

Bermuda Tourism Authority

Sports Tourism Strategy Background

There are ten priority sports defined through the National Tourism Plan and the sports business development strategy. Four sports have been identified to afford Bermuda the opportunity to own the vertical in the sport, from pinnacle events and partnerships to leisure visitors taking part in the sport. Those are:

- Golf
- Endurance
- Sailing, and
- Tennis

In addition to the four priority sports, there are focus sports including Rugby, Soccer, Swimming, Track and Field, Field Hockey and Lacrosse which offer opportunities for the development of Team Training business.

The sports business development strategy guides our efforts and enables us to have a more targeted and effective approach. More than twenty inputs and extensive data analysis were considered in building data-driven profiles for sports groups and events which are the right fit for Bermuda. The sports strategy will guide our proactive efforts. We will also be open to evaluating other sports opportunities that present themselves to Bermuda with the same criteria.

Key terms and definitions:

The I and C notated on the chart refer to sports which have visited for individual (I) team training vs. cluster (C) training sports which prefer groups for training and play.

The numbers on the chart are rankings based on our past business development activity and information pertaining to our opportunity to effectively host teams in Bermuda.

The checked boxes denote opportunities in the category.

Pinnacle Events: Flagship sporting events such as the Olympic games or America's Cup.

Professional Events: Feature credible and accomplished athletes which receive compensation for appearing and participating.

Amateur Events: Participants engage largely or entirely without remuneration. Professionals will perform at a higher standard of play than the amateur category.

Team Training: Organized period of training when athletes participate in rigorous and focused training schedule in order to learn or improve skills.

Camps & Retreats: Present opportunities for thought leaders associated with a sport to gather and discuss topics relevant to the sport.

Sports Meetings & Conferences: Present opportunities for leaders, influencers and other key stakeholders in sport to network, discuss relevant topics, develop policies and influence legislation. These events usually include a robust schedule and expo area.