

Rail Trail

REIMAGINE, REDISCOVER, REFINE

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Objective

- Reimagine the Bermuda Rail Trail as a tourism asset with cultural relevance
- Rediscover its benefits as a health and wellness experience
- Refine as a year-round adventure for visitors and locals



Concept

- Modernize asset to appeal to explorers, thrill seekers and romantics
- Create a twice per year experience/event
- One event in the east as we approach spring, the other in the west as we approach winter

Map



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TOURISM AUTHORITY

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March 5th Event

11am – 5pm

Health / Wellness

11:00 am

- Healthy Food Trucks
- Paddleboards
- Soca Fitness Trainers
- Triple Challenge Demo
- Healthy Drinks
- Yoga
- Kayaks

Shelly Bay

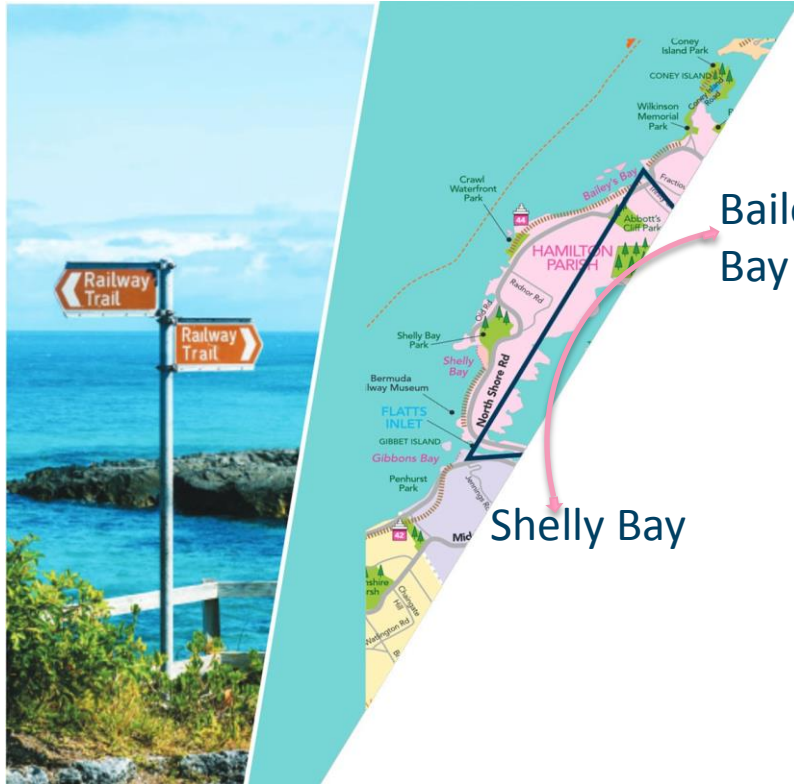
1:00 pm

Culture / History

- Jamaican Grill
- Rum Swizzle
- Gombey
- Steel Pan

Bailey's Bay

Surprise & Delight



Bailey's Bay

Shelly Bay

En Route

- Fishing off the rocks
- Pop Up Vendors
- Café Ole
- Bailey's Ice Cream
- Swizzle Inn

Focus on Entrepreneurs

We aim to inspire new Rail Trail experiences that are entrepreneur-led and/or self-guided...



...and stimulate existing businesses along the trail

Best Places to...

1. Enjoy a picnic
2. Catch a fish
3. Break a sweat
4. Take a plunge
5. Watch the sunset
6. Steal a kiss
7. Spot a plane



Community Partners

- Hamilton Parish Council
- Friends of the Railway
- Keep Bermuda Beautiful
- Department of Health
- Department of Parks
- Department of Land & Buildings
- Bailey's Bay Cricket Club
- Cycle for Change
- Lindo's to Lindo's Run/Walk
- One Communications
- Argus



Questions

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