



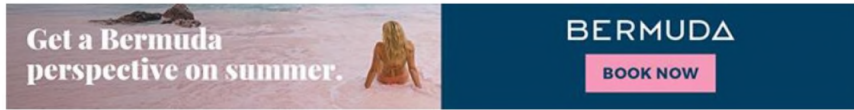
**Miles Partnership LLLP | FARA Registration Number: 7382**

**Foreign Principal Information Materials: September 2025**

<b>Name:</b> Bermuda Tourism Authority
<b>Country:</b> Bermuda
<b>Summary:</b> Advertising materials for digital channels, including banner ads, digital out-of-home ads, social media ads, website content and video ads.

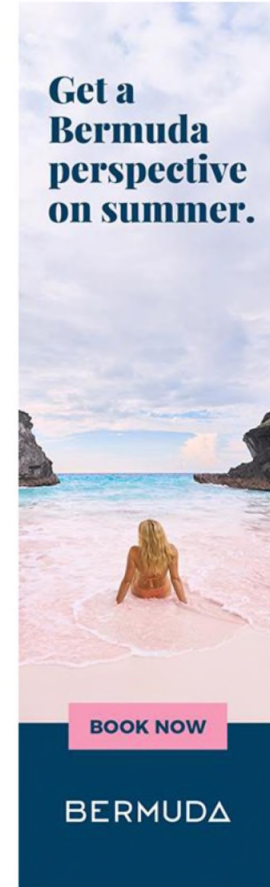
## BERMUDA TOURISM AUTHORITY

# ALWAYS ON SUMMER : Display Banner Ads



## BERMUDA TOURISM AUTHORITY

# ALWAYS ON SUMMER : Display Banner Ads



**BERMUDA TOURISM AUTHORITY**

## **ALWAYS ON SUMMER : Connected TV**

**Video:**

[Videos](#)



**BERMUDA TOURISM AUTHORITY**

# **ALWAYS ON SUMMER : Online TV**

**Video:**  
[Videos](#)



BERMUDA TOURISM AUTHORITY

## ALWAYS ON SUMMER: Native

**Video:**

[Videos](#)



**BERMUDA TOURISM AUTHORITY**

# ALWAYS ON SUMMER: ClickTripz



**BERMUDA TOURISM AUTHORITY**

## **ALWAYS ON SUMMER – ADVENTURE SEEKERS: Native**

**Video:**  
[Videos](#)



**BERMUDA TOURISM AUTHORITY**

## **ALWAYS ON SUMMER – JETSETTERS: Native**

**Video:**  
[Videos](#)



## BERMUDA TOURISM AUTHORITY

# ALWAYS ON SUMMER – ADVENTURE SEEKERS : Carousel Social Ads

The image displays five screenshots of Instagram carousel advertisements for the Bermuda Tourism Authority. Each ad is a sponsored post from the account 'bermuda' and features a different theme for summer activities in Bermuda. The ads are arranged in a row, each showing a different slide of the carousel.

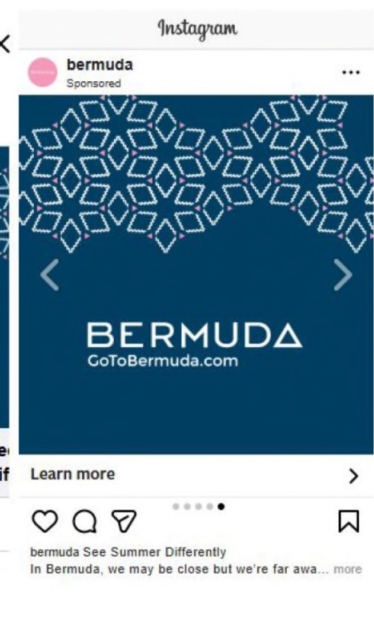
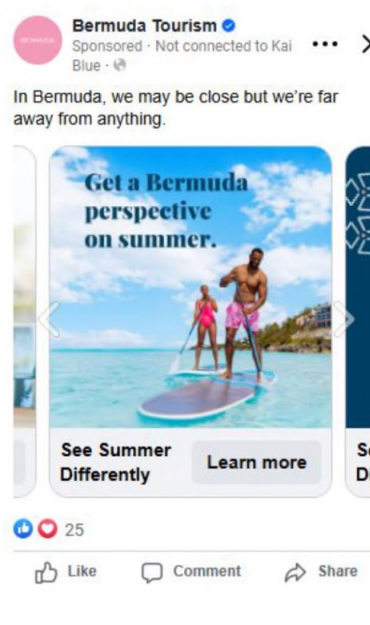
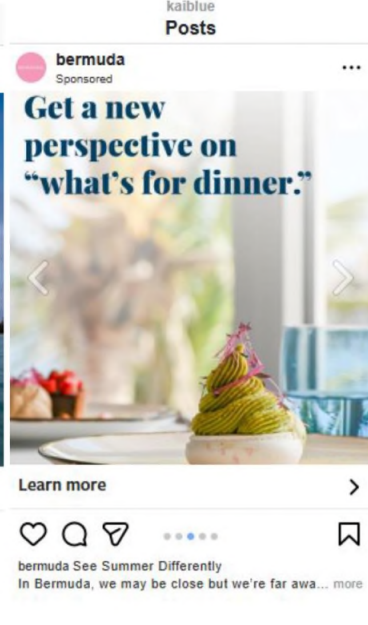
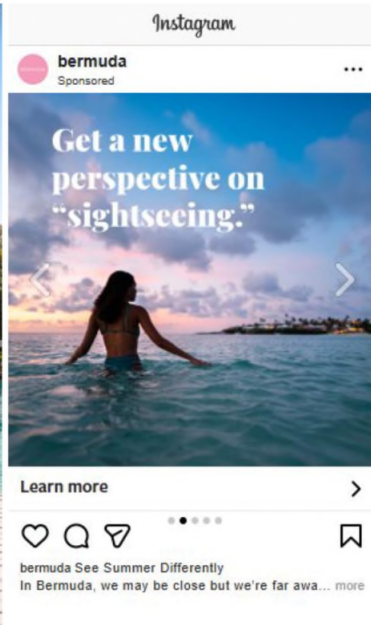
- Ad 1:** "Get a new perspective on 'let's do something.'" - Shows a person jumping into the ocean.
- Ad 2:** "Get a new perspective on 'what's going on.'" - Shows a cricket match in progress.
- Ad 3:** "Get a new perspective on 'getting a little colour.'" - Shows a street scene with colorful buildings and a scooter.
- Ad 4:** "Get a Bermuda perspective on summer." - Shows a group of people sitting on a beach around a campfire.
- Ad 5:** "BERMUDA GoToBermuda.com" - A dark blue slide with a white geometric pattern.

Each ad includes a "Learn more" link and a "See Summer Differently" tagline: "In Bermuda, we may be close but we're far awa... more". The interface elements like the Instagram logo, profile name, and interaction icons (heart, comment, share, bookmark) are visible on each ad.



## BERMUDA TOURISM AUTHORITY

# ALWAYS ON SUMMER – JETSETTERS : Carousel Social Ads

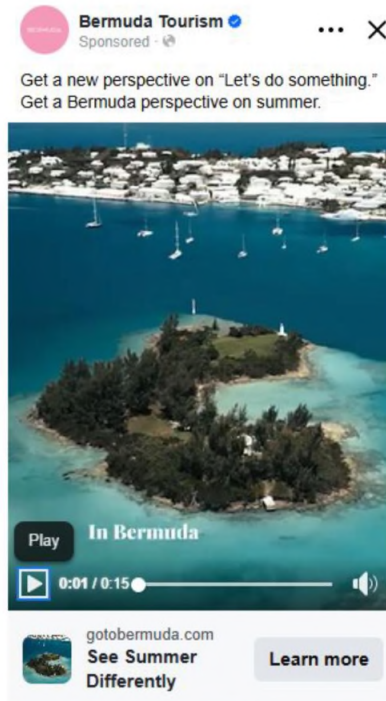


## BERMUDA TOURISM AUTHORITY

# ALWAYS ON SUMMER – Social Videos

**Videos:**

[Videos](#)



**Bermuda Tourism** Sponsored

Get a new perspective on "Let's do something."  
Get a Bermuda perspective on summer.

**In Bermuda**

gotobermuda.com  
**See Summer Differently** [Learn more](#)



**BERMUDA TOURISM AUTHORITY**

# **ALWAYS ON SUMMER – ADVENTURE SEEKERS – Instant Storytelling**

**Assets:**

[Video & Images](#)

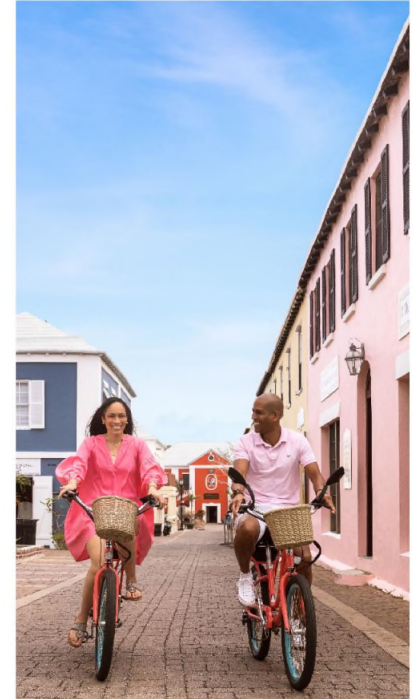
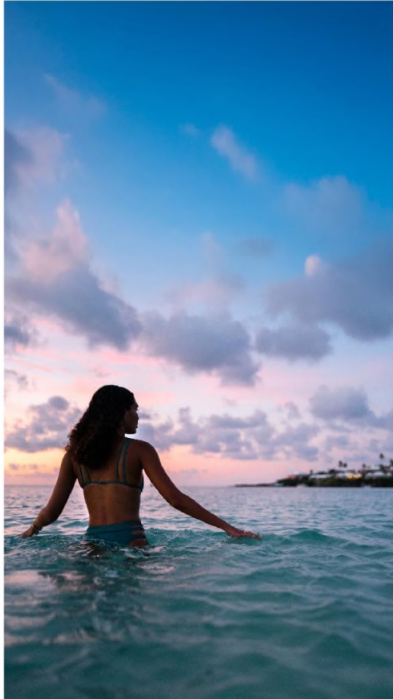


**BERMUDA TOURISM AUTHORITY**

# **ALWAYS ON SUMMER – JETSETTERS – Instant Storytelling**




**Assets:**

[Video & Images](#)




## BERMUDA TOURISM AUTHORITY



# ALWAYS ON SUMMER: Static Social Ads




 **Bermuda Tourism**  Sponsored  ... X




Get a new perspective on "Sightseeing." Get a Bermuda perspective on summer.




gotobermuda.com  
**See Summer Differently**  
The Ultimate Island for ... [Learn more](#)

  10      2 comments



 Like    Comment    Share




 **Bermuda Tourism**  Sponsored  ... X

Get a new perspective on "Let's do something." Get a Bermuda perspective on summer.



gotobermuda.com  
**See Summer Differently**  
The Ultimate Island for ... [Learn more](#)

  29

 Like    Comment    Share



**BERMUDA TOURISM AUTHORITY**

# **ALWAYS ON SUMMER – ADVENTURE SEEKERS: Pinterest Carousel**



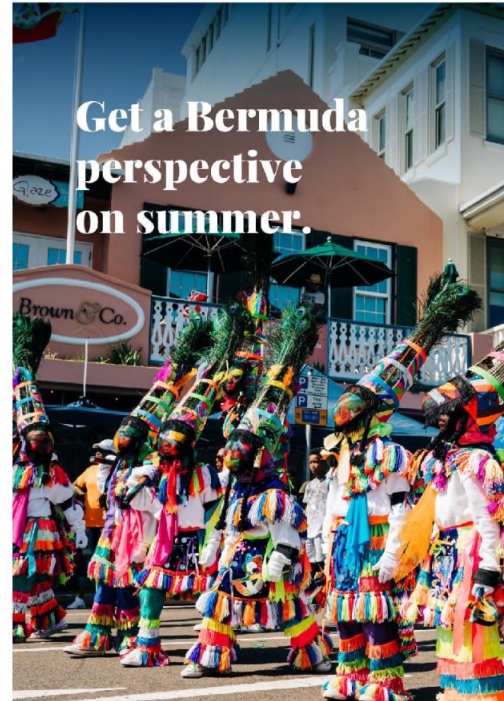
**BERMUDA TOURISM AUTHORITY**

# **ALWAYS ON SUMMER – JETSETTERS – Pinterest Carousel**



**BERMUDA TOURISM AUTHORITY**

# **ALWAYS ON SUMMER: Pinterest Static Ads**



**BERMUDA TOURISM AUTHORITY**

# **ALWAYS ON SUMMER: Pinterest Video**

**Video:**  
[Videos](#)



**BERMUDA TOURISM AUTHORITY**

# **ALWAYS ON SUMMER: TikTok Video**

**Video:**  
[Videos](#)



**BERMUDA TOURISM AUTHORITY**

# **ALWAYS ON SUMMER: Reddit Video**

**Video:**

[Videos](#)



**BERMUDA TOURISM AUTHORITY**

# ALWAYS ON SUMMER : DOOH

**Video:**

[Videos](#)

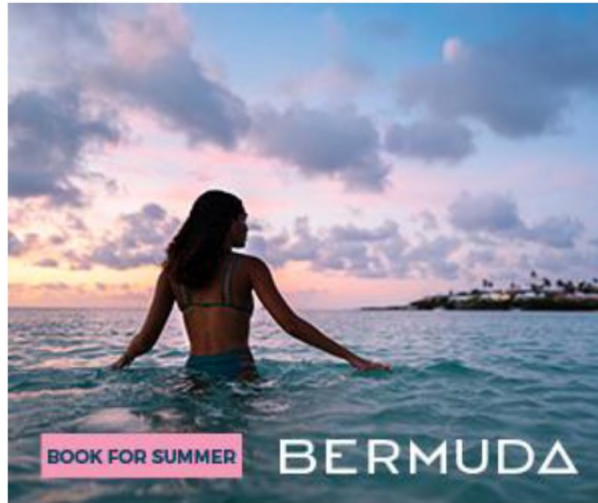


**BERMUDA TOURISM AUTHORITY**

# **ALWAYS ON SUMMER : Pandora**

**Audio:**

[Audio](#)



## BERMUDA TOURISM AUTHORITY

# ALWAYS ON SUMMER : Pre-Roll

**Video:**  
[Videos](#)



**BERMUDA TOURISM AUTHORITY**

# **ALWAYS ON SUMMER : Adhesion Banner**



**Get a Bermuda  
perspective on summer.**

**BERMUDA**

**BOOK NOW**



**BERMUDA TOURISM AUTHORITY**

# **ALWAYS ON SUMMER : Page Grabber**

**Video:**

[Videos](#)



## BERMUDA TOURISM AUTHORITY

# ENDLESS SUMMER: Display Banner



SAVE UP TO  
**30% Off**  
ON ACCOMMODATIONS

BERMUDA


**BERMUDA** **BOOK NOW**



SAVE UP TO  
**30% Off**  
ON ACCOMMODATIONS

BERMUDA

**BOOK NOW**



SAVE UP TO  
**30% Off**  
ON ACCOMMODATIONS

BERMUDA

**BOOK NOW**



SAVE UP TO  
**30% Off**

BERMUDA

**BOOK NOW**



**BERMUDA TOURISM AUTHORITY**

## **ENDLESS SUMMER: Online Video**

**Video:**

[Videos](#)



**BERMUDA TOURISM AUTHORITY**

# **ENDLESS SUMMER: Native Display**

**Video:**  
[Videos](#)



**BERMUDA TOURISM AUTHORITY**

# **ENDLESS SUMMER: Hopper**



## BERMUDA TOURISM AUTHORITY

# ENDLESS SUMMER: Static Ads

**Bermuda Tourism** Sponsored · 

Last call on summer? Not in Bermuda. Now is when it's secretly at its best and 30% off.




gotobermuda.com  
**Summer's not done.**  
Endless Summer of Savin... [Learn more](#)




 Like  Comment  Share

Instagram


**bermuda** Sponsored




**Book now**




bermuda You deserve a summer encore in Bermuda and 30% off.

**Bermuda Tourism** Sponsored · 

Book the perfect summer encore and save 30%.

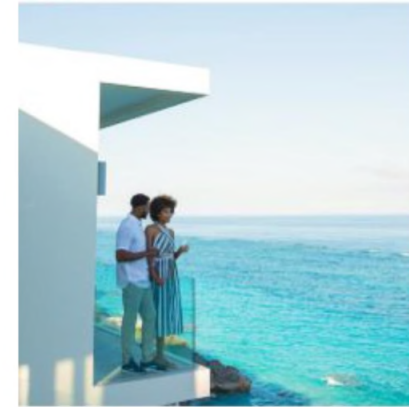


gotobermuda.com  
**Summer's not done.**  
Endless Summer of Savings. [Book now](#)





 Like  Comment  Share

KADUUE

**bermuda** Sponsored



**Book now**

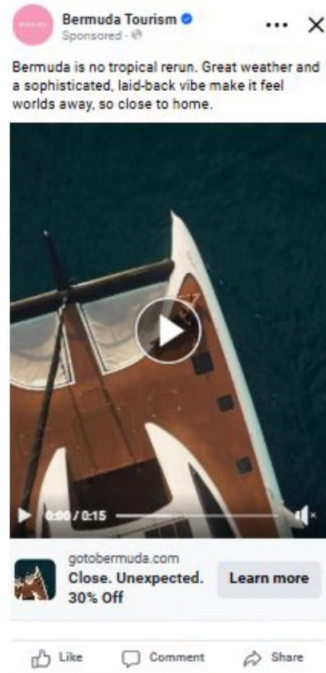
bermuda Last call on summer? Not in Bermuda.



## BERMUDA TOURISM AUTHORITY

# ENDLESS SUMMER: Social Videos

**Video:**  
[Videos](#)



A screenshot of a Facebook video advertisement for Bermuda Tourism. The ad features a video thumbnail showing a sailboat on the water. The text above the video reads: "Bermuda is no tropical rerun. Great weather and a sophisticated, laid-back vibe make it feel worlds away, so close to home." Below the video, there is a link to "gotobermuda.com" and a promotional offer: "Close. Unexpected. 30% Off". The ad includes standard Facebook interaction buttons for Like, Comment, and Share.

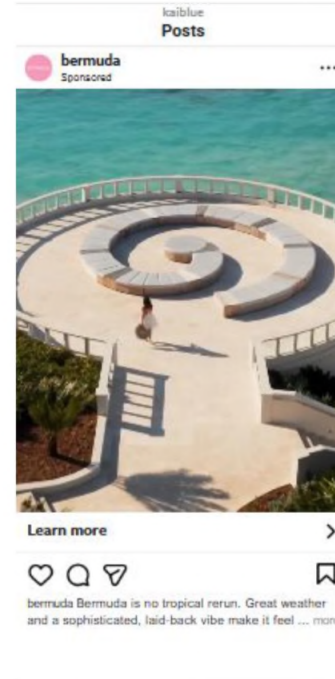
Bermuda Tourism  
Sponsored

Bermuda is no tropical rerun. Great weather and a sophisticated, laid-back vibe make it feel worlds away, so close to home.

0:00 / 0:15

gotobermuda.com  
Close. Unexpected. 30% Off

Like Comment Share



A screenshot of a Facebook post for Bermuda Tourism. The post features a photograph of a circular stone structure on a beach, with a person sitting on it. The text below the photo reads: "Bermuda Bermuda is no tropical rerun. Great weather and a sophisticated, laid-back vibe make it feel ... more". The post includes standard Facebook interaction buttons for Like, Comment, and Share.

kaiblu  
Posts

bermuda  
Sponsored


Learn more

bermuda Bermuda is no tropical rerun. Great weather and a sophisticated, laid-back vibe make it feel ... more





## BERMUDA TOURISM AUTHORITY

# ENDLESS SUMMER: Social Carousel




**Bermuda Tourism** Sponsored · 

Enjoy an adult Summer with no lines, especially not conga lines. Book the perfect summer encore and save 30%.


**Grown-Up Summer in Bermuda**  
Book Now [Learn more](#)

**Savor the best of Bermuda**  
Book Now






 Like  Comment  Share

Instagram

**bermuda** Sponsored



[Learn more](#)

bermuda Savor the best of Bermuda  
Enjoy an adult Summer with no lines, especially... more

karblue Posts

**bermuda** Sponsored



[Learn more](#)

bermuda So rare. So close to home  
Enjoy an adult Summer with no lines, especially... more

**Bermuda Tourism** Sponsored · 

Summer's last hurrah beckons  
[Book Now](#)






[See More](#)

Enjoy an adult Summer with no lines, especially not conga lines. Book the perfect summer encore and save 30%.

[Learn more](#)



