

## Agility in Action

Dear Stakeholder:

Music teacher Tiffany Fox is a classically trained violinist and pianist. When school shut down, she began offering private lessons via video conferencing instead. She's showing the same innovation as the yogi who moved his clients to a West End beach so they could continue their sun salutations, safely. While the storefront is closed, a local Bermuda shorts-maker will ship her iconic, island-inspired garments across far horizons free of charge, save the cost of duty.



This is what the commerce side of social distancing looks like out here.

Not to be outdone, our food and beverage partners are packing up everything to go—from sushi and cinnamon buns to Bermuda lobster dinners (in season through end of month!). Customers can collect kerbside or get a meal dropped at their door.

As the impact of COVID-19 continues, our industry finds itself at the sharp end of this crisis, but we can also be the orchestrators of the comeback.

This week, the Bermuda Tourism Authority started an internal COVID-19 Stakeholder Taskforce, made up of team members in New York and Bermuda. We are highlighting what's happening in the local marketplace and showcasing it to consumers here and overseas.

Checkout the [online guide](#) launched yesterday. It's promoting Bermuda's commerce and e-commerce ventures to a wide audience—both on-island and off. The list is growing every hour. The creativity is inspiring.

The dedicated page on GoToBermuda.com offers a platform of businesses staying operational through the crisis: food and beverage outlets, retailers and niche service providers. If travellers who love Bermuda can't come to us, we'll take Bermuda to them.

Enterprises looking to join the BTA listing can complete a brief survey posted on [the same webpage](#); their details will be verified, then added. Are you a business or entrepreneur showcasing a novel approach? Let us know!

The ingenuity displayed at this moment in our history is consistent with our country's agility—which is also the driving mantra of Bermuda's [National Tourism Plan](#). Agility is what Bermuda's economy is best known for and what it needs now more than ever.

Sincerely,

Glenn Jones  
Interim CEO & Chief Experience Development Officer