

An aerial photograph of the Bermuda Islands, showing a large island in the foreground with a white sandy beach and turquoise water, surrounded by other smaller islands and a deep blue ocean under a bright blue sky with scattered white clouds.

**MARKETING & SALES BRIEFING**  
**AUGUST 14, 2015**

# 2014 Marketing & Sales Snapshot



## Sales & Marketing Strategy

- Arrest decline in visitor #'s by focusing on fewer key markets
- Focus on air arrivals to impact across the entire tourism value chain – hotels, restaurants, attractions, transportation
- Build differentiation through deeper integrated marketing and sales
- Match Bermuda's authentic experiences with consumers' desire
- Build year-round demand by layering group and leisure markets
- Create and aggregate new visual and inspirational marketing assets

## Need to Reverse the Message House to Expand the Marketplace



## WHAT DO WE WANT TO DO?



**GET**

CITY SOPHISTICATES WHO LIKE TO SPEND \$\$\$ ON “ME TIME”

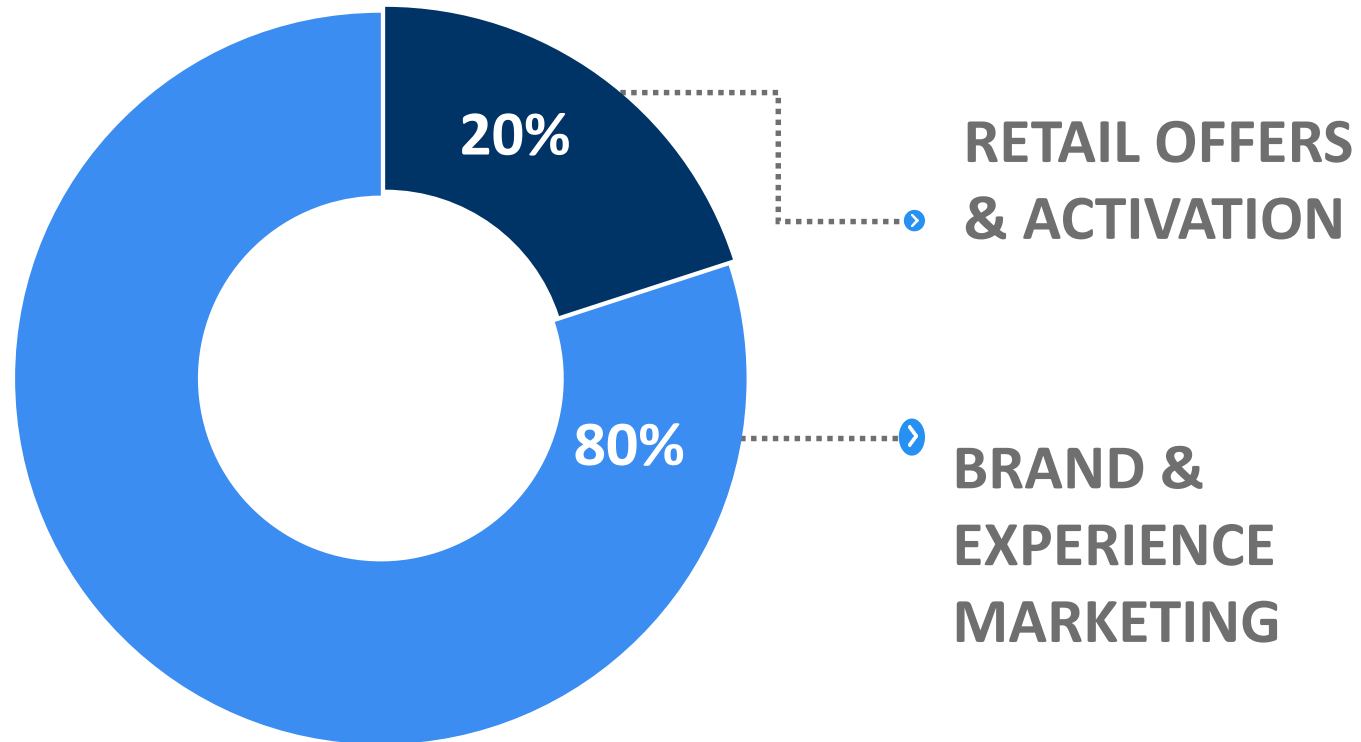
**TO**

TO FEEL THAT BERMUDA IS THE PLACE FOR THEM RIGHT NOW

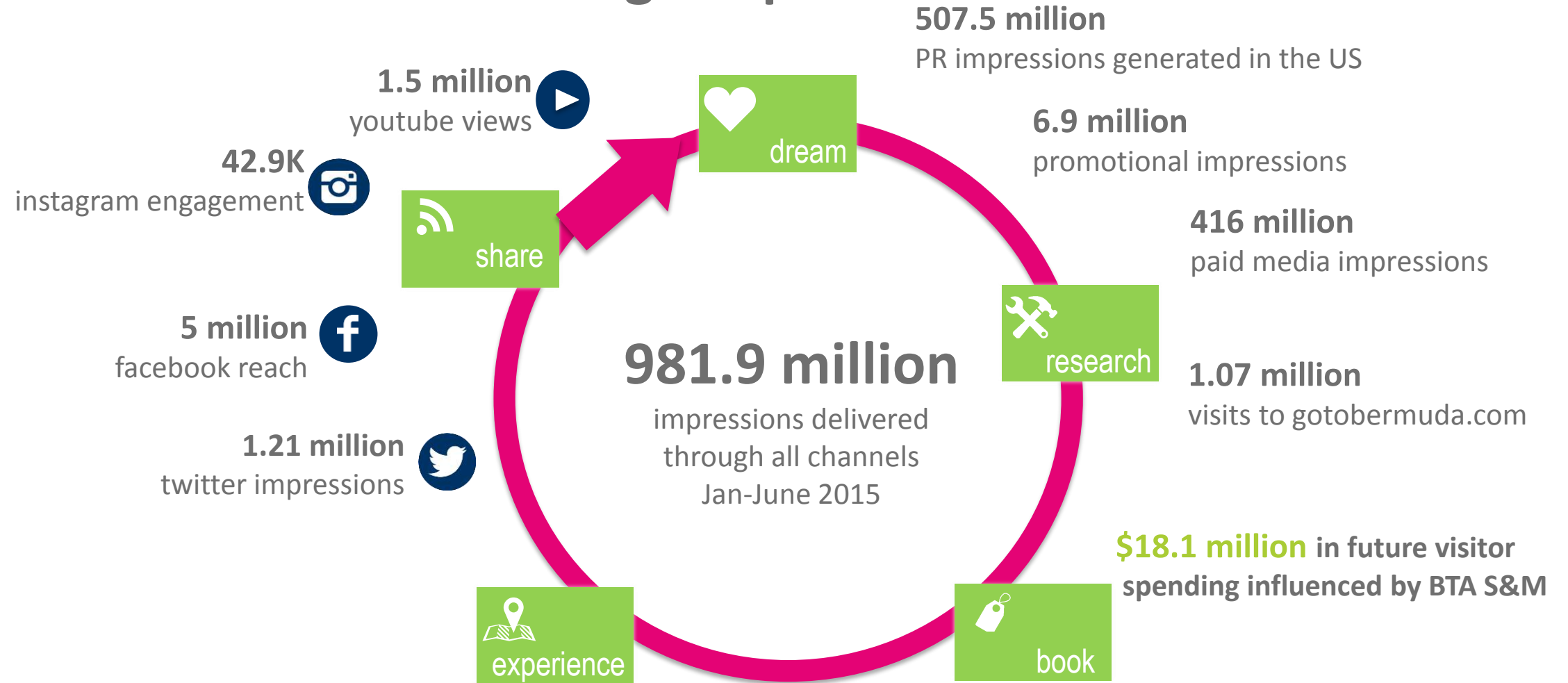
**BY**

SHOWING THEM WHAT “PROPER FUN” IS

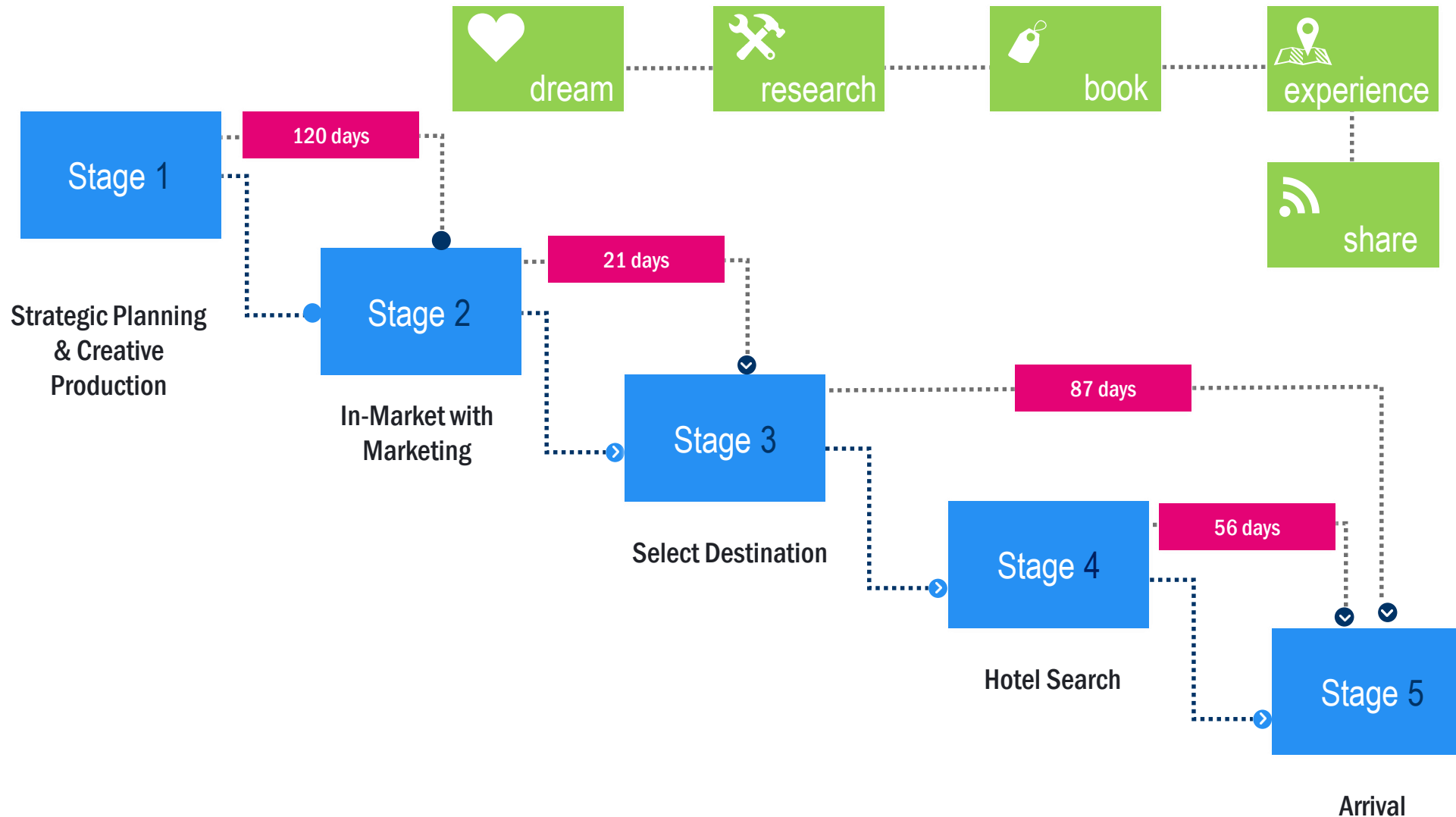
## Messages into Marketing & Promotion



# 2015 YTD Sales & Marketing Snapshot



# Planning for the Travel Consumer Cycle







**How do we want to make them feel?**

# LEVERAGING LOCAL & INFLUENCER TALENT FOR STORYTELLING

# #SummerFridays with Shiona Turini

f t i p t b | q

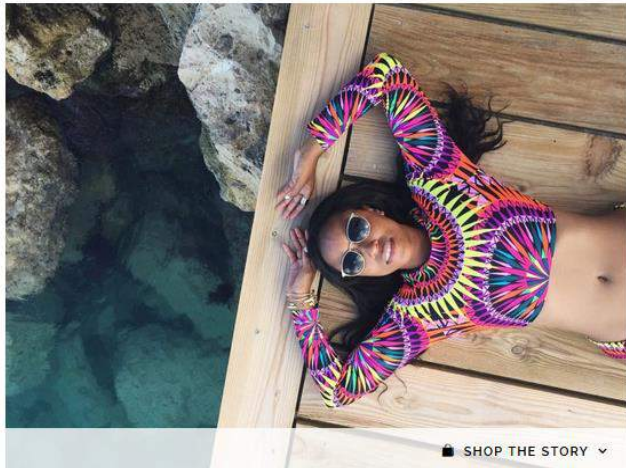
the  
COVETEUR

CLOSET BEAUTY FASHION HEALTH MORE ▾



HOME > LIVING > HOW TO DO BERMUDA THE SHIONA TURINI WAY

SHOPPABLE POST



SHOP THE STORY ▾

## HOW TO DO BERMUDA THE SHIONA TURINI WAY

REMEMBER TO PACK YOUR VALENTINO, GUYS.

Wake up to Louboutins with our newsletter.

SIGN UP ALREADY!

IT'S THE INTERNET EQUIVALENT OF A FRIENDSHIP BRACELET.

enter email **SIGN UP**

What we want RIGHT NOW

4:15 PM 88%

PHOTO

shionat Blue Sky Flights, Bermuda 5w

1,250 likes

shionat Fly Girl 🛩️🛩️🛩️ || I spent my Summer Friday a thousand feet over @bermuda wearing a lace @alessandrarich cape, how bout you? #upandaway #gettinghigh #dontcatchfeelingscatchflights #summerFridays #bermuda #summersinBermuda #latergram

3:57 PM 77%

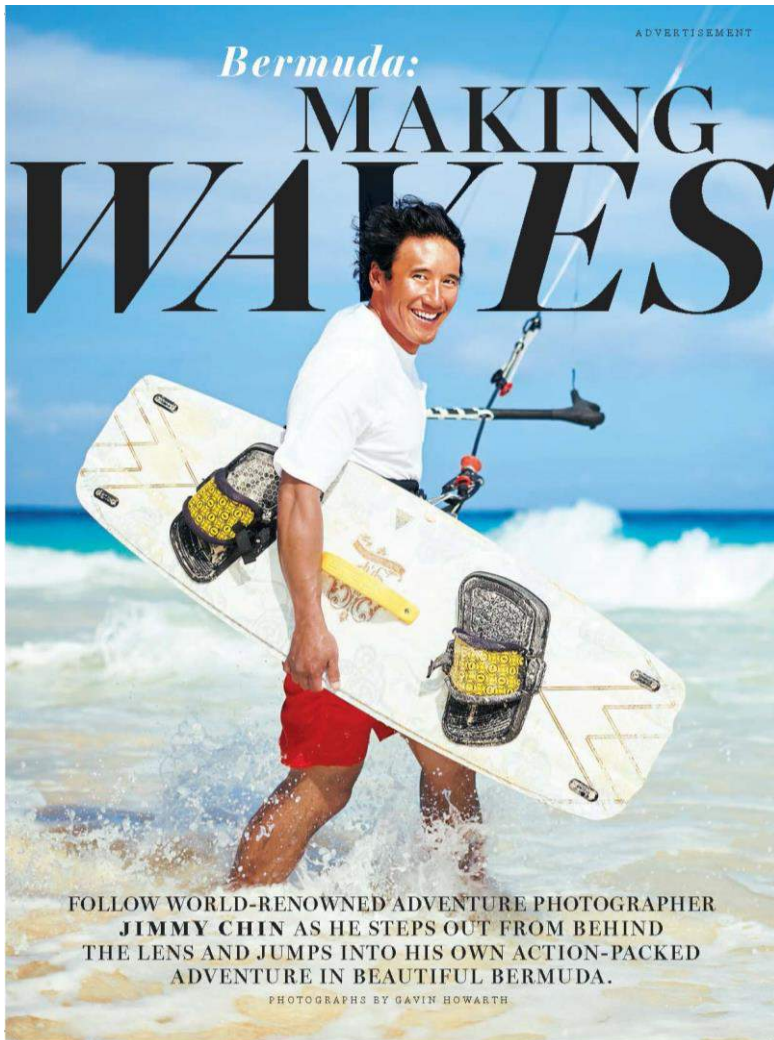
PHOTO

cntraveler 1w

5,859 likes

cntraveler @shionat killer view from #TuckersPoint. #TakeMeThere #RoomWithAView #Bermuda 🌴

# Conde Nast Traveler



- ADVERTISEMENT
- ADVENTURES FOR ALL**  
*No matter your degree of daring, Bermuda brings it.*
1. Kiteboarding at Elbow Beach and Achilles Bay
  2. Swimming the caves and caverns of Tom Moore's Jungle
  3. Paddle-boarding over glassy water and vibrant coral reefs
  4. Mountain biking through Southlands' banyan trees
  5. Riding a moped around sandy-colored St. George's
  6. Kayaking and seabird spotting around Nonsuch Island
  7. Sport-fishing for prized blue marlin, tuna, and wahoo
  8. Shipwreck diving in the Bermuda Triangle
  9. Horseback riding on beach trails along Warwick Long Bay's dunes and coves
  10. Sailing in picturesque Hamilton Harbor
  11. Powering around the island's hidden beaches via speedboat



“KITEBOARDING AT SUNRISE, A FISH SANDWICH FROM ART MELS, AND CLIFF JUMPING IN THE AFTERNOON. BERMUDA IS AN INCREDIBLE PARADISE.”

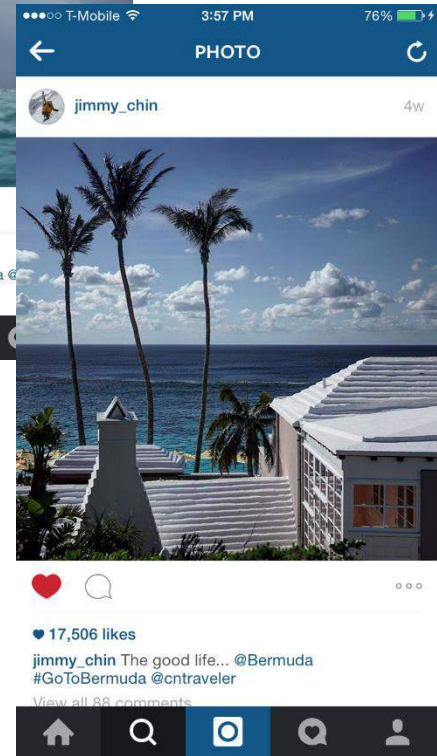
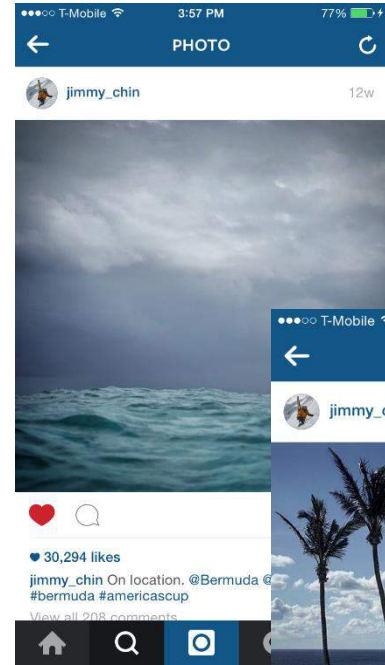
AS AN EXTREME-SPORTS photographer, Jimmy Chin has visited some of the most awe-inspiring places on the entire planet. Bermuda is no exception. From kicking up sea spray on a high-powered watercraft and kiteboarding at Elbow Beach to zipping around the island's winding roads on a moped and launching off towering rocks into turquoise waters, Chin proves that Bermuda offers more than its secluded pink-sand beaches, warm-hearted people, and even warmer afternoons spent sipping rum swizzles. Although, Chin admits, a sunset paddle-boarding session and perfectly chilled swizzle hit the spot too.



FIND YOUR ADVENTURE AT GOTOBERMUDA.COM

**THE 2017 AMERICA'S CUP**  
Bermuda gets the nod to host the globe's most prestigious sailing competition.

As the world's top sailing teams gear up for the 34th America's Cup in 2017, Bermuda is being selected as the host nation. The island has been chosen for the event because of its unique location, which offers a mix of natural beauty and world-class sailing conditions. The island's location in the Sargasso Sea, surrounded by the Bermuda High, provides a unique and challenging sailing environment. The island's infrastructure, including its ports and racecourse, is well-equipped to handle the event. The island's tourism industry is also well-positioned to support the event, with a variety of accommodations and activities available for visitors. The island's government is committed to ensuring that the event is a success and that the island remains a beautiful and welcoming destination for all.

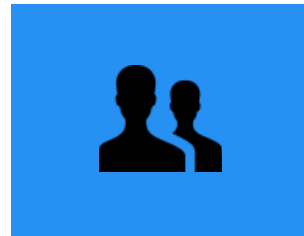


# **ACTIVATING GROUPS & EVENTS**

# Redeployed Sales Effort



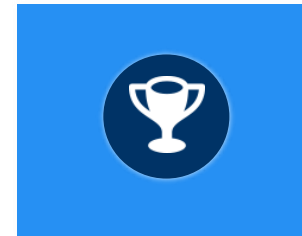
Corporate/  
Incentive



Association



Social

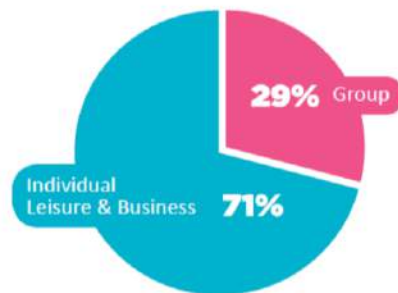


Golf

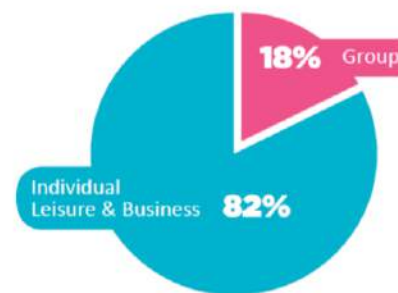
ALHI Global Luxury Alliance

Training

2007  
Room Nights by Type



2015  
Room Nights Projected by Type



**BB&T** **CHARLESTON**<sup>®</sup>  
**WINE + FOOD**  
A non-profit charitable organization



Big Ideas + Wine Aging

**The True Tale of a Shipwrecked Wine**

FW's RAY ISLE DISCOVERS WHAT HAPPENS TO A BOTTLE OF WINE SUBMERGED IN OCEAN WATER FOR 150 YEARS.

ILLUSTRATIONS BY BEN WISEMAN



**S**IXTY FEET under the ocean, off the coast of Bermuda, the water here is cold. I was still keeping my core warm, but my hands, feet and face felt it all but inside. Part of that may have been psychological, since in the filtered blue light my fingers looked bloodlessly white, but the chill was definitely there. My diving partner was Philippe Roups, FW's an anthropologist with an unlikely but enviable job as Bermuda's official "Captain of Historic Wrecks." We were diving down to the Mary Celeste, a Civil War blockade-runner that sank

in 1864. The ship, a narrow, 235-foot-long schooner, was built in South Carolina on September 15 with a haul of rifles and munitions to help fight the Union ships that barred the Caribbean ports. But its Bermudian pilot inexplicably ran it into a reef so close to shore that if you stand on one of the island's famous pine-scented boulevards you can see the white buoy marking the site. The reason I'd reported myself into a very wet and stinky job was because, when the Mary Celeste wrecked, in addition to its hull full of contraband, it was also carrying wine.

Wasting old bottles near Bermuda isn't unusual. It's a local hobby of sorts, and I'd only spent a bit of his own years diving for them in Bermuda's harbor. But finding full bottles is rare. The Mary Celeste is well known, well-articled, well-tracked. In 2001, though, the wreck's effects on Bermudians can be just as intense as they are on land, the currents they create shifting thousands of tons of sand around as early as a child's soccer game. For the Mary Celeste case, the effects of the hurricane lights subsequent alcohol were beneficial. Sand filling the ship's bow had been washed away. Rough, the next little bit



**THE WALL STREET JOURNAL.**  
"Bermuda: The New Destination for Adrenaline Junkies"

**ora**

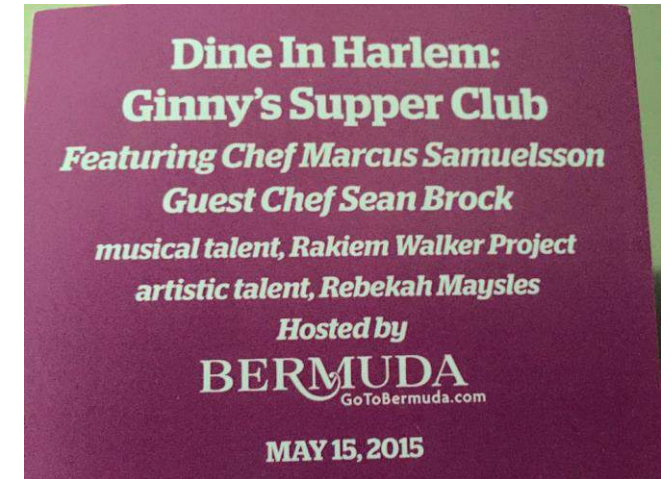
William Shatner and Food & Wine Editor Ray Isle Talk BBO, Shipwreck Wine  
Brown Bag Wine Tasting

William Shatner's Brown Bag Wine Tasting on Ora.tv  
June 9, 2015  
Mary Celestia Shipwreck & Wine

# Harlem Eat Up Festival May 15, NYC

Leverage partnership with Travel + Leisure to host a Dine in Harlem Dinner during the Harlem Eat Up Festival to promote Bermuda and tie into the opening of Marcus' on-island

- Intimate dinner with 85 guests
- Generated 50 opt-ins
- Celebrated Bermuda's ties with NYC and Charleston





# Bermuda Day Event

## May 20 – Washington, DC

- Partnered with Bermuda's Washington, DC consulate office to produce Bermuda Day themed event
- Attracted nearly 100 guests including dignitaries, media and meeting planners



# La Nuit en Rosé Festival

## June - NYC

Participate in the world's first Food & Wine Festival dedicated to Rosé Wine and Rosé Champagne – to leverage the lifestyle and interest in Rose wines with Bermuda's blush beaches. Integrate Bermuda into the full culinary experience & lavish lifestyle celebration.

- Engaged with 4,000 consumers over the course of 5 events in 3 days
- Served signature Dark n Stormys and set up green screen photo area for engagement
- Generated 540 opt-ins



# PROMOTIONS & PR

## Consumer Spirits Promotion May - July – North America

Partner with Bermuda brand Gosling's to push the potential for North American consumers to purchase two of Bermuda's greatest exports this summer - tourism and Gosling's Rum.

- "Selfie Yourself to Bermuda," is a multi-platform promotion that encourages customers to submit a picture of themselves "toasting Bermuda-style" for a chance to win a vacation for two to the island
- Point-of-sale promotion in 750 U.S. retail stores, social integration, digital marketing and sweepstakes components.
  - 750 display case cards
  - 100,000 shelf talkers in thousands of stores plus distributed through events
  - 150,000 "Bermuda Mini Vacation Passport" hangtags on rum bottles touting drink recipes & travel to the island.
- Social media advertising (Goslings)
- 573 entrants; 379 opt-ins



**Selfie Yourself To Bermuda!**

Post a pic toasting Bermuda-style and you could win a vacation for two.

**BERMUDA**  
GoToBermuda.com

**ENTER YOUR PHOTO @**  
**WWW.GOSLINGSRUM.COM/SELFIE**

NO PURCHASE NECESSARY. Dark 'n Stormy Selfie Yourself to Bermuda Contest and Sweepstakes is open only to legal residents of the 50 United States (and DC) and Canada (excluding Quebec) who are at least 21 years old at the time of entry. Promotion starts on May 1, 2015 at 12:01 p.m. ET and ends on July 31, 2015 at 11:59 p.m. ET. For Official Rules visit [www.goslingsrum.com/selfie](http://www.goslingsrum.com/selfie). Void where prohibited. Sponsored by Gosling's Rum.

GOSLINGSRUM.COM WE MAKE IT SLOWLY, STUBBORNLY. PLEASE ENJOY IT SLOWLY, RESPONSIBLY. 40% ABV. PRODUCT OF BERMUDA. CASTLE BRANDS, NY, NY.

# Consumer Fashion Brand Promotion June - UK

Partner with Kurt Geiger, a stylish brand found across the high streets, to reach affluent, fashionable consumers

- Total Exposure: 5.4 million impressions
- Visits to Competition Landing Page: 43,715
- Total Entries & Opt-ins: 18,900

Point of Sale (POS) (40 stores including major airports for 4 weeks):

- A5 sized posters at till point & postcards in all purchase bags

Digital & Social:

- Homepage tile – 1 week big tile, 1 week small tile (small tile is where it has Instagram, just getting confirmation of the big tile) <http://www.kurtgeiger.com> with 800k unique visitors per month
- Competition landing page generated 43,715 unique visits
- Featured in at least 1 e-newsletter to 1 million customers (solus & banners)
- Posts on social media pages- Facebook, Twitter, Instagram – total 262k
- Data Capture: Generated 19,000 leads via Opt-in box to be featured within the campaign to allow competition entrants to request more information from the Bermuda and their travel partners

**KURT GEIGER**



**WIN A HOLIDAY FOR TWO TO BERMUDA**

We are giving one lucky person the chance to win a holiday for two with 5 nights at the Rosewood Tucker's Point Hotel including amazing in island experiences and a Kurt Geiger holiday edit worth up to £500!

TO ENTER VISIT [WWW.KURTGEIGER.COM/COMPETITIONS](http://WWW.KURTGEIGER.COM/COMPETITIONS)

ROSEWOOD TUCKER'S POINT™ BERMUDA GoToBermuda.com

TERMS & CONDITIONS APPLY

## PR Coverage & Momentum

## Coverage Highlights

With the assistance of Turner PR, the BTA and island partners are making significant headway in raising the profile of Bermuda through media coverage.



Boston Globe Magazine – March 22, 2015  
Cover Story - Best of Bermuda

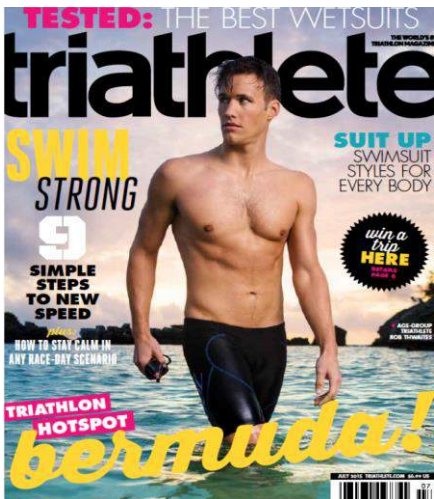
## YTD Coverage Snapshot

- Number of Articles: 93
- Impressions: 507,430,095
- Media Equivalency: \$8,764,311
- Average Score: 68



Outside – March 18, 2015  
Best Island 2015  
Travel Awards

## Q2 Coverage Wins



Triathlete – June 2015  
Swimsuit Issue & Destination Guide

### MEN'S JOURNAL

#### The 20 Most Adventurous Beaches

Back to main page

Twitter Facebook Email Print

#### Admiralty House Park

The Location: Admiralty House Park is a public park with a small beach and steep rock cliffs, about two miles from the capital city of Hamilton on the north shore of Bermuda – a British Overseas Territory in the North Atlantic Ocean.

The Activity: Cliff jumping

Locals have been leaping from the rock cliffs at Admiralty House Park for as long as anyone can remember, but it's remained mostly off the tourist radar. The rock formed low rafts in height from an oval splash to certain death. Plan to go on a weekday when school is in session so you don't have to jockey for position with students on the post-sundrift. On the sunny ledge, you may spot Mike Wilson, a former pro skier turned cliff jumping daredevil. Pay attention to where he lands when they jump to identify the top-most entrance to a hidden cave that sometimes comes back to the top.

What Else to Do: As from Dockyard to St. Catherine's Cove Beach, a swimming and snorkel ground for rock-cliff-dip.

MensJournal.com – May 27, 2015  
Most Adventurous Beaches

### USA TODAY

#### The 10 hottest destinations for summer 2015



Every season has its pleasures, but let's face it: Summer is the ultimate time to hit the road in search of vacation bliss. So this year, make the most of your summer vacation. These red-hot worldwide destinations offer plenty of reasons to travel — from big birthday bashes, global celebrations, incredible

USAToday.com – June 25, 2015  
Hottest Destinations for Summer 2015

### NATIONAL GEOGRAPHIC

#### Best Summer Trips 2015

Best Summer Trips 2015 All Best Trips

Make this a summer to remember by snowboarding in the Australian Alps, stargazing in a Sedona red rock canyon, or exploring a volcanic Global Geopark in South Korea. Whether you're craving adventure or relaxation, our editors' list of ten Best Summer Trips—plus one reader's choice—offers a world of possibilities. —Marilyn Kennedy Duckett



#### Catch Bermuda's Cup Match Summer Splash

Photograph by Aki J. Simmons  
Bermuda  
Cup Match is Bermuda's equivalent of the Super Bowl. The main event (July 29 to

National Geographic Traveler – May 20, 2015  
Cup Match

Evenly, it's most fun—join us for Cup Match," says Shawn Crookwell, Bermuda Minister of Tourism and Transport. "All over Bermuda, you'll see locals sporting their favorite team's color: dark blue and light blue for St. George's, and dark blue and red for Somerset." And, if Cup Match is your first foray into the often confusing world of cricket wickets, stumps, bowlers, and bats, relax. "The Bermudians you sit next to in the stands will be happy to help you with the finer points of the game."



New York Times – June 21, 2015  
Bermuda Family & Adventure



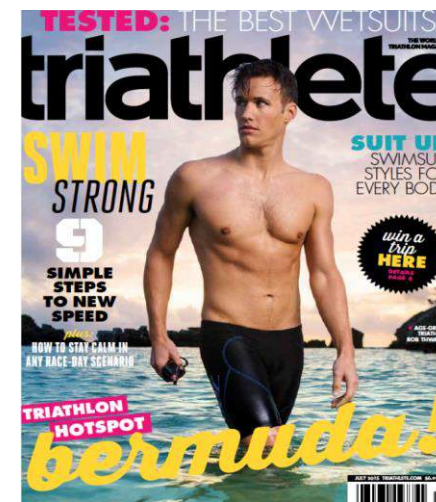
Wall Street Journal – June 29, 2015  
Bermuda Adventure



*"Best Island 2015"*

## THE WALL STREET JOURNAL.

*"Bermuda: The New Destination for  
Adrenaline Junkies"*



*"Best Summer Trips 2015"*



*"Top 10 Hottest places to go  
this Summer 2015"*



*"Top 15 Best Beach Getaways  
for 2015"*



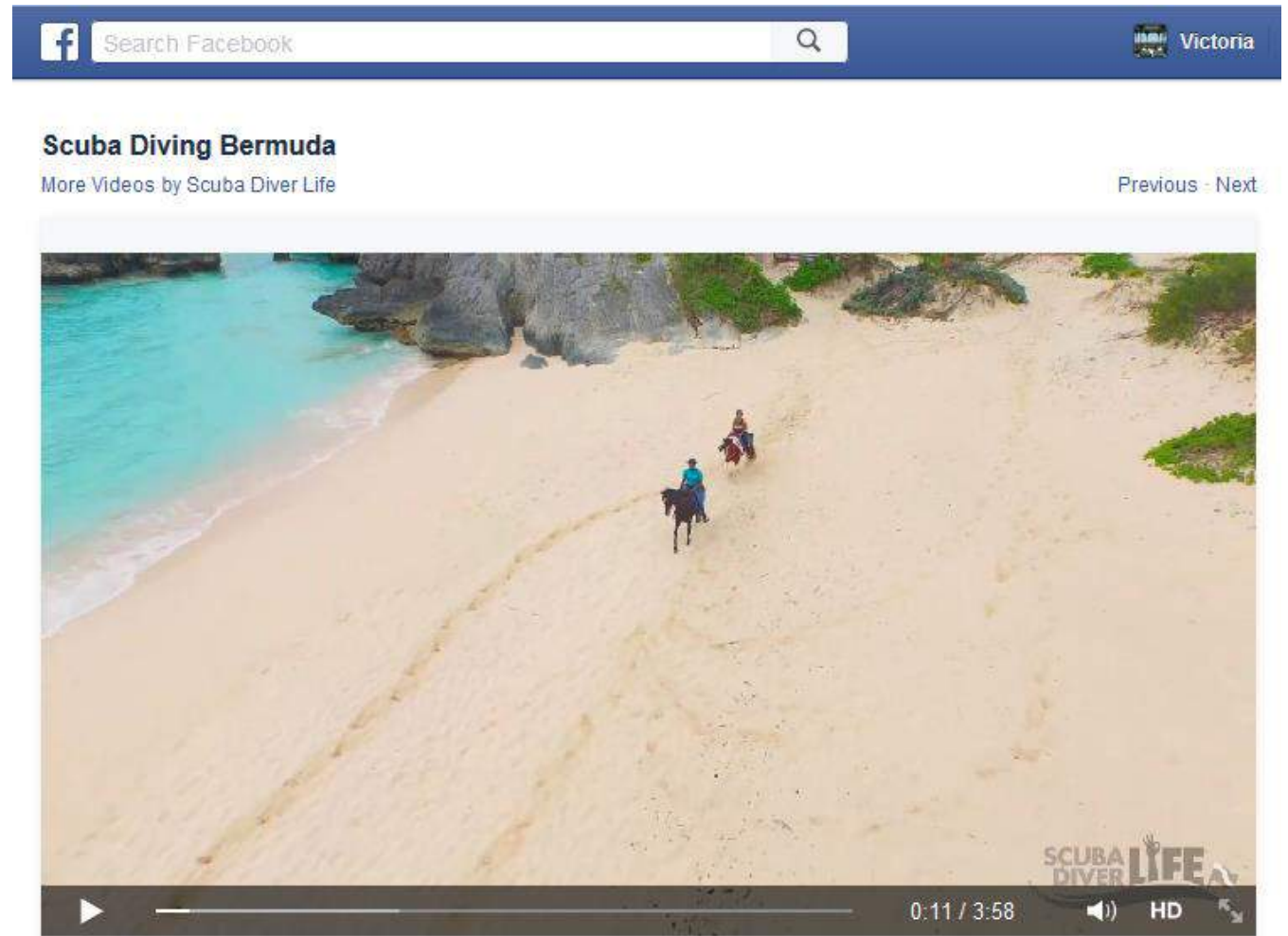
# **NEW CONTENT DEVELOPMENT**

# Scuba Diver Life Partnership

Partnered with Scuba Diver Life and on-island partners to create a 4-minute storytelling video touting the fabulous diving experience in Bermuda.

## Early Results:

- 111K views in 1 week
- 313 shares
- 681 likes
- 50+ inquiries to join dive trip in 2016



# Whale Watching Video

Worked with on-island videographers and partners to create a 4-minute storytelling video touting the fabulous whale watching experience in Bermuda to promote shoulder season visitation to the island.

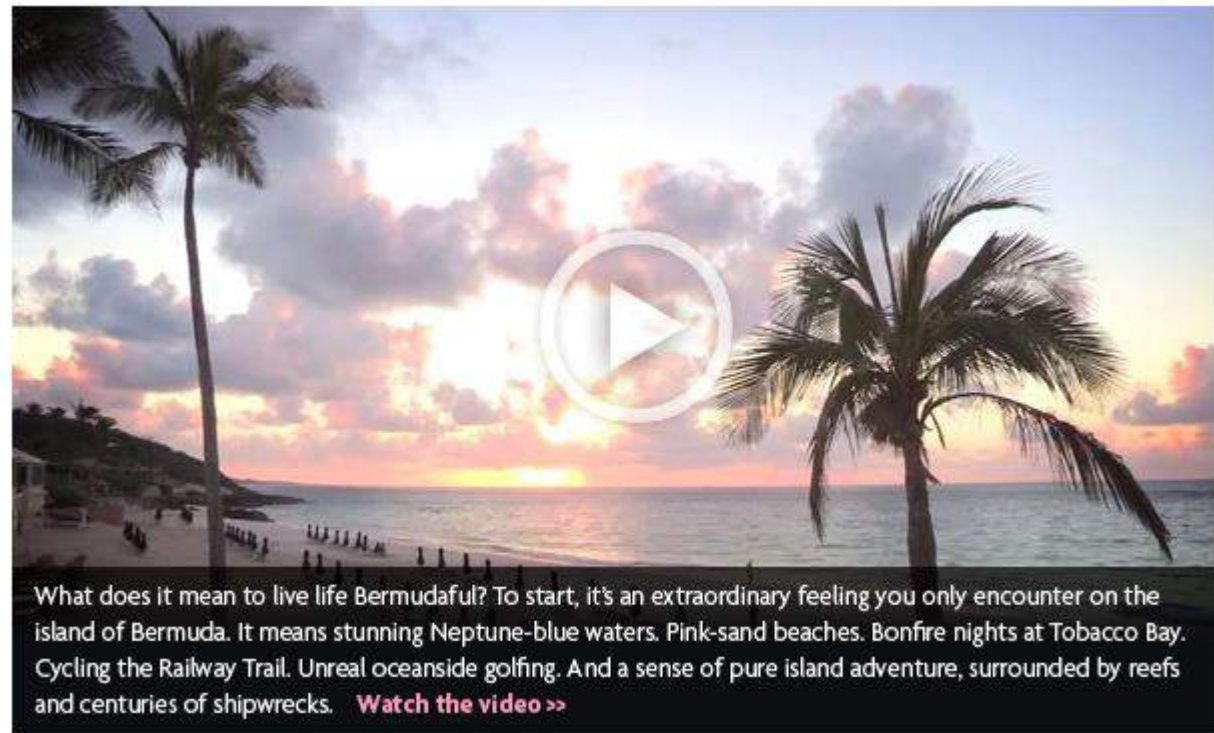


## Life Bermudaful Video & TV Buy

Worked with on-island videographer to create a 90-minute video telling the story of “Life Bermudaful.” The video captures the sights and sounds of the island.

The video became the backbone to create a 30-second spot that ultimately aired on network morning TV in NYC the last 2 weeks of June.

It’s also been repurposed to create an interactive ad unit.



What does it mean to live life Bermudaful? To start, it's an extraordinary feeling you only encounter on the island of Bermuda. It means stunning Neptune-blue waters. Pink-sand beaches. Bonfire nights at Tobacco Bay. Cycling the Railway Trail. Unreal oceanside golfing. And a sense of pure island adventure, surrounded by reefs and centuries of shipwrecks. [Watch the video >>](#)



# Interactive & Email Marketing

**LIVE A LIFE BERMUDAFUL**

BERMUDA  
GoToBermuda.com

EXPLORE NOW

CLICK TO HEAR BERMUDA IN HIGH-DEF

CLICK FOR SOUND

REPLAY MAIN VIDEO

**LIVE A LIFE BERMUDAFUL**

BERMUDA  
GoToBermuda.com

EXPLORE NOW

**GOMBEYS**

CLAP. DRUM ROLL. CRASH. POWERFULLY COLORFUL AND ENTERTAINING. THE BEATS OF THEIR DRUMS, RICOCHETING OFF TOWN WALLS. THE GOMBEYS ARE A LIVING SYMBOL OF BERMUDA'S FOLKLIFE AND ARTISTIC TRADITIONS. CATCH EVENING PERFORMANCES AT HARBOUR NIGHTS IN HAMILTON OR GOMBEY SATURDAYS IN QUEEN ELIZABETH PARK.

CLICK TO HEAR BERMUDA IN HIGH-DEF

REPLAY MAIN VIDEO

Bermuda is waiting for you. [View this email in your browser](#)

**FATH\* M**

A MESSAGE FROM OUR PARTNER

**PROPER SUMMER HOT SPOTS BERMUDA STYLE**

HURRY TO FORT SCAUR  
 7:00-10:00PM  
 47° 52' 20" N  
 64° 52' 20" W

SHORELINE TOBACCO BAY  
 10:00-11:00PM  
 32° 00' 00" N  
 64° 52' 20" W

LOWKEY AT JOHNSON'S COWE  
 10:00-12:00AM  
 31° 10' 00" N  
 64° 48' 20" W

**4 DAYS UNTIL SUMMER FRIDAY.**  
Spend your long weekend snorkeling in Tobacco Bay, relaxing on the pink-sand beaches of Jobson's Cove, or hiking up scenic Fort Scaur. It's proper fun. Bermuda style.

BERMUDA IN 2 HOURS

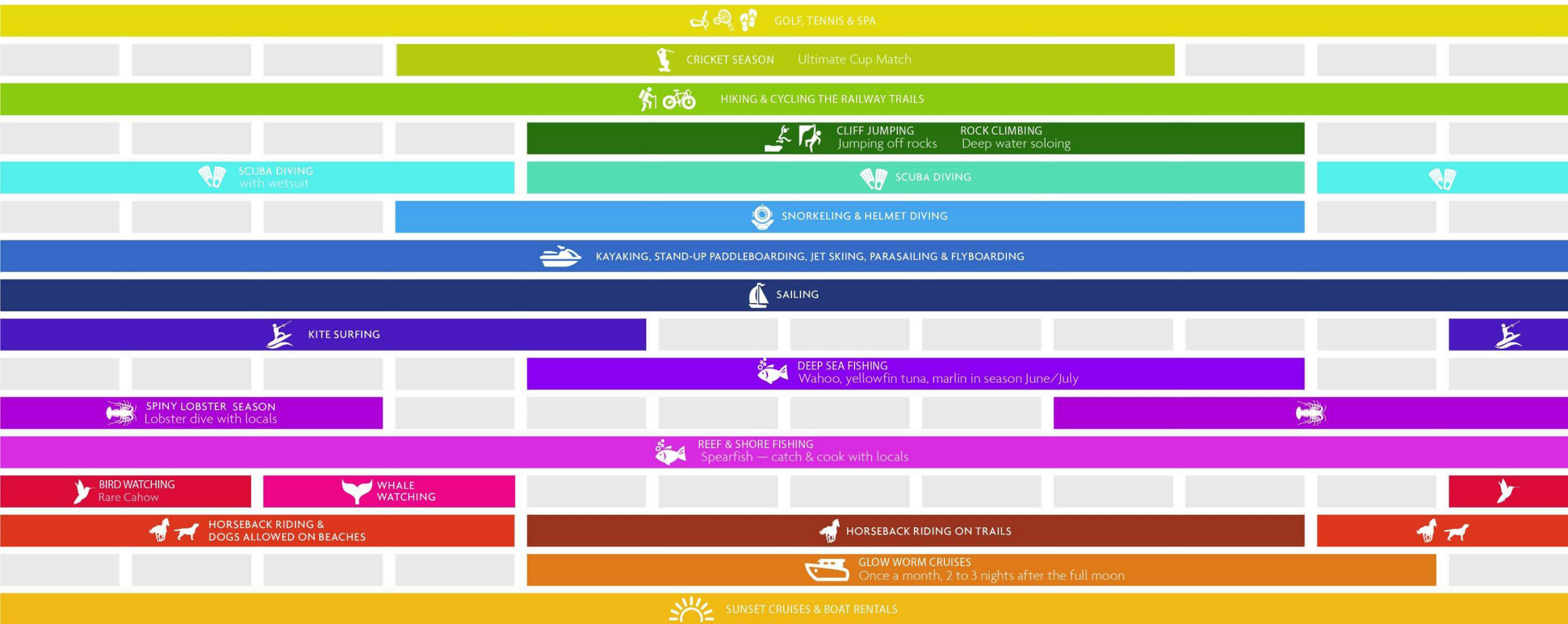
#SUMMERFRIDAYS

**BERMUDA**  
GoToBermuda.com

<http://console.flite.com/ad/2491e4c3-64ce-4464-b664-b0d79446c053>

### AVERAGE AIR AND WATER TEMPERATURE (°F)

65	64	64	67	72	77	80	81	80	75	70	66
66	65	65	68	72	77	82	83	81	77	73	68
<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>



# Targeting by Persona – Data Driven Marketing Segments



## Experience Seekers

- 36-50 years old
- Double income, no kids
- HHI \$200K+, high disposable income
- 6+ trips per year
- Immersive travel experiences
- Looks at reviews and recommendations from experts and friends
- Desired experience: Leisure, Culture, me time



## Go For It Families

- 36-50 years old
- HHI @ \$200k +
- Kids are older and can engage at the parents' level
- Mom makes decisions
- 7+ trips per year, 2 vacations / 5 getaways
- Lots of travel centered on activities
- Unique experiences, higher end, creating memories matters most
- Desired experience: Leisure, culture, adventure, excitement



## Dream Tripper

- 51-65 years old
- HHI @ \$150k +
- Couples traveling together, sometimes with friends
- Lots of planning, includes tour and package options
- 8+ trips per year, 2 vacations / 6 getaways including visiting family
- Not highly engaged in social media, loyal to associations
- Desired experience: leisure, culture, storytelling



## Adventure Seekers

- 25-35 years old
- Moving up in their career
- No family or very young family
- HHI @ 100K+
- Millennials with disposable income
- 6+ trips per year, 2-3 trips around authentic experiences
- Active on social media, spends time and money on interests
- Desired experience: Culture, adventure, motivation



# 2015 YTD Sales & Marketing Snapshot

