

BERMUDA TOURISM SUMMIT SCHEDULE



NOVEMBER 16, 2016

8:00 am - 4:45 pm

NETWORKING RECEPTION 4:45 pm - 6:00 pm

HAMILTON PRINCESS & BEACH CLUB

CALLING ALL EXPLORERS, PARTNERS & BELIEVERS

Join the Bermuda Tourism Authority, island stakeholders, partners and colleagues around the globe for the Bermuda Tourism Summit.

Welcome and Keynote 8:30 am - 10:00 am

Tourism Outlook 2017: Bermuda, the Global Economy & Travel

Adam Sacks joins us for a second year to survey the state of the US and global economies and share his firm's view of the implications for the travel industry. Find out about the potential prospects and challenges for Bermuda, the global economy and the travel industry in the year ahead.

Lunch & Keynote- Session 1:00 pm - 2:30 pm

Sharing Bermuda's Stories: The 2017 Platform

To the outside world, Bermuda has always been a bit of a mystery. How do we use that mystique to tell Bermuda's story? This session will highlight the progress we've made together thus far and an evolving brand strategy to connect travelers to Bermuda in an emotional and memorable way into the future.

General Session- 2:30 pm- 3:15 pm

Experience Design

Doug Lansky, a global tourism strategic advisor, will provide insights into "Experience Design." He'll show how curating a bookended visitor experience that starts before the trip and lasts until visitors return home can create an emotional connection that will lift satisfaction, increase visitor spending and improve the chances of a return visit.

Closing General Session - 3:30 pm - 4:30 pm

The Ups & Downs of Travel

We are all guided by our emotions. And the travel journey is no exception. From booking their trip to enjoying sites and activities to memories lasting long after they return home, travelers go through many emotions throughout the travel cycle.

Participants in this session will learn:

- The emotions cited by nearly 40,000 global travelers
- How emotions differ at each stage of travel
- How businesses can leverage emotions to enhance customer satisfaction, increase revenues, and drive loyalty

Please review and select the *breakout sessions* you would like to attend for each time slot.

10:15 am - 11:30 am

Please select *one* option from below.

Writing for Bermuda

Leveraging Bermuda's Brand Voice

Learn how to capture Bermuda's brand voice and use it to tell your story. Real life examples will help you set yourself apart from the sea of sameness that's out in the market today. You'll walk away with concrete tips and tricks for leveraging Bermuda's distinct voice for your ultimate benefit.

The Evolution of Vacation Rentals

Long before the advent of Airbnb or Home Away, Bermudians have been opening their homes and apartments to island visitors for decades. But with new technology platforms and unprecedented access, the playing field is continuously evolving. Hear from industry insiders about how to best plug into platforms and experiences available to consumers and home owners.

Digging into the Data

BTA manages and analyzes significant amounts of data. This hands-on session will show you how you can use it to your benefit.

Destination Development Update

Get a glimpse into the complex landscape of attracting and executing new development.

11:45 am - 12:45 pm

Please choose *one* option from below.

New Booking Engine for GotoBermuda.com

Especially designed for hotels, tour and attraction partners, find out first-hand how to plug into the power of the new booking engine for BTA's official website, gotobermuda.com

National Service Standards and Certified Tourism Ambassadors (CTA)

After widespread industry input and collaboration, five National Service Standards have been identified for execution across all sectors. This session will outline the process for implementation. Also included is an update on Bermuda's CTA program and its role in the National Service Standards programme.

The Social Session

How to Craft, Create & Engage

Follow the path to success from crafting great stories and creating killer content to building audiences and engaging them.

America's Cup & Beyond

Candid conversations about leveraging the opportunity that is the America's Cup, maximizing the impact of the event itself and how it can pay dividends to the island well into the future.