

U.S. Department of Justice

Washington, DC 20530

Supplemental Statement

Pursuant to the Foreign Agents Registration Act of 1938, as amended

For 6 Month Period Ending June 30, 2020
(Insert date)

I - REGISTRANT

1. (a) Name of Registrant (b) Registration Number
BAHAMAS MINISTRY OF TOURISM 2310

(c) Primary Business Address
#1 P AY STREET
P.O. BOX N-3701
NASSAU BAHAMAS

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

- (a) If an individual:
 - (1) Residence address(es) 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.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSES TO ITEMS 3, 4, 5, AND 6.

3. If the registrant previously filed an Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period. Yes No

If yes, has the registrant filed an updated Exhibit C? Yes No

If no, please file the updated Exhibit C.

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, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) 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
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(b) 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 Ceased
KARA MANOUZI	REGIONAL MANAGER	01/15/2020
LEONARD STUART	District Manager	02/03/2020
Valery Brown-Alice	Senior Director	04/30/2020

5. (a) Has any person named in Item 4(a) rendered services directly in furtherance of the interests of any foreign principal?

Yes No

If yes, identify each such person and describe the service rendered.

Name	Foreign Principal(s) Represented	Services
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(b) During this 6 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

Name	Residence Address	Citizenship	Position	Date Assumed
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(c) Have any employees 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
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(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
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6. Have short form registration statements been previously filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement or submitted with this filing? Yes No

If no, list names of persons who have not previously filed the required statement or are not submitting a short form with this filing.

II - FOREIGN PRINCIPAL

7. Has the registrant's connection with any foreign principal(s) ended during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Has the registrant added any new foreign principal(s)² during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Foreign Principal

Date Added

9. In addition to those named in Items 7 and 8, if any, list the foreign principal(s) whom the registrant continued to represent during the 6 month reporting period.

10. (a) Has the registrant filed Exhibits A and B for the newly added foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes No N/A

Exhibit B⁴ Yes No N/A

If no, please file the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal(s) whom the registrant represented during this 6 month period? Yes No

If yes, has the registrant filed an amendment to these exhibits? Yes No

If no, please file 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 NSD-3, sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4, 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, has the registrant engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

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

Foreign Principal	Activities/Services
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12. During this 6 month reporting period, has the registrant, on behalf of any foreign principal, engaged in political activity⁵ as defined below? Yes No

If yes, identify each 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, social media, internet postings, or media broadcasts, give details as to dates, places of delivery, names of speakers and subject matter. The response must include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

Set forth below a general description of the registrant's political activities.

Set forth below in the required detail the registrant's political activities.

Foreign Principal	Date	Contact	Method	Purpose
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13. In addition to the above described activities, if any, has the registrant engaged in activity or rendered any services on its own behalf which benefits the registrant's foreign principal(s)? Yes No

If yes, describe fully.

Foreign Principal	Activities/Services
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⁵ "Political activity," as defined in Section 1(o) of the Act, 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 of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) **RECEIPTS-MONIES**

During this 6 month reporting period, has the registrant received from any foreign principal named in Items 7, 8, or 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, please explain why no monies were received.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

Foreign Principal	Date Received	From Whom	Purpose	Amount	Subtotal
BAHAMAS MINISTRY OF TOURISM	JANUARY	BAHAMAS MINISTRY	OPERATING EXPENSES	4,000,000.	4,000,000.
	FEBRUARY	OF TOURISM US		2,000,000	2,000,000
	MARCH	DEPOSITS		6,000,000	6,000,000
	APRIL			1,500,000	1,500,000
	MAY			500,000	500,000
	JUNE			5,000,000	5,000,000
					19,000,000.00
					Total

(b) **RECEIPTS - FUNDRAISING CAMPAIGN**

During this 6 month reporting period, has the registrant received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

If yes, has the registrant previously filed an Exhibit D⁸ to its registration? Yes No

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

If no, please file the required Exhibit D.

(c) **RECEIPTS-THINGS OF VALUE**

During this 6 month reporting period, has the registrant received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 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:

Foreign Principal	Date Received	From Whom	Purpose	Thing of Value
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^{6, 7} A registrant is required to file an Exhibit D if he/she collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising 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 fundraising 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, has the registrant disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement or transmitted monies to any such foreign principal? Yes No

If no, explain why no disbursements were made.

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.

Foreign Principal	Date	Recipient	Purpose	Amount	Subtotal
BAHAMAS MINISTRY OF TOURISM	JAN-JUNE 2020		GENERAL DISBURSEMENTS SEE ATACHED REPORT		21,007,320. 35

21,007,320.35

Total

(b) DISBURSEMENTS-THINGS OF VALUE

During this 6 month reporting period, has the registrant 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, or 9 of this statement?

Yes No

If yes, furnish the following information:

Foreign Principal	Date	Recipient	Purpose	Thing of Value
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(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS

During this 6 month reporting period, has the registrant (or any short form registrant) from its own funds and on its 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	Donor	Political Organization/Candidate	Method	Amount/Thing of Value
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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. (a) During this 6 month reporting period, has the registrant prepared, disseminated or caused to be disseminated any informational materials?¹² Yes No

(b) If yes, identify each such foreign principal for which informational materials were disseminated and respond to the remaining items in this section.

BAHAMAS MINISTRY OF TOURISM

17. During this 6 month reporting period, has a budget been established or specified sum of money allocated to finance the registrant's activities in preparing or disseminating informational materials? Yes No

If yes, identify each such foreign principal, and specify the period of time and the amount.

Foreign Principal	Period of Time	Amount
BAHAMAS MINISTRY OF TOURISM	JAN-JUN 2020	SEE ATTACHED DISBURSEMENT REPORT

18. During this 6 month reporting period, has the registrant's activities in preparing, disseminating or causing the dissemination of informational materials included the use of any of the following:

- Magazine or newspaper
 Advertising campaigns
 Press releases
 Pamphlets or other publications
 Lectures or speeches
 Radio or TV broadcasts
 Motion picture films
 Letters or telegrams
 Email
 Website URL(s): BAHAMAS.COM
 Social media websites URL(s): FACEBOOK.COM/TRAVELBAHAMAS; TWITTER.COM/VISITTHEBAHAMAS
 Other (specify) PINTEREST.COM/THEBAHAMAS, YOUTUBE.COM/VISITTHEBAHAMAS

19. During this 6 month reporting period, has the registrant prepared, disseminated, or caused to be disseminated informational materials among any of the following groups:

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

20. Indicate the language used in the informational materials:

- English
 Other (specify) _____

21. Has the registrant filed with the FARA Unit, U.S. Department of Justice a copy of each item of such informational materials prepared, disseminated or caused to be disseminated during this 6 month reporting period? Yes No

If no, please file the required informational materials.

22. Has the registrant labeled each item of such informational materials with the statement required by Section 4(b) of the Act?

- Yes No

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, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date	Printed Name	Signature ¹³	
September 16, 202	Rosamon L. Gomez	/s/ Rosamon L. Gomez	eSigned
_____	_____	<input type="button" value="Sign"/>	_____
_____	_____	<input type="button" value="Sign"/>	_____
_____	_____	<input type="button" value="Sign"/>	_____

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.

DEPARTMENT OF JUSTICE REPORT – COMMUNICATIONS DEPARTMENT JANUARY – JUNE 2020

POVS

Vetted and assisted with responses for the following press opportunities:

- + *TTG Luxury, April Hutchinson*
- + *Miami Herald, Jacqueline Charles*
- + *AmsleBrun, Amelia Le Brun*
- + *Magnificent World, Cameron Kennedy*
- + *Islands, Donna Heiderstadt*
- + *Culture Trip, Wendy Kalison*
- + *CBS 46 News, Chivvaun Smith*
- + *The World of Yachts, Gregory Bonin de Passarro*
- + *Woman Word, Rocio Pastor*
- + *The Discovery Channel, Lexi Wilson*
- + *Travel and Tell All, Debbie Lilly*
- + *Outside Pursuits, Jass Jabines*
- + *Auburn Lane, Erin Silver*
- + *What I Learned Is, Stephanie Ambarsumyan*
- + *Little Kid Big City, Beth Beckman*
- + *Blogionista, Dominique Dawson*
- + *Sea Greene, Cameron Greene*

ALWAYSON

Shared new developments, story ideas and timely offers with media contacts for a variety of opportunities throughout the month:

ISSUES MANAGEMENT

Provided counsel and crisis management support:

+ Continued to monitor for and provide counsel and statements on Coronavirus and The Exumas Boating Incident

+

Shared information and images for upcoming stories on The Bahamas:

+ *The Points Guy* + *Travel + Leisure* + *Southern Boating*

COVID-19 CRISIS COMMUNICATIONS

ONGOING

As the COVID-19 Pandemic continues to evolve, the team has focused their efforts on providing ongoing counsel, monitoring and crisis support. The team continues to look past the pandemic and has begun to ideate activations to keep The Bahamas top-of-mind as consumers plan their post-Coronavirus travel.

Activities included:

+ Regularly updating statements and talking points based on new government regulations

- + Drafting travel partners letter
- + Updating Public Health Crisis Manual
- + Drafting cruise line suspension statement
- + Drafting copy for updated call center message
- + Drafting copy for The Bahamas' social pages
- + Distributing The Ministry of Foreign Affairs' update globally
- + Liaising with WS corporate crisis team as appropriate

- + Reviewing media inquiries and providing recommendation for appropriate action from BMOTA
- + Monitoring travel news coverage to identify any Bahamas coverage around COVID-19 response

Minister's interview with **WPEC-TV (Viewership: 31,801; UVPM: 221,617)** touts The Bahamas' remarkably low COVID-19 numbers while wonderfully positioning the country as a must-visit destinations for Floridians as the country reopens.

- **The Miami Herald (Circ: 495,166; UVPM: 1,365,750)** includes The Bahamas' phased reopening in the article titled, '*Sun, surf and COVID-19. Jamaica, Bahamas start to welcome back tourists, nationals*'. The piece notes what consumers can expect whether they are traveling during Phase 1 or 2 of The Bahamas' reopening.
- **The Miami Herald (Circ: 1,365,750)** provides updates to Phase 2 of The Bahamas' Tourism Readiness & Recovery Plan. The story notes that all travelers are now required to present a negative COVID-19 RT-PCR test and electronic health visa for entry into The Bahamas.
- **Travel Agent Central (UVPM: 83,778)** notes that The Bahamas is carefully monitoring the COVID-19 pandemic and is adjusting testing requirements to keep its residents and visitors safe. The story also includes resumed airlift to Nassau Paradise Island and the Out Islands and what arrival to airports and seaports will look like upon reopening.
- **Travel Market Report (UVPM: 101,029)** highlights the latest testing and entry requirements for travel into The Bahamas beginning July 1. The piece goes on to outline what will be open to visitors and resumed airlift by major carriers to Nassau Paradise Island and the Out Islands.
- **Travel Pulse (UVPM: 249,475)** shares The Bahamas' Tourism Readiness & Recovery Plan, put in place to best ensure the health and safety of locals and visitors. The piece includes the details of Phases 1 and 2 of the reopening plan and new protocols for traveling into The Bahamas.
- **Travel Age West (UVPM: 17,124)** outlines The Bahamas' phased reopening plan, noting the opening dates for boaters, yachters and private aviation followed by international travel. The story includes quotes from DDG emphasizing the importance of a safe reopening.
- **Travel Pulse (UVPM: 249,475)** shares The Bahamas' phased reopening announcement and details the guidelines and policies set by the Tourism Readiness & Recovery Committee. The piece notes that the Bahamian government and health officials will continue to monitor COVID-19 developments and adjust plans accordingly.
- **Recommend (UVPM: 5,283)** highlights details of The Bahamas' Phase 2 reopening beginning July 1. The story notes the need for travelers to present a negative COVID-19 test and submit an electronic health visa.
- The Bahamas' reopening strategy is outlined on **Time Out (UVPM: 4,383,000)**. The story notes what travelers can expect upon arrival in The Bahamas and resuming Southwest and American Airlines airlift beginning in July.
- **Narcity (UVPM: 1,739,571)** features news of The Bahamas' reopening on July 1 to international travelers. The story notes new protocols travelers will see in hotels and restaurants to ensure the health and safety of citizens, residents and visitors.
- **Narcity (UVPM: 1,739,571)** highlights The Bahamas updated entry requirements as it prepares for the July 1 reopening and Air Canada's resumed airlift to Nassau. The story notes the need for an electronic health visa and negative COVID-19 test for all travelers.
- The Bahamas' Tourism Readiness & Recovery Plan is highlighted on **Wherever Family (UVPM: 4,500)**. The piece notes the health and safety protocols The Bahamas is introducing in the wake of COVID-19, as well as its Clean & Pristine certification program.
- Grand Bahama Island FBO press trip attendee Curt Epstein shares The Bahamas new health protocols on **AIN Online (UVPM: 106,631)**. The piece notes that travelers will now need to present a negative COVID-19 RT-PCR test and file an electronic health visa for entry into The Bahamas.
- **Travel Daily Media (UVPM: 28,692)** features The Bahamas' reopening and includes guidelines for travel into the country. The story includes quotes from DG noting that the Ministry's top priority is the health and safety of all in The Bahamas.

- **CNBC (UVPM: 15,166,631)** includes The Bahamas in its roundup of countries open for summer travel. The piece notes that The Bahamas welcomed yachters and private aviation on June 15 and will open to international travel on July 1.
- **AFAR (UVPM: 340,982)** highlights the details of The Bahamas phased reopening. The piece notes that Cat Island, Long Island, Abaco and Andros resumed commercial activity on May 18 and international travel to all of The Bahamas will resume on July 1. The story links to The Bahamas' COVID -19 dashboard.
- **Conde Nast Traveler (UVPM: 925,425)** includes The Bahamas in a guide to reopenings across the Caribbean. The story notes that beginning July 1, "*all international visitors will be welcome as long as they can show negative COVID-19 results.*" The piece goes on to highlight hotels, villas and Airbnbs reopening with enhanced cleaning protocols and PPE requirements
- **The Points Guy (UVPM: 2,402,960)** highlights The Bahamas in its roundup of international destinations open to American tourists. The piece notes what visitors can expect upon arrival, including temperature checks, social distancing and PPE requirements.
- Long Island Unplugged press trip attendee James Barrett highlights The Bahamas' reopening plans on **Redbook (UVPM: 495,166)**. The piece notes the reopening date for international travel, the country's Healthy Traveler Campaign and other safety precautions visitors can expect upon arrival. Quotes from DG are also included within the story.
- The Bahamas is included in **AFAR's (UVPM: 340,982)** roundup of Caribbean islands reopening. The piece notes that, together with the Tourism Readiness & Recovery Committee, the Ministry of Tourism established a phased approach to reopening, inclusive of health and safety protocols at airports, seaports, hotels and restaurants.
- **Insider (UVPM: 6,660,148)** positions The Bahamas as a must-visit destination as the country reopens to international travelers on July 1. The inclusion notes the need for a travel health certificate and negative COVID-19 test for entry, as well as social distancing and PPE protocols.
- **People (UVPM: 6,990,000)** highlights the latest entry requirements for travel into The Bahamas ahead of the July 1 reopening. The piece notes that all travelers must present a negative COVID-19 RT-PCR test and submit an electronic health visa. The story links to Bahamas.com.
- **The Points Guy (UVPM: 2,402,960)** highlights The Bahamas' July 1 reopening in its guide of Caribbean reopenings. The piece includes what hotels will be open to visitors and what travelers can expect upon arrival, including temperature checks and social distancing.
- **Vogue (UVPM: 2,036,785)** includes The Bahamas in its roundup of international destinations open for summer travel. The inclusion notes that The Bahamas opens to international travelers on July 1. ○ The details of The Bahamas' reopening are outlined on **People (UVPM: 6,990,000)**. The piece includes quotes from DG and shares the change in protocols travelers will see when arriving at airports and seaports in The Bahamas.
- **Robb Report (UVPM: 431,116)** highlights The Bahamas' Tourism Readiness & Recovery Plan in a roundup of Caribbean islands opening to US travelers this summer. The piece notes the phased reopening, health and safety protocols and The Bahamas' Clean & Pristine certification program. ○ **CNN Travel (UVPM: 64,920,011)** includes The Bahamas' July 1 reopening in its roundup of Caribbean destinations reopening in time for summer beach vacations.
- **New York Post (UVPM: 21,921,887)** includes mention of The Bahamas' upcoming reopening in a guide to travel restrictions lifts across the globe. The inclusion encourages consumers to keep an eye on the headlines as more information comes out.
- **Inside Hook (UVPM: 556,583)** includes mention of the safety measures The Bahamas is putting in place to better ensure the health of its residents and visitors in the article titled, '*Where Are Popular Vacation Spots in the Caribbean and Mexico Reopening*'.
- The Bahamas' upcoming reopening is highlighted in the **Travel Pulse (UVPM: 249,475)** roundup of '*The Most Missed Hotels and Destinations Around The World*'. The story notes that The Bahamas will reopen to international commercial travel on July 1 while Atlantis is scheduled to reopen July 7.
- **Travel Pulse (UVPM: 249,475)** shares details of The Bahamas' Phase 2 reopening and notes that travelers will now be required to present a negative COVID-19 RT-PCR test and an electronic health visa to enter the country beginning July 1. It also includes a link to The Bahamas' Phase 2 infographic on Facebook.
- **Reuters (UVPM: 17,756,830)** notes The Bahamas' July 1 reopening in the article titled, '*Sea, sand and social distancing: Caribbean reopens to tourism*'

COVERAGE HIGHLIGHTS

TOURISM READINESS & RECOVERY PLAN

Minister's interview on **CNN International Quest Means Business** positioned The Bahamas as a leader in crisis preparedness as Minister spoke to The Bahamas' phased reopening plan to ensure the health and safety of citizens, residents and visitors. The interview also highlighted the importance of tourism, specifically the cruise industry, to The Bahamas' economy.

COVERAGE HIGHLIGHTS

TOURISM READINESS & RECOVERY PLAN

Travel + Leisure (UVPM: 2,395,366) features The Bahamas' phased reopening plan and the safety precautions that will be put in place at hotels, airports and more through the Tourism Readiness & Recovery Plan.

COVERAGE HIGHLIGHTS

TOURISM READINESS & RECOVERY PLAN

The story notes that yachts and private planes were welcomed back to The Bahamas on June 15 and all international travel into the country will resume on July 1.

SYNDICATED TO:

COVERAGE HIGHLIGHTS

TOURISM READINESS & RECOVERY PLAN

Fodor's Travel (UVPM: 603,788) highlights The Bahamas' phased reopening dates for boaters, yachters and private aviation, followed by international visitors. The piece directs consumers to Bahamas.com for the latest travel requirements and health protocols.

Americans Can't Go to Europe, So Which Countries Can You Travel To?

COVERAGE HIGHLIGHTS

TOURISM READINESS & RECOVERY PLAN

The Points Guy (UVPM: 2,402,960) details The Bahamas' five-phase plan to reopen the country to international travelers. From entry requirements to hotel reopenings and airlift resumption, the story serves as an all-encompassing guide for safely returning to The Bahamas.

COVERAGE HIGHLIGHTS

TOURISM READINESS & RECOVERY PLAN

Key Airlift Market

Minister's interview with **WPEC-TV (Viewership: 31,801; UVPM: 221,617)** touts The Bahamas' remarkably low COVID-19 numbers while wonderfully positioning the country as a must-visit destinations for Floridians as the country reopens.

MEDIA RELATIONS

Inquiries from Media

Anne Braly – Continued conversation with Freelance writer, Anne, who is looking at doing a story in Abaco for GoNomad.com.

Eileen Ogintz – Takingthekids.com.

Amber Gibson – Freelance journalist, Chicago

Michael Zufolo - Editor & Exec.Producer / Let's Travel! RadioTravel News Media

Doug Pike – Editor of the Doug Pike Show out of Houston Texas

Heidi Richards – Publisher WE Magazine for Women

Sue Collins – Editor, Lifestyle Publications, Atlanta, GA

Collen Kelly – Executive Producer/President/Host – Family Travel – PBS and Trip Sisters – Nat Geo/Travel +Leisure.

Peter Webley - Publisher of Caribbean Toay News Magazine and CaribbeanToday.com

Jennifer Auer – Publisher and Editor, Jersey Family Fun

Press Releases:

Media Placements:

Thank you Jeannie for sharing... this has been posted on our home page as a feature story: <https://wemagazineforwomen.com/the-bahamas-ministry-of-tourism-and-aviation-hosts-virtual-sales-programs-around-the-world/>

Jenn Quillen – Response to Press Release on Bahamas Tourism Re-Opening Plan
Jenn Quillen therebelchick@gmail.com Wed 6/3/2020 11:05 AM Jeannie R Gibson - Good morning, Jeannie! I am so happy to hear from you, I hope that everyone is safe and healthy during these trying times. I will be sharing this info a cross social this week! Can't wait to get back to the Bahamas!

Blog Post:

Pending Media Placements:

Journalists added to contact list include:

Bridgett Leslie – Freelance writer based in Sydney, Australia who is also a travel broadcaster with the Travel Writer's Radio Show. Referred Bridgett to General Manager PR and Executive Director Global Communications for discussion on partnership.

Molly Mitchell – I Heartmedia group, New York – spoke about working on radio promotion together. Referred to Katrice Moncur, PR executive responsible for NY.

Promotions/Projects:

BTO Plantation PR Team's Covid-19 Frontline Workers Appreciation Grand Getaway Giveaway Promotion

Continued working with BTO PR team on the above project to show appreciation and thanks to front-line Covid-19 workers - the employees of a major food store or restaurant chain in South Florida (Dade and Broward). The proposed Corporate Community outreach, expected to be launched immediately post Covid-19, to provide two members of the chosen company's staff, with a grand prize for four (a couple and two kids etc.) to Nassau, Bahamas to experience a period of relaxation and enjoyment.

Special assignment from MOT HR's Go Beyond Seminar series. Worked with team to create a presentation on a unique Eco-Tourism tour on one of our Family Islands, that can be activated, publicized and promoted in an enhanced manner. Team members included Ian Rodgers, London; Hilda James, Atlanta; Jaime Gibson, Nassau; Janet Cuffie, Toronto; Jackie Gibson, Eleuthera and Julia, Gay, Plantation, Florida.

The assignment included research and conferences to discuss and organize the presentation that was later given at one of the Go Beyond online conferences.

ONLINE MEETINGS:

June 2 - Director General address on re-opening of Tourism

June 4 – Presentation of MOT Go Beyond Teams

June 9 - PRSA Nine Brainstorming Techniques to Add Creativity Into Your PR

June 10 – AFAR Magazine weekly webinar

June 17 – The Psychology of The Return to Work webinar

June 23 - PR 101 Webinar: How To Effectively Communicate With Media and Consumers During Covid

June 23 - Leadership today issue of ethics

June 25 – AFAR Magazine weekly webinar

MEDIA RELATIONS - Inquiries from Media

Donna Mairs – Associate Publisher, Lifestyle Aventura Magazine
Lifestyle Magazine | South Florida Business & Wealth

Tampa Bay Business & Wealth, reached out to us to connect to discuss possible cross promotions etc. Meeting was postponed. Will connect upon return to office after Social Distancing order is lifted.

Jim Mullin – Publisher/Editor of Biscayne Times Magazine - Following Hurricane Dorian, Jim assisted us with a free full-page ad in his magazine, October, January, February and March. Reached out for us for an updated ad. The matter was turned over to Executive Director and Director A Miller.

Press Releases:

March 3/2020 – Arranged for the editing and dissemination of BIS Press Release: “Grand Lucayan Sold”

Release was sent to local media, and Caribbean media:

Response:

Wow! I can't wait to see what happens now that it's under new ownership.

Jessica Marinello

Another Adventure

(786) 351-2270

www.amotheradventure.com

PROMOTIONS/FAM TRIPS/CONFERENCES/

Online Conferences:

Bahamas Ministry of Tourism's, Coping Conversations: Engaging Work at Home.,

Tues, March 24th 11:00 am -12:30 pm

PRSA sponsored series of Webinars:

Wednesday March 25, 2020 1-2:30 pm- “External Communications During COVID-19”

Thursday March 26 1-2:30 pm – “Internal Communications During COVID-19

Friday March 27 1-2:30 pm - "Digital Communications During COVID-19"

New Media lists created:

Florida Media list extended and amended

Revised Media list – Travel and Tourism USA

Press Release Drafts & Media Pitches:

- Drafted Press Release – Islands of The Bahamas Dominated Virtual Palm Beach International Boat Show on June 13, More than 19,000 Persons Have Already Registered For The Show;
- Drafted content for the creation of the Bahamas Ambassador Program for Diving, Fishing and Boating markets;
- Drafted letters to boaters for the cancellation of the Bahamas MOTA's Boating Flings June – December 2020;
- Drafted content for inclusion on Bahamas.com and inclusion in Bahamas Virtual Booth at Palm Beach International Boat Show;
- Drafted content for Bahamas' participation and inclusion at ICAST Premier Fishing Show;
- Ongoing – continue media pitches to boaters and trade publishers for the June 15, opening of The Bahamas to international boaters and private pilots and for the country's opening to general travelers on July 1.

Other PR Activities & Participation (Webinar/Training):

- Conducted virtual interviews with industry partners for the Bahamas' participation at the Palm Beach International Boat Show and in preparation of country's June 15 opening, interviewed Peter Maury, President, Association of Bahamas Marinas (ABM); Joseph Darvage, Partner, Romora Bay Resort & Vice-President, ABM; Richard Treco, Sr. Manager, Verticals Market;
- Public Relations Society of America (PRSA) Virtual Seminar – Writing For The News – Associated Press' Revised Essential Writing Rules For PR, Post Covid19;
- PRSA Virtual Seminar – 9 Brainstorming Techniques to Add Creativity into Your PR;
- PR Webinar with Courtney Osgood, How To Effectively Communicate With Media & Consumers During Covid 19 Recovery;
- Meltwater Webinar – How Technology is Changing PR Industry;
- AFAR Media Webinar – Travel Industry Reopening, Past, Present & Future Roadmap to Recovery;
- American Travel Trends Virtual Forum – Recovery Marketing featuring Bahamas Deputy Director General of Tourism, Ellison Thompson;
- Expedia Virtual Seminar – Insights into the Impact on the Travel Markets, Using Data & Creativity to Inspire Travel in Covid 19;
- Ongoing – media monitoring of all national addresses made by the Prime Minister, COVID-19 updates as well as Tourism Readiness & Recovery

Committee's Presentation by Tourism Executives

- **Drafts of Press Releases, Pitches, Content Copy:**
 - Drafted Content Material for Weddings & Honeymoons market for tourismtoday.com;
 - Drafted content material for aviation market for Bahamas Pre-Clearance of Customs & Immigration;
 - Pitched Bahamas Success Story Following Dorian to Public Relations Society of America Executives for inclusion in its Global #PR Rocks Success Branded Stories Conference;

-
Data Development/Industry Networking:

The following media and industry professionals were added to our media database:

David Swanson, SATW, davidswansontravels@gmail.com;
Susan Kingston, skingston@legendsradio.com; ph: 561-469-6700;
Jennifer Hudson, jen@wethinkbeyond.com;
Geoffrey Peters, Bahamas@btconnect.com
Victoria Miklausich, victoriamiklausich@gmail.com;
Jeremy Katzman, j.katzman@nova.edu; jw@prdconline.com
Victor Aimi, vic@verb.company.com

Other PR Initiatives:

- Attended PRSA – Fort Lauderdale Chapter Monthly meeting, & joined Chapter Communications Board;

- Pitched Bahamas Brand Success Story and Director General of Tourism (Joy Jibrilu) As Top Female Leading Its Success, and for DG to share our success story and serve as Keynote speaker at Regional Conference at the Hard Rock Hotel, before hundreds of media professionals;
- Attended Meeting at Legends Radio in West Palm Beach with Susan Kingston, Sr. Account Manager, Legends Radio along with BTO-Sales Team (Betty Bethel, Tina Lee & Philia Shivers), Legends is interested in the Bahamas participating in joint promotions with its radio station, team also conducted a 20 minutes radio broadcast while at the station, reaffirming That The Bahamas is Open For Business;

- o Attended Carnival Corp. Cruise Lines Executive conference for Bahamas Media professionals in Miami, Feb. 11 & 12, 2020; provided analysis & synopsis report for Minister of Tourism and DG;
- o Facilitated media request from SATW Journalist, David Swanson, for two meeting publications (Corporate & Incentive Travel and Insurance & Financial Management featuring The Bahamas' Recovery Following Dorian. Interview conducted by George Brice, Nassau, PI Promotion Brd:
- o Facilitated Susan Roberts request for accommodations, attractions and recommendations for her group's (12 persons) travel to Abaco 3/2020;
- o Participated in (ongoing) conference calls with Bahamas Pre-Clearance Global Team and provided PR strategies for Launch plans for Bahamas Pre-Clearance Customs & Immigration Facilities at FBOs Banyan and Sheltair in Fort Lauderdale, initiative led by Greg Rolle, Vincent Vanderpool-Wallace, Andy Ingraham and US Customs & Border Patrol, no confirmed date established yet for launch;
- o Participate in (ongoing) conference calls with Sun n Fun executives; organized ad secured media opportunities and itineraries for Bahamas Team at Sun n Fun Intl. Conference March 2020;
- o Organized and secured media opportunities and business meetings for Minister's attendance at 2020 EAA AirVenture Osh Kosh, Conference in July 2020;
- o Participated in the following webinars and training:

PRSA Public Affairs & Government Sector Webinar – Communicating Effectively During COVID19, On the Frontline Case Studies & Best Practices;

Crisis Communications – Communicating in a Time of COVID19, Communications Strategy, Crisis, Reputation, Leadership & Management; PRSA Webinar;

Met with Geoffrey Peters, Publisher, Bahamas Destination Magazine (U.K.) who dropped off copies of his magazine;

- o
- o **PR Initiatives:**
The novel Corona virus pandemic has impacted the global travel and tourism industry hardest. As tourism is our number one industry, much of this time has been spent participating in daily webinars to keep abreast of global trends in the industry in the midst of Covid19, ascertain information on the crisis, monitor safety measures,

domestically in The Bahamas and in our key (US) feeder markets, learn best practices and techniques being used and formulating progressive PR strategies to mitigate its impact on tourism in The Bahamas and aide in the quickest recovery and rebound, once our destination re-opens.

Traditional hard selling of the destination is not recommended at this time. As such, aggressive PR initiatives, especially as the phases to the crisis shift, are vital. Among the immediate PR plans are to keep The Bahamas' destination in the forefront minds of visitors, by leveraging our relationships with the media, while controlling the narrative. Our on-going branded messages (story telling of our authentic soft assets) are designed to connect, empathize, invoke, inspire, engage and remind our loyal visitors of their previous stays with us, to dream of those amazing moments and when ready, accept our open invitation to our destination, that is safe, comfortable and close! The under lining tone of our messages – "Safety, we're all in this together" – and those dreams are what tomorrows are made up of.

Our content is designed to meet our visitors where they are (in this crisis phase) and topics will range from brand awareness, to educating visitors of our changes in safety and our readiness to welcome them. Some story angles I proposed are:

1. Exuma - Exploring its 365 Cays, One Day at A Time - Ideal for a One Year Sabbatical
2. The Enchanting Blues of The Exumas - And Its Unmatched Hues!
3. The Breathtaking View of The World's 8th Wonder - Eleuthera's Glass Window Bridge!
4. For Private Pilots - Flying To the Bahamas has Never Been Easier.
5. Indulging in the Unspoiled Beauty and Rustic Charm of The Bahamas' Out Islands.
6. There's Beauty, Charm, Peace and Safety in The Bahamas' Out Islands.
7. Wellness and Safety = Figuratively Better In The Bahamas.
8. BoatingSimply Better In The Bahamas.
9. Art Decor, Culture and Old World Charm - The Bahamas Way!
10. Meet, Eat and Be Merry - Unlimited Options in The Bahamas.

SPORTS/VERTICAL DEPARTMENT ACTIVITIES			
JAN – JUN 2020			
DATE	EVENT	LOCATION	STAFF ASSIGNED
Jan 10-12	Stuart Boat Show	Stuart, Florida	Vertical Team
Jan 17-21	San Diego Travel & Adventure Show	California	Deckrey Johnson/ P. Young
Feb 14-17	Los Angeles Travel & Adventure Show	California	A. Bethel/ D. Johnson
Mar 4-8	Houston Fishing Show	Houston, Texas	A. Bethel/ D. Johnson
13-Mar-20	Global Fly Fishing Webinar	Missouri	Deckrey Johnson
2-Apr-20	Top 5 Sales Skills	Virtual	Ahmad Williams
15-Apr-20	Solutions For Trade Show Webinar	Virtual	Ahmad Williams
29-Apr-20	The Changing Face of EPM Virtual	Virtual	Ahmad Williams
6-May-20	Sales Compensation Management	Virtual	Ahmad Williams
7-May-20	Pivot During Panic Webinar	Houston, Texas	Deckrey Johnson
13-May-20	Skyline Webinar	St. Paul Minnesota	D/ Johnson/R. Treco/D Ash
13-May-20	Houston Chronicle Back to Business	Virtual	Deckrey Johnson
13-May-20	The Best Ways to Promote Your Products	Webinar	Ahmad Williams
14-May-20	West Palm Beach Virtual Boat Show	WPB Florida	Vertical Team
May, 2020	Fly Fishing International Webinar	Ohio	Deckrey Johnson
21-May-20	WhatsApp & Instagram to Boost Business	Webinar/Florida	Ahmad Williams
28-May-20	Planning & Budgeting Using Excel	Webinar/Florida	Ahmad Williams
12-Jun-20	Ohio Fish & Wildlife Webinar	Ohio	Deckrey Johnson
30-Jun-20	How Predictive Planning Increases Clarity	Webinar/Florida	Ahmad Williams

WEDDING & HONEYMOON UNIT JANUARY – JUNE 2020
MICHELLE MIKULA SMITH

Date	Event	Activity	Consumer/Trade	Location
1/18-20/20	The Wedding Fair	Bridal Show	Consumer	Calgary
1/24-27/20	Great Bridal Expo	Bridal Show	Consumer	Boston
2/15/20	Great Bridal Expo	Bridal Show	Consumer	Ft. Lauderdale
5/20/20	Wedding Salon	Webinar	Consumer	Virtual
6/25/20	Caribbean Bride	Webinar	Trade	Virtual

SALES DEPARTMENT FLORIDA JANUARY-JUNE 2020
BETTY BETHEL-MOSS DIRECTOR

DATE	ACTIVITY	LOCATION	EVENT TYPE
Jan 10-12, 2020	Stuart Boat Show	Stuart, FL	Consumer
Jan 13- Feb, 2020	Sawgrass Mall Promotion	Ft. Lauderdale, FL	Consumer
Jan 18, 2020.	Unique Travel Expo	West Palm Beach, FL	Trade
Jan 21-24, 2020	CHTA Market Place	Nassau	Trade
Jan 23-26, 2020	Art Ft. Lauderdale	Ft. Lauderdale, FL	Consumer
Jan 27-28, 2020	Vacation Express Show	Miami, FL	Trade
Jan 28-29, 2020	Snow Bird Extravaganza	Lakeland, FL	Consumer
Jan 29-30, 2020	Vacation Express Show	FLL/WPB FL	Trade
Feb 10-11, 2020	Peninsula Show	Tampa & Orlando, FL	Trade
Feb 17, 2020.	Preferred Travel of Naples Annual Travel Show	Naples, FL	Trade
Feb 21-23, 2020	Food Network & Cooking Channel South Beach Wine & Food Festival	Miami, FL	Consumer
March 31, 2020.	Simpleview Destination Management System presentation	Virtual	Trade
April 8, 2020.	TripAdvisor Webinar	Virtual	Trade
April 16, 2020.	Caradonna live stream on facebook from Stuart's Cove in Nassau	Virtual	Consumer
April 27, 2020.	Skift Summit	Virtual	Trade
April 28, 2020.	CTO One Caribbean Travel Weekly Podcast	Virtual	Trade
May 6, 2020.	ASTA South Florida Chapter Webinar	Virtual	Trade
May 14, 2020.	AFAR Webinar	Virtual	Trade
May 14, 2020.	ASTA Webinar	Virtual	Trade
May 14, 2020.	Sandals Webinar	Virtual	Trade
May 7, 2020.	Zoom Interview w/ Cruise Planner Jeff Page	Virtual	Trade
May 18, 2020.	Travel Weekly Webinar	Virtual	Trade
May 20, 2020.	Vacation Express Webinar	Virtual	Trade
May 27, 2020.	Social Media Facebook Live Chat w/ The Out-Island Promo Board	Virtual	Consumer
May 29, 2020.	Vacation Express Webinar on The Bahamas	Virtual	Trade
June 10, 2020.	Nassau/Paradise Island webinar	Virtual	Trade
June 17, 2020.	Grand Bahama Island Webinar	Virtual	Trade
June 18, 2020.	Caribbean Hotel & Tourism Association Webinar	Virtual	Trade
June 20, 2020.	Out Islands Webinar	Virtual	Trade

HOUSTON BTO JANUARY-JUNE 2020		PRESCOTT YOUNG	AREA MANAGER
Date	Activity	Staff Assigned	Location
Jan 18-19/20	Travel & Adventure Show	P. Young/ Deckrey Johnson	San Diego, CA
Feb 11/20	United Inaugural Flight Event	Prescott Young/Dupree Smith	Denver, CO
March 16/20	Area Managers Conference Call	Prescott Young	Virtual Meeting
March 18/20	Tour Operators Conference Call	Prescott Young	Virtual Meeting
March 23/20	Travel Trade Partners Conference Call	Dupree Smith	Virtual Meeting
March 26/20	Agent 360 Focus Group Meeting	Dupree Smith	Virtual Meeting
March 27/20	Teleconference with Joyce Johnson	Deckrey Johnson	Virtual Meeting
March 29/20	Teleconference with BOIPB Members	Deckrey Johnson	Virtual Meeting
March 30/20	Developed Sales Calls Patterns for Southwest	Anishka Dean	Austin/Dallas TX
March 31/20	Updated Social Media Pages	Anishka Dean	Houston/Dallas/Austin
April 6/20	Teleconference on Bahamas Stats Update	P. Young/Deckrey Johnson	Virtual Meeting
April 15/20	Participated in Trip Advisor Webinar	Prescott Young/Dupree Smith	Virtual Meeting
April 16/20	Hosted Meeting with National Trade Group	Dupree Smith	Virtual Meeting
April 20/20	Hosted Monthly Social Media Meeting	Dupree Smith	Virtual Meeting
April 22/20	Participated in Research & Stats Presentation	P. Young/Deckrey Johnson	Virtual Meeting
April 23/20	Participated in Virtual Technology Training	Deckrey Johnson	Virtual Meeting
April 27/20	Participated in ALTOUR Teleconference	Anishka Dean	Virtual Meeting
April 28/20	Participated in Groups Dept Budget Review	Anishka Dean	Virtual Meeting
May 1/20	Hosted Business Development Plan Meeting	P. Young/Deckrey Johnson	Virtual Meeting
May 5/20	Participated in Social Media Best Practices	Prescott Young/Anishka dean	Virtual Meeting
May 7/20	Hosted BTO/Linked In Meeting	Anishka Dean	Virtual Meeting
May 8/20	Participated in ALG Webinar	Prescott Young/Dupree Smith	Virtual Meeting
May 11/20	Participated in Travel Leaders Teleconference	Dupree Smith	Virtual Meeting
May 18/20	Held National Trade Focus Group Meeting	Dupree Smith	Virtual Meeting
May 25/20	Participated in Teleconference with Joyce Johnson	Deckrey Johnson	Virtual Meeting
May 26/20	Participated in Virtual Technology Training	Deckrey Johnson	Virtual Meeting
May 27/20	Presented Business Development Plan	Deckrey Johnson/Anishka Dean	Virtual Meeting
May 27/20	Presented Business Development Plan	Prescott Young	Virtual Meeting
May 28/20	Submitted Update on Internal Database	Anishka Dean	Virtual Meeting
May 29/20	Participated in Bahamas Travel Partners Forum	Prescott Young/Dupree Smith	Virtual Meeting
June 3/20	Hosted Meeting with Pleasant Holidays	Prescott Young	Virtual Meeting
June 8/20	Participated in Management Appraisal Workshop	Prescott Young	Virtual Meeting
June 11/20	Teleconference with Signature Vacations	Dupree Smith	Virtual Meeting
June 11/20	Teleconference with Costco Travel	Prescott Young	Virtual Meeting
June 15/20	Hosted a Meeting with The Houston Chronicle	Deckrey Johnson	Virtual Meeting
June 15/20	Participated in Vertical Markets Meeting	Deckrey Johnson	Virtual Meeting
June 15/20	Hosted a Webinar with ALTOURS	Anishka Dean	Virtual Meeting

Date	Activity	Staff Assigned	Location
June 17/20	Participated in BTO Florida Webinar on GBI	Prescott Young/Anishka Dean	Virtual Meeting
June 19/20	Hosted FB Live Chat with Ocean West Owner	Anishka Dean	Virtual Meeting
June 25/20	Participated in E-mail Marketing Exercise	Anishka Dean	Virtual Meeting
June 29/20	Held Meeting to Discuss Virtual FAM Concept	Dupree Smith	Virtual Meeting
June 30/20	Participated in the American Travel Forum	Prescott Young/Dupree Smith	Virtual Meeting

ATLANTA BTO JANUARY – JUNE 2020 GARBRIELLE ARCHER AREA MANAGER

EVENT DATE	Activity	Location	BTO Rep.	Type of Event
1/10-12/20	Travel and Adventure Show	Boston, MA	GA	Consumer
1/24-26/20	Vacation Express Trade Shows	Atlanta, GA	GA, PF, NW, CS	Travel Trade
1/13/20	ATL Staff bi-weekly Meetings	Atlanta, GA	GA, PF, HJ, NW, CS	Meeting
1/14/20	Sales Calls	Atlanta, GA	NW	Trade
1/21-23/20	Mann Travels Show	Charlotte, NC	GA, PF	Consumer
1/22/20	Monthly Webinar	Atlanta, GA	NW	Travel Trade
1/27/20	ATL Staff bi-weekly Meetings	Atlanta, GA	GA, PF, HJ, NW, CS	Meeting
2/7/20	Lunch with Royal Caribbean Rep	Atlanta, GA	GA	Travel
2/10/20	ATL Staff bi-weekly Meetings	Atlanta, GA	GA, PF, HJ, NW, CS	Meeting
2/11-13/20	ASTA Alabama	Hoover, AL	GA, PF	Travel Trade
2/18/20	Sales Calls	Atlanta, GA	NW	Travel Trade
2/19/20	#Way2GoWednesdayWebinar	Atlanta, GA	NW	Trade Webinar
2/21/20	Miss Universe Bahamas 2015 Reunion Meeting	Atlanta, GA	CS	Teleconference
2/24/20	ATL Staff bi-weekly Meetings	Atlanta, GA	GA, PF, HJ, NW, CS	Meeting
7/29/19	#Way2GoWednesdayWebinar	Atlanta, GA	NW	Trade Webinar
2/24-28/20	Peninsula Road Shows	GA, NC, SC	GA, PF, CS	Travel Trade
2/29-3/1 /20	Travel and Adventure Show	Atlanta, GA	GA, PF, NW, CS	Consumer
3/3/20	Call with Cameraman from CBS46	Atlanta, GA	CS	Teleconference
3/5/20	Conference Call with Atlanta Braves	Atlanta, GA	GA	Teleconference
3/9/20	ATL Staff bi-weekly Meetings	Atlanta, GA	GA, PF, HJ, NW, CS	Meeting
3/18/20	#Way2GoWednesdayWebinar	Atlanta, GA	NW	Trade Webinar
3/23/20	ATL Staff bi-weekly Meetings	Atlanta, GA	GA, PF, HJ, NW, CS	Meeting
3/31/20	Various MOT Meetings	Atlanta, GA	GA	Teleconference
4/1/20	BTO ATL Marketing Plans	Atlanta ,GA	NW, CS	Meeting
4/2/20	BTO/BOIPB Meeting	Atlanta, GA	GA	Teleconference
4/6/20	ATL Staff weekly Meetings	Atlanta, GA	GA, PF, HJ, NW, CS	Teleconference
4/13/20	GA Hollywood Review Meeting	Atlanta, GA	GA,CS	Teleconference
4/16/20	Tidbits of Technology Sharepoint & One Drive	Atlanta, GA	GA, PF, HJ	IT Training Session
4/20/20	ATL Staff weekly Meetings	Atlanta, GA	GA, PF, HJ, NW, CS	Teleconference
4/22/20	#Way2GoWednesdayWebinar	Atlanta ,GA	NW	Trade Webinar
4/23/20	Virtual Wellness Session - Mental Health	Atlanta, GA	GA, PF, HJ	Staff Webinar
4/24/20	Tidbits of Technology Microsoft Planner	Atlanta, GA	GA, PF, HJ	IT Training Session
4/27/20	ATL Staff weekly Meetings	Atlanta, GA	GA, PF, HJ, NW, CS	Teleconference

EVENT DATE	Activity	Location	BTO Rep.	Type of Event
5/1/20	Recording for Travel & Adventure Webinar	Atlanta, GA	GA	Staff Webinar
5/4/20	ATL Staff weekly Meetings	Atlanta, GA	GA, PF, HJ, NW, CS	Teleconference
5/8/20	GBI Powerpoint Review	Atlanta, GA	GA	Staff Webinar
5/11/20	ATL Staff weekly Meetings	Atlanta, GA	GA, PF, HJ, NW, CS	Teleconference
5/12/20	Bahamas Out Islands Webinar	Atlanta, GA	GA	Staff Webinar
5/13/20	Facebook Live Interview	Atlanta, GA	CS	Trade /Consumer
5/19/20	Coping Conversations Webinar	Atlanta, GA	GA, PF, HJ, NW, CS	Staff Webinar
5/18/20	ATL Staff weekly Meetings	Atlanta, GA	GA, PF, HJ, NW, CS	Teleconference
5/20/20	#Way2GoWednesdayWebinar	Atlanta, GA	NW	Trade Webinar
5/20/20	Facebook Live Interview	Atlanta, GA	CS	Trade /Consumer
5/26/20	ATL Staff weekly Meetings	Atlanta, GA	GA, PF, HJ, NW, CS	Teleconference
5/27/20	GBI Webinar	Atlanta, GA	CS	Trade Webinar
5/28/20	Webinar with USA Partners	Atlanta, GA	GA	Travel Trade
5/29/20	Wind Down Friday Staff Call	Atlanta, GA	GA,NW	Staff Webinar
6/1/20	ATL Staff weekly Meetings	Atlanta, GA	GA, PF, HJ, NW, CS	Teleconference
6/3/20	Go Beyond Presentations	Atlanta, GA	GA, PF, HJ, NW, CS	Staff Webinar
6/8/20	ATL Staff weekly Meetings	Atlanta, GA	GA, PF, HJ, NW, CS	Teleconference
6/9/20	Virtual Sales calls	Atlanta, GA	NW	Travel Trade
6/10/20	Meeting with AAV Rep	Atlanta, GA	GA, CS	Teleconference
6/10/20	Out Islands Webinar	Atlanta, GA	CS	Trade Webinar
6/11/20	CHTA Webinar	Atlanta, GA	GA	Trade Webinar
6/15/20	ATL Staff weekly Meetings	Atlanta, GA	GA, PF, HJ, NW, CS	Teleconference
6/19/20	Sandals Webinar	Atlanta, GA	GA, CS	Trade Webinar
6/22/20	ATL Staff weekly Meetings	Atlanta, GA	GA, PF, HJ, NW, CS	Teleconference
6/23/20	Virtual Sales calls	Atlanta ,GA	NW	Travel Trade
6/24/20	#Way2GoWednesdayWebinar	Atlanta, GA	NW	Trade Webinar
6/26/20	Wind Down Friday Staff Call	Atlanta, GA	GA, PF, CS, HJ	Staff Webinar
6/27/20	Travel Trends Webinar	Atlanta, GA	GA	Trade Webinar
6/29/20	ATL Staff weekly Meetings	Atlanta, GA	GA, PF, HJ, NW, CS	Teleconference

GA Garbrielle Archer - Area Manager
PF Phelan Ferguson - Senior Manager
HJ Hilda James - Assistant Manager
NW Nicholas Wisdom - Marketing Rep.
CS Chivvaun Smith - Marketing Rep

Bahamas Tourist Office – New York Activity Calendar, January - June 2020

DATE	ACTIVITY	LOCATION	TRADE/CONSUMER
January 2020	Weekly Conference Calls with BTO-NY (Northeastern USA) Team M. Moss, C. Bethell, V. Sands, E. Smith, D. Watson-Dean & J. Rodgers	Manhattan, NY	Planning Meeting
01/06/20	PTANA MD Chapter Board Meeting - D. Watson-Dean	Linthicum, MD	Trade Meeting
01/08/20	Conference Call with BMOTA Executives & Sr. Sales Team Leaders --FL, GA, NY, TX, Bah. - M. Moss	Plantation, FL	Planning Meeting
01/11/20 – 01/12/20	Travel & Adventure Show - V. Sands & C. Bethell	Boston, MA	Consumer Event
01/13/20	Vacation Express Trade Show - D. Watson-Dean	Tysons Corner, VA	Trade Event
01/14/20	Assisted Saun Lightbourne with logistics for his group/birthday trip to Freeport, Grand Bahama - V. Sands	Manhattan, NY	Consumer
01/14/20	Flight Centre Monthly Conference Call -M. Moss	Montvale, NJ	Trade Meeting
01/15/20	Sales Social Media E-blast - V. Sands	Manhattan, NY	Trade/Social Media
01/15/20	Sales Calls & in-agency Presentation - D. Watson-Dean	Richmond, VA	Trade Meetings
01/15/20	Vacation Express Trade Show - D. Watson-Dean	Richmond, VA	Trade Event
01/16/20	Sales Calls – NJ - V. Sands	NJ	Trade Meetings
01/16/20	Sales Calls & in-agency Presentation - D. Watson-Dean	Norfolk, VA	Trade Meetings
01/16/20	Vacation Express Trade Show - D. Watson-Dean	Norfolk, VA	Trade Event
01/16/20	Bonnair Marketing GBMOT Review - M. Moss	Freeport, Bah.	Trade Meeting
01/17/20	Sales Calls & in-agency Presentation - D. Watson-Dean	Newport News & Midlothian, VA	Trade Meetings
01/21/20 – 02/25/20	Press Conference, Executive Meetings with NBA Players Union J. Rodgers	Nassau, Bah.	Sports Meetings
01/22/20	Sales Social Media Meeting & weekly posts - V. Sands & C. Bethell	Manhattan, NY	Trade/Social Media
01/24/20 – 01/25/20	Caribbean Hotel & Travel Association Post-Fam with Elliot Shorts - ALG & BTO-UK Media Group - M. Moss	Freeport, Bah.	Trade/Media Events
01/24/20 – 01/26/20	AAA Pittsburgh Travel Showcase - V. Sands & D. Watson-Dean	Pittsburgh, PA	Consumer Event
01/24/20 – 01/26/20	NY Times Travel Show - C. Bethell & E. Smith	Manhattan, NY	Trade/Consumer Event
01/29/20	Sales Calls with John Raiche -Pleasant Holidays - V. Sands	NJ	Trade Meetings
01/30/20	Organized site visits in Nassau for Cindy Morin -See Mor'n Travel V. Sands	Manhattan, NY	Trade
Jan-2020	Ongoing assistance with Kristen Bell -Brandon Hall School Group trip to Nassau D. Watson-Dean	Upper Marlborough, MD	Groups Meetings
Jan-2020	Ongoing assistance with Pastor Jenkins, Rhonda Green & team - First Baptist Church of Glenarden Group trip to Nassau D. Watson-Dean & J. Rodgers	Upper Marlborough, MD	Trade Meetings

Jan-2020	Ongoing assistance with NBA Players Union re: Allstar Weekend trip to Nassau - J. Rodgers	North Bergen, NJ	Sports Meetings
Jan-2020	Conference Calls with BD Global re: multiple sporting initiatives J. Rodgers	North Bergen, NJ	Sports Meetings
February 2020	Weekly Conference Calls with BTO-NY (Northeastern USA) Team	Manhattan, NY	Planning Meeting
02/03/20	PTANA MD Chapter Board Meeting - D. Watson-Dean	Linthicum, MD	Trade Meeting
02/03/20 – 02/07/20	Ongoing assistance with NBA Players Association re: Allstar Weekend trip to Nassau - J. Rodgers	North Bergen, NJ	Sports Meetings
02/07/20 – 02/08/20	CCRA Power Solutions National Travel Trade Show D. Watson-Dean	Oxon Hill, MD	Trade Event
02/11/20	Flight Centre Monthly Conference Call - M. Moss	Montvale, NJ	Trade Meeting
02/13/20	Tambourine Creative Presentation - NY TEAM	Plantation, FL	Marketing Meeting
02/18/20	B.C. Hilton & Pleasant Holidays Dinner Presentation D. Watson-Dean	Atlantic City, NJ	Trade Event
02/20/20	Grand Hyatt Baha Mar Presentation/Update – NY TEAM	Manhattan, NY	Trade Meeting
02/20/20	PTANA MD Chapter Monthly Meeting-D Watson-Dean	Linthicum, MD	Trade Meeting
02/20/20	One Hundred Black Men Gala - C. Bethell	Manhattan, NY	Consumer Event
02/24/20 – 02/28/20	Conference Calls with Paul Dillet re: World, Beauty, Fashion, Fitness Competition - J. Rodgers	North Bergen, NJ	Sports Meeting
02/24/20 – 02/28/20	Conference Calls with NBA Teams re: Bahamas Training Camp J. Rodgers	North Bergen, NJ	Sports Meeting
02/26/20	Flight Centre Meeting with Daniela Buchwald & Kerry Alford M. Moss	Montvale, NJ	Trade Meeting
02/26/20 – 02/28/20	BTO-NY (Northeastern USA) Team Meetings with Executive Dir. Bridgette King – NY TEAM	Manhattan, NY	Planning Meeting
02/27/20	Skal NY Chapter Meeting & Panel Discussion – NY TEAM	Manhattan, NY	Planning Meeting
02/28/20	Bar Association of America Meeting - J. Rodgers	Manhattan, NY	Groups Meeting
02/29/20 – 03/01/20	Newsday AAA Travel Expo -C. Bethell & E. Smith	Uniondale, NY	Consumer Event
Feb-2020	Ongoing assistance with Pastor Jenkins, Rhonda Green & team - First Baptist Church of Glenarden Group trip to Nassau D. Watson-Dean & J. Rodgers	Upper Marlborough, MD	Trade Meetings
Feb-2020	Ongoing Conference Calls with Joyce re: NCAA Track & Field Tournament in Freeport - J. Rodgers	North Bergen, NJ	Sports Meeting
Feb-2020	Sales Social Media Meeting & weekly posts - V. Sands & C. Bethell	Manhattan, NY	Trade/Social Media
Feb-2020	Assisted Sara Bliss -Town & Country (blogger), with logistics for her visit to Nassau & Eleuthera - C. Bethell	Manhattan, NY	Trade/Media

Feb-2020	Assisted Group from Sigma Pi Phi Fraternity with logistics for their visit to Nassau -C. Bethell	Manhattan, NY	Consumer
03/15/20	Meetings with George Washington University, NFL Players Assoc. Washington Redskins - J. Rodgers	Washington, DC	Sports Meetings
03/15/20	Meetings with Pastor Jenkins, American Osteopathic Society of Rheumatic Diseases - J. Rodgers	Washington, DC	Groups Meetings
03/17/20	Conference Call with Stella Tsitsipatis & Janet Cuffie-Sheppard D. Watson-Dean	Upper Marlborough, MD	Groups Meetings
03/17/20	Flight Centre Monthly Conference Call - M. Moss	Montvale, NJ	Trade Meeting
03/18/20	Conference Call with Kaitlin Paciullo -NJ Ballooning Festival V. Sands	North Bergen, NJ	Consumer Meeting
03/19/20	Conference Call with Jessica Bradford -Kamalame Cay - V. Sands	North Bergen, NJ	Consumer Meeting
03/20/20	BMOTA Coping Conversations Webinar Series V. Sands	(Nassau, Bah.)	HR Meetings
03/20/20	Conference Call with Sherry Hall -Apple Leisure Group - M. Moss	(Boston, MA)	Trade Meeting
03/23/20	Assisted with Bahamian recipes for webinar series - E. Smith	Manhattan, NY	Trade
03/23/20	Updates from NPIP to BMOTA Sr. Sales Team - M. Moss	Plantation, FL	Trade Meeting
03/23/20	Updates from GBITB to BMOTA Sr. Sales Team - M. Moss	Freeport, Bah.	Trade Meeting
03/23/20 – 03/27/20	Assisted with travel updates during the pandemic - E. Smith	Manhattan, NY	Trade/Consumer
03/23/20 – 03/27/20	Working on Diversity Groups Presentation - D. Watson-Dean	Upper Marlborough, MD	Planning
03/23/20 – 03/27/20	Working on 2020-2021 BTO-NY Marketing & Budget Plan M. Moss, C. Bethell & V. Sands	Manhattan, NY	Planning
03/24/20	BMOTA Coping Conversations/Engaging Work at Home Webinar Series - C. Bethell, V. Sands, E. Smith, D. Watson-Dean & M. Moss	(Nassau, Bah.)	HR Meetings
03/24/20	Updates from Lauren Callahan -Newsday AAA Travel Expo C. Bethell	Manhattan, NY	Consumer
03/25/20	Updates from Stephanie Schadler -Travel Impressions - C. Bethell	Manhattan, NY	Consumer
03/25/20	Conference call with Brooke Vergona -AAA northeast- C. Bethell	Manhattan, NY	Consumer
03/25/20	Conference Call with Caren Cotto -Travel & Adventure - V. Sands	North Bergen, NJ	Trade Meeting
03/26/20	Conference Call with Alice McCalla -Sandals - V. Sands	North Bergen, NJ	Trade Meeting
03/26/20	Facebook Groups & College Task Force Meeting - V. Sands	North Bergen, NJ	Planning Meeting
03/26/20	Assisted Patrice Stafford with redeeming prize certificate D. Watson-Dean	Upper Marlborough, MD	Consumer
03/26/20	Wedding International Professionals Assoc. Webinar- E. Smith	Manhattan, NY	Consumer
03/27/20	Conference Call with Bernice Cannings -BC Tours & Travel D. Watson-Dean	Upper Marlborough, MD	Trade Meeting
03/27/20	Conference Call with Dupree & Amanda Moffit -Travel Leader	(Houston, TX)	Trade Meeting

	M. Moss		
03/27/20	TravPro Mobile Platform Presentation to BTO-USA Sales Team M. Moss, C. Bethell & V. Sands	Manhattan, NY	Trade Meeting
03/27/20	Down Home Bahamian Wedding project - E. Smith	Manhattan, NY	Consumer
03/30/20	Sales Social Media Meeting- V. Sands & C. Bethell	Manhattan, NY	Trade/Social Media
03/30/20 – 03/31/20	Assisted with travel updates during the pandemic - E. Smith	Manhattan, NY	Trade/Consumer
03/30/20 – 04/03/20	Working on Diversity & S.M.E.R.F. Groups Bahamas.com updates D. Watson-Dean	Upper Marlborough, MD	Planning
03/31/20	Groups Dept. Meeting - D. Watson-Dean	Upper Marlborough, MD	Planning
03/31/20	BMOTA Coping Conversations Webinar Series C. Bethell, V. Sands, E. Smith & D. Watson-Dean	(Nassau, Bah.)	HR Meetings
03/31/20	Conference Call with Daxa Arora -Curia Systems - C. Bethell	Manhattan, NY	Trade Meeting
03/31/20	Conference Call with Adam McGregor -Melia - C. Bethell	Manhattan, NY	Trade Meeting
03/31/20	SimpleView CRM Platform Presentation - M. Moss & V. Sands	Manhattan, NY	Trade Meeting
03/31/20	Facebook Groups Task Force Meeting - V. Sands	North Bergen, NJ	Planning Meeting
03/31/20	Conference Call with BTO-USA Sr. Sales Team Leaders	Plantation, FL	Planning Meeting
Mar-2020	Ongoing assistance with Pastor Jenkins, Rhonda Green & team - First Baptist Church of Glenarden Group trip to Nassau cancelled D. Watson-Dean & J. Rodgers	Upper Marlborough, MD	Trade Meetings
Mar-2020	Conference Calls with BD Global re: multiple sporting initiatives J. Rodgers	North Bergen, NJ	Sports Meetings
<u>April 2020</u>	Daily Conference Calls with BTO-NY (Northeastern USA) Team M. Moss, C. Bethell, V. Sands, E. Smith, D. Watson-Dean & J. Rodgers	Manhattan, NY	Planning Meeting
04/01/20	Updates from BOIPB to BMOTA Sr. Sales Team- M. Moss	Plantation, FL	Trade Meeting
04/01/20	Conference Call with Dupree & TravPro Team Jonathan Cooper & Jonathan Villani- M. Moss	(Houston, TX)	Trade Meeting
04/01/20 – 04/03/20	Assisted with travel updates during the pandemic- E. Smith	Manhattan, NY	Trade/Consumer
04/01/20 – 04/03/20	Conference Calls with BD Global re: NCAA Basketball Tournament J. Rodgers	North Bergen, NJ	Sports Meeting
04/02/20	Direct Marketing Presentation to BTO-USA Sales Team M. Moss, C. Bethell, V. Sands & D. Watson-Dean	Plantation, FL	Marketing Meeting
04/02/20	Connected Bahamian woman with The Bahamas Consulate & NYPD to assist with missing family member - C. Bethell	Manhattan, NY	Trade Meeting
04/02/20	Conference Call with Star 99.1FM Dir. of Sales- V. Sands	North Bergen, NJ	Consumer
04/02/20	Conference Calls with Bahamian Influencers for Instagram/FB Live interviews - V. Sands	North Bergen, NJ	Trade/Social Media
04/02/20	Followed-up with Anna Marie -Bridal & Wedding Expo - E. Smith	Manhattan, NY	Consumer

04/02/20	Followed-up with Elegant Bridal Show - E. Smith	Manhattan, NY	Consumer
04/03/20	Groups Dept. Meeting with Digital Marketing team -D. Watson-Dean	Upper Marlborough, MD	Planning
04/03/20	Sales Social Media E-blast - V. Sands	Manhattan, NY	Trade/Social Media
04/03/20	Conference Call with BMOTA Executives & Sr. Sales Team Leaders --FL, GA, NY, TX, Bah. & UK	Plantation, FL	Planning Meeting
04/06/20	BMOTA 'The Numbers' Presentation to BTO-USA Sales Team M. Moss, C. Bethell, V. Sands & D. Watson-Dean	(Nassau, Bah.)	Marketing Meeting
04/06/20	Groups Dept Meeting with Janet Cuffie-Sheppard- D. Watson-Dean	(Toronto, Can.)	Groups Meetings
04/06/20	PTANA MD Chapter Meeting/Conference Call-D. Watson-Dean	Upper Marlborough, MD	Trade Meeting
04/06/20	Conference Call with Dupree & Skyy John, the Tippy Bartender V. Sands	North Bergen, NJ	Trade/Social Media
04/06/20	Conference call with Nathan Maruso -Sandals BDM (PA)-V. Sands	North Bergen, NJ	Trade Meeting
04/06/20 – 04/10/20	Conference Calls with Joyce re: NCAA Track & Field Tournament moved from Freeport to Nassau- J. Rodgers	North Bergen, NJ	Sports Meeting
04/07/20	BMOTA Coping Conversations Webinar Series NY Team	(Nassau, Bah.)	HR Meetings
04/07/20	College Task Force Meeting - V. Sands	North Bergen, NJ	Planning Meeting
04/07/20	Conference call with Brooke Vergona -AAA northeast- C. Bethell	Manhattan, NY	Consumer
04/08/20	Groups Dept Meeting with Janet Cuffie-Sheppard-D. Watson-Dean	(Toronto, Can.)	Groups Meetings
04/08/20	Bons Vivants Chapter Meeting Zoom Call-D. Watson-Dean	Upper Marlborough, MD	Trade Meeting
04/08/20	Trip Advisor Webinar, 'React, Rethink, Recover'-E. Smith	Manhattan, NY	Consumer Event
04/09/20	BMOTA Tidbits of Technology Presentation – NY TEAM	(Freeport, Bah.)	Training
04/09/20	Conference Call with Lynette Dmuchowski -Hilton Caribbean D. Watson-Dean	Upper Marlborough, MD	Trade Meeting
04/09/20	Conference Call with Tijuan Minor -DCW50 & BBQ Battle 2020 D. Watson-Dean	Upper Marlborough, MD	Trade Meeting
04/10/20	Conference call with Darrin Cohen -Agency 21 Consulting-C. Bethell	Manhattan, NY	Consumer
04/13/20 – 04/17/20	Conference Calls with Joyce Johnson re: Leadership Retreat J. Rodgers	North Bergen, NJ	Groups Meeting
04/13/20 – 04/17/20	Conference Calls with BD Global - J. Rodgers	North Bergen, NJ	Sports Meetings
04/14/20	Ongoing assistance with Kristen Bell -Brandon Hall School Group & Courtyard Marriott Nassau-D. Watson-Dean	Upper Marlborough, MD	Groups Meetings
04/14/20	BMOTA Coping Conversations Webinar Series NY TEAM	(Nassau, Bah.)	HR Meetings
04/14/20	Conference Call with 100 Black Men organizer-C. Bethell	Manhattan, NY	Consumer
04/14/20	Conference Call with TDC & MIT joint Transportation seminar organizers-C. Bethell	Manhattan, NY	Consumer
04/14/20	Sales Social Media Posts & follow-up-V. Sands	Manhattan, NY	Trade/Social Media
04/15/20	BMOTA Team Tourism Meeting with Minister D'Aguilar	(Nassau, Bah.)	HR Meeting

04/15/20	Zest Wellness Webinar - C. Bethell & E. Smith	Manhattan, NY	Consumer
04/15/20	Conference Call with Mary DiPasquale -NPIPB - C. Bethell	Manhattan, NY	Trade Meeting
04/15/20	Conference Call with Sherry Hall -ALGV- C. Bethell	Manhattan, NY	Trade Meeting
04/15/20	Conference Call with American Birding Expo President - V. Sands	North Bergen, NJ	Consumer Meeting
04/15/20	Conference Call with Festival Gastro Caribe founder -V. Sands	North Bergen, NJ	Consumer Meeting
04/15/20	Sales Social Media Meeting-V. Sands	North Bergen, NJ	Trade/Social Media
04/15/20	Trip Advisor Webinar, 'What Comes Next' - E. Smith	Manhattan, NY	Consumer Event
04/16/20	BTO-NY Marketing & Budget Meeting with BMOTA Executives	(Plantation, FL)	Planning Meeting
04/16/20	Groups Dept Meeting with Janet Cuffie-Sheppard -D. Watson-Dean	(Toronto, Can.)	Groups Meetings
04/16/20	Conference Call with Malcolm Reid -Brison LLC-D. Watson-Dean	Upper Marlborough, MD	Groups Meetings
04/16/20	Facebook Live Performance by Julien Believe-V. Sands	Nassau, Bah	Social Media Event
04/16/20	Sandals Instagram Live Event - V. Sands	North Bergen, NJ	Social Media Event
04/17/20	BMOTA Team Tourism Meeting with Perm. Sec. Albury-NYTEAM	(Nassau, Bah.)	HR Meeting
04/17/20	CRM Task Force Meeting - M. Moss	Plantation, FL	Planning Meeting
04/20/20	Conference Call with Bernice Cannings - D. Watson-Dean	Upper Marlborough, MD	Groups Meetings
04/20/20	Conference Call with Caren Cotto -Travel & Adventure - C. Bethell	Manhattan, NY	Consumer Meeting
04/20/20	Sales Social Media Posting & Follow-ups with interview candidates V. Sands	North Bergen, NJ	Trade/Social Media
04/20/20	Sandals Instagram Live Event- V. Sands	North Bergen, NJ	Social Media Event
04/20/20	Conference Call with Sherry Hall -ALGV-M. Moss	Manhattan, NY	Trade Meeting
04/20/20	Conference Call with ACT Agency Owner-V. Sands	North Bergen, NJ	Trade Meeting
04/20/20 – 04/24/20	Worked on Bahamas Fridays Project-E. Smith	Manhattan, NY	Trade
04/20/20 – 04/24/20	Assisted with travel updates during the pandemic-E. Smith	Manhattan, NY	Trade/Consumer
04/20/20 – 04/24/20	Conference Calls with NBA & NFL Players Associations-J. Rodgers	North Bergen, NJ	Sports Meetings
04/20/20 – 04/24/20	Conference Calls with Paul Dillet re: World, Beauty, Fashion, Fitness Competition-J. Rodgers	North Bergen, NJ	Sports Meeting
04/20/20 – 04/24/20	Developing BTO-NY Webinar Presentation Series-C. Bethell	Manhattan, NY	Trade
04/21/20	NCBMP Suppliers Virtual Chat-D. Watson-Dean	Upper Marlborough, MD	Groups Meeting
04/21/20	Groups Dept Meeting with Janet Cuffie-Sheppard-D. Watson-Dean	(Toronto, Can.)	Groups Meeting
04/21/20	BMOTA Coping Conversations Webinar Series C. Bethell, V. Sands & E. Smith	(Nassau, Bah.)	HR Meetings
04/22/20	Facebook Live Performance by Patrice Murrell-V. Sands	Nassau, Bah	Social Media Event
04/22/20	Conference Call with Robin Bear -Club Med-D. Watson-Dean	Upper Marlborough, MD	Trade Meeting
04/22/20	College Task Force Meeting-V. Sands	North Bergen, NJ	Consumer Meeting
04/22/20	Facebook Task Force Meeting-V. Sands	North Bergen, NJ	Consumer Meeting
04/23/20	BMOTA Tidbits of Technology Presentation C. Bethell, E. Smith & D. Watson-Dean	(Freeport, Bah.)	Training

04/23/20	BMOTA Mental Health Webinar- NY TEAM	(Nassau, Bah.)	HR Meetings
04/23/20	NCBMP Suppliers Virtual Chat- D. Watson-Dean	Upper Marlborough, MD	Groups Meeting
04/23/20	Connect Meetings Virtual Chat with Planners & Suppliers D. Watson-Dean	Upper Marlborough, MD	Groups Meeting
04/23/20	Skal Baltimore Club's Virtual Meeting-D. Watson-Dean	Upper Marlborough, MD	Groups Meeting
04/23/20	Conference Call with Junkanoo Student Group - V. Sands	North Bergen, NJ	Planning/Social Media
04/24/20	Conference Call with PTANA National Chapt. President & MD Chapt. Education Chair- D. Watson-Dean	Upper Marlborough, MD	Trade Meeting
04/24/20	Conference Call with Linville & PA Meeting Planner D. Watson-Dean	Upper Marlborough, MD	Groups Meeting
04/24/20	Facebook Live Performance by Junkanoo Student Group V. Sands, C. Bethell	Houston, TX	Social Media Event
04/24/20	Conference Call with Michael Rix -The Impact Group (NBC Universal)- C. Bethell	Manhattan, NY	Media Meeting
04/24/20	Conference Call with The Positive Community Magazine- V. Sands	North Bergen, NJ	Consumer Meeting
04/24/20	Conference Call with BMOTA Executives & Sr. Sales Team Leaders --FL, GA, NY, TX, Bah. & UK	Plantation, FL	Planning Meeting
04/24/20	Updates from Apple Leisure Group 'Covid Recovery' to BMOT Team	Boston, MA	Trade Meeting
04/24/20	Travel Advisor Month Conference Call with Exec. Dir. King M. Moss & V. Sands	Plantation, FL	Planning Meeting
04/27/20	Conference Call with Verna Hartlove-D. Watson-Dean	Upper Marlborough, MD	Trade Meeting
04/27/20	Social Media Survey created & deployed-V. Sands	Manhattan, NY	Trade/Social Media
04/27/20	Worked on and submitted Recovery Plan 2020 - M. Moss	Manhattan, NY	Planning
04/27/20 – 04/28/20	Conference Calls with Marketing Team re: PTANA Webinar Email Deployment - C. Bethell	Manhattan, NY	Planning Meetings
04/27/20 – 04/28/20	Worked on and submitted Travel Agent Month FB Campaign M.Moss	Manhattan, NY	Planning
04/27/20 – 04/29/20	Revising updates for Diversity & S.M.E.R.F. Groups landing page D. Watson-Dean	Upper Marlborough, MD	Planning
04/27/20 – 04/30/20	Assisted with travel updates during the pandemic-E. Smith	Manhattan, NY	Trade/Consumer
04/27/20 – 04/30/20	Conference Calls with Seventh Day Adventist Conference -J. Rodgers	North Bergen, NJ	Groups Meeting
04/27/20 – 04/30/20	Conference Calls with Joyce re: NCAA Track & Field Tournament & Swimming Tournament in Nassau-J. Rodgers	North Bergen, NJ	Sports Meeting
04/27/20 – 04/30/20	Developing BTO-NY Webinar Presentation for PTANA-C. Bethell	Manhattan, NY	Trade
04/28/20	Conference Call with Paula Dozier -PTANA National Chapt. D. Watson-Dean	Upper Marlborough, MD	Trade Meeting

04/28/20	Conference Call with Carmel Churchill -GBMOT-V. Sands	(Freeport, Bah.)	Trade Meeting
04/28/20	Facebook Live Performance by Wendy & Dyson Knight-V. Sands	Nassau, Bah.	Social Media Event
04/29/20	'Adopt an Island' Project with BTO-NY (Northeastern USA) Team	Manhattan, NY	Planning Meeting
04/29/20	BMOTA Coping Conversations Webinar Series; Wellness part 1 C. Bethell, E. Smith & D. Watson-Dean	(Nassau, Bah.)	HR Meetings
04/29/20	Conference Call with Grand Master Dean - D. Watson-Dean	Upper Marlborough, MD	Groups Meeting
04/29/20	Conference Call with Michael Rix -NBC Universal - C. Bethell	Manhattan, NY	Media Meeting
04/29/20	Conference Call with Kevin Pratt -Baha Mar Chef-V. Sands	North Bergen, NJ	Trade Meeting
04/29/20	TravAlliance Luxury Travel Virtual Expo- M. Moss	Manhattan, NY	Trade Event
04/30/20	Conference Call with BTO-USA Area Managers re: Travel & Adventure Show's Virtual Webinar- V. Sands	North Bergen, NJ	Trade Meeting
04/30/20	Conference Call with BMOTA Executives & Sr. Sales Team Leaders --FL, GA, NY, TX, Bah.	Plantation, FL	Planning Meeting
04/30/20	Conference Call with Gaby & Team re: Travel & Adventure Consumer Webinar	(Atlanta, GA)	Planning
<u>May 2020</u>	Daily Conference Calls with BTO-NY (Northeastern USA) Team M. Moss, C. Bethell, V. Sands, E. Smith, D. Watson-Dean & J. Rodgers	Manhattan, NY	Planning Meeting
05/01/20	BMOTA Coping Conversations Webinar Series; Wellness part 2 C. Bethell, V. Sands, E. Smith & D. Watson-Dean	(Nassau, Bah.)	HR Meetings
05/01/20	Conference Call with Patrice Stafford -Where 2 Now Travel D. Watson-Dean	Upper Marlborough, MD	Trade Meeting
05/01/20	Assisted Verna Hartlove with client re-booking - D. Watson-Dean	Upper Marlborough, MD	Trade Meeting
05/01/20	BTO-NY Webinar Presentation for PTANA- C. Bethell	Manhattan, NY	Trade
05/01/20	Conference Call with Dupree, Wendell & Keith Cooper -West End Ecology Tour - V. Sands	North Bergen, NJ	Trade Meeting
05/01/20	Conference Call with Virtual Yoga Retreat Planner- V. Sands	North Bergen, NJ	Consumer Meeting
05/01/20	Conference Call with Communications Team & Tambourine re: Travel Agent Month FB Campaign - M. Moss	(Plantation, FL)	Planning
05/01/20	CHTA Airlift Outlook Virtual Panel Discussion- M. Moss	Manhattan, NY	Trade Meeting
05/01/20	Conference Call with Sherry Hall -ALG Travel Agent Month Proposal - M. Moss	Manhattan, NY	Trade Meeting

Bahamas MARKETING UPDATE Jan. – June 2020



Flight: 1/4/21 - 3/28/21

KPI: IMPS

TV - Cable (East)

→ Reach & Frequency (75%)

- ◆ **Targeting:** Adults 25-64 with an HHI \$100K+, with foreign travel in the last 3 years
- ◆ **Markets:** Atlanta, Miami/Fort Lauderdale, New York, Orlando, West Palm Beach, Boston, & Chicago

→ Household Addressable (25%)

- ◆ **Targeting:** Targeting households based on past Caribbean Travel & HH\$100k+
- ◆ **Markets:** New York, Miami, Washington DC, Baltimore, Orlando, Atlanta, Jacksonville, West Palm Beach, Albany, Boston, Philadelphia, Tampa, Norfolk, Chicago, Dallas



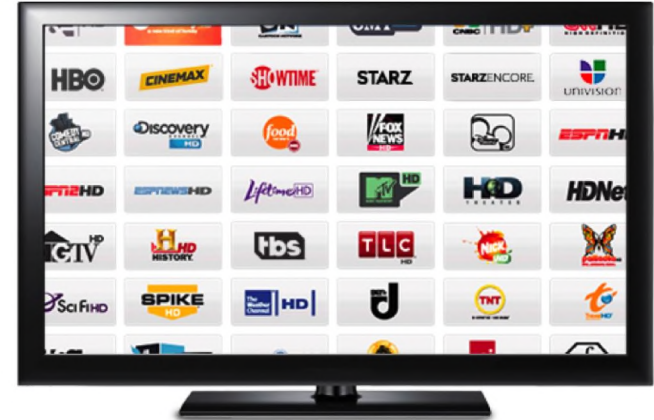
FY20-21 Recommendations

TV - Cable (West)

Flight: 1/4/21 - 2/28/21
KPI: IMPS

→ On-Demand Television

- ◆ **Targeting:** Adults 25-64 with an HHI \$100K+, with foreign travel in the last 3 years
- ◆ **Markets:** Westcoast Markets
 - Denver, San Francisco, Seattle



FY20-21 Recommendations

TV - Bahamas

Flight: 5/1/21 - 6/30/21

KPI: IMPS

→ Television (Local News & Daytime Cable)

◆ Targeting:

- Adults 25-54

◆ Dayparts:

- Cable - HGTV, CNN, MSNBC
- Local Broadcast - Early Morning, Late Night News



FY20-21 Recommendations

OOH - Overview by Market

Flight: 1/4/21 - 3/28/21

KPI: IMPS

BILLBOARDS

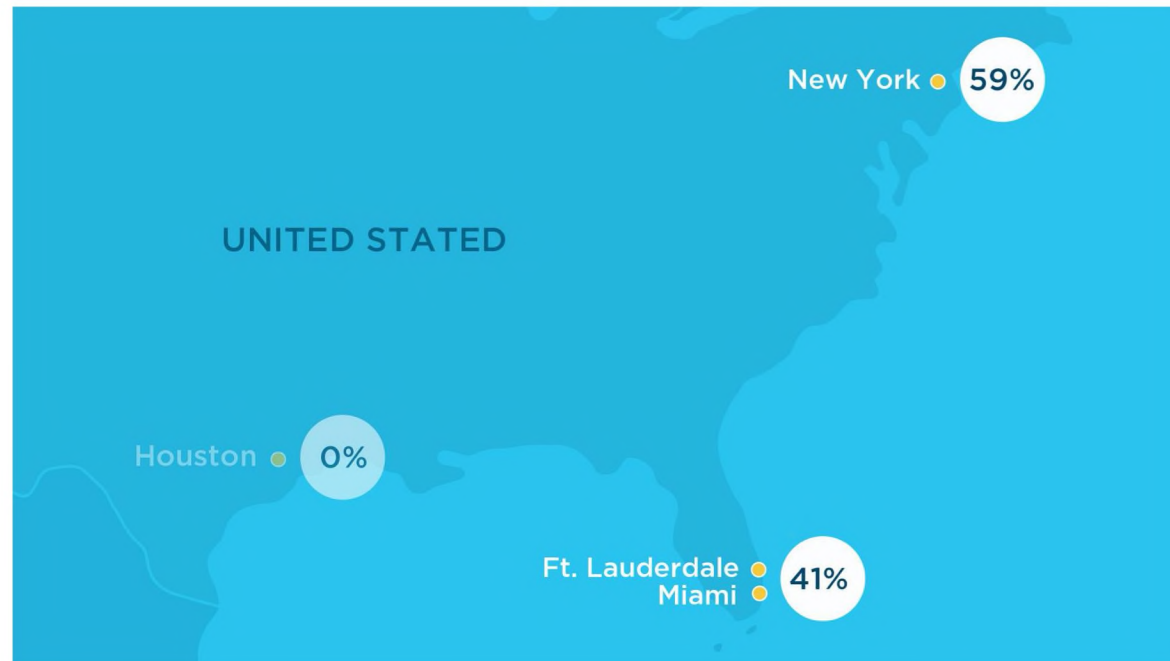
- Markets: NY & MIA/FTL

TAKEOVER

- NYC: Penn Station (NJ Transit)

MALL ACTIVATION

- South Florida:
 - Aventura Mall
 - Boca Town Center **NEW**



FY20-21 Recommendations

OOH Billboard by Market

Flight: 1/4/21 - 3/28/2021
KPI: IMPS

Placement Details:

NYC - 1x

- The Cube (42nd & 7th Ave)

MIA/FTL - 5x

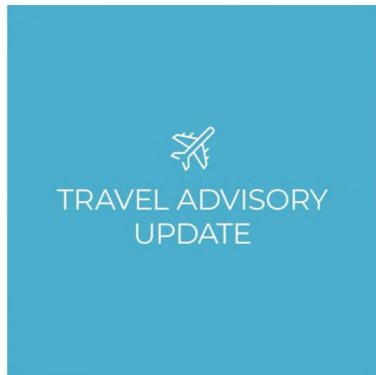
- Billboards are surrounding FLL airport, and heavy corridors on I-95 & FL Turnpike



COVID-19 Messaging Considerations

PHASE 1

Immediate
Response



FIRST 7 DAYS



PHASE 2

Inspire with
Empathy



7-90 DAYS*



PHASE 3

Our Unique Call to Action

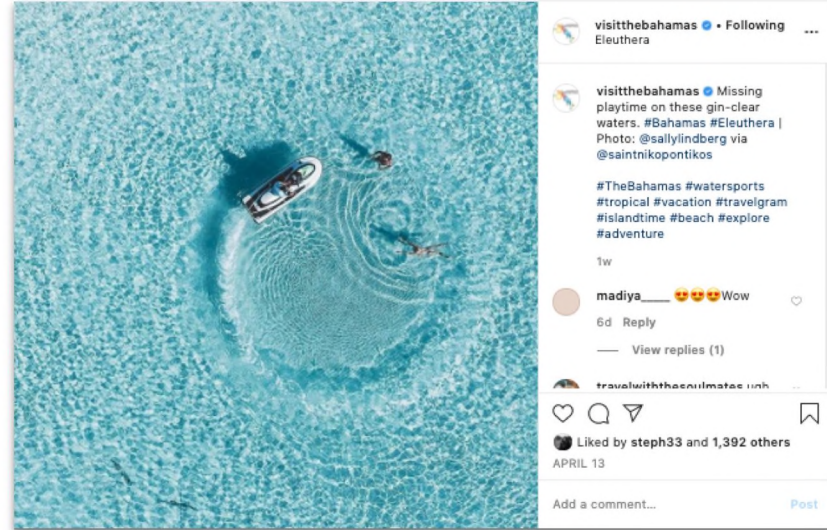
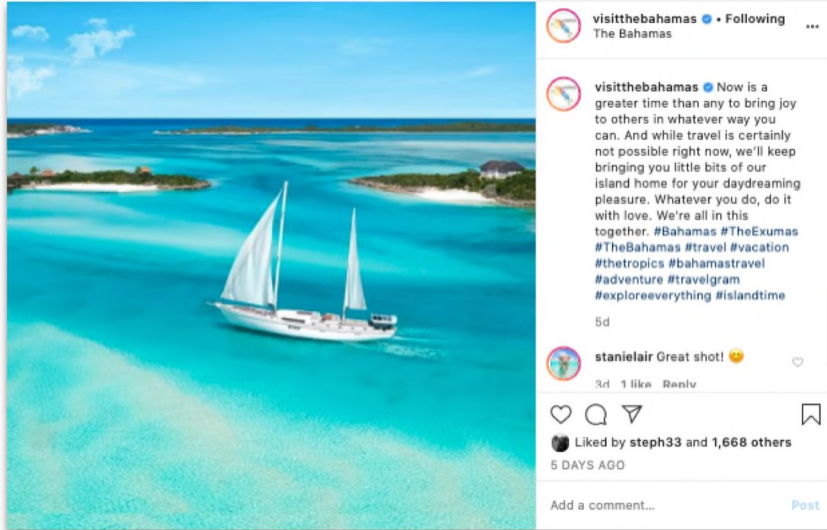


90 DAYS+*



PHASE 2 | Inspire with Empathy

Brand Tone

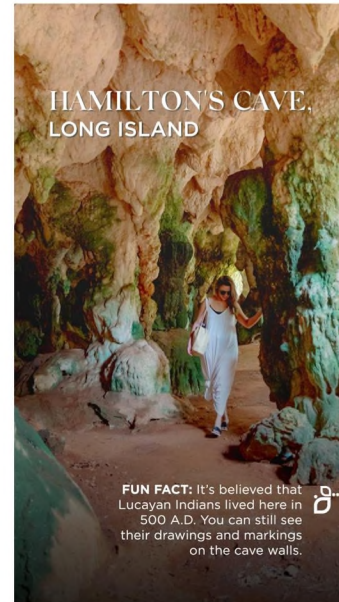
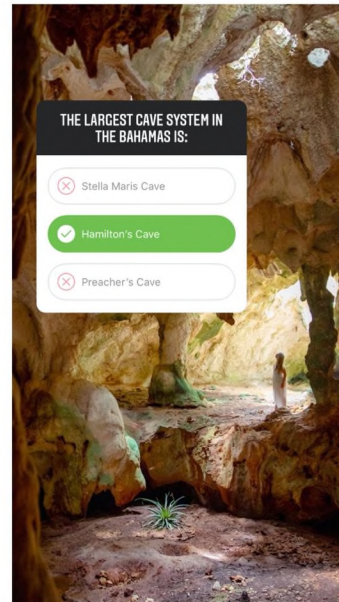
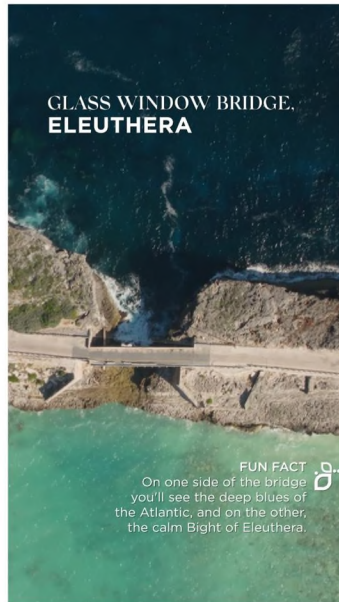
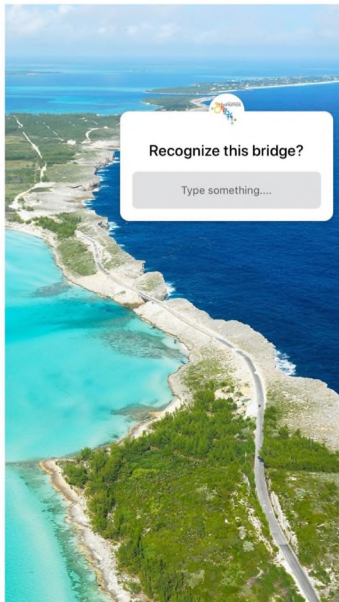
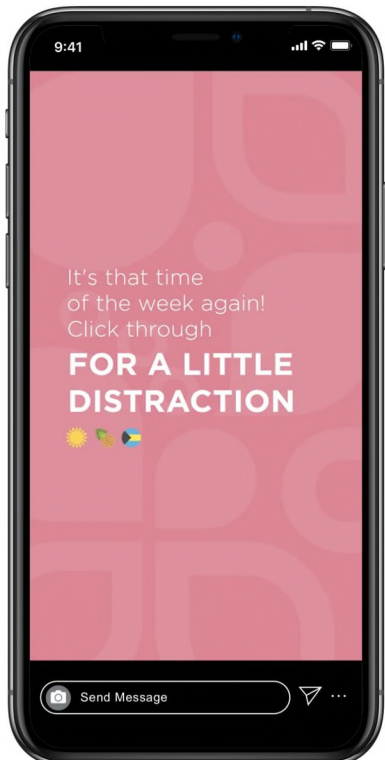


Still Rockin' Messaging *paused* across all Media



PHASE 2 | Inspire with Empathy

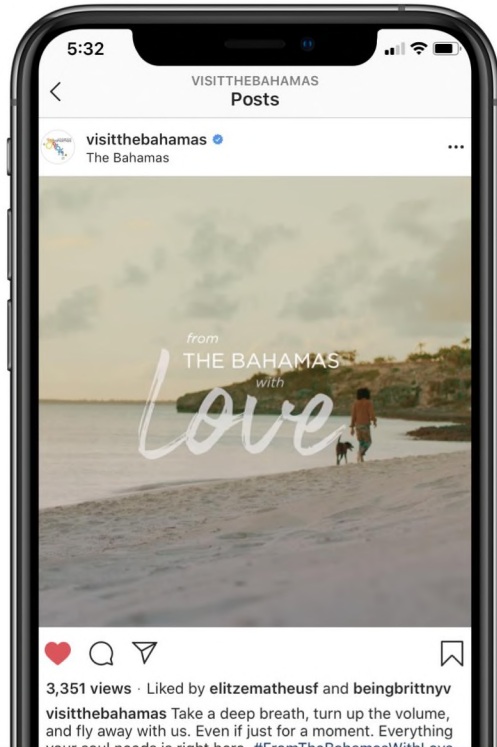
Content That Engages



from
THE BAHAMAS *with*
Love

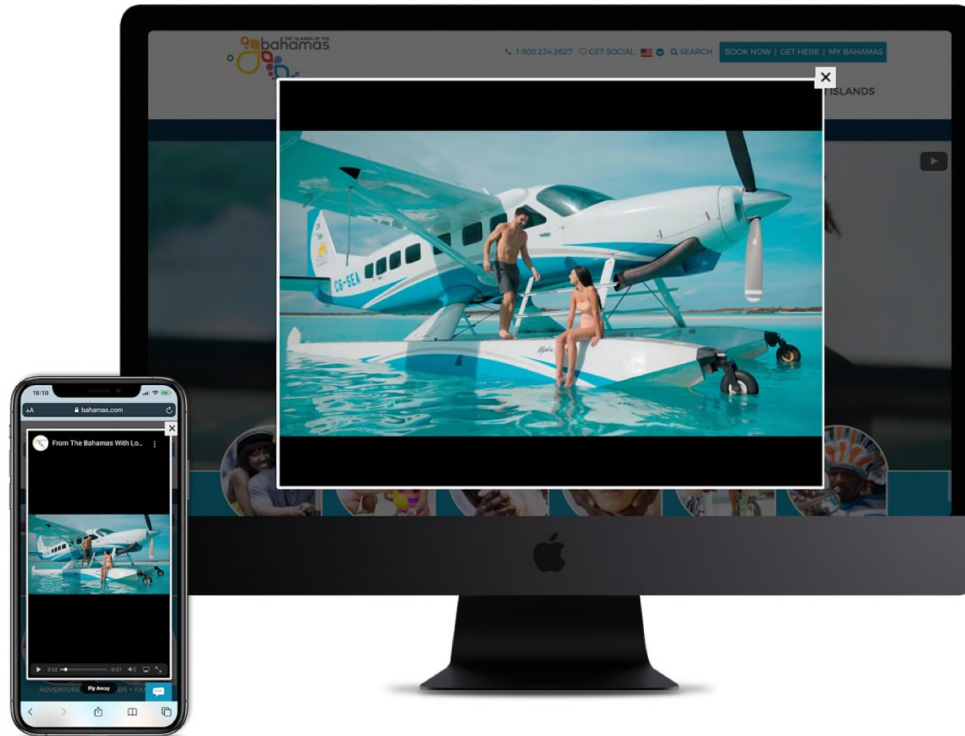
PHASE 2 | Inspire with Empathy

Brand Tone



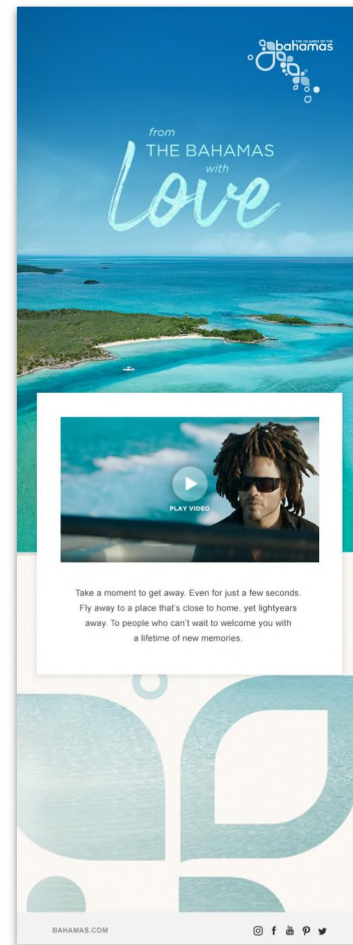
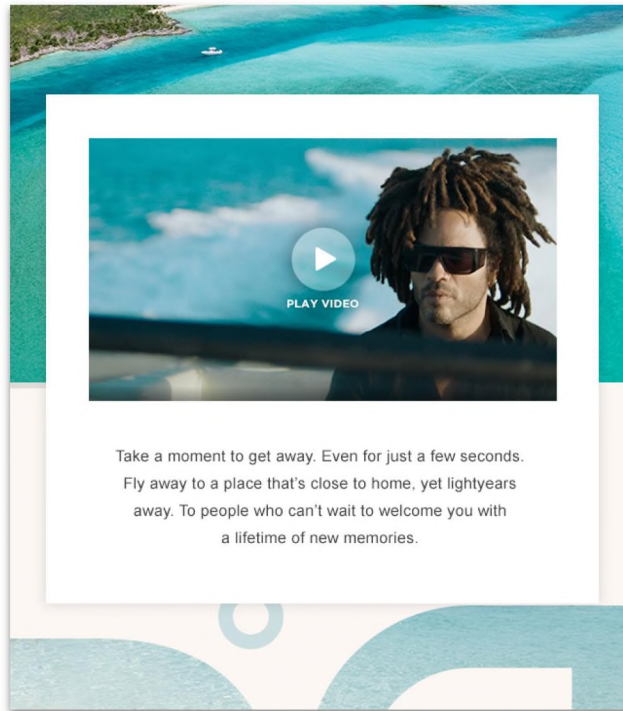
PHASE 2 | Inspire with Empathy

Bahamas.com



PHASE 2 | Inspire with Empathy

Email



Media



PHASE 2 | Media

Cable Television: News

- **Linear Television**
- **Targeting:** Adults 25-64 watching Top Cable News Networks
 - CNBC, Fox News, MSNBC, CNN, Fox Business, HLN
- **Markets:** South Florida
 - Miami/Fort Lauderdale: about 400 spots per week
 - West Palm Beach: about 265 spots per week



PHASE 2 | Media

In-Flight Jetblue FREE Insertion

- **Targeting:**
 - 30 sec targeted video ads
 - Estimated impressions: 37,500 IMPS
 - Target Departure Airports:
 - FLL, MCO, BOS, JFK, LGA, EWR, WPB, DCA, PHL, IAH, ATL
- **Placement:**
- Video plays after the Safety Video and JetBlue Content, but before Jetblue TV



*We will determine if creative needs to be updated for June, deadline 5/15



Flight Dates: 5/5-9/30
KPI: IMPS

PHASE 2 | Media

Sponsored Stories

Two Sponsored Stories to be promoted to the Travelzoo audience - including The Bahamas with Love video

- 30 sec targeted video ads & photography
- Content Article
- Estimated impressions: 14.5 million IMPS
- Target Departure Airports:
 - FL, TX, Northeast, CA and Toronto

The logo for TRAVELZOO, with "TRAVEL" in blue and "ZOO" in red, both in a bold, sans-serif font. A registered trademark symbol (®) is located at the top right of the "O" in "ZOO".

Flight Dates: 5/15-6/30

KPI: Wedding RFPs

PHASE 2 | Media

Weddings Lead Generation

Users are still actively searching for Wedding locations in late 2020 and 2021. We want to ensure to keep The Bahamas in their consideration set for future dates.

- **Targeting:**

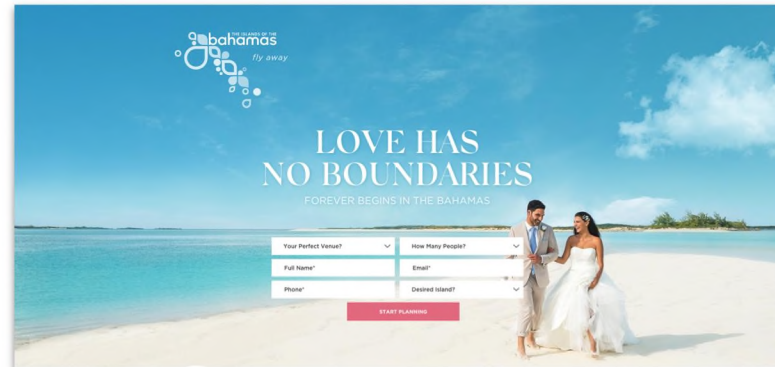
- Recently Engaged
- Users searching for Destination Weddings

- **Placement:**

- FB & IG Newsfeeds
- Google PPC
- Pinterest

- **Markets:**

- US/CA



PHASE 2 | Media

Paid Search: Google

Drive Users to the Microsites during Phase Two for inspiration during the time Travel Bans are in effect.

- **Target Audience:** Focusing on brand keywords such as Bahamas, Bahamas Island Names, and top level activities like + Bahamas + Diving etc.
- **Markets:**
 - US/CA



PHASE 2 | Media

Paid Social: Facebook & Instagram

Flight Dates: 4/15-5/31

KPI: Video Views

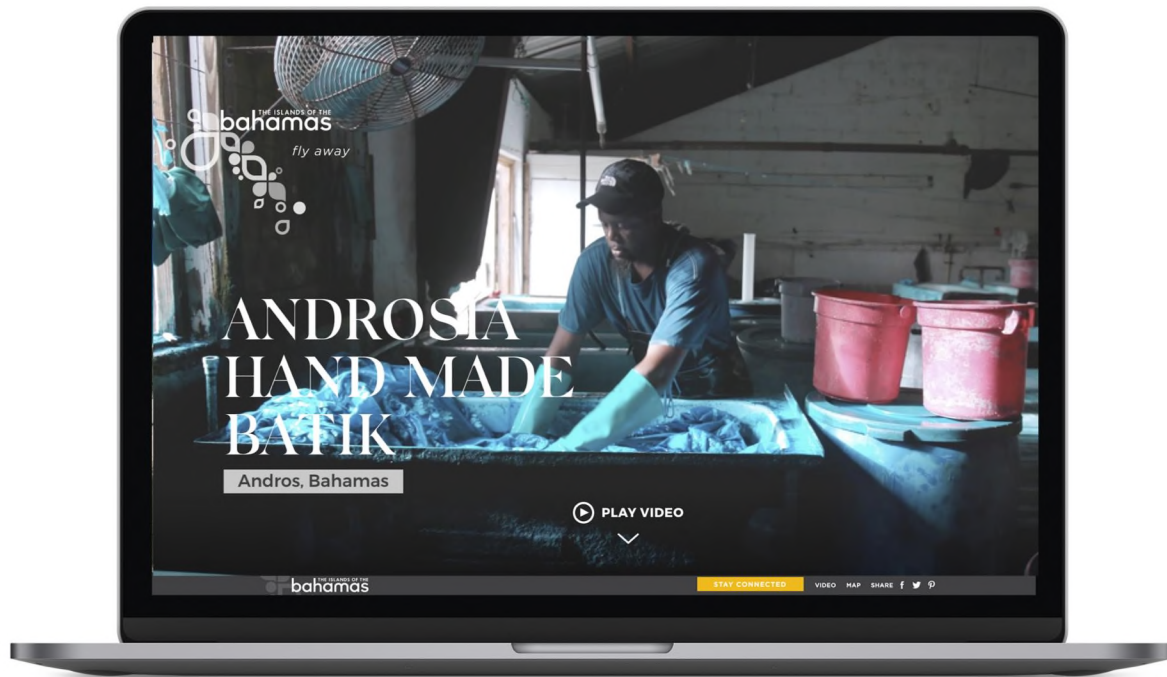
- **Targeting:**
 - Target 25% of the entire Bahamas Facebook & Instagram Known Audience

- **Placement:**
 - FB & IG Newsfeeds

- **Markets:**
 - US/CA
 - LatAm
 - Europe (*launched 4/24*)
 - France, UK, Italy, & Germany

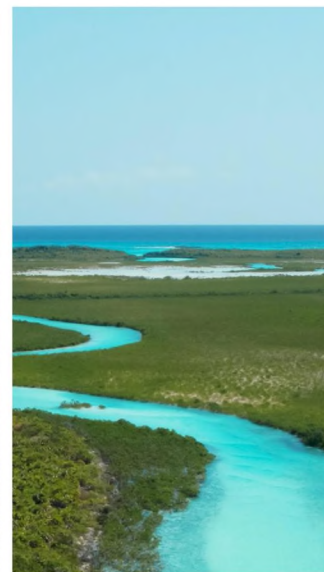
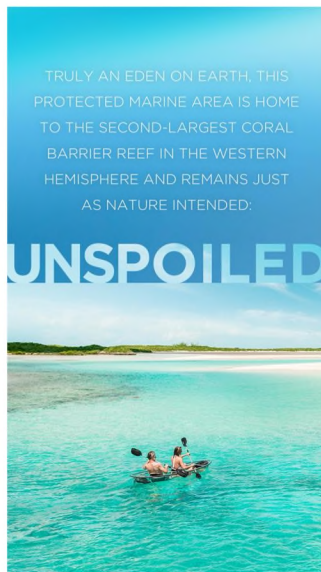
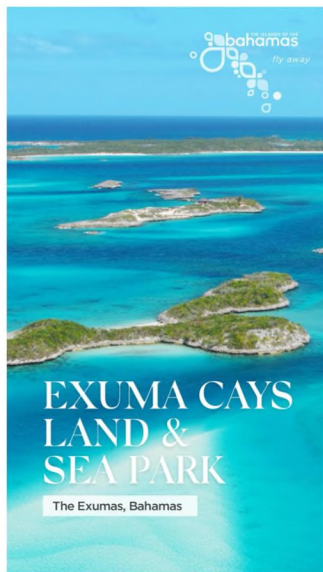


MICROSITE | Andros Androsia



MICROSITE | Instant Experience Ad

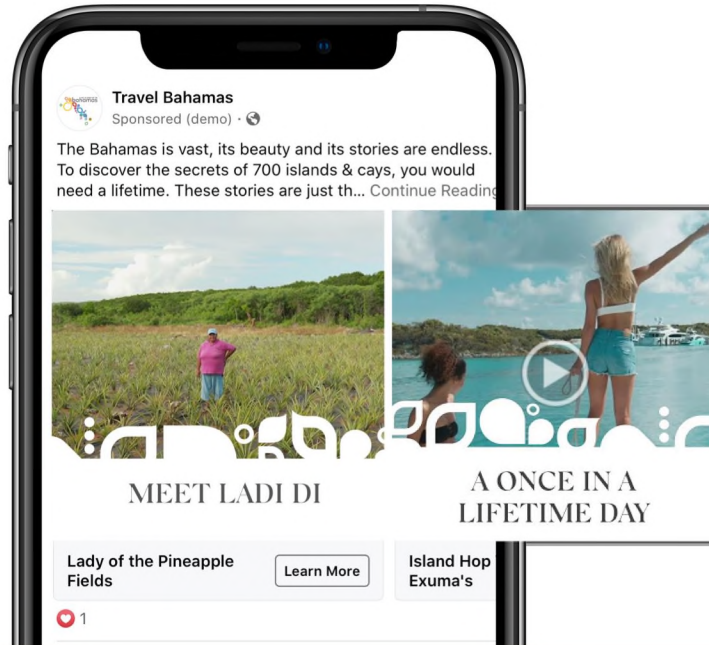
Exuma Land & Sea



MICROSITE | Carousel Ad

Multiple Stories

Lady Di, Exuma Island Hopping, Surfer's Beach, Ardastra, Captain Bills



Flight Dates: 5/15-8/26

KPI: Video & Article

PHASE 2 | Media

Bonnier & PADI Partnership

Includes

- **Microsites**
 - 3 Articles and videos (Andros, Bimini, Long Island)
 - Interactive Map
 - Roadblock banners driving to Bahamas.com
- **Promotion:**
 - Native content promoting microsites (site-wide)
 - Banner ads driving to the articles
 - Teads video ad (ROS)
 - High impact video ads
 - Facebook and Instagram video ads
 - Editorial Newsletter
 - Eblast

Marlin

Salt Water
SPORTSMAN

SPORT
FISHING

SportDiver
THE OFFICIAL PUBLICATION OF THE PADI DIVING SOCIETY PADI

SCUBA
DIVING



PHASE 2 | Media DIVE ANDROS



Articles

- **Scuba Diving:** <https://www.scubadiving.com/andros-untouched-underwater-beauty>
- **Sport Diver:** <https://www.sportdiver.com/andros-untouched-underwater-beauty>



PHASE 2 | Media DIVE BIMINI



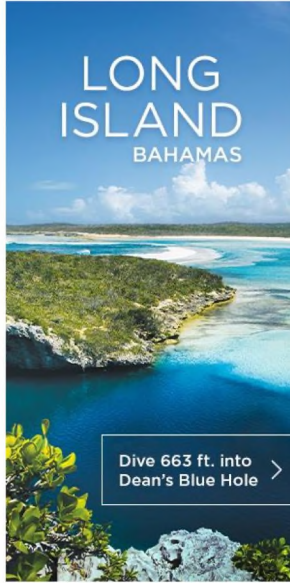
Articles

- **Scuba Diving:** <https://www.scubadiving.com/bimini-kingdom-sharks>
- **Sport Diver:** <https://www.sportdiver.com/bimini-kingdom-sharks>



PHASE 2 | Media

DIVE LONG ISLAND



Articles

- **Scuba Diving:** <https://www.scubadiving.com/long-island-lovely-pristine-and-remote>
- **Sport Diver:** <https://www.sportdiver.com/long-island-lovely-pristine-and-remote>



PHASE 2 | Media FISH ANDROS



PHASE 2 | Media **FISH BIMINI**



Articles & Banner Ads- to be finalized



PHASE 2 | Media

FISH LONG ISLAND



Articles & Banner Ads



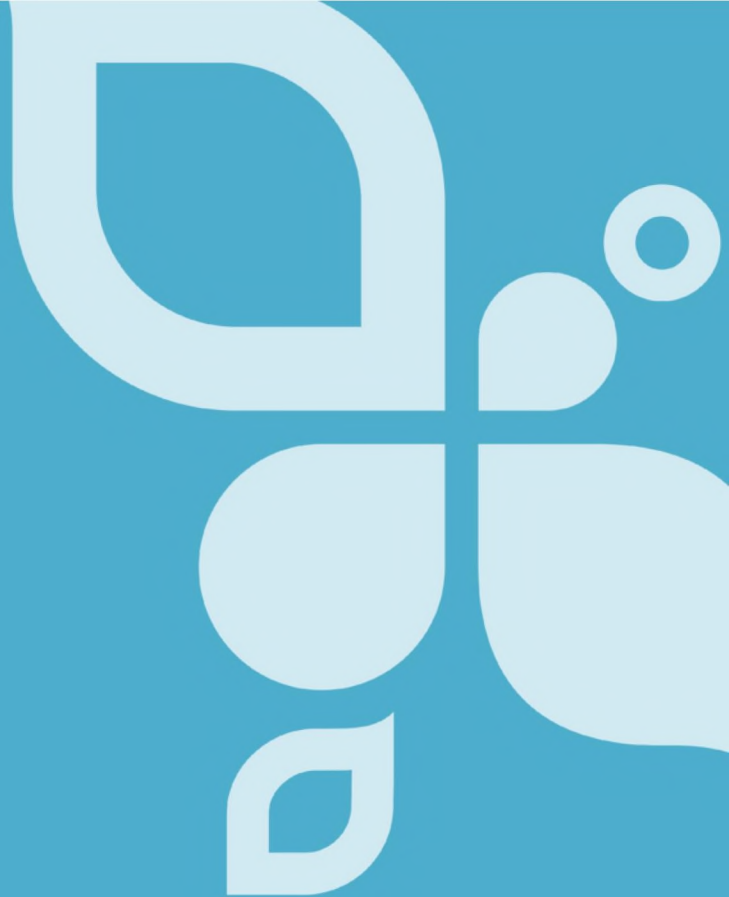
BMOT REOPENING MEDIA PLAN



June 16, 2020



Data & Insights



Fly Away: Our Unique CTA

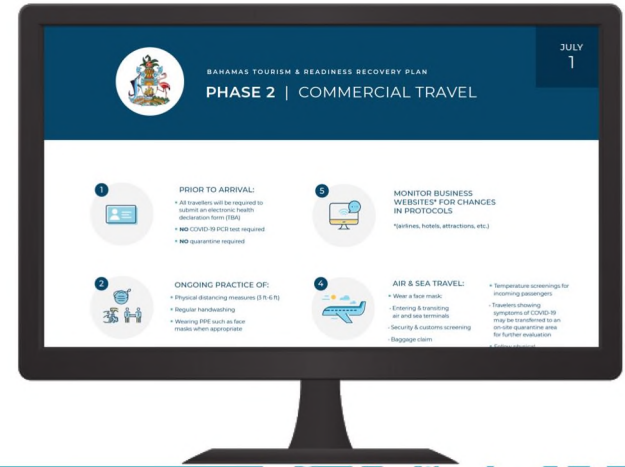
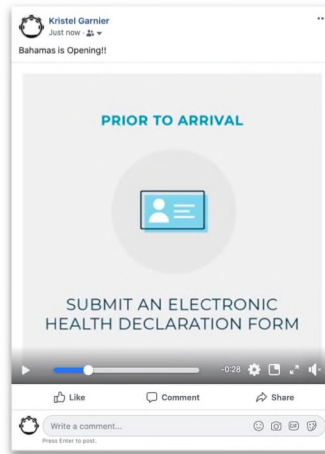
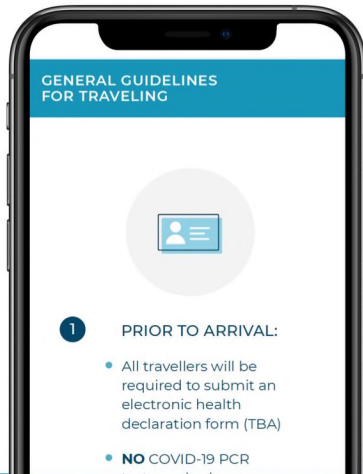
Creative



Travel Guidelines Document

Guidelines for different platforms:

- Mobile Optimized to share on WhatsApp
- A landscape paper sized version to live on Bahamas.com for people to view on their desktop and easily print
- Social media 1080x1080 video to share on Facebook and Instagram




Social Media: Organic Postings*

Post June 15: US/CA

Travel Bahamas
Jun 12

Phase 1 of our tourism re-opening plan begins June 15, when we will welcome international boaters, yachters and private flyers back to our shores. Phase 2 begins July 1 and will include commercial airlines. For more info, visit [Bahamas.com/TravelUpdates](https://www.bahamas.com/TravelUpdates).

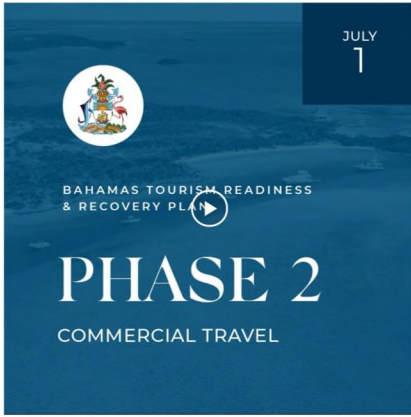


Like Comment Share

Post June 17: US/CA

Travel Bahamas
Jun 16

As we prepare to re-open The Bahamas to visitors beginning July 1, new practices, protocols and safety measures have been put in place to safeguard travelers and fellow Bahamians. We look forward to welcoming you again to The Bahamas. For more info, visit [Bahamas.com/TravelUpdates](https://www.bahamas.com/TravelUpdates).



Like Comment Share

*Deployment dates based on [www.Bahamas.com/TravelUpdates](https://www.bahamas.com/TravelUpdates) page went live on June 12th.

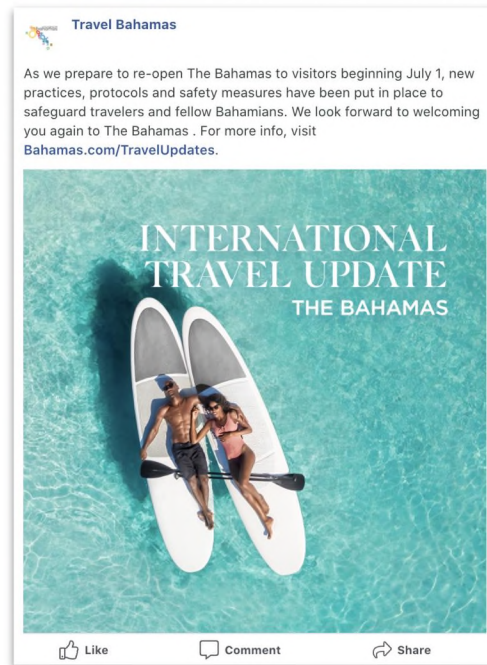


Social Media: Europe Organic Postings

The all reopening copy is being translated into French, German and Italian.

Social media posts link to Bahamas.com/TravelUpdates for each specific country.

Post June 19: UK, FR, IT, GR



Social Media: Paid Ads Launched 6/15

Boating Audience



Travel Bahamas
Sponsored · 🌐

We're thrilled to welcome private boaters back to The Islands of The Bahamas once again, beginning June 15. We're ready to welcome you home. Even if it's your first time.

CALLING ALL CAPTAINS

THEBAHAMASDEEPESEAFISHINGGUIDE.COM
Travel Update: Boating In The Bahamas [Learn More](#)
Of the 700 islands and cays of The Bahamas, 16 are...

Private Pilot Audience



Travel Bahamas
Sponsored · 🌐

The Bahamas is happy to welcome private pilots to all islands, beginning June 15. We're ready to welcome you home. Even if it's your first time.

YOU'RE CLEARED FOR TAKE OFF

BAHAMAS.COM
The Bahamas: Now Open to Private Pilots [Learn More](#)
Nearly every day, our weather is as clear as our water....



Social Media: Paid Ads Launched 6/15

Domestic Audience

The “Learn More” button links to www.Bahamas.com/twoflyfree.

Travel Bahamas
Sponsored · 🌐

Rediscover the joy of travel with a close-to-home getaway to The Family Islands. Book a participating hotel and receive up to two free roundtrip flights or ferry tickets from Nassau. Your friends and family in the Family Islands are waiting.

fly free
to the Family Islands

bahamas
fly away

Visit Bahamas.com/TwoFlyFree

BAHAMAS.COM
Two Fly Free [Learn More](#)



Email Blast

6/15 Targeted Deployment Bahamian Database



This summer, rediscover the joy of travel with a close-to-home getaway to The Family Islands. The Fly/Ferry Free offer makes it easier than ever to take a much-needed vacation, reconnect with friends and family, or simply escape the non-stop energy of Nassau for a few days of rest and relaxation. When you book a participating hotel in The Family Islands, up to two roundtrip flights or ferry tickets from Nassau are free.

A section titled 'Traveling to a Family Island?' with the subtext 'Here's what you need to know'. It features a yellow button labeled 'READ MORE'. The section is decorated with large, stylized shapes: a blue circle, a blue semi-circle containing a photo of people on a beach, a yellow semi-circle, and a blue semi-circle containing a photo of a boat in the water.



Email Blast

6/15 Targeted
Deployment

Boating Database



Been locked too close to land lately? Gather your gear and get back to The Bahamas beginning June 15! We can't wait to welcome boaters and anglers back for island thrills across 100,000 square miles of crystal-clear seas, uninhabited cays, and uncrowded beaches. From deep-sea fishing to diving to downtime, our 16 unique island destinations are ready and waiting.

TIPS FOR BOATERS >



Private Pilot Database



**The Bahamas reopens to private pilots
and charter flights on June 15!**

Been missing the bird's-eye views of sea and sky? Gather your gear and get back to The Bahamas beginning June 15! We can't wait to welcome private pilots and charter flights for island thrills on 16 unique island destinations spanning 100,000 square miles of the world's clearest waters. To learn more about new and updated procedures to ensure the health and safety of private pilots and all service providers, please [click here](#).

LET'S GO >



Email Blast

6/15 Targeted
Deployment
Trade Database

ISLAND BLISS IS BACK

The Bahamas' Phased Reopening Begins June 15!
We want you to be the first to know that The Bahamas begins reopening to visitors on June 15, 2020. Learn more about the four-phase reopening plan, as well as new procedures and protocols to ensure the health and safety of travelers and Bahamian citizens.

We're excited to welcome your clients back to The Islands of The Bahamas!

OPENING THE BAHAMAS:

Phase 1 June 15 Boaters & Yachters, Private Aviation	Phase 2 July 1 Commercial Airlines, Hotels, Vacation Rentals, Transportation
Phase 3 July 15 Attractions, Excursions	Phase 4 July 27 Vendors, Jet Ski Operations, Ferry Operations, Cruise Lines

[READ MORE](#)

BAHAMAS.COM

6/17 Targeted
Deployment
Leisure Consumer
Database re.
July 1st opening is
(**TBD**)

WELCOME HOME
(EVEN IF IT'S YOUR FIRST TIME)

The Bahamas Reopens on July 1!

Feel that tug? It's the feeling you get when you've gone too long without seeing the ocean, or walking on the beach, or tasting the salt air. Head to one of 16 unique island destinations and feel the tug fade as soon as your toes hit the sand. We're ready to welcome you home. Even if it's your first time.

[READ MORE](#)

Heading to The Bahamas?
Here's what you need to know.
[READ MORE](#)

BAHAMAS.COM

Facebook, Instagram, Twitter icons

PHASE 3 | Media

Paid Social - Facebook & Instagram

Flight Dates: 6/22-8/31

Budget: \$69,630

KPI: CPE & CPA

Targeting:

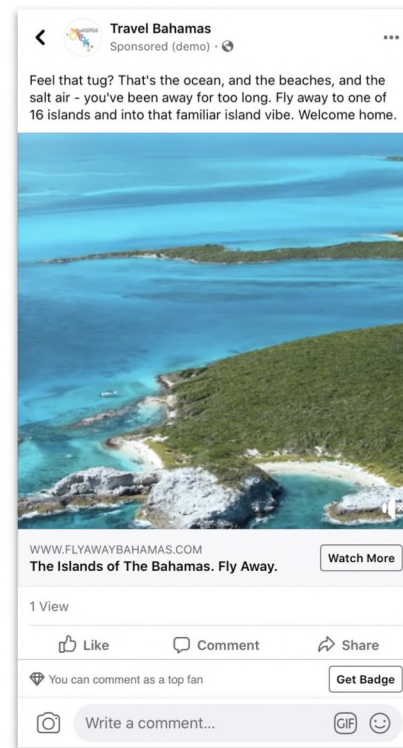
- Re-engage the 5.5M Bahamas Audience on Facebook & Instagram
- Identity frequent International travelers & travelers to Caribbean

Previously Running (through 5/31):

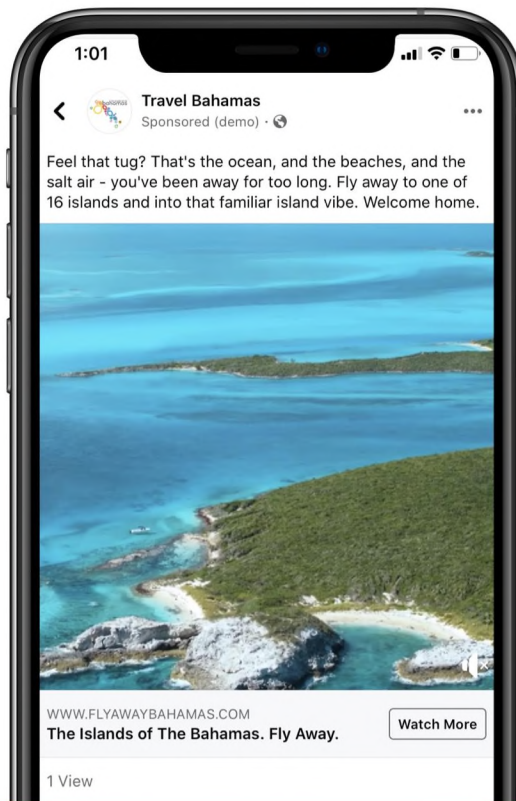
- Bahamas with Love
- Content Marketing:
 - Androsia, Exuma Land & Sea, Microsite Carousel Ad

New Launch:

- Fly Away Spot - Launch: 6/22
 - US (LatAm - 8/1; Canada & EU - **Pending launch dates**)
- Microsite Stories - Launch 6/22
 - US, Canada
- Vertical Messaging (Boating, Fishing, Aviation) - Launch 6/15
 - US, Canada

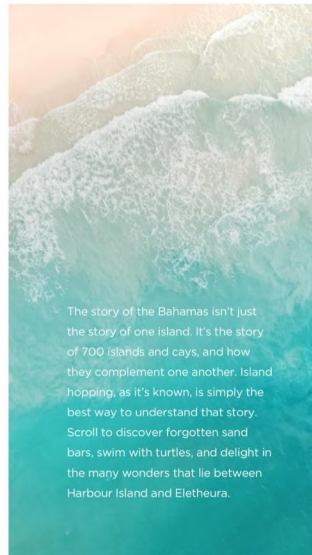
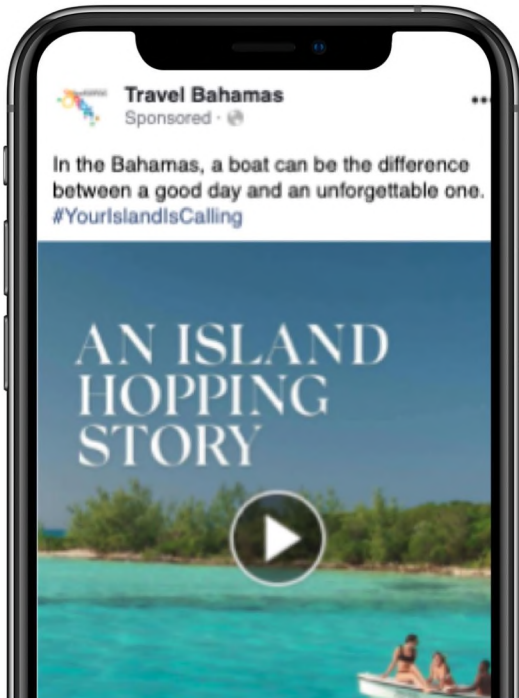


BRAND | Video Traffic Ad Fly Away



MICROSITE | Instant Experience Ad

Island Hopping: Eleuthera



MICROSITE | Carousel Ad Multiple Stories

Lady Di, Exuma Island Hopping, Surfer's Beach, Ardastra, Captain Bills



PHASE 3 | Media Expedia Buy

Flight Dates: Jan.-June.
2020
KPI: IMPS

Buy Includes:

- Expedia Brands Portfolio
- Canada Advertising - CVB
- United Kingdom Advertising - CVB
- US Adv - CVB
- Orbitz Advertising - CVB
- Travelocity US Advertising – CVB



PHASE 3 | Media

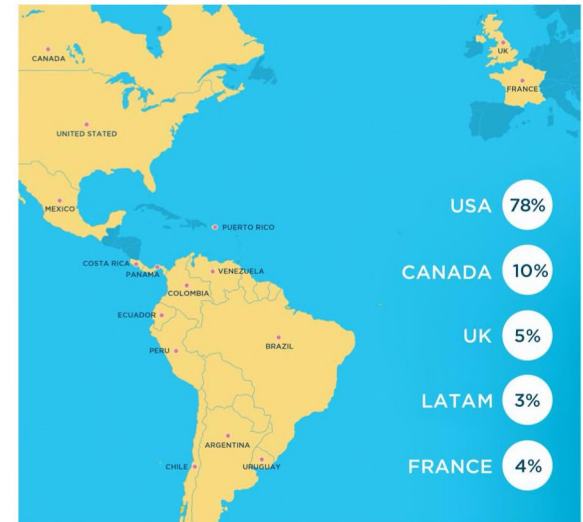
Paid Search: Google

● Paid Search Strategy

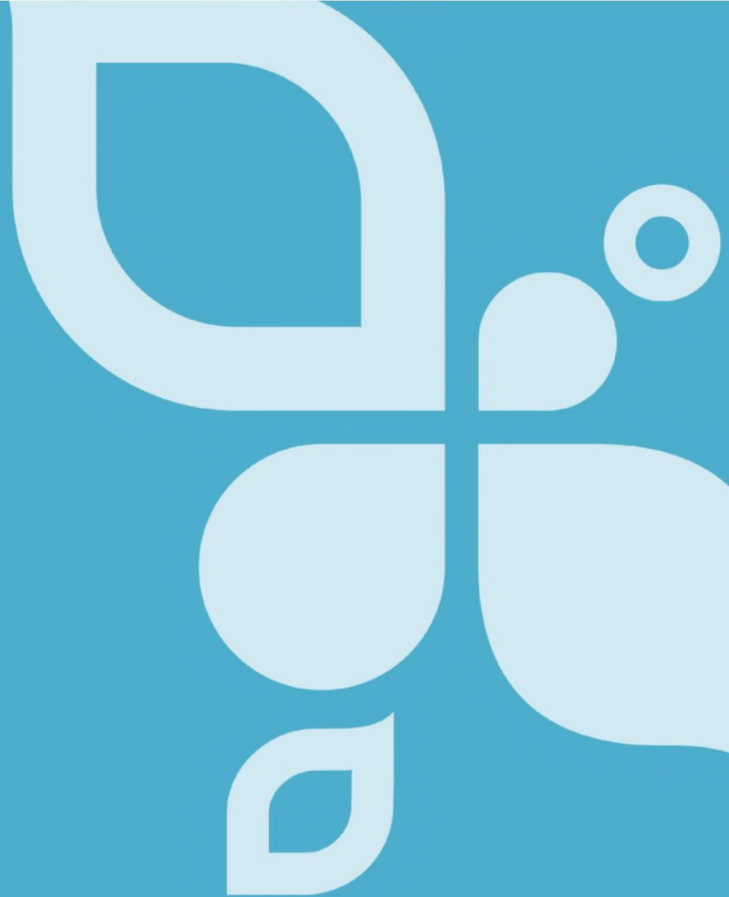
- Focusing on Bahamas & activities & Island Names
 - Bahamas + Generic: Deals, Resorts, Getaway, Hotel, Packages
 - Bahamas + Activities: Beaches, Fishing, Dining, Diving
 - Bahamas + Islands: Abaco Bahamas, Bimini Bahamas'

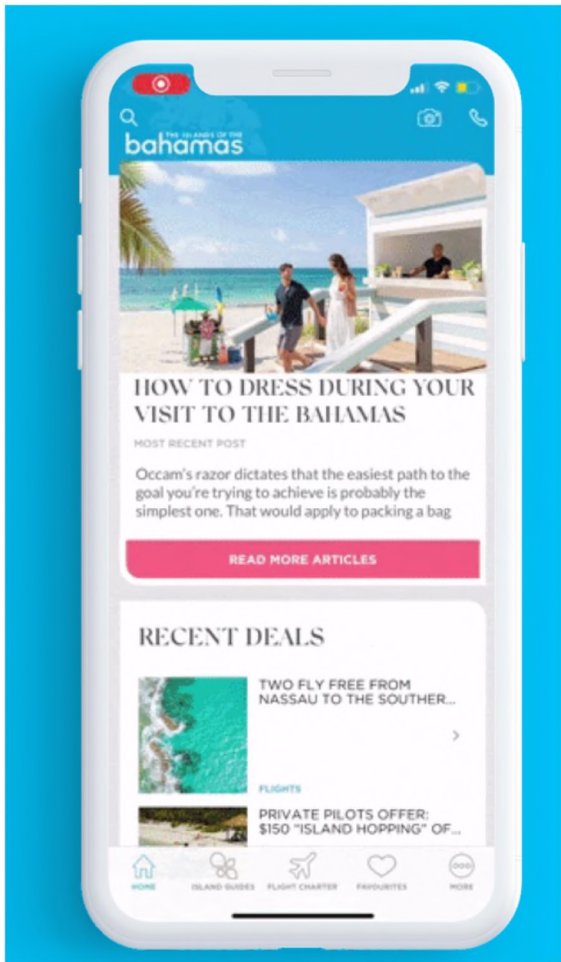
● Launch Schedule

- US: Will launch on July 1st
- Canada, LatAM & EU: Pending client confirmation for launch date based on COVID Travel restrictions being lifted in those countries

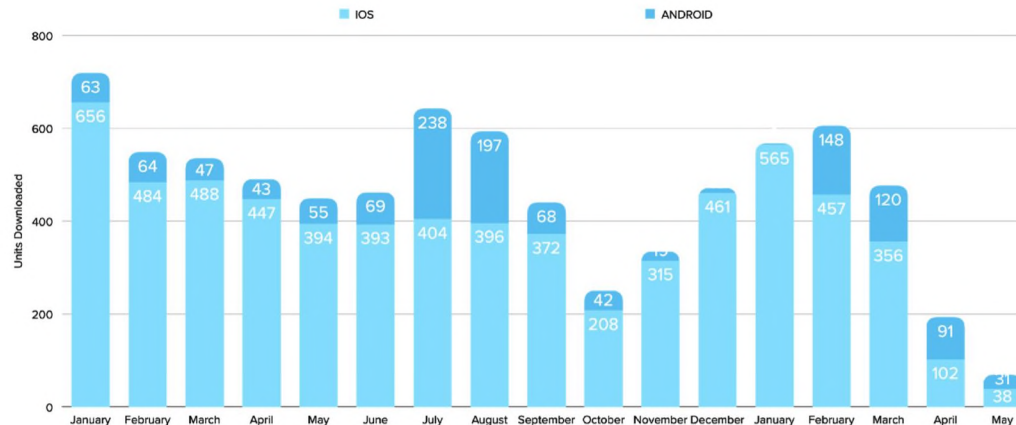


BAHAMAS APP CAMPAIGN





UNITS DOWNLOADED PER MONTH (JAN 2019-MAY 2020)



PHASE 3 | Bahamas App Media BahamasAir Inflight Magazine

LAUNCHED

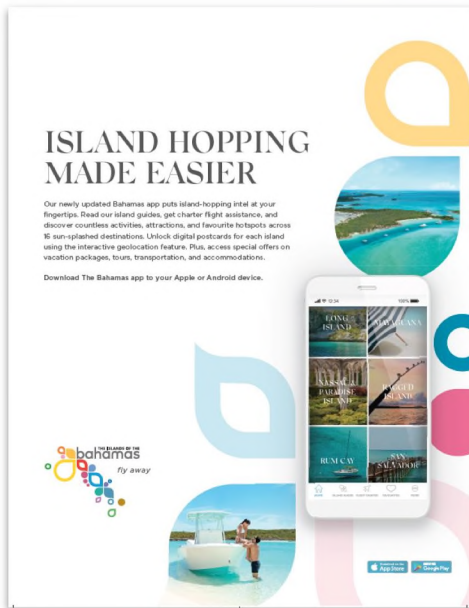
Flight: 4/1 - 6/30
Budget: \$4,705
KPI: IMPS

Placement:

- 1x Full Page Ad (Apr - June)

Geography:

- All Bahamasair Flights



Wedding Lead Generation Campaign



PHASE 3 | Wedding Campaign Media

Facebook & Instagram

- Prospecting: Currently Engaged + 50% of Top HHI
 - Geography: Miami/Fort Lauderdale, New York, Atlanta, Charlotte, Boston, Orlando, Chicago, Philadelphia, Washington DC, Houston, Dallas-Ft. Worth, Minn-St. Paul, Tampa, Detroit, Denver
 - **Audience Size: 260K**
- Remarketing:
 - BMOT Audiences who are engaged
 - Users who have visited our microsites, and/or wedding pages on Bahamas.com

Flight: Feb. – March
2020
KPI: RFPs

Travel Bahamas
Sponsored · 🌐

The Bahamas delivers the spectacular, which is exactly what your big day deserves. We'll partner you with a skilled wedding ...See More

**GET MARRIED
IN THE BAHAMAS**

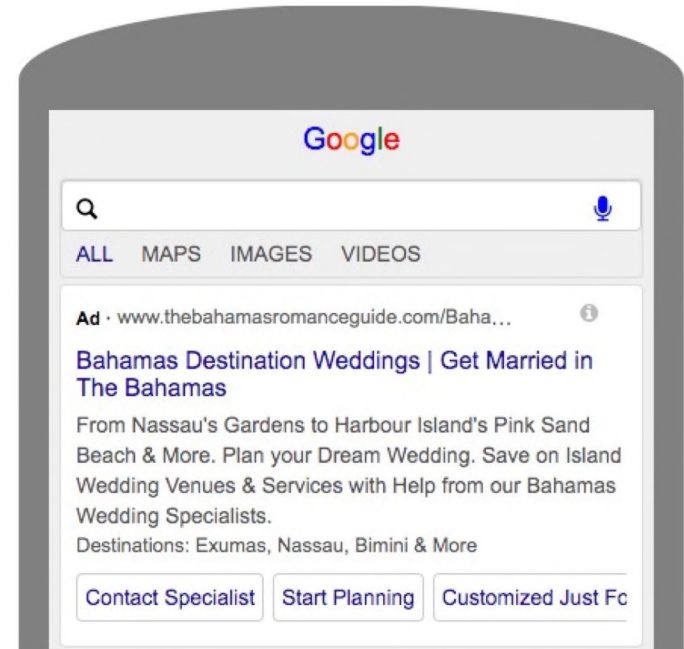
THEBAHAMASROMANCEGUID...
Start Planning [LEARN MORE](#)



PHASE 3 | Wedding Campaign Media

Google Paid Search

- Keyword targeting for Bahamas Wedding, bahamas destination wedding, etc
 - Geography: Miami/Fort Lauderdale, New York, Atlanta, Charlotte, Boston, Orlando, Chicago, Philadelphia, Washington DC, Houston, Dallas-Ft. Worth, Minn-St. Paul, Tampa, Detroit, Denver
 - **Estimated Impressions: 7.2M**





Ministry Of Tourism & Aviation
General Disbursement Account US\$
JANUARY TO JUNE 2020
Analysis

ACCOUNT	DESCRIPTION	AMOUNT
2112101	HONORARIA	2,400.00
2211201	AIR TRANS (INTERNATIONAL)	1,634.18
2211210	SUBSISTENCE (INTERNATIONAL)	800.00
2221102	OFFICE RENT	344,368.47
2221203	RENT OF COMMUNICATION EQUIPMNT	519,318.87
2231101	TELEPHONE - LANDLINE	15,239.14
2231102	TELEPHONE - MOBILE	19,670.71
2231105	CABLE SERVICES	2,210.30
2231302	PUBLIC WATER SUPPLY	433.35
2241201	OFFICE SUPPLIES & STATIONERY	3,212.79
2241212	COMPUTER SOFTWR SUPPLIES & MAT	3,268.40
2251101	PRINTING & DUPLICATION SERVICE	1,496.53
2251102	ADVERTISING & PUBLIC NOTICES	7,011,182.89
2251103	MARKETING & PROMOTION	5,022,216.29
2251107	WORKSHOPS, CONFERENCES, SEMINARS, MEETINGS & EXHIBITS	811.99
2251108	TUITION, TRAINING, IN-SERVICE AWARDS, SUBSISTENCE	7,324.20
2251110	POSTAGE, POSTAL MACHINES & SERVICES	2,704.78
2251128	FEES AND OTHER CHARGES	112,663.68
2251129	STAFF ENGAGEMENT	500.00
2251303	FREIGHT AND EXPRESS	6,602.66
2251299	OTHER TRANSPORTATION SERVICES	2,170.22
2251327	WAREHOUSE & STORAGE FACILITIES UPKEEP	4,177.85
2251399	OTHER CONTRACTUAL SERVICES	2,178,646.59
2271001	OPERATIONAL EXPENSES - FESTIVAL PLACE	1,608.24
2271012	OPERATIONAL EXPENSES - HOTEL LICENSING	11,546.14
2511203	BAHAMASAIR HOLDINGS LTD.	5,059,749.35
2521307	BAHAMAS OUT ISLAND PROMOTIONS	187,500.00
2731101	PENSIONS TO OFFICIALS	5,829.85
2731201	PUBLIC OFFICIALS/STAFF GRATUITIES	275,330.33
2821201	CONTRIBUTIONS	2,293.55
2831105	INSURANCE PREMIUMS - GOVERNMENT PERSONNEL	200,409.00
TOTAL		21,007,320.35