Issue

- Custom regional insert
- Newyorker.com
 - Animated billboard
 - Culture channel rotation package
 - Tablet and mobile
- Social media program integration
- Email marketing to 15,000

Social Engagement



Advertisement

SUMMER FRIDAY STORIES

ESCAPE THE CITY IN STYLE

It's the magical season when, for some lucky urbanites, extra hours appear in the weekend. Ninety minutes could get you straight to proper fun on an experience-packed island paradise... Or merely from cubicle to car. Where will your Summer Fridays lead? The do's and don'ts of maximizing Summer Friday afternoons, presented by Bermuda.

SUMMER FRIDAY DO
HOP ON A 90-MINUTE FLIGHT FROM THE EAST COAST AND BE ON THE PINK-SAND BEACHES OF BERMUDA—DARK 'N' STORMY IN HAND—BEFORE SUNSET.

SUMMER FRIDAY DON'T
STAY AT YOUR DESK OVER AFTERNOON COFFEE TO LET THE TRAFFIC THEN OUT.

BEACH CHAIR OR DESK?

Advertisement

SIT OR SCOOT?

SUMMER FRIDAY DO
ISLAND HOP TO BERMUDA VIA A GLICK NON-STOP FLIGHT, THEN YOU ARE FREE TO SCOOT, SAIL, OR KAYAK AROUND THIS PROPER PLAYGROUND.

SUMMER FRIDAY DON'T
WITH SUMMER FRIDAY CAR TRAFFIC VOLUMES, SOME FUN-SEEKERS SIT 90 MINUTES BEFORE LEAVING THE CITY.

SUFFER OR SNORKEL?

SUMMER FRIDAY DO
TO REALLY TAKE A REST SOME TIME YOU HAVE TO SUBMERGE—LIKE IN THE WORLD-CLASS SNORKELING AND WEECK DIVING IN BERMUDA'S TURQUOISE WATERS.

SUMMER FRIDAY DON'T
STANICATORS MAY STIFLE INSTEAD OF INSPIRE; THEY MIGHT SOUND GOOD ON PAPER BUT THEY ARE HARDLY REFRESHING.

90 MINUTES TO... PROPER FRIDAYS PROPER FUN

BERMUDA
so much more
PLAN YOUR EASY ESCAPE: URL TK

Custom Regional Insert

Proper Rewards Retail Print + Digital McClatchy/Experience Bermuda

BTA worked with the BHA and Experience Bermuda to implement a print and digital campaign to promote hotel's "Proper Rewards" resort credit.

The \$250,000 media credit was deployed in markets where McClatchy newspapers are published, that had the highest concentration of arrivals to Bermuda.

<p><i>Print:</i></p>	<p>Quarter page 4-color ads in May 3&17 travel sections:</p> <ul style="list-style-type: none"> • Charlotte Observer • Miami Herald • Fort Worth Star Telegram • Raleigh News & Observer
<p><i>Digital:</i></p>	<p>300x250 ad units on newspaper websites (see above) during month of May</p>
	<p>Advertising credit from BHA and Experience Bermuda</p>



Garden & Gun Experience Weekend Driving Experience & Travel in November

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.

Book Now!

DISCOVER BERMUDA
WITH GARDEN & GUN

NOVEMBER 5-8, 2015

NEW TO THE LINEUP:


MARCUS SAMUELSSON

PLUS

JESSIE BAYLIN

REBECCA DARWIN

THE LEE BROS.

CLICK HERE FOR WEEKEND DETAILS ▶


BERMUDA
GoToBermuda.com

PROPER HANG TIME. PROPER FUN.

Just because it's proper doesn't mean it's ordinary. In fact, nothing about Bermuda is ordinary.

It's a lush Atlantic island of unparalleled beauty, surrounded by coral and centuries of discovery. It's a destination of intrigue combined in iconic, pink sand beaches. And at this, it's simply the most relaxing 21 square miles of oceanic splendor one could ever dream of encountering.

BERMUDA
GoToBermuda.com



Consider yourself properly invited.

DISCOVER BERMUDA
WITH GARDEN & GUN

NOVEMBER 2015

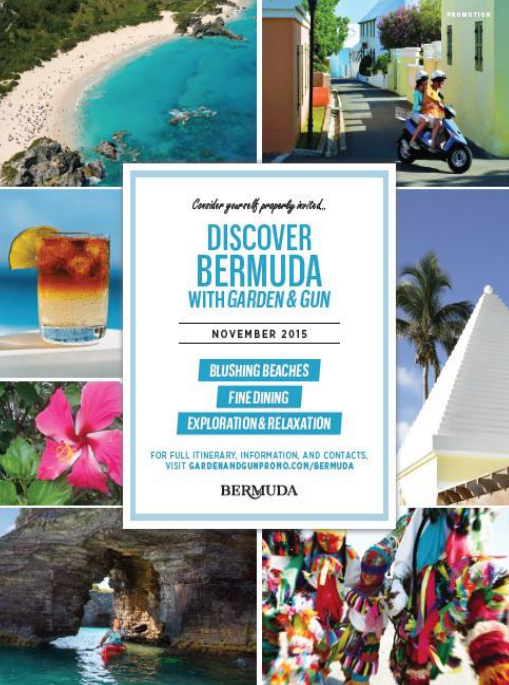
BLUSHING BEACHES

FINE DINING

EXPLORATION & RELAXATION

FOR FULL ITINERARY, INFORMATION, AND CONTACTS, VISIT GARDENANDGUNPRMO.COM/BERMUDA

BERMUDA



Virtuoso Preferred Destination

Bermuda became a Virtuoso preferred destination, gaining access to the travel industry’s leading luxury network, spanning over 26 countries and 9,000 travel advisors. The integrated partnership spans events, networking, training, digital and print activations:

<i>Print:</i>	<p>Full page 4-color ad:</p> <ul style="list-style-type: none"> • Virtuoso Life – July – Travel Dreams • Travel Catalog – July – Spa & Adventure • Travel Catalog - October - Island Escapes • Virtuoso Traveler – December – 2016 Idea Book
<i>Training & Webinar :</i>	<p>Webinar – ½ hour live training webinar Virtuoso Travel Week - August</p>
<i>Themed Emails:</i>	<p>Close to Home – June Active Adventures – July Travel Planner – September - Holidays & Beyond</p>



PROPER ISLAND HOP.
BERMUDA STYLE.

BERMUDA
A Treasure Trove of Secrets for the Discerning Traveler.

SCINTILLATING SCENTS
Create your own custom cologne or perfume at the Bermuda Perfumery, under the guidance of Master Perfumer Isabelle Ramsay Brackstone.

NATURE'S HIDDEN GEMS
Explore a network of secret coves and snorkel through coral reefs on private tours with Island insiders.

UNWIND UPWIND
Set sail for sunset on a private charter aboard the Spirit of Bermuda, cruising along the same waters that will play host to the 35th America's Cup in 2017.

TABLE FOR TWO
Sink your toes in soft pink sand for an unmatched farm-and-sea-to-table beachside dining experience.

Explore more at GoToBermuda.com



BERMUDA
GoToBermuda.com

Executive Golfer

Integrated sales and marketing partnership with Executive Golfer includes print, airline interactive and lead generation opportunities.

- Lead Generation
 - 363 private clubs contacted
 - 59 hold member outings/expressed an interest in Bermuda
- American Airlines In-flight in May
 - Interactive directory on 402 aircraft and a total 6,022 flights
 - Open rate of 6.13% of passengers; average engagement time of 18 minutes
 - 16,470 passengers read the edition during the 30 day period

Airline Cooperative Marketing

- Continued to promote direct flights to Bermuda with key airline partners
 - United
 - Delta
 - Westjet
- Incorporate promotional messaging that drives interested consumers to booking path
- Partner with air service providers to create custom Bermuda website content to enhance engagement and conversion
- Pursue and vet opportunities future opportunities to work with other key air partners including Air Canada, AA and JetBlue



United Airlines Co-op NY/NJ - April 2015

Work cooperatively with United Airlines to relaunch the non-stop service to BDA from Newark

- Print – Time Out + Newark Ledger
- Digital Programmatic
- Paid Search

UNITED A STAR ALLIANCE MEMBER

Home Reservations Travel Information Deals & Offers MileagePlus® Products & Services About United

Home > Deals & offers > Special flight offers > Flights to Bermuda

Flights to Bermuda

Starting at **\$320*** roundtrip

Additional charges may apply for checked baggage and other optional fees.

From: New York/Newark, NJ (EWR)
To: Hamilton, Bermuda (BDA)

[Book now](#)

Discover Bermuda's British charm and island soul

Visit Bermuda and enjoy pink sand beaches, turquoise waters with activities like whale watching, shoreline horseback rides, kayaking, paddle boarding and more. Shop for authentic Bermuda snorts in bright shades inspired by the island's color palette. Underwater, enjoy world-class wreck diving. On land, Bermuda is a leading choice for golf enthusiasts, with more courses per square mile than any other nation.

[+ more](#)

Be sure to check out our other [Special Offers](#).

Plane Tickets to Bermuda

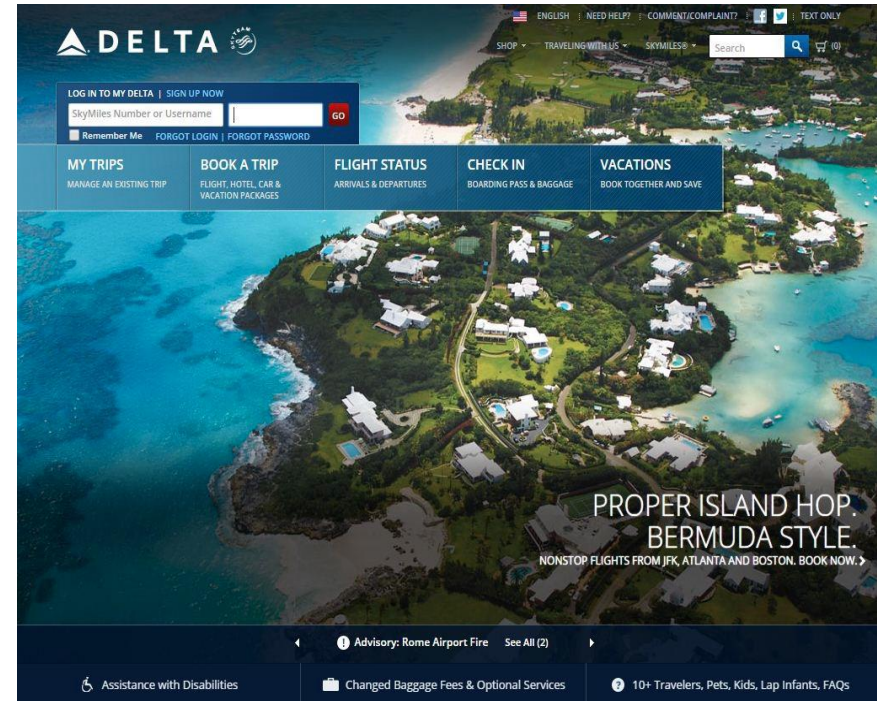
From:	To:	Roundtrip:
Boston, MA (BOS)	Hamilton, Bermuda (BDA)	\$421
Chicago, IL (MDW - O'Hare)	Hamilton, Bermuda (BDA)	\$394
Cleveland, OH (CLE)	Hamilton, Bermuda (BDA)	\$394
Houston, TX (IAH - Intercontinental)	Hamilton, Bermuda (BDA)	\$434



Delta Airlines Co-Op

Work cooperatively with Delta Airlines to drive air arrivals to Bermuda

- 14 million impressions
- Delta audience targeting
- Delta audience email marketing
- Delta.com homepage takeover
- Inflight Interactive banner (see next slide)



Delta In-flight Seat Backs (Video)



- 290-300 aircraft (domestic + int'l routes) for the month of June
- 10 million impressions

**IN 2017, THE WORLD SAILS IN TO BERMUDA.
BUT ONLY ONE SAILS OUT WITH THE CUP.**

AMERICA'S CUP WORLD SERIES BERMUDA
OCTOBER 16 – 18, 2015

35TH AMERICA'S CUP 2017 IN BERMUDA
JUNE 2017

Sport has its share of trophies. But none quite like America's Cup. It's the most elusive. It's the oldest. And of all the nations in the world, only four have ever earned the right to call it theirs.

Come witness the spectacle in person – on and around the waters of Bermuda's Great Sound. The action opens this October as teams try to secure carry-over points in the ultra-competitive America's Cup World Series.

And while you're here, enjoy the best of everything Bermuda – sure to be abuzz with global excitement. Because the 35th America's Cup in 2017 is not just another tournament. It's years of epic sea battles. It's the ancient sport of sailing. Finally, sailing back to where it belongs. And you're welcome aboard.

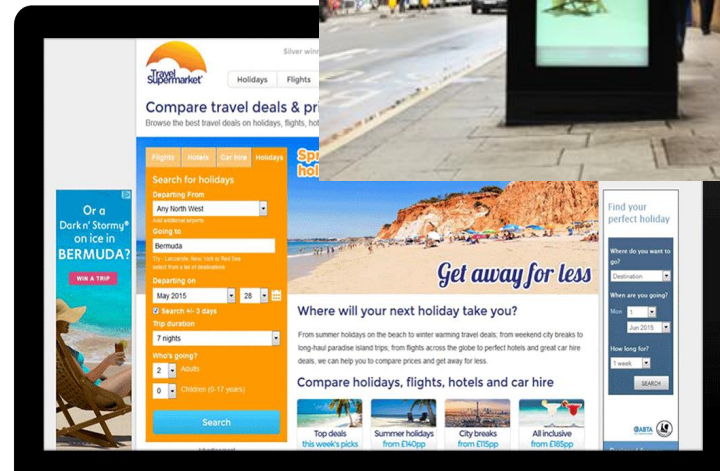
GREAT SOUND
32° 12' 15" N | AVG. WIND SPEED 10 KNOTS
64° 59' 15" W | PREVAILING DIRECTION SW

BERMUDA GoToBermuda.com
AMERICA'S CUP WORLD SERIES — BERMUDA —
BERMUDA AMERICA'S CUP

Expedia Co-op Campaign UK – May 2015

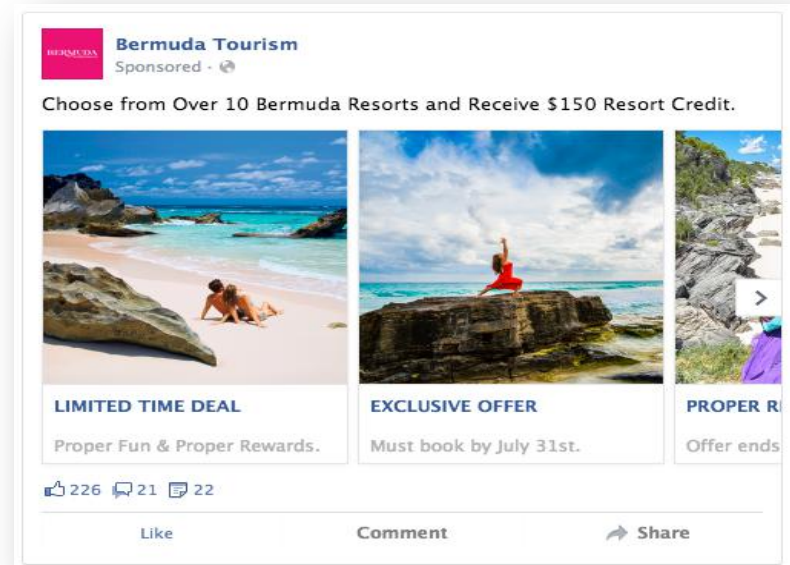
Partner with Expedia in the UK to leverage its Beach Sale to promote travel to Bermuda and a strong call to action

- Digital LD6 Screens – Out of home
- Travel Supermarket digital advertising
 - 1 million + impressions
 - 2,400 clicks
 - .23% CTR conversion
- Digital Video advertising
 - 12,955 views
 - .99% engagement
 - 2.5% CTR conversion



Facebook Advertising Insights

- 78,890 Clicks
- 2,053,417 Reach
- 7,026,169 Impressions
- Added website retargeting campaign
- All ads contained “Limited Time” CTA to drive urgency
- Tested multi-image ad versus single image ad for Philadelphia ad set (see screenshot)
- Results of multi image test was \$0.43 CPC versus average \$0.77 CPC of other DMA ad sets
- Have implemented multi image ads for all ad sets in July
- Splitting messaging between Proper Rewards and Summer Fridays in July



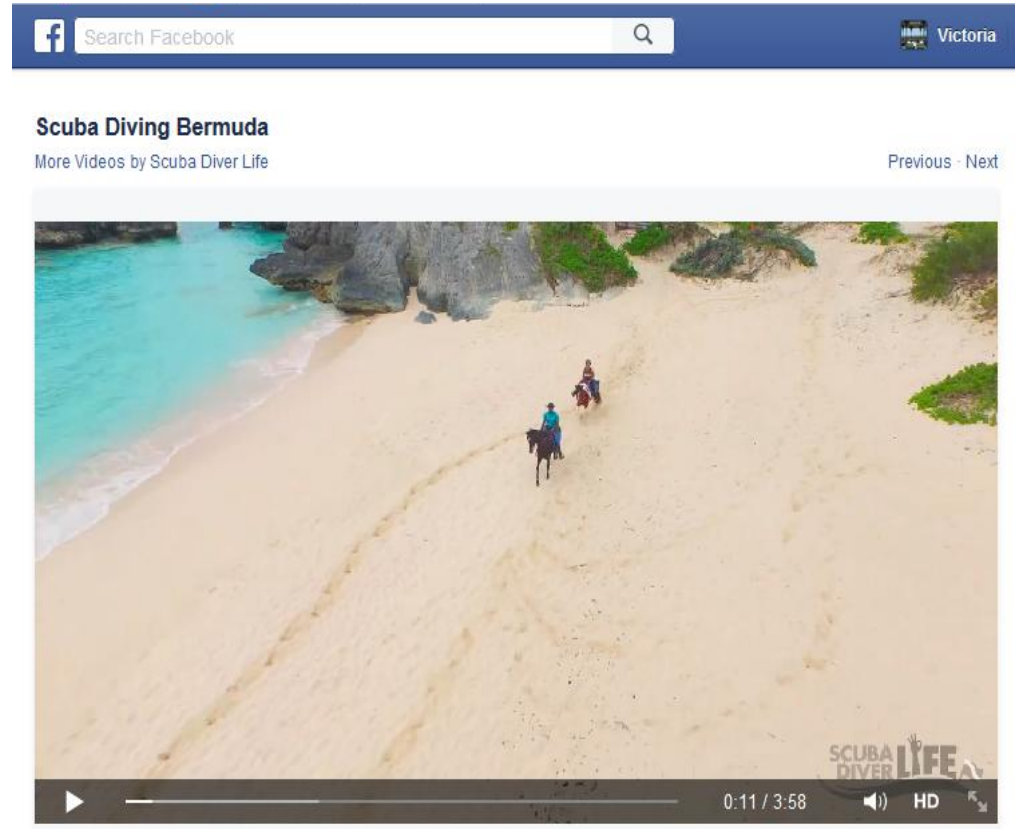
New Content Development

Scuba Diver Life Partnership

Partnered with Scuba Diver Life and on-island partners to create a 4-minute storytelling video touting the fabulous diving experience in Bermuda.

Early Results:

- 111K views in 1 week
- 313 shares
- 681 likes
- 50+ inquiries to join dive trip in 2016



Whale Watching Video

Worked with on-island videographers and partners to create a 4-minute storytelling video touting the fabulous whale watching experience in Bermuda to promote shoulder season visitation to the island.

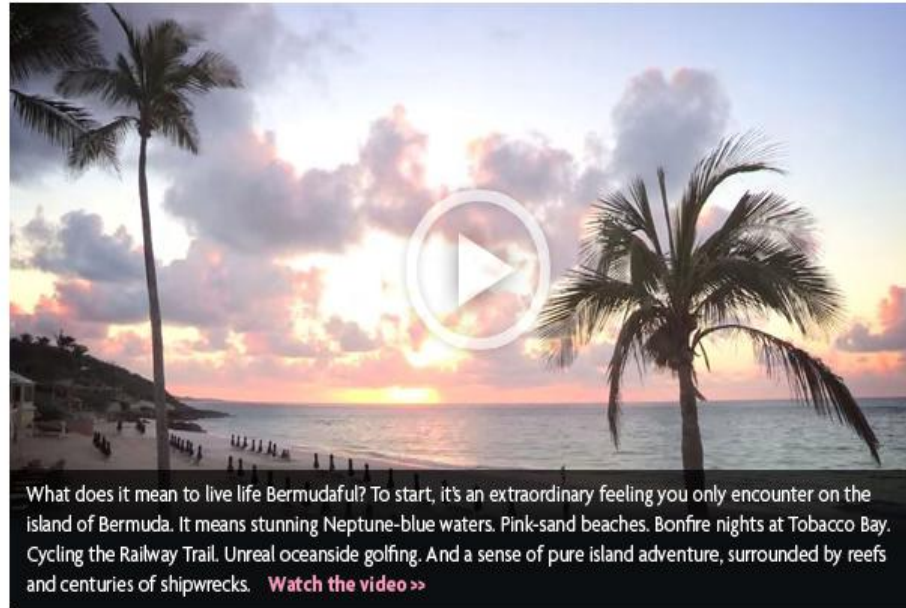


Life Bermudaful Video & TV Buy

Worked with on-island videographer to create a 90-minute video telling the story of “Life Bermudaful.” The video captures the sights and sounds of the island.

The video became the backbone to create a 30-second spot that ultimately aired on network morning TV in NYC the last 2 weeks of June.

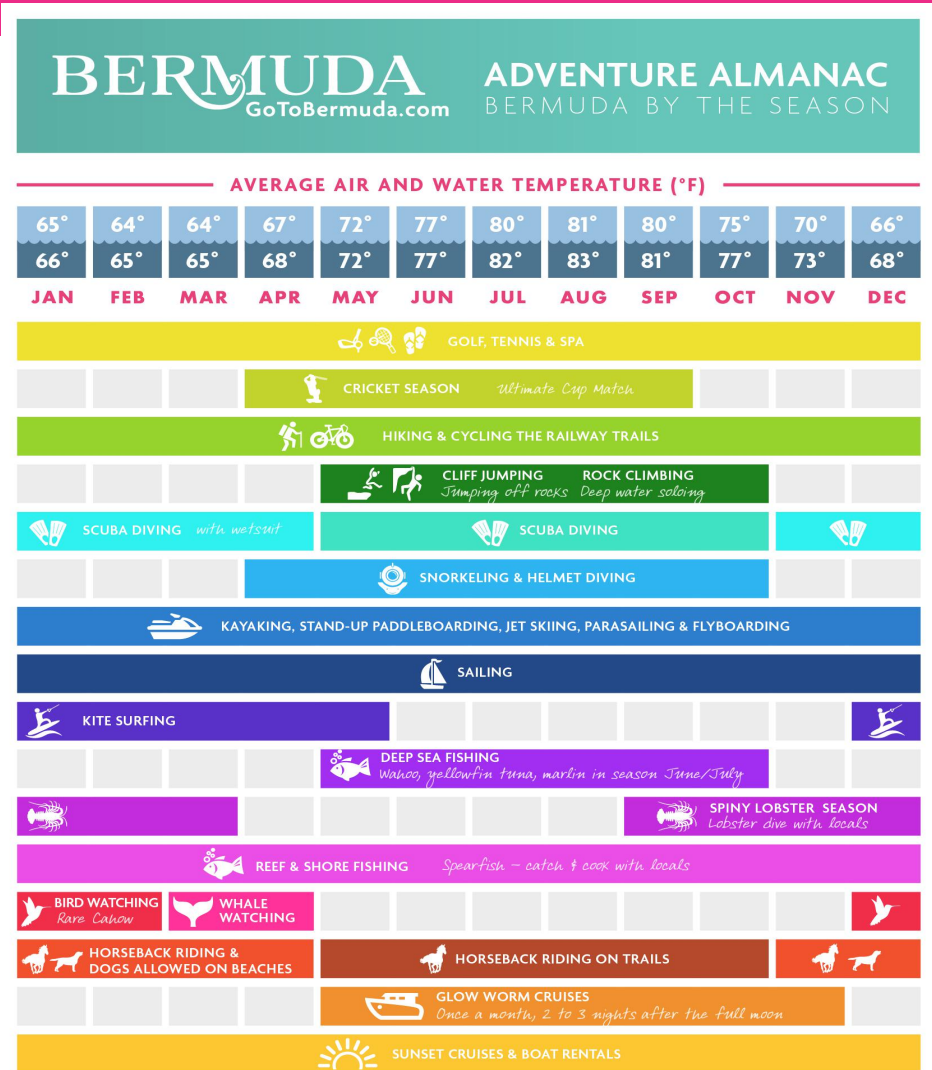
It’s also been repurposed to create an interactive ad unit.



Bermuda Year-Round

Created a custom graphic to showcase the many island experiences and activities by season to be used in multiple channels:

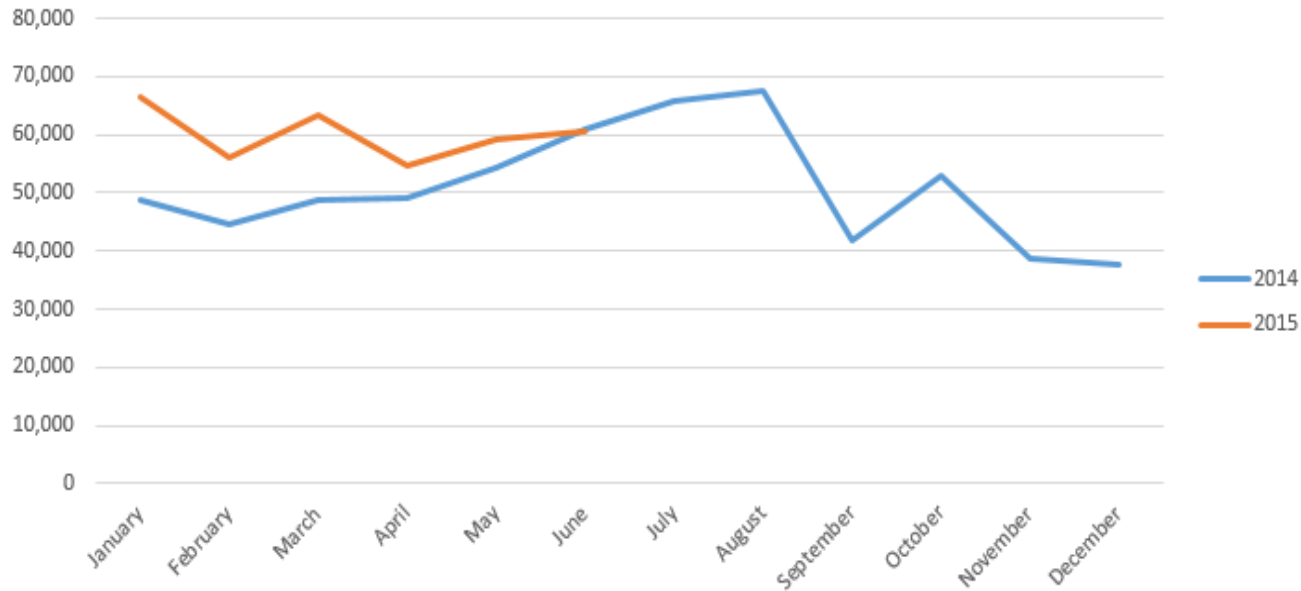
- Website
- Social
- Training
- Collateral



Website, SEM, SEO, Google Analytics

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*
- YTD total growth of 17% for Search Traffic to the website



In Google Analytics traffic categorized as “direct/none” the source of the visit cannot be identified. This can be due to browser security settings. Research suggests that a substantive percentage of “direct” traffic to deep pages on a site is really organic search. <http://searchengineland.com/60-direct-traffic-actually-seo-195415> As GoToBermuda.com has seen a substantive jump in direct/none traffic, we are using the assumption that half of that traffic is really organic search.

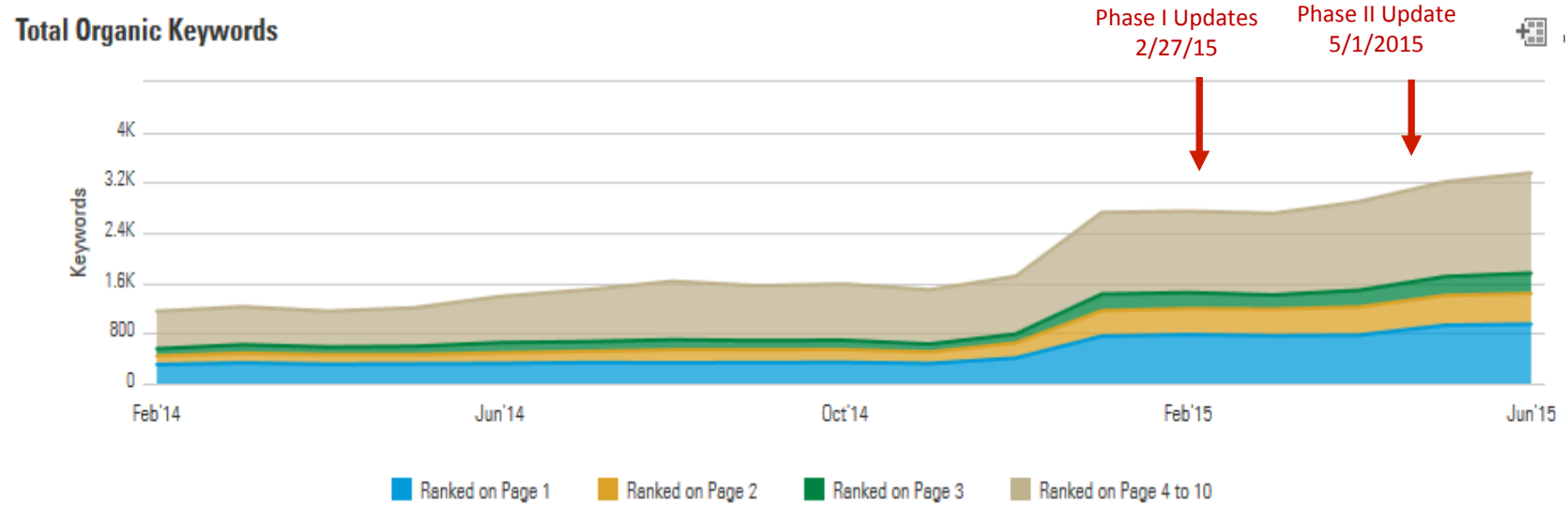
Web Metrics Q2

- Engagement metrics have all improved drastically
 - Bounce rate down 8.31% (74.34% vs. 81.07%)
 - Pages per session up 2.90% (1.47 vs. 1.43)
 - Average session duration up 81.18% (0:51 vs. 0:42)
- Goal conversion rate has also improved dramatically
 - 2015: 4.40%
 - 2014: 2.31%



Organic Search Ranking

Overall SEO ranking has shown steady improvement beginning in January.



Organic Search Ranking

Both the updates made in Phase I and Phase II have had positive impacts on the quantity of keywords the site ranks for, particularly on Page 1.

	Jan 2015	May 2015	MoM Change		May 2015	May 2014	YoY Change
Ranked on Page 1	755	929	+23%	Ranked on Page 1	929	314	+196%
Ranked on Page 2	404	475	+18%	Ranked on Page 2	475	148	+221%
Ranked on Page 3	265	300	+13%	Ranked on Page 3	300	132	+127%
Ranked on Pages 4-10	1,300	1,507	+16%	Ranked on Pages 4-10	1,507	613	+146%

Q2 SEM Performance



Throughout Q2, we delivered a total of 90,213 clicks, with an average CPC of \$1.10, at a CTR of 0.86%. Total spend for the quarter was \$98,807.

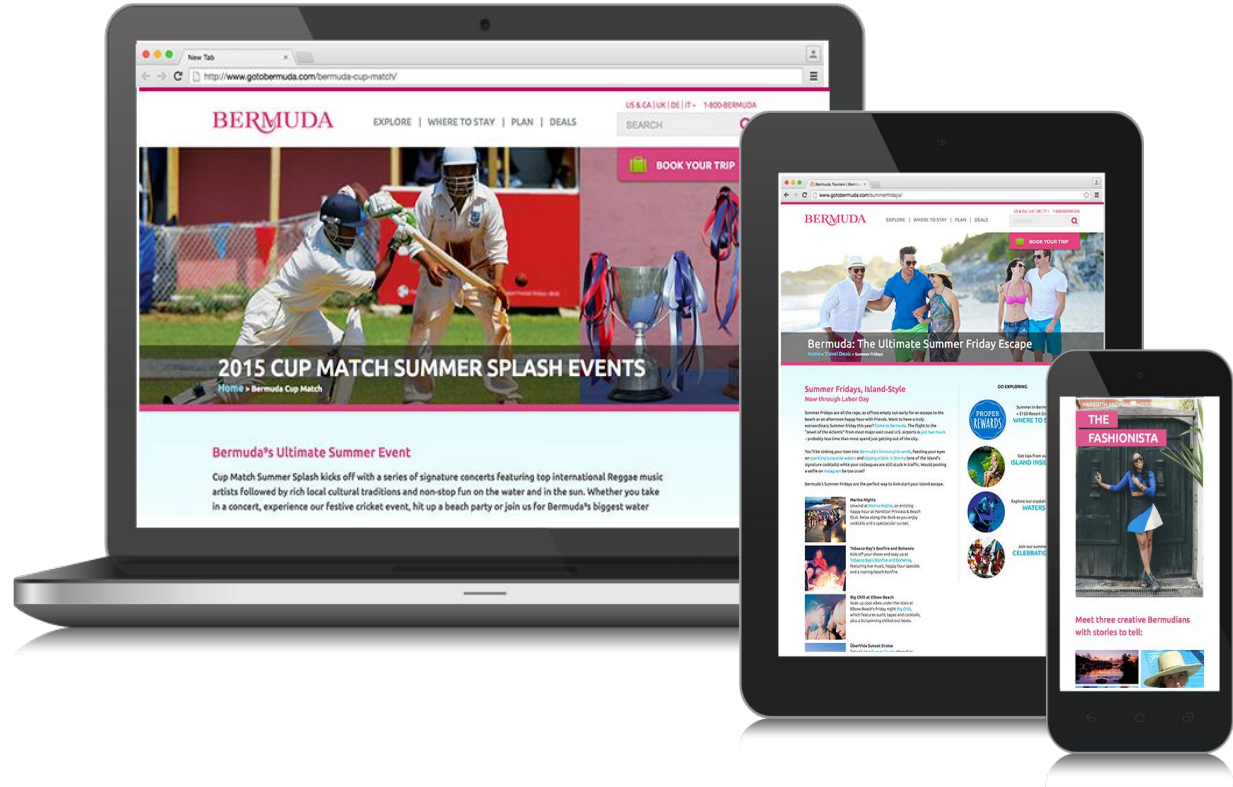
Month	Impressions	Clicks	CTR	Spend	CPC
April	4,292,526	28,183	0.66%	\$30,036.90	\$1.07
May	4,156,452	33,125	0.80%	\$33,468.72	\$1.01
June	1,987,344	28,905	1.45%	\$35,300.77	\$1.22

- Bounce rate has improved over the months from 54% down to 43%
- CTR has grown 2.5x throughout the quarter
- Display industry average CTR is 0.08%
- Search campaigns do not have an overall average; Miles aims to deliver a 2-3% CTR
- Non-brand keywords average cost is \$3-\$5
- Brand keywords average cost is \$1-\$2

Website Development & Enhancement

New Content

- Fashion Festival
- Summer Fridays
- Groups RFP Page
- Island Insiders Update
- Cup Match Page



Promotions & PR

Consumer Spirits Promotion May - July – North America

Partner with Bermuda brand Gosling's to push the potential for North American consumers to purchase two of Bermuda's greatest exports this summer - tourism and Gosling's Rum.

- "Selfie Yourself to Bermuda," is a multi-platform promotion that encourages customers to submit a picture of themselves "toasting Bermuda-style" for a chance to win a vacation for two to the island
- Point-of-sale promotion in 750 U.S. retail stores, social integration, digital marketing and sweepstakes components.
 - 750 display case cards
 - 100,000 shelf talkers in thousands of stores plus distributed through events
 - 150,000 "Bermuda Mini Vacation Passport" hangtags on rum bottles touting drink recipes & travel to the island.
- Social media advertising (Goslings)

Selfie Yourself To Bermuda!

Post a pic toasting Bermuda-style and you could win a vacation for two.

BERMUDA
GoToBermuda.com

ENTER YOUR PHOTO @
WWW.GOSLINGSRUM.COM/SELFIE

NO PURCHASE NECESSARY. Dark 'n Stormy Selfie Yourself to Bermuda Contest and Sweepstakes is open only to legal residents of the 50 United States (and DC) and Canada (excluding Quebec) who are at least 21 years old at the time of entry. Promotion starts on May 1, 2015 at 12:01 p.m. ET and ends on July 31, 2015 at 11:59 p.m. ET. For Official Rules visit www.goslingsrum.com/selfie. Void where prohibited. Sponsored by Gosling's Rum.

GOSLINGSRUM.COM WE MAKE IT SLOWLY, STUBBORNLY. PLEASE ENJOY IT SLOWLY, RESPONSIBLY. 40% A.B.V. PRODUCT OF BERMUDA. CASTLE BRANDS, NY, NY.

Consumer Fashion Brand Promotion

June - UK

Partner with Kurt Geiger, a stylish brand found across the high streets, to reach affluent, fashionable consumers

- Total Exposure: 5.4 million impressions
- Visits to Competition Landing Page: 43,715
- Total Entries & Opt-ins: 18,900

Point of Sale (POS) (40 stores including major airports for 4 weeks):

- A5 sized posters at till point & postcards in all purchase bags

Digital & Social:

- Homepage tile – 1 week big tile, 1 week small tile (small tile is where it has Instagram, just getting confirmation of the big tile) <http://www.kurtgeiger.com> with 800k unique visitors per month
- Competition landing page generated 43,715 unique visits
- Featured in at least 1 e-newsletter to 1 million customers (solus & banners)
- Posts on social media pages- Facebook, Twitter, Instagram – total 262k
- Data Capture: Generated 19,000 leads via Opt-in box to be featured within the campaign to allow competition entrants to request more information from the Bermuda and their travel partners

KURT GEIGER



**WIN A HOLIDAY FOR
TWO TO BERMUDA**

We are giving one lucky person the chance to win a holiday for two with 5 nights at the Rosewood Tucker's Point Hotel including amazing in island experiences and a Kurt Geiger holiday edit worth up to £500!

TO ENTER VISIT WWW.KURTGEIGER.COM/COMPETITIONS

ROSEWOOD
TUCKER'S POINT™
BERMUDA
GoToBermuda.com

Terms & Conditions apply

Consumer Fashion Promotion June – UK

Partner with Stylist, a popular women’s lifestyle magazine and Bermuda’s own TABs brand to reach affluent, fashionable consumers.

- Competition was promoted via website with 1 million monthly unique users and 40,000 newsletter subscribers and Facebook
- Generated 3,665 entries, outperforming industry standard of 2,000 entries for similar size prize packages
- Bounce Rate: 16% and conversion (competition page visits: entries): 96%

STYLIST CO.UK

HOME FASHION BEAUTY BOOKS PEOPLE LIFE TRAVEL WIN ABOUT

Get our best bits sent to your inbox

example@stylist.co.uk

SEND!

WIN

Win a pair of TABs designer Bermuda shorts

Bermuda Day, on 23 May, is when Bermudians celebrate the island's heritage and welcome the start of the summer season with colourful parades and street parties. To celebrate Bermuda Day, Stylist are offering 5 readers the chance to win a pair of TABs designer shorts.

Bermuda is the perfect getaway for travellers who like to explore and experience local culture. With its stunning pink sand beaches, crystal clear Atlantic waters and quiet colonial houses, the island combines adventure experiences and spots with picturesque historic settings.

The sub-tropical paradise is also famed for its brightly coloured Bermuda shorts. TABs are the authentic Bermuda shorts brand, designed to and inspired by the palette of the island itself. Expertly tailored, with flattering straight-leg fit for women and men, they are suitable to wear from day to night.

Find out more about life in Bermuda and TABs shorts [here](#).

For more information from TABs shorts, visit the [website](#).

For details on how to enter online, specify TABs for this competition and the competition question, please click on the link below. The competition closes at midnight on 22/06/15. The winner will be selected from all entries received before the closing date. Standard T&Cs [here](#).

ENTER

Q2 Coverage Highlights

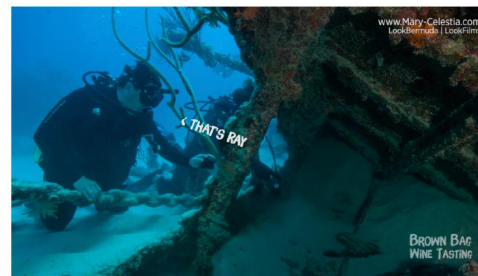
YTD Coverage Snapshot

- Number of Articles: 93
- Impressions: 507,430,095
- Media Equivalency: \$8,764,311
- Average Score: 68

Upcoming Coverage Highlights

- Food & Wine – September 2015 (Mary Celestia Feature)
- Robb Report – September 2015 (America's Cup)
- Destination Weddings & Honeymoons – September/October 2015 (Weddings Destination Feature)
- Global Traveler Magazine – September 2015 (Destination Feature)
- Aspire Metro – Fall 2015 (Bermuda Design Guide)
- DuJour – Fall 2015 (Americas Cup & Destination Photoshoot)
- Rhapsody Magazine – TBD (Family)
- Virtuoso Life – TBD (Destination feature)
- Climbing Magazine – TBD (Photoshoot & Destination Feature)
- MORE Magazine – TBD (Kimberly Webb Bermuda Feature)
- NYTimes In Transit – TBD (Bermuda Perfumery)
- Successful Meetings – TBD (Social Responsibility in Bermuda)
- Organic Life – TBD (Destination Feature)

Private Clubs – (Mobile) June 9, 2015
Destination Update



William Shatner And Food & Wine Editor Ray Isle Talk BBQ, Shipwreck Wine
Brown Bag Wine Tasting Jan 25 to
Food & Wine magazine executive wine editor Ray Isle knows his vineyard, Hojans, William Shatner to discuss the best wines to go with
Travel BBQ and catch his weekly words to the best of Brown Bag Wine Tasting.

William Shatner's Brown Bag Wine Tasting on Ora.
Mary Celestia Shipwreck & Wine



The Washington Post

This week's best travel bargains from around the globe



Aman Resorts & ... on July 15, 2015. (Gary Cameron / Reuters)

By Carol Sotiri and Andrea Sachs April 9 at 6:43 PM

This week's best travel bargains around the globe.

Submit travel deals to whatsthedeal@waspost.com. Prices were verified at press time Thursday, but deals sell out and availability is not guaranteed. Some restrictions may apply.

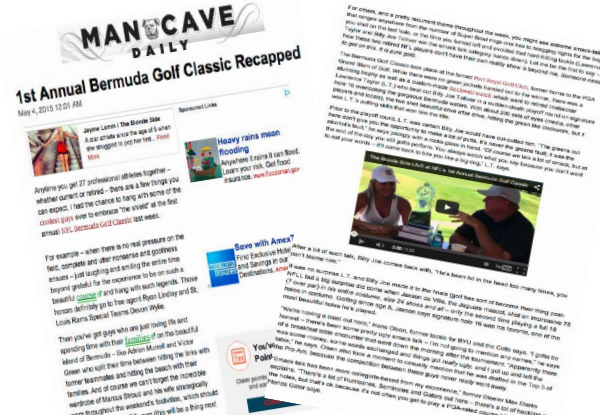
Nearly a dozen **Bermuda resorts** are offering a **\$150 resort credit** for travel May 11-Sept. 7. The Proper Rewards Summer Promotion features such properties as the Fairmont Hamilton Princess, Rosedon and Newstead Belmont Hills. Prices and restrictions vary. For example, rates at Gratto Bay Beach Resort normally start at \$361 per night, with taxes. The credit can be used for food, beverages and other resort purchases. For all hotels, book through the individual property by July 31. Info: www.gettobermuda.com/Travel-Deals/Proper-Rewards.

WashingtonPost.com – April 10, 2015
Proper Rewards

Q2 Individual Media Visits

- Jayme Lamm, Man Cave Daily; April 8-12, 2015
- Lola Brown, Ensemble Vacations; April 13-16, 2015
- Christine Wynne, Plant City Dining & Entertainment Guide – April 14-16, 2015
- Ray Isle, Food & Wine; May 1-5, 2015
- Kitt Douchette, Men’s Journal; May 18-21
- Charles Bethea, Wall Street Journal; June 6-11
- Peggy Loftus, Virtuoso Life; June 11-14
- Chaney Kwak, National Geographic; June 15-19
- Adam Skolnick, Organic Life; June 15-19
- Christina Valhouli, Freelance; June 19-21
- Joshua David Stein & Photographer, Rhapsody; June 19-23
- Melanie Reffes, USAToday.com; June 28-July 1

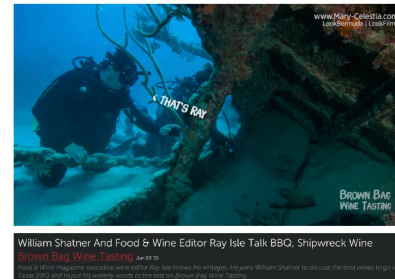
Resulting Coverage Highlights



Man Cave Daily – May 5, 2015
Bermuda Golf Classic

Upcoming Media Visits

- Climbing Magazine; July 23-27
- Brian Hart Hoffman, Hoffman Media Group; July 23-27
- Margaret Swaine, Freelance; September 7-12
- Lon Wahlberg, New England Runner; January 15-19



William Shatner And Food & Wine Editor Ray Isle Talk BBO, Shipwreck Wine
Brown Bag Wine Tasting

Ray Isle on Ora.tv – June 9, 2015
Mary Celestia Shipwreck & Wine



Wall Street Journal – June 29, 2015
Bermuda Adventure

Trade Newsletter Performance

- eNewsletter targeted towards travel trade (meetings, incentive and agents) to showcase new developments and experiences on-island

- **Distribution:** 4,999

- **Open Rate:** 16.8%

- **CTR:** 6.6%

Media Newsletter Performance

- eNewsletter targeted towards media to showcase new developments and experiences on-island

- **Distribution:** 161

- **Open Rate:** 24.8%

- **CTR:** 12.8%

BERMUDA TOURISM
AUTHORITY



Welcome to the inaugural edition of the Bermuda Tourism Authority's Media Newsletter. We're thrilled to share updates from our beautiful island. You are receiving this newsletter because you've expressed interest in the destination or have visited in the past; if you'd like to change your subscription, please refer to the footer to do so. For more media information please visit our online [press room](#) or email bermuda@turnerpr.com.



FEATURE-WORTHY NEWS

- **Bermuda Holiday Guide:** The beautiful island of Bermuda is an out-of-the-ordinary [holiday](#) escape, a world away from the stresses of the season. And it's closer than you think. Just two hours from most major eastern U.S. airports, the "jewel of the Atlantic" offers unique Christmas traditions and events that blend the island's British heritage with its relaxed, tropical vibe. Bermuda's December temperatures are usually in the 70s - a welcome change from winter's deep freeze. In other words, there's no need to pack that ugly holiday sweater.
- **Buried Treasure Unveiled:** The [Bermuda Perfumery](#) has released a limited edition (just 1,864 bottles in fact) fragrance, a replica of a rare fragrance discovered on a 150-year-old shipwreck just off Bermuda's south shore in 1864. The bottle is packaged inside a Bermuda cedar box, tied with a ribbon and finished with a wax seal depicting the Mary Celestia which was designed by the Royal Mint, courtesy of the Bermuda Monetary Authority. The replica became available for purchase on October 1, 2014 and costs \$225.
- **New Ways to Ride Along the Railway:** After 30 years, hikers and bikers now have access to newly-renovated sites along Bermuda's historic mixed-use [Railway Trail](#). The footbridge, further linking sections of the trail, is expected to open in November 2014.
- **Battle of the Bays:** Bermuda has been selected as one of two finalists to host the 35th America's Cup in 2017. Learn more about why we're best suited for the job [here](#) and stay tuned for the decision later this year.
- **Look Twice:** [LookBermuda](#) is installing large-scale art, including photographic installations produced and curated by the team, on all open wall spaces throughout the Bermuda International Airport.
- **Dig In at Two New Restaurants:** Shortly after the opening of [Calico Jacks](#), Bermuda's first floating bar set on a refurbished ferry in the Royal Naval Dockyard, St. George's is now home to [Tempest](#), a French-inspired bistro housed in the historic former Carriage House.
- **Bermuda Resorts Get Facelifts:** Hard hats are giving Bermuda shorts a run for their money as the season's hottest trend, as a number of hotels undergo multimillion dollar renovations and upgrades. For more information on this and to [learn more](#) about the latest news and happenings in Bermuda [click here](#).

Coverage Highlights UK Earned Media Coverage



100 YACHTS | 700 SALES | NEW BUILDS | 7000 HOURS | DISTRIBUTION PARTNERS | 3000 YACHTS | 1000000+ HOURS

100 Yacht Listings | Land Yachts | Motor Yachts | Sail Yachts | Charter Yachts | Delivery Yachts



America's Cup 2017: The Journey to Bermuda Begins in Portsmouth

A vast ocean and 3,500 miles separates the English coastal city of Portsmouth and the tropical island of Bermuda, but both venues were on everyone's lips yesterday at an official media briefing for the next America's Cup.

In the plush surroundings of Land Rover BAR's brand new headquarters in Portsmouth harbour, skipper and principal Bertrando Righetti announced a series of global media to the elite brasses of power players backing his bid to become the first British Brit to win the America's Cup in the competition's 162-year history.

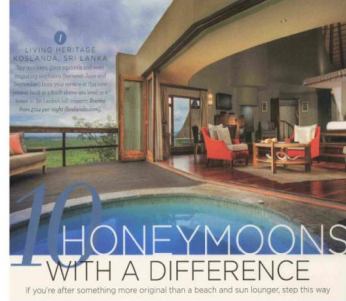
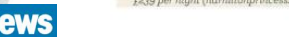
Four-time Olympic champion Ainslie was joined by partners Sir John Mills and Sir Charles Dunstone along with former McLaren Formula One team principal Martin Whitmarsh and TechCrunch founder Jason



Ainslie rides crest of a wave

Countless of half a million to cheer America's Cup quest by Tom Peck

It was an extraordinary sight, a man in a white racing suit and a blue and white racing helmet, riding a wave of support and excitement as he sailed across the Atlantic Ocean. Ainslie, the first British Brit to win the America's Cup, was the center of attention as he sailed across the Atlantic Ocean. Ainslie, the first British Brit to win the America's Cup, was the center of attention as he sailed across the Atlantic Ocean.



HONEYMOONS WITH A DIFFERENCE

If you're after something more original than a beach and sun lounger, step this way



HAMILTON PRINCESS & BEACH CLUB, BERMUDA

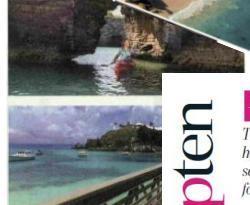
From cliff jumping, spear fishing, paddle boarding, mountain biking, wreck diving, hydrobikes and flyboarding on coconut rockets (check out coconutrocket.com), this paradise island has been building its reputation as an adventure hub. Stay at the Hamilton Princess & Beach Club. Rooms from £339 per night (hamiltonprincess.com).



Island hop. BERMUDA style.

Bermuda's unique mix of British charm and island soul makes for a truly distinctive island getaway. The 21 square mile paradise is surrounded by crystal clear turquoise waters, which offer amazing experiences above and below the water. Add a bit of tropical whimsy, fine sand beaches and super easy access with short flights from the UK, and you have a proper UK holiday destination. That's Bermuda. Consider yourself invited...

It's only seven hours from the UK mainland, Bermuda is just hours from you, but it's a world away. The Bermuda experience starts with departure. Catch a glimpse of the ocean ship deck as your plane descends, the majesty of culture, vibrant blues, greens and pastels will leave no doubt in your mind that this is indeed a slice of heaven. It's no wonder that Bermuda is known as the People's Capital of the World, with over 200 agencies surrounding the shores, divers and snorkelers will be in for a treat. If you prefer something here are also coral reefs in abundance and an easily accessible directly on the shore. Seven golf courses, of which five are of championship caliber, and golf courses, making this the highest concentration of golf courses per square mile anywhere in the world. The unique location of Bermuda brings temperate, warm weather all year round and no prevalent hurricane season... so don't forget to pack those Bermuda shorts!



Telegraph topten

March Recap
Total Number of Articles: 6
Media Value: £10,196 / \$15,852
Articles in Top 50: 3
Journalists Assisted: 77



Reader offers

The pick of this week's holiday bargains, selected exclusively for Telegraph readers

Visit the Telegraph Travel Collection (telegraphtravelcollection.co.uk) for more holiday deals.

1 Lisbon city break £499

Three nights' b&b at the five-star Pretania Palace, near several Lisbon landmarks including the Centre Cultural de Belem and Centro de Congressos, costs £499 per person. Includes return flight, accommodation and a guided tour of Pena, Santa Catarina and Sancho. Valid for travel until October (0333 005 9019; telegraph.co.uk/lisbon-break).

2 Bermuda £2,244

Seven nights' room only at the Fairmont Hamilton Princess costs from £2,244 per person. Includes return flight and £200 (£120 resort credit). Valid for travel until September (0333 005 9027; telegraph.co.uk/Bermuda-break).

3 Madeira £529

Seven nights' b&b at The View Hotel in Funchal, near the Santa Clara Monastery and Funchal Marina, costs from £529 per person. Includes return flight. Valid for travel between July 2015 and March 2016 (0333 005 9019; telegraph.co.uk/madeira-views).

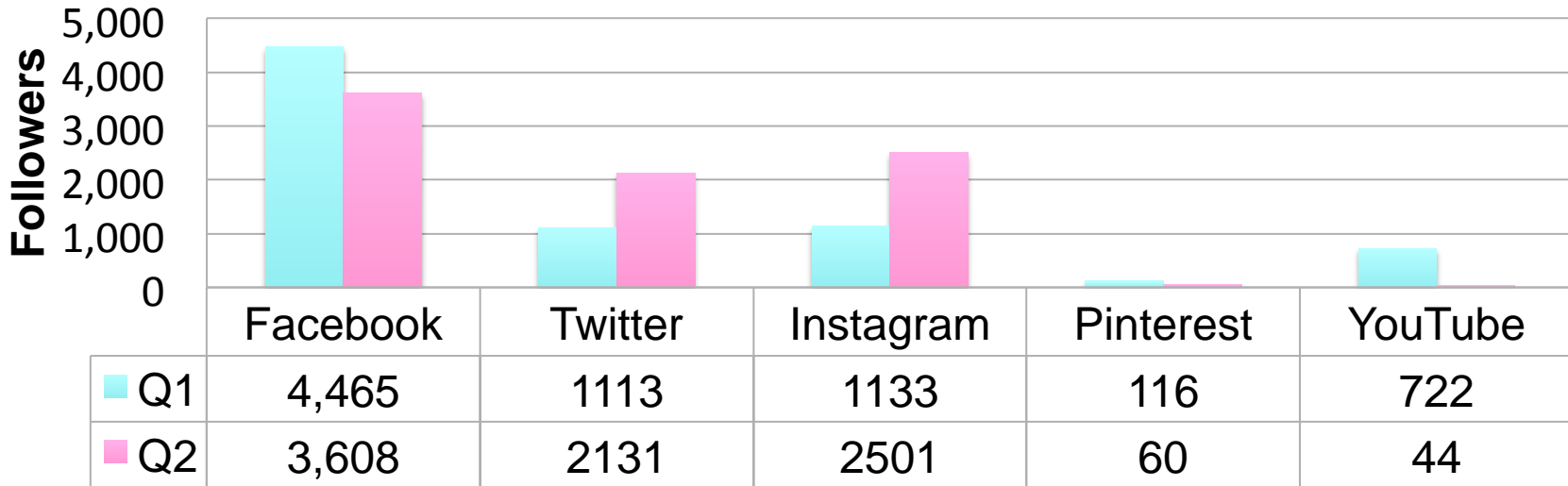
4 Vienna art tour £975

A three night on tour of Vienna.



Q2 Social Channel Growth Highlights

- Twitter and Instagram experienced the greatest follower growth in Q2 and largest jump to-date, allowing the BTA to surpass its full-year channel growth targets of 15% and 80%, respectively.
- Following a second, heavy “audience cleanse” to remove inactive users on April 22, Facebook growth – with the help of paid advertising – recovered to stay on pace with Q1 growth and overall targets. Paid likes represented approximately 80% of average likes during Q2.
- YouTube subscriber growth has slowed considerably following the Q1 Tastemade/Google Ad buy.



Q2 Social Media Engagement Highlights

- The big story this quarter continues to be @Bermuda on Instagram, where total engagements and engagements per posts were up sharply over the previous quarter. This can be attributed to fewer, more high quality posts, as well as a diversity of content types (i.e., photos, videos and motion graphics) and influencer regrams.
- Paid support considerably increased the reach of BTA Facebook and Twitter activities to prospective followers. As a result, however, total and per-post engagements were flat or down for the period.



- Total Engagements: **193,145** (+7.5%)
- Total Reach: **3,157,170** (+72%)
- Engagements per Post: **1,380** (-4.0%)



- Total Engagements: **12,888** (-18%)
- Total Impressions: **716,887** (+44%)
- Engagements per Tweet: **26** (-36.5%)



- Total Engagements: **26,393** (+60%)
- Engagements per Post: **357** (+116.0%)



- Average Daily Impressions: **2,341** (-3%)
- Average Daily Repins: **19** (-55.5%)
- Average Daily Clicks: **7** (+17%)



- Total Video Views: **88,152** (-94%)
- Average Daily Video Views: **968** (-94%)
- Total Engagements: **243** (-78%)

Investment Division

During Q2 of 2015, the Investment Division accomplished 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. The outreach to both local and international investors and operators remain a core activity and focus.

Activities during the quarter included:

1. Continued attendance at investment and development conferences to raise awareness of impending changes to Bermuda's investment environment.
2. Meetings continued to be held with the St George's investment group.
3. Revised incentives decision paper presented to the Bermuda Government for review and approval.
4. Proposed Concierge Service memorandum of understanding with key government departments had been agreed and signed.
5. Formal approval from Ministry of Public Works re Horseshoe Bay redevelopment proposal received and infrastructure development plan commissioned.

Operations Division

During Q2 of 2015, the Operations Division accomplished the following:

For the Operations Division, Q2 was focused on delivering the discussion paper on Vacation Rental Properties, completing the BTA's first year-end audit, and obtaining DMAI Accreditation.

OPERATIONS, GENERAL

Vacation Rental Properties

The discussion paper on Vacation Rental Properties (VRP) was submitted to the Ministry of Tourism Development and Transport in April, 2015. The BTA undertook the review of the VRP market in relation to the island's challenges and opportunities as identified in the NTP, seeking to align the sector with the NTP's eight strategic objectives.

Vacation Rental Properties (continued)

Following widespread consultation with VRP stakeholders and input from the general public, the discussion paper documented the results of the review and proposed a framework by which the VRP market will play a clearly defined and integral part in meeting five of those objectives:

- Build unique and create competitive positioning
- Increase visitor spending
- Improve quality throughout the Tourism Value Chain
- Build pride and create jobs
- Create economic and social sustainability

The review also presented the path to meeting BTA's overall objectives:

- Developing a 'light-touch' regulatory framework specific to VRP in Bermuda that enables visitors choosing a VRP for their on-Island stay to do so with confidence.
- Ensuring Bermuda's VRP sector positively reflects on the overall product and experience that Bermuda markets and provides to our visitors.
- Creating a voluntary registry of Bermuda's VRPs to market and promote alongside traditional guest accommodations.
- The paper will be finalized as decision paper for tabling when Parliament reconvenes in fall, 2015.

DMAI Accreditation

The Board of Directors for the Destination Marketing Accreditation Program (DMAP) completed the review of The Bermuda' Tourism Authority's application for accreditation in the cycle ending June 1stand approved the accreditation of Bermuda Tourism Authority. The BTA was awarded with the (DMAP) seal by Destination Marketing Association International (DMAI), in recognition of our commitment to industry excellence and meeting the industry standard for performance and accountability of destination marketing organization's (DMO) around the world. This accreditation decision indicates that Bermuda Tourism Authority has satisfied the rigorous standards set forth by the professional destination marketing community.

Since its inception in January 2007, the accreditation program requires a DMO to successfully comply with a multitude of mandatory and voluntary standards that span a variety of performance areas to gain this momentous achievement. The standards cover nearly all aspects related to the management and marketing of a DMO's including governance, finance, human resources, sales, communications, destination development and research.

Human Resources

The Board of Directors for the Destination Marketing Accreditation Program (DMAP) completed the review of The Bermuda' Tourism Authority's application for accreditation in the cycle ending June 1stand approved the accreditation of Bermuda Tourism Authority. The BTA was awarded with the (DMAP) seal by Destination Marketing Association International (DMAI), in recognition of our commitment to industry excellence and meeting the industry standard for performance and accountability of destination marketing organization's (DMO) around the world. This accreditation decision indicates that Bermuda Tourism Authority has satisfied the rigorous standards set forth by the professional destination marketing community.

Since its inception in January 2007, the accreditation program requires a DMO to successfully comply with a multitude of mandatory and voluntary standards that span a variety of performance areas to gain this momentous achievement. The standards cover nearly all aspects related to the management and marketing of a DMO's including governance, finance, human resources, sales, communications, destination development and research.

TRAINING & STANDARDS

The National Service Standard Programme (NSSP) At end of Q2, 400 persons had obtained their Certified Tourism Ambassador (CTA) designation through the BTA's National Service Standards Programme. An incentive program for CTA's was introduced to help ambassadors experience Bermuda and to subsequently recommend activities, products and experiences to our island visitors. The Bermuda Tourism Ambassador' ID card was developed and distributed to CTA's to enable them to receive incentives island-wide.



ON-ISLAND COMMUNICATION

Media Appearances

CEO Bill Hanbury, along with the COO and Chief Product and Experiences Officer appeared on the Let's Talk program with Gary Moreno. The salary disclosure in Q1 paved the way for an open dialogue with the public and a moderator on this live public affairs television programme, and resulted in positive feedback from stakeholders and the general public.

In line with BTA's commitment to transparency, the Director of Stakeholder and Public Relations was a guest on the Sherri Simmons radio program (Magic 102.7 FM) and answered questions live on air that came in from the public via phone and email. He also wrote a first person opinion piece for Bernews that provided a new way for highlighting the BTA's efforts to reimagine its image to a next generation of traveler.

Stakeholder Engagement

A productive stakeholder meeting was held with Bermuda Industrial Union leadership, following which the BTA made several presentations to transport workers to share the results of our transport survey.

Stakeholder Engagement (continued)

A stakeholder engagement meeting was held to allow tourism industry partners to hear firsthand the work underway for the event operationally, and from a sales and marketing and product and experiences perspective. All relevant parties were involved in one way or another including AECA and ACBDA. The event was well attended and the feedback was positive. The presentations made are all available on our corporate website.

In partnership with Keep Bermuda Beautiful, the BTA team, assisted by CTA's, took part in clean-up efforts that positively impacted public beaches at Clearwater, Warwick Long Bay, Mangrove Bay and Elbow Beach.

Tourism appreciation

BTA underwrote the advertising and promotional activities associated with Hospitality Month in April. These included the following:

- BTA hosted a reception recognizing Certified Tourism Ambassadors [CTA's], 'Hospitality Skills = Life Skills' school volunteers, S.T.A.R.T. students and 'Hospitality Heroes.' More than 150 persons in attendance.
- Launched #LovemyBermuda, phase two, a radio campaign featuring tourism industry ambassadors. Spots ran throughout Q2.
- Facilitated 2nd annual Lunch & Learn Sessions in the lead-up to the Product & Experience grant submissions. These sessions are designed to prepare interested parties for the next round of funding applications.

In support of Sales & Marketing, a Group Sales Paper was produced to help educate stakeholders on the process and importance of the group travel segment. This effort expounded on the how's and why's group business, including the length of time to close and its impact on pace reports. This paper is foundational to the expected Q3 launch of a 'Bring It Home' campaign aimed at local residents.

News Stories

Month	Positive	Negative	Neutral
April	26	4	16
May	29	6	11
June	26	5	6
Total	81	15	33

- Notes: Positive and neutral news stories continue to outweigh negative news stories in the monitoring process by a wide margin. Most negative stories are the result of comments from Opposition Legislators. However, negative reporting also resulted from the figures the BTA reported on first quarter industry performance.

Financials

Income statement

Income

This is the first quarter of the 2015/6 Government grant which is \$350k per quarter below the prior year. Guest fees to date (January – May actual, June estimate) are \$1,509k compared to \$1,589k in 2014.

The Dockyard Visitor Information Centre commenced operation in April with the major source of revenue coming via the sale of transportation passes.

Direct Costs

Sales and Marketing

Details of the activity in the period can be found in the sales and marketing section.

Product Development & Experience

Payments against the 2015 Grant awards continue. In addition, the costs relating to the Dockyard VIC, which commenced operations in April are now included.

Operations

The quarter saw both the Hospitality Month and the continuation of the National Standards Training program.

Structure, General & Administration

The Structure, General and Administration costs are within budget. The annual grant to the Bermuda Hospitality Institute was paid in the quarter.

Balance Sheet

Bank

The balance at the end of the quarter was \$6.4m, bolstered by the income from the Dockyard VIC. Costs associated with this revenue will be paid in July.

Accounts Receivable and Accrued Income

This represents the hotel fees for June (not due until 15 July) and any amounts overdue from previous months. The balance of \$180k Loan to the Whitfield was repaid on 30 April 2015.

Prepaid Expenses

Mainly relates to rent payments in advance and annual subscriptions in advance. Vendor payables – are all current bills.

Vendor Payables

Are all current bills.

Accruals

This includes \$0.4m of liabilities yet to be invoiced, \$0.5m payroll (taxes/incentives/holiday pay) and \$0.3m of provisions.

Financial Year End: December 31, 2015

	Qtr 2, 2015	Qtr 1, 2015	2015 YTD Total
	<hr/>	<hr/>	<hr/>
Income	8,101,906	6,153,812	14,255,718
Direct costs	4,498,119	2,105,275	6,603,394
Direct surplus	<hr/> 3,603,787	<hr/> 4,048,537	<hr/> 7,652,324
Structure, general & administration costs	2,520,888	2,162,279	4,683,168
Operating surplus	<hr/> 1,082,899	<hr/> 1,886,258	<hr/> 2,969,156
Net finance costs	80,115	52,574	132,688
Net surplus for the period	<hr/> 1,002,784	<hr/> 1,833,684	<hr/> 2,836,468

INCOME STATEMENT FOR THE PERIOD

	Qtr 2, 2015	Qtr 1, 2015	2015 YTD Total
1. Income			
Grants, subsidy & contribution income	5,425,000	5,774,250	11,199,250
Tourism authority fee	1,129,895	379,562	1,509,457
Visitor Information Centre	1,547,011	-	1,547,011
	<u>8,101,906</u>	<u>6,153,812</u>	<u>14,255,718</u>
2. Direct costs:			
Sales & Marketing	2,921,734	1,700,078	4,621,812
Product development & experience	1,344,504	366,871	1,711,375
Research & business intelligence	77,857	37,221	115,078
Operations	154,024	-	154,024
Investment	-	1,105	1,105
	<u>4,498,119</u>	<u>2,105,275</u>	<u>6,603,394</u>
3. Structure, general & administration costs, split:			
Staff costs	1,451,970	1,499,441	2,951,411
Communications & IT	212,179	127,743	339,922
General expenses	175,450	245,774	421,224
Marketing	492	1,843	2,335
Premises	179,156	184,490	363,647
Professional fees	188,705	99,079	287,784
Transport	1,151	399	1,550
Grants / Investments	320,000	-	320,000
Capital expenditure	(8,215)	3,510	(4,705)
	<u>2,520,888</u>	<u>2,162,279</u>	<u>4,683,168</u>
4. Finance costs:			
Bank charges	10,243	6,174	16,418
Foreign exchange	69,871	46,399	116,270
	<u>80,115</u>	<u>52,574</u>	<u>132,688</u>

BALANCE SHEET AS AT JUNE 30, 2015

	Jun-15	Mar-15
ASSETS		
Current Assets		
Cash & Bank	6,422,607	5,333,892
Accounts receivable	158,250	192,749
Inventory	678,570	-
Accrued income	667,804	320,190
Prepaid expenses	113,919	165,614
Deferred costs	5,800	19,000
	<u>8,046,950</u>	<u>6,031,444</u>
Non-current assets	339,214	448,506
Total Assets	<u><u>8,386,165</u></u>	<u><u>6,479,950</u></u>
EQUITY & LIABILITIES		
Equity		
Accumulated surplus (deficit)	<u>4,696,227</u>	<u>3,693,443</u>
Liabilities		
Current Liabilities		
Vendor payables	1,477,341	479,363
Accruals	1,212,597	1,307,144
Deferred income	-	-
	<u>2,689,938</u>	<u>1,786,507</u>
Long Term Liabilities	1,000,000	1,000,000
Total Liabilities	<u>3,689,938</u>	<u>2,786,507</u>
Total Equity and Liabilities	<u><u>8,386,165</u></u>	<u><u>6,479,950</u></u>