

**JetBlue 2017 Inventory Announcement**  
**Glenn Jones, Bermuda Tourism Authority**

Good morning.

JetBlue has been an excellent marketing partner – imaginative and innovative – a true believer in the Bermuda tourism product. With our teams working collaboratively we have enjoyed success over the past year, creating incremental business for Bermuda and for the airline.

The industry-wide numbers tell the story.

This year vacation air arrivals out of New York are up 44 percent, made possible by a 40 percent increase in the number of passenger seats flying to Bermuda. Today's news paves the runway for further growth in 2017, not only for travellers from New York, but for those in Connecticut and New Jersey as well because they have easy access to JFK.

Out of Boston's Logan Airport seat capacity is up 3 percent and visitation from Massachusetts is up 6 percent. Modest growth. **Now**, with JetBlue set to serve Bermuda from Logan year-round – and with a larger aircraft – we are properly positioned for growth out of Boston, growth that is likely to be better than modest.

Our team will work in lockstep with JetBlue to market to consumers all over New England – Massachusetts, Rhode Island and New Hampshire.

Beyond the technical data, the Bermuda Tourism Authority is excited about these developments for some additional reasons. Reasons that benefit visitors and residents alike:

- More flights and more seats from our gateway markets typically lead to more competitive pricing, making air travel more affordable for all travellers. We've already experienced this via JFK...
- Increased inventory on a year-round basis will help us to break the back of seasonality. It means a year from now, next winter, we'll have an even better chance to keep hotel workers on the job, taxi drivers on the road and attractions across the island open to welcome visitors in the shoulder season....
- When you're an island out here in the North Atlantic, air travel is the pilot light to economic activity. Without it opportunities dim, with it opportunities are brighter. Today's news is good for every facet of our economy.

Lastly, but not least importantly, marketing partnerships where the destination and the airline work as a team to attract travellers is a fiscally prudent way to bring new inventory online and to increase air arrivals. Both sides have skin in the game and both sides reap the rewards of success. Marketing

partnerships of this kind are cost effective and they relieve Bermuda's taxpayers from the risk of paying for airline seats that don't get filled.

Our job now is to further build on an already strong marketing relationship with JetBlue. We want travellers in the New York tri-state area and in New England to know they have significantly more options for travel to Bermuda in 2017 and beyond... and quite frankly, with the fares just announced by JetBlue, there's never been a better time to visit.