Bermuda National Tourism Plan
Bermuda

Aimed to re-ignite the tourism pillar of the Bermuda economy, rebuild the natural characteristics and re-discover heritage, charm, and culture, T&L Europraxis in conjunction with OBM International embarked on a 6-month journey inclusive of research & analysis of the tourism supply, demand, competition, and governance. The project was approached holistically, considering the social value, environmental importance and economic structure of the island’s proposed tourism plan. Engaging in consistent stakeholder feedback ensured an integrated approach. The team’s goal was to prepare a tourism vision, policy and a sustainable approach to product development. The strategy, which includes providing communication and engagement of residents and final action plans combined to produce an economically sustainable guide to the tourism development of the 21 square mile island of Bermuda.

TYPE
Sustainable Tourism Plan

COMPONENTS
Diagnostic Reports
Preliminary Vision & Strategy
Vision, Tourism Policy & Strategy

SIZE / BUILT AREA
21 mi²

SERVICE
Planning

CENTER OF EXCELLENCE
Destination Creation
Green Matters

CLIENT
Government of Bermuda Ministry of Business Development & Tourism
Department of Tourism