



At the Bermuda Tourism Authority (BTA), we're united by a shared purpose— to build a thriving Bermuda through the tourism economy. We work collaboratively, think boldly, and support one another as we promote our island, strengthen industry partnerships, and create opportunities that benefit our community.

The BTA is the official Destination Marketing Organisation (DMO) for the island with a mandate to grow the tourism economy and promote Bermuda globally as a world-class destination for travel and tourism investment.

If you're looking for meaningful work where your ideas matter and your contributions make a real impact, we'd love to hear from you!

DIRECTOR, DATA INSIGHTS & STRATEGIC PLANNING

Some roles let you report on the future. This one lets you shape it. Bermuda is writing its next chapter as a premium island destination set apart by its location and way of life, and we are looking for the strategist who will make sure every bold move is built on evidence.

As Director, Data Insights & Strategic Planning, you will be the BTA's expert on what the data means. You will set the definitions, standards and measures that everyone trusts, and turn them into the intelligence that drives the 2030 Strategy Roadmap, Bermuda's Updated National Tourism Plan. You will be the island's authority on where travel is heading and how Bermuda stacks up against the world's best. The Board, Government leaders, our partners and the public will look to you for a clear, confident read on what the evidence says.

You will take data, research and official statistics and turn them into decisions with real consequences: first, second and third-party data, applied. For example, which airline routes to win, which investments to attract, which visitors to inspire. Along the way you will raise the quality and credibility of every number we publish.

The Director reports to the Chief Operating Officer (COO), works closely with the Chief Executive Officer (CEO), collaborates with the IT and technology team, and presents the enterprise scorecard directly to the CEO. This role can be based in Bermuda, the United States, or on a hybrid basis.

Key Responsibilities:

- Publish one trusted record of Bermuda's visitor economy – arrivals, spend, yield, length of stay, dispersal, seasonality and resident sentiment – on a fixed calendar, under one set of definitions every division uses.
- Build the contemporary layer on top: forward demand signals (seat capacity, forward bookings, search and flight-shopping data), resident sentiment and carrying capacity as standing measures, responsible use of AI in line with Bermuda's Personal Information Protection Act (PIPA), and self-serve dashboards so directors answer routine questions themselves.
- Run the National Tourism Plan and Annual Operating Plan processes day to day, not only the reporting cycle: build the Updated National Tourism Plan with the C-suite and the strategic partner, translate it into divisional business plans, and track delivery through the year, surfacing variances early. The COO remains the accountable executive for both.

- Track priority markets, air capacity and the competitive set early enough to move money before a season, not explain it afterwards.
- Build route, investment and budget cases that stand up to the Board, Government, airlines and investors.
- Secure written, timetabled data supply from Government (including the Department of Statistics) and from industry partners, with agreed datasets and delivery dates, and escalate when they slip.
- Own what BTA's data means – the definitions, data dictionary, quality standards and KPI framework used across every division – working hand in hand with our technology and systems function, which delivers the data to those standards. Provide independent verification of campaign and performance results.
- Lead and build a team, manage the division's annual operating plan and budget, and commission and quality-assure a panel of research vendors.

Qualifications & Experience:

- Bachelor's degree in economics, statistics, data science, tourism or a related field, or equivalent senior-level experience.
- At least 10 years' experience in research, analytics, economics or strategy, including a minimum of 5 years in a senior leadership role.
- Experience in tourism, travel, aviation or destination management is strongly preferred.
- Fluency across official statistics, survey method and visitor-economy modelling.
- Hands-on command of modern analytics and AI tools, with the judgement to know when a model is wrong.
- A proven track record of multi-year planning with a Board.
- Proven ability to turn complex data into clear advice for boards, government and media, and to say what the evidence shows when it is unwelcome.
- Knowledge of Bermuda's data and competitive set is preferred.

If you want your analysis to change where a destination puts its money, we would like to hear from you.

Please apply through our website at:

<https://www.gotobermuda.com/bta/employment-opportunities>

Deadline: November 10, 2026