

BERMUDA

2016 TOURISM EXPERIENCE INVESTMENT SUCCESSFUL APPLICANTS

The Bermuda Tourism Authority is pleased to publish the list of successful experiences for the 2016 Tourism Experience Investment initiative. The experiences identified for investment demonstrated alignment with the Bermuda National Tourism Plan objectives, with emphasis in the areas of Sports, Arts and Culture, and New Experiences.

The BTA looks forward to the contribution that these experiences will provide in enhancing and increasing Bermuda's tourism product offerings.

SPORTS	
Annapolis to Bermuda Ocean Race <i>Bermuda sailing races originating in Annapolis</i>	June 10, 2016
Bermuda Fly-fishing Invitational <i>Open water fishing tournament</i>	June 6- July 2 2016
Bermuda Golf Classic <i>Visitor golf event</i>	April 2016
Bermuda Open Volleyball <i>International volleyball tournament</i>	March 31- April 2 2016
Bermuda Pilot Gig Club <i>Pilot gig tours and regatta</i>	All Year
Bermuda Post-Collegiate Lacrosse Tournament <i>International lacrosse tournament</i>	September 2- 5 2016
Bermuda Rugby 7s <i>Bermuda rugby events</i>	March 18 – 19 2016
Bermuda Triple Challenge <i>Three day obstacle course series</i>	March 18 – 20 2016
Bermuda Yoga Festival <i>Bermuda Yoga events and experiences</i>	April 29 – May 1 2016
CAIS Senior Girls' Soccer Tournament <i>High school girls soccer tournament</i>	October 11- 16 2016
Queen Of Bermuda <i>Women's triathlon</i>	November 3- 6 2016
Round the Sound <i>Bermuda swim meet events</i>	October 2016
St. George's Dinghy and Sports Club <i>Dinghy and sailing regatta events</i>	All Year
ARTS & CULTURE	
Americas Cup Exhibit at BUEI <i>Experience Americas Cup display at BUEI</i>	All Year
Art Walk: Masquerade <i>Art event in the Town of St. Georges</i>	October 2016
BHW 2016 <i>Carnival events for Bermuda Heroes Weekend</i>	June 17- 20 2016
Bermuda Festival of Performing Arts <i>Annual performing arts festival</i>	January 22 – March 5 2016
City Food Festival <i>Celebrating Bermuda's culinary offerings</i>	April 10- 16 2016
Harbour Nights 2016 <i>Wednesday street vending events in Hamilton</i>	Seasonal
Hartley Helmet Diving 2016 <i>Helmet diving experience</i>	All Year
LIV Bermuda 2016 <i>Land and sea-based party experience</i>	July 1- 6 2016
St. George's Historical Re-enactments <i>Historical Reenactments in the Town of St. Georges</i>	All Year
St. Peter's Their Majesties Chappell <i>Historical experiences in St. Peters Church</i>	All Year
NEW EXPERIENCES	
A Memorable Evening In Bermuda <i>Historical dinner show celebrating Mark Twain</i>	January – April
Athletics Area Permit Meet <i>IAAF track meet</i>	April 22, 2016
Bermuda Triangle Cup	March 24- 28 2016

<i>Boys football tournament</i>	
Ferry Reach Chain Ferry Restoration <i>Reconstruction of the Bermuda Railway Trail</i>	All Year
Kinetix - Island Wide Retreat (M) <i>Island wide Yoga Experience</i>	November - April
Kinezumi Adventure Water Sports <i>Unique water sports offerings</i>	Seasonal
Dropping Anchor (M) <i>Experience booking website</i>	All Year
Paradise Lounge "Feel The Heart of Bermuda" <i>Bermuda cultural gombey lunch</i>	All Year
Pro Sport Classic <i>Visitor golf event</i>	August 2016
Runaway Bermuda (M) <i>Bermuda leisure running activities</i>	November- April
Suijin <i>Unique water sport offering</i>	All Year
Transportation App <i>Pre purchased Transportation App</i>	All Year
Tucker's Farm - an island farm adventure (M) <i>Farm tours and experiences</i>	All Year
Wadson's Farm (M) <i>Farm to table and farm tours</i>	All Year

(M) Marketing support

Total Funding	\$606,500
Number of Applications received	61
No. of Approved Submissions	38
Average of Total Funds Given	\$15,961
Highest Given	\$50,000
Lowest Given	\$5,000
Sports Funding	\$254,000
No. of Approved Submissions	14
Average Given	\$18,143
Highest Given	\$40,000
Lowest Given	\$6,000
Arts & Culture Funding	\$242,500
No. of Approved Submissions	10
Average Given	\$24,250
Highest Given	\$50,000
Lowest Given	\$5,000
New Experiences Funding	\$110,000
No. of Approved Submissions	14
Average Given	\$7,857
Highest Given	\$30,000
Lowest Given	\$10,000