

BERMUDA TOURISM SUMMIT

NEXT LEVEL BERMUDA

OCTOBER 24, 2018 | BERMUDA
TOURISM AUTHORITY

Welcome to Bermuda Tourism's 3rd Annual Bermuda Tourism Summit.
Plug into the energy, new experiences and upcoming developments as we roll out the new National Tourism Plan and prepare the NEXT LEVEL of Bermuda's tourism.

AM | 8:00 - 8:30 Registration, Networking & Coffee TRUDEAU BALLROOM

8:30 - 9:45 Opening General Session | HARBOURVIEW BALLROOM

Welcome

Paul Telford, Chairman, Bermuda Tourism Authority

Purpose

Kevin Dallas, Chief Executive Officer, Bermuda Tourism Authority

National Tourism Plan I: Introducing the Plan

The best laid plans are the ones built with many hands. Hundreds of stakeholders contributed their time, expertise and opinions to the creation of Bermuda's National Tourism Plan. Hear from some of them about the collaborative eight-month process as Bermuda Tourism Authority CEO Kevin Dallas shares the big headlines from the final report.

Kevin Dallas, Chief Executive Officer, Bermuda Tourism Authority

Glenn Jones, Director of Strategy & Corporate Communications, Bermuda Tourism Authority

Anthony Bennett, Managing Director, RedSky Strategy

Kimberly Orton, Managing Director, RedSky Strategy

Joined by a collection of industry stakeholders

9:45 BREAK | 15 minutes

10:00 - 11:45 General Session | HARBOURVIEW BALLROOM

National Tourism Plan II: Sharing the Foundation

A good plan is built on a robust understanding. Our partner RedSky will share their insights derived from countless hours of study including trends in tourism, new quantitative research with visitors, potential visitors and local residents and more than 130 stakeholder interviews.

Anthony Bennett, Managing Director RedSky Strategy

Kevin Dallas, Chief Executive Officer, Bermuda Tourism Authority

11:45 BREAK | 15 minutes

PM | 12:00 - 1:00 DEEP DIVE WORKSHOPS

Deep Dive: Path to Purchase Innovation | PRINCESS KATHERINE BALLROOM

Think Like A Visitor: Take your analytics a step further to understand our visitors' need states through technology and data. Using PQI, TripAdvisor and Google Destinations, this session will unlock how to increase visibility in the research and consideration phase.

Erin Smith, Director of Research & Business Intelligence, Bermuda Tourism Authority

C.A. Clark, Vice President, Digital Marketing, Miles Partnership

Carol Johnson, Senior Destination Marketing Manager, TripAdvisor

Moderators:

Tiffani Cailor, Director Of Public Relations & Content Development, Bermuda Tourism Authority

Jamari Douglas, Digital Marketing Manager, Bermuda Tourism Authority

Deep Dive: BTAConnect | TRUDEAU BALLROOM

The BTA is proud to unveil the next phase of engagement through the BTA portal called BTAConnect. This tool empowers partners to take ownership of their business profile on the gotobermuda.com website, where visitors decide how to spend their money out here in Bermuda. Through BTAConnect, partners can engage directly with the BTA on business leads, upcoming events, promotions, stakeholder benefits, and non-public market research reports.

Kristin McSweeney, Business Analyst and CRM Specialist, Bermuda Tourism Authority

Andrew McLeod, Account Manager, Simpleview

Deep Dive: Teams & Groups for the Win | TWAIN BOARDROOM

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

Simon Boden, Director of Sales & Business Development, Bermuda Tourism Authority

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

Ken Kennerly, President & CEO/ Executive Director, K2 Sports Ventures

Stacy Lucherini, Senior Vice President, Associated Luxury Hotels International

Deep Dive: Vacation Rentals Forum | PRINCESS VICTORIA BALLROOM

Bermuda's vacation rental market has more than doubled over the last few years and is a critical part expanding Bermuda's air visitor capacity and transforming the visitor experience. This forum provides an opportunity for home owners and service providers to address mis-perceptions and opportunities following the introduction of the **Vacation Rentals Act 2018**.

Karla Lacey, Chief Operating Officer, Bermuda Tourism Authority

Azalea Perez Olivares, Caribbean Market Manager, Airbnb

Deep Dive: Trade Trends (Tour Operator Panel) | PRINCESS LOUISE BALLROOM

This lively panel discussion digs into trends in travel and the tourism industry with a cross section of international tour operator partners.

Daniela Buchwald (Mosquera), Product Executive - Mexico/Caribbean, Flight Centre Travel Group

Nuno Sales da Ponte, Director Market Management, Caribbean Resorts, Expedia Group

Dominic Hodson, Director, Purely Bermuda. (UK)

Wendy Juengerkes, Regional Manager LATAM/Caribbean Product, JetBlue Vacations

Moderator:

Amanda Dempsey, Director of Marketing, Bermuda Tourism Authority

PM | 1:00 - 2:30 Lunch & Keynote

Government Remarks on National Tourism Plan | HARBOURVIEW BALLROOM

Every stakeholder matters, but it is ultimately the Bermuda government that decides policy. Hear directly from the minister responsible for tourism about the government's commitment to the National Tourism Plan, and how it fits with their wider vision for the future of Bermuda.

The Hon. Jamahl Simmons, JP, MP; Minister of Economic Development and Tourism

National Tourism Plan III | HARBOURVIEW BALLROOM

Together we will drill down on Bermuda's priority visitor targets and cities, the need states that motivate them to travel and the opportunity to deliver against their expectations year-round by better defining our seasons.

Kevin Dallas, Chief Executive Officer, Bermuda Tourism Authority

Joined by special guests

National Tourism Plan Q&A | HARBOURVIEW BALLROOM

2:30 - 3:15 **General Session | HARBOURVIEW BALLROOM**

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

Pat Phillip-Fairn, Chief Product & Experiences Development Officer, Bermuda Tourism Authority

Karla Lacey, Chief Operating Officer, Bermuda Tourism Authority

3:15 **BREAK | 15 minutes**

3:30 - 4:30 **Closing Session | HARBOURVIEW BALLROOM**

Marketing Worth Sharing

Tom Fishburne is a frequent keynote speaker on innovation, marketing, and creativity, using cartoons, case studies, and his marketing career to tell the story visually. He will deliver witty insights as well as clear advice on what makes "marketing worth sharing."

Tom Fishburne, Creator of Marketoonist (content marketing agency) and Author of "Your Ad Ignored Here"

Closing Remarks

Kevin Dallas, CEO, Bermuda Tourism Authority

4:45 - 6:00 **Networking Reception | TRUDEAU BALLROOM**

Visit our Brilliant Bars! | TRUDEAU BALLROOM