

For Six Month Period Ending January-June, 2004
(Insert date)

I - REGISTRANT

1. (a) Name of Registrant

(b) Registration No. 2310

Bahamas Ministry of Tourism

(c) Business Address(es) of Registrant

P O BOX N-3701
Nassau, NP
BAHAMAS

2. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

(1) Residence address

Yes ☐

No ☒

(2) Citizenship

Yes ☐

No ☒

(3) Occupation

Yes ☐

No ☒

(b) If an organization:

(1) Name

Yes ☐

No ☒

(2) Ownership or control

Yes ☐

No ☒

(3) Branch offices

Yes ☐

No ☒

(c) Explain fully all changes, if any, indicated in items (a) and (b) above.

N/A

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐

No ☒

If yes, have you filed an amendment to the Exhibit C?

Yes ☐

No ☐

If no, please attach the required amendment.

N/A

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (a waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, Criminal Division, Internal Security Section, U.S. Department of Justice, Washington, D.C. 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date Connection Ended
------	----------	-----------------------

- (b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
------	----------------------	-------------	----------	-----------------

5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal? Yes ☐ No ☐

If yes, identify each such person and describe his service.

N/A

- (b) Have any employee or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or connection	Date terminated
------	------------------------	-----------------

- (c) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☒ No ☐

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
------	----------------------	-------------	----------	-----------------

ANDREW ADDERLEY, ANGELIKA CARTWRIGHT, IOLA SAUNDERS

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement? Yes ☒ No ☐

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes ☐No ☒

If yes, furnish the following information:

Name of foreign principal

Date of termination

8. Have you acquired any new foreign principal² during this 6 month reporting period?

Yes ☐No ☒

If yes, furnish following information:

Name and address of foreign principal

Date acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principals² whom you continued to represent during the 6 month reporting period.

N/A

10. EXHIBITS A AND B

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following:

Exhibit A³ Yes ☐ No ☐

Exhibit B⁴ Yes ☐ No ☐

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☐

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on form CRM-157 (Formerly OBD-67) sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form CRM-155 (Formerly OBD-65) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail your activities and services:

REPORTS ATTACHED

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places, of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes ☐ No ☒

If yes, describe fully.

⁵ The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government, a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies⁶

Date	From Whom	Purpose	Amount
------	-----------	---------	--------

attached

Total

(b) RECEIPTS - FUND RAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fund raising campaign⁷, any money on behalf of any foreign principal named in items 7, 8, and 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D to your registration? Yes ☐ No ☒

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐

No ☒

If yes, furnish the following information:

Name of foreign principal	Date received	Description of thing of value	Purpose
---------------------------	---------------	-------------------------------	---------

^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. (See Rule 201(e).)

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS-MONIES**

During this 6 month reporting period, have:

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, and 9 of this statement? Yes ☒ No ☐

(2) transmitted monies to any such foreign principal? Yes ☐ No ☐

If , explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Use	Amount
DOCUMENT ATTACHED			

Total

(b) **DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, and 9 of this statement?

Yes ☐No ☒

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
---------------	------------------------------	-------------------------------------	-------------------------------	---------

(c) **DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐No ☒

If yes, furnish the following information:

Date	Amount or thing of value	Name of political organization	Name of candidate
------	--------------------------	--------------------------------	-------------------

10, 11 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials¹²?
 Yes ☐ No ☒

IF YES, RESPOND TO THE REMAINING ITEMS IN SECTION V.

N/A

17. Identify each such foreign principal.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☒

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

N/A

- | | | | |
|---|---|---|---|
| ☐ Radio or
broadcast | ☐ Magazine or
newspaper
articles | ☐ Motion picture films | ☐ Letters or telegrams |
| ☐ Advertising
campaigns | ☐ Press releases | ☐ Pamphlets or other
publications | ☐ Lectures or speeches |
| ☐ Internet | ☐ Other (specify) _____ | | |

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

N/A

- | | | |
|--|---|---|
| ☐ Public Officials | ☐ Newspapers | ☐ Libraries |
| ☐ Legislators | ☐ Editors | ☐ Educational institutions |
| ☐ Government agencies | ☐ Civic groups or associations | ☐ Nationality groups |
| ☐ Other (specify) _____ | | |

21. What language was used in the informational materials:

- ☐ English ☐ Other (specify) _____ n/a

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☐

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act? Yes ☐ No ☐ n/a

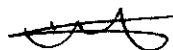
12 The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI--EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

December 24, 2004

(Type or print name under each signature¹³)

Miriam Manigault

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

UNITED STATES DEPARTMENT OF JUSTICE
FARA REGISTRATION UNIT
CRIMINAL DIVISION
WASHINGTON, D.C. 20530

NOTICE

Please answer the following questions and return this sheet in triplicate with your Supplemental Statement:

1. Is your answer to Item 16 of Section V (Informational Materials - page 8 of Form CRM-154, formerly Form OBD-64-Supplemental Statement):

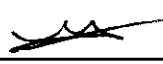
YES _____ or NO X _____

(If your answer to question 1 is "yes" do not answer question 2 of this form.)

2. Do you disseminate any material in connection with your registration:

YES _____ or NO X _____

(If your answer to question 2 is "yes" please forward for our review copies of all material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)


Signature

12.24.2004

Date

Miriam Manigault

Please type or print name of
signatory on the line above

Sr Manager
Title

2004 DEC 27 PM 5:04

THIS FORM IS TO BE AN OFFICIAL ATTACHMENT TO YOUR CURRENT
SUPPLEMENTAL STATEMENT - PLEASE EXECUTE IN TRIPLICATE

SHORT-FORM REGISTRATION INFORMATION SHEET

SECTION A

The Department records list active short-form registration statements for the following persons of your organization filed on the date indicated by each name. If a person is not still functioning in the same capacity directly on behalf of the foreign principal, please show the date of termination.

Short Form List For Registrant: Bahamas Tourist Office

Last Name	First Name and Other Names	Registration Date	Termination Date	Role
Archer	Edward E.	10/1/79		
Bain	Aretha Debra Ann	3/30/98	11.2.1999	marketing rep
Barrett	Richard Gregory	8/5/77	1985	marketing rep
Bosfield	Bradley Lincoln	11/17/94		
Brown	Valery	11/2/92		
Clark-Simms	Juanita Denise	11/17/94	NF = 1980's	
Cuffie	Janet Johnson	12/10/03	02.01.2003	
Davis	Pauline	11/17/94		
Fountain	Donald Kerry	11/2/92	09.01.2003	general manager
Garfield	Rutherford Frank	3/11/94	terminated N/F	
Glinton	Eureka	3/3/92		
Harrison	Raymond T.	8/14/81	1997	
Major	Kendal I., II	12/8/80	1992	
McCartney	Maud V.	3/19/93	N/F	
Richardson	Pamela M.	4/12/96		
Robinson	Rosetta	3/3/92		
Sands	Carlton Emmanuel Jr.,	8/20/01		
Strachan	Paul Antoni	11/17/94		
Thompson	Pauline Davis	8/20/01		
Turner	Ruth Backford	4/29/81	1980's	NF
Watson	Dornell	11/17/94		
Woods	Craig	8/5/77	10.21.1987	

N/ F = no file lost in 2001 fire

2004 DEC 27 PM 5:04
 REGISTRATION UNIT
 CRM/103

FARA REGISTRATION UNIT

QUESTION 5 C

NAME	RESIDENCE ADDRESS	CITIZENSHIP	POSITION	DATE ASSUMED
ADDERLEY, Andrew	8040 - #S. Aragon Boulevard, Sunrise, Fl 33322	Bahamas	Senior Manager e- Business	April 1, 2004
CARTWRIGHT, Angelika	2826 S University Drive Apt 3203 Davie, Fl 33328	Bahamas	Marketing Rep Trainee	Feb 01, 2004
SAUNDERS, Iola	4401 Trevi Court Lake Worth, Fl 33467	Bahamas	Marketing Rep	March 3, 2004

December 24, 2004

04/12/04
RECEIVED
2004 DEC 27 PM 5:04

**BAHAMAS TOURIST OFFICE
U.S. DEPOSITS
JANUARY - JUNE, 2004**

JANUARY	\$ -
FEBRUARY	\$ 700,000.00
MARCH	\$ 4,999,985.00
APRIL	\$ 2,000,000.00
MAY	\$ 2,000,000.00
JUNE	\$ 1,500,000.00
	\$ 11,199,985.00

Monthly Report – March/April 2004

INDUSTRY TRENDS/ISSUES:

- **New York City Economy** raced ahead last quarter at its best clip in over three years, driven by a roaring stock market and a resurgent health care industry. Economic output rose 2.2% during the last three months of 2003, its biggest gain since mid-2000, city controller William Thompson reported earlier. Employment grew by 4,300 the first increase for a three month period in two years.
- Spurred by immigration and a boom in new housing units, New York City's population has topped 8.1 million for the first time, and experts believe that the number of city residents could reach 8.4 million within two decades. The U.S. Census Bureau will release updated population figures next month.
- **Expedia** announced recently it would diversify its global distribution system supply by supplementing its eight-year World span relationship with Sabre Travel Network deal, a boon to Sabre and a blow to World span as the latter plans its initial public offering. The exact impact on corporate buyers remains to be seen, but sources speculated that the five-year deal opens up possibilities for certain airlines to remove some or all content from World span system.
- **Roy Hastick** president of **The Caribbean American Chamber of Commerce and Industry Relations**, announced recently about the establishment of the centre for New York. A site for the centre will be announced in the coming months. The site could be located in a predominantly Caribbean neighborhood, but, not necessarily Brooklyn. The centre is projected to be 20,000- square feet in size. The total cost for its completion is about \$5 to 7 million. One-third of the financing has already been raised, through the efforts of Gov. Pataki, the Port Authority, Brooklyn Borough President Mary Markowitz, City Council members Yvette Clarke and Kendall Stewart, a total of \$1.7 million has been earmarked for the project.

WHOLESALE/TOUR OPERATOR/AIRLINES & CRUISES:

- The arrival of Southwest Airlines (5/9/04) and Frontier Airlines (5/23/04) to Philadelphia int'l Airport are generating major competition forcing other carriers (mainly US Airways) to lower prices, add routes and improve customer service in order to keep customers. Several Philadelphia travel agents were interviewed and commended that consumers are asking about the new service and are very interested.
- Southwest (Dallas-based) will begin flying to 6 business and vacations destinations in the U.S. and plan to add 7 more cities on July 6th. Frontier Airlines (West Coast based) on the other hand will offer flights to Denver and Los Angeles

2017-10-27

Figure 1. A schematic diagram of the experimental setup. The subject is seated in a chair, viewing a video screen. The screen displays a target (a small circle) and a starting point (a larger circle). The subject's hand is positioned at the starting point. The distance between the starting point and the target is labeled as d . The subject is instructed to move their hand from the starting point to the target. The video screen is connected to a computer system that records the hand's position and movement time.

and connecting service to other cities across the West. US Airways has already responded with its promotional blitz (week of 4/26) slashing fares on flights to cities targeted by Southwest.

- United And American Airlines canceled a \$5 one-way fare increase after Northwest and some other discount carriers failed to match an increase Friday by Continental. United and American, the world's two largest airlines kept the increase on some Canadian routes, said online travel agent Tom Parsons of Bestfares.com. Continental said the hike was necessary to help combat higher fuel costs.
- U.S airlines are protesting efforts by the **Transportation Security Administration** to more than double their share of aviation security costs, to \$750 million a year. The **Air Transport Association** said that airlines already pay the extra \$1.7 billion annually for security and cannot afford the extra \$435 billion TSA is asking Congress to make them pay. According to the government, \$1.7 billion is passed on to travelers in the form of tickets surcharges of as much as \$10.
- American Airlines – earlier in April had the following roundtrip specials(JFK/LGA):
 - Chicago - \$131
 - Dallas/Fort worth -\$145
 - Fort Lauderdale - \$99
 - Los Angeles - \$149
 - New Orleans - \$99
 - West Palm - \$99
- **JetBlue - had the following specials(one-way fares):**
 - **Ft. Lauderdale, Orlando Tampa West Palm, Ft. Myers - \$69**
 - **Denver, Las Vegas, Salt Lake City, Seattle, San diego, Los Angeles, San Francisco, Sacramento - \$99**
 - **Dominican Republic - \$119 (Santiago/Santo Domingo)**
- **Spirit Airlines – had the following specials: (One-way fares)**
 - **Cancun - \$156**
 - **Denver - \$123**
 - **Detroit - \$75**
 - **Ft. Lauderdale - \$69**
 - **Los Angeles - \$158**
 - **Myrtle Beach - \$85**
 - **Orlando - \$74**
 - **San Juan - \$121**
-

SALES ACTIVITIES/TRADE:

- **Travel Professionals of Greater NY** – Mel Lewis attended – April 5. There were approximately 60 agents present during the evening. The evening was sponsored by the US Virgin Islands. Mel gave a brief overview on new developments on GBI. In addition, agents were very receptive to fam. trip on GBI.
- **CTO Event – Westbury, Long Island – April 12** – Mel Lewis attended – April 12. There were approximately 80 agents present. The event was a mini tradeshow.
- **CTO Monthly Meeting – NY – April 20.** Mel Lewis
- **TABS Monthly meeting – Brooklyn** – Mel Lewis attended. Approximately 80 agents were in attendance. Travel Impressions gave an overview on their product.
- **Dornell-Watson-Joyner** had the following sales activities:

- ❖ Sales Calls – AAA Travel, World Travel, Boscov's Travel (Pottstown/Gilbertsville).
- ❖ Sales Calls – Roma Travel Cloud Nine Travel, Worldwide Travel(Haverton)
- ❖ Sales Calls – Around the World Travel, Yardley Travel, Washington Crossing Travel(Yardley)
- ❖ Sales Calls – Flamingo Travel, Tour n' Travel Park Ave. Travel (Glenolden, Woodlyn, Swarthmore)
- ❖ Sales Calls – Worldwide Travel, Carlson Wagonlit, Pennsylvania Travel
- ❖ – Joint Calls – Starwood (Our Lucaya) – North East Philadelphia – 7 agencies
- ❖ Joint Calls – Starwood (Our Lucaya) – South Jersey – 7 agencies.
- ❖ Sales Calls – Ambassador Travel, Carlson Wagonlit, AAA (Lancaster)
- ❖ Sales Calls – Singer Travel, Berkshire, Liberty and AAA Travel (Wyomissing)
- ❖ Sales Calls – Carlson Wagonlit, Liberty, Berman, Rose Tours/Travel (N.E. Philadelphia).

Objectives – To increase awareness for Grand Bahama for the Spring/Summer Period.

- **GOGO Office – Voorhees, NJ (5 agents)** – Presentation to update agents new developments in GB, the Out Islands and New Providence.
- **Liberty Travel Incentive Winner** – Donna Johnson and her guest visited Grand Bahama – Friday, April 23-26; Nassau – April 26-29.

- **Promotion Board in Both GB/New Providence arranged transportation for Donna.**
- **Host Hotels – Sheraton (Our Lucaya) and Atlantis.**
- **Tours – Dolphin Encounter – GB (sponsored by GBIPB)**
- **Bah. Fast Ferry – Harbour Island**
- **Destinations Weddings – Boston** – Steven is working with Quentin Carmichael to develop his wedding/honeymoon business to both New Providence and GB. March 11-16, he arranged for Quentin and his Website designer to visit Nassau, through the Nassau/PI Promotion Board and GBIPB. In both destinations Quentin experienced the culture and familiarized himself with the various hotels for the expansion of his program. Quentin will update on the progress of his program, once completed.

Bahamas Specials & Product Developments:

- **Grand Bahama Vacations had the following specials (Crown Plaza Golf Resort & Casino At The Royal Oasis):**
 - April 5 – 3 nights/flight - \$349
 - March 29/April 26 - \$369
 - April 12 - \$429
 - 4 – nights: April 1 - \$499; April 29 - \$469
 - 7- nights: \$699 – April 22

Departures from Providence, Rhode Islands
- **US Airwaysvacations had the following specials to Nassau from Boston:**
 - Valid for bookings by 3/19/04.
 - Valid for travel 3/1-5/22/04

Holiday Inn Nassau – 7 nights \$563
- **Liberty Travel** – had a special on April 11 to Four Seasons, Exuma – 5 nights - \$1,289.00
- **Continental Vacations:**
 - Nassau Beach – 3 nights - \$459
 - Sheraton at Our Lucaya - \$669 (3 nights)
 - The Westin at Our Lucaya - \$739
 - Adds listed in The Records/Herald – April 18 (NJ)
- **US Air vacations** recently launched a Companion Flies Free promotion:
 - Valid for bookings April 21 – May 14
 - Sales Ends – May 17, 04
 - Valid for travel April 24 – June 18

Nassau – 7 nights (Nassau Beach Hotel - \$400 (regular fare \$749)

CONSUMER ACTIVITIES:

Great Bridal Expo – New York – April 13. Mel Lewis attended show for Sabrina Ramsey. Short notice from Sabrina, allowed no time to arrange for Bahamas preferred agent to assist with show and organize flyers with specific price points.

In the future, the Wedding/Honeymoon Department should give sufficient notice about the confirmation/participation shows.

Business and Professional Women – NJ – April 16. Raquel attended luncheon for 50 members of this organization. This provided an opportunity to network with key contacts in various industries that may also have the potential to send groups to The Bahamas.

Bahamian Rhapsody – The New York team, created a database of 120 names from industry partners and friends of The Bahamas to be invited to event on June 1, 2004

FAM. TRIPS:

- **The Lawn Doctor (Corporate Group) - March 31-April 3, 2004**
 - Host Hotel – Radisson Cable Beach
 - Group Contacts – Russell Firth & Wife – Lawn Doctor; Joanne Dunn – Lawn Doctor; Ronnie Miller – Radisson; Ida Cederdahl – Continental Airlines; Francine Mason – Continental Vac.
 - Hotels Inspected – Radisson, Atlantis and British Colonial Hilton(April 1)
 - I treated the group contacts to a conch experience at Arawak, Cay(April 1)
 - Russell Firth(President) and I played Golf – Friday, April 2

The Lawn Doctor is working on a group of 75-90 for January 2004. The hotels have not been selected.

Radisson did an excellent job in Hosting this corporate Group

- **Continental Vacations Fam. Trip – March 31-April 3, 2004 (8- agents)**
 - Hotel – Radisson Cable Beach
 - Hotels Inspected – Radisson, Atlantis, Sheraton Grand, Comfort Suites, BC Hilton, Nassau Beach Hotel, Wyndham Crystal Palace (April 2).
Agents also took a tour of New Providence.
 - April 3 – Leisure Time for Group

- **Carlson Wagonlit Manager Conference – March 25-April 29:**

- **Host Hotel – Radisson Cable**
- **Carlson Manager – 175**
- **Carlson Suppliers – 50**
- **Bahamas Sponsored Function – April 26 – Radisson**

Carlson Wagonlit Travel is one of the top consortiums for TIOTB and Radisson Cable Beach. This was a great opportunity to have these top agents in Nassau.

COMPETITIVE ANALYSIS:

- **The Barbados Tourism Authority's "Best of Barbados" program**, now in its third year, runs through June 30 and will be in place again September 7 to Nov. 30. Incentives include a \$100 airfare credit per person, free American breakfast daily and one free night on a seven-night stay [or a free night on a five-night all-inclusive program]. Some 32 properties, representing all price ranges, participate in the program. Bookings will be capped at 8,000, said Bill Silvermintz, Vice President of Marketing, the Americas, for the BTA, who cited "a small budget and high expenses" for the program, which will be promoted in Boston, the New York metro area, Baltimore/Washington and the Florida's Gold Coast from Pal Beach south.
- **The Anguilla Tourist Board** is raising the bar on the traditional travel agent fam. Trip with its four-night air-inclusive Alluring Anguilla Experience, valued at more than \$6,000. To thank agents who've booked at least one client in 2003 at one of 24 resort properties listed on the ATB's Website (www.anguilla-vacation.com). The tourist board is offering roundtrip air from the U.S. on American and American Eagle, high-end accommodations, transfers, spa treatments, and meals. The fam. Trip departs on May 6 and June 24
- **The CTO** for the first time will conduct a major conference the sixth annual Caribbean Conference on Sustainable Tourism Development in Cuba. Cuba is a member of the CTO and the dates are April 27-30 in the Habana Libre Hotel in Havana.
- **The Spanish Pinero Group** will build three (3) hotels in Jamaica in a three-year period. The investment will cost approximately \$150 million dollars and it is described as one of the most important in the history of tourism in Jamaica. A total of 3,000 rooms, of which 1,200 will start operating in the first year. The group has hotels in Spain, Russia, Portugal, Cuba, Mexico, Brazil and the Dominican Republic.
- **The Caribbean Hotel & Tourism Investment Conference** will be held May 11-13 at the Ritz Carlton Rose Hall, Montego Bay, Jamaica.
- **Club Med (Liberty Travel) – has the following land-only package for 7-nights at the price of 3 nights, to the following destinations:**
 - **Ixtapa, Mexico - \$540**

- Punta Cana - \$540
 - Cancun - \$630
 - Sandpiper, Florida - \$660
 - Turkoise, Turks & Caicos - \$690
 - Paradise Island - \$690
 - Bora Bora, French Polynesia - \$690
-
- Liberty Travel has the following specials to Las Vegas: (3 nights)
 - Palace Station - \$339
 - Imperial Palace - \$375
 - Luxor - \$415
 - Treasure Island - \$459
 - Caesars Palace - \$465
 - Bellagio - \$545
 - Mandalay Bay - \$545

 - Continental Vacations has the following specials – listed in the April 11 edition (Travel section – Record/Herald):
 - Breezes – Puerto Plata - \$559 (3 nts)
 - Breezes – Montego Bay - \$699 (3 nts)
 - Grand & Club Marvial (all-inclusive, Mexico) - \$779 (3 nts)
 - Cancun – President Intercontinental Cancun - \$589 (3 nts)
 - Almond Beach, Barbados - \$1179 (3 nts)

GROUPS:

Associations

Raquel has started the initial phase of researching this market and reviewing several of the accounts.

MONTHLY STATUS REPORT				
Area:	Month: January	Prepared By: Steven Johnson		
PROJECT	STATUS	NEXT STEPS	RESPONSIBILITY	DUE DATE
TRADE EVENTS:				
US Airways Product Launch	Approximately 175 agents attended.			
Seaport Hotel - Boston	US Air has the following new destinations:	Follow-up with US Air to receive top producers list.	S. Johnson	
(February 3, 2004)				
	Nassau			
	Aruba			
	Cancun			
	Jamaica			
	Program:			
	Registration/Set-up/Mini Trade-			
	Show: 6:00-6:30PM			
	Program Starts (Theatre Style-			
	featuring presentation on new			
	destinations).			
	US air had food stations throughout			
	room, in addition to Casino area.			
		Discuss fam. Trip opportunities		3/29/2004
		with US Air Manager - L. Cooney		
	Agents were very receptive to new			
	flights to Nassau. Lots of request			
	for Fam. Trips to GB/New Providence.			
New York Times Travel Show	Attended Trade/Consumer.		J. Johnson's Team	
Javits Centre - February 27-29	Estimated attendance - 3 day show -			
	20,000 consumers			
	Mel Lewis did an excellent job in			
	assisting the hair-braider during her			
	stay in New York.			
50-5 HD 60-300				

flyers with price points.				

Industry News/Trends:

With more than 8 million North Americans expected to cruise this year, cruise lines are adding ships, expanding itineraries and adding new amenities in 2004 in order to tap into this growing market. According to **Cruise Lines International (CLIA)**, the non-profit organization which represents 21 cruise lines in the North American market, 11 new ships will join a fleet of 150 vessels already operating by its members. The new entries include the largest ocean liner ever built, the first new American flag cruise ship in 50 years and a number of floating resorts.

In December of 2003, the international Council of Cruise Lines (ICCL) joined with Conservation International (CI) in an initiative to protect biodiversity in cruise destinations and promote minimizing cruising's environment impact. The initiative is being called the Ocean Conservation and Tourism Alliance. Its first step is to establish a panel, due to be in place by March, of scientific experts in conservation, environmental technologies, and the cruise industry. The ICCL, which represents 15 of the world's leading cruise lines, has committed \$850,000 to the initiative and its projects. CI has invested \$250,000. The

Nearly three (3) out of four travel managers said that business travel will rebound significantly this year and into the next, according to the National Business Travel Association survey releases in February 2004. While 71 percent of 220 respondents said they expect a rebound this year and into 2005. Many of the industry have been reluctant to predict that volumes will reach 2000 levels. Yet, 54 percent of the polled travel managers said volumes will return to such heights some time this year.

Congress cut by 80 percent funding for efforts to promote U.S. tourism after the 2001 terror attacks in a final budget deal passed on January 22. The U.S. Department of Commerce will cut remaining funds by about half, according to the the Travel Business Roundtable. That leaves about-\$5 million to fund a 15-member U.S. Travel and Tourism Board charged with boosting U.S. marketshare of the International travel market in the fiscal year that began in October 1, 2003. The United States is the third most visited destination, behind France and Spain, although overseas visitors to the United States have declined since September 11, 2001.

Tour Operator/Wholesaler/Retail/Cruise/Airline Developments:

California-based Olivia, a provider of travel services for lesbian and their families/friends, is looking interested couples for a Boston-Montreal Holland-American cruise departing on July 3. The cruise will feature entertainment by Grammy winner k.d. lang. Before boarding the cruise at Boston's Black-Falcon Terminal, the company will host a commitment ceremony for any interested passengers. Olivia celebrated their 39th anniversary last year. On Olivia's Web site, www.olivia.com, the trip is featured on their homepage, complete with a link to give potential cruisers and spouses more information about marriage in Massachusetts.

Travel agency aggregate iTASN has announced that, following a successful negotiation, American Airlines will maintain its preferred supplier status with ITASN. The aggregation also has maintained preferred supplier relations with Delta and Continental Airlines.

WestJet, which serves 24 Canadian cities, has announced that as of March 4, they will begin a new daily nonstop between Moncton and Montreal and increase its nonstops schedule between Calgary and Toronto's Pearson International Airport. These new flights are part of the airlines 2004 expansion plans announced late last year. Last year the airline carried 6,978,815 passengers, an increase of 1.1 million over the previous year. The airline is a no-frills carrier that dominated Air Canada in the Western Canadian areas.

ATA Airlines, the nation's 10th-largest commercial airline, tomorrow plans to announce a new business class for its scheduled service fleets. Beginning in August, ATA will roll out the new product across its entire network. A premium product is a departure from the traditional low-cost-strategy, but a spokesperson said it will be a cornerstone of the airlines corporate sales efforts. Walk-up business fares will be capped at \$399, just \$100 more than the cap on walk-up coach fares.

Delta Airlines and JetBlue have laid out growth plans for the New York market that heighten competition between the increasingly combative east coast rivals. JetBlue plans to add New York Laguardia to its network, while Delta presses ahead with a significant service expansion at New York JFK. The two strategies - JetBlue's ambitions to dominate more of its lucrative home market and Delta's to develop further New York as a focus city in its East Coast portfolio-increasingly will rub up against each other as the airlines battle for business traffic and overall market-share. The results will be more frequencies and lower fares on more routes from New York.

The following is a cumulative net result for the major carriers for 2001-2003:

UAL: -\$8.17 billion. AMR: -\$6.5 billion. Delta: -\$3.26 billion. US Airways: -\$2.3 billion. Northwest: -\$973 million. America West: -\$520.7 million. Continental: -\$508 million. Alaska: -\$149.8 million. Southwest: +\$1.2 billion

From the above stats one can see that the last three years has been brutal years for some of the major carriers. An overriding theme in the latest round of airline quarterly earnings reports was the high price of jet fuel and its offsetting impact on otherwise effective cost-containment goals.

Competitive Analysis:

American Airlines will resume nonstop Sunday service between Boston Logan Airport and Montego Bay on February 1. The Boeing 757 used for the

service features 22 Business Class seats and 166 coach seats.

Liberty Travel has the following specials:

Continental Emorio Acapulco - \$735 (7 nights)

Hyatt Regency Acapulco - \$975

The Fairmont Acapulco Princess - \$1029

The Fairmont Marques - \$1065

Melia Puerto Vallarta (all-inclusive) - \$1239, 7 nights

Grand Velas All Suites \$ Spa - \$2189, 7 nights

Presidente Inter-Continental(Los Cabos) - \$1599, 7 nights

Las Veags:(3 nights) - Air included

Palace - \$349; Las Vegas Hilton - \$399; Bally - \$425; Treasure Island - \$439; Mirage - \$439; Bellagio - \$595; Four Seasons - \$699

Bahamas Product Developments:

The following are some sample fares from the New York Times Show (Package exclusive with Liberty Travel: (5 days/4 nights)

Holiday Inn Nassau - \$569; Bayview - \$679; Hilton - \$695; South Ocean - \$699; Radisson - \$819; Sheraton Grand - \$829

Graycliff - \$839; Compass Point - \$845; Atlantis Beach Tower - \$1085; Harbourside Resort at Atlantis - \$1289;

One & Only Ocean Club - \$1499.

All-inclusives - Holiday Inn Sunspree - \$825

South Ocean Golg & Beach Resort - \$1020

Radisson Cable Beach - \$1099. (All air with American Airlines).

US Airways Vacations(Bob Adduci) promoted the following specials in Early February for the new flights:

Wyndham Crystal Palace - \$533 (3 nights) and \$1,009 (7 nights).

South Ocean - \$556 (3 nights) and \$1001 (7 nights)

Sheraton Grand - \$697 (3 nights) and \$1,313 (7 nights)

All-inclusives:

Radisson Cable Beach - \$1,124 (3 nights) and 2,289 (7 nights)

Sandals - \$1,173 (3 nights) and \$2,404 (7 nights)

US air Vacations has only risk seats to Nassau from Boston (twice weekly - Saturdays/Sundays).

MONTHLY STATUS REPORT

Area:		Month: January	Prepared By: Steven Johnson		
PROJECT	STATUS	NEXT STEPS	RESPONSIBILITY	DUE DATE	
Sales Blitz - January 13-16 Boston and Rhode Island	Objectives:				
	To promote US Air direct flight from Boston to Nassau.	To create Database of top retail-agency accounts - Boston.	F. Fisher		
	To promote GBV from Providence, RI				
	To educate/update agents on new-developments in GB/New Providence and the Out Islands.				
	Blitz Team:	Dornel prepared sales Call patterns.	D. Joyner		
	Conrad and Nuwy - GB				
	Dornel and Steven - BTO				
	Andres Illanis - US Airways				
	Target: 100 agencies				
	Actual: 90 agencies				
	Agencies:				
	Downtown Boston; Brookline				
	Cambridge; Newton				
	Dedham/Canton				
	Quincy/Weymouth				
	Braintree; Rhode Island - Providence, Warwick, Cranston				
	AAA (Melvern and Roz Allen - Rad. (updated agents on Hotel updates and New Developments - Nassau.	Agents were promoting extension of Amex/Bah. Getaway.	Mel. Lewis		
	8-agents.	Lots of request for GB Fam. Trip.			
	Carlson Wagonlit - Brooklyn.				
Sales Activities:	Francina and Melvern promoted Continental to Nassau and GB.				
	6-agents.				
	AAA - Brooklyn - 3-agents.				

Public Relations:	Presented winning prize to Donna -	Took photographs with winner	S. Johnson	
(Liberty Travel - January 15 - Warwick, Rhode Island)	Johnson: 3-nights Our Lucaya;			
	3 nights - Atlantis			
	Bah. Fast Ferry - Eleuthera.			
	Dinner - Graycliff Restaurant	Donna to look into aironly fares.		
Trade Events:				
CTO Meeting - January 7	Meeting to discuss NTO Marketing	CTO to provide additional	S. Johnson	
(CTO's Head Office)	initiatives. In addition to Caribbean	info. To NTO's. In addition to		
	Week - June.	finalising all details for Carib.		
		Week.		
CTO Board Meeting - January 14	NTO representatives gave a small-	Mel. Updated members on new	M. Lewis	
(Lower Manhattan	updates on their destination.	developments in TIOTB.		
TABS Monthly Meeting - Jan. 21	60 agents attended. Mexico hosted.	Mel. Gave a two minute pres.	M. Lewis	
Staten Island		on GB		
Travel Professional of Greater NY	60 agents attended. St. Kitts Hoted		M. Lewis	
Monthly Meeting - January 5	evening.			
Bahamas Presentation TNT -	Conduct Bah. Pres. To TNT agents, to	To discuss Bah. Fam. Trips.	S. Johnson	
Vacations - January 14, 2004	update them on new developments	To conduct Joint sales activities-	N. Chotoosingh	
	in GB and New Providence.	TNT Sales Manager.		
	Attendance: 10			
	Due to busy call volume, Nuvy and I			
	updated the remaining TNT agents			
	during their lunch hour in their dining			
	area.			

their Bah. Bookings are usually higher in March, because of unguaranteed "hot weather in Jan/Feb.

Cruises - In Boston, New York and New Jersey, several agencies are concentrating more in this area. Several agents in Boston have clients stopping in Nassau for the day. In addition, agents in Boston are very receptive to the "Cat" as another way of transporting their clients from Florida to GB.

US Tourism - According to the bureau of Economic Affairs, sales of U.S. tourism industries totaled \$747.8 billion in the third quarter of 2003. That was an increase of 16.2 percent over the second quarter of 2002. And only one-half of one percent below the pre-recession peak of \$751.3 billion. The two largest tourism industries, air transportation and hotels, led the growth in sales. Direct Tourism-related sales in air transportation grew 32.1 percent in the third quarter, to \$98.7 billion. Hotels and lodging places grew to \$115.5 billion, an increase of 15.9 percent.

Wholesaler/Tour Operator/Airlines/Cruise Developments/Rail:

US Air - Has the following new services this winter from Boston - Nassau, Aruba, Cancun Jamaica.

In addition, US Air will have their product launch on February 3 at the Seaport Hotel - Boston. They are expecting 200 top producers from the Boston area.

AeroMexico - has announced daily service from Boston to Mexico City this February.

United Airlines - plans to launch a new discount carrier in February called "Ted". They plan to start service in Denver, and San Francisco to Las Vegas, expanding by March 25 to include service from Denver to Phoenix, Ontario Reno, New Orleans, Tampa, Orlando and Ft.-

TNT had the following specials - Vacation Outlets - Antigua - \$1199(Hawksbill Beach, all-inclusive); Aruba - Wyndham - \$1149; Cancun - \$899 (Caribbean Village); Punta Cana - \$899(Club Bavaro)
Lauderdale and San Francisco to Phoenix.

Competitive Analysis:

During our sales blitz in Boston/Rhode Island, it was a general consensus that some of the top destinations are Mexico, DR, Aruba, Bermuda. Bahamas and Jamaica are also very popular.

GBV is very popular in Boston and Rhode Island. Agents are very receptive to the low package prices. The top hotel is Royal Oasis.

The "CAT had the following special for January - \$257-4days/3 nights (Land Only - Our Lucaya)

Bermuda - Vacation Outlet offered the a cruise on the Norwegian Majesty for \$499 (7 nights, land only-Boston to Bermuda).

Atlantis has a show special at the Vacation Outlet show - \$733 (3 nights, airfare hotel and transfers).

Other specials (Vacation Outlets - Crown Palza - \$639; Viva - \$653; Sheraton - \$699; Westin - \$734; Treasure Cay - \$599; Coral Sands - \$682 (all packages are for 3 nights). Other specials - South Ocean - \$459; Club Med, PI - \$634; Holiday Inn Sunspree - \$670; Radisson - \$864

SuperClubs featured at their booth - Spring Break packages from \$138 oer person per night , 3 night minimum bookings for 3 nights, for travel - 3/1/04 - 4/30/04.

MIDWESTERN AREA STATUS REPORT **MARCH, 2004**

Submitted by: Virginia Kelly

TASKS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
March 2 – Incentive/Groups Luncheon	Completed	Participated with TIOTB partners in incentive/groups luncheon/seminar for top producing companies, Atlantis, Hilton, Sheraton Grand and Our lucaya properties also in attendance. Minneapolis – 20 trade	V. Kelly	
March 3 – Trade Show	Completed	BTO shared booth with Radisson Cable Beach Resort at American Airlines Vacations Trade Show- approx 300 agents	R. Robinson M. Starr	
March 3 Incentive/Groups Luncheon	Completed	TIOTB travel partners hosted luncheon for top producing incentive/group companies, Chicago – approx 75 trade	V. Kelly L. Cooper	
March 4 Incentive/Groups Luncheon	Completed	See above. St. Louis – approx 18 trade	V. Kelly	
March 9 – Meeting MLT	Completed	Met with MLT Vacations to discuss plans for next year's flight DTW/NAS and other promotional opportunity. According to Lynn Seleck, the flights this year did much	V. Kelly K. Manouzi	

50 5 14

1000 5000 10000

March 10 Res Staff Update	Completed	better than last year. See Attached. In-house update for MLT Vacations' res agents, Minot, ND – saw approx 80 agents. Sheraton Grand Resort participated with BTO. I felt the format did not give us the opportunity to have “full attention” of the agents. Suggested that if possible the next time we come if we could perhaps do an evening function when agents did not have to go back to their stations, we would have their undivided attention. We could also seek participation from other hotel partners – Bahamas Night.	V. Kelly K. Manouzi	
March 15–18 - Trade Show/Seminars	Completed	Participated with Midwest Suppliers Association (BTO is a member) in a series of trade shows and round table seminars in key secondary markets. In addition to trade show, suppliers given 6 minutes to present their product at each table. Afterwards, Suppliers had opportunity to dine with agents. This format was very well received by agents who indicated that they preferred	V. Kelly K. Manouzi L. Cooper	

			this format to the usual – supplier standing up front and showing pictures. Shows were held as follows: Omaha, NE – 40 agents VK Des Moines, IA - 38 agents KM Kansas City, KS – 55 agents VK St. Louis, MO – 90 agents LC Assoc. to supply list of attending agents.		
March 19 Meeting	Completed		Attended Midwest Suppliers Association monthly meeting. Networking opportunity with other suppliers based in Chicago area.	V. Kelly	
March 23 – Meeting			Met with Director of Travel AAA – 18 Midwest locations to discuss promotional opportunities to increase business to TIOTB for remainder of the year. BTO to conduct training for agents/Mgrs and potential travel group on Apple charter – will advise.	V. Kelly K. Manouzi	
March 24 – Meeting	Completed		Meeting in Plantation to discuss BTO sales/marketing/structure moving forward	V. Kelly	
March 28 – Apr. 1 – Sales Blitz	Completed/Pending		BTO/USAirways/USAirways Vacations/Hilton hotel/Breezes	V. Kelly K. Manouzi	

		participated in blitz of Indiana agents. In addition to sales calls, BTO also conducted several in-house presentations. Agents' Bahamas knowledge very limited as many had not visited recently. CWT expressed interest in having TIOTB present at one of their meetings to their member agencies in the area. Allen Travel has group of 200 pax interested in Radisson – lead forwarded to Maxine Lockhart for follow-up. Will try to get their meeting planner to Nassau before group visit.	L. Bubb L. Cooper	
March 30 – Meeting	Pending	Met with Director of Promotions for Radio One – 5 radio stations and 1 tv station based in Indiana to discuss Bahamas promotions. We will participate with station at Black Expo in Indiana to promote a youth come-along and the Grand Bahama Jazz Festival. (Contact referred by Lurline Bubb)	V. Kelly M. Campbell	
Mailing	Completed	Apple Vacations created a special flyer with Nassau incentives for mailing to AAA's customers – approx 150 pax expected to travel.	K. Manouzi	

Radio Station Come-along		Completed	Will follow up with AAA re bookings. Participated in come-along with WMCS Radio station Milwaukee/GBVacations -- 62 listeners traveled to GBI. Station conducted live interviews with local Bahamian celebrities for morning and afternoon show that was broadcast back to Milwaukee. Arranged by M.Campbell	K. Manouzi	
Meeting		Completed	Met with Dorothy Reed, Cruise Club International to discuss co-op opportunity and promotion of Grand Bahama Jazz Festival. Dorothy given contact for Festival organizers to get package rates to promote in magazine.	L. Cooper	
Sales Intelligence		Ongoing	Many agents are still unaware of Apple Charter to Nassau, but those who do book indicate that their clients go to Atlantis, Radisson, Breezes or Sandals. They still see TIOTB as being expensive, with very little all-inclusive hotels. Our major competitors are Dominican Republic and Mexico because of their price. A fam trip for Chicagoland agents is very	L. Cooper	

**MIDWESTERN AREA STATUS REPORT
FEBRUARY, 2004**

Submitted by: Virginia Kelly

TASKS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
February 9 – Monthly Area Meeting	Completed	Discussed status of proposed trade/consumer initiatives and results of meeting with Deputy Director Marketing. Activity list forwarded	Staff	
Feb. 4 – ESPN Radio	Pending	Met with ESPN Radio to discuss possible “sporting” promotions locally – will advise.	V. Kelly	
Feb. 11 – CTO Monthly Meeting	Completed	BTO invited and given table top to participate with Sandals Resort in CTO Monthly Meeting. Approx 80 agents	V. Kelly	
Feb. 11 – ASTA Monthly Meeting	Completed	BTO co-sponsored monthly meeting – approx 40 agents.	L. Bubb	
Feb. 17 – Bahamas Night	Completed	BTO invited to participate with Breezes SuperClubs in travel agent seminar at Breezes Bahamas Restaurant. Area Manager given 5 minutes to address attendees – 96 agents.	V. Kelly, K. Manouzi	
Feb. MLT Res Update	Pending	Planned Bahamas product update for MLT Vacations’ Res. Staff – March 10. Sheraton Grand Sales Manager	V. Kelly	

Feb. 25	Completed	will also participate. . . Conducted luncheon meeting with "Bahamas Marketing Focus Group". Results forwarded under separate cover.	V. Kelly, K. Manouzi, M. Campbell	
Feb	Pending	Working with USAirways/USAir Vacations on joint efforts to promote travel from Indiana to Nassau and Grand Bahama – Blitz, in-house seminars, VIP dinner for top 10 agents. Radio Promotion. Will advise outcome.	L. Bubb, V. Kelly	
Feb. 6-8 – Golf Show	Completed	Our Lucaya/MOT sponsored booth at West Michigan Golf Show. Dolphin Travel and Apple Vacations provided special promotional flyers with prices to GBI via American Airlines. 12,000 consumers att. A few small groups from various golf clubs in Grand Rapids area pending. According to March Donovan of Dolphin Travel who participated in the booth with usm she received over 50 telephone calls which resulted in some bookings for Atlantis. Will follow up.	L. Bubb	
Feb. 18 In-house Presentation	Completed	Conducted in-house	L. Bubb	

			presentation at HQ, BTO Michigan for Outside Sales Agents. Radisson Cable Beach Rep. also participated. – 10 agents.			
Feb.		Pending	Met with Pres. & VP of AA TV (African American local TV station in East Cleveland) who are interested in bringing a junkanoo group of about 30 to perform in a cultural Festival June 19 in Cleveland. Informed them that budget will not permit this year (approx \$40,000) but to present proposal for consideration for next year's event.	L. Bubb		
Skal Meeting		Completed	Attended Skal monthly meeting. Agents indicated that Northwest's non-stop service is a big help for them and their clients and hope it will continue through summer.	L. Bubb		
Feb. 28		Completed	Participated in Brenton Village consumer Show, Grand Rapids, MI – approx 2,000 consumers. Made 2 presentations to attendees – approx. 60 consumers. (Radisson booked at show – 2 persons, June 7-14, 2004)	L. Bubb		
Feb. GBV Representative Report		Completed	According to Joe Waltoski – GBV – Cleveland flight going	L. Bubb		

			well – February 99%; March 80%, April 90% and May 50% to-date. Also discussed joint calls in Columbus, Ohio targeting golf and top producing agencies.		
GoGo World Vacations Report	Completed	Reported the following bookings to Nassau and GBI – March 17, group of 16, Atlantis; April 8 group to Wyndham, April 9, group 24 to Radisson Cable Beach; April 10 group of 40, Viva Fortuna.	L. Bubb		
Apple Vacations Report	On-going	Apple report forwarded under separate cover. According to Joanna Pantera, flights are looking good up to the end of April, but they will announce a sale for the May seats at the end of February.	V. Kelly		

Meeting	On-going	Met with Dr. Velasquez, Principal of Eli Whitney Elementary School and Travel consultant with Education Tours to discuss educational exchange and Junior Junkanoo experience for December '04 -- approx. 40 students/parents. Travel consultant to compile package pricing, etc. Kara will contact hotel and choose sister school for the exchange.	K. Manouzi	
Meeting	On-going	Working with Commissioner Steel and travel agent to arrange on-island activities for Chicago Ladies weekend trip to Nassau -- 10 rooms at Hilton. The group is traveling May '04. The goal is to continue to get incremental business from the Commissioner and the organizations that she is affiliated with	K. Manouzi	
Loyola Boxing Academy, Chicago	On-going	Asked Bahamas Boxing Federation to extend an invitation to Loyola to participate in The Bahamas Boxing Tournament November '04. Will follow up with Boxing Federation.	K. Manouzi	
Skokie Heritage Festival	On-going	BTO will host a Pavilion for	K. Manouzi	

			kids with games e.g. egg & spoon race and limbo. 25,000 consumers expected May 22-23, 04. Will contact travel agency about opportunity to promote package. Will also use Bahamas.com as call to action. Bahamas partners will be contacted to provide T-shirts and other small prizes.	V. Kelly	
Cruise Club International	Pending		Working with Dorothy Reed of Cruise Club Int'l to develop business to TIOTB. She plans to promote the GBI Jazz Festival this September. She also has a deaf group that she wants to send to The Bahamas. Will be advertising in Indigo Magazine to capture African American market – seeking co-op dollars. Will advise after meeting.	L. Cooper	
Lucayan Cricket Club	On-going		Working with local cricket clubs – promotion of mini cricket festival and exhibition games in Grand Bahama.	K. Manouzi	
Sales Blitz	Completed		Assisted BTO LA with Sales Blitz in Houston insupport of Continental service – arch – Sept. '04. Approx. 40 calls made. Agents excited about the service especially for quick weekend getaways.	L. Cooper	

Sales Intelligence	On-going	In continuing calls to promote Apple Charter, discovered that quite a number of agents in the Schaumburg/Roselle area were not aware of the service. Agents excited about the return of the charter because clients can now have quick weekend getaways. Some were concerned that Apple might stop the charter early as they did last year.	L. Cooper	
--------------------	----------	--	-----------	--

WIRK 107.9 FM Promotion	Confirmed. Secured trips from Our Lucaya and Discovery Cruise Lines. Event scheduled for April 16 & 17th. Unable to secure booth - sold out. Radio spots are currently airing.		NW	
-------------------------	--	--	----	--

New York Subs	Confirmed. New franchise offering a Bahamas Sweepstakes during the month of April. Radisson Cable Beach and UP provided trip giveaway. Ad placement in Clipper magazine distributed to 50,000 households in Maitland. Also interested in conducting a summer/fall promotion	JG		
Linens'N Things Promotion	Declined participation. Apple Vacations submitted very attractive all-inclusive vacation packages to Mexico, and did not need the cash offered by LNT. Bahamas could not provide a competitive offer at a reasonable rate. Forwarded a note to LNT's ad agency declining our participation.	JM, PS		
Orlando Magic	Pending. In spite of expressed concerns regarding airline conflict, VP of Corporate Sales would like to meet with Janet J. while in NYC next week to further discuss proposal.	JG		
Caribbean Bar Association	Completed. Launch of Central Florida Chapter at a lavish reception held at the JW Marriott. BTO, Radisson CB, Bahamasair, Jamaica Tourist Board and other industry partners sponsored the event.	JG		
Honeymoon Expo Miami	Completed. Not well attended. Rosie Gomez worked the show and will provide detailed report in Vertical Markets update.	JM		

Bahamas Independence Golf Tournaments	Ongoing. Attended meeting with organizing committee. Agreed on increase price for foursomes, received confirmed dates for Treasure Cay event, discussed marketing/promotional ideas. Next meeting scheduled in April.	Follow-up in discussion items.	NW, PS	
National Association of Bahamians	Completed. BTO sponsored monthly meeting to update local Bahamian community and garner support for booking incentive. Invited Dr. Keith Tinker to speak of heritage and historical tours. Meeting well attended - approx. 30 members. Computer failure prevented tourism (BTO) presentation	Confirm/reschedule tourism presentation for meeting in May.	PS	4/15/04
Tampa Broadcasting Inc. - WTMP-FM	Pending. Invited TIOB to participate in upcoming Jazz festivals in Jacksonville in June, July & August. Will provide more details once in receipt of proposal. Should provide a venue to promote upcoming Jazz festival in GBI.	Follow-up on proposal.	JG	4/12/04
Gold Coast TIA Meeting	Completed. Suppliers Night - Tourist Boards & cruise line vendors. Good attendance - approx 150 travel agents. Good networking opportunity.		NW, CT	
Florida Mall Promotion (Simons Group) Taste of The Bahamas	Confirmed. Budget approved and forwarded to Nassau for processing. Karen Wring was assigned to assist in Nassau. Final plans are being made. Press release and pre-promo starts on April 1.	Finalize all details.	JG	4/30/04

Miami International Orchid Show	Completed. Shared booth with FLA Journeys. Over 30,000 attendees over three-day show. Bartered a vacation package with CO and Radisson. Promoted Nassau & Out Island packages with rates provided by Maduro Tours. Flyers were sent late; rates were not competitive.		JM	
Vacation Express Bahamas Day	Rescheduled. Will conduct event in May.	Confirm date.	JG	4/15/04
WLRN Radio 91.3	Confirmed. Membership drive promotion, April 15-23. Secured 6 night accommodations at Pelican Bay and air transportation on UP in exchange for 3 on-air mentions per hour - a total of 30 mentions per day.		JM	
Fam Trip - The Cat	Completed. Escorted 12 golf, senior citizen & high school band group leaders to GBI, March 1-3.	Follow-up with group leaders and confirm reports of two golf and two senior groups booked as a result of the trip.	CT	
Gasparilla Festival	Pending. Ivan Knowles, a Bahamian residing in Tampa, submitted a request for BTO to sponsor Junkanoo at this event. A tape of this year's event will be forwarded for evaluation. Application for 2005 event has to be submitted in June.	Evaluate and research viability of BTO participation.	JG	4/12/04
Palm Beach Boat Show	Completed. Shared booth with Port Lucaya. Attendance rivals that of the Ft. Lauderdale boat show.		NW	

Bahamasair Meeting	Completed. Meeting requested by Tyrone Sawyer, who attended along with Van Dyer and Woodrow Wilson. Discuss partnership opportunities. Philosophy of new management at the airline not conducive to effective partnership with BTO.			
WEDR- 99 JAMZ	Pending. Met with Lawren Bellamy. Discussed 99 Days of Summer Promotion along with other promotional opportunities including events in the African-American and Religious sectors. Proposal forthcoming.	Follow-up and discuss with Anita Patty and Linville Johnson.	CT	
Miami Herald Expo	Completed. Approx. 7,000 attendees this year. Several bookings at the show; plan underway to convert show leads. Good hotelier support/participation. Complete report submitted under separate cover.	Follow-up with Liberty to convert leads received at the show.	CT and Team	
Inside/Groups Support	Completed. Assisted in various markets with database maintenance, expense reports, research, and group travel proposals.		JM	
Out Island Blitz	Completed. Sales calls made Broward and Palm Beach counties with CO and Out Islands reps. Agents receptive to new Cat Island and Georgetown service and opening of Fours Seasons resort.	Follow-up with agents on bookings to CI.	CT, NW	

MIDWESTERN AREA STATUS REPORT
JANUARY 2004

SUBMITTED BY: VIRGINIA KELLY

TASKS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Jan 12 In House Presentation	Completed	Conducted in-house presentation – Best Travel, Vernon Hills.	K. Manouzi	
Jan. 13 – Area Meeting	Completed	Met with area staff to formulate marketing/activity plans for the period Jan-June 2004.	Staff	
Jan. 17-18 Cincinnati Bridal Show	Completed	Participated in Cincinnati Bridal Show. Bahamas Specialist from American Express Travel shared booth and created special honeymoon flyer. Specialist received leads for 2 groups – 16 pax Comfort Suites, April 2004 and 18 pax on cruise. In addition she has since received 15 calls regarding honeymoons and getting married in TIOTB.	L. Bubb S. Ramsey	
Jan. 17 – CTO Ball	Completed	Staff attended Chicago Chapter of CTO Annual Charity Ball	V. Kelly K. Manouzi M. Campbell L. Cooper	
Jan 22 – Chicago Chamber of Commerce	Completed	Bahamas had opportunity to exhibit at monthly Business networking event. – approx 300 Chamber members in	K. Manouzi L. Bubb O. Gibson Hilton Hotel	

		attendance. Hilton and Nassau Beach Rep. also attended with BTO and leads referred to them	D. Moxey – Nassau Beach	
Jan. 20 – 23 – Travel Agent Blitz	Completed	Blitzed travel agents in the greater Chicago area re. Return of non-stop Chicago/Nassau service provided by Apple Vacations. Apple provided Bahamas-only flyer to promote flight. Some agents were unaware of charter. Participants: Sandals, SuperClubs, Sheraton Grand, Radisson, Nassau Beach, Hilton, Apple Vacations. 170 agencies called on during 4-day period. (We did not make goal of 300 calls as 3 team leaders was unable to participate the entire blitz due to other commitments.)	V. Kelly K. Manouzi L. Bubb L. Cooper G. Johnson	
Jan. 23-24 – Marketing Meeting	Completed	Met with Deputy Director – Sales & Marketing in New York to discuss Marketing plans for next 6 months. Will share with staff on 2/9/04	V. Brown-Alce V. Kelly R. Garnett G. Johnson	
Jan 23 – Radio Interview	Completed	Participated with Sandals Resort and the Village Traveler on Caribbean Travel Radio Show – WBIG Radio. Promoted Nassau and Sandals Royal Bahamian.	K. Manouzi	

Jan. 25 – 28 – MLT Sales Managers' Mtg.	Completed	Accompanied MLT Vacations' National Sales Manager to Nassau for their annual meeting. Managers held meetings in the morning and visited several hotels on site inspections during afternoons. Managers also participated in Dolphin Experience, Deep Sea Fishing Trip and City Tour. Area Manager had opportunity to address Managers on the 28 th . Atlantis host hotel.	V. Kelly	
Fly Fishing Show – Oct. 2003	Completed	As a result of participation in Cleveland Fly Fishing Show – group of 6 confirmed for Andros, March 2004. Earl Miller handling details.	L. Bubb	
Incentive Group	Pending	Working with K. Kramer, Viktor Incentive & Meetings, MI on a group of 5000 – Oct. – Nov. 2005 – Atlantis. Groups will arrive throughout the 2-month period. Provided posters and video to-date. Info passed on to Maxine Lockhart.	L. Bubb	
Consumer Promotion	Pending	Met with Mr. Enroll Service V.P. of 12 McDonald stores in the Detroit area to discuss promotions with his stores e.g. in-store sweepstakes, radio and billboard. Details to follow.	L. Bubb	
Group Travel	Pending	Working with Gary Wheaton	L. Cooper	

			Travel, Wheaton, IL on group of 30 bankers going to Nassau May 2004. Group interested in high end property and playing golf. Suggested Four Seasons, Exuma, Royal Towers, Atlantis and Ocean Club.		
Group Travel	Completed		Cadillac Travel, Southfield, MI confirmed a group of 100 pax to Wyndham – travel date April 9-16. - using charter from Metro Detroit. Group of 10 from Michigan interested in setting up fly fishing trip in Exuma – Earl Miller assisting. Three groups confirmed as a result of calls made during the Nov. sales blitz of Michigan area travel agents – 16 pax, Holiday Inn Nassau, 24 pax – Atlantis, Jan 29.	L. Bubb	
Association Meetings	Completed		ARTA, approx. 40 agents. CTO, approx 80 agents in attendance, sponsored by Aruba Tourist Board	L. Bubb	

Western Area Monthly Status Report (May-June 2004)				
PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
5/25 BTO/NPIP Blitz and Seminar, San Diego, CA	Completed – 35 travel agents attended		G Johnson W Rolle	
5/25 BTO/NPIP Blitz and Seminar, Costa Mesa, CA	Completed – 48 travel agents attended	Fiona Doolan is newly hired BDM for GoGo Worldwide Vacations. Willamae to follow up to do joint calls together	G Johnson W Rolle	
5/26 BTO/NPIP Training at Pleasant Holidays Reservation Ctr, Westlake, CA	Completed – 33 resv agents attended		G Johnson W Rolle	
5/27 BTO/NPIP Training at Pleasant Holidays Reservation Ctr, Bakersfield, CA	Completed – 30 resv agents attended		W Rolle	
5/27 BTO/NPIP seminar, Universal City, CA	Completed – 106 travel agents attended		G Johnson W Rolle	
5/28-6/5 Caribbean Week, New York	Completed – Apollo Theater program, Caribbean Travel Fair, Royal Bahamas Police Force Band performances, Chef appearances		G Johnson	
6/10 American Eagle Inaugural nonstop flight from Dallas/Ft Worth to Nassau, Bahamas	Completed – arranged with PR dept. in Nassau for Minister of Tourism etc to meet/greet them at Nassau Int'l Airport, followed by press conference		G Johnson	
6/11 Costco/Pacific Escapes Reservations Training, Seattle, WA	Completed – 37 resv agents attended		W Rolle	
6/14-17 BTO/NPIP Blitz and Seminar, Columbus, OH	Completed – promoted Laker Airways new nonstop service from Columbus to Nassau, 6/15 Seminar - 60 agents attended		G Johnson	
6/16 Presentation to Academy Pacific, CA	Completed – 65 travel students	Another presentation	W Rolle	

Hollywood, CA	attended	scheduled for Dec 2004		
6/21-24 Meeting with Travel Impressions, Farmingdale, NY	Completed – went with Deputy Director of Marketing to meet with tour operator partner ref fall marketing program. Also met with DDM ref Tour & Travel Division		G Johnson	
6/25-28 BTO/American Eagle Fam Trip, Nassau, Bahamas	Completed – 15 agents plus 2 American Eagle escorts went on fam out of Dallas/Ft Worth		C Torrence	
6/29 Request from John Lisiewski and Walter Kloc of American Airlines, New York	Completed – not able to join AA on their inaugural flight to Nassau on 7/3 so arranged for promotional items to be at the ceremony at LaGuardia Airport	Ethelyn to ship promotional items to Dave Lombard at LaGuardia Airport. Dave will send me photos of the event	G Johnson	
6/30-7/4 Laker Airways Inaugural nonstop flight from Columbus, OH to Nassau, Bahamas	Completed – participated in inaugural ceremony at Rickenbacker Airport in Columbus and joined Laker staff and travelers on flight to Nassau. Flight is every Thursday and Sunday		G Johnson	
Tour Operator/Airline partners follow up	Ongoing		G Johnson	
Sales Calls and In-agency Presentations	Ongoing – educating agents on the destination		W Rolle	

Trade Organizations:

PWIT Meeting – W Rolle

Western Area Monthly Status Report (Mar-May 2004)				
PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
3/22-31 Apple Vacations Tradeshows, CA	Completed – tagged on complimentary basis with Radisson CB. Torrance/160 agents, Glendale/180 agents, Costa Mesa/220 agents, La Jolla/230 agents, San Mateo/130 agents, Sacramento/230 agents, Phoenix/280 agents.		W Rolle	
3/24 Managers Meeting, Plantation, FL	Completed – discussed BTO restructuring.	Awaiting Minister's approval.	G Johnson	
3/28 Great Bridal Expo, Los Angeles, CA	Completed – appx 2,000 attended. The Bahamas was the only tourist office participating. Sandals one of the co-sponsors.	Show falls under Vertical Markets portfolio – they will determine participation next year.	W Rolle	
4/15 Telephone call from Jeremy, Clear Channel Communications, Phoenix, AZ	Completed – Jeremy interested in doing a country concert in The Bahamas. Will send proposal.	Awaiting proposal.	G Johnson	
4/16 Hollywood Reporter Cocktail Reception, Los Angeles, CA	Completed – Hollywood Reporter hosted the participants of the Film Location Show which Craig Woods and his team were attending.		G Johnson	
4/21-22 Continental Airlines Vacations VIP Tradeshows/Dinner, Houston, TX	Completed – tagged on complimentary basis with Radisson CB. N Houston/100 agents, Houston/150 agents		G Johnson C Rose	
4/22 Meeting with Francis Page at Houston Style Magazine, Houston, TX	Completed – Francis interested in promoting destination to his	Following up with hotels and Continental to see whether	G Johnson	

	readers (African American and Vietnamese) through a drawing in his magazine.	they'll participate.		
4/25 Pow Wow Opening Ceremony, Universal City, CA	Completed.		G Johnson	
4/26 Telephone call from Derek Lawther, Travel Merchants, Anaheim, CA	Completed – Derek called to say had difficulty getting in touch with GBI Tourism Bd. ref the Bahamas Int'l Soccer Classic taking place on GBI in June '04. Will have appx 80-90 paxs at Port Lucaya Yacht Club.	Emailed Terrance Roberts requesting that he get in touch with Derek to discuss prizes for tournament winners.	G Johnson	
4/27-5/02 International Travel Partners Conference, Grand Bahama Island	Completed – met with tour operator/wholesaler/airline partners ref marketing programs etc.	To follow up on various points of discussion.	G Johnson	
4/28 Greater LA CTO Caribbean Night, El Segundo, CA	Completed – 60 travel agents and exhibitors attended.	Coordinating a fam trip for the members to Nassau, 9/16-20. Agents getting own air/BTO providing accommodations and on-island activities.	W Rolle	
4/29 STA Travel Day, Northridge University	Completed – appx. 2,000 students attended.		W Rolle	
5/10-12 Blitz and Seminars, Dallas, TX	Completed – promoted the American Airlines' nonstop Dallas-Nassau service starting June 10-Sept 5 and then again on Dec 15. 1 NPIP, 2 BTO, 5 hoteliers, and 1 GoGo rep participated. Blitzed appx. 100 agencies. 5/11 seminar-only 55 agents attended as bad weather	NPIP running ads between May 9 – June 6 in Dallas and Ft Worth newspapers.	G Johnson	

	kept Ft Worth agents away, 5/12 seminar – 106 agents attended.			
5/13 Training at American Airlines Vacations Reservations Center, Tulsa, OK	Completed – appx. 100 reservation agents attended training.		G Johnson	
5/14 Training at GoGo Worldwide Vacations office, Denver, CO	Completed – appx. 6 resv. agents.		W Rolle	
5/15-16 A-1 Scuba & Travel Center Show, Denver, CO	Completed – appx. 2000 divers/consumers attended.		W Rolle	
5/18 Conference call with American Eagle, Dallas, TX	Completed – discussed ribbon-cutting ceremony at Nassau Int'l Airport for American Eagle inaugural flight from Dallas-Nassau on June 10 th . Peter Bowler, President of American Eagle will be on the inaugural flight. NPIPB paying for advertising in Panache Magazine's July issue going out to 91,000 households.	Waiting to hear from PR dept ref inaugural ceremony. Waiting to hear from Radisson CB ref fairs on June 24-27 and July 15-18. Eagle holding seats on those dates.	G Johnson	
5/19 Tour Operator/Airline partners followup.	Ongoing.		G Johnson	
Sales Calls and In-agency Presentations	Ongoing – educating agents on the destination.		W Rolle	

Trade Organizations:

4/8 Travel & Tourism Marketing Association – GJ

4/20 SoCal ASTA – WR

Western Area Monthly Status Report (Jan-Feb 2004)				
PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
1/2-4 Seattle Wedding Show, Seattle, Washington	Completed - did show for Vertical Markets-brochures never arrived at show. Had to improvise and give away a 7 day/6 night hotel stay at the Radisson so that brides could stop by booth.	Advised Radisson of the giveaway after the show, and gave them the winners name along with a database of 500+ households for them to follow up with their brochures etc.	G Johnson	
1/14 Electric Wednesday Networking Reception, West Hollywood, CA	Completed - opportunity to meet people from the entertainment, technology, marketing and advertising industry.		G Johnson E Glington	
1/17 CTO Chicago Ball, Chicago, IL	Completed		G Johnson	
1/19-22 BTO Chicago Blitz, Chicago, IL	Completed - called on agencies to promote the Apple Vacations nonstop service from Chicago to Nassau		G Johnson	
1/22-24 Sales & Marketing Meeting with Deputy Director, New York, NY	Completed - discussed 2004 plans ref tour operator/airline partners etc.	To meet with specific tour operator partners in the West ref marketing programs.	G Johnson	
1/24-25 Orange County Register Travel Show, Costa Mesa, CA	Completed - tour operator flyers (Pleasant Holidays and Apple Vacations) were a hit with the consumers. Interest expressed in family vacations, dive and Out Islands.	To obtain feedback from The Travel Store ref the bookings at the show.	W Rolle W Brice	
1/25 American Express Cruise & Vacation Travel Show, Houston, TX	Completed - ran out of brochures during 2 nd hour of the show. American Express Vacations and Continental	To obtain feedback from the 5 American Express offices that were the booking engine for the show. No actual bookings	G Johnson T Sands	

	Airlines Vacations flyers were all that was left to give out. Amex "beyond the beach" offer featured on the Amex Vac flyer. Also did TV interview with News 24 Houston, and the 3 seminars that we were signed up for – seminars well attended.	were done at the show - consumers filled out a form with their travel information for Amex offices to follow up on after the show. Mailed out brochures afterwards to consumers who requested them	
1/26 Meeting with Vacations To Go, Houston, TX	Ongoing – met with Troy Bringle ref advertising opportunities in their 3 magazines, and/or newsletter.	To submit to V Brown, and also NPIP B to see if they are interested.	G Johnson
1/26 Meeting with GoGo Worldwide Vacations, Houston, TX	Ongoing – met with Karen Bavoso, Manager, ref top producing agencies for the Bahamas, their Appreciation dinners etc. and other marketing opportunities.	To follow up with the other GoGo managers in the Western states ref top producing agency reports and any marketing opportunities we could work on together.	G Johnson
1/28 Meeting with Trinidad & Tobago, Los Angeles, CA	Completed – met with Carla Foderingham and Karen Ramsanahie ref the film industry and setting up an office in Los Angeles in the future.		G Johnson E Glington
2/4 Meeting with Pleasant Holidays, Westlake, CA	Ongoing – met with Ken Phillips and George Quesada ref marketing program for the Bahamas (NPI and GBI).	Waiting for an advertising plan/pricing from them. To submit entire program to V Brown for consideration.	G Johnson
2/4-6 Staff Training, Ft. Lauderdale, FL	Completed		W Brice
2/7-8 LA Times Travel Show	Completed – had tour operator flyers from Pleasant, GoGo and Classic at the show. Travel Tech was the agency invited to join us in the booth. Flyers	To obtain feedback from Travel Tech as to # of Bahamas bookings after the show.	W Rolle T Sands E Glington

	with the "beyond the beach" promotion were also made available to Amex card members.			
2/9-10 Coordinating Blitz for Houston, TX	Ongoing – BTO Los Angeles & NPIPB will be conducting a blitz 2/16-20 in Houston to promote Continental Airlines' non-stop service to Nassau. Will also have a reception & presentation on 2/18 for top agencies in area.	Hoteliers have received info ref reduced rates on Continental Airlines etc. LeVaughn Cooper from BTO Chicago will be assisting with the blitz.	G Johnson W Rolle	
Sales Calls and In-agency Presentations	Ongoing – educating and updating agents on the destination		W Rolle	

Trade Organizations:

1/8 Travel & Tourism Marketing Association - GJ
1/20 Professional Women in Travel - WR

Marketing Intelligence:

Classic Custom Vacations – to be emailed under separate cover.

Western Area Monthly Status Report (Feb-Mar 2004)				
PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
2/11 CTO San Diego Caribbean Trade Show, San Diego, CA	Completed – trade show/dinner and 2-3 minute presentations by suppliers/tourist boards. 130 agents, 17 suppliers, 6 tourist boards attended. Willamae also did joint calls with Classic Custom Vacations same day.		G Johnson W Rolle	
2/13 Meeting with Stephanie Beckman of Mercury Media, Los Angeles, CA	Completed – Stephanie presented the media plan she had created for the West Coast.	Plan to be further tweaked and resubmitted for consideration.	G Johnson	
2/14 Vacations To Go Marketing Plan, Houston, TX	Completed – marketing plan formulated after meeting with Troy Bringle, and submitted to NPIP, GBTB, and OIPB for consideration. Opportunities included magazine advertising, and email blast to 600,000 subscribers.	Awaiting response from the various Promotion Boards.	G Johnson	
2/15-20 Blitz and Seminar, Houston, TX	Completed – promoted the Continental Airlines non-stop service to Nassau (Mar, and June-Sept). 1 NPIP, 4 BTO, 5 hoteliers, 2 Continental Airlines Vacations. Made appx. 180 calls and seminar on 2/18 drew appx. 160 agents.	NPIP has agency working on advertising campaign to put in market in March.	G Johnson W Rolle C Rose	
2/23 Pleasant Holidays Marketing Plan, Westlake, CA	Completed – marketing plan formulated after meeting with Ken Phillips, and submitted to	Awaiting confirmation from Val that we will go ahead with the program.	G Johnson	

50:513 2004

607900

2/24 UCLA Travel Center Travel Fair, Los Angeles, CA	Val Brown for consideration. Completed – appx. 250 students and professors attended.		W Rolle	
2/26 Presentation to CTO Dallas Chapter, Dallas, TX	Completed – showed video of Minister's address to the nation, followed by presentation on the 3 destinations and Q&A. Appx. 60 agents attended.		G Johnson	
2/27 Meeting with Gamal Baki of American Airlines Vacations, Dallas, TX	Ongoing – discussed marketing opportunities for the new non-stop service to Nassau, which was scheduled for May but now being considered in the fall.	Marketing plan to be formulated, and reviewed by both parties.	G Johnson	
3/1 American Airlines Vacations Product Launch, Dallas, TX	Completed – shared booth with Radisson Cable Beach. Appx. 284 agents attended.		G Johnson	
3/2 American Airlines Vacations Product Launch, Arlington, TX	Completed – shared booth with Radisson Cable Beach. Appx. 170 agents attended.		G Johnson	
3/4 Telephone call from Loretta Perry of LL Associates Travel & Tours, Dallas, TX	Completed – provided Loretta with hotels in GBI and NAS and info on the CAT for her family reunion group of 25 paxs (Jul 28-Aug 1/04). Met Loretta in Dallas at the CTO meeting that BTO hosted on 2/26.	Followed up with Loretta to learn that the group has decided on Nassau where they can do a side trip to another island.	G Johnson	
3/4 Telephone call from Maryjayne Weyeneth, San Francisco, CA	Completed – Maryjayne wanted the names of woodcarvers as she's interested in purchasing quantity of 200+ carvings to sell at various craft fairs in San Francisco.	Emailed request to Carla Brown at Festival Place who provided the names and phone contacts.	G Johnson	
3/8 Telephone call from Greg Tharp of Oil	Completed – Greg requested an	Emailed request to Craig	G Johnson	

Factory, Inc., Beverly Hills, CA	olympic size swimming pool for medalist Michael Phelps to practice in during their filming of a commercial on Blue Lagoon island Mar 22/23.	Woods who set up everything Greg needed.	
3/8 Dallas Morning News Auction, Dallas, TX	Completed – received email from Paige Dyke of DMN ref their upcoming auction and requesting a trip/s from the Bahamas. Deadline is 3/12.	Emailed Paige that not enough lead time to respond, but to consider us for future opps.	G Johnson
3/9 Meeting with Infinity Broadcasting, Los Angeles, CA	Completed – met with marketing team Jody Foster, Neal Jenkins & Karen Hill to discuss advertising and promotional opportunities with their various radio stations and clients.	Jody to submit proposals ref promotions with Bristol Farms and Sports Chalet.	G Johnson
3/10 Meeting with Erik Jensen of VIP DVD, Los Angeles, CA	Completed – met with Erik to discuss opportunities ref featuring the Bahamas on DVD and distributing via Travel & Leisure magazine etc.	Erik to follow up with further details ref distribution costs.	G Johnson
3/11 Meeting with Laura Young, Brendan Worldwide Vacations, Chatsworth, CA	Completed – met with Laura to discuss marketing opportunities.		G Johnson
3/12 Meeting with Chad Starbuck of Schneider Publishing Company, Inc.	Completed – met with Chad to discuss opportunities ref sports market. Provided him with names of persons responsible for sports and confirmed that will ups information to them.	Information on the Sports Expo, Sports Travel Magazine advertising and the Flag Football Tournament sent to Bradley Bain, Sammy Gardiner, and Cecil Rose.	G Johnson
3/15 Telephone call from Russ Douglas of Terminix, Carlsbad, CA	Completed – Russ requested Bahamas posters for their sales contest which culminates in an	Posters sent out.	G Johnson

	incentive trip to Atlantis in Jan 2005.			
3/15 American Airlines Vacations Product Launch, Manhattan Beach, CA	Completed – stopped by to introduce myself to the AA Vacations staff, and MJ Pierson staff organizing the seminars.		G Johnson	
3/15 Telephone call from Patrick Kilpatrick (actor/writer/producer/director), Hawaii	Completed – Patrick has 2 films that he's looking to shoot in the Bahamas or Maui – 1 st film- located in the Pacific (budget of \$26m), 2 nd film- located in the Caribbean (budget of \$22m).	Emailed request to Craig Woods for follow up.	G Johnson	
3/16 ABC TV Extreme Makeover-Home Edition	Completed – Last minute phone call from Infinity Broadcasting saying that ABC TV was looking for a destination to send family of 9 and 3 crewmembers for a week. Too late to do anything for them so family and crew ended up locally in Palm Springs.	Infinity gave me Herb's # at ABC to contact directly - Herb agreed to call me when they're picked up next season as I told him we weren't able to do anything for him for the final 2 episodes being filmed this month. Starwood on GBI interested in participating.	G Johnson	
3/18 Site inspections of hotels, San Diego, CA	Completed – inspected 3 hotels for meeting space ref NPIPB seminars/resv training planned for May 24-28.	Provided Mike Rigg with the hotel I selected so that he could follow up with the catering dept.	G Johnson	
3/19 Telephone call from John Mantra of LA.com, Westwood, CA	Completed – discussed opportunities to promote the Bahamas on LA.com while getting more people to use the site. Mid- April promotions to include offline promo-Women's Health Expo and online promo-Bahamas sweepstakes.	John to email me information on the Expo and the proposal for the sweepstakes.	G Johnson	

3/19 Telephone call with Jonna Nelson of Classic Custom Vacations, CA	Completed – per my request Jonna emailed me their marketing program for consideration.	Marketing plan to be formulated, and reviewed by both parties.	G Johnson
Sales Calls and In-agency Presentations	Ongoing – educating agents on the destination.		W Rolle

Trade Organizations:

2/12 Travel & Tourism Marketing Association - GJ
3/11 PWIT/ARTA – GJ

Marketing Intelligence:

Please see overall 2003 figures from several of our tour operator partners, as well as 2004 year to date:

		<u>2002</u>	<u>2003</u>	<u>YTD 2004</u>
American Airlines Vacations	Rm Nts	14,887	13,488	4,733
Classic Custom Vacations	Rm Nts	8,970	11,478	6,585
	# Paxs	4,204	5,417	3,040
Pleasant Holidays	Rm Nts		3,811	535
Costco/Pacific Escapes	Rm Nts		3,562	1,548
Happy Vacations	Rm Nts		1,121	1,094
Apple Vacations	# Paxs		908	236
Continental Airlines Vacations	Rm Nts			328

-Still pending are Brendan Vacations, Air Jamaica Vacations and Funjet Vacations.

-Apple Vacations showed LAX, SFO and DEN as their top cities for Nassau (# of paxs):

	<u>2003</u>	<u>2004</u>
LAX	525	89
DEN	282	119
SFO	54	28

SAN 36 -
SEA 11 -

-Continental Airlines Vacations showed 89 room nights booked on their Saturday only non-stop HOU-NAS flight, with 239 room nights booked on their daily non-stop (except Sat) HOU-NAS flight.

Competition:

-Classic Custom Vacations has promotion with American Express card members - book a 7 night Hawaiian vacation to Oahu with American Express Travel and receive a rental car. Rates start at \$964 per person at the Hilton Hawaiian Village Beach Resort. Valid for booking and travel dates through 4/30/04.

Western Area Monthly Status Report (Aug - Sept 2003)				
PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
8/4 Conference Call – Deputy Director Sales & Marketing with Area Managers	Completed		G Johnson	
8/5 Conference Call – Area Managers	Completed		G Johnson	
8/8 Contacted Jess Bautista, Sales Manager, Leisure Sales, Frontier Airlines ref potential Denver-GBI service	Completed – W Rolle was initial contact with Frontier but needed additional info from airline as to what they were looking for from us	Frontier looking for Caribbean destinations that can subsidize the flight – both Grand Bahama and Jamaica approached. Sent email to J Turner to follow up with airline	G Johnson W Rolle	Ongoing
8/11 Training at Brendan Worldwide Vac Reservations Center, Los Angeles, CA	Completed – 14 agents		W Rolle	
8/11 Training at Apple Vacations Reservations Center, San Jose, CA	Completed – 35 agents		G Johnson	
8/12 Training at Happy Vacations Reservations Center, San Jose, CA	Completed – 10 agents		G Johnson	
8/12 Lunch meeting with Classic Custom Vacation, San Jose, CA	Completed – Met with Jonna Nelson and Michael Flory in Product Development to discuss various programs eg. incentives, fams etc	In following up later in month, found that incentive program will have to be tied into coop advertising, package specials – will research further	G Johnson	Ongoing
8/13 Training at Pleasant Holidays Reservations Center/tour of facility & meeting with Ken Phillips, Westlake, CA	Completed – 30 agents. Found out from Ken that they had already gone to print on the AAA Visa promotion even though Bahamas had not signed off on it ref monies	W Rolle requested supply of brochures from Atlantis to be sent to both resv centers. G Johnson to check with K Fountain ref status of Visa promotion	G Johnson W Rolle	Ongoing
8/14 Training at Pleasant Holidays Reservations Center, Bakersfield, CA	Completed – 30 agents		G Johnson W Rolle	

8/15 Participated in Sandals Ultra Convention, Las Vegas, NV	Completed – 380 agents		G Johnson	
8/16 Frontier Airlines/GBITB	Pending – J Turner emailed that they could not subsidize an airplane at this time but that GBITB could provide “marketing support” instead – would Frontier go for this?	Waiting for J Turner to provide feedback on talks with Frontier and whether a Denver-Grand Bahama service is in the works	G Johnson W Rolle	Pending
8/20 Conference Call – Area Managers	Completed		G Johnson	
8/25 Received information on the Dallas Morning New World Golf Expo for March 6-7/04, Dallas, TX	Completed – Willamae emailed to me - forwarded on to Cecil Rose and Randy Clare for their consideration		W Rolle G Johnson	
8/27-29 Coordinated direct mail campaign to LA travel agencies	Completed – mailed out to approx 200+ travel agencies the Amex flyer along with an invitation for a Bahamas in-agency presentation	Responses are being faxed back to W Brice from interested travel agencies	G Johnson W Brice	Ongoing
8/27 Received email from Cecil Rose with agents’ requests	Completed – responded to requests for dive information, BTI Specialist change of address, and agent discount at South Ocean Resort		G Johnson	
8/27 Received call from Oz Angel of Flagship Private Jets, New York	Completed – Oz provides luxury jet service for the entertainment industry – getting requests for transportation to the Bahamas and wanted to know how to go about targeting a larger volume of passengers	Filled him in on the tour operators, meeting and incentive industry, internet marketing etc. Advised that we have an office in NY that he can contact	G Johnson	
8/28 Called Kingsley Houston of Leisure Quest Vacations, Houston, TX ref future in-agency presentation	Pending – Cecil Rose referred Kingsley to LA office. He’s requested a Bahamas	Will advise Kingsley when presentation can take place. Also following up with	G Johnson	Ongoing

	presentation for his 12 agents with whom he meets every 2 nd Saturday of the month	Kingsley on a group lead – has corp client (26-30 bankers) who does a “shareholder retreat” every year for 5 days/4 nites – group at the Sheraton Grand in 2001 but now considering Atlantis for Apr/May 2004		
8/28 Received a call from Tom Brandt at Costco/Pacific Escapes ref email from Sandals that as of 8/27 U.S. citizens could only use a passport to enter the Bahamas	Completed – immediately called and told him to ignore the Sandals email, and that nothing had changed ref our entry requirements. W Rolle had also received several calls from travel agents ref the Sandals memo	Left a couple of messages for the Sandals rep in Dallas who initiated the email – told her to desist, and faxed her our most recent entry requirement forms from the Bahamas Embassy in DC for her to pass onto everyone she had sent emails to. I also faxed the forms to all of our tour operator partners in the area	G Johnson W Rolle	
8/29 Submitted CTO Denver fam trip proposal to Committee for approval	Confirmed – M Carroll called on 9/16 to say fam approved	W Rolle coordinating fam trip with Spirit Airlines, Discovery Cruises & GBITB	G Johnson W Rolle	Ongoing
8/29 Provided brochures, tour operator flyers, and promotional items for the African American Marketplace over Labor Day weekend	Completed – Pat Jones from Travel Fever collected collateral from all the tourist boards for the event at which they had a CTOGLA booth. They sent us a letter afterwards to say that our flag pins, pens, mouse pads and brochures were a draw for the crowd. Eddie Archer confirmed that they couldn’t attend due to budgetary constraints	Travel Fever mentioned they had 2 other consumer shows coming up that they wanted us to provide collateral for	G Johnson	Ongoing

9/3 Received call from Lia Head requesting our support during upcoming Yoga Expo on Sept 25-28, Los Angeles, CA	Pending – Lia is representing the Bimini Big Game Fishing Club. We will have the Bahamas display, brochures and promotional items at the booth	W Brice has placed an order for Island Scenes, OI brochure and promotional pieces	G Johnson W Brice	Ongoing
9/8 Meeting with Steve Duarte and Ron Kobata of KTLA Channel 5 TV, Los Angeles, CA ref advertising and promotional opportunities	Completed – discussed a Pirates of the Caribbean promo worth \$90,000 in exchange for 1 trip – promo to take place in Nov when the movie leaves theatres and go to DVD. Confirmed that we would participate in promo but they would have to provide more specific details ref # of spots etc for the airline partner to confirm the air portion. Met with them as E Glinton on vacation	Received email from KTLA TV days later saying that the LA Times consumer show and the Pirates of the Caribbean promo are now tied together – if we're willing to give \$55,000 in advertising support ref newspaper/TV/internet (incl booth at show) then they will throw in the Pirates of the Caribbean promo of \$90K at no extra cost to us. Will discuss with J Johnson & get back to them	G Johnson	Ongoing
9/10 Received confirmation on a free booth at the October 1 st Electric Wednesday Cocktail Soiree	Pending – Kimberly King emailed information to us for our consideration. Craig Woods and I agreed to do this as a joint BTO/Film venture – looking to target 400 persons from the entertainment, marketing, advertising and technology industry	W Brice has placed an order for Island Scenes and promotional pieces. Will send out invitations to our contacts in the different industries, with a reminder closer to the event	G Johnson W Brice	9/19
9/11 Travel & Tourism Marketing Association Meeting	Cancel – couldn't make the lunch meeting on "Sports Tourism" due to conference call	Requested that they send me info on becoming a member, and the notes from the panel discussion to pass onto C Rose	G Johnson	Ongoing
9/11 Conference Call – Deputy Director	Completed – discussed the	Advised by K Fountain on	G Johnson	Ongoing

Sales & Marketing with Area Managers	AAA Visa/Bahamas promotion that Pleasant Holidays is currently advertising in the marketplace even though we haven't signed off on it. V Brown recommended that I email Ken Phillips at Pleasant to suspend all further activities ref the promotion	9/11 not to send email to Pleasant ref suspension of activities on the AAA Visa program - that he will talk to DG on 9/12 about the program and advise us of outcome. Left update via voicemail for V Brown to bring her in the loop		
9/12 Received call from Nick Holden of Cente Service Corp, Los Angeles, CA ref a flamingo shoot	Completed - obtained all the necessary information from Nick as he needed a response the same day for his Japanese clients. Emailed Craig Woods with the info as E Glington on vacation	Craig Woods responded to Nick	G Johnson	
9/12 Provided collateral to Travel Fever for 2 consumer shows - National Unity Festival and LA Black Business Expo 2003	Completed- again Pat Jones picked up flyers/brochures etc from all of the tourist boards for shows taking place 9/13-14		G Johnson W Brice	
9/12 Received article from Brad Balukjian of Islands Magazine for verification of information	Completed - OIPB has an ad in Islands Magazine's Sept/Oct issue. The info that needs to be verified is for the Nov/Dec issue	W Brice submitted to Iola at OIPB for verification and follow up with magazine	W Brice	
9/15 Received request for brochures from Suzie at Paradise 2 Go, Sacramento, CA for a Sandals Night on 9/29	Completed- confirmed that we will ship out Island Scenes and promotional items	Will be UPS'd	W Brice	9/23
9/17 Received itinerary from Cecil Rose for the Prime Minister's visit to Houston the week of Sept 22	Completed - itinerary received but PM's office called same day to cancel Houston portion of trip	C Rose advised that PM is looking to visit Houston in October instead. C Rose will target week of 10/13 for meetings with Mayor etc	C Rose	Ongoing

9/17 Received call from Dora Morton, Cruises Inc, New Orleans, LA requesting collateral for bridal shows	Pending – Dora has 5 Lacey's Bridal Shows in New Orleans between Oct '93 – Feb '94. Wants 200 pieces of collateral for each show	Sent email to Sabrina Huyler-Ramsey to see if she could process asap as first show is on Oct 5	G Johnson	Pending
9/17 Received call from Chad Starbuck of Sports Travel magazine following up on Travel & Tourism Marketing Association meeting that I missed	Pending – Chad will mail me the notes on Sports Tourism, a copy of his magazine and his contact info. He mentioned that they will be featuring GBI in their Dec issue – he's in contact with Theresa Kramer from Royal Oasis	Will send info to Cecil Rose as soon as I receive it	G Johnson	Pending
9/17 Received call from Cokila Desai of Continental Airlines ref training for 2,300 reservationists at their HQ in Houston in November	Pending – Cecil Rose referred her to LA office. Cokila mentioned that they have a cafeteria and conference room where we can set up. Dates targeted are 11/7-8 or 11/14-15	Will consider and advise Cokila whether or not we can fit it into our schedule	G Johnson	10/13
9/18 Provided tour operator flyers for Congressional Black Caucus show in DC Sept 24-27	Completed – copies made of flyers from Classic Custom Vacations, Continental Airlines Vacations and Air Jamaica Vac	Will be UPS'd to Kay Evans	W Brice	9/23
Sales calls on travel agent community	Ongoing		W Rolle	
Joint calls with tour operator partners	Ongoing		W Rolle	

TRADE ORGANIZATIONS

-8/18 Attended CTOGLA – G Johnson, W Brice
-8/19 Attended CTO San Diego – G Johnson
-9/10 Attended CTOGLA – G Johnson
-9/16 Attended PWIT – G Johnson, W Rolle
-9/18 Attended CTOGLA – G Johnson

MARKET INTELLIGENCE

-Classic Custom Vacations provided their Bahamas #s as of 8/1/03:

Year End Room Nights	2001	8,495	Year End Passengers	2001	3,857
	2002	8,970		2002	4,204
	2003	10,088*		2003	4,742*

*(figures for 2003 reflect advanced bookings for months of Aug - Dec).

Compared to the same time last year, advanced bookings are up 28.84% in room nights, 27.92% in passengers, and 2.73% in average room revenue.

-Brendan Worldwide Vacations mailed American Express promotion to 13,000 travel agents and 10,000 consumers. Jamaica is still their #1 Caribbean destination. Tour operators participating in the promotion reported similar.

-Puerto Rico - American Airlines begins non-stop service from Los Angeles to San Juan, Puerto Rico on December 19. Aircraft is a Boeing 767 with capacity for 213 paxs. The flight will operate on Friday, Saturday and Sunday.

-Pleasant Holidays adding 5 hotels in Grand Bahama to their winter 2003/2004 program. Also adding Punta Cana in January '04. For the first time ever, Pleasant will be hosting seminars in November (dates TBA).

-Pleasant Holidays ran a Maui promotion with KEARTH101 Radio in LA called "Maui Madness" during the month of September. Caller 21 to name that song to win \$1,000 and a trip to Maui.

-Jamaica ran a promotion with KCAL 9 TV in LA and Subway restaurants during the month of July called "Jammin in Jamaica." They gave away 9 trips to Beaches. No purchase necessary to sign up at participating Subway restaurants.

-Las Vegas' overall visitor #s flat this year compared to 2002.

- Casinos have increased their direct-to-consumer e-marketing, upping competition with travel agents.
- Resorts are just now beginning to use online and email tools to better inform agents about date availabilities and commissionable rates, and promoting events to agents better.
- Hotels developing a travel agent email/direct mail campaign this summer.
- Hotels providing comp rooms or discounts during the week to agents who want to know the property better.

-Expedia.com

- Classic Custom Vacations in San Jose, CA is owned by Expedia.com.
- One of the largest online companies in the West with gross sales of more than \$5 billion in 2002.

- Reported 2nd quarter gross bookings of \$2.6 billion, up 53% over the same time last year.
- Net income was \$41.3 million, up 106% over same quarter last year.

-Cruise Industry

- Cruise tourism generated nearly \$20.4 billion in economic activity in the U.S. in 2002, nearly a 10% increase over 2001 numbers.
- About 7.5 million U.S. residents took cruises in 2002, representing nearly 80 percent of all passengers worldwide. The total was a 10.5% increase in 2001 totals, but fell short of the industry's 13 percent growth in capacity.
- Four Western states with major ports ranked among the top 10 beneficiaries: California, Alaska, Washington and Texas.
- California ports experienced a 9.6% increase in embarkations, up to 705,000 from 643,000 in 2001.
- Los Angeles-based Princess Cruises' decision to put two super-size ships in California will increase its West Coast capacity by 150% next year.
- Princess' competitors are doing the same: taking advantage of the region's huge drive-market potential and continued interest in close-to-home cruising.
- Princess' new ships the Diamond Princess and Sapphire Princess will debut in March and May 2004 respectively.
- With the Sapphire's arrival, Princess will offer its first 10 day Mexico cruises from San Francisco, operating Sept 22-Nov 11/04.
- The Diamond will operate weekly Mexico cruises from Long Beach, CA on Saturdays from Sept 25/04-April 23/05 – ports of call will be Puerto Vallarta, Mazatlan, and Cabo San Lucas.
- Both ships can each accommodate 2,760 passengers, double occupancy.
- Early booking fares start at \$500 for the Diamond Princess, and \$949 for the Sapphire Princess.

(Source: TravelAge West for data on Expedia, Vegas and Cruise Industry).

South East Monthly Status Report: 2004

Project		Area:	South	Month: May/June	Prepared By: Paul Strachan		Status		Next Steps		Responsibility	Due Date
Miami Dolphins Promotion - 6/04				Pending. Contracts submitted to PS, and forwarded for legal counsel. Dol-Fan Rest component postponed due to time constraints.		Follow-up on status of contracts				NW, PS and Team		
Miami Dolphins Site Inspection - 6/7/04				Completed. Escorted three members of Miami Dolphins management team to GBI to view/select venues for proposed Dol-Fan Fest. Met with Pirates of The Bahamas and Tranquility Shores, and ground operators. Impressed with the destination.						NW, PS, AS		
AA Sales Blitz/Seminar - 5/04				Completed. Blitz and seminar in Dallas and Tulsa in support of the new AA DFW/NAS service. Agents pleased with the service, however, agents expressed that charter service is preferred due to strong competition from Mexico. Arlington seminar yielded 42 agents; 106 in Dallas. Eighty res. agents participated in AA Vacations Res. Presentation in Tulsa.						CT		
Treasure Coast Golf Tournament - 6/04				Pending. Site inspection/meeting scheduled in GBI has been postponed.						NW		
Caribbean Week - 5/04				Completed. Coordinated Celebrity Chefs program, RSVP's, etc.						PS, JG, HLJ, CS		
Sunshine Network Promotion - 6/04				Pending. Met with John Follweiler regarding television fishing show with advertising and other components.		Follow-up regarding a proposal.				NW		

Joint Sales Calls - Our Lucaya - 5/04, 6/04	Completed. Calls made with Jim Curtis, Director of Sales, and Manny Pantaleon, GoGo Manager/Miami. Visited GoGo's top accounts - agents receptive, but few have seen the property. Currently promoting travel agent rates \$59 - Sheraton, and \$79 - Westin, the all-inclusive plan, and a "book 5 get one night free" promotion. Will be working with them to host chain agencies to dinner presentations at Westin properties in Miami.	One day and two-night fam trips will be offered in order to familiarize the agents with the property.	CT	
Mann Travel E-Blast Promotion - 5/04	Completed. Promotion was successful - reported \$46,000 in new bookings, and 31,000 visits to the web site. The database of new subscribers increased by 10% and 45% of existing subscribers completed the registration form.	Follow-up with partners for prize certificates.	CT	
Viacom/UPN TV 33/34 - 6/04	Forwarded info regarding the stations to GBI and OI Boards. Viacom is interested in bartering hotel stays for promotional mentions/advertising on their stations in Miami and West Palm Beach.		NW	
Ladies Let 's Go Fishing - 6/04	Ongoing. Bass Pro agreed to sponsor trip the GBI. Rosie will coordinate.	Rosie Gomez to follow-up.	NW, RG	
WQAM Internet Auction - 6/04	On-going. Provided a 3 night stay at Pelican Bay as an auction item for this WQAM event in return for :30 advertisements on the station.		JM	
Treasure Coast Golf Tournament - 6/04	Pending. Meeting/site inspection postponed due to unconfirmed air arrangements.		NW	

Florida Panthers Promotion - 6/04	Pending. Met with Panthers' CEO and Business Development Manager to discuss a promotional plan for The Bahamas. Submitted a comprehensive, integrated joint marketing plan that we will fine-tune, negotiated and submit for review/approval	Follow-up on pricing of the overall campaign	PS	
ASTA Board Meeting - 6/04	Completed. Total overall membership up 25% - representing 262 members. Largest increase in South Florida was in Orange County with a 78% increase. Currently seeking vendors for participation in Cruise Weekend, July 16-18 in Miami.		CT	
Jacksonville Jazz Series - 5-6/04	Pending. Working with Linda Frutuoso of Tama Broadcasting with promoting the GBI Jazz Festival at various jazz festivals and related events in Northern and Central Florida. GBI Festival flyers were forwarded to Linda for distribution from a booth at their event on June 13th, which attracted approx. 7,000 consumers. Tama's upcoming Festival dates are: June 13 & July 18.	Coordinate flyers and arrange schedule to attend future Tama events	JG	
Taste of The Bahamas - 5/04	Completed. Integrated promotion held at The Florida Mall in conjunction with Everything But Water and Dillards Travel. Promotion included radio and print media, along with POP displays in the mall. Three on-site bookings at the event.	Follow-up with Dillards Travel to ascertain the total number of bookings that resulted from this initiative.	JG, CT, LD, CS, PS	

Lite Rock 99.3 FM Promotion - 6/04	On-going. Weddings of a Lifetime promotion on 99.3 to run from April 26-June 11. Includes live broadcast from Sandals Royal Bahamian with a line-up of Tourism/Industry executives for interviews.	Follow-up with Karen Wring after live broadcast.	JG	
Sun Sentinel Meeting - 6/04	Pending. Met with Ann DeLuca to discuss a promotional plan (TV and print) for late summer. Also discussed to possibility of a barter plan to assist in promoting the Dol-Fan Fest.	Follow-up with Ann once Dolphins contracts are approved.	PS	
ASTA Dinner Meeting - 5/04	Sponsored by the Hong Kong Tourist Board to promote the 2004 World Congress.	Request approval to attend World Congress	CT	
Miami Herald Custom Publishing - 6/04	Pending. Met with Orit Caspi regarding PR opportunities in their upscale South Florida publications. Also presented opportunities to target the Hispanic market prior to their arrival in the US - directed her to Pam for this component.	Investigate and follow-up on the opportunities presented during the meeting.	PS	
GoGo Vacations One-Day Fam Trips - 6/04	Completed. Escorted 17 of GoGo's top agents to GBI (two groups). Our Lucaya will host the agents.	Follow-up on bookings that result from the trip.	CT	
AA Dallas Fam Trip	Completed. Escorted group of agents from Dallas area, June 25-28. Radisson Cable Beach hosted the group.		CT	
Wet N' Wild Promotion - 6/04	Pending. Promotion to include onsite hourly announcements between 12 noon and 6:00pm, website listings/links, and 50,000 promotional inserts. Awaiting a commitment from Crowne Plaza and Continental Airlines.	Follow-up on status of hotel and airline partners.	JG	

Goombay Festival 2004 - 6/04	Completed. Worked at Bahamas booth at the event. The festival seemed to have been better organized this year.		CT, JM	
Meeting Planners Fam Trip - 6/04	Completed. Escorted a group of 30 meeting planners to Grand Bahama June 16-20.		JM	
Bahamas Independence Golf Series- 5-6/04	Ongoing. Two additional meetings held at Bonaventure Country Club. Completed sponsorship letters, application form, brochure, web page, and press release.		NW, PS, EM, HLJ	
Stein Mart - 6/04	Pending. Met with Marsha San Fillipo, Events Coordinator. Interested in an in-store promotion. Will have to obtain approval from management.	Follow-up with Marsha.	CT	
Groups/Religious Market Follow-Up - 5-6/04	Ongoing. Conducted maintenance of Pastors' database, provided administrative support, attended Groups Dept. transition meeting.		JM	

South East Monthly Status Report: 2004

Area: South Month: April Prepared By: Paul Strachan			
Project	Status	Next Steps	Responsibility Due Date
Miami Dolphins Promotion	Pending. Proposal submitted to Director General, Director - North America, & Director of Communications. DG advised that proposal be submitted to Fallon & Weber Shandwick for their POV.	Follow-up with Basil Smith on response from the agencies and level of commitment.	NW, PS and Team
Travel Impressions Show	Completed. Participated along with Radisson Cable Beach. 100+ travel agents in Orlando, 50 in Plantation. Trade show followed by dinner presentation.		JG, CT
X102.3 & B106.3 Mother's Day Promotion	Completed. Treasure Cay donated 2 packages; unable to confirm air transportation to complete the trip.		NW
Power 96 FM - Meeting	Completed. Met with Tony Yip regarding upcoming promotionla opportunities.	Follow-up on pending proposal.	JG & Team
Treasure Coast Golf Tournament	Pending. Site inspection/meeting scheduled in GBI has been postponed.		NW
Caribbean Week	Ongoing. Secured listings; spearheaded printed, posting and email blast of invitations, and RSVP process.		PS, HLJ
Perfect Wedding Guide Bridal Show	Completed. Donated 4 day/ 3 night giveaway to Pelican Bay Resort. Hotel received on-air mentions, website listing, and inclusion in event collateral bags.		JG

Starwood Hotels Training Day - USAirways Vacations	Completed. Participated with Brian Melton. Conducted presentation on GBI to 220 employees. Other destinations and Funjet Vacations also represented at the event.		JG	
Mann Travel E-Blast Promotion	Ongoing. Three week promotion to Mann Travel's client database.		CT	
Miami Dolphins Draft Day Event	Completed. Table exhibition during Miami Dolphins draft day. Huge crowd; lots of interest in the destination. Liberty Travel provided flyers with excellent package rates - 5 days/4 nights, \$265 pp, air inclusive, from Miami or Ft. Lauderdale. Also promoted Mother Day packages.	Follow-up with Liberty on number of bookings that resulted from this effort.	NW, CT	
Viacom/UPN TV 33/34 - Meeting	Completed. Met with Berry Jasin regarding hotel partners for upcoming promotions.		NW	
Miami Dolphins Mini Camp Day	Completed. A PR event for the first training day for the team. Events included a tour of the training facilities.		CT	
CTO Meeting - Orlando	Completed. Sixty agents in attendance. Evening sponsored by Cayman Islands/Airways. Cayman Airways will commence nonstop MCO/Cayman service in June. CTO requested that the BTO sponsor the July meeting - currently under review.		JG	
WIRK 107.9 FM Promotion	Completed.		NW	
Bahamas Independence Golf Series	Ongoing. Second meeting held at Bonaventure Country Club. Working on sponsorship letters, application form, save-the-date flyers and web page.		NW, PS, EM, HLJ	

Air Charters - Meeting	Completed. Met with Louise Daigle, former owner of D Tours, which is now owned by MK Tours. Discussed feasibility of offering high-end charter service to the Bahamas. Referred her to the OIPB.			
USAir Vacations - Meeting	Completed. Met with Carole Menzel - Mark Travel Corp., the Bahamas' product manager. Indicated that Bahamas bookings are up this year - USAir - \$11,500, Funjet - \$72,000, and UK - \$22,000. Also discussed a res center presentation.	Follow-up on res center presentation.	JG	
City of Hope Promotion	Pending. Letters sent out soliciting trip giveaways for three events. Pelican Bay agreed to give trips for all events.	Follow-up with GBITB on additional PR opportunities.	CT	
Caribbean Bar Association	Pending. Met with this organization regarding setting-up workshops and presentations for the Nat. Ass. Of The Bahamas Central Florida Chapter's meeting in May. Would also like for the BTO to sponsor a meeting.	Follow-up with NAB Central Florida and the Bar Ass.	JG	
WBLZ-TV Hyundai Promotion	Confirmed. Three week promotion scheduled to commence on May 30, with 50-75 :15 spots. Our Lucaya and The Cat tagged the spots.		CT	
Groups Follow-Up	Ongoing. RCL, Family Reunion, and Delta Sorority		JM	
Cloud 10	Pending. Completed sales blitz in Naples, Ft. Myers and Tampa. Agents are excited about the product. The vessel needs to be re-wired and then inspected, prior to launching.		CT	

South East Monthly Status Report: 2004					
Area: South		Month: March	Prepared By: Paul Strachan		
Project	Status		Next Steps		Due Date
				Responsibility	
Miami Dolphins	Pending. Submitted to Janet and Promotion Boards for input.		Follow-up with Pro. Boards, review with team, and make recommendations for approval.	PS & Team	4/1504
Rivera Beach Jazz Festival	Completed. Good turn-out, but little interest in registration for trip giveaway. Lots of food vendors. Would not recommend that we participate			NW	
Travel City Vacations Promotion	Cancelled. Mann Travel unable to secure a radio station in Greensboro to work with us to promote the trip.			PS	
Sandals Night	Completed. Participated with Red Parrot Travel and Sandal Rep at Almonda Spa and Resort. Eight couples attended. Two couples were interested in booking Royal Bahamian.			JG	
Ladies Let 's Go Fishing	Ongoing. Attended seminar/reception. Bass Pro agreed to sponsor trip the GBI.			NW	N/A
Dillard's Travel Bahamas Night	Rescheduled. Will conduct event on May 20, 2004.			JG	
Media Training	Completed. Participated in media training organized/conducted by Weber Shandwick. Excellent program.			PS, JM, JG, LD, HL	

South East Monthly Status Report: 2004

Project		Area: South	Month: January	Prepared By: Paul Strachan	Due Date	
			Status	Next Steps	Responsibility	Due Date
Miami Dolphins		Pending. Met with Jim Frevola, and his team; conducted a tour of Pro Player stadium. Jim and his team did an excellent tour, complete with customized posters, displays, a sand beach display, live Caribbean music, frozen drinks, and Caribbean foods, all on the Club Level. They submitted a comprehensive proposal which we will review and make recommendations.		Review the proposal and make recommendations for approval.	PS & Team	3/28/04
Rivera Beach Jazz Festival		Pending. Invited GBI to provide a trip and cash to offset booth cost; to be shared with BTO. Will promote upcoming Jazz festival in GBI.		Follow-up with Betty to confirm booth space.	NW	2/17/04
Travel City Vacations Promotion		Pending. Working with Travel City Vacations to fill Southbound seats from GSO to Nassau, June 1-5, 2004. The Bahamasair chartered aircraft will be used to ferry Bahamians to GSO to attend a conference conducted by Neil Ellis. Working with Mann Travel to assist with creating air-inclusive vacation packages, and working with local radio stations to organize station come-along trips and live remote broadcast.		Obtain hotel rates from Breezes and Radisson Cable Beach.	PS	2/27/04

Palm Beach Post Travel Show	Completed. Very successful event. Over 3000 consumers attended; most were serious shoppers looking for good package prices. Booth was busy - shared with GBI, OI, The Cat, Cloud 10 and CO airlines. Lots of questions regarding the start-up date of the Cloud 10. GBI & OI conducted seminars. GBI secured 3 groups from the show. Trip giveaway was very popular; data forwarded to Maduro Tours for solicitation.	Suggest to Palm Beach Post that they incorporate a on-site booking opportunities at next year's show. Follow-up w/ Maduro on the use of data.	CT, NW	
ASTA Board Meeting	Completed. Participated in ASTA's board meeting - discussed ongoing projects including fam trips to Puerto Rico & World Congress in Hong Kong.		CT	
Ladies Let's Go Fishing	Ongoing. Secured a package rate from The Cat for \$305.00 for three nights at Port Lucaya Resort.		NW	N/A
Greater Boynton Beach Business Expo	Completed. Business Expo held at the Boynton Beach Mall, Feb 21 & 22 - not successful - very slow traffic. Shared a booth with Cloud 10. (no cost to BTO)		CT, NW	
Bahamas Independence Golf Tournament	Ongoing. Met with Bonaventure Country Club, conducted site inspection of the golf course & hotel property.	Continue to work on various committees to pull the tournaments together	NW, PS	

Central Florida Bride Spectacular	Completed. 200 brides & grooms-to-be; IOTB was the only destination at the event. Grand prize donated by Sheraton Grand and Bahamasair. Go Travel was the call-to-action agency. Sponsorship package allowed for 40 :30 radio spots, logo placement in CFB magazine, listings in all collateral material, DJ announcements, and stage time during fashion shows.		JG	N/A
Meeting w/CO & Maduro Tours	Completed. Met with CO and Maduro to discuss and plan joint initiatives to promote new CO service to Cat Island. Small sales blitz scheduled for March 9-11, along with joint participation in several upcoming consumer events.	Follow-up with CO & Maduro regarding special flyers to be used to promote CO service.	CT	03/02/04
ASTA - Atlanta	Completed. Introduction to Susan Aft, local chapter President. Plans for an upcoming fam trip to GBI scheduled for April 15-18. Discussed opportunities to host the chapter's off-shore annual meeting, insertions in monthly newsletters, monthly E-blasts, and trade shows.	Follow-up with Susan on items discussed.	JG	

Vacation Express	Completed. Introductory meeting. VE will commence new service originating in Atlanta, from Myrtle Beach to Nassau using Hooters Air. Baltimore will be a feeder city. Presently have contracts with Nassau Beach, Comfort Suites, Breezes, Wyndham, Radisson, Sheraton and Sandals. Proposed a Bahamas training day for their 70 res agents -could not confirm. Will reschedule in April.	Follow-up to confirm a date for res training.	JG	02/28/04
Georgia Minority Business Awards Luncheon	Completed. Invited by Atlanta BTO to attend luncheon for 500 business professionals. The Hon. Allyson Maynard-Gibson addressed attendees on investment opportunities in the Bahamas.		JG	
Air Jamaica Vacations	Completed. Introductory meeting with AJV res staff. Discussed joint sales calls in the future.			
Honeymoon Expo Miami	Confirmed. March 21 at the Radisson Mart. Lead sent by JC Travel at a cost of \$350.00. Bartered for \$150.00 & 2 nights at Sheraton Grand. Lead forwarded to Vertical markets; R. Gomez will work the show.		JM	

Coconut Grove Arts Festival	Completed. Very successful event in spite of \$5.00 entrance fee. Curacao had a booth once again and offered trip giveaways & packages. RCL was a major sponsor. Possibility of TIOTB sponsoring a stage event over the course of the three day event on Peacock Park, with a general booth area.	Follow-up on sponsorship costs.	JM	
Bovanti Corporation	Completed. Fashion and beauty company which has hosted workshops and seminars in Nassau in the past. Interested in hosting similar events in conjunction with V103-FM and a come-along trip to GBI this Spring or Fall.	Follow-up on this proposal.	JG	
WLRN 91.3-FM	Pending. Membership drive begins April 15-23. Pelican Bay will give 6 nights & UP will provide air in exchange for on-air mentions.	Confirm proposal with WLRN	JM	
Palm Beach Lincoln Mercury Promotion	Pending. Contacted Maurice Missick, Sales Director to discuss joint promotional opportunities. Interested in partnering with Bahamas, but must first confirm with General Manager.	Follow-up with Mr. Missick.	NW	02/27/04
Florida Keys Travel Expo/ Sea the World Travel	Completed. Keith Gomez conducted presentations on boating and fishing on behalf of the OI Promotion Board.		JM	
Meeting w/ CTO Atlanta Chapter	Completed. Introduced to CTO Chapter President, Myrna Cohen. GBV will sponsor February meeting on 2/26.		JG	

Gold Coast TIA Meeting	Completed. Meeting sponsored by Princess Cruises. 80 travel agents in attendance. Good networking opportunity.		NW, CT	
Orlando Sentinel	Completed. Second meeting with the newspaper to discuss promotional opportunities. They are looking for advertising dollars. Submitted a proposal. Looking to work with them in order to partner with their corporate partners.	Submit proposal	JG	02/18/04
Florida Mall Promotion (Simons Group) Taste of The Bahamas	Confirmed. Mall promotion confirmed for Mother's Day weekend. Taste of The Bahamas will be conducted on Saturday, May 8th; 12 noon - 4:00pm. Everything But Water will partner with us on this event. Contact report details all plans.	Follow-up on budget request	JG	3/19/04
Dillard's Travel	Completed. Will be participating as call-to-action at the Taste Of The Bahamas mall promotion. Request submitted for operator packages. Also requested co-op funding for a Bahamas Night at Bahama Breeze Restaurant on March 31st. Dillards will provide proposal outlining the cost.	Follow-up on the budget proposal.	JG	
Orlando Magic	Pending. In receipt of proposal, however, due to disclaimer regarding the use of any airline other than Southwest, proposal needs to be revised. Recommendations detailed in contact report.	Request revised, mutually beneficial proposal.	JG	

Publix	Completed. After reviewing our proposal, Publix elected not to partner with us at this time.	JG	
Joint Sales Calls - Starwood Hotels	Completed. Joint calls with Brian Melton, Our Lucaya. Called on several local accounts including Bahia Receptive Services, a receptive operator. Agent from this operator will attend the upcoming Travel Partners Conference.	JG	Advise GBIPB of the fact that during joint calls, Our Lucaya representative also promotes their property in St. John.
New Year, New You Show	Completed. Disappointed in turnout. Expo was held indoors at the Harriet Theater rather than outdoors as previously planned. Slow traffic due to show location.	NW, CT	
Reggae Jam Vacations Presentations	Completed. In-office seminar. Small operator based in Tampa interested in producing more Bahamas business. Have not sold Bahamas in 2 years.	JG	Continue to work with this operator to produce business.
Miami Herald Expo	Pending. Met with Promotion Boards to discuss overall plans and floor plan for the Bahamas Marketplace at the show. Three bookings entities will be included. Promotional items and plans for vendors are all be secured/confirmed.	CT and Team	Continue to follow-up on all plans and schedule next meeting the team
Meeting w/ City of Hope	Completed. Met with Sandra Rosell to discuss joint promotions this year. Specifically spoke about "Hope Cuts" promotion and 2004 Run/Walk events.	CT	Follow-up with Sandra on our participation in these events.
Darden Restaurants - Bahama Breeze	Pending. Proposal sent - still awaiting a response.	JG	Follow-up on proposal.
			02/05/04

Linens'N Things Promotion	Pending. Received proposal for a national promotion tied to back-to-school for college students. Forwarded to JJ for POV.	Follow-up.	JM, PS	
Water Water Everywhere	Pending. Promotion is ready to roll out - waiting for airline tickets to complement hotel stay. Request for tickets forwarded to Michael Rigg.	Follow-up with Michael regarding airline tickets.	CT	
Mann Travel - E-Blast	Pending. Airline tickets need to complement room stay. Awaiting response from Michael Rigg.			
Meeting w/ Palm Beach Post	Completed. Met with Joe Ernts and K. Fountain to discuss advertising the Out Islands (new CO TBI service) in community newspapers in Palm Beach County.	Follow-up with Joe on advertising packages that he agreed to prepare.	CT	
AAA Travel	Completed. Met with Travel Manager in Tampa regarding a booking incentive program. Requested that a proposal be submitted to the Director.			
WIRK 107.9 FM Promotion	Pending. Tony Bonvini, General Sales Manager, would like to barter for this Delray Beach promotion.	Follow-up with Tony on details of the promotion.	NW	02/18/04
National Association of Credit Management Conference	Confirmed. No response from Our Lucaya; opportunity presented to British Colonial Hilton, which donated 2 weekend giveaways. In return, they will have the opportunity to produce special packages for pre & post convention trips for Ass. members attending their conference in Orlando, Oct. 6-9, 2004.		JG	2/5/2004

South East Monthly Status Report: 2004					
Area: South		Month: January	Prepared By: Paul Strachan		
Project	Status		Next Steps		Due Date
				Responsibility	
Miami Dolphins Promotion	Pending. Met with Jim Frevola, Sr. Director, Business Development. Proposed joint promotional efforts including a Bahamas FanFest, trip giveaways in conjunction with their season ticket holders, and sponsorship of the Club Level of Pro Player Stadium.		Secure details and costs associated with our proposed plans. Re-schedule a follow-up meeting.	NW	N/A
Media Fam Trip - Cat Island	Completed. Escorted five media persons to Cat Island in support of the new Gulfstream/Continental Connection service from FLL. The trip provided a good overview of the island with visits to all hotel properties, attractions, and natural resources.			PS	
Ladies Let 's Go Fishing	Ongoing. Ms. Bauman has set aside May 13-16 in Treasure Cay, but needs to confirm six fishing boats. If no boats are available, they will visit GBI in Nov. Event estimated to attract 30-40 persons - could become an annual event and grow in numbers.		Work on confirming boats in Treasure Cay.	NW	N/A

Water Water Everywhere Promotion	Pending. One of the sponsors of the Mann Travel Show - offers fashionable swimwear for women. Spoke with Karina Vaysburd, Marketing Director regarding a joint promotion. Agreed to a 4-6 promotion throughout their 6 stores in GA, NC, SC, & TN including a Bahamas sweepstakes to launched in their website.	Follow-up and secure a vacation giveaway.	CT	2/10
Golf Tournaments	Ongoing. Working with team for golf tournaments in FLL, GBI, NPI, & GBI.	Continue to work on various committee to pull the tournaments together	NW	
Cloud 10 Reception - 1/20	Completed. Attended reception on the 350 seat vessel. They invited participants from the Florida Huddle, but had a poor turn-out. Still awaiting approval from the Coast Guard to begin service. Start-up date rescheduled for March 1.	Follow-up on progress with approval from the Coast Guard.	CT, NW	N/A
Meeting with Maduro Travel	Completed. Attended a meeting with the OI Board regarding support for the new CO Cat Island service. Discussed working with them on a sales blitz in Broward & Palm Beach counties, and a promotion with Divers Direct magazine.	Follow-up with Barbara on a listing for the sales blitz and the Divers Direct promotion.	PS, CT	2/6/2004
Discovery Cruise Lines Reception	Completed. Reception on-board the ship while in dry-dock. Well attended by local travel agents/partners.		CT, NW, JM, PS	N/A
Mann Travel & Cruise Show	Completed. Excellent consumer show - approx. 1000 consumers in attendance; 40 vendors including GB Vacations GoGo, and USAirways Vac.		CT	

Mann Travel & Cruise - meeting	Completed. Met with Heather Dorsett, Marketing Director, Mark Fletcher, and Susan Van Reem, HR Director regarding joint promotional opportunities including radio promotions, direct mail campaigns, email campaigns, etc. Details documented on contact report.	Follow-up on promotional ideas discussed in the meeting.	CT, PS	
Email Database Promotion w/ Mann Travel	Completed. Bahamas trip giveaway in conjunction with re-launching of email blast to their database of 10,000 consumers. Requested trip from the NPI Board. Pro. Board - 3 hotels are interested. Emails will feature participating hotel and the AMEX "Beyond the Beach" promotion.	Secure vacation giveaway along with hotel/airline. Follow-up on hotel specials with the Promotion Boards.	CT	2/6
Stuart Boat Show	Completed. Very positive and productive show. - approx. 40-50,000 attendees over the three-day period.		NW	
SE Marketing Staff Meeting	Completed. Team members provided updates on all current projects. Requested assistance as necessary. CT will spearhead Miami Herald Show, JG will organize Teachers Association project for the SE region, and NW will assist with organizing three golf tournaments in FL, GBI and NAS. JM will continue to head-up Inside Support for Sr. Managers in the Area.		PS & Team	
Everything But Water Promotion	Completed. In-store and website promotion will run in all 36 stores, June & July 2004.	Continue to work with them to ensure the success of this promotion.	JG	N/A

Retired Veterans	Pending. Meeting to discuss group trips to TIOTB. This group of 20 travels to various destinations with spouses.	Follow-up regarding group travel.		
AAA Travel Agency - Regional Meeting	Completed. Met with Martin Fenton, Regional Director. Identified several good joint marketing opportunities including a booking incentives, membership drive promotions, direct email campaigns, and promotions in their "Go Away" publication. Also gave an informal update to res. staff. Detailed report outlined in a contact report.	Follow-up on joint promotions discussed during the meeting.	CT, PS	2/5/2004
Central Florida Bride Reception	Completed. Launched of the new ad campaign for the magazine and the upcoming Spectacular Bridal Show. Industry networking opportunity.	Follow-up with contacts.	JG	N/A
Treasure Coast Newspapers	Completed. Joint meeting with Dorothy Dicks to discuss promotions and advertising for the Out Islands in their community papers.	Follow-up with Kerry regarding his decision for ad placement in these publications.	CT, JM, NW	
Florida Keys Travel Expo/ Sea the World Travel	Pending. Event scheduled for March 6, 2004. Keith Gomez will participate and conduct presentations on boating and fishing on behalf of the OI Promotion Board.		JM	
Florida Mall Promotion (Simons Group)	Pending. Mall promotion confirmed for May 8th, Mother's Day weekend. "Taste of the Bahamas" will take place at the mall from 12 noon to 4:00pm. Contact report submitted with further details.	Follow-up on details of this promotion.	JG	

Great EsSkates	Donated a pair of Discovery Cruise certificates to be raffled during event on 2/6-8. Bahamas logo will be included on t-shirts. Event assist in raising funds for treatment of Spinal Muscular Atrophy (SMA). Over 500 skaters from around the country will be in attendance.	Follow-up with Discovery on pre and post packages for next year's event.	CT	
CTO Dinner Presentation	Completed. Meeting sponsored by USVI. 60 agents attended the meeting which highlighted new air service and hotel upgrades.		JM	N/A
Dillard's Travel	Completed. Meeting to discuss upcoming mall promotion and employee benefit incentive program; they agreed to participate and handle bookings. Follow-up meeting scheduled on 5/6 to include Promotions Mgr. And to discuss Bahamas nights and confirm plans for	Confirm meeting on 5/6.	JG	
Sun Sentinel	Completed. Meeting with Ann Deluca to discuss joint advertising/promotional opportunities for the Out Island to promote the new CO service in their community newspapers	Follow-up with Kerry regarding his decision for ad placement in these publications.	CT, NW, PS	
Sharon Luggage Promotion	Pending. Contacted owner, Michael Graham, regarding Bahamas promotion. Left a message.	Follow-up on call.	CT	2/4/2004
Christian Networking Meeting	Completed. Networking session with approx. 40 persons. Discussed upcoming Christian trade show scheduled for April 30 & May 1 in West Palm Beach.	Update Linville in the meeting.	NW	

Meeting w/ Orlando Sentinel	Completed. Discussed promotional opportunities with local corporate partners. An events calendar is being provided for sweepstakes promotions. Will submit a contact report with all details.	Submit contact report and follow-up.	JG	
Meeting w/Tampa Broadcasting, Inc. - WTMP-FM	Completed. Discussed promotional opportunities for metro Jacksonville. Black owned radio station looking to partner in a very big way with The Bahamas. Great potential for promotions including opportunities to be involving the Superbowl next year.	Submit contact report and follow-up.	JG	
AB Cruise & Tours	Completed. Introductory sales call and meeting with owners, Cathy & David Hines. Has concerns about Bahamasair, but will work with them on a high school group. Agency requested a GBI fam trip.	Follow-up on fam trip and assist with group.	JG	
Palm Beach Post	Completed. Meeting to discuss joint promotions and upcoming consumer show. BTO, GBI, & OI will each have a booth. Contacted each Prom. Board to invite their members to participate. Ongoing. Committee meetings in progress. Discussions to finalize props, food/drink samplings, display items, Junkanoo pieces, etc.	Follow-up with the Boards regarding their members' participation; confirm plans for set-up.	CT, NW	
Miami Herald Show		Schedule next committee meeting, finalize all plans and update Promo. Boards.	CT & Marketing Team	

Florida Times Union	Completed. Meeting to discuss promotional opportunities in local newspaper, and partnership with corporate sponsors and sporting events. FLTU will provide a listing of events for Bahamas sweepstakes and an advertising proposal.	Follow-up meeting after receipt of the listing.	JG	
Clear Channel Broadcasting	Completed. Meeting to discuss radio promotions and New Year New You Expo scheduled for 2/29. Requested a proposal for consideration.	Follow-up on proposal and request payment.	NW, CT	
Boyton Beach Business Expo	Pending. Winter Expo organized by the Boyton Beach Chamber of Commerce, 02/21-22 @ the Boyton Beach Mall. Will barter booth cost along w/Cloud 10.	Confirm participation; order brochures.	CT	
Travel Connections	Completed. Introductory sales call and meeting to Bahamas Specialists to discuss promotional opportunities. Requested GBI fam trip.	Follow-up on fam trip request.	JG	
Orlando Magic	Pending. Contacted Derrick Houston, Sales Mgr. Discussed partnership opportunities; there are a few promotions that we can partner with them on, but due a contract with SouthWest Airlines, he must first ensure that he can work with another airline (Bahama	Follow-up with Derrick regarding the SouthWest airlines issue.	JG	
Sales Calls - Boca Raton	Completed. Bahama business stable. Noted that bookings increased to GBI since the opening of the casino at Our Lucaya. Agents primarily booking Atlantis.		CT, NW	

Publix	Pending. A proposal was forward to them, followed by a follow-up telephone call. No response to date.	Continue to follow-up.	JG	
Darden Restaurants - Bahama Breeze	Pending. Proposal sent - awaiting a response.	Follow-up on proposal.	JG	2/5/2004
National Association of Credit Management Conference	Pending. Received proposal from NACM and forwarded to Our Lucaya and Continental Connection. Once prizes are confirmed (barter), promotion is a go.	Follow-up with CO and Our Lucaya.	JG	2/5/2004

Vertical Markets Monthly Status Report 2004

AREA: Aviation		MONTH: April		Prepared By: Greg Rolle	
Project		Status		Action Taken	
Aviation Meeting - Monthly		On-Going with Industry partners		Meeting held May 5th	
Bahamian Aircraft Registry Meeting	A newly formed board that was appointed by the Minister of Transport & Aviation	The First Meeting was held in Nassau with Transport & Aviation, Prime Minister Office, Attorney General Office, Tourism Office - Aviation and the Private Sector		Through the efforts of this Aviation Marketing committee which is made up of professionals interested in sharing ideas, and resources to build and promote the aviation business travel to and in The Islands of The Bahamas.	
Bahamas Fly-in - George Town, Exuma	Bahamas Scheduled Fly-in	BTO escorted the group		8 planes and 22 persons participated	
Comanche Flying Association Fly-in - Treasure Cay	Flying Group from Comanche Flying. Escorted by Kenneth Rivard	We hosted a mini reception for the group of 6 aircraft and 16 persons from Tampa		Confirmed that the group went to Treasure Cay Resort. 6 Planes and 16 persons	
US Federal Pavilion Meeting	Final Planning Meeting for CanAm Federal Pavilion	The Bahamas team up with the US and Canada to give pilots an education process to when crossing the US borders		The Team has moved to a new location that has more space, and will be able to hold additional pilots wanting information. This year will see for the first time flag of each of the countries representing in the Federal Pavilion	
Flyguides Pilot Travel	Flyguides Pilot Travel	Bahamas Internet Destination Guide that is tied in with AOPA		The idea is to educate pilots who otherwise might not consider the Bahamas - and to get them the information they need to choose a destination and make that exhilarating and thoroughly enjoyable flight.	
Cirrus Owners and Pilots Association's (COPA) Bahamas Trips	This group is now making it's Bahamas Fly-in an annual event for its members.	The group will be going to Marsh Harbour and staying at the Abaco Beach Resort and Boji Harbour		To date there are 27 planes that have signed up and have booked their rooms. I will Fly down and along with the Abaco Tourist Office assistance we will welcome the group.	

Bahamas Seminar - Naples Pilots Association	Aviation Seminar to private Pilots					
FAA Safety Bahamas Seminar at Sun N Fun	FAA Safety Center Production Seminar at Sun N Fun		<i>BTO hosted a seminar on how Private pilots can fly their aircraft to the Bahamas which includes, briefing on entry clearance, Immigration, routes and distance, and over water flight.</i>	<i>The Bahamas a tremendously positive feedback during presentation to the Naples Pilot Association..according to the Cruise Director for the Naples Pilot Association and a member Civil Air Patrol He promise to get a large group for Treasure Cay and Green Turtle.</i>	<i>TBA</i>	
			<i>The islands Of the Bahamas was unable to secure a booth space at this year's Sun N Fun, But again hosted Two (2) Flying to The Bahamas Seminar for the FAA, Both seminars were successful, where 248 persons attended, and was held in the FAA production studio.</i>	<i>Both Seminars were broadcast on Wingspan "The Air & Space Channel", which is a new, 24-hour, international television channel devoted exclusively to aviation and space flight. Also, the seminar was simulcast on WPEP, Sun 'N Fun Radio, and "streaming on the FAA website</i>	<i>Tuesday April 13th at</i>	
Direct E-mail Marketing	Monthly E-mail Blast - April		<i>With the thousands of e-mail collected through or Trade Shows, we have compile a database to keep pilots current on our list of activities and programs</i>	<i>As a direct result we have seen an increase of pilots participating in our Bahamas Monthly Fly-ins.</i>	<i>Monthly</i>	
Bahamas Challenge Program	<i>Through the utilization of the lead cards collected at the trade shows, we attempt to get private pilots to visit more of our Out Islands</i>		<i>The challenge will be for pilots to visit the Bahamas and take photos at pre-selected points of interest throughout the Island. Prizes will be awarded.</i>	<i>We will see more pilots visiting our Out islands, thus giving them the great opportunity to experience of our many different islands flavor setting.. Also, they would have more of a reason to stop by our booth.</i>		
Bahamas International Yacht & Jet Show	The Third annual Bahamas International Yacht & Jet Show		<i>The show features some of the finest yachts and aircraft wvailable in the market place, Both boaters and pilots came to buy, charter, or sell a yacht or aircraft here in the The Bahamas</i>	<i>The show has improve both with attendance and with new brokerage, charter and accessories.. Sales have been made and contract drawed up making this a successful year.. I have spoken with Mr. Peter Bryant the President of the show to combine with our Bahamas Air Show, thus making it a huge success for the Bahamas.</i>		
Direct Database Mailing - Quarterly Fly-in Postcards	Monthly mailing to Pilots on our database		<i>Hunderds of Pilots are given information about all of upcoming events - We have just launched our Fly-in Post Cards</i>	<i>Pilots can now be inform and be kept up todate on all eventson the Bahamas</i>	<i>Monthly</i>	

Monthly Update – Vertical Markets

March 19 –20 Ladies Lets Go Fishing Ft. Lauderdale

There were 55 ladies in attendance at this show. There was interest in The Bahamas, however a few of the chapter presidents were inquiring whether or not there was a change in the boating fees. Nevertheless, 2 persons signed up for the boating fling. Finalizing plans with Ladies Lets Go Fishing to host a LLGF Seminar & Fishing Trip in Grand Bahama for the month of May. Awaiting word from Bass Pro Shops with regards to sponsorship. If details not finalized in time, seminar will be postponed until November.

March 21 – Honeymoon Expo

Attended this Expo which was put on by JC Travel. They expected 300 attendees. Only 6 couples showed up. There were 25 exhibitors which included Jamaica, Sandals, Breezes and The Bahamas. We paid \$150 for the booth along with a honeymoon to Sheraton Grand. Maggy, the President of JC apologized for the poor attendance and stated that this show was advertised on radio and television, 10,000 flyers were passed out as well as 200 free tickets. She offered a free booth in the November Honeymoon Show.

Boating Flings

To date there are 30 boats with a total of 80 passengers registered for the upcoming Boating flings. Registrations are coming in on an average of 3 per day.

2004 DEC 27 PM 5:05

January - June, 2004
Religious Market Summary Activities

DATE	ACTIVITY/EVENT	LOCATION	RESULTS	COMMENTS		
January	Religious Conference Managemewnt	Pittsburgh, Pa	ExposedThe Bahamas to over 4000 religious meeting Planners	This is a very important group therefore we plan to attend in 2005		
	Meeting with Corwin Anthony, Miami Dolphin Chaplin	Ft. Lauderdale, Florida	discussed taking an annual group of NFL players and wives to Nassau	The date has been set for march 2005. The number of rooms, approx 50		
	Meeting with Pastor Randy Greeby of Calvary Chapel,FLL	Ft. Lauderdale, Florida	discussed increasing the number of persons visiting his Adventure Learning Center in Nassau	The idea was to include his program on our Religious Web Page for additional exposure		
	Meeting with President Bahamas Christian Council and other leading Religious Leaders	Nassau, Bahamas	Update this group on the BMOT's Religious Market Plans and hou they could assist	Making progress in sharing the vision		
February	Escort the President and Chairman of the Board of Directors of Promise Keepers on a site inspection/soul searching trip to Nassau	Nassau, Bahamas	Finalized decision to conduct a Promise Keepers event in Nassau in November 2005	On this trip visitation was made on Minister of Tourism, President of BCC and other leading clergys		

January - June, 2004
Religious Market Summary Activities

	Participate in National Religious Broadcasting (NRB) Conference and Expo	Charlotte N.C	Generated qualified leads, made new contacts, renewed old contacts and maintained existing ones	A must attend conference in order to continue to keep the Bahamas as a destination that welcomes Christian meetings and groups.		
	Participate in The Professional Athlete Outreach Conference	San Diego, California	Group is seriously considering the Bahamas to hold one of their conferences in March of 2005	It was important to have made this connection with this group. Now the Bahamas is being better known for hosting Christian Athlete meetings/groups		
March	Gospel Music Workshop Association	Las Vegas, Nevada	Solicit the GMWA to hold their mid-winter conference in Bahamas	Bahamas is on short list of destinations being considered.		
	Mayor's Prayer Breakfast	Ft. Lauderdale, Florida	Contact making & maintaining opportunity			
	Meeting with Pastor Jim Symba-Brooklyn Tabanacle Church	Brooklyn, NY	Invite the 300 person world renown Brooklyn Tabanacle Choir and their relatives to perform in Nassau Sept.05	This option is under active review consideration and was received with excitement.		
April	Meeting with Wilcox Travel/Amex Tvl.	Ashville, N.C	Discussion and exploring ways to work together in delivering Religious Meetings and groups to the Bahamas	Has potential. Must find the right formula		

January - June, 2004
Religious Market Summary Activities

	Babbie Mason/Thelma Wells GBI SITE Inspection	Grand Bahama Island	Confirmation that Babbie Mason/Thelma Wells will hold a conference/concert in GBI sept. 2005	we expect that this group will come to furition and yield approx. 300 pax or 150 rooms		
	Attend (CMA) Christian Management Association conference/Expo	Dallas, Texas	Great avenue for harvesting qualified group leads and maintaining and developing valuable relationships	Will attend again in 2005		
	Christian In action Trade show	W.Palm Beach, Florida	Exposure of the Bahamas product to the S.Florida Christian market.	Will attend again in 2005		
May	Meeting with Christian Radio Station WRMB FM89.3	Boyton Beach, Florida	Discussed PR opportunities. Successful to have WRMB change their promo spot to include "The Heart of S.Florida and the Islands of the Bahamas" approx 6x dly			
June	Profferional Athlete Outreach(PAO) SITE inspection	Nassau/GBI Bahamas	Comited to bringing one of their 5 annual conferences to the Bahamas			
	Attend the CEO Network Conference	Nassau, Bahamas	Networking Opportunity			
	Attend TDJakes Mega Fest	Atlanta, GA	Networking Opportunity			

25/09/04 12:48:56 GOVERNMENT OF THE BAHAMAS PAGE 1
 MINISTRY OF TOURISM EXPENDITURE
 JANUARY 1 2004 JUNE 30 2004F

DEPT	ACCOUNT	ACCOUNT DESCRIPTION	TOTAL
111	067091401011	TRAVEL AND SUBSISTENCE	51,200.60
	067091403011	TRANSPORTATION OF THINGS	210.00
	067091403011	RENT, COMMUNICATION & UTILITIES	769.36
	067091405011	OTHER CONTRACTUAL SERVICES/FAMILY ISLAND	22,044.77
	067091406011	SUPPLIES AND MATERIALS	3,310.66
		TOTAL	48,500.91

111	067091401011	TRAVEL AND SUBSISTENCE	51,200.60
	067091402011	TRANSPORTATION OF THINGS	3,445.87
	067091403011	RENT, COMMUNICATION & UTILITIES	461,477.01
	067091404011	HOUSING AND RECONSTRUCTION	6,570.62
	067091405011	OTHER CONTRACTUAL SERVICES/FAMILY ISLAND	22,044.77
	067091406011	SUPPLIES AND MATERIALS	21,530.65
		TOTAL	507,578.17

114	067091401011	TRAVEL AND SUBSISTENCE	.00
	067091403011	RENT, COMMUNICATION & UTILITIES	769.00
	067091405011	OTHER CONTRACTUAL SERVICES/FAMILY ISLAND	61.17
	067091406011	SUPPLIES AND MATERIALS	2,163.70

DEPT ACCOUNT ACCOUNT DESCRIPTION TOTAL

TOTAL 2,652.53

067091401011 TRAVEL AND SUBSISTENCE 10,010.01

067091402011 TRANSPORTATION OF THINGS 100.00

067091405011 OTHER CONTRACTUAL SERVICES/FAMILY ISLAND 36,303.73

067091406011 SUPPLIES AND MATERIALS 2,259.01

TOTAL 49,672.75

100 067091401011 TRAVEL AND SUBSISTENCE 64,072.41

067091405011 OTHER CONTRACTUAL SERVICES/FAMILY ISLAND 31,111.11

067091406011 SUPPLIES AND MATERIALS 7,491.16

TOTAL 102,674.68

121 067091401011 TRAVEL AND SUBSISTENCE 27,011.15

067091402011 TRANSPORTATION OF THINGS 10,811.09

067091403011 RENT, COMMUNICATION & UTILITIES 223,210.57

067091404011 PRINTING AND REPRODUCTION 703.00

067091405011 OTHER CONTRACTUAL SERVICES/FAMILY ISLAND 28,359.40

067091406011 SUPPLIES AND MATERIALS 9,364.00

TOTAL 309,469.21

DEBITING 09/29/04

20/09/04 10:49:58 GOVERNMENT OF THE BAHAMAS PAGE 2
MINISTRY OF HIGH EXPENDITURE
JANUARY 1 2004 0000 00 0000

DEPT ACCOUNT ACCOUNT DESCRIPTION TOTAL

122 067091403011 RENT, COMMUNICATION & UTILITIES 2,342.77

TOTAL 2,342.77

123 067091401011 TRAVEL AND SUBSISTENCE 5,893.59

067091402011 TRANSPORTATION OF THINGS 272.14

067091403011 RENT, COMMUNICATION & UTILITIES 17,480.00

067091405011 OTHER CONTRACTUAL SERVICES/FAMILY ISLAND 3,131.96

067091406011 SUPPLIES AND MATERIALS 12.05

TOTAL 27,780.74

134	067091405011	TRAVEL AND SUBSISTENCE	241
	067091405011	OTHER CONTRACTUAL SERVICES/FAMILY ISLAND	5,074.70
		TOTAL	10,403.14
135	067091406011	TRAVEL AND SUBSISTENCE	41,090.45
	067091406011	TRANSPORTATION OF THINGS	6,188.24
	067091406011	RENT, COMMUNICATION & UTILITIES	10,403.14
	067091406011	PRINTING AND REPRODUCTION	2,882.20
		SWEETING 09/29/06	

2009/01-2009/06 DEPT. OF TOURISM EXPENDITURE
 MINISTRY OF TOURISM EXPENDITURE
 JANUARY 1 2004 JUNE 30 2004

DEPT	ACCOUNT	ACCOUNT DESCRIPTION	TOTAL
135	067091406011	OTHER CONTRACTUAL SERVICES/FAMILY ISLAND	5,074.70
	067091406011	SUPPLIES AND MATERIALS	6,188.24
		TOTAL	192,003.33
136	067091406011	TRAVEL AND SUBSISTENCE	15,806.00
	067091406011	TRANSPORTATION OF THINGS	3,527.03
	067091406011	RENT, COMMUNICATION & UTILITIES	15,289.01
	067091406011	PRINTING AND REPRODUCTION	2,882.20
	067091406011	OTHER CONTRACTUAL SERVICES/FAMILY ISLAND	1,163.20
	067091406011	SUPPLIES AND MATERIALS	3,300.60
		TOTAL	40,318.04
140	067091406011	TRAVEL AND SUBSISTENCE	44,294.27
	067091406011	TRANSPORTATION OF THINGS	6,975.53
	067091406011	RENT, COMMUNICATION & UTILITIES	20,518.05
	067091406011	PRINTING AND REPRODUCTION	1,617.71
	067091406011	OTHER CONTRACTUAL SERVICES/FAMILY ISLAND	22,121.45
	067091406011	SUPPLIES AND MATERIALS	3,300.60
		TOTAL	164,006.60

SWEETING 09/29/04

		0	
001	007091401001	SAVING AND SUBSISTENCE	8,678.00
	007091402001	TRAVEL EXPENSES OF PERSONS	195.00
	007091403001	FOOD, CONFECTIONERY & BEVERAGES	01.00
	007091404001	ENTERTAINMENT AND RECREATION	170.50
	007091405001	OTHER CONTRACTUAL SERVICES/FAMILY ISLAND	4,530.20
	007091406001	RENT, COMMUNICATION & UTILITIES	2,010.20
		TOTAL	36,872.05
002	007091407001	RENT, COMMUNICATION & UTILITIES	2,390.00
	007091408001	RENT, COMMUNICATION & UTILITIES	01.00
	007091409001	RENT, COMMUNICATION & UTILITIES	2,470.45
	007091410001	RENT, COMMUNICATION & UTILITIES	077.00
	007091411001	OTHER CONTRACTUAL SERVICES/FAMILY ISLAND	180,000.00
	007091412001	SUPPLIES AND MATERIALS	3,750.00
		TOTAL	187,487.45
003	007091413001	SALARY PERMANENT PERSONNEL	320.80
		TOTAL	320.80
004	007091414001	SALARY PERMANENT PERSONNEL	01.00
		TOTAL	01.00
1/09/04 12:42:56 007091415001 SALARY PERMANENT PERSONNEL			
JANUARY 1, 2004 - APRIL 30, 2004			
PT	ACCOUNT	ACCOUNT DESCRIPTION	TOTAL
00	007091416001	SALARY PERMANENT PERSONNEL	101.00
		TOTAL	101.00
005	007091417001	SALARY PERMANENT PERSONNEL	133.35
		TOTAL	133.35
006	007091418001	SALARY PERMANENT PERSONNEL	11,723.00
		TOTAL	11,723.00
007	007091419001	SALARY PERMANENT PERSONNEL	01.00
		TOTAL	01.00

0000000000	0000	0000000000	0000000000
0000000000	0000	0000000000	0000000000
0000000000	0000	0000000000	0000000000
0000000000	0000	0000000000	0000000000

100%
 FINAL TOTALS
 TOTAL 2.030 0 0 42

*** END OF REPORT ***

SWEETING 08/29/04

Vertical Markets Monthly Status Report						
Area: Weddings & Honeymoons		-	Month: March/04	-	Prepared By: Sabrina Huyler-Ramsey	
Project	Status	Results		Next Steps	Responsibility	Due Date
MEETINGS						
Nassau-with the Bahamas	The online booking with Expedia.	Association agreed on a \$800 basic wedding package to be booked online with Expedia		BBA to develop the basic package and send to Sabrina	Sandra Kemp	3/29/2004
Bridal Ass., Nassau,	Also recommended that one basic wedding package be used through out TIOTB				President	
Abaco and Exuma Staff						
SEMINARS						
Association of Bridal Consultants Atlanta	Guest Speaker- Islands destination weddings. There were 43 Consultants in attendance					
Chapter		I am arranging a Build a Partnership Islands destination wedding seminar with our Consultants and Consultants from Atlanta and Florida, for October, 2004		Arrange and organize seminar Mail seminar registration and hotel information to Consultants	Sabrina Ramsey and Bahamas Bridal Association	7/5/2004
Say "I DO" Seminar - Papyrus Bridal Shop	Did a presentation to 15 brides - to-be, on destination weddings in TIOTB	Bride-to-be Cynthia Woodward has schedule her wedding to Nassau for July 20/04, with a party of 10		Wedding Group pass on to Consultant Macie Dawkins	Sabrina, to follow up with Consultant, and Bride-to-be and Carolyn owner of Papyrus Bridal Shop	4/5,5/3,6/7 and 7/12/04
	All the brides-to-be weddings dates will be held with in the next 12 months					
Creative Wedding Planner	Did a presentation to 12 brides-to-be on destination weddings in TIOTB	Debra Hogan bride-to-be is considering having her wedding on Grand Bahama, 8/26/04		Discussions are on going	Sabrina, to follow up with Debra	April - July/04
	3 brides weddings are schedule for 2004, 8 for 2005					
BRIDAL SHOWS						
Bloomingdales'	Along with the other exhibitor TIOTB was the only destination at the show. There were approximately 120 brides at the show.	Nancy Brooks will honeymoon at the Atlantis on Aug 14-19/04				
		Willard Bukaty and his Bride will honeymoon at Pink Sands on June				

[illegible]

Vertical Markets Monthly Status Report					
Area: Weddings & Honeymoons -		Month: April/04 -		Prepared By: Sabrina Huyler-Ramsey	
Project	Status	Results	Next Steps	Responsibility	Due Date
MEETINGS					
Conference call meeting with the Bahamas Bridal Ass., Nassau, Abaco, Exuma, Grand Bahama and Eleuthera MOT Staff	To ensure that the BBA have a wedding Consultant representative on each Island, for online booking with Expedia using the recommended that one basic wedding package be used through out TIOTB	As a result the Exuma Office: George Town 10 members, Farmer's Hill 2 members, Rolleville 2 members, Hermitage 1 member and Moss Town 3 members. Abaco Office: Green Turtle Cay 2 members, Treasure Cay 1 member, Hope Town 2 members and Marsh Harbour 5 members. Nassau 9 members. Grand Bahama 3 members, Eleuthera's list to follow.	President of BBA to e-mail membership applications to MOT's Office. Also to forward all information requested by Expedia to James Turner and Sabrina for online	Sandra Kemp BBA President and Sabrina	4/16/2004
			booking. Donna to ensure all MOT's and BBA receive copies of minutes from conference call meeting.		
Bride and Groom Wedding Planner	Met with Karen Lepri and Rose, Karen's interest is for BTO to participate in Bride and Groom Wedding Planner bridal Show in August/04 also advertise in the planner	As a result Karen has offer the BTO a package for \$600.00 to include the booth and one page ad in the Planner	Karen to send a list of exhibitors from bridal show that we can course reference status of show.	Sabrina	4/19/2004
Sandrine's Bridal Affair	Met with Cindy Moode owner, interested in do destination in The Bahamas.	Agreed to participate in Build a Partnership seminar	Send information on seminar and a list of Consultants also information on BBA	sabrina	pending
SEMINARS					
International Travel Partners Conference - Grand Bahama Island	Weddings and Honeymoons had several appointments	As a result Carla Stratton from Happy Vacations, has asked that we arrange a vertical markets fam for her agents.	To discuss with vertical market staff	Sabrina	pending

[illegible]