

Kiosks & Shipping Containers in Visitor Services Centre Strategy

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A new Visitor Services Centre going up along the Hamilton waterfront is part of a strategic approach to increase the amount of money travellers spend on-island by more seamlessly connecting them with tourism entrepreneurs.

At the end of 2017, on-island visitor spending was up 51 percent for leisure air visitors and up 5 percent for cruise visitors, when compared to the end of 2015. All in, that's an additional \$94 million for the local economy. The spending figures for air visitors has grown another 6 percent in the first half of 2018 and cruise visitor spending is on pace to outperform 2017 as well.

"We set out on a strategy to improve the visitor experience and drive greater visitor spending across the island," said Kevin Dallas, Bermuda Tourism Authority chief executive. "Growth in tourism comes from greater numbers of visitors to our shores, but also importantly, from persuading our guests – especially arriving cruise passengers – to spend more while they're out here. While the increases of the last few years are encouraging, we need to do more."

It's a strategy that has already proven effective in Dockyard, where the Visitor Information Centre was closed earlier this year and replaced with a Visitor Services Centre next door.

Customer satisfaction with the Visitor Services Centre is improving healthily with the team far exceeding targets. Providing a frictionless technology experience is one of the things that has improved visitor satisfaction. "We've focused on developing a team of ambassadors who are knowledgeable, fully informed experts on what Bermuda has to offer from end-to-end," said Mr. Dallas. "Our commitment to training is driven by quality service delivery as outlined in the National Service Standards."



Video advertising, online booking and touchscreen kiosks are hallmarks of the new Visitors Services Centre model. They're all in place at the Dockyard VSC and they'll be the cornerstone of what's planned for the Hamilton location.

Mr. Dallas said: "In this new model we have the technology tools to help visitors access the information themselves and actually make bookings electronically before they leave the centre.

"The point of this facility is to give our visitors one central place to plan their itinerary and then get out and about across the island – to experience more and spend more."

The two-level (plus roof deck) Hamilton waterfront Visitor Services Centre is on a five-year lease with the City of Hamilton. The structure is a made of about 30 shipping containers and was formerly the Artemis Team Base at Cross Island during the 35th America's Cup. The approved budget for its reassembly is \$825,000.

Once the new VSC is open in or before the first quarter of 2019, the pop-up kiosk at Washington Mall will no longer be needed. The new facility will have visitor services and branded merchandise on the first floor, event space on the second level and the opportunity for pop-up vendors on the second level and rooftop. All levels of the space will provide lovely views of Hamilton Harbour.

In 2019, focus will shift to St. George to bring visitors there the same frictionless, on-brand experience available in the west and central parts of the island.

