



Quarterly Activity Report – Q3 2024

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

BERMUDA Δ

Lost Yet Found



July – September 2024

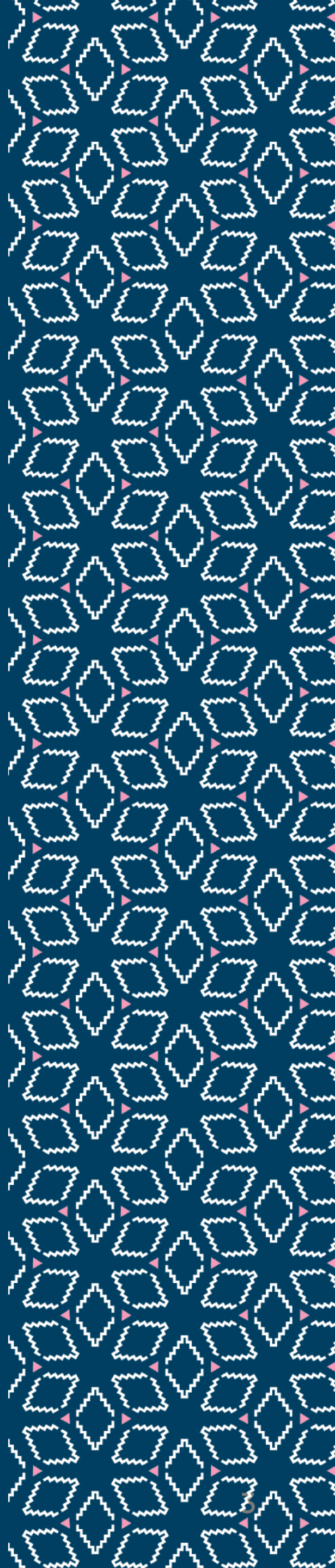
In the third quarter, Bermuda's tourism sector continued to see an uptick in both air capacity and visitors. The operations, marketing, experiences, business development and sales teams executed a number of high-profile activations as well as delivering on the core functions to ensure that the organisation meets the corporate objectives by year-end.

The organisation employs the 7 strategic pillars of the National Tourism Plan as the guidepost for all our activities and investment. This report breaks 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 Executive Summary

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

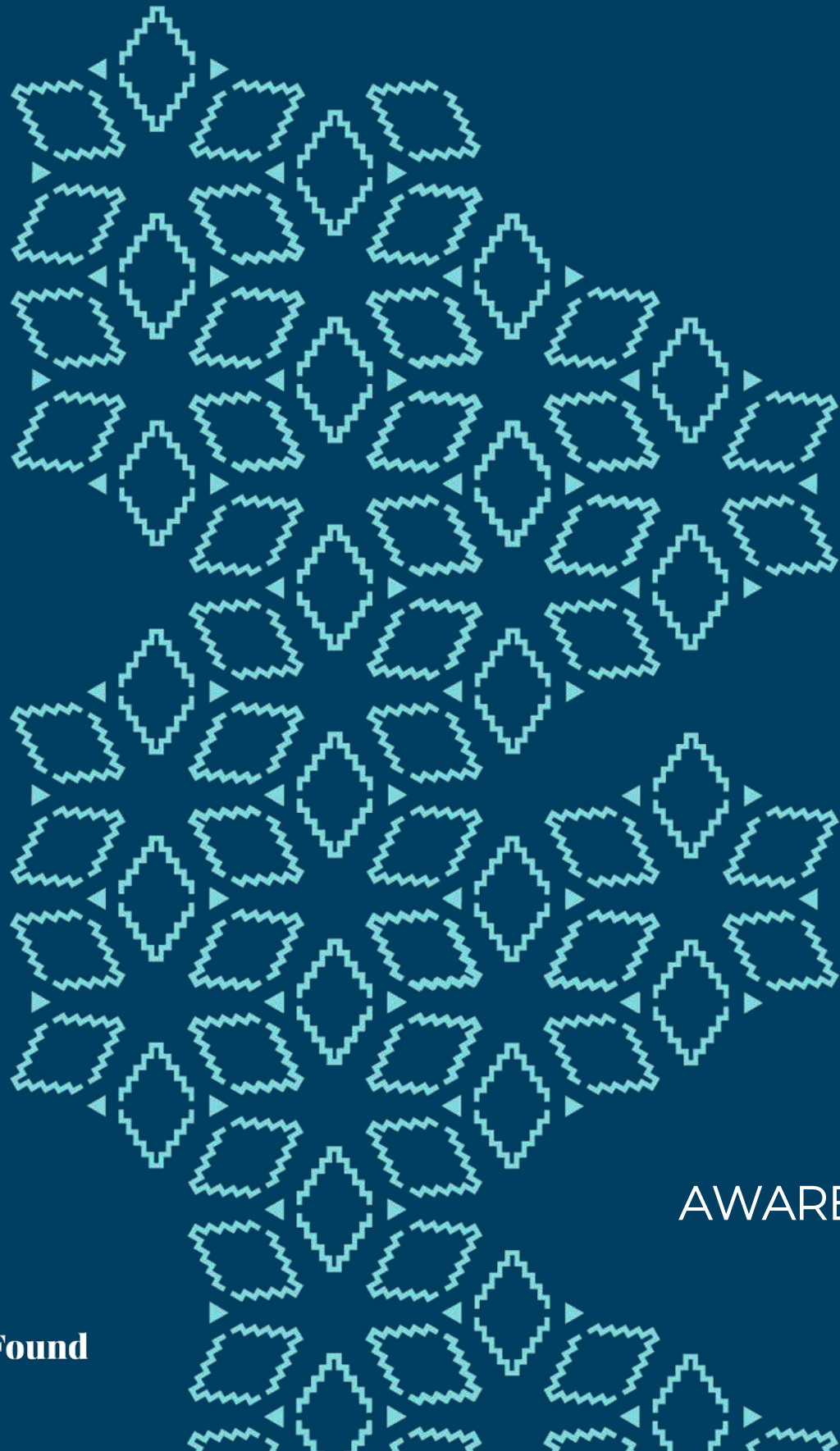
From July 1-September 30 (3Q24), BTA ran several unique Paid Media campaigns and partnerships

These campaigns and partnerships included:

CAMPAIGN	OBJECTIVE	CAMPAIGN TIMING
Always On	Awareness, Engagement	1/1-12/31
DCA	Awareness, Engagement	4/4 - 8/15
Summer Fridays	Awareness, Engagement	5/24-7/31
Toronto/Halifax	Awareness, Engagement	6/12-12/31
DDM Paint the Town Pink	Awareness	6/13-8/23
NBCU Olympics	Awareness	7/28-8/11
Hearst Town & Country	Awareness	7/1-8/31
Hearst Oprah Daily	Awareness	7/1-8/31
Endless Summer	Awareness, Engagement	8/26-10/14
AFAR Journeys	Awareness, Engagement	8/1-12/31
G&G 50-pg Digital Issue	Awareness	8/1-12/31
G&G Culinary Content	Awareness	8/1-12/31
DDM Big Book	Awareness	8/1-12/31
Carvertise	Awareness, Engagement	9/10-10/4

We tailored each campaign to specific goals, using unique content across different channels. Additionally, we ran custom partnerships that stood apart from the main campaigns. To maintain consistent visibility, we also have an ongoing SEM campaign that ensures our presence in the market, even between promotions.

Media



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

Campaign Performance (Media Partners)

Campaign Performance Metrics

Always-On

Digital:

Impressions: 44,418,606

Clicks: 64,164

CTR: 0.27%

VCR: 79.61% (OLV); 97.78% (CTV)

Conversions: 76,533

Social:

Impressions: 8,236,247

Link Clicks: 310,084

Link CTR: 3.76%

c/LPV: \$0.43

SEM:

Impressions: 696,208

Clicks: 72,983

CPC: \$0.66

CTR: 10.48%

Conversions (Key Events): 90,386

DCA

Digital:

Impressions: 4,472,934

Clicks: 7,790

CTR: 0.20%

VCR: 82.84% (OLV)

Conversions: 7,902

Social:

Impressions: 584,326

Link Clicks: 15,858

Link CTR: 2.71%

c/LPV: \$0.58

SEM:

Impressions: 22,209

Clicks: 1,688

CPC: \$1.16

CTR: 7.6%

Conversions (Key Events): 2,003

Summer Fridays

Digital:

Impressions: 6,444,094

Clicks: 8,802

CTR: 0.14%

Conversions: 15,236

Social:

Impressions: 557,537

Link Clicks: 20,915

Link CTR: 3.75%

c/LPV: \$0.47

SEM:

Impressions: 7,896

Clicks: 850

CPC: \$1.61

CTR: 10.76%

Conversions (Key Events): 1,684

Campaign Performance (Media Partners)

Campaign Performance Metrics

Toronto/Halifax

Digital:

Impressions: 23,720,738

Clicks: 30,758

CTR: 0.14%

VCR: 55.07% (OLV); 98.08% (CTV)

Conversions: 58,439

Social:

Impressions: 3,615,848

Link Clicks: 38,094

Link CTR: 1.05%

c/LPV: \$0.47

SEM:

Impressions: 32,095

Clicks: 5,031

CPC: \$1.08

CTR: 15.68%

Conversions (Key Events): 5,198

Endless Summer

Digital:

Impressions: 14,700,410

Clicks: 11,360

CTR: 0.14%

VCR: 78.56% (OLV); 97.33% (CTV)

Conversions: 19,257

Social:

Impressions: 1,947,960

Link Clicks: 22,706

Link CTR: 1.17%

c/LPV: \$0.91

SEM:

Impressions: 2,902

Clicks: 588

CPC: \$6.98

CTR: 20.26%

Conversions (Key Events): 796

Partnerships Performance

Campaign Performance Metrics

AFAR Journeys

Impressions: 1,785,648

Clicks: 1,563

CTR: 0.09%

Conversions: 3,943

G&G 50-pg Digital Issue

Impressions: 504,161

Clicks: 522

CTR: 0.11%

Conversions: 1,071

G&G Culinary Content

Impressions: 39,307

Clicks: 113

CTR: 0.29%

Conversions: 347

DDM Paint the Town Pink

Impressions: 3,076,379

Clicks: 8,964

CTR: 0.32%

Conversions: 22,131

DDM Big Book

Impressions: 203,652

Clicks: 269

CTR: 0.13%

Conversions: 124

Hearst Oprah Daily

Impressions: 30,453

Clicks: 56

CTR: 0.16%

Conversions: 404

Hearst Town & Country (G+A)

Impressions: 4,670,736

Clicks: 11,296

CTR: 0.28%

VCR: 76.55% (OLV)

Conversions: 12,501

NBCU Olympics Streaming

Impressions: 1,732,139

Clicks: 1,257

CTR: 0.08%

VCR: 95.94% (CTV)

Conversions: 1,997

Carvertise

Impressions: 135,995

Clicks: 118

CTR: 0.09%

Conversions: 164

Channel Performance

Digital:

Impressions: 104,795,346

Clicks: 141,673

CTR: 0.19%

VCR (OLV): 73.70%

VCR (CTV): 97.43%

Conversions: 220,076

SEM:

Impressions: 761,310

Clicks: 81,140

CPC: \$0.73

CTR: 10.66%

Conversions (Key Events): 100,077

FACEBOOK

Impressions: 14,392,675

C/Link Click: \$0.57

Link CTR: 1.72%

Landing Page Views: 271,180

C/LPV: \$0.77

INSTAGRAM

Impressions: 549,242

C/Link Click: \$0.57

Link CTR: 4.35%

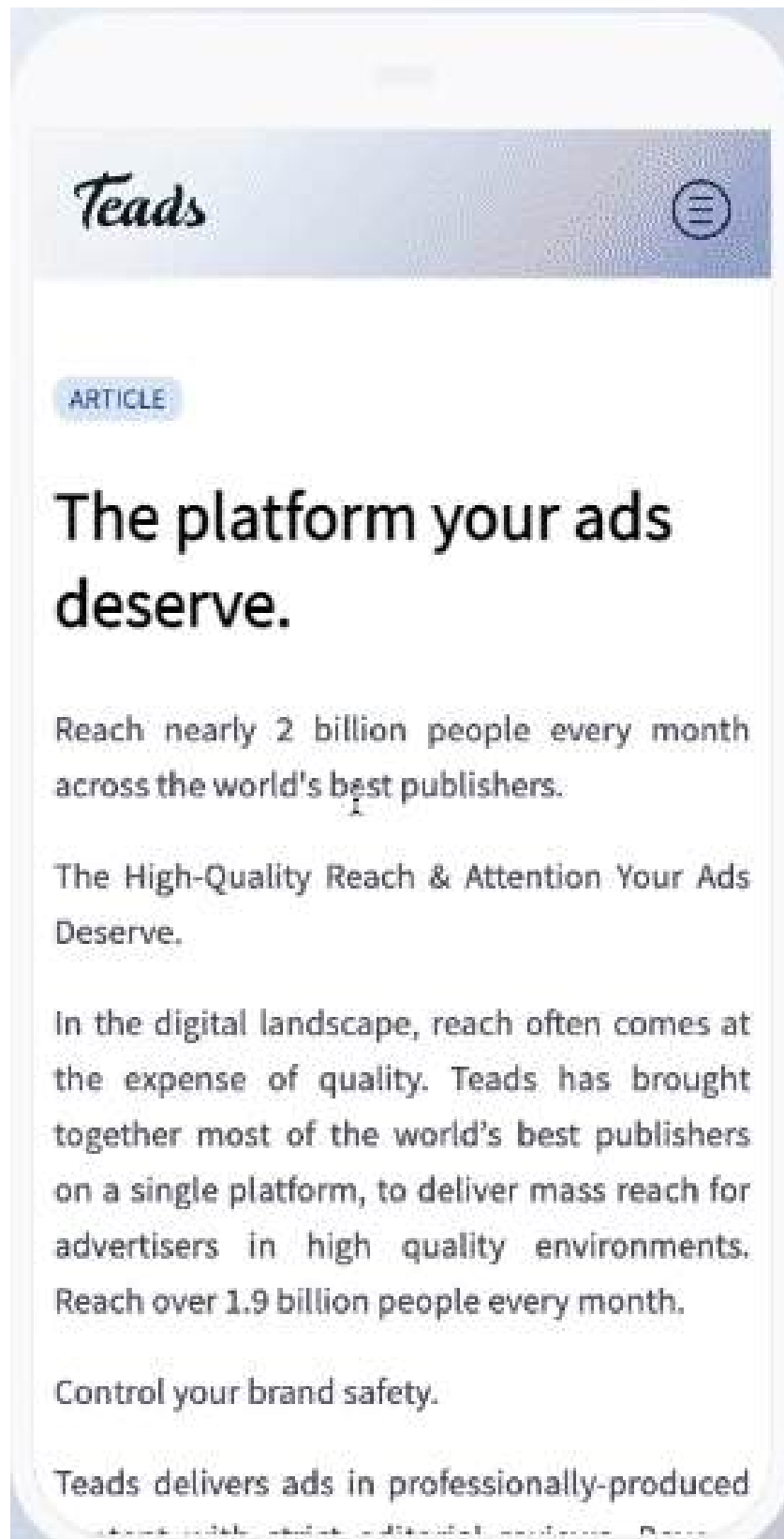
Landing Page Views: 6,959

C/LPV: \$0.71

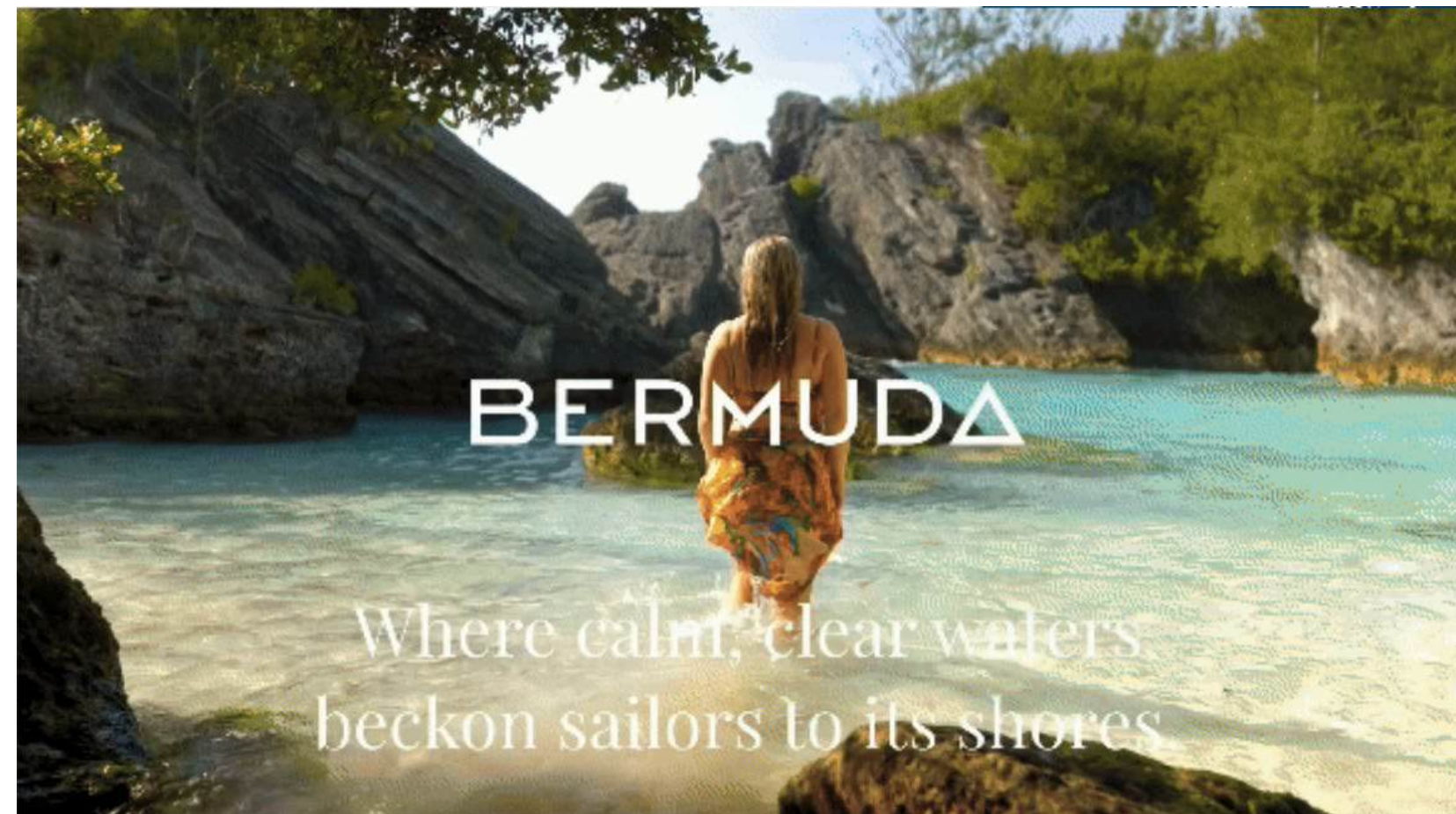
Ad Creative Analysis: Digital

Top Digital Media Ad Units by CTR (all campaigns)

Always-On: Teads In Read Social Video Unit



One-off Partnership: Hearst Town & Country :15s Pre-roll *Jetsetters*



Ad Creative Analysis: Digital

Top Digital Media Ad Units by Impressions (all campaigns)

Toronto/Halifax: Vistar DOOH Static



Toronto/Halifax: Native Unit
Toronto



Ad by Bermuda Tourism



Fly BermudAir

With new direct flights from Toronto,
paradise is closer than you think.

Toronto/Halifax: Native Unit
Halifax



Ad by Bermuda Tourism



Fly BermudAir

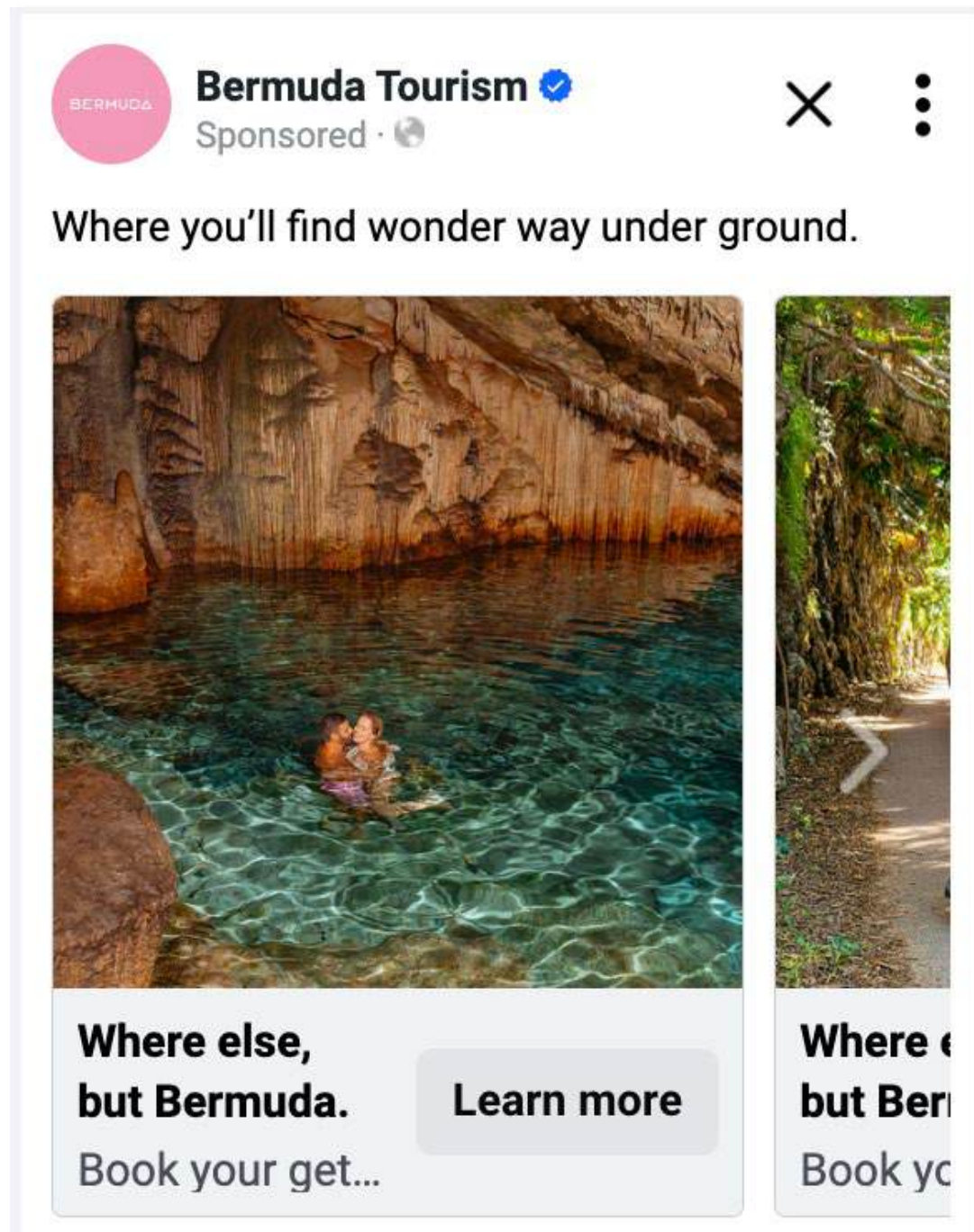
With new direct flights from Halifax,
paradise is closer than you think.



Ad Creative Analysis: Facebook

Campaign: Always On
Adventure Seekers Carousel
LPVs: 179,598
C/LPV: \$0.43


Campaign: Canada
Toronto - 15s video
LPVs: 10,051
C/LPV: \$0.85

Campaign: Summer Fridays
Carousel
LPVs: 8,287
C/LPV: \$0.49



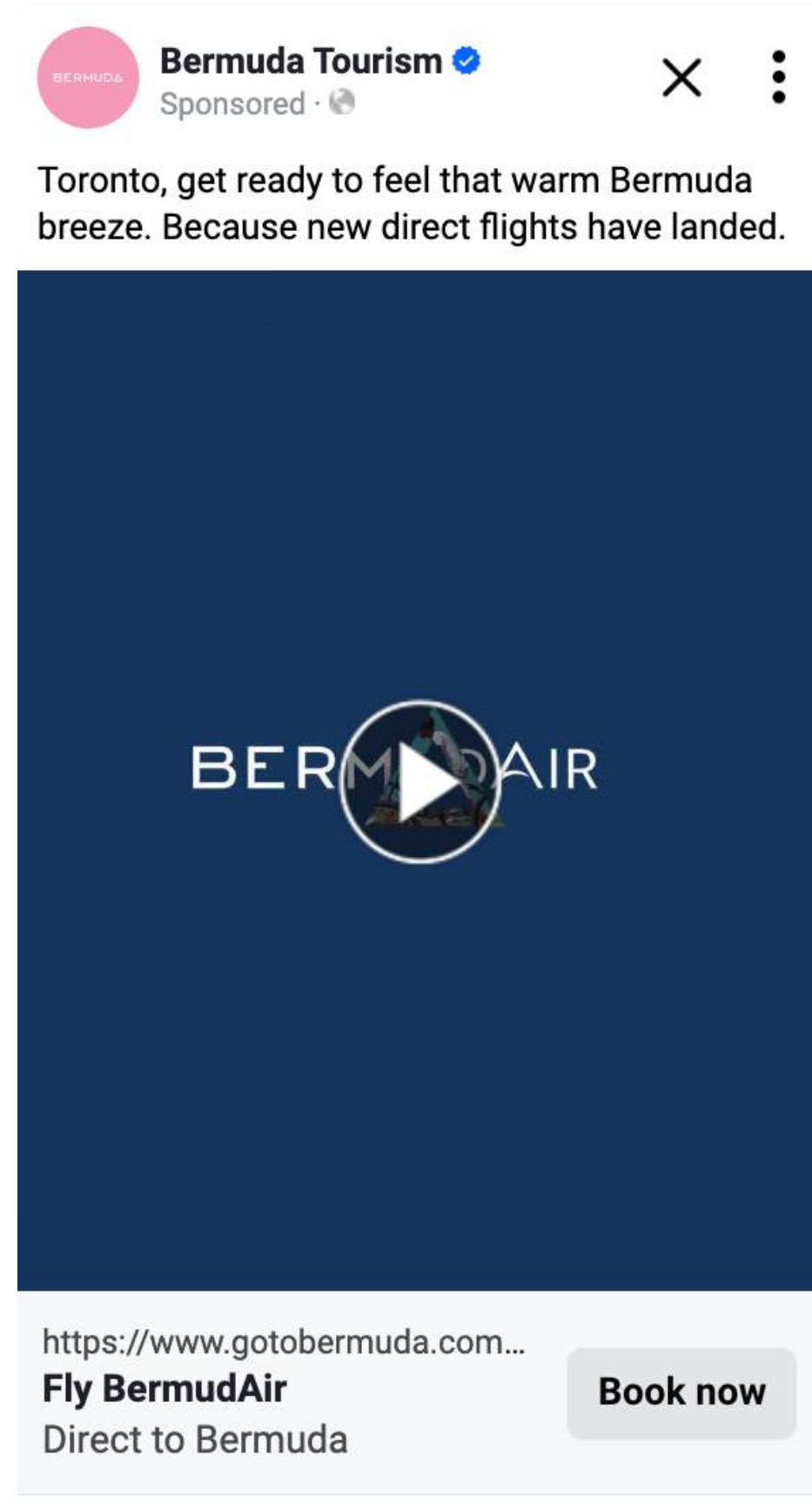
Bermuda Tourism  Sponsored · 



Where you'll find wonder way under ground.




Where else, but Bermuda. [Learn more](#)
Book your get...

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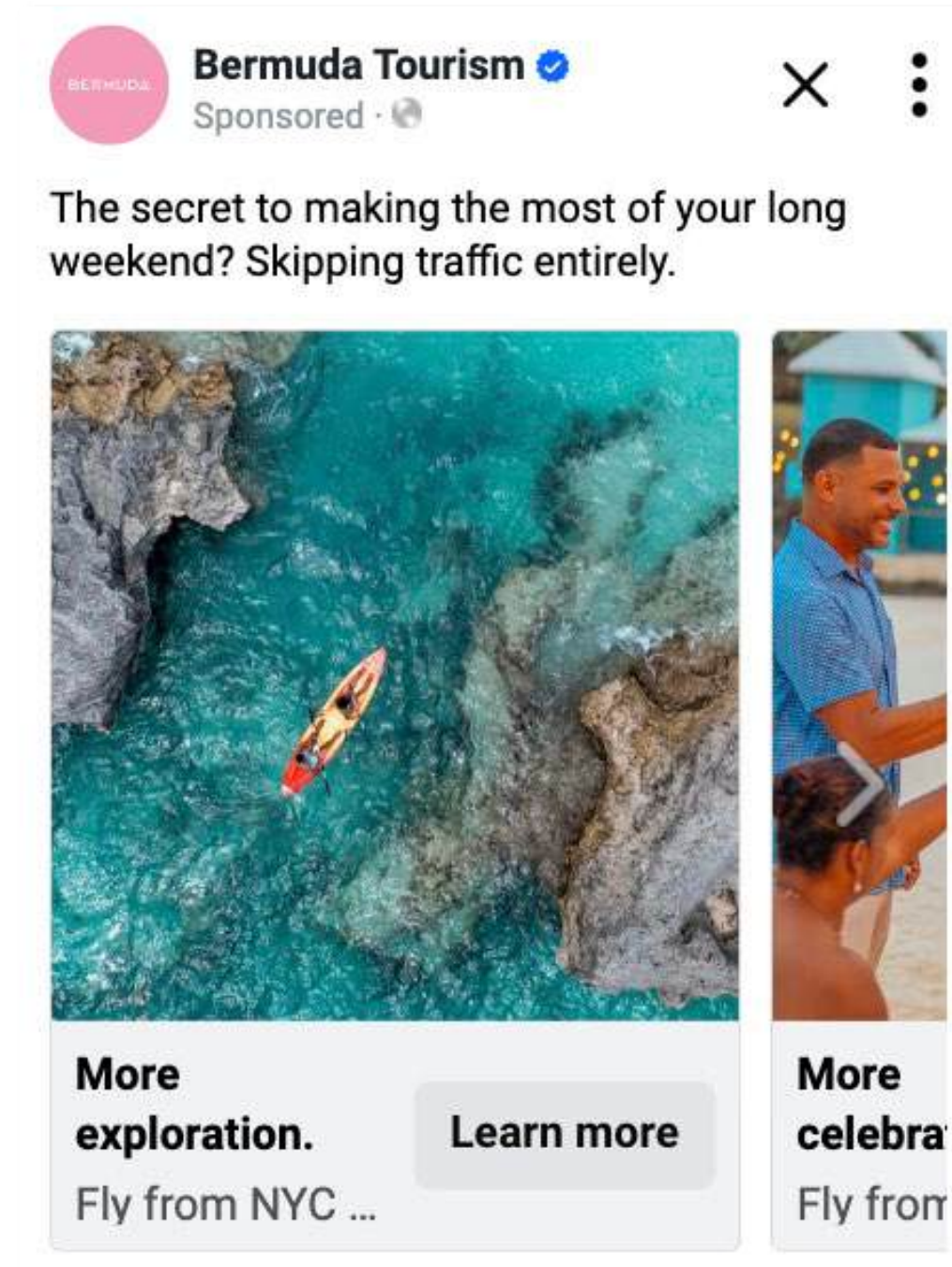




Bermuda Tourism  Sponsored · 

Toronto, get ready to feel that warm Bermuda breeze. Because new direct flights have landed.




<https://www.gotobermuda.com...>
Fly BermudAir
Direct to Bermuda [Book now](#)



Bermuda Tourism  Sponsored · 

The secret to making the most of your long weekend? Skipping traffic entirely.

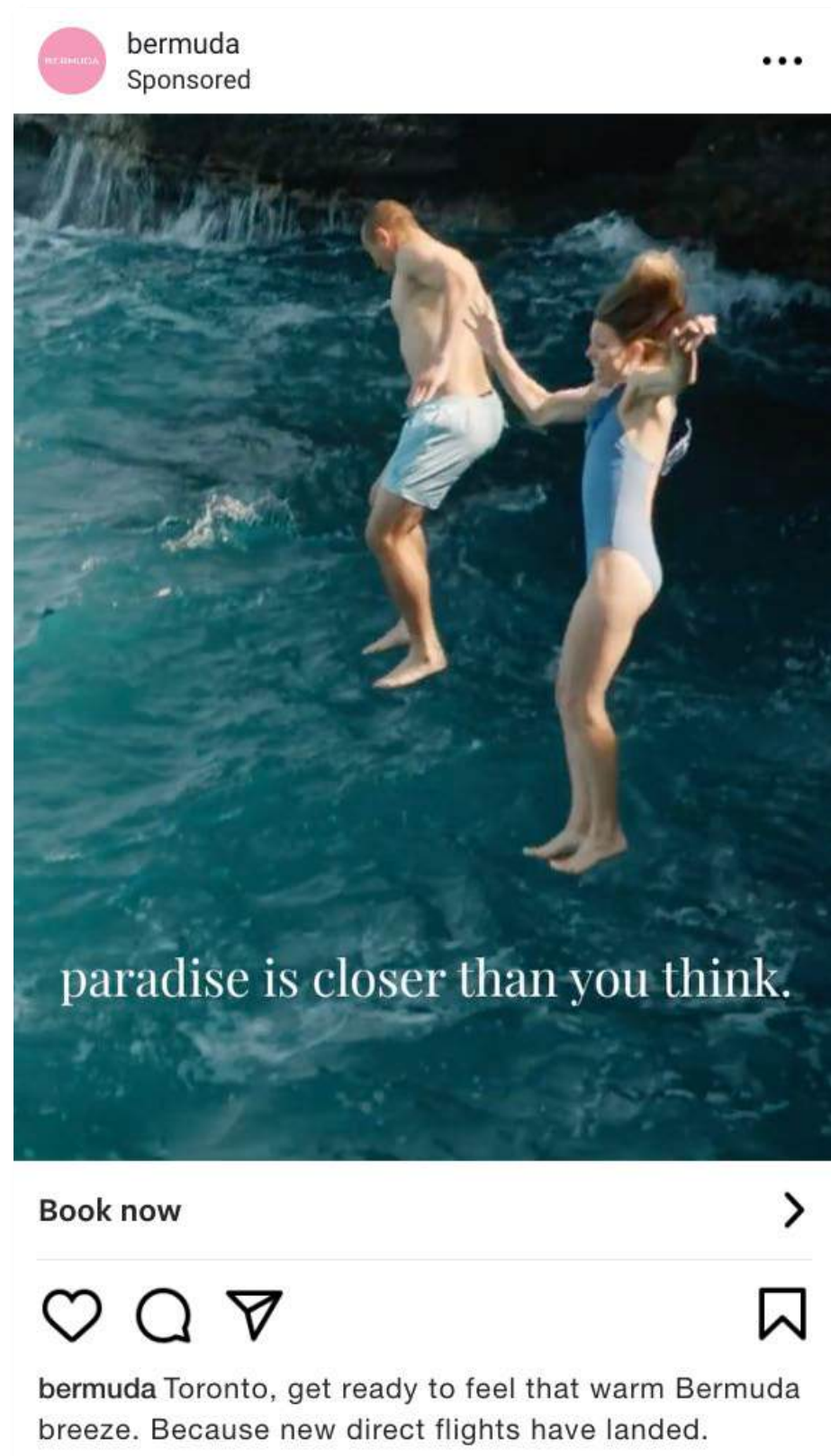


More exploration. [Learn more](#)
Fly from NYC ...

More celebra
Fly from

Ad Creative Analysis: Instagram

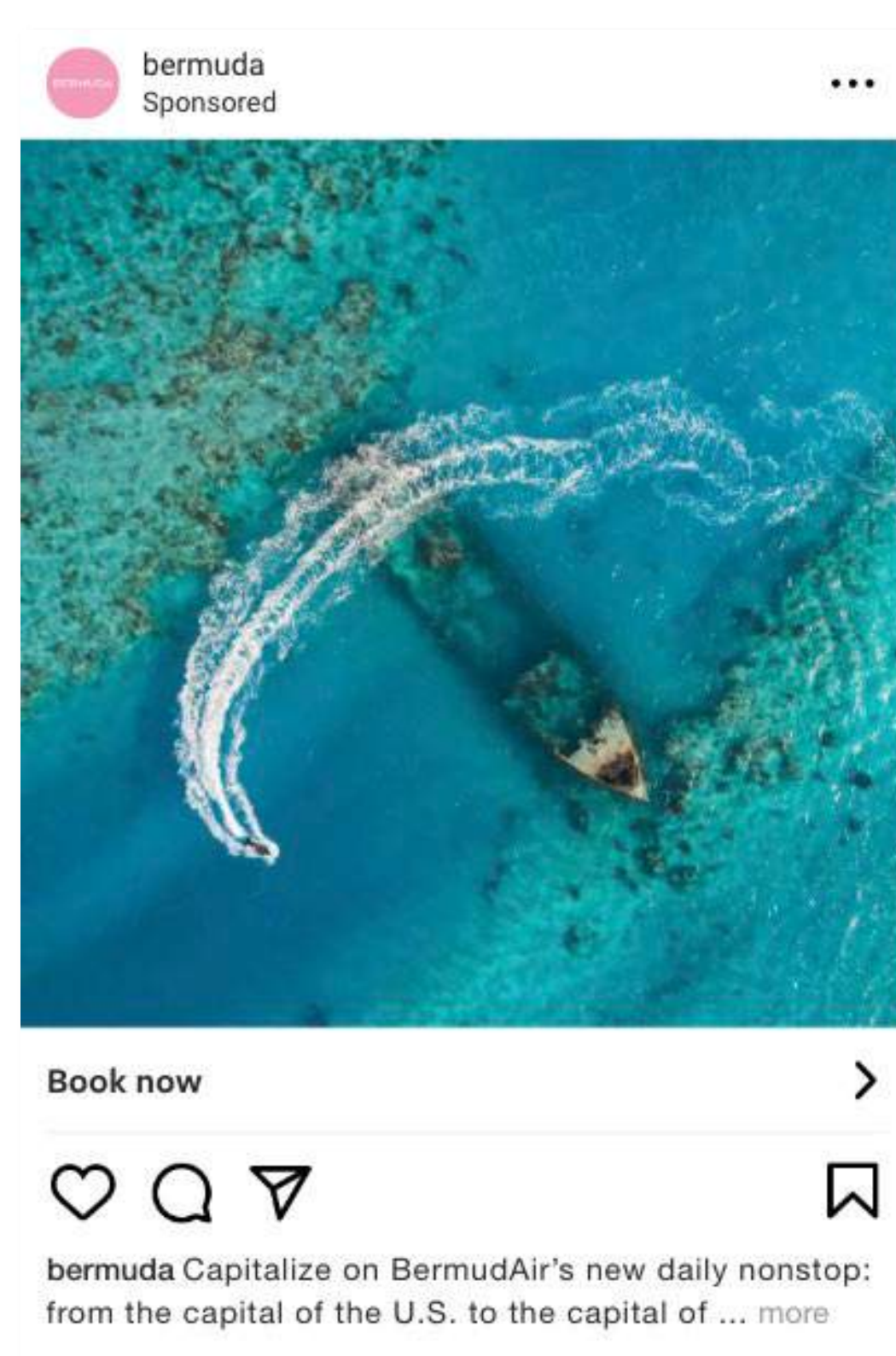
Campaign: Canada
Toronto - 15s video
LPVs: 1,110
C/LPV: \$0.79



Campaign: Endless Summer
15s Video
LPVs: 798
C/LPV: \$0.74



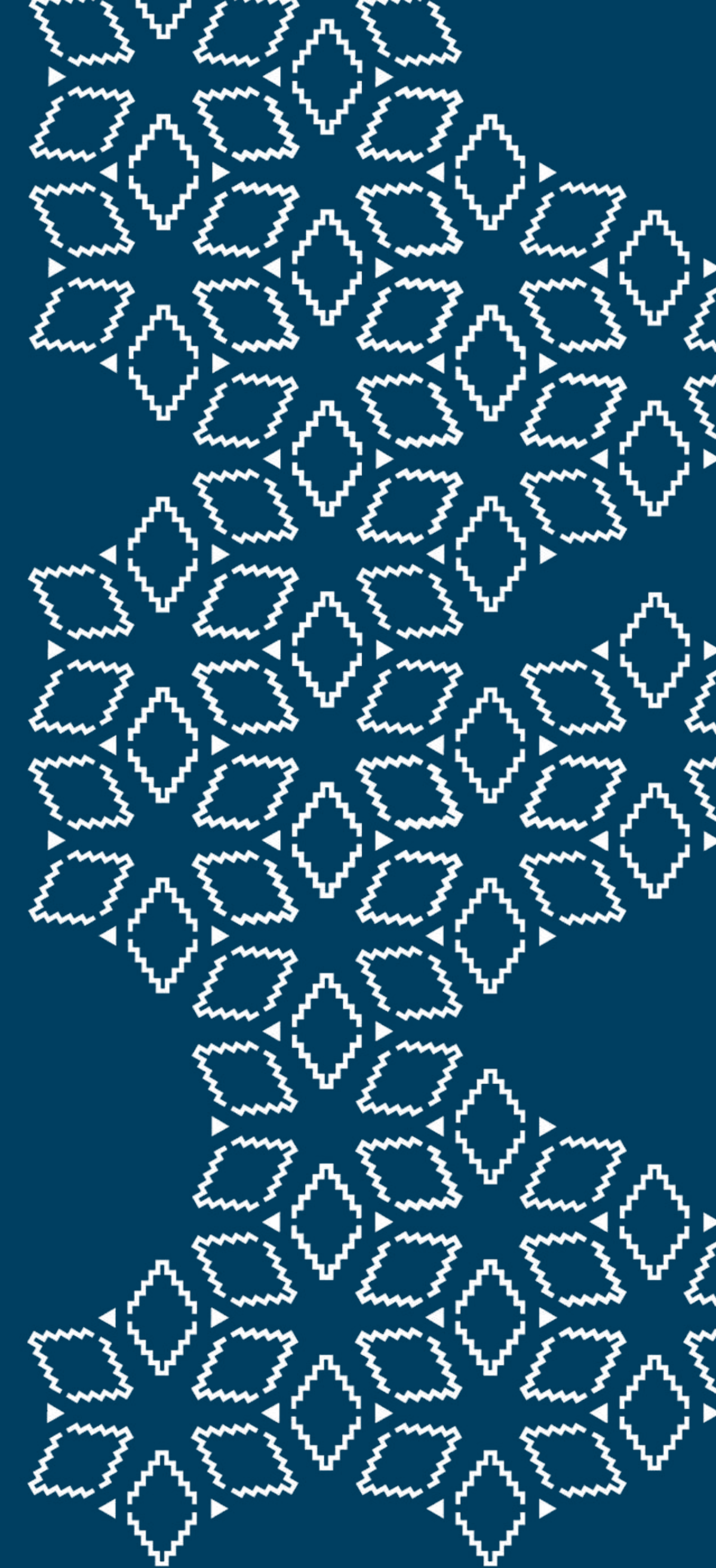
Campaign: DCA
BermudAir - Shipwreck Image
LPVs: 758
C/LPV: \$0.67



Ad Creative Analysis: SEM

Top Performing Keywords | All campaigns | KPI: Clicks

Top Performing Keywords	Clicks
things to do in bermuda	6,868
bermuda family vacation	4,573
flights to bermuda	3,779
plan a trip to bermuda	3,426
bermuda travel	3,270
bermuda	2,360
bermuda vacation	1,683
bermuda hotels	1,629
bermuda weather	1,558
what to do in bermuda	1,330
bermuda vacation packages	1,295
family vacation ideas	1,001
map of bermuda	835
bermuda training	704
bermuda venues	700



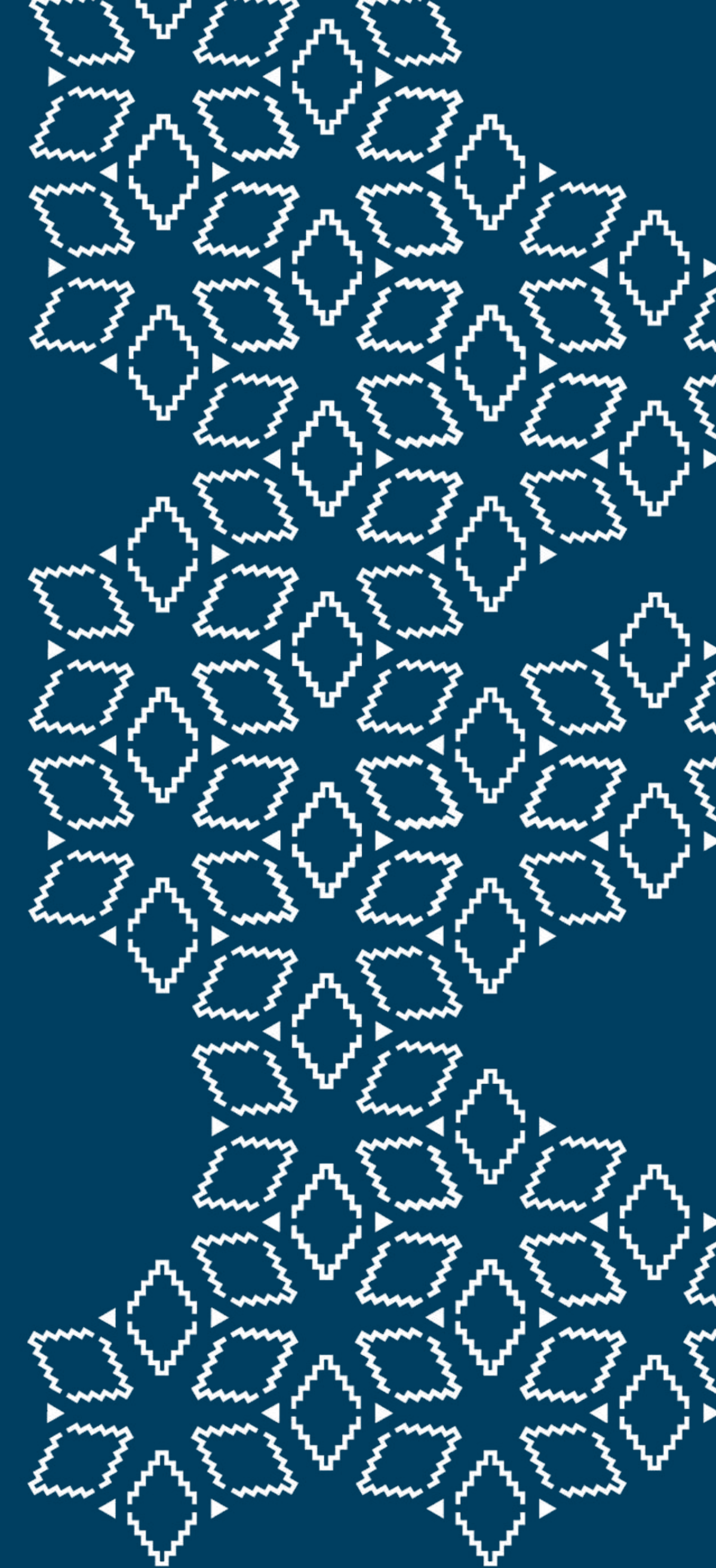
Audience Targeting Approach

- Prioritised a general Travel Intender audience while also focusing on the Luxury Travel audience where applicable.
- Layer on geographic targeting, adjusting markets based on campaign needs and seasonal direct flights.
- Layer on demographic and behavioral attributes; adjusting according to 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	Adventure Seekers, Active Families
DCA	General Traveler, Traveling Fan, Travel Intenders, African American Travelers, Travel Booking sites	General Travelers
Toronto/Halifax	General Travel, Travel Enthusiasts, Adventure Travelers, Summer Travelers, Travel Enthusiasts	Toronto
Summer Fridays	General Travel, Traveling Fan, Traveling Enthusiasts, Travel Intenders, Summer Travelers	General Travelers
Endless Summer	TBD after campaign wraps on 10/14	Prospecting Audience



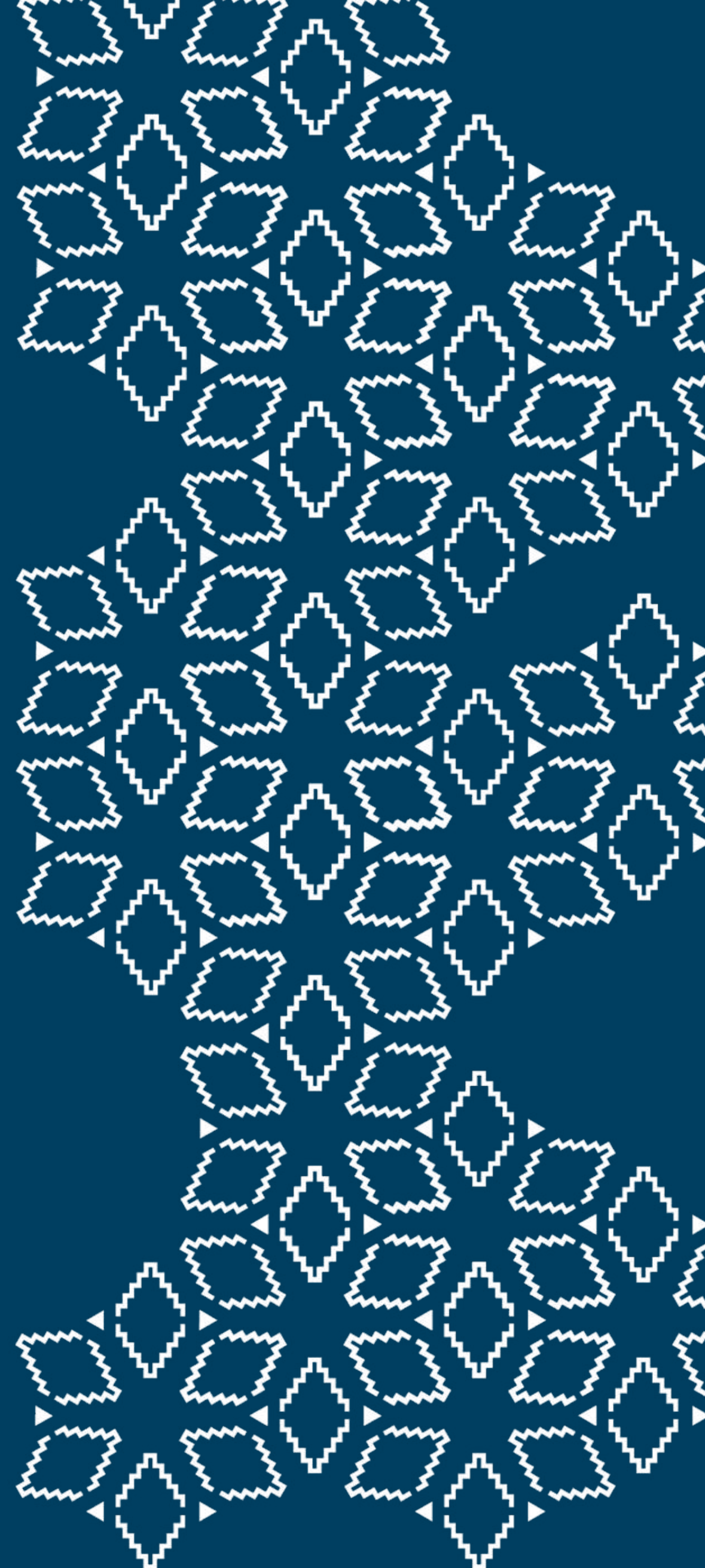
Geographic Overview

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
DCA	Washington DC DMA
Toronto/Halifax	Toronto & Halifax Markets
Summer Fridays	New York DMA
Endless Summer	New York and Boston DMAs

Top-performing markets by campaign:

CHANNEL	KPI	TOP 5 MARKETS
DIGITAL	Conversions	New York, Washington DC, Boston, Philly, Miami
SEM	Clicks	New York, Boston, Philadelphia, Toronto, Washington DC
SOCIAL	Link Clicks	New York, Los Angeles, Washington DC, Boston, Philadelphia
	Lowest Cost per Link Click	Austin, Los Angeles, Charlotte, San Francisco, Miami.



Key Takeaways

DIGITAL

Display Media and Strategic Custom Partnerships performed extremely well with over 104.5M impressions, 141.5K clicks and more than 22.1M completed video views overall, meeting or exceeding benchmarks across the board with an average Click Through Rate of 0.19%, and Video Completion Rates of 73.70% and 97.43% for Online Video and Connected TV units, respectively. All campaigns combined drove over 220K conversions in Q3 with the Toronto/Halifax campaign having the top 4 drivers of that conversion metric.

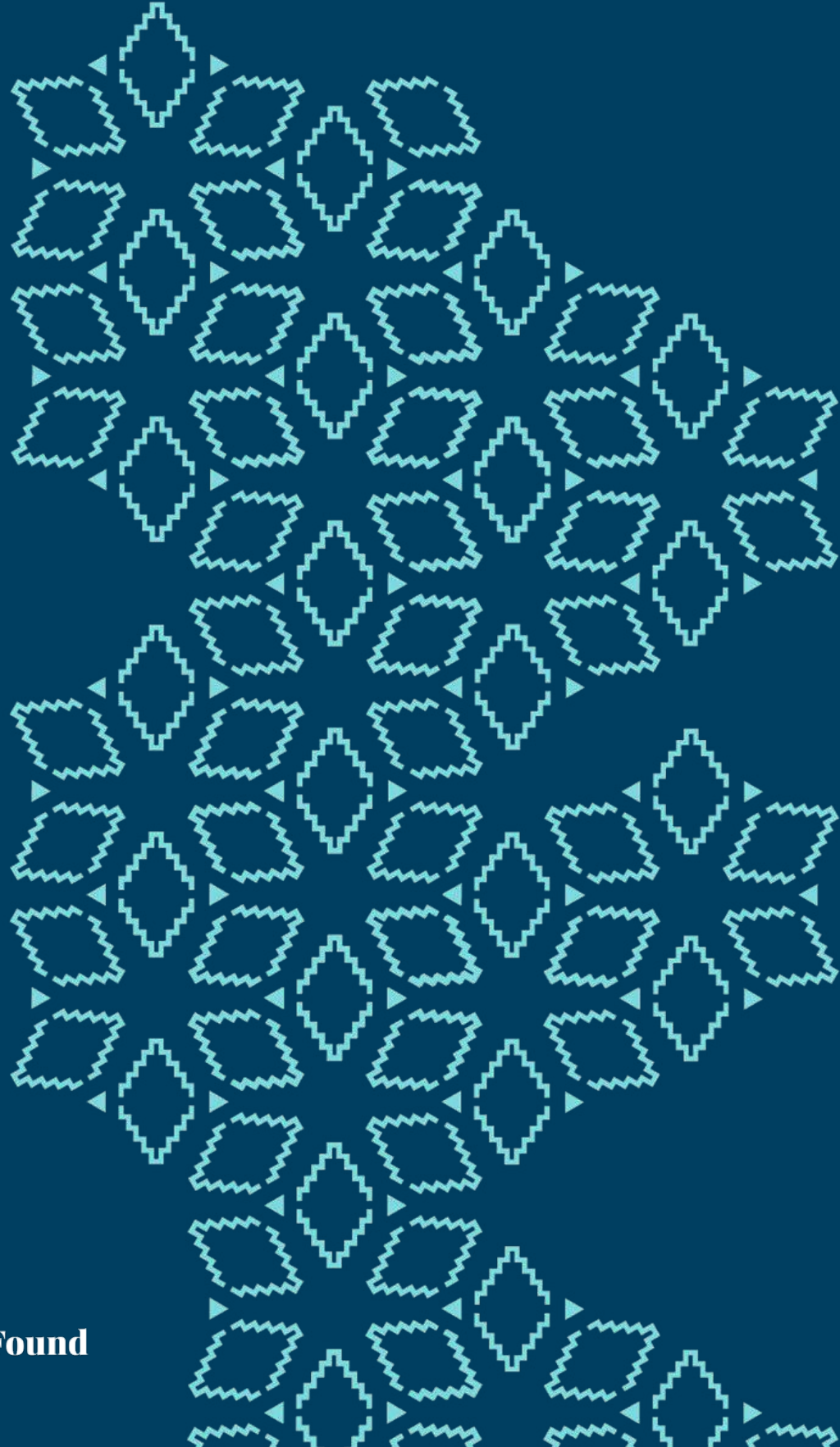
SEM

Overall ad performance was strong, with a 10.66% average CTR (11.34% Search, 9.98% PMax) and \$0.75 CPC (\$1.03 search, \$0.28 PMax), both outperforming industry benchmarks (10.03% CTR, \$1.63 CPC). Top performing campaigns for CTR were Endless Summer (20.26%) and Canada (15.68%), while the top performing campaigns for CPC were Performance Max (\$0.28) and Things To Do (\$0.49). Performance Max continues to be the top campaign for driving conversions ("key events" - 36,726 of the 100,077 total).

SOCIAL

Our Meta results well surpassed benchmarks with a cost per land of \$0.51 (\$1 avg), 1.86% landing rate and 2.7% link CTR (1% avg). Learnings and optimization lead to an improvement in the Always on campaign with the cost per land down 1.15% QoQ. Overall, the Carousel ad format performed best on FB while images and video performed best on IG.

Creative



Always On

Objective:

- Establish a new campaign concept for Always On, commencing with summer but with the ability to iterate season after season.
- "Where Else, but Bermuda" showcases the unique activities and cultural experiences that await travelers in Bermuda, no matter the season.
- For summer, position Bermuda as the ultimate summer escape for every type of traveler.
- Create opportunity to test and learn, and improve creative with each reset.

Audiences:

- Jetsetters
- Experience Enthusiasts
- Adventure Seekers
- Active Families

Where
the spa day
you deserve



Where
you'll find
wonder



Where
sunken
treasures
await



Where
unforgettable
boat days



NBC Olympics Streaming

Objective:

- During a moment in time when all eyes were focused on the athleticism and adrenaline of the Olympic Games, showcase the exhilarating adventure and activity found in Bermuda, juxtaposed against the serenity of the island, to create intrigue.
- Trial a new, more cinematographic approach to videography.

Audiences:

- Luxury



Watch Here.

<https://app.frame.io/reviews/29ef732c-7932-43fb-8c43-76553ece8832/10dcd292-38c8-41c5-94ac-bc9ed022a9ab>

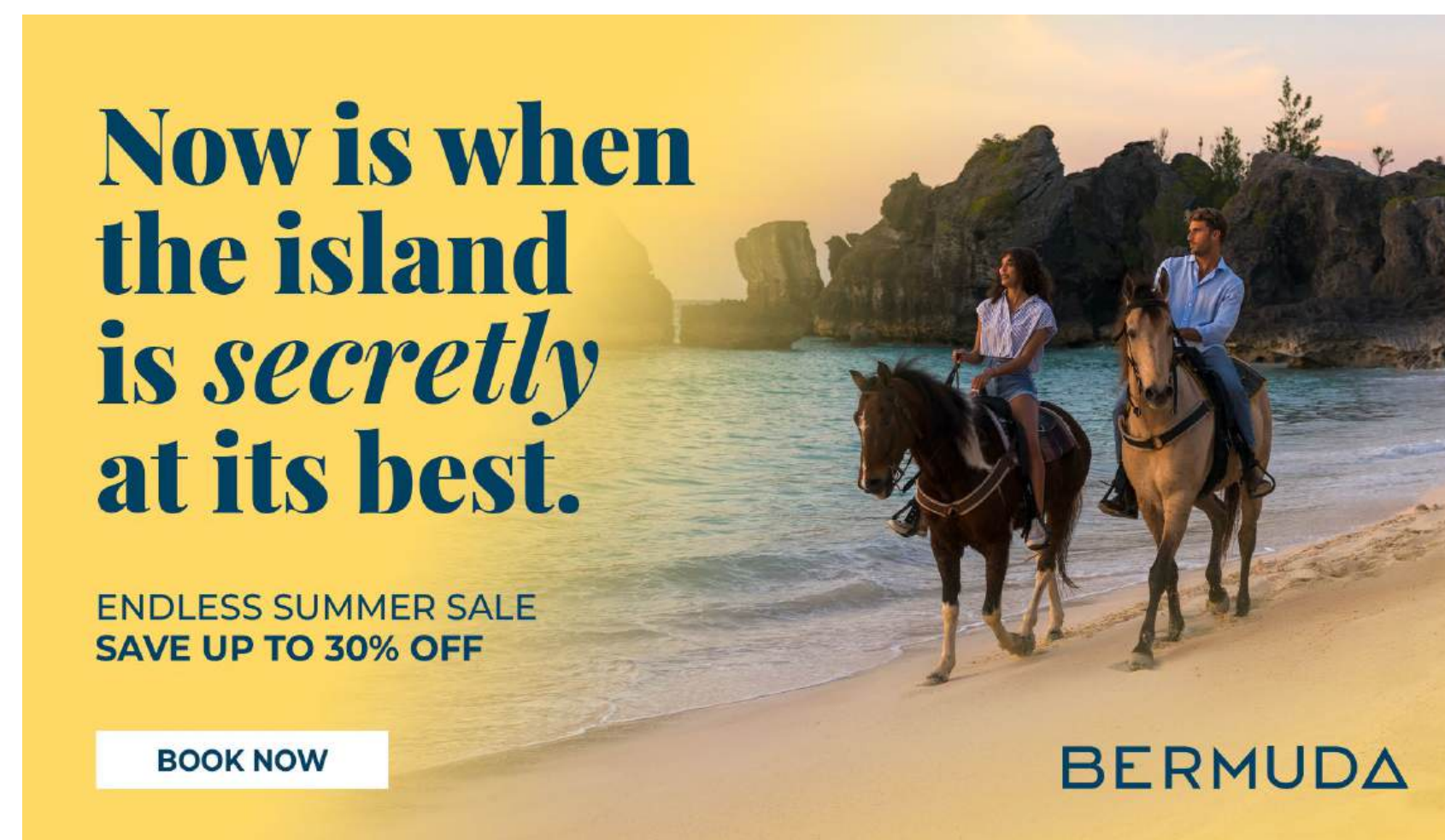
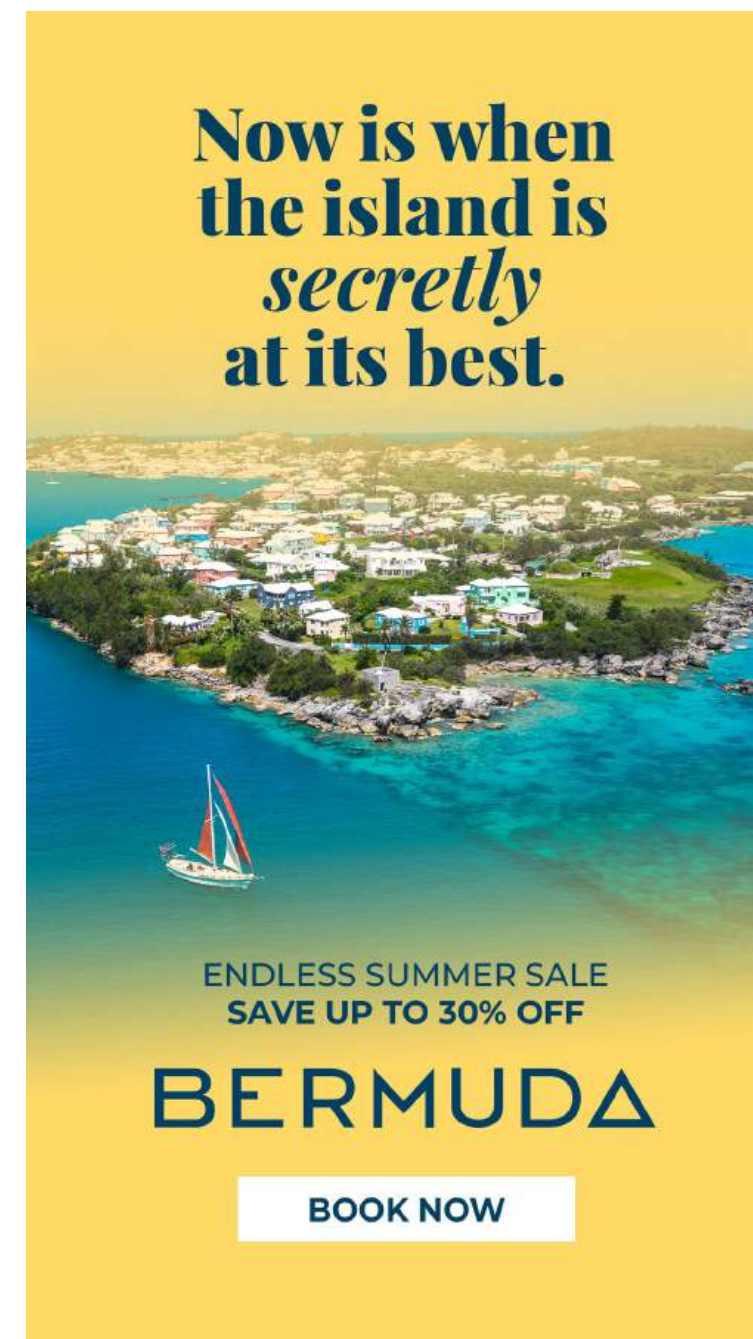
Endless Summer

Objective:

- Captivate and entice travelers to choose Bermuda for their next getaway, and drive travel consideration outside of peak summer months.
- Showcase the best of Bermuda in the fall, from the idyllic temperatures to the unique experiences.
- Drive awareness of and engagement with the sale.

Audiences:

- Jetsetters
- Experience Enthusiasts



Carvertise

Objective:

- Extend the reach of the Endless Summer campaign, with a specific focus on the Boston market.
- Design eye-catching car wraps that showcase the beauty of Bermuda's pink sand beaches and warm waters in an unexpected format, to spark interest in Bermuda as a destination and awareness of the Endless Summer Sale.

Audiences:

- Boston



Upcoming Priorities & Strategic Initiatives

Upcoming Campaigns:

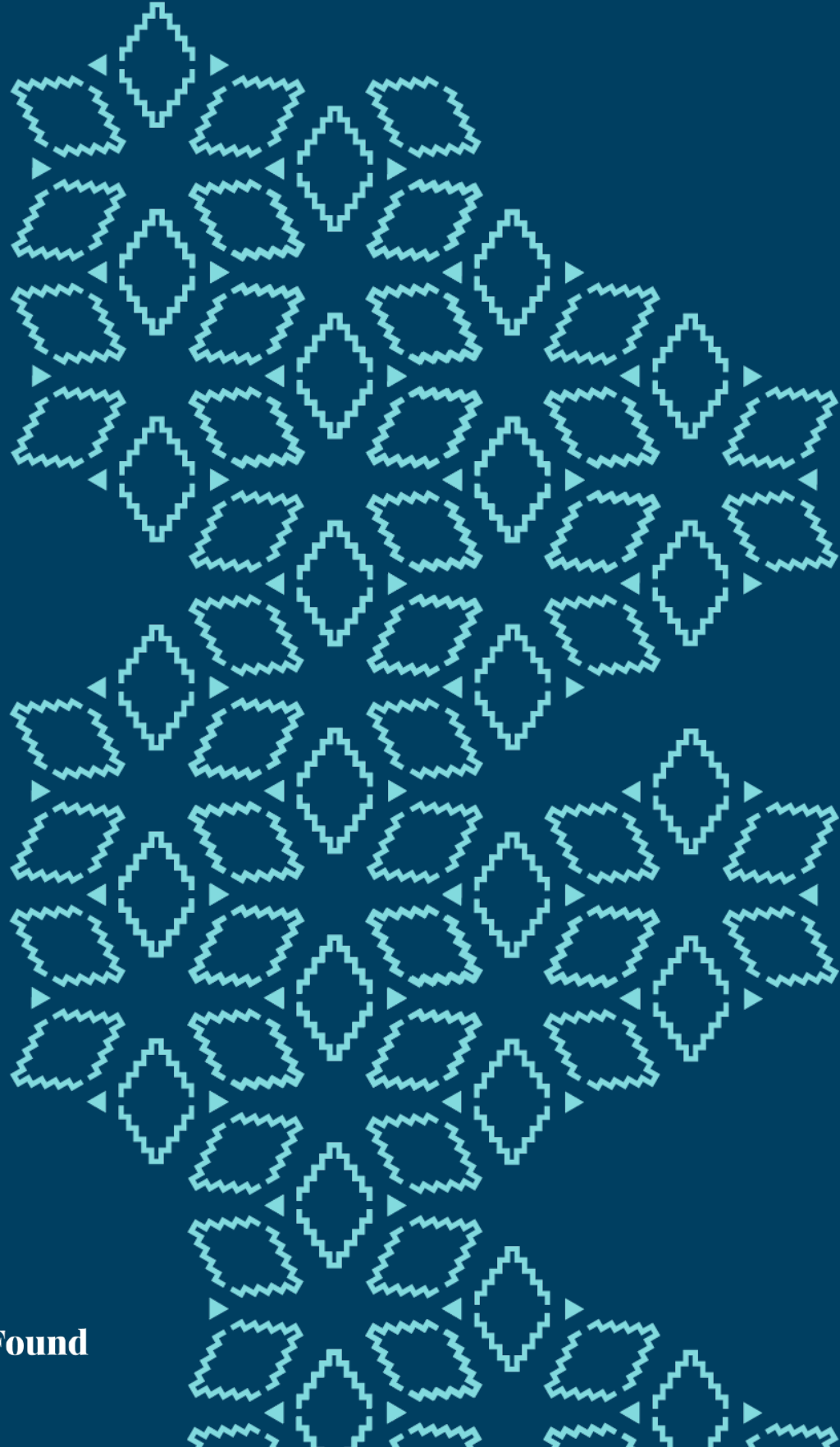
- Always On Fall (creative complete)
- Always On Winter
- Cyber Sale
- Pink Sale

Lessons Learned & Strategic Priorities

- Implementing insights from recent creative performance married with qualitative learnings from focus groups.
- Specific considerations include:
 - o Strong and consistent color stories
 - o Simpler storytelling; scale back the number of activities we're incorporating and tell one clear story
 - o Lean away from repetition in scripting
 - o Infuse more dynamic imagery and motion



PR Q3 Report

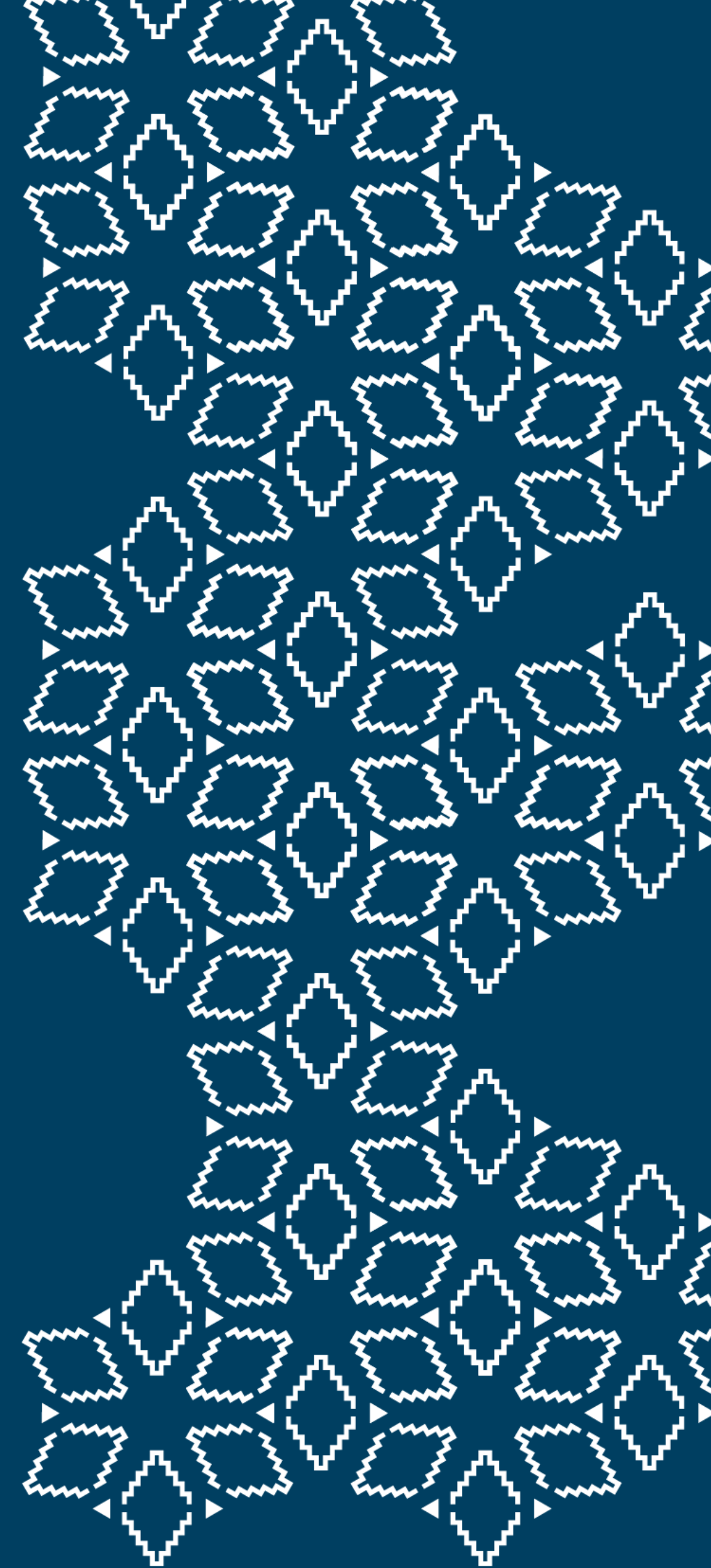


Key Metrics and Analytics

- In Q3, Bermuda was mentioned in **138 pieces of media coverage** and **two social media posts**
- 15 placements within Top 100 Outlets, six of which were placements within Top 20 Outlets:
 - Vogue, Harper's Bazaar, National Geographic, Travel + Leisure (x3), Forbes, Cosmopolitan, Oprah Daily, NBC10, CBS (x4), TravelPulse, etc.
- Total Potential Media Impressions: 402,033,242
- Total Media Value: \$37,690,616.46
- Total Potential Social Media Reach: 75,954,694
- Total Social Value: \$7,120,752.56
- Our PR team coordinated an IPT for Associated Press Wire / MSN writer Karen Kelly, resulting in wide-spread coverage with over 100+ syndications
- We assisted over 431 journalists which includes press trip invitations, ongoing conversations with media contacts, individual trip coordination, general pitch conversations, desk-side invitations, and more

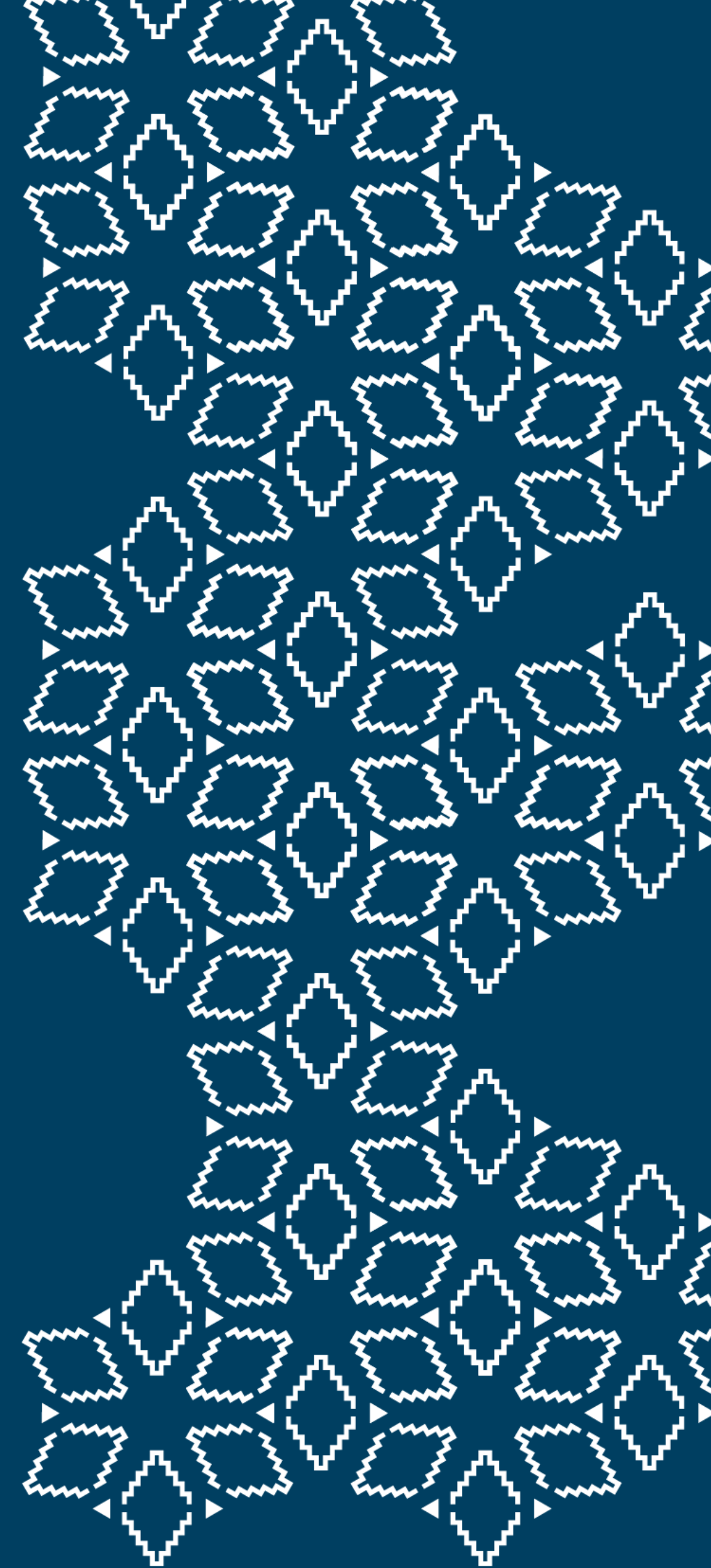
Media Coverage

Date	Outlet	Title	Key Messages
8/6/2024	Saipan Tribune	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	The Press	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Douglas Budget	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	WXVT-TV (Cleveland, MS)	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Killeen Daily Herald	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Ocean City Today	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	My Texas Daily	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Carolina Panorama	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Courier-Tribune	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Digital Courier	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Sunnyside Sun	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Georgetown News-Graphic	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	KPXJ 21 (Shreveport, LA)	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Media Decision	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Pike County News	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Antelope County News	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	WFMZ-TV (Allentown, PA)	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	The Selma Sun	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Waldron News	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Home News Here	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	San Francisco Weekly	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Alexander City Outlook	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Greenville Record Argus	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	The Sea Coast Echo	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Ashley County Ledger	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	The Mountaineer Publishing Co	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Laurel Leader-Call	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	The Warrick County Standard	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	WDFX-TV (Dothan, AL)	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Maquoketa Sentinel-Press (Iowa)	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Hermann Advertiser-Courier	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage



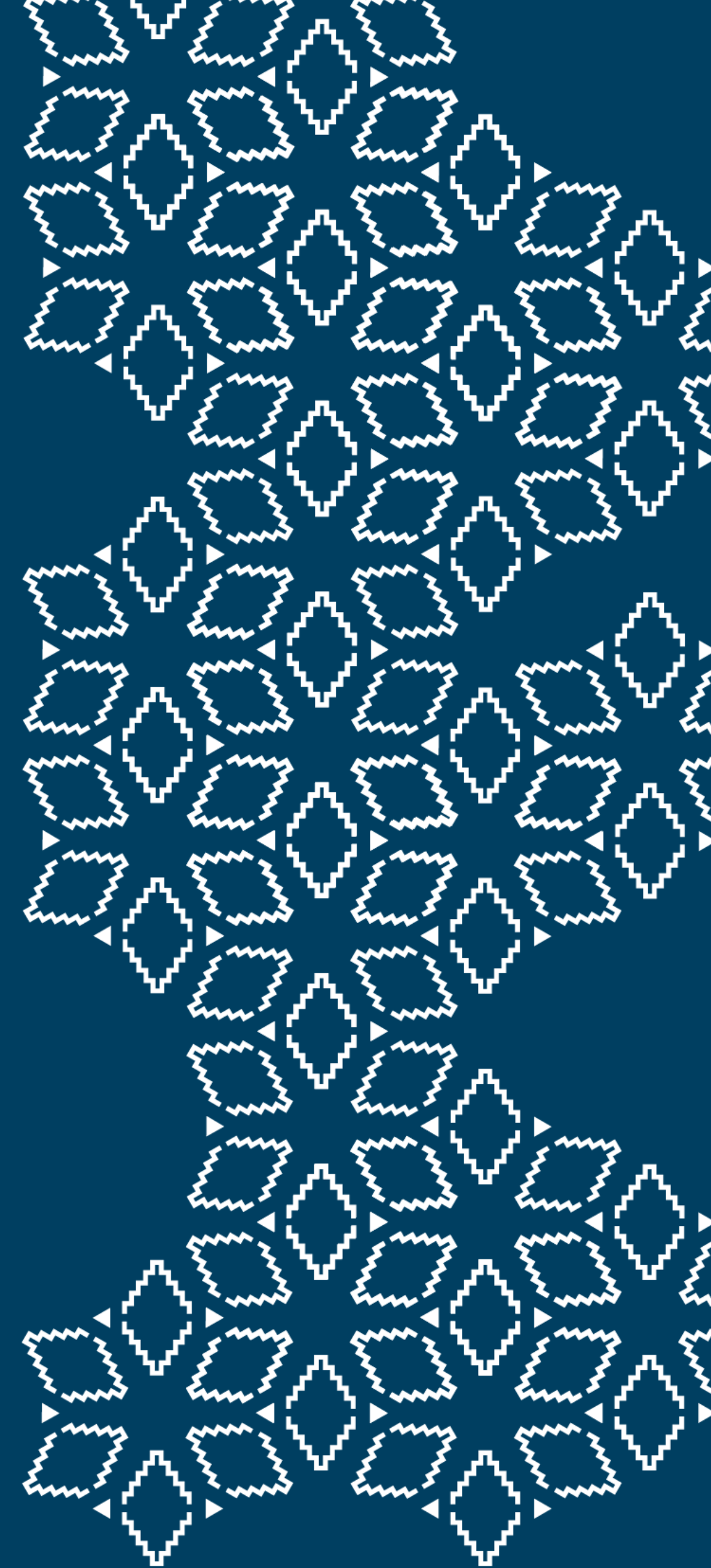
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8/6/2024	Home News Here	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	San Francisco Weekly	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Alexander City Outlook	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Greenville Record Argus	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	The Sea Coast Echo	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Ashley County Ledger	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	The Mountaineer Publishing Co	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Laurel Leader-Call	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	The Warrick County Standard	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	WDFX-TV (Dothan, AL)	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Maquoketa Sentinel-Press (Iowa)	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Hermann Advertiser-Courier	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage



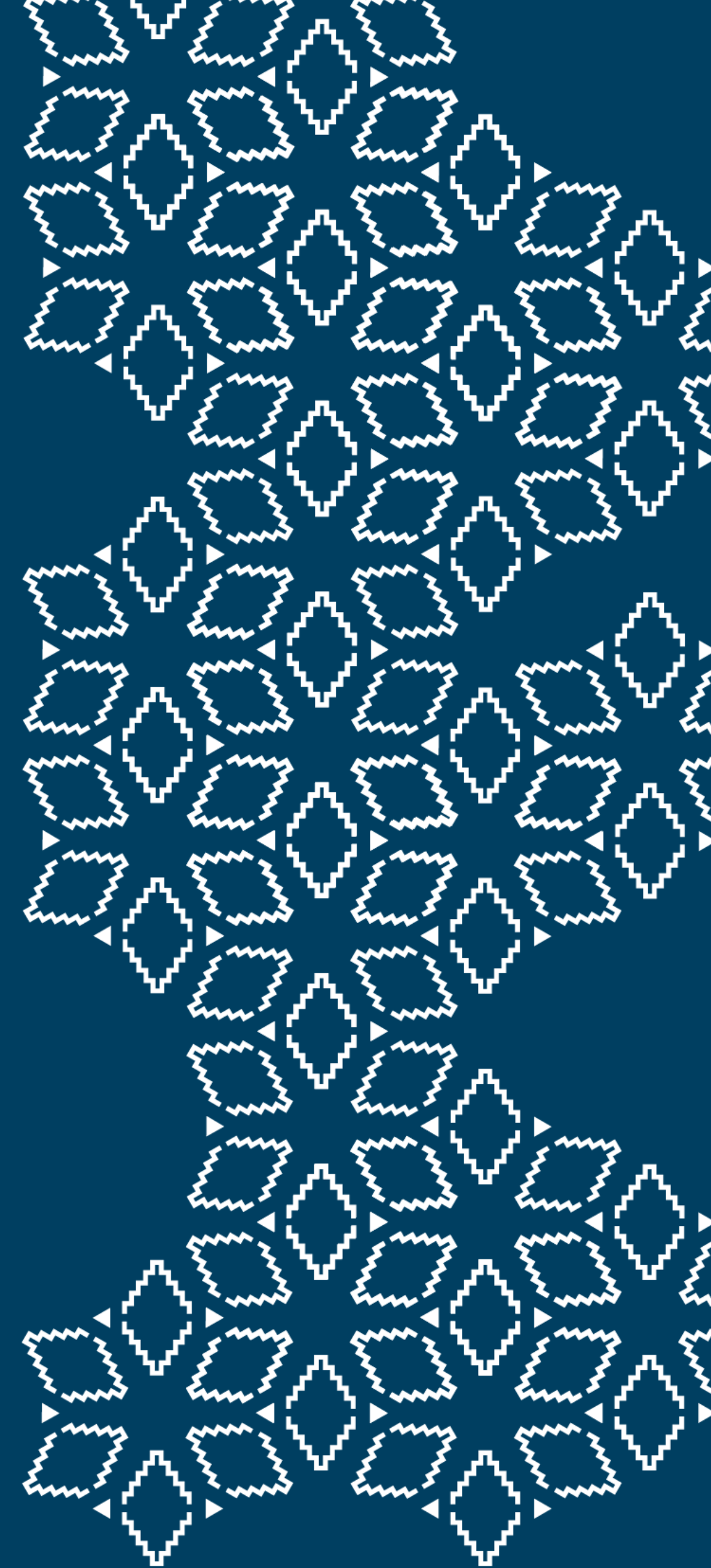
Media Coverage

Date	Outlet	Title	Key Messages
8/6/2024	The MSU Exponent	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	The Tallahassee Tribune	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	The De Queen Bee	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Carroll Daily Times Herald	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Sierra County Sentinel	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	The Port Lavaca Wave	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Iosco County News-Herald	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	El Paso Inc.	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	The Times (Frankfort)	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Big Country News Connection	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Bennington Banner	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	The San Francisco Examiner	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Tioga Publishing Company	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Pacific Daily News	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Coastal Breeze News	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	The Cutoff News	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Leader Publications (Missouri)	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Moore County News-Press	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	The Lebanon Democrat	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	The Index-Journal	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Corydon Times-Republican	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	The Elkhart Truth	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Paintsville Herald	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	The Griffon News	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	The Courier-Times	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Brattleboro Reformer	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Fort Bend Herald	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Times-Georgian	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	WLPO-AM (LaSalle, IL)	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Branson Tri-Lakes News	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	News-Topic	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Hazard Herald	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage



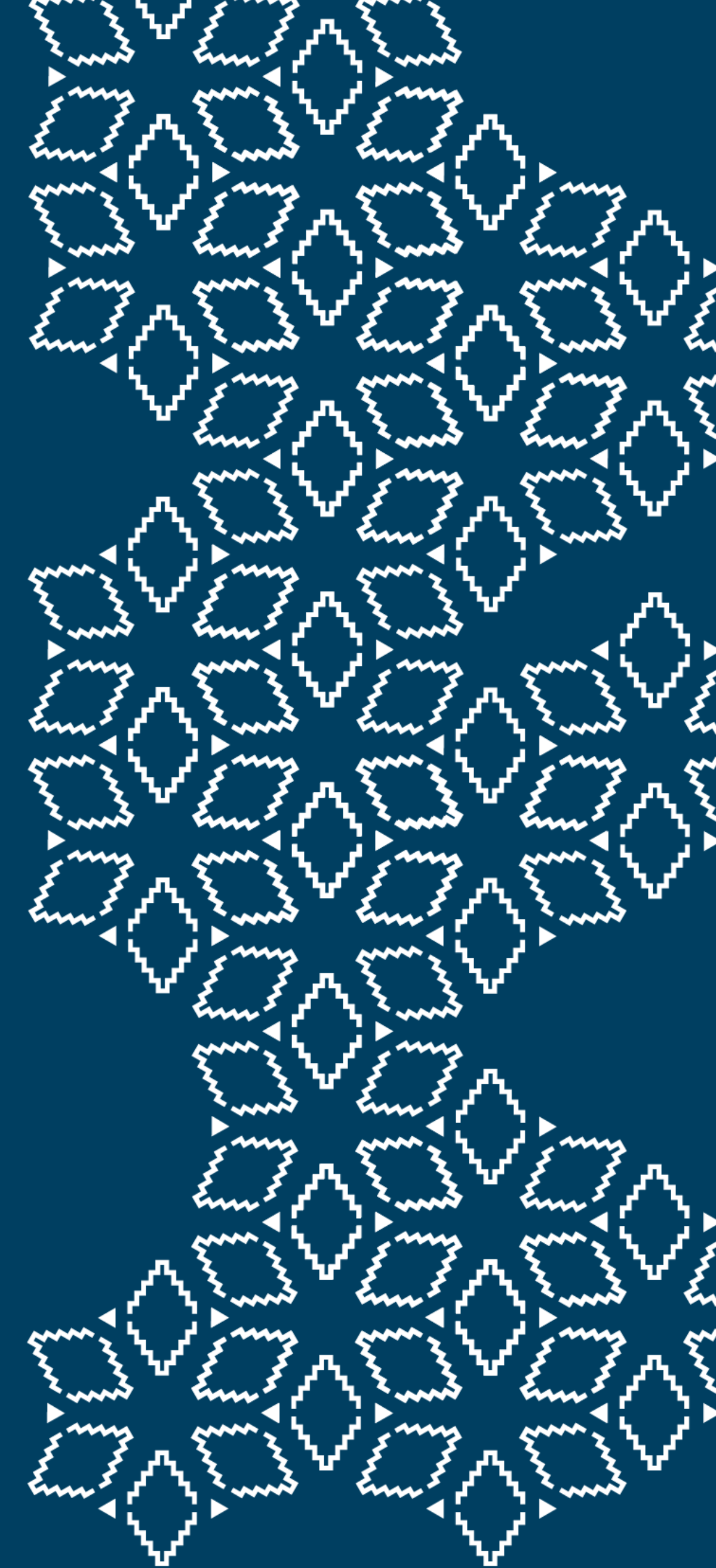
Media Coverage

Date	Outlet	Title	Key Messages
8/6/2024	Brenham Banner-Press	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	The McDuffie Progress	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Watauga Democrat	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Tellico Village Connection	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	The Daily Dispatch (Henderson, NC)	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	KNDO-TV (Yakima, WA)	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Tank Town Media	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	News On The Neck	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	WPGX-TV (Panama City, FL)	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Smoke Signals News	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	The Weekly Journal	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Appalachian News-Express	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Doniphan Herald	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Isustudentmedia.com	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Bellevue Herald-Leader	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	WNBJ-TV (Jackson, TN)	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Tyler Morning Telegraph	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Indiana Plain Dealer	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	The Manhattan Mercury	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Stone County Enterprise	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Floyd County Chronicle & Times	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	The Mena Star	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Village Life	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Monroe City Lake Gazette	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	KULR-TV (Billings, MT)	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Jambalaya News	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	KPC Media Group	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Princeton Daily Clarion	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	The Cheyenne Post	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	The Daily Herald (Roanoke Rapids, NC)	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage
8/6/2024	Purdue Exponent	Bermuda Offers Luxurious Vacations for Time-Crunched Tourists	General Coverage



Media Coverage

Date	Outlet	Title	Key Messages
Consumer			
8/6/2024	MSN	How to Spend Three Incredible Days in Bermuda	General Coverage
8/7/2024	Cosmopolitan	Oh, These? Just the 19 Best Places to Travel Solo as a Woman in 2024	General Coverage
8/13/2024	Oprah Daily	Gayle King and Adam Glassman Discover Bermuda	General Coverage
8/19/2024	Time Out New York	Eight underrated weekend trips that are surprisingly easy from NYC	General Coverage
9/9/2024	NBC10 News	Pickleball Courts Return to Dilworth Park	CityPickle
9/9/2024	CBS News	Center City Pickleball	CityPickle
9/9/2024	CBS News	Howard Monroe at CityPickle with Erica Desai	CityPickle
9/9/2024	CBS News	Howard Monroe at CityPickle with Mary Cannon	CityPickle
9/9/2024	CBS News	Howard Monroe at CityPickle with Erica Desai	CityPickle
9/14/2024	Travel Pulse	Bermuda Tourism Minister Details the Destination's Land and Sea Travel Surge	General Coverage
9/16/2024	National Geographic Books	100 Runs of a Lifetime (and 2+ additional book mentions)	General Coverage
9/16/2024	Travel and Tour World	Bermuda Tourism Soars with Record Land and Sea Travel Surge	General Coverage
9/9/2024	Philadelphia Magazine	180 Things to Do in Philly This Week and Weekend	CityPickle
9/25/2024	Vogue	In the Birthplace of Bermuda Shorts, The Style is Always In Season—and Ever Changing	General Coverage
9/25/2024	Harper's Bazaar	The Best Last-Minute Weekend Getaways from New York City	General Coverage
Social			
7/21/2024	@allysonjohnson.edits	Talk about paradise 🌴 Loved our getaway to Bermuda.	General
7/29/2024	@seasonal_cravings	Sunrises, sunsets, adventures and delicious food in Bermuda	General



Media Coverage Highlights

Forbes

Bermuda Celebrates Emancipation With Cricket



BAZAAR

The Best Last-Minute Weekend Getaways From New York City



TimeOut

Eight underrated weekend trips that are surprisingly easy from NYC



AP

Bermuda Offers Luxurious Vacations for Time-Crunched Tourists



VOGUE

In the Birthplace of Bermuda Shorts, the Style Is Always in Season—and Ever Changing



COSMOPOLITAN

Oh, These? Just the 19 Best Places to Travel Solo as a Woman in 2024.



TRAVELPULSE

Bermuda Tourism Minister Details the Destination's Land and Sea Travel Surge



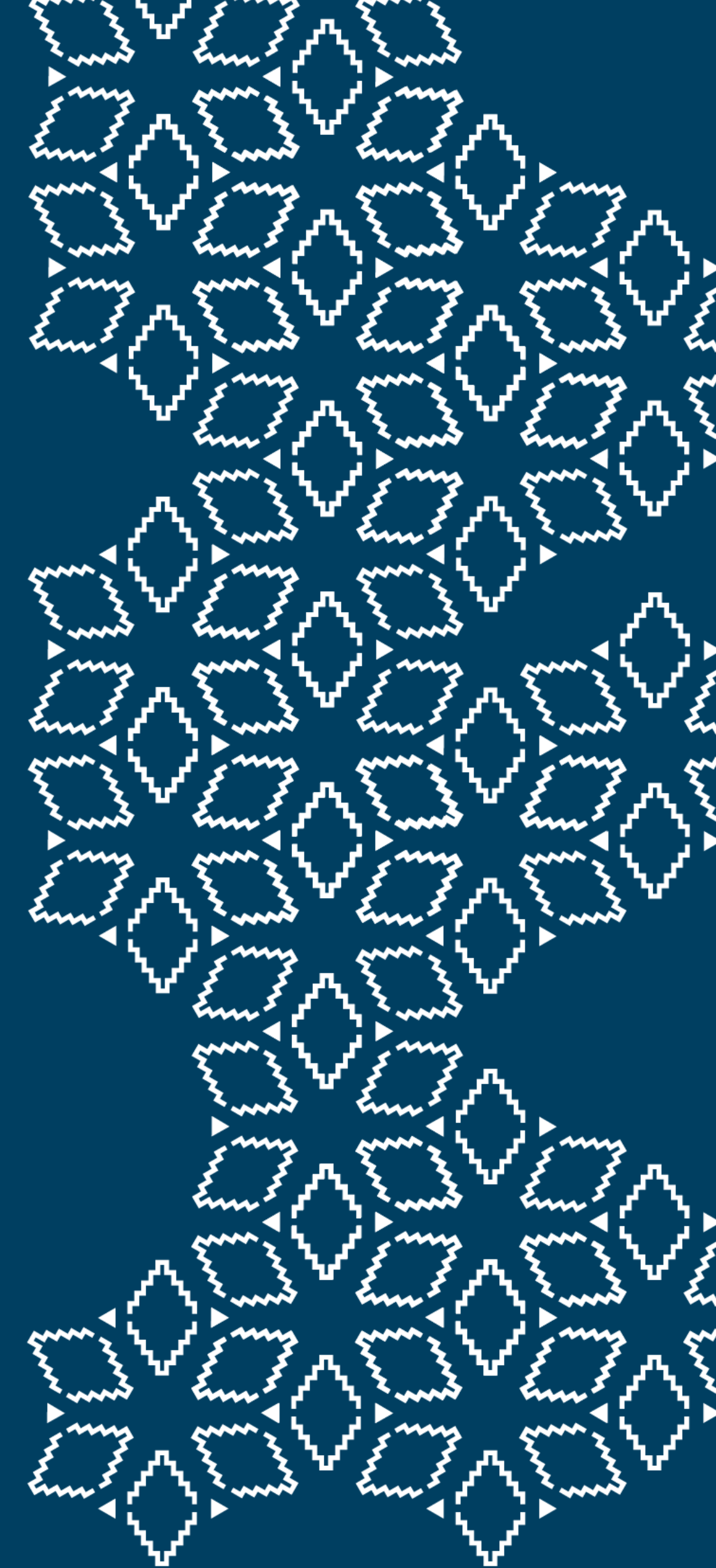
TRAVEL+ LEISURE

Travel + Leisure Readers' 25 Favorite Islands in the Caribbean, Bermuda, and the Bahamas of 2024



Press Releases

- Bermuda Vegan Fest Leads the Charge on Sustainability
 - Objective: Promote Bermuda's annual Vegan Fest, highlighting the event's sustainability efforts
 - Audience: Drafted and distributed the release to trade, travel, sustainability and culinary outlets
- Bermuda's Endless Summer Sale Returns with Savings of Up to 30% and Free Night Stays
 - Objective: Announce the return of Bermuda's annual "Endless Summer Sale" to instill a sense of urgency for on-island bookings, as a kickoff to fall and winter
 - Audience: Drafted and distributed to travel, trade and lifestyle outlets
- Bermuda Gets Boost in North American Flights for Winter 2024-25
 - Objective: Highlight Bermuda's winter airlift expansion to promote travel during the shoulder season
 - Audience: Drafted the release and compiled targeted trade and travel outlet media list; awaiting BTA approval for distribution



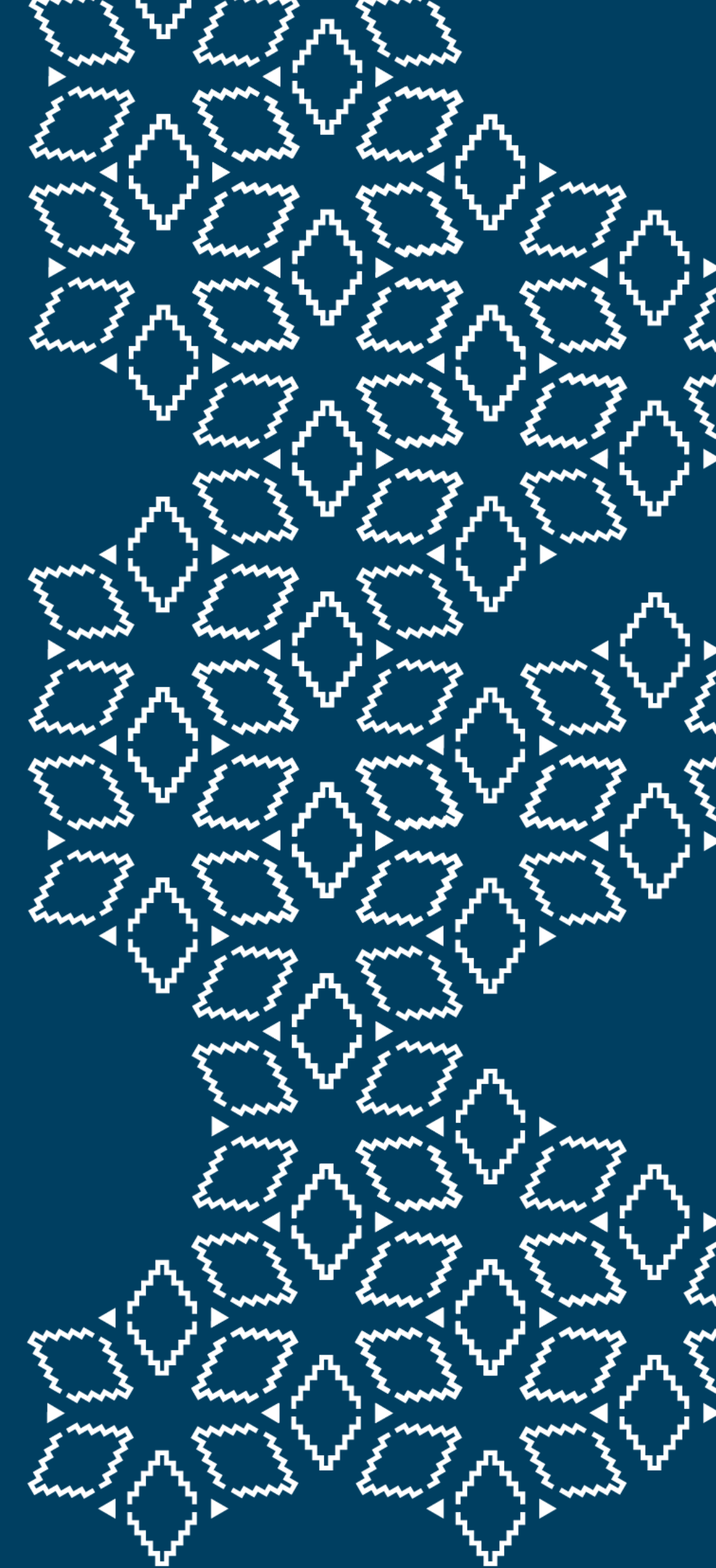
Events and Campaigns

- Atlanta Desksides (August 21)
 - Invited media to meet with Jamari Douglas while he was in Atlanta, and arranged a deskside meeting with The Atlanta Journal-Constitution
- CityPickle x Bermuda in Dilworth Park, Philadelphia (September 9 – October 13)
 - Connected with CityPickle and worked with their PR team to amplify the BTA's sponsorship, supplying CityPickle with key message for inclusion in media interviews and social posts
- Derris' Holiday Press Preview (October 2024)
 - Presented an opportunity for Bermuda to join a collection of top lifestyle and consumer brands at a holiday press preview event
 - BTA will showcase island offerings and extend a vacation giveaway to attending media, estimated to be more than 100
- Boston's Flight Extension (Fall/Winter 2024)
 - Developed a PR strategy inclusive of quick-turn earned news angles, partnership and event concepts; outreach included venue research, sponsorship research, etc. Additionally, the team drafted a release promoting JetBlue's winter flight extension
 - Began coordinating an omnibus survey that taps into the Boston resident's current travel mindset; results will be pitched to media the week of Oct 14
- Quiet Vacationing (TBD: 2025)
 - Created a PR strategy aimed at highlighting Bermuda's suitability for "quiet vacations," under-the-radar travel designed to utilize remote work capabilities to maximize getaways without alerting an employer; BTA revisiting this campaign in 2025
- Where is Bermuda (TBD: 2025)
 - Created a PR strategy aimed at growing demand by educating consumers on the island's geography and unique attributes; BTA is slating the campaign in 2025

Community Engagement

Liaised with on-island partners for the below media opportunities during Q3

- **VOGUE Shoot:** Facilitated earned media coverage in VOGUE, coordinating an on-island photoshoot and interviews with key partners. The article highlighted TABS, Hamilton Princess, Leamington Caves, Belmont Hills Golf Course, Local Talent, Burnthouse Productions, Gombey culture and quotes from the BTA
- **Topicals Brand Trip:** Secured Travel Noire reporter Dominique Jackson's attendance and coordinated her accommodations at Grotto Bay Beach Resort & Spa. Upcoming coverage will highlight Topicals as well as other attractions in Bermuda
- **Rachel Torgerson, Cosmopolitan IPT:** Arranged Rachel's stay at The Loren for upcoming coverage in Cosmopolitan's Hot Hotels award program
- **Flora Stubbs, Travel + Leisure IPT:** Arranged Flora's Crystal Caves tour and meal at The Swizzle Inn during her stay on island at Cambridge Beaches Resort & Spa
- **Karen Kelly, Associated Press/MSN IPT:** Arranged Karen's full IPT, resulting in coverage from Associated Press Wire, MSN, and 100+ syndicates, highlighting The Rosedon, The Swizzle Inn, Village Pantry, Glass Bottom and Snorkel Excursion, Crystal Caves, Wahoo's Bistro & Patio and The County Games Cricket Tournament
- **Allyson Johnson, National Geographic Books IPT:** Arranged Allyson's attendance at Bacardi happy hour and a dinner at Blu during her time on the island. BR also provided additional on-island recommendations that resulted in Bermuda's inclusion in the upcoming National Geographic Book: *100 Runs of a Lifetime*

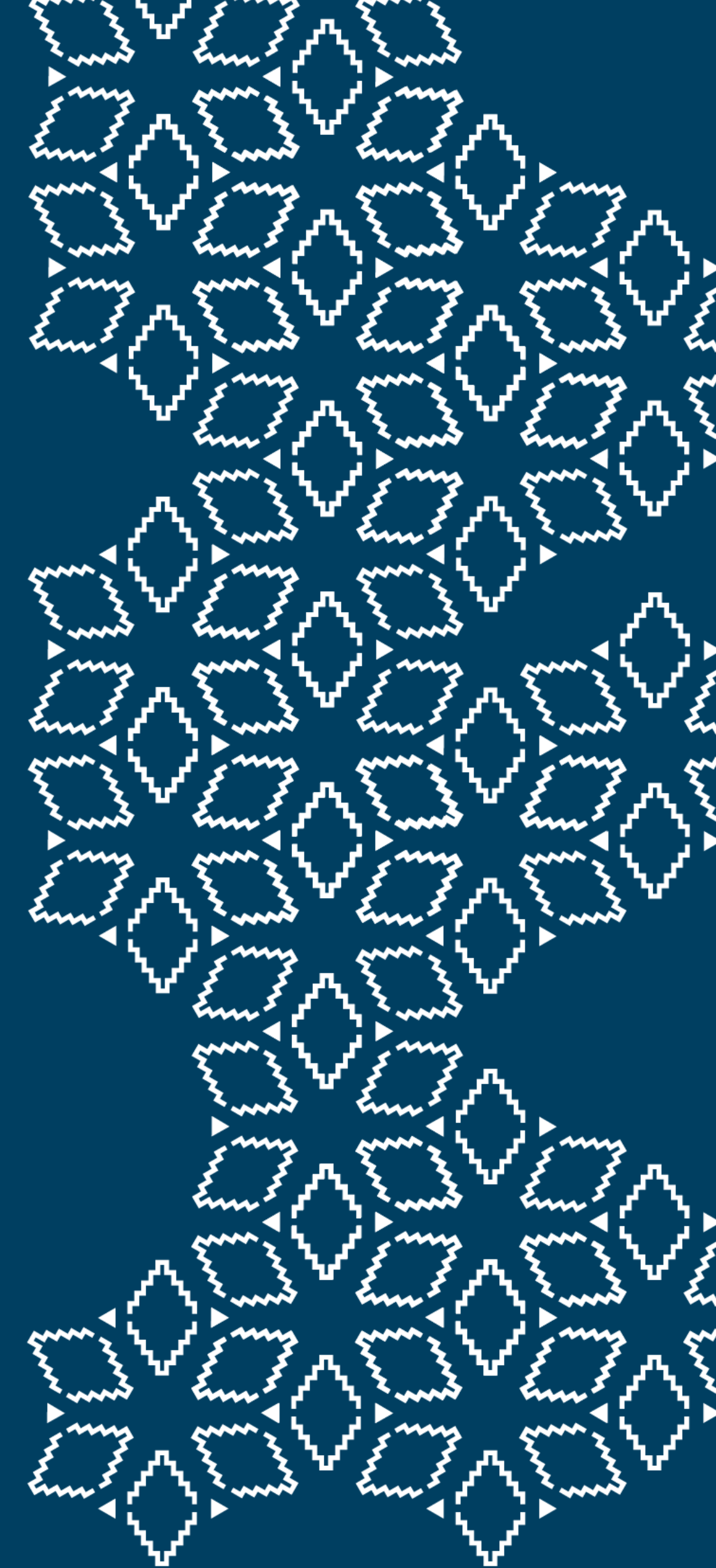


Crisis Management

- Revised the team's hurricane communications plan prior to the start of Bermuda's hurricane season (May-November)
- Hurricane Ernesto (August 17)
 - Monitored and compiled recaps of coverage on the storm, 2-3x daily
 - Initiated conversations with on-island reporters for coverage assistance
 - Pitched Bermuda's Blueprint for coverage focused the island's resiliency and infrastructure

Paid PR Initiatives

- CityPickle x Bermuda in Dilworth Park, Philadelphia (September 9 – October 13)
 - Connected with the CityPickle team, coordinated contract conversations, and worked with CityPickle's PR team to track media mentions of BTA's sponsorship
 - Provided language on Bermuda's proximity to Philadelphia and their Endless Summer Sale to include in CityPickle's press release announcing the opening of the courts and ongoing pitching
- Food & Wine Classic Charleston (September 27-29)
 - BTA was a participating sponsor in the event; Was in touch with the Food & Wine's representative to explore media engagement opportunities with participants
 - Food & Wine PR contact passed along Kiwan's name and information to their writers to encourage visits to the BTA booth during the grand tasting

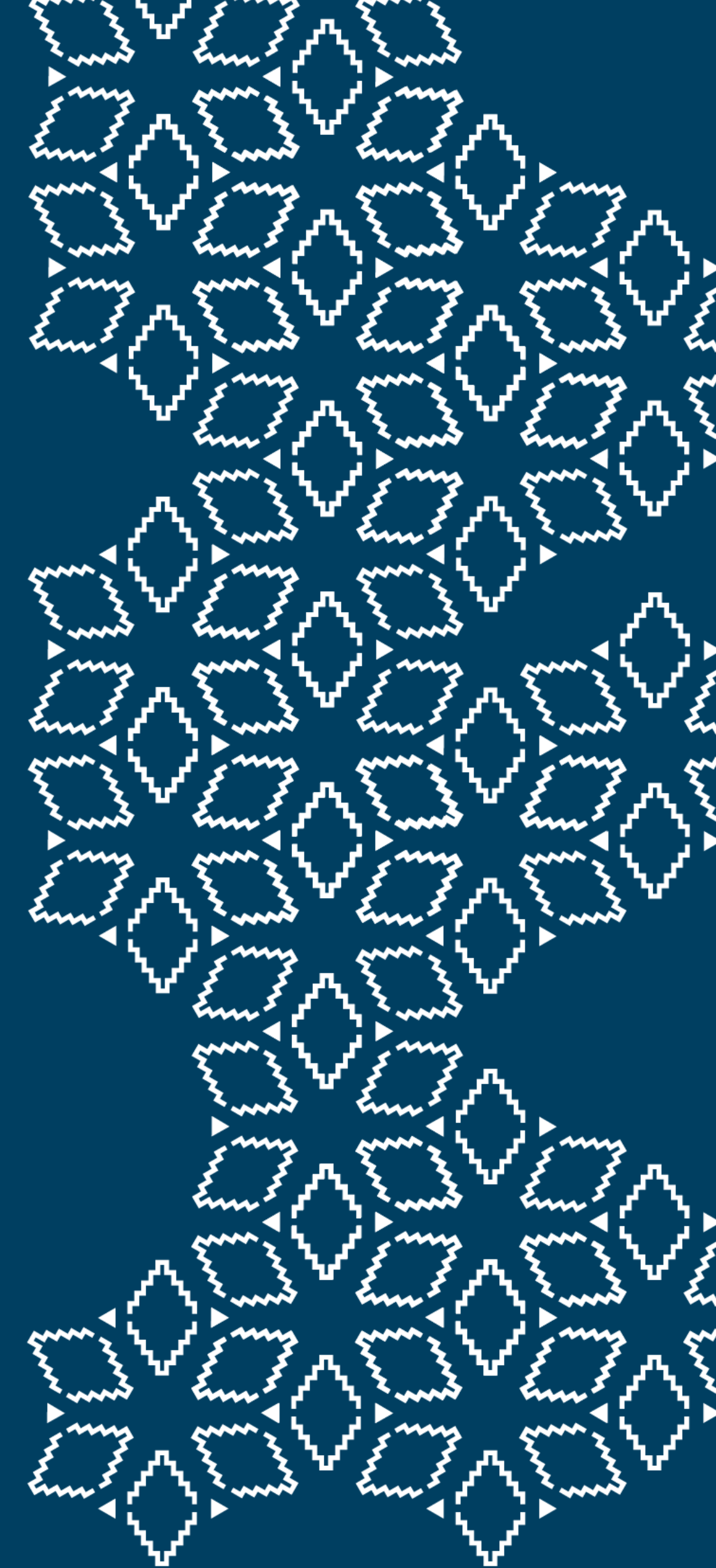


Press Trips

- Art Month Press Trip (Planning)
 - Purpose of Trip: Drive awareness of Bermuda's annual Art Month programming and other on-island cultural activities suited for fall travel and beyond
 - Destinations Scheduled to Visit Include: Hamilton Princess & Beach Club, Masterworks Museum, The Loren, Bermuda National Gallery, Hamilton, Bacardi Headquarters, Clarabell's, St. George's, Clearwater, Harbourfront, among other pending itinerary details
 - Attendees: Essence: Shelby Stewart, Observer: Christa Terry, Black Enterprise: Jeroslyn Johnson
 - Expected Coverage: *Essence, Observer, Black Enterprise*
- Dominique Jackson, Travel Noire, Topicals Brand Trip
 - Purpose of Trip: Immerse journalist in Bermuda's culture and the Topicals brand
 - Destinations Visited: Grotto Bay Beach Resort & Spa, Rosewood, Long Story Short Tour, etc.
 - Expected Coverage: Travel Noire digital feature and social media content about her experience on-island with the brand
- Rachel Torgerson, Cosmopolitan, IPT
 - Purpose of Trip: Provide a firsthand experience of The Loren for a hotel-focused story and familiarize the journalist with other attractions while on-island
 - Destinations Visited: The Loren, etc.
 - Expected Coverage: Inclusion in Cosmopolitan's first-ever Hot Hotels package

Press Trips (Continued)

- Flora Stubbs, Travel + Leisure, IPT
 - Purpose of Trip: Familiarize journalist with Bermuda's family-friendly attractions
 - Destinations Visited: Crystal Caves, The Swizzle Inn, Cambridge Beaches Resort & Spa, etc.
 - Expected Coverage: Travel + Leisure destination feature on family travel
- Karen Kelly, Associated Press/MSN, IPT
 - Purpose of Trip: Familiarize journalist with Bermuda's on-island attractions
 - Destinations Visited: The Rosedon, The Swizzle Inn, Village Pantry, Glass Bottom and Snorkel Excursion, Crystal Caves, Wahoo's Bistro & Patio and The County Games Cricket Tournament
 - Resulting Coverage: MSN, Associated Press Wire and 100+ syndications
- Allyson Johnson, National Geographic Books, IPT
 - Purpose of Trip: Familiarize journalist with Bermuda's on-island attractions
 - Destinations Visited: Blu, Bacardi Headquarters, etc.
 - Expected Coverage: National Geographic Book, *'100 Runs of a Lifetime'*



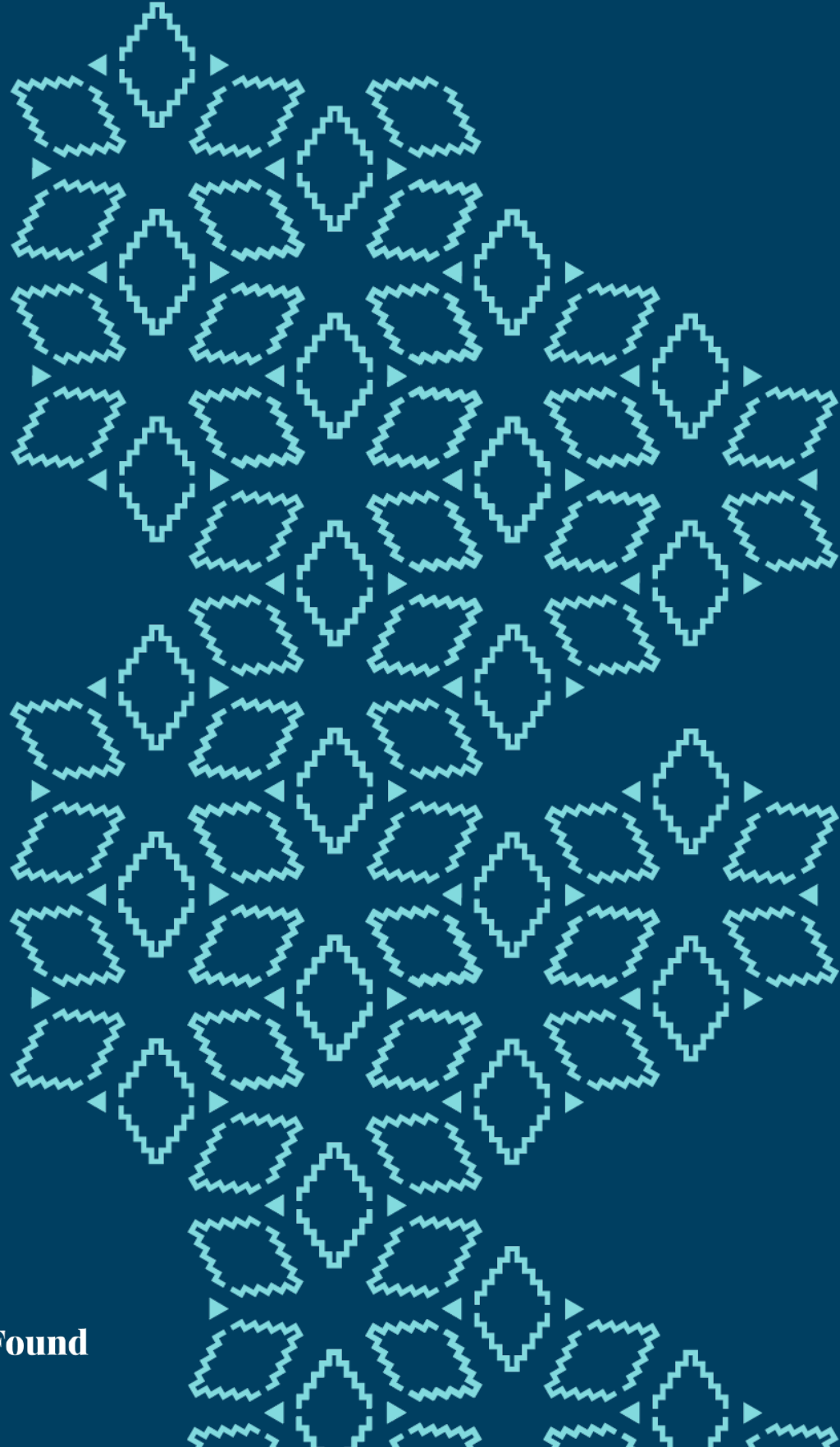
Press Pitches

- **Summer Travel in Bermuda:** Pitched Bermuda as an easily accessible place to visit throughout the summer, highlighting the island as "summer's best-kept secret"
 - **Results:** Dominique Jackson of Travel Noire expressed interest; and we converted her interest into attendance at the Topicals Press Trip in exchange for coverage
- **Cup Match/Emancipation Day/Mary Prince Day:** Pitched Bermuda's weekend-long celebration emphasizing the various cultural and historical aspects of the weekend such as Mary Prince Day, Cup Match, etc.
 - **Results:** Andy Frye, of Forbes wrote a feature story; Janee Bolden of BOSSIP republished content from her attendance at last year's FAM trip
- **Shoulder Season in Bermuda:** Highlighted the activities and seasonal offerings in Bermuda throughout September and October
 - **Results:** Brian Major of TravelPulse expressed interest in interviewing the Minister about travel trends and the island's efforts to attract Black travelers; we coordinated interview and provided a preparation document for the Minister, resulting in a feature story
- **The Blueprint of Bermuda:** In the wake of Hurricane Ernesto, we conducted outreach about Bermuda's resilient infrastructure and quick storm recovery, highlighting roofs, hurricane-proof homes, tank rainwater collection, limestone cisterns, etc.
 - **Results:** Andy Hirschfeld, Freelance (Fast Company) and Michelle Romano, FOX Weather expressed interest
- **Vegan Fest:** Shared the island's announcement of this year's event highlighting standout vendors and offerings
- **Endless Summer Sale:** Drafted and pitched the release announcing the return of the Endless Summer promotion
- **JetBlue's Boston to Bermuda Flight Extension:** Announced JetBlue's flight extensions, sharing relevant fall festivities and the Endless Summer deal as incentives to take advantage of the extended flight offerings

Additional Media Conversations

- **Kelly Clarkson Show – Brand Marketer Event:** BTA secured an invitation-only, pre-season event at NBC studios designed to connect marketers with integration opportunities
- **Vogue, AJ Gibbson:** Helped coordinate an on-island photoshoot and interviews for an in-depth story on Bermuda shorts; coverage ran in September
- **AFAR, Mark Ellwood:** Shared activity and accommodation recommendations for his recurring column on "Where to Go in December"
- **WCVB-TV "Chronicle", Sangita Chandra:** Planning begins for on-island shoot in Spring 2025
- **Luxury Magazine, Larry Olmstead:** Shared Pro-Am information and general Bermuda golf imagery for his upcoming coverage on destination Pro-Ams; coverage expected to run in Fall/Winter print issue
- **ARRIVED, Leila Najafi:** Scheduled a virtual coffee chat with Leila her to share Bermuda's offerings and general information

UK Activations



Key Metrics and Analytics – UK

July – September 2024

- Number of articles: 24
- Total reach: 108,588,848
- Earned Media Value: \$583,813

YTD

- Number of articles: 51
- Total reach: 160,284,137
- Earned Media Value: \$1,221,441

Key coverage themes included:

- Best winter sun destinations
 - Quiet Luxury
 - Best places to visit in March
 - Bermuda's Art Month
 - Bermuda's culinary tales
-
- Organised and held **22** media meetings with UK journalists to discuss pitching stories and press trip opportunities to ensure Bermuda remains front of mind

Media Coverage Highlights

Condé Nast
Traveller



INSPIRATION
The best winter-sun destinations
Here are the best winter-sun destinations to consider right now, from tropical islands to short-haul sunshine
BY OLIVIA MORELLI
1 August 2024

Publication: Condé Nast Traveller
MUU: 16,000,000
PR Value: \$15,907.00

CITIZEN FEMME

HOME TRAVEL STYLE BEAUTY CITIZEN ENFANTS
IN PARTNERSHIP WITH
THE RITZ-CARLTON
**Citizen Femme's
DESTINATION Diary**



Publication: Citizen Femme Newsletter
MUU: 80,000
PR Value: \$16,000.00

Media Coverage Highlights

The Telegraph
TRAVEL

10 beautiful places that are so safe people don't lock their doors (and none are in the UK)

Escape to a destination where life unfolds slowly, hospitality is warm, cars are few, and hustle-and-bustle is non-existent

Sarah Baxter

Related Topics
Green, Canada, Romania, Bhutan, Tasmania, Channel Islands

03 September 2024 1:10pm BST

128

X f D B



Life shows down in Sark, one of the 10 Channel Islands. Chris George

Sometimes, when everything gets a bit much, we'd all like to turn off the Wi-Fi, pack a steamer trunk and travel somewhere – or, rather, some *time* – else. While it's not true that “everything was better back then” (whenever “then” was), there's a strong appeal in immersing ourselves in a simpler world; places with a slightly old-fashioned feel, where life unfolds more slowly, people don't lock their doors, hospitality is warm, cars are few, hustle and bustle is non-existent and local culture endures in the face of globalisation. So, we scoured the globe to find the best spots for a relaxing bygone break.

Publication: The Telegraph Online

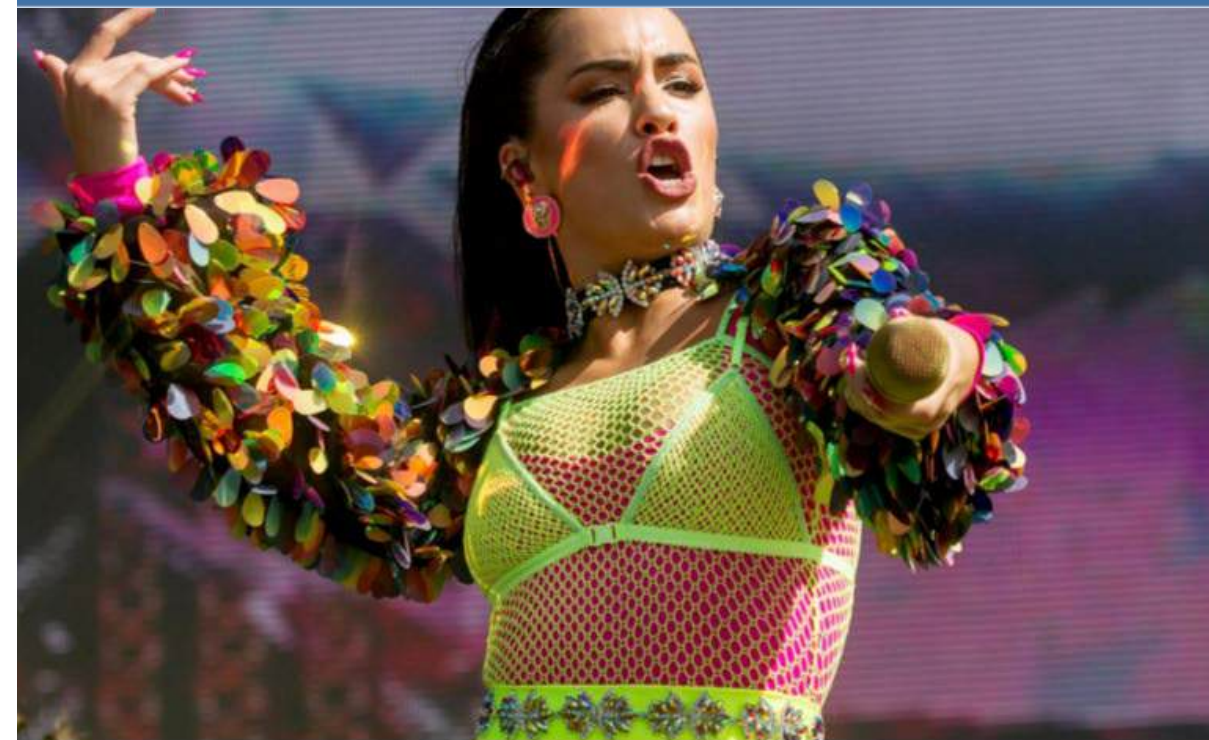
MUU: 24,886,000

PR Value: \$12,939.00

THE  TIMES

Where is hot in March? 14 destinations for a sunny break

From European getaways such as Malta and Greece to safaris in Malaysia and Botswana, sunshine seekers have plenty to choose from



II. Bermuda

Average temperature 20C

Further north than the Caribbean, low-key [Bermuda](#) is cooler in winter but begins to get hot in March. Usually from about halfway through the month, this island territory's land and sea temperatures climb and sunshine becomes increasingly frequent. That said, you'll still be there ahead of peak-season's price hikes, and in time to take on winter-focused golf courses. There's plenty else to do, from lazing on pink-sand beaches to scuba-diving. One definite destination to visit is the capital, Hamilton, where a beguiling fusion of British and American cultures await. Packing everything isn't a problem, either: Bermuda measures just 20 miles by two, with rental cars banned in order to protect its infrastructure and environment. Electric two-seat vehicles are the norm instead.

Publication: The Times Online

MUU: 2,605,082

PR Value: \$25,828.00

Press Pitches and Trips

Pitching

Themed pitches in Q3 in line with the current media landscape and trends included:

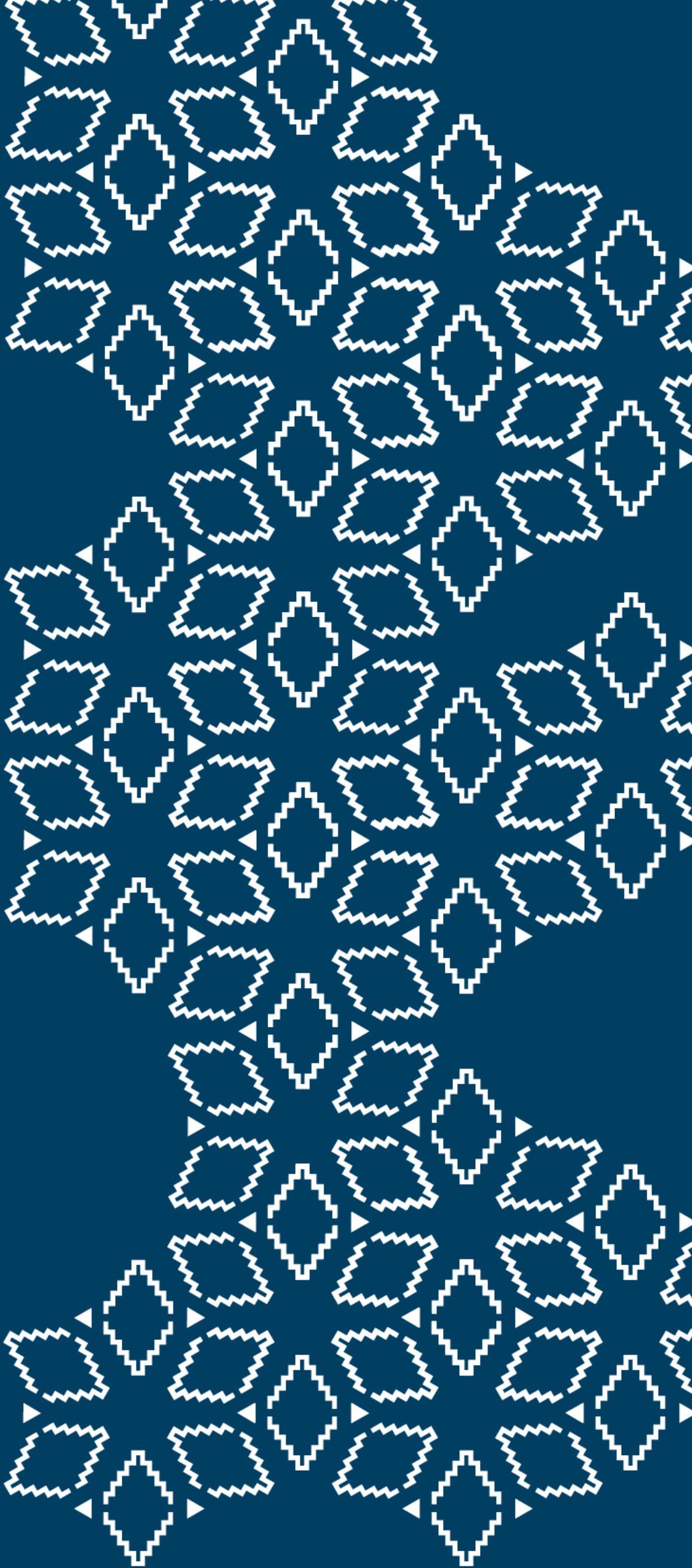
- Bermuda as a quiet retreat, highlighting the destination's cultural events and wellness offerings – Secured print national coverage of Bermuda as a quiet, luxury destination in *The Scottish Sun*
- Bermuda's Underwater Wonderland
- Dream superyacht destination
- Art Month – Secured print trade coverage in *Business Traveller*
- Bermuda as one of the best warm winter sun escapes – Secured online consumer coverage of Bermuda as a November winter sun destination in *Cosmopolitan* and *Yahoo Life*
- Bermuda's golfing scene
- Local Bermudian food – Secured online consumer coverage in *Lit Magazine*
- Nature Experiences in Bermuda
- The Beat of Bermuda – International Gombey Festival

Press Trips

- Freelance journalist Kaye Holland visited Bermuda from the 7th – 10th September, and stayed at Cambridge Beaches Resort and Spa
- Kaye will be writing a feature on Bermuda for *The Independent* and *The Telegraph*

Awards and Accolades

- Condé Nast Traveller Readers Choice Awards 2024
 - Bermuda voted as third best island out of 10 in the Caribbean & The Atlantic category with a score of 90.20
- The Travel Media Awards 2024
 - Bermuda voted as National Consumer Feature of The Year nominee as result of hosting Nigel Tisdall for *The Telegraph* in April 2024
 - Winner announced on 28 October 2024
- Wanderlust Travel Awards 2024
 - Bermuda nominated as the 'Most Desirable Island – Rest of the World'
 - Winner announced on 6 November 2024 during WTM



Community Engagement

We liaised with on-island partners for the below opportunities during Q3:

Formosa photoshoot

- Coordinated on-island photoshoot onboard Formosa Superyacht and liaised with various partners to execute

October group press trip:

- Worked with Bermuda Tourism Authority to curate a five-day itinerary for three media and one Hills Balfour escort
- Partners included Bermuda Heritage Tours; Masterworks; Woody's; H2O Sports; Swizzle Inn; Blue Hole Park, Rosewood Bermuda and Cambridge Beaches

Superyacht charter managers roundtable and FAM:

- Liaised with on-island partners to create a three-day itinerary for seven of the world's leading superyacht charter managers
- Partners included Hamilton Princess; Wahoo's; Rosewood Bermuda; Masterworks; BUEI and Wild Herbs N Plants of Bermuda

Continued to pitch news from partners and the community to national, consumer, and online media titles such as:

- Blue Hole Park as the perfect spot for cold water swimming
- Masterworks as the place to visit during Bermuda's Art Month
- Wahoo's as where to experience local Bermudian food
- Port Royal Golf Course as one of the best Golf courses in the world

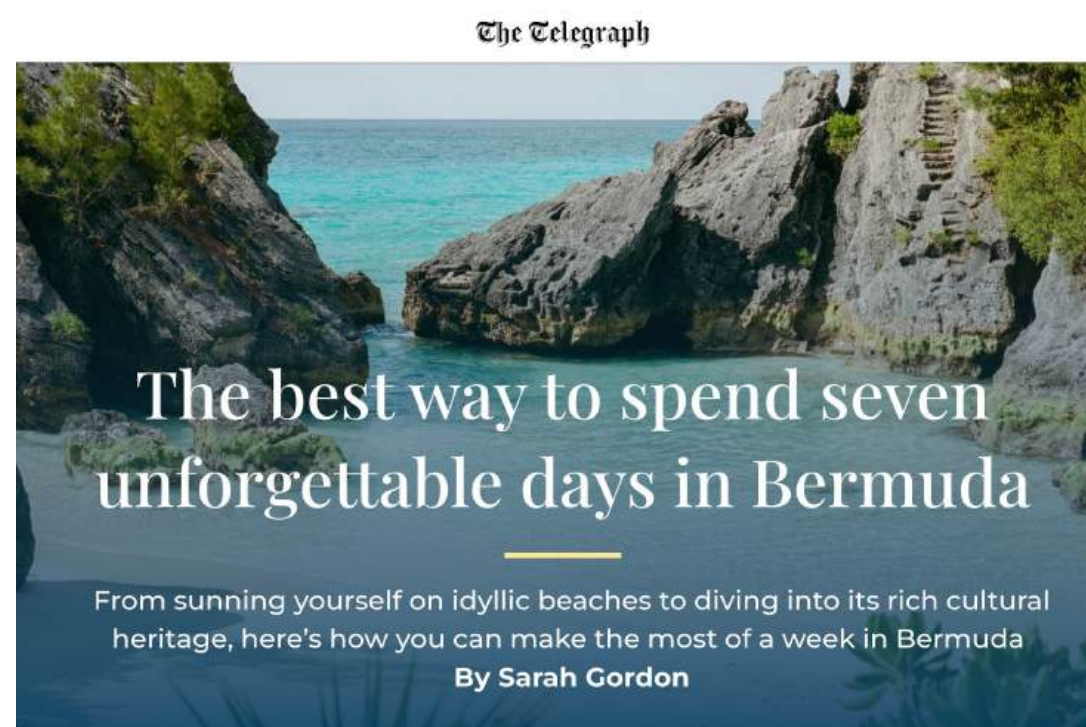
Consumer Marketing

Telegraph Luxury Campaign - Ended in July 2024

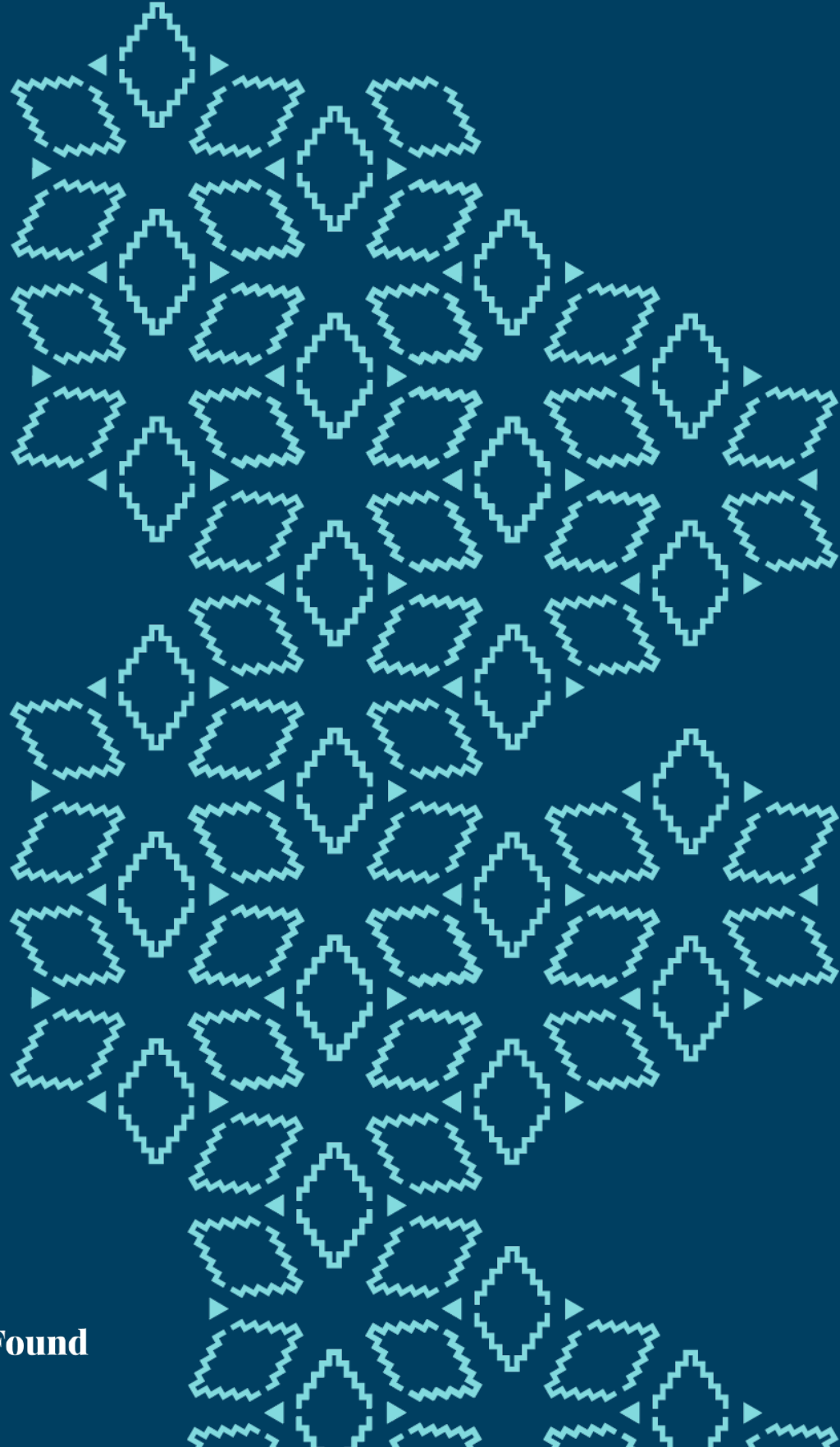
- Content campaign with 6 deep-dive articles on inspiring travel to Bermuda
- Long-form 7-day itinerary
- Digital display and native traffic drivers
- Campaign ended 30 July 2024
- Call to action with British Airways Holidays

Results

- BA spikes in booking activity in June and July when Telegraph activity was live
- BA flight bookings over the course of the Telegraph campaign were up 8% versus the same period in 2023
- During July, when the Telegraph campaign was live, was the first month this year that BAH were up in hotel package bookings YoY, with 233 room nights booked - up by 48% compared with July 2023.
- Bookings during the month of July for travel in December increased by 50% compared to 2023 figures.



Sales & Trade – UK



Trade & MICE Q3 Activity



JULY

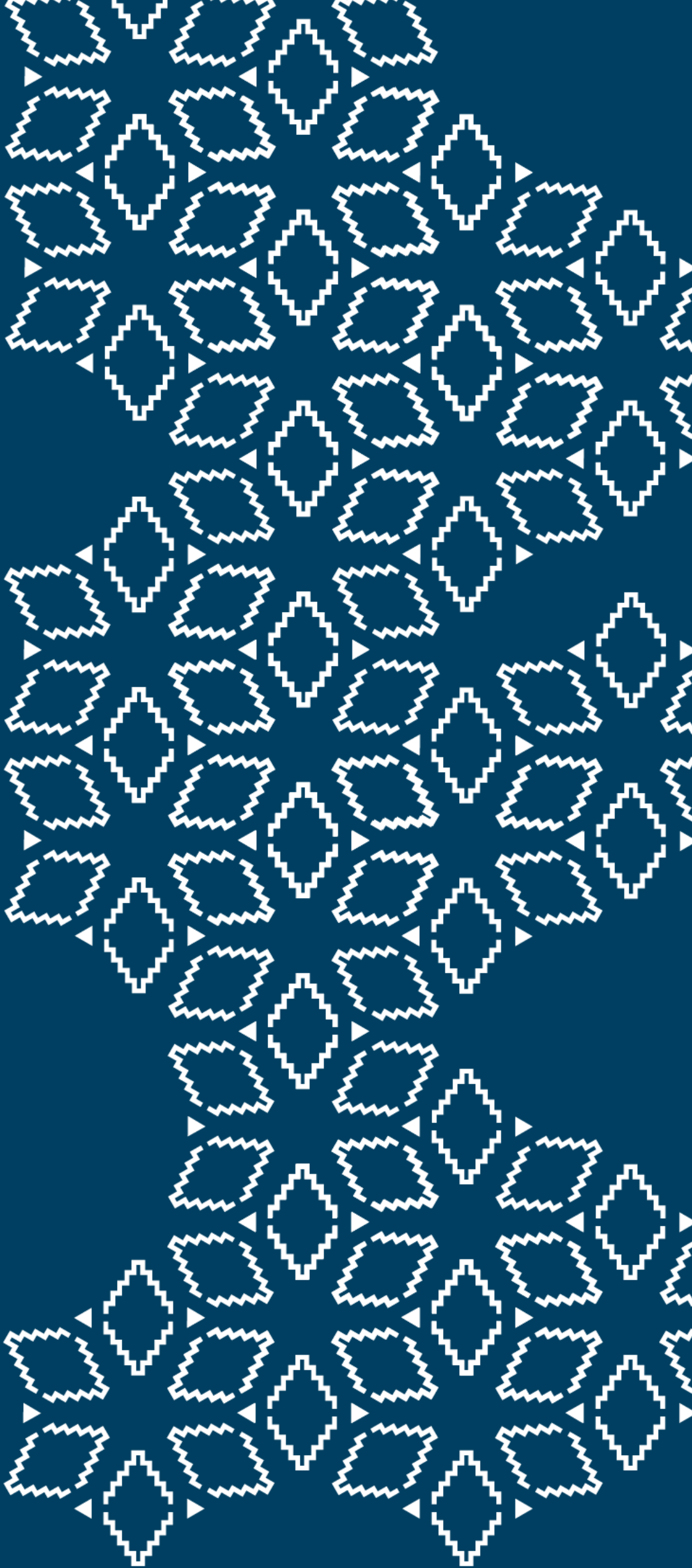
AUGUST

SEPTEMBER

Hablo Unplugged VIP trade event
TCTV Travel Counselors
Bermuda Buyers Dinner
MICE Showcase Event

Golf Travel Group
Invitational

Caribtours Campaign Live
Renaissance Events



Quarter Highlights

- New product launched with The Internet Traveller - twin packages with Canada and New York and promoted to their **50,000** strong database.
- New golf product launched with Golf Travel Group and Grotto Bay Beach. Creation of a 7 night for the price of 5 special packages.
- Attended Hablo training event in Manchester with over **70** agent attendees.
- Recorded a destination training session at the Travel Counsellors studio to be shared with their **2000** plus independent agent network.
- Participated as main sponsors for the Golf Travel Group Invitational at Carden Park, Cheshire. We had the opportunity to network with **100** sporting personalities, celebrities and golfers. The total followers of all attendees is over **10 million** uniques.
- Shared Endless Summer sale details with trade partners and on Hablo trade platform with our **4,600** plus page followers.
- Caribtours mixed marketing plan live to push Bermuda sales for the remainder of 2024 and Q1.
- Planning to secure WTM 2024 trade schedule, opportunities, event planning and details around our participation.
- Travelzoo is featuring five offers for September to October to assist in meeting the agreed upon 100 booking target.

Meetings, Training & Sales Calls

BTA UK held **39** meetings and sales calls with key tour operators and partners between July 2024 and September 2024. During this time we were able to provide key updates such as sharing Endless Summer Sale details with partners and agents, provide additional resources and find out how Bermuda was doing.

Key highlights:

- New product launched with The Internet Traveller - twin packages with Canada and New York and promoted to their 50,000 strong database.
- New golf product launched with Golf Travel Group and Grotto Bay Beach. Creation of a 7 night for the price of 5 special packages.

The UK team provided a destination overview to **70** agents between July 2024 and September 2024. This was achieved through various initiatives including in-person training events with partners and virtual training sessions.



New Product Launched with The Internet Traveller

The Internet Traveller specializing in multi-centre and long-haul holiday packages. They provide personalized travel experiences, allowing customers to combine multiple destinations into a single trip. We launched in Q3 and this was promoted to their 50,000 strong database.



Absolute Luxury NYC & Bermuda

08 Nights | Multi-Centre Holiday

- **Free Experience** - New York Harbour Lights Evening Cruise
- Explore New York City's iconic landmarks like Times Square, Central Park & the Statue of Liberty
- Relax on Bermuda's pink-sand beaches & soak up the sun

Price from
£2,919pp

[VIEW TRIP](#)



Falls to Paradise: Toronto & Bermuda Getaway

11 Nights | Multi-Centre Holiday

- Take a breathtaking day trip to the world-renowned Niagara Falls
- Relax on the pristine beaches of Bermuda at the Hamilton Princess & Beach Club
- Experience the very best of City & Beach exploration in one holiday

Price from
£4,059pp

[VIEW TRIP](#)

Caribtours Campaign

We began a mixed marketing plan with Caribtours to push Bermuda sales for the remainder of 2024 and Q1 2025

This high-end operator has invested in the destination, having made significant bookings following a fam trip earlier this year. They continue to be strong partners and by supporting this operator with marketing investment, we anticipate building on this and generating further success.

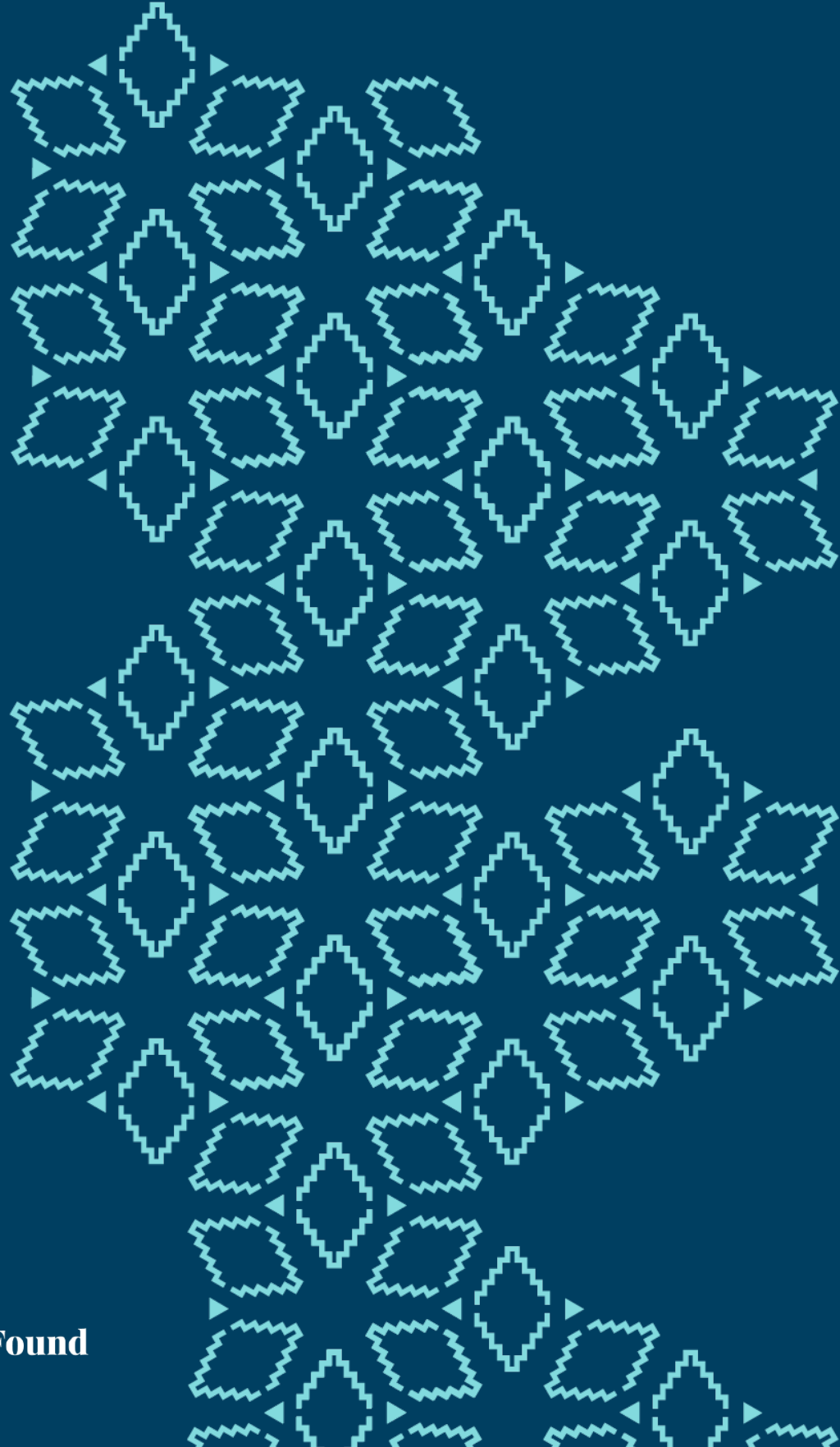
The campaign included

- Solus E-newsletter
- Attendance at two training evening events
- Destination Campaign Spotlight on Bermuda
- Caribtours Diamond Magazine Inclusion
- Point of Sale, Promotion Video for Agents
- Solus E-newsletter - Travel Agents Database
- The Luxury Travel Magazine
- Desktop Calendars



Website

Quarter 3 Report



Website Traffic

Total Site Traffic and Goals

- Overall website traffic was 995,558, which was down 9.5% over Q2, but up 32.6% YOY – meaning we minimized general seasonality downturns as we entered the summer months this year.
- This can also be seen with users, engaged sessions and pageviews which are all significantly up over 2023 performance.
- Organic search and cross network were top drivers of engagement with 73.5% and 76.2% respectively.
- Paid social (specifically Facebook) was a top driver of sessions, but continues to be one of the lowest performing engagement channels, accounting for almost 40% of sessions, but only 13.1% engagement rate.
- Top engaging content continues to be Inspiration articles

User Engagement

2024 Q3 Results (July 1 – September 30)

- 995,558 Website Visits (+32.6% YOY)
- 178,627 Desktop Users(+4.6% POP)
- 602,499 Mobile Users(- 10.9% POP)
- 33,572 Tablet Users(-1.2% POP)
- 1,478,152 Pageviews (+16.2% YOY)
- 794,075 New Users (+37.6% YOY)

Conversion Rates

Total Partner Referrals

- Profile Referrals – 15,059
- Deal Referrals – 6,198
- Event Referrals – 4,938

Total Partner Unique Pageviews

- Profile – 92,022 (16.4% CTR)
- Deals – 79,103 (7.83% CTR)
- Events – 41,005 (12.0% CTR)

Content Performance

Top Performing Content

Summer in Bermuda | 271,549 Users | 13.59% Engagement | 327,472 Pageviews

<https://www.gotobermuda.com/summer-in-bermuda>

Homepage | 101,613 Users | 39.92% Engagement Rate | 222,535 Pageviews

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

Canada | 54,099 Users | 24.71% Engagement | 70,449 Pageviews

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

Endless Summer | 32,081 Users | 31.08% Engagement Rate | 52,169 Pageviews

<https://www.gotobermuda.com/plan/deals/endless-summer>

Summer Fridays | 21,586 Users | 20.27% Engagement Rate | 29,194 Pageviews

<https://www.gotobermuda.com/bermuda-summer-fridays>

Campaign Analysis

Endless Summer

This fall, an endless summer beckons in Bermuda. Save up to 30% with our Endless Summer Sale (running August 26 through October 14) and discover why fall is the perfect time to visit. You'll enjoy balmy weather and find sublime natural beauty in everything from pink-sand beaches to lush, water-rich landscapes...

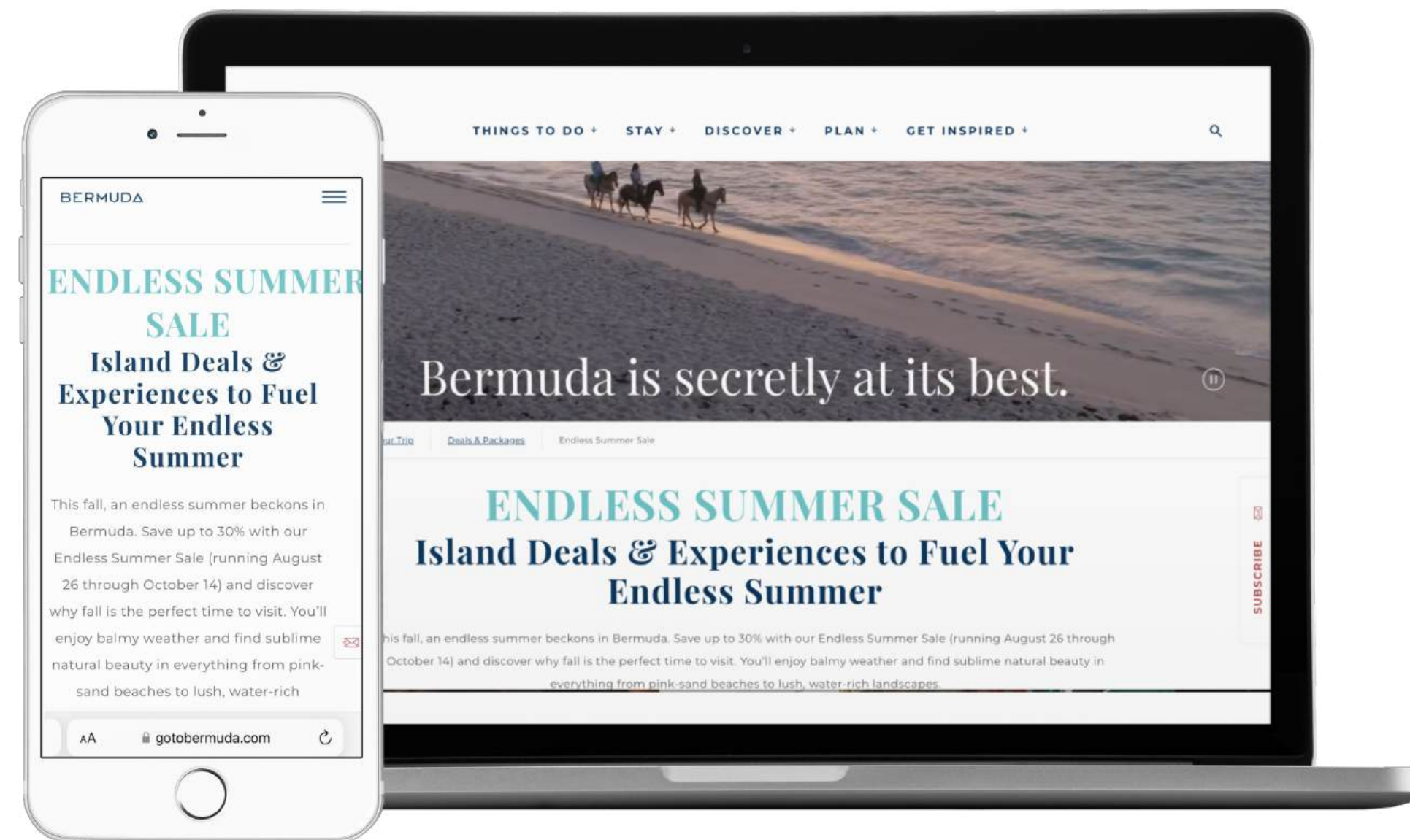
Dates: August 26th – October 14th, 2024

General Web Performance Overview:

- Visits: 47,119
- Total users: 41,386
- Engaged Sessions: 14,929
- Average engagement time: 1.48
- Engagement rate: 31.68%
- Partner link clicks: 4,205

Top Referrers:

- fb / paidsocial: 24,008
- Act-On Software / email: 6,418
- adgeniuity /Olv: 3,329
- ig / paidsocial: 2,823
- adgeniuity / native-video: 2,605
- adgeniuity / display: 2,094



New Pages Added:

Site Updates and New Content

- Promotional page and supporting content updates for Endless Summer
- Continued integration of new personalization opportunities inclusive of seasonality change (Bermuda in Fall personalizations).
- Menu Structure changes "Our Island" / Discover Bermuda and the inclusion of parish content
- Assisted with curation of new Super Yacht landing page (creative and development)
- Email Newsletter support and delivery
- 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 "/bta/" & inspiration content
- Technical improvements on-site to address: 4XX & 5XX internal links based on SiteImprove report, Schema, and Google Search Console opportunities.

Keyword Gap Analysis

- "Seasonal Itinerary" keyword opportunity research
- Article length recommendations and keyword opportunities
- Content opportunity research and recommendations
- Backlink profile management and gap analysis
- Content Initiatives with SEO Support

Content Support

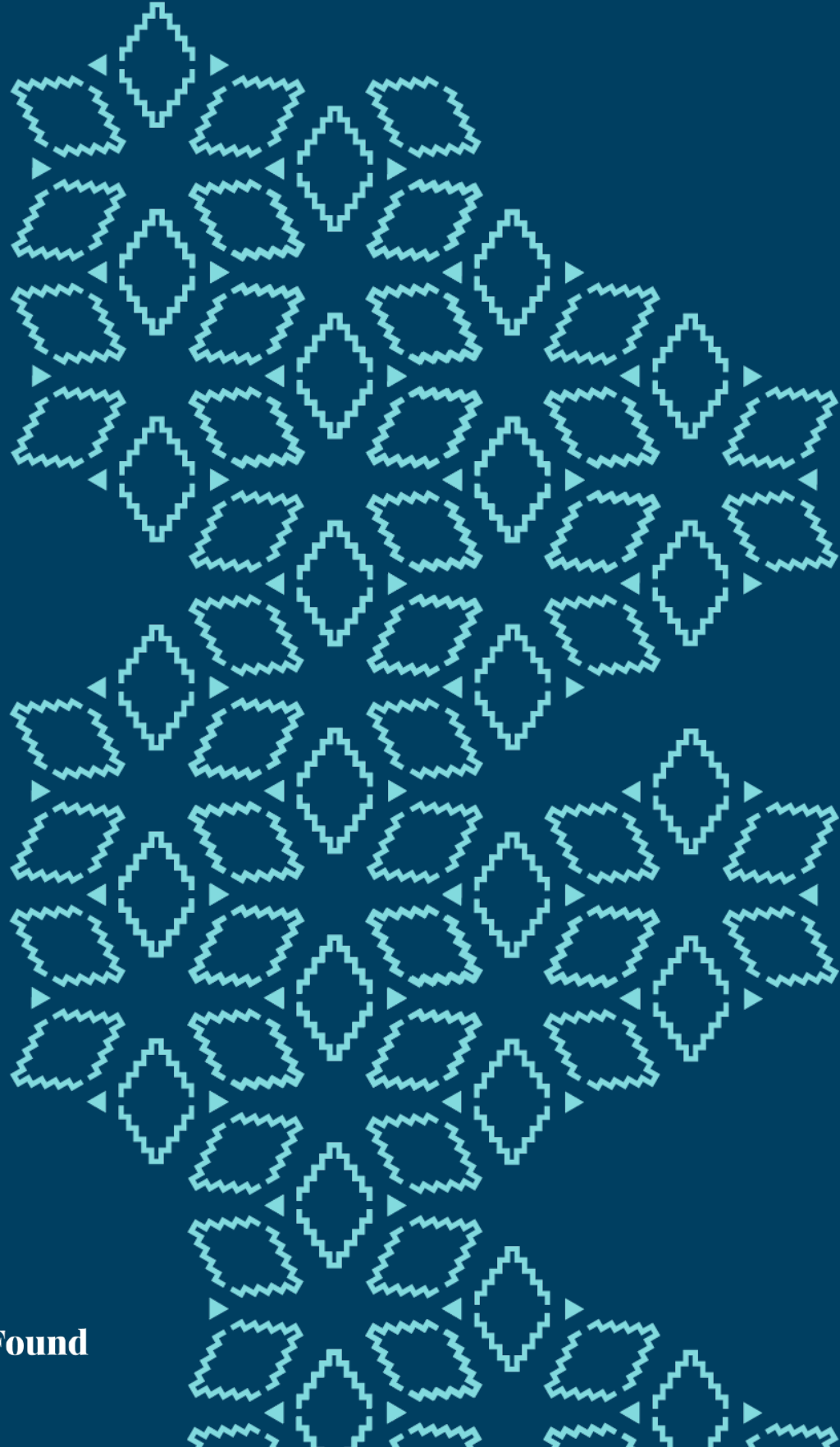
- FAQ section for the Dining/Nightlife page
- Content brief to guide new content creation
- SEO Support with specific Event and Sale pages
- "Bermudian Private Chefs" article page keyword research and optimization
- "Remote Work/Quiet Vacationing" keyword opportunities

Site Structure Improvements:

Ongoing Updates

- New touchpoints for email sign ups to help better support list building for email distribution
- Improved interest segmentation for email sign ups
- New menu structure introduced in conjunction with the Private Yacht content
- Continued optimization of Algolia AI search interface and Algolia conversion tracking
- Ongoing ADA scans and site improvements for enhanced usability
- Drupal 10 core updates to help support ongoing website health and sustainability

Social Media



Executive Summary

Social Media Q3 2024

A total of 525 posts were published across all channels in Q3, which grew our total audience by 4,868 (+1.5% PoP) to a total of 577,403 followers.

Q3 saw several key campaigns in market such as the Endless Summer Sale and “Summer’s Best Kept Secret”, which was our overarching storytelling campaign from May through September. Secret adventures, secret beaches, secret ingredients – we shared the secret sauce to summertime in Bermuda, and promoted that it’s all less than two hours from most East Coast cities.

Signature experiences continued to be a key theme across our social media channels, with the promotion of Cup Match, Vegan Fest, and Art Month. We collaborated with two vegan content creators, [Llyod Rose](#) and [Jasmine Duke](#), in August to highlight the island’s vegan-friendly offerings and the second-ever festival. This partnership has generated a total of 7.7K engagements, a reach of 169.3K and an EMV of \$206.2K to date, with the remaining of content from the campaign being published in Q4.

Additional key themes this quarter included Summer Fridays, Colourful Culture to spotlight Bermuda’s heritage and Cup Match, and golf getaways as we begin to promote the 2024 Bermuda Butterfield Championship.

The top performing cross-channel post was [this UGC photo](#) on Instagram, which highlighted fun facts about Bermuda’s architecture and its importance for hurricane preparedness.



Channel-Specific Metrics

Social Media Q3 2024

Q3 Facebook

In Q3 ,we published a total of 85 posts on Facebook.

The Summer's Best Kept Secret campaign produced a total of 141,268 impressions and 5,601 engagements.

The Endless Summer Sale produced a total of 105,048 impressions and 5,866 engagements on Facebook, while Vegan Fest generated a total of 26,493 impressions and 1,087 engagements.

The Art Month promotional posts saw a total of 12,201 impressions and 308 engagements.

The top performing post of the quarter was this [UGC reel](#), which supported the Summer's Best Kept Secret campaign and highlighted secret swimming holes on the island.



Q3 Facebook

	Q2 2024	Q3 2024
New page likes gained	+1,253	+618
Lifetime page likes	396,557	397,380
Engagements	136,909	126,213
Impressions	18,626,160	22,236,219
Avg. Engagement Rate	0.07%	0.06%
Total Link clicks	1,000	797
Paid Impressions	1,889,639	1,813,328
Total Paid Clicks	61,663	65,434
Click-Through-Rate	0.02%	0.02%
Cost Per Click	\$0.10	0.08%

Q3 Instagram

In Q2, 270 in-feed posts were published on Instagram, which was an increase of 92.9% PoP.

The Summer's Best Kept Secret campaign saw a total of 141,268 impressions and 5,601 engagements, while the Endless Summer sale generated a total of 241,578 impressions and 16,976 engagements on Instagram.

To promote the second-annual Vegan Fest, our organic performance generated 100,155 impressions and 6,172 engagements. The content creator partnerships for Vegan Fest generated 7.7K engagement, a reach of 169.3K and an EMV of \$206.2K to date on Instagram.

Art Month promotion launched in Q3, producing a total of 50,173 impressions and 4,244 engagements.

The top performing post of the quarter was this [UGC photo](#) which was published after Hurricane Ernesto passed. The copy spoke of the history and importance of Bermuda's unique architecture.

Q3 Instagram

	Q2 2024	Q3 2024
New followers gained	+2,879	+2,463
Lifetime followers	129,701	132,164
Engagements	139,137	134,200
Impressions	3,973,560	3,347,281
Engagement Rate	3.5%	4%
Story Replies	67	166
Paid Impressions	677,499	734,554
Paid Engagements	15,786	13,555
Total Paid Clicks	70,824	69,862
Cost Per Click	\$0.14	\$0.13

Q3 X

A total of 92 posts were published on X in Q3 of 2024.

The Summer's Best Kept Secret campaign generated a total of 6,370 impressions and 256 engagements, while Endless Summer produced a total of 3,558 impressions and 206 engagements on X.

Vegan Fest promotional posts saw 4,290 impressions and 134 engagements, and Art Month produced 1,304 impressions and 36 engagements within the quarter.

The top performing post of the quarter was [this Hurricane Ernesto update](#), which saw 5,016 impressions and 321 engagements.

Q3 X		
	Q2 2024	Q3 2024
New followers gained	+37	+135
Lifetime followers	31,480	31,615
Engagements	6,347	5,064
Impressions	142,554	101,943.
Engagement Rate	4.5%	5%

Q3 TikTok

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

Summer's Best Kept Secret saw a total of 268,810 impressions and 482 engagements, and Endless Summer produced 281,131 impressions and 741 engagements.

Vegan Fest promotion generated 13,831 impressions and 602 engagements on TikTok, while Art Month produced 30,192 impressions and 30 engagements.

The top performing post on TikTok was [this UGC video](#). The post promoted the Travel + Leisure itineraries, which was a paid partnership in Q3.

Q3 TikTok		
	Q2 2024	Q3 2024
New followers gained	+1,850	+1,401
Lifetime followers	7,046	8,449
Engagements	34,255	12,355
Total Video Views	3,735,118	2402,866
Total Comments	2,614	692
Engagement Rate	0.9%	0.6%

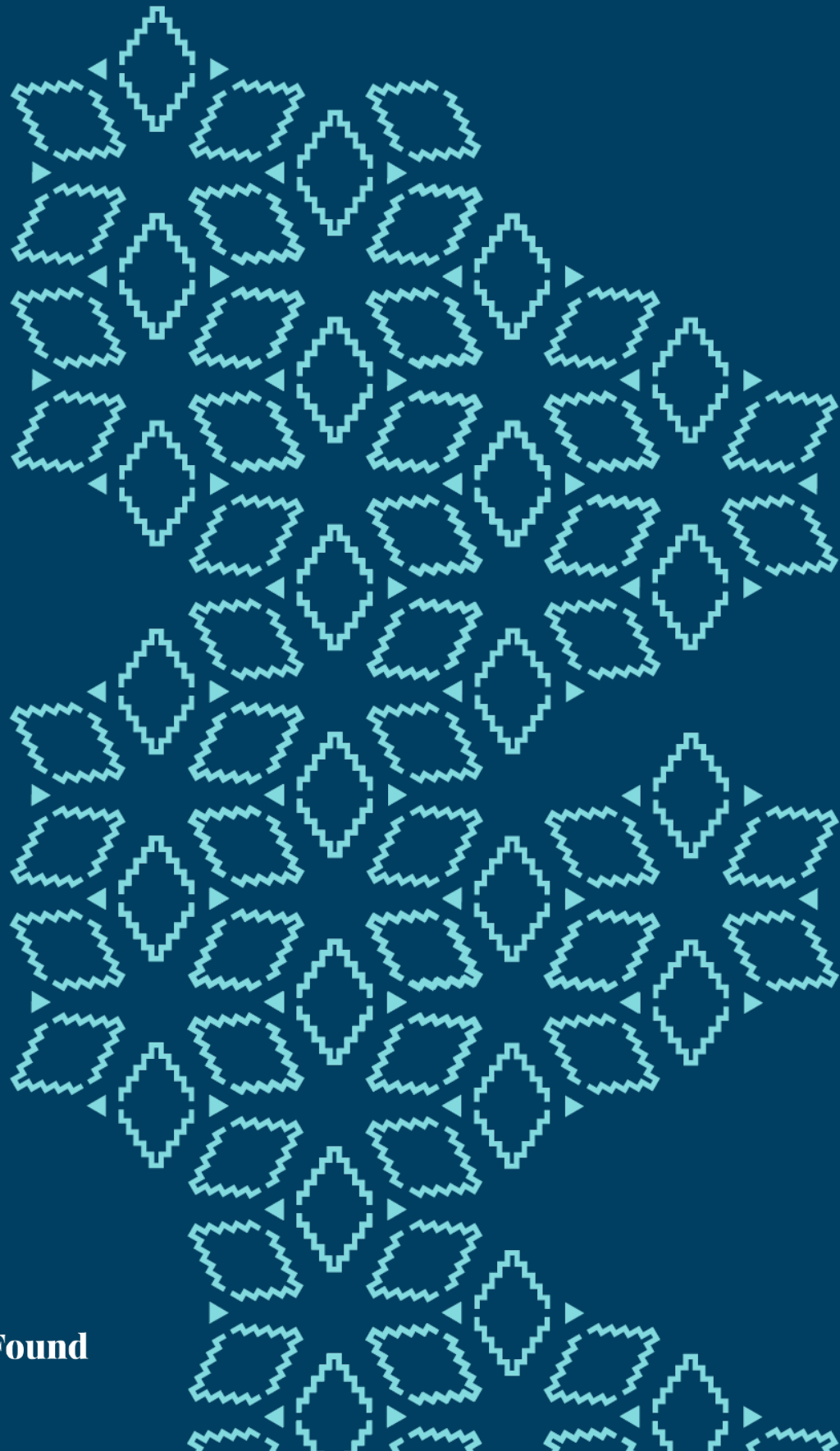
Q3 YouTube

We continue to see consistent growth on our YouTube channel by increasing our volume of content.

The top performing YouTube Short was [this owned video](#), which was published in 2022 and continues to drive impressions and engagements. The content saw 42,348 views organically.

Q3 YouTube		
	Q2 2024	Q3 2024
New subscribers gained	+221	+234
Video Views	317,001	332,969
Watch Time (Hours)	3,907	3,317
Total Engagements	1,711	2,408
Click Through Rate	3.6%	3.9%

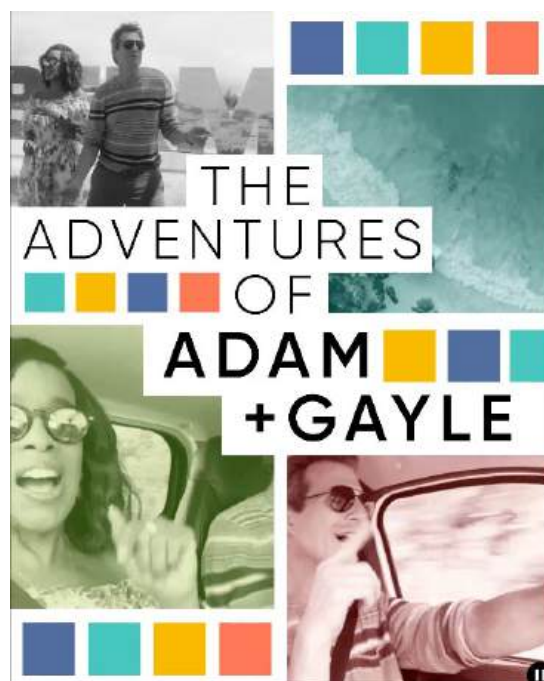
Local Production/Creative



Executive Summary

In Q3 2024, Bermuda Tourism Authority engaged Burnt House to execute and support a range of impactful marketing campaigns and production services designed to enhance Bermuda's global visibility. The work included:

- B2B photo and video campaign,
- Super Yacht promotion,
- *Bermuda Inspirers* YouTube series.
- PGA Golf advert
- Provided full production services for the *Adventures of Adam and Gayle* -Bermuda visit,
- Produced content for Vegan Fest, Bermuda Fest, and the BTA+ launch.
- Designed visual assets for the World Travel Market.



Campaigns

Photo & Video Campaigns

Super Yacht



Photo & Video Campaign

B2B



Photo & Video Campaign

Social Campaigns

Photo & Video Campaigns

Bermuda Inspires



Stratton Hatfield – Local Art Scene



Terryn Fray - Cricket Culture

Art Month



Nashon Hollis – Local Artist



Lisa Rego – Local Artist

Commercials

PGA Golf Commercial



Events

BTA Signature Events

Vegan Fest



Photography & Video Recap of Vegan Fest's celebration of plant-based living, offering a vibrant mix of food vendors, and wellness activities.

BeerMuda Fest



Photography & Video Recap of BeerMuda showcasing a live music food vendors and people sampling unique brews while enjoying the island's vibrant social atmosphere

BTA+ Launch



Photography & Video Recap of the launch of BTA+ the online learning platform that delivers industry related training and educational lessons.

Trade Show

Graphic design for all layouts and installations

World Travel Market



Design Content



ART MONTH
A BERMUDA EXPERIENCE

Color Fun Walk & Run

OCTOBER 27

St. David's
9:00 AM
\$45.00




ART MONTH
A BERMUDA EXPERIENCE

OCTOBER 1-31

Events, Workshops, Tours,
Exhibits & more!

Art Month FAM Itinerary
OCTOBER 17-20, 2024




BERMUDA
GoToBermuda.com



Be our guest at our Boston Travel Trade Luncheon

Join us for an exclusive luncheon tailored for travel advisors who specialize in luxury, leisure, and family travel. Experience the essence of Bermuda and discover why it's the perfect destination for your clients.

The Ritz-Carlton, Boston
10 Avery Street, Boston, MA 02111

Wed, September 13
12:00 PM - 2:00 PM

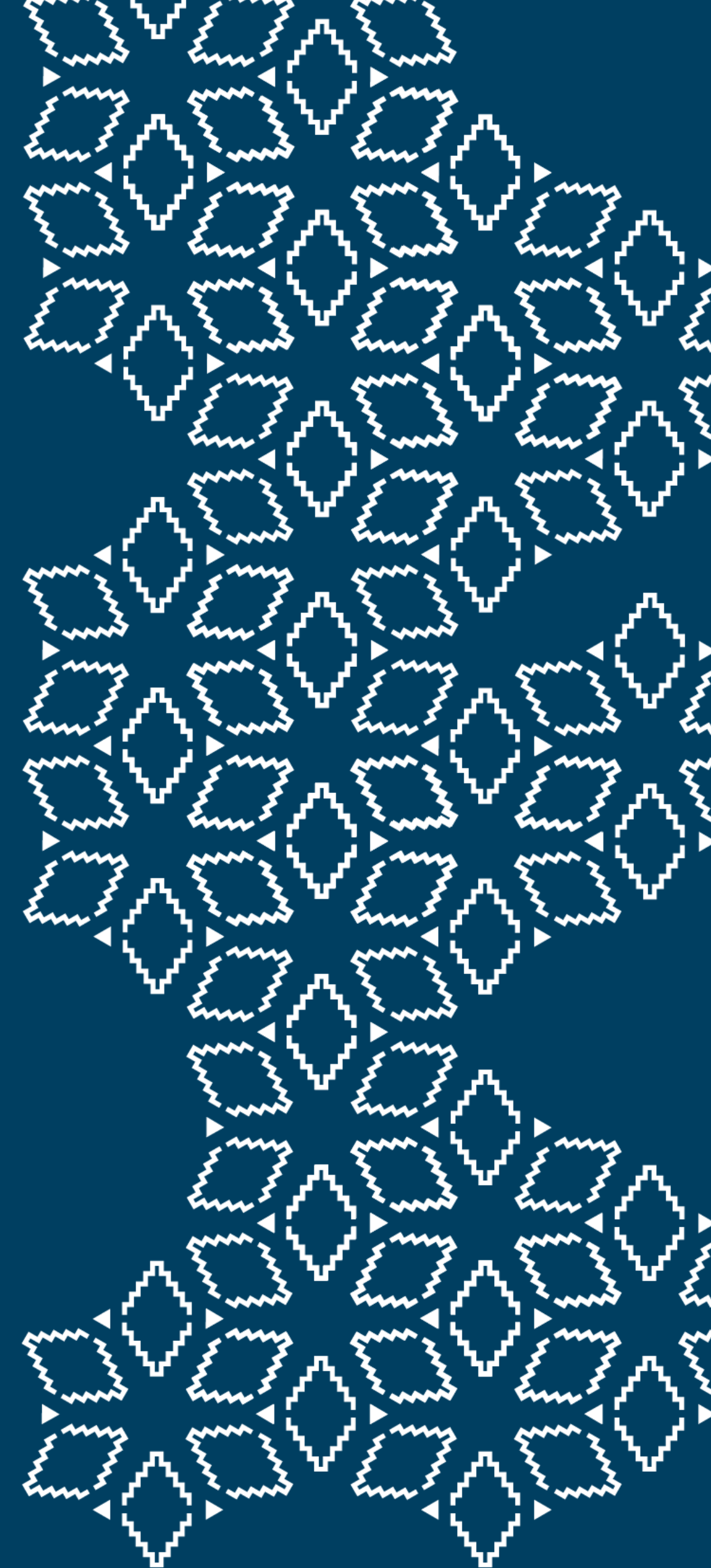
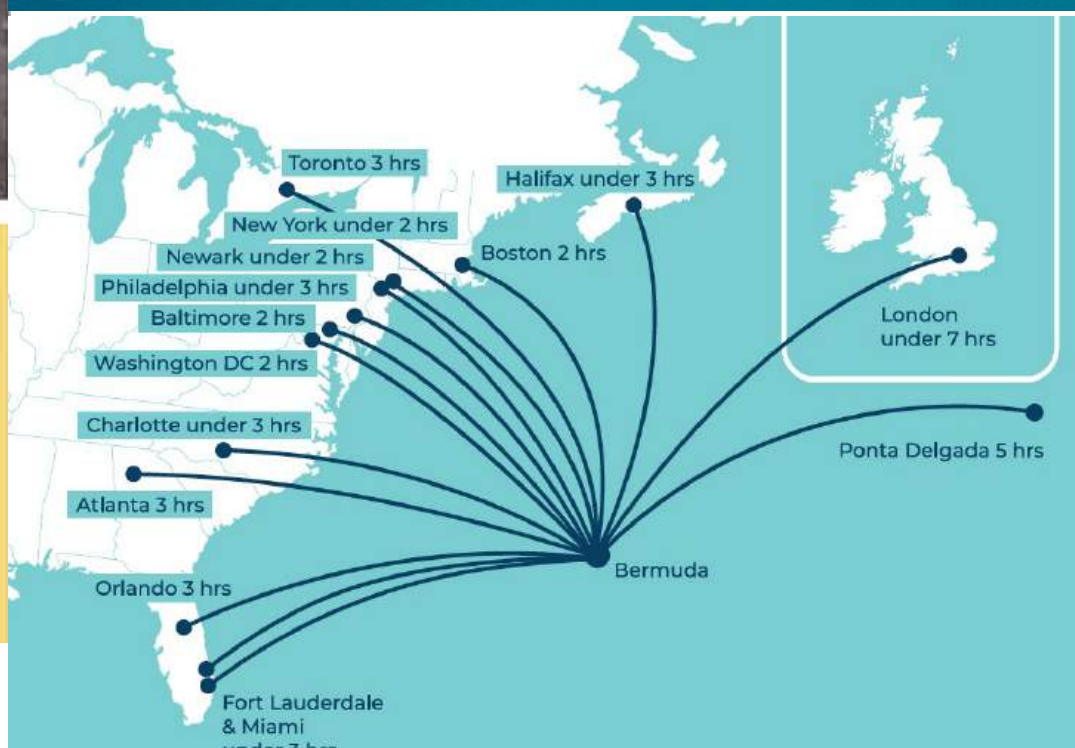
Please RSVP by
Wed, September 6, 2023

"The pink sand beaches are just the start. Let us tell you more."

BERMUDA
GoToBermuda.com



BERMUDA
GoToBermuda.com



Q3 Design Content



Celebrity Golf Invitational Sponsors Weekend Itinerary

FRIDAY, OCTOBER 4

Golf Play in the Bermuda Celebrity Golf Invitational
Tucker's Point Golf Course | 9:30 am – 3:00 pm
Dress Code: Golf Attire

Bermuda Celebrity Golf Invitational Dinner & Comedy Show
Rosewood Beach Club | 6:30 pm – 9:30 pm
Dress Code: Resort Chic

SATURDAY, OCTOBER 5

Golf play at Rafael Kid Corbin Golf Tournament
Port Royal Golf Course | 9:30 am – 3:00 pm
Dress Code: Golf Attire

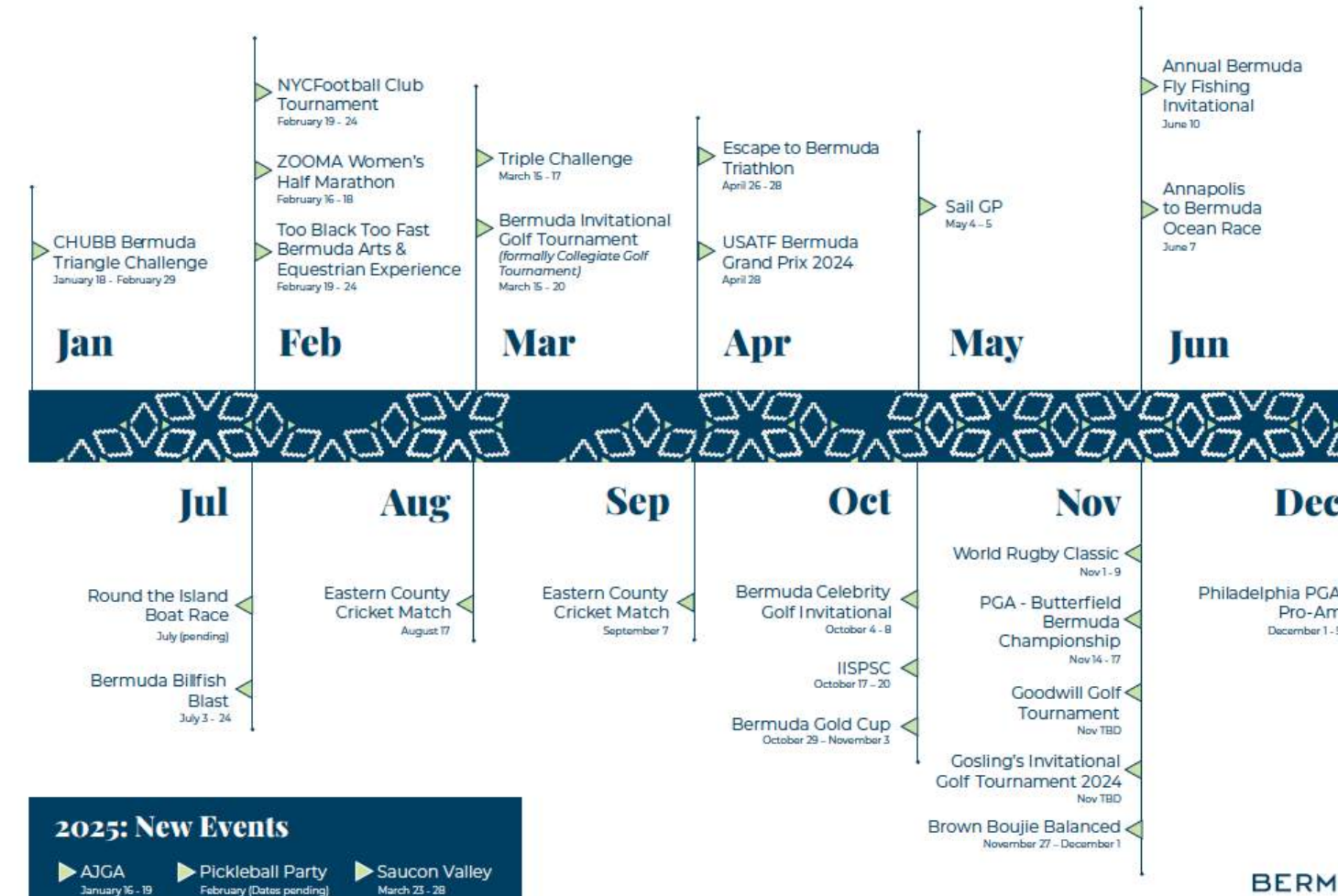
SUNDAY, OCTOBER 6

Sunday – Sunset Yacht Cruise
#5/6 Dock (City of Hamilton) | 5:30 pm – 8:00 pm
Dress Code: Yacht Chic



A Bermuda Experience
Celebrity Golf Invitational

2024 BERMUDA Sports & Sailing Events



2025: New Events

- AJGA January 16 - 19
- Pickleball Party February (Dates pending)
- Saucon Valley March 23 - 26

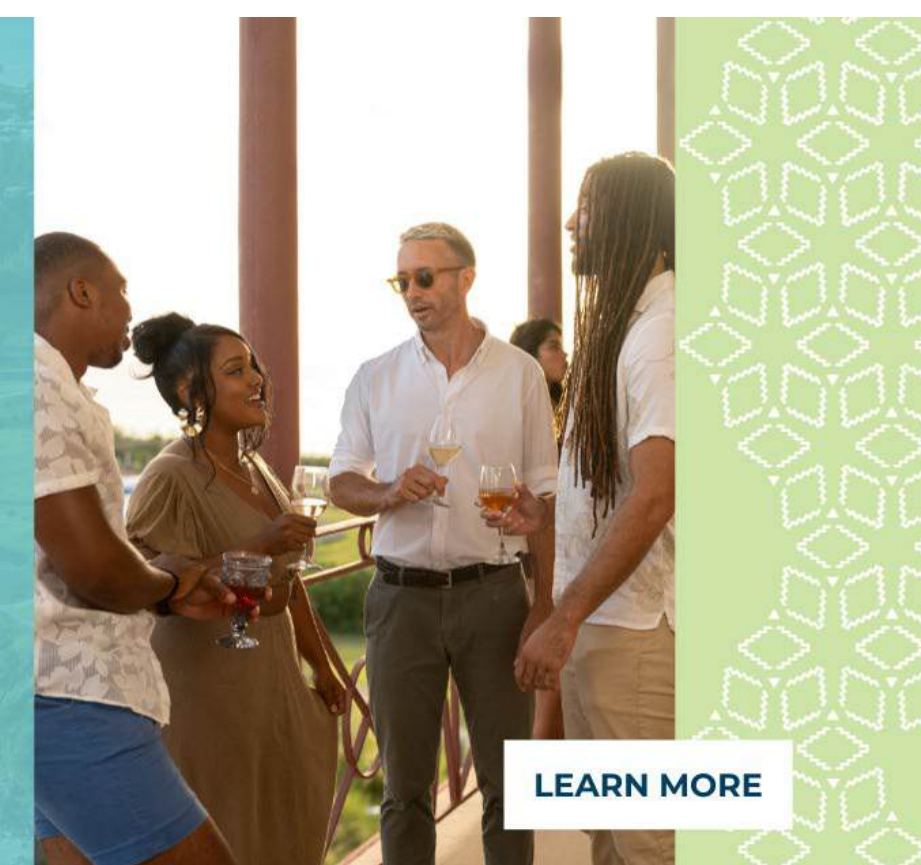
Join Us for a Special Lunch & Learn.

Explore the vital role tourism plays in promoting peace and understanding. The discussion will be on how tourism can serve as a catalyst for reconciliation and cultural exchange.

Date: September 26th, 2024
Time: 12:00 PM - 12:45 PM (Virtual)
Cultural Course on BTA+ Enhance Your DE&I (Diversity, Equity, and Inclusion) Knowledge

Why Attend?

- Expand your knowledge on tourism's role in promoting peace and understanding.
- Learn how to implement DE&I principles effectively in your professional setting.
- Connect with like-minded professionals and enhance your contributions to the industry.



[LEARN MORE](#)

Greener

Growing by being pink, blue + greener

Bermuda Ocean Prosperity Programme

- Our team has re-activated stakeholder meetings with the team at the Bermuda Ocean Prosperity programme.
- Combined input from the Tourism Standards & Training, Global PR and On-Island Corporate Communications Team has built out a BTA Action Plan to help promote Blue Tourism and support the aims of the NTP Greener Pillar.
- The BTA Action Plan is projected to be formally launched in Q4.
- Planning is underway for a partnership with CTO for the CNN Call to Earth Activation



Vegan Fest x Greener Collaborations

Sustainable Experience -

The 2nd Annual Vegan Fest was our most sustainable event yet.

We partnered with local sustainability company Redo to provide biodegradable plates, cups, napkins, and cutlery.

Recycling bins were strategically placed throughout the event, with volunteers on hand to educate attendees on sustainable practices and how they can help make Bermuda a greener island.

Additionally, we collaborated with environmental groups like Bermuda Is Love and utilised an electric train to transport attendees from parking areas to the festival, reducing our carbon footprint while enhancing convenience.



Infrastructure

Building Frictionless Experiences

Bermuda Visitor Service Centre

Updates on Visitor Service Centres – Hamilton, VSC

Relocation Plan:

- Actively researching a new location to occupy by January 2025.
- Meetings with facilities lead continue regarding co-existing at the proposed city location. Plan to be finalized by the end of the month.

Current Location Transition:

- VSC to be vacated by February 2025 and dismantled by May 2025.
- Dismantling to be completed by Smith Hauling Ltd., starting January 2025.



Bermuda Visitor Service Centre

Updates on Visitor Service Centres
ST. GEORGE'S & NEXT STEPS FOR ALL VSC'S

ST GEORGE'S VSC

Enhancements

- NCL Information Desk at Hunter's Wharf was completed
- Waking tours from the VSC continued

Renovations:

Minor renovations and enhanced cleaning scheduled to begin in December.

• KEY NEXT STEPS:

- Transition Hamilton VSC operations while maintaining service quality across all locations during the relocation process.
- Address renovation and seasonal adjustments to ensure visitor satisfaction.



Local Involvement

Growing through people.

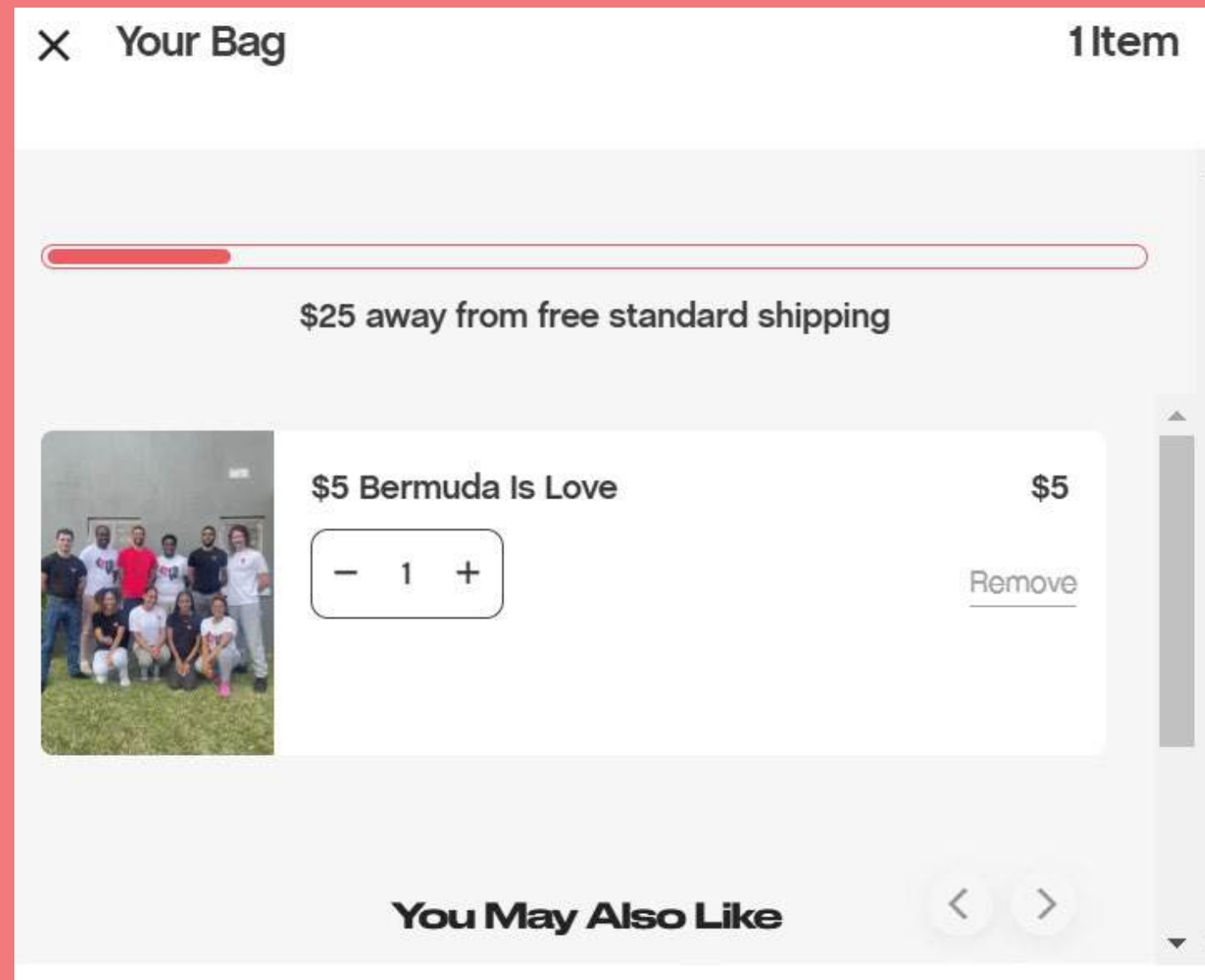


Elevating Service Standards & Developing Training Opportunities

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.

Community Impact



Topicals Content Creator Partnership

- Topicals is one of the fastest-growing skincare brands at Sephora USA,. The BTA partnered with Topicals to support the brand's second content creator programme in Bermuda.
- In addition to the media and economic impact generated from the content partnership programme, the collaboration also extends to the local community, with Topicals presenting a \$5,000 donation to the local non-profit *Bermuda Is Love*.
- This is an example of the ways in which our partnerships impact community-driven initiatives on the island, further cementing the ties between tourism and community.



New Initiatives

AnchorBDA Program Transition

• **Program Enhancement:** Transitioning AnchorBDA to a self-paced format in response to participant demand.

• **Actions Taken:**

- Converted six courses into flexible, self-paced modules.
- Partnered with Eleven Labs for engaging, high-quality recordings.
- Retained compelling storytelling through expert consultation.

Launch Date: October 2024 – increasing accessibility and participant convenience.



New Initiatives



City & Guilds Accreditation Update (Q3 2024)

•**Goal Achieved:** Completed the comprehensive accreditation process for City & Guilds.

•**Key Actions:**

- Reviewed curriculum, training materials, and assessment methods.
- Compiled staff credentials, program evaluations, and prior improvements.

•**Outcome:** Reinforces commitment to delivering high-quality, internationally recognized education.

•**Next Steps:** Awaiting Q4 confirmation of approval.



Education & Training

Local Involvement – Tourism & Education Initiatives

- World Tourism Day (26 Sept):

- Theme: "Tourism and Peace."
- Lunch & Learn emphasised AnchorBDA's role in fostering inclusivity and cultural ambassadorship in Bermuda's tourism.



Education & Training



Local Engagement – SCARS Training Participation

- **Team Development:** 15 BTA team members participated in SCARS training to enhance awareness of child abuse prevention.
- **Key Driver:** Engagement with schools, including a recent MOU for Bermuda's Signature Schools, underscored the importance of extending training to the entire team.
- **Impact:**
 - Supports Bermuda's only child sexual abuse prevention charity.
 - Equips staff to recognize signs of abuse and respond appropriately.
 - Aligns with BTA's mission to foster safer, more supportive community environments.



Education & Training



Local Involvement – PeerForward Collaboration

- **Event Highlights:** Participated in a training session with Peer Leaders from The Berkeley Institute and Cedarbridge Academy, alongside teachers and stakeholders.
- **Focus Areas:**
 - Empowering students in financial planning, networking, and exploring local education options like Bermuda College.
 - Insightful discussions on career aspirations and available resources.
- **AnchorBDA Integration:** Introduced Peer Leaders to AnchorBDA, equipping them with skills to enhance their personal and professional journeys.
- **Shared Mission:** PeerForward’s student empowerment model complements BTA’s efforts to prepare young Bermudians for success and leadership.



Education & Training

Local Involvement – Supporting Career Development

•Job Search & Professional Skills Courses:

- Free resources provided to the Government's Dept of Workforce Development and patrons of charity, HOME.
- Focused on job search strategies (interview prep, networking, social media) and professional growth (leadership, communication, decision-making).
- Tailored resources for aspiring entrepreneurs (business planning, marketing, financial management).

•**Stakeholder Collaboration:** Shared courses with Workforce Development, BEDC, and HOME, aligning with their community support missions.

Local Involvement - Cornell

Case Study

- *Bermuda Unveiled* case study with Master Class students explored strategies to enhance Bermuda's year-round destination appeal, guided by the National Tourism Plan.
- The programme connected hospitality students to local Cornell alumni and stakeholders eg Skyport in the hospitality industry.



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 measureable 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](#)

Student & Teacher Engagement

Community Education & Training

•Hospitality Skills = Life Skills:

- Reintroduced for ages 8–12 in Family Studies curriculum.
- Emphasized hospitality as essential for career and personal development.
- Delivered by industry volunteers to P4, P6, and M2 students.

•Teacher Professional Development:

- Introduced an updated Hospitality & Tourism curriculum for M2 Business Studies.
- Explored Bermuda's tourism history, cultural significance, and economic impact.
- Equipped teachers to inspire students to explore diverse tourism careers.

AnchorBDA Stakeholder Event

The Cloud, Hamilton, Bermuda

•Highlights:

- Showcased programme benefits to partners, fostering connections.
- Positive reception: Several attendees became AnchorBDA Specialists.
- Reinforced the programme's value for skills development and industry impact.





Travel Specialist Engagement - Bermuda Destination Training

Development of Travel Specialist Training – "Bermuda Bound"

•Programme Overview:

- Custom-designed for travel advisors, with City & Guilds Assurance pending.
- Highlights Bermuda's unique selling points, culture, and history.

•Key Features:

- Focus on "*Lost Yet Found*" campaign.
- Equips advisors to create personalized, unforgettable client experiences.
- Emphasizes exploring Bermuda like a local to discover hidden gems and extraordinary moments.

Stakeholder Relations

Launch of Video Format through the Mid-Year Tourism Report release

Objective:

- Enhance public access to Bermuda's quarterly tourism measures through a dynamic video format, complementing the traditional press release.

Distribution:

- Shared on digital and electronic news platforms.
- Fixed placement secured on ZBM TV channel for broader reach.

Highlights:

- Engaging 6-minute video detailed Bermuda's Tourism Industry performance.

Lessons Learned:

- Stakeholder feedback praised the new format.
- Vimeo viewership limited to subscribers and media reach.
- Video length not optimized for social media sharing.

Future Enhancements:

- Develop shorter, social media-friendly versions.
- Launch a dedicated YouTube channel for corporate communications to expand audience reach.

BTA Leadership & Partner Inclusion: Collaborate with industry partners to co-create content and amplify reach across their networks.



Innovation

Think like a visitor



Culinary Experiences

Vegan Fest 2024

OVERVIEW

This year marked Bermuda's 2nd Annual Vegan Fest, celebrating our island's diverse culinary scene. With the trend towards healthy, plant-based dining on the rise, Bermuda is positioned as a premier culinary destination for travellers looking for innovative and health-focused food options.

The festival showcases our vegan chefs, food trucks, and dining establishments to a global audience, highlighting Bermuda as a vibrant destination for culinary tourism

Held on the North Lawn in Dockyard, Vegan Fest's location near the cruise ship terminal maximised foot traffic, drawing in passengers and helping us reach new visitor engagement targets.

VISITOR IMPACT

Using a virtual tracking app, we recorded **600 visitors** (15% of our engagement goal for all our signature experiences) out of a total attendance of 4,000.

Vegan Fest x Content Creators

Royal Naval Dockyard, Sandys

Renowned Philadelphia-based content creator Jasmine Duke (pictured), attends vegan festivals globally, and praised Bermuda's Vegan Fest as an “unmatched experience”. She highlighted its seamless organisation, diverse offerings, and vibrant atmosphere and amplified the experience on her channels.

Duke was joined by Canada-based vegan chef, author and popular Canada-based content creator, Lloyd Rose @plantcrazii.

By attracting global influencers, Vegan Fest enhances Bermuda’s visibility as an international culinary hotspot



Vegan Fest x National Tourism Plan

Sandys, Bermuda, August 2024

ALIGNMENT

Vegan Fest supports Bermuda's National Tourism Plan by aligning with key pillars:

- **Innovation**: Embracing health and wellness trends, catering to visitor interests.
- **Local Involvement**: 90% of vendors are local entrepreneurs and small business owners.
- **Environmental Awareness**: Promotes a greener, health-conscious lifestyle.
- **Global Visibility**: Boosts Bermuda's image as a progressive, innovative destination.

CONCLUSION

Bermuda's 2nd Annual Vegan Fest has reinforced our island's reputation as a premier, innovative culinary destination.

With a strong focus on health trends and entrepreneurship, the event successfully attracted visitors and enhanced awareness of Bermuda's diverse dining options.

Through strategic alignment with our National Tourism Plan, Vegan Fest continues to drive value, engagement, and global visibility.



Culinary & Craft Experiences

Beermuda

Devonshire, Bermuda – September 2024

Event Summary:

- A vibrant, multi-day festival celebrating Bermuda's craft beer culture.
- **Dates:** September 27–28 (Inaugural Event).
- **Activities:**
 - Beer tastings, brewery tours, food pairings, and live entertainment.
 - Family-friendly and immersive experience showcasing Bermuda's craft scene and culinary offerings.
- **International Visitors:** 30 (including brewery teams and musicians).
- **Total Participants:** 2,400 over two days.



Bermuda

Alignment with National Tourism Plan

Strategic Fit:

•Target Segments:

- Appeals to "Experience Enthusiasts" and "Active Families."

•Key Pillars Supported:

- **"Awareness & Relevance"**: Highlights Bermuda as a vibrant destination for locals and visitors.
- **"Local Involvement"**: Engages local breweries, musicians, and vendors to strengthen community ties.
- **"Year-Round Appeal"**: Expands Bermuda's entertainment offerings outside of traditional peak seasons

Beermuda

Notable Highlights

- **Positive Reception:** Attendees praised Beermuda as one of Bermuda's best festivals, enjoying the beer variety, food options, and family-friendly atmosphere.
- **Entertainment:**
 - Visiting artist **Chris Bullard** and local bands delivered exceptional performances.
 - Live music and DJs contributed to a high-energy, inclusive experience.
- **Hospitality:** Visiting breweries and musicians commended Bermudian hospitality, calling Beermuda one of the best beer festivals they've attended.

Looking Forward:

- **Next Festival:** June 27–28, 2025 (post-school term to attract families and avoid hurricane season).
- **Expansion Goals:**
 - Market internationally to beer and music enthusiasts.
 - Collaborate with Bermuda Tourism Authority to make Beermuda an annual flagship event.
- **Community Support:** Strong participation from Bermudian vendors underscores local enthusiasm and commitment to the festival's success.

Teams & Groups

Growing through groups.



Group Sales & Travel Trade

Q3 Group Sales Overview (North America)

Definite Groups:

- 4 Definite Leads
- 549 Contracted Room Nights
- 170 people
- EEI \$593,071.00

Tentative Groups:

- 80 Tentative Leads
- 30,051 room nights
- 11,713 people

Travel dates range: October 2024 – December 2027

Group Sales

Virtuoso Travel Week

August 7, Alexandria, VA

This event hosted by CVBReps DMV attracted 135 planners and allowed for CVBs/ DMO to connect for an afternoon of networking.

Potentials: Bermuda is being considered for two 2026 groups sourcing a destination for their annual meetings.

Virtuoso Travel Week

August 10-16, Las Vegas, NV

The largest industry travel event for Travel Advisors and Suppliers. Bermuda conducted sixty-four (64) 1:1 appointments with over 100 travel advisors. In addition, we hosted a cabana networking event with our hotel partner, Hamilton Princess.



Group Sales

Event Recap: CCRA PowerSolutions DC

August 27, Tysons, VA

Overview:

Top suppliers came together to build connections and strengthen partnerships in a focused, interactive setting. The event supported travel business growth through valuable discussions and practical training.

Key Highlights:

- Collaborative Networking:** Suppliers and attendees exchanged insights and explored offerings in a productive environment.
- Industry Insights:** Expert-led discussions provided fresh perspectives and innovative ideas.
- Hands-on Training:** Suppliers delivered actionable training to enhance attendees' business strategies.
- Supplier Trade Show:** The evening featured a showcase of diverse offerings from industry-leading suppliers.
- Exciting Prizes:** The event wrapped up with a raffle, leaving attendees on a high note.

This event reinforced professional growth and fostered a stronger travel industry network.

The banner features a background image of a modern building with a colorful geometric overlay. At the top left is the PowerSolutions logo (a star in a circle) and the text "PowerSolutions CCRA LIVE REGIONAL EVENTS". At the top right is the CCRA logo (a star in a circle) and the text "ccra™ TRAVEL COMMERCE NETWORK". The main text reads "JOIN US IN DC!" in large white letters, followed by "PowerSolutions" in a bold white font, "Hyatt Regency Tysons Corner Center" in a smaller white font, "Washington, DC" in a smaller white font, and "AUGUST 27, 2024" in a bold white font. A red button with white text says "REGISTER NOW". At the bottom right, it says "PRESENTING SPONSOR" and "DISCOVER" above the "Puerto Rico" logo.

Group Sales

Destination Caribbean (NorthStar Meeting) – Nassau, Bahamas

Event Details:

- Dates: September 4–7
- Venue: Atlantis Convention Center, Nassau, Bahamas

Highlights:

- Purpose: Hosted qualified meetings and incentive buyers with top locations/destinations.
- Engagements: 20 one-on-one scheduled appointments with vetted buyers.
- Focus: Buyers sought information for mid-2025 through 2027 events.

Outcome:

- Potential Opportunity:
 - Destination: Bermuda
 - Target Year: 2026
 - Details: 75 room nights, 50 attendees

Key Takeaway:

Destination Caribbean facilitated valuable connections and provided insight into upcoming meeting and incentive trends.



September Sales Mission

Three-City Northeast Tour– September 2024

Fall Sales Mission Overview

Event Details:

- **Dates:** September 17–19
- **Cities:** Boston, Philadelphia, **Boston**, New York
- **Goal:** Promote Bermuda as a premier travel destination to Travel Advisors and Planning Professionals along the East Coast Corridor.

Boston Highlights:

Travel Advisors Lunch:

- **Attendees:** 25+ Travel Advisors currently selling Bermuda.

Rum Tasting Event:

- **Audience:** Planning Professionals with group business for Bermuda.
- **Partnership:** Hosted in collaboration with Goslings Limited.

September Sales Mission

Three-City Northeast Tour– September 2024

Fall Sales Mission Overview

- Dates:** September 17–19
- Cities:** Boston, Philadelphia, New York
- Goal:** Promote Bermuda as a premier travel destination to Travel Advisors and Planning Professionals along the East Coast Corridor.

Philadelphia Highlights

Travel Advisors Lunch:

- Engaged Travel Advisors with Bermuda's unique offerings.

Pickleball Clinic:

- Held at Philadelphia City Hall in partnership with City Pickle.

Evening Reception:

- **Focus:** Showcased Bermuda's Signature Event – Art Month.
- **Venue:** Barrs Foundation Art Museum.

Special Presentation:

- Jasmine Furbert, Experience Manager, shared insights about Art Month activities.

September Sales Mission

Three-City Northeast Tour– September 2024

Fall Sales Mission Overview

- Dates:** September 17–19
- Cities:** Boston, Philadelphia, **New York**
- Goal:** Promote Bermuda as a premier travel destination to Travel Advisors and Planning Professionals along the East Coast Corridor.

New York City Highlights and Collaborations

Highlights:

Afternoon Tea Party:

- Attendees: 60+ Travel Advisors.
- Partnership: NovelTea Bermuda provided Bermuda-curated tea gifts.

Evening Reception:

- Audience: Planning Professionals.
- Experience: Scent sampling with LiliBermuda, featuring Bermuda-inspired fragrances.

Hotel Partner Collaborations:

- Hamilton Princess & Beach Club, Fairmont Southampton, Rosewood Bermuda, Grotto Bay Beach Resort & Spa, St. Regis Bermuda, Rosedon, The Loren.

Outcome:

The Fall Sales Mission successfully showcased Bermuda’s unique experiences and strengthened partnerships, setting the stage for increased travel business.



MICE Quarterly Highlights

UK

- Worked with Susie Harwood for content-making of the Bermuda piece on the MiceBook platform.
Link: <https://micebook.com/blog/2024/08/07/destination-spotlight-bermuda/>
- Organised and hosted a dinner with **6** of the UK's top incentive buyers in Brighton.
- Attended the Renaissance Workshop on the 19th of September meeting some of the industries luxury MICE agents and travel agents.
- Maintained contact with Northstar for possible collaborations with BTA and for an interview with Paul Harvey from the M&IT Magazine.
- Liaised with agencies from the UK market with leads for the upcoming years.
- The MICE team held more than **30** meetings between the months of July 2024 and September 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.

New Product Launched with UK Golf Travel Group & Grotto Bay Beach Resort

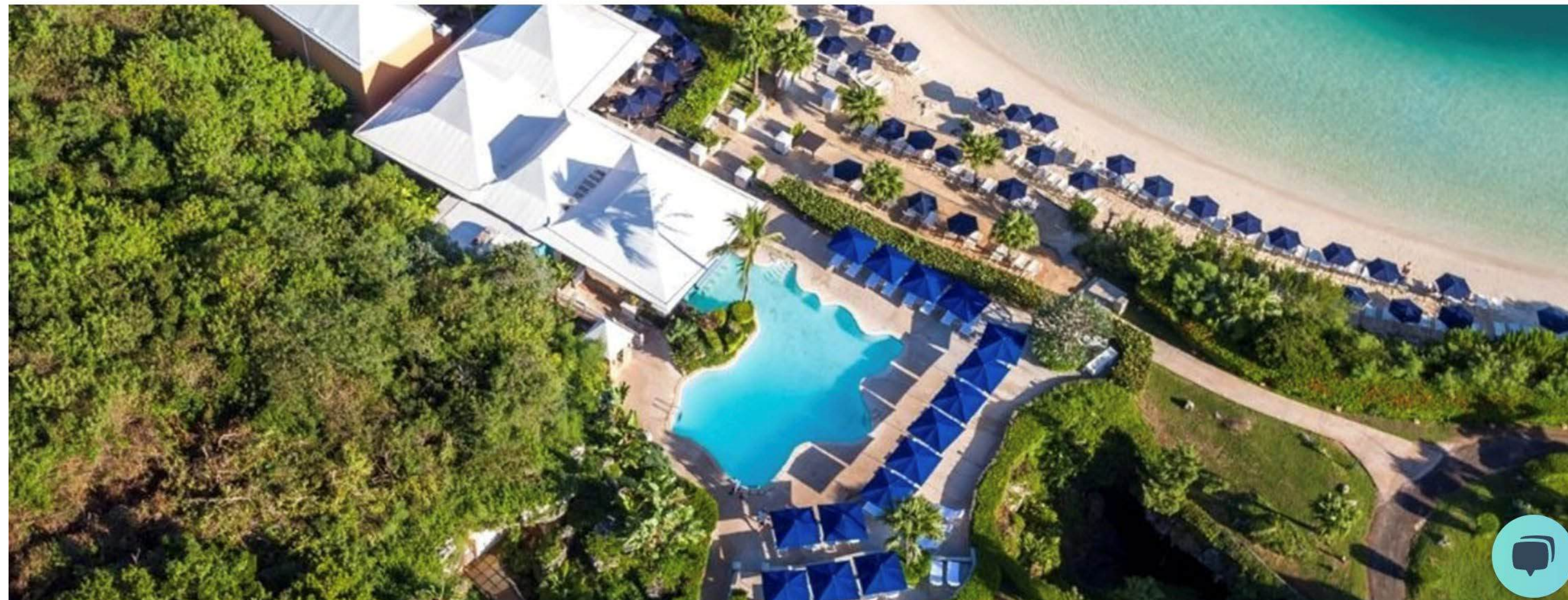
We identified Grotto Bay Beach Resort as the ideal partner for the Golf Travel Group Invitational. After collaborating with both Golf Travel Group and the Grotto Bay team, they successfully launched a new bookable package that combines 7 nights accommodation at the resort and four rounds of premier golf on island. This new package is now live on their respective websites and will continue to be featured.

GROTTO BAY BEACH RESORT & SPA ★★★★★
📍 Bermuda

PRICES FROM

£ 3395 PP

ENQUIRE



UK Golf Travel Group Invitational

In partnership with Bermuda

As per our 2024 sports KPI, we identified a partnership with The Golf Travel Group to boost brand awareness and drive consideration.

The Golf Travel Group audience are made of high-spend and AB1 demographic. Including influencers, celebrities, and PGA Tour professionals. The Golf Travel Group specialises in organising trips for these exclusive individuals, who not only have the means to book luxury holidays but also the power to influence their respective audiences. With the most engaged social media presence of any UK-based golf travel provider, their reach will help to increase Bermuda's exposure as a luxury golf destination.

As part of our partnership, we agreed on the below activities:

- New product creation with a package for Grotto Bay + Golf in 2025. Using the 7-Night for the price of 5 special offer. This was shared across their sites, socials and newsletter.
- Drive destination awareness with the Golf Travel Group running a multi-media marketing campaign across their marketing channels such as social media, e-newsletter, website placement and influencer channels.
- Attendees included some of the biggest sporting personalities, celebrities and golfers.
- The total social media followers of all attendees are over **10 million uniques**.
- Most of the celebrities had an announcement of their participation on the Golf Travel Group Instagram page, which has **25.3k followers**. All announcement tagged the Bermuda account and were listed in Partnership with Bermuda.
- Provided the winning team of the invitational awarded the 5-night stay at Grotto Bay Beaches and potential content creation when they are on island.

The Event Overview

Golf Travel Group Invitational – UK

The event was held at Carden Park, Cheshire, England. Carden Park is a luxury country estate and hotel located in Cheshire, England. Set within 1,000 acres of picturesque countryside, it offers a tranquil and elegant retreat. The estate features two championship golf courses, providing a scenic and challenging experience for golfers.

The event began with breakfast in the club house followed by a welcome speech which thanked the Bermuda Tourism Authority as the main sponsors. Throughout the day, a video showcasing Bermuda as a destination and highlighting Grotto Bay Beach Resort played on a continuous loop. Additionally, a Bermuda-branded step and repeat banner was set up in the clubhouse, serving as a backdrop for photos and interviews.

Registration and networking began at 9:00 am, allowing guests to engage with our team. Each guest was welcomed with a Bermuda-branded hat, providing an opportunity to discuss Bermuda as a destination and highlight the Grotto Bay five-night stay prize that would be awarded to the winning team.

The golf tournament began with a shotgun start at 11:00 am. Our designated hole for the event was the 10th, a Par 4, located next to the clubhouse, which served as the central hub for the day. The hole was marked with Bermuda branded surf flags and music, adding visibility and atmosphere.

Guests were warmly welcomed to the hole by BTA UK staff, who served Goslings Rum Swizzles, offering players a taste of Bermuda. BTA UK staff engaged with participants, sharing insights about the destination and its unique offerings. As a special keepsake, each participant received personalized golf balls featuring the influencers' images alongside our logo, adding a memorable and unique touch to the event.

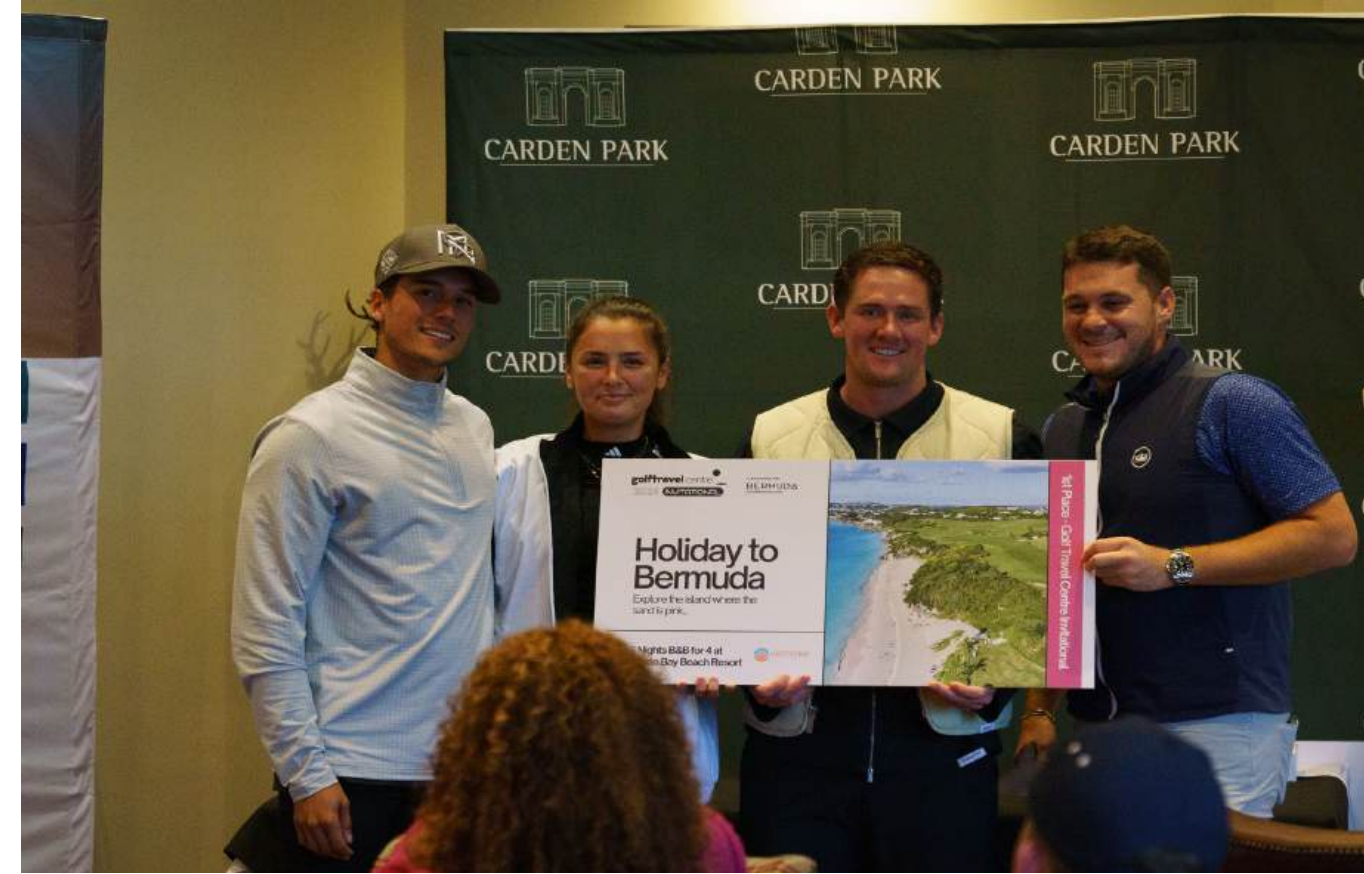
After completing the course, participants gathered near our hole to enjoy a Trick Shot show at 4:30 pm, performed by David Edwards, widely recognized as the best Trick Shot Artist in the business and a former European Tour Professional.

There was more casual networking during dinner and a prize-giving ceremony. The main prize, sponsored by Grotto Bay Beach Resort & Spa, was a luxurious 5-night stay at their property, including bed and breakfast for four people.

The winning team was presented with a Bermuda-branded giant cheque-style boards to commemorate their prize.

Images from the Event

Golf Group Invitational – UK



Bermuda Signature Dinner

Brighton, UK

The MICE team organized a dinner in Brighton with 6 of the leading buyers for the Incentives world from the UK.

Learning their interests and future events, we created awareness of Bermuda as a top MICE destination with focus on the incentive.

During the occasion we met with Those Travel Guys who were very interested in learning more about the golf opportunities as one of their main focuses for their groups.

We received interest from Yellowfish who would like to explore the destination for a yearly event for a Pharma Client which sees a lot of American buyers moving towards the destination of the event, making Bermuda a prime destination thanks to the easy access.

Renaissance Workshop – UK

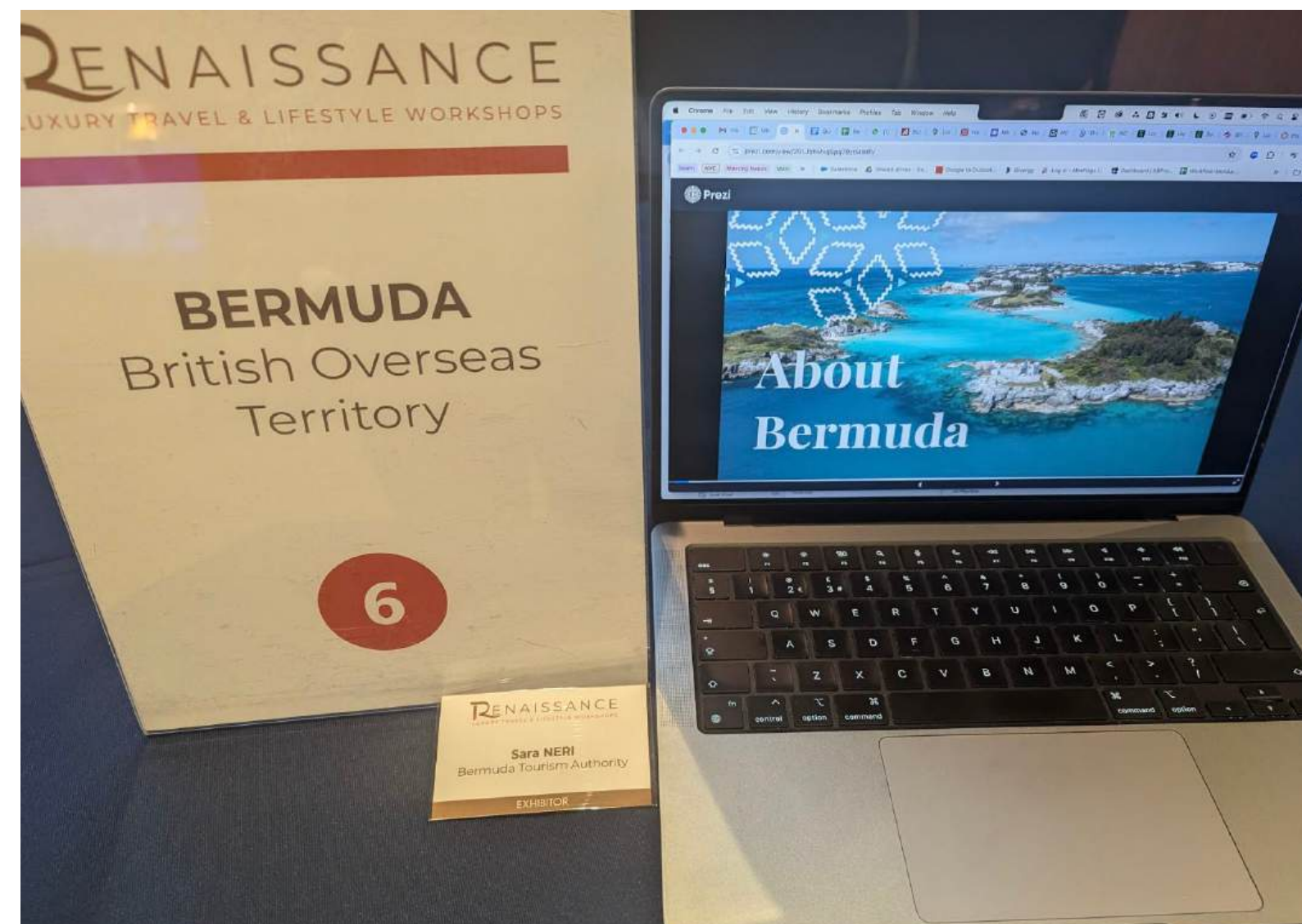
London, England – September 19, 2024

The MICE team attended the Renaissance workshop in London on the 19th of September 2024.

During the day we were able to have 1:1 meetings with MICE agents and travel agents with specific interest in luxury events and groups.

We have had great interest from some of the agents:

- Event World interested in exploring Bermuda for their event In November 2025 for 25 people
- Journey's Travel Group interested in a potential group for June 2026 for 50 people.



Sports Business Development

Bermuda Triple Crown Tournament - July 2024

Huge visibility, record attendance, and record-breaking prize money following the 19th edition of the Bermuda Triple Crown. Organisers reported hundreds of thousands in economic impact per boat over the 3-week competition.

M We Are Big Game | Marlin Tournaments



BERMUDA TRIPLE CROWN SHATTERS RECORDS

Biggest payout, largest marlin and widest global exposure all achieved in 20th anniversary

BY LACEY HAGLER

• Bermuda showcased its wonders during the 2024 Bermuda Triple Crown Billfish Championship, producing a truly world-class experience highlighted by historic catches, record payouts and an electric tournament atmosphere. Good weather, great fishing, first-class participants and a new suite of optional jackpots all contributed to the record results. ¶ A fleet of 52 boats from the US and Bermuda competed for a record \$4,127,250 in prize money awarded across the three-tournament series. Participating anglers caught 353 billfish during the championship's nine days of fishing, including 310 blue marlin and 39 white marlin. Nine blue marlin were weighed during the series, the largest tipping the scales at 1,268 pounds and taking the big-game fishing world by storm. ¶ "We knew early in the spring that we had something special happening with this year's series," says David Ritchie, CEO of The Marlin Group, operator of the Bermuda Triple Crown. "Interest in our new jackpot structure was through the roof, the marinas were all reporting record bookings, and sponsor support had never been stronger. That monster fish was the cherry on top." ¶ The 1,268-pounder—the third-largest in

WELLS / OUT YOUR FRONT DOOR

M We Are Big Game | Marlin Tournaments



WELLS / OUT YOUR FRONT DOOR

Sports Business Development

2024 Bermuda Triple Crown Billfish Championship Overview

•Event Summary:

- Dates: July 3–23, 2024.
- Participants: 52 international sport-fishing teams across three events.
 - Bermuda Billfish Blast (July 3–7)
 - Bermuda Big Game Classic (July 13–17)
 - Sea Horse Anglers Club Billfish Tournament (July 20–23)
- Highlights:
 - 353 billfish caught over nine days, including a record-breaking 1,268-pound blue marlin.
 - Total prize pool: \$4.13M.

Sports Business Development

Triple Crown Billfish Tournament

•Visitor Impact

- Attendees: 387 participants (311 international visitors, 76 Bermudians).
- Foreign boats: 43.
- Economic impact: Estimated \$7.99M

•Alignment with National Tourism Plan (NTP):

- Attracts “Experience Enthusiasts” and “Adventure Seekers.”
- Supports “Teams and Groups” and “Greener” pillars through sustainable catch-and-release sport fishing.

•Media & Prestige:

- Media reach: 4.5M website views, 1.3M social media accounts reached (via Marlin Magazine and other platforms).
- Viking 82, captained by Sean Dooley, claimed the championship title, enhancing Bermuda’s sports tourism brand.

Sports Business Development

Pan American Challenge, September 21-28, Bermuda

Overview

- A premier field hockey event showcasing high-level competition in Bermuda.
- Features top teams from across the Americas in an internationally recognized competition.
- Provides fans an opportunity to witness elite performances, engage with athletes, and enjoy Bermuda's vibrant culture and scenic beauty.

Visitor Impact

• 5 field hockey teams travelled to Bermuda with a total of 106 visitors. The event boasts an **estimated economic impact of \$434,702.03.**



Sports Business Development

Pan American Challenge, September 21-28, Bermuda

Alignment with National Tourism Plan (NTP)

Strategic Fit:

- Mission:** Positions Bermuda as a year-round sports and wellness destination.
- Target Segments:** "Experience Enthusiast" and "Adventure Seeker."
- Pillars:** Supports "Teams & Groups" and "Awareness & Relevance" by diversifying sports tourism.
- Impact:** Reinforces Bermuda's commitment to hosting international events, driving visitor engagement and economic growth.





Sports Business Development

Pan American Challenge

Notable Highlights

•High Visitor Satisfaction:

- Positive attendee feedback on Bermuda's organization, hospitality, and the quality of competition.

•Future Growth Potential:

- Plans to expand the event, including additional community activities and collaborative marketing efforts with the Bermuda Tourism Authority.

•Digital Reach:

- Live streaming on PAHF YouTube channel (7.64k subscribers).
- Viewership: 1.1k–2.7k views per stream, showcasing Bermuda's ability to host international events and promoting the island globally.

Sports Business Development

The Bermuda Triangle Cup

Overview

- The **2024 Bermuda Triangle Cup** is an annual youth soccer tournament that took place July 23-28. This international youth soccer event brought together youth teams from Bermuda and abroad, including notable academies like West Ham United and Charlotte FC.
- Hosted at Bermuda's National Sports Center, the tournament is a platform for young athletes to engage in competitive play while experiencing Bermuda's vibrant culture and scenic environment. The event also included a coaches' panel featuring esteemed figures in youth soccer development.

Visitor Numbers

- The event welcomed **89 visitors**, with a mix of players, coaches, family, and team staff. Significant international attendance came from Charlotte FC and West Ham, contributing to an **estimated \$183,402 in economic impact**, including expenses for accommodation, meals, transportation, and other services across the island. Teams lodged between Willowbank Resort and Grotto Bay Beach Resort.





Sports Business Development

The Bermuda Triangle Cup - Notable Highlights

- **Youth Success:** Bermuda Under-20 Academy team successfully defended their title.
- **Global Connections:**
 - Coaches' panel featured top influencers, including West Ham's Head of Coaching and Clarence Seedorf.
 - Seedorf shared his positive experience on X (formerly Twitter), promoting Bermuda globally.
- **Enhanced Visibility:**
 - Coverage in the Royal Gazette and Bernews highlighted Bermuda as a premier destination for youth soccer.
 - Teams utilized **BermudAir**, supporting Bermuda's air travel network.

Year-Round

Embracing seasonality

Sports Business Development

Supporting the 'Year-Round' Pillar + so much more

Driving Year-Round Tourism:

- Activations such as the Bermuda Triangle Cup plays a vital role in supporting the **"Year-Round" pillar** of the National Tourism Plan (NTP) by attracting teams and supporters during the off-peak season.

•Focus on Sports Tourism:

- Leverages Bermuda's capacity to host high-quality sports events.
- Positions Bermuda as a destination for international tournaments beyond the summer months.

Alignment with National Tourism Plan (NTP) and Corporate Objectives:

- **"Teams and Groups" Pillar:** Draws visiting teams, coaches, and supporters, enhancing Bermuda's appeal as a premier sports destination.

•"Local Involvement" Pillar:

- Engages Bermudian youth teams, fostering community pride and participation.
- Promotes sports tourism as a tool for community-building and youth development.

•Growth in Youth Sports:

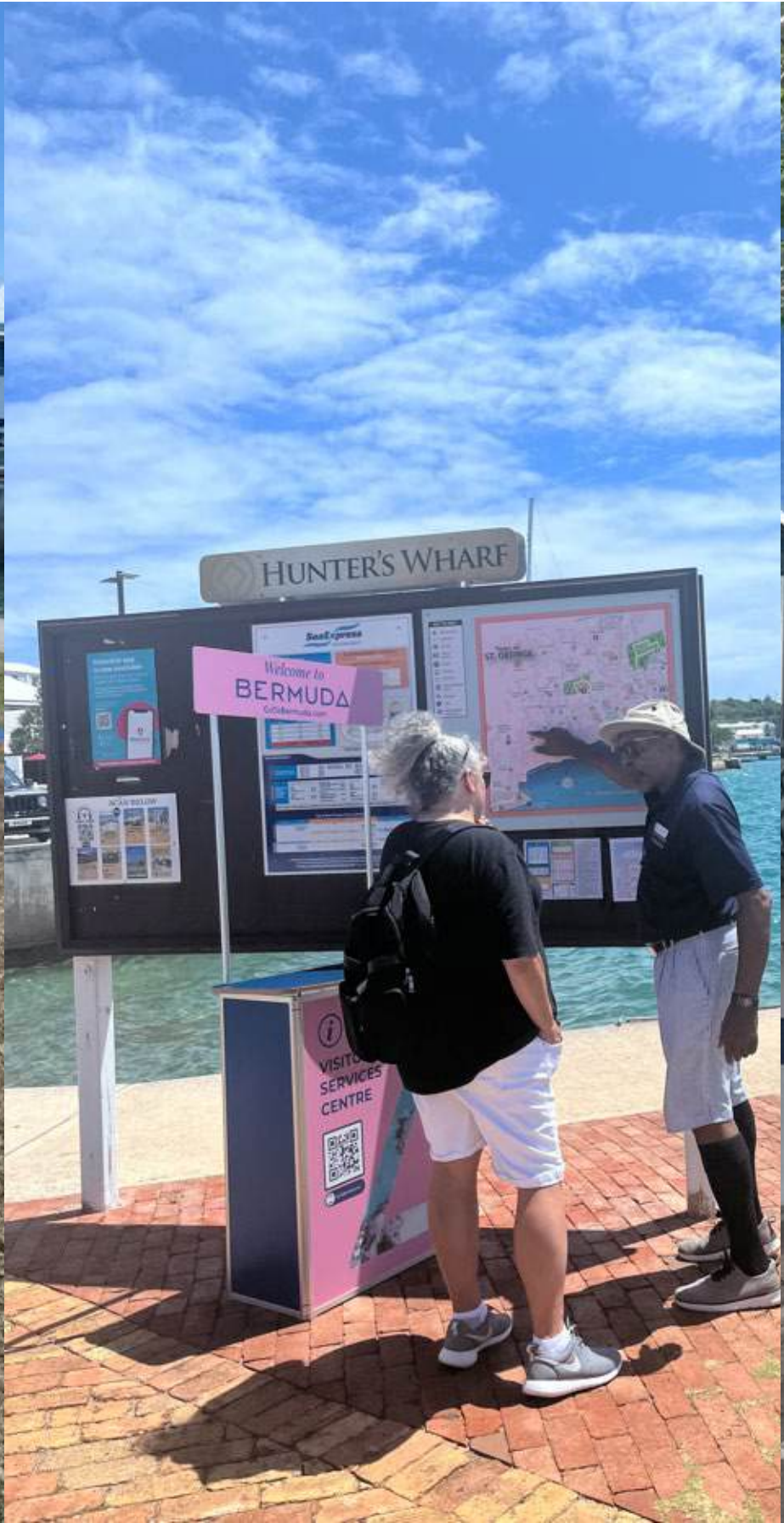
- Supports the development of Bermuda's sports tourism authority and growth of the youth sports vertical.
- Exploring a women's football partnership to further strengthen Bermuda's positioning in this category.



NCL Activations 2024

Year-round activation

Third quarter component



Collaborative Approach – NCL x St. George’s

Cooperation over Competition

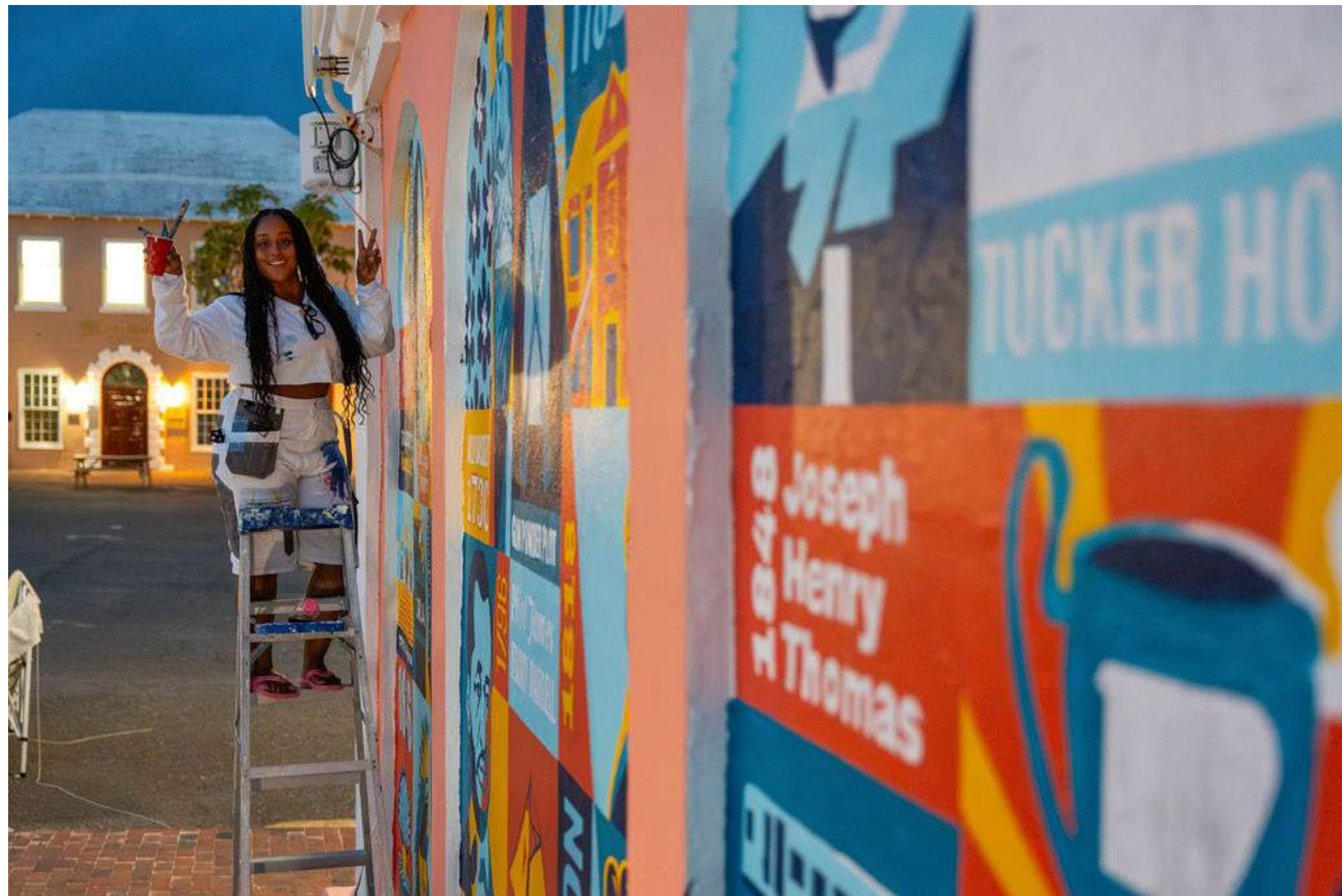
Our National Tourism Plan Mission aims to foster *cooperation over competition*, *prioritise visitor-centric approaches*, and *engage all stakeholders* to ensure their voices are heard. The NCL 2024 activations reflect this mission at every level.

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

Art in the Square

History, Culture, Art

As part of the NCL programme, work began for completion set to coincide with the launch of Art Month, we created a year-round introduced St. George's first-ever cultural art murals, fostering 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.



Financials Q3



Finances

Report for Q3 ending September 30, 2024

Income Statement

Income

Government grant – this is the second quarter of the reduced government grant of \$16.54m (a reduction of \$2.46m per annum). A further reduction of \$250,000 will be effective in the next quarter.

Hotel fees – hotels fees at \$6.9m are currently \$335k above budget, which was based upon an increase

of 5% over 2023 revenue. The increase is primarily driven by an increase in the ADR which, to the end of September, was up 9.2%.

Cruise passenger fee – at \$6.6m is currently \$17k below budget which was predicated on ships arriving

on average at 85% capacity between April and September. There have been 6 cancelled trips. Subject to weather, the total income for the year is expected to be marginally ahead of budget.

Vacation rentals – this is running in line with budget.

Direct costs

Direct costs are currently \$175k below budget and 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 \$875k below budget with all categories operating in line or below budget.

Income Statement

Income Statement

Bermuda Tourism Authority

For The Quarter Ended 30 Sept 2024

	Q3			Year To Date		
	Actual	Budget	PY	Actual	Budget	PY
Income	10,912,531	10,631,604	10,924,112	27,059,456	26,749,258	27,244,316
Direct costs	6,185,148	5,191,687	5,975,014	21,412,942	21,588,454	17,494,372
Direct surplus	4,727,383	5,439,917	4,949,098	5,646,514	5,160,804	9,749,944
Structure, general & administration costs	2,382,353	2,551,522	2,289,936	6,806,298	7,680,895	6,895,844
Operating surplus (deficit)	2,345,030	2,888,395	2,659,162	(1,159,784)	(2,520,091)	2,854,100
Net finance costs	15,068	14,375	35,678	41,713	43,125	126,274
Net surplus (deficit) for the period	2,329,962	2,874,020	2,623,484	(1,201,497)	(2,563,216)	2,727,826

Income Statement

Bermuda Tourism Authority

For The Quarter Ended 30 Sept 2024

	Q3			Year To Date		
	Actual	Budget	PY	Actual	Budget	PY
Income						
Grants, subsidy & contribution income	4,135,000	4,134,999	4,750,000	13,020,000	13,020,001	14,510,000
Tourism authority fee	3,067,596	2,890,098	2,815,434	6,896,752	6,561,836	6,263,688
Cruise passenger visitor fee	3,525,472	3,421,507	3,140,496	6,620,464	6,637,421	6,084,784
Vacation rental properties TAF	184,463	185,000	218,182	522,240	530,000	385,844
	10,912,531	10,631,604	10,924,112	27,059,456	26,749,258	27,244,316
Direct costs:						
Marketing	1,750,206	1,090,777	524,122	10,252,669	9,796,993	9,609,312
Sales	42,090	358,938	211,777	9,711,518	10,337,634	6,411,595
Experience Dev.	31,078	60,600	52,782	377,992	400,400	604,042
Research & Business Intell	129,736	41,826	5,795	465,313	426,427	367,323
Operations	61,621	27,000	43,721	605,450	627,000	502,099
	2,014,731	1,579,141	838,197	21,412,942	21,588,454	17,494,372
Structure, general & administration costs:						
Staff costs	562,623	615,217	536,555	4,881,179	5,516,213	4,843,408
Communications & IT	48,178	46,274	56,264	424,174	416,266	411,993
General expenses	42,833	73,711	49,865	532,664	718,833	733,115
Marketing	-	-	-	929	750	4,291
Premises	66,457	69,949	65,216	630,824	622,748	620,504
Professional fees	68,061	35,223	13,969	326,565	385,710	265,529
Equipment	64	2,375	(3,228)	9,963	20,375	17,003
	788,217	842,749	718,641	6,806,298	7,680,895	6,895,844

Balance Sheet

Balance Sheet

Bermuda Tourism Authority

September 30, 2024

ASSETS	<u>Q3</u>
Current Assets	
Cash & Bank	3,195,926
Accounts Receivable	1,298,079
Accrued Income & Prepaid expenses	920,793
Total Current Assets	<u>5,414,799</u>
Non-current Assets	
Fixed assets	272,042
Investment	200
Total Assets	<u><u>5,687,041</u></u>
EQUITY & LIABILITIES	
Accumulated Surplus	1,270,212
Current Liabilities	
Vendor Payables	1,332,483
Accruals	2,690,196
Deferred Income	287,706
	<u>4,310,385</u>
Long term Liabilities	
Lease Obligations	106,444
Total Equity & Liabilities	<u><u>5,687,041</u></u>

