



# Case Study

## Event Planning & Production -

## Bermuda Feel the Love Tour

**Client:** Global Hue

**Brand:** Bermuda Department of Tourism

**Markets:** Boston, New York, Philadelphia



Richmond Group

# Event Planning & Production - Bermuda Feel the Love Tour

## Challenge

Bermuda Department of Tourism (BDOT) wanted to promote Bermuda as a travel destination suitable for business conferences as well as leisure. Major market direct flight cities were selected to host receptions showcasing the attributes of Bermuda for vacationers and businessmen, alike.

## Solution

Richmond Group created a multi-city road show event targeting travel professionals, media and market influences. The conference included information sessions and speakers as well as entertainment and decorations creating resort-like beach scenery with palm trees and tropical foliage.

## Results

The show stopped in top five-star hotels in Boston, New York and Philadelphia and attracted over 800 guests. Richmond Group assisted BDOT in bringing the overall vision of the beach and sizzle lifestyle to life and promote Bermuda as a tourist and business hub. Travel to the island has since increased and Richmond Group continues to consult on promotions.

