



BERMUDA

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**BERMUDA DEPARTMENT OF TOURISM LAUNCHES NEW IPHONE APPLICATION**  
*~Free App Allows Travelers to Create Unique Itineraries with Ease~*

NEW YORK, June 8, 2011 – [The Bermuda Department of Tourism](http://www.bermuda.gov.bm) (BDOT) today unveiled the **Bermuda Travel & Vacation Guide**, a free iPhone application inviting travelers to research and create their own exclusive itineraries – whether it is months, weeks or just hours before landing on the island’s pink sand shores. The app encourages first-time visitors to learn about Bermuda’s history and key attractions and return travelers to discover the destination in new ways.

The Bermuda Travel & Vacation Guide iPhone app allows vacation planners to access Bermuda’s most popular activities, sightseeing locations, golf courses, beaches, hotels, shops, restaurants, nightlife and more. It features an interactive map to enable users to easily search, browse and find Bermuda’s top destinations. People can then share their favorite hot spots, and the app itself with others via Facebook, Twitter and email. This is the first in a series of mobile applications that iCrossing, BDOT’s global digital marketing agency of record, will develop and build for Bermuda.

“Travelers often rely on their mobile devices to quickly access information about the places they are visiting,” said William Griffith, Bermuda’s Director of 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.”

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>.

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The free app, developed and built by iCrossing, is the latest initiative in a larger, multi-content strategy for Bermuda to drive awareness and engagement across bought, earned and owned media channels. iCrossing also recently redesigned and launched the departments new website, [www.GoToBermuda.com](http://www.GoToBermuda.com).

### **About Bermuda**

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

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