

**BERMUDA**Δ

[GoToBermuda.com](http://GoToBermuda.com)

Bermuda  
Advertising  
& Accountability  
Research

Presentation  
January 24, 2017

# Advertising Awareness



- Six markets evaluated: New York, Washington DC, Chicago, Toronto, Philadelphia, Boston
- Bermuda's 2106 campaign reached 53% of long-haul travelers in the ad markets selected, which translates into 11.7 million people
  - *Awareness was highest in Washington D.C. (65%) and New York (60%) and lowest in Toronto (37%) and Chicago (43%)*

# Advertising Awareness



- Frequency of exposure was quite high with an average of 9.8 exposures recalled among the traveling population in the target markets:
  - Which translates into over 217 million exposures*
  - The pattern of frequency by medium closely matched what we saw for incidence, i.e., video and online banner ads generated the highest number of exposures*

# Advertising Impacts



- To assess the impact of the advertising beyond simple recall, we looked at various measures to determine whether people exposed to the campaign were affected in terms of:
  - *Image of Bermuda as a place to visit, both overall and in detail*
  - *Intent to visit Bermuda*
  - *Actual visits taken during the campaign and immediately afterwards*

# Advertising Impacts



- ◉ Exposure to the advertising significantly improved perceptions of Bermuda on overall measures such as the statements:
  - ◉ *“Bermuda is a place I’d really enjoy visiting” – strong agreement with this statement lifted from 59% to 66%*
  - ◉ *“Bermuda would provide excellent vacation value for the money” – rating scores jumped from 37% to 52%*
- ◉ People exposed to the advertising gave Bermuda substantially better rating on virtually every image dimension included in the survey

# Advertising Impacts



- ◉ The campaign created a 10% to 15% lift on a few of the key hot buttons that drive destination interest, including being perceived as:
  - ◉ *An exciting destination offering a sense of adventure*
  - ◉ *A unique place, including interesting cultures, unique local cuisine, a special mystique that sets Bermuda apart, and a unique location*
- ◉ Advertising also did a very good job of communicating additional things about Bermuda
  - ◉ *Great sightseeing, including well-known landmarks and lots to see/do*
  - ◉ *Affordable both to get to and once there*
  - ◉ *Great shopping and entertainment*
  - ◉ *An atmosphere that draws one in, is not too crowded or commercialized*
  - ◉ *Excellent fine dining options*

# The Bottom Line



- ◉ In the period from campaign launch until the end of November 2016, the campaign yielded 24,500 trips to Bermuda that would not have otherwise occurred without the advertising
- ◉ Using per capita spending figures provided by the BTA, we estimate that the campaign generated approximately \$17.1 million in incremental visitor expenditures over that 9-month period
- ◉ Visitor expenditures yielded \$3.9 million in new tax revenue
- ◉ When related to campaign expenses, we find that for every dollar spent on advertising, Bermuda got back:
  - ◉ *\$12.50 in visitor expenditures*
  - ◉ *\$2.86 in taxes*

# Conclusion & Recommendations



- ◉ We observed a significant positive relationship between frequency of ad exposure and both intentions to travel to and actual trip-taking to Bermuda, i.e. the more travelers were exposed to the campaign, the higher the rate of travel or intent to travel
- ◉ The research did not reveal any specific issues related to the use of different media:
  - ◉ *The impacts of the campaign on actual travel and travel intentions were mainly due to exposure to multiple campaign elements and ad frequency rather than individual media*