

TRAVEL AND HOSPITALITY

## Bermuda, Fort Lauderdale collaborate on yachting campaign

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Fort Lauderdale is ready to welcome more yachts and super yachts. Image courtesy of Visit Lauderdale

By LUXURY DAILY NEWS SERVICE

Two leading yachting destinations are teaming in a joint effort to attract affluent tourists with an appetite for sunshine and nautical adventures.

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**Bermuda Tourism Authority** and **Visit Lauderdale** are collaborating on the "Go Where the Yachts Go" campaign and other marketing efforts. The two-year partnership will highlight two complimentary destinations centered around seaside luxury as high-end hospitality continues its post-pandemic recovery.

"As Bermuda and Greater Fort Lauderdale engineer tourism recoveries, this kind of collaboration is particularly meaningful," said the Hon. Premier David Burt of Bermuda in a statement. "It's a fantastic example of two destinations finding greater success collaborating with one another rather than competing."

### Go Where the Yachts Go

The partnership benefits both Bermuda and Fort Lauderdale, FL in part because the destinations have non-competitive peak yachting seasons November through April for the coastal Floridian city and May through October for the Caribbean territory.

Part of the campaign's premise is that yachts should sail from one destination to the other, since Bermuda is about 886 nautical miles from Fort Lauderdale. The British territory has its own unique culture and architecture and a milder climate than Fort Lauderdale, which has more of a cosmopolitan feel.

Combining efforts also allows the tourism bureaus to amplify reach and exposure while reducing spend. The joint effort will span marketing, public relations and events, including this month's Bermuda Grand Prix sailing race and October's Fort Lauderdale International Boat Show.



*Bermuda and Fort Lauderdale have different offerings for affluents. Image courtesy of Bermuda Tourism Authority*

"Bermuda is synonymous with yachting, sailing and the luxury lifestyle and Greater Fort Lauderdale is known as the Yachting Capital of the World so the cooperation of our two destinations serves to elevate both," said Stacy Ritter, president and CEO of Visit Lauderdale, in a statement. "With Bermuda firmly established with leisure travelers in the luxury lifestyle consumer segment this affiliation helps in our branding as Greater Fort Lauderdale continues to build new luxury hotels, restaurants and retail.

"It's a win-win for both destinations," she said.

Amid the pandemic, there is pent-up demand for yachting and unique luxury travel experiences.

Recognizing the trends, hotel group Small Luxury Hotels of the World recently forged a new partnership with Kontiki Expeditions, the first water-based member of its portfolio. The yacht touring company offers sustainably-minded tours off the coast of Ecuador ([see story](#)).

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