



Reach Bermuda's Cruise Visitors the Moment They Arrive

Premium Access to Over Half a Million
Cruise Visitors to Bermuda This Year





The Opportunity

588,000 Cruise Ship Visitors

193 Cruise Ships Calling in 2026

Only 1 Public Wi-Fi Network in Dockyard

Coverage from the Piers to the Mall

The Royal Naval Dockyard is Bermuda's largest arrival point for tourists - travelers who are actively looking for places to eat, shop, book and explore.

Your audience:

Global travelers visiting Dockyard



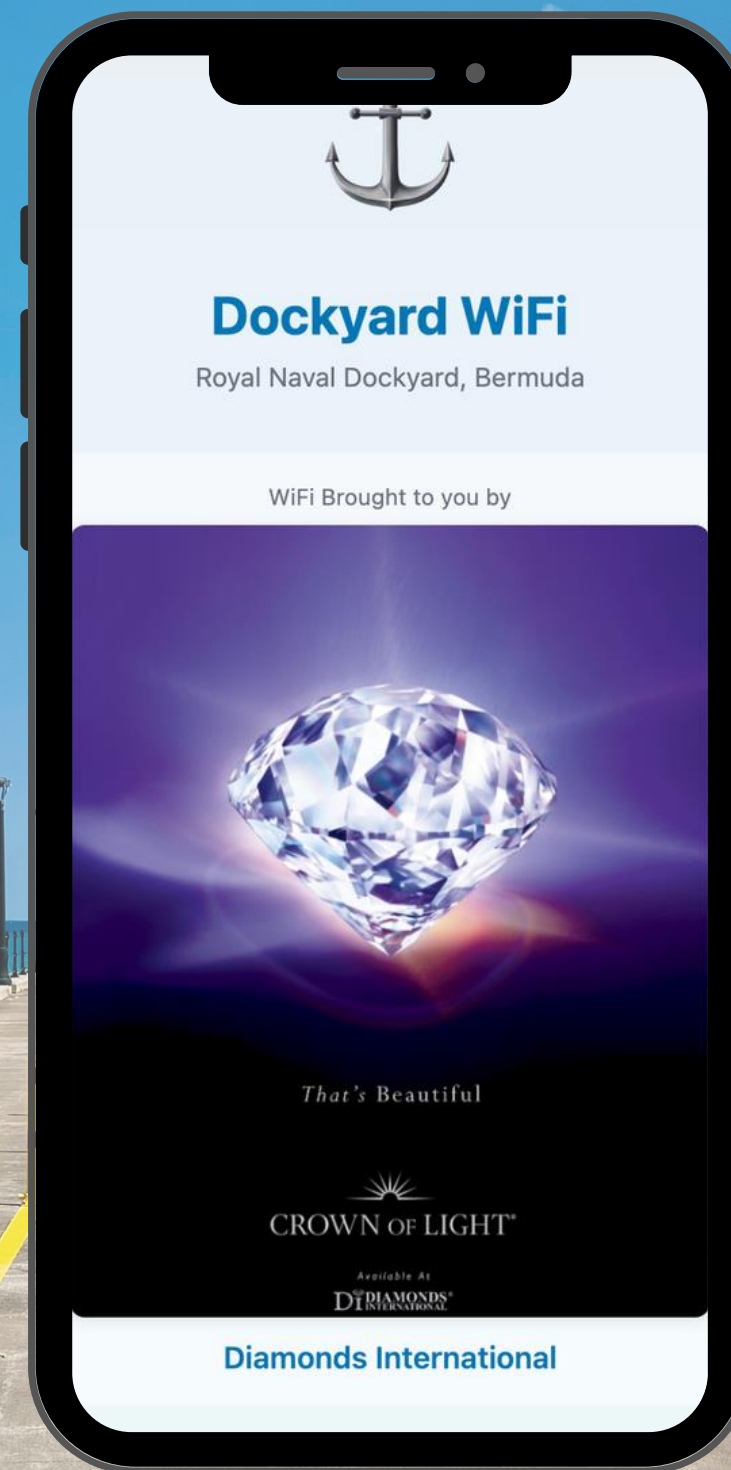


Visibility is Key

Businesses can reach Dockyard visitors at multiple stages of their Wi-Fi journey, from login to follow-up communication.

Up to 87,000* unique users per month

**During August, peak month*



Brand the Wi-Fi with your business!

e.g. "Dockyard Wi-Fi - by Pink Sand Tours."



Your Ad Unlocks Free Wi-Fi

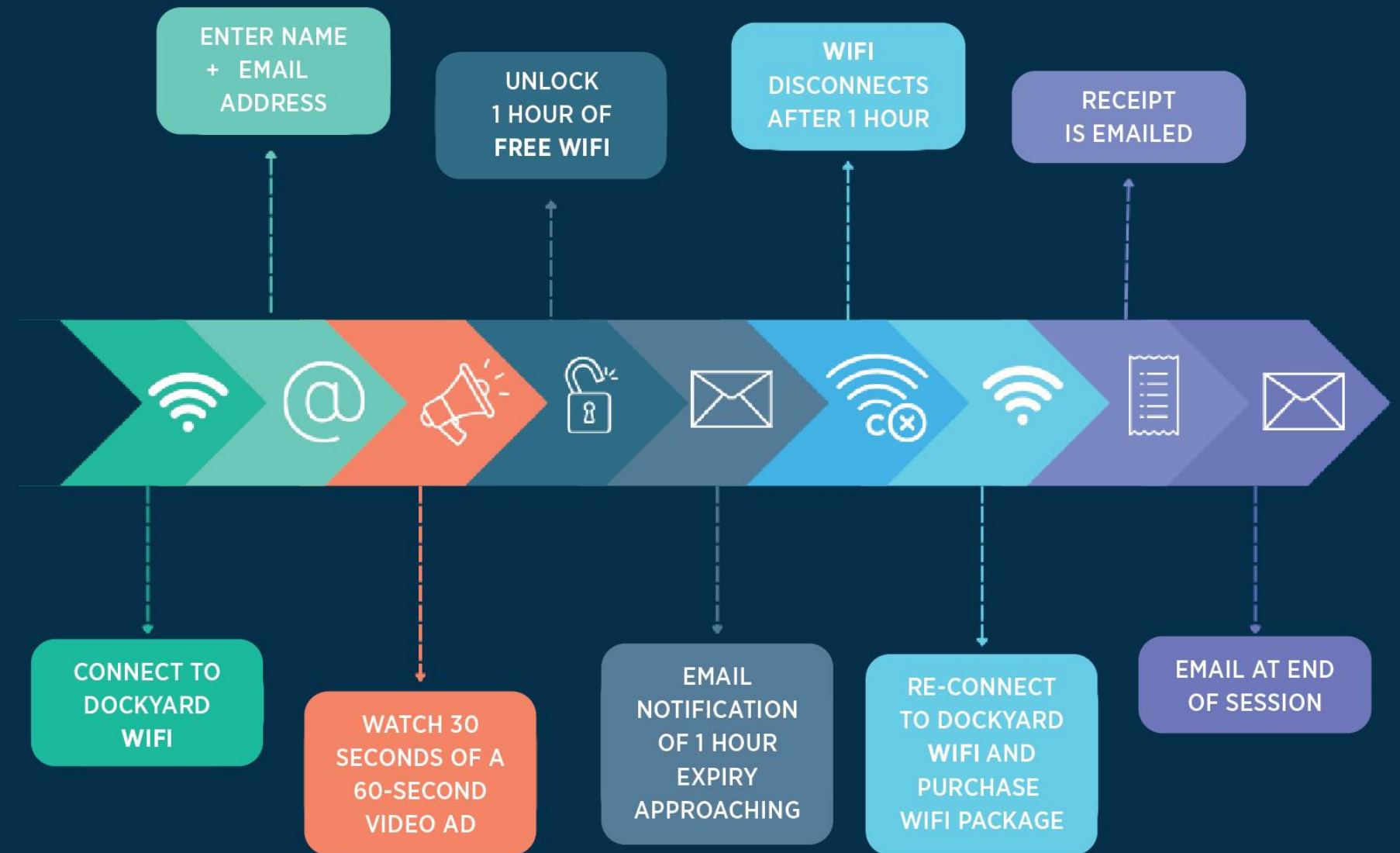
Every visitor must watch at least 30 seconds of a full-screen video ad before receiving 1 hour of **free Wi-Fi**.

Why it Works

- ✓ Captive audience in Dockyard
- ✓ Immediate attention on arrival
- ✓ Full-screen video placement
- ✓ Guaranteed ad exposure before Wi-Fi access granted



USER EXPERIENCE





Advertising Opportunities

Network Branding

What's included: WiFi name: "Dockyard WiFi by [Brand]"

Monthly cost: \$2,000/month for peak months

Best for: Brand awareness

Splash Page

What's included: Logo + 300x250 banner on login page

Monthly cost: \$1,500/month for peak months

Best for: High-visibility branding

Video Ad Slot

What's included: 1 of 10 rotating 60-sec videos

Monthly cost: \$1,000/month for peak months

Best for: Direct response video campaigns

Welcome Email

What's included: Sponsored section in post-login email

Monthly cost: \$1100/month for peak months

Best for: immediate offers, immediate sales

Contracts are for 3, 6 or 9 months. Sign a contract for 6 months or more and the cost can be spread over a full year.

Expiry Email

What's included: Sponsored section in expiry warning

Monthly cost: \$1100/month for peak months

Best for: immediate offers, immediate sales

Bundles

What's included: A combination of any 5 placements

Price upon enquiry

Best for: High impact

Premium Access

What's included: Access to opt-in visitors via email newsletters and updates

Annual cost: ~\$8,850

Est. 59,000* 'opted-in' emails addresses @ \$0.15/email

Best for: Long-term email campaigns to entice re-visitors

**10% of 588,000 passengers*



High-Impact Video Ads with Guaranteed Monthly Reach

Only 10 Rotating Video Slots for Maximum Exposure

FORMAT

Category	Specification
Duration	15-30 seconds (30 sec max)
Resolution	Minimum 1080p (1920 x 1080)
Aspect Ratio	16:9 (landscape)
Format	MP4 (H.264 codec)
File Size	Under 50 MB
Audio	Optional — design to work without sound, as some viewers will be on mobile with sound off
Branding	Logo visible within the first 3 seconds (viewers may skip after 15 seconds)
Call to Action	Include a clear CTA e.g. "Visit us at..."

ROTATION

- ✓ **Only 10 advertisers rotate per month**
- ✓ Equal share of exposure across the network



CLOCKTOWER MALL

- Davison's of Bermuda
- Crisson Jewellers
- The Perfume Shop
- Cafe Amici
- Fair Trade Bermuda Shop
- Carole Holding Bermuda Shop
- Harris
- Sidekicks
- Modern Lifestyle
- Littlest Drawbridge Gift Shop
- Nannini Haagen Dazs
- Studio 8 Glass
- Lisa-Anne Rego Gallery
- The Bermuda Triangle Shop
- TABS Bermuda Shorts
- Marvalynn's Handbags
- Kultura



Perfect for Businesses Targeting Cruise Visitors

Connect visitors with your business

Reach them directly



Restaurants



Retail



Welcome Email



Hotels



Bars & Clubs



Expiry Email



Experiences

Gain immediate measurable activity while they're in Dockyard
CALL TO ACTION "Use the QR code in this email to receive a 20% discount on your drinks at Pink Sands Bar."



Why Dockyard Wi-Fi?

Competitors are advertising in destination magazines and flyers.
You're advertising and reaching visitors while they're exploring off the ship.



Captive Audience

No competing free WiFi at Dockyard.



Proven Model

WiFi advertising works globally (airports, malls, events).



High Intent

Travelers actively exploring, ready to spend.



Immediate Action

Your ad reaches them while they're there.





Get Started

Become a **Dockyard Wi-Fi**
Advertising Partner **TODAY**



CONTACT

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Next Steps...

1. **Book** a quick demo
2. **Choose** your advertising package
3. **Submit** your video or campaign content
4. **Launch** your campaign in as little as 24 hours

BOOK NOW Limited advertiser slots available