

Bermuda Department of Tourism (BDOT)



Industry

MICE Travel

Client Description

Bermuda is a choice destination within 2 hours of the US Eastern Seaboard. Bermuda has some of the world's top rated beaches and golf courses. A sophisticated island that boast beautiful resorts, friendly people and wonderful cuisine.

Customer Requirements

SFI was contracted to take over the departments US, Canadian and UK markets selling to MICE industry.

SFI Solutions

SFI entered into an engagement with BDOT to develop their sales and marketing strategies and work closely with the BDOT marketing groups, including both web based and feet on the street programs. SFI responsibilities included writing the sales plan, developing and implementing sales processes, developing organizational plans, job descriptions, compensation plans, and commission plans. We developed lead generation plans and lead conversion processes as well. SFI implemented a team of 15 sales people across three countries and immediately established quality MICE business for BDOT.

Results

Bermuda was struggling to develop a comprehensive MICE sales team and SFI was able to bring success within less than 6 months. We built a pipeline of executives from corporate America along with leaders in the MICE tourism industry.