

Quarterly Activity Report – Q2 2024

A-G-I-L-I-T-Y



April – June 2024

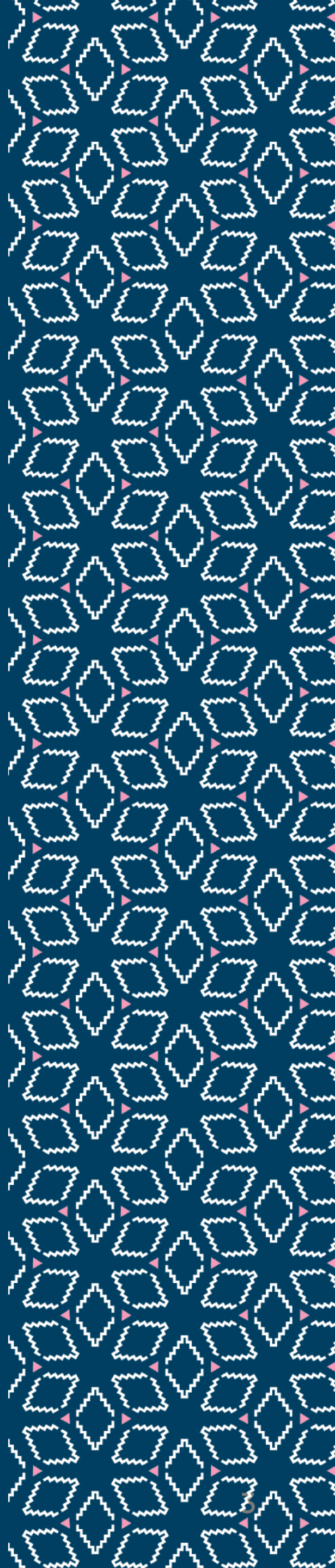
In the second quarter, Bermuda's tourism sector enjoyed a significant uptick in both air capacity, and visitors, as the collaborative, multi-partner groundwork began to bear fruit. The various divisions ramped up foundational activities and executed on a number of high-profile activations.

The organisation employs the 7 strategic pillars of the National Tourism Plan as the guidepost for all our activities and investment. This report beaks out our cross-divisional activity under the strategic pillars that they broadly support.

AWARENESS · GREENER · INFRASTRUCTURE · LOCAL INVOLVEMENT · INNOVATION · TEAMS + GROUPS · YEAR- ROUND ·

Awareness & Relevance

Differentiating Bermuda





Marketing Campaign Overview

High level overview of performance for all paid media under the Brand and Integrated Packages

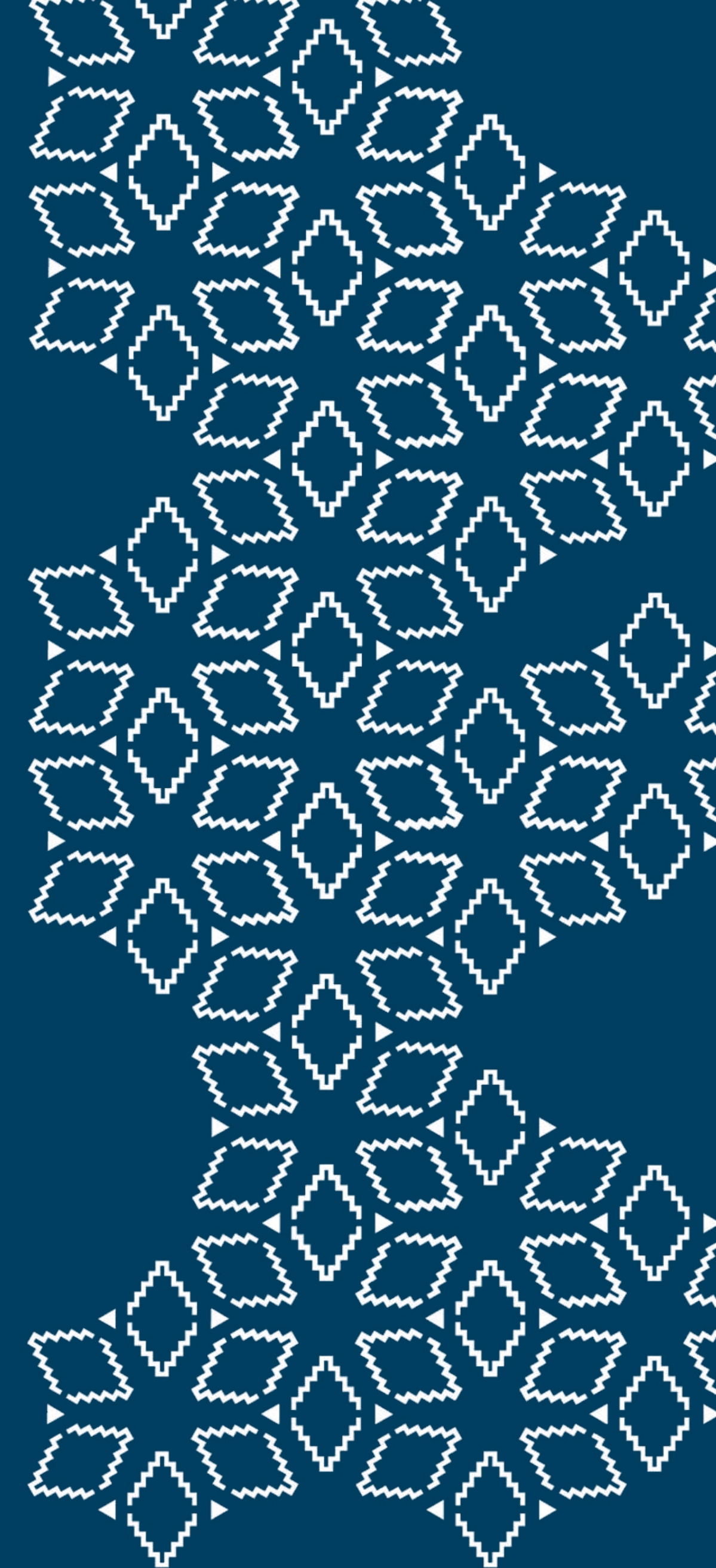
From April 1 – June 30, the BTA ran several unique Paid Media campaigns and partnerships each with specific objectives on behalf of Bermuda Tourism Authority. These campaigns and partnerships included:

- Always-On (Digital, Social SEM) (1/1-12/31)
- New York Times Partnership (1/11- extended to 7/31)
- DCA Campaign (4/4 - 8/15)
- Summer Fridays Campaign (5/24-7/31)
- Canada Campaign (6/12-12/31)
- DDM's Paint the Town Pink Partnership (6/13-8/23)

Each campaign ran unique creative on various channels, based on the campaign objectives set forth. We also ran one-off custom partnerships not directly tied to campaigns. In addition to the campaigns above, we also have a Brand SEM campaign running at all times to ensure we always have an evergreen presence in market, even when we are between specific promotional campaigns.

Objectives and KPIs

CAMPAIGN	OBJECTIVE	CREATIVE OBJECTIVES (Derris)	PRIMARY KPIs
Always On	Increase awareness of Bermuda as an ideal travel destination, drive traffic to the GoToBermuda.com website, and use content on the site to encourage conversions & bookings.	Showcase a breadth of imagery to position Bermuda as the perfect summer escape for every traveler.	Digital: CTR, VCR, Imps Social: LPVs
Custom Partnerships <small>(includes NYT, & Paint the Town Pink)</small>	Increase awareness of the Bermuda brand through custom, interactive digital campaigns that drives visitation to the website, and ultimately in market.		Awareness, CTR
Splash Sale	Promote Splash Sale to increase hotel bookings and summer visitation to Bermuda	Engage luxury travelers and spotlight Bermuda's beauty and activities to drive engagement with the sale.	Digital: Imps, CTR, VCR
DCA Campaign	Drive awareness of 2.5-hour flight and increase bookings from DCA airport to BDA.	Showcase the rich history, culture and festivals that await local travelers in Bermuda, finding parallels between DC and Bermuda to engage local audiences.	Digital: Imps, CTR
Flavours of Bermuda	Showcase the diverse and unique flavours that the Bermudan culture has to offer via Digital and Social platforms.		Digital: Imps, CTR



Objectives and KPIs

CAMPAIGN	OBJECTIVE	CREATIVE OBJECTIVES (Derris)	PRIMARY KPIs
DevNet Partnership	Brand Awareness via Airport Sponsorship		Digital: Imps, CTR
HellOOO Summer	Drive awareness of HellOOO Summer sale and bookings to travel to Bermuda during summer months	Highlight the magic of summer spotlighting summer festivals and activities (per Adventure Almanac)	Digital: Imps, CTR
Summer Fridays	Create awareness of 90 min flight route and increase bookings to BDA from NYC	Highlight the magic of summer spotlighting summer festivals and activities (per Adventure Almanac) and layer in messaging around proximity.	Digital: Imps, CTR
Canada Campaign	Create awareness of direct flight routes and increase bookings to BDA from Toronto and Halifax airports	Present Bermuda's natural beauty, rich culture and vibrant island energy as simple pleasures that are only a short, 3-hour plane ride away	Digital: Imps, CTR
Vector Media Hampton's Units	Continue promotion of brand awareness in affluent market of the Hamptons	Show idyllic imagery of Bermuda's crystal clear blue waters in a particularly traffic-ridden stretch of highway.	Digital: Imps

Campaign Performance (Media Partners)

Campaign Performance Metrics

Always-On

Digital:

Impressions: 31,849,003

Clicks: 46,643

CTR: 0.23%

VCR: 78.38% (OLV); 97.85% (CTV)

Conversions: 54,096

Social:

Impressions: 8,384,570

Link Clicks: 286,547

Link CTR: 3.4%

c/LPV: \$0.43

SEM:

Impressions: 954,685

Clicks: 158,819

CPC: \$0.46

CTR: 16.64%

Conversions: 154,216

DCA

Digital:

Impressions: 11,569,601

Clicks: 15,872

CTR: 0.14%

VCR: 78.34% (OLV)

Conversions: 15,992

Social:

Impressions: 1,512,179

Link Clicks: 40,054

Link CTR: 2.65%

c/LPV: \$0.63

SEM:

Impressions: 47,011

Clicks: 6,272

CPC: \$0.44

CTR: 13.34%

Conversions: 6,971

Splash Sale

Digital:

Impressions: 460,110

Clicks: 474

CTR: 0.15%

VCR: % (OLV); 97.03% (CTV)

Conversions: 548

Social:

Impressions: 107,760

Link Clicks: 1,518

Link CTR: 1.4%

c/LPV: \$0.48

SEM:

Impressions: 704

Clicks: 105

CPC: \$1.09

CTR: 14.91%

Conversions: 195

Campaign Performance (Media Partners)

Campaign Performance Metrics

Flavours of Bermuda

Digital:

Impressions: 2,639,295

Clicks: 55,725

CTR: 2.05%

Social:

Impressions: 867,797

Link Clicks: 47,756

Link CTR: 5.5%

c/LPV: \$0.33

SEM:

Impressions: 148,846

Clicks: 2,865

CPC: \$2.15

CTR: 1.93%

Conversions: 2,571

HellOOO Summer

Digital:

Impressions: 13,136,925

Clicks: 15,876

CTR: 0.20%

Conversions: 43,432

Social:

Impressions: 3,386,591

Link Clicks: 56,374

Link CTR: 1.7%

c/LPV: \$0.50

SEM:

Impressions: 18,190

Clicks: 1,859

CPC: \$1.13

CTR: 10.22%

Conversions: 5,208

Summer Fridays

Digital:

Impressions: 7,749,998

Clicks: 9,484

CTR: 0.18%

Conversions: 16,278

Social:

Impressions: 651,353

Link Clicks: 24,642

Link CTR: 3.8%

c/LPV: \$0.52

SEM:

Impressions: 5,123

Clicks: 807

CPC: \$2.48

CTR: 15.75%

Conversions: 1,856

Campaign Performance (Media Partners)

Campaign Performance Metrics

Toronto/Halifax

Digital:

Impressions: 6,991,288

Clicks: 8,329

CTR: 0.17%

VCR: 50.75% (OLV); 98.20% (CTV)

Conversions: 14,885

Social:

Impressions: 1,033,209

Link Clicks: 11,436

Link CTR: 1.1%

c/LPV: \$0.80

SEM:

Impressions: 6,775

Clicks: 1,086

CPC: \$0.63

CTR: 16.03%

Conversions: 1,376

Paint the Town Pink

Digital:

Impressions: 986,966

Clicks: 2,456

CTR: 0.25%

Conversions: 6,167

Vector Media - Hamptons

Digital:

Impressions: 595,530

DevNet

Digital:

Impressions: 1,020,120

Clicks: 17,915

CTR: 1.27%

Channel Performance (all campaign)

Facebook

Impressions: 15,124,258

Link Clicks: 452,147

Link CTR: 2.99%

Landing Page Views: 324,368

Cost per Landing Page View: \$0.46

Instagram

Impressions: 819,201

Link Clicks: 16,180

Link CTR: 1.98%

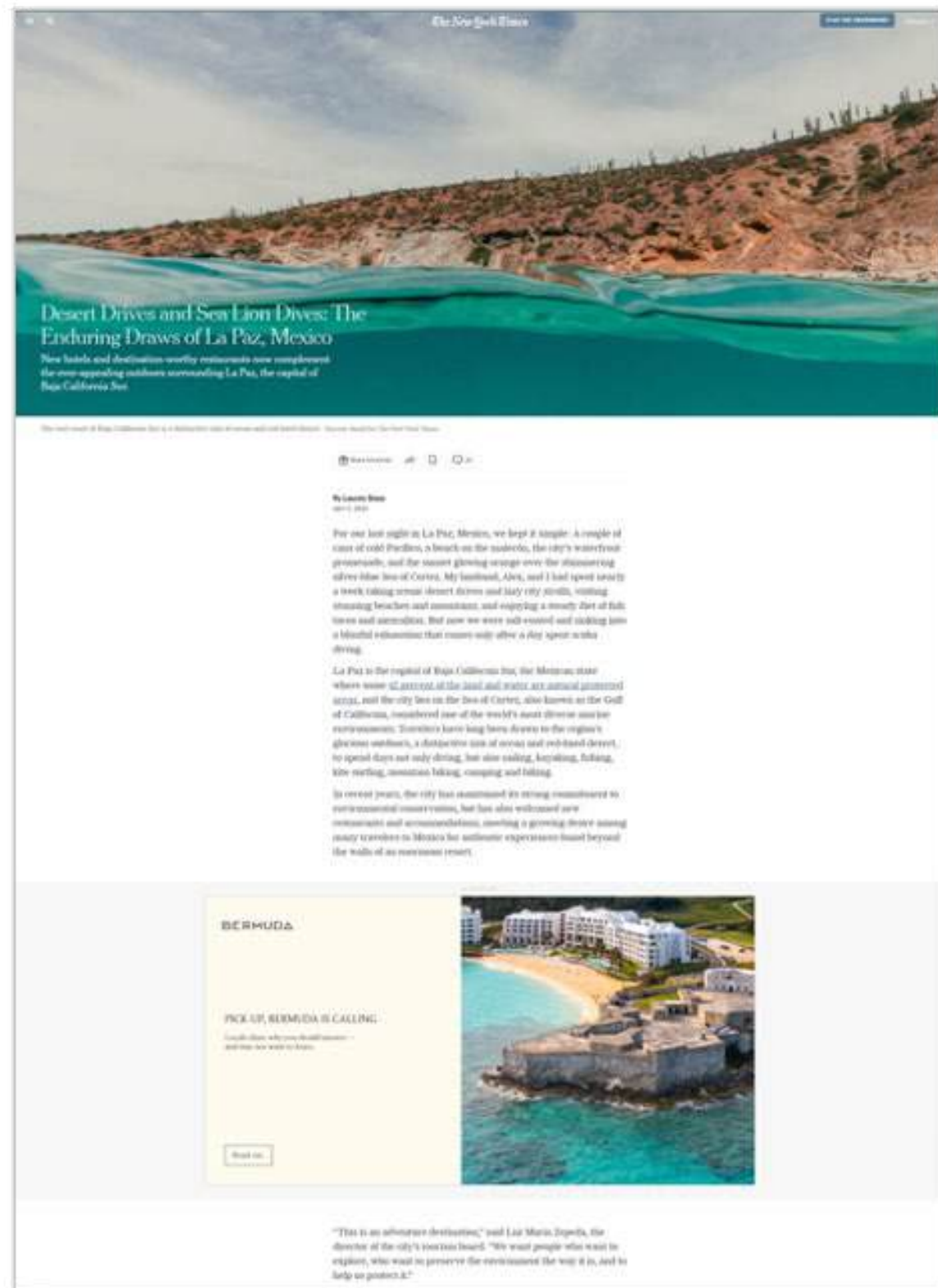
Landing Page Views: 14,214

Cost per Landing Page View: \$0.58

Ad Creative Analysis: Digital

Top Digital Media Ad Units by Impressions (all campaigns)

NYT Partnership – Paid Post Ads
Impressions: 24,882,021



HellOOO Summer – DOOH
Impressions: 3,575,072



DCA – Native Sunset
Impressions: 3,410,247



Ad by Bermuda Tourism



Fly Direct to Bermuda

Introducing... American Airlines' new daily nonstop. A 2 ½ hour shortcut from DCA to BDA. Every. Single. Day.

Ad Creative Analysis: Digital

Top Digital Media Ad Units by Click-through Rate (CTR) (all campaigns)

Toronto - Halifax Pre-roll :30s

CTR: 4.42%



Paint the Town Pink-Video Portrait

CTR: 1.13%



Splash Sale - 300x600 Display

CTR: 0.69%



Ad Creative Analysis: Digital

Top Digital Media Ad Units by Conversions* (all campaigns)

HellOOO Summer – Native
Conversions: 21,899



Ad by Bermuda Tourism 

HellOOO Summer Sale

There's a secret side to summer here that's only for the lucky few who know... so let's go.

Always-On – 300x250
Display
Conversions: 9,000



Savour the Unexpected



BOOK NOW

Always-On –
Native_Family



Ad by Bermuda Tourism 

Family fun in the sun.

Soccer practice is moving to the seashore.

* Conversions are only available for media with pixeling capabilities and reference a user visiting 2+ pages, 50% scroll depth, and/or clicks on specific landing pages once redirected from the ad.

Ad Creative Analysis: Facebook

Top Facebook Ad Units by landing page views (all campaigns)

Campaign: Always On

Ad: Solo Traveler

LPVs: 46,968

Cost per LPV: \$0.39

Link CTR: 2.4%

Campaign: Flavours

Ad: video 5

LPVs: 10,740

Cost per LPV: \$0.25

Link CTR: 6.4%

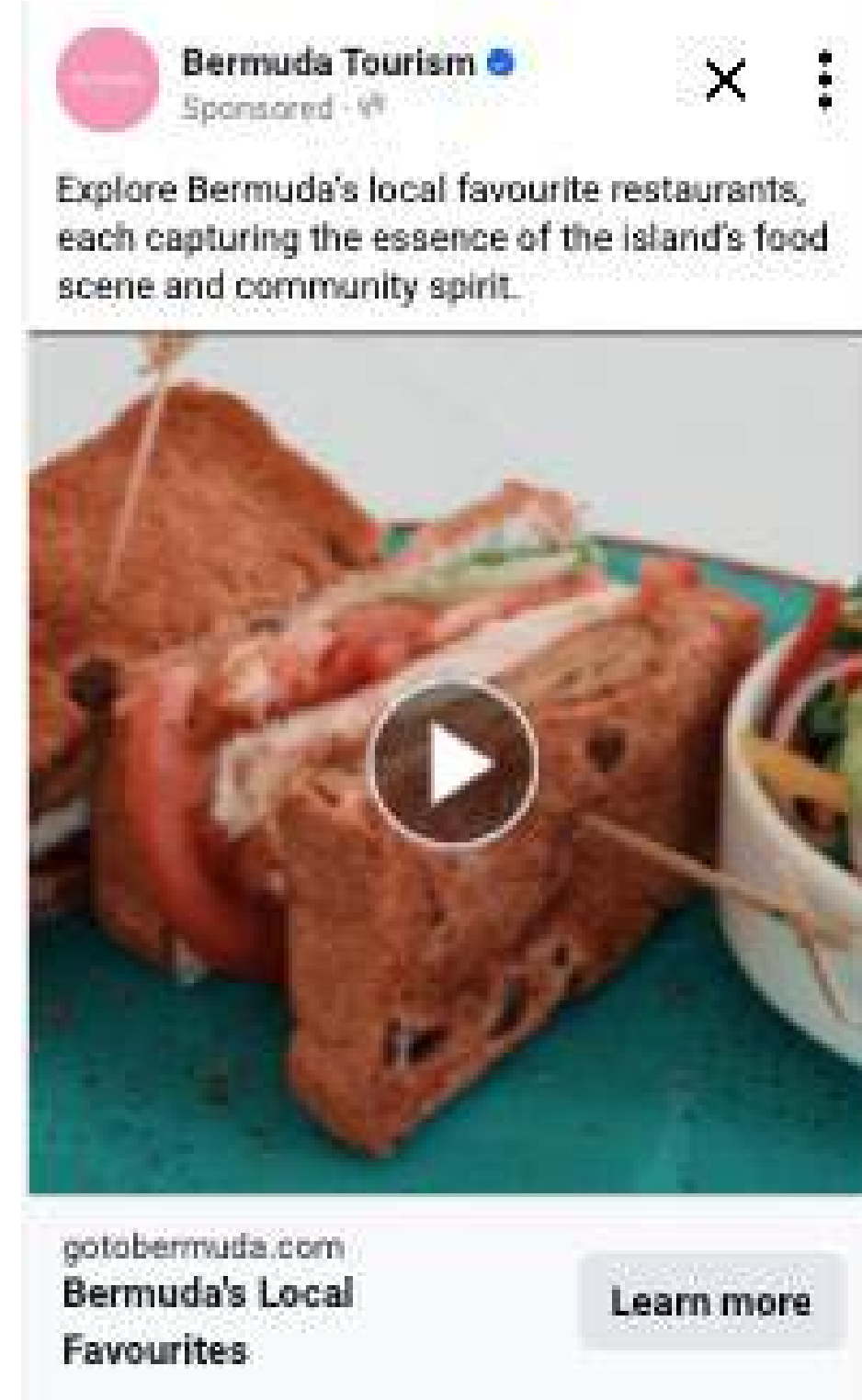
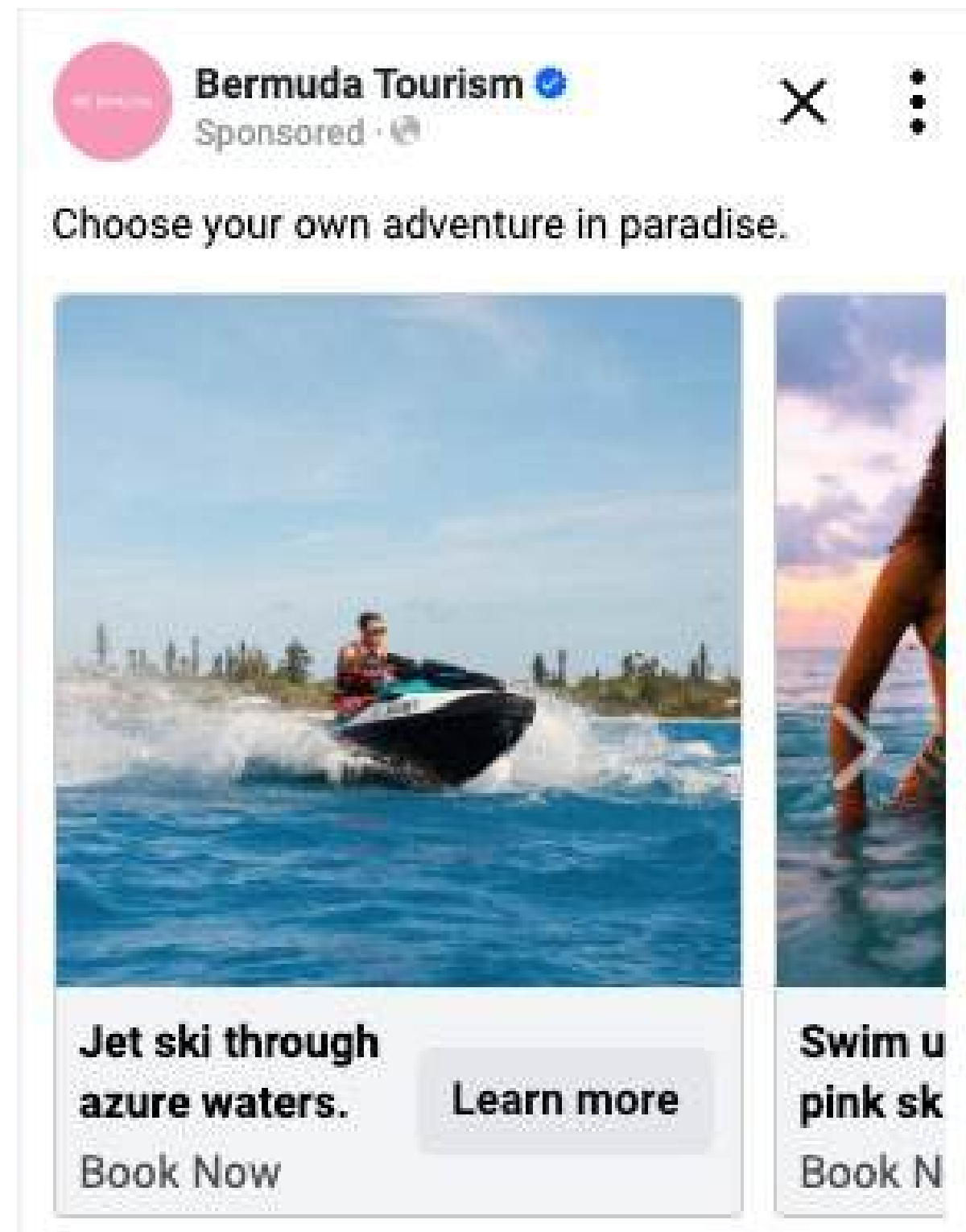
Campaign: Always On

Ad: Solo Traveler video

LPVs: 21,492

Cost per LPV: \$0.43

Link CTR: 6.75%



Ad Creative Analysis: Instagram

Top Facebook Ad Units by landing page views (all campaigns)

Campaign: HellOOO Summer

LPVs: 5,138

Cost per LPV: \$0.46

Link CTR: 2.4%



Campaign: DCA

Ad: BermudAir

LPVs: 3,785

Cost per LPV: \$0.64

Link CTR: 1.7%



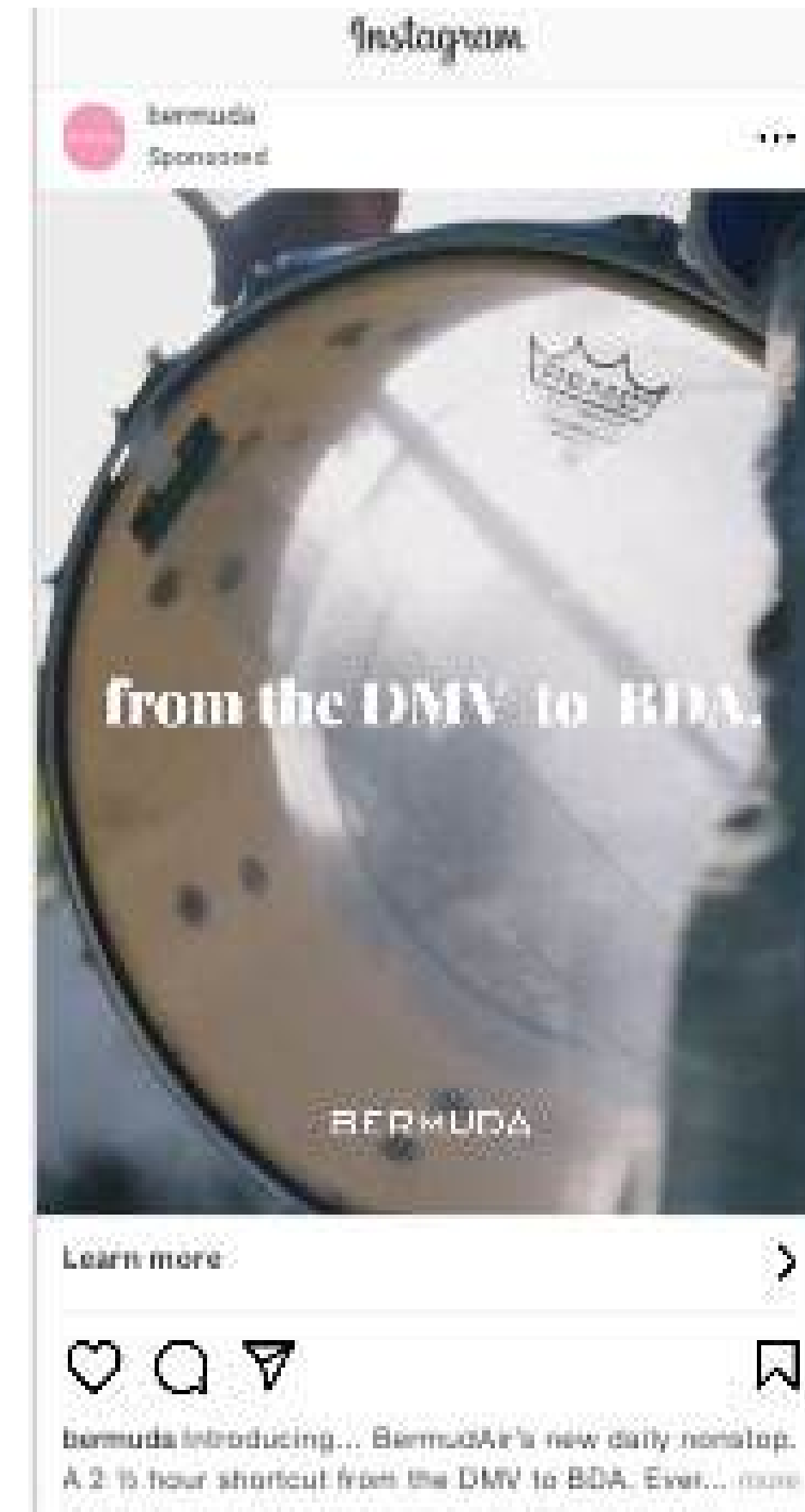
Campaign: DCA

Ad: BermudAir video

LPVs: 1,356

Cost per LPV: \$0.66

Link CTR: 2%



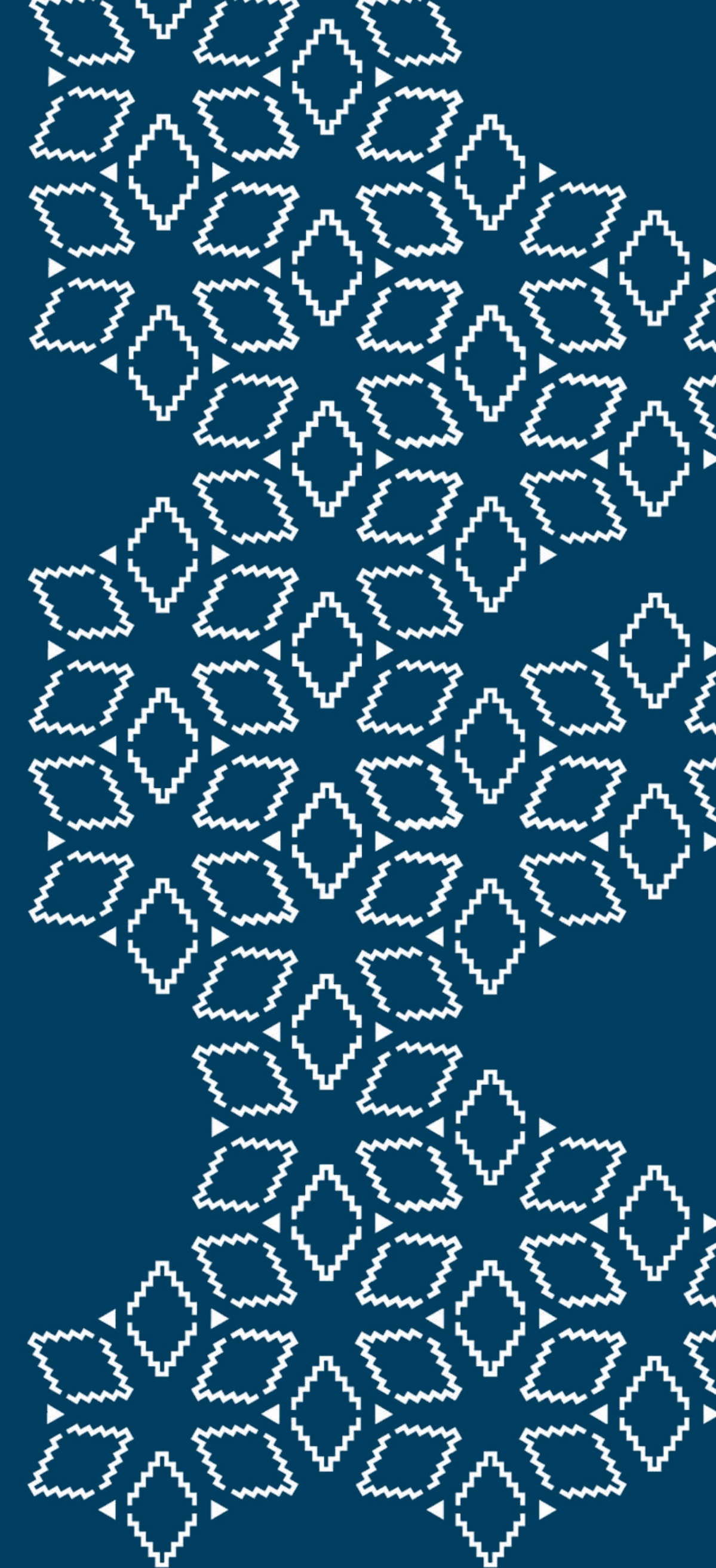
Audience Targeting Approach

- Prioritized a general Travel Intender audience while also focusing on the luxury travel audience where applicable.
- Geographic targeting
 - Adjusting markets accordingly based on campaign needs and seasonal direct flights
- Demographic and behavioral attributes
 - Adjusting attributes accordingly based on campaign needs, options include, but are not limited to:
 - Luxury Travelers
 - Jet Setters
 - Foodies
 - Adventure Enthusiasts
 - Group Travelers
 - Family Travel

Audience Analysis

Top Performing Audiences by Channel

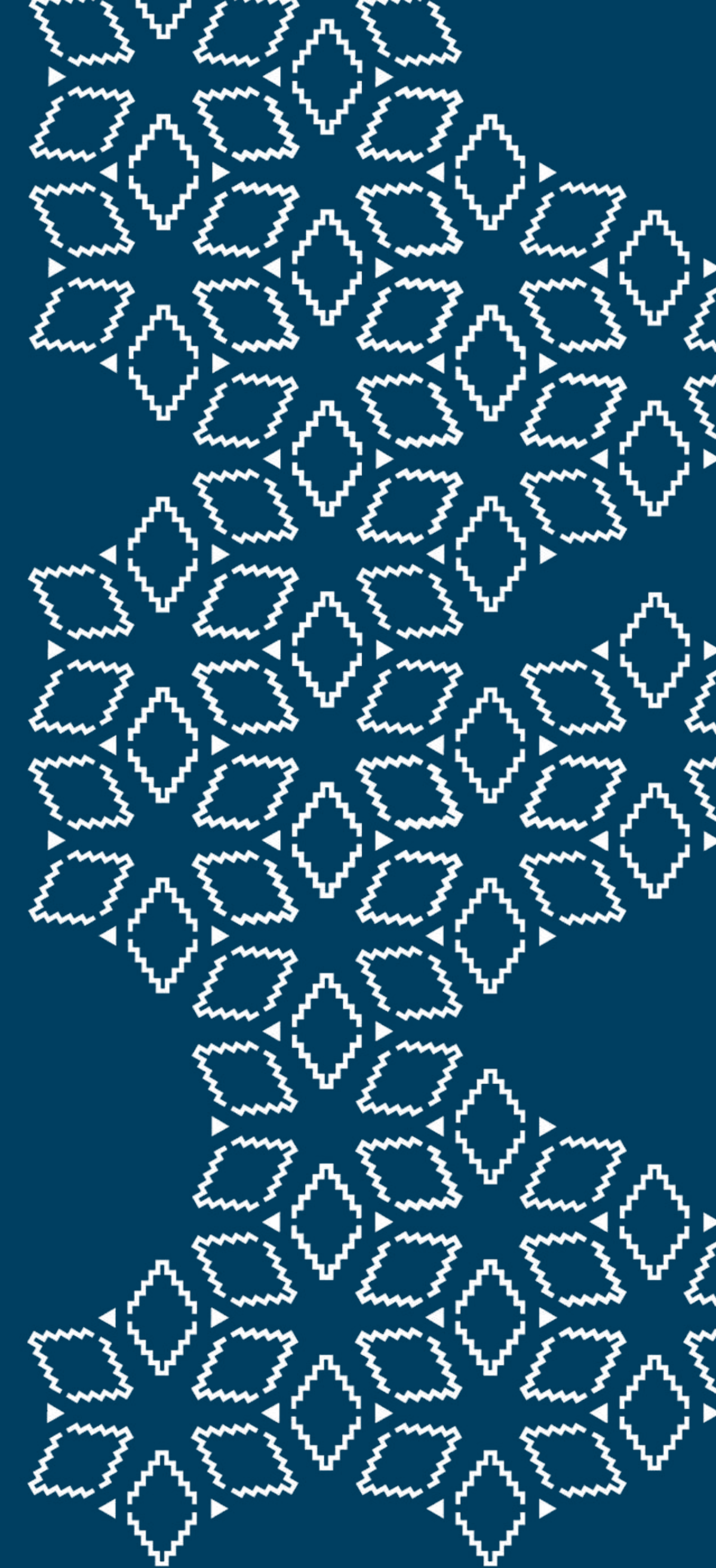
CAMPAIGN	DIGITAL	SOCIAL
Always On	Adventure Seekers, Foodies, Bachelorette/Bachelor Parties, Frequent Traveler, Luxury Travelers	Solo Traveler, Group Getaway, Family, Culinary
HelloOO Summer	Frequent Travelers, Jetsetters, Adventure Seekers, African American Culture, Golf Enthusiasts	General Traveler
DCA	General Traveler, Traveling Fan, Travel Intenders, African American Travelers, Travel Booking sites	General Traveler
Flavours of Bermuda	Travel Intenders, Luxury Travelers, Tropical Vacation Enthusiasts, Adventure Seekers, Jet Setters, Experience Enthusiasts, Foodies	Retargeting: Website & Social Engagers
Summer Fridays	General Travel, Traveling Fan, Traveling Enthusiasts, Travel Intenders, Summer Travelers	General Traveler
Canada	General Travel, Travel Enthusiasts, Adventure Travelers, Summer Travelers, Travel Enthusiasts	General Traveler (Halifax)
Splash Sale	General Traveler, Golf, Whale Watching, History Buffs, Adventure Seekers	General Traveler



Geographic Overview

Targeting By Campaign:

CAMPAIGN	DIGITAL
Always On	Primary: NYC, Boston*, DC, Philly, Newark, Miami, Charlotte, Baltimore Secondary: Los Angeles, Hartford, Atlanta, Chicago, Austin, Dallas, San Francisco
HelloOO Summer	Primary: NYC, Boston, DC, Philly, Toronto, Newark, Miami, Charlotte,
DCA	Washington DC DMA
Flavours of Bermuda	Primary: New York City, Boston, Washington DC, Philadelphia, Toronto, Miami, Charlotte, New Jersey Secondary: Baltimore, Hartford, Atlanta, Dallas
Summer Fridays	New York DMA
Canada	Toronto & Halifax DMAs
Splash Sale	Primary: New York City, Boston, Washington DC, Philadelphia, Toronto, Miami, Charlotte, New Jersey Secondary: Baltimore, Hartford, Atlanta, Dallas



Geographic Analysis

Top Performing Geos by Channel

CHANNEL	KPI	TOP 5 MARKETS
DIGITAL	Conversions	New York, Washington DC, Boston, Philly, Miami
SEM	Clicks	Dallas-Ft. Worth, New York, Miami-Ft. Lauderdale, Austin, Boston
SOCIAL	Link Clicks	Region: Ontario, New York, New Jersey, Maryland, Virginia DMAs (no Canada markets): New York, Washington DC, Philadelphia, Boston, Chicago
	Lowest Cost per Link Click	Chicago, San Francisco, Atlanta, Dallas/Ft. Worth, Charlotte, Hartford/New Haven

Key Takeaways

DISPLAY

Always On digital placements continued into Q2 with overall metrics that surpassed industry benchmarks across the board. Various incremental campaigns and custom content partnerships also continue to layer onto the AO campaign, providing fresh visuals and messaging with the consistent goal of creating awareness, familiarity and conversions through eye-catching and engaging ad units, content development, and other package elements. Additionally, Q2 saw an overall uptick in conversions of more than 12K QoQ, most likely attributed to an increased focus on incorporating high impact, rich media units throughout the AO campaign in conjunction with other custom units and content from One-off Partnership efforts.

SEM

Google ads continue to surpass industry benchmarks for travel & tourism, with an overall CTR of 14.69% (vs. 10.03%) and a CPC of \$0.53 (vs. \$1.63). Performance Max continues to be the top performer for clicks and CPC (69,082, \$0.13). The top search campaign for clicks is *Places to Stay* (30,287), while *Things to Do* has the highest CTR (19.38%).

The *Training in Bermuda* and *Meetings* campaigns have the highest CPCs of all campaigns (\$3.45 and \$3.29, respectively), but due to their difference in industry we have different benchmarks to work against, and in both cases they are beating the business services benchmark for CPC (\$4.85). Additionally, both are beating the industry benchmark for CTR (5.17%) at 18.75% and 8.33%, respectively.

SOCIAL

Meta results well surpassed averages, with an overall cost per land of \$0.46 (\$1 avg.) and link CTR more than 3x higher than average at 2.94%. Overall, videos performed best on Facebook (followed very closely by Carousels) and on Instagram image ads performed best.

Derris: Lessons Learned and Innovations

Creative Optimization

- 15-second videos have a higher completion rate; Derris and Miles to explore opportunities to prioritize :15 second spots in upcoming buys
- Imagery with strong color stories are performing best. As we integrate more interesting treatments and animations, we will monitor performance to ensure creative output captures attention, creates intrigue, and ultimately drives travel.



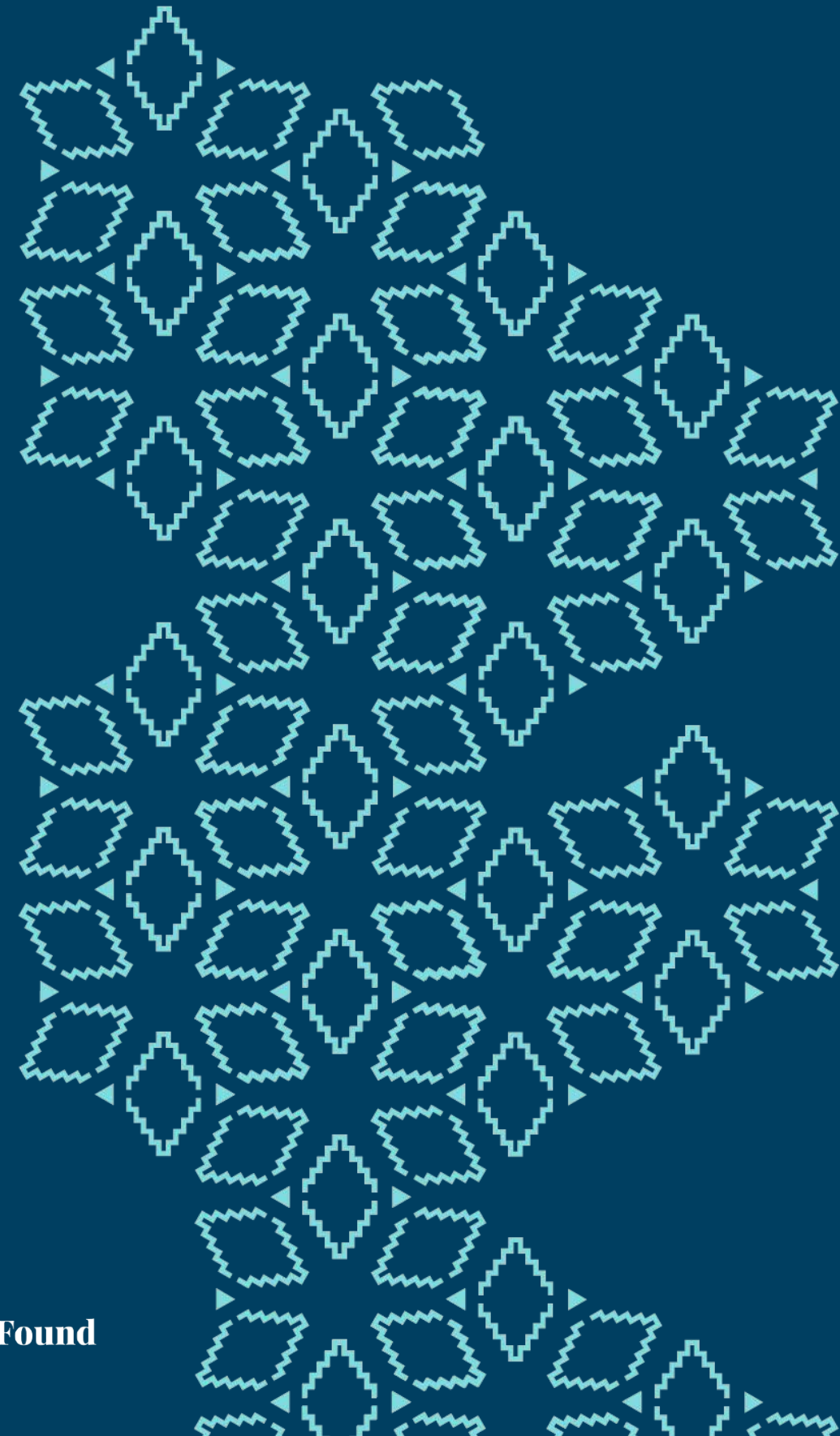
PR & Communications

North America, United Kingdom & Europe.

BERMUDA

Lost Yet Found

US Earned Media Coverage



- In Q2, Bermuda was mentioned in 30 pieces of US media coverage, including 12 placements within Top 100 outlets, and featured in 14 in-feed earned social media posts.
- Coverage by Top 100 Outlets:
 - Blavity, Condé Nast Traveler (x2), Forbes (x2), HGTV, Secret NYC, The Wall Street Journal, Thrillist, Travel + Leisure (x2), Travel Weekly
- Total Potential Media Impressions: 891,713,262
- Total Media Value: \$87,570,719.24
- Total Potential Social Media Reach: 6,660,772
- Total Social Value: \$624,447.38
- The US PR efforts included 869 exchanges with journalists from sending press trip invitations and fielding inbound requests, to general pitch conversations, coordinating desk-sides, and more.

**These statistics include placements, broadcast and radio mentions, social media posts and more*

Media Coverage Highlights



15 Elopement Destinations We Love



BROOKLYN'S CLOVER HILL OWNER AND MICHELIN STAR CHEF CHARLIE MITCHELL ON USING COMMUNITY-CONNECTED INGREDIENTS IN BERMUDA



JetBlue Is Giving Away Free Trips To Bermuda Every 90 Minutes To New Yorkers



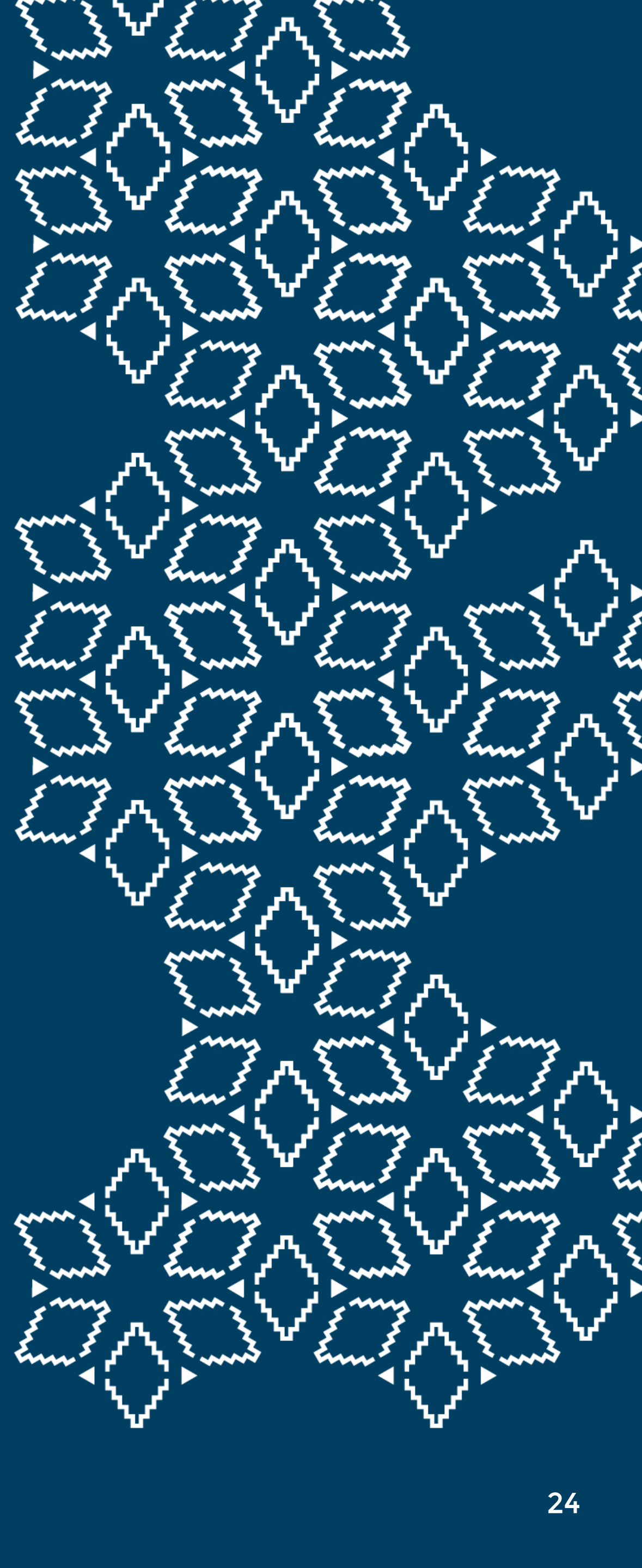
SailGP Sailing Grand Prix Comes To Bermuda



16 Best Places to Travel in August 2024



The 25 Best Things to Do in Bermuda



Media Coverage Highlights



7 FOOD FESTIVALS WORTH TRAVELING FOR



THRILLIST

All the Biggest Summer Travel Deals You Can Book Right Now



TRAVEL+ LEISURE

Score 30% Off a Hotel Stay in Bermuda — Just in Time for Summer



InsideHook

10 Last-Minute Summer Trips You Can Still Pull Off



FOX 5 WASHINGTON DC

NEW NONSTOP FLIGHTS FROM DCA TO BERMUDA



TRAVEL WEEKLY

BermudaAir adding routes from Baltimore and Orlando



Community Engagement

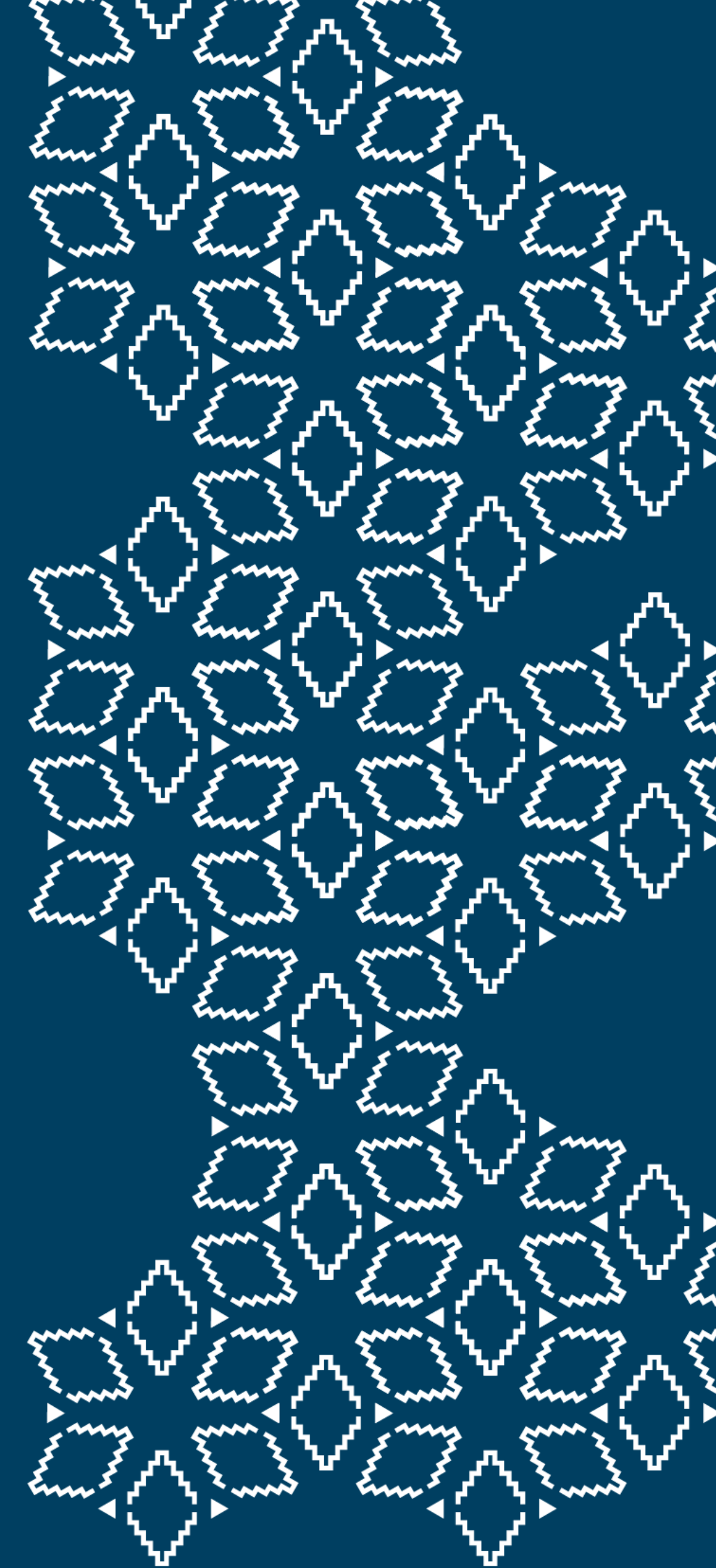
BerlinRosen liaised with local, on-island partners for the below media opportunities during Q2

- **DC Flight Launch FAM Trip**

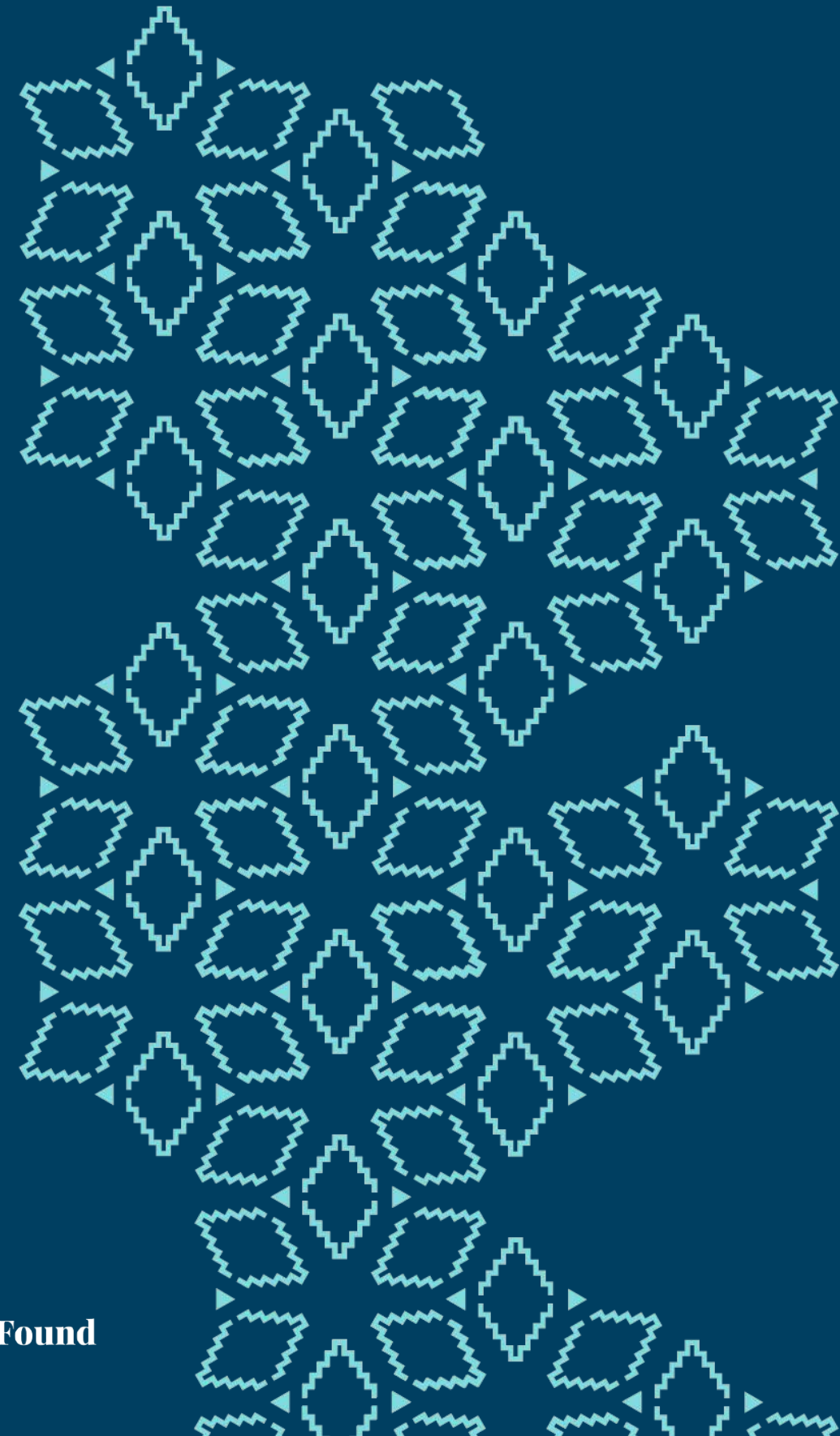
- BerlinRosen secured earned media coverage in Fox5 DC, and TravelAge West, as well as social media coverage on Instagram (@morgsvsttheworld), highlighting BermudAir, Horseshoe Bay Beach Tobacco Bay Beach, Cambridge Beaches Resort, Hamilton Princess Hotel & Beach Club, Crystal Cave and Fantasy Cave, Grotto Bay Beach Resort, Propsero's Cave, The Bermuda Underwater Institute, Church Bay, KS Water Sports, SeaExpress, Royal Naval Dockyard, National Museum of Bermuda, St Regis Bermuda, Fort St. Catherine, Unfinished Church, Kristin White's Long Story Short Tour, Swizzle Inn, Munchies By The Sea, The Cloud, The Loren at Pink Beach, Ed Christopher, Town Crier, Goslings Rum Distillery, Bacardi, 1609, Delvin Bean, Paradise One, Woody's Restaurant, Harbourfront, Railway Trail, Lili Bermuda Perfumery, Snorkel Park Beach, Gibb's Hill Lighthouse and Bermuda Botanical Gardens

- **SailGP FAM Trip**

- BerlinRosen secured earned media coverage in Forbes, Sail Magazine and social media coverage on Instagram (@iamsiennachristine), highlighting SailGP, Grotto Bay Beach Resort, Dive Bermuda at Grotto Bay, Swizzle Inn, Lido Complex, Wahoo's Bistro, Crystal Caves, Woody's Bermuda, Bailey's Ice Cream Parlour, Somerset Cricket Club, St. George's Cricket Club, and Pickleball Hotel Partners



UK Earned Media Coverage



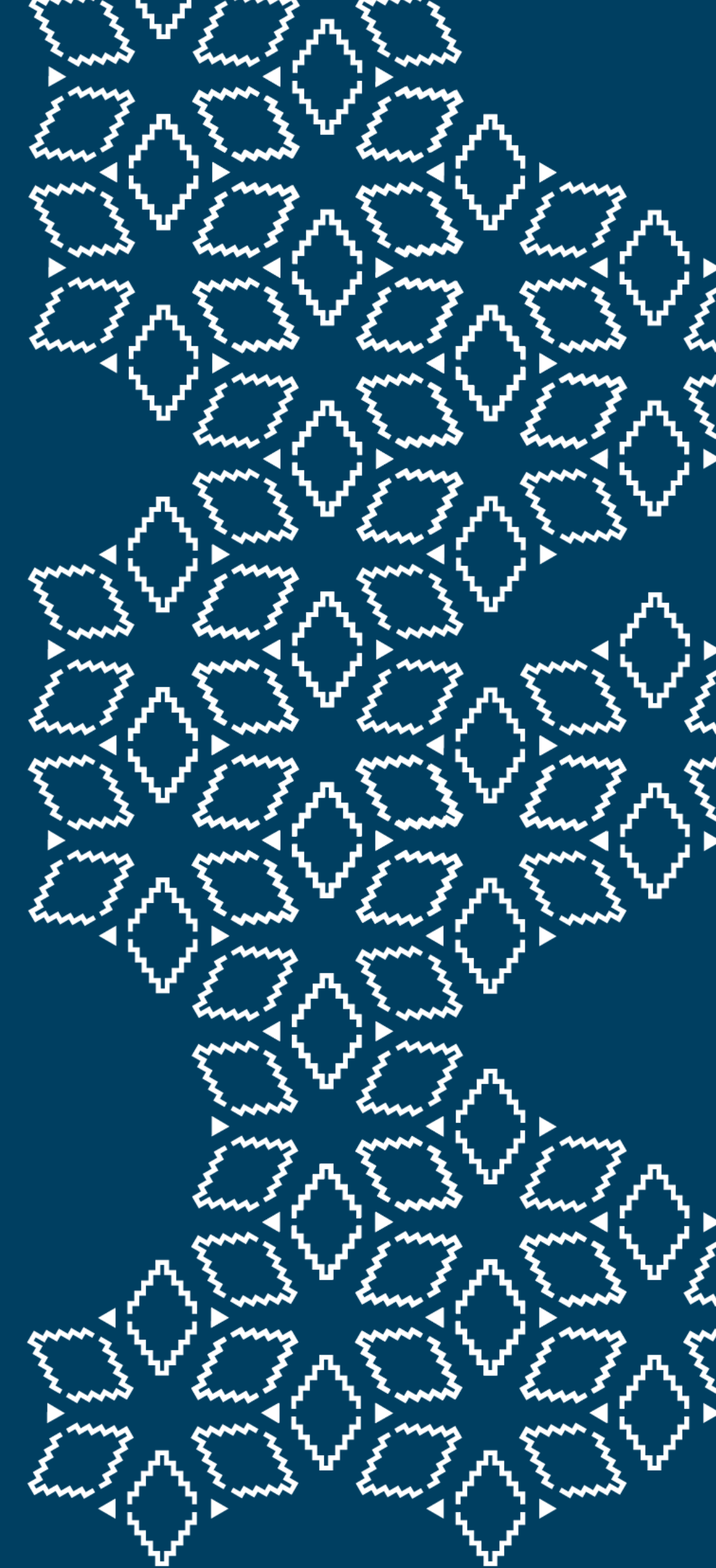
April - June 2024

- Secured 12 pieces of top-tier coverage in a variety of national, consumer and online publications
- Held 20 media meetings with UK journalists to ensure Bermuda remains front of mind
- Hosted five media on-island across both group and individual press trips
- Hosted The Telegraph x Bermuda Supper Club and continued activity with The Telegraph
- Hosted Jamari Douglas and Tracy Berkeley in London, arranging high level media meetings and interviews with the likes of National Geographic Traveller, TTG Luxury and Micebook

Media trends we continue to see

- For the love of the game
 - Sporting fans are willing to travel farther than ever before to witness their favourite sporting events first hand.
- Planning Big
 - Travelers are booking big trips, whether or not they have something to celebrate.
- On a whim
 - With so much of life structured and scheduled, travellers are seeking flexibility in their travel plans and leaving room for spontaneity.
- Going Solo
 - For deep relaxation, developing a new interest, or meeting new people, the focus on solo trips continues to rise.
- Health and wellness tourism
 - An increased desire to promote physical and mental balance continues to see wellness experiences grow in popularity.

**According to AMEX Global Travel Trends Reports*



Media Coverage Highlights



Publication: Wanderlust
 MUU: 1,200,000
 PR Value: \$16,250



Breathtaking natural wonders, glistening turquoise waters, and a colourful mosaic of houses stretching across the island: Bermuda, in all its captivating beauty, has stolen my heart. Though this island may be small, stretching over just 21 miles and shaped like a fishtail hook, its vibrant charm has something to offer every kind of traveller. Whether you're planning a fun-filled family vacation or jetting away on your next romantic escape, Bermuda has an array of beauty waiting to be discovered by everyone.

With its diverse history, rich, distinctive culture, and historical landmarks spread across the island, it's no wonder that Bermuda's East End is a UNESCO World Heritage Site. Visit gotobermuda.com to discover how the island seamlessly blends its well-persevered history with modern attractions, particularly on the West End, offering the best of both worlds.

Keep scrolling for the top picks of the best hotels to stay and things to Bermuda...

Publication: Grazia
 MUU: 1,600,000
 PR Value: \$156,555

Media Coverage Highlights

The Telegraph

Ranked and rated: The final pieces of the British Empire

Which of the far-flung and often idyllic British Overseas Territories is worth visiting? We rank them from worst to best for holidays:

1. Bermuda



Bermuda's picturesque Royal Naval Dockyard, the most visited site in Bermuda. | CREDIT: Louise Thomas/Getty Images

British since:
1612 (founding of first settlement, Virgineola - now St George's)

Where is it?
Contrary to occasional opinion, *not* in the Caribbean. It is the best part of 1,000 miles from [Bermuda](#) to the planet's most sun-kissed holiday region (958 miles if you are marking the distance between the Bermudian capital Hamilton and its Puerto Rican counterpart San Juan); the nearest landfall is actually North Carolina, "just" 643 miles to the west. Still, despite its mid-Atlantic location, [Bermuda](#) offers plenty of Caribbean traits - gorgeous beaches, year-round warm weather, the occasional hurricane.

Publication: The Telegraph
MUU: 24,886,000
PR Value: \$163,785

Forbes

Mother's Day Gift Guide 2024: The Best Tennis Vacations

Laurie Werner Contributor
I cover singular, luxury travel and food experiences around the world

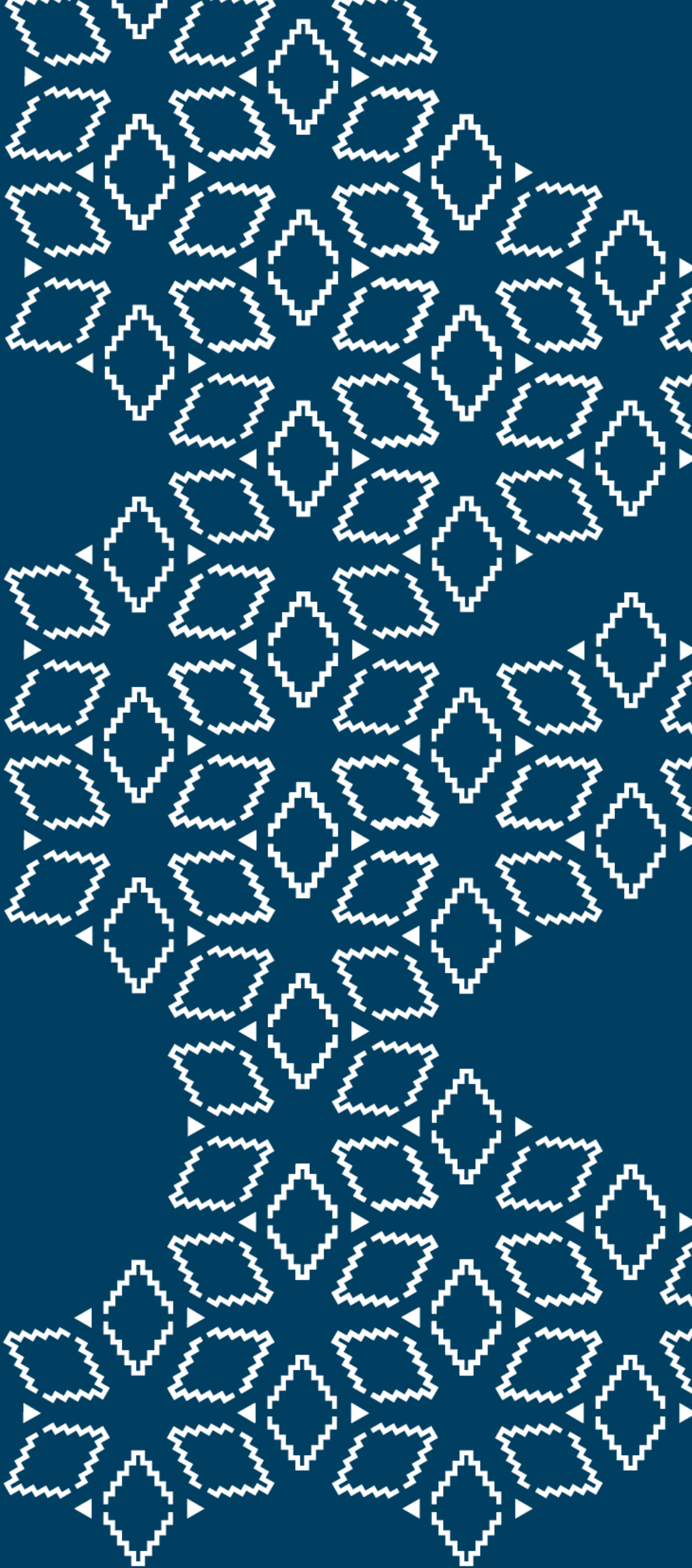
Follow



The setting of Rosewood Bermuda. RESORT PHOTOGRAPHY BY KEN HAYDEN

Rosewood Bermuda Through its association with Cliff Drysdale Tennis, another major tennis management company, this resort offers a comprehensive tennis program of lessons, clinics, competitions and mixers on its four Har-Tru courts. Led on site by Director of Tennis Ashley Brooks, one of the island's top ranked players, instruction can be individualized to all levels. And given Bermuda's perfect sports environment-hot during the summer but moderate during the winter-tennis is played throughout the year.

Publication: Forbes
MUU: 2,900,000
PR Value: \$30,000



Press Pitches

Themed pitches in Q2 in line with the current media landscape and trends included:

- Bermuda as a family-friendly holiday destination ahead of the UK School Summer Holidays - Secured print national coverage in *The Daily Mail*
- Bermuda as the Ultimate Honeymoon Destination
- Sports in Bermuda - Secured online consumer coverage in *Forbes*
- Twin-Centre holidays spotlighting New York and Bermuda
- Local Bermudian food and cocktails - Secured online consumer coverage in *Decadence Magazine*
- Sustainability initiatives in Bermuda - Secured online consumer and print coverage in *Wanderlust Magazine*
- A Local Lens to Bermuda - Secured online trade coverage in *Northern Ireland Travel News*
- Bermuda as the perfect shoulder-season destination

Industry Events

- Caribbean Tourism Organization's Summer Ball - 8 May, 2024
 - BTA sponsored the CTO Summer Ball, with Tiara Webb, Digital Marketing Manager at Bermuda Tourism Authority attending the event in the UK.
 - The team distributed a press release announcing the partnership ahead of the event, resulting in coverage in *TTG* with a PR Value of \$27,906
 - Three UK media attended the ball, hosted by Hills Balfour



CARIBBEAN TOURISM ORGANIZATION TEAMS UP WITH BERMUDA FOR SUMMER BALL

30 MAY 2024 BY HARRY KEMBLE

The Bermuda Tourism Authority has signed up as headline sponsor of the Caribbean Tourism Organization's UK and Europe chapter's annual Caribbean Summer Ball.



The Bermuda Tourism Authority will sponsor the event on 13 June (Credit: iStock)

Media Meetings

- Secured and held 20 meetings with top-tier publications and potential brand partners to discuss news from the island, current strategy and partnership opportunities including:
- Emma Monk, Projects Editor at *National Geographic Traveller*
- Jenny Southan, founder and editor of *Globetrender*
- Helen Whittaker, Travel Editor at *BA High Life Magazine*
- Deborah Circurel, freelance journalist for *Travel Weekly*, *The Telegraph* and *Harper's Bazaar*
- Lucy McGuire, freelance Journalist at *The Times*, *The Sunday Times*, *Lonely Planet*, *Wanderlust*
- Lydia Venn, Senior Entertainment and Lifestyle Writer at *Cosmopolitan*
- Sam Kemp, Assistant Editor at *National Geographic Traveller*
- Nicole Trilivas, contributor to *Forbes*
- Claudia Rowan, commissioning editor for *The Times*
- Maisie Bovingdon, freelance writer for *Hello! Magazine*, *Marie Claire*

Press Trips

Individual press trip, 2-7 May 2024

- Nick Savage, Editor of *Escapism* hosted for a six-page feature in the magazine's upcoming Ocean's Issue focusing on freediving, scuba diving and marine life
 - Earned Media Value: \$170,000

Sail GP group press trip, 2-6 May 2024

- Rory Ross, freelance journalist. Commission for *The Telegraph/Spears* pending (Estimated EMV: \$220,269)

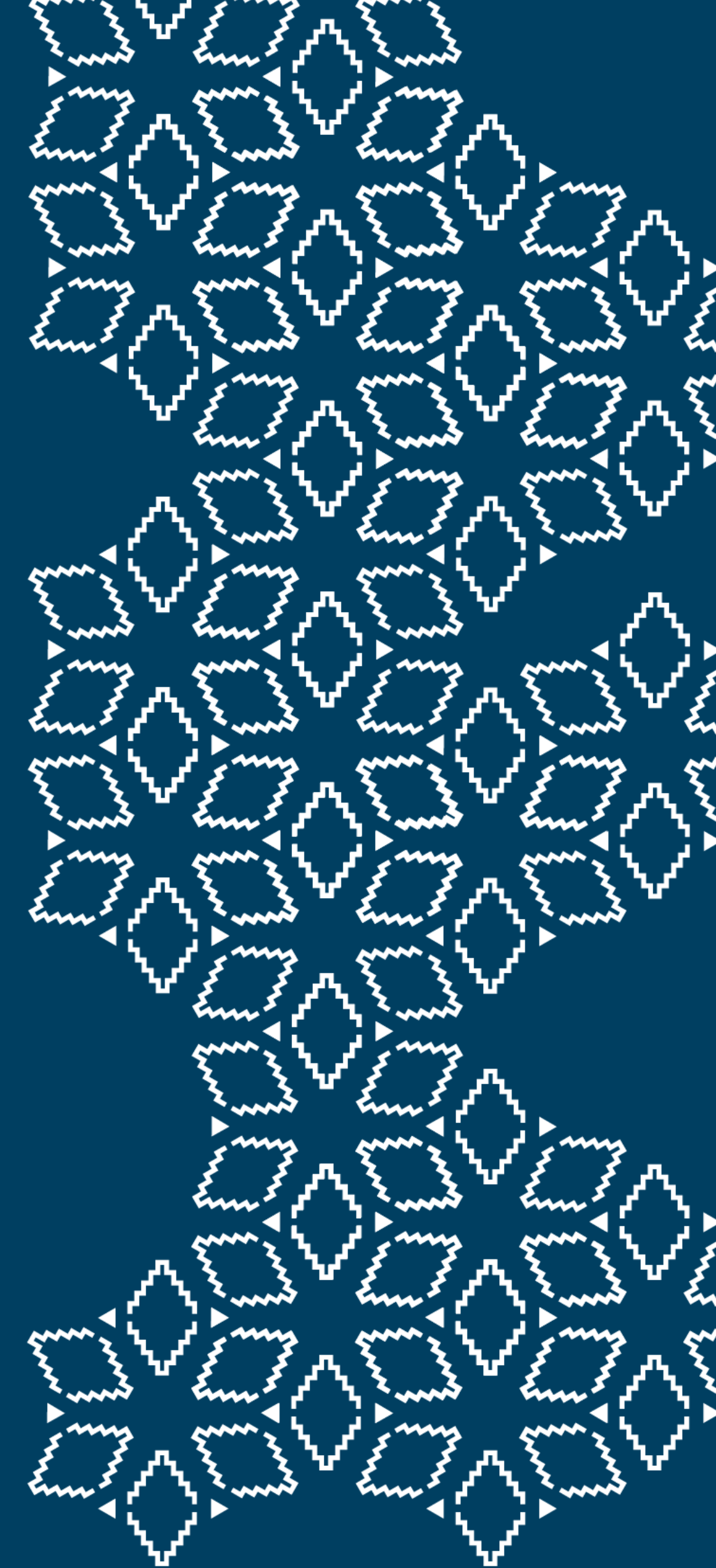
UK Group Press Trip: Bermuda for Everyone, 11-16 May 2024

- Hosted three top-tier media in Bermuda on an enticing five-day itinerary to experience the best experiences the island has to offer
 - Jada Langola-Walters, *Grazia* (MUU: 1,600,000) (EMV: \$156,555)
 - India Dowley, *Citizen Femme* (MUU: 85,000) (Estimated EMV: \$30,000)
 - Beth McColl, *Square Mile* (MUU: 624,000) (Estimated EMV: \$79,627)
- Itinerary showcased Bermuda as a destination that appeals to all travellers including families, couples and solo travellers

October group press trip, 10-15 October 2024

- Theme: Wellness in Bermuda
- Host properties TBC: The Loren & Grotto Bay

Projected total media value: \$656,748



Outcomes and Results



Breathtaking natural wonders, glistening turquoise waters, and a colourful mosaic of houses stretching across the island: Bermuda, in all its captivating beauty, has stolen my heart. Though this island may be small, stretching over just 21 miles and shaped like a fishtail hook, its vibrant charm has something to offer every kind of traveller. Whether you're planning a fun-filled family vacation or jetting away on your next romantic escape, Bermuda has an array of beauty waiting to be discovered by everyone.

With its diverse history, rich, distinctive culture, and historical landmarks spread across the island, it's no wonder that Bermuda's East End is a UNESCO World Heritage Site. Visit gotobermuda.com to discover how the island seamlessly blends its well-persevered history with modern attractions, particularly on the West End, offering the best of both worlds.

Keep scrolling for the top picks of the best hotels to stay and things to Bermuda...

Publication: Grazia
 MUU: 1,600,000
 PR Value: \$156,555



Publication: Escapism
 Circulation: 50,000
 PR Value: \$170,000

Community Engagement

May group press trip

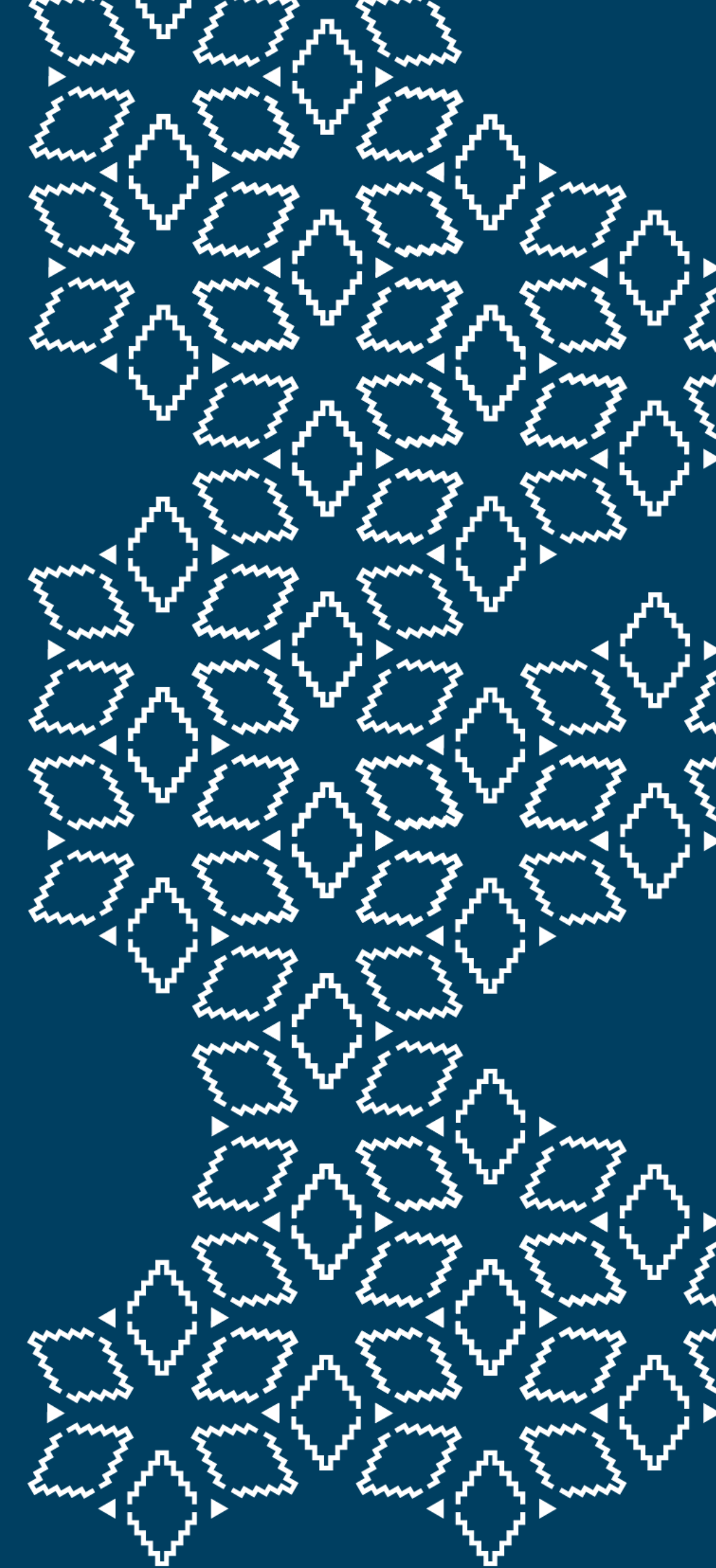
- The team worked with a range of on-island partners, including Cambridge Beaches Resort & Spa, The St. Regis Bermuda, Wahoo's Bistro and The Swizzle Inn

Individual press trip, Escapism

- The team liaised with a range of partners including Bermuda Underwater Exploration Institute, Tom Moore's Tavern and Edgehill Manor Guest House and more

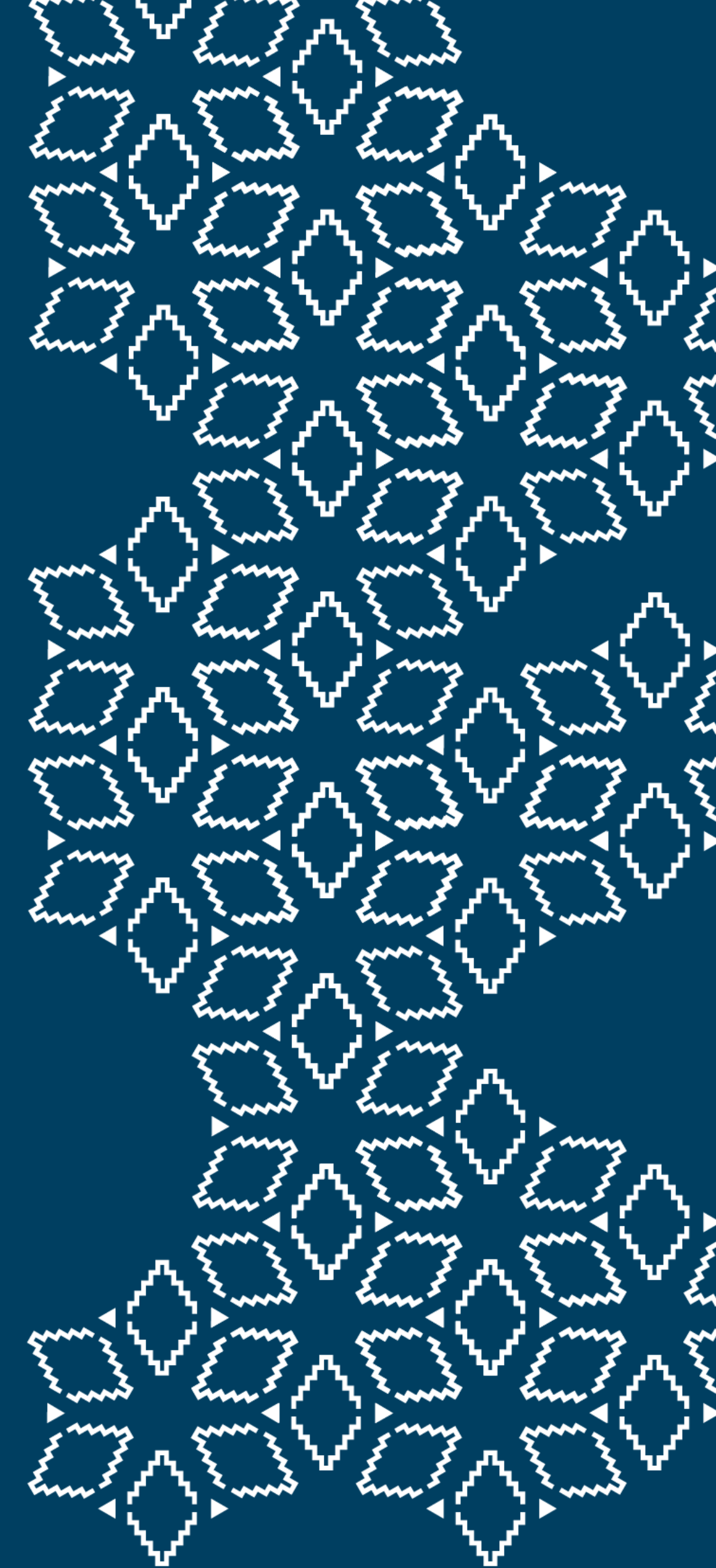
General pitching and coverage

- Pitched a variety of on-island partners and stakeholders throughout our key storytelling moments, securing leading coverage across top-tier UK outlets
- Partners pitched include Wahoo's Bistro, Cambridge Beaches Resort & Spa, The Loren at Pink Beach, The Swizzle Inn, Huckleberry Restaurant, and The Bermuda National Gallery



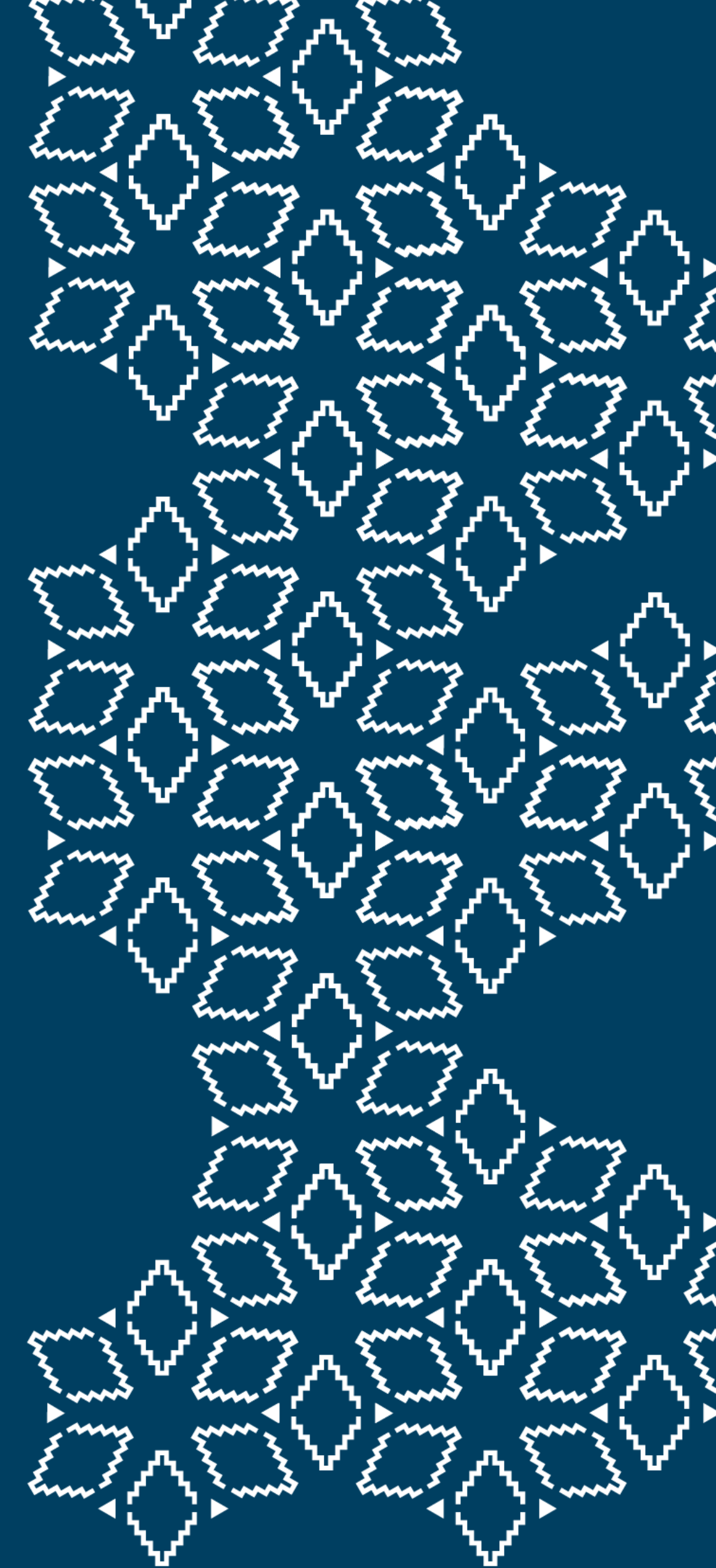
Events and Campaigns

- JetBlue Activation – Event Planning
 - BerlinRosen secured coverage in PIX11, Yahoo! Life, Time Out NY and Secret NYC
 - BerlinRosen secured one attendee from Fortune
- DC Flight Launch Activation – Event Planning
 - **BerlinRosen drafted the Master Action Plan/timeline, continued coordinating event logistics and staffed the event with the BTA**
 - **BerlinRosen secured two content creators and 10 media attendees from outlets including Eater DC, Fox 5 DC, National Geographic, Bloomberg Pursuits, Washington Informer and more**
- Austin Desksides
 - BerlinRosen researched locations and secured two deskside meetings with TripSavvy Visual Editor Taylor McIntyre and Freelancer (Paste, Matador Network) John Sizemore
- SailGP NYC
 - BerlinRosen secured four media attendees from outlets including Conde Nast Traveler, Cosmopolitan, Travel Noire and USA Today for SailGP in NYC for relationship building with BTA in the Adrenaline Lounge.
 - **Note, Travel Noire and USA Today ultimately could not attend due to weather-impacted schedule changes*
- Residents Dinner
 - BerlinRosen secured four media attendees from outlets InStyle, Conde Nast Traveler and Travel Noire as well as a freelancer
- +POOL Summer Party
 - BerlinRosen recommended, coordinated and staffed the event with the BTA



Press Trips

- D.C. Flight Launch
 - **Purpose of trip:** Drive awareness of Bermuda's increased nonstop service from Washington D.C and Baltimore, featuring American Airline's inaugural direct flight from D.C. and other on-island activities suited for spring travel
 - **Destinations visited:** The Swizzle Inn, Hamilton Princess, The Loren at Pink Beach, The Maree Lounge, The Cloud, Hamilton, Munchies By The Sea, Long Story Short, Goslings, 1609, Barr's Bay Park, Grotto Bay, Woody's, Harbourfront, Crystal Caves and Fantasy Caves
 - **Attendees:** Troy Petenbrink (FOX5 DC), Erin Gifford (Freelance), Morgan Fray (@morgsvsttheworld)
 - **Resulting Coverage:** We secured two segments on FOX5 DC, five media placements by Erin Gifford in HGTV, Northern Virginia Magazine, The Wall Street Journal and TravelAge West, and social media coverage on Instagram (@morgsvsttheworld)
 - **Total Impressions:**
 - Media UVM: 43,012,790
 - Social Media Reach: 128,000
- SailGP
 - **Purpose of trip:** Drive awareness of the 2024 SailGP races that took place in Bermuda, highlighting the Adrenaline Lounge and on-island attractions
 - **Destinations visited:** Grotto Bay, The Swizzle Inn, Lido Complex, Hamilton, Woody's, Tech Base, St. George's, Wahoo's, Morgan's Point, Huckleberry, Crystal Caves, John Smith's Bay, Albuoy's Point, Blu
 - **Attendees:** Sienna Lawrence (@iamsiennachristine), Lydia Mullan (Sail Magazine), Andy Frye (Forbes), Keith Nelson (Men's Journal)
 - **Resulting Coverage:** We secured a Forbes feature piece, digital and social coverage from Sail Magazine, and social media coverage on Instagram (@iamsiennachristine)
 - **Total Impressions:**
 - Media UVM: 84,576,637
 - Social Media Reach: 114,200
- BerlinRosen and BTA discussed and developed press trip strategy (IPTs + FAM trips) for 2H



Sales & Travel Trade Outreach

Trade & MICE Q2 Activity



Quarter Highlights

- Headline sponsor of the Caribbean Tourism Authority UK Chapter Summer Ball. Over 200 product managers, tour operators and airlines represented.
- HELLOOO SUMMER SALE details shared with partners and agents on Hablo trade platform.
- JetBlue has reported **478** PAX for Q2 with a total of **730** PAX since January partnership launch.
- Hosted Tracy Berkeley and Jamari Douglas in London for The Telegraph Supper Club, trade, media and MICE meetings
- Hosted Tiara Webb in London with meetings carried out with Lastminute.com, BA Holidays, Blue Bay Travel, Advantage Travel, Ice Travel Group, Jetset, Your Golf Travel Group, Hablo, Travelzoo, Turquoise Holidays.
- Finalised planning and hosted two familiarisation trips on island
- Attended Hablo London and Dublin trade event with over 200 agent attendees.
- Lastminute.com campaign live in the UK market in partnership with JetBlue to promote the twin centre itineraries.
- New tour operator First Class Holidays confirmed to launch Bermuda.
- Hablo Daily Quiz Bermuda takeover live w/c 13 May
- Travelzoo campaign live with mid-campaign reporting total exposure/impressions: 17,683,798.

UK Familiarisation Trips 2024

10-14 April 2024 Mixed FAM

Attendees to provide Bermuda training to their wider teams content to post on their respective social channels and ensure that their Bermuda pages are up to date with preferred images and content.

Attendees:

- Nicola Jayne Lewis - Travel Counsellors Ltd
- Sian Roberts - Travel Counsellors Ltd
- Dominic Hodson - Purely Bermuda
- Adrian Smyth - JetSet
- Megan Picot - Colletts Travel Ltd
- Abby Bell - British Airways Holidays

17-21 April 2024 Caribtours Exclusive FAM

As part of a wider campaign, we have identified the best agents to drive Bermuda sales. The aim is to strengthen the relationship, allow them to see the product first hand to ensure a successful year of selling Bermuda.

Attendees:

Joseph Rajkovic – 2 J's Travel

- Wendy Harper – Oasis Travel
- Sara Short – Hays Travel
- Sarah Perryman – Hot Chilli Travel
- Ann Bulmer – Annie Bulmer Travel

ROI of over \$60,000 in confirmed bookings to date



Headline Sponsorship of the Caribbean Summer Ball

Bermuda Tourism Authority was the headline sponsor of the Caribbean Tourism Authority UK Chapter Summer Ball. Having this elevated visibility provided the opportunity for Tiara Webb of the BTA to provide the keynote speech to 200 product managers, tour operators and airlines. Further visibility was generated with pre and post event coverage, with features published on TTG Online, one of the UK's largest trade publications, following the distribution of the press release announcing BTA's sponsorship. To build relationships and further drive booking numbers, key partners were hosted on BTA's table on the night, including Purely Bermuda, JetBlue, Jetset, Travel Counsellors and The Ultimate Travel Company.



Travelzoo Campaign

In order to keep the momentum of Bermuda bookings in the UK post Q1, the Travelzoo Campaign was implemented to inspire Travelzoo's UK members to choose Bermuda as their next long-haul destination. Travelzoo have agreed to deliver 100 bookings with this campaign. If for some reason not met they will push outside the campaign period. As such, activity included a Bermuda owned destination showcase, x2 top 20 feature and social and digital traffic driver support. This has already resulted in 17,683,798 total impressions, and the final results will be shared next month.



Beyond the beach

When it comes to natural wonders, Bermuda packs a punch. Discover the mystical Crystal Caves and the serene pool at Blue Hole Park, and spot Humpback whales and rare birds. Whether you're snorkelling along the vibrant coastline or getting lost in the island's nature reserves, there are endless ways to spot wildlife in Bermuda.

Meetings, Training & Sales Calls

BTA UK held **60** meetings and sales calls with key tour operators and partners between April 2024 and June 2024. During this time we were able to provide key updates such as sharing HELLOOO SUMMER SALE details with partners and agents, provide additional resources and find out how Bermuda was doing.

Key highlights::

- JetBlue has reported **478** PAX for Q2 with a total of **730** PAX since January partnership launch.
- New tour operator First Class Holidays confirmed to launch Bermuda.

The UK team provided a destination overview to **256** agents between April 2024 and June 2024. This was achieved through various initiatives including in-person training events with partners and virtual training sessions.



MICE Quarterly Highlights

- Conducted 2 interviews with Tracy Berkeley and Jamari Douglas during their visit in London. The first with Susie Harwood from MICEbook and the second with Paul Colston from MashMedia.
- Bermuda Tourism Board as headline sponsor at The Meeting Show Welcome Reception, opening evening event of The Meeting Show London
- Attended the Meeting Show, the UK's biggest tradeshow in the Meetings, Incentives, Congresses and Events industry, where we had the opportunity to meet with more than 20 buyers.
- Obtained coverage with Susie Harwood from Micebook who will be running a piece on Bermuda as a result of our meeting in May.
- Destination Alliance Summer Event has been a great success bringing Bermuda in from of 32 Top Buyers in the UK market and the MICE industry.
- Lead from VivaEsprit, agency in London for a MICE group of 550 looking to come in May 2026.

Meetings & Sales Calls

The UK MICE team held more than 30 meetings between the months of April 2024 and June 2024. We have continued to educate the MICE industry on the many possibilities that Bermuda has to offer when it comes to Meetings, Events and Incentives.

Key highlights::

- VivaEsprit enquiry for 550 in May 2026 – we will continue to follow up with the with regards to possible venues for evening dinners (one informal, one Gala) and work with BTA to secure the event to the destination.



Headline Sponsorship of The Meeting Show (UK)

Bermuda Tourism Authority was the headline sponsor at the opening welcome reception of The Meeting Show 2024. This was a great opportunity to address buyers of more than 200 hosted buyers, creating great engagement during the evening and the following days.

We also attended The Meeting Show with our own Bermuda stand in the Destination Pavillion, giving us the opportunity to talk to more than 20 buyers at the show, all of which with great potential events to bring to Bermuda with high end incentives or small meetings.

Next steps include follow ups and involving the buyers in any activity promoting Bermuda to consolidate the education on the destination.



Destination Alliance Summer Event Orient Express (UK)

Bermuda Tourism Authority was one of the members attending the Destination Alliance Summer Event 2024, where we had the opportunity to send a day with 32 top UK Mice buyers. Networking with all of the attendees, we have seen great interest in Bermuda and will give us the possibility to maintain relationships to drive business to the Island.





Social

Multi-channel

Executive Summary

Social Media Q2 2024

A total of 402 feed posts were published across social media in Q4, which grew our community by 5,749 followers (+8,112.9%).

Q2 saw several key campaigns in market such as the HelloOO Summer Sale, the launch of the five-part Flavours of Bermuda culinary series, Dive Week, Summer Fridays, and activations to celebrate non-stop flights to Bermuda in New York City and DC.

Our key themes for this quarter included “Summer’s Best Kept Secret”, an overarching storytelling campaign to promote Bermuda’s proximity to the East Coast, hidden gems and Summer Fridays, conservation and eco-tourism to align with Earth Month, Island Heritage to support Heritage Month, and Island Events to promote the lineup of signature experiences in the destination such as SailGP and USATF.

With a high volume of campaigns in market for BTA, we ensured that our promotional content mix was balanced with historically top performing content types our audience typically favours such as popular locations, scenic sights and insider tips to support travel planning while driving our KPIs and aligning with our current themes. Our top performing content types across all channels continue to be video content and carousel posts, while will again be prioritised in Q3.

In May, we partnered with content creators Corporate Natalie and Corporate Baddie to promote Summer Fridays and the overall destination. This campaign generated a total of 451.2K engagements, 4.9M in reach, 570 campaign link clicks and an estimated media value of \$4.1M. The BTA also sponsored SailGP in Halifax and two local content creators to spotlight the event as well as Bermuda's proximity to the maritimes, producing 494K impressions and an estimated media value of \$22K.

Q2 Instagram

In Q2, 91 in-feed posts and 245 stories were published on Instagram.

The HelloOO Summer sale generated a total of 715,800 and 4,030 engagements.

The Dive Weeks campaign produced a total of 97,936 impressions and 6,805 engagements, while Flavours of Bermuda saw a total of 169,749 impressions and 7,080 engagements

Consistent with Facebook, the top performing post of the quarter was [this UGC reel](#), which promoted the 2024 Condé Nast Traveler Readers' Choice Awards. The post generated a total of 153,935 impressions and 7,172 engagements.

Social boosting was on pause in Q1.



Q2 Instagram		
	Q1 2024	Q2 2024
New followers gained	+1,424	+2,879
Lifetime followers	126,965	129,701
Engagements	145,158	139,137
Reach	369,070	1,200,000~
Impressions	2,762,976	3,973,560
Engagement Rate	1.23%	3.5%
Story Replies	133	67
Paid Impressions	N/A	677,499
Total Engagements	N/A	385,674
Total Paid Clicks	N/A	127
Cost Per Click	N/A	\$1.88

Q2 Facebook

In Q2 we published a total of 91 posts on Facebook.

The HelloOO Summer Sale produced a total of 1,084,953 impressions and 29,029 engagements.

On Facebook, Dive Week drove a total of 246,331 impressions and 10,130 engagements, while Flavours of Bermuda produced 80,300 views on Facebook and 4,793 engagements.

The top performing post of the quarter was [this UGC video](#) which promoted votership in the 2024 Condé Nast Traveler Readers' Choice Awards. This post generated a total of 15,404 engagements and 381,728 impressions.

Social boosting was on pause in Q1.

Q2 Facebook

	Q1 2024	Q2 2024
New page likes gained	+1,588	+1,253
Lifetime page likes	394,281	396,557
Engagements	63,267	136,909
Reach	4,806,214	5,535,635
Avg. Engagement Rate	0.08%	0.07%
Link Click Rate	0.15%	0.15%
Paid Impressions	N/A	1,889,639
Total Clicks	N/A	395
Click-Through-Rate	N/A	3.26%
Cost Per Click	N/A	\$0.10

Q2 X

A total of 102 posts were published on X in Q2 of 2024.

The HelloOO Summer Sale produced a total of 10,789-impressions and 260 engagements

Dive Week generated a total of 4,810 views and 155 engagements., and Flavours of Bermuda produced a total of 8,461 views and 259 engagements on X.

The top performing post of the quarter was [this owned video](#) of the Town of St. George during Heritage Month, which generated 8,124 views and 214 engagements.

Q2 X		
	Q1 2024	Q2 2024
New followers gained	+19	+37
Lifetime followers	31,441	31,480
Engagements	7,195	6,347
Impressions	164,893	142,554
Engagement Rate	0.09%	4.5%

Q2 TikTok

A total of 66 posts were published on TikTok in Q2 of 2024, which was an increase of 48 posts PoP.

The HelloOO Summer Sale saw a total of 866,802 impressions and 2,232 engagements, and the Dive Week campaign generated a total of 141,940 views and 1,991 engagements.

Flavours of Bermuda produced a total of 752,168 views and 1,901 engagements on TikTok.

Our top performing post of the quarter was [this meme](#) which promoted Bermuda's proximity to the US and Canada, generating a total of 9,074 engagements and 491.6K views. This post continues to see engagements almost 3 months after posting, which shows the value of TikTok's shelf life for content.

Social boosting was on pause in Q1.

Q2 TikTok		
	Q1 2024	Q2 2024
New followers gained	+976	+1,850
Lifetime followers	5,196	7,046
Engagements	15,124	34,255
Total Video Views	268,834	3,735,118
Total Comments	184	2,614
Engagement Rate	6.52%	0.9%

Q2 YouTube

We continue to see consistent growth on YouTube Shorts as we aim to increase our posting frequency with owned content, with a total of 33 content pieces published in Q2.

Flavours of Bermuda was launched in Q2, which has generated a total of 2,017 views organically on YouTube Shorts.

The top performing content by engagements was [this video](#) showcasing must-visit secluded beaches in Bermuda to lean in on our Lost Yet Found storytelling angle, which generated a total of 3.5K views and 67 engagements.



Q2 YouTube		
	Q1 2024	Q2 2024
New subscribers gained	+110	+221
Video Views	289,456	317,001
Watch Time (Hours)	2,559	3,907
Total Engagements	585	1,711
Click Through Rate	3.2%	3.6%

Q2 Pinterest

The BTA does not have an active organic social media presence. We will consider activating a platform strategy in 2024.



Q2 Pinterest		
	Q1 2024	Q2 2024
New Followers Gained	+4	n/a
Impressions	229,679	242,016
Saves	945	966
Total Clicks	770	887
Engagement Rate	3.29%	3.56%



Website

SEO, UX, Updates

Website Traffic

Total Site Traffic and Goals

- 10.3% increase in site sessions over Q1 2024
- 6.6% increase in pageviews over Q1 2024
- Paid Social was a top driver of traffic for Q2 with 367,072 sessions, but had a lower engagement rate of 16.9% (up over Q1 of 12.4% engagement).
- Organic Search was the top driver of engaged traffic with 273,396 (up 24.9% from Q1 which was 218,870) sessions and an engagement rate of 72.94%
- Engagement rate was 44.71% across all site traffic which is slightly increased (up from 42.8%) over the previous period
- External partner link click outs are up over the previous period 6.3%, and 37.8% year over year.

User Engagement

2024 Q2 Results (April 1 – June 30)

- 1,088,758 Website Visits (+64.8% YOY)
- 173,761 Desktop Users(+27.3% YOY)
- 675,987 Mobile Users(+0.7% YOY)
- 33,854 Tablet Users(+17.8%)
- 1,784,628 Pageviews (+53.3% YOY)
- 851,196 New Users (+68.2% YOY)

Conversion Rates

Partner Referrals

Total Partner Referrals

Profile Referrals – 16,893 (+46.3% POP)

Deal Referrals – 10,283 (-44.7% POP)*

Event Referrals – 5,474 (+108.9% POP)

Total Partner Unique Pageviews

Profile – 115,009 (14.6% CTR)

Deals – 65,491 (

Events – 52,799 (10.4% CTR)

Content Performance

Top Performing Content

Bermuda: The Solo Trip of a Lifetime | 81,148 Users | 18.98% Engagement | 96,445 Pageviews

<https://www.gotobermuda.com/inspiration/article/your-perfect-solo-trip>

Hellooo Summer | 63,184 Users | 34.11% Engagement | 105,626 Pageviews

<https://www.gotobermuda.com/hellooo-summer>

Friend Getaways in Bermuda | 61,063 Users | 13.93% Engagement | 73,995 Pageviews

<https://www.gotobermuda.com/inspiration/friend-getaways>

Food & Drink | 50,422 Users | 19.58% Engagement Rate | 69,905 Pageviews

<https://www.gotobermuda.com/things-to-do/dining-nightlife>

Homepage | 51,763 Users | 70.4% Engagement Rate | 206,414 Pageviews

<https://www.gotobermuda.com/>

Family Fun | 52,193 Users | 13.44% Engagement Rate | 206,414 Pageviews

<https://www.gotobermuda.com/inspiration/family-fun>

Campaign Analysis

Hellooo Summer

Out of Office never looked so good! The waves are washing over the pink sand, the boats are departing the dock for sunset cocktails on the Great Sound, the people are glowing from within...and we want to let you in on a little secret.

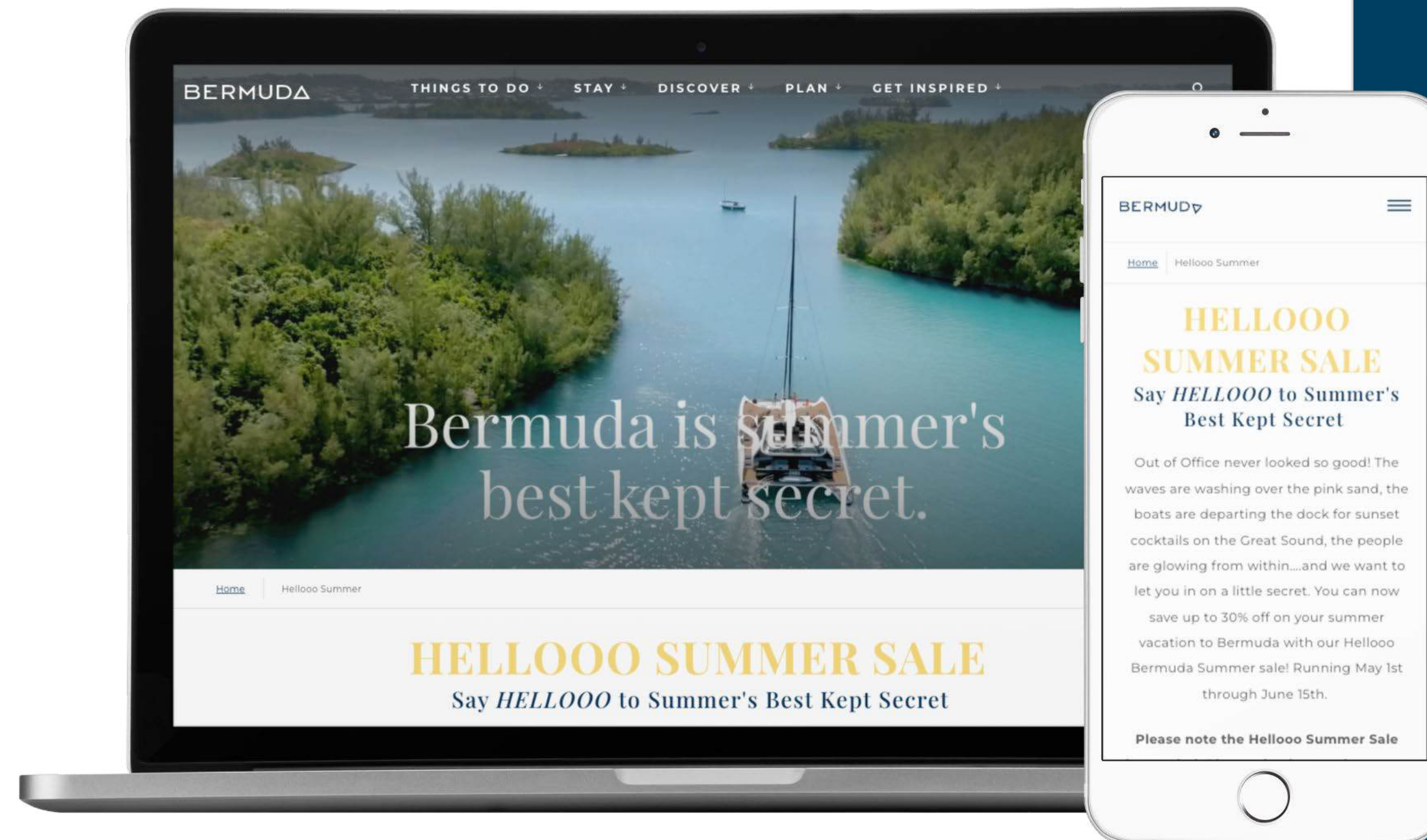
Dates: May 1 - June 15

General Web Performance Overview:

- Visits: 90,871
- Total users: 81,148
- Engaged Sessions: 17,245
- Average engagement time: 13s
- Engagement rate: 18.98%
-

Top Referrers:

- fb / paidsocial 47,683
- ig / paidsocial 7,592
- Act-On Software / email 5,169
- adgeniuity / native 4,973
- adgeniuity / display 4,709
- google / cpc 3,092



New Pages Added:

Site Updates and New Content

- Promotional page and supporting content updates for Hellooo Summer
- Updated content review for Cruises section
- Continued optimization of Algolia AI search interface and Algolia conversion tracking
- Continued integration of new personalization opportunities inclusive of new markets (Canada) and more focus on email collection
- UX Research and recommendations for Meetings and Groups as well as the "Our Island" discover section
- Ongoing SEO work for keyword trends, site hygiene and on page optimization (details on following slide)

SEO Work Done

SEO Annual Strategy

On-Page Optimizations

- Site-wide review of page title, description, and heading metadata
- Site-wide audit and review of images for alt text and size
- Site-wide audit of article & inspiration content
- Technical improvements on-site to address: 404 & 3xx internal links, schema, and general Google Search Console opportunities.

Competitor Gap Analysis

- New opportunity & FAQ opportunity keyword research
- Content opportunity research and optimization
- Backlink profile management and gap analysis
- Content Initiatives with SEO Support

Cruising to Bermuda

- Consolidation of Island Regions & Discover Bermuda
- Cruise Ship Page Content Recommendations
- Youtube Content Optimizations & Keyword Research
- UNESCO Research & Recommendations
- Sailing & Boating in Bermuda Optimizations & Content Recommendations

Database – Simpleview & Symphony

Data Management

- Simpleview & Symphony Dashboards - Ongoing measurement of KPIs including room nights and visitor spend influenced, sales metrics, web, social and PR performance.
- Preparations began for a comprehensive research project to measure Bermuda's brand awareness and perception in key source markets. The research will be completed during Q3. The outcomes will provide valuable insights such as:
 - awareness
 - familiarity
 - consideration of Bermuda as a vacation destination
 - ROI on recent marketing and PR initiatives.

Local Awareness

Corporate Communications

Mid-Year Tourism Report

Released Mid-year tourism metrics press release and detailed report.

Introduced a supporting video featuring commentary and narration about the industry's tourism performance by the CEO and the COO. The video format was designed to make the data more accessible to a wider segment of the local community. It was promoted on ZBM TV news, landed

Additional corporate communications efforts included – press releases, speechwriting and stakeholder meetings



Tracy Berkeley
Chief Executive Officer

Greener

Growing by being pink, blue + greener

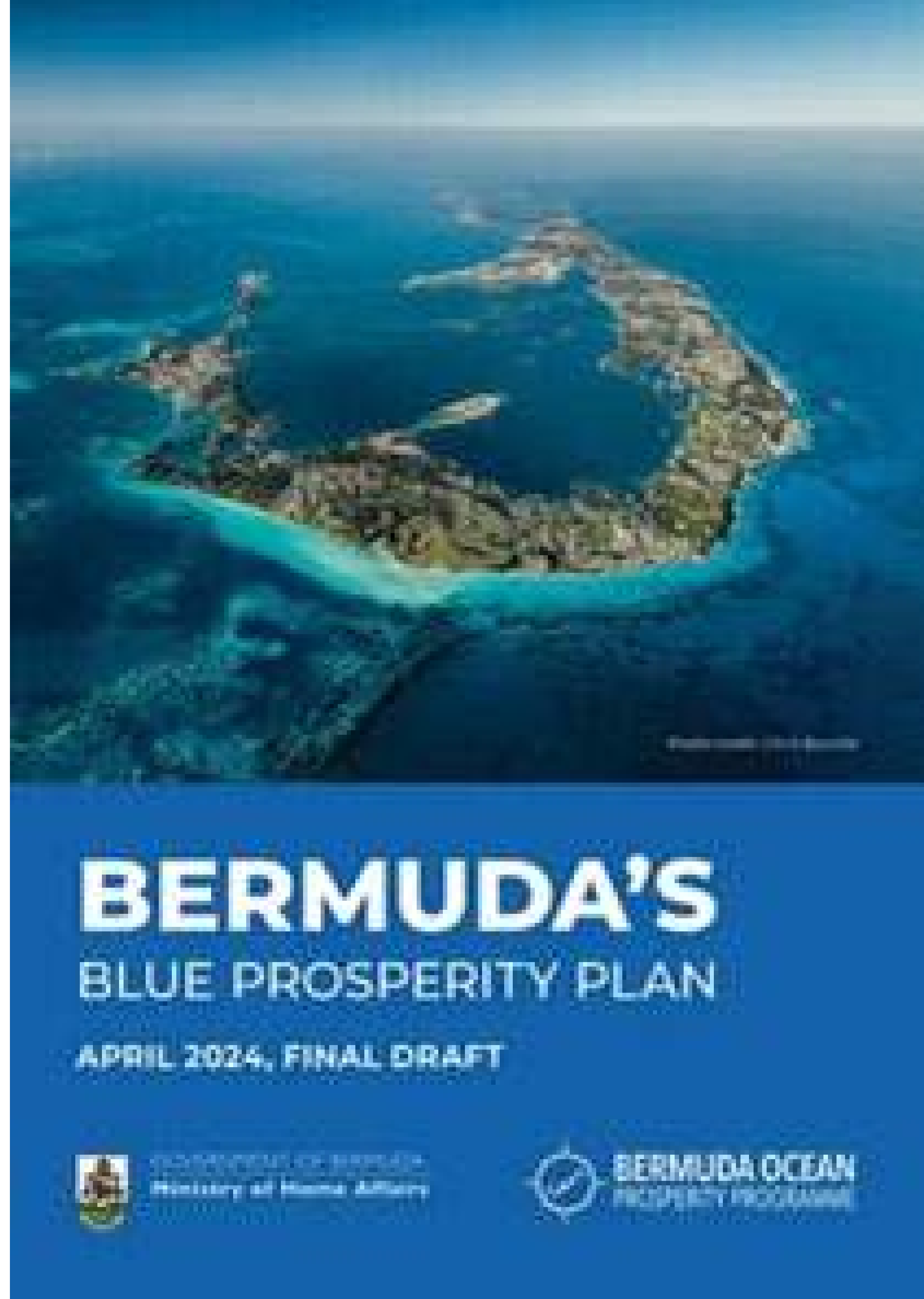
Bermuda Ocean Prosperity Programme

Integrating sustainability into Anchor BDA

The Bermuda Prosperity Plan was designed to conserve and sustainably manage Bermuda's waters. The new version of the plan incorporates extensive stakeholder, public, and scientific feedback collected since the previous draft was released in autumn 2022.

Bermuda seeks a future where its marine waters contain healthy ecosystems that can support a thriving and more resilient ocean-based economy while balancing the diverse priorities of ocean users.

The Tourism Standards and Training team contributed to this project through educational efforts. Leveraging our sustainability course within the AnchorBDA programme, we aim to educate locals on the importance of sustainability across social, economic, and environmental dimensions. We are delighted to be part of this initiative, as it underscores the significance of our Greener pillar in the National Tourism Plan.



Infrastructure

Building Frictionless Experiences



Air Service

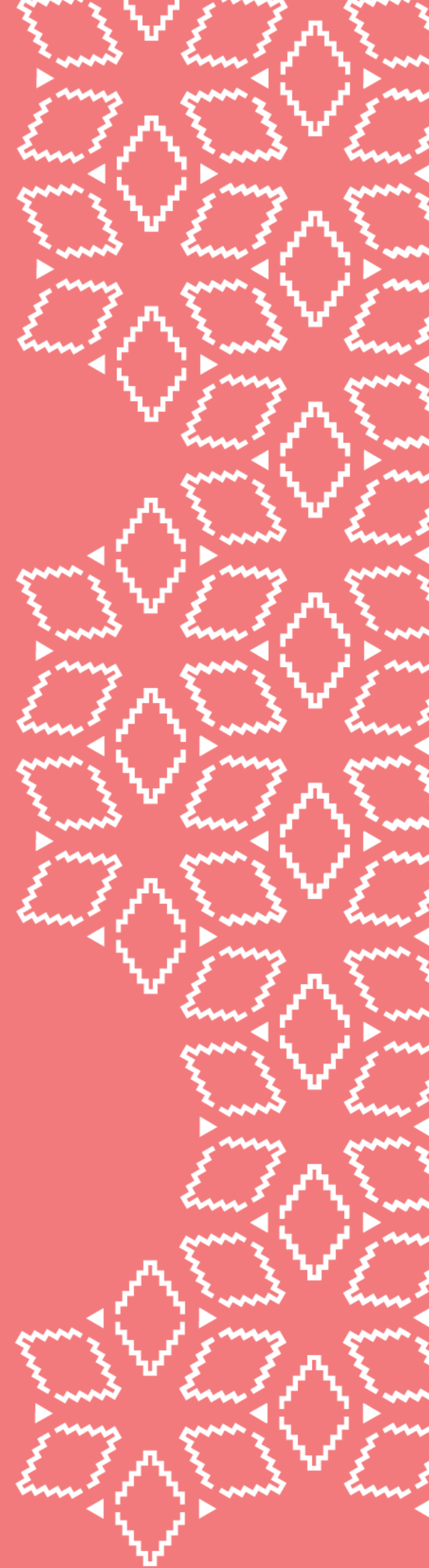
Air Service Development Committee

Air service to Bermuda:

- Ongoing meetings with airline partners and on-island stakeholders (Skyport, Bermuda Airport Authority & Ministry of Transport)
- Monthly reporting on capacity, load factors and route performance
- Analysed airline schedules for projections and use by staff, partners & stakeholders

Bermuda Visitor Service Centres

- Partnerships & Partner Product Launch
 - Local vendors advertised their products and services in the Visitor Services Centre's for the 2024 season ranging from Alexander Mosher, Snorkel Park & Confections Cookies.
 - Stakeholders interested in advertising to the BVSC audiences, invited to reach out to Melvin @ Mediaville. melvin@mediaville.tv
 - Supporting the Bermuda Government's Digital Fare Media launch, by working with the Project Manager to create the Visitor Experience for when the app launches in Q3 2024.



Bermuda Visitor Service Centres

Central, West & East Zones

- Hamilton VSC
 - The Birdcage reopened on May 1st, 2024, opening Tuesday – Saturday. They will remain open until November 30th, 2024.
 - The middle floor hosted several private events on the middle floor ranging from trade training classes to celebrations & parties. To rent the space, please reach out to Raykeisha on 261-2872 or email vsinfo@bermudatourism.com for rates.
 - The RFP for the dismantling of the structure was sent out in June. Decision to be made on the contractor in Q3 by the BVSC board.
 - The search for the new Hamilton VSC continues, with hopes of announcing the location in Q3 2024.
 - Over 19,600 visitors visited this location in Q2
 - Since May this location stays open late until 7:00pm on Wednesdays to answer any questions visitors may have regarding Harbour Nights
- Dockyard VSC
 - Since May this location stays open late until 7:00pm on Wednesdays to support visitors getting to Harbour Nights
 - Over 36,000 visitors visited this location in Q2
- St. Georges VSC
 - For the 2024 Season we have deployed an Ambassador with a pop-up Kiosk at the Hunter's Wharf Ferry Dock to assist visitors with information as soon as they depart the Norwegian tender or public St. George's Ferry. The ambassador is there 4 times a week.
 - Over 11,400 visitors visited this location in Q2

Local Involvement

Growing through people.





Elevating Service Standards & Developing Training Opportunities

Overview

Our strategic priorities are designed to propel the growth of the hospitality and tourism workforce, raise industry standards, and empower professionals. With a focused approach, we drive impactful initiatives across key areas to ensure our industry leads with purpose and excellence.

Tourism Standards & Training

Activities at a glance.

•Talent Attraction & Engagement

- Actively attract individuals with potential to fuel industry growth.
- Showcase the diverse, rewarding career paths within hospitality and tourism.
- Inspire new talent to join and enrich Bermuda's tourism sector.

•Upholding Industry Standards

- Commit to establishing a high benchmark for excellence across the industry.
- Develop and implement comprehensive guidelines, protocols, and best practices.
- Ensure Bermuda delivers consistently exceptional quality and service.

Tourism Training & Standards

At a glance (cont)

Career Development & Empowerment

- Invest in the growth of industry professionals through targeted development programs.
- Provide access to training, education, and skill-building resources.
- Empower individuals to progress in their careers and unlock their potential.

By focusing on these core areas, we aim to create a dynamic and sustainable industry that:

- Attracts top talent,
- Upholds exemplary standards, and
- Nurtures ongoing workforce growth and professional development.

Our work is geared to supporting a thriving industry that sets the standard for excellence and opportunity.

AnchorBDA

Summer Cohorts

In Q2, we reduced courses from 42 to 24 over six weeks to boost attendance. We are working with Marketing and PR to enhance our rollout strategy for the second schedule. Additionally, the May 2024 heritage video will be postponed to align with the Q3 schedule.

The following groups have started or completed training in Quarter 2:

- Delta Airlines : 10 Participants
- Bermuda Tourism Authority: 35 Participants
- Marine and Ports: 20 Participants
- Individuals joining M&P: 2 Participants

Q2 AnchorBDA Participants: 67

Total AnchorBDA Specialists: 54



BHSS Awards

In the community

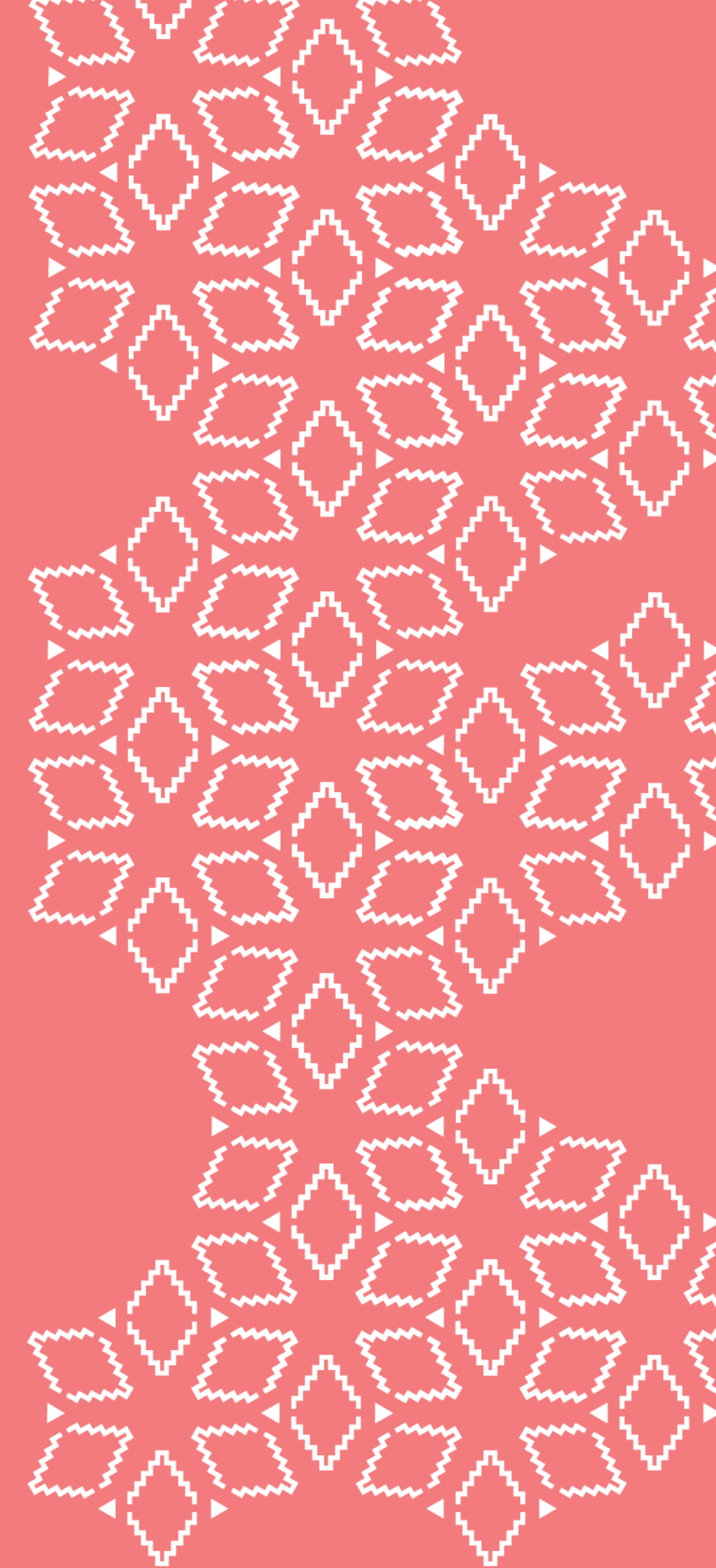
The TS&T team, in collaboration with The Bermudian Magazine, announced the winners of the inaugural Bermuda Hospitality Service Standards (BHSS) Awards. This new category within The Bermudian's 2024 Best of Bermuda Awards celebrates excellence in Bermuda's Tourism and Hospitality sector, aligning with our National Tourism Plan.

We named this year's BHSS Award winners: Hamilton Princess for Top Online Reputation, Cambridge Beaches for Best Customer Experience, and Beach Boys for Leading Employer in Hospitality & Tourism. These awardees have demonstrated exceptional service, a strong online presence, customer satisfaction, and commitment to employee well-being and community engagement.

The BTA commends their dedication to elevating Bermuda's hospitality standards and enhancing our island's reputation as a premier travel destination.



BERMUDA
HOSPITALITY SERVICE
STANDARDS





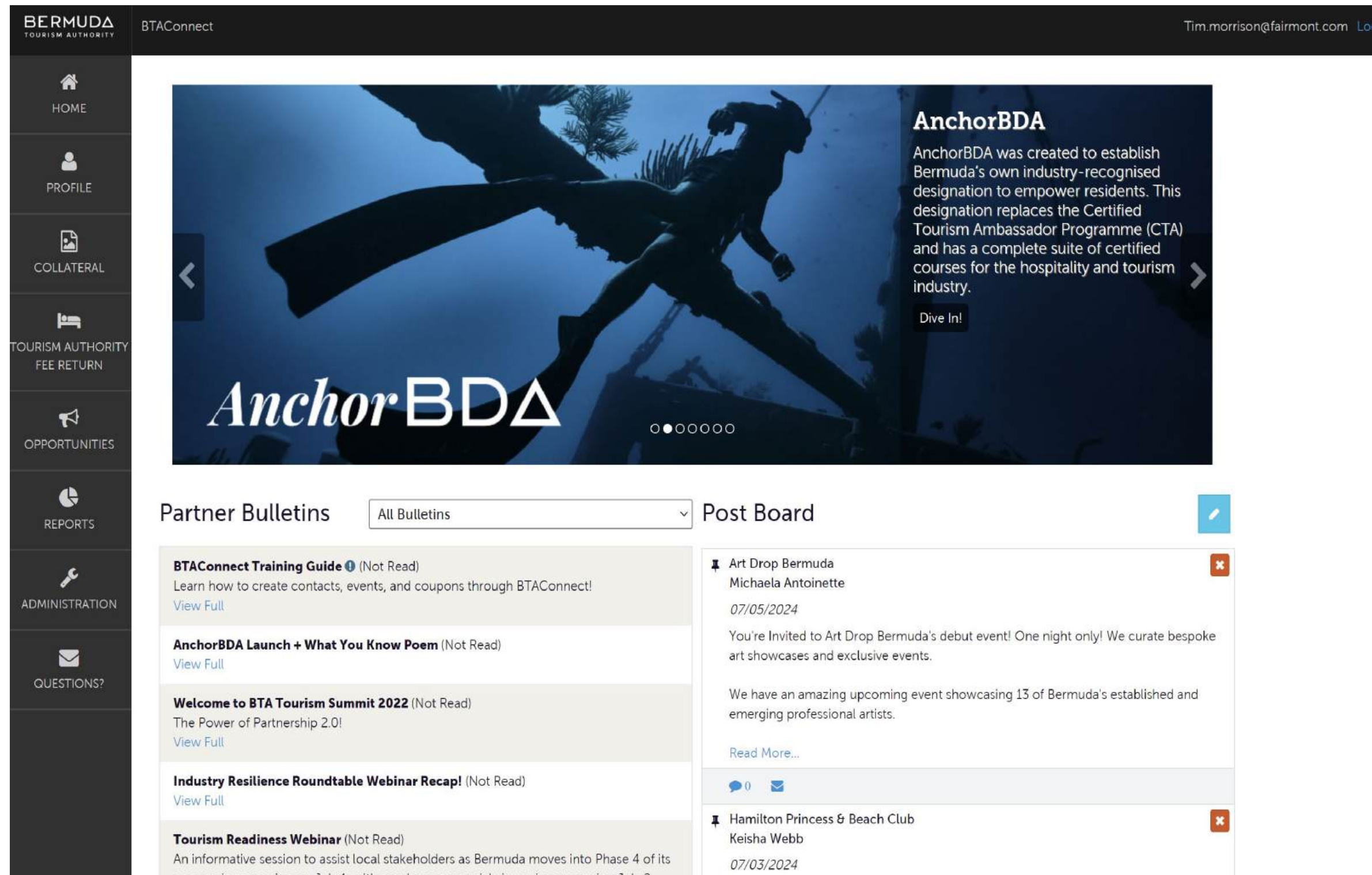
Educational Partnerships

Department of Education x BTA

The Tourism Standards and Training team partnered with the ministry to educate M2 students about the visitor industry.

We visited all three middle schools— Whitney, Dellwood, and Sandy’s—reaching approximately 135 students. Our lessons focused on the significance of the Hospitality and Tourism industry, the wide range of career opportunities it offers, the crucial role visitors play in our economy, and ways the students can support the industry at their age.

The information was well received, and we left confident that the students could connect the industry's historical roots to its current state.



BTACConnect

Stakeholder Portal

This stakeholder relationship management aka (CRM) platform houses our extranet portal called BTACConnect which grants our hospitality and industry partners the ability to manage contact information, add amenity options, build online listings, add photographs, manage social media links, and much more.

- 31% increase in logins year-to-date vs 2023
- 3,000+ stakeholders with access

Educational Partnerships

International – Cornell University

The Bermuda Tourism Authority and Cornell MMH partnership offered a 14-week programme that included an immersive trip to Bermuda. The students had a wonderful time, participating in a packed schedule of activities such as a tour of Bacardi, a stakeholder panel discussion, Skyport talk, hotel tours, boat tour, and more. They particularly enjoyed the food and interacting with the locals.

This programme was significant because it introduced the students to Bermuda, many of whom had never experienced it or heard of us before. We concluded the programme with class presentations, which were very insightful and brought new ideas or expanded on existing offerings to enhance our tourism product. Each team of students performed excellently, and the first cohort of the programme exceeded all our expectations.

There is great value in incorporating educational programs into our tourism offerings, as they provide a safe alternative to traditional spring break activities. It was also fantastic to introduce some of the Asian student population to Bermuda. We hope to see all the students return here soon.

The team produced a [video](#) and white paper highlighting the partnership, local involvement benefits, sales opportunities, outcomes and feedback.

Timeline



This project promised significant positive impact for Bermuda, with an economic benefit of \$85k. Looking forward, this initiative could serve as a blueprint for future educational experiences on the island, eventually involving other organisations such as Bermuda College.

OUR OBJECTIVES:

- By the end of the project, students:
1. Gained a comprehensive understanding of Bermuda's hospitality and tourism industry.
 2. Applied their knowledge to design innovative campaigns.
 3. Collaborated effectively to create strategic marketing initiatives.
 4. Recognised the importance of sustainability, inclusivity, and innovation in tourism.
 5. Developed a sense of responsibility as potential ambassadors for Bermuda.

RESULTS FROM STUDENT FEEDBACK SURVEY:

94% would recommend this immersion trip to future students

"Absolutely! Where else could you get to work on helping out an entire country, allowed to see the inner workings, given a project with real depth to it and hopefully measurable outcomes?"

77% would consider returning to Bermuda with friends or family in the future

Some of the negative reactions included comments such as:

- Depends on if I can afford it
- No, too expensive.
- Nice place, but I prefer mountains.
- Probably not because it seems like a sleepy island.

100% felt safe during their trip

94% felt that discussions with locals provided valuable insights into Bermudian culture and lifestyle

94% felt the trip met or exceeded their expectations

"Jallande and Davida were beyond excellent. The students got way more out of the trip than they expected."

[View full survey results here](#)

Educational Partnerships

Cedarbridge Academy High School

The Tourism Standards and Training Team completed an eight-week programme with four students from CedarBridge Academy.

The course included tourism education, and each student completed an E-hotelier course.



Educational Partnerships

Dellwood Middle School

The Tourism Standards and Training team welcomed fifty-six (56) M2 students from Dellwood Middle School. We conducted a 45-minute presentation in the school hall, followed by a tour of the Visitor Service Centre. This gave students a deeper understanding of the BTA's purpose and explored various career opportunities in hospitality

Sixty-two (62) Dellwood M2 students completed the "Bermuda: Our People, Our Neighborhood, Our Culture" course from our AnchorBDA programme.

To build on this, a letter was sent home to parents, inviting students to complete the programme during the summer.



Education Partnerships

Signature Discovery Session with Education Ministry (MOED)

The Tourism Standards and Training team participated in the Department of Education's Signature Discovery Days with middle school students in June.

The team visited **Dellwood, Whitney Institute, and Sandys Secondary Middle School** to deliver presentations encouraging students to consider careers in the hospitality and tourism industry.

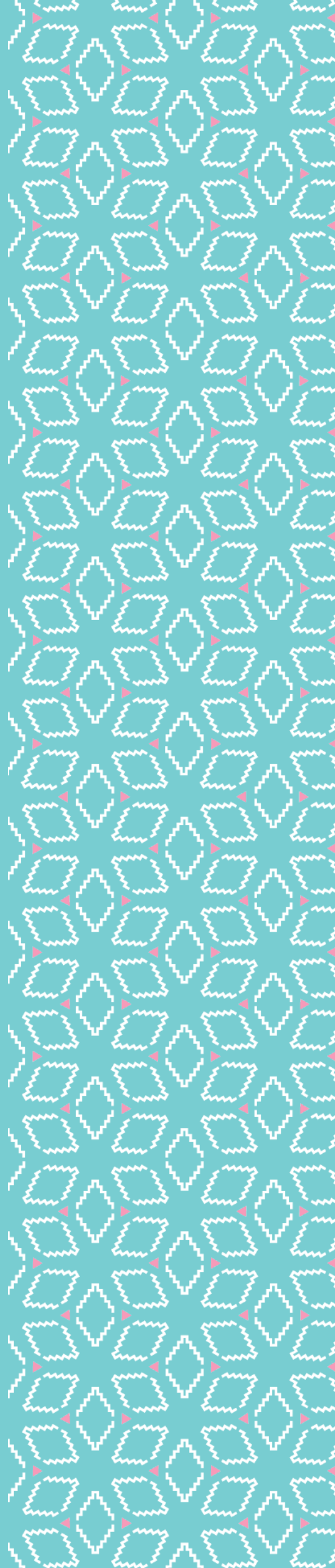
of Students : 200+



Minister Diallo Rabaine JP, MP plays a tourism-centric word game with Whitney Institute student

Innovation: Thinking like a visitor

The world of travel is shifting and it's crucial that we keep up with new developments in travel and tourism to meet the evolving needs of our target visitor. That's why we have developed on-island experiences that will satisfy and surprise our visitors giving them an easy to book, authentic slice of Bermuda.



Bermuda Day Activation 2024

The Ultimate Visitor Spectator Package - May 24

“The Ultimate Visitors Spectator Package” was designed to create an immersive and elevated visitor experience during the Bermuda Day Parade, showcasing the island’s rich heritage and culture. Feedback from the Bermuda Day 2023 survey indicated that visitors preferred a designated space to relax and watch the parade, rather than engaging in activities. Taking this feedback into account, our goal was to enhance visitor attendance and engagement by providing an elevated and comfortable viewing area for the parade that surpassed previous years.

Key Highlights:

- **Visitor Attendance:** 95% of the attendees were visitors, with the experience reaching its maximum capacity of 40 seats.
- **Innovative Setup:** This experience marked a historic first for the island, featuring a scaffold-built seating arrangement that offered spectators an elevated view of the festivities. This innovative approach to event viewing has the potential to set a new trend. The success of this year's setup suggests that Bermuda Day may evolve to resemble the style and atmosphere of the Annual Cup Match Classic, serving as proof of concept for enhanced spectator experiences.
- **Positive Feedback:** All 2024 survey responses conveyed positive feedback with no constructive criticism. Guests thoroughly enjoyed their time and appreciated the elevated seating. Every respondent indicated they would 100% recommend this experience to others.
- **Revenue:** Generated \$3,000 in revenue.

Bermuda Day (cont)

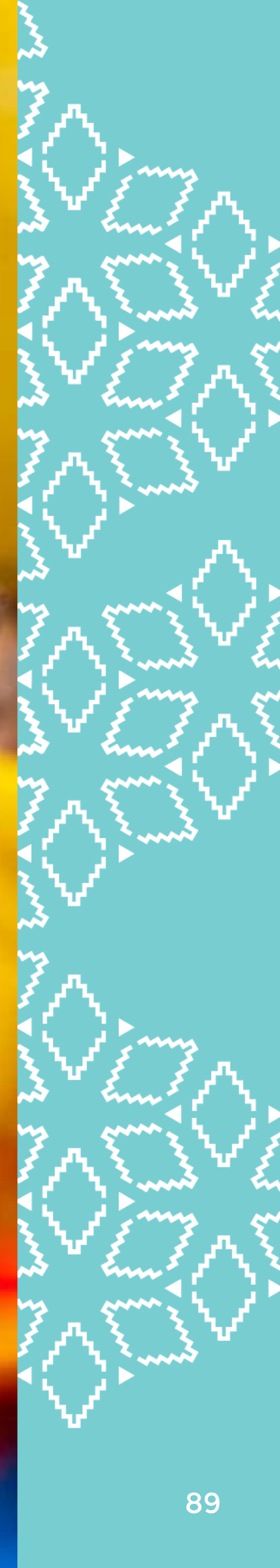
May 24, 2024

One of the main *Visitor Need States* outlined in our National Tourism Plan is the pursuit of unique experiences.

The **Ultimate Visitors Spectator Package** meets this need by offering visitors a safe and enjoyable space to watch the parade on Bermuda's national holiday.

Additionally, one of the seven pillars of the NTP is innovation, and this initiative demonstrates our commitment to innovation by introducing a scaffold seating arrangement for the first time on Bermuda Day, acting as a catalyst for future change.





Teams & Groups

Growing through groups.



Group Sales

Group Sales & Travel Trade Overview

The sales team was active in the second quarter, with sales calls in focus and nurture cities and lead generation across North America. The Q2 outcomes are below:

Definite Groups:

- 6 Definite Leads
- 1,180 room nights
- 357 people
- Estimated Economic Impact: \$1,499,382.77

Tentative Groups:

- 18 Tentative Leads
- 10,636 room nights
- 3,591 people
- Dates range: July 2024 – September 2026

Washington DC

Sales Calls – April 24-26, 2024

Met with the *National Stone, Sand, and Gravel Association*, which has potential business for Bermuda in June 2026 with an economic impact of \$541k.

We met with six clients and attended the MPI Potomac Derby Days client event with over 100 clients.



Palm Beach Gardens, Florida

Ultra Travel Summit (Questex) – May 8-11, 2024

BTA participated in the most exclusive and most productive event in the luxury travel space., Ultra Travel

AUDIENCE: Travel advisors at ULTRA are hand-selected and must be luxury travel business owners and managers or those hard-to-reach independent contractors.

OUTCOME: 25 one-on-one meetings with Advisors. 225 Attendees, Travel Advisors and Suppliers.

OPPORTUNITY: Partnership with High-End Agency to host a Bermuda Event at a Country Club in Westchester to include BermudAir and Rosewood in the Fall.

BTA REPRESENTATIVE: Donna Douglas



Las Vegas, NV

HelmsBriscoe Annual Business Conference May 14-16, 2024

BTA participated in the HelmsBriscoe annual conference in Las Vegas.

ACTIVATION: We hosted a dinner for 3 HelmsBriscoe clients and had one-on-one appointments with 60 HB representatives.

BTA REPRESENTATIVES: Chris Keane & Jallande Greaves



New York, NY

Meet Resident Dinner – May 30, 2024

ACTIVATION: For this event, the BTA invited guests to answer the call from Bermuda! This evening entailed an intimate cocktail reception followed by a sit-down dinner that was hosted at 19 Dutch Apartments (high-rise apartment complex in the Financial District) in lower Manhattan.

LOCAL INVOLVEMENT: Guests enjoyed Bermuda crafted cocktails, great music from Bermudian artists and partook of an amazing 5 course dinner in which consisted of authentic Bermudian dishes.

AUDIENCE: The event hosted our top/key clients and partners from Media & Influencers to Meeting Planners and Travel Advisors.



San Antonio, Texas

Cvent Connect - June 10-13, 2024

EVENT: Attended Cvent Connect, one of the world's largest event & hospitality technology conferences

ACTIVATION: Conducted 25 one-on-one appointments with clients uncovered four (4) new leads for Bermuda.

Developed a promotional offer supporting the outreach to add to our landing page.

BTA REPRESENTATIVES: Chris Keane & Jallande Greaves



Atlantic City, New Jersey

Lamont Co's AXS -June 10-12, 2024

EVENT: Sponsor and Exhibitor during the Associate Exchange Summit.

ACTIVATION: BTA sponsored the Afternoon break Day 2 and conducted a presentation on-stage to all attendees (Associates and Suppliers).

OUTCOME: Lead received for July 2025/175 room nights.

BTA REPRESENTATIVE: Donna Douglas



Fort Lauderdale, Florida

Signature Travel Network Regional Forum –
June 18-20, 2024

EVENT: Attended the Signature Travel Network Regional Forum featuring travel advisors

AUDIENCE: conducted 37 one-on-one meetings with Travel Advisors.

OPPORTUNITY: Hosted educational sessions in person and virtual.



NYC, New York + Boston, Massachusetts

ALHI Northeast Luxury Showcase – June 26 + June 27

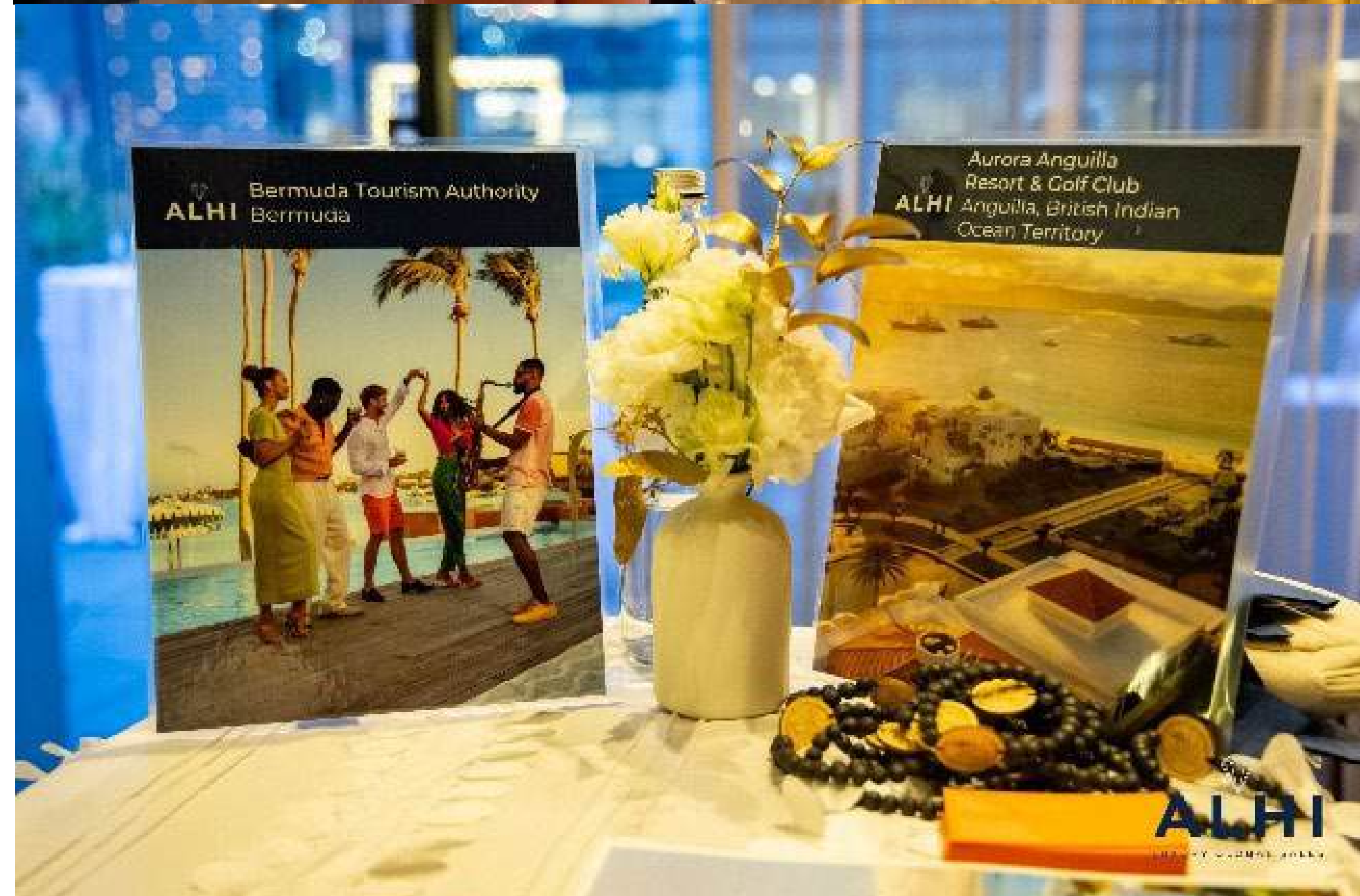
At the Associated Luxury Hotels International a global sales organization for meetings, incentives, conventions and exhibition

AUDIENCE: BTA met and networked with Meeting Planners to support growth in the group business category.

OUTCOME: 77 Meeting Planners (NYC) and 59 Meeting Planners (MA) .

LEAD GENERATION: 1. February 2025/230 room nights and 2. April 2025/95 room nights.

BTA REPRESENTATIVE: Donna Douglas



Sports Business Development

USATF Bermuda Grand Prix - April 28, 2024

The 3rd Annual USATF Bermuda Grand Prix 2024 boasted our largest sponsor portfolio to date and garnered significant media exposure, largely due to the participation of the world's fastest man, Noah Lyles. Additionally, the track meet received substantial media coverage with an NBC primetime broadcast. Over 100 world-class athletes, numerous event staff, and many spectators visited our shores for this remarkable event, showcasing Bermuda on a global stage.

NBC Grand Prix Viewership and Media Impact

- **Peak Viewership:** 1,232,000 viewers during the final quarter-hour
- **Growth in Viewership:**
 - **First Hour:** 55% increase (from 530,000 to 820,000 viewers)
 - **Total Duration:** 132% increase (from 530,000 to 1,232,000 viewers)
- **International Profile:**
 - Showcased Bermuda's ability to host world-class sporting events
 - Enhanced Bermuda's profile on the global stage

Media Exposure

- **Significant Coverage:** NBC's primetime broadcast
- **Top Sports Telecast:** Most-watched sports telecast on NBC Sports or USA Network over the weekend
- **Outperformed Major Events:** Surpassed non-NBA/NHL Playoff, NASCAR, PGA Golf, and Sunday Night Baseball viewership
- **Exceeded NHL Games:** Higher viewership than Vancouver/Nashville (TBS) and Winnipeg/Colorado (TNT) games

Sports Business Development

USATF PROGRAMME HIGHLIGHTS & IMPACT

Overview

- **Featured Athletes:** Noah Lyles, Abby Steiner, Jasmine Moore
- **Overseas Guests:** 108 world-class athletes, 81 event staff, officials, family, and agents

Youth and Community Engagement: Athene's Fastest Kid on the Rock with 219 participants

Economic Impact

- **Sponsorship Revenue:** \$195,000 in cash sponsorships
- **Ticket Sales Revenue:** \$138,000

Summary

- **Elite Talent and Engagement:** Highlighted top athletes and engaged local youth
- **Economic Boost:** Significant revenue from sponsorships and ticket sales
- **Tourism and Development:** Enhanced Bermuda's tourism profile and demonstrated robust business development in sports





Sports Business Development

Bermuda Nationals Championship - Bermuda Track & Field Challenge

- Date: June 22-23, 2024
- Location: National Sports Centre
- Participants: 189 overseas competitors from six U.S.-based athletics clubs
- Total Visitors: 308

Hotels: 125 rooms (Grotto Bay and Coco Reef)

Economic Impact: \$317, 864.77

- Enhanced Local Competition: Bermuda's young athletes competed against experienced international athletes, boosting local talent development.
- Qualification Platform: Provided a platform for athletes to qualify for international competitions

Sports Business Development

Bermuda Nationals Championship - Bermuda Track & Field Challenge (cont.)

Key Outcomes and Economic Impact

- **Total Overseas Guests:** 308 (189 athletes)
- **Accommodation:** 125 rooms at Grotto Bay Resort and Coco Reef, with additional local patronage.
- **Economic Impact:** \$317,864.77
- **Extended Stays:** Some participants stayed longer, planning to return for future events.

Strategic Alignment with National Tourism Plan

- **Focus on Key Sports:**
 - Attracted sports teams/events ideally suited for Bermuda.
 - Collaborated with local bodies to ensure facilities and standards meet world-class expectations.
- **Teams & Groups Pillar:**
 - Contributed to year-round economic impact and boosted Bermuda's profile.
 - Demonstrated Bermuda as an exclusive, convenient destination for specific groups,
- **Future Plans and Sustainability**
- **Return Visits:** Participants expressed interest in returning for the December 2024 cross-country competition.

Upcoming Event: Plans underway for June 2025.

Sports Business Development

The Greg Hill Classic (Golf) – May 2024

- **Event Overview**
 - **Date:** May 7-9, 2024
 - **Location:** Grotto Bay Beach Resort & Spa
 - **Event Type:** Golf tournament celebrating the legacy of sportsman and popular East Coast radio host Greg Hill
 - **Purpose:** Improve the lives of local families affected by tragedy by matching charitable donations from Greg Hill's media audience.
- **Event Highlights**
 - **Celebrity Draw:** Featured Greg Hill, a well-known sportsman and radio host, attracting significant attention.
 - **Live Broadcast:** Greg Hill's show was broadcast live to audiences throughout New England.
 - **Promotion:** Minister Owen Darrell joined Greg Hill and co-hosts to promote Bermuda as a year-round golf destination and a premier location for world-class sporting events.
- **Key Results and Economic Impact**
 - **Total Overseas Guests:** 91
 - **Economic Impact:** \$182,492.82
 - **Strategic Alignment with National Tourism Plan**
 - **Sports Promotion:**
 - Highlighted Bermuda's commitment to promoting sports at the grassroots level.
 - Reinforced Bermuda's position as a top destination for sports tourism and community-focused events.
 - **Teams & Groups Pillar:**
 - Supported Bermuda's goal of becoming an exclusive, convenient destination for sports and group events.
 - Enhanced Bermuda's profile as a year-round destination for golf and other sports.



Sports Business Development - Maritime

Annapolis to Bermuda (A2B)

The Annapolis to Bermuda (A2B) Race, established in 1979, covers 753 miles, making it one of the longest ocean races on the U.S. East Coast. This race combines inshore and offshore racing down the Chesapeake Bay, across the Gulfstream, and onto Bermuda, offering sailors the chance to achieve a blue water passage to Bermuda's iconic soft coral beaches. With divisions for seasoned racers and casual cruisers, the A2B promotes navigation skills and safe offshore sailing.

Key Highlights and Tourism Impact

•Participation:

- Participating boats sailed in by both professional and amateur sailors

•Media and Visitor Engagement:

- Increased international online media coverage
- Surge in visitors, enhancing local tourism

•Tourism and Strategic Alignment:

• Focus on Key Sports:

- Aligned with Bermuda's National Tourism Plan (NTP) by focusing on attracting sports events well-suited for Bermuda
- Collaborated with government and non-government organizations to ensure facilities meet world-class standards
- Promoted Bermuda as a premier sailing and tourist destination

•Economic Impact:

- Total overseas guests: 181, boosting local economy
- Enhanced economic impact through increased tourism and media exposure



Sports Business Development – Maritime

Newport –Bermuda Race – June 2024

The Newport Bermuda Race 2024, organized by the Bermuda Race Foundation, started on June 14, 2024. This historic 636-mile ocean race from Newport, Rhode Island, to Bermuda attracted over 1,200 sailors and spectators, enhancing Bermuda's status as a premier sailing destination.

KEY HIGHLIGHTS & TOURISM IMPACT

•Participation:

- Over 160 boats with a mix of professional and amateur sailors
- 147 boats successfully completed the race, docking at the Royal Bermuda Yacht Club (RBYC)

•Media and Visitor Engagement:

- Live online broadcast of the race's start attracted over 8,000 spectators
- Traditional Bermuda welcome at RBYC with Dark n' Stormy's and Rum Swizzles, celebrating the joy and camaraderie of sailing

•Tourism and Strategic Alignment:

- Strong alignment with Bermuda's National Tourism Plan (NTP)
- Promoted Bermuda as a premier sailing and tourist destination
- Over 1,200 overseas guests, boosting local tourism and economy



Sports Business Development –Maritime

SailGP 2024 –Tourism Impact

Total Overseas Guests and Economic Impact will be available in Fall 2024

Global Media Coverage:

- Extensive television and social media coverage, reaching millions across 212 territories.
- Promoted Bermuda's scenic sailing conditions, world-class infrastructure and stunning beauty.

Tourism Boost:

- Attracted sailing enthusiasts and tourists, enhancing local tourism.
- Demonstrated Bermuda's capacity to host large-scale international sporting events.

Sports and Tourism Promotion:

- Reinforced Bermuda's status as a prime location for international sailing competitions.
- Aligned with the National Tourism Plan by showcasing Bermuda as a premier destination for sports and tourism.

Ongoing Strategy:

- Continued efforts to attract international sports events that are well-suited for Bermuda.
- SailGP competition will not be hosted by Bermuda for 2025, however discussions are ongoing for SailGP 2026 in Bda.
- Collaborated with government and non-government organizations to ensure world-class experience and access.



Year-Round

Embracing seasonality



NCL Activations 2024

Year-round activation

Jan 1 – Dec 31, 2024 - Second quarter component

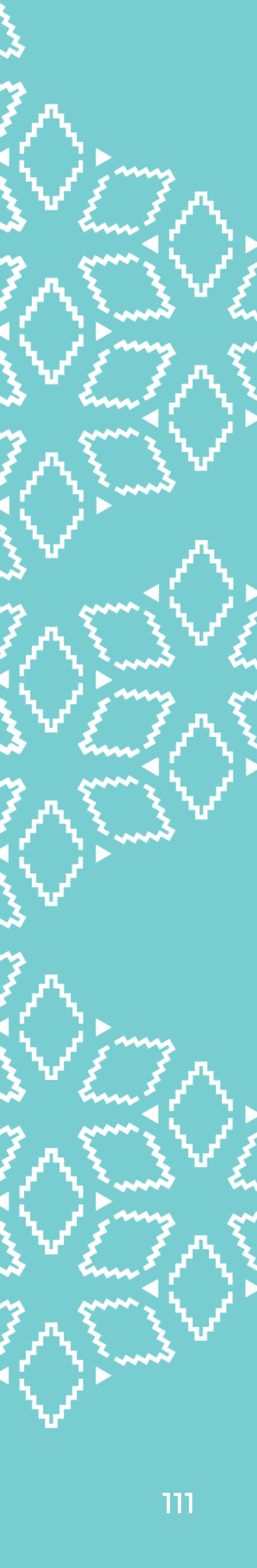
- To elevate the experience for NCL passengers in Bermuda, we partnered with various stakeholders and used annual NCL funding to identify key areas for improvement in 2024:
 - - Boosting passenger awareness of tailored experiences.
 - - Creating a festive, welcoming atmosphere in high-traffic areas.
 - - Enabling cultural connections for deeper engagement.
 - - Enhancing transportation to accessible beaches.
- These focus areas aim to enrich the on-island experience and meet our National Tourism Plan's goals.

NCL Activation (cont)

Ultimate Experience Focus Areas

We successfully addressed all four focus areas with the significant improvements and solutions below:

- **Increasing Knowledge and Awareness:** We established an information desk with a Visitor Services Center ambassador at Hunter's Wharf to warmly welcome NCL passengers arriving by the NCL ferry on key NCL days, providing comprehensive insights about on-island experiences and offerings in the East End.
- **Creating a Festive Atmosphere:** We supported the Bermuda Breeze activation, which features a local vendor market with live entertainment and interactive elements in the town of St. George's. Bermuda Breeze has installed festival flags and signage throughout the town, including wayfinding elements, to make the guest experience more lively.
- **Fostering Cultural Connections:** We have confirmed and are in the process of installing two culturally significant murals in the town of St. George's that represent the rich culture and history featuring interactive 3D elements that tell a story, allowing visitors to engage and connect with Bermuda's heritage. The murals also contribute to the highlight above which adds to the festive atmosphere of the town. Additionally, we have supported historical walking tours and pirate greeters in the west end, immersing visitors in the captivating stories of Bermuda's past. Our support also includes the opening of the Globe Museum, The Town Crier Greeter and the Re-enactment of the Historical Ducking in the east end, which not only entertain but also serve as poignant reminders of the island's judicial history. Together, these efforts enhance visitor's understanding of our rich cultural heritage, fostering meaningful connections to Bermuda's storied history



NCL Highlights cont.

Transportation & visitor-centric approaches

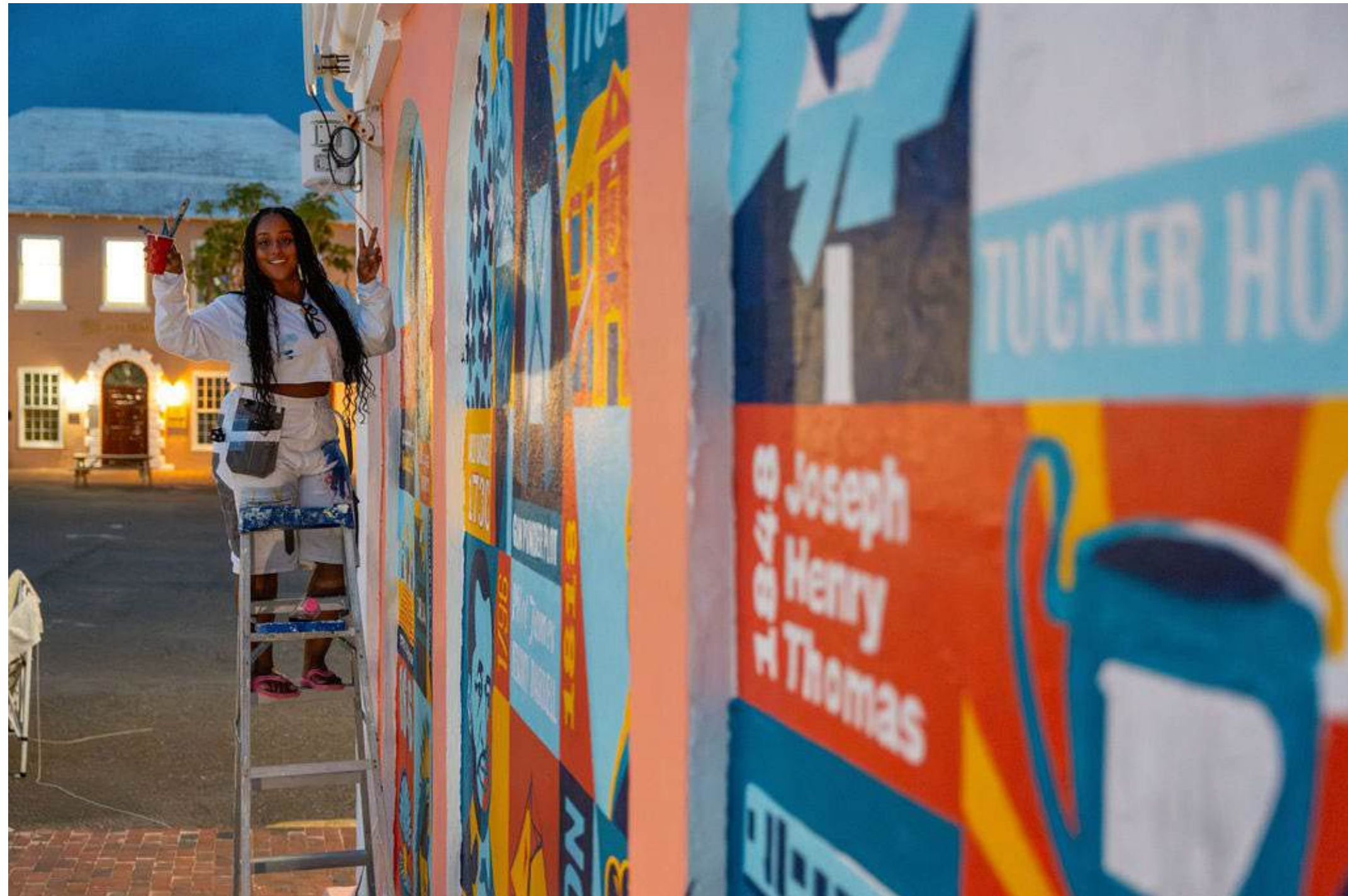
- **Improving Transportation:** Given the high demand for beach experiences among cruise ship passengers, we have arranged complimentary transportation to Clearwater Beach for NCL guests arriving in the East End via the NCL ferry. This initiative ensures guests can easily access beaches with desired facilities such as food services, beach chairs, and cabanas.

These highlights underscore our achievements in enhancing the overall NCL visitor experience. By successfully meeting these goals, we have transformed Bermuda into a more engaging and accessible destination for NCL passengers, ensuring that their journey is memorable and enriching impact.

Art in the Square

History, Culture, Art

As part of the programme work began on the town's first ever cultural mural, for completion set to coincide with the launch of Art Month. This helped to foster innovation and collaboration among various groups, thus addressing multiple pillars of the NTP. The work will serve as a year-round attraction for the Towne.

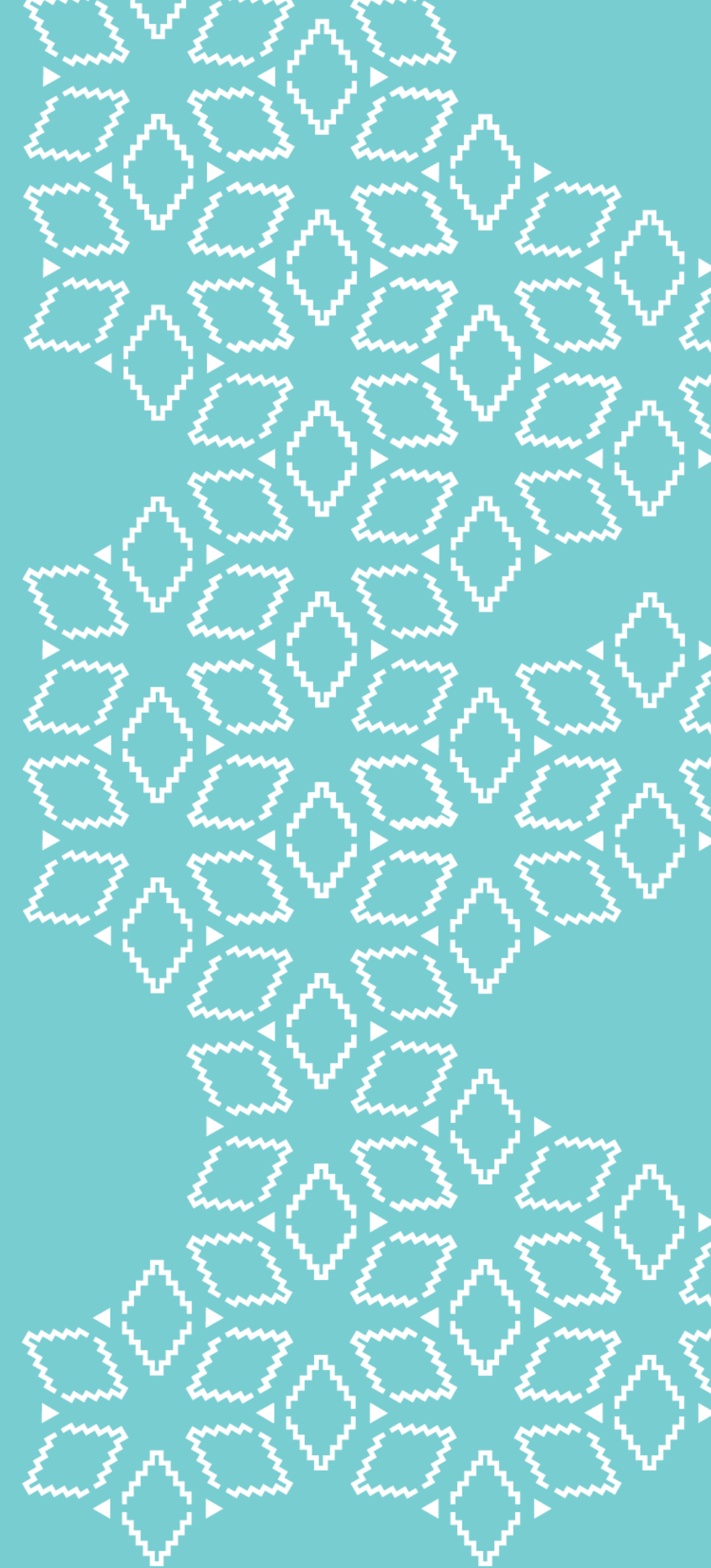


Collaborative Approach

Cooperation over Competition

Our National Tourism Plan Mission aims to foster *cooperation over competition*, *prioritize visitor-centric approaches*, and *engage all stakeholders* to ensure their voices are heard. The NCL 2024 activations reflect this mission at every level.

We conducted numerous meetings with diverse stakeholders, particularly in St. George, to gather input and build consensus. By incorporating their feedback, we made inclusive decisions that promote collaboration rather than competition. We also focused on visitor needs, addressing requests for improved beach facilities and better transportation options to enhance the overall experience for NCL visitors. These activations align with the infrastructure pillar of our National Tourism Plan by providing accessible transportation solutions. They emphasize the local involvement pillar through stakeholder engagement and support for vendor markets, boosting economic



Financials Q2



Finances

Report for Q2 ending June 30, 2024

The Financial Statements for the year ended December 31, 2023 were approved by the Auditor General and sent to the Minister on 28 June 2024. This is the 10th consecutive unqualified audit. All adjustments from 2023 have been incorporated into the financials.

Income statement

Income

Government grant – this is the first quarter of the reduced government grant of \$16.54m (a reduction of \$2.46m per annum).

Tourism Authority fee – at \$3.8m these are currently \$157k above budget.

Cruise passenger fees – at \$3.09m are currently \$121k behind budget which was predicated on ships arriving on average at 86% capacity between April and June compared to actual occupancy for the being 83%. To date there have been 5 cancelled trips.

Vacation rentals – this is running in line with budget.

Direct costs

Direct costs are currently \$1.1m, primarily within Sales and Marketing. Details of the activity can be found elsewhere within the report. Costs to date include sponsorship payments in relation to the PGA Tour and Sail GP.

General & Administration

These are currently \$705k below budget with all categories operating on or below budget. The key savings relate to staff costs where there are still unfilled positions and savings in Professional fees.

Balance Sheet

Balance Sheet

Bermuda Tourism Authority

June 30, 2024

ASSETS	Q2
Current Assets	
Cash & Bank	2,682,643
Accounts Receivable	1,482,091
Accrued Income & Prepaid expenses	1,249,631
Total Current Assets	<u>5,414,365</u>
Non-current Assets	
Fixed assets	363,942
Investment	200
Total Assets	<u><u>5,778,507</u></u>
EQUITY & LIABILITIES	
Accumulated Surplus	(1,059,750)
Current Liabilities	
Vendor Payables	3,866,799
Accruals	2,549,221
Deferred Income	315,793
	<u>6,731,813</u>
Long term Liabilities	
Loans Payable	-
Lease Obligations	106,444
Total Equity & Liabilities	<u><u>5,778,507</u></u>

Income Statement

Bermuda Tourism Authority
For The Quarter Ended 30 JUN 2024

	Q2			Year To Date		
	Actual	Budget	PY	Actual	Budget	PY
Income	10,389,571	10,327,343	10,562,251	16,146,925	16,117,654	16,320,204
Direct costs	7,531,068	8,086,607	5,547,127	15,227,794	16,396,767	11,519,359
Direct surplus (deficit)	2,858,503	2,240,736	5,015,124	919,131	(279,113)	4,800,845
Structure, general & administration costs	2,074,450	2,536,777	2,376,459	4,423,945	5,129,373	4,605,908
Operating surplus (deficit)	784,053	(296,041)	2,638,665	(3,504,814)	(5,408,486)	194,937
Net finance costs	10,007	14,375	44,166	26,645	28,750	90,596
Net surplus (deficit) for the period	774,046	(310,416)	2,594,500	(3,531,459)	(5,437,236)	104,342

Income Statement

Bermuda Tourism Authority

For The Quarter Ended 30 JUN 2024

	Q2			Year To Date		
	Actual	Budget	YTD	Actual	Budget	PY
Income						
Grants, subsidy & contribution income	4,135,000	4,135,002	4,750,000	8,885,000	8,885,002	9,760,000
Tourism authority fee	2,945,890	2,781,427	2,712,714	3,829,156	3,671,738	3,448,254
Cruise passenger visitor fee	3,094,992	3,215,914	2,944,288	3,094,992	3,215,914	2,944,288
Vacation rental properties TAF	213,689	195,000	155,249	337,777	345,000	167,662
	10,389,571	10,327,343	10,562,251	16,146,925	16,117,654	16,320,204
Direct costs:						
Marketing	3,184,871	3,504,831	3,744,673	5,789,986	6,422,162	6,784,050
Sales	3,920,007	4,102,505	1,240,316	8,627,226	9,042,556	3,807,857
Experience Dev.	106,390	139,300	310,366	201,124	248,600	362,934
Research & Business Intell	121,512	145,471	121,091	238,645	265,949	234,522
Operations	198,288	194,500	130,680	370,813	417,500	329,995
	7,531,068	8,086,607	5,547,127	15,227,794	16,396,767	11,519,359
Structure, general & administration costs:						
Staff costs	1,622,710	1,859,755	1,660,885	3,254,164	3,635,312	3,210,474
Communications & IT	133,294	138,821	130,711	270,035	277,444	266,632
General expenses	94,033	215,308	267,038	311,492	509,926	505,444
Marketing	929	250	1,024	929	500	4,266
Premises	214,528	209,848	207,649	416,813	412,901	409,617
Professional fees	7,158	105,670	100,232	163,569	280,040	195,174
Equipment	1,798	7,125	8,920	6,943	13,250	14,301
	2,074,450	2,536,777	2,376,459	4,423,945	5,129,373	4,605,908

