

BERMUDA

Alliance for TOURISM

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PARTNERSHIP

*The Official Newsletter of The
Bermuda Alliance for Tourism*

Who & What is BAT?

BAT is a public/private sector partnership; 50% owned by Government & 50% by the Private Sector.

BAT serves as a think tank to Government, providing expertise from the business and hospitality sectors, to develop tourism initiatives customized for today's tourism market.

**Questions or comments?
Email us at info@bat.bm or
Call 441-292-1228
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www.bat.bm**

Island Breeze Café Open for Business...



BAT recently assisted the CedarBridge Academy with the establishment of its Island Breeze Café. Mrs. Karen Edwards-Simmons, Instructional Leader of Family Studies/Design & Technology, Meal Management and Hospitality teacher has created a programme wherein students are taught the basic skills of the Food and Beverage service industry and then get to run a real restaurant.

Left is a picture of Ms. Bridgette Marshall dining at the Island Breeze Café recently, being served by Deshay Hollis, an S3 student.

“BAT is delighted to be associated with this initiative and wish to congratulate Mrs. Karen Edwards-Simmons, her team and especially the students”, said Wayne Smith, Executive Director of BAT. “We must teach our young people the skills needed to work in the industry. From what I have seen, having been served in the café, the operation is a first class café which is comparable and in some ways better than some cafés in Bermuda. The décor and signage is great, the service is excellent, the food is very good and the prices are quite reasonable”, Mr. Smith continued.

“We would also like to thank our industry partners, who donated various items of inventory for the Island Breeze Café. Specifically, Mrs. Bridgette Marshall of Edgehill Manor; Mr. Wyman Lindsay

(Continued on page 2)

Message from the Executive Director



Congratulations to everyone who has in any way contributed to the improvement in Bermuda's Tourism Industry. The outlook for the foreseeable future is bright, but let's not ever rest on our laurels.

There is much more work to be done. We still have issues with crimes being committed against visitors. We still see strikes, threats of strikes and industrial action. This summer has been the worst in ages with respect to transportation; we have to resolve this issue. However, we at BAT are optimistic that with the talent we have in Bermuda, we can resolve all of these issues.

Lastly, we have to get everybody on the same page. Every Bermuda resident has to understand the importance of treating our guests well and every resident must be willing to go the extra mile to help our visitors.

Through partnership, working together, remaining focused and positive, we will eventually address all of these issues.

I am reminded of the words of Sir Winston Churchill, who is famous for saying, “never, never, never give up”. Every person living in Bermuda should ask themselves each day, “What have I done today to help improve Bermuda's tourism industry?”

Wayne Smith
Executive Director

UPCOMING EVENTS...

AUGUST

August 3-4 - Cup Match @ The Somerset Cricket Club...

August 15 - Introduction of SuperHost Programme

August 16-17 - SuperHost Train the Trainer

SEPTEMBER

Sunday, September 3 - BAT's Don't Stop the Carnival Hawkins Island Fund-raiser – tickets are only \$80 per person, \$640 for tables of 8

September 3 - USAirways' Charlotte, US Airways Orlando, United Chicago and United Washington DC flights stop.

September 24-27 - North American Tour Operators Summit

September 25 - Peter Yesawich of YPBR to visit Bermuda

September 25 - Results of portrait of Affluent Traveler Survey

September 27 – 30 North American Reservations Agents Fam

September 10 – Air Canada's weekly Halifax Flight stops

Don't forget to make arrangements for World Travel Market in London

OCTOBER

Oct 4 - 7 - BDA Music Festival

Oct 15 - USAirways' Boston flight stops

Oct 29 - BA goes to 5 flights per week

Oct 29 - Munich Airways flight to Munich and Milan stops

Make final arrangements for World Travel Market in London

NOVEMBER

November 6-9 World Travel Market at London's Excel Centre

DECEMBER

December 3 - USA 3000 Airways Newark Flight stops

December 14 - BHA & BAT Christmas party

December 24 - Merry Christmas from us to you

JANUARY

Happy New Year!!! We will see you in 2007!

Island Breeze Café Opens for Business...

from the Reef's Hotel, Minister Dale Butler of the MEF Group and Mr. Jay Correia of the Swizzle Inn Restaurants." Mr. Smith added.

Minister Dale Butler, who has also dined at the Island Breeze Café, said, "It was an excellent start and as the Director of Training for the Little Venice Group, I was pleased to see schools attempting to meet the needs of the industry. As the Minister of Community Affairs & Sport I was delighted to see young people providing excellent service."



"SUPERHOST"

Jenni Hopkyns, Manager, Training Services Tourism British Columbia, Canada



On August 14, 2006, the Bermuda Alliance for Tourism will be launching the Bermuda version of SuperHost, a customer services training system that BAT hopes will improve the standard of customer service initially in the tourism industry, and eventually throughout Bermuda.

BAT will be working with Tourism British Columbia, who developed this programme, to implement it in Bermuda. Ms. Jenni Hopkins, Manager, Training Services, Tourism British Columbia, will be in Bermuda during the week of August 14-18, to launch the programme, train Bermudian trainers start the process of improving customer service on the Island.



WHAT IS THE 'SUPERHOST' PROGRAMME?

The goal of developing a SuperHost programme is to ensure that tourism related businesses and organizations committed to excellent customer service have professional and well trained employees which will enhance the world class status of Bermuda and maintain our competitive edge over other destinations. SuperHost is designed to provide a comprehensive front-line customer service skills workshop geared to the needs of tourism related business.



THE OBJECTIVES OF THE 'SUPERHOST FUNDAMENTALS' WORKSHOP

- To provide participants with an understanding of the importance of excellent customer service skills;
- To help participants make their communication with customers more effective and efficient;
- To help participants demonstrate their attentiveness to customer needs;
- To provide participants with an understanding of the social and economic contribution that a healthy tourism industry makes to Bermuda



- To teach the five key *SuperHost Fundamentals* commitments that help a tourism workforce 'go that extra mile'. The five commitments are: **Give fully**, **Respect everyone**, **Empathize with others**, **Excel at your job**, **Teamwork works**
- SuperHost is designed to be a participatory, high energy workshop and it incorporates several activities (role play, group work, brain storming) to encourage interaction within the group. Participants are encouraged to take responsibility for their own learning by participating in the activities and learning from each other.

BATFUNGUIDE

BERMUDA'S TOP GUIDE TO FUN EVENTS ON THE ISLAND!

MONDAYS

Island Festival Extravaganza

VENUE: The Spinning Wheel Entertainment Complex, Hamilton

TIME: 8pm til 11pm

COVER CHARGE: \$40

"MMMM" Mediterraneo

Martini Madness

VENUE: Mediterraneo Restaurant, Hamilton

TIME: 8pm til 1am

NO COVER CHARGE

TUESDAYS

Tony n' Tina's Wedding

VENUE: Fairmont Hamilton Princess

TIME: 6:45pm til 9:30pm

COST: \$95 pp (includes dinner & a complimentary glass of champagne)
\$125pp (includes VIP check-in, service & seating, VIP gift bag) Get tickets at www.bdatickets.com

Jazz Night

VENUE: The Spinning Wheel, Hamilton

TIME: 8pm til 11pm

COVER CHARGE: \$40

Theme Nights at Splash

VENUE: Splash, Hamilton

TIME: 10pm til 3am

NO COVER CHARGE

Destination Dockyard

VENUE: Royal Naval Dockyard

TIME: 8pm til 11pm

St. George's Market Nights

VENUE: King's Square,

Town of St. George

TIME: 7pm til 10pm

WEDNESDAYS

Piazza Europa at Square One

VENUE: Square One, Hamilton

TIME: 8pm til 3am

NO COVER CHARGE

Weekend Warm Up at Dockies

VENUE: Docksidiers, Hamilton

TIME: 8pm til 1am

COVER CHARGE: Ladies Free, Gentlemen \$10

Hamilton Harbour Nights

VENUE: Front Street, Hamilton

TIME: 7pm til 10pm

Uptown Culture Fest

VENUE: Court Street, Hamilton

TIME: 9pm til 11pm

(June 14th to October 11th only)

THURSDAYS

Laugh it Up at

Bootsie's Comedy Club

VENUE: Bootsie's Comedy Club, Hamilton

TIME: 8pm til 3am

COVER CHARGE: \$20

Flatts Family Fun Festival

VENUE: Flatts Village, Smith's

TIME: 7pm til 10pm

(June 1st to August 31st only)

FRIDAYS

Happy Hour at the Pier

VENUE: The Pier, Hamilton

TIME: 5pm til 11pm

NO COVER CHARGE

Jazz Nights at Mediterraneo

VENUE: Mediterraneo Restaurant, Hamilton

TIME: 10pm til 1am

NO COVER CHARGE

August Mambo Nights

VENUE: Fairmont Southampton,

Mid Ocean Amphitheater

TIME: Aug 11th Doors open 8pm -

Show starts 8:30pm

COVER CHARGE: \$45 (\$55 at door)

Patrons \$100

Reality Check feat. Chuck Fender

VENUE: Snorkel Park, Dockyard

TIME: Aug 4th Doors open 6pm - Until

COVER CHARGE: \$35 before 9pm

\$45 after 9pm

SATURDAYS

2 - 4 - 1 at Ozone

VENUE: Ozone Nightclub, Hamilton

TIME: 10pm til 3am

COVER CHARGE: \$20

Jazz Nights at Mediterraneo

VENUE: Mediterraneo Restaurant, Hamilton

TIME: 10pm til 1am

NO COVER CHARGE

The Pink Party

VENUE: Snorkel Park, Dockyard

TIME: July 29th 8pm til 3am

COVER CHARGE: \$40 - PINK attire (white optional)

World Clash Bermuda

VENUE: Snorkel Park, Dockyard

Summer Snow Jam

VENUE: Square One, Hamilton

TIME: August 19th 9pm til 3am

COVER CHARGE: \$25

SUNDAYS

Feel the Love

Sundays Beach Party

VENUE: Horseshoe Bay Beach, South

Rd. Southampton

TIME: 8pm til 1am

COVER CHARGE: \$15

Sunset Musicfest

VENUE: Snorkel Park, Dockyard

TIME: 8pm til 11pm - Dinner at 6pm)

COVER CHARGE: Regular Nights \$20 / International Feature Nights \$40

Chewstick Neo Griot Lounge

VENUE: Champions Sports Bar,

Hamilton

TIME: 8pm til 12am

COVER CHARGE: \$5

Chewstick Neo Griot Lounge

VENUE: Horseshoe Bay, Southampton

TIME: Aug 30th Gates open 7pm -

Clash starts at 10pm

COVER CHARGE: \$45 In Advance \$55 at Gate

BAT INITIATIVES FOR 2006

- The next phase of the CedarBridge initiative involves BAT facilitating a number of these students taking their newly acquired knowledge to the next level, by taking a course run at the Bermuda College.
- In August BAT will be implementing the SuperHost Programme. SuperHost is a customer services standards training programme that was created by Tourism British Columbia and has been so successful that it has been used by numerous destinations around the world.
- On August 24 there will be a 10-page Bermuda Section in the USA Today Newspaper. This will feature editorial and advertisements from a collection of private and public sector partners. In fact the writer of the article was in Bermuda this week gathering information for the article.
- In September there will be a North American Tour Operators Forum, wherein we will meet with our tour operator partners to create the conditions for increasing business for them and for Bermuda.
- BAT is developing an Endless Summer Promotion that is designed to generate additional visitors to Bermuda in September, October and November. The key message in this promotion is that our summer doesn't end in August. Most of the time the weather here is absolutely lovely in September, October and November.
- We are gearing up for the World Travel Market promotion in London in November and we are inviting large hotels, as well as medium and smaller businesses (especially attractions and places of interest) to collaborate with BAT so that a variety of businesses can have a presence through which they can attract UK and European travelers.
- We are currently in the field with a survey on the behavior and preferences of the affluent traveler. We will share the results of that survey.
- We continue to assist the Minister in the development of Bermuda's Air Services Strategy. We are keen to establish relationships with low cost carriers in markets/gateways where such arrangements are not in place today.
- We are looking for solutions to the island's transportation problems.
- We have a group business promotion that has already generated several thousand visitors for the next two winters.

Statistical Highlights & the BAT Analysis of Statistics

For the first quarter of 2006 there was a 6.5% increase in air arrivals and a 47% increase in cruise passenger arrivals. For the second quarter of 2006 there was a 9.8% increase in air arrivals and a 48% increase in cruise passenger arrivals. The Bermuda Hotel Association's Occupancy statistics show:

	JAN	FEB	MARCH	APRIL	MAY	JUNE
2006	31.2 %	40.0%	51.2%	70.9%	79.4%	84.0%
2005	28.0%	34.2%	53.5%	69.0%	70.2%	76.9%
2004	38.4%	51.8%	58.3%	64.2%	76.3%	82.9%

At press time, the Bermuda Police Service did not have statistics for the second quarter of 2006. However, for the first quarter of 2006, crimes against visitors appear in most categories to be on pace to match the level of crime experienced in 2005.

BAT's Analysis

The numbers generated for the first two quarters of 2006 are encouraging and many people, both Government and Private Sector stakeholders are to be congratulated.

However, any month that doesn't produce an 85% occupancy for Bermuda's hotels, especially during our Beach and Sizzle Season, must be considered a bad month. If we can't generate 85% occupancy in peak season, with our significantly diminished room inventory, we still have major, major challenges!

Some of our airline and tour operator partners have essentially shrunk our busy season. In years past, Bermuda's high season began in late March/early April. Nowadays, due to air service scheduling and

other initiatives, our high season appears to begin in May. Therefore, although we should be encouraged by the many new initiatives implemented by the Department of Tourism as well as various industry partners, we are by no means where we need to be.

Also, we wish to encourage all industry partners against celebrating too much over small percentage increases, because we are generating year over year increases on base years (2003, 2004 and 2005) which were some of the worst years we ever had.

So let's not pop any champagne corks! Instead, let's use that money to reinvest in the product, continue to identify ways to make our marketing more effective, improve customer service, reduce crime and generate additional visitors.

At this point we should mention that while we celebrate the significant contribution of the cruise visitors, many industry leaders are concerned that this sector is growing at a far superior rate than that of air visitors. Therefore, we support increasing cruise visitor arrivals but believe that more emphasis must be placed on increasing air arrivals and increasing hotel occupancy. Hotels employ more Bermudians, provide entertainment for locals as well as visitors, contribute far more to the economy and must have conditions conducive to generating additional visitors and generating a profit that approximates what hotels in competing destinations are able to earn.

Regarding crime, while BAT supports the Bermuda Police Service in its efforts to combat crime, until the number of crimes committed is zero, we will continue to say that this is a problem. We can ill afford for even one visitor to have a crime committed against them. Now we've had shootings and the senseless murder of a young man!

So, business is improving, we are doing better than we have done in the recent past, but we have a long, long way

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