



Bermuda Tourism Summit

# THE LONG VIEW

BERMUDA | 2019

## AM | 8 - 8:30 Registration, Networking & Coffee

### 8:30 - 9:15 Opening General Session

#### Welcome & Purpose

Kevin Dallas, CEO, Bermuda Tourism Authority

#### Government Address

The Hon. Zane DeSilva, JP, MP, Minister of Tourism and Transport

#### Tourism Outlook 2020: Bermuda, the Global Economy & Travel

Economist Adam Sacks returns 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.

Adam Sacks, Founder & President, Tourism Economics

9:15 BREAK | 15 minutes

### 9:30 - 10:40 General Session

#### National Tourism Plan Year One: Implementation & 2020 Outlook

One year into the six-year National Tourism Plan, it's time to think through any changes in the island's tourism picture and adjust accordingly. First we will share updates on accomplishments in a fast-paced roundtable session. We'll then turn to the plan's strategic goals, including success indicators and a first look at priority-setting for 2020.

Kevin Dallas, CEO, Bermuda Tourism Authority

Vic Isley, Chief Sales & Marketing Officer, Bermuda Tourism Authority

Glenn Jones, Chief Experience Development Officer, Bermuda Tourism Authority

Karla Lacey, Chief Operating Officer, Bermuda Tourism Authority

Kimberly Orton, Managing Director, RedSky Strategy

*Moderator:* Rosemary Jones, Director of Corporate Communications & Strategy, Bermuda Tourism Authority



INNOVATION

## Deep Dive: SUPERYACHTS: A Mega Opportunity?

Bermuda passed landmark legislation this summer paving the way for a new sector of superyacht charters. What opportunities do the incentives offer these mega-vessels? What else does our ecosystem need to become a bonafide cruising destination? And what could high-net-worth markets deliver to our economy and entrepreneurs?

Charles Brown, Policy & Strategy Section, Cabinet Office, Bermuda Government

Danielle Paynter, VP, Head of Business Development, Butterfield Bank & entrepreneur ("DJ PM")

Joe Simas, VP, Marine Ops, Meyer Agencies

Mark Soares, President, Bermuda Yacht Services

*Moderator:* Rosemary Jones, Director of Corporate Communications & Strategy, Bermuda Tourism Authority



INFRASTRUCTURE

## Deep Dive: Frictionless Travel

Transport is a pain point in the visitor experience and tourism featured prominently in the government's transport green paper. What does this mean for the National Tourism Plan goal of frictionless travel? Another friction-prone area can be accessibility. We'll talk about achievable solutions to make our hotels, restaurants and attractions more accessible to differently-abled travellers and families with young children.

Tinee Furbert, Chairperson, National Tourism Plan Accessibility Working Group

Aideen Ratteray Pryse, Permanent Secretary, Minister of Tourism & Transport

Keith Simmons, Owner, Access Bermuda & Vice Chair, Accessibility Working Group



TEAMS & GROUPS

## Deep Dive: Teams & Groups

Learn how the BTA's sales strategies are generating group business from conferences and meetings to sports events and training camps. Team leaders will share how we can work together to win in this important market for the island.

Hazel Clark, Director of Sports & Business Development, Bermuda Tourism Authority

Ishmael Kolthoff, CMP, Director of Group Business Development, Bermuda Tourism Authority



LOCAL INVOLVEMENT

## Deep Dive: Bravo for BRAVO!

Bermuda Rental Association of Vacation-Home Owners (BRAVO) is a new organisation born of a desire to promote, support and represent a growing segment of the island's tourism market. Members of BRAVO discuss the group's objectives and invite vacation rental owners, managers and affiliates to register and share ideas on increasing the tourism experience for our vacation rental guests. They'll also discuss how to gain economies of scale by working together in transportation, supply ordering, taxes, cleaning, linen and other services.

*Moderator & Panellists:* BRAVO Committee TBA

11:45 - Noon BREAK | 15 minutes

BERMUDA  
AGILITY

# PM | Noon - 1:30 Lunch & General Session

## Stakeholder Recognitions

Enhancing Bermuda's tourism product through quality customer service delivery and visitor engagement.

Kevin Dallas, CEO, Bermuda Tourism Authority

Karla Lacey, Chief Operating Officer, Bermuda Tourism Authority

## The Year Ahead

A practical and tactical look at the year ahead including promotional opportunities, experiences and events, and ongoing focus on improvement in service levels.

Vic Isley, Chief Sales & Marketing Officer, Bermuda Tourism Authority

Glenn Jones, Chief Experience Development Officer, Bermuda Tourism Authority

Karla Lacey, Chief Operating Officer, Bermuda Tourism Authority

1:30 BREAK | 15 minutes



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## PM | 1:45 - 5 General Session continued

### 1:45 - 2:15 Hotel Outlook

Representatives from several of Bermuda's newest hotel projects are on deck to showcase the facilities and amenities that will help expand the island's offerings.

John Bush, Owner/Developer, Azura Bermuda

Laura Purroy, General Manager, St. Regis Hotel Development

Robert MacLellan, Managing Director, MacLellan Associates and Project Leader, Bermudiana Beach Resort, Tapestry Collection by Hilton

### 2:15 - 3:45 Airline Outlook

In this in-depth session, get an insider view of the new Bermuda airport to debut in the summer of 2020. Then international firm Ailevon Pacific Aviation Consulting (APAC) shares the realities of air service development, the current landscape for Bermuda and the components of a long-term sustainable strategy. Followed by a panel discussion including APAC, BTA, Bermuda Airport Authority and Skyport.

Aaron Adderley, President, Skyport

Kevin Dallas, CEO, Bermuda Tourism Authority

Brad DiFiore, Managing Director, Ailevon Pacific

Ken Hassard, Commercial Director, Skyport

Oliver Lamb, Managing Director, Ailevon Pacific

Lester Nelson, CEO, Bermuda Airport Authority

### 3:45 BREAK | 15 minutes

### 4 - 5 Bring it Home

Bermudians return home to share their diverse experiences abroad, and what applications there may be back in Bermuda. From insights on the evolution of placemaking and hotel spaces to content development and storytelling, you won't want to miss the life lessons in this final session of the day.

Daren Bascome, Managing Director, Proverb, proverbagency.com

Clare O'Connor, Editorial Director, Bumble

Richard Tucker, Complex General Manager, The Assemblage

### 5 - 6:30 Networking Reception: Tourism Tech Connect

Visit our Brilliant Bars!



BTAConnect

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