



ADVANCING THE NATIONAL TOURISM PLAN

2015 Update



INCREASE NEW DEMAND Advancing the National Tourism Plan

BERMUDA
TOURISM AUTHORITY

≡ ADVENTURE SEEKERS

Blue Sky Flights

This new experience allows for visitors to view the stunning beauty of Bermuda from the air. Guests can specialise their tour to focus on Bermuda's historic forts, beaches and world renowned golf courses. The BTA supported this experience financially to get it off of the ground and into the sky.

Bermuda Marathon Weekend- Signature Event

This event secured a two year sponsorship from the BTA to give the event marketing permanency. The event led to runners and adventure-seeking travelers visiting Bermuda from around the world.

Coconut Rockets/ Bermuda Flyboard

Fly boarding is an excellent new addition to what Bermuda has to offer its adventure and thrill seeking visitors. This unique experience has quickly grown in popularity and complements the pre-existing parasailing and kite surfing activities that the island has to offer. This experience is marketed by the BTA.

≡ MILLENNIALS

Bermuda Heroes Weekend (June 12th-15th 2015)

The BTA financially sponsored the first-ever Bermuda Carnival events which attracted thousands of revelers - locals and tourists alike. It was a great cultural celebration for the National Heroes Day weekend.

Red Bull Youth Americas Cup

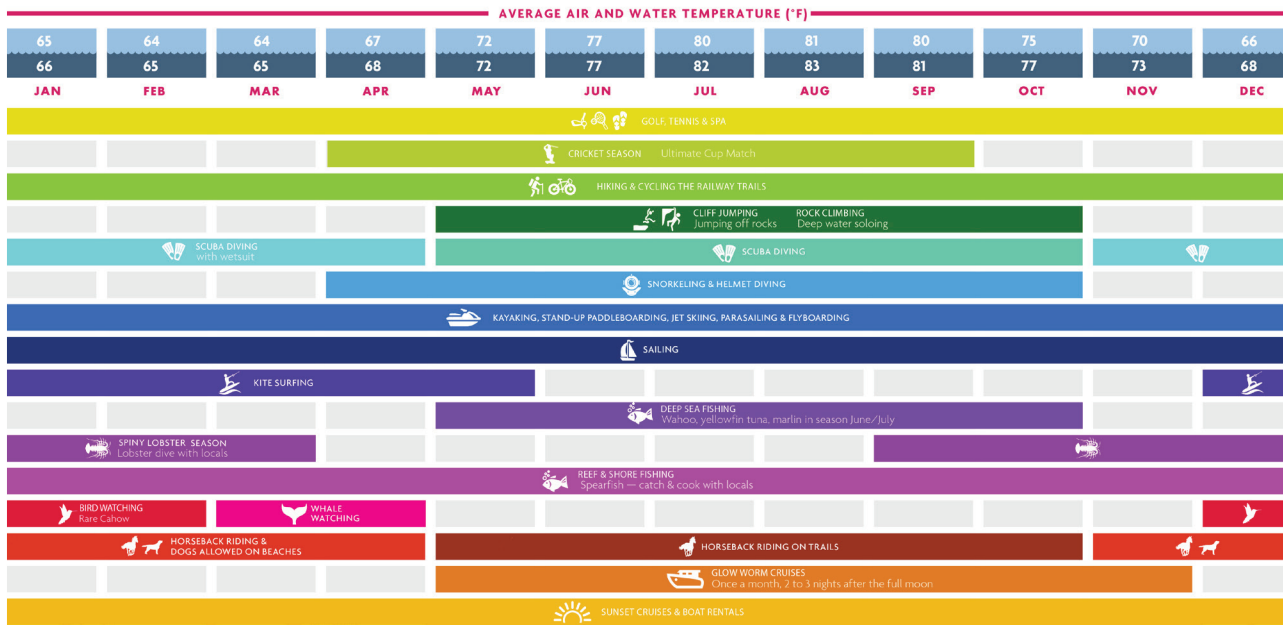
This event will attract dozens of young elite athletes from around the world to compete in Bermuda in this prestigious competition. The BTA is supporting this campaign with in kind support as part of the AC35 efforts.

The Big Game

Professional Rugby Team 'Saracens' came to Bermuda to partake in an exhibition match against a team composed of both local and international all-star players. Whilst on the island, members of the Saracens team participated in rugby clinics with young students.

Sports Tourism

The BTA's aim is to expand and promote Bermuda's unique ability to offer a spring training ground to collegiate and national sports teams in order to attract them to the island during traditional shoulder seasons.



REDUCE SEASONALITY Advancing the National Tourism Plan

ADVENTURE ALMANAC

Railway Trail Experience update

Work was done to implement physical and infrastructure upgrades along the Railway Trail, stimulating excursion and service opportunities. Mountain biking, jogging and hiking are some of the activities the BTA markets in order to promote the Railway Trail.

Whale Watching Experiences

Bermuda is an excellent location to view the migratory humpback whales as they make their way across the Atlantic. The BTA promotes 5 different organisations that offer this seasonal activity and has recently introduced a new video to promote this experience.

Marion Bermuda Yacht Race (June 19th 2015)

This year marked the 20th running of a sailing classic: The Marion to Bermuda Cruising Yacht Race. This event has been elevated by the BTA to a Signature Experience as part of a coordinated effort to make Bermuda the sailing capital of the world.

UNCOVER THE ARTS

The Bermuda Festival of the Performing Arts - Signature Event

The Festival had international headliners including the legendary Ellis Marsalis, and renowned cellist Yo Yo Ma, demonstrating the high calibre of world class talent Bermuda attracts to perform during the traditional shoulder season - now the peak season for arts, culture and sports.

The Bermuda Hibiscus Gardens Trail

This eco-themed tour of the local hibiscus variety was awarded funding from the BTA Products and Experiences Investment Process and has grown into a successful and popular activity for our visitors.

Bermuda Yoga Festival

Local yoga teachers worked to establish the Bermuda Yoga Festival as a high-ranking event in the international yoga festival circuit. The festival, which received sponsorship from the BTA, drew participants from the US, Canada and the UK to the island to attend classes, workshops and talks given by 11 internationally acclaimed guest speakers.

Bermuda Fashion Festival

This 6-day Hamilton-based fashion festivals had a variety of events ranging from a hair and beauty show to a local designer show. The event creates new demand from the NYC beauty market, key in the millennial demographic.



≡ GROWING TOURISM ECONOMY

Increased Air Visitor Spending

Q1 2015, air visitor spending is up 21% YoY, that's an increase of \$6.1 million for the local tourism economy in one quarter. The spending number was up sharply even though air visitor numbers were down. This suggests the BTA is marketing to and attracting a more affluent visitor, which bodes well for the tourism economy.

Right Products & Experiences

Strategy to grow visitor spending by developing more product and experiences that meet customer demands. The BTA Product & Experiences team uses market research data to understand what the customer wants and then financially backs local entrepreneurs who can create products and experiences that meet those customer demands. It's called the Tourism Experiences Investment Process. Its launch marked the end of us giving visitors what we think they should have and began an era of giving customers what they want.

Economics of Food Culture

Chefs at 44 of Bermuda's top eateries from all over the island showcased their talents with special Bermuda-inspired menus of three-course selections for Restaurant Weeks. Restaurateurs report noticeable revenue increases as a result of BTA's efforts. Meantime, the recently-launched 'Bermuda's Best Fish Sandwich Competition' is likely to produce similar results.

Pink Sale Results

BTA put the same dollar investment in the Pink Sale for 2015 that BDOT put into the promotion for 2014 but got far better results. 45% growth in number of reservations YoY; 24% growth in room nights YoY, 24% increase in direct visitor spending (about \$900,000 YoY).

Certified Tourism Ambassadors

BTA rolled out a certified tourism ambassador (CTA) program to better educate front line tourism workers on what's available to visitors in Bermuda. Not only are they schooled on Bermuda's history, culture and geography, but also how to sell to visitors what the island has to offer. When a visitor encounters a knowledgeable person that they like and that person makes a recommendation on an experience, attraction or restaurant the visitor is more likely to go there and spend money than if the recommendation came through a brochure or some similar method. CTAs are part of the reason visitor spending is up. The BTA created the program and has trained and certified 400 CTAs in partnership with the Bermuda Hospitality Institute.

America's Cup Bid

The BTA is a large reason Bermuda has the economic impact of the America's Cup to boost its economy. BTA leaders brought with them the experience of working for destinations that had previously competed for the Superbowl and NCAA Final Four.

Better Taxpayer Return on Investment

The BTA budget from Bermuda taxpayers this year is \$21.7 million. That's down 31% from the 2013/2014 budget, the last budget year for the former Bermuda Department of Tourism. So while taxpayer funds spent on tourism is going down with the BTA, the economic impact of visitor spending is going up. That means the BTA is providing a healthier return on investment for the country than it was getting before.

≡ SUPPORT BUSINESS DEVELOPMENT

ENTREPRENEURIAL EMPOWERMENT

Product & Experience Investment Process

The experiences identified for investment demonstrated alignment with the Bermuda National Tourism Plan objectives, with emphasis in the areas of sports, arts and culture, natural resources and marketing/PR. To date, almost \$2 million invested in home-grown ideas.

Lunch n Learn sessions

An opportunity for local tourism-minded entrepreneurs to ensure their ideas are aligned with the objectives of the Tourism Experiences investment process, where up to \$75,000 in grant money is available to successful applicants.

Signature Events

For a high profile event that regularly generates high visitor numbers and hits many of the key objective points in the National Tourism Plan, the BTA may elevate the event from a Tourism Experience to a Signature Event. The move typifies an event that has the potential to make a significant impact on the local economy.

Hub One

Easy and affordable bus services for our visitors in St. George's and St. David's allowing passengers to hop on and off visiting beaches, bars, forts, etc. in the area – literally driving revenue to BTA stakeholders.

As the de facto headquarter for the 'Uncover the Arts' calendar, other regular activities scheduled for the season in Hub One are Haunted History walking tours, the St George's Historical Re-enactments, and a new Gunpowder Plot Party that will take place at Tobacco Bay

STIMULATING ECONOMIC ACTIVITY

Interest-Free Loans

Due to tight lending practices by local banks, the BTA granted several local enterprises interest-free loans to help get their exciting home-grown ideas off the ground. Some ideas may never materialize without loans from the BTA (Examples: Scootcoupe, Funworx and Shelly Bay Beach Experience).

Food Culture

Restaurant Weeks and Bermuda's Best Fish Sandwich Competition have been used to advance Bermuda's food culture and stimulate spending in the local culinary.

≡ ATTRACTING INVESTMENTS

Attending International Conferences

- National Association of Black Hotel Owners, Operators, Developers (NABHOOD)
- American Lodging Investment Summit (ALIS)
- Caribbean Hotel Investment Conference (CHICO)
- Caribbean Hotel & Resort Investment Summit (CHRIS)
- NYU International Hospitality Industry Investment Conference
- Primary reason for attending conferences has been to continue promoting Bermuda as a viable hospitality investment.
- The conferences have also been instrumental in promoting sales and marketing and product and experience initiatives.
- The conferences help to garner how potential investors view Bermuda, what it will take for them to invest, and how Bermuda compares with our tourism competitors.

America's Cup Bid/America's Cup Act 2015

The America's Cup will act as a catalyst for further investment and revitalization of Bermuda and her assets by both the government and the private sector. The BTA was key in landing the event. "The Bermuda Tourism Authority's strength as a sales and marketing organisation was evident during the bid process and its efforts were a significant contributing factor to Bermuda coming out on top," said Harvey Schiller, Commercial Commissioner of the America's Cup.

The St. George's Resort Act 2015

A significant tourism industry milestone. The news comes as a result of numerous meetings that the Government, the Bermuda Tourism Authority and Desarrollos have had with both internal and external stakeholders, to negotiate terms and to prepare the relevant documentation.

Horseshoe Bay Development

Addressed on-going logistical problems at Horseshoe Bay and paved the way for improvements at Bermuda's most popular beach, including new job creation.

Incentives Act

The BTA's Investment Division has tackled the review of Bermuda's tourism incentives to provide a competitive platform that will convince international and domestic investors to bring foreign direct investment to Bermuda and local investors to invest in the redevelopment and refurbishment of existing hotels.