

BERMUDA DEPARTMENT OF TOURISM

The beautiful pink beaches, golf courses and resorts are but a few reasons to "Embrace" the lifestyle and culture of Bermuda. Our campaign captured them all.



The new pink.

*With captivating pink sandy beaches, worldclass pink hotels, clubs & cottages,
Bermuda is the new pink. We are confident you'll wear our intimate paradise well.
Only two hours away from eastern shores.*

Embrace Style

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