



# BERMUDA

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## **BERMUDA DEPARTMENT OF TOURISM LAUNCHES TRIP GIVEAWAY CONTEST TO PROMOTE NEW MOBILE APPLICATION**

*~Prize Trips Encourage Travelers to Download Free Travel & Vacation Guide App~*

NEW YORK, August 3, 2011 – To celebrate the launch of its first-ever free mobile application, [The Bermuda Department of Tourism](http://www.BermudaDepartmentofTourism.com) is giving away three four-night, five-day retreats for two to paradise this month via **The Bermuda Travel & Vacation Guide Trip Giveaway** contest. Vacationers looking to get away can visit [www.GoToBermuda.com/freetrip](http://www.GoToBermuda.com/freetrip) to enter through August 31.

The contest, launched in partnership with three distinguished Bermuda hotels and JetBlue Airways, also invites travelers to download and experience the Department of Tourism's new free mobile application in order to start planning a trip. The **Bermuda Travel & Vacation Guide** allows vacation planners to access Bermuda's most popular activities, sightseeing locations, golf courses, beaches, hotels, shops, restaurants and more. It features an interactive map, enabling users to easily search, browse and find Bermuda's top destinations. Users can then share their favorite hot spots and the app itself with others via Facebook, Twitter and email. The Bermuda Travel & Vacation Guide is now available to download for free from the iTunes App Store: <http://itunes.apple.com/us/app/bermuda-travel-vacation-guide/id439690448?mt=8&ls=1>.

"Travelers often rely on their mobile devices to quickly access information about the places they are visiting," said the Hon. Patrice Minors, Minister of Business Development and Tourism. "Our new Bermuda Travel & Vacation Guide app helps people discover what the island has to offer and then share these experiences with others in their social networks. We are excited about the launch of this new contest, as it gives our fans yet another excuse to download the app and plan a vacation to paradise now."

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Winners will be selected and announced just after Labor Day, with the prize trips including stays at **Elbow Beach, Bermuda; Fairmont Hamilton Princess** and **Fairmont Southampton**. JetBlue Airways will also offer round-trip flights for each of the three winning pairs.

For more information or to make a reservation in Bermuda, please call 1 (800) BERMUDA or visit [www.GotoBermuda.com](http://www.GotoBermuda.com).

Bermuda stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's diverse activities offer an array of vacation options all year round, including world-class spas, more wreck dives than anywhere else in the world, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end. Bermuda is home to the PGA Grand Slam of Golf, played in October.

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