

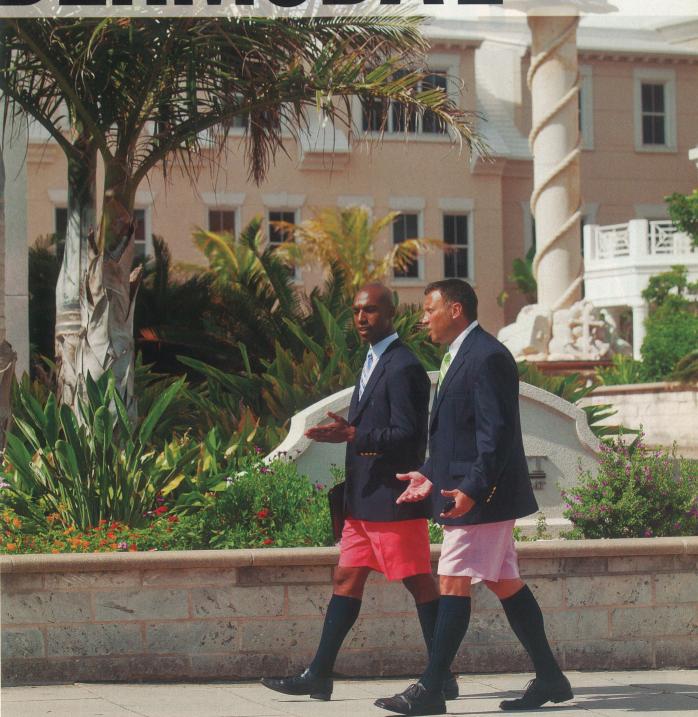
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PROFILE BDA

TOURISM: ISLAND CHARMS

BUSINESS: BUSINESS ON THE BEACH

LOCAL ROOTS: PREMIER MICHAEL DUNKLEY, E. MALCOLM GOSLING, REBECCA HANSON, CARMEN PHILLIPS, ALEXANDRA MOSHER



Island

Bermuda isn't your usual tropical getaway. From its pink beaches to its national drink, the island nation puts its own spin on paradise.

BY
DAVID LAHUTA

ink sand. Turquoise water. Black rum. "What's not to love?" asks E. Malcolm Gosling, president and CEO of Gosling-Castle Partners, Inc. It's a fair question. Bermuda's recipe for relaxation, combining those three ingredients and more, has been 405 years in the making—since an English sailboat named Sea Venture crashed upon its shores in 1609, depositing the island's first settlers. Now Britain's oldest overseas territory, Bermuda is a thriving nation with a vibrant tropical landscape as colorful as its namesake shorts—and it's just a twohour flight from most East Coast gateways. "The island is so close to the United States," says Gosling, "but it truly is another world." He should know. The seventh-generation

Bermudian grew up snorkeling on its south shore reefs while guarding the family recipe for Black Seal rum, the star ingredient in Bermuda's national drink, the Dark 'n' Stormy. He'll quip that Bermuda is an amazing place to grow up, but he'll also agree that it's an equally amazing place to visit.

HEAD TO HAMILTON

Bermuda is not one island but a collection of more than 180 volcanic islets and cays, divided into nine distinct parishes over 21 square miles. The country is encircled by the northern-most coral reef system in the world, which is why the *Sea Venture* and nearly 400 other ships have wrecked in Bermuda's waters. The **Bermuda Underwater Exploration Institute** is an ideal place to learn about those historic shipwrecks.







The 40,000-square-foot discovery center displays artifacts, coins and other treasure recovered from the bottom of the ocean. Many of its exhibits are a testament to the work of the legendary archaeologist Teddy Tucker, and the majority of them are perfect for kids—including the Jack Lightbourn Shell Collection (with more than 1,200 specimens) and BUEI's virtual submersible, which takes visitors on a seven-minute "dive" that shakes, rattles and encounters rarely seen underwater creatures.

For another view of Bermuda—or, in fact, many other views of it—delve into the collections on display at the Masterworks

Museum of Bermuda Art. Part of the core mission of the institution is to foster wider understanding of Bermuda's culture and



heritage through art. Works by legendary artists such as Georgia O'Keeffe, Winslow Homer and Charles Demuth are part of the collection, as are pieces by up-and-coming artists from the island. Temporary exhibitions—focusing on a variety of themes relevant to island life, from maritime art to collections of historic stamps—add dynamic interest to the museum.

Crystal Caves of Bermuda; Frog & Onion Pub; Wahoo's Bistro & Patio.

For a little retail therapy, head to the heart of Hamilton, where you'll find Bermuda's finest shops—some right on Front Street and others tucked away, yet worthy of a walk. "There are some terrific little nooks and crannies in Hamilton that are always interesting to discover," says Bill Hanbury, CEO of the Bermuda Tourism Authority. One of them is Alexandra Mosher Studio Jewellery, a cozy boutique inside Reid Street's Washington Mall that sells sterling silver rings, pendants, bracelets and earrings made with tiny grains of pink coral sand found on Bermuda's South Shore beaches. Made by award-winning designer Alexandra Mosher, who often can be found handcrafting pieces at her in-store design table, the jewelry is inspired by Bermuda's natural beauty. Similarly, the hand-painted ceramics and intricately stitched linens sold at the Island Shop just down the street are inflected with local tropical character. Created by American ex-pat Barbara Finsness, the gifts are a great way to bring home a piece of Bermuda—as are the colorful men's shorts sold at AS Coopers & Sons, the island's largest department store (located directly across from the

MY BERMUDA

Michael Dunkley

Premier of Bermuda

LOCAL ROOTS: Proud
Bermudian

FAVORITE EATS: Bermuda has so many good places to eat, but here is a start: 1609 Bar and Restaurant at the Fairmont Hamilton Princess and Blu for spectacular views and food, North Rock Restaurant for a fresh lobster, La Tratorria for its Pizza Bermuda and Speciality Inn for wholesome food and what is going on in the community.

ONLY HERE: Our two-day Cup Match holiday every July and August. A can't miss!

TRAVEL ADVICE: Pack plenty of sunscreen if you are traveling during the summer and ask Bermudians where to go and what to do.

MUST-DO: Get on the water to fish, snorkel or Jet ski for a couple of hours. Spend time getting pampered in our spas. Play a round of golf on one of our championship golf courses—Mid Ocean or Port Royal—learn our history and culture and walk on Horseshoe Bay at dusk.



MY BERMUDA

Alexandra Mosher

Award-winning jewelry designer

LOCAL ROOTS: Born and raised in Bermuda. I grew up making art from pretty little things I found outside. I still do.

FAVORITE EATS: Seafood at Barracuda Grill, steak at Bolero Brasserie and sushi at Beluga Seafood-let Sammy, the sushi chef make you whatever he wants. It's edible art!

MUST-SEE: Our island's famous pink sand beaches. They're spectacularly beautiful. Take the time to wander through Stonehole and Jobson's Cove during the late afternoon light. See if you can spot an angelfish in the shallow reefs along the shore.

ONLY HERE: It's an idyllic combination of island paradise and international business. Take your Bermuda shorts from the boardroom to the beach.

TRAVEL ADVICE: If you're coming from a cooler climate, wear layers. You're going to want to peel them off and soak in the sun the moment you hit the ground.





CLOCKWISE FROM LEFT: Overlooking Bermuda: St. Peter's Church; Barracuda Grill.





public ferry terminal). Made by Bermudian designer Rebecca Hanson, TABS are a modern twist on the country's legendary shorts with whimsical linings and colors named for classic island locales, such as Bay Grape green and Hamilton Princess pink. The name is an acronym for "The Authentic Bermuda Shorts" and they're available in virtually every color of the rainbow.

When you're done shopping, grab lunch at 1609 Bar and Restaurant, a harbor-front restaurant at the historic Fairmont Hamilton Princess, that serves pitchers of sangria and one of Bermuda's best burgers, before checking into the Rosedon Hotel across the street. The main building, a whitewashed mansion dating back to 1906, houses some of the boutique hotel's 39 well-appointed rooms. At night, grab a cocktail at Red—a chic Front Street steak house with a breezy outdoor balcony overlooking Hamilton Harbour—and a seafood dinner at Barracuda Grill. The romantic restaurant is perfect for a special evening out and is a favorite of Bermuda residents Michael Douglas and Catherine Zeta-Jones.

EXPLORE THE SHORE

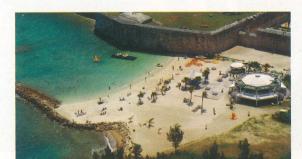
Few people come to Bermuda without visiting its famous pink sand beaches. The hue is created by particles left behind by

foraminifera, tiny marine creatures with pink shells. Fortunately, there are miles of beaches to discover on the stunning South Shore. Popular for its sheer size and for its convenient concessions and public facilities, Horseshoe Bay is a perfect place to start. But if you'd like a slice of sand to call your own, walk east to find Stonehole and Chaplin Bays, two secluded nooks where craggy rock outcroppings protect beachgoers from wind, waves and wandering crowds.

"Walk down the street in any direction and you're going to come across a worldclass beach," says the Bermuda Tourism Authority's Bill Hanbury, who visits a new slice of sand with his wife, Valerie, every weekend. "Bermuda has more than 50 of them, and in many respects these are beaches in their native form, untouched by man—even Horseshoe Bay hasn't been commercially developed as other beaches of that ilk around the world would be."

Of course, it might be appealing to book a room within eyeshot of one of those beaches, and the Elbow Beach Hotel has some of the island's finest. All of its 98 rooms are housed in low-slung cottages dotted across the property. Units feature modern touches such as docking stations, personal espresso machines and large

LEFT: Dockyard and Snorkel Park, RIGHT: Couple snorkeling in Sandys Parish.





MY BERMUDA

E. Malcolm Gosling

CEO and President of Gosling-Castle Partners, Inc.

Gosling's liquor store opened in 1806 by my great, great, great grandfather James Gosling. To this day Gosling's Rum is still a wholly owned family business.

FAVORITE EATS IN BERMU-DA: A bowl of Bermuda fish chowder. It's traditionally served with a dash of sherry peppers and Gosling's Black Seal rum and it's a major part of our culinary tradition.

MUST-SEE: The 360-degree view of Bermuda from atop Gibbs Hill Lighthouse is the simply breathtaking.

ONLY HERE: Bermuda's sand has a gorgeous pink hue that's enhanced by the turquoise ocean.

TRAVEL ADVICE: Adventurous visitors should rent a scooter and tour the island like a local. Just remember: Stay on the left side of the road!

MUST-DO: The Crystal Caves in Bailey's Bay followed by a pitcher of rum swizzle at the Swizzle Inn.



flat-screen TVs, in addition to bathrooms equipped with rain showers and oversized soaking tubs. Guests also have a private lanai-style patio and some have views of Elbow's iconic pink sand beach. If rejuvenation is in order, head to the spa, outfitted with six ultraprivate suites with personal showers, soaking tubs, massage tables and outdoor day beds. There are three restaurants with ocean views on-site (Mickey's Beach Bistro is seasonal) but for another nearby option, try the Swizzle Inn, a casual roadside bar and restaurant where you can drink pitchers of Bermuda's other national drink, the rum swizzle, made with Gosling's Black Seal and Gold rums. Or, for a hilltop dinner with a view, try The Dining Room, where the menu features an eclectic mix of continental cuisine. The restaurant is housed in a former tea room adjacent to Gibb's Hill Lighthouse, a working South Shore beacon with an outdoor deck that provides bird's-eye views—if you're up for the 185-stair climb to reach it.

THE WILD WEST

Once dubbed the Gibraltar of the West, the Royal Naval Dockyard on Bermuda's eastern tip was built in 1809 as a direct response to Britain's defeat in the American Revolutionary War. "At that time, Bermuda was a mere backwater of perhaps 10,000 people," says Edward Harris, executive director of the National Museum of Bermuda, which houses its exhibits in former military buildings within the walls of the massive stone fortress. "But upon the United States gaining independence, the British government realized that it would be an ideal place to build a base for the Royal Navy, from which they could be ready to control the new United States Navy." Today it's one of the island's main tourist attractions and cruise

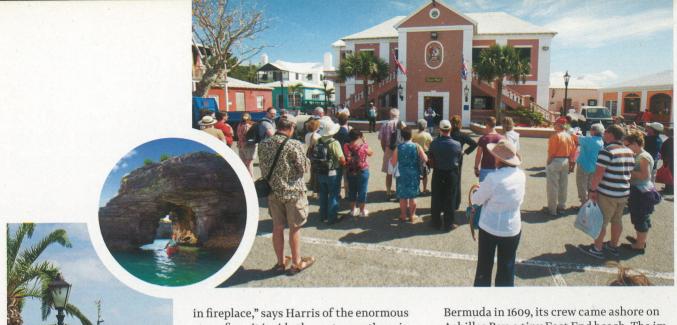
ports, and a place where history is authentically on display.

In the Commissioner's House, view exhibits detailing all aspects of Bermuda's past, including the slave trade and sailing, as well as the impressive Hall of History, which features a 1,000-square-foot mural painted by local artist Graham Foster depicting 500 years of Bermuda history (it took him three and a half years and more than 7,000 hours to complete). In the Keep, visitors can watch—or swim with—a pod of dolphins lovingly cared for by the trainers at Dolphin Quest. And in the Cooperage—a former workshop where wooden barrels were once made, repaired and stored—eat crunchy fish 'n' chips and hearty shepherd's pie at the Frog & Onion, a traditional English pub that also serves local beers brewed on-site by the Dockyard Brewing Company.

"I like to sit in view of the open, walk-

"WALK DOWN THE STREET IN ANY DIRECTION AND YOU'RE GOING TO COME ACROSS A WORLD-CLASS BEACH. BERMUDA HAS MORE THAN 50 OF THEM, AND IN MANY RESPECTS THESE ARE BEACHES IN THEIR NATIVE FORM, UNTOUCHED BY MAN."

— BILL HANBURY, CEO, BERMUDA TOURISM AUTHORITY



CLOCKWISE FROM TOP RIGHT: St. George's VSR Town Hall; Kayaking; Signs at the Royal Naval Dockyard.

stone fire pit inside the restaurant's main dining room. "Wooden barrels made in that building required iron hoops to go around them, and that fireplace would've contained a large bed of hot coals a blacksmith would use to work the metal into rings."

Of course, there's more than history on display in Bermuda's West End. Also in the dockyard is Coconut Rockets, where adrenaline junkies and superhero wannabes can try flyboarding—an extreme water sport that propels riders on wakeboards up to 15 feet in the air using water-powered jets connected to a Jet ski trailing the flyboarder. For a more laid-back but no less unique experience, pick up a putter at Bermuda Fun Golf, where can you play 18 miniature versions of the world's most iconic holes, all while overlooking the Atlantic Ocean. If a mini version of St. Andrews' "Road Hole" isn't the golf you were thinking of playing while in Bermuda, then head down the road to Port Royal Golf Course, long the home of the PGA Grand Slam of Golf, where nearly every hole offers spectacular water views.

"Port Royal is a jewel in the world of golf," says Andrew Brooks, Port Royal's former director, "and it's a must-play for any golfer. It's a classic, yet punishing, Robert Trent Jones design that will test even the best players in the world." Bring a camera on the 16th hole, a 235-yard cliff-hugger with nothing but the turquoise Atlantic between the tee and the pin. "It's one of greatest and most challenging par-3s in the world," adds Brooks. "Just ask Rory." He's talking about four-time major champion Rory McIlroy, who bogeyed the hole after 3-putting its large, sloping green at this year's Grand Slam.

OUT EAST

When the Sea Venture shipwrecked on

Achilles Bay, a tiny East End beach. The imposing Fort St. Catherine has been perched over that same beach since it was completed in 1614. Featuring gunnery exhibits, including massive cannons and small arms, it's the second-biggest fort in Bermuda next to the Royal Naval Dockyard, and it can be explored by a self-guided walking tour seven days a week. "St. George's has centuries of military history sitting on the ground," savs Bermuda Tourism's Hanbury. "In this era of assuring that our global antiquities are taken care of, this town is incredibly well preserved, having taken part in some of the most dramatic events in American and global history. It's an extraordinary asset."

Designated a UNESCO World Heritage Site in 2000, the town of St. George's is a living and breathing history museum—one that's been settled since 1612, making it the oldest town in continuous use in the

"PORT ROYAL IS A JEWEL IN THE WORLD OF GOLF AND IT'S A MUST-PLAY FOR ANY GOLFER. IT'S A CLASSIC, YET PUNISHING, RÓBERT TRENT JONES DESIGN THAT WILL TEST EVEN THE BEST PLAYERS IN THE WORLD."

- ANDREW BROOKS, FORMER DIRECTOR OF PORT ROYAL GOLF COURSE

MY BERMUDA

Rebecca Hanson

Designer and founder of TABS

LOCAL ROOTS: Born and bred Bermudian. I grew up in Warwick Parish.

FAVORITE EATS: Seafood buffet at Coral Beach on a Thursday night in the summer. Eat, dance and drink the night away.

MUST-SEE: Learning how to dance with the Gombeys, swimming in the lagoon at Blue Hole Park, cliff jumping off Admiralty House Park, exploring Fort Hamilton or doing absolutely nothing while staring at the ocean from your lounge chair.

ONLY HERE: Only in Bermuda can vou discover a breathtaking beach and be the only person on it. Astwood Cove and Turtle Cove are two of my faves.

TRAVEL ADVICE: One for the ladies: Bring hair serum and your straighteners; the numidity wreaks havoc on your hair!

MUST-DO: Get out on a boat. Bermuda is glorious from the water, and I love visiting the wreck of the Vixen, where you can snorkel with nundreds of fish.





Western Hemisphere. Wander through its labyrinthine cobblestone alleyways and admire its colorful colonial cottages places such as Stewart Hall, which is now the home Lili Bermuda, a perfumery that creates tropical island fragrances. Around the corner is historic St. Peter's Church, the oldest Anglican house of worship in the New World, its wooden pews and exposed beams still smelling of rich Bermuda cedar, and King's Square, where visitors will find a replica of the pillory and stocks used to publicly punish criminals in the late 1700s and early 1800s.

When lunch calls, walk down Water Street to Wahoo's Bistro & Patio, a waterfront restaurant that serves everything wahoo-a flaky white fish caught a few miles offshore that's as versatile as it is delicious. Choose from creamy wahoo chowder, smoked wahoo paté, fried wahoo nuggets, Baja-style wahoo tacos or grilled wahoo with gremolata butter.

There's so much to see, visitors might forget to stop by neighboring St. David's, a sleepy island best known for a roadside restaurant called the Blackhorse Tavern and the St. David's Lighthouse, an octagonal red and white tower built in 1879. The lighthouse sits on a hill known as Strachey's Watch, so named for Sea Venture passenger William Strachey, who was destined to become the secretary of Jamestown. "After the wreck in 1609, the castaways sent an ocean-equipped long boat with eight people to Jamestown to mount a rescue mission, which never happened," says Rick Spurling, president of the St. David's Historical Society. "Strachey visited this hill daily to watch for the ship's return, since it's one of the few lookouts where you can see all the deep-water approaches to Bermuda from the northeast to the southwest and the two main navigable channels into St. George's

Harbour and Castle Harbour."

If you're one of the many visitors who'd like to stay near all of this history, look no farther than the Grotto Bay Beach Resort, which is a five-minute taxi ride from L.F. Wade International Airport. The all-inclusive resort sits on 21 hibiscus-draped acres and boasts well-appointed rooms with plantation-style furniture, island-inspired artwork and private outdoor living areas. Many of the rooms face the resort's private pink sand beach and the calm waters of Castle Harbour, where guests will also find an inflatable floating slide and trampoline about 30 yards from shore. If that's not enough to keep you busy, then consider an excursion offered by one of the resort's two on-site tour operators: Ana Luna Adventures, which takes guests on half- and full-day sailing charters aboard its 44-foot catamaran, and Triangle Diving, a PADIcertified scuba dive operation that offers

"COOPER'S ISLAND NATURE RESERVE IS A FAVORITE SPOT FOR SNORKELING AND THE SOUTHLANDS ESTATE IN WARWICK PARISH IS A BEAUTIFUL 32-ACRE RESERVE WHERE [VISITORS] SWING FROM VINES IN THE ISLAND'S LARGEST BANYAN GROVE

> - ASHLEY HARRIS, OWNER OF HIDDEN GEMS OF BERMUDA LTD.

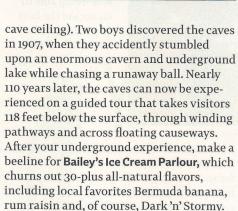
"ST. GEORGE'S IS INCREDIBLY WELL PRESERVED, HAVING TAKEN PART IN SOME OF THE MOST DRAMATIC EVENTS IN AMERICAN AND GLOBAL HISTORY, IT'S AN EXTRAORDINARY ASSET."

- BILL HANBURY, CEO, BERMUDA TOURISM AUTHORITY

dives for first-timers and experts alike, many of which take in Bermuda's infamous shipwrecks.

The East End is also home to one of Bermuda's oldest and most beloved attractions, the Crystal Caves of Bailey's Bay, an impressive network of subterranean lakes, caves and caverns with translucent stalagmites (pillars that form upward from the ground) and stalactites (those that hang from the

in 1907, when they accidently stumbled lake while chasing a runaway ball. Nearly 110 years later, the caves can now be expepathways and across floating causeways.



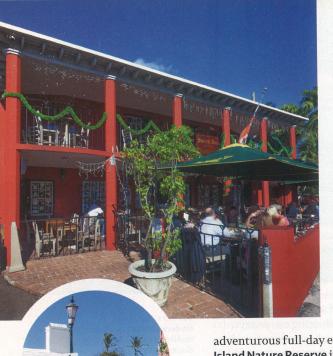


the wreckage of a sunken boat

SEE THE SIGHTS

If these all sound like the ingredients for a perfect getaway, why not hire a local to help show you around town? Someone such as Ashley Harris, a certified Bermuda ambas-





TOP: The Swizzle Inn Pub and Restaurant on Bailey's Bay, BELOW: A couple shops on Water Street in St. George's.

sador and owner of the eco-tour company Hidden Gems of Bermuda, Ltd. "I love being able to showcase the best of what my country has to offer," says Harris, who along with her team of island experts, takes visitors to lesser-known parts of the island on

adventurous full-day excursions. "Cooper's Island Nature Reserve is a favorite spot for snorkeling and the Southlands Estate in Warwick parish is a beautiful 32-acre reserve where our guests swing from vines in the island's largest banyan grove." Tours include lunch and pretty much everything else you'd need for an active day on the island.

"A Hidden Gems ecotour is just one of the many activities visitors can enjoy on

the island," says Claire Hattie, founder of the popular website Nothing to do in Bermuda, which offers the island's most comprehensive online calendar of events. "Those tours help visitors discover parts of Bermuda they normally wouldn't see, but I'm still amazed at the number of things people can do each and every month."

The idea for Hattie's website was sparked when a group of her friends complained that there was nothing to do on the island. "I thought it was such a ridiculous comment," says Hattie, who moved to Bermuda from Scotland in 2006. To prove them wrong, she sent a mass email a few days later with the subject line, "Nothing to do in Bermuda?" and listed all of the island's upcoming events. Her efforts were so well received that her weekly emails turned into a popular Facebook page and a website. Today, it's a resource with cinema listings, walking tours, live performances, museum exhibits and more. "For such a small island," says Hattie, "there really is something for everyone in Bermuda."

The Bermuda Reputation

A long history of innovation and leadership

For over half a century, Bermuda's success as a world-class financial centre has been built upon globally respected regulation, a substantive physical presence of global finance and risk management companies, an outstanding range of internationally acclaimed service providers, a responsive common law system, and a full array of technological infrastructure.

To learn more about Bermuda as a world class financial centre or to connect with a BDA representative, please visit our website, bda.bm.

ACCESSIBLE

Flights to U.S. gateway cities, Toronto and London

BUSINESS CONDUCIVE

A highly developed legal and regulatory environment with

INTELLECTUAL CAPITAL

reputation and home to the world's leading companies



OUALITY OF LIFE

A beautiful semi-tropical paradise perfect for work