

CMGRP, Inc., d/b/a Weber Shandwick
Registration No. 3911

The Bahamas Ministry of Tourism

For Immediate Release

WHAT'S NEW IN THE ISLANDS OF THE BAHAMAS THIS JANUARY

FORT LAUDERDALE, FL, January 6, 2020 – The Islands Of The Bahamas are kicking off the New Year with increased airlift, exciting events and major award nominations. Additional airlift options in Boston, Denver and Houston will bring visitors to The Bahamas during peak travel season this spring, just in time for Baha Mar's inaugural Culinary & Arts Festival. The Bahamas has been nominated as a top destination for romance, luxury, cruising, diving and more in multiple awards so far this year, proving that The Bahamas is better than ever.

NEWS

Major Airlift Growth in The Bahamas – A number of top airlines are increasing airlift to The Bahamas in 2020. JetBlue is adding a second daily flight from Boston to Nassau in the peak spring break travel months of March and April. United Airlines is introducing a new non-stop Saturday-only flight from Denver to Nassau in March 2020. Southwest is also adding a seasonal Saturday-only route from Houston to Nassau in June 2020.

Baha Mar Announces Inaugural 'Bahamas Culinary & Arts Festival' – Baha Mar announced the first-ever Bahamas Culinary & Arts Festival in collaboration with *Food & Wine* and *Travel + Leisure*. Taking place April 30 – May 3, 2020, the festival will showcase world-renowned chefs, master sommeliers and respected artists and offer festival guests the opportunity to experience an unforgettable culinary experience.

The Bahamas Launches First Digital Currency – The Central Bank launched The Bahamas' first digital currency, called Sand Dollar, in Exuma last month. The new currency allows all residents of The Bahamas to have access to the same level of convenience and financial services. This is a major step forward in the long-term goal of launching a fully-fledged Central Bank digital currency.

AWARDS AND ACCOLADES

The Bahamas Secures Nomination in USA Today's 2020 Caribbean Reader's Choice Awards – The Bahamas has been nominated in seven categories in USA Today's annual Caribbean Reader's Choice Awards. The categories include Best Caribbean Beach, Best Caribbean Beach Bar, Best Restaurant in the Caribbean, Best Caribbean Rum Distillery, Best Caribbean Golf Course and Best Caribbean Resort. Voting is open now through Monday, February 3rd at 10Best.com/Awards/Travel.

The Bahamas Nominated in the 2020 World Travel Awards – On the heels of being named the World's Leading Wedding Destination in 2019, The Bahamas has been nominated for nine awards in the 2020 World Travel Awards. The islands have been nominated for The Caribbean's Leading Beach Destination, Cruise Destination, Cruise Port Destination, Dive Destination, Honeymoon

Destination, Luxury Island Destination and Romantic Destination. Additionally, the Bahamas Ministry of Tourism & Aviation was nominated for the Caribbean's Leading Tourist Board.

Carnival Cruise Line Awards Bahamas' UNEXSO as Leading Tour Operator – UNEXSO, the scuba tour agency based on Grand Bahama Island, has been named the Caribbean's Leading Tour Operator by Carnival Cruise Lines. The award recognizes the company that receives the highest ratings from both passengers and onboard shore excursion staff for shore excursion conducted the previous season.

PROMOTIONS AND OFFERS

For a complete, up-to-date listing of deals and packages for The Bahamas, visit www.bahamas.com/deals-packages.

Valentines Resort Island Hopping Offer – Pre-book an air/ferry-inclusive vacation package for four to six consecutive nights at Valentines Resort & Marina and receive a \$75 inbound and outbound flight credit. Offer is valid for flights originating and ending in Nassau or Freeport.

FESTIVALS AND EVENTS

Stay up-to-date with the latest events and happenings in The Bahamas: www.bahamas.com/events

Marathon Bahamas (January 19) – Run alongside stunning views of turquoise waters and white sand beaches, listen to local Junkanoo bands and be cheered on by vibrant cultural celebrations during the 11th Annual Marathon Bahamas in Nassau and Paradise Island.

Ride & Run For Hope Bahamas (March 14) – Discover the beauty that is Eleuthera by foot or bike with Ride & Run For Hope Bahamas. On March 14, 2020, cyclists can take on distances from 10 to 100 miles while runners can challenge themselves on 5K to full-marathon races to support the Treatment Assistance Fund and Family Island Mammogram Screenings.

Bahamas Culinary & Arts Festival (April 30 – May 3) – Baha Mar inaugural Bahamas Culinary & Arts Festival in collaboration with *Food & Wine* and *Travel + Leisure* will showcase world-renowned chefs, master sommeliers and respected artists and offer festival guests the opportunity to experience an unforgettable culinary experience.

ABOUT THE BAHAMAS

With over 700 islands and cays, and 15 of the 16 unique island destinations currently open for business, The Bahamas lies just 55 miles off the coast of Florida, offering an easy fly away escape that transports travelers away from their everyday. The Islands Of The Bahamas have world-class fishing, diving, boating and thousands of miles of the earth's most spectacular water and beaches

waiting for families, couples and adventurers. Explore all the islands have to offer at www.bahamas.com or on [Facebook](#), [YouTube](#) or [Instagram](#) to see why It's Better in The Bahamas.

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WHAT'S NEW IN THE ISLANDS OF THE BAHAMAS THIS FEBRUARY

FORT LAUDERDALE, FL, February 4, 2020 – The Islands Of The Bahamas have much to celebrate in February. From the record-breaking seven million travelers who visited the islands in 2019 to the launch of The Bahamas Sabbatical in partnership with Airbnb, The Bahamas is gearing up for another busy season. Grand Bahama Island and The Abacos continue to move forward in their recovery efforts following Hurricane Dorian. Fan favorite Lucayan National Park reopened at the end of January and The Abacos welcomed a number of re-openings and are ready to welcome visitors with open arms.

NEWS

The Bahamas' Historic Year – The Bahamas Ministry of Tourism & Aviation has exceeded a record-breaking seven million visitors in 2019. The Ministry attributes this historic success to data-driven, agile marketing, authentic storytelling, and aggressive PR, sales and airlift strategies. While the impacts of Hurricane Dorian are still felt, the hard work and dedication of Ministry partners have ensured that The Bahamas is *still rockin'*.

The Bahamas and Airbnb Launch Sabbatical Program – The Bahamas and Airbnb are encouraging people to apply to a new sabbatical program by February 18 to spend eight weeks immersing themselves in the Bahamian way of life. The winners will spend their time helping restore coral reefs in Andros, supporting ethical fishing in Exuma and promoting traditional

agriculture in Eleuthera. [The Bahamas Sabbatical](#) was designed to directly benefit local communities while supporting efforts toward a sustainable future.

The Abacos on the Road to Recovery - Just four months after Hurricane Dorian left a devastating impact on the northern islands in The Bahamas, [The Abacos](#) are already rebounding in a major way. Many hotels, ferry services, airlines, tour operators and attractions resumed business in the The Abacos. While Marsh Harbour, Central and Northern Abaco and several cays throughout the destination are in the midst of rebuilding, several businesses are already welcoming guests with open arms.

Lucayan National Park Reopens – The major tourist attraction on Grand Bahama Island has officially reopened after a temporary closure following Hurricane Dorian. [Lucayan National Park](#) saw some slight changes but the park's cave infrastructure and mangrove system as well as the breathtaking Gold Rock Beach are untouched and ready to be explored.

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WHAT'S NEW IN THE ISLANDS OF THE BAHAMAS THIS MARCH

FORT LAUDERDALE, FL, March 1, 2020 – The Bahamas is gearing up for exciting new developments including a new hotel on Bimini featuring the highly sought-after overwater bungalows and new events at Atlantis, Paradise Island and Kamalame Cay, solidifying the islands as a must-visit destination this spring. In terms of recent awards, The Bahamas received five top-ten placements in *USA Today 10Best 2020 Caribbean Readers' Choice Travel Awards*, showing to the world that The Bahamas is *Still Rockin'*.

NEWS

The Bahamas Wins Big in USA Today 10Best 2020 Caribbean Readers' Choice Travel Awards – The Bahamas secured five top-ten placements in this year's *USA Today 10Best Caribbean Readers' Choice Travel Awards*. Tony Macaroni's Conch Experience was voted one of the Best Caribbean Beach Bars; Banana Bay and Graycliff Restaurant were voted two of the Best Restaurants in the Caribbean; John Watling's Distillery was voted one of the Best Caribbean Rum Distilleries; Sandals Emerald Bay Golf Course and Baha Mar Royal Blue Golf Course were voted two of the Best Caribbean Golf Courses and Tahiti Beach, Fortune Beach and Gold Rock Beach were voted some of the Caribbean's Best Beaches.

Grand Lucayan Sold – The Government of The Bahamas sold the Grand Lucayan on Monday, March 2 to a partnership between Royal Caribbean International and ITM (Bahamas Port Investments Ltd.). The partnership is expected to invest \$250 million in the hotel and redevelopment of the cruise port, which will result in 3,000 direct and indirect jobs.

Overwater Bungalows Coming to Bimini – Banyan Tree Hotels & Resorts is set to break ground on its first property in The Bahamas and Caribbean region this spring. Banyan Tree Bimini Resort & Residences will feature 50 Maldives-style overwater bungalows and 54 luxury residences.

Kamalame Cay's First Annual Poseidon Challenge – The luxury resort is partnering with Blue Tide Marine for the first annual [Poseidon Challenge](#) March 19 – 22, 2020. The invite-only two day series will feature rigorous challenges designed by Blue Tide Marine and inspired by their Navy SEAL and Special Operations training. Official race events include an ocean swim, canoe relay, trail runs, Frogman challenge, stand-up paddle race and more.

James Beard Award-Winning Chef Opens Food Truck in The Bahamas – Grand Hyatt Baha Mar is welcoming the resort's newest beachfront airstream food truck, Streetbird on the Beach. Streetbird couples American comfort food with island flavors and a Bahamian twist. The food truck was conceptualized by Marcus Samuelsson, the James Beard award-winning chef and frequent judge on the cooking show series "Chopped".

American Airlines Resumes Service to Grand Bahama Island – American Airlines has relaunched its flight service to Grand Bahama Island, providing daily flights between Freeport and Miami, Florida. The airline officially resumed travel to the island on Thursday, February 13 and is the fourth airline to relaunch commercial international flights to Grand Bahama since Hurricane Dorian, following Bahamasair, Sunwing Airlines and Silver Airways.

Green Turtle Club Resort & Marina Accepting Reservations – Green Turtle Club Resort & Marina in The Abacos is now accepting reservations after its closure following Hurricane Dorian. Reservations can be made by calling 443-912-5839 or emailing info@greenturtleclub.com.

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Atlantis' Sensation Spring Break Beach Party (March 8 – 17, 2020) – Atlantis, Paradise Island is debuting its first annual 'Sensation Spring Break' beach party with nightly entertainment at Aura Nightclub. Headliners include Lil Jon, DJ Irie, Loud Luxury, Konflikt, Brandi Cyrus, Brooke Evers and Chase B. Ticket packages can be purchased at atlantisbahamas.com/sensation-brink-break/tickets.

Bahamian Music & Heritage Festival (March 12 – 14, 2020) – Visitors to Exuma can immerse themselves in the vibrant music and culture of The Bahamas at the annual Bahamian Music & Heritage Festival. Activities include sugar cane peeling and conch cracking competitions, how-to demonstrations and an impressive lineup of the most popular local and national gospel and secular musicians. For more information, visit Bahamas.com/Events/Bahamian-Music-Heritage-Festival.

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GOOD NEWS FROM THE BAHAMAS

FORT LAUDERDALE, FL, January 10, 2020 – In 2019, The Islands Of The Bahamas proved to be a resilient nation. Despite the impact of Hurricane Dorian months earlier, The Bahamas saw increased airlift, exciting events announced and major award nominations in December. From additional flights from Boston, Denver and Houston during peak travel season to the announcement of Baha Mar's Inaugural Culinary & Arts Festival, it comes as no surprise that the island nation was nominated as a top destination in multiple awards, including USA Today's 10Best Reader's Choice Awards and the World Travel Awards.

NEWS

Major Airlift Growth in The Bahamas – A number of top airlines are increasing airlift to The Bahamas in 2020. JetBlue is adding a second daily flight from Boston to Nassau in the peak spring break travel months of March and April. United Airlines is introducing a new non-stop Saturday-only flight from Denver to Nassau in March 2020. Southwest is also adding a seasonal Saturday-only route from Houston to Nassau in June 2020.

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GOOD NEWS FROM THE BAHAMAS

FORT LAUDERDALE, FL, February 14, 2020 – The Islands Of The Bahamas celebrated the new year in a big way, by reporting record-breaking visitor numbers in 2019. In other new news, The Bahamas recently partnered with Airbnb to invite travelers to experience The Bahamas’ way of life with The Bahamas Sabbatical and Grand Bahama Island and The Abacos continue to move forward in their recovery efforts following Hurricane Dorian. While fan favorite Lucayan National Park reopened at the end of January, The Abacos welcomed a number of re-openings and are ready to welcome visitors with open arms.

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The Abacos on the Road to Recovery - Just four months after Hurricane Dorian left a devastating impact on the northern islands in The Bahamas, [The Abacos](#) are already rebounding in a major way. Many hotels, ferry services, airlines, tour operators and attractions resumed business in the The Abacos. While Marsh Harbour, Central and Northern Abaco and several cays throughout the destination are in the midst of rebuilding, several businesses are already welcoming guests with open arms.

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GOOD NEWS FROM THE BAHAMAS

FORT LAUDERDALE, FL, May 14, 2020 – Despite current travel restrictions, The Islands Of The Bahamas remain a leading Caribbean destination. The Bahamas Ministry of Tourism & Aviation (BMOTA) has provided consumers with a virtual escape, allowing them to bring the iconic Bahamian waters and beaches to their homes, through ‘From The Bahamas With Love’ campaign. Additional coverage and recent awards have proven why it’s Better in The Bahamas, even from afar.

AWARDS AND ACCOLADES

The Bahamas Awarded NASA Earth Observatory’s All-time Best Image – An aerial photo of The Bahamas’ famous blue waters was voted [NASA Earth Observatory’s all-time best image](#) in honor of its 20th anniversary and the 50th anniversary of Earth Day. Titled ‘Ocean Sand, Bahamas,’ the photo received over 56,000 votes and has inspired people across the world to consider The Bahamas as their post-coronavirus getaway, according to Ministry of Tourism & Aviation Director General Joy Jibrilu.

The Bahamas Nominated in AFAR’s Travelers’ Choice Awards 2020 – The Islands Of The Bahamas is nominated for Best Caribbean Destination in AFAR’s Travelers’ Choice Awards 2020. Nominations and winners are selected by AFAR readers. Voting is open now through July 2, 2020. Vote now at [AFAR.com/surveys/afar-travelers-choice-awards-2020](https://afar.com/surveys/afar-travelers-choice-awards-2020).

THE BAHAMAS IN THE HEADLINES

The Bahamas Inspires Future Travel in *Travel + Leisure* – Leading travel publication, [Travel + Leisure](#), highlights The Cove, Eleuthera to “*inspire your imagination and maybe even your future travel plans.*” The piece notes the allure of the surrounding turquoise waters that guests can access from the property’s two beaches.

The Bahamas Soars in *Delta Sky* – In a 9-page feature spread in [Delta Sky](#), the Ministry of Tourism’s People-to-People program and the Bahamian people are touted “*its best tourism assets.*” The story wonderfully illustrates the vibrant culture and people of The Bahamas and demonstrates why 7.2 million people visited The Bahamas in what was a historic year.

Grand Hyatt Baha Mar, The Other Side and The Cove, Eleuthera Featured on *The Points Guy* –Three Bahamian properties were featured on [The Points Guy](#) for having some of the most beautiful hotel pools in the world. Grand Hyatt Baha Mar’s pool is highlighted for its 15-foot cliff jump and underwater marine cavern. The article also notes The Other Side’s unique glamping experience and saltwater pool overlooking the Caribbean Sea while The Cove, Eleuthera is recognized for its infinity pool overlooking the property’s two coves.

The Bahamas Recognized as a Perfect Family Getaway on *TripSavvy* – The Bahamas was recognized as the best Caribbean destination for families on [TripSavvy](#). As a result of a past Ministry of Tourism press trip to Nassau, the islands are highlighted for their “*culture, natures and world-class island cuisine.*”

Country Living Highlights Bahamian Comfort Food – As a result of a past Ministry of Tourism press trip to Long Island, Bahamian crab cakes are positioned as a must-make dish at home in an article on [Country Living](#). The story encourages readers to enjoy the dish with a tropical cocktail at home, until they are able to visit The Bahamas and do the same on the Island’s white-sand beaches.

Forbes Features Bahama Mama Cocktail Recipe – [Forbes](#) includes a recipe for the world-famous Bahama Mama cocktail to bring a taste of the island to readers stuck at home. The piece also highlights The Bahamas cocktail scene as a result of a past Ministry of Tourism press trip to Nassau.

Bon Vivant’s Bahama Mama Listed as a Must-Have Mother’s Day Cocktail - *Hola* includes Bon Vivant’s Bahama Mama recipe in a roundup of 16 cocktails to enjoy over Mother’s Day. The story recommends putting on some Bahamian tunes, including Fly Away by Lenny Kravitz and Rake and Scrape, to complete the wanderlust experience.

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THE BAHAMAS ANNOUNCES 2020 BOATING FLING SCHEDULE AND PERMIT FEES

Boaters will Have Quarterly and Annual Multiple-Entry Options in Advance of Boating Fling Season

Nassau - **January XX**, 2019 - The Islands Of The Bahamas begin just 50 miles off the east coast of Florida and sprawl across 100,000 sq. miles of the most beautiful water on the planet. Could there be a better place to go boating? No.

The Bahamas is paradise for boaters. For those who may not have ventured out toward the edge of the world yet, the annual Boating Fling program is a great way to gain experience and confidence, and updated boating permit options encourage boaters to become “regulars” around the islands.

Boating Flings, which are sponsored by the Bahamas Ministry of Tourism & Aviation, are like road trips but with lots and lots of water... and boats. A lead boat breaks the waves for the caravan of participants and a sweep at the rear of the flotilla ensures that no one gets left behind. Flings begin in Florida with a mandatory Captain’s meeting on Wednesday evening with departure on Thursday morning and return on Sunday. There is plenty of togetherness built into the program, but time on island is unstructured to allow freedom to fish, dive, explore or laze in the sun as preferred. There is one extended fling each year.

Dates announced for 2020:

June 10-14: Freeport, Grand Bahama Island

June 17-21, 24-29: Bimini

July 10-21: Extended Fling to Eleuthera

July 22-26, July 29-Aug 2: Bimini

Flings leave from Bahia Mar Yachting Center in Fort Lauderdale; dates are subject to change.

All vessels must have a valid cruising permit obtained through initial clearance and entry process. A new online option for paying for permits is expected for the new season.

The fees cover both a cruising permit and fishing permit, as well as the departure tax for up to three people. Each additional person will be charged a \$20 departure tax. The fee is good for a second re-entry within a 90-day period.

Updated fees effective Jan. 1, 2020 are as follows:

Up to 34’: \$150 for 3 months; \$300 annually

35’ - 100’: \$300 for 3 months; \$600 annually

101’ - 149’: \$500 for 3 months; \$1,000 annually

150’ - 200’: \$800 for 3 months; \$1,600 annually

Over 200’: \$1,000 for 3 months; \$2,000 annually

For a stay longer than 12 months, special arrangements must be made with Bahamas Customs and Immigration.

There are marinas and resources throughout the islands. Bahamas.com offers ample resources on rules, regulations and tips for boaters. The Association of [Bahamas Marinas](http://BahamasMarinas.com) also offers boaters convenient reservation and booking services available via call center, toll-free: 844-556-5290, or U.S.: 954-462-4591, or email reservations@bahamamarinas.com.

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THE BAHAMAS CELEBRATES HIGHEST VISITOR ARRIVAL NUMBERS IN HISTORY

From Air to Sea, The Bahamas' Tourism Business is Stronger Than Ever

NASSAU – January 23, 2019 –The Bahamas Ministry of Tourism & Aviation has exceeded a record-breaking seven million visitors in 2019. The Ministry attributes this historic success to data-driven, agile marketing, authentic storytelling, and aggressive PR, sales and airlift strategies. While the impacts of Hurricane Dorian are still felt, the hard work and dedication of Ministry partners have ensured that The Bahamas is still rockin’.

“It is with great pride and pleasure that I report The Bahamas’ strongest tourism numbers in history,” said Minister of Tourism & Aviation, Dionisio D’Aguilar. “We look

forward to building upon the success of our marketing efforts and continuing the momentum in 2020 as we show the world that The Bahamas continues to be Open For Business and has so much to offer visitors.”

“This tremendous achievement would not have been possible without the hard work and dedication of the team behind the scenes at the Ministry of Tourism as well as our industry and agency partners,” said Director General, Joy Jibrilu.

RECORD ARRIVALS

The impact of Hurricane Dorian has not slowed The Bahamas’ tourism growth. Since 2009, the islands have continuously seen a steady increase in air and sea arrivals with an impressive 52% increase in just 10 years.

According to the Department of Immigration, Port Authority and Customs, 2019 was a record-breaking year for The Bahamas, with the highest number of arrivals by air and sea recorded in the country’s history. By the end of 2019, foreign air and sea arrivals had totaled more than 7.2 million, a 9.0% increase from 2018. Stopover visitors alone were the highest in recorded history at 1.78 million with American visitors accounting for 1.45 million.

AIRLIFT INCREASE

The Islands Of The Bahamas expect to see this trend of increasing arrivals by air continue as major airlines, including United Airlines, British Airways and Delta Airlines have increased their airlift to Nassau in 2020.

United Airlines has added Saturday-only non-stop service from Denver to Nassau. The service begins March 7, 2020 in time for the peak spring travel season and continues through August 15, 2020. Beginning March 29, 2020, British Airways will operate non-stop service between London Heathrow and Nassau every Tuesday. British Airways will now offer non-stop service between London and Nassau Mondays, Tuesdays, Thursdays, Fridays and Saturdays. Delta Airlines has also expanded its airlift to Nassau this winter. Beginning December 21, 2019, the airline introduced daily nonstop flights from Boston Logan Airport to Nassau’s Lynden Pindling International Airport. Flights will run through April 30, 2020.

AWARDS AND ACCOLADES

The Bahamas Awarded in Condé Nast Traveler’s 2019 Readers’ Choice Awards – The Islands Of The Bahamas placed tenth in Condé Nast Travelers’ 2019 Readers’ Choice Awards for the Top 10 Islands in The Caribbean & Atlantic. Despite the trying hurricane season, The Islands continue to be a leader in Caribbean travel.

Bahamian Islands Recognized in *Travel + Leisure’s* World’s Best Awards – The Exumas, Harbour Island and The Abacos were named some of the top islands in the Caribbean, Bermuda and The Bahamas in *Travel + Leisure’s* 2019 World’s Best Awards. The World’s Best Awards are among the most prestigious in the travel industry and are selected by the publication’s readers.

Caribbean Journal's Travelers' Choice Awards – Nassau / Paradise Island were recognized in two categories of Caribbean Journal's Travelers' Choice Awards. The Graycliff Hotel & Restaurant was named the Best Restaurant in the Caribbean while Nassau / Paradise Island was voted the Best Golf Destination. The Travelers' Choice Awards celebrate the best in Caribbean travel as chosen by thousands of Caribbean Journal subscribers.

CHTA's Caribbean Hospitality Industry Exchange Forum Awards – The Islands Of The Bahamas took top honors at Caribbean Hotel and Tourism Association's annual CHIEF Awards. Small Hope Bay Lodge in Andros placed first in the Environmental Sustainability category for its solar power initiatives. Valentines Resort & Marina on Harbour Island placed first in the Sales and Marketing award category through its social media and email marketing efforts. Nassau Airport Development Company placed second in the Business Operations category for its new operation procedures to improve passenger experience.

Media Accolades – Following Hurricane Dorian, travel and lifestyle media rallied behind The Islands Of The Bahamas to encourage their readers to plan their travels now. The following awards round out a growing list of media accolades and consumer travel trend reports positioning The Bahamas as a must-visit destination in 2020:

- *New York Times*'s "[52 Places to Go in 2020](#)"
- *Frommer's* "[Best Places to Go in 2020](#)"
- *Fodor's* [Go List 2020](#)
- *The Globe & Mail's* "[Where to Go in 2020](#)"
- *Virtuoso Traveler's* "[20 for 2020](#)"

CONTINUING THE MOMENTUM WITH *FLYAWAY*
THE BAHAMAS IS STILL ROCKIN'

Following Hurricane Dorian, the Ministry also revealed a multi-channel campaign which reveals the resilience of the Bahamian people. Through authentic storytelling, the campaign shows travelers why The Bahamas is *still rockin'* and urges them to add the destination to their 2020 travel plans.

Earlier this year, the Ministry debuted a new, multi-channel creative campaign featuring Bahamian-American rock legend Lenny Kravitz which reveals the authentic spirit of The Bahamas as a destination of adventure and discovery. Set to the lyrics of Kravitz's hit song *Fly Away*, the [television commercial](#) and supporting marketing campaign capture his deep personal connection to The Bahamas, as well as the pure adrenaline rush of exploring the archipelago's 100,000 square miles by boat and plane. [Behind-the-scenes video](#) follows Kravitz around his home base of Eleuthera, where he records music and embraces island time.

Supporting digital content at www.bahamas.com/flyaway allows the Bahamas Ministry of Tourism & Aviation to raise awareness of the destination's many islands, which include The Exumas, Andros, Bimini, The Berry Islands, Cat Island, Harbour Island and Eleuthera, Long Island, San Salvador, Rum Cay, Mayaguana, Inagua, Acklins, Nassau-Paradise Island and Crooked Island. The new hub draws visitors into

island-specific microsites delivering inspiring vertical market video content on a variety of cultural and travel topics. The campaign underscores The Bahamas' powerful appeal as a destination and its proximity as a quick *Fly Away* destination.

ABOUT THE BAHAMAS

With over 700 islands and cays, and 15 of the 16 unique island destinations currently open for business, The Bahamas lies just 55 miles off the coast of Florida, offering an easy fly away escape that transports travelers away from their everyday. The Islands Of The Bahamas have world-class fishing, diving, boating and thousands of miles of the earth's most spectacular water and beaches waiting for families, couples and adventurers. Explore all the islands have to offer at www.bahamas.com or on [Facebook](#), [YouTube](#) or [Instagram](#) to see why It's Better in The Bahamas.

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FOR IMMEDIATE RELEASE

BAHAMAS MINISTRY OF TOURISM VISITS DENVER TO CELEBRATE LAUNCH OF UNITED AIRLINES NONSTOP AIRLIFT TO NASSAU

Ministry Representatives Meet with Top Travel Agents, Tour Operators and Media to Encourage Travel to The Islands Of The Bahamas

NASSAU, Bahamas, February 11, 2020 - Representatives of the Bahamas Ministry of Tourism and Aviation (BMOTA) traveled to Denver, Colorado to host events for over 20 media and influencers and over 140 of the area's top travel agents. These meetings delivered the important message that The Islands Of The Bahamas are *Still Rockin'* and easier to access than ever for Colorado travelers, thanks to United Airlines' new nonstop airlift from Denver to Nassau.

Along with Bahamian hoteliers and tour operators, Director General Joy Jibrilu and Deputy Director General Ellison "Tommy" Thompson provided key destination updates, showing attendees why a record-breaking seven million travelers visited The Bahamas in 2019. Bahamian-inspired dishes and cocktails

and performances from Junkanoo dancers also gave guests a taste of the Bahamian culture.

The BMOTA leaders at these events emphasized that The Bahamas is open for business and ready to welcome visitors for a tropical getaway across the islands. Grand Bahama Island and The Abacos have celebrated a number of reopenings since Hurricane Dorian hit the two northern islands in September 2019.

“The Bahamas is very excited for travelers to experience the islands’ adventurous activities that cannot be found in the mountains of Colorado,” said Director General Joy Jibrilu. “The beautiful sun, sand and sea are now just a short airplane ride away.”

For the first time ever, travelers from the Denver-area can take advantage of non-stop flights to Nassau, The Bahamas just in time for spring 2020 travel. Beginning March 7, 2020, United Airlines will be launching a Saturday-only nonstop service between Denver International Airport (DEN) and Lynden Pindling International Airport (NAS) in Nassau. The flight will suspend during the off-peak travel season beginning in August 2020 and commence again on October 21, 2020 on an annual basis.

To reinforce the enduring beauty, warmth and adventure of these islands, the BMOTA debuted its new multi-channel, creative brand campaign, *Still Rockin’*, to entice travelers to visit The Bahamas now.

As a follow up to the BMOTA’s *Fly Away* campaign, which debuted in February 2019, *Still Rockin’* once again features Bahamian-American rock legend, Lenny Kravitz. The [television commercial](#) and supporting marketing efforts capture Kravitz’s deep personal connection to The Bahamas, as well as the authentic spirit of the Bahamian people in the wake of Hurricane Dorian.

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HOTELS, BUSINESSES AND ATTRACTIONS ARE REOPENING IN ABACO AFTER HURRICANE DORIAN

NASSAU, Bahamas - February 3, 2020 - Just four months after Hurricane Dorian left a devastating impact on the northern islands in The Bahamas, The Abacos - a 120-mile chain of islands and cays -are already witnessing a wave of progress.

Many hotels, ferry services, airlines, tour operators and attractions resumed business in The Abacos, a destination beloved for its natural beauty, white sand beaches and world-class sailing. While Marsh Harbour, Central and Northern Abaco and several cays throughout the destination are in the midst of rebuilding, several businesses are already welcoming guests with open arms.

“Though the road to recovery has been challenging, we are confident that The Abacos will be back stronger and better than ever before,” said Minister of Tourism & Aviation, Dionisio D’Aguilar.

The Bahamas Ministry of Tourism & Aviation recently optimized bahamas.com/abaco to accurately inform travelers on what is open for business including status updates of hotel and resort re-openings, airport updates, operational ferries and a user-friendly map that will help visitors plan their trips to areas of the island that are welcoming guests.

ACCOMMODATIONS Hotels and resorts that are back to business and welcoming guests include:

- **South Abaco:** The Abaco Club on Winding Bay, The Sandpiper Inn, The Delphi Club, The Black Fly Bonefish Lodges, Abaco Breeze, Oeisha’s Resort, Pete & Gay’s Guest House, Moore’s Island Bonefish Lodge and R&S Motel
- **Central Abaco:** Abaco Hillside Plaza, Calypso Hills Hideaways and Abaco Inn on Elbow Cay. Abaco Beach Resort and Marina in Marsh Harbour is also open for business, however resort services are limited.
- **North Abaco:** James Inn, M&M Hotel, Millie’s Guest House, Linton’s Cottages, Cay’s Resort LTD, Cooper’s Cove Motel, Island Bay Front Hotel, Joleeka’s Motel, Josey Wales and Sassy Cassie Motel

The Abacos are also seeing tremendous progress from a handful of popular hotels and resorts as they have set re-opening dates for Spring 2020 including Firefly Sunset Resort, Green Turtle Club Resort and Marina and others.

AIRLIFT

Leonard Thompson International Airport, formerly known as The Marsh Harbour International Airport (MHH), is presently offering international and domestic flight services.

- **Bahamasair** is offering regular flights from Nassau to Marsh Harbour daily and to Treasure Cay four times a week. The airline also has direct flights from West Palm Beach, Florida to Marsh Harbour on Tuesdays, Thursdays, Fridays and Sundays.
- **Silver Airways** resumed service between Fort Lauderdale and Marsh Harbour, offering five flights per week.

For further information and updates from The Abacos, please visit bahamas.com/abaco. If you are planning a vacation to The Abacos, please contact your hotel directly for additional information on your trip.

To help fund the recovery and rebuilding efforts taking place in The Abacos, visit bahamas.com/relief.

ABOUT THE BAHAMAS

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For Immediate Release

**BAHAMAS MINISTRY OF TOURISM & AVIATION, IN PARTNERSHIP WITH COUNTRY'S
TOURISM READINESS AND RECOVERY COMMITTEE, ANNOUNCES PLAN FOR
REOPENING TOURISM SECTOR**

*Bahamas Preparing to Resume International Tourism on July 1 with New Health & Safety
Protocols in Place*

NASSAU, Bahamas, June 2, 2020 – The Bahamas Ministry of Tourism & Aviation, along with the Tourism Readiness and Recovery Committee, a group comprised of public and private sector partners, announced today a collaborative plan for re-opening the country's borders and tourism sector, as well as the resumption of international commercial travel starting July 1. A press conference provided details of the "Tourism Readiness and Recovery Plan" to be used as an approved, comprehensive guide of health and safety protocol to be followed consistently across the country.

From procedures pertaining to entering and departing The Bahamas via airports and seaports, to a Clean & Pristine certification program implemented across hotels, restaurants and other consumer-facing tourism entities and touchpoints, the plan outlines extensive health and safety protocols that will be enforced throughout The Bahamas to mitigate risks for all visitors and residents alike.

"Our top priority has and will always be our commitment to the health and wellbeing of our residents and visitors" said Bahamas Ministry of Tourism & Aviation Director General Joy Jibrilu. "We must remember that we are living in a new normal in the wake of COVID-19 and a lot is going to change across the tourism sector. We are putting an even greater emphasis on making sure The Bahamas is safe and clean for everyone, and look forward to once again providing travelers with the tropical experience our islands are known for."

A Phased Approach

The Bahamas' tourism dependent economy will gradually come back online, following a strategic, phased approach that ensures critical health and safety protocols are being adhered to, and that the Health sector remains well equipped and ready to respond as necessary.

- Phase 1, beginning on June 15, will allow for international boaters, yachters and private aviation to return to the destination.
 - These smaller special interest groups will allow a more controlled segment to test the country's new measures.

Also, during this phase, commercial airlines will be allowed to bring in Bahamian citizens, legal residents, home-owners qualifying for economic permanent residency, or the immediate family members or significant others of any of these groups.

- All returning persons will continue to have to register at a Bahamas embassy or consulate and obtain a COVID-19 test with a negative result.
- It is anticipated that during this period of time there will be a reduced flight schedule as airlines begin adding The Bahamas to their schedules once again.

Additionally, during Phase 1 hotels will re-open for staff to return to work and put in place all the measures required to ensure they are ready to welcome guests at the onset of Phase 2.

- Phase 2, beginning July 1, allows for the resumption of international travel, including:
 - Commercial airlines, both international and domestic
 - Hotels and vacation rentals, inclusive of Airbnb and HomeAway
 - Transportation ranging from taxis to jitneys and buses

The timing of the other phases and sectors will be announced shortly.

What Travelers Should Expect

Travelers should expect to follow The Bahamas' "Healthy Traveler Campaign" that encourages both visitors and residents to continue practicing social distancing measures, regularly wash hands or use hand sanitizers, and pack appropriate PPE such as face masks, just as they would their swimsuits and sunscreen.

At airports and seaports, temperature screenings for all incoming visitors will be conducted by healthcare personnel. Travelers will be required to wear a face mask in any situation where it is necessary to enforce physical distancing guidelines, such as when entering and transiting air and sea terminals, while navigating security and customs screenings, and at baggage claim. When departing, flights will be scheduled to every other gate to provide as much distance between flights as possible, and greater time will be provided for boarding to ensure that physical distancing can be maintained.

In addition, several new procedures will be present throughout the on-island experience, including:

- Accommodations:
 - Hotels, resorts and vacation rentals will enforce extensive health and safety protocols like enhanced cleaning for guest rooms, public spaces, high touch point areas on frequent, regulated schedule
 - Hand sanitizer and disinfectant wipes will be readily available across properties
 - Employee health monitoring and temperature check points will be enforced
 - A limited number of guests will be permitted in elevators at one time
 - Unnecessary literature in guest rooms will be eliminated
- Taxis and Independent Cars:
 - Passengers and drivers should wear face masks at all times throughout their journey.
 - Vehicles must reduce the maximum number of people by 50% (sedans can carry up to two persons and SUVs up to four persons) and passengers should not ride in the front seat.
- Excursions, tours, local attractions and shopping:
 - Businesses must establish a maximum number of guests and limit the duration of each guest visit to allow for social distancing.
 - When possible, guests will be encouraged to use personal gear (such as snorkeling gear) and businesses will have items available for purchase.
 - Guests will not be allowed to touch products unless with the intent to purchase and cashless sales will be encouraged.

- Beach chairs must be arranged to allow six feet of social distancing between family units.
- A regular cleaning timetable and checklist must be established, reviewed, and maintained.

- Vessel and Ferry Operations
 - Staff must wear a water-repellent or marine grade face mask during all passenger interactions and where other social distancing measures are difficult to maintain.
 - A maximum number of passengers permitted on-board will be reduced by 50% and passenger seating may be assigned to ensure proper distancing.
 - Vessel sanitizing must take place before any passenger embarks the vessel and between all passenger exchanges. All high touch surfaces must be constantly and consistently cleaned during passage and at the end of each day.

- Restaurants, Food & Beverage Services
 - Buffets will be discontinued until further notice. All meals must be single or prepackaged.
 - Businesses must utilize disposable menus or offer on monitors or static display boards.
 - Staff must wear PPE (disposable mask and gloves).

Reopening of borders will continue to be monitored and guided by The Bahamas government and health officials. Dates are subject to change based on COVID-19 trends, if there is a deterioration in improvement or if government and health organizations deem these phases unsafe for residents or visitors.

The Bahamas Ministry of Tourism & Aviation believes it is an absolute baseline requirement for consumers to have a comfort level that The Bahamas is a safe and healthy destination to visit, and the ultimate goal is for that to remain the case. For more information, or to view the Tourism Readiness and Recovery Plan, please visit: www.bahamas.com.

All COVID-19 inquiries should be directed to the Ministry of Health. For questions, or concerns, please call the COVID-19 hotline: 242-376-9350 (8 a.m. – 8 p.m. EDT) / 242-376-9387 (8 p.m. – 8 a.m. EDT).

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For Immediate Release

THE BAHAMAS MINISTRY OF TOURISM AND AVIATION HOSTS VIRTUAL SALES PROGRAMS AROUND THE WORLD TO ATTRACT TOURISM

NASSAU, Bahamas - June 9, 2020 – The Bahamas Ministry of Tourism and Aviation has been hosting a series of virtual sales missions in the U.S. and Canada during the entire time of quarantine in an effort to continue promoting The Islands Of The Bahamas and keeping the destination top-of-mind for not only the travel trade but other business partners and suppliers.

Without the ability to host face-to-face interactions to which the sales teams were accustomed, the Ministry of Tourism quickly pivoted to launching and participating in online events such as webinars, virtual travel shows, virtual trip simulations and live social media sessions.

As part of a strategic effort to share openly about The Bahamas' road to recovery, the BMOT brought together all of its international partners in the US and Canada for two days of virtual meetings hosted by Director General Joy Jibrilu. These meetings were widely welcomed by the partners as anticipation grew for the return to 'new normal' business.

"While grappling with the effects of COVID-19, all travel was put on hold", said Director General Jibrilu, "but we remained committed to providing our travel suppliers, travel agent communities, key meeting planners and destination wedding planners, flying ambassadors, boating community and all of our other business partners with the resources and information they needed to assure new and returning guests, we would be ready once the world was ready to travel again. Now, more than ever, we need to show our partners just how important they are since we will be calling upon them to help bring tourists back to our shores, the moment it is safe to do so."

The sessions received rave reviews and a number of our partners followed up with notes of thanks to the team for being accessible and transparent in the face of incredible circumstances. Bob Duglin, Vice President of the International Membership & Host Agencies for the American Society of Travel Advisors (ASTA), a leading global advocacy group for the travel trade industry said. "It was very uplifting to hear from Director General Joy Jibrilu that The Islands Of The Bahamas will be safely opening soon to travelers from North America; getting to The Bahamas is so easy with nonstop flights from the U.S. – people can get from their home to the beach in a matter of hours."

Others like Elvi Cal, VP Product Development, Travel Brands, Canada said "Thanks so much for extending the invitation to today's presentation. Joy did a great job in explaining the BTO's plans and the different phases of reopening. Thrilled to see BTO very proactive and already thinking of marketing this fall."

The 'next normal' as everyone is coining this moment in time has accelerated the Ministry's efforts in further developing and leveraging digital resources and platforms that help to reach and engage its target audiences. Many advances have been made already and the global teams are especially proud of those resources that allow the destination to export product immersive experiences and deepen customer engagement virtually.

ABOUT THE BAHAMAS

With over 700 islands and cays, and 15 of the 16 unique island destinations currently open for business, The Bahamas lies just 50 miles off the coast of Florida, offering an easy fly away escape that transports travelers away from their everyday. The Islands Of The Bahamas have world-class fishing, diving, boating and thousands of miles of the earth's most spectacular water and beaches waiting for families, couples and adventurers. Explore all the islands have to offer at www.bahamas.com or on Facebook, YouTube or Instagram to see why It's Better in The Bahamas.

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For Immediate Release

BAHAMAS MINISTRY OF TOURISM AND AVIATION LAUNCHES "THE ISLANDS OF THE BAHAMAS" MOBILE APP TO HELP VACATION PLANNING

NASSAU, Bahamas, June 10, 2020 – The Bahamas Ministry of Tourism & Aviation's new, free mobile app provides an easy to use resource and tool for consumers planning a visit to The Islands Of The Bahamas. Key features of the app include: downloadable island guides, flight charter request processing and recommendations based on the user's geo-location within The Bahamas. It also highlights current deals, Bahamas.com blog posts, an interactive map and suggests top activities for adventure, relaxation and romance.

Downloadable Island Guides

The Bahamas consists of 16 major islands, each offering a unique, tropical experience, from the luxury of Nassau Paradise Island to the seclusion of the Out Islands. "The Islands Of The Bahamas" mobile app features downloadable island guides for each that include details and booking resources for hotels, activities, events and transportation. They also highlight current weather and must-experience destinations and activities on each island.

Flight Charter Request

With over 700 islands and cays, The Bahamas is a prime island hopping destination. And, with "The Islands Of The Bahamas" mobile app, it's easier than ever to charter inter-island flights. App users select group size, where they are traveling to and from and their travel dates, which is then submitted within the app. Within 24 hours, app users will receive flight confirmation time and the total cost for the group with next steps to finalize the booking.

Geo-location Capabilities

To support travelers' interest in discovering local favorites and taking ownership of their itinerary, the mobile app uses geo-location to help visitors discover restaurants, activities, national parks, historical monuments and more close to them. Upon arrival in any of The Bahamas' 16 major islands, app users can also unlock a geofencing-generated postcard to share with friends and family.

The Islands Of The Bahamas mobile app is free to download on [IOS](#) and [Android](#) devices.

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For Immediate Release

BAHAMAS MINISTRY OF TOURISM & AVIATION DETAILS TWO PHASES OF REOPENING TOURISM SECTOR

Bahamas Phase 1 Begins June 15; Phase 2, Which Will Resume ALL International Tourism is Set For July 1 with New Health & Safety Protocols in Place For Each

NASSAU, Bahamas, June 12, 2020 – Following the announcement of the country's in-depth [Tourism Readiness and Recovery Plan](#), The Islands Of The Bahamas is beginning to reopen its borders and tourism sector for international travel. A strategic, phased approach kicks off on June 15 with extensive health and safety protocols in place.

From requirements and procedures pertaining to entering and departing The Bahamas via airports and seaports, to a Clean & Pristine certification program implemented across hotels, restaurants and other consumer-facing tourism entities and touchpoints, new measures will be enforced throughout the islands to ensure The Bahamas is safe and clean for everyone.

Phase 1: (between June 15 – June 30)

Phase 1, beginning on June 15, will allow for international boaters, yachters and private aviation to return to the destination. These smaller special interest groups will allow a more controlled segment to test the country's new measures. Also, during this phase:

- Hotels will reopen for staff to return to work and put in place all the measures required to ensure they are ready to welcome guests at the onset of Phase 2.
- Commercial airlines will be allowed to bring in Bahamian citizens, legal residents, homeowners qualifying for economic permanent residency, or the immediate family members or significant others of any of these groups.
 - It is anticipated that during this period of time there will be a reduced flight schedule as airlines begin adding The Bahamas to their schedules once again.

Guidelines, Protocol and Procedures for:

- **International boaters, yachters and private aviation**
 - A COVID-19 RT-PCR Negative (Swab) Test is required and must be presented upon arrival. Results must be no more than ten (10) days old. During Phase 2 (after July 1) this will no longer be required, but travellers must follow all other steps outlined.
 - Children under the age of two are not required to take a test.
 - Private pilots who do not deplane are not required to take a test.
 - All travellers – both domestic and international – are required to complete an Electronic Health Declaration Form at travel.gov.bs prior to departure and for any inter-island travel within The Bahamas. An automated response will be provided upon completion, and it is essential that travellers present proof of confirmation upon arrival in their destination This is an important step for contact tracing purposes.
 - No quarantine will be required upon arrival (if all steps are met).
 - Failure to comply with the test requirements and health form submission will result in denied entry.
 - Boaters must also:
 - Inform marina at least 48 hours prior to vessel's arrival
 - Wear masks while on marina's premises
 - NEVER shake used or unused clothing, sheets, or cloth items
 - Boats always required to remain 50 feet apart
 - No "rafting" (tying boats together)
 - No "beaching" (running boats ashore in shallow water to disembark)
- **Bahamian Citizens, Residents and Homeowners**

- Per the direction of the Bahamas Ministry of Health, Bahamian Citizens, Residents and Homeowners Returning from CARICOM countries are not required to present a COVID-19 RT-PCR Negative (Swab) Test upon arrival. However, they remain subject to other public health measures.
- Required to complete an Electronic Health Declaration Form at travel.gov.bs prior to departure and for any inter-island travel within The Bahamas. An automated response will be provided upon completion, and it is essential that travellers present proof of confirmation upon arrival in their destination. This is an important step for contact tracing purposes.
- For those not returning from CARICOM countries, a COVID-19 RT-PCR Negative (Swab) Test is required in Phase 1 (June 15-30) and must be presented upon arrival.

Phase 2: Beginning July 1

Phase 2 allows for the resumption of international travel on a larger scale, beginning on July 1, which includes:

- Commercial airlines, both international and domestic
 - Domestic and International airlines are beginning to announce plans for their return to The Bahamas. It is recommended that travellers check with airlines directly for details of recommencement of service.
- Hotels and vacation rentals, inclusive of Airbnb and HomeAway
- Transportation ranging from taxis to jitneys and buses

Guidelines, Protocol and Procedures:

- All travellers – both domestic and international – are required to complete an Electronic Health Declaration Form prior to departure and for any inter-island travel within The Bahamas (TBA). An automated response will be provided upon completion, and it is essential that travellers present proof of confirmation upon arrival in their destination. This is an important step for contact tracing purposes.
- A COVID-19 RT-PCR Negative (Swab) Test will not be required.
- Travellers will not be required to quarantine.
- Travellers planning to visit The Bahamas should also be prepared to:
 - Monitor business websites (airlines, hotels, attractions, etc.) for changes in protocols.
 - Follow The Bahamas' "Healthy Traveller Campaign" ongoing practice of:
 - Physical distancing measures (3ft-6ft)
 - Regularly washing hands
 - Wearing PPE such as face masks when appropriate
 - Avoid travelling when they feel ill.

What Travellers Should Expect

At airports and seaports, temperature screenings for all incoming visitors will be conducted. Travellers will be required to wear a face mask in any situation where it is necessary to enforce physical distancing guidelines, such as when entering and transiting air and sea terminals, while navigating security and customs screenings, and at baggage claim. When departing, flights will be scheduled to every other gate to provide as much distance between flights as possible, and greater time will be provided for boarding to ensure that physical distancing can be maintained.

In addition, several new procedures will be present throughout the on-island experience, including:

- **Accommodations (Hotels, Resorts and Vacation Rentals)**
 - Extensive health and safety protocols enforced; details will be clearly stated by specific institutions
 - Enhanced cleaning for guest rooms
 - Hand sanitizer and disinfectant readily available
 - Employee health monitoring
 - Limiting guests in elevators
- **Taxis and Independent Cars**
 - Passengers to wear masks at all times throughout journey
 - Passengers should not ride in front seat
 - Vehicles reduce the maximum number of people by 50%
 - Sedans = 2 persons or a family travelling together
 - SUVs = 4 persons
- **Excursions, Tours, Local Attractions and Shopping**
 - Maximum number of guests and duration of guest visit limited.
 - Guests use personal gear (such as snorkeling gear) as appropriate
 - Guests will not be allowed to touch products unless purchasing
 - Cashless sales encouraged
 - Beach chairs to allow 6ft. physical distancing between family units.
 - Cleaning timetable / checklist maintained
- **Vessel and Ferry Operations**
 - Maximum passengers on-board reduced by 50%
 - Passenger seating assigned to ensure proper distancing
 - Vessel sanitizing:
 - Before any passenger embarks
 - Between all passenger exchanges
 - On high touch surfaces consistently during passage
 - At end of each day
- **Restaurants, Food & Beverage Services**
 - Buffets discontinued until further notice
 - All meals must be single or prepackaged
 - Disposable menus offered or displayed on monitors or chalkboards.
 - Seating to accommodate for physical distancing of guests; limiting number of guests

Announcements for timing of additional phases and sectors are forthcoming. Reopening of borders will continue to be monitored and guided by The Bahamas government and health officials. Reopening dates are subject to change based on COVID-19 trends, if there is a deterioration in improvement, or if government and health organizations deem these phases unsafe for residents or visitors.

The Bahamas Ministry of Tourism & Aviation believes it is an absolute baseline requirement for consumers to have a comfort level that The Bahamas is a safe and healthy destination to visit, and the ultimate goal is for that to remain the case. For more information, or to view the Tourism Readiness and Recovery Plan, please visit: www.bahamas.com/travelupdates.

All COVID-19 inquiries should be directed to the Ministry of Health. For questions or concerns, please call the COVID-19 hotline: 242-376-9350 (8 a.m. – 8 p.m. EDT) / 242-376-9387 (8 p.m. – 8 a.m. EDT).

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For Immediate Release

BAHAMAS MINISTRY OF TOURISM & AVIATION PREPARES FOR PHASE 2 REOPENING JULY 1

All Islands Of The Bahamas Will Reopen to International Travel; Visitors Must Present Negative COVID-19 Test and Complete an Electronic Health Visa to be Granted Entry

NASSAU, Bahamas, June 30, 2020 – The Bahamas Ministry of Tourism & Aviation is preparing for Phase 2 of the [Tourism Readiness and Recovery Plan](#), which will begin on Wednesday, July 1 and allow for the resumption of international travel to The Bahamas.

Policies and Procedures for all travellers visiting The Bahamas beginning July 1 are as follows. Plans continue to evolve in response to COVID-19 trends, and so additional guidance will be communicated as details are available.

- Due to the recent increase of COVID-19 cases in the U.S., and in an abundance of caution for the health and safety of both travellers and residents, all incoming visitors must present a COVID-19 RT-PCR Negative (Swab) Test upon arrival. Those arriving in The Bahamas between July 1 and July 6 must present results no more than ten (10) days old. Those arriving in The Bahamas on July 7 and beyond must present results no more than seven (7) days old. Select individuals will not be required to provide a test:
 - Children under the age of ten (10)
 - Private pilots who do not deplane
 - All pilots and crew of well-known foreign commercial carriers who are in The Bahamas for four hours or less, may remain within sterile areas as long as they wear a mask, are not required to have a negative COVID-19 RT-PCR test.

- If overnighting, pilots and crew must wear a mask in public at all times and must self-isolate in their hotel rooms.
- Bahamian citizens, residents and homeowners who are returning to The Bahamas from English speaking CARICOM countries
- Bahamian citizens and legal residents who are returning to The Bahamas from countries where they cannot obtain a COVID-19 RT-PCR (Swab) Test. Proof of their inability to receive a test must be presented upon arrival and traveller will be required to quarantine for 14 days.
 - Quarantine time may be reduced if the traveller opts to take a test at their own expense and receives a negative result.
- Bahamian citizens and legal residents who have been out of The Bahamas for less than 72 hours; however they will be required to quarantine for 14 days.
 - Quarantine time may be reduced if the traveller opts to take a COVID-19 RT-PCR (Swab) Test, at their own expense, and receives a negative result.
- All travellers will be required to complete an electronic Health Visa prior to departure at travel.gov.bs. Each traveller will need to upload their test results and provide contact information that is crucial for contact tracing purposes. An automated response will be provided upon completion, and it is essential that travellers present proof of confirmation upon arrival in their destination.
- No quarantine will be required upon arrival, however, travellers who show symptoms of COVID-19 may be transferred to an area away from other passengers for further testing and evaluation.
- At airports and seaports, healthcare personnel will conduct temperature screenings for all incoming visitors. Travellers will be required to wear a face mask in any situation where it is necessary to enforce physical distancing guidelines, such as when entering and transiting air and sea terminals, while navigating security and customs screenings, and at baggage claim.
 - New fines and penalties for all persons, including Bahamian residents and visitors have been established for those not wearing face masks in areas where it is required.

As part of Phase 2, hotels and vacation rentals, including Airbnb and HomeAway will open to guests. Domestic and International airlines are permitted to resume service, and many are beginning to announce plans for their return to The Bahamas:

- Southwest will resume daily service between Baltimore and Nassau on July 1
- JetBlue will resume daily service between New York (JFK) and Nassau as well as Fort Lauderdale and Nassau on July 2
- Delta Airlines will be resuming its twice daily Atlanta to Nassau service July 2
- United Airlines announced its daily Houston to Nassau and Newark to Nassau service will resume July 6 while Saturday-only Denver to Nassau service will resume July 11
- American Airlines will resume daily flights between Charlotte and Nassau; Miami and Exuma; Miami and Eleuthera and twice daily flights between Miami and Nassau on July 7

Additional airlift resummptions are expected to be announced in the coming weeks. Travellers should check with airlines directly for details on recommencement of service and any protocols for travel.

This July 1 tourism re-entry builds on and supports existing government rules and regulations, which already allows for the resumption of travel for international boaters, yachters and those traveling on private aviation as well as inter-island domestic travel for Bahamian citizens and residents. Phase 3, beginning July 13, allows for the reopening of attractions, excursions and tours. Phase 4, beginning July 27, allows for vendors (including straw vendors) and jet ski operators to resume operations.

Once on island, travellers should expect to follow The Bahamas' "Healthy Traveler Campaign" that encourages both visitors and residents to continue practicing social distancing measures, regularly wash hands or use hand sanitizers, and pack appropriate PPE such as face masks, just as they would their swimsuits and sunscreen.

A Certification Agency has been established - representing a collaboration between the Ministry of Tourism, Ministry of Health, and other regulatory agencies - to enforce a Clean & Pristine certification program across the islands. All tourism related, customer-facing entities in The Bahamas must verify they have in place and are adhering to the Government approved health and safety guidelines to receive Clean & Pristine certification. Adequate signage outlining policies will be clearly displayed at all locations helping to guide staff and visitors. Travellers are encouraged to visit direct business websites prior to booking or traveling to ensure they are aware and comfortable with the policies they will need to abide by. Additional details about on-island protocols can be found at www.bahamas.com/travelupdates.

Reopening of borders will continue to be monitored and guided by The Bahamas government and health officials. Reopening dates are subject to change based on COVID-19 trends, if there is a deterioration in improvement or if government and health organizations deem these phases unsafe for residents or visitors.

The Bahamas Ministry of Tourism & Aviation believes it is an absolute baseline requirement for consumers to have a comfort level that The Bahamas is a safe and healthy destination to visit, and the ultimate goal is for that to remain the case. For more information, or to view the Tourism Readiness and Recovery Plan, please visit: www.bahamas.com/travelupdates.

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PRESS INQUIRIES

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Hi XX,

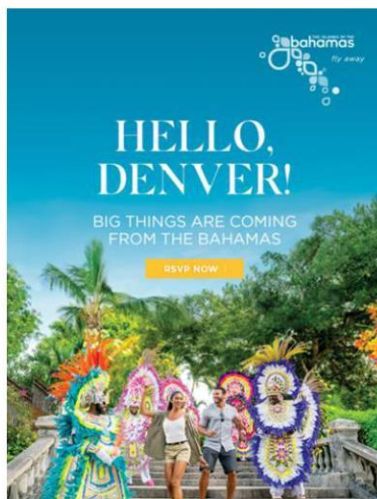
On behalf of [The Island of The Bahamas](#), I'd like to invite you to join Director General of the Bahamas Ministry of Tourism, Joy Jibrilu, and Ministry representatives at **The Ritz Carlton Denver** for an island-inspired lunch. The destination is heading to Denver to celebrate new nonstop service to Nassau on United Airlines and share what's new for the destination in 2020.

Quite different from the outdoor adventures you find in Colorado, get the inside scoop on why now is the time to trade in rock climbing for cliff jumping into The Bahamas' Instagram-worthy deep blue holes, fishing and boating across some of the world's most beautiful waters and so much more.

Please RSVP directly to me. Spaces are very limited and are confirmed on a first come, first serve basis. Further details below.

We hope to see you there,

Libby



Who: Bahamas Ministry of Tourism & Aviation

Where: The Ritz Carlton Denver

[1881 Curtis Street, Denver, CO 80202](#)

When: Tuesday, February 11, 2020

12:00 – 2:00 PM

With over 700 islands and cays, and 15 of the 16 unique island destinations currently open for business, The Bahamas offer an easy fly away escape that transports travelers away from their everyday. The Islands Of The Bahamas have world-class fishing, diving, boating and thousands of miles of the earth's most spectacular water and beaches waiting for families, couples and adventurers. Join us to learn why [It's Better in The Bahamas](#).

The Islands Of The Bahamas is no stranger to hurricanes, including the most recent devastation that Hurricane Dorian caused to two of its northern islands, Grand Bahama Island and The Abacos in 2019.

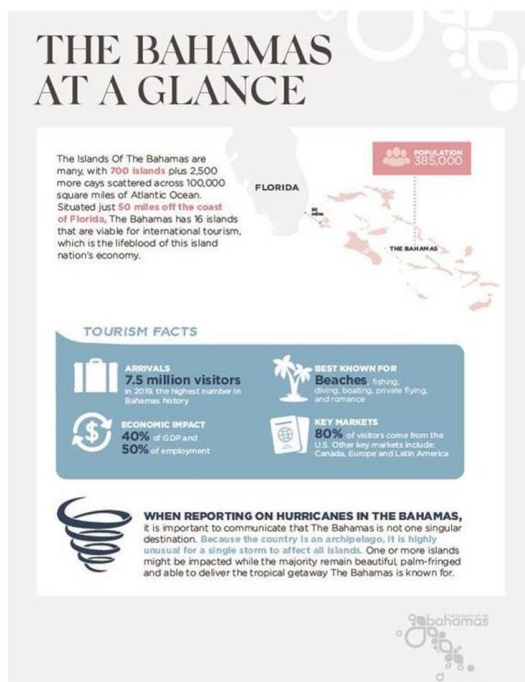
As we are in an active hurricane season, we thought it would be helpful to provide an informative four-page infographic (linked [here](#)), to serve as an easy-to-reference guide while reporting on The Bahamas during the 2020 Hurricane Season.

From tourism facts and educational information on the country's unique geography to an island-by-island guide of our 16 destinations – we hope that you find this infographic helpful as you report to your audience, should The Bahamas face a disturbance this season.

As The Ministry Of Tourism & Aviation's agency of record, please don't hesitate to reach out with any questions, requests or needs now or into the near future:

Bahamas@webershandwick.com.

Thank you,
The Bahamas Team



The Bahamas Prepares for Phase 2 Reopening on July 1

Hi there,

As The Bahamas prepares to welcome back international travelers on July 1, I wanted to ensure you had the latest on Phase 2 of the Tourism Readiness and Recovery Plan.

The Island Of The Bahamas top priority is the health and wellbeing of its citizens, residents and visitors. In an abundance of caution, The Bahamas has implemented a number of protocols including testing, electronic health visa and PPE requirements to ensure all can be confident in their decision to visit The Bahamas. Additionally, the Ministry of Tourism, Ministry of Health and other regulatory agencies developed the Clean & Pristine certification program which ensures all tourism entities, including hotels, excursions, tour operators and restaurants, are adhering to government mandated health and safety guidelines.

The press release with full details can be found [here](#) and FAQ can be found [here](#). For the latest news and updates on The Bahamas reopening, visit www.bahamas.com/travelupdates.

Best,
The Bahamas Team

The Islands of The Bahamas July 1 Reopening Updates

Hi there,

Thank you so much for sharing the news about The Bahamas upcoming reopening. I'm reaching out on behalf of The Bahamas Ministry of Tourism to share a few developments that we wanted to be sure you are aware of. Requirements for travelers to be granted entry include:

- **Negative COVID-19 Test Result Required:** Due to the recent increase of COVID-19 cases in the U.S., and in an abundance of caution for the health and safety of both travelers and residents, all incoming visitors must present a COVID-19 RT-PCR Negative (Swab) Test upon arrival. Those arriving in The Bahamas between July 1 and July 7 must present results no more than ten (10) days old. Those arriving in The Bahamas after July 7 must present results no more than seven (7) days old. Select individuals will be exempt from testing, such as:
 - Children under the age of two
 - Children between the ages of 3-10, provided their state or county of residence does not administer tests for children under that age. Parent or guardian must provide proof of testing restriction upon arrival.
 - Private pilots who do not deplane
- **Electronic Health Visa Required:** All travelers will be required to complete an electronic Health Visa prior to departure at travel.gov.bs. Each traveler will need to upload their test results and provide contact information that is crucial for contact tracing purposes. An automated response will be provided upon completion, and it is essential that travelers present proof of confirmation upon arrival in their destination.

The press release with full details can be found [here](#) and FAQ can be found [here](#). For the latest news and updates on The Bahamas reopening, visit www.bahamas.com/travelupdates.

Best,
The Bahamas Team

The Bahamas Announces July 1 Reopening
Hi there,

I wanted to share that The Bahamas recently announced they are welcoming back tourists in two-phases:

- Phase 1 begins June 15 allowing for international boaters, yachters and private aviation to return to the destination.
- Phase 2 begins July 1 resuming ALL International Tourism

The press release below summarizes details of the destination's Tourism Readiness and Recovery Plan put forth by The Bahamas Ministry of Tourism & Aviation, in partnership with the Tourism Readiness and Recovery Committee to safely welcome back travelers.

Please let us know if you have any questions, need additional information or would like to speak with a representative from The Bahamas Ministry of Tourism & Aviation.

Best,
The Bahamas Team



THE BAHAMAS MINISTRY OF FOREIGN AFFAIRS UPDATES BORDER CONTROL AND QUARANTINE MEASURES FOR PERSONS COMING FROM SELECTED COUNTRIES

FOR IMMEDIATE RELEASE

Nassau, Bahamas - March 6, 2020 - The Bahamas Ministry of Foreign Affairs wishes to advise that recent reports from the World Health Organization (WHO) indicate that the COVID-19 virus has now spread to more than seventy-five (75) countries. At least, forty-seven (47) of these countries have ten (10) cases or less. Some are reporting their first cases. Significantly, however, there is a prevalence of cases emerging in a few selected countries. According to the Director-General's 4th March 2020 Briefing, almost 90% of those cases are from three countries: Iran, South Korea and Italy.

The data is compelling and out of an abundance of caution, the Government of The Bahamas has decided to implement border control and quarantine measures for persons coming from those countries. Effective immediately any non-resident who has visited South Korea, Iran or Italy in the last twenty (20) days will be denied entry into The Bahamas. These countries will be added to China, for which, we implemented such measures on January 30th, 2020. As such, Bahamian citizens and Residents returning from all four (4) jurisdictions will now be subjected to quarantine measures for a maximum of fourteen (14) days. Non-residents currently en route to The Bahamas from these jurisdictions will be subjected to the same protocol for returning citizens and residents.

While there remains no reported or confirmed cases of COVID-19 in The Bahamas, at this time, the Government of The Bahamas is taking extra precaution to protect the safety and health of our residents and visitors. This new advisory is part of the government's enhanced effort to address this public health threat.

###

Media Contact:

You're Invited to The Bahamas Weather Conference at Grand Hyatt Baha Mar **April 15 – 19, 2020**.
Please RSVP [here](#) by **Friday, February 28** using the following:

Password: **BWC2020** (case sensitive)

THE ISLANDS OF THE
bahamas



THE BAHAMAS WEATHER CONFERENCE

April 15 - 19 | Grand Hyatt Baha Mar
NASSAU, BAHAMAS

RSVP >



Join leading experts from the National Hurricane Center and FEMA at the 14th Annual Bahamas Weather Conference in Nassau. Hosted by The Bahamas Ministry of Tourism and Aviation, this four-day conference will examine the future of emergency response and management in the wake of four consecutive years of above-average hurricane activity in the Atlantic.

Featuring:

**Former U.S. Director of
the National Hurricane
Center Max Mayfield**

**Former FEMA
Administrator Craig Fugate**

**Meteorologist & Hurricane
Specialist Bryan Norcross**

Includes:

- **Accommodations at
Grand Hyatt Baha Mar**
- **Broadcast &
production support**
- **Airport transfers in Nassau**
- **Local excursions &
most meals**



BAHA  MAR

Join us at Grand Hyatt Baha Mar on Cable Beach, Nassau's luxurious resort complex featuring the Caribbean's largest casino and Royal Blue, a Jack Nicklaus Signature 18-hole golf course.

RSVP >

SEE YOU APRIL 15 - 19, 2020



Disclaimer: Final confirmation of your participation will be determined by The Bahamas Ministry of Tourism & Aviation. All responses must be received by February 28, 2020. This invitation is intended solely for the recipient and is non-transferrable. Please email BahamasWX@webershandwick.com if you know someone who is interested in receiving more information.

CMGRP, Inc., d/b/a Weber Shandwick
Registration No. 3911

Visit Wales Documents

Story Idea: Revamp Your Wellness Routine in Wales

Hi XX,

There's no fresh start quite like a new decade. Today, Wales is launching the UK's first ever efoil school, [FoilRide](#), in the [Menai Straits](#). A one-of-a-kind electric hydrofoil surfboard adventure, FoilRide allows riders to feel as though they're flying above the water and is one of the latest additions to sustainable adventure sports.

In addition to the new adventure activity, Wales' unique landscape offers plenty of ways to revamp your wellness routine in 2020 with adventurous and leisurely activities and sustainable living inspired by Visit Wales' 2020 Outdoor Travel Trends Report. From foraging to surfing, Wales has something new for every visitor.

- **Surfing For The Psyche** – As surfing climbs to the top of almost everyone's bucket list in 2020 with its introduction to the Summer Olympics, Wales is ready to welcome those eager to learn. [Surf Snowdonia](#) is a world-first inland surf lagoon set in the heart of [Snowdonia National Park](#), the outdoor adventure capitol of North Wales. The pristine man-made waves are suitable for beginner, intermediate and advanced surfers. This adrenaline-pumping sport will leave you on a high all day!
- **Walking It Out** – The positive effects of walking on both physical and mental health have long been recognized. Whether it's a leisurely stroll or strenuous hike, you'll people to connect with nature and those around you. The [Wales Coast Path](#), the first path in the world to follow a country's coastline in its entirety, offers 870 miles of jaw-dropping views, cultural hotspots and thousands of years of history.
- **Eating Natural** – It's important to fuel for success and mental clarity. To cater for this, a number of Welsh restaurants are ensuring their dishes are locally sourced and support local communities. Foraging continues to be a growing attraction in Wales. [Fforest](#) and [Fish and Foraging Wales](#) teach guests how to forage in a sustainable way, both for their health and the environment.

Let me know if any of the above is of interest and I'm happy to send additional information.

Best,

XX

Hi x,

Wales is no stranger to exhilarating outdoor adventures – including the world's fastest [zipline](#), the world's first inland [surfing lagoon](#), coasteering the coasts, stargazing, hiking or biking at [Brecon Beacons](#) and more. And to kick off Visit Wales' 2020 [Year of Outdoors](#), the destination welcomed the sport growing in popularity – efoil a one-of-a-kind electric hydrofoil surfboard adventure in the island of Anglesey.

[Anglesey](#) is the only place in the UK with an efoil school, making it the only place you can experience it in the UK without actually owning an efoil. As you may know, efoils enable riders to feel as though they are flying above the water on a uniquely silent and smooth journey.

FoilRide is now open for bookings at www.foilride.co.uk for the traveler looking to crank up their adventure game this year.

Please find full press release, video and images [here](#) should this be a fit for anything you are currently working on. I'm happy to share additional information on the destination i.e. where to stay, how to get there, etc.

Additionally, if you're interested in visiting Wales to experience the Year of Outdoors and try the efoil experience in Anglesey out yourself, I'd love to curate an **individual press trip** for you.

Let me know if you have any questions at all.

Thanks,

XX

Hi XX,

As you prepare for a weekend of binge-watching the second season of Netflix's latest cult-class, **Sex Education**, I wanted to share the series' scenic filming locations across Wales. The country has also been featured in many notable TV shows and films, including the upcoming **The Voyage of Dr. Dolittle** starring Robert Downey Jr, as well as **Harry Potter and The Deathly Hallow Pt. 1 & 2**, **Doctor Who**, **Robin Hood** and more.

Please see a set-jetting itinerary to Wales to inspire your reader's next trip across the pond.

- **Sex Education x The Wye Valley** – Starring Gillian Anderson and Asa Butterfield, **Sex Education** was shot in [The Wye Valley](#). Known for its gorgeous rural roads that weave through sweeping landscapes, unspoiled market towns and stunning gardens, The Wye Valley offers visitors the opportunity to step away from the hustle and bustle of nearby cities. Stop by the University of South Wales' Caerleon Campus to see where scenes at the Moordale Secondary School were shot.
- **Dolittle x Anglesey** – Known for being the Duke and Duchess of Cambridge's first home after their marriage in 2013, [Anglesey](#) will also be featured in Robert Downey Jr.'s **Dolittle**, which hits theatres this Friday, January 17. The film, which also stars Emma Thompson, Antonio Banderas and Welsh actor Michael Sheen, includes the stunning Britannia Bridge over the Menai Strait.
- **Harry Potter x Freshwater West Beach** – Located on the coast of Pembroke, [Freshwater West Beach](#) was featured in **Harry Potter and the Deathly Hallows** where it was used as the backdrop for Dobby's Shell Cottage and burial site. Although the cottage has since been taken down, you can still walk in Harry, Hermione and Ron's footsteps. It also appeared in Ridley Scott's **Robin Hood** starring Russell Crowe and Kate Blanchett, where the beach was used for the fighting scenes in the film.

- **Doctor Who x Cardiff** – Located in [Cardiff, The National Gallery and Museum of Wales](#) has been featured numerous times in BBC's long running sci-fi show *Doctor Who*. While in Wales' capital city, take a visit to the famous [Cardiff Castle](#) where hit TV shows including *Doctor Who* and *Sherlock* have both filmed.

Please let me know if this is of interest and I'm happy to share more high res images and additional information.

Thanks,

Libby

Hi XX,

Before the venue, the flowers, the invites, the seating arrangement and everything else, comes the proposal. The whirlwind of wedding planning closely follows that first acceptance of the engagement ring, making this life changing moment something precious to share together, before all the busy preparation.

As part of its Year of Outdoors, Wales' rolling valleys, epic mountains and endless coastlines are already rich in heritage and stories from the past, awaiting couples intent on a perfect proposal and looking to their future.

- **Lose the rest of the world, lakeside** - [Lake Vyrnwy](#) is cocooned in 24,000 acres of lush green forest brimming with beautiful birds and wildlife. Although this secluded and enchanting lake is slightly outside of Snowdonia National Park, on its east side, it still enjoys breath-taking views on to the dramatic mountainscape.

Ambling along the 12 mile lakeside road hand in hand is a perfect precursor to finding just the right spot, getting down on one knee and sharing a special moment with the ancient woodlands and waters. [**Where to Stay:** [Lake Vyrnwy Hotel and Spa](#)]

- **Propose under the eye of the patron saint of lovers** - Magical [Llanddwyn](#) Island, off the west coast of Anglesey, is famed for romance, as the historic home to St Dwynwen: Wales' patron saint of lovers. Legend has it that the eels of Dwynwen's Well, on the island, can even predict whether a relationship is going to be a long term success, so it may be worth consulting them before asking the big question. [**Where to Stay:** [Berwyn, Anglesey](#)]

Couples come to enjoy views that stretch across the Menai Straits to the inspiring peaks of Snowdonia, leave their footprints across Llanddwyn's golden sand dunes and make friends of the red squirrels at home in the nature reserve.

- **Fit for a Fairytale** - Overgrown with ivy, romantic Dinefwr Castle holds a special place in the hearts and minds of the Welsh, as part of the country's own royal heritage. As well as the history books, it might also make a page in many couples' own love story, as the fairytale-esque setting

for a wedding proposal, with views across the enchanting [Tywi Valley](#). [**Where to Stay:** [The Cawdor, Llandeilo](#)]

Provided the answer is yes, newly-engaged couples interested in following in the footsteps of kings and queens might want to visit nearby Dolaucothi Gold Mines and pan for the same gold used in the Duke and Duchess of Cambridge's wedding rings. If it's good enough for Wills and Kate...

Let me know if any of the above is of interest and I'm happy to provide more information.

Best,

Libby

Hi XX,

There's no place quite like Wales in the spring and summer. Visitors can immerse themselves in the warm weather and lush greenery at any one of Wales' unique festivals. From one of the world's largest literary festivals to a cheese festival located on the grounds of Britain's second biggest castle, Wales offers all visitors a one-of-a-kind experience.

[Hay Literary Festival \(May 21 – 31, 2020\)](#) – Bringing in over 100,000 visitors to the small town of Hay on Wye, whose population is only 1,500, the Hay Literary Festival is considered one of the world's biggest and best. The festival features around 700 speakers at 800 events ranging from a plays by Shakespeare's Globe on Tour, readings from Stephen Fry and Gloria Steinem and a special performance by Van Morrison.

Where to Stay: [Yurt Glamping at Hay Festival](#)

[The Big Retreat \(May 22 – 25, 2020\)](#) – Featuring over 200 classes and workshops, from fitness and yoga to wild swimming and bushcraft, cooking demonstrations and crafts, live music and comedy, The Big Retreat is the perfect reset before summer. Highlights include the Perfect Instagram Pic Workshop with Celebrity Photographer Dan Kennedy, Bushcraft Insights, gin making and numerous workout classes to fit any style.

Where to Stay: [Belle Hotel](#)

[The Big Cheese \(July 24 – 26, 2020\)](#) – Located on the grounds of the second biggest castle in Britain, Caerphilly Castle is the star of The Big Cheese Festival, which brings together local and regional Welsh food & drink to the castle's surroundings. Indulge in tasty treats from street food vendors, live cooking demonstrations and medieval reenactments within Caerphilly Castle.

Where to Stay: [The Courtyard](#)

[Green Man Festival \(August 20 – 23, 2020\)](#) – Over the years, Green Man has grown from a party in a field to one of Europe’s best festivals but remains focused on staying local through Welsh food and drinks and no corporate sponsorships. Located in the scenic [Brecon Beacons National Park](#), festival goers are encouraged to purchase a [Settler’s Pass](#) to explore Wales’ heritage sights, galleries, waterfalls, gardens, castles and more. This year’s headliners include Mac Demarco, Frank Ocean’s ex-guitarist, Alex G, Ty Segall and more.

Where to Stay: [The Old Refectory Country Hotel](#)

Let me know if any of the above is of interest and I’m happy to share more information!

Best,

Libby

Hi XX,

Now that the rush of fashion week has passed, discover the destinations that inspired Sarah Burton’s Autumn/Winter 2020 Alexander McQueen collection. Inspired by Wales’ culture, traditions, folklore and mystery, the collection incorporates traditional quilts, the symbolism of the national color, red, and love spoons.

Discover Burton’s inspiration in these Wales destinations:

Folklore - Where to visit

- [Harlech – Gwynedd](#)
Uncover the legend of Branwen, daughter of Llŷr, the second branch of the Mabinogi tale, and visit the statue which lies in tribute to the story of war between the King of Britain, Bendigeidfran, and Matholwch, King of Ireland. Also visit Harlech’s famous castle, part of a UNESCO World Heritage Site.
- [The National Library of Wales, Aberystwyth](#)
The National Library of Wales is the national legal deposit library of Wales, holding over 6.5 million books and periodicals and the largest collections of archives, portraits, maps, photographic images and ancient manuscripts in Wales.

Homespun Craft - Where to visit

- [Melin Tregwynt - Pembrokeshire](#)
This small white washed woolen mill can be found in a remote wooded valley on the Pembrokeshire coast. There has been a mill on this site since the 17th century, when local farmers would bring their fleeces to be spun into yarn and woven into sturdy Welsh wool blankets.
- [National Wool Museum](#)
Explore the mighty wool industry at Wales’ National Wool Museum. This important industry produced clothing, shawls and blankets that were sold across Wales and the world. This gem of a Museum, housed in the former Cambrian Woollen Mills, follows the story from fleece to fabric.

Protection - Where to visit

- [St Fagans National Museum of History – Cardiff](#)
The site of inspiration for the collection, you too can visit the red 16th Century farmhouses at St Fagans where, since 1948, over forty original buildings from different historical periods have been re-erected in the 100-acre parkland.

Welsh Love Spoons - Where to visit

- [The Love Spoon Workshop](#)

The 17th century Welsh lovespoon tradition continues here in West Wales at The Lovespoon Workshop in Swansea, where hand-carved authentic Welsh lovespoons have been made since 1975. They are carved with a range of symbols to represent love and aim show the skills of the carver that made them.

Poetry - Where to visit

- [Dylan Thomas Boathouse](#)

The Boathouse in Laugharne, Wales, was where poet Dylan Thomas lived with his family during his last four years between 1949 and 1953. The house is set in a cliff overlooking the Tâf estuary and is where he wrote many of his major pieces.

Let me know if any of the above piques your interest and I'm happy to send more information!

Images can be found [here](#).

Best,
XXX

Visit Wales Curates Five 2020 Global Outdoor Travel Trends

Trend report predicts global outdoor travel trends ahead of Wales' 2020 Year of Outdoors

NEW YORK, NY – November 6, 2019 – In anticipation of its Year of Outdoors, launching in January 2020, Visit Wales has partnered with a leading university and outdoor travel experts and adventurers to reveal five global outdoor travel trends to look out for next year. The trends are increasing in prominence across the world and emerging in Wales in innovative and creative ways.

The Let the Outdoors In: Global Outdoor Travel Trends 2020 report has been developed in collaboration with Pride of Britain winner Benjamin Clifford, who runs an adaptive surf school in South Wales, former Welsh rugby international and adventurer Richard Parks and leading adventure writer and Wanderlust journalist, Phoebe Smith.

The report provides analysis from a range of experts, exploring important global themes such as how women engage with the outdoors, the growing connection between the outdoors and food tourism and the impact of outdoor activities on mental health, human interaction and loneliness.

During the Year of Outdoors visitors to Wales will be encouraged to explore its national parks, mountains, coastline and UNESCO World Heritage Sites, and discover how the outdoors has shaped Welsh culture and identity, and has inspired poets, writers and artists for centuries.

The trends have been inspired by a range of innovators from the tourism industry within Wales. From the outdoor chill swimming group, the Bluetits Swimmers, which started in Pembrokeshire and has now expanded across Wales and beyond; to Fforest, a sustainable outdoor hotel which is designed to merge with the natural surroundings. It has also involved leading Professor of Performance Psychology at Bangor University, Tim Woodman.

“During our Year of Outdoors we will be offering visitors the opportunity to experience the outdoors like never before, emphasising the important link between the outdoors and our well-being, and inviting visitors to experience our world-class outdoor offer,” said Jason Thomas, Director of Culture, Sport and Tourism, Welsh Government.

One of the trends featured in the report is Walking it Out. Walking is one of the most popular outdoor activities in Wales, embodied by products such as the Wales Coast Path and Offa’s Dyke Path.

In conjunction with Ramblers Cymru, the report details how against a backdrop of social media, stress at work and geographical isolation, walking in the outdoors to connect with others and improve human relationships, will be a key trend to watch in 2020.

2020 is set to see the launch of a host of new outdoor experiences in Wales, including Slate Mountain Lodge; a new glampsite that offers a beautiful location in a rugged landscape and Spirit Cymru, which will connect chapels and churches in West Wales through unique cycle tours and overnight stays in remote historic church and chapel buildings.

- The full trend report is available to download [here](#).

Top Five Outdoor Travel Trends for 2020

1. Women in the Outdoors

The outdoors: it’s everything that’s not indoors, and it should be open and accessible to all kinds of visitors. In fact, representatives from the tourism industry have found that the outdoors hasn’t always been enjoyed to its greatest advantage by women. In 2020, that’s set to change as more women embrace the benefits of outdoor adventure activities – and dispel stereotypical images of the participants in outdoor activities.

Sarah Mullis is from the Bluetits chill swimmers, which started in Pembrokeshire and is growing in popularity in Wales and beyond. She says: “I used to associate the outdoors with cycling, running and competitive men in lycra, but chill swimming changed that for me. The women we swim with – because although we do welcome men, and love it when they come along, the group is predominantly women – have all sorts of things going on in their lives: cancer treatment, relatives to care for, depression and the menopause to name but a few. But when we all get together and go for a swim, our problems seem that little bit smaller and more manageable.”

2. Walking it Out

The positive effects of walking on both physical and mental health have long been recognised. But in 2020, a new way of understanding the benefits of walking while travelling and in our everyday lives is unfolding. Stressful lifestyles, hectic work schedules and isolation from friends and family are recognised as factors in causing loneliness and disconnection. As a result, walking in the outdoors to connect with

others in a unique way made possible by the outdoor environment and escape from technology, is on the rise.

Jacky Cross of Meirionnydd Ramblers says: "Mental health problems affect one in four of us, yet many people are still afraid to talk about them. Walking together allows us to open up, strengthen existing relationships and create new friendships. It brings laughter, inspiration and adventure, especially for those of us who might be feeling lonely.

3. Surfing for the Psyche

Surfing has always been known to demand bravery, fearlessness and physical ability but as we head into 2020, experts are starting to better understand its connection to opening up to vulnerability and building resilience which can be taken into everyday life.

In gaining a sense of control and influence over their emotions and the situation, surfers of all abilities can learn to cope more effectively with difficult situations elsewhere in their lives. A benefit that lower-risk sports are simply unable to offer.

Tim Woodman, professor of performance psychology at Bangor University, comments: "Taking part in outdoor activities that include a perceived physical risk provides significant and long-lasting psychological benefits. Emotions arise that individuals have to control in order to perform the activity. It forces them to deal with a turbulent state of mind, often led by fear.

"Our most recent research shows that it is specifically the risk element in this type of sport that helps people develop their self-esteem, because they learn to adapt to an ever-changing environment. As such, it is a great training ground for life."

Benjamin Clifford, founder of Surfability UK, adds: "Each wave is different and the sea is always in motion – much like life – so people have to practice the skill of being in the moment and connected with their bodies in order to surf."

4. Adventure for the Senses

In the face of increased working hours and higher stress levels, more and more visitors want their time outdoors to provide them with a new type of challenge and a greater sense of fulfilment. 2020 is set to see more travellers moving away from routine outdoor breaks, and opting instead for adrenaline-fueled adventures. This has produced a new generation of daredevil explorers, keen to reassess what they can take from the outdoors to create a sense of balance in their busy lives.

Andrew Hudson from Zip World, home to the longest zip line in Europe and the fastest in the world, says: "Often, those people who come to Zip World for the first time underestimate the real impact it will have on them. Zip lining is one of the most accessible adrenaline activities – everyone from children to grandparents can take part. But when they do, they slide into a totally new perspective on life and achieve a true escape from the daily grind."

5. Eating Natural

In 2020, “field to fork” is an ideology that will have more of an influence over food tourism than ever before. Knowing where ingredients come from is becoming more of a priority for an increasing number of ‘food tourists’ who want to link what they eat to the outdoors, where it begins its journey to our plate.

Now the connection between food and the outdoors is being taken to a new level. Where hyper-local sourcing and foraging may once have been the preserve of experts, visitors can now literally take matters into their own hands by taking part in foraging breaks. Not only are food fanatics seeking holidays where they can eat and source food from the outdoors, they are finding unique and beautiful locations to eat in the elements, furthering their connection to the land where their food came from.

“Growing and eating your own food is a great pleasure, as well as foraging and gathering food in the outdoors. We encourage people to learn how to identify edible plants, and forage for wild and natural food: mushrooms, herbs, shellfish, seaweed, and lots of pure fresh air on the side,” said Sian Tucker from Fforest outdoor hotel.

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SUBJ: Speak with Visit Wales, U.K. Representative – Jan. 21 – Jan. 22

Hi XX,

Hope you had a great holiday! Michael Price of [Visit Wales](#) will be in NYC **Jan. 21 – Jan. 22** and I would love to set up a time/location that works best for you to speak with him about all things Wales – the U.K.’s most underrated destination.

As you know, this year, Wales marked 2020 the Year of Outdoors as a way to invite the world to skip those over-populated destinations and discover all that Wales has to offer, outdoors – from unplugging and exploring sleepy villages, rolling mountains, untouched valleys and coastal pathways to living like royalty amongst the destination’s 600+ castles to visiting the sites of today’s most popular tv shows like The Crown or Sex Education.

If you aren’t familiar with Wales or want to deep-dive into the destination, this is a great opportunity to learn more about what makes the country unique, how assessable it actually is, press trip opportunities and what’s new in 2020 - from an exciting lineup cultural festivals and events to new developments and more.

Additionally, if you are not available either of the above-mentioned days, Mike is also available the **morning of Jan. 27** and we'd be happy to schedule some time then.

Please let me know what time/location works best for you.

Let me know of any questions at all.

Best,

XX