

BERMUDA

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Bermuda Tourism Authority (BTA)

Request for Proposal (RFP)

Live Entertainment Showcase

Date: August 2016

1. INTRODUCTION

A Bermuda tourism experience is defined as a journey visitors embark on that connects them to Bermuda, and creates unforgettable memories that encourage them to return. As part of our ongoing research into tourism sector trends, the Bermuda Tourism Authority (BTA) has core insights into the desires of today's target Bermuda visitor as regards entertainment. Customer feedback from that research shows that our target visitors want local live entertainment in pop-up, intimate locations when they travel. With entertainment serving a catalyst that helps connect visitors to Bermuda and our culture, the goal is to create unique entertainment offerings featuring local entertainers in order to provide authentic cultural experiences.

2. REQUEST FOR PROPOSAL

To ensure visitors have an array of opportunities to experience live local entertainment, the BTA is seeking proposals from qualified, experienced companies, promoters or event producers to perform the following services:

- a. Produce a high quality, monthly entertainment showcase featuring a cross-section of local entertainers – veteran and contemporary – representing and celebrating the unique blend of Bermuda's culture
- b. Secure unique venue locations throughout the island, preferably in a Tourism Hub, and arrange all physical layouts at each location
- c. Create and execute a marketing plan aimed at promoting each showcase locally and overseas
- d. Provide, timely, efficient communication to stakeholders to promote each entertainment showcase
- e. Arrange all logistics, equipment, entertainers, crew and personnel required
- f. Secure all permits required and ensuring all health and safety requirements are met
- g. Align entertainment offerings with customer feedback and research received. Please refer to APPENDIX 1 for an overview of the research received from an entertainment focus group conducted.

The issuance of this Request for Proposal does not commit the BTA to engage or execute a contract with any vendor. BTA reserves all rights to postpone, discontinue or withdraw the Request for Proposal at any time.

3. PROPOSAL REQUIREMENTS

1. Attend BTA's Experience Investment Workshop on one of the scheduled dates:

- **Thursday, August 25, 4:30 pm – 6:30 pm**
- **Friday, August 26, 8:30 am – 10:30 am**
- **Friday, August 26, 4:30 pm – 6:30 pm**

To register for one of the above workshops visit, bteia.fluidreview.com

2. Submit and include the following in your proposal for consideration:

- a. A brief overview of yourself and/or company's profile
- b. Description of your experience with similar projects
- c. Proposed entertainment concept(s), venues, entertainers and event timeline
- d. Marketing Plan
- e. Detailed budget inclusive of all fees
- f. The personnel who will be involved with providing services

The BTA will not accept the following proposals:

- a. Received by hardcopy, handwritten or faxed
- b. Received after the submission deadline
- c. That do not incorporate a cross-section of local entertainers
- d. That look to offset any expense(s) associated with a previous venture

All proposals must be submitted electronically to tthompson@bermudatourism.com

4. DESIGNATED CONTACT PERSON

The designated contact person for this RFP is Tashae Thompson, Product Development Manager, Bermuda Tourism Authority. All communication or questions related to this RFP should be directed to the Designated Contact Person.

Email: tthompson@bermudatourism.com

5. SUBMISSION DEADLINE

All proposals must be received by **September 30, 2016**.

6. SCHEDULE OF KEY DATES

Formal Responses Accepted	August 30, 2016
Formal Responses Deadline	September 30, 2016
Short listed vendor notification	October 17, 2016
Formal Interviews	October 24-28, 2016

The above schedule is subject to change without further written notice.



»» Entertainment Perceptions

Bermuda is not seen as currently having defined or particularly compelling entertainment options.

- Absence of understanding as to what defines Bermudian culture
- Few, if any, associations with the entertainment options available.
- They expected (but were not certain) that Bermuda would have some accessible entertainment options, but no big name acts.
- The quality of the entertainment available to them was also unknown. However, the groups struggled to effectively list destinations they see as having good entertainment.

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»» Importance of Entertainment

For the type of travel experience Bermuda would be sought for, entertainment is desired but not a deal breaker.

- Entertainment was not described as an important factor travelers would consider in deciding whether or not they would visit Bermuda
- It was clear that participants felt entertainment could (if appropriate) greatly enhance the visitor experience
- These travelers had a difficult time imagining entertainment being a primary reason they would visit Bermuda.

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»» Desired Entertainment Types

Enhanced entertainment options should reinforce the invigorating relaxation experience Bermuda can provide as well as communicating Bermuda's unique culture and sense of place.

- While the groups generally had little or no working knowledge of the destination's current entertainment options, they were enthusiastic about having the **right types of entertainment** available to them during a trip.
- Travelers in these groups want entertainment that **fits with the vibe and ambiance** of this sophisticated island destination.
- This means relatively **low-key and tasteful**, not loud, intrusive and in any way tacky or "attractive to the spring break crowd."

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»» Visual Exercise

A visual exercise was conducted where respondents selected visuals of the types of entertainment with the highest appeal to them.

- **Simple music shows** (band and singers) were by far the **most popular** entertainment options. DJs playing music also got some traction. This entertainment could be in bars, hotel lobbies or outdoor venues near the water; no strong location preference was seen.
- Significant interest in the **performing arts** (dance groups, theatrical performances, large venue classical music performances, etc.) **was not noted** in these groups. The prevailing sense seemed to be that these activities were **something they could do at home** and that would not add value to their ideal Bermuda experience.

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»» Bermuda Culture in Entertainment

Endemic or traditional cultural attributes of Bermuda are largely a mystery to these potential visitors—but something that begs exploration.

- Beyond the association with British culture held by a segment of participants, little to no understanding of what makes something Bermudian was expressed.
- No awareness of traditional cultural entertainment options was expressed.
- The concept of Gombey dancers was introduced to the groups, but it was largely an unknown.

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»» Local Talent

A strong preference for local acts and entertainers exists.

- Travelers typically look to destinations for new experiences they can provide, ones they cannot get at home.
- Preference for homegrown versus imported entertainment talent.
- Entertainment should be fitting into the island's ambiance, that might be reflective of the local culture.
- The idea of bringing in big acts from overseas received mixed reviews. Travelers did not wholly reject this notion, but seemed oriented toward a desire for authentic, local flavor.

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»» Beach Entertainment

Beach entertainment should primarily be an evening activity.

- Watching entertainment beachside did not score highly with them, and in fact was seen as potentially being disruptive.
- Openness was expressed toward low key options (singers, bands or DJs) at certain areas on a beach or at a nearby park or restaurant. But, larger more intrusive daytime musical entertainment options were clearly rejected by participants.
- If music shows or other entertainment are to be held beachside, a clear preference for this happening in the evening was shown.



»» Serendipity Is Desired

- Travelers' desire to simply explore a place, enjoy its atmosphere and happen across entertainment options.
- Participants showed significant interest in simply running into a band playing on the street or a dance performance in a public venue or a musical performance in a restaurant or bar they chance to pass by.
- They felt that entertainment can enhance the ambiance and atmosphere of the destination



»» Events

Special events are an area of significant potential—in destination brand building as well as enhancing entertainment on the island.

- There was universal agreement that special events and festivals would be a pleasingly effective way to add entertainment to a Bermuda travel experience.
- Events should fit with Bermuda's culture and ambiance, and would supplement the overall energy and vibe of the island while they were going on.
- While no specific events or festivals gained traction, the ideas of culinary, film and music (although jazz rather than pop—genres fitting of the relaxed yet sophisticated vibe) festivals were positively noted.

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»» Summary of Key Takeaways

Overall response: Travelers want low-key entertainment experiences with a local flavor that fit with the Bermuda brand and the experience they desire.

Entertainment options desired: Primarily music and to a lesser degree dance. Spontaneous performances street or beach side that add to the local vibe. Some openness seen for endemic sports activities.

Entertainment options rejected: Large venue performances, theatrical performances and classical concerts—anything that is more urban and produced and against the Bermuda brand and/or island/resort experience.

Desired Locations: Bars, restaurants and hotel lobbies. Beachside in the evenings (if restricted and unobtrusive, possibly in the daytime.)

Time of Day: Serendipitous performances in the day time. Relaxing evening entertainment to end a fun day.

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