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BERMUDA'S ENDLESS SUMMER PROMOTION ENCOURAGES TRAVELERS TO "BRING A FRIEND" TO PARADISE IN THE ATLANTIC

~Participating Airlines and Island Hotels Offer Credits for Stays of Four Nights or More~

NEW YORK, July 7, 2011 – [The Bermuda Department of Tourism](#) is inviting vacationers to extend their summer fun on Bermuda's pink sands through October this year with the launch of the island's *Endless Summer Promotion*. The *Endless Summer* offer is available for booking now through October 25, with travel dates from August 23 through October 31, 2011.

Travelers have a variety of ways to save:

- Those who book a minimum four-night stay and airfare-inclusive package for two through a tour operator will be able to "**Fly a Friend Free**" on participating airlines. Airlines and respective airports participating with the "Fly a Friend Free" offer include: JetBlue from New York's John F. Kennedy International Airport; Delta from Boston Logan International and Hartsfield-Jackson Atlanta International Airport; as well as WestJet from Toronto Pearson International Airport. Ticket value for the second person must be \$400 or less.
- Travelers flying on non-participating airlines can receive a "**Friend Air Credit.**" Those flying to Bermuda via American Airlines, U.S. Airways, AirTran Airways and Continental Airlines from all other cities of origin in the U.S. and Canada will receive a \$400 air credit when booking a four-night, air-inclusive trip for two with a tour operator.
- Guests who instead book a minimum four-night stay directly with one of 12 participating hotels on-island, rather than through a tour operator, will receive a **\$400 resort credit** in place of the air incentive. Hotels include: Cambridge Beaches Resort and Spa, Elbow Beach, Fairmont Hamilton Princess, Fairmont Southampton, Grotto Bay Beach Resort, Newstead Belmont Hills Golf Resort and Spa, Pompano Beach Club, The Reefs Hotel & Club, Rosedon Hotel and Rosewood Tucker's Point.

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For more information on Bermuda's Endless Summer Promotion including applicable blackout dates and restrictions, visit www.gotobermuda.com or call 1-800-BERMUDA.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's accommodations range from luxury resorts to intimate guest cottages and family-run inns, all incorporating the sophistication and hospitality unique to the Bermuda experience. The island includes more than 150 restaurants to fit any traveler's budget, from simple and inexpensive to elegant and special dining. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end.

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