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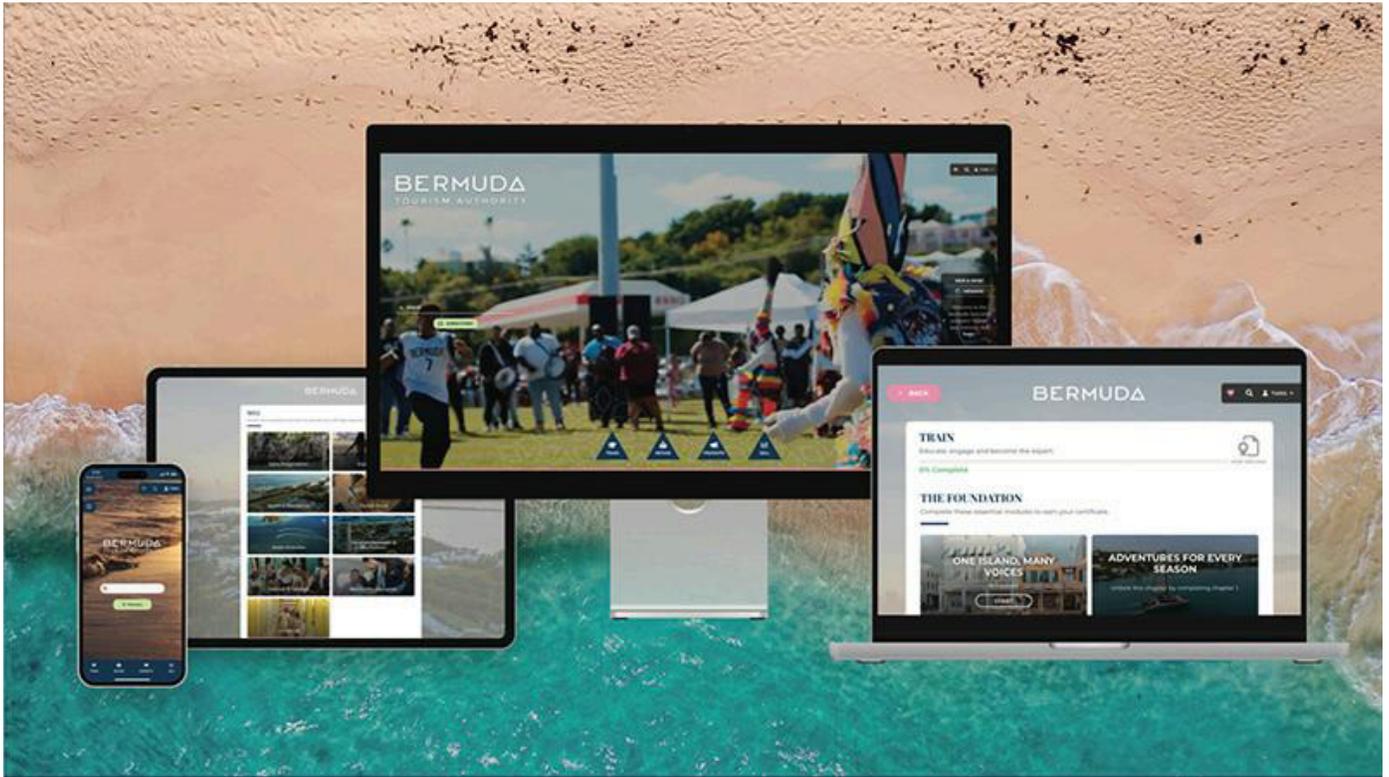
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## CLASSIFIEDS Travel Supplier Postings

### Bermuda Tourism Authority Launches Specialist Program

□ 29.01.26 □ Open Jaw



Screenshot

The Bermuda Tourism Authority (BTA) has announced the launch of the Travel Pro **Bermuda Specialist Program**, an innovative travel advisor training and sales platform developed with TravPRO Mobile, an industry leader in mobile learning and sales enablement. The platform officially launched on January 26, 2026, providing travel advisors worldwide with an easy, modern way to build expertise, share Bermuda content with clients instantly, and convert interest into bookings.

Designed as an all-in-one digital solution, the Bermuda Specialist Program platform offers several benefits:

- Integrates certification training with a continuously accessible sales tool.
- Provides advisors with essential resources in one centralized hub, including:
  - Education
  - Professional marketing materials
  - Real-time sales support

Once advisors complete their training, users will gain access to the platform’s exclusive Sales Companion experience, which includes:

- Tools to mark key content as favourites
- Quick search capabilities across resources
- Updates through the “New & Now” feature

As an added incentive, advisors who complete the Bermuda Specialist Program by April 30, 2026 will be entered into a draw to win a spot on an exclusive Trade FAM trip to Bermuda in Fall/Winter 2026.

“Leisure travel forms the backbone of Bermuda’s future success, and luxury travel advisors are its distinguished ambassadors. This program is designed to immerse travel advisors in the essence of Bermuda’s exclusive luxury experiences — from world-class resorts and private yacht excursions to bespoke cultural and culinary offerings,” said **Chris Keane**,

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“We are proud and excited to grow our partnerships in Bermuda with the launch of the new Bermuda Specialist Sales Companion™,” said **Jonathan Cooper, Founder and CEO of TravPRO Mobile**. “Our innovative mobile application was purposefully created to help advisors easily learn, promote, and sell Bermuda anywhere, anytime, and from any device.”

The Bermuda Specialist Program is tailored for modern selling. The platform is quick, mobile and easy to access, with free, frictionless adoption.

How advisors can get started:

Visit [bermudaspecialist.com](http://bermudaspecialist.com)

Register using a valid email address.

Choose web access or download the iOS/Android app.

Complete foundation training to unlock RETAIN, PROMOTE, and SELL channels.

The platform is also accessible via TravPRO Mobile’s travel advisor super-app, TheSOURCE.

For more information about Bermuda, visit [gotobermuda.com](http://gotobermuda.com).

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