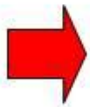




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August 5, 2011
UMV: 41,155



Bermuda Launches Trip Giveaway Contest to Promote New Mobile App

To celebrate the launch of its first-ever free mobile application, The Bermuda Department of Tourism is giving away three four-night, five-day retreats for two this month via The Bermuda Travel & Vacation Guide Trip Giveaway contest.

Vacationers looking to get away can visit www.GoToBermuda.com/freetrip to enter through August 31. The contest, launched in partnership with three [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 e-mail. The Bermuda Travel & Vacation Guide is now available to download for free from the iTunes App Store: www.itunes.apple.com/us/app/bermuda-travel-vacation-guide/id439690448?mt=8&ls=1.

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.

Visit www.GotoBermuda.com.