



## JANUARY 2022 PUBLIC RELATIONS ACTIVITIES

The Bahamas started the new year with a bang, making headlines across top-tier outlets as a result of the team's News Bureau efforts and The Bahamas x Homesick launch. With The Bahamas noted as a top travel destination for 2022 by *Travel + Leisure* and *The New York Times*, the team is excited to maintain the momentum to showcase all that The Bahamas has to offer, from spotlighting key verticals in future VJP opportunities to securing interviews to increase executive visibility.

### NOVEMBER HIGHLIGHTS

- **\_The Bahamas in the Headlines:** In January, top-tier coverage stemmed as a result of The Bahamas x Homesick collaboration as well as from the team's ongoing story mining efforts with headlines in *Forbes*, *Reader's Digest*, *Travel + Leisure*, and more.
- **\_Visiting Journalist Program:** Both the managing editor at *SmarterTravel* and Fort-Lauderdale based travel influencer Caroline Quincy travelled to The Bahamas in January, where they highlighted wellness in Eleuthera and adventure in Grand Bahama Island, respectively.
- **\_Homesick:** Following the launch of The Bahamas x Homesick collaboration on National Plan For Vacation Day, the team conducted widespread outreach to secure headlines in national publications including *Forbes*, *Elite Daily*, *SmarterTravel*, *Apartment Therapy*, and more. While The Bahamas candle launched at the end of January, Homesick noted it was their best-selling product for the month.
- **\_Summersalt:** In January, the team moved forward with the Summersalt partnership opportunity, sharing Eleuthera and Harbour Island as recommended shoot locations. Tentative shoot dates are scheduled for April 2022.
- **\_NYC/South Florida Media Blitz:** The team is continuing to source interview opportunities with travel trade media to introduce friendlies to DPM and inform them on the latest new developments from the destination.
- **\_COVID Communications:** The team updated travel protocol materials to reflect the latest entry protocols, worked closely with media to keep them up-to-date on news from the islands, as well as kept a close eye on coverage resulting travel protocol updates to ensure information is reported accurately.

### COVERAGE HIGHLIGHTS

- **'Always On' New Bureau**
  - **Forbes (UVPM: 33,734,080)** showcases the different wellness offerings awaiting travellers in The Bahamas like staying on a secluded island, morning yoga, sunset paddle boarding, deep tissue massages or a grand spa treatment. Accommodations mentioned include Island House, Baha Mar, Atlantis, Caerula Mar Club and The Cove.
  - **Travel + Leisure (UVPM: 2,005,222)** details seven of the best private islands in The Bahamas for a tropical escape including Over Yonder Cay and Fowl Cay.
  - **CNN Travel (UVPM: 47,677,917)** details the places that influenced Martin Luther King Jr. and explains the leader's ties to Bimini, including information from a previous article the team worked to secure with the publication.
  - **Readers Digest (UVPM: 2,464,208)** touts The Bahamas as a convenient winter escape for travellers looking for a tropical getaway this winter. While Nassau is noted for its luxury accommodations at Baha Mar, the piece informs readers that there is so much more to explore beyond Nassau including Harbour Island and Eleuthera.
  - **Forbes (UVPM: 33,734,080)** highlights SLS Baha Mar's Skybar lounge as one of the best rooftops for travellers to visit around the world, noting that the trendy bar overlooks The Bahamas' white sand beaches and turquoise waters.

- **TravelPulse (UVPM: 277,465)** informs readers of the country's current entry protocols as well as details some of The Bahamas' latest developments including United Airlines' new non-stop service to Nassau from Cleveland.
- **Travel + Leisure (UVPM: 2,005,222)** highlights 8 all-inclusive resorts in The Bahamas for a stress-free vacation from Lighthouse Pointe at Grand Lucayan to Warwick Paradise Island and Small Hope Bay Lodge.

- **AAA World (UVPM: 2,651,200)** sheds light on how Bahamian women are claiming their space in the male dominated culinary industry. The article features a special shout out to Ms. Donna Bowe and interviews with Nicole Turnquest, Krishna Higgs and Jaynna Ward.
- **Marina Life (UVPM: 5,810)** gives readers a glimpse of the life of Ernest Hemingway, who spent more than 30 years of his life on the Bahamian island of Bimini and how his time in The Bahamas inspired the author's Nobel prize winning work.
- **\_The Boston Globe IPT** ○ **The Boston Globe (UVPM: 2,143,524)** spotlights Margaritaville Beach Resort Nassau, informing readers that guests have a variety of amenities to explore while on property from the Fins Up Water Park to the entertainment center and St. Somewhere Spa.
- **\_Homesick Launch** ○ **SmarterTravel (UVPM: 693,667)** covers The Bahamas x Homesick partnership, nodding to The Bahamas escape sweepstakes and destination-inspired candle collaboration, informing readers that they have the chance to win a 3-night stay at Caerula Mar Club.
- **FoodSided (UVPM: 13,529)** highlights the collaboration, informing readers that the limited-edition "The Bahamas" candle will transport wanderlusts to the destination, and is available right in time for National Plan For Vacation Day.
- **Apartment Therapy (UVPM: 2,272,697)** shares The Bahamas x Homesick collaboration, which allows wanderlusts to be transported to the destination with the limited-edition "The Bahamas" candle.
- **Forbes (UVPM: 33,734,080)** includes the limited-edition "The Bahamas" candle collaboration with Homesick, nodding to its notes of pineapple, coconut and sea air that transport travellers to the tropical vibes of The Bahamas.
- **Elite Daily (UVPM: 2,027,519)** published a feature story announcing the Homesick partnership, which includes stunning photos of Caerula Mar Club, as well as product images. The piece directs readers to purchase "The Bahamas" candle and visit the giveaway entry page for the chance to win the ultimate island escape.
- **Travel Noire (UVPM: 182,626)** shares details regarding The Bahamas x Homesick collaboration and ultimate island escape giveaway. The article notes that the limited-edition candle invites travellers to experience island time at home while spotlighting the OIPB consumer booking incentives.
- **Happi (UVPM: 182,626)** features the new destination inspired scent while also touting The Bahamas' vacation giveaway, where travellers have the chance to win a 3-night stay on Andros' Caerula Mar Club or simply share the gift of island time with friends by purchasing the candle.
- **\_Covid-19** ○ **USA TODAY (UVPM: 20,613,846)** reports The Bahamas' travel entry protocols as of early January.
- **The Points Guy (UVPM: 2,056,788)** also reports The Bahamas' updated Covid-19 protocol for visitors and links back to BMOTIA's statement.
- **Travel + Leisure (UVPM: 2,005,222)** shares BMOTIA's statement on updated travel entry protocols.
- **Travel Weekly (UVPM: 141,804)** reports The Bahamas' updated testing protocols for international visitors.

## **MEDIA RELATIONS**

- **\_Media Outreach** ○ Vetted and assisted with responses for **9** media, influencer and partner requests for support and press opportunities.
- **\_Media Material Development** ○ Drafted and updated **6** releases, including the January New Developments release, Homesick release, ADG and DDG appointments release, 2021 Tourism Arrival Statistics release, and the Sandals Royal Bahamian Re-Opening release.
  - Developed various materials including delivering an updated CDC travel advisory statement, recommendations for romance podcasts, updated IPT document, quote for Corporate & Incentive Travel Magazine, ATL-MHH PR Plan, Newsweek backgrounder, Jan-June 2022 Fiscal Year PR Plan, and talking points for the Sandals Re-Opening and December Statistical Review.

## STRATEGIC PROJECTS

- **\_Homesick x Bahamas Partnership** – The Bahamas x Homesick collaboration received fantastic coverage across travel and lifestyle media outlets in celebration of National Plan For Vacation Day. The partnership **garnered more than 65M impressions across** traditional and social media, with stories infusing key messaging, beautiful assets, the epic giveaway to Andros, as well as the OIPB booking incentive. *Results:*
  - Media placements in top-tier travel and lifestyle outlets including **Apartment Therapy, Elite Daily, SmarterTravel, Travel Noire, Forbes** and more.
  - Social media highlights by travel and lifestyle influencers Mayela Garcia and Edyineh Melgarejo as well as a shoutout by **Elite Daily's** Collette Reitz.
  - Although the candle didn't launch until the end of January, it was the best-selling candle for the month with nearly **500 candles sold** and over **6,000 giveaway entries**.
- **\_Summersalt** – The team connected with the Summersalt team in January to outline potential photoshoot locations in either Harbour Island or Eleuthera. Of note, the team is exploring ways to infuse additional ties to The Bahamas such as the inclusion of a Bahamian model in the shoot. Next steps include aligning on deliverables and signing an agreement before delving into logistical planning.
  - **Partnership:** BMOTA and Summersalt to coordinate shoot dates in April 2022 in preparation for their upcoming resort collection launch.
  - **Deliverables:**
    - ∩ Summersalt to promote The Bahamas in their new resort collection materials, including:
      - **\_Tagging The Bahamas in social pieces**
      - Instagram: 297k followers / Facebook: 83,052 followers
- **\_Include The Bahamas in their direct mail resort collection distribution**
- **\_Include The Bahamas on their new content platform**

## VISITING JOURNALIST PROGRAM

- **\_Press Trips In-Progress**
  - **Smarter Travel (Eleuthera 16-19 January, 2022)** – Following Caroline Morse Teel's trip to Eleuthera, The Bahamas secured three standalone features in **SmarterTravel**. Each article recaps her experience nodding to the destination's vibrant culture and pristine natural beauty that awaits travellers. In addition, The Bahamas reached **SmarterTravel's 48.5K Instagram followers through eight in-feed social media posts** that highlighted a variety of itinerary stops across the island. If that wasn't enough, **SmarterTravel** also featured the three articles in a **standalone newsletter blast**, furthering generating exposure for Eleuthera.
  - **Influencer Caroline Quincy (Grand Bahama Island 25-28 January, 2022)** – Caroline's trip to Grand Bahama Island showcased the Island as an accessible adventure getaway from South Florida with content featuring the Balearia ferry, Viva Wyndym Fortuna Beach all-inclusive resort, Grand Lucayan National Park, ATV tours, The Stone Crab and more. Social Results:
    - ∩ **30+** Instagram stories and **4** in-feed static posts shared with her **200k** followers
    - ∩ **1,800,000** combined **social impressions**
- **\_Individual Press Trips – Ongoing**
  - As the team continues to secure media interest, numerous individual press trips are in the pipeline including top-tier media from leading travel and lifestyle publications as well as influencers which will ensure The Bahamas stay in the headlines and newsfeeds. To note, the team is exploring Islands to facilitate two group trips before the new fiscal year commences.
    - ∩ **Expressed interest:**
    - **\_Influencer:**

## FEBRUARY HIGHLIGHTS

In February, positive momentum remained for The Bahamas as the team worked to secure additional placements that highlighted The Bahamas x Homesick collaboration and positioned The Bahamas as an incredible vacation destination, emphasizing key verticals such as culture and adventure.

**+The Bahamas in the Headlines:** The Bahamas garnered additional coverage as a result of the team's outreach to spotlight The Bahamas x Homesick partnership, with top-tier placements in **Conde Nast Traveler** and **TravelPulse**. Additionally, the destination's culture and adventure offerings reached readers far and wide with placements in national outlets including **Reader's Digest, Travel + Leisure** as well as **Hemispheres**, United Airlines' in-flight magazine,

**+Visiting Journalist Program:** Well-known family travel influencer Monet Hambrick of **The Traveling Child** spent the holiday weekend at Grand Isle in Exuma to spotlight the island's family and adventure offerings ahead of the Spring Break season. Additionally, the team continued conversations to secure individual press trip interest and began strategic planning for upcoming group trips to Abaco and Exuma.

**+Homesick:** The team continued to conduct outreach to promote The Bahamas x Homesick partnership, landing placements in **Conde Nast Traveler** and **TravelPulse** which further increased awareness on the candle and giveaway while furthermore inserting The Bahamas as a vacation destination in consumers' news feeds. In total, the collaboration garnered over **70M impressions** across traditional and social media platforms. Furthermore, the giveaway proved to inspire wanderlust to take their next Bahamian getaway as **15K+ consumers** entered their name for a chance to win a stay at CaerulaMar Club.

**+Summersalt:** In February, the team stayed close with the Summersalt team to ensure the shoot partnership proved beneficial for The Bahamas and partners.

**+DPM Executive Visibility:** The team conducted outreach with travel trade friendlies to source interview opportunities with DPM.

**+COVID Communications:** The team updated travel protocol materials to reflect the latest entry protocols as well as kept a close eye on coverage resulting travel protocol updates to ensure information is reported accurately.

## **MARCH 2022 PUBLIC RELATIONS ACTIVITIES EXECUTIVE SUMMARY**

March proved to be fruitful for The Bahamas as the destination was featured in a variety of top-tier national publications stemming from the Visiting Journal Program, including **Fodor's Travel** and **Philadelphia Magazine**. The team also geared up to coordinate group press trips, strategically recommending islands that both traditional media and influencers can spotlight before the start of the next fiscal year.

### **MARCH HIGHLIGHTS**

- **\_The Bahamas in the Headlines:** The Bahamas garnered coverage as a result of The Bahamas Visiting Journalist program in **Fodor's Travel** and **Philadelphia Magazine**, along with proactive outreach to other top-tier media, including **BRIDES**, **Travel Noire** and more. Additionally, The Bahamas landed their first podcast appearance on, **So You're Engaged, Now What?**, where Director of Weddings and Honeymoons Freda Malcolm put forth The Bahamas as the ultimate destination wedding location to the niche bride-to-be audience.
- **\_Visiting Journalist Program:** Philadelphia-based family influencer **Iesha Vincent (116K)** traveled to Nassau with her father and son to spotlight multi-generational travel to The Bahamas ahead of the busy spring break travel season. While on the island, Iesha and her family enjoyed their time at Nassau's newest beach resort, Margaritaville Beach Resort Nassau, as well as explored the city's history and culture with visits to the Queen's Staircase and Educulture Museum. The team also continued conversations with prominent travel media to gauge interest for IPT's and group press trips down the pipeline.
- **\_MICE Media Group Trip:** The team spearheaded outreach to gauge media interest and availability to visit The Bahamas and experience why the islands are a premier destination for business travellers. Upon media feedback, the team recommended rescheduling the visit for June 2022 to ensure the destination makes a splash far and wide across MICE trade publications.
- **\_DPM Executive Visibility:** The team secured interest from both **TravelPulse's Complete Caribbean Podcast** and **Travel Weekly's** Caribbean Editor Gay Meyers to sit down with DPM to discuss the latest tourism developments in The Bahamas.
- **\_COVID Communications:** The team updated travel protocol materials to reflect the latest entry protocols as well as kept a close eye on coverage resulting in travel protocol updates to ensure information is reported accurately.

### **COVERAGE HIGHLIGHTS**

- **\_Visiting Journalist Program**
  - **Fodor's Travel (UVPM: 1,723,653)** informs travelers why Long Island should be their next trip. The stand-alone piece details offerings like exploring the second deepest blue hole in the world to discovering the unique history and one-of-a-kind landscapes.
  - **Philadelphia Magazine (UVPM: 782,005)** features The Bahamas in part of their Island Time March Issue, where the destination is boasted as a premier winter escape, alongside separately covered Caribbean islands including Turks and Caicos, Dominican Republic, Grenada, and St. Lucia.
  - **Philadelphia Magazine (CIRC: 103,418)** also featured The Bahamas on the print cover of the publication's "Island Time" section.
  
- **'Always On' New Bureau**
  - **BRIDES (UVPM: 860,210)** spotlights Harbour Island as one of the dreamiest destination wedding locations in the Caribbean, touting the pink sand beaches and pastel-hued buildings.
  - **Travel Noire (UVPM: 182,626)** highlights 10 women-owned businesses based in Nassau, Eleuthera and Long Island in celebration of Women's History Month.
  - **Pursuist (UVPM: 24,061)** shares Bon Vivant's classic Bahama Mama cocktail in a round-up piece of the most beautiful and delicious cocktail recipes ahead of National Cocktail Day.
  - **Medium (UVPM: 41,783,167)** published a detailed guide recommending the ultimate spring essentials from travel to cocktails to fashion. Grand Hyatt Baha Mar lands at the top of the list for spring travel with plenty of amenities and luxury dining options perfect for all types of travelers.
  - **So You're Engaged, Now What? (Audience: 10,000)** released a 30-minute episode featuring Freda Malcolm, detailing various elements of the destination wedding planning process and what

couples must consider before arrival. From explaining how to get a Bahamian marriage license to picking the perfect venue, Freda asserts herself as the trusted expert for all-things weddings in The Bahamas.

### **MEDIA RELATIONS**

- **\_Media Outreach** ○ Vetted and assisted with responses for **15** media, influencer and partner requests for support and press opportunities.
- **\_Media Material Development** ○ Drafted the March New Developments release
  - Developed various materials including the Homesick partnership recap; MICE media press trip invite; Sun n' Fun Expo release and talking points for ADG and Permanent Secretary; Grand Bahama Island PR Plan; Updates to the Domestic Communications Document with on-island protocols; Group press trip recommendations; and billing estimates for the remainder of the fiscal year.

### **STRATEGIC PROJECTS**

- **\_Summersalt** – The team continued to navigate conversations with Summersalt, conducted hotel partner outreach, and aligned with the swimsuit brand to ensure The Bahamas and our island partners are infused within the promotional materials before moving forward. ○ **Partnership:** BMOTIA and Summersalt to coordinate shoot dates in September 2022 in preparation for their upcoming resort collection launch
  - **Deliverables:** ▪ Summersalt to promote The Bahamas in their new resort collection materials, including:
    - **\_Tagging The Bahamas in social pieces** ○ Instagram: 317k followers / Facebook: 83,052 followers
  - **\_Include The Bahamas in their direct mail resort collection distribution**
  - **\_Include The Bahamas on their new content platform**

### **VISITING JOURNALIST PROGRAM**

- **\_Group Press Trips** ○ **MICE Media Press Trip (September TBD)** – The team conducted outreach to business travel and MICE media to gauge interest in traveling to The Bahamas to explore the destination's premier meetings spaces and cultural and adventure offerings during a 7-day island-hopping itinerary. Upon sharing invites with the media, the team recommended rescheduling as the proposed dates coincided with several industry events. BMOTIA to confirm the new September dates.
  - **Expressed Interest In Future Opportunities** ▪
    - ✂ Cheray O'Neal, *Black Meetings & Tourism Magazine*
    - ✂ Christine Killion, *LODGING Magazine*
    - ✂ Sue Pelletier, *Prevue Magazine*
    - ✂ Lark Gould, *Business Traveler*
- **\_Individual Press Trips** ○ **Living Lesh (Nassau 24-27 March)** – Ilesha Vincent (116K followers) traveled to Nassau with her family where she spotlighted Frontier's non-stop service from Philadelphia and family travel in The Bahamas ahead of the busy spring break travel season. The family was hosted at Margaritaville Beach Resort Nassau and spent time exploring the capital's culture and history with visits to the Educulture Junkanoo Museum and Ardastra Zoo & Gardens.
  - **Social Results To-Date:** ▪
    - ✂ **20+** Instagram stories and **3** in-feed static posts shared with her **116k** followers
    - ✂ **696K+** combined **social impressions**
- **\_Individual Press Trips – Ongoing** ○ Before the end of the fiscal year, the team has confirmed interest from numerous top-tier media and influencers which will ensure The Bahamas stay in the headlines and newsfeeds.

▪**Expressed interest:**

- **Influencer:** Garrett Ray (Spring/Summer 2022)
- **Influencer:** Ryan Izquierdo (June 2022)
- **ElifeDaily:** Lara Walsh (Spring 2022)
- **TravelNoire:** DeAnna Taylor (Spring/Summer 2022)
- **Freelancer:** Joe Sills (Spring 2022)
- **Cosmopolitan:** Siena Gagliano (TBC)

## APRIL HIGHLIGHTS

In April, The Bahamas' eco-tourism and conservation efforts were featured in top-tier publications in tune with Earth Day. The team also focused on securing opportunities for media to experience the destination first-hand, reigniting up the Visiting Journalist Program and planning for the first group press trip in over two years.

+**The Bahamas in the Headlines:** In April, The Bahamas garnered national coverage as a result of the team's eco-tourism outreach, landing standalone feature pieces in both *Forbes* and *Ebony*. Additionally, The Bahamas was also featured in **Travel + Leisure** by media-friendly Sky Sherman who continues to keep the destination top-of-mind in her editorial pieces following a press trip to The Abacos in 2018.

+**Visiting Journalist Program:** The team continued to prepare for the upcoming press to The Abacos and connected with the BTO on-island team and hotel partner to finalize the itinerary. In addition, the team collaborated with Resorts World Bimini to coordinate on-island experiences for two South Florida-based influencers who showcased Bimini's natural beauty and cuisine with their combined 197K social following. Lastly, the team continued to explore individual press trip opportunities, securing coverage confirmation from **Cosmopolitan** and interest from an Atlanta-based lifestyle influencer who is set to spotlight Delta's re-launched Marsh Harbour flights.

+**COVID Communications:** The team updated travel protocol materials including releases and statements to reflect the latest protocols as well as kept a close eye on coverage resulting travel protocol updates to ensure information is reported accurately.

## MAY & JUNE 2022 PUBLIC RELATIONS ACTIVITIES

### EXECUTIVE SUMMARY

The Bahamas kicked off the summer season with positive momentum as the country's Covid-19 entry requirements loosened, allowing travelers to visit the destination with more ease. Coupled with the successful execution of a group press trip to The Abacos and an individual press trip to Nassau and Bimini with *Cosmopolitan*, The Bahamas is in a great position to inspire wanderlusts to choose the destination for their next island getaway vacation.

### MAY & JUNE HIGHLIGHTS

- **\_The Bahamas in the Headlines:** In June, national and trade outlets, including **Travel + Leisure**, **Forbes**, and **Travel Weekly**, featured news of The Bahamas' updated travel protocols. **Newsweek** published a robust report where DPM spoke to the nation's renewed tourism and investment offerings. In addition, The Bahamas' key verticals, such as romance and family, were spotlighted in **The Points Guy** and the **Hue I Do** podcast.
- **\_Visiting Journalist Program:** The Bahamas' VJP rounded out the fiscal year strong. The team executed its first group press trip since the pandemic to The Abacos with **Travel + Leisure**, **Uproxx**, **Forbes**, and **Beach Happy Magazine/Social Life Magazine**. Separately, **Cosmopolitan** editor Siena Gagliano visited Nassau and Bimini to experience and showcase why the destination is the perfect girls' getaway trip for the publication's must-visit list.
- **\_COVID Communications:** With the elimination of The Bahamas Health Travel Visa and Covid-19 testing requirements for vaccinated travelers, the team provided updated statements, social copy,

and FAQ as well as monitored coverage to ensure both media and travelers knew of the latest travel updates.

#### COVERAGE HIGHLIGHTS

- **'Always On' New Bureau** ○ ***Hue I Do* (Audience: 8,600)** features Freda Malcolm's podcast interview with the *Hue I Do* hosts to discuss the different experiences honeymooners can enjoy while visiting The Bahamas.
- ***Newsweek* (UVPM: 8,856,099)** features The Bahamas renewed tourism, financial, and investment opportunities upon the country's upcoming 50<sup>th</sup> anniversary of independence. Within the report, DPM is interviewed, speaking specifically to The Bahamas' ongoing and future investment opportunities, positive COVID-19 recovery, and sustainability efforts.
- ***CNN Underscored* (UVPM: 47,677,917)** spotlights the best hotels and resorts from around the world that families can explore this summer. Grand Hyatt Baha Mar is featured for its Baha Bay waterpark, Explorer's Club, spa, and pool.
- ***Veranda* (UVPM: 98,899)** spotlights Atlantis Paradise Island's Ocean Club golf course as one of the most beautiful golf courses in the world for its backdrop among the island's turquoise waters.
- ***The Points Guy* (UVPM: 2,056,788)** spotlights hotels with the biggest family promotions this summer, where both Margaritaville Beach Resort Nassau's "Fam"tastic Stay & Play package and Atlantis Paradise Island's limited fourth-night free promotion are featured.
  
- **\_COVID-19** ○ ***Forbes* (UVPM: 24,220,000)** shares the news of the elimination of The Bahamas Travel Health Visa with their readers.
- ***TravelPulse* (UVPM: 277,465)** reports of The Bahamas' loosened travel entry protocols following updates to The Bahamas Travel Health Visa and testing requirements.
- ***Travel Agent Central* (UVPM: 50,013)** also shares the latest regarding The Bahamas' updated travel protocols with their readers.
- ***Travel Weekly* (UVPM: 141,804)** reports that The Bahamas will no longer require Covid-19 tests for vaccinated travelers.
- ***Travel Noire* (UVPM: 182,626)** shares that travelers will no longer have to apply for The Bahamas Health Travel Visa.
- ***Travel + Leisure* (UVPM: 2,005,222)** announces that vaccinated travelers visiting The Bahamas no longer required to show a negative Covid-19 test following the elimination of The Bahamas Travel Health Visa.

## MEDIA RELATIONS

- **\_Media Outreach** ○ Vetted and assisted with responses for **5** media, influencer, and partner requests for support and press opportunities.
- **\_Media Material Development** ○ Drafted releases including the June New Developments release and the Bahamasair ORL-FRP release.
  - Developed various materials including providing a formal recommendation for Media Missions and sharing updated Yacht Charter FAQ for Bahamas.com.

## STRATEGIC PROJECTS

- **\_Sports Illustrated** – Conversations continued to navigate a partnership between *Sports Illustrated* and The Bahamas for the publications Swimsuit Issue next year. *Next steps include:*
  - Coordinating next steps with BMOTIA and *Sports Illustrated* team
  - Begin contracting phase

## VISITING JOURNALIST PROGRAM

- **\_Individual Press Trips** ○ **Cosmopolitan IPT (Nassau / Bimini 15-20 June)** – Siena Gagliano, beauty editor of *Cosmopolitan* traveled to Nassau and Bimini for an individual press trip in June while on assignment for the leading women's lifestyle publication. Siena's story is slated to run by the end of early August in Cosmo's "Must-Visit List." While in The Bahamas, Siena and her mother experienced:
  - **∩ Nassau:** A one-night stay in Nassau, with an afternoon at **Margaritaville Resort** in the heart of downtown, followed by an evening dinner at the resort's upscale restaurant, JWB Prime Steak & Seafood.
  - **∩ Bimini:** Island hopping experience to Bimini for a memorable long weekend on the beloved island. Highlights include
    - **\_A luxurious stay at Resorts World Bimini**, where the resort team treated them to daily dining, a spa day, a beachside cabana at the new Beach Club and the ideal accommodations in the oceanfront suite.
    - **\_An intimate golf cart island tour** with Ms. Karenda, where she learned about the island's history, MLK's presence in Bimini, as well as an informative stop at the **Dolphin House** and of course, Radio Beach.
    - **\_Exploring Bimini by boat** for a first-hand look at Sapona Shipwreck, Honeymoon Harbour, and the Lost City of Atlantis.
- **\_Group Press Trips** ○ **The Abacos Group Press Trip (22-26 June)** – In June, top-tier national lifestyle and travel journalists visited The Abacos to experience some of the best island-hopping The Bahamas has to offer. While in The Bahamas, the group experiences included:
  - **∩ Marsh Harbour/Mainland:** A stay at **Abaco Beach Resort**, featuring a property tour and farewell dinner with Brent Ingraham (Director of Sale and Marketing) and General Managers, Andrei & Antonia Macanu
  - **∩ Green Turtle Cay:** A day on the water adventure with **Brendal's Dive Center**, including animal encounters (*stingrays, sharks + turtles!*), a beachside BBQ, and a hike to the Atlantic side of Mun Jac Cay
  - **∩ Great Guana Cay:** A bite at **Nipper's** (+ interviews with the owner Johnny!) and a stop at **Grabbers** with a relaxing dip into the ocean
  - **∩ Elbow Cay:** A guided historical tour of the **Elbow Cay Lighthouse** with Mrs. Debbie Patterson
  - With assigned coverage to go live in the coming months, The Abacos have already been featured with *Travel + Leisure's* 6.1M+ Instagram followers, inspiring wanderlusts to go to The Abacos for their next off-the-radar beach vacation.

- **\_Individual Press Trips – Ongoing** ○ Before the end of the fiscal year, the team continued to gauge interest from media and influencers ahead of the new fiscal year to ensure The Bahamas stay in consumers' newsfeeds. ▪ **Expressed interest:** • **\_Influencer:** Ryan Izquierdo (Fall 2022)
- **\_Influencer:** Titilola Sogruno (Fall 2022)
- **\_The Angler's Journal:** Glenn Zinkus (Fall 2022)

#### **CRISIS MANAGEMENT**

- **\_COVID-19 Crisis Management** – As the COVID-19 landscape evolves, the team continued to update materials to reflect the latest travel and entry protocols. Activities included: ○ Monitoring coverage and conversations surrounding relevant topics like international travel and CDC advisory updates
- Delivered updated statements, social copy, and FAQs following the termination of the BHTV and elimination of testing requirements for vaccinated travelers

#### **MEASUREMENT**

- **\_Analyzed** May and June coverage results against monthly campaign initiatives, overarching key messages, vertical markets, islands, and key publications. The coverage dashboard is included in the June report.

##