

UK & Europe Travel Trade Representation

Issued by: Bermuda Tourism Authority (BTA)

RFP Release Date: Monday, November 3, 2025

Time zone references used below:

- UK: Greenwich Mean Time (GMT, UTC+0)
- Bermuda: Atlantic Standard Time (AST, UTC-4)

REQUEST FOR PROPOSAL



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Who We Are.



The **Bermuda Tourism Authority (BTA)** is the official destination marketing organisation for Bermuda. We are responsible for developing and implementing marketing, sales, and communications strategies that grow visitation, support the island's economy, and reinforce Bermuda's positioning as a world-class destination.

BTA operates as an independent, public-private authority with a mandate to deliver measurable results for the island. We work across marketing, travel trade, media, public relations, partnerships, and on-island experiences. Collaboration is at the heart of how we operate, both internally across teams and externally with global partners and agencies.

Bermuda itself is a premium island destination located in the North Atlantic, just under seven hours from London and 90 minutes from New York City. Known for its iconic pink-sand beaches, vibrant culture, thriving international business community, and year-round experiences, Bermuda is both familiar and unique: British heritage, American proximity, and island soul.

However, Bermuda faces challenges in visibility and knowledge with consumers and the travel trade industry within the UK and European markets. Competing destinations across the Caribbean, Mediterranean, and Middle East often dominate trade distribution and consumer mindshare. To address this, Bermuda requires a dedicated UK-based partner to strengthen our travel trade presence, grow distribution channels, and drive measurable booking outcomes.

**What We
Are Seeking.**



The **Bermuda Tourism Authority** is issuing this RFP to appoint a UK-based agency that can serve as our travel trade representation partner focused on the UK and Europe. The appointed agency will be expected to:

1. Build and manage relationships with UK and European tour operators, wholesalers, and consortia to expand Bermuda's travel distribution footprint.
2. Drive increased product availability and visibility within travel trade booking systems, catalogs, and partner promotions.
3. Support the conversion of trade interest into measurable bookings and visitation to Bermuda.
4. Collaborate closely with BTA's other global agencies (public relations, creative, digital, and partnerships) to amplify messaging and ensure integrated activity.
5. Provide regular reporting with clear KPIs tied to trade distribution growth and booking performance.

Scope of Work.



The selected partner will be responsible for:

1. Developing and Executing Strategic Trade Sales Plans

Lead the development and implementation of a comprehensive sales strategy to strengthen Bermuda's presence and distribution within the UK and European travel trade ecosystem. This includes cultivating relationships with key tour operators, wholesalers, OTAs, and retail travel consortia to ensure Bermuda features prominently in product portfolios, seasonal campaigns, and premium offerings. The representative will identify new partnership opportunities and growth segments across leisure, luxury, and niche categories (e.g. weddings, yachting, wellness, golf, soft adventure).

2. Driving Trade Training, Engagement, and Knowledge Building

Design and deliver impactful training sessions, workshops, and webinars to increase agent confidence and conversion in selling Bermuda. Activities should include both in-person and virtual engagements, leveraging storytelling, digital toolkits, and BTA educational materials to highlight Bermuda's unique selling points. Establish and maintain regular communication with key agents and consortia to reinforce Bermuda's brand positioning and ensure ongoing engagement.



3. Developing and Implementing Cooperative Marketing and Conversion Programmes

Identify and execute joint marketing initiatives with top-performing operators and wholesalers to drive bookings. This includes co-op campaigns, tactical promotions, content collaborations, and incentive programmes designed to generate measurable sales and leads. Work closely with the BTA marketing team to ensure campaign alignment with brand standards and integrated consumer marketing efforts.

4. Supporting BTA-Led Trade Events, Roadshows, and Market Activations

Provide end-to-end support for BTA-organised events, including planning, partner outreach, logistics, and follow-up. Represent Bermuda at trade shows, sales missions, and networking events across the UK and Europe (e.g. WTM London, ITB Berlin, and key consortia conferences). Develop post-event reports with actionable recommendations and follow-up plans to maintain momentum and strengthen relationships.



5. Ensuring Strong and Consistent Market Presence

Act as the on-the-ground ambassador for the Bermuda Tourism Authority, ensuring the destination has consistent, professional, and compelling representation across all trade touchpoints. This includes participation in trade media opportunities, maintaining visibility within key travel trade networks, and proactively positioning Bermuda as a premier, year-round destination.

6. Reporting, Analysis, and Market Insights

Provide regular reporting on all activity including partner engagement, campaign results, training sessions delivered, and bookings influenced. Deliver quarterly performance summaries and annual reviews detailing market trends, competitive insights, and recommendations for continuous growth. Reports should include KPIs such as trade engagement metrics, product shelf-space gains, training reach, and ROI from joint marketing initiatives.

Assignment.



To better understand your approach and thinking, we ask that you complete the following assignment as part of your proposal submission:

How would you position Bermuda's "Where is Bermuda?" campaign to the UK and European travel trade audience to grow travel distribution and bookings?

Your response should demonstrate:

1. How you would interpret the campaign for the trade market.
2. What tactics and channels you would prioritise.
3. How you would translate destination storytelling into actionable trade outcomes.
4. What success metrics you would apply.

This assignment is not intended to be a full campaign plan but rather an opportunity to showcase your strategic thinking, creativity, understanding of the trade landscape and Bermuda.

Proposal Requirements.

Proposals must include:

1. Agency overview, relevant experience, and key personnel.
2. Demonstrated knowledge of UK and European travel trade markets.
3. Case study of how you have grown trade distribution and bookings for a comparable destination or product within the last two years.
4. Creative response to the assignment outlined above.
5. Budget and fee structure (retainer, performance-based, or hybrid).
6. References from at least two destination or tourism clients.



Timeline.

- Intent to Bid Due: Monday, November 10, 2025 — 17:00 GMT / 13:00 AST
- Questions Due: Wednesday, November 12, 2025 — 17:00 GMT / 13:00 AST
- Q&A Responses Published: Friday, November 14, 2025 — 17:00 GMT / 13:00 AST
- Proposal Submission Deadline: Tuesday, November 25, 2025 — 17:00 GMT / 13:00 AST
- Shortlist Notification: Monday, December 1, 2025 — 17:00 GMT / 13:00 AST
- Live Interviews: Monday, December 15 and Tuesday, December 16, 2025 — 10:00–16:00 GMT (London)
- Award Notification: Monday, December 29, 2025 — 17:00 GMT / 13:00 AST
- Contract Start Date: Thursday, January 15, 2026



Evaluation Criteria.

Proposals will be evaluated on the following criteria:

- Understanding of Bermuda, its positioning, and its challenges in the UK and European trade markets.
- Creativity and strength of the assignment response.
- Proven track record in growing travel trade distribution and bookings for destinations.
- Team chemistry and ability to collaborate with BTA and other agencies.
- Destination knowledge and ability to effectively represent Bermuda.
- Team diversity and depth of expertise.
- Strength and relevance of trade connections in the UK and Europe.
- Ability to execute against proposed strategies and deliver measurable outcomes.
- Value for budget.



Thank You.