

## BERMUDA TOURISM SUMMIT

# NEWT LEVEL BERMUDA

OCTOBER 24, 2018

BERMUDA  
TOURISM AUTHORITY

## SCHEDULE OVERVIEW

8:00-8:30am	Registration, Networking & Coffee
8:30-9:45am	<b>Opening General Session</b> <b>Welcome</b> <b>Purpose</b> <b>Keynote - National Tourism Plan I: Sharing the Foundation</b> <i>A good plan is built on a robust understanding. Our partner RedSky will share their insights derived from countless hours of study including trends in tourism, new quantitative research with visitors, potential visitors and local residents and more than 145 stakeholder interviews.</i>
10:00-11:45am	<b>General Session - National Tourism Plan II: Introducing the Plan</b> The moment you've all been waiting for: the BTA and RedSky will share the plan for an aspirational future for tourism from 2018 to 2025, its effect on the island as a whole, and how - by working together - we can get there.
12:00-1:00pm	<b>Workshops</b> <b>Deep Dive: Path to Purchase Innovation</b> <i>Think Like A Visitor: Take your analytics a step further to understand our visitors' need states through technology and data. Using PQI, TripAdvisor and Google Destinations, this session will unlock how to increase visibility in the research and consideration phase.</i>  <b>Deep Dive: BTAConnect</b> <i>The BTA is proud to unveil the next phase of engagement through the BTA portal called BTA Connect. This tool empowers partners to take ownership of their business profile on the gotobermuda.com website, where visitors decide how to spend their money out here in Bermuda. Through BTAConnect, partners can engage directly with the BTA on business leads, upcoming events, promotions, stakeholder benefits, and non-public market research reports.</i>  <b>Deep Dive: Teams &amp; Groups for the Win</b> <i>Learn how the BTA's sales strategies are generating group business from conferences and meetings to sports events and training camps. New BTA team leaders and Bermuda clients will share how we can work together to win in this important market for the island.</i>  <b>Deep Dive: Vacation Rental Forum</b> <i>Bermuda's vacation rental market has more than doubled over the last few years and is a critical part in expanding Bermuda's air visitor capacity and transforming the visitor experience. This forum provides an opportunity for home owners and service providers to address challenges and opportunities following the introduction of the Vacation Rentals Act 2018.</i>  <b>Deep Dive: Trade Trends (Tour Operator Panel)</b> <i>This lively panel discussion digs into trends in travel and the tourism industry with a cross section of international tour operator partners.</i>
1:00-2:30pm	<b>Lunch</b> <b>Keynote - National Tourism Plan III</b> <i>Together we will drill down on Bermuda's priority visitor targets and cities, the need states that motivate them to travel and the opportunity to deliver against their expectations year-round by better defining our seasons.</i>  <b>Government Remarks on National Tourism Plan</b> <i>Every stakeholder matters, but it is ultimately the Bermuda government that decides policy. Hear directly from the minister responsible for tourism about the government's commitment to the National Tourism Plan and how it fits with their wider vision for the future of Bermuda.</i>  <b>National Tourism Plan Q&amp;A</b>
2:30-3:15pm	<b>General Session - The BTA's Year Ahead</b> A practical and tactical look at the year ahead including promotional opportunities, experiences and events, and ongoing focus on improvement in service levels.
3:30-4:30pm	<b>Closing General Session - Marketing Worth Sharing</b> <i>Tom Fishburne is a frequent keynote speaker on innovation, marketing, and creativity, using cartoons, case studies, and his marketing career to tell the story visually. He will deliver witty insights as well as clear advice on what makes "marketing worth sharing."</i>  <b>Closing Remarks</b>
4:45-6:00pm	<b>Networking Reception</b>

Our Summit  
Brilliant Bars:



BTAConnect